



Ipsos Reid

Ipsos Trend Report Online

About the Trend Report Online

The Trend Report Online is an independent, authoritative, and comprehensive database of information on Canada's society and economy.

The database contains more than a thousand articles, spanning almost 20 years of research into Canadian reactions to major issues and events, as well as how Canadian value systems are changing in response to social, economic, and political developments.

Fully searchable by volume or keyword, the database includes accompanying PowerPoint charts, graphs and data tables. New research is added every two months.

Why do you need the Ipsos Trend Report Online?

Canadians today are bombarded with more information and media than at any other time in history, causing their attitudes, values, and consumer behaviours to change rapidly and sometimes drastically. Any organization – whether public or private sector – that interacts with the Canadian public needs to stay up-to-date on shifts and trends in public opinion.

The Trend Report Online is an easy to use tool for conducting an environmental scan of the Canadian public affairs and consumer landscape.

Who uses the Trend Report Online?

Public Affairs and Public Relations professionals - to ensure that communications, messaging, advocacy and positioning efforts address current public opinion and concerns.

Government Relations and Public Policy professionals - for up-to-date information on Canadian public opinion, changes in political climates, and voter concerns.

C-Suite Executives - to manage corporate issues and get a big picture view of the impact of current events.

Marketing, Communications and Public Affairs Professionals - to incorporate environmental scanning into strategic plans.

Market Research Professionals - to ensure fast moving consumer trends are reflected in product innovation, as well as to uncover potential areas of interest for primary research initiatives.

What's covered?

Every two months, fresh data and detailed analysis is posted to the Trend Report Online.

Regular features include:

- **Canada Today Essays:** (six new essays annually) Senior Ipsos Reid researchers share their insights on the issues of the day.
- **Issue Watch** (six new articles annually): An examination of the most critical issues for Canadians and how they're changing.
- **Economic Confidence** (four new articles annually): Canadians' assessment of the present state of the country's economy, their predictions for the near future, for interest rates, future purchases and personal job security.
- **The Public Policy Landscape** (six new articles annually): Canadian thoughts on substantive policy issues, such as educational reform, energy policies, etc.
- **Social/Cultural Perspectives** (six new articles annually): Fresh survey results on pivotal societal and cultural issues in Canada.





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- **Focus on the Economy** (four new articles annually): An exploration of the where, why and how behind Canadian spending and investment habits.
- **Health Check** (four new articles annually): the latest coverage of Canadians' reactions to health issues.
- **Canadian Lifestyles** (four new articles annually): Explores what Canadians are doing when they're not at work.

Regular features are rounded out with a selection of topical articles including:

- Canada/U.S. in Focus
- Canada and the World
- Eco Watch
- Federal/Provincial Politics
- Focus on Small Business
- Techno File

What's included in an annual subscription?

Annual subscribers to the Trend Report Online database receive:

- Unlimited web-based access to almost 20 years of data via personal PIN for up to ten staff;
- Unlimited downloading of articles, PowerPoint charts, and graphs and data tables;
- Access to new data every two months.

Cost

The subscription fee for access to the Trend Report Online database is \$8,000 annually.

Contact information

To subscribe to the database, sign up for trial access, or find out more about the Trend Report Online database, please call:

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