



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.

## Positive reactions to the Emergency Budget

Many of the surveys covered in this month's Research Monitor concern the economy and the state of the UK's finances, with several providing public reaction to the new Coalition Government's Emergency Budget, delivered on 22<sup>nd</sup> June.

Politically, there is good news for the new Government generally and the Chancellor in particular. Both the YouGov and Ipsos MORI surveys agree that approaching half the public are satisfied with Osborne's performance (43% in YouGov poll and 44% in Ipsos MORI poll) and these ratings are more than double those received by the last Chancellor, Alistair Darling (in 2009, YouGov found 20% of the public saying Darling was doing a good job). In fact, Ipsos MORI's long tracking of public satisfaction with Chancellors shows that Osborne is the most popular Tory Chancellor since their records began in 1976 and they found public reaction to the budget being "good for the country" is similar to Brown's first budget in 1997.

However, both surveys provide us with more detail on reactions to specific budget announcements, and some of these (such as the decision to raise VAT) are likely to generate sharper public opposition in the months to come.

## June Edition

This edition of the Monitor features polling on the recent government Budget announcements, as well as a range of polls on topics such as refugee communities in the UK, support for EU membership, and British involvement in the war in Afghanistan.

## Consumer

- 10/06/10** **Honesty should be the best policy for UK advertisers**  
YouGov: Almost nine in ten (87%) believe advertisements for beauty products are too misleading, and 82% think manufacturers of beauty products have a duty to represent their products honestly. [More](#)
- 09/06/10** **Mixed reviews for Tesco**  
YouGov: Nearly half (45%) believe Tesco are successful because they provide cheap food and good choice for the public, create jobs and are a positive influence on Britain. Almost the same number (43%) say Tesco are too large and powerful and drive out competition. [More](#)

## Business and the Economy

- 23/06/10** **Britons concerned over job stability and financial situation**  
YouGov/The Sun: Comparing their situation with this time last year, only 3% say they are now finding it easier to make ends meet, with 94% saying their situation is either no better or worse. A quarter (26%) also say they now feel less secure in their job than this time a year ago. [More](#)

40% of men would buy expensive underwear as a gift, but fewer than 20% would do the same for themselves.

[More](#)



- 04/06/10 Capital gains tax**  
ComRes/Centre for Policy Studies: Two thirds(64%) think it would be wrong for the Conservative party to double the rate of Capital Gains Tax when it was not in their manifesto, and 74% think investments held by individual savers over the long term should be taxed at lower rate than those held for short term gains. [More](#)
- 01/06/10 "Voice of small business" panel survey**  
ICM Research/Federation of Small Businesses: This month's small business panel survey shows 34% of respondents see prospects for improvement in their business performance over the next three months, down 5 points from last month's survey. [More](#)
- 01/06/10 Public affairs practitioners survey**  
ComRes/Public Affairs News: Six in ten (62%) of public affairs practitioners support the introduction of a statutory register of lobbyists in Westminster, but less than a third (28%) would be happy to declare their agency's lobbying budget and have it listed on such a register. [More](#)

Three in five (60%) believe the Government is being honest about the state of the country's finances.

[More](#)

## Budget 2010

- 02/07/10 MORI post-Budget reaction poll**  
Ipsos MORI/The Economist: Almost half (48%) think the Budget will be bad for them personally, but 54% believe it is good for the country. In comparison with earlier MORI post-Budget surveys, this poll suggests the most recent Budget has the highest level of public support of any Conservative budget since 1976. [More](#)
- 25/06/10 YouGov post-Budget reaction poll**  
YouGov/The Sun: 43% the public think George Osborne is doing a good job as Chancellor of the Exchequer and agree that the way the government is cutting spending to reduce the deficit is fair (45%) and good for the economy (53%). The public are far more likely to blame the last Labour government for the spending cuts (49%) than the new Conservative-Liberal Democrat coalition (18%). [More](#)
- 21/06/10 Pre-Budget concerns: many Britons predict a tough future ahead**  
Angus Reid Strategies: Six in ten (60)% expected the budget to have a detrimental effect on their personal finances, and 35% expected it to damage the UK economy. More than half (52%) have little or no confidence in the ability of the government to carry out deficit reduction in a way that "strengthens and unites" the country. [More](#)

