

# ESSENTIALS

## 2022 REPORT CONTENT

Global tracking of attitudinal and behavioral change. As the COVID-19 pandemic and other events continue to impact the world, we highlight the near-constant change in consumer behaviors and attitudes as we adapt in a time of prolonged uncertainty.



**ESSENTIALS**  
SYNDICATED

### TOPICS COVERED IN EVERY REPORT:



Top priorities



Phases of the pandemic



Outlook on return to "normal"



Personal financial situation



Travel intentions and top destinations



Omnichannel shopping behaviour in key verticals



Positive and negative emotions



Vaccination and boosters

Additional topics will rotate based on the schedule outlined below:

#### WAVES 56 | 62

- Health & Wellness
- Financial Deep-Dive
- Shopping Deep-Dive
- Category Usage & Prioritization

#### WAVES 57 | 63

- Media & Information
- Travel & Entertainment Deep-Dive
- Food & Beverage
- Sustainability & Environment

#### WAVES 58 | 64

- Shifts in Time Spent
- World of Work
- Shopping Deep-Dive
- Category Usage & Prioritization

#### WAVES 59 | 65

- Health & Wellness
- Financial Deep-Dive
- Travel & Entertainment Deep-Dive
- Food & Beverage

#### WAVES 60 | 66

- Media & Information
- Shopping Deep-Dive
- Category Usage & Prioritization
- Sustainability & Environment

#### WAVES 61 | 67

- Shifts in Time Spent
- World of Work
- Travel & Entertainment Deep-Dive
- Food & Beverage

#### 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

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# ESSENTIALS 2022 ROTATED TOPIC DETAIL



## WORLD OF WORK

- Business: Sector & Size
- Attitudes towards Work
- Current Work location (Office / OOH, Home, Hybrid)
- Commuting (Pre-pandemic vs. current)
  - Shopping activities while commuting (P4W)
- Job change (P12M and N12M)
- Presence of a "Side Hustle"
- Work expectations and feelings
- Expectations of new Work trends



## SUSTAINABILITY

- Phase of environmental concern
- Sustainability by category (Apparel, Food & Beverage, Travel, Tech, Energy / Utility)
- Personal sustainable actions and practice
- Sustainable brands and Non-sustainable brands
- Assessment of personal environment actions
- Blame versus Credit for Environmental action



## HEALTH & WELLNESS

- Health Management assessment
- Measures taken to make people comfortable when gathering
- Measures to stay healthy (P4W)
- Satisfaction with current level of Healthcare
- Change in volume of Medical Appointments
- Medical Treatment postponement / cancellation
- Interest in more access to new Healthcare trends
- P6M participation in health-related activity
- Importance and Ease of Health & Wellness activities (stickiness)



## SHOPPING DEEP-DIVE

- Participation and perceived Risk of Shopping activities
- Omnichannel Shopping, by category
  - Past 2-week shopping/purchase
  - Share of time online vs. in-store
  - Transaction channel
  - Payment method
- Shopping challenges faced
- Overall shopping attitudes
- Category trading up / down
- Spending priorities
- P6M and next-6-month major purchases
- Participation in digital activities
- Importance and Ease of Shopping activities (stickiness)



## FINANCIAL DEEP DIVE

- Personal Financial Impact
- Perceived threat of job loss and Ability to pay bills
- Financial savings
- Financial risk tolerance
- Participation / comfort with Financial Services activities
- Use of digital options for Financial Services
- Importance and Ease of Financial activities (stickiness)

# ESSENTIALS 2022 ROTATED TOPIC DETAIL



## TRAVEL & ENTERTAINMENT DEEP-DIVE

- Participation and perceived Risk of Entertainment activities
- Support for Travel initiatives
- Next 3-month travel plans (Leisure & Business)
- International destinations
- Importance and Ease of Travel & Entertainment activities (stickiness)



## FOOD & BEVERAGE (including alcohol)

- Participation and perceived Risk of Food & Beverage activities
- Cooking at home, Food Delivery
- Overall Food & Beverage attitudes
- Importance and Ease of Food & Beverage activities (stickiness)



## CATEGORY USAGE & PRIORITIZATION

- 30 product categories (based on subscriber interest)
- Past 2-week product purchase frequency
- Product transaction channel
- Product prioritization (Essential, Treat, Postponable, Expendable)



## TIME SPENT

- Time Priorities – activities with free time
- Time shifts – spending more / less on activities in time in coming month



## MEDIA & INFORMATION

- Misinformation statements
- Media consumption: Source & Channel
- Media political leaning
- Attitudes about current state of the media



# ESSENTIALS

## 2022 SCHEDULE

WAVE	CUSTOM QUESTIONS DUE FROM SUBSCRIBERS	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

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