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The Reputation Index

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The modern, cost-effective way
to keep track of your brand
in Politics and Government

PHARMACORP

Q4 REPORT



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1. Introduction

Report for PharmaCorp

This is an example report for PharmaCorp, an imaginary company in the pharmaceutical industry. The information is based loosely on actual results and show how PharmaCorp has performed over four quarters against a competitor, MediCorp. The analysis covers the company's reputation breakdown by party identification and sector, as well as an overview of the complete results.

The PoliticsHome Reputation Index is designed as a tool to allow companies to monitor how their reputations develop over time at the highest levels of Politics.

As well as the four quarterly reports, which each include benchmarking against a competitor or brand of your choice, subscribers can make use of our 'rapid response' facility twice during the year: when the brand is in the news for some reason, we can test immediately to see what the effect has been on its reputation, and who noticed most.

The results have been weighted by party affiliation and may account for small discrepancies between the figures.

2. PoliticsHome Phi100 Reputation Index 2009

Rank	Organisation	Rating	Mindshare	
1	Brand 1	+68	74	LOGO
2	Brand 2	+59	80	LOGO
3	Brand 3	+55	65	LOGO
4	Brand 4	+52	61	LOGO
5	Brand 5	+47	72	LOGO
6	Brand 6	+47	70	LOGO
7	Brand 7	+42	45	LOGO
8	Brand 8	+42	46	LOGO
9	Brand 9	+31	64	LOGO
10	Brand 10	+25	32	LOGO
11	Brand 11	+20	84	LOGO
12	Brand 12	+19	49	LOGO
13	Brand 13	+17	46	LOGO
14	Brand 14	+16	30	LOGO
15	Brand 15	+14	54	LOGO
16	Brand 16	+14	39	LOGO
17	Brand 17	+11	29	LOGO
18	Brand 18	+11	67	LOGO
19	Brand 19	+9	49	LOGO

20	Brand 20	+6	24	LOGO
21	Brand 21	+6	39	LOGO
22	Brand22	+6	27	LOGO
23	Brand23	+5	36	LOGO
24	MEDICORP	+3	28	Ω
25	Brand 25	+2	60	LOGO
26	Brand 26	+2	39	LOGO
27	Brand 27	+1	18	LOGO
28	Brand 28	0	17	LOGO
29	Brand 29	-1	33	LOGO
30	Brand 30	-2	54	LOGO
31	Brand 31	-3	30	LOGO
32	PHARMACORP	-5	26	φ
33	Brand 33	-6	31	LOGO
34	Brand 34	-6	50	LOGO
35	Brand 35	-7	54	LOGO
36	Brand 36	-10	25	LOGO
37	Brand 37	-10	53	LOGO
38	Brand 38	-11	42	LOGO
39	Brand 39	-12	51	LOGO
40	Brand 40	-15	48	LOGO
41	Brand 41	-18	28	LOGO

42	Brand 42	-20	57	LOGO
43	Brand 43	-20	65	LOGO
44	Brand 44	-21	54	LOGO
45	Brand 45	-30	36	LOGO
46	Brand 46	-44	38	LOGO
47	Brand 47	-48	46	LOGO
48	Brand 48	-51	57	LOGO
49	Brand 49	-52	46	LOGO
50	Brand 50	-57	75	LOGO

3. Pharmacorp: full set of results

	PHARMACORP			MEDICORP		
	Q4	Change since Q3	Change since year	Q4	Change since Q3	Change since year
HEADLINE NUMBERS						
NET Approval	-5	+4	-1	+4	-3	-9
Positives	+13	0	-1	+20	-3	-7
Negatives	-18	-3	0	-16	0	+2
Mindshare	31%	-4%	-1%	36%	-3%	-5%
BREAK BY PARTY						
Right-leaning approval	+9	+4	+9	+32	0	+2
<i>Right-leaning mindshare</i>	26%	-1%	0%	40%	-2%	-1%
Left leaning approval	-15	-1	-5	-12	-1	-1
<i>Left-leaning mindshare</i>	34%	1%	1%	37%	2%	-1%
Nonaligned approval	-25	+8	+2	-19	-2	-1
<i>Nonaligned mindshare</i>	32%	0%	1%	28%	-1%	1%
BREAK BY SECTOR						
Parliamentarians approval	+5	+2	+4	+10	+1	+4
<i>Parliamentarians mindshare</i>	21%	0%	-1%	23%	-1%	0%
Media approval	-17	-2	-3	-2	0	-2
<i>Media mindshare</i>	35%	0%	-2%	37%	1%	-2%
Thought Leaders approval	0	1	0	+8	+2	+1
<i>Thought Leaders mindshare</i>	40%	-1%	0	41%	-1%	0

