

# EUROPULSE

## The voice of Europe

EuroPulse is your flexible research solution, designed to capture the voice of people across Europe.

Choose Ipsos' probability panel for **precise, representative insights**, or our online panel for results that **reliably reflect the online EU citizen**.



## What we promise

**5,000** interviews across 8 EU Member States ensuring regional representation

18+ y.o. including hard-to-reach groups and digitally-excluded

Online Probability Panel

### Policy Research

Highly accurate insights into public opinion on EU-level policy or strategy

### Engagement or Adoption

On topics like health, media consumption, technology and finance

### Academic & Regulatory Studies

Scientifically rigorous, statistically valid data

### Public Opinion polling

To inform campaigning, advocacy or lobbying efforts

### Electoral Studies

Public sentiment on elections, voting behaviour and political engagement

### Longitudinal & Trend Analysis

Monitoring shifts in views on issues, or changes in habits

18-70 y.o. reflecting the online population

Online Access Panel

### General Sentiment

Measure and track opinion on trending topics and societal issues

### Brand Awareness and Messaging Measurement

### Campaign Monitoring

Track opinion on digital campaigns or social media movements

### Consumer Trends & Market Shifts

Evolving consumer behaviours, preferences, and market dynamics

### Digital Media Consumption

Understand patterns across different subgroups

### Technology & Behaviour

Use of new technologies, capturing broader trends in tech engagement

# EUROPULSE

Get to the heart of what Europeans really think

## At what cost\*

18+ y.o. including hard-to-reach groups and digitally-excluded

Online Probability Panel

18-70 y.o. reflecting the online population

Online Access Panel

5,000 €

1 Question Unit

2,000 €

25,000 €

5 QU + 1 QU free

10,000 €

50,000 €

10 QU + 3 QU free

20,000 €

## How it works

Simple and fast. Submit your questions via email to **EuroPulse@ipsos.com** by the first Monday of each month, with results available the week thereafter.

## What you get

Ipsos EuroPulse covers questionnaire co-creation, scripting, translation, fieldwork, and delivers clean, weighted data with standard tabulations and graphs.

## Questions?

Any question, or need something more bespoke? Reach out to **EuroPulse@ipsos.com** and let's discuss!

\*Terms & Conditions apply.

