

# THE IPSOS NEW ZEALAND ISSUES MONITOR

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**An Ipsos Survey – February 2023**

**GAME CHANGERS**



# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

## Background information

At Ipsos, we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

**The Ipsos New Zealand Issues Monitor tracks what New Zealanders are concerned about, who is worried about what, and which political parties are seen to be best able to improve these matters. From 13<sup>th</sup> to 19<sup>th</sup> February, we conducted fieldwork for our 19<sup>th</sup> Ipsos NZ Issues Monitor report with a total of 1,002 New Zealanders aged 18 and older\*.**

This study did not have any external sponsors or partners. It was initiated and run by Ipsos because we are curious about the world we live in and how citizens around the globe think and feel about their world.

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**\*Note:** The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,002 accurate to + / - 3.5 percentage points.

Significantly **higher** / **lower** figures are reported at 95% confidence.

Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.



# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The media context: What was making New Zealand news in mid-February?

## Extraordinary images capture destruction caused by Cyclone Gabrielle in Esk Valley ▶

Stuff reporter · 09:55, Feb 17 2023



## This is climate change, here's what we can do about it ▶

Sarah Heeringa · 06:54, Feb 17 2023



## Dairy raids hit smalltown New Zealand



By [Paul Williams](#)

17 Jan, 2023 03:19 PM · 5 mins to read

## Cheese, chips and chooks: Soaring grocery bill drives 10 per cent annual food price increase



By [Liam Dann](#)

14 Feb, 2023 10:51 AM · Quick Read

Save | Share

## Property market cooled by January slow-down and Auckland weather

5:28 pm on 14 February 2023

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# KEY FINDINGS – FEBRUARY 2023

## TOP ISSUES IN NEW ZEALAND



Concern about *inflation / cost of living* continues to rise sharply, with around 2 in 3 New Zealanders identifying it as a top issue.

**Housing / cost of housing** remains a key area of concern and is the **second-equal highest issue** for New Zealanders currently.



Concern about *crime / law & order* continues to increase and it is now the **second-equal highest issue** for facing New Zealanders.

**Climate change** has significantly risen in prominence, with more New Zealanders identifying it as a key concern than ever. As a result, **climate change** has re-entered the country's top-5 issues for the first time since July 2019.



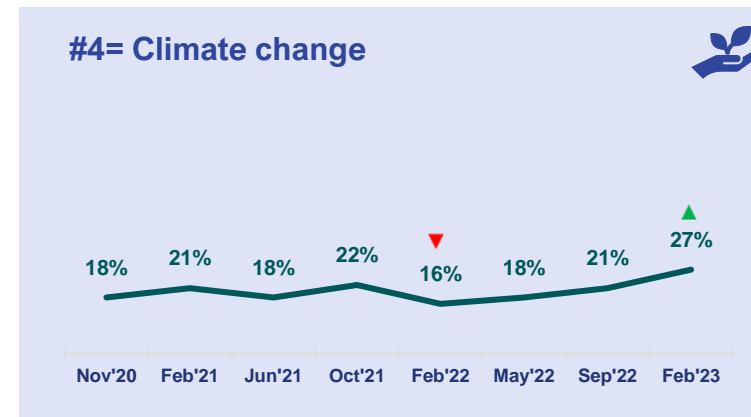
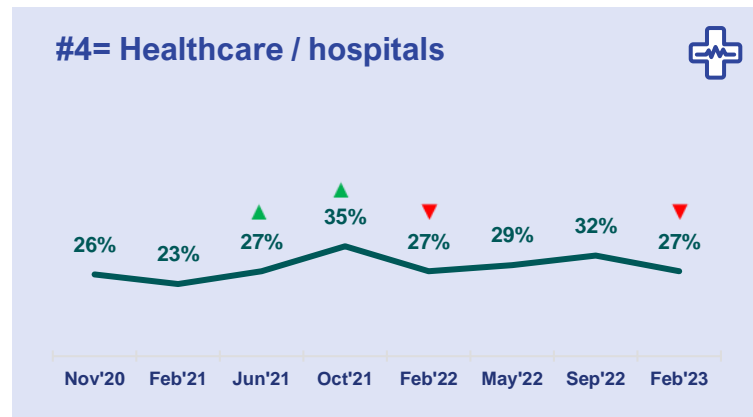
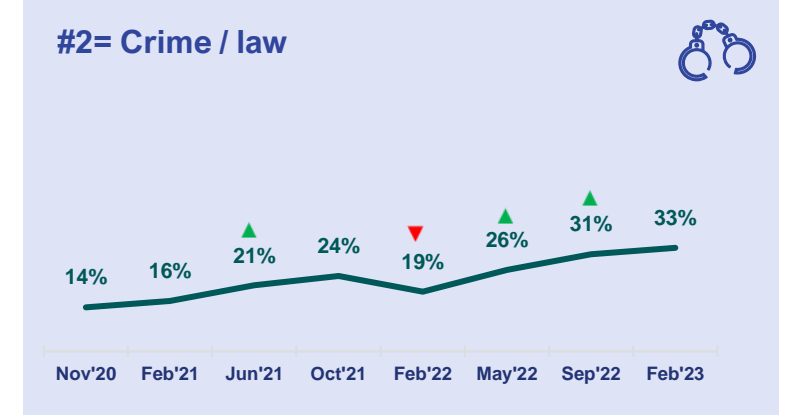
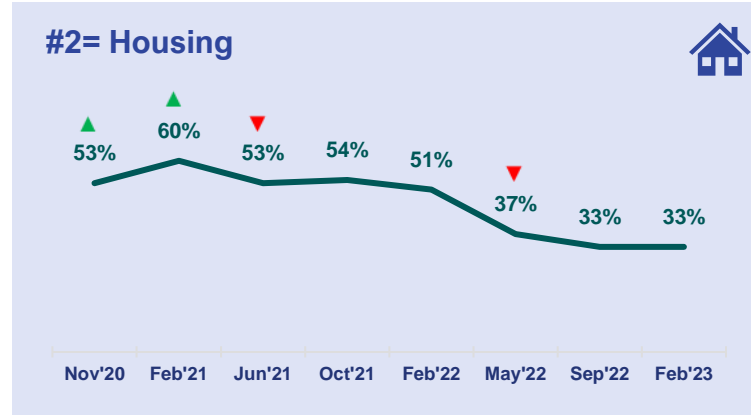
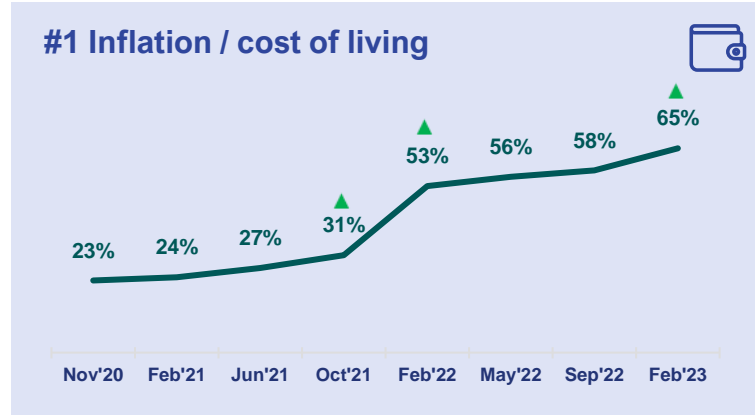
## GOVERNMENT PERFORMANCE & POLITICAL PARTIES' CAPABILITY TO MANAGE ISSUES

Following a steady decline since Labour's re-election in October 2020, New Zealanders' rating of the Government's performance is showing signs of stabilising.

