

# KING TOWNSHIP CITIZEN SURVEY

Final Report

April 2023

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# METHODOLOGY & OBJECTIVES

# Objectives



The overarching objective of this survey is to better understand the attitudes and opinions of King Township citizens regarding life in their local community. King Township is determined to improve the quality of life of its citizens, with the goal of making King Township a stronger, more resilient community that delivers high quality municipal services catering to the evolving needs of its citizens.

More specifically, the objectives of this research are to:

- Measure the Township's performance in terms of its ability to provide and maintain a strong quality of life for citizens and citizen satisfaction with the provision of municipal services, programs, and projects.
- Assess the extent to which citizen needs can be said to have changed and evolved (i.e., in response to the pandemic) and identifying services that are of top priority to citizens.
- Identify which services have benefitted from being reimagined and which should be modified, adapted or eliminated.
- Identify preferred methods of service delivery and the ways in which customers like to receive services.
- Determine the method through which citizens prefer to receive information and be engaged.

# Methodology



The survey was conducted primarily online where a random sample of King Township citizens were recruited through a letter in the mail. A small number of citizens contacted Ipsos to conduct the survey over the phone.

Address-based sample was provided by King Township and consisted of all residential households in the Township. Ipsos pulled a stratified random sample of 3,470 households from the address list of 7,313 records. Oversampling was conducted in Wards 3 and 6 to account for the smaller population of citizens in those wards. Ipsos sent invitations to participate in the survey via mail to those households randomly selected to participate in the survey. Survey packages included an invitation letter to participate in the survey and an FAQ document to provide citizens with more information about the survey. Each respondent was provided with a unique PIN to ensure that survey responses would only be entered once by the appropriate individual.

In total, 533 citizens of King Township responded to the postcards by completing the survey, a figure which represents a response rate of about 15%. To ensure the sample composition reflects that of King Township, the data has been weighted by age, gender, and ward.

The below table provides a summary of the response rates by ward:

Ward	Invitations Sent	Survey Completes	Response Rate
1	659	114	17.3%
2	860	135	15.7%
3	595	99	16.6%
4	635	107	16.9%
5	584	71	12.2%
6	137	7	5.1%
<b>Total</b>	<b>3,470</b>	<b>533</b>	<b>15.4%</b>

# Methodology



## REPORTING CONVENTIONS

Wherever applicable, results are benchmarked against the Ipsos municipal norms database. The municipal norms database is an aggregate scores that includes data from a mix of telephone and online surveys conducted in municipalities across Canada. There are certain questions in the survey that were included that have been asked in exactly the same way, in previous surveys for other municipalities, to enable this comparison. The data from King Township was included in the municipal norms database we are benchmarking against.



## SURVEY INCENTIVE

At the end of the survey, respondents were given the opportunity to enter into a prize draw to win a \$250 gift card to redeem at a King Township Chamber of Commerce affiliated business of their choosing.



## PRECISION

The precision of Ipsos online surveys is calculated via a credibility interval. In this case, the margin of error is +/- 4.2 percent, 19 times out of 20, had all King Township citizens aged 18+ been surveyed.



## TIMING

The survey fielded from February 2 to February 22, 2023.

# KEY FINDINGS & EXECUTIVE SUMMARY



# Key Findings

1

Almost all citizens rate the quality of life as very good or good in King Township. Furthermore, nine in ten agree that King Township is a great place to raise a family and is safe.

2

Issues associated with taxation, traffic, and development are cited as the top three issues facing the Township.

3

Eight in ten citizens are satisfied with the quality of services provided by the Township.

4

Value for tax dollars is perceived as low among citizens, just over half say they receive very good to good value for their tax dollars

5

Citizens are split on whether to increase taxes in-line with inflation to maintain services or to maintain current tax levels and reduce some services for citizens.

6

Citizens are significantly more likely to prefer user fees over increases in taxes to support future infrastructure investments.

7

Almost two thirds of citizens say that they have contacted the Township in the past 12 months, The vast majority of those who contacted the Township are satisfied with their interaction(s).



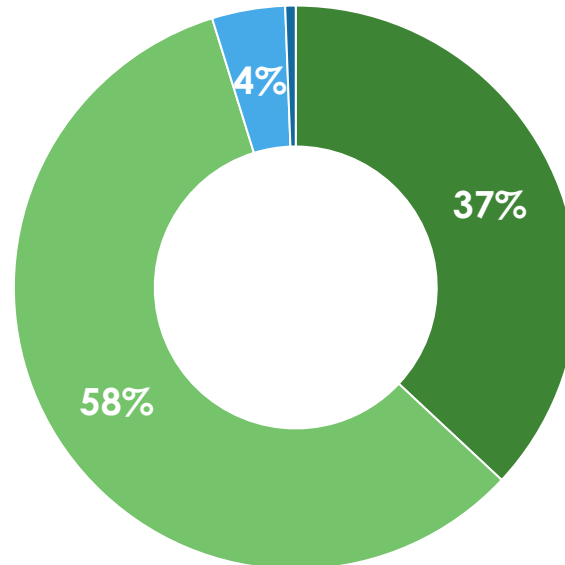
# LIFE IN KING TOWNSHIP



# Quality of Life in King Township

- Virtually all (95%) citizens of King Township rate the overall quality of life in their community positively, a figure which tracks slightly above what is observed in the Ipsos municipal norms database (93%).

■ VERY GOOD   
 ■ GOOD   
 ■ POOR   
 ■ VERY POOR



**95%  
Good Quality**

municipal norms	
Very Good	37%
Good	56%
Poor	6%
Very Poor	1%
Don't know	0%

Note: Values less than 3% not labelled.

Base: All respondents (n=533)  
Q1. How would you rate the overall quality of life in King Township, today?

# Most Important Issues in King Township

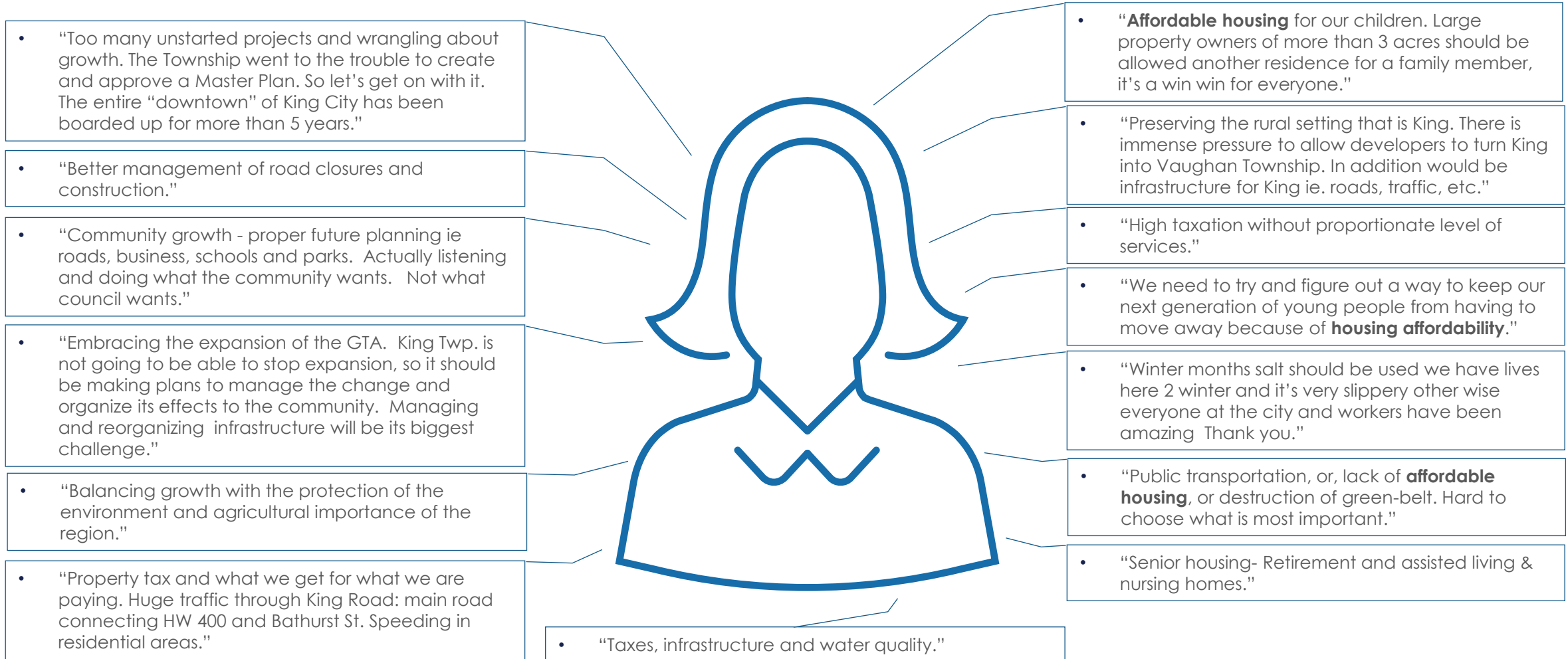
- When asked, in an open-ended format, to describe the most important issues facing their community a variety of responses are provided with municipal governance & taxation (17%), traffic congestion (15%), and urban development (13%) topping the list.
- Ward 3 citizens are by far the most likely to view road conditions and construction as being the top issue (20% vs. 4% across all other wards). Citizens of Ward 2 tend to be more likely to cite water quality (20% vs. <1% across all other wards) whereas Ward 1 citizens are generally more likely to mention a lack of grocery stores (9% vs. <1% across all other wards) as being important issues.



