

# WORLD REFUGEE DAY

Global attitudes towards refugees

June 2023



# Introduction

This report presents the latest findings from an Ipsos global survey of over 20,000 adults across 29 countries for World Refugee Day 2023. The research seeks to shed a light on the magnitude of the refugee issue, and to contribute to a better global understanding of public support for refugees.

Over the last decade, the number of internationally displaced people has more than doubled, and in 2022 it surpassed 100 million for the first time, up from 84 million in mid-2021. Numbers are predicted to continue to rise, with UNHCR (UN Refugee Agency) estimating that 117.2 million people will be forcibly displaced or stateless in 2023. The growing effects of the climate emergency, increased wars/conflicts, cost of living crises and concerning global economic outlook exacerbate existing displacement crises.

As rates of displacement and refugee populations continue to rise, it is important to understand the attitudes and behaviours of host communities towards refugees.

## Our research found:

- While attitudes towards refugees became more positive in 2022 in the aftermath of the invasion of Ukraine, they have since dampened slightly in a number of countries. Nevertheless, overall public support for the principle of giving people refuge remains high at 74% and is still more positive than in 2021 when the pandemic led to increased concern about borders\*.
- A third of people (33%) have taken personal action in support of refugees in the past 12 months though, again, fewer people reported taking action than in 2022.
- The public is supportive of allowing refugees who are currently in their country to stay (eight in ten support this). However, they are divided on whether further refugees should be allowed (40% support allowing more; 41% do not). One in five (19%) think that refugees in their

country should be deported and no further allowed.

- As in previous years, the public remains concerned that refugees to their country are not genuine (58%) and would not successfully integrate into their new society (43%).
- These concerns are reflected in the levels of support for policies designed to deter asylum seekers. On balance, more people support than oppose restricting the movement of refugees until their asylum claim has been successfully processed (42% support, 28% neither support nor oppose and 19% oppose), and sending asylum seekers to another host country to deter others (31% support, 31% neither support nor oppose and 26% oppose).

\* Please note that the countries surveyed change each year, so the Global Country Averages from different years are not directly comparable.



# ATTITUDES TOWARDS REFUGEES



**In all of the 29 countries surveyed, the majority of the public support the principle of giving refuge to people escaping war or persecution.**

**However, support has dampened in a number of countries compared to 2022.**

Q.

Thinking about your country, do you agree or disagree with the following statements?

Across the 29 countries surveyed, 3 in 4 of the public agree with the principle of giving refuge to people who are escaping war or persecution. However, views are divided on whether further refugees should be allowed to enter at this time.

There are also concerns that most refugees are not genuine, and doubts over refugees' integration and contribution to the host country.

### Global Country Average

Agree

Disagree

People should be able to take refuge in other countries, including in [COUNTRY], to escape from war or persecution

74%

20%

Most foreigners who want to get into my country as a refugee really aren't refugees. They just want to come here for economic reasons, or to take advantage of our welfare services

58%

33%

Most refugees who come to [COUNTRY] will successfully integrate into their new society

49%

43%

Refugees make a positive contribution to [COUNTRY]

45%

44%

We must close our borders to refugees entirely – we can't accept any at this time

43%

49%

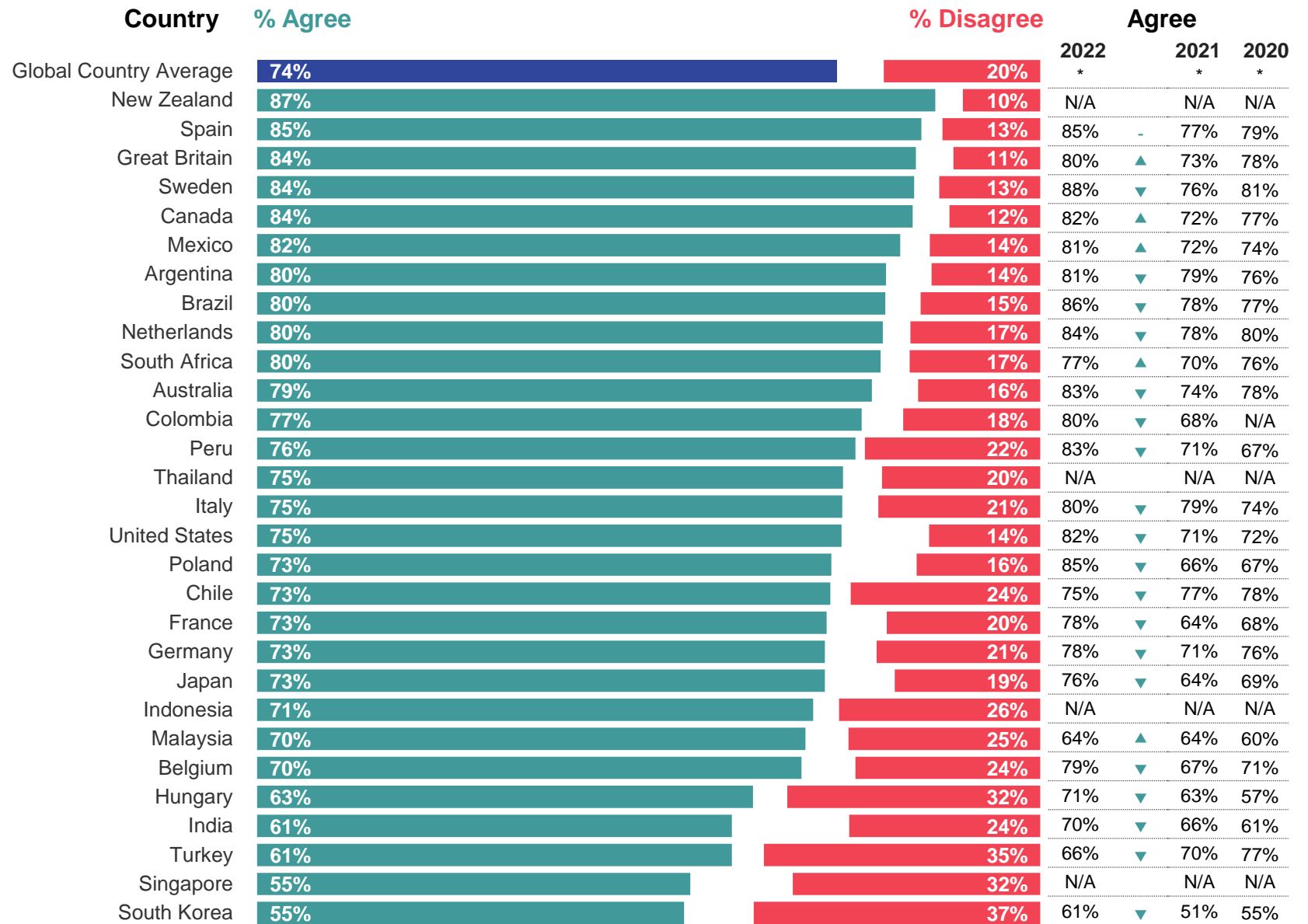
Q.

Thinking about your country, do you agree or disagree . . . ?

*People should be able to take refuge in other countries, including in [COUNTRY], to escape from war or persecution*

In the majority of the countries surveyed, there is high support for giving refuge to people escaping war or persecution.

However, support has declined slightly in a number of countries since 2022. The exceptions are Great Britain and Malaysia where it has increased (small increases in some countries are not statistically significant).

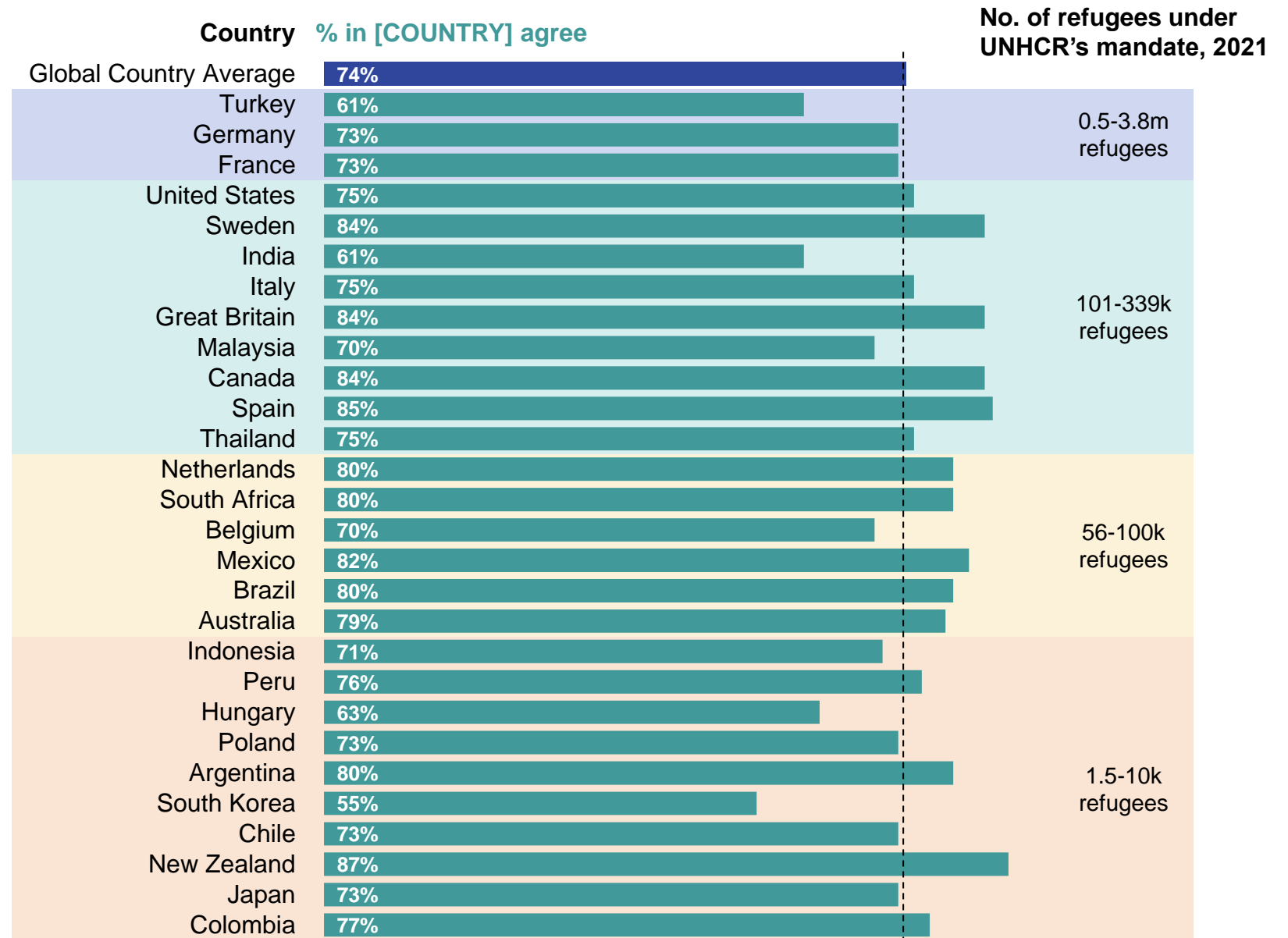


Q.

Thinking about your country, do you agree or disagree . . . ?

*People should be able to take refuge in other countries, including in [COUNTRY], to escape from war or persecution*

Turkey has the highest number of refugees – significantly more than other countries including Germany which has the second highest volume. Public attitudes towards refugees are generally more negative in Turkey. Other than this, there is no consistent link between refugee volume and public attitudes.



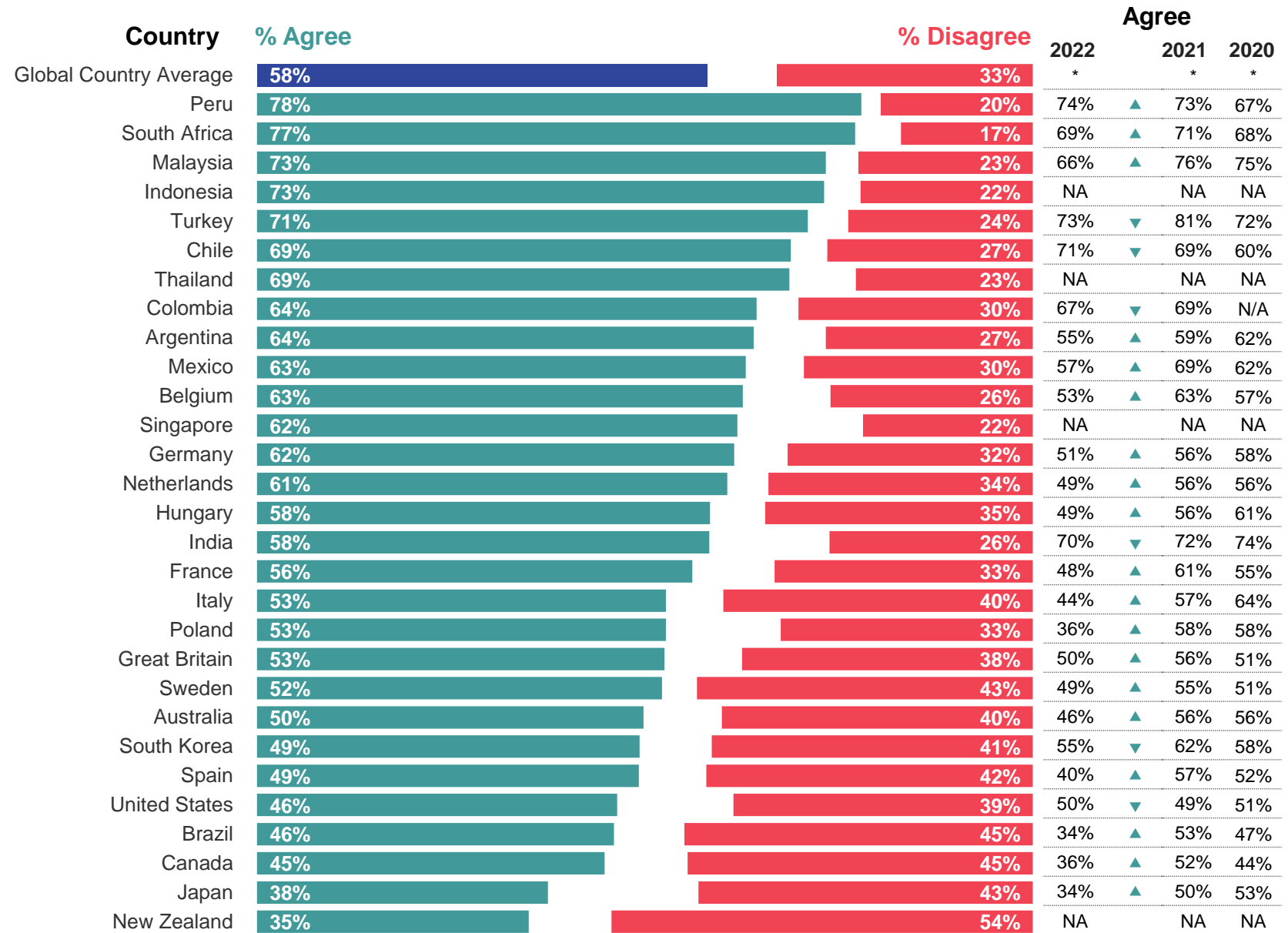


Q.

Thinking about your country, do you agree or disagree with . . . ?

*Most foreigners who want to get into my country as a refugee really aren't refugees. They just want to come here for economic reasons, or to take advantage of our welfare services*

In the majority of the countries surveyed, there are significant levels of concerns that refugees to their country are not genuine. Concerns have heightened in several countries since 2022 – especially in Poland, the Netherlands, Brazil, Germany and Belgium.





