



Press Release

Ipsos Donates \$8 million in survey data to the Munk School of Global Affairs at the University of Toronto

Donation represents nearly seven years of data by Ipsos Global @dvisor survey data

Toronto, ON, October 2, 2017 — Ipsos is pleased to announce an unprecedented gift-in-kind of global public opinion survey data to the Munk School of Global Affairs at the University of Toronto.

Independently valued at \$8.2 million, the data represents almost seven years' worth of data from the Ipsos Global @dvisor survey, which interviews 18,000 people around the world every month on the most important issues of the day. The topics range from immigration to religion to political leadership, and the survey data will help researchers and analysts understand the interplay of public opinion and political action, both at the domestic and international level.

The gift was acknowledged at an event on Wednesday, September 27, 2017 at the Munk School of Global Affairs by Didier Truchot, Ipsos Chairman and CEO, and U of T President Meric Gertler.

Mr. Truchot remarked, "Ipsos is committed to providing our clients with a total understanding of society, markets and people in an increasingly volatile world so they can evaluate and act. By sharing our data, we're continuing a tradition of supporting scholar understanding and student education for the next wave of global research experts."

"The University of Toronto is extremely grateful to receive this data," says President Gertler. "The Munk School is one of the world's truly great schools of global affairs, and its many renowned scholars are ideally positioned to make the most of this generous gift. Speaking as a social scientist myself, I can attest to the value of such data in enabling us to make sense of the world today, and to situate Canada's place in it. In our increasingly interconnected world, international survey data of this kind play an essential role in enabling us to undertake leading-edge global research."

About the Munk School of Global Affairs at the University of Toronto

The Munk School of Global Affairs unites people who are passionate to address the problems of a fast-changing world. Its aspiration is to create a unique, world-leading research, teaching and public engagement site that builds the new field of global affairs from Canada. It is the home of world-renowned researchers and more than 40 academic centres, labs and programs.

Founded in 1827, the University of Toronto has evolved into Canada's leading institution of learning, discovery and knowledge creation. It is one of the world's top research-intensive universities, driven to invent and innovate.

Recognized as Canada's top university, U of T has international students from 168 countries and regions, and over 562,000 alumni around the world.

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About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of Canadian American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, Ipsos Public Affairs is the polling partner for Global News. Internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

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.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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