

PERSONA-ID UX RESEARCH

FINAL REPORT
June 4, 2024

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CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA



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INTRODUCTION

Background

ABOUT PERSONA-ID

PERSONA-ID, Canada Media Fund's (CMF) self-identification system, allows any individual connected to a CMF program application to disclose their demographic and social identity information. As of February 2024, there were an estimated 11,000 registered users of PERSONA-ID. Eighty-three percent of key personnel connected to an application submitted to CMF's programs in 2022-2023 completed the voluntary form. For more information, the CMF 2022-23 Demographic Report can be viewed [here](#).

ABOUT THE STUDY

The CMF sought to survey the population of PERSONA-ID users to gain feedback on the overall user experience with the system, their perceptions on data collection, and reporting in general, including the assessment of:

- Ease of registration and access to the PERSONA-ID webpage and account platform;
- Level of comfort with the type of questions asked and the options available to respond;
- Expectations on the use and reporting of their aggregate data internally and with other stakeholders (i.e., broadcasters);
- Trust and understanding that CMF will use and protect their data responsibly; and
- The need and potential benefits for the industry of having (or not) more reliable data collection and reporting systems.



Methodology & notes



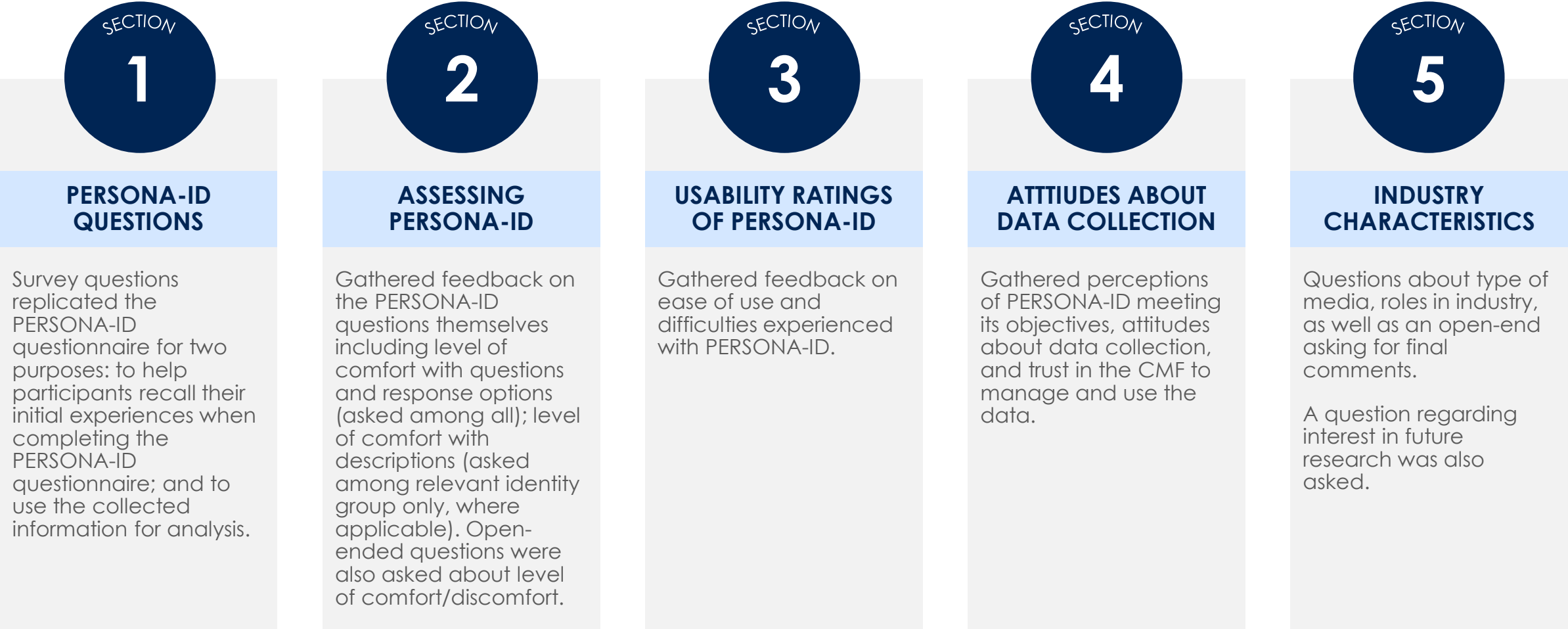
METHODOLOGY

- Ipsos hosted an **online survey**. To maintain the **confidentiality and anonymity** of respondents and PERSONA-ID registrants, unique alphanumeric codes were generated for each PERSONA-ID user. These codes were then sent to Ipsos without any identifiable information associated (i.e., only the codes were shared with Ipsos), which were used to generate unique survey links for each code. The CMF sent email invitations to participate in the survey to each PERSONA-ID user with their unique link included in the email.
- The survey was open between **February 19 and March 20, 2024**. The CMF sent out reminder emails to PERSONA-ID users (as identified by Ipsos only by their unique alphanumeric code) who had not already completed the survey on February 29 and March 12, 2024.
- A total of **1,445 PERSONA-ID users completed** the survey. The overall **response rate was 13%**.
- Data were **weighted** to reflect the known universe of PERSONA-ID users by disability and region. All other demographic groups were represented in alignment with the PERSONA-ID universe.

NOTES:

- For the purposes of analysis, because the group encompassing those self-identifying as Central or North Asian comprised n=6 responses, these individuals have been grouped with the broader Racialized Communities category (including those identifying as one of the following groups: Black, Latin American, Middle Eastern or North African, South Asian, Southeast Asian, East Asian, Indigenous Peoples from outside of Canada).
- In this report, percentages may not always add up to 100% due to rounding or due to multi-select responses.
- “Refused to answer” is used throughout this report when respondents selected “prefer not to answer” to PERSONA-ID demographic and social identity questions. “Prefer not to answer” is used throughout this report when respondents selected “prefer not to answer” to survey questions.

Ipsos's survey structure



EXECUTIVE REPORT



KEY FINDINGS

1

Overall, the **vast majority of respondents (90%) find PERSONA-ID easy to use**. The majority also say they are **comfortable with the PERSONA-ID questions and responses across the five sections** that ask about demographic and social identities (ranging between 69% saying they are comfortable with the gender and sexual orientation section and 84% saying the same for the Indigenous identity section).

2

A majority agrees that PERSONA-ID **serves its intended purpose** (62%); feel they were **adequately informed** by the CMF on how data is collected and used (77%); **trust the CMF to be transparent** in their reporting of data (77%); and **feel confident in the CMF's security measures** for protecting this data (76%).

3

A **consistent but smaller proportion, roughly one-quarter, say they are not comfortable** with the PERSONA-ID questions and responses. Stated discomfort is primarily driven by those who refused to answer about their demographic and social identity. However, **those living with a disability are more likely to say they are uncomfortable** with the disability identity section than other groups. Respondents overall were also **less comfortable with the gender and sexual orientation** questions, not seeing why they are relevant.

4

Among those not comfortable with PERSONA-ID, concerns include privacy/security concerns, disagreement with the approach, perceived risk of discrimination, and focus on personal identity rather than one's individual artistic merit. In fact, there are broader concerns including **seven in ten (71%) of all respondents who say they are concerned about the potential misuse of identity data** and **six in ten (59%) feeling their demographic information could be used to discriminate**.

5

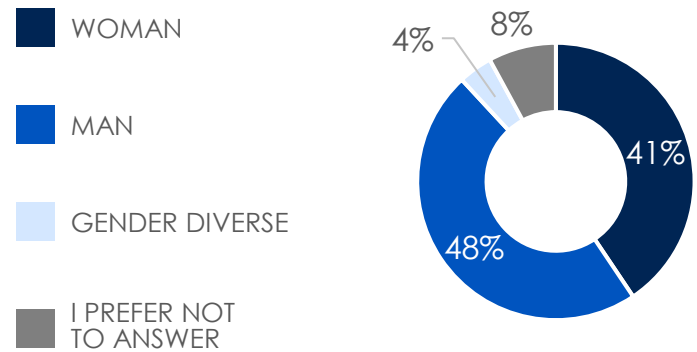
Moving forward, some respondents voiced the **desire for transparency and further communication** about the use of PERSONA-ID data and how it would benefit those across the industry.

