



# Ipsos MORI Highlights

Version 1 | Public

**Latest insights and findings from Ipsos MORI on business, politics, the economy, marketing, communications and society**

**December 2014**



Ipsos MORI



# Welcome to Ipsos MORI's Highlights from November

Welcome to our last round up of recent published polls and thought pieces for 2014.

We report on the political deadlock in the UK, with the SNP threatening Labour's chances of a 2015 majority, and Ed Miliband now the most unpopular Labour leader since Michael Foot. Meanwhile UKIP damage prospects of a Conservative majority.

We report on our global "Index of Ignorance" – why most countries are misinformed about many aspects of their own society, with the Italians and Americans the most "wrong". This is our most viewed survey ever, with over 550,000 people looking at it on Slideshare so far.

We look at the effect of emotional advertising and whether celebrities are worth their fees, public trust in charities, the state of the economy, rising concerns about the NHS, and how much money we all waste daily by not turning off devices at home, as well as "real time" marketing.

Hopefully you are enjoying our [annual 2014 Almanac](#), but for now, all the best for a successful conclusion to the year.

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# Index



## Economic concerns rising

Economist/Ipsos MORI  
Issues Index



## Perceptions are not reality: Things the world gets wrong

New global survey revealing we know  
very little about our own societies



## Making Real Time Right Time

The most effective way to get your  
marketing message across



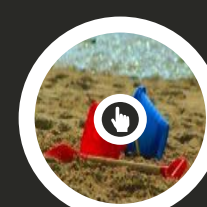
## Casual fling or committed relationship?

MediaCT look into reader  
engagement



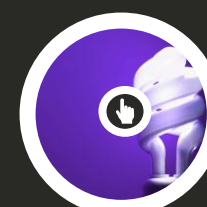
## Ethical finance

Poor performance on ethical  
issues key reason to switch



## The best value winter sun destinations

Where to head to for your  
holidays this winter



## Energy Saving Trust – Electrical Appliances

40% leave consoles on  
standby



## Can celebrity still sell in c21st advertising?

Use of celebrities to sell brands



Click on the circles above to navigate through the document

Next page of index



# Index



## Labour support at lowest since 2010

Political Monitor sees drop in Labour support



## Attitudes to immigration in Britain and Germany

Difference in public attitudes to immigration visible



## Public support higher taxes to fund NHS

62% think spending needs to increase to maintain current care levels



## Military intervention against IS

Six in ten back British military intervention



## Views of Westminster

Decreasing level of trust in central government



## Matter of trust

Public perception of charities



## In-work poverty in Glasgow

Glaswegians experiences of in-work poverty



## Pension reforms

Just 22% know how the changes will affect them



Click on the circles above to navigate through the document



Previous page

Next page of index



# Index



## Halifax Housing Market Confidence Tracker Q3

68% expect average house price to rise in next year



## #HousingDay survey 2014

Public are positive about contribution of social housing



## SNP move into a commanding position

Scottish Public Opinion Monitor



## Police access to journalist phone records

67% think police should have access to journalists' phone records



## Youth Social Action

40% of young people participated in Step Up To Serve



## Ipsos MORI opinion

Articles and opinion pieces on a range of topics



Click on the circles above to navigate through the document



Previous page

Next page of index





Website



Full report



Read more

**November's Economist/Ipsos MORI Issues Index** shows one third of the public are concerned about the economy.

- **Economic concerns** rise three-points from last month to 33% and return to second place overall in the Index.
- **Immigration** continues to be the paramount concern for Britons, with 37% saying this is the most important issue facing Britain today.
- **The NHS** remains up the top of the table with 30% mentioning it as a concern, but it does not have as much traction as others, dropping four-points from October.




# < Perceptions are not reality: Things the world gets wrong



Ipsos MORI's new global survey, **Perils of Perception** highlights how wrong the public across 14 countries are about the basic make-up of their populations and the scale of key social issues.

