

DID YOU KNOW?

Almost 2 years after the WHO declared COVID a global pandemic, citizens are increasingly feeling like things are out of control, and many governments have introduced new restrictions. Globally, citizens have moved from anxiety to annoyance, and we are all eager for things to open up. The Ipsos team predicts the public mood will remain volatile in 2022 as we increasingly learn to live with COVID.



ESSENTIALS
SYNDICATED

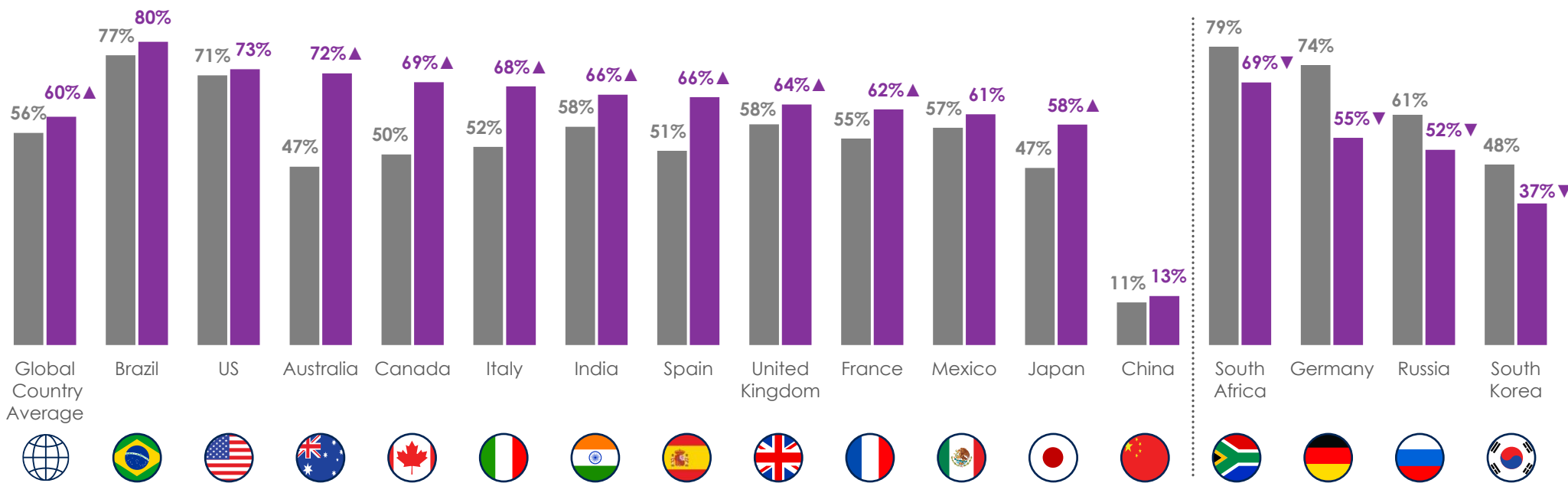
January 2022

In most countries surveyed, the perception of things being out of control has increased since December

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

(TOP-2 BOX AGREEMENT)