Base: All respondents (n=533)

Q3. In your view, as a resident of King Township, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

# In Their Own Words: Most Important Issues in King Township



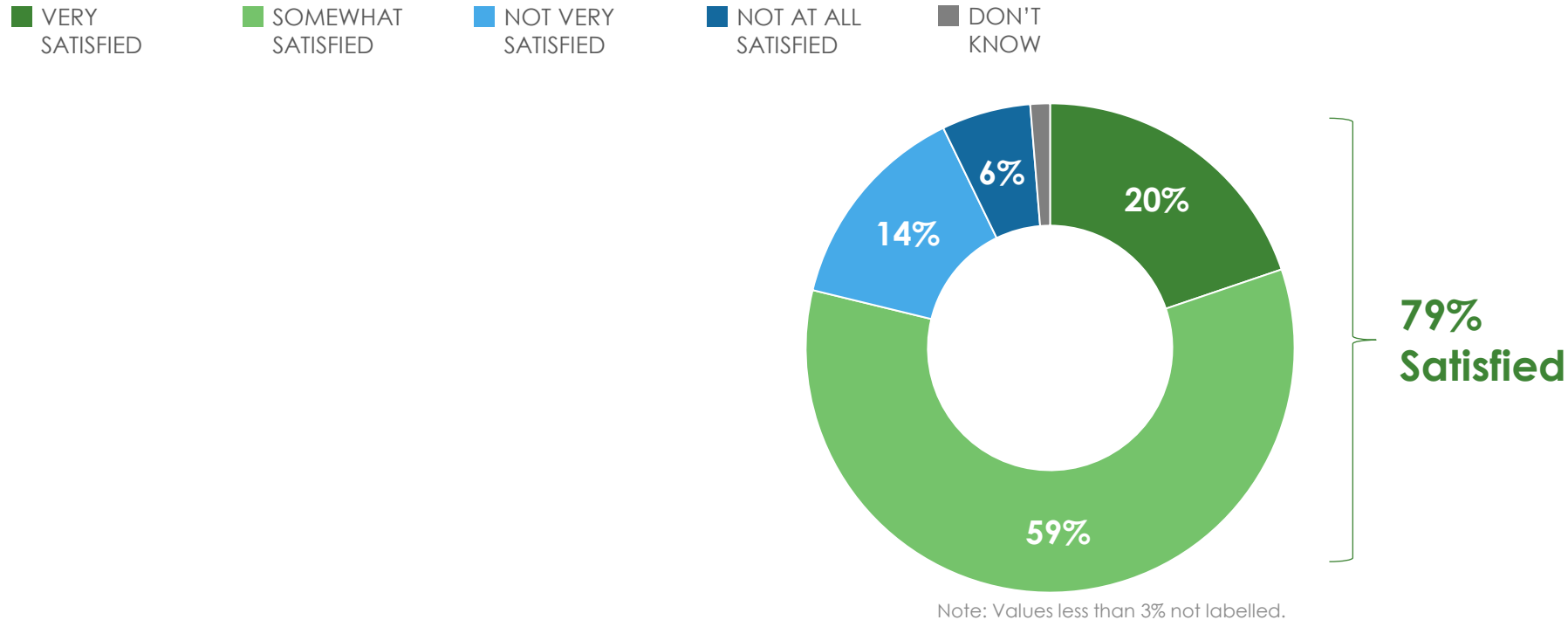
Base: All respondents (n=533)

Q3. In your view, as a resident of King Township, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

# PROGRAMS AND SERVICES PROVIDED BY KING TOWNSHIP

# Quality of Services Provided by King Township

- The vast majority (79%) of King Township citizens indicate satisfaction with the quality of services provided by King Township. Satisfaction with services in King Township are slightly lower than what is observed in the Ipsos municipal norms database (79%, compared to 88%).
- Ward 1 scores tend to be lower, relative to the other wards, when it comes to perceptions of service quality (69% vs. 82% across all other wards).

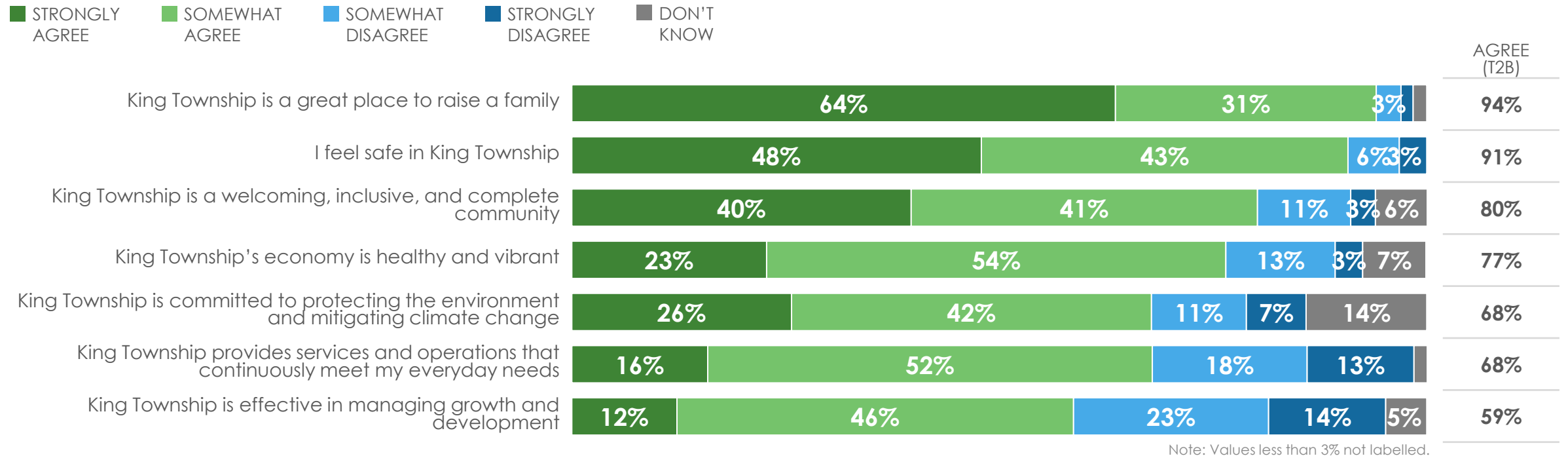


municipal norms	
Very satisfied	29%
Somewhat satisfied	59%
Not very satisfied	9%
Not at all satisfied	2%
Don't know	1%

Base: All respondents (n=533)  
 Q4. Overall, how satisfied are you with the quality of services that are provided by King Township?

# Perceptions of Living in King Township

- There is an overwhelming belief, among citizens of King Township, that their community is safe (91%) and a great place to raise a family (94%). Other perceptions of life in King are also viewed positively, with around eight in ten agreeing with the idea that King Township is welcoming community (80%), and that it is healthy & vibrant economically (77%). Seven in ten citizens agree that the Township is committed to protecting the environment (68%), and offers services that meet their needs (68%). Notably, a slim majority (59%) agree that King Township is effective at managing growth and development.

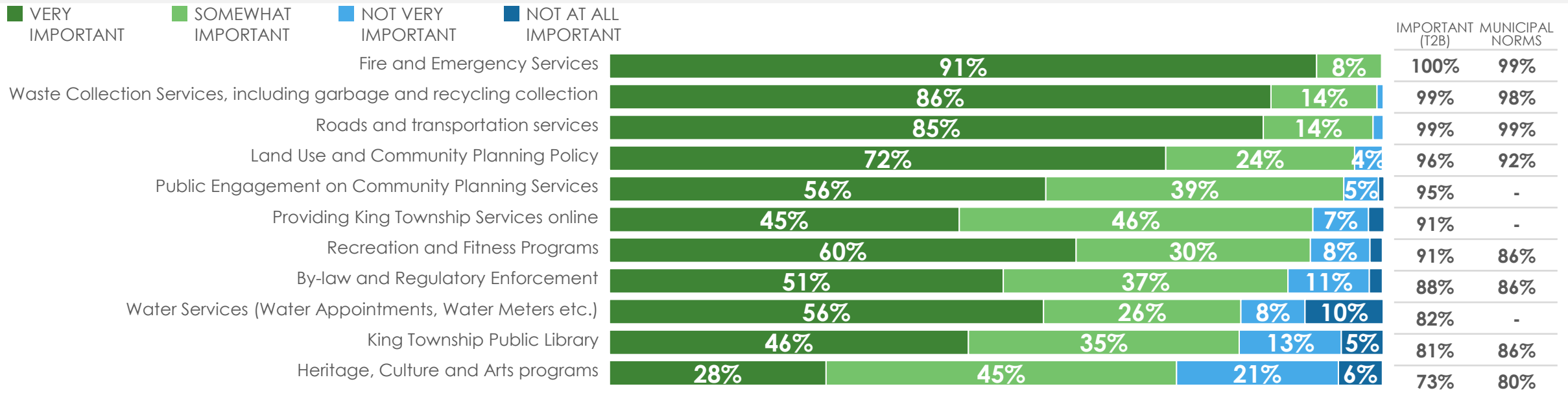


Base: All respondents (n=533)

Q5. Thinking about life in King Township, please rate the extent to which you agree or disagree with each of the following statements.

# Importance of Township Services to Citizens

- Virtually everyone acknowledges the importance of fire & emergency services (100%), roads (99%), land use & community planning (96%), and public engagement & community planning (95%), with almost all citizens rating each of these services as being *important* to them. Strong majorities of citizens also rate the importance of other services such as recreation and fitness programs (91%), and bylaw enforcement (88%) highly. Citizens are slightly less likely to view heritage, culture, and arts programs as important compared to other services provided by the Township.
- With the exception of the public library and heritage, culture, and arts programs, scores for King Township services equal or exceed municipal norms across the board.
- Citizens of Wards 3 (56%) and 6 (14%) are among the least likely to rate water services as being important (vs. 85% across all other wards). Citizens of Wards 4 are among the most likely to rate heritage, culture, and arts programs as being important (91% vs. 69% across all other wards). Middle-income households (\$80k-\$120k) tend to be more likely to rate heritage, culture, and arts programs as being important (92% vs. 69% across all other income brackets).



Base: All respondents (n=533)

Q6. How important are each of the following programs and services offered by King Township to you?

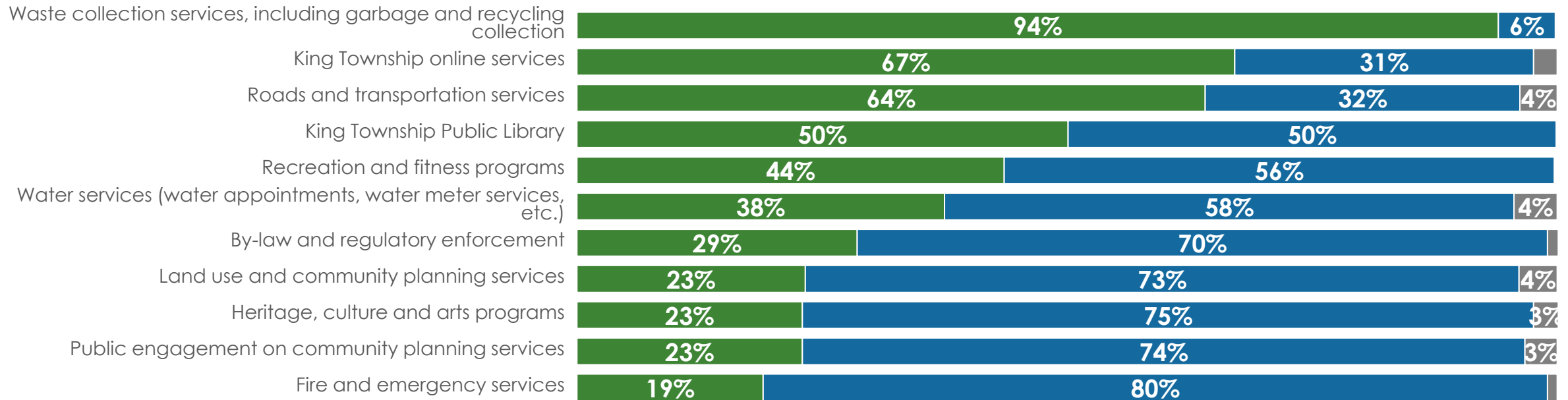
Note: Values less than 3% not labelled.



