



Public opinion polling and consultation

Our clients have increasingly found good research is key to developing effective public relations campaigns. TNS are experts in providing research to guide communications among the general public and opinion leaders.

Over the years, we have worked with a wide variety of clients - blue-chip companies, PR agencies and the media. We have looked at the attitudes of the general public to such issues as the royalty, religion and sexuality.

We have researched older people on their lifestyles and priorities in life, and we have researched younger people about youth culture and their attitudes to life. Some of our research has focused solely on the UK, while many of our studies have looked at attitudes across Europe and further afield.

We have particular experience in researching hard-to-reach groups - for example, senior people in business, MPs, trade union leaders and journalists.

Recent examples of projects include:

Eurobarometer

TNS was awarded the five-year 50 million euro Standard Eurobarometer contract for the European Commission. This contract, the largest study of this kind in the world, consists of the most significant set of waves of opinion polling ever conducted among the European citizens. The study covers 33 territories (including current European Union member states and candidates) and uses face to face interviewing in a minimum of 30 languages. Within this contract, TNS Social in the UK is responsible for conducting 1300 CAPI (computer-assisted personal interviewing) face-to-face random probability interviews among the general UK public in each wave of the survey. TNS carries out around 6 Eurobarometer surveys per year in the UK.

UPS Business Monitor

According to the Financial Times, this annual telephone survey is *'regarded as one of the most authoritative snapshots of business life across the continent'*. For more than 10 years we have been collecting the opinions of a panel of nearly 1,500 senior executives in Europe's top companies, to provide an insight into the key issues facing Europe's businesses.

To find out the latest attitudes and opinions driving Europe's business leaders, visit the EBM website:

www.ebm.ups.com



European Cities Monitor

Healey and Baker, Cushman and Wakefield has been commissioning this survey since 1990. The survey identifies which issues European cities need to address in order to attract inward investment, and reveals which cities score best for factors ranging from different communications assets to quality of life. Information on attitudes is collected by telephone from 500 top European companies and results are published in the national and international media.

MPs Panel

TNS' MPs Panel is a panel of 200 backbench MPs, selected to be fully representative of the House. MPs have agreed to participate in the research in advance, and on any single occasion around 150 MPs complete the survey. The MPs Panel gives quick, flexible and unique access to the opinions of MPs on a range of issues.

Recent examples of the way in which the MPs Panel has benefited organisations have included:

- An industry association conducts annual reviews to test awareness and attitudes of MPs towards each of its member companies. The results allow the industry to measure the effectiveness of its public affairs strategy and identify weaknesses to be addressed.

- A major charity tested how far MPs were aware of the prevalence of a medical condition they were associated with. They also asked whether the level of research funding to combat the condition was adequate. The findings were used in the organisation's press release and campaign literature.

Crown Prosecution Service

We have conducted a number of consultations for the Equality and Diversity Unit of the **CPS**. These exercises have been conducted among community organisations, academics, NGOs and other stakeholders depending on the subject matter. The issues we have covered include domestic violence, police area reform, treasury counsel, transmission of sexually transmitted infections, deaths in custody, charging decisions and the CPS's Race Equality Scheme. For example:

Consultation on public policy document on domestic violence

This was conducted for the CPS before they launched this high profile public policy. We consulted with relevant community and voluntary groups as well as CPS's partners within the criminal justice system to understand their views of the draft policy. This was then amended to take into account the views of these various stakeholders before publication and implementation.

Race Equality Scheme

We carried out a consultation exercise among minority community groups as part of the development of the CPS' Race Equality Scheme. Workshops were conducted to consult with community groups and CPS staff to establish which CPS policies and procedures were of most relevance to minority ethnic communities and how the impact of these policies and procedures could be monitored. We followed this up with consultation on the development of a public policy statement on dealing with the prosecution of racially and religiously aggravated crime (a key area identified in the Race Equality Consultation). As part of this study we consulted representatives of minority communities as well as other agencies within the criminal justice system. The final policy statement was presented by the Attorney General at the press conference.

Voice of the People

TNS carries out the annual Voice of the People™ survey for the Gallup International Association. The Gallup International Voice of the People™ survey is conducted in over 50 countries, with a minimum sample size of 500 per country.

The 2007 survey covered issues such as opinions of world leaders, economic prosperity and priorities for world leaders.

Common demographic information is also collected so that comparable analysis across subgroups can be conducted.

Results are available for each country and the findings are presented at the total global population level, in addition to particular regions such as Africa, Latin America, Western Europe, etc.

Detailed country-by-country findings from the 2007 Voice of the People™ survey are available from Gallup International (www.voice-of-the-people.net)

Healthy Ageing Survey

We conducted a telephone household survey among a representative sample of 2,500 of Europe's ageing population to compare their attitudes towards healthy ageing, lifestyle, finances, their aspirations for retirement and overall happiness. The results of the survey were presented at an ageing conference in 2003.

Arab-Israeli conflict

Views about the Middle East conflict vary considerably from country to country. Our client wanted to examine attitudes to the conflict in ten European countries. The study looked at views about each side of the conflict, and what the general public felt had caused the conflict. The survey also assessed attitudes to the reporting of the conflict in the respondents' own country. Over 5,000 telephone interviews were conducted with a representative sample of the public. The results were widely reported on both sides of the Atlantic.

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