



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 advocacy or criticism

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.

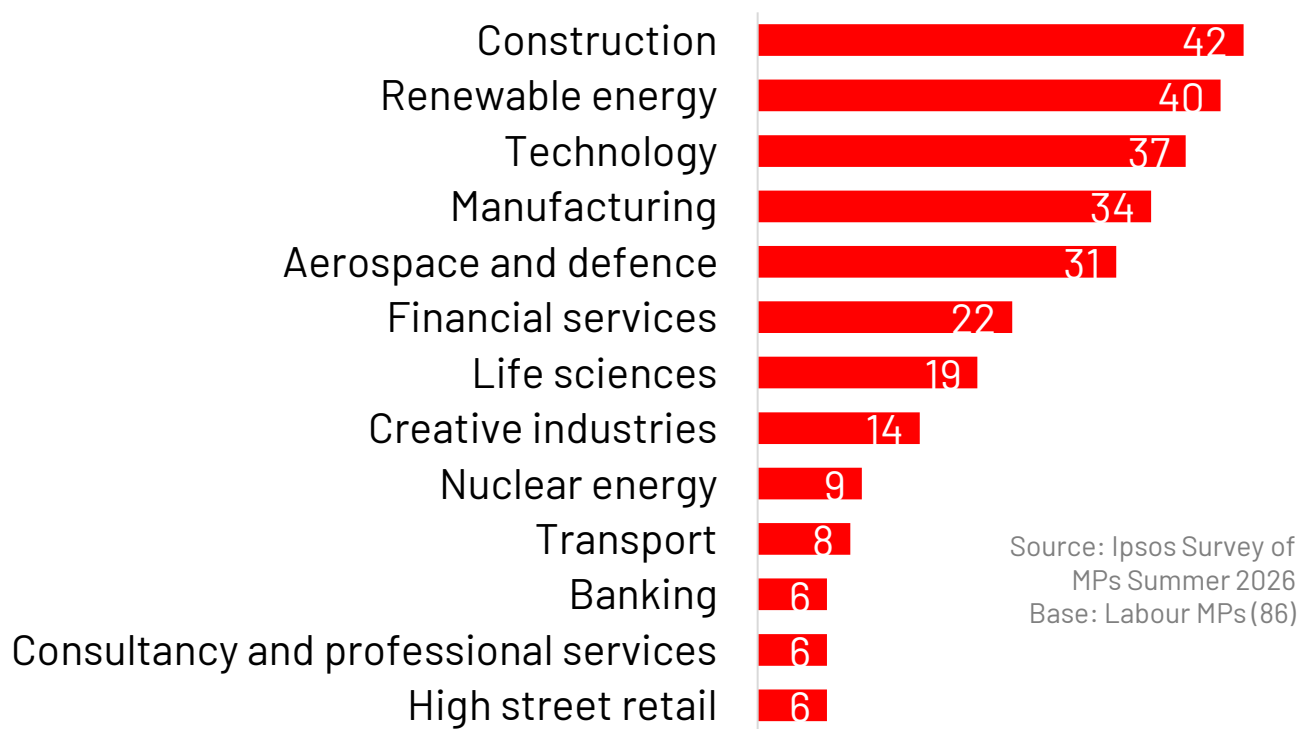
Government

House of Commons and Devolved Parliaments

Your questions are asked to approximately **100 MPs** using quotas to create a sample that is representative of each house by party affiliation.



% Most important industries for growing the UK economy according to Labour MPs



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...

Labour Backbencher

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.

