



## PRESS RELEASE

### Ipsos is recognized as a 2023 Great Place to Work® in the U.S.

Global certification recognizes exceptional employee fulfillment, for the second consecutive year

**New York, August 21, 2023** – Ipsos, one of the largest market research and polling companies globally, is pleased to announce that it has been recognized as a 2023 Great Place to Work® in the U.S., affirming its commitment to an inclusive and innovative workplace culture. This is the second consecutive year the company has earned this certification.

In a recent independent survey conducted by Great Place to Work®, 82% of Ipsos' U.S. employees agreed that Ipsos is a great place to work, putting Ipsos 25 percentage points above the average American business.

In 2023, 71% of Ipsos' U.S. employees responded to the survey — a 23-point increase over 2022 – reinforcing an even stronger base of employee validation over previous results

“It’s an honor to have our employees validate their positive employee experience at Ipsos through this coveted certification,” said Ipsos North America CEO Lorenzo Larini.

“Our ongoing success as an organization is the result of the laser-sharp focus we put on both our employees and clients. More people want to stay and grow with Ipsos, as reflected by our increased staff retention and promotion rates.”

“This accomplishment highlights Ipsos' dedication to creating a workplace that promotes employee well-being and professional growth with a strong emphasis on trust, openness, and inclusion. Ipsos takes pride in achieving strong results for a second consecutive year, recognizing that investing in employee potential contributes to

overall organizational success,” continued Larini.

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.

With high approval and high participation, Ipsos' certification as a 2023 Great Place to Work® in the U.S. reflects dedication to its values.



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89% of Ipsos' U.S. employees agreed with the Great Place to Work® statement on “justice,” which “measures the extent to which employees perceive that management promotes inclusive behavior, avoids discrimination and is committed to ensuring fair appeals.”

Similarly, Ipsos' U.S. employees reported high levels of camaraderie (82%), caring (79%), innovation (79%), credibility (78%), and respect (78%). 91% of U.S. 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-us/why-work-ipsos>

### **For further information, please contact:**

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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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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 the Mid-60 indexes and is eligible for the Deferred Settlement Service (SRD).

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