# Programs & Services Accessed by Citizens

- Citizens are using waste collection services most frequently (94%), followed at a great distance by online services (67%) and roads and transportation services (64%). Fire and emergency services, public engagement activities, and heritage, culture and arts programs are being used less frequently.
- The 18-44 cohort is statistically most likely to report having used recreation and fitness programs within the past 12 months (56% vs. 35% of all others). Citizens of Wards 1 (55%) and 2 (48%) are among the most likely to claim to have used water services, at some point during the past 12 months (vs. 24% of all other Wards). Citizens of Wards 1 (62%) and 4 (60%) are among the most likely to claim to have used the library, in the past 12 months (vs. 42% across all other wards). Women are more likely to say they've used recreation and fitness programs (49% vs. 38% of men), heritage, culture, and arts programs (30% vs. 16%), and the public library (56% vs. 45%).

■ YES   ■ NO   ■ DON'T KNOW



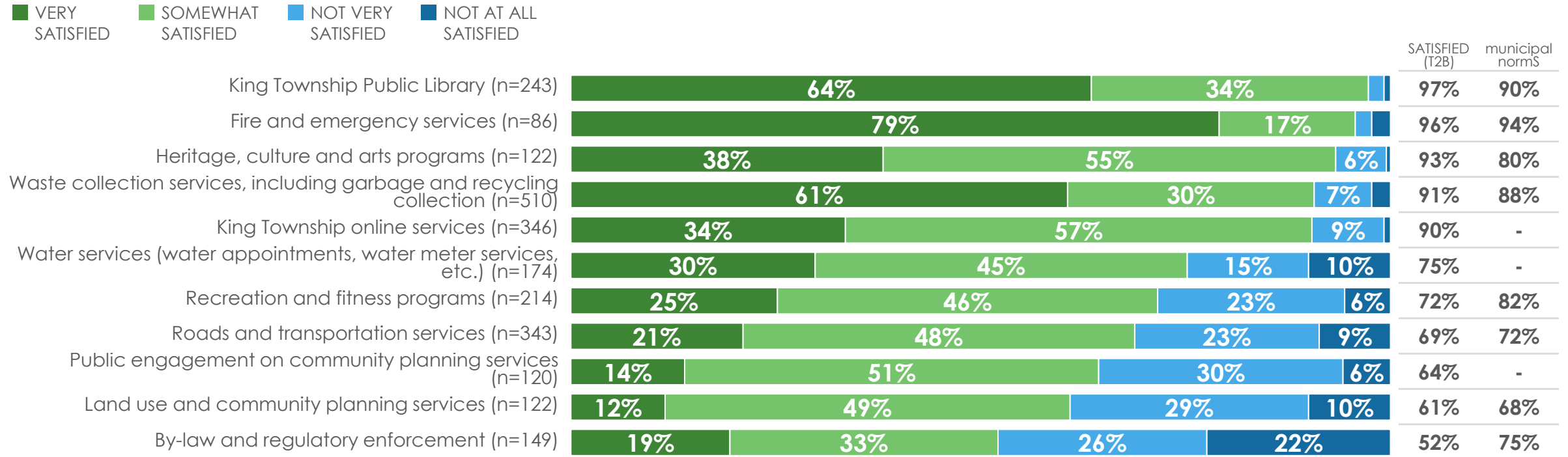
Note: Values less than 3% not labelled.

Base: All respondents (n=533)

Q7. Have you used any of the following King Township programs and services in the past 12 months?

# Satisfaction with Programs & Services

- Those that report using Township services were asked to rate their overall satisfaction with the services they used. Across the board, majorities express satisfaction with each service. Satisfaction is highest for library (97%) and emergency services (96%) and lowest for by-law and regulatory enforcement (52%). Relative to Ipsos municipal norms, however, considerably fewer citizens indicate satisfaction with by-law & regulatory enforcement. Conversely, more report satisfaction with the public library, and heritage, culture and arts programs.

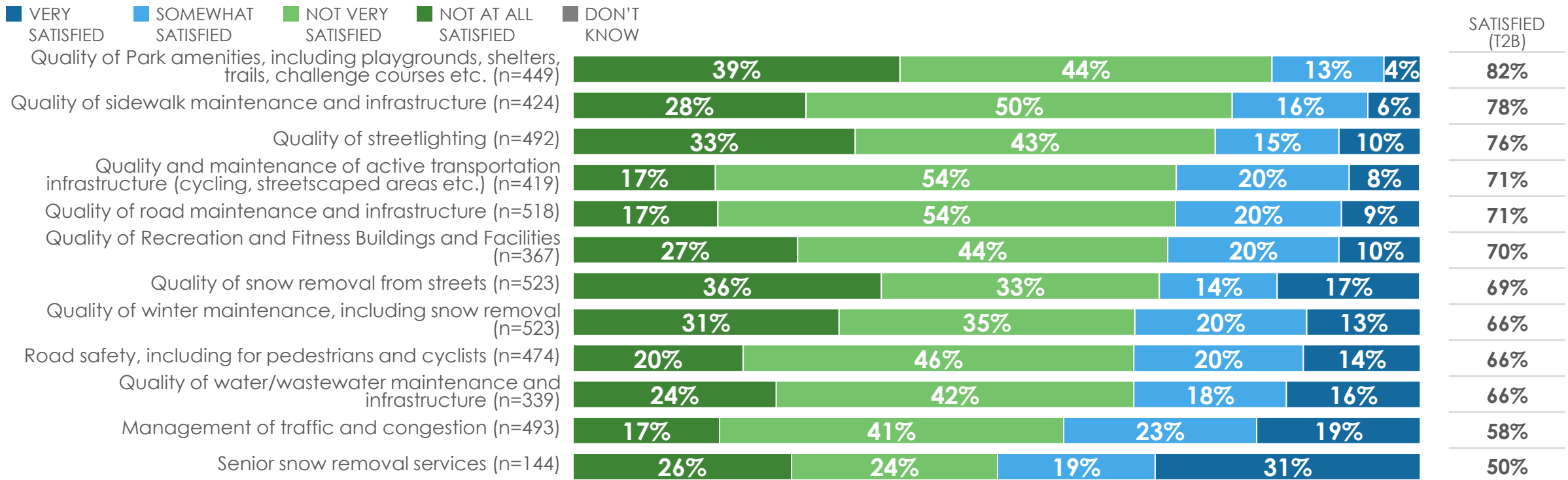


Note: Values less than 3% not labelled.

Base: Used programs and services (n=base varies)  
 Q8. How satisfied would you say that you are with [insert service from Q7] provided by King Township?

# Satisfaction with King Infrastructure

- When it comes to infrastructure in King Township, citizens are most satisfied with the quality of park amenities (82%), streetlighting (76%), and sidewalk maintenance and infrastructure (78%). Citizens are least satisfied with traffic management (58%) and senior snow removal services (50%). Citizens of Wards 1 (49%) and 5 (53%) are generally less satisfied with the quality of recreation and fitness buildings and facilities (vs. 83% across all other wards). Women are more likely (at 72%) than men (61%) to indicate satisfaction with the quality of winter maintenance, including snow removal. The 45+ cohort is more likely to report satisfaction with the quality of winter maintenance (77% vs. 50% aged 18-44) and the quality of snow removal from streets (79% vs. 54%).



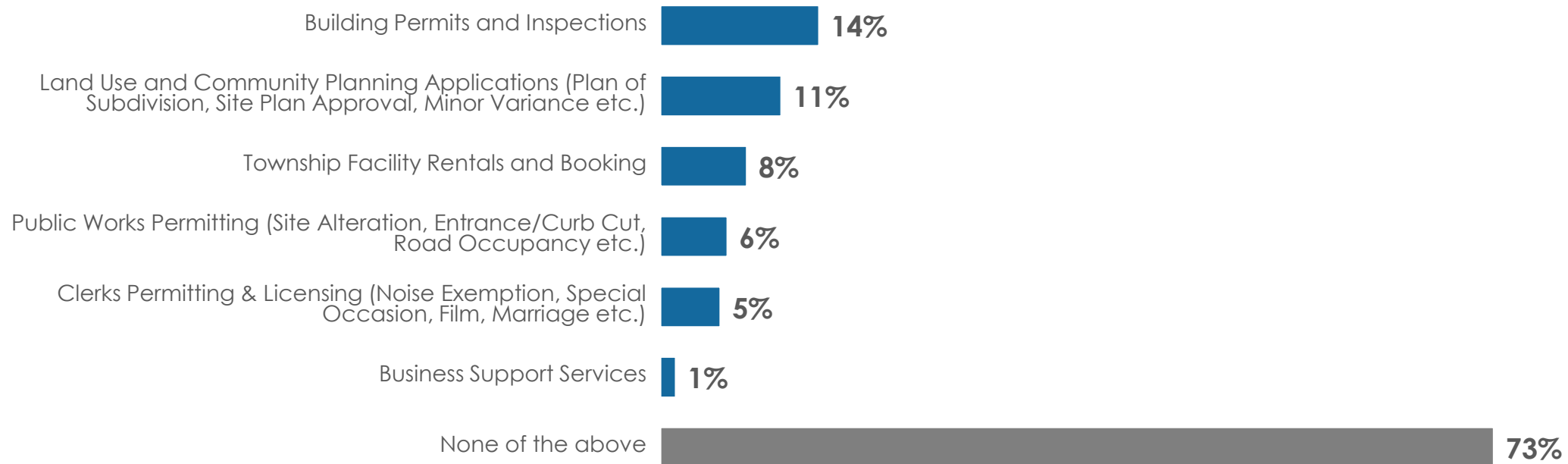
Base: Total answering excluding DK (n=varies)

Q11. Thinking more about infrastructure in King, how satisfied or dissatisfied are you with each of the following? If you do not know please say so.