4. Analysis

3.1 PharmaCorp

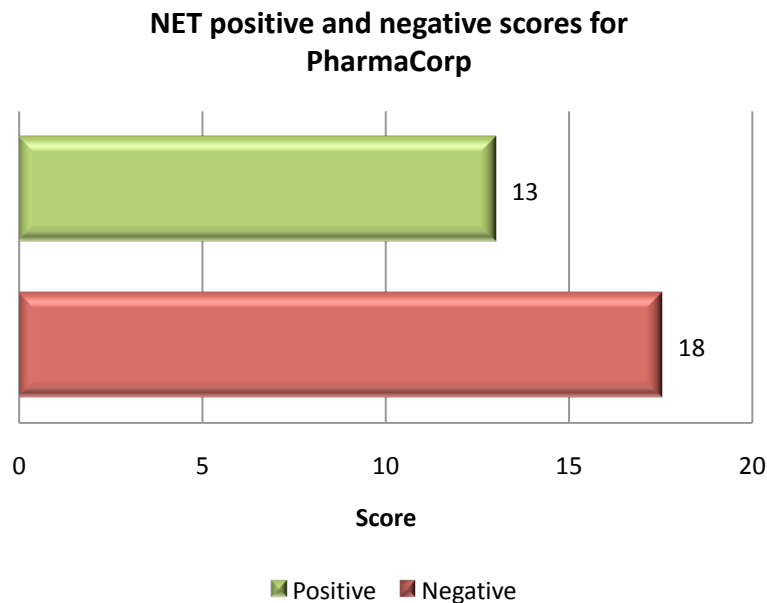
Of the 50 organisations that are examined by the Phi100 panel of political experts, PharmaCorp ranks 32nd in the reputation index in the fourth quarter of 2009 with a score of -5.

3.2 PharmaCorp: positives v negatives

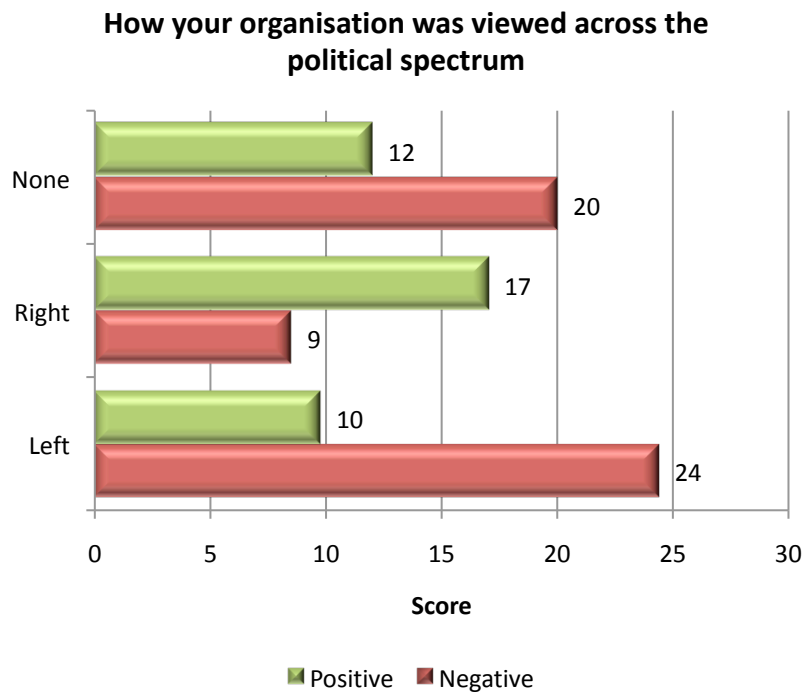
The panel are presented with the full list, and asked to identify those organisations that they have generally positive impression of, and those that they have a generally negative impression of. The percentage with a negative impression is then subtracted from the percentage with a positive impression to produce a NET FAVORABILITY RATING. In total, 13% of the panel gave PharmaCorp a positive score, while 18% have a negative impression of the company.

PharmaCorp's positive score was considerably below the average of 25, while its negative score of 18 percent was close to the average negative score of 20.

Overall, this indicates a brand which is not provoking a strong reaction in either direction, but whose detractors outnumber its supporters.



