



IPSOS MORI HIGHLIGHTS

August 2015

THE FUTURE OF RESEARCH
2015 SERIES

Ipsos MORI



WELCOME TO IPSOS MORI'S AUGUST HIGHLIGHTS

If you're at work – a lot of us still are – rather than on a beach or far away – here's our latest round up of published polls. We report global attitudes to immigration – and find that the British, who put it as the number one problem facing the country, are rather less negative about it than people in many other countries.

We look at what makes beautiful places to live, and in the same vein, what we think about building on the Green Belt, and whether or not the public think we should expand our airport capacity.

In a world where more of us than ever are transfixed by screens, with ever shorter attention spans, we show how brands can capture consumers' attention.

As well as all this, we have the popularity of George Osborne, who is catching up with Boris Johnson in the race to succeed David Cameron before 2020, and

we look at what the public think of the candidates to lead the Labour party (don't hold your breath).

We look at parents, their kids and alcohol, and just how wrong most people are about money, in our latest Perils of Perception analysis.

Finally we'd like to invite you to the first of our autumn events on Generation Next – the generation now entering adulthood and how different they are from preceding generations. I hope to see you there on September the 24th.

All best

Ben Page

Chief Executive, Ipsos MORI

ben.page@ipsos.com

OUR EVENTS

- Invitation: The Future of Research: Generation Next

MEDIA, BRANDS & COMMUNICATIONS

- How brands can be heard in a world of media overload

SOCIETY

- Understanding Society: The Perils of Perception
- Immigration is still the most important issue facing Britain

POLITICS

- Britons more positive than most about immigration despite concerns around public services
- Most support English votes for English laws with Conservatives most enthusiastic
- Burnham leads the pack – but all Labour hopefuls have work to do
- Osborne closes gap on May and Johnson as a potential PM among Conservative supporters

ECONOMY & FINANCE

- On the money? Misperceptions and personal finance
- Lloyds spending power report

HOUSING & ENVIRONMENT

- Election 'bounce' in house price optimism slips from all time high
- Most Britons believe airport capacity should be increased
- Attitudes towards Green Belt land
- Litter and crime the most important aspects in making the local area a beautiful place to live

HEALTH

- Young people's and their parents' drinking behaviour and attitudes
- General Dental Council Patient and Public survey 2014

IPSOS MORI OPINION

INVITATION - FUTURE OF RESEARCH: GENERATION NEXT

24 SEPTEMBER, CENTRAL LONDON



At the next in our series of Future of Research events we will explore what makes the next generation tick.

Join us on the evening of **24 September** to understand the next generation. We'll examine their attitudes and motivations and explore how to engage them both as consumers and research participants.

We are delighted to be joined by **Patrick Collins**, Research Manager Youth from **BBC Radio 1, 1Xtra** who will share his perspective on how the next generation consume media and content and how the BBC is responding to their needs.

[Read more >>>](#)

Ipsos MORI



MEDIA, BRANDS AND COMMUNICATIONS

THE ATTENTION DEFICIT: HOW BRANDS CAN BE HEARD IN A WORLD OF MEDIA OVERLOAD



Ipsos Connect

THE ATTENTION DEFICIT:

HOW BRANDS CAN BE HEARD
IN A WORLD OF MEDIA OVERLOAD

Thought Piece
2015

The competition to be heard has never been greater. People have access to more content, at more speed and across more devices than ever before. How can brands cut through and build connections with people when the choice of what to engage with is so vast?

This thought piece by Ipsos Connect investigates:

- How technology and media are impacting attention.
- What brands can do to gain attention and be heard through the noise.
- How we can use research to measure and increase attention.

Read more >>>

Ipsos MORI





SOCIETY



UNDERSTANDING SOCIETY: THE PERILS OF PERCEPTION



The latest edition of the Ipsos MORI Social Research Institute's Understanding Society explores the challenges associated with measuring and understanding the way people think and act.

Our global study highlights that people are often wrong about the make-up of their population and the scale of key social issues. We consider possible explanations for the gap between perceptions and reality, alongside perspectives from our colleagues in Italy and Sweden – the two countries that came top and bottom of our "Index of Ignorance" respectively. We also explore the perils of polling in accurately predicting voter turnout and whether the external threats that people worry about should be our biggest concern.

