



## TOPLINE & METHODOLOGY

### Majority of Americans say they are unlikely to purchase electric vehicles

Though, a new Yahoo Finance/Ipsos survey finds that many are also unaware of government programs subsidizing EVs

**Washington DC, October 11, 2023**—New Yahoo Finance/Ipsos polling on electric vehicles finds that many Americans say they are unlikely to buy an electric vehicle (EV) as their next car. However, a hypothetical uptick in gas prices may sway some people to consider EVs. Additionally, concerns with EVs abound, even as many Americans are unaware of government programs working to subsidize and address some concerns around EVs. However, a slim majority of Americans are supportive of these programs. For more, [read Yahoo Finance's story here](#).

- One in three Americans say it is likely that the next time they purchase a vehicle, it will be an electric one (31%). Those with a college degree (47%) are significantly more likely to buy an electric vehicle than those with a high school diploma or less (18%). Millennials (40%) and Gen Xers (33%) are significantly more likely to buy an EV compared to Baby Boomers (22%).
- Americans are split in their level of continued interest in electric vehicles. Compared to this time last year, a quarter of Americans say they are more interested in getting a fully electric or hybrid vehicle for their next vehicle, while another quarter say they are less interested (24%). About two in five say there is no difference (42%).
- When asked how the price of gas would affect the likelihood of purchasing an EV, there is a difference in effect by small increases in gas compared to large increases. Forty-nine percent say they are more likely to purchase an EV if gas averages \$6 or \$8 a gallon, while 56% say they are more likely to purchase an EV if gas averages \$10 a gallon.
- Top concerns about purchasing an EV are lack of charging stations (77%), lack of driving range (73%), and the overall cost when compared to gas vehicles (70%). About one-third are concerned about the lack of options for EV types or brands (37%) and driving or styling characteristics (33%).
  - Americans with at least some college education are significantly more concerned about the driving range (77%) and availability of charging stations (80%), compared to those with a high school diploma or less (66% and 71%, respectively).
  - Baby boomers are significantly more concerned about the overall cost of EV's (75%), the driving range (81%), and the environmental impact (68%) compared to younger generations.
- Less than a third of Americans are familiar with government programs to provide tax breaks on EV purchases (30%), recent reductions in the sale prices of EV's, and deals to make universal charging networks for EV's (20%).
- A slim majority of Americans support government programs to reduce U.S. dependence on fossil fuels (54%) and government incentive programs to encourage EV purchases (52%). These





## TOPLINE & METHODOLOGY

proposals are more popular among the college-educated (69% and 68%, respectively). Additionally, both also garner a majority of support among Democrats (69% and 72%) and independents (57% and 60%).

- There is significantly less support for vehicle manufacturers slowly phasing out the sale of new gasoline vehicles (30%) or government restrictions on the sale of new gasoline vehicles (21%). The majority do not support either of these plans, regardless of education level or political identity.

### Yahoo/Ipsos Electric Vehicles Survey

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
 Interview dates: September 29-October 1, 2023  
 Number of interviews: 1,025

Margin of error: +/- 3.30 percentage points at the 95% confidence level for all respondents

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

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

#### Annotated Questionnaire:

Q1. Next time you purchase a new (or new to you) vehicle, how likely, if at all, will that vehicle be an electric vehicle (EV, either fully electric or plug-in hybrid)?

	Total (N=1,025)	HS grad or less (N=316)	Some college/Associates (N=271)	Bachelor's or higher (N=438)
Extremely likely	7%	4%	5%	12%
Very likely	7%	3%	5%	12%
Somewhat likely	17%	11%	18%	23%
Not too likely	21%	17%	21%	27%
Not at all likely	36%	46%	43%	20%
Don't know / Not applicable	11%	19%	8%	6%
Skipped	*	1%	-	*
<i>Likely (Net)</i>	31%	18%	28%	47%
<i>Not likely (Net)</i>	57%	62%	64%	47%



## TOPLINE & METHODOLOGY

Q2. Compared to this time last year, would you say you are more or less interested in getting a fully electric or plug-in hybrid EV for your next vehicle?

	Total (N=1,025)	HS grad or less (N=316)	Some college/Associates (N=271)	Bachelor's or higher (N=438)
Much more interested	7%	5%	5%	11%
Somewhat more interested	19%	10%	18%	29%
Somewhat less interested	7%	8%	4%	6%
Much less interested	17%	22%	20%	8%
No difference	42%	38%	48%	43%
Not applicable	8%	16%	4%	3%
Skipped	1%	1%	1%	-
<i>More interested (Net)</i>	<i>25%</i>	<i>15%</i>	<i>23%</i>	<i>39%</i>
<i>Less interested (Net)</i>	<i>24%</i>	<i>31%</i>	<i>25%</i>	<i>15%</i>

Q4. If you were in the market for a new vehicle and gasoline was averaging \$[6-10] a gallon, how likely, if at all, would your vehicle purchase be an EV (either fully electric or plug-in hybrid)?

