

# IPSOS KEY INFLUENCER TRACKING SURVEYS

Summary of costs and schedules 2026

# POLITICIANS Key Influencer Tracking 2026

Survey	Costs (£, excl VAT)*				Key dates (presentation will follow report)				Details
	Core pack (and contents)	Per pre-coded q	Per open-ended q	Alternative/Additional costs	Q sign off	Field	Topline results	Report	
<b>MPs Summer</b>	16,000 (Familiarity/favourability/advocacy (4 orgs), open-end follow up, Image ratings for client and key comparator)	2,100	3,100	Additional comparators: 2,100 Condensed core: 8,250 Statement q's: each statement: 700 ESG Module: 7,250	March	April	June	July	100 face-to-face or telephone interviews with MPs, rep by ministerial status within party
<b>MPs Winter</b>	16,000 (Familiarity/favourability/advocacy (4 orgs), open-end follow up, Image ratings for client and key comparator)	2,100	3,100	Additional comparators: 2,100 Condensed core: 8,250 Statement q's: each statement: 700 ESG Module: 7,250	October	November	January	February	100 face-to-face or telephone interviews with MPs, rep by ministerial status within party
<b>Members of the Senedd (Wales)</b>	8,250 (Familiarity/favourability/advocacy (4 orgs), open-end follow up, Image ratings for client and key comparator)	1,050	1,550	Additional comparators: 1,050 Condensed core: 4,200 Statement qs: each statement: 500	August	September	October	January	c. 25 face-to-face or telephone interviews with MSPs, rep by political party
<b>Legislative Assembly Members (Northern Ireland)</b>	8,250 (Familiarity/favourability/advocacy (4 orgs), open-end follow up, Image ratings for client and key comparator)	950	1,550	Additional comparators: 1,050 Condensed core: 4,200 Statement qs: each statement: 500	August	September	October	January	c. 25 face-to-face or telephone interviews with MLAs, rep by political party
<b>MSPs (Scotland)</b>	11,800 (Familiarity/favourability/advocacy (4 orgs), open-end follow up, Image ratings for client and key comparator)	1,350	1,950	Additional comparators: 1,350 Condensed core: 5,500 Statement qs: each statement: 550	August	September	December	January	c. 40 face-to-face or telephone interviews with MSPs, rep by political party

# JOURNALISTS Key Influencer Tracking 2026

Survey	Costs (£, excluding VAT)*				Key dates (presentation will follow report)				Details
	Core pack (and contents)	Per pre-coded q	Per open-ended q	Alternative/ Additional costs	Q sign off	Field	Topline results	Report	
<b>Business Journalists Summer</b>	12,100 (Fam/fav/adv/media relations (4 orgs), open-end follow up, strength/weakness image ratings, etc.)	1,800	3,100	Additional comparators: 1,800 Statement q's: each statement 600 Additional financial module: 4,950 ESG module: from 4,400	March	April	May	June	80 top UK Business Journalists, face-to-face, across Nationals, Regionals, online, broadcast, periodicals, etc.
<b>Business Journalists Winter</b>	12,100 (Fam/fav/adv/media relations (4 orgs), open-end follow up, strength/weakness image ratings, etc.)	1,800	3,100	Additional comparators: 1,800 Statement q's: each statement 600 Additional financial module: 4,950 ESG module: from 4,400	October	November	December	January	80 top UK Business Journalists, face-to-face, across Nationals, Regionals, online, broadcast, periodicals, etc.
<b>Personal Finance Journalists</b>	13,200 (Reputation, media relations, product quality, product promotion, best in class qs, etc.)	2,000	3,300 (If coded – less if verbatims only)	Additional comparators: 2,000 Statement q's: each statement 600 Trade bodies pack: 5,850 Comparison website pack: 5,850 Additional press module pack: 3,850	March	April	June	June	150 top UK personal finance journalists, across Nationals, Regionals, online, broadcast, periodicals, etc.

# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



**ISO 27001** – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



**The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA)** – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



**HMG Cyber Essentials** – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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**This work will be carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions**