

# LGBT+ PRIDE 2023

## A 30-Country Ipsos Global Advisor Survey

More information: <https://www.ipsos.com/en/pride-month-2023-9-of-adults-identify-as-lgbt>

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# Key Findings

## The average share of the LGBT+ population averages nets to 9%

Across the 30 countries surveyed, 3% on average identify as lesbian or gay, 4% as bisexual, 1% as pansexual or omnisexual, and 1% as asexual. Gen Zers are twice as likely as Millennials and four times as likely as Gen Xers and Boomers to identify as each of bisexual, pansexual/omnisexual, and asexual.

Globally, 1% say they're transgender, 1% non-binary/gender non-conforming/fluid, and 1% other than male or female.

The share of self-identified LGBT+ adults ranges from 15% in Brazil to 4% in Peru.

## LGBT+ visibility is up, but still differs widely across countries

All segments of the LGBT+ community have become more visible in the past two years.

On average globally, 1 in 2 adults report having a relative, friend, or colleague who is gay or lesbian, 1 in 4 one who is bisexual, and 1 in 8 each one who is transgender and one who is non-binary, gender non-conforming, or gender fluid. Women are more likely than men, and young adults than older adults, to report knowing LGBT+ people.

LGBT+ visibility varies widely across countries. It is highest in Spain, Latin America, Thailand, and Anglophone countries, and lowest in Japan, South Korea, Turkey, and Eastern Europe.

## Majorities support same-sex marriage and parenting in most, but not all countries

Support for same-sex marriage ranges from 49% to 80% in all 20 countries surveyed where it is legal and in two of the other 10 countries where it is not. Majorities in all other countries except Turkey support some form of legal recognition for same-sex couples.

Globally, about two-thirds say that same-sex couples are as likely as other parents to raise children successfully and that they should have the same rights to adopt children as heterosexual couples do. These views are held by majorities in all but four countries.

However, support for same-sex marriage and parenting has softened in several Western countries since 2021.

## Support for protection from job and housing discrimination is broader than for other measures for transgender people

Globally, 67% agree that transgender people face at least a fair amount of discrimination and 76% agree that they should be protected from discrimination in employment, housing, and access to businesses.

Opinions on other measures are more mixed, with an average of 60% in favor of allowing transgender teenagers to receive gender-affirming care with parental consent; 55% in favor of allowing transgender people to use single-sex facilities that correspond to their gender; 53% for having official documents include options other than “male” or “female”; and 47% for having health insurance systems cover the costs of gender transition no differently than those of other medical procedures.

Support for pro-transgender measures varies by age, gender, and especially by country. It tends to be higher among younger adults and women. It is generally highest in Thailand, Southern Europe, and Latin America, and lowest in South Korea, Eastern Europe, Great Britain, and the United States.



# Sexual Orientation & Gender Identity



# Sexual Orientation and Gender Identity – Summary

On average, across the 30 countries surveyed, 3% of adults identify as lesbian or gay, 4% as bisexual, 1% as pansexual or omnisexual, and 1% as asexual.

Men are more likely to identify as gay (or homosexual) than are women as lesbian (or gay or homosexual): 4% vs. 1% on average globally. However, both are equally likely to identify as bisexual, pansexual/omnisexual, or asexual. Gen Zers are about twice as likely as Millennials and four times as likely as Gen Xers and Boomers to identify as bisexual, pansexual/omnisexual, or asexual.

Spain is where respondents are most likely to say they are gay or lesbian (6%) while Brazil and the Netherlands are where they are most likely to say they are bisexual (7% both). Japan is the country where they are least likely to identify as gay or lesbian (less than 1%) or as bisexual (1%).

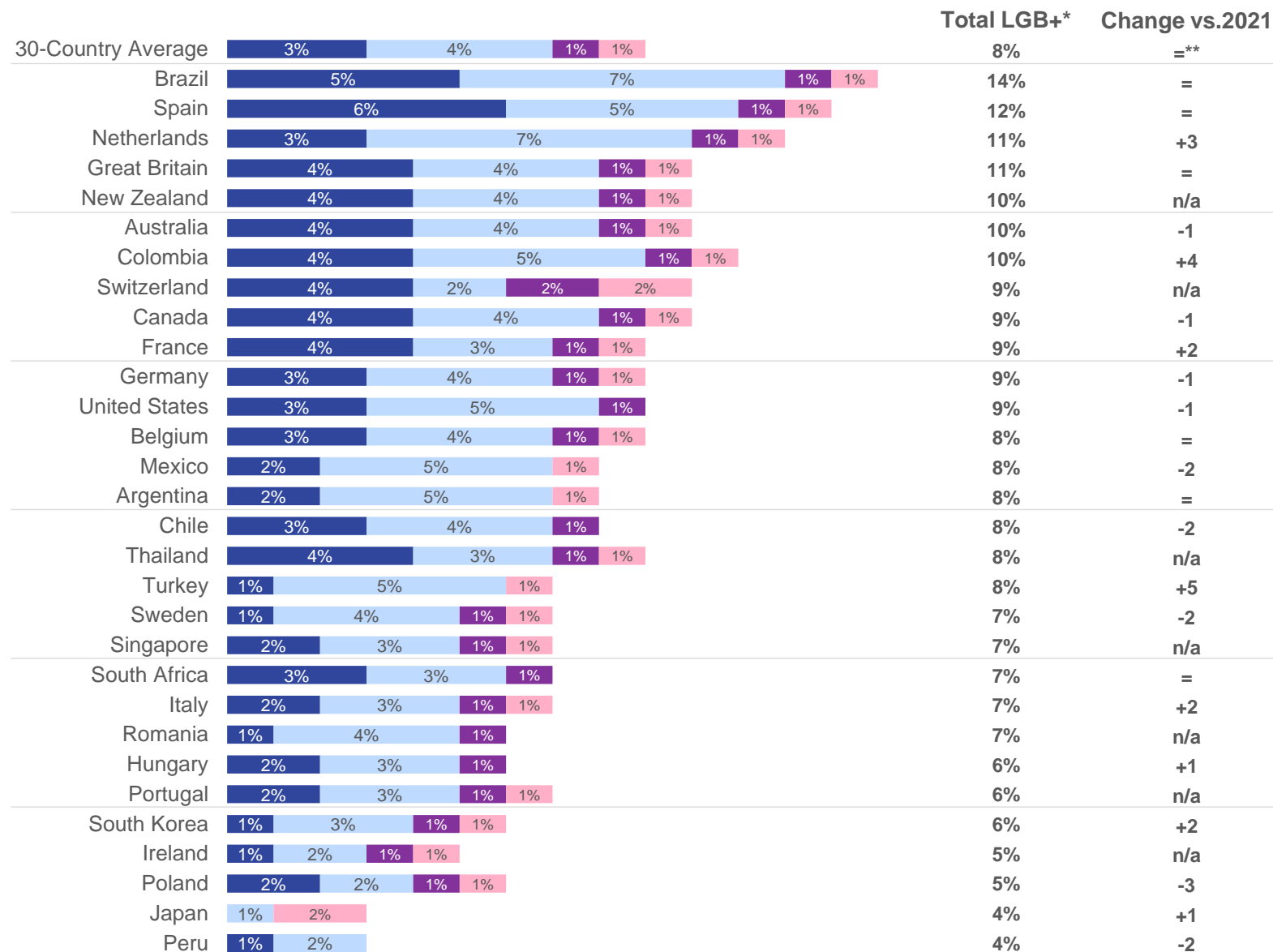
Globally, 1% describe themselves as transgender, 1% as non-binary, gender non-conforming, or gender fluid, and 1% as neither, but differently from male or female. There are also large differences between younger and older adults when it comes to their propensity to describe themselves as any of these. This is the case of 6% of Gen Zers and 3% of Millennials, compared to 1% of both GenXers and Boomers. And the gap is growing: +2 percentage points since 2021 among both Gen Zers and Millennials vs. +1 point or less among Gen Xers and Boomers.

Overall, the average share of the self-identified LGBT+ population is 9%. The share of self-identified LGBT+ adults varies widely across generations and geographies: from a 30-country average of 18% among Gen Zers to 4% among Baby Boomers, and from 15% of all respondents in Brazil to 4% in Peru.

# Sexual Orientation By Country

Q. Which, if any, of the following would you identify as?

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual



Base: 22,514 online adults aged 16-74 across 30 countries  
 Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Net lesbian/gay/homosexual + bisexual + pansexual/omnisexual + asexual

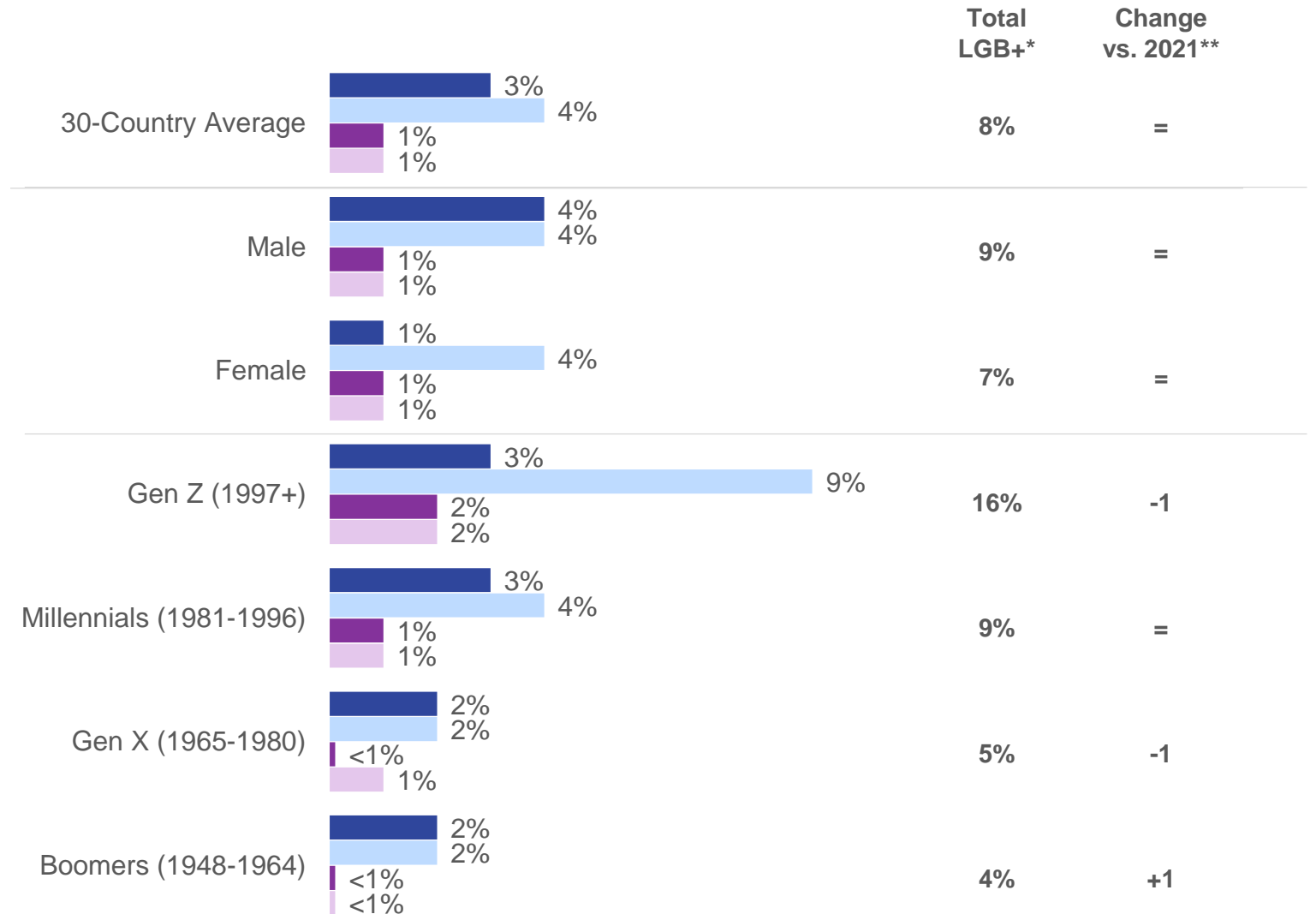
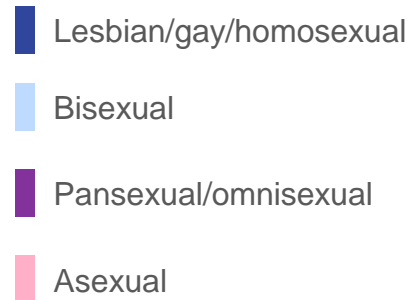
\*\* Average 23 countries surveyed both in 2021 and 2023

The Total LGB+ % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %



# Sexual Orientation By Gender and Generation

Q. How do you currently describe yourself?



Base: 22,514 online adults aged 16-74 across 30 countries  
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\* Net lesbian/gay/homosexual + bisexual + pansexual/omnisexual + asexual  
 \*\*Average all countries surveyed in 2023 vs. all countries surveyed in 2021  
 The Total LGB+ % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %



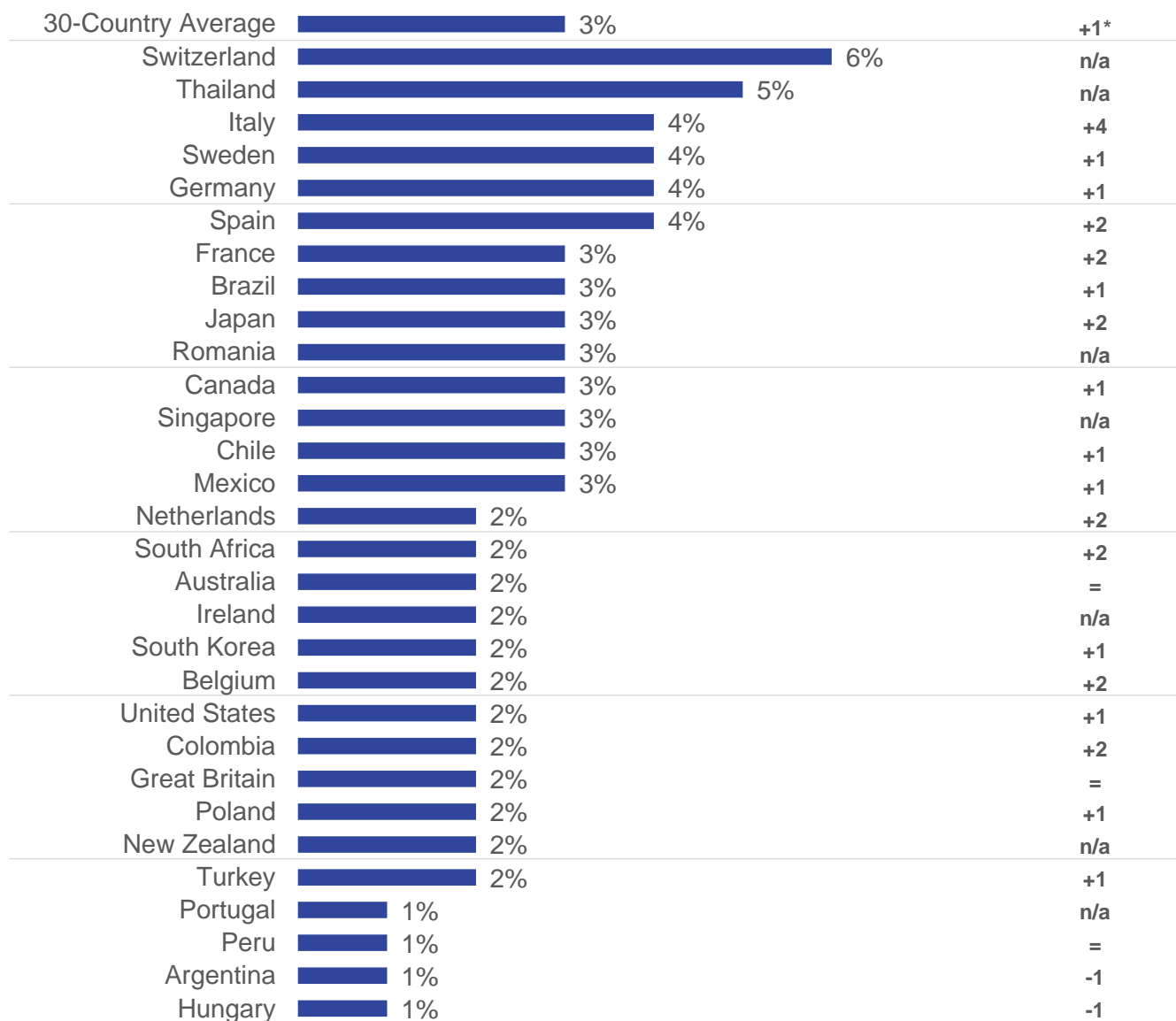
# Gender Identity By Country

Q. Which, if any, of the following would you identify as?

Any of:

- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Differently from above and from male or female

