COST OF LIVING AMID COVID-19

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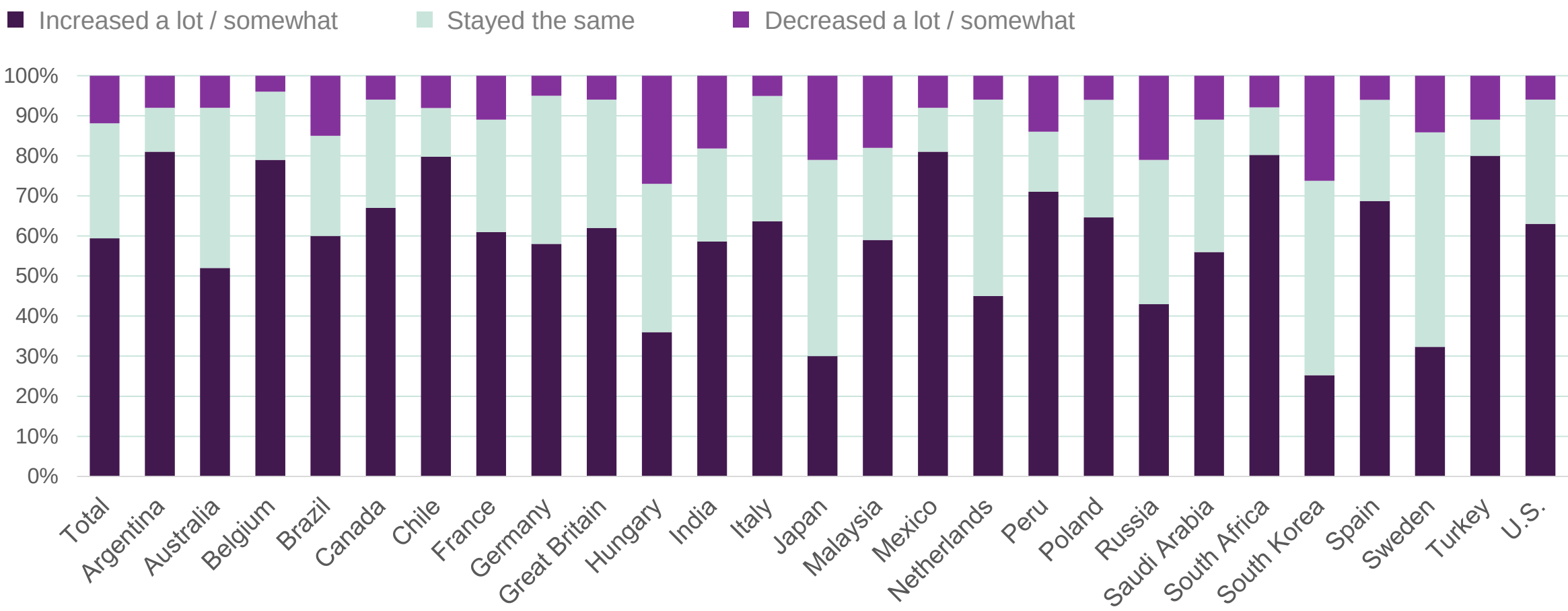
2 July 2020

GAME CHANGERS

Ipsos

Has the cost of food, goods and services increased?

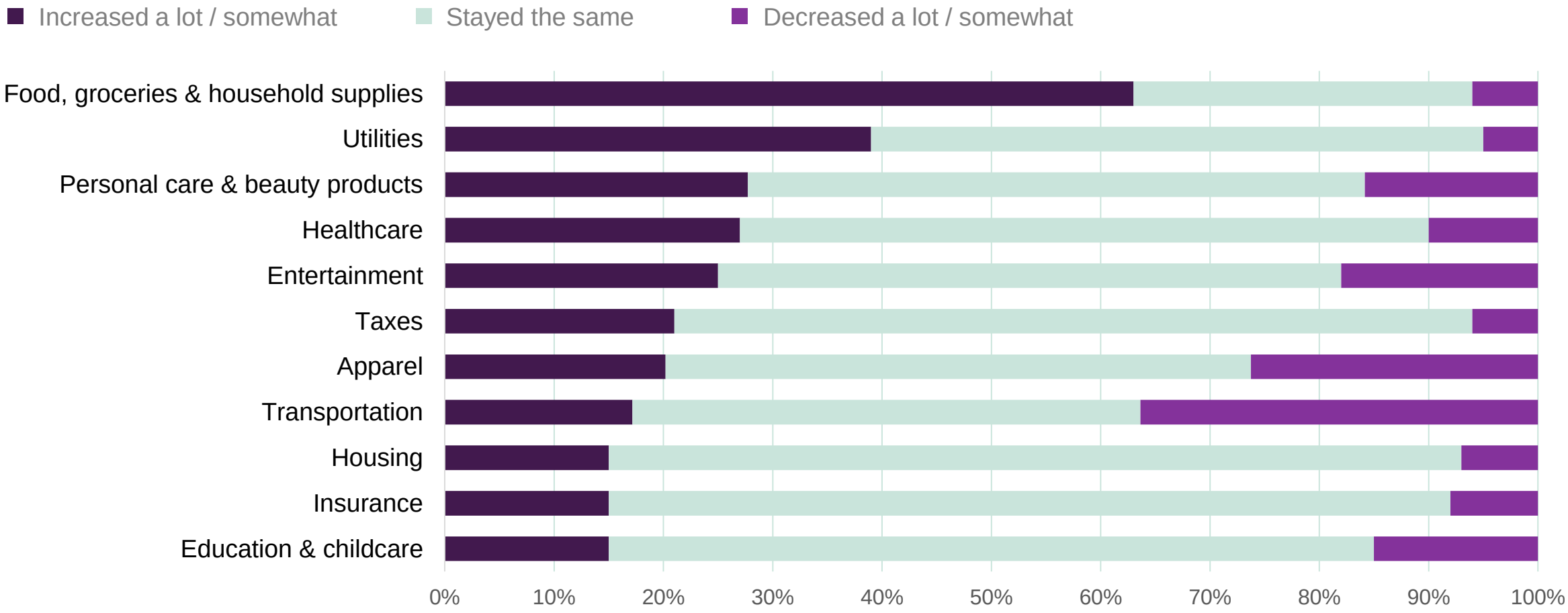
Q: Overall, has the cost of food, goods and services for you and your family increased or decreased since the coronavirus?



17,997 adults polled in 26 countries from May 22 to June 5, 2020

Which costs have gone up?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began?