Ipsos MORI

[Read more >>>](#)



IMMIGRATION IS STILL THE MOST IMPORTANT ISSUE FACING BRITAIN



The July Economist/Ipsos MORI Issues Index shows immigration is still the most important issue facing Britain despite a sharp increase in concern about defence/terrorism

Immigration once more tops the list of the most important issues facing Britain – it is mentioned by two fifths (42%) of the public as amongst the most important issues facing Britain. For a quarter (24%) it is the single most important issue. For much of this year the NHS has topped the list of most important issues facing Britain, but it is now in second place, mentioned by a third (32%) of the public. These two issues (NHS and immigration) have risen in prominence as concern about economic issues has slipped away over recent years.

Ipsos MORI

[Read more >>>](#)



BRITONS MORE POSITIVE THAN MOST ABOUT IMMIGRATION DESPITE CONCERNS AROUND PUBLIC SERVICES



Our survey asks a series of questions on immigration across 24 countries.

- Three in ten (28%) members of the British public say that immigrants have had either a 'very' or 'fairly' positive impact on their country.
- Two in five (40%) Britons agree immigration has made the country a more interesting place to live compared to the global average of three in ten (30%).
- When asked if immigration has placed too much pressure on public services seven in ten (68%) believe this to be the case, making Britain the 2nd most concerned country (behind Turkey where 81% are concerned and ahead of Italy where 67% are concerned).

Ipsos MORI

[Read more >>>](#)



POLITICS



MOST SUPPORT ENGLISH VOTES FOR ENGLISH LAWS WITH CONSERVATIVES MOST ENTHUSIASTIC



The latest Political Monitor finds an appetite amongst the public to change the way MPs from England and Scotland vote in the House of Commons.

- Three in four (73%) Tory supporters back preventing Scottish MPs from voting on non-Scottish issues (58% strongly support) while one in five (20%) oppose it.
- Four in ten (41%) Labour supporters support the idea and 36% oppose it.
- When considering the Government's English veto plan three in four (76%) of Conservative voters agree with the proposal (52% strongly support it) while just 16% oppose it.
- This compares to less than half (48%) of Labour voters supporting an English veto (24% strongly support it) with 35% opposing it.

Ipsos MORI

[Read more >>>](#)



BURNHAM LEADS THE PACK – BUT ALL LABOUR HOPEFULS HAVE WORK TO DO



Andy Burnham leads the pack, but all Labour party leadership candidates yet to convince public and their own supporters they have what it takes to be a good Prime Minister.

The public are still to make up their mind about the contenders and none have a net positive rating overall. **Andy Burnham** leads the pack with 27% agreeing he 'has what it takes to be a good Prime Minister', although equally another 27% take the opposite view. **Yvette Cooper** comes second with 22% thinking she has what it takes while one out of three (34%) do not. **Jeremy Corbyn** and **Liz Kendall** trail behind with 17% and 16% respectively saying they have what it takes to be a good PM. Three in ten (30%) however don't think Ms Kendall has what it takes while 36% are critical of Mr Corbyn.

Ipsos MORI

[Read more >>>](#)



OSBORNE CLOSES GAP ON MAY AND JOHNSON AS A POTENTIAL PM AMONG CONSERVATIVE SUPPORTERS



Post-Budget, Osborne closes the gap on May and Johnson compared to July 2014

- 47% of Conservative voters agree Boris Johnson has what it takes to be a good Prime Minister.
- George Osborne shadows behind by only two points (45% thinking he has what it takes to be a good PM – a 13 point increase from July 2014).
- Theresa May also rates well amongst Tories, with 45% saying she has what it takes to be a good PM.
- Although only 16% feel the same about Justice Secretary Michael Gove.

[Read more >>>](#)

HOUSING & ENVIRONMENT



ELECTION 'BOUNCE' IN HOUSE PRICE OPTIMISM SLIPS FROM ALL TIME HIGH



Confidence in rising property prices reached its highest level in May 2015 since the inception of the Housing Market Confidence Tracker survey, before relaxing slightly in June (Q2) 2015.

- In June (Q2), seven in ten Britons (69%) said they expect a rise in average property prices over the next 12 months compared to 5% who expect a fall. These figures were 72% and 4% respectively in the previous month (May 2015).
- At the same time, buying sentiment has remained relatively stable: in June 2015, 56% of Britons said they think the next 12 months will be a good time to buy and 31% said they think it will be a bad time.

