

Ipsos MORI Highlights

August 2018

- **Public concern about the EU and Brexit remains at historically high levels**
- **Two in three Britons feel unfavourable towards Donald Trump**
- **Find out how your GP preformed in the GP Patient Survey**
- **One in three people in Scotland live in homes that do not meet the Living Home Standard**
- **Watch our new Ipsos MORI podcast!**



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WELCOME TO AUGUST HIGHLIGHTS

This month we are sharing our new Ipsos MORI Highlights podcast.

This is a summary of our latest research and is available on YouTube and your podcast provider.

As ever, please let us know what you think.

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

Ben Page
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Ipsos MORI Highlights

August 2018



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IPSOS MORI'S AUGUST HIGHLIGHTS



POLITICS

- Issues Index August 2018: Public concern about the EU and Brexit remains at historically high levels
- Two in three Britons feel unfavourable towards Donald Trump



HOUSING

- One in three people in Scotland live in homes that do not meet the Living Home Standard



SOCIETY

- Sexual fantasies: our misperceptions about the sex lives of young people
- Young people's attitudes to immigration in Scotland
- Importance of university falling for young people
- People in Italy and the US are most wrong on key facts about their society



HEALTH

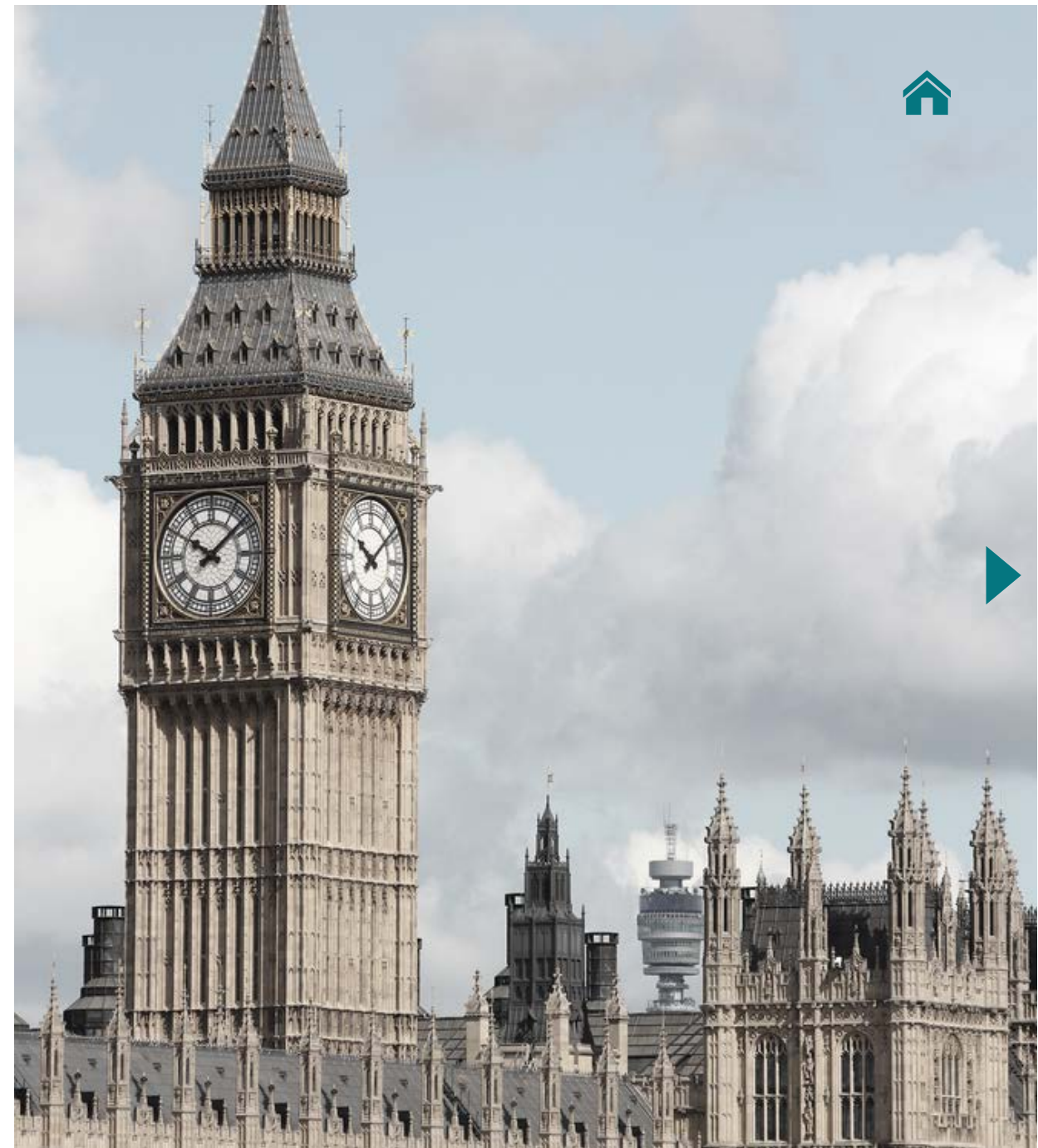
- Introducing 'opt-out' consent for organ and tissue donation in England
- 2018 GP Patient Survey results released
- Evaluation of revalidation for nurses and midwives: Interim (Year Two) report



