INFLATION: CONSUMER PERCEPTIONS IN 30 COUNTRIES

A Global Advisor survey

December 2021

For more information: www.ipsos.com/en/inflation-consumer-perceptions-30-countries-december-2021

GAME CHANGERS

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SUMMARY

On average, in the 30 countries surveyed:

- Two-thirds say prices they now pay for transportation (70%), food and drink (70%), and utilities (66%) are higher than they
 were six months ago;
- Half say so of the cost of clothing and shoes (55%), housing (51%), medical and health care (51%), and entertainment (49%)

The 12 surveyed countries where prices are most widely perceived to have increased include all six in Latin America, all four in Central and Eastern Europe, Turkey, and South Africa..

- At the opposite end of the spectrum, Japan and China are where consumers are least likely to say the prices they paid recently for various categories are higher than they were six months ago.
- Consumers who report higher prices for the products and services they buy skew more affluent and older.

Globally, about as many expect their household spending in the next three months to increase (42%) as expect it to stay the same (41%)

- Expectations of increased spending vary widely across countries, ranging from more than 60% in Romania and Argentina to just 16% in Japan; they tend to be highest in countries where consumers most widely report price increases.
- Consumers who expect their spending to increase are slightly more affluent and younger than those who don't.



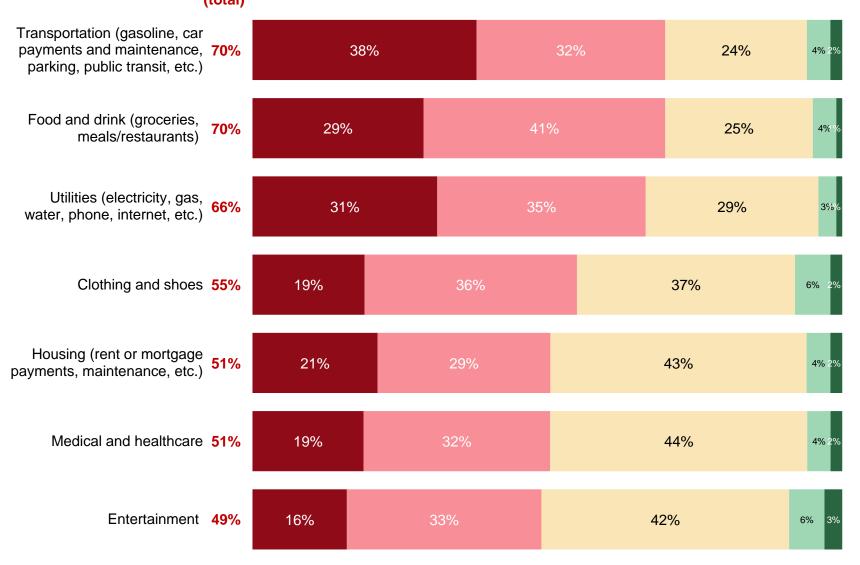
PERCEIVED COST INCREASE FOR VARIOUS CATEGORIES GLOBAL COUNTRY AVERAGE

Q. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result. Higher (total)

A lot higher Somewhat higher About the same Somewhat lower A lot lower





PERCEIVED COST INCREASE FOR AVERAGE OF SEVEN CATEGORIES BY COUNTRY

Q. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Asked for each of: transportation, housing, food and drink, utilities, clothing and shoes, medical and health care, and entertainment

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

Prices seem higher (total "a lot" and "somewhat")

Global Country Average	59%
Argentina	79%
Colombia	75%
Turkey	75%
Russia	74%
Poland	73%
Brazil	73%
South Africa	73%
Peru	72%
Chile	71%
Mexico	69%
Romania	67%
Hungary	66%
Belgium	60%
Canada	58%
India	58%
Spain	57%
Saudi Arabia	57%
United States	56%
Netherlands	56%
Italy	54%
France	53%
Germany	51%
Singapore	51%
Great Britain	50%
South Korea	48%
Australia	45%
Sweden	44%
Malaysia	41%
China	35%
Japan	21%