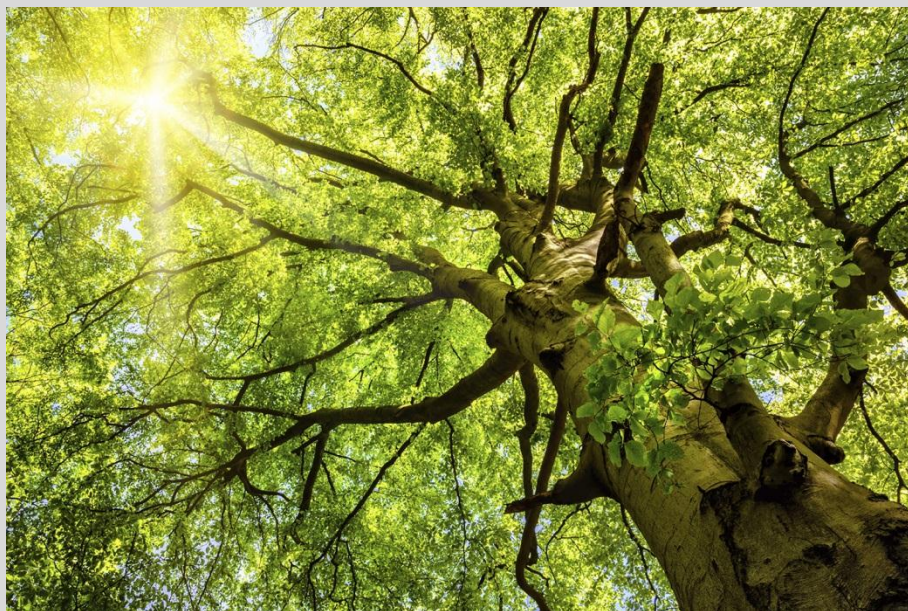
MOST BRITONS BELIEVE AIRPORT CAPACITY SHOULD BE INCREASED



The public say the impact on the natural environment and noise are the key considerations for airport expansion with six in ten (60%) in favour of the increase and with one in three (33%) disagreeing.

- Among those who think that Britain's airport capacity should be increased, three in ten (30%) say a new airport should be built.
- Another 24% say that Gatwick Airport should be expanded with a second runway.
- And a further 22% prefer a third runway at Heathrow.
- 14% say an airport other than Heathrow or Gatwick should be expanded.

ATTITUDES TOWARDS GREEN BELT LAND



The Campaign to Protect Rural England (CPRE) commissioned Ipsos MORI to conduct a survey of people across England on their attitudes towards Green Belt land on the 60th anniversary of the Green Belt becoming government policy.

- 64% of people agree the Green Belt should be protected, while just 17% disagree.
- Support for Green Belt is demonstrated across a range of different groups, including people with children aged five and under, those renting from a local authority, and those on low incomes.
- More than six out of ten people (62%) who live in towns and cities support the protection of the Green Belt.

LITTER AND CRIME THE MOST IMPORTANT ASPECTS IN MAKING THE LOCAL AREA A BEAUTIFUL PLACE TO LIVE



A poll conducted by Ipsos MORI on behalf of ResPublica discusses the factors which make an area beautiful as well as those which need improving.

- The public believe less litter and rubbish (36%) and less crime, vandalism and graffiti (35%) are the most important aspects.
- Three in five (61%) of the public rate their local area as a beautiful place to live although there are some marked variations geographically.
- Of those living in the South West, 81% rate their local area as a beautiful place to live compared to 52% of those living in the Midlands.

[Read more >>>](#)

