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. As Ipsos and our previous brands we have operated in New Zealand since 1992.

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 3rd to 6th July 2020 we conducted fieldwork for our ninth Ipsos NZ Issues Monitor report with a total of 1,000 New Zealanders aged 18 and older*.

The first Issues Monitor wave in 2020 was conducted at the beginning of March when only a few COVID-19 cases had reached NZ. However, due to the COVID-19 pandemic a second wave was conducted relatively quickly in May and the third (current) wave has been conducted in July to understand what issues were important to New Zealanders under alert Level 1.

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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*The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points
THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The Media Context: What was making New Zealand news in early July 2020?

**Coronavirus**

Explosion in Australian COVID-19 cases casts doubt over trans-Tasman bubble dream

Newshub – 6 July 2020

**Politics/Health**

David Clark resigns as Health Minister: 'It's best for me to step aside'

RNZ – 2 July 2020

**More than 200,000 New Zealanders now on unemployment benefits**

Stuff.co.nz – 3 July 2020

**Woman who escaped managed isolation in Auckland could be charged**

TVNZ - 5 July 2020

**Waitlist for public housing hits new record as Coronavirus economic crash bites**

Stuff.co.nz – 6 July 2020

**Jacinda Ardern extends $5.2b small business loans scheme to the end of the year**

NZ Herald – 6 July 2020
KEY FINDINGS – JULY 2020

Top issues

Four weeks into Alert Level 1 has seen a softening of the key issues that are felt to be most important to New Zealanders. The economy & unemployment emerged as major concerns in May ’20, at the beginning of Alert Level 2 as New Zealand emerged from lockdown. There has been a drop in levels of concern for these issues in July ’20, but levels remain significantly higher than pre-pandemic levels.

Government performance

Perceptions of the Labour-led coalition government continue to remain positive despite a drop from May.

They remain the party perceived to be most capable of managing issues facing the country.

Keeping the borders closed

80% of New Zealanders believe in keeping the borders closed until the virus is proven to be contained.

The majority feel we should keep our borders closed to the following:

- Australia 85%
- Pacific Islands 75%
- Rest of the world 92%
THE TOP ISSUES

The most important issues facing New Zealand today
The Economy (40%) maintains its spot as the top issue facing New Zealand today.

The price of housing (34%) is the second most important issue, followed by unemployment (31%), healthcare / hospitals (27%), and poverty / inequality (26%).

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

Base: July '20 (n=1,000)

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# TOP FIVE ISSUES OVER TIME

The top 5 issues remain consistent with those observed in May. Although concern with ‘The economy’ and ‘Unemployment’ has declined since May, they remain at historic highs.

<table>
<thead>
<tr>
<th>OCT 18 (n=610)</th>
<th>APR 19 (n=615)</th>
<th>NOV 19 (n=615)</th>
<th>MARCH 20 (n=610)</th>
<th>MAY 20 (n=1,000)</th>
<th>JULY 20 (n=1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Housing / Price of Housing</td>
<td>45%</td>
<td>41%</td>
<td>42%</td>
<td>49%</td>
<td>The Economy</td>
</tr>
<tr>
<td>2. Petrol prices / Fuel</td>
<td>31%</td>
<td>Poverty / Inequality</td>
<td>30%</td>
<td>Poverty / Inequality</td>
<td>29%</td>
</tr>
<tr>
<td>3. Inflation / Cost of Living</td>
<td>29%</td>
<td>Inflation / Cost of Living</td>
<td>28%</td>
<td>Inflation / Cost of Living</td>
<td>25%</td>
</tr>
<tr>
<td>5. Poverty / Inequality</td>
<td>24%</td>
<td>Crime / Law</td>
<td>25%</td>
<td>Crime / Law</td>
<td>23%</td>
</tr>
</tbody>
</table>

Following Christchurch terror attacks  

Only a few COVID-19 cases in NZ  

NZ moves out of lockdown  

Alert Level 1

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

Base: July ‘20 (n=1,000), May ‘20 (n=1,000), Mar ‘20 (n=610), Nov ‘19 (n=610), Apr ‘19 (n=615), Oct ‘18 (n=610)

# © Ipsos | NZ Issues Monitor

† † Indicates significant increase / decrease in score compared to the previous wave
**NOTEWORTHY ISSUES**

Housing has been the biggest issue since the survey began until May this year. However, the pandemic changed people’s focus, with the economy and unemployment becoming key issues. Other issues like crime / law and order, immigration and taxation have also picked up in July.