DEMOGRAPHIC/ SOCIAL IDENTITY PROFILE

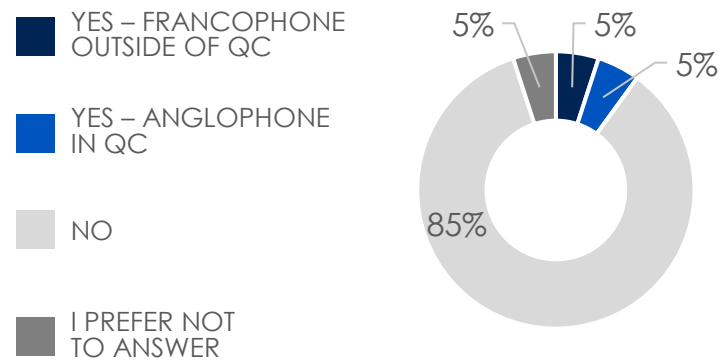
1

Demographic and social identity characteristics

GENDER (D5)

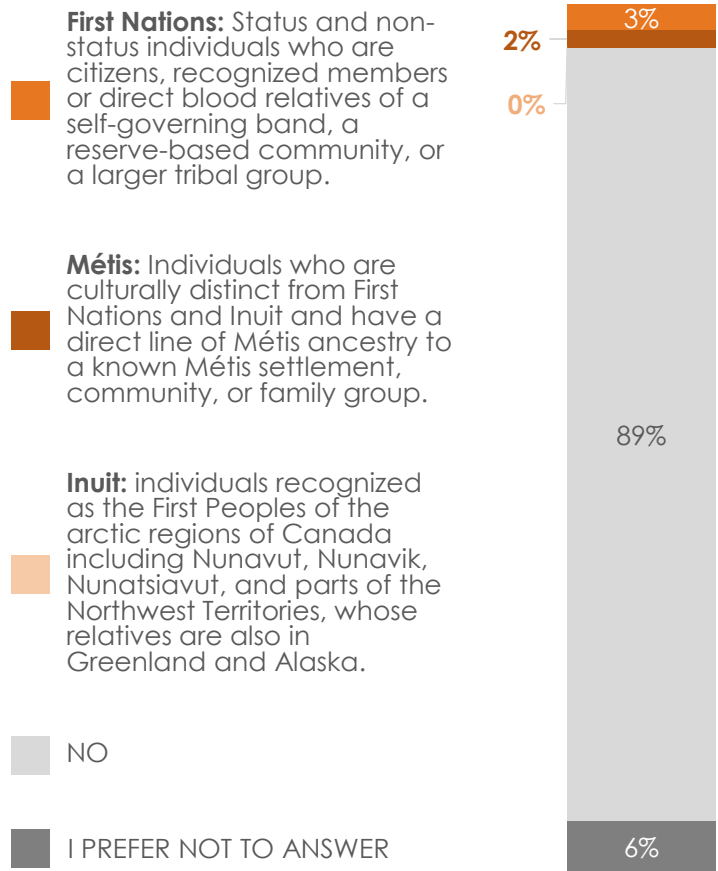


OFFICIAL LANGUAGE MINORITY (D3c)



Base: All respondents (n=1445)

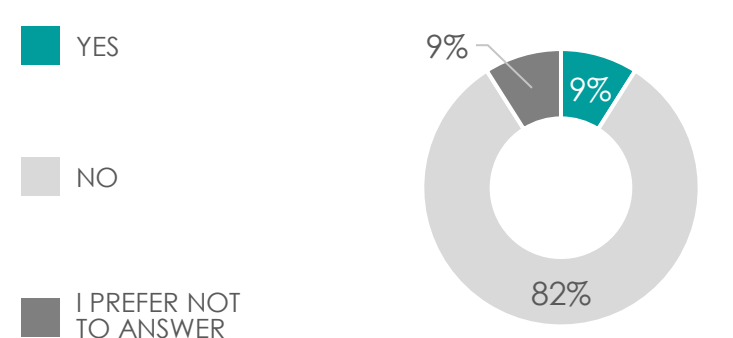
INDIGENOUS PEOPLES (D7)



2SLGBTQ+ (D6)



LIVING WITH 1+ DISABILITIES (D11)



Racial or ethnocultural identity

STANDARDIZED CATEGORIES (D8)



Base: All respondents (n=1445). Total does not add up to 100% due to rounding. ~MENA= Middle Eastern/North African
NOTE: The standardized identity categories above marked with a star (*) are considered "Racialized Communities" by the CMF.
D8. The standardized category that best describes my racial or ethnocultural identity is (You may choose a single option that best describes your ethnicity or regional descentancy, or more than one if you consider yourself a bi or multiracial person).
For the purposes of analysis, because the group encompassing those self-identifying as Central or North Asian comprised n=6 responses, these individuals have been grouped with the broader Racialized Communities grouping (comprising those identifying as one of the following groups: Black, Latinx, MENA, South Asian, Southeast Asian, East Asian, Indigenous Peoples from outside of Canada).

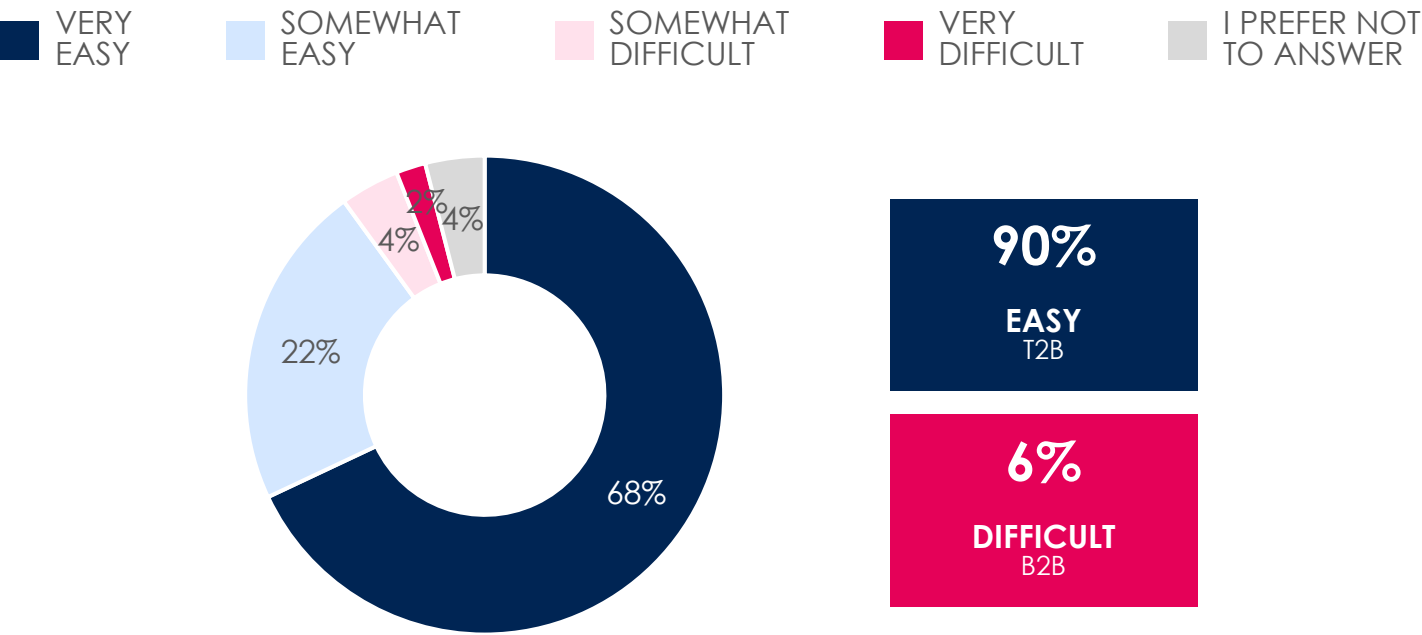
EASE OF USE AND LEVEL OF COMFORT WITH PERSONA-ID QUESTIONS

2

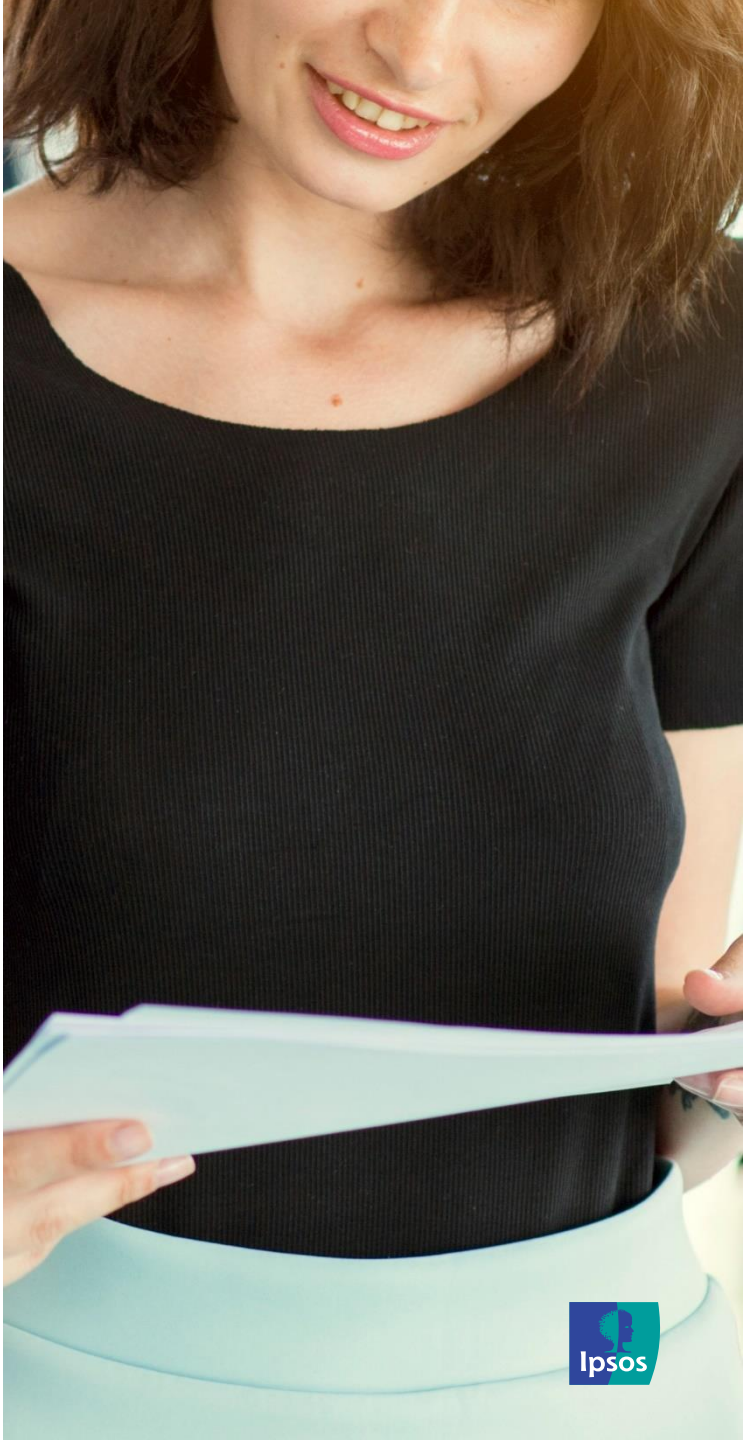
PERSONA-ID questionnaire: Ease of use

AMONG TOTAL RESPONDENTS

Nine in ten PERSONA-ID users say it was easy for them to complete the questionnaire. Only 6% say it was difficult to complete.



