

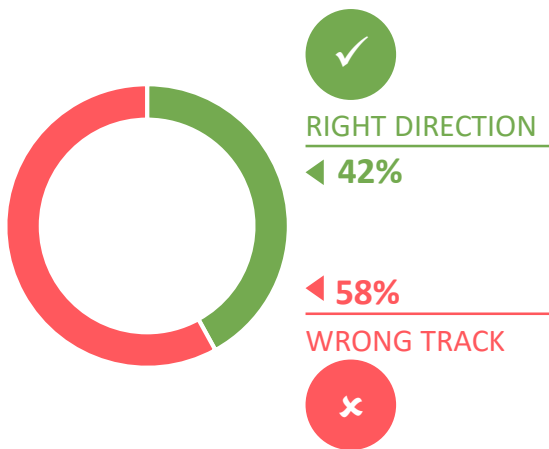


# WORLD SUMMARY: JUNE 2020

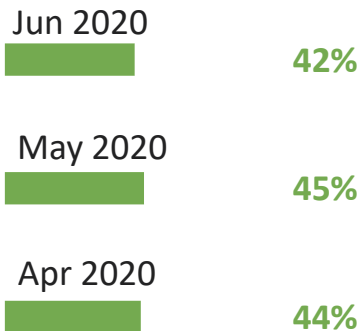
The majority (58%) of people around the world think things in their country are on the wrong track.  
 Coronavirus (COVID-19) currently occupies the top spot for global concern with 47% saying this.

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

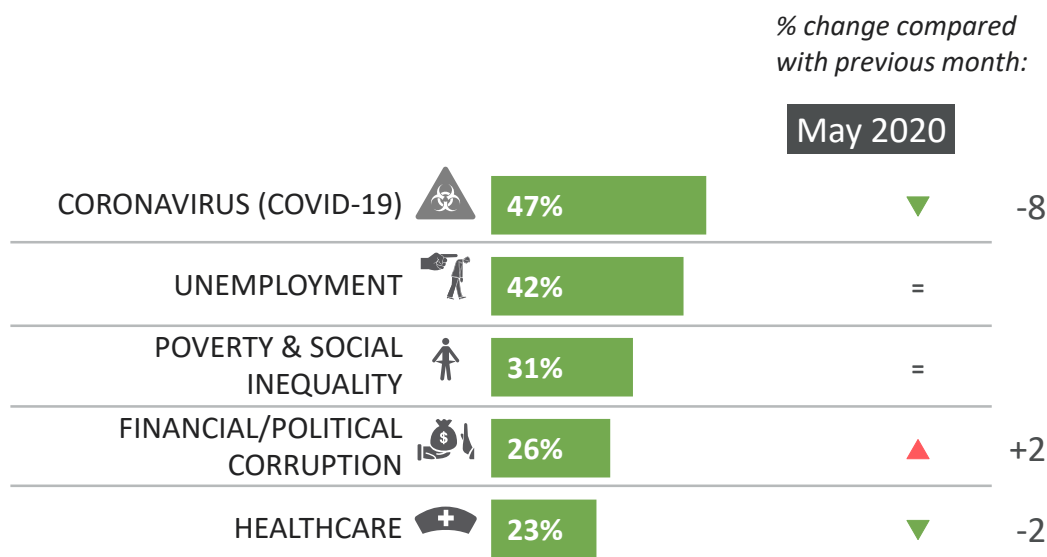
**RIGHT DIRECTION/  
 WRONG TRACK**  
 June 2020



**RIGHT DIRECTION**



Which three of the following topics do you find the most worrying in your country?\*



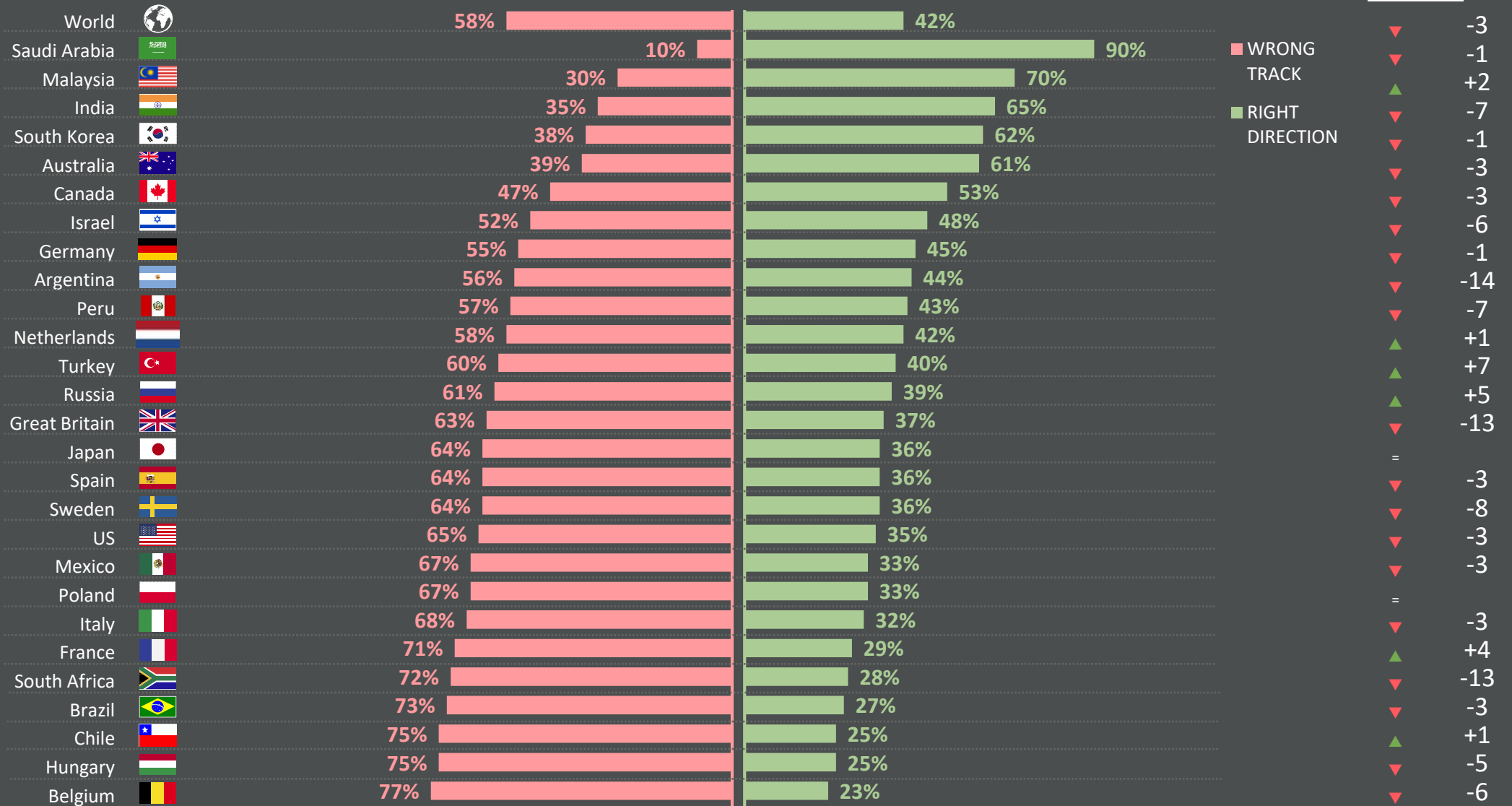
Base: Representative sample of British adults aged 16-74. c.18,000 per month  
 Source: Global Advisor

