

# Ipsos MORI Highlights

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



# Welcome to Ipsos MORI's October Highlights

As we go to press we have a surge in the proportion of Britons who want to stay in the EU – now 56%, the highest since 1991. This may reflect a more polarised political debate in the UK with UKIP also now at record levels of support.

While concern about the economy is declining, we are seeing a cooling in the public's economic optimism from earlier this year, as real wage growth remains below inflation.

Elsewhere we look at the importance of **simplicity** in consumer experiences and services, and the types of experience we want when we travel – and whether hoteliers understand us.

On technology we see record usage of smartphones at 64% of the population, up from 37% in 2011, but an interesting age divide – whereas internet usage is growing across the population, smartphones remain a young people's thing.

And finally with the Scottish Referendum over, we report on how devolution across the UK is growing in popularity.

All best

Ben Page

Chief Executive, Ipsos MORI

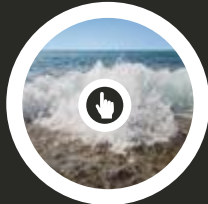
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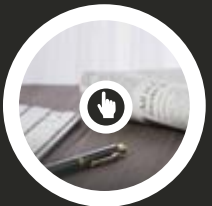
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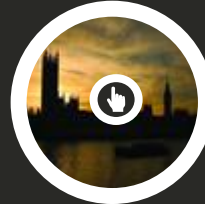
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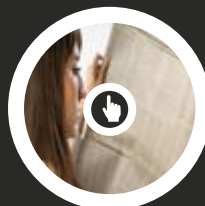
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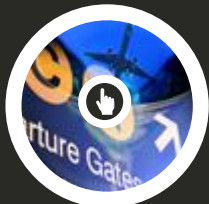
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Articles and opinion pieces on a range of topics



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# < The power of prepaid



Website



**New pan European study by MasterCard highlights the 'Power of Prepaid' to meet consumers' increasing desire to monitor their own finances**

Research conducted by Ipsos MORI on behalf of MasterCard shows that consumers are seeking more control over their own finances. In addition, the research showed that consumers are facing financial concerns that could be aided by the use of prepaid cards.



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# < Travellers want unique experiences



Website



The world's largest traveller and accommodation survey conducted by Ipsos MORI, on behalf of TripAdvisor™, examined motivations behind travellers' holiday choices, traveller emotions at various stages of the holiday and the post-trip impact of travel. Their motivations were explored from a personal experience perspective as well as how they would like to be perceived by others.

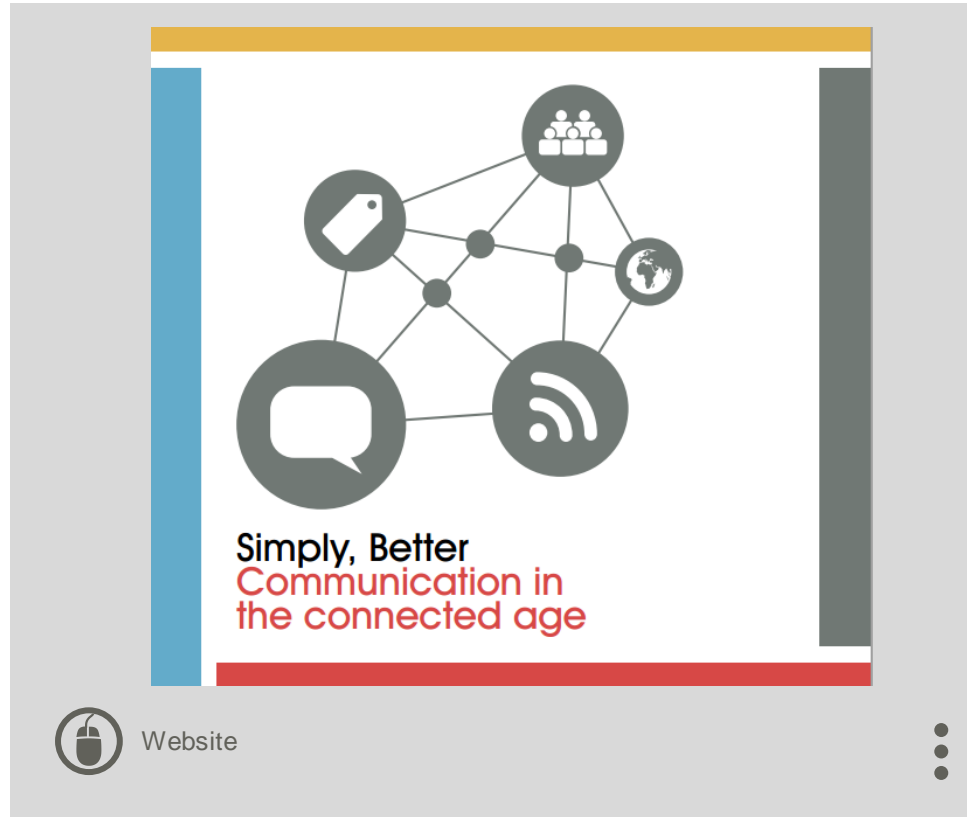
The research showed that for travellers, 'enhancing perspective' is the primary motivation for holiday choices for 71% of global travellers, followed by liberation (62%). In contrast, 73% of hotelier respondents want to provide their guests with a sense of 'harmony.'



