

GAME CHANGERS



# PERSONAL FINANCE JOURNALISTS SURVEY



IPSOS' REGULAR PERSONAL FINANCIAL JOURNALISTS POLLING ALLOWS FINANCIAL SERVICES ORGANISATIONS TO **GAIN A DETAILED UNDERSTANDING ON THE OPINIONS OF ONE OF THE BEST-INFORMED AND INFLUENTIAL STAKEHOLDER GROUPS IN THE INDUSTRY.**

IPSOS' PERSONAL FINANCE JOURNALISTS SURVEY HAS BEEN RUNNING SINCE 1990.

## THE INSIGHTS PROVIDED ENABLE YOU TO:

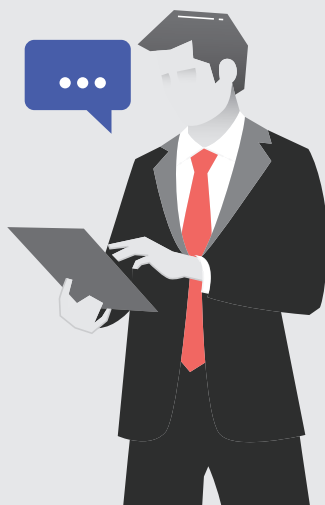
UNDERSTAND  
THE ATTITUDES  
AND OPINIONS OF  
THIS INFLUENTIAL  
AUDIENCE TOWARDS  
YOUR ORGANISATION

UNDERSTAND  
THE DRIVERS OF  
JOURNALISTS'  
OPINIONS AND  
HOW THEY CAN BE  
CHANGED

ASSESS WHERE  
YOU ARE POSITIONED  
RELATIVE TO YOUR  
PEERS ON A VARIETY  
OF DIFFERENT  
MEASURES.

# 170

personal finance journalists surveyed  
from a range of key publications  
(nationals, regionals, periodicals,  
online, broadcast, wire)



All interviews are

## interviewer led

(usually face-to-face but due to COVID-19 will  
now be conducted by telephone)



Results are analysed by the  
total sample, and by the  
type of financial issues that  
journalists write about

# SURVEY CONTENTS:

THE SURVEY MEASURES FIVE KEY ELEMENTS (AS WELL AS EXPLORING A NUMBER OF BACKGROUND QUESTIONS [TO PROVIDE YOU WITH ADDED INSIGHT AND CONTEXT])

## 1. REPUTATION:

How favourably journalists regard your brand across a range of reputation-defining attributes — and how this compares with your competitors.

Open-ended questions provide journalists with the opportunity to explore the specific reasons for their rankings.



## 2. MEDIA & PRESS RELATIONS:

The performance and effectiveness of your organisation's media relations, how successfully your organisation engages with influential journalists, and how you can strengthen these relationships.

## 3. PRODUCT QUALITY:

Journalists rate each company's products, as well as stating who they consider to be the best provider in a range of financial services categories.

## 4. PRODUCT PROMOTIONS:

The extent to which your advertising and marketing activity is cutting through with journalists, and how they perceive your campaigns.

## 5. EXCLUSIVE TAILOR-MADE QUESTIONS

Survey subscribers have the opportunity to add their own tailor-made questions.

These metrics help to dig deeper into the drivers of your reputation and media relations, and provide a detailed picture of where you are positioned relative to your competitors.

A simple three-step process to buy in to the survey:

STEP 1: CHOOSE A PACKAGE



You can access our Financial Journalists research in full – or choose from three specialist packages, covering distinct groups of questions to address specific business needs, as outlined below:

		AREAS COVERED			
		REPUTATION	MEDIA & PRESS RELATIONS	PRODUCT QUALITY	PRODUCT PROMOTION
FULL PACK	£11,000	✓	✓	✓	✓
Access the complete survey: The full pack includes the results from every section of our Financial Journalists research – as well as the ability to include an additional background question and suggest journalists that should be included in the study.					
or choose from one of the following reduced packs:					
REPUTATION AND MEDIA RELATIONS PACK	£6,500	✓	✓*		
*Overall quality of media relations [please note that this does not cover the full range of media relations questions from the core offer]					
REPUTATION AND PRODUCT QUALITY PACK	£6,500	✓		✓	
MEDIA RELATIONS AND PRODUCT PROMOTION PACK	£6,500		✓		✓

All clients will also receive the results of any **background questions** that are asked on the survey.

