



## TOPLINE & METHODOLOGY

### Knight Foundation Social Media Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: January 27 to January 29, 2023

Number of interviews, adults: 1,021

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. How concerned are you, if at all, about each of the following...?

#### Total Concerned Summary

|   | <b>Total<br/>(N=1,021)</b> | <b>Democrat<br/>(N=296)</b> | <b>Republican<br/>(N=285)</b> | <b>Independent<br/>(N=324)</b> |
|---|----------------------------|-----------------------------|-------------------------------|--------------------------------|
| The impact of social media on children's mental health      | 86                         | 89                          | 87                            | 86                             |
| Technology companies collecting personal data               | 82                         | 88                          | 85                            | 79                             |
| False or misleading information on social media             | 82                         | 89                          | 77                            | 82                             |
| Algorithms serving inappropriate online content to children | 82                         | 86                          | 86                            | 77                             |
| Online advertisements that target children                  | 80                         | 84                          | 84                            | 75                             |
| Bullying on social media                                    | 76                         | 85                          | 70                            | 74                             |
| Anticompetitive business practices by technology companies  | 63                         | 68                          | 66                            | 59                             |
| Censorship or "being canceled" on social media              | 46                         | 33                          | 63                            | 46                             |

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1. How concerned are you, if at all, about each of the following...? (Continued)

a. Technology companies collecting personal data

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 44        | 46        | 48         | 42          |
| Somewhat concerned         | 38        | 42        | 37         | 37          |
| Not very concerned         | 11        | 9         | 10         | 14          |
| Not at all concerned       | 6         | 3         | 4          | 8           |
| Skipped                    | *         | -         | 1          | -           |
| <i>Concerned (net)</i>     | <i>82</i> | <i>88</i> | <i>85</i>  | <i>79</i>   |
| <i>Not Concerned (net)</i> | <i>17</i> | <i>12</i> | <i>14</i>  | <i>22</i>   |

b. False or misleading information on social media

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 51        | 62        | 44         | 50          |
| Somewhat concerned         | 31        | 27        | 33         | 32          |
| Not very concerned         | 9         | 6         | 14         | 8           |
| Not at all concerned       | 8         | 4         | 8          | 10          |
| Skipped                    | 1         | -         | 1          | 1           |
| <i>Concerned (net)</i>     | <i>82</i> | <i>89</i> | <i>77</i>  | <i>82</i>   |
| <i>Not Concerned (net)</i> | <i>17</i> | <i>10</i> | <i>22</i>  | <i>18</i>   |

c. Censorship or “being canceled” on social media

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 20        | 9         | 36         | 20          |
| Somewhat concerned         | 26        | 24        | 27         | 26          |
| Not very concerned         | 27        | 37        | 14         | 28          |
| Not at all concerned       | 27        | 29        | 23         | 26          |
| Skipped                    | *         | -         | 1          | -           |
| <i>Concerned (net)</i>     | <i>46</i> | <i>33</i> | <i>63</i>  | <i>46</i>   |
| <i>Not Concerned (net)</i> | <i>54</i> | <i>66</i> | <i>37</i>  | <i>54</i>   |

d. Anticompetitive business practices by technology companies

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 23        | 21        | 27         | 22          |
| Somewhat concerned         | 40        | 47        | 39         | 37          |
| Not very concerned         | 27        | 24        | 23         | 30          |
| Not at all concerned       | 10        | 8         | 9          | 10          |
| Skipped                    | 1         | *         | 1          | 1           |
| <i>Concerned (net)</i>     | <i>63</i> | <i>68</i> | <i>66</i>  | <i>59</i>   |
| <i>Not Concerned (net)</i> | <i>37</i> | <i>32</i> | <i>32</i>  | <i>40</i>   |

