

IPSOS CARES ABOUT DIVERSITY, EQUITY, INCLUSION & BELONGING



'I am proud to have joined the BRIDGE anti-racism ERG. I get a chance to connect with people that share similar passions about racial equality and community outreach and bring even more dedication to my workday.'

Leeah Dollar

We recognize the necessity of building an inclusive culture that values each employee's individuality and diverse perspective. For more than 40 years, our mission has been to generate and analyze data about society, markets, brands and behaviors to provide our clients with the insights that elevate their understanding of the world. This could not be fulfilled without Ipsos's diverse employees who compile and analyze this data—they are the essence of who we are and what we do.

We are committed to providing equal opportunity to all employees, creating an environment that promotes inclusion, and allowing employees from all walks of life to flourish. Ipsos encourages our employees to act in a respectful and responsible manner, in line with codes of best practices concerning diversity and inclusion, human rights, equality, and civility for every individual.

For these reasons, we are also committed to sponsoring Employee Resource Groups (ERGs) to bring together individuals of diverse backgrounds who share common goals and interests. By encouraging ERGs, all employees can participate and express their feelings and opinions without judgment and develop longstanding relationships that they may not otherwise have.

Our Employee Resource Groups

We sponsor four ERGs for employees to participate in any or all:

- **Ipsos BRIDGE** (Being Racially Inclusive and Diverse is Good for Everyone) fosters a shift to active involvement and support of racial equality. It gives employees a formal forum for open dialogue and education about the realities of structural racism and how they affect our employees, clients, partners, and communities. It works to enable employee self-awareness, knowledge, and tools that promote and facilitate discussion, understanding, and support necessary to address issues of racism inherent in workplaces and communities.
- **Ipsos MVP** (Military Veterans Program) has partnered with Onward to Opportunity and the Veterans Career Transition Program to help veterans and military service members transition from military to civilian life and form an internal network of veterans and those interested in helping the veteran community.
- **Out@Ipsos** ensures an inclusive culture for all Ipsos employees and enables them to be active in LGBTQ+ community outreach. It further provides opportunities for cross-business networking.
- **Women In Ipsos** helps women at Ipsos develop leadership skills and connect to each other as they advance through personal and professional life stages, helping them to attain career advancement opportunities.



'When looking at positions, Ipsos was the only company that offered an ERG for their LGBTQ+ employees. It's nice to know that we have a group that provides a space for LGBTQ+ folk to come together and just be present with each other. It's also nice because it gives us an opportunity to come together and see how we can help our community directly, whether through fundraising or volunteering our time.'

Steven Hornik

'I am excited about workshops we're holding on unconscious biases, speaker series where we can hear from women leaders in the industry, and the planned actions Ipsos is taking in making lasting change!'



Annie Zhao



'The proudest moment of my Ipsos career is being announced co-leader of the MVP (Military Veterans Program). It has connected me with many veterans that are working within Ipsos and has provided me with people who have similar experiences as myself to communicate with in times of need. I'm extremely excited to work within the communities and assist with transitioning military members and mentor others along that daunting road.'

Nick Quinzi

'I am a member of the NA Refugee Taskforce. Being able to contribute to this incredibly important cause is very valuable to me, so the fact the Ipsos gives me this opportunity really means a lot. It is important to me to work at a place that really wants to give back and make a difference, and so I am proud of the work that Ipsos does for refugees.'



Deema Abdo

