

The face of Parliament is changing



How is the changing face of Parliament going to affect you?

The next election will herald the most dramatic change of parliamentarians in living memory. Most commentators expect that well over half of the next House of Commons will be new MPs. The average age of MPs will fall markedly, bringing some generational changes in attitude and, perhaps, a greater willingness to challenge old assumptions and consider new ideas. The balance of Parliamentary opinion towards your organisation, or on the issues that matter to you, may be about to change significantly.

Alongside our regular Parliament Panel, Populus has assembled a panel of 'Tomorrowmentarians' to help you understand how MPs' attitudes are likely to change.

Tomorrowmentarians are a combination of current MPs in relatively safe seats and Prospective Parliamentary Candidates (PPCs) in winnable marginal seats. By comparing the views of current MPs with those of Tomorrowmentarians, we can provide you with a window on the future – showing how the influx of new MPs will impact on issues that matter to you, and giving the insight you need to plan communication strategies for the new parliament.

Who do we interview?

Interviews with current MPs and parliamentarians of tomorrow

c100 MPs

A balanced sample of current MPs reflecting the political and regional make up of the House of Commons

c100 Tomorrowmentarians

Current MPs who are planning to stand at the next General Election:

- Conservative MPs
- Labour MPs and Lib Dem MPs in safe seats (majorities above 8%)

PPCs standing in relatively safe seats:

- Conservative PPCs in seats where the current Conservative MP is standing down
- Lib Dem PPCs in seats where the current Lib Dem MP is standing down
- Labour PPCs in seats where the majority is above 8%

PPCs standing in winnable marginal seats:

- Conservative PPCs who need swings below 8% away from Labour to win
- Lib Dem PPCs in winnable marginal seats

Data breaks

Populus will provide the following data runs:

- A) **Current Parliament.** Current MPs weighted by political party to be representative of the current Parliament.

- B) **Tomorrow's Parliament – based on latest polling data.** Current MPs who will retain their seat and PPCs who will win the seat they are contesting if the General Election result is identical to the average of the latest voting intention polls by Populus, ICM and YouGov.

- C) **Tomorrow's Parliament – Tory landslide.** Current MPs who will retain their seat and PPCs who will win the seat they are contesting if the General Election result is identical to the average of the highest Tory voting intention poll by Populus, ICM and YouGov in the past twelve months.

- D) **Tomorrow's Parliament – Labour recovery.** Current MPs who will retain their seat and PPCs who will win the seat they are contesting if the General Election result is identical to the average of the highest Labour voting intention poll by Populus, ICM and YouGov in the past twelve months.

When is it happening? How much does it cost?

Timetable:

Deadline for including questions:	8 Feb
Interviewing:	15 Feb– 12 Mar
Reporting:	26 Mar

Including a question on the Parliament Panel and the Tomorrowmentarians Panel costs (excluding VAT):

Closed question:	£1500
Open question:	£1800

What do you get? Who do I contact?

Deliverables:

Data tables comparing the views of existing MPs with those of Tomorrowmentarians
2-5 page summary highlighting key findings

To find out more about this study contact:

Karan Chadda

020 7553 3014

kchadda@populus.co.uk

www.populus.co.uk

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