

IPSOS DISRUPTION BAROMETER

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

Understanding shifting consumer and citizen sentiment to anticipate change

If the pandemic has taught us anything, it is the importance of citizen/consumer sentiment (confidence) in driving the economy.

It has highlighted how inter-connected we are globally, with improvement or deterioration in sentiment in one country influencing the situation in another.

It has also shown how intertwined citizen/consumer sentiment and socio-political disruption are. And, it has shown that public sentiment can move up or down in a matter of days, immediately impacting the consumer environment.

As the unknown progression of the pandemic continues to impact consumer sentiment, there are several “known” complicating factors on the horizon including back-to-school and the upcoming November Presidential election in the U.S.

How can organizations ensure that their strategic and tactical decisions reflect a constantly changing environment?

The Ipsos Disruption Barometer (IDB) provides organizations with a validated leading indicator that examines both the socio-political climate and economic confidence, in 30 countries every month.

The IDB forecasts the potential for increases and decreases in economic confidence as well as the potential for social-political disruption such as protests and boycotts.

The barometer is a proprietary measurement approach that tracks and categorizes the drivers most likely to inform and shift citizen/consumer sentiment.

This includes perceptions of whether or not people think their own country is on the right or wrong track, their concerns about job security, their thoughts on the national and regional economy, and how confident they are in the state of their personal financial situation.

The monthly subscription cost is \$2,400 per month or \$12,000 annually (per country). The report includes demographic tracking (by sex, age, and region) as well as segmentation by business owners and senior managers.

The Ipsos Disruption Barometer is also available as part of the [Context Advantage](#) offer.

For more information about the Ipsos Disruption Barometer or our Context Advantage advisory services, please contact:

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