

# DID YOU KNOW?

Inflation is impacting consumer sentiment and holds the potential to dampen spending plans in Q4.

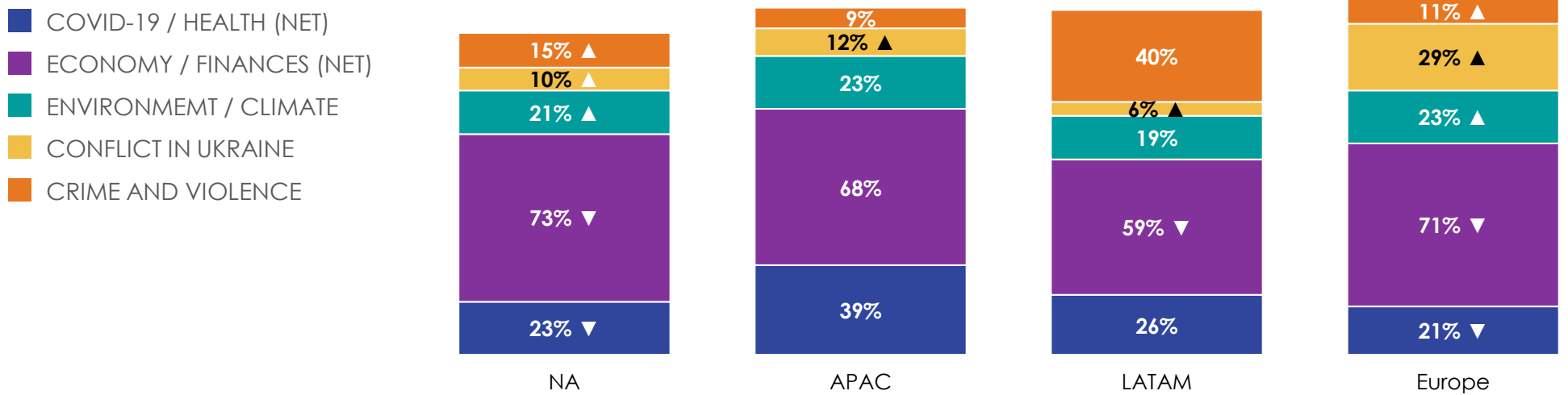


ESSENTIALS  
SYNDICATED

October 2022

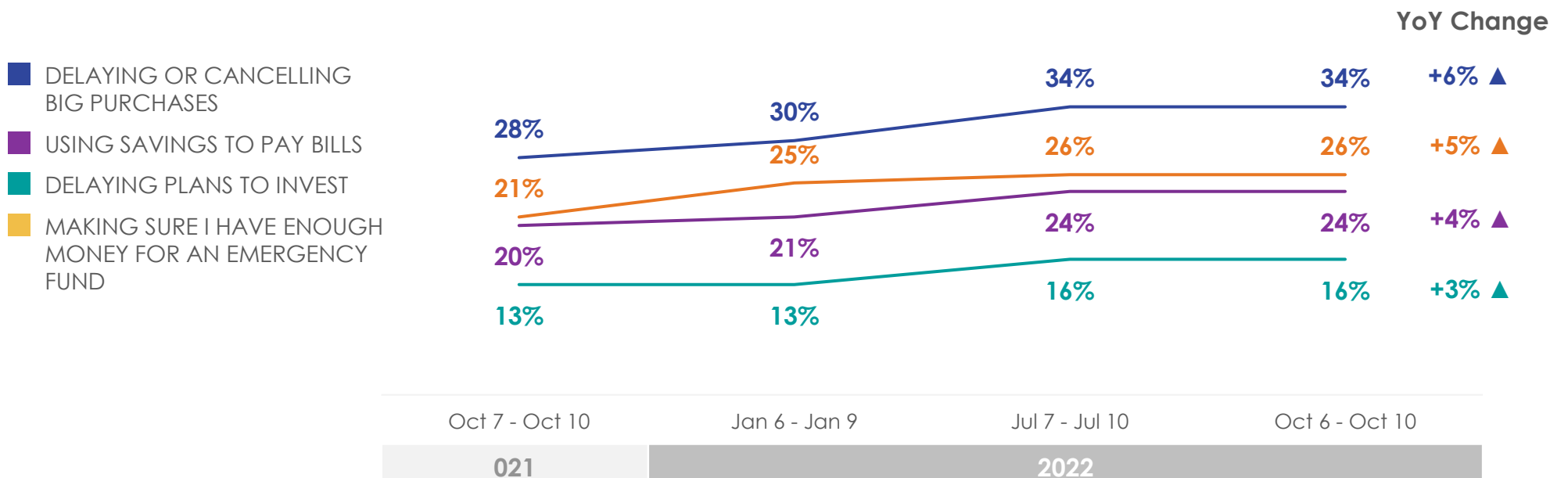
## As pandemic worries recede in North America and Europe, citizens create headspace for a wider range of concerns