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1. How concerned are you, if at all, about each of the following...? (Continued)

e. The impact of social media on children's mental health

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 55        | 54        | 57         | 58          |
| Somewhat concerned         | 31        | 35        | 30         | 28          |
| Not very concerned         | 7         | 7         | 9          | 6           |
| Not at all concerned       | 6         | 4         | 4          | 8           |
| Skipped                    | *         | -         | 1          | -           |
| <i>Concerned (net)</i>     | <i>86</i> | <i>89</i> | <i>87</i>  | <i>86</i>   |
| <i>Not Concerned (net)</i> | <i>13</i> | <i>11</i> | <i>13</i>  | <i>14</i>   |

f. Online advertisements that target children

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 44        | 48        | 46         | 41          |
| Somewhat concerned         | 36        | 36        | 38         | 34          |
| Not very concerned         | 12        | 11        | 11         | 13          |
| Not at all concerned       | 9         | 6         | 5          | 12          |
| Skipped                    | *         | -         | 1          | *           |
| <i>Concerned (net)</i>     | <i>80</i> | <i>84</i> | <i>84</i>  | <i>75</i>   |
| <i>Not Concerned (net)</i> | <i>21</i> | <i>17</i> | <i>16</i>  | <i>25</i>   |

g. Algorithms serving inappropriate online content to children

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 47        | 43        | 52         | 46          |
| Somewhat concerned         | 35        | 43        | 34         | 31          |
| Not very concerned         | 11        | 9         | 9          | 13          |
| Not at all concerned       | 7         | 4         | 4          | 9           |
| Skipped                    | *         | *         | 1          | -           |
| <i>Concerned (net)</i>     | <i>82</i> | <i>86</i> | <i>86</i>  | <i>77</i>   |
| <i>Not Concerned (net)</i> | <i>18</i> | <i>13</i> | <i>13</i>  | <i>22</i>   |

h. Bullying on social media

|                            | Total     | Democrat  | Republican | Independent |
|----------------------------|-----------|-----------|------------|-------------|
| Very concerned             | 44        | 55        | 37         | 45          |
| Somewhat concerned         | 32        | 30        | 33         | 29          |
| Not very concerned         | 15        | 8         | 20         | 16          |
| Not at all concerned       | 9         | 6         | 9          | 10          |
| Skipped                    | *         | -         | 1          | *           |
| <i>Concerned (net)</i>     | <i>76</i> | <i>85</i> | <i>70</i>  | <i>74</i>   |
| <i>Not Concerned (net)</i> | <i>24</i> | <i>14</i> | <i>29</i>  | <i>26</i>   |

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2. Who should be most responsible for preventing harms on each of the following issues?

a. Technology companies collecting personal data

*Base: Did not select "Not at all concerned" for "Technology companies collecting personal data" in Q1*

|                        | Total<br>(N=963) | Democrat<br>(N=287) | Republican<br>(N=271) | Independent<br>(N=303) |
|------------------------|------------------|---------------------|-----------------------|------------------------|
| Social media users     | 8                | 6                   | 12                    | 8                      |
| Social media companies | 25               | 22                  | 26                    | 26                     |
| The federal government | 53               | 60                  | 45                    | 52                     |
| State governments      | 9                | 9                   | 10                    | 9                      |
| No one                 | 4                | 1                   | 6                     | 4                      |
| Skipped                | 1                | 1                   | 2                     | 1                      |

b. False or misleading information on social media

*Base: Did not select "Not at all concerned" for "False or misleading information on social media" in Q1*

|                        | Total<br>(N=935) | Democrat<br>(N=285) | Republican<br>(N=260) | Independent<br>(N=292) |
|------------------------|------------------|---------------------|-----------------------|------------------------|
| Social media users     | 21               | 16                  | 26                    | 21                     |
| Social media companies | 48               | 50                  | 42                    | 51                     |
| The federal government | 20               | 28                  | 15                    | 17                     |
| State governments      | 4                | 3                   | 3                     | 4                      |
| No one                 | 7                | 2                   | 12                    | 6                      |
| Skipped                | 1                | 1                   | 2                     | 1                      |

c. Censorship or "being canceled" on social media

*Base: Did not select "Not at all concerned" for "Censorship or "being canceled" on social media" in Q1*

|                        | Total<br>(N=748) | Democrat<br>(N=207) | Republican<br>(N=219) | Independent<br>(N=244) |
|------------------------|------------------|---------------------|-----------------------|------------------------|
| Social media users     | 26               | 25                  | 23                    | 30                     |
| Social media companies | 38               | 44                  | 34                    | 38                     |
| The federal government | 16               | 15                  | 22                    | 13                     |
| State governments      | 6                | 6                   | 8                     | 4                      |
| No one                 | 13               | 8                   | 12                    | 15                     |
| Skipped                | 1                | 2                   | 2                     | 1                      |

