

IPSOS GLOBAL TRUSTWORTHINESS INDEX 2023

Who does the world trust?

October 2023



GAME CHANGERS



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INTRODUCTION

Welcome to the 2023 edition of the Ipsos Global Trustworthiness Index.

The Index tracks how trustworthy or untrustworthy 18 different groups including politicians, doctors and scientists are in the minds of global citizens, across 31 countries. The countries that top the list are those where trust across all professions is higher than distrust.

Full data tables are available on request.

Previous editions can be found here:

- [2022 Ipsos Global Trustworthiness Index](#)
- [2021 Ipsos Global Trustworthiness Index](#)
- [2019 Ipsos Global Trustworthiness Index](#)



GLOBAL INDEX



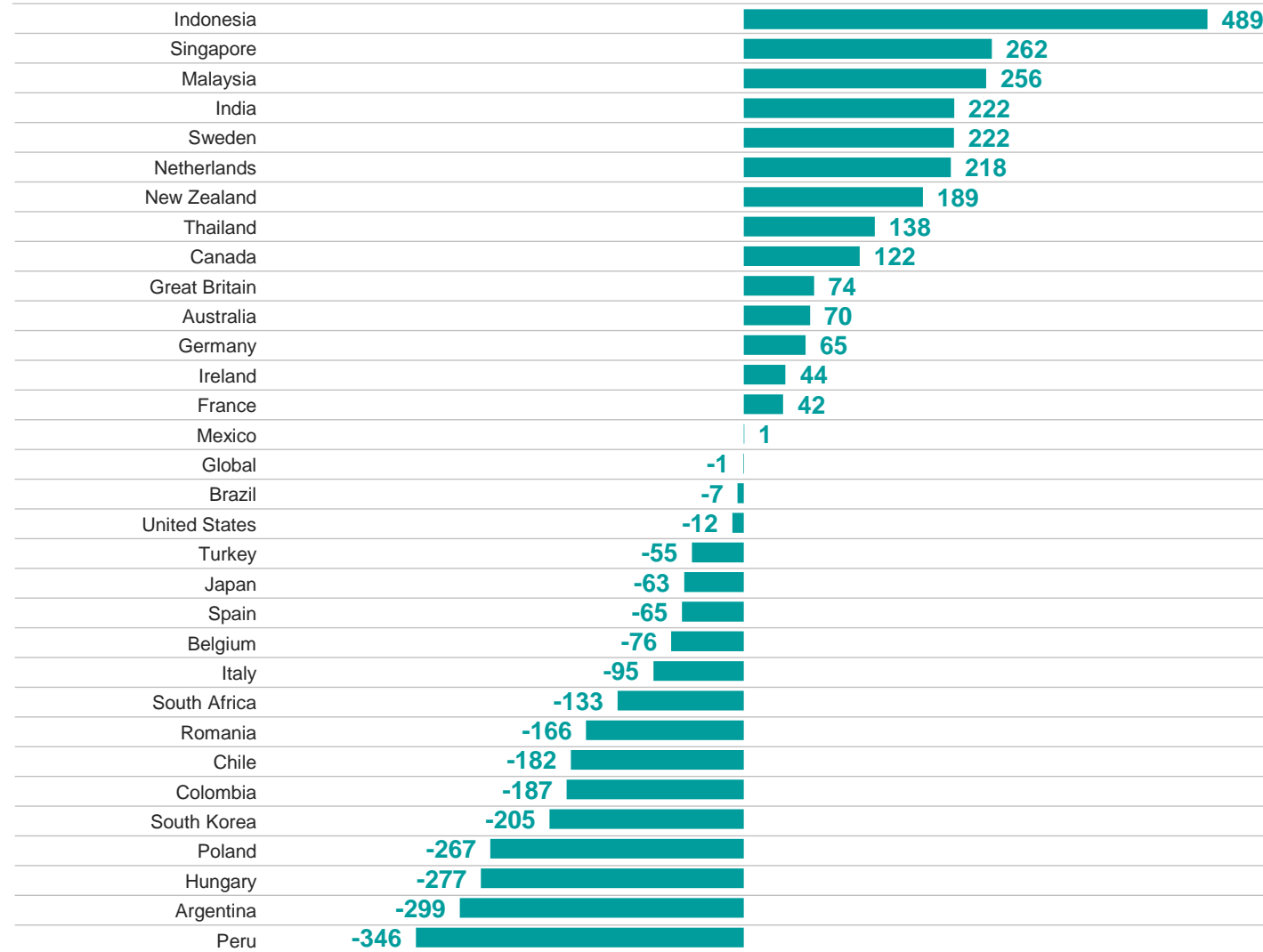


The Global Trustworthiness Index 2023

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Sum of net trustworthy (1-2, subtract 4-5) across all professions

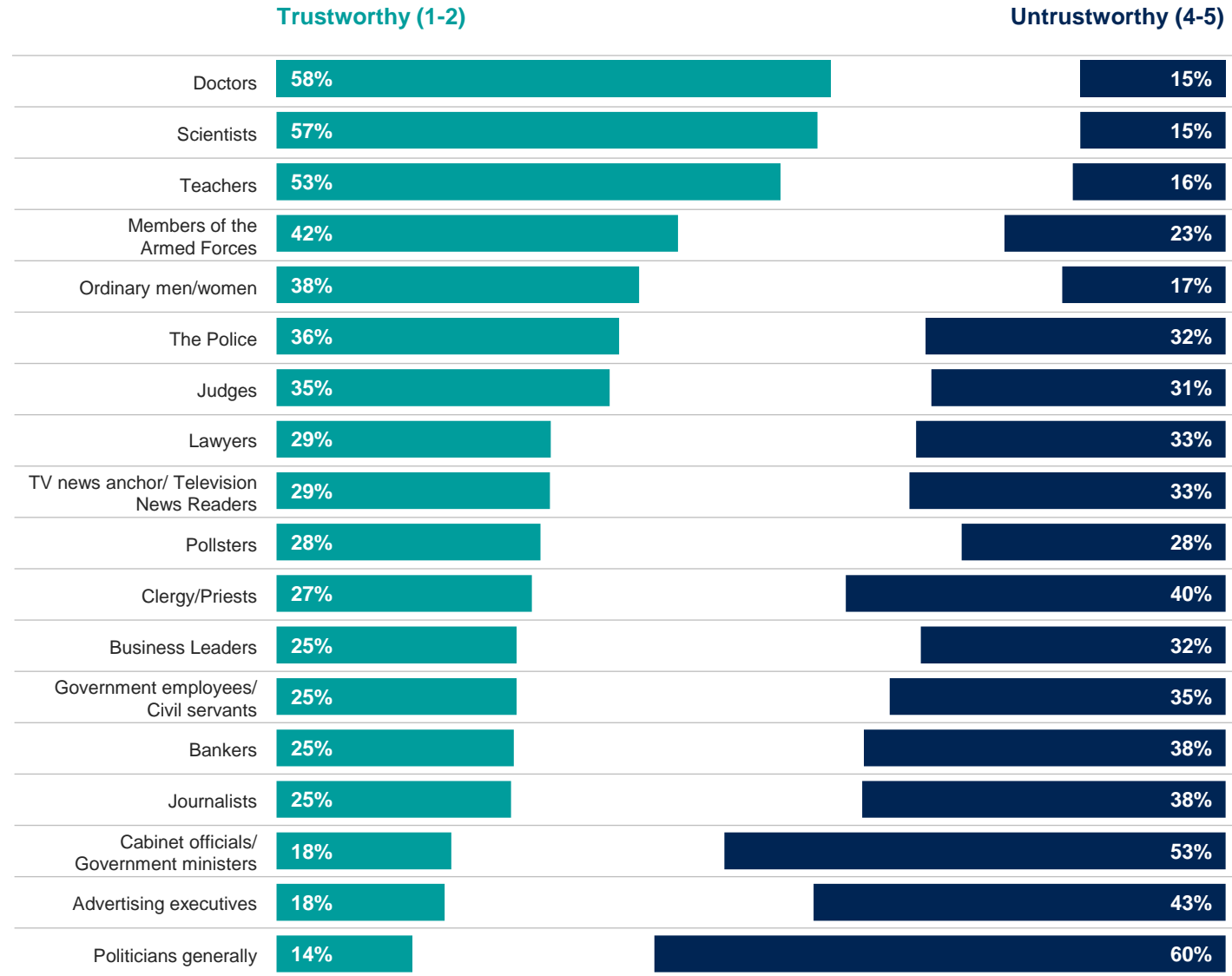




Global Trustworthiness Ranking 2023

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy



Base: Ipsos Global Trustworthiness Index 2023 – 22,816 participants across 31 countries, interviewed online 26 May – 9 June 2023
 Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey tend to be more urban, educated, and/or affluent than the general population
 This "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.





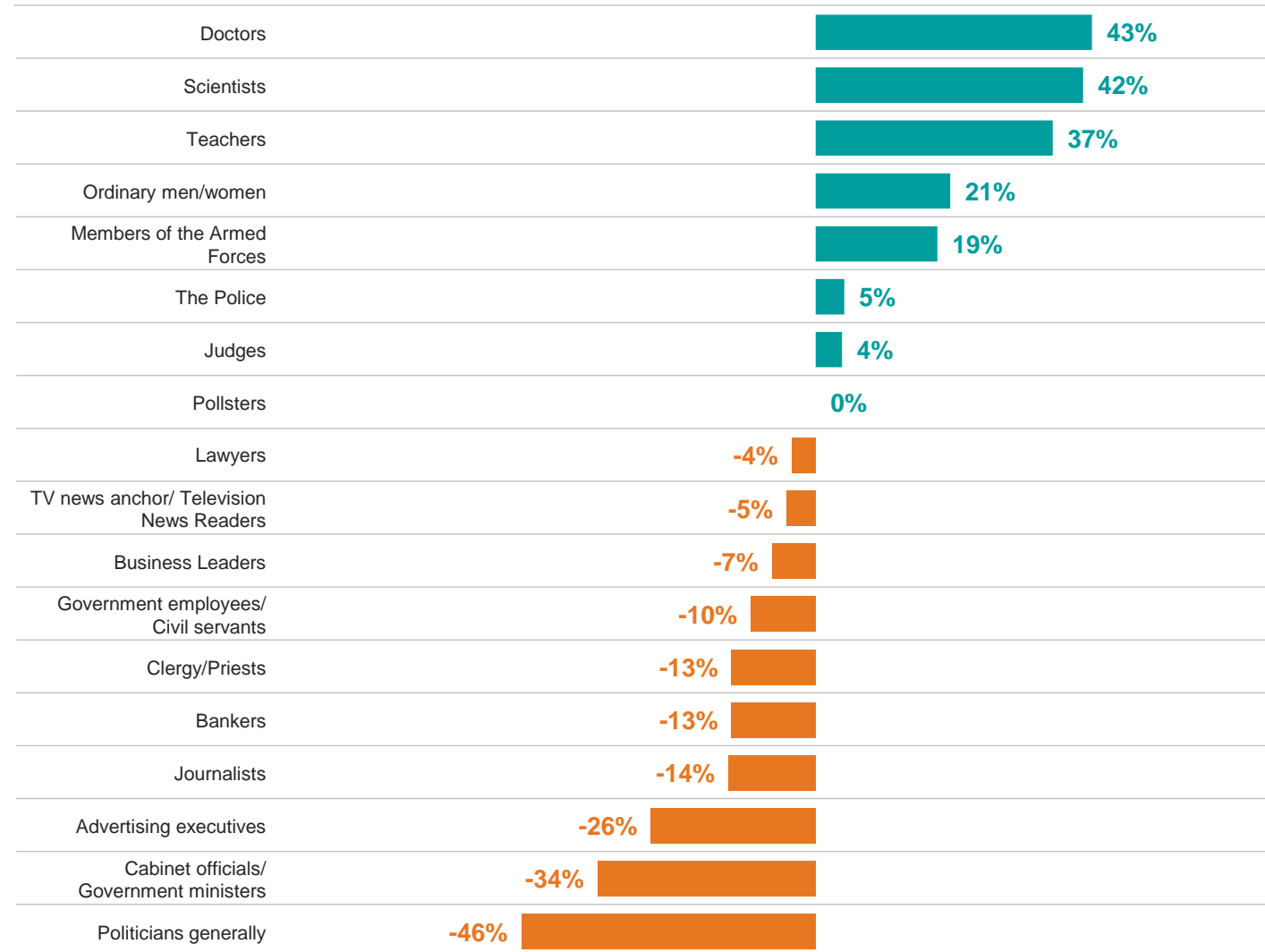
The Global Trustworthiness Index 2023 Net Trust

