

DID YOU KNOW?

February 2022 marks two years since Ipsos first began the *Essentials* global tracker. Today, the world views COVID-19 as less of a threat and are ready to move on, amid dropping confidence in institutions and rising concerns about inflation and prices. In fact, inflation now surpasses the coronavirus as the top concern among global citizens.

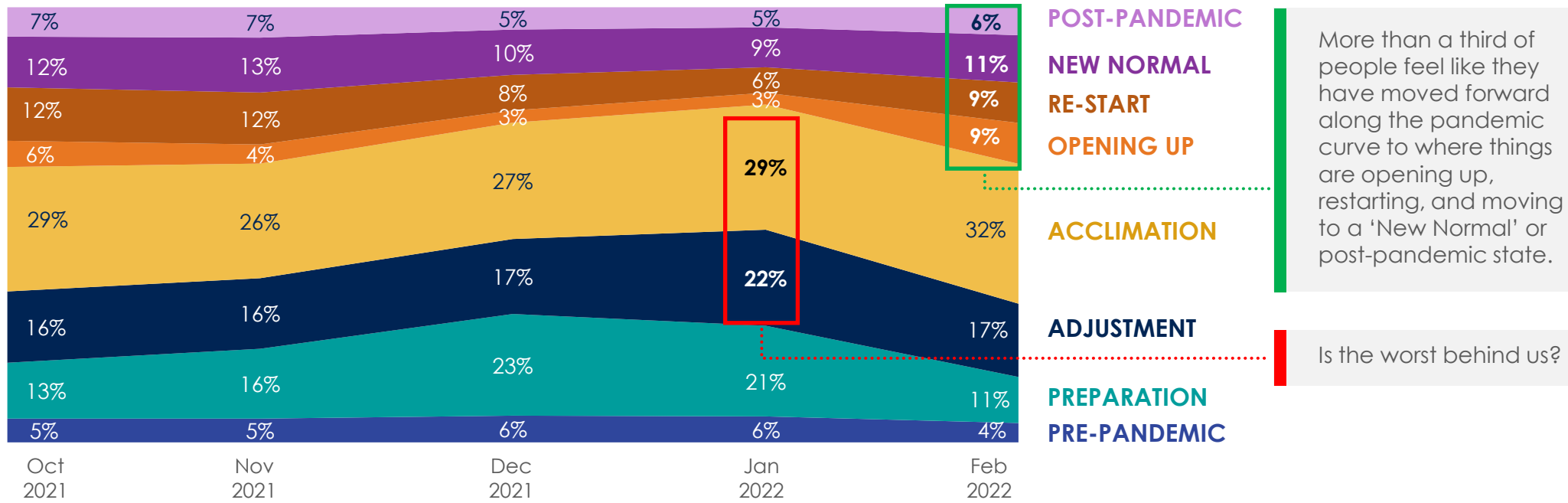


ESSENTIALS
SYNDICATED

February 2022

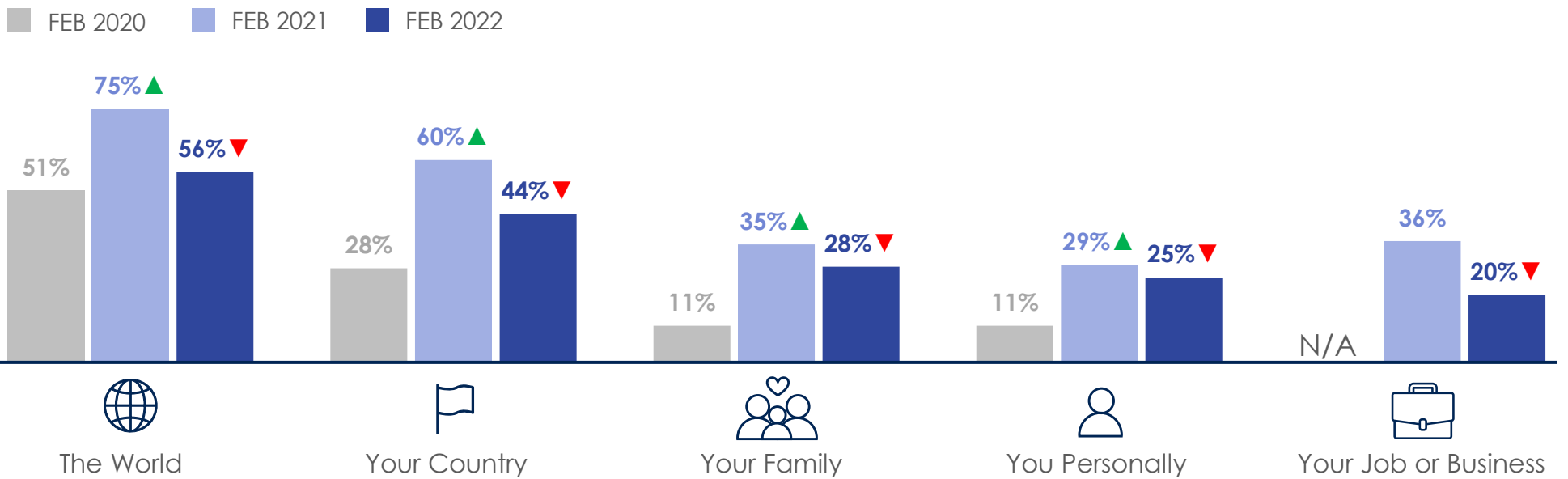
February 2022 posts the largest one-month global bounce back since the beginning of the pandemic

