

Ipsos MORI Highlights

October 2016

- **Unemployment is the biggest worry of the world**
- **Pessimism over the economy increases from last month, as half think fall in pound is bad for Britain**
- **Public divided on prioritising access to the Single Market or controlling immigration**



WELCOME TO OCTOBER HIGHLIGHTS

After three months of rising consumer optimism after the Brexit vote in June, the 'Marmite war' story brought home worries about rising prices to consumers, which 67% now mention. Some 49% now expect to be worse off as a result of Brexit, up from 29% in May, and consumer confidence fell 28 points in October.

The key challenge facing the UK government remains how to get a good trade deal with the EU, while limiting immigration. As we found in our global survey, 'What worries the world' this month, while unemployment is the chief global anxiety, Britain is more worried about controlling immigration than any other country on earth.

At the same time, perhaps reflecting economic worries, slightly more of the British say single market access should be a priority (45%) than controlling immigration (39%). As consumer price inflation rises in 2017 it is going to be a challenging time for retailers and business – and the public.

In politics, the Conservatives sprang to a near record lead over Labour (47% vs 29%). Theresa May's ratings have slipped slightly, but she remains far ahead of Labour on economic competence.



Elsewhere in this issue we look at support for new infrastructure – housing is seen as more of an issue than new airports (and 43% of Brits say their home fails on affordability or condition). Our US colleagues are busy tracking the US general election: we'll report on their accuracy next month, but 84% of Brits dislike Donald Trump.

We also have in-depth reports on India and Brazil, and our 'What Worries the World' G20 study shows the Spanish are most worried about unemployment, and South Africa and Hungary – corruption. In Britain it's extremism and immigration...

All this and much more – see you next month, when we will know who the President of the USA will be, and please put the 13th December in your diary – for our End of Year review in London – invites coming!

A handwritten signature in black ink that reads 'Ben Page'.

Ben Page
Chief Executive, Ipsos MORI

IPSOS MORI'S OCTOBER HIGHLIGHTS



POLITICS

- Conservatives lead Labour as party seen as most fit to govern
- The Conservatives' honeymoon continues
- Public divided on prioritising access to the Single Market or controlling immigration
- Concern about the NHS and education rises to the highest level for over a year
- Global poll finds unemployment is the biggest worry of the world



ECONOMY & BUSINESS

- Sharp fall in economic optimism over last month
- Do more! Poll shows Britons behind action on infrastructure
- Nationwide explores consumer confidence following referendum
- Getting started with text analytics



SOCIETY

- Poll on British influence
- Public services update
- Digital and social exclusion
- Millennials in the workplace
- Costs of early learning and childcare (ELC) provision



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INTERNATIONAL

- Eight in ten Britons unfavourable towards Donald Trump
- Flair Brazil 2017: debris or seeds?
- Youth of the nation poll: India



HOUSING

- Four in ten homes do not meet new Living Home Standard
- Scottish household survey annual report 2016



MEDIA, BRANDS & COMMUNICATIONS

- Just over half of females 65+ have accessed the internet over the last three months
- Brands don't buy brands – people do
- 6 secrets of digital storytelling
- More than words
- Micro-target or target everyone?
- Attitudes to potentially offensive language on TV and radio



EVENTS

- The Future of Research: Brand and Customer Experience
- Scotland's key challenges
- Cybercrime and corporate reputation



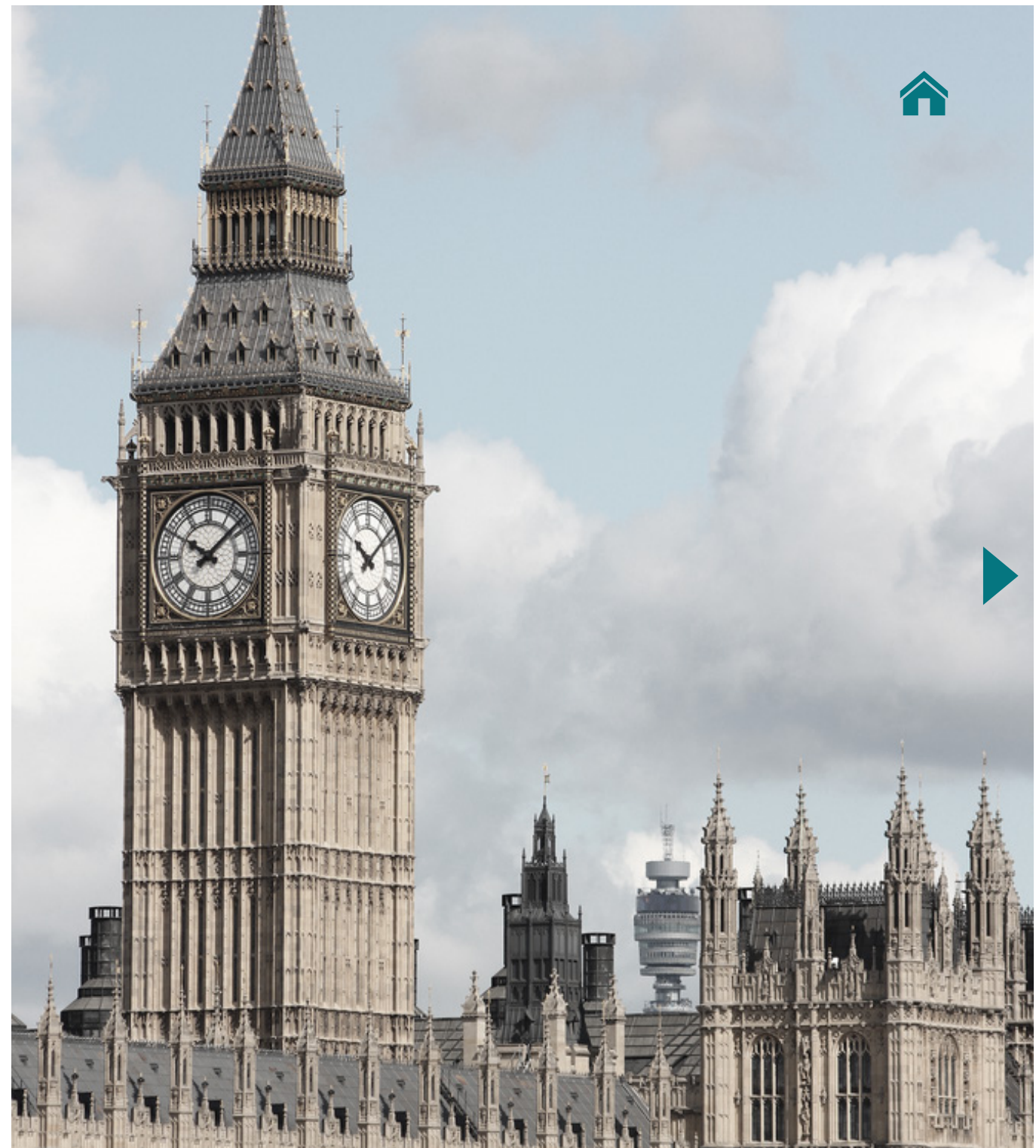
OPINION

- Life after David Cameron: the Conservatives have lost a major asset
- How to be the best

POLITICS



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CONSERVATIVES LEAD LABOUR AS PARTY SEEN AS MOST FIT TO GOVERN AND WITH GOOD TEAM OF LEADERS



Labour party image ratings have plunged compared to one year ago when Jeremy Corbyn first took the helm of the party, according to Ipsos MORI's latest Political Monitor.

