

Ipsos MORI syndicated Survey of Business Journalists 2020

The Ipsos MORI syndicated Business Journalists survey is a flexible, cost-effective way to understand the views and opinions of leading business and financial journalists.

Our insight and expert analysis can help you with your media planning and communications strategy as you navigate the challenges we face in 2020 and beyond.

Why Ipsos MORI's Business Journalists survey?



Reliable insight into the opinions of the UK's most influential business journalists: A representative sample from nationals, regionals, online, broadcast and periodicals.



Value for money: As a multi-client survey, set-up and running costs are shared between clients with high quality, reliable data collection and insightful analysis.



Understand your brand reputation and performance: Evaluate how your business is perceived by influential journalists and get their feedback on the effectiveness of your media relations.



A dedicated team of reputation experts who understand the intricacies of conducting research with elite stakeholders and interpreting their views.



Monitor industry trends: A better understanding of the market landscape: Track progress and brand position by benchmarking against the best-in-class.

How our research directly drives business performance

Our research approach is tailored and carefully designed to:

- 1 Measure reputation performance relative to peers.
- 2 Identify the drivers that create reputational value.
- 3 Define the stakeholders that influence reputation.
- 4 Shape stakeholder engagement strategies.
- 5 Build communication campaigns and measure their impact.
- 6 Understand future opportunities and risks.



Clients receive an interpretative report with analysis of the findings, recommendations on how to improve reputation and communications, and a presentation (face to face, telephone or video conference).

Timetable for 2020 survey

	Summer survey 2020	Winter survey 2020
Participation confirmed	Early June	w/c 5 th October
Questions finalised	Early June	w/c 5 th October
Fieldwork	June - July	November - December
Topline findings	Late July	w/c 18 th January
Report/presentation	Late August	w/c 25 th January

Business Journalists 2020 survey package options

Ipsos MORI has a tried-and-tested set of questions to understand your reputation and media relations effectiveness. Clients are also welcome to add their own tailor-made questions.

	Package A	Package B	Package C	Package D
	FROM £ 10,000 exc. VAT	FROM £ 11,500 exc. VAT	FROM £ 14,000 exc. VAT	FROM £ 15,500 exc. VAT
Core reputation/media relations questions Questions on familiarity, favourability & advocacy and Media relations ratings etc.	✓	✓	✓	✓
Financial module Nominations by journalists on the top organisations at 11 key attributes.	✗	✗	✓	✓
Tailor-made bespoke questions Standard pre-coded and open-ended questions.	✗	✓	✗	✓

Want to know more? Please contact the team.



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What makes outstanding press and media relations?

59%

Trust and an open, honest relationship

48%

Easy access to top execs

42%

Speedy response to questions & returning calls

Top 3 mentions from the winter 2019 Ipsos Business Journalists survey (n=84) 25 November – 11 December 2019

Safeguarding the Business Journalists survey during COVID-19

Feasibility and validity of telephone interviewing during this period

Ipsos MORI is continually monitoring the implications of COVID-19 for survey research and we are taking the appropriate steps to protect interviewers and interviewees. **As a result the winter 2020 Business Journalists survey will be conducted by telephone, rather than face-to-face.** This shift in methodology also applied to our summer 2020 survey and was a success.

Integrity and quality of data

We are also making sure that the survey will continue to deliver robust data that is comparable with previous waves of the survey, as well as in-depth qualitative insights.

The survey will be interviewer-led and run by the same team

A key factor in the success of this survey is that it will be conducted by the same dedicated team of expert interviewers.