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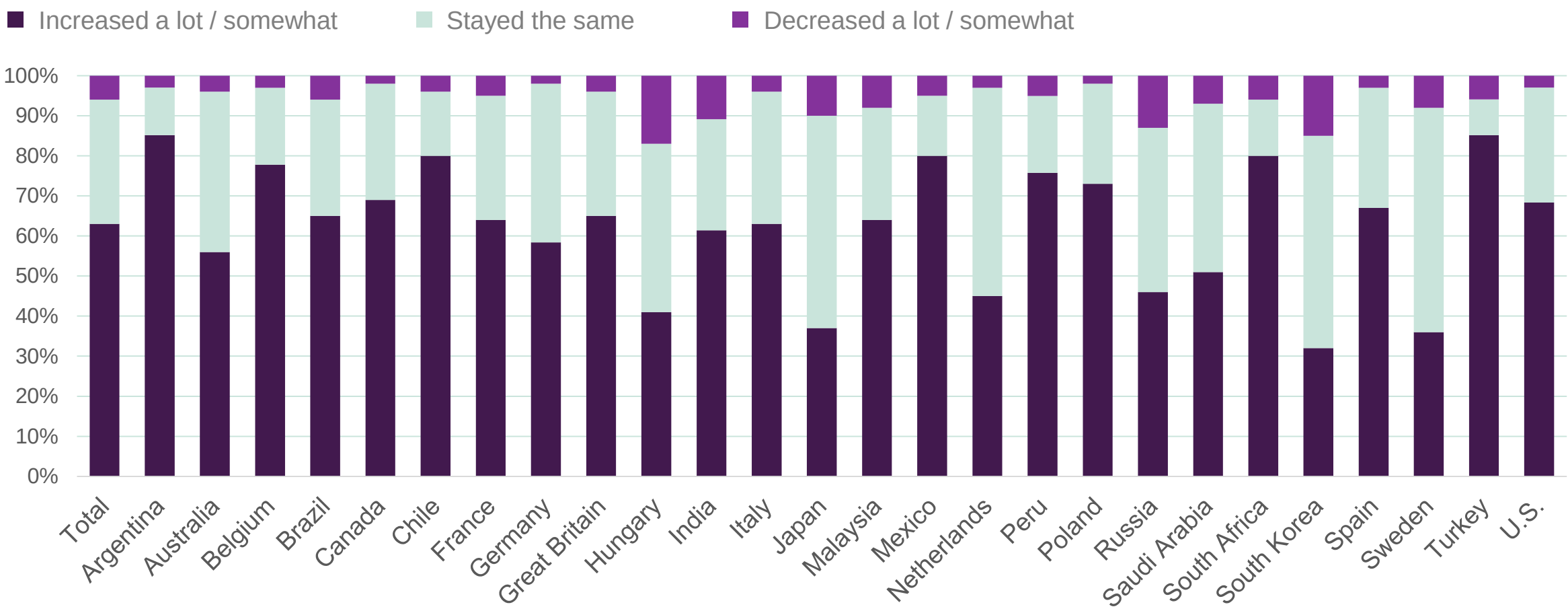
Has the cost of food, groceries and household supplies increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Food, groceries and household supplies**



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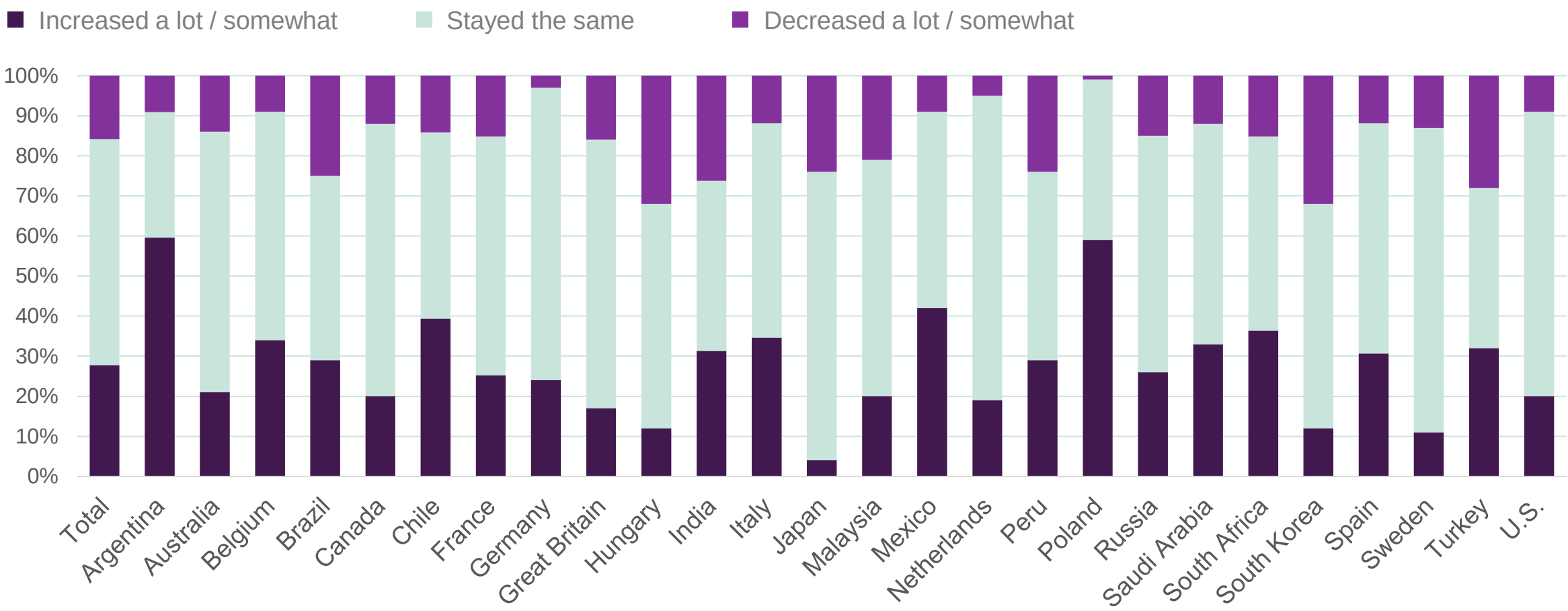
Has the cost of personal care and beauty products increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Personal care and beauty products**