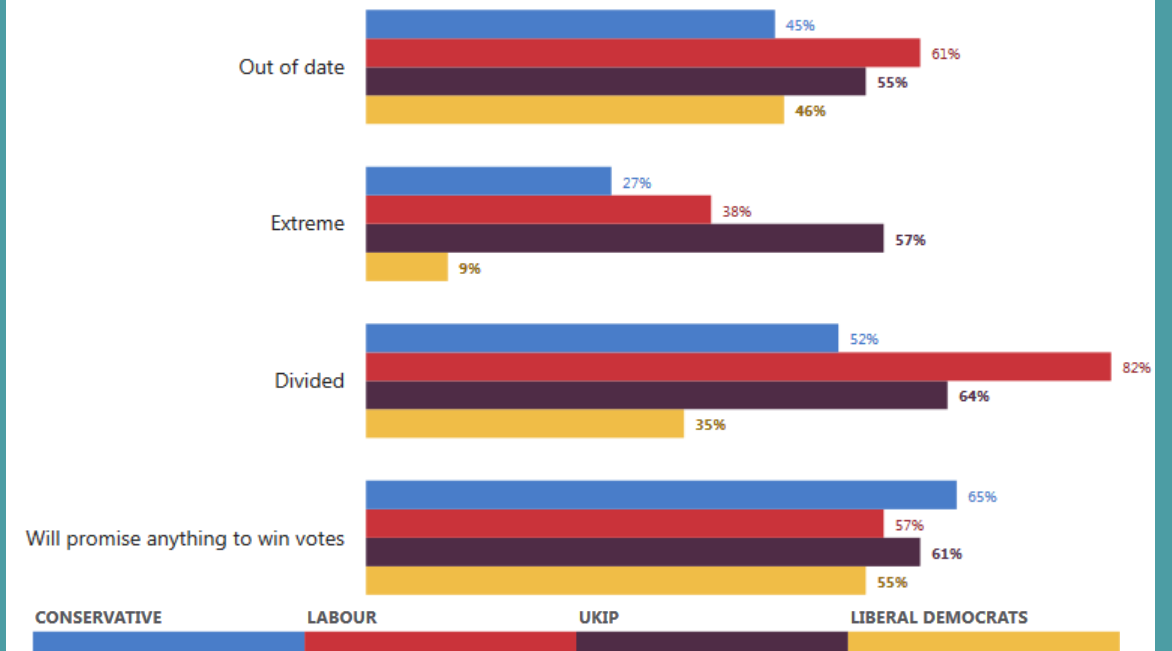
Key findings include:

- When asked about various favourable and unfavourable party attributes, Labour struggles on a number of key qualities. Just a quarter (26%) of the public see Labour as a party 'fit to govern' – down 9 points from September 2015.
- Two in five say that Labour 'understands the problems facing Britain' (41% - down 10 points), one in three that it 'looks after the interests of people like me' (33% - down 10 points), and one in five say it 'has a good team of leaders' (21% - down 6 points).
- The Conservative party scores better than Labour on many qualities, while there has been less change in perceptions from September 2015. More than half say the Conservatives are 'fit to govern' (53% - down 3 points) and just under half see them as having a 'good team of leaders' (47% - down 2 points).

[Read more ...](#)

I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to.

Negative attributes of party image



Base: 1,016 British adults 18+, 14th – 17th October 2016

THE CONSERVATIVES' HONEYMOON CONTINUES



The latest Ipsos MORI Political Monitor shows that despite growing anxieties over the economy the Conservative honeymoon continues with Labour not taking advantage for the moment at least.

Key findings include:

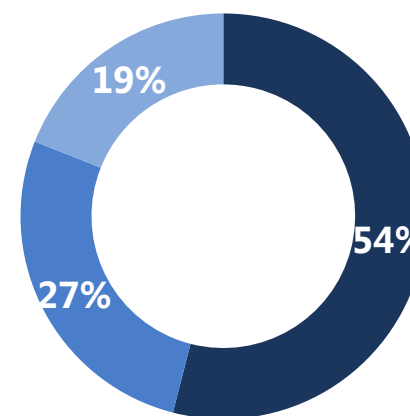
- Theresa May's ratings are still higher than Jeremy Corbyn's, although hers have fallen and his risen over the last month. Half (48%, down six points) remain satisfied in Mrs May doing her job as Prime Minister (32% dissatisfied) leaving her a net satisfaction score of +16.
- This compares with three in ten (31%, up four) who say they are satisfied with Mr Corbyn as Labour leader and more than half (55%) who are dissatisfied, giving him a net satisfaction score of -24.
- Ms. May remains highly favourable in the eyes of Conservative supporters with four in five (80%) satisfied with her doing her job while 54% of Labour supporters say they are satisfied with Jeremy Corbyn. Tim Farron however still remains little known to the public with 44% saying they have no opinion of him (22% satisfied and 34% dissatisfied).

[Read more ...](#)

Are you satisfied or dissatisfied with the way Theresa May is doing her job as Prime Minister?

Are you satisfied or dissatisfied with the way Jeremy Corbyn is doing his job as leader of the Labour party?

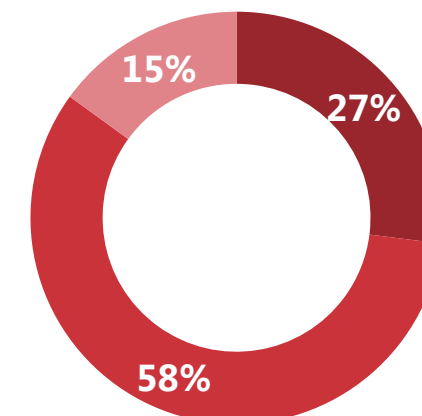
October 2016 (All)



SATISFIED	54%
DISSATISFIED	27%
DON'T KNOW	19%

Net = +27

Base: 1,016 British adults 18+, 14th – 17th October 2016



SATISFIED	27%
DISSATISFIED	58%
DON'T KNOW	15%

Net = -31

Base: 1,016 British adults 18+, 14th – 17th October 2016

PUBLIC DIVIDED ON PRIORITISING ACCESS TO THE SINGLE MARKET OR CONTROLLING IMMIGRATION



With up to five months to go before the start of formal negotiations on Brexit, Ipsos MORI's new Political Monitor shows a public divided in their priorities for Britain's future relationship with Europe after it leaves.

