

# MONITOR DE INFLACIÓN GLOBAL DE IPSOS

Una encuesta de Global Advisor en 29 países

Mayo 2023



GAME CHANGERS



# HALLAZGOS CLAVE

## La opinión pública es moderada

**El estado en que nos encontramos:** En 26 de 29 países, los que piensan que su país está actualmente en recesión superan a los que dicen que no.

**Un sentimiento de resignación:** Una media del 46% cree que la inflación tardará más de 12 meses en volver a la normalidad en su país, y otro 19% afirma que "nunca lo hará".

**Sintiendo la presión:** los habitantes de Australia, Gran Bretaña, Canadá, Francia, Polonia y Alemania son más propensos que hace un año a decir que están encontrando las cosas "difíciles".

## El sentimiento negativo se suaviza... un poco

**¿Dando la vuelta a la esquina?** El estado de ánimo de la opinión pública mundial era más pesimista hace un año, cuando comenzó a medirse el Monitor Mundial de la Inflación :

- Las expectativas de que los precios suban durante el próximo año no están tan extendidas en casi todos los países.
- La proporción de quienes esperan que su ingreso disponible disminuya no es tan alta como lo era en muchos países.
- La previsión de que suban los precios de los alimentos, los combustibles y el ocio es algo menor que en oleadas anteriores..

## Pero las preocupaciones cotidianas son reales

**¿No desaparece?** Cerca de siete de cada diez siguen esperando un aumento del coste de sus compras de alimentos, servicios públicos, energía y otras compras domésticas en los próximos seis meses.

**Expectativas elevadas en todas partes:** en todos los países, excepto Corea del Sur, Japón y Brasil, al menos seis de cada diez afirman que esperan que el coste de los alimentos aumente durante el próximo año.

Esta expectativa es mayor en Gran Bretaña, Argentina y Australia, donde alrededor de cuatro quintas partes esperan subidas de precios.

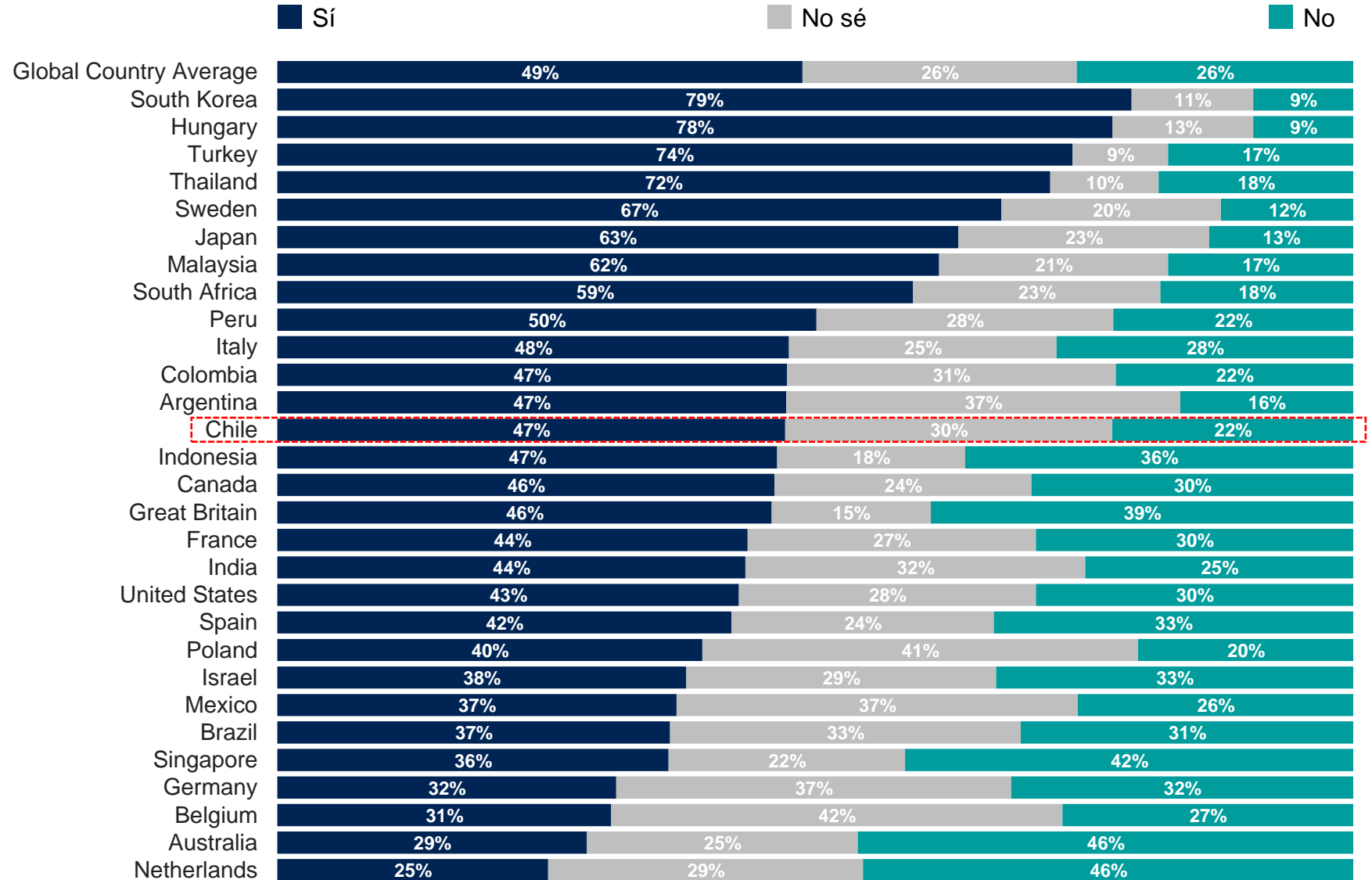
## ¿Cuál es la causa de la subida de precios?

**Están pasando muchas cosas:** Los ciudadanos son especialmente proclives a citar el estado de la economía mundial, las tasas de interés en su país y las políticas de su gobierno nacional como factores que contribuyen al aumento del coste de la vida. Cada uno de estos factores es mencionado por siete de cada diez personas o más.

**Diferencias por países:** En la India, las empresas que obtienen beneficios excesivos son consideradas la principal causa del aumento del coste de la vida, mientras que en Turquía es la inmigración. Corea del Sur, Países Bajos, Italia y Suecia son los países que más señalan la guerra de Ucrania como factor.

# CÓMO SE SIENTE AHORA MISMO

# Hasta donde sabe, ¿la economía de su país se encuentra actualmente en una recesión?

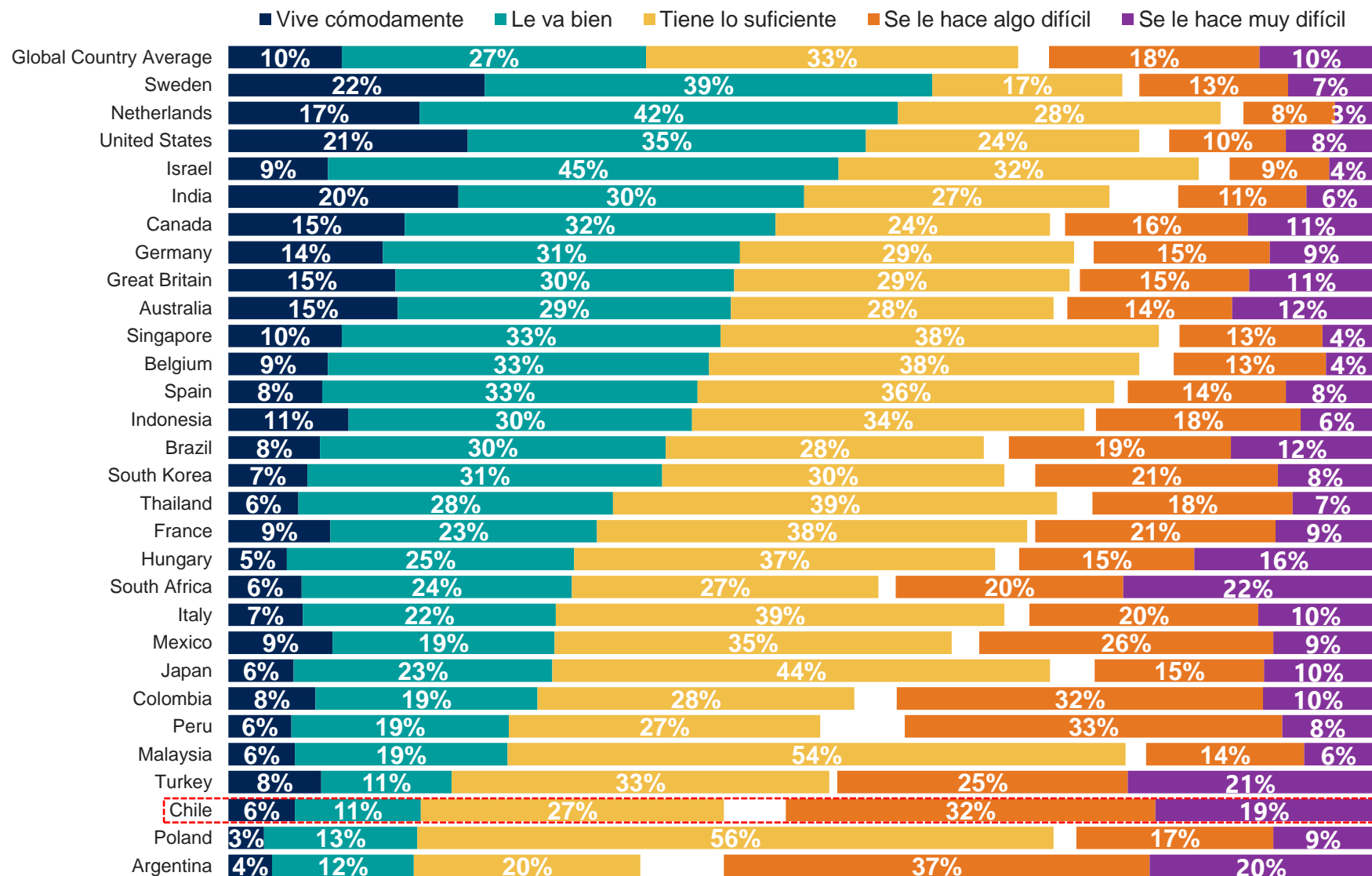


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# ¿Qué tan bien diría que está administrando sus finanzas en la actualidad? Diría que...

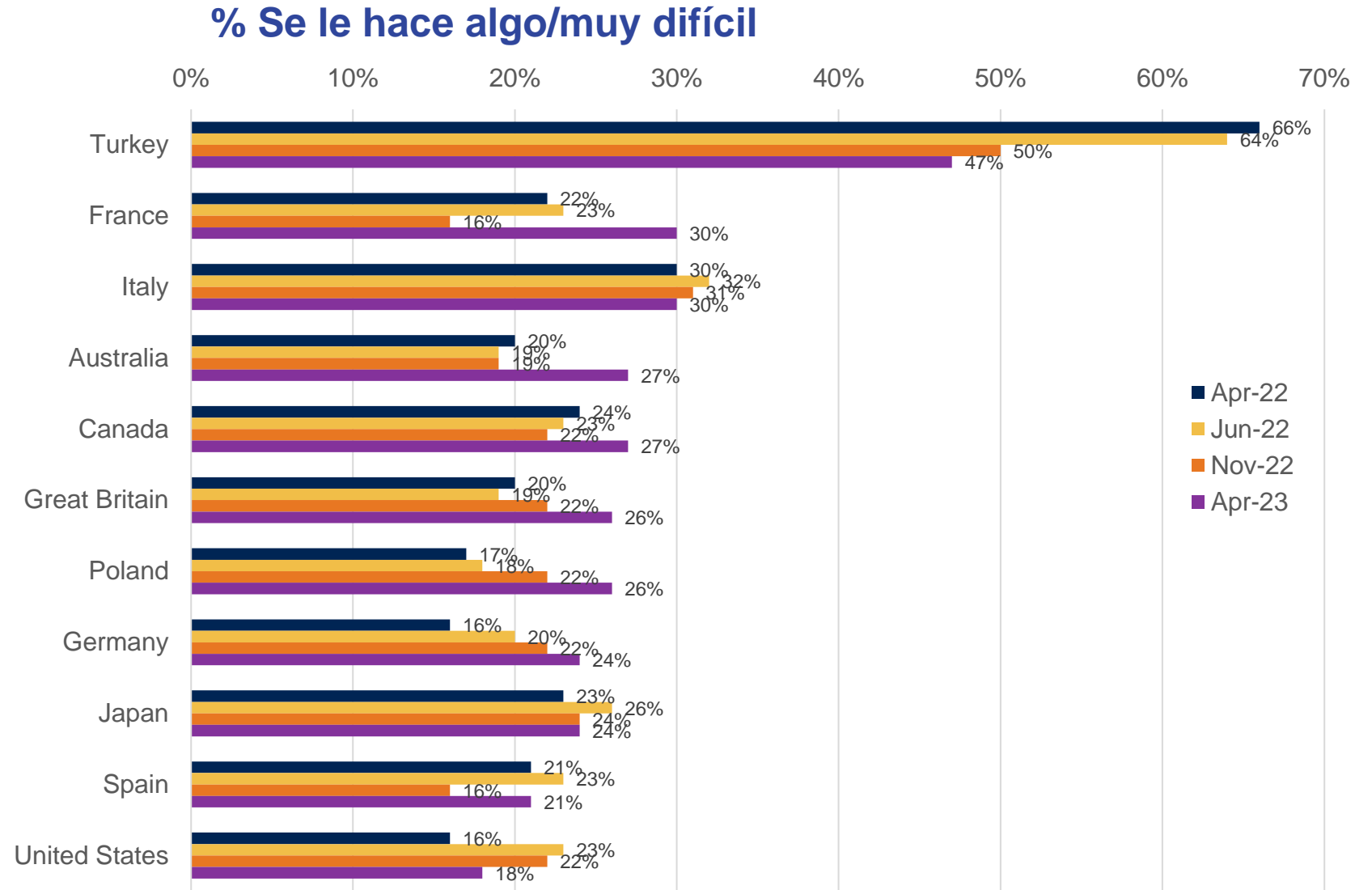


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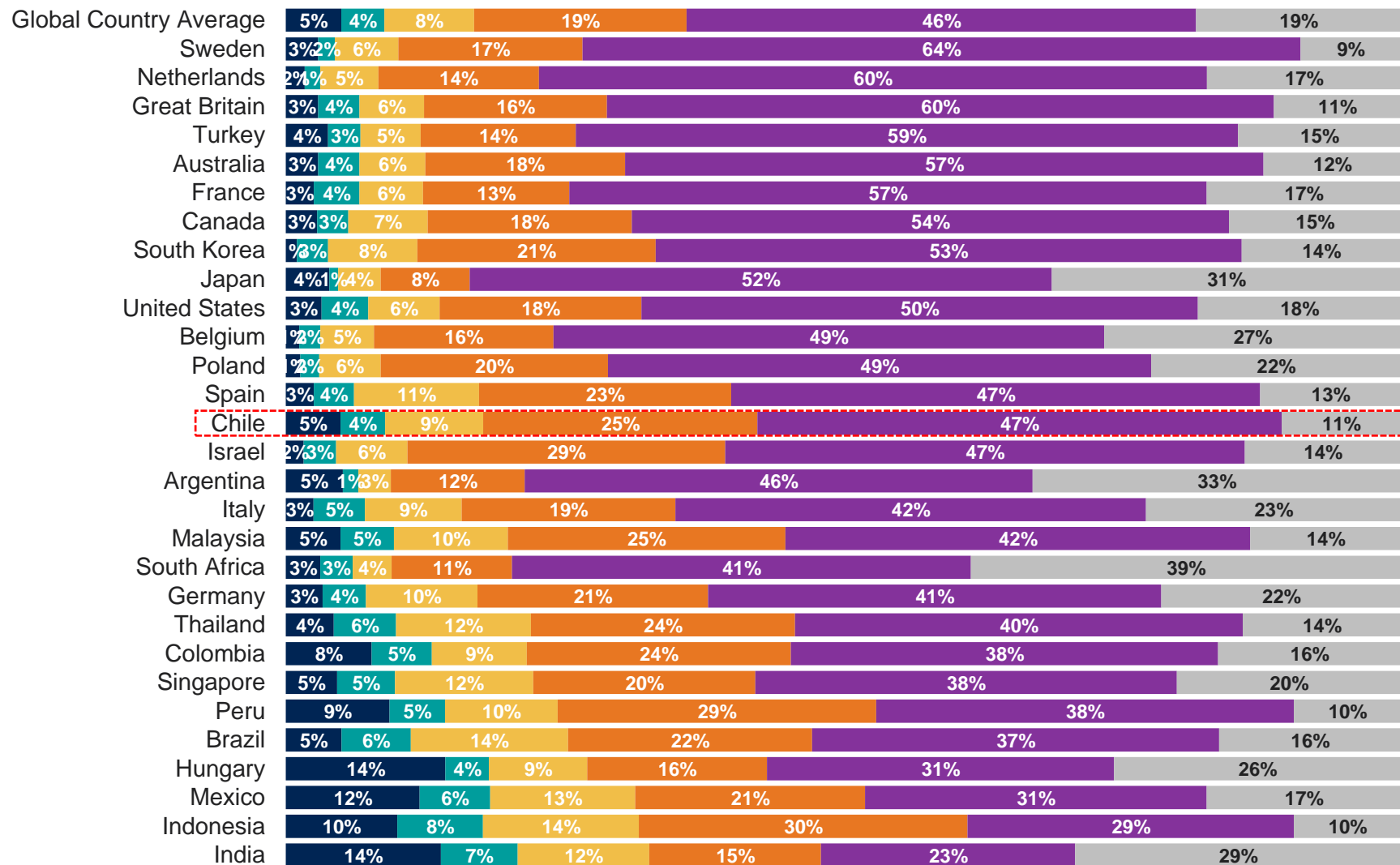


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# ¿Cuánto tiempo cree que pasará antes de que la inflación vuelva a la normalidad en su país?

■ Ya estamos en ello ■ Dentro de los próximos 3 meses ■ Dentro de los próximos 6 meses ■ Dentro del próximo año ■ En más de 12 meses ■ Nunca



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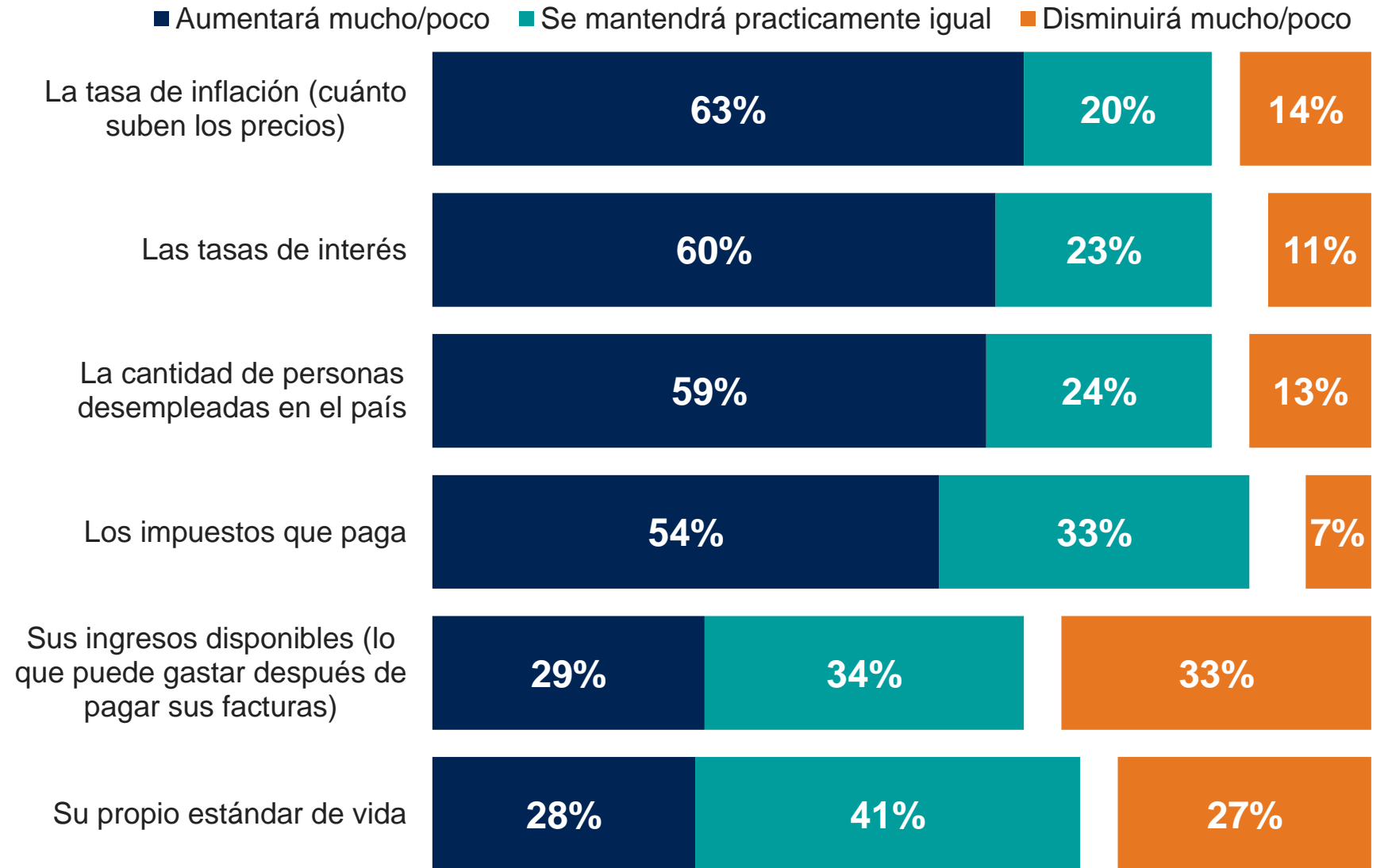
**¿EXPECTATIVAS  
NO MUY BUENAS?**

**Los Próximos 12  
Meses**



# ¿Cómo cree que variarán los siguientes factores el próximo año? ¿Cree que aumentarán, disminuirán o se mantendrán?

Promedio Global de Países %



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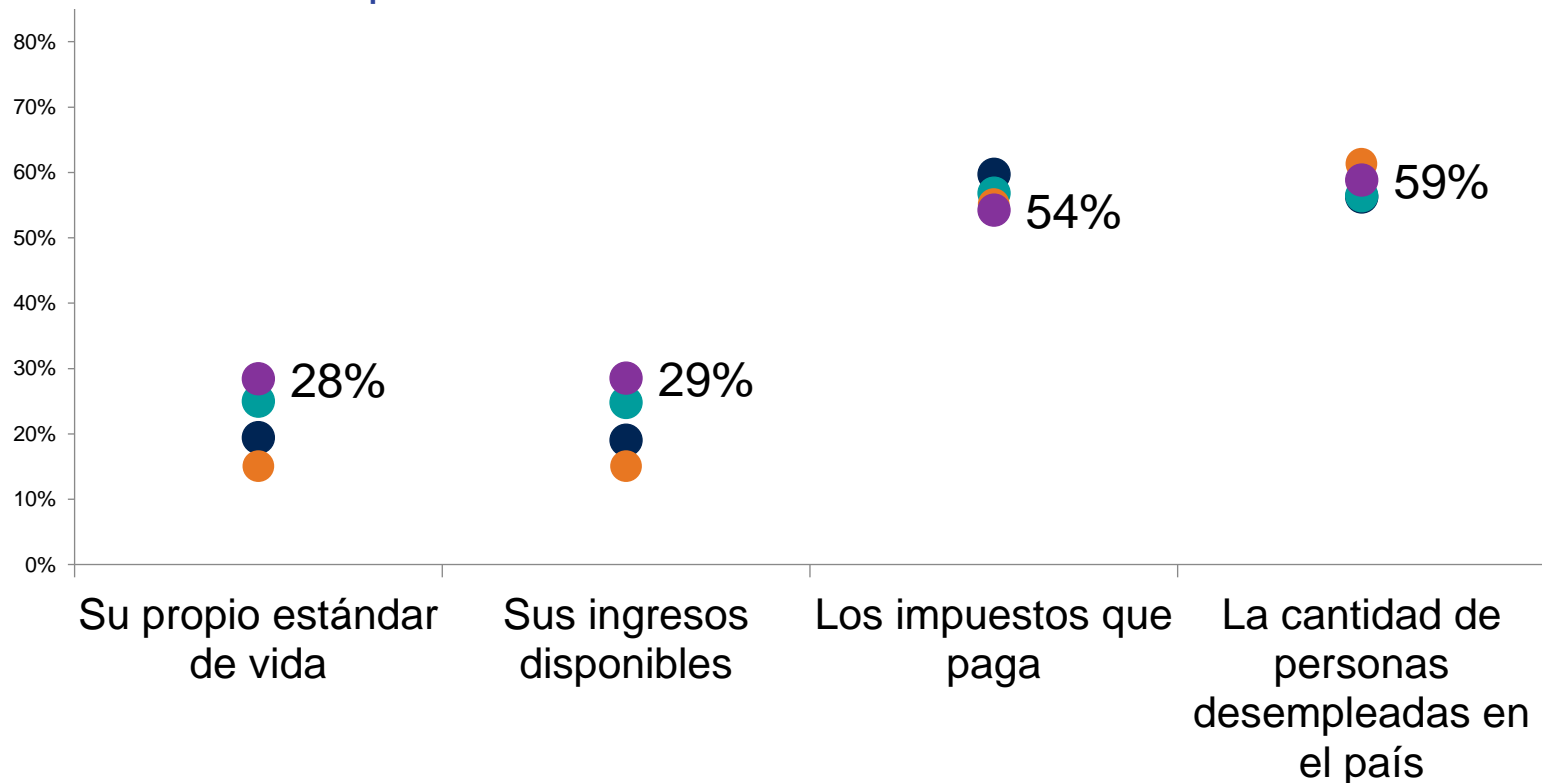
● Abril 2022 (11 países)

