

BAROMETER STATE OF FRANCE

2nd edition

September 2024



METHODOLOGY



SAMPLE

1,001 people, constituting a nationally representative sample of the metropolitan and overseas French population aged 18 and over.

*The French overseas territories were slightly overrepresented among respondents, so to have a sufficient respondent base to read the results on this target (50 respondents questioned at instead of 27 if we had not sought to over-represent them). A statistical treatment was then applied to restore this geographical area to its original state actual weight in the population (2.7%). **The results are therefore well representative of the population studied.***

This report was produced for:



This report was prepared in accordance with the international standard ISO 20252 “Market, social and opinion research”. It was proofread by Jean-François Doridot, Director of Ipsos Public Affairs France.



FIELD DATES

From September 2 to 13, 2024.



METHODOLOGY

Sample interviewed by telephone.

Representativeness ensured by the **quota method** on the following variables:

sex, age, socio-professional category of the respondent, category of agglomeration and region.

READING NOTES:

- All results are expressed in percentages (%)
- When a result presented on the basis of a subsample (e.g. the less than 35 years) is significantly higher than the overall result (with a threshold of 95% of confidence*) it is presented on a blue background. If the result is significantly lower than the overall result (with a threshold of 95% of confidence*), it is presented on a red background. [*Calculation of significant differences (with 95% thresholds) is based on the [chi2 method.]
- The developments presented in this report are expressed in percentage points. They are measured relative to the results of the 1st edition of the barometer, conducted from September 1 to 14, 2023 for the CESE and presenting a methodology similar: target, query mode, etc.

SUMMARY

- 01** **CONTEXT: CONCERNS, PURCHASING POWER AND WELL-BEING**
Slight glimmers of light in terms of well-being and optimism which should not mask the reality of the financial difficulties of the French **Page 04**
- 02** **EXPERIENCES AND PERCEPTIONS OF INEQUALITIES**
Multiple factors of inequality that call for global responses **Page 10**
- 03** **FEELING OF USEFULNESS AND RECOGNITION**
The environment, work, and social commitment, bulwarks against exclusion **Page 18**
- 04** **ASSOCIATIVE AND POLITICAL COMMITMENT**
A distrust of political and union actions which directs the French towards associative engagement **Page 21**
- 05** **REPORT ON DEMOCRACY**
A strong attachment to democracy weakened by the feeling of a disconnection from the political class **Page 26**

CONTEXT: CONCERNS, PURCHASING POWER AND WELL-BEING

Slight glimmers of light in terms of well-being and optimism which should not mask the reality of the financial difficulties of the French

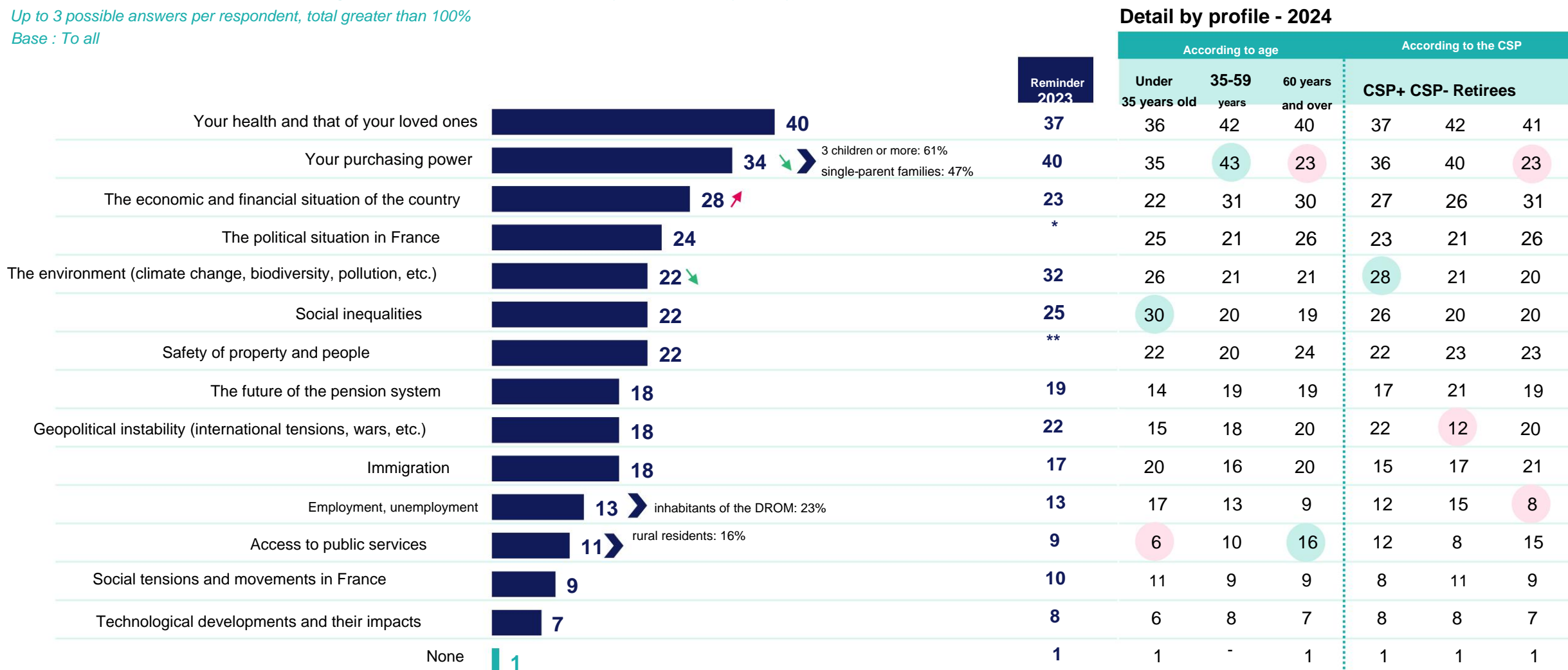
01

Concerns about purchasing power remain important but have moved into second place this year, behind those about health

Question: Which three of the following topics are of most concern to you personally today?

Up to 3 possible answers per respondent, total greater than 100%

Base : To all

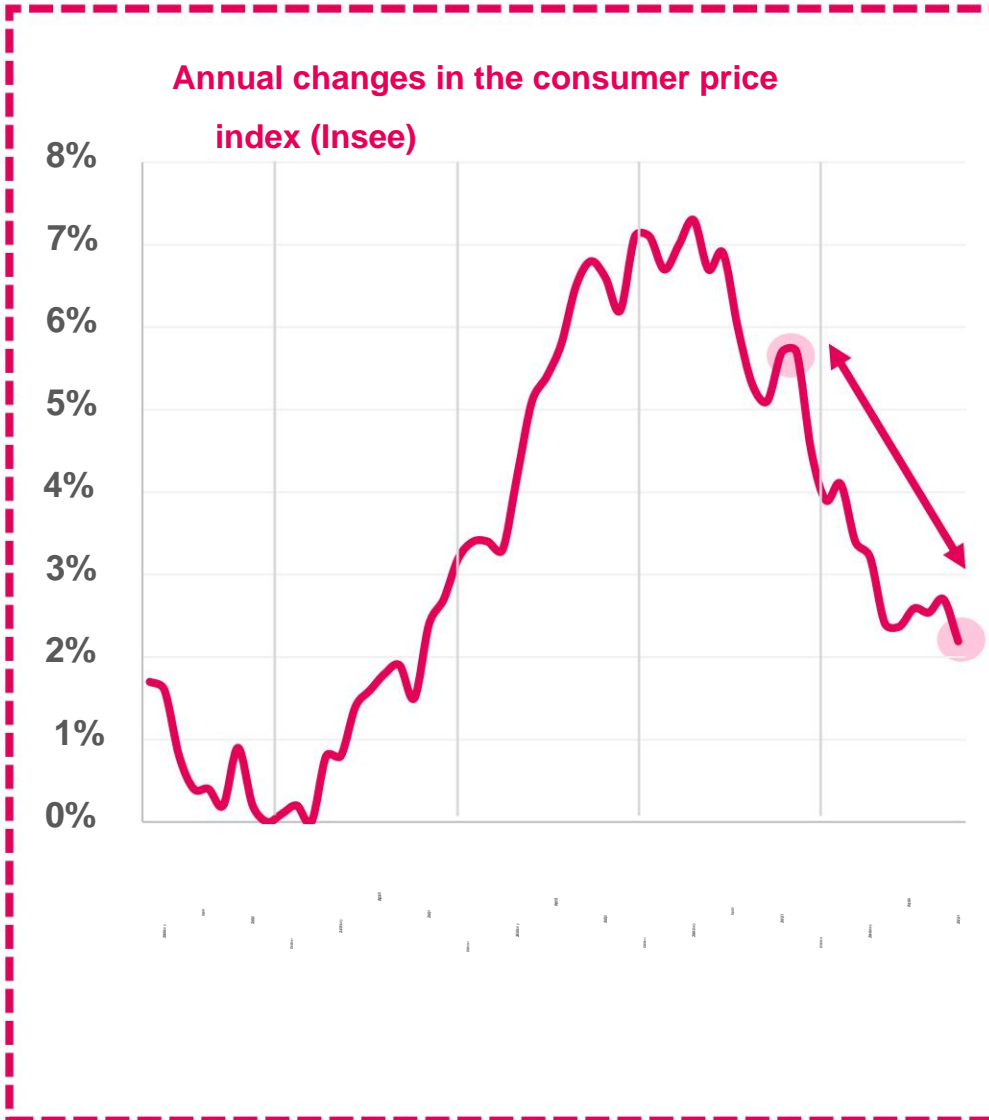


*New item

** in 2023, an item "Incivility, delinquency" was asked (32%)

© Ipsos for Cese | State of France Barometer, 2nd edition | September 2024

Despite the fall in inflation, the effects of the price increases over the last two years are increasingly being felt



Question: Today, would you say that your purchasing power...

