



Press Release

Ipsos Moves to Protect Copyright of its Canadian Political Polls

Toronto, Ontario, May 7, 2018 — Today, Ipsos announced it is moving to protect the copyright ownership of its publicly-released political polls in Canada. Over the last few elections, Ipsos has noticed an unfortunate and disturbing trend. Some media outlets and others have been producing, reporting and selling various constituency or election outcome models based on poll aggregations, including Ipsos polls. Ipsos polls were not designed for this purpose, and we do not support the use of Ipsos polls in this way.

Since Ipsos fully endorses and follows the Market Research Intelligence Association (MRIA) disclosure standards, and does not want to restrict public and media access to our polling data, we have been compelled to make this change to protect the integrity of our work.

Darrell Bricker, Global CEO of Ipsos Public Affairs: “In an era in which political polls have struggled to maintain public credibility, using them to create predictions they were never meant to support is adding to the problem. We don’t support our polls being used in this way. That’s why we are compelled to make this change.”

As of May 8th, 2018, all Ipsos political polls released in Canada will include the following notice.

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This polling release and the data contained in it are the sole and exclusive property of Ipsos. They are NOT designed to support any election outcome or prediction model and no license to use the polling release or the data is either granted or implied by their publication. Ipsos does not endorse, and has no responsibility for the accuracy or result of any predictive model that incorporates this polling data. Furthermore, any use of this information to produce polling aggregations or election models without Ipsos’ written permission will be considered a violation of our intellectual property, and Ipsos reserves the right to take appropriate legal action.

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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 third 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.

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.

Ipsos is listed on Eurolist – NYSE-Euronext.
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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