*Likely Summary Table*

	Total (Base varies)	HS grad or less (Base varies)	Some college/Associates (Base varies)	Bachelor's or higher (Base varies)
\$6	49%	37%	43%	66%
\$8	49%	37%	41%	67%
\$10	56%	42%	58%	72%

Q4\_1. [Base = Randomly assigned to one third of respondents] If you were in the market for a new vehicle and gasoline was averaging \$6 a gallon, how likely, if at all, would your vehicle purchase be an EV (either fully electric or plug-in hybrid)?

	Total (N=345)	HS grad or less (N=105)	Some college/Associates (N=98)	Bachelor's or higher (N=142)
Extremely likely	12%	7%	8%	20%
Very likely	13%	10%	14%	14%
Somewhat likely	24%	20%	20%	32%
Not too likely	14%	9%	16%	17%
Not at all likely	22%	29%	29%	9%
Don't know / Not applicable	15%	24%	11%	8%
Skipped	1%	2%	1%	*
<i>Likely (Net)</i>	<i>49%</i>	<i>37%</i>	<i>43%</i>	<i>66%</i>
<i>Not likely (Net)</i>	<i>36%</i>	<i>37%</i>	<i>45%</i>	<i>26%</i>



## TOPLINE & METHODOLOGY

Q4\_2. **[Base = Randomly assigned to one third of respondents]** If you were in the market for a new vehicle and gasoline was averaging \$8 a gallon, how likely, if at all, would your vehicle purchase be an EV (either fully electric or plug-in hybrid)?

	Total (N=341)	HS grad or less (N=101)	Some college/Associates (N=92)	Bachelor's or higher (N=148)
Extremely likely	16%	11%	13%	22%
Very likely	14%	9%	10%	22%
Somewhat likely	19%	17%	18%	22%
Not too likely	13%	11%	19%	11%
Not at all likely	23%	29%	29%	12%
Don't know / Not applicable	15%	22%	11%	10%
Skipped	*	-	-	1%
<i>Likely (Net)</i>	<i>49%</i>	<i>37%</i>	<i>41%</i>	<i>67%</i>
<i>Not likely (Net)</i>	<i>36%</i>	<i>41%</i>	<i>48%</i>	<i>23%</i>

Q4\_3. **[Base = Randomly assigned to one third of respondents]** If you were in the market for a new vehicle and gasoline was averaging \$10 a gallon, how likely, if at all, would your vehicle purchase be an EV (either fully electric or plug-in hybrid)?

	Total (N=339)	HS grad or less (N=110)	Some college/Associates (N=81)	Bachelor's or higher (N=148)
Extremely likely	18%	10%	16%	29%
Very likely	14%	7%	10%	25%
Somewhat likely	24%	25%	32%	18%
Not too likely	10%	11%	10%	8%
Not at all likely	15%	15%	20%	12%
Don't know / Not applicable	18%	30%	12%	8%
Skipped	*	1%	-	-
<i>Likely (Net)</i>	<i>56%</i>	<i>42%</i>	<i>58%</i>	<i>72%</i>
<i>Not likely (Net)</i>	<i>25%</i>	<i>27%</i>	<i>30%</i>	<i>20%</i>





## TOPLINE & METHODOLOGY

Q5. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Total Concerned Summary*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Not enough charging stations, including charging access at my home	77%	71%	78%	81%
Not enough driving range	73%	66%	76%	80%
Overall cost of EVs compared to similar gasoline vehicles	70%	67%	70%	74%
Environmental impact of EV or battery manufacturer	60%	60%	61%	58%
Lack of EV type, brand, or style options	37%	40%	32%	38%
Driving or styling characteristics of EVs	33%	36%	32%	29%

Q5\_1. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Overall cost of EVs compared to similar gasoline vehicles*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	38%	36%	42%	36%
Somewhat concerned	33%	31%	28%	38%
Not too concerned	15%	14%	17%	15%
Not at all concerned	12%	15%	12%	10%
Skipped	2%	4%	1%	*
<i>Concerned (Net)</i>	<i>70%</i>	<i>67%</i>	<i>70%</i>	<i>74%</i>
<i>Not concerned (Net)</i>	<i>27%</i>	<i>28%</i>	<i>28%</i>	<i>26%</i>

Q5\_2. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Not enough driving range*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	43%	37%	49%	45%
Somewhat concerned	30%	29%	27%	34%
Not too concerned	12%	13%	10%	13%
Not at all concerned	12%	17%	13%	7%
Skipped	2%	5%	1%	*
<i>Concerned (Net)</i>	<i>73%</i>	<i>66%</i>	<i>76%</i>	<i>80%</i>
<i>Not concerned (Net)</i>	<i>25%</i>	<i>30%</i>	<i>23%</i>	<i>20%</i>





