

# Ipsos Observer

Client case studies

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# Robust media and news content

## Researching sensitive health issues

**Sector:** Media  
**Product:** Consumer omnibus  
**Region:** UK



### Business issue:

BBC News investigated the prevalence and effect of chronic pain in the UK. To ensure reporting on the plight of specific individuals was both in-depth and also effective at highlighting the seriousness and reach of the condition, they needed to gather and include quantitative data from the UK population.

### Ipsos solution:

In order to ensure a representative sample with robust findings from among those with chronic pain, a carefully designed set of questions was asked to a nationally representative sample of over 4,000 UK adults. The solution offered by Ipsos enabled the BBC to focus in on and gather responses from over 1,100 people currently living with chronic pain. Questions covered areas such as treatments provided, time since starting current medication (among those taking opioids), and the extent to which (if at all) major activities were restricted by chronic pain. As the study collected potentially sensitive health-related data, and the findings were bound for the public domain, the study was rigorously reviewed via Ipsos' Polls for Publication process, helping ensure that any reporting stood up to media and public scrutiny.

### Client benefit:

The results were integrated into BBC News' reporting on the issue of chronic pain in the UK. This enabled the contextualization of the BBC's in-depth interviews with those affected, providing quantitative findings from the UK adult population to underline the extent and impact of chronic pain. The initial news article charted as BBC News' most-read news story on its day of release.



# Researching complex health and biotech topics

## Gauging public attitudes and understanding around fertility and genomics

**Sector:** Charity (educational trust)

**Product:** Consumer omnibus

**Region:** UK



### Business issue:

PET was founded as a charity – the Progress Educational Trust – in 1992. To mark its 30th birthday, PET wanted to conduct a wide-ranging study with the objective of gaining a greater understanding of public attitudes to areas of fertility and genomics and to use insights from the research to shape the future aims of the trust.

### Ipsos solution:

PET harnessed the reach of the Ipsos Observer Omnibus service to conduct self-completion interviews with over 2,000 online UK adults. Given the sensitive nature of the topics covered (including fertility, surrogacy, genomic research and genetic editing), Ipsos recommended an online self-completion method to ensure responses were not subject to possible social acceptability biases. Ipsos drew on the expertise of its specialist Polls for Publication team to ensure that the research design mitigated any bias or ambiguity. Ipsos also ensured that all data collection, including the collection of data that may be classified as sensitive, was fully compliant with UK-GDPR (General Data Protection Regulations). Ipsos' approach ensured PET was empowered to confidently communicate the research findings whilst being able to stand by the results in the face of any public or third-party scrutiny.

### Client benefit:

Through working with Ipsos Observer, PET was able to ensure the research, which explored topics that are potentially controversial for some, had high levels of integrity and credibility. The Ipsos brand, together with the research design expertise that Ipsos was able to bring to the project, enabled the trust to produce a detailed report examining public attitudes and beliefs on these topics, and also produce press release materials to create public interest and stimulate discussion around the areas in which PET operates. The study gained widespread media coverage, including articles in national newspapers such as The Sun, The Guardian, The Times and The Independent.



# Concept testing

## Consumer survey to test core values messaging

**Sector:** Creative agency/ charity  
**Product:** Consumer omnibus  
**Region:** UK

**Red Stone**

### Business issue:

Red Stone, a multi-award-winning creative agency, worked with a large UK-based charity, designing messaging to facilitate the communication of the charity's core values and mission to stakeholders. Red Stone had a selection of designs shortlisted and wanted to select the best messaging using an evidence-based approach; understanding which messages were clearest, most appealing and also were most likely to make people feel engaged with the charity's work.

### Ipsos solution:

In order to ensure robust findings whilst taking a cost-effective approach, Ipsos Observer was able to reach over 2,000 UK consumers via its online Omnibus service. Respondents were shown various images displaying different versions of copy which was in a proposed designed format. The images being tested were shown to respondents in random order to eliminate any ordering effects in the data. Respondents then selected the messaging which they preferred or which they found the most engaging.

