



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 Pollsters – How Did They Do?

Like the political parties themselves, pollsters had a mixed election. In the closing days, the main research firms such as Ipsos MORI and ICM were showing Labour and Conservative shares of the vote very close to the final results. [Ipsos MORI's Final Election Poll](#) (Evening Standard, 5th May 2010), for example, was spot-on with their prediction of a 36% share for the Conservative Party and 29% for Labour. But others were further off, with new pollsters [Angus Reid](#) predicting only a 34% Conservative share and 22% for Labour. This may show that experience still counts, particularly when it comes to judgements over the weighting of data.

None of the firms accurately predicted the lower Liberal Democrat share or higher share for 'others'. Here, two effects were at work in the final days: voters shifting from Lib Dem to other parties, and voters moving to the minor parties – particularly UKIP and the BNP. (Though the latter lost council seats and so 'had a bad night', its overall vote share was up 1.2% from 2005.) This churn is common in elections – between 15% (1987) and 34% (2001) of people move parties from one election to another – and is hard to see this scale of change when looking at topline polling data.

Pollsters had one undoubted success: the exit poll, carried out by Ipsos MORI and GFK/NOP was within a whisker on both in share of vote (predicting 36% for the Conservatives, 29% for Labour) and the prediction of seats (305 Conservative seats and 255 for Labour, against the actual result of 307 and 258).

May Edition

This edition of the Monitor features an abundance of summer reading, including polling in the wake of the May 2010 General Election. We feature approval ratings for David Cameron and Nick Clegg's performance during their first few weeks in office, surveys of public interest in media coverage of the run-up to the Election, and current opinion surveys on the race for the Labour leadership.

This issue also includes polling on subjects ranging from smoking and alcohol consumption, sleep, and the struggle for peace in Kashmir.

Woodnewton News

Recently completed projects include desk research for HM Revenues and Customs, polling for Parkinson's UK and a number of projects for the Government Office Network.



Consumer

- 17/05/10 Home ownership more important than marriage for many UK citizens**
ComRes/Barratt Developments PLC: Seven in ten (71%) rated owning their own property as one of their top priorities, but less than half attributed the same level of importance to marriage (46%) or having children (44%). [More](#)
- 13/05/10 No change expected in British Airways/Iberia merger**
Angus Reid Strategies: Over half (53%) of the public expect no change to quality or cost of service following British Airways' deal to merge with Spanish airline Iberia earlier this month. [More](#)
- 13/05/10 Where there's a will...**
YouGov/Grayling: More than seven in ten adults (73%) do not have a will that clearly documents their financial assets, but over a third (39%) say they would be interested in a search service to help them do this. [More](#)
- 12/05/10 Mobile phones and customer loyalty**
YouGov Technology and Telecoms: In a survey designed to test customer loyalty to mobile phone network providers, three in ten Vodafone users (34%) said they would be prepared to switch networks to get their ideal handset, compared to 50% of current O2 customers. [More](#)

41% think the state of the economy will improve under the new Government.

[More](#)

Business and the Economy

- 18/05/10 Personal insolvency**
Ipsos MORI: The May edition of the Issues Index shows the highest level of public concern about the economy ever recorded by MORI, with seven in ten (71%) saying it is among the most important issues currently facing the country. [More](#)

17% of smokers would be likely to light up a cigarette if they saw an actor smoking in a film.

[More](#)

Health

- 06/05/10 Smoking and alcohol consumption**
YouGov Sixth Sense: Over a third (34%) of the public say they have cut down their alcohol consumption over the past year, and one in ten claim to have given up completely. [More](#)
- 06/04/10 Asthma awareness**
YouGov/Asthma UK: In a survey commissioned to mark World Asthma Day on 4th May, just 12% of adults said they would be "completely confident" of what to do if a child in their care was having an asthma attack. [More](#)

Media and Technology

- 16/05/10 Public interest in Election coverage**
Ipsos MORI: Almost half (41%) of the public say they were very interested in news about this year's General Election, an increase of 21 points since the last Election in 2001. [More](#)
- 13/05/10 "Friends" with your boss? How we mix working life and social networking**
YouGov/Croner: Eight in ten (79%) of those working full-time are connected to one or more of their colleagues through social networking sites, with 61% choosing Facebook as their means of keeping in touch. [More](#)

81% of iPhone users say they are likely to purchase the same brand of phone next time they update their handset. [More](#)



