

Ipsos Public Affairs Launches Hispanic Research Center



Ipsos Public Affairs

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Chicago, IL- Ipsos Public Affairs is pleased to announce the launch of the Hispanic Research Center, an extensive resource dedicated to providing valuable market research and insight into the lives of Hispanics in the United States.

“With approximately 45 million Hispanics in the U.S., Ipsos Public Affairs has recognized the importance of being able to reach out to this fast growing and increasingly important market.” said Cynthia Pelayo, Senior Research Manager, Ipsos Omnibus Services. “This resource will allow us to further enhance and showcase our expertise about the Hispanic Community, and provide our clients with a wealth of information and research solutions to help them to better understand this key demographic segment, and reflect its diversity.”

Targeted towards public, private and not-for-profit organizations, The Hispanic Research Center will give clients even more flexibility and more options for conducting surveys among Hispanics. Over the past year, Ipsos Public Affairs has launched two new survey vehicles, the *Ipsos US Hispanic Telephone Express Omnibus* and the *Ipsos US Hispanic Online Express Omnibus*, which have dramatically increased surveying capabilities. “We are now able to offer clients quick-turnaround solutions, at a very affordable price” adds Pelayo. “These products, in combination with existing qualitative and quantitative custom methodologies, have allowed us to provide a full-service offering to our clients.”

In addition, the Hispanic Research Center provides Ipsos’ clients with an opportunity to increase the visibility of publicly released surveys and polls conducted among Hispanics. “We’ve had fantastic media pick up from several studies we’ve released this year” said Julio Franco, a Senior Research Manager with Ipsos Public Affairs. “It just goes to show how much of an opportunity there is out there for companies willing to invest in research among the Hispanic Community”

To visit the website of the Hispanic Research Center, please go to <http://www.ipsos-pa.com/methodologies/hispanic.aspx>

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