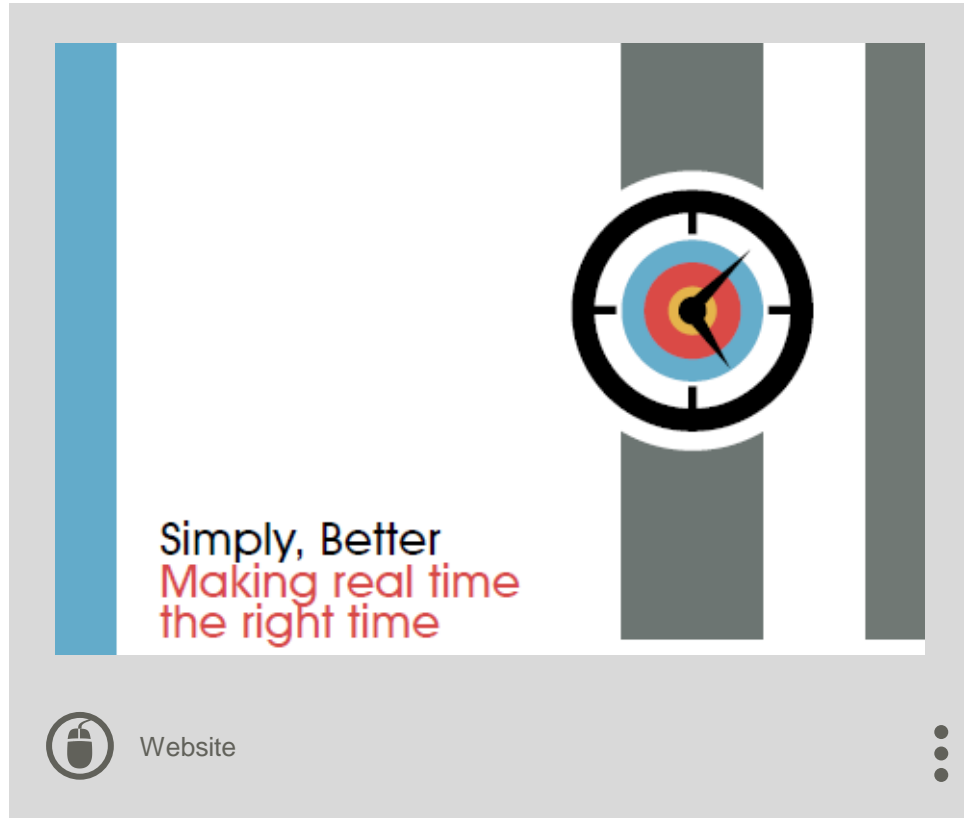
 Read more

Alongside this report is a **quiz** and an **infographic**, showing just how little we actually know about the reality of our societies and giving you the chance to test out your own knowledge.

 Take the quiz

 See the infographic

# 🏠 < Making Real Time The Right Time



In this thought leadership paper Ipsos look at the risks of real time marketing.

Key points are:

- Focusing on real time can put marketers in danger of missing the point – it should be seen as a tactic, not *the* tactic to deliver relevant content in moments of greatest need and influence.
- The primary objective should be to reach people at the right time, in the moments that really matter.

 [Read more](#)



# < Casual fling or committed relationship?

Ipsos MediaCT looks at the hot topic of readership engagement, its chequered history in the UK and across the globe. Plus the first media engagement metric to be incorporated into a currency is introduced.

The growth of digital (particularly mobile) platforms means that people can now far more easily control the media content they consume, when they do it and where. This has led to an increase in consumption and to the emergence of both 'media meshing' and 'media stacking' as people juggle their lives to fit everything in. This leads us to the very real question of what effects different platforms and multitasking have on consumers' levels of engagement with both branded media content and the ads contained within.

 [Read more](#)



Website



Ipsos MORI was commissioned by leading global responsible investment firm EIRIS to look into the public attitudes to responsible/ethical finance.

Key findings include:

- Poor performance on some responsible or ethical finance concerns is a powerful motivator for consumers in switching financial supplier.
- This is shown to be almost as strong a motivating factor as poor customer service, or a better deal elsewhere.



Read more

# < The best value winter sun destinations



Website



Ipsos MORI's study for TripAdvisor compares 29 popular winter sun destinations around the world for value.

Key findings were:

- A week's holiday for family of four in Fuerteventura, Canary Islands is more than seven times cheaper (£525) compared to the most expensive destination for a winter sun break, Turks and Caicos (£3,952)
- The Caribbean is the most expensive part of the world for a winter holiday, with five of the ten most costly destinations



Read more

# < Attitudes to electrical appliances in the home



Website



Ipsos MORI's Omnibus team conducted a survey for the Energy Savings Trust on attitudes to electrical appliances in the home.

