

The View Forward

This wave of The View Forward survey was conducted between June 1-4, 2020.

Sample

N=1,000 completes
Nationally Representative sample of
Canadians 18+ years of age
English and French Canada

Pricing

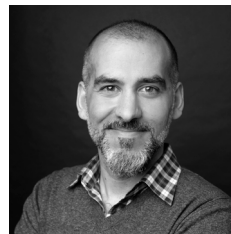
\$9,000

Predicting Behaviour and Stickiness Analysis

Behaviours are changing with respect to channel use, category buying, and consumption. This has been a time of **experimentation** with new routines, new brands, and new retailers, including online options. While some of these behaviours are **temporary** responses to the current situation, others may become more **entrenched** and might not “change back,” at least for a long while.

This hour-long client-customized presentation incorporates findings from 4 waves of Ipsos' *View Forward's* study, identifying key **shifts** in consumer **behaviour** as a result of Covid-19, our **analysis** of the implications for your business, and a **simulator** to identify which behaviours may be most “**sticky**” in the **future** based on what we know today.

For more information about
subscribing to this study,
please contact:



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