### Client benefit:

The research enabled Red Stone to more confidently put forward the most effective options for its charity partner to use as their messaging. The Ipsos Observer Omnibus service accessed a large, nationally representative sample, allowing the client to focus in on demographic groups that were key to the charity's fundraising strategy. Ipsos presented the results with these specific groups' responses in the deliverables – for example, Red Stone was able see how women of social grade ABC1 aged 55-75 in the South of England responded. This group was a key demographic for its charity client.



# Evaluating business leaders' understanding of cyber-resilience

## Business-to-business research among managing directors and C-Suite

**Sector:** Academia  
**Product:** Bespoke online solution  
**Region:** UK



### Business issue:

Coventry University's Centre for Business in Society (CBiS) wanted to explore senior business-people's views and awareness of their organisation's cyber-resilience. This was to produce content aimed at stimulating discussion around the need for increased understanding and awareness among business leaders of the importance of cyber-resilience. The CBiS aimed to conduct research which added to its portfolio of work in this area, helping inform current and future efforts to implement resilient and sustainable digital transformation strategies in business and society.

### Ipsos solution:

Ipsos was able to access online respondents who were C-Suite level or managing director level in their organisation. The sample was targeted across 7 key industry sectors, and the research reached respondents from a range of organisations in terms of size.

### Client benefit:

Coventry University's Centre for Business in Society was able to harness Ipsos' research design skills to create a survey which explored complex technical topics, in wording which was clear, unambiguous and neutral. This ensured the survey and its topic of cyber-resilience was as accessible to the respondents as possible. The research fed into and supported a number of articles and funding bids exploring business leaders' understanding of cyber-resilience and their organisations' preparedness for, and mitigation of, cyber-attacks and their effects.



# Concept testing

## Understanding the appeal of meat alternatives across breakfast menu ingredients

**Sector:** QSR (Quick Service Restaurants)

**Product:** Consumer omnibus

**Region:** UK



### **Business issue:**

McDonald's restaurants wanted to conduct research to feed in to its understanding of consumers' perceptions of vegan meat and dairy alternative ingredients, and test possible new concepts for vegan versions for its ever-popular breakfast menu.

### **Ipsos solution:**

Ipsos worked closely with McDonald's to design and field a survey reaching a nationally representative survey of 2,000 adults across the UK. The research explored awareness, experience and perceptions of various vegan versions of traditionally meat or dairy-based products before testing appeal of several possible vegan breakfast menu options.

### **Client benefit:**

The large sample size available through Ipsos' online omnibus enabled McDonald's to see how perceptions and appeal of vegan ingredients and the concepts themselves varied across various demographic groups. The speed and quality of Ipsos' service helped provide reliable data quickly – giving McDonald's quantitative understanding of the appeal of vegan meat alternatives across a range of breakfast options.



# Media content testing

## TV production content research for one of Europe's leading media and entertainment companies

**Sector:** Media  
**Product:** Online ad hoc  
**Region:** UK



### Background:

Ipsos has partnered with Sky to test a number of TV shows using the Observer Team's quantitative research capabilities. The shows' performance in Ipsos' testing has helped Sky to make decisions about whether or not to commission full series of the pilots that were tested.

### Ipsos solution:

Working closely with Sky, Ipsos accessed the Sky customer panel to gather data from active Sky customers. The Ipsos Team presented the data back to Sky in a way that enabled them to use the quantitative data and verbatim feedback from these pilot tests to steer the editorial direction taken by the commissioned shows.

### Client benefit:

For shows that went ahead, the research findings were part of the mix in the writers' rooms for these series. In addition, the data was also used by Sky's marketing teams to feed into the marketing and promotional strategy surrounding each show. This series of audience testing studies has helped Sky to shape its content, feeding into decisions made around Sky's innovative content. This included (in 2022, for example) drama and comedy series such as *The Midwich Cuckoos*, *The Lazarus Project* and *Funny Woman*.