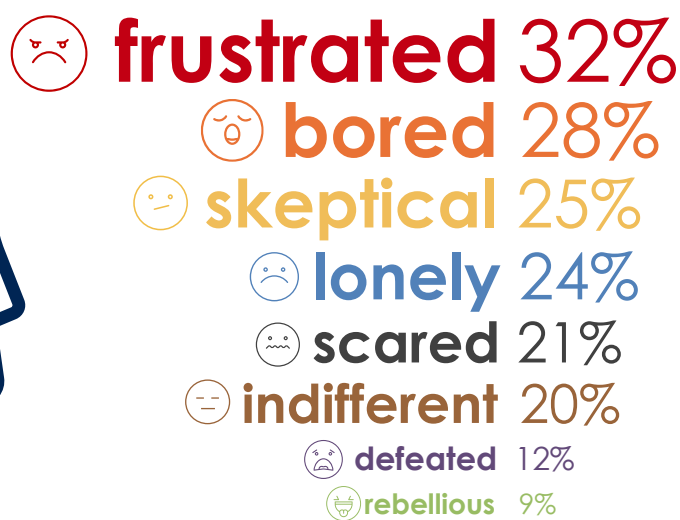
■ December 2021 ■ January 2022



Fewer COVID cases in early January, compared to December highs

A spike in frustration, boredom, skepticism and fear is felt across the globe

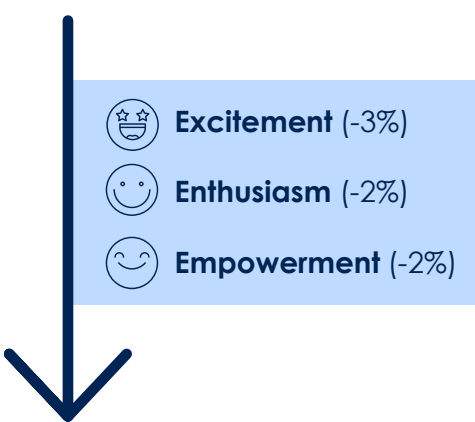
WHICH OF THESE WORDS DESCRIBE YOUR STATE OF MIND RIGHT NOW?



CHANGE VS. NOV. 2021



There has been a drop in positive emotions including:

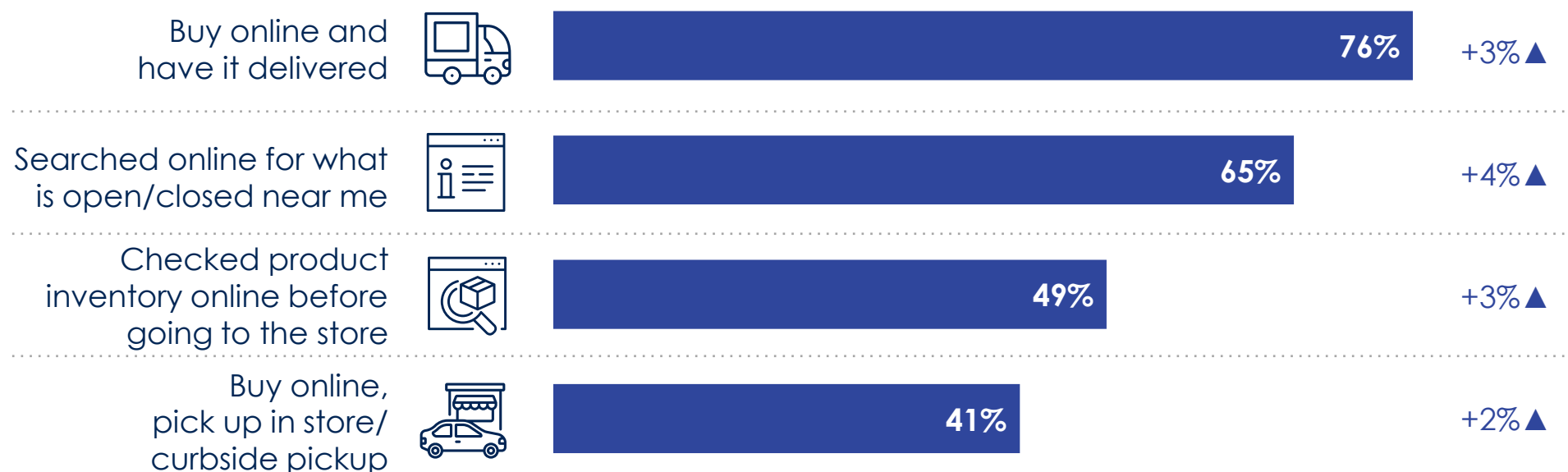


With the risk posed by Omicron, shoppers are increasingly participating in Online-to-Offline activities

