Ipsos North America

Ipsos Opens Emerald City Office

Seattle-area office fourth Ipsos location in Pacific Northwest to serve multinational and local clients

October 5, 2005, Seattle, WA — The Ipsos Group today announced the opening of a new office in the Seattle area to better serve its growing client base in the Pacific Northwest. The Seattle-area office joins San Francisco and San Ramon, CA, as well as Vancouver, BC, as the other Ipsos West Coast locations.

The new location, at 10900 North East 8th Street in Bellevue, WA, will house research and operations staff from the company's marketing research, public affairs and opinion research, customer satisfaction measurement and management research, forecasting and modeling, and advertising and brand equity research divisions. The company's local client roster includes Microsoft, Washington Mutual, The Seattle Times Company, Tillamook Cheese, Getty Images, Bartell Drugs, Onvia, HouseValues and Sonic Care.

“With our new Seattle office—our sixteenth location in the U.S.—we can offer our Pacific Northwest clients customized expertise more efficiently and effectively,” said Jim Smith, Chairman and CEO of Ipsos North America. “We have a very strong collection of talented, knowledgeable and dedicated people throughout our organization, here in North America and around the world. Our people know our business and the industries they serve, and they are eager to put that knowledge to work to help clients grow their business.”

"We’ve assembled a team of some of the most talented researchers for our new location in order to provide existing clients with seamless service, and to provide current and new clients with immediate insights to their research issues and business challenges, be they local or global," added Smith.

Founded in 1975, Ipsos is the third largest survey-based research firm in the world, with more than 5,000 employees in 40-plus countries. More than 1,300 research and field staff are located in 30 locations in the U.S. and Canada alone. Ipsos serves clients in the following sectors and industries: consumer products; technology and communications; health and pharmaceuticals; financial services; agrifood; energy and utilities; and lottery and gaming.

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Ipsos
Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2004, Ipsos generated global revenues of € 605.6 million ($752.8 million U.S.). Visit www.ipsos.com to learn more about Ipsos’ offerings and capabilities.