Our core survey includes:

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
Press relations (Journalist survey only) – how journalists rate your press relations and why, and where you need to improve
Image ratings asking MPs/Journalists to rate you on 7 attributes*, repeated for a nominated competitor
Results from various contextual questions – including favourability towards sectors, views on regulation, engagement preferences

Core costs: MPs – £16,000; B&F Journalists – £14,800

Bespoke options

- You can tailor your own survey by asking as many or as few of your own questions, in addition to or instead of the core pack, or remove any of the above questions above from your questionnaire.
- Questions start from £2,100 for MPs or £1,800 for journalists (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

Winter survey

Questions finalised	2nd October
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Fieldwork	26 th October – 22 nd January
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Topline results	February
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Final report	By 5 th March
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Business Media

Winter survey

Questions finalised	9 th October
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Fieldwork	2 nd November – 4 th December
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Topline results	December
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Final report	By 29 th January
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*Dates subject to change

REPUTATION ESSENTIALS

Quick-turn reputation assessment tools designed to drive clear, confident decision making

Fast, focused, validated reputation intelligence you can trust

Access to the market, capital, top talent, and regulatory goodwill don't wait for you to catch up – and all hinge on reputation. Most reputation measurement tools fall into one of two camps: high-touch bespoke programs that demand enterprise budgets and long lead times, or templated black box solutions that produce scores with limited transparency and relevance to real business decisions.

Ipsos' Reputation Essentials is designed to close that gap. Drawing on more than 30 years of reputation science and historical benchmarks across more than 20 markets and eight sectors, it delivers fast, world-class reputation intelligence at an approachable price point – giving leaders a clear, actionable view of where their reputation stands, what's driving it, and what to do next.

WHAT REPUTATION ESSENTIALS IS DESIGNED TO ANSWER

- **Establish Key Reputation Benchmarks:** How do we perform on core reputation KPIs like trust, awareness and favorability?
- **Understand Performance on Key Trust Drivers:** How do we perform against expectations on proven drivers of trust in businesses like ours?
- **Capture Competitive, Sector Context and Trajectory:** How do we compare to peers and the sector in this moment, and with trajectory across the last 6mos-10 years in mind?
- **Pinpoint where to start:** Where should our first-focus for corporate strategy and comms be to drive the fastest and most meaningful impact?

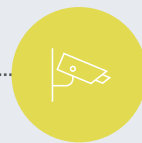
HOW WE'RE DIFFERENT | VALUE THAT SETS REPUTATION ESSENTIALS APART



30+ years of trust research, proven drivers & validated frameworks.



Fundamentals first; scalability when you need it.



A decade of benchmarks across 20+ markets.



Real respondents. Real oversight. Delivered fast.

The Reputation Essentials Diagnostic measures performance across eleven key attributes – spanning Core Business, Ethics, Responsibility, and Purpose – that Ipsos research has proven drive the majority of institutional trust. Rather than a single opaque score, it shows exactly where trust is being built or eroded and which levers are most likely to move it.

REP ESSENTIALS DIAGNOSTIC

The **Reputation Essentials Diagnostic** delivers a clear benchmark of reputation, what drives it and performance vs. peers, sector



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UNDERSTAND PERFORMANCE ON THE ATTRIBUTES THAT MOVE TRUST – VALIDATED BY DECADES OF IPSOS R&D.

- Has high quality products/services
- Has a positive impact on the economy
- Charges a fair price for products/services
- Has safe products/services
- Has ethical business practices
- Has open and honest communications
- Treats its employees well
- Always acts responsibly
- Cares about the planet and our environment
- Has a positive impact on society
- Shares my values

Reputation Essentials core output focuses on foundational intelligence that matters most: with clear pathways to add depth, frequency, and counsel as your needs grow. Optional add-ons include:

Ipsos Issues Polling & Trends – Integrate Ipsos’ internationally renowned polling and trends research to understand how emerging trends and issues shape reputation

Digital Deep-Dives – Explore what key stakeholder groups are saying about on known drivers of trust in social media, news, and regulatory dialogue

Communications Lift/Impact – Measure whether your messaging is actually working

News Awareness – identify who’s been exposed to key messages and the impact its had

For sample outputs, pricing and to learn more, contact the Ipsos Reputation Team today

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