

IPSOS ESSENTIALS

A global tracker gauging consumers' financial, social and emotional resilience in a volatile world



HOW IS YOUR BUSINESS RESPONDING?

Ipsos Essentials monitors consumer attitudes, emotions and behaviors as they face unprecedented challenges related to inflation, war, climate change and other issues.

With Ipsos Essentials, you can connect to consumers as they reconstruct their lives and adapt to these events.

TOPICS OF INVESTIGATION:



Inflation and personal financial situation



Food and beverage (grocery & restaurant)



War and violence



Travel intentions, attitudes, and top destinations



Sustainability and the environment



Social and entertainment activities



Pandemic and reopening



Positive and negative emotions



Health and wellness



Shifts in time spent



Omnichannel shopping behaviour in key verticals



World of work and employee attitudes



Category usage and prioritization



Media consumption and information sources

UP-TO-DATE STATE OF PLAY 2022 ESSENTIALS

Inflation is impacting shopping and attitudes

Most consumers are concerned about paying bills. Those who feel inflation is a high risk have reduced spending on non-essentials like alcohol, fashion and electronics – and feel more frustrated, scared and lonely.

A multidimensional crisis is punctuated by regional priorities

Regionally, we see Europe over-indexes on concern for Ukraine, Asian countries continue to prioritize COVID response, and most Western countries struggle with inflation

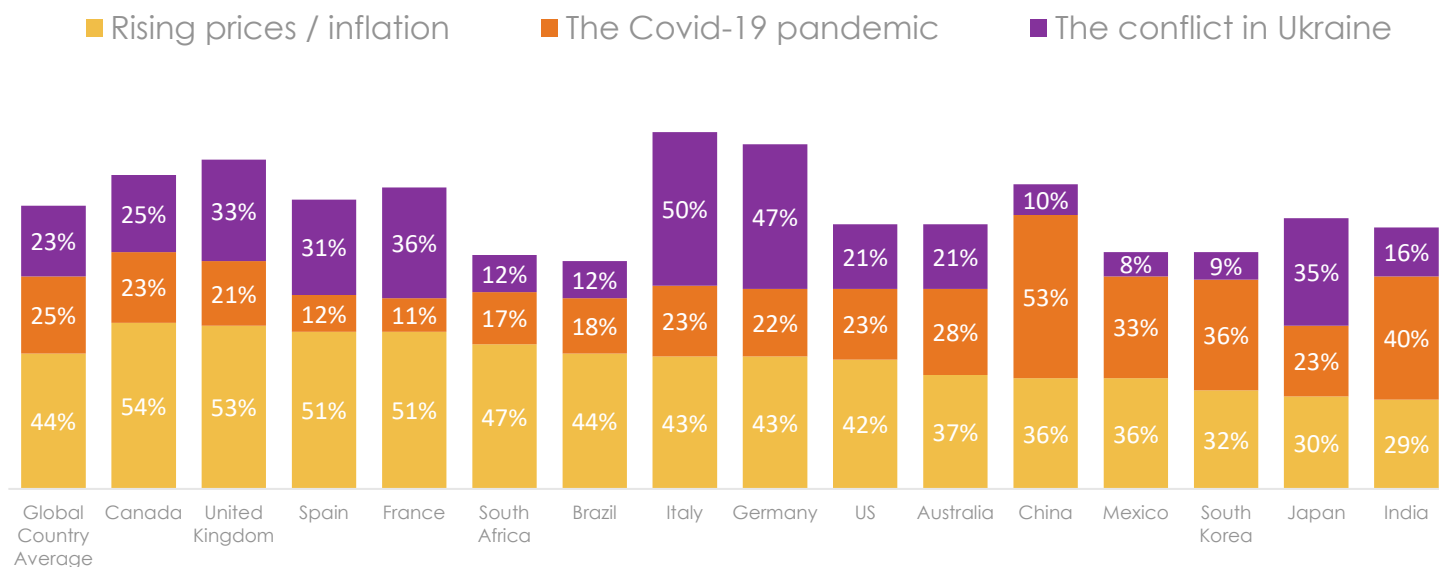
Deep concerns linger about sustainability

While environmental concerns are less pressing in the moment, the majority of consumers feel “We are heading for environmental disaster unless we change our habits quickly.”

TOP CONCERNS – FIRST OR SECOND PRIORITIES

There are a number of challenges we may face today. Q: Which of these concerns you the most?

Q: Of the items remaining, which of these concerns you the most?



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, 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 7 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)	\$80,000 USD (~17% discount)
1 Quarter (3 waves)	\$21,000 USD (~12% discount)
Single Report	\$8,000 USD

CUSTOM QUESTION

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

1 st question	\$3,000 USD
2 nd question	\$2,000 USD

For more details, contact: Essentials@Ipsos.com