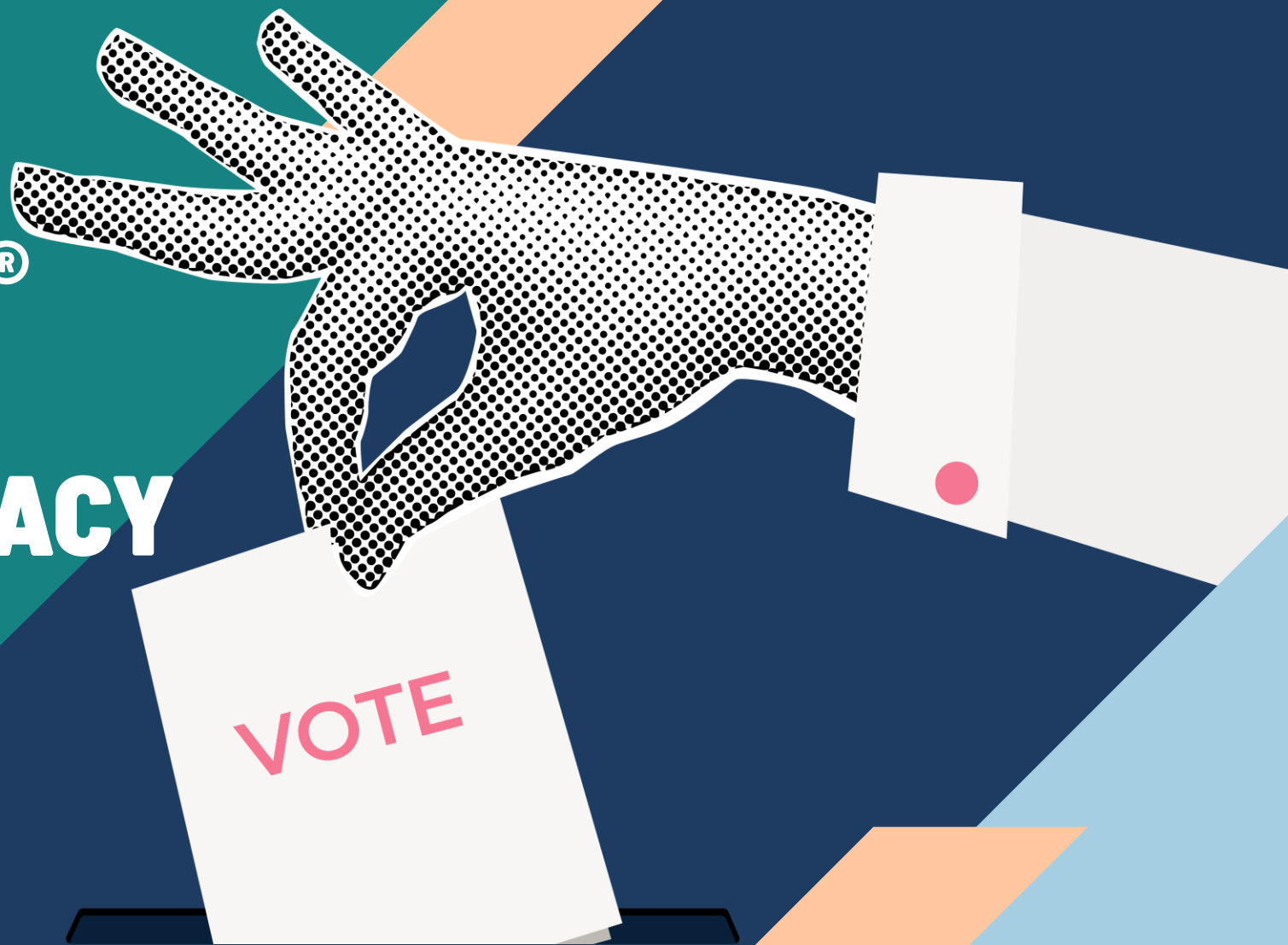


**Ipsos
KnowledgePanel®**

STATE OF DEMOCRACY TRACKER

October 2025



KEY TAKEAWAYS 2025



Continued dissatisfaction with how democracy works

Satisfaction with democracy continues to be poor in most countries in this study, with satisfaction dropping since 2024 in Netherlands and France, both countries that experienced political instability in the last year.

Sweden is again the only country where a majority are satisfied with how democracy is working.

Across the 9 countries in this study, more people say democracy has got worse rather than better, with Poland as the only exception where more people say it has got better. Views are particularly stark in France and Netherlands.



Yet strong support for maintaining democracy

Despite dissatisfaction with how democracy is working in practice, majorities across most countries say democracy is crucial to society and should be maintained. Croatia is the only country where we find more saying democracy is only worth keeping if it delivers good quality of life.

Nonetheless, we also find strong support for radical change, often linked with perceptions of the system being rigged. At same time, we find continued support for democratic principles like cooperation and democratic checks and balances.



Fake news, extremism and corruption – threats to democracy

Majorities in all countries aside from Sweden are worried about the state of democracy in the next 5 years.

Fake news, lack of accountability, extremism and corruption are seen as the main threats to democracy. Fake news is the top in UK, Sweden, Netherlands, Poland and France. In the US and countries in the South of Europe – Spain, Croatia, and Italy, corruption is seen as the top threat.

No government or international organisations is seen as doing a good job defending democracy in most countries, though there are more positive perceptions of the EU and NATO in some Northern European countries such as Sweden, and Poland.



Stronger legislation and regulations, and civic education

Strengthening anti-corruption laws and enforcement and protecting the independence of the courts are seen as effective solutions for strengthening democracy in nearly all countries.

Stronger regulation of social media is among the top solutions in France, the UK, Netherlands and Sweden – all countries where fake news is seen as a threat.

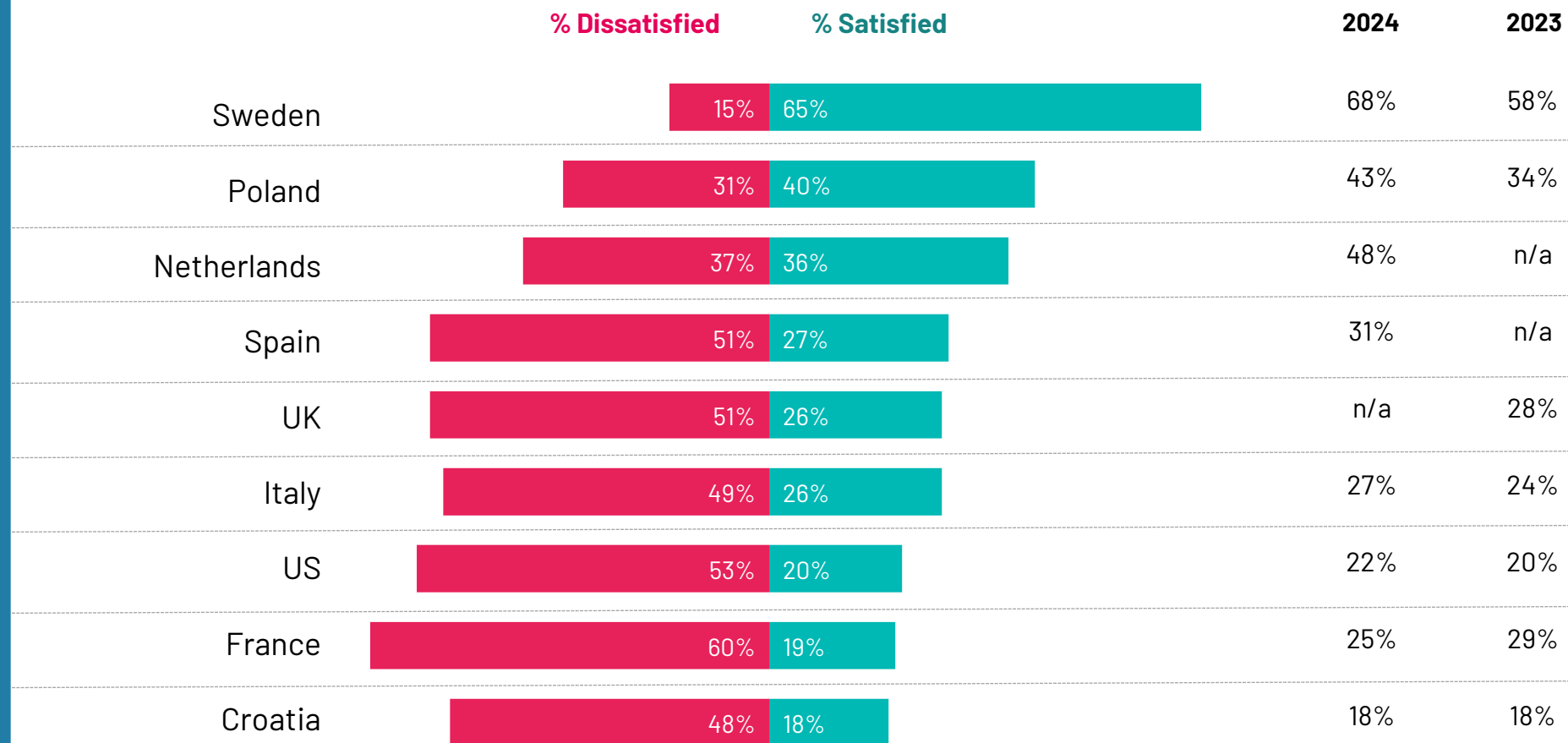
Better civic education is seen as particularly important in Poland, Italy and France, while in the UK and the US stronger regulation and transparency of political donations is seen as effective by one in two.

IS DEMOCRACY WORKING?

