



Ipsos CanadianContext

Tracking the context in which consumers make decisions

Navigating in today's era of social and economic transformation requires companies and organizations to know the current context in which they are operating; understand the public's future hopes and expectations; and have the trust of their stakeholders and clients. We continuously monitor the Canadian environment and examine future scenarios through several ongoing Ipsos studies, including the Ipsos CanadianReputation and Ipsos CanadaNext, in addition to CanadianContext.

About Ipsos CanadianContext

Consumer Confidence is a widely accepted, long-standing leading indicator of consumer behaviour. But recent Ipsos research has shown that other variables have emerged to be as and sometimes more important, including overall quality of life, views on the direction of the country, and broader issue concerns. This reflects the fact that economic and consumer decisions are increasingly shaped by, and embedded in, people's broader opinion and social environments. This is a key element in the emerging field of Behavioural Science and is an important foundation for newer marketing lenses, for example Context Marketing (i.e., the ability to deliver the right content or experience to the right person, in the right place, and at the right time based on the sum total of that person's past brand interactions, current needs and life situation).

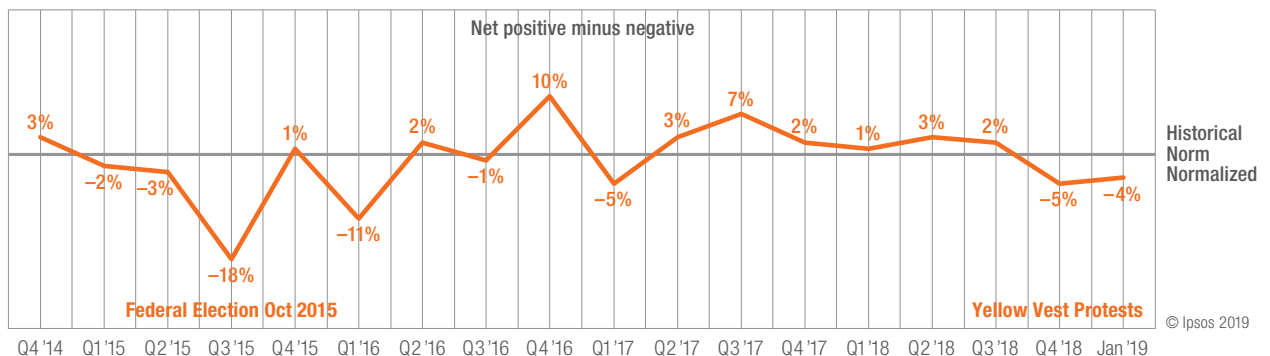
Understanding this context is key for organizations in all sectors in developing effective marketing, positioning and communications initiatives to gain a competitive advantage in a rapidly evolving world. It can also be relevant in explaining trends in traditional customer experience and customer loyalty tracking. Ipsos CanadianContext has been created to provide clients with a cost-effective way to regularly monitor this context, covering topics such as (most tracked back to 2010):

- Attitudes Toward the Country (Satisfied Canada, Canada on right/wrong track)
- Top Issue Concerns (Issues consider top priority)
- Quality of Life (Rate current quality of life and expectations in 5 years)
- Attitudes Toward Economy (Rate national economy, Rate regional economy and expectations 6 months)
- Attitudes Toward Personal Finances (Getting ahead/falling behind financially, Ability afford desired leisure activities, Rate personal finances and expectations 6 months, Job security, Confidence ability invest/save for future)
- Purchase Sentiment (Comfort making large purchases, Comfort making smaller purchases)
- All broken out by age, sex, income, region.

A key feature of Ipsos CanadianContext is the Ipsos Disruption Barometer (IDB). This is a validated, leading indicator of (a) consumer confidence (consumer spending) and (b) potential for socially/politically "disruptive" attitudes/behaviour (disruptive behaviour including protests, government change, mobilization/activism online, etc.).

What is Happening in Canada? After a period of a "business as usual" context since Q2 2017, Canadians are in an increasingly disruptive mood moving into 2019. The IDB score has dipped into negative territory for the first time since early 2017 and remains there. This suggests increased potential for a pull-back in consumer confidence (consumer spending) and higher potential for economic, social and/or political instability (attitudinally and/or behaviourally).

Positive net score = people have higher consumer confidence (are more likely to spend), less likely to push for social/political change, are less critical in their interactions with government, business, etc.;
 Negative net score = people have lower consumer confidence (pull back on their spending), are more likely to push for social/political change, are more critical in their interactions with government, business, etc.



What's Included in the CanadianContext research program?

- Quarterly reports in PowerPoint (March, June, September, December) covering all metrics
- Comparative analysis for your customers vs others on all metrics.
- The opportunity to add proprietary questions to correlate back against the core metrics (at an additional cost).
- Access to the data portal
- Flash reports of emerging issues that we see in related data
- Presentations upon request
- Activation sessions:
 - One of the most valuable benefits of research is to provide evidence to drive change, so after a presentation of our findings, we will facilitate an activation session with your key internal stakeholders to determine how they feel they can best use the results to make a difference throughout your organization.
 - Following the activation session, we will deliver a short road map that outlines the proposed next steps and provides an overview of potential longer-term threats and opportunities that might be on the horizon for your organization.

Cost

The typical cost of our CanadianContext engagement is between \$25,000 and \$35,000 (plus applicable taxes) depending on the level of consultation, and size and scope of the activation session.

Methodology

Data for CanadianContext are derived from several sources, including:

- Ipsos Global Advisor—a monthly study in 28 countries via the Ipsos Online Panel system (worldwide sample n=20,000 monthly, Canada sample size n=1000 monthly, weighted to balance demographics to match recent census data).
- A customized quarterly survey in Canada (n=2000 quarterly online, weighted to balance demographics to match recent census data).

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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