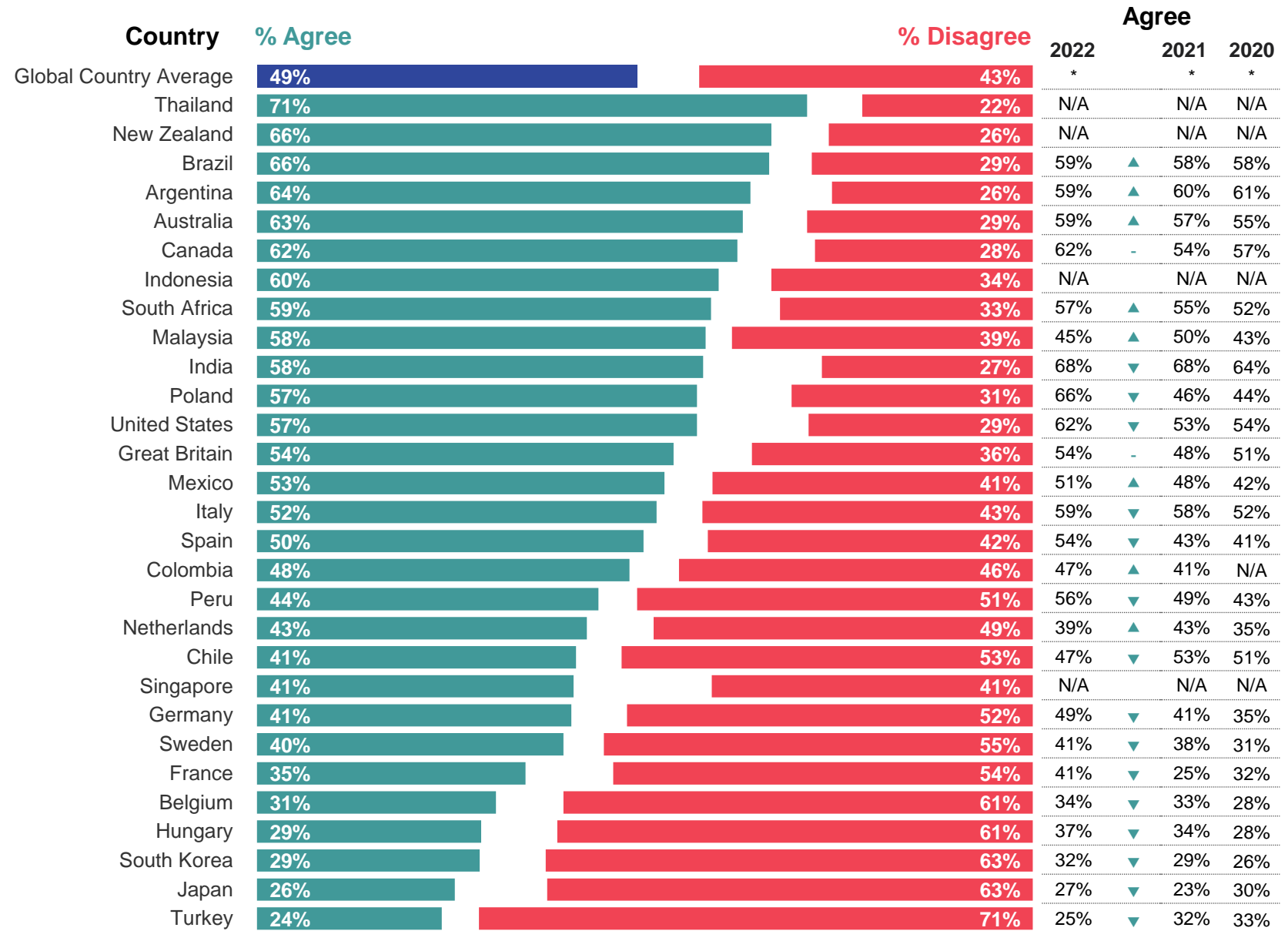
Q.

Thinking about your country, do you agree or disagree with . . . ?

*Most refugees who come to [COUNTRY] will successfully integrate into their new society*

In a number of the countries surveyed, the public is divided on whether refugees will successfully integrate.

In more than half of the countries, the public is more doubtful over successful integration than in 2022 - especially in Peru, India, Poland and Hungary.



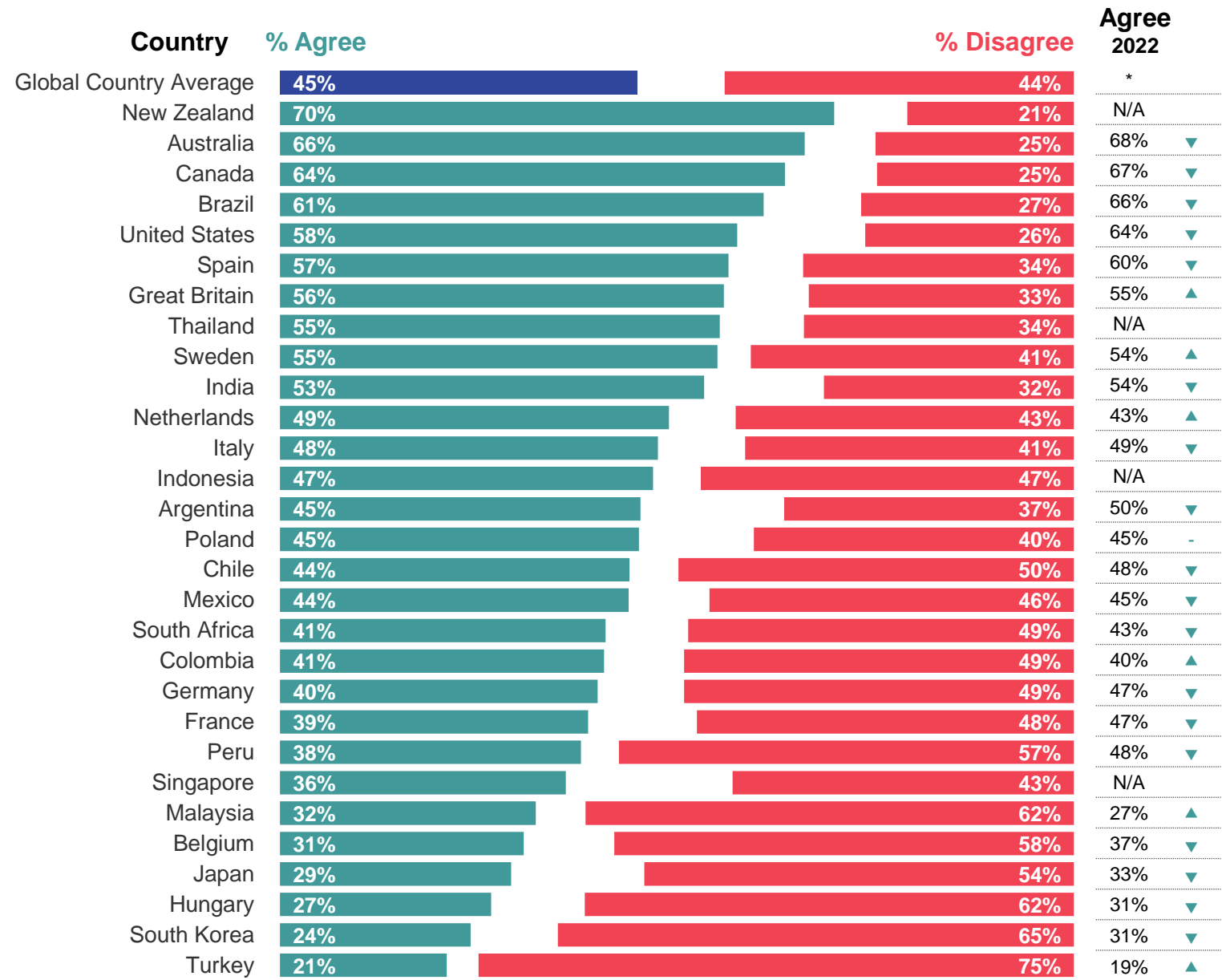
Q.

Thinking about your country, do you agree or disagree with . . . ?

*Refugees make a positive contribution to [COUNTRY]*

Overall the public is divided on whether refugees make a positive contribution to their country.

People in New Zealand, Australia, Canada and Brazil are most positive about refugees' contribution, whilst those in Peru, France, Germany and South Korea are especially more doubtful compared to 2022.



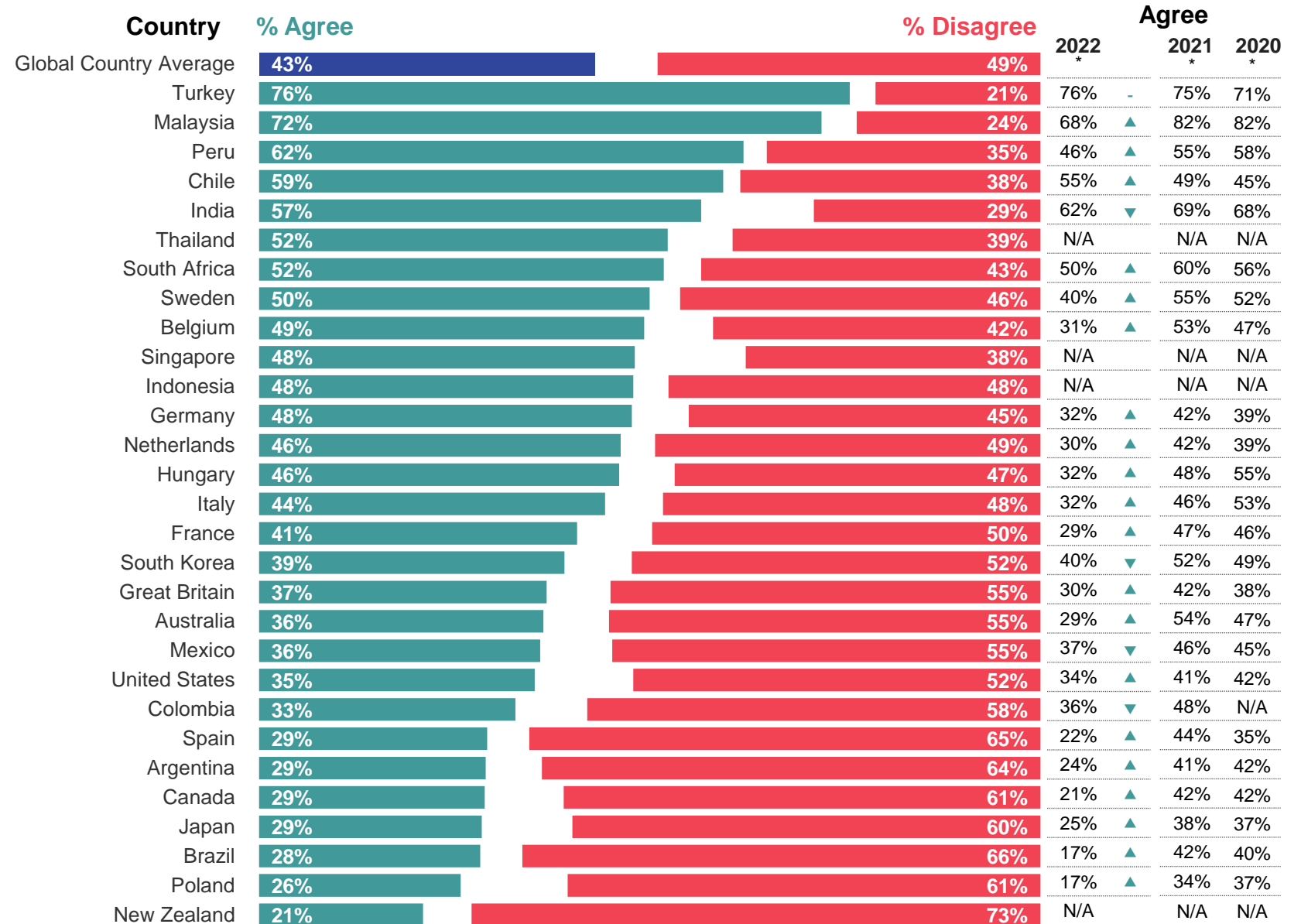
Q.

Thinking about your country, do you agree or disagree with . . . ?

*We must close our borders to refugees entirely – we can't accept any at this time*

In many countries the public is divided on whether to close their borders to refugees, though on balance slightly more think that they *shouldn't*.

People in Belgium, Germany, the Netherlands and Peru are especially more likely to support the closing of borders than in 2022.





# SUPPORT FOR POLICIES ON REFUGEES

REFUGEES  
WELCOME

**A majority agree that refugees currently living in their country should be allowed to stay. However, views are divided on whether more refugees should be allowed in.**

**While there is support for asylum seekers to be allowed to work to help with integration, there is also concern that this could lead to people claiming asylum without genuine reason.**

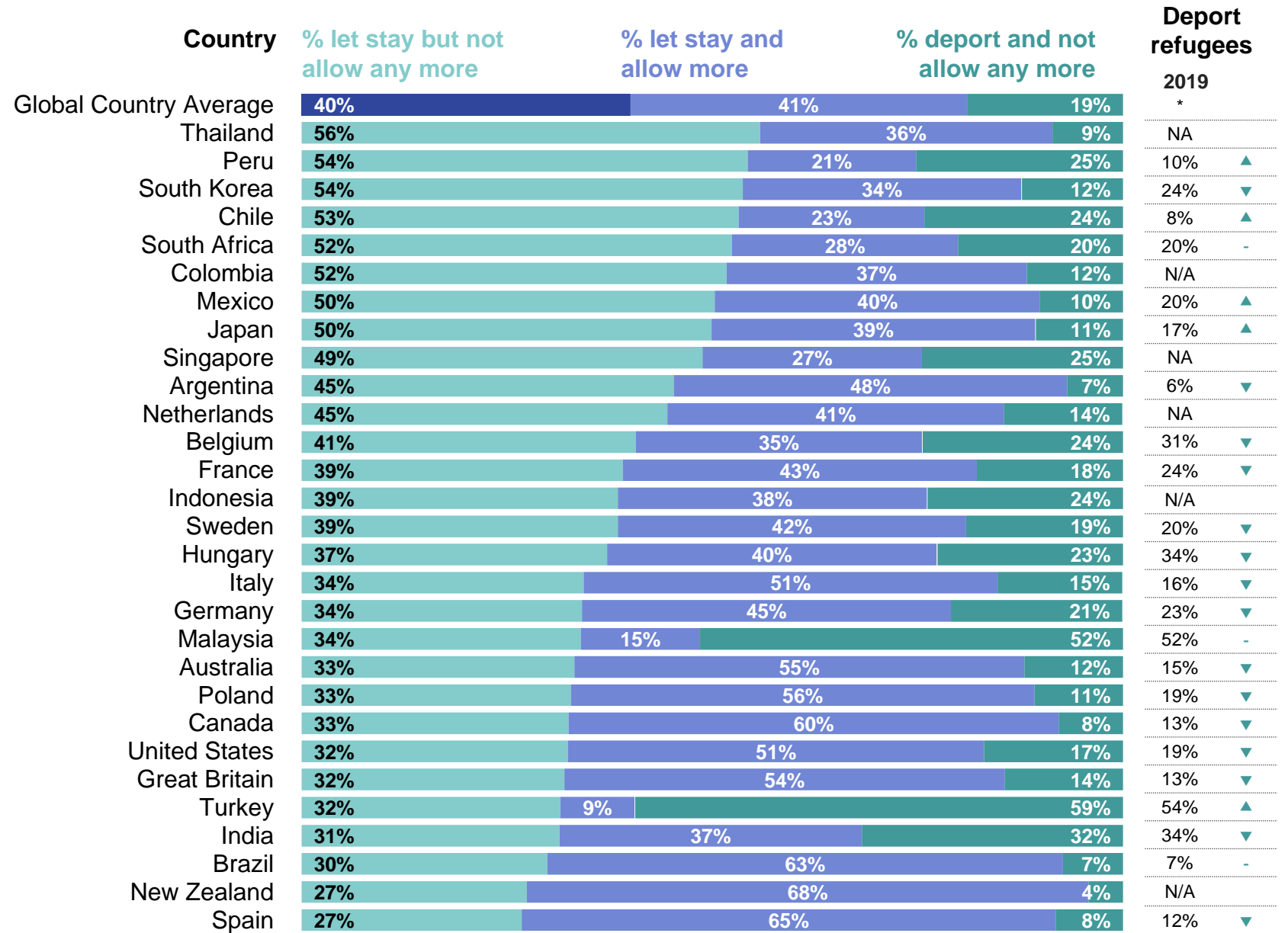
Q.

Which of the following best reflects your opinion about what the [COUNTRY] government should do about refugees in [COUNTRY]?

1. Let refugees who are currently in [COUNTRY] stay, but not allow any more in
2. Let refugees who are currently in [COUNTRY] stay and allow more in
3. Deport refugees currently in [COUNTRY] and not allow any more in

There is majority support for allowing refugees who are already present to stay – with the exception of Malaysia and Turkey where there is majority support for deporting refugees and not permitting any more in.

Overall there is less consensus on whether to allow more refugees in or not.



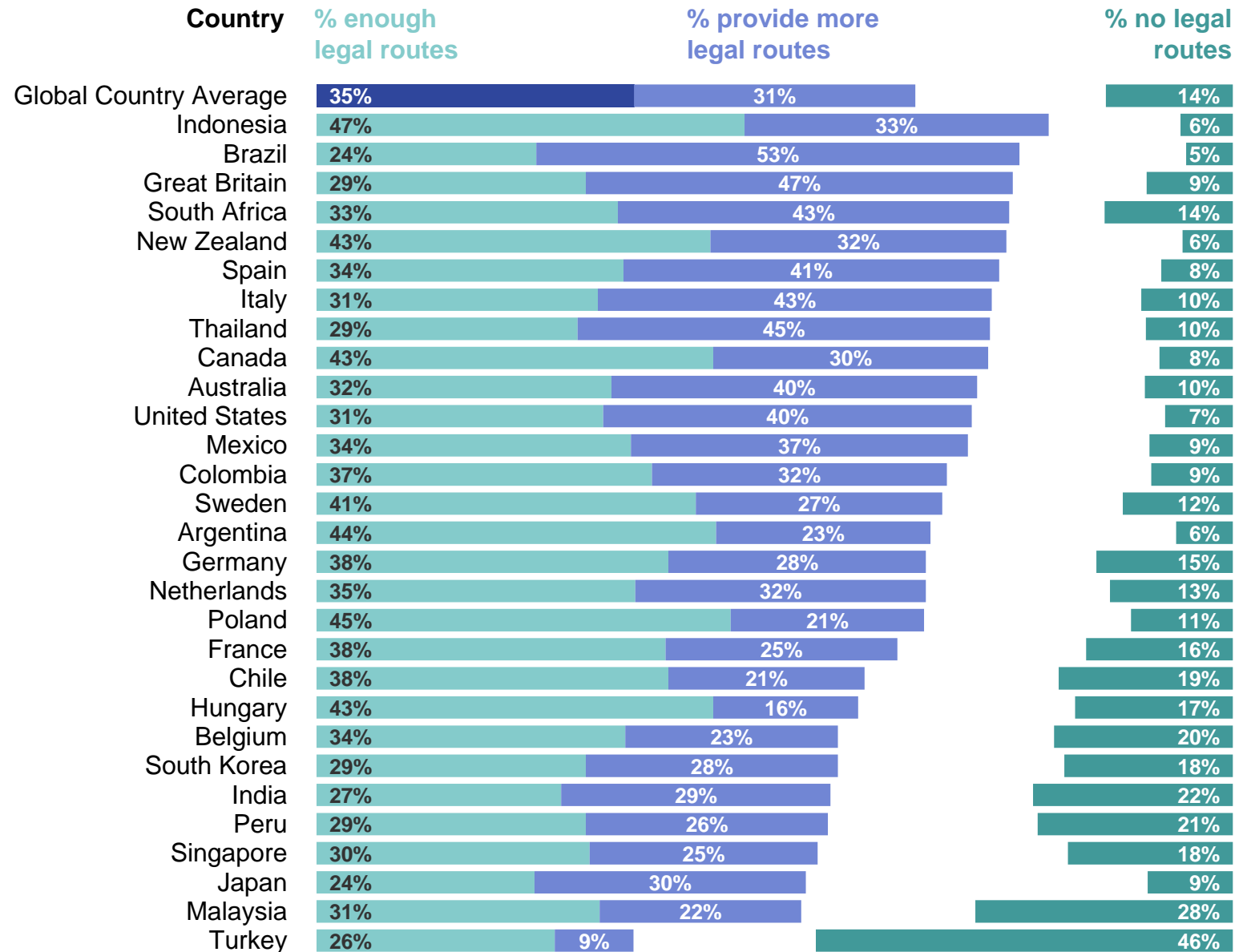


Q.