3.3 A closer look at PharmaCorp.

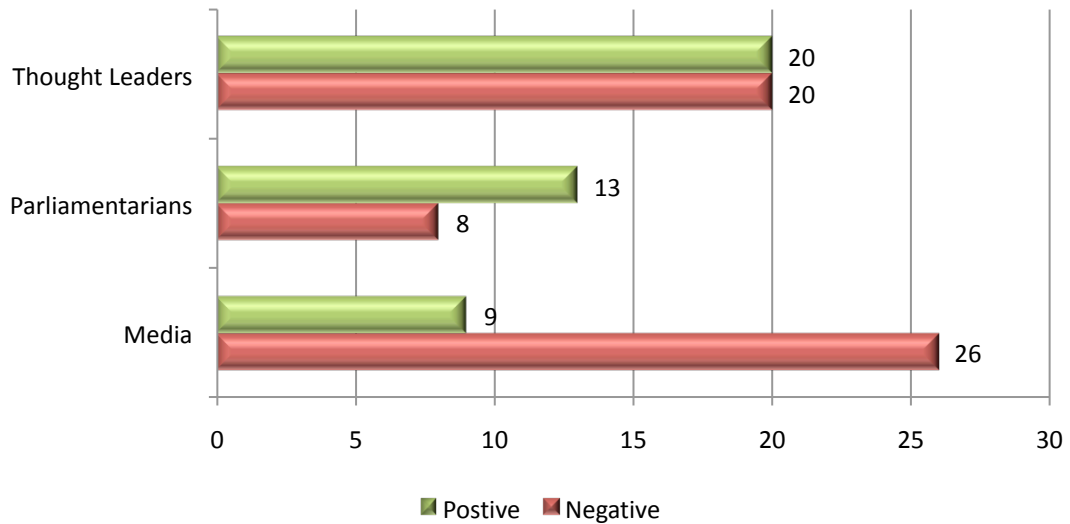


PharmaCorp divides political insiders along strong party lines.

Right leaning panellists tend to support the brand, by a split of 17% to 9%, while left leaning panellists tend to mark it down, by 24% to 10%. The number of supporters however – even among right-leaning panellists – is relatively small. This may indicate a disposition to support the brand that could be enhanced with more focused communications.

Non-aligned insiders are strongly aligned with the left-leaning panellists and tend to have a negative impression of the brand, further highlighting the need for general brand-building across the political community.

How PharmaCorp was viewed across sectors



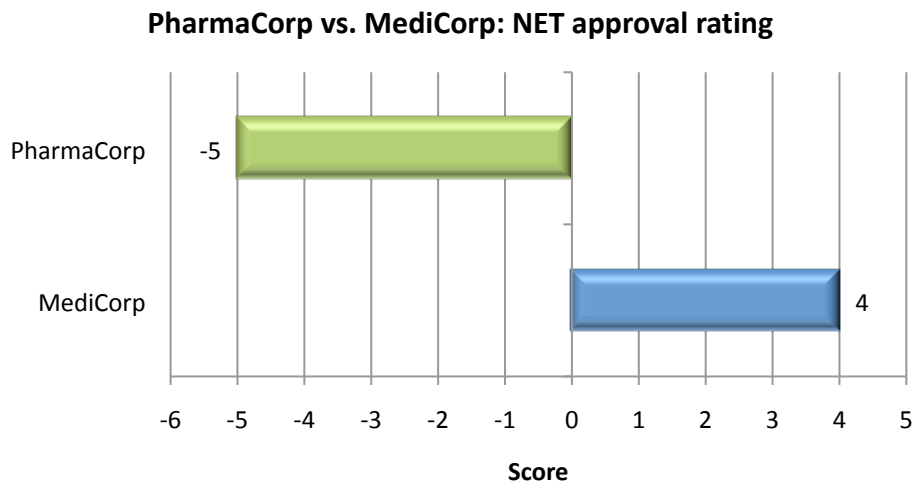
PharmaCorp also divides the political insiders strongly across sector. MPs tend to be much more favourable than members of the media.

Media panellists have a strong negative impression of the brand; they mark down PharmaCorp by margin of 26% to 9%. Parliamentarians support the brand by a margin of 13% to 8%. Thought leaders were evenly split in their opinion, although they are the sector most likely to have an impression either way.

