Evolving your business in response to COVID-19

Leverage ESSENTIALS, Ipsos’ syndicated tracker for anticipating the future and adapting your growth strategies.
How will your business adapt to COVID-19 now and in the future?

Understanding the impact of the COVID-19 pandemic on people as consumers and citizens is essential for organizations. Companies that stay connected will be in a better place to strategize for the future.

To help our clients stay connected with people, Ipsos has launched ESSENTIALS, a new syndicated tracker that reveals their latest attitudes, behaviors and future intentions.
ESSENTIALS addresses frequently asked business questions

- How can we understand consumer behaviors in light of local lockdown realities?
- In which phase of the COVID-19 funnel are people in different markets?
- How can we best anticipate the future stages and consumer situation as markets go through the different phases of the COVID funnel?
ESSENTIALS helps you understand consumers during the COVID-19 crisis and beyond

- Behaviors: What have you done differently? What will you sustain?
- Emotions: How are you feeling today?
- Management of the crisis and priorities
- Short-term and long-term expectations
- Personal and macro financial impact
- Purchase and e-commerce behavior at the category level
ESSENTIALS uses a dynamic COVID-19 phase framework to see where countries are in dealing with the crisis and what is likely to happen.
A smart design that is fit for purpose

Each week, we connect with 1,000 consumers per country as follows:

- Behaviors, emotions, expectations, and financial impact
- Category usage/attitudes with optional brand deep dives

We cover 25+ categories in the following countries:
Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Africa, South Korea, Spain, United Kingdom, and United States
**Attitudes**

**SHOULD THE ECONOMY AND BUSINESSES OPEN EVEN IF THE VIRUS IS NOT FULLY CONTAINED?**

Q: Do you agree or disagree with the following:

We should restart the economy and allow businesses to open even if the virus is still not fully contained.

Note: Data labels under 10% are not shown.

28,029 adults polled in 14 countries from April 16-19, 2020

**DO YOU THINK THE RESTRICTIONS ON TRAVEL AND MANDATES OF SELF-ISOLATION WILL NOT STOP THE SPREAD OF COVID-19**

Q: Do you agree or disagree with the following:

All the restrictions on travel and mandates of self-isolation will not actually stop the spread of the virus.

29,000 adults polled in 15 countries from April 9-12, 2020
**Concerns and Expectations**

_ARE YOU NERVOUS ABOUT LEAVING YOUR HOME IF BUSINESSES REOPEN AND TRAVEL RESUMES?_

- **Strongly/somewhat agree**
- **Strongly/somewhat disagree**
- **Don't know**

Q: Do you agree or disagree with the following:
Even if businesses are allowed to reopen and travel resumes, I am going to be very nervous about leaving my home.

Note: Data labels under 10% are not shown.

28,029 adults polled in 14 countries from April 16-19, 2020

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**DO YOU THINK THE ECONOMY WILL RECOVER QUICKLY ONCE THE LOCKDOWN IS OVER?**

- **Strongly/somewhat agree**
- **Strongly/somewhat disagree**
- **Don't know**

Q: Do you agree or disagree with the following:
The economy will recover quickly once the lockdown is over.

Note: Data labels under 8% are not shown.

29,000 adults polled in 15 countries from April 9-12, 2020
Data Liberation Portal
Real insights into people as consumers and citizens in a time of uncertainty

We understand the challenges our clients are facing, including unprecedented customer shifts, a growing sense of urgency, and new budgetary constraints. ESSENTIALS was designed for COVID-19 realities and provides:

- Weekly data on consumers’ attitudes, behaviors and future intentions
- Executive Summary written report
- Global and country level data tables
- Data access rights to the online platform for custom slide preparation
- Access to trend data where available
- Presentations upon request

Cost:
$20,000 per month (4 weekly waves)
ESSENTIALS will help you make more actionable decisions about…

Brand Positioning  Innovation  Advertising
Strategic Planning  Category Management  Social Media