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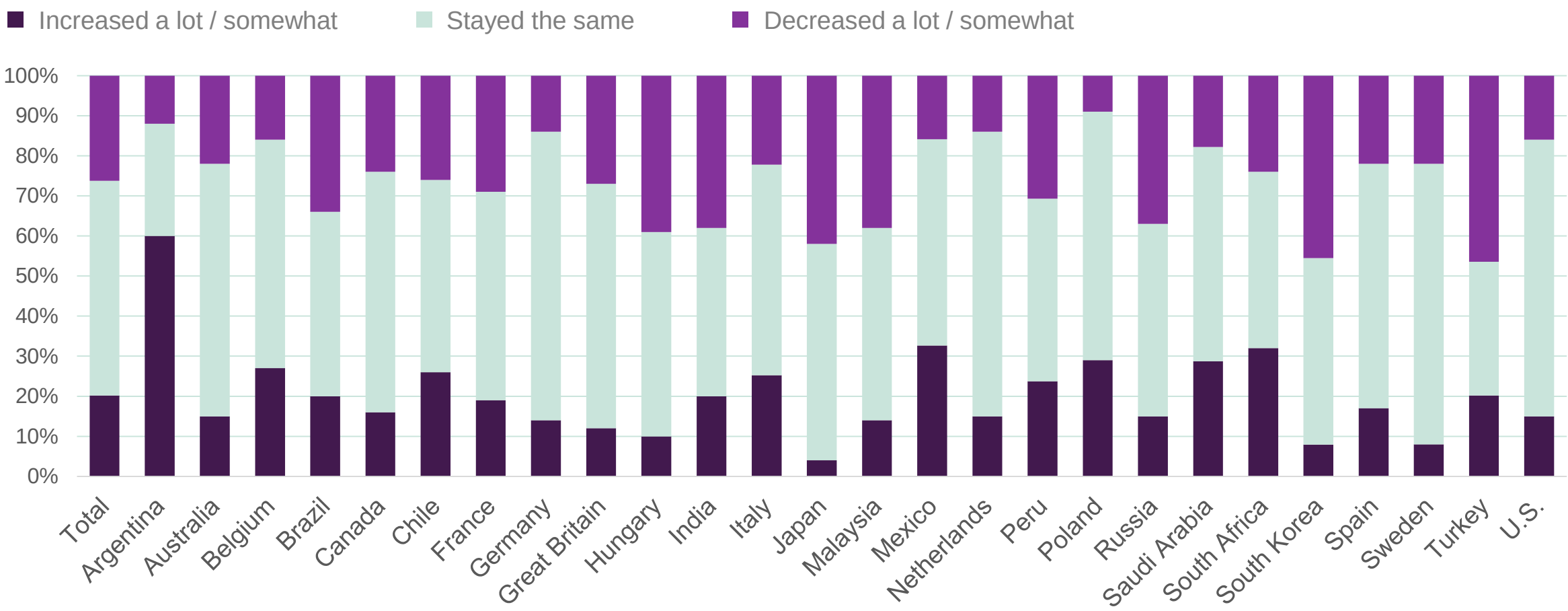
Has the cost of apparel increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Apparel (clothing, shoes, accessories)**



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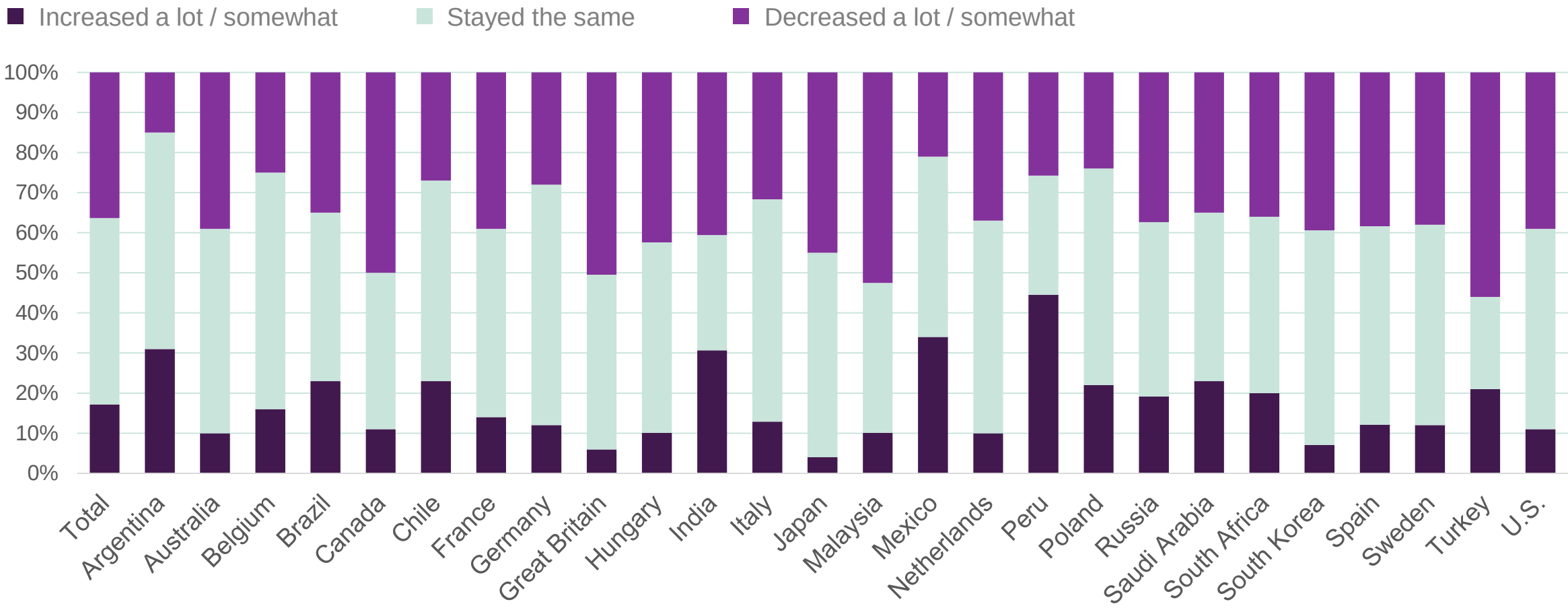
Has the cost of transportation increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Transportation (vehicles, bus, train, gas, etc.)**



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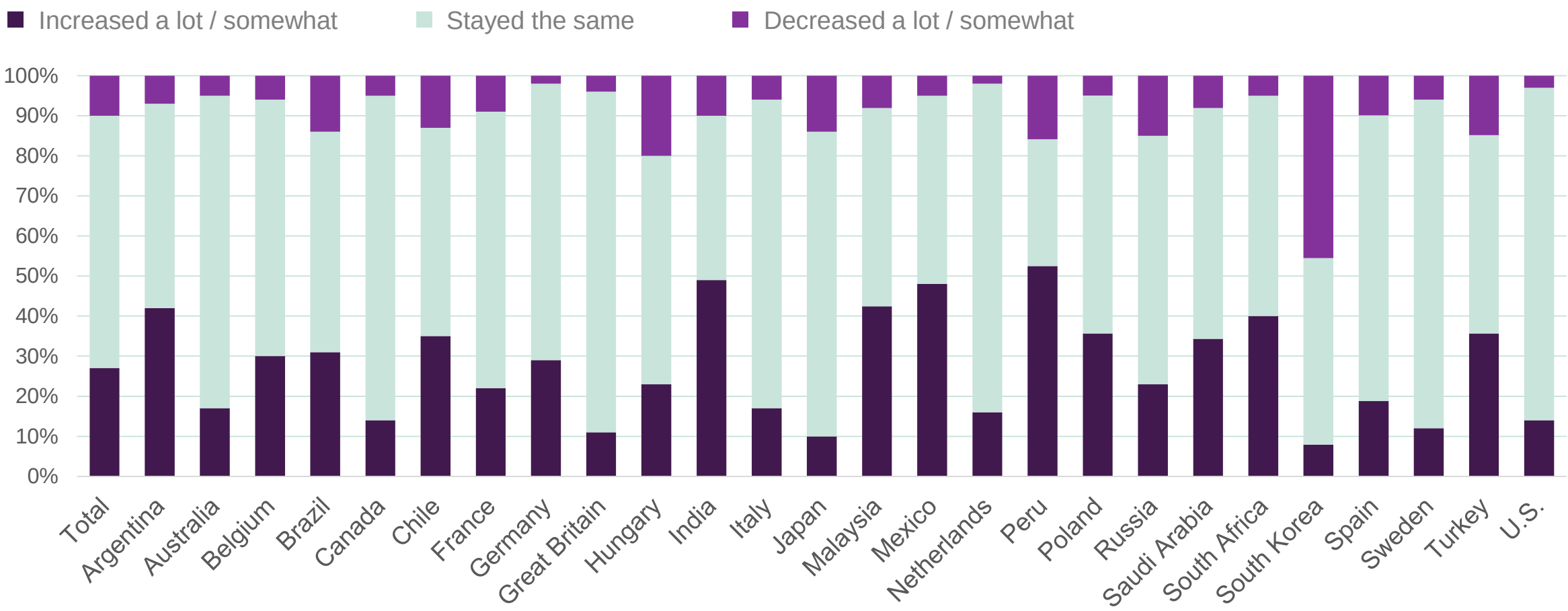
Has the cost of healthcare increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Healthcare**



