

# DID YOU KNOW?

Behavior change is a constant – whether driven by the pandemic or inflation. Many curtail discretionary spending while also leveraging supplemental sources of income.

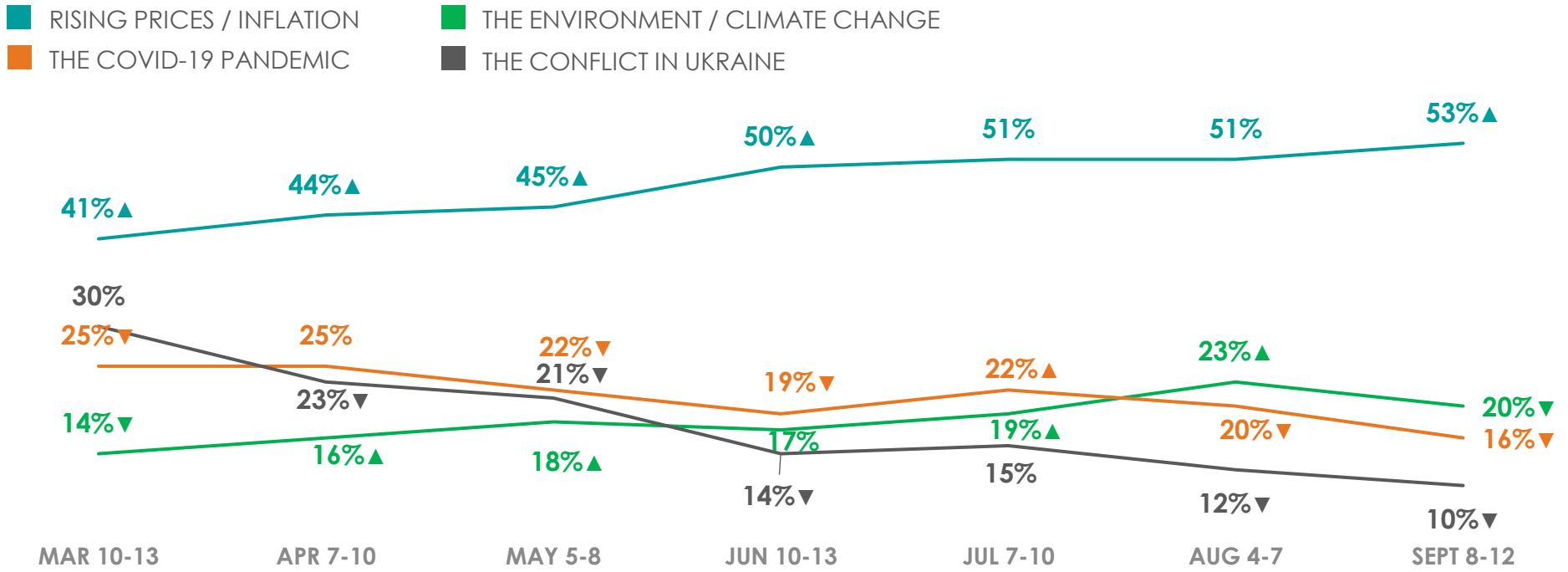


ESSENTIALS  
SYNDICATED

September 2022

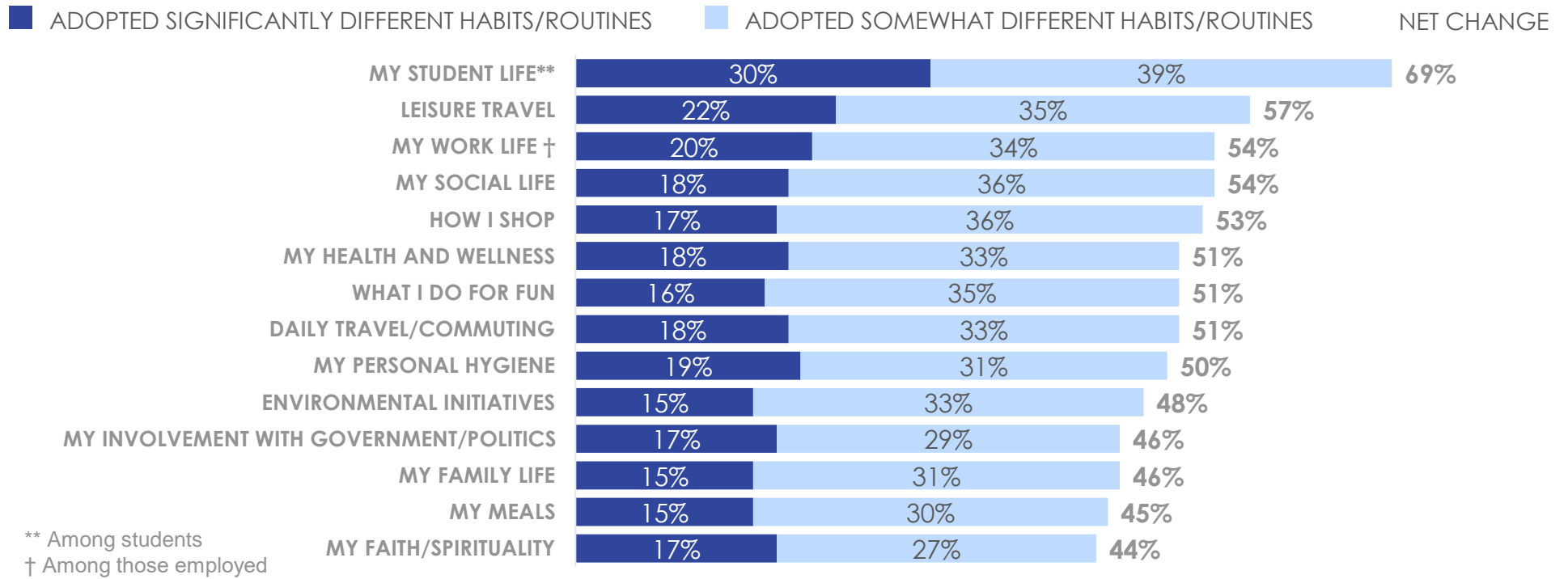