# COUNTRY COMPARISON

## RIGHT DIRECTION/WRONG TRACK

% change compared with previous month:

May 2020



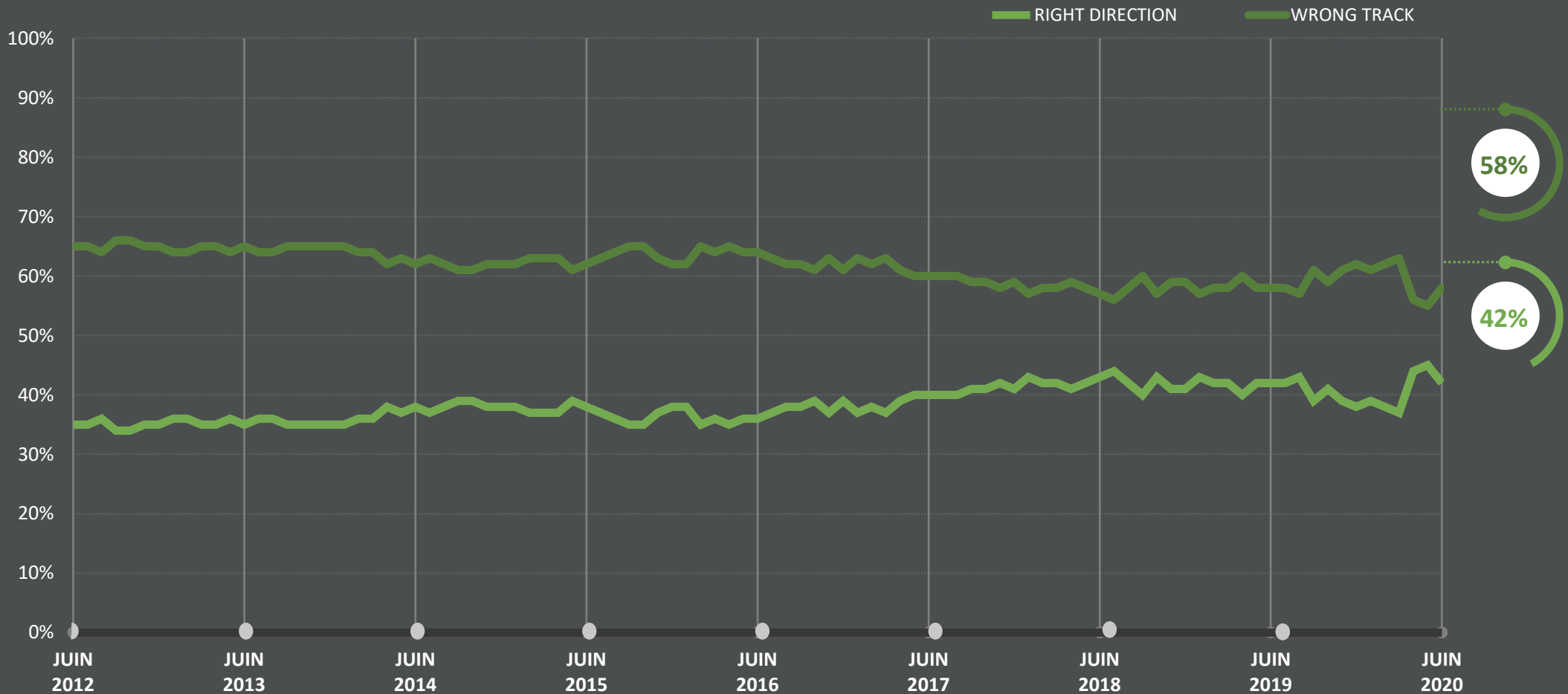
Base: Representative sample of c.18,000 adults aged 16-74 in 27 participating countries, May 22nd 2020 - June 5th 2019.

