



IPSOS MORI HIGHLIGHTS

October 2015

THE **2015**
FUTURE
OF RESEARCH
SERIES

Ipsos MORI



WELCOME TO IPSOS MORI'S OCTOBER HIGHLIGHTS

Autumn brings a sweep of changes – global consumer optimism has taken a knock– especially in Latin America, and even the USA, the motor of growth in the developed world, has seen recent declines, as we see in our monthly Global Advisor study of 20 major economies. In the UK our most recent local tracking suggests consumer confidence has fallen to its lowest point since 2013.

In Britain, new Labour leader Jeremy Corbyn is seen as more honest than David Cameron – but much less competent, and is the least popular new leader of any major party since we began polling in the 1970s. Given the uphill battle Labour faces in winning the 2020 election, expect more ructions in the Labour party. Meanwhile George Osborne is now Conservative voters' preferred leader after David Cameron stands down in 2020.

Looking ahead, while most polls continue to show that the British are likely to vote to remain in the EU, six in ten want more controls of freedom of movement, and 66% do not expect David Cameron will be able to get a

good deal from the EU.

If he does not, our latest polling reported here implies the referendum may be a very close run thing.

Elsewhere we have a host of events to which you are all invited, and we look at using social media for research.

As a Twitter addict, (@benatipsosmori) I have to remind myself that people I converse with are definitely not normal – as our analysis of using twitter for research this month shows, most tweets come from a tiny percentage of the 22% of people who use twitter. Something Alex Salmond forgot when he celebrated victory based on social media analysis ahead of last year's Scottish referendum.

As ever, let us know what you think, and what you would like more coverage of in this update.

All best

Ben Page

Chief Executive, Ipsos MORI
ben.page@ipsos.com

IPSOS MORI OCTOBER HIGHLIGHTS

OUR EVENTS

- Invitation - Consumer Payments
- Generation Next – Understanding what makes them tick
- Shoppers – Pinpointing shopper emotions in the moment

POLITICS

- Stay's lead narrows in EU Referendum debate
- Controls on movement of EU citizens key issue for majority of Britons
- Boris Johnson most popular prospective Conservative leader
- Corbyn seen as more honest than most politicians, but also least popular Labour leader ever

HOUSING

- Confidence in rising property prices has rallied and remains high

SOCIETY

- Economist/Ipsos MORI Issues Index
- The Road to Representivity – using social media for research
- Customer Engagement with the Energy Market

BUSINESS

- A Guide to Text Analytics
- The Top Challenges Facing G20 Women in the Workplace

ECONOMY & FINANCE

- Economic Pulse of the World
- British economic optimism at its lowest level for over two years
- People significantly underestimate how much tax revenue comes from business

IPSOS MORI OPINION

INVITATION - CONSUMER PAYMENTS, 4 NOVEMBER, CENTRAL LONDON



Contactless payments are now part of the everyday landscape. Consumers are using mobile devices and digital wallets (even if they don't know what they are) and new payments innovations are launching constantly. We ask who's paying in the contactless, mobile and digital world?

Join us for this breakfast event on **4 November** as we present new research which sheds light on the attitudes and behaviours of the UK consumer; about what they think and feel about these new options.

We will also hear from a panel of experts in the field, including Santander and the Financial Times, who will help us explore opportunities, challenges and consider what is next for consumer payments.

[Read more >>>](#)



FUTURE OF RESEARCH: GENERATION NEXT



If you were unable to join us at our recent Future of Research event, we can still share the content presented, where we explored what makes Generation Next tick.

We examined young people's attitudes and motivations – which are now very different from previous generations - and explored how to engage them both as consumers and research participants.

The slides from this event are now available via the link below.

[Read more >>>](#)



UNDERSTANDING AND INFLUENCING SHOPPERS



Ipsos Marketing

Pinpointing Shopper Behaviours and Emotions in the Moment

The grocery market is more competitive than ever, with differentiating retail channels and an ever growing selection of products. Influencing shoppers across different purchase channels, and providing a positive grocery-shopping experience aligned against shopper needs, has never been more important.