Base: To all

% COVER ONLY

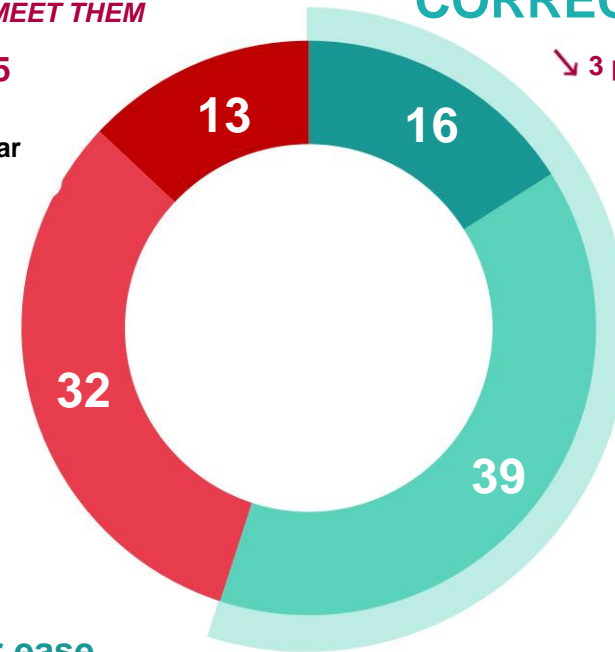
YOUR NEEDS, OR EVEN DON'T MEET THEM

NOT COVERED: 45

↗ 3 points in one year

% ALLOWS YOU TO LIVE CORRECTLY: 55

↘ 3 points in one year



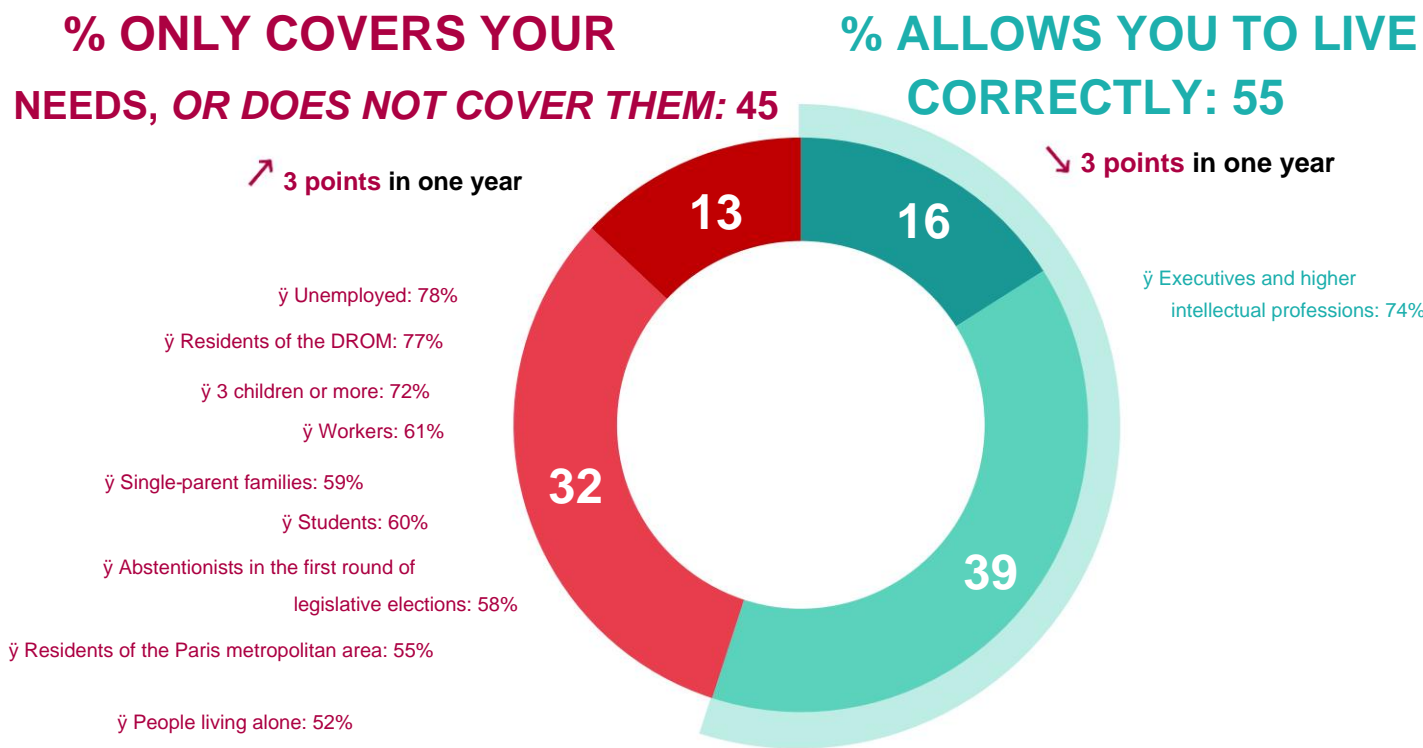
- Allows you to live at your ease
- Allows you to meet your basic needs and indulge yourself occasionally
- Only allows you to meet your basic needs
- Does not allow you to meet your basic needs

Detail - Nearly one in two French people are only just managing to cover their basic needs, or even not managing to do so, a proportion that has increased by three points over a year

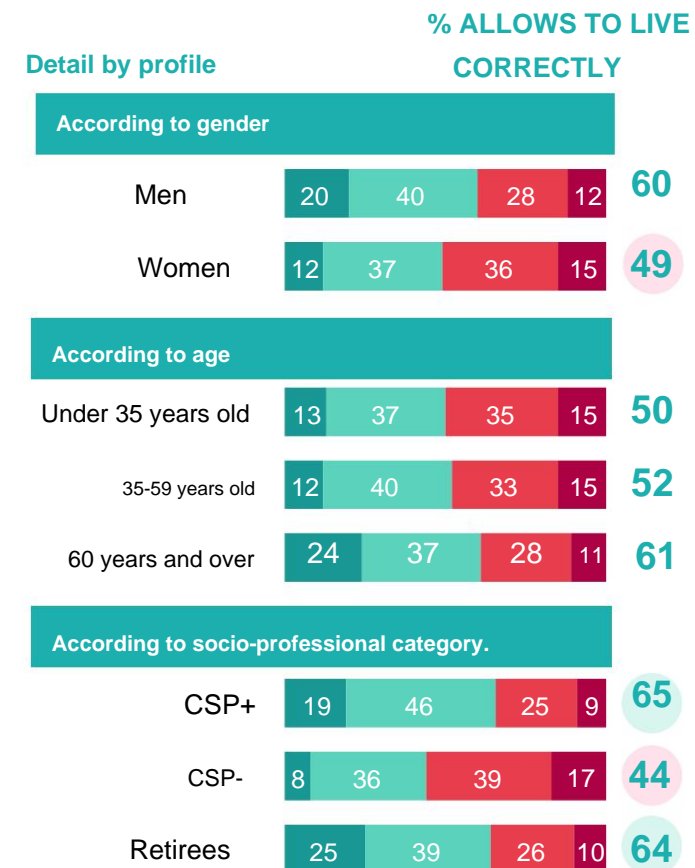
Question: Today,

would you say that your purchasing power...

Base: To all



- Allows you to live at your ease
- Allows you to meet your basic needs and indulge yourself occasionally
- Only allows you to meet your basic needs
- Does not allow you to meet your basic needs



Overall, optimism about the future is increasing but remains weak regarding the future of France and the planet. Question: Are you optimistic or pessimistic when you think about...

