



## Press information

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### TNS launches book on public opinion polling

#### ***New book entitled 'Public Opinion in a Globalised World' looks at how opinion polling shapes political decisions***

**January 15th, 2008** – TNS, a world leader in market insight and information, today announced the launch of a new book entitled 'Public Opinion Polling in a Globalised World'. Written by leading political experts across the TNS global network, the book explores the importance of public opinion in informing politics in modern democracies and across our globalised economies. It reveals a rare international perspective on public opinion polling issues that are key to political decision makers.

Based on studies from more than 50 countries across the world, the book focuses on how public opinion shapes public policies, the effect it has on globalised economies and how it helps politicians connect with their audiences around the world. Aimed at professionals who focus on public opinion polling in Marketing, Sociology and political science, over 15 authors have contributed to the book. Among them is, Tony Cowling, President of TNS and holder of the gold MRS award.

Leendert de Voogd, Global Head of TNS' Political and Social Sector comments: "I am very proud of TNS' achievement in publishing this book, which provides valuable insight into how people around the globe are addressing the challenges, uncertainties and threats generated by the globalisation of trade and exchange. It clearly demonstrates TNS' ability, as the world's leading provider of political and social research, to analyse and add value to international political issues, which ultimately will help political decision makers take more effective actions."

The book contains more than fifteen global case studies from countries as far afield as India, New Zealand, France, Philippines and Norway, as well as several closer to home including UK, France and Germany. Topics include: The Presidential Elections in France 2007 – The Role of Opinion Polls; Latin America's Mixed Views about Globalisation; Investments and the United States; Transatlantic Trends: Convergences and Divergences and The School Sports Partnership Programme in England, among others.

**Download a FREE chapter from our website:** <http://www.tnsglobal.com/politicalandsocial>

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## Notes to editors

### Public Opinion Polling in a Globalized World

Carballo, Marita; Hjelmar, Ulf (Eds.) Springer 2008, IX, 300 p. 66 Illus., Hardcover  
ISBN: 978-3-540-75752-8

## About the authors

**De Voogd, Leendert** was appointed Global Sector Head of TNS Political & Social in October 2007. Prior to this he was Managing Director of TNS Opinion, one of TNS' co-ordination centres which runs the Eurobarometer, a major public opinion tracking service for the European Commission. He is also the Global Account Director within TNS for the European Institutions. Leendert studied Political sciences in Belgium (UCL) and in France (Sciences Po, IEP). Before joining TNS he worked at IFOP, France's oldest polling agency, for 5 years, as Research Director.

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**Carballo, Marita** stepped down from her role as Global Sector Head of TNS Political and Social in October 2007, but will continue to provide support as an advisor over the coming months. Marita started her career in Argentina, where she was President and CEO of Gallup Argentina from 1979 to 2001. She also served as a professor and later, Director of the Sociology Department at the Catholic University between 1986 and 2002. Marita integrates key positions in different organisations, such as the Comparative Sociology Committee of the International Sociological Association and is the Chair of the Liaison Committee at WAPOR. She has integrated the International Social Science Council (ISSC) Executive Committee (a UNESCO organization) and was named Vice President of Information of the ISSC (2004 to 2006). Marita is also an active elected member of the Scientific Advisory Committee of the World Values Survey. She has published several books and many articles in newspapers and journals and presented numerous papers at conferences and congresses around the world.

**Hjelmar, Ulf** holds a Ph.D. in political science and has published numerous articles in international journals and several books within this field. He worked at TNS Gallup in Denmark between 1995 and 2004 where he was in charge of social and political research, and had responsibility for major international clients include the EU Commission, UNICEF and Red Cross. From 2004 he was responsible for the development of TNS Political & Social research tools."

## About TNS Political and Social

Recognising the unique requirements of research in this sector, TNS established a specialised division for Political and Social research which has become the leading provider of such research in more than 25 countries. TNS Political and Social predicts election results and delivers insight to assist decision makers in a wide range of social policy issues - education, health, social services, environment, employment, parenting and child protection, public transport, justice, immigration and community integration. Millions of interviews are conducted every year to help clients understand how the public is thinking or reacting to major issues on a national or international scale. TNS provides insight on major trends, such as how the public is feeling about its elected leaders, and predict the likely outcomes of up and coming elections. Our clients include public sector and government bodies, political parties, media, non-governmental organisations, major international and national institutions, including universities and scientific establishments.

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**About TNS**

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We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

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