



IPSOS SYNDICATED


The Food and Beverage Group Syndicated Studies

FIVE 
SYNDICATED

January 2020

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A close-up photograph of a woman with long brown hair, smiling broadly as she eats. She is holding a white bowl filled with a fresh salad of green lettuce, cherry tomatoes, and purple grapes. In her right hand, she holds a white plastic fork, poised to take a bite. The background is a soft, out-of-focus light blue and white, suggesting an outdoor or brightly lit indoor setting.

Daily tracking of individual consumers' eating and drinking habits, attitudes and item choices both at home and away from home to address business issues like:

- Trends
- Targeting
- Positioning
- Daypart Evaluations
- Drivers of Growth or Decline
- Annual Planning Initiatives
- Retailer Presentation Enhancements

The Evolution of FIVE

Industry
Leader for
Consumption
Behavior in
Canada

● **2013**

- Successful launch
- 3 founding clients
- 2 ad hoc clients

● **2015**

- Category Deep Dives
- Trended Data
- 7 subscribing clients
- 9 ad hoc clients

● **2019**

- Strategic Partnering
- Food and Beverage Expertise
- 10 subscribing clients
- 20 ad hoc clients

Ipsos FIVE: How we do it

FIVE is an online diary consumption tracking study fielded daily. Launched January **2013**, this syndicated study captures eating and drinking behaviour for the average Canadian's day across all categories/brands, dayparts and venues.

Sample

Annual base sample of 20,000 Canadians ages 2yrs+

Surveys sent out daily – English and French

Data is weighted and released quarterly (5000 completes per quarter)

**IN FIELD 7 DAYS A WEEK.
365 DAYS A YEAR.**

How is it Captured?

Information capture is focused on yesterday's behaviour targeting:

- Morning (Breakfast and all Morning Snacks)
- Afternoon (Lunch and all Afternoon Snacks)
- Dinner
- Evening Snack and Light Meals

- Captures situational dynamics, attitudes, motivations, item preparation details, health statuses and general beliefs
- Captures where items consumed were sourced and some purchase behaviour dynamics



Ipsos FIVE: What we capture

who

Standard Demographics (Age, Gender, Region, Household Income)

Acculturation & Ethnicity

Generations (Gen Z, Millennials, etc.)

HHL D Structure (Kids, Size, Life Stage)

what

Food & Beverages Consumed (day before)

Brand/SKU

Product Usage as Ingredient & Additive

Dish Composition analysis

Packaging Detail (in select categories)

Dish Position (Main Dish, Side Dish, Dessert, etc.)

where

Where Consumed (In Home vs. OOH Locales including Restaurants)

Where Consumed In Home

Situational Dynamics (Activity, # Eating, Who With)

Where Purchased

Non-traditional Channels

Who Did Shopping

Decision Maker

Planned vs. Impulse

In-store Influencers

when

Occasion

Clock Time of Day

Weekday vs. Weekend

Special Occasion / Holidays

Seasonality

How Prepared

Time Spent

Appliance Usage

Product Format (ie. refrigerated, frozen, meal kits, etc.)

why

Functional Motivations

Emotive Attitudes

General Opinions

Health Statuses

Dietary Restrictions

Meal Skipping

Label Claims

Physical Activity

Information Influencers

Information Sources

Lifestyle Choices

COVID-19 Impacts

FAB

FOOD AND
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How can we help?



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About Ipsos

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

**BE
SURE.
MOVE
FASTER.**

