

# TRACKING THE PUBLIC RESPONSE TO THE TRUMP ADMINISTRATION

Ipsos Knowing the New America  
Briefing Series

February 2025





# WE ARE LIVING IN UNCERTAIN TIMES



# Navigating the complexities of the new America

## **Actions from the Trump Administration continue to roil America and the world**

With trade policies that continue to fuel global economic uncertainty, impacting international relations and supply chains. Additionally, his divisive rhetoric on social issues and foreign policy continues to reverberate, influencing political discourse and social movements across the globe.

## **Public and private sector organizations need timely, reliable insights into public opinion to navigate this landscape effectively**

Failing to do so could lead to public backlash, loss of trust, and ultimately, harm to their bottom line. Additionally, understanding the prevailing public sentiment is essential for organizations to craft effective messaging and tailor their outreach strategies to resonate with their target audiences.

## **Understanding public sentiment is crucial for strategic planning, stakeholder engagement, and risk mitigation**

By understanding the prevailing public sentiment, organizations can anticipate potential challenges and opportunities, allowing them to

proactively adjust their strategies and mitigate potential risks. Furthermore, a keen understanding of public opinion is essential for effective stakeholder engagement, as it allows organizations to tailor their messaging and communication strategies to resonate with their target audiences.



# The Ipsos 'Know the New America' Briefing Series

## The Ipsos 'Know the New America' briefing

- Provides the latest public opinion data and insights on the second Trump administration.
- Covers topics such as key issues for Americans, public sentiment under the current administration, reactions to policy changes, and critical trends.
- Features Ipsos experts like Cliff Young, Chris Jackson, and Sarah Feldman.

## Delivering concise, insightful public opinion data

- Fresh public opinion data straight from the source with a focus on the key trends affecting your business.
- Access to data that is not available anywhere else, direct to subscribers.
- Ipsos is an American and global leader in the collection of public opinion and market research data.

## Cutting through the noise, highlighting trends that matter

- The early days of the new administration has seen a deluge of actions and headlines, but not all are equally important.
- Ipsos will use its ability to survey the public to highlight which developments are meaningful and which are likely noise.
- We will help subscribers spend your time on the issue that actually matter for your business.

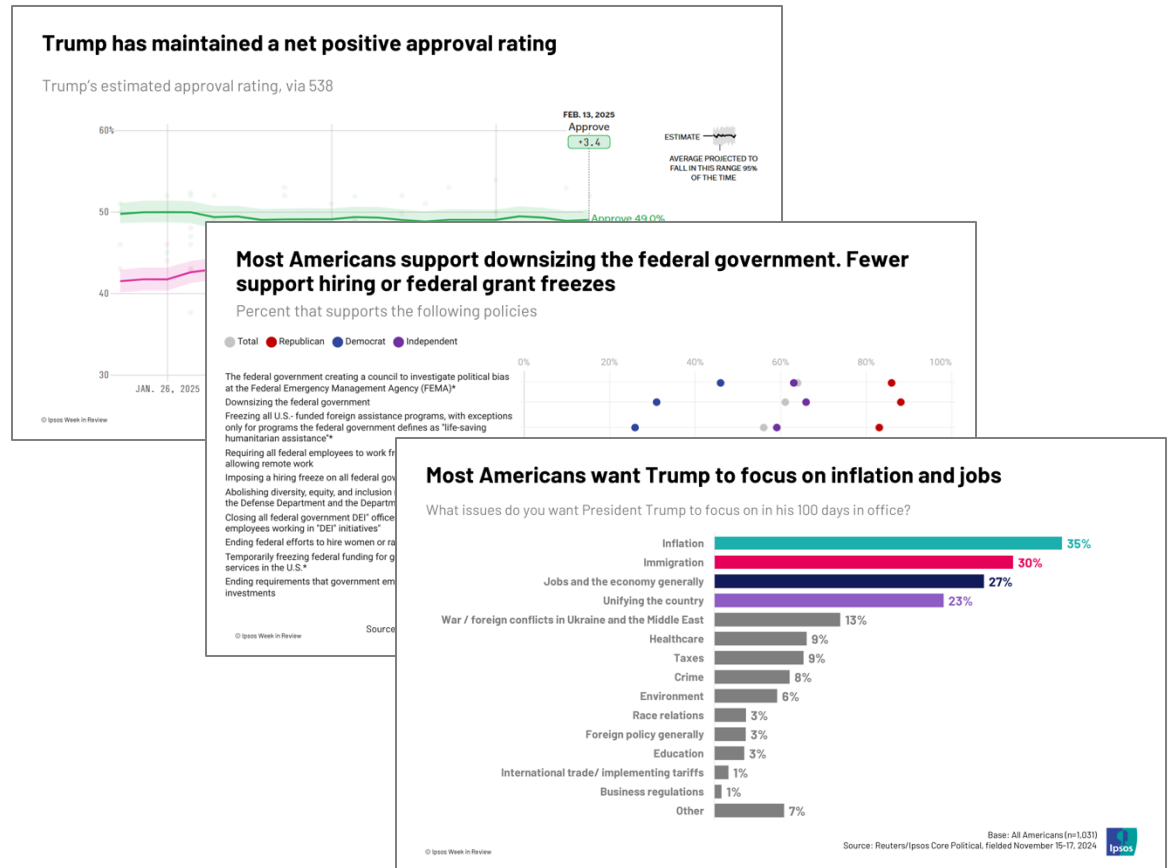
## Up-to-date information delivered directly to your inbox every week

- Weekly emailed data updates delivered direct to subscribers.
- Weekly standing calls to discuss developments, the latest data, and provide Q&A with subscribers.
- Access to Ipsos experts to consult with on emerging trends and the latest developments.