## As pandemic concerns begin to fade, inflation continues to be the primary focus of consumers around the world

### TOP CONCERNS – FIRST OR SECOND PRIORITIES



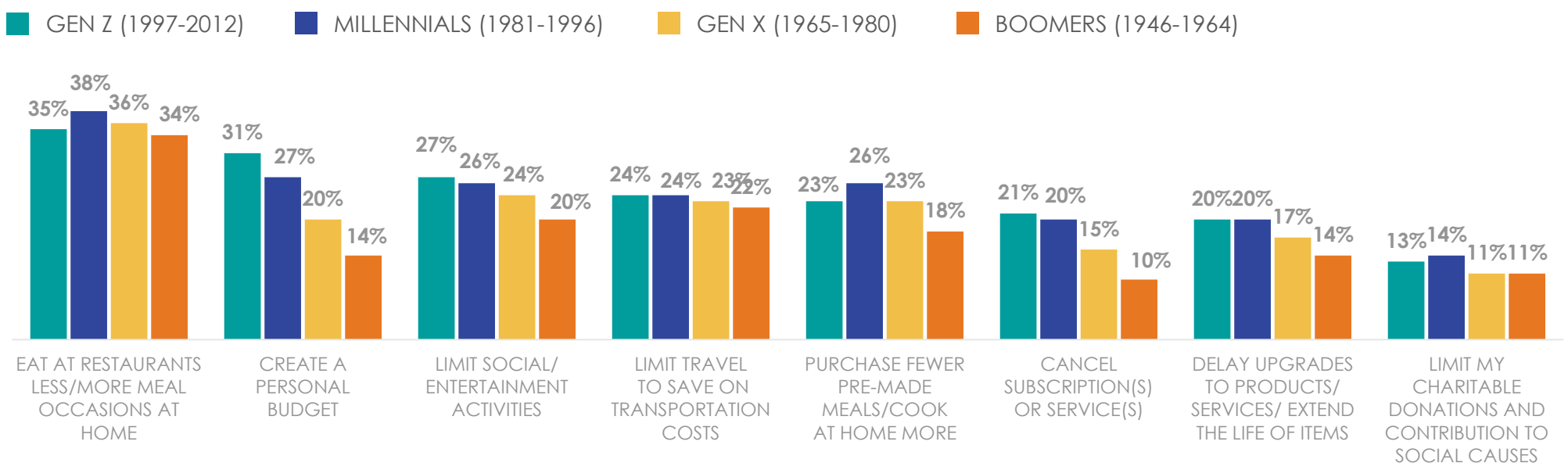
## While a post-pandemic “return to normal” becomes increasingly common, a shift in habits and routines suggests more of an evolution of norms

