



ESSENTIALS  
SYNDICATED



# IPSOS ESSENTIALS

## FAQ

A Guide for Subscribers

## What is Ipsos *Essentials*? How long has it been running?

Ipsos *Essentials* monitors how people in countries across the globe navigate the new rules of engagement including impacts on our state of mind, state of wallet, and future intentions as we look towards recovery. We have been surveying citizens and consumers since February 2020 and have been providing tracked data and insights to our subscribers going back to July 2020. It is a syndicated study, so we ask the same questions to respondents across the globe and over time.

## How many countries are we tracking, and which ones are they?

Ipsos *Essentials* tracks 16 countries. We survey 1000 people each wave in Canada, France, India, the UK and the US. In the same wave, in each of Australia, Brazil, China, Germany, Italy, Japan, Mexico, Russia, South Korea, South Africa and Spain, the sample size is 500.

## How often does the study run, and how long does it take to get results?

In 2021 we surveyed and reported insights every two weeks. In 2022 we shifted the cadence to monthly.

The **2022 schedule** is as follows:

WAVE	CUSTOM QUESTIONS	FIELD DATES	REPORT PUBLISHED
<b>56</b>	January 3	January 6 – 9	Monday, January 17
<b>57</b>	February 7	February 10 – 13	Tuesday, February 22
<b>58</b>	March 8	March 10 – 13	Monday, March 21
<b>59</b>	April 4	April 7 – 10	Wednesday, April 20
<b>60</b>	May 2	May 5 – 8	Monday, May 16
<b>61</b>	June 6	June 9 – 12	Monday, June 20
<b>62</b>	June 30	July 7 – 10	Monday, July 18
<b>63</b>	July 29	August 4 – 7	Monday, August 15
<b>64</b>	September 2	September 8 – 11	Monday, September 19
<b>65</b>	October 3	October 6 – 9	Monday, October 17
<b>66</b>	November 7	November 10 – 13	Monday, November 21
<b>67</b>	December 5	December 8 – 11	Monday, December 19

## Is the report available in multiple languages?

No. It is available in English only.

## What do you measure in the study?

Ipsos *Essentials* tracks citizens' top priorities and concerns, financial health and physical wellness, as well as people's routines and habits, consumer and shopper behaviours, category choices, and current work situation. We look at emotional response, government ratings, environment, sustainability, vaccination, current expectations and future outlook, among other areas. In addition to the online survey, we supplement the results with ethnographic videos posting consumer attitudes and behaviours.

## How much does it cost to subscribe? What are the deliverables?

In 2022 Ipsos *Essentials* is \$8,000 USD/wave, with an option to purchase a custom question when there is availability. The question is asked in all 16 countries. Volume discounts are offered when a subscriber purchases 4 or more waves.

REPORT		DELIVERABLES EACH WAVE	
Full Year (12 waves)	\$80,000 USD (~17% discount)	Global Report in ppt and pdf (~ 40 slides)	
1 Quarter (3 waves)	\$21,000 USD (~12% discount)	Global Compendium with details (~ 150 slides)	
Single Report	\$8,000 USD	Integration of ethnographic videos from 8 key countries	
CUSTOM QUESTION (max 2 per client / wave where space is available)		Data Tables (in Excel, including cross-country comparison)	
1 <sup>st</sup> question	\$3,000 USD	Country-specific Data Compendium and additional Data Tables available upon request	
2 <sup>nd</sup> question	\$2,000 USD		

## What if I only want to understand the results from one country?

Sometimes a company has a localized need. Each wave we create the data tables and a templated slide data compendium for each country. There is no discount to receive the information for one country only. Please contact a member of the *Essentials* team at [essentials@ipsos.com](mailto:essentials@ipsos.com) for more information on what that might look like.

## Does Ipsos host results presentations for subscribers?

When there is a specific client need, we offer consultation hours, which can be used for a presentation if desired.

## Can I have a copy of the data tables?

Yes. Full Excel data tables are part of the subscription. See the table above.

## What are the demographics you capture?

The standard demographic fields we capture are: Gender, Age, Generational Cohort, HH Income, Marital Status, Parents, HH Size, Education, Vaccination Status, Employment Status, Region, Urban/Rural, and Ethnicity.

## Do you offer other products using Essentials information?

- Ipsos Strategy3 offers workshops that are custom to your team and your business. Workshops are preceded by stakeholder interviews. One of the outcomes is moving beyond the “So What?” of understanding change to the “Now What?” to prepare for the future.
- We offer and participate in speaking engagements.
- We offer *Travel Essentials*, a syndicated study focused on behaviours and attitudes about travel, both domestic and international.

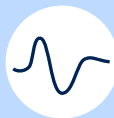
## What are the topics that you cover each wave?

Each month, we ask respondents about the following topics:

### TOPICS COVERED IN EVERY REPORT:



Top priorities



Phases of the pandemic



Travel intentions and top destinations



Omnichannel shopping behaviour in key verticals



Outlook on return to “normal”



Personal financial situation













Positive and negative emotions



Vaccination and boosters

## Do you ever modify the questionnaire?

Because we track behaviour each wave, the questionnaire is about 90% consistent, however we rotate additional topics based on the schedule outlined below:

	WAVE											
	56	57	58	59	60	61	62	63	64	65	66	67
 Health & Wellness	•			•			•			•		
 Financial Deep- Dive	•			•			•			•		
 Shopping Deep-Dive	•		•		•		•		•		•	
 Category Usage & Prioritization	•		•		•		•		•		•	
 Media & Information		•			•			•			•	
 Travel & Entertainment Deep-Dive		•		•		•		•		•		•
 Food & Beverage		•		•		•		•		•		•
 Sustainability & Environment		•			•			•			•	
 Shifts in Time Spent			•			•			•			•
 World of Work			•			•			•			•

## My company would like to add a custom question. Is that possible?

Subscribers have the option of adding a custom question when space permits. Note the cost and schedule for submission on the previous pages. The question must be added to the global questionnaire, so respondents from all 16 countries are included.

For more information, or to subscribe, contact your local Ipsos representative or email [essentials@ipsos.com](mailto:essentials@ipsos.com)