1

Satisfaction with democracy continues to be highest in Sweden, but has dropped in the Netherlands and in France since 2024

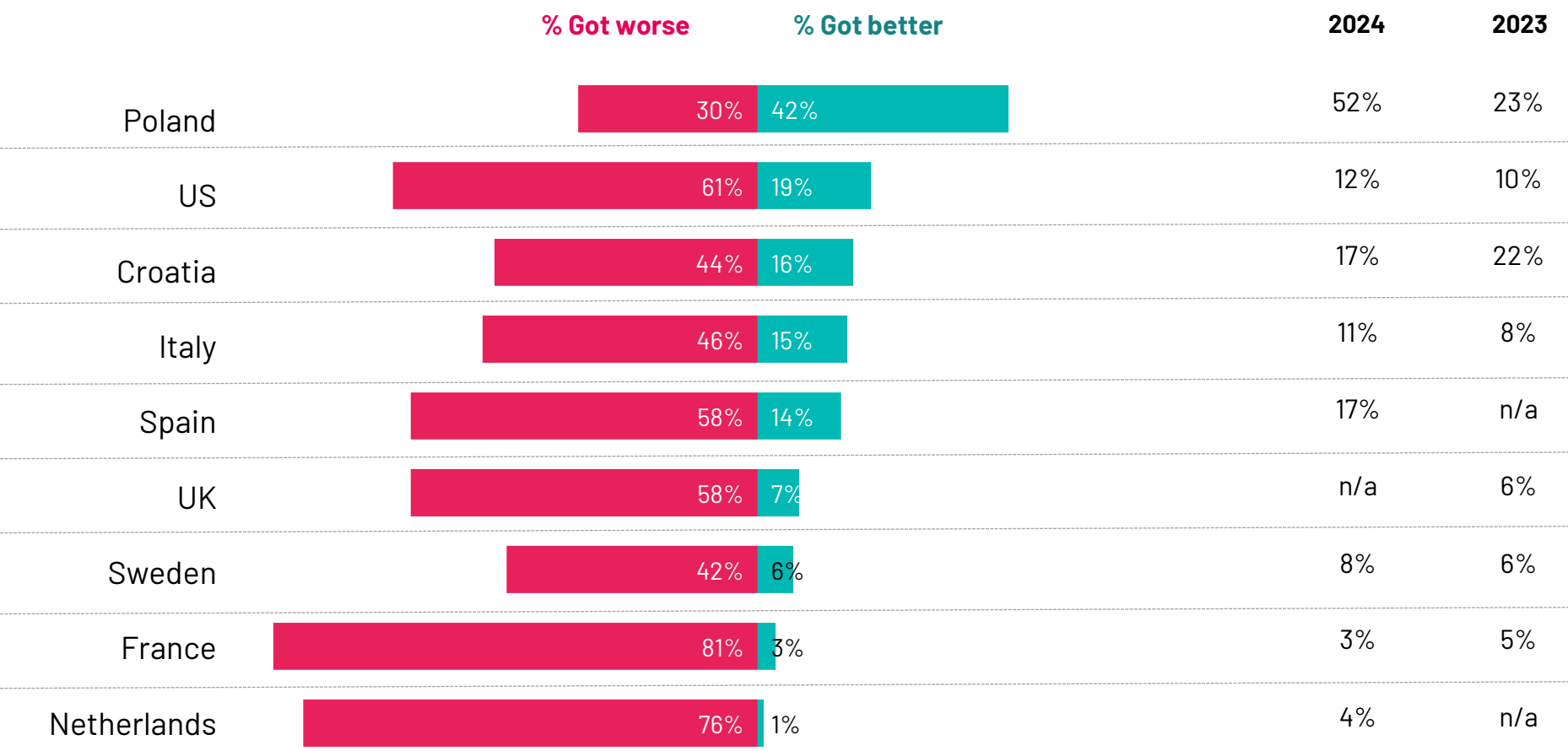
Q: Overall, how satisfied or dissatisfied are you with the way democracy is working in your country?



Base: Adults aged 16+/18+, Croatia = 1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

In each country aside from Poland, more people think democracy is working worse than 5 years ago rather than getting better. Perceptions of change have slightly improved in the US, but worsened in France and the Netherlands

Q: Compared to 5 years ago, would you say that the way democracy is working in your country today has got better, got worse or stayed the same?

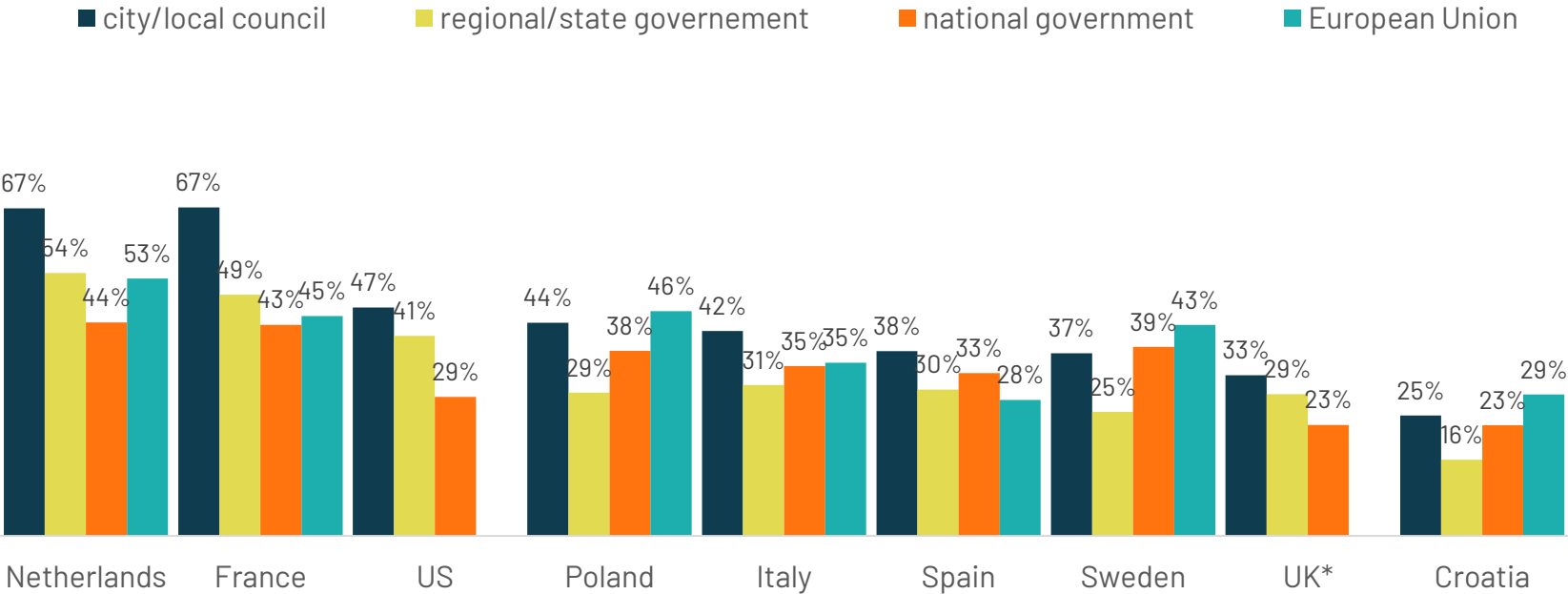


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Across most countries, more people tend to feel better represented at the local than national level of government

Q: To what extent, if at all, do you feel like the following institutions represent your views and priorities?

% great deal/fair amount

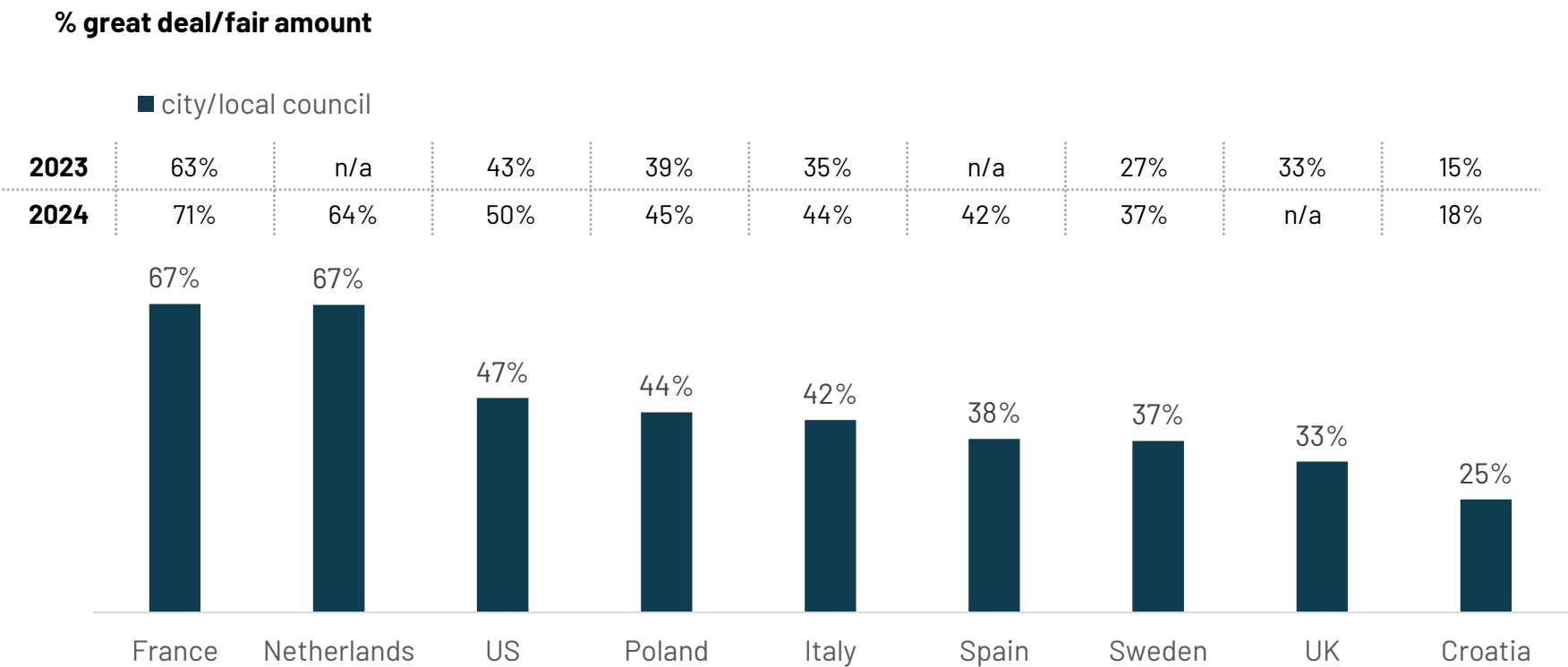


Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025;

*Regional government only asked in Wales, Scotland and Northern Ireland: 'the Welsh government', 'the Scottish Government', The Northern Ireland Executive'

Feeling represented by city/local councils has remained stable across countries, with some improvements in Croatia

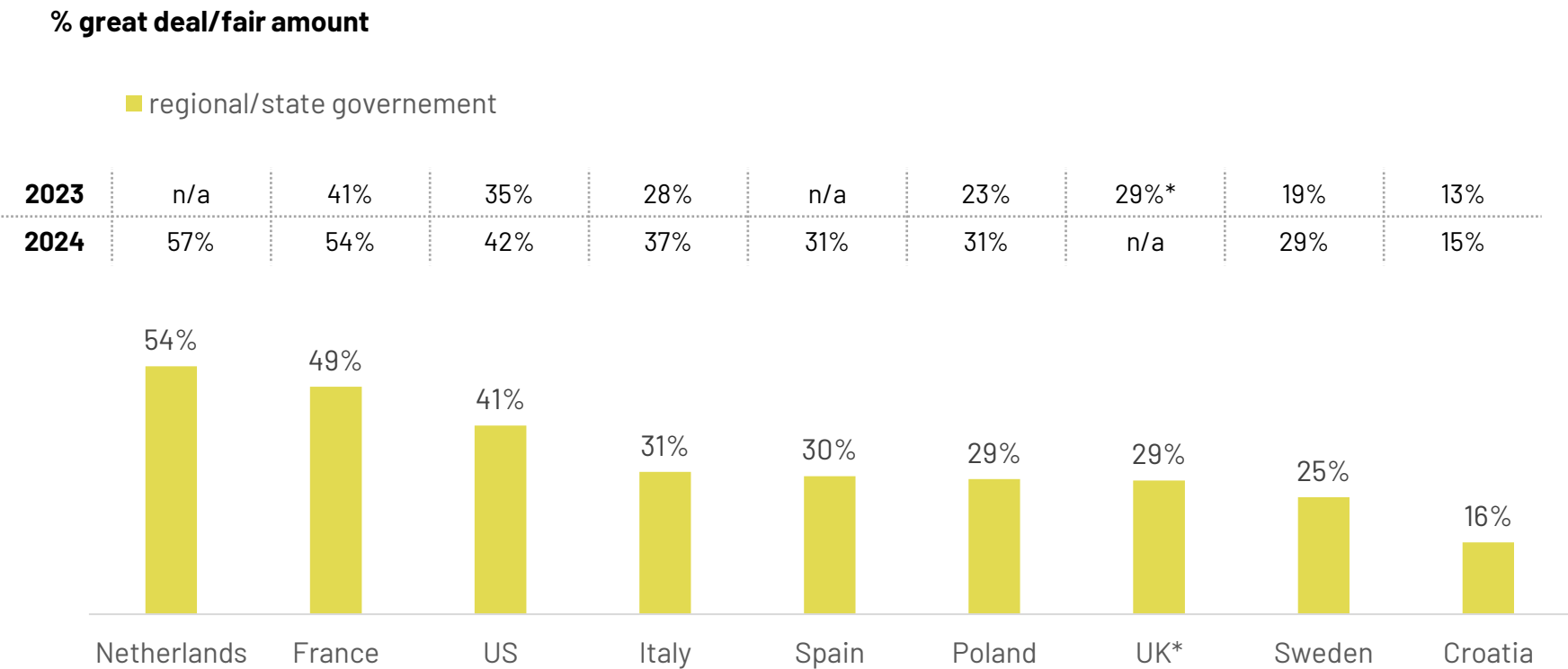
Q: To what extent, if at all, do you feel like the following institutions represent your views and priorities?



Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Feeling represented by regional/state government has dropped in Italy and France, and is stable in other countries

Q: To what extent, if at all, do you feel like the following institutions represent your views and priorities?

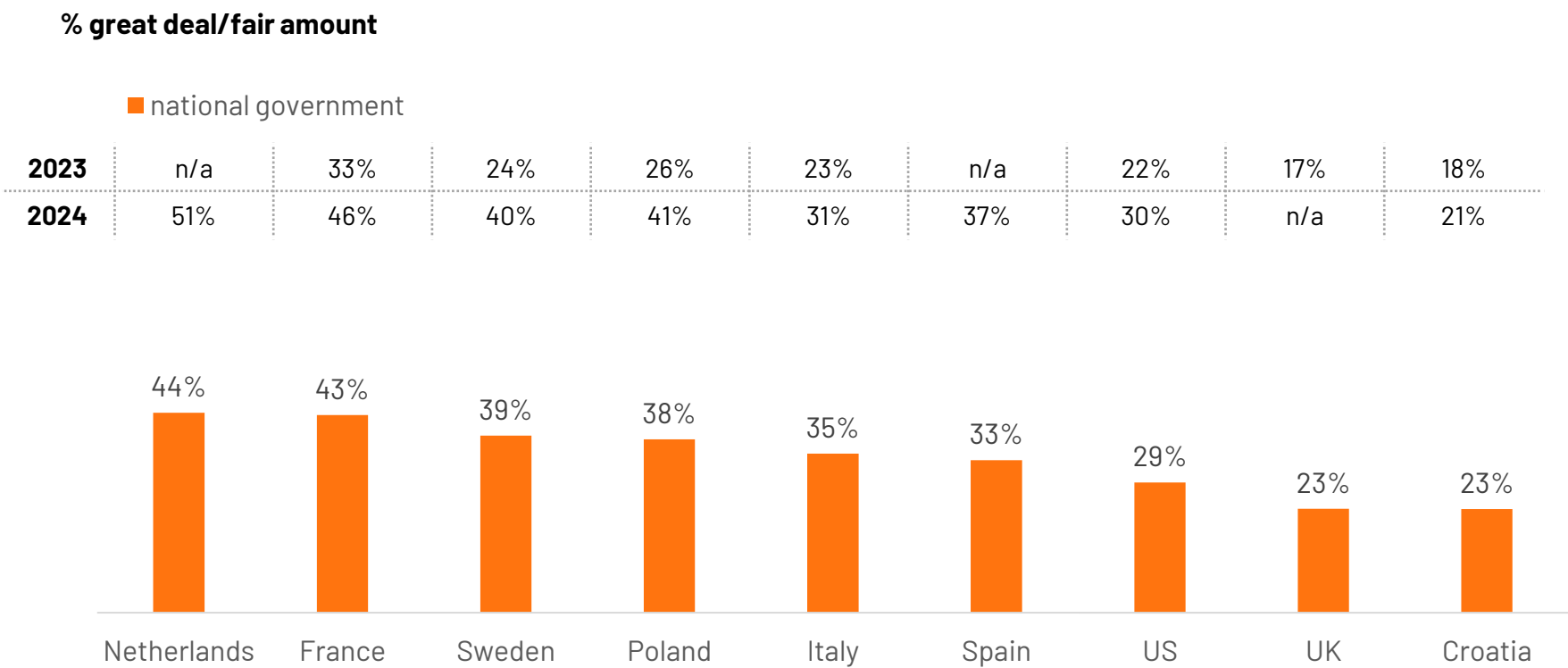


Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

*Regional government only asked in Wales, Scotland and Northern Ireland: ‘the Welsh government’, ‘the Scottish Government’, The Northern Ireland Executive’

Netherlands has seen a drop in people saying they feel represented by the national government since 2024, while in the UK this has increased slightly since 2023

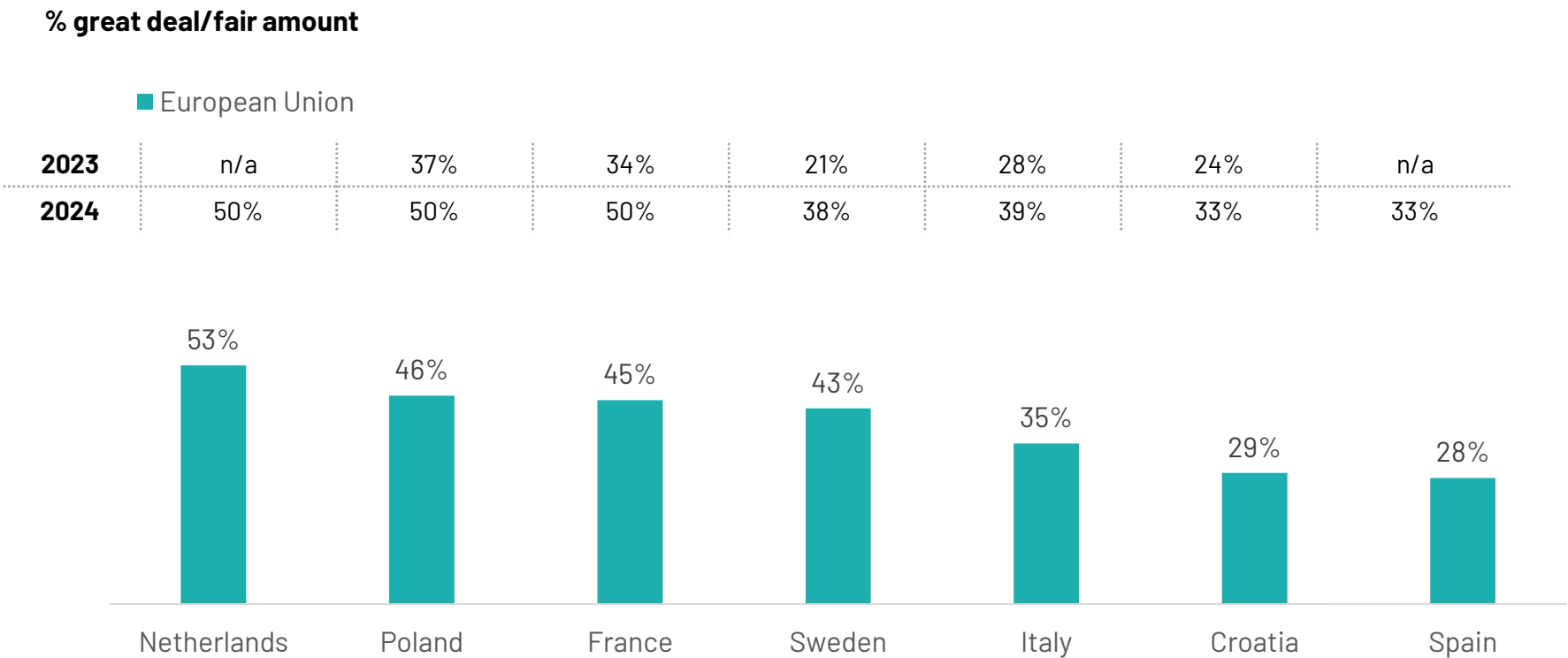
Q: To what extent, if at all, do you feel like the following institutions represent your views and priorities?



Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Feeling represented by the EU has dropped marginally across some countries, but gone up in Sweden

Q: To what extent, if at all, do you feel like the following institutions represent your views and priorities?



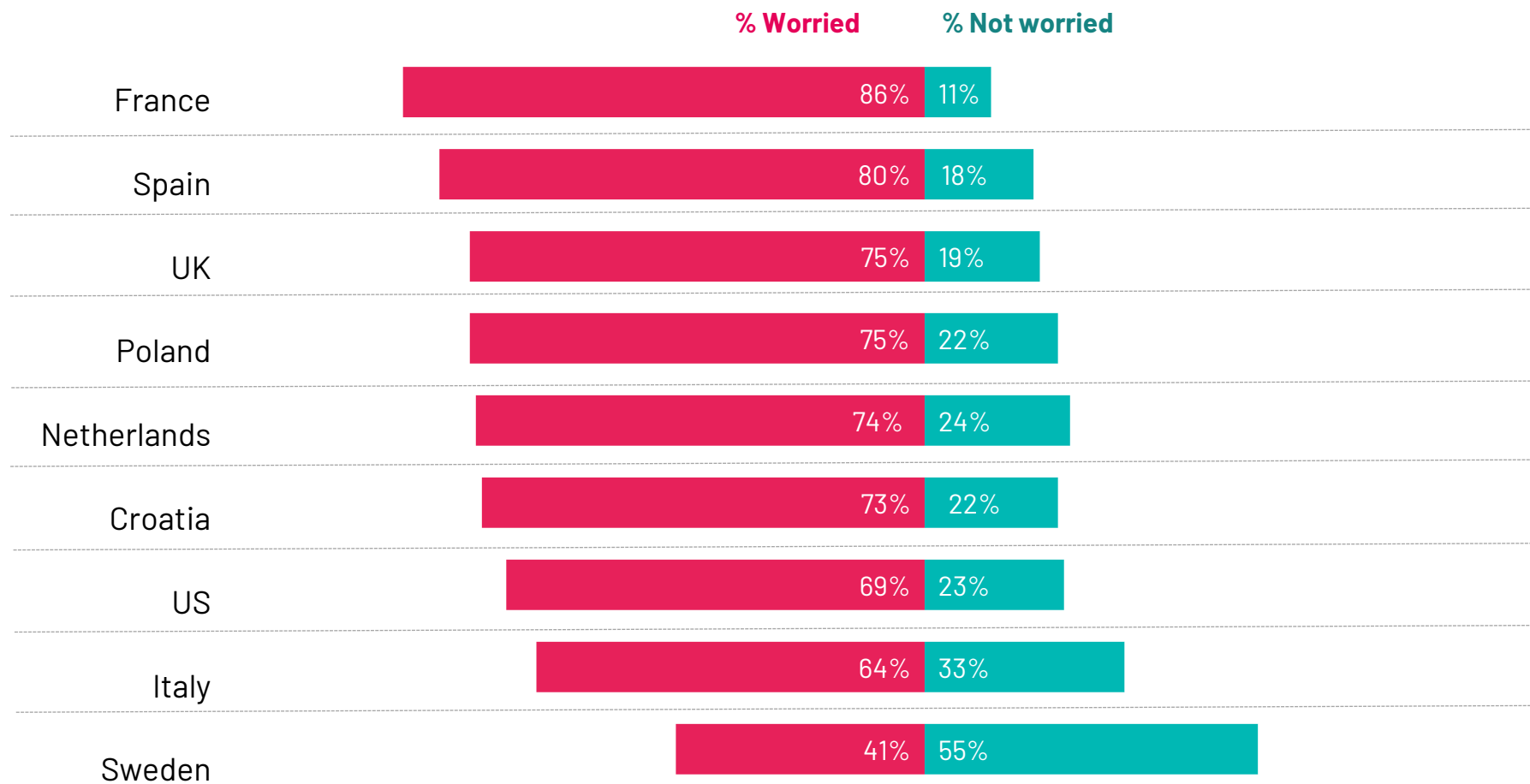
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THREATS TO DEMOCRACY

