



PRESS RELEASE

With the acquisition of Behaviour & Attitudes (B&A), Ipsos becomes the market research leader in Ireland

Paris, October 24th 2023 - [Ipsos](#), one of the world's leading market research companies, announces the acquisition of Behaviour & Attitudes (B&A), the largest Irish agency specialized in opinion and social research studies, as well as market studies.

Established in 1985, B&A serves a range of clients across the public and private sector. Renowned for their expertise in quantitative and qualitative research, B&A have significant operations in data production and analysis, notably by leveraging its consumer panels. Ipsos in Ireland and B&A will become a combined organisation, named Ipsos B&A.

Damian Loscher, previously Managing Director of Ipsos in Ireland, becomes President of Ipsos B&A. Luke Reaper is the Managing Director of B&A and becomes the CEO of Ipsos B&A. They will work closely together to promote the mission, vision and strategic direction of the combined business. Luke will be responsible for the day-to-day operations of Ipsos B&A.

Ben Page, Chief Executive Officer of Ipsos, comments: *“This acquisition contributes to Ipsos’ 2025 growth plan by strengthening our leading position, notably in our Public Affairs business. I am delighted to bring these two powerhouses of research in the Irish market together. Ipsos has been operating in Ireland for nearly twenty years and this acquisition demonstrates the attractiveness of the Irish market and its growth potential.”*

Commenting on the acquisition **Luke Reaper**, CEO of Ipsos B&A says: *“This is a very exciting evolution. B&A’s principles and research ethos clearly chime with those of Ipsos. The vision of the combined business is to deliver the highest quality of research and insight at a scale unparalleled in the Irish market. Clients will benefit from expanded operational resources and infrastructure, as well as leading analysis capabilities.”*

Damian Loscher, President of Ipsos B&A, adds: *“The combination of highly skilled researchers who share common values, B&A’s extensive consumer panel and Ipsos’ range of digital techniques brings a new and distinctive offer to our clients in Ireland. There are clear synergies in public and healthcare research, as well as in areas such as brand positioning and customer experience.”*

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Biographies

Luke Reaper has been Managing Director of B&A for 6 years, having worked with the organisation since 2008. He joined from TNS where he was Deputy Managing Director and has grown B&A since a management buyout. He is a seasoned expert in qualitative and quantitative research, a pioneer in innovative techniques and a regular speaker on consumer insight.

Damian Loscher has led a number of integrations, including the 2009 integration of Ipsos and MRBI. During his 30 years in research, he has directed projects across almost every industry sector, giving him a unique perspective on the questions that challenge every business. Damian is a leading methodologist and pollster in the Irish market and writes regularly on polling and politics for The Irish Times.

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the 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).

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