



# Ipsos' syndicated survey of MPs

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


## How Ipsos' 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.



**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 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 the survey

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

MPs survey package options

Ipsos 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 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	✗	✗

\* Attributes chosen by client – we’d be more than happy to discuss

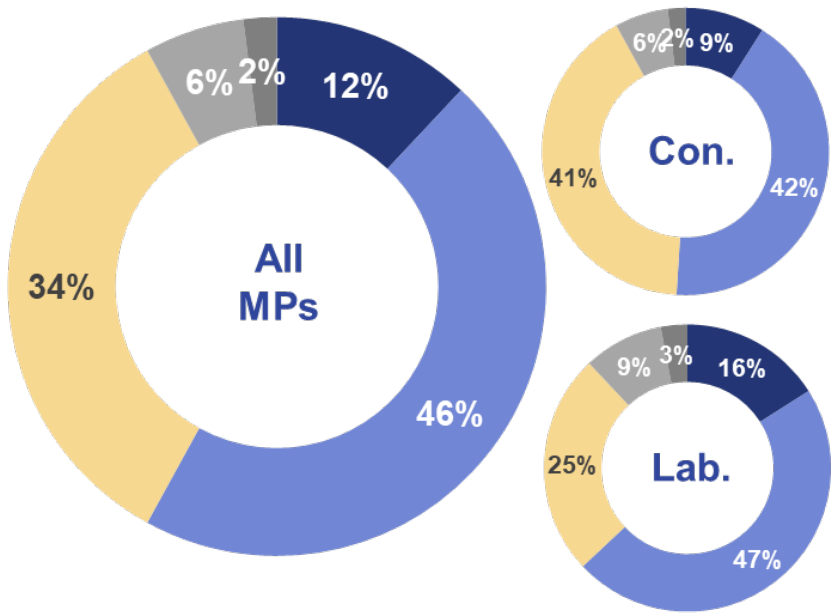
BRAND NEW– ESG MODULE:

- 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 asking on 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 £3,720 to £6,300 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

# MPs told us that companies which perform well on ESG are more likely to be attractive to investors:

Strongly agree   Tend to agree   Neither/nor / don't know   Tend to disagree   Strongly disagree



Q: To what extent do you agree or disagree; “A link exists between a company's ESG performance and its attractiveness for investors.”?

## Safeguarding the MPs survey during COVID-19

Ipsos 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 has taken the appropriate steps to protect interviewers whilst they conduct the survey amongst MPs. To address the implications of COVID-19, the methodology for MPs surveys has changed from face to face to over the phone.

### 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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