THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – February 2022

GAME CHANGERS



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

Background information

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. As Ipsos and our previous brands we have operated in New Zealand since 1992.

The Ipsos New Zealand Issues Monitor tracks what New Zealanders are concerned about, who is worried about what, and which political parties are seen to be best able to improve these matters. From 4th to 11th February, we conducted fieldwork for our 16th Ipsos NZ Issues Monitor report with a total of 1,004 New Zealanders aged 18 and older*.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos because we are curious about the world we live in and how citizens around the globe think and feel about their world.

Please direct all queries to Carin Hercock – phone: 09 538 0500 or email: carin.hercock@ipsos.com or Amanda

Dudding - phone: 04 974 8631 or email: amanda.dudding@ipsos.com





^{*}Note: The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. Significantly higher / lower figures are reported at 95% confidence. Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses. 2 - © Ipsos | NZ Issues Monitor

THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

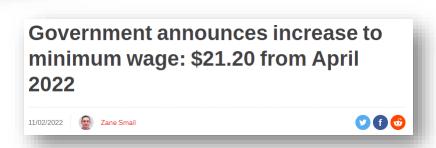
The media context: What was making New Zealand news early February?





Inflation hits 30-year high of 5.9 per cent

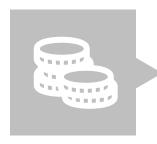
27 Jan, 2022 09:59 AM © 6 minutes to read





KEY FINDINGS – FEBRUARY 2022

Top issues in New Zealand



Inflation / cost of living has emerged as **the most important** issue facing New Zealanders for the first time since we started tracking in 2018. It has consistently appeared amongst the top-5 issues but it has increased significantly this wave (53% vs. 31% in Oct '21).

Historically, *housing* has been the most commonly mentioned issue facing almost every measure since reporting began. However, this measure it has been pushed to 2nd place after *inflation / cost of living*. New Zealanders. It is still high though with 51% of New Zealanders expressing concerns about housing.





Petrol prices / fuel (25%) has jumped up to #4 in Feb '22. This is the second time since 2018 this issue has increased in prominence, earlier, it had increased in Oct '18 after the regional fuel tax announcement.

Healthcare / hospitals #3 (27%) and economy #5 (24%) are the other top 5 issues facing new Zealanders.

Government performance & political parties



The government's **performance rating** continues to decline this measure after reaching all time high levels during the height of the pandemic in 2020. Ratings have now dropped to the pre-COVID-19 levels.

The Labour Party's **perceived capability** of managing the different issues facing New Zealand increased significantly after the initial COVID-19 response in 2020, and it was considered to be the party most capable in managing all but one of the issues facing New Zealanders in June 2020.

However, New Zealander's confidence in their ability to manage a number of the top issues has reduced throughout the second half of 2020 and now in the current measure, the National party has overtaken Labour as being perceived by more New Zealanders as most capable of managing seven of the 20 issues, including four of the top five.

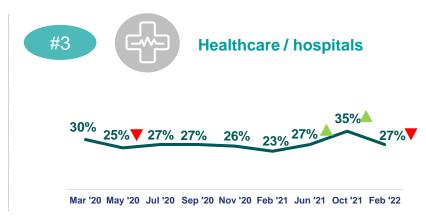
More New Zealanders feel the Green Party is best equipped in managing *climate* and *environmental pollution & water concerns* and that te Pāti Māori Party are best placed to manage *issues facing Māori*.

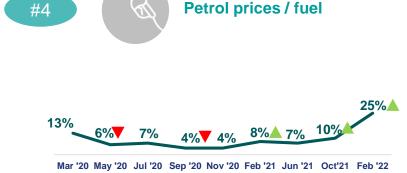


KEY FINDINGS – THE TOP ISSUES

Inflation / cost of living has significantly increased (doubling since Jun 21), and is now ahead of housing, making it the most common important issue. Housing remains a key issue for more than half of New Zealanders. Concerns for petrol prices / fuel have more than doubled since October 21, bringing it into fourth place.