At our recent Shopper Marketing event we were delighted to share new research on how to tap into shoppers behaviours and emotions in the moment. We compared our brains now to those of our caveman ancestors, seeing surprisingly few differences in terms of the way we make choices. We also explored how a supermarket might look if the store layout were based solely on emotion.

Click below to see slides from the event.

[Read more >>>](#)

POLITICS





STAY'S LEAD NARROWS IN EU REFERENDUM DEBATE



Over half of Britons could be persuaded to change their mind in Europe vote

- Just over half (52%) say they would choose to vote to 'stay in' if there were a referendum, compared with four in ten (39%) who would to get out.
- This gives 'stay in' a lead of 13 points, substantially down on June this year, when 'stay in' enjoyed a lead of 34 points (61% stay, 27% get out).
- Among those who give an opinion, "stay" is ahead by 57% to 43%, compared with a 69% to 31% lead in June.

[Read more >>>](#)

CONTROLS ON MOVEMENT OF EU CITIZENS KEY ISSUE FOR MAJORITY OF BRITONS



Two in three Britons have little confidence in Cameron getting a good deal for Britain from European leaders

- Pressure on public services, housing and benefits are the most cited reasons to implement restrictions on free movement of EU citizens.
- Six in 10 (58%) believe there should be greater restrictions on free movement of EU citizens.
- 14% believe there should be no right to free movement between EU countries at all.
- 11% say that free movement of EU citizens should be kept in its current form.
- 5% say that there should be no restrictions at all.

BORIS JOHNSON MOST POPULAR PROSPECTIVE CONSERVATIVE LEADER



Boris Johnson is the most popular potential candidate to lead the Conservative party after David Cameron steps down, although George Osborne has the lead among Conservative supporters.

- 1 in 4 (27%) say the London Mayor would be the candidate to make them most likely to vote Conservative at the next election.
- Falling behind is Theresa May with 17%, Osborne with 15%, Sajid Javid with 4% and Michael Gove with 3% (although 42% of Labour supporters, 28% of Liberal Democrats and 16% of UKIP supporters said 'none of them' would likely make them vote Conservative).
- Conservative supporters are though more likely to support Osborne over Johnson with one in three (32%) opting for the Chancellor versus three in ten (29%) choosing the London Mayor.
- 18% of Conservatives back May, 4% Gove and 3% Javid.

CORBYN SEEN AS MORE HONEST THAN MOST POLITICIANS



Jeremy Corbyn seen by public as more honest than most politicians but lags behind David Cameron on other Prime Ministerial attributes.

- More than half (54%) of Britons say Jeremy Corbyn is 'more honest than most politicians' compared to three in ten (30%) who say the same for David Cameron.
- However only 32% think he's a capable leader compared to 62% saying this for David Cameron.
- When asked if either 'has sound judgment' 32% say Mr Corbyn possesses this while 46% say Mr Cameron does.

HOUSING



CONFIDENCE IN RISING PROPERTY PRICES HAS RALLIED AND REMAINS HIGH



The latest Halifax Housing Market Confidence Tracker remains high alongside expectation of interest rate rises

- In the September wave of the tracker, just under seven in ten Britons (68%) said they expect a rise in average UK property prices over the next 12 months compared to 5% who expected a fall, mirroring the findings in June's survey wave.
- Meanwhile the proportion of Britons who think it'll be a good time to buy in 12 months' time has fallen slightly since June from 56%, to 53% in September.

[Read more >>>](#)



SOCIETY



ECONOMIST/IPSOS MORI ISSUES INDEX



The September Economist/Ipsos MORI Issues Index shows concern about immigration is at the highest level ever recorded, and continues to rise.

- Over half (56%) of the public mention immigration as among the most important issues facing Britain.
- For two fifths (40%) it is the single most important issue facing the country.
- This is an increase of 6 percentage points since August, and an increase of 14 percentage points since July, across all who mention it as an issue facing Britain.