Additional measure following the Christchurch terror attacks

Only a few COVID-19 cases in NZ

NZ moves out of lockdown

Alert Level 1

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

Base: July ’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), Feb ’18 (n=610)

8 – © Ipsos | NZ Issues Monitor

Indicates significant increase / decrease in score compared to the previous wave
CURRENT GOVERNMENT PERFORMANCE
RATING OF GOVERNMENT OVER LAST 6 MONTHS

Perceptions of the current Labour-led coalition government’s performance continue to remain high despite a significant decline of 0.3 in July.

Following a period of stable results from July ‘19 to March ‘20, the Labour-led coalition’s performance significantly increased to a mean score rating of 7.6 out of 10 in May 2020 during the COVID-19 pandemic.

Despite the score dropping to 7.3 in July, perceptions continue to remain strong.

Over half (56%) of all respondents gave the coalition government a rating of between 8–10 out of 10.

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: Jul ’20 (n=1000), 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), Feb ’18 (n=610)

Indicates significant increase / decrease in score compared to the previous wave
The political parties perceived as most capable of managing the issues
**POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES**

Similar to the previous wave, the Labour Party is seen as the political party most capable of managing 18 of the 20 issues. The Green Party continues to have an edge over Labour for climate and environment related issues.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POLITICAL PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: The Economy</td>
<td>Labour</td>
</tr>
<tr>
<td>#2: Unemployment</td>
<td>Labour</td>
</tr>
<tr>
<td>#3: Housing/Price of Housing</td>
<td>Labour</td>
</tr>
<tr>
<td>#4: Healthcare/Hospitals</td>
<td>Labour</td>
</tr>
<tr>
<td>#5: Poverty/Inequality</td>
<td>Labour</td>
</tr>
<tr>
<td>#6: Inflation/Cost of Living</td>
<td>Labour</td>
</tr>
<tr>
<td>#7: Climate Change</td>
<td>Green</td>
</tr>
<tr>
<td>#8=: Environmental Pollution/Water Concerns</td>
<td>Green</td>
</tr>
<tr>
<td>#8=: Drug / Alcohol Abuse</td>
<td>Labour</td>
</tr>
<tr>
<td>#10: Crime/Law and Order</td>
<td>Labour</td>
</tr>
<tr>
<td>#11: Household Debt/Personal Debt</td>
<td>Labour</td>
</tr>
<tr>
<td>#12: Transport/Public Transport</td>
<td>Labour</td>
</tr>
<tr>
<td>#13=: Petrol Prices/Fuel</td>
<td>Labour</td>
</tr>
<tr>
<td>#13=: Education</td>
<td>Labour</td>
</tr>
<tr>
<td>#13=: Immigration</td>
<td>Labour</td>
</tr>
<tr>
<td>#16=: Taxation</td>
<td>Labour</td>
</tr>
<tr>
<td>#16=: Race Relations/Racism</td>
<td>Labour</td>
</tr>
<tr>
<td>#18: Population/Overpopulation</td>
<td>Labour</td>
</tr>
<tr>
<td>#19: Issues Facing Maori</td>
<td>Labour</td>
</tr>
<tr>
<td>#20: Defence/Foreign Affairs</td>
<td>Labour</td>
</tr>
</tbody>
</table>

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

Base: July '20 (n=1,000)
#1 ISSUE – THE ECONOMY

The Labour party surpassed National party as being the party best placed to manage the economy in May and the gap has widened further in July.

The Labour Party is seen as the political party most capable of managing the number 1 issue of the economy.

The importance of this issue surged due to the COVID-19 pandemic and perceptions of The Labour Party’s ability to manage this #1 issue also increased significantly at that time.