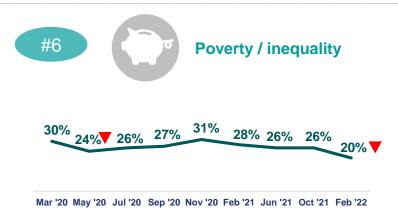








.53% **T** 54%



Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=1,000), May '20 5 - © Ipsos | NZ Issues Monitor







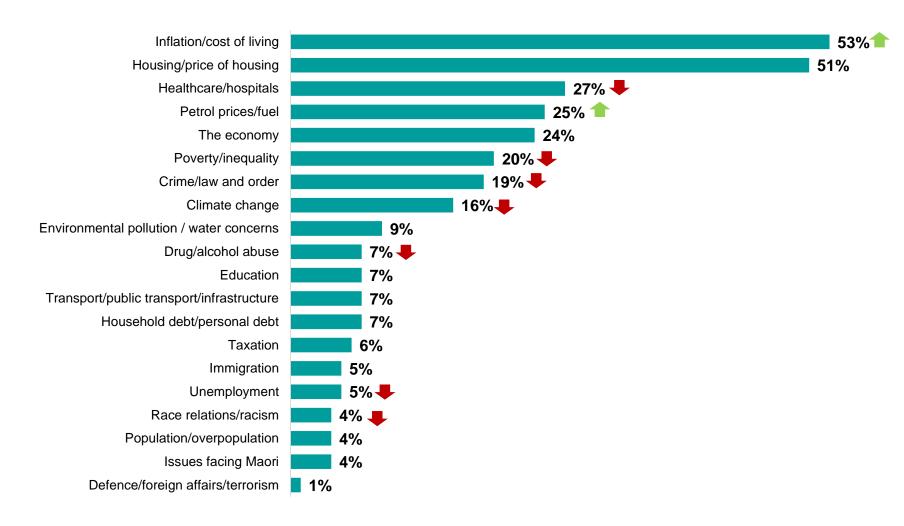
THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

(February '22)



Women are more likely than men to be concerned with *inflation / cost of living* (Women 59% vs Men 46%)

Concerns for *healthcare* and *crime* are more prevalent amongst older age groups (Healthcare: Under 50 years 22% vs 50+ years 34%; Crime: Under 50 years 13% vs 50+ years 27%)



Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample (n=1,004)



TOP-5 ISSUES

The top 3 issues have remained consistent since June '21 with a change in order of importance this measure bringing *inflation* / cost of living into the top spot for the first time. The significant increase in concerns for *petrol prices* / *fuel* has pushed it into the top 5 for the first time since 2018.

	MAR '20 (n=610)	MAY '20 (n=1,000)	JUL '20 (n=1,000)	SEP '20 (n=1,000)	NOV '20 (n=1,001)	FEB '21 (n=1,000)	JUN '21 (n=1,003)	OCT '21 (n=1,003)	FEB '22 (n=1,004)
1	Housing / Price of Housing 49%	Economy 47%	Economy 40%	Economy 42%	Housing / Price of Housing	Housing / Price of Housing	Housing / Price of Housing	Housing / Price of 54% Housing	Inflation / Cost of Living 53% indicates sign
2	Healthcare / Hospitals 30%	Unemployment 41%	Housing / Price of 34% Housing	Housing / Price of 37% Housing	Economy 34%	Poverty / 28% inequality	Healthcare / Hospitals 27%	Healthcare / Hospitals 35%	Inflation / Cost of Living Housing / Price of Housing To indicates significant increase in the control of the
3	Poverty / Inequality 30%	Housing / Price of 33% Housing	Unemploymen t 31%	Unemploymen t 27%	Poverty / 31% Inequality	Inflation / 24% Cost of Living	Inflation / 27% Cost of Living	Inflation / Cost of 31% Living	
4	Inflation / 25% Cost of Living	Healthcare / 25% Hospitals	Healthcare / 27% Hospitals	Healthcare / 27% Hospitals	Healthcare / 26% Hospitals	Economy 23%	Poverty / 26% inequality	Poverty / 26% inequality	Healthcare / Hospitals 27% Petrol prices/fuel 25% Economy 24%
5	Crime / Law 25%	Poverty / Inequality	Poverty / 26% Inequality	Poverty / 27% Inequality	Inflation / 23% Cost of Living	Healthcare / 23%	Economy 22%	Crime / Law 24%	Economy 24%
	Only a few COVID-19 cases in NZ	NZ moves out of level 4 lockdown	Alert Level 1	Alert Level 2 (second wave of cases)	Alert Level 1 / first wave post-election	Alert Level 1 / fieldwork overlapped with 'snap lockdown'	Alert Level 1	Northland, Auckland and Waikato - Alert Level 3 Rest of NZ – Alert level 2	New COVID-19 Solution framework

Q: What would you say are the three most important issues facing New Zealand today?