Change vs.2021



Base: 22,514 online adults aged 16-74 across 30 countries

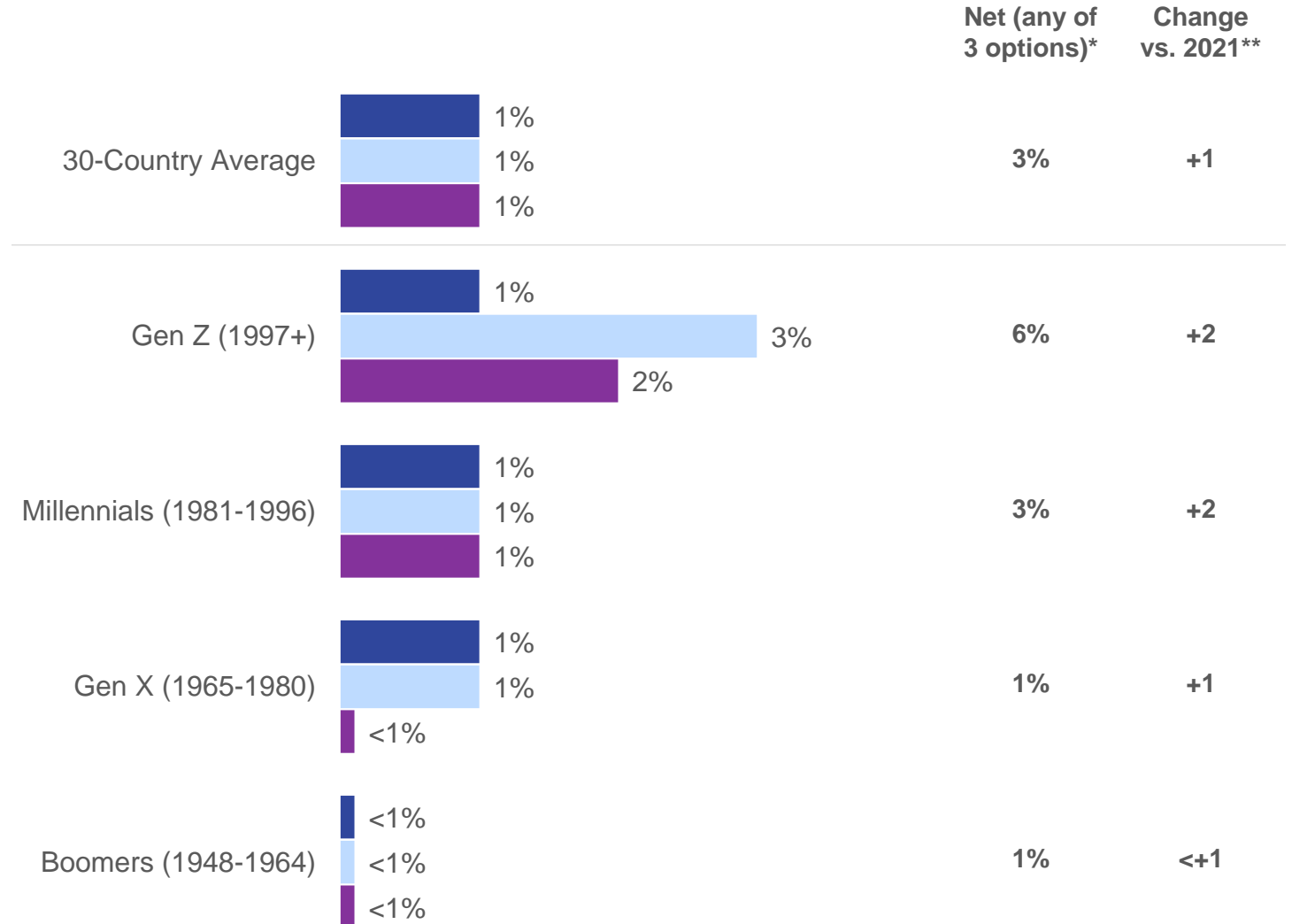
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Average 23 countries surveyed both in 2021 and 2023

# Gender Identity By Generation

Q. How do you currently describe yourself?

- Transgender
- Non-binary, non-conforming or gender-fluid
- Differently from above and from male or female



Base: 22,514 online adults aged 16-74 across 30 countries  
 Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Total transgender ,non-binary/non-conforming/gender-fluid, differently from above and from male or female  
 \*\* Average all countries surveyed in 2023 vs. all countries surveyed in 2021  
 The Total % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %

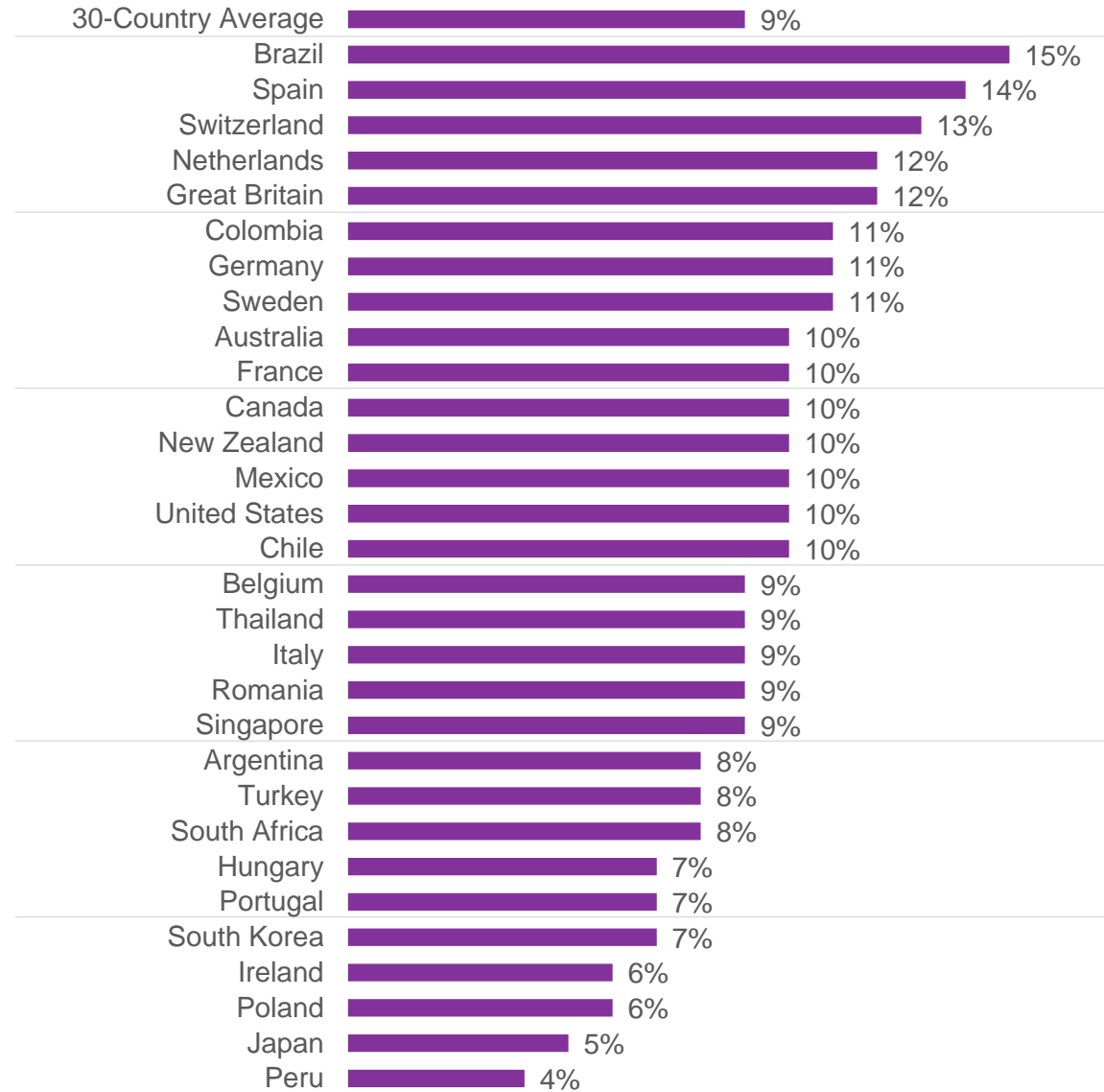




# Net % of LGBT+ Adults By Country

Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Net % of LGBT+ Adults By Gender and Generation

Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female

30-Country Average



Male



Female



Gen Z (1997+)



Millennials (1981-1996)



Gen X (1965-1980)



Boomers (1948-1964)



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# LGBT+ Visibility



# LGBT+ Visibility – Summary

The visibility of LGBT+ people has increased over the past two years. On average across all countries surveyed, 47% say they have a relative, friend, or work colleague who is lesbian/gay/homosexual, up 5 points since 2021; 26% say they know someone who is bisexual, up 2 points; 13% say they know someone who is transgender, up 3 points; and 12% say they know someone who is non-binary, gender non-conforming, or gender fluid, up 3 points.

LGBT+ visibility varies widely across countries. Having a relative, friend, or work colleague who is lesbian/gay or bisexual is most reported in Latin America, Spain, Australia, New Zealand, and South Africa. Gender diversity is most visible throughout the Anglosphere, in Brazil, and especially in Thailand.

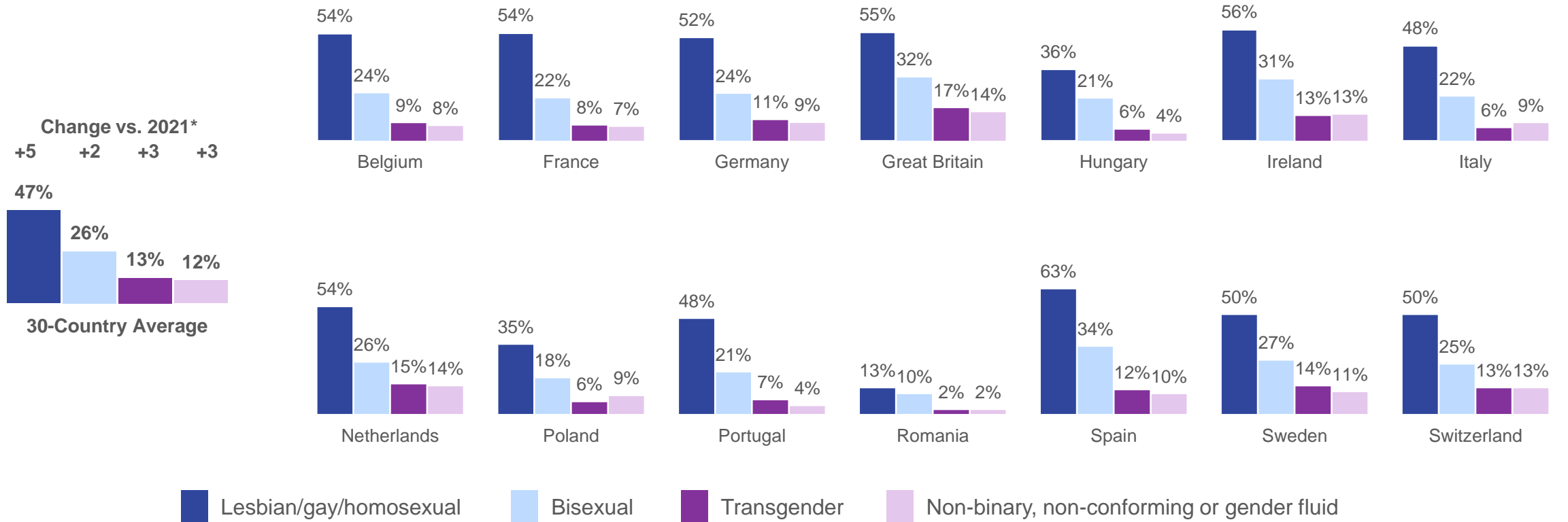
On the other hand, the visibility of different segments of the LGBT+ community is lowest in Japan, South Korea, Turkey, Romania, Hungary, and Poland.

Women are more likely than men to report knowing people of diverse sexual orientations and gender identities.

Consistent with self-identification, the prevalence of knowing someone who is LGBT+ is much higher among younger adults than among older adults. Generational differences are particularly pronounced when it comes to knowing people who are bisexual and people who are non-binary/gender non-conforming or fluid: in both cases, Gen Zers are twice as likely as Gen Xers, and three times as likely as Boomers, to say they do.

# LGBT+ Visibility by Country (30-Country Average + Europe)

Q. Do you have a relative, friend or work colleague who is: (% YES)



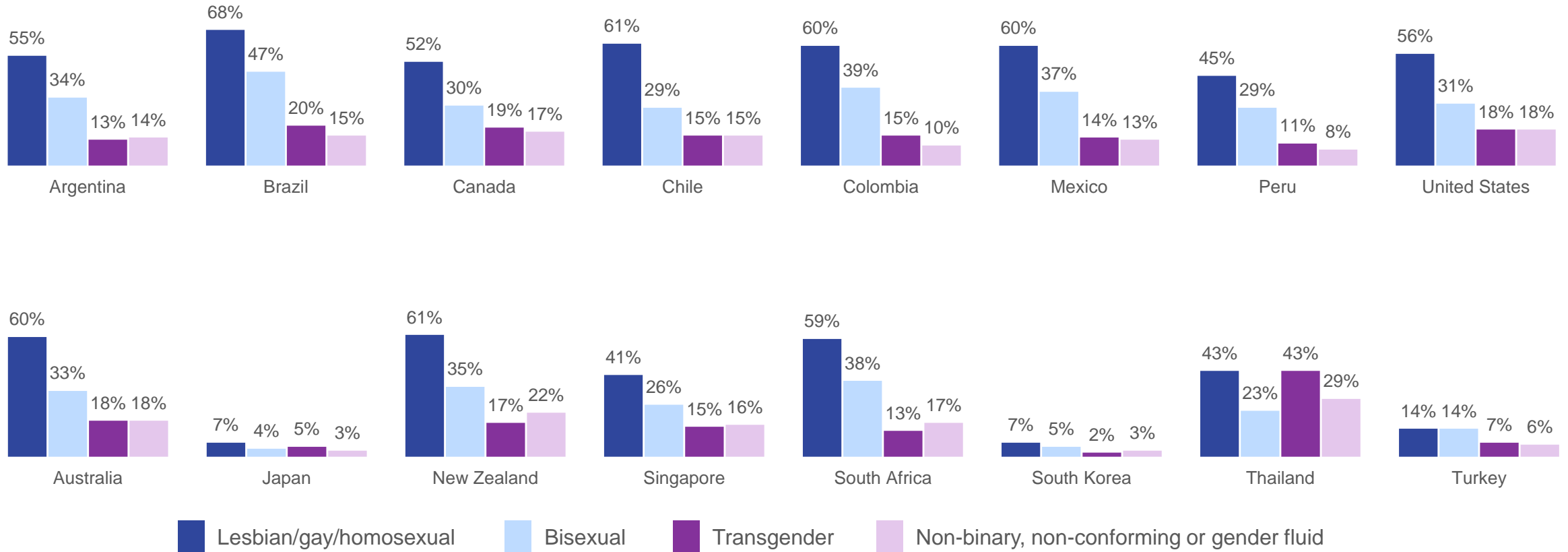
Base: 22,514 online adults aged 16-74 across 30 countries  
 Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Average all countries surveyed in 2023 vs. all countries surveyed in 2021



# LGBT+ Visibility by Country (Americas, Asia-Pacific/Africa)

Q. Do you have a relative, friend or work colleague who is: (% YES)

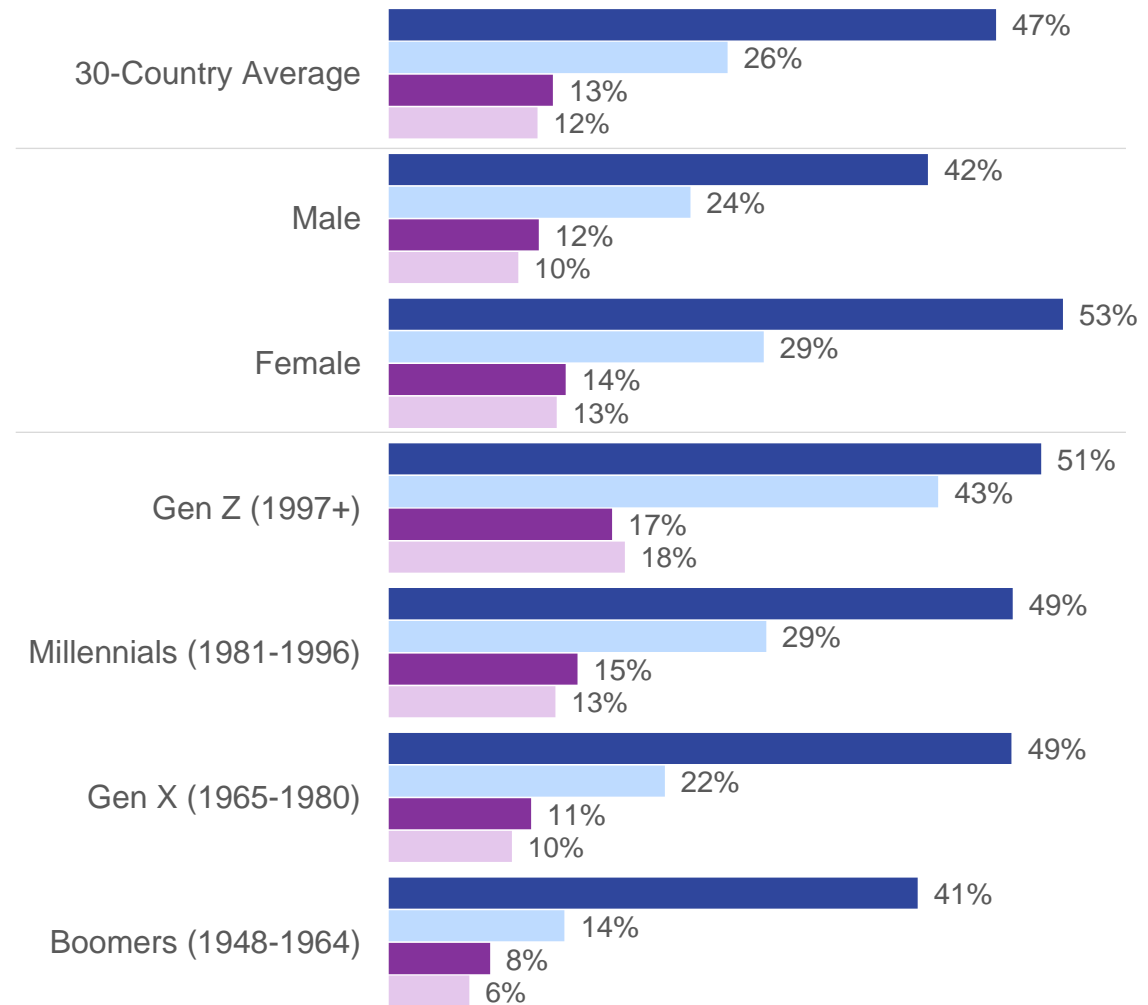
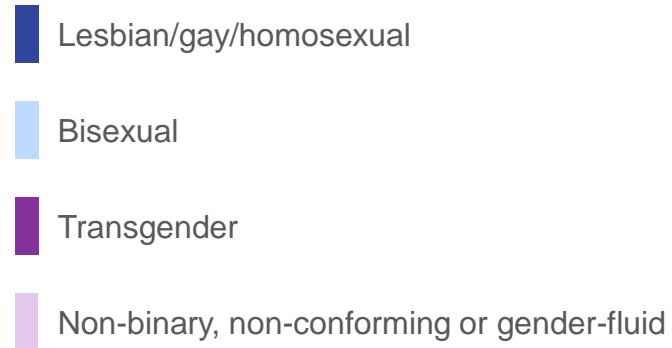


Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# LGBT+ Visibility By Gender and Generation

Q. Do you have a relative, friend or work colleague who is: (% YES)



Base: 22,514 online adults aged 16-74 across 30 countries  
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# Same-Sex Marriage and Parenting



# Same-Sex Marriage and Parenting – Summary

On average, across the 30 countries surveyed, 56% say same-sex couples should be allowed to marry legally while 16% say they should be allowed to obtain some legal recognition, but not to marry, and just 14% say they should not be allowed to marry or get any kind of legal recognition. Another 14% are not sure.