Which of these statements, if any, on refugees' routes into [COUNTRY] do you most agree with?

1. *There are enough legal routes into [COUNTRY] already, refugees do not need to enter illegally*
2. *We should provide more legal routes into [COUNTRY], to help refugees enter legally*
3. *We should not provide any legal routes for refugees to enter [COUNTRY]*

Views are divided in a number of countries on whether there are enough legal routes for refugees or not. Countries with the highest support for providing more legal routes include Brazil and Great Britain. In contrast, Turkey and Malaysia lead on advocating for no legal routes.



Q.

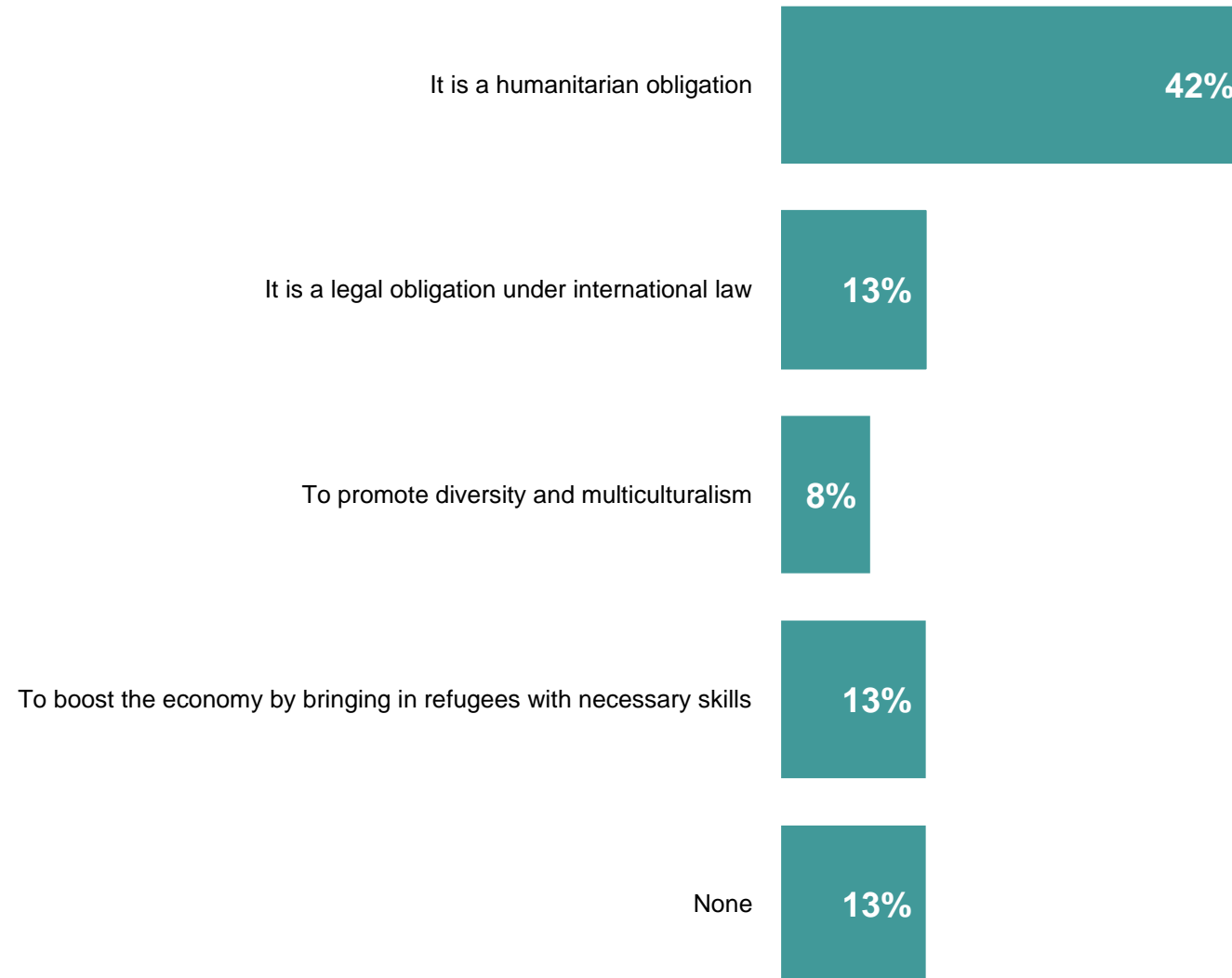
In your opinion, which of the following, if any, is the most important reason for [COUNTRY] to accept refugees?

- a. It is a humanitarian obligation*
- b. It is a legal obligation under international law*
- c. To promote diversity and multiculturalism*
- d. To boost the economy by bringing in refugees with necessary skills*

Across the 29 countries, the public's main motivation for accepting refugees is humanitarian, with other reasons trailing behind.

Over one in ten opted for 'none' of the reasons listed.

## Global Country Average



## Q. In your opinion, which of the following, if any, is the most important reason for [COUNTRY] to accept refugees?

### Top three actions:

- #1 reason in Country
- #2 reason in Country

Humanitarian obligation is the most important motivation in all countries. Legal obligations are important to the public in Belgium, France and Italy, whilst skills is a motivator in South Africa, Mexico and Peru. People in Turkey are most likely to say there are no important reasons for accepting refugees.

	TOT	ARG	AUS	BEL	BRA	CAN	CHL	COL	ESP	FRA	GB	GER	HUN	IND	ITA	IDN	JAP	KOR	MAL	MEX	NLD	PER	NZL	POL	SAF	SE	SGP	THA	TUR	USA
It is a humanitarian obligation	42%	41%	45%	33%	50%	46%	32%	37%	51%	39%	51%	42%	44%	34%	40%	65%	37%	48%	25%	35%	50%	27%	56%	50%	41%	51%	39%	33%	32%	42%
It is a legal obligation under international law	13%	11%	8%	21%	11%	7%	13%	13%	14%	19%	11%	13%	12%	17%	18%	15%	15%	10%	17%	9%	16%	12%	8%	12%	12%	13%	10%	20%	11%	6%
To promote diversity and multiculturalism	8%	9%	10%	5%	10%	8%	8%	10%	9%	6%	6%	6%	5%	9%	12%	4%	8%	9%	5%	16%	5%	11%	7%	6%	11%	4%	9%	17%	4%	9%
To boost the economy by bringing in refugees with necessary skills	13%	16%	14%	9%	11%	17%	16%	16%	10%	10%	13%	10%	9%	11%	11%	10%	13%	11%	16%	20%	8%	19%	14%	9%	21%	8%	15%	11%	8%	12%
None	13%	8%	10%	20%	6%	11%	26%	11%	7%	17%	11%	15%	17%	13%	13%	2%	6%	10%	24%	9%	12%	23%	5%	10%	9%	15%	15%	7%	34%	15%

Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

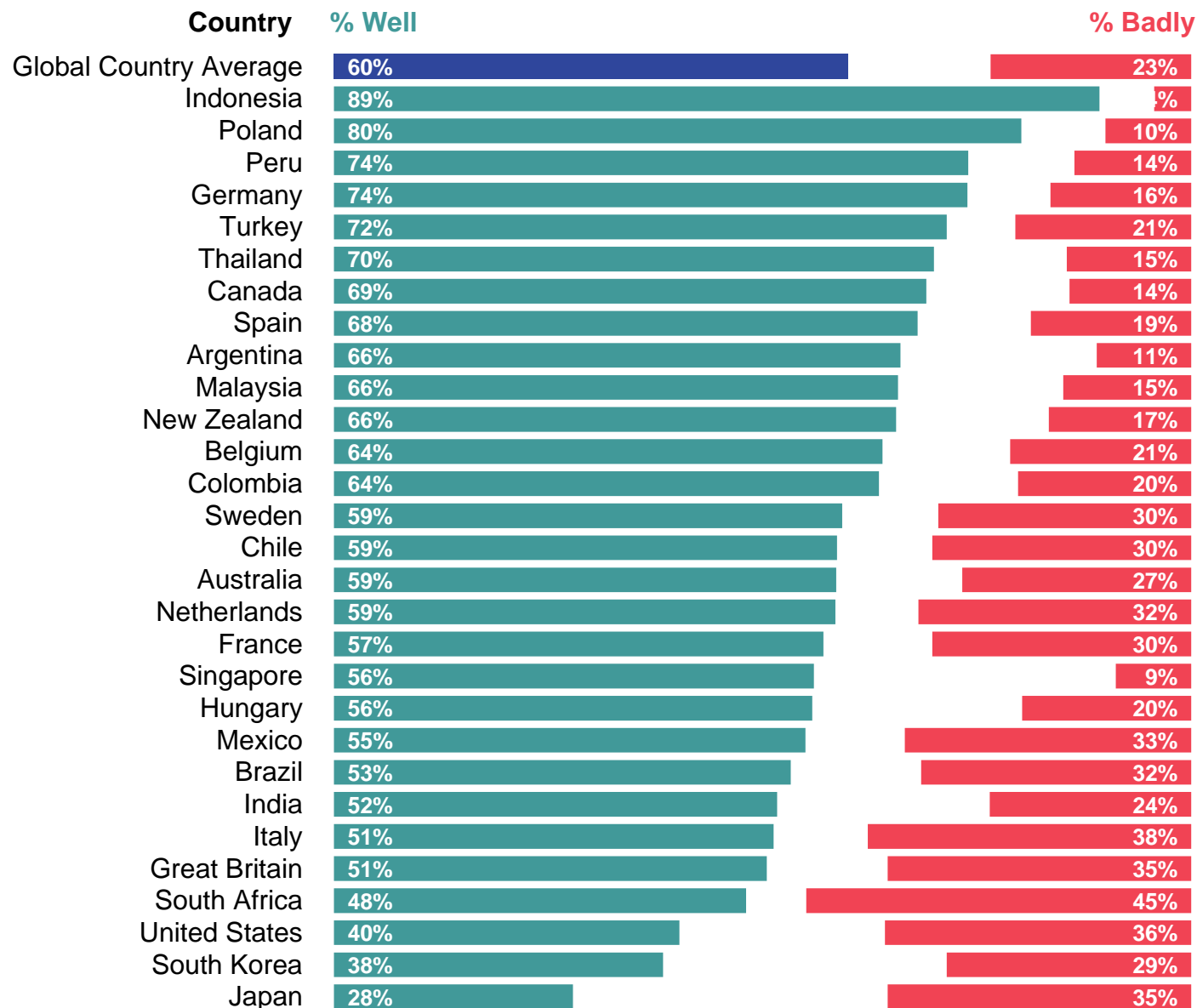


Q.

How well or badly do you think refugees are treated in [COUNTRY]?

Overall, more people think that refugees in their country are treated well than badly. People in Indonesia, Poland, Peru and Germany are especially likely to say that refugees in their country are treated well.

In contrast, more people in South Africa, Italy, the United States, Great Britain and Japan say that refugees are treated badly in their country.



Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

Q.

To what extent, if at all, would you support or oppose policy that:

*a) Restricts asylum seekers' movement (e.g. in detention centres or border facilities) until their claim for asylum is processed, and they are given permission to remain in [COUNTRY].*

*b) Sends applicants for asylum in [COUNTRY] to another host country as a deterrent to others from attempting to enter [COUNTRY]?*

Overall the public is split on these deterrent policies though, on balance, more support than oppose them. There is also a significant minority who are neutral towards them.

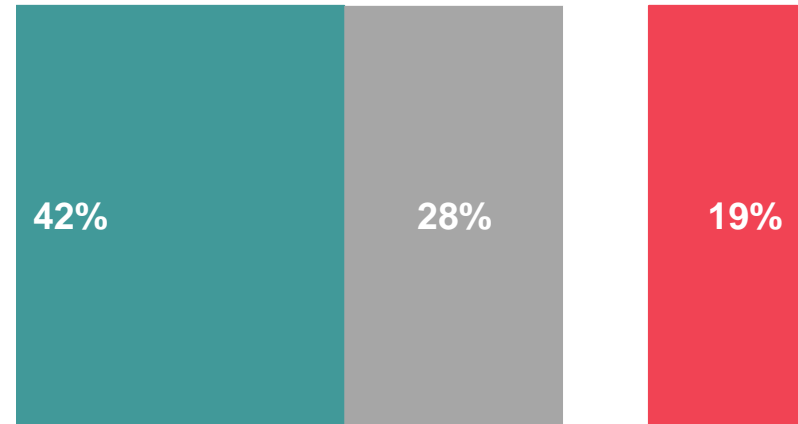
### Global Country Average

% Support

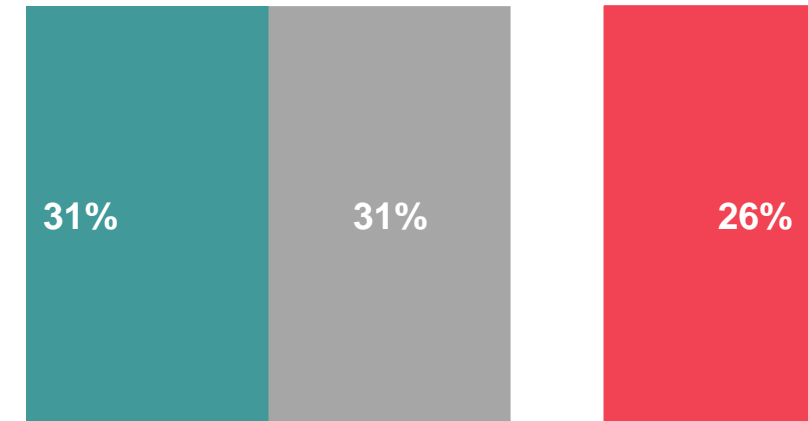
% Neither  
support nor  
oppose

% Oppose

Restricts asylum seekers' movement (e.g. in detention centres or border facilities) until their claim for asylum is processed, and they are given permission to remain in [COUNTRY].



Sends applicants for asylum in [COUNTRY] to another host country as a deterrent to others from attempting to enter [COUNTRY]?

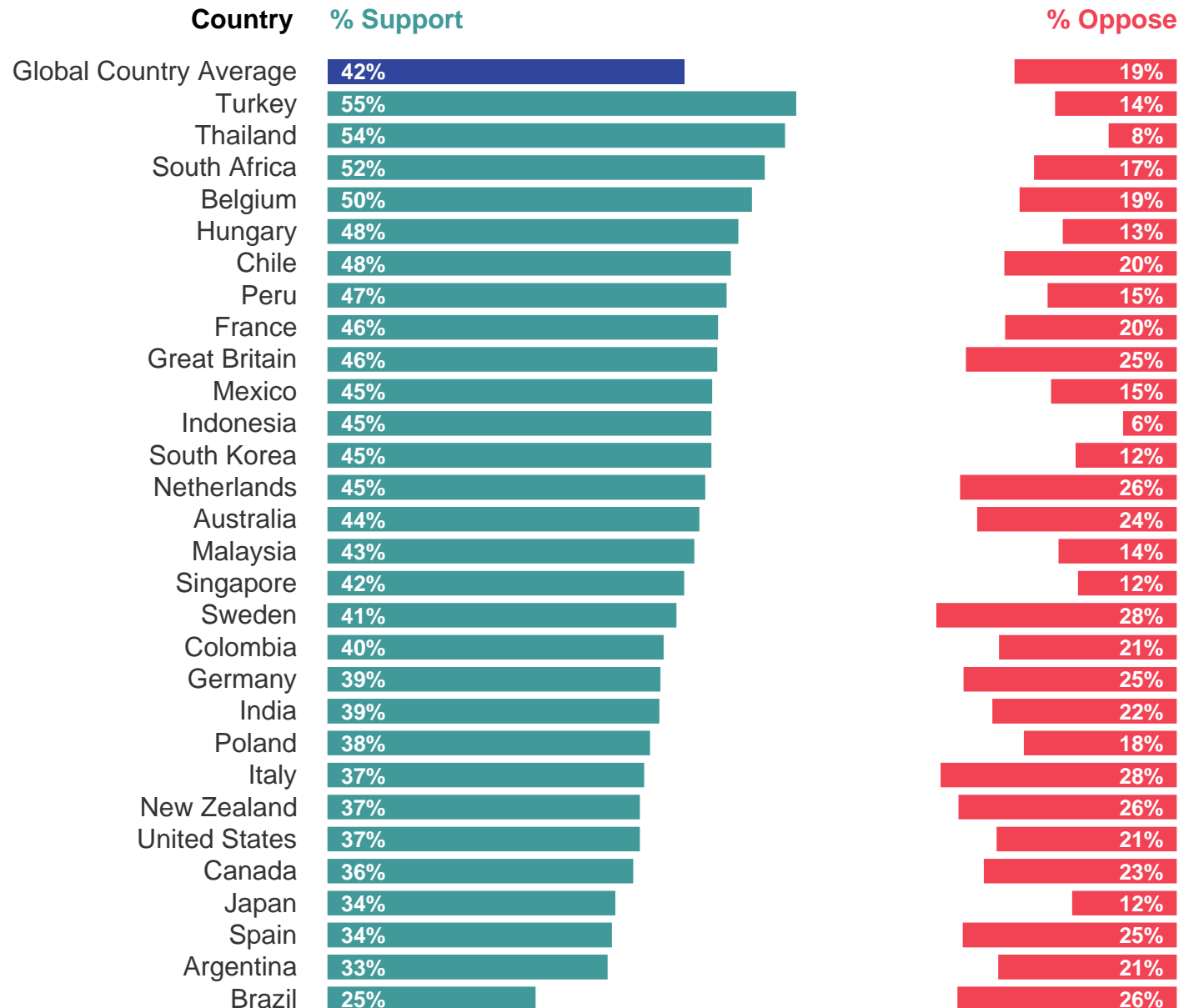


Q.