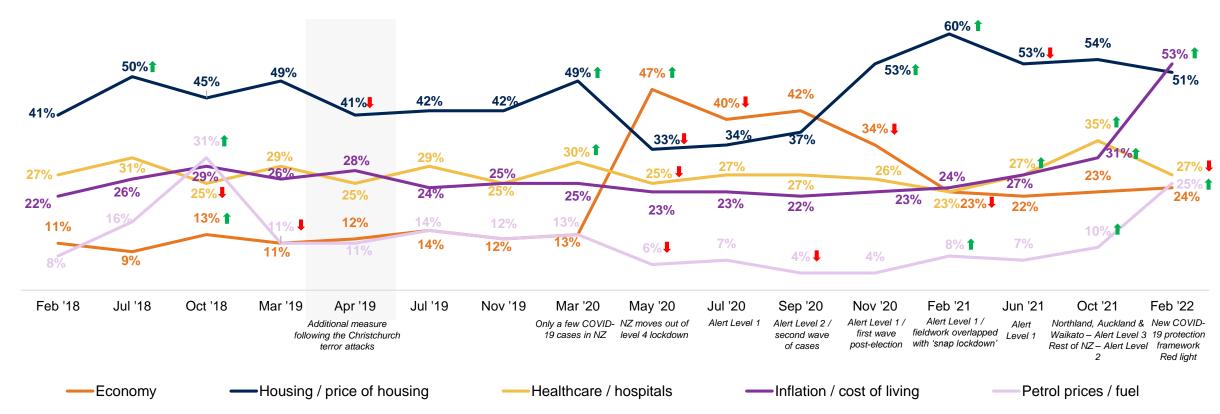
Base: Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20





TOP-5 ISSUES OVER TIME

Inflation / cost of living has increased significantly over the past two measures and is now double the usual level of around 25%. Petrol prices / fuel made it to the top-5 in Oct '18 (with the regional fuel tax announcement) and has now appeared in the top-5 for the second time. Housing / price of housing has remained consistently high, although saw a dip during the 2020 COVID-19 wave, when economy increased dramatically. Healthcare / hospitals has been in the top-5 issues since tracking began in 2018.



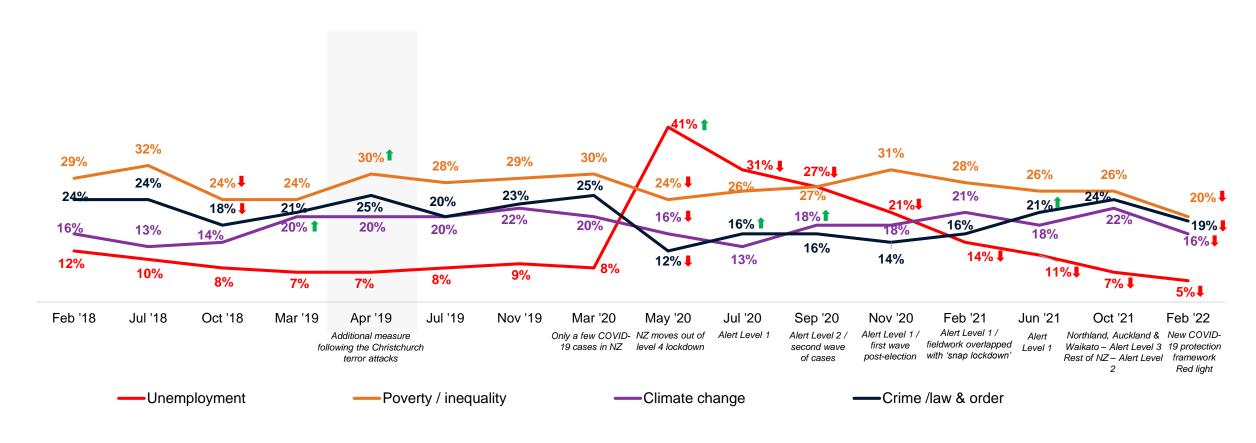
Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)



NOTEWORTHY ISSUES

Concerns for *unemployment* have continued to decline after skyrocketing near the end of the first COVID-19 lockdown. *Poverty / inequality, crime / law & order* and *climate change* have declined this wave.



Q: What would you say are the three most important issues facing New Zealand today?

