

Public Sector Research

HEADER: Do you know what your citizens, donors and stakeholders are saying about you?

Trust .Understanding. Credibility. Communication. Accountability.

They sound like simple concepts. Stay in tune with your citizens and stakeholders and everything else will fall into place.

But the reality is that it's not always that simple.

Confidence in your organization stems from how well you listen to your stakeholders. We know they can be your toughest critics. And we want to help you to better understand what motivates them and what makes them tick.

We know you have needs that differ from the private sector. That's why we've created a research practice just for the public sector.

We've dedicated countless hours to helping public sector clients examine policy, communications, reputations and social trends. Our extensive experience working with government and not for profit organizations allows us to use our sector expertise to help you get the answers you need to satisfy your organizational goals. We want to help you get to the bottom of your toughest issues.

How do we do it? We listen to what your donors, citizens and stakeholders have to say. We understand their needs. And we anticipate their priorities.

We go beyond simply collecting data- we analyze it, put it into context and discuss it with you. We want to make sure you fully understand the implications so you can use the data to install and implement successful programs and policies, communications and future strategies.

Because at the end of the day, we want to see you succeed.

Sector Expertise

Our previous experience working with public sector clients has helped us to identify and address the issues that are at the centre of your organizations mandate. We are proud to offer a complete range of services and methodologies (both quantitative and qualitative) in the following areas:

- Municipal Affairs- Over the past year alone, we've helped more than 50 municipalities consult with their residents about the issues most pressing in their community. Regardless of the size of your jurisdiction, we provide a scientific

platform to hear what your residents have to say on a wide variety of topics, ranging from citizen satisfaction, financial allocation and quality of life studies, to ad hoc issues such as land use management, community planning and employee satisfaction studies.

- Not-for Profit- Serving local, national and international charities, as well as advocacy groups, professional organization, and institutes of higher education, we can help you address the issues that are at the core of your business. With both customized and syndicated research solutions, we can define an action plan tailored to meet your needs for more effective fundraising, advocacy programs, and communications
- *Health
- *Education
- *Energy and Environment

Research Expertise

In addition to the sector specialty areas, we can also help your organization in the following research areas:

- Program Evaluation- Designing and implementing programs- it's often a key part of the mandate of government and not for profit organizations. Judging the effectiveness and successes of these programs can be a challenge. We can provide you with sector specific experience and research techniques that will ensure you get effective and accurate results in evaluating the overall successes of your program.
- *Communication and Social Marketing
- Reputation and Issues Management- A good reputation builds goodwill and helps organizations weather a crisis, and is no longer constrained by what you do and how you do it. Regardless of your industry or mandate, we can provide your organization with highly customized results that allow you to manage and build your reputation, plan, manage, and improve strategic and crisis communications, better understand employees and audiences, and oversee stakeholder relations.
- Ethnic and Minority Populations- Over the past 50 years, the cultural mosaic has been changing. As a result, public policy is facing new challenges ranging from cultural sensitivity and recruitment to communication and outreach services. Marketing to this group of individuals requires a forward thinking approach. Our research can provide you with a solid foundation to support your strategic marketing, organizational policy and diversity strategy efforts.
- *Policy and Program Development and Consultations

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