● Noviembre 2022 (36 países)

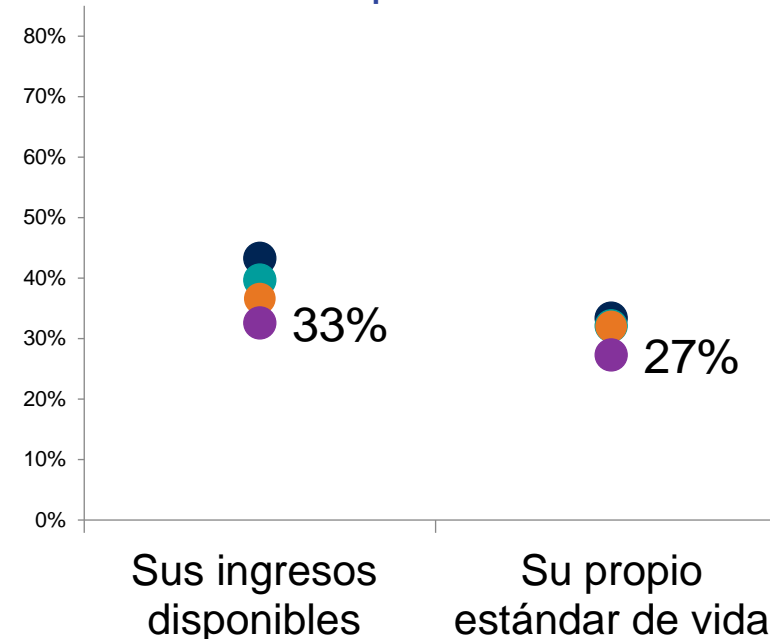
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## Aumentará poco/mucho



## Disminuirá poco/mucho



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## La tasa de inflación (cuánto suben los precios)

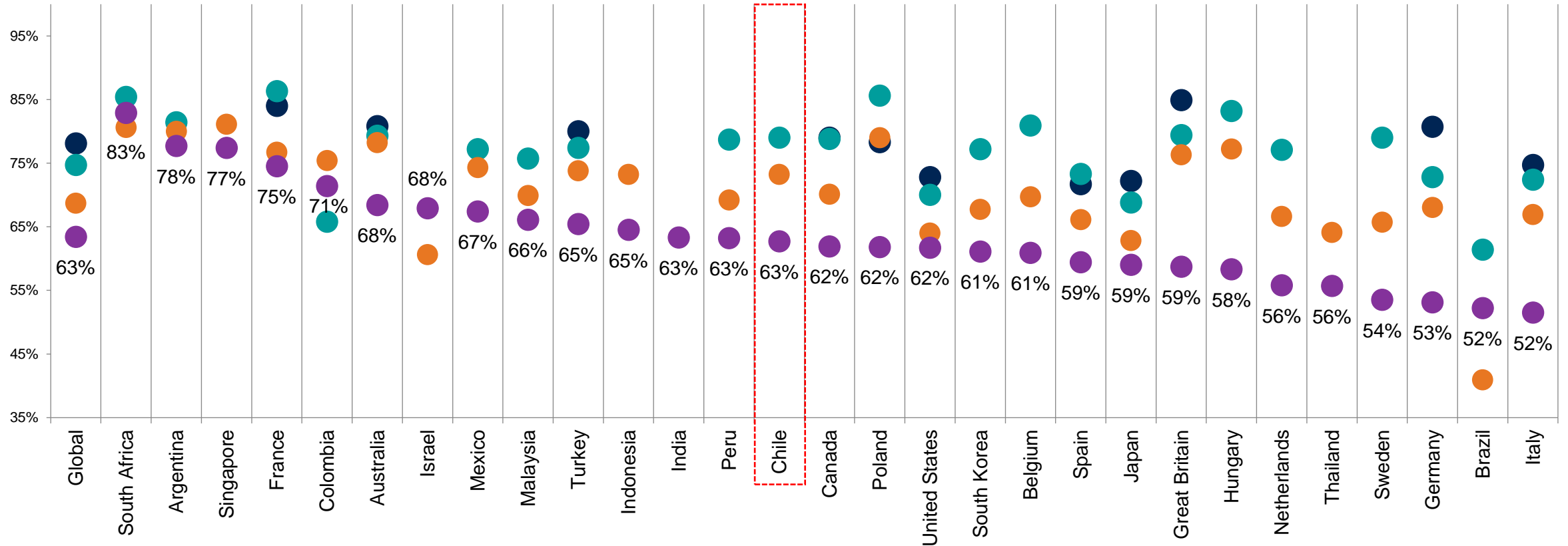
% Aumentará mucho/poco

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# Las tasas de interés

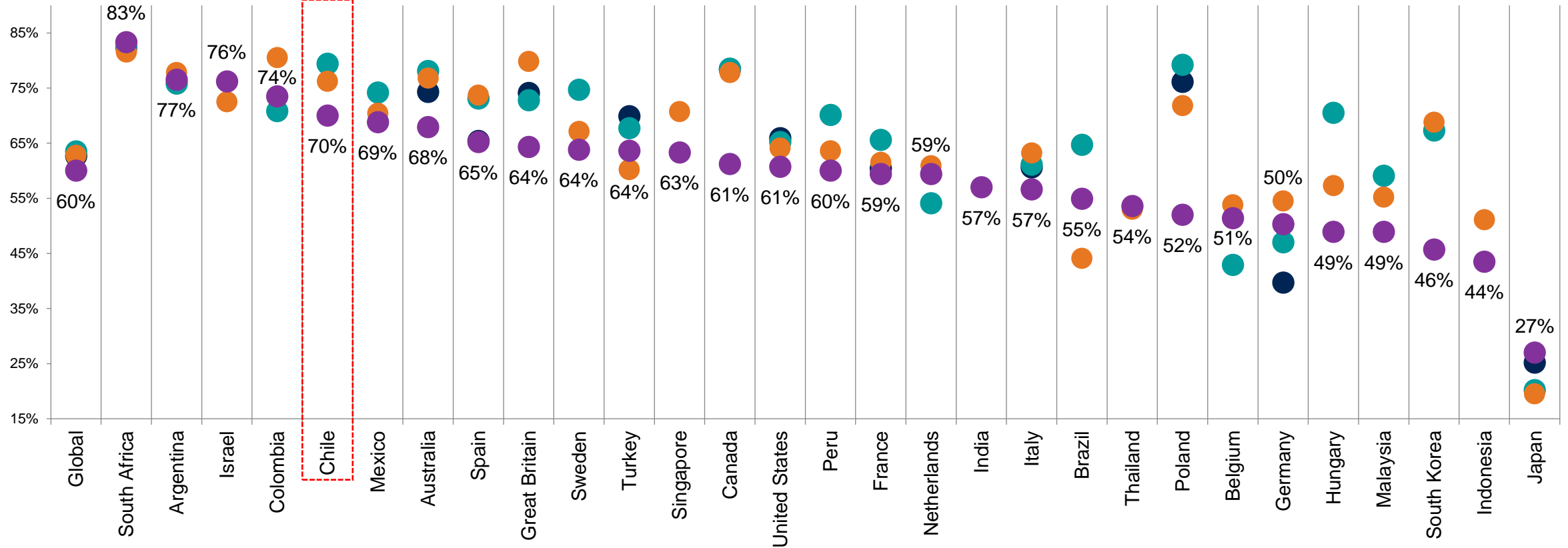
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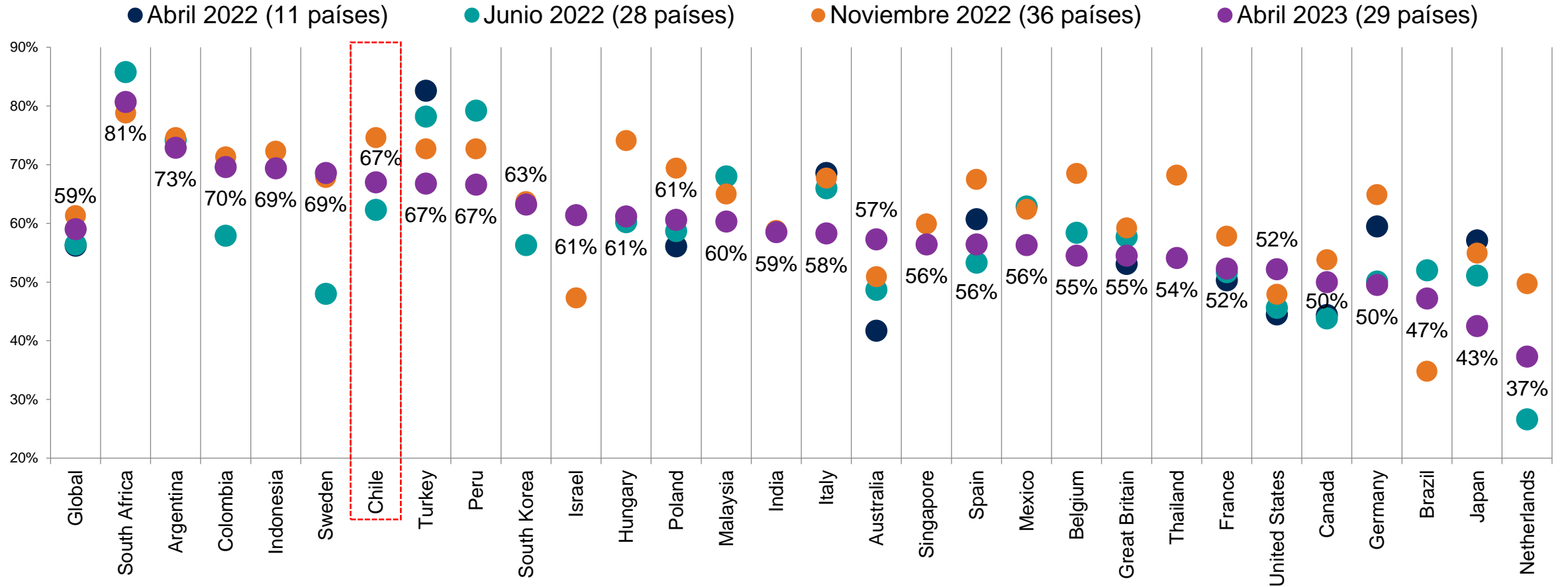
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# La cantidad de personas desempleadas en el país

% Aumentará mucho/poco



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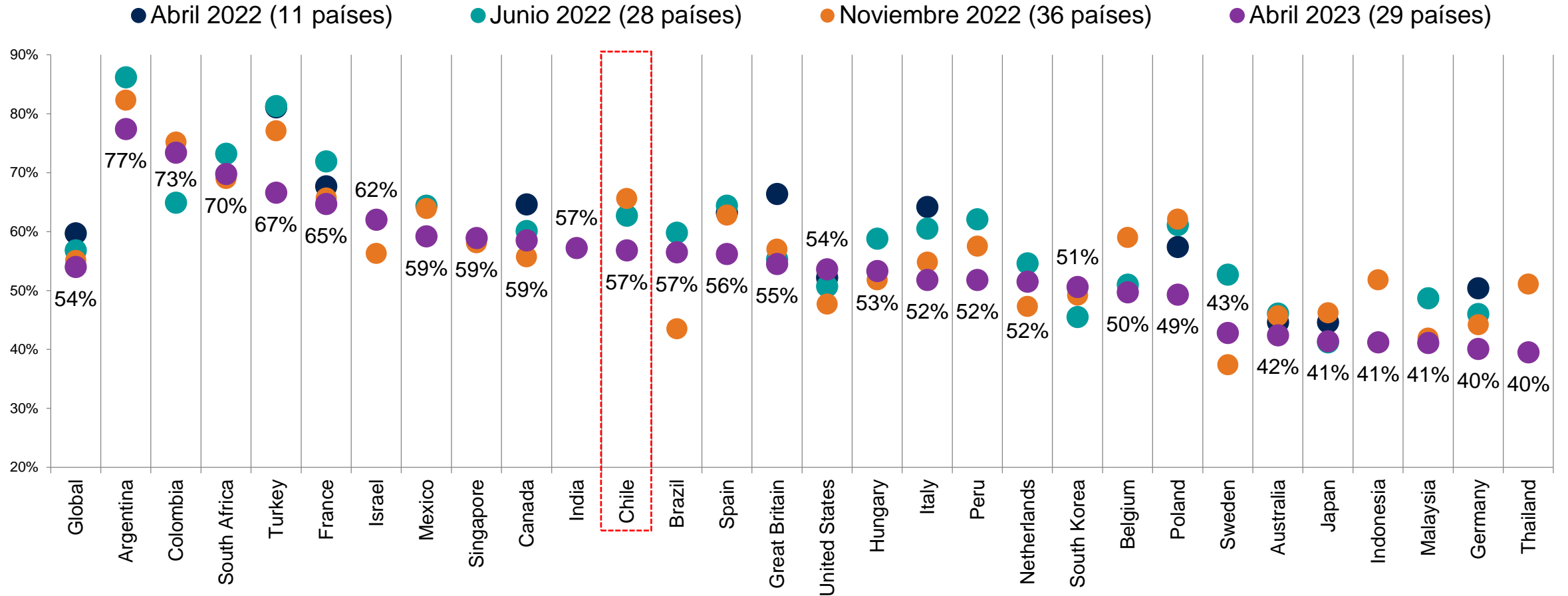
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# Los impuestos que paga

% Aumentará mucho/poco



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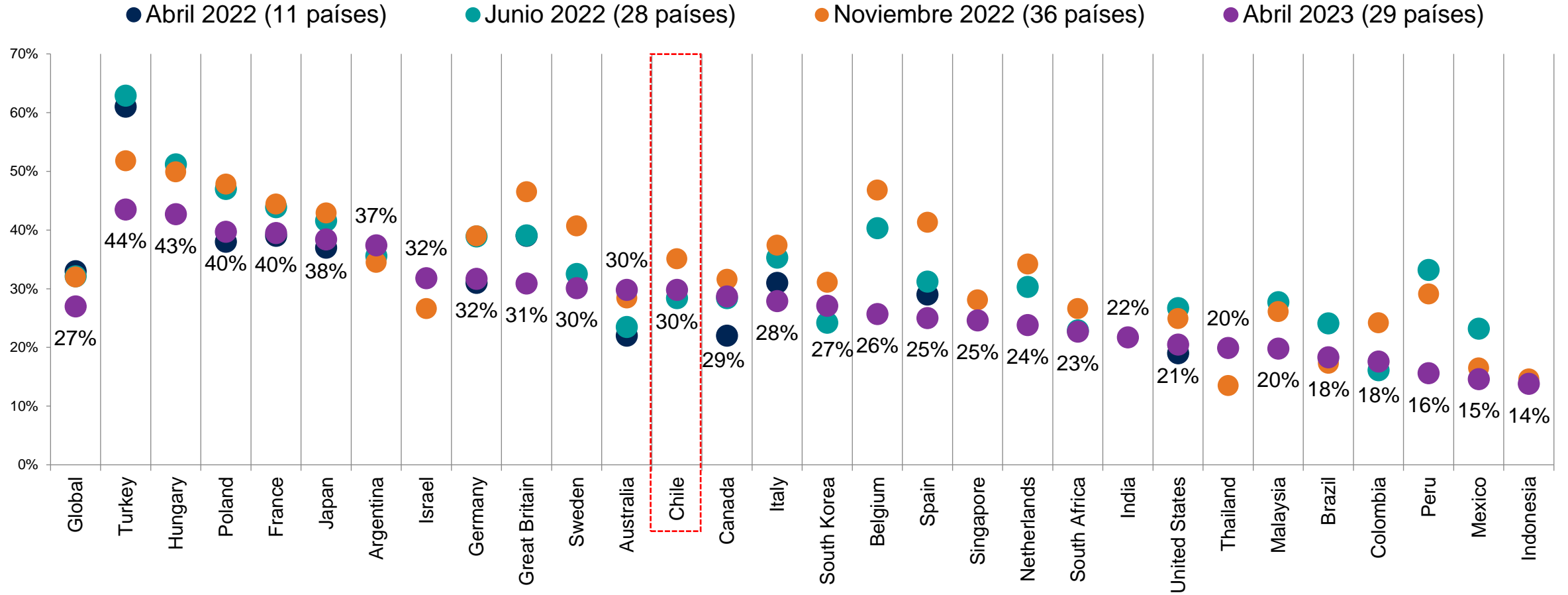
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## Su propio estándar de vida

% Aumentará mucho/poco



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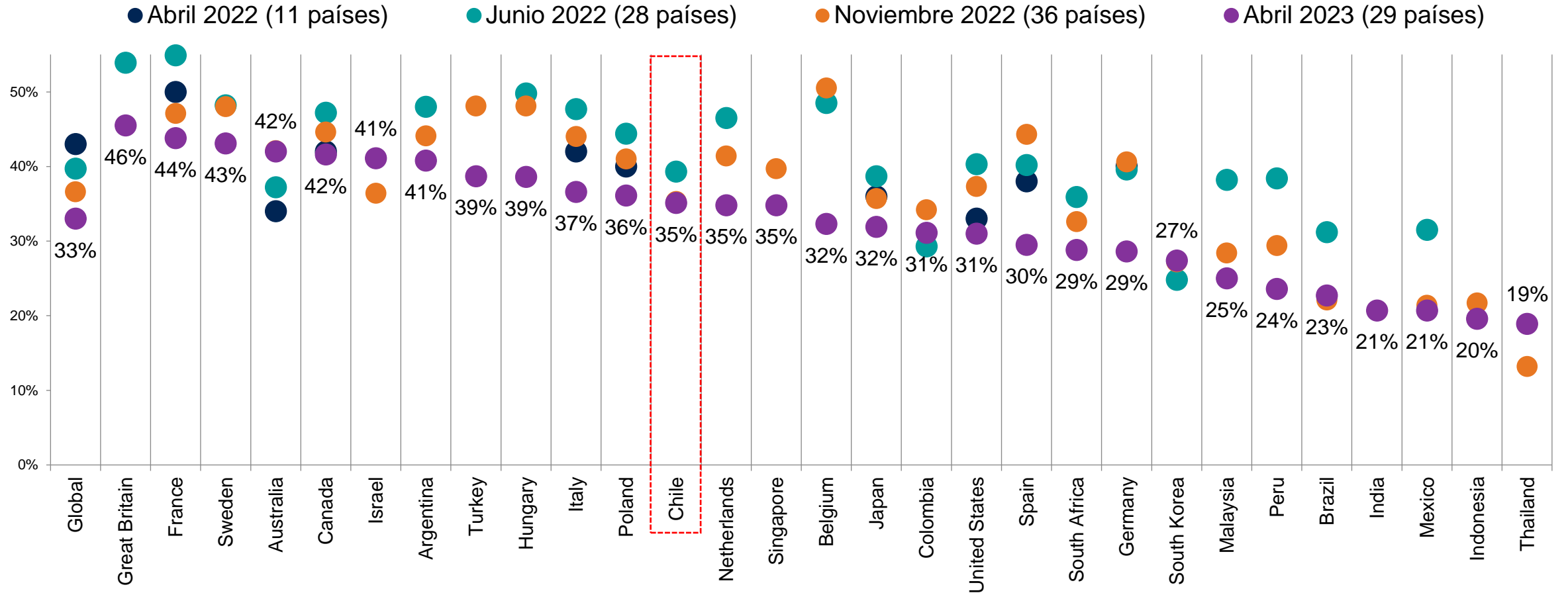
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## Sus ingresos disponibles (lo que puede gastar después de pagar sus facturas)

% Aumentará mucho/poco



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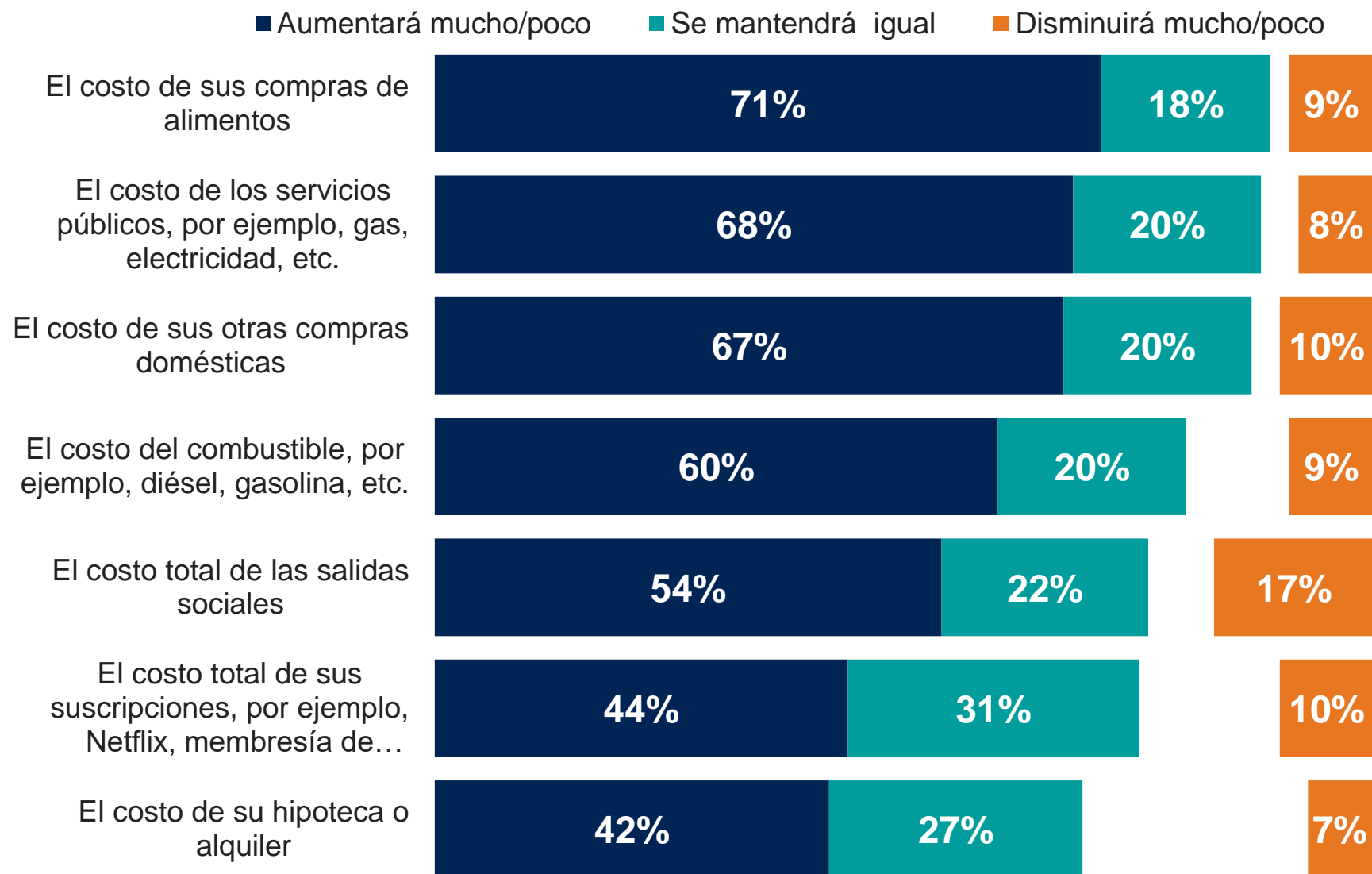
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# EXPECTATIVAS DE GASTO

