



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.

LIBYA CRISIS: PUBLIC OPINION

Polling on the crisis in Libya shows the public's doubts about the form any intervention should take and where it might lead. [The Times](#) (4 March – before the UN Resolution) showed 56% of people supported a no-fly zone but only 11% supported UK intervention on the ground. Later polls have support for 'military intervention' down to 35% ([ComRes/ITV](#): 25 March), though some respondents may be drawing a distinction between a 'no-fly zone' and the bombing of Libyan ground forces. According to [YouGov](#) (21 March), 69% of the public are opposed to committing UK ground troops.

Reasons for concern include 71% fearing Britain being dragged into another Iraq ([ComRes/Independent](#): 29 March); 53% saying "it is an unnecessary risk for Britain to take"; and 60% *feeling it would be unacceptable for British armed forces personnel to risk death or injury while trying to protect the Libyan opposition* (both [ComRes/ITV](#): 25 March).

These levels of public support are considerably lower than for intervention in Iraq in March 2003. Then, [YouGov](#) found 53% were in favour and 39% against. Now, 45% think intervening in Libya was right and 36% do not (YouGov: 21 March). Interestingly, the 'don't knows' are much higher over Libya than Iraq (19% compared to 8%). It seems people in Britain are much more open to the idea of Libya as another Iraq than they were to the idea of Iraq as another Vietnam.

Research Monitor Special Report: The Irish Election

In the second in a series of special reports by Professor Ed Gouge of the University of Leeds, this paper investigates last month's election in the Republic of Ireland.

Professor Gouge discusses the impact of Ireland's recent economic collapse on the losing party, Fianna Fáil, and explains the complexities of the Irish voting system.

[Click here](#) to read the full article on our website (coming soon).

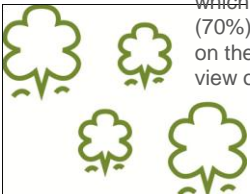
Consumer

17/03/2011 Public considers fuel cost top transport priority for Government
Ipsos MORI/RAC Foundation: Seven in ten (68%) consider the cost of petrol and diesel to be one of the highest priorities for Government action, up 22 points since this time last year. [More](#)

02/03/2011 Majority support lower car insurance for women
YouGov/The Sun: Although only 18% of women are opposed to cheaper car insurance (on the grounds that women have fewer accidents than men), 47% say requiring women to pay more expensive pension annuities (on the grounds that women tend to live longer than men) amounts to sexual discrimination. [More](#)

02/03/2011 Britons largely indifferent to product placement
YouGov: Half the public (50%) feel neutral about the introduction of new legislation which has allowed product placement on UK films and television. Seven in ten (70%) say product placement would have neither a positive nor a negative impact on their perceptions of a brand and 11% say they would have a more negative view of that brand if they saw it on a UK film or TV programme. [More](#)

19% of Britons have taken legal action and pursued compensation following an accident or injury. [More](#)



Business and the Economy

- 23/03/2011 Majority unaware unpaid internships could be against the law**
 YouGov/Internocracy: This survey for Internocracy shows that six in ten adults (59%) believe that companies exploit interns as a source of free labour and 84% are unaware that companies who currently offer unpaid or expenses-only internships may be breaking the law. [More](#) (results coming soon)
- 22/03/2011 SME business poll: reactions to Coalition policies**
 YouGov: Half of SME decision makers (48%) believe that Coalition policies have been bad overall for small and medium businesses since the last election. [More](#)
- 20/03/2011 Cutting fuel costs more important than public service funding**
 Populus/The Times: Cutting the cost of fuel would be top priority for Britons if an extra few billion pounds were available for the Chancellor to spend in his May Budget (39% choose this), followed by paying off national debt more quickly (23%) and taking more low earners out of tax altogether (21%). Only 17% would choose to use the money to fund more public services. [More](#)
- 17/03/2011 Ipsos MORI budget poll**
 Ipsos MORI/The Economist: Seven in ten (70%) believe a better approach to the economy would be to introduce spending cuts more slowly and only 25% believe the Coalition's current approach is the right one. However, far more people blame the previous Labour government (49%) for the level of cuts than blame the Coalition (26%). [More](#)

Ken Livingstone (37%) and Boris Johnson (36%) equally popular in the 2012 mayoral election campaign.