Source: Global Advisor

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# WORLD: RIGHT DIRECTION/ WRONG TRACK

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Base: Representative sample of British adults aged 16-74. c.18,000 per month

Source: Global Advisor

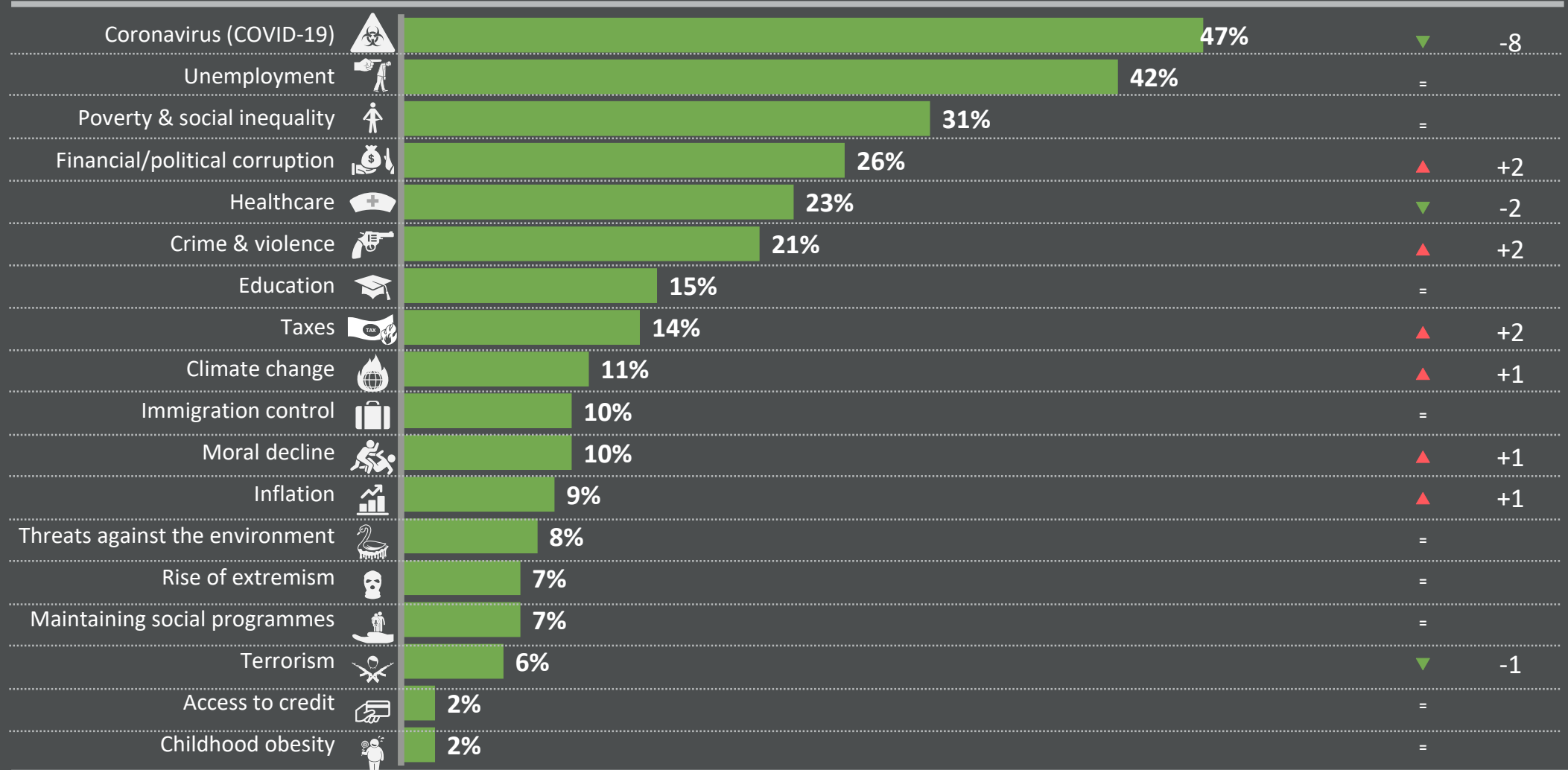
# WORLD WORRIES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

Mentioned in June 2020 (%)

May 2020



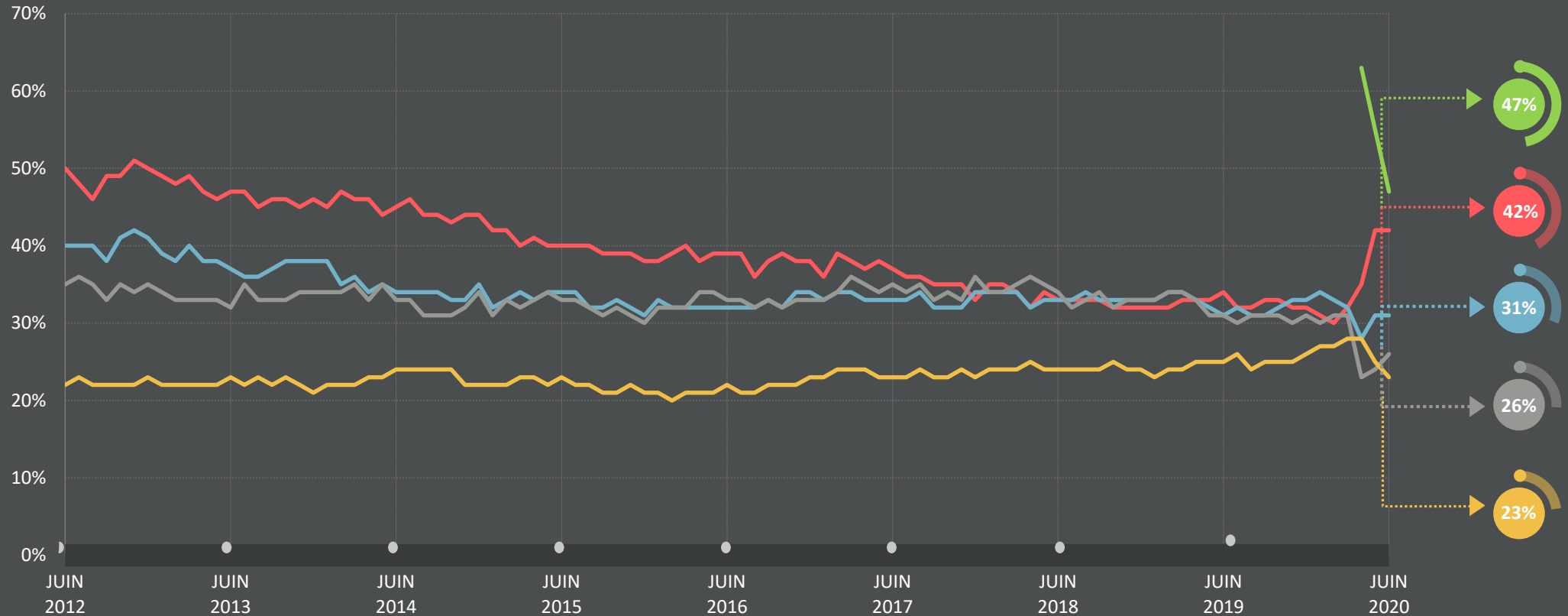
Base: Representative sample of adults aged 16-74. June 2020: c.18,000; May 2020: 18,518.