**Ahora piense en los gastos de su hogar en los próximos 6 meses y, para cada uno, indique si espera que aumente, disminuya o se mantenga.**

*Promedio Global de Países%*

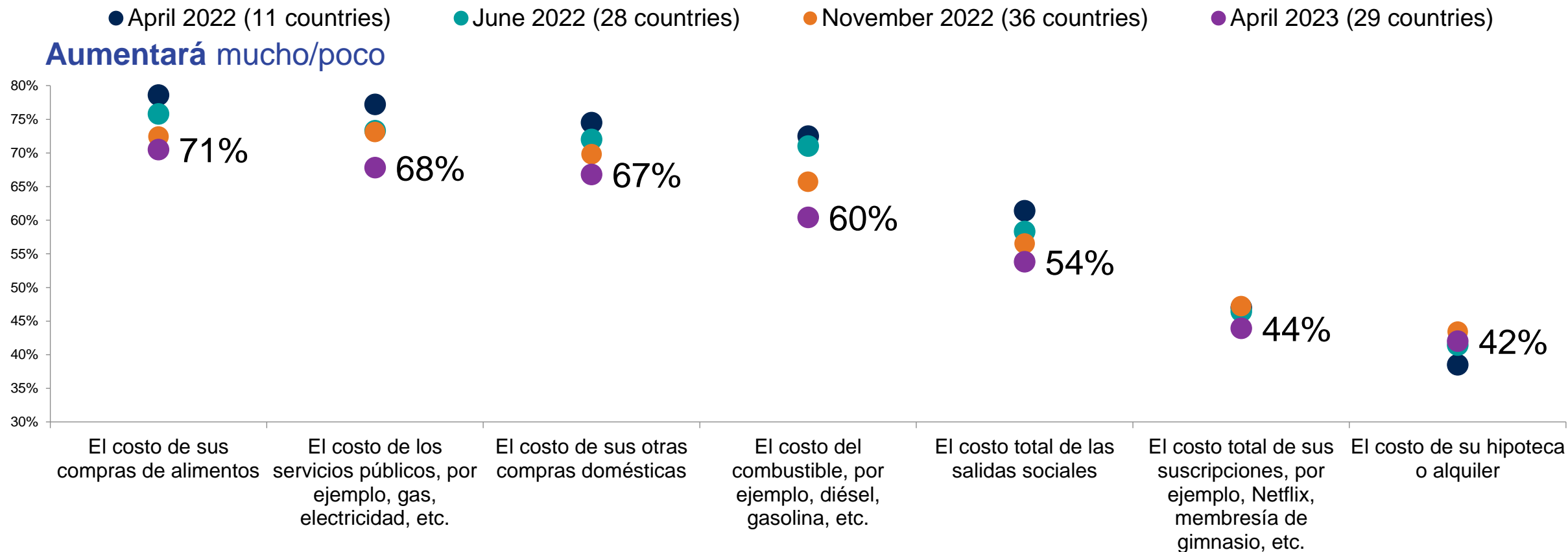


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**% Aumentará**

	Global	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GBR	HUN	INA	IND	ISR	ITA	JAP	KOR	MAS	MEX	NED	PER	POL	SIN	RSA	ESP	SWE	THA	TUR	USA
El costo de sus <b>compras de alimentos</b>	71%	81%	79%	72%	57%	75%	73%	77%	77%	68%	82%	76%	65%	62%	75%	68%	45%	47%	69%	71%	81%	64%	75%	77%	82%	66%	76%	64%	74%	70%
El costo de los <b>servicios públicos</b> , por ejemplo, gas, electricidad, etc.	68%	88%	79%	58%	57%	69%	72%	78%	78%	61%	77%	72%	64%	61%	71%	59%	60%	66%	59%	67%	56%	57%	74%	76%	80%	61%	66%	65%	69%	67%
El costo de sus <b>otras compras domésticas</b>	67%	80%	74%	67%	51%	69%	69%	73%	67%	61%	77%	72%	64%	61%	71%	59%	60%	66%	59%	67%	56%	57%	74%	76%	80%	61%	66%	59%	71%	67%
El costo del <b>combustible</b> , por ejemplo, diésel, gasolina, etc.	60%	83%	69%	58%	46%	62%	73%	81%	63%	48%	59%	65%	64%	61%	64%	57%	32%	39%	55%	65%	52%	58%	59%	51%	78%	57%	60%	65%	69%	60%
El costo total de las <b>salidas sociales</b> , por ejemplo, ir a cines, cafeterías, restaurantes, pubs, clubes, etc.	54%	67%	64%	59%	46%	58%	51%	60%	58%	52%	67%	66%	61%	32%	56%	50%	21%	34%	47%	52%	57%	44%	56%	62%	60%	60%	58%	39%	63%	63%
El costo total de sus <b>suscripciones</b> , por ejemplo, Netflix, membresía de gimnasio, etc.	44%	74%	45%	51%	42%	41%	48%	53%	43%	33%	51%	50%	58%	31%	47%	42%	10%	24%	31%	49%	53%	34%	47%	42%	51%	41%	44%	32%	59%	48%
El costo de su <b>hipoteca o alquiler</b>	42%	59%	54%	25%	30%	38%	58%	53%	32%	35%	38%	49%	60%	28%	55%	25%	10%	32%	37%	41%	39%	34%	46%	40%	59%	39%	69%	34%	66%	32%

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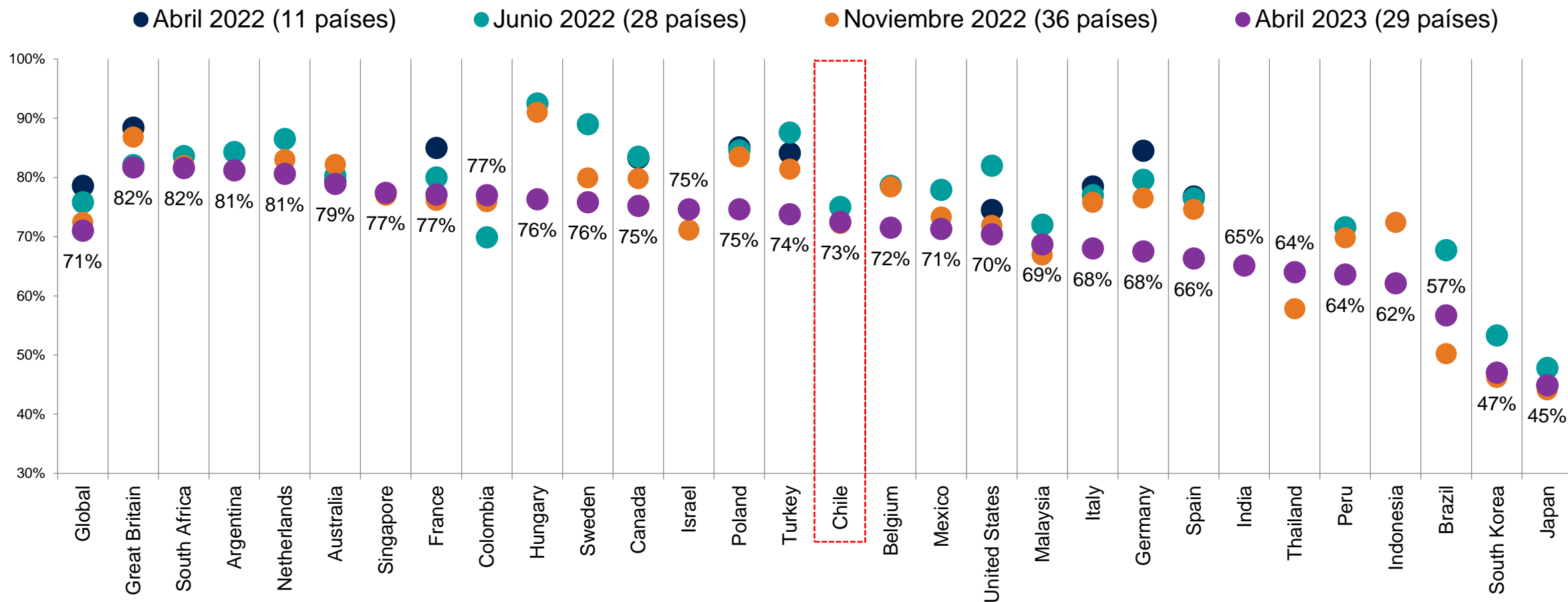
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## El costo de sus compras de alimentos

% Aumentará mucho/poco



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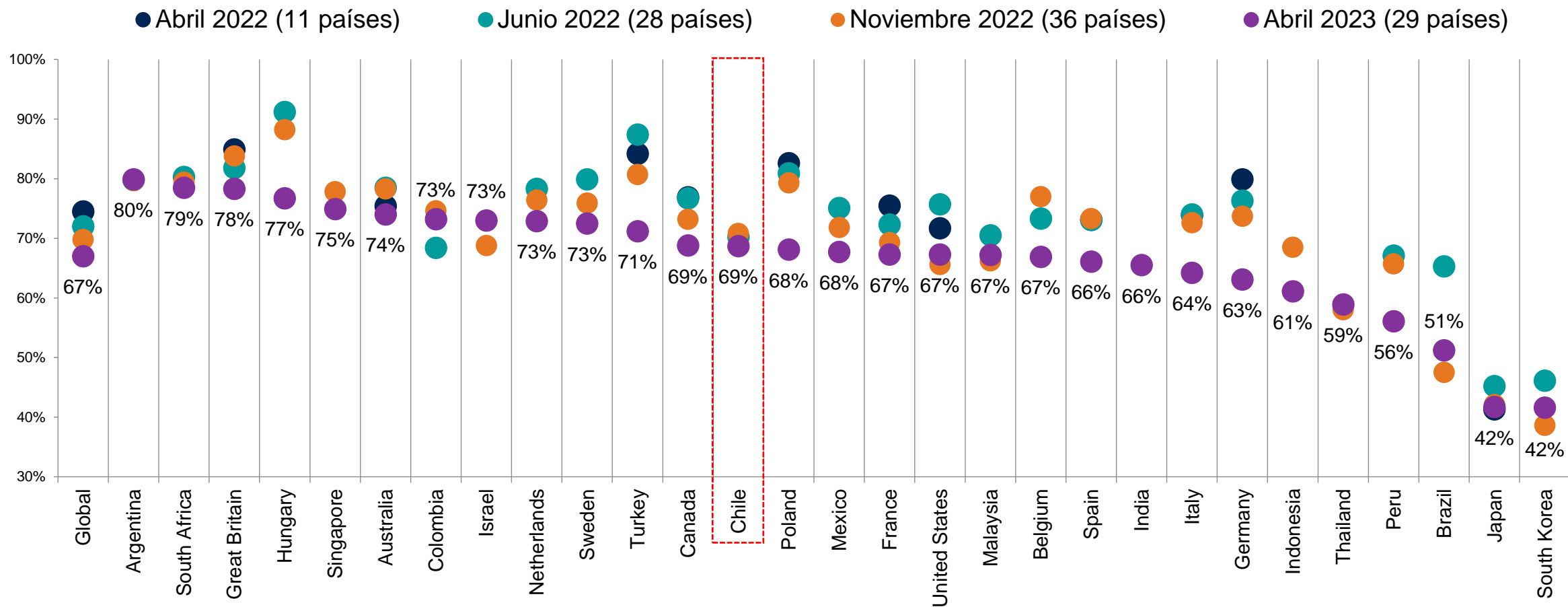
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## El costo de sus otras compras domésticas

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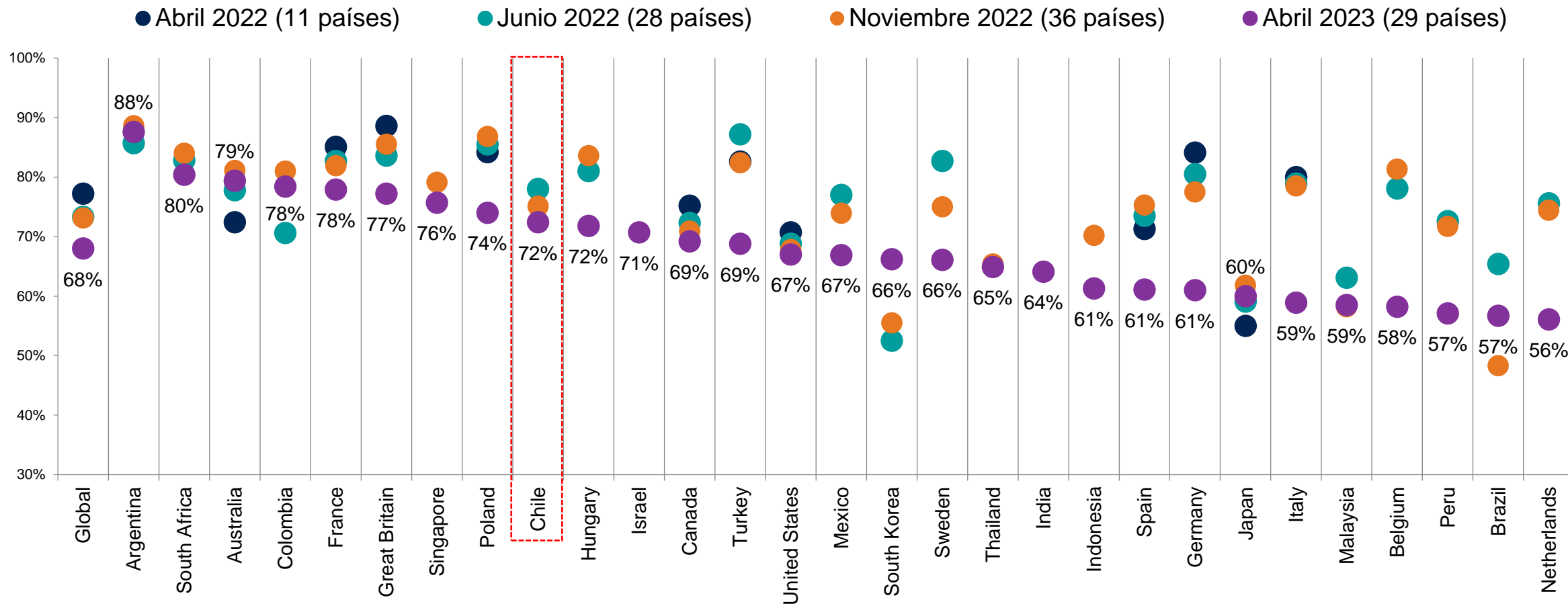
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## El costo de los servicios públicos, por ejemplo, gas, electricidad, etc.

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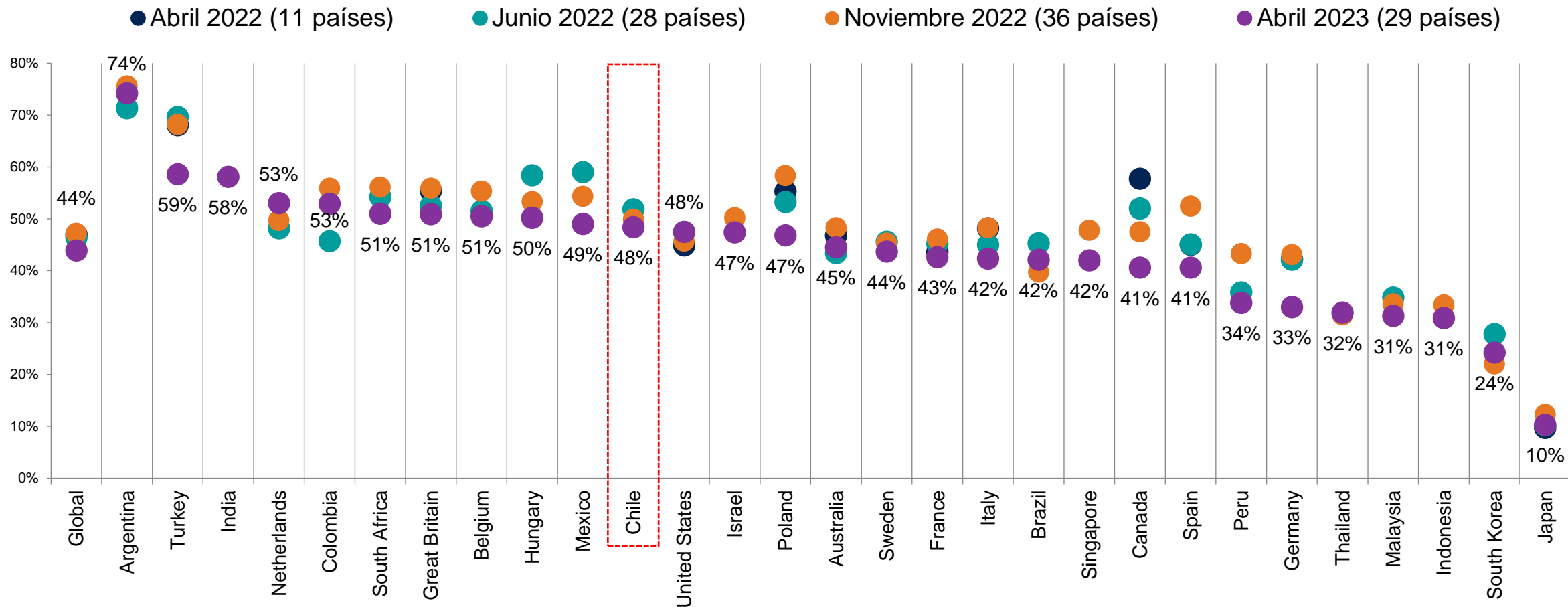
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El costo total de sus suscripciones, por ejemplo, Netflix, membresía de gimnasio, etc.

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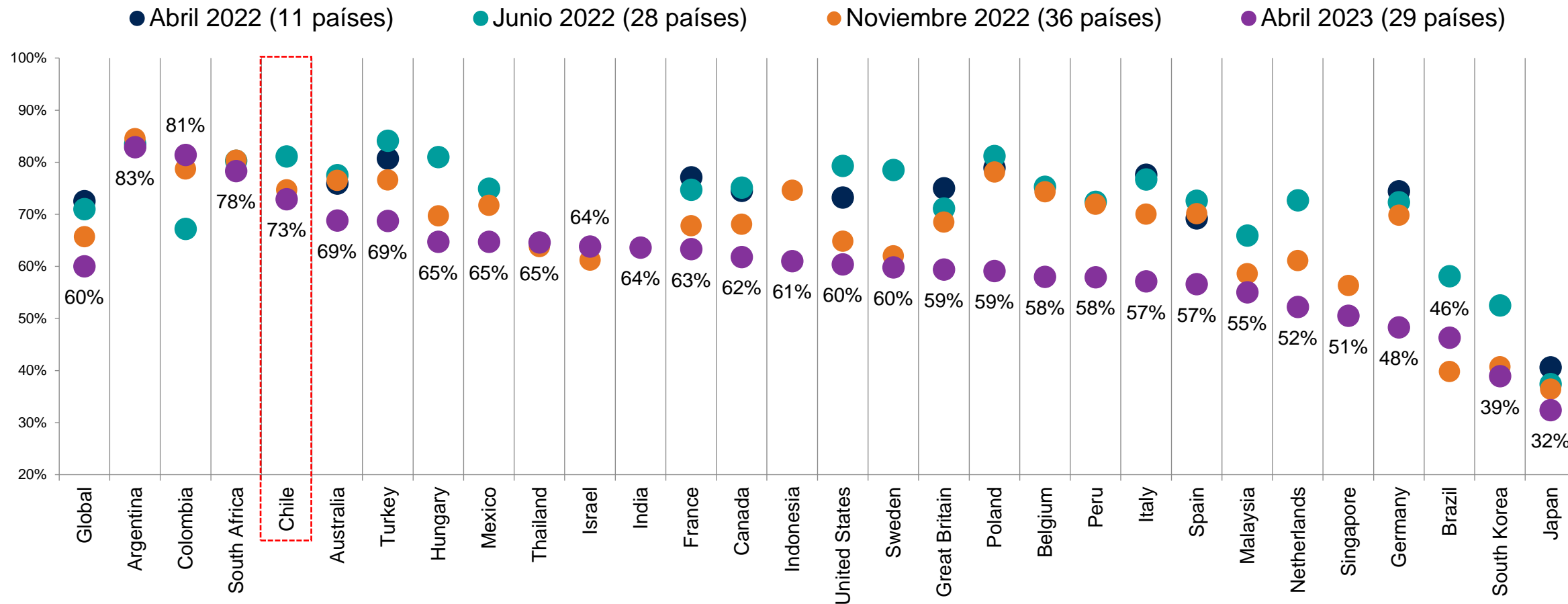
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## El costo del combustible, por ejemplo, diésel, gasolina, etc.