## TOPLINE & METHODOLOGY

Q5\_3. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Not enough charging stations, including charging access at my home*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	49%	44%	54%	50%
Somewhat concerned	28%	27%	24%	31%
Not too concerned	10%	9%	10%	10%
Not at all concerned	11%	15%	10%	8%
Skipped	2%	5%	1%	*
<b>Concerned (Net)</b>	<b>77%</b>	<b>71%</b>	<b>78%</b>	<b>81%</b>
<b>Not concerned (Net)</b>	<b>21%</b>	<b>24%</b>	<b>20%</b>	<b>18%</b>

Q5\_4. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Driving or styling characteristics of EVs*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	12%	15%	12%	9%
Somewhat concerned	21%	21%	20%	20%
Not too concerned	32%	27%	35%	35%
Not at all concerned	33%	33%	32%	35%
Skipped	2%	5%	1%	*
<b>Concerned (Net)</b>	<b>33%</b>	<b>36%</b>	<b>32%</b>	<b>29%</b>
<b>Not concerned (Net)</b>	<b>65%</b>	<b>60%</b>	<b>66%</b>	<b>70%</b>

Q5\_5. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Environmental impact of EV or battery manufacturer*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	26%	28%	30%	21%
Somewhat concerned	34%	32%	31%	38%
Not too concerned	20%	17%	21%	24%
Not at all concerned	18%	19%	17%	17%
Skipped	2%	5%	1%	*
<b>Concerned (Net)</b>	<b>60%</b>	<b>60%</b>	<b>61%</b>	<b>58%</b>
<b>Not concerned (Net)</b>	<b>38%</b>	<b>36%</b>	<b>38%</b>	<b>42%</b>



## TOPLINE & METHODOLOGY

Q5\_6. When thinking about purchasing an EV, how concerned are you, if at all, about the following?

*Lack of EV type, brand, or style options*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very concerned	12%	17%	9%	7%
Somewhat concerned	26%	23%	23%	31%
Not too concerned	32%	29%	35%	34%
Not at all concerned	28%	27%	32%	27%
Skipped	2%	4%	1%	1%
<i>Concerned (Net)</i>	<i>37%</i>	<i>40%</i>	<i>32%</i>	<i>38%</i>
<i>Not concerned (Net)</i>	<i>61%</i>	<i>56%</i>	<i>67%</i>	<i>61%</i>

Q6. When thinking about purchasing a fully electric or plug-in hybrid EV, which automakers are you most likely to consider?

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Toyota	30%	23%	30%	38%
Tesla	23%	15%	23%	31%
Honda	20%	16%	18%	27%
GM / Chevrolet	15%	17%	14%	11%
Ford	14%	12%	12%	19%
Hyundai	9%	7%	10%	12%
Kia	9%	7%	12%	8%
Nissan	8%	6%	10%	7%
BMW	7%	6%	3%	10%
Mercedes	5%	5%	3%	6%
Volkswagen	5%	2%	4%	7%
Volvo	4%	3%	3%	7%
Rivian	4%	1%	4%	7%
Polestar	2%	2%	0%	4%
Stellantis	1%	1%	2%	2%
Other	3%	1%	5%	4%
None of these / not applicable	27%	37%	28%	15%
Skipped	1%	2%	1%	1%



## TOPLINE & METHODOLOGY

Q7. How familiar are you, if at all, with the following?

*Total Familiar Summary*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
A government program that provides tax breaks on the purchase of certain new EVs	30%	19%	30%	41%
Recent reductions in the sale prices of major EV manufacturers	20%	12%	22%	26%
Deals to make existing charging networks work for all types of EVs	20%	13%	18%	28%

Q7\_1. How familiar are you, if at all, with the following?

*A government program that provides tax breaks on the purchase of certain new EVs*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very familiar	9%	5%	10%	14%
Somewhat familiar	20%	14%	21%	27%
Heard of, that's it	31%	29%	30%	34%
Have not heard of	38%	49%	39%	24%
Skipped	1%	3%	1%	1%
<i>Familiar (Net)</i>	<i>30%</i>	<i>19%</i>	<i>30%</i>	<i>41%</i>

Q7\_2. How familiar are you, if at all, with the following?

*Recent reductions in the sale prices of major EV manufacturers*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very familiar	5%	2%	6%	7%
Somewhat familiar	15%	11%	16%	19%
Heard of, that's it	21%	19%	19%	26%
Have not heard of	57%	66%	59%	47%
Skipped	2%	3%	1%	1%
<i>Familiar (Net)</i>	<i>20%</i>	<i>12%</i>	<i>22%</i>	<i>26%</i>





## TOPLINE & METHODOLOGY

Q7\_3. How familiar are you, if at all, with the following?

