

# DID YOU KNOW?

A new year brings new resolutions. Although inflation is still top-of-mind, many have learned to manage their finances and are focusing on health and wellness – both physical, in the wake of new COVID concerns, and mental, amid rising stress levels.

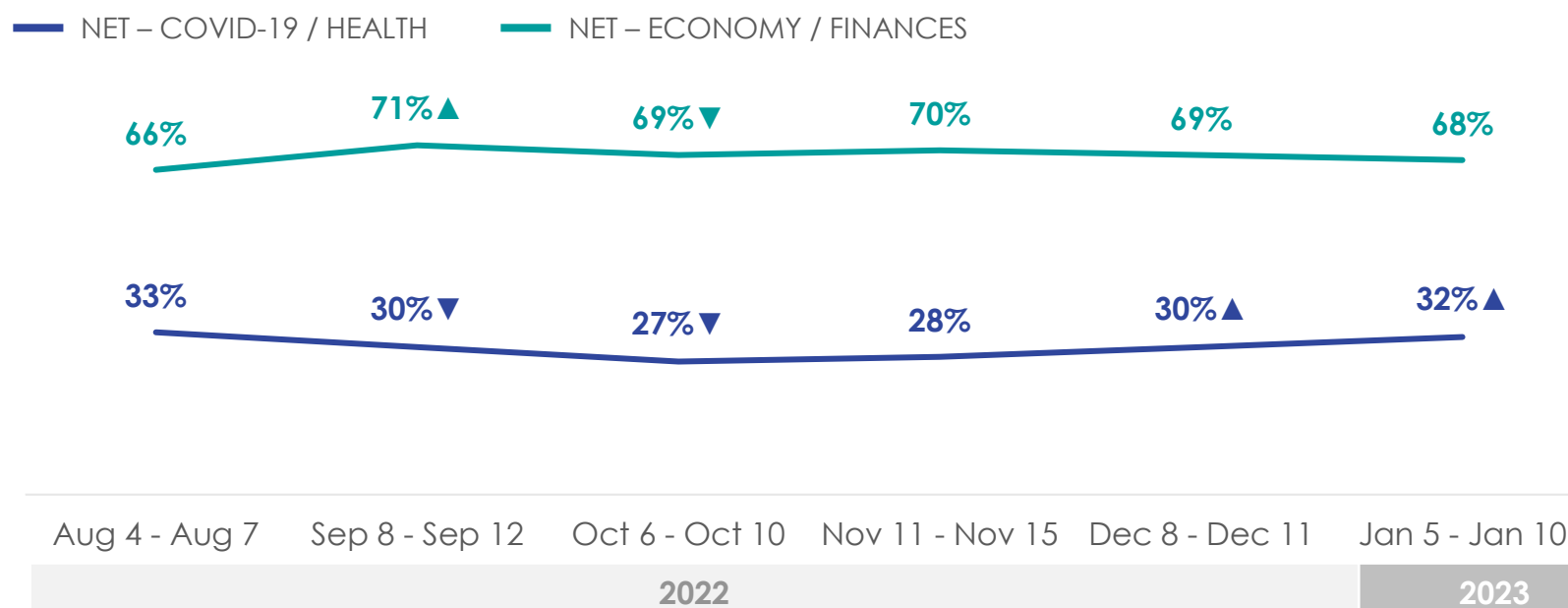


ESSENTIALS  
SYNDICATED

January 2023

## Overall, concern for COVID-19 and health sees a bump, while financial concerns stabilize

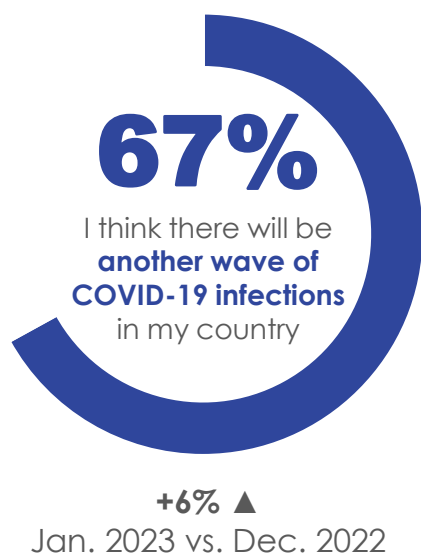
### TOP CONCERNS



Most Gen X (71%) rate the Economy/Finances as a top concern, while 63% of Gen Z feel the same way.