# The “Knowing the New America” Program

## Weekly reports of the key developments in American public opinion

- Packaging of the most important trends in a clear, concise report
- Access to unpublished Ipsos public opinion data
- Analysis of trends and likely future behaviors
- Weekly discussions with the research team to talk through the latest data
- Opportunities for subscribers to ask questions about their sectors or specific needs



# Your competitive advantage

## Stay ahead of the curve

The briefing allows clients to anticipate shifts in public sentiment, providing them with the opportunity to adapt their strategies and stay ahead of their competition.

## Make informed decisions

By providing robust data and expert analysis, the product ensures that clients can base their decisions on solid information rather than speculation.

## Mitigate risks

Early identification of potential threats and opportunities is crucial in a rapidly changing environment. The briefing

provides the necessary insights for clients to do just that.

## Enhance stakeholder engagement

A deep understanding of public opinion, delivered through the product, empowers clients to communicate more effectively with their stakeholders.



# Pricing and packages

## Monthly subscription

A month-to-month subscription offers flexibility for clients to adjust their engagement as needed. It also provides a lower barrier to entry, allowing clients to experience the service's value before committing to a longer-term contract.

## Six month subscription

A six-month subscription provides a longer-term view of public sentiment trends, allowing for more informed strategic planning. With the higher level of commitment, clients have greater ability to provide input into research agendas and unlock discounts over the monthly subscription.

## Annual subscription

An annual subscription offers the most cost-effective option, at a discounted rate compared to shorter subscriptions. It provides a full year of access to crucial public opinion data and analysis, ensuring clients remain consistently informed about the US response to the Trump Administration. With an annual subscription, businesses can deeply integrate these insights into their long-term strategic planning.

## Subscription options

	Cost
Monthly subscription	\$2,000
Six month	\$8,000
Annual subscription	\$12,000





# The Ipsos “Know the New America” Team

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Glidden**



## **President – US Public Affairs**

Julia Glidden is the President of Ipsos Public Affairs, U.S. and is a globally renowned specialist in digital government and innovation

**John  
Boerstler**



## **EVP – Government**

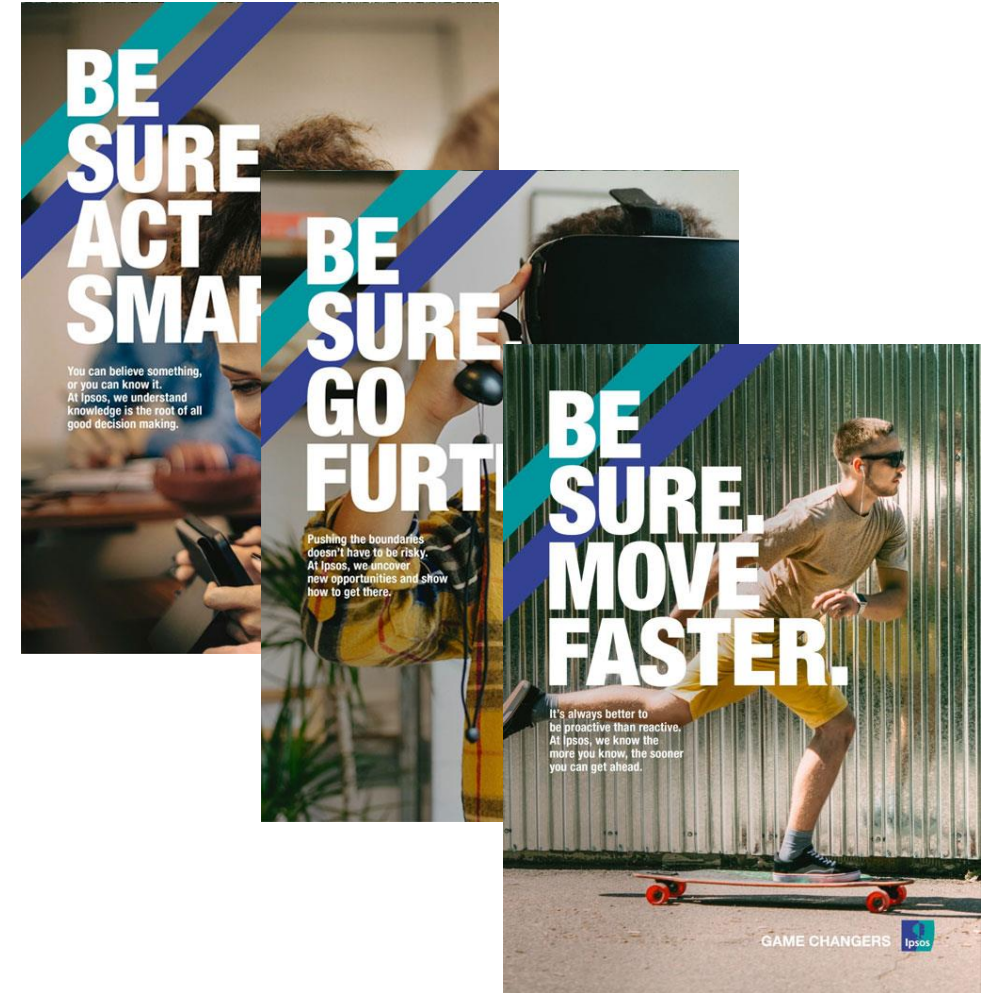
John Boerstler is an Executive Vice President with Ipsos, specializing in public sector business and service delivery

**Clifford  
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## **President – Polling**

Clifford Young is the President of Ipsos U.S. Public Affairs and a leading expert in public opinion research and polling.





# Subscribe today

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