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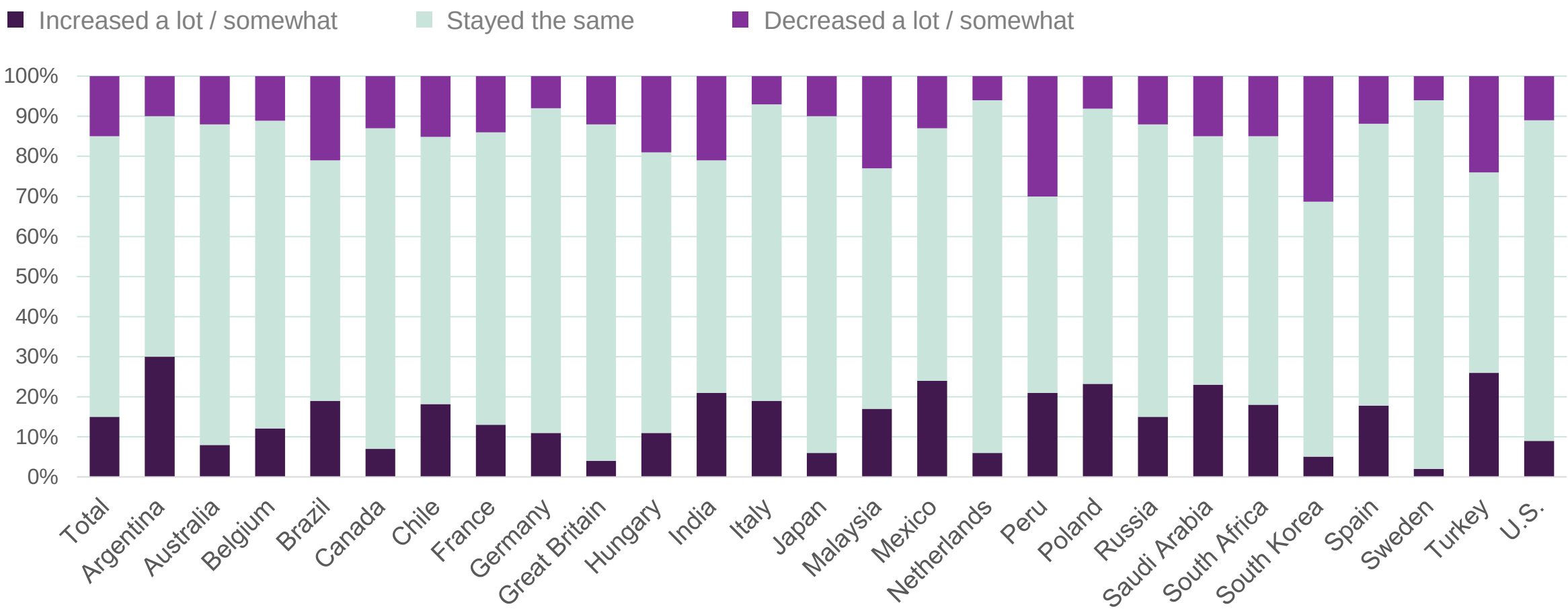
Has the cost of education and childcare increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Education and childcare**



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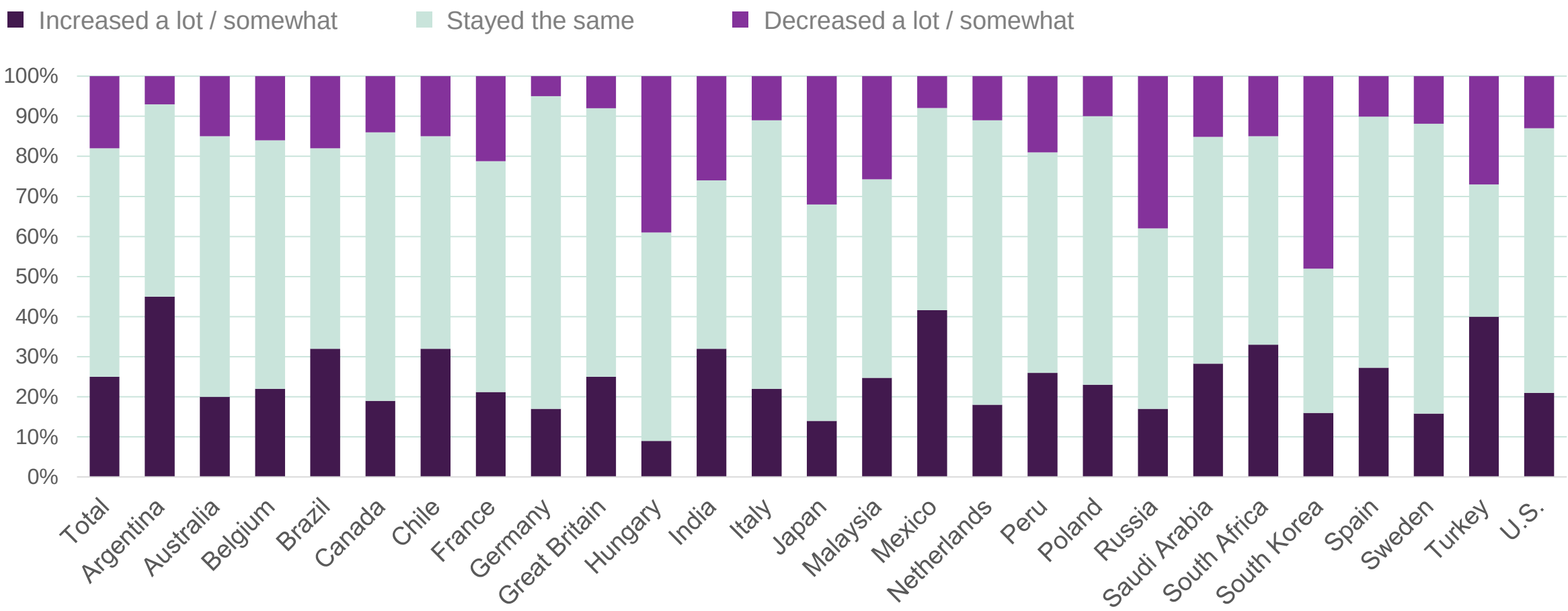
Has the cost of entertainment increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Entertainment (electronics, movies, books, etc.)**