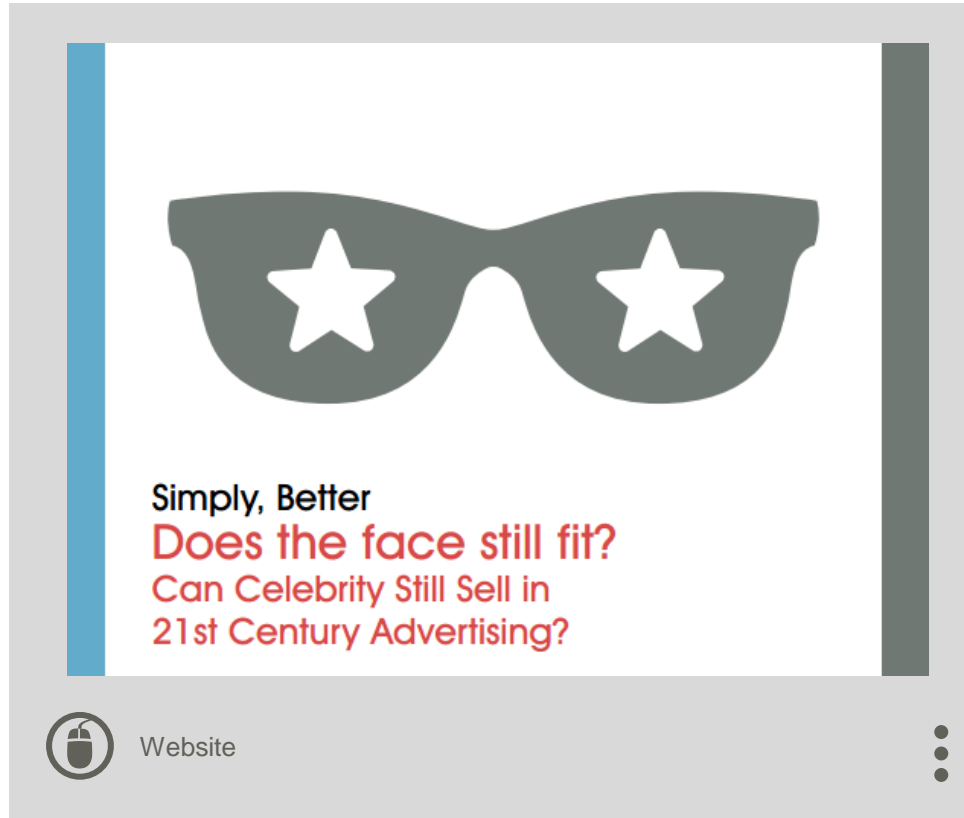
Among the key findings:

- Half of households who have received an unexpectedly high energy bill check if unused appliances are switched off.
- 55% of households have games consoles; a quarter of over 55s have them.
- Nearly 40% leave consoles either on or in standby mode when not in use.



Read more

# < Can celebrity still sell in 21<sup>st</sup> Century advertising?



In this thought leadership paper Ipsos look at how to effectively use celebrities in advertising.

Key points are:

- Celebrities should augment the brand not drive it or distract from it. The brand should be the hero.
- Ultimately the success of the advert comes down to the creative and not celebrity endorsement.
- An A-list celebrity is not an assurance of the advert's success.

 [Read more](#)

# 🏠 < Labour support at lowest since 2010 – Political Monitor



Website



Full report



**November's Political Monitor** shows a shift change in voting intentions, little personal impact of economic growth and a lack of confidence in David Cameron to get Britain a good deal in Europe.

- This month's **voting intention** results show a turnaround from last month with Labour down four points to 29%. The Conservatives go up two points to 32%, giving them a three-point lead.



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- The impact of the economic upturn is not being felt on a personal level. 80% of Britons have felt little, if any, impact on their standard of living.