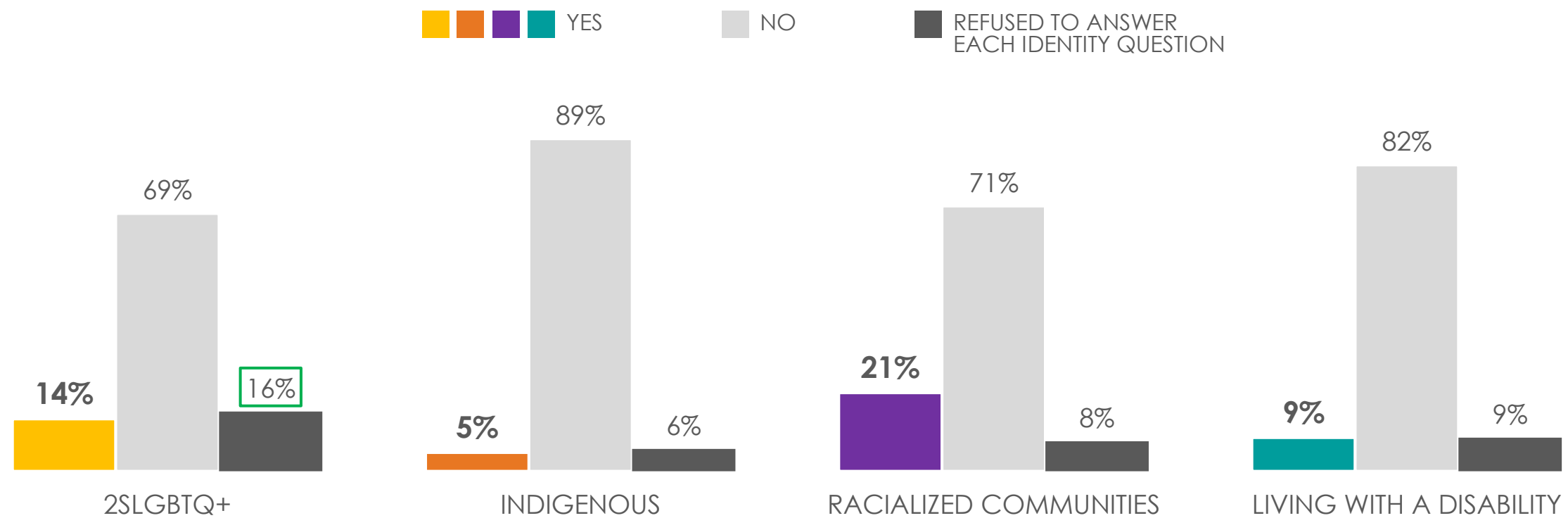
Base: All respondents (n=1445)
B1. Based on your experience in completing the PERSONA-ID questionnaire, overall, how easy or difficult would you say it is to complete?
B4. Besides PERSONA-ID, in the last two years, have you registered to or completed any other demographic self-identification questionnaires for the media industry in Canada?



Proportion of respondents identifying with each demo/social identity group

AMONG TOTAL RESPONDENTS

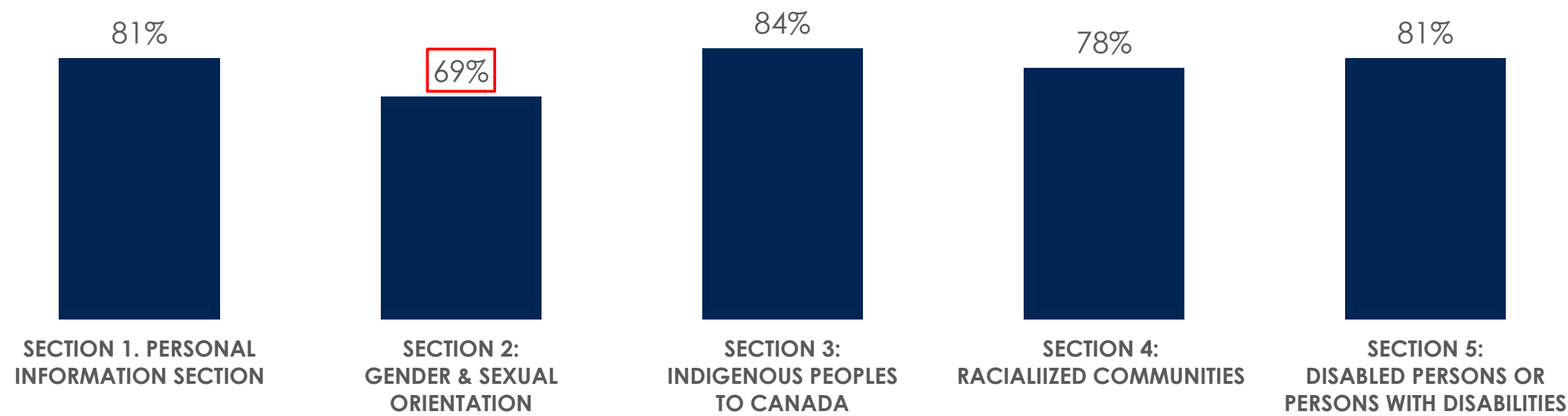
In Section 1's PERSONA-ID questions, 14% survey respondents self-identified as 2SLGBTQ+, 5% as Indigenous, 21% as belonging to a racial or ethnocultural group, and 9% as living with a disability. Respondents were most likely to refuse to answer on 2SLGBTQ+ identity (16%) than on other demographic/social identities (Indigenous - 6%, racialized communities - 8%, and living with disabilities - 9% refused to answer).



Level of comfort with questions/response options for each PERSONA-ID section

AMONG TOTAL RESPONDENTS

In Section 2, Assessing PERSONA-ID, roughly eight in ten survey respondents said they were comfortable (“very” or “somewhat” comfortable) with the questions/responses for each of the sections of the survey, with the exception of the gender identity and sexual orientation section in which only 69% said they were comfortable.

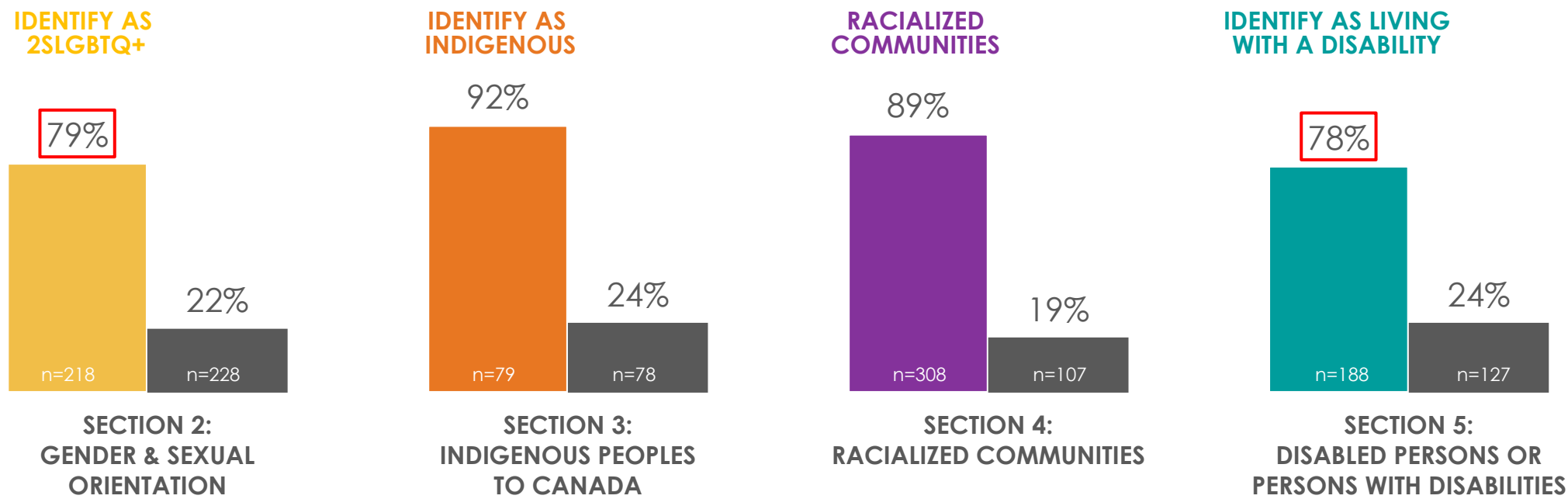


Level of comfort with questions/response options for each PERSONA-ID section

AMONG EACH IDENTITY GROUP AND AMONG THOSE WHO REFUSED TO ANSWER IN EACH GROUP

The level of comfort with different PERSONA-ID sections (questions/responses) among the respective social and demographic identity groups is high, ranging from 78% for those living with a disability and 79% for gender identity/sexual orientation at the lower end to 92% for racialized communities and 92% for Indigenous identity at the higher end. The level of comfort among those who refused to answer each identity question is significantly lower.

