

THE IPSOS NEW ZEALAND ISSUES MONITOR

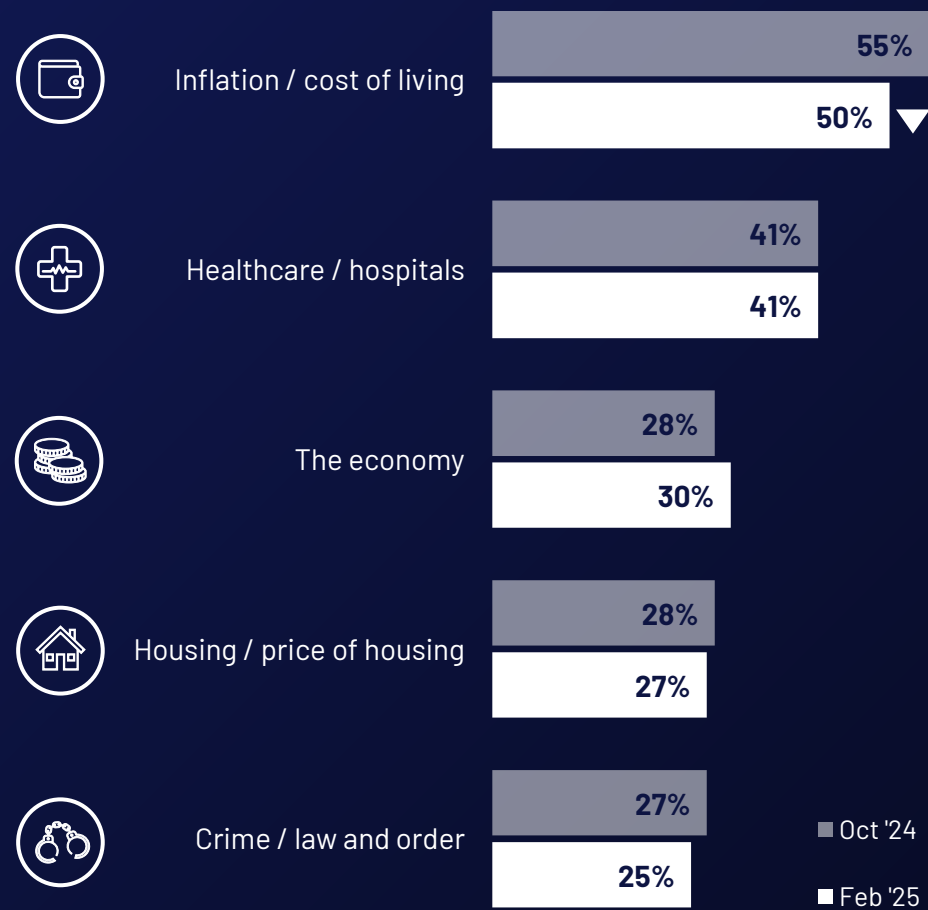
February 2025

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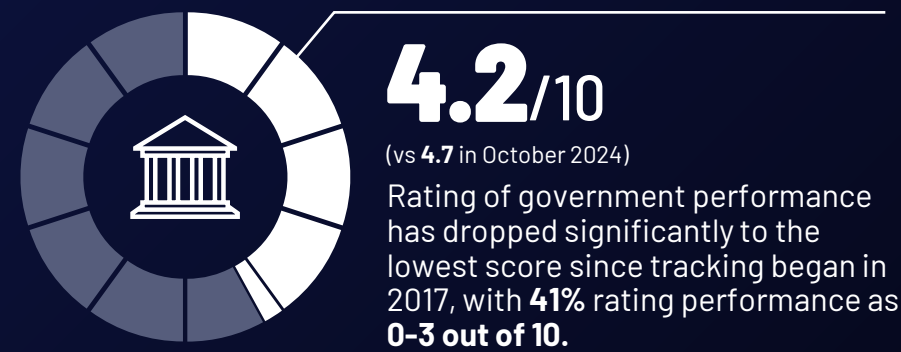


KEY FINDINGS – FEBRUARY 2025

TOP 5 ISSUES FACING NEW ZEALAND



OPINIONS OF GOVERNMENT



PARTIES MOST CAPABLE OF MANAGING ISSUES



Overview

Background Information

The Ipsos New Zealand Issues Monitor tracks what issues New Zealanders are most concerned about, who is worried about what and which political parties they believe are best able to manage these issues. During 24 February – 2 March 2025 we conducted fieldwork for our 27th Ipsos NZ Issues Monitor report with a total of 1,002 New Zealanders aged 18 and older*.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos because we think it is important for businesses and organisations to understand the challenges that New Zealanders face in the context of their everyday lives.

At Ipsos we strive to deliver reliable information for a true understanding of society, markets and people, to help our clients make better decisions.

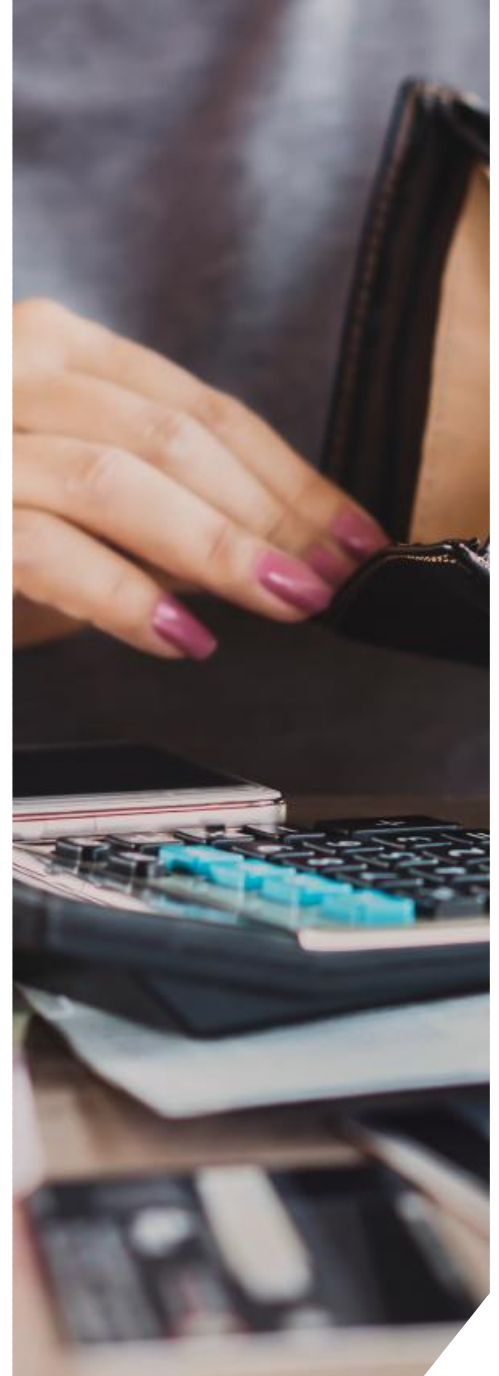
Please direct all queries to Carin Hercock – 021 394 508 | carin.hercock@ipsos.com or

Amanda Dudding – 021 612 264 | amanda.dudding@ipsos.com

The precision of Ipsos online survey is calculated with a credibility interval with a sample of **1,002** accurate to + / - 3.5 percentage points.

