

DID YOU KNOW?

The world is now battling a three-headed monster – rising prices, COVID, and the conflict in Ukraine all threaten to take a bite out of consumer confidence and limit our ability to return to what we might imagine to be a “normal” situation.



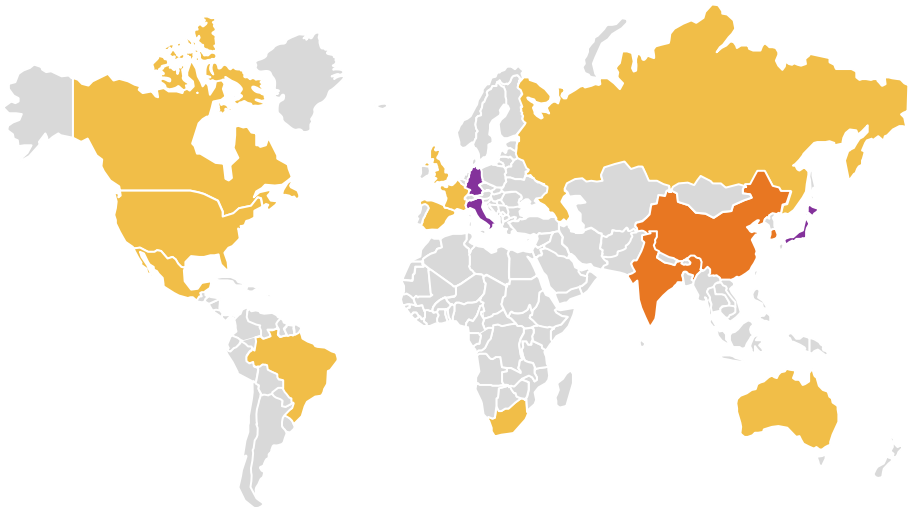
ESSENTIALS
SYNDICATED

April 2022

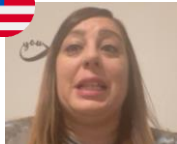
Inflation is a top concern across most of the world, but priorities differ based on proximity to conflict and pandemic response plans

TOP CONCERNS – FIRST OR SECOND PRIORITIES

■ RISING PRICES / INFLATION ■ COVID-19 PANDEMIC ■ CONFLICT IN UKRAINE



Getting COVID has just totally thrown a bomb into my life. There are no restrictions now! So everyone is getting it. It's like 1-in-10 people have it at the moment.



Inflation is seriously insane. Gas prices are almost \$5 a gallon...The biggest stress of my life is money.

Most consumers are concerned about paying bills – and 8 in 10 feel the risk of inflation is moderate to high

CONCERN FOR ABILITY TO PAY BILLS, BY COUNTRY

■ VERY CONCERNED ■ SOMEWHAT CONCERNED

TOP-2 BOX

	VERY CONCERNED	SOMEWHAT CONCERNED	TOP-2 BOX
India	45%	39%	84%
Brazil	43%	46%	89%
Italy	41%	44%	84%
South Africa	40%	39%	80%
Mexico	31%	50%	81%
Russia	25%	53%	78%
UK	22%	43%	65%
Spain	21%	46%	67%
US	21%	36%	57%
Germany	20%	38%	57%
France	19%	49%	67%
Canada	16%	39%	55%
Australia	15%	42%	57%
Japan	14%	33%	47%
China	10%	46%	55%
South Korea	9%	44%	53%

THOSE WHO PERSONALLY FEEL RISING PRICES AND INFLATION POSE A...