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2. Who should be most responsible for preventing harms on each of the following issues?  
(Continued)

- d. Anticompetitive business practices by technology companies

*Base: Did not select "Not at all concerned" for "Anticompetitive business practices by technology companies" in Q1*

|                        | <b>Total<br/>(N=920)</b> | <b>Democrat<br/>(N=275)</b> | <b>Republican<br/>(N=256)</b> | <b>Independent<br/>(N=293)</b> |
|------------------------|--------------------------|-----------------------------|-------------------------------|--------------------------------|
| Social media users     | 6                        | 3                           | 6                             | 7                              |
| Social media companies | 21                       | 19                          | 24                            | 22                             |
| The federal government | 54                       | 63                          | 47                            | 53                             |
| State governments      | 10                       | 10                          | 10                            | 10                             |
| No one                 | 8                        | 4                           | 11                            | 7                              |
| Skipped                | 1                        | 1                           | 1                             | 1                              |

3. Who should be most responsible for preventing harms on each of the following issues?

- a. The impact of social media on children's mental health

*Base: Did not select "Not at all concerned" for "The impact of social media on children's mental health" in Q1*

|                        | <b>Total<br/>(N=962)</b> | <b>Democrat<br/>(N=286)</b> | <b>Republican<br/>(N=272)</b> | <b>Independent<br/>(N=303)</b> |
|------------------------|--------------------------|-----------------------------|-------------------------------|--------------------------------|
| Social media users     | 5                        | 4                           | 5                             | 5                              |
| Social media companies | 19                       | 21                          | 15                            | 22                             |
| The federal government | 17                       | 22                          | 13                            | 16                             |
| State governments      | 4                        | 3                           | 6                             | 3                              |
| Parents                | 51                       | 46                          | 58                            | 51                             |
| No one                 | 2                        | 3                           | 1                             | 1                              |
| Skipped                | 1                        | 1                           | 2                             | 1                              |

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3. Who should be most responsible for preventing harms on each of the following issues?  
(Continued)

- b. Online advertisements that target children

*Base: Did not select "Not at all concerned" for "Online advertisements that target children" in Q1*

|                        | <b>Total<br/>(N=942)</b> | <b>Democrat<br/>(N=280)</b> | <b>Republican<br/>(N=272)</b> | <b>Independent<br/>(N=290)</b> |
|------------------------|--------------------------|-----------------------------|-------------------------------|--------------------------------|
| Social media users     | 4                        | 4                           | 4                             | 3                              |
| Social media companies | 36                       | 36                          | 32                            | 39                             |
| The federal government | 29                       | 34                          | 23                            | 30                             |
| State governments      | 6                        | 7                           | 6                             | 4                              |
| Parents                | 22                       | 16                          | 30                            | 20                             |
| No one                 | 3                        | 3                           | 3                             | 3                              |
| Skipped                | 1                        | 1                           | 2                             | 1                              |

- c. Algorithms serving inappropriate online content to children

*Base: Did not select "Not at all concerned" for "Algorithms serving inappropriate online content to children" in Q1*

|                        | <b>Total<br/>(N=950)</b> | <b>Democrat<br/>(N=282)</b> | <b>Republican<br/>(N=270)</b> | <b>Independent<br/>(N=297)</b> |
|------------------------|--------------------------|-----------------------------|-------------------------------|--------------------------------|
| Social media users     | 4                        | 4                           | 4                             | 3                              |
| Social media companies | 42                       | 41                          | 37                            | 48                             |
| The federal government | 27                       | 34                          | 27                            | 22                             |
| State governments      | 4                        | 4                           | 4                             | 5                              |
| Parents                | 19                       | 14                          | 25                            | 20                             |
| No one                 | 2                        | 2                           | 3                             | 2                              |
| Skipped                | 1                        | 1                           | 1                             | 1                              |