Significantly **higher** / **lower** figures are reported at 95% confidence.

Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.



The media context – What was making New Zealand news during fieldwork?

EMERGENCY SERVICES POLICE NEWS

New data shows drop in violent crime for first time since 2018

25/02/2025



RNZ.CO.NZ

Mercury customers face near 10% rise in power bills

Tue, Feb 25

Housing confidence back to 2020 levels - survey

9:16 am on 24 February 2025

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 **Nona Pelletier**, Senior Business Reporter
[@NonaPelletier](#) nona.pelletier@rnz.co.nz

David Seymour announces Overseas Investment Act overhaul

7:25 am on 24 February 2025

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Mortgage wars: ASB, Westpac cut home loan rates



NZ Herald

24 Feb, 2025 04:40 PM ⌚ 2 mins to read

Monday, 3 March 2025

Healthcare workers fear cuts damaging services

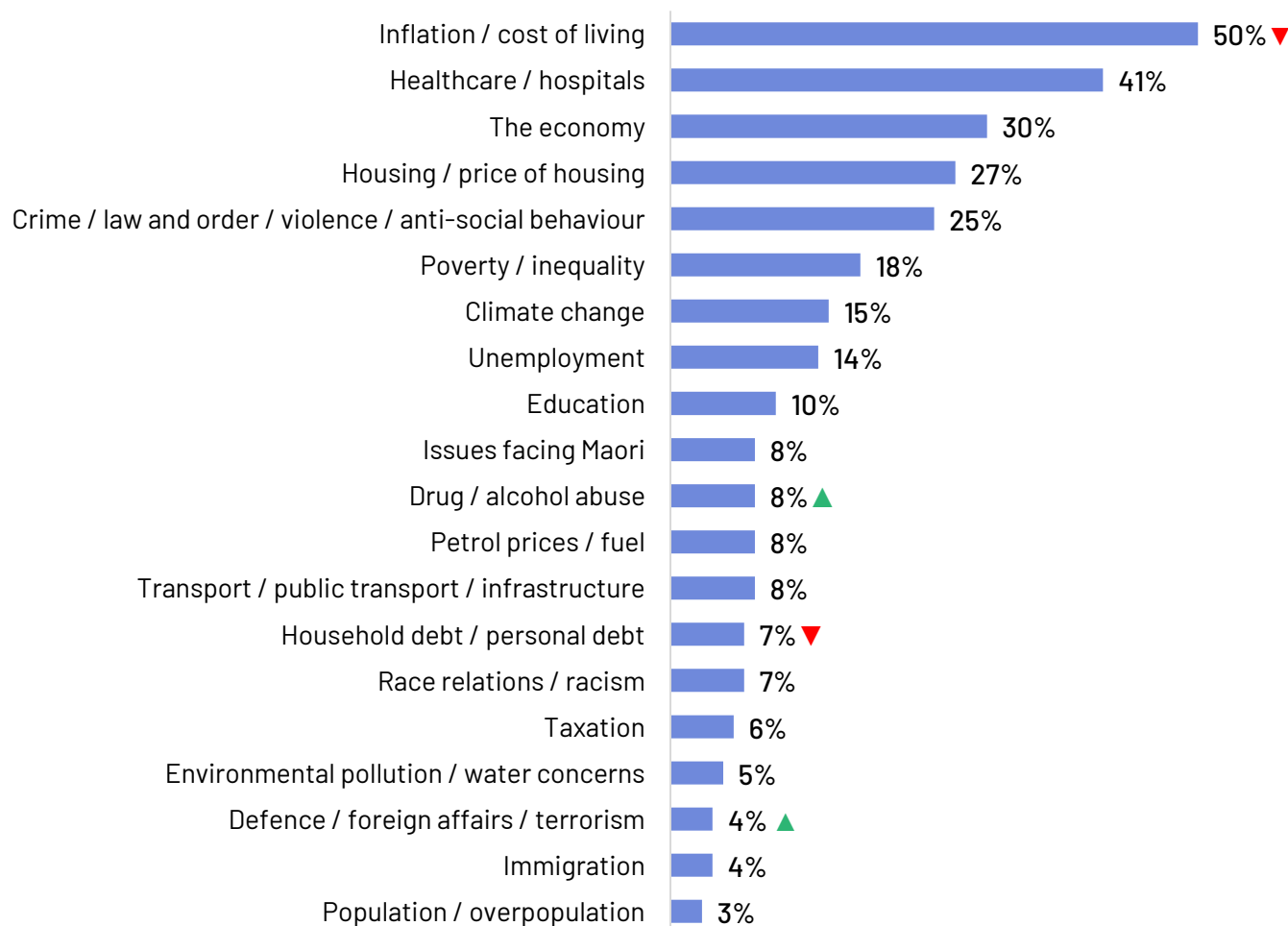


News > National

By Keiller MacDuff of RNZ

TOP ISSUES FACING AOTEAROA

The most important issues facing New Zealanders



Inflation / cost of living has been the number one issue facing New Zealand since February 2022, when it overtook *housing*. Since the last measure, the OCR has dropped twice, resulting in a significant 5pp drop, however it remains the most important issue for one in two New Zealanders.

Healthcare / hospitals saw a significant increase in August 2024, taking it to 2nd position where it has remained steadily ever since.

The economy remains in 3rd position.

Although not a significant increase, *issues facing Māori* has increased in ranking from 14th to 10th and *household / personal debt* has moved from 9th to 14th.

Drug / alcohol abuse and *defence / foreign affairs / terrorism* have both increased significantly since October 2024.

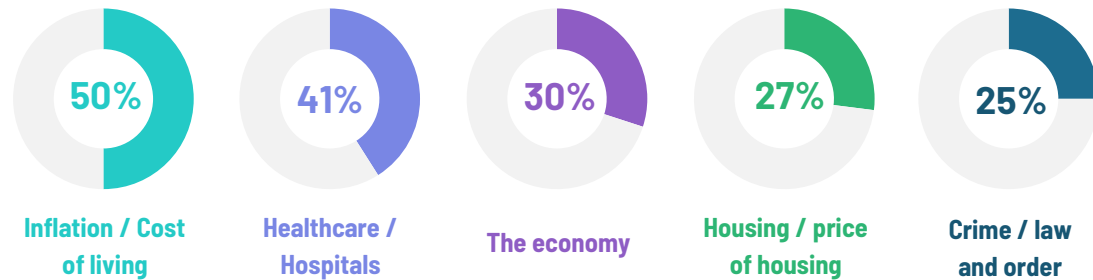
Q: What would you say are the three most important issues facing New Zealand today?