62% think George Osborne was right to protect the NHS from spending cuts in the recent Budget. [More](#)

## Media and Technology

- 12/06/10 Swearing on TV**  
Ipsos MORI/Daily Mail: Four in ten (43%) consider swearing on TV to be offensive, and 25% could identify particular instances of bad language which they found offensive in the last 12 months. Seven in ten (68%) believe swearing on television has directly led to young people using more bad language. [More](#)
- 10/06/10 Big Brother is back but we're not watching...**  
YouGov/The Sun: Only 13% of the public intend to watch the latest series of Big Brother. Six in ten (62%) are delighted this is to be the last series of Big Brother aired on Channel 4, with 81% considering it to be "past its sell by date". [More](#)

67% blame Britain's culture of binge drinking on a lack of self control among young people. [More](#)

## Health

- 22/06/10 UK parents concerned over soft drinks advertising**  
YouGov Sixth Sense: Six in ten adults (60%) think bottled water is a waste of money, with only 27% saying they drink it regularly. Two thirds (66%) of adults say they are concerned about the effect drinks companies have on young children, and 29% say they would support a ban on the advertising of carbonated or sugary soft drinks. [More](#)
- 06/06/10 British American tobacco survey**  
Populus/British American Tobacco: Almost two thirds (32%) of adults support the idea of retailers being required to hide tobacco products in their shops, but nearly twice that number (63%) think this would have no effect on the appeal of tobacco products to young people. [More](#)



- 20/06/10 Minimal change in voter intention since General Election**  
ComRes/Independent on Sunday: This poll shows voter intention has barely changed since the General Election, with share of the vote standing at 36% CON, 30% LAB and 23 LIB (compared with 37% CON, 30% LAB and 24% LIB on 6<sup>th</sup> May). [More](#)
- 25/05/10 Tough times ahead for Government departments**  
YouGov/Sunday Times: In a pre-Budget opinion poll, 66% of the public said that they believed government departments could and should cut spending by 20%, and seven in ten (70%) said cuts to NHS spending should be protected at all costs. [More](#)
- 01/06/10 David Cameron: the perfect modern man?**  
YouGov/The Sun: 36% of the public and 68% of Conservative voters think David Cameron got the balance right between modernising the Conservative party and retaining what is important. Unsurprisingly, 68% of Labour voters and 44% of Liberal Democrat voters disagree. [More](#)
- 16/05/10 Public support for David Laws**  
YouGov/The Sun: Almost three quarters (72%) of the public believe David Laws was right to resign after the revelations of his involvement in the expenses scandal, but only 34% believe he should also resign as an MP. [More](#)

Seven in ten (73%) believe politicians should be allowed to keep their sexuality private.

[More](#)

## Society

- 24/06/10 Accents**  
YouGov: A quarter (25%) of the public claim to speak the Queen's English, and 14% say this is their favourite accent to listen to. The least popular accent is West Midlands (28%). More than three quarters (77%) support the use of regional accents on TV and radio. [More](#)
- 22/06/10 What makes someone "posh"?**  
YouGov: Characteristics considered most essential for someone to qualify as "posh" are title (62%), accent (59%) and number of houses owned (43%). Eight in ten (81%) say they do not consider the word "posh" to have negative connotations, but only 4% would apply the term to themselves. [More](#)
- 18/06/10 Music festivals and British summertime**  
YouGov: Glastonbury is the number one choice among British festival goers (15%), followed by V Festival (9%) and Reading (8%). Principle motivations for choosing which festival to attend are music line up (60%), overall atmosphere (37%) and reputation (28%). More than two thirds of festival goers (69%) say music festivals are becoming too expensive. [More](#)
- 16/06/10 Is our justice system unfair?**  
Angus Reid Strategies: This survey showed crime, violence and guns to be the third most important issue for British adults today, but almost three quarters (73%) think the UK justice system does not do a good job in helping prisoners become more law-abiding. [More](#)
- 08/06/10 Disability survey**  
ComRes/Scope: More than eight in ten (83%) say they would complain if they saw a disabled person being treated unfairly, and 59% would like to help raise awareness of the importance of access for disabled people. [More](#)
- June 2010 Young people and university**  
Ipsos MORI/Sutton Trust: Eight out of ten 11-16 say they are likely to go into higher education when they leave school, but an increase in tuition fees would significantly reduce this number. [More](#)
- June 2010 Age ain't nothin' but a number**  
ICM Research/Stella Magazine: Seven in ten women aged 60 and over (68%) feel younger than their age, and 86% say they are currently happy with their lives. Respondents said the best things about getting older are having more time to do what you want (37%) and having grandchildren (11%). [More](#)