- d. Bullying on social media

*Base: Did not select "Not at all concerned" for "Bullying on social media" in Q1*

|                        | <b>Total<br/>(N=927)</b> | <b>Democrat<br/>(N=278)</b> | <b>Republican<br/>(N=258)</b> | <b>Independent<br/>(N=292)</b> |
|------------------------|--------------------------|-----------------------------|-------------------------------|--------------------------------|
| Social media users     | 15                       | 14                          | 15                            | 16                             |
| Social media companies | 34                       | 36                          | 25                            | 39                             |
| The federal government | 10                       | 16                          | 9                             | 7                              |
| State governments      | 5                        | 6                           | 6                             | 2                              |
| Parents                | 33                       | 24                          | 41                            | 34                             |
| No one                 | 2                        | 2                           | 2                             | 2                              |
| Skipped                | 1                        | 1                           | 1                             | *                              |

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4. Please rate the following items on how important it for the federal government to address when it comes to social media, with most important = 1 and least important = 5.

Total Most Important (1/2) Summary

|   | Total | Democrat | Republican | Independent |
|---|-------|----------|------------|-------------|
| Algorithms serving inappropriate online content to children | 65    | 68       | 65         | 63          |
| Technology companies collecting personal data               | 63    | 75       | 59         | 59          |
| The impact of social media on children's mental health      | 58    | 63       | 55         | 58          |
| Online advertisements that target children                  | 57    | 64       | 52         | 55          |
| False or misleading information on social media             | 55    | 69       | 42         | 54          |
| Bullying on social media                                    | 49    | 56       | 44         | 48          |
| Anticompetitive business practices by technology companies  | 46    | 55       | 40         | 47          |
| Censorship or "being canceled" on social media              | 29    | 27       | 34         | 25          |

a. Technology companies collecting personal data

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 38        | 44        | 35         | 36          |
| 2                              | 25        | 31        | 24         | 23          |
| 3                              | 23        | 17        | 25         | 25          |
| 4                              | 6         | 4         | 6          | 8           |
| 5 – Least important            | 5         | 3         | 6          | 4           |
| Skipped                        | 3         | 1         | 4          | 4           |
| <i>Important 1/2 (net)</i>     | <i>63</i> | <i>75</i> | <i>59</i>  | <i>59</i>   |
| <i>Not Important 4/5 (net)</i> | <i>11</i> | <i>7</i>  | <i>12</i>  | <i>12</i>   |

b. False or misleading information on social media

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 34        | 46        | 23         | 34          |
| 2                              | 21        | 23        | 19         | 20          |
| 3                              | 22        | 15        | 24         | 26          |
| 4                              | 9         | 10        | 12         | 6           |
| 5 – Least important            | 11        | 5         | 19         | 10          |
| Skipped                        | 3         | 1         | 2          | 4           |
| <i>Important 1/2 (net)</i>     | <i>55</i> | <i>69</i> | <i>42</i>  | <i>54</i>   |
| <i>Not Important 4/5 (net)</i> | <i>20</i> | <i>15</i> | <i>31</i>  | <i>16</i>   |

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4. Please rate the following items on how important it for the federal government to address when it comes to social media, with most important = 1 and least important = 5. *(Continued)*

c. Censorship or “being canceled” on social media

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 16        | 12        | 20         | 14          |
| 2                              | 13        | 15        | 14         | 11          |
| 3                              | 26        | 19        | 25         | 30          |
| 4                              | 14        | 18        | 13         | 12          |
| 5 – Least important            | 29        | 34        | 25         | 30          |
| Skipped                        | 3         | 1         | 3          | 3           |
| <i>Important 1/2 (net)</i>     | <i>29</i> | <i>27</i> | <i>34</i>  | <i>25</i>   |
| <i>Not Important 4/5 (net)</i> | <i>43</i> | <i>52</i> | <i>38</i>  | <i>42</i>   |

