

Amidst a prolonged, multi-dimensional crisis

IPSOS ESSENTIALS

Tracking critical attitudinal and behavioural change on a global basis with integrated ethnographic discovery

UNDERSTAND THE COVID-19 TRAJECTORY AND POST LOCK-DOWN BEHAVIOURS.



HOW IS YOUR BUSINESS RESPONDING?

Ipsos Essentials monitors the new global order as we navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions.

To be best positioned for success and to strategize for the future, companies and leaders need to stay connected to people, keeping a pulse on:



Their Behaviours, Routines and Habits



Their Shopping Category Choices



Their Emotions:
How they are getting through this



Their Health, financial and other Impacts



Their Outlook:
Where they are, expectations and plans



Their Priorities

Timely and essential insights into people as consumers and citizens in a period of uncertainty and opportunity

UP TO DATE STATE OF PLAY SEPTEMBER ESSENTIALS

Desire versus Risk

Balancing the need to re-engage to earn a living versus the need to disengage to stay alive

Emerging Concerns

The pervasive threat of a new wave of infections

Chaos & Control

Tensions and frustrations in the midst of pockets of stability and control

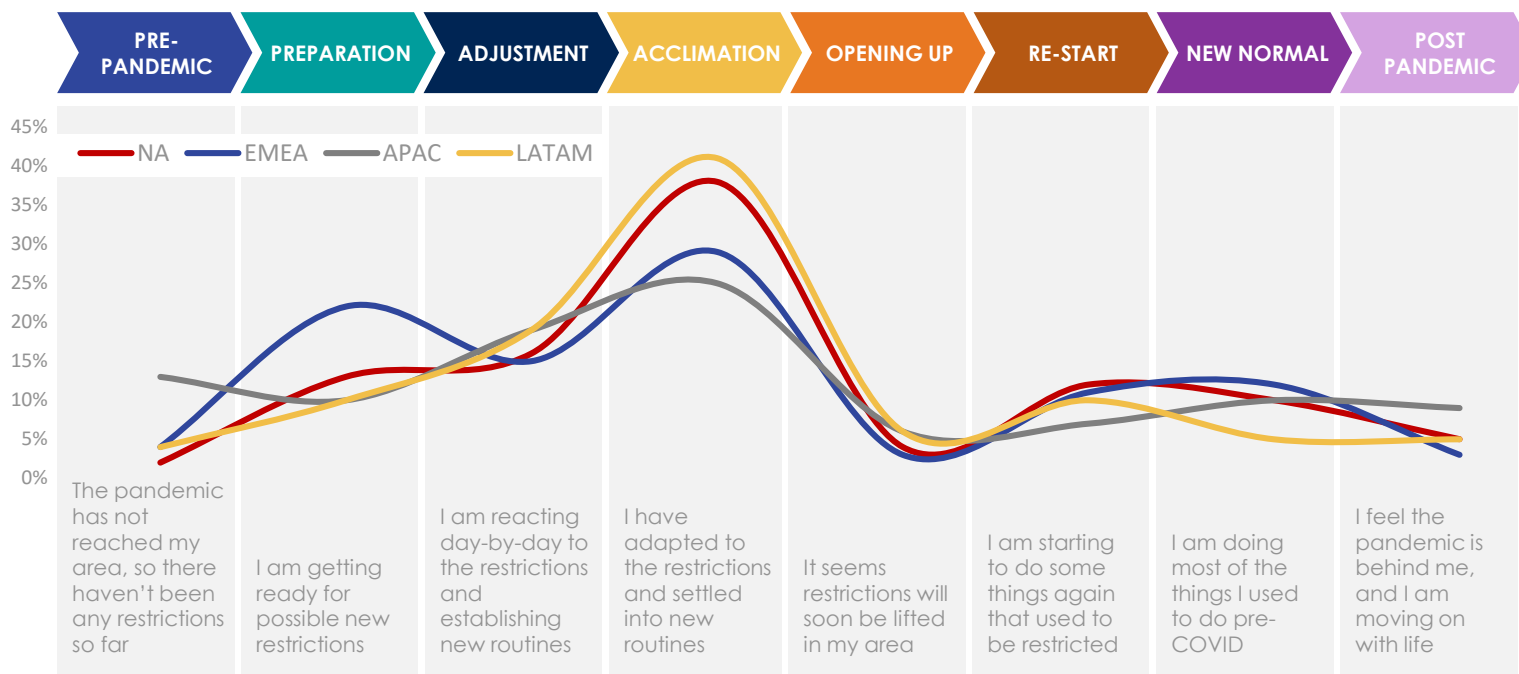
Modest Trips

A growing willingness to travel and shop

Back-to-School

Different stressors for parents and young people

Dynamic phase framework highlights where countries are now and what lies ahead



A SMART, NIMBLE DESIGN THAT IS FIT FOR PURPOSE

1,000* consumers bi-weekly x 16 countries:

*n=500/wave in Mexico, Russia, and South Africa.

- Capturing behaviours, emotions, expectations, and financial impact
- Usage and attitudes in more than 20 categories; product prioritization of 65 categories
- Bi-weekly written reporting within days of field
- Global and/or country level data tables, with online dashboard access available to global subscribers
- Personal consultation upon request

FEATURES	COUNTRY	GLOBAL
One country report covering all categories (PDF format)	✓	
Global report covering all categories (PDF format)		✓
Access to dashboard for deep dive analysis		✓
An overall Global analysis of the trends seen during the last 6 months of research	✓	✓
Access to Ipsos whitepapers	✓	✓
Regular webinars to present findings		✓

HALF DAY

Customized presentation and discussion tailored to your business, within the broader context

For more Information and to order: Essentials@Ipsos.com