2

In all countries except Sweden, majorities are worried about the state of democracy in the next 5 years

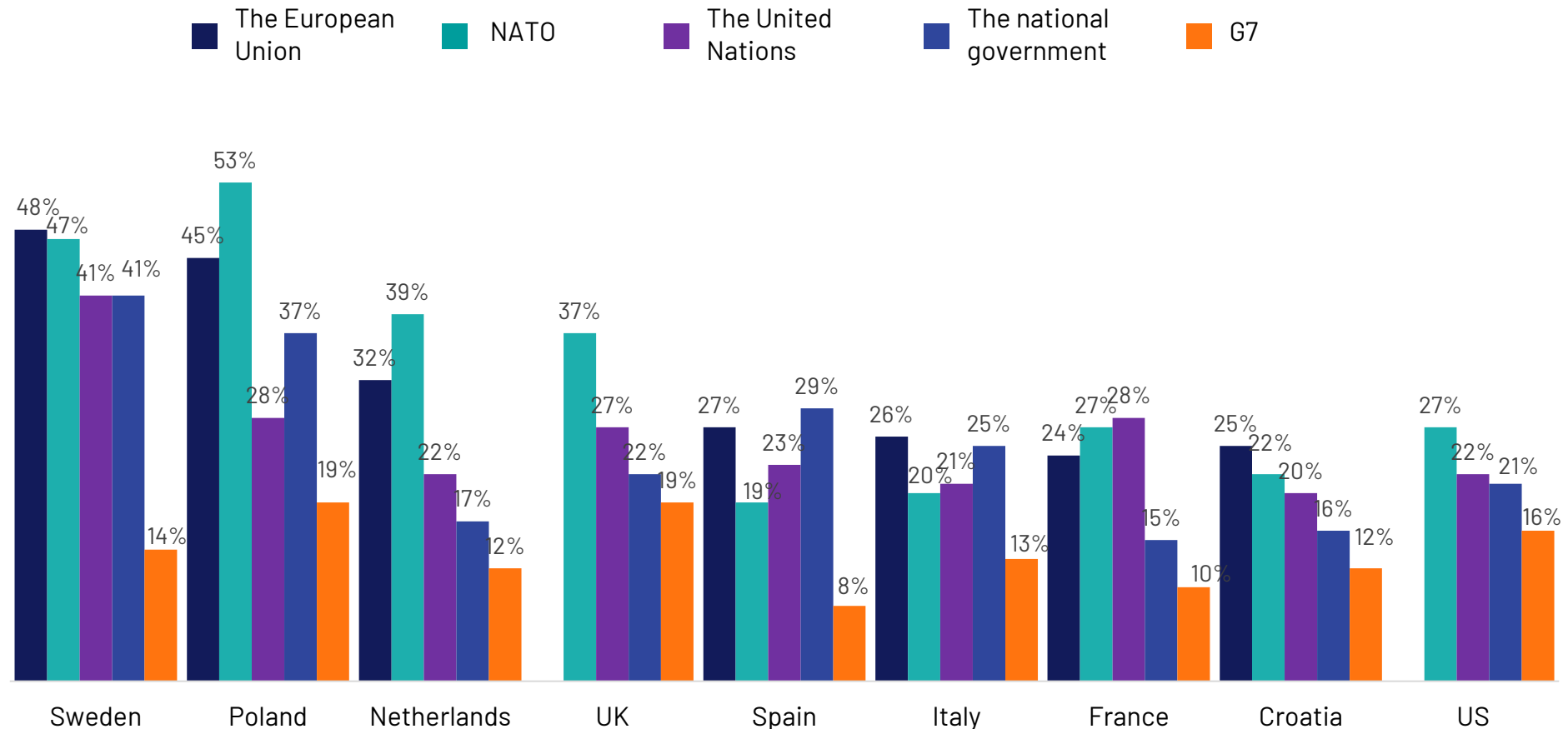
Q: How worried, if at all, are you about the state of democracy in your country in the next 5 years?



Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Only a minority in most countries think their government or international organisations are doing a good job defending democracy, though there are more positive perceptions of the EU and NATO in some Northern European countries

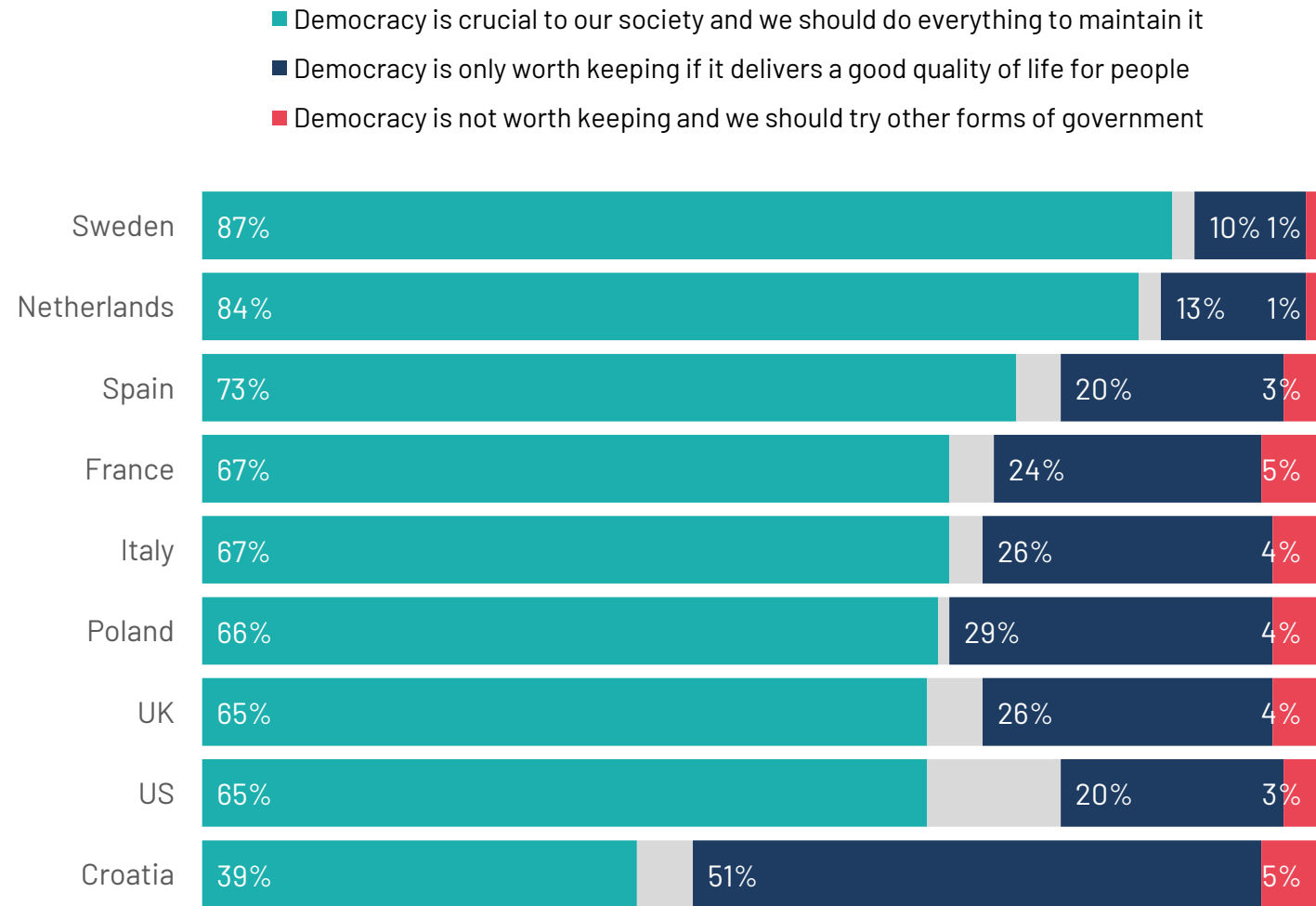
Q: Would you say the following organisations are doing a good or bad job when it comes to helping protect democracy? % good job



Base: Adults aged 16+/18+, Croatia = 1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

In most countries, majorities say democracy is crucial to their society. In Croatia, half support democracy only contingent on it providing a good quality of life

Q: Which of the statements below, if any, best represents your views?



Base: Adults aged 16+/18+, Croatia = 1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Fake news is seen as the top threat to democracy in countries in Northern Europe and France, while, in the US and countries in the South of Europe, corruption is seen as the top threat

Q: Which, if any, of the below do you think pose the biggest threat to democracy in your country?

France	UK	Sweden	Netherlands	Poland	US	Spain	Croatia	Italy
Fake news 56%	Fake news 64%	Fake news 67%	Fake news 75%	Lack of accountability among politicians 76%	Corruption 63%	Corruption 73%	Corruption 80%	Corruption 47%
Lack of accountability among politicians 49%	Rise of extremist parties/politicians 55%	Rise of extremist parties 59%	Political polarisation 68%	Fake news 76%	Lack of accountability among politicians 61%	Political polarisation 55%	Lack of accountability among politicians 66%	Economic inequality 47%
Rise of extremist parties/politicians 48%	Lack of accountability among politicians 54%	Interference by foreign govt's/orgs 44%	Rise of extremist parties/politicians 62%	Political polarisation 60%	Fake news 59%	Lack of accountability among politicians 53%	Lack of trust in institutions 61%	Lack of accountability among politicians 43%

Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Biggest threats to Democracy

Q: Which, if any, of the below do you think pose the biggest threat to democracy in your country?