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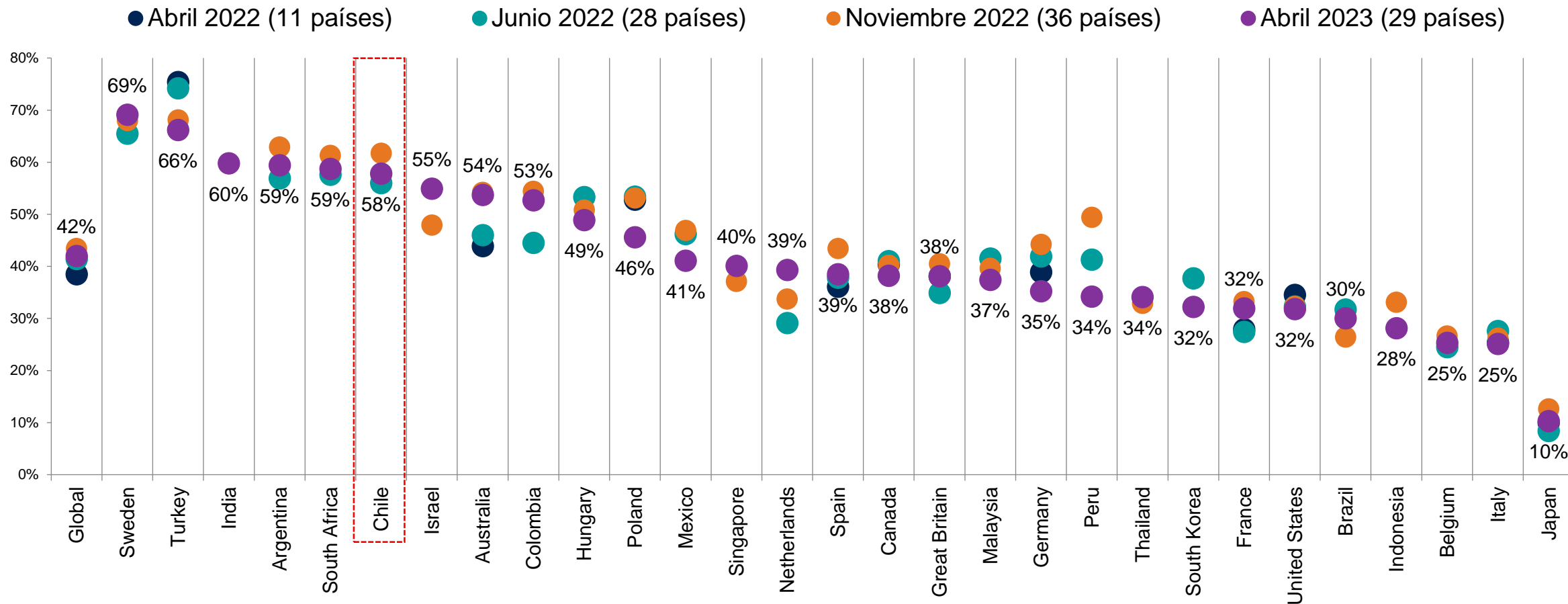
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## El costo de su hipoteca o alquiler

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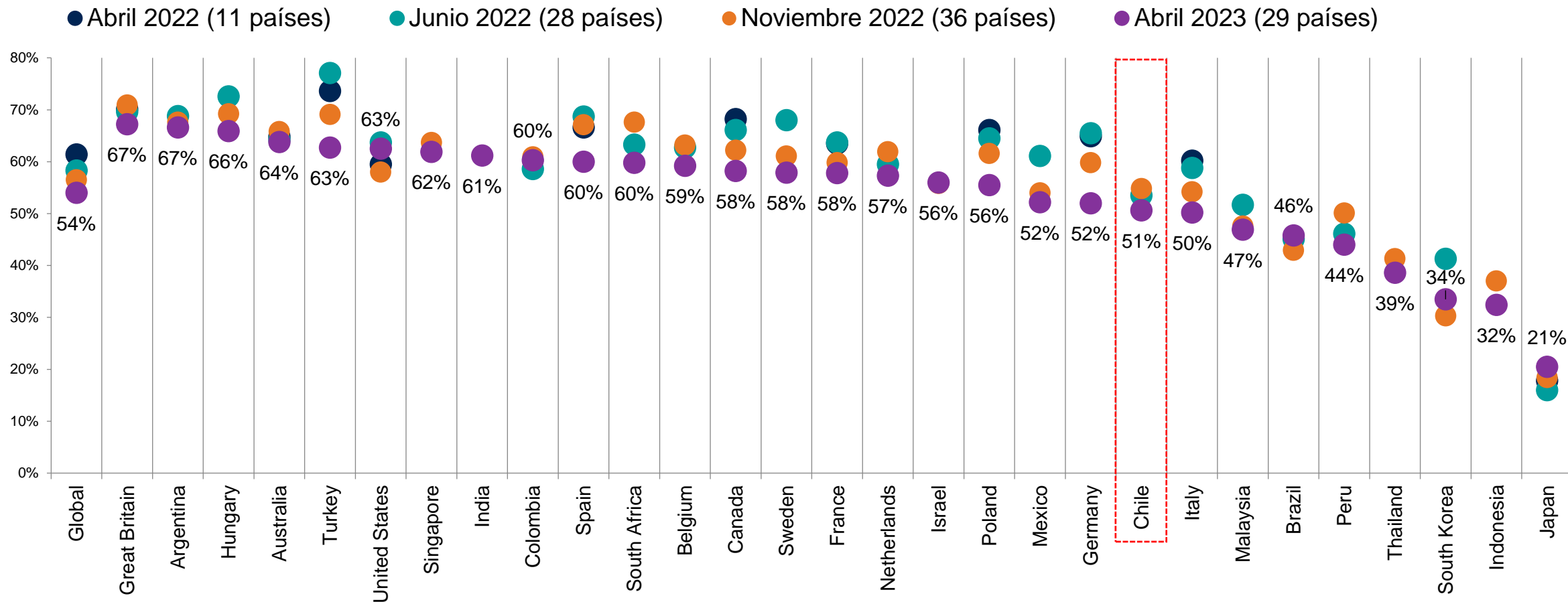
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## El costo total de las salidas sociales, por ejemplo, ir a cines, cafeterías, restaurantes, etc.

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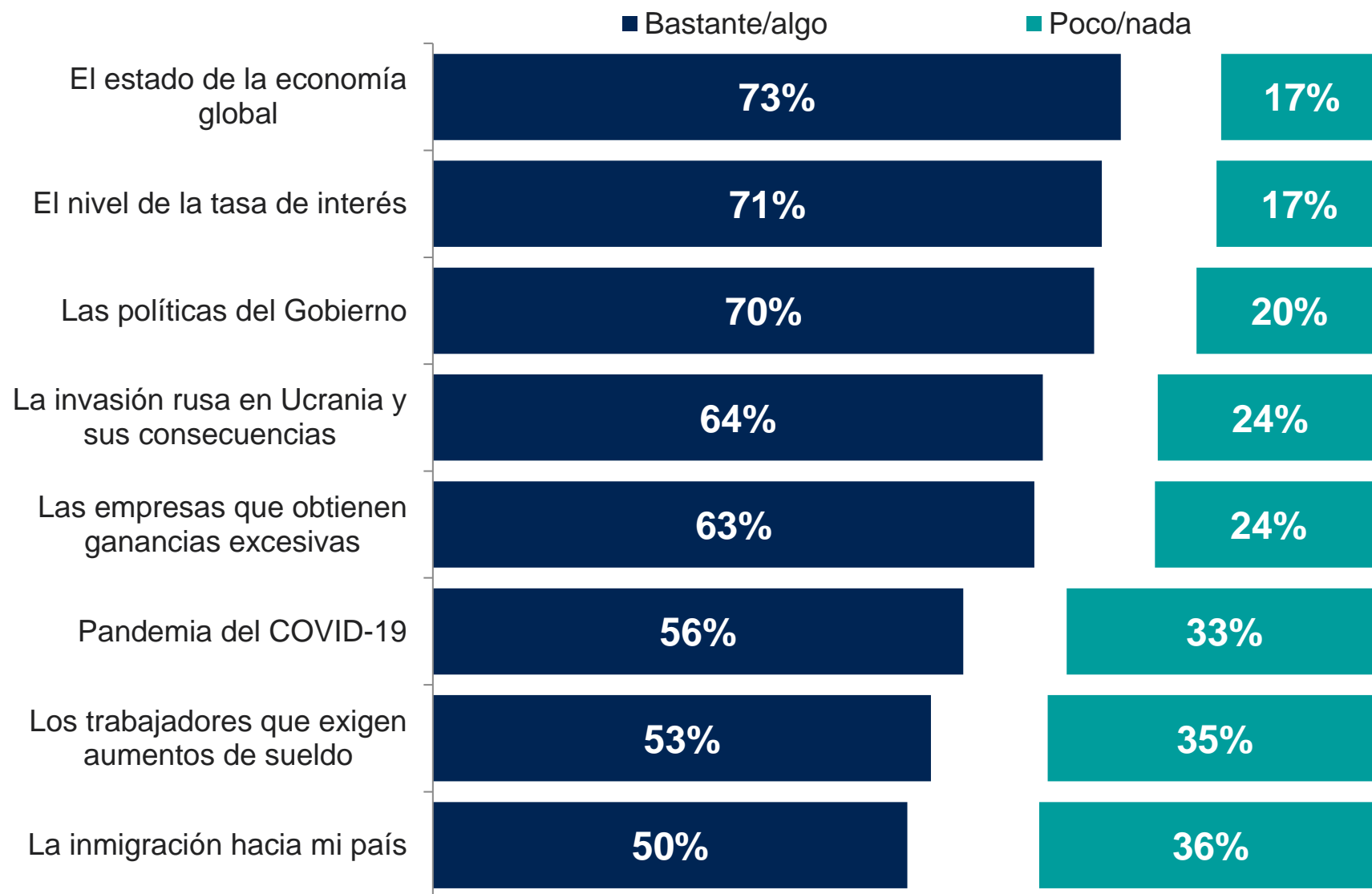
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# ¿POR QUÉ SUBEN LOS PRECIOS?

# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

Promedio Global de Países%



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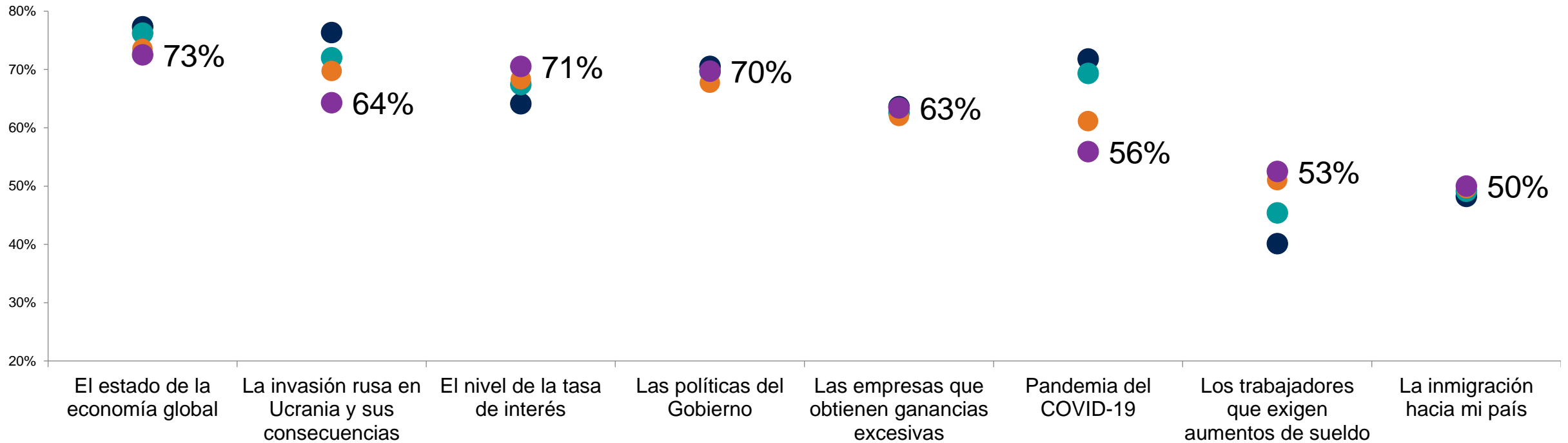
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

Promedio Global de Países %

● Abril 2022 (11 países)    ● Junio 2022 (28 países)    ● Noviembre 2022 (36 países)    ● Abril 2023 (29 países)

% Contribuye bastante/algo



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## Bastante/Algo

	Global	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GBR	HUN	INA	IND	ISR	ITA	JAP	KOR	MAS	MEX	NED	PER	POL	SIN	RSA	ESP	SWE	THA	TUR	USA
El estado de la economía global	73%	63%	77%	71%	74%	73%	73%	74%	76%	62%	77%	58%	52%	77%	68%	77%	70%	85%	70%	75%	70%	71%	69%	86%	76%	79%	78%	81%	69%	70%
El nivel de la tasa de interés	71%	64%	83%	55%	78%	76%	73%	73%	70%	51%	73%	60%	55%	72%	77%	76%	45%	86%	66%	72%	51%	68%	78%	79%	83%	74%	80%	78%	76%	74%
Las políticas del Gobierno	70%	66%	66%	69%	72%	67%	67%	71%	72%	60%	75%	64%	52%	77%	76%	70%	60%	83%	59%	76%	68%	67%	76%	73%	76%	67%	68%	79%	72%	73%
La invasión rusa en Ucrania y sus consecuencias	64%	32%	61%	75%	66%	60%	55%	62%	71%	70%	76%	56%	50%	67%	44%	78%	72%	83%	57%	58%	79%	53%	73%	75%	66%	75%	78%	67%	52%	57%
Las empresas que obtienen ganancias excesivas	63%	55%	67%	65%	70%	67%	63%	62%	74%	58%	73%	51%	51%	79%	51%	63%	42%	62%	56%	63%	66%	57%	62%	74%	68%	70%	65%	74%	69%	61%
Pandemia del COVID-19	56%	44%	57%	51%	65%	61%	65%	62%	51%	43%	60%	31%	47%	78%	38%	47%	56%	72%	64%	67%	42%	58%	54%	73%	65%	49%	39%	75%	52%	58%
Los trabajadores que exigen aumentos de sueldo	53%	48%	48%	42%	52%	49%	55%	57%	43%	51%	56%	34%	53%	74%	41%	37%	39%	65%	67%	57%	53%	64%	48%	62%	73%	34%	41%	73%	53%	56%
La inmigración hacia mi país	50%	41%	38%	52%	49%	46%	63%	65%	46%	50%	41%	28%	50%	61%	31%	51%	23%	41%	57%	57%	51%	57%	53%	64%	68%	37%	45%	61%	79%	47%

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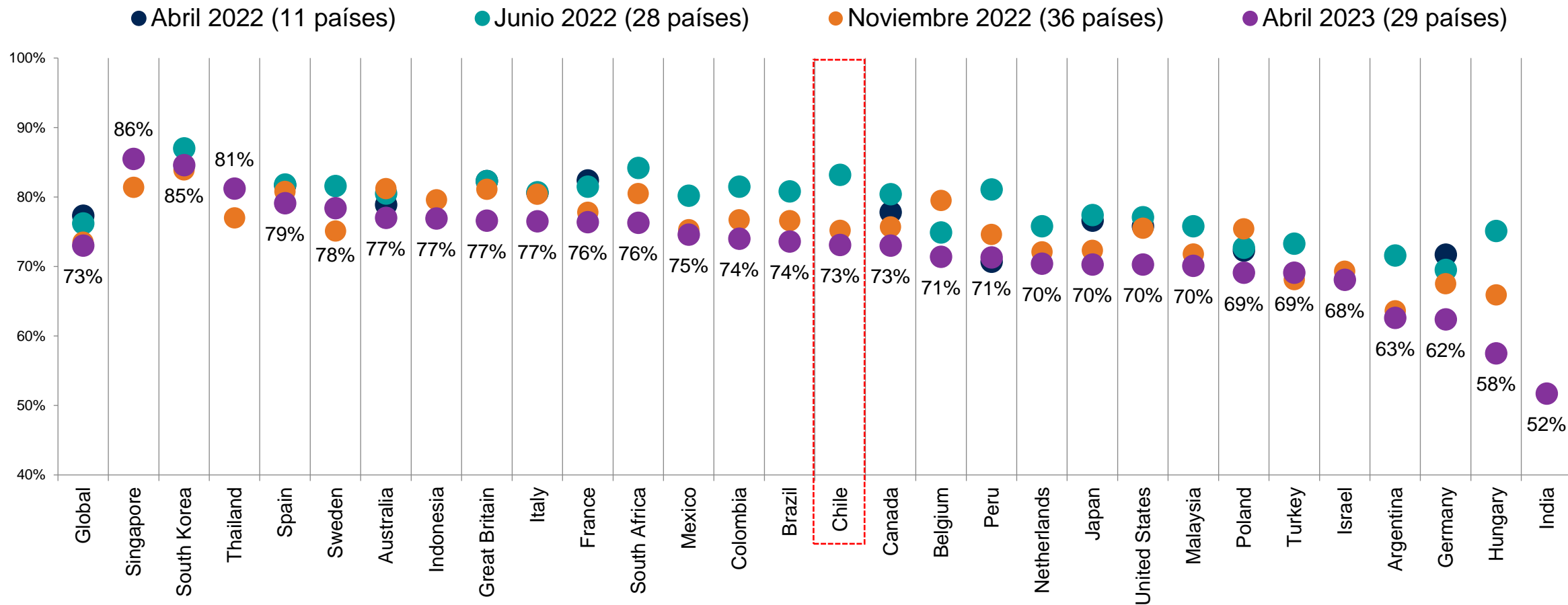
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## El estado de la economía global

% Bastante/algo



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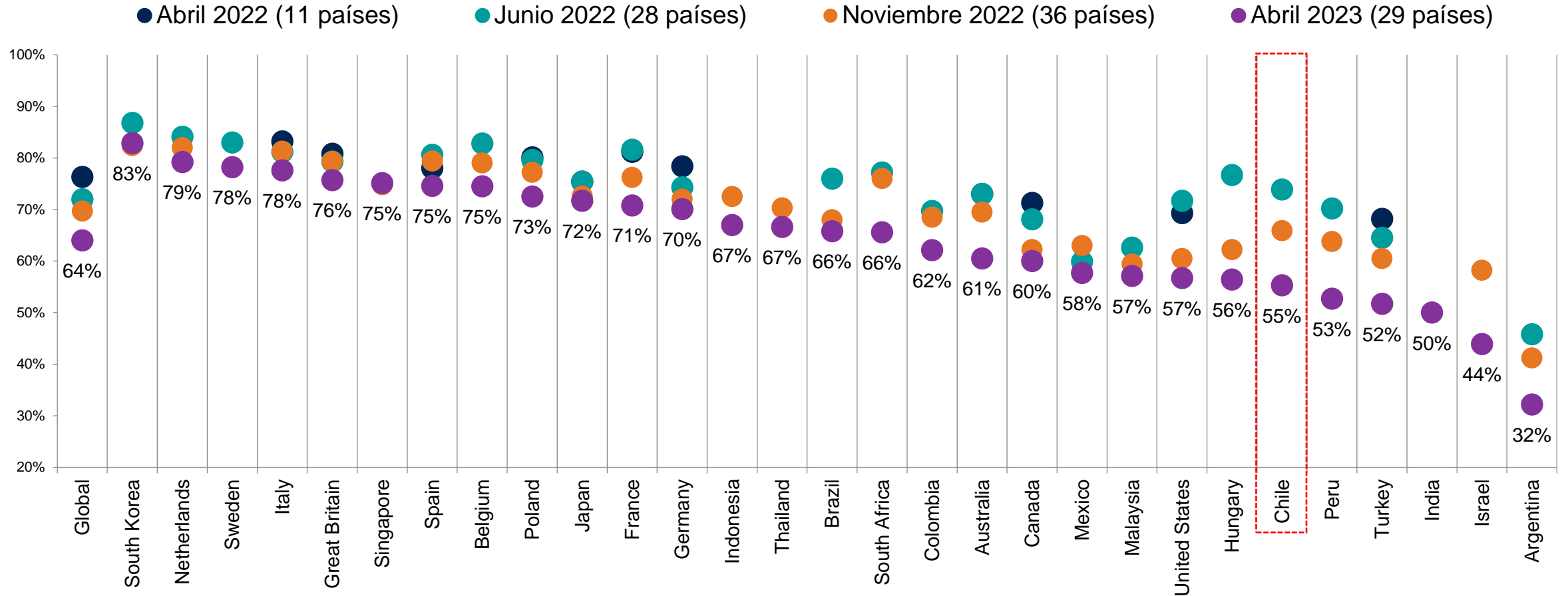
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## La invasión rusa en Ucrania y sus consecuencias

% Bastante/algo



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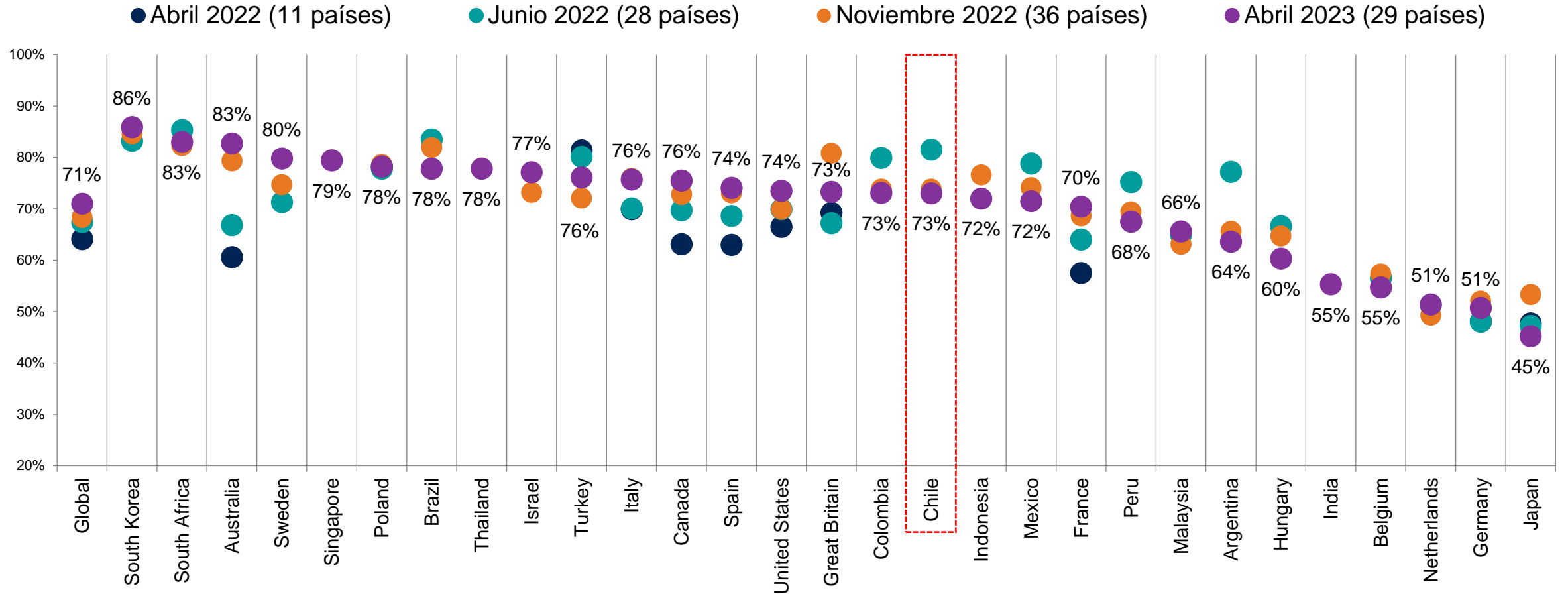
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## El nivel de la tasa de interés

% Bastante/algo



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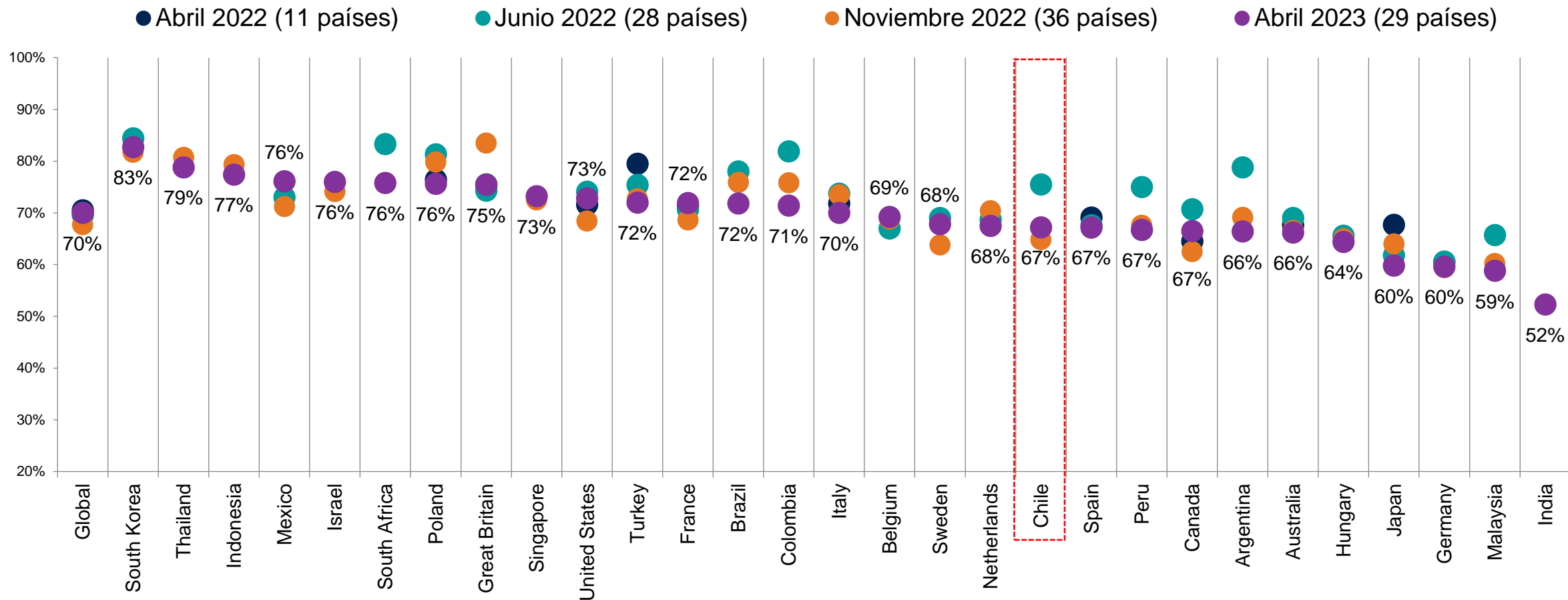
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## Las políticas del Gobierno

