



If you'd like to learn more about the North American Public Opinion Polling Division, or obtain a copy of our Public and Media Polling Protocol, contact:

**Nicolas Boyon**

Senior Vice President  
Public Opinion Polling Division  
Ipsos Public Affairs North America  
New York, New York, USA  
[nicolas.boyon@ipsos.com](mailto:nicolas.boyon@ipsos.com)  
Tel: 646.364.7583

**Clifford Alexander Young**

Senior Vice President  
Public Opinion Polling Division  
Ipsos Public Affairs North America  
Chicago, Illinois, USA  
[clifford.young@ipsos.com](mailto:clifford.young@ipsos.com)  
Tel: 312.777.3911

**John Wright**

Senior Vice President  
and Managing Director  
Public Opinion Polling Division  
Ipsos Public Affairs North America  
Toronto, Ontario, Canada  
[john.wright@ipsos.com](mailto:john.wright@ipsos.com)  
Tel: 416.324.2002

# Public Opinion Polling for Communicators



**Ipsos Public Affairs**

The Social Research and Corporate Reputation Specialists



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# It's not just a poll. It's a platform.

For nearly 30 years, we've worked hard to build the Ipsos polling brand to mean accuracy, truth and insight.

Because it matters. To us and to our clients who have something to say. Otherwise, polls are just pages filled with numbers.

We conduct, package, and release polling results for our clients to use in the public domain. We don't do PR or Media or anything else. Just the polling, because that's what we do best. In North America, we release more than 400 polls a year on behalf of our clients.

We work with all types of organizations, or their media or PR firms to design polls that represent the voice of consumers, citizens, employees, businesses, elites, stakeholders, and other defined groups on a local, national or international basis.

We provide our clients with methodologically sound, reliable and defensible results that may be used to:

- Showcase your expertise, tell a story, or promote your cause via a press release;
- Support materials and handouts for press conferences or other events;
- Bolster collateral such as brochures, ads, speeches, annual reports, op-ed articles, blog missives, micro-sites or positioning statements;
- Support or oppose an issue for government hearings, white papers, submissions, briefings or demonstrations;
- Reinforce claims of "most trusted," "most used," and "most respected."

Our expert research team works with you to craft the questions. Then, through our wholly-owned facilities, we collect the data by telephone or online.

We write a summary of the findings called a factum – a straight reporting analysis of the results with key descriptors. This is turned around very quickly so our client and/or their agency can get clearly understandable results in a concise document that can be used as the basis for the public release materials.

This standard format saves clients an enormous amount of time: no wading through mounds of detailed tables trying to decipher the results. The factum doesn't contain any interpretive commentary or quotes. It's just a summary of the key findings – with graphs, charts and PowerPoint when required.

Here are just a few of our recent clients who believe that our polls deliver more than numbers, offer a platform for them and what they've had to say:

[A&W](#) [Aca International](#) [AOL](#) [AstraZeneca](#) [Canon](#) [Capital One](#) [Clover Leaf](#) [Colgate](#) [Council for Responsible Nutrition](#) [Entertainment Software Association](#) [Expedia](#) [General Mills](#) [GlaxoSmithKline](#) [Hallmark](#) [Hewlett Packard](#) [Ikea](#) [ING](#) [InBev](#) [Intel](#) [Kodak](#) [Kumon](#) [LG Electronics](#) [McKinsey](#) [Merck](#) [Microsoft](#) [MSN](#) [NCR](#) [Orbitz](#) [PayPal](#) [Pfizer](#) [Playtex](#) [President's Choice](#) [RBC Financial Group](#) [Rogers](#) [Rosemount Wines](#) [Sanofi Aventis](#) [Symantec](#) [TD Bank Financial Group](#) [The Senlis Council](#) [Unilever](#) [Woodrow Wilson Center for Scholars](#) [World Vision](#)

And over the past 25 years, our team of seasoned researchers has worked on numerous media polling assignments and longer term Agency of Record (AOR) Relationships with:

[The Associated Press](#) (AOR) [Bloomberg Business News](#) [CanWest News Service](#) (AOR\*) [CBC](#) (AOR) [CFRB](#) (AOR\*) [CTV](#) (AOR) [CNN International](#) (AOR) [CNN Global Television](#) (AOR\*) [Globe and Mail](#) (AOR) [Homemakers Magazine](#) [Macleans Magazine](#) [Municipal World Magazine](#) [Reader's Digest](#) [The Economist](#) (AOR) [The McClatchy News Company](#) (AOR\*) [The Wall Street Journal](#)

\*Denotes Current AOR



## For the record

**Recent Ipsos Polling and Actual Outcomes:**  
US Presidential Election 2008: Ipsos was the most accurate of 22 firms polling the Presidential race: 53% Obama/Biden (actual 52.7%), 46% McCain/Palin (actual 46.0%).

Canadian Federal Election 2008: Ipsos Reid's last poll compared to the actual results was Conservatives 34% (actual 37.65%), Liberals 29% (actual 26.26%), NDP 18% (actual 18.18%), Green 8% (actual 6.78%), and Bloc 9% (actual 9.98%).

## Your Polling Checklist

If you're considering the use of polling as a platform, think through the following checklist:

- Clear and reasonable objectives have to be determined right at the outset: what are the expectations as to what the polling data is to do?
- How is the resulting data expected to be used – media release, white paper, conference set-up, issue positioning or product launch?
- What sample of respondents is to be surveyed and what is the sample size necessary to achieve methodologically reliable results for reporting geographically, socio-demographically or as a discrete cohort?
- Question crafting must be done with the utmost integrity and without apprehension of bias. Since the results will bear scrutiny in the public domain among various audiences – public and professional alike – it is critical that intentional bias or deliberate inter-item contamination be non-existent.
- The reporting of the results must be clear and with full disclosure of the methodology, questions asked and answered and the data tables.

