

IPSOS CONTEXT ADVANTAGE

A data-driven, advisory service to help your organization adapt and thrive in a changing landscape

Canadians and the Coronavirus AMA with Darrell Bricker, Global CEO, Ipsos Public Affairs

April 24 2020

© 2020 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



What We Are Seeing

- Triumph of science.
- Tipping point. Peak awareness, concern, prevention.
- What's next? Watch Europe.
- Health threat to vulnerable, economic damage universal.
- Dive or ease into pool?
- Scientists and Governments.
- Will be slow, anticipate recession.
- New habits?

We Are Clearly in Phase 3: Finding a New Normal – The COVID Urgency Index has Continued to Decline, Consumer Sentiment Remains Low

■ URGENCY INDEX ■ IPSOS DISRUPTION BAROMETER (IDB)