Base: Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=610), Feb '18 (n=610)





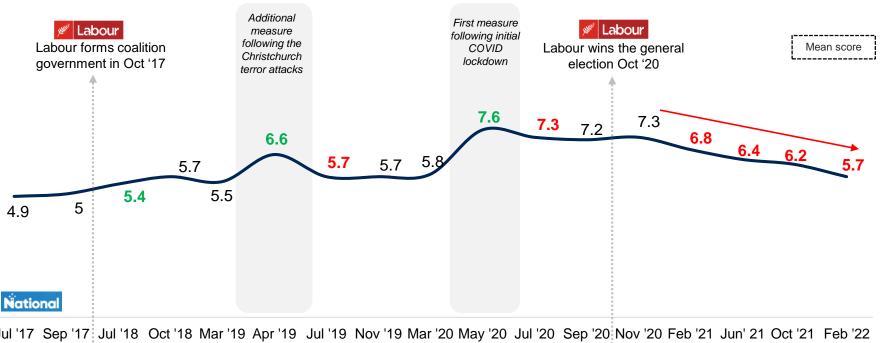
RATING OF GOVERNMENT OVER LAST 6 MONTHS

Rating of the government performance increased significantly following the Christchurch terror attacks and after the initial COVID-19 response in 2020 but have declined steadily since November 2020 and are now back down to levels seen in late 2018.

48% of all respondents gave the current Labour government a rating of 7-10 out of 10 and 24% gave a rating of 0-3.

Key Demographic Differences

Those with lower annual household income (< \$50.000) have on average rated Labour higher (6.1).



Jul '17 Sep '17 Jul '18 Oct '18 Mar '19 Apr '19 Jul '19 Nov '19 Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun' 21 Oct '21 Feb '22

Top 4 (7–10)	26%	31%	38%	42%	41%	60%	43%	44%	45%	75%	72%	70 %	70%	63%	58%	54%	48%
Neutral (4-6)	47%	40%	36%	35%	32%	24%	34%	35%	34%	17%	17%	19%	18%	23%	24%	25%	27%
Bottom 4 (0-3)	27%	30%	22%	20%	23%	12%	19%	18%	18%	6%	8%	9%	8%	10%	15%	18%	24%
Don't know	0%	0%	4%	4%	4%	4%	4%	4%	4%	2%	3%	2%	4%	3%	3%	2%	2%

Q: Overall, how would you rate the government for its job in the last 6 months from 0 to 10, where 0 means 'abysmal' and 10 means 'outstanding'?

Base: Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), May '20 (n=1,000), May '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Sep '17 (n=500), Jul '17 (n=501)





POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

This wave, the National party has overtaken Labour as being perceived by New Zealanders as most capable of managing four of the top-5 issues, a significant shift compared to June '21 when Labour was seen as most capable of managing 19 of the 20 issues (with Māori party seen as most capable for managing *issues facing Māori*).

ISSUE	POLITICAL PARTY
1: Inflation / Cost of Living	National
2: Housing / Price of Housing	National
3: Healthcare / Hospitals	⊯ Labour
4: Petrol prices / fuel	National
5: The Economy	National
6: Poverty / Inequality	Labour
7: Crime / Law & Order	National
8: Climate change	Green
9: Environmental pollution	Green
10=: Drug / alcohol abuse	# Labour

ISSUE	POLITICAL PARTY
10=: Education	⊯ Labour
10=: Transport / Public Transport / Infrastructure	National
10=: Household debt / Personal debt	₩ Labour
14: Taxation	National
15=: Immigration	⊯ Labour
15=: Unemployment	₩ Labour
17=: Race relations / Racism	⊯ Labour
17=: Population / Overpopulation	⊯ Labour
17=: Issues facing Māori	m <mark>ā</mark> əri
20: Defence / Foreign Affairs	✓ Labour National

Q: Please select the political party that you believe is most capable of managing each of the following issues:

Base: Total sample Feb '22 (n=1,004)



#1 ISSUE - INFLATION / COST OF LIVING

National has overtaken Labour for the first time since Oct '18, in being the party that New Zealanders perceive to be the most capable of managing this issue.