Base: To all

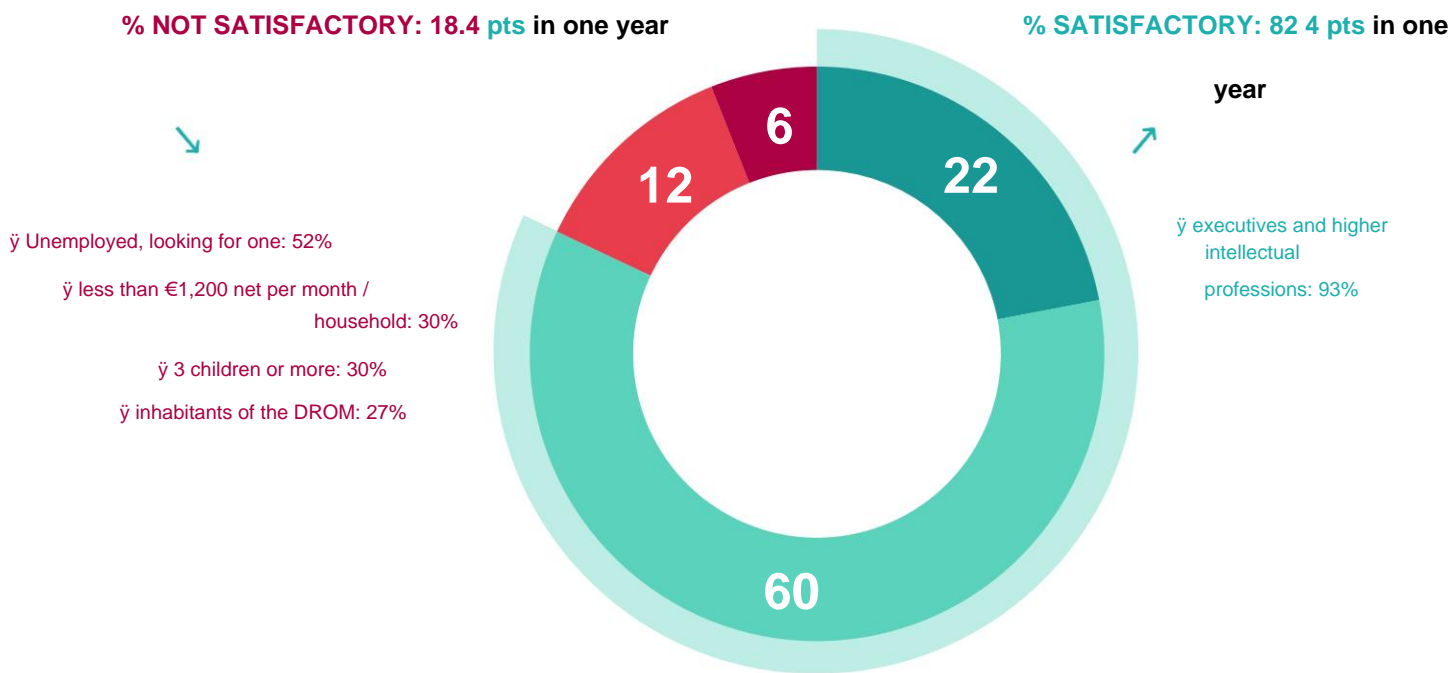


■ Very optimistic
 ■ Rather optimistic
 ■ Rather pessimistic
 ■ Very pessimistic
 ■ Not pronounced

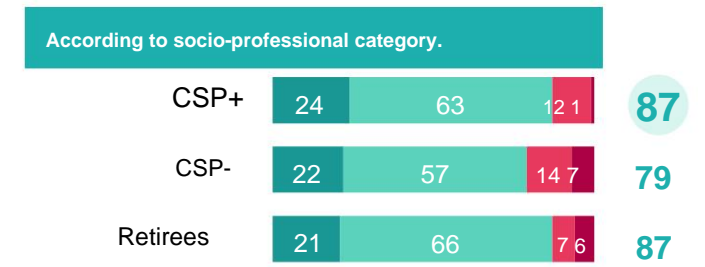
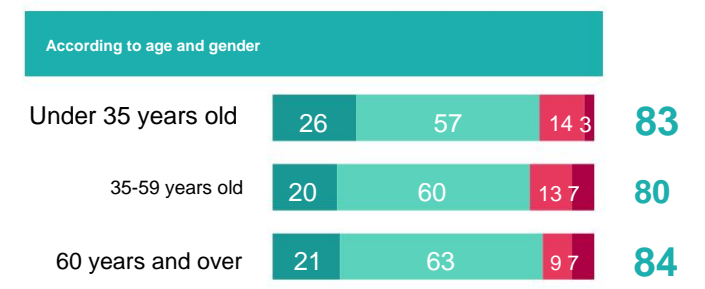
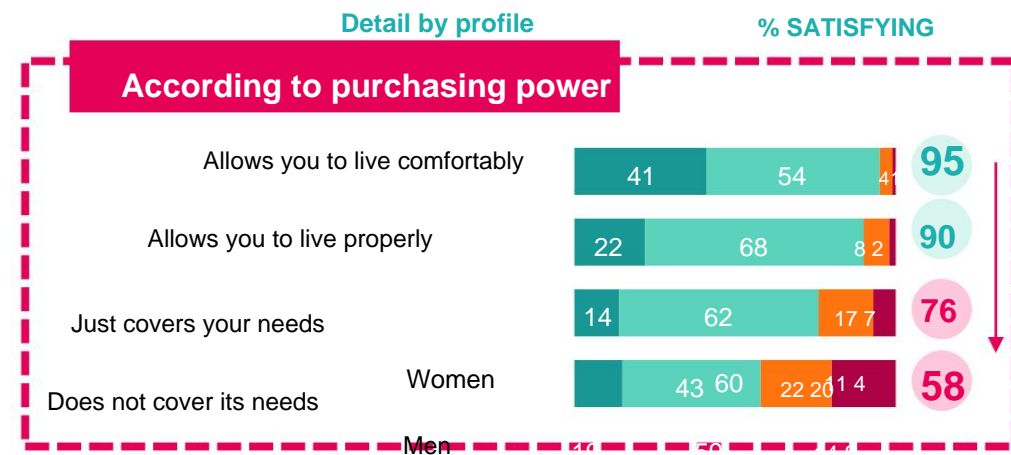
The French remain fairly satisfied with their well-being, although there are significant differences depending on their purchasing power.

Question: Generally speaking, how do you assess your personal level of well-being (whether physical, moral, social)?

Base: To all



- **Very satisfying, you feel very good**
- **Pretty satisfactory, you feel pretty good**
- **Rather unsatisfactory, you don't feel very well**
- **Not at all satisfactory, you don't feel good at all**



PERCEPTIONS AND EXPERIENCES ON INEQUALITIES

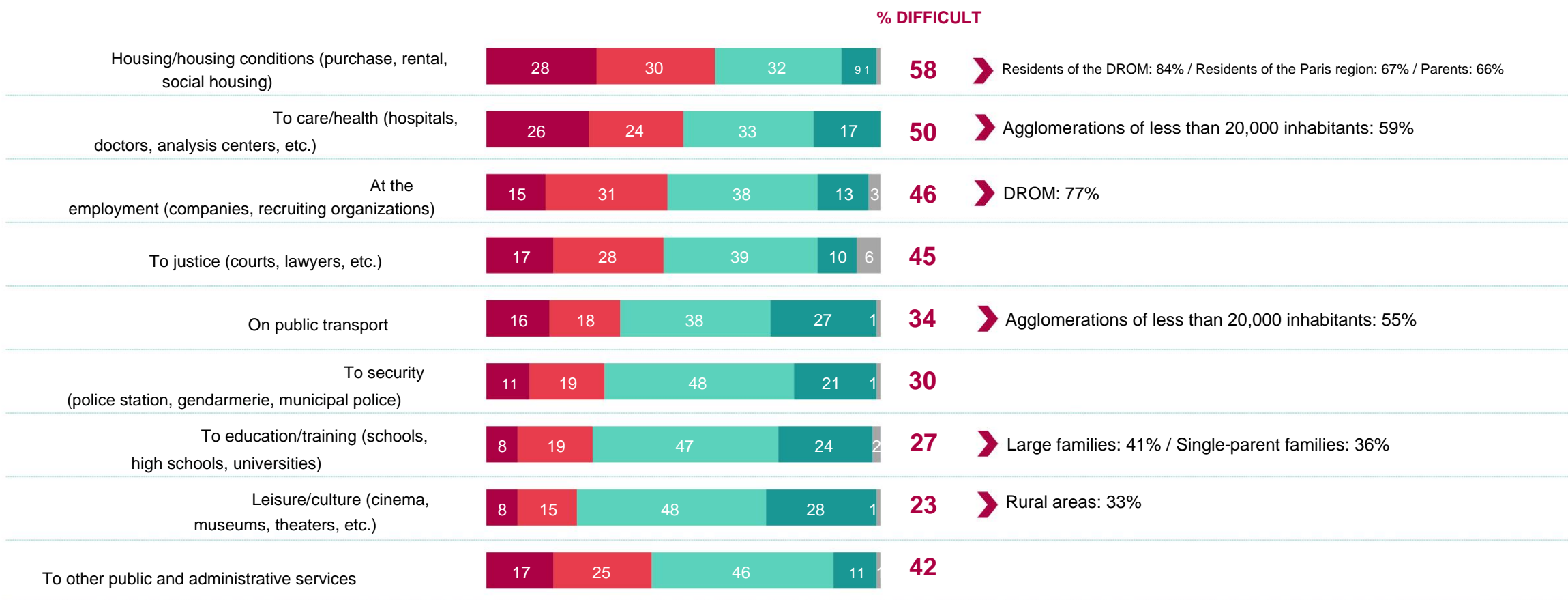
Multiple factors of inequality that call
for global responses

02

Half of French people denounce limited access to care and health in their place of residence, and even more point to difficulties in accessing housing.

Question: Where you live, do you feel it is easy or difficult to access the following services?

Base: To all



■ Very easy
 ■ Pretty easy
 ■ Quite difficult
 ■ Very difficult
 ■ Not pronounced

Those who judge access to services most harshly where they live feel more excluded than average and demonstrate a fragile attachment to democracy.

Question: Where you live, do you feel it is easy or difficult to access the following services?