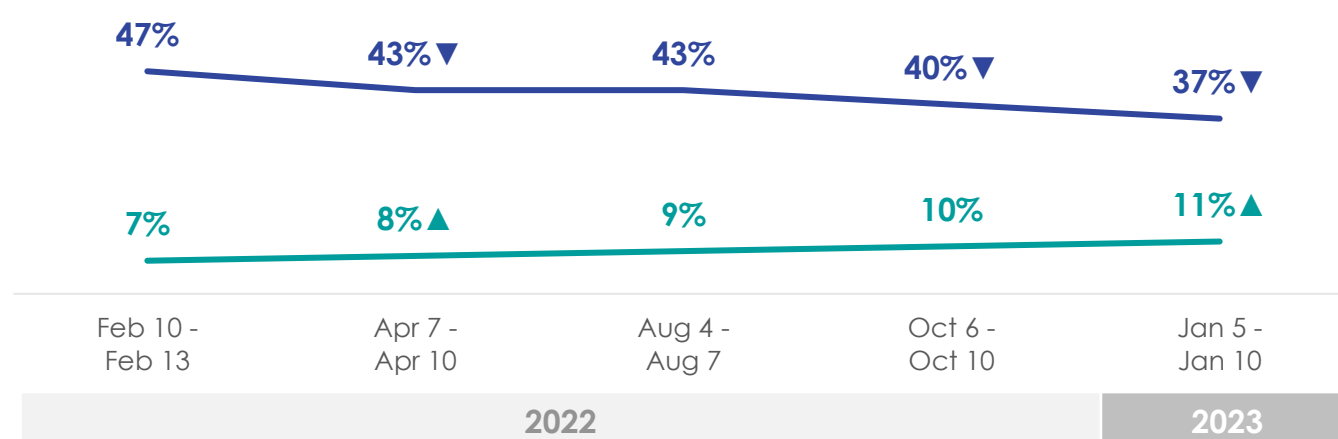
## New cases of the Covid variant “Kraken” see more citizens anticipating a new wave – but fewer are taking precautions

### OVERALL OUTLOOK



### IF YOU SUSPECTED THAT YOU HAD COVID-19, BUT HAD A MILD CASE OR WERE ASYMPTOMATIC, WHICH OF THE FOLLOWING WOULD YOU MOST LIKELY DO?

- ISOLATE FROM EVERYONE, INCLUDING STAYING AWAY FROM PEOPLE IN MY HOUSEHOLD
- GO ABOUT LIFE AS USUAL WITHOUT ANY ADDITIONAL PRECAUTIONS



## Instead of focusing on Covid precautions, citizens want to focus on wellness in the upcoming year

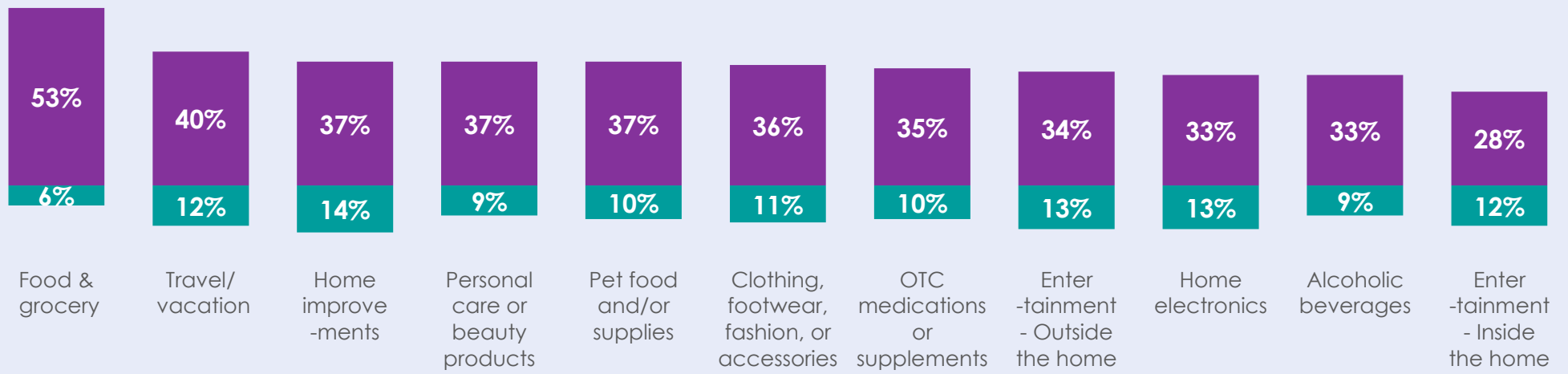
### TOP 10 2023 NEW YEARS RESOLUTIONS



All categories – especially food & grocery – continue to be impacted by higher-than-expected prices

