



Ipsos Public Affairs



Global @dvisor Social and Economic Trends Monitor

18,500 interviews, in 24 countries, every month.

We call it the Ipsos Global @dvisor Social and Economic Trends Monitor.

You'll simply call it indispensable.

Globalization is often associated with multinational corporations and the world-wide impact of large scale industries, but globalization also has a profound impact on governments, not-for-profit organizations, and citizens in all countries.

It is hard to look at a global issue solely in a local context and even harder to know where the next issue might emerge if we are only looking at what is happening in our own backyard. Citizens do not limit their information and knowledge seeking to what is happening at home. They tap into the Internet and seek out like minded individuals from all over the world to discuss issues and share information on a 24/7 basis.

Every time your issues find their way into the media, in a blog or on YouTube, literally millions of people will know about it too – citizens, lobbyists, advocates, detractors, and to be sure, your own management and employees.

So before you discover it might be too late, ask yourself this simple question: do you know what the next emerging issue is and how it will affect your organization?

We can help you proactively scan the views of global citizens through the Ipsos Global @dvisor *Social and Economic Trends Monitor* research service.

By becoming a member, you will have access to a syndicated opinion research service that assesses public perceptions, allowing you to be better prepared to manage emerging issues. Get access to this unique research service in the following countries:

US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and Turkey.

The Ipsos Global @dvisor Social and Economic Trends Monitor provides an in-depth look at the issues emerging in these countries by surveying 500–1,000 consumer-citizen on-line respondents in each country.

In the richly detailed, easy to grasp analysis, presentations and interactive global briefings, Ipsos' Global Public Affairs research team – with one dedicated group in each country studied – and our research specialists will identify such opinion groupings and motivators as the broad elites and Global @dvisor's proprietary audience *The Intelligaged*.®

The Ipsos Global @dvisor Social and Economic Trends Monitor produces a clear picture of the world's social and economic trends and what it means to

your organization by analyzing public and elite opinion elements including:

- Social & Political Risk
- Country Image Barometer
- Corporate & Business Risk
- Sectoral Risk
- Brand Risk (40+ global leaders)
 - Familiarity
 - Favorability
 - Worth what paid for
 - Trust
 - Social Responsibility
 - Environmental Responsibility
 - Reputational Marketing Efficiency
- Profiles

In addition to the syndicated portion of the survey, clients can add their own proprietary questions, and add countries beyond the 24 listed here. This way, the Ipsos Global @dvisor Social and Economic Trends Monitor offers clients two custom research applications that can cover research blind spots in a fast, scalable, and cost effective manner without compromising on the quality and depth of data:

- Parallel Tracking – government agencies and organizations can list their name, as well as counterpart names, to produce reputation comparisons.
- Proprietary – clients have an opportunity to ask specific proprietary questions to further enhance the usability of the syndicated data survey sections.



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Ipsos is the world's third largest survey research firm with offices in 60 countries. In North America, Ipsos consists of 1,600 research professionals across 26 locations in the U.S. and Canada, including New York City, Washington, D.C., Ottawa and Toronto. Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communications, and sociopolitical trends, serving the needs of government, non-profit organizations, corporations, public relations firms, and news media. We have media partnerships with the most prestigious news organizations around the world. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third-largest newspaper company in the United States, and the international polling agency of record for Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. In Canada, Ipsos Public Affairs is the official polling partner of CanWest News Service.

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