



PRESS RELEASE

New book by Ipsos' Clifford Young demystifies *Polls, Pollsters, and Public Opinion*

Young's book, co-authored with Kathryn Ziemer, to serve as an essential resource for analysts and pollsters

Washington D.C., September 5, 2024 — Public opinion shapes our social, political, and economic realities — yet it is all too often misinterpreted, misapplied, or misunderstood.

[Polls, Pollsters, and Public Opinion: A Guide for Decision-Makers](#), the new book from Clifford Young, president of polling and societal trends at Ipsos, and co-author Kathryn Ziemer, stands to change that.

An original and engaging survey of different disciplines and methodologies, bolstered by Young's field-defining work for Ipsos, one of the world's leading market research companies, *Polls, Pollsters, and Public Opinion* serves as both a practical guide and a theoretical framework for analysts and academics seeking a deeper understanding of public opinion and what it reveals about our world.

"At its core, our book is about meaning and context—how the analyst can make sense of public opinion and weave disparate inputs into a single coherent narrative," Young said.

Accordingly, the 200-page book, published by Cambridge University Press, synthesizes a broad range of scholarship on polling and survey design into a single resource for understanding, predicting, and leveraging public opinion.

It also draws upon Young's influential work as president of polling and societal trends at Ipsos, which has made him one of the nation's foremost commentators on national politics and public opinion. In this role, he continues to advise global brands and policymakers in need of insights for navigating a fast-moving political and social landscape.

By bridging the gap between theory and practice, *Polls, Pollsters, and Public Opinion* is an essential contribution to the literature on public opinion. It is available now at major bookstores and online retailers.

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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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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