d. Anticompetitive business practices by technology companies

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 26        | 26        | 24         | 29          |
| 2                              | 20        | 29        | 16         | 18          |
| 3                              | 31        | 30        | 32         | 29          |
| 4                              | 11        | 9         | 12         | 12          |
| 5 – Least important            | 9         | 6         | 12         | 8           |
| Skipped                        | 3         | 1         | 3          | 4           |
| <i>Important 1/2 (net)</i>     | <i>46</i> | <i>55</i> | <i>40</i>  | <i>47</i>   |
| <i>Not Important 4/5 (net)</i> | <i>20</i> | <i>15</i> | <i>24</i>  | <i>20</i>   |

e. The impact of social media on children's mental health

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 38        | 40        | 37         | 38          |
| 2                              | 20        | 23        | 18         | 20          |
| 3                              | 25        | 22        | 27         | 26          |
| 4                              | 8         | 10        | 9          | 7           |
| 5 – Least important            | 6         | 4         | 8          | 6           |
| Skipped                        | 3         | 1         | 3          | 4           |
| <i>Important 1/2 (net)</i>     | <i>58</i> | <i>63</i> | <i>55</i>  | <i>58</i>   |
| <i>Not Important 4/5 (net)</i> | <i>14</i> | <i>14</i> | <i>17</i>  | <i>13</i>   |



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4. Please rate the following items on how important it for the federal government to address when it comes to social media, with most important = 1 and least important = 5. *(Continued)*

f. Online advertisements that target children

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 34        | 35        | 34         | 32          |
| 2                              | 23        | 29        | 18         | 23          |
| 3                              | 25        | 19        | 26         | 28          |
| 4                              | 9         | 10        | 10         | 7           |
| 5 – Least important            | 7         | 5         | 9          | 6           |
| Skipped                        | 3         | 1         | 3          | 4           |
| <i>Important 1/2 (net)</i>     | <i>57</i> | <i>64</i> | <i>52</i>  | <i>55</i>   |
| <i>Not Important 4/5 (net)</i> | <i>16</i> | <i>15</i> | <i>19</i>  | <i>13</i>   |

g. Algorithms serving inappropriate online content to children

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 42        | 41        | 41         | 42          |
| 2                              | 23        | 27        | 24         | 21          |
| 3                              | 20        | 19        | 19         | 21          |
| 4                              | 7         | 8         | 7          | 7           |
| 5 – Least important            | 5         | 4         | 7          | 4           |
| Skipped                        | 2         | 1         | 3          | 4           |
| <i>Important 1/2 (net)</i>     | <i>65</i> | <i>68</i> | <i>65</i>  | <i>63</i>   |
| <i>Not Important 4/5 (net)</i> | <i>12</i> | <i>12</i> | <i>14</i>  | <i>11</i>   |

h. Bullying on social media

|                                | Total     | Democrat  | Republican | Independent |
|--------------------------------|-----------|-----------|------------|-------------|
| 1 – Most important             | 32        | 35        | 29         | 31          |
| 2                              | 17        | 21        | 15         | 17          |
| 3                              | 25        | 23        | 23         | 27          |
| 4                              | 11        | 11        | 15         | 10          |
| 5 – Least important            | 12        | 8         | 15         | 11          |
| Skipped                        | 3         | 1         | 2          | 5           |
| <i>Important 1/2 (net)</i>     | <i>49</i> | <i>56</i> | <i>44</i>  | <i>48</i>   |
| <i>Not Important 4/5 (net)</i> | <i>23</i> | <i>19</i> | <i>30</i>  | <i>21</i>   |



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### About the Study

This Knight Foundation poll conducted by Ipsos was conducted January 27 to January 29, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 adults age 18 or older. The sample includes 296 Democrats, 285 Republicans, and 324 independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000–\$49,999, \$50,000–\$74,999, \$75,000–\$99,999, \$100,000–\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. For Democrats, the margin of sampling error is 6.1 and the design effect is 1.16. For Republicans, the margin of sampling error is 6.1 and the design effect is 1.12. For independents, the margin of sampling error is 5.8 and the design effect is 1.15. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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