



Ipsos is a responsible research agency combining global with local expertise.



Offices in **90 countries**
Access to more than **140 countries**



3rd largest market
research agency globally



Founded in **1975**
Listed on Paris
Stock Exchange



Ranked #1
MOST INNOVATIVE
market research company
by Greenbook's GRIT 2021



2.4 B
Annual revenue (2024)



20,000+
employees



5,000+
clients

GLOBAL VALUES

Integrity, Curiosity, Collaboration,
Client-First, Entrepreneurial Spirit

Ipsos Public Affairs provides responsible research and advisory services to all organizations serving the **global public interest**. We are specialized in collecting essential **citizen and other relevant stakeholder perceptions** and providing **data-driven recommendations** that strengthen these organizations to become more efficient and effective in achieving their missions.

Ipsos Public Affairs has worked for decades with the UN and other **international organizations** on a variety of multicountry studies throughout the world.



UNITED NATIONS



unicef



UNHCR
The UN Refugee Agency



WFP



WHO



ILO



ICRC



Ipsos provides insights to help organizations better understand:

Citizens & Trends



Public Perception Analyses

- What are the experiences/ perceptions of society on topics such as health, education, climate change, human rights, etc.?
- How has a certain population been impacted by an event (e.g. COVID-19, inflation, geopolitical conflicts, etc.)?
- How do demographic factors, such as gender, background, age or income, influence the rate and direction of changing views?

Impacts of Programs & Policies



Impact Assessments

- What short-term and long-term impacts has the program or policy had on the target population?
- What is the cost-benefit ratio of the program?
- How does this program compare to similar initiatives in terms of effectiveness?

Monitoring & Evaluation

- How effectively is the program being implemented according to its design?
- What feedback do stakeholders have regarding the program?

Audiences, Stakeholders and Communications



Behavioral Intention Studies

- What are people's intentions following an event or on a specific initiative?

Donor & Segmentation Studies

- How can you increase awareness about your organization's work?

Knowledge, Attitudes & Practices

- What do individuals know about a specific topic or feel about an issue?

Reputation & Branding

- How is your brand perceived by key stakeholders?

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