



x RevOptimal



Essentials: Key Issue Segments

Ipsos Essentials monitors the attitudes, emotions, and behaviors of nationally representative respondents on key issues: politics, inflation, climate change, equality, and more.

Meaningfully connect with consumers as they face a changing world with powerful syndicated and custom segments.

Deliver your message with the highest quality data, spanning **inflation, ESG, AI, climate change, and dozens of other key issues**

50+

key issue psychographics

10K+

nationally representative respondents each month

270M

US individuals, ready for activation

28B

resolved device linkages



Syndicated and Custom Audiences

From inflation worriers to EV cheerleaders, select from 100+ pre-built segments or contact us for 24-hour delivery of custom audiences



Identity-First, Privacy-Forward

All segments are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies



Refreshingly Up to Date

Ditch stale data and maximize your ad spend by leveraging the only digital audiences with monthly opinion and psychographic updates

Available on dozens of activation channels



Ready for unparalleled scale and accuracy? Let's chat: audiences@revoptimal.com



Segment List

Ipsos Essentials x RevOptimal > Finance > Current Financial Situation >

- Job Loss
- Household Job Loss
- Delaying Retirement
- Reduction in Working Hours
- Delaying or Cancelling Big Purchases
- Applying for / Received Government Assistance
- Salary Has Been Reduced or Has Lost Wages
- Using Savings To Pay Bills
- Delaying Investment
- Saving for an Emergency Fund
- Active Investor
- Facing Mortgage Increase
- Facing Rent Increase
- Concerned about Paying Bills
- Concerned about Personal / Household Job Loss
- Saving Money for a Major Purchase (e.g. Home, Vehicle, Travel)
- Strongly Affected by Inflation Day-to-Day
- Owns Crypto

Ipsos Essentials x RevOptimal > Finance > In Market >

- Crypto
- Life Insurance
- Low Risk Investment / Bonds / CDs
- Health Insurance

Ipsos Essentials x RevOptimal > Finance > Psychographics >

- Believes we are in a Recession Now
- Believes we are Headed Towards a Recession

Ipsos Essentials x RevOptimal > Media Consumption > Political Lean >

- Mainly Left / Mainly Liberal
- Moderately Left / Moderately Liberal
- Centrist / Moderate
- Moderately Right / Moderately Conservative
- Mainly Right / Mainly Conservative
- Consumes Mix of Different Views

Ipsos Essentials x RevOptimal > Most Worried / Concerned About >

- Personal Finances
- Covid
- Personal Health
- Inequality
- Environment / Global Warming / Climate Change
- Social Unrest
- Government / Politics / Leadership
- Crime and Violence
- Ukraine
- Middle East / Israel / Palestine / Hamas / Iran / Lebanon
- Rising Prices / Inflation
- Housing Prices / Affordability

Ipsos Essentials x RevOptimal > Environment / ESG > Psychographics >

- Self-Declared Sustainable / Ethical Consumer
- Believes Companies are not Doing Enough on Sustainability and Ethical Best Practices
- Willing to Pay More for Ethical / Sustainable Products / Brands
- Makes Lifestyle Compromises to Benefit the Environment
- Has Left / Abandoned Brands that are not Environmentally Responsible
- Has Left / Abandoned Brands that are not Socially Responsible

Ipsos Essentials x RevOptimal > Technology > Psychographics >

- Believes Technology Negatively Affects Human Relationships
- Believes Technology Positively Affects Human Relationships
- Embraces / Likes New Technology
- Fears / Dislikes New Technology

Segment List

Ipsos Essentials x RevOptimal > General > Psychographics >

- Avoids the News
- Believes Social Media has a Negative Impact on Wellbeing
- Believes Brands / Companies Should Be Held Accountable for Bad Behavior
- Believes Cancel Culture Has Gone Too Far
- Believes Future Quality of Life will be Much Better than for My Generation
- Believes Future Quality of Life will be Somewhat Better than for My Generation
- Believes Future Quality of Life will be Somewhat Worse than for My Generation
- Believes Future Quality of Life will be Much Worse than for My Generation
- Believes Companies Should Change Unethical Business Practices

Ipsos Essentials x RevOptimal > Environment / ESG > Behavior >

- Recycles as Much as Possible
- Buys Renewable Energy Only
- Drives an Electric Car or Hybrid
- Avoids Long-Distance Air Travel
- Does not Drive / Does Not Use a Car / Takes Public Transport
- Vegetarian / Vegan
- Uses Low-Energy Lightbulbs (compact fluorescent or LED)
- Boycotts Companies / Brands that Behave Badly
- Donates to Nonprofits / Charities / NGOs