Read more

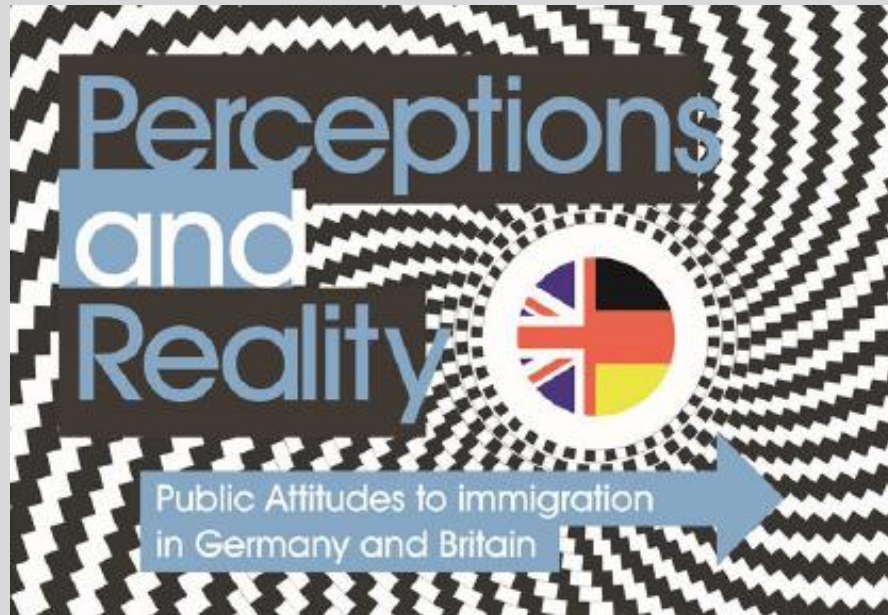
- Seven in ten doubt that David Cameron will get a good deal for Britain in negotiations with other European leaders.



Read more



# < Public attitudes to immigration in Germany and Britain



Ipsos MORI and Ipsos Germany's Perceptions and Reality report finds the British and German public to have very different attitudes to immigration.

Key findings include:

- Germans have become much more positive over the past decade than Britons about the economic impact of immigration.
- Britons are less consensual than the Germans in their attitudes – there is a notable generational divide in opinion in Britain that does not exist in Germany.





# < Public support for higher taxes to fund NHS



Website



**Ipsos MORI's survey for the Foundation Trust Network and Sky News looks at public views on the NHS in England.**

Key findings include:

- Public confidence in local NHS services is high (80%), but there is a fear that this level of service may not be able to be maintained over the winter (70%).
- 62% think spending on the NHS should be increased to maintain services as they are now.
- Four in ten are in favour of charging patients for some services in order to maintain the current level of care and services.



Read more

# < Six in ten back military intervention against IS



Website



Ipsos MORI polling for the Financial Times reveals the majority of the British public back intervention abroad against Islamic State (IS), primarily for humanitarian reasons.

Key findings are:

- Six in ten (59%) back British armed forces intervening abroad to fight IS.
- This figure is comprised of 17% who think we should do so because British interests are directly threatened and 42% who back intervention because other people's rights and freedom are threatened.
- One in three (34%) say we should not intervene abroad to fight Islamic State.



Read more



Website



**Ipsos MORI's poll for BBC News shows a decreasing level of trust in government as it becomes more centralised.**

Key findings include:

- There is a sense that the UK Government is not acting in the people it governs best interests.
- The more centralised the institution, for example the European Parliament, the greater the level of distrust.
- People are feeling isolated and as though their opinions are not being heard. There is a sense of dissatisfaction with how Parliament works.



Read more

# < Matter of trust – public views on charities



Polling recently conducted by Ipsos MORI for New Philanthropy Capital shows that the public have mixed views about how trustworthy charities are.

Key findings include:

- 51% say they know a fair amount about charities, whilst 45% claim to not know very much or nothing at all.
- When asked to rate their level of trust in charities on a scale of 0-10 the mean score was 5.88.
- The way that charities are perceived impacts on trust. Those who think of charities which don't get involved in politics and are volunteer-led more likely to have higher levels of trust (29% and 28% respectively compared with 22% overall).

 [Read more](#)



Website



Ipsos MORI was commissioned by the Glasgow Community Planning Partnership to look at where in-work poverty is concentrated in Glasgow and how it might best be addressed.

Key points covered are:

- The experience of a range of individuals in Glasgow facing in-work poverty.
- Recommendations about what partners in Glasgow might do to tackle this issue.



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# Awareness and understanding of pension reforms



Website



**Ipsos MORI was commissioned by the Department of Work and Pensions to look into public awareness and understanding of the State Pension system and its upcoming reforms.**

Findings on the levels of awareness of understanding of the pension system and how the changes will impact them include:

- Just 22% know how all the changes will affect them.
- 42% say they need to find out more about saving for retirement.



Read more



# < Halifax Housing Market Confidence Tracker Q3 2014



Website



Full report



In Q3 2014, the Halifax Housing Market Confidence Tracker, conducted by Ipsos MORI shows people expect house prices to rise.

