



# **Quantitative Research Survey Examining Public Trust and Confidence in the Charity Commission**

**20 February 2015**

For The Charity Commission

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# Introduction

## Background

The following is our proposal for a quantitative research survey which will measure the level of trust and confidence amongst the public, charities, and key stakeholders towards the Charity Commission. This will form an evidence base that will inform your regulatory approach and communications strategy.

We believe we are ideally suited to partner with you on this project, as we can draw on:

- our key strengths in polling and stakeholder-based research
- our understanding of your work and the key challenges you face
- our ability to measure and understand trust and confidence, and how to improve it
- our can-do attitude. Populus is an easy organisation to do business with. We are passionate about our work, and look forward to building a strong relationship, being flexible and innovate where applicable and always delivering on our commitments.

We appreciate the important role the Commission plays in supporting charities, and the central role your statutory objectives have in your work. Our research will not only enable you to understand what your identified audiences' perceptions of the Commission are, but also how you can influence and build trust.

Populus has built a reputation over the last decade as one of the UK's leading research and strategy consultancies. Our work covers three major areas: political, stakeholder, and customer research. Through the application of intelligent approaches, our work reveals not just what people are thinking (measurement and assessment), but critically why they are thinking it (understanding and interpretation) and what it will take to shift those attitudes and opinions (evidence and action).

## Objectives

Your brief gives a comprehensive overview of the objectives of this research, which we fully appreciate. In brief, you require a four-stage research project establishing the level of trust and confidence in the Charity Commission amongst the public, charities, and other key stakeholders. This should allow longitudinal comparisons with your previous findings, and help to inform your future work.

Our research approach is not set in stone, and we look forward to discussing this proposal with you in more detail, should you have any questions at this time please do get in touch.



## Key considerations for this research

We are keenly aware that this research will take place during a busy time for The Charity Commission and its stakeholders. We are also conscious of the importance of timeliness and cost-efficiency for your organisation, so tailoring a solution to meet your needs will be an ongoing part of our work. Some of the key issues we must take into consideration in the design and implantation of this research include:

- The **overall objectives for your work**, which we understand as establishing current attitudes among your most important audiences towards the Commission and charity regulation more generally, and the key drivers for those attitudes and its impact. We are also mindful of your desire to explore issues such as the effectiveness of your relationship with charities, the impact of regulation, views on funding models for the Commission, and to identify any other areas of concern.
- As an organisation that is responsible for regulating over 160,000 registered charities, the Commission has **ongoing Business As Usual pressures**. It must continue to deliver a value for money public service whilst meeting its statutory objectives. This research, though timely, will need to be sensitive to constraints placed on the Commission – its stakeholders and staff – throughout its work.
- Ensuring your confidence in the robustness of our **methodology**, including not only straightforward comparability with previous research for the general public, but also any methodological issues or questions you may have.
- The research must, as far as possible, **ensure the buy-in of senior internal stakeholders**, ensuring that what is delivered answers the questions you find most pressing, but also serves to reliably inform your plan of action for the future. We will deliver not only the current picture of where your organisation stands, but assess this against where you want your organisation to be, providing concrete and achievable recommendations.
- The importance of **public trust**. We recognize that public trust is both an input and an output to your work, serving both to further enable your regulatory activities, but also building confidence in the charity sector overall. Similarly, confidence and trust from charities is undoubtedly a key driver to your success and will be critical to measure to further inform your future work. That is why we are keen to ensure our research gives you actionable insight that you can use with confidence that it is based on a sound evidence base.
- Your **stakeholder universe is wide and varied**, and we will only be able to cover a sample of your stakeholders. We will work with you to come up with a list that is both relevant and reflective. This will mean grouping stakeholders by type, prioritising them and selecting objectively. This will work best by working in partnership – working towards a common agreed aim.
- And finally, **from a stakeholder perspective, research is not necessarily a priority**. Stakeholders are busy individuals, and it is a challenge to raise research up their agenda. Populus's approach is to make the process as straightforward and as rewarding as necessary. Our whole approach, from the original invitation to the final thank you is professional, tailored and flexible.







# Research Methodology

## Overview

Our research programme is designed to be flexible, actionable and repeatable. Part of the approach we describe here for the general public is drawn on your previous surveys, and we have also described ways in which charities and other key stakeholders may be surveyed.

As you have specified in your brief, we have broken down our approach under the four stages as described in the below table:

	1. Pre-survey	2. Survey	3. Write-up	4. Post survey
<b>Key Activities</b>	Pre-survey meeting, survey advice, methodology assurance, survey set-up, research materials sign-off	Fieldwork, weekly updates	Analysis and reporting, data tables formulated, guidance on robustness of results	Presentation to Commission, final report approved
<b>Provisional timeframe</b>	2 weeks	4 weeks	2 weeks	1 week
<b>Approximate proportion of costs</b>				

A provisional timetable and costing model has been provided in this proposal, but we are flexible and open to discussion on how we can tailor our approach to suit your needs.

## No foreseeable conflict of interest

Our project team has considerable experience of conducting research and understanding the views of the stakeholders and the general public. We do not anticipate any conflicts of interest with our current work, but should they occur, Populus has clear processes and protocols in place to ensure that this situation is not problematic. If any issue becomes apparent, we would enact strict firewalls both within the office (ensuring that the team is sat apart from the teams working on any related projects) and virtually (restricting access to the relevant project folders exclusively to the key account team). This will ensure that we maintain the strictest confidence with regards to your data.

## Commercial confidentiality

You require an indication of which information, if any, is to be considered commercially confidential and withheld from any publication of the contract documentation. We would need to understand further what this would require, and would consider commercial proposals such as pricing to be confidential.

## 1. Pre-survey

As set out in your brief, we will look to hold a pre-survey meeting as soon as we are appointed as your research partner. Together, we will agree the aims and scope of the survey, as well as the sample size and stratification. We will look to agree a rapid yet feasible timeline, with deadlines for the various stages of the survey process.

### Audiences

We believe your brief clearly sets out three target audience groups. We see the research therefore covering three broad elements, as described in the table below. For key stakeholders, we have provided two options for conducting research via an online poll or via in-depth telephone interview. We believe that in-depth telephone interviews are the best way to gain insight from the stakeholders you most care about, but we are conscious of the need to stay within budget. In our costing model, we have separated these costs to allow you the flexibility to consider the elements of this research individually.

AUDIENCE	1. General Public	2. Charity Community	3. Key Stakeholders	
			Budget	Ideal (Optional)
<b>Methodology</b>	Telephone interview	Online polling	Online polling	In-depth telephone interview
<b>Number of interviews (range)</b>	1000	Up to 1000	Up to 120	30
<b>Qual/ quant</b>	Quantitative telephone survey	Quant, with limited scope for open-ended responses	Quant, with limited scope for open-ended responses	Qualitative, with in-depth responses provided
<b>Sample</b>	Supplied by Populus	Provided by the Commission	Provided by the Commission, supplemented by Populus	Provided by the Commission, supplemented by Populus
<b>Length of interview</b>	c20-22 minutes	c12 minutes	c12 minutes	c30 minutes

We will offer advice on the survey structure, composition, and the questions used to help ensure we capture the best information from respondents. Based on our wide experience conducting surveys for a range of clients, we are confident that we can develop the right kinds of questions that will deliver the insights you are interested in. As a key consideration for the survey with the general public, our aim will be to ensure the direct comparability of data with previous surveys, which will allow continued trend identification. Research materials will therefore include the full survey detailing the questions asked, and the information and background to be provided to people before or during the survey. We will ensure that all research material is signed off the Commission before it is used, to ensure your confidence in our approach.

Our proposal gives details on the robustness of the methodology that we plan to adopt in this survey, and we are happy to give further assurances in any pre-survey meetings we hold.

## **2. Survey**

Our aim will be to finalise the sample lists, questionnaire designs, and sign off all research materials within two weeks of being appointed. From there, we envision a four-week fieldwork period in order to contact and gather the appropriate sample sizes.

### **General Public**

In order to ensure comparability with previous surveys, we will look to conduct Computer Assisted Telephone Interviews (CATI) with the general public. We are confident that we can exceed the level of quality that you have previously received, whilst also providing a cost-efficient and flexible service.