Note: Values less than 3% not labelled.

# Usage of Other Township Services

- More than one in four (27%) indicate using these other King Township services at some point in the past 12 months, of which the highest proportion (14%) say they needed building permits and inspections followed by land use and community planning applications (11%).
- Ward 4 (1%) and 6 (0%) citizens are least likely to report using land use and community planning application services in the past 12 months (vs. 13% across all other wards).



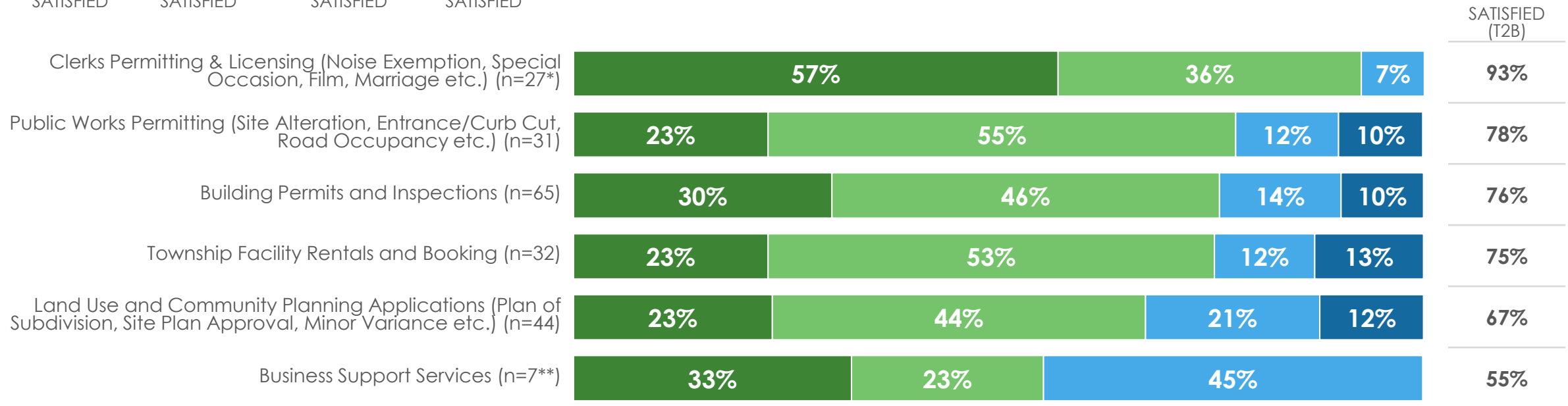
Base: All respondents (n=533)

Q9. Which, if any of the following King Township services have you used in the past 12 months?

# Satisfaction with Other Township Services

- Among those who have used Township services, satisfaction is highest for clerks permitting & licensing (93%) and lowest for business support services (55%). Overall, majorities report satisfaction with each of the King Township services.
- Caution should be used when interpreting results due to low base sizes and few responses.

■ VERY SATISFIED   
 ■ SOMEWHAT SATISFIED   
 ■ NOT VERY SATISFIED   
 ■ NOT AT ALL SATISFIED



Base: Used King Township service (n=base varies)

Q10. How satisfied or dissatisfied were you with [insert service]?

\*Small base size, results should be interpreted with caution.

\*\*Very small base size, results should be interpreted with extreme caution.

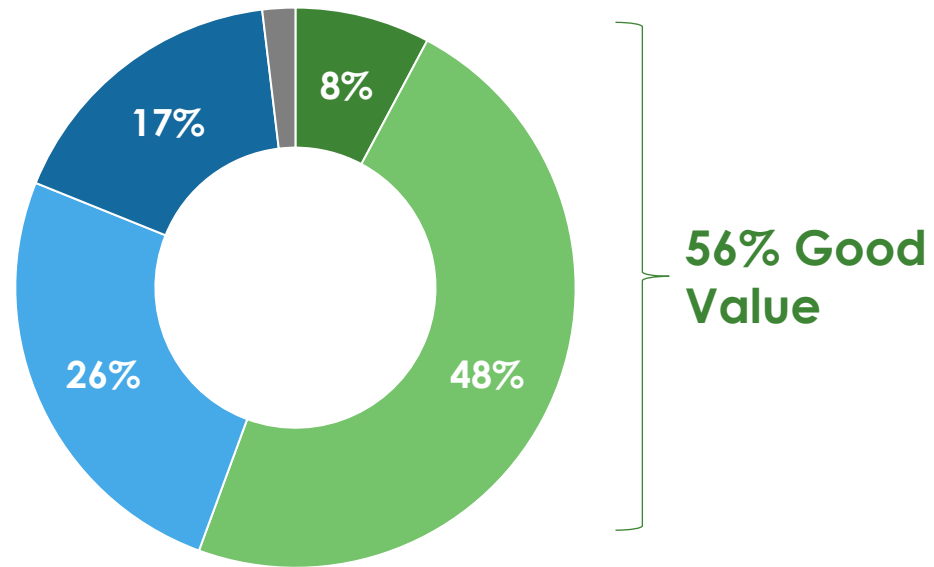
# TAXES & FEES, VALUE FOR MONEY

**KING**  
TOWNSHIP OF KING

# Value for Tax Dollars

- Overall, a majority (56%) of King Township citizens feel as though they get good value for their tax dollars, though the proportion who feel this way tracks below what is observed in the Ipsos municipal norms database (78%).
- Seniors (65+) are among the most likely to feel as though they are getting good value for their tax dollars (68% vs. 52% aged 18-64).

■ VERY GOOD VALUE   
 ■ FAIRLY GOOD VALUE   
 ■ FAIRLY POOR VALUE   
 ■ VERY POOR VALUE   
 ■ DON'T KNOW



municipal norms	
Very good value	18%
Fairly good value	60%
Fairly poor value	14%
Very poor value	5%
Don't know	3%

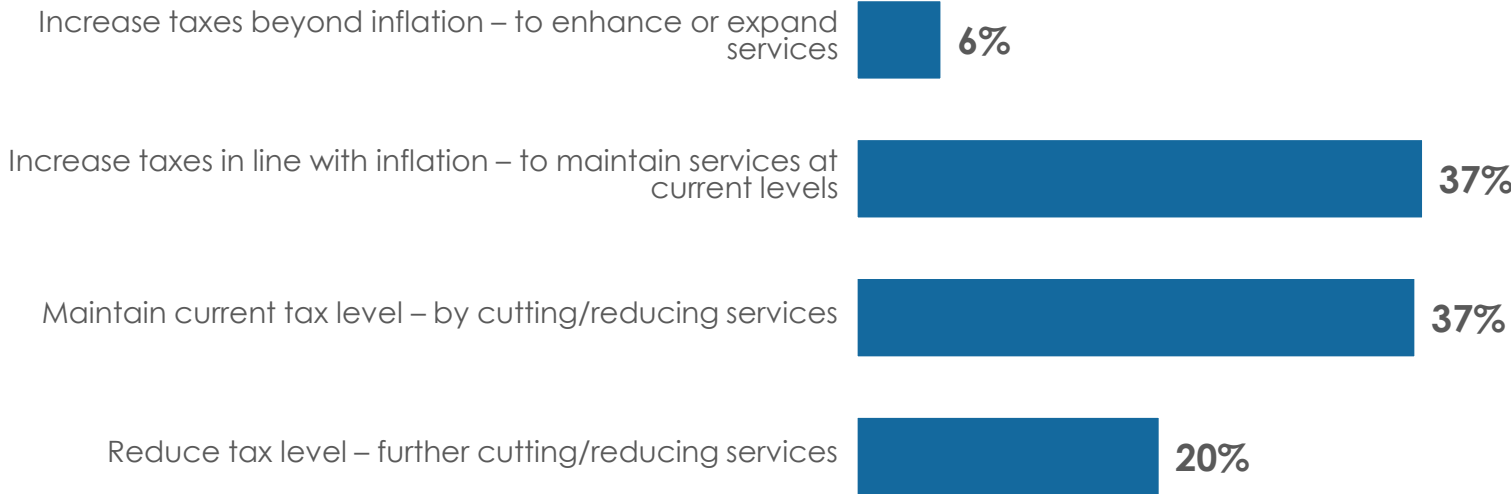
Note: Values less than 3% not labelled.

Base: All respondents (n=533)

Q12. Thinking about all the programs and services you receive from King Township, would you say that overall you get good value or poor value for your tax dollars?

# Taxation and Service Levels

- When asked how they want to see the Township address the increased costs of maintaining service levels and infrastructure, King Township citizens are somewhat split with equally as many wanting to see current tax levels maintained and thus cutting or reducing services (37%) or increasing taxes in-line with inflation to maintain services at current levels (37%). Few (6%) want to see taxes increased beyond inflation to pay for expanded services and as many as one in five (20%) want to see services cut and the tax level reduced.
- Around half of citizens of Wards 3 (49%) and 4 (53%) say they would like to see taxes increased in line with inflation. By comparison, only about three in ten (31%) across all other wards indicate that they would like to see this. Citizens of Wards 1 (24%), 2 (30%), and 5 (20%) are among the most likely to say they'd like to see reduced tax levels. By comparison, fewer than one in ten in Wards 3 (6%) and 4 (8%) support this. Those aged 65+ are statistically most likely to prefer increasing taxes in line with inflation (57% vs. 33% aged 18-64).



municipal norms	
Increase taxes to enhance or expand services	19%
Increase taxes to maintain services at current levels	31%
Cut services to maintain current tax level	24%
Cut services to reduce taxes	14%
None	9%
Don't know	3%

Base: All respondents (n=533)  
 Q13. Municipal property taxes are the primary way to pay for services provided King Township. Due to the increased cost of maintaining current service levels and infrastructure, King Township must balance taxation and service levels. To deal with this situation, which one of the following options would you most like King Township to pursue?





# Reduced Services Suggestions

- Those that prefer maintaining or reducing current tax levels were asked to describe, in an open-ended format, the specific programs and services they want to see cut or reduced. **Nearly half (44%) admit they think heritage, culture, and arts programs should be cut or reduced**, followed at a distance by Township facility rentals and booking (25%), clerks permitting & licensing (18%), the public library (16%), and public engagement on community planning services (16%).

