



Public Opinion Polling

Ipsos opinion research is a vital tool for leaders, policy makers and communicators.



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

It's not just a poll. It's a platform.

For 40 years, we've worked hard to build the Ipsos polling brand to mean accuracy, truth and insight. Because it matters. To us and to our clients who have something to say. Otherwise, polls are just pages filled with numbers.

We conduct, package and release polling results for our clients to use in the public domain. Our team can assist with media relations and help to generate earned media in partnership with our clients. However, polling is the core of our business because that's what we do best. In North America, we release more than 400 polls a year on behalf of our clients.

We work with all types of organizations, media and PR firms to design polls that represent the voice of consumers, citizens, employees, businesses, elites, stakeholders and other defined groups on a local, national or international basis.

We provide our clients with methodologically sound, reliable and defensible results that may be used to:

- Understand current prevailing public opinion trends;
- Measure the beliefs and values that drive support or opposition to particular policies, parties or candidates;
- Identify key voting blocks, segments or audiences to achieve specific goals;
- Support or oppose an issue for public debate, government hearings, white papers, submissions, briefings or demonstrations; andw
- Inform communications and outreach strategies to best target receptive audiences.



Our expert research team works with you to craft the questions. Then, through our front-to-end research process, we collect the data using industry best-standard techniques.

We produce data that drives decision making. We ensure that our clients get the most out of research by marrying concise data-driven reporting with ongoing consultation and support.

Here are just a few of our recent clients who believe that our polls deliver more than numbers, offer a platform for them and what they've had to say:

ABA, AirBnB, AstraZeneca, Business Software Alliance, CarMax, Celgene, CFIB, Chase, CIBC, Coca-Cola, Council for Responsible Nutrition, Disney, Fantasy Sports Trade Association, General Mills, Google, Heart and Stroke Foundation, Hill & Knowlton, HomeAway, ING, Intel, Kijiji, Kumon, LinkedIn, MassMutual, L'Oréal, McKinsey, Microsoft, MSL, Netflix, New York Life, Ontario Real Estate Association, Orbitz, PayPal, Pfizer, Princess Cruises, Procter & Gamble, Randstad, RBC Financial Group, Rogers, Sallie Mae, Sun Life, Unilever, Weber Shandwick, Wells Fargo, World Vision



And over the past 25 years, our team of seasoned researchers has worked on numerous media polling assignments and longer term Agency of Record (AOR) Relationships with:

- The Associated Press
- BuzzFeed
- CanWest News Service
- CBC
- CFRB
- CTV
- Global Television
- Globe and Mail
- The McClatchy News Company
- Postmedia News
- Reuters
- Telemundo/NBC Universal
- The Guardian
- USA Today

For The Record

U.S. Elections: Ipsos Public Affairs has an extraordinary record for polling accuracy^[1] in the U.S. and globally. Since 2009, our U.S. partnership with Thomson Reuters has produced several very close poll finishes using innovative approaches. Ipsos is consistently named among the most accurate pollsters of U.S. Elections.

¹ http://fivethirtyeight.blogs.nytimes.com/2012/11/10/which-polls-fared-best-and-worst-in-the-2012-presidential-race/?_r=0;
http://www.huffingtonpost.com/2010/11/03/how-did-the-polls-do_n_778216.html;
<http://www.freedomslighthouse.com/2008/11/rasmussen-ipsos-most-accurate-2008.html>

Your Polling Checklist

If you're considering the use of polling as a platform, think through the following checklist:

- Clear and reasonable objectives have to be determined right at the outset: what are the expectations as to what the polling data is to do?
- Understand the unique data collection challenges specific to your country. And does your researcher have an in-depth understanding of those challenges?
- What sample of respondents is to be surveyed and, what is the sample size necessary to achieve methodologically reliable results for reporting geographically, socio-demographically or as a discrete cohort?
- Question crafting must be done with the utmost integrity and without apprehension of bias.
- Since the results will potentially bear scrutiny in the public domain among various audiences – public and professional alike – it is critical that intentional bias or deliberate inter-item contamination be non-existent.
- The reporting of the results must be clear and with full disclosure of the methodology, questions asked and answered and the data tables.

If you'd like to learn more about Ipsos Public Opinion Polling, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
202.420.2025
chris.jackson@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In the U.S., UK and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: www.ipsos-na.com

Ipsos Public Affairs' Policy on Clients Releasing or Using Polling Research in the Public Domain

To protect both our and our clients' reputation, Ipsos Public Affairs has a rigorous protocol that applies to any survey whose results are released to the media or other stakeholders such as business partners, or used in client advertising and collateral materials. Our client public release policy stipulates that:

- Ipsos Public Affairs must review and approve all questions, sample frame and proposed methodology prior to data collection to make sure there is no bias or any current potential client conflict.
- After the data is collected, Ipsos then produces a summary of the findings in what is called a "Factum," which is a simple, clear and accurate description of the findings and methodology and comprises the official Ipsos "Findings of Record." The factum will be posted on our website once the client's media release has been issued, along with the questionnaire and/or topline results.
- Clients must submit their own media release, advertisement and/or use of any collateral materials featuring any data based on survey research conducted by Ipsos for review and approval. This helps ensure that the factual elements of the materials are accurate, the context is not misleading or in error, and the data released is not selective such that the overall findings of the study are misrepresented or are capable of being misconstrued. Clients should schedule 24 to 48 hours to allow Ipsos to review and approve their materials.
- Ipsos does not authorize its clients to release or use the results of any custom, syndicated or other polling/research undertaking that refers to any brand or corporate trademark other than their own, such as making comparative claims versus named or unnamed competitors (individual or aggregate) unless this has been approved by Ipsos in advance of the commissioning of said research. If approved, clients must agree to any methodological requirements and legal conditions in a signed statement of work.

GAME CHANGERS

