

IPSOS KEY INFLUENCER TRACKING

Essential insights into the views
of UK politicians and media

Key Influencer Tracking

The Key Influencer Tracking programme examines the attitudes of opinion forming political and media stakeholders in the UK. We provide independent and cost-effective access to otherwise hard-to-reach groups to help companies and organisations of every kind manage their reputation, communications, and sector knowledge.

Ipsos's Key Influencer Tracking is trusted by household name organisations from a variety of sectors, including financial services, pharmaceuticals, technology, consumer goods and charities.

Our clients use these studies to...

1

Understand the reputational landscape in which their company or organisation operates.

2

Investigate opinions on key, current issues affecting the sector.

3

Measure & track their reputation compared to similar organisations

4

Identify factors driving favourability and advocacy

5

Identify activities & communication messages which develop and maintain reputation.

Our Solution

In a syndicated study, subscribers share the cost of data collection. Thus, data and reporting can be done at a fraction of what it would cost via bespoke research.

Ipsos interviews stakeholders via a mix of face-to-face and telephone to ensure the highest quality of insights.

Our interviewer led methodology guarantees that the stakeholders themselves are answering the questions and allows our experienced interviewers to draw out the detail of the reasons behind their thinking on complex topics.

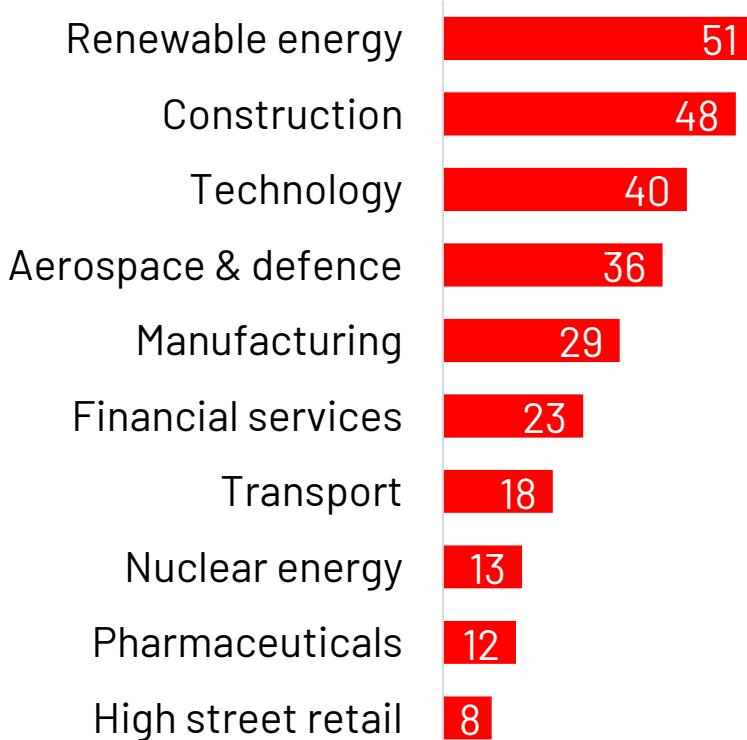
Government

House of Commons and Devolved Parliaments

Your questions are asked to approximately **100 MPs, 50 MSPs, 30 MSs or 30 MLAs**, using quotas to create a sample that is representative of each house by party affiliation.



% Most important industries for growing the UK economy among Labour MPs



Source: Ipsos Survey of
MPs Summer 2025
Base: Labour MPs (92)

Why does [ORGANISATION] stand out as having an outstanding external affairs strategy?



Three reasons. So very keen to engage, They've had a number of meetings with MPs to talk about where they see the business going forward over the next five years... Second of all, they've given the opportunities for MPs to meet local franchises to see firsthand the impact of growth in their locality... Thirdly, they are responsive to engagement on questions around their business model...

Business & Finance Media

Your questions are asked to **80** of the most influential business journalists in the UK. Quotas are set to include a variety of reporters across national and regional news outlets, print/online and broadcast, as well as trade press, and to ensure consistency of sample.

% What are the key factors in outstanding press relations?



Source: Ipsos Survey of Business Journalists Summer 2025
Base: All (88)

Who is the most impressive CEO in the UK at the moment?

Tufan Erginbilgiç, Rolls Royce: It's one of Britain's most important companies and they went through a torrid time... he's turned it around and reshaped the whole company. It looked like it was almost unmanageable but he somehow managed to do it.

He's only been there two years, but their share price is now hitting record highs and they're one of the biggest companies in the FTSE100 again for the first time in probably more than a

decade. **National Journalist**

Board ready insights...

Our core questionnaire measures the key reputation metrics that Ipsos has identified and refined over the years as a tried and tested means for measuring corporate reputation.

Want to know how your campaigns and messages are cutting through with the people deciding policy and shaping the narrative around your organisation? Our research teams will partner with you to design customised questions that will generate the highest quality insights into unique or complex issues relevant to your organisation.

Subscription to each survey includes a fully tailored report, contextualised in the current business, regulatory and economic environment and Ipsos' wealth of thought leadership and public opinion and political polling, and a presentation or workshop of the findings to your internal and/or external stakeholders.

Modular options

Key performance indicators of reputation for you plus 3 comparators of your choice

Familiarity, how well stakeholders know your organisation...

Favourability, how favourable or unfavourable their overall impression is...

Advocacy, whether they would speak highly or critically to their peers

Advocacy and criticism –

open-ended question exploring reasons for advocacy or criticism

Image ratings asking MPs to rate you on 7 attributes*, repeated for a nominated competitor

Results from various background questions

Bespoke options

- You're welcome to ask as many or as few of your own tailored questions, in addition to or instead of the core pack.
- Questions start from £2,100 for MPs or £950 for devolved governments (all prices are exc. VAT).

* You can choose the attributes you would like us to measure, and / or we can advise you on what will be most effective and insightful.

Schedules

MPs

	Summer survey	Winter survey
Questions finalised	March	October
Fieldwork	April	November
Topline results	June	December
Final report	July	January

Devolved Government

Questions finalised	August
Fieldwork	September
Topline results	December
Final report	January

Business Media

	Summer survey	Winter survey
Questions finalised	March	October
Fieldwork	April	November
Topline results	May	December
Final report	June	January