



The Research Monitor brings together published surveys and other research and insights on consumer affairs, the economy, the media, politics and society from the past month, plus our commentary on some key research issues. This is a free service to our clients and friends. We also offer a tailored service including in-depth analysis of what the latest research and the current state of opinion means for your organisation or campaign.

2010 and the new decade: low expectations

We enter the new year and new decade with the hangover of the economic crisis in the UK. Though the recession is officially over, a [Financial Times/Harris Interactive](#) poll shows that the public in the UK has low expectations for the future.

Only three in ten (29%) feel optimistic with four in ten of the public (38%) expecting their standard of living to get worse in the next 10 years. The public also expect the government to do less for them and their family financially than it has done in the past decade.

Looking to the year ahead, a [Daily Telegraph/YouGov](#) poll reveals that four in ten (37%) believe that their financial situation will get worse over the next 12 months – a quarter of the public feel it will improve.

With the General Election only months away the latest [Guardian/ICM Research](#) poll this month shows the Conservative Party maintaining their 10+ point lead over the Labour Party – and they go into the election period knowing that David Cameron has better image ratings compared to Gordon Brown and that the public feel the Conservatives will deal better with the issues of the day.

Expect to see much more political polling featured in the Monitor in the coming months as the election campaign period continues to gather pace.

Consumer

- 21/01/10** **Poll on donating clothes to charity**
British Heart Foundation/YouGov: Two thirds of the public (74%) do not believe that all proceeds from the sale of clothes donated to charity go directly to that charity. Charities who use commercial collectors share the profit of the clothes. Half the public (53%) feel cheated about this. [More.](#)
- 15/01/10** **Xmas Debt and 2010 holiday plans**
Shorthose Russell/YouGov: This poll reveals that half the public (51%) do not have any post-Christmas debt with a further 27% agreeing that any debt would not effect their holiday plans in 2010. [More.](#)
- 15/01/10** **Poll on buying 'green products'**
M&S Money/YouGov: More than half the public agree (54%) that they are having a positive impact on the environment when they buy a 'green' product. 51% of the public also feel better about themselves when they do buy 'green' products. [More.](#)

Happy New Year!

The Research Monitor is back again after a short Christmas Break. We resume where we left off with the key political polls in the run up to this year's General Election and public opinion on the current economic situation.

Woodnewton News

As well as winning a place on the Passenger Focus' Research Framework we have been working with the Criminal Justice Group (Ministry of Justice) on their stakeholder survey and the Hansard Society on the latest wave of research for the Audit of Political Engagement series to be launched at the House of Commons in early March.



Politics

- 24/01/10 Voting intentions, class and coming out of recession**
 The Guardian/ICM Research: This poll has the Conservative Party maintaining their 10+ point lead over the Labour Party. The public believe that the Labour Party is still the party who stand up for people from the working classes. Four in ten of the public (43%) agree that the decisions made by Gordon Brown through the economic crisis has made Britain's economic situation better than it could have been – half the public (50%) agree that it has made it worse. [More.](#)
- 21/01/10 Political opinion in Labour marginal constituencies**
 The News of the World/ICM Research: The economy, jobs and taxation are the 3 biggest issues for people in the 97 constituencies where Labour currently holds the seat and the Conservatives are second. In those seats, 45% of the public believe that David Cameron would make the best Prime Minister (33% Gordon Brown). The public in these seats however think that David Cameron and Gordon Brown would be the same at setting taxes (39% each), dealing with the recession (41% vs. 40%), protecting Britain against terrorism (35% vs. 36%) and winning the war in Afghanistan (28% vs. 26%). [More.](#)
- 21/01/10 Tony Blair and the Iraq Inquiry**
 Sunday Times/YouGov: The publication of this month's Monitor will coincide with the appearance of Tony Blair at the Chilcot Inquiry into the Iraq War. Half the public (52%) believe that Tony Blair deliberately set out to mislead the public in the run up to the war with Iraq in 2003. A further two in five (23%) think Tony Blair should be tried as a war criminal. [More.](#)
- 07/01/10 Poll on public services**
 The Sun/YouGov: Eight in ten of the public (81%) rate their child's school as good with a further six in ten (57%) rating the quality of education in state primary schools as good. The public are split on agreeing if the quality of health care in Britain has become better or worse under the Labour Party (34% better vs. 31% worse). Half the public (49%) believe the level of crime has risen under the Labour Government. [More.](#)
- 06/01/10 Televised leaders debate**
 Angus Reid Public Opinion: Three quarters of the public (75%) agree that the announcement of the televised leaders debate is a positive development with three in ten (28%) saying they will do all they can to watch them – a further 26% say that they are unlikely to watch them. [More.](#)