Base: To all

✓ Characteristics of French people with the best access to services

• A high level of life and well-being

Over-represented among residents of large urban areas and among the most highly qualified French people, almost all of these respondents said they were satisfied with their personal well-being (93% versus 82% for all French people) and more than 100% for the ² ³ declare that their power to buy allows them to live without depriving themselves too much (69% compared to 55% globally).

• An unequivocal optimism about the future

More than 3/4 of them declare themselves to be optimistic towards their future (76% vs. 63% overall) and 46% hoped for future Ireland France (13 points more than for all French people).

• A strong attachment to democracy

These people advocate the benefits of this political system which would be possible (84% compared to 76% overall) and also declared that they would be prepared to defend it if they were very thin (90% compared to 84% overall).

Characteristics of the 25% of French people who most believe they have easy access to the above-mentioned services: health, employment, justice, etc.)

✗ Characteristics of the French with the most difficult access to services

• Little optimism in the future

Over-represented in rural areas, in the DROM, and within many families, these people have little hope in their future (48% compared to 63% overall) and that of their country (21% against 3.5% globally)...A pessimism to put in line with their low level of well-being (35% are economically disadvantaged compared to 18% in global) and purchasing power (24% cannot ensure their essential needs compared to 13% overall).

• An undeniable feeling of being wronged by society

These individuals feel marginalized by French society (41% against 2.4% overall) and more than 1 ¹ ³ between them, judge to be more victims of inequalities than elamo yen (35%, 10 points more than the global).

• A weak attachment to democracy and a rejection of politics

They say they would be less likely to defend democracy if it were m en ace in F ran ce (78% lef erai in tvs 84% of the whole). Only Is ³ ⁵ believes that this system allows compromises to be found between the different interests (60% compared to 76% overall) and 59% believes that getting involved in politics is defeatable compared to 52% overall.

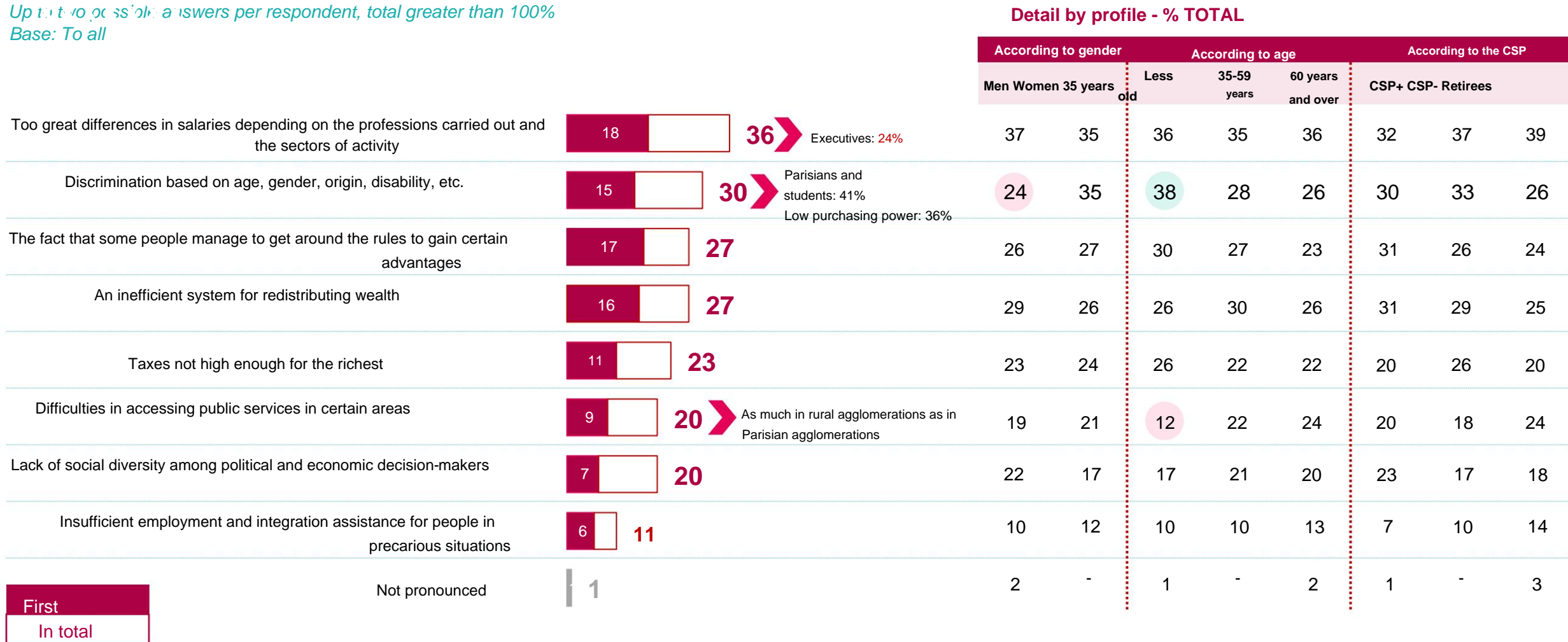
Characteristics of the 25% of French people who most believe they have easy access to the above-mentioned services: Health, Employment, justice, etc.)

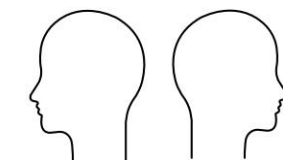
In the minds of the French, inequalities are associated with multiple causes, but above all with excessively large differences in salaries.

Question: What do you think are the main causes of inequality in France among the following? First? Second?

Up to two possible answers per respondent, total greater than 100%

Base: To all





As a result of multiple inequalities, one in four French people believe they experience more inequality than their fellow citizens and 47% as much

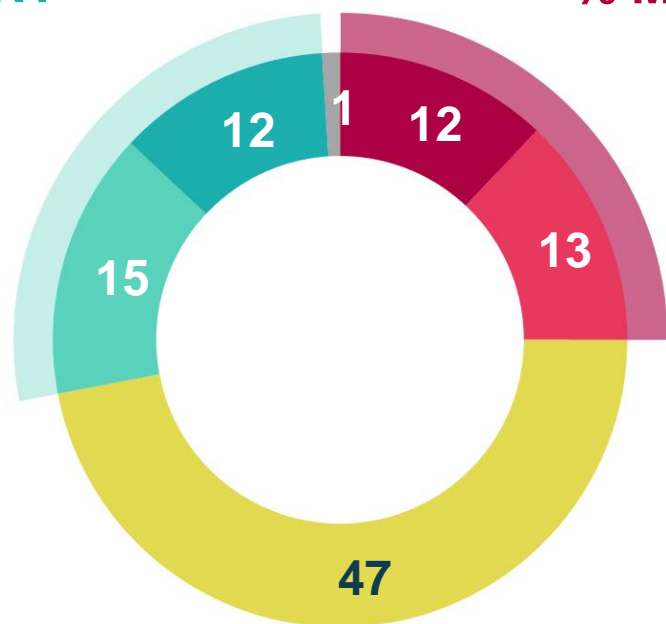
Question: Do you feel that you experience more, less or neither more nor less inequality than the average French person?

Base: To all

% LESS IMPORTANT

27

• Paris metropolitan area: 33%



- Much more important
- A little more important
- No more, no less important
- A little less important
- Much less important
- Not pronounced

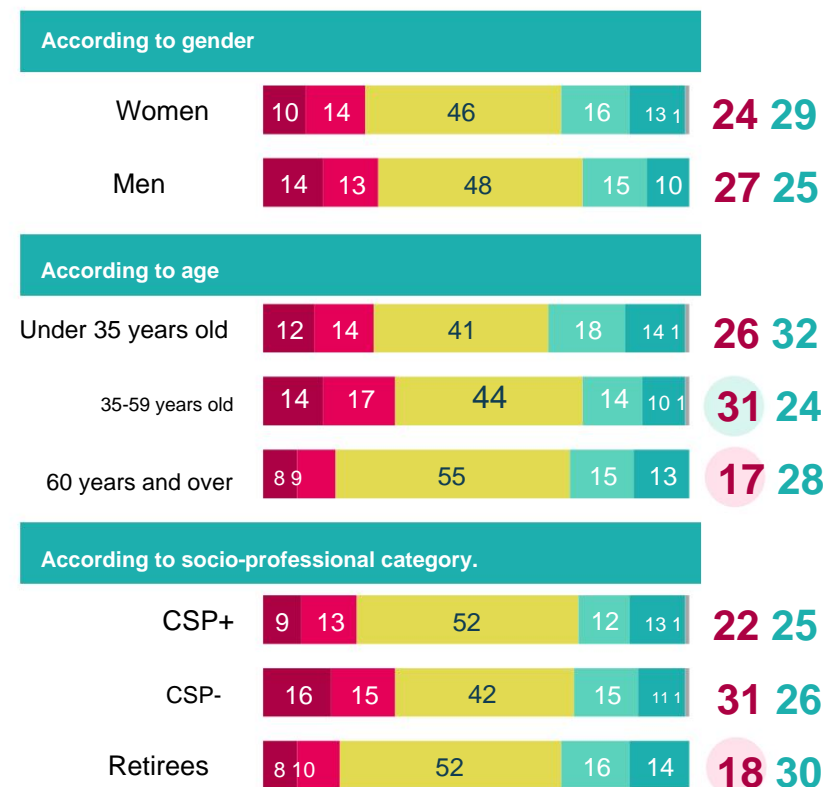
% MORE IMPORTANT

25

- Insufficient purchasing power to cover basic needs: 51%
- Single-parent families: 36%
- Workers: 36%
- Residents of the DROM: 35%
- Diploma level below baccalaureate: 35%
- Abstentionists in the first round of legislative: 34%
- 3 children or more: 33%
- Paris metropolitan area: 31%

Detail by profile

% MORE / LESS



In the same vein, to combat these inequalities, the French are calling for action in various areas, but here too, the demand for action for the purchasing power emerges as a priority

Question: And in your opinion, what are the priority actions to be taken to combat inequalities in France?

