

# Ipsos MORI Highlights

## September 2017

**Brexit is seen as the biggest issue facing Britain – but concern about immigration is falling**

**Jeremy Corbyn's ratings improve since 2016 conference season, Theresa May's get worse**

**The majority of Britons believe that the country's economy will get worse over the next 12 months**

**Visit the Ipsos MORI Lates site for neuroscience, Virtual Reality, cultural truths and more ...**



Ipsos MORI

# WELCOME TO SEPTEMBER HIGHLIGHTS

September sees Labour ahead in the polls, and Jeremy Corbyn overtaking Theresa May on some key personal scores. This is a dramatic shift from this time last year. Even as recently as mid May, 70% expected a Tory majority at the June 8 election, but in fact Jeremy Corbyn has seen his ratings rise and rise. His last challenge before Downing Street beckons perhaps, is to overtake Theresa May on being a “competent leader” where he remains 7 points behind.

Labour is certainly benefiting from record concern about poverty this year, even with record employment, and this month we see economic confidence still lower than in January, and rising concern about inflation.

Elsewhere in this issue we look at generational differences, with more evidence of the economic challenges facing Millennials for the Resolution Foundation. Many of them say they would prefer to have been born in a previous era, in part because of real pessimism about their chances of ever owning a home. With older Millennials now 37, for the BBC we looked at the next generation - Generation Z - who feel misunderstood. For example, many regard themselves as hard working, whereas older groups are far more sceptical about them.

We have also looked at ‘trust’ in two separate reports. For the young, doctors and teachers do well, but journalists rather less so. Overall as we showed in [Millennial Myths](#), younger cohorts do trust other people less than older generations at the same age.



When it comes to trust in science, our report for Roche shows how the NHS completely dominates, with pharma companies much less credible to the public.

One thing that continues to unite the generations is their pride in the NHS – for The Kings Fund we find that three quarters – unchanged since 2000 – say it is so important to the UK we must maintain it “at all costs”, including, it seems, paying more tax personally.

Finally do look at the innovations in [Ipsos MORI Lates](#) and the talks, which were ‘sold out’ at our recent Design Museum event.

All the best

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

**Ben Page**  
**Chief Executive, Ipsos MORI**

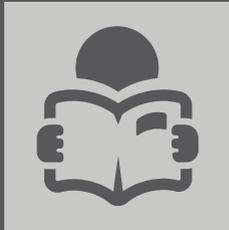
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# IPSOS MORI'S SEPTEMBER HIGHLIGHTS



## POLITICS

- Brexit is seen as the biggest issue facing Britain
- Jeremy Corbyn's leader image ratings improve since last conference season, Theresa May's get worse



## SOCIETY

- Ipsos MORI Lates
- The Millennial Bug: Public attitudes on the living standards of different generations
- Doctors are the most trusted profession among school children
- Opinions of Generation Z's ambitions and priorities differ greatly between the generations
- Half of UK adults would support universal basic income in principle
- Attitudes to spirituality among engineering, technical and medical professionals



## ECONOMY & BUSINESS

- Public remain pessimistic about the health of Britain's economy
- Growing negativity among consumers about current levels of inflation in the UK