A third of the public (32%) agree that David Cameron is a toff who will not look after the interests of ordinary people.

[More](#)

Only 17% of the public rate the performance of the Labour Government over the last 13 years as good.

[More](#)

Best of the rest - Politics

- 10/01/10 Ipsos MORI:** Summary of their 2009 voting intention results. [More.](#)
- 10/01/10 The Times/Populus:** Voting intentions, party and leader preference. [More.](#)
- 07/01/10 The Daily Politics/YouGov:** The Labour Party and Gordon Brown. [More.](#)
- 05/01/10 Angus Reid:** Perceptions of David Cameron, Gordon Brown and Nick Clegg. [More.](#)

Society

- 15/01/10 Attitudes to drugs**
 Angus Reid Public Opinion: More than half the public (57%) agree that the UK has a serious drug abuse problem and it affects the whole country. There is more support for the legalisation of marijuana (35% support) than any other illegal drug. [More.](#)
- 12/01/10 Being organisation**
 Ascent PR/YouGov: One in twenty (5%) of the public class themselves as obsessively organised – they know where every important family document is and when everything is due to expire and have a reminder system for renewals. Three in ten of the public (28%) would class themselves as not very organised. [More.](#)

Three quarters of the public (74%) think that the Met Office forecasts are generally inaccurate. A further two in three (65%) who say that the cold spell has no bearing on the issue of global warming.

[More](#)

Society

- 08/01/10** **Abortion time limits**
Angus Reid Public Opinion: This poll reveals that almost half the public (47%) agree that the time limit on abortion should be reduced to less than 24 weeks. [More](#).
- 08/01/10** **Body image poll**
YMCA/ComRes: Seven in ten of the public (70%) believe that they have a healthy body shape though 23% find their body shape makes them depressed. Only 1% of the public think Gordon Brown has a healthy body shape. Three quarters of the public (77%) agree that photographs which have been airbrushed should carry a warning. [More](#).
- 07/01/10** **Poll on education, subjects choices and languages**
The National Centre for Languages/YouGov: The top five non-compulsory GCSE subjects which parents think provide the most valuable skills for life are: IT (74% agree), Languages (74%), Business Studies (64%), PE (42%) and Design & Technology (36%). The top three languages parents are planning to teach their children are French, Spanish and German. [More](#).

82% of the public support the use of airport scanners to screen all passengers flying to and from the United Kingdom.

[More](#)

International

- 25/01/10** **Attitude to crime and the death penalty**
Angus Reid Public Opinion: This poll of the public in the US, UK and Canada reveals that two thirds of the public (67%) in the UK would support the use of the death penalty for someone who committed murder – 30% support the use of the penalty if someone committed rape. [More](#).
- 05/01/10** **Copenhagen Climate Change Summit**
Angus Reid Public Opinion: Half the public (52%) agree that the Copenhagen Summit was either quite unsuccessful (36%) or a complete failure (16%) with the US and China seen as most at fault. [More](#).
- January** **Poverty and Social Exclusion**
Special Eurobarometer Survey: Two thirds of the public in the UK (66%) agree that poverty is widespread throughout the country – below the EU27 average - with unemployment and wages the main reason for this. [More](#).

8% of the public think that the England football team will win the World Cup. 47% of the public believe Prince William will get engaged in 2010.

[More](#)

Best of the rest - International

- January** **Special Eurobarometer Survey:** Air Passenger Rights. [More](#).
- January** **Flash Eurobarometer Survey:** Public Opinion and the Euro. [More](#).

69% of the public believe that the Government will do less for them and their family than it has done in the past decade.

[More](#)