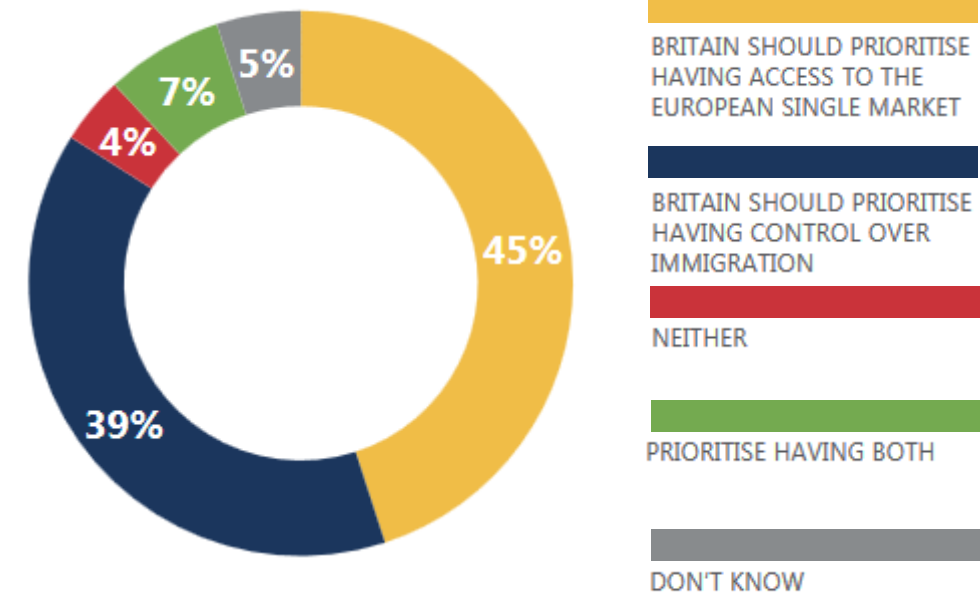
Key findings include:

- Forty-five percent think Britain should prioritise access to the European Single Market while 39% say it should prioritise controlling immigration.
- Public opinion is largely split along the lines of how specific groups tended to vote in the referendum on EU membership.
- The Single Market is the priority for professionals and skilled workers with more than half (54%) of ABC1s and two in three (67%) graduates preferring Britain to put this option first. This compares with those in social classes C2DE preferring to prioritise immigration control (51%), as do those without a qualification (53%).
- There is also a clear age difference. Fifty-seven percent of 18-34 year olds favour access to the Single Market (24% favour immigration control) compared with 32% of those aged 55+ (50% of whom favour immigration control).

[Read more ...](#)

Should Britain prioritise single market access or control of immigration in its future relationship with the EU?

October 2016



Base: 1,016 British adults 18+, 14th – 17th October 2016

CONCERN ABOUT THE NHS AND EDUCATION RISES TO THE HIGHEST LEVEL FOR OVER A YEAR



The September 2016 Ipsos MORI Issues Index shows there has been a leap in public concern about the NHS.

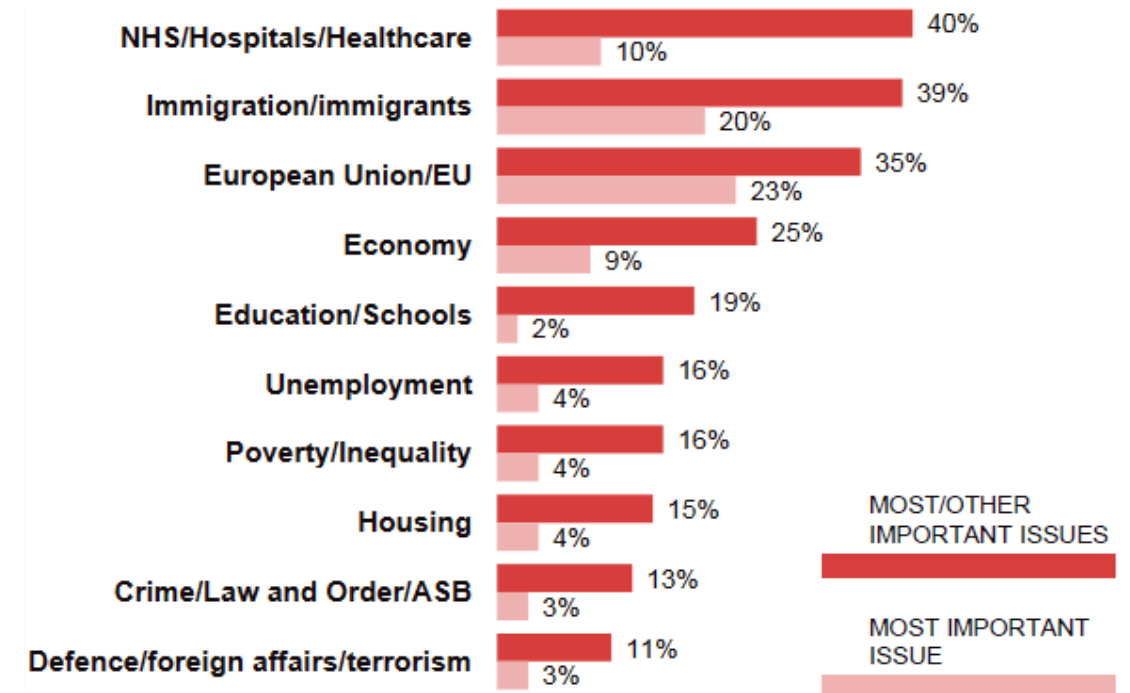
Key findings include:

- 40% see the NHS as a big issue facing the country, up nine percentage points from August and the highest score since June 2015. Having said that, only 10% see it as the biggest single issue facing the country. Fieldwork began just before the cancellation of the September Junior Doctors' strike, scheduled for the 12th – 16th September.
- Concern with immigration has also risen by four percentage points, with 39% seeing it as one of the biggest issues facing Britain and 20% saying it is the single biggest issue. The EU is seen as the third biggest issue, by 35% of the public (also up for percentage points), and is also seen as the single biggest issue facing the country (by 23%).
- Following the Government's announcement on grammar schools, those who say education is a key issue have risen by five percentage points to 19%, the highest since May 2015.

[Read more ...](#)

What do you see as the most/other important issues facing Britain today?

Top mentions %



Base: 980 British adults 18+, 2nd – 22nd September 2016

GLOBAL POLL FINDS UNEMPLOYMENT IS THE BIGGEST WORRY OF THE WORLD



The global survey asked 25 countries around the world what are the issues which most worry them and whether they think things in their country are headed in the right direction.

Key findings include:

- Unemployment is the biggest worry of the world
- Britain is the country most worried about immigration and extremism out of 25 countries around the world
- French most likely to say things are going in wrong direction in their country

In Britain, **immigration** is the number one worry, and we have the highest reported level of worry about immigration of any country included in the study (42%).

It finds overall, people across all countries are more likely to think things in their country are off on the wrong track (63%), than headed in the right direction (37%).

Concern about **terrorism** is highest in Turkey (76%), and this is also the highest level of worry about any issue across all of the countries surveyed.

Healthcare, the fifth most frequently mentioned issue globally, is a significant concern in Hungary (where 59% mention it) and Brazil (50%).

