

Ipsos MORI syndicated survey of MPs

The Ipsos MORI syndicated MPs survey is a flexible, cost-effective way to understand the views and opinions of legislators.

How Ipsos MORI's MPs survey can help you:



Reliable insight into the opinions of Westminster MPs: A representative sample of front-bench (minister and shadow ministers), back bench MPs and political party.



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.



Accurately measure brand awareness, performance and perceptions: Evaluate how your business is perceived by MPs and get feedback on the effectiveness of your communications and engagement with them.



A dedicated team of specialist reputation researchers 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.

In particular, this work can help answer what **MPs' expectations** are of organisations as the **country restarts the economy** and what comes **next for public affairs planning and strategy**.



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	May	w/c 5 th October
Questions finalised	Late May	w/c 5 th October
Fieldwork	June - August	November - December
Topline findings	August	w/c 1 st February
Report/presentation	September	w/c 22 nd February

MPs 2020 survey package options

Ipsos MORI has a tried and tested set of questions to understand your reputation and communications effectiveness amongst MPs. Clients are also welcome to add their own tailor-made questions starting from **£1,800** per standard pre-coded question and **£2,600** per open-ended question exc. VAT.


	Core package (From £14,000 exc. VAT)	Condensed Core pack (From £7,200 exc. VAT)
Familiarity, Favourability, Advocacy for client org.	✘	✘
Familiarity, Favourability, Advocacy for 3 competitor orgs.	✘	✘
Open-ended question asking for reasons for speaking highly or critically about client org.	✘	
Image ratings asking MPs to rate client org. on 7 attributes*	✘	
Same 7 image ratings repeated for a key nominated comparator	✘	
Results from various background questions	✘	✘

Want to know more? Please contact the team.



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What are the most important factors when judging the reputation of a company or organisation?

33%

Treatment of employees

30%

Reputation/track record

22%

CSR: Social responsibilities

Open-ended question, unprompted from the winter 2019 Ipsos MPs survey (n=104) 3 January – 5 March 2020

Safeguarding the MPs survey during COVID-19

Ipsos MORI has assessed the feasibility of conducting research during the current pandemic. Based on our experiences and the policies put in place by the UK government, Ipsos MORI has taken the appropriate steps to protect interviewers whilst they conduct the survey amongst MPs.

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 MPs 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.