

CORPORATE REPUTATION

REPUTATION TRACKING

# KeyCast

## The Key Indicator Dashboard

In an era of tumult and change, it's paramount that companies and governments have a permanent line of sight into the mindset of Canadians across key consumer, financial, economic, political, and reputation indicators.

Pollara's KeyCast is an always-on, secure, and interactive tracking dashboard that provides monthly updates on the key indicators you need to make better decisions.

Just \$12,000 for 12 months.



**pollara**  
40 years of strategic insights

One of Canada's longest-standing full-service research firms, focussed on providing strategic, actionable, and realistic advice to our clients.

Put our team's deep expertise in reputation research to work for you.

**pollara**  
40 years of strategic insights

## Corporate profile

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- **Since 1985**, one of Canada's premier public opinion and market research firms
- Teams in Toronto, Ottawa, and Vancouver, with global capabilities
- Comprehensive toolbox of quantitative and qualitative **methodologies and analytical** techniques, and constantly innovating with **new cutting-edge approaches** to design, sampling, and analysis
- **Customized, creative solutions.**
- Design-through-deliverables engagement from **team** of widely-recognized and respected **senior researcher veterans** who are passionate about developing **long-term advisory partnerships**, helping clients make better decisions
- Deep expertise, extensive experience in **public affairs, consumer, and reputation research**

## Why KeyCast?



**Our KeyCast  
subscription service  
ensures you have up-to-  
date key indicator  
tracking data at your  
fingertips, via monthly  
updates on a dedicated,  
secure online dashboard.**

**pollara**  
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- The world is in flux. **Canadian attitudes and behaviours have become more volatile in response to the uncertainty and change** that threatens and impacts our personal finances, job security, consumer spending, investments, retirement savings, economy, politics, and corporate reputations.
- **It is important to always have a finger on the pulse of Canadians.** How do they feel about the challenges we face, and what are their pain points? Do they feel secure about their finances, investments, and jobs? Are they changing their spending patterns and how? Are their views of your company and your competitors changing? Are they shifting their political support? Are they happy with what they see from companies and governments, and what are their demands?
- Our KeyCast subscription service ensures you always have up-to-date tracking data on these key indicators at your fingertips – via **monthly updates, accessible on a secure online dashboard.**
- And, in moments of crisis or need, we can **quickly supplement the standard deliverables with a full issue scan and multiple-attribute reputation assessment**, including key driver analysis.

## CORPORATE REPUTATION

Overall, what is your impression of the following companies



MAPLE COFFEE CO.



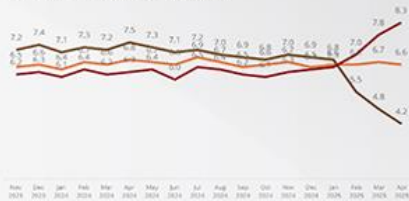
CONSTELLATION CUPS



HIPSTER BREW



## REPUTATION TRACKING



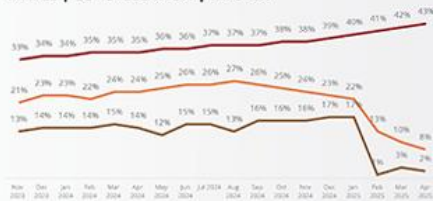
## GENDER



## AGE



## LIKELIHOOD TO BUY MAPLE | CONSTELLATION | HIPSTER



# Methodology

- **Monthly tracking**, via an **online survey**, conducted amongst a randomly-selected, reliable sample of **N=1,400 adult Canadians**

PROVINCE	APPROX. SAMPLE PER MONTH
Atlantic Canada	100
Quebec	250
Ontario	600
Manitoba	75
Saskatchewan	75
Alberta	150
British Columbia	150
<b>CANADA TOTAL</b>	<b>1,400</b>

# Core Deliverables

- Monthly tracking across **key indicators:**
  - Mood and stress index
  - Personal financial situation: Disposable income, savings, debt
  - Perceptions of cost of living / inflation
  - Perception of investments and retirement savings
  - Investment forecast: Contributions, sectors, countries
  - Job security forecast
  - Perception and expectations of the economy
  - Consumer spending forecast across range of goods, products, services across numerous sectors
  - Key priorities for provincial and federal government
  - Satisfaction with provincial and federal government
  - Provincial and federal vote intent
  - Reputation measurement for up to 3 companies or brands, whether your own and/or your competitors