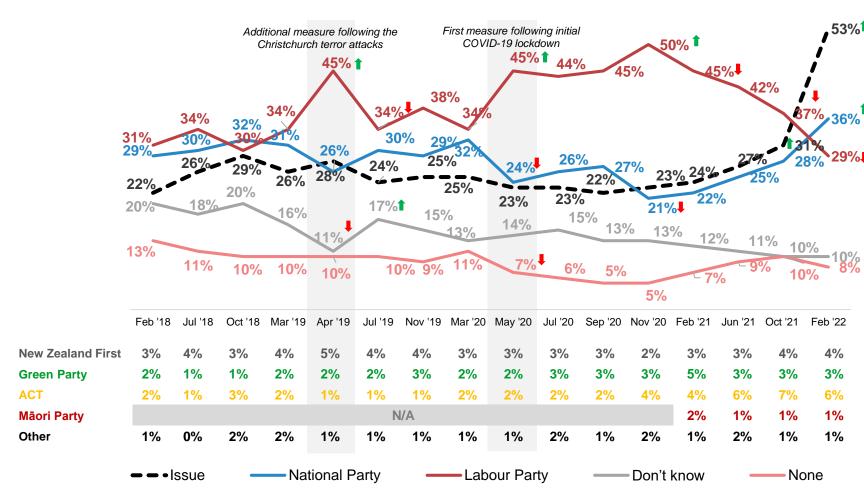


Inflation / cost of living has seen a dramatic increase this wave, overtaking housing / price of housing to become the most commonly specified issue.

Labour's perceived ability to handle this issue has been steadily decreasing since November '20 and now National has more respondents perceiving them as most capable to handle this issue.

Those living in Wellington (41%) and those aged over 65 years (40%) are significantly less likely to say inflation / cost of living is an issue (41%).

Those with a household income of \$50-100k are significantly more likely to mention this as an issue (60%). 46% of men mention cost of living compared to 59% of women.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Inflation / cost of living

Base: Approx. n=610 per wave, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,001), Feb '21 (n=1,000), Jun '21 (n=1,003), Oct '21 (n=1,003), Feb '22 (n=1,004)



SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

Voice of New Zealanders



"They need to change and think of all the retired people in this country and increase pensions to keep up with the cost of living."

Hawkes Bay, part-time, TAHI*: \$15k-\$30k



"Labour needs to improve a lot; the cost of living to wages people earn is hard! Something needs to be done regarding first home buyers and the increase in fuel prices."

Northland, full-time employment, TAHI*: \$60k-\$80k



"Something needs to change when it comes to the cost of living in NZ; I'm struggling to make ends meet as a single 24 year old working full-time and worry I won't ever be able to buy a house and I know many more New Zealander's feel the same way."

Waikato, full-time employment, TAHI*: Prefer not to say



"Fix the housing crisis and make the cost of living within Auckland lower."

Auckland City, student, TAHI*: Prefer not to say



"Create more affordable housing. Take GST off food and reduce petrol tax."

Manawatu / Whanganui, retired, TAHI*: \$30k-\$50k



"Break the supermarket duopoly to lower the cost of living; remove GST from fruit and vegetables and higher taxes for unhealthy foods."

Greater Auckland, not in paid work and not seeking work, TAHI*: \$140k-\$160k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question) **Base:** Total sample Feb '22 (n=1,004)



#2 ISSUE - HOUSING / PRICE OF HOUSING

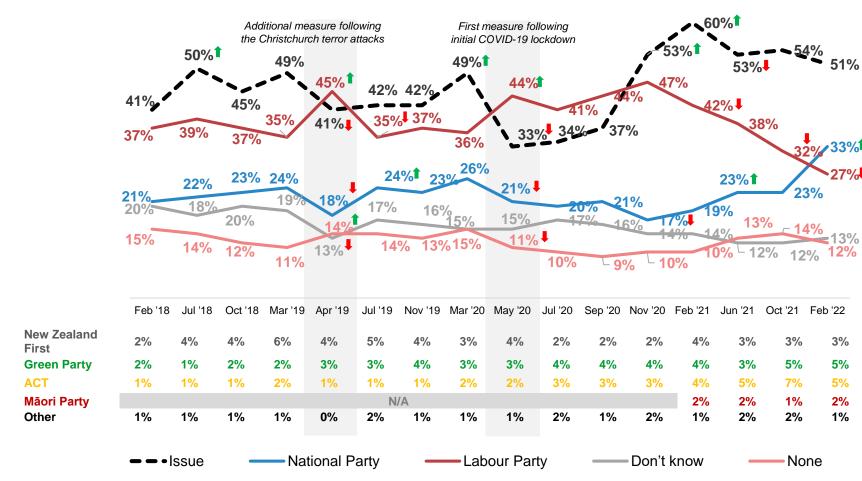
National is now seen as the most capable party in managing *housing / price of housing*, with more people considering them as most capable than ever before.



Concerns about *housing & the price of housing* has fallen behind inflation / cost of living to become the #2 issue in New Zealand.