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 - Total sample (n=1,002)

Current top 5 issues

Spotlight February 2025

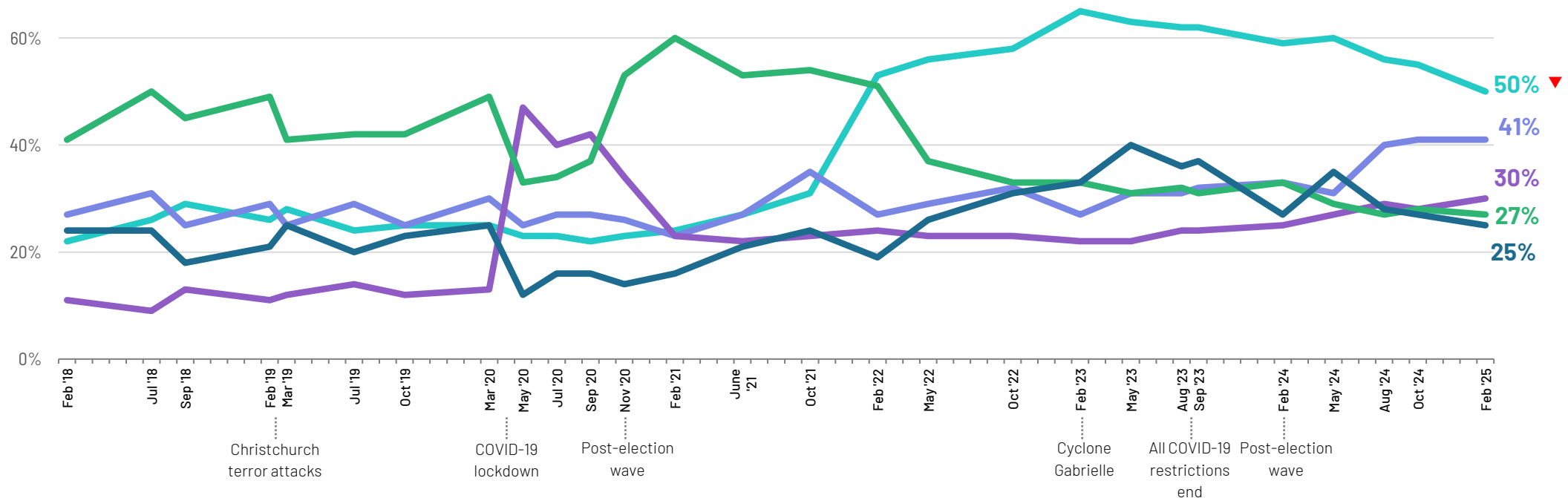


The top 5 issues facing New Zealanders are unchanged from October 2024. Even though *inflation / cost of living* remains the top issue it continues a downwards trend, with a significant decrease since Oct 2024 (50% down from 55% in Oct '24).

Healthcare / hospitals is the 2nd biggest issue, and has been stable since a significant increase in August last year which increased it to the highest level since the survey began.

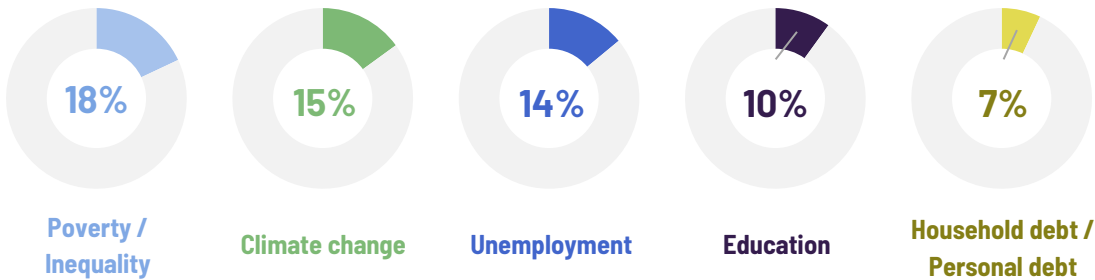
The economy saw a sharp, short-term increase during the COVID-19 pandemic, while it dropped again in early 2021, it has slowly been trending upwards since 2023 (22% in Feb '23 vs 30% today).

While *housing / price of housing* (4th) and *crime / law and order* (5th) remain in the top 5, they are showing slow downward trends.



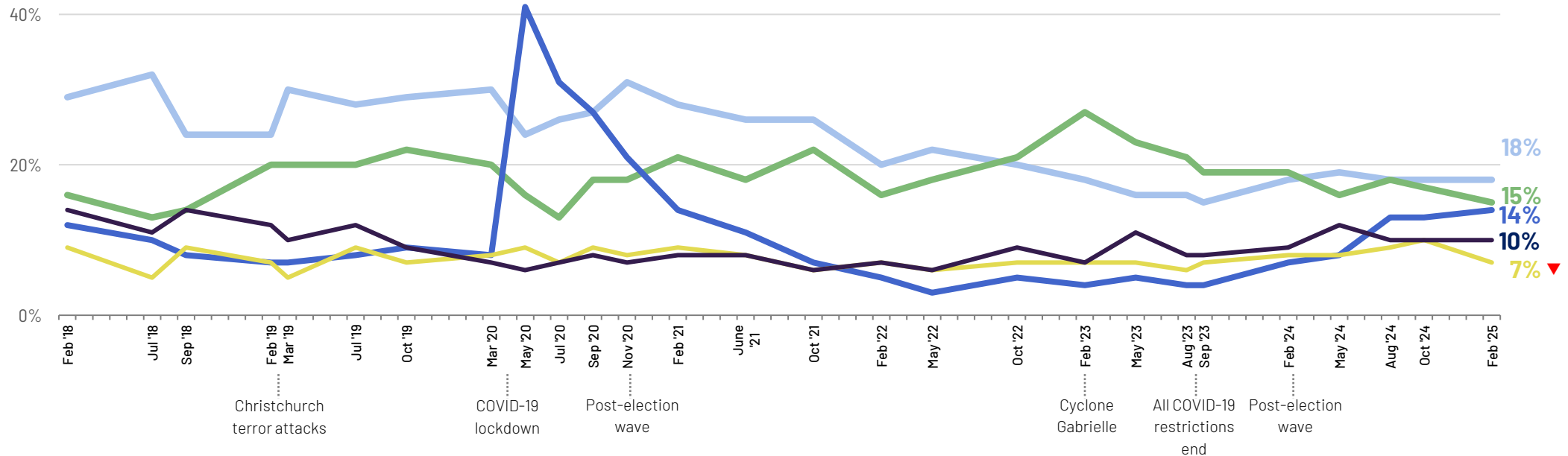
Noteworthy issues

Spotlight February 2025



New Zealanders' concern for the other top 10 issues have remained consistent compared to October 2024, with *unemployment* rising slightly by 1ppt and *climate change* continuing to decrease by a further 2ppt compared to October 2024.

However, *household debt / personal debt* has seen a significant decrease this wave after a steady increase throughout 2024.



Q: What would you say are the three most important issues facing New Zealand today?

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Total sample - Feb '25 (n=1,002)

Top current issues by **generation**

	Aged 18-34 (n=246)	Aged 35-49 (n=319)	Aged 50-64 (n=222)	Aged 65+ (n=215)
1	Inflation / cost of living 56%	Inflation / cost of living 56%	Healthcare / hospitals 52%▲	Healthcare / Hospitals 57%▲
2	Housing / Price of housing 35%	Healthcare / hospitals 36%	Inflation / cost of living 47%	Inflation / cost of living 39%▼
3	Healthcare / hospitals 25%▼	Housing / Price of housing 29%	The economy 33%	The economy 38%▲
4	The economy 24%▼	The economy 28%	Crime / Law & Order 31%	Crime / Law & Order 30%
5	Unemployment 22%▲	Crime / Law & Order 25%	Housing / Price of housing 24%	Poverty / Inequality 21%

Money still a big struggle for younger kiwis

For our youngest adult New Zealanders, four of the top five issues, *inflation / cost of living, housing / price of housing, the economy and unemployment* are related to money.