[Read more ...](#)

Which three of the following topics do you find the most worrying in your country?*

August 2016

			% change compared with previous month:	
			Aug 2016	
UNEMPLOYMENT		38%	▲	+2
FINANCIAL/POLITICAL CORRUPTION		33%	▲	+1
POVERTY & SOCIAL INEQUALITY		33%	▲	+1
CRIME & VIOLENCE		30%	▲	+1
HEALTHCARE		22%	▲	+1

Base: Adults 16-64 c. 18,000 per month

ECONOMY & BUSINESS



Ipsos MORI



SHARP FALL IN ECONOMIC OPTIMISM OVER LAST MONTH



Public optimism over the strength of the economy has fallen sharply in the last month according to Ipsos MORI's latest Political Monitor.

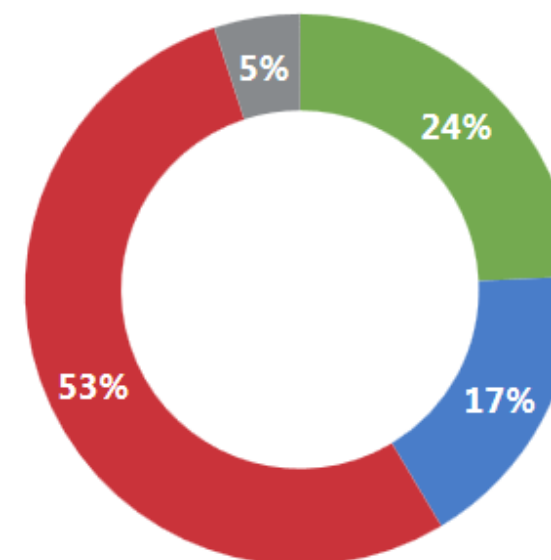
Key findings include:

- More than half (53%, up from 37% in September) think the economy will get worse over the next twelve months, with a quarter (24%) thinking it will get better and 17% saying it will stay the same – leaving an overall Economic Optimism Index score of -29 (compared with -1 in September).
- The public also express pessimism over the recent devaluation of the pound. More than half (55%) say they believe the decline in the pound's value to be a bad thing for Britain – just 14% say it is a good thing and another 26% say it will make no difference.
- Concerns over the economy are accompanied by rising public worry over what Brexit means for their standard of living. The new poll also reveals that half (49%) believe their own standard of living will be worse as a result of Britain voting to leave the EU in last June's referendum – a sharp increase from July when just over a third (36%) said things would get worse.

[Read more ...](#)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

October 2016



IMPROVE	24%
STAY THE SAME	17%
GET WORSE	53%
DON'T KNOW	5%

EOI = -29

Base: 1,016 British adults 18+, 14th – 17th October 2016

DO MORE! POLL SHOWS BRITONS BEHIND ACTION ON INFRASTRUCTURE



Ahead of the Autumn Statement, a new global infrastructure study that finds the majority of the public think that Britain is not currently doing enough to meet the country's infrastructure needs.

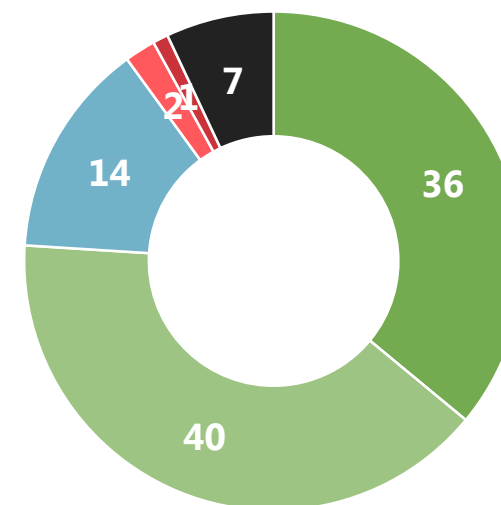
Key findings include:

- Some 60% of Britons agree that we are not doing enough as a country to meet our infrastructure needs and 76% are of the view that investment in infrastructure is vital to future economic growth.
- The survey also finds 44% backing for Government borrowing money to fund investment in better/more infrastructure, with 16% opposed and 40% unsure either way (including don't knows).
- Twice as many are comfortable with the idea of foreign investment in new infrastructure as are not (42% against 20%) if it means that projects can be delivered more quickly. This makes Britons more comfortable with foreign investment than G8 countries as a whole (37%).
- Priorities for investment are new housing supply (48% choose this from a list), flood defences (45%) and rail infrastructure (44%).

[Read more ...](#)

To what extent do you agree or disagree...? Investing in infrastructure is vital to GB's future economic growth

■ % Strongly agree ■ % Tend to agree ■ % Neither/nor
■ % Tend to disagree ■ % Strongly disagree ■ % Don't know



Base: 1,001 British adults 16-65 (online), 26 August – 9 September 2016

NATIONWIDE EXPLORES CONSUMER CONFIDENCE FOLLOWING REFERENDUM



A new poll for Nationwide reveals that despite some economic concerns following the referendum, the majority (58%) of the public feel that their personal financial situation will be unchanged over the next six months.

Key findings include:

- Two thirds (67%) are concerned about the costs of goods and services increasing in the next six months – making this an issue that the public would like the government to prioritise in exit negotiations.
- The NHS is considered the most important issue facing the UK – selected as important by 61%.
- Immigration control (50%) is seen as the second most important issue, followed by terrorism (37%) and Britain's future relationship with the EU (36%);
- Pessimism about Brexit's economic impact diminishes over time.
- In considering the impact of the referendum on the British economy, 42% feel that the economy will be worse over the next 12 months compared to 20% who think it will be better.

[Read more ...](#)



GETTING STARTED IN TEXT ANALYTICS



The market has matured. Picking the right tool is now more about ensuring the outputs will fit your needs. This is no small challenge, not least because jargon and terminology abound in this market.

From semantic engines that identify word patterns then use rules-based approaches to build categories, it can be difficult to know exactly what you are getting.

Fiona Moss outlines the key questions which may help:

1. Is your focus on exploring the data or categorising and quantifying it?
2. How much data do you have?
3. How much consistency will you need in the analysis over time or between projects?
4. How much transparency and control over the categorisation do you need?
5. Is there a lot of "noise" in your data (for example, do your social media comments contain a lot of irrelevant posts)?
6. How much granularity will you require?

[Read more ...](#)

Getting Started in Text Analytics

Fiona Moss

The questions to ask

SOCIETY



POLL ON BRITISH INFLUENCE



A new poll by Ipsos MORI reveals that the public believes 'setting an example in the values we believe in' will be vital in building Britain's influence in the world over the next 10-20 years.

Britain's economic influence, diplomatic relations and membership of multi-national bodies are also all seen by many as very important to the country's role on the world stage.

Key findings include:

- 51% say "setting an example in the values we believe in" will be very important in building Britain's influence in the world over the next 10-20 years.
- Britain's economic influence (44%), diplomatic relations (43%) and membership of multi-national bodies (41%) are also all seen as very important by at least four in ten.
- Somewhat fewer think Britain's cultural (30%) and military (22%) influence will be as important.

[Read more ...](#)



PUBLIC SERVICES UPDATE



We've put together the attached briefing pack on public attitudes to the most important issues facing the country, from health to immigration, and devolution to social mobility (and not forgetting Brexit).