Our nationally representative telephone survey will conduct 1000 interviews across England and Wales, broadly the same number as your past surveys. We are happy to discuss any Welsh language requirements that will meet your needs. Telephone leads are randomly generated using Random Digit Dialling (RDD) sampling. Quotas are set on key demographic variables such as age, gender, and region to ensure the final sample is representative of adults in England and Wales.

Populus will also conduct mobile interviewing. Mobile sampling uses largely the same random digit dial approach as landline, however, importantly the sample is drawn in proportion to the known mobile network share to ensure that a representative sample is achieved. By running nationally representative CATI research with a 50% landline, 50% mobile approach, Populus are able to achieve the correct proportion of mobile only households. The CATI mobile only sample would also have quotas set by age, gender, and social grade to ensure a representative design when combined with the CATI fixed line sample.

### **Content of the survey**

We know that you place a high priority on being able to compare the results of this research with that conducted in previous years. We have assessed the questionnaire used in 2014, and are confident that we can replicate the methodology by asking the same questions to a representative sample of the England and Wales population. We are also flexible in tailoring your questions, adding additional questions if desired or removing ones which are no longer relevant. We would do so keeping in mind the primary objectives of this research, assessing current levels of public trust towards charities, as well as awareness and attitudes towards the Commission itself.

### **Charity Community**

We agree with your brief on the importance of understanding the perceptions of the Charity Commission among a segmented sample of charities.

As set out in your clarifications, we will work with you to develop a sample from the Charity Register. Provisionally, we propose an online survey of charities, stratified into annual



income, based on your own register's statistics provided on gov.uk<sup>1</sup>. We propose this method because it is cost-effective, requiring less staff time and using data that you already have. We would look for our method of delivery to be an invitation to participate through an e-mail, containing a brief description of the survey and a link to the survey itself. We suggest that we work with you to develop the sample, and if easier due to data protection issues, that the invitation e-mail be sent from yourselves to ensure Populus does not handle any sensitive data. We further suggest a reminder e-mail is sent out a week into the fieldwork, and again a week before the end of the fieldwork phase to ensure an appropriate response rate.

Our proposal is to aim for up to 1000 responses from charities, which will provide a methodologically sound and robust data set, and a sufficient number for interesting comparisons between sub-groups. Given the near zero marginal cost of increasing the data sample with an online survey approach, we can easily raise this number if desired, whilst being mindful of the response rate we receive. The data can be weighted to the known profile of charities in the in order to produce an overall figure for attitudes towards the Charity Commission, as set out in the below table.

**Below breakdown taken from Charity Commission register**

Charity size Annual income bracket	Proportion (Sep 2014)	Proposed number
£0 - £10,000	41.4%	450
£10,001 - £100,000	33.6%	350
£100,001 - £500,000	12.8%	120
£500,001 - £5,000,000	5.1%	65
£5,000,000 plus	1.2%	15
Not yet known	5.9%	0
<b>TOTAL</b>	<b>100%</b>	<b>1000</b>

This is only a proposed breakdown of charities, and we would discuss with you what breakdown between charities you would find most helpful. You may wish, for example, to have a sample breakdown of charity according to different purposes (animal, environmental, international, health, education, arts & culture). We are additionally able to provide cross-sections of charities across different measures, such as across the different regions of England and Wales, the age of the charity, whether they have had any interactions with the Charity Commission through casework or otherwise. Using these cross-sections, and by asking the relevant questions, we will look to identify the key drivers of trust or attitudes towards the Commission.