REPORTED PARTICIPATION IN OMNICHANNEL ACTIVITIES

PAST 4 WEEKS

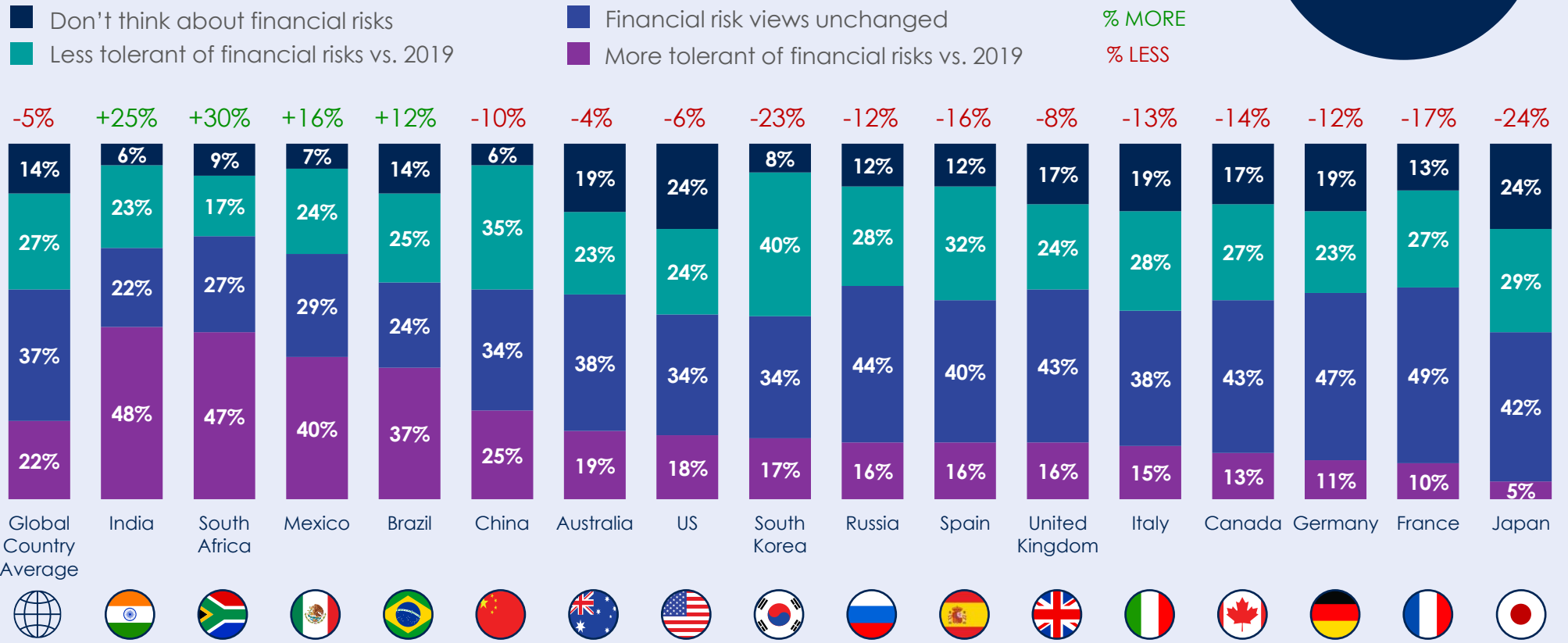
CHANGE VS. NOV. 2021



Countries hardest hit financially throughout the pandemic have gained the most tolerance for financial risk