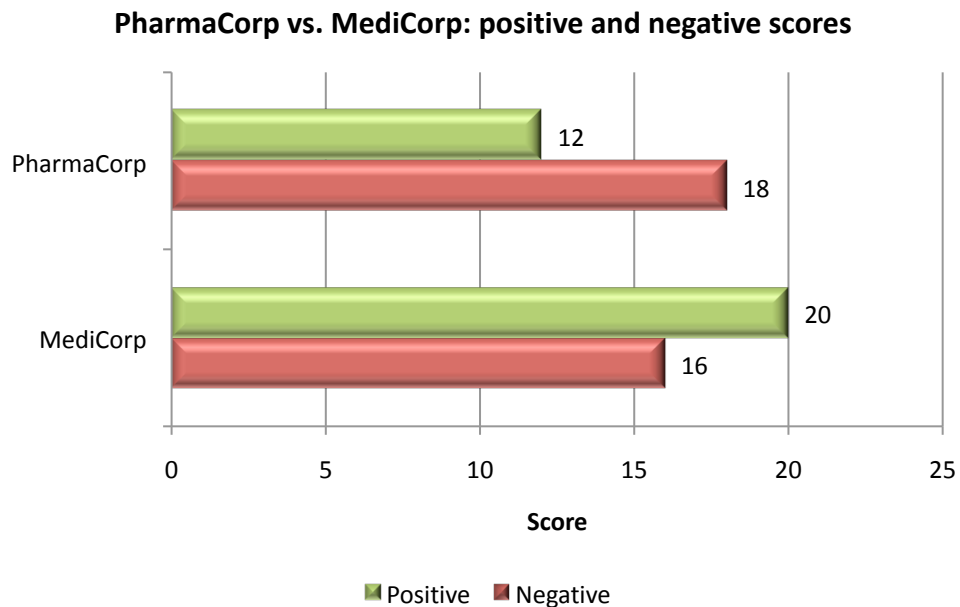
The division may be due to the prior focus of the communications effort, or the more nuanced understanding MPs have about the sector. A renewed communications focus on members of the media would be advisable.

3.4 PharmaCorp vs. MediCorp

PharmaCorp's approval rating was nine percentage points below MediCorp.



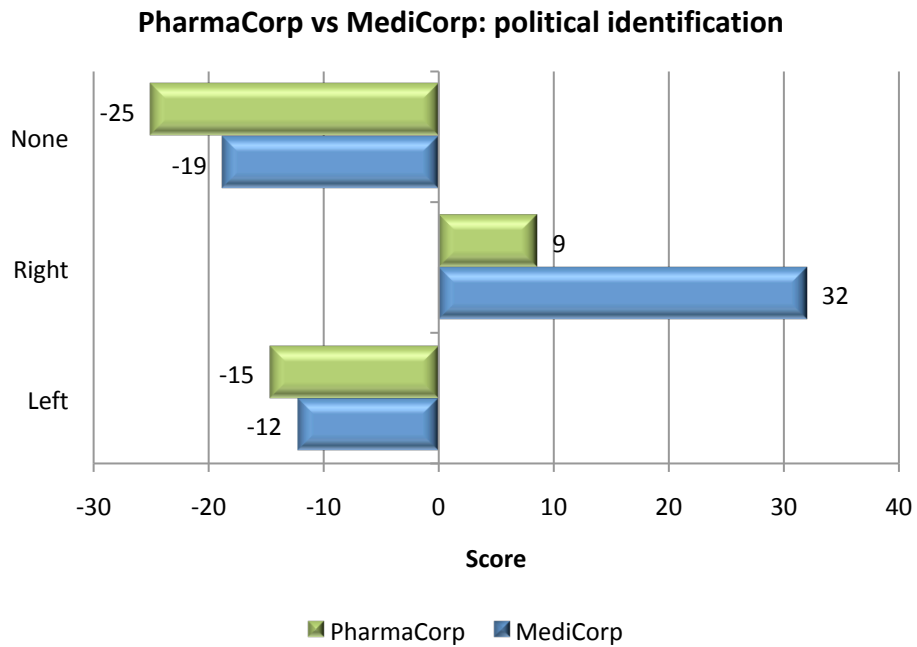
The negative scores of PharmaCorp and MediCorp are similar (within 2 points) but the big difference is in the positive rating. An eight point difference in the number of insiders feeling positive about the brand is what leads to the significant difference overall.