Additional measure following the Christchurch terror attacks

<table>
<thead>
<tr>
<th>Issue- importance</th>
<th>The National Party</th>
<th>Labour Party</th>
<th>Don’t know</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand First</td>
<td>41%</td>
<td>31%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Green Party</td>
<td>30%</td>
<td>27%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>ACT</td>
<td>11%</td>
<td>9%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

Base: Approx. n=610 per wave, except for May ’20 & Jul ’20 (n=1,000)

Indicates significant increase / decrease in score compared to the previous wave
Suggestions to improve economic-related issues

Voice of New Zealanders

The government needs to prop up the private sector to recover the economy; and deliver on its promises and stop spending unnecessarily."

Wellington, part-time employment, TAHI*: $100k - $120k

I think the government really needs to find a balance between the people and the economy; but that is no simple task. I think starting with healthcare and unemployment would be a good start while also focusing on the environment which benefits both the people and the economy.”

Wellington, student, TAHI*: $30k - $50k

Focusing on employment within NZ as well as focusing on getting our economy up and going again.”

Northland, part-time, TAHI*: $15k–$30k

We need to assist more small business owners to ensure that they do not fail. There are so many people being made redundant and this is bad for our economy, as it will cost more in the long term in terms of people costing the government more in subsidies and support.”

Otago, part-time employment, TAHI*: $50k - $60k

Stop spending too much on giving out free money. Create more jobs and upskill those who are on unemployment benefit. Stop being a socialist economy.”

Auckland City, part-time employment, TAHI*: $80k–$100k

Get the economy moving by gradually reopening the borders and testing all arrivals.”

Bay of Plenty, self-employed, 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: July ’20 (n=1,000)

*TAHI = Total Annual Household Income
#2 ISSUE – HOUSING / PRICE OF HOUSING

The Labour Party remains significantly ahead of other parties in perceived ability to manage housing / price of housing.

Housing remains one of the top three issues despite a significant drop in May due to the COVID-19 pandemic.

The Labour Party is perceived by New Zealanders as being the party most capable of managing housing / the price of housing, currently sitting 21 percentage points higher than the National Party.

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

Base: Approx. n=610 per wave, except for May '20 & Jul '20 (n=1,000)

Indicates significant increase / decrease in score compared to the previous wave
Suggestions to improve housing issues

Voice of New Zealanders

Stop selling off land, houses and companies to foreign buyers.”
Canterbury, not in paid work but seeking work, TAHI*: $15k–$30k

Put measures in place to make housing more affordable for the average family. Change the housing market from an investor paradise to a basic need.”
Auckland City, full-time employment, TAHI*: $80k–$100k

Housing problems need to be addressed immediately with lowering rent cost and improving quality of accommodations.”
Auckland City, full-time employment, TAHI*: $120k–$140k

Make more funds available to community housing organisations.”
Auckland City, part-time employment, TAHI*: $15k–$30k

Really address housing prices. The price of your average houses are too high compared with your average wages. Affordable housing (houses within the $400,000–$600,000 range depending on area) should be built and sold to New Zealanders who are intending to actually live in the property for an extended period of time e.g. 5 years instead of 6 months. It deters people who want to buy solely for investment purposes and allows people who are in a lower socioeconomic status to have the opportunity to own their own property. As we know a high proportion of people’s wages go towards rent.”
Wellington, not in paid work but seeking work, TAHI*: N/A

More housing if possible the rentals are so high it would be cheaper to buy and pay a mortgage. But we cant afford to. Also the pay rate needs to come into line with living cost as so many are now moving home just to survive.”
Hawke’s Bay, not in paid work but seeking work, TAHI*: $50k–$60k

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

Base: July ’20 (n=1,000)

*TAHI = Total Annual Household Income
#3 ISSUE – UNEMPLOYMENT

Unemployment triggered by the pandemic saw concern for this significant increase in May. Despite a drop in July, it remains one of the top 3 issues.

Despite a 10-point drop from May, concerns surrounding unemployment continue to remain much higher compared to the pre-COVID-19 period.

Labour’s perceived capability to manage unemployment remains significantly higher than the other parties.

Q: Please select the political party that you believe is most capable of managing each of the following issues: Unemployment
Base: Approx. n=610 per wave, except for May ‘20 & Jul ‘20 (n=1,000)

Indicates significant increase / decrease in score compared to the previous wave
Suggestions to improve unemployment issues

Voice of New Zealanders

Stop allowing so many immigrants into our country, as this is one of the problems causing unemployment and keeping wages so low, as it also is causing housing shortages.”