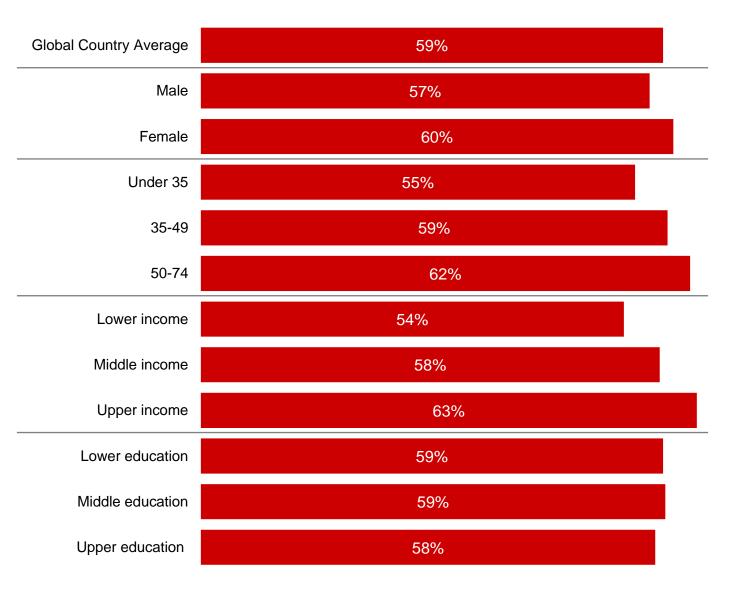
PERCEIVED COST INCREASE FOR AVERAGE OF SEVEN CATEGORIES GLOBAL COUNTRY AVERAGE BY DEMOGRAPHICS

Q. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Asked for each of: transportation, housing, food and drink, utilities, clothing and shoes, medical and health care, and entertainment

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

Prices seem higher (total "a lot" and "somewhat")





PERCEIVED COST INCREASE FOR TRANSPORTATION BY COUNTRY

Q. Thinking about the prices you have paid for transportation (gasoline, car payments and maintenance, parking, public transit, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

	ligher total)	A lot higher Somewhat h	nigher About the same	Somewhat	lower ■A lo	t lower
Global Country Average	70%	38%	32%		24%	4% 2%
Poland	83%	63%	, 0	20%	13%	<mark>2%</mark> 2%
Chile	81%	52%		29%	16%	<mark>2%%</mark> %
Hungary	81%	52%		29%	16%	3%
South Africa	81%	52%		29%	15%	4%1%
Russia	81%	33%	48%		16%	<mark>2%</mark> 2%
Brazil	80%	61%		19%	13%	3% 3%
Turkey	80%	61%		19%	13%	5% 2%
Peru	79%	42%	379		16%	4%1 <mark>%</mark>
Argentina	78%	47%		1%	19%	<mark>2%%</mark> %
Colombia	78%	38%	40%		16%	3% 3%
Romania	78%	38%	40%		14%	7% 1 <mark>%</mark>
Belgium	77%	51%		26%	18% 18%	3% %
Canada	77%	40%	37%			4% 2%
Netherlands	74%	48%		26%		4% 2%
United States	74%	40%	34%			<mark>3%</mark> 2%
Italy	73%	42%	31%			4%1%
Mexico	73%	36%	37%		22% 21%	3% 2%
France	72%	44%		28%		6% 2%
Sweden	71%	37%	35%		22%	4% 2%
Spain	70%	44%	26%		25%	3% %
Great Britain	70%	32%	38%		25%	4%1%
Germany	69%	43%	26%		25%	4% 2%
Australia	63%	28%	35%	3	30%	4% 2%
India	63%	28%	34%	26%	8	% 4%
Saudi Arabia	63%	28%	35%	28	3%	6% <mark>2</mark> %
Singapore	60%	14%	46%	29%		8% 3%
South Korea	53%	10% 43%	ó	44%		3%
Malaysia	43%	8% 35%		46%	9	3%
China	39%	6% 33%		52%		
Japan	35%	8% 27%	5	6%		7% 3%



PERCEIVED COST INCREASE FOR FOOD AND DRINKS BY COUNTRY

Q. Thinking about the prices you have paid for food and drink (groceries, meals, restaurants) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