[More](#)

Media and Technology

- 16/03/2011 "Negative" media portrayal of young people, immigrants and transsexuals**
 YouGov/The Sun: Almost half the public (46%) believe young people are portrayed unfairly negatively in the UK's media. One third say this is the case for immigrants (3%), working class people (34%) and gypsies/travellers (34%). [More](#)

Six in ten SME decision makers (61%) believe the George Osborne's move to keep the 50p tax rate for high earners was politically motivated.

[More](#)

Politics

- 25/02/2011 Ipsos MORI political monitor March 2011**
 Ipsos MORI/Reuters: This month's MORI political monitor shows lower levels of satisfaction with government decision making on spending cuts, with over half (55%) saying the government has made the wrong decisions and 35% saying they have made the right ones. In October 2010, equal numbers were in favour and against the government's plans. [More](#)
- 16/02/2011 FPTP more popular than AV for first time, poll shows**
 ComRes/Independent on Sunday/Sunday Mirror: First Past the Post has overtaken the Alternative Vote system for the first time in the polls, with almost four in ten (37%) saying they will vote "no" in the upcoming referendum. [More](#)
- 10/03/2011 Eight in ten MPs consider home ownership an important policy goal**
 ComRes/Genworth First Time Buyers: Three quarters of MPs (75%) agree with the statement "many of my constituents tell me that they find it impossible to get onto the housing ladder", and 83% believe more needs to be done to support first time buyers in their constituency. [More](#)
- 14/02/2011 "Other" parties enjoy record levels of support since 2010 Election**
 YouGov/The Sun: Voting intention polling shows the highest level of support for "other" parties (14%) since the last General Election. The most popular of the minor parties is UKIP (6%). [More](#)
- Mar 2011 Labour party seen as most representative of British values**
 Populus/The Times: Over half of Britons (52%) consider the Labour party as being "for the ordinary people, not just the best off", but only 25% believe this is true for the Conservatives. More people also consider that Labour shares their values (40%) than feel this way about the Conservative party (31%). However, significantly more people feel the Conservative party has a good team of leaders (41%) than believe this to be true of Labour (29%). [More](#)

42% of Britons do not understand how the Alternative Vote system works. [More](#)



03/03/2011 More than half have taken political action in past 12 months

ComRes/Theos: More than half the public (55%) have taken action over the last 12 months to influence rules, laws or policy, including 36% who have "signed a petition", 20% who have "donated money or raised funds for an organisation" and 15% who have "contacted a politician". One in seven (15%) have "started, followed or supported a campaign using social media" and one in eight (12%) have "boycotted certain products". [More](#)

Society

29/03/2011 Humanist census campaign fails to stop Britons identifying as "Christian"

ComRes/Premier Christian Media: Despite the British Humanist Association's "If you're not religious, for God's sake say so" campaign in the run up to this year's census, more than half of Britons (56%) still describe themselves as "Christian" when asked about their religious affiliations. [More](#)

24/03/2011 Non-physical attributes valued above looks

YouGov/Slimming World: The attributes about which Britons would be most flattered to be complimented on are "kindness/generosity" (18%), "intelligence" (17%) and "humour" (13%). Physical attributes such as "eyes" (6%), "smile" (7%) and "style/dress sense" (3%) were given much lower importance. [More](#)

22/02/2011 Monarchy support by a majority of Britons

YouGov/Prospect: Two thirds of Britons would like to see Queen Elizabeth II stay on as monarch after her 85th birthday this April, but 56% believe Britain's monarchy should no longer be head of the Church of England. [More](#)

21/03/2011 Most think sex education should be taught in primary schools

YouGov/The Sun: More than half the public (51%) think the biological facts of reproduction should be taught in primary school, but most believe more practical information such as contraception and sexual health should be left until later (69% and 73% respectively). [More](#)