ECONOMY & BUSINESS

- Evaluation of the economic impact and public value of the superfast broadband programme

POLITICS



ISSUES INDEX AUGUST 2018: PUBLIC CONCERN ABOUT THE EU AND BREXIT REMAINS AT HISTORICALLY HIGH LEVELS



This month's Issues Index shows public concern about Britain and Europe remaining at the same record level measured in July.

Fifty-seven per cent of the British public see Brexit as a big issue for the country, close to the record highest score of 58% last month and 44% name it as the single biggest worry, compared with 58% and 45% last month.

The NHS remains Britons' second biggest worry but concern has fallen to the lowest level recorded this year (40%)

Just eight per cent see unemployment as a big issue for Britain, the lowest score since August 2008.

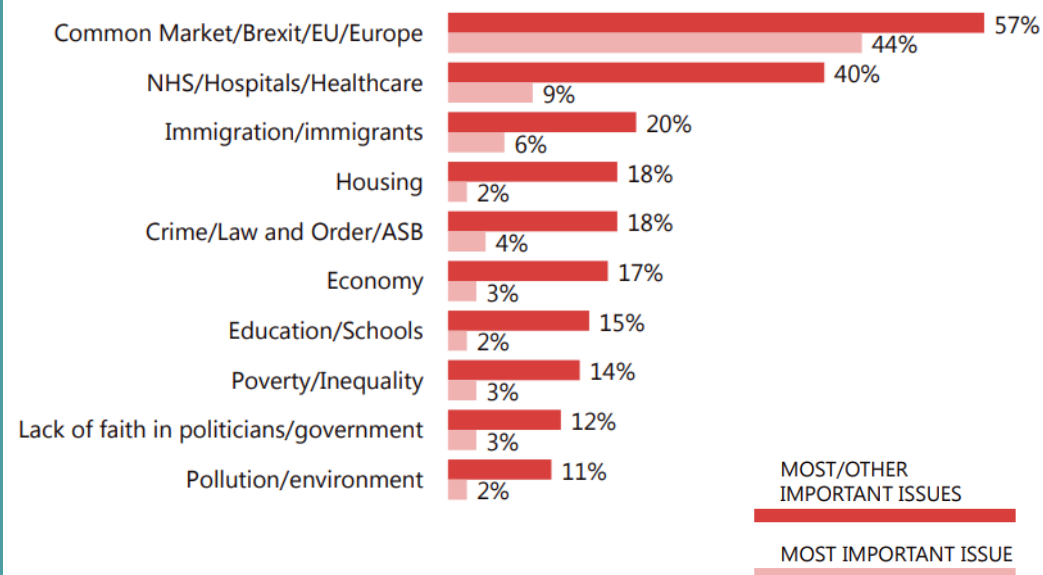
Lack of faith in politics, politicians and government – a new code first used in the aftermath of the Brexit referendum – makes its debut in the top ten issues for Britain this month. Twelve per cent cite concerns on this front, making it the ninth-biggest concern.

In the first Issues Index since the summer heatwave, worry about pollution/the environment is tenth, on 11%.

[Read more ...](#)

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

Top mentions %



Base: 1,020 British adults 18+, 3 – 14 August 2018

TWO IN THREE BRITONS FEEL UNFAVOURABLE TOWARDS DONALD TRUMP



The Ipsos MORI July 2018 Political Monitor reveals that two in three Britons feel unfavourable towards Donald Trump.