Source: Global Advisor

# THE WORLD'S CURRENT TOP 5 WORRIES:


## LONG-TERM TRENDS

Which three of the following topics do you find the most worrying in your country?







Coronavirus (COVID-19)




Unemployment



Poverty & social inequality



Financial/political corruption



Healthcare

Base: Representative sample of adults aged 16-64, c.c.18,000 per month.

Source: Global Advisor

# WORLD WORRIES

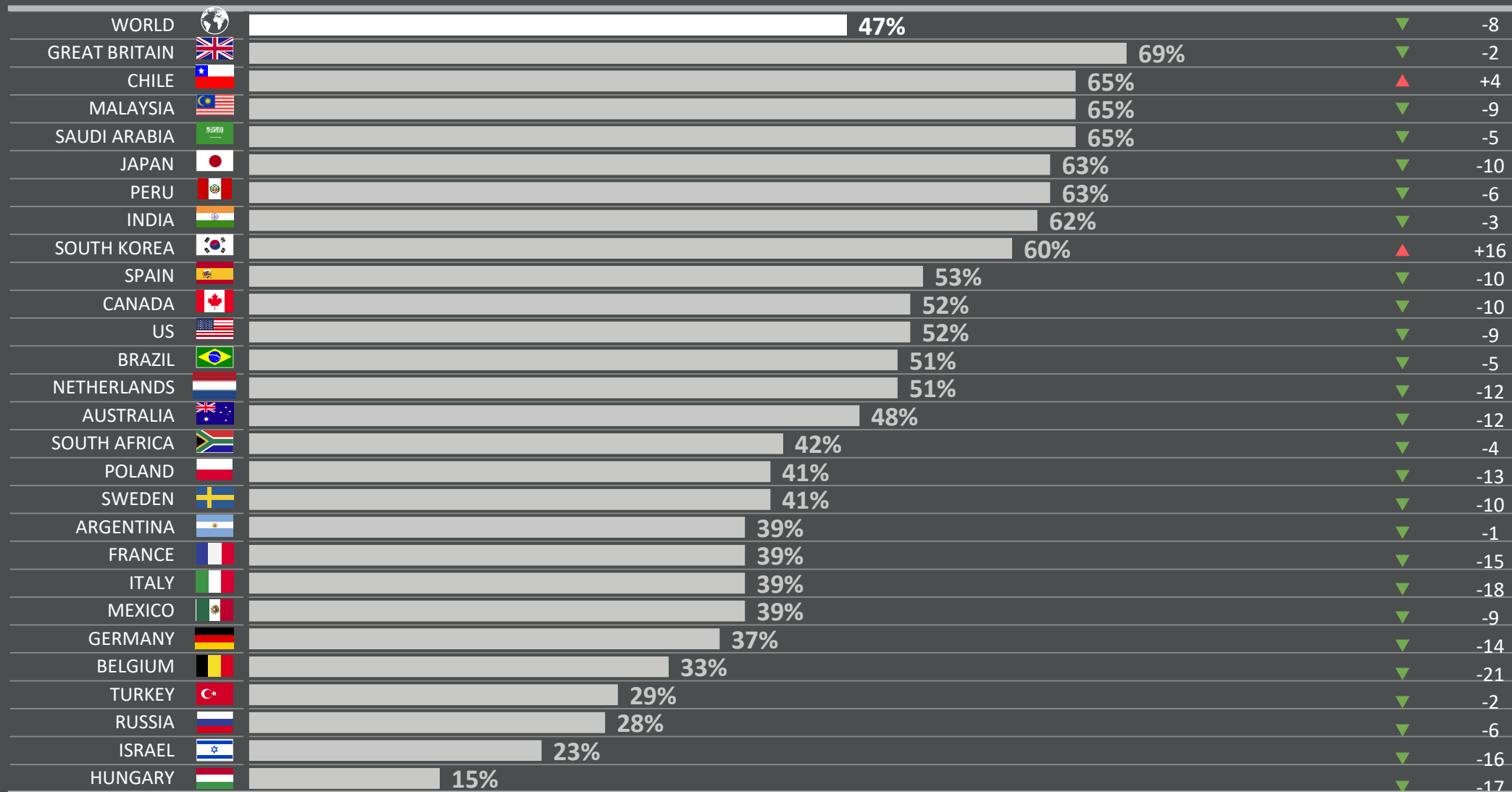
## 1 | CORONAVIRUS (COVID-19)

