



PRESS RELEASE

Alec Tyson appointed as Ipsos Public Affairs' lead pollster in the U.S.

New York, July 9, 2025 - [Ipsos](#), one of the world's leading market research and polling companies, today announced that Alec Tyson, a preeminent expert on public opinion, has joined Ipsos Public Affairs in the U.S. as senior vice president and lead pollster.

A top researcher and commentator trusted by policymakers, academics and industry professionals, Tyson spent two decades conducting high-impact studies on politics, science, and society at Pew Research Center.

As the head of Ipsos Public Affairs' polling practice in the U.S., he will oversee a world-class team as it works to provide decision-makers with actionable insights on today's most pressing trends and trustworthy answers on the topics that will drive change tomorrow.

"Alec has an industry-wide reputation not only for rigorous analysis and fieldwork, but for a keen understanding of the American public, its beliefs, and how they shape economics and politics at scale," said Julia Glidden, group president of Ipsos Public Affairs.

"That expertise and experience will make Alec a true partner to our clients, and will uphold Ipsos Public Affairs' status as a leading source of knowledge on social and political issues, in the U.S. and beyond."

As associate director of research at Pew Research Center, Tyson designed studies and directed research on issues spanning the national discourse and social sciences, from partisan polarization and generational change to climate change and artificial intelligence.

This diverse skillset makes Tyson an exceptional fit for Ipsos Public Affairs, which supports clients in the public and private sectors through best-in-class research capabilities like Ipsos KnowledgePanel, the nation's longest-running and most-trusted online research panel.

"Now more than ever, trustworthy polling is critical to navigating change with confidence. I'm proud to be joining the most dynamic and forward-thinking public opinion practice in the industry," Tyson said.

Tyson has spoken widely in the academic, diplomatic and policy sectors, and is frequently quoted in national media. He is a member of the American Association of Public Opinion Research.

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GAME CHANGERS





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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, and is eligible for the Deferred Settlement Service (SRD).

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