

ESSENTIALS

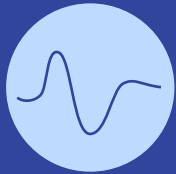
H2 | 2021 REPORT CONTENT

From July – December 2021, Essentials will focus on recovery from the pandemic, and associated consumer behaviours and attitudes across a number of different areas and verticals.



ESSENTIALS
SYNDICATED

TOPICS COVERED IN EVERY REPORT:



Phases
of the
Pandemic



Priorities
and
Concerns



Vaccination

Additional topics will rotate based on the schedule outlined below:

WAVES 44 | 48 | 52

- Travel & Entertainment
- Food & Beverage / Foodservice
- Emotions
- Health & Wellness
- Return to Normal
- Shifts in Time Spent
- Category Purchases – Food & Beverage Categories

WAVES 45 | 49 | 53

- Shopping / Shifts in Spending
- Finances
- Health & Financial Impact
- Environment & Sustainability
- Category Purchases – Non-Food Categories

WAVES 46 | 50 | 54

- Travel & Entertainment
- Food & Beverage / Foodservice
- World of Work
- Emotions
- Return to Normal
- Category Purchases – Food & Beverage Categories

WAVES 47 | 51 | 55

- Shopping / Shifts in Spending
- Category Prioritization
- Social Activities
- Health & Financial Impact
- Media & Information
- Category Purchases – Non-Food Categories

ELIGIBLE FOR SURVEY IF:
16-74 OR 18-74 (US & CANADA)

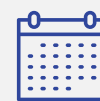
STANDARD DEMOGRAPHICS

Gender
Age/Generation
Employment
Education
Marital Status
Parents
Children in HH
HH Income
Has vaccination, or not

For more details, contact:
Essentials@Ipsos.com

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ESSENTIALS

H2 | 2021 SCHEDULE

WAVE	CUSTOM QUESTIONS DUE FROM PREMIUM SUBSCRIBERS	FIELD DATES	REPORT PUBLISHED
44	Jun. 22	Jun. 28 – 30	Friday, Jul. 9
45	Jul. 12	Jul. 15 – 18	Friday, Jul. 23
46	Jul. 26	Jul. 29 – Aug. 1	Monday, Aug. 9
47	Aug. 9	Aug. 12 – 15	Friday, Aug. 20
48	Aug. 23	Aug. 26 – 29	Friday, Sep. 3
49	Sep. 3	Sep. 9 – 12	Friday, Sep. 17
50	Sep. 20	Sep. 23 – 26	Friday, Oct. 1
51	Oct. 4	Oct. 7 – 10	Monday, Oct. 18
52	Oct. 18	Oct. 21 – 24	Friday, Oct. 29
53	Nov. 1	Nov. 4 – 7	Monday, Nov. 15
54	Nov. 15	Nov. 18 – 21	Friday, Nov. 26
55	Nov. 29	Dec. 2 – 5	Friday, Dec. 10

For more details, contact:
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