Highei (total)		what higher About the second s	ne same Some	what lower ■A	lot lowe
Global Country Average 70%	29%	41%		25%	4%
Argentina 87%		58%	2	9%	10% 2
Hungary 86%	45%		41%		12%
Colombia 84%	45%		38%	14	1% ²
Russia 84%	42%		42%	12	2% 39
Poland 82%	52	%	30%	13	% 39
South Africa 82%	40%		42%	13%	3%
Turkey 80%		59%	22%	6 11%	5%
Brazil 79%	51%	6	28%	15%	4%
Peru 79%	33%		46%	17%	6
Chile 78%	39%		39%	18%	3
Romania 78%	34%		44%	13%	6%
Canada 77%	34%		42%	20%	
Mexico 75%	37%		38%	19%	4%
United States 75%	32%	4	3%	22%	
Belgium 73%	24%	49%		24%	3
Spain <mark>69%</mark>	29%	40%		28%	
Netherlands 69%	19%	50%		27%	
Great Britain 69%	18%	51%		27%	3
Germany 67%	20%	46%		27%	4%
France 66%	22%	43%		29%	4%
Singapore 66%	14%	53%		28%	5%
Saudi Arabia 64%	23%	40%		30%	6%
South Korea 63%	12%	51%		33%	3
Italy 62%	17%	45%		33%	3
India 59%	22%	37%		31%	8%
Australia 58%	15%	43%		35%	6%
Malaysia <mark>56%</mark>	14%	41%		38%	5%
Sweden 54%		41%		42%	3
		5%		1%	69
Japan <mark>26%</mark>	2% 24%		63%		8%

Higher



PERCEIVED COST INCREASE FOR UTILITIES BY COUNTRY

Q. Thinking about the prices you have paid for utilities (electricity, gas, water, phone, internet, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

Global Country Average South Africa Colombia Turkey Poland	83% 82%	<u>31%</u> 48%	35%	299	2/2	201
Colombia Turkey Poland	82%				/0	3%
Turkey Poland		140/	second	34%	13%	3%
Poland	81%	41%	41%		16%	2%
		58%		23%	16%	2%
_	80%	47%	33%	6	17%	2%2
Peru		36%	43%		18%	3
Brazil		52%	2	27%	16%	3%
Argentina	77%	41%	36%		18%	4%
Russia		27%	50%		20%	1
Chile	76%	37%	39%		21%	3%
Belgium		52%	23	%	22%	3
Romania	75%	45%	31%		18%	6%
Italy		39%	34%		23%	3%
Great Britain	73%	33%	40%		25%	
Mexico	73%	33%	40%		22%	2%
France	71%	36%	35%		24%	2%
Spain	70%	47%	23%	2	27%	2
Netherlands	69%	36%	34%	2	6%	3%
Singapore	68%	18%	50%	279	%	4%
Saudi Arabia	65%	30%	36%	28%		5%
Germany	64%	31%	33%	31%		4%
India	60%	25%	35%	30%		6% 3
Canada	60%	21%	39%	36%		3%
Sweden	58%	23%	35%	39%		2
United States	58%	19% 39	%	38%		2
Hungary		16% 37%		45%		
Australia		14% 35%		43%		6%
South Korea	49%	7% 42%		48%		
Malaysia		8% 40%		46%		4%
China		4% 30%	6′	1%		4%
Japan	30%	5% 25%	669	6		3%

Higher



PERCEIVED COST INCREASE FOR CLOTHING AND SHOES BY COUNTRY

Q. Thinking about the prices you have paid for clothing and shoes in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

lobal Country Average 559	// 19%	36%		37%	6%
Argentina 879		60%		27%	10%
Colombia 769			44%		20% 3%
Turkey 749		54%		20% 16%	
Russia 729	<mark>%</mark> 28%		45%	24	4%
South Africa 719	<mark>⁄/ 2</mark> 7%		44%	22%	6 4%
Brazil 709	% 33%		37%	21%	5%
Mexico 699	<mark>%</mark> 23%		45%	25%	4%
Hungary 679	<mark>%</mark> 23%		14%	27%	3%
Peru 679	<mark>%</mark> 21%	4	6%	28%	4
Poland 669	<mark>%</mark> 29%		38%	29%	4
Romania 669	<mark>%</mark> 25%		41%	25%	7%
Chile 649	<mark>%</mark> 25%	3	9%	30%	5%
Canada 579	<mark>% 1</mark> 6%	41%		36%	4%
India 559	// 19%	36%		32%	9%
Spain 549	<mark>%</mark> 15%	38%		41%	
Belgium 549	<mark>% 1</mark> 0%	44%		41%	
United States 539	<mark>%</mark> 14%	39%		42%	
Netherlands 519		42%		45%	
Saudi Arabia 499		31%		39%	11%
Italy 499		38%		45%	5%
France 469	// 13%	34%		43%	8%
South Korea 459		40%		49%	5%
Germany 449		35%		49%	5%
Great Britain 439		34%		52%	4
		4%		3%	13%
Australia 379		30%		54%	7%
	3% 32%			6%	8%
Singapore 349		8%	49%		12%
Malaysia 329		6	49%		14%
Japan 149	<mark>% 2%</mark> 12%		71%		12%