14/03/2011 Limits to freedom of expression for extremist groups

YouGov: Seven in ten (67%) believe it is not acceptable for extremists to make offensive or provocative protests that risk inflaming racial or religious tensions, and that it is right such individuals should be prosecuted. A quarter (25%) believe that, as long as they are peaceful, people should not be prosecuted for making a protest, even if their views are extreme and likely to offend many people. [More](#)

11/03/2011 Minimum quotas for female board members opposed by majority of men

YouGov: Almost half (45%) of adults are opposed to the suggestion of introducing a minimum quota of female board members in large companies listed on the London Stock Exchange. Far more men (57%) oppose the suggestion than women (33%). [More](#)

03/03/2011 Gender stereotyping in the workplace

YouGov/Prospect: Although at least three quarters (between 77% and 89%) say they "would not mind" whether 14 key jobs were carried out by a man or a woman, at least one in ten would prefer nurses (22%), receptionists (18%), primary school teachers (14%) and directors of children's charities (10%) to be women. Careers considered more suitable for men include captain of a 747 jumbo jet (22%), football referee (20%), police detective (13%), chef at a top restaurant (12%), director of a large company (10%) and high court judge (10%). [More](#)

Third Sector and the Environment

20/03/2011 Wind, solar and tidal energy should be priorities for UK investment

YouGov/Sunday Times: Although a majority of the public (60%) think nuclear power stations in the UK are safe, 47% believe we should avoid relying on nuclear power when providing for our future energy needs. The forms of energy generation in which most people would like to see the government invest are wind (68%), solar (67%) and tidal (62%). [More](#)

One in five (22%) say that this year's census questions are intrusive. [More](#)

45% of Britons would describe themselves as a "dog person", while 31% prefer cats. [More](#)

More than a third (35%) of adults believe they have "experienced a ghost". [More](#)



International

- 28/02/2011 Rising public concern about China's economic power**
GlobeScan/PIPA/BBC World Service/WorldPublicOpinion.org: This poll of almost 29,000 people across 27 countries worldwide suggests that although half of adults (50% - 52% in the UK) view China's increasing economic power as "positive" overall (compared with just 33% who view it as "negative"), the rise in China's military power is considered "positive" by only a quarter (26% - 25% in the UK). [More](#)
- 25/03/2011 MEP bribery charges**
YouGov: 89% believe three foreign MEPs recently found to be willing to accept payments in return for tabling amendments in the European Parliament should be prosecuted. [More](#)
- Mar 2011 European perceptions of Israel-Palestine**
ICM Research/Middle East Monitor: This survey of more than 7,000 adults in six countries across Europe shows that more than half believe the main cause for continuing conflict in Israel-Palestine is the unwillingness of each side to compromise (53%). Israel's oppression of Palestinians (41%), Israeli settlement building in Palestinian areas (40%) and Palestinian terror attacks (39%) are also frequently mentioned. [More](#)
- Mar 2011 Attitudes of Europeans towards resource efficiency**
Flash Eurobarometer: This survey of adults in the 27 EU member states shows that nine in ten (89%) of Europeans make some effort to recycle their household waste. However, the same number (87% – 80% for the UK) believe Europe could be more efficient in its use of natural resources, and four in ten (41% – 37% UK) say their household produces too much waste. [More](#)
- Mar 2011 100th anniversary of International Women's Day**
Special Eurobarometer/TNS Opinion: Three quarters of EU citizens (76% – 78% of women and 72% of men) believe that women encounter significant difficulties in accessing positions of responsibility inside big companies. Regarding the political arena, 61% of women and 57% of men (59% overall for EU27, 51% for UK) believe women are underrepresented in politics because the political world is dominated by men who do not value the skills of women enough. [More](#)
- Mar 2011 The future of transport in Europe**
Special Eurobarometer: This survey of almost 26,000 adults in the 27 EU member states covers European public opinion on a number of transport policy issues. Across the EU, just over half (53% – 57% in the UK) name a car as their main mode of transport, while 22% (EU27 and UK) use public transport on a regular basis and 13% (EU27 and UK) choose to walk. Half of EU citizens (50% – 45% in the UK) would support replacing existing car charges with "pay as you drive" schemes. [More](#)

39% of EU public affairs practitioners say economic recovery has already started in their organisation. [More](#)