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<sup>1</sup> Gov.uk website, Recent charity register statistics: Charity Commission, 30 Sep 2014



## **Content of the online survey**

This survey will be conducted online, comprised mainly of closed pre-coded questions. The survey will be designed to take no more than 12 minutes to complete, in order to maximise the quality of the data collected, and therefore the robustness of the information obtained. We will design the questionnaire in conjunction with you to ensure that we cover the main issues and topics you are interested in. Building on your themes included in the brief, we suggest the following outline:

### **Awareness and attitude towards the Commission**

- Awareness of the Commission and its work
- Attitude and engagement with the Commission
- What the Commission should focus on in the next 12 months

### **Relationship between Commission and charities**

- Effectiveness of charity regulation
- Impact on regulation on charities
- Future funding of the Commission

## **Key Stakeholders**

For key stakeholders, our current thinking is to survey to senior people within organisations such as Cabinet Office, the Home Office, and HMRC, and other regulators including the Office of the Scottish Charity Regulator the Charity Commission for Northern Ireland. Given the accountability of the Charity Commission to Parliament, we would also look to canvas the views of those more directly involved in its oversight. This would include former or current members of the Public Accounts Committee, officials from the National Audit Office, as well as relevant politicians or officials in the Welsh Assembly and Government.

For the media, we would look to approach charity sector specific media organisations, such as Third Sector or Civil Society Media, as well as more general news organisations – for the latter, we would focus on journalists or editors with a particular interest in this area. We also believe it would be beneficial to interview a group of what we loosely term charity leaders – those who hold senior positions of influence within the charitable sector and whose views carry substantial weight. These may include senior figures within charity associations, such as the Association of Charitable Foundations or Association of Charitable Organisations, or leaders within leading charities themselves, such as Cancer Research UK or the British Red Cross.

We would develop the sample list of stakeholders in collaboration with you. For this stakeholder group we suggest the Commission (directly from Paula Sussex if possible) emails or writes to each potential participant, explaining what the Commission is doing, why it is canvassing opinions, and what stakeholders can expect in return. In order to build credibility and encourage participation this explanation needs to:

We are conscious of the need to provide a service that meets your target budget. We therefore put forward two options for key stakeholders – online polling, as well as in-depth interviews.

### Online polling

Our first proposal is to conduct an online poll of key stakeholders, allowing them to submit responses at little additional cost to what has already been set up for polling charities. In order for this approach to work, we would require a high number of contact details for stakeholders, as our experience is that the majority of key stakeholders will not take the time to fill it in online. We recommend an e-mail goes out in the name of Paula Sussex (a separate e-mail account can be set up for this purpose) encouraging stakeholders to take part. This method will also require e-mail reminders, which we envision to happen one week after the start of our fieldwork, and one week before the closing date for responses.

Stakeholder Group	Number
Public sector officials	40
Media	40
Charity leaders	40
<b>TOTAL</b>	<b>120</b>

The content of this online survey would take a similar format to that for the online charity survey, in addition to any other relevant issues for which you are most interested to hear the opinions of key stakeholders.

### In-depth telephone interview (Optional)

We believe that the best way to survey and gain the most value out of key stakeholders is by conducting in-depth telephone interviews. It allows our experienced consultants and directors to engage with the respondent and hear their perspective in their own words, drawing insight through conversation that is not always possible in a scripted interview. Furthermore, our experience is that senior figures are more likely to agree to take participate in in-depth telephone interviews with Populus, so this approach would increase your response rate with the stakeholders you care about most. It will be important when taking this approach to ensure that we:

- Show that the Commission is **committed to listening to and acting** on external stakeholders views and that these views have the potential to shape and guide the Commission's behaviours. This exercise should not be positioned or seen as purely a tick-box measurement
- **Provide stakeholders with a tangible benefit.** This is often in the form of a charity donation. For an interview of this nature many stakeholders (including MPs and the media) are likely to expect to receive a charitable donation [REDACTED] as a token of the time stakeholders spend with us. Charity donations are not always appropriate to offer to civil servants

The invitations to participate would be followed up with telephone calls by Populus to arrange appointments. The interviews would be conducted by experienced Populus staff, including directors where appropriate. We would expect each interview to last around 30 minutes.

We would propose under this method that we conduct the following number of interviews for each group:

Stakeholder Group	Number of in-depth telephone interviews
Public sector officials	10
Media	10
Charity leaders	10
<b>TOTAL</b>	<b>30</b>

Our experience is that this number of interviews is required in order to understand commonalities, trends, and outlying views, and given the diverse range within each group, to add substantial depth and robustness to the results.