3.5 Competitor analysis by party

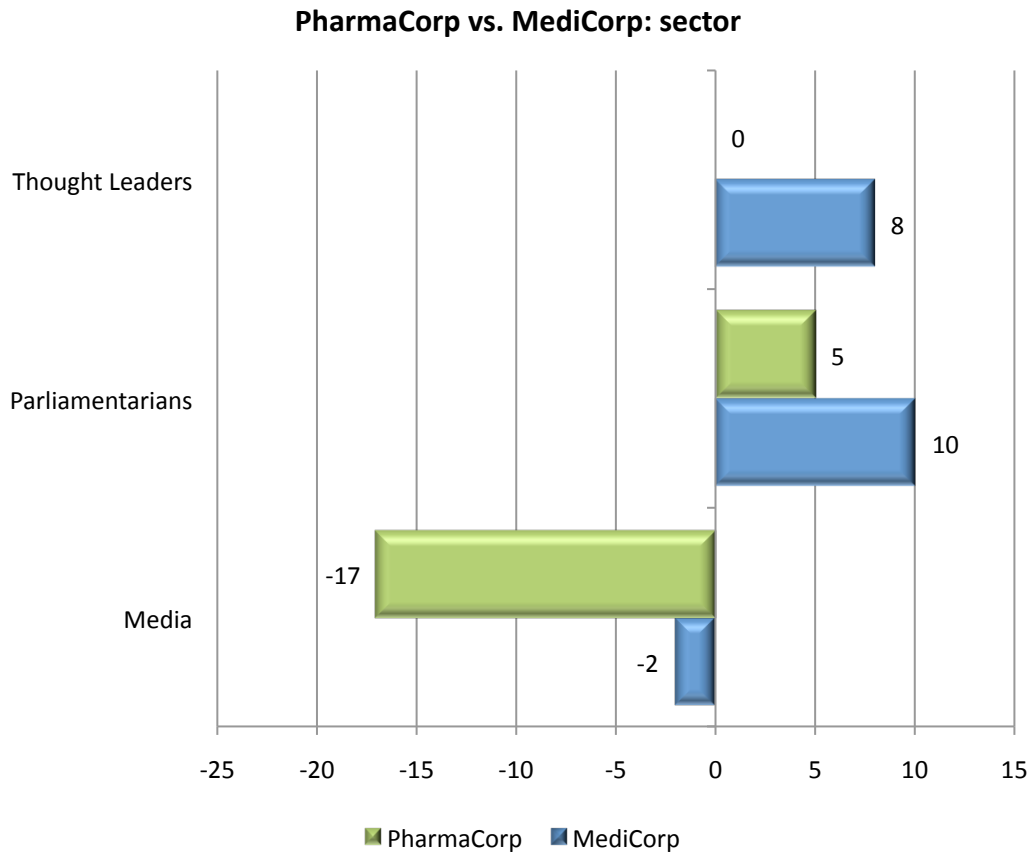
Division across party lines appears consistent across the industry. MediCorp shows stronger distinctions between right-leaning insiders on the one side, and left-leaning insiders on the other.

Among left leaning panellists, PharmaCorp's score is similar to MediCorp, although slightly lower. Right leaning insiders appear much more favourable to PharmaCorp's competitor.



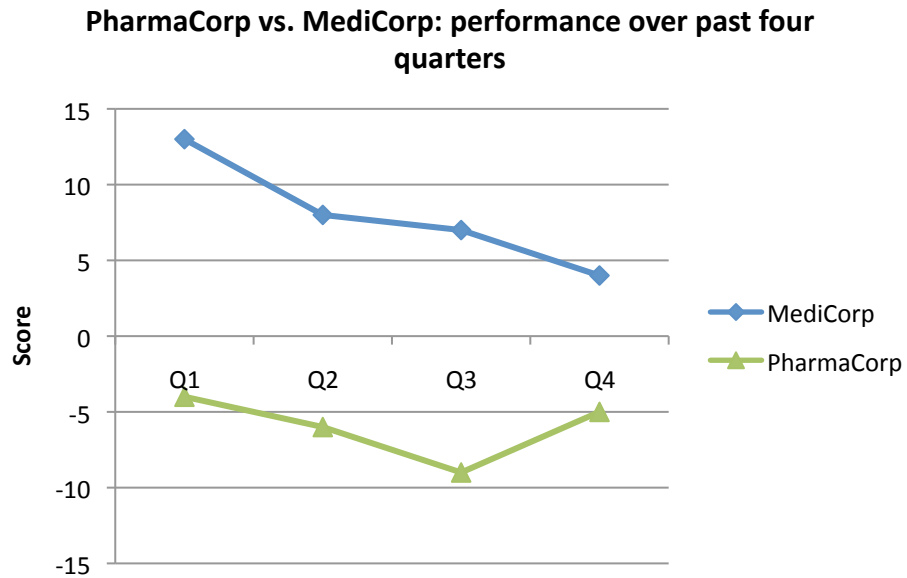
The breakdown by sector reveals much less variation than when looking along party lines. PharmaCorp is ranked less favourably than MediCorp by all sections of the political community.

