



# Press Release

## Ipsos Presents 28 Research Papers at American Association for Public Opinion Research (AAPOR) 74th Annual Conference

### Visit the Ipsos KnowledgePanel Booth 218-220 For More

**Washington, DC, May 14, 2019** — Survey scientists, data experts, statisticians, and social researchers from Ipsos in North America, including those associated with the recently acquired KnowledgePanel, will present a total of 28 research papers at the annual meeting of the American Association for Public Opinion Research (AAPOR) in Toronto, Ontario from May 16-19. Still more will attend and present at the World Association for Public Opinion Research (WAPOR) immediately following, from May 19-22.

Ipsos' experts are presenting original methodological research covering such advanced methodologies such as multiple comparisons, patient mix adjustment, Bayesian data analysis, and longitudinal data analysis. Additional papers and presentations will focus on election forecasting and Party ID measurement; survey nonresponse; intracycle reporting in tracking studies; a comparison of probability and nonprobability sampling methodologies; advanced modeling, and more.

Over a dozen Ipsos associates, ranging from assistant research statisticians to senior vice presidents with decades of experience, will be presenting at this conference.

Follow us on Twitter ([@IpsosNewsPolls](#)), Facebook ([IpsosUS](#)), and LinkedIn ([Ipsos in North America](#)), for updates on presentations, recruiting opportunities, and other conference news. For those attending the conference, our AAPOR exhibit (Booths 218-220) will feature **KnowledgePanel®**, the nation's largest single mode probability-recruited online survey research panel. Combining the latest in online survey technology with rigorous state-of-the-art sampling methodology, we meet the high-quality standards for federal and peer review. Our clients need to be sure of their results and only KnowledgePanel® and our staff of experts provide the scientific integrity required in today's online survey research environment.

Stop by our booth to talk to us about our latest research publications, our survey capabilities, and career opportunities.

#### For more information on this news release, please contact:

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## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.  
The company is part of the CAC Mid & Small index  
and is eligible for the Deferred Settlement Service (SRD).

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