



Ipsos Public Affairs



Does your local government really know what the public thinks?

We help local governments consult with their residents and other stakeholders.



What kinds of research are local governments doing?

Citizen Satisfaction Studies

How satisfied are residents with their local government services? How can services be improved? How do citizens perceive local government staff and Council?

Quality of Life Studies

What do residents think of the quality of life in their community? Is it improving or worsening? What are the top priorities for action? Are services meeting citizens' expectations?

Finance and Budget Allocation Studies

How do residents rate their value for tax dollars? What's the preferred balance of taxes and service levels? How should resources be allocated?

Program Development and Evaluation

What programs do people want? Is a program meeting its objectives? What works; what doesn't work? Should it be renewed?

Many Other Topics

Ad hoc issues management, land use and community planning, employee satisfaction...

Normative Comparisons

We maintain a wide variety of local government norms. These norms allow our clients to put the results of their research in context and to benchmark their performance against their peers. This provides added insight and greater depth of analysis to better understand your key strengths and weaknesses.

Syndicated Research

Ipsos Public Affairs also offers a variety of syndicated research studies (Citizen Satisfaction, Recreation and Physical Activity, Solutions for a Greener Earth, and 3-1-1 Satisfaction) specifically targeted to local governments. This syndicated approach allows clients to share the fixed costs of asking key questions but still have their own proprietary results.

About Ipsos' Local County Government Research Practice

Ipsos is a leader in government research. We provide local governments with a scientific form of public consultation that ensures you hear from the entire public rather than just a vocal minority. As a full-service research company, we provide expertise in custom, syndicated, omnibus surveys, focus groups, workshop facilitations, and public consultation. Whatever your needs, Ipsos has a solution that will work for you.

We help our clients listen to what their citizens are saying, understand what they are thinking, and anticipate their future needs and priorities. We go beyond simply delivering data. We analyze it, put it into context, and then discuss with our clients how they can best translate this understanding into efficient and effective policies, programs, and communications strategies.

To learn more about Ipsos' research solutions, please contact:

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