



## Welcome

The Research Monitor brings together published surveys and other research and insights on consumer affairs, the economy, the media, politics and society over 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.

## The BNP - Public opinion on the party and policies

One of the most controversial stories in October was the appearance of British National Party leader, Nick Griffin MEP, on the BBC's Question Time.

Polling after his appearance suggests that though there was widespread agreement that it was right for the BNP Leader to appear on the show (63% agree - based on results from a [YouGov poll](#) for the Sunday Times), an [ICM poll](#) for the News of the World showed that the public also agree that Nick Griffin's performance would put people off the party (54%) or it would make no difference to the level of their support (6%). [Another YouGov poll](#) for the Jewish Chronicle showed that seven in ten of the public (69%) agree that Mr Griffin is still at heart a holocaust denier and only pretends to have changed his views to make the BNP appear more moderate.

There is though, public support for some BNP claims. Half the public agree (49%) children should not learn about heterosexual or homosexual relationships at school; 58% agree that the Islamic faith treats women as second class citizens and six in ten agree that the mainstream political parties have no credible policies on immigration (62%).

Meanwhile, according to Ipsos MORI's monthly [Issues Index](#), immigration remains the 3<sup>rd</sup> most important issue facing Britain today. So the BNP is likely to maintain its profile in the run up to the next General Election.

## Consumer / Economy

- 18/10/09 Taking personal responsibility for the financial crisis**  
Ipsos MORI Loyalty: Six in ten of the British public agree (57%) that the choices made by the general public to take on personal debt contributed to the recent banking crisis. A further six in ten agree (62%) that they are more engaged with their day-to-day finances compared to two years ago. [More](#).
- 05/10/09 Attitudes towards customer service**  
Ipsos MORI/Vertex: Though the use of the internet means that people can access services online, most prefer to deal with public organisations (57%), financial services (66%) and retail organisations (78%) face-to-face. According to the poll, the most frustrating aspect of contacting an organisation by phone is automated responses and waiting for too long. [More](#).
- 05/10/09 Spending this Christmas**  
GfK NOP: The public plan to spend less on presents and decorations for Christmas than in 2008. The only area which people are planning to spend more on this year is food & drink. [More](#).

## Health

- 28/10/09 Child attitudes to smoking**  
Populus/Department of Health: A third of 8-13 year olds (33%) think the main cause of death among people in the UK who are younger than 65 is smoking. Three quarters of children whose parents smoke in the car whilst they are a passenger say they don't like it and wish their parents wouldn't. Almost all of the children (96%) whose parents do smoke wish they wouldn't. [More](#).

## Postal Strikes

Discover how the public are reacting to the latest Royal Mail postal strikes and which side they are backing in the argument. See page 3 for more details.

## Read our Blog:

The View from Staple Inn

## Health

### 28/10/09 Poll on health and wellbeing

ComRes/YMCA: Almost all of the public (90%) agree that people care too much about what they look like and not enough about how healthy they are. Two thirds experienced or witnessed bullying because of someone's body shape when they were children. [More](#).

## Media & Technology

### 15/10/09 Suspending your internet connection

YouGov/Open Rights Group: One in six of the British public (16%) believes that if an accusation is made toward someone who has downloaded copyrighted content (such as music and films) illegally, they should have their internet connection automatically suspended. [More](#).

### 07/10/09 Playing computer games

Ipsos MORI/Futurelab: Four in ten children (37%) aged 5 - 15 years old play games on computers every day. If they play computer games with an adult, they are more likely to play with their dad than their mum. Adults are more likely to play active technology and fitness games (44%) and racing and other sports games (40%) over any other type of computer game. [More](#).

A TNS poll on online gaming this month suggests that Britain has more online and console gamers than anywhere else in Europe. [More](#).

### October Digital Anthropology Report 2009

University of Kent/Talk Talk: This research project looks at how digital technology affects our daily lives and identifies six profiles or 'tribes' to explain the different types of people within society based on their digital technology activity. See which 'Tribe' you fit into [here](#).

## Politics

### Post-party conference polling

Despite volatility in the polling on voting intentions during the political party conference season, the table below shows no real change now from the position before the conferences began.

This is despite the fact that an ICM poll for the Guardian showed that four in ten of the public (38%) are more likely to vote Conservative as a result of what they heard or saw of the party conferences - this is compared to 20% who are more likely to vote Labour and 26% more likely to vote Liberal Democrat. [More](#).