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THE ROAD TO REPRESENTIVITY



A Demos and Ipsos MORI report on sociological research using Twitter.

The rise of social media has profound consequences for those who research society to understand how it works.

The report is based on three themes:

- Brands: The brands most spoken about on Twitter, set against the brands most mentioned by people when asked face-to-face.
- Issues: Which social and political issues are most prominent on Twitter, set against the issues people mentioned as important when asked face-to-face.
- Politics: How Ed Miliband and David Cameron were spoken about on Twitter, set against their offline favourability scores.

[Read more >>>](#)

CUSTOMER ENGAGEMENT WITH THE ENERGY MARKET



Ofgem has published its annual tracking survey of **Customer Engagement with the Energy Market**

The survey includes:

- Supplier switching in electricity and gas.
- Tariff switching.
- Reasons for switching supplier or not.
- Attitudes to switches made.
- Communications from suppliers.
- Trust in the openness and transparency of energy suppliers.

[Read more >>>](#)

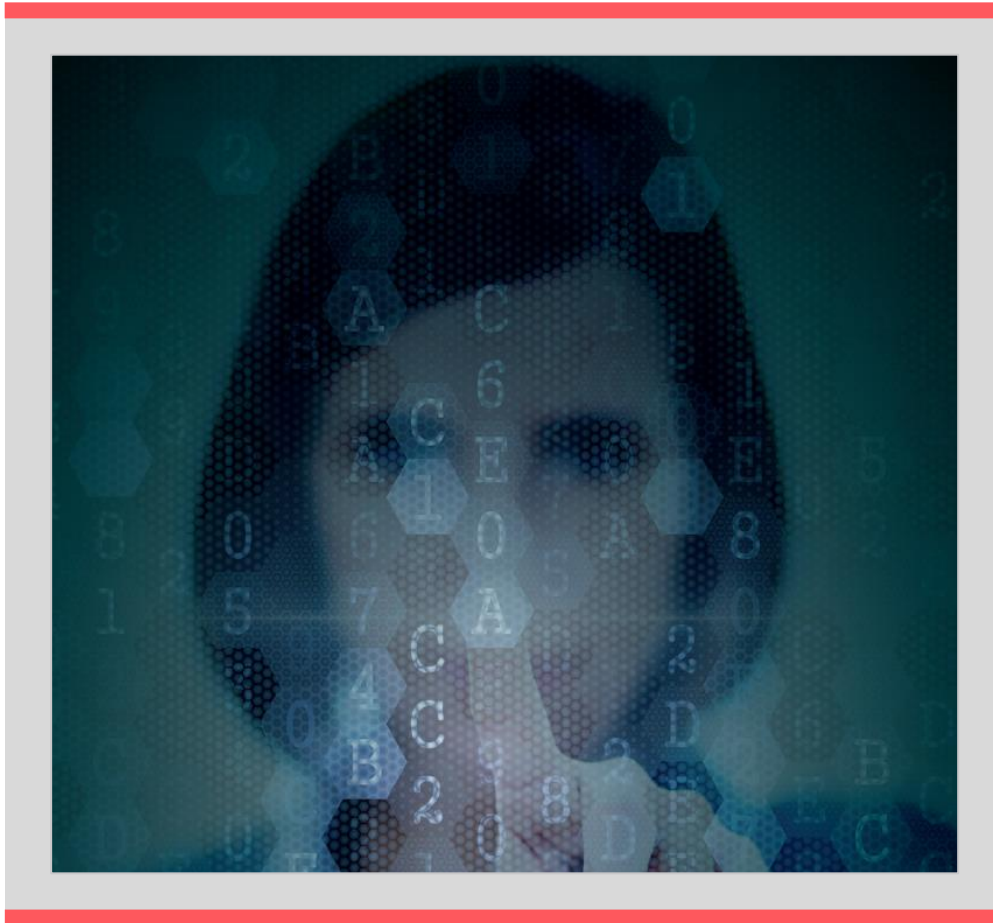


BUSINESS





A GUIDE TO TEXT ANALYTICS



Ipsos Loyalty have produced a new guide on Text Analytics.

