



PRESS RELEASE

Ipsos wins the Canadian Research Insight Council's 2024 Public/Social Service Impact and Excellence Behind the Scenes Awards

Being recognized by the Canadian research industry for insights excellence is a great honour.

Toronto, ON, June 10, 2024 – Ipsos, one of the largest market research companies in Canada and around the world, is pleased to announce that Ipsos in Canada has won two 2024 Canadian Research Insight Council's (CRIC) [Excellence Awards](#), presented at CRIC's Annual Conference & Gala event on June 5, 2024, in Toronto.

Our first award win for the evening was for **Excellence Behind the Scenes**, submitted by Ipsos' Daniel Dabee, Sr. Manager, Policy & Process, Dimple Sachdev, Head, Digital Transformation Office and Emineh Babayan, Creative Director, for their project on "Meeting Accessibility Compliance Needs in Market Research (Recruitment, Design, Deliverables)". Developed in response to new federal compliance requirements for Canadian companies under the Accessible Canada Act, the team identified the changes needed to ensure compliance, and implemented updates to online platforms, questionnaire designs and deliverable templates. As a result of this work, Canadians with disabilities can fully participate in market research studies regardless of their accessibility needs, and our reporting for companies is fully compliant with all accessibility legislation and standards. The team also developed accessibility guidelines for staff in Canada and globally and are implementing an internal training program to share it across Ipsos.

Before the night was over, Ipsos was on the podium once more, this time to claim the **Public/Social Service Impact Award**. Ipsos' Sean Simpson, SVP - Public Affairs and Sanyam Sethi – VP Public Affairs, and their client Aaron Shull, Managing Director, the [Centre for International Governance Innovation \(CIGI\)](#) were recognized for their impactful "[Supporting a Safer Internet](#)" research, which highlights the pervasiveness of harmful online behaviours, the severity of their impact on individuals and society, and their impact on digital freedom, especially among women and LGBTQ+ individuals. The study was the first statistically meaningful survey to bring the voices of women, gender-diverse people and LGBTQ+ individuals in digital spaces and its findings have had a profound impact on future public policy and governance for online safety.

"We are all extremely proud that our combined efforts have been recognized by the Canadian research industry for their excellence and for their benefit to our clients and society more widely!", says Canada CEO, Cynthia Pachovski.

[CRIC](#) is the voice of Canada's research, analytics, and insights industry. CRIC represents the highest standards, ethics, and best practices in research that protect the public interest. Ipsos is a founding member of the organization, which was launched in 2018.



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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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