## INTERNATIONAL

- New global study reveals unease about immigration around the world



## HEALTH

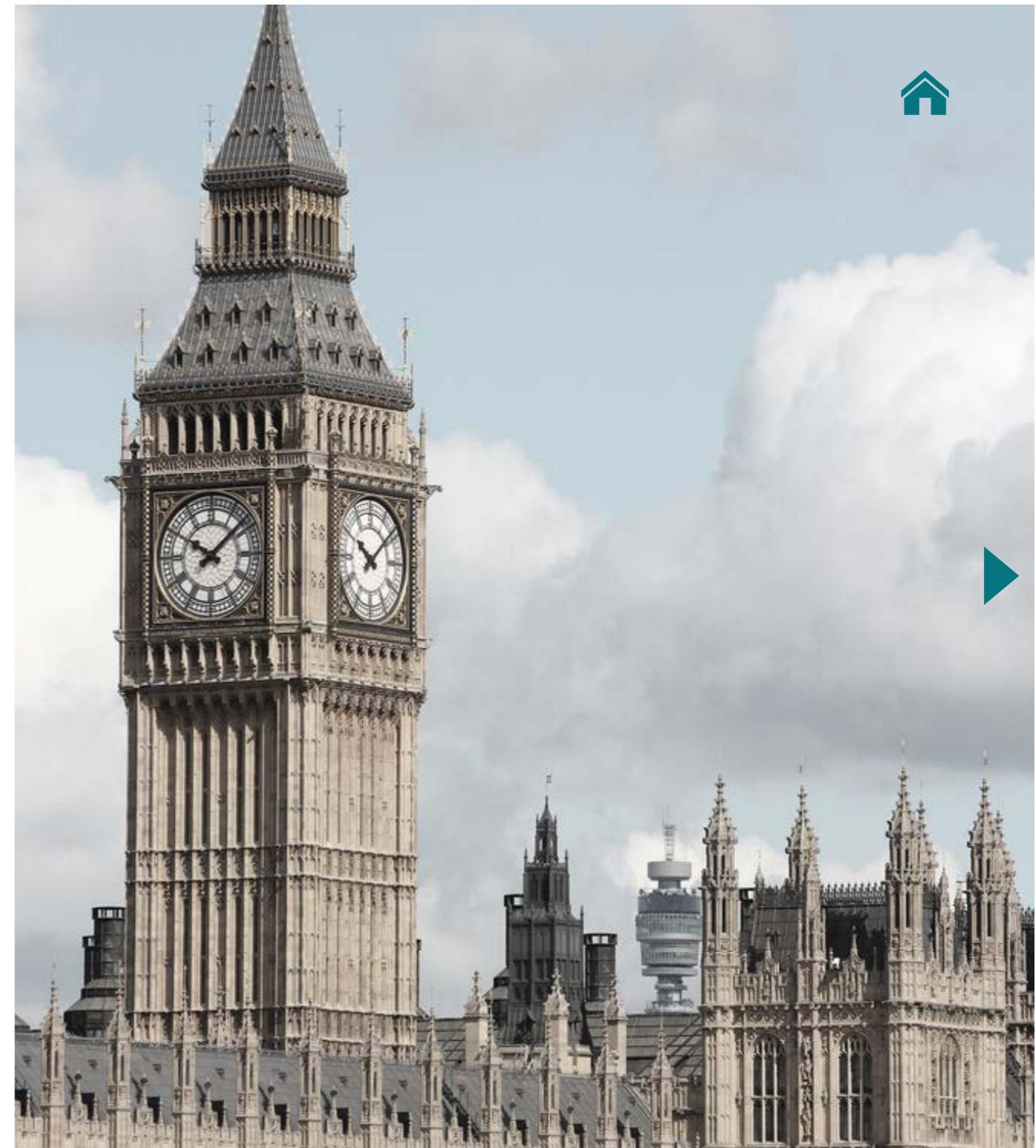
- What do the public think about the NHS?
- Majority support income tax rises to increase funding available for adult social care



## OPINION

- Diversity matters (and inclusion does, too)
- A crisis of trust?
- Patient-Centricity: Decoding The Buzzword