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

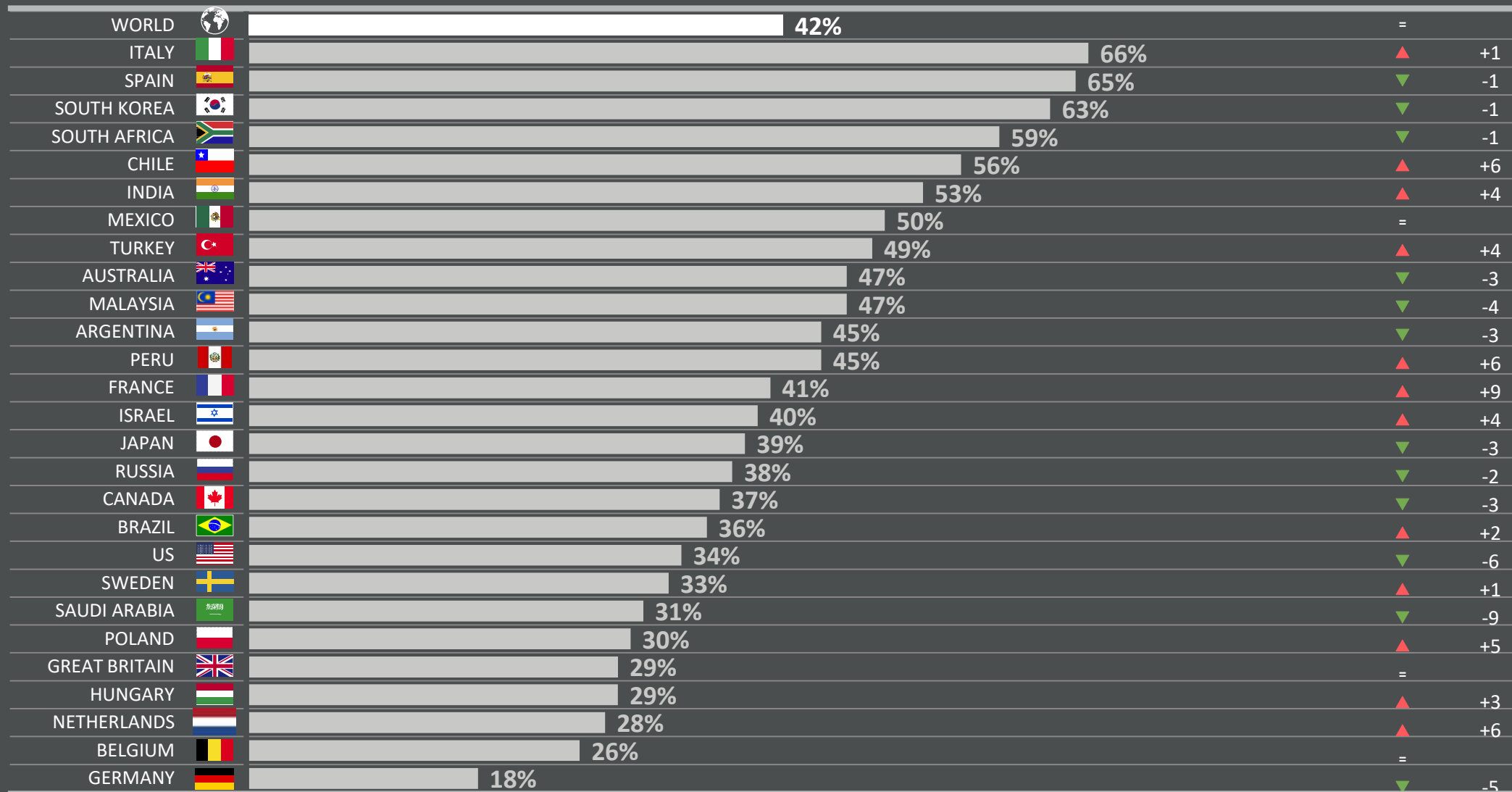
2 | UNEMPLOYMENT AND JOBS

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor



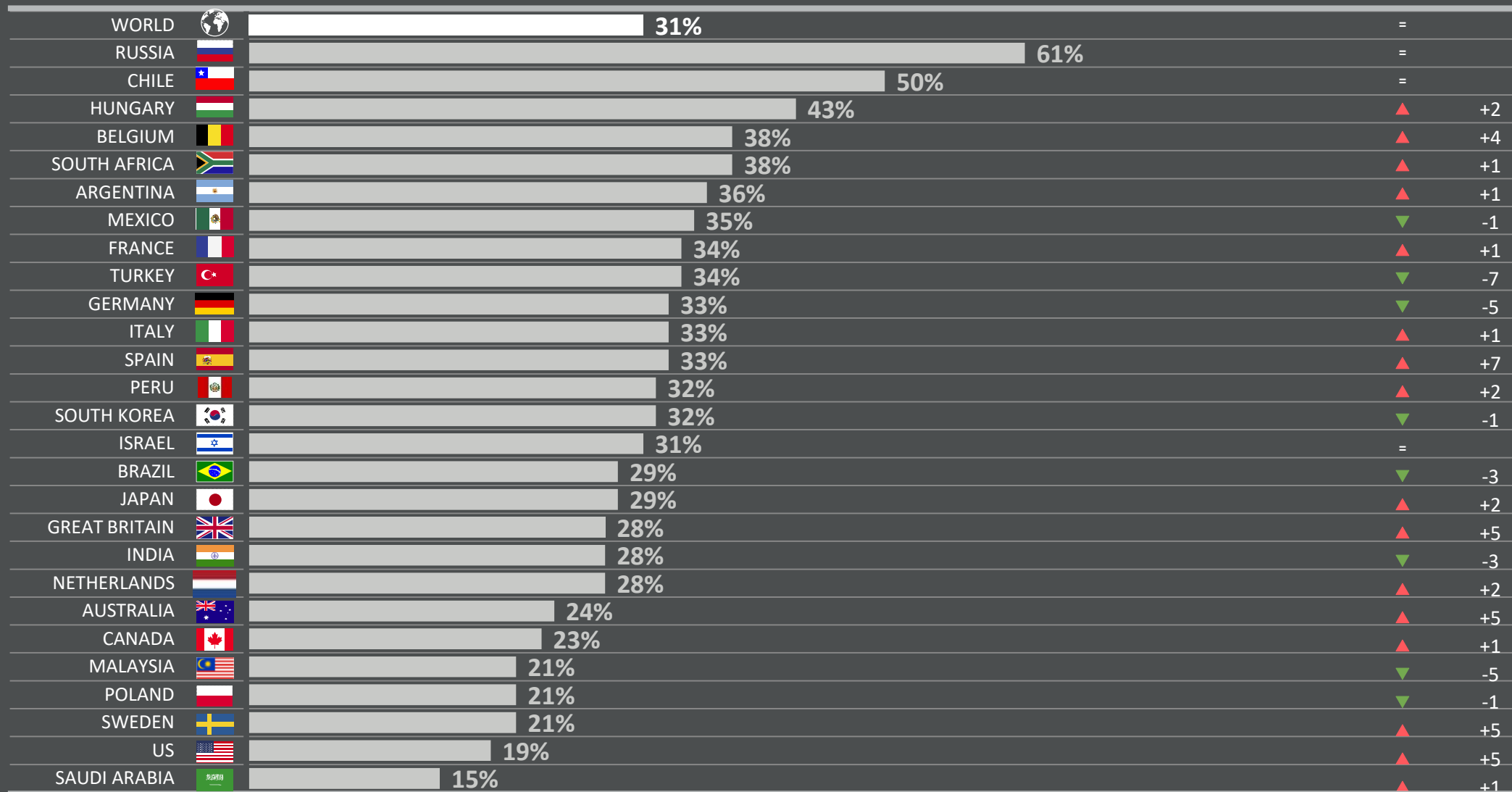
3 | POVERTY & SOCIAL INEQUALITY

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020



Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

4 | FINANCIAL/POLITICAL CORRUPTION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	June 2020 (%)	May 2020 (%)	% change
WORLD	26%	24%	+2
SOUTH AFRICA	52%	44%	+8
HUNGARY	50%	50%	=
RUSSIA	48%	49%	-1
PERU	41%	42%	-1
BRAZIL	39%	35%	+4
MALAYSIA	39%	39%	=
POLAND	39%	31%	+8
SOUTH KOREA	32%	33%	-1
ISRAEL	31%	35%	-4
SPAIN	29%	25%	+4
ARGENTINA	27%	23%	+4
INDIA	27%	28%	-1
MEXICO	26%	26%	=
US	26%	23%	+3
ITALY	25%	17%	+8
CHILE	24%	27%	-3
JAPAN	24%	13%	+11
BELGIUM	22%	16%	+6
TURKEY	18%	21%	-3
SAUDI ARABIA	16%	16%	=
CANADA	14%	13%	+1
AUSTRALIA	13%	12%	+1
FRANCE	13%	12%	+1
GREAT BRITAIN	13%	8%	+5
GERMANY	9%	9%	=
NETHERLANDS	7%	7%	=
SWEDEN	7%	6%	+1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

5 | HEALTHCARE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	June 2020 (%)	May 2020 (%)	% change
WORLD	23%		-2
HUNGARY	58%		-1
BRAZIL	42%		-2
POLAND	41%		-5
CANADA	33%		-4
NETHERLANDS	32%		-3
PERU	29%		+4
RUSSIA	29%		-1
US	29%		-3
GREAT BRITAIN	28%		-9
SPAIN	27%		-6
BELGIUM	26%		=
SWEDEN	26%		-1
INDIA	24%		+2
AUSTRALIA	22%		=
JAPAN	21%		-5
FRANCE	19%		-2
CHILE	18%		-8
ISRAEL	17%		-4
MEXICO	16%		+1
SOUTH AFRICA	16%		+3
MALAYSIA	15%		+4
ITALY	14%		-2
SAUDI ARABIA	14%		+2
GERMANY	13%		+2
ARGENTINA	11%		=
SOUTH KOREA	4%		=
TURKEY	1%		-2

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