The difference is most pronounced among media panel members, who mark PharmaCorp down 15 percentage points more than MediCorp.



3.6 Tracking PharmaCorp's performance

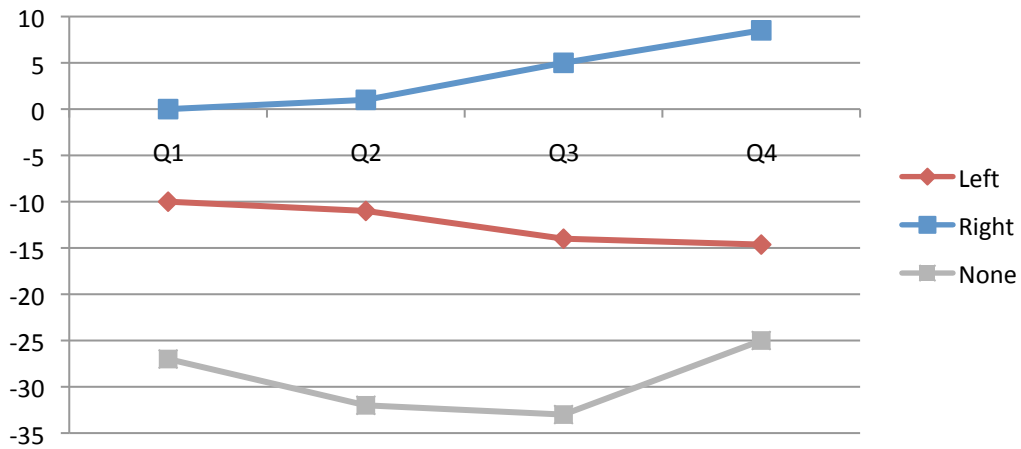
Although the reputation of PharmaCorp has a run a NET negative score for this period, its reputation with has improved slightly in the final quarter of the year. PharmaCorp has managed to overcome the negative trend in Q4 that also appears to have affected MediCorp in this period.



PharmaCorp's increase in net favourability rating in quarter 4 is due to an improvement from right leaning insiders and non-aligned insiders. Right leaning insiders now have the highest opinion of PharmaCorp of all the groups, and their favourability rating is at the highest level for the past year. They are the only group that has a net positive impression.

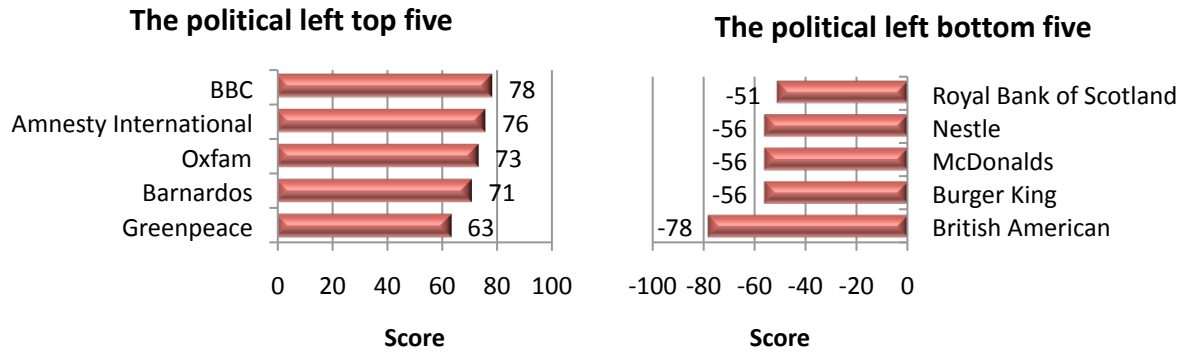
The rating amongst non-aligned insiders has also reached its highest rating of PharmaCorp for the past year, although it remains negative and is the lowest of all the groups. PharmaCorp's rating with left-leaning insiders fell over the last quarter, and it now lies at the lowest levels for the past year with these groups.