% Bastante/algo



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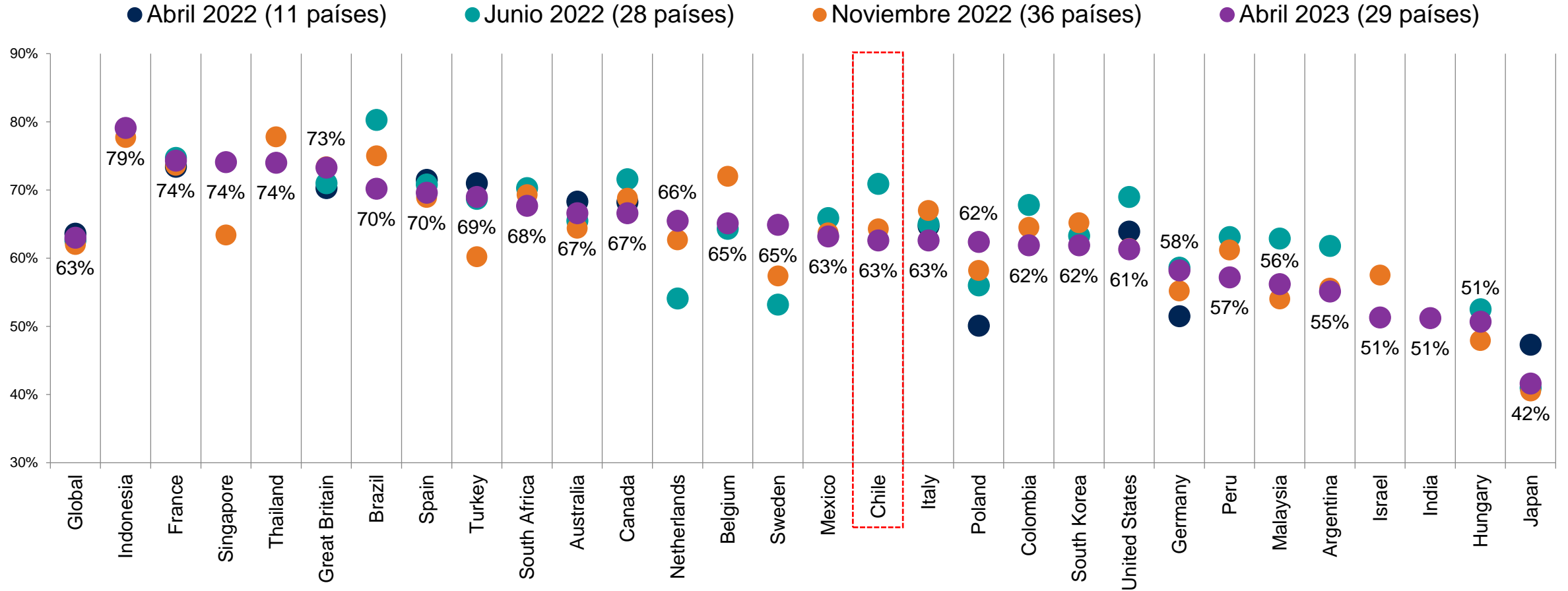
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## Las empresas que obtienen ganancias excesivas

% Bastante/algo



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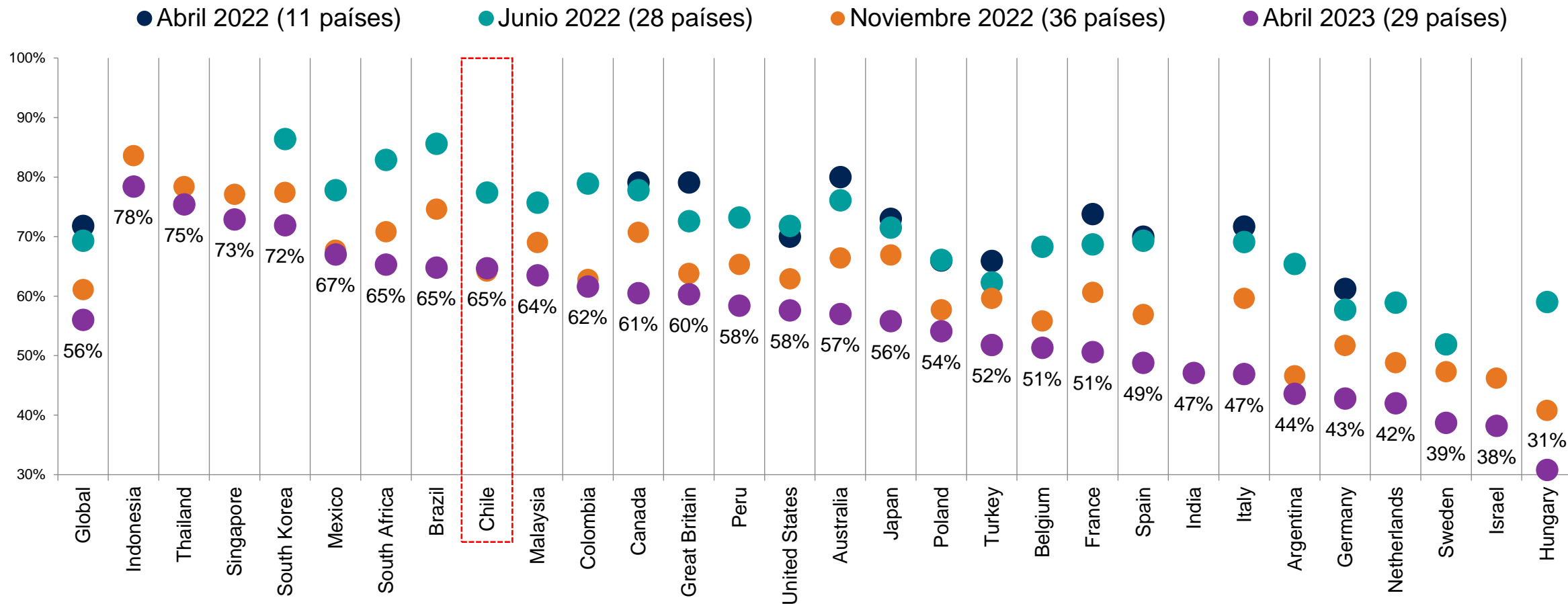
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## Pandemia del COVID-19

% Bastante/algo



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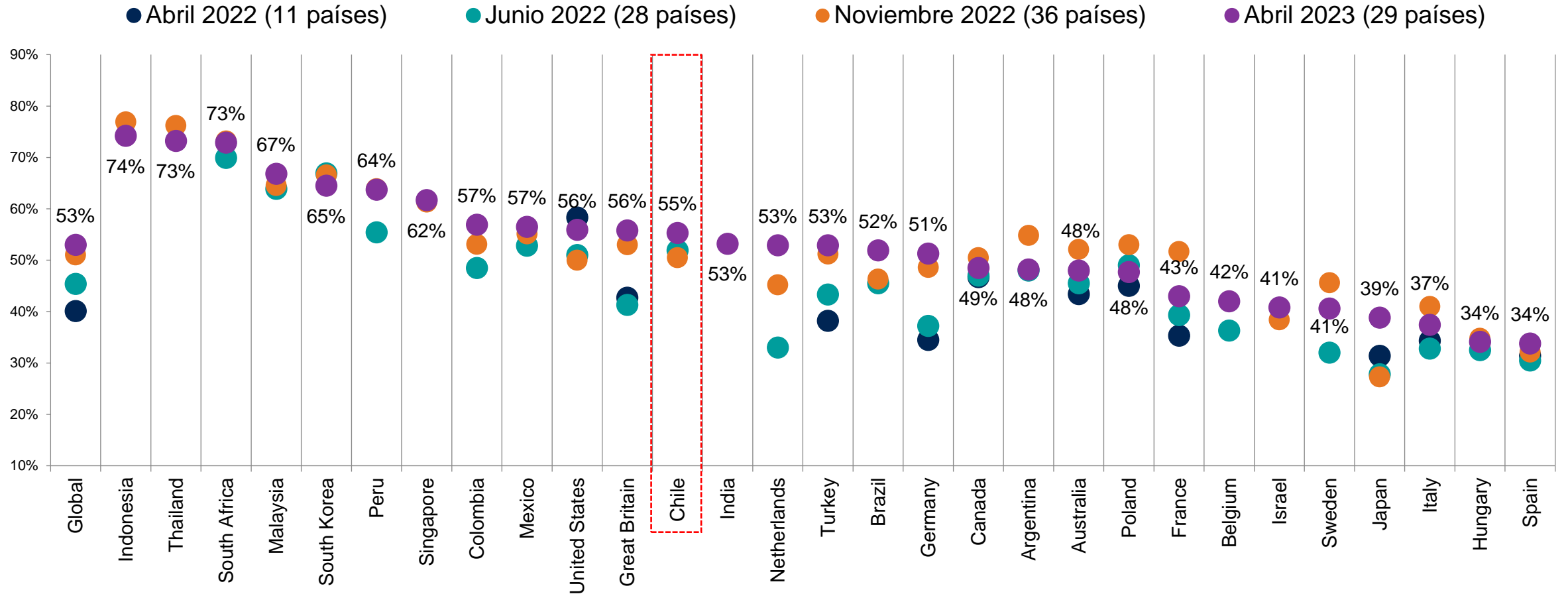
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## Los trabajadores que exigen aumentos de sueldo

% Bastante/algo



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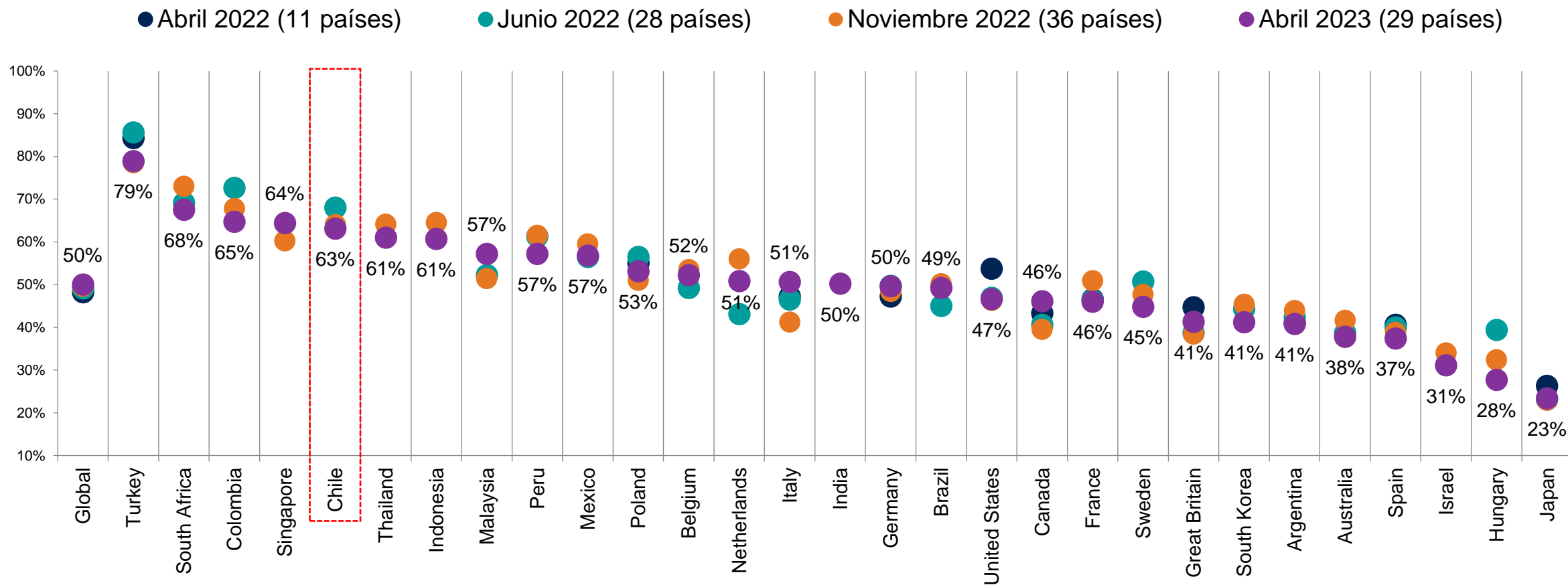
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## La inmigración hacia mi país

% Bastante/algo



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# Metodología

Esta encuesta Global Advisor de 29 países se realizó entre el 24 de marzo de 2023 y el 7 de abril de 2023 a través del sistema Ipsos Online Panel entre 20.570 adultos de edades comprendidas entre los 18 y los 74 años en Canadá, Israel, Malasia, Sudáfrica, Turquía y Estados Unidos, entre los 20 y los 74 años en Indonesia y Tailandia, entre los 21 y los 74 años en Singapur, y entre los 16 y los 74 años en el resto de naciones.

La "Media mundial por países" refleja el resultado medio de todos los países en los que se realizó la encuesta. No se ha ajustado al tamaño de la población de cada país y no pretende sugerir un resultado total".

La muestra se compone de aproximadamente 1000+ individuos en cada uno de Australia, Bélgica, Brasil, Canadá, Francia, Alemania, Gran Bretaña, Italia, Israel, Japón, México, España, Suecia y EE.UU., y aproximadamente 500+ individuos en cada uno de Argentina, Chile, Colombia, Hungría, India, Indonesia, Malasia, Países Bajos, Perú, Polonia, Singapur, Sudáfrica, Corea del Sur, Tailandia y Turquía.

Las muestras de Alemania, Argentina, Australia, Bélgica, Canadá, Corea del Sur, España, Estados Unidos, Francia, Gran Bretaña, Hungría, Italia, Japón, Países Bajos, Polonia y Suecia pueden considerarse representativas de la población adulta menor de 75 años de estos países.

Las muestras de Brasil, Chile, Colombia, India, Indonesia, Malasia, México, Perú, Singapur, Sudáfrica, Tailandia y Turquía son más urbanas, más cultas y/o más acomodadas que la población general. Debe considerarse que los resultados de las encuestas de estos mercados reflejan las opiniones del segmento más "conectado" de estas poblaciones.

La ponderación se ha empleado para equilibrar la demografía y garantizar que la composición de la muestra refleje la de la población adulta según los datos del censo más reciente.

La precisión de las encuestas en línea de Ipsos se calcula utilizando un intervalo de credibilidad con una encuesta de 1.000 con una precisión de +/- 3,5 puntos porcentuales y de 500 con una precisión de +/- 5,0 puntos porcentuales. Para más información sobre el uso de los intervalos de credibilidad por parte de Ipsos, visite el sitio web de Ipsos.

Cuando los resultados no suman 100 o la "diferencia" parece ser +/-1 más/menos que la real, esto puede deberse al redondeo, a respuestas múltiples o a la exclusión de respuestas "no sabe" o "no declaradas".

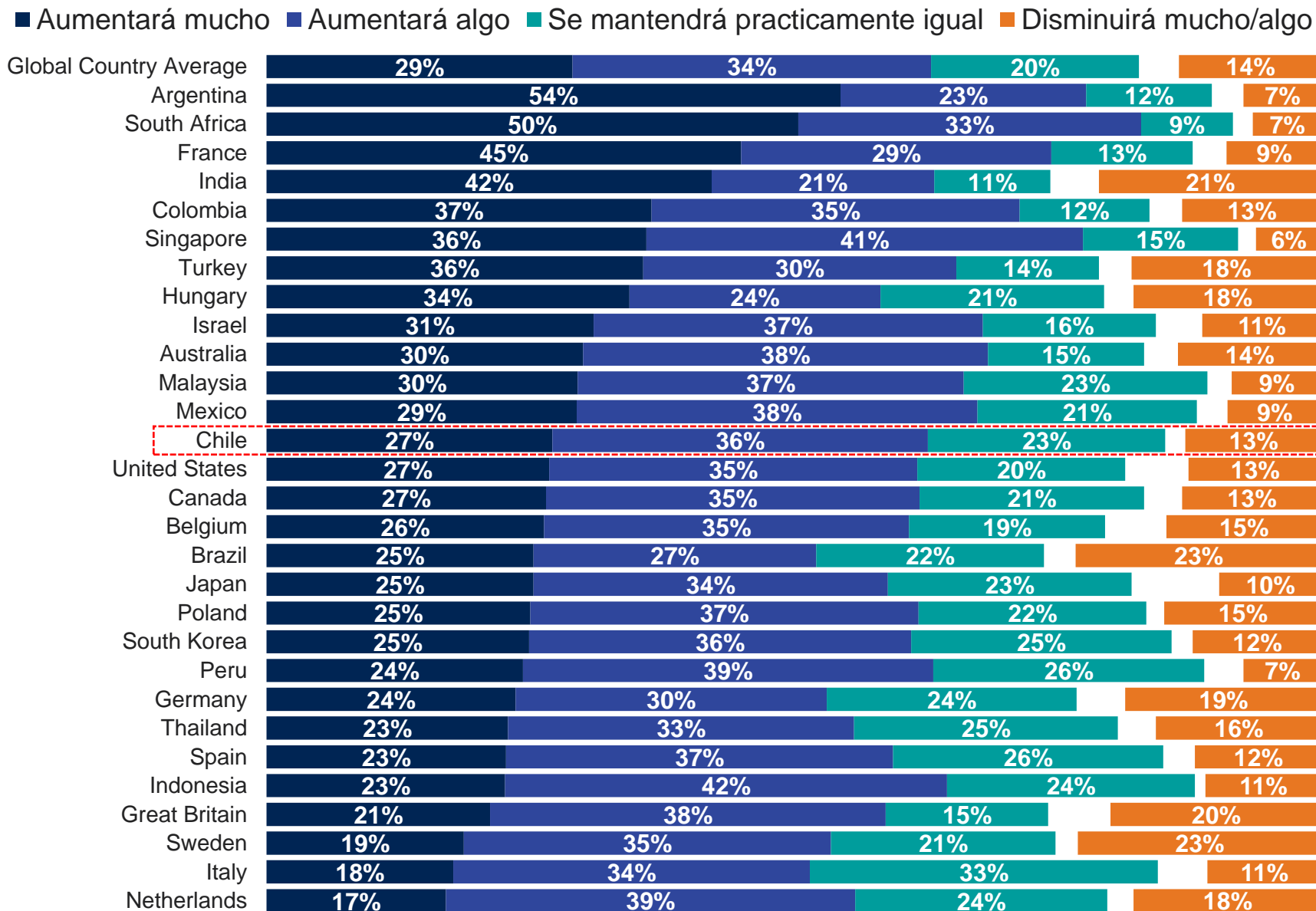
La publicación de estos resultados se ajusta a la normativa local..



# APÉNDICE

# ¿Cómo cree que variarán los siguientes factores el próximo año? ¿Cree que aumentarán, disminuirán o se mantendrán?

- La tasa de inflación (cuánto suben los precios)



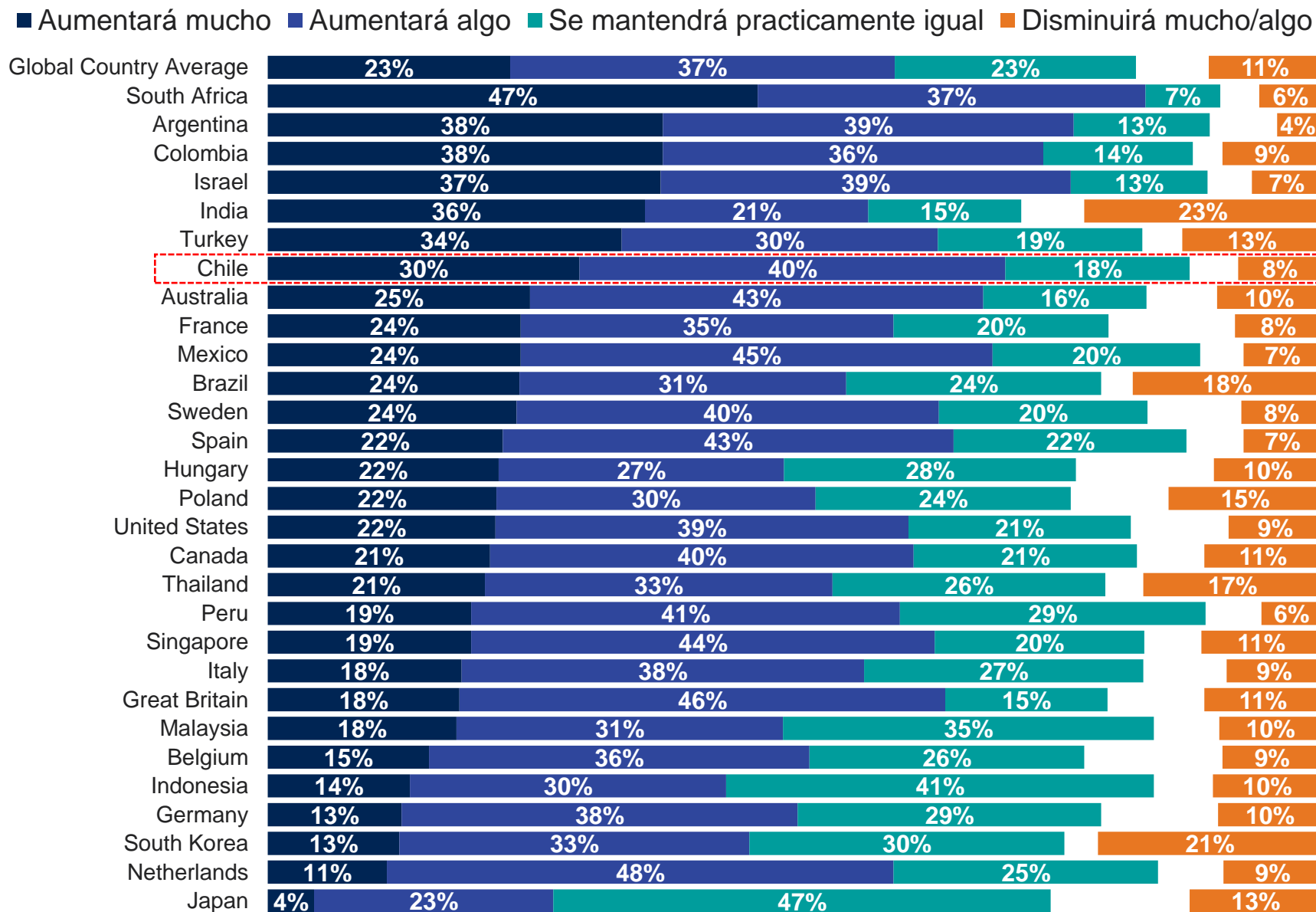
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- Las tasas de interés



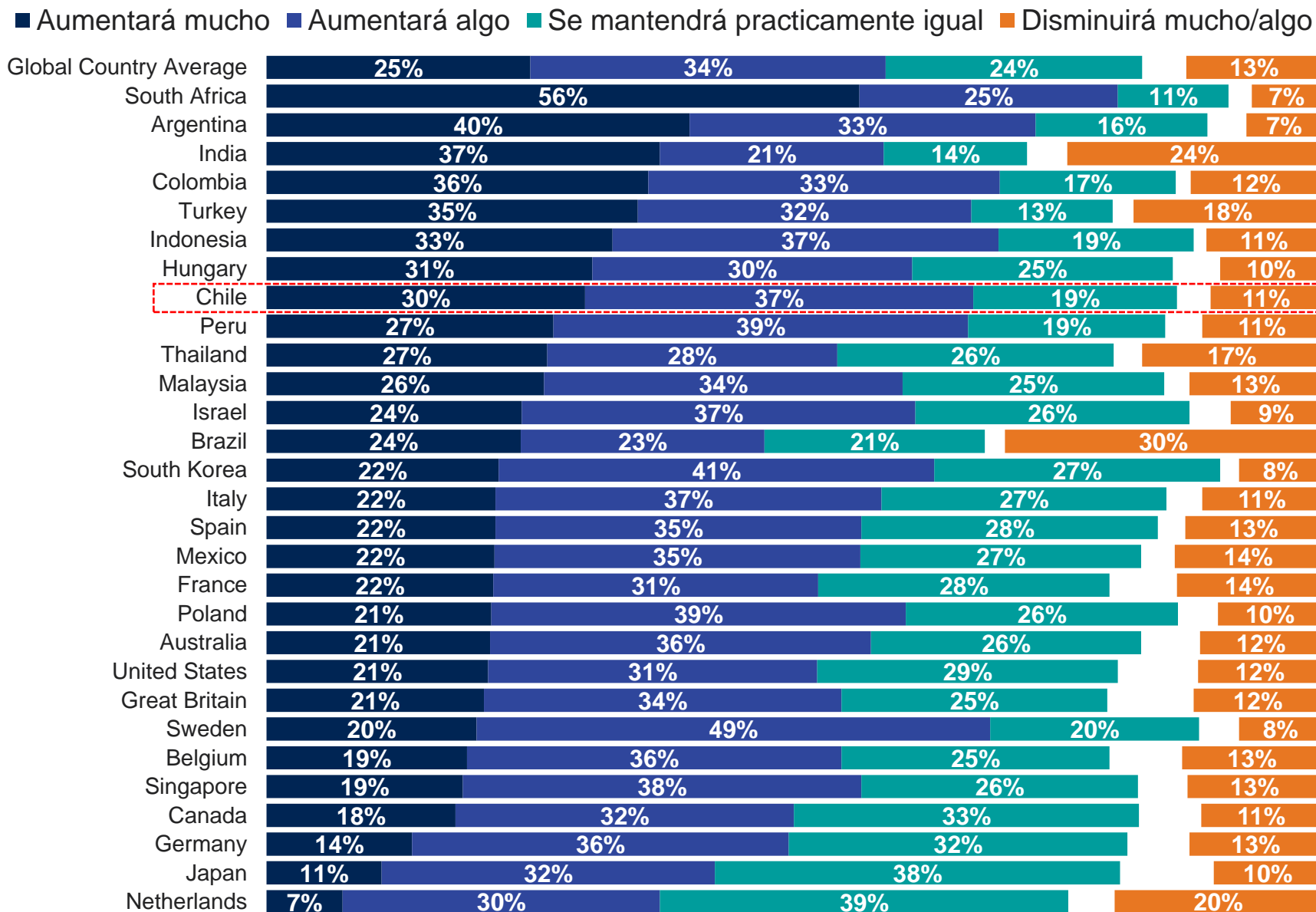
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# ¿Cómo cree que variarán los siguientes factores el próximo año? ¿Cree que aumentarán, disminuirán o se mantendrán?