PERCEIVED COST INCREASE FOR HOUSING BY COUNTRY

Q. Thinking about the prices you have paid for housing (rent or mortgage payments, maintenance, etc.) in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.

	igher otal)	A lot higher Som	ewhat higher	About the sa	ame Somewh	at lower ■A	lot lowe
lobal Country Average	51%	21%	29%		43%		4% 2
	76%	44%			32%	20%	3%
Poland	75%	37%		37%	6	21%	3%
Colombia	75%	32%		43%		21%	3%
Turkey	74%		53%		21%	20%	3% 3
Chile	73%	43%		3	0%	24%	29
Russia	72%	29%		43%		23%	3%
Peru	67%	28%		39%		28%	4%
Brazil		35%		30%		29%	4% 3
Mexico	65%	28%		37%		31%	2%
	63%	31%		32%	2	6%	8% 3
South Africa	61%	31%		30%	3	33%	4%
Hungary	55%	21%	33%		42	2%	2%
Saudi Arabia	54%	24%	30%		38%)	6%
South Korea		15%	38%		44	%	2
India		19%	32%		39%		7% 4
Canada		22%	27%		46%		4%
Spain		19%	30%		48%)	;
United States	41%	18%	23%		54%		3%
Germany	41%	13%	28%		53%		4%
Singapore		8% 34	%		51%		5%
Belgium	40%	14%	26%		56%		4
Australia	39%	12% 27	7%		54%		6%
Italy		12% 2	8%		55%		4%
France	38%	14% 2	4%		58%		3%
Sweden	36%	7% 29%			60%		2%
Netherlands	35%	13% 229	%		58%		6%
Malaysia		7% 28%			56%		6%
Great Britain	31%	9% 22%			64%		3%
China	22%	3% 18%		709	%		5% 3
Japan	1 0%	2% 8%		82%			5% 3

Higher



PERCEIVED COST INCREASE FOR MEDICAL AND HEALTH CARE BY COUNTRY

Q. Thinking about the prices you have paid for medical and health care in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

	ligher total)	A lot higher Some	what higher	About the same	Somewhat lower	lot lower
Global Country Average	51%	19%	32%		44%	4% 2%
Argentina		42%		31%	22%	3% %
South Africa	70%	37%		33%	24%	4% 2%
Peru	70%	25%		44%	25%	4% 2%
Turkey	69%	47%		23%	24%	5% 2%
Brazil		34%		35%	25%	4% 2%
Russia	68%	31%		37%	27%	3% 2%
Chile	65%	28%		36%	32%	3% %
Romania	65%	25%	4	40%	26%	7% 2%
Mexico	64%	29%		35%	31%	<mark>2%</mark> 3%
Poland	64%	29%		34%	31%	4%1%
Hungary	62%	25%	37	7%	34%	3% %
India	61%	27%	3	4%	29%	7% 3%
Colombia	61%	24%	37	°%	32%	4% 2%
Saudi Arabia	53%	19%	34%		39%	5% 3%
Singapore	53%	14%	39%		39%	5% <mark>2</mark> %
Netherlands	52%	14%	38%		45%	2%%
Belgium	49%	11%	37%		47%	4%%
United States	45%	15%	29%		52%	<mark>2%</mark> 2%
Malaysia	43%	9% 349	%		49%	6% 3%
Germany	42%	10% 32	%		50%	5% <mark>2%</mark>
Canada	40%	10% 30%	, D		57%	2%%
Italy	40%	10% 30%	, D		54%	5% 1 <mark>%</mark>
France	38%	11% 28%	, D		56%	4% 1 <mark>%</mark>
South Korea	38%	6% 32%			57%	5%%
Spain	36%	11% 25%			60%	3% %
Australia	36%	9% 27%		Ę	57%	6% 1 <mark>%</mark>
China	33%	5% 28%		6 [.]	1%	5% 1 <mark>%</mark>
Great Britain	26%	6% 20%		70%	6	2%%
Japan	20%	4% 16%		73%		4% 2%
Sweden	18%	3% 14%		77%		5%%