### TOP CONCERNS – FIRST OR SECOND PRIORITIES BY GLOBAL REGIONS



## Citizens globally are experiencing more financial setbacks compared to this time last year

### FINANCIAL SETBACKS EXPERIENCED: ONE YEAR TREND



▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

## For some, the current economic climate will have long-term implications



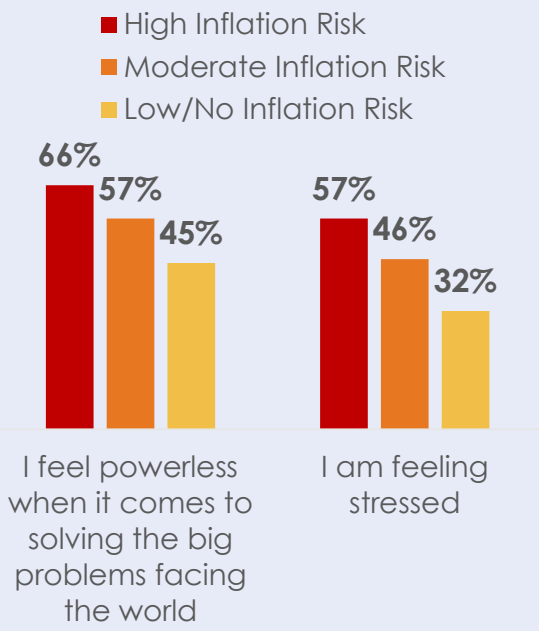
"We definitely don't have enough in our retirement accounts. At this rate we definitely won't have enough to retire."

- Vanessa, US

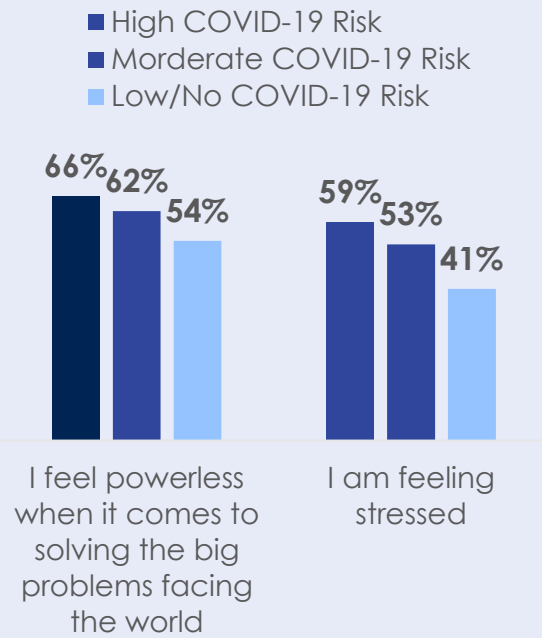
# The environment in which consumers are shopping impacts overall morale and sentiment