### CHANGES TO HABITS AND ROUTINES AS A RESULT OF THE PANDEMIC



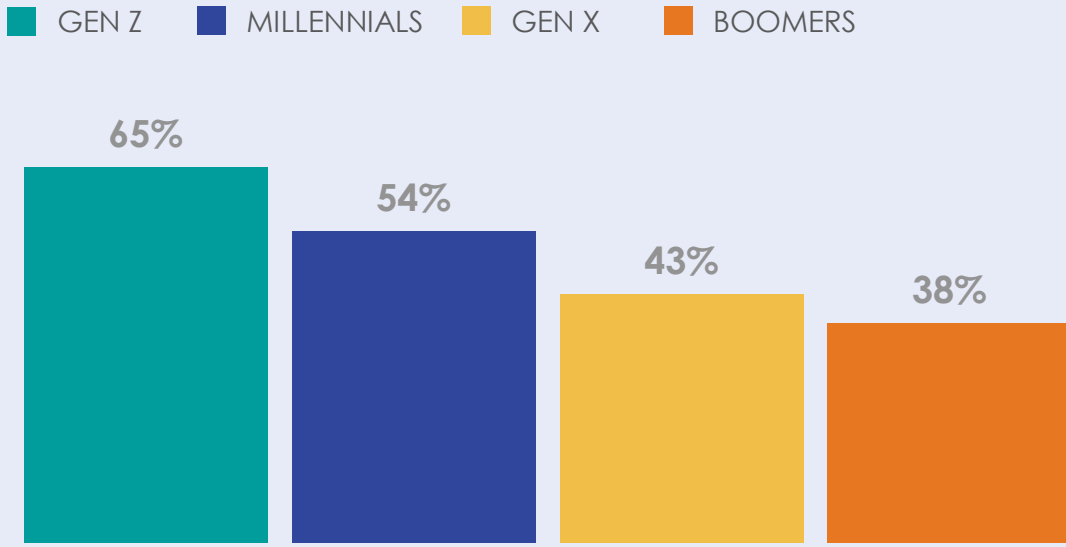
## Gen Z and Millennials are more likely to take actions to manage the impact of rising prices

### LIFESTYLE CHANGES TO MANAGE RISING PRICES



# Half of workers have some other means of generating income; these 'side hustles' are much more common amongst younger generations