Support for same-sex marriage ranges from 49% to 80% in all 20 countries surveyed where it is legal. Among the 10 countries where it is not legal, majorities in Italy and Thailand support same-sex marriage and majorities in all other countries except Turkey support at least some form of legal recognition for same-sex couples. Opponents of any form of legal recognition for same-sex couples make up no more than one-third of all respondents in any of the countries surveyed. Women are significantly more likely than men to support same-sex marriage with a difference between both of 10 percentage points on average globally.

In 13 of the 15 countries where Ipsos has tracked support for same-sex marriage since 2013, it grew significantly until 2021. However, it has since plateaued or declined in many countries. Of the 23 countries surveyed both in 2021 and this year, nine show a decline of 4 points or more in the percentage saying same-sex couples should be allowed to marry legally (Canada, Germany, the United States, Mexico, the Netherlands, Sweden, Great Britain, Brazil, and Turkey) while only two show an increase of 4 points or more (France and Peru).

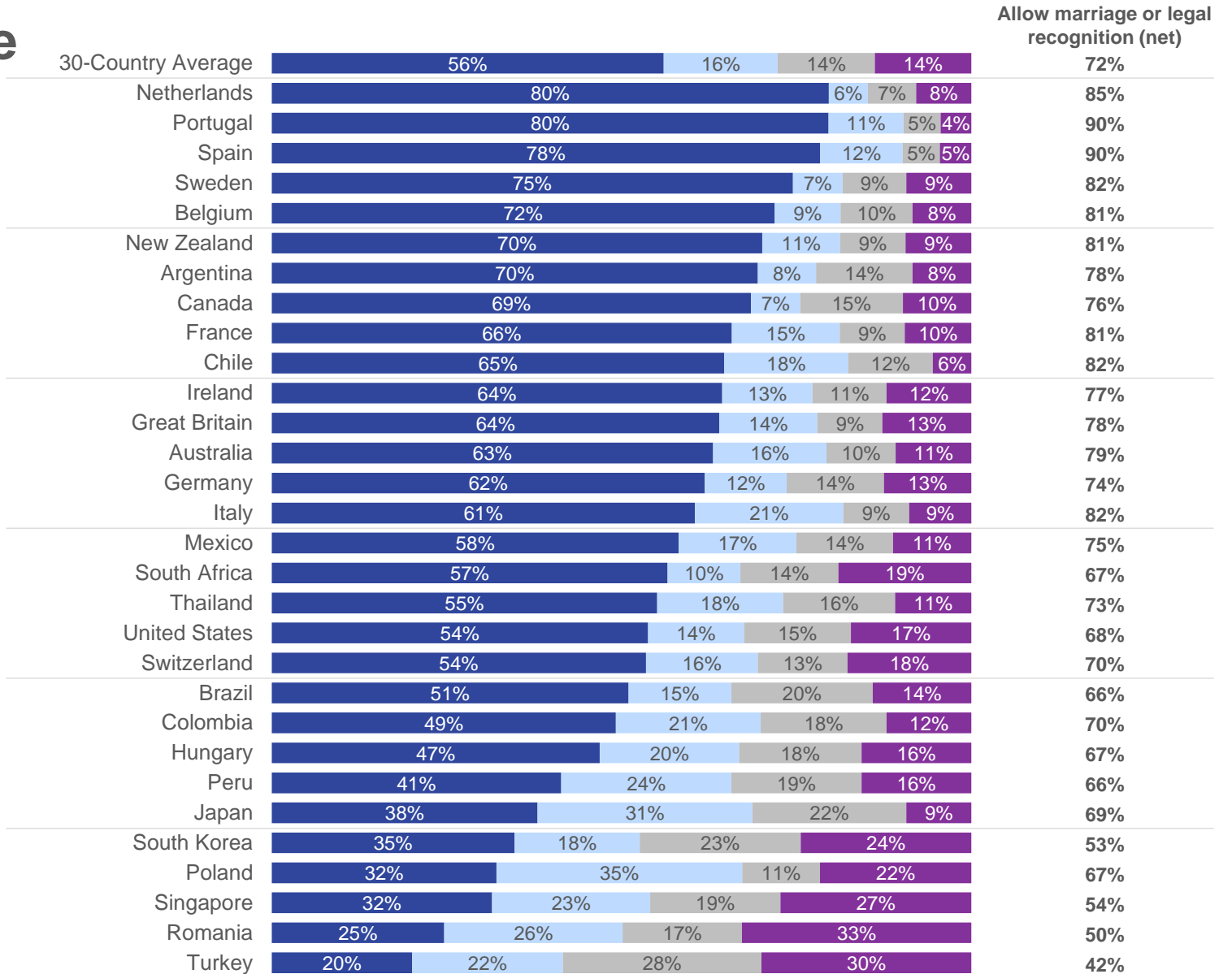
While views on same-sex parenting are warmer than those on same-sex marriage, they show similar patterns. Globally, 65% say same-sex couples are just as likely as other parents to raise children successfully and 64% say they should have the same rights to adopt children as heterosexual couples do. These views are held by majorities in 26 countries, including several where same-sex couples are not allowed to adopt. The only countries where more people disagree than agree with both opinions are Poland, Turkey, Romania, and South Korea. Again, women are more supportive of same-sex parenting than are men (by an average of about 10 points) as are younger adults vs. older adults.

Over the past two years, support for same-sex adoption has declined significantly in Sweden, the U.S., Canada, the Netherlands, and Turkey, but it has increased significantly in France, Italy, Colombia, and Peru.

# Views on Same-Sex Marriage by Country

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

- Same-sex couples should be allowed to marry legally
- Same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry
- Not sure
- Same-sex couples should not be allowed to marry or obtain any kind of legal recognition



Base: 22,514 online adults aged 16-74 across 30 countries  
 Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

The net% may be slightly higher or lower than the sum of the %s for the two answer options as all are rounded to nearest whole %

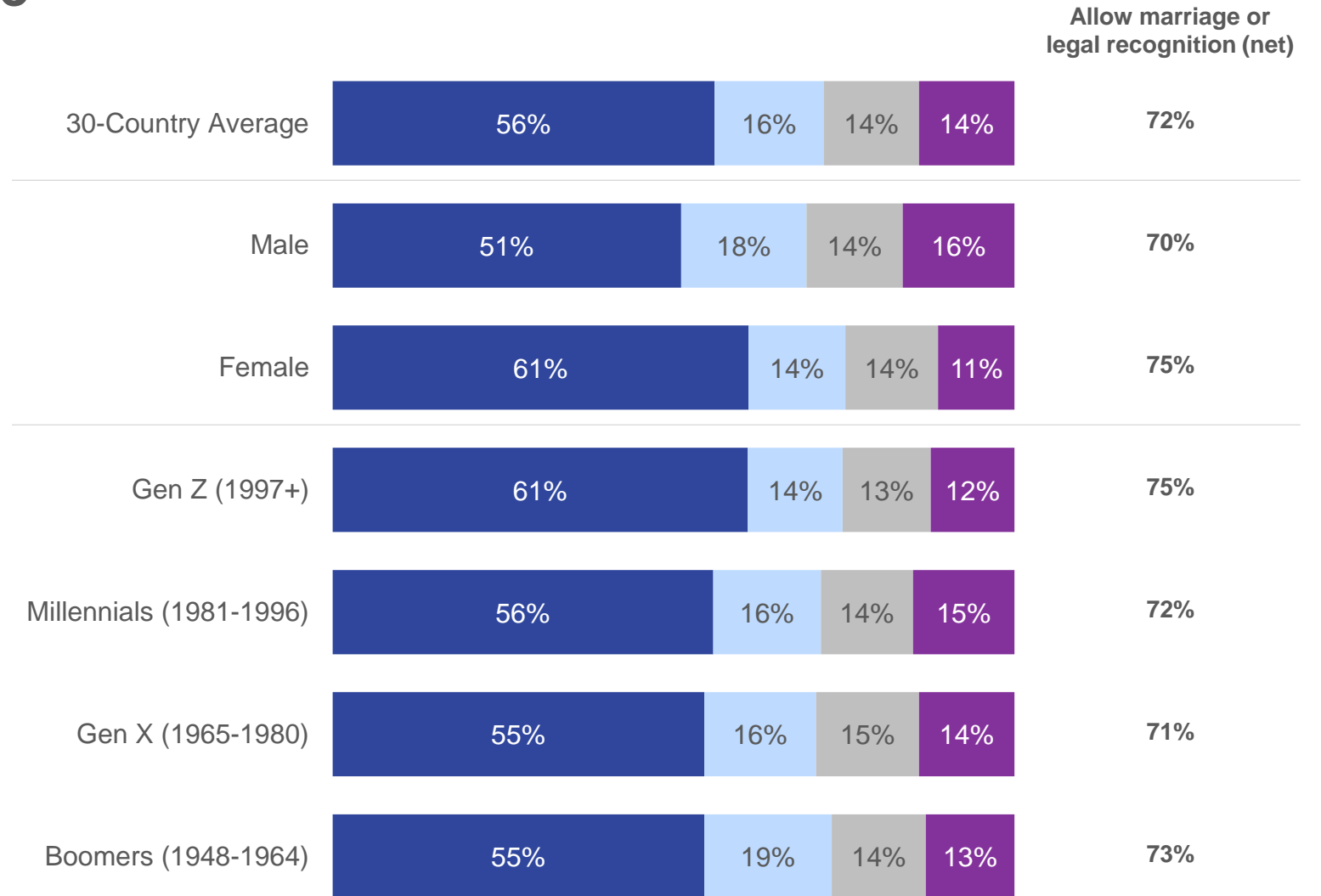




# Views on Same-Sex Marriage By Gender and Generation

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

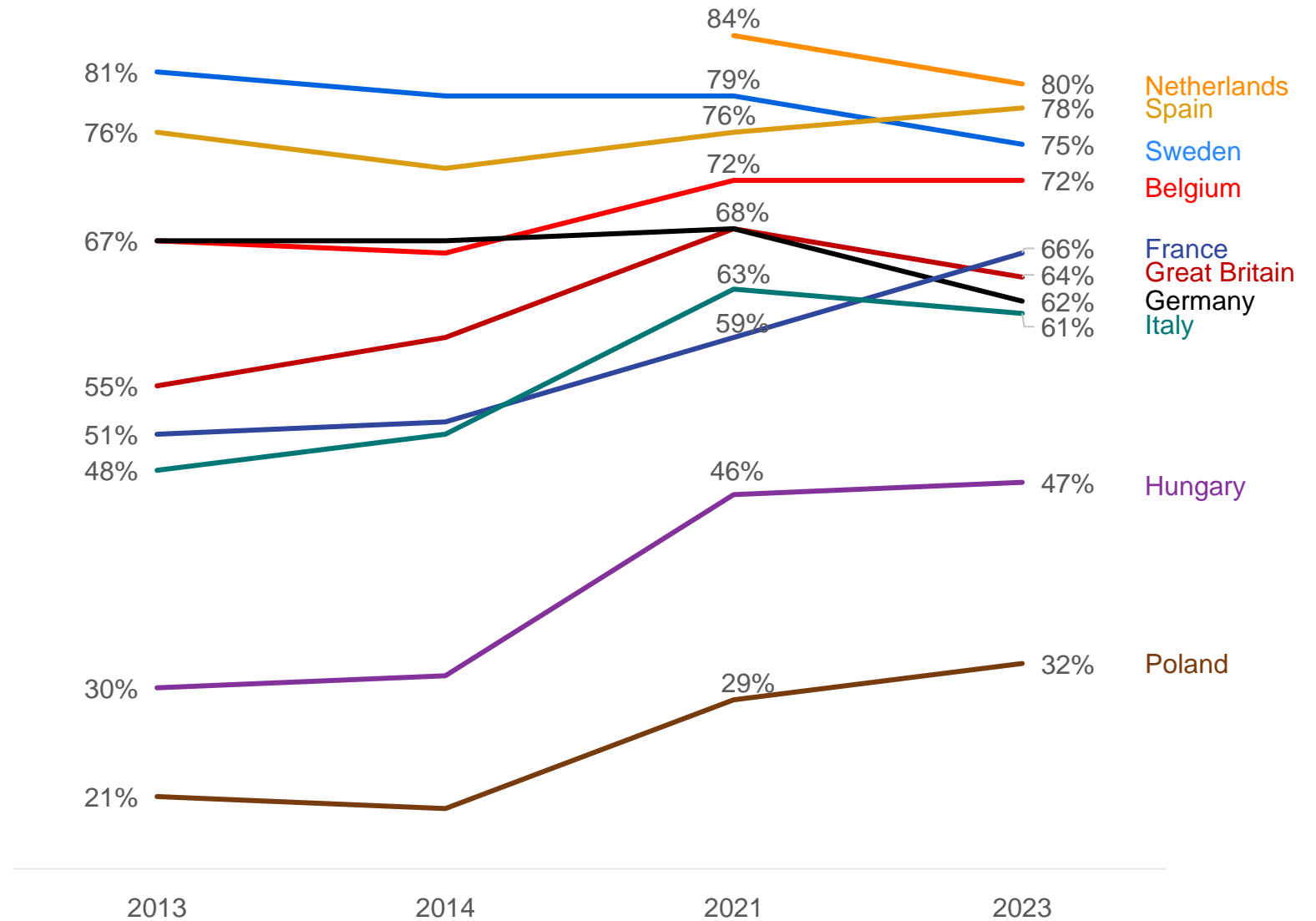
- Same-sex couples should be allowed to marry legally
- Same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry
- Not sure
- Same-sex couples should not be allowed to marry or obtain any kind of legal recognition



# Change in Support for Same-Sex Marriage By Country (Europe)

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

Same-sex couples should be allowed to marry legally (%)