- La cantidad de personas desempleadas en el país



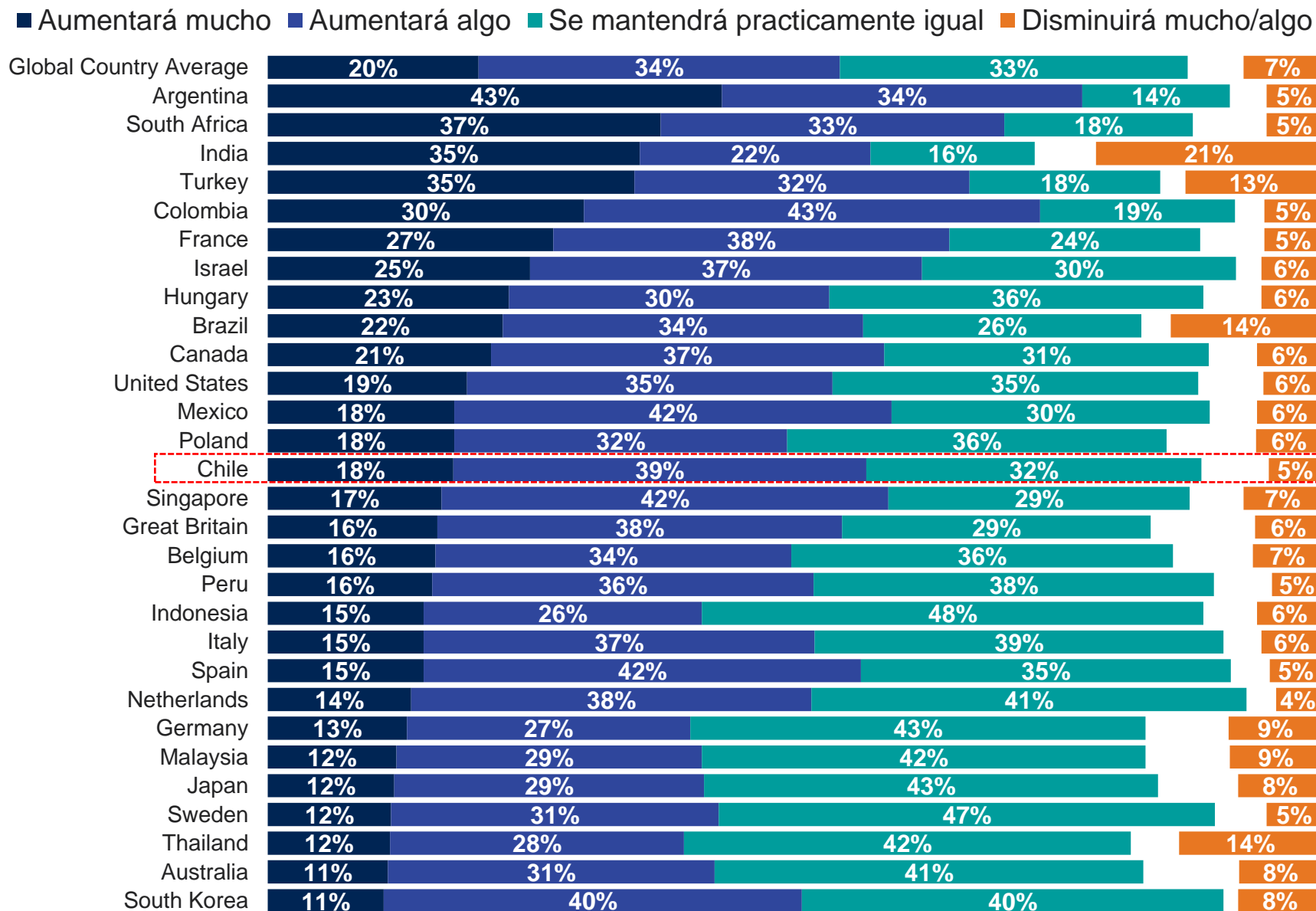
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- Los impuestos que paga



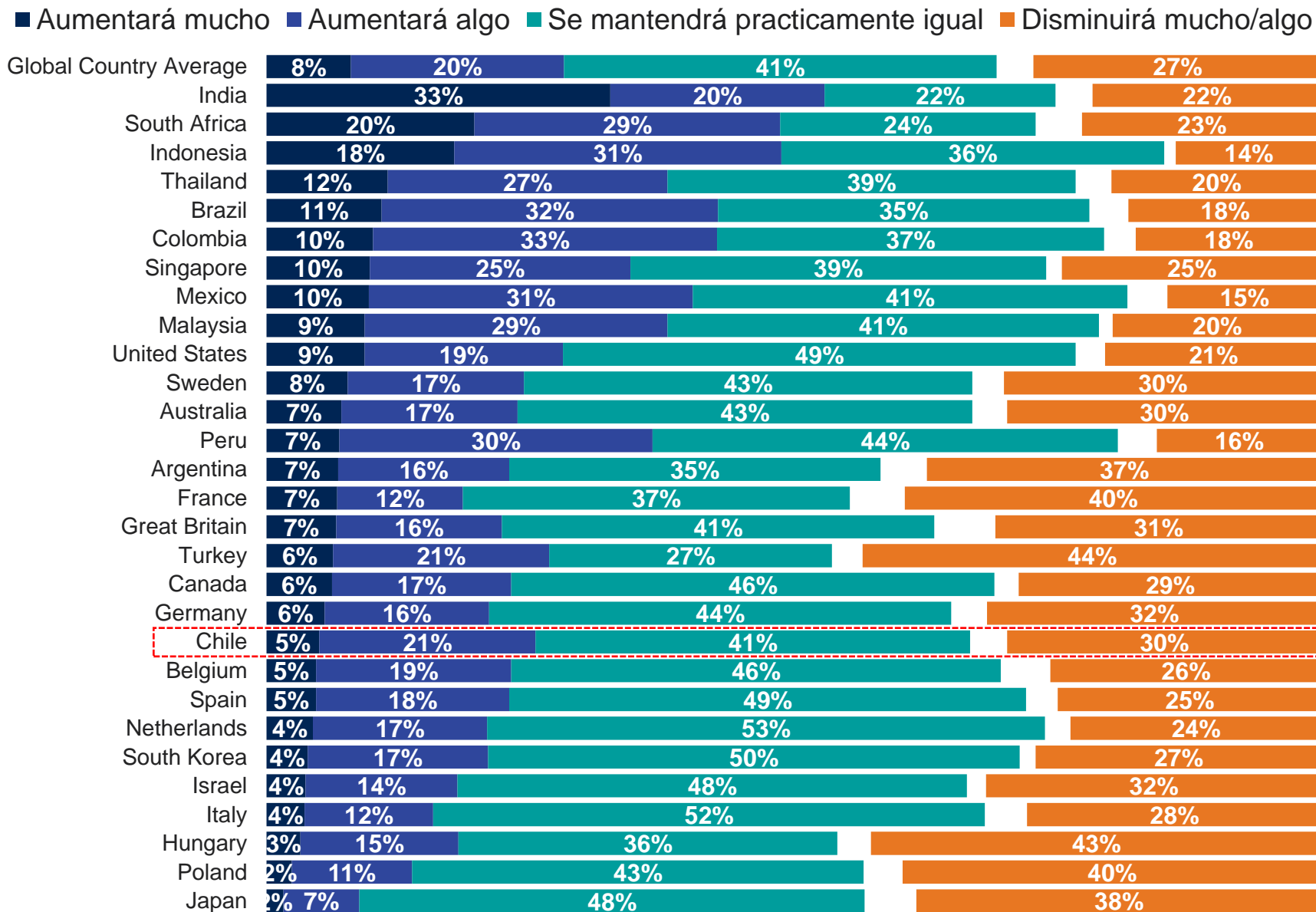
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# ¿Cómo cree que variarán los siguientes factores el próximo año? ¿Cree que aumentarán, disminuirán o se mantendrán?

- Su propio estándar de vida



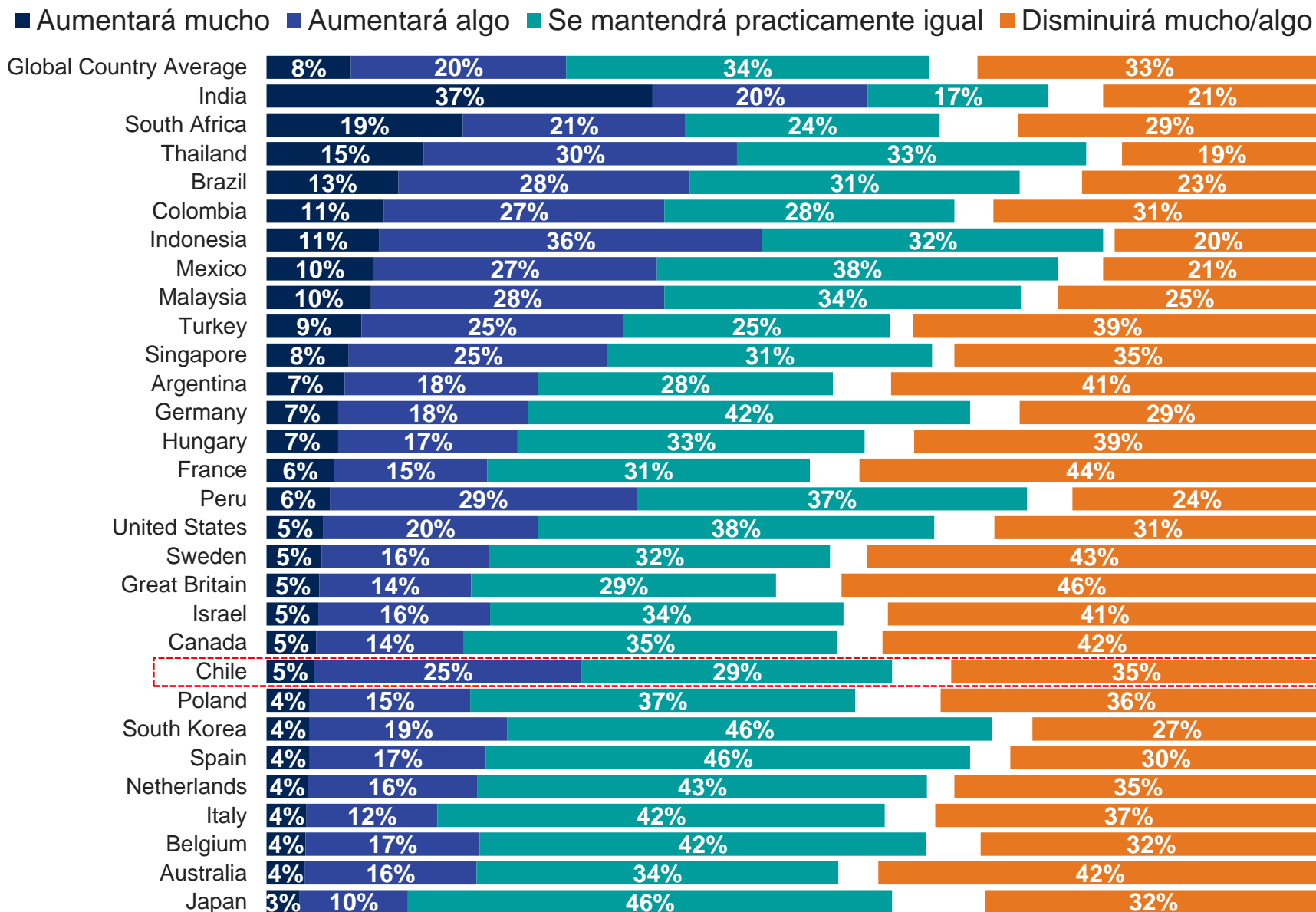
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- **Sus ingresos disponibles (lo que puede gastar después de pagar sus facturas)**



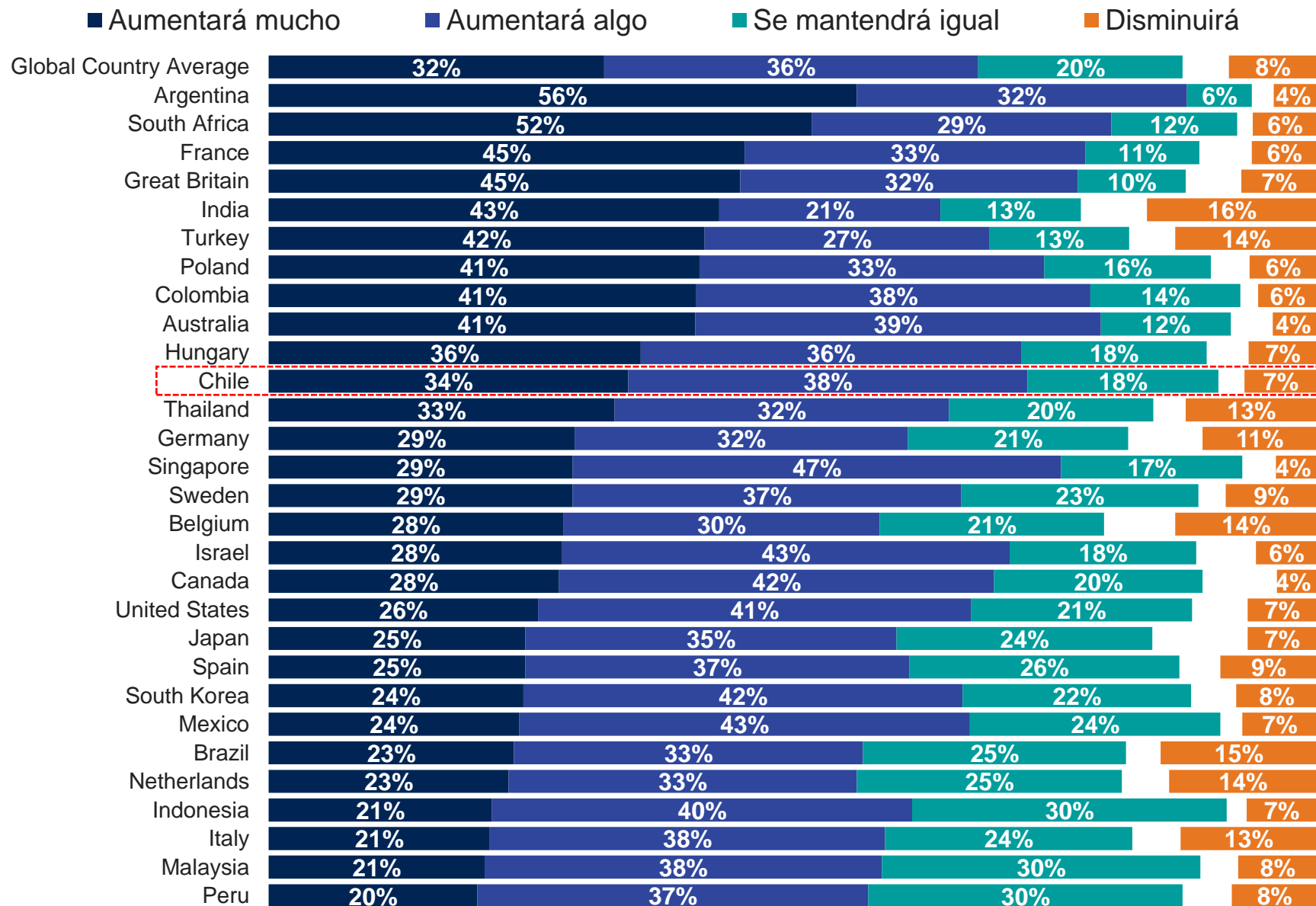
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## Ahora piense en los gastos de su hogar en los próximos 6 meses y, para cada uno, indique si espera que aumente, disminuya o se mantenga.

- El costo de los servicios públicos, por ejemplo, gas, electricidad, etc.



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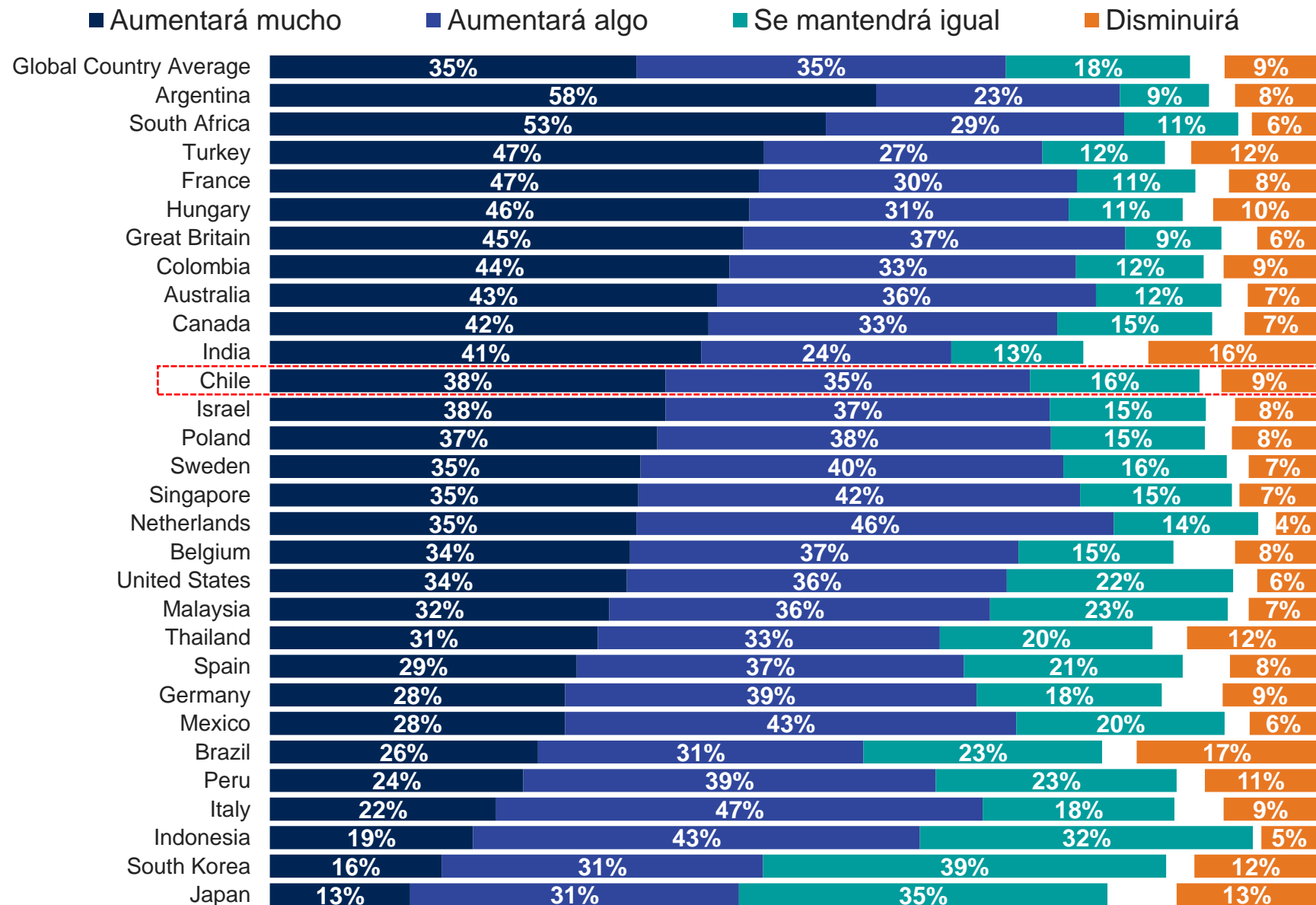
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- El costo de sus compras de alimentos



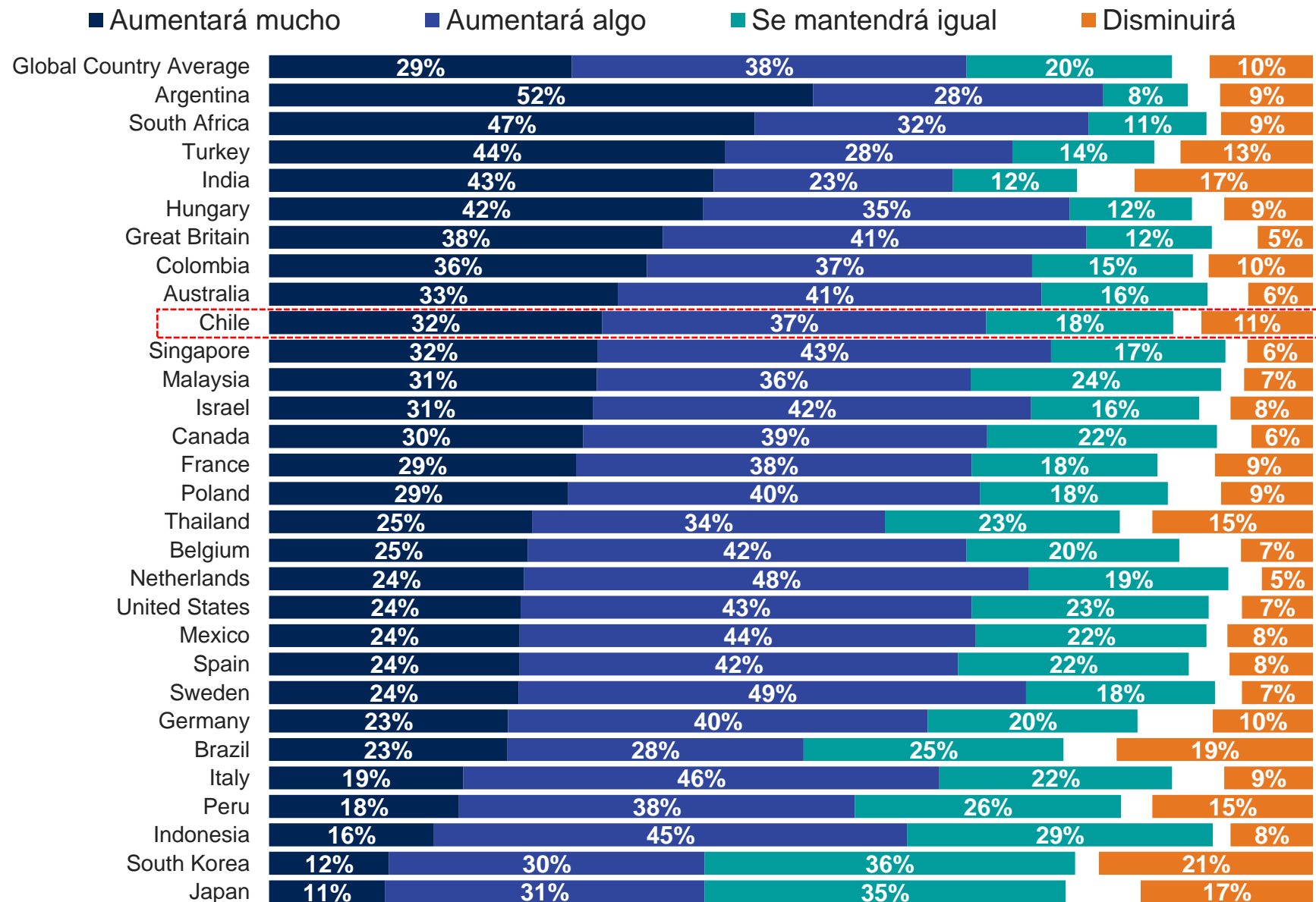
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- El costo de sus otras compras domésticas