Bay of Plenty, not in paid work or seeking work, TAHI*: N/A

Focus on poverty and financial hardship, increase minimum wage and unemployment / sickness benefits.”

Auckland City, full-time employment, TAHI*: $120k - $140k

Continue to support businesses to help reduce unemployment & support the economy.”

Auckland City, full-time, TAHI*: N/A

Make right actions to problems about unemployment of people who lost their jobs.”

Waikato, full-time employment, TAHI*: $30k - $50k

Stop being greedy, stop limiting rights, stop bullying and intimidating, fair taxes for low-med income, support low-med size business, support local, actually care for the environment and not use it as an excuse for pushing bad policies, make sure education, day care and after school activities are accessible and affordable to everyone - this will reduce unemployment and substance abuse in the long run.”

Auckland City, not in paid work but seeking work, TAHI*: $50k–$60k

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

Base: July '20 (n=1,000)

*TAHI = Total Annual Household Income
#4 ISSUE – HEALTHCARE / HOSPITALS

Despite a slight drop since May, the Labour Party is still seen as the party most capable of managing healthcare issues.

Healthcare / hospitals has been a consistently highly rated top-4 issue since February 2018.

Nearly half (49%) of New Zealanders aged over 65 years expressed concerns regarding the issue of healthcare / hospitals in July 2020.

Additional measure following the Christchurch terror attacks

Q: Please select the political party that you believe is most capable of managing each of the following issues: Healthcare / Hospitals
Base: Approx. n=610 per wave, except for May ’20 & Jul ’20 (n=1,000)

Indicates significant increase / decrease in score compared to the previous wave
Suggestions to improve **healthcare issues**

**Voice of New Zealanders**

- More funding into education, mental health services and housing.”
  - Canterbury, not in paid work but seeking work, TAHI*: N/A

- Give a bit more to the health system.”
  - Gisborne, retired, TAHI*: $15k-$30k

- We need to address the economy, the burnt out workforce in health care and provide support to them to enable them to focus on their day to day work and do it well.
  - Wellington, not in paid work or seeking work, TAHI*: $60k-$80k

- Improving support for mental health and addiction. Improvements that will reduce road trauma. Reduce smoking rates. Reduce hazardous drinking. Improve access to primary health-care. Ensure everyone has warm, safe & dry home. Value who we are as a country. Create an international reputation we can be proud of. Enable a step change for Maori and Pacific economies.
  - Auckland City, self-employed, TAHI*: Up to $15k

- They need to listen more to those who have falling through the cracks and put more into the health and wellbeing of NZ.”
  - Wellington, not in paid work or seeking work, TAHI*: $15k–$30k

- Better funding for schools and health.”
  - Taranaki, full-time employment, TAHI*: $60k–$80k

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

**Base:** July ’20 (n=1,000)

*TAHI = Total Annual Household Income*
COMPARING NZ’S ISSUES TO AUSTRALIA’S
The economy and unemployment dominate the top issues in Australia, just as they do in New Zealand.

Housing, a major issue in New Zealand (#2) isn’t much of a concern in Australia (#7) comparatively.

Australia and New Zealand have similar level of concerns around healthcare and inflation / cost of living.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>NZ</th>
<th>AU</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Economy</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td>2</td>
<td>Housing / Price of Housing</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td>3</td>
<td>Unemployment</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Healthcare / Hospitals</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>5</td>
<td>Poverty / Inequality</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Inflation / Cost of Living</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>7</td>
<td>Crime / Law and Order</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>8</td>
<td>Environmental Pollution / Water Concerns</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Drug / Alcohol Abuse</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Base: July 2020 – New Zealand (n=1,000), Australia (n=1,000)
VOTING IN AN ELECTION
VOTING IN AN ELECTION

Comfort levels with voting in an election have increased during the pandemic as alert levels drop. Currently, four out of five New Zealanders feel comfortable with voting in an election.

Q: How comfortable would you be voting in an election?

Base: Total (n=9,057), data collected on a weekly basis n=1000 per week, the dates mentioned above indicate the first and last date of FW within that level.

Historical data for this question has been taken from the COVID-19 tracker study run by Ipsos.