6 | CRIME & VIOLENCE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	(%) worried in June 2020	% change compared with previous month (May 2020)
WORLD	21%	+2
MEXICO	55%	+2
SWEDEN	44%	+5
SOUTH AFRICA	42%	+1
ARGENTINA	34%	-1
CHILE	32%	+7
PERU	31%	+1
BRAZIL	27%	+2
US	26%	+13
ISRAEL	25%	+8
GERMANY	23%	+6
MALAYSIA	23%	+5
NETHERLANDS	21%	+6
AUSTRALIA	20%	=
TURKEY	19%	+4
BELGIUM	18%	+5
GREAT BRITAIN	17%	-1
FRANCE	16%	+1
HUNGARY	14%	+6
INDIA	14%	-5
ITALY	14%	+2
CANADA	13%	+1
SOUTH KOREA	12%	-6
JAPAN	9%	+1
SAUDI ARABIA	8%	-2
POLAND	7%	+2
SPAIN	7%	-1
RUSSIA	6%	+2

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

7 | EDUCATION

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	June 2020 (%)	May 2020 (%)	% change
WORLD	15%		=
ISRAEL	32%		▲ +6
PERU	26%		▼ -4
HUNGARY	24%		▲ +4
BRAZIL	23%		▲ +2
ARGENTINA	22%		▼ -2
MEXICO	22%		=
TURKEY	22%		▼ -2
CHILE	18%		▼ -3
RUSSIA	17%		▲ +3
SOUTH AFRICA	17%		▼ -3
INDIA	16%		=
MALAYSIA	13%		▲ +3
SAUDI ARABIA	13%		▼ -2
SPAIN	13%		▼ -2
CANADA	12%		▲ +2
FRANCE	12%		=
GERMANY	12%		▲ +4
JAPAN	11%		▼ -2
NETHERLANDS	11%		▼ -5
AUSTRALIA	10%		▼ -1
BELGIUM	10%		▲ +1
GREAT BRITAIN	9%		=
ITALY	9%		▲ +1
POLAND	9%		▲ +1
US	8%		▼ -2
SOUTH KOREA	7%		▼ -2
SWEDEN	4%		▲ +1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	June 2020 (%)	May 2020 (%)	% change
WORLD	14%		+2
ITALY	32%		+3
SAUDI ARABIA	29%		+16
BELGIUM	27%		-2
ISRAEL	24%		+7
CANADA	22%		+3
TURKEY	21%		+4
FRANCE	20%		+2
POLAND	19%		+1
ARGENTINA	17%		+3
JAPAN	16%		+1
SOUTH KOREA	14%		-1
NETHERLANDS	13%		+3
MEXICO	12%		+5
RUSSIA	12%		-1
SPAIN	12%		+3
GERMANY	11%		+2
SWEDEN	11%		+3
AUSTRALIA	10%		+2
BRAZIL	10%		+1
US	10%		-1
GREAT BRITAIN	6%		=
HUNGARY	6%		+1
INDIA	6%		+3
MALAYSIA	5%		+1
SOUTH AFRICA	4%		-3
PERU	3%		-1
CHILE	2%		=