*Deals to make existing charging networks work for all types of EVs*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Very familiar	6%	3%	6%	8%
Somewhat familiar	14%	10%	12%	19%
Heard of, that's it	24%	20%	22%	31%
Have not heard of	54%	64%	59%	40%
Skipped	1%	3%	1%	1%
<i>Familiar (Net)</i>	<i>20%</i>	<i>13%</i>	<i>18%</i>	<i>28%</i>

Q8. Do you support or oppose the following?

*Total Support Summary*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Government programs to reduce the United States' dependence on fossil fuels	54%	42%	50%	69%
Government incentive programs to encourage people to buy EVs	52%	37%	51%	68%
Manufacturers slowly phasing out the sale of new gasoline vehicles	30%	19%	28%	43%
Government restrictions on the sale of new gasoline vehicles	21%	14%	21%	30%

Q8\_1. Do you support or oppose the following?

*Manufacturers slowly phasing out the sale of new gasoline vehicles*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Strongly support	12%	8%	9%	19%
Somewhat support	18%	12%	19%	24%
Somewhat oppose	19%	18%	19%	21%
Strongly oppose	35%	41%	40%	25%
Don't know	14%	19%	12%	10%
Skipped	2%	3%	1%	1%
<i>Support (Net)</i>	<i>30%</i>	<i>19%</i>	<i>28%</i>	<i>43%</i>
<i>Oppose (Net)</i>	<i>54%</i>	<i>59%</i>	<i>59%</i>	<i>46%</i>



## TOPLINE & METHODOLOGY

Q8\_2. Do you support or oppose the following?

*Government incentive programs to encourage people to buy EVs*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Strongly support	22%	14%	21%	32%
Somewhat support	29%	23%	30%	36%
Somewhat oppose	11%	12%	10%	11%
Strongly oppose	18%	22%	22%	12%
Don't know	18%	27%	16%	8%
Skipped	1%	3%	1%	1%
<i>Support (Net)</i>	<i>52%</i>	<i>37%</i>	<i>51%</i>	<i>68%</i>
<i>Oppose (Net)</i>	<i>29%</i>	<i>34%</i>	<i>32%</i>	<i>22%</i>

Q8\_3. Do you support or oppose the following?

*Government restrictions on the sale of new gasoline vehicles*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Strongly support	7%	6%	7%	10%
Somewhat support	14%	9%	14%	20%
Somewhat oppose	22%	20%	20%	25%
Strongly oppose	39%	39%	46%	35%
Don't know	16%	24%	13%	9%
Skipped	2%	3%	1%	1%
<i>Support (Net)</i>	<i>21%</i>	<i>14%</i>	<i>21%</i>	<i>30%</i>
<i>Oppose (Net)</i>	<i>61%</i>	<i>59%</i>	<i>65%</i>	<i>60%</i>

Q8\_4. Do you support or oppose the following?

*Government programs to reduce the United States' dependence on fossil fuels*

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Strongly support	27%	17%	26%	38%
Somewhat support	27%	25%	24%	31%
Somewhat oppose	11%	11%	13%	10%
Strongly oppose	16%	16%	21%	13%
Don't know	18%	28%	15%	7%
Skipped	2%	3%	1%	1%
<i>Support (Net)</i>	<i>54%</i>	<i>42%</i>	<i>50%</i>	<i>69%</i>
<i>Oppose (Net)</i>	<i>27%</i>	<i>27%</i>	<i>34%</i>	<i>22%</i>



## TOPLINE & METHODOLOGY

Q9. Do you or anyone in your household currently own or lease any of the following?

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
A gasoline or diesel powered vehicle	72%	69%	77%	73%
A hybrid gas/electric vehicle	7%	6%	6%	9%
A plug-in hybrid gas/electric vehicle	2%	1%	2%	3%
A fully electric vehicle	4%	2%	4%	6%
No vehicle in our household	18%	23%	13%	17%
Skipped	1%	1%	1%	1%

Q10. Would you consider investing in an EV automaker, such as buying stock in the company?

	<b>Total (N=1,025)</b>	<b>HS grad or less (N=316)</b>	<b>Some college/Associates (N=271)</b>	<b>Bachelor's or higher (N=438)</b>
Yes	25%	14%	26%	36%
No	44%	52%	42%	36%
Don't know / not applicable	31%	33%	31%	28%
Skipped	1%	1%	1%	*



## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted between September 29-October 1, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.30 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 1.18 for all respondents.

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.

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 data for the total sample 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).

- 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+)
- Party ID (Democrat, Republican, Independent, Something else)





## TOPLINE & METHODOLOGY

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## TOPLINE & METHODOLOGY

### 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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