WHICH OF THE FOLLOWING PHASES BEST DESCRIBES YOUR CURRENT SITUATION REGARDING THE COVID-19 PANDEMIC?



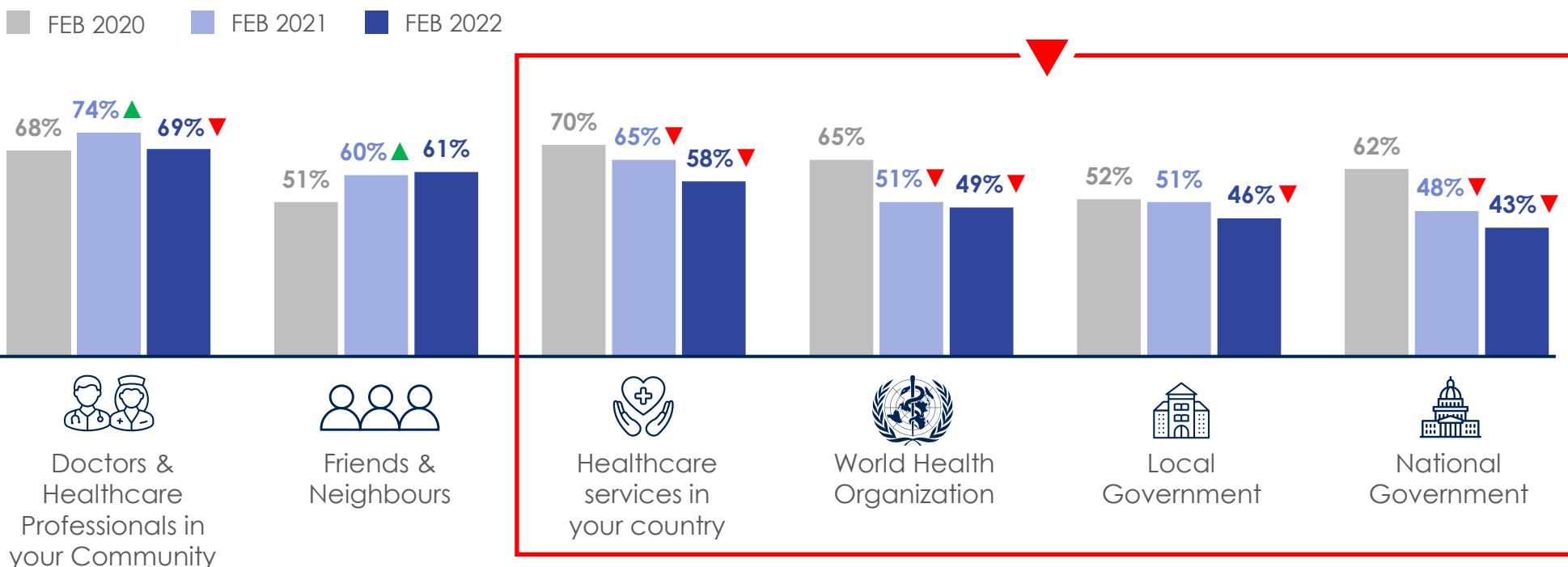
After a tumultuous 2021, COVID-19 is seen as much less of a threat now

WHAT LEVEL OF THREAT DO YOU THINK THE CORONAVIRUS POSES TO EACH OF THE FOLLOWING? (% VERY HIGH + HIGH THREAT)



