



Press Release

Health Series

Ipsos Poll on Behalf of Global News

Toronto, ON, September 28, 2018 — Ipsos and Global News have explored Canadians' attitudes towards healthcare, including an assessment of their own health (physical and mental), the impact of work and life on their health, and their degree of comfort talking about health-related issues with their employer. Canadians attitudes towards diets and weight-loss was also explored. The data was used in a week-long series by Global News, exploring the state of Canadians' health.

About the Study

These are findings of an Ipsos poll conducted on behalf of Global News. For this survey, a sample of 1,001 Canadians from the Ipsos I-Say panel was interviewed from August 20 to 23, 2018. Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information. The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within ± 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled. Credibility intervals are wider among subsets of the population.

For more information on this news release, please contact:

Sean Simpson
Vice President, Canada, Public Affairs
Ipsos
+1 416 324-2002
sean.simpson@ipsos.com

Jennifer McLeod Macey
Vice President, Canada, Public Affairs
Ipsos
+1 416 324-2002
jennifer.macey@ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON, M4W 1B9
Tel: +1 416 324-2900

Contact: **Sean Simpson**
Vice President, Canada, Public Affairs, Ipsos
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002



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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 fourth in the global research industry.

With offices in 89 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 €1,780.5 million in 2017.

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 Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON, M4W 1B9
Tel: +1 416 324-2900

Contact: **Sean Simpson**
Vice President, Canada, Public Affairs, Ipsos
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002