

Ipsos Public Affairs U.S. Joins AAPOR Transparency Initiative as a Charter Member

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Washington, DC - Ipsos Public Affairs U.S. is delighted to announce that we have joined the AAPOR Transparency Initiative as a charter member. The AAPOR Transparency Initiative is dedicated to promoting openness and honesty in public survey research by establishing standards of methodological disclosure, which are core values to which our organization in the U.S. and globally adheres.

Clifford Young, President of U.S. Public Affairs, Ipsos Public Affairs says, "We are very proud to be charter members of the Transparency Initiative. Ipsos has long advocated for transparency in research, and has led the charge via full disclosure of our ground breaking online polling work. We are strong supporters of AAPOR's role in promoting a full and open dialogue around methodological considerations and in ensuring transparency remains a priority as research techniques evolve."

By joining the Transparency Initiative, Ipsos Public Affairs U.S. supports the core tenets of:

- "promoting understanding of how methodology relates to survey quality,"



- “increasing adherence to the AAPOR Code of Professional Ethics and Practices,”
- “enabling responsible media members to better differentiate between transparent and non-transparent research,”
- “contributing to public understanding of this important distinction, and”
- “providing the public with the information necessary for independent evaluation of survey quality.”

Membership in the Transparency Initiative symbolizes Ipsos’ commitment to the highest quality research and industry standards.

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