PRICE PERCEPTIONS  
TOP-2 BOX AGREEMENT

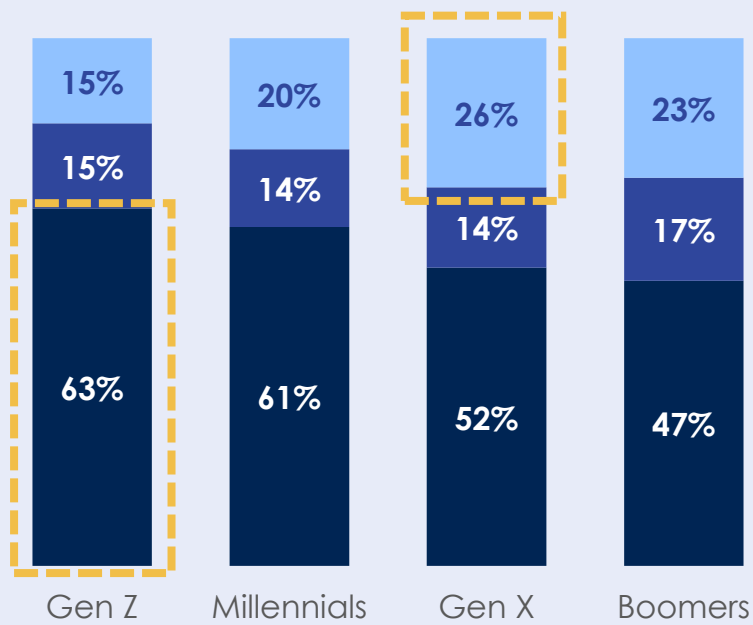
PRICE WAS LOWER THAN EXPECTED PRICE WAS HIGHER THAN EXPECTED



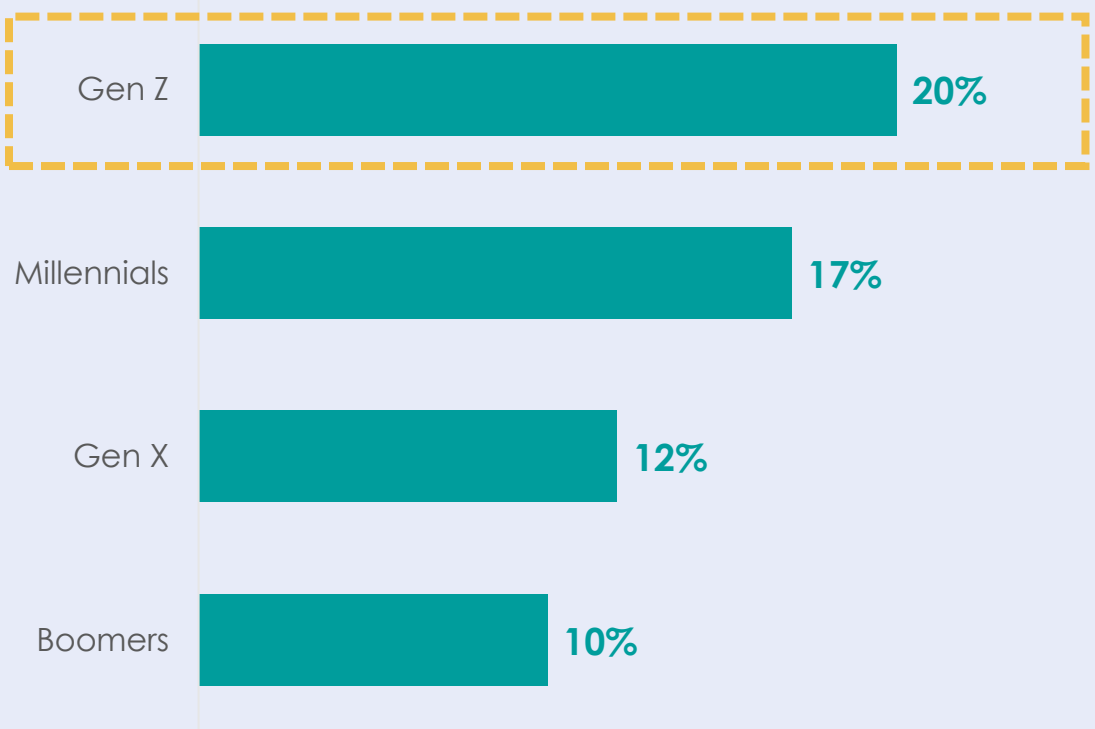
Gen Z are saving while Gen X are more likely to find it difficult to do so; spending for younger consumers is likely to recover more quickly

