

# IPSOS CONTEXT NEXT

**POWERED BY  
IPSOS CONTEXT  
ADVANTAGE:**  
A DATA-DRIVEN ADVISORY  
SERVICE TO HELP YOUR  
ORGANIZATION ADAPT AND  
THRIVE IN A CHANGING  
LANDSCAPE.

## What can corporations learn from Canadians' worries, hopes and expectations for the future?

Successful organizations are always looking forward, anticipating their next opportunity. Context Next examines Canadian's perceptions about how demographic shifts, and advances in technology and the economy will change in the future.

Context Next answers the question "What is the role of business as rapid social and economic change become the norm?" The resulting information provides valuable input into long-term strategic planning, and its future-cast lens brings other research into sharper focus.

Context Next examines Canadian's views of the likelihood and potential outcome of wide range of future scenarios in the next decade related to:

- Artificial Intelligence
- Social Cohesion and Societal Change
- Robots and Drones
- Digital Services
- Digital Currency
- Data Privacy and Control
- Demographic Change

On their own, Canadians' views of the changing retail landscape, thoughts on autonomous vehicles, and views of future society are interesting, but combined they tell us much more about their worries, hopes and expectations for what lies ahead.

A key component of Context Now is our proprietary Technology-Receptivity Index and Canadians' ten-year forecast for the country, their personal finances and their quality of life.

Context Next is available as a stand-alone annual report, or part of the Context Advantage advisory service. Contact us for additional deliverables, including in-person presentations, strategic advisory sessions, activation workshops, and reports for additional countries. Current Context Advantage client partners receive customized in-person presentations at no charge.

The annual base price for Context Next is \$25,000 for current Context Advantage client partners, \$35,000 for non-partners (plus available taxes).

For more information about Context Next or our Context Advantage advisory services, please contact:

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GAME CHANGERS