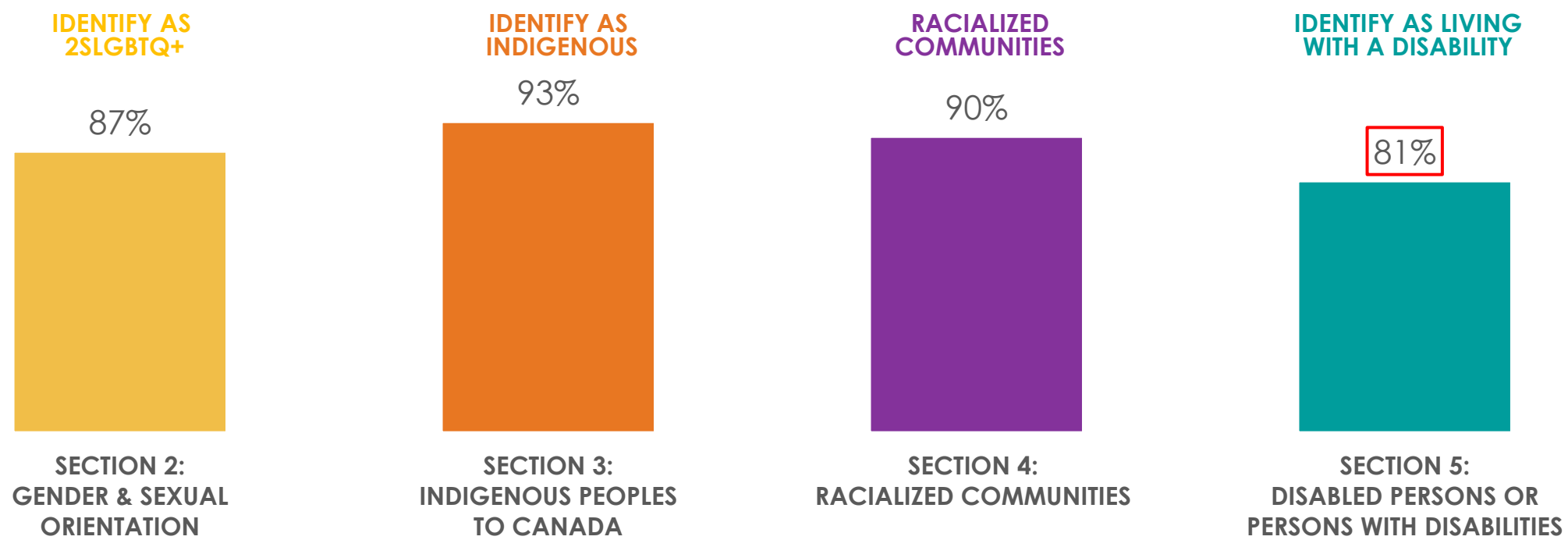
REFUSED TO ANSWER
EACH IDENTITY QUESTION



Level of comfort with language used in description for each PERSONA-ID section

AMONG EACH IDENTITY GROUP (QUESTION ASKED ONLY AMONG THOSE IDENTIFYING WITH EACH GROUP)

Among each demographic and social identity group to which specific terminology applies, the level of comfort with the language used in the description in the PERSONA-ID survey is very high (ranging from 81% to 93%), though those living with disabilities rate their comfort lower than other groups (81%).



Summary snapshot of concerns around demographic and social identity questions (among total respondents)

GENDER AND SEXUAL ORIENTATION	INDIGENOUS PEOPLES	RACIALIZED COMMUNITIES	LIVING WITH A DISABILITY
<p>27% not comfortable with question/responses asked in PERSONA-ID</p> <p>8% not comfortable with description</p> <p>16% refused to answer</p>	<p>8% not comfortable with question/responses asked in PERSONA-ID</p> <p>7% not comfortable with description</p> <p>6% refused to answer</p>	<p>18% not comfortable with question/responses asked in PERSONA-ID</p> <p>15% not comfortable with description</p> <p>8% refused to answer</p>	<p>12% not comfortable with question/responses asked in PERSONA-ID</p> <p>17% not comfortable with description</p> <p>9% refused to answer</p>
<ul style="list-style-type: none">• Specific concerns regarding the inclusion of gender identity and sexual orientation question, particularly compared to other sections• Perceived invasion of privacy, irrelevance to artistic merit• Limitations of the provided categories (i.e., add aromatic, should not conflate genderqueer and queer or bisexual and pansexual, concerns over where demisexual belongs)	<ul style="list-style-type: none">• Desire to represent the Indigenous community more fully (e.g.):<ul style="list-style-type: none">– Many West Coast Indigenous languages not included– Definition of Métis is too broad– Anishinaabe not included– Tribes/Tribal should not be used in reference to First Nations– Wording change to "Indigenous Peoples in what is now called Canada"	<ul style="list-style-type: none">• Concerns about virtue signaling rather than meaningful change• Overall initiative perceived as being divisive• The desire for expansion of "European" and "African" to be more inclusive and adding "Jewish"	<ul style="list-style-type: none">• Concerns about privacy, discrimination, and the relevance of collecting data on ability and disability, particularly in the context of arts funding• Lack of specific inclusion of ADHD and conflation of autism and neurodivergence, closed captioning not being the same as CART

Reasons for discomfort with PERSONA-ID questions

Among the 8% to 27% (see previous slide) of those who expressed discomfort with a section(s) of the PERSONA-ID questionnaire, many comments focused on broader concerns with privacy, data security, self-disclosure, and the standard by which their work would be judged.

- Comments expressed significant **discomfort with the personal and sensitive nature** of the demographic questions asked, **especially those around gender identity and sexual identity**.
- These respondents largely **did not see how these factors were relevant** to their work, **did not trust** how the data would be handled, and feared it could **lead to discrimination**.
- Many felt funding decisions should be **based on merit**, not demographics.

Base: Were uncomfortable with the questions/responses asked (n=235)
A2a. What aspect of the questions and/or responses asked in this section makes you uncomfortable?

I'm tired of being asked these questions so that others can **discriminate against me** since **I'm a white, straight male**. I'm tired of gender politics playing a role in creativity, I'm tired of losing work due to these gender and minority-based policies, and I'm tired of the CMF numbering me like cattle and asking all this in order to make sure I work less.

I don't consider my gender or sexuality to be anyone else's business. I especially don't want to be in a database categorized in that way. These are not anywhere near to defining traits of my identity, and I object to being put in that box.

The consistent effort for inclusion appears to be a pendulum that has swung too far and **ignores merit**, experience, and actual efforts to improve the talent pool in place of having blanket 'representation.'

I am looking forward to a point in **time in the future where people can be measured and respected solely for their quality of character and degree of experience**. Race and Gender are only two of MANY factors that could be used to determine someone's worth to catch a break and jump ahead. What about the many, many other visible and invisible disadvantages people have to overcome?

[...] You **cannot convince me that this information is secure**. Hacks happen all the time and now you have created a list of targetable people.

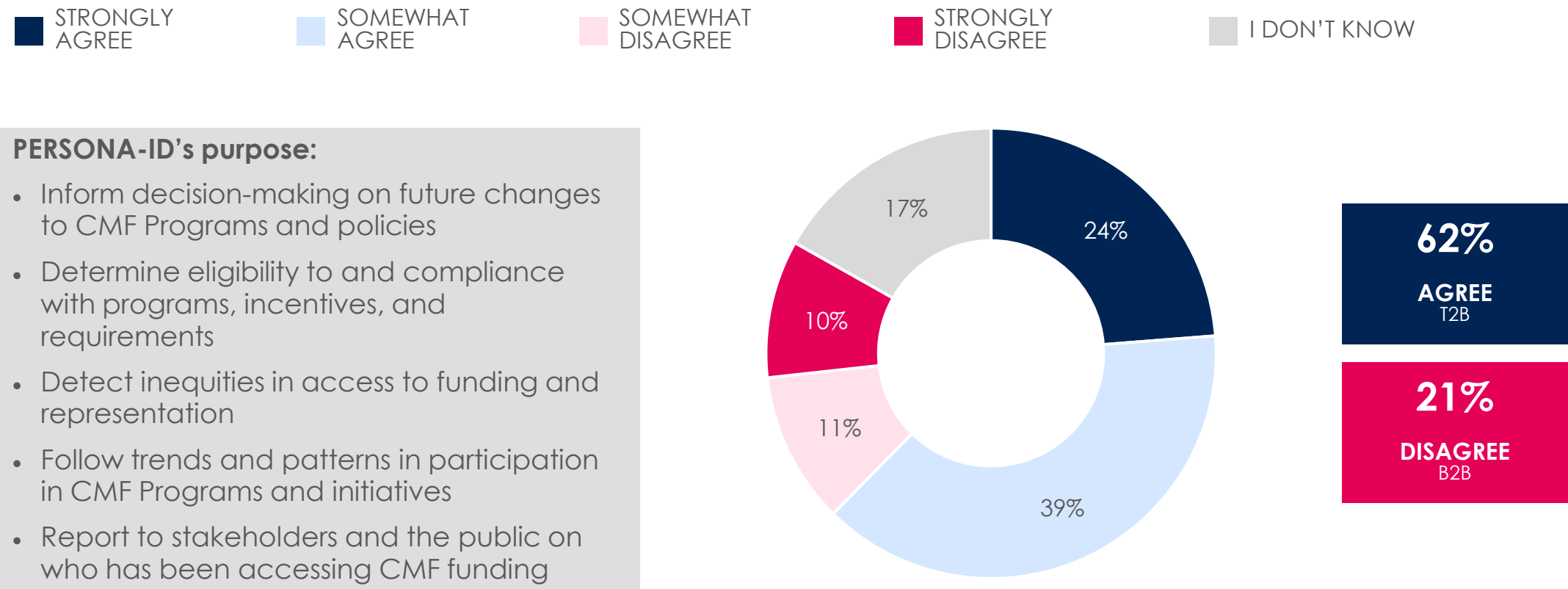
PERCEPTIONS OF PERSONA-ID AND TRUST IN CMF