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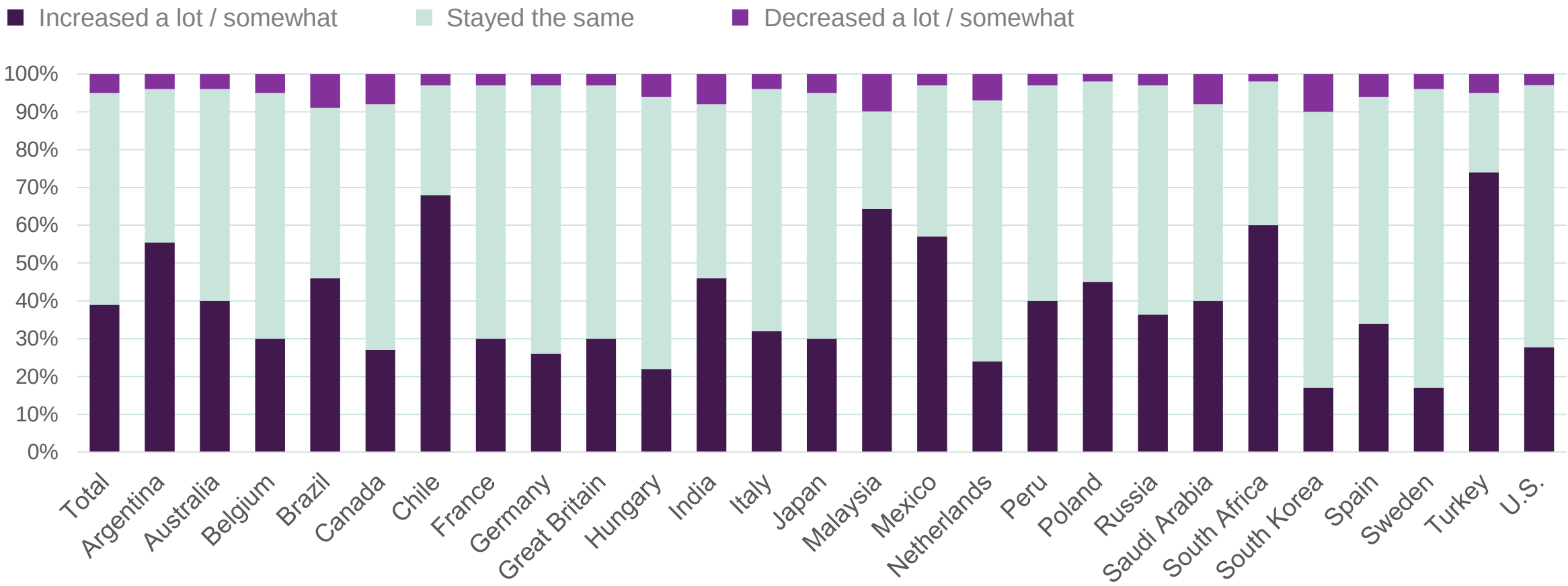
Has the cost of utilities increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Utilities (water, electricity, heating, air conditioning, phone/TV/internet services)**



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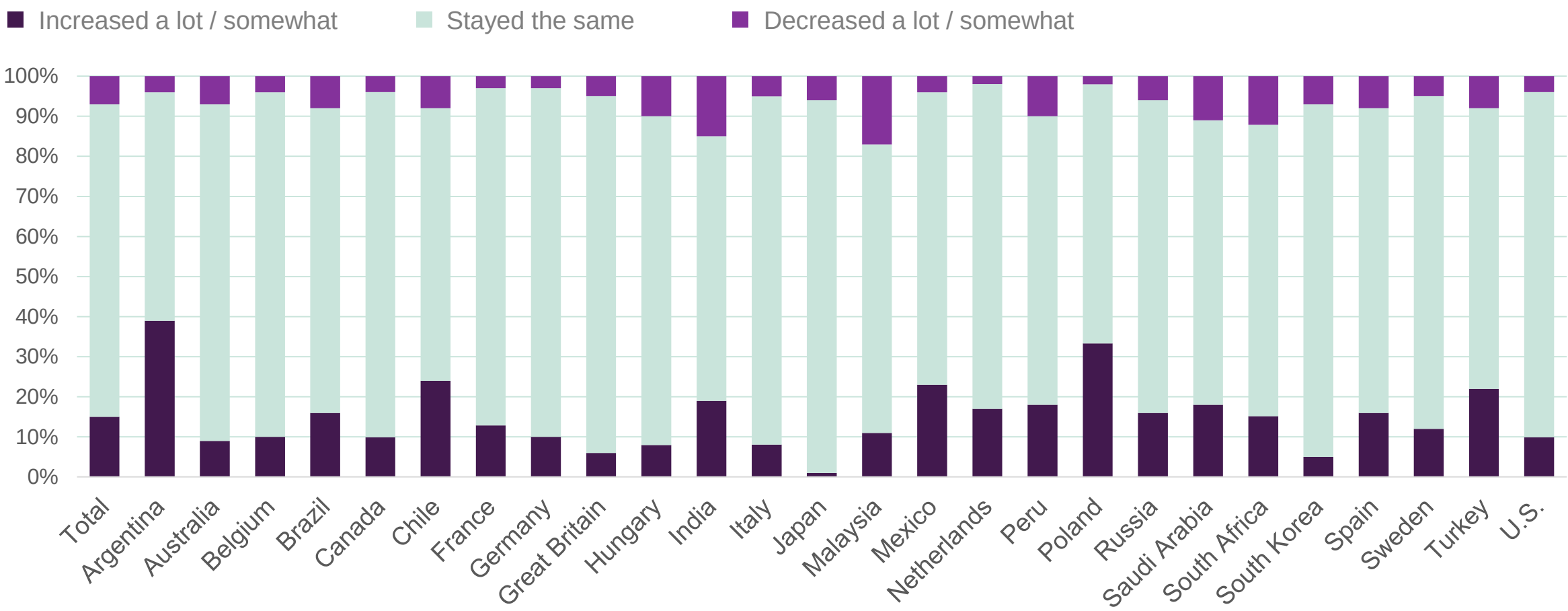
Has the cost of housing increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Housing (rent, mortgage, etc.)**