Earlier this month another poll by ICM showed there was public support for most of the Conservative pledges on public spending cuts made at their party conference and they are also seen as the party which the public feels have put forward the best policies on the economy generally (40% agree they have the best policy), on reducing Britain's debt (42%), taxation and public services (35%), education (35%), law and order (41%), Europe (29%), Afghanistan (34%), the environment (24%) and asylum and immigration (32%). [More](#).

YouGov conducted a daily tracker of opinion throughout the conference season and the full list of results can be found [here](#).

	% Conservative	% Labour	% Liberal Democrat
<b>Average Voting Intentions:</b> Pre-conference (July – 18 <sup>th</sup> September)	<b>41%</b>	<b>26%</b>	<b>19%</b>
<b>Average Voting Intentions:</b> Conference period (19 <sup>th</sup> September – 8 <sup>th</sup> October)	<b>40%</b>	<b>27%</b>	<b>20%</b>
<b>Average Voting Intentions:</b> Post-conference (9 <sup>th</sup> October – 31 <sup>st</sup> October)	<b>42%</b>	<b>27%</b>	<b>18%</b>

Source: [ukpollingreport.co.uk/blog](http://ukpollingreport.co.uk/blog)

Two thirds of young people (66%) say they feel stressed or anxious at least once a week. A third cite stress related to work as the main cause of anxiety.

[More](#)

Looking towards the future, 42% agree that David Cameron is the right person to lead Britain forward after the next General Election.

[More](#)

Half the British public (49%) agree that the UK's membership of the European Union is bad for the UK.

[More](#)

## Postal Strikes

- October**     **Public reaction to the postal strikes**  
 According to a [ComRes poll](#) for Newsnight, twice as many people sympathise with postal workers and the Unions (50%) over the Royal Mail Management (25%) in the national strike disputes. A YouGov poll commissioned by Compass reveals that half the public (55%) think the government should intervene to find fast and lasting solutions to the dispute. [More](#).

One in seven (14%) know their postman by their first name.

[More](#)

## Society

- 27/10/09**     **Poll on social mobility**  
 Ipsos MORI/The Sutton Trust: Four in ten of the British public agree (39%) that opportunities for social mobility in Britain are too low (this is up 8% from those who agreed in 2008). Seven in ten of the public (70%) agree that a parents' income plays too big a part in children's chances of doing well and three quarters (75%) agree that differences in income in Britain are too large. [More](#).

- 05/10/09**     **Public opinion on hunting**  
 Ipsos MORI: Two in ten of the British public (21%) agree that fox hunting should be made legal again. One in fifty agree (2%) that dog fighting and badger baiting should be made legal. [More](#).

- October**     **Public attitudes to age in Britain**  
 University of Kent/Department for Work & Pensions: This study on public attitudes towards age covers issues of stereotypes, experiences of discrimination, intergenerational closeness and the age at which people are perceived to stop being young. You can access the full report and findings [here](#).

More than eight in ten of the British public agree (84%) that Christmas should not be renamed to reflect our multicultural society.

[More](#)

## International

- October**     **European confidence in financial institutions**  
 Gallup: This longitudinal survey of attitudes to banks across European countries shows that before the global economic collapse, more than half (56%) of people in the UK had confidence in banks and financial institutions. After the collapse this dropped to 36% confident. [More](#).

- October**     **Poll tracking public opinion on the war in Afghanistan**  
 Angus Reid Strategies: This poll shows that opposition to the military operation involving UK soldiers in Afghanistan has increased since the last quarter as well as the number of people in the UK who agree that the UK made a mistake sending military forces into the country. [More](#).

- October**     **Survey of Europeans and their holiday plans in 2009**  
 Eurobarometer: A third of the British public (35%) have taken a holiday this year and plan to take another before the start of 2010. Two thirds of the public (64%) went on holiday either elsewhere in the EU (34%) or outside the EU (30%). The UK was named as the 6th top holiday destination across the EU27 countries. [More](#).

- October**     **Access to finance across the EU27**  
 Eurobarometer: Another Eurobarometer study published this month focuses on access to commercial finance across the EU27 and issues such as companies' use of financing, access to external sources of financing and outlook for the future. [More](#).

70% of the British public agree think that the UK should still have the death penalty.

[More](#)