## **IPSOS ESSENTIALS** | 2023 REPORT CONTENT

## **TOPICS COVERED IN EVERY WAVE:**



**Top Priorities** 



Impact of Rising Prices and Inflation



66

**Travel Intention** 

Consumer Outlook



Omnichannel Shopping



 Personal Financial Situation

2023 Waves	Custom Questions Due*	Report Published	World of Work & Employee Issues	Health & Wellness	Deep-Dive on Finances & Economic Trends	Shifts in Time Spent on Various Activities	Deep-Dive on Travel, Entertainment & Dining Out	Deep-Dive on Shopping & Category Participation	Sustainability & Environmental Issues
Jan	Dec 20, 2022	Jan 23		Х	Х			Х	
Feb	Jan 25, 2023	Feb 21					Х		Х
Mar	Feb 23, 2023	Mar 20	Х			Х		Х	
Apr	Mar 22, 2023	Apr 17		Х	Х		Х		
May	Apr 19, 2023	May 15						Х	Х
June	May 23, 2023	June 19	х			Х	Х		
July	June 21, 2023	July 17		Х	Х			Х	
Aug	July 25, 2023	Aug 21					Х		Х
Sept	Aug 23, 2023	Sept 18	Х			Х		Х	
Oct	Sept 20, 2023	Oct 16		Х	Х		Х		
Nov	Oct 24, 2023	Nov 20						Х	Х
Dec	Nov 22, 2023	Dec 18	Х			Х	Х		

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For more details, contact: Essentials@lpsos.com

