

Essentials 2020

Frequently Asked Questions (FAQ) by Subscribers

- **How often does Essentials run? When must I commit to subscribing to get in?**

The study is in field every other week until the end of 2020. Whenever you subscribe you can receive the next report when it is due. There are Canadian Reports issued on the same schedule and you have the option of purchasing one month (2 reports) only or a multi-month package.

- **Can I add custom questions?**

No

- **Does every respondent answer questions for each category?**

Each respondent provides U&A data for one-half of the categories each bi-weekly wave – therefore after two waves (one month) we have covered all of the categories

- **How many categories are being tracked in Essentials?**

For 25 “mega” categories (combinations of categories) we ask a couple of usage/purchase questions [whether buying more/less than usual; if lower/higher/same price as usual];

For durables we have a P3M purchase question and if bought new brand

The mega categories:

Milk/milk drinks

Pasta & Rice

Ready made meals (including delivery)

Chocolate & Sweets

Savory snacks

Carbonated/fizzy beverages

Non carbonated drinks (juice, plant based, energy drinks)

Bottled water (flat or carbonated)

Coffee / tea

Beer

Arts & crafts

Interior decoration

Infant milk formula

Baby food

Personal care products

Beauty products

Laundry detergents & softeners

Cigarettes/tobacco

E-cigarettes, vapes and other non-combustible nicotine devices

Clothing/footwear/accessories

PJs/loungewear/underwear/socks

Toys, games

Cheese & Cream

Yogurt

- For 64 categories we ask ONE question: whether the product is essential, a treat, postpone-able or expendable
The 64 categories for this question are:

Arts & crafts	Frozen snacks/ice cream/frozen desserts
Baby diapers & wipes	Cereals
Baby food	Laundry detergent/pre-wash
Infant milk formula	Milk modifiers (chocolate/fruit flavor, protein additives)
Beer	Milk/milk drinks
Bread (incl. pastries, croissants,)	Juice
Candy/sweets	Nutritionals/supplements/vitamins/probiotics
Carbonated/fizzy drinks	Oral care products (e.g. toothpaste, mouthwash, floss)
Cell phone/Smartphone	Paper products (toilet paper, napkins, paper towels, tissues)
Cheese & Cream	Hair care
Yogurt	Shaving/grooming
Savory snacks (chips, crisps, pretzels, ...)	Body skincare
Chocolate (boxed, bars, tablets)	Shower gel
Cigarettes/ tobacco	Spirits (e.g. whiskey, gin, vodka, tequila)
Cleaning products for kitchen, bathroom, toilet, windows, carpet	Sports/Energy/Isotonic drinks
Disinfecting/anti-bacterial sprays/soaps	Bottled water (flat or carbonated)
Coffee or tea	Wine
Interior decoration	Plant based beverages
Cooking ingredients/seasoning, e.g. sauces, premixes, seasoning	Baking products
Cough & cold/flu/sore throat medication	Preserves (canned or bottled)
Deodorant/anti-perspirant	Instant food
E-cigarettes/vapes and other non-combustible nicotine devices	E-book readers
Fabric softeners	Hand sanitizer
Make-up/cosmetics	Nutritional bars/snacks
Facial Skin care products	Pasta/rice
Feminine care (e.g. tampons, sanitary napkins, panty liners)	Game console (PSP, Xbox, Wii, etc.)
Television	Clothing/footwear/accessories
Frozen meat/fish	Smart watch
Laptop/Notebook (include 2-in-1 laptops)	Toys, games
Frozen Vegetables/Fruit	High-quality headphones (incl Bluetooth)
Ready made meals (frozen meals/pizza, delivery,)	Portable speakers (with Bluetooth pairing)
PJs/loungewear/underwear/socks	Smart speakers

- **What demographics are available?**

Essentials collects respondent age, gender, employment status, education (country specific) household income (country specific), marital status, Rural/Urban.

- **Can I purchase just the 1 or 2 categories that I am most interested in?**

Our syndicated study will not accommodate splitting the categories into sub reports.

- **If I buy the Canada report, do I have access to a benchmark versus other countries/categories?**

Clients purchasing a country report will receive all the categories. Country subscribers will not see current global data but will receive an overall global summary report based on the most recent six months of data.

- **Will I get a presentation if I buy a report?**

No, but for global report subscribers, regular webinars to present findings to the group of subscribers are scheduled at no additional cost. For a country report, for an incremental fee a half-day customized presentation and discussion tailored to your business is available.

- **Will we be able to read by Canada regions?**

Total Canada is generally the only level available in the reports, however regional data will be available in the data tables e.g. Atlantic, Quebec, Ontario, Prairies, Alberta and BC.

- **Will I get the report in English only?**

Yes, you will receive your report in English.

- **Will we also receive data tables as deliverables?**

Excel data tables are available to Canada subscribers.

- **Will I have online access to the data?**

Only global report subscribers will have online dashboard access.

- **If I subscribe to Canada what is my deliverable?**

Country-level subscribers will receive the following:

- Canada report, in PDF format
- An overall Global analysis of the trends seen during the last 6 months of research, in PDF format
- Access to Ipsos POV and White Papers

- **If I subscribe to a Global report what is my deliverable?**

Global subscribers will receive the following:

- Global report (16 countries), in PDF format
- An overall Global analysis of the trends seen during the last 6 months of research
- Access to online dashboard for deep dive analysis
- Access to Ipsos POV and White Papers
- Access to regular webinars discussing/presenting the latest findings

- **Can I add other categories if not on the current list?**

Yes, there is a limited opportunity to add categories, subject to survey length parameters.

- **If I subscribe to two countries (e.g. Canada and the U.S.) can I get a North America report?**

No, subscribers to Canada and U.S. will receive individual country reports.