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Net trustworthy

(% 1-2 out of five, subtract % 4-5 out of five)



Trustworthiness 2023

All professions/markets

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Doctors	68%	66%	62%	56%	64%	56%	58%	58%	68%	64%	62%	42%	68%	51%	63%	60%	44%	38%	66%	58%	68%	65%	50%	45%	49%	63%	55%	61%	66%	63%	56%
Scientists	71%	57%	54%	59%	59%	61%	59%	54%	71%	59%	59%	52%	69%	49%	57%	60%	39%	52%	61%	49%	59%	59%	51%	55%	61%	47%	47%	57%	59%	66%	52%
Teachers	59%	59%	47%	64%	57%	64%	58%	46%	61%	52%	54%	51%	74%	53%	55%	47%	20%	34%	58%	58%	62%	61%	41%	38%	48%	58%	52%	55%	47%	57%	58%
Members of the Armed Forces	35%	52%	32%	34%	51%	33%	33%	38%	46%	49%	52%	33%	58%	52%	47%	44%	35%	26%	43%	49%	46%	58%	31%	34%	47%	33%	47%	55%	22%	46%	52%
Ordinary men/women	49%	41%	35%	42%	41%	48%	45%	39%	43%	38%	41%	31%	49%	46%	49%	34%	20%	27%	53%	36%	37%	41%	42%	41%	36%	29%	28%	31%	30%	25%	41%
The Police	25%	48%	43%	33%	43%	40%	23%	50%	49%	47%	37%	26%	27%	39%	41%	43%	35%	20%	19%	37%	55%	52%	19%	21%	26%	16%	51%	52%	22%	44%	38%
Judges	13%	46%	33%	30%	44%	14%	23%	45%	34%	37%	44%	26%	44%	46%	39%	30%	37%	21%	31%	43%	56%	49%	14%	25%	25%	34%	47%	44%	48%	32%	33%
Lawyers	18%	28%	22%	29%	27%	21%	19%	34%	31%	30%	33%	21%	39%	38%	29%	23%	30%	22%	29%	36%	42%	32%	18%	33%	23%	30%	33%	40%	36%	31%	22%
TV news anchor/ Television News Readers	15%	28%	35%	30%	28%	23%	21%	35%	24%	22%	34%	18%	52%	42%	36%	19%	22%	24%	27%	37%	34%	32%	17%	17%	23%	45%	30%	41%	37%	22%	24%
Pollsters	31%	16%	24%	40%	20%	36%	34%	31%	28%	36%	18%	24%	50%	42%	21%	29%	15%	15%	40%	37%	27%	17%	28%	26%	37%	18%	17%	25%	38%	27%	19%
Clergy/Priests	13%	26%	18%	27%	25%	14%	26%	25%	16%	22%	32%	20%	61%	36%	26%	22%	18%	37%	28%	29%	24%	30%	23%	17%	27%	32%	30%	39%	39%	18%	34%
Business Leaders	18%	23%	21%	26%	20%	20%	32%	19%	22%	26%	23%	17%	47%	40%	23%	24%	16%	18%	34%	31%	24%	28%	28%	21%	26%	27%	26%	24%	37%	26%	21%
Government employees/ Civil servants	7%	31%	24%	28%	29%	20%	16%	26%	27%	37%	31%	17%	32%	36%	34%	23%	20%	14%	18%	30%	29%	34%	12%	15%	16%	28%	36%	32%	26%	34%	24%
Bankers	19%	22%	17%	19%	27%	18%	18%	21%	14%	18%	23%	12%	57%	45%	18%	21%	18%	29%	30%	41%	19%	28%	20%	17%	11%	36%	28%	34%	39%	31%	28%
Journalists	18%	23%	24%	34%	29%	22%	24%	26%	20%	22%	18%	12%	47%	39%	28%	19%	17%	15%	31%	27%	34%	21%	20%	22%	20%	24%	24%	26%	33%	20%	28%
Cabinet officials/ Government ministers	10%	18%	11%	20%	17%	18%	13%	19%	15%	15%	17%	13%	27%	33%	21%	17%	11%	13%	21%	26%	18%	22%	10%	13%	10%	10%	42%	24%	25%	27%	16%
Advertising executives	15%	15%	13%	25%	16%	19%	24%	15%	15%	9%	18%	12%	32%	35%	17%	17%	12%	9%	27%	24%	12%	14%	19%	11%	16%	22%	19%	12%	26%	18%	15%
Politicians generally	6%	16%	9%	15%	13%	10%	10%	16%	8%	13%	15%	7%	24%	33%	17%	13%	10%	8%	18%	20%	17%	17%	9%	7%	8%	10%	30%	15%	19%	18%	13%

Trustworthiness 2023

All professions/markets

- #1 most untrustworthy
- #2 most untrustworthy
- #3 most untrustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Politicians generally	79%	56%	61%	66%	54%	73%	76%	55%	72%	61%	63%	73%	50%	38%	58%	65%	56%	70%	57%	42%	44%	47%	77%	75%	74%	80%	27%	49%	48%	61%	63%
Cabinet officials/ Government ministers	76%	46%	60%	55%	44%	56%	64%	48%	62%	57%	57%	69%	41%	39%	53%	57%	48%	56%	54%	41%	41%	41%	71%	66%	58%	79%	25%	31%	44%	52%	49%
Advertising executives	47%	51%	58%	34%	47%	46%	39%	51%	52%	60%	47%	49%	23%	31%	44%	47%	35%	53%	35%	31%	46%	46%	41%	46%	41%	40%	35%	47%	29%	52%	46%
Clergy/Priests	58%	39%	46%	39%	37%	62%	45%	41%	61%	41%	32%	50%	11%	34%	44%	50%	33%	29%	47%	29%	38%	33%	43%	63%	42%	39%	21%	27%	29%	47%	32%
Bankers	48%	40%	47%	49%	29%	45%	52%	42%	61%	47%	38%	53%	11%	27%	51%	43%	30%	19%	36%	18%	41%	34%	47%	49%	57%	30%	27%	26%	21%	34%	29%
Journalists	51%	42%	36%	34%	28%	44%	43%	36%	44%	40%	50%	52%	19%	30%	40%	45%	34%	42%	32%	29%	28%	38%	49%	40%	43%	40%	26%	38%	28%	50%	37%
Government employees/ Civil servants	72%	24%	31%	35%	20%	46%	57%	31%	33%	20%	27%	38%	28%	32%	25%	35%	27%	37%	58%	23%	26%	19%	70%	54%	49%	38%	19%	20%	35%	30%	40%
Lawyers	44%	33%	37%	34%	34%	42%	46%	25%	31%	26%	27%	39%	23%	32%	32%	37%	18%	35%	36%	23%	20%	26%	51%	30%	39%	40%	23%	24%	28%	38%	39%
TV news anchor/ Television News Readers	52%	29%	27%	37%	27%	45%	47%	28%	40%	39%	25%	42%	17%	28%	26%	47%	25%	29%	39%	20%	23%	28%	52%	45%	41%	26%	20%	23%	22%	46%	38%
Business Leaders	47%	33%	33%	35%	31%	48%	29%	31%	42%	27%	28%	35%	12%	30%	36%	34%	25%	38%	34%	22%	20%	28%	37%	37%	33%	35%	27%	29%	23%	41%	36%
The Police	41%	23%	22%	34%	25%	32%	45%	16%	23%	20%	31%	35%	43%	33%	27%	23%	18%	36%	53%	26%	17%	19%	52%	44%	38%	65%	17%	16%	47%	30%	32%
Judges	59%	22%	27%	38%	18%	53%	46%	19%	31%	27%	18%	39%	25%	28%	30%	33%	18%	41%	43%	18%	16%	20%	60%	37%	39%	34%	15%	18%	25%	37%	29%
Pollsters	33%	37%	29%	23%	25%	26%	31%	25%	31%	19%	29%	33%	16%	26%	31%	29%	28%	44%	24%	18%	25%	26%	35%	31%	24%	31%	22%	20%	20%	37%	34%
Members of the Armed Forces	30%	16%	25%	34%	15%	36%	34%	22%	24%	18%	16%	25%	14%	24%	17%	24%	15%	26%	27%	18%	11%	12%	37%	31%	21%	34%	16%	15%	45%	27%	17%
Ordinary men/women	17%	13%	17%	21%	13%	16%	18%	12%	14%	15%	12%	20%	9%	24%	16%	21%	16%	17%	15%	15%	17%	15%	19%	15%	16%	27%	17%	21%	22%	30%	18%
Teachers	13%	12%	16%	15%	14%	15%	16%	16%	12%	14%	13%	18%	8%	24%	18%	18%	26%	21%	13%	12%	11%	14%	22%	23%	20%	18%	15%	14%	19%	16%	15%
Scientists	12%	15%	16%	17%	13%	15%	17%	16%	11%	12%	12%	17%	9%	26%	16%	16%	13%	14%	16%	15%	13%	13%	19%	17%	17%	22%	15%	13%	15%	15%	18%
Doctors	12%	11%	13%	18%	12%	17%	17%	13%	12%	11%	12%	24%	11%	27%	15%	16%	14%	20%	12%	13%	11%	13%	18%	22%	23%	17%	14%	13%	13%	16%	16%

TRENDS OVER TIME



Global trustworthiness trends 2018-2023

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Trustworthy (1-2)

		2022	2021	2019	2018
Doctors	58%	58%	64%	57%	55%
Scientists	57%	57%	61%	59%	59%
Teachers	52%	51%	55%	53%	52%
Armed Forces	42%	42%	44%	44%	43%
Ordinary men/women	37%	37%	38%	38%	37%
The Police	37%	37%	40%	38%	39%
Judges	34%	35%	37%	33%	32%
Lawyers	30%	29%	30%	28%	25%
Television news readers	29%	28%	27%	25%	24%
Pollsters	27%	27%	25%	23%	23%
Civil Servants	27%	26%	25%	23%	24%
Clergy/Priests	25%	26%	26%	24%	21%
Bankers	25%	24%	23%	21%	20%
Journalists	24%	25%	23%	22%	21%
Business Leaders	24%	23%	23%	22%	22%
Advertising executives	18%	17%	15%	13%	13%
Government ministers	17%	16%	15%	13%	12%
Politicians generally	13%	12%	10%	10%	9%

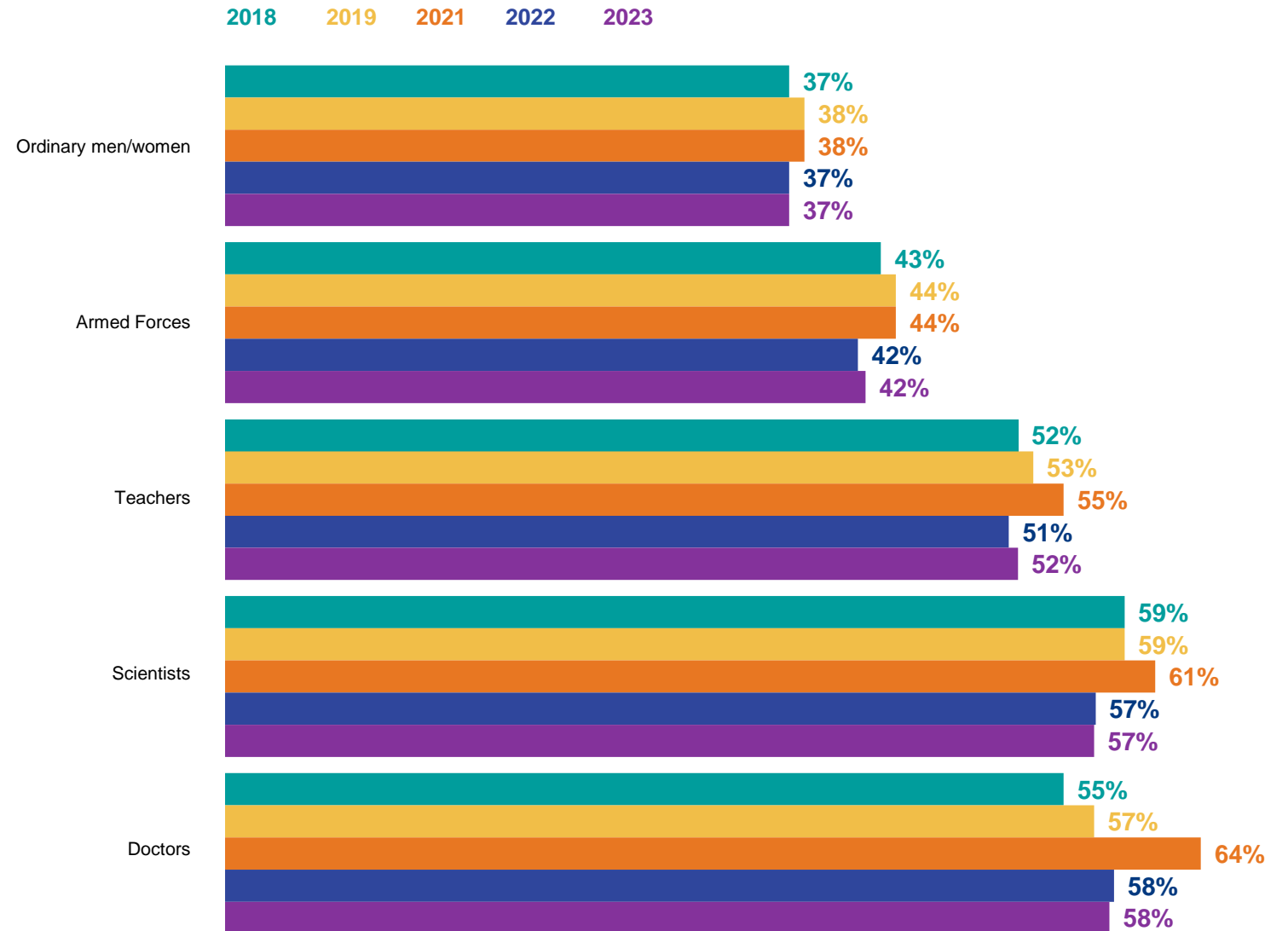
Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, 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. The “Global Country Average” reflects the average result for all the countries where the survey was conducted.