New Zealanders believe the **National Party** is the party most capable of managing 2 of the top-5 issues (*inflation / cost of living* and *crime / law*), **Labour** also as capable of managing 2 of the top-5 issues (*housing / price of housing* and *healthcare*), while **Green Party** is believed as most capable of managing *climate change*.

# KEY FINDINGS – THE TOP ISSUES

*Inflation / cost of living* remains the top issue for New Zealanders by a significant margin, rising higher than ever. *Housing* as an issue has stabilised and *crime / law* has risen to second equal. Concerns for *healthcare / hospitals* has significantly decreased, while concerns for *climate change* have significantly increased to be the fourth equal top issues for New Zealanders currently.



Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

# THE TOP ISSUES

The most important issues facing  
New Zealand today

# THE MOST IMPORTANT ISSUES FACING NEW ZEALAND



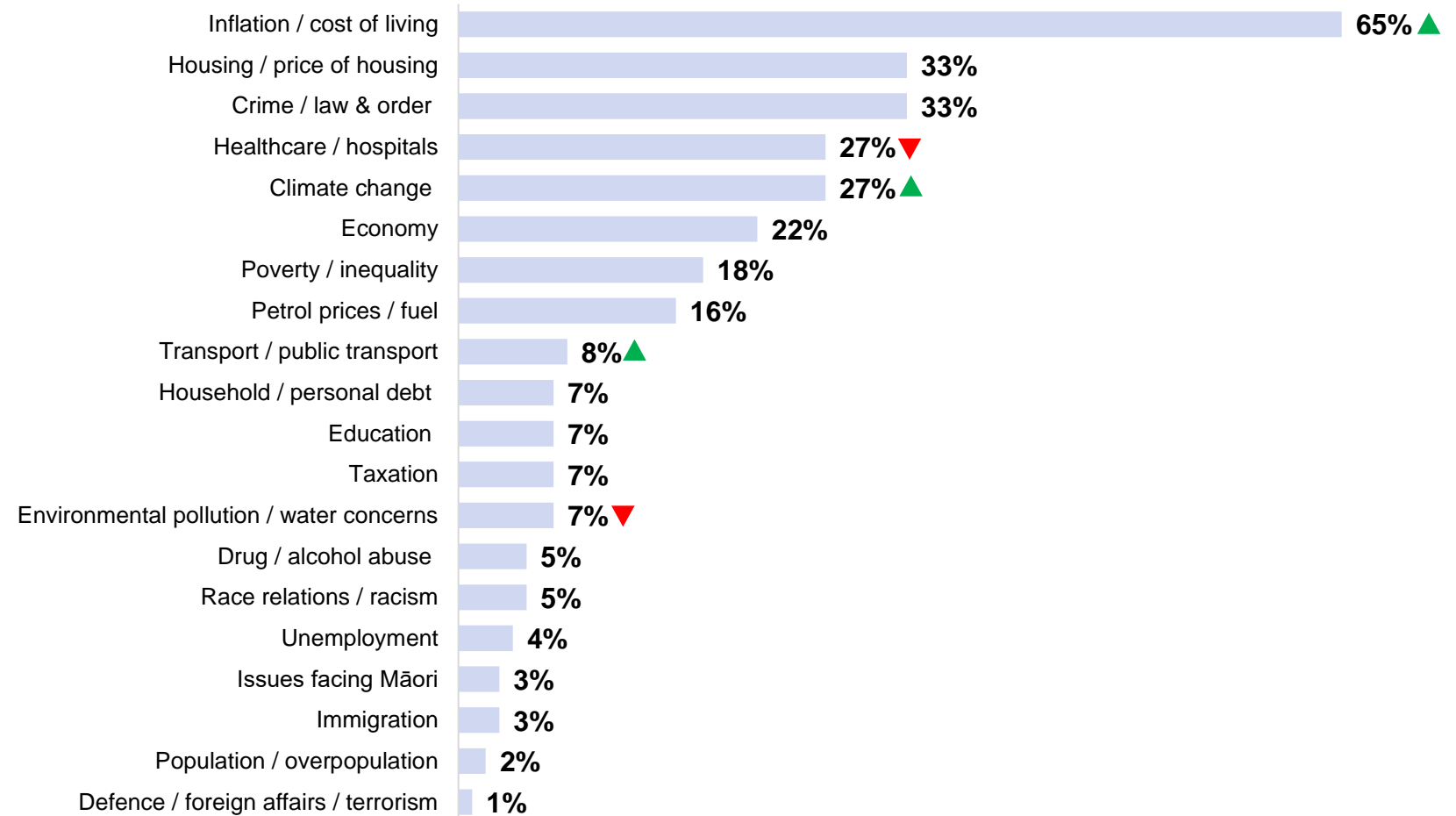
Concern for *inflation* is significantly higher than last measure, reaching heights never seen by any issue previously. Concern for *inflation* is significantly lower among the retired population (52%).

Concern for *climate change* and *transport* have also increased significantly.

People aged under 50 are more concerned about *housing* (39%) than those over 50 years of age (25%).

Concern for *crime* is lower among those aged under 50 (27%), as well as people who identify as Māori (25%) or Pacific (19%).

Concern for *healthcare / hospitals* is lower among people who work full time (22%), as well as people those of Māori (18%) or Pacific (12%) ethnicities.



Q: What would you say are the three most important issues facing New Zealand today?

