



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.

Salary polling: beyond the headline figures

This pick of this month's polling is a fascinating [study for the BBC by ComRes](#), looking at people's opinions on how much people should be paid for different jobs.

Behind the headline results ("[Professional football players should earn more than Prime Minister, according to Radio 4 poll](#)") was the BBC's own media line) is a mass of data by age, gender, social class and region.

As so often, these 'data tables' provide many more insights and questions than the headline story can ever contain. For example, those in the higher social classes (ABs, or professional and managerial) 'awarded' much higher pay to high-earning professions such as FTSE Chief Executives and bond traders than the average; but their largesse did not extend to lower status jobs such as retail cashier or hospital porters. For them, ABs thought they were worth slightly less than did participants as a whole.

Similarly, men were much more prepared to give high salaries to high flyers than women: the average male 'award' of £163,000 to FTSE Chief Executives was more than double the award that women felt was justified (£70,000). Women were correspondingly more generous to the very lowest paid than men.

The picture that emerges most clearly is people's feeling that the pay divide should narrow; that differentials (seemingly linked to the perceived educational attainment needed for each job) should remain; and that footballers are on a planet of their own.

The headline figure that respondents thought Premiership footballers were worth £365,000 a year hides the fact that men alone thought £565,000 a fair wage, and that 5% of respondents thought footballers could rub by on less than £7,000 a year.

Research Monitor Special Report: The US Midterm Elections

There is now just over one month until the US mid-term elections, when American voters will elect all 435 members of the House of Representatives and almost a third of US Senators. This month's Research Monitor features exclusive analysis in the build-up to the elections by Dr Ed Gouge of the University of Leeds.

Gouge investigates the influence of the deficit, tax cuts and the emergence of the Tea Party movement on possible voting outcomes, and suggests Obama's approach to communicating with the public may have a negative effect on his popularity.

The article can be accessed through our website – [click here](#) to read more...

Consumer

14/09/10

Marketing to children

ComRes/Mother's Union: Six in ten (59%) of those with children under 18 believe advertising that can be seen by children can be harmful to them, and 43% say advertising that can be seen by children is not well-regulated enough. [More](#)



01/09/10 **Animal welfare and dairy farming**
 Ipsos MORI/World Society for the Protection of Animals: Almost half the public (47%) associate milk with the image of cows grazing in a field, and 61% say they would never buy milk if it came from a farm which used large-scale indoor dairy sheds. "Freshness" (69%) is the most important issue to people when buying milk, followed by the welfare of the cows from which the milk comes (22%). [More](#)

Business and the Economy

- 12/09/10** **Dealing with the deficit and protecting employment**
 Populus/The Times: Two in ten (22%) say this country's budget deficit must be dealt with by the time of the next general election, but 37% say protecting the vulnerable and reducing unemployment should be a bigger priority for the coalition. [More](#)
- 09/09/10** **Inland Revenue back-payments**
 YouGov/The Sun: Almost two thirds (65%) say the estimated 1.4 million people who paid too little tax after the Inland Revenue made mistakes in their calculations should not have to repay the difference. [More](#)
- 08/09/10** **Local Authorities and service charging**
 Ipsos MORI/BDO LLP: Almost three quarters (72%) of local councils expect their revenues from service charging to increase over the next three years. [More](#)
- 07/09/10** **Retirement concerns**
 ComRes/BBC Newsnight: Nearly seven in ten (69%) believe that they personally are primarily responsible for ensuring they have enough money in their old age, with only 20% saying it is the job of the Government, and only 7% the job of their employer. [More](#)

74% would be prepared to pay a little more tax themselves if this meant the system could be made simpler, easier to understand and harder to avoid.

[More](#)

Health

- 21/09/10** **Interacting with medical services**
 YouGov/Virgin Media Business: One in ten (11%) hope that by 2020 they will be able to be able to communicate with their GP by pressing the red button on their remote control. [More](#)
- 01/09/10** **Cigarettes and alcohol**
 YouGov: 78% of the public think the current legal age at which you can buy cigarettes (16) is too low, and 8% say buying cigarettes should be made illegal for all. 40% think the current legal drinking age of 18 is too low. [More](#)

Eight in ten (81%) trust their doctor to tell the truth, compared with 39% who trust their local MP.

[More](#)

Media and Technology

- Sept 2010** **Broadband speeds**
 ICM Research/Virgin Media: The factors people say would be most important in choosing a new provider for home broadband are monthly price (98%), broadband speed (96%) and traffic management policy (76%). [More](#)
- 08/09/10** **Andy Coulson and the News of the World phone tapping scandal**
 YouGov: More than half the public (52%) think Andy Coulson, ex-editor of the News of the World, should be removed from his post as David Cameron's Director of Communications following further allegations of phone-tapping during his time at the tabloid paper. [More](#)

73% think the Winter Fuel Payment should be protected from spending cuts for all over 65s, regardless of income. [More](#)

Politics

- 21/09/10** **"Right government for right now"**
 YouGov/The Sun: Four in ten (44%) agree with Nick Clegg's statement that the current Conservative-Liberal Democrat coalition is the "right government for right now", but 37% disagree, saying a different government would be better suited to dealing with Britain's problems. [More](#)