Open question, spontaneous answers, multiple answers possible, total greater than 100% Base: All

ÿ **Act for purchasing power : 23%**

ÿ **Raise awareness, educate : 17%**

ÿ **Act for work and employment : 17%**

ÿ **Developing institutions and governance : 15%**

ÿ **Improve social protection : 15%**

ÿ **Investing in public services : 14%**

ÿ **Working for social justice and the redistribution of wealth : 13%**

ÿ **Fight against discrimination : 10%**

ÿ **Act on issues related to immigration : 8%**

TOP 3 MOST CITED AREAS

Question: And in your opinion, what are the priority actions to be taken to combat inequalities in France?

Open question, spontaneous responses, multiple responses possible, total greater than 100%

Base: To all

23% Act for the purchasing power

...including **12%** increase in salaries
...including **11%** to reduce the cost of living

17% Raise awareness, educate

...including **9%** improving education
... of which **4%** promote respect, tolerance
... including **4%** changing their mentality, being more united, more attentive

17% Act for work and employment

... including **10%** to fight unemployment
... including **8%** valuing work, encouraging people to work

“We need to lower the salaries of big bosses and increase the salaries of the most precarious”

“Fix the price of basic necessities and increase the minimum wage and scholarships for students”

“Providing a better education to children who are struggling the most”

“Reduce selfishness and promote mutual assistance towards each other”

“We need to value certain professions more through salary (teachers, doctors, etc.)”

“We need to offer more opportunities in jobs valued by society”

OTHER MOST CITED AREAS

Question: And in your opinion, what are the priority actions to be taken to combat inequalities in France?

Open question, spontaneous responses, multiple responses possible, total greater than 100%

Base: To all

#04

DEVELOPING THE INSTITUTIONS AND THE GOVERNANCE: 15%

Change of government/ President	5%
Listen to the people, consult them more	3%
Better management of public finances	2%
Change the political system	2%
Act more and communicate less	1%

#05

IMPROVE THE SOCIAL PROTECTION: 15%

Reforming the social protection system	11%
... distribute better controls do more strengthen aid and	8%
...	2%
Fight against poverty	4%

#06

INVESTING IN PUBLIC SERVICES: 14%

Investing in health	5%
Investing in justice	4%
Invest in education	2%
Invest in security	2%

#07

WORK FOR THE SOCIAL JUSTICE AND THE REDISTRIBUTION OF WEALTH: 13%

Better distribution of wealth	7%
Tax the richest	6%

#08

FIGHT AGAINST THE DISCRIMINATION: 10%

Fight against discrimination	5%
Acting for gender equality	3%
Fight against racism	2%

#09

ACT ON THE IMMIGRATION ISSUES: 8%

Control immigration	6%
Helping immigrants integrate	1%



"We should make greater use of referendums and citizen dialogue"



"We need to tax the richest with higher taxes and increase the wages of the middle classes"



"The entire social benefits system should be reviewed "



"We must introduce compulsory school uniforms "



"We must ensure that everyone can have easy access to all public services"

Others: 3%

No opinion: 6%

FEELING OF USEFULNESS

The environment, the work, and the commitment
societal, bulwarks against exclusion 03

The French generally feel useful and recognized by their loved ones and to a lesser extent in society and at work.

Question: To what extent do you agree with the following statements?

Base: To all

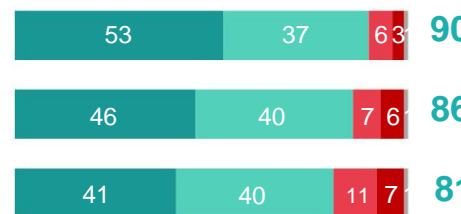
FEELING OF USEFULNESS WITH HIS LOVED ONES

My loved ones often give me the feeling that I am useful to them.

I feel like my loved ones are grateful for everything I do for them.

My family and friends often ask my opinion when there are important decisions to be made.

% ALL RIGHT



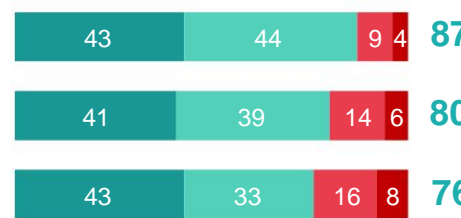
29%
do not "agree" with at least one of the aspects

FEELING OF USEFULNESS IN SOCIETY

I think my behavior really helps to preserve the environment

I believe that my individual actions can help improve people's lives

I feel like I am truly part of French society.



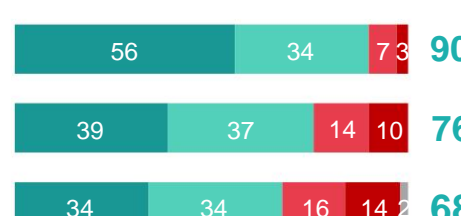
41%
do not "agree" with at least one of the aspects

FEELING OF USEFULNESS IN HIS WORK

I feel that my work is useful for society (item asked of employed workers, i.e. 51% of the total)

Where I work, I feel that my ideas and suggestions are taken into account (item asked of employed people, i.e. 51% of the total)

I feel that my efforts at work are recognized by my superiors (item asked of employed workers, i.e. 51% of the total)



42%
do not "agree" with at least one of the aspects

68%
do not "agree" with at least one of the aspects



Feelings of exclusion weaken democracy



CHARACTERISTIC CHARACTERISTICS OF PEOPLE BELIEVING THEMSELVES TO THEMSELVES...

...WITH THEIR LOVED ONES

A feeling of exclusion greater than the

average

• Only 67% of them feel
it is definitely gone
French company global). (compared to 7.6% in

A low level of well-being

• 3/10 judge that their overall level of well-being is satisfactory
in East not
(compared to 18% of French people in their region
together).

Profile:

They are overrepresented among: seniors and
French people with low purchasing power

Characteristics of the 25% of French people who feel the least useful and the least recognized by their loved ones



RISK CHARACTERISTICS OF PEOPLE BELIEVING THEMSELVES TO THEMSELVES...

...AT WORK

A feeling of exclusion much higher than the

average

• Only 6.2% of them feel like they are truly part of society (compared to
7.6% overall)

Citizens who are suspicious of politicians and unwilling to defend

• Only 3.8% believe that there are politicians who care about their concerns
and deserve their vote (compared to 4.8%), and nearly
3/10 would not be prepared to defend democracy (2.9% vs. 1.5%).

... but more personally engaged than average

• Nearly 1/2 is engaged in union associations or parties (47% vs 42%)

Profile:

They are over-represented among older workers

Characteristics of the 25% of French people who feel the least useful and least at home in society



CHARACTERISTICS OF PEOPLE AS THE LEAST USEFUL...

...IN SOCIETY

Weak associative commitment

• A little more than 1/4 only in test engaged
in an association (27% against 35% of
French)

A state of spirit globally pessimist

manifests itself in very weak optimism
towards their av in ir (4.9% against 6.3%) and
that of their country (3.0% against 4.8%)

Limited attachment to democracy

• They are much less attached to the
democratic democracy. Only 3/5
considered to be the best system
existing (60% vs. 76%) and less than ¼
would be ready for the defense was
threatened (7.1% vs. 8.4%)

Profile:

They are particularly over-represented among the unemployed and
those with low purchasing power

Characteristics of the 25% of French people in employment who feel the least useful and the least recognized in their work

Focus on citizens who do not feel at home in society

Question: To what extent do you agree with the following statements?

Base: To all

"I feel like I'm truly part of French society"

% DISAGREE:

24

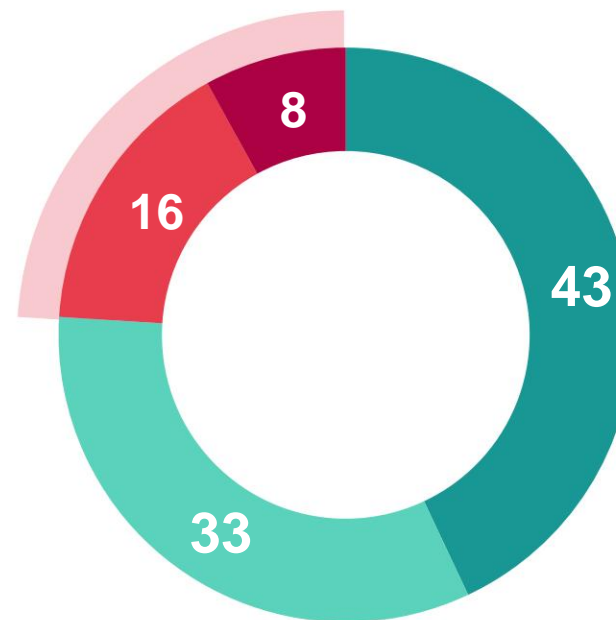
• Under 35: 31%

• Less than €2,000 net/month within the household: 35%

• Abstentionists in the first round of legislative elections: 35%

• Residents of the DROM: 44%

• 3 children or more: 36%



■ Completely agree ■ Somewhat agree ■ Not really agree ■ I don't agree at all.

