

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

PRICE & DELIVERABLES: Bi-Weekly Reports

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CANADA	\$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	
GLOBAL: 16 COUNTRIES	\$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

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

The Canada reports will be available for \$2,000 per month or \$5,000 for a three-month package. Subscribers will receive a Sep'20 report free. To take advantage of this offer or for more information, please email Emma.Balment@ipsos.com with your NAME, TITLE, COMPANY, MAILING ADDRESS AND PHONE