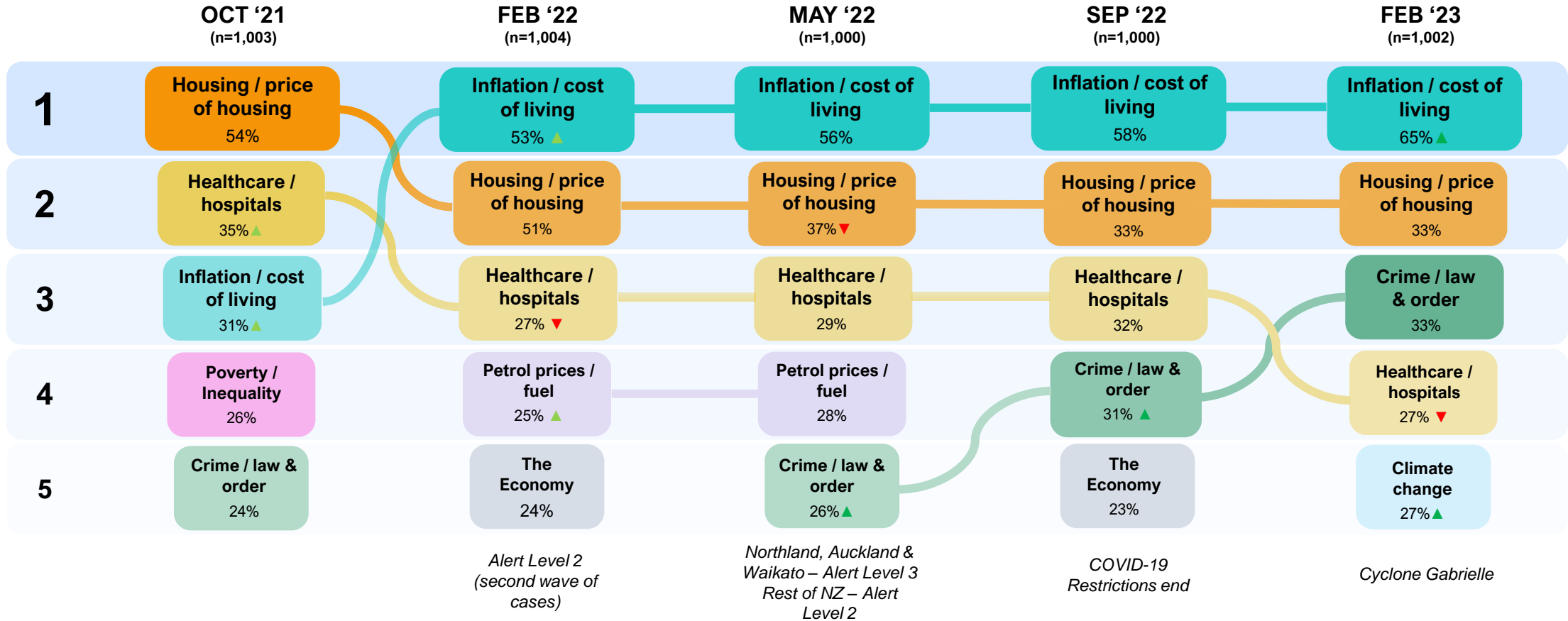
Base: Feb '23 (n=1,002)

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▲ ▼ indicates significant *increase* / *decrease* since last wave

# TOP-5 ISSUES

The top-2 issues have remained consistent in the last 12 months, and concern around *crime / law and order* continues to rise, taking the 2<sup>nd</sup> equal position. Concern for *Healthcare / hospitals* has dropped by 5 percentage point since September 2022, while *climate change* has risen significantly in prominence as it features in the top 5 issues, the first time since July 2019.



▲ / ▼ indicates significant increase / decrease compared to the previous wave

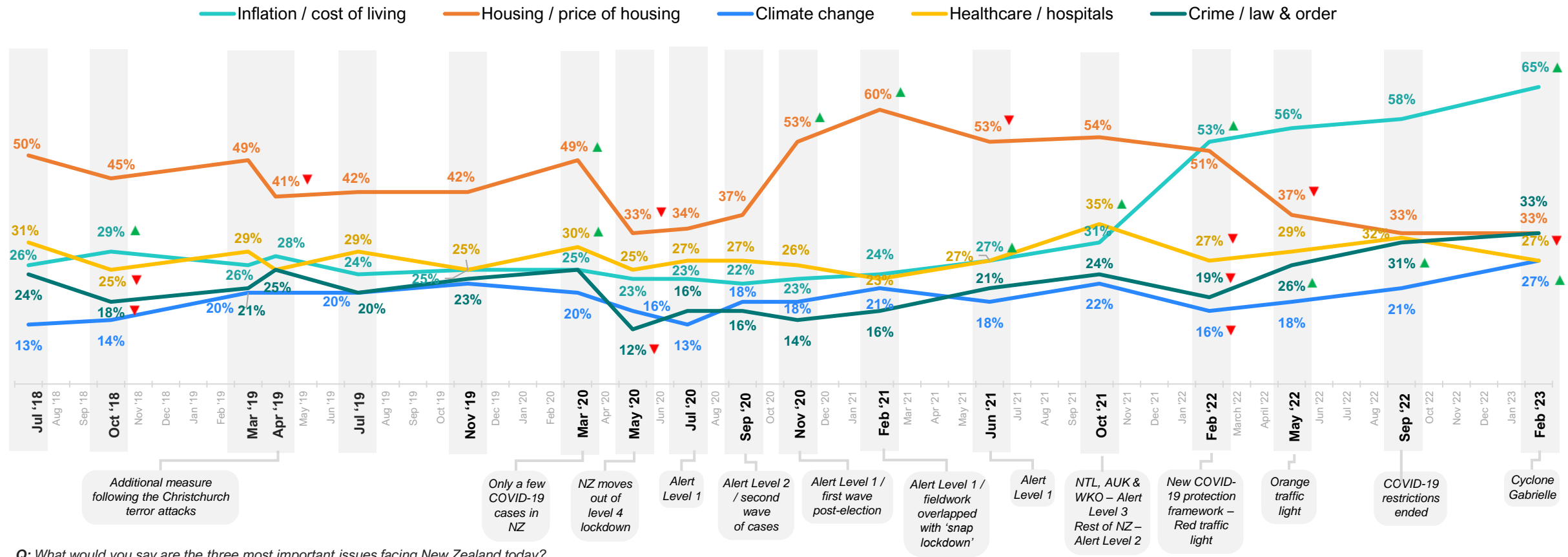
Q: What would you say are the three most important issues facing New Zealand today?  
 Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003)





# TOP-5 ISSUES OVER TIME

Concern for *inflation / cost of living* continues to climb, with roughly 2 in 3 New Zealanders considering it to be a top issue they are facing today. This is the highest level of any issue since surveying began in 2018. Concern for *housing / price of housing* remains steady, while *healthcare / hospitals* continues to decrease with a 5 percentage point fall from the previous wave in September '22. *Climate change* has risen to 4<sup>th</sup> equal place – its all-time highest level since tracking began.



Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611)

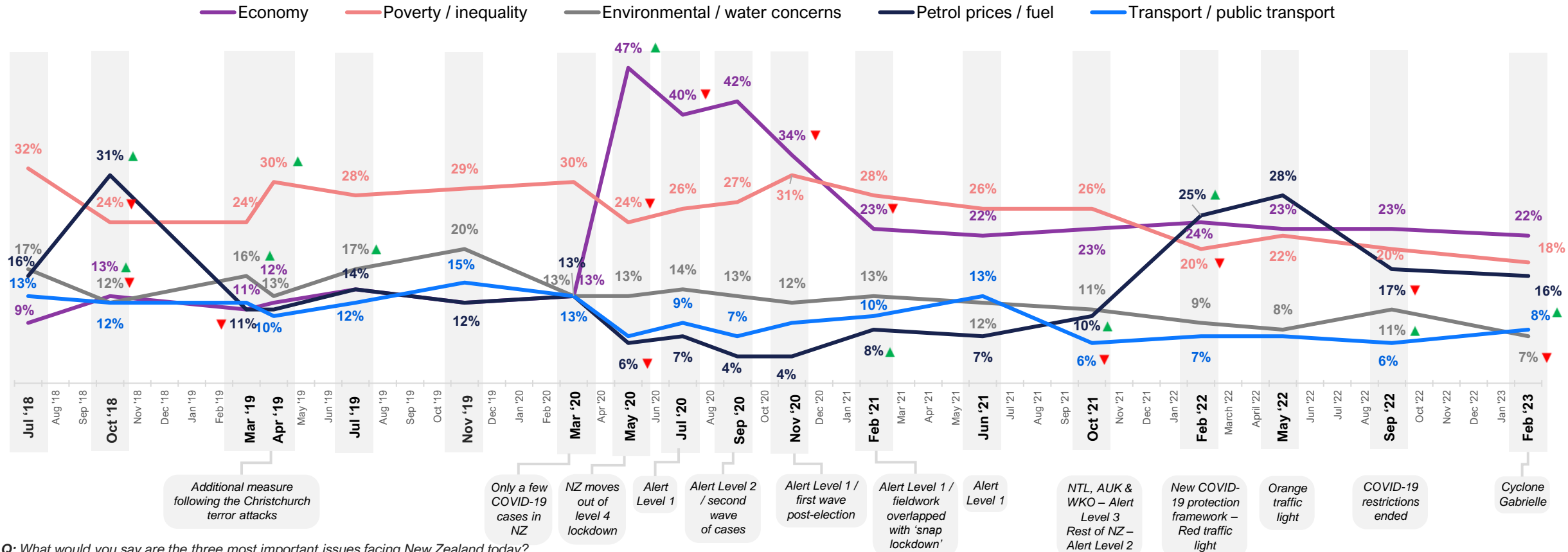
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▲ ▼ Indicates significant increase / decrease compared to the previous wave