	France	UK	Sweden	Netherlands	Poland	US	Spain	Croatia	Italy
Lack of accountability among politicians	49%	54%	42%	47%	76%	61%	53%	66%	43%
The spread of false information / 'fake news'	56%	64%	67%	75%	76%	59%	51%	51%	38%
Corruption	43%	49%	42%	19%	56%	63%	73%	80%	47%
The rise of extremist political parties/politicians	48%	55%	59%	62%	53%	55%	51%	39%	30%
Political polarisation / people are unable to find common ground	33%	38%	43%	68%	60%	50%	55%	38%	18%
Lack of trust in institutions	37%	44%	41%	41%	53%	39%	51%	61%	37%
Economic inequality	44%	41%	37%	31%	42%	38%	38%	50%	47%
Interference by foreign governments or organisations in [country]'s affairs	38%	40%	44%	44%	42%	29%	24%	32%	27%
The influence of wealthy donors and corporate money in politics	34%	49%	31%	32%	51%	53%	26%	54%	20%
Bias in the media	36%	50%	11%	30%	40%	47%	45%	40%	25%
Low public engagement with politics e.g. low turnout at elections, political participation	34%	40%	41%	34%	48%	24%	28%	48%	36%
Weakening of the rule of law	33%	29%	29%	38%	55%	42%	41%	41%	34%
Erosion of civil liberties e.g. freedom to express your views, to take part in political activities	24%	42%	36%	32%	35%	45%	32%	35%	32%
A decline in the freedom of the press and media	31%	28%	37%	34%	47%	38%	33%	37%	35%
Military conflict/war	42%	31%	35%	33%	56%	18%	23%	33%	34%
Lack of civic education in schools	42%	25%	27%	17%	47%	33%	33%	34%	39%

Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Strong anti-corruption efforts and protecting the independence of the courts are seen as important to strengthening democracy in most countries, while stronger social media regulation is also key especially in countries where fake news is seen as a threat

Q: Which, if any, of the below would be most effective in strengthening democracy in your country?

France	UK	Sweden	Netherlands	Poland	US	Spain	Croatia	Italy
Stronger regulation of social media to combat the spread of hate speech and disinformation 55%	Stronger regulation of social media to combat the spread of hate speech and disinformation 52%	Protecting the independence of the courts and justice system 58%	Stronger regulation of social media to combat the spread of hate speech and disinformation 58%	Protecting the independence of the courts and justice system 70%	Stronger anti-corruption laws and enforcement 55%	Stronger anti-corruption laws and enforcement 76%	Stronger anti-corruption laws and enforcement 78%	Better civic education in schools 54%
Better civic education in schools 54%	Stronger anti-corruption laws and enforcement 51%	Stronger anti-corruption laws and enforcement 47%	Protecting the independence of the courts and justice system 57%	Better civic education in schools 65%	Stronger regulation and transparency of political donations 49%	Protecting the independence of the courts and justice system 62%	Protecting the independence of the courts and justice system 61%	Stronger anti-corruption laws and enforcement 49%
More opportunities for people to directly influence political decision e.g. referenda, citizen assemblies 51%	Stronger regulation and transparency of political donations 50%	Stronger regulation of social media to combat the spread of hate speech and disinformation 45%	Better civic education in schools 37%	Stronger anti-corruption laws and enforcement 63%	Protecting the independence of the courts and justice system 42%	Better civic education in schools 49%	More opportunities for people to directly influence political decision e.g. referenda, citizen assemblies 56%	Stronger regulation of social media to combat the spread of hate speech and disinformation 40%
			Stronger regulation and transparency of political donations 37%					

Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

What strengthens democracy

Q: Which, if any, of the below would be most effective in strengthening democracy in your country?

	France	UK	Sweden	Netherlands	Poland	US	Spain	Croatia	Italy
Stronger anti-corruption laws and enforcement	50%	51%	47%	26%	63%	55%	76%	78%	49%
Protecting the independence of the courts and justice system	47%	46%	58%	57%	70%	42%	62%	61%	36%
Better civic education in schools	54%	38%	43%	37%	65%	40%	49%	47%	54%
Stronger regulation of social media to combat the spread of hate speech and disinformation	55%	52%	45%	58%	52%	35%	45%	43%	40%
More opportunities for people to directly influence political decision e.g. referenda, citizen assemblies	51%	36%	37%	28%	60%	26%	44%	56%	30%
Stronger regulation and transparency of political donations	29%	50%	33%	37%	51%	49%	44%	39%	25%
Harsher penalties for breaking electoral law	44%	33%	14%	11%	55%	40%	44%	50%	20%
Making it easier for people to vote in elections	28%	31%	28%	21%	35%	36%	25%	41%	26%
Strengthening the independence of public service broadcasters	26%	25%	38%	30%	43%	24%	9%	35%	33%
Giving local government more powers / more devolution	34%	23%	12%	17%	41%	15%	13%	29%	13%
Reforming the electoral system to give winning parties/coalitions a bigger majority of seats	22%	16%	13%	25%	24%	10%	28%	16%	18%
Reforming the electoral system to give smaller parties more seats in Parliament	15%	25%	4%	5%	27%	18%	21%	31%	9%

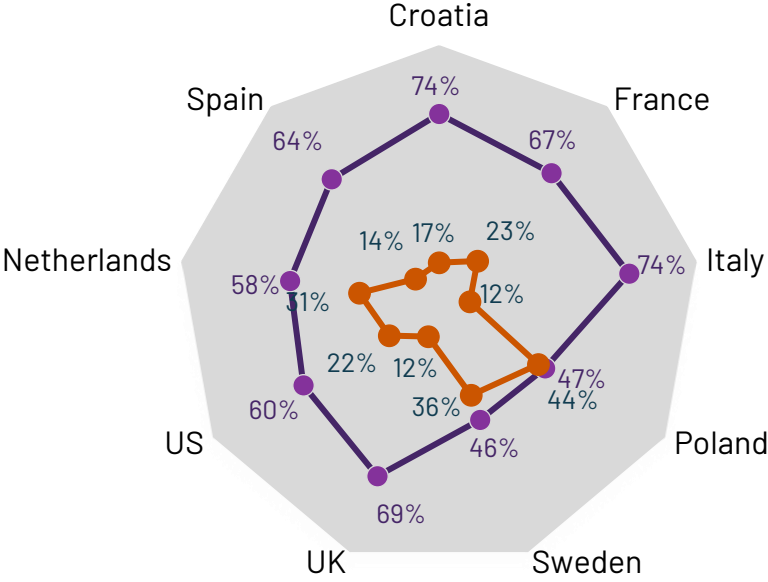
Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

DEMOCRATIC PRINCIPLES

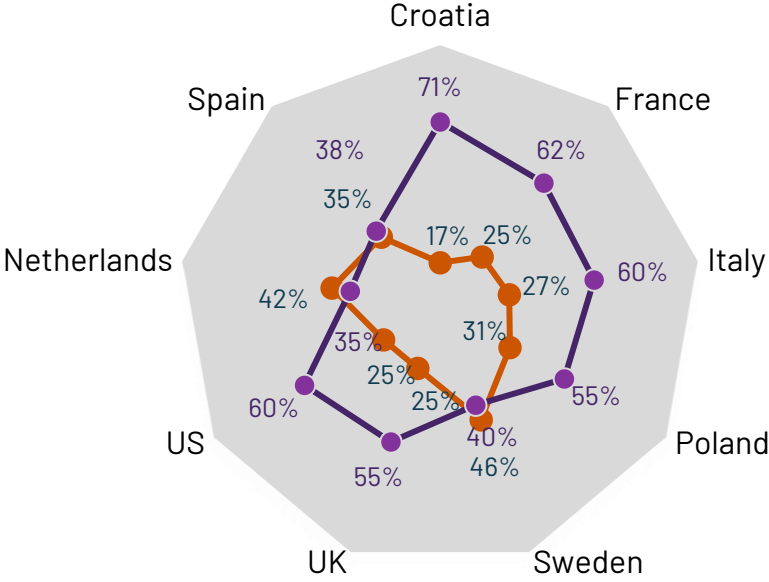
3

In most countries, there is a strong perception that the system is rigged

Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.



- The **economy is rigged** to advantage the rich and powerful
- The economy works for the **benefit of everyone** in the country

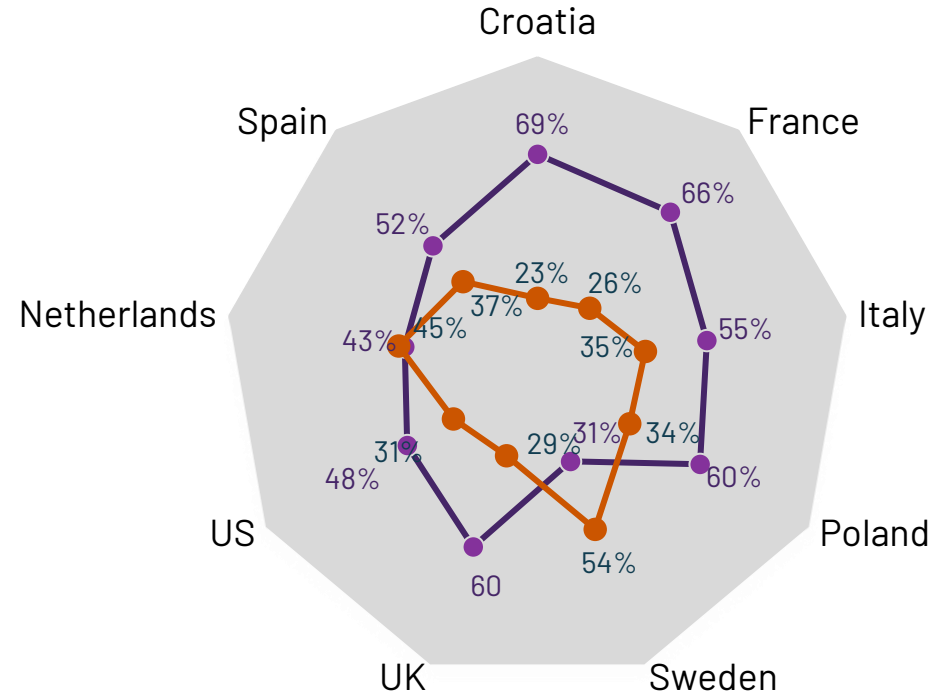


- The people who run the country put the **needs of the rich and powerful first**, they don't care much about everyone else
- The people who run the country are doing their best to **make life better for everybody**, even if they don't always get it

Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

There is a broad desire for radical change aside from Sweden where a majority think it would be too risky

Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.



