Angus Reid Global Launches U.S. Public Affairs Research Firm in Washington, D.C.

New firm brings together public opinion expertise, innovative technology and high-quality research panels

WASHINGTON, D.C., October 19, 2026 — Angus Reid today announced the launch of Angus Reid Global, a Washington, D.C.-based firm advancing public affairs research in the United States.

The firm combines decades of research experience, an innovative technology platform and a high-quality panel to reveal the stories behind public opinion on issues shaping American society, business and policy.

“Public opinion has never been more important to understanding the forces shaping society,” said Angus Reid, founder and CEO of Angus Reid Global. “We combine proven research rigor with technology that engages people in new ways, helping clients understand not only where opinion stands, but the experiences driving it.”

Experienced leadership for a changing research landscape

The U.S. public affairs practice will be led by Executive Vice Presidents Natalie Lacey and Paul Abbate, who bring more than five decades of combined experience in research, communications, strategic insights and business development.

Lacey began her career with the Angus Reid Group in Canada and has more than 25 years of experience leading global research and advising organizations including Google and Microsoft. Based in Washington, D.C., she specializes in public affairs, reputation, communications and policy research.

“This is an important moment for U.S. public affairs research,” said Lacey. “By combining methodological rigor with new ways of engaging people, we can move beyond the numbers to understand what is shaping opinions and help organizations make better decisions.”

Abbate has more than three decades of experience building and commercializing public opinion research. At Ipsos Public Affairs, he created Global Advisor and led the growth and modernization of major research businesses. He will lead business development and marketing for Angus Reid Global.

“The creativity of our technology solutions that combine rapid turnaround and in-the-moment data delivery with a high-quality panel gives clients timely, reliable insights for the decisions they need to make now,” said Abbate.

Bringing innovation and rigor together

Angus Reid Global is part of the Angus Reid family of companies, alongside Reach3 Insights, Rival Technologies and Angus Reid Canada. It draws on the group's expertise, proprietary panels and technology to deliver custom research and timely public opinion insights.

Conversational, mobile-first approaches help reveal what people believe, how strongly they hold those beliefs and what they mean for organizations navigating complex issues.

Research will examine public attitudes at the intersection of policy, business and society, including artificial intelligence, energy, the economy and trust in institutions.

The firm will also publish findings for journalists, policymakers and the public. Its first study explores Main Street conversations about energy and the grid.

The board includes Angus Reid, Ed Morawski and Matt Kleinschmit.

For more information and the latest research, visit **www.angusreid-global.com**.

About Angus Reid Global

Angus Reid Global is a Washington, D.C.-based public affairs research firm combining public opinion expertise, rigorous methods and innovative technology. It delivers custom research, strategic insights and timely polling for businesses, policymakers, organizations and the media.

Every opinion tells a story.

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