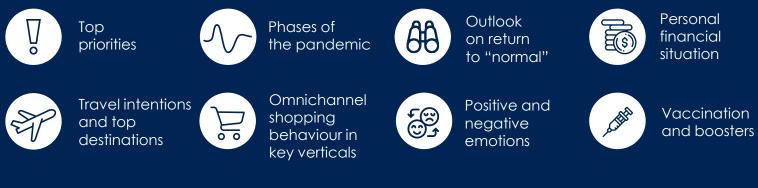
ESSENTIALS 2022 REPORT CONTENT

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.



TOPICS COVERED IN EVERY REPORT:



Additional topics will rotate based on the schedule outlined below:

WAVES 56 | 62

- Health & Wellness
- Financial Deep-Dive
- Shopping Deep-Dive

• Food & Beverage

• Shopping Deep-Dive

Category Usage & Prioritization

WAVES 57 | 63

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

WAVES 58 | 64

- Shifts in Time Spent
- World of Work
- WAVES 59 | 65
- Health & Wellness
- Financial Deep-Dive

WAVES 60 | 66

- Media & Information
- Shopping Deep-Dive

WAVES 61 | 67

- Shifts in Time Spent
- World of Work

• Travel & Entertainment Deep-Dive

Category Usage & Prioritization

- Food & Beverage
- Category Usage & Prioritization
- Sustainability & Environment

- 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

For more details, contact: Essentials@lpsos.com

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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



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)

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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)



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

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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)



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)

MEDIA & INFORMATION

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



TIME SPENT

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





ESSENTIALS 2022 SCHEDULE

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

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