PERCEIVED COST INCREASE FOR ENTERTAINMENT BY COUNTRY

Q. Thinking about the prices you have paid for entertainment in recent weeks, do they generally seem higher, lower or about the same as they were six months ago?

Prices seem...

	Higher (total)	■ A lot higher	Somewhat high	gher Abo	ut the same	Somewhat	lower ■A	lot Ic	we
Global Country Average	49%	16%	33%			42%		6%	3
Argentina	74%		41%		33%		23%		2
Brazil	69%	33	%		36%		24%	E	5%
Colombia	68%	27%		40%	%		28%		2%
Turkey	65%		48%		17%	17%	10%	9	9%
Peru	64%	23%		40%		3	0%		5%
Russia	64%	23%		41%		3	80%	3	3%
Mexico		21%		41%		3	3%		4%
Poland	61%	22%		39%		34	4%		2%
Hungary		21%		39%		35	%		3%
South Africa	60%	27%		33%		31%)	6%	,
	59%	21%		38%		369	%		4%
India	56%	20%		36%		33%		8%	
Spain		16%	36%	/ 0		44%			4%
Saudi Arabia	50%	19%	31	%		36%		9%	5
Belgium	50%	10%	40%			44%			4%
Canada		11%	36%			44%		6%	4
United States	45%	13%	32%			50%			2%
Romania	44%	11%	32%			46%		7%	4
France	43%	14%	29%			47%		6%	4
Italy	42%	9%	33%			51%		5	5%
Netherlands	40%	7%	33%			54%			4%
Singapore	38%	7%	31%		45%		11	%	6%
South Korea	38%	5%	34%			56%			5%
Great Britain	37%	7%	29%		Ę	57%		E	5%
Australia	35%	8%	26%		54%	6		8%	
Germany		7%	26%		61	%		Ę	5%
Sweden	33%	3% 3	30%		58	%		6	%
China	32%	4% 2	28%		49%		1	5%	
Malaysia	28%	6% 22	2%		47%		17%		8%
Japan	15%	2% 13%		-	71%			10%	4



EXPECTED INCREASE IN HOUSEHOLD SPENDING BY COUNTRY

Q. How do you expect your total household spending to change over the next three months compared to now, aside from normal holiday spending?

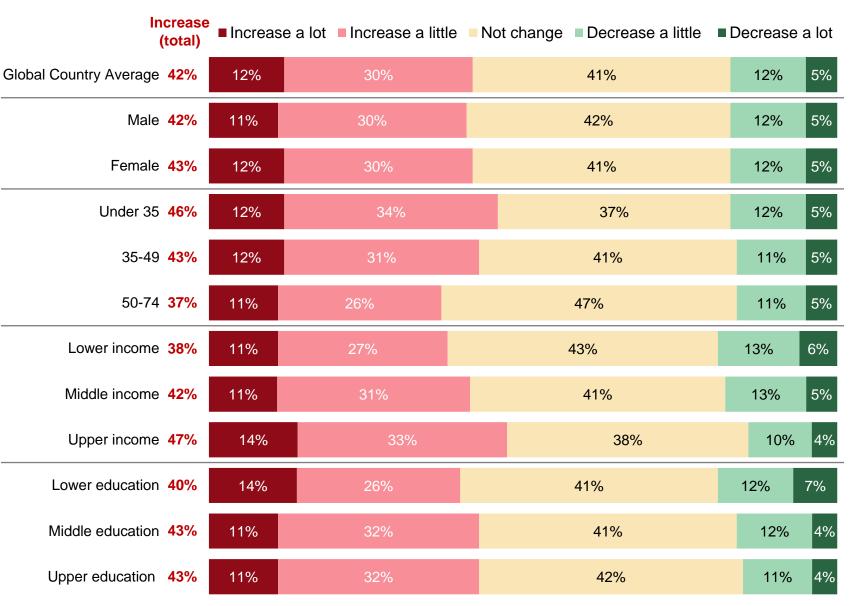
It will...

