

IPSOS CONTEXT

A data-driven, advisory service to help clients adapt and thrive in a changing landscape

**MEASURING CITIZEN/CONSUMER
SENTIMENT IN COUNTRY AND ABROAD**

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A black and white photograph of a person with curly hair speaking into a microphone at a protest. A sign in the background reads "IF YOU ARE NOT PART OF THE SOLUTION YOU ARE PART OF THE PROBLEM".

The pandemic has accelerated the evolution of a new socio-economic reality... the old society where people functioned as citizens and consumers separately -- has morphed into a new society with a convergence of the citizen and the consumer in economic and purchase behaviours and related socio-political stability. The emergence of ESG is a prime example.

As a result, what happens in our social and economic environment shifts citizen and consumer sentiment, changes our wants, needs and expectations of the organizations that serve us/sell to us.

Therefore, corporations and governments need a globally comparable measure of the health and stability of societies in today's world of rapid change. It is essential for marketers, communicators and policy-makers to understand and monitor the broad "Context" in which citizens, consumers are living their lives.



Context

- Ipsos has a suite of context tracking reports in 30+ countries that provide an in depth understanding of what's happening in each market, generated from six key overarching metrics
- We have a two streams of monthly data -- general consumers and small business owners/influencers
- Importantly many metrics have been validated as leading indicators (i.e., of actual retail sales)

Data may not be released publicly (e.g.: to the media) without Ipsos' express permission.

Countries		
Canada	Great Britain	China
US	France	Australia
	Germany	Japan
Brazil	Italy	Malaysia
Argentina	Spain	Indonesia
Peru	Sweden	India
Chile	Belgium	Thailand
Colombia	Poland	South Africa
Mexico	Netherlands	South Korea
	Ireland	Turkey
	Russia*	Israel
	Hungary	Saudi Arabia

Additional countries available upon request. Please ask us for pricing and possibilities.

** Fielding paused*

Who Uses Ipsos Context and For What?

Clients use Context for domestic and/or international strategies and tactics...

- Domestically for policy-making, marketing to ensure that initiatives account for the citizen/consumer context into which they are being introduced
- Internationally to have an apples-to-apples comparison of the citizen/consumer Context in other countries they're operating in to help shape strategies and trade initiatives

Context is used by:

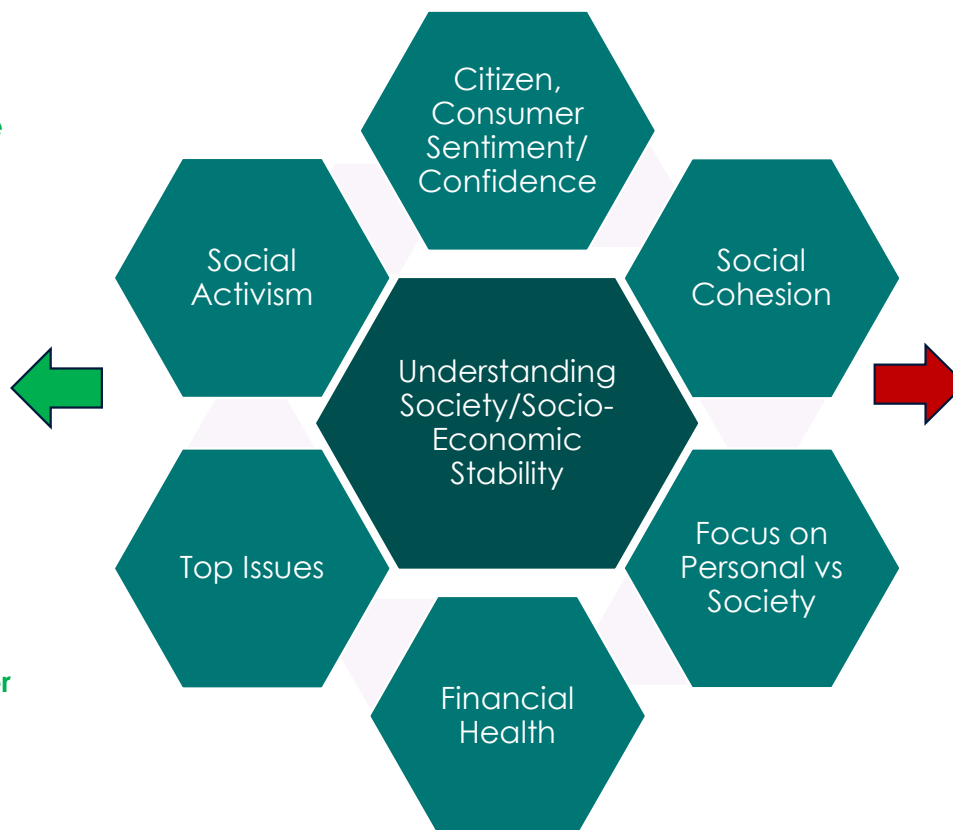
- Governments for policy-making
- Big banks, internet and telecom and most other sectors for C-Suite briefings
- Consumer packaged goods companies for marketing decision support
- Large grocers and retailers for price setting

What it means

When citizen/consumer environment is more positive, people...

- Support incumbents
- Are more “we vs. me” than “me vs. we”
- Spend more, and are less price sensitive
- Are more receptive to new products/services
- Pressure companies and government to deal with non-economic issues
- Want market forces to drive the economy
- Are more tolerant, inclusive, optimistic
- Are less critical of their customer service and brand experiences

The Key Metrics...



When the citizen/consumer environment is more negative, people...

- Push for political change
- Are more “me vs. we” than “we vs. me”
- Pull-back on their spending, and are more price sensitive
- Prioritize any new products/services they need, if any
- Pressure companies and government to deal with economic issues
- Want government intervention, and regulation in the economy
- Are more insular, exclusive, pessimistic
- Are more critical of their customer service and brand experiences

Key Metrics

Topic	Metric	Composition
Citizen, Consumer Sentiment/Confidence	Ipsos Disruption Barometer (IDB)	7 inputs unweighted across conventional confidence, i.e., economy, personal finances and broader country direction, i.e., right track
	Ipsos Consumer Confidence Index	10 inputs unweighted across 4 themes – Current Personal Confidence + Current Economy Confidence + Future Personal Confidence + Future Economy Confidence
Social Cohesion	Ipsos Social Cohesion Index (ISCI)	9 inputs unweighted across 3 sub-themes -- Social Relations + Connectedness + Common Good
Financial Health	Ipsos Financial Health Index (IFHI)	8 inputs unweighted across 4 sub-themes -- Saving + Spending + Planning + Borrowing
Social Activism	Ipsos Social Activism Index (ISAI)	7 inputs unweighted across 3 sub-themes -- Social Purchasing + Social Investing + Social Society
Focus Personal vs Society, Present vs Future	Ipsos Sentiment Diamond (ISD)	11 inputs unweighted across 4 sub-themes -- perceptions of personal life today and in the future vs condition of society today and in the future
Top Issue Concerns	Ipsos Issues Watch	Top issues

What Clients Can Get



- Choice of full quarterly reports (with demographics) or select metrics monthly or quarterly (with or without demographics)



- Single country or selection of countries



- Advisory re the implications of the data
- Option to add a question(s) (additional cost)



- Special drill-down reports throughout the year on time sensitive topics (i.e., Inflation, Climate Change, Diversity, etc.).

For more information, pricing, and deliverables, please contact us.

Contact

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