HIGH RISK
SEGMENT

39%

High Risk

VULNERABLE
SEGMENT

40%

Moderate Risk

INSULATED
SEGMENT

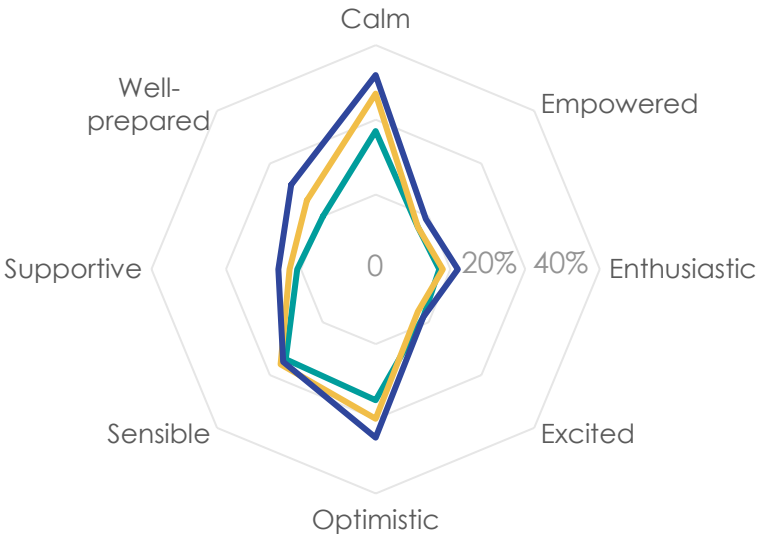
20%

Low/No Risk

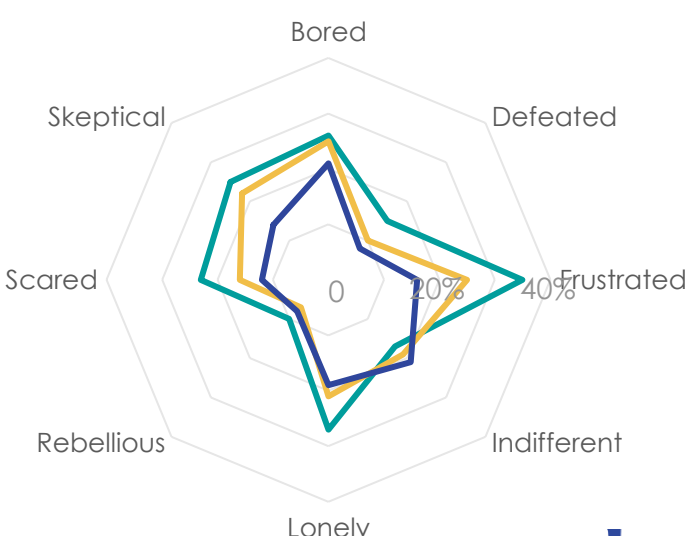
Consumer well-being can be tied to the stress from inflation – those who are at high risk are much more likely to have a negative outlook