# NOTEWORTHY ISSUES

Concern for *petrol prices / fuel* has remained steady since September '22 as the Government re-extended its tax reduction until 30 June 2023. Concern for the *economy* has stabilised and is currently at its lowest point since the start of the COVID-19 pandemic. New Zealanders are also significantly less focused on *environmental / water concerns* as the issue has dropped by 4 percentage points from the last wave.



Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611)

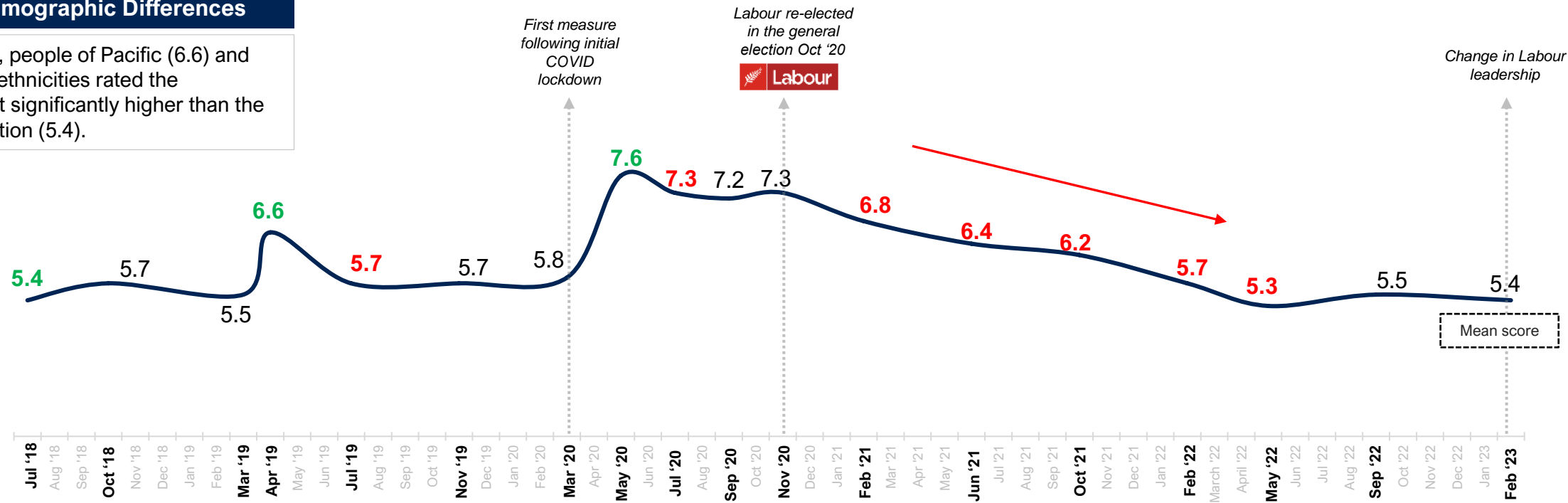
# CURRENT GOVERNMENT PERFORMANCE

# RATING OF GOVERNMENT OVER LAST 6 MONTHS

New Zealanders' rating of the Government's performance has stabilised following a steady decline since November 2020.

## Key Demographic Differences

On average, people of Pacific (6.6) and Māori (5.9) ethnicities rated the Government significantly higher than the total population (5.4).



	Jul '18	Aug '18	Sep '18	Oct '18	Nov '18	Dec '18	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	March '22	April '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23
<b>Top 4 (7–10)</b>	38%			42%					41%	60%			43%				44%			45%	75%			72%		70%			70%			63%						58%			54%			47%			41%			42%			44%			
<b>Neutral (4–6)</b>	36%			35%					32%	24%			34%				35%			34%	17%			17%		19%			18%			23%						24%			25%			27%			29%			29%			28%			
<b>Bottom 4 (0–3)</b>	22%			20%					23%	12%			19%				18%			18%	6%			8%		9%			8%			10%						15%			18%			24%			28%			27%			27%			
<b>Don't know</b>	4%			4%					4%	4%			4%				4%			4%	2%			3%		2%			4%			3%						2%			2%			1%			3%			2%						

Q: Overall, how would you rate the government for its job in the last 6 months from 0 to 10, where 0 means 'abysmal' and 10 means 'outstanding'?











Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611)











# MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

# POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

In contrast to the previous three waves, the National Party was viewed as most capable of managing 2 of the top-5 issues (down from 4). Labour replaced National as the party seen to be most capable of managing *housing / price of housing* and remains the party seen to be most capable of managing *healthcare / hospitals*. The public remains most confident in the Green Party's capability to manage *climate change*. Labour is currently perceived to be best placed to tackle 11 of the top 20 issues – a significant increase from just 6 issues in the previous wave.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2=: Housing / price of housing	
2=: Crime / law & order	
4=: Healthcare / hospitals	
4=: Climate change	
6: Economy	
7: Poverty / inequality	
8: Petrol prices/fuel	
9: Transport / public transport / infrastructure	
10=: Household / personal debt	

ISSUE	POLITICAL PARTY
10=: Education	
10=: Taxation	
10=: Environmental pollution	
14=: Drug / alcohol abuse	
14=: Race relations/racism	
16: Unemployment	
17=: Issues facing Māori	
17=: Immigration	
19: Population / overpopulation	
20: Defence / foreign affairs	

Q: Please select the political party that you believe is most capable of managing each of the following issues:

Base: Feb '23 (n=1,002)

# #1 ISSUE – INFLATION / COST OF LIVING

National is still seen by New Zealanders as most capable of managing *inflation / cost of living*, however, the gap between National and Labour has significantly decreased to just 3 percentage points.

