



## Ipsos Economic Crisis Monitor



### About the Ipsos Economic Crisis Monitor

The *Ipsos Economic Crisis Monitor (IECM)* is an international syndicated study that tracks the direct impact of the crisis on citizen, employee, and consumer attitudes and behaviors in the US, UK, Italy, France, Spain and Germany.

This actionable report provides data and analysis that takes into account not only mood and economic indicators but also consumer strategy in terms of product and services choices.

The study provides answers to the critical questions, including:

- How does the crisis affect general attitudes, confidence, spending habits, and perceptions of personal purchase power?
- How does the crisis affect the perception of the country situation? Is it a short or a long term reaction?
- Which product categories are the most affected?
- Which product categories present the best opportunity?
- What do consumers expect from brands in times of crisis?

The IECM is a strategic and dynamic tool aimed at tracking consumer trends over a short period of time in order to respond with appropriate marketing and communications actions. The report highlights the first signs of change so that you can anticipate threats and opportunities.

### Report Content

#### Attitudes and values

- Attitudes vs. consumption, brands, shopping, new products;
- Attitudes vs. credit;
- Attitudes vs. environment; sustainable development, organic, fair trade.

#### Behaviors and lifestyle

- Retail attendance;
- Leisure habits (restaurants, bars and cafés, cultural activities, medias);
- Recent changes in domestic budget.

#### Category purchases

- Recent and future in 51 FMCG categories.

#### Channel

- Recent and future evolution.

#### Brand choice and promotions

- Switch to lower brands?
- Purchase of promotions?

#### Evaluation of the nature of behavior change

- Constraint change (short term reaction to crisis) or long term change of attitude?

#### Evolution of personal and general purchasing power

- Perception of personal economic situation;
- Perception of purchasing power;
- Anticipation of purchasing power in the future.

#### Perception of economic climate

- Satisfaction vs. one's country;
- Perception of country's economic situation;
- Perception of the economic crisis.

#### Consumer attitudes and confidence

- Personal happiness and confidence for the future;
- Desire to consume.

### Deliverables

#### Individual country subscribers:

- A comprehensive monthly report for six questionnaire waves of US respondents.

#### Global subscribers:

- A comprehensive monthly report for all six participating countries (US, UK, France, Germany, Italy and Spain) over six waves;
- Unlimited access to an online database containing data and reports.

### Cost

US Report only, six waves – \$15,000 (USD).

Global Report (US, UK, France, Germany, Italy and Spain), six waves – \$35,000 (USD).

Custom question or country add-ons available upon request.

### Methodology

The *Ipsos Economic Crisis Monitor (IECM)* is a monthly tracking study conducted online with 500 respondents in each country – the US, UK, France, Germany, Italy and Spain.

Custom (proprietary) questions and additional analysis are available upon request – please contact us for pricing and possibilities.

### Contact

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