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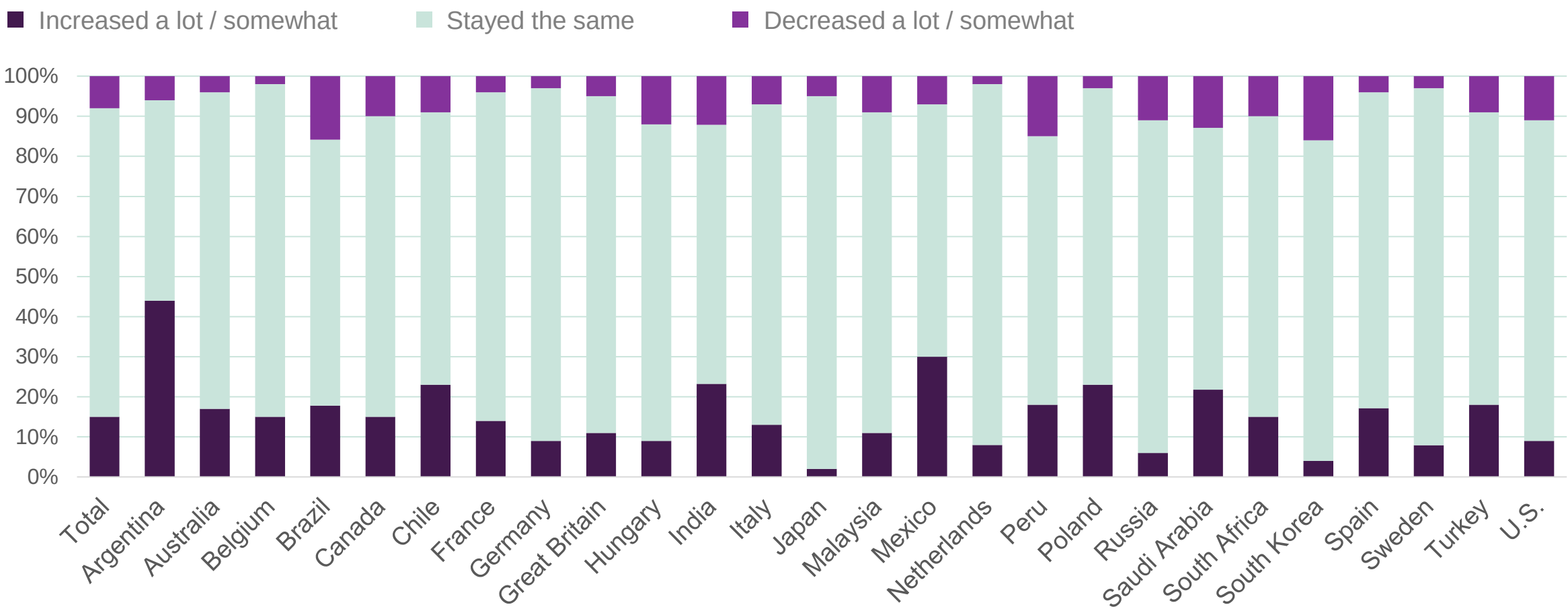
Has the cost of insurance increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Insurance**



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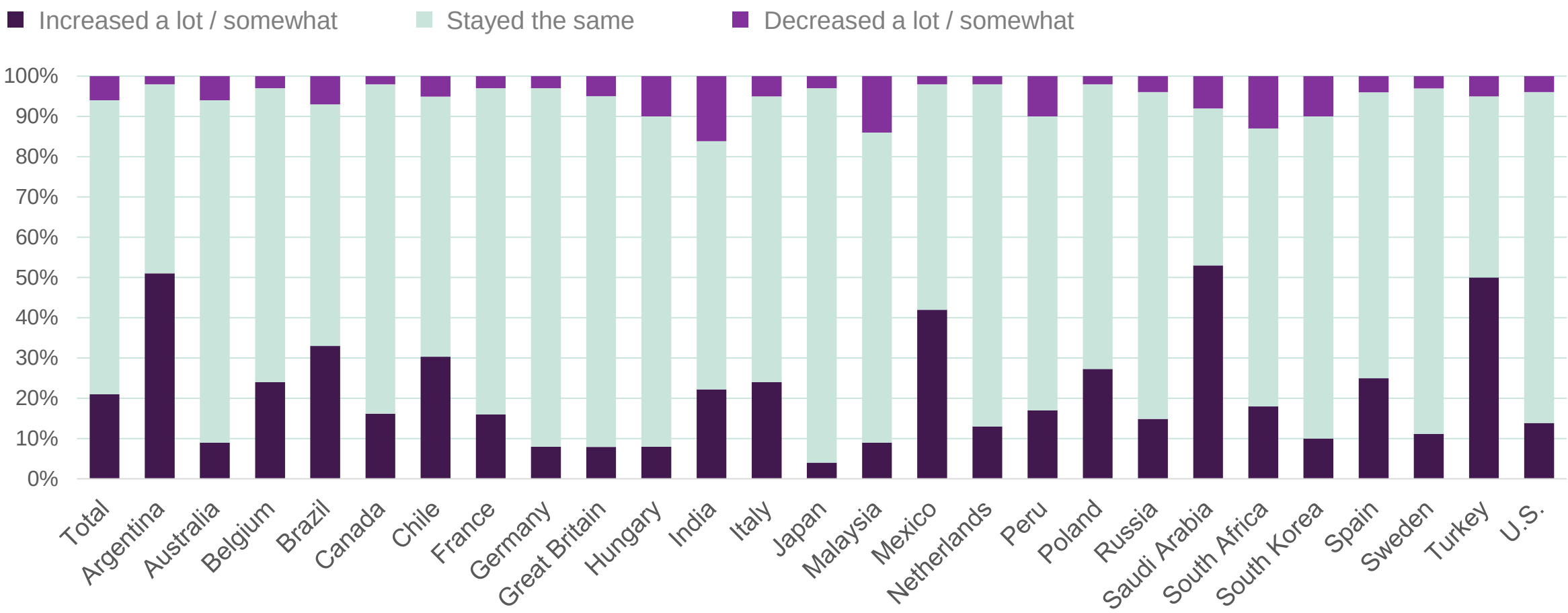
Have taxes increased?

Q: More specifically, has the cost of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began? **Taxes**



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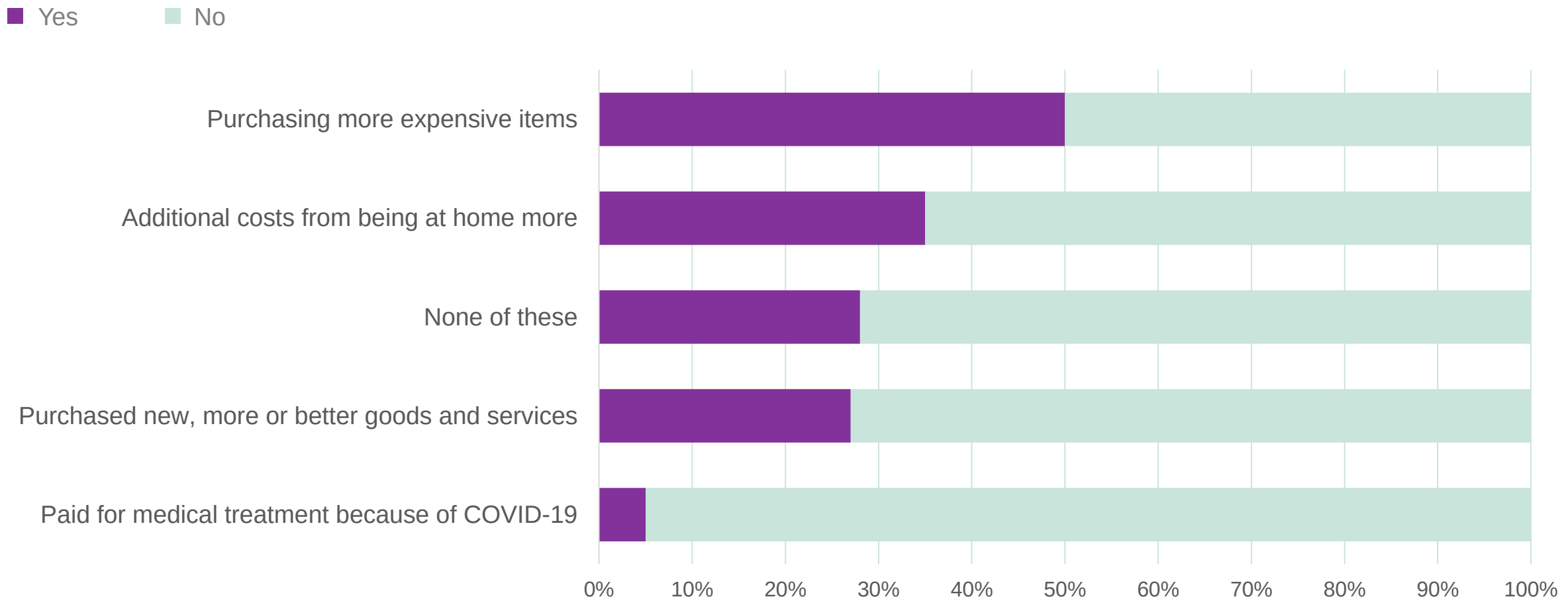
Why do you think costs have increased since COVID-19?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak?



