



## PRESS RELEASE

### Ipsos is recognized as a 2023 Great Place to Work® in Canada

Global certification recognizes exceptional employee fulfilment

**Toronto, August 21, 2023** – Ipsos, one of the largest market research and polling companies globally, is pleased to announce that it has been certified as a Great Place to Work® in Canada for the second consecutive year.

This distinction serves to recognize Ipsos' commitment to creating a work environment defined by inclusion, innovation, and professional advancement.

In a recent independent survey conducted by Great Place to Work®, 77% of Ipsos' Canadian employees agreed that Ipsos is a great place to work, putting Ipsos 17 percentage points above the average Canadian business.

This year, 77% of Ipsos' Canadian employees responded to the survey — a 25-point increase over 2022 – reinforcing employee validation over previous results.

“This accomplishment speaks to the value of what we've built at Ipsos Canada: a team and culture that is every bit as empathetic as it is ambitious,” said Cynthia Pachovski, CEO of Ipsos Canada. “I'm proud to celebrate the people who work every day to make Ipsos a trusted partner to our clients and a Great Place to Work for our employees.”

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

Ipsos' certification as a 2023 Great Place to Work® in Canada, and the high approval and participation behind it, reflects Ipsos' steadfast commitment to employee well-being.

88% of Ipsos' Canadian employees agreed with the Great Place to Work® statement on “justice,” which “measures the extent to which employees perceive that management promotes inclusive behaviour, avoids discrimination and is committed to ensuring fair appeals.”

Similarly, Ipsos' Canadian employees reported high levels of community (81%), support (79%), innovation (78%), and engagement (78%). 91% of Canadian employees agreed “that when you join the company, you are made to feel welcome.”

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

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### **ABOUT IPSOS**

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)