CURRENT FINANCIAL SAVINGS PLAN  
BY GENERATION

SAVING (NET)  
SPENDING MORE DAY-TO-DAY / NOT ACTIVELY SAVING  
DIFFICULT TO SAVE / LIVING PAYCHECK TO PAYCHECK



"I AM SAVING MONEY TO MAKE A MAJOR PURCHASE"  
BY GENERATION



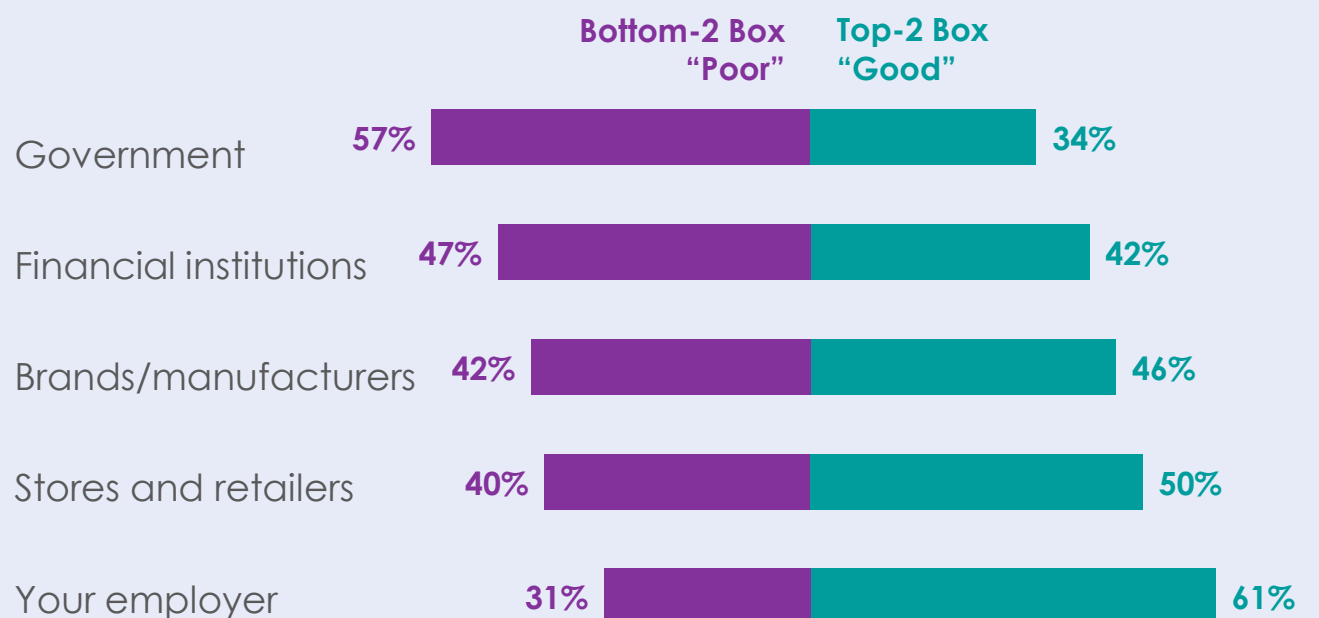
More consumers feel "the powers that be" are benefitting from inflation and the government is doing a poor job helping them through it

75%

of citizens say companies are using inflation as a way to increase their profits

+3% ▲  
Vs. Dec 8 –  
Dec 11, 2022

HOW GOOD OR POOR OF A JOB ARE EACH OF THE FOLLOWING DOING TO HELP IMPROVE YOUR PERSONAL FINANCIAL SITUATION?



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 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

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