This issue is felt across the country, with no significant differences by region.

In Oct '21, Labour held a significant 9-percentage point lead over the National Party in terms of being seen as most capable for managing the *housing* issue but has since lost this lead, overtaken by the National Party by 6-percentage points.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Housing / price of housing

Base: Approx. n=610 per wave, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,001), Feb '21 (n=1,000), Jun '21 (n=1,003), Oct '21 (n=1,003), Feb '22 (n=1,004)





SUGGESTIONS TO IMPROVE HOUSING ISSUES

Voice of New Zealanders



"Tackle housing costs by implementing GCT & LVT; and expand public housing."

Wellington, not in paid employment but seeking work, TAHI*: Less than \$15k



"The public who have a low/or average amount in their Kiwisaver should be able to buy off the grid housing or tiny houses with their Kiwisaver money. At present they can only buy land with these funds."

Waikato, not in paid employment but seeking work, TAHI*: \$15k-\$30k



"Enhance opportunities for lower socio-economic groups to realistically be able to access affordable, warm and safe housing, rental and other accommodation. Over time, eliminate temporary housing solutions like motels etc."

Wellington, retired, TAHI*: \$30k-\$50k



"Something needs to be done about the housing market especially in Auckland. There are government schemes to help first home buyers but it Pacific Islanders who usually have large families so its hard to save up for the 20% deposit for a home loan when trying to support a household of four or more with only two income earners in a house."

Auckland city, part-time employment, TAHI*: \$50k-\$60k



"Government needs to purchase all empty houses and use those for the housing shortage."

Greater Auckland, not in paid employment but seeking work, TAHI*: \$50k-\$60k



"Address housing supply issues and costs by providing schemes which are for first home buyers and families in line with current house prices e.g. increasing the cap on house purchase values under the First Home Grant"

Wellington, full-time employment, TAHI*: \$60k-\$80k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question) **Base:** Total sample Feb 22' (n=1,004)



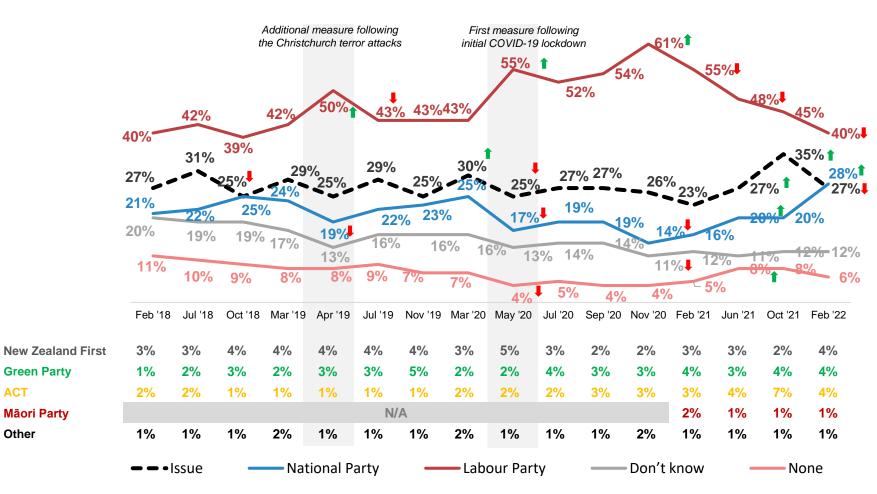
#3 ISSUE - HEALTHCARE / HOSPITALS

Labour remain the party more New Zealanders believe to be the most capable in managing *healthcare / hospitals*, however the gap narrows, as Labour's perceived capability falls and National's rises.



Healthcare / hospitals has experienced a decrease from second to the third most important issue for New Zealanders.

While Labour remains to be seen as capable of managing healthcare / hospitals by more New Zealanders, the gap between Labour and National is decreasing. Since a peak in Nov '20, Labour has continued to fall, now 21 percentage points lower. National has risen 8 percentage points from Oct' 21, to its highest level since recording began in Feb 18'.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Healthcare / hospitals

Base: Approx. n=610 per wave, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,000), Feb '21 (n=1,000), Jun '21 (n=1,003), Oct '21 (n=1,003), Feb '21 (n=1,004)





SUGGESTIONS TO IMPROVE HEALTHCARE

Voice of New Zealanders



"Ensure healthcare workers are getting paid well."

Canterbury, full-time employment, TAHI*: \$80k-\$100k



"Concentrate on providing better health care – shorter waiting times for hospital appointments & surgery."