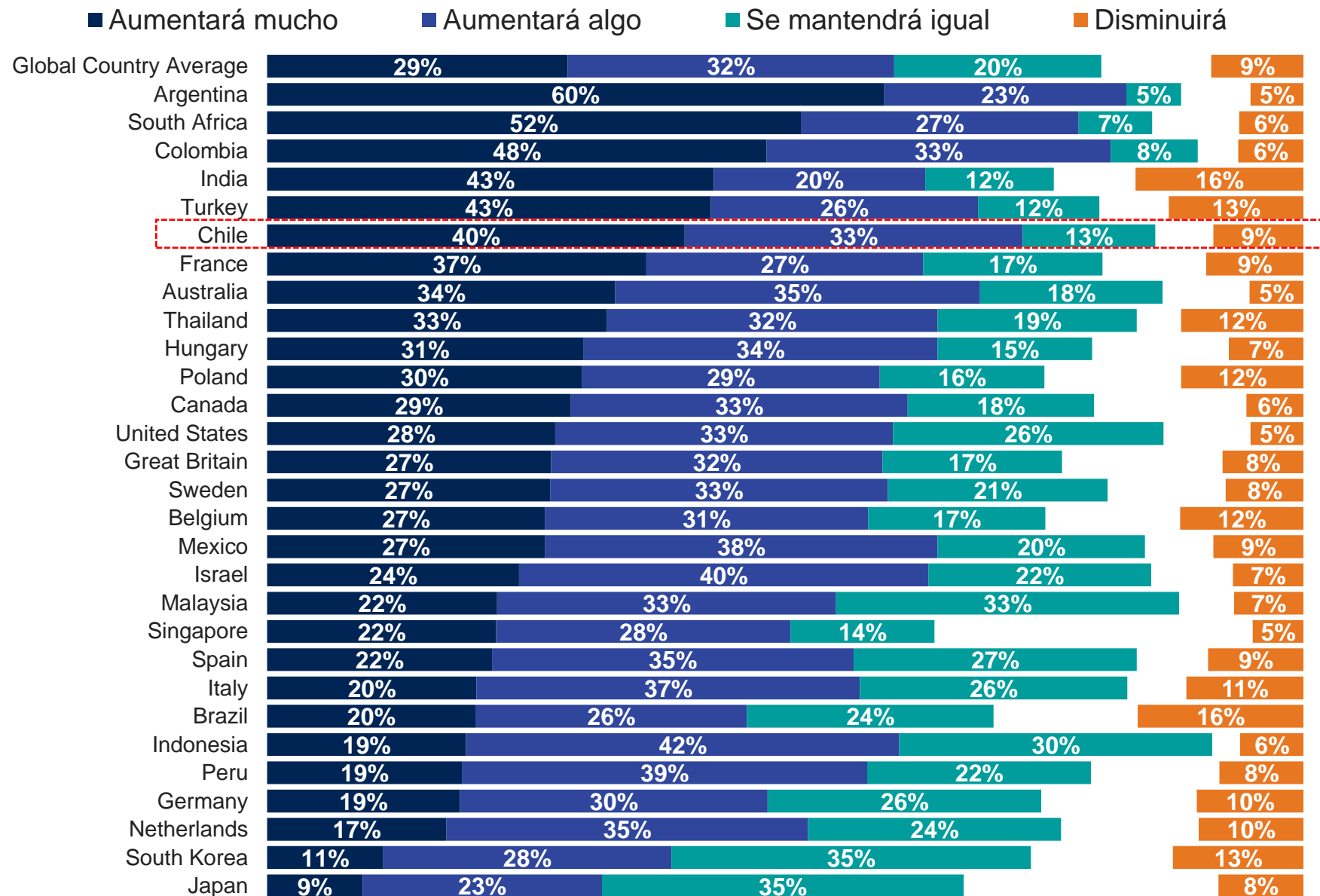
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- El costo del combustible, por ejemplo, diésel, gasolina, etc.



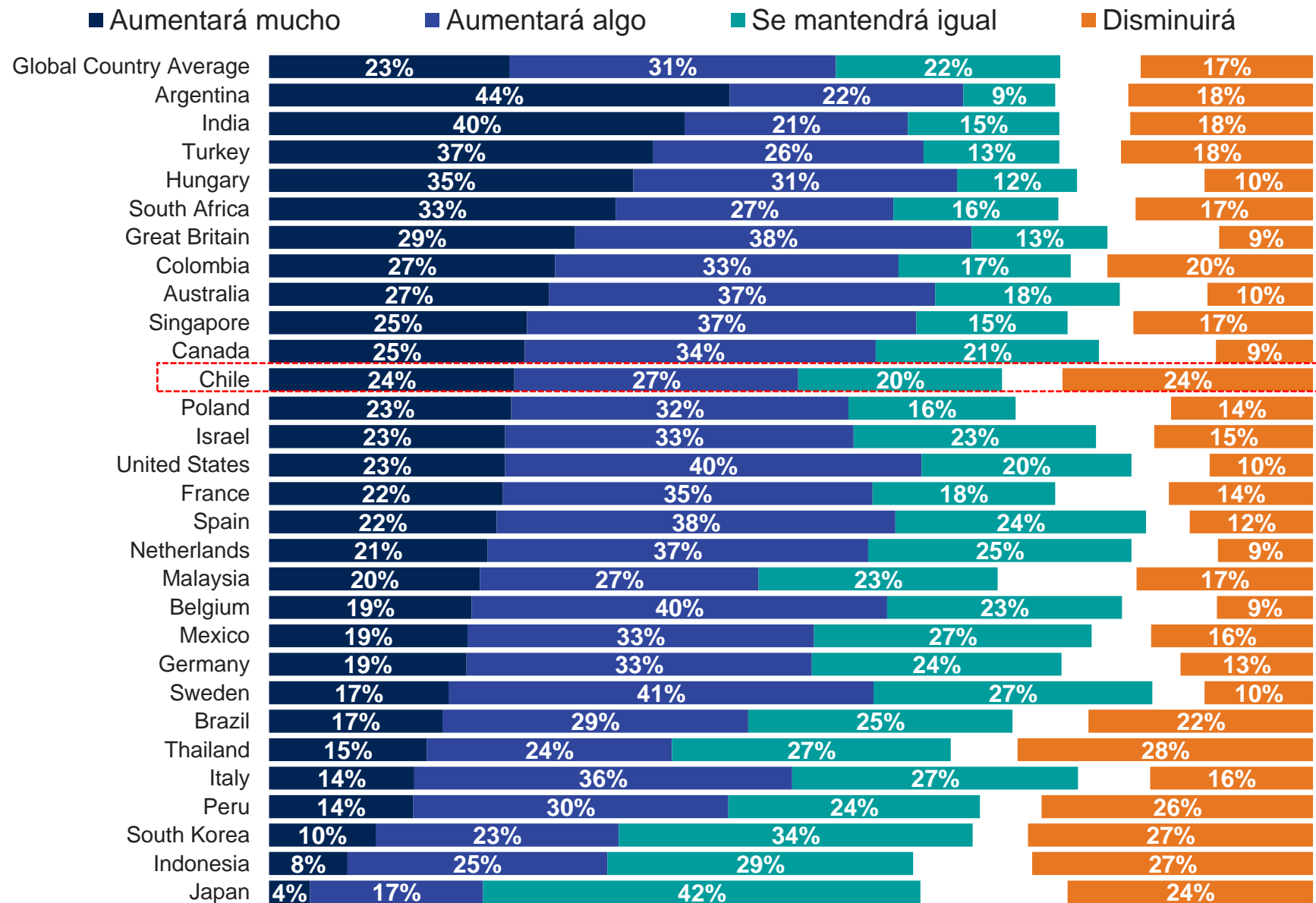
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- El costo total de las salidas sociales, por ejemplo, ir a cines, cafeterías, restaurantes, pubs, clubes, etc.



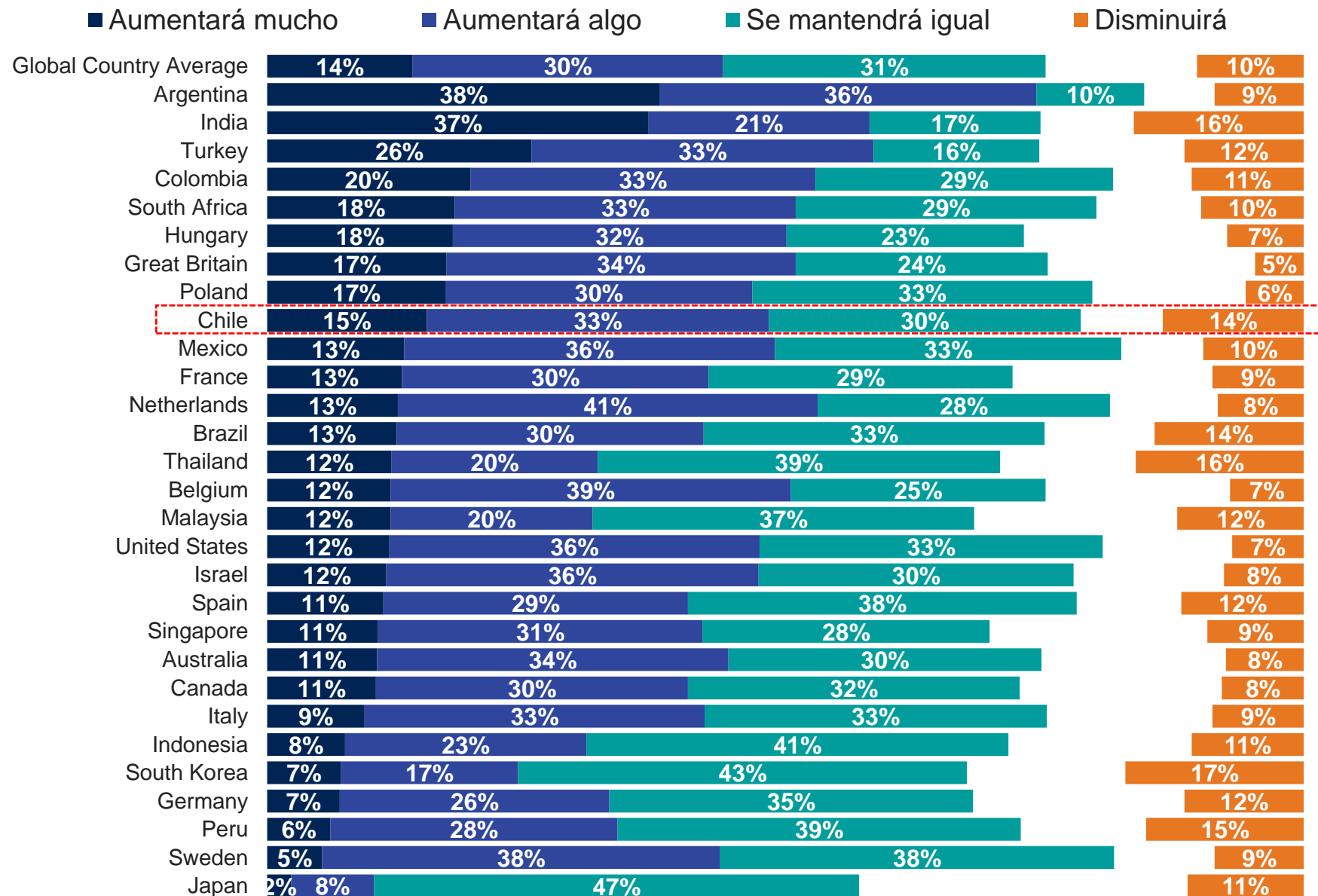
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- El costo total de sus suscripciones, por ejemplo, Netflix, membresía de gimnasio, etc.



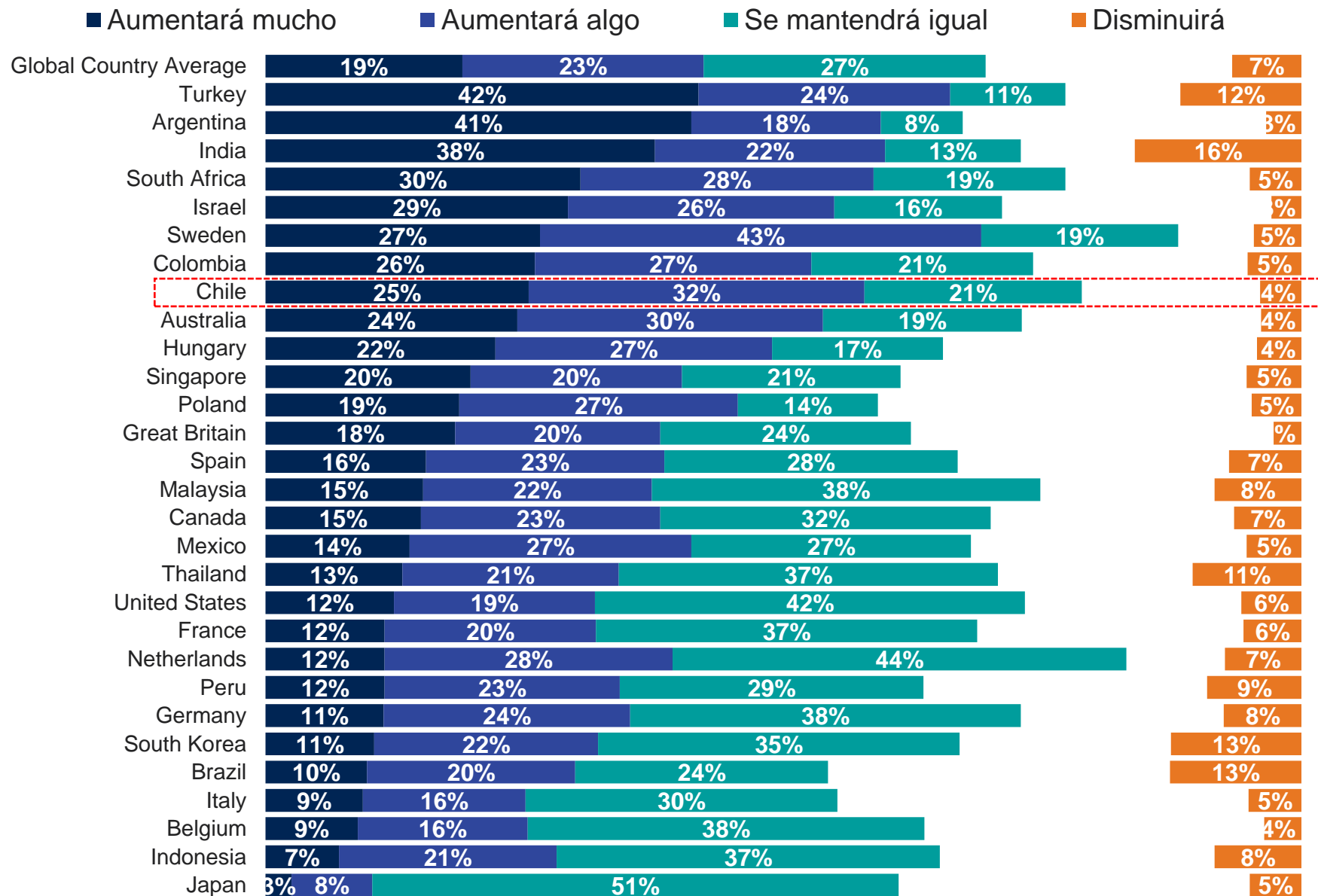
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- El costo de su hipoteca o alquiler



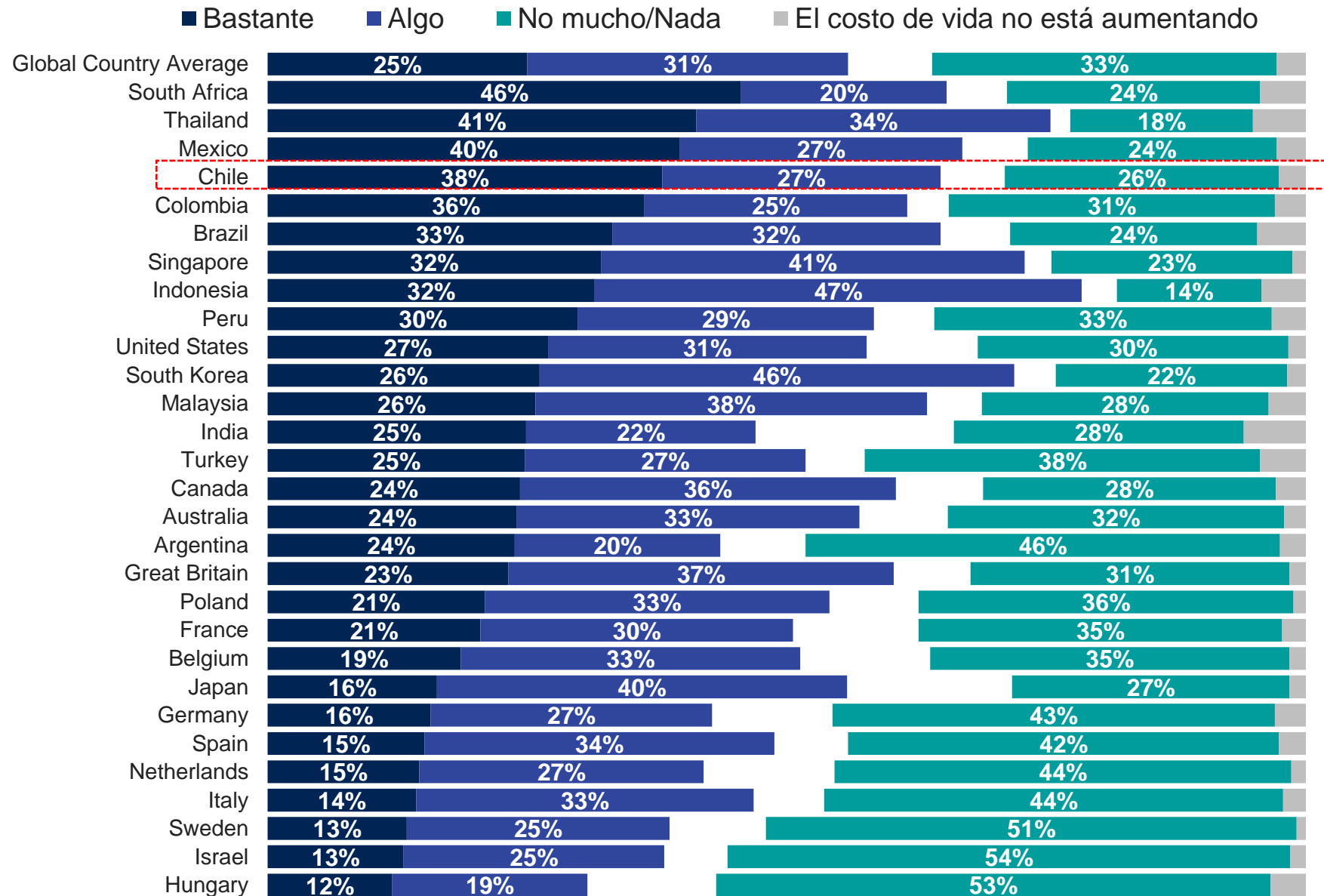
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- **Pandemia del COVID-19**



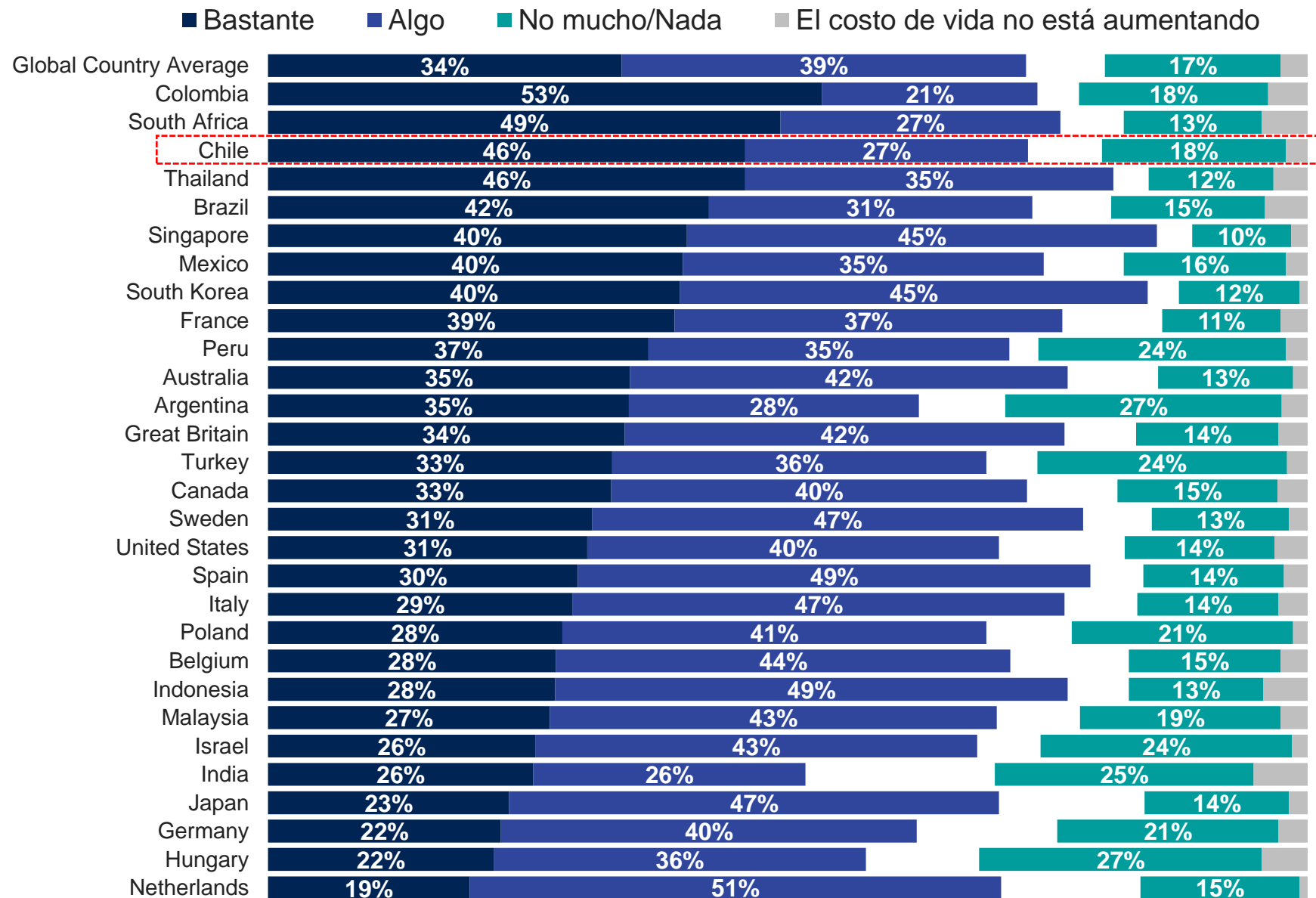
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- El estado de la economía global