They appear to be the age-group least positively impacted by the drop in OCR and most negatively impacted by rising unemployment rates.

Healthcare concern increases with age

While *healthcare / hospitals* is the 2nd issue on average, concern for this issue increases with age, at 25% for the youngest age group and up to 57% for those aged over 65.

Crime / Law & Order viewed worst by over 50s

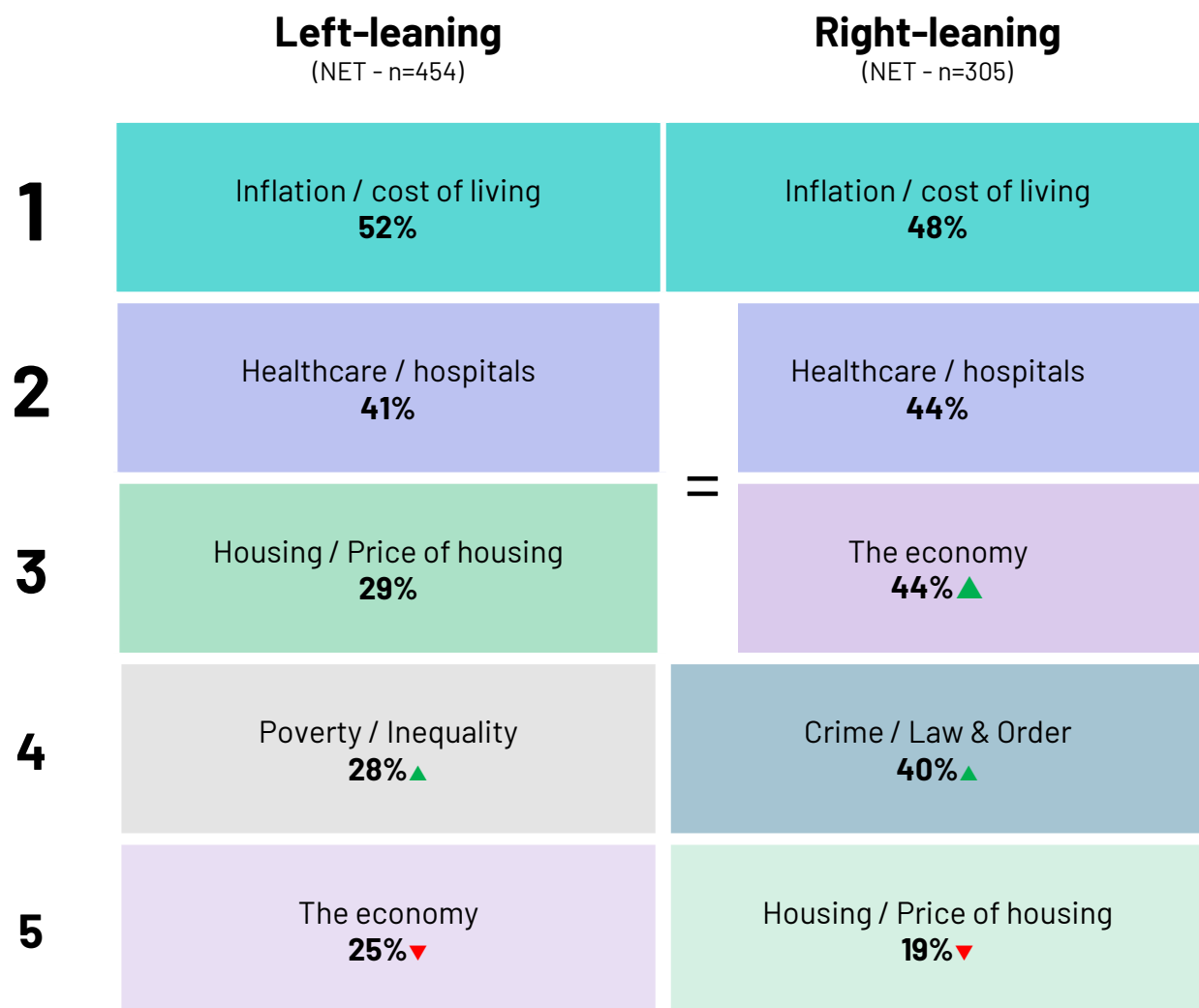
Crime / & order also increases with age, with those aged over 50 most concerned (4th ranked issue).

Q: What would you say are the three most important issues facing New Zealand today?

▲ indicates significant increase, / ▼ indicates significant decrease compared to the Total Sample

Base: Total sample - Feb '25 (n=1,002)

Top current issues by **voting intent**



Voters on both sides of the spectrum agree on *inflation / cost of living* and *healthcare / hospitals* being the top two issues facing New Zealand today.

Those who say they would vote on right side of the political spectrum should an election be held next week are significantly more likely to be concerned about the *economy* and *crime / law & order*, while being significantly less concerned about *Housing / price of housing*.

Voters on the left are significantly more likely to identify *poverty / inequality* as a key issue facing New Zealand.

Q: What would you say are the three most important issues facing New Zealand today? / If there was an election next week, which party would you vote for?

▲ indicates significant increase, / ▼ indicates significant decrease compared to the total population

Base: Total sample - Feb '25 (n=1,002)

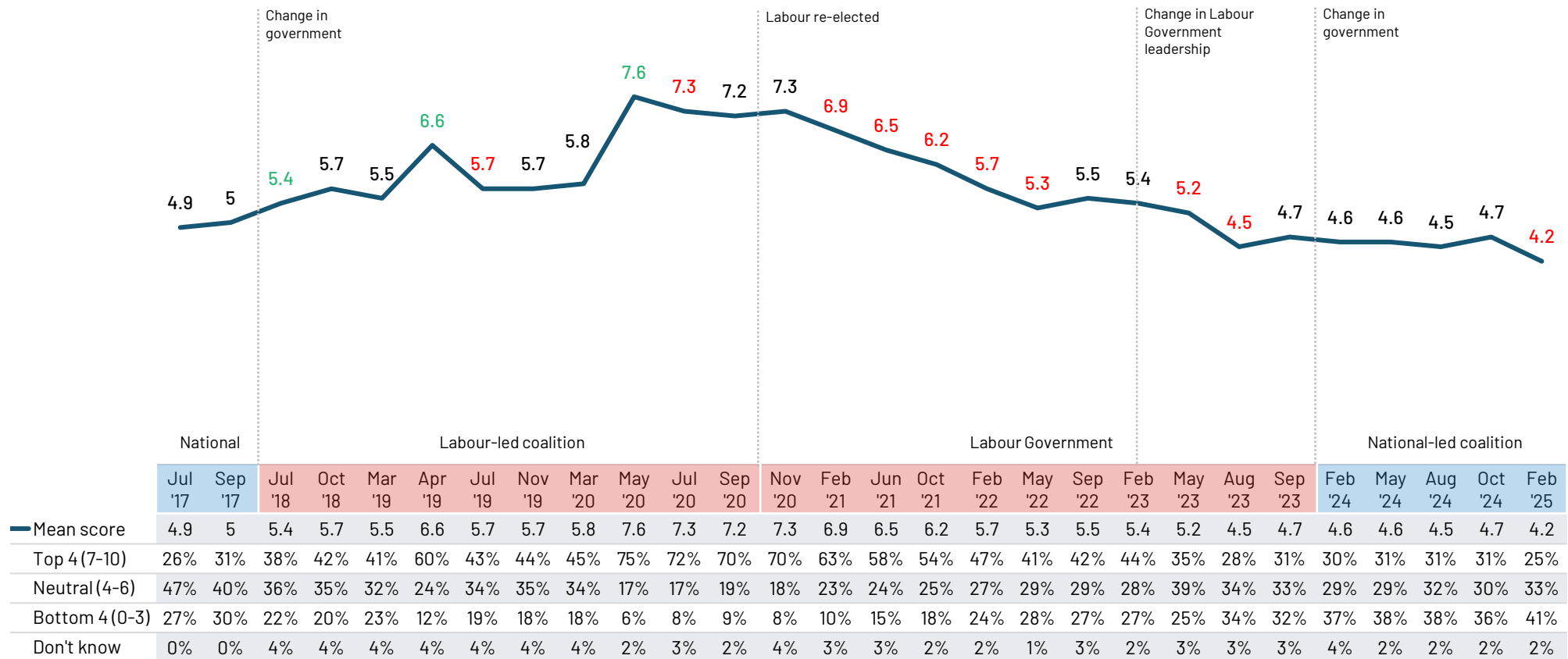
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CURRENT GOVERNMENT PERFORMANCE