# POLITICS



# BREXIT REMAINS THE BIGGEST ISSUE FACING BRITAIN



## The September Issues Index shows wide concern about Brexit, and a fall in worry about the NHS.

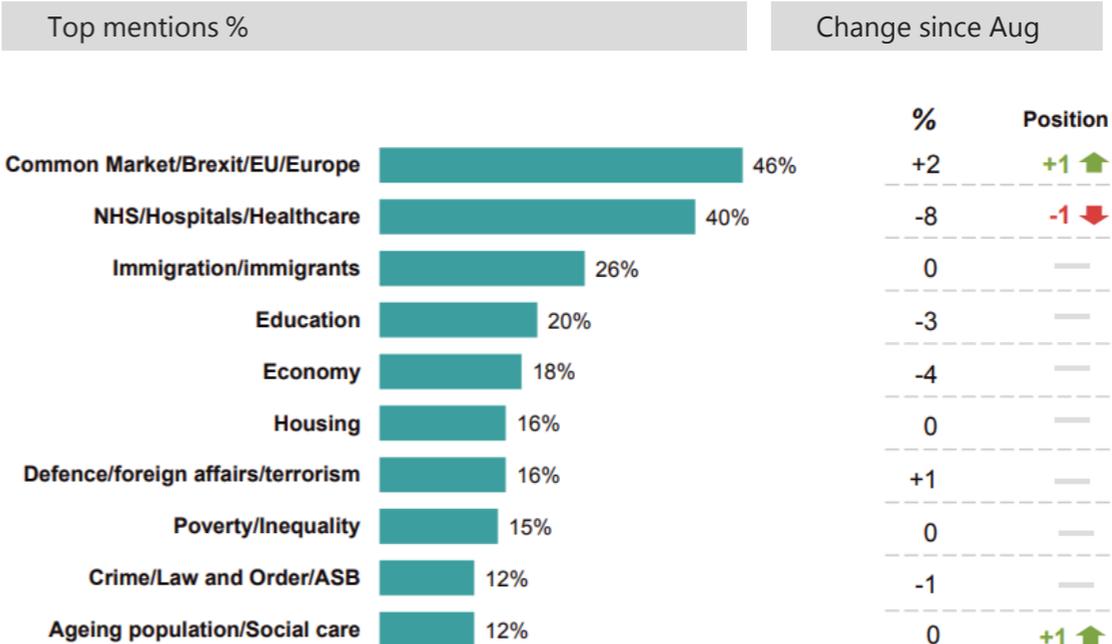
- Forty-six percent see Brexit as one of the biggest issues facing Britain, and almost one third (31%) see it as the single biggest issue
- Concern about the NHS falls eight percentage points, but is still seen as a big issue by four in ten
- Worry about the economy stands at 18%, the lowest score for almost a decade

The September Issues Index shows wide concern about Brexit, with a little under one half (46%) considering it one of the biggest issues facing Britain – and 31% seeing it as the single biggest issue facing the country. The NHS remains a significant issue facing Britain, despite an eight percentage point fall in worry since last month (from 48% to 40%).

Immigration (26%), education (20%) and the economy (18%) remain in the same positions as last month. Defence and housing are joint-sixth, with 16% seeing each as a big issue (fieldwork was completed prior to the attempted train bombing at Parsons Green in London).

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



Base: 999 British adults 18+, 1 – 13 September 2017

# JEREMY CORBYN'S LEADER IMAGE RATINGS IMPROVE SINCE LAST CONFERENCE SEASON, THERESA MAY'S GET WORSE



**Jeremy Corbyn leads on honesty, personality, likeability and is seen as less out of touch. Theresa May is ahead on patriotism, being a capable leader and being good in a crisis.**