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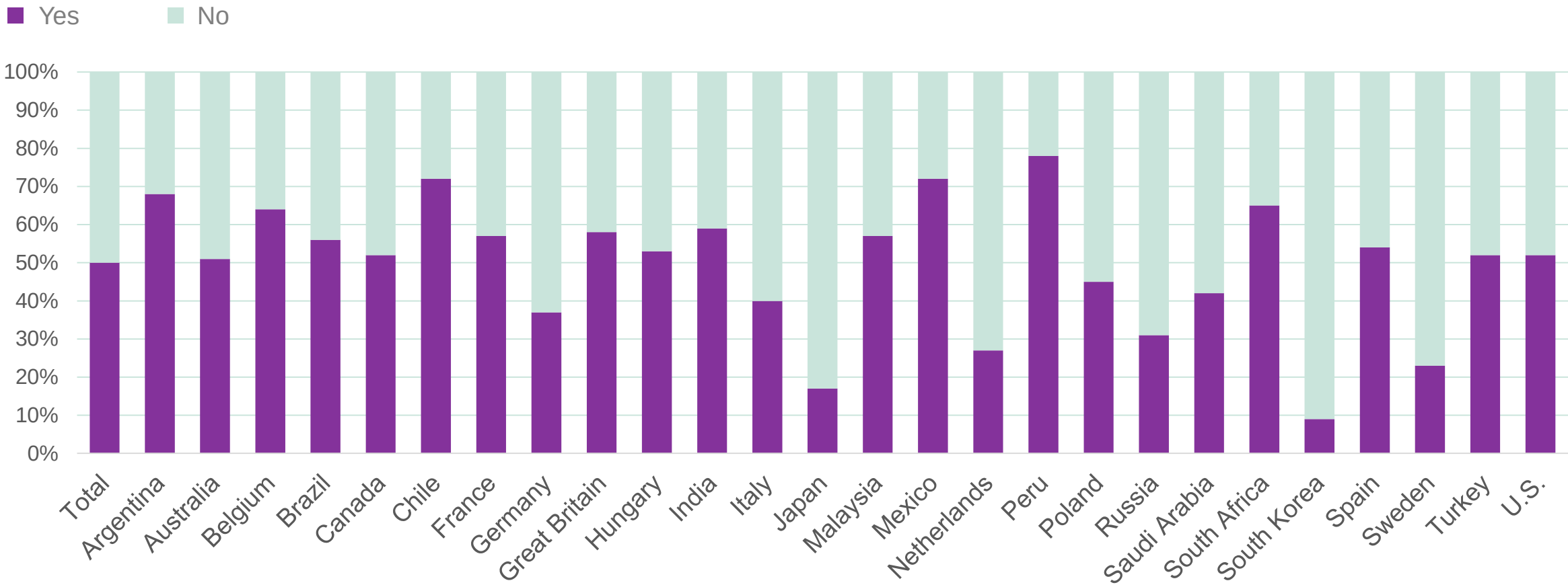
Have you had to purchase more expensive items?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak? **Had to purchase more expensive items (e.g., food, household supplies, personal care products, etc.) or paid for delivery charges due to store closures and shortage of supplies.**



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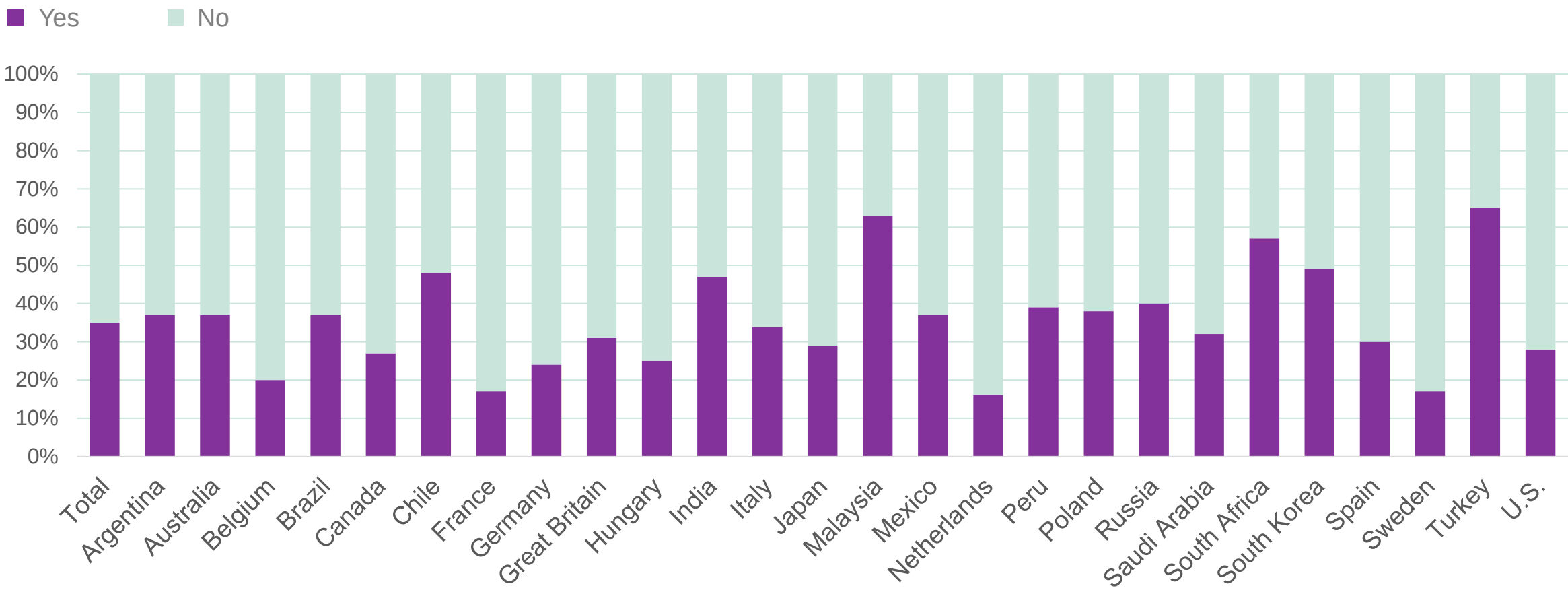
Have you incurred additional costs by spending more time at home?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak? **Have you incurred new/additional costs (e.g., larger utility bills) due to spending more time at home/working from home**



