

# IPSOS PUBLIC AFFAIRS



Ipsos Group S.A. is a multinational market research and consulting firm with headquarters in Paris, France. The company was founded in 1975 by Didier Truchot, Chairman still today, and has been publicly traded on the Paris Stock Exchange since July 1, 1999. Ipsos operates in 90 markets employing about 16,530 people.

Ipsos has expertise across a range of international development and public diplomacy programme areas including agriculture, civil society, conflict mitigation, democracy human rights and governance, economic growth and trade, education, finance and economic inclusion, environment and natural resources, human and institutional capacity development, population health and nutrition, gender, international diplomacy and cooperation, and humanitarian and disaster relief.

Ipsos routinely conducts quantitative and qualitative general population studies as well as targeted and elite studies around the world. Ipsos also has significant capabilities in programme evaluation, including the development of evaluation frameworks, logic models, experimental and non-experimental impact studies, programme needs assessments, performance monitoring systems.

Our work spans every stage of the research process, from primary and secondary data collection and analysis, and the delivery of analytical reports and strategic recommendations. Ipsos utilises a wide variety of quantitative and qualitative methodologies including face to face, telephone, mail, online, social media, social listening, community consultations, focus groups (both in-person and online), in-depth interviews, CitizensLabs, and ethnography to solicit citizen/stakeholder opinion on a variety of top issues and concerns, and provide information and evidence that help decision makers within the public sector develop and evaluate their policies, programmes and communications.

- We work with our clients to identify, segment and profile their key audiences, and understand how best to engage existing and potential audiences.
- We help local, regional, and national government clients understand the nuances of public opinion and behaviour on social and economic issues.

Founded in  
**1975**

**July 1, 1999**

First listed on the  
Paris Stock Exchange

**3<sup>rd</sup>** largest global market research company

(Source: ESOMAR Report 2020, IMS Health Report 10-K)

**1,837.4**  
million



**16,000+**



**90**  
markets



**5,000+** clients



**16+** million interviews

**27+** million online

- Our extensive experience of working with government and not-for-profit organisations allows us to draw on the sector-specific expertise and research techniques required to find out what impact there has been as a result of an intervention or program.
- We help our clients to identify the deep social trends either locally or internationally.

**Our main areas of work include:**

- Climate change and sustainability
- Population health
- Justice
- Education
- Economic and financial affairs
- Communications and technology
- Political engagement and participation
- Consumer issues

Most recently our vaccine research practice explored public opinion among consumers, and other stakeholders to understand the dynamics around COVID-19 vaccines – and hence, the future outlook – through the eyes of society, markets and people.

# Dataset: EU Kids Online



(the information below has been taken from [Projekt – EU Kids Online Deutschland](#))

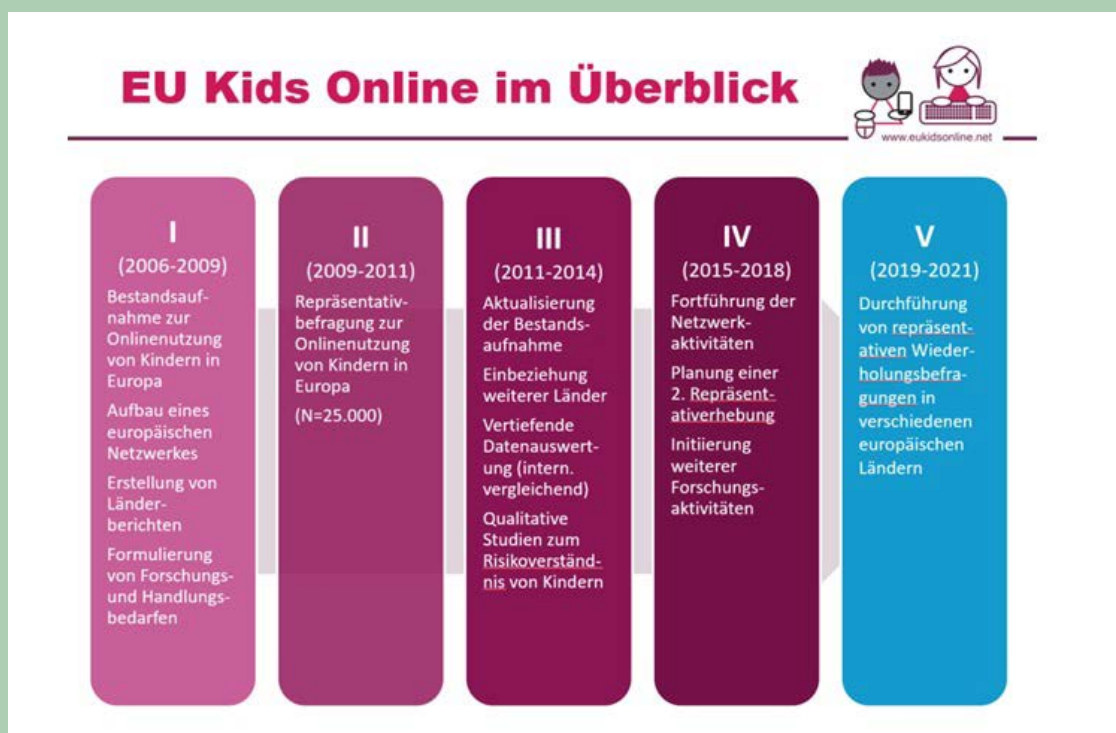
Hosting institution is Ipsos Public Affairs Germany. Ipsos collected data for the “EU Kids Online” network. “EU Kids Online” is an international research network that explores children’s online behaviour, risks, safety and opportunities. The network combines data on children’s media use that is available throughout Europe. For more information regarding the network, please visit: [www.eukidsonline.net](http://www.eukidsonline.net)

Main research questions that can be explored with the data are the following: How do children and young people in Europe use the internet, what risks do they encounter, what opportunities does the internet offer, and how do kids in Europe deal with the diverse possibilities it offers? Where are the similarities and differences between the individual European countries?

Ipsos was involved in two parts of the project (see graphic below): During the second stage of EU Kids Online project, IPSOS MORI coordinated the data collection of a F2F-survey in 25 European countries together with other European research partners. The survey covered experiences of kids on the internet as well as dangers that come with it and intervening actions of parents.

The dataset we are particularly referring to, is based on EU Kids Online V: During the fifth phase of the project a second representative survey on the online use of nine- to 17-year-olds was conducted in Germany. Ipsos was responsible for the data collection. The survey covered 1,044 children and adolescents as well as one parent of them. The questionnaire was mainly based on the instrument of the first wave so that comparisons over time are possible. However, the instrument was adapted in view of recent developments in media offerings and topics.

The data was first analysed on national level. For the purpose of comparisons between countries, the data was incorporated into a European data set.



For further reading:

Hasebrink, U.; Lampert, C.; Thiel, K. (2019). Online-Erfahrungen von 9- bis 17-Jährigen. Ergebnisse der EU Kids Online-Befragung in Deutschland 2019. 2. überarb. Auflage. Hamburg: Verlag Hans-Bredow-Institut. ([pdf 54 Seiten](#)) festgehalten.

Smahel, D., Machackova, H., Mascheroni, G., Dedkova, L., Staksrud, E., Ólafsson, K., Livingstone, S., and Hasebrink, U. (2020). EU Kids Online 2020: Survey results from 19 countries. EU Kids Online. <https://doi.org/10.21953/lse.47fdeq-j010fo> veröffentlicht.

[EU Kids Online V – EU Kids Online Deutschland](#)



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