Top five trustworthy professions 2018-2023

% trustworthy

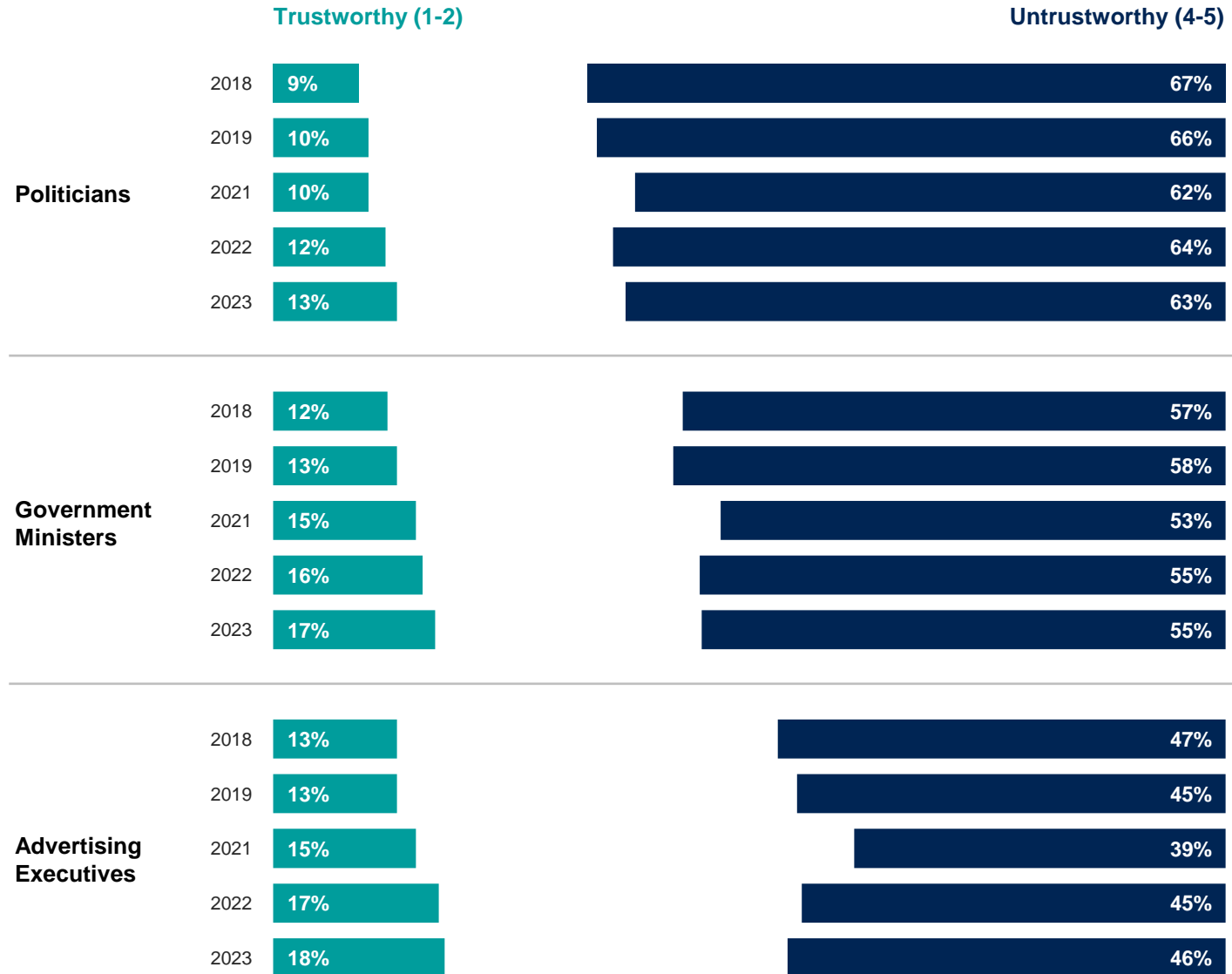


Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 31-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022 onwards, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves. China was also omitted from the 2023 wave, meaning that the 2023 figures also do not reflect the same sample as 2023.

Three least trusted professions 2018-2023

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy



Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 31-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022 onwards, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves. China was also omitted from the 2023 wave, meaning that the 2023 figures also do not reflect the same sample as 2023.

VIEWS OF THE PROFESSIONS

Country-level scores for key professions



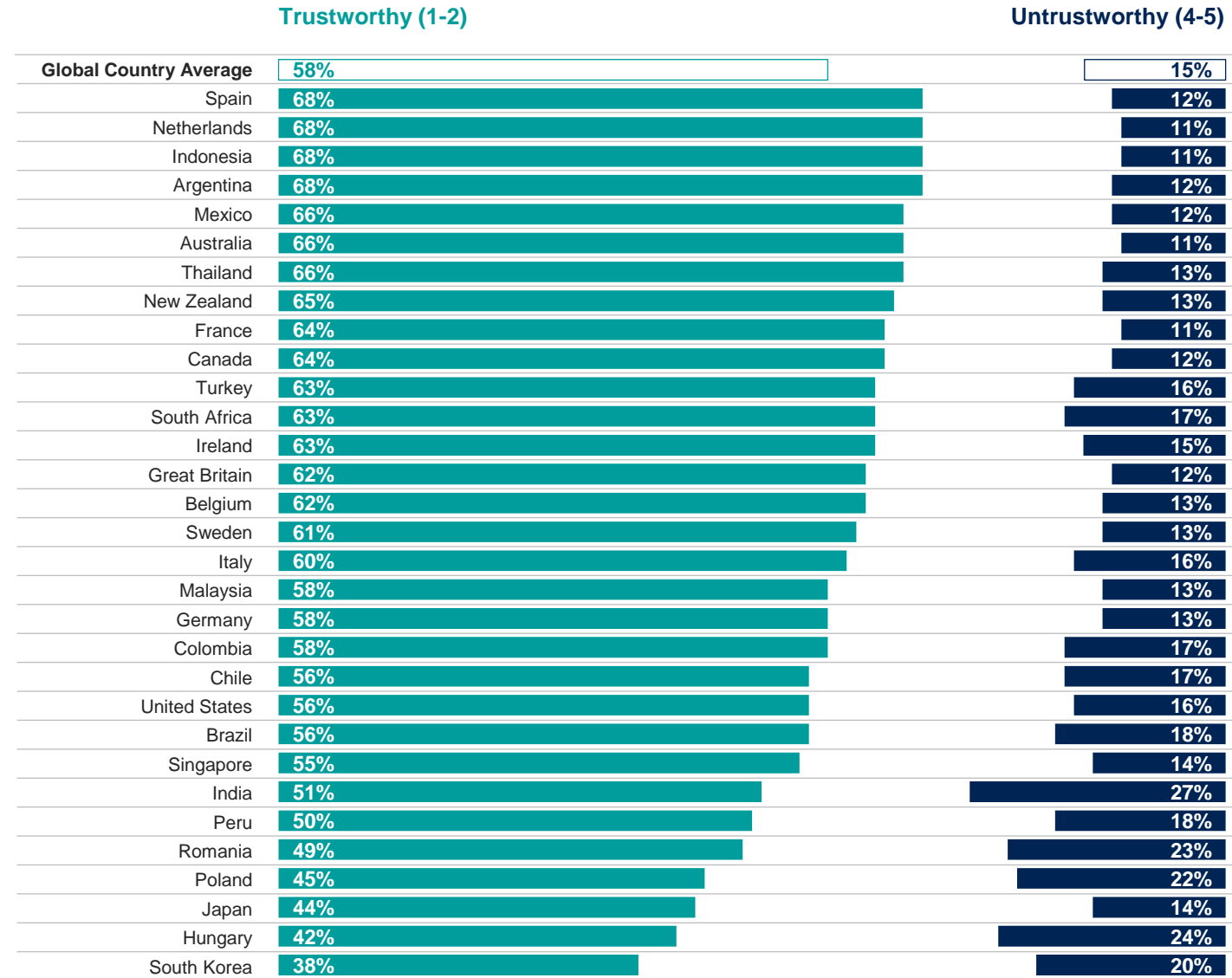


Trust in doctors by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Doctors



Ipsos Global Trustworthiness Index 2023 – 22,816 participants across 31 countries, interviewed online 26 May – 9 June 2023
 Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey tend to be more urban, educated, and/or affluent than the general population
 This “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



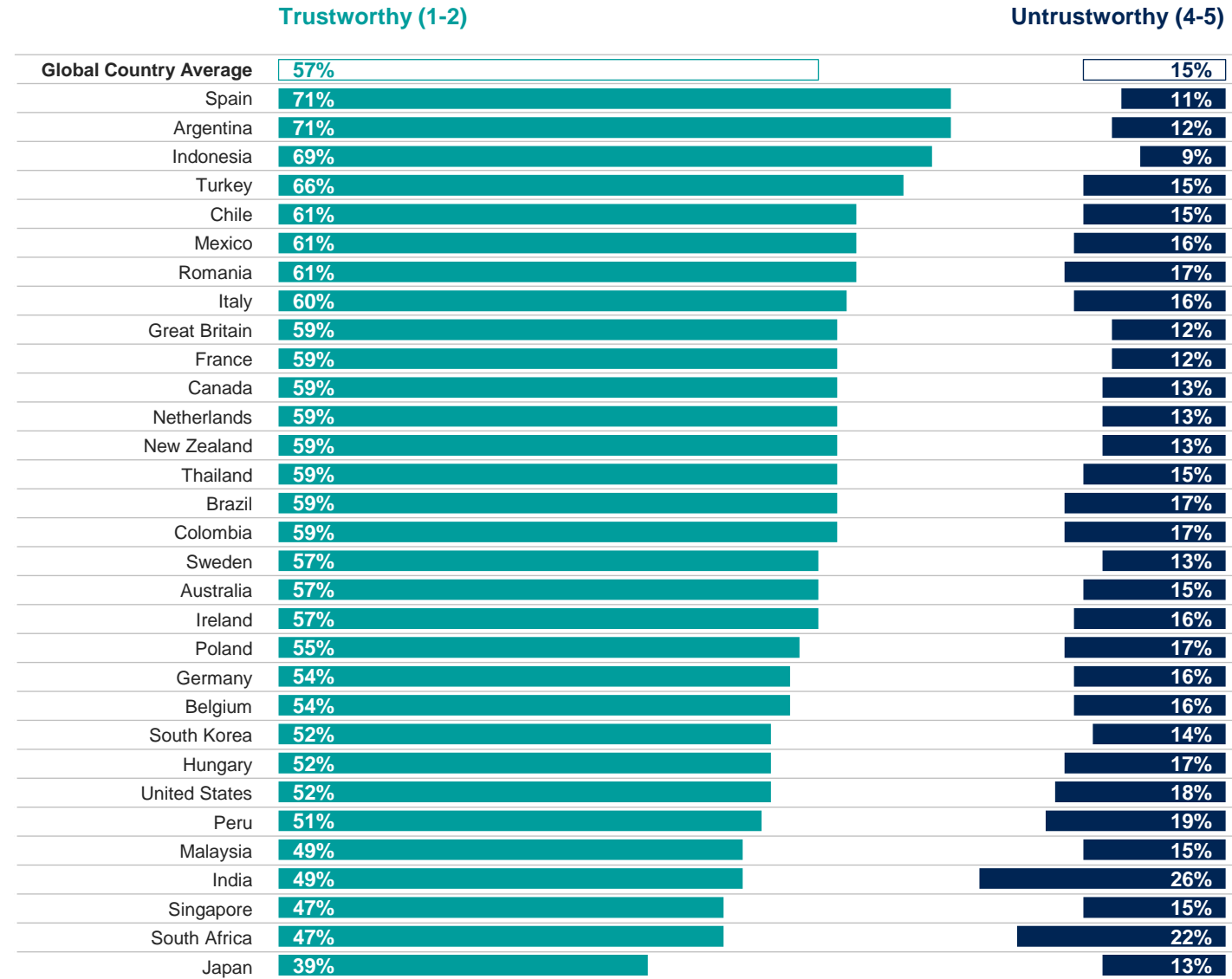


Trust in scientists by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Scientists



