

IPSOS ESSENTIALS

A global, syndicated study tracking shifts in consumer attitudes and behaviors in a volatile world



ESSENTIALS
SYNDICATED

HOW IS YOUR BUSINESS RESPONDING?

Ipsos Essentials monitors attitudes, emotions, and behaviors as consumers face unprecedented challenges related to inflation, political conflict, health, climate change, and other issues.

With Ipsos Essentials, you can connect with consumers on an ongoing basis as they adapt to the changing world around them.

TOPICS OF INVESTIGATION:



Inflation and personal financial situation



Omnichannel shopping behavior in key verticals



Sustainability and the environment



Category usage and prioritization



Health and wellness



Travel intentions and attitudes



War and violence



Food and beverage (grocery & restaurant)



Positive and negative emotions



Social and entertainment activities



Shifts in time spent



World of work and employee attitudes

MONTHLY DELIVERABLES

- Global Report (in PPT, approx. 40 slides)
- Global Data Compendium (in PPT, approx. 150 slides)
- Integration of ethnographic videos and consumer quotes into the reports (from 5 key countries)
- Data tables (in Excel, including cross-country comparison and global demos)
- Country-specific Data Compendium and additional data tables available upon request

COUNTRIES

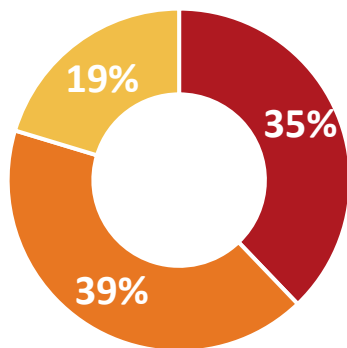
- n = 1,000 / wave
Canada · France · India · UK · US
- n = 500 / wave
Australia · Brazil · China · Germany · Italy · Japan · Mexico · South Africa · South Korea · Spain

PERCEIVED RISK OF INFLATION TO YOU PERSONALLY

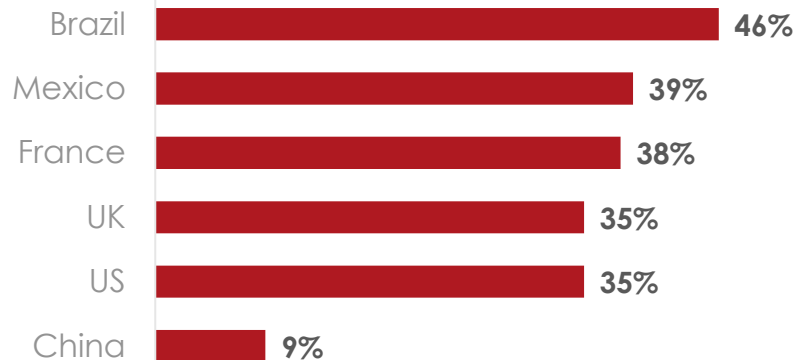
Q: What level of risk do you think rising prices and inflation pose to you personally?"

GLOBAL AVERAGE

■ HIGH RISK ■ MODERATE RISK ■ LOW RISK

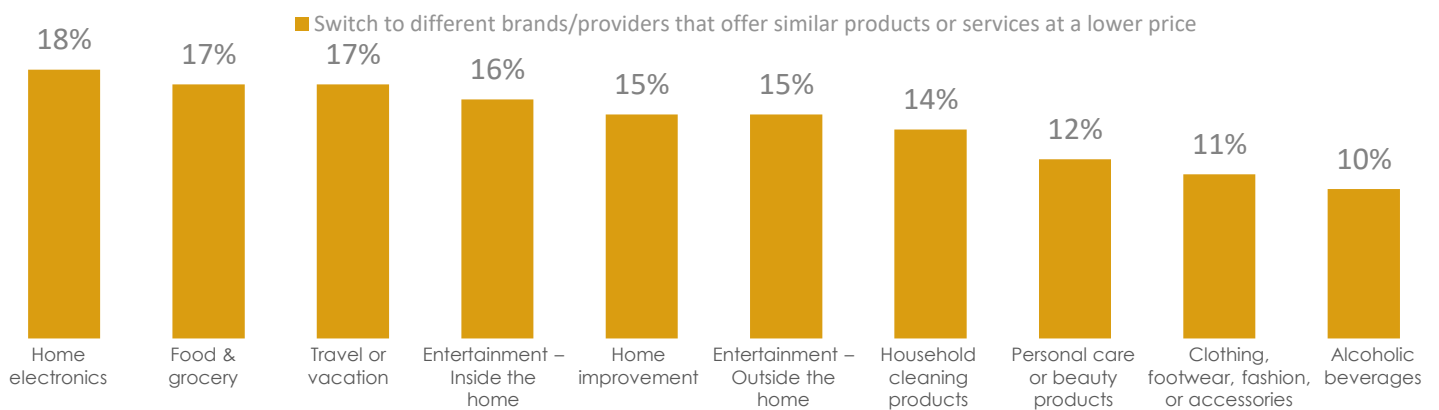


HIGH RISK, BY SELECT COUNTRIES



BRAND SWITCHING AS A RESULT OF RISING PRICES

Q: Rising prices and inflation are a concern for many people. Which of the following, if any, have you done while shopping within the past 2 weeks to help manage costs?



CLIENT FEEDBACK



2023 PRICING

REPORT

Full Year (12 reports)	\$110,000 CAD (~17% discount)
1 Quarter (3 reports)	\$30,000 CAD (~10% discount)
Single Report	\$11,000 CAD

CUSTOM QUESTION

(max 2 per client / wave where space is available)

1 st question	\$4,500 CAD
2 nd question	\$3,500 CAD

For more details, contact: Essentials@Ipsos.com