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

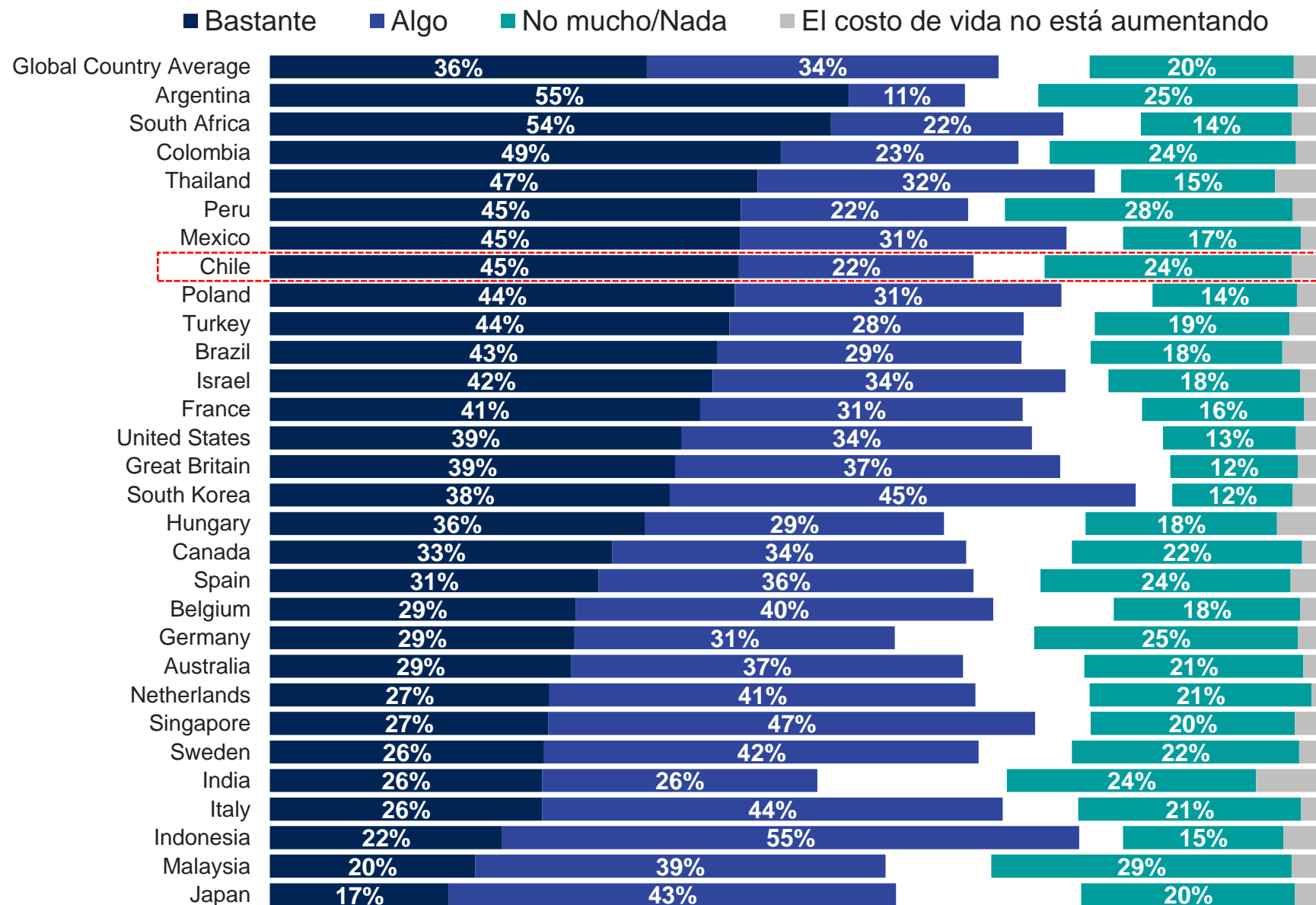
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- Las políticas del Gobierno



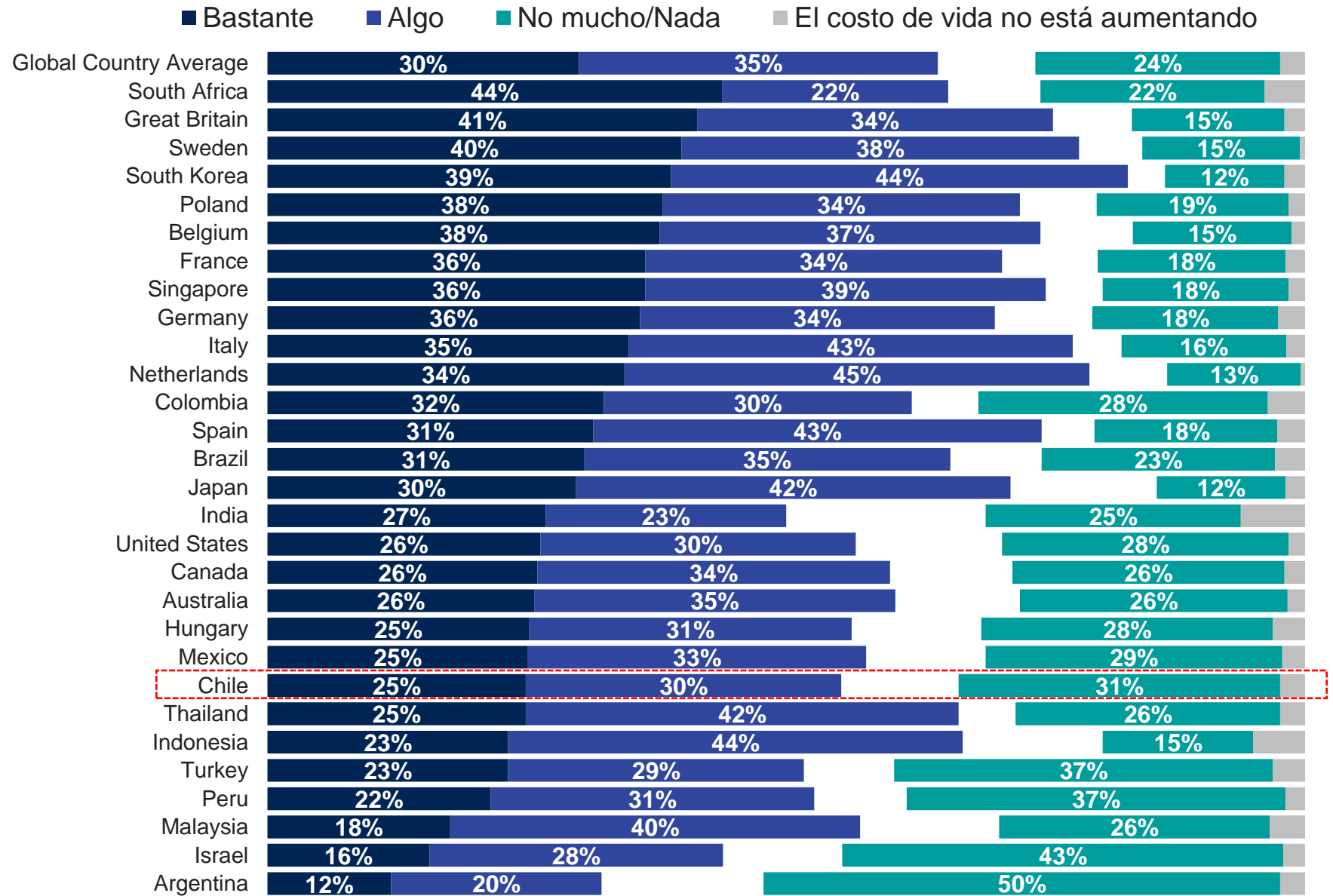
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- La invasión rusa en Ucrania y sus consecuencias



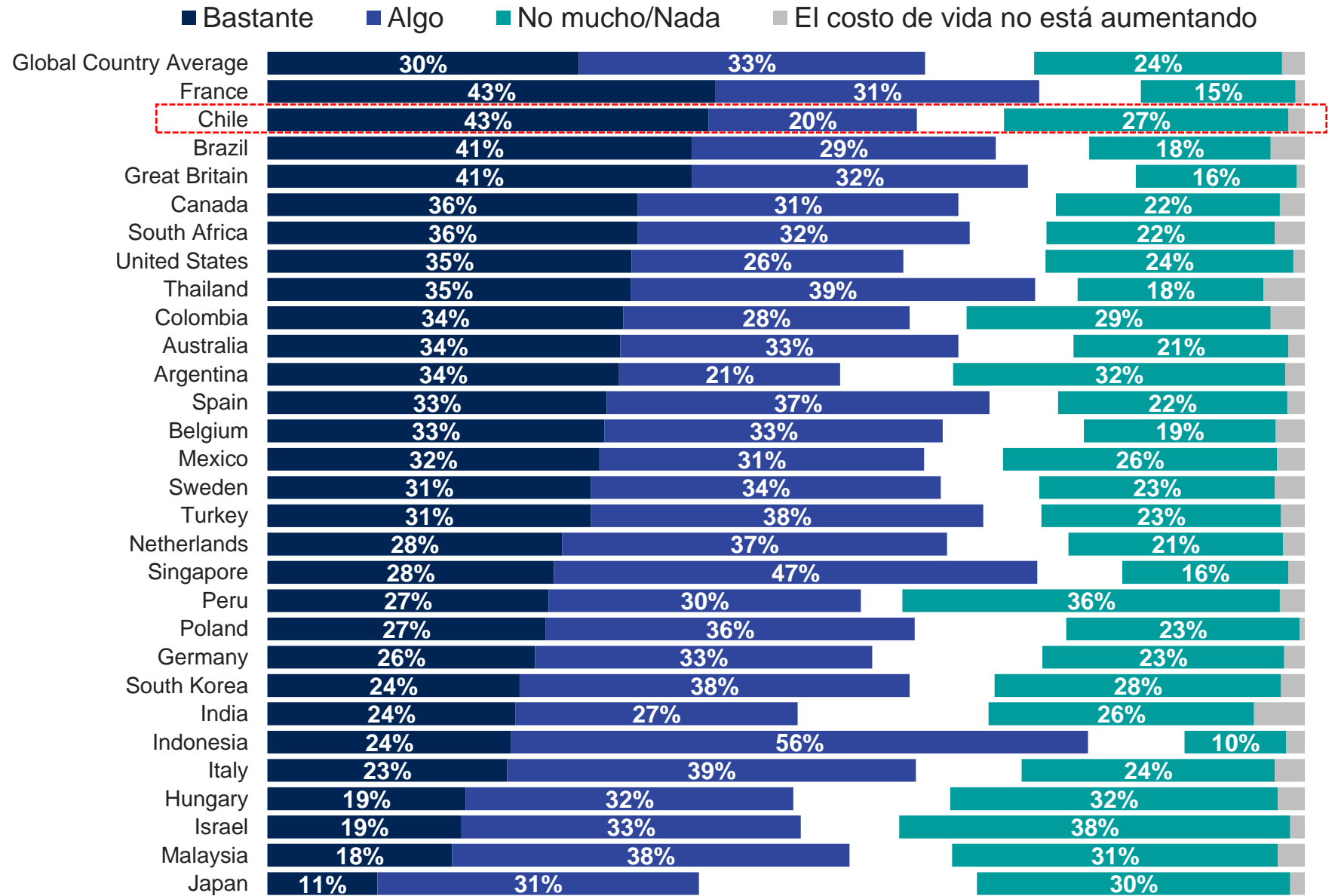
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- Las empresas que obtienen ganancias excesivas



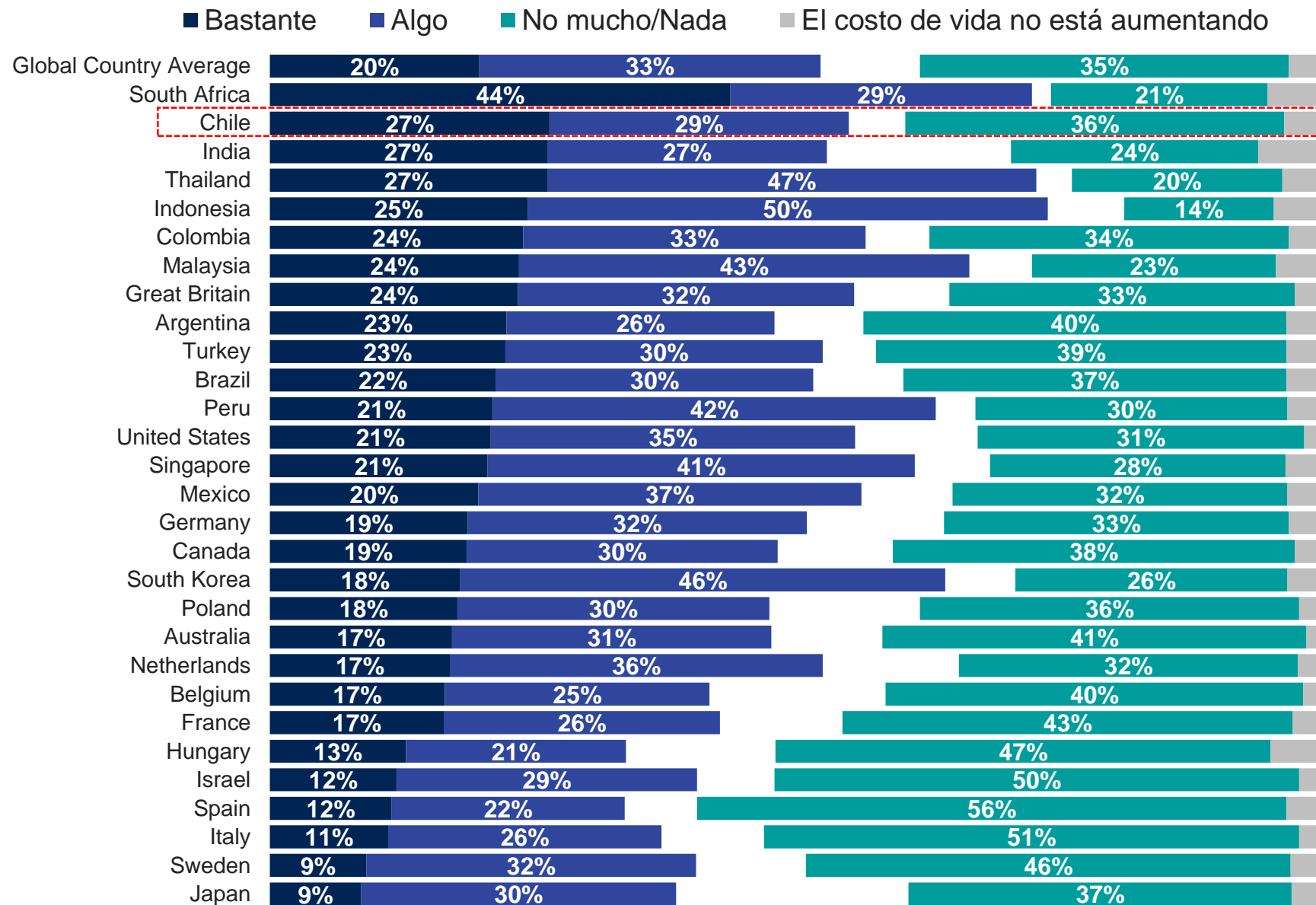
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- Los trabajadores que exigen aumentos de sueldo



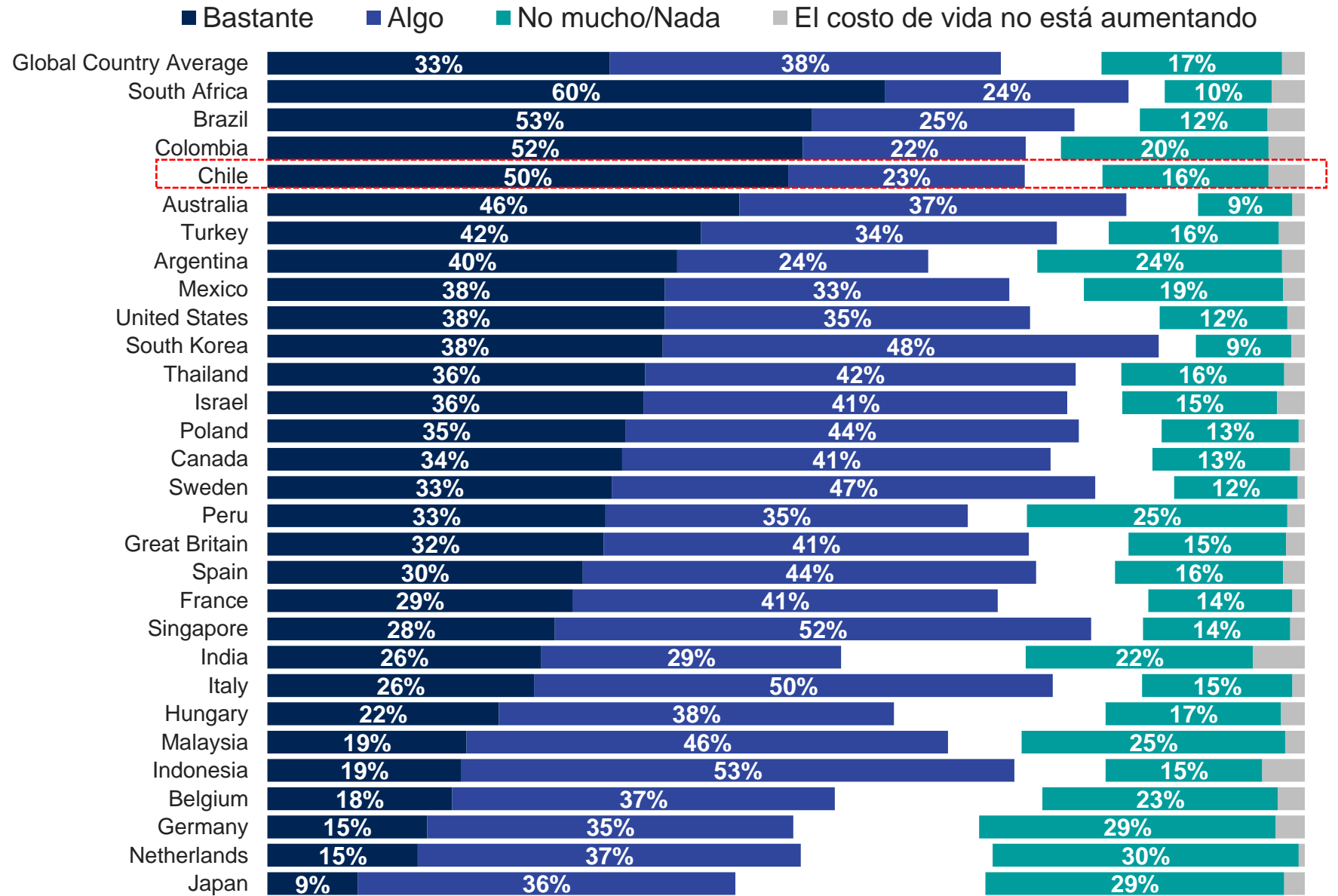
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- El nivel de la tasa de interés



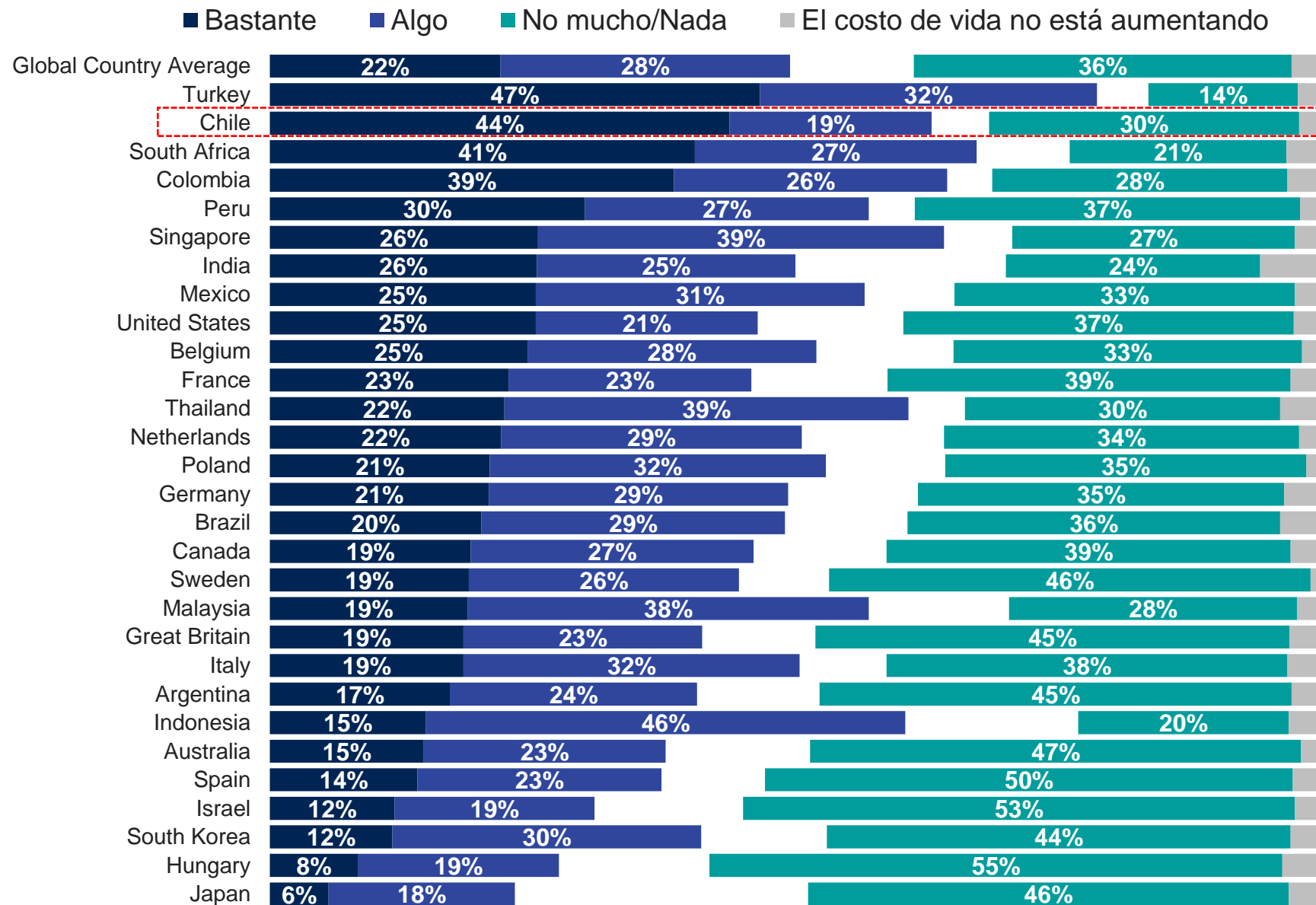
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# ¿Cuánto cree que contribuye cada una de las siguientes opciones al aumento del costo de vida actual en su país?

- La inmigración hacia mi país



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# Sobre Ipsos

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Ipsos es una de las mayores empresas de investigación de mercado y encuestas a nivel mundial, que opera en 90 mercados y emplea a más de 18.000 personas.

Nuestros profesionales de investigación, analistas y científicos, apasionadamente curiosos, han construido capacidades multiespecialistas únicas que proporcionan una verdadera comprensión y poderosos conocimientos sobre las acciones, opiniones y motivaciones de los ciudadanos, consumidores, pacientes, clientes o empleados. Nuestras 75 soluciones se basan en datos primarios procedentes de nuestras encuestas, seguimiento de redes sociales y técnicas cualitativas o de observación.

Nuestro lema "Game Changers" resume nuestra ambición de ayudar a nuestros 5.000 clientes a moverse con confianza por un mundo que cambia rápidamente.

Fundada en Francia en 1975, Ipsos cotiza en Euronext París desde el 1 de julio de 1999. La empresa forma parte de los índices SBF 120 y Mid-60 y puede acogerse al Servicio de Liquidación Diferida (SRD).  
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