- Radical change is needed** to improve the current political system in [COUNTRY]
- It's too risky to make radical changes** – we can still improve things through more measured reform

Base: Adults aged 16+/18+, Croatia = 1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

In France and Poland perceptions of rigged system have increased, while desire for radical change is also slightly increasing in France and US

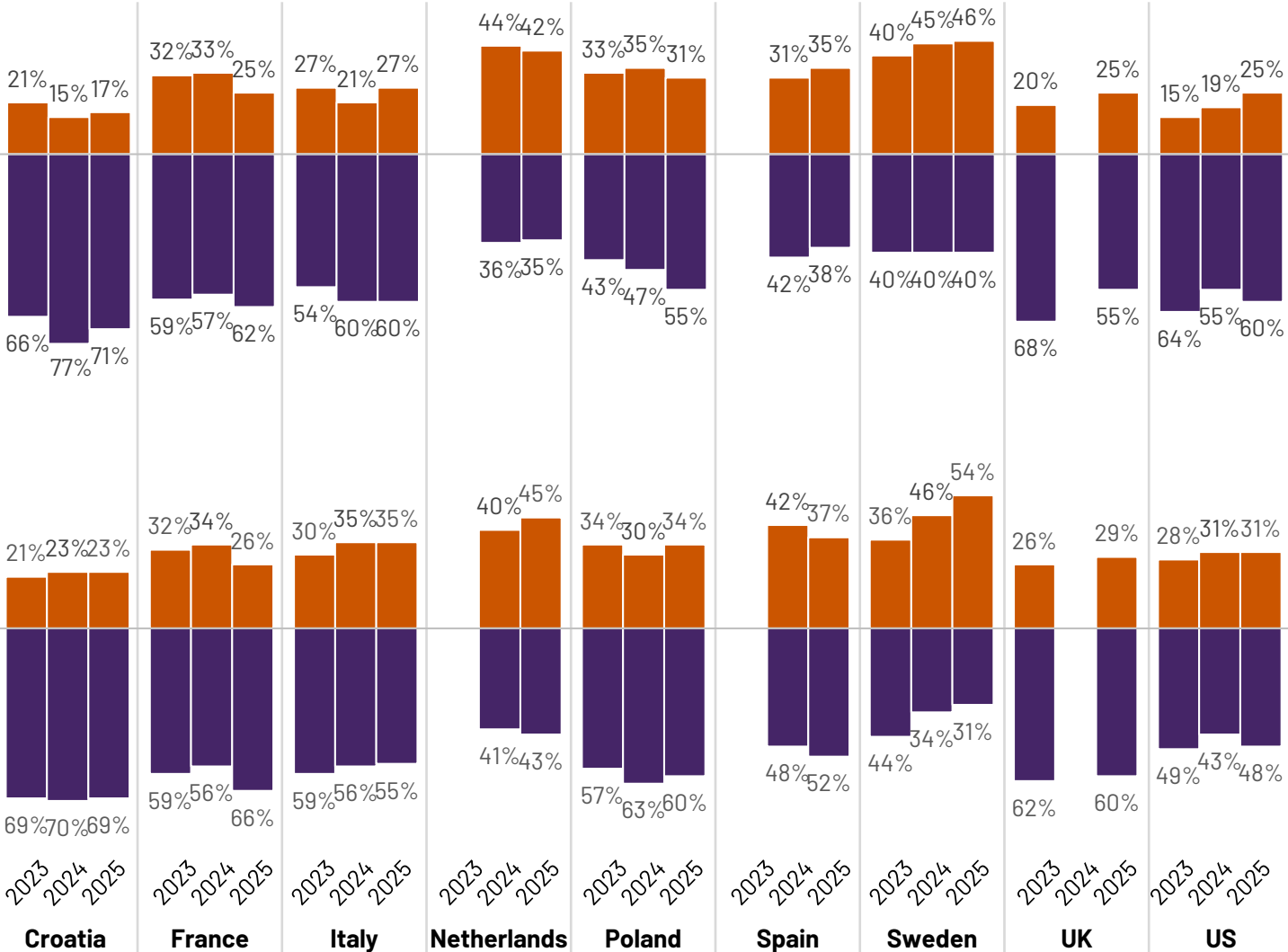
Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.

The people who run the country are doing their best to **make life better for everybody**, even if they don't always get it

The people who run the country put the **needs of the rich and powerful first**, they don't care much about everyone else

It's too risky to make radical changes – we can still improve things through more measured reform

Radical change is needed to improve the current political system in [COUNTRY]

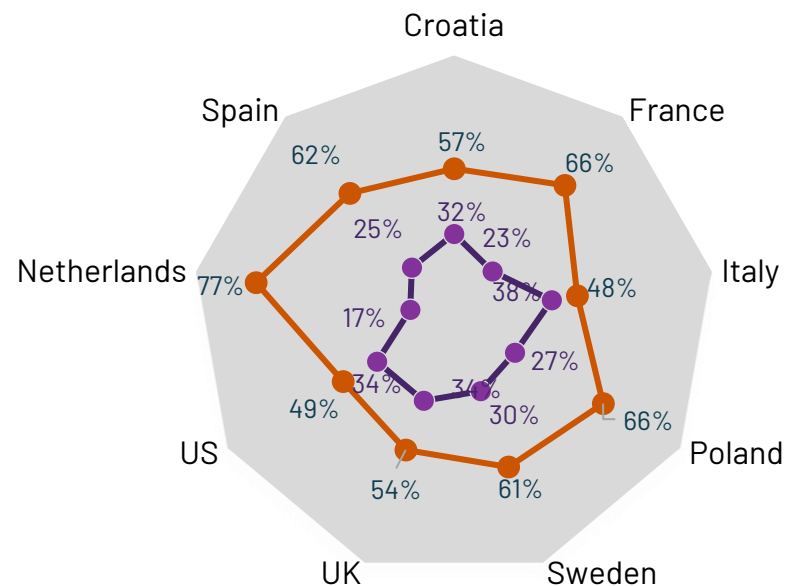


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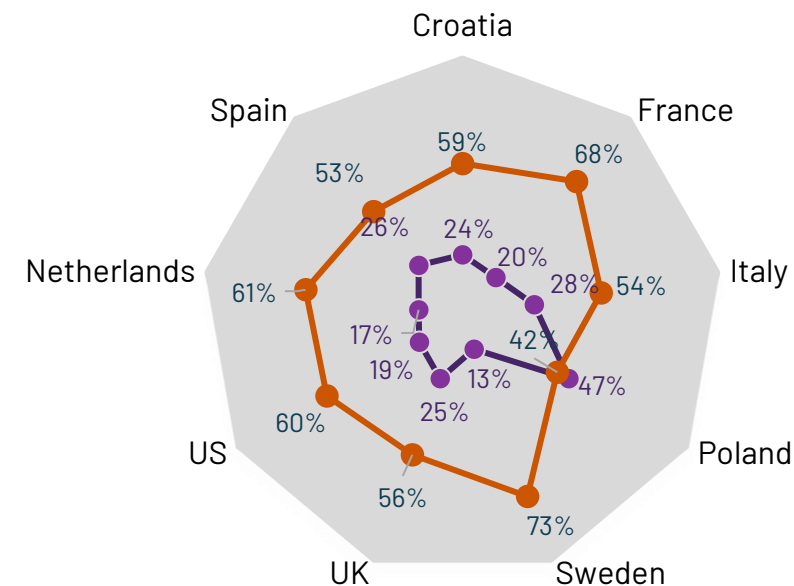


Across most countries there continues to be a preference for compromise and legislative checks and balances

Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.



- I prefer a **political leader who sticks to their principles** regardless of what others think
- I prefer a **political leader who is prepared to compromise** to build consensus with others

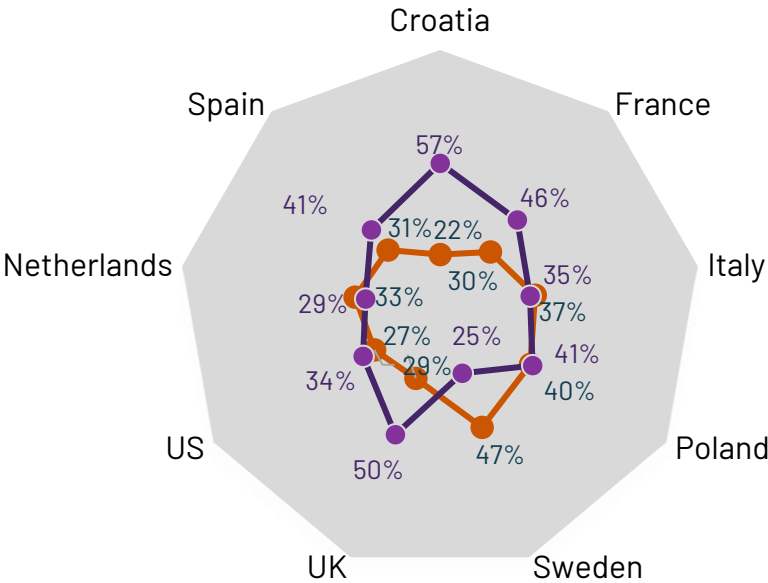


- Many of the country's problems could be dealt with more effectively **if the Prime Minister/ President didn't have to worry so much about votes in Parliament/Congress**
- It would be **too risky to give the Prime Minister / President more power** to deal directly with many of the country's problems

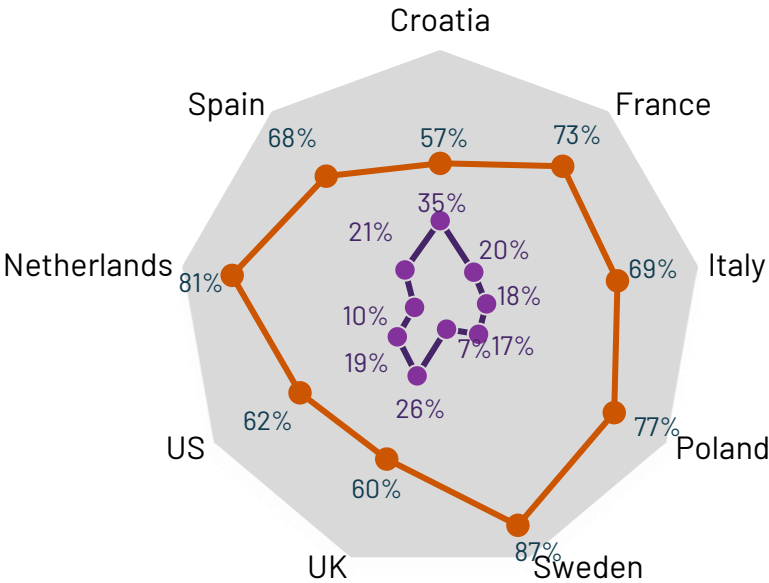
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There continues to be a strong perception that voting can influence things, though across countries the public are split on whether getting involved in politics can change things

Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.