■ I don't agree at all.

ASSOCIATIVE COMMITMENT AND POLICY

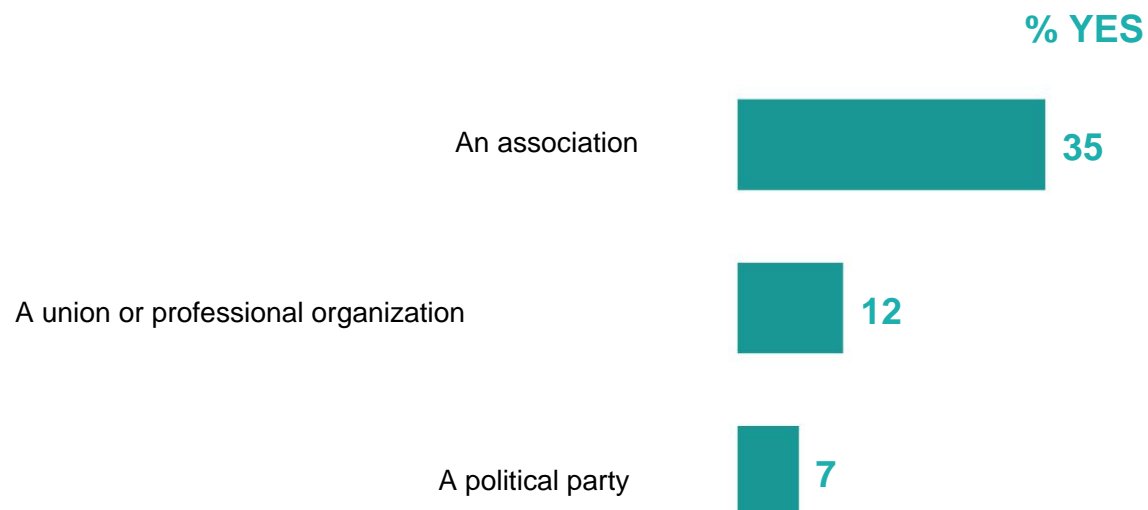
A distrust of political and union actions
which guides the
French towards associative commitment

04

More than a third of citizens say they are involved in an association and more than two out of five in an organization of any kind (association, union, party, etc.)

Question: Are you engaged in...?

Base: To all



Detail by profile - % YES

According to gender		According to age			According to the CSP		
Men	Women	Under 35 years old	35-59 years	60 years and over	CSP+	CSP-	Retirees
35	36	26	36	41	39	30	43
15	10	10	15	12	17	13	10
8	5	13	5	5	7	8	5

42% of French people are involved in at least one of these types of organizations

• 48% in rural areas (compared to 34% in the Paris metropolitan area)

• 47% among those who have sufficient purchasing power to treat themselves (compared to 35% among those whose purchasing power is more constrained)

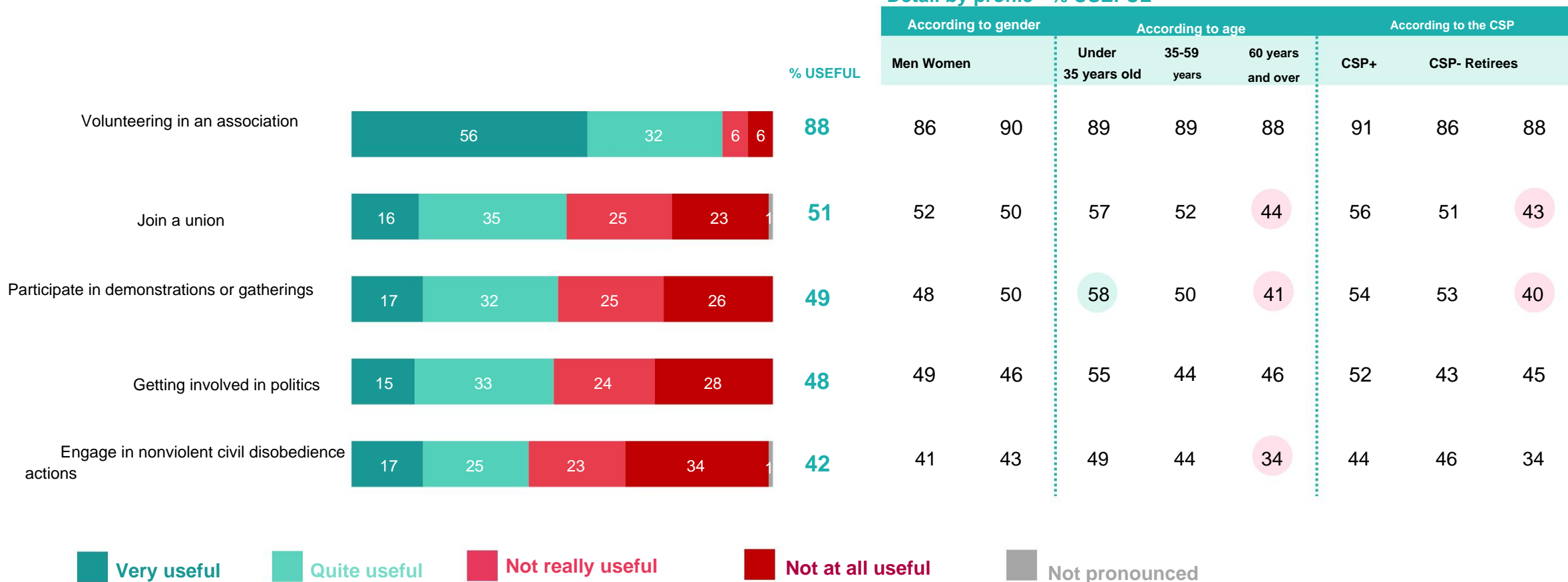
• 46% among French people aged 60 and over

While almost all French people consider it useful (or even very useful) to volunteer in an association, they are very divided on the usefulness of joining a union or getting involved in politics

Question: How helpful do you think the following actions would be to improve things?

Base: To all

Detail by profile - % USEFUL

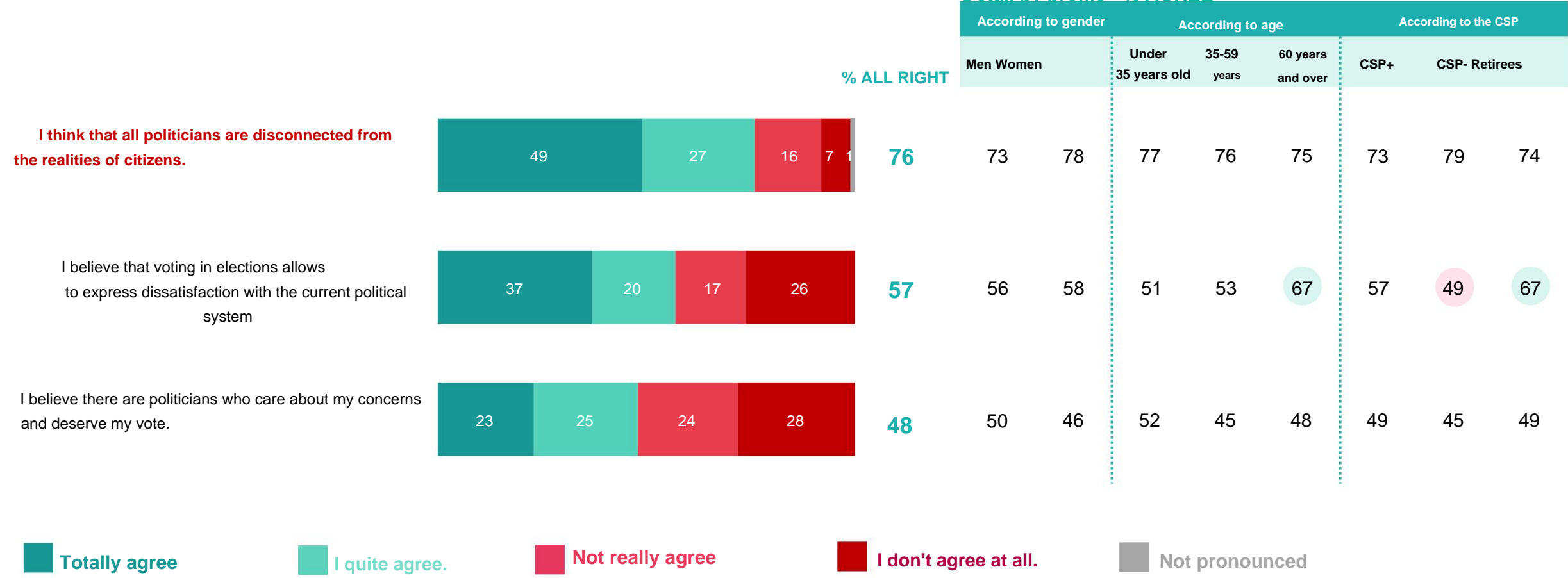


They are very critical of the disconnection of politics and, in fact, question the usefulness of voting.