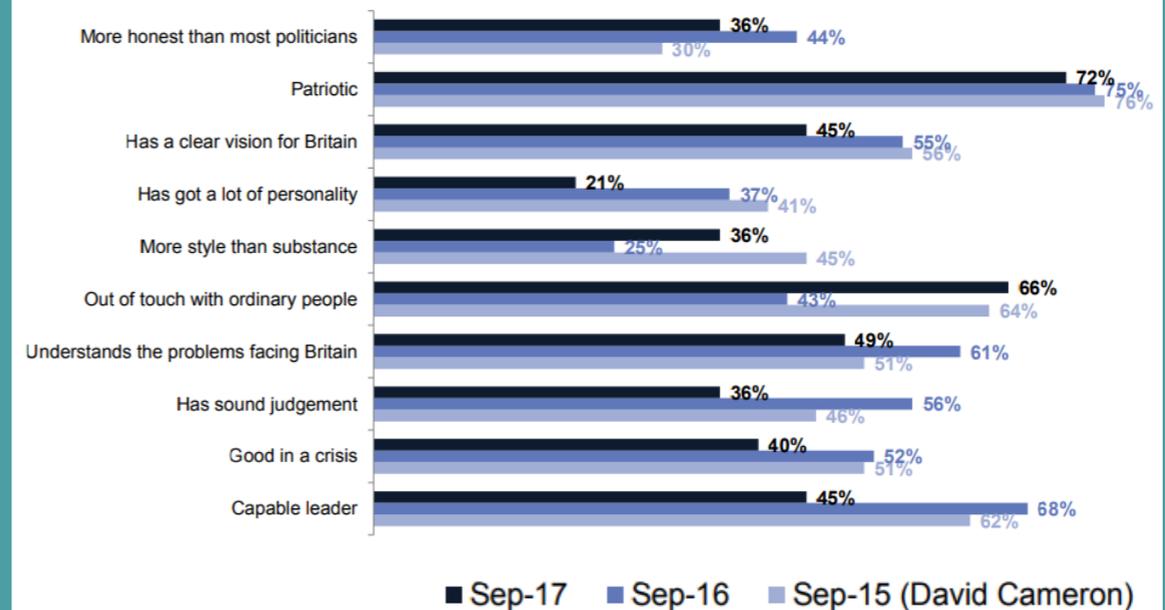
- Jeremy Corbyn's leader image ratings improve since last conference season, Theresa May's get worse
- Jeremy Corbyn leads on honesty, personality, likeability and less out of touch, Theresa May ahead on patriotism, capable leader and good in a crisis

The British public's view of Theresa May's attributes as a leader has fallen since last September, according to the latest Ipsos MORI Political Monitor. The new poll on the eve of party conference season reveals that belief in Mrs May as a capable leader has fallen 23 points since September 2016 to 45%, while 36% of the British public believe she has sound judgement (down 20 points).

When weighing the qualities of the party leaders Mrs May has fallen on almost all the leader image attributes measured since last September. Less than half (40%) think she is a good in a crisis (down 12 points), half (49%) think she understands the problems facing Britain (down 12 points) and 45% say she has a clear vision for Britain (down 10 points).

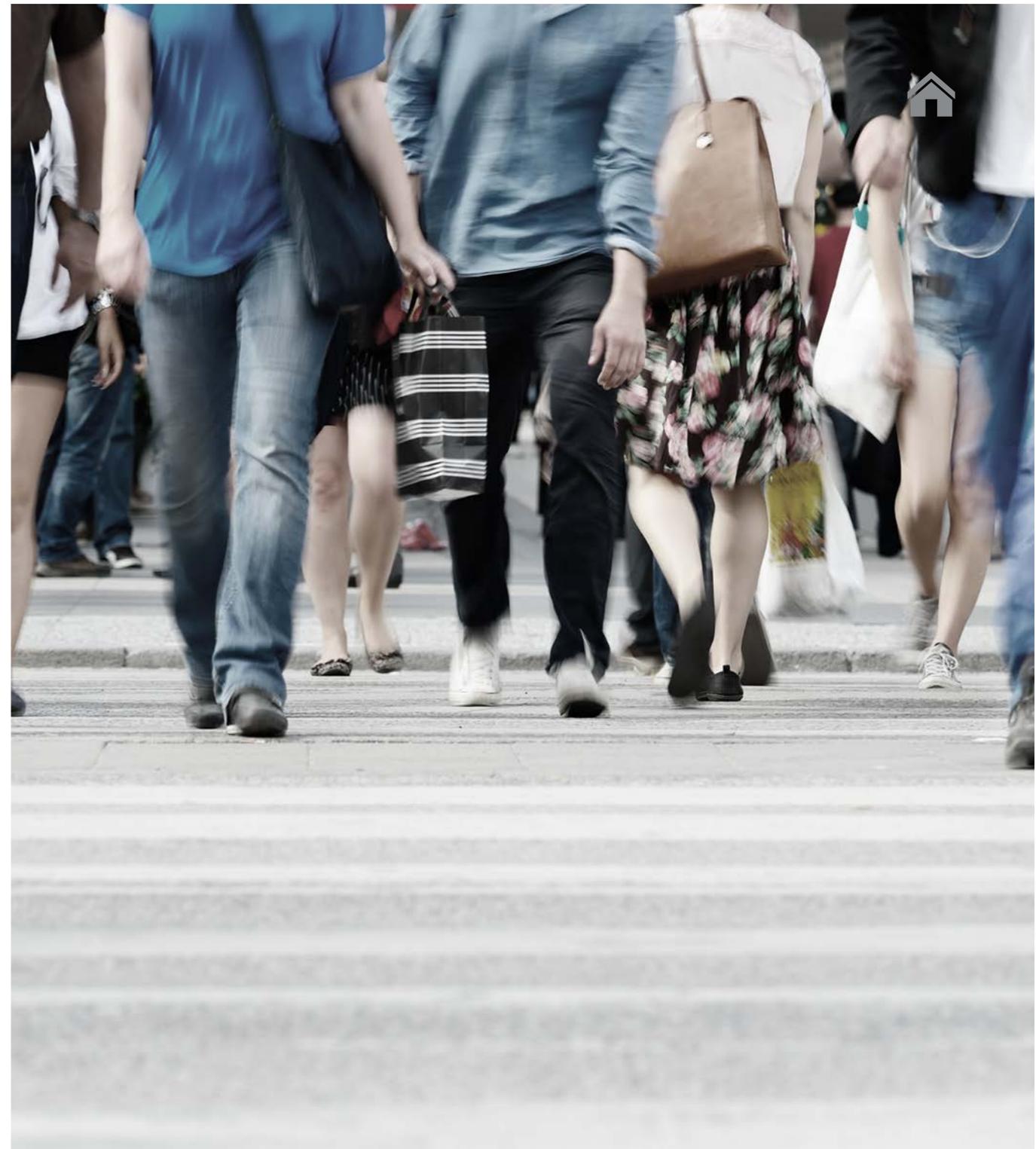
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I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Theresa May?