3

Agreement with PERSONA-ID serving its purpose

BY TOTAL RESPONDENTS

Six in ten (62%) agree that PERSONA-ID serves its intended purpose, though one in five say they either disagree or don't know one way or another.



Base: All respondents (n=1445)
DD1. To what extent do you agree or disagree that PERSONA-ID serves the above purpose?

PERSONA-ID serving its purpose (62%, n=907)

- Many see PERSONA-ID as a tool for promoting equity and inclusion in the industry through **data-driven insights and targeted initiatives**, while protecting individual privacy.
- Respondents see PERSONA-ID enabling the CMF to **direct funding and opportunities to historically marginalized communities**, and the system is seen as a tool to "**level the playing field**" and make the industry more equitable and reflective of Canada's diversity.
- Respondents also see data collection as necessary for driving positive change in the industry. PERSONA-ID is considered part of CMF's efforts to **modernize** and **adapt** to an evolving landscape.
- However, its long-term success hinges on translating the information gathered into **tangible, positive changes in policies, programs, and representation**.
- While supportive overall, some respondents qualify their approval by emphasizing that the **ultimate impact depends on how the data is actually used** to inform meaningful reforms and support underrepresented voices.

*It's good to collect data on what people are to see how diverse or un-diverse and industry can be. With **data informed decisions we can make our industry better.***

*It is built to classify demographics to take data and **hopefully support those who apply.***

*It is very important that employers not have access to information such as: Sexuality and disabilities as many employers are biased, and as such I am **pleased that CMF Persona-ID is separate from employers.** More security could be in place to make sure individuals are using personal and not company email addresses to help protect the employer gaining access to very personal information.*

*I have been on the advocacy side of the industry in addition to holding a role on the creative side. I have seen **firsthand how stats and quantitative data can be powerful force for driving change and a tool to increase awareness.** Facts are irrefutable as long as the methodology is sound.*

DD3. Why do you think PERSONA-ID is serving this purpose?

PERSONA-ID not serving its purpose (21%, n=294)

- While some see the positive intent behind PERSONA-ID, the dominant view is that the **system is flawed in both concept and implementation**.
- There are concerns it **advantages certain groups over others or creates "reverse discrimination,"** especially against white males. Some believe it amounts to **identity politics trumping creative abilities**, while others are concerned about the collection of private information **being used against them**.
- It is thought that the system **creates extra work, slows down processes, and overcomplicates applications**. Further, **access inequities persist** as PERSONA-ID favors those already connected to the funding system.
- Respondents call for a more nuanced, **less invasive approach centered on equitable access**, supporting underrepresented voices, and rewarding creative excellence.
- **Greater transparency and evidence of impact are needed** to allay concerns that it is ultimately misguided and counterproductive.

*This tool dictates that creators no longer get to choose who they want to work with and **creates artificial partnerships to "check the boxes" of the performative ally empire of the Canadian bureaucracy**. It's a waste of time and money that would [be] best [utilized] in actually creating content instead of telling people who they can and cannot work with.*

*It captures the gender and ethnocultural identity of the individual replying, but **doesn't reflect other relevant parts of their life experience** which might have an impact on the representation of traditionally marginalized groups. e.g. having a trans child, or marrying into another culture.*

*I do not believe in the **intrusive manner** in which this program is being used. There is **scant acknowledgement of requirements for privacy between the citizen and a government agency**. The questions asked on the surveys would not be permitted in any other workplace situation between an employer and employee in Canada.*

*I distrust that the collection of information is solely for demographics, but it is **being used to discriminate against me**.*

DD2. Why do you think PERSONA-ID is NOT serving this purpose?

Feel adequately informed by CMF on how data is collected and used

BY TOTAL RESPONDENTS

Three-quarters (77%) feel they have been adequately informed on the CMF website and via communications on how their data is collected and used. Roughly a quarter disagree.

STRONGLY
AGREE

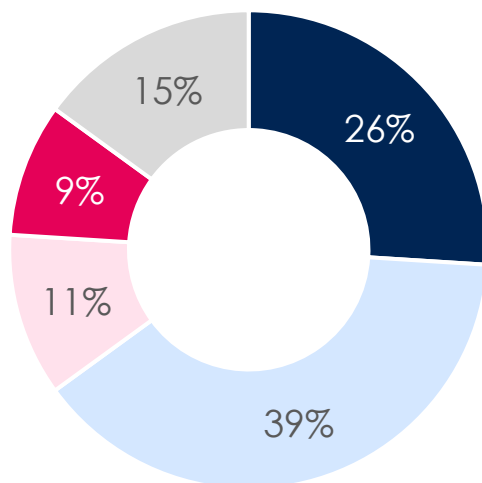
SOMEWHAT
AGREE

SOMEWHAT
DISAGREE

STRONGLY
DISAGREE

I DON'T
KNOW

I feel that I was adequately informed on the CMF website and through overall communication on how my data is collected and used.



77%

AGREE
T2B (DK EXCL)

23%

DISAGREE
B2B (DK EXCL)

Agreement higher among: DK EXCL

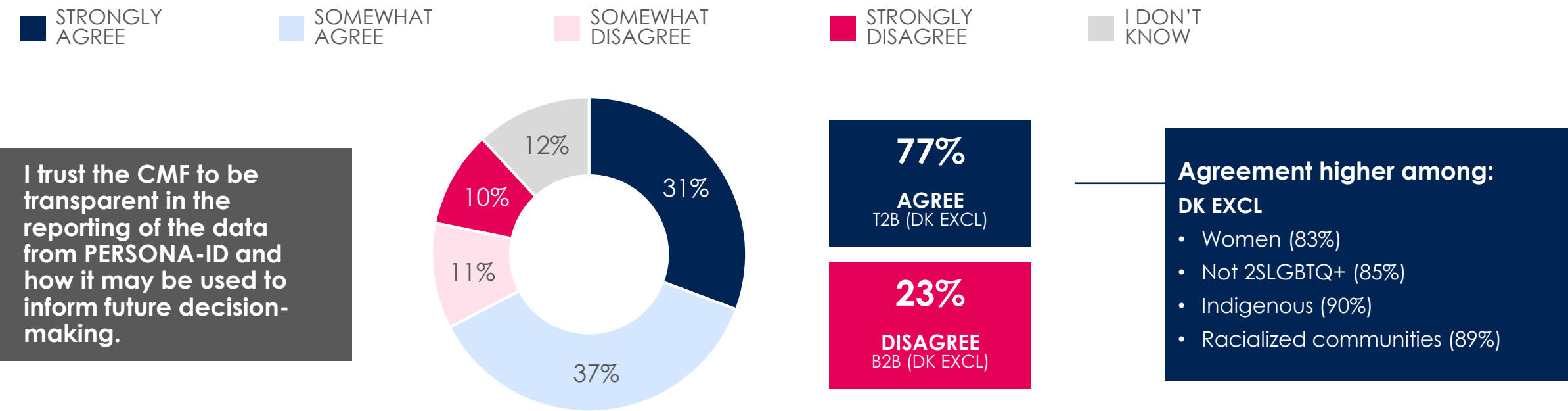
- Women (82%)
- Over 40 years old (79%)
- Not 2SLGBTQ+ (82%)
- Indigenous (90%)
- Racialized communities (84%)

Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

Trust the CMF to be transparent in reporting of data

BY TOTAL RESPONDENTS

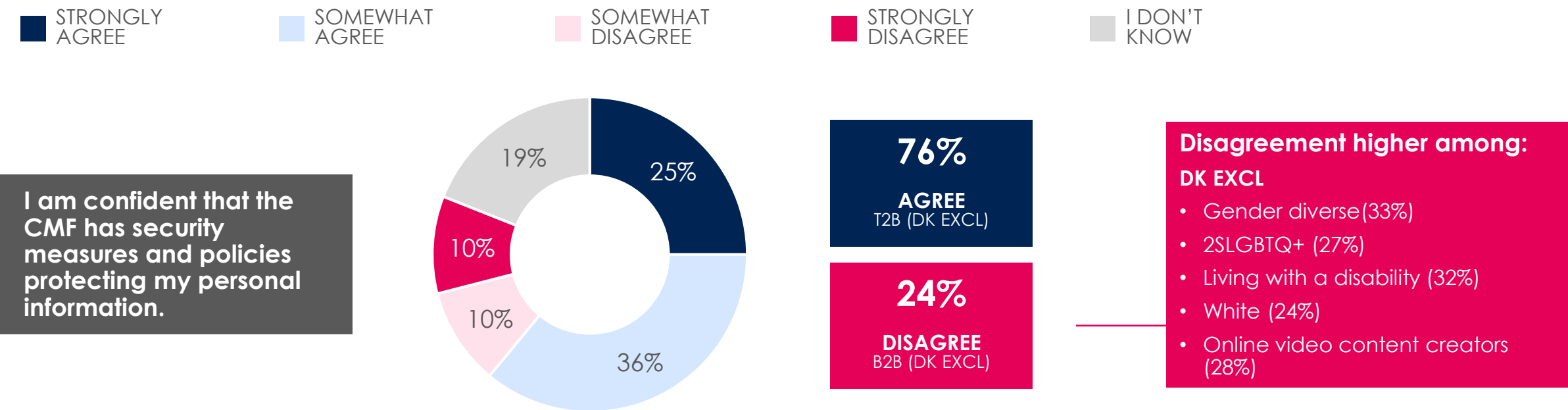
Three-quarters also say they trust the CMF to be transparent (77%) in the reporting of the data from PERSONA-ID and how it will be used in decision-making. Roughly a quarter disagree.



Confident in CMF's security measures

BY TOTAL RESPONDENTS

Similar to other measures of trust, three-quarters (76%) are confident the organization has security measures in place to protect their personal information. A quarter disagree with this statement.



Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

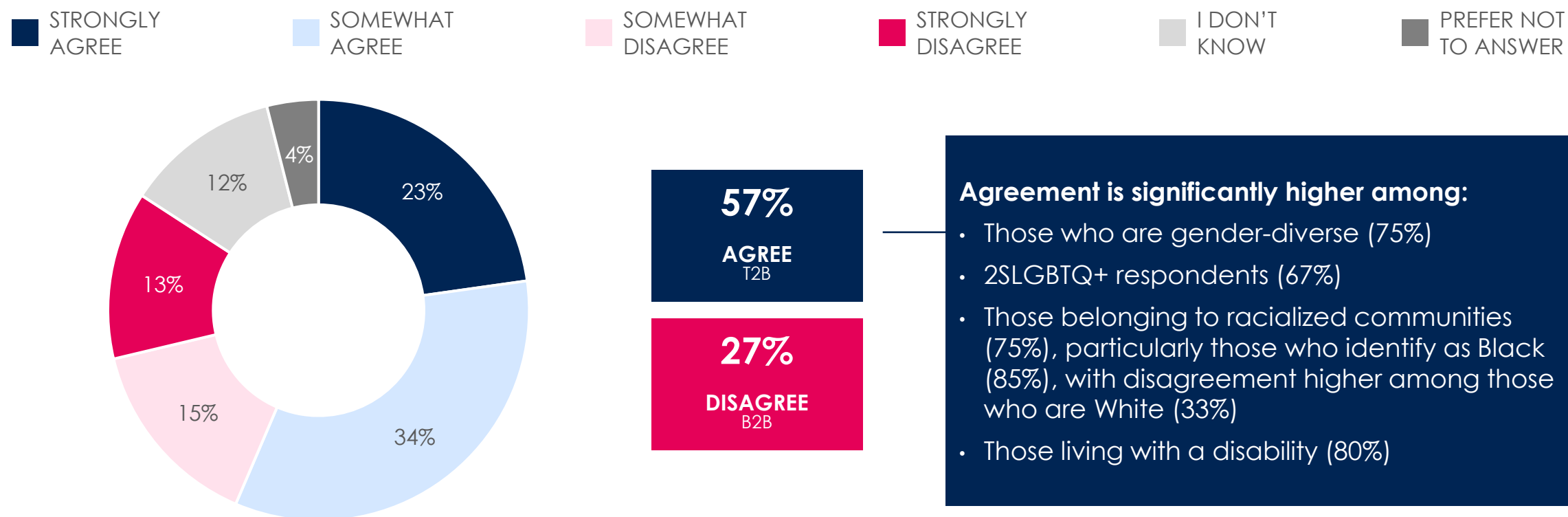
ATTITUDES ABOUT DATA COLLECTION

3

Perceptions that identity poses barriers to full participation in industry

BY TOTAL RESPONDENTS

Just under six in ten say their identity poses barriers or obstacles for their full participation and success in the industry. Just under three in ten disagree that this is the case for them, while around one in ten aren't sure.

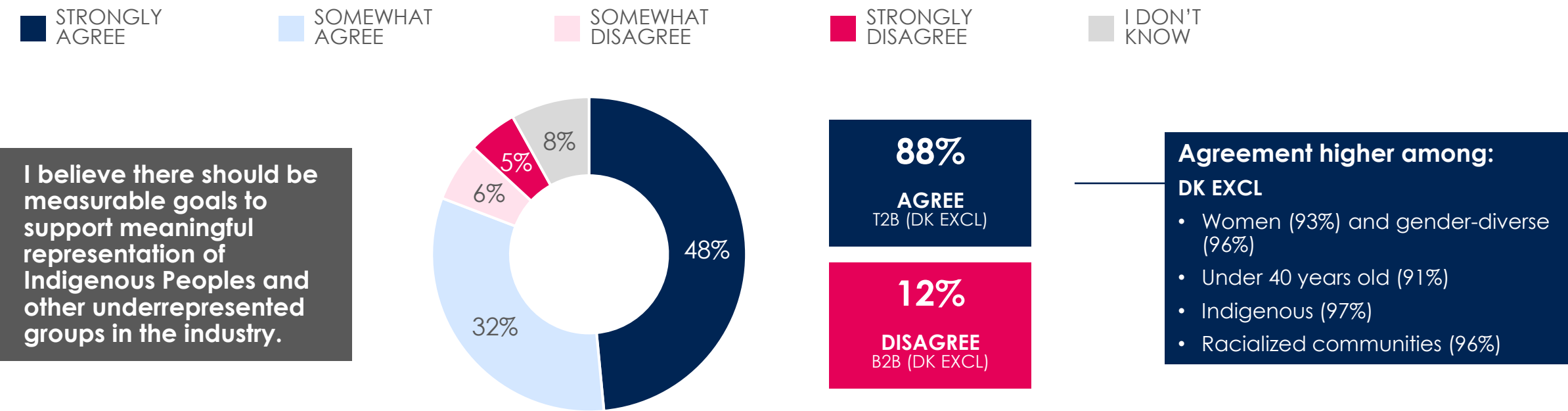


Base: All answering (n=1444)
DD5. To what extent do you agree or disagree that your identity poses barriers or obstacles for your full participation and success in the industry?

Support for data collection to support underrepresented groups

BY TOTAL RESPONDENTS

A vast majority of PERSONA-ID users (88%) agree that there should be measurable goals to support the representation of Indigenous and underrepresented groups in the industry

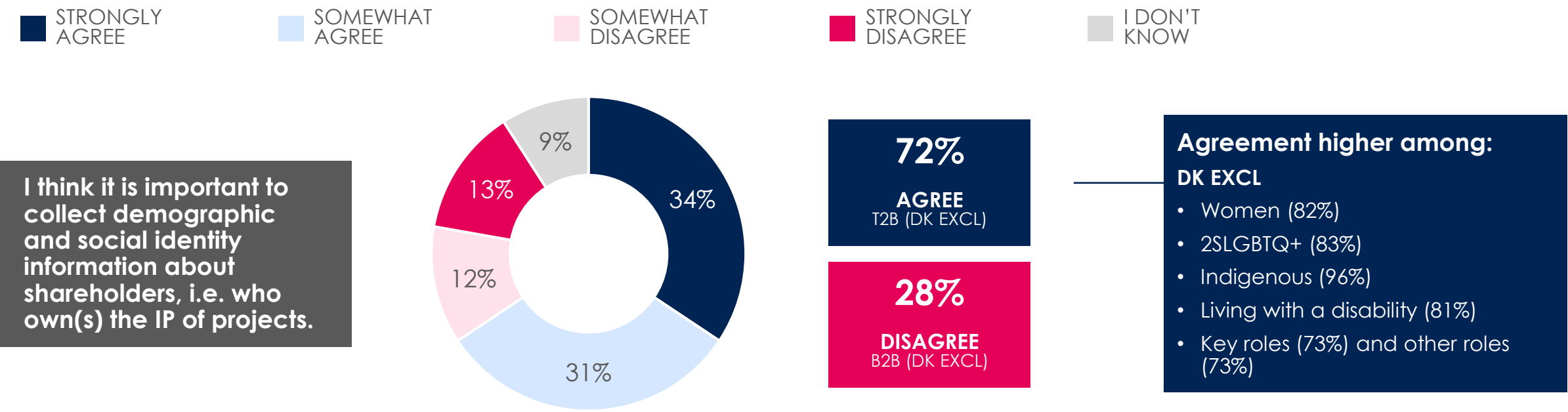


Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

Importance in collecting demo/social identity info about shareholders

BY TOTAL RESPONDENTS

Seven in ten PERSONA-ID users (72%) agree that it is important to collect information about shareholders.