This report will cover Britons' top priorities as well as looking at what the public think about the following key concerns:

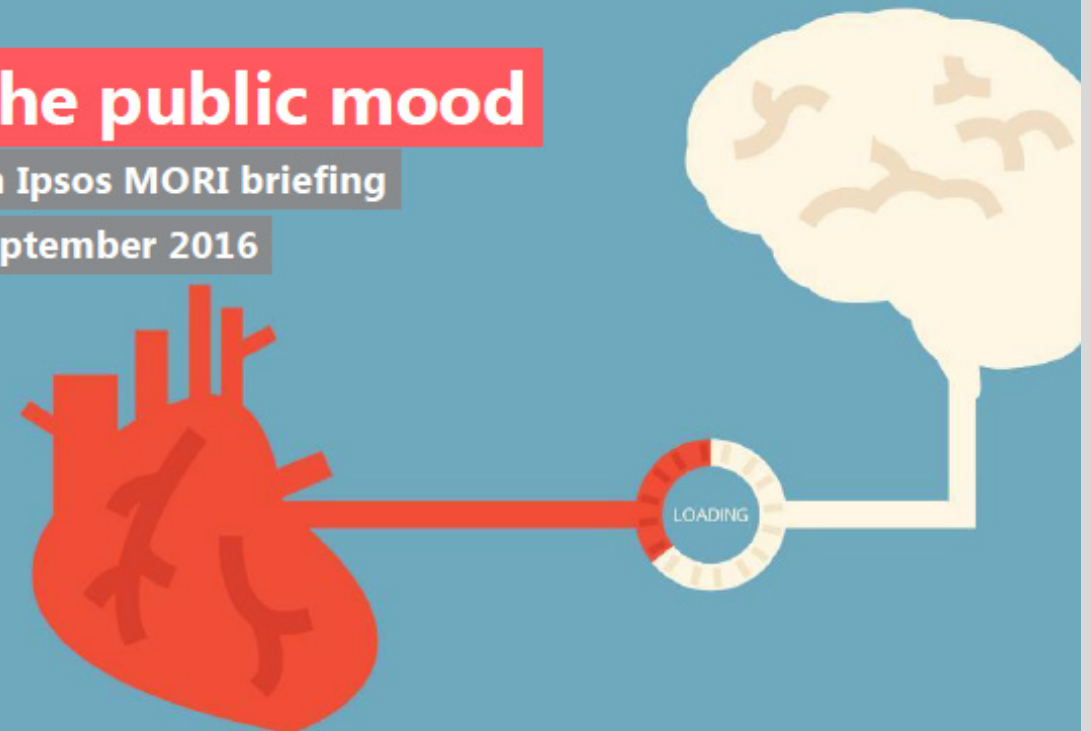
- Brexit
- Immigration
- Public services
- The NHS
- The economy and infrastructure
- Social mobility and housing
- Changing social values

[Read more ...](#)

The public mood

An Ipsos MORI briefing

September 2016



DIGITAL AND SOCIAL EXCLUSION



Ipsos MORI was commissioned by Carnegie UK Trust to explore the relationship between digital exclusion – lacking access to online resources and services – and social exclusion.

Social exclusion encompasses a range of impacts but broadly describes a situation where individuals are unable to participate fully in social life to the detriment of individuals and society as a whole.

The research comprised three elements:

- A literature review that summarises the available literature on the relationship between digital and social exclusion.
- Initial analysis of the Scottish Household Survey (SHS) 2015 to assess the availability of data and identify potential indicators of social exclusion.
- Further analysis of Scottish Household Survey 2015 data using logistic regression and CHAID to examine whether digital exclusion is a driver of different dimensions of social exclusion.

Read more ...



MILLENNIALS IN THE WORKPLACE

Millennials are more enthusiastic and motivated, work in a more trusting and supportive environment and feel better managed and trained.

But this was also the case among younger employees ten years ago.

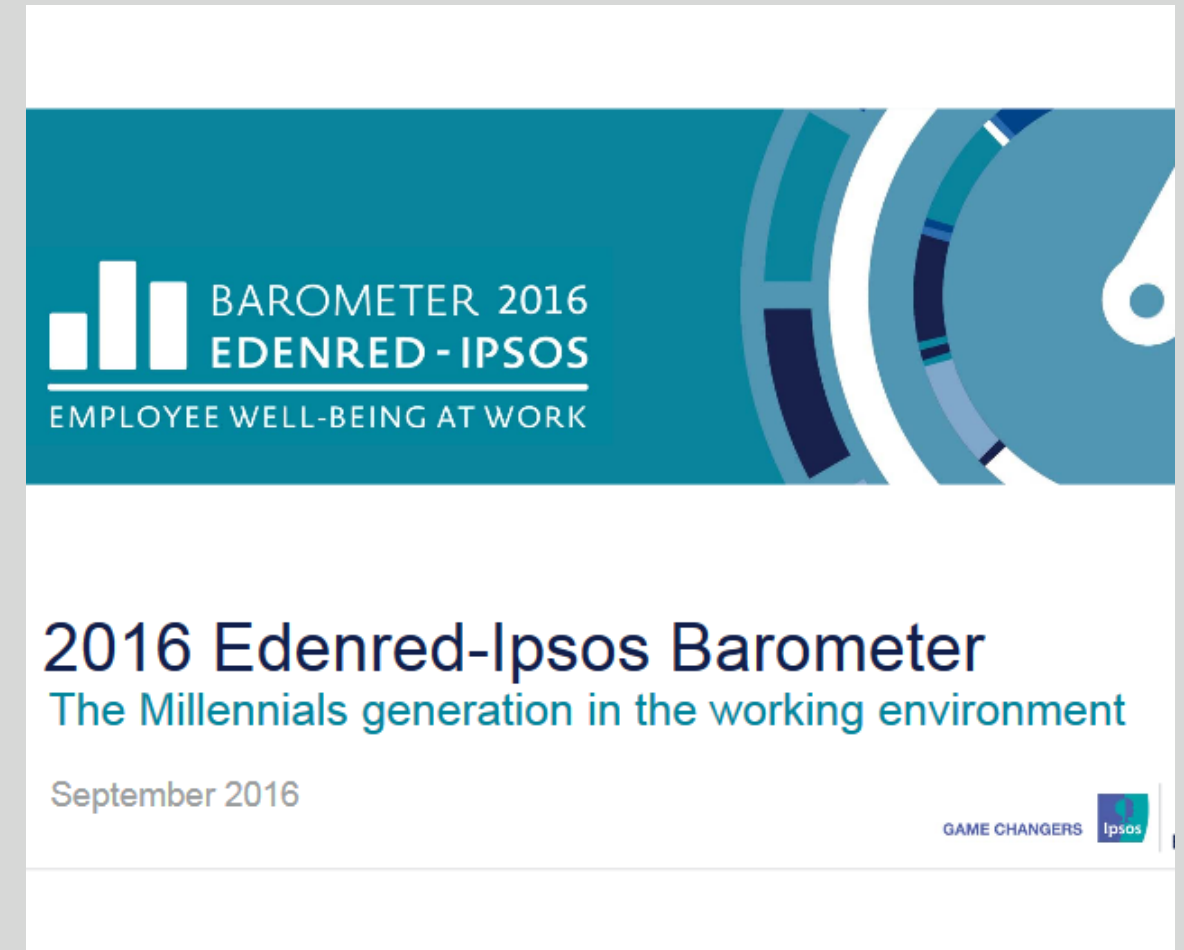
So is this a generational effect or just the classic attitudes of new joiners on the job market?