Base: 1,000 British adults each month

# SOCIETY



# IPSOS MORI LATES



**After our successful Ipsos MORI Lates event at the Design Museum you can now view all the new tools and approaches via our microsite.**

Here we look at all of the new techniques, tools, channels and ways of thinking that are changing the way we understand humanity's wishes, desires and behaviours.

Whether it's augmented reality, virtual reality, just understanding people by observation, by what they post online, by how their faces change when they look at things, or even by how their physiological symptoms change – all of this is here and more....

The site also features videos of Ipsos MORI Talks which aim to provide a brief introduction to some of the hottest topics in research, culture, emotional responses and behavioural science.

We also have an interview with Deyan Sudjic the Director of the Design Museum discussing his thoughts on innovation.

[Visit microsite ...](#)



# THE MILLENNIAL BUG: PUBLIC ATTITUDES ON THE LIVING STANDARDS OF DIFFERENT GENERATIONS



**Widespread concern about young people's prospects is shared across society according to a survey for the Resolution Foundation's Intergenerational Commission.**

- Millennials would rather have grown up in an earlier time
- Housing worries fuel widespread pessimism about young people's prospects

Britons across all age groups no longer believe that young people today will have a better life than their parents, with pessimism strongest among graduates and high earners, according to new analysis by Ipsos MORI for the Resolution Foundation.

Overall, people were more than twice as likely to say that young people today will have a worse standard of life compared to their parents (48%) than a better standard of life (23%). There has been a sharp turnaround in views compared to 15 years ago, as the proportion of people who think their children will have a better life than them has halved.

This pessimism was strongest among those with a degree (57% of whom think young people will have a worse standard of life than their parents) and earning over £55,000 a year (55% worse, compared to 44% for those earning under £20,000).

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# DOCTORS ARE THE MOST TRUSTED PROFESSION AMONG SCHOOL CHILDREN



**Doctors are the most trusted profession according to a new survey on trust in professions conducted among secondary school age children.**

- Journalists and the ordinary person in the street are least trusted
- Secondary school-age children trust teachers and the ordinary person in the street less than their parents do

Eighty-eight percent said that they felt doctors could be trusted to tell the truth, compared to just 13% who said the same for the man in the street. Half (49%) say they do not trust journalists to tell the truth.