To what extent, if at all, would you support or oppose policy that:

*Restricts asylum seekers' movement (e.g. in detention centres or border facilities) until their claim for asylum is processed, and they are given permission to remain in [COUNTRY].*

Support for restricting asylum seekers' movements until their asylum claim is successful is highest in Turkey, Thailand, South Africa and Belgium, while opposition to this policy is strongest in Sweden and Italy.



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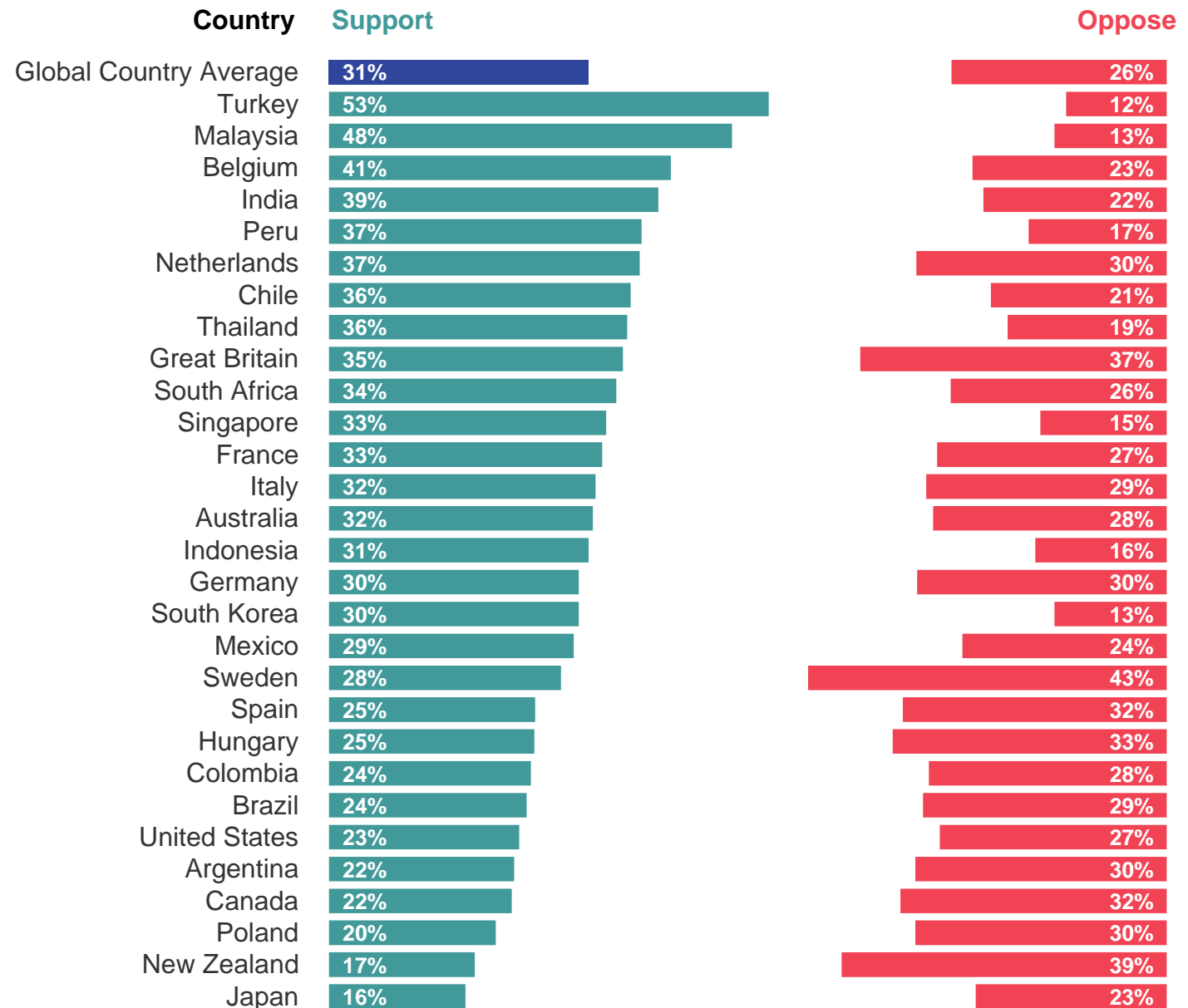


Q.

To what extent, if at all, would you support or oppose policy that:

*Sends applicants for asylum in [COUNTRY] to another host country as a deterrent to others from attempting to enter [COUNTRY]?*

Support for sending asylum applicants to another host country is strongest in Turkey and Malaysia, while those in Sweden, New Zealand and Great Britain are most likely to oppose this policy.

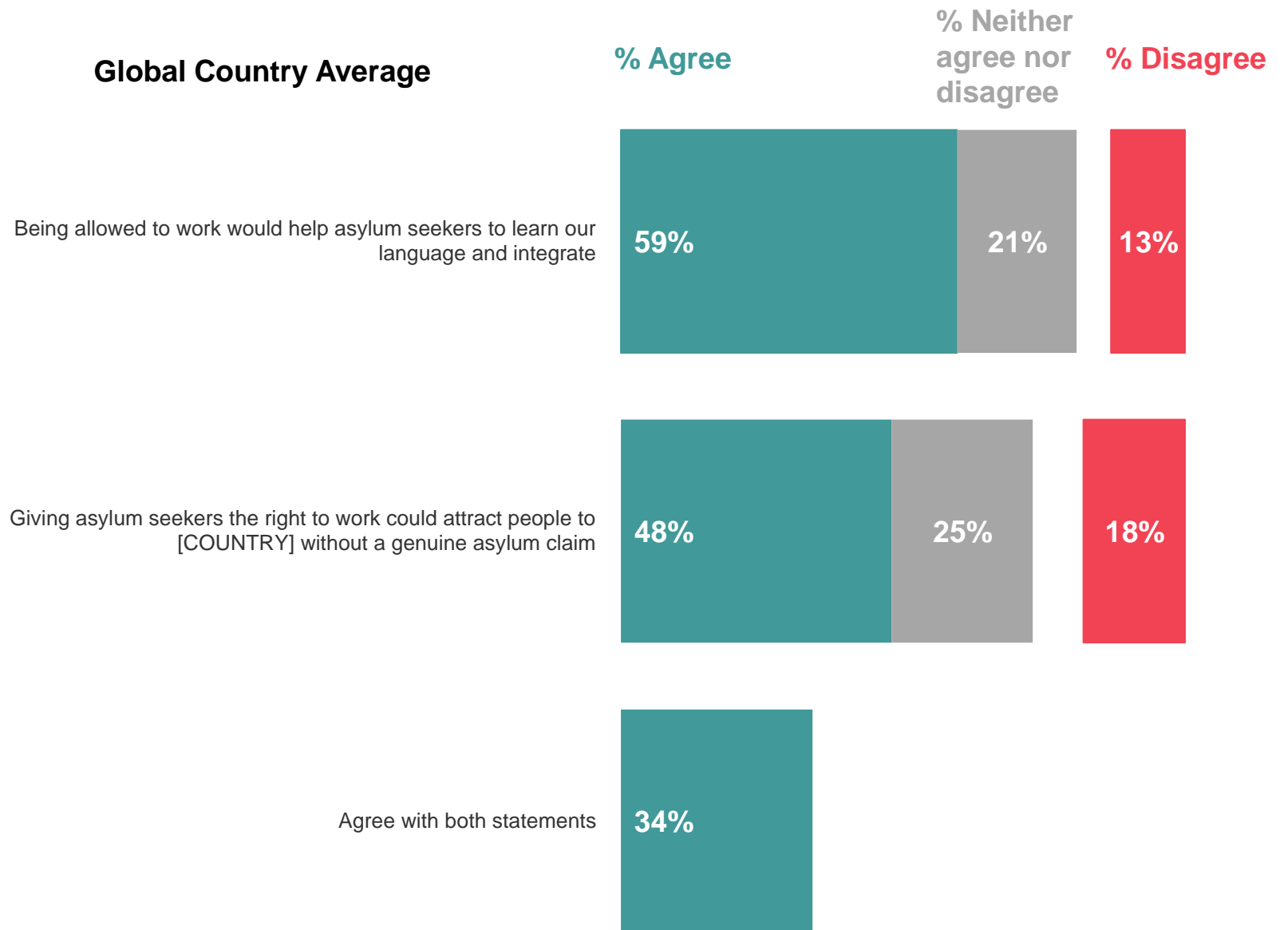


Q.

Some say that asylum seekers should be allowed to work while waiting for a decision on their asylum claim while others think that they should not be allowed to work. To what extent do you agree or disagree with each of the following statements?

Overall the public is divided on whether asylum seekers should be allowed to work. While three in five agree that this would help asylum seekers learn the language and integrate, half think it could attract people without a genuine asylum claim.

### Global Country Average



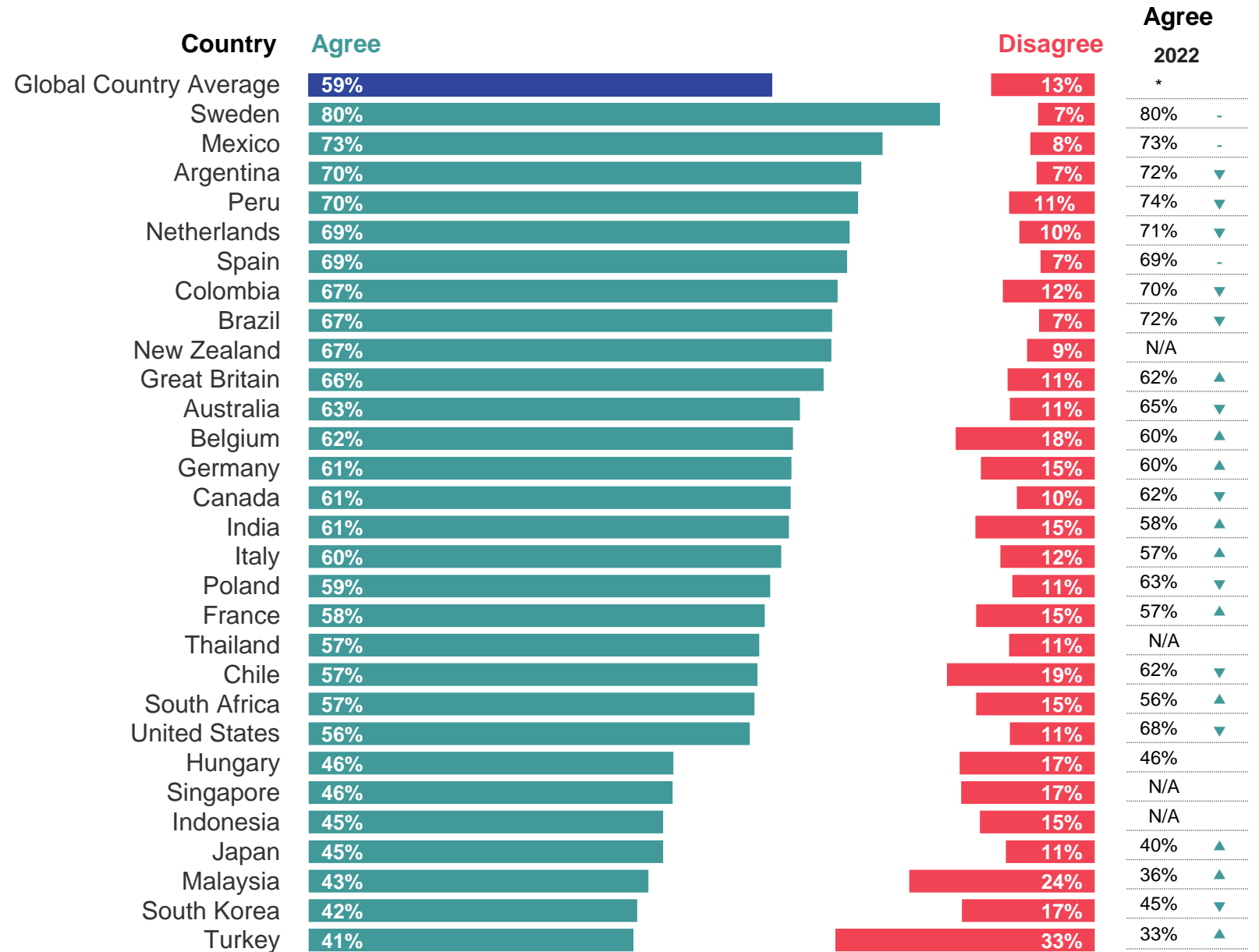
Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

Q.

Some say that asylum seekers should be allowed to work while waiting for a decision on their asylum claim while others think that they should not be allowed to work. To what extent do you agree or disagree with each of the following statements?

*Being allowed to work would help asylum seekers to learn our language and integrate*

Support for allowing asylum seekers to work is highest in Sweden, Mexico, Argentina and Peru. It is lowest in Turkey though support has increased since 2022.

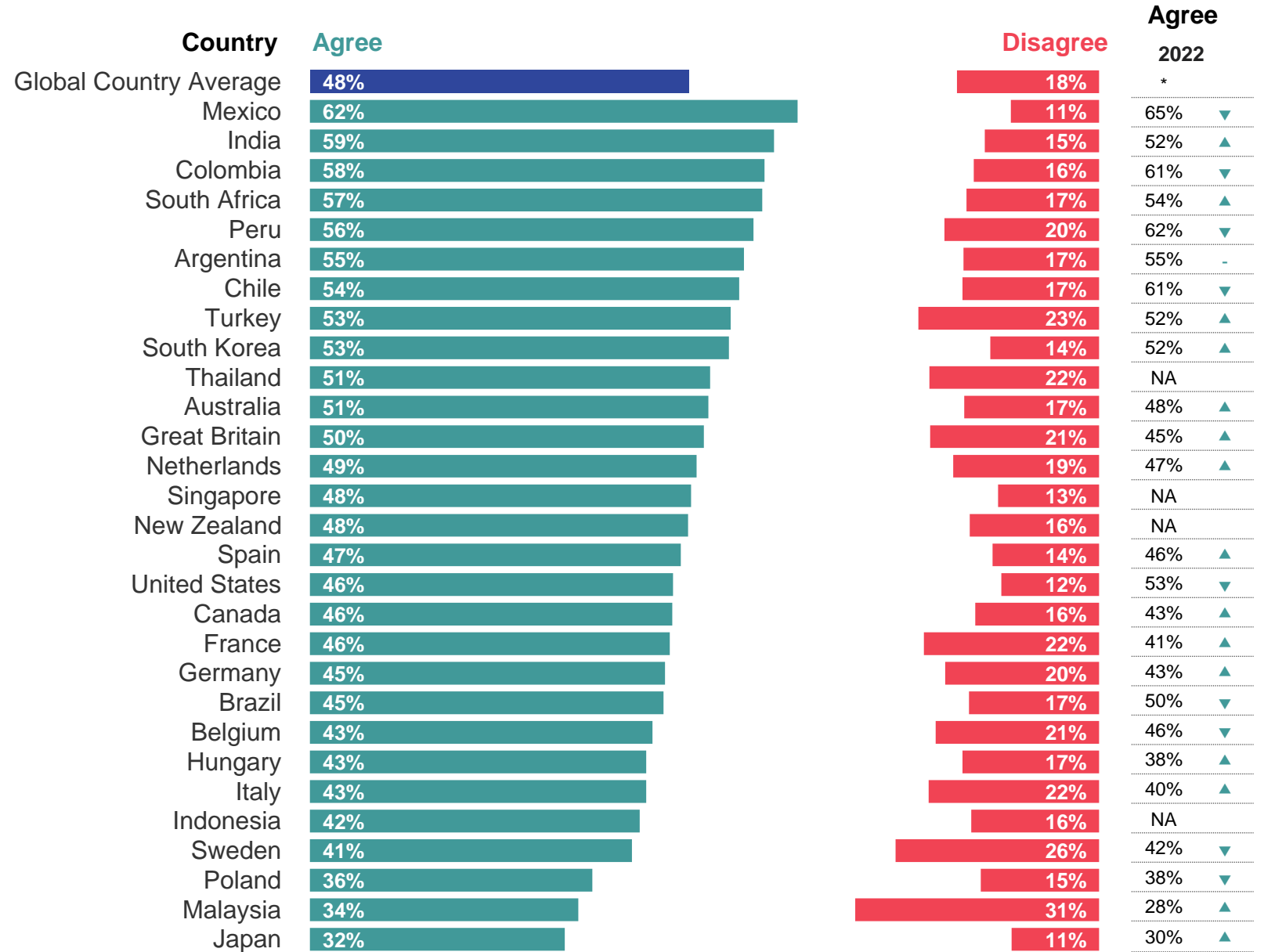


Q.