# Supplementary/Optional Deliverables

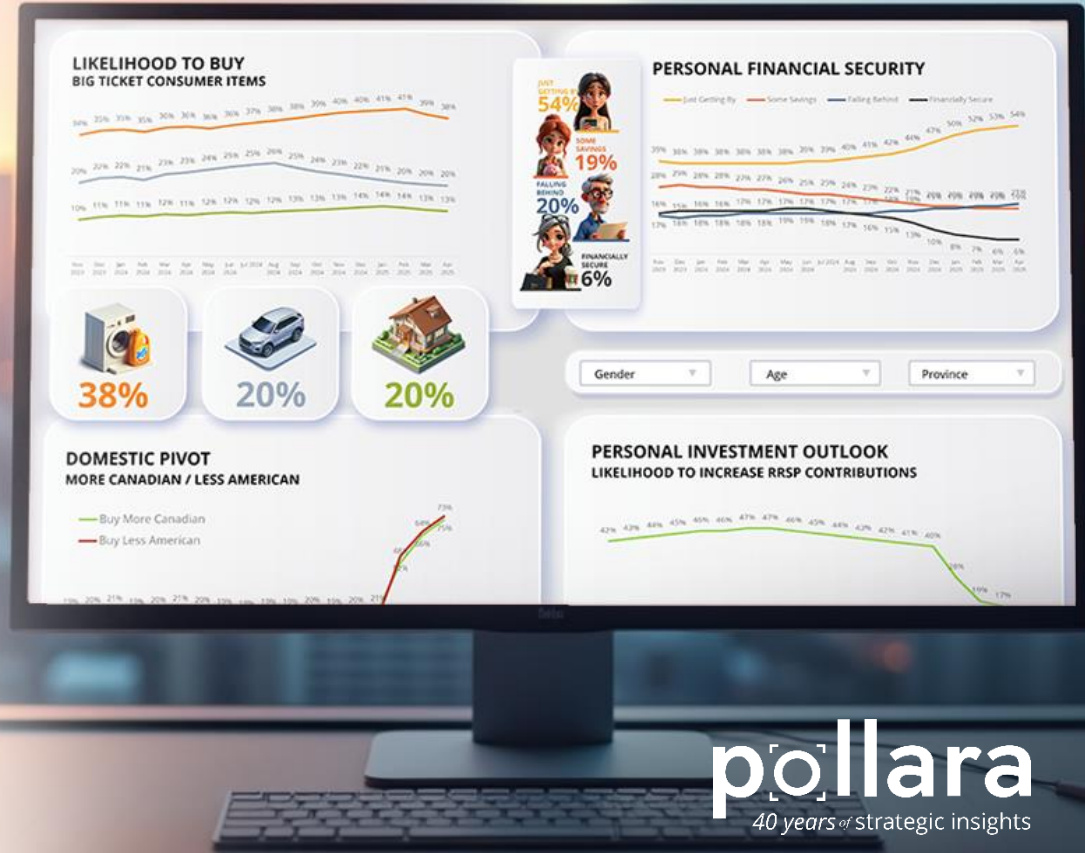
- For additional fees, subscribers can:
  - **Purchase additional questions**, confidential to you. These questions may explore relevant issues to your organization, measure reputation for additional companies/brands, measure NPS, or identify key audiences to allow you to examine KeyCast results by them.
  - **In times of crisis or need**, we can supplement your monthly tracking with a **comprehensive issues scan, message testing, or a fulsome reputation assessment (including key driver analysis)** – conducted faster than a typical custom study.

# The KeyCast Dashboard

The monthly polling updates from our tracking survey will be delivered via the KeyCast Dashboard – **an always-on, secure online dashboard**. Every subscriber receives 24/7 access to the dashboard.

The Dashboard is **interactive**, allowing subscribers to view datapoints by key demographic and provincial/regional segments.

Reputation and purchase intent results for your brand(s) – as well as any additional custom survey results – will only be accessible by you.





# Subscription pricing

## Annual subscription: \$12,000 + tax for 12 months

- 12 months of key indicator tracking + reputation tracking for up to 3 brands, with results delivered to KeyCast dashboard

## Additional questions

- **ADDITIONAL BRANDS FOR REPUTATION TRACKING:**  
\$1,250 per brand, for 12 months
- **CLOSED-ENDED QUESTIONS:**  
\$3,500 + tax per question, for 12 full months  
\$2,000 + tax per question, per month, for ad-hoc questions
- **OPEN-ENDED QUESTIONS:**  
\$2,500 + tax per question, per month

## Comprehensive reputation assessment

- If need or crisis arises, a custom survey can be conducted, including full issue scan, message-testing, and complete reputation attribute assessment and key driver analysis
- Discounted rate, for subscribers only

## CORPORATE REPUTATION

Direct sales to your implementation of the following initiatives



## REPUTATION TRACKING



## LIKELIHOOD TO BUY

MAPLE | CONSTELLATION | HIPSTER

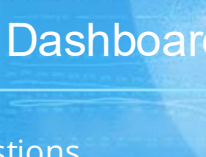


## LIKELIHOOD TO BUY

BIG TICKET CONSUMER ITEMS



## PERSONAL FINANCIAL SECURITY



## PERSONAL INVESTMENT OUTLOOK

LIKELIHOOD TO INCREASE CONTRIBUTIONS

LIKELIHOOD TO INCREASE CONTRIBUTIONS

# KeyCast

## The Key Indicator Dashboard

Contact us with any questions,  
or to subscribe:

Craig Worden

President & Chief Innovation Officer  
[craigworden@pollara.com](mailto:craigworden@pollara.com)

# 40<sup>TH</sup> ANNIVERSARY

FORTY YEARS *of*  
STRATEGIC INSIGHTS

**pollara**  
strategic insights