School teachers rate well, with 62% of children saying they trust their teachers to tell the truth. As 17% do not trust them, their “net trust” score (the proportion who trust them, minus the proportion who do not) is +45%. However, on this measure they do not make the top five professions, ranking sixth behind the clergy (+46%) scientists (+53%), judges (+64%) and the Police (+71%), as well as doctors.

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# OPINIONS OF GENERATION Z'S AMBITIONS AND PRIORITIES DIFFER GREATLY BETWEEN THE GENERATIONS



**Almost 4 in 10 Generation Z's in the UK would describe themselves as 'hard working' (38%), whereas around a quarter of Gen Y, Gen X and Baby Boomers would describe Gen Z as 'lazy' (22%, 29% and 23% respectively), according to a survey for the BBC.**

Participants were asked what achievements would make Generation Z happiest in life, what is most important to Generation Z and whether they'll have a better or worse life than the generation before them. The results are as follows:

- Having a job they love is most important to Generation Z, followed by 17% who said having a family with kids would make them happiest in life. In contrast, only 1% of Generation X and Baby Boomers agreed that having a family with kids is important to Generation Z, and thought being on TV/famous was more important to them.
- Older generations thought social media and a phone was most important to Generation Z, when actually 44% of Generation Z's said their family was most important to them.

The survey also set out to answer which issues were most important to all generations, and while there was agreement, it was apparent that Generation Z are hungry for equality.

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# HALF OF UK ADULTS WOULD SUPPORT UNIVERSAL BASIC INCOME IN PRINCIPLE



## Half of UK adults would support universal basic income in principle – but support drops if it means benefits are cut or taxes rise.

Nearly half of all adults aged 18-75 in the UK (49%) would support the UK Government introducing a universal basic income (UBI) at the level to cover basic needs in principle, while a quarter (26%) would oppose it.

However, support drops if introducing a basic income meant increases in taxes or cuts in welfare benefits spending from their current levels:

- If it meant an increase in taxes, 30% would support the introduction of a UBI, while 40% would be opposed
- If it meant cuts in welfare benefits spending, 37% would support its introduction, while 30% would be opposed
- If it meant both an increase in taxes and cuts in welfare benefits spending 22% would support its introduction, while 47% would be opposed

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# ATTITUDES TO SPIRITUALITY AMONG ENGINEERING, TECHNICAL AND MEDICAL PROFESSIONALS



**Around three in ten participants considered themselves to be a member of an organised religion according to a survey into perceptions of spirituality among science, engineering, technical and medical professionals in the UK, Germany and France.**

Key findings include:

- Just over one in ten said they were spiritually inclined.
- Around a quarter of participants described themselves as atheists (25% in the UK; 29% in France and 24% in Germany) while roughly another 16% overall described themselves as agnostic (21% in the UK, 17% in France and 11% in Germany).
- Roughly one in three (34%) of those who answered the survey in the UK, and a quarter of participants in France and Germany agreed that religion or spirituality was important to the way they live their lives.
- Half the respondents saw religion and science as independent realms that cannot be compared (47% in the UK, 49% in France and 44% in Germany) and around a fifth saw them as complementary.