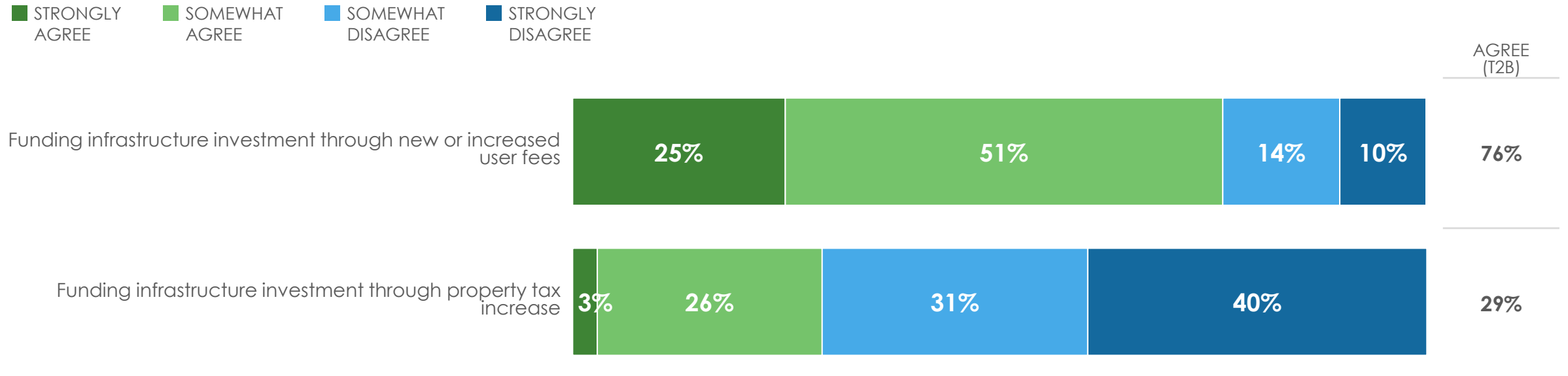


Base: Prefer maintain current tax level or reduce tax level (n=297)  
 Q15. Select up to two programs and services that you want to see cut or reduced by King Township.

Note: Data less than 5% not reported

# Infrastructure Investments

- **There is strong support (76%) for funding infrastructure investments through new or increased user fees.** There is considerably less support for funding infrastructure investments through property tax increases, as just three in ten (29%) agree with this idea, including only three percent (3%) who strongly agree with the idea.
- Citizens living in Wards 3 (45%), 4 (36%), and 6 (56%) are generally more inclined to cite a preference for funding infrastructure investments through property tax increases.



Base: All respondents (n=533)

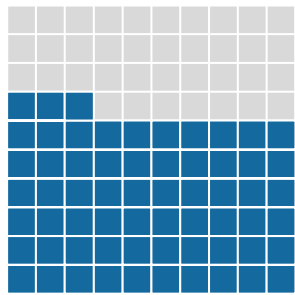
Q16. Investment in Township infrastructure maintenance and renewal is required in order to maintain this infrastructure, facilities and amenities. To what extent would you agree or disagree with the following?



# Contact with King Township Among Citizens

- Two-thirds (63%) of King Township citizens say they've contacted King Township at some point within the past 12 months, a figure which tracks well above the municipal norms average (46%). Most (68%) of those who contacted King Township claim to have done so by telephone. Very few (4%) used social media, and those that did most commonly used Instagram (65%).
- Among those who contacted King Township, citizens of Ward 5 are generally more likely to have done so in-person (48% vs. 24% across all other wards).

## CONTACTED KING TOWNSHIP

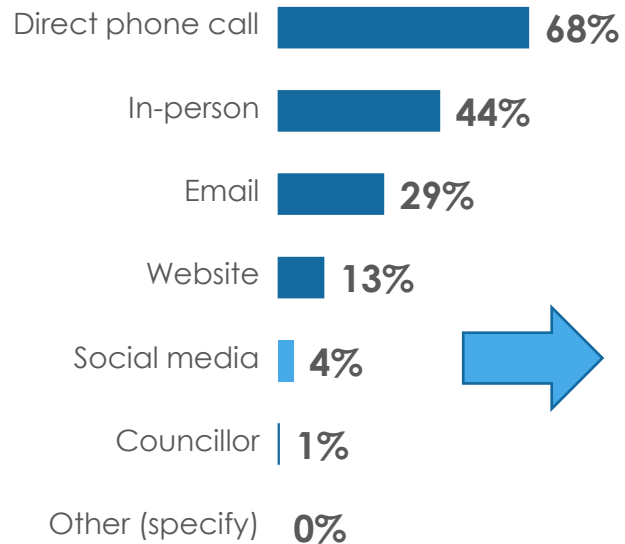


**63%**

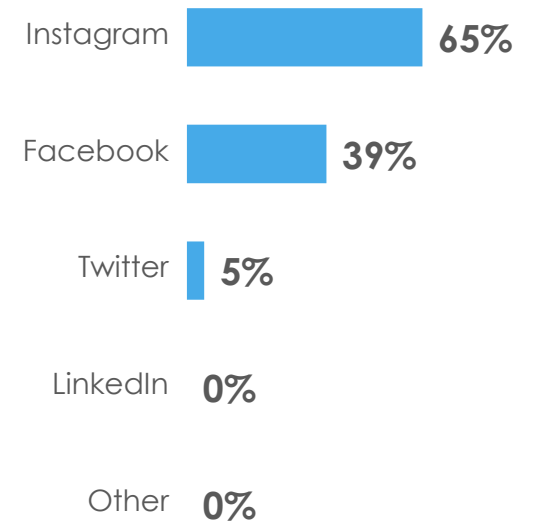
PERSONALLY CONTACTED OR DEALT WITH KING TOWNSHIP P12M

**municipal norm: 46%**

## CONTACT METHOD



## SOCIAL MEDIA PLATFORM



Base: Total sample (n=533)  
Q20. In the last 12 months, have you personally contacted or dealt with King Township or one of its employees?

Base: Personally contacted or dealt with King Township in the past 12 months (n=337)  
Q21. How did you contact King Township?

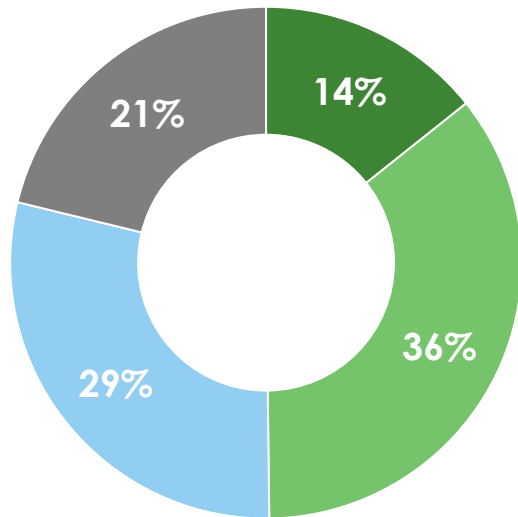
Base: Contacted King Township via social media (n=7\*)  
Q22. What type of social media did you use to contact King Township?

# Awareness, Usage, and Satisfaction with ServiceKING

- Four in five (79%) King Township citizens report at least some awareness of ServiceKING, though only about two in five (41%) within this group say they have used ServiceKING in the past 12 months. The vast majority (85%) of those that used ServiceKING indicate satisfaction with the experience.
- The 35-54 demographic tends to be most likely to indicate awareness of ServiceKING (57% vs. 43% of all others).

## AWARENESS

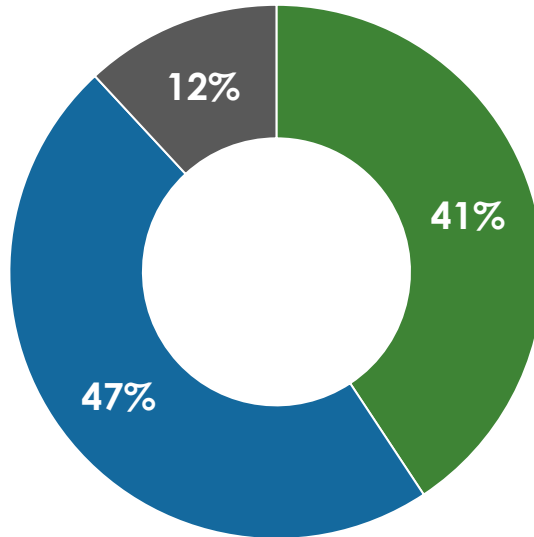
■ VERY AWARE   
 ■ SOMEWHAT AWARE   
 ■ NOT VERY AWARE   
 ■ NEVER HEARD ABOUT IT