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# < Communication in the connected age



In this paper Ipsos ASI gives its point of view on why we believe simplicity is essential to brand success in the connected age, and why brands that have simplicity of purpose and communications will be the ones that succeed.

By 2015 the amount of media asked for and delivered to consumers on mobile devices and to their homes will take more than 15 hours a day to see or hear. Technology has led to an abundance of choice and near constant exposure to communications and information.

What does this mean for brands? How should brands communicate with and engage consumers when competition for attention is intense and media is always on? And what does this mean for research and evaluation?

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## Casual fling or committed relationship? Measuring reader engagement.

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?



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# < Technology Tracker – Quarter 3 Results



The latest wave of the Ipsos MediaCT Technology Tracker is released including insights into tech ownership, internet access, content consumption and the connected home.

Our most recent wave of fieldwork reveals:

- The percentage of households with connected TVs is still only around 13% of GB homes.
- Smartphone base ownership is at 61%. Android penetration is slightly lower than iOS in this wave at 28% vs. 30%.
- Tablet ownership is just over 1 in 3 households at 35%.
- 54% of GB adults access social networking sites, 30% access via a Smartphone.

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Website



Full report



## **Economy, immigration and healthcare are Britons' top three issues deciding the general election vote.**

Conservatives increase their lead on economic management, Labour hold healthcare lead, while UKIP up as best party on immigration.

The Conservatives have increased their lead on managing the economy over Labour. More than four in ten (45%) think the Conservatives have the best policies on managing the economy, compared with 20% for Labour, giving the Tories a 25 percentage point lead. This is up from a 13 point lead just six months ago, when 35% backed the Conservatives on this issue, against 22% for Labour.



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Full report



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**The Economist/ Ipsos MORI 40<sup>th</sup> anniversary Issues Index** shows that concern about defence/foreign affairs increases while worry about unemployment falls.

Constitutional affairs/Scottish independence rises to its highest ever score, though does not feature in the top ten list of concerns this month.



Website



Mumsnet, the UK's largest website for parents, sister site, Gransnet and Ipsos MORI have published a joint report 'All to Play For' – the follow-up to their 2013 report 'The Women Problem' - which is an in-depth study into women voters and who's winning the battle for their vote ahead of next year's election.

The report explores women's opinions of the current political leaders, their voting intentions and policy priorities; as well as the specific challenges each of the parties face if they are to win female support in the 2015 general election.



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# 🏠 < Support for EU membership highest for 23 years



Website



Full report



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New polling from Ipsos MORI shows the majority of Britons would vote to stay in the European Union in a referendum, indicating the highest support for British membership since 1991, before the signing of the Maastricht Treaty which officially renamed the 'European Community' the 'European Union'.

Some 56% would vote to stay in the European Union, compared with 36% who would vote to get out; eight percent answer that they do not know how they would vote. This translates to 61% support for Britain's EU membership and 39% opposing after excluding 'don't knows'. This is the highest support since December 1991, when 60% said they would vote to stay in the European Community and 29% wanted to get out.

# 🏠 < UKIP popularity up two percentage points



Website



Full report



Ipsos MORI's last Political Monitor before party conference season and the Clacton by-election shows that UKIP's popularity has risen by two percentage points; other parties' popularity remains stable.

The survey also finds that, since May of this year, the proportion of people who think that a vote for UKIP is a wasted vote has declined from 57% to 50%, and over half (53%) believe that the party is raising important issues that other parties are not taking seriously. Yet only 14% say they would like their local MP to leave his or her party and join UKIP.