New Zealanders' rating of how they
perceive the current government

Rating of government performance over the 6 months

New Zealanders' rating of the Government's performance in the 6 months preceding the survey significantly decreased with the lowest score recorded since Ipsos began tracking in 2017. 41% of New Zealanders rated the performance as 0-3 out of 10.



Q: Overall, how would you rate the government for its job in the last 6 months from 0 to 10, where 0 means 'abysmal' and 10 means 'outstanding'? **NOTE:** This was reworded in Feb 24 to last 4 months (the period post election)

Base: Total sample - Feb '25 (n=1,002), Oct '24 (n=1,003), Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610)

MANAGING THE ISSUES

The political parties perceived as most capable of managing key issues

Political party most capable of managing Top 5 issues

New Zealanders see National as the political party most capable of dealing with 3 of the top 5 issues. This is one fewer issue than the previous wave, with National losing New Zealanders' confidence in its ability to manage *housing / price of housing*.

Labour is seen as the party most capable of dealing with concerns regarding *healthcare / hospitals* and *housing / price of housing*.

	Issue	Political party most capable of managing issue
1	Inflation / cost of living	
2	Healthcare / hospitals	
3	The economy	
4	Housing / Price of housing	
5	Crime / Law & Order	










Q: Please select the political party that you believe is most capable of managing each of the following issues...?

Base: Feb '25 - Total sample (n=1,002)

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Political party most capable of managing other issues

Labour is perceived as capable of tackling 10 of the remaining 15 issues in the Top 20 (up from 7 in the last wave), while National is seen as most capable of managing 3 of the remaining 15 issues (down from 7). The Green Party continues to be seen as most capable of managing *environmental pollution* and *climate change* issues, while Te Pati Māori is seen as being most capable of managing *issues facing Māori*.

	Issue	Political party most capable of managing issue
6	Poverty / Inequality	
7	Climate change	
8	Unemployment	
9	Education	
10=	Transport / public transport / infrastructure	
	Petrol prices / fuel	 
	Drug / Alcohol abuse	
	Issues facing Māori	

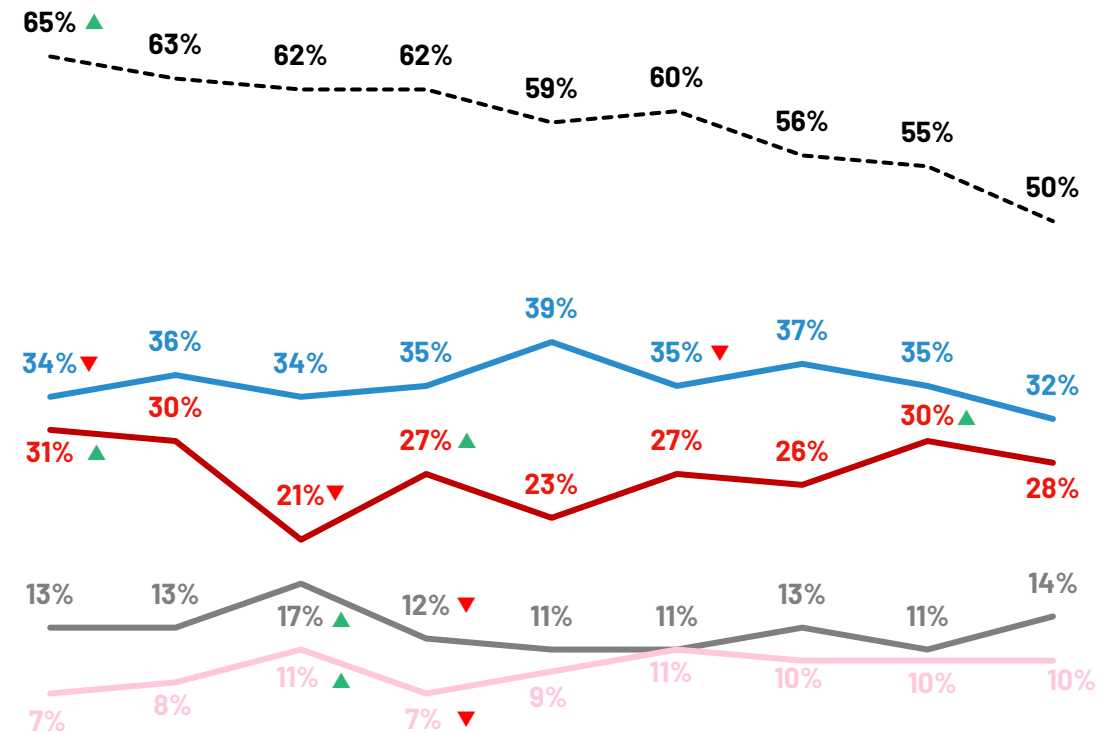
	Issue	Political party most capable of managing issue
14=	Race relations / Racism	
	Household debt / Personal debt	
16	Taxation	
17	Environmental Pollution / water concerns	
18	Immigration	
19	Defence / foreign affairs	
20	Population / overpopulation	

#1 issue – Inflation / cost of living



New Zealanders' perception of National's ability to manage *inflation / cost of living* has continued to drop this wave to its lowest levels seen since Feb '23.

The gap between Labour and National has reduced by 1ppt to 4% (Compared to 5% in Oct '24).



	Feb '23	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25
New Zealand First	2%	2%	3%	4%	2% ▼	4% ▲	3%	2%	5% ▲
Green Party	3%	3%	5% ▲	7% ▲	9%	6% ▼	5%	5%	5%
ACT	6%	5%	7%	6%	3% ▼	4%	3%	3%	3%
Te Pāti Māori	1%	1%	1%	2%	2%	2%	1% ▼	2% ▲	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 – Total sample (n=1,002)

--- Issue — National Party — Labour Party — Don't know — None

Suggestions to improve cost of living issues

Voice of New Zealanders



"Cut the cost of living and create more job vacancy. Also bring the interest rate to a lower position.."