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# ECONOMY & BUSINESS



# PUBLIC REMAIN PESSIMISTIC ABOUT THE HEALTH OF BRITAIN'S ECONOMY

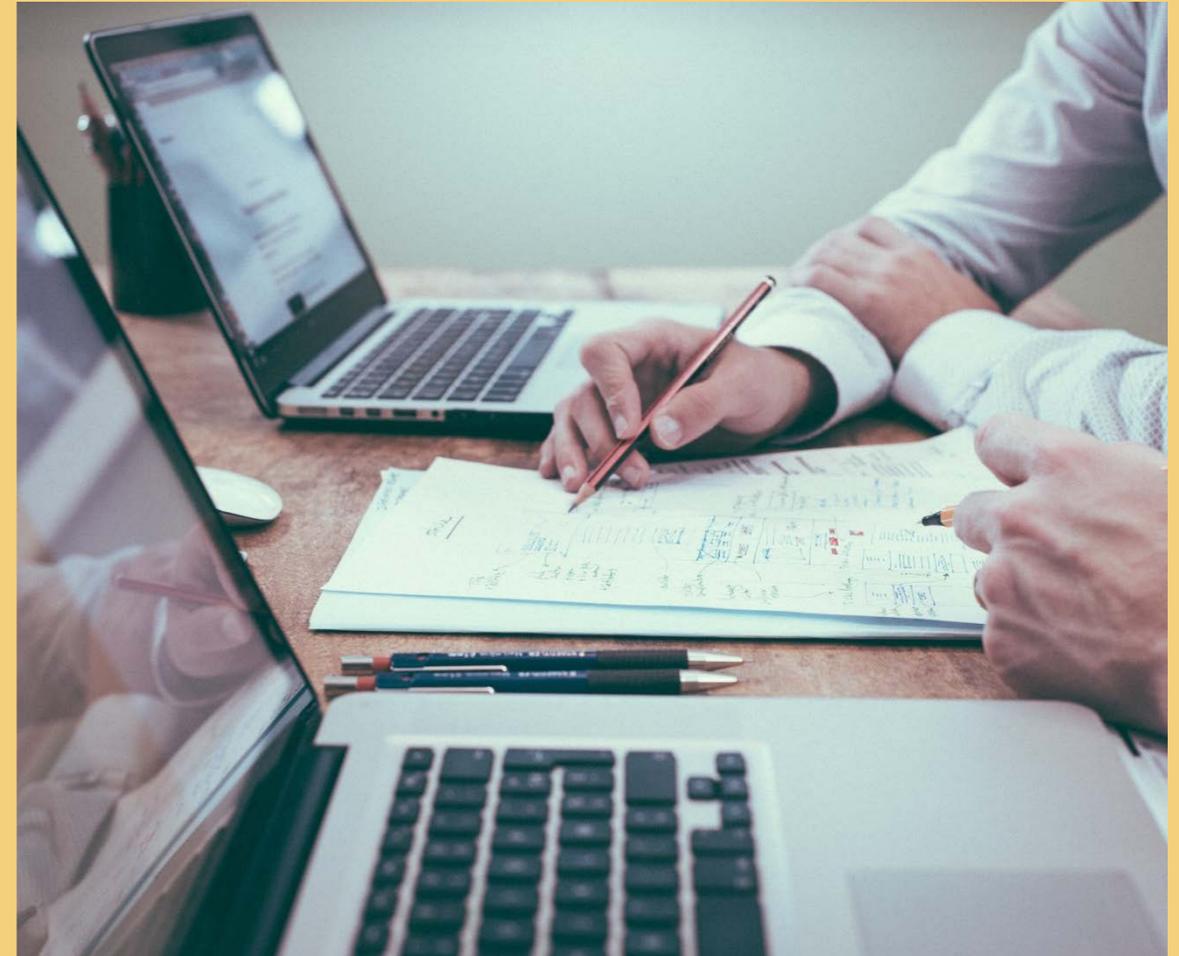


**A majority of Britons (52%) believe that the country's economy will get worse over the next 12 months, little change from the last survey in July when 54% said things would get worse.**

Key findings include:

- One in five (21%) say the economy will improve over the next year (an improvement from 14% in July), while a similar number (23%) say it will stay the same (down from 28%).
- This leaves an Ipsos MORI Economic Optimism Index score (net get better minus get worse) of -31. This is an improvement of nine points in the Index since July, but remains lower than the average score of -18 in the first five months of the year.
- When looking at the differences between various demographics in Britain the figures show women to be more pessimistic than men. Three in five (58%) women say the economy will get worse compared with 47% of men.
- Younger people are also more pessimistic with three in five (59%) 18-34 year olds saying the economy will get worse while 44% of those aged 55 and over say the same (this number drops to 38% for those aged 65+).