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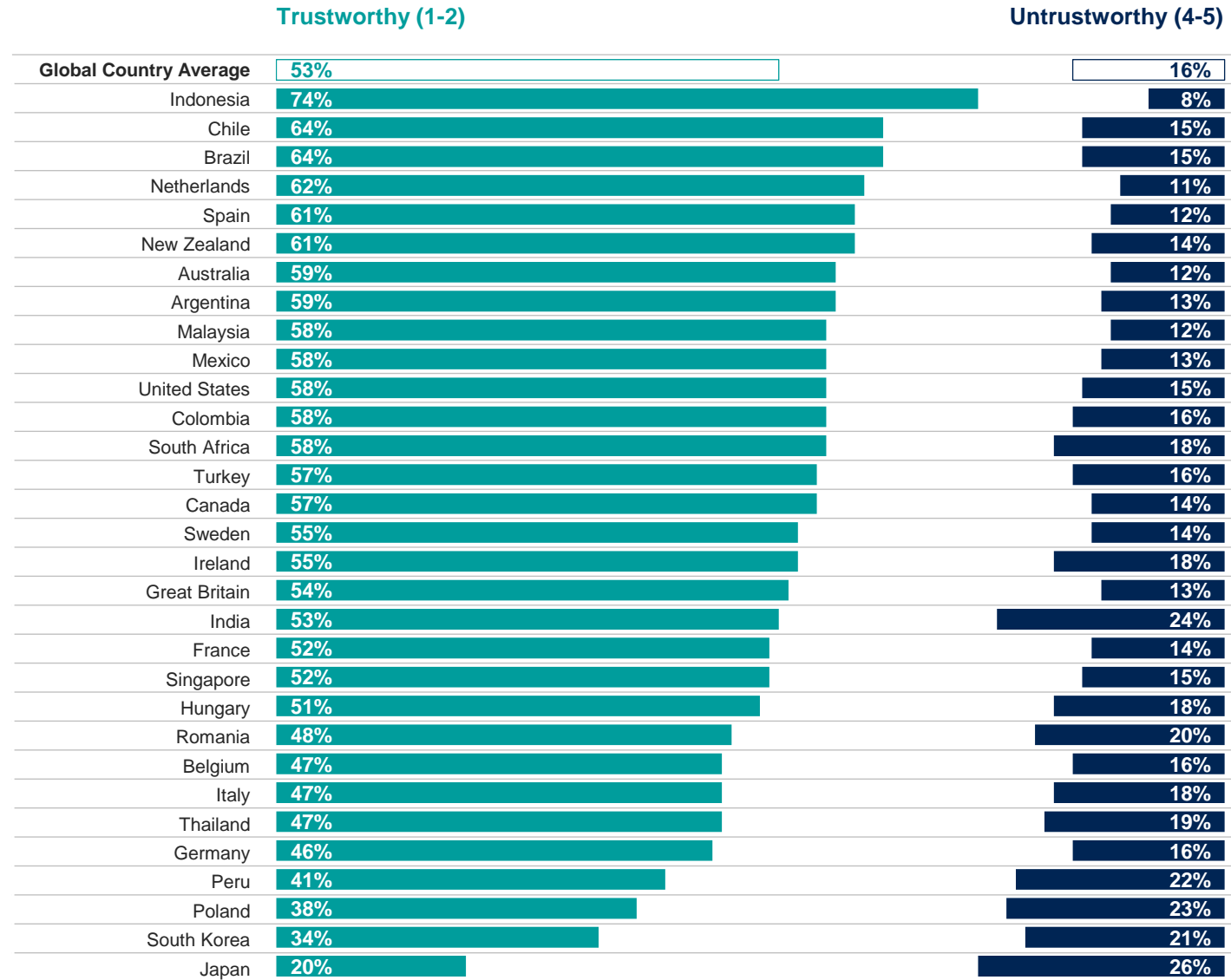


Trust in teachers by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Teachers



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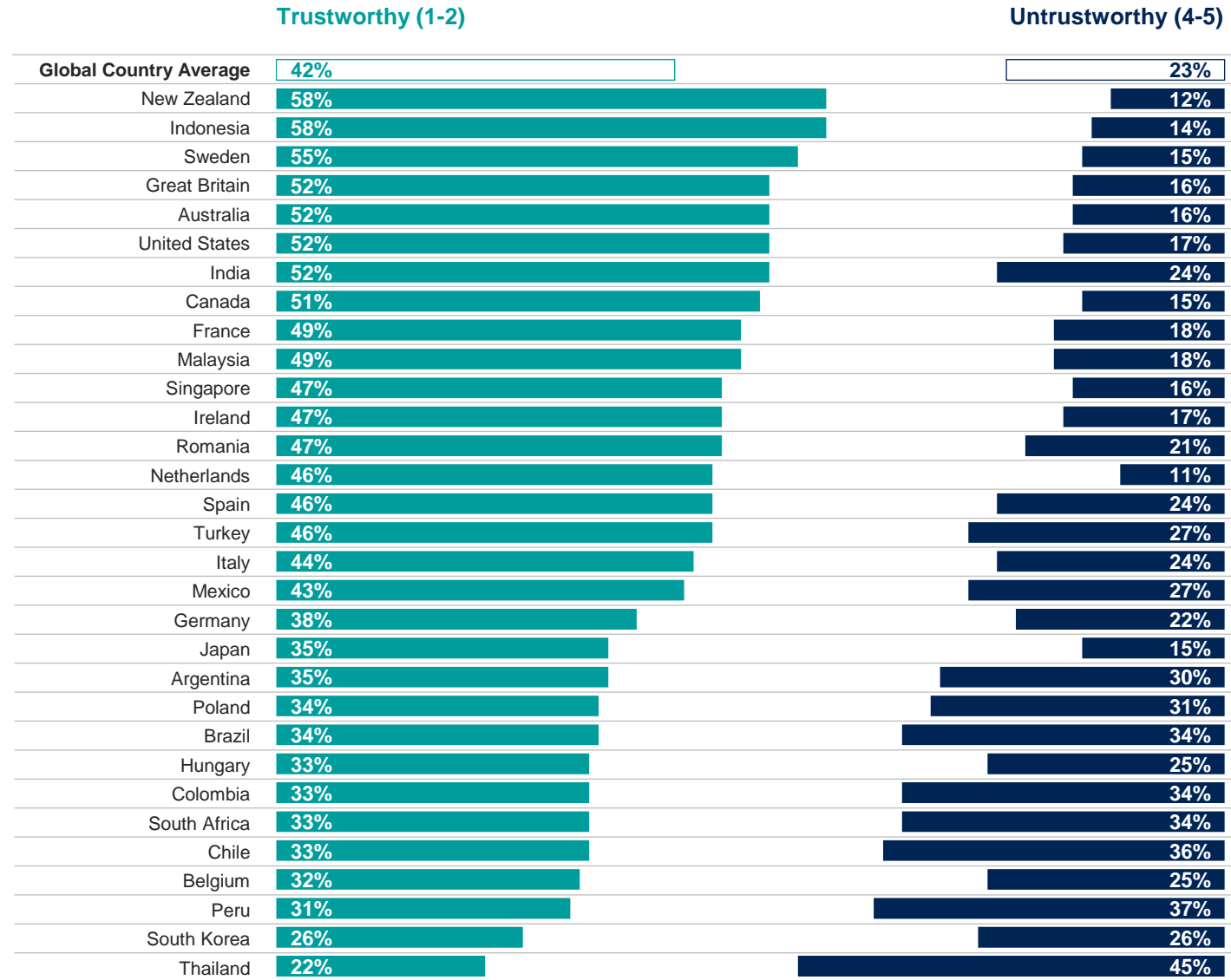


Trust in armed forces members by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Members of the Armed Forces



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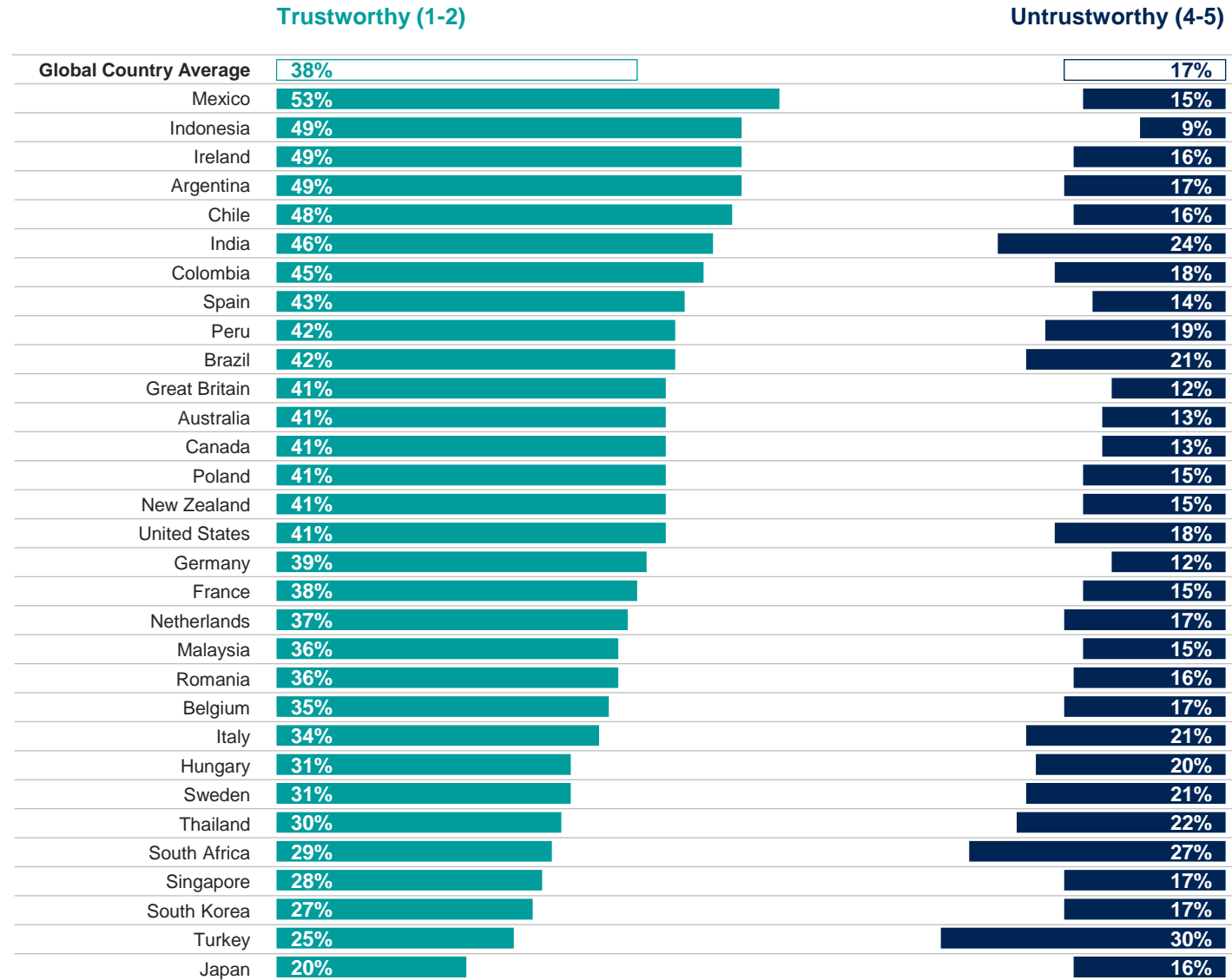