Canterbury, Working full-time, Asian

"Address the impact of inflation on unemployment and the increase of welfare beneficiaries.. Also instead of punishing beneficiaries, address struggling businesses/companies etc"

Auckland, Working full-time, NZ European / Samoan

"Overhaul the child support system as it isn't fair on solo parents who are trying to earn more money just to stay afloat with the cost of living crisis but they just end up paying more child support and not being able to pay their bills."

Waikato, Working full-time, NZ European

"Sort out the problem of inflation, making groceries cheaper as well as public transport. It doesn't make sense how in big cities there is no parking at an affordable price as well as transport systems being terrible and expensive."

Wellington, Working full-time, Māori / NZ European

"Needs to understand and acknowledge the cost of living and do something about it. Instead of using the government funding for different projects, use it to lower the cost of living.."

Auckland, Not in paid work but seeking work, Samoan / European

"They need to drop the prices the inflation has gone way out of hand and is getting very stressful for a lot of people"

Waikato, Not in paid work but seeking work, NZ European

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended)

Base: Feb '25 (n=1,002)

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#2 issue – Healthcare / hospitals

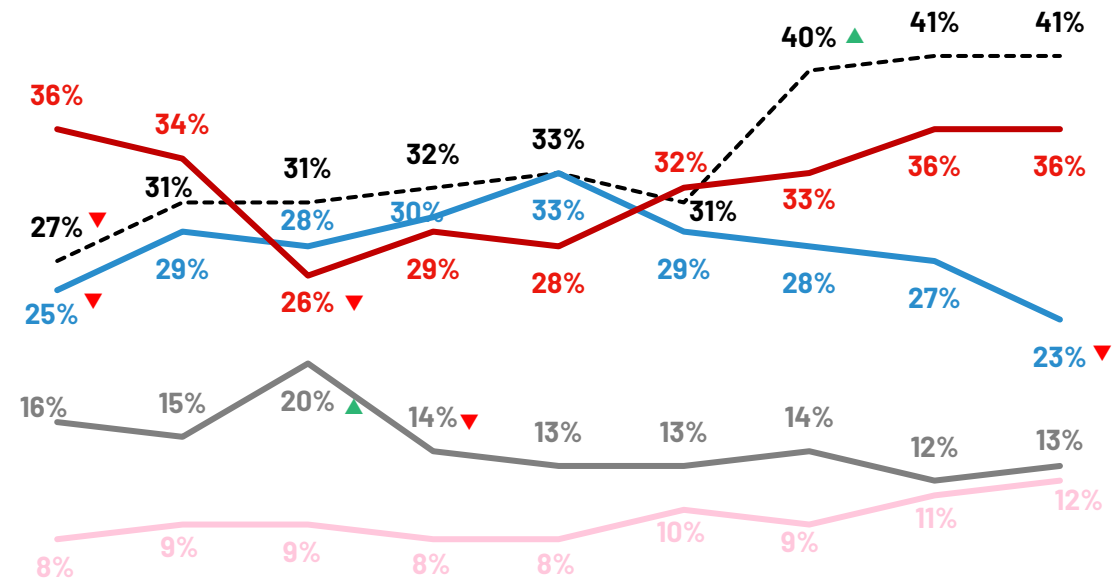


While concerns around *healthcare / hospitals* has remained stable since Aug '24, it is now at the highest level since the beginning of the Ipsos Issues Monitor in Feb '18.

National's perceived ability to manage the issues has been declining steadily since the beginning of last year, with a significant decline this wave.

Meanwhile, confidence in Labour to address the issue has continued to steadily increase since Aug '23, to now be 13ppts above National.

The percentage of New Zealanders who do not perceive any party of as capable of managing the issues has risen to be the highest since the beginning of the Ipsos Issues Monitor.



	Feb '23	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25
New Zealand First	2%	3%	3%	5% ▲	3% ▼	4%	3%	3%	4% ▲
Green Party	4%	4%	6%	7%	8%	6%	6%	5%	4%
ACT	7%	4% ▼	6% ▲	4%	4%	4%	4%	2%	4% ▲
Te Pāti Māori	1%	1%	1%	2%	3%	2%	1%	3% ▲	3%
Other	1%	1%	1%	1%	1%	1%	1%	1%	0%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 – Total sample (n=1,002)

Suggestions to improve *healthcare / hospital* issues



Voice of New Zealanders

"Invest in healthcare. Without our health we are limited in what we do and what we earn."

Manawatu / Whanganui, Working full-time, NZ European / Māori

"Their failures are systemic. How can people of such privileged background know what is best for the majority of our people. How can someone with 7 houses possibly understand or empathise with our housing crisis."

Manawatu / Whanganui, Working full-time, Māori

"Stop cutting funding to healthcare. Ensure individualized funding is maintained for the disabled."

Auckland, Working part-time, NZ European

"Our healthcare system still has a lot of issues that need addressing. But this just one issue that comes to mind right now. It's an ongoing issue."

Auckland, Working full-time, Samoan

"Deliver on the promises it made at election time! The Dunedin hospital in particular, but our healthcare system as a whole!"

Otago, Working part time, NZ European

"Implement a medical aid system (% paid for by employee & % paid for by employer, similar to kiwisaver) which covers for day to day over the counter medications, dental visits and procedures (medical aid savings plan) and private hospitalisation (in hospital plan)."

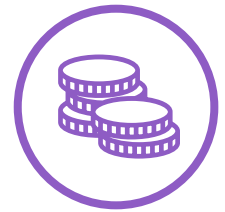
Canterbury, Working part time, African

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended)

Base: Feb '25 (n=1,002)

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#3 issue – The economy



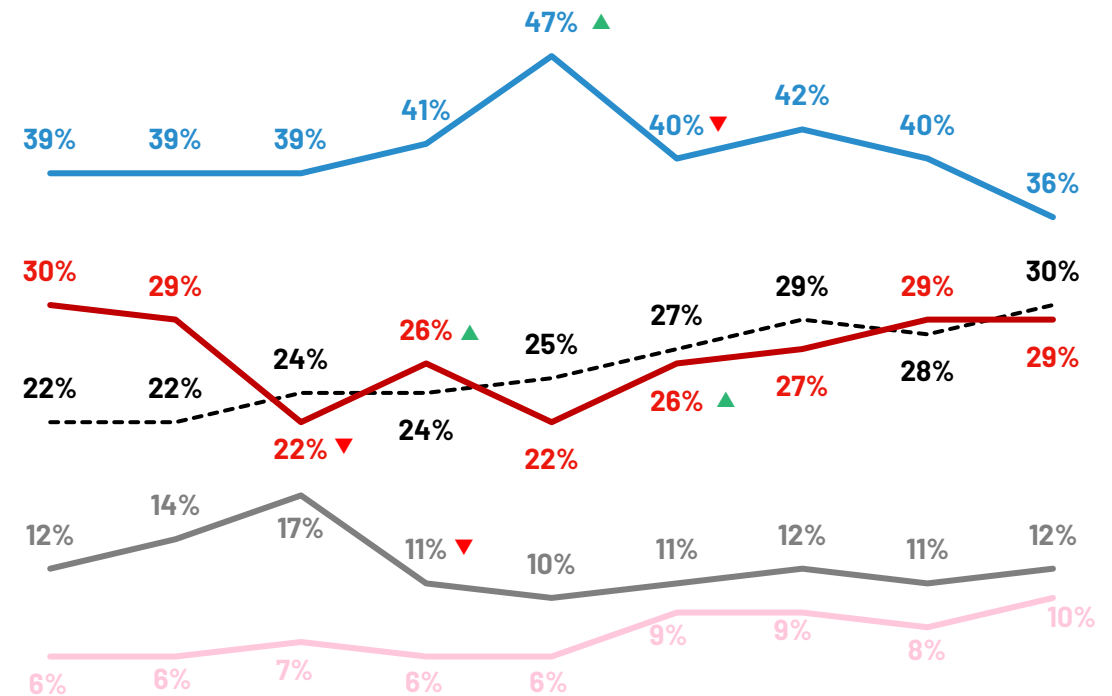
Concern for *the economy* has steadily increased and has reached the highest level since Feb '21.