Base: 22,514 online adults aged 16-74 across 30 countries

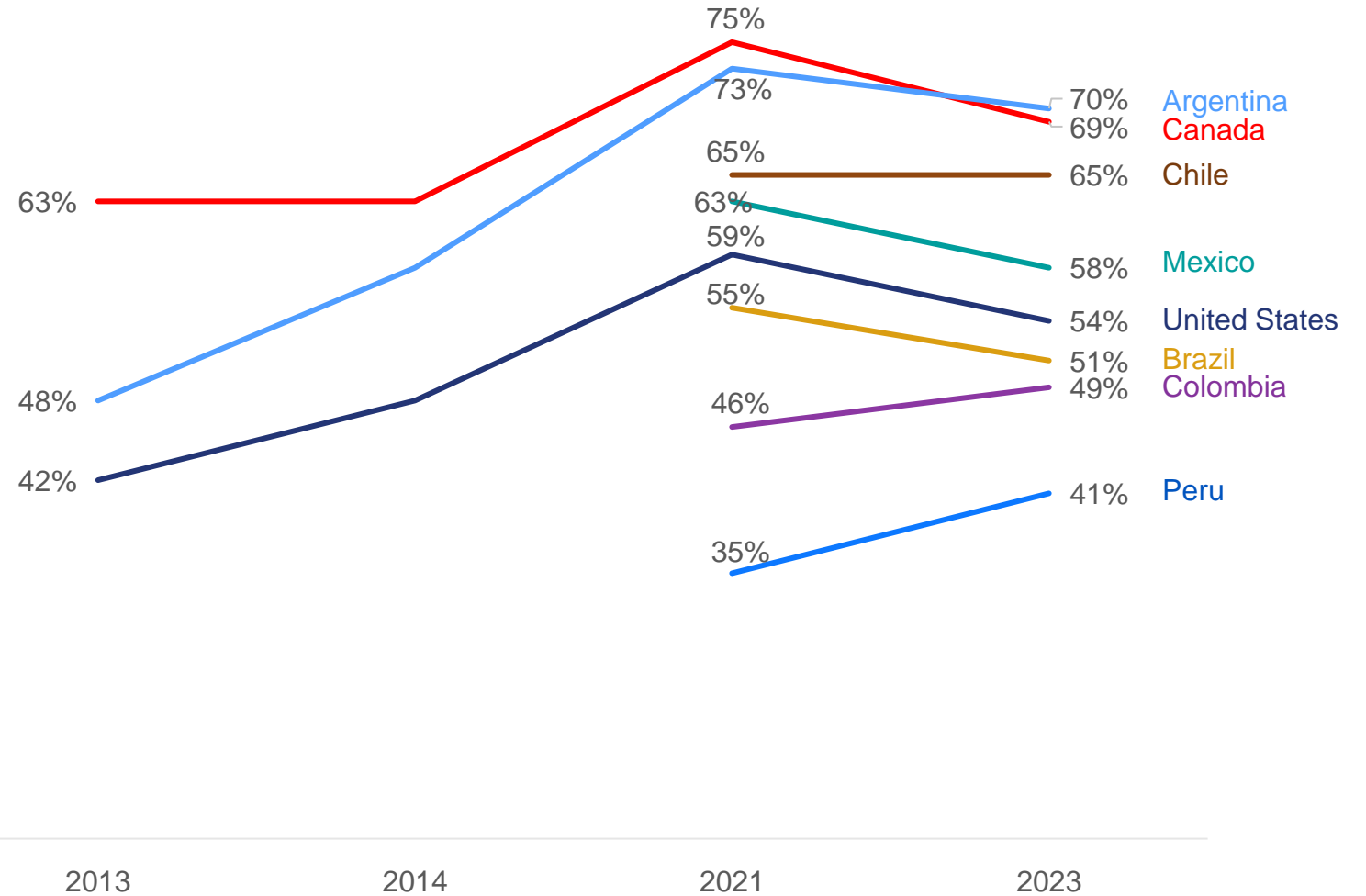
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



# Change in Support for Same-Sex Marriage By Country (Americas)

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

Same-sex couples should be allowed to marry legally (%)



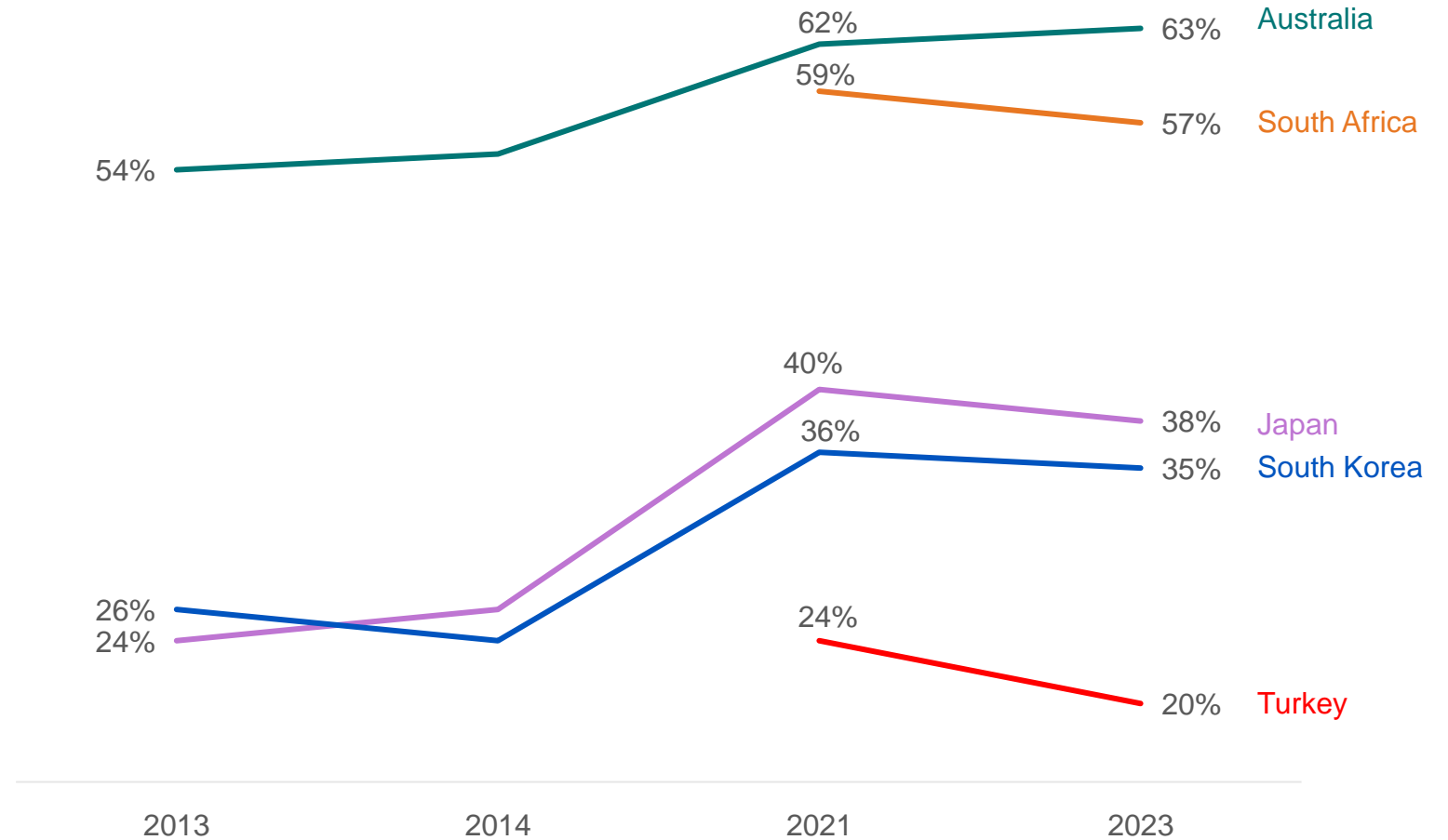
Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Change in Support for Same-Sex Marriage By Country (Asia-Pacific/Africa)

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

Same-sex couples should be allowed to marry legally (%)



Base: 22,514 online adults aged 16-74 across 30 countries

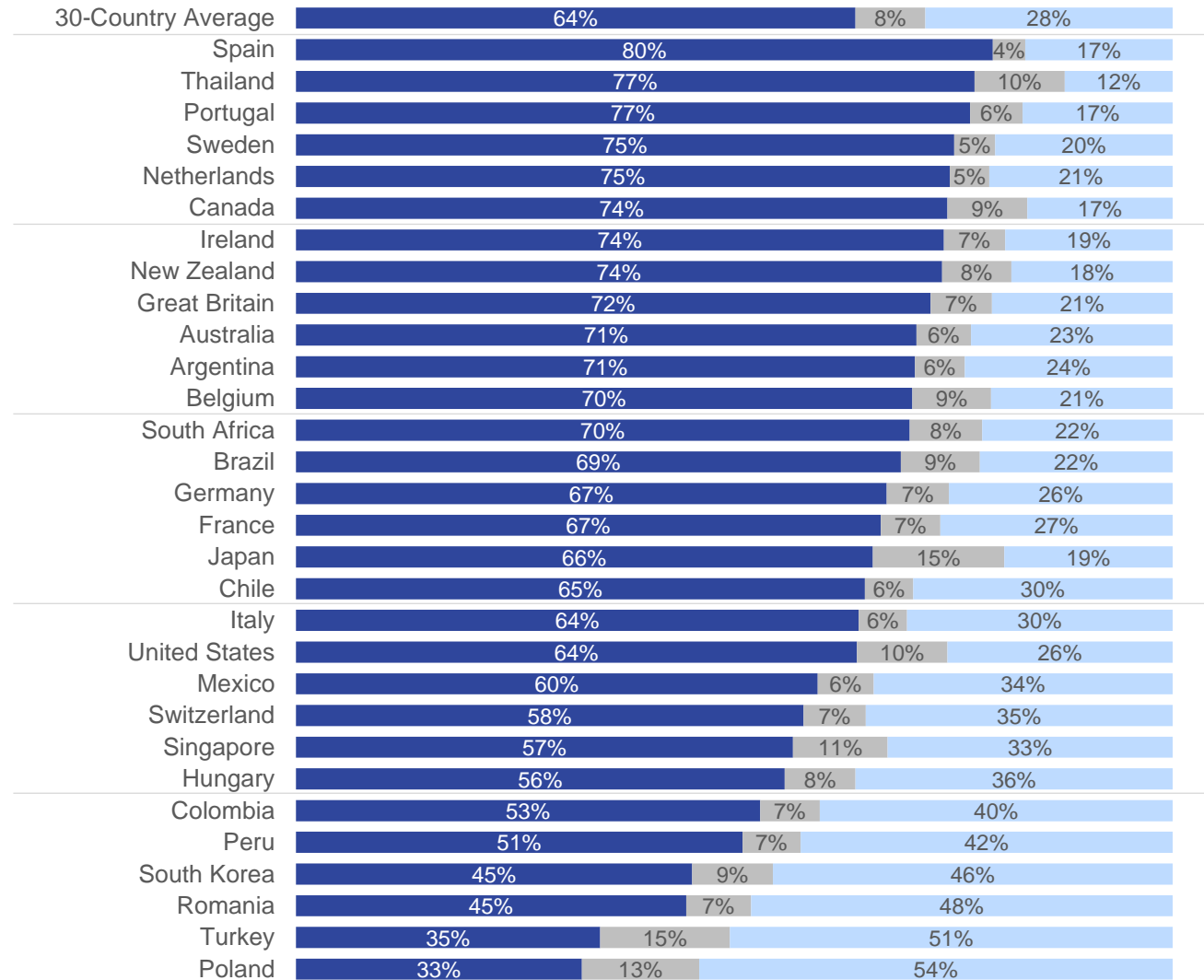
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Views about Same-Sex Couples' Right to Adopt By Country

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do

- Strongly/somewhat agree
- Not sure
- Strongly/somewhat disagree



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

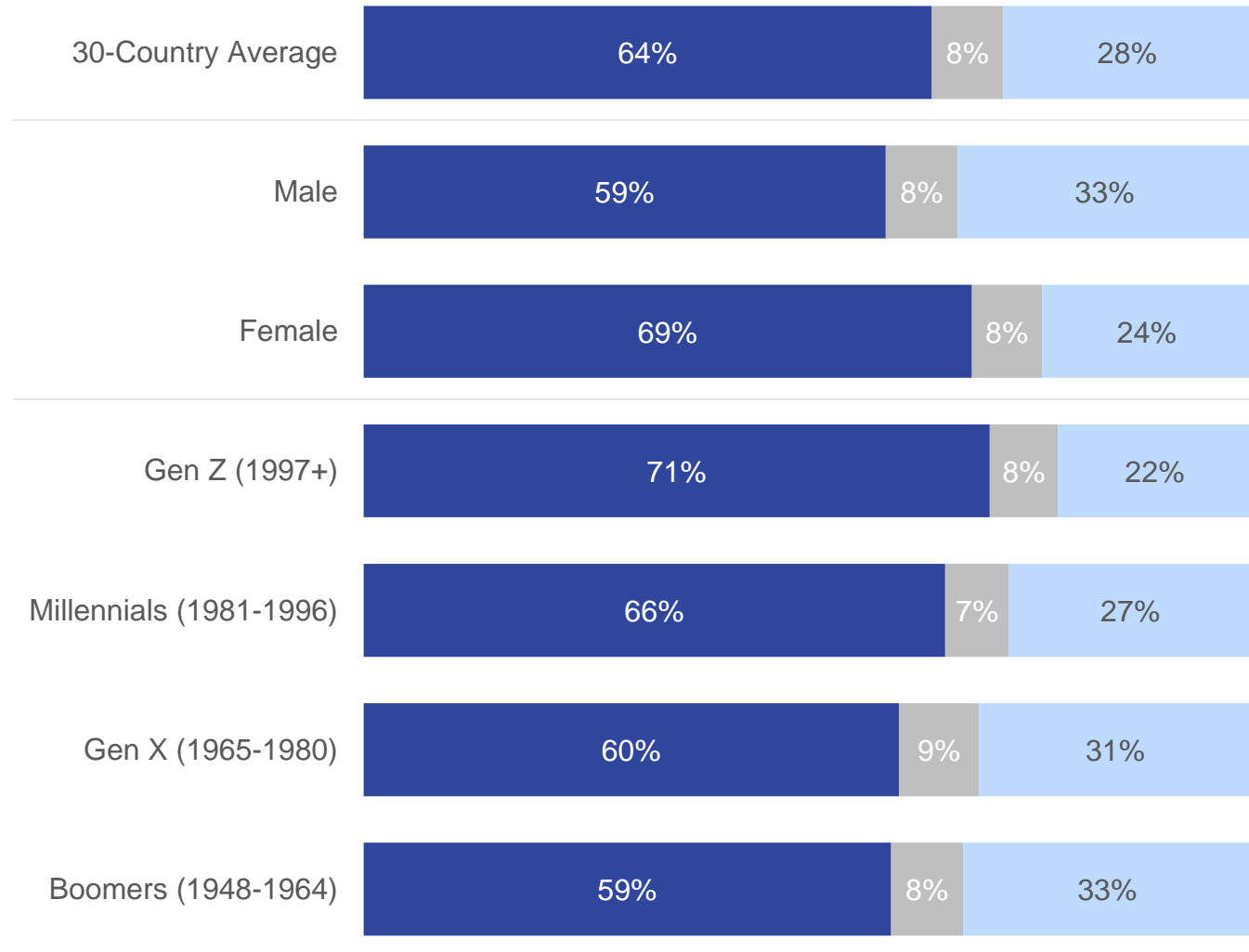


# Views about Same-Sex Couples' Right to Adopt By Gender and Generation

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do

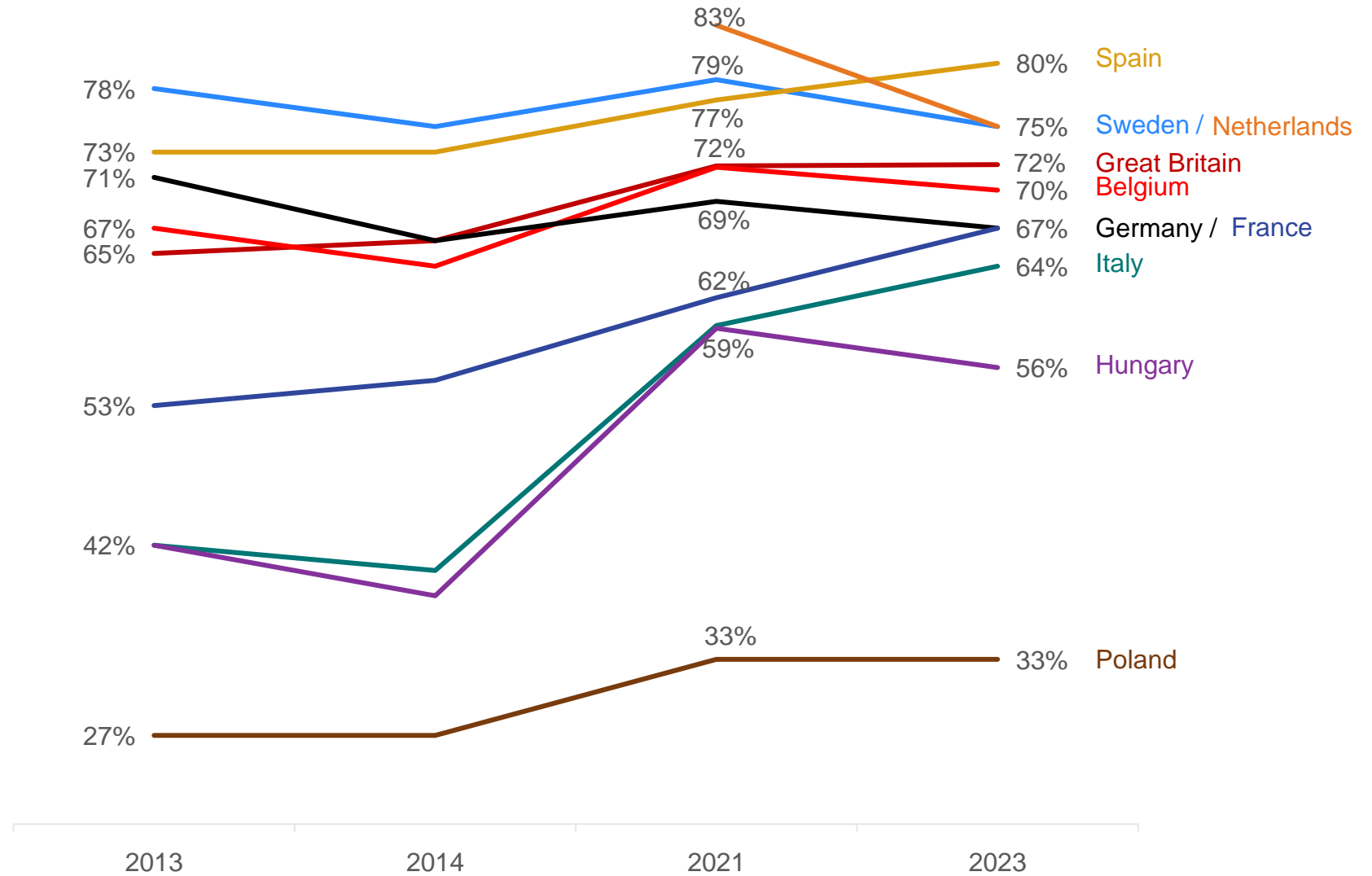
- Strongly/somewhat agree
- Not sure
- Strongly/somewhat disagree