Guided by the Code of Conduct of the Market Research Society, we will guarantee anonymity to individuals should they so wish, in order to encourage candid responses. However, it is also useful to understand who has contributed to the research, and so we will ask whether or not individuals are prepared to allow their name to be included in a list of participants in the research.

We respect the relationships that you have with your stakeholders, and commit to ensuring fully briefed, trained and experienced researchers will conduct all interviews.

We always follow up our in-depth interviews with a short, personal thank you note. This also gives stakeholders the opportunity to add anything further should they wish. In addition, we also suggest the Commission contacts all stakeholders involved in the research thanking them again for their participation/ consideration and explaining what the Commission intends to do as a result of the feedback. This needs not be a lengthy document, but sufficient to reassure stakeholders that the Commission are listening effectively and responding appropriately.

#### **Content of the discussion guide**

Whereas telephone and online surveys would follow a set questionnaire, the in-depth stakeholder interviews would be steered by a discussion guide. The design of the discussion guide would be developed in partnership with the Commission. Populus would be responsible for producing an initial draft of the discussion guide based on a briefing received during the set-up meetings, where the main question areas would be agreed. The discussion guide would ensure a degree of uniformity across all stakeholders while allowing discussions to be tailored to the particular experiences of each individual and their relationship with the Commission.

#### **Fieldwork and Operations**

All of our survey design, survey building, data collection, data processing and data analysis is done in-house by Populus. Therefore, Populus does not anticipate needing to out-source or sub-contract any personnel for this project.

For telephone interviews, our call centre is based in Newcastle and has 130 stations. We took over the centre in 2011 with the previous owner having operated it for 25 years. Having such a well-established CATI centre means we have a very experienced management team in place. About 80% of the work undertaken is Business to Consumer surveys so the centre is very well placed to handle telephone interview work.



Our Quality Standard is that a minimum of 95% of interviewers are assessed at least once in any one month. Our assessment covers five key principles of telephone data collection: script delivery, respondent control, data quality, objection handling, and probing.

Before interviewers start work on this project the core project team will prepare a comprehensive set of briefing notes for them. The briefing notes are sent to the Survey Manager to review and clarify before forwarding to the Centre Manager.

Once fieldwork has commenced topline are checked daily and a response analysis is also produced on a regular basis throughout fieldwork. This ensures that we can identify any anomalies as quickly as possible and address any concerns.

For online surveys, Populus has a full operations team providing scripting and data processing services. We would therefore use our in-house web and survey designers to develop an online survey.

The survey management team is responsible for data quality. On all surveys we deploy a number of quality controls namely inbuilt logic check questions, time delays on all questions before the response list appears, daily review of topline data and verbatim responses to identify any abnormal responses or participant queries/issues.

### **Populus quality procedures**

Populus takes quality control and professional standards seriously and builds rigorous quality procedures into our work. Quality control procedures are reviewed at the conclusion of all major projects and amended in light of experience.

- Populus fully complies with the MRS Code of Conduct. As part of their training all research Executives have to successfully complete the Market Research Society Advanced Certificate in Market and Social Research Practice. Once this is successfully completed, Research Executives become Associate Members of the MRS.
- Populus was one of the founders of the British Polling Council. The BPC insists that all members must ensure that all published polls appear on their websites and that all questions, and the order in which they were asked, are included.
- All scripting and data collection is undertaken by Populus Data Solutions who meets the quality systems required under ISO 20252.
- Populus is registered under the Data Protection Act (registration number Z7425237) and regards the security of all data as a fundamentally important part of its business activity.
- Populus processes personal data in accordance with the eight Data Protection Principles within the Data Protection Act 1998 and the six Data Processing categories agreed between the Market Research Society (MRS) and the Information Commissioner.

### **3. Write-up of survey**

As soon as we have completed our fieldwork, we will begin our analysis and produce a top-line report immediately for your consideration. These will generally be headline figures, and we anticipate within two weeks that we will be able to supply a draft report for your consideration. Our expert team of consultants and directors will analyse the data to draw



interesting and informative conclusions, focused particularly on longitudinal comparisons where possible, and identifying the key drivers of trust towards your organisation.

