

Ipsos syndicated Survey of Business Journalists

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

Our insight, expert analysis and consultative approach can help you with your media planning and communications strategy as you navigate the challenges we face.

Why Ipsos' 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. We have a huge bank of trend data on a wide variety of organisations – do please enquire if we have tracked your organisation in the past.



BRAND NEW ESG MODULE: to track how you are perceived on each pillar of ESG, how you perform versus competitors, and understand the actions that you should take to improve your ESG.

How our research directly drives business performance

Our research approach is tailored and carefully designed to:

- 1 Measure reputation and media relations 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, a full list of in-depth verbatim comments, and a presentation (face to face, telephone or video conference)

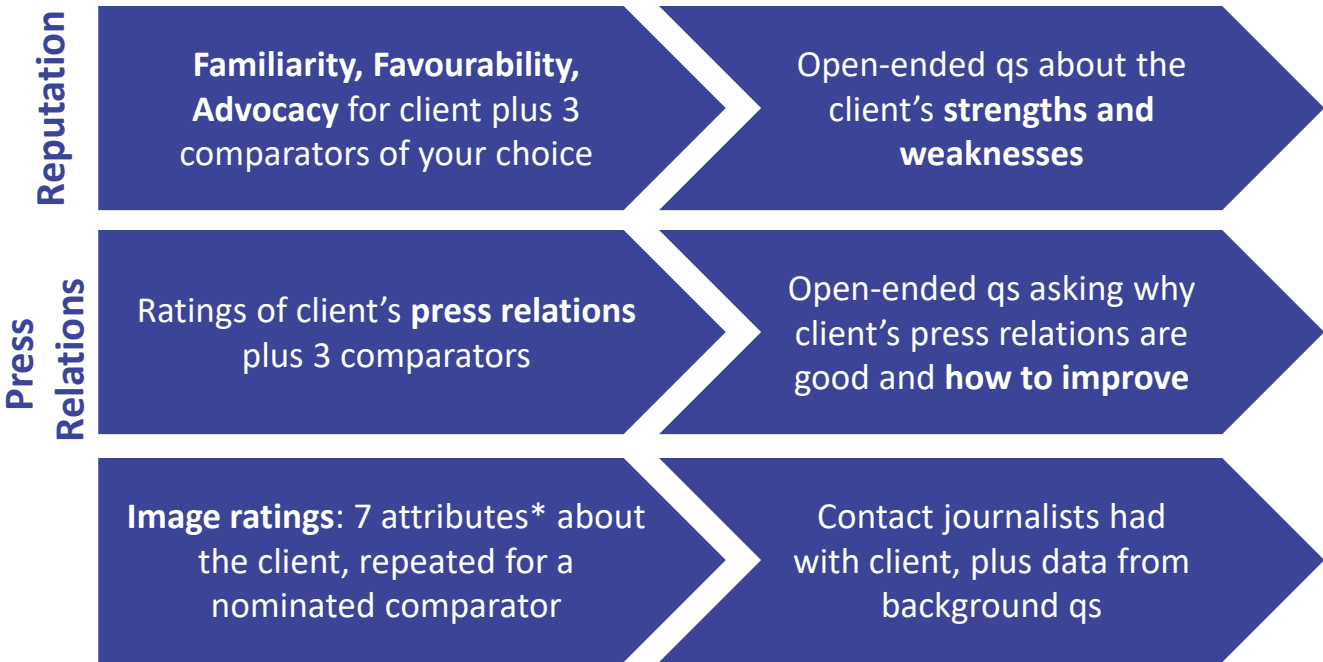
Timetable for survey

	Summer survey	Winter survey
Participation confirmed	Early May	Late September
Questions finalised	Mid May	Early October
Fieldwork	June	November
Topline results	July	December
Report/presentation	August	January

Business Journalists survey package options

Ipsos 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.

Included in the core pack (price = £10,000 excluding VAT):



* Attributes to be chosen by the client, but we will be happy to make suggestions. Commonly measured ones are: financial performance, quality of management, acts with honesty & integrity, etc.

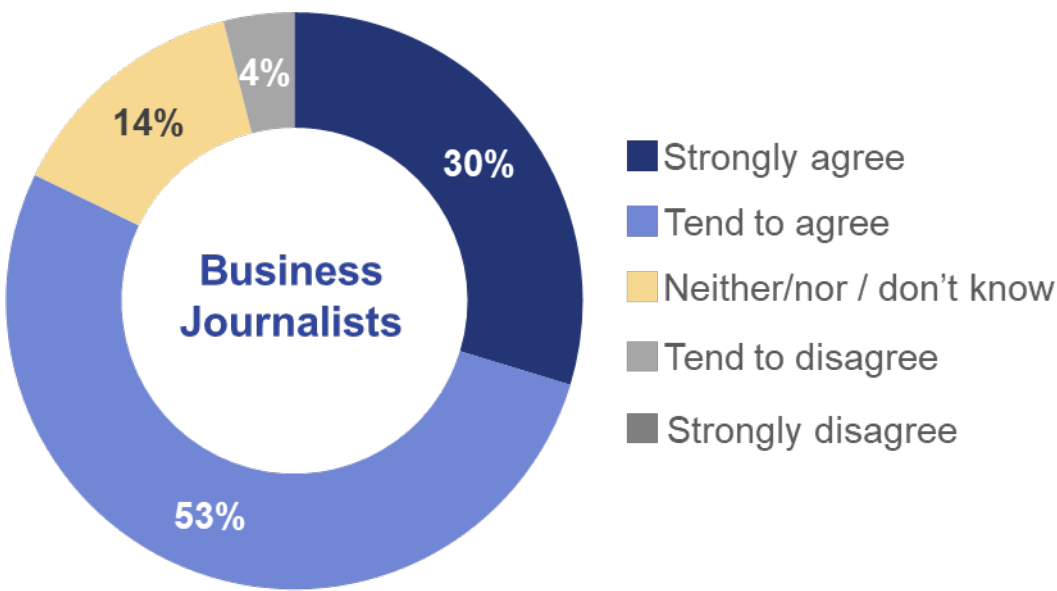
Clients are welcome to ask their own **tailored made questions**, in addition or instead of the above core pack. Prices range from **£1,500 per pre-coded question** to **£2,600 per open-ended question** (exc. VAT)

BRAND NEW FOR – ESG MODULE:

- Measure your performance on each of the three pillars of ESG (Environment, Society, Governance)
- Measure how you perform against your competitor set
- Open-ended questions to help you understand which aspects you should focus on to improve your ESG performance
- ESG Index Score giving an overall ESG score and allows you to compare your performance against other organisations measured.

Costs: range from £3,360 to £5,520 exc VAT, depending on the number of comparators you wish to include and the complexity of the open-ended question. Please see our ESG Module brochure or speak to us for more details

Business Journalists are overwhelmingly of the opinion that companies which perform well on ESG are more likely to be attractive to investors:



Q: To what extent do you agree or disagree; "A link exists between a company's ESG performance and its attractiveness for investors."? From the Summer 2021 Ipsos Business Journalists survey (n=80)

Safeguarding the Business Journalists survey during COVID-19

Feasibility and validity of telephone interviewing during this period

Ipsos 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 Business Journalists survey will be conducted by telephone, rather than face-to-face.

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.

Want to know more? Please contact the team.



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