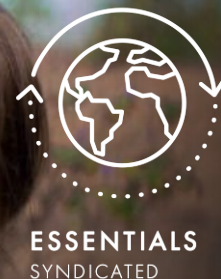


IPSOS ESSENTIALS

A global, syndicated study tracking shifts in consumer attitudes and behaviors in a volatile world



HOW IS YOUR BUSINESS RESPONDING?

Ipsos Essentials monitors attitudes, emotions, and behaviors as consumers face unprecedented challenges related to inflation and rising costs of living, changes in political leadership, health & wellbeing, technology, environmental & social issues, global & domestic conflicts, and other issues.

With Ipsos Essentials, you can connect with consumers on an ongoing basis as they adapt to the changing world around them.

TOPICS OF INVESTIGATION:



Impact of economy and finances



Omnichannel shopping behavior in key verticals



The environment, social and governance issues (ESG)



Attitudes towards tech and Artificial Intelligence (AI)



Health and wellness



Travel intentions and attitudes



Global conflicts



Food and beverage (grocery & restaurant)



Emotional outlook and stress factors



Social and entertainment activities



Shifts in time spent



World of work and employee attitudes

MONTHLY DELIVERABLES

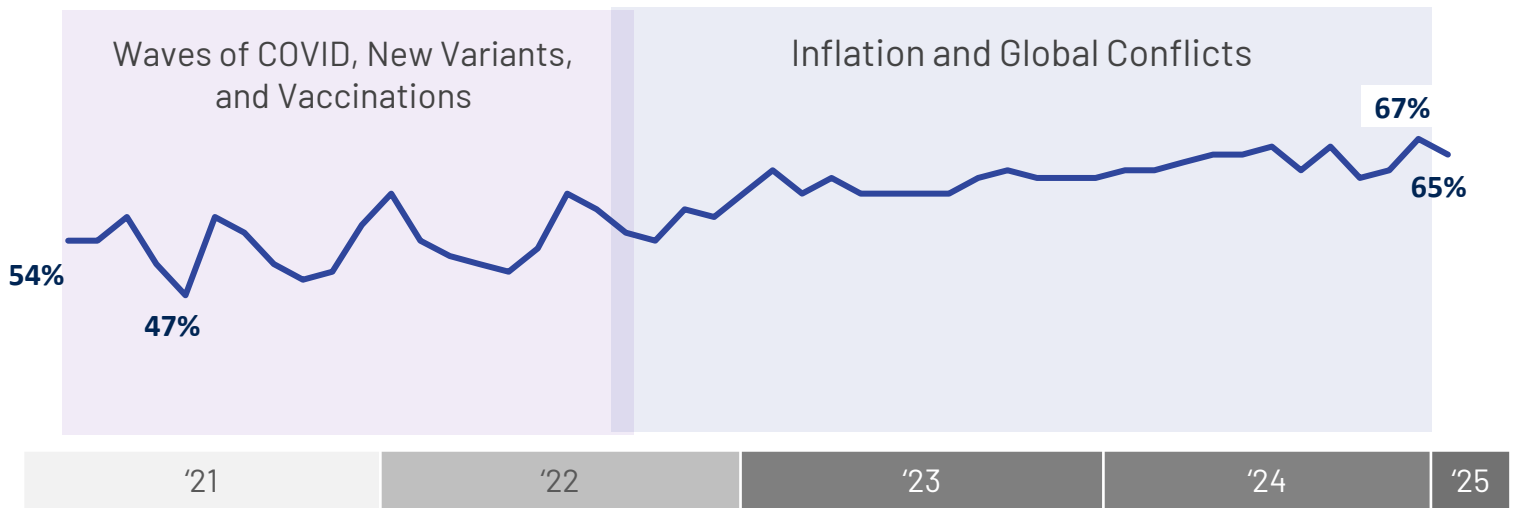
- Global Report (in PPT, approx. 40 slides)
- Global Data Compendium (in PPT, approx. 150 slides)
- Integration of ethnographic videos and consumer quotes into the reports (from 5 key countries)
- Data tables (in Excel, including cross-country comparison and global demos)
- Country-specific Data Compendium and additional data tables available upon request

COUNTRIES

- n = 1,000 / wave
Canada • France • India • UK • US
- n = 500 / wave
Australia • Brazil • China • Germany • Italy • Japan • Mexico • South Africa • South Korea • Spain

"I FEEL LIKE THINGS IN MY COUNTRY ARE OUT OF CONTROL RIGHT NOW"

TOP-2 BOX AGREEMENT



FINANCIAL OUTLOOK

Top-2 Box Agreement

74%

agree companies are **using inflation** to increase their **profits**

PERCEIVED RISK TO HEALTH AND WELLBEING

Top-2 Box % High + Moderate Risk

58%

feel their **health and wellbeing is at risk**

CLIENT FEEDBACK



2025 PRICING

TRACKING REPORTS

Full Year (12 reports)	\$125,000 CAD (~17% discount)
1 Quarter (3 reports)	\$34,000 CAD (~10% discount)
Single Report	\$12,500 CAD

CUSTOM REPORTS

Custom reports can be scoped and prepared upon request. These can include deep dive analysis within a country, category users, or topic-specific reports.

For more details, contact: Essentials@Ipsos.com