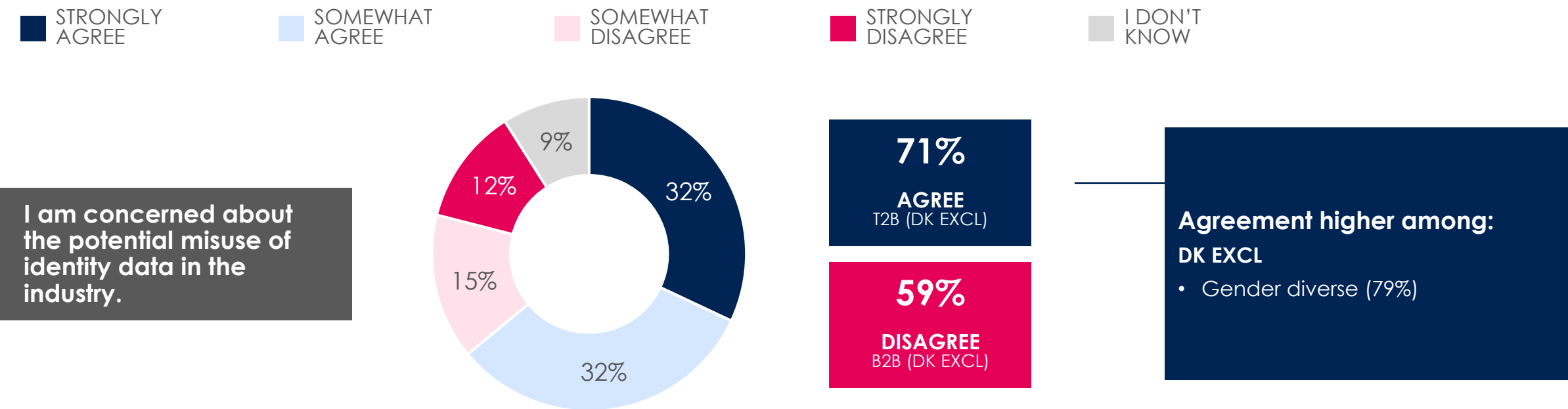


Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

Concern about potential misuse of data

BY TOTAL RESPONDENTS

Despite relatively high levels of trust, seven in ten (71%) PERSONA-ID users say they are concerned about the potential misuse of identity data in the industry.

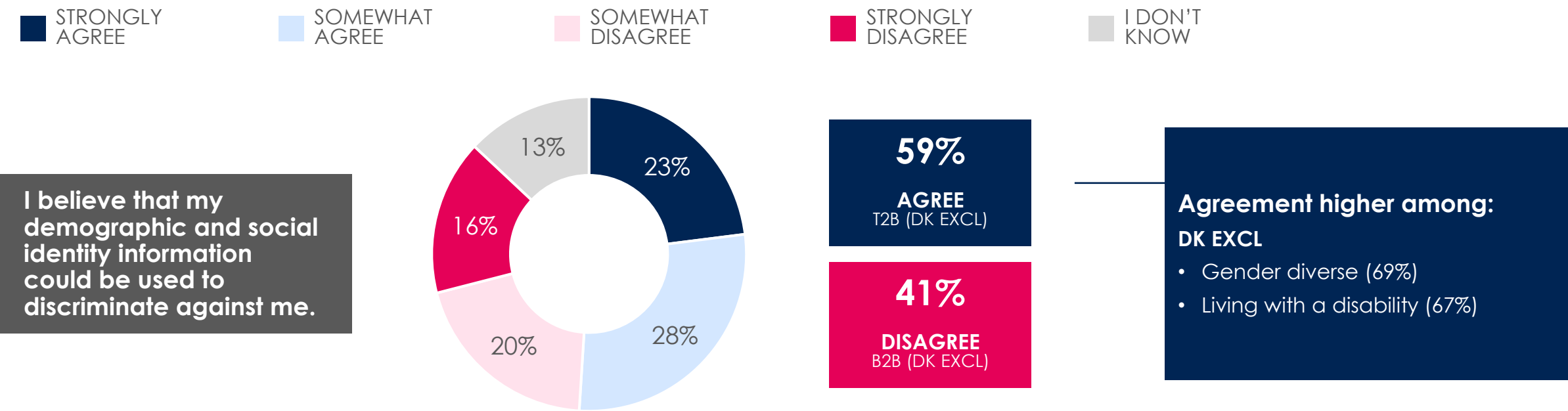


Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

Fear that demographic/social identity info could be used to discriminate

BY TOTAL RESPONDENTS

Further, six in ten (59%) feel their demographic information could be used to discriminate against them.



Base: All respondents (n=1445)
DD4. To what extent do you agree or disagree with each of the following statements?
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree
DK EXCL = "don't know" responses excluded

Need for national-wide alignment of data collection across funders

BY TOTAL RESPONDENTS

Just over three-quarters of PERSONA-ID users (77%) agree that there is a need for national-wide alignment and standardization of data collection across funders.

STRONGLY
AGREE

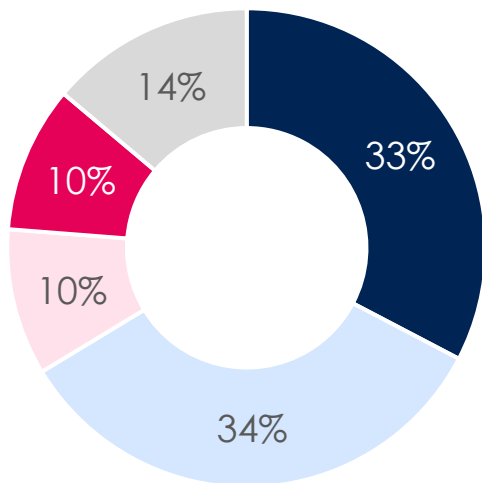
SOMEWHAT
AGREE

SOMEWHAT
DISAGREE

STRONGLY
DISAGREE

I DON'T
KNOW

There is a need for national-wide alignment and standardization of data collection across funders to better monitor and report on demographic information in the industry.



77%

AGREE
T2B (DK EXCL)

23%

DISAGREE
B2B (DK EXCL)

Agreement higher among: DK EXCL

- Women (85%)
- Indigenous (92%)
- Racialized communities (90%)

Base: All respondents (n=1445)

DD4. To what extent do you agree or disagree with each of the following statements?

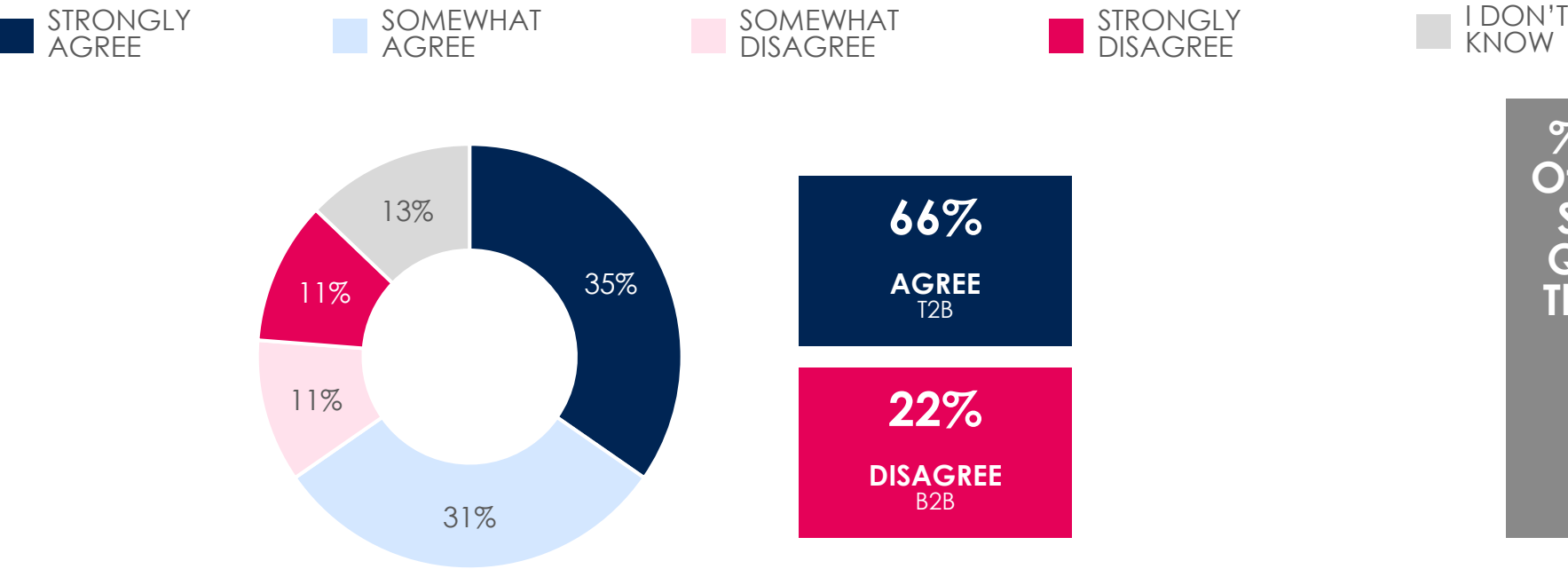
T2B = Strongly + Somewhat Agree; B2B = Strongly + Somewhat Disagree

DK EXCL = "don't know" responses excluded

Level of interest in having access to aggregate information on demographic representation in the industry

BY TOTAL RESPONDENTS

Most have not completed any other demographic self-identification questionnaires for the media industry in Canada (30% of PERSONA-ID users say they have), but a majority (66%) say they would be interested in having access to this type of information.



