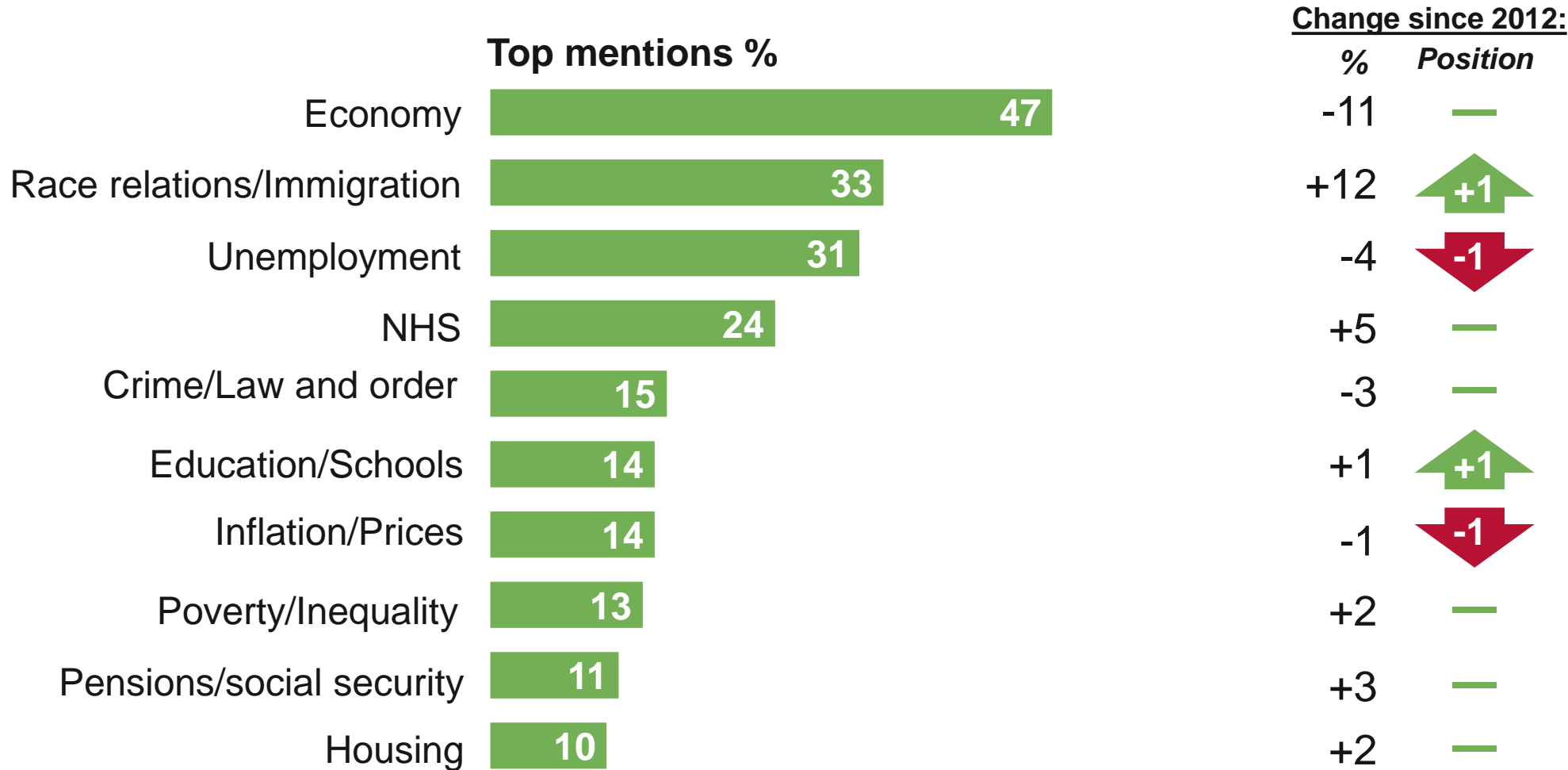


Issues Facing Britain: 2013