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# GROWING NEGATIVITY AMONG CONSUMERS ABOUT CURRENT LEVELS OF INFLATION IN THE UK



**Concerns about levels of inflation are at their highest point since January 2014 according to a survey for Lloyds Bank.**

Almost two thirds of consumers (65%) are concerned about current levels of inflation according to the Lloyds Bank Spending Power Report. This is the highest level recorded for 43 months within the survey run by Ipsos MORI, up from 60% in June 2017 and 41% in July 2016.

The research also found that sentiment towards the country's financial situation has weakened – positivity about the country's financial situation among both home owners and renters has reached an all-time low (33% and 26% respectively feel very good/excellent about the country's financial situation).

August's survey, however, reports that 64% of consumers feel positive about their personal finances, just 3pp below the level seen in July 2016. Confidence in job security remains stable from last year – with four-fifths of consumers feeling positive about the stability of their own job.

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# INTERNATIONAL



# NEW GLOBAL STUDY REVEALS UNEASE ABOUT IMMIGRATION AROUND THE WORLD



**Over four in ten say immigration is causing their country to change in ways they do not like. Twice as many think immigration has had a negative impact on their country than positive.**

Key findings include:

- Three in four (75%) in 25 countries around the world believe that immigration has increased in their country over the last five years
- While overall perceptions are somewhat similar to last year (it was 78% in July 2016), there have been significant shifts in perceptions in several countries when looking at the overall trend since 2011.
- Perceptions about immigration are downbeat in many countries, with attitudes particularly negative in Turkey, Italy and Russia.
- Most countries are concerned about immigration placing pressure on public services. In 17 of the 25 countries surveyed at least half said they agreed immigration is placing too much pressure on national public services.
- As the refugee crisis continues, the Ipsos research shows that a narrow majority still believe they should keep their borders open to refugees, however many still have serious security concerns.

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# HEALTH



# WHAT DO THE PUBLIC THINK ABOUT THE NHS?



**We set out to answer a number of questions. Do the public believe the NHS should be maintained? Do they still believe in its founding principles? The survey shows that support for the NHS and its founding principles is as strong as ever.**

Key findings include:

- The public's support for the NHS being maintained in its current form remains high. Three quarters support this (77%), while one quarter think that the NHS cannot be maintained (23%). This level of support has remained consistent over almost two decades.
- Around nine in ten people think the founding principles of the NHS should still apply to services today.
- Two-thirds of adults are willing to pay more of their own taxes to pay for the NHS (66%).
- The same proportion think that treatments and services should only be available on the NHS if they are available to everyone and not dependent on where you live (67%). Three in ten think that treatments and services should be based on local need (31%).

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# MAJORITY SUPPORT INCOME TAX RISES TO INCREASE FUNDING AVAILABLE FOR ADULT SOCIAL CARE



**Seven in ten adults aged 16-75 in the United Kingdom (71%) would support an increase in income tax in order to increase the amount of funding available for adult social care, according to a survey carried out on behalf of Future Care Capital.**

Participants were asked whether they would support or oppose various increases to the basic, higher and additional rates of income tax to increase funding for social care in the UK.

- More than 2 in 3 (69%) think a public body should be most responsible for delivering adult social care services in the area where they live, with 1 in 3 (32%) saying the UK Government should be most responsible
- 11% say the family and friends of individuals who require adult social care should take most responsibility
- Half of adults (49%) agree that people should be required to plan and prepare financially for adult social care services they might require later on in life
- 3 in 4 adults (76%) think the UK Government increasing the number of people working in health and social care would be very or fairly effective in reducing pressure on the adult social care system

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# OPINION





## Diversity matters (and inclusion does, too)

In our latest blog, Jordana Moser, Senior Research Executive at Ipsos LEAD, discusses how diversity and inclusion affects employee engagement.

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## A crisis of trust?

Trust in scientific information and how the major pharmaceutical companies compare with the NHS.

[Read more ...](#)

## Patient-Centricity: Decoding The Buzzword

No matter how you slice it, pharma companies across the industry are scrambling to be perceived as putting the patient first. But who is making good on this? What more needs to be done?

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## CONTACT US



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All methodological details are available via the website links



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