



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.

## The Final Countdown...

6th May 2010

Today is General Election day in the UK, and the final polls are out. Elections are a testing time for research agencies conducting polling on behalf of their media clients, as these final election polls are usually regarded as a test of their accuracy and more generally their reputation.

In their campaign surveys, the pollsters are measuring the British (note - not UK) voting intentions. As we write, the average of the recent polls from all those firms conducting campaign surveys is 35% Conservatives, 28% Labour and 27% Liberal Democrats. We only have a few more hours to see how close the pollsters as a group are to the final outcome. If this "prediction" is reflected in actual share of the vote it will be in many ways a sensational result – one that few would have predicted before the start of the campaign. The Conservatives would have gained only marginally (up just two points since 2005), Labour's core vote would have collapsed (their vote down from 36% five years ago) and the impact of the Leaders' Debate on the popularity of the Liberal Democrats will have been sustained to the ballot box (in 2005, 23% of voters supported the LibDems).

Individually, companies are reporting very different findings. Some have Labour in the low twenties and others the Conservatives in the high thirties. This reflects different judgements on weighting and other polling "technicalities". The reputation of several major research companies will also come under the spotlight over the next forty-eight hours. We'll report on who was most accurate – and why – in our next edition.

## April Edition

March and April have been a busy couple of months at Woodnewton Associates, with projects for HM Revenues & Customs, the Government Office Network and London-based charity Parkinson's UK.

This issue of the Monitor features a range of polling about the upcoming General Election, as well as surveys on healthy eating and climate change and the results of an EU-wide study into alcohol consumption.

## Consumer

22/04/10

### Volcanic ash and airport closures

YouGov: Nearly seven in ten (66%) say they know someone whose travel plans were affected following the eruption under Iceland's Eyjafjallajökull glacier. The same number (68%) felt the resulting airport closures were justified but 36% complained that their alternative travel arrangements were "not reasonably priced". [More.](#)

09/04/10

### Grand National – cruel to horses?

YouGov/League Against Cruel Sports: Over half (61%) of the public are interested in the results of the Grand National, but only 16% do not consider the race to be at all cruel to the horses taking part. [More.](#)

30% of 25-34 year olds would rather have no furniture than no TV.

[More](#)



## Business and the Economy

- 06/04/10 Personal Insolvency**  
ComRes/R3: Research among those in debt who have not yet contacted their creditors shows that a third (30%) of those struggling financially avoid telling their relatives, and 21% "do not know where to go for help". Nine out of ten (89%) believe lessons in how to manage money should be taught in schools. [More](#).
- 01/04/10 "Voice of Small Business" panel survey**  
FSB/ICM Research: Seven in ten (71%) of those working in small businesses say their business has been running below capacity over the last three months. Only 8% have increased their number of employees over this period. [More](#).

## Health

- 21/04/10 High blood pressure and strokes – the "silent killer"**  
YouGov/The Stroke Association: Despite the claim by The Stroke Association that 40% of strokes could be avoided if people were regularly checked for high blood pressure, 23% of the public only check their blood pressure once every two years or less. [More](#).
- 06/04/10 Healthy snacking**  
YouGov Sixth Sense: Only one in ten adults claim not to snack between meals but, of those who do, 55% are more likely choose fresh fruit than crisps, bagged snacks and chocolate. [More](#).

## Media and Technology

- 22/04/10 Online advertising**  
YouGov: Seven in ten (74%) describe online advertising banners as "boring", yet almost half (42%) claim that interesting pictures and illustrations would make them no more likely to notice an online banner ad, even if it was offering something relevant to them. [More](#).