↑ Indicates significant increase / decrease in score compared to the previous level

<table>
<thead>
<tr>
<th>Level</th>
<th>n</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5,057</td>
<td>March 28th – April 27th</td>
</tr>
<tr>
<td>3</td>
<td>2,000</td>
<td>May 1st – 11th</td>
</tr>
<tr>
<td>2</td>
<td>1,000</td>
<td>May 15th – 18th</td>
</tr>
<tr>
<td>1</td>
<td>1,000</td>
<td>July 3rd – 6th</td>
</tr>
</tbody>
</table>

60% 73%↑ 75%     83%↑
KEEPING THE BORDER CLOSED
KEEPING THE BORDER CLOSED

Support for keeping the borders closed peaked in Level 4. Despite a gradual decline since then, four out of five New Zealanders still believe we should keep the borders closed.

Pre-lockdown  
March 12th – March 24th

Level 4  
March 28th – April 27th

Level 3  
May 1st – May 11th

Level 1  
July 3rd – July 6th

Q: Do you agree or disagree with the following: We should close the borders of my country / keep the borders closed, and not allow anyone in or out until the virus is proven to be contained.

Base: Total (n=9,057), data collected on a weekly basis n=1000 per week, the dates mentioned above indicate the first and last date of FW within that level.

Historical data for this question has been taken from the COVID-19 tracker study run by Ipsos.

† † Indicates significant increase / decrease in score compared to the previous level
KEEPING THE BORDER CLOSED

There is more support to open borders to the Pacific Islands than Australia, but at least three quarters believe total quarantine of New Zealand is the correct thing to do given the risk.

- Australia: 15% (They are overreacting, a total quarantine is excessive and will not solve the outbreak) / 85% (A total quarantine is correct given the risk)
- Pacific Islands: 25% (They are overreacting, a total quarantine is excessive and will not solve the outbreak) / 75% (A total quarantine is correct given the risk)
- Rest of the World: 8% (They are overreacting, a total quarantine is excessive and will not solve the outbreak) / 92% (A total quarantine is correct given the risk)

Q: Do you think that keeping our borders closed to the following countries or regions the government is overreacting or correct given the risk?

Base: July ’20 (n=1,000)
MEASURES INSPIRING CONFIDENCE TO OPEN BORDERS

Full elimination and mandatory quarantine managed by the government are the most preferred measures. 16% maintain that we should keep the borders closed.

Q: Which would be the one thing that would give you enough confidence that it is safe to open our borders to other countries?

Base: July '20 (n=1,000)

Full elimination in the country they have come from: 24%
Two weeks mandatory quarantine on arrival in NZ (managed by NZ Government): 21%
No community transmission in the country they have come from: 11%
A negative COVID-19 test before they arrive: 8%
A negative COVID-19 test before they leave: 8%
Two weeks mandatory quarantine on arrival in NZ (managed by private provider): 5%
Self managed isolation on arrival in NZ: 2%
Don’t know: 6%
None of these, we should keep the borders closed: 16%

These measures have a limited appeal in terms of inspiring confidence amongst New Zealanders.
SAMPLE DEMOGRAPHICS – JULY ‘20

1,000 respondents were interviewed online in May 2020 using the Dynata online panel.

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

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.

**Employment status**

- 46% Full-time
- 14% Part-time
- 11% Retired
- 10% Not in paid work but seeking work
- 8% Not in paid work & not seeking work
- 6% Self-employed
- 5% Student

**Highest education completed***

- 37% Level 1-4
- 40% Level 5-7
- 16% Level 8-10
- 7% Don’t know

**Type of area live in**

- 44% In the suburbs of a large city
- 17% In a rural area
- 14% In a large city
- 13% In, or right outside, a medium sized city
- 11% In, or right outside, a small city
- 1% None of these

**SAMPLE SIZES OVER TIME:** July ‘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), Feb ‘18 (n=610)

*Level 1-4 (NCEA level 1-3; NZ school certificate; national certificate)
Level 5-7 (graduate certificates and diplomas; bachelor’s degree)
Level 8-10 (postgraduate certificates/degree; Master’s degree; Doctoral degree)
ABOUT IPSOS

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“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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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GAME CHANGERS

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