Some say that asylum seekers should be allowed to work while waiting for a decision on their asylum claim while others think that they should not be allowed to work. To what extent do you agree or disagree with each of the following statements?

*Giving asylum seekers the right to work could attract people to [COUNTRY] without a genuine asylum claim*

In the majority of countries, there are concerns that giving asylum seekers the right to work could attract people without a genuine asylum claim. Concern over this has fallen in a number of countries since 2022, notably in the US and Chile.





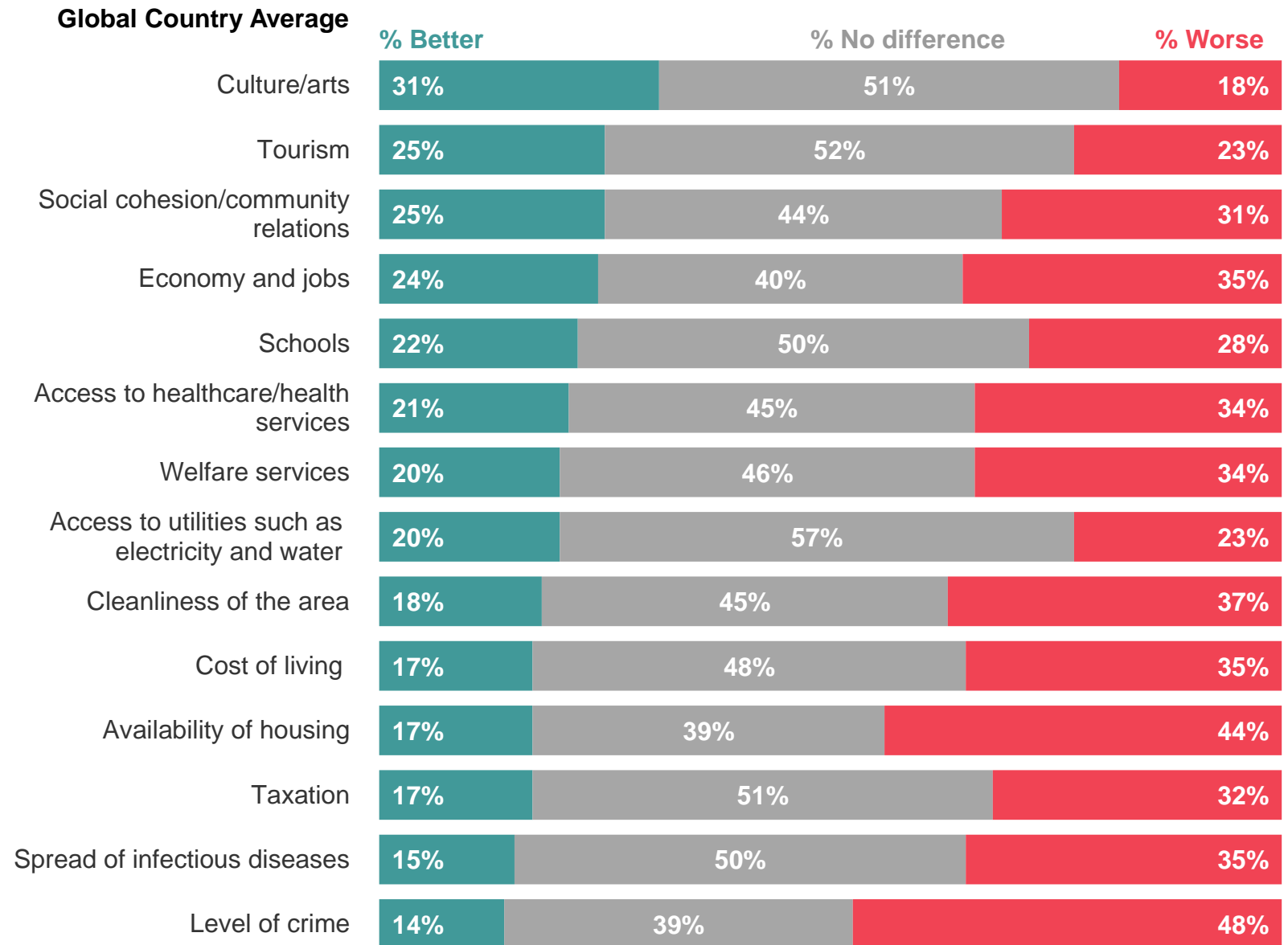
# IMPACT OF REFUGEES

Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

While many people think refugees make no difference to various local services and aspects of life in their local area, where they do believe there is an impact, this tends to be more negative than positive. This applies in particular to the availability of housing and the level of crime.

**There are significant differences in views across the 29 countries.**



Q.

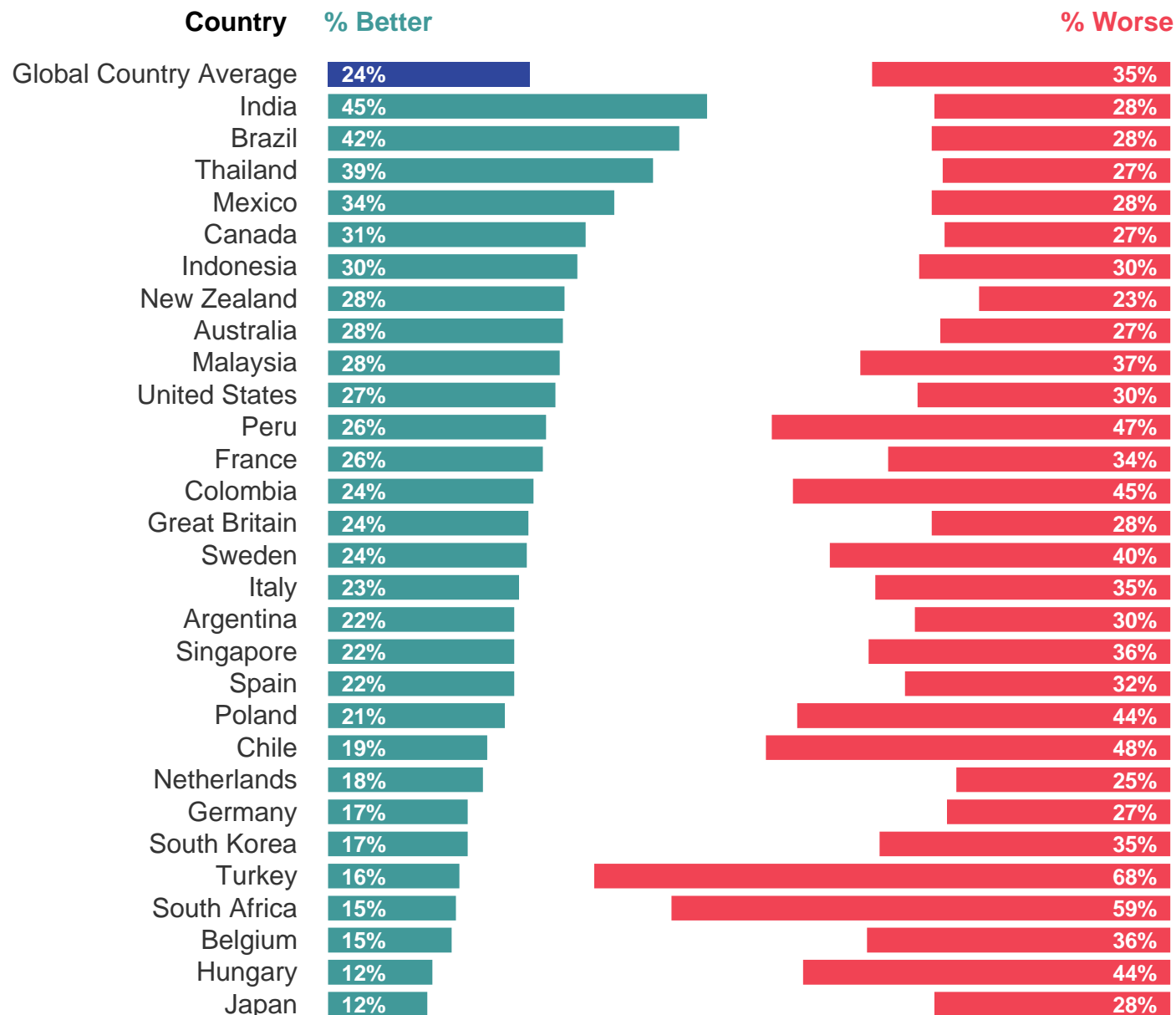
How much better or worse do you think refugees have made or would make the following in the area where you live?

*Economy and jobs*

In the majority of countries, the public think refugees make no difference to the **local economy and jobs**.

Among those expressing an opinion, more believe that the impact is negative than positive.

People in India and Brazil are most likely to believe that refugees benefit the local economy and jobs, while those in Turkey and South Africa are most likely to say they make them worse.

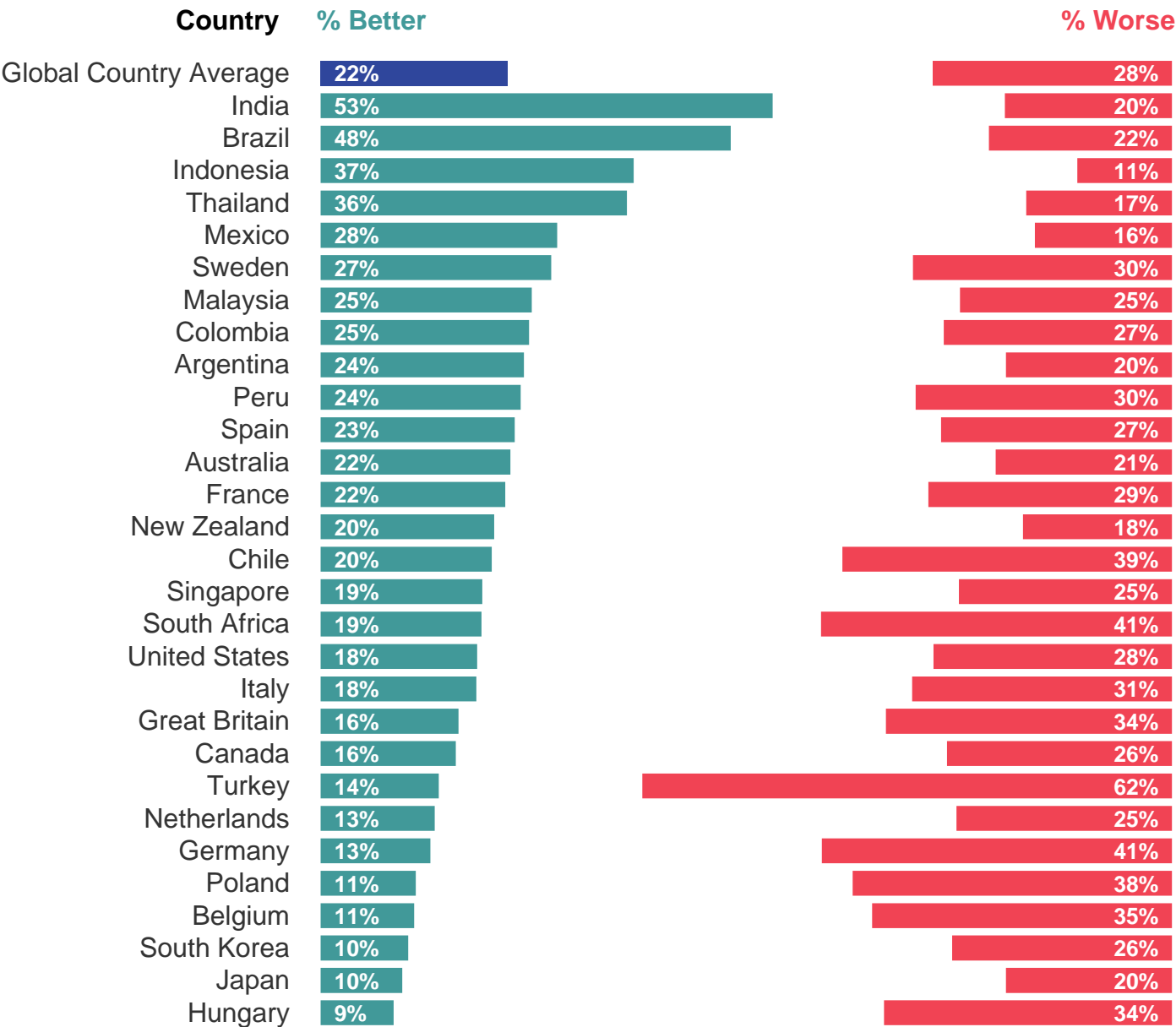


Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?  
**Schools**

Again, the dominant view in most countries is that refugees make no difference to **local schools**.

People in India and Brazil are most positive about the impact of refugees on local schools, while views are most negative in Turkey, South Africa and Germany.



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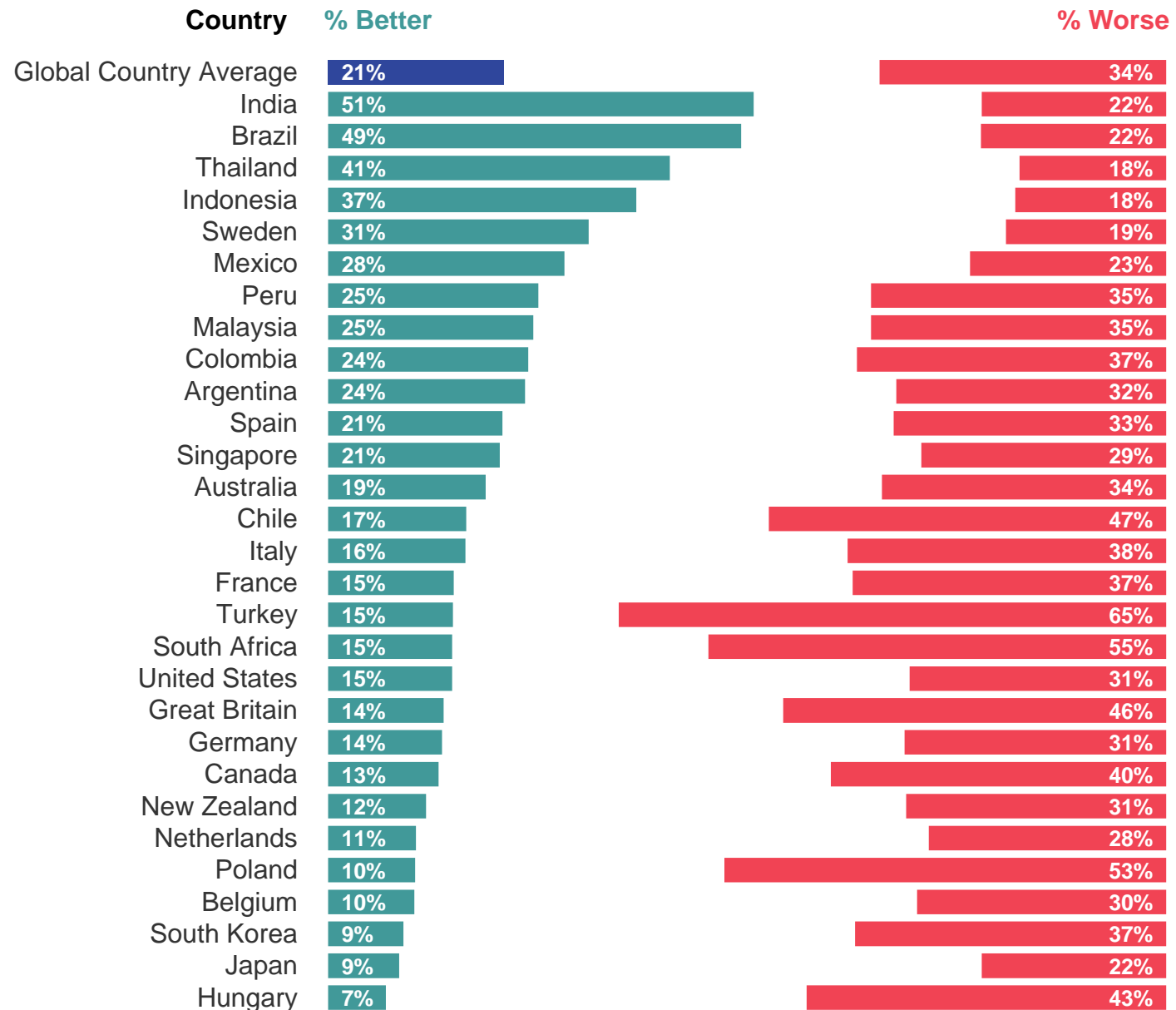
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Access to healthcare/health services*

Overall more people think refugees make their local **health services** worse than better, though most think refugees make no difference.

People in India and Brazil are most likely to cite benefits, while those in Turkey, South Africa and Poland are most likely to say refugees worsen local health services.