The latest *Edenred-Ipsos Barometer* finds that, in a series of areas, the perspectives of millennials in the workplace do not differ very much from those of their older colleagues.

For example, when it comes to what people are looking for from their line manager, employees across the age spectrum are all looking for honesty, fairness and someone who shows them respect.

Download the full report for full details of the research, based on analysis of younger workers across 15 countries.

[Read more ...](#)



COSTS OF EARLY LEARNING AND CHILDCARE (ELC) PROVISION



Ipsos MORI Scotland were commissioned by the Scottish Government to estimate the costs of providing ELC to its partner providers in the private and not-for-profit sectors.

The online survey of providers collected detailed information about their costs, fees, income, capacity and occupancy.

The data was used to calculate estimates of costs per childcare hour, to inform analysis of options for extending Scottish-Government funded ELC provision from the current 600 hours to 1,140 hours for eligible two, three and four year-olds.

The survey also explored partner providers' attitudes to the future and how confident they were about their ability to accommodate the planned expansion in hours.

As such, this report is intended primarily to provide technical information about how these estimates were arrived at, rather than to provide more substantive analysis or interpretation of the findings. However, in the interests of facilitating further dialogue around future expansion, the final chapter includes a summary of some of the key findings.

[Read more ...](#)

Costs of Early Learning and Childcare Provision in Partner Provider Settings



CHILDREN, EDUCATION AND SKILLS

INTERNATIONAL



Ipsos MORI



EIGHT IN TEN BRITONS UNFAVOURABLE TOWARDS DONALD TRUMP



US presidential candidate Hillary Clinton is still faring better than her rival in the eyes of the British public, new findings from our Political Monitor show.

Key findings include:

- When asked if they have a favourable or unfavourable opinion of the Democrat presidential candidate, just under half (46%) said they have a favourable opinion, while 36% say they view her unfavourably.
- This is by some margin more positive than Britons' views of Republican candidate Donald Trump, of whom 84% say they have an unfavourable opinion (and seven in ten very unfavourable), while only 7% say they are favourable.
- That said, both candidates have seen their ratings suffer over the last year. The former First Lady has seen a 21 point increase in her "unfavourable" rating since December 2015, and the number saying they view Trump unfavourably has increased 10 points.

[Read more ...](#)



FLAIR BRAZIL 2017: DEBRIS OR SEEDS?



The latest report in our Ipsos Flair series, written collectively by local experts and designed to present a vision of a country.

Currently, Brazil's situation is hectic. And this is not the first time the country has faced a difficult situation like this. Some might say the country is condemned to live as if it were on a rollercoaster. But, this time, it may be different. And this is our bet: the current political, economic and moral crisis can awake a new conscience and trigger a real transition.

Some of the headlines summarising Brazil today:

1. Brazil is on the wrong track, say 87% of its people.
2. Brazil's sharing economy is growing.
3. Brazil hasn't lost its sense of humour.
4. Brazil is experiencing a new wave of feminism
5. Brazil is ageing; brands need to adapt accordingly

[Read more ...](#)



Brazil 2017:
Debris or Seeds?

YOUTH OF THE NATION POLL: INDIA



Indian consumers express scepticism about shopping online – unless discounts are on offer. This major survey focuses mainly on the views of Indians aged under 35, across the country's top 10 cities. Among the findings:

In the second edition of the **Youth of the Nation Poll**, a study by Ipsos and the news app *Inshorts*, 54% of respondents say they won't shop online unless a discount is offered. 74% said they have used a dating app but only 6% have met someone through it.

- More are using Instagram than Twitter or Snapchat
- Only 11% have conducted a transaction using a chatbot or a personal assistant app
- 80% of respondents say YouTube is the place where they find themselves watching more videos these days
- Out and about, 59% say their experience as a railway passenger has improved over the last two years

[Read more ...](#)

YOUTH OF THE NATION POLL

Conducted by:



Inshorts MediaLabs Pvt. Ltd

Poll Duration:

25th July - 7th August 2016

HOUSING



Ipsos MORI



FOUR IN TEN HOMES DO NOT MEET NEW LIVING HOME STANDARD



The Living Home Standard - the result of 9 months of research undertaken by Ipsos MORI on behalf of Shelter and British Gas - represents the first definition of what home means that has been defined by the public, for the public.

Four in ten homes do not meet the new Living Home Standard. Among the groups most likely to fail the Living Home Standard overall are those living in the private rented sector (69%), in Local Authority rented accommodation (68%) and in accommodation rented from a Housing Association (66% fail).

The **affordability** dimension saw the largest proportion fall short of the standard: twenty-seven per cent of the British public live in homes which do not meet the criteria to pass the affordability dimension.

Nearly one in five people in Britain (18%) live in homes that fall short of the Living Home Standard in criteria relating to **decent conditions**, and one in ten (11%) do not meet the criteria relating to **space**.

The **neighbourhood** dimension fares best, with five per cent of the British public who do not meet the criteria required to pass the Living Home Standard in this dimension, and one in ten (10%) fail the criteria in the **stability** dimension.

[Read more ...](#)



SCOTTISH HOUSEHOLD SURVEY ANNUAL REPORT 2016



The annual report of the Scottish Household Survey for 2016 has been published by the Scottish Government.

Key findings include:

- **Housing:** The total number of households in Scotland increased by 11 per cent from 2.19 million in 1999 to 2.43 million in 2015.
- **Neighbourhoods:** More than half (56 per cent) of adults rated their neighbourhood as a very good place to live in 2015.
- **Economic Activity:** In 2015, a higher proportion of men (60 per cent) than women (50 per cent) were 'currently in work'.
- **Household finances:** The proportion of households reporting that they manage well financially increased from 52 per cent in 2014 to 55 per cent in 2015.
- **Internet:** Eighty per cent of Scottish households reported having internet access at home in 2015, unchanged from 2014.

[Read more ...](#)