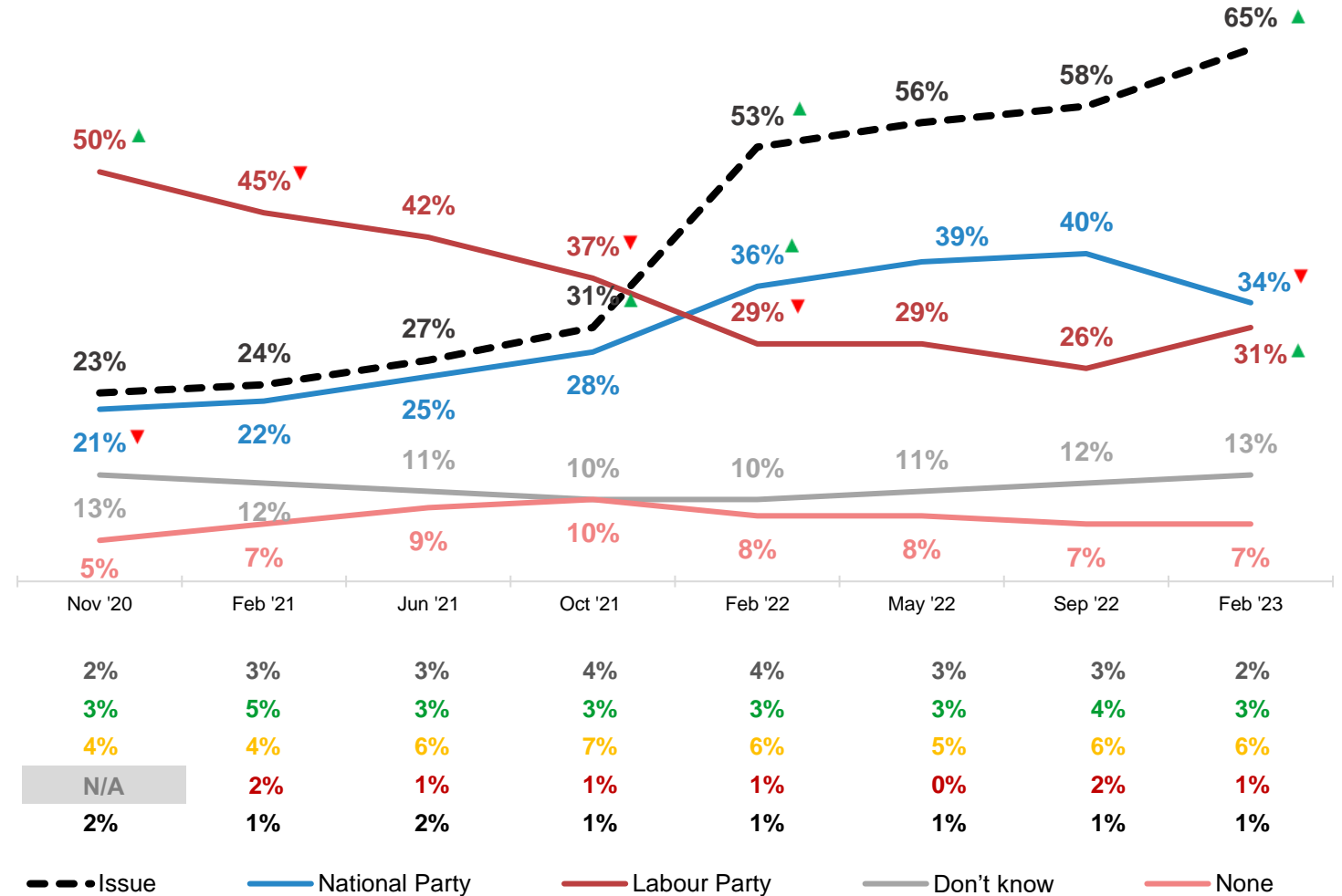


*Inflation / cost of living* remains the #1 issue for New Zealanders this wave and continues to rise in prominence, increasing by 7 percentage points since September '22.

Labour's perceived ability to handle *inflation / cost of living* has significantly increased (5 percentage points), while the proportion of those who believe National is most capable of managing this issue has significantly decreased (6 percentage points), closing the gap between the two parties to just 3 percentage points.

Compared to the total NZ population, New Zealanders aged 65+ and/or retired are significantly less likely to state *inflation / cost of living* is an issue (51% and 52% respectively).

People living in Bay of Plenty (52%) were significantly less likely to say *inflation / cost of living* is an issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *inflation / cost of living*

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*“Get real and understand it’s not just the unemployed affected by the cost of living.”*

**Canterbury, working full-time, TAHI\*: \$120k - \$140k**



*“They need to raise the wages to a living wage ... Stop petrol companies and supermarket chains making billion dollar profits. These are essential items and need to have some control to keep prices down.”*

**Canterbury, not in paid work but seeking work, TAHI\*: \$100k - \$120k**



*“Cost of living is ridiculous right now so executing some policies that will put the NZ economy back into swing; even if it means going through a recession (and unemployment again) as a result.”*

**Bay of Plenty, working full-time, TAHI\*: \$100k - \$120k**



*“Forget co governance; ditch 3 waters; get us through the cost of living crisis.”*

**Canterbury, retired, TAHI\*: \$15k - \$30k**



*“Subsidize fruit and vege in general and improve cost of living crisis.”*

**Canterbury, student also in paid employment, TAHI\*: \$80k - \$100k**



*“The rising cost of living needs to be addressed; it’s just so expensive to live.”*

**Manawatu-Whanganui, working part-time, TAHI\*: \$140k - \$160k**

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: Feb '23 (n=1,002)



# #2= ISSUE – HOUSING / PRICE OF HOUSING

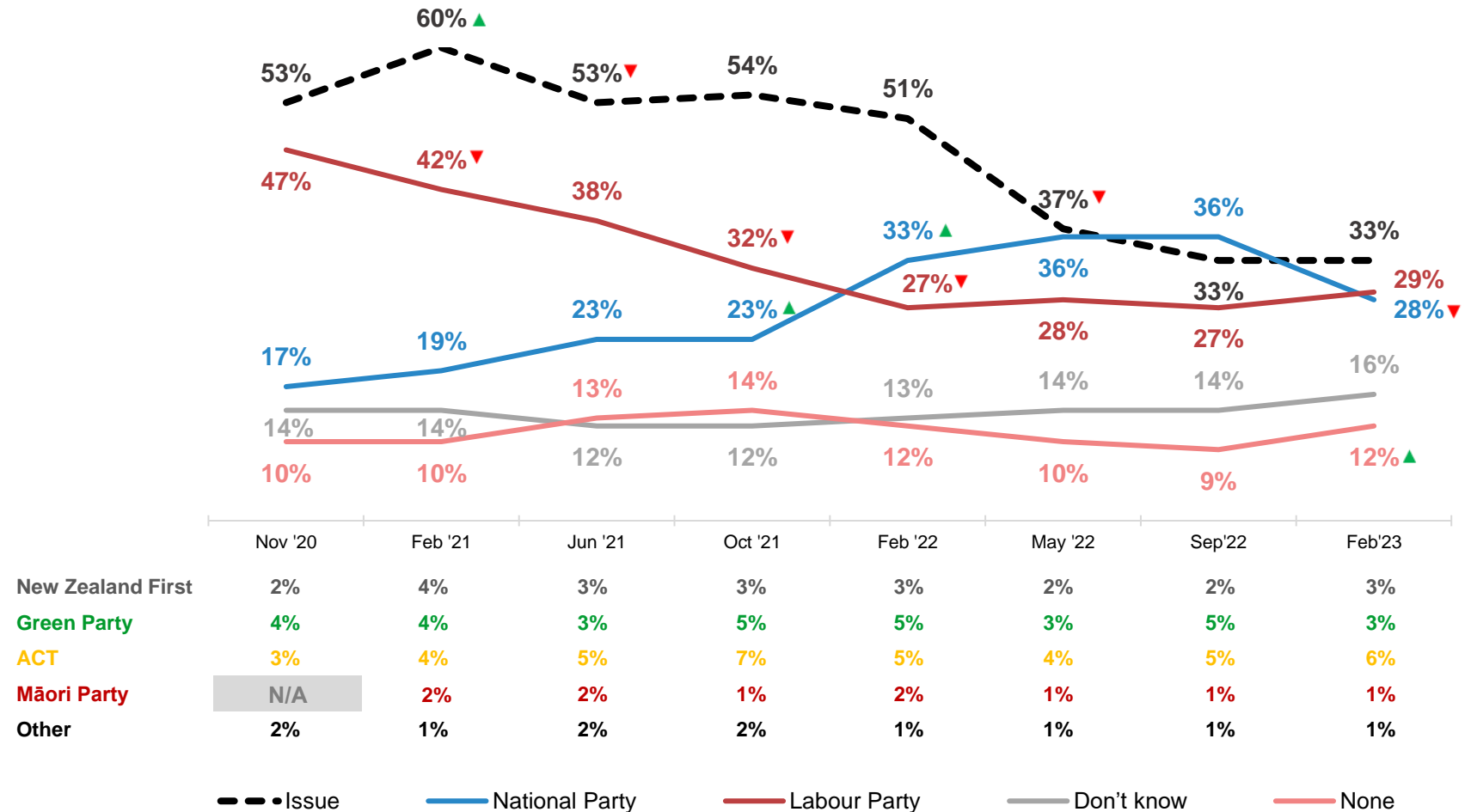
Labour has surpassed National as the party viewed to be the most capable of managing *housing / price of housing*, ahead of National by 1 percentage point.