We will also supply full details of the raw data in suitable formats, as well as tables for each question laid out along pre-agreed cross-breaks and codes. We can also supply a copy of verbatim responses to any open-ended survey questions, particularly for our key stakeholder interviews. We will provide full guidance on the robustness of the results produced, where comparisons can and cannot be drawn, and a description of how sampling errors should be calculated.

#### **4. Post survey**

As set out in your brief, our senior project team will make a presentation to the Commission's Board. We would look to hold this meeting in late April to May 2015, before the publication of the final report. In this meeting, we will look to go through the results of the survey, as well as any key findings and recommendations that emerge. We are also happy to discuss any further issues if you request, such as methodological considerations or future work to track results.

Our aim is for the report to not only inform you of where you are currently are in trust and confidence, but also provide you with actionable insight for your consideration. We are keen to work with you to further develop these insights and inform your future communications strategy and work, and envision holding further meetings and discussions with members of your organisation in order to do so. We are also willing to look ahead and consider forward planning on how similar tracking research may be conducted in the future, which will assess the effectiveness of any actions you take away from this research.

Naturally, survey results will be entirely the property of the Commission.

# Deliverables, costs and timing

## Deliverables

The outcomes of this research project will be:

- A copy of the raw data in Excel and SPSS format
- A full report of all findings, including a robust analysis of the data, trends, and comparisons with previous survey results
- Tables for each question, laid out using pre-agreed cross-breaks and suitable coding
- A copy of verbatim responses to open-ended survey questions if suitable
- Full guidance on the robustness of the results produced, including where appropriate design factors and trustworthiness of comparisons between sub groups
- A full description of how sampling errors should be calculated
- A presentation by the senior project team to the Commission's Board covering the results, preferably before the publication of the final report in May 2015.

## Costs

The table below lists the provisional costs for each element of the research. We are fully flexible and offer this as a modular project, where individual elements are self-contained with all associated set-up and reporting costs.

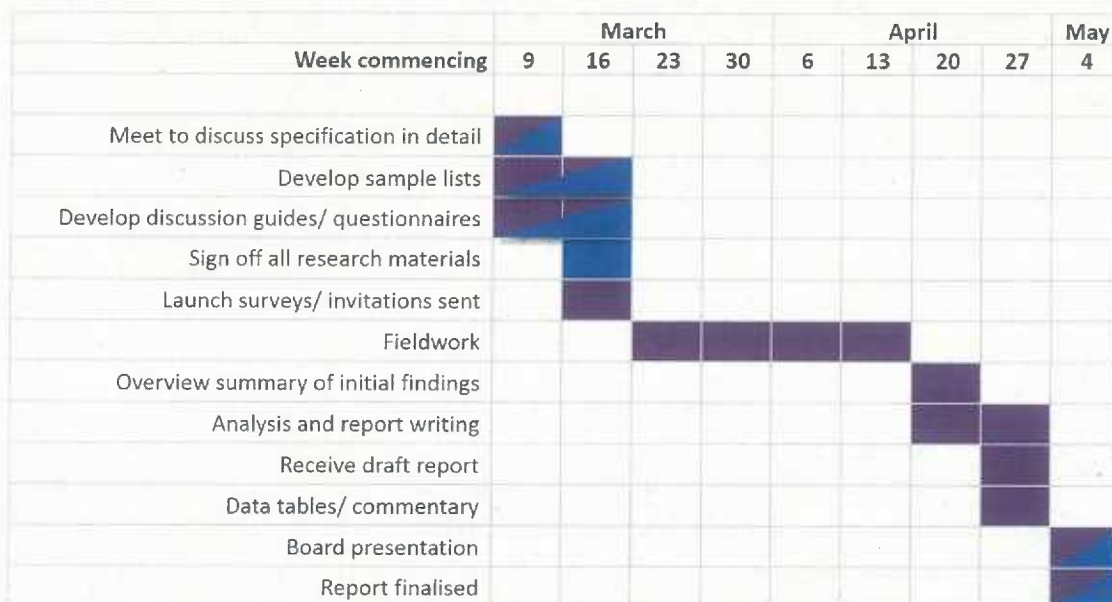
Element	Stage				Sub-total
	1. Pre-survey	2. Survey	3. Write-up	4. Post Survey	
Budget					
Telephone interview: general public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online polling: charities and key stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total (Budget)	<input type="checkbox"/>				
Ideal (includes recommended elements above)					
In-depth interview: key stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total (Ideal)	<input type="checkbox"/>				

We have put forward two options – our first budget option, in which we conduct key stakeholder research online, comes to £[REDACTED]. Our second option in which we recommend in-depth key stakeholder interview comes to £[REDACTED] and thus separately costed as it exceeds the original budget. In-depth qualitative studies allow you to add gravitas to your findings (as mentioned in page 9).