Trust in ordinary men/women by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Ordinary men/women



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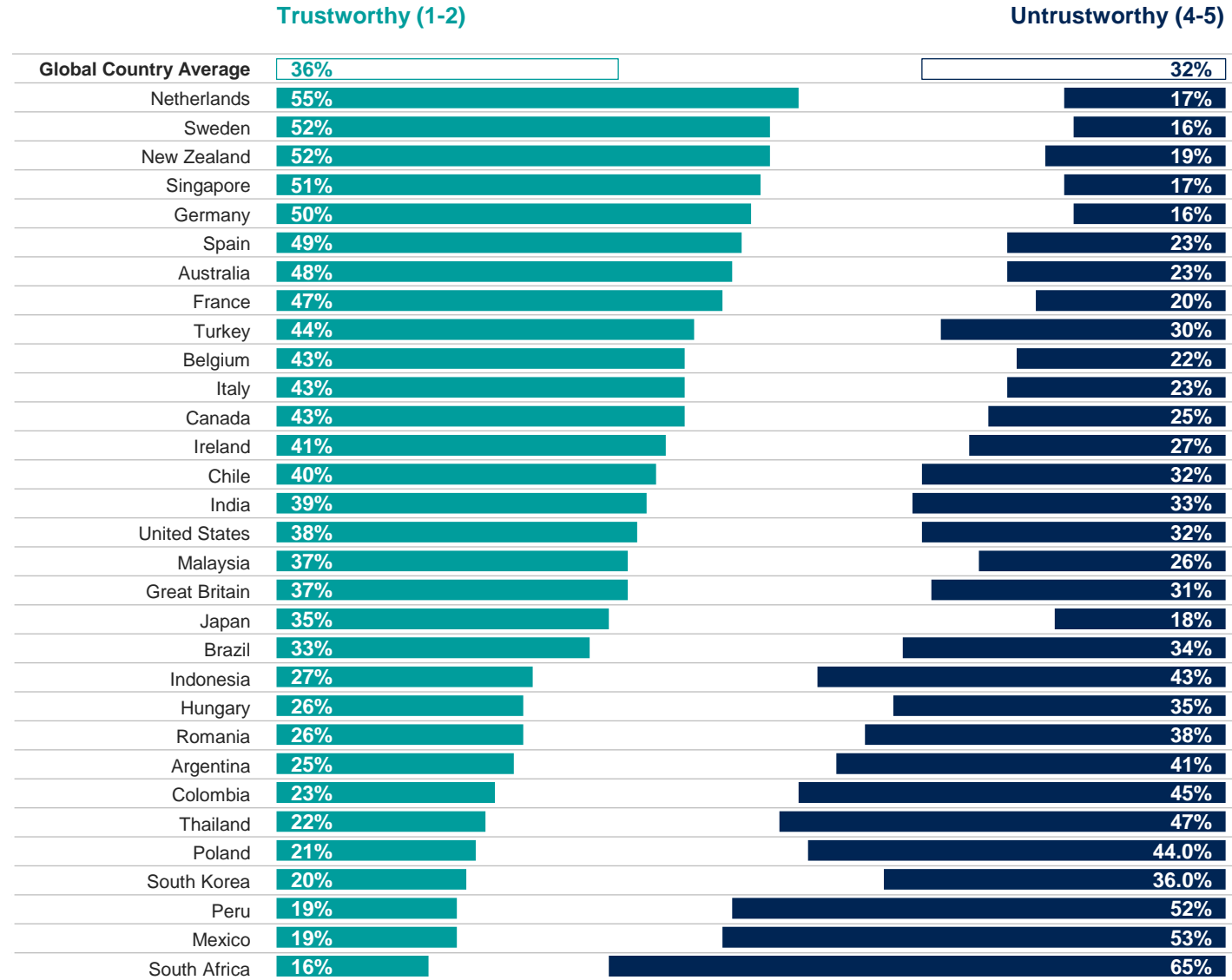


Trust in the police by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

The Police



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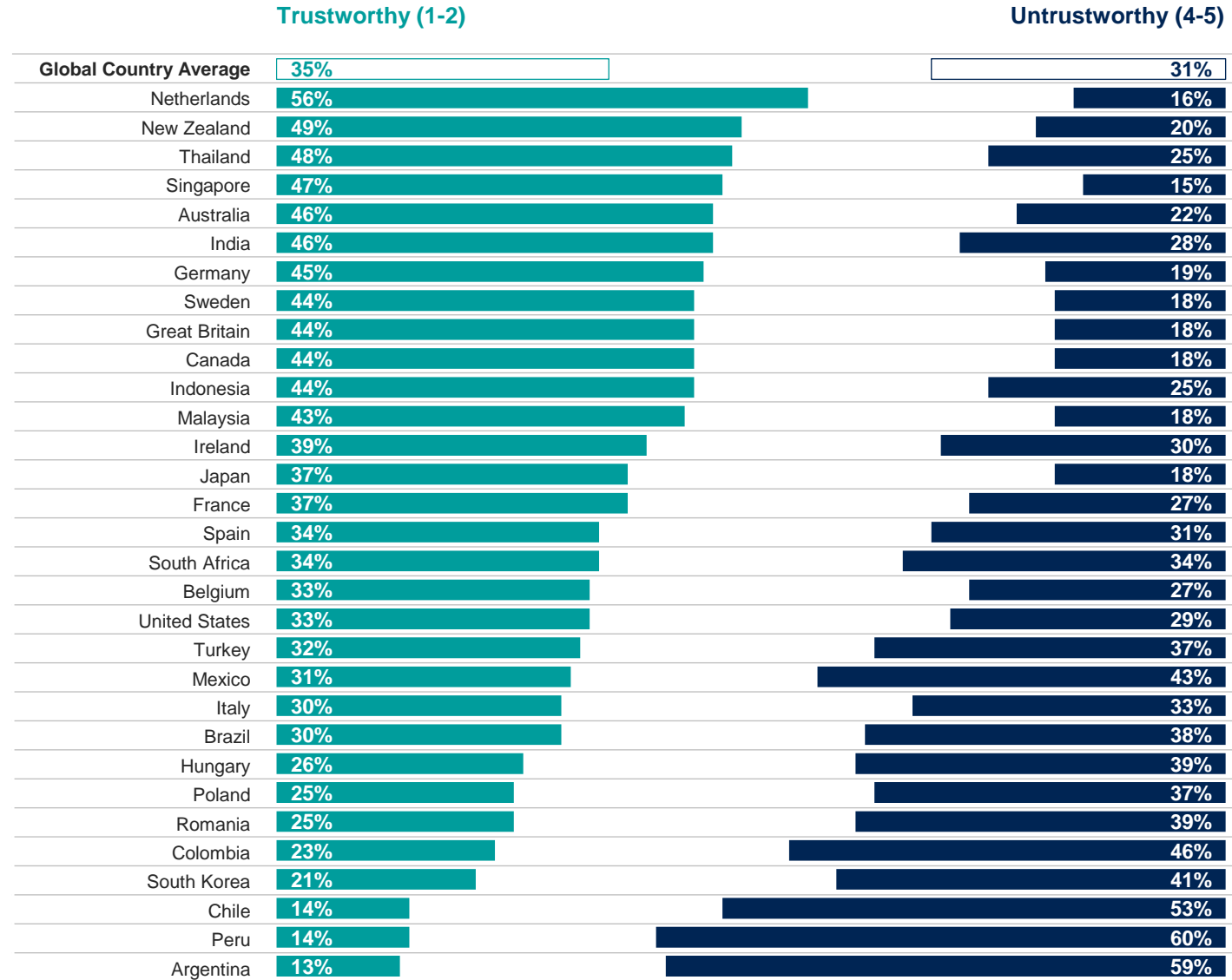


Trust in judges by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Judges



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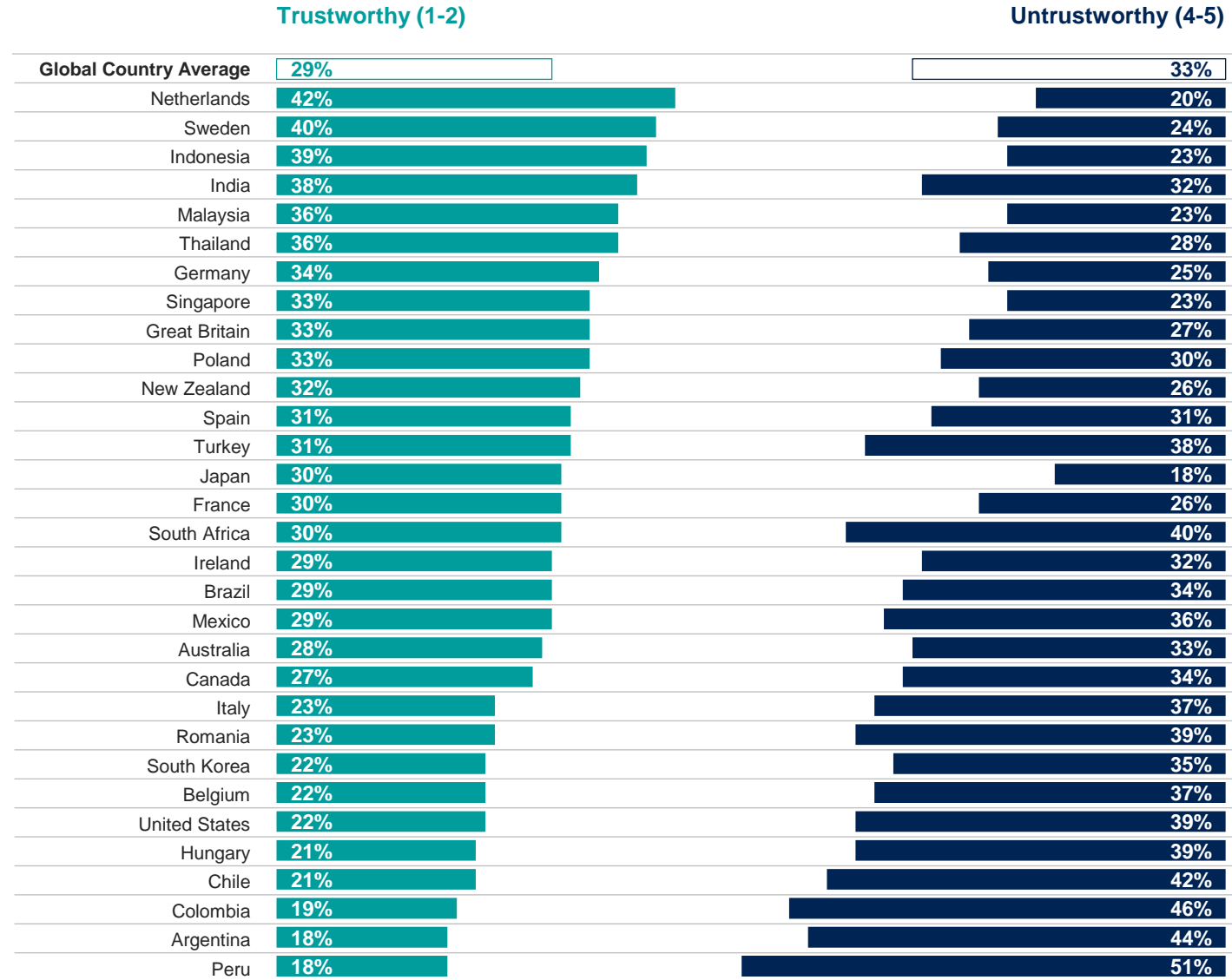