Ipsos MORI

MEDIA BRANDS & COMMUNIATIONS



Ipsos MORI



JUST OVER HALF OF FEMALES 65+ HAVE ACCESSED THE INTERNET OVER THE LAST THREE MONTHS

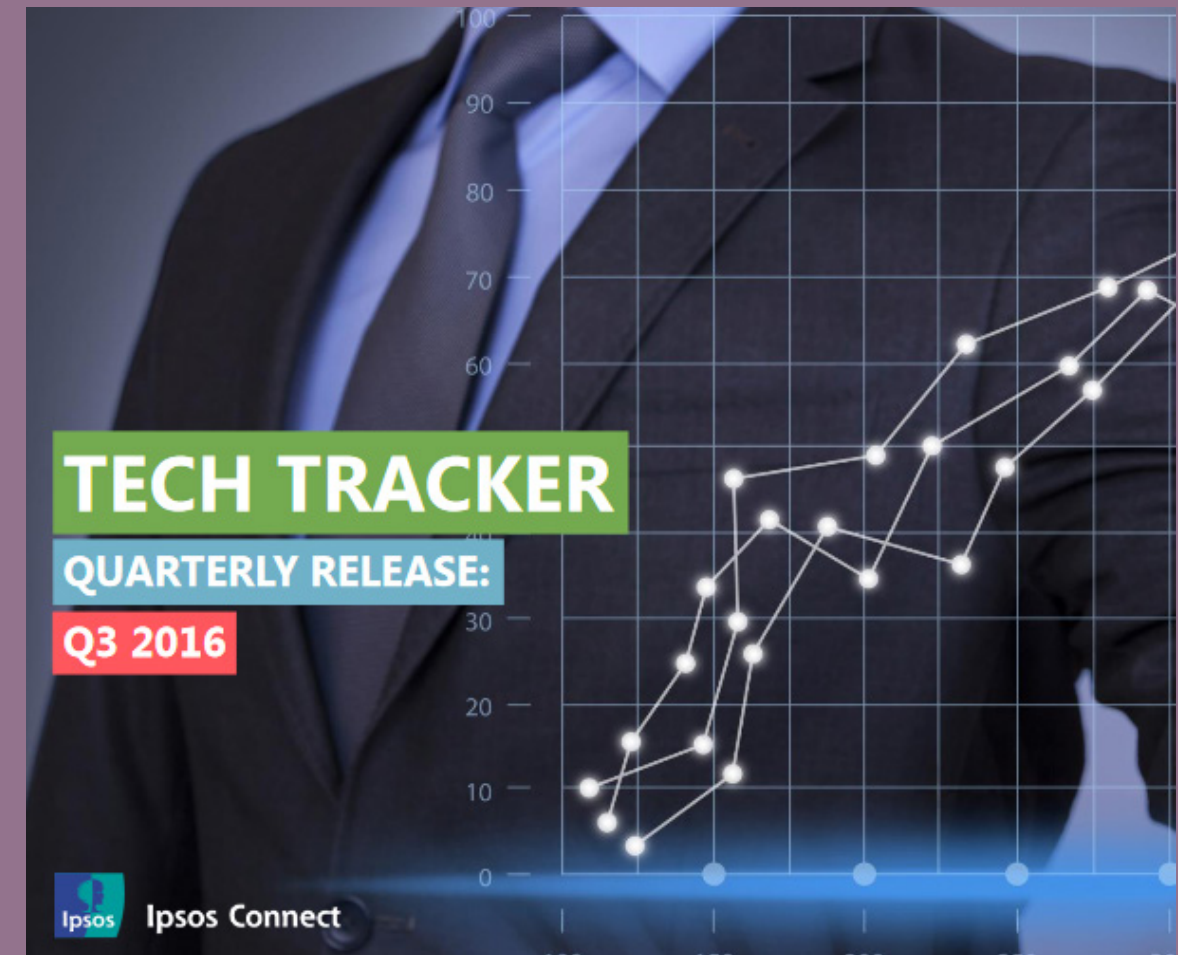


Ipsos Connect's Tech Tracker is a quarterly, GB nationally representative research survey which measures the emerging trends and developments in technology.

Key findings include:

- 56% of females 65+ have accessed the internet in the last 3 months. This rises to 69% for males of the same age group.
- Males (38%) and females (29%) 65+ from social grade DE are least likely to have accessed the internet recently.
- Broadband at home remains the preferred method to access the internet with 77% but smartphone access is closing the gap rapidly and is now at 71%.
- Nearly two thirds of the GB populations now access social networks on any device. Smartphone continues to be the preferred device to use at 41% with PC/laptop closing the gap again now at 39%.
- Facebook (62%) remains by far the most used social network while Twitter (19%), Instagram (19%), Google+ (18%), Snapchat (15%) and LinkedIn (13%) are all under 20%.

[Read more ...](#)



BRANDS DON'T BUY BRANDS – PEOPLE DO



How can businesses grow their brands? A simple question with complex answers – answers that start with people in real life.

In order for brands to grow they need to attract more people, more easily and more often. In this new white paper, Douwe Rademaker and Ben Joosen set out the key issues, drawing on their latest Research & Development.

The paper provides three recommendations for brand managers:

- Strive to identify what people expect from the category and their brand: this is essential in order to ensure brand experiences reinforce these prominent memory structures and their brand is implicitly retrieved in the moment of choice.
- After deciding what is important to be included in your messaging, reinforce these in a consistent manner.
- Finally, build in cues or brand assets that make it easy for people to recognise you – so whenever consumers see your brand cues or assets, the brand comes to mind.

[Read more ...](#)

Brands Don't Buy Brands – People Do

Douwe Rademaker & Ben Joosen



Ipsos MORI

6 SECRETS OF DIGITAL STORYTELLING



Peter Minnium discusses the art of good storytelling and the best ways marketers can tell those stories in digital media.

Humans are programmed to find a story in everything we see. Every picture, word or sentence, no matter how simplistic, is imbued with deeper meaning. This hardwiring helps our brain understand, contextualise and retain details about the world around us.

Six secrets to digital storytelling:

1. From sequential to simultaneous communications
2. From owned to shared supply chain
3. From linear storytelling to systemic story-building
4. From kinescope to kaleidoscope content
5. From incite to insight
6. From craftsman to craft guild

[Read more ...](#)



MORE THAN WORDS



Whilst reading words is still fundamental for how we communicate, a picture really can tell a thousand words, and this opens up different opportunities for brands to communicate with consumers.

With the rapid rise of visual language, it is becoming increasingly important for both researchers and brands to understand how to unpick and analyse this new vocabulary; deconstructing the discourse, to stay ahead of the curve.

At Ipsos Connect we believe to succeed, brands and media owners should follow these 4 rules:

- Tailor content to fit the platform
- Harness social media platforms in creative visual ways to effectively communicate with consumers
- Tone of voice can differ by platform, but brand values and personality must remain consistent and authentic
- Avoid getting lost in a sea of algorithms by investing in a social media strategy and partnering with influencers

[Read more ...](#)



MICRO-TARGET OR TARGET EVERYONE?



What is the best way to get the right amount of reach but also the right precision? Some marketers are seduced by the promise of micro-targeted precision through digital media spend. Others go broad and target everyone.

What is the right balance for your brand? Frustrating though it may be – the answer is “it depends”.

Even as people’s media consumption habits have changed beyond recognition in the last few years, some key learnings have held true.

1. Reach is more important than frequency. Excessive targeting can lead to excessive frequency. Excessive frequency leads to diminishing returns, poor ROI – and increased use of ad blockers...
2. Creative is king. Unlike the content that surrounds it, advertising does not have an in-built audience – even when micro-targeted. It needs to earn the right to a place in people’s dwindling attention spans. Learn how to harness emotions to gain and retain that attention.

[Read more ...](#)



ATTITUDES TO POTENTIALLY OFFENSIVE LANGUAGE ON TV AND RADIO



A new report by Ipsos MORI for the regulator Ofcom outlines public attitudes to offensive language on TV and radio.

