



SPECIFICATION: Syndicated Market Research Tool

CPD4122040

1 Introduction

- 1.1 This document outlines the specification required for an online cross tabbing database of syndicated market research.

2 Background

- 2.1 At the Ministry for Housing, Communities and Local Government (MHCLG) we put people and places at the heart of everything we do. We want to create united, vibrant and strong communities, and to give more power to local people to shape what happens in their area. Every community, every household, and every individual person has a stake in this.
- 2.2 The Communications Directorate works in business partnership with departmental colleagues to enable the successful delivery of the strategic goals of MHCLG. We deliver leading-edge practice as per the GCS Modern Communications Operating Model, ensuring that all communications activity is campaign-based, informed by insight and data, delivered directly to the right audience through the right channel, and evaluated for impact.
- 2.3 Currently our market research data comprises research we commission and 3rd party research. This can take time to acquire and does not always meet all our needs, at a time when we are increasingly designing communications approaches using insights available to us.
- 2.4 We require an online cross tabbing database of syndicated market research which would provide fully representative opinions of the UK public. We will be better able to understand all our audiences including those with protected characteristics from a greater range of communities and socio-groups than we currently are able to. This is essential to help us target our communications to ensure MHCLG is better able to improve opportunities for more people through the informing of programmes and policies that will directly benefit lives.
- 2.5 The data in the tool is essential for supporting priorities and the localism agenda by ensuring we have representative views from across the country. Data can be segmented in multiple ways including by community and location. It ensures direct targeting of local communications at the relevant local audiences. This tool is vital for supporting MHCLG's levelling up and fairness work.

3 Objectives

- 3.1 To be able to get information on MHCLG audiences' behaviour, attitudes and demography and media use in the last 12 months.
- 3.2 To be able to interrogate the data quickly and easily and produce charts that can be put in documents.



4 Outputs

- 4.1 The Database must cover Great Britain with a sample size of at least 10,000.
- 4.2 The Database must cover specific audiences outlined in Annex 1 with a reasonable sample size for each (e.g. at least 200, preferably up to 1,000).
- 4.3 The Database must include questions on attitudes to current events including topical events.
- 4.4 The Database must have data that is collected recently e.g. during a rolling 12- month period and this must be updated at least once a quarter.
- 4.5 The software interface must be able to be used by up to 25 people independently.
- 4.6 The software must be able to cross tab questions against each other.
- 4.7 The software must be able to chart results and drop them into the PowerPoint format
- 4.8 Training on use of the software must be provided – and delivered online.
- 4.9 A Customer Service team must be available to manage queries during business hours by email and telephone (Mon-Fri 09.00 - 17.00)
- 4.10 The dataset must cover all standard demographics including local authority area, age, sex, social grade, region.
- 4.11 The questions on media must be comprehensive, covering all main media channels and titles – and including digital media.
- 4.12 There must be a Commentary on the accuracy of the data and how it is compiled.
- 4.13 There must be a commentary to set out whether MHCLG could recontact respondents on the panel and the ability to display this data on a dashboard
- 4.14 The software will be accessed by a web browser using single factor authorisation.

5 Key Dates

- 5.1 This will be an initial 1-year contract – commencing in September 2021 - with the option to extend for a further four 1-year periods.

6 Contract Management Arrangements

- 6.1 Quarterly update meetings will be held via video call to review the tool and how it is being used.

7 Security

- 7.1 The tool will be assessed by MHCLG's cyber security team prior to the commencement of the Contract.



Annex 1 - Audience Profile

Communities

Audience
BAME
White and Black Caribbean
White and Asian
Any other mixed/multiple ethnic background AND White and Black African
Indian
Pakistani
Bangladeshi
Any other Asian background
African
Caribbean
Any other ethnic background & Any other Black/African/Caribbean background & Arab & Chinese
Faith
Christian (Can be split further)
Non Christian
Jewish
Hindu
Muslim
Local communities (Local authority areas)

Housing

Audience
Leaseholders - ((Leaseholders defined as people who own and live in a flat/apartment/studio/maisonette (93% of private owner occupiers in flats are leaseholders))
First time buyers (Potential homebuyers)
Private renters
Young families
Social renters
Social renters – London focus
Landlords (private)
Social housing landlords
Estate agents –
Those living close to new developments
People interested in planning
Homeowners
People concerned with environment.
Self-Build enthusiasts
People who live in high-rise buildings



Economic

Audience
Prospective investors
Entrepreneurial
University Students

Coronavirus

Audience
Shielding
General public
Regional