The guide features:

- The significant benefits to text analytics such as cost, speed, consistency and scalability.
- The most common pitfalls to beware of when setting up text analytics.
- Descriptions of the outputs.
- Case studies from a manufacturer, an automotive dealer and social media.

[Read more >>>](#)

THE TOP CHALLENGES FACING G20 WOMEN IN THE WORKPLACE



The survey, conducted on behalf of the Thomson Reuters Foundation, asked women across G20 countries what top five challenges they feel they face at work.

- The results show that work-life balance is the most mentioned issue.
- Harassment by co-workers was also mentioned key issue in our survey and nearly one in three G20 women say they have been harassed at work.
- The results reveal even more on a country by country basis.
- In places like the UK and France women were much more likely to point out inequality in the workplace, while in Turkey and India they were more likely to point to other issues.



[Read more >>>](#)

ECONOMY AND FINANCE



ECONOMIC PULSE OF THE WORLD



After some stronger summer months, global measures see a slump.

- When asked to assess the current economic situation in their country, only 39% (down 2 pts) of global citizens rate the current economic situation in their country as “good.”
- Three in 10 (29%) global citizens rate the economy in their local area as “strong”, down one point.
- Only two in 10 (22%) global citizens expect the economy in their local area to be “stronger” in the next six months - the lowest average score since October 2012.

[Read more >>>](#)

BRITISH ECONOMIC OPTIMISM AT ITS LOWEST LEVEL FOR OVER TWO YEARS



Economic optimism is at its lowest level since April 2013, Ipsos MORI's latest Political Monitor reveals.

- A third (32%) of Britons think the general condition of the country will improve over the coming year; compared with just under four in ten (38%) who think it will get worse.
- Just over a quarter (27%) say it will stay the same.
- This gives an overall Economic Optimism Index score (% improve minus % get worse) of -6.

[Read more >>>](#)

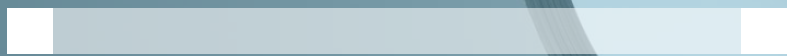
PEOPLE SIGNIFICANTLY UNDERESTIMATE HOW MUCH TAX REVENUE COMES FROM BUSINESS



The poll was conducted by Ipsos MORI on behalf of the Confederation of British Industry (CBI).

- On average the public think only 17% of total tax revenue is provided by business.
- In fact, in 2014, business paid nearly £175 billion in tax – 29% of all taxes.
- The survey also showed the public massively overestimate the Corporation Tax Gap. On average the public thought there was a 31% gap in what HMRC expects to collect in Corporation Tax and what is actually paid.
- Yet the latest HMRC statistics show that the actual figure is 9% - £3.9 billion in the year 2012-13.

IPSOS MORI OPINION



IPSOS MORI OPINION

POLITICS & SOCIETY



Can social media really be the future for Jeremy Corbyn?

Steven Ginnis, Ipsos Social Research Institute, writes for Huffington Post about the reaction of the Twittersphere to Jeremy Corbyn's first Labour Party conference speech as leader.

[Read more >>>](#)

What do the focus groups make of Jeremy Corbyn?

Suzanne Hall, at Ipsos Social Research Institute, writes for the New Statesman about two focus groups with voters in Croydon on the day of Jeremy Corbyn's inaugural party conference speech.

[Read more >>>](#)



Measuring employee engagement in digital times

JB Aloy at Ipsos Loyalty, discusses why we should be cautious about applying some of the latest digital developments.

[Read more >>>](#)

Plus ça change, plus c'est la même chose...

Andrew Green, from Ipsos Connect, asks whether digital views are a more precise measure for ads than traditional forms of audience measurement.

[Read more >>>](#)



CONTACT

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James Randall

Managing Director, Key Clients

james.randall@ipsos.com

www.ipsos-mori.com

All methodology details are available via the website links