- There is **no point getting involved in politics** because nothing ever changes
- I feel **I can change things** by getting involved in politics



- There is **no point voting** because it doesn't change anything
- I can influence things** by voting in elections

Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

There are slightly more saying political participation leads to change in Croatia, Italy, Sweden, the Netherlands and UK, but declining perceptions in Poland

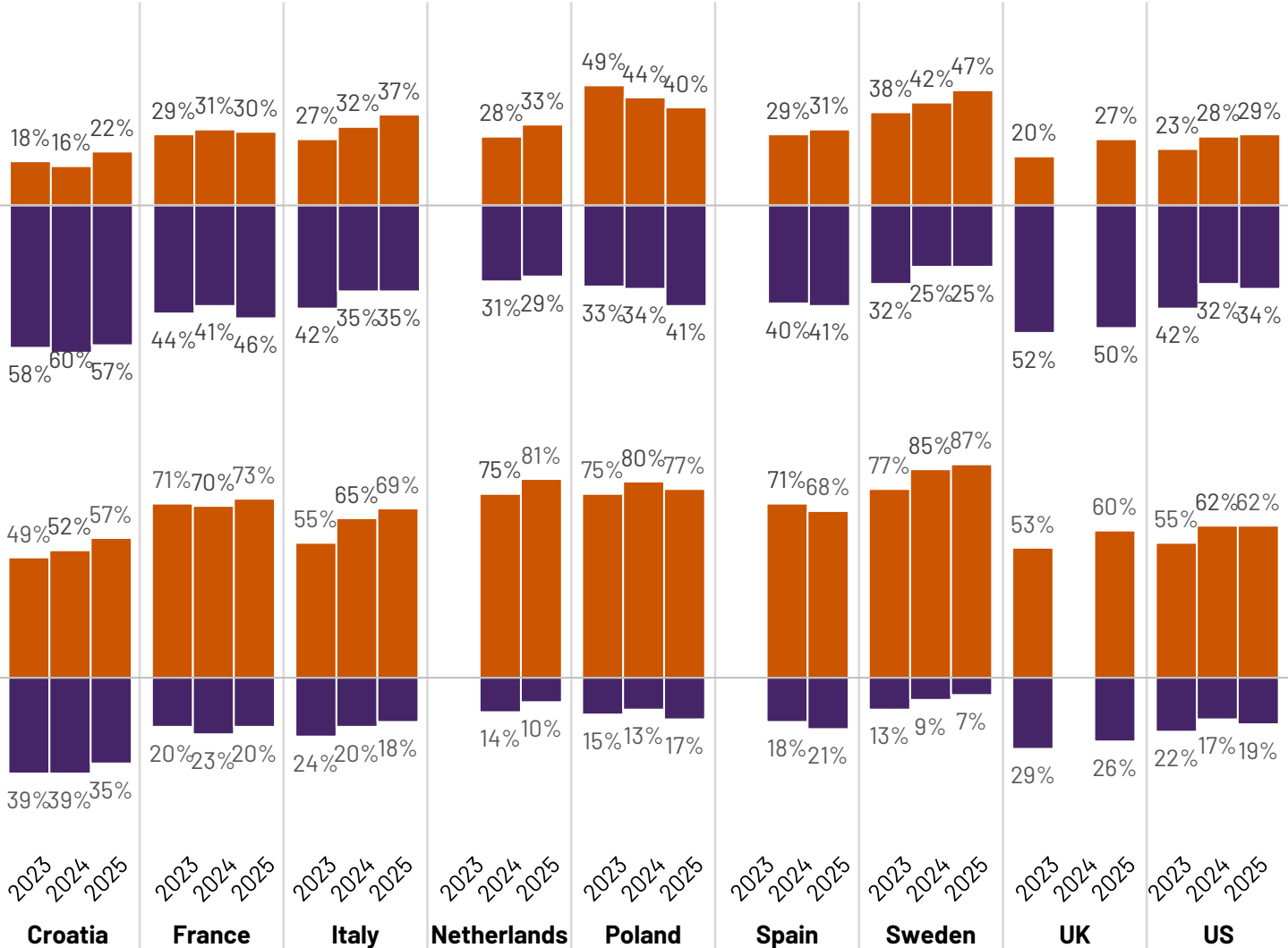
Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.

I feel I can change things by getting involved in politics

There is no point getting involved in politics because nothing ever changes

I can influence things by voting in elections

There is no point voting because it doesn't change anything

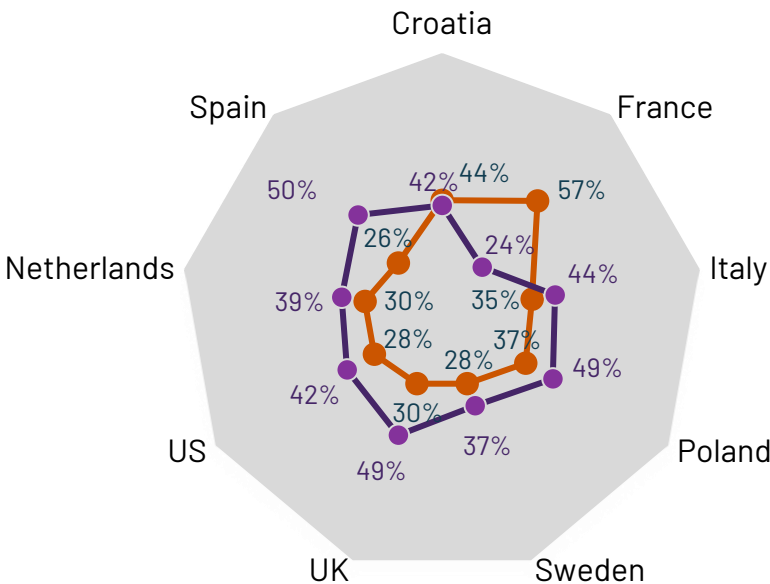


Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

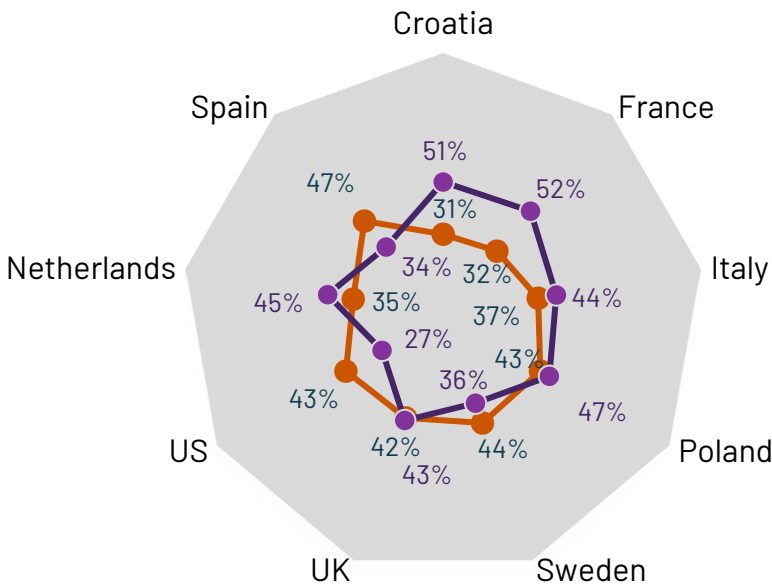


Most countries slightly lean towards open economies (except France), but are split on the advantages and disadvantages of immigration

Q: From the pair of statements below, please select the one that best represents your views, even if neither is exactly right.



- [COUNTRY] needs to take more steps to open itself up to the global economy
- [COUNTRY] needs to take more steps to protect itself from the global economy



- The disadvantages of immigration into [COUNTRY] outweigh the advantages
- The advantages of immigration into [COUNTRY] outweigh the disadvantages

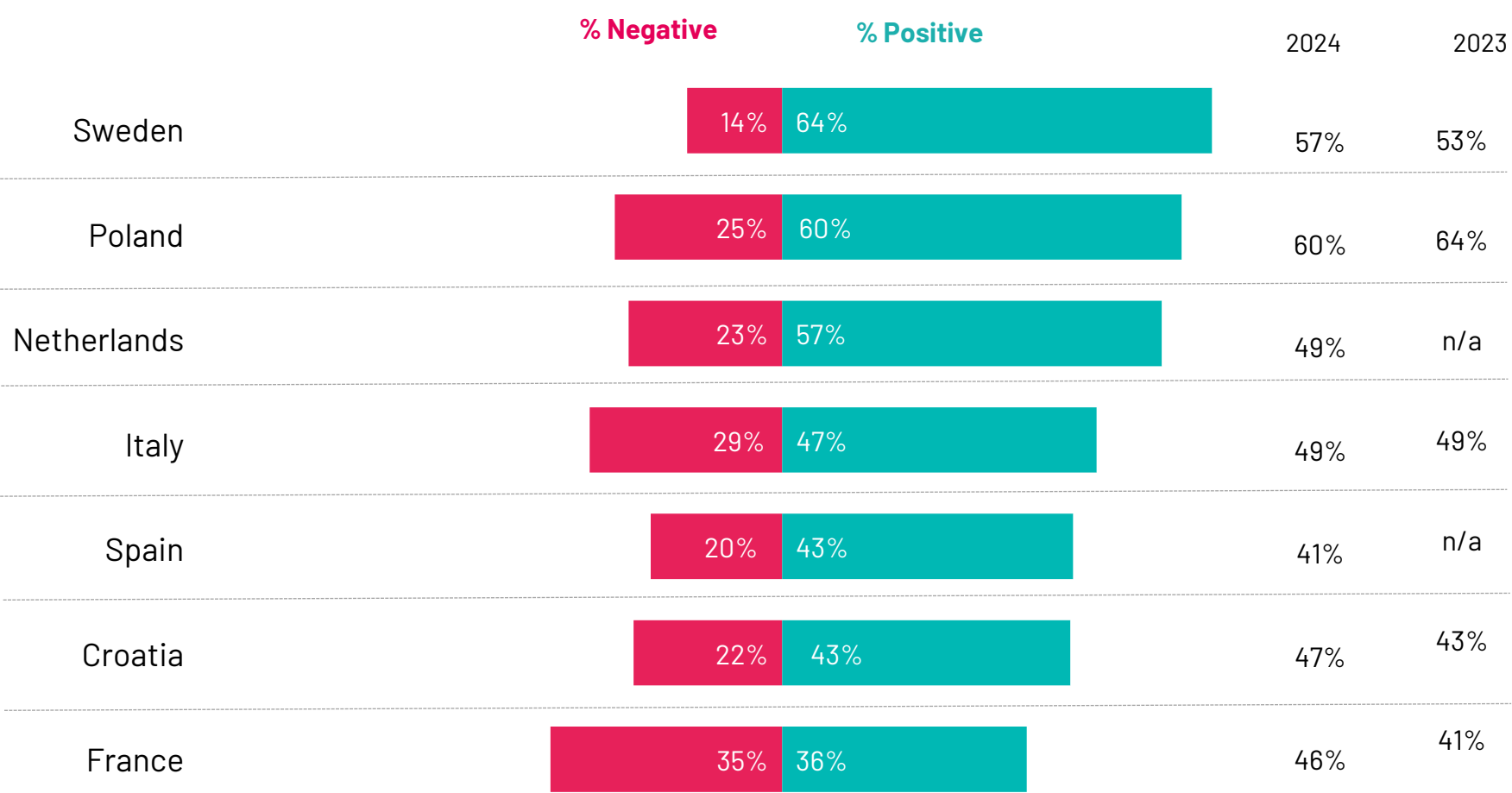
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ATTITUDES TO THE EUROPEAN UNION

4

Attitudes towards the European Union have improved in Sweden and Netherlands, but deteriorated in France and Croatia