ECONOMY AND FINANCE



ON THE MONEY? MISPERCEPTIONS AND PERSONAL FINANCE



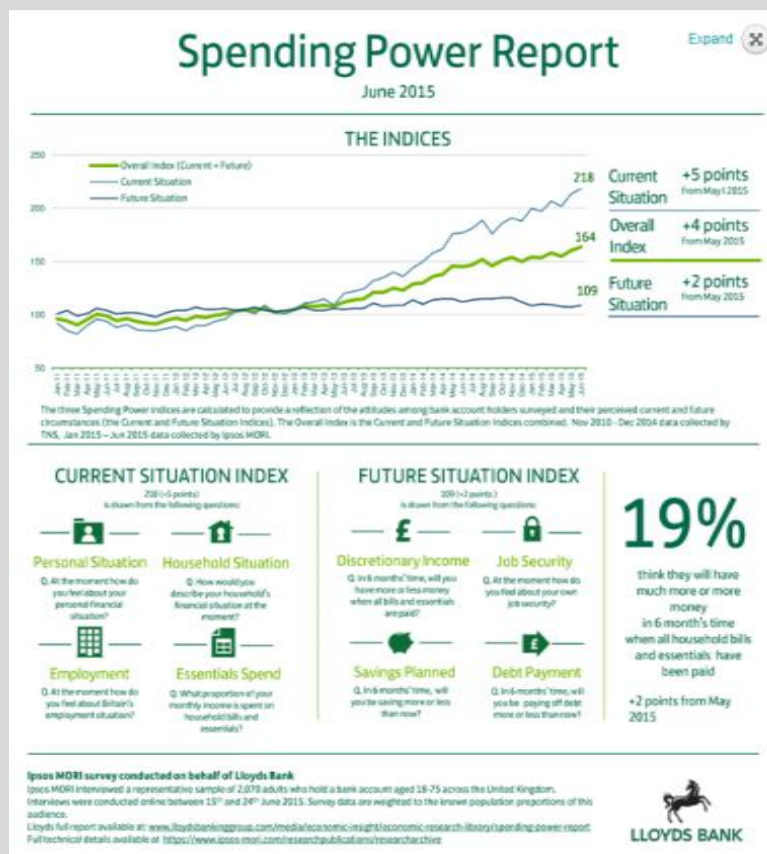
The public have a number of significant misperceptions about personal and public finances.

- In particular, it's the cost of the big life events – like having children, going to university and retiring – that we underestimate which has implications for the financial services industry and government alike, as well as the wellbeing of the general population.
- Click 'Read more' to take our quiz and test yourself against the Great British Public.

[Read more >>>](#)



LLOYDS SPENDING POWER REPORT



The Lloyds Spending Power Report monitors sentiment towards spending, borrowing and saving amongst UK bank account holders aged 18 – 75.

Key findings include:

- The current situation is up five points from May 2015 – this is made up of questions covering personal and household situation, employment and essentials spend.
- The future situation index is up two points from May 2015 – this is made up of questions covering discretionary income, job security, savings planned and debt payment.
- 19% think they will have much more or more money in six months time when all household bills and essentials have been paid (two points from May 2015)



HEALTH



DRINKAWARE MONITOR: YOUNG PEOPLE'S AND THEIR PARENTS' DRINKING BEHAVIOUR AND ATTITUDES



A survey for alcohol education charity Drinkaware provides insight into UK young people and their parents' drinking behaviour and attitudes towards alcohol.

Key findings contained in the report are:

- 43% of young people aged 10-17 say they have had an alcoholic drink – although drinking remains a relatively uncommon event with age being a major factor.
- One in three (32%) of young people say they have felt encouraged to drink by others.
- The key motivations behind drinking among 10-17 year-olds are social.
- There is a clear link between young people's drinking, drunkenness and harmful drinking and their parental attitudes and whether or not they supervise their child's drinking.

GENERAL DENTAL COUNCIL PATIENT AND PUBLIC SURVEY 2014



The Annual Patient and Public Survey 2014 is carried out by Ipsos MORI for the General Dental Council (the UK-wide dental regulator).

The report follows the same methodology as the previous three years: a representative, face-to-face survey. This year's study also includes qualitative telephone interviews with eight members of the public. .

The report is designed to:

- Capture and track patient and public awareness and perceptions of the General Dental Council
- Provide insight into key and emerging policy areas.

[Read more >>>](#)

IPSOS MORI OPINION





Perils of perception: 10 things people think about housing

What's the average UK house price? How many people live in social housing? And what's the average deposit put down when buying a new home?

Perceptions are often very different from reality, says Ben Marshall, blogging for The Chartered Institute of Housing.

[Read more >>>](#)

Is the tide turning for streaming services?

In this blog Ipsos Connect's Elliot Whitehead talks about streaming services and the challenge of offering extra value to subscribers.

[Read more >>>](#)

CONTACT

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

James Randall

Managing Director, Key Clients

james.randall@ipsos.com

www.ipsos-mori.com

All methodology details are available via the website links