Question: To what extent do you agree with the following statements?

Base: To all

Detail by profile - % AGREE



The supposed disconnection from politics favours the protest dimension of the vote

Question: To what extent do you agree with the following statements?

Base: To all

% ALL RIGHT



Perception of the vote among the French who believe that **not all politicians are disconnected from the reality of citizens** (24%)



Perception of voting among French people who believe that **all politicians are _____ disconnected from the reality of citizens** (76%)

Usefulness of the "vote on observation"

"Voting in elections is a way to express your dissatisfaction with the current political system"

58%



56%

Usefulness of the "vote of adhesion"

"There are politicians who care about my concerns and deserve my vote."

62%



42%

REPORT ON DEMOCRACY:

A strong attachment to democracy
weakened by the feeling of a disconnection
from the political class

05

While citizens remain very attached to democracy, this feeling is not really unanimous.

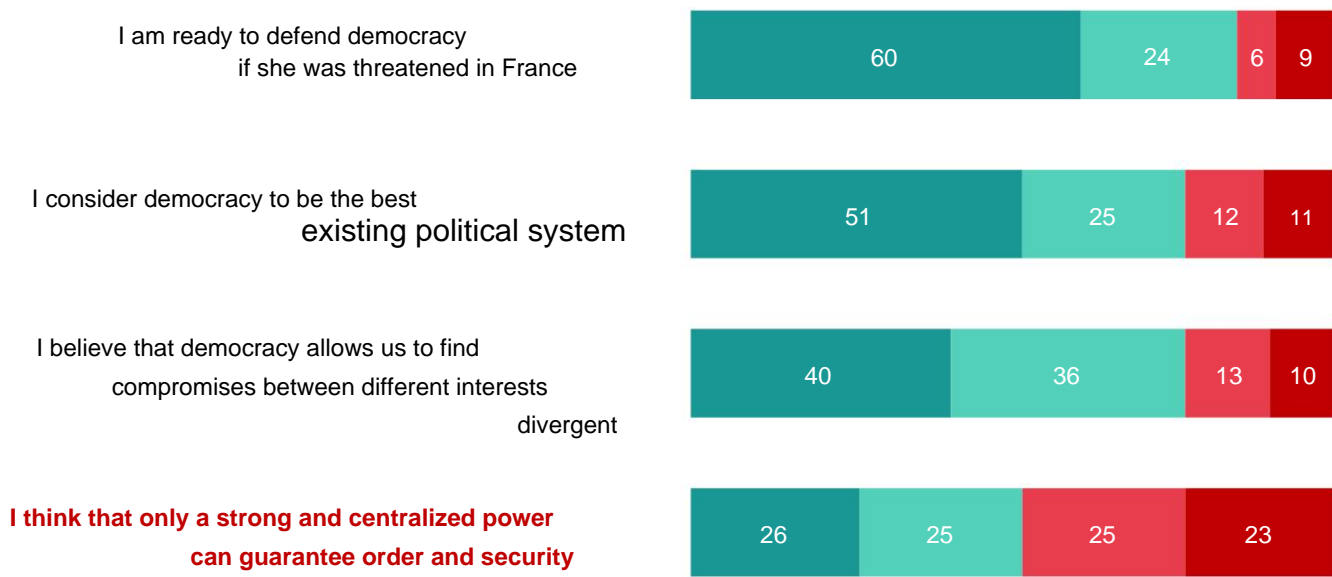
Question: To what extent do you agree with the following statements?

Base: To all

% ALL RIGHT

Detail by profile - % AGREE

	According to gender		According to age			According to the CSP		
	Men	Women	Under 35 years old	35-59 years	60 years and over	CSP+	CSP- Retirees	
I am ready to defend democracy if she was threatened in France	83	86	79	84	88	87	82	90
I consider democracy to be the best existing political system	76	76	68	74	84	77	71	86
I believe that democracy allows us to find compromises between different interests divergent	76	76	73	76	79	79	73	79
I think that only a strong and centralized power can guarantee order and security	53	50	53	51	51	49	53	51



■ **Totally agree**
 ■ **I quite agree.**
 ■ **Not really agree**
 ■ **I don't agree at all.**
 ■ **Not pronounced**

Quite clearly, the French who feel most wronged by society are not very inclined to defend the political system in place.



Characteristics of people most attached to democracy

Early-aged and/or favored French people

45% are 60 years or older (compared to 33% of the population general), 66% have a higher diploma level than baccalaureate (compared to 52% in the general population), 15% are executives (against 10%) and 6.5% have purchasing power satisfactory (against 55%)

A will to commit to society...

44% of these people say they are invested in an association compared to 3 to 5% overall. Wider in t, More than half (52%) are engaged in a trade union, political party or association (42% only globally)

...Trust is more important than the average but very nuanced in the policy

52% of them think that there are people responsible politicians who are concerned about their concerns and who therefore deserve to have their vote (compared to 48% overall) and 7 out of 10 believe that all men and women and Policies are disconnected from the reality of citizens (6.9% versus 76%).



Characteristics of people least attached to democracy

French people were most likely to be young

32% are under 3 to 5 years old (compared to 2 to 5% of the population The majority has a constrained purchasing power (61% against 45%). Moreover, they are trying more to tag their power purchase among their main concerns (42%) that all French people (3.5%). Finally, 3.8% feel they have suffered more inequalities than the average (compared to 2.5%)

A nepe rc ep ti onpe ssi mi st of the company and of the engagement in tci to ye n

These surveys show that the average citizen engagement is useful for improving society (for example, 3.5% consider it possible to join a union compared to 51% of French people and 3.5% consider it possible to get involved in politics compared to 48% of French people). Also involved in an association (6.4% compared to 3.5% overall). There are many who are not to 58% overall).

More broadly, very few of them are optimistic for the future of France (21% against 35%).

Voting in elections, an action perceived as

su pe rf lu e

Very few people believe that voting in elections allows actually demonstrate how to actually work with the current political system (3.8% compared to 57% overall).

Focus on citizens who do not see democracy as the best system

Question: To what extent do you agree with the following statements?

Base: To all

"I consider democracy to be the best political system in existence"

% DISAGREE:

23

• Insufficient purchasing power to meet needs: 41%

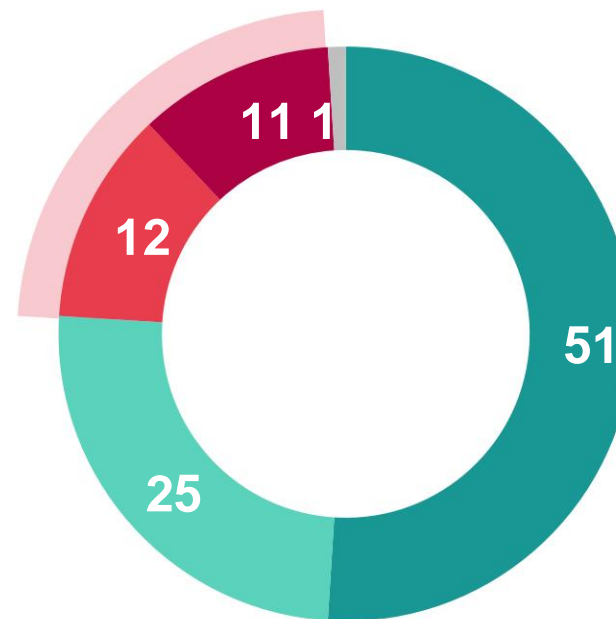
• Feel victims of greater than average inequalities: 38% • Workers: 36%

• Under 35: 31%

• Abstentionists in the first round of legislative elections: 30%

• Less than €2,000 net/month within the household: 28%

• Residents of the DROM: 43%



■ Completely agree ■ Somewhat agree ■ Not really agree ■ I don't agree at all

■ I don't agree at all.

■ Not pronounced

Taking into account the concerns of the French, the main lever for improving the functioning of democracy

Question: What do you think would make democracy work better?

Open question, spontaneous responses, multiple responses possible, total greater than 100%

Base: To all

24% OF RESPONDENTS SAY **MORE LISTENING SHOULD BE DONE**
PEOPLE AND TAKING THEIR CONCERNS INTO ACCOUNT



"Leaders need to listen a little more to the daily needs of citizens"

"Everyone should listen more"



"We should listen more to people and their concerns"

"Citizens should be heard before decisions are made for them"



"Above all, people need to listen to each other"

"The government should listen much more to the voice of the people"

Other areas cited

Question: What do you think would make democracy work better?

Open question, spontaneous responses, multiple responses possible, total greater than 100%

Base: To all

#02

DEVELOP THE GOVERNANCE AND THE INSTITUTIONS: 16%

Change government/ President	5%
No more compromise between political parties	4%
More decentralization	2%
Change the Constitution	2%
Less power to the president and more power to the parliament	1%
A more authoritarian regime	1%

#03

EVOLVE THE CLASS POLICY: 15%

More transparency and honesty among elected officials	6%
Diversify the political class (civil society, etc.)	3%
That politicians be more concerned with the general interest	3%
More expertise and skills	2%
Reduce the number of elected officials	2%
	1%

#04

MORE USE OF DEMOCRACY PARTICIPATIVE: 13%

No more referendums	6%
---------------------	----

#05

CHANGE THE ELECTION RULES: 11%

Change the voting method (proportional, single-round voting, etc.)	4%
Encourage people to vote	4%
Take into account blank votes, invalid votes and abstentions	2%
Make voting compulsory	1%

#06

SHOW MORE TOLERANCE AND EDUCATION: 10%

Promoting tolerance and living together	8%
Improve people's education	2%



“Granting more powers to municipalities, departments and regions”



“There should be more diversity among political leaders (social background, professional situation, etc.)”