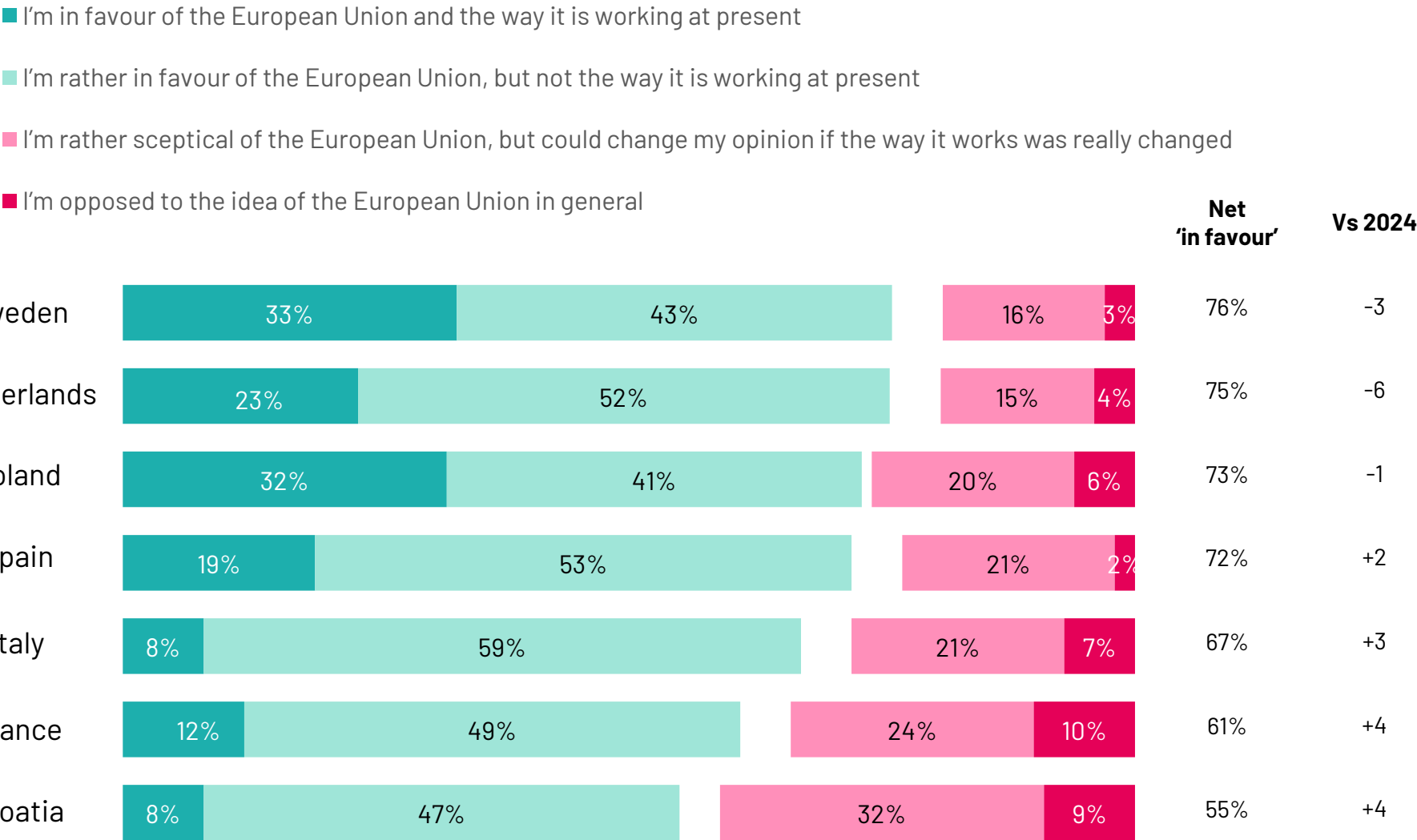
Q: In general, do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024; Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

Despite general favourability towards the EU, only a minority think it is working well at the moment

Q: Which of the following statements regarding the European Union is closest to your opinion?



Base: Adults aged 16+/18+, Croatia =1,001, France = 1,001, Italy = 1,003, Netherlands = 882, Poland = 801, Spain = 800, Sweden = 1,002, UK = 2,380, US = 1,024;
Interviewed via Ipsos KnowledgePanel, 12-29 September 2025

METHODOLOGICAL APPENDIX

About this study

This survey was conducted September 12 to 29, 2025 using KnowledgePanel®, Ipsos' probability-based panels in Croatia, France, Italy, the Netherlands, Poland, Spain, Sweden, United Kingdom and the United States.

The survey was based on nationally representative probability samples of 16/18+ y.o. The study was conducted in the official language of each European country and in English in the United Kingdom and the United States. Two reminder emails were sent for this study. No prenotification for this study was sent prior to field.

Data was weighed to match the profile of the respective country population. All polls are subject to a wide range of potential sources of error.

Base 2025: Adults aged 18+, Croatia = 1,001, France = 1,001, Italy = 1,003 Netherlands = 882 , Poland = 801, Spain = 800, Sweden = 1,002 , US = 1,024, UK = 2,380 adults aged 16+, Ipsos KnowledgePanel, 12-29 September 2025

Base 2024: Adults aged 18+, Croatia = 1,002, France = 1,005, Italy = 1,006 Netherlands = 1,001 , Poland = 1,001, Spain = 500, Sweden = 1,002 , US = 1,091, Ipsos KnowledgePanel, 13-27 September 2024

Base 2023: Adults aged 16/18+ Croatia = 998, France = 1,310, Italy= 1,224, Poland = 1151 , Sweden = 1,413, US = 1,053, Ipsos KnowledgePanel, 21-30 September 2023

Weighting procedures

For each country, the data were weighting to adjust for unequal probabilities of selection. Additionally, calibration weights were applied as follows:

Croatia

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

France

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

Italy

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

Netherlands

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

Poland

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

Spain

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

Sweden

Gender by Age (based on 2023 population statistics, Eurostat)
Region (based on 2023 population statistics, Eurostat)
Education (based on 2023, Eurostat)
Employment status (based on 2023, Eurostat)

US

Gender by Age (based on 2024 Current Population Survey, US Census Bureau)
Race/Hispanic Ethnicity (based on 2024 Current Population Survey, US Census Bureau)
Education (based on 2024 Current Population Survey, US Census Bureau)
Census Region (based on 2024 Current Population Survey, US Census Bureau)
Metropolitan status (based on 2024 Current Population Survey, US Census Bureau)
Household Income (based on 2024 Current Population Survey, US Census Bureau)
Party ID (based on 2024 National Public Opinion Reference Survey)

UK

Gender by Age (based on ONS 2022 mid-year population estimates)
Region (based on ONS 2022 mid-year population estimates)
Education (Highest Level of Qualification Achieved by People Living in UK Regions, 2018)
Ethnicity (based on Annual Population Survey year ending September 2023)
Index of Multiple Deprivation (quintiles) (based on ONS 2022 mid-year population estimates)
Number of adults in the household (Census 2021/2022)

About Ipsos KnowledgePanel®

KnowledgePanel® is Ipsos' random probability panel and a source of statistically-valid, nationally representative data at speed. The recruitment process for the KnowledgePanel® employs scientifically developed sampling methodologies.

In the Netherlands, Poland, Spain, Sweden, the UK and the United States, panelists are recruited via address-based sampling methods using databases with full or near full coverage of the population:

- BAG, the official cadaster register in the Netherlands,
- PESEL, Polish national population register
- Catastro inmobiliario, the official cadaster register in Spain,
- SPAR, the Swedish state personal address register in Sweden,

- the Postcode Address File in the UK
- and the Delivery Sequence File of the USPS in the U.S.

In these countries, letters are sent to selected individuals or addresses inviting them to become members of the panel. Invited households can sign up to the panel by completing a short online survey or by returning a paper form.

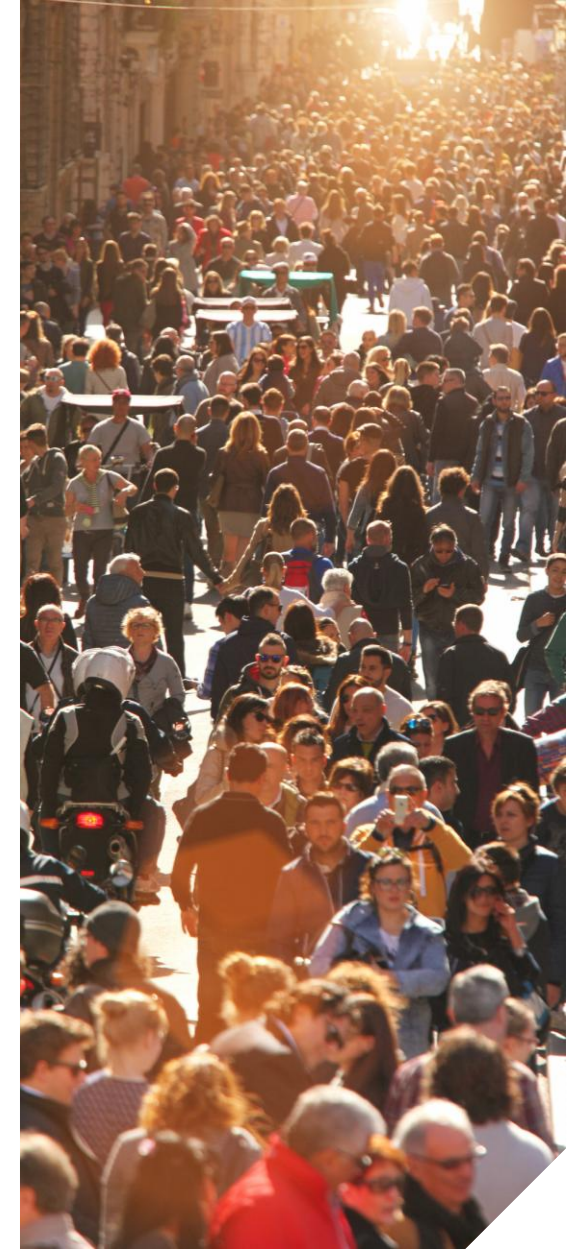
In Croatia, France, Italy, panelists are recruited via random probability telephone-based sampling method. Telephone numbers are randomly generated using an algorithm that conforms to the properties of valid phone numbers in a country to obtain a representative sample of the country population. A dual frame design ensures coverage of households with only a landline phone and maximises contact with dual phone owners. People are

called for the short recruitment survey.

In France and Poland, a combination of probability telephone-based and address-based sampling were employed for panel recruitment.

Those who join the panel and who are selected to participate in a survey are sent a unique log-in and are only able to complete it one time. KnowledgePanel® members receive a per survey incentive in points, that can be redeemed for cash or prizes.

In the UK and US, panelists who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. In the other countries, those who are digitally excluded are registered to the KnowledgePanel by telephone and are then interviewed for surveys via telephone.



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. We serve more than 5000 clients across the world with 75 business solutions.

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In our world of rapid change, the need of 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.

"Game Changers" – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.

Ipsos KnowledgePanel

STATE OF DEMOCRACY TRACKER

For more information on this release, please contact:

Alex Bogdan

Research Director, Ipsos in the UK

Alex.Bogdan@ipsos.com

Alec Tyson

Senior Vice President, Ipsos in the US

Alec.Tyson@ipsos.com

Cristina Tudose

Head of Ipsos KnowledgePanel Europe

Cristina.Tudose@ipsos.com