Two-thirds (68%) of the British public have an unfavourable opinion of US President Donald Trump, according to the latest Ipsos MORI Political Monitor. With fieldwork one week after his visit to the UK, the new poll reveals that just one in five (19%) have a favourable opinion, one in nine (11%) say they see him as neither favourable nor unfavourable, but half (52%) feel very unfavourable towards him.

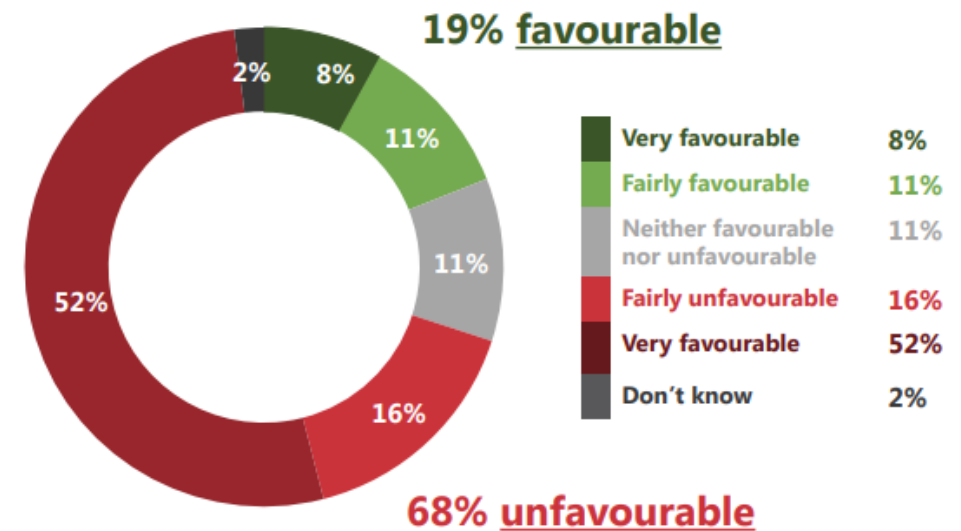
When asked if Britain will be more or less secure against its enemies in the future as a result of the way Donald Trump is doing his job as President, 44% said less secure while 43% said he has made no difference – just one in ten (10%) said more secure.

When it comes to the British/American special relationship just over half (53%) think that it has become weaker as a result of the way Donald Trump is doing his job as President with 38% saying he has made no difference – 6% said that it has become stronger.