## CONSUMER SENTIMENT TOP-2 BOX AGREEMENT

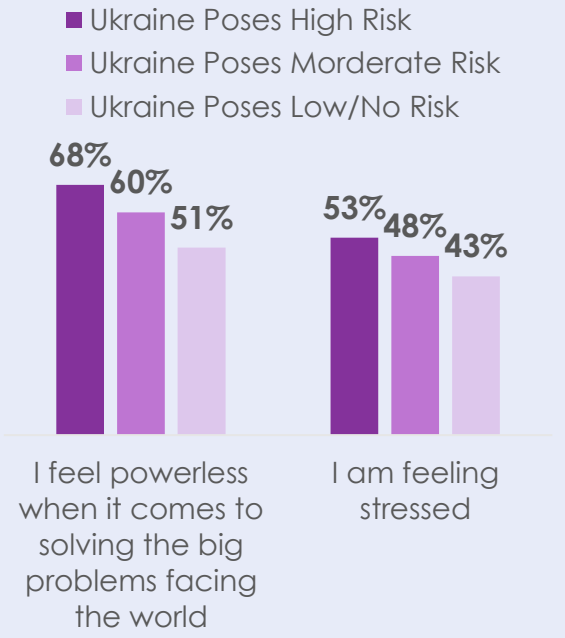
### RISK TO YOU PERSONALLY



### RISK TO YOU PERSONALLY/YOUR FAMILY



### RISK TO YOUR COUNTRY



## Consumers expect to cut back on their spending throughout Q4 and into the holidays

74%

I feel like I need to cut back on my spending

68%

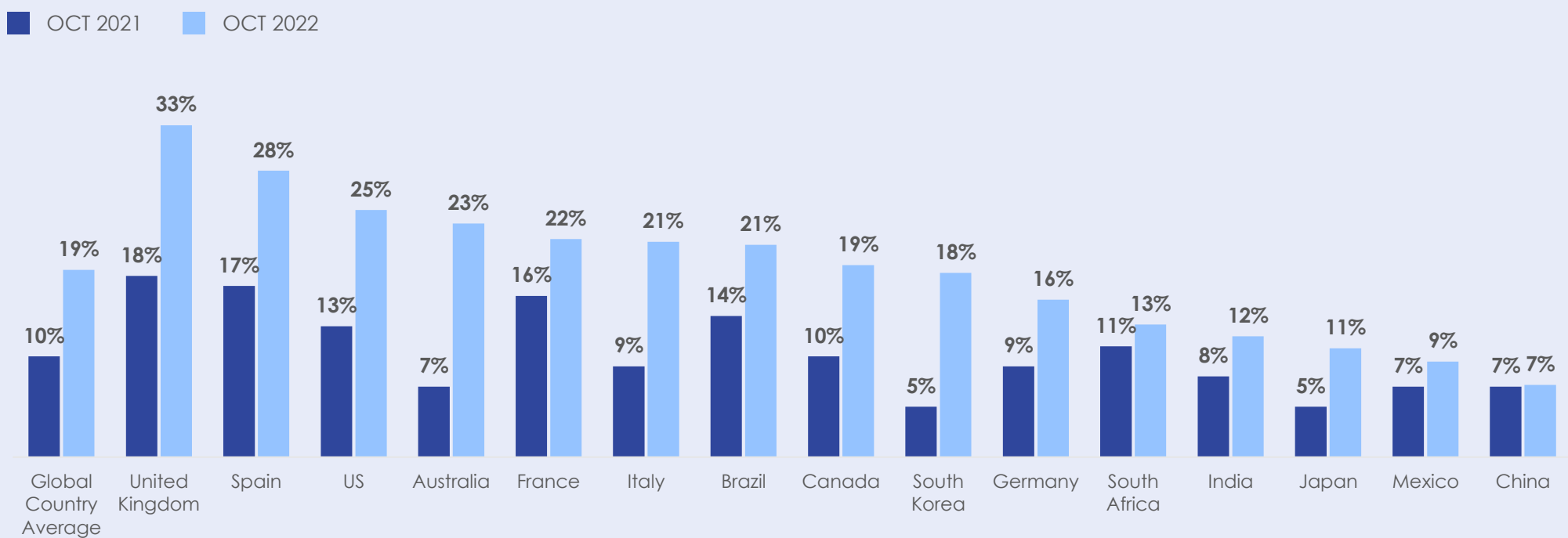
I expect to have less money to spend on end-of-year holiday gifts and celebrations this year



**Women** are more likely to have less money for holiday gifts, and report needing to cut back on their spending more than men.

## Travel is expected to rebound in 2023 even as consumers head cautiously into Q4

### BOOKING A LEISURE TRIP/TRAVEL FOR NEXT YEAR BY COUNTRY



Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, Italy, Mexico, Spain, India, Japan, South Africa, South Korea, the UK and the US.

For more insights, country detail, or subscription information, contact [essentials@ipsos.com](mailto:essentials@ipsos.com)