■ HIGH RISK SEGMENT ■ VULNERABLE SEGMENT ■ INSULATED SEGMENT

Positive Emotions

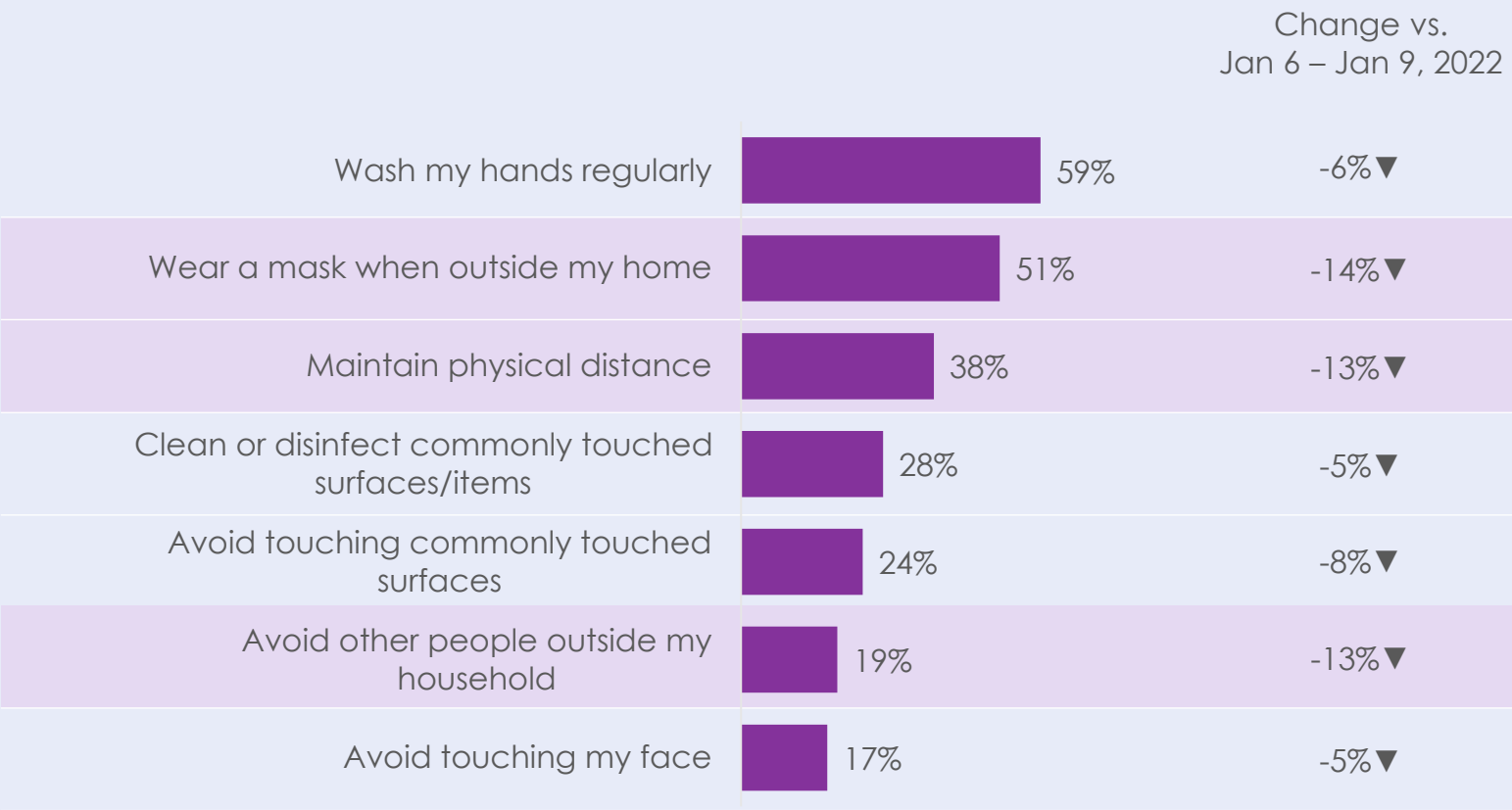


Negative Emotions



Many countries have eased COVID-19 restrictions and citizens are embracing the change

TOP MEASURES TAKEN TO STAY PROTECTED (PAST 4 WEEKS)



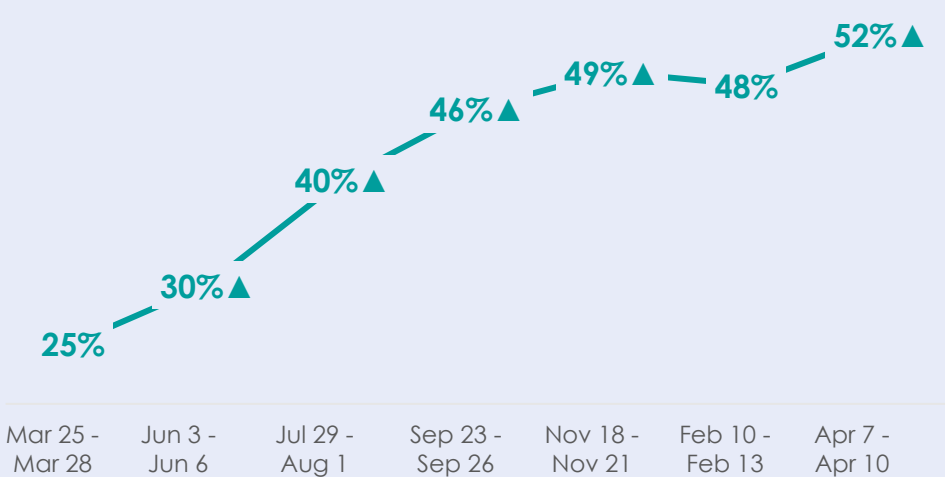
PARTICIPATION
IN ACTIVITIES
trending in
APRIL