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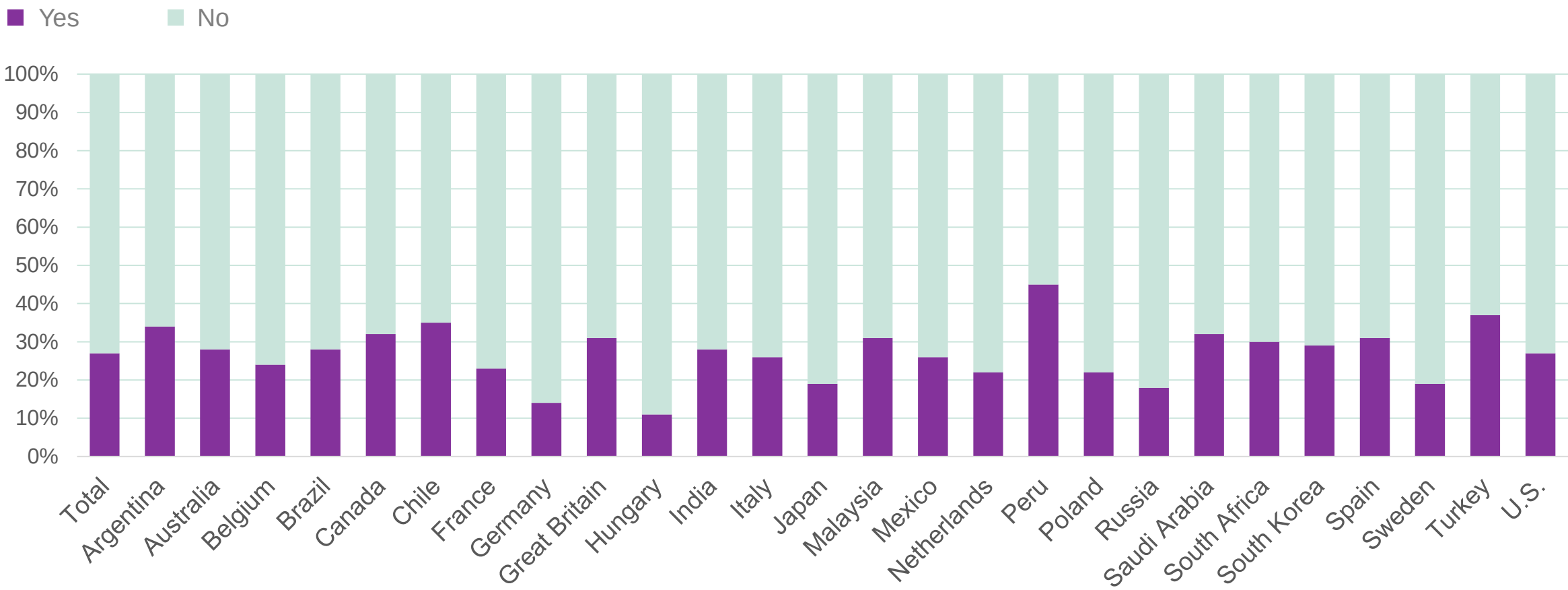
Have you purchased new, more or better goods and services?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak? **Purchased new, more or better goods and services (e.g., food, alcohol, furniture, electronics, books, toys/games, etc.)**



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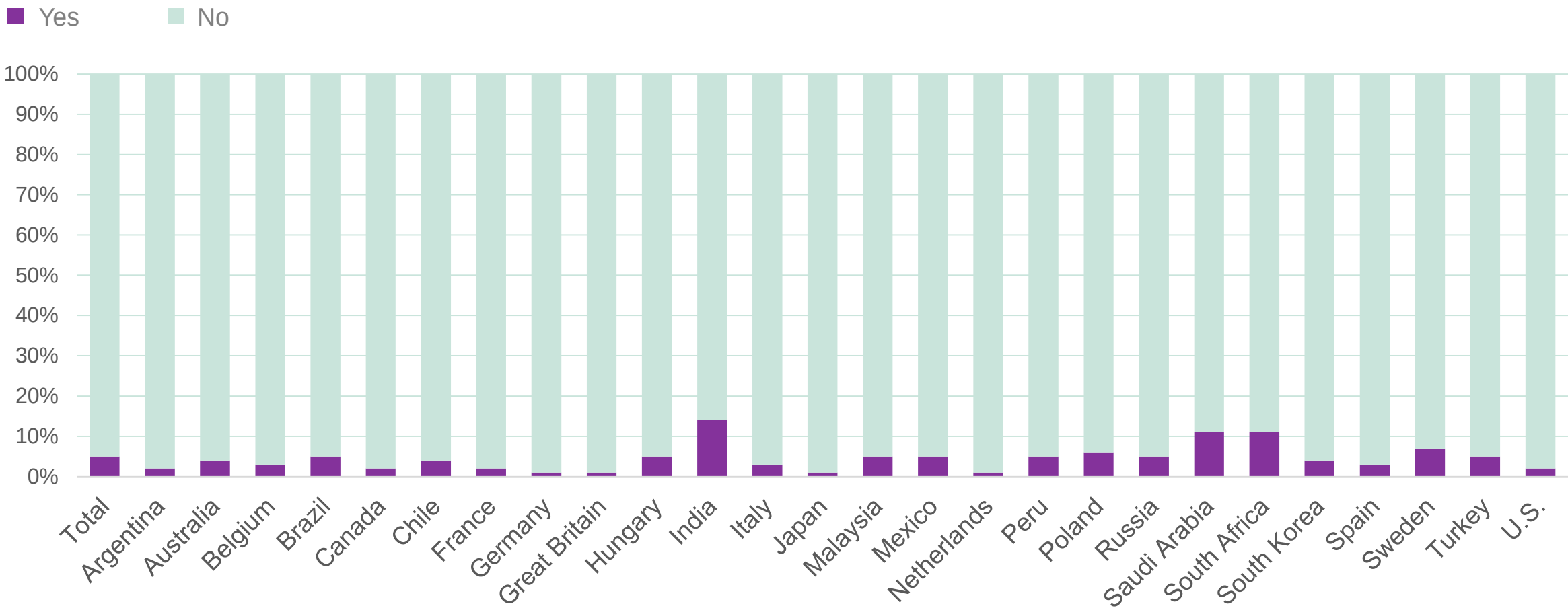
Have you paid for medical treatment because of COVID-19 outbreak?

Q: Did you do experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak**? Paid for medical treatment because of COVID-19 outbreak**



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Methodology

These are the findings of the *Global Advisor* wave 142 (GA 142) an Ipsos survey conducted between May 22 and June 5, 2020.

The survey instrument is conducted monthly in 26 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 17,997 adults aged 18-74 in the US, Malaysia, South Africa, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

16 of the 26 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden and United States).

Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

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GAME CHANGERS

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

For more information

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