Tracking PharmaCorp's performance with the different political groups

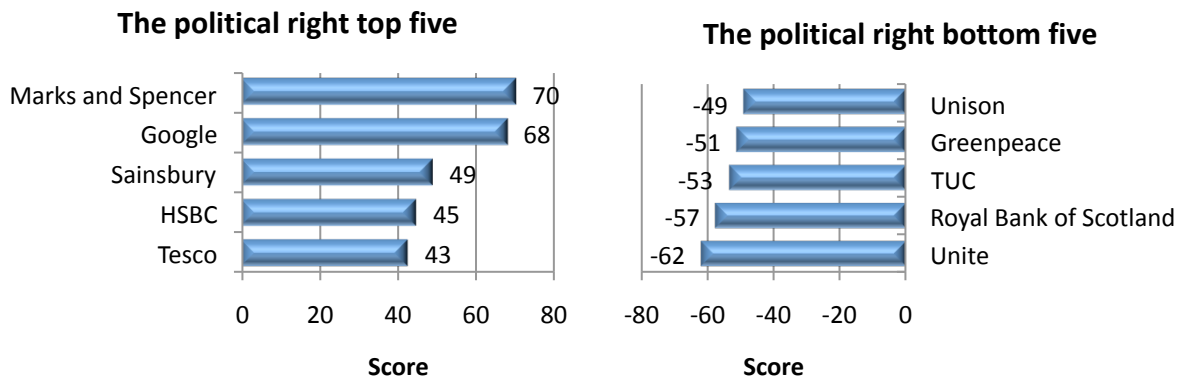


3.7 Analysis of overall results for Q4 2009

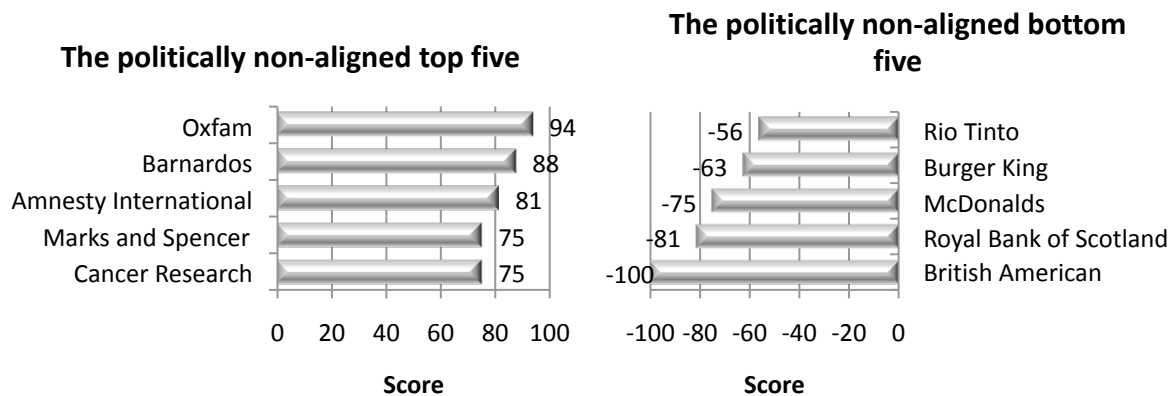
Top and bottom five organisations as ranked by the Left-leaning insiders



Top and bottom five organisations as ranked by the Right-leaning insiders



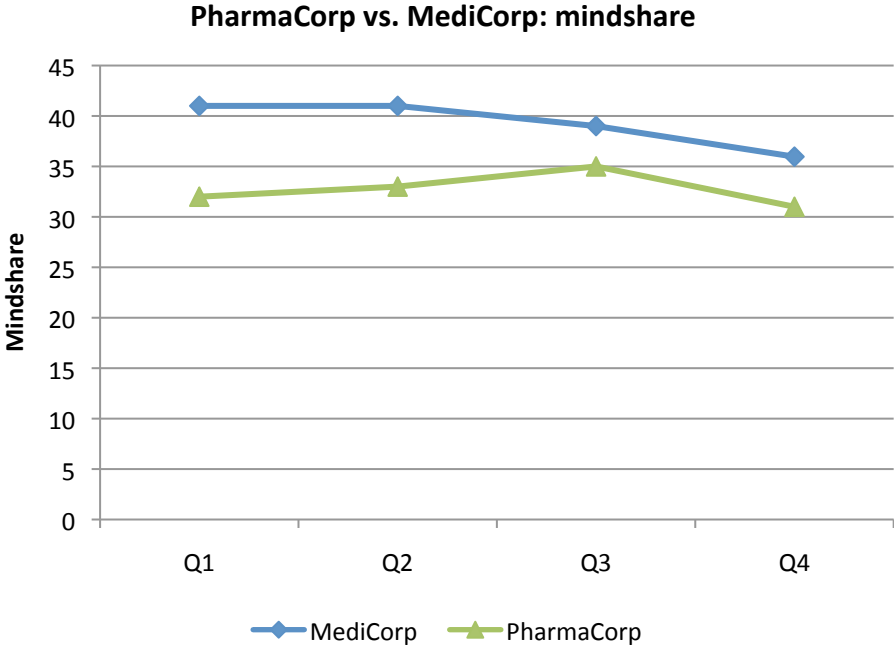
Top and bottom five organisations as ranked by the Non-aligned insiders



5. Mindshare

The mindshare shows the proportion of the Phi100 that have an opinion of each organisation, either positive or negative. The latest figures show PharmaCorp has a mindshare score of 30. This represents an increase of five percentage points in the past quarter and seven percentage points over the past year.

