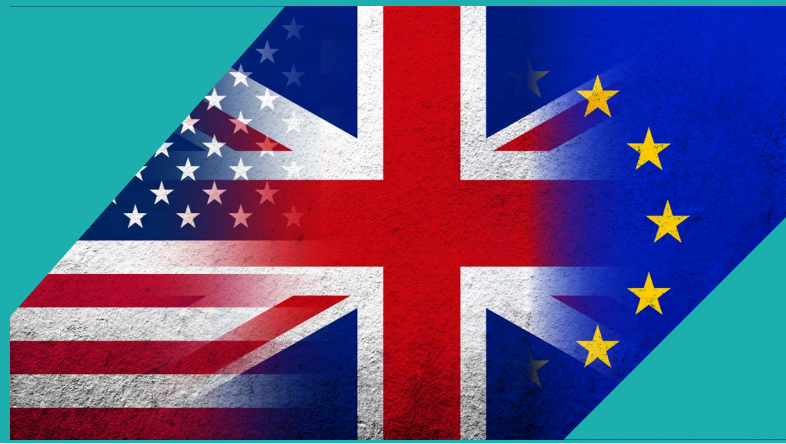


# Ipsos Transatlantic Pulse

Decision-Grade Accuracy for  
Transatlantic Insights



## Confidence in a Changing World

In today's world, decision-makers face unprecedented challenges. Economic volatility, geopolitical instability, rapidly changing consumer preferences all demand accurate, timely and reliable public insight.

Many sources of public opinion and market data come from non-representative data and are simply too noisy to rely on. In times like these, **accuracy isn't a luxury – it's a necessity.**



## The difference is science

The Transatlantic Pulse is **powered by Ipsos' gold standard probability-based panel, KnowledgePanel®**, the same trusted methodology behind national census work and academic research.

This methodology gives every adult – online or offline – a known chance of selection, reaching deep into the population to capture views others miss.

We've spent over 25 years designing probability panels that inform governments, global institutions and major market players – and now we're bringing that same **rigor to decision-makers** like you.

## A new lens on transatlantic insights

We've developed a transatlantic insight engine designed to measure public attitudes and behaviours and spot emerging trends that are developing across both sides of the Atlantic, allowing you to act decisively and tailor your strategies for optimal impact.

Our **standardized methodology guarantees comparable results**, enabling accurate cross-country analysis and identification of regional differences.

KnowledgePanel® provides **highly representative** data in a matter of weeks in **9 countries**: the United States, the United Kingdom, France, Italy, Spain, the Netherlands, Sweden, Poland and Croatia.

This isn't just polling. It is strategic advantage, purpose-built to reduce uncertainty, improve foresight and help leaders make the right calls at the right time.

### LET'S TALK

If clarity, foresight and first-mover intelligence matter to your strategy – we should talk.

Contact us at  
[TransAtlanticPulse@ipsos.com](mailto:TransAtlanticPulse@ipsos.com)

**Lead with insight.  
Act with precision.  
Stay ahead.**