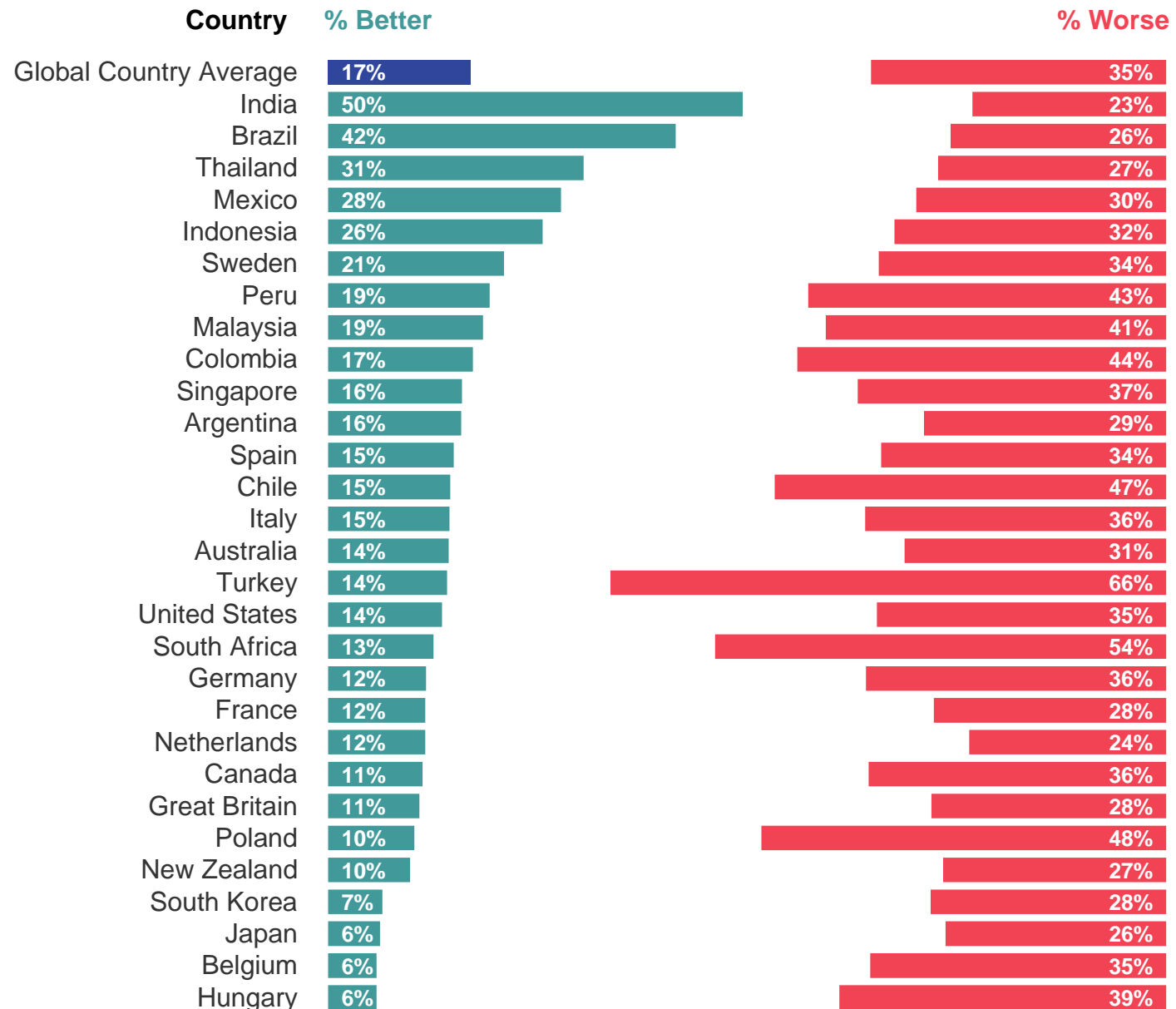
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

### Cost of living

In most countries, the public do not think refugees make a difference to the **cost of living** in their local area. However, overall twice as many think refugees make this worse than better.

As seen for local services, the people in India and Brazil are most positive about refugees, whilst those in Turkey and South Africa are most negative.



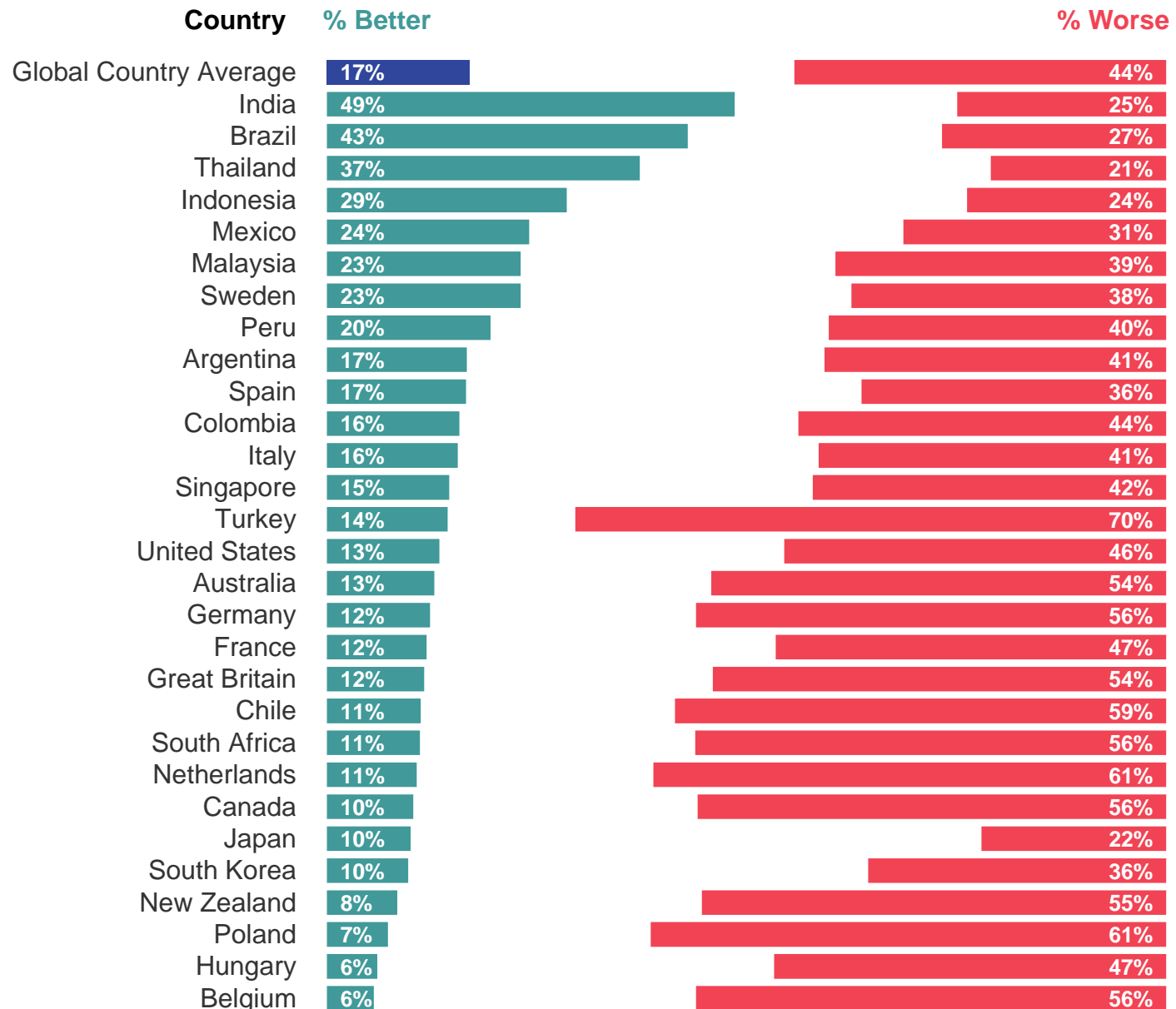
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

### Availability of housing

In the majority of countries, the public is significantly more likely to believe that refugees make the **availability of housing** in their area worse than better. There is also a sizeable group who think refugees make no difference.

Views towards refugees are most positive in India and Brazil, and most negative in Turkey, Poland, the Netherlands and Chile.



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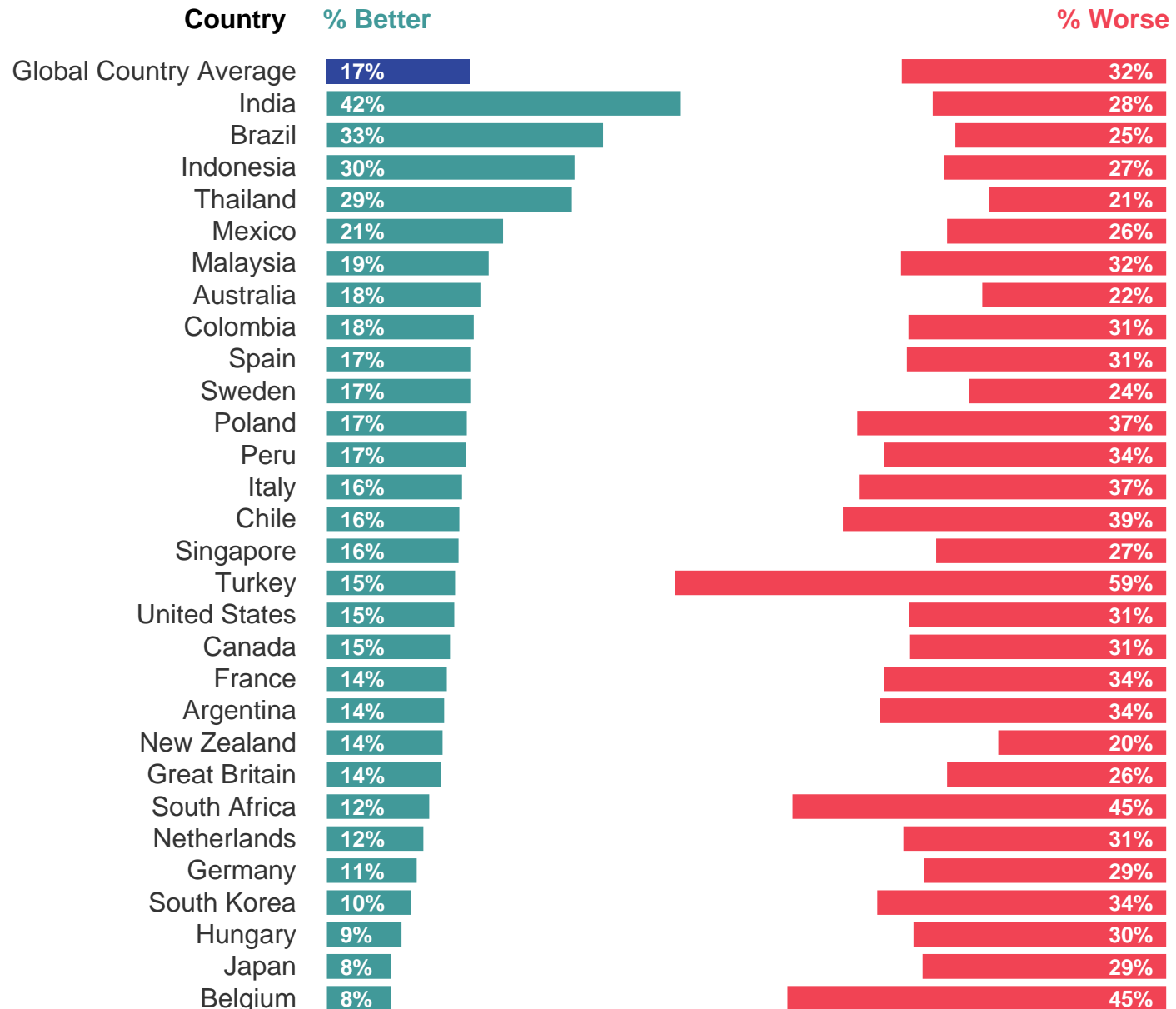
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

### Taxation

The dominant view in most countries is that refugees make no difference to **local taxes**. However, among those giving an opinion, views towards refugees are more negative than positive.

Again views are most positive in India and Brazil. In contrast, people in Turkey, South Africa and Belgium are most likely to think refugees make local taxes worse.



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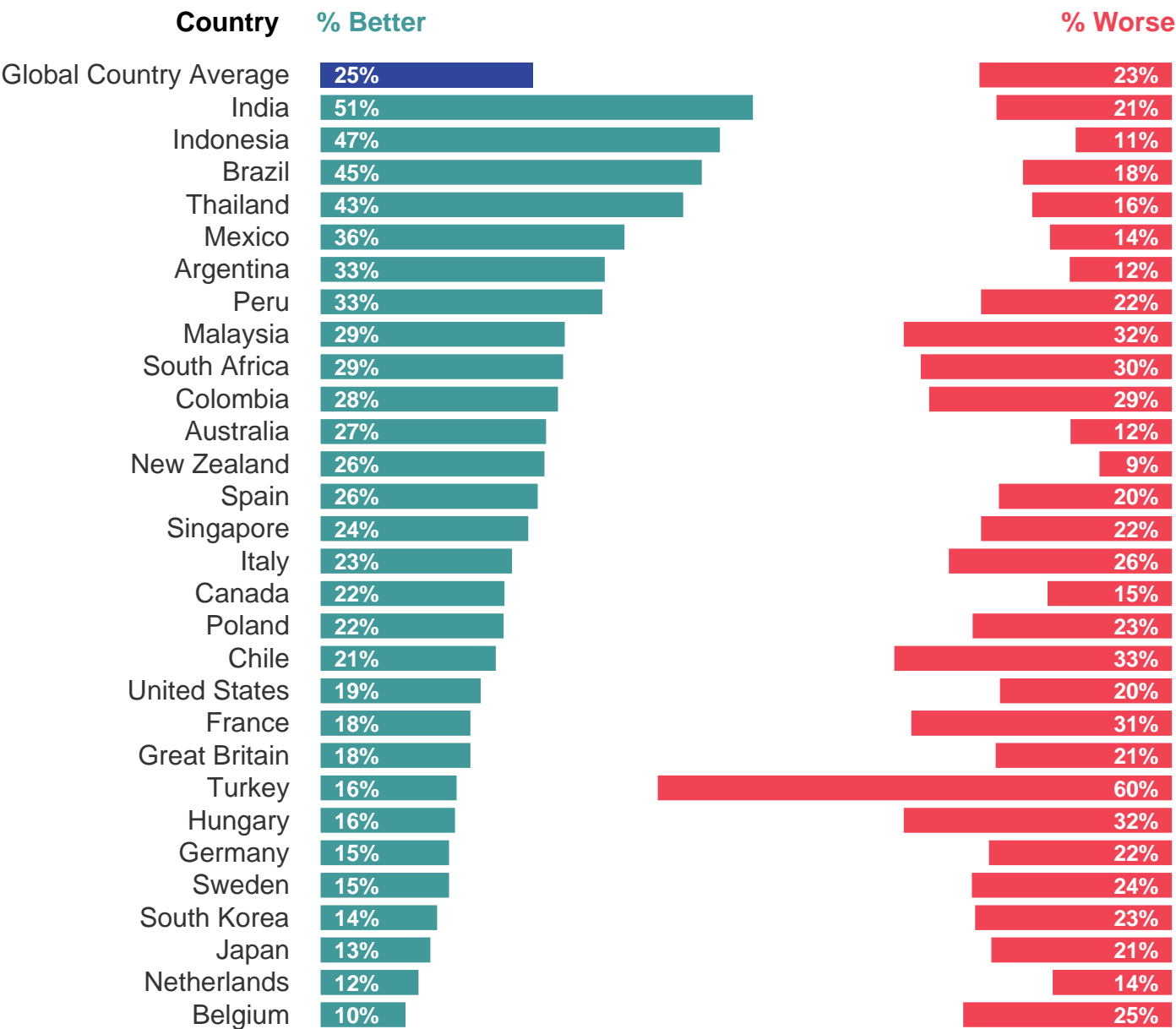


Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?  
*Tourism*

In most countries, the public do not think refugees have an impact on **local tourism**. Among those giving an opinion, views are generally split on whether refugees improve local tourism or make it worse.

Views towards refugees are most positive in India, Indonesia and Brazil and most negative in Turkey by far.