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

9 | CLIMATE CHANGE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	(%) worried in June 2020	% change compared with previous month (May 2020)
WORLD	11%	+1
NETHERLANDS	27%	+4
AUSTRALIA	26%	=
GERMANY	26%	+1
CANADA	22%	+1
FRANCE	20%	+4
SWEDEN	20%	+6
GREAT BRITAIN	19%	+1
POLAND	19%	-3
BELGIUM	16%	=
JAPAN	14%	+2
US	13%	-2
SAUDI ARABIA	12%	-2
INDIA	11%	+5
SOUTH KOREA	8%	=
SPAIN	8%	-1
HUNGARY	7%	=
ITALY	7%	=
MEXICO	6%	+3
ISRAEL	5%	+4
CHILE	3%	=
PERU	3%	+1
RUSSIA	3%	+1
MALAYSIA	2%	-1
TURKEY	2%	-1
ARGENTINA	1%	-1
BRAZIL	1%	-1
SOUTH AFRICA	1%	-2

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

# WORLD WORRIES

## 10 | IMMIGRATION CONTROL

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Worried (%)	% change compared with previous month:
WORLD	10%	=
GERMANY	26%	▼ -2
BELGIUM	24%	▲ +6
SWEDEN	22%	▼ -3
GREAT BRITAIN	17%	▲ +1
TURKEY	17%	▲ +5
US	17%	▲ +1
CANADA	16%	▲ +3
ITALY	16%	▲ +3
NETHERLANDS	15%	=
AUSTRALIA	14%	▼ -1
FRANCE	14%	▼ -1
MALAYSIA	14%	▼ -3
HUNGARY	8%	▲ +3
CHILE	7%	=
ISRAEL	7%	▼ -1
SPAIN	7%	▲ +2
PERU	6%	▲ +1
SOUTH AFRICA	6%	▼ -1
JAPAN	5%	▲ +1
ARGENTINA	4%	▲ +2
INDIA	4%	▼ -1
SAUDI ARABIA	4%	▼ -1
POLAND	2%	▲ +1
RUSSIA	2%	▼ -1
BRAZIL	1%	=
MEXICO	1%	=
SOUTH KOREA	1%	▲ +1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor



# WORLD WORRIES

## 11 | MORAL DECLINE

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	(%) worried in June 2020	% change compared with previous month (May 2020)
WORLD	10%	+1
US	19%	+3
GERMANY	18%	+3
JAPAN	17%	+3
HUNGARY	14%	+1
SAUDI ARABIA	14%	+1
ISRAEL	13%	-1
MALAYSIA	13%	+2
AUSTRALIA	12%	+3
FRANCE	12%	+1
GREAT BRITAIN	12%	+2
POLAND	12%	+1
RUSSIA	12%	+2
NETHERLANDS	12%	-1
SOUTH KOREA	12%	-3
ARGENTINA	8%	+1
CANADA	8%	+2
ITALY	8%	+1
SWEDEN	8%	+3
BELGIUM	7%	=
BRAZIL	7%	=
SPAIN	7%	+2
TURKEY	7%	-4
INDIA	6%	+1
MEXICO	6%	+3
SOUTH AFRICA	6%	+1
PERU	5%	=
CHILE	3%	-1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	(%) worried in June 2020	% change compared with previous month (May 2020)
WORLD	9%	+1
ARGENTINA	42%	-2
TURKEY	27%	+5
RUSSIA	17%	+2
MALAYSIA	15%	+1
POLAND	15%	=
AUSTRALIA	10%	+3
CANADA	9%	=
MEXICO	9%	-3
FRANCE	8%	+3
HUNGARY	8%	-2
INDIA	8%	=
SOUTH KOREA	8%	+1
GERMANY	7%	+1
BRAZIL	6%	+1
CHILE	6%	-2
SAUDI ARABIA	6%	+1
ITALY	5%	+1
JAPAN	5%	=
PERU	5%	=
GREAT BRITAIN	4%	=
ISRAEL	4%	+2
SOUTH AFRICA	4%	-1
US	4%	+1
BELGIUM	3%	-1
NETHERLANDS	2%	-1
SPAIN	2%	=
SWEDEN	2%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

13 | THREATS AGAINST THE ENVIRONMENT

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Worried (%)	% change compared with previous month:
WORLD	8%	=
GERMANY	19%	▲ +5
FRANCE	17%	=
BELGIUM	14%	▲ +4
AUSTRALIA	13%	=
NETHERLANDS	13%	▼ -2
SWEDEN	13%	▼ -1
CANADA	12%	=
POLAND	12%	▼ -2
GREAT BRITAIN	11%	▲ +1
SOUTH KOREA	11%	▲ +3
BRAZIL	9%	▲ +2
INDIA	8%	▼ -2
ITALY	7%	=
MALAYSIA	7%	▲ +3
MEXICO	7%	▲ +1
US	7%	▼ -1
RUSSIA	6%	▼ -1
SAUDI ARABIA	6%	▲ +2
SPAIN	6%	▲ +2
CHILE	5%	▼ -1
JAPAN	5%	▼ -2
PERU	5%	▼ -1
TURKEY	4%	=
ARGENTINA	3%	=
HUNGARY	3%	▼ -2
ISRAEL	2%	▼ -2
SOUTH AFRICA	2%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