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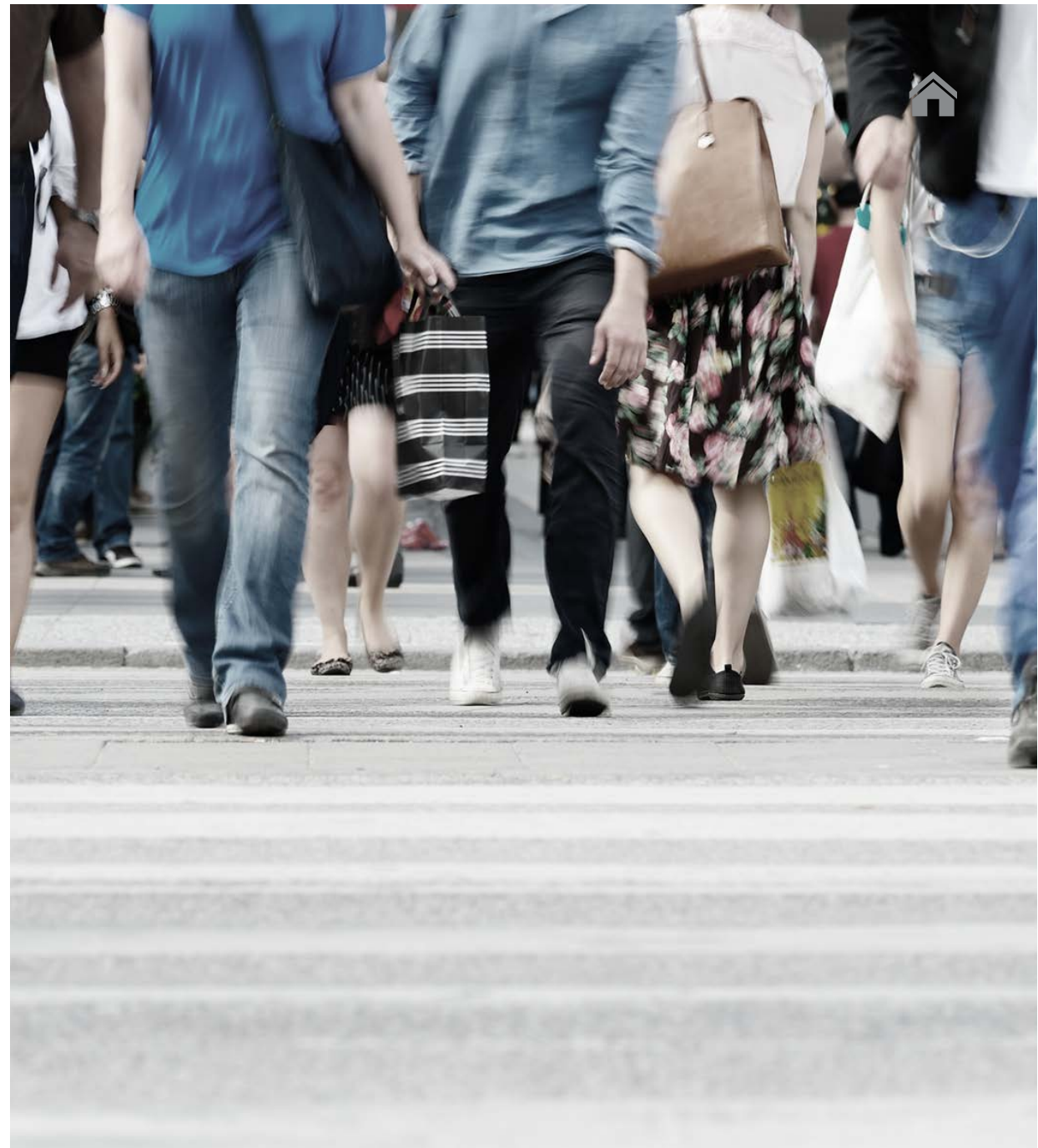
DO YOU HAVE A FAVOURABLE OR UNFAVOURABLE OPINION OF DONALD TRUMP?

July 2018



Base: 1023 British adults 18+ 20th – 24th July 2018

SOCIETY



SEXUAL FANTASIES: OUR MISPERCEPTIONS ABOUT THE SEX LIVES OF YOUNG PEOPLE



Young people are having a lot less sex than you think – and men are particularly wrong about the sex lives of young women. People are not honest about their number of sexual partners – and American men think American women have an incredibly high number of partners.

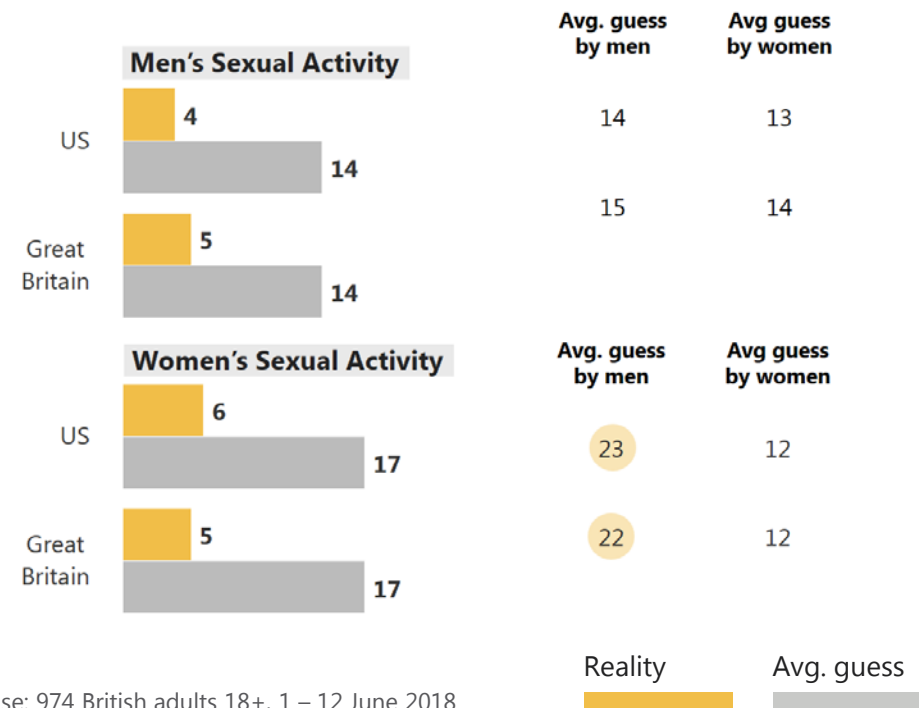
We asked people in Britain and the US to guess how often people aged 18-29 in their country have sex. And both countries think their young people are much more sexually active than the reality.