% Completed Any Other Demographic Self-Identification Questionnaires For The Media Industry in Canada

30%

Base: All respondents (n=1445)
B4. Besides PERSONA-ID, in the last two years, have you registered to or completed any other demographic self-identification questionnaires for the media industry in Canada?
DD4. To what extent do you agree or disagree with each of the following statements?

Looking ahead

AMONG THOSE WHO PROVIDED FEEDBACK (14%)

While PERSONA-ID is thought to be a valuable initiative by many, respondents want to see transparency, communication, and meaningful action.

- Many respondents support gathering demographic data to understand representation and drive equity in the industry. **PERSONA-ID is seen as a tool for identifying inequities, tracking progress, and informing decision-making.**
- Some respondents in the open-ends, particularly those identifying as White, feel **PERSONA-ID discriminates against them and limits their opportunities.** There are concerns that an overemphasis on identity factors **overshadows merit, experience, and project quality.** Others take issue with the idea of demographic information as a whole and see it as a step in the wrong direction.
- Ongoing **consultation, transparency, and a commitment** to meaningful action are seen as **crucial to the long-term success** and positive impact of demographic data collection in the industry.

Base: All respondents (n=1445)

E3. Do you have any further comments about PERSONA-ID or the collection and reporting of demographic and social identity that you would like to share with CMF?

While I feel that my opportunities may be reduced as more opportunities are extended to equity seeking communities, **I am fully supportive of holding space for these individuals.** Even if I am yielding the space I have traditionally enjoyed, I am happy to sit in that new and smaller space.

I would like the CMF to **share the data with respected third-party organizations and researchers from the communities represented in the data collection** so that proper third-party review of the results can be undertaken. This means evaluation of the impacts of CMF policies to invite these communities in and also to measure against industry norms/changes over time.

If this institution truly believes that how one identifies is all that matters - then why ask these questions and why segregate funds?

Yes - while the programs state that there is support for LGBTQ filmmakers there are no specific supports example special funding, extra program. There **should be special attention to lesbians who are underrepresented** in the industry.

I just want to see action here. The **industry feels the same,** even with the existence of this initiative.

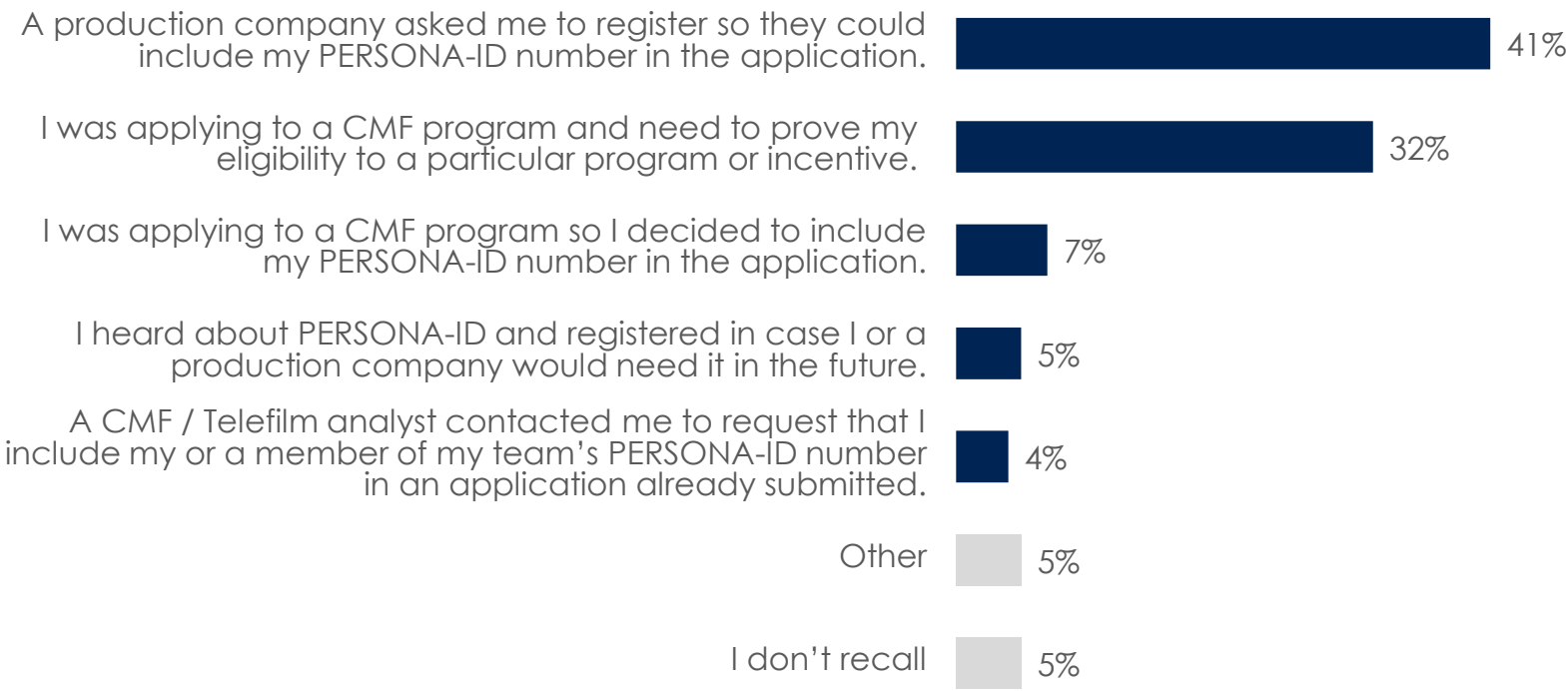
QUESTIONS AROUND USE OF PERSONA-ID



Reasons why registered to PERSONA-ID

AMONG TOTAL RESPONDENTS

Most PERSONA-ID users say they decided to register to PERSONA-ID either because a production company asked them to do so, or they needed to prove their eligibility for their application to a CMF program.

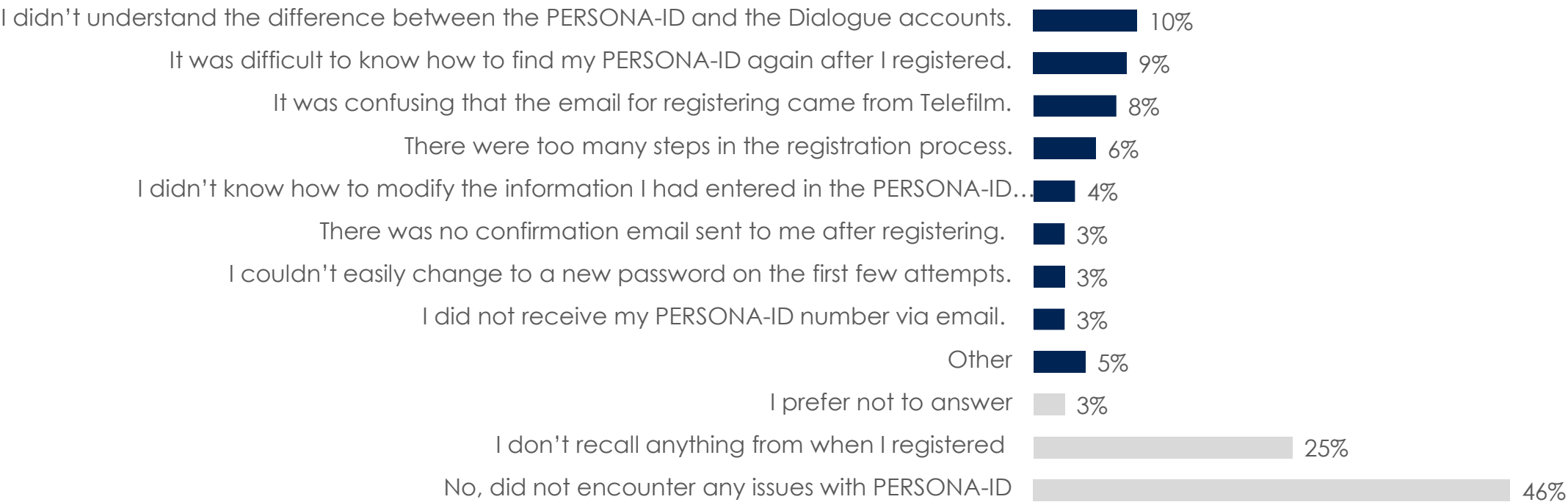


Base: All respondents (n=1445)
B2. Which of the following answers best describes why you decided to register to PERSONA-ID?

Challenges faced when registering for PERSONA-ID account

AMONG TOTAL RESPONDENTS

There were a range of concerns including not understanding the difference between PERSONA-ID and the Dialogue accounts, difficulty knowing how to find their PERSONA-ID again after they registered, and confusion about the email coming from Telefilm, among others. Many didn't have issues or couldn't recall.



Base: All answering (n=1428)
B3. Did you face any of the following challenges or issues when registering for your PERSONA-ID account?

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Contact Information



Grace Tong

Vice President,
Ipsos Public Affairs

grace.tong@ipsos.com



Meghan Miller

Senior Account Manager,
Ipsos Public Affairs

meghan.miller@ipsos.com