

Ifop Group

Nos valeurs // Our Values



ENGAGEMENT
COMMITMENT

IFOP • SOCIOVISION • OCCURRENCE



PROXIMITÉ
PROXIMITY

IFOP • SOCIOVISION • OCCURRENCE



PASSION
PASSION

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OUVERTURE
OPENNESS

IFOP • SOCIOVISION • OCCURRENCE



A pioneer in the field of opinion research, commitment has been a primary value of Ifop for the past 84 years.

As a driver of democracy and a partner in strategic decision-making for brands, the group has always been a stakeholder in the business ecosystem to develop practices in keeping with the times and guarantee that **ethics** are respected when studies are conducted. Our subsidiary Occurrence is currently doing R&D work in data ethics to ensure that we remain leaders when it comes to these issues.

In a world flooded with disinformation and fake news, **objectivity** is another challenge of our times. For the group, it is a point of honour to deliver reliable and contextualised data. The ifop.com website and the Ifop archives make it possible to trace the information provided.

This commitment also goes hand in hand with **CSR** – a concept that is not new within the group: Sociovision paved the way in 1992 with its first studies on the subject, joined later by Ifop when the latter launched the first sustainable development observatory in 2002. These sources of information are unique; they forged the group’s “CSR Inside” culture, which our teams deploy to advise the clients on these topics today.

And in 2021, the group’s Ifop Horizons (**Read our CSR Charter**) introduced the tangible commitments that the company makes on a daily basis. The four pillars of commitment at work are observed: societal, environmental, business and well-being at work.



Ifop as a human-sized group is ruled by accessibility and proximity between teams.

This ease internally helps develop affinity in our client relations. We address each client's issue with key persons who understand the challenges of the sector and have expert knowledge of the industry, territory or geographical area. Ifop subsidiaries in Asia and the USA contribute to this local knowledge.

Known for their ability to carry out tailor-made and hybrid studies by pooling their expertise, the Ifop teams are also characterised by **flexibility** and by an in-depth **understanding** of client issues, which means they can provide individualised solutions that may adapt to unexpected elements. It is this approach that has led to our forging strong relationships of **trust** with the group's key accounts.



Our experts are driven by an **entrepreneurial spirit** and by a passion to decipher and understand today's society and the world of tomorrow.

With more than 700 news topics / articles per year – Ifop is one of the top publishing research groups – making knowledge available to everyone.

This passion is also manifested in the depth of the analysis, as well as in the pride that we share to be working with the award-winning authors, the sociological experts of Ifop, Sociovision and Occurrence. Among the books published are : l'Archipel Français (2019), La France sous nos yeux (2021), La Fracture (2021), Les chemins de l'égalité (2022 etc.), la Communication Responsable (2022) and le Luxe et le Digital (2022) – to name but a few.

Challenge is an integral part of this value. Ifop's passion drives each individual to start new projects with the desire to remain a pioneer in every aspect – from the issues that are addressed (sustainable development, emerging countries, metaverse etc.) to the methods they use and the channels they choose. Ifop was first to invest in social networks in 2009 and keeps a leading position on Twitter and LinkedIn. 2022 paved the way for Twitch with the first live that defies convention in our industry – and it is far from over.

Seekers of insights and at times veritable trailblazers, the group's teams are committed to sharing their **creativity** and passion for the benefit of their clients.



Almost inseparable from the value of passion is the practice of observing society, client actions and business impacts – our driving force since 1938. We do not look at society as mere individuals; we use a prudent **approach** and on the lookout for unexplored topics.

Backed by our belief that connecting to other people, cultures and new ways of consuming creates value, we are multiplying our partnerships and expanding our network each year, so that we are in turn able to connect our clients with the diversity of the entire world.

The wealth of data and insights we gain from each study is priceless; it provides us with a direct connection to the reality of citizens, consumers and premium clients in different sectors.

From Shanghai to New York and through Europe, we are a multicultural group (18 nationalities) sensitive to the issues of diversity, **sharing** and inclusiveness, and we place special importance on these issues that impact the way we work.

We must remain **curious** and open in order to continue to reveal the issues of the future to society, even if these may not always be popular with everyone.