- The average guess about young men is that they have had sex 14 times in the last four weeks, when the actual number is just 4 times, according to detailed surveys of sexual behaviour.
- Our guess would mean that, on average, young men are having sex every other day, around 180 times a year, compared with the more mundane reality of around 50 times.

But that's not the most remarkable error in our guessing - men are even more wildly wrong when they guess about young women's sex lives, in both the US and Britain. Men think British and American young women are having an incredible amount of sex – 22 times a month in Britain, and 23 times a month in the US, compared with an actual of around 5 times.

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On average, how many times do you think men/women aged 18-29 in your country have had sex in the last four weeks?



YOUNG PEOPLE'S ATTITUDES TO IMMIGRATION: FINDINGS FROM THE YOUNG PEOPLE IN SCOTLAND SURVEY 2017



This survey details young people's attitudes to immigration in Scotland, from the impact on Scotland's culture and identity, the economy to levels of immigration.

Perceived impact of immigration on the country as a whole - Four in ten of the young people who participated in the survey felt that the impact of immigration on the country as a whole had been both good and bad.

Levels of immigration into Scotland - More than a third of the young people felt that immigration should be kept at the current level, and 15% thought the level should be increased. However, three in ten thought that immigration should be decreased or stopped completely.

Do people from outside Britain who come to live in Scotland make the country a better place? Over a third of the young people agreed that immigrants who come to Scotland make the country a better place. A further third neither agreed nor disagreed with the statement

Perceived impact of immigration on Scotland's culture and identity • Over four in ten of the young people disagreed that Scotland would begin to lose its identity if more immigrants came to live in Scotland. However, more than a quarter agreed with the statement.

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IMPORTANCE OF UNIVERSITY FALLING FOR YOUNG PEOPLE



Results from our latest survey on behalf of the Sutton Trust show that the proportion of young people who think it's important to go to university to do well and get on in life has fallen steadily over the past six years.

Three-quarters (75%) of 11-16 year olds surveyed thought that it's important for people to go to university to do well and get on in life. This is down from a high of 86% in 2013. However, young people continue to feel that gaining qualifications is important for people to get on in life (94%).

However, just over three-quarters (77%) say they are likely to go into higher education when they are old enough. Thirty-two percent said they were 'very likely' to do so – down from a 41% high in 2009 – and 45% said they were 'fairly likely' to do so. Girls were more likely than boys to say they were likely to go in to higher education (81% vs 73%), whilst those who said they were on Free School Meals were less likely (67%) than those who said they were not (79%) to say they were likely to go into higher education.

Among pupils who were either likely to go to university, or were not sure either way yet, 46% were worried about the cost of higher education. Unsurprisingly, a greater proportion of pupils from 'low affluence' families (58%) were worried about the cost than those in 'high affluence' families (41%).

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PEOPLE IN ITALY AND THE US ARE MOST WRONG ON KEY FACTS ABOUT THEIR SOCIETY



Ipsos has been running studies on the Perils of Perception, exploring the gap between people's perceptions and the reality since 2012 across the world. These have been brought together in a book – The Perils of Perception – Why We're Wrong About Nearly Everything - published 6th September.

The full series of studies can be found at perils.ipsos.com.

We have looked at all answers across the 13 countries that have been included in the study since the start, to identify which is most and least wrong in our 'Misperceptions Index'.