# Research to raise awareness

## Generating media exposure

**Sector:** Education  
**Product:** Consumer omnibus  
**Region:** UK



### Business issue:

GovernorHub supports schools and trusts across England by providing tools and solutions to governing boards, as well as advice, guidance and training. Across England, there is a general lack of awareness of the role of school governor or trustee, plus the demographic make-up of school governors is less diverse than the pupil populations that the education system is ultimately there to support and equip for the future.

### Ipsos solution:

GovernorHub conducted an in-house survey of school governors and trustees, with more than 4,000 responses. To accompany this, GovernorHub worked with Ipsos to survey members of the public to find out more about their awareness and understanding of school governing boards. The resulting report, 'The Missing Pool of Talent on School Governing Boards', was used to shine a light on the lack of diversity to the wider school sector whilst raising awareness of the role amongst the general public, thereby creating a more inclusive, larger pool of applicants from which to recruit a diverse range of talent.

### Client benefit:

The report received coverage across the UK media, including on the BBC news website, helping to increase awareness around both the role of school governors, and the current lack of diversity across the governor community. The Ipsos research helped ensure that the readers of the report appreciated that its sources were both multi-faceted and credible. This not only facilitated news coverage, but also helped GovernorHub to pledge to add diversity tracking data into its software which is used by around half of schools in England.





# Tracking studies to inform strategy

## Antibiotics and understanding of anti-microbial resistance in the era of Covid-19

**Sector:** Government/ healthcare  
**Product:** UK telephone omnibus (CATIBus)  
**Region:** UK



### Business issue:

As the COVID-19 pandemic's magnitude became apparent in early 2020, the UKHSA identified understanding how the general public would react to any government or public health measures as a priority. This included health-seeking behaviours for respiratory tract infections (RTIs) in general.

Antimicrobial resistance, commonly referred to as the silent pandemic, was also a major area of concern linked to COVID-19 as the majority of antibiotics prescribed in primary care are for RTIs.

### Ipsos solution:

In 2020 Ipsos started the UKHSA's annual public health survey, using February 2020 data as a baseline. The objective was to assess public health-seeking behaviours for RTIs during the COVID-19 pandemic, and to evaluate knowledge, attitude and behaviours towards antibiotics. The data collected would allow the UKHSA to use the data to inform policy, inform campaign messaging and prepare public-facing resources.

### Client benefit:

Findings were shared across government agencies to inform policy, strategy and future planning. The data was used to adapt self-care leaflets used in community pharmacies to help pharmacists provide key advice.

The research gave UKHSA a solid evidence base to design and roll out measures targeting specific groups, where understanding of resistance was lower. Measures included educational materials for schoolchildren, and targeted education and antimicrobial stewardship intervention in areas with higher levels of deprivation.

The research data has been incorporated into national GP training to encourage GPs to continue to listen to patients' needs whilst remaining mindful about anti-microbial resistance.



# Organisational perceptions among target market

## Course consideration and perceptions of a major university among international students

**Sector:** Education  
**Product:** International online bespoke  
**Region:** UK, USA and Canada



### Business issue:

The University of the West Indies (UWI) tasked Ipsos' client, Times Higher Education, with measuring awareness of the institution, as well as consideration of postgraduate study at the university amongst current undergraduate students from international target markets. The university was particularly interested in gauging interest in distance-learning courses offered through its International School of Development Justice.

### Ipsos solution:

Ipsos worked closely with Times Higher Education to design a survey targeted to undergraduate students in the UK, Canada and the USA. Ipsos designed a survey to measure general awareness of The University of the West Indies (UWI), exploring levels of interest in taking on further postgraduate qualifications as well as consideration levels around online courses and hybrid learning - both in general, and in the context of study at the UWI. The research also measured consideration of specific course titles that the UWI would offer students through its International School of Development Justice.

### Client benefit:

Through reaching target-market undergraduates in multiple markets, the research enabled Times Higher Education to produce evidence-based recommendations to the UWI. These recommendations were based on students' views and consideration around distance-learning options and subjects that could be offered by the UWI's International School of Development Justice. The research design ensured a level of engagement among the respondents that enabled collection of verbatim (open-ended) answers to help ensure a deeper understanding of the general perception that undergraduate students have of the UWI.