MRP OMNIBUS

MAPPING ATTITUDES ACROSS THE UK

Survation.

WHAT IS MRP?

MRP stands for multilevel regression and post-stratification.

The technique allows us to estimate public opinion at small, geographical levels by combining responses from a large survey conducted across the UK with ONS population estimates and census data.

Through this, we can estimate an area's attitude to almost anything, based on the demographic characteristics of its population. The MRP technique uses the large sample of data collected to predict the likelihood of an individual with a particular set of characteristics having a specific opinion. We can then generate estimates for a geographic area from this model using data on the particular demographic mix of the people who live there.

Multilevel Regression

It is unsurprising that a 23 year old female living in London who works in the media sector and has a university education has a higher probability of voting to remain in the EU than a 72 year old male living in Grimsby who is a retired former fisherman and who left school at 16. But a multi-level model can be used to generate a numeric estimate of the likelihood of any individual voting to remain in the EU.

We know that elements of a person's lifestyle, background, life experience and the environment in which they live influence their behaviours and attitudes, including how, and if, they are likely to vote. A multi-level regression technique allows us to use both individual-level and contextual factors to estimate an individuals' likelihood of acting in a certain way or of holding certain beliefs and attitudes.

Post-stratification

Our model can estimate the likelihood of individuals with any combination of the key demographic and contextual factors reporting the attitude or behaviour we are investigating. By knowing the demographic make-up of the geographic areas of interest, we can weight these likelihoods by the percentage of the population in each area that falls into each combination of demographic and contextual factors. From these, we have local area estimates that predict people's attitudes and behavior in relevant geographical areas.

Example MRP Variables for Political Vote Choice 2017 General Election

- Sex
- Age
- Qualifications, (interacted with age)
- Marital status
- Housing tenure, (interacted with age)
- Past General Election vote shares
- Historic presence of minor parties
- Average levels of education (across the geographic unit of interest)
- Average earning (across the geographic unit of interest)
- Change in earnings (across the geographic unit of interest)
- Region and constituency random effects.

DEVELOPING THE MODEL

The Survation/RHUL agreement is a three-year partnership to improve methods for gauging public opinion via MRP.

Following previous successful academic collaborations during the 2016 EU referendum and the 2017 UK General Election, researchers from RHUL will work on methods in collaboration with Survation for estimating local area opinion in the UK, across Europe and in the US.

While these techniques have been used to translate voting intention to constituency or seat-level estimates in General Elections across the world, researchers from RHUL will work to extend these methods to model different commercial and policy-related outcomes under the terms of this agreement.

THE MRP OMNIBUS

Survation's Offering

Survation will be running a quarterly MRP Omnibus. We will be polling 20,000 people from across the UK and Northern Ireland. By 'omnibusing' the research we are able to open up a research method that would previously have been beyond the budget of many organisations.

Each client will receive access to a bespoke dashboard to interrogate data by any given demographic (voting intention, ethnicity, age, education, income) or geographic trend using interactive maps, data tables, variation trees and pivot tables. For repeat clients it will be possible to map trends over time and measure changes to key benchmarks.

'PEOPLE WHO HAVE SWITCHED ENERGY SUPPLIER IN THE LAST YEAR'

Policy, Regulation and Lobbying

By allowing us to discover how people across the UK feel about a particular political issue (energy bills, foreign policy, fox-hunting, euthanasia) and then breaking that down by parliamentary constituency, MRP can be a powerful lobbying tool.

MPs are supposed to respond to their constituents' views. Adding just one question in Survation's MRP Omnibus would make it possible to petition individual MPs to reject or support any proposed changes in policy, taxes or regulation based upon their constituents' concerns.

Brand & Campaign Tracking

The MRP technique is able to give organisations a comprehensive view of public attitudes towards their brand, it is also able to measure the effectiveness of campaigns and product launches. For example, using the pivot table that comes with our bespoke dashboard you will be able to map how well received a new product was with 18-24 year old women in the north east.

Identifying Markets and Audiences

Our personal characteristics affect where we shop and the products we buy. Older wealthy women are relatively more likely to shop at Jaeger; younger low-income women are relatively more likely to shop at Primark. This means that you can use MRP to identify which areas might be more likely to have high demand for a particular retailer or even specific products.

MRP can also be used to plan and target campaigns. By mapping peoples viewing, reading and shopping habits, we can tell you where to place, market and advertise a new product aimed towards 55+ men and women with particular level of disposable income to spend on a luxury product.

RATES

Costs are broken down by question. The first question gives full access to Survation's online dashboard where the data can be interogated.

Question 1	Subsequent Questions
£5,000	£3,500

QUESTION COST BREAK DOWN				
1	2	3	4	5
£5,000	£8,500	£12,000	£15,500	£19,000

Survation.

101 Commercial Road,
London, E1 1RD

researchteam@survation.com

0203 818 9662