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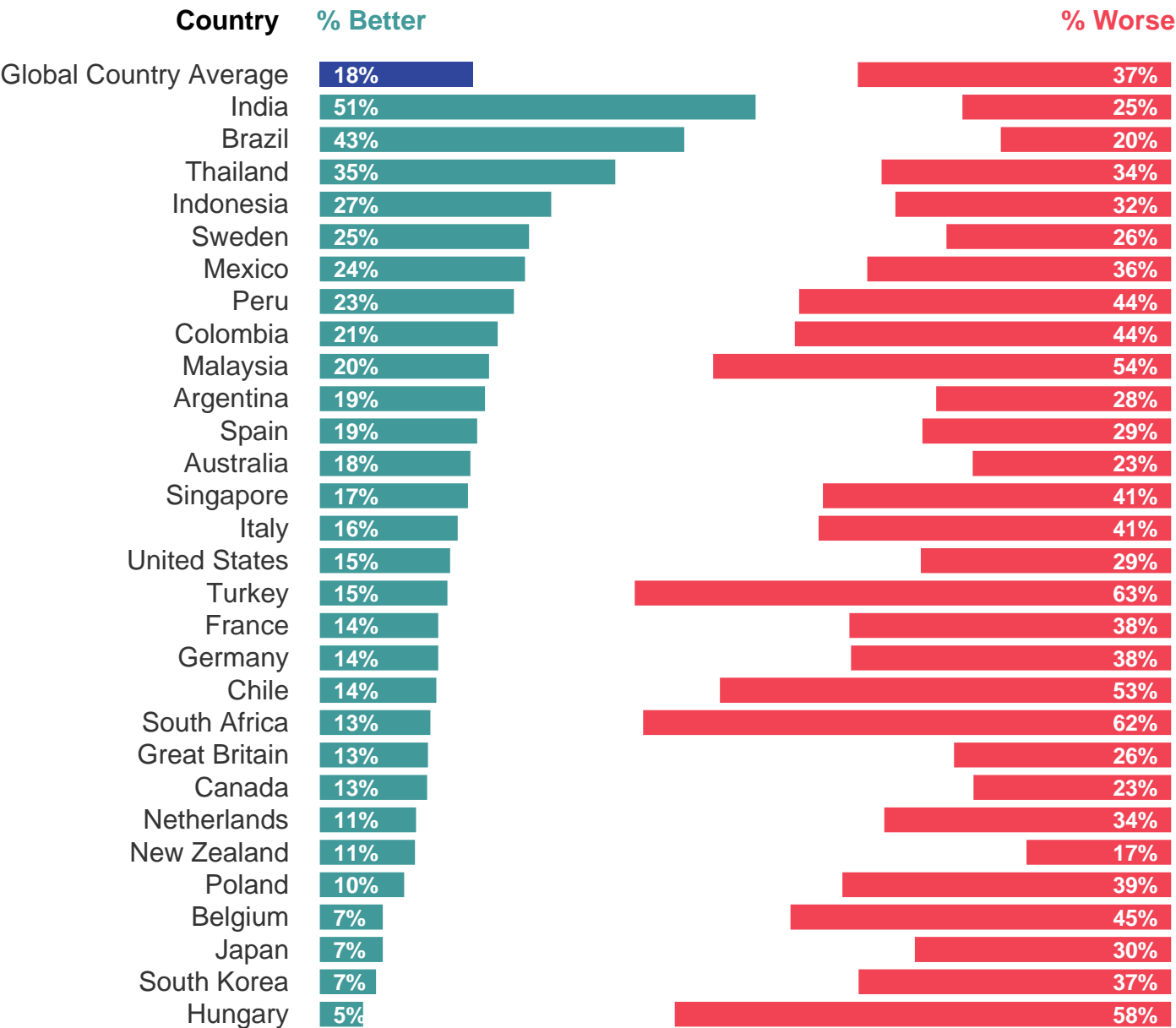
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Cleanliness of the area*

On balance, across the 29 countries more people believe that refugees worsen than improve the **cleanliness of their local areas**. However, the largest group (45% overall) think refugees makes no difference on this aspect.

Views are most negative in Turkey, South Africa, Hungary and Malaysia.



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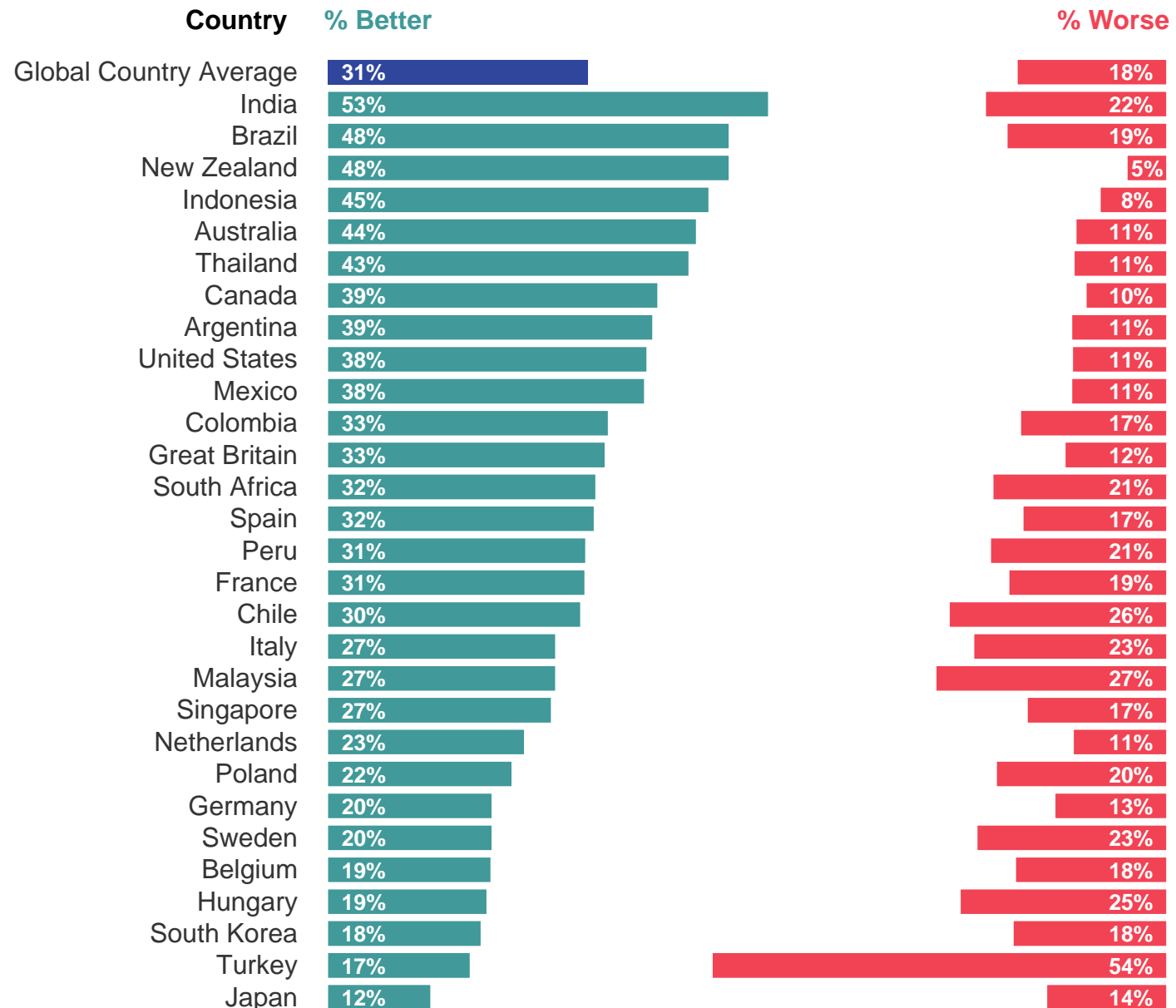
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Culture/arts*

In the majority of countries, people think refugees make no difference to **culture and the arts** in their area. Among those expressing an opinion, more think refugees improve this than make it worse.

People in India, Brazil and New Zealand are most likely to say refugees improve culture and arts in their area, while the majority of people in Turkey say refugees make it worse.



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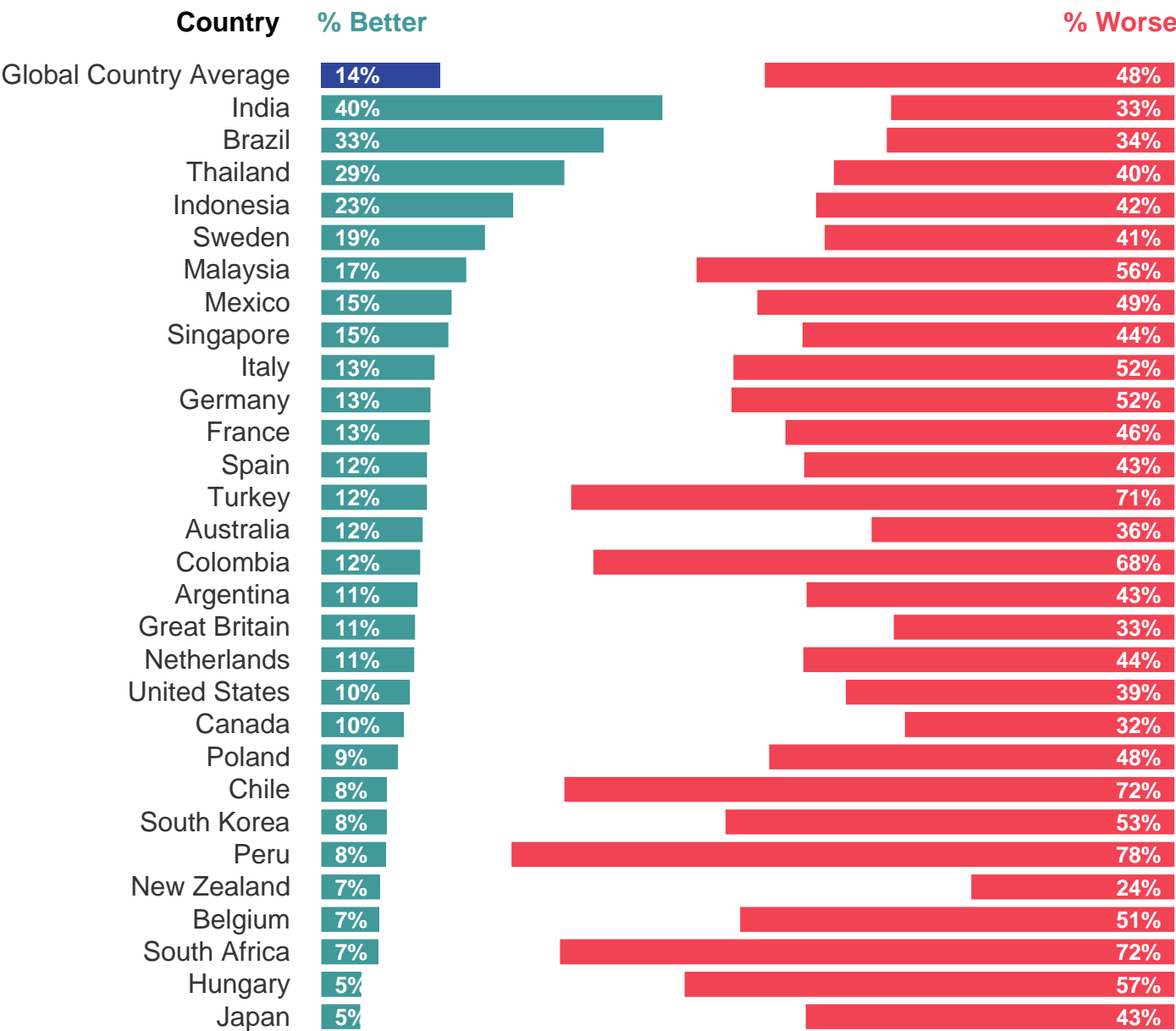
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Level of crime*

With the exception of India, the public are more likely to think that refugees make **crimes** worse than better in their area. However, a sizeable proportion (39% overall) think refugees make no difference to crime levels.

People are most likely to associate increased crime with refugees in Peru, South Africa, Chile and Turkey.



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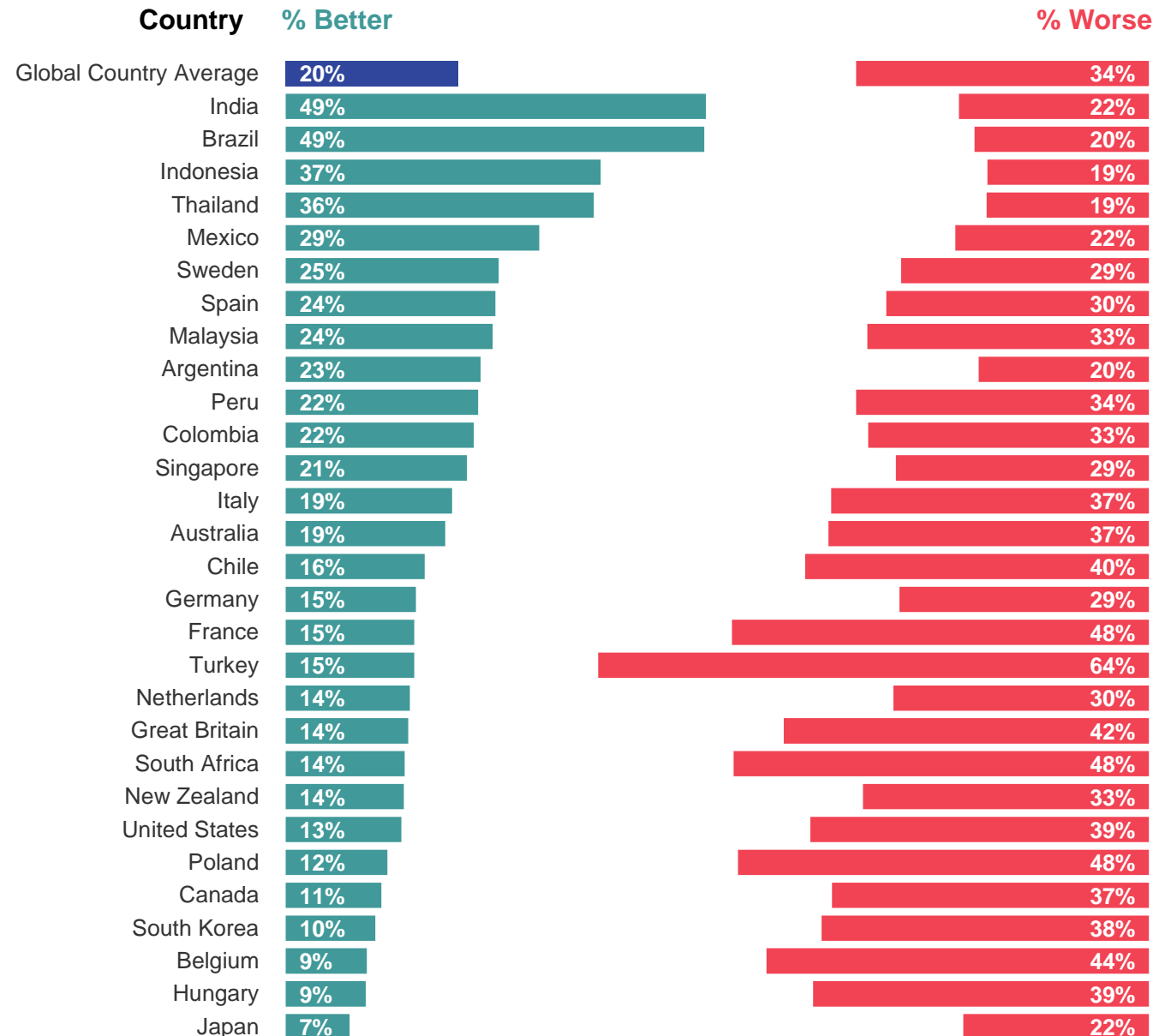
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

### Welfare services

In most countries, the dominant view is that refugees make no difference to **welfare services** in their area. However, among those expressing an opinion, views towards refugees are more negative than positive.

People in Turkey, France, South Africa and Poland are most likely to say refugees make their local welfare services worse.



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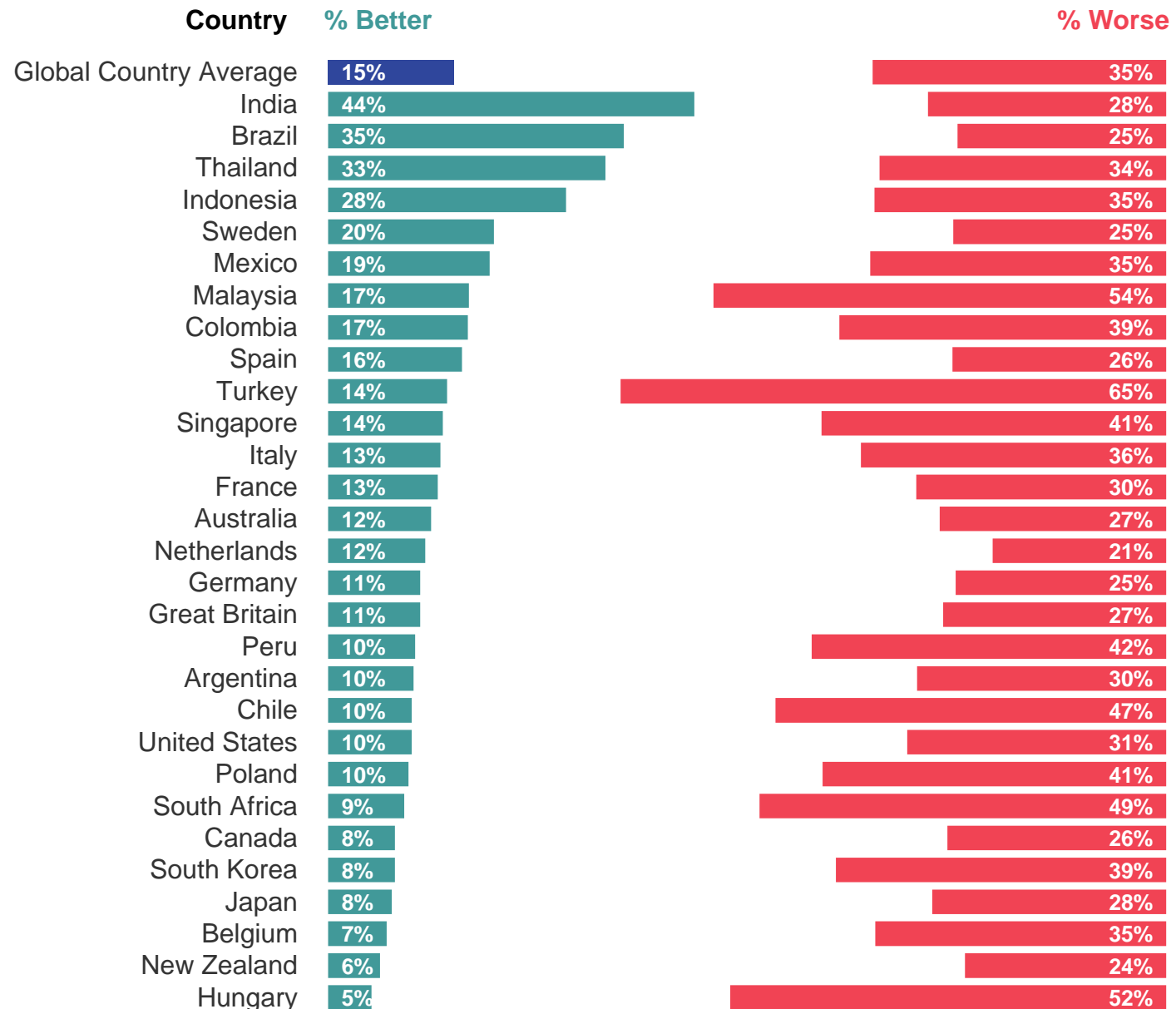
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

### *Spread of infectious diseases*

Again, the majority of the public in many countries do not think refugees make a difference to the **spread of infectious diseases**. Among those expressing an opinion, more think refugees make this worse than better.

