

Inside “The House” – political thinking

by Ceri Hill, Client Manager, BPRI Group

We elect our MPs to represent our interests and concerns in Parliament, whether these are personal, social or corporate. A constructive dialogue with MPs can inform a company’s strategy and provide competitive edge.

In addition to the questions our clients put to the political opinion panel (POP) omnibus we have recently added our own topical, social and business questions to uncover new insight into this important group of opinion formers. Partnering with our sister agency, BMRB, has enabled us to ask similar questions of the general public for comparison.

One of the emerging differences has been in the level of support and optimism declared by MPs on topics versus the general public. For example MPs are typically much more optimistic in their view of the Olympics. Could this result in yet more opportunities for the leisure and construction industries? MPs are also positive about Congestion Charging - further challenge for the road haulage and motor trades perhaps? But MPs are more sceptical than the public about the value of Social Networking sites, with the majority being more likely to believe that these are open to abuse - might this pave the way for new legislation?

Understanding these general attitudes provides valuable context for MPs’ responses to clients’ own questions and to guide goal setting for future communications.

**THE BPRI GROUP
BRINGING BUSINESS
INTELLIGENCE TO
RESEARCH**

info@bprigroup.com