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# < Majority of Britons feel power is too centralised



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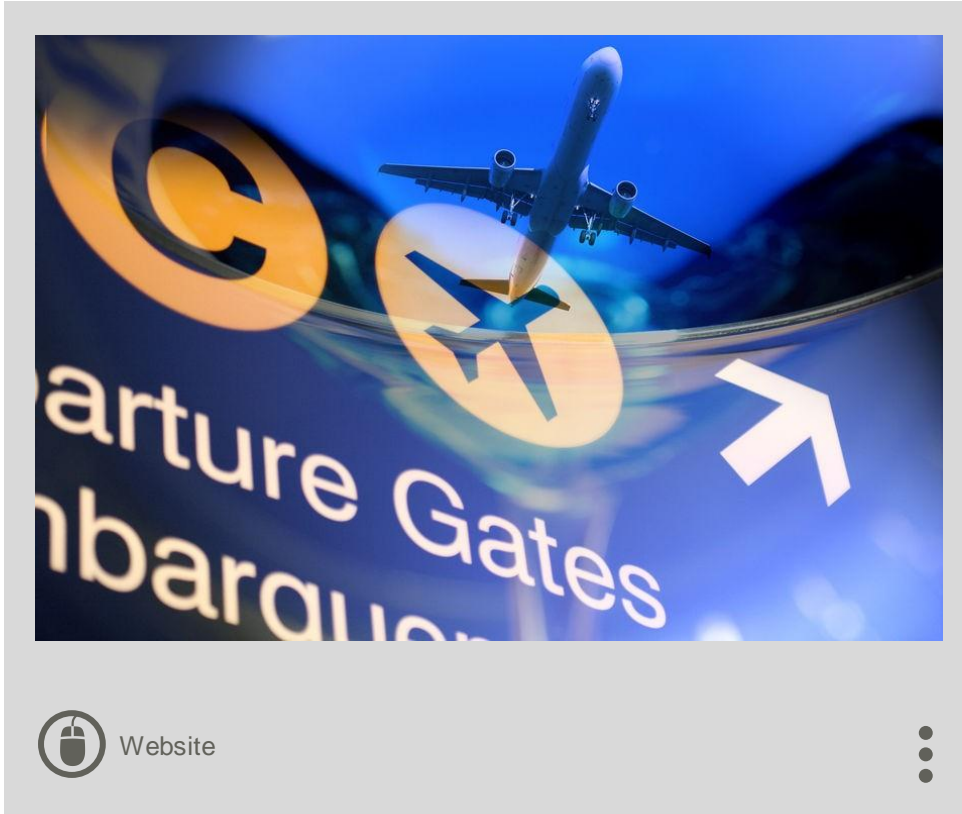
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A new Ipsos MORI poll for the Joseph Rowntree Reform Trust finds that there is a demand for further devolution of powers among Britons, with a majority feeling that power is currently too centralised.

Findings include:

- 62% feel that government power in Britain is too centralised, with 13% in disagreement.
- 85% believe that local communities should have more of a say in the decisions that affect them.
- 65% are in favour of reducing the power of parliament and giving more power to local, municipal or regional government in England.

# < MPs' attitudes to Heathrow Airport expansion



The Ipsos MORI Summer Survey of MPs 2014, a bi-annual syndicated survey of MPs included questions to indicate MPs' attitudes to Heathrow Airport expansion.

The results showed that:

- Six in ten MPs (58%) believe that the best option to solve the issue of the UK's hub airport capacity is a third runway at Heathrow.
- Of those who back a third runway at Heathrow as the best option, nine in ten (91%) believe it will get parliamentary approval.



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# < Digital divide between social and private renters



Website



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New research by Ipsos MORI for Affinity Sutton – one of the biggest providers of affordable housing in England – finds most private and social renters satisfied with their tenure but also that significant “digital divides” exist within and between the two tenures.

The survey, undertaken during June and July, covered attitudes towards tenure among private and social renters (those renting from a local authority or housing association).

## Why interest rates won't push voters into Ed Miliband's arms

Ben Marshall blogs in CityAM on what the impact of expected interest rate rises could have on mortgage holders in terms of voting in the 2015 General Election.



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## Immigration and race on the Ipsos MORI Issues Index

Bobby Duffy, Director of Ipsos SRI blogs on pros and cons of separating the issues of race and immigration in the Issues Index.



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## Taking another bite of the Apple

In her latest Campaign blog Ipsos ASI's Tara Beard-Knowland looks at how competition can do a lot for brands.



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## Who are the “Shy No” voters, and what do they mean for the Scottish referendum?

On the eve of the Scottish Independence Referendum Ben Page looks at how the so-called silent Nos could affect the result.



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## Ambition, passion and pride – the spirit of Scottish themed advertising

In the latest Campaign blog guest author Tak Ha from Ipsos ASI looks at Scottish adverts ahead of the referendum.



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## Digital tensions: what next for housing going digital

Ben Marshall blogs on how the rate of change in digital technology can create a divide in the housing sector.



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## The slow death of political parties

Ipsos SRI's Bobby Duffy discusses the impact of the generational shift away from any sort of party political engagement, as revealed by our Generational analysis.



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## Power to the people – but how much and to whom?

Ben Page analyses recent research by Ipsos MORI on attitudes to further devolution of powers to England, Wales, Scotland and the regions.



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# Contact

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