



# CitizensLab

## About CitizensLab



*CitizensLab* is a unique qualitative methodology offered by Ipsos Public Affairs. It incorporates both qualitative and quantitative research techniques to provide near instantaneous, statistically reliable data coupled with focused qualitative insights on the perceptions, opinions, beliefs and attitudes of a target audience on a given topic – all from a uniquely Public Affairs point of view.

## How does it work?

To begin, we recruit a sample of respondents to a central location and assign each a wireless KeyPad once they have signed in. Using technology powered by Better Decisions™ respondents answer survey-style questions, usually before and/or after viewing certain stimuli/materials (i.e. social marketing concepts, positioning statement, public policy, etc.). Clients can watch, in real time, the responses to the closed-ended questions on a video screen either on location or remotely from their PC.

Since the data is instantly tabbed and graphed, we then spend 10–15 minutes with the client discussing insights gleaned from the data and use that insight to determine the best course of action for the qualitative findings (i.e. recruit those who support or oppose, like or dislike a particular policy, concept, communication, etc.).

Typically, we choose eight to ten participants from the larger group to take part in one or two follow up qualitative sessions. Moderators are armed with the most current data from the preceding quantitative session and are prepared to probe and delve into issues arising from the numbers.

## About the Qualitative HotHouse Team

Ipsos Public Affairs Qualitative HotHouse research group provides insights into the perception, opinions, beliefs and attitudes of target audiences about specific issues. We are Public Affairs specialists who are as passionate about the science of qualitative research as we are about staying up-to-date on the newest developments in the field, and working to create innovative research techniques.

## About Ipsos Public Affairs

Ipsos Public Affairs in North America conducts strategic research in partnership with clients from the government, public, corporate and not-for-profit sectors to understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.

Strategic advice is the key deliverable. We provide clients with advice that goes beyond reporting on data, based on a concrete understanding of the issues and their context.

Our offices in Toronto, Ottawa, Calgary, Vancouver, Chicago, New York, and Washington, D.C. are staffed with objective, research veterans. With sector experts in Reputation & Risk Management; Public Policy, Communications & Social Trends; Public Sector Research; Program Evaluation; Public Opinion Polling; and International Trends, we can tailor a research solution uniquely for you.

## Contact

For more information about the *CitizensLab* qualitative format, please contact:

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