

# FIVE

**Daily tracking of individual consumers' eating and drinking habits, attitudes and item choices both at home and away from home.**

## Industry Leading Syndicated Consumption Behaviour Tracker

An industry leading syndicated consumption behaviour tracker in Canada subscribed by market leaders in CPG, Foodservice and other sectors. Launched in 2013, FIVE is an ongoing daily syndicated consumption diary that captures eating and drinking behaviour across all categories and brands yesterday. It provides occasion-based insight at both a macro and micro level typically not cost-feasible with a proprietary study. Subscribers gain expanded and trended insight into the consumption habits and attitudinal changes of Canadians.

### How It's Used

The dedicated and experienced FIVE servicing team use their decades worth of knowledge of the industry and the study to tailor analysis to address specific business issues. Example analysis include but are not limited to:

- Trended Market Landscape
- Future Market Outlook
- White Space Opportunities
- Behaviour Change
- Daypart Evaluations
- Occasion profiles
- Segments/Demand Spaces (demographics behavioural, attitudinal, occasions)
- Drivers of Growth or Decline
- Annual Planning Initiatives
- Retailer Presentation Enhancements

### How We Do It

Always On/  
365 days

Robust annual sample  
of ~30K

Past day consumption diary among Canadians  
ages 2+

### We Provide



Advisory partnership to uncover alcohol consumption trends, deep dives and address daily inquiries



Customized deliverables for your brands



Annual trends report (CHATS)



Data access via Harmoni portal

### Survey Content

Total consumption dynamics based on:

- When/Time of Day
- Where You Were
- Who You Were With
- What You Were Doing
- Why Did You Consume
- Meal Preparation
- Psychographics
- Health Statuses
- Environmental Priorities
- Category (all foods, all beverages)
- Brand (1000+ brands tracked)

#### For more information, please contact:

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