



PRESS RELEASE

Ipsos Partners with Stanford University to Pioneer the Future of Market Research with Synthetic Data

Paris, 6 August 2025 – [Ipsos](#), one of the world's leading market research companies, announces a groundbreaking partnership with Stanford University's Politics and Social Change Lab (PASCL) to pioneer the use of AI and synthetic data in market and public opinion research. The collaboration will center on creating and rigorously validating digital twin panels – virtual representations of real-world survey respondents – to dramatically enhance the speed, efficiency, and security of data collection.

Ipsos and Stanford's PASCL are collaborating to build and test the effectiveness of synthetic respondents. Leveraging Stanford's research on digital twins, they will expand its application to marketing, while also identifying and mitigating potential risks and limitations. The project is built upon the foundation of Ipsos' exclusive *KnowledgePanel*, renowned for its rigorous methodology and for including diverse and hard-to-reach audiences. The project will first launch in the US, followed by a global expansion.

*"This collaboration with Stanford University solidifies Ipsos' leadership position in applying AI and synthetic data to market research," said **Ben Page, CEO of Ipsos**. "We are strategically building a future where insights are faster, more cost-effective, and, most importantly, safe and reliable. Our unique combination of safe and agnostic technology platforms, world-class data science teams, and unmatched data assets puts us in a singular position to create safe, powerful, and culturally accurate digital twin panels."*

*"This partnership with Ipsos is incredibly exciting," said **Professor Robb Willer, Director of PASCL and Professor of Sociology, Psychology, and Business at Stanford University**. "We're not just building innovative solutions leveraging AI; we're building a future where reliable synthetic data empowers researchers and businesses to make more informed decisions, grounded in a deeper understanding of human behavior. Together, we are committed to addressing the risks and limitations of this technology responsibly."*



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ABOUT IPSOS

Ipsos is one of the largest market research companies in the world, present in 90 markets and employing nearly than 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 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since 1 July 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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ABOUT STANFORD'S POLITICS AND SOCIAL CHANGE LAB (PASCL)

The Politics and Social Change Lab (PASCL) at Stanford University, led by Professor Robb Willer, conducts research on strengthening democracy, strategies for social change, and leveraging generative artificial intelligence to improve social science and society, more broadly.

Using large-scale field experiments, rigorous survey and lab studies, and computational modeling, PASCL has tackled these topics and published its findings in leading outlets such as Science, Nature Human Behavior, and Proceedings of the National Academy of Sciences.