Trust in lawyers by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Lawyers



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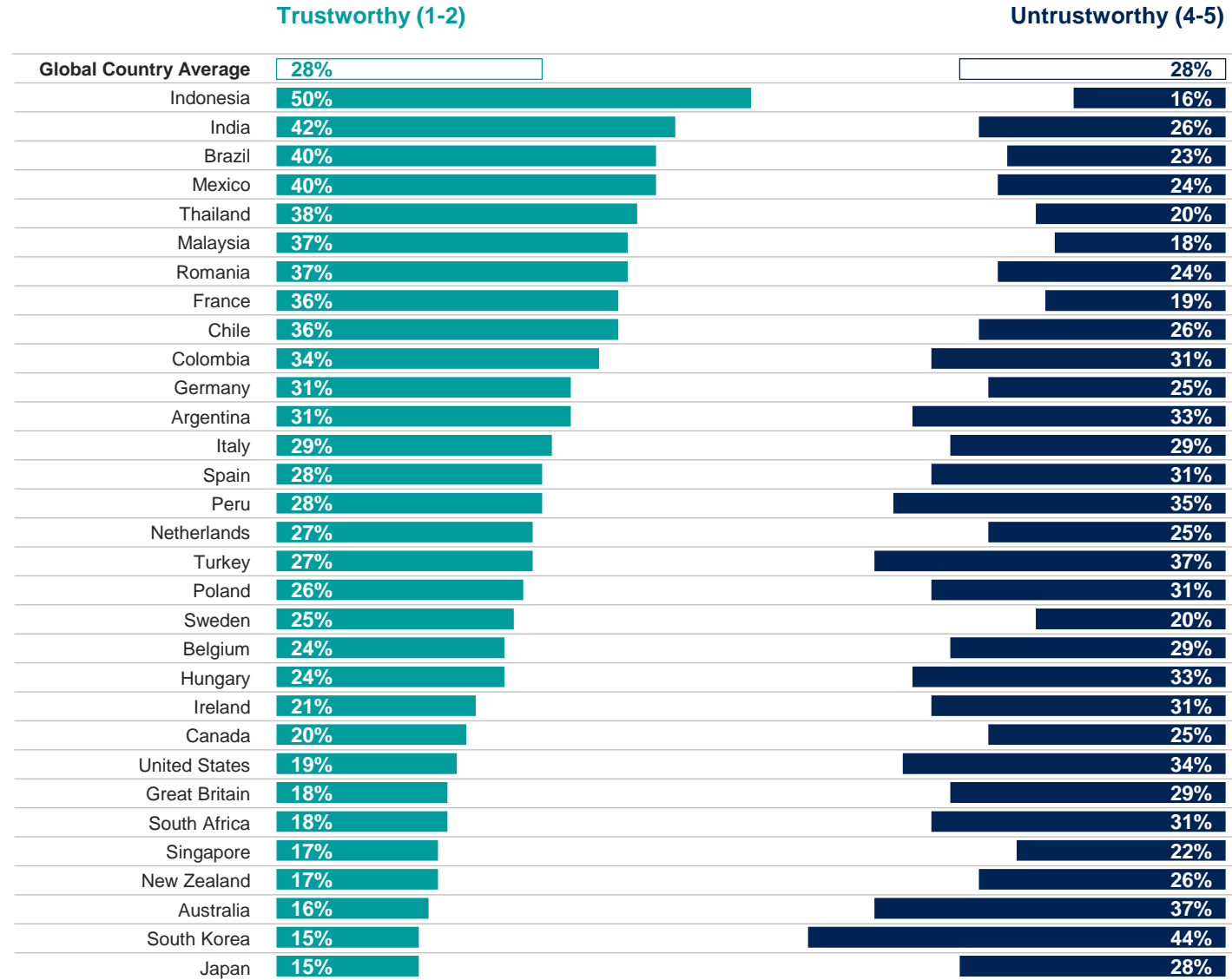


Trust in pollsters by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Pollsters



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 This “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



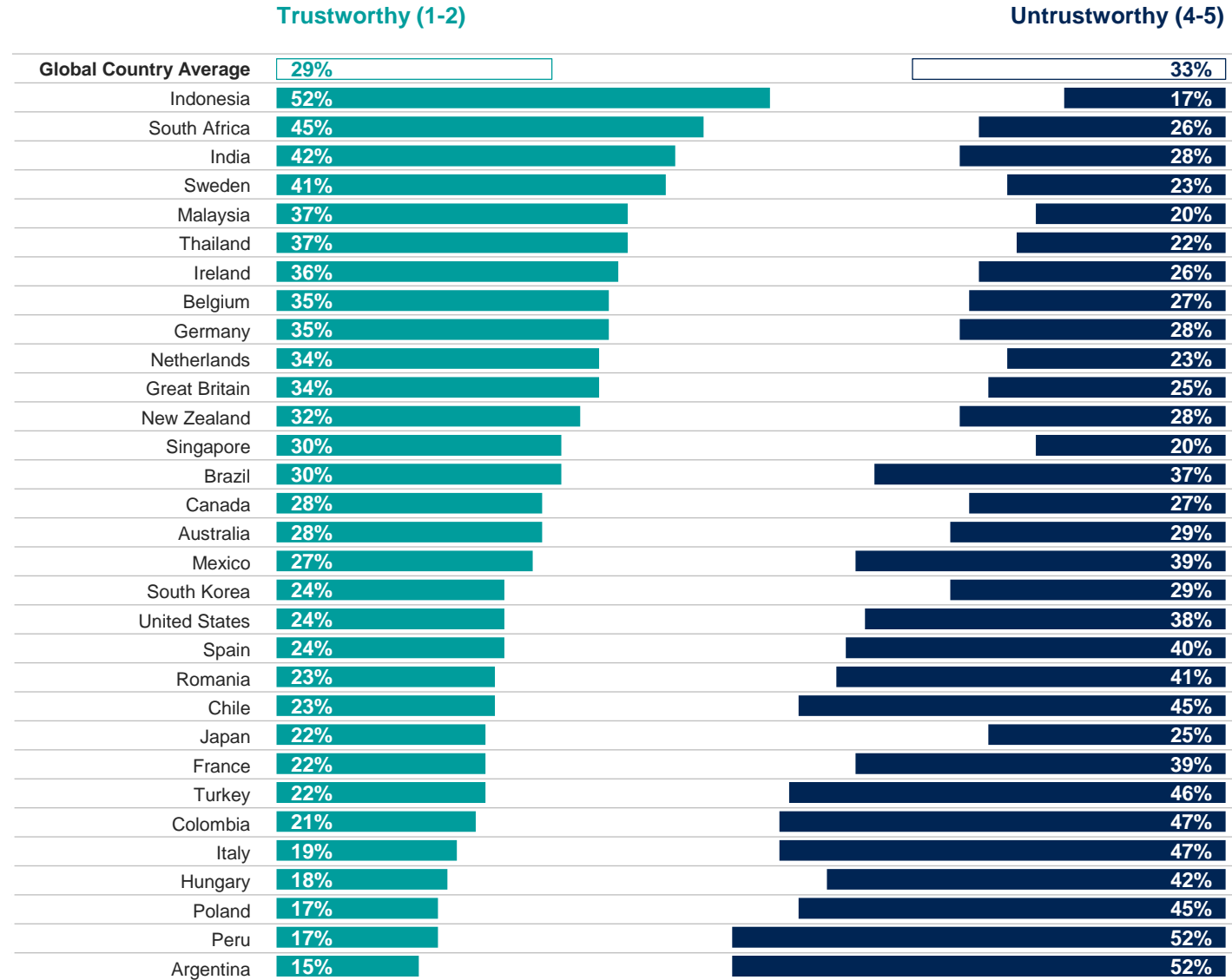


Trust in TV news readers by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

TV News Readers



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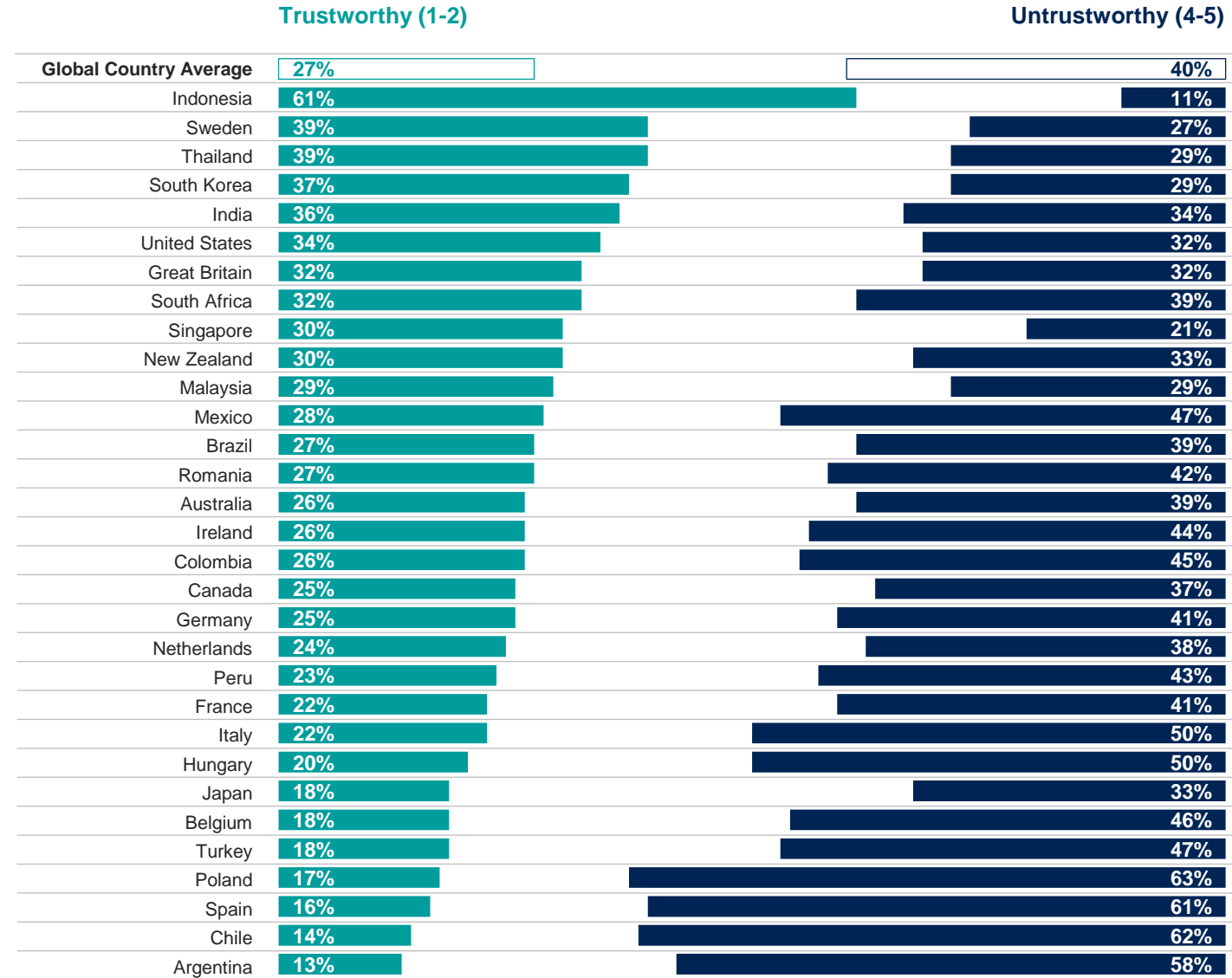


Trust in clergy/priests by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Clergy/Priests



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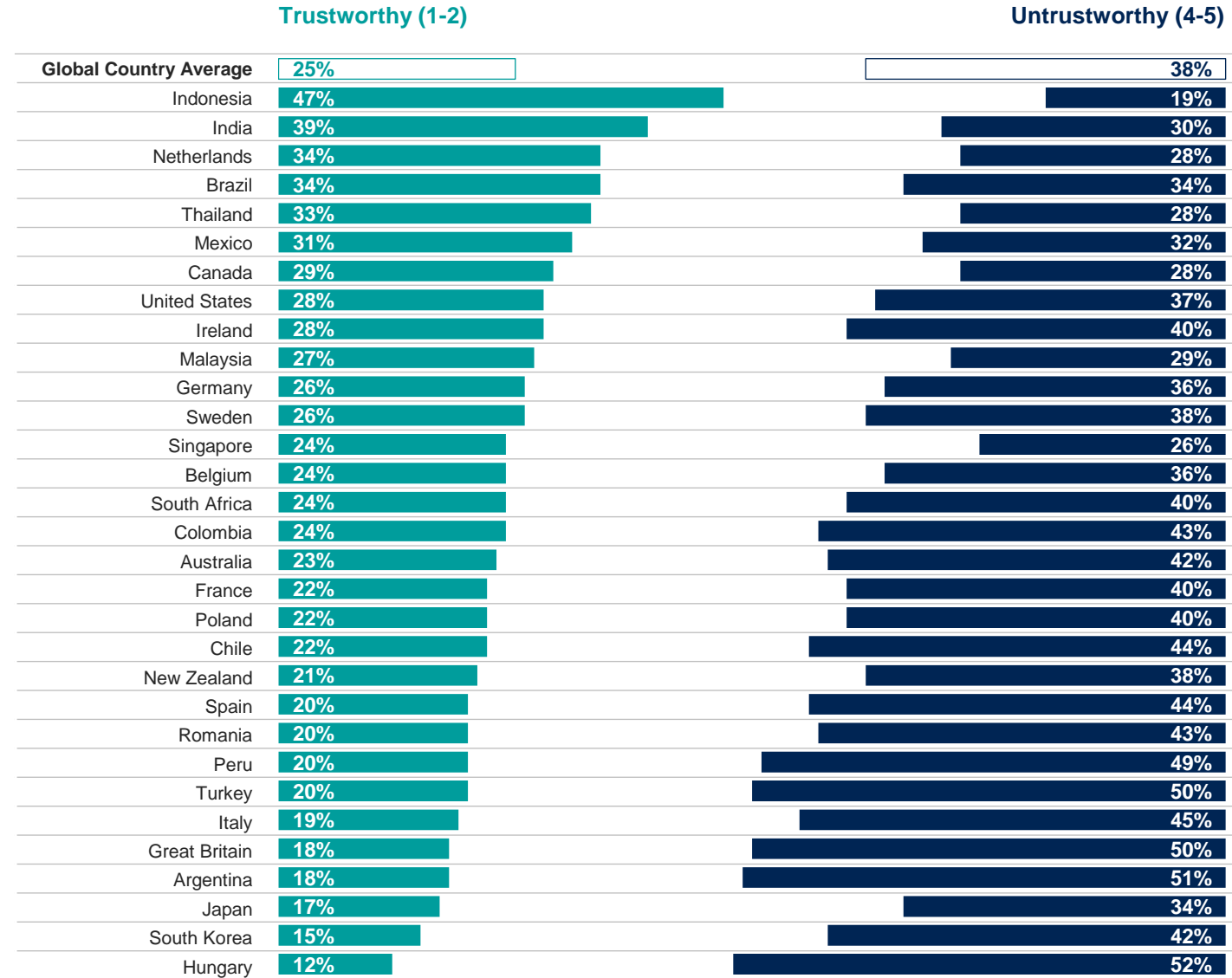