“Let politicians be sincere in their speeches and keep their promises”



“Raising citizens’ awareness of their democratic rights and duties”

Other areas cited

Question: What do you think would make democracy work better?

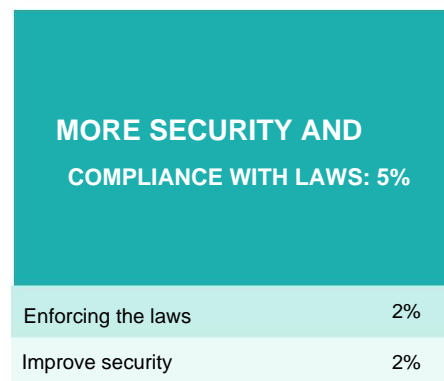
Open question, spontaneous responses, multiple responses possible, total greater than 100%

Base: To all

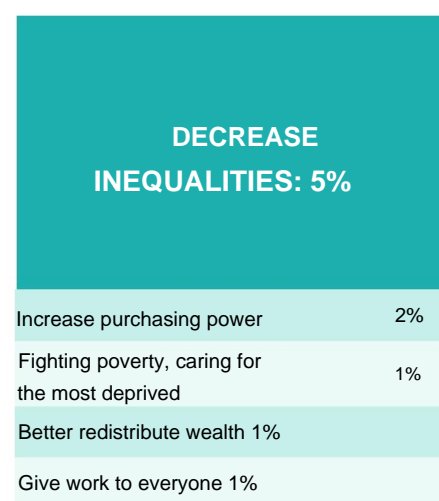
#07



#08



#09



#10



#11



"Elected officials must respect what the French people voted for at the ballot box"



"We need more security, we must expel the terrorists, give more power to the police and rearm France"



"We should absolutely fight against racism and social inequalities"



"There is no real freedom of expression today"

ANNEXES



OUR COMMITMENTS

PROFESSIONAL CODES, QUALITY CERTIFICATION, DATA STORAGE AND PROTECTION

Ipsos is a member of the following French and European professional organizations for market and opinion research:

- **SYNTEC** (professional union of market research companies in France; www.Syntec-etudes.Com)
- **ESOMAR** (European Society for Opinion and Market Research, www.Esomar.Org)



**Ipsos France is ISO 20252 certified:
Market Research - 2019 version by
AFNOR CERTIFICATION**

This document is prepared in compliance with these international codes and standards.

Ipsos France is committed to applying the **ICC/Esomar code** for market and opinion research. This code defines the ethical rules for market research professionals and establishes the protective measures that benefit respondents.



Ipsos is committed to complying with applicable laws. Ipsos has appointed a Data Protection Officer and has implemented a compliance plan for the General Data Protection Regulation (Regulation (EU) 2016/679). For more information on our personal data protection policy: <https://www.ipsos.com/en-gb/privacy-and-personal-data-protection>

As such, the retention period for the personal data of persons interviewed as part of a study is, unless there is a specific contractual commitment:

12 months following the end date of an Ad Hoc study.

36 months following the end date of each wave of a recurring study.

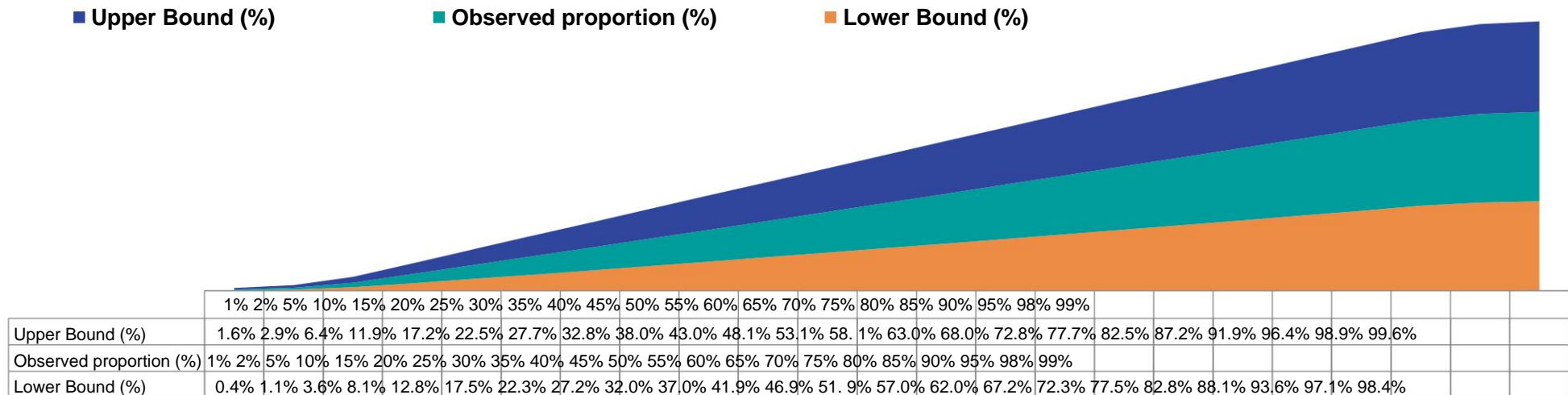
RELIABILITY OF RESULTS

Spreadsheet

In this case, regarding this study:

- Confidence interval: 95%
- Sample size : 1001

The observed proportions are between:



CATI STUDY

TECHNICAL DATA SHEET

Technical sheet

CATI study

SAMPLE

- **Target population** : French people aged 18 and over
- **Sample drawing and source files**: Drawing random from a list purchased from a vendor approved to control the geographical stratification of the draw (region, size of agglomeration)
- **Selection of the interviewee** : Designation of the person surveyed by quota method
- **Criteria and sources of representativeness of the sample** : sex, age, PCS of the individual, regions, category of agglomeration (data INSEE)

DATA COLLECTION

- **Field dates**: 2nd to 13th september
- **Sample taken** : 1001 cases
- **Collection method** : CATI telephone
- **Quality control methods of collection**: 10% of controls independent telephone calls a posteriori on key points
- The data will be kept for 2 years

DATA PROCESSING

- Weighted sample (gender, age, PCS of the individual, regions, category, agglomeration)
- Weighting method used: Margin adjustment)
- Adjustment criteria: gender, age, individual's PCS, regions, agglomeration category

RELIABILITY OF RESULTS: Investigator-administered studies

The overall reliability of a survey is the result of controlling all error components, which is why Ipsos imposes strict controls and procedures at all phases of the study.

BEFORE COLLECTION

- **Sample:** structure and representativeness according to the most recent INSEE data recent
- **Questionnaire:** the questionnaire is written following a writing process including 12 mandatory standards. It is reread and validated by a senior level then sent to the client for final validation. The programming (or questionnaire script) is tested by at least 2 people then validated.
- **Collection:** Investigators are trained in survey techniques in a dedicated training module prior to participating in a study. In addition, they receive or attend a detailed briefing at the start of each study.

DURING COLLECTION

Sampling: Ipsos imposes very strict operating rules on its sampling bases in order to maximize the randomness of the sample selection: face-to-face dispersion rules, random sampling from a list by telephone, quota method, etc.

- **Field monitoring:** the collection is monitored (penetration, interview duration, consistency of responses) and the work of the investigator is controlled either by complete listening (5% of questionnaires completed), or a posteriori (10% by telephone reminder or by revisit for surveys conducted face to face)

DOWNSTREAM OF THE COLLECTION

- The results are analyzed in accordance with statistical analysis methods (confidence interval versus sample size, significance tests). The first results are systematically checked against the raw results from the collection. The consistency of the results is also checked (in particular the observed results versus the comparison sources in our possession).
- In the case of sample weighting (margin calibration method), this is checked by the processing teams (DP) then validated by the study teams.

ABOUT IPSOS

Ipsos is a world leader in market research and opinion polling, present in 90 markets and with nearly 20,000 employees.

Our researchers, analysts and scientists are passionately curious and have developed multi-specialist capabilities that enable them to provide in-depth insights and analysis into the actions, opinions and motivations of citizens, consumers, patients, customers and employees.

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

Our tagline “Game Changers” sums up our ambition to help our 5,000 customers evolve with confidence in a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on 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

GAME CHANGERS

In a rapidly changing world, relying on reliable data to make the right decisions has never been more important.

At Ipsos, we believe that our clients are looking for more than just a data provider. They need a true partner who can provide them with accurate, relevant information and transform it into knowledge that enables them to take action.

This is why our experts, curious and passionate, deliver the most accurate measurements to extract the information that will allow us to have a true understanding of Society, Markets and Individuals.

We combine our expertise with the best of science and technology , and apply our four principles of safety, simplicity, speed and substance to everything we produce.

To enable our customers to act with greater speed, ingenuity and boldness.

The key to success can be summed up in one simple truth:
You act better when you are sure.

THANK YOU

Your Ipsos contacts:

Brice.Teinturier@ipsos.com

Jean-François.Doridot@ipsos.com