The report reveals that:

- Discriminatory or racist words were the least acceptable categories of words as people perceived these to be the most harmful to others as well as vulgar.
- The watershed remains important for protecting audiences, especially children, from strong language.
- Context is one of the most important considerations in assessing acceptability of language, making isolated judgements of specific words difficult.
- Aspects such as time, frequency, audience expectations of channel, genre and programme, warnings, tone, and other mitigating steps are taken into account by most people.
- Strong language is more likely to be tolerated if it reflects realistic situations, and is not gratuitous or excessive.

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EVENTS



Ipsos MORI



THE FUTURE OF RESEARCH: BRAND AND CUSTOMER EXPERIENCE



Brands create an expectation of an experience but are also formed from the sum of actual experiences. Social media and digital access to products and services have changed the relationship between brands and customers.

Expectations are increasingly formed by experiences from different categories, while experiences positive and negative alike are instantly amplified by online customer reviews.

Join us alongside Santander and HM Courts & Tribunals service where we will explore the relationship between customer experience and brand image.

Speakers:

Sue Willis, MD of Customer Experience & Complaints, *Santander UK*

Sidonie Kingsmill, Customer Director, *HM Courts & Tribunals Service*

Colin Strong, Global Head of Behavioural Science, *Ipsos*

Stephen Yap, Head of Customer, *Ipsos Loyalty*

[Read more ...](#)



SCOTLAND'S KEY CHALLENGES



Ipsos MORI Scotland held an event to share insights from their latest research and explored how measuring public perception can be a valuable tool to help Parliament respond to the challenges it faces.

The fifth session of the Parliament sees MSPs with more powers and greater responsibility than ever before.

With these new powers comes a range of challenges for the Parliament, across areas such as the economy, poverty and inequality, health, and the environment, not to mention constitutional change.

For the past 20 years, Ipsos MORI Scotland has led the way in conducting research across the public, private and third sectors. The research spans the full range of areas overseen by the Parliament and has been used to help drive government policy in these areas.

You can view the slides presented at the event by following the link below.

[Read more ...](#)



CYBERCRIME AND CORPORATE REPUTATION



On 18 October, we presented exclusive research by Ipsos MORI's Reputation Centre that revealed what businesses, MPs and the public think about cybercrime and corporate reputation.

"It keeps me up at night. Whichever industry you are in, you are absolutely not untouched by cyber-criminals." - *Member of Ipsos MORI Reputation Council*

Cyber-criminality is a growing and evolving threat for businesses; the UK government has recently made cyber-security a top priority. But where does cybercrime sit on the corporate risk register? And how can communicators help to mitigate the reputational, as well as commercial, threat to their businesses?

Exclusive research by Ipsos MORI's Reputation Centre revealed what business leaders, policy makers and the public think. Our expert panel discussed the extent of the threat, and how businesses should respond.

You can view the slides presented at the event by following the link below.

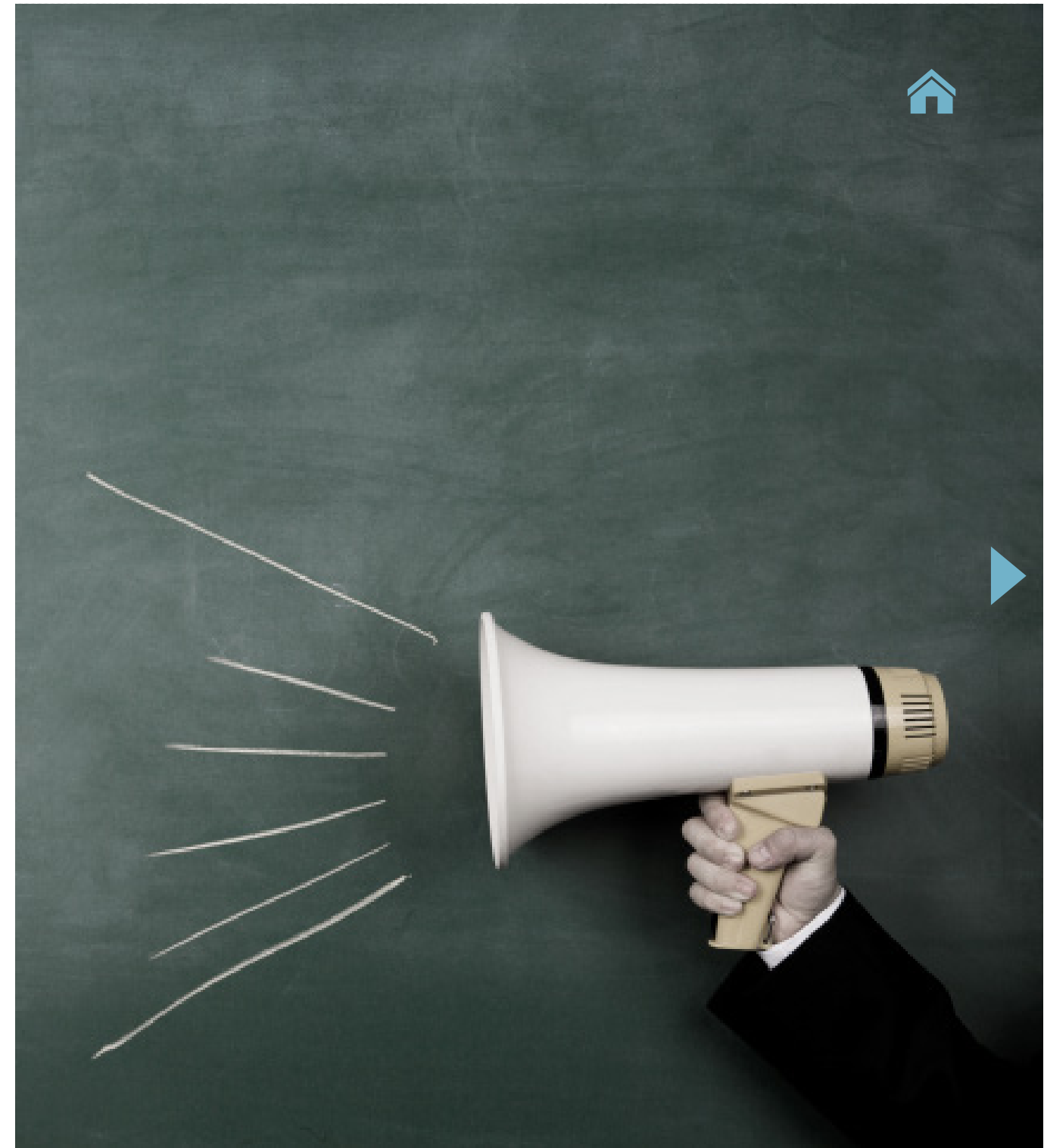
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OPINION



Ipsos MORI





Life after David Cameron: the Conservatives have lost a major asset

David Cameron was almost always positively rated by the public – or at least viewed more favourably than is usual for politicians, says Roger Mortimore in The Conversation.

[Read more ...](#)

How to be the best

Brexit is still a moveable feast for the government but not for the three million plus EU citizens who work across the UK, many in the NHS, social care and other key sectors.

[Read more ...](#)

Infrastructure plans – public says “get on with it, (but do it right)”

New research on public attitudes to infrastructure development has an encouraging message for the industry, but many challenges lie ahead, blogs Ben Marshall in Infrastructure Intelligence.

[Read more ...](#)

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All methodological details are available via the website links



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