*Housing / the price of housing* is the #2 issue of concern in New Zealand. This issue has remained relatively stable in the last three waves.

Confidence in the National Party to manage this issue has significantly reduced to 28%, while Labour has increased by 2 percentage points to 29%.

Compared to the total population, those aged under 50 (39%) were significantly more likely to mention *housing / price of housing* as an issue compared to those aged over 50 years (25%) and those who are retired (21%).



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Housing / price of housing*

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

# SUGGESTIONS TO IMPROVE HOUSING ISSUES

## Voice of New Zealanders



*“The rental situation desperately needs to be properly addressed. It needs to a fairer system for all and not just investors. In NZ it's absolutely ridiculous that there's no cap on rental prices; people are not allowed pets even in slums they pay high rent for.”*

**Waikato, self employed, TAHI\*: \$60 - \$80k**



*“Look at how rents have gone up in smaller towns but the accommodation supplement through WINZ has not increased leaving many people struggling ... We have enough trouble finding jobs and housing as it is”*

**Manawatu-Wanganui, retired, TAHI\*: \$15k - \$30k**



*“We need to take care of the people with housing ... One way is to limit the number of new NZ's into the country until we have an organised arrangement for the ones already living here.”*

**Auckland City, not in paid work and not seeking work, TAHI\*: \$15k - \$30k**



*“More Investment in housing and infrastructure. Less distraction from ideological policies.”*

**Canterbury, working full-time \$160k +**



*“Stop overseas buyers buying land for cheap and building homes that no one can afford the cost to rent or buy.”*

**Waikato, working full-time, TAHI\*: \$50 - \$60k**



*“They need to increase the amount of affordable housing; make changes to the welfare system so people can feel supported and get the assistance they need”*

**Canterbury, not in paid work and not seeking work, TAHI\*: prefer not to say**

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: Feb '23 (n=1,002)

# #2= ISSUE – CRIME / LAW & ORDER

As *crime / law & order* keeps rising in prominence, New Zealanders continue to believe that National is the party most capable to manage this issue. However, the gap is closing between National and Labour.

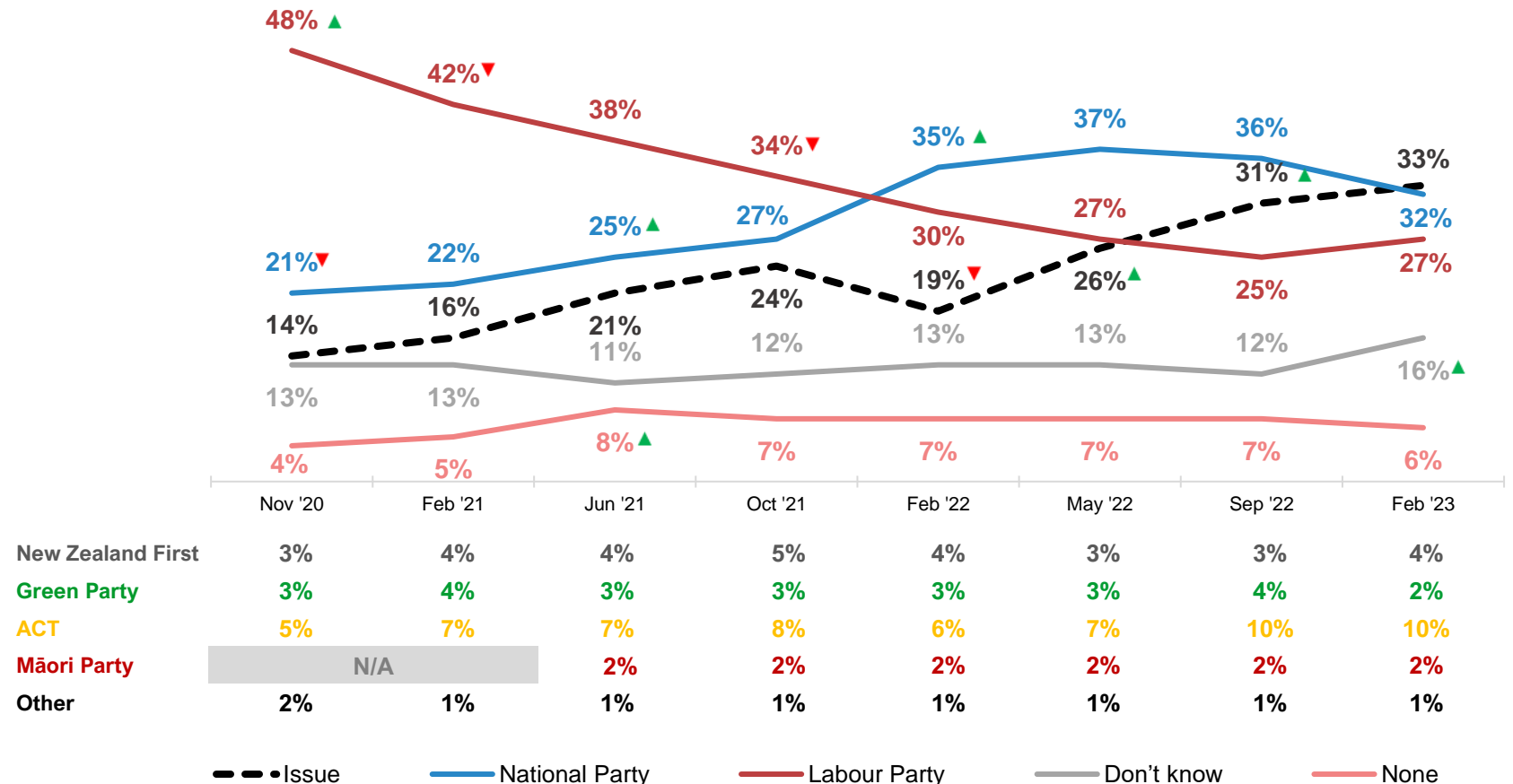


*Crime / law & order* has risen two places to become the second equal most important issue to New Zealanders in February '23, increasing from 31% in September '22 to 33% in February '23.