Trust in journalists by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Journalists



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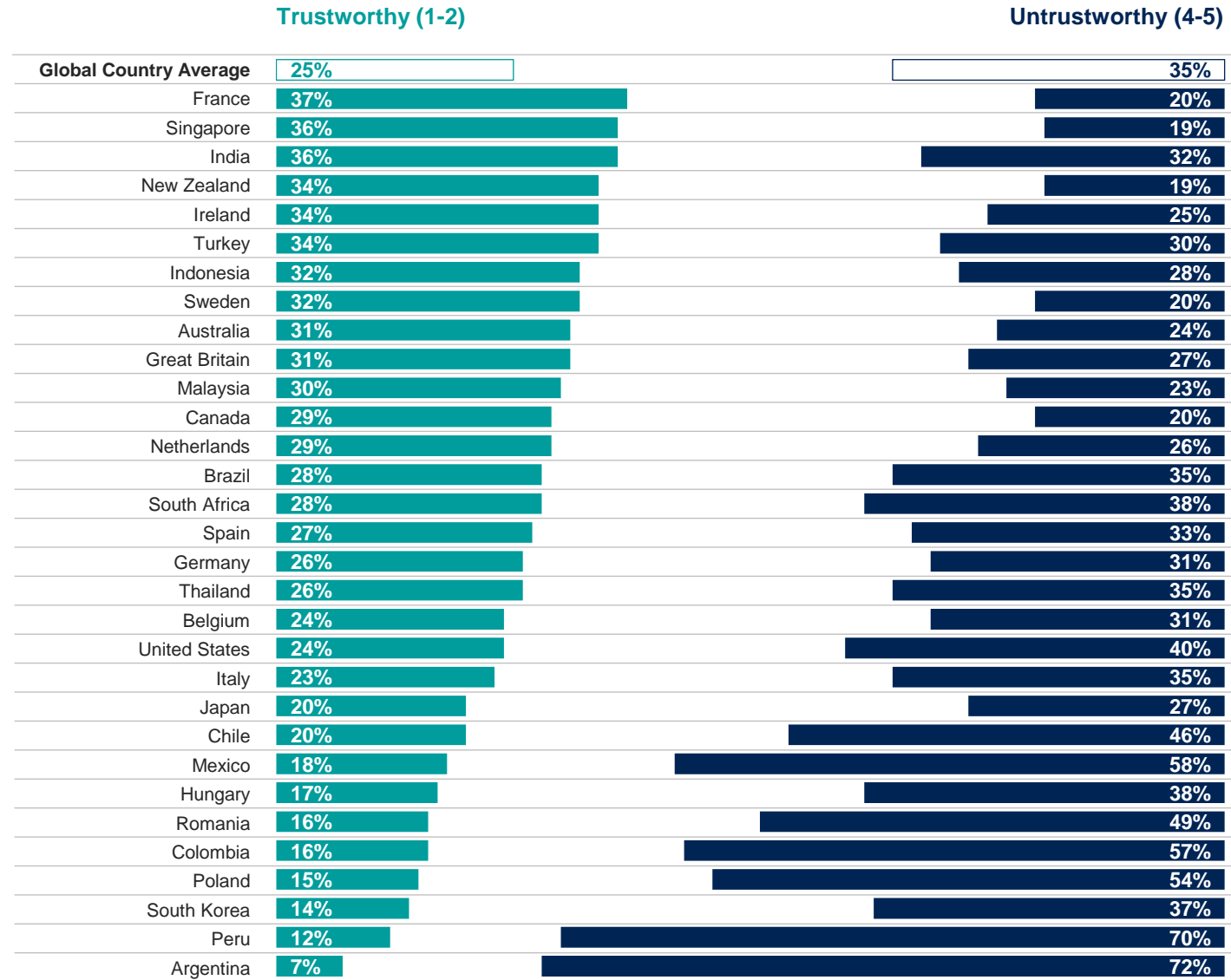


Trust in civil servants by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Civil servants



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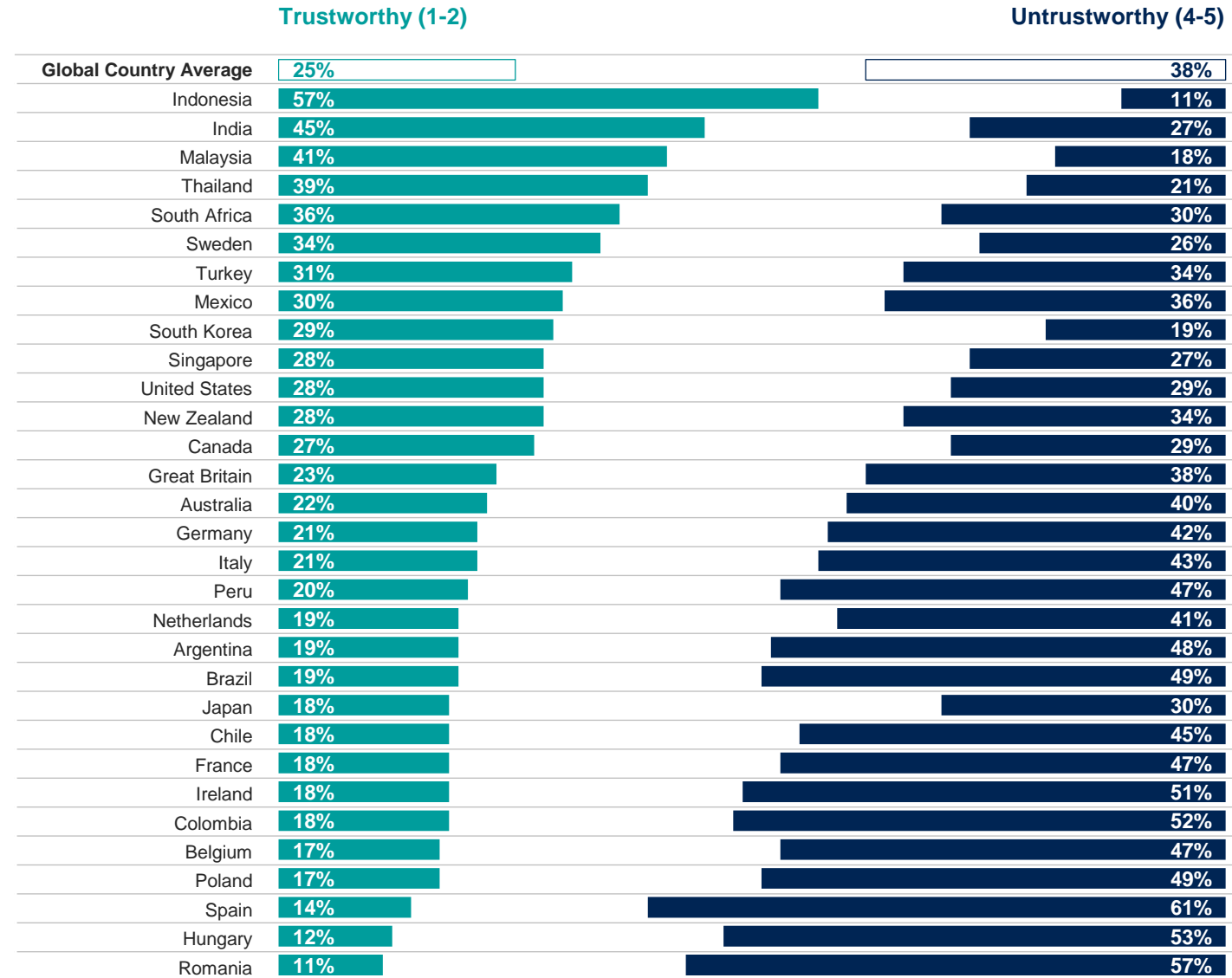


Trust in bankers by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Bankers



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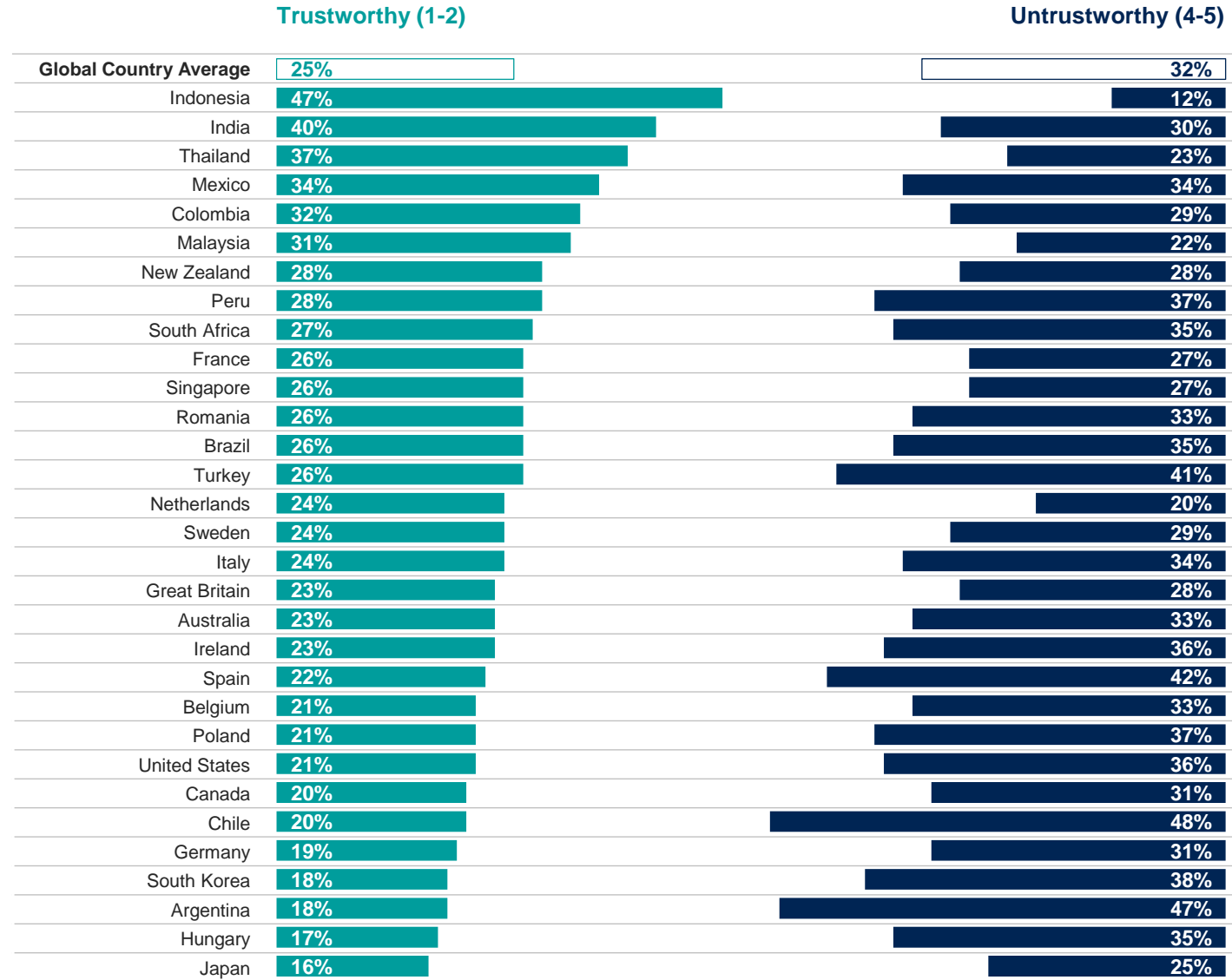