Consumers are resuming travel and heading back to restaurants

CURRENT PARTICIPATION IN TRAVEL ACTIVITIES



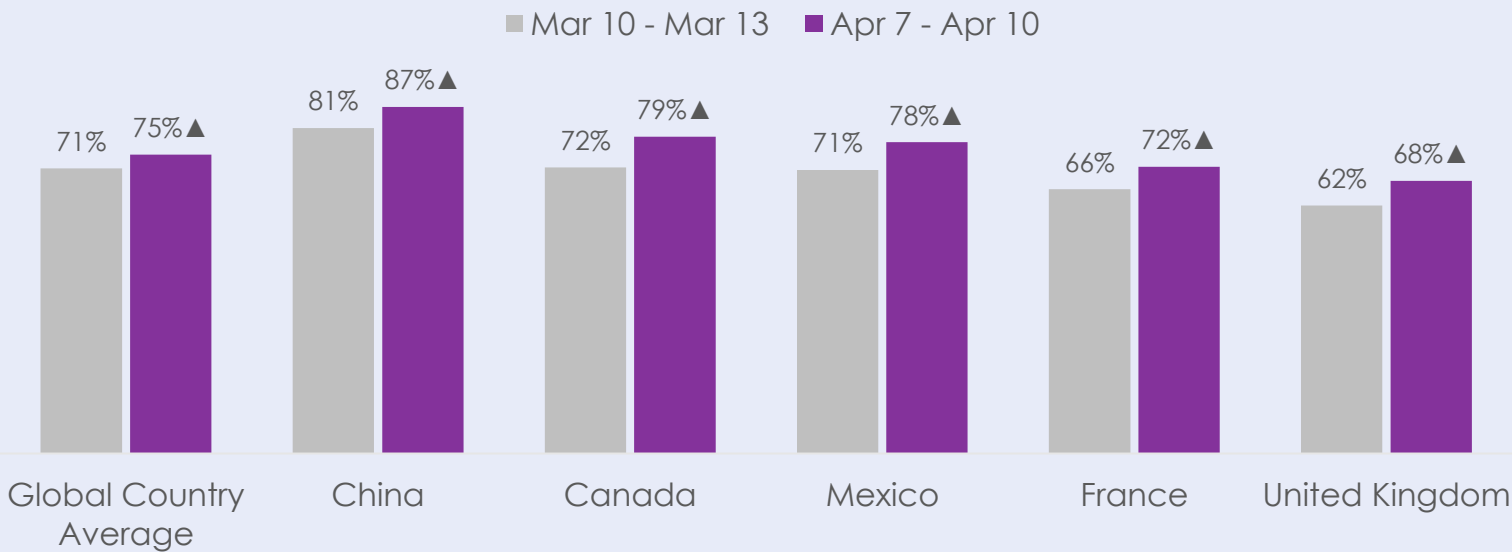
CURRENTLY DINING INDOORS AT A RESTAURANT



▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

Still, with restrictions easing and fewer taking preventative measures, citizens are increasingly worried about new COVID variants

“I’M WORRIED THAT NEW COVID-19 VARIANTS WILL DELAY THINGS GETTING BACK TO NORMAL” (TOP-2 BOX AGREEMENT)



Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 16 countries, including: Australia, Brazil, Canada, China, France, Germany, Italy, Mexico, Spain, India, Japan, Russia, South Africa, South Korea, the UK and the US.

For more insights, country detail, or subscription information, contact essentials@ipsos.com