## SIDE HUSTLES (OTHER WAYS OF MAKING MONEY), BY GENERATION AMONG THOSE EMPLOYED

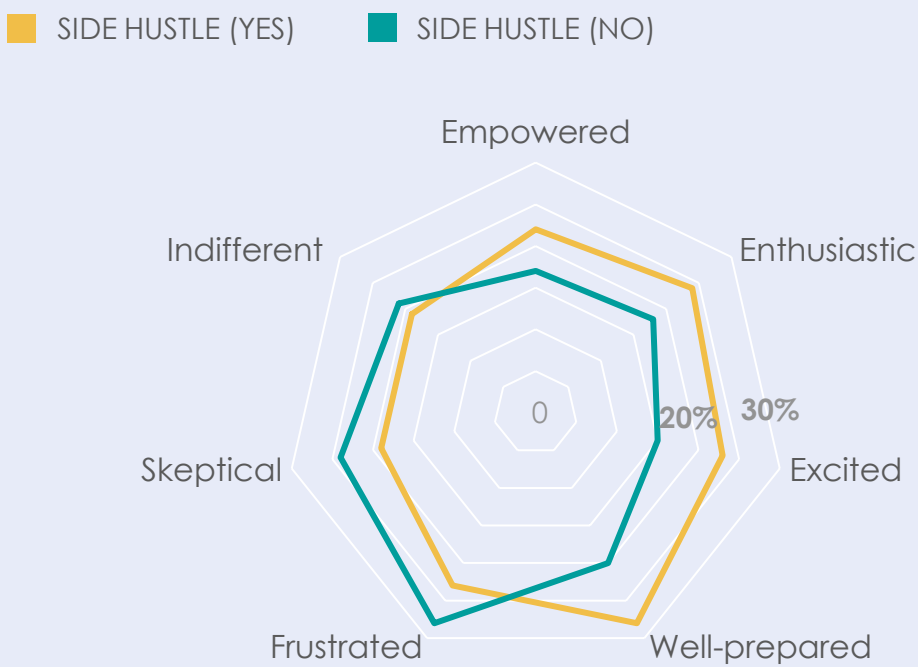


# 50%

Of all those employed have another means of making money

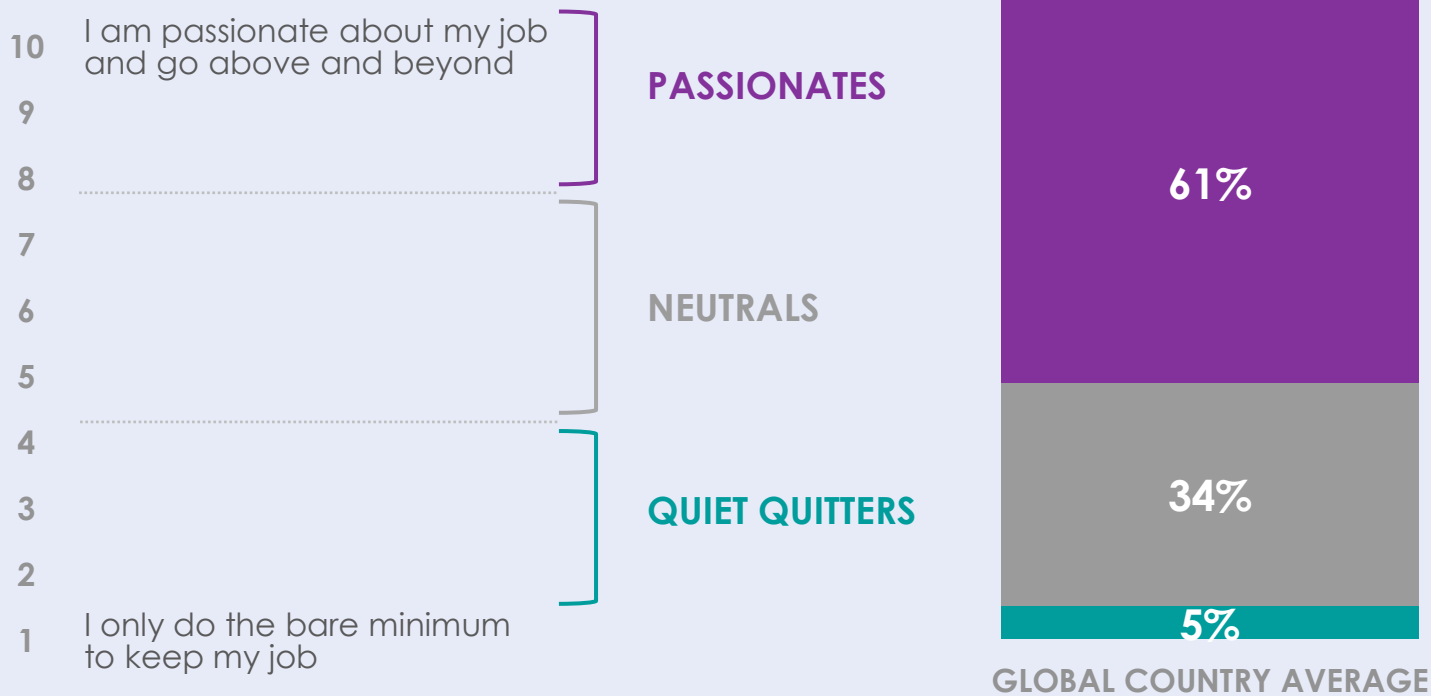
# 'Side hustles' help foster feelings of empowerment and enthusiasm, and allow people to feel more prepared

## CURRENT STATE OF MIND, BY SIDE HUSTLERS VS. NOT



# With more than half of employees passionate about their job, 'Quiet Quitting' seems to be an overblown trend

## APPROACH TO WORK



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, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK, and the US.

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