# Change in Support for Same-Sex Couples' Right to Adopt (Europe)

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do (% AGREE)



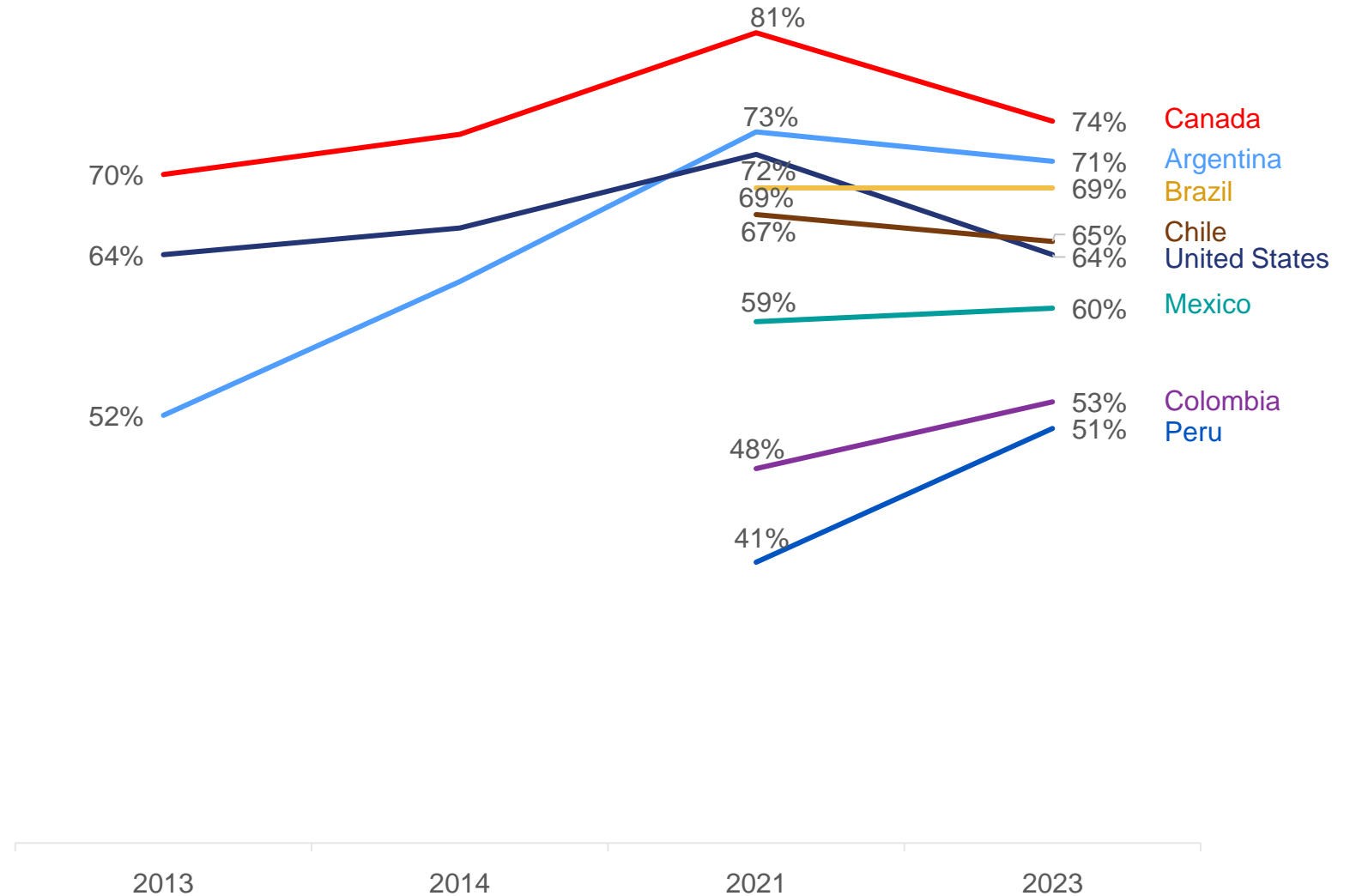
Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Change in Support for Same-Sex Couples' Right to Adopt (Americas)

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do (% AGREE)



Base: 22,514 online adults aged 16-74 across 30 countries

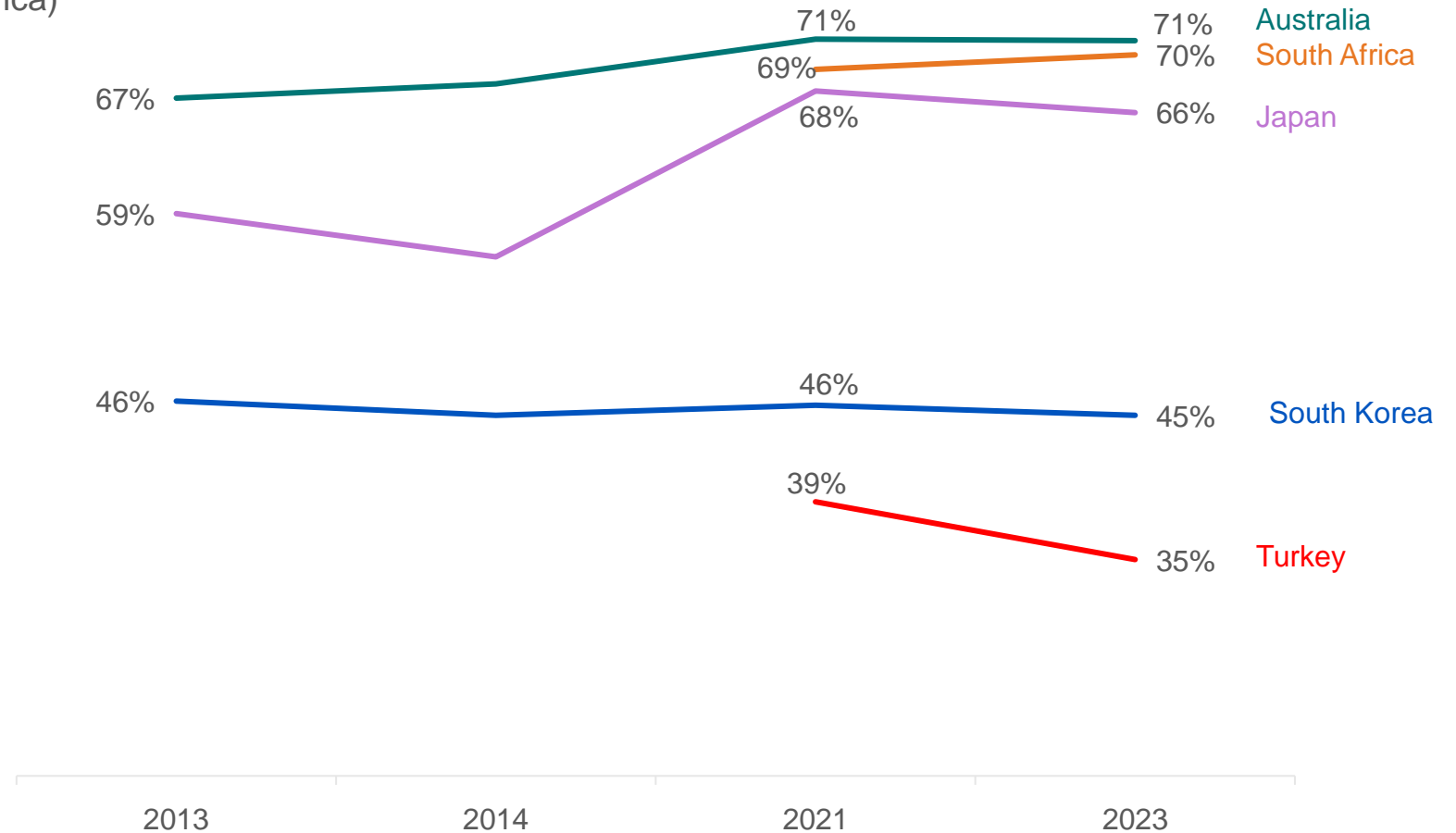
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



# Change in Support for Same-Sex Couples' Right to Adopt (Asia-Pacific/Africa)

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do (% AGREE)



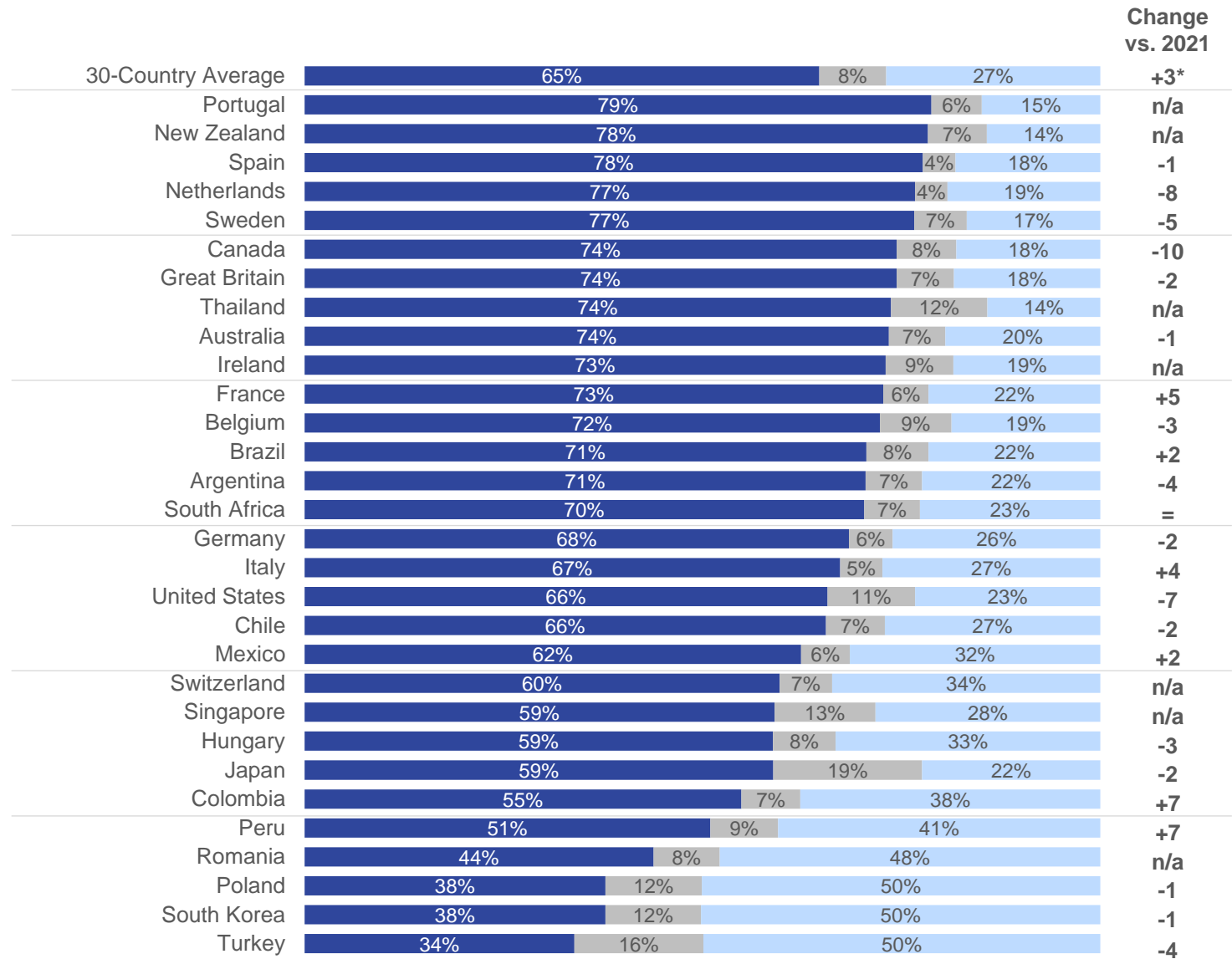
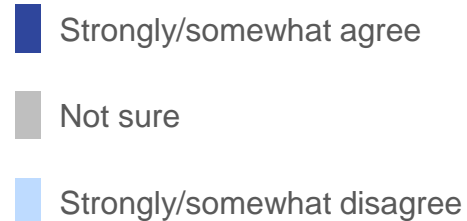
Base: 22,514 online adults aged 16-74 across 30 countries

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# Views about Same-Sex Couples' Parenting By Country

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples are just as likely as other parents to successfully raise children



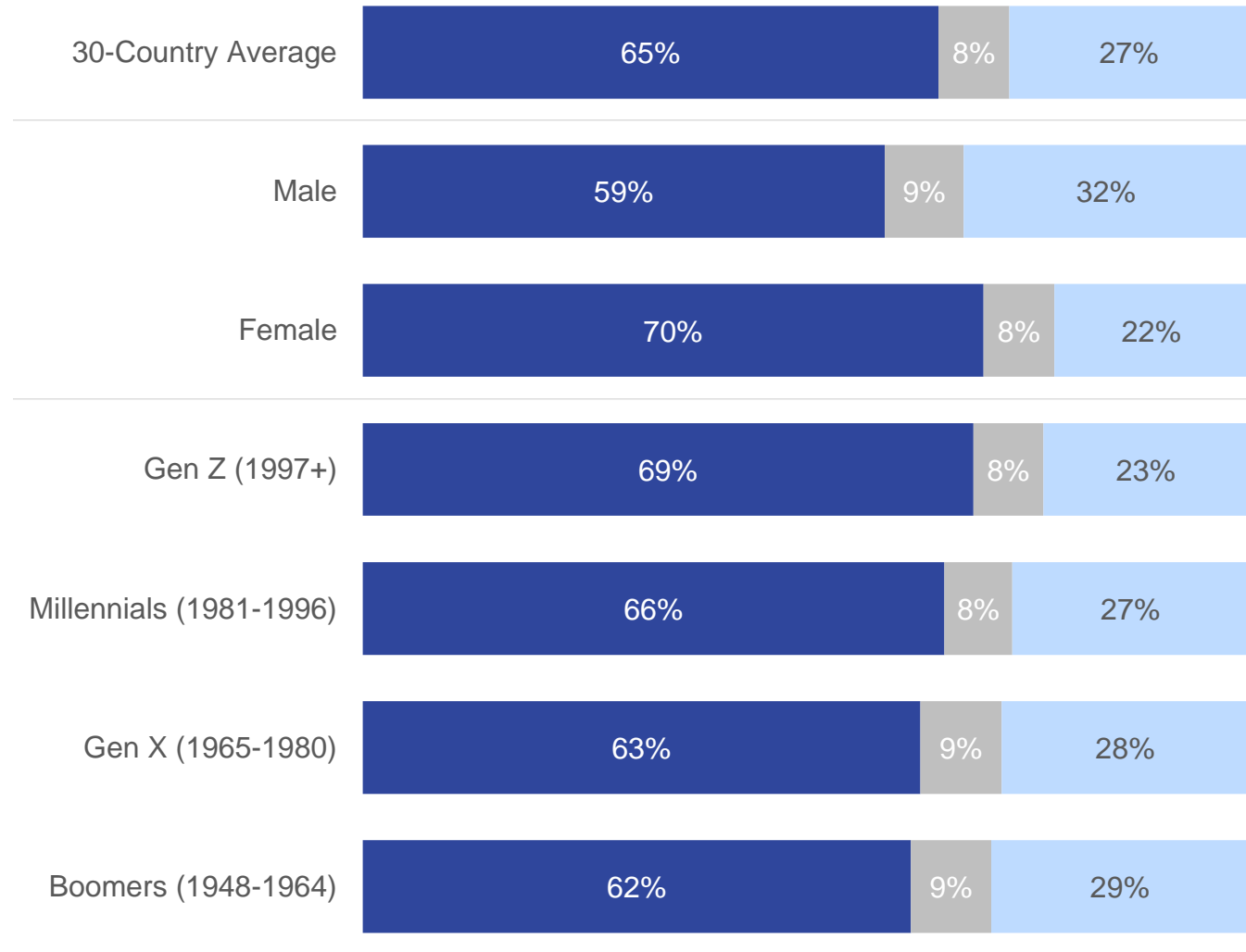
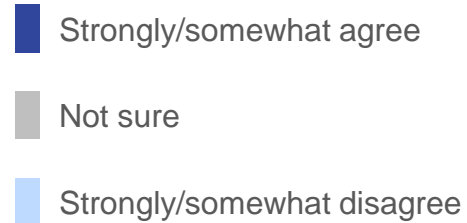
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\* Average 23 countries surveyed both in 2021 and 2023

# Views about Same-Sex Couples' Parenting By Gender and Generation

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples are just as likely as other parents to successfully raise children



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Transgender Issues





# Views on Transgender Issues – Summary

Globally, 67% say that transgender people face at least a fair amount of discrimination, compared with 19% who say they face little or no discrimination. Perceptions of discrimination are highest in Spanish and Portuguese-speaking countries, and lowest in Switzerland, Germany, and Japan.