Costs exclude VAT, but include: set-up, recruitment, data collection, interviewing, analysis, reporting and project management. All travel within Greater London is also included. Travel outside of Greater London would be passed on at cost.

### Timing

Following your request for a draft report to be produced by the end of April, with the final report agreed in the middle of May for publication by the end of May, the following week by week Gantt chart lays out the major milestones and their responsibilities. On appointment we would review this with you at our pre-survey meeting, and produce a more detailed (daily if required) timeline. We are therefore confident that we can meet the procurement timeline that you have outlined in your brief.



#### Key to responsibilities



# Appendix

## About Populus

Populus is a leading research and strategy consultancy specialising in political, reputation, stakeholder, and customer research. Through the application of intelligent research, our work reveals not just what people are thinking, but critically why they are thinking it and what it will take to shift those attitudes and opinions.

Populus's team of 30 consultants based in London includes experts in both qualitative and quantitative research, as well as senior figures from the worlds of business, politics and communications.

Populus is one of the UK's most high-profile polling organisations. Our work is regularly published in local, national and international media and we conduct projects for some of the biggest individuals, organisations, brands and political campaigns. We are proud to be a founding member of the British Polling Council and to abide by the Code of Conduct of the Market Research Society of Great Britain.

## The Team

Our team is committed to ensuring that this reputation audit provides clear evidence to help you understand your current reputation how you can work towards meeting your statutory objectives. We are also keen that its execution reflects well on the Commission. Our team comprises a range of suitable experiences – expertise in multifaceted stakeholder research, communication planning, and project management.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] develop and implement evidence-based strategies to best communicate their messages, manage their reputations, and understand the people who matter to them.

He leads projects using a wide range of techniques: from in-depth stakeholder interviews with elite and Opinion Former audiences, to using Key Driver and Segmentation techniques to better understand corporate reputation, and political opinion polling and focus groups. Much of [REDACTED] work is helping clients respond to research and the challenges raised and in developing WarBooks to guide campaigns.

Major clients have included Asda, Sky, o2, the BBC, RBS, Google, as well as numerous political parties and campaigns. [REDACTED] is an occasional media commentator on politics, polling, and public attitudes.

[REDACTED] graduated from [REDACTED]

[REDACTED] and is a member of the Association for Qualitative Research and Market Research Society, holding its Advanced Certificate at Merit level.



[REDACTED]

[REDACTED] would be responsible for the day-to-day management of the project, the set-up and design of the questionnaire, delivering strategic insights, and leading the analysis and reporting of the research.

[REDACTED]

[REDACTED] would be involved throughout the project, including drafting of questionnaires and the analysis and reporting of the research.

**Relevant Experience**

Populus draws on years of experience in business, politics, campaigning and communications to provide research-led strategic advice to institutions seeking to recover or sustain their reputations, engage and influence key stakeholders or position themselves in key debates.

Our expertise at the intersection of government, politics, policy-making and public opinion – combined with our reputation for rigorous and insightful research – helps clients understand the business and political environment in which they operate, providing essential context for the development of strategy, message and brand.

We are an experienced company in conducting general public surveys and research. Our team includes experts in qualitative, quantitative and omnibus research, as well as senior strategists from the worlds of business, politics, marketing and communications. We work with clients at every level: from helping insight teams to create better customer experiences to helping C-Suite executives manage and evaluate their reputation and brand.

Some examples of where we have conducted telephone or online surveys of the general public include:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Below are a small selection of examples of research projects completed in 2014/15.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

We are happy to provide more specific information on any of these projects should that be of interest.

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