The perceived ability of National in managing this issue has continued its downward trend and is 11ppts lower compared to its peak in Feb '24.

New Zealanders' perception of Labour's ability to manage this issue has remained stable since Oct '24 after a steady rise in the last 12 months.

The gap between the two parties is 7ppts (down from 11ppts in Oct '24) – the smallest this gap has been in the past 2 years.

The percentage of New Zealanders who do not believe any party as being capable of managing the issues has reached an all time high with 1 in 10 feeling this way.



	Feb '23	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25
New Zealand First	3%	2%	3%	4%	2%	3%	2%	3%	4%
Green Party	2%	3%	4%	5%	6%	5%	5%	4%	3%
ACT	6%	5%	6%	4%	3%	4%	3%	3%	4%
Te Pāti Māori	1%	1%	1%	2%	2%	2%	0%	1%	2%
Other	1%	1%	1%	1%	1%	1%	0%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 – Total sample (n=1,002)

--- Issue — National Party — Labour Party — Don't know — None

Suggestions to improve the economy

Voice of New Zealanders



"Lack of understanding of economics, basically you need to spend even a little to stimulate an economy and growth. The cuts this government have done have gone far too far and will slow the economic recovery down dramatically without creating any jobs."

Wellington, Working full-time, NZ European

"Address the rising unemployment rate and terrible economy with realistic solutions i.e the introduction of strict check-in procedures for jobseekers need to be loosened as people are losing jobs because of their funding cuts."

Auckland, Self employed, Asian

"Reset the economy and become more self sufficient and less reliant on importing and exporting, less made in china, more made in NZ."

Otago, Working full-time, NZ European

"Take care of all the people and the land and resources !!! Stop allowing the govt to get away with destroying our Economy to pay the few Rich mates with these stupid tax breaks!!

Auckland, Retired, Māori

"More practical common sense solutions with urgency. Get economy sorted first along with local body governance."

Auckland, Working part time, NZ European

"Have a real look at the problems. Cutting endless jobs isn't going to fuel the economy, it will only fuel unemployment which is what's happening. If there aren't any jobs, we won't be able to feed the economy and reduce the cost of living."

Auckland, Working full time, NZ European

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended)
Base: Feb '25 (n=1,002)

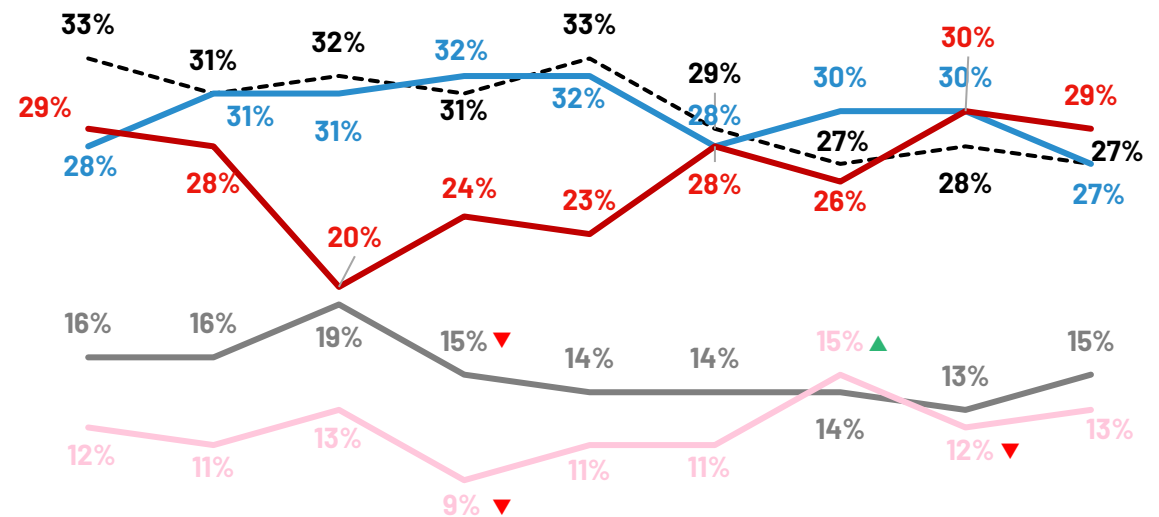
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#4 issue – Housing / price of housing



Concern for *housing / price of housing* among New Zealanders has declined steadily since its peak in Oct '21.

Confidence in Labour's ability to manage this issue has overtaken National's for the first time since February 2023.



	Feb '23	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25
New Zealand First	3%	3%	3%	4%	4%	3%	3%	4%	3%
Green Party	3%	4%	5%	8% ▲	8%	8%	8%	6%	5%
ACT	6%	5%	6%	5%	5%	4%	3%	3%	4%
Te Pāti Māori	1%	1%	2%	2%	2%	3%	1%	2%	3%
Other	1%	1%	1%	1%	2%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 – Total sample (n=1,002)

--- Issue — National Party — Labour Party — Don't know — None

Suggestions to improve *housing / price of housing*

Voice of New Zealanders



"The price of food needs to become far more affordable, along with the cost of housing. Whether it is placing more restrictions on banks and supermarkets or creating more competition to drive pricing down."

Auckland, Working part time, NZ European

"Affordable housing or rents will be good to reduce the people's stress which can help lower mental health concerns at work."

Canterbury, Working part time, Asian

"With the cost of housing today we can't even buy a house maybe government can do something with it."

Canterbury, Working full-time, Asian

"Need to realise what the foundations of their country are and respect the past. How they do that I don't know. Bring cost of living down as well or build more houses."

Wellington, Working full-time, NZ European

"I think they really need to look at the current housing crisis. It's becoming massive issue due to the overseas buyers and the current interest rates."

Hawkes Bay, Working full-time, NZ European

"Improving life in New Zealand involves addressing several key areas that can enhance the well-being of its citizens. One major aspect is housing affordability. provide support for first-time buyers. This would help alleviate the housing crisis many people face."

