



## **Ipsos Researchers Collaborate to Set “Foundations of Quality” for Research Industry**

Senior Executives from Ipsos Global Operations Help Set Standard for Research on Research

**New York, NY, March 24, 2009** – Ipsos continues its commitment to research excellence and innovation for clients and the industry, demonstrated by company members' input into one of the largest research projects on research itself. Supported by the Advertising Research Foundation (ARF) and the Online Research Quality Council, the project was a collaborative industry-wide initiative examining several key principles and fundamentals of online market research, involving multi-panel membership and its impact on data quality and respondent engagement.

Efrain Ribeiro, Senior Vice President, and Renee Smith, Vice President, from Ipsos Global Operations and Dr. Tom Evans, Vice President Audio & Special Projects at ESPN proposed, designed, and oversaw the project. Entitled “Foundations of Quality”, results from this groundbreaking study will be presented publicly at the ARF Annual Conference on April 1.

“As online market research continues to grow and become an integral part of market research success, there remains a challenge to initiate and maintain high levels of quality in how the research is conducted,” says Ipsos' Ribeiro. “Our industry-wide study involving 17 online sample suppliers will provide the critical foundation for quality solutions and meaningful industry metrics to ensure the basic integrity and reliability of research conducted online. Without this industry-wide research it would be difficult to understand the effect of multi-panel membership on study results and develop effective and efficient solutions.”

Established in June of 2008, the “Fundamentals of Quality” study is a collaborative effort initiated by the Advertising Research Foundation (ARF) and the Online Research Quality Council, bringing together research leaders from various research firms and companies including Coca-Cola, Kraft, Microsoft, Bayer, Capital One, General Motors, and ESPN. The objective was to conduct a research project on research to assure the quality and assess the value of online market research.

“With our leadership in advertising research and online panels, Ipsos is committed to excellence not only in our work for our clients, but also for the betterment of online research across the industry,” said Jim Smith, Chairman and CEO of Ipsos in North America. “We're very proud of Efrain and Renee's work and commitment to this project. Their work is indicative of their leadership and expertise in this emerging field and further illustrates Ipsos' commitment to online panel research excellence.”

### **For more information on this news release, please contact:**

Jim Smith  
Chairman & CEO  
Ipsos North America  
(212) 584-9242  
[jim.smith@ipsos.com](mailto:jim.smith@ipsos.com)

### **About Ipsos**

1700 Broadway, 15th Floor  
New York, NY 10019  
Tel: 212.265.3200  
Fax: 212.265.3790  
[www.ipsos.com](http://www.ipsos.com)



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 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.).

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.

*Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*