STEP 2:

**DO YOU WISH TO  
PURCHASE THE ADDITIONAL  
PRESS MODULE?**

The press module is a more detailed section on the functionality of the press office, adding further depth of understanding to the media relations questions included in the core package.

It covers the following aspects of press relations:

- Quality of the spokespeople provided
- Pro-activity
- Quality of case studies/research material
- Transparency
- Speed and efficiency
- Knowledge and expertise
- Quality of product specialist spokespeople
- Frequency of contact with press office

**£3,000**  
[EX.VAT]



STEP 3:

**DO YOU WISH TO ADD  
ANY EXCLUSIVE TAILOR-  
MADE QUESTIONS?**

Subscribers have the opportunity to add their own questions, which will be reported to them on an exclusive basis

These questions are typically of a more competitively sensitive nature and the findings will not be available to other subscribers

Please note there is limited space in the questionnaire for accommodating exclusive questions. Please let us know as soon as possible if you wish to place an exclusive question[s]

Costs range depending on the structure of the question.

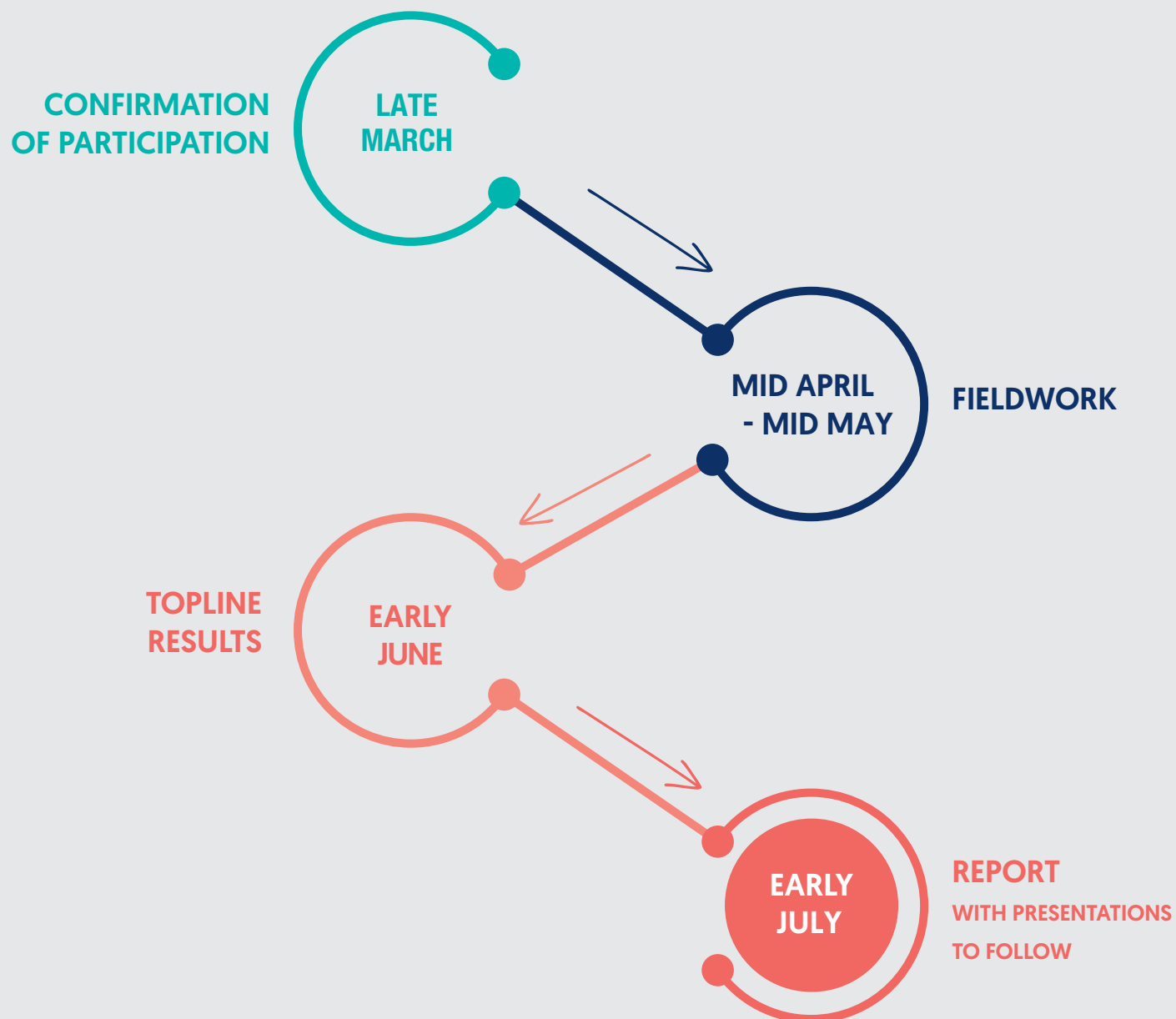
**£1,650**  
**- £3,000**  
[EX.VAT]

