



Ipsos Reid Public Affairs



The Ipsos Analyst: Natural Resources, Environment and Public Opinion



The Ipsos Analyst presents current consumer attitudes and trends affecting the natural resources sector in the broader context of social and political change in Canada.

\$4,900 + GST

Trends in Strategic Perspective

Organizations in the natural resources sector are impacted greatly by economic, political, and social trends in Canada, but do not always have the broader social and political data to keep track of changes in these areas that could ultimately help or harm those in this sector.

Ipsos Reid is pleased to present a new syndicated report, *The Ipsos Analyst*, which has been designed specifically to provide subscribers with survey-based data on current attitudes on issues relating to the natural resources sector, along with trends in the social and political spheres that impact natural resource-related organizations.

The Ipsos Analyst is Ideal for:

Market analysts, research managers, public affairs and communications professionals wanting to stay up to date on trends impacting the natural resources and environmental sectors.

Report Content

Each issue of *The Ipsos Analyst* will include approximately 6–10 articles, based on current survey data.

At the core of each report is a number of articles that paint a broad picture of the latest issues in the natural resources sector, exploring such topics as balancing the benefits of natural resource extraction with environmental concerns, the perceived importance of corporate social responsibility in Canada, pricing and regulation of natural resources in Canada, innovation and productivity in the natural resources sector, etc.

This report also contains regular tracking features including:

Canadian Economic Climate

As an indicator of future consumer spending, this article tracks Canadians' overall evaluation of the Canadian economy, expectations of interest rate changes, and job anxiety.

Issue Watch

This feature monitors top concerns that Canadians want the country's leaders to address.

Awareness and Impression Monitor

The annual Awareness and Impression Monitor will measure Canadians' familiarity with and impressions of each subscriber organization, as well as benchmark organizations chosen to provide context.

Subscription Cost

The cost of an annual subscription is **\$4,900** plus GST.

Subscribers receive **two** Reports annually (delivered electronically).

Schedule

March
September

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