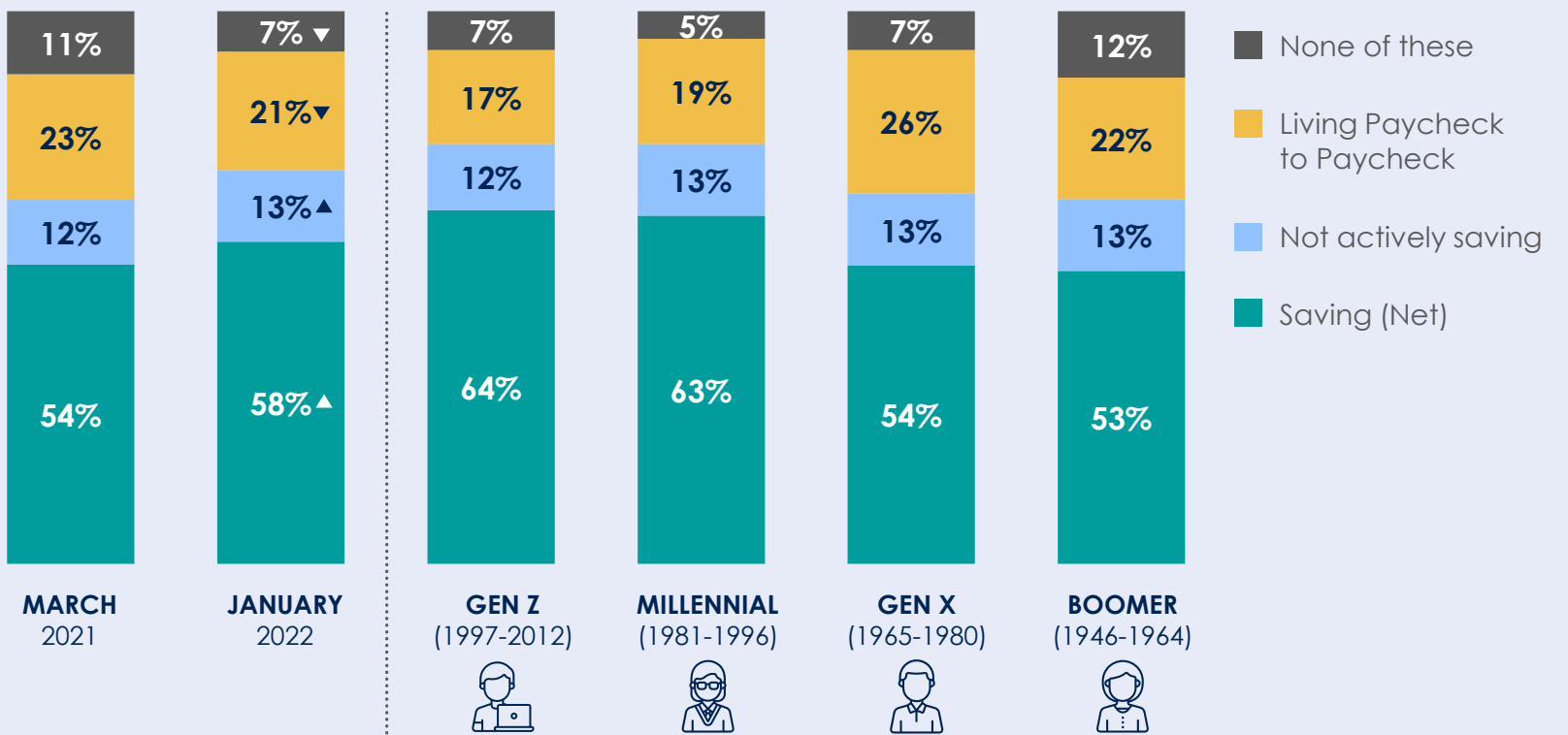
PERSONAL FINANCES
trending in
JANUARY

ATTITUDES TOWARDS FINANCIAL RISK



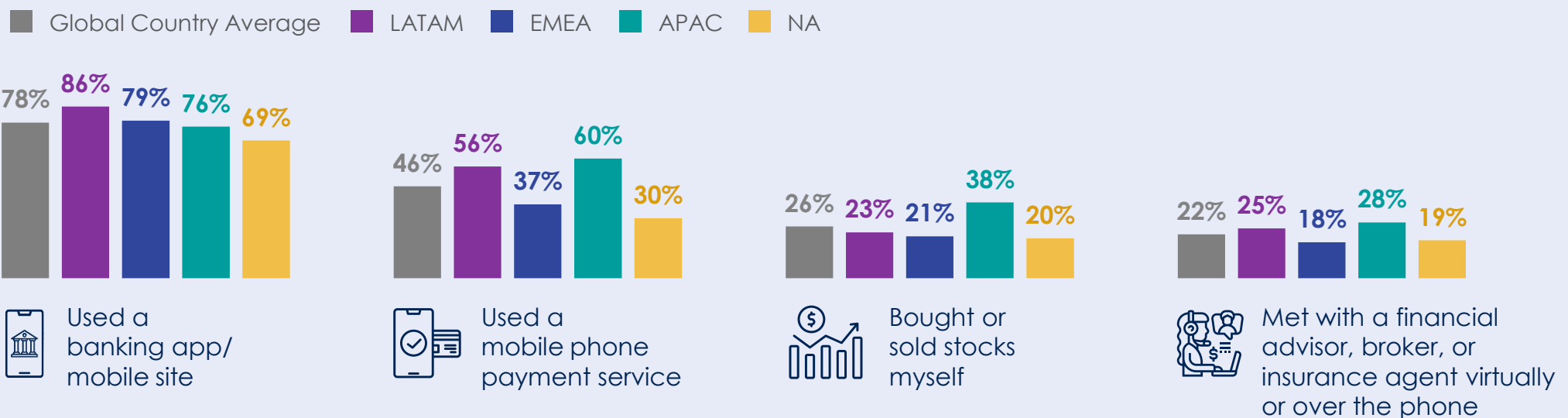
Amid COVID unpredictability, citizens have fewer ways to spend; savings are at their highest since March 2021

CURRENT FINANCIAL SAVINGS PLAN



LATAM and APAC have the highest adoption of digital financial activities

CURRENT PARTICIPATION IN DIGITAL FINANCIAL ACTIVITIES (PAST 4 WEEKS)



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