National remains the party that New Zealanders believe is most capable of managing this issue, although this has decreased since September '22, while confidence in Labour has increased.

Compared to the general population, those aged under 50 years (27%) are significantly less likely to mention *crime / law & order* as an issue, while those aged over 50 years (39%) are more likely to do so.

Those of Māori (25%) or Pacific (19%) ethnicities are also significantly less likely to mention *crime / law & order* as an issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Crime / law & order*

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

# SUGGESTIONS TO IMPROVE *CRIME / LAW & ORDER* ISSUES

## Voice of New Zealanders



*“Crack down on ram raids”*

**Auckland City, working full-time, TAHI\*: \$140k–\$160k**



*“Sort out the entire judicial system which is far too soft on criminals including youth offenders.”*

**Canterbury, working full-time, TAHI\*: \$120k - \$140k**



*“Harsher penalties for criminals name and shame young offenders and let the public know what sentence they receive.”*

**Taranaki, retired, TAHI\*: \$30k - \$50k**



*“They need to tackle crime in a far more pro active way than simply with a mission statement for 30% less prisoners. They should also be aiming for 30% less crime which isn’t happening due to their increasing “hands off” approach particularly with youth crime.”*

**Bay of Plenty, not in paid work and not seeking work, TAHI\*: \$15k - \$30k**



*“Criminals need to be punish harshly and need to work for a living while in jail.”*

**Auckland City, working part-time, TAHI\*: \$140 - \$160k**



*“Crime and the way crime is being committed in that it is so brazen is concerning. The justice system needs to be sped up.”*

**Manawatu-Whanganui, working part-time, TAHI\*: \$140k - \$160k**

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: Feb '23 (n=1,002)

# #4= ISSUE – HEALTHCARE / HOSPITALS

Labour remains the party that New Zealanders believe is most capable of managing *healthcare / hospitals*, with the gap significantly widening from National in this latest wave.

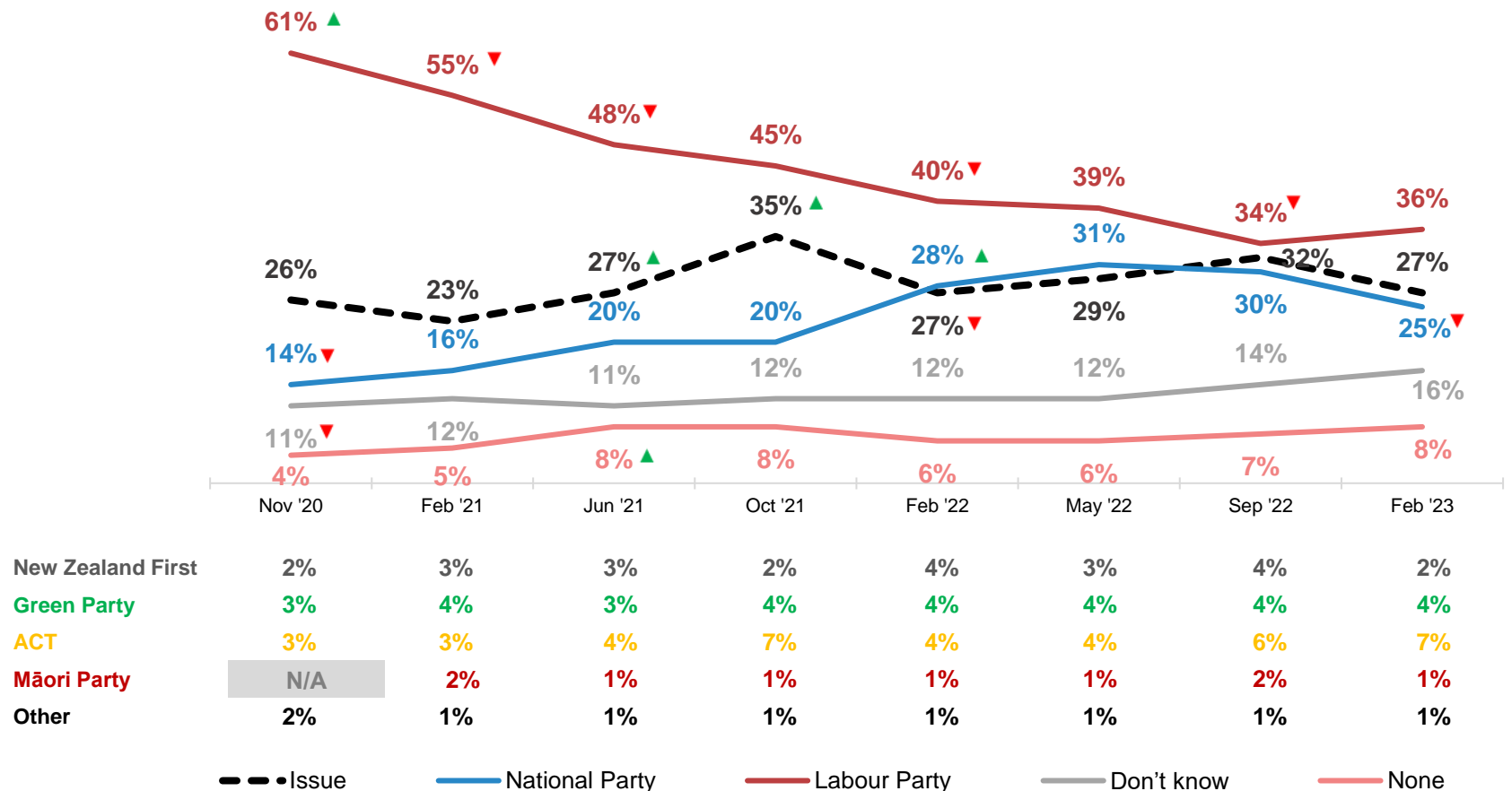


*Healthcare / hospitals* is the fourth equal most important issue facing New Zealanders currently.

Labour's perceived capability to manage this issue has increased by 2 percentage points from September '22, while National significantly decreased by 5 percentage points.

Those aged younger than 50 years (21%) are significantly less likely to mention *healthcare / hospitals* as an issue.