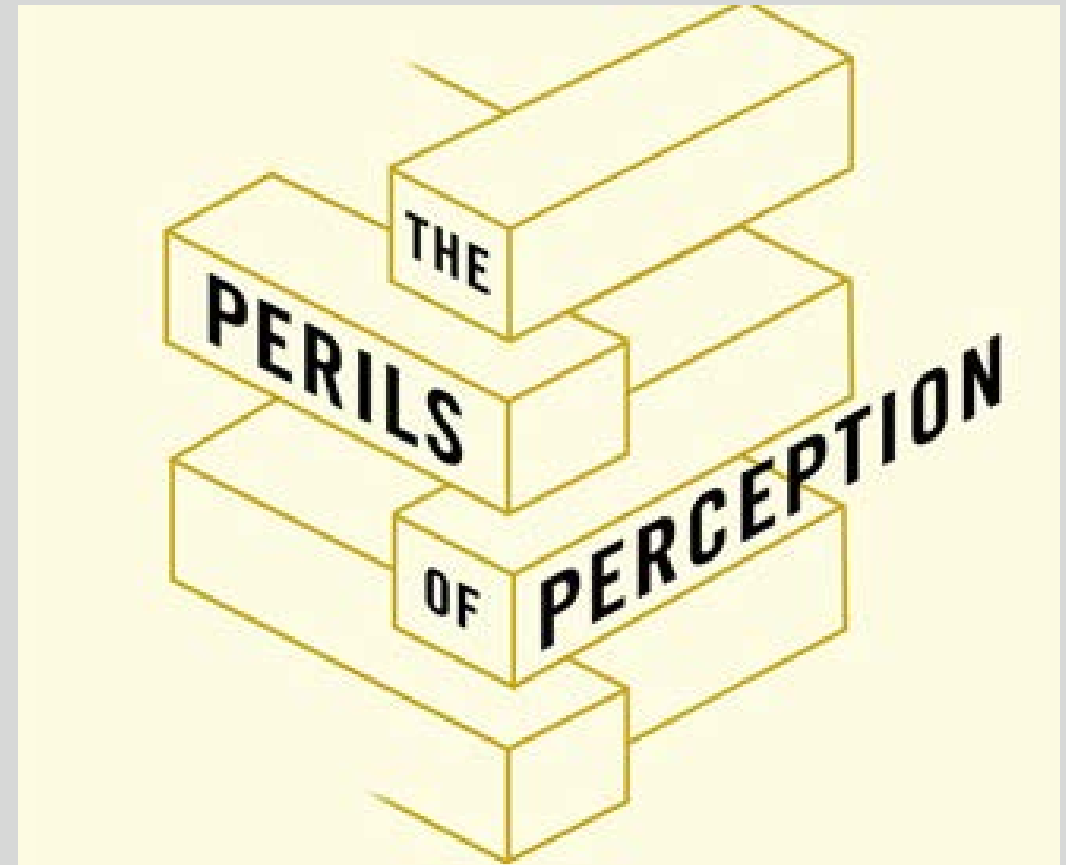
And the 'winner' (the most wrong) is... Italy! Past studies have shown the Italians are very wrong about many aspects of their society, for example: Italians guessed that 49% of working-age Italians were unemployed, when in reality it was 12%.

The US is second worst, and is also very wrong about many aspects of their society. Americans thought 17% of their population are Muslim, when actual figure is around 1%.

At the other end of the spectrum, Sweden is the least wrong, and are very accurate on some facts: for example, they guessed that 32% of prisoners in Sweden were immigrants, when the actual figure was 31%.

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ECONOMY & BUSINESS



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EVALUATION OF THE ECONOMIC IMPACT AND PUBLIC VALUE OF THE SUPERFAST BROADBAND PROGRAMME



An evaluation the Department for Digital, Culture, Media and Sport (DCMS) of the economic impacts and public value of the UK's Superfast Broadband Programme. The programme led to a net increase in GVA of £690m by June 2016.

Reducing the digital divide: Results from the evaluation indicate that the scheme had a significant net impact in extending superfast coverage to premises and postcodes that would not have received it under the commercial plans of suppliers⁴⁶. It was estimated that 2.5m premises received access to superfast speeds that would not have done so without the programme by June 2016.

Contractual protections: The underspend and take-up gainshare mechanisms included in contracts had a significant role in protecting the value for money associated with the programme. These protections have reduced the expected net cost of the programme to the public sector from £1.6bn to £1.1bn, though this is dependent on anticipated future take-up.

