

IPSOS ESSENTIALS

Global tracking of attitudinal & behavioural change as we adapt in a time of prolonged uncertainty



ESSENTIALS
SYNDICATED

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

TOPICS OF INVESTIGATION:

-  Top priorities
-  Travel intentions, attitudes, and top destinations
-  Phases of the pandemic
-  Shifts in time spent
-  Outlook on return to "normal"
-  Social and entertainment activities
-  Personal financial situation
-  Sustainability and the environment
-  Health and wellness
-  Positive and negative emotions
-  Omnichannel shopping behaviour in key verticals
-  Vaccination and boosters
-  Category usage and prioritization
-  World of work and employee attitudes
-  Food and beverage (grocery & restaurant)
-  Media consumption and information sources

TOPIC ROTATION



To address the breadth of topics that subscribers deem important, we rotate topic from wave to wave (for more details, please see the *2022 Report Content and Schedule* document).



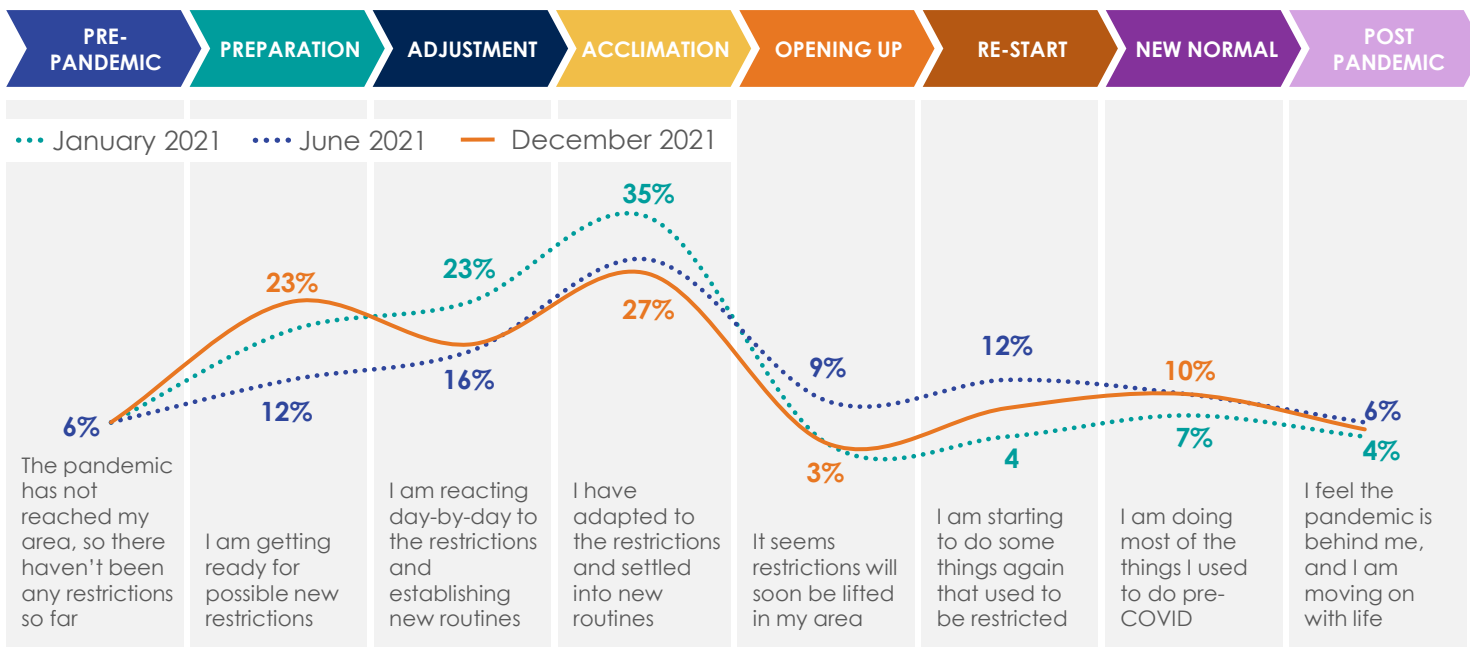
Some metrics may be removed or gathered less frequently as they became less relevant; other questions may be tweaked to keep with the changing times.



Wherever possible, we strive to maintain tracking and the same richness of longitudinal data that we know is important to you.

A PROLONGED PERIOD OF ADAPTATION:

Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?



MONTHLY DELIVERABLES

n = 1,000 / wave in Canada, France, India, the UK, and the US

n = 500 / wave in Australia, Brazil, China, Germany, Italy, Japan, Mexico, Russia, South Korea, South Africa and Spain

- Global Report (in PowerPoint and PDF; approx. 40 slides)
- Global Data Compendium of automated charts and graphs (in PowerPoint and PDF; approx. 150 slides)
- Integration of ethnographic videos and citizen quotes into the reports (from 8 key countries)
- Data tables (in Excel, including cross-country comparison and global demos)
- Country-specific Data Compendium and additional data tables available upon request

CLIENT FEEDBACK



2022 PRICING

REPORT

Full Year (12 waves)	\$100,000 CAD (~17% discount)
1 Quarter (3 waves)	\$26,000 CAD (~12% discount)
Single Report	\$10,000 CAD

CUSTOM QUESTION

(max 2 per client / wave where space is available)

1 st question	\$3,750 CAD
2 nd question	\$2,500 CAD

For more details, contact: Essentials@Ipsos.com