- 20/09/10** **MPs export and trading survey**
ComRes/British Chamber of Commerce: Almost all (95%) current MPs believe that export and trade promotion should be a high priority for the Government, and 39% support the introduction of a high-profile, full-time minister to drive British exports. [More](#)
- 19/09/10** **Voting intention: Clegg has "sold out"**
ComRes/Sunday Mirror/Independent on Sunday: Over half the public (52%) and 35% of Liberal Democrat supporters say the Lib Dems appear to have sold out on their principals by going into coalition with the Conservatives. Almost six in ten (57%) agree that they "don't really know what Nick Clegg stands for". [More](#)
- 16/09/10** **David Cameron almost as popular with Lib Dem voters as Nick Clegg**
Ipsos MORI Political Monitor: Two thirds of Liberal Democrat supporters (66%) think David Cameron is doing a good job as Prime Minister, the same number (67%) as say they are satisfied with the performance of Nick Clegg as Deputy PM. For the first time since the general election, more people are dissatisfied (47%) than satisfied with the performance of the coalition government (43%). [More](#)
- 16/09/10** **Limiting influence of the unions**
Angus Reid Strategies: Seven in ten (68%) say trade unions have an important and necessary place in society, but a third (28%) think their influence is too great, and more than half (59%) say they are too involved in political activities. [More](#)

37% think Tony Blair's recently published autobiography is "self-serving and dishonest".

[More](#)

Society

- 22/09/10** **Catholic views on abortion and contraception**
YouGov/Marie Stopes: In contrast to the official views of the Catholic Church, 66% of British Catholics think women should have the right to choose an abortion in the first three months of pregnancy, and 89% think artificial methods of contraception should be available to everyone (including 74% of those who attend church at least once a week). [More](#)
- 20/09/10** **Parental supervision as key to dealing with young offenders**
YouGov/The Prison Reform Trust: Better parental supervision is considered the action most likely to prevent further crime by previous offenders under the age of 18 (82% agree). The next most actions are considered to be tackling drug addiction (77%) and binge drinking (74%). [More](#)
- 16/09/10** **British Catholics nearly as critical of the Pope as general public**
ComRes/CNN: Three quarters (74%) of the general public think the Catholic Church has not shown enough public remorse for the child sex abuse scandal, and 77% think the Pope himself has not done enough to punish the priests found guilty of such abuse. British Catholics hold similar views, with two thirds (66%) agreeing the Pope has not done enough to deal with the issue. [More](#)
- 14/09/10** **Majority of Britons would support lifetime ban for Pakistani bowlers**
Angus Reid Strategies: Almost two thirds (72%) think the recent allegations of spot-fixing against Pakistani bowlers Mohammad Asif and Mohammad Amir are likely to be true, and 65% would impose a lifetime ban as punishment for committing such offences. [More](#)
- 14/09/10** **Concern about pollution/environment hits five-year low**
Ipsos MORI: Only 4% place pollution/environment among the top issue facing the country, the lowest percentage to do so in over five years. [More](#)
- 09/09/10** **Playing away from home**
YouGov/The Sun: Three quarters (76%) of the public say [Cheryl Cole](#) was right to leave her footballer husband Ashley Cole after allegations of his infidelity earlier this year, and 61% think [Coleen Rooney](#) should split from her husband Wayne following rumours he hired a prostitute while she was pregnant with their son, Kai.
- 01/09/10** **Disability and equal opportunities**
ComRes/Scope: More than nine in ten (91%) of the public think disabled people in Britain should have the same opportunities as everyone else, but only 38% think this is currently the case. [More](#)

Although nearly two thirds (63%) feel indifferent about the Pope's recent visit to the UK, 67% say it is important Britain retains its Christian culture.

[More](#)

51% of Britons would support the reintroduction of the death penalty for murder.

[More](#)



International

- 21/09/10 Britons, Americans and Canadians on the fence over Israel-Palestine**
Angus Reid Strategies: Only 29% of Britons, 32% of Americans and 26% of Canadians express sympathy for either side in the ongoing Middle East dispute, and a significant majority in all three nations (79% of Canadians, 78% of Britons, 68% of Americans) are “not too confident” or “not confident at all” that the current peace talks will be successful. [More](#)
- Sept 2010 Europeans, development aid and the Millennium Development Goals**
Special Eurobarometer: This survey of nearly 27,000 citizens of the 27 EU member states examines public opinion on development policy in general and the specific role of the European Union as aid donor ahead of an EU summit on the progress of the Millennium Development Goals and a European Commission review of EU development policy, both due to take place this autumn. The survey finds that 89% of Europeans view development cooperation as important, and 30% contribute personally to aid work, either by donating money or by giving up their free time to volunteer. [More](#)
- Sept 2010 Domestic violence against women**
Special Eurobarometer: This survey tracks the changes in EU citizens' perceptions and awareness of domestic violence against women since the last Eurobarometer survey on the subject in 1999. The survey shows that 25% of Europeans (38% of Britons) say they know somebody within their family or circle of friends who has been a victim of domestic violence, up from 19% in 1999 (33% of Britons). Far more people (84% of EU citizens, 85% of Britons) now say domestic violence is unacceptable in all circumstances and should always be punishable by law than in 1999 (62% EU, 63% UK). [More](#)

73% think restaurants and caterers should be required to label products containing halal meat.

[More](#)

47% would vote for Britain to leave the EU if a referendum were held.

[More](#)