31% would struggle to sew up a hole in a jumper, 20% would not feel confident cooking a roast dinner for friends and family. [More](#)

TV news (57%) and newspapers (41%) are the outlets from which Brits are most likely to draw information about Islam. [More](#)



## World Cup 2010

### 15/06/10 Sex vs football

YouGov/The Sun: Although over a quarter (26%) of men would be prepared to give up sex for a year to see England win the World Cup, a sizable 42% would be prepared to abandon the prospect of an England victory for the chance of sex with the partner of their dreams. [More](#)

### 08/06/10 World Cup beverages of choice

ComRes/British Beer and Pub Association: Four in ten (38%) enjoy a beer while watching England playing in this year's World Cup, while 23% choose a cup of tea or coffee. [More](#)

5% of football supporters say the sound of vuvuzelas has enhanced their World Cup viewing experience.

[More](#)

## Environment

### 11/06/10 Climate change still high priority for British public

Ipsos MORI/Cardiff University: Almost eight in ten (78%) of the public think the world's climate is changing, and the same number believe human activity is at least part of the cause for this happening. 70%, however, say they are uncertain of what the effects of climate change will be. [More](#)

## Third Sector

### 14/06/10 Refugee Week survey

Ipsos MORI/Refugee Action: Although more than half (52%) of refugees and asylum seekers say they feel welcome in Britain, 45% would like British people to be more understanding about why refugees and asylum seekers are fleeing their home countries. Two thirds (65%) are supporting England in the World Cup. [More](#)

### 14/06/10 It's not just the thought that counts...

YouGov: Over two thirds of the public (68%) would choose not to donate to a charity if they discovered it was not performing well, and 40% favoured the introduction of a grading system to measure standards. [More](#)

64% of Britons think Obama's handling of the BP oil spill has weakened the UK-USA special relationship.

[More](#)

## International

### 15/06/10 Americans divided on who should lead oil spill clean up

Gallup/USA Today: Six in ten (61%) liberals in the United States think the Government should assume responsibility for the clean-up efforts after the Gulf of Mexico oil spill. Conservatives, however, are less likely to support a federal takeover, with 56% saying BP should remain in charge. [More](#)

### 01/06/10 One world, many places

Ipsos MORI Social Research Institute: This online survey of more than 23,000 individuals across 23 countries and five continents investigated citizens' attitudes to their local area. 72% of Britons boasted satisfaction with their local area. [More](#)

### 01/06/10 EU membership unpopular amongst Brits

Angus Reid Strategies: Almost half the public (42%) would vote in favour of pulling out of the European Union if a referendum were called. [More](#)

### June 2010 Science and technology

Special Eurobarometer: Eight in ten Europeans (79%) are interested in new scientific discoveries and technological developments but only 11% feel very well informed about progress in the field. [More](#)

### June 2010 Entrepreneurship in the EU and beyond

Special Eurobarometer: This survey of 36 countries worldwide investigated the development of entrepreneurship and motivations and barriers to citizens becoming entrepreneurs. [More](#)

### June 2010 Organ donation and blood transfusions

Special Eurobarometer: These two surveys showed that 37% of Britons have given blood before and 61% would be prepared to donate their organs after death (compared with 57% of Europeans). More: [blood](#) / [organs](#)

74% say the inquiry into the IDF raid on the Free Gaza Flotilla should be conducted by an independent, international body.

[More](#)