Majorities in each of the 30 countries surveyed (76% on average) agree that transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

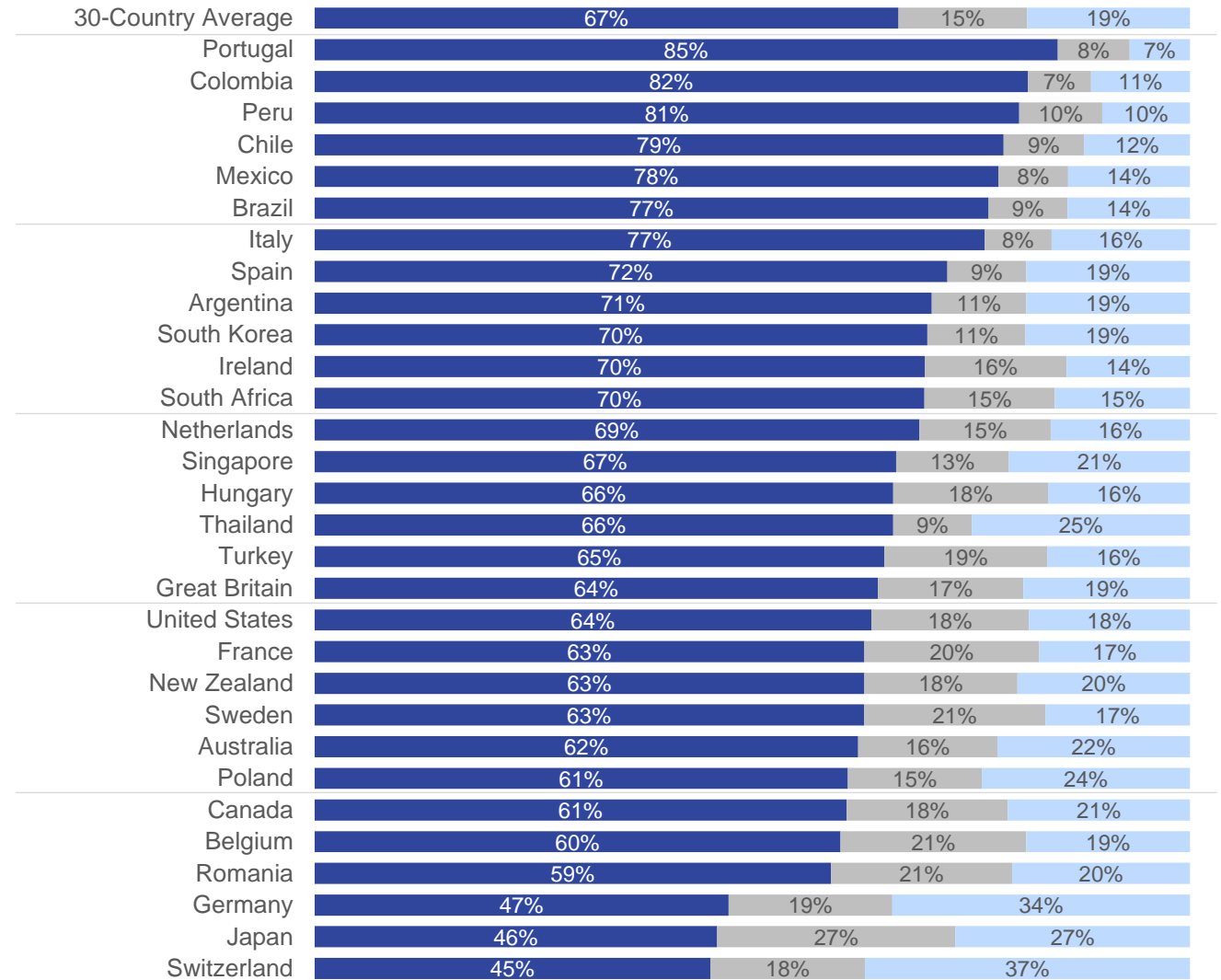
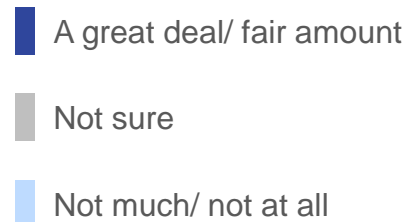
Other measures receive more mixed support: on average, 60% agree that transgender teenagers should be allowed to receive gender-affirming care, such as counseling and hormone replacement treatment, with parental consent; 55% agree that transgender people should be allowed to use single-sex facilities, such as public restrooms, that correspond to their gender; 53% agree that government-issued documents such as passports should have options other than “male” and “female” for people who do not identify as either; and 47% agree that health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures.

Among the 30 countries surveyed, support for various pro-transgender measures is consistently high in Thailand, Italy, Spain, and throughout Latin America; it tends to be lowest in South Korea, throughout Eastern Europe, in Great Britain, and in the United States where transgender rights and protections have become polarizing political issues.

Women and younger adults are more likely than men and older adults, respectively, to say the transgender community faces a lot of discrimination. They also show higher levels of support for all types of measures in favor of transgender people differences of about 6 to 9 points between women and men and between Gen Zers and Boomers. Partly driving this generational gap, Gen Xers and Boomers are more likely than younger adults to have no opinion about specific transgender issues or about the amount of discrimination transgender people face, possibly because they are less likely to know a transgender person.

# Perceived Transgender Discrimination By Country

Q. In your opinion, how much discrimination do transgender people face in our society today?

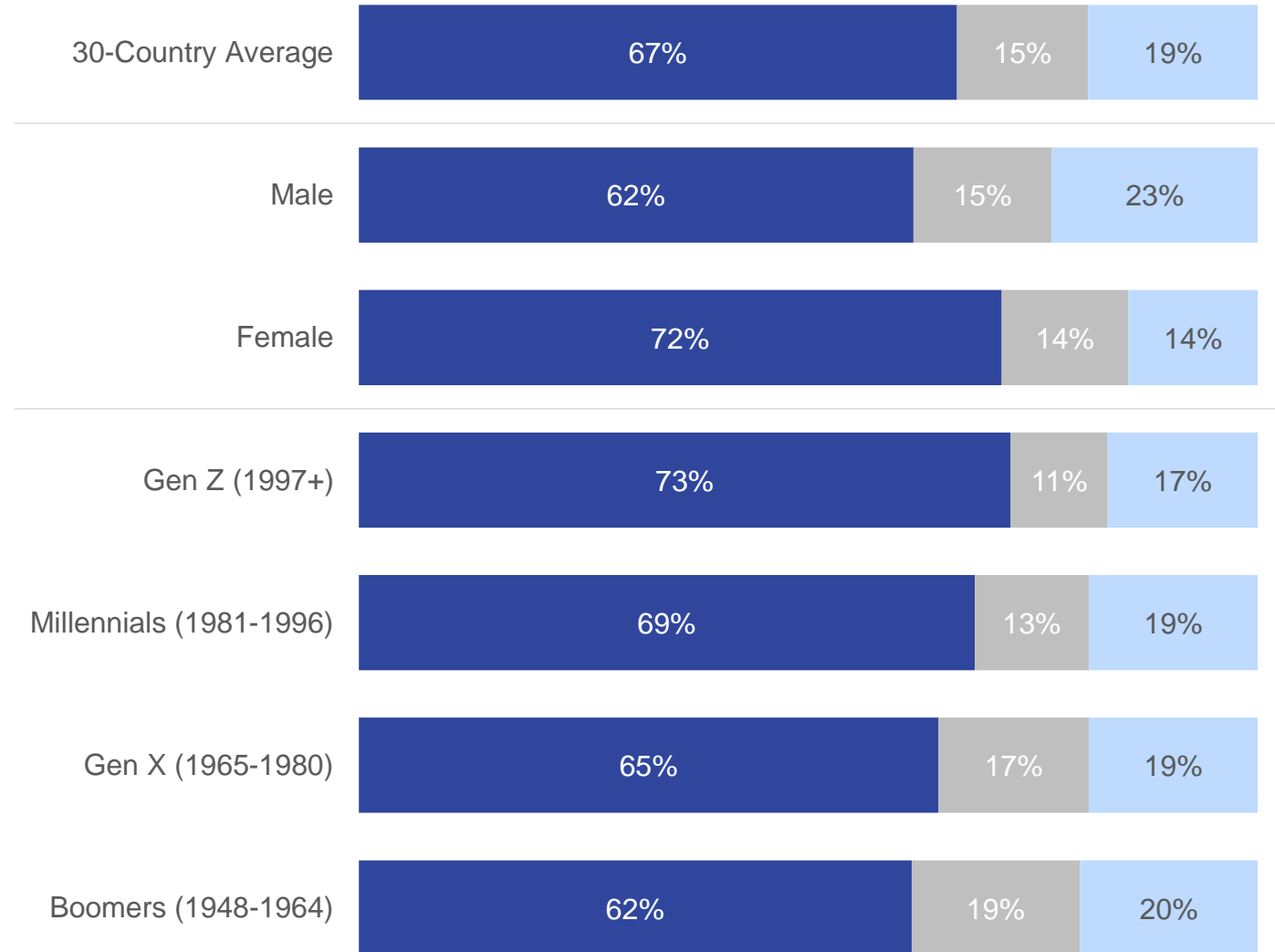
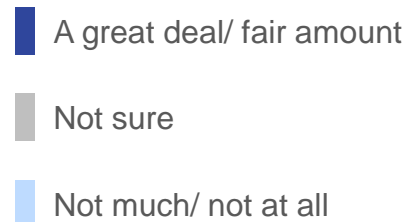


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# Perceived Transgender Discrimination By Gender and Generation

Q. In your opinion, how much discrimination do transgender people face in our society today?



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# Views on Transgender Issues

## 30-Country Average

Q. How much do you agree or disagree with the following?

- Strongly/somewhat agree
- Not sure
- Strongly/somewhat disagree

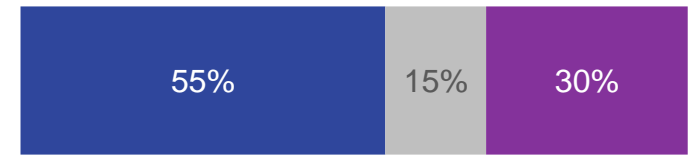
Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores



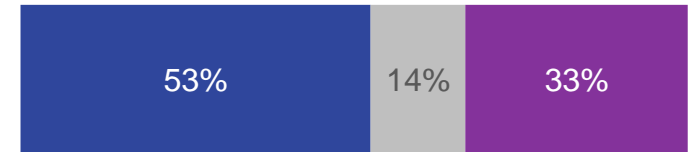
With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)



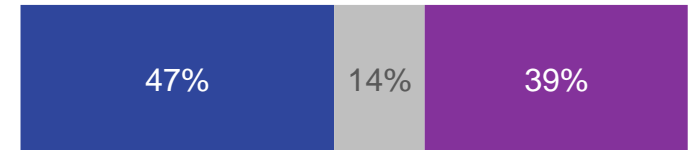
Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with



Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either



Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures



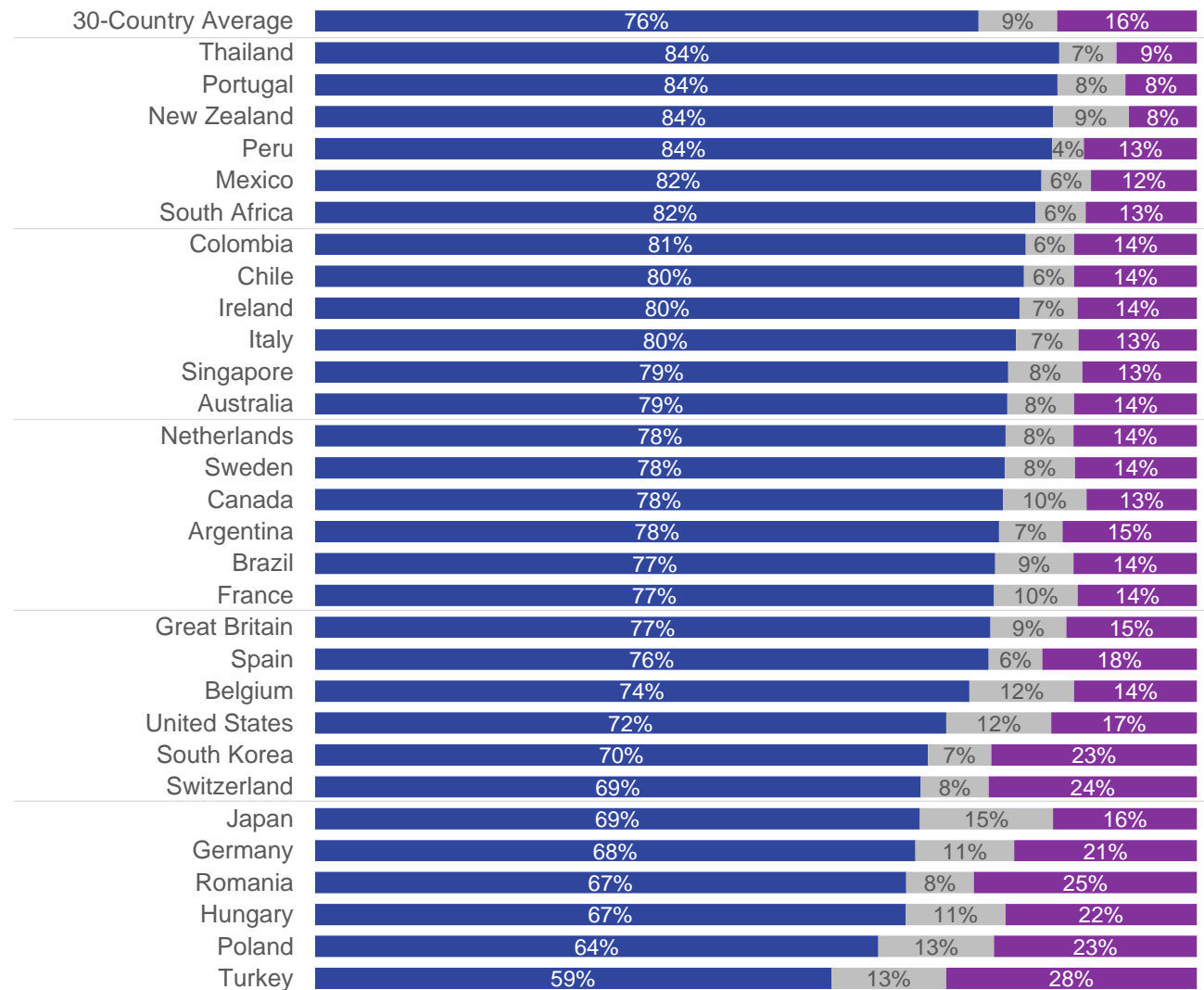
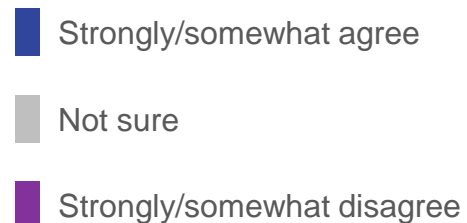
Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

# Views on Transgender Discrimination Protection By Country

Q. How much do you agree or disagree with the following?

Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores



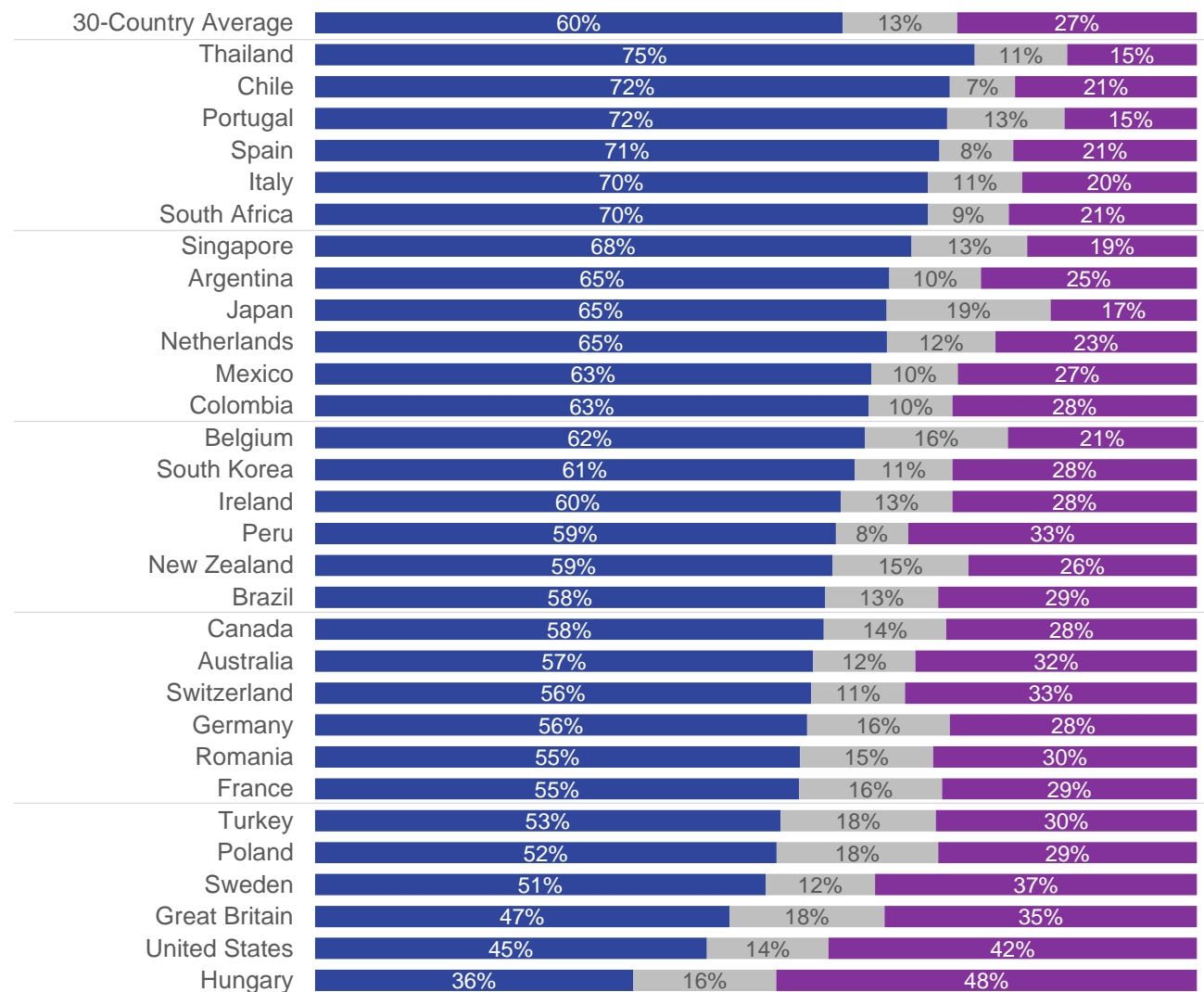
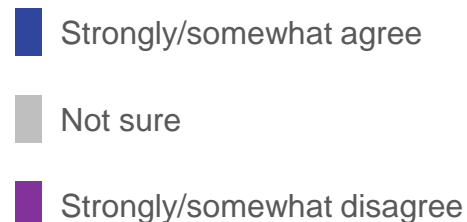
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# Views on Teens' Access to Gender-Affirming Care By Country