Key findings include:

- 68% of the public expecting the average UK house price to rise in the next 12 months, down from 71% last quarter.
- Just 6% expect the average price to fall (in line with the 5% who said this last quarter).
- 49% of the public consider the next 12 months a good time to buy, in line with last quarter (47%) but lower than one year ago (57% in September 2013).



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Website



Full report



**Ipsos MORI's poll released to coincide with #HousingDay 2014 shows the public to be positive about the contribution and value of social housing.**

Key findings include:

- The public see social housing to be an important part of the UK's housing market; providing those on low incomes access to housing that would otherwise be unaffordable.
- There is also a strong sense that social housing plays an important role in tackling poverty.
- Over half would support more social housing being built in their local area.



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# < SNP move into a commanding position in Scotland



Website



This month's Scottish Public Opinion Monitor for STV News sees Scottish Labour losing support, mixed fortunes for the party leaders and support for another independence referendum.

Key findings include:

- 52% say they would vote SNP, a 29-point lead over Scottish Labour on 23%.



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- UK party leaders have particularly poor satisfaction ratings, with Cameron at 24% and Miliband at 18%.



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- 66% of Scots would support another independence referendum taking place in the next ten years.



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- 57% would vote for the SNP if there was an immediate Scottish Parliament election.



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# < Police access to journalist phone records



Website



Following a number of revelations that police, including officers charged with MP Chris Huhne's investigation, had secretly obtained the phone records of newspaper reporters, Ipsos MORI surveyed public attitudes on giving police access to journalists' phone records.

Key findings include:

- Two-thirds (67%) of people think that the police should be allowed to access journalist phone records, **but only with the approval of a judge.**
- 20% think the police should be allowed to access the phone records of journalists **if the police think it is necessary.**
- 11% think that police should never be allowed access to their records.



Read more



Website



Full report



Ipsos MORI conducted a survey of 10-20 year olds on behalf of the Cabinet Office for their #iwill campaign run by Step Up To Serve. The survey will inform and help measure the progress of the campaign over the coming years.

Key findings are:

- 40% of young people had participated in the headline measure of social action in the past year.
- Young people were more likely to have taken part in fundraising activities than any other type of social action.
- The most commonly cited benefit of taking part is that they enjoyed helping others.



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## Hard Evidence: Are Gen Y really Thatcher's children?

Generation Y, the youngest adult generation, have recently been called Dave's No 1 Fans, but as he speaks to Tory conference, it seems this may not be entirely true. Bobby Duffy blogs for The Conversation.



Read more



## Is real time always the right time?

Tara Beard-Knowland of Ipsos ASI looks at real time marketing, and discusses whether real time is always the right time in her latest blog for Campaign.



Read more



## What does history suggest will happen in the polls?

Harry Evans of SRI blogs for the New Statesman's May 2015 blog looking at the election races since 1979 to see how the party in power fared in the last 12 months before a general election.



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## Can't change? Won't change? – The UK's housing issue

Some 60% or more of renters believe they will NEVER be able to afford to buy a home (they nearly all want to) writes Ben Page in the Municipal Journal.



Read more



## How 'important' is housing?

The latest Issues Index saw housing drop out of the top ten issues facing Britain. Ben Marshall explores the possible explanations for this in his blog for the Chartered Institute of Housing.



Read more



## Did you see? Did you hear?

It's Rugby Union's Autumn International time and Tara Beard-Knowland of Ipsos ASI takes a look at how emotions are used in Rugby Union advertising.



Read more





## Britain's banks are starting to mend their reputations

Himanshu Himanshu looks at personal finance journalists' rising expectations for the retail banking sector.



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## What has the recession done to the workplace?

Head of Employee Research, Jonathan Nicholls examines how the recession has changed the workplace.



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## Who are the Green party's supporters, and should Labour be worried?

Head of Political Research, Gideon Skinner examines the Green party's potential to cause some electoral headaches for the traditional parties in the New Statesman.



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## The world's biggest NGOs and multinational corporations' delicate relationship

Ilana Tyler-Rubenstein looks at global public opinion on the relationship between large corporations and NGOs.



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## #HousingDay opinion: Social housing – outside-in

On #HousingDay 2014 Ipsos SRI's Ben Marshall blogs for 24dash.com on social housing, public opinion and 'An Ambition to Deliver'



Read more



## Public says decent jobs are the best way to reduce poverty

Ben Page examines public attitudes to poverty, how best to tackle it and how this has altered over time in his blog for the Joseph Rowntree Foundation.



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