AWARE ABOUT  
ServiceKING  
50%

## USAGE

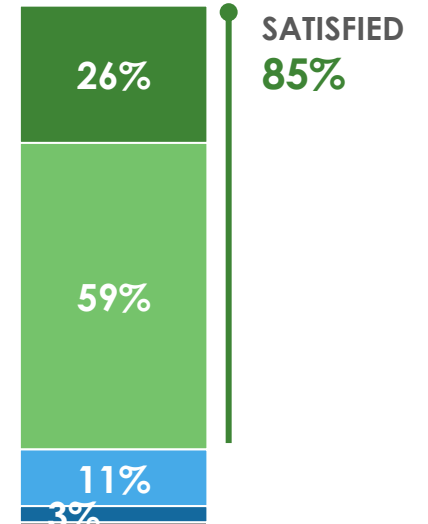
■ YES   
 ■ NO   
 ■ DON'T KNOW



USED THE ServiceKING  
SERVICE P 12M  
41%

## SATISFACTION

■ VERY SATISFIED   
 ■ SOMEWHAT SATISFIED   
 ■ NOT VERY SATISFIED   
 ■ NOT AT ALL SATISFIED   
 ■ DON'T KNOW



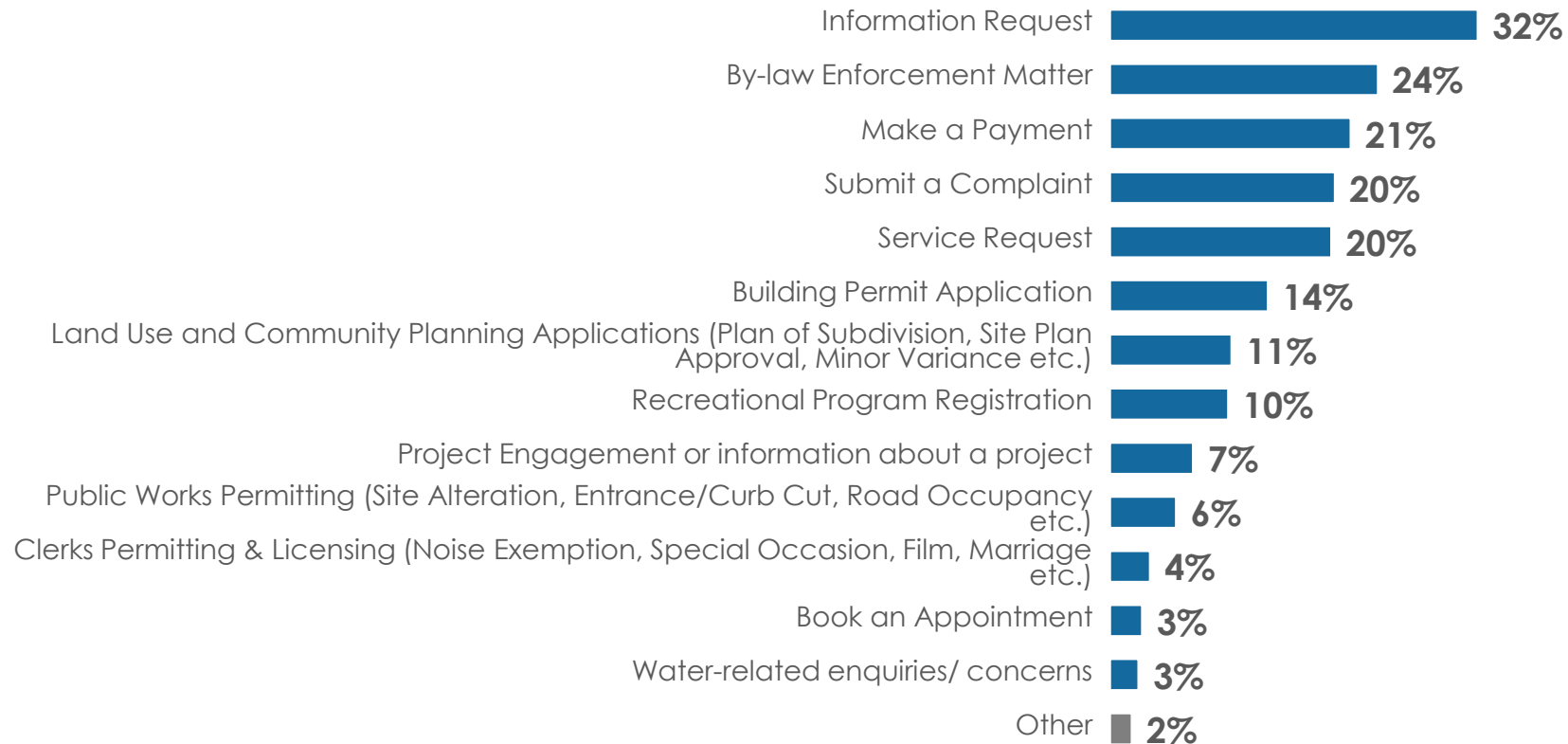
Base: All respondents (n=533)  
Q17. How aware are you about ServiceKING, which is a centralized customer service providing front line service requests, payment processing and application submissions, while triaging incoming inquiries for customers, residents and the general public.

Base: Aware about ServiceKING (n=410)  
Q18. Have you used the ServiceKING service in the past 12 months?

Base: Used the ServiceKING service in the past 12 months (n=158) (excludes DK)  
Q19. Thinking about your experience with ServiceKING, how satisfied or dissatisfied were you with the service?

# Reasons for Contacting King Township

- When asked why, in an open-ended format, they contacted King Township those that did so most commonly cite an information request (32%), followed by by-law enforcement (24%), making a payment (21%), and submitting a complaint (20%) or service request (20%).

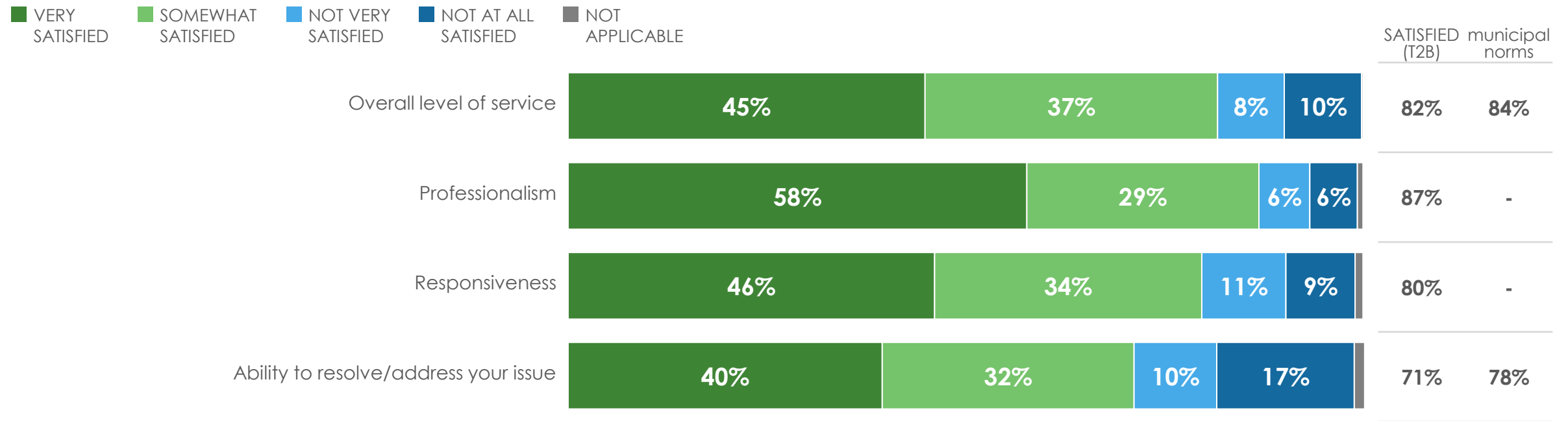


Base: Personally contacted or dealt with the King Township in the past 12 months (n=337)  
Q23. Why did you contact King Township in the past 12 months?

Note: Data less than 3% not labelled.

# Satisfaction with King Township Interactions

- The vast majority (82%) of those who have personally contacted or dealt with King Township in the past 12 month express satisfaction with the level services received and this is on par with the Ipsos municipal norms. Satisfaction is also high for responsiveness (80%), professionalism (87%), and to a lesser extent problem resolution (71%).
- Women are statistically more likely to say they feel satisfied with how their issue was addressed or resolved, following their interaction with the Township (77% vs. 65% of men).

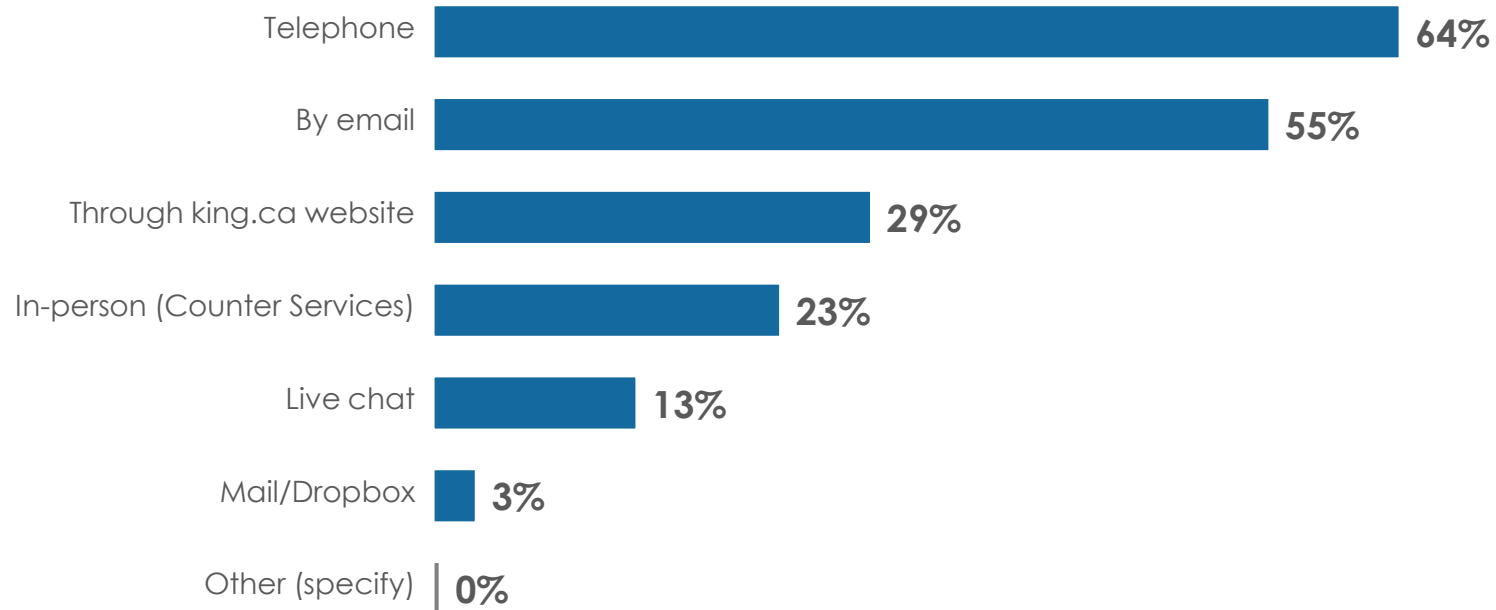


Note: Values less than 3% not labelled.

Base: Personally contacted or dealt with the King Township in the past 12 months (n=337)  
 Q24. And thinking about your most recent interaction with King Township, how satisfied or dissatisfied were you with the following?

# Preferred Modes of Communication

- Telephone (64%) is the most preferred mode of communication, among King Township citizens, followed by email (55%). Considerably fewer would prefer connecting with the Township in-person (23%) or through its website (29%).



Base: All respondents (n=533)

Q25. There are many ways that you can contact King Township. Which two of the following methods would you prefer most? Select up to two responses.