	icrease (total)	Increase a lot	Increase a little	Not change	Decrease a little	Decrease	a lot
Global Country Average		12%	30%		41%	12%	5%
Romania	62%	25%		37%	22%	11%	5%
Argentina		24%		36%	26%	9%	5%
South Africa	56% I	19%	37%		25%	14%	5%
China	56% l	10%	46%		33%	9%	62%
India		16%	39%		31%	9%	5%
Mexico		13%	42%		28%	14%	4%
Colombia		12%	43%		27%	15%	3%
Peru	55%	10%	44%		28%	14%	3%
Chile	50%	12%	38%		35%	11%	4%
Poland	49%	22%	27%		36%	13%	3%
Russia		17%	31%		38%	9%	5%
Brazil		12%	34%		32%	17%	5%
Malaysia		12%	33%		34%	16%	4%
Saudi Arabia		12%	34%		36%	11%	6%
Hungary		18%	27%		43%		<u> </u>
Turkey		22%	20%	20%	16%	21%	
France	40%	14%	26%		44%	11%	5%
Belgium	40%	11%	29%		44%	12%	4%
Singapore	38%	7%	32%		46%	12%	3%
Great Britain		9%	26%		52%	9%	
Australia	34%		26%		51%	10%	5%
Canada	34%		26%	46		15%	5%
Sweden					57%		6 2%
Germany		8% 22			7%	9%	4%
	30%				1%	10%	6%
United States	29%	8% 219	%	54%		10%	7%
South Korea	29%			549		14%	3%
Netherlands				589		11%	
-	27%			589	%	10%	4%
Japan	16%	% 14%		70%		10%	4%

EXPECTED INCREASE IN HOUSEHOLD SPENDING GLOBAL COUNTRY AVERAGE BY DEMOGRAPHICS

Q. How do you expect your total household spending to change over the next three months compared to now, aside from normal holiday spending?

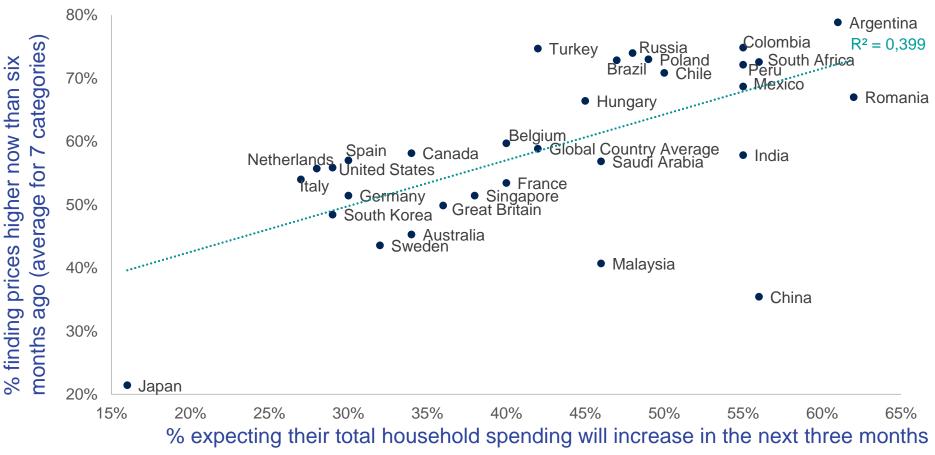
It will...





EXPECTED INCREASE IN SPENDING CLOSELY RELATED TO PERCEIVED INFLATION

China, Malaysia and Japan are outliers



Base: 20,504 online adults aged 16-74 across 30 countries. Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result.



METHODOLOGY

- These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,504 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 21-74 in Singapore, and 16-74 in 25 other countries, between November 19 and December 3, 2021.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- The "Global Country Average" reflects the average results for all the countries where the survey was conducted. It has <u>not</u> been adjusted to the population size of each country and is <u>not</u> intended to suggest a total result.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know," or not-stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.



ABOUT IPSOS

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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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