People in Turkey, Malaysia and Hungary are most likely to say refugees make the spread of infectious diseases worse.

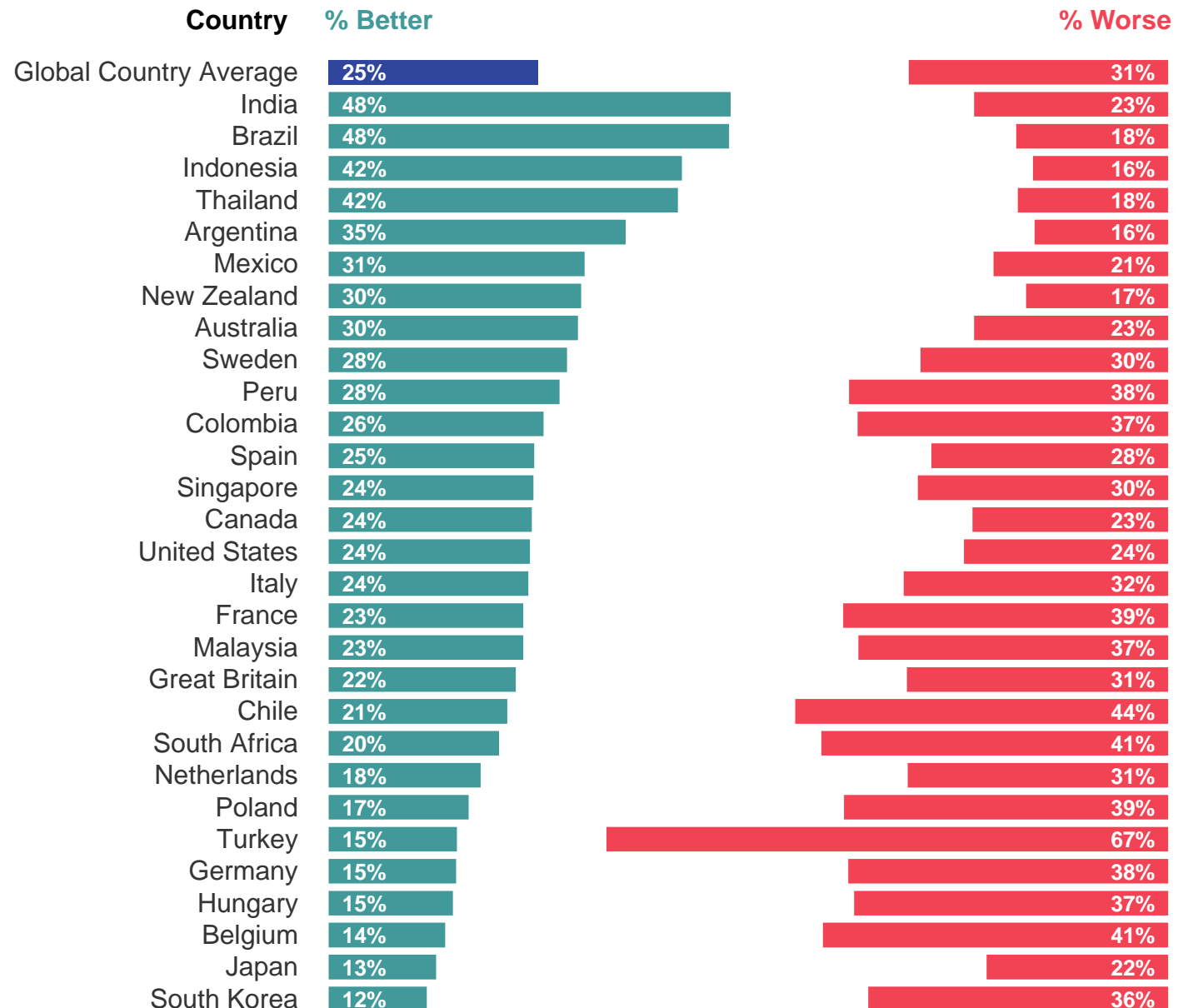


Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Social cohesion/community relations*

Overall the public is divided in many countries on the impact refugees have on social cohesion. Whilst the dominant view (overall) is that refugees make no difference to this, there is more leaning towards the view that refugees worsen rather than improve social cohesion locally – this is especially the case in Turkey.



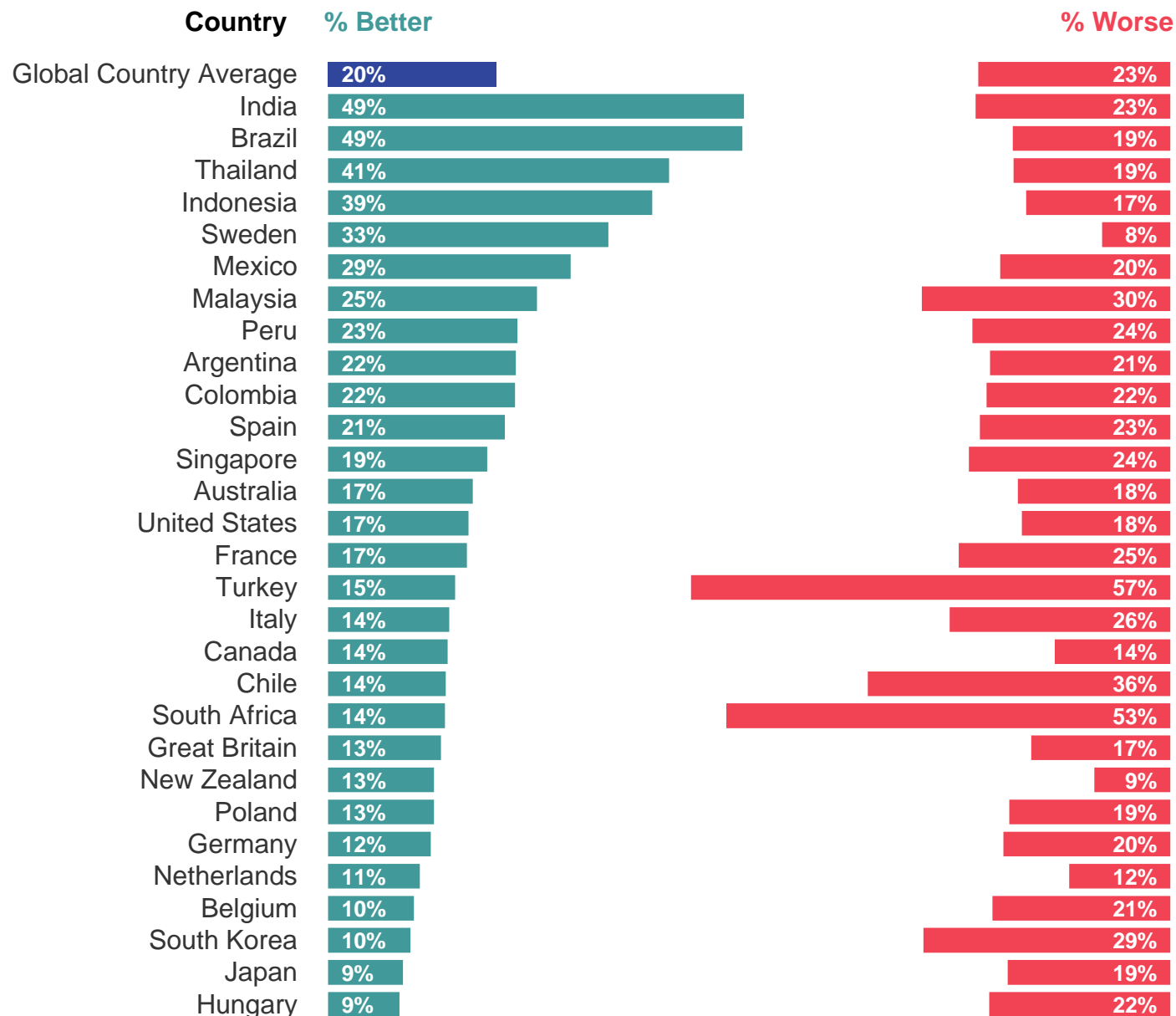
Q.

How much better or worse do you think refugees have made or would make the following in the area where you live?

*Access to utilities such as electricity and water*

Overall the majority of the public do not think refugees make any difference to **access to utilities** in their area.

The exception is in Turkey and South Africa where over half of the public believe refugees have worsened local access.



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# TAKING ACTION TO SUPPORT REFUGEES



**A third report having taken action to support refugees in the past 12 months, with the proportion decreasing in several countries since 2022.**

Q.

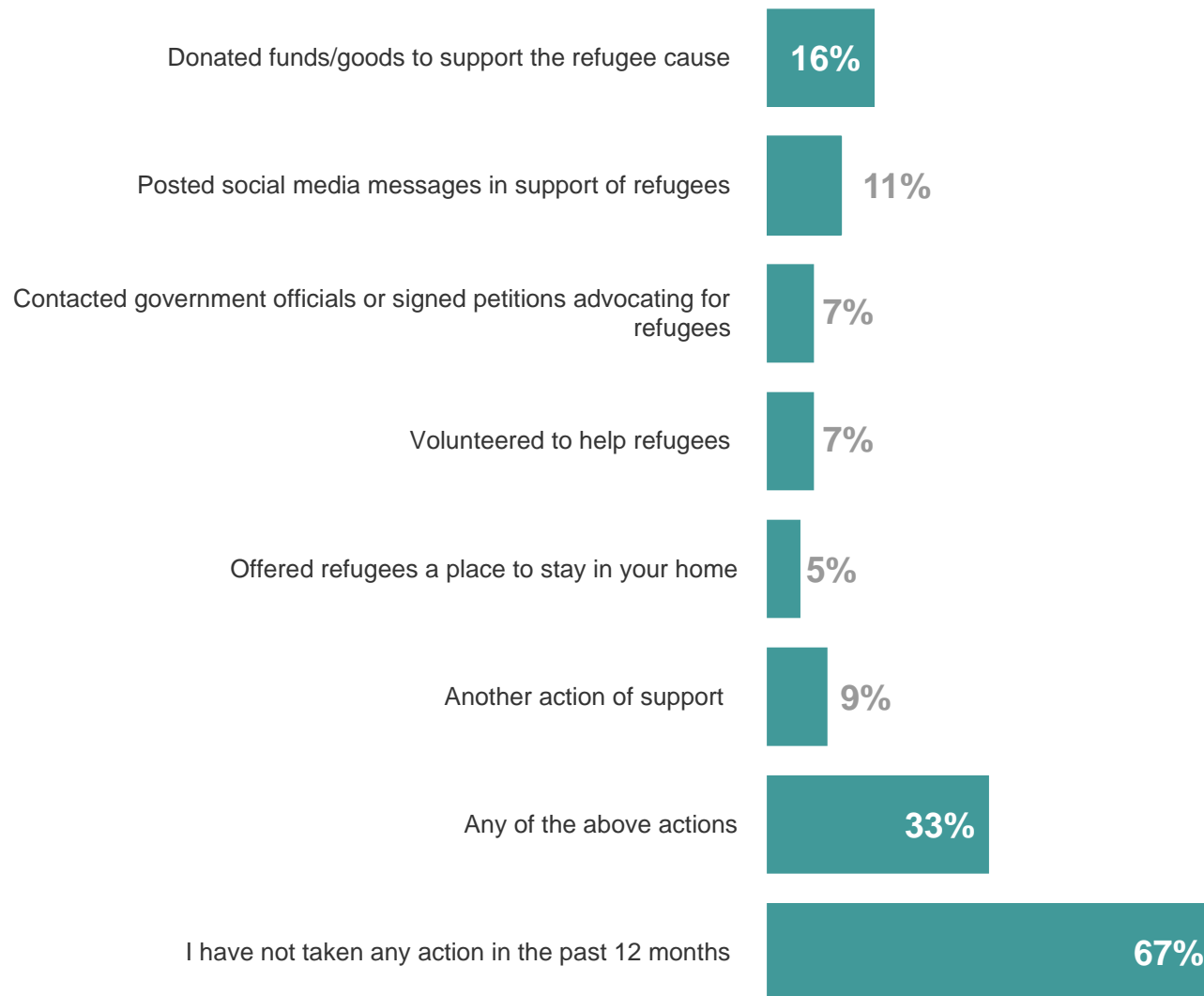
**In the past 12 months, have you done any of the following?**

Overall a third of people reported that they have taken action to support refugees in the past 12 months, with donating funds or goods and posting supportive social media messages being most common.

The proportion of people who have taken action has declined in a number of countries since 2022, for example by 17 ppts in Hungary, 16 ppts in the US, 14 ppts in Poland and Sweden and 13 ppts in Peru.

### Global Country Average

### Action taken



Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

## Q. In the past 12 months, have you done any of the following?

### Top three actions:

- #1 action in Country
- #2 action in Country
- #3 action in Country



	TOT	ARG	AUS	BEL	BRA	CAN	CHL	COL	ESP	FRA	GB	GER	HUN	IND	IDN	ITA	JAP	KOR	MAL	MEX	NLD	NZL	PER	POL	SAF	SE	SGP	THA	TUR	USA
Donated funds/goods to support the refugee cause	16%	8%	14%	9%	11%	14%	6%	14%	19%	13%	21%	16%	18%	17%	41%	15%	4%	7%	13%	15%	28%	12%	11%	39%	17%	19%	16%	27%	9%	10%
Posted social media messages in support of refugees	11%	13%	10%	5%	20%	10%	7%	15%	15%	8%	14%	8%	6%	16%	33%	12%	2%	7%	8%	14%	11%	7%	11%	14%	14%	8%	8%	20%	7%	8%
Contacted government officials or signed petitions advocating for refugees	7%	3%	7%	4%	11%	5%	3%	5%	8%	6%	10%	8%	3%	15%	14%	9%	1%	4%	8%	4%	8%	4%	1%	7%	6%	11%	6%	11%	5%	5%
Volunteered to help refugees	7%	5%	5%	5%	8%	5%	5%	9%	9%	6%	7%	10%	3%	17%	19%	10%	1%	4%	10%	6%	7%	5%	6%	10%	9%	5%	7%	8%	8%	4%
Offered refugees a place to stay in your home	5%	3%	4%	3%	8%	3%	3%	5%	4%	5%	4%	6%	2%	15%	11%	5%	1%	3%	6%	4%	4%	2%	5%	6%	5%	2%	4%	7%	4%	2%
Another action of support	9%	11%	5%	5%	7%	6%	8%	13%	9%	6%	7%	5%	9%	10%	20%	9%	1%	5%	11%	8%	8%	5%	16%	18%	12%	12%	6%	22%	7%	6%
Any of the above actions	33%	29%	26%	22%	39%	26%	21%	40%	39%	29%	35%	33%	29%	45%	62%	36%	7%	20%	32%	32%	41%	24%	35%	58%	38%	36%	27%	52%	24%	22%
I have not taken any action in the past 12 months	67%	71%	74%	78%	61%	74%	79%	60%	61%	71%	65%	67%	71%	55%	38%	64%	93%	80%	68%	68%	59%	76%	65%	42%	62%	64%	73%	48%	76%	78%

Base: 21,816 online adults aged 18+ across 29 countries, 21 APRIL – 5 MAY 2023

# Key takeaways....



1

Support for the principle of providing refuge remains strong but attitudes toward refugees are less positive than in 2022 in the aftermath of the invasion of Ukraine.



2

Most people support allowing refugees currently in their country to stay but are divided on whether more refugees should be allowed. On balance, more think that *no more* refugees should be allowed.



3

There is increased doubts over whether most refugees are, in fact, genuine, leading a significant minority of the public to support measures to deter asylum seekers.

# These are the findings of a 29-country survey conducted on Ipsos' online *Global Advisor* platform between Friday, April 21 and Friday, May 5, 2023.

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, April 21 and Friday, May 5, 2023. For this survey, Ipsos interviewed a total of 21,816 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Argentina, Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Belgium, Chile, Colombia, Hungary, Indonesia, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey.

The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, 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.

India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average result for all the countries and markets in which the

survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/- 1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



# For more information

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# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 countries 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

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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, countries 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.**