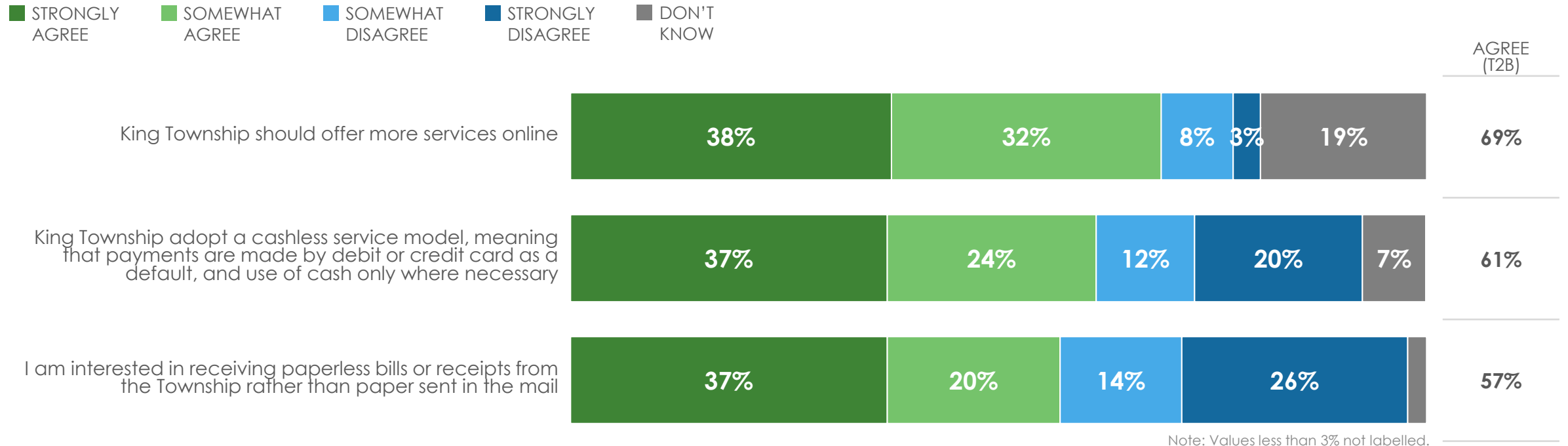


# ONLINE SERVICE DELIVERY



# Online Services

- Most (69%) citizens think King Township needs to offer more services online and around three-fifths (61%) are of the view that King Township ought to adopt a cashless service model. There is interest in replacing paper mail with paperless billing with slightly more than half (57%) of citizens.
- Interest in paperless billing is highest among the 25-34 cohort (73% vs. 51% of all others). Those aged 18-54 tend to be more supportive of the idea that King Township should be offering more services online (77% vs. 57% aged 55+).



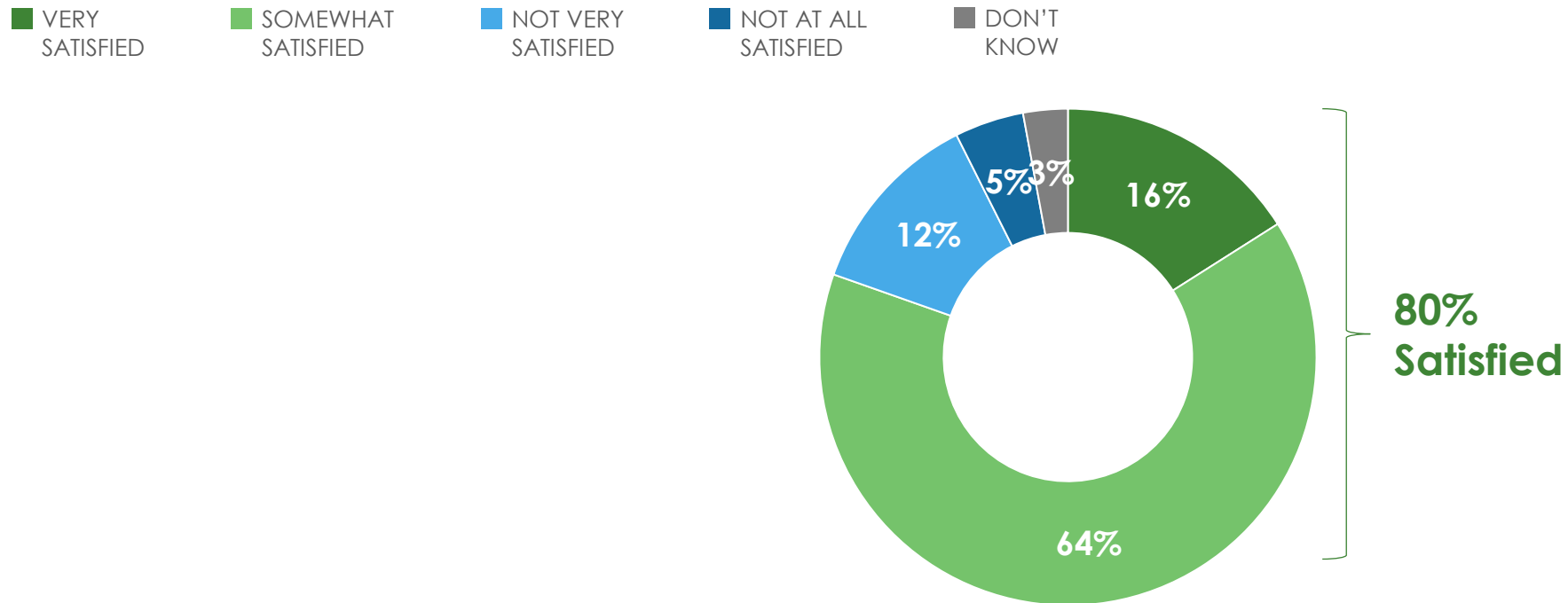
Base: All respondents (n=533)  
Q26. To what extent do you agree or disagree with the following?

# COMMUNICATIONS AND ENGAGEMENT



# Quality of Information & Communications

- At four in five (80%), the vast majority of King Township citizens indicate satisfaction with the overall quality of general information and communications received from King Township. Satisfaction with the quality of general information and communications outpaces what is observed in the Ipsos municipal norms database (73%).

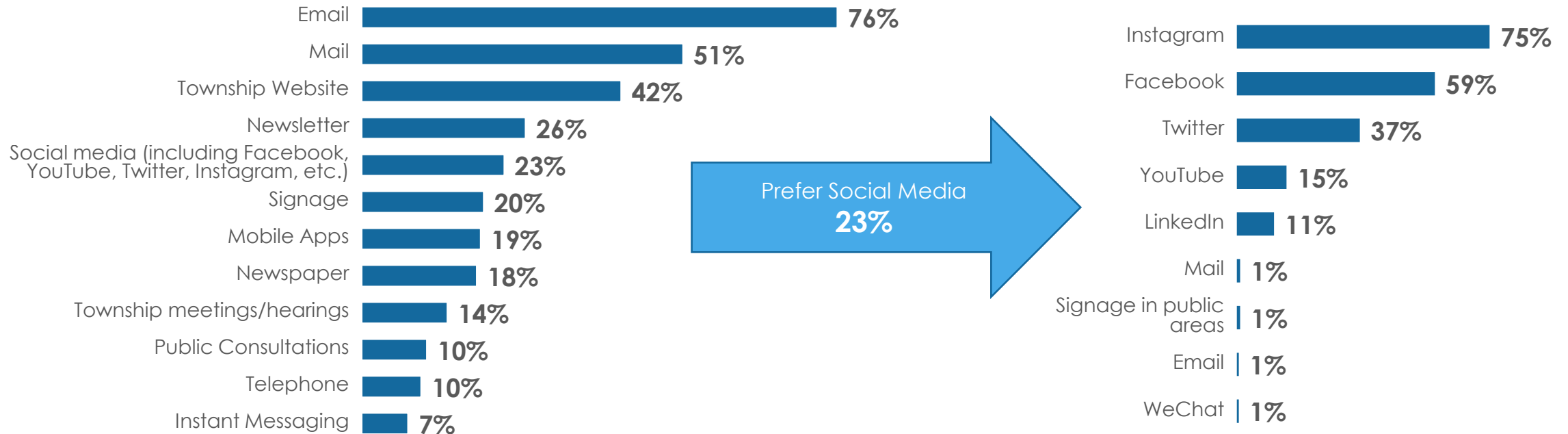


municipal norms	
Very satisfied	19%
Somewhat satisfied	54%
Not very satisfied	17%
Not at all satisfied	5%
Don't know	5%

Base: All respondents (n=533)  
 Q29. How satisfied or dissatisfied are you with the overall quality of general information and communication from King Township?

# Preferred Communications Channels & Social Media Preferences

- Email tops the list as the preferred communications channel (at 76%), followed by post mail (51%), and the Township website (42%). Those that indicate a preference for receiving Township communications via social media were asked to specify their preferred social media channel for receiving Township communications. Three-quarters (75%) within this group indicate a preference for Instagram, followed at a distance by three-fifths (59%) who prefer Facebook, and slightly less than two in five (37%) who favour Twitter.
- Preferences for traditional forms of engagement – newspapers, township meetings, telephone, public consultations, newsletters, and mail tends to increase with age. Conversely, preferences for less traditional forms of engagement – social media, mobile apps, and instant messaging – tends to decrease with age. Instagram is generally preferred by younger social media users (18-54), whereas Facebook tends to be more commonly cited by the older social media users (55+).



Base: All respondents (n=533)

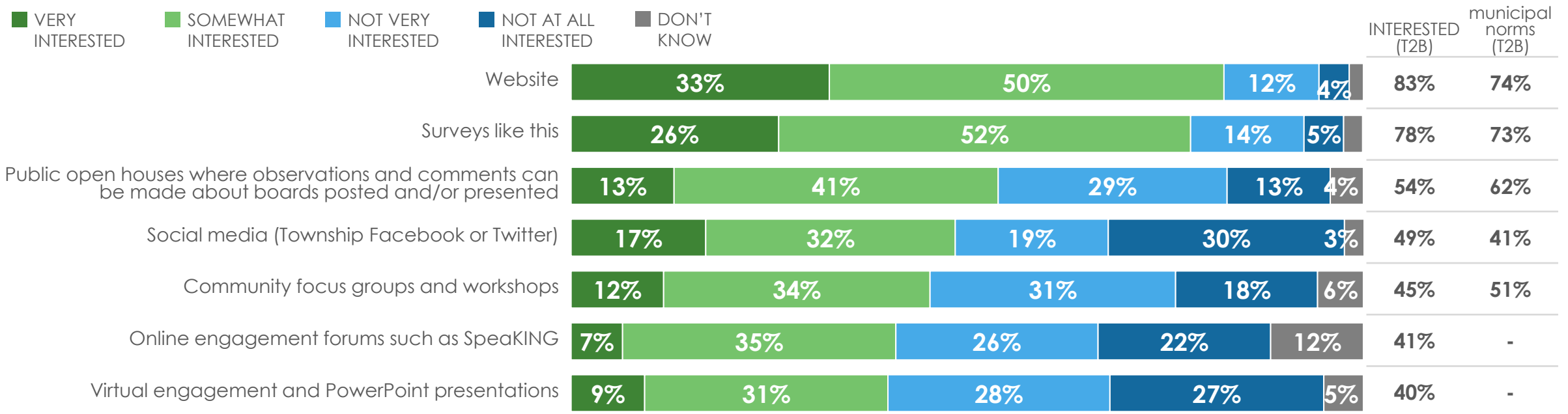
Q27. Through which communication channels would you prefer to receive information from the King Township? Please select all that apply.