Hawkes Bay, Working full-time, Māori

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended)

Base: Feb '25 (n=1,002)

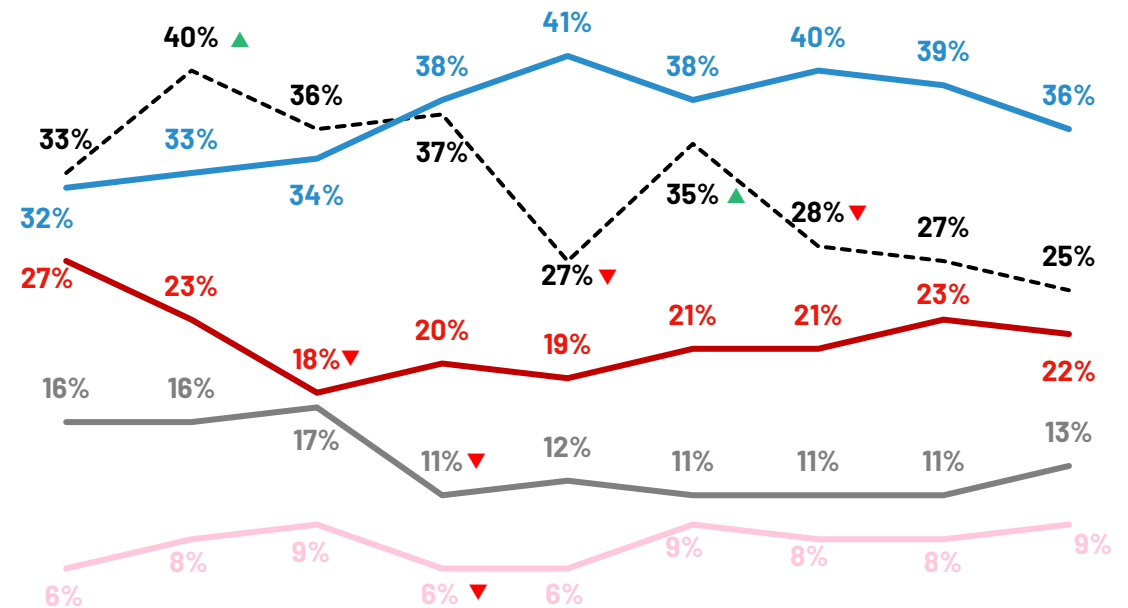
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#5 issue – Crime / Law & Order



New Zealanders' concern for *crime / law & order* has dropped following a peak in May 2023.

National holds a 14ppt lead over Labour in its ability to manage this issue (the largest margin across the top 5 issues) with the gap between parties slightly down from a 16ppt difference in Oct '24.



	Feb '23	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25
New Zealand First	4%	4%	4%	5%	4%	4%	4%	4%	5%
Green Party	2%	3%	3%	6% ▲	5%	5%	6%	4%	4%
ACT	10%	11%	12%	10%	8%	8%	7%	6%	7%
Te Pāti Māori	2%	2%	2%	4%	4%	3%	2%	3%	4%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Feb '25 – Total sample (n=1,002)

--- Issue — National Party — Labour Party — Don't know — None

Suggestions to improve *Crime / Law & Order* issues



Voice of New Zealanders

"Get tough on crime ,no discounts, all people 12yrs and over appear in district courts and named."

Taranaki, Retired, NZ European

"The government has made progress in reducing inflation but could take stronger measures on crime, tougher sentencing for repeat offenders, increased policing and surveillance, and stricter youth crime interventions could enhance public safety."

Auckland, Working full-time, Asian

"The increased cost of living is also increasing crime as people are turning to crime to make their way through."

Northland, Working full-time, NZ European

"They should focus on the economy first and the employment levels. If these issue are tackled are met with relative success, other issues like mental health and crime will be less of an issue; money/cost of living is linked to many problems. "

Auckland, Student, Asian

"sort out the cost of living and be a lot harsher on crime and youth offenders instead of a slap on the wrist."

Nelson / Marlborough, Working part time, Māori

"I also think they need to step up when it comes to serious crime like outlawing gangs and restoration of capital punishment for our most serious recidivist violent offenders. It's time for political correctness to give way to common sense and difficult choices."

Bay of Plenty, Retired, Māori

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended)



Base: Feb '25 (n=1,002)

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COMPARISONS WITH AUSTRALIA

Comparing New Zealand's issues to
Australia's

Top 10 issues – New Zealand vs. Australia

	 New Zealand	 Australia
1	Inflation / cost of living - 50%	Inflation / cost of living - 64%
2	Healthcare / hospitals - 41%	Housing - 44%
3	The economy - 30%	The economy - 30%
4	Housing / price of housing - 27%	Healthcare - 27%
5	Crime / Law & Order- 25%	Crime - 22%
6	Poverty / Inequality - 18%	Environment - 14%
7	Climate change - 15%	Poverty - 13%
8	Unemployment - 14%	Immigration - 13%
9	Education - 10%	= Personal debt - 10%
10	Issues facing Māori - 8%	= Petrol prices - 10%

Inflation / cost of living remains the number one issue in both New Zealand and Australia, selected by over half of respondents as the top issue in both countries. However, Australians are significantly more concerned about the issue.

Australians continue to be more concerned with *housing* (44%) compared to New Zealanders (27%), while New Zealanders are more concerned about *healthcare* (41%) than their Australian counterparts (27%).

Both countries show the same level of concern with *the economy*, ranking as the third most important issue in both countries. Similarly, both countries state *crime* as the fifth most important issue, however.

Poverty, unemployment and education are more top of mind issues in New Zealand when compared with Australia.

Sample demographics – February 2025



1,002 respondents
were interviewed online in February
via online panels

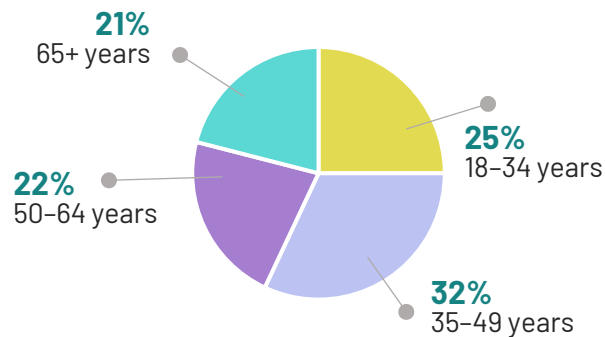
49%
Male



51%
Female

The precision of Ipsos online
polls is calculated with a
credibility interval with a poll
of 1,005 accurate to ± 3.5
percentage points

Results are weighted
by age, gender and
region to ensure they
reflect the New
Zealand population



Employment status



44% Full-time

17% Retired

14% Part-time

8% Self-employed

7% Not in paid work but
seeking work

5% Not in paid work & not
seeking work

5% Student

Sample sizes over time

- Feb '18 (n=610)
- Jul '18 (n=611)
- Oct '18 (n=610)
- Mar '19 (n=614)
- Apr '19 (n=615)
- Jul '19 (n=610)
- Nov '19 (n=610)
- Mar '20 (n=610)
- May '20 (n=1,000)
- Jul '20 (n=1,000)
- Sep '20 (n=1,000)
- Nov '20 (n=1,001)
- Feb '21 (n=1,000)
- Jun '21 (n=1,003)
- Oct '21 (n=1,003)
- Feb '22 (n=1,004)
- May '22 (n=1,000)
- Sep '22 (n=1,000)
- Feb '23 (n=1,002)
- May '23 (n=1,002)
- Aug '23 (n=1,148)
- Sep '23 (n=1,000)
- Feb '24 (n=1,001)
- May '24 (n=1,001)
- Aug '24 (n=1,005)
- Oct '24 (n=1,003)
- Feb '25 (n=1,002)

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.

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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.

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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.

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