Politics

- 25/05/10 Public support for spending cuts**
 YouGov/The Sun: More than half (56%) of the public support Chancellor George Osborne's proposal to cut £6m of "wasteful" government spending, but only 24% accept that cuts to frontline services will be necessary to reduce the budget deficit. [More](#)
- 25/05/10 The votes are in! Approval ratings for our new Prime Ministerial duo**
 Angus Reid Strategies: Over half (54%) of the public think David Cameron is doing a good job as Prime Minister and almost the same number (52%) give Deputy Prime Minister Nick Clegg positive reviews. [More](#)
- 23/04/10 Lib-Con coalition – is it representative?**
 Angus Reid Strategies: 57% of Britons are happy with the new Lib-Con coalition government, but almost half (47%) believe it does not accurately reflect the wishes expressed by voters on May 6th. [More](#)
- 18/05/10 Housing is constituents' key concern**
 ComRes/Shelter: Almost three quarters (71%) of MPs say housing is one of the top three concerns raised by their constituents. [More](#)
- 16/05/10 Are the Opposition ready for Government?**
 Ipsos MORI: 65% agree the Conservatives are ready to govern, compared with 47% in April 2010. [More](#)
- 16/05/10 David Miliband favourite for Labour leadership**
 ComRes/Independent on Sunday/Sunday Mirror: A third of the public (32%) and almost half of Labour Party members (43%) support David Miliband to replace Gordon Brown as party leader. Ed Miliband boasts the support of 8% of the public and 10% of party members. [More](#)
- 12/05/10 "I would not have voted differently"**
 YouGov/The Sun: A significant majority (85%) of the public say that even had they known that this year's General Election would result in a hung parliament they would still have chosen to vote the same way. [More](#)

74% say Nick Clegg was wrong to defend a law blocking the deportation of terror suspects who may face torture or death abroad. [More](#)

Almost six in ten (57%) had already decided who to vote for in the General Election before the campaign began. [More](#)

Society and the Environment

- 27/05/10 Is 24 hour drinking soon to be a thing of the past?**
 Angus Reid Strategies: More than half the public (51%) think the laws allowing pubs and bars to apply for 24 hour licensing should be repealed. Younger people are more likely to support the law, with six in ten (59%) of 18-34 year olds believing it should stay in place. [More](#)
- 18/05/10 Londoners bottom of the pile for knowledge of Britain's wildlife**
 Ipsos MORI/Natural History Museum: Londoners have less knowledge of wildlife and natural history than people in any other area of the UK, with only one in ten (11%) able to identify correctly the Sycamore, a common British tree and only 34% able to identify a toad. [More](#)
- 17/05/10 The importance of a good night's sleep**
 YouGov: Almost six in ten (58%) of the public say that stress keeps them awake at night, with exactly half of those blaming their stress on financial hardships, 39% on health issues (either their own or those of friends and family) and 33% on deadlines at work. [More](#)

Almost nine in ten graduates (88%) believe many organisations will cut back their graduate vacancies this year. [More](#)



14/05/10 Harry Potter vs. the Twilight series

YouGov: Despite the Twilight series having already broken Harry Potter author JK Rowling's record of selling over a million copies in the first two and a half years of release, only 13% of the public claim to have read at least some part of the series, compared to 38% who have read Harry Potter. [More](#)

11/05/10 The Home Front – Britons welcome traditional family values

YouGov/Visit Guernsey: Almost nine in ten (86%) would welcome a return to traditional family values, but only 53% of the public (and only 48% of Londoners) feel they spend enough quality time with their loved ones. [More](#)

05/05/10 World Cup fever

YouGov: World cup fever is sweeping the country with almost half (44%) of those who claim not normally to take an interest in football planning to follow the World Cup, due to be held this summer in South Africa. [More](#)

Over a third (39%) of Britons expect England to reach at least the semi-finals of the World Cup this summer.

[More](#)

International

24/05/10 Paths to peace in Kashmir

Ipsos MORI/Kings College London: This opinion poll – the first of its kind to be conducted in the region – used face-to-face interviews with 3774 citizens from both Indian and Pakistani controlled Kashmir to explore how Kashmiris view possible paths to peace. The survey found that more than nine in ten (91%) considered the ongoing dispute over Kashmir between India and Pakistan to be a matter of personal importance, and that 70% believed the violence advocated by some militant groups would either make no difference or would have a negative impact on the peace process. [More](#)

May 2010 Perception survey on quality of life in European cities

Flash Eurobarometer/Gallup Hungary: This survey was conducted in November 2009 and measured local perceptions of quality of life in 75 cities across the EU, Croatia and Turkey. Drawing on earlier Eurobarometer surveys, this project investigated issues such as perceptions of social reality (health care, employment, housing, immigration, personal safety), pollution and climate change, and public transport facilities. Londoners were found to be more likely than residents of any other city surveyed to commute for more than an hour to get to work but reported high levels of satisfaction (86% satisfied in 2009) with the city's green spaces. [More](#)

May 2010 Tobacco usage: EU citizens' attitudes and behaviours

Special Eurobarometer: The latest in a series of surveys investigating the behaviour and attitudes of EU citizens towards tobacco usage found that almost half (49%) claim never to have smoked and that smoking was most prevalent amongst the unemployed (52% are current smokers). The percentage of the UK population who smoke (28%) was just below the EU average (29%). [More](#)

44% of women in Saudi Arabia say a job or career is as important for women as it is for men. [More](#)