Base: Preferred to receive information from King Township via social media (n=109)

Q28. What type of social media would you prefer to receive information from King Township? Please select all that apply

# Interest in Engagement with King Township

- Similar to what is observed in the Ipsos municipal norms database, citizens are most interest in engaging with King Township through their website (83%) or surveys like this (78%). In fact, scores on both counts track well above the municipal norms. Around half express interest in public open houses (54%) or social media (49%) engagement, with the latter exceeding and the former falling short of the municipal norms benchmark. More than two in five indicate that they would be interested in engagement through focus groups, a figure which tracks below the municipal norms benchmark.
- The 25-54 demographic is among the most likely to express interest in engaging with the Township via social media (61% vs. 32% across all other age groups). The 25-74 cohort is more likely to say they are interested in engaging through online engagement forums such as SpeaKING (43% vs. 16% of all others). Women are more likely to be interested in interacting with the Township through online engagement forums (46% vs. 36% of men) or social media (55% vs. 42%).



Note: Values less than 3% not labelled.

Base: All respondents (n=533)  
 Q30. How interested are you in interacting with King Township through each of the following forms of public consultation?

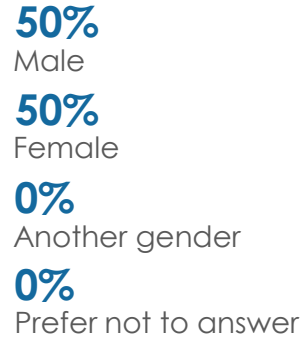
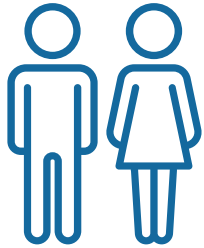
# DEMOGRAPHICS



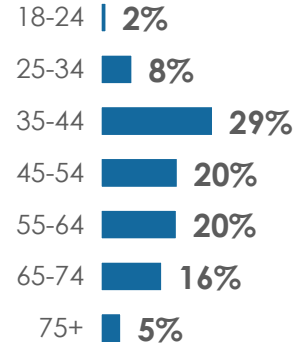
# Demographics



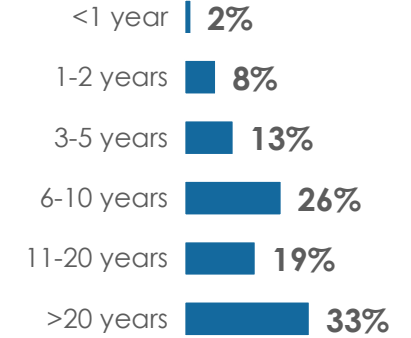
## GENDER



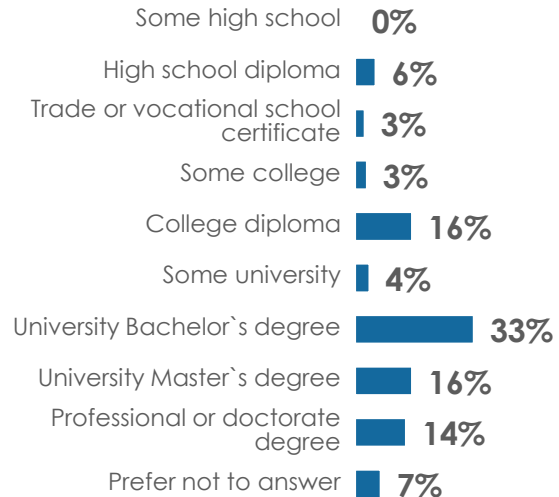
## AGE



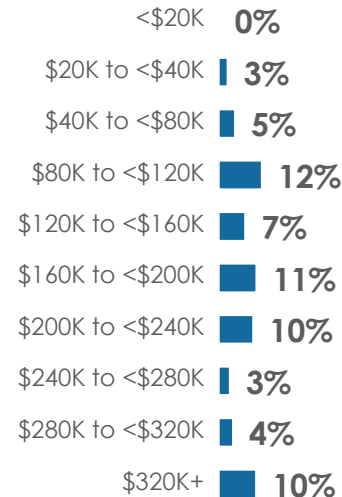
## LIVING IN KING



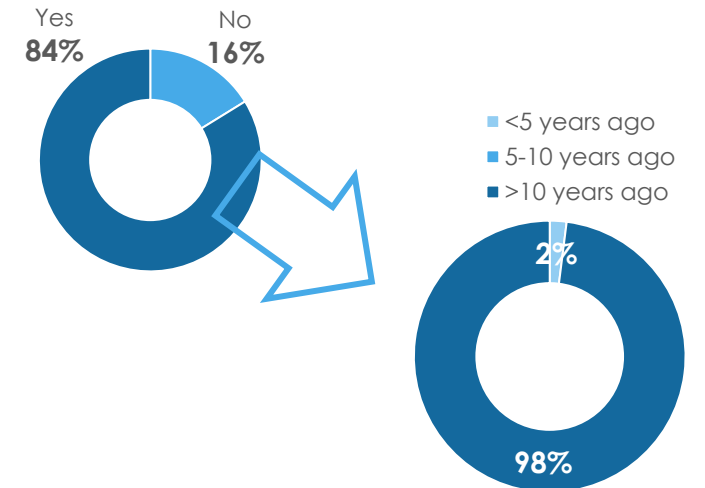
## EDUCATION



## INCOME



## BORN IN/ COME TO CANADA

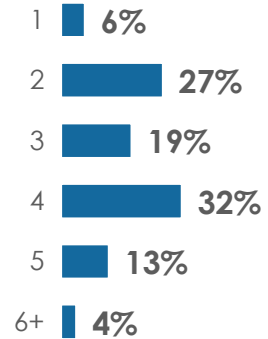




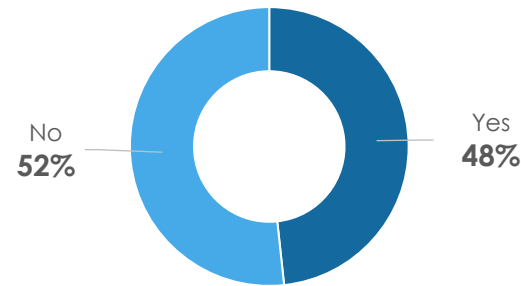
# Demographics (Cont'd)



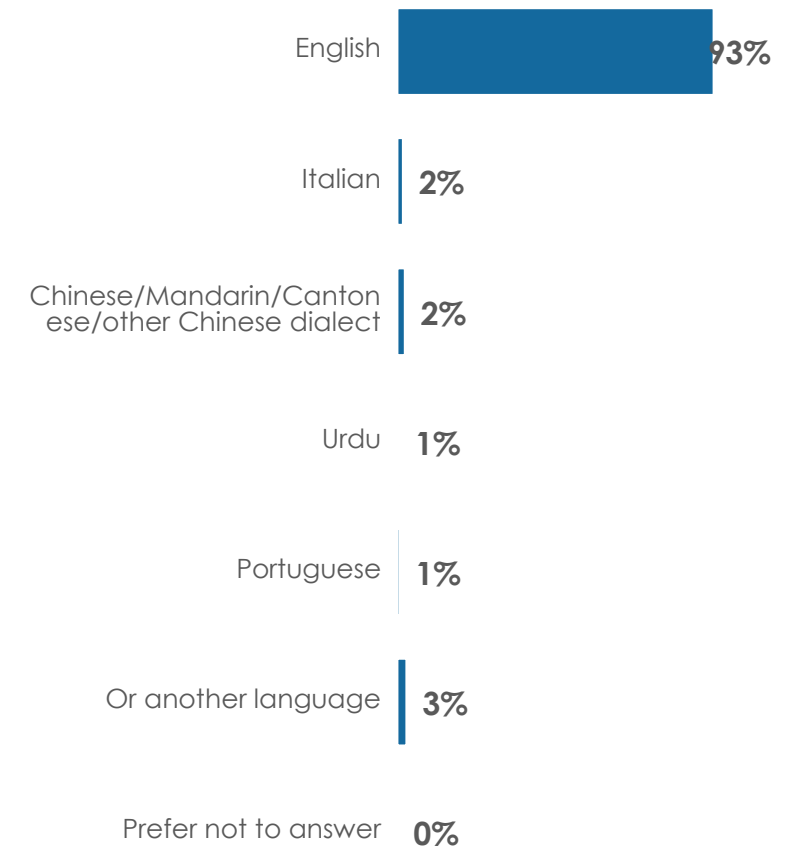
## PEOPLE IN HOUSEHOLD



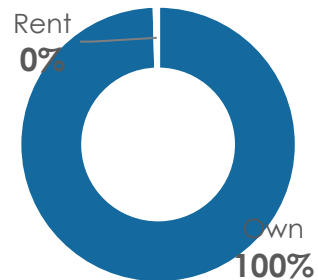
## CHILDREN IN HOUSEHOLD



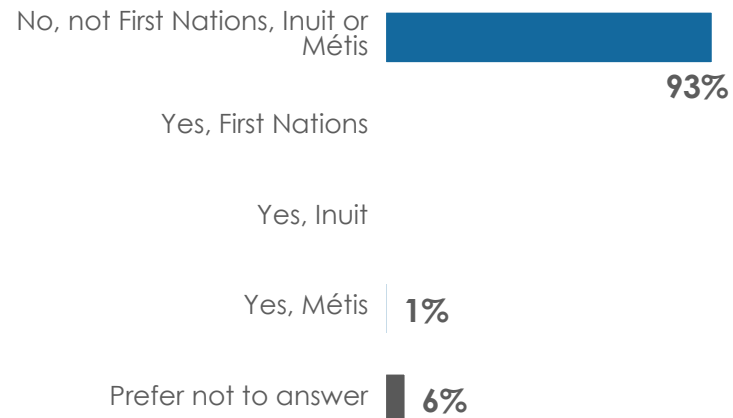
## LANGUAGE



## RENT OR OWN



## INDIGINOUS PEOPLE



# 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 residents, 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.

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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.**