



## PRESS RELEASE

### Ipsos named as a Great Place to Work® in Canada for third consecutive year

**Toronto, July 22, 2024** – Ipsos, one of the world's leading market research companies, has been named as a 2024 Great Place to Work® in Canada. This honour, which Ipsos Canada has earned for the third consecutive year, attests to a workplace culture that centers inclusion, integrity, and innovation.

Great Place to Work® certification is based on an independently conducted survey of employees' perspectives on company values, leadership, and advancement opportunities.

"That Ipsos Canada has again been recognized as a Great Place to Work® is a reminder that our greatest strength is our world-class talent," said Ipsos Canada CEO Cynthia Pachovski.

"This honor only furthers our dedication to a collaborative and supportive culture that provides people with opportunities to learn, grow, and thrive."

Ipsos Canada's Great Place to Work® certification follows numerous other honors, including Ipsos' ranking as the No. 1 Most Innovative Insights & Analytics Company globally in the most recent GRIT Top 50 suppliers list.

Since 1992, Great Place to Work® has surveyed more than 100 million employees worldwide and established itself as the global authority on workplace culture. Great Place to Work® Certification is widely recognized as a benchmark for teams that value professional achievement, advancement, retention, and satisfaction.

For more on Ipsos' values, culture and benefits, visit <https://www.ipsos.com/en-ca/why-work-ipsos>

#### For further information, please contact:

Christopher Good  
Communications Associate  
[christopher.good@ipsos.com](mailto:christopher.good@ipsos.com)





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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[www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne  
75 628 Paris, Cedex 13 France  
Tel. +33 1 41 98 90 00