Waikato, not in paid employment and not seeking work, TAHI*: \$30k-\$50k



"They need to keep going with what they have started and change the way the health system and welfare system operate. They need to change the culture in these department."

Canterbury, Retired, TAHI*: \$15k-\$30k



"The government needs to work with healthcare experts and Māori to overhaul the healthcare system so that is robust and works for everyone."

Wellington, self-employed, TAHI*: \$100k-\$120k



"The government needs to desperately improve healthcare and mental health services and access to them. Releasing an app for mental wellbeing is not good enough. We need good psychologists/counsellors/therapists and more doctors/nurses and investments in our hospital facilities."



"Greater investment in healthcare, increase staff numbers, improve work conditions and increase service availability."

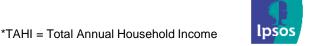
Waikato, full-time employment, TAHI*: \$50k-\$60k

Waikato, full-time employment, TAHI*: \$60k-\$80k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: Total sample Feb '22 (n=1,004)





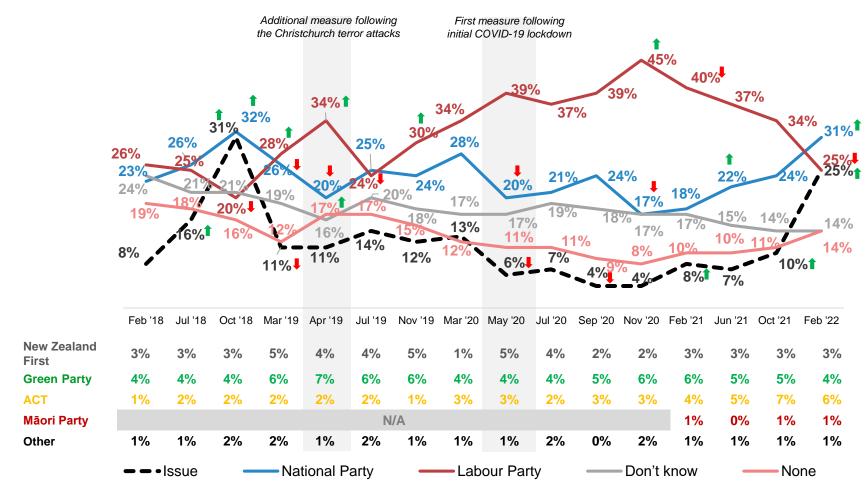
#4 ISSUE - PETROL PRICES / FUEL

National is now to seen to be the party most capable of managing the issue of petrol prices / fuel, with the proportion who perceive Labour as most capable for handling the issue falling significantly since October '21.



Petrol prices / fuel is now the fourth most important issue to New Zealanders.

This wave, the National party has overtaken the Labour party in terms of being perceived by more New Zealanders as being the party most capable of managing *petrol prices / fuel.* Compared to Oct '21, National has risen by 7 percentage points from 24% to 31%, while Labour has fallen by 9 percentage points from 34% to 25%.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Petrol Prices / fuel

Base: Approx. n=610 per wave, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,000), Feb '21 (n=1,000), Jun '21 (n=1,000), Oct '21 (n=1,000), Feb '22 (n=1,004)



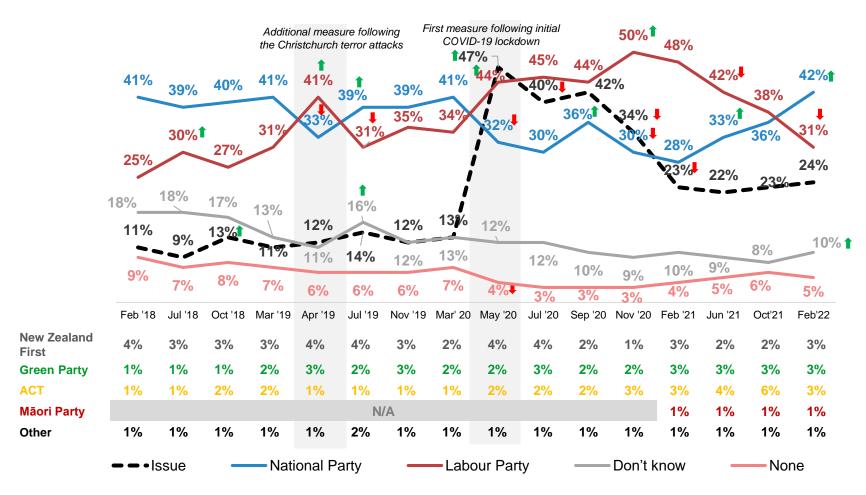
#5 ISSUE - THE ECONOMY

More New Zealanders now believe that the National party is the most capable party in New Zealand at managing the economy, with Labour continuing to slide since Nov' 20.



