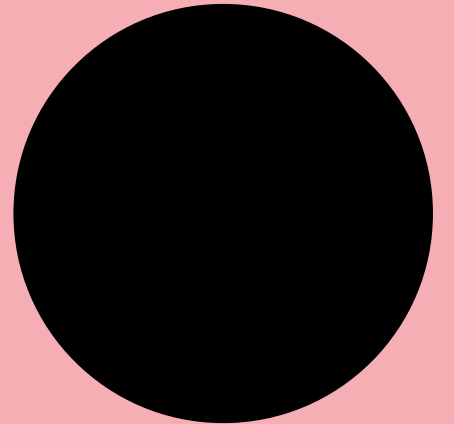
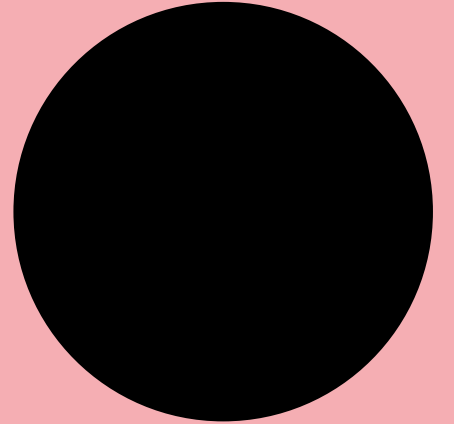


Savanta ComRes

Parliamentary Panels 2020



Size and Speed

Savanta ComRes operate the **industry-leading suite of parliamentary panels**.

The MPs panel runs **9 times per year**, with results a month from the beginning of fieldwork.

We also operate panels of Peers, MSPs, MSs, MLAs, EU Influencers and local councillors.



Expertise

Our expert consultants provide real value by placing data into proper context and forming **evidenced-based recommendations**.

We provide clients the insights needed to **understand the influence of Parliamentarians** over their business operations.



Analytics

Samples are fully representative and can be split by party, region, length of service, marginality, age and gender.

Our analytical techniques help you identify key drivers of favourability and engagement, helping to **build reputation, communications and public policy strategies** that will achieve maximum impact.



MP Panel

- Launched 15 years ago, the Savanta ComRes MP Panel runs 9 times per year, achieving a robust and representative sample each wave.



Data is representative by party and region, with data cut by marginality and key demographics.

Our service includes professional question design and a full report that provides key insights as well as recommendations and implications related to your objectives.

Survey completion is verified and Savanta ComRes engages with MPs through the year.



Core Group Analysis allows us to identify a specific sub-group of MPs within the sample who are of the greatest interest to our client (such as MPs who sit on particular committees and APPGs) and analyse how their opinions compare against the wider sample.

Savanta ComRes works in partnership with clients to create a list of target MPs to form the Core Group.

EU Influencers Panel

- Savanta ComRes operates the most established survey among Brussels policy elites.
- Designed for organisations seeking an in-depth understanding of how they're perceived across the EU policy space, the Savanta ComRes EU Influencers survey reaches a sample of over 200 stakeholders, distributed across:



MEPs

- Weighted to be representative of the European Parliament by party & region
- Data are analysed by party, date of accession, region, pre-2019 vs. post-2019 MEPs, age & gender



Brussels opinion formers

- Representatives from the wider EU policy community (business, journalists covering EU news, selected European trade & professional associations, EU level NGOs, think tanks, EU experts & academics)
- Data are broken down by type of opinion former & policy interest area



EU institution Staff

- Staff from the EU institutions (European Parliament, European Commission, Council of Ministers, EU agencies & the Permanent Representations of Member States)
- Data are broken down by type of official & policy interest area

Samples, frequency and cost

Panel	Sample size	Frequency	Per question costs, from (per standard question unit, exclusive of VAT)
MPs	100-150*	Nine times a year	£950
Peers	100	Twice annually	£995
MSPs	40	Twice annually	£595
MSs	30	Twice annually	£595
MLAs	33	Twice annually	£595
Councillors	400	Ad Hoc	£850
EU Influencers	200+	Twice annually	€3,995

Adding depth of insight through qualitative interviews



Open feedback

A qualitative approach consists of **in-depth interviews** with priority parliamentarians, each lasting around 30 minutes.

Each interview is a free-flowing discussion tailored to that **individual's** particular expertise and specialism.



Collaborative list building

We work with our client to produce a comprehensive target list.

We can interview a broad range of parliamentarians, or target those of particular interest.

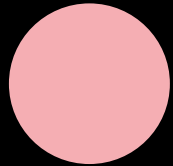


Understanding attitudes

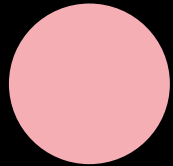
This approach captures deep and unprompted insight into **why parliamentarians hold the opinions that they do.**

Interviews provide invaluable stakeholder-led recommendations on how engagement can be improved, and how clients can **protect and improve their reputations.**

Contact Information



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