Trust in business leaders by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Business leaders



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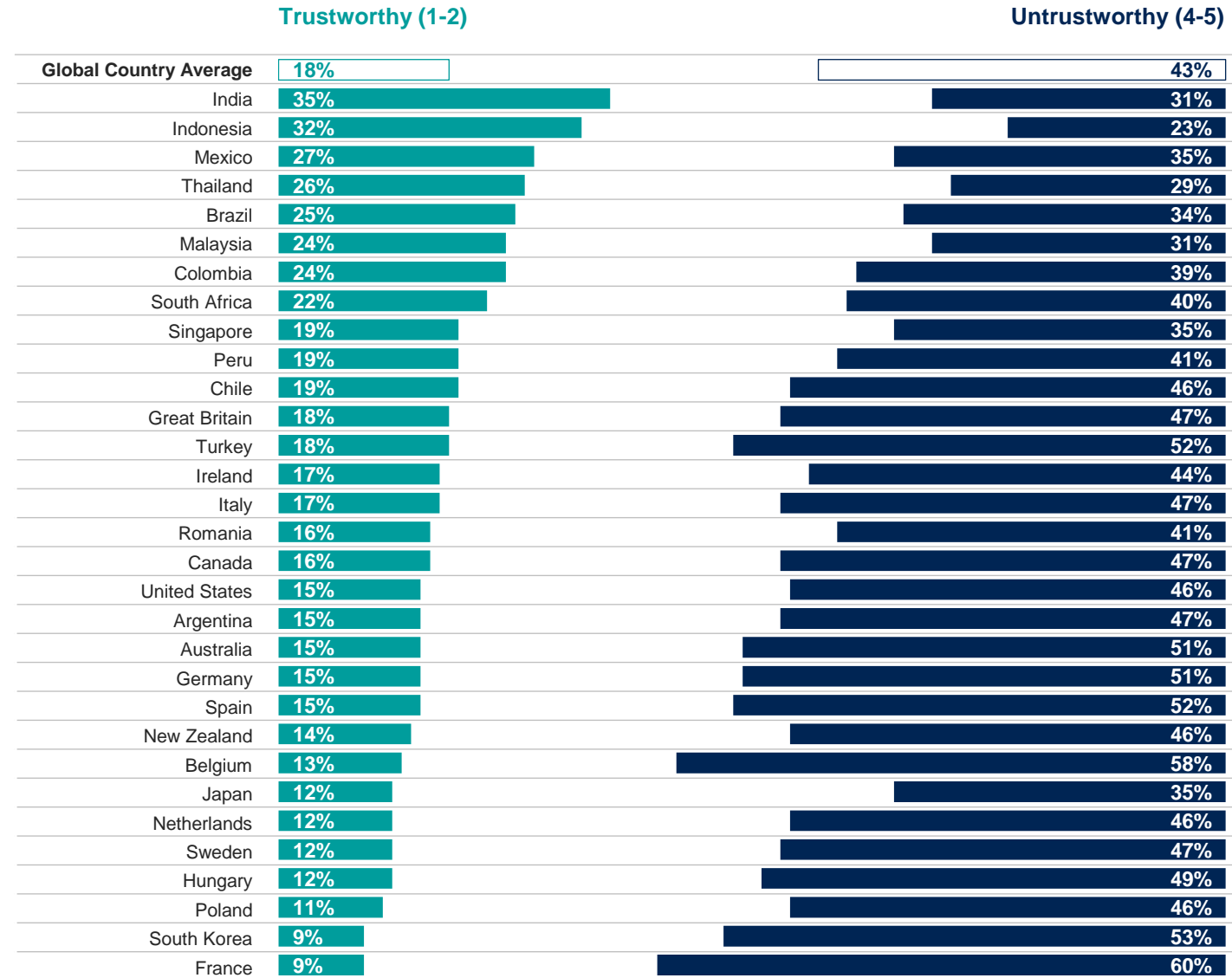


Trust in advertising execs by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Business leaders



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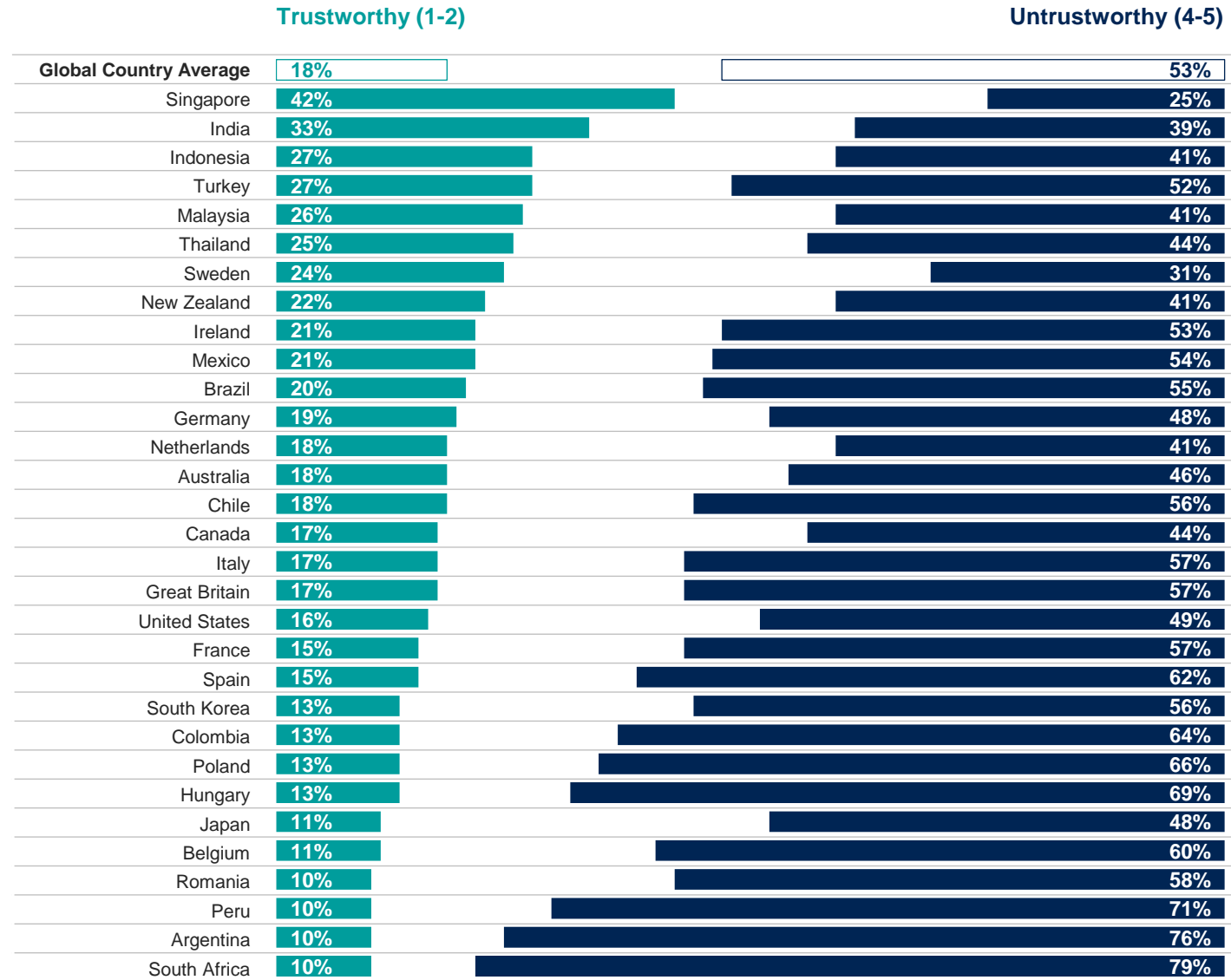


Trust in government ministers by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Government Ministers/ Cabinet Officials



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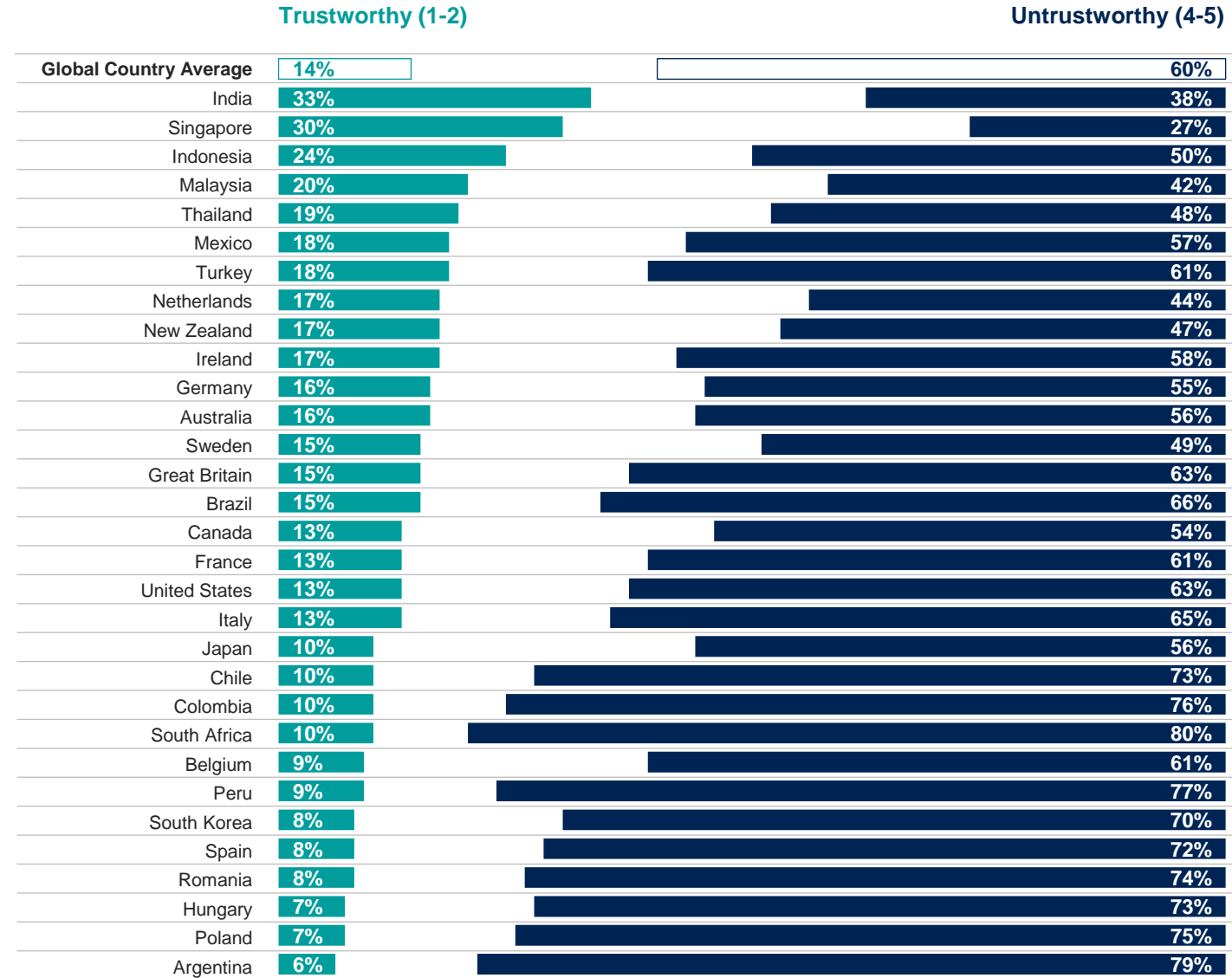


Trust in politicians by country

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Politicians generally



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Methodology

These are the findings of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform between 26 May and 9 June 2023.

The results are comprised of an international sample of 22,816 adults aged 18 years and older in India, 18-85 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in all other countries.

The sample consist of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the United States, and 500 individuals each in Argentina, Belgium, Chile, Columbia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, 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 United States can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Columbia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, 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 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.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.



**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS

