



Ipsos Public Affairs Qualitative Hothouse Research Group

About the team

The Ipsos Public Affairs Qualitative HotHouse team is composed of Public Affairs specialists who are as passionate about the science of qualitative research as they are about staying up-to-date on the newest developments in the field and creating innovative techniques.

Our clients receive the most advanced qualitative research expertise available in the industry. Led by senior level qualitative experts, our qualitative research team's extensive experience is matched by a regional, national and global operational capacity.

Specialists in the Qualitative HotHouse research group work within the North American Public Affairs Division. Client projects requiring both quantitative and qualitative methodology are managed by an experienced research team that includes both members from the Qualitative HotHouse and Quantitative Public Affairs specialization experts.

What we do

The Ipsos Public Affairs Qualitative HotHouse team conducts qualitative research that provides our clients with "windows" into the thinking of stakeholders so that new and innovative ideas, concepts and communications can be developed and advanced.

We lead the sessions, interpret the results and give our clients insights into the perceptions, opinions, beliefs and attitudes of a target audience on specific issues.

Our clients hear the responses and see the behaviors of their target audiences as they discuss issues, evaluate concepts and grapple with new ideas as a group.

We conduct focus groups and other qualitative research methods with all types of consumer and business groups, including specialized and often hard-to-reach groups such as youth, physicians and patients, C-Suite managers, IT managers, employees, engaged citizens and aboriginals. In addition to French and English, we have conducted qualitative research in a variety of languages including Mandarin, Punjabi, Spanish, and Arabic.

Local, National & International Perspectives

We offer a truly global research service via the International Ipsos Qualitative Network of agencies, one of the biggest of its kind with Ipsos offices in more than 40 countries, and partners in a further 40+ and the most extensive recruitment resources of any agency today – backed up by a team of qualitative research professionals specialists in designing and managing international qualitative projects.

Our tools

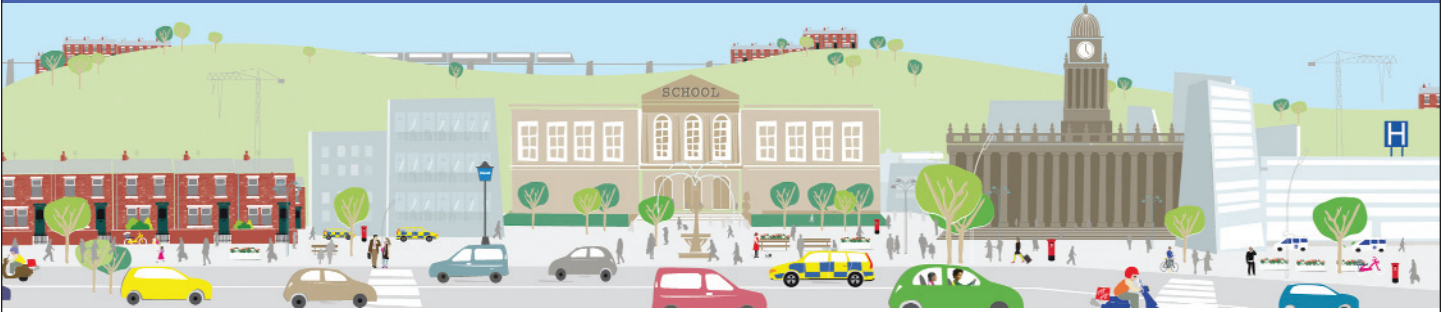
We have a vast toolbox of traditional and unique qualitative techniques using the latest in models to determine techniques that apply to our clients' research objectives.

Our team of in-house moderators are experienced in a wide range of qualitative formats, including:

- in-depth interviews
- focus groups
- deliberative research
- creative and stakeholder workshops
- public dialogue sessions
- ethnography
- CitizensLab



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists



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.

We see respondents as citizens, stakeholders, employees, and voters – not just as consumers. We can effectively and quickly reach elite, stakeholder and other highly targeted respondents, as well as the general public to ensure our clients get the answers they need from the audience that's critical to their business.

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; International Trends; and Public Opinion Polling, we can tailor a research solution uniquely for you.

Contact

For more information about the Qualitative HotHouse team and what we can do for you, please contact:

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