Poverty / inequality is the fifth most important issue to New Zealanders this wave.

Confidence in the Labour party for managing poverty / inequality has declined from 50% in Nov '20 to 31% in Feb '22. Meanwhile, more New Zealanders continue to believe that the National party is the most capable at managing this issue, having continued to rise since Feb '21, now overtaking Labour. National has risen by 6 percentage points from 36% in Oct '21 to 42% in Feb '22.



Q: Please select the political party that you believe is most capable of managing each of the following issues: The Economy

Base: Approx. n=610 per wave, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,001), Feb '21 (n=1,000), Jun '21 (n=1,003), Oct '21 (n=1,003), Feb '22 (n=1,004)





TOP-10 ISSUES – NZ VS AUSTRALIA



New Zealand's top 2 issues of Inflation / cost of living and housing / price of housing are selected by over 50% of respondents and considerably higher than other issues, whereas the Australian issues are more evenly spread.

Inflation/cost of living and Healthcare are in the top 3 of both countries. Housing remains a more prominent issue in New Zealand (51%) compared to Australia (32%) whereas concerns for the economy are higher in Australia (33%) vs New Zealand (24%).

Petrol prices are a common issue in both countries but is of a higher concern in New Zealand (25%) vs Australia (17%).

Base: February 2022 – New Zealand (n=1,004), Australia (n=1000)



1	Inflation/cost of living	53%
2	Housing/price of housing	51%
3	Healthcare/hospitals	27%
4	Petrol prices/fuel	25%
5	Economy	24%
6	Poverty/inequality	20%
7	Crime/law and order	19%
8	Climate change	16%
9	Environmental pollution / water concerns	9%
10=	Drug/alcohol abuse	7%
10=	Education	7%
10=	Transport/public transport/infrastructure	7%
10=	Household debt/personal debt	7%



1	Healthcare	43%
2	Cost of living	39%
3	Economy	33%
4	Housing	32%
5	Environment	22%
6=	Petrol prices	17%
6=	Poverty	17%
8	Crime	16%
9	Unemployment	13%
10	Education	10%



SAMPLE DEMOGRAPHICS – FEBRUARY '22



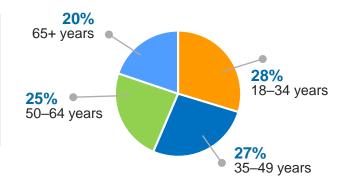
1,004 respondents

were interviewed online in February 2022 using online panels



The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points

Results are weighted by age, gender and region to ensure they reflect the New Zealand population





Employment status

43% Full-time **7%** Not in paid work but

18% Retired seeking work

13% Part-time 7% Self-employed

8% Not in paid work & 5% Student

not seeking work



Highest education completed*

37% (None + Level 1–3)

47% Level 4–7

15% Level 8-10

1% Don't know

Sample sizes over time

- Feb '22 (n=1,004) Mar '20 (n=610)
- Oct '21 (n=1,003) Nov '19 (n=610)
- Jun '21 (n=1,003) Jul '19 (n=610)
- Feb '21 (n=1,000) Apr '19 (n=615)
- Nov '20 (n=1,001) Mar '19 (n=614)
- Sep '20 (n=1,000) Oct '18 (n=610)
- Jul '20 (n=1,000) Jul '18 (n=611)
- May '20 (n=1,000)
 Feb '18 (n=610)



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.

*Level 1–3 (NCEA level 1–3; NZ school certificate; national certificate)
Level 4–7 (graduate certificates and diplomas; bachelor's degree)
Level 8–10 (postgraduate certificates / degree; master's degree; doctoral degree)



THE TEAM

Carin Hercock

Managing Director

carin.hercock@ipsos.com

+64 21 394 508

Amanda Dudding
Research Director
amanda.dudding@ipsos.com
+64 21 612 264

Yazad Karkaria Senior Research Manager yazad.karkaria@ipsos.com

Christabel Tan
Research Manager
christabel.tan@ipsos.com

Aidan Fenwick
Research Executive
aidan.fenwick@ipsos.com



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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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 knowhow 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

GAME CHANGERS

