

DON'T JUST MEASURE PUBLIC OPINION. UNDERSTAND THE FORCES SHAPING IT.



Ipsos combines rigorous methodology, probability-based sampling, and trusted public opinion expertise to help organizations understand not just what people think today, but where opinion is headed tomorrow.



MEDIA-WORTHY INSIGHTS

Research-powered thought leadership generates headlines and drives earned media coverage.



KNOWLEDGEPANEL®

The gold standard in probability-based online panels.



TRUSTED METHODOLOGY

AAPOR-compliant standards and statistically rigorous research.



REPRESENTATIVE SAMPLING

Probability-based panels that reflect the real population.



ACTIONABLE INSIGHT

Turning data into clear, credible stories that drive decisions.

WHAT DOES THE PUBLIC REALLY THINK?

In order to gain actionable insights you must use samples that are proven and representative.

-  Ask the right questions
-  Reach representative audiences
-  Measure attitudes and behaviors accurately
-  Deliver credible, projectable results
-  Translate findings into compelling narratives
-  Amplify media and stakeholder impact

Powered by

KNOWLEDGE PANEL[®]

THE GOLD STANDARD FOR
PUBLIC OPINION RESEARCH

-  Probability-based recruitment
-  Nationally representative coverage
-  Validated participant profiles
-  Trusted for high-stakes decision-making
-  Built for government, media, academic, and corporate research



PUBLIC OPINION RESEARCH THAT DRIVES CONVERSATION

We help organizations turn important questions into influential thought leadership. From emerging issues to enduring challenges, our work is designed to generate attention, inform decision makers, and position our clients at the center.

EXPLORE PUBLIC OPINION & POLLING CASE STUDIES

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FEATURED COVERAGE

AXIOS

npr

CNN

The New York Times

POLITICO

AP

The Washington Post

REUTERS

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