Aucklanders (20%) and those living in a large city (18%) are also significantly less likely to mention *healthcare / hospitals* as a top issue. Meanwhile, those living in Northland (47%) are significantly more likely to mention *healthcare / hospitals* as a top issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Healthcare / hospitals*

Base Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

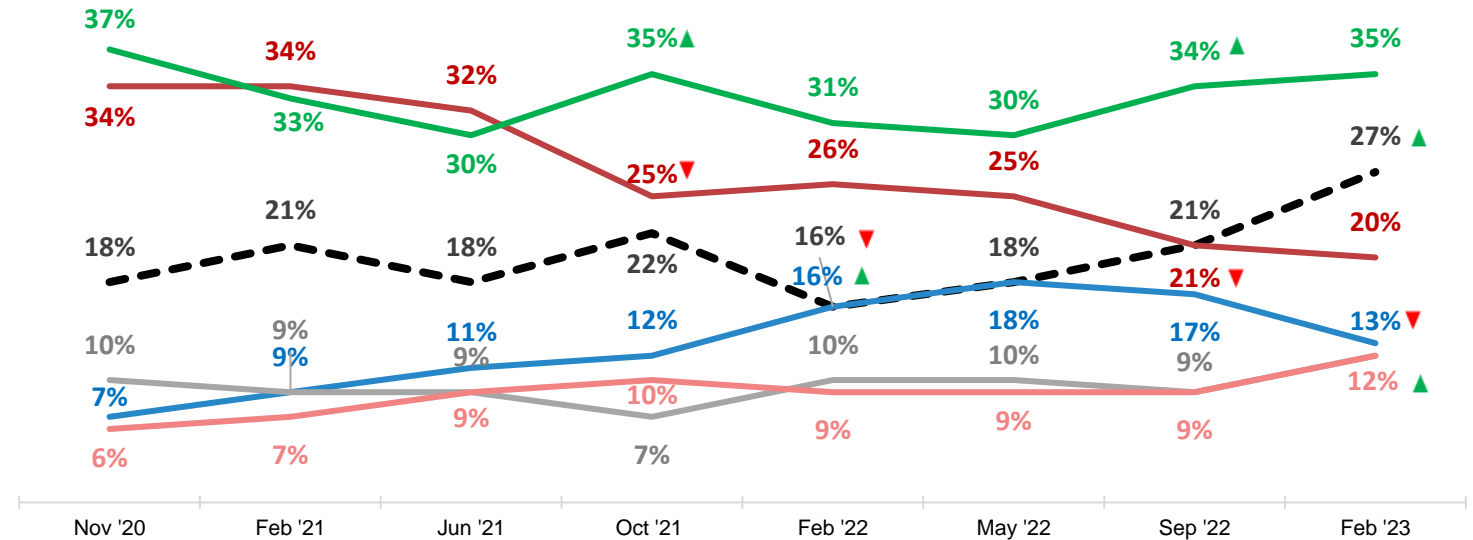
# #4= ISSUE – CLIMATE CHANGE

The Green Party continues to be the party seen as most capable of tackling *climate change*. Perceptions of National's capability to tackle *climate change* decreased significantly this wave compared to September '22, while more people think that no party is capable of managing the issue.



*Climate change* has re-entered the top 5 to become the fourth equal most important issue to New Zealanders.

In this survey wave, the Green Party is still perceived by New Zealanders as the party most capable of managing *climate change*. Labour remained stable as the party second most capable, while National significantly decreased in New Zealander's belief in their capability of managing *climate change*.



New Zealand First	2%	3%	2%	2%	3%	3%	2%	2%
Green Party	37%	33%	30%	35%	31%	30%	34%	35%
ACT	3%	3%	5%	6%	4%	4%	5%	4%
Māori Party	N/A	1%	1%	1%	1%	1%	2%	1%
Other	2%	1%	1%	1%	0%	1%	1%	1%

Issue  
  National Party  
  Labour Party  
  Green Party  
  Don't know  
  None

Q: Please select the political party that you believe is most capable of managing each of the following issues: *Climate change*

Base: Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

# COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S

# TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



**Cost of living** has also seen a significant increase in Australia. **Inflation / cost of living** is the top issue by a considerable margin in New Zealand and Australia, selected by over 50% of respondents in both countries.

**Healthcare / hospitals** and **housing** are in the top 4 in both countries. However, **healthcare** is a more prominent issue in Australia (39%) than in New Zealand (27%). **Housing** is also slightly more prominent in Australia (34%) than New Zealand (33%).

Australians are more concerned about the **economy** (28%) and **petrol prices** (19%), whereas New Zealanders are more focused on **crime / law & order** (33%), **climate change** (27%), and **poverty / inequality** (18%).

1	Inflation / cost of living	65%
2=	Housing / price of housing	33%
2=	Crime / law & order	33%
4=	Healthcare / hospitals	27%
4=	Climate Change	27%
6	Economy	22%
7	Poverty / inequality	18%
8	Petrol prices / fuel	16%
9	Transport / public transport	8%
10	Household debt / personal debt	7%

1	Cost of living	63%
2	Healthcare	39%
3	Housing	34%
4	Economy	28%
5	Petrol prices	19%
6	Environment	18%
7	Crime	17%
8	Personal debt	14%
9	Poverty	13%
10=	Drug abuse + Taxation + Unemployment	7%

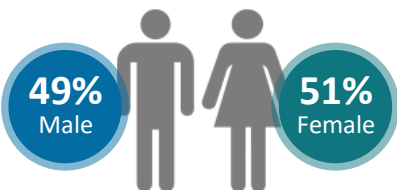
Base: Feb '23 New Zealand (n=1,002), Feb '23 Australia (n=1,000)



# SAMPLE DEMOGRAPHICS – FEB 2023

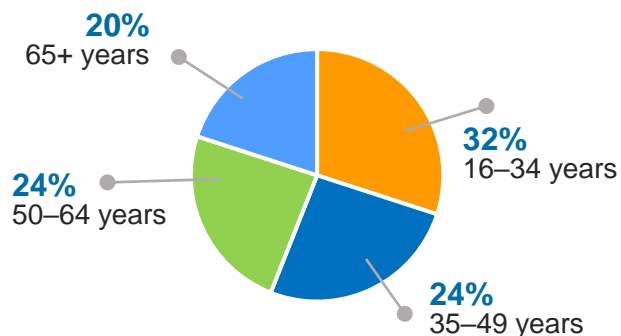


**1,002 respondents** were interviewed online in February via online panels



The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,002 accurate to +/- 3.5 percentage points

Results are weighted by age, gender and region to ensure they reflect the New Zealand population



## Employment status

- 45% Full-time
- 17% Retired
- 13% Part-time
- 7% Not in paid work & not seeking work
- 6% Not in paid work but seeking work
- 7% Self-employed
- 5% Student



## Highest education completed\*

- 29% (None + Level 1-3)
- 49% Level 4-7
- 17% Level 8-10
- 1% Don't know

## Sample sizes over time

- Feb '18 (n=610)
- Jul '18 (n=611)
- Oct '18 (n=610)
- Mar '19 (n=614)
- Apr '19 (n=615)
- Jul '19 (n=610)
- Nov '19 (n=610)
- Mar '20 (n=610)
- May '20 (n=1,000)
- Jul '20 (n=1,000)
- Sep '20 (n=1,000)
- Nov '20 (n=1,001)
- Feb '21 (n=1,000)
- Jun '21 (n=1,003)
- Oct '21 (n=1,003)
- Feb '22 (n=1,004)
- May '22 (n=1,000)
- Sep '22 (n=1,000)
- Feb '23 (n=1,002)

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# ABOUT IPSOS

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Ipsos is the third-largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**THANK  
YOU**

**GAME CHANGERS**