Citizen confidence in institutions continues to decline, whether global, national or local

HOW CONFIDENT ARE YOU THE FOLLOWING ARE PREPARED AND CAN EFFECTIVELY DEAL WITH THE CORONAVIRUS? (% VERY + SOMEWHAT CONFIDENT)



Consumerism has a profound impact on the world; some of us are motivated to reduce our carbon footprint while others have competing priorities



CONSUMER SEGMENTATION* BASED ON ENVIRONMENTAL CONCERNS

ACTIVISTS 17%	PRAGMATISTS 29%	CONFLICTED CONTRIBUTORS 18%	SKEPTICS 16%	DISENGAGED DENIALISTS 19%
Younger and more likely female. Believe environment is at a critical stage and the world must act now. Will compromise lifestyle for environment.	Older & affluent. Concerned about the environment and will take action through low-cost, home-oriented actions. Will compromise if necessary.	Concerned about the environment but their financial situation takes precedence.	Think concern for climate change is overblown. See many barriers to action on climate change, believing that it is inconvenient, expensive and not a priority.	Environment is either not a concern, not immediate, or largely overblown. Less inclined to take environmental action nor believe companies should act.

*More than 40 variables were used to help define the consumer groups. Global Base: 10,530

Inflation, the pandemic, and personal finances are amongst the competing priorities taking precedence over the environment

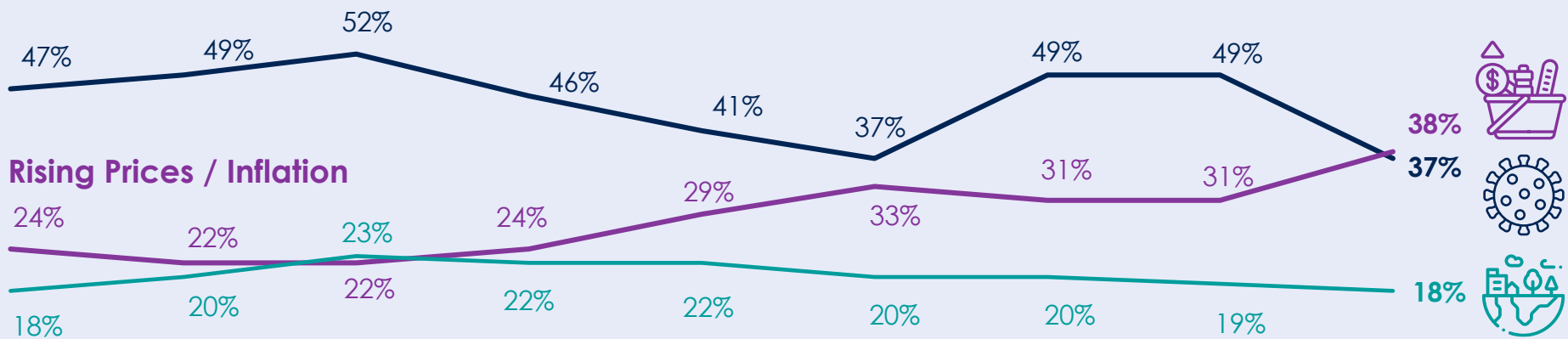
TOP CONCERNS | BY GROUP

*Index 120 or higher relative to Global Country Average

	ACTIVISTS	PRAGMATISTS	CONFLICTED CONTRIBUTORS	SKEPTICS	DISENGAGED DENIALISTS
#1	The Environment 35%*	COVID-19 41%	Inflation 49%*	COVID-19 49%*	COVID-19 32%
#2	COVID-19 32%	Inflation 40%	COVID-19 30%	Inflation 37%	Inflation 31%
#3	Inflation 28%	Health concerns 21% The Environment 21%	Personal Finances 29%*	Health concerns 21%	Personal Finances 22%

In February 2022, inflation surpassed the pandemic as the top concern among global citizens

Covid-19 Pandemic



Environment / Climate Change

Jun 2021 Jul 2021 Aug 2021 Sep 2021 Oct 2021 Nov 2021 Dec 2021 Jan 2022 Feb 2022

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 16 countries, including: Australia, Brazil, Canada, China, France, Germany, Italy, Mexico, Spain, India, Japan, Russia, South Africa, South Korea, the UK and the US.

For more insights, country detail, or subscription information, contact essentials@ipsos.com