PharmaCorp’s mindshare has increased compared to its competitors. MediCorp has remained relatively unchanged over the past four quarters.



6. Methodology

PoliticsHome interviewed 116 members of the Phi100 panel by email between the 2nd June and 11th June 2009. The data was weighted by party identification to make sure the results are politically balanced. Figures are rounded up to the nearest integer and therefore may not always add up to 100%.

Insiders are asked to select from a list of fifty organisations those which they have a positive impression of and those which they have a negative impression of. The weighted results have been converted into percentages.

The questions were, "Looking at the following list of organisations, please tick all that you have a generally positive impression of. Just leave blank those who you have a neutral or no impression of." Then, "Looking at the same list of organisations, please tick all that you have a generally negative impression of. Just leave blank those who you have a neutral or no impression of."

7 ThePhi100 panel

7.1 About the Phi100

The PoliticsHome Phi100 is established as the most authoritative index of insider and expert political opinion in the UK. It consists of top MPs from all parties, strategists and think tank heads, leading columnists, bloggers and political editors. A who's who of political decision-makers, all taking a vote to give an aggregate view of today's expert political opinion. They answer surveys electronically on their mobile devices, wherever they are, in an anonymous vote that enables these public figures to safely disagree with an editorial or party line.

There is now a scientific, politically balanced appraisal of your company from the heart of power.

The results of the Phi100 are an invaluable tool: these people are not only experts with privileged information – in large measure they write the news narrative. So if they think something is important, you can guarantee you will be hearing about it over the coming period.

The Phi100 panel levels the playing field and serves an important democratic purpose: you don't have to be in Parliament Square to know what is going on anymore. The inside track is now open to you.

7.2 Who has answered your survey?

Most of the respondents are anonymous. This is to protect their identity and is a condition of their participation. However, to give a flavour we are able to give some examples from each sector of people who answered about your company this quarter:

Peter Riddell.



Peter is the assistant editor of *The Times* where he is also a political commentator. He has been a member of the Hansard Society council since 1996 and was elected Chair in 2007.

Andrew Rawnsley



Andrew is The Observer's award-winning Chief Political Commentator as well as being a best-selling author and critically-acclaimed broadcaster.

Adam Boulton



Adam is the political editor of Sky news. He is a winner of the Royal Television Society's supreme Judges' Award and was elected 2007 Chairman of the Parliamentary Lobby.

Lynne Featherstone



Lynne is currently chair of the Liberal Democrats technology board. She has previously served as a member of the London Assembly.

David Lammy



David is currently the Minister for Higher Education and Intellectual Property in the Department for Innovation, Universities and Skills.

Chris Grayling.



Chris is the Shadow Home Secretary. He has previously served as leader of the Conservative Party, Shadow Secretary of State for Transport, and Shadow Secretary of State for Work and Pensions.

Shami Chakrabarti



Shami has been Director of Liberty since September 2003. She has written, spoken and broadcast widely on the importance of the post-WW2 human rights framework as an essential component of democratic society.

Kit Malthouse



Kit is Deputy Mayor of London with responsibility for the Metropolitan Police. He is a member of the London Assembly, representing West Central.

Sian Berry



Sian is the principle speaker for the Green Party. She was the party's candidate in the 2008 London mayoral election.

Phillip Blond



Phillip is director of the Progressive Conservatism Project at the London-based think tank Demos.

8 About PoliticsHome

PoliticsHome is a leading political news and research agency.

We specialise in public and insider opinion research, and monitoring issues and brands and how they are perceived. We work for political parties but also for companies, campaigns and non-profit organisations.

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The Science of Politics

PoliticsHome treats the world of politics with the same seriousness financial news agencies treat the financial markets: minute by minute, hour by hour. There is an hourly tracker of the top political stories, graphs of which stories are receiving most prominence and monitoring of what political personalities say on radio and television. Each morning from 7:30 we present the best political comment and analysis, arranged by subject, from over 250 sources around the world.