14 | RISE OF EXTREMISM

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Worried (%)	% change compared with previous month:
WORLD	7%	=
GERMANY	20%	+3
BELGIUM	16%	+4
SPAIN	15%	+7
NETHERLANDS	13%	+3
SWEDEN	13%	-1
FRANCE	10%	+1
US	10%	+1
BRAZIL	9%	+2
TURKEY	9%	+1
CANADA	8%	+2
GREAT BRITAIN	8%	-1
MALAYSIA	8%	-1
AUSTRALIA	7%	+1
POLAND	7%	+1
ISRAEL	6%	-1
SOUTH KOREA	6%	-4
HUNGARY	5%	+1
ITALY	5%	=
INDIA	4%	-1
CHILE	3%	=
MEXICO	3%	+2
SAUDI ARABIA	3%	=
ARGENTINA	2%	=
JAPAN	2%	=
SOUTH AFRICA	2%	+1
PERU	1%	=
RUSSIA	1%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

15 | MAINTAINING SOCIAL PROGRAMMES

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Flag	% Worried (June 2020)	% Change (May 2020)
WORLD		7%	=
JAPAN		19%	▼ -2
SWEDEN		18%	▼ -2
SOUTH KOREA		13%	▼ -4
GREAT BRITAIN		12%	=
AUSTRALIA		10%	▲ +1
POLAND		9%	▼ -2
RUSSIA		9%	▲ +3
NETHERLANDS		8%	▼ -2
SPAIN		8%	▼ -2
CANADA		7%	▲ +1
HUNGARY		7%	▲ +4
ITALY		7%	▼ -1
SAUDI ARABIA		7%	=
BELGIUM		6%	▲ +1
FRANCE		6%	▲ +2
MEXICO		5%	▼ -2
ARGENTINA		4%	▼ -1
GERMANY		4%	▼ -1
ISRAEL		4%	▼ -3
MALAYSIA		4%	▲ +1
INDIA		3%	=
US		3%	▼ -2
BRAZIL		2%	▼ -1
CHILE		2%	▼ -1
SOUTH AFRICA		2%	=
TURKEY		2%	=
PERU		1%	▼ -1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	June 2020 (%)	May 2020 (%)	% change
WORLD	6%	7%	-1
ISRAEL	26%	26%	=
TURKEY	24%	27%	-3
INDIA	15%	14%	+1
FRANCE	11%	16%	-5
GERMANY	11%	9%	+2
SAUDI ARABIA	11%	16%	-5
SWEDEN	9%	10%	-1
US	9%	9%	=
GREAT BRITAIN	8%	9%	-1
BELGIUM	6%	8%	-2
AUSTRALIA	4%	3%	+1
MALAYSIA	4%	3%	+1
NETHERLANDS	4%	5%	-1
CANADA	3%	2%	+1
CHILE	2%	2%	=
HUNGARY	2%	0%	+2
JAPAN	2%	2%	=
MEXICO	2%	2%	=
POLAND	2%	1%	+1
ARGENTINA	1%	1%	=
BRAZIL	1%	1%	=
ITALY	1%	2%	-1
PERU	1%	2%	-1
RUSSIA	1%	1%	=
SOUTH AFRICA	1%	1%	=
SOUTH KOREA	1%	0%	+1
SPAIN	1%	3%	-2

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

# WORLD WORRIES

## 17 | ACCESS TO CREDIT

### Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Worried (%)	% change compared with previous month:
WORLD	2%	=
SAUDI ARABIA	5%	+2
ITALY	4%	=
BELGIUM	3%	-1
RUSSIA	3%	-1
TURKEY	3%	+1
AUSTRALIA	2%	=
HUNGARY	2%	+1
ISRAEL	2%	-1
MALAYSIA	2%	+1
SPAIN	2%	+1
ARGENTINA	1%	=
BRAZIL	1%	=
CANADA	1%	=
CHILE	1%	=
FRANCE	1%	-1
GERMANY	1%	=
GREAT BRITAIN	1%	-1
INDIA	1%	-1
JAPAN	1%	=
MEXICO	1%	-1
POLAND	1%	=
PERU	1%	-1
NETHERLANDS	1%	=
SOUTH AFRICA	1%	=
SOUTH KOREA	1%	=
SWEDEN	1%	-1
US	1%	=

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor

18 | CHILDHOOD OBESITY

Which three of the following topics do you find the most worrying in your country?

% change compared with previous month:

(%) worried in June 2020 in each country

May 2020

Country	Worried (%)	% change compared with previous month:
WORLD	2%	=
SAUDI ARABIA	13%	▼ -2
NETHERLANDS	6%	=
AUSTRALIA	4%	▲ +1
ISRAEL	4%	▲ +2
POLAND	4%	▲ +1
GERMANY	3%	▲ +1
GREAT BRITAIN	3%	▲ +1
INDIA	3%	▲ +1
MEXICO	3%	▼ -2
BELGIUM	2%	▲ +1
CANADA	2%	=
HUNGARY	2%	▲ +1
SWEDEN	2%	=
ARGENTINA	1%	▲ +1
BRAZIL	1%	=
CHILE	1%	=
FRANCE	1%	=
ITALY	1%	▼ -1
MALAYSIA	1%	=
PERU	1%	=
RUSSIA	1%	=
SOUTH AFRICA	1%	=
SPAIN	1%	=
US	1%	▼ -1
JAPAN	*	=
SOUTH KOREA	*	▼ -1
TURKEY	*	▼ -1

Base: Representative sample of adults aged 16-74 in 27 participating countries. June 2020: c.18,000; May 2020: 18,518.

Source: Global Advisor





# METHODOLOGY

## METHODOLOGY

The survey is conducted monthly in 27 countries around the world via the Ipsos Online Panel. The countries included are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 18,497 adults aged 18-74 in the US, South Africa, Turkey, Israel and Canada, and age 16-74 in all other countries, were interviewed between May 22nd 2020 and June 5th 2020. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.

A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

In 17 of the 27 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Israel, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, Great Britain and United States.

Brazil, Chile, India, Malaysia, Mexico, Russia, Peru, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered nationally representative, and instead be considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

## 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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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.

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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.**

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