

Polls No Comfort To Brown

Pollsters warn politicians not to concentrate on the gap between the parties in voting intention polls but instead to look at the individual party shares. The latest voting intention polls show the Conservatives are consistently polling over 40% and in the most recent polls, as high as 45%. The 40% barrier is significant as in only two elections since 1945 has the winning party ever formed the government with fewer than two in five voters.

Labour will be desperate to see their poll numbers come back into the thirties. Most commentators believe that this will only happen if the public sees the end is in sight to the recession and gives Brown the credit for leading the country out of it. There is little sign yet of any sustained economic optimism but there is still more than a year to go before the likely date of the next general election. Plenty of time for the economic recovery to set in, but as John Major found out, even strong economic growth may not be sufficient to change public opinion if they have already decided it is time for change.

Economy

16/04/09 Public attitudes to tax and spending

The Westminster Hour/Populus: Three quarters of the public (73%) believe that some services should be protected from cuts even if that means bigger rises in taxation and/or deeper cuts in other areas of public spending. The top three services that should be protected were the NHS (50%); Schools (35%) and the Police Service (17%). [More](#)

15/04/09 Survey on measures to tackle tax avoidance

Compass/YouGov: Three quarters of the public (77%) believe that in the current financial crisis and with public borrowing rising fast, the government should do everything it can to close the £15 billion gap lost through personal tax avoidance. [More](#)

06/04/09 Flexible working beneficial to work and family life

Government Equalities Office/BMRB: Just over a half of parents (51%) believe they would have a better relationship with their child/children if their employer allowed them to work more flexibly. [More](#)

Education

06/04/09 SATS help parents to measure progress of their children

DCSF/Ipsos MORI: A third (32%) of parents place 'high importance' on their children taking part in National Curriculum test at Key Stage 2 (or SATS). [More](#)

02/04/09 Parents' and the public's views on school reforms and policies

Prospect Magazine/Ipsos MORI: Parents believe that it is essential for schools to offer good discipline (92%); well-qualified teaching staff (91%) and full and stable staffing levels (88%). [More](#)

About us

The Research Monitor brings together the main polls and insights across economic, consumer, political and social research in the past month.

This is a free service to our clients and friends. We also offer a more tailored service including in-depth analysis of what the latest research and the current state of opinion means for your organisation or campaign.

We have a very strong base in the management and interpretation of all forms of social and market research; but unlike traditional research agencies, we prefer to continue to work with clients through to the successful conclusion of each project.

Pick of the April polls

A ComRes poll on behalf of Theos shows that two in five (39%) of the British public say they believe in ghosts. [More](#)

Political

- 30/04/09 Boris Johnson, the financial crisis and policing in London**
Evening Standard/ITV News/YouGov: Just under half of London adults (46%) are satisfied with the way Boris Johnson is doing his job.

Half of Londoners (52%) say that their impression of the Metropolitan Police Service has stayed about the same in the last month. [More](#)
- 27/04/09 Scottish politics poll**
SNP/YouGov: Scottish adults are split between those who think Scotland should continue to be represented by the UK government in the European Union (40%) and those who believe Scotland should be a member of the EU in its own right (42%). [More](#)
- 24/04/09 Voting intention, the budget and the email smear scandal**
Daily Telegraph/YouGov: Seven in ten (72%) British adults believe the Chancellor's budget package will not do much (50%) or nothing at all (22%) to lessen the impact of the economic downturn on the country as a whole. [More](#)
- 20/04/09 'Smeargate' email scandal**
News of the World/Ipsos MORI: Two in five (37%) say the recent controversy into email smear campaigns has reduced their trust in the Labour Government. [More](#)
- 19/04/09 The economy, the G20 summit and MPs' expenses**
The Sunday Times/YouGov: Four in five (81%) believe that the controversy over MPs' allowances is justified, believing that the system is a disgrace and needs urgent reform. [More](#)
- 05/04/09 G20 and the war in Afghanistan**
Sunday Mirror/ICM: Seven in ten (70%) of the public say Gordon Brown handled the G20 summit well. [More](#)

Social

- 24/04/09 Too many children not getting enough exercise**
Department of Health: Results from the Change4Life study shows that of the families taking part in the survey almost three quarters (72%) of their children are not getting 60 minutes of daily activity outside school. [More](#)
- 23/04/09 Small changes in levels of community cohesion since last year**
Department for Communities and Local Government: In April-December 2008, 39% of people felt they could influence decisions in their local area, a similar proportion to 2007-08 (38%) but lower than in 2001 (44%). [More](#)
- 16/04/09 Public satisfaction with public works and services**
Institution of Civil Engineers/ComRes: Two in five (40%) of the public are dissatisfied with the quality and their experience of roads and highways. [More](#)
- 07/04/09 Risk of cancer prompts changes in diet and lifestyle**
BBC Newsnight/ComRes: Just over a third (36%) of the public say they have changed their diet and lifestyle to reduce the risk of cancer. [More](#)
- 03/04/09 Older generation putting their sexual health at risk**
Royal Pharmaceutical Society of Great Britain (RPSGB)/YouGov: Almost one in five 45-54 year olds (19%) admitted having unprotected sex with someone other than a long-term partner in the past five years. [More](#)

Voting intention April 2009

26/04/09 The Independent / ComRes:

Conservative (45%)
Labour (26%)
Liberal Democrats (17%)
[More](#)

24/04/09 Daily Telegraph / YouGov:

Conservative (45%)
Labour (27%)
Liberal Democrats (18%)
[More](#)

19/04/09 Ipsos MORI:

Conservative (41%)
Labour (28%)
Liberal Democrats (22%)
[More](#)

19/04/09 The Guardian/ICM:

Conservative (40%)
Labour (30%)
Liberal Democrats (19%)
[More](#)

04/04/09 Sunday Times / YouGov:

Conservative (41%)
Labour (34%)
Liberal Democrats (16%)
[More](#)