

TRENDS IN CONTEXT: UNDERSTANDING RACISM

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

Why is the current societal disruption important for organizations and businesses?

As countries around the world plunge into a series of anti-racism protests and demonstrations, it is crucial to understand the contextual environment in which these events are taking place. Divisive leadership, economic recession, mounting job losses, deteriorating finances, and—of course—the health threat of COVID-19. The reality of racism, and the discussion thereof, is influenced by all of these things, and so the solution—and the role that business has to play in that solution—must take this context into account.

In this heightened environment, citizens have been increasingly looking to Corporations to play a stronger role in the resolution of social issues. Ipsos, through its Context Advantage Advisory Service, is exploring public awareness and expectations of Canadians regarding the protests, the hoped-for outcome, and what role organizations might play in this conversation.

Our approach is to offer clients a quick, thorough, and complete picture of the issue that provides an understanding of the context in which the issue is occurring. We are offering clients access to any or all of:

- **Contact Advantage Knowledge:** Leveraging Ipsos' current understanding of the public environment, the current social and economic context that is shaping and influencing the racism issue.
- **Online Survey Findings:** A survey of 1000 Canadians and 1000 Americans fielded in June 2020 to quantify the intensity of opinions on this topic and measure expectations of governments, NGOs, individuals, and corporations.
- **Ipsos Community Conversations:** Online qualitative communities to dive deeper into the unfiltered reactions of citizens, issues of importance, and better understand the emotions and language used by Canadians when discussing the racism issue.

Clients can request a quote for access to any or all aspects of our understanding. A full report including all three components is \$35,000 (plus applicable taxes) and will be customized based on your objectives, sector, and level of connection to the issue. Summary briefings start at \$2,500 and provide an overview of the key findings and current context.

Contact us for additional deliverables, including in-person presentations, strategic advisory sessions, activation workshops, and reports for additional countries.

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

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