

# Amidst a prolonged, multi-dimensional crisis

# IPSOS ESSENTIALS

Tracking critical attitudinal and behavioural change on a global basis with integrated ethnographic discovery







**UNDERSTAND THE COVID-19 TRAJECTORY AND POST LOCK-DOWN BEHAVIOURS.**



## HOW IS YOUR BUSINESS RESPONDING?

**Ipsos Essentials** monitors the new global order as we navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions.

To be best positioned for success and to strategize for the future, companies and leaders need to stay connected to people, keeping a pulse on:

-  Their Behaviours, Routines and Habits
-  Their Shopping Category Choices
-  Their Emotions:  
How they are getting through this
-  Their Health, financial and other Impacts
-  Their Outlook:  
Where they are, expectations and plans
-  Their Priorities

Timely and essential insights into people as consumers and citizens in a period of **uncertainty** and **opportunity**

## A SMART, NIMBLE DESIGN THAT IS FIT FOR PURPOSE

1,000 consumers surveyed per country bi-weekly

## UP TO DATE STATE OF PLAY ESSENTIALS

### Desire versus Risk

Balancing the need to re-engage to earn a living versus the need to disengage to stay alive

### Emerging Concerns

The pervasive threat of a new wave of infections

**Chaos & Control** Tensions and frustrations in the midst of pockets of stability and control

### Modest Trips

A growing willingness to travel

### Guilt Trips

Facing judgement and public shaming

### PRICE & DELIVERABLES: Bi-Weekly Reports

	PRICE	DELIVERABLES			
<b>CANADA</b>	\$2,000 per month from Oct'20; \$5,000 for 3 months	PDF report covering 45+ categories	A Global summary analysis of the trends	Access to Ipsos whitepapers	Data Tables
<b>GLOBAL: 16 COUNTRIES</b>	\$13,500 per month	Global PDF report covering 25+ categories	Access to dashboard for deep dive analysis	Access to Ipsos whitepapers	Regular webinars to present findings Data Tables

The Canada reports will be available for \$2,000 per month or \$5,000 for a three-month package. To take advantage of this offer or for more information, please email [Emma.Balment@ipsos.com](mailto:Emma.Balment@ipsos.com) with your NAME, TITLE, COMPANY, MAILING ADDRESS AND PHONE