

## MPs Omnibus and Bespoke Surveys

# YouGovStone

1. **Fast turnaround**
2. **Complimentary results charts**
3. **Sample representative of the House**
4. **Omnibus and Bespoke options**

Understanding the views of Members of Parliament is crucial to many organisations. YouGovStone provides regular research with MPs, interviewing a representative sample of the House. Our surveys run as a regular **omnibus** but can also be commissioned as **bespoke** studies just for you.

Our surveys would suit organisations who need to interview MPs in order to:

- benchmark an organisation's reputation
- understand current attitudes to specific topics or issues
- audit communications campaign activity

Our approach to interviewing Parliamentarians is educated by qualitative research we undertook asking MPs about surveys they receive from other companies, of which they were often negative – they cited poor question design, boring questions, no opportunity for qualifying answers and a lack of understanding of how MPs work.

YouGovStone has a reputation for knowing how to get the best from opinion leading individuals, or 'influentials' as we call them, with experience developed from years of working with our 'ThinkTank' of 4,000 elite individuals in the UK and overseas.

## How our MPs surveys work and what you receive

MPs complete our surveys online, using YouGov's leading secure interviewing software, and they certify their responses. We guarantee at least **100 MPs** will take part and the results you receive will be **representative of the House** by party, region, gender and age group.

YouGovStone offers by far the **quickest results turnaround** - tables are sent to you just **two weeks** after fieldwork begins. Tables include splits by **party, region, age group, gender, length of tenure and size of majority**.

We also include **complimentary results charts** showing graphs of all your questions in a format that is ready to drop straight into your presentations, saving you time.

Standard questions cost £925 each, while verbatim answers to open-ended questions are £1,025.

Please talk to us if you are interested in talking to Peers, MEPs, MSPs, local councillors and other groups of 'influentials' such as national journalists.

For details and to discuss your requirements please contact Oliver Rowe [oliver.rowe@yougovstone.com](mailto:oliver.rowe@yougovstone.com) on 0207 012 6032

*Prices are subject to VAT and our standard terms and conditions. Timings to be agreed with YouGovStone before fieldwork begins.*

# YouGovStone