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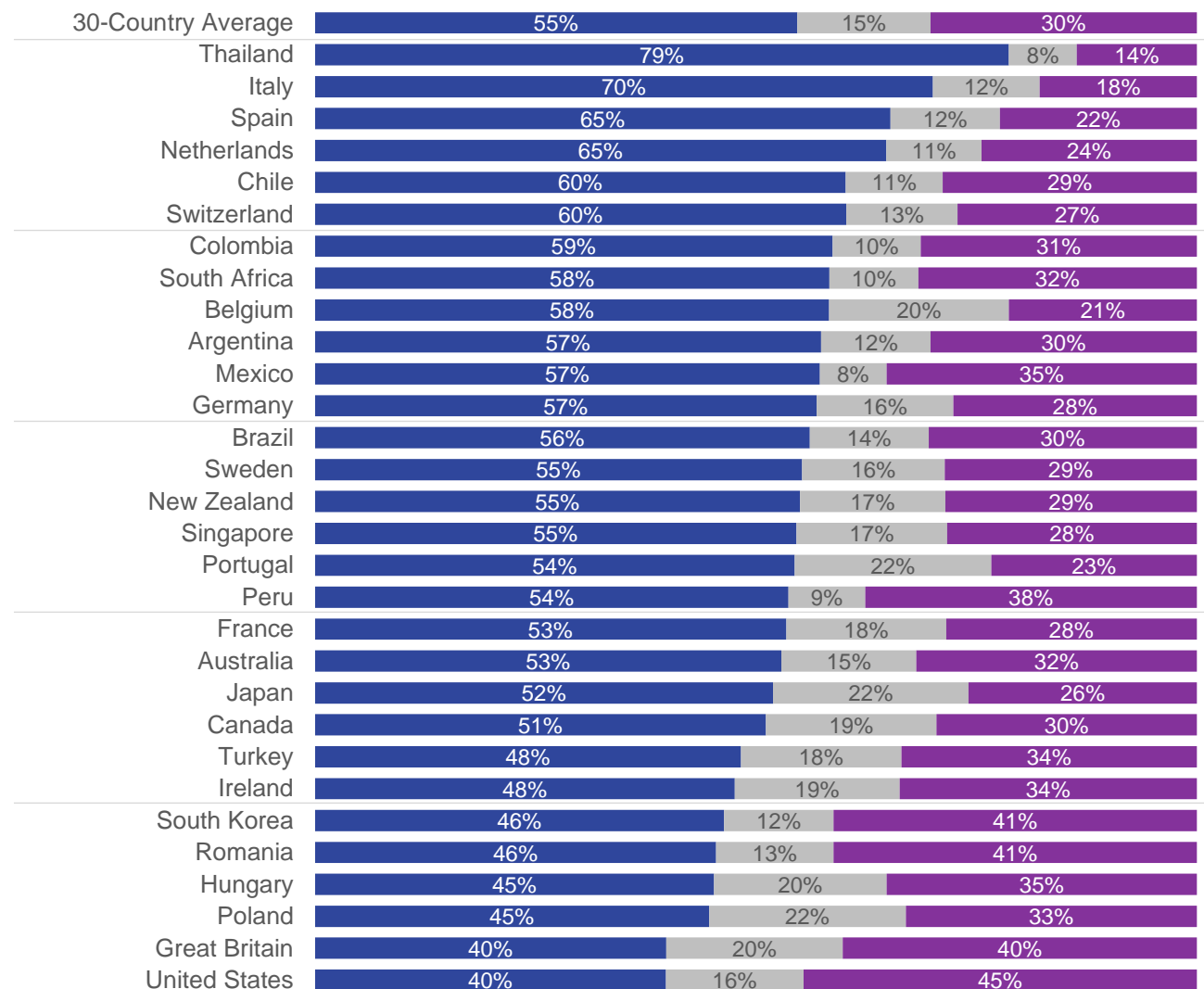
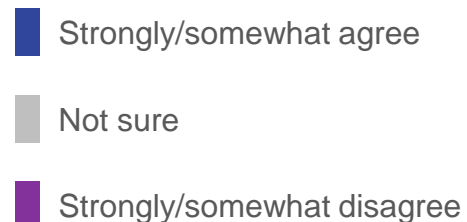
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# Views on Access to Facilities Matching Gender Identity By Country

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Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with



Base: 22,514 online adults aged 16-74 across 30 countries

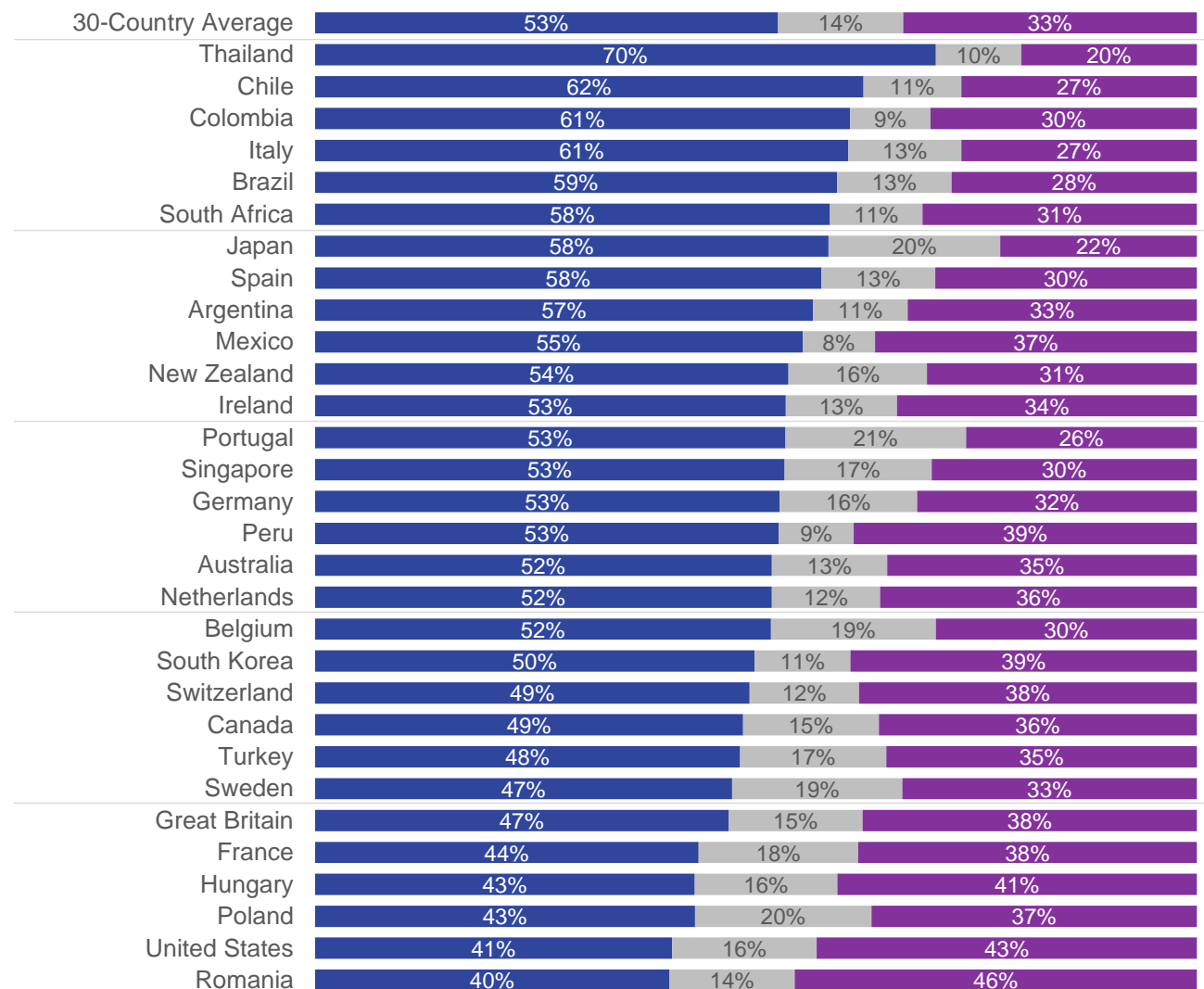
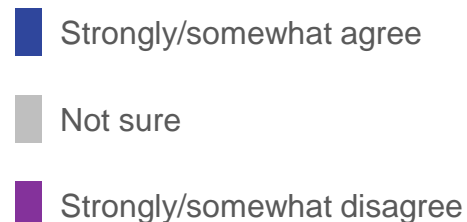
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# Views on Other-Gender Option on Official Documents By Country

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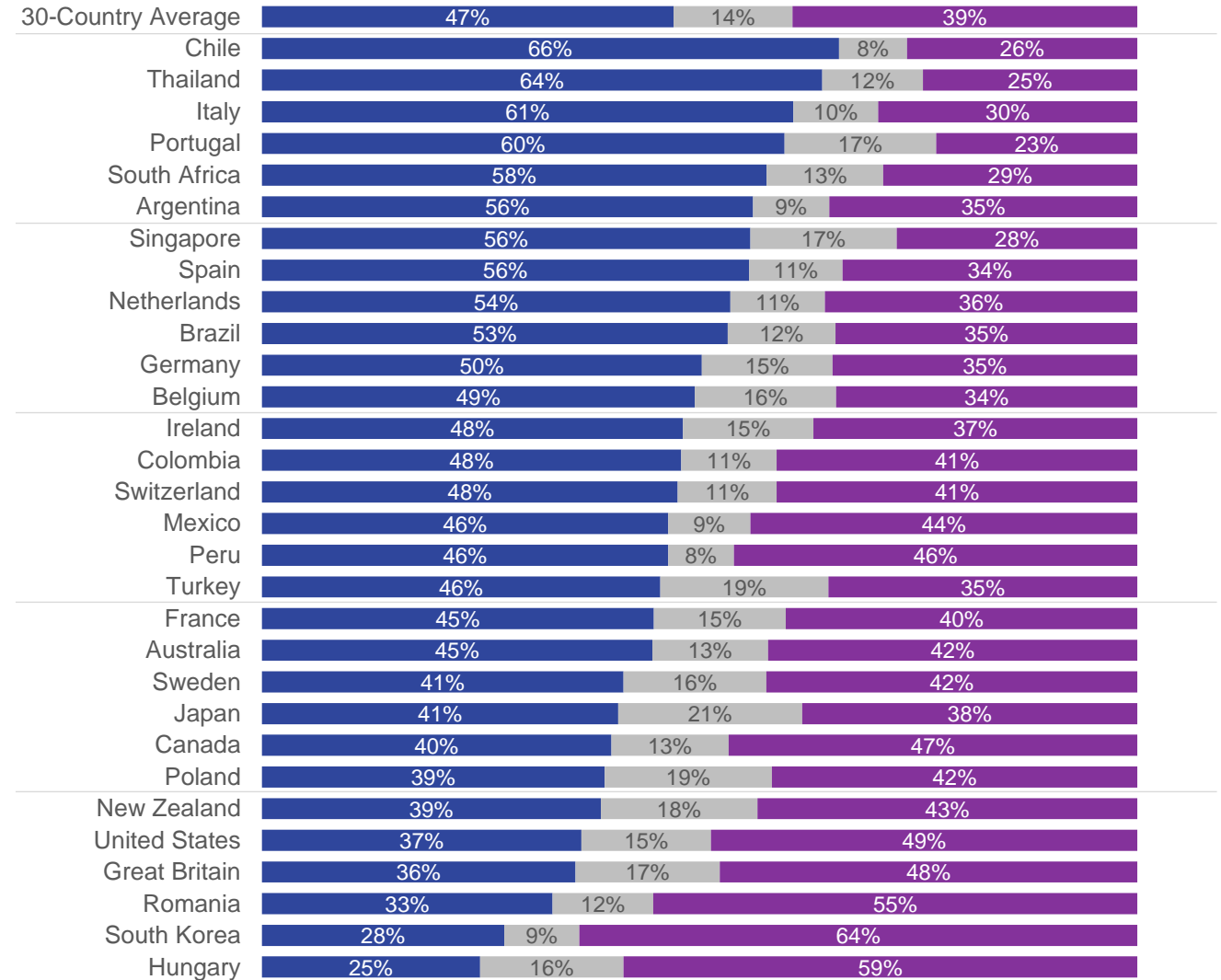
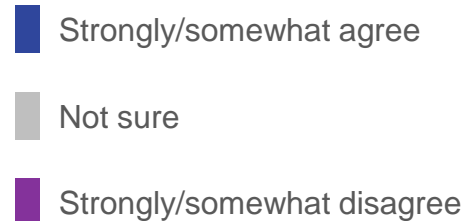
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# Views on Insurance Coverage of Gender Transition Costs By Country

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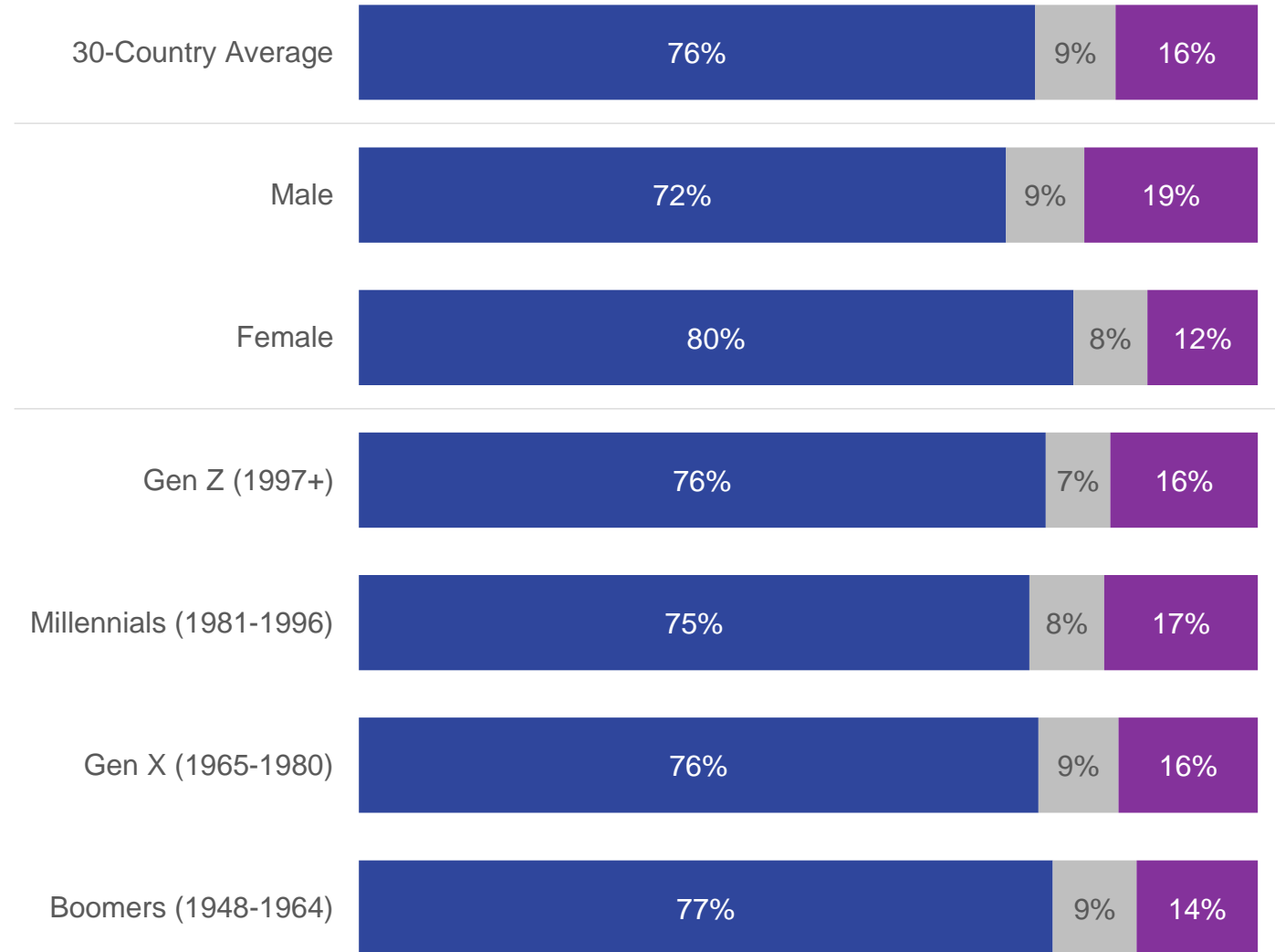
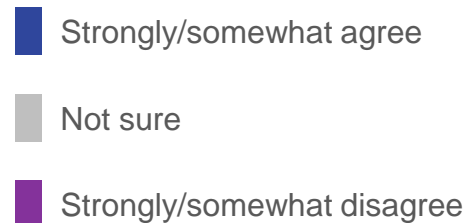
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# Views on Transgender Discrimination Protection By Gender and Generation

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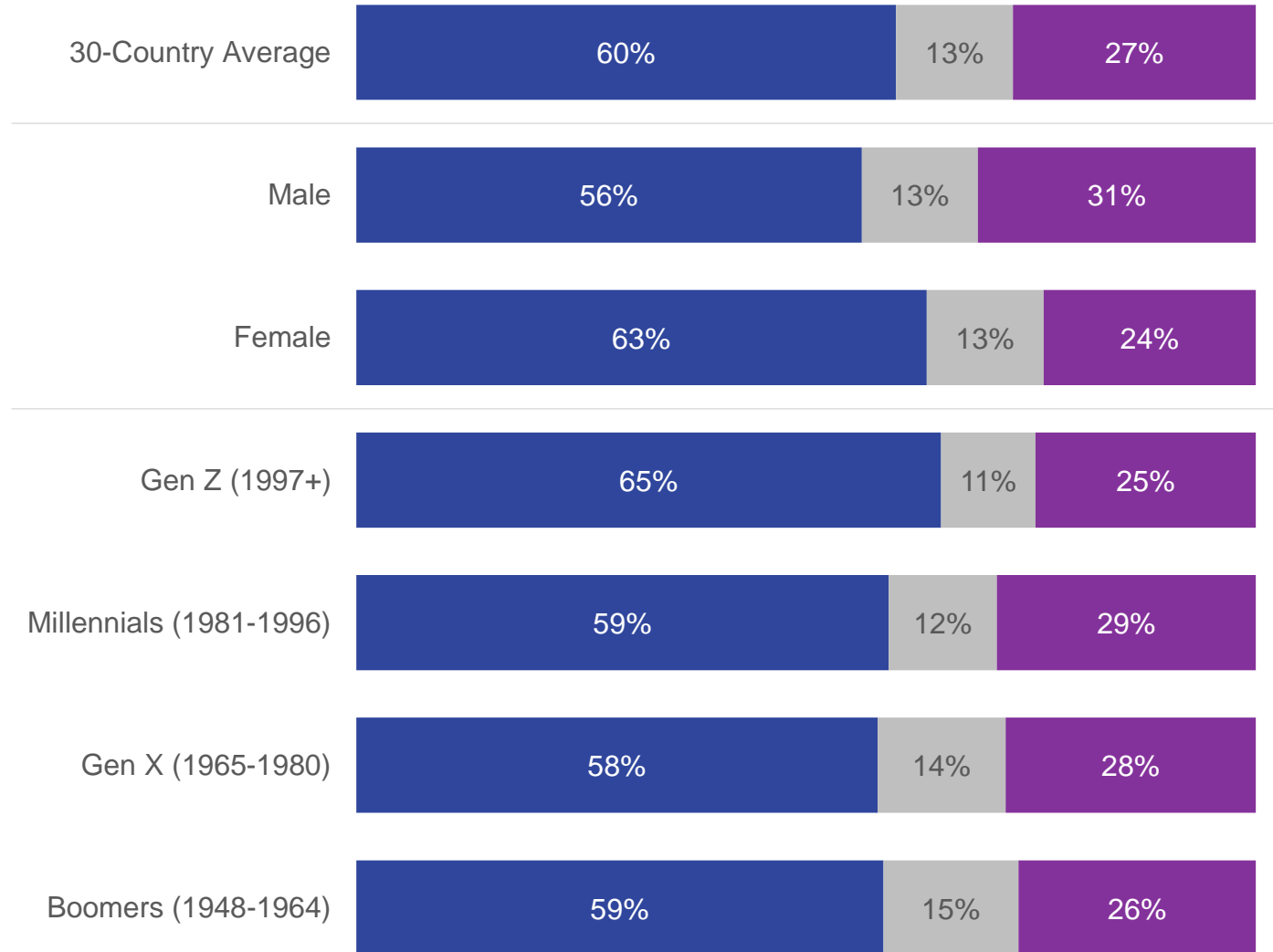
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With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)

- Strongly/somewhat agree
- Not sure
- Strongly/somewhat disagree



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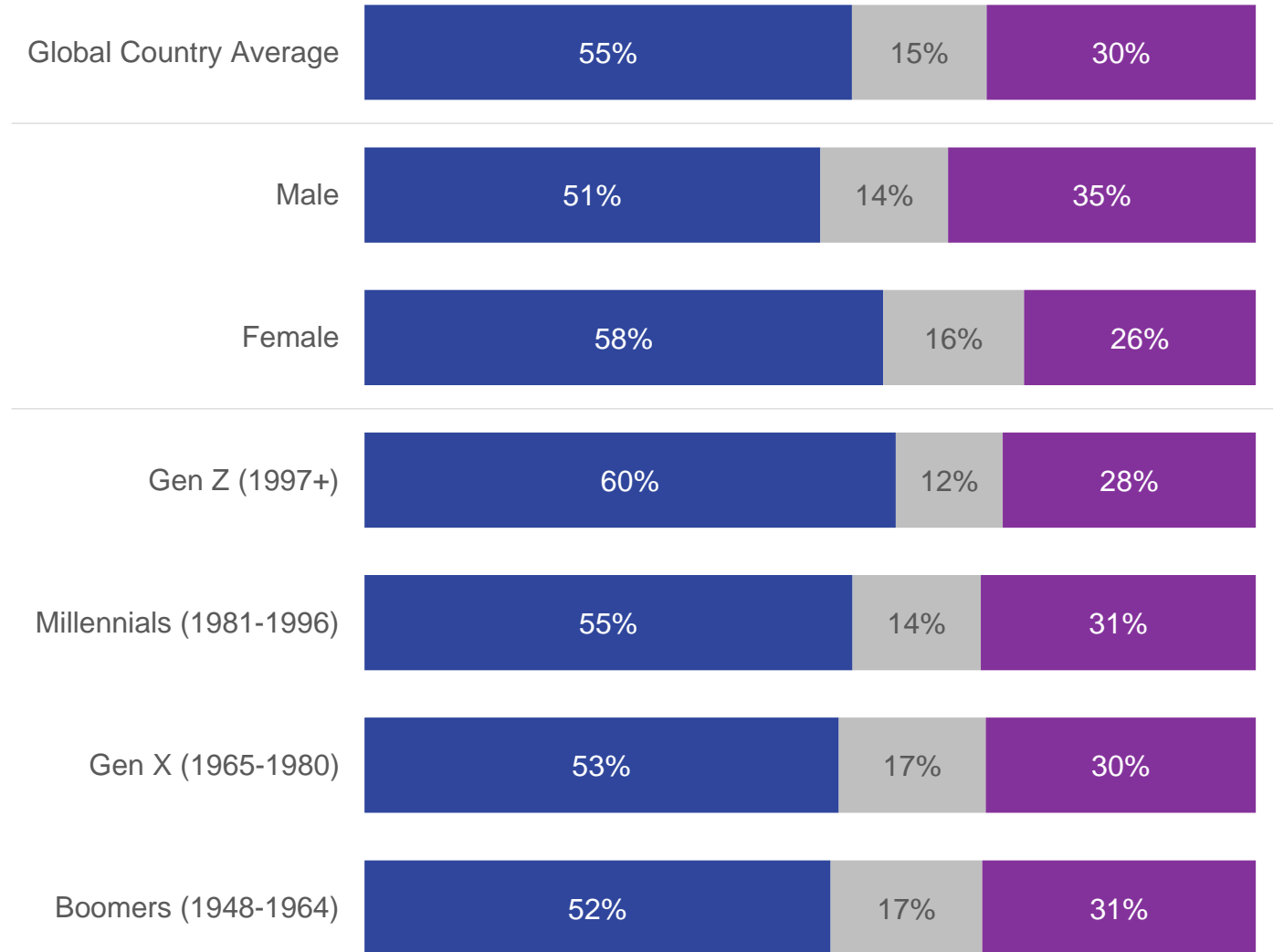
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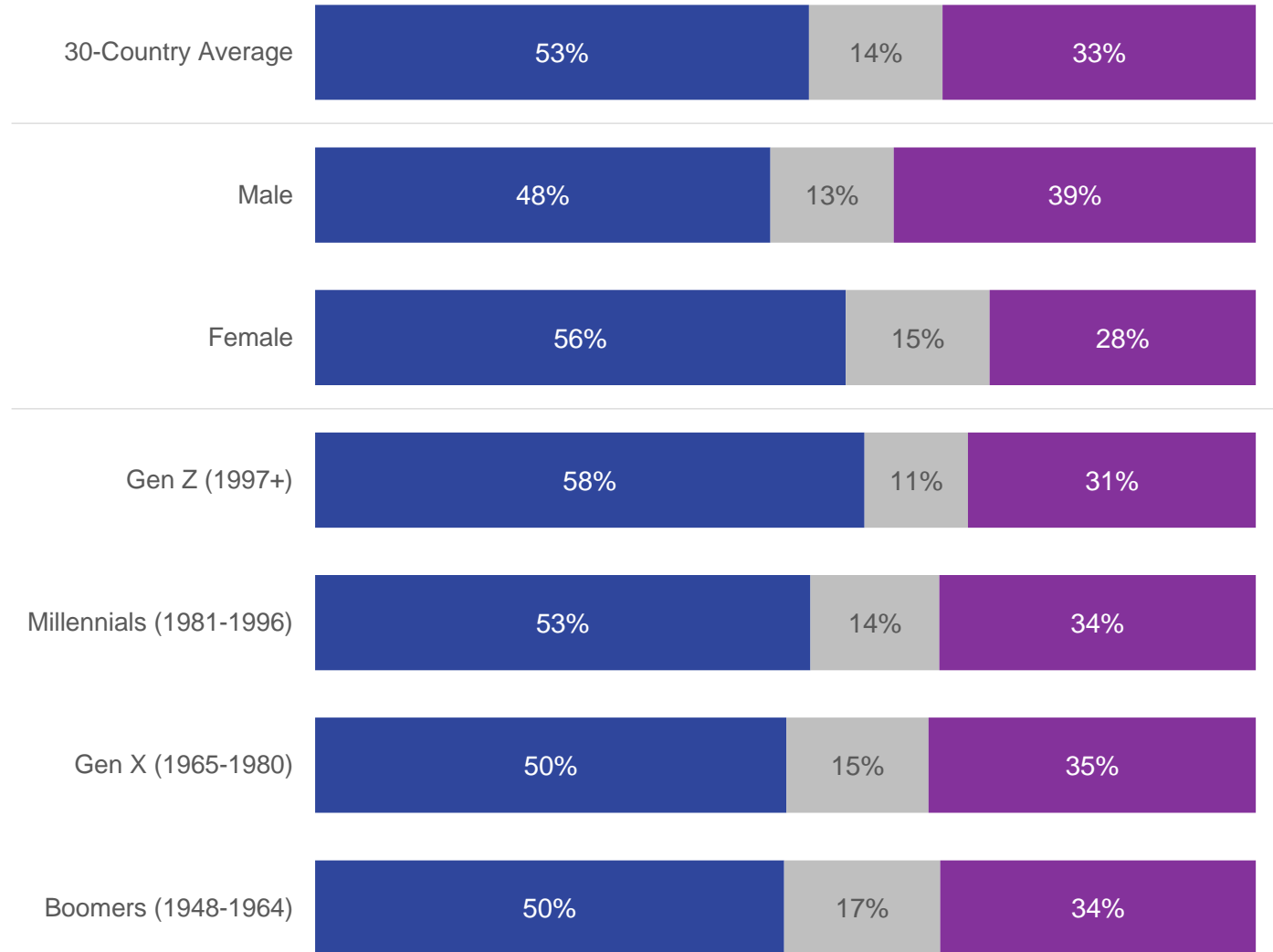
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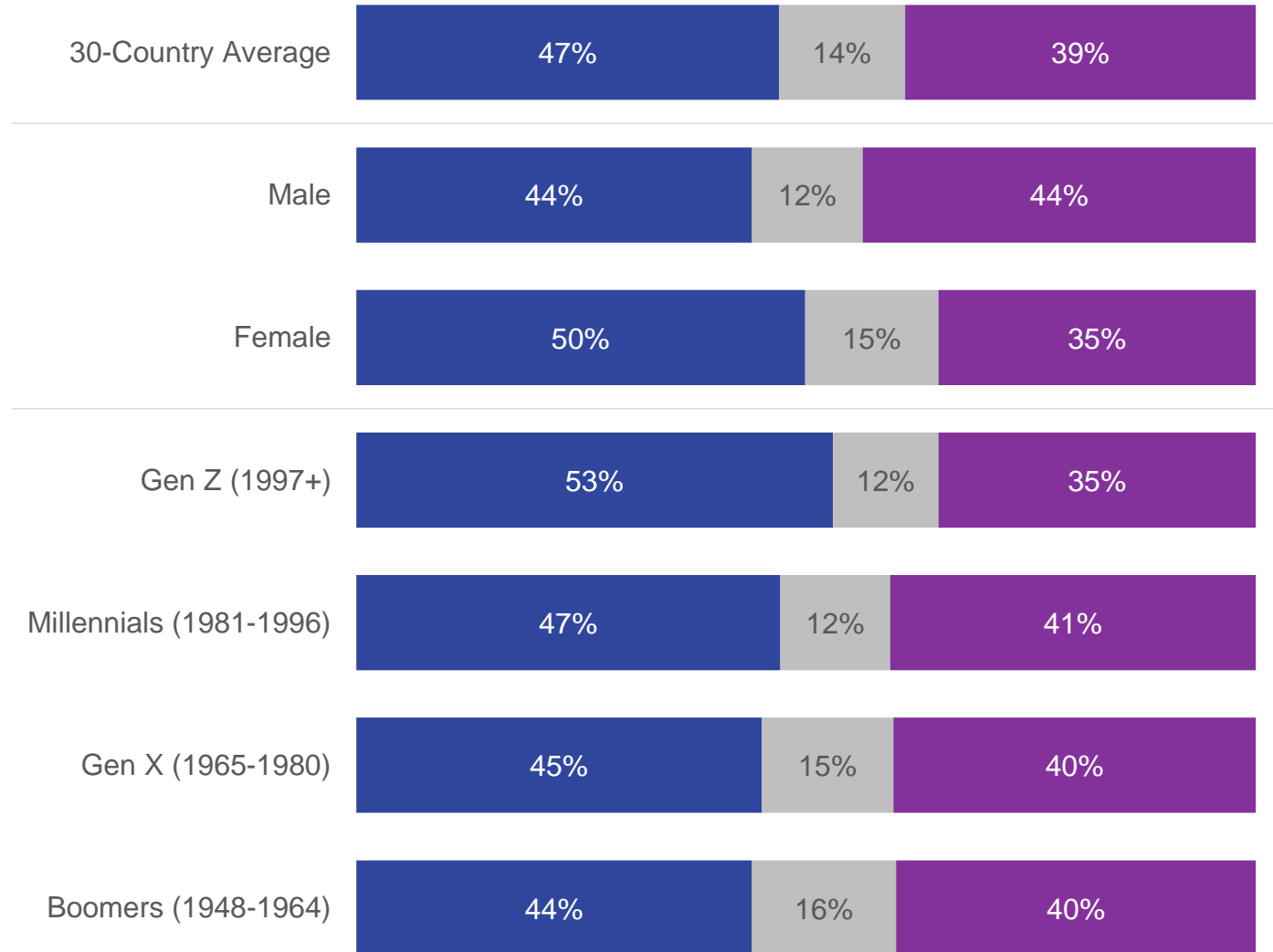


# Views on Insurance Coverage of Gender Transition Costs By Gender and Generation

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# Generation Gap in Views on Transgender Issues

Q. How much do you agree or disagree with the following? (% Agree)

- Gen Z (1997+)
- Millennials (1981-1996)
- Gen X (1965-1980)
- Boomers (1948-1964)



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# Methodology

- These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online survey platform between February 17 and March 3, 2023. For this survey, Ipsos interviewed a total of 22,514 adults aged 18-74 in Canada, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries.
- The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Singapore, South Korea, Spain, Thailand and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, the Republic of Ireland, the Netherlands, Peru, Poland, Romania, South Africa, Sweden, Switzerland, and Turkey.
- Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75.
- Samples in Brazil, Chile, Colombia, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data.
- The “30-country average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.
- Where results do not sum to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know/not sure” or not stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’s use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.

# About Ipsos

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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. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# Game Changers

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In our world of rapid change, the need for 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.**