## ALL PACKAGES INCLUDE:

- Topline findings report as soon as fieldwork for the study ends
- A full list of transcribed verbatim comments on your organisation
- A detailed analytical report with implications and recommendations. Results will also be broken down by journalists type including – national vs. regional, and the areas of finance they specialise in
- Reports also include full trend and comparator data for your organisation, drawn from the PFJ trends database that covers 20 years
- A debrief and presentation
- The option to add one additional background question at no extra cost [\*the results from this question will be shared with subscribing companies so it cannot be competitively sensitive]
- Bespoke analysis available (eg looking at specific subgroups of interest)



**KEY DATES:**



## JOURNALISTS INTERVIEWED:

We interview personal finance journalists from a range of outlets (including both national and regional media; consumer and trade publications; and across print, broadcast and online), as well as specialist freelancers. Shown below are some of the publications and channels that those interviewed write for:



businessinsider

CITYA.M.

CITYWIRE

London  
Evening  
Standard

DAILY  
EXPRESS

FE TRUSTNET  
BE BETTER INFORMED

FT  
FINANCIAL  
TIMES

theguardian

The Herald

sundayherald

IPE INVESTMENT  
& PENSIONS  
EUROPE

insuranceage

THE INSURANCE  
Insider

INVESTMENT  
WEEK  
SPECIALIST INVESTMENT  
AWARDS 2017  
WINNER  
Multi-Asset Group of the Year

investors  
CHRONICLE

love MONEY

Daily Mail

The Mail  
ON SUNDAY

DAILY  
Mirror

This is MONEY  
ANALYSIS, ADVICE & INSIGHT

moneyfacts.co.uk  
helping you make better financial decisions

money  
marketing  
SUMMIT

Money  
Observer

MoneySavingExpert.com

MONEYWEEK  
The UK's best-selling financial magazine

moneywise

MORTGAGE  
INTRODUCER

MortgageSolutions

PRESS  
ASSOCIATION

Professional Adviser

The Press and Journal

PROFESSIONAL  
PENSIONS

Daily  
Record

sky NEWS

THE  
Sun

The Telegraph

The Sunday Telegraph

THE TIMES

THE SUNDAY TIMES

Which?

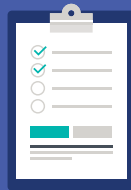
Your Money.com



## To find out more about the Ipsos Personal Financial Journalists survey – including:



How journalists perceive you and your competitors' brand, product quality and marketing



Areas for improvement and angles for future communications and press relations strategies



The effectiveness of your communications and press relations



The findings from more than two decades of research tracking perceptions of the UK's top financial companies

**Email [guto.hunkin@ipsos.com](mailto:guto.hunkin@ipsos.com),**

**<https://www.ipsos.com/en-uk/key-influencer-tracking>**

 **@ipsosreputation**

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