Economic impacts: The evidence indicated that making superfast broadband speeds available improved local economic performance. Overall, it is estimated that subsidised superfast coverage led to the creation or retention of 49,000 additional jobs on those postcodes that received upgraded infrastructure, while the annual turnover of firms located on those postcodes also expanded by almost £9.0bn (though there would have been offsetting effects elsewhere)

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HOUSING



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ONE IN THREE PEOPLE IN SCOTLAND LIVE IN HOMES THAT DO NOT MEET THE LIVING HOME STANDARD



Created in 2016, The Living Home Standard represents what 'home' means, and what an acceptable home should provide. It has been defined by the public, for the public. This year, the study has been repeated, measuring the proportion of people living in homes that pass and fail the Living Home Standard in Scotland.

One in three people in Scotland (34%) live in homes that do not meet the Living Home Standard. Among the groups most likely to fall short of the Standard are families with children (43%) and young people aged 25-34 (48%).

Renters are also more likely than owners to fall short of the Standard: this is the case for over half of renters in local authority housing (54%) and in the private rented sector (54%), along with nearly three in five of those renting from a Housing Association (59%). Meanwhile, one in eight people in Scotland who own their property outright do not meet the Standard (12%), rising to twenty-nine per cent for those who own with a mortgage.

Eighteen per cent of the Scottish public also live in homes that do not meet the criteria for decent conditions. One in eight people live in homes with mould or damp problems (12%), and one in ten experience noise which regularly disrupts their sleep or daily activities (10%).

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HEALTH



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2018 GP PATIENT SURVEY RESULTS RELEASED



The majority of patients have had a good overall experience of their GP practice with 84% reporting a good experience, with the survey also detailing access, awareness and use of online services, choice and satisfaction with appointment offered.

Healthcare professionals: 96% say they have confidence and trust in the healthcare professional they saw and 95% say their needs were met at their last appointment.

Access: On the whole patients find it easy to get through to their practice by phone, with 70% finding it easy. 54% have a GP they prefer to see and 50% of these always/a lot of the time see their preferred GP when they would like to.

Awareness of online services: 78% find using their GP practice's website easy with 41 % awareness they could book appointments online and 13% using the service.

Rating of care at last appointment: The majority of patients say the healthcare professional they saw was good at listening to them (89%) giving them enough time (87%) and treating them with care and concern (87%).

93% were involved as much as they wanted to be in decisions about their care.

[View infographic](#)

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INTRODUCING 'OPT-OUT' CONSENT FOR ORGAN AND TISSUE DONATION IN ENGLAND



Following plans to change the legal basis for organ donation in England to an 'opt-out' system, we asked the public to seek their views on the best ways to implement the move to opt-out.

Participants were generally supportive of organ donation, recognising that it saves lives. Some expressed more willingness to donate if they knew their organs would go to a family member, whilst others raised concerns about donating to people who had abused their bodies.

Several faith groups were unclear on their respective official teachings and felt religion could act as a barrier to donation.

Another barrier, related this time to tradition passed down through generations and expressed in the Black African and Afro-Caribbean groups, was the belief that you arrive in the world with all your organs and you should not leave without them.

Focus group participants acknowledged that organ donation is a morbid topic, and one that people are typically uncomfortable discussing. There was a broad lack of awareness about the organ donation process, particularly in respect to the donor having to die in specific circumstances (i.e. in hospital, in intensive care) which surprised most.

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EVALUATION OF REVALIDATION FOR NURSES AND MIDWIVES: INTERIM (YEAR TWO) REPORT



This interim report outlines the findings from the research activities undertaken in the first two years of the evaluation, covering delivery of revalidation from April 2016 to March 2018.

Between April 2018 and March 2019, roughly a third of NMC registrants are due to complete revalidation for the first time. It remains crucial that a focus is placed on supporting these registrants to revalidate successfully, as has been the case for those registrants undertaking the process in the first two years.

Registrants who have recently undertaken revalidation are more positive about various aspects of communication and information provision than those who revalidated last year.

Registrants who have recently revalidated generally felt that they had all the support they needed and were supported by the NMC throughout the revalidation process. Those who have contacted the NMC for support this year were more positive about the outcome than they were last year.

Registrants also feel better prepared as they approach revalidation, which the NMC's support will play a role in.

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CONTACT US



For more details on any of the studies featured here, please contact your usual account representative or alternatively get in touch.

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All methodological details are available via the website links.



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