## Politics: Election 2010

- 23/04/10 Do voters know what they want?**  
Ipsos MORI/The Economist: A large majority (85%) of the public favour being given more power over local decision-making, but only 63% still support the proposal when it is noted that devolution of power will lead to local variation. [More](#).
- 23/04/10 Tactical voting**  
Ipsos MORI: This survey shows the public are more likely to vote tactically on 6<sup>th</sup> May compared with previous General Elections. [More](#).
- 16/04/10 Prospective parliamentary candidates' views on renewable energy**  
ComRes/Renewable UK: This poll of 101 prospective parliamentary candidates shows that almost nine in ten (85%) agree investment in new electricity grid infrastructure and renewable generation should be "top priority", and 55% support expansion of on-shore wind farms. [More](#).
- 16/04/10 First-time voters**  
ComRes/BBC Radio 1 Newsbeat: Just one third (33%) of 18-25 year olds say they will definitely vote in coming General Election, with 44% of those unlikely to vote explaining this is due to their lack of interest in politics. One in four (40%) say their trust in politicians has decreased over the last year with the expenses scandal cited as the primary cause (52%). [More](#).
- 04/04/10 Immigration policy: public opinion poll**  
Angus Reid Strategies: Three quarters (75%) of the public consider the immigration policy of the Labour Party over the last 13 years of government to have been a failure, and 41% believe the Conservatives would be most effective at capping immigration if elected at the beginning of May. [More](#).

Lack of manners, queue jumping and speaking too loudly on mobile phones are the habits most likely to make our blood "boil".  
[More](#)

38% would be "dismayed" if the coming General Election resulted in a hung parliament.  
[More](#)

21% consider David and Samantha Cameron to be good role models for a strong family unit.  
[More](#)

## Society

- 26/04/10 Paternity leave**  
 YouGov/Croner: Seven in ten (68%) of the public say they or their partner would be unlikely to take up Labour's proposed paternity leave if/when they had children, with 38% of these citing financial reasons as the main stumbling block. Eight in ten (77%) of those who would be likely to take paternity leave said they would do so to spend more time with their new baby. [More](#).
- 23/04/10 Britain's commuters**  
 YouGov/Blythe Weigh Communications: 41% of Londoners are willing to commute for up to an hour to work, and 37% are willing for commute for longer than an hour if necessary. [More](#).
- 14/04/10 Disabled access to goods and services**  
 Ipsos MORI/Leonard Cheshire Disability: Four in ten (40%) disabled people say they have experienced difficulties accessing goods and services in the last year, but only 28% took action to challenge this. [More](#).
- 14/04/10 "Keeping up with the Joneses" – our relationships with our neighbours**  
 YouGov/Elizabeth Finn Care: Almost three quarters (72%) of the public have good relationships with their neighbours, and 52% say they would turn to their neighbour if they had a problem. [More](#).
- 09/04/10 Public attitudes towards climate change**  
 YouGov/The Sunday Times: While 84% agree that planet Earth is warming, only 18% consider human activity to be the primary cause. More than seven in ten (73%) say there is little political will worldwide to tackle climate change. [More](#).
- 01/04/10 State schools**  
 Ipsos MORI/NASUWT/Unison: Over half (54%) of the public think the standard of state-funded schools in the UK is good overall and 40% rate the schools their children attend as very good. 37% consider quality of leadership to be the most important factor for a high quality school and seven in ten (69%) think agree the way head teachers manage and run schools should be monitored. [More](#).

Only 2 in 10 believe the Catholic Church has responded appropriately to the recent evidence of abuse by some of its priests. [More](#)

64% do not think there was "anything specifically wrong" with the MoD using mosque-shaped cut-outs as targets for shooting practice. [More](#)

## International

- 22/04/10 Air quality in world cities**  
 Gallup: In a survey marking the 40<sup>th</sup> anniversary of Earth Day, a quarter of the world's adults are dissatisfied with the quality of air in the area in which they live. Countries with the highest levels of dissatisfaction are Hong Kong (70%), Chad (59%) and Lebanon (58%), whilst 87% of Britons say they are happy with the quality of our air. [More](#).
- 19/04/10 Gender equality**  
 Angus Reid Strategies: This survey conducted in Canada, the USA, Great Britain and Australia shows that more than half the public in those nations think there is still a long way to go before gender equality is achieved. Three in ten (29%) of women in Britain say their situation is no better now than in the 1980s. [More](#).
- 01/04/10 EU citizens' attitudes towards alcohol**  
 Eurobarometer: This report presents the findings of an EU-wide Eurobarometer poll investigating citizens' alcohol consumption patterns, awareness of risk and harm, and support for public policies on alcohol. The results are compared with those from a similar survey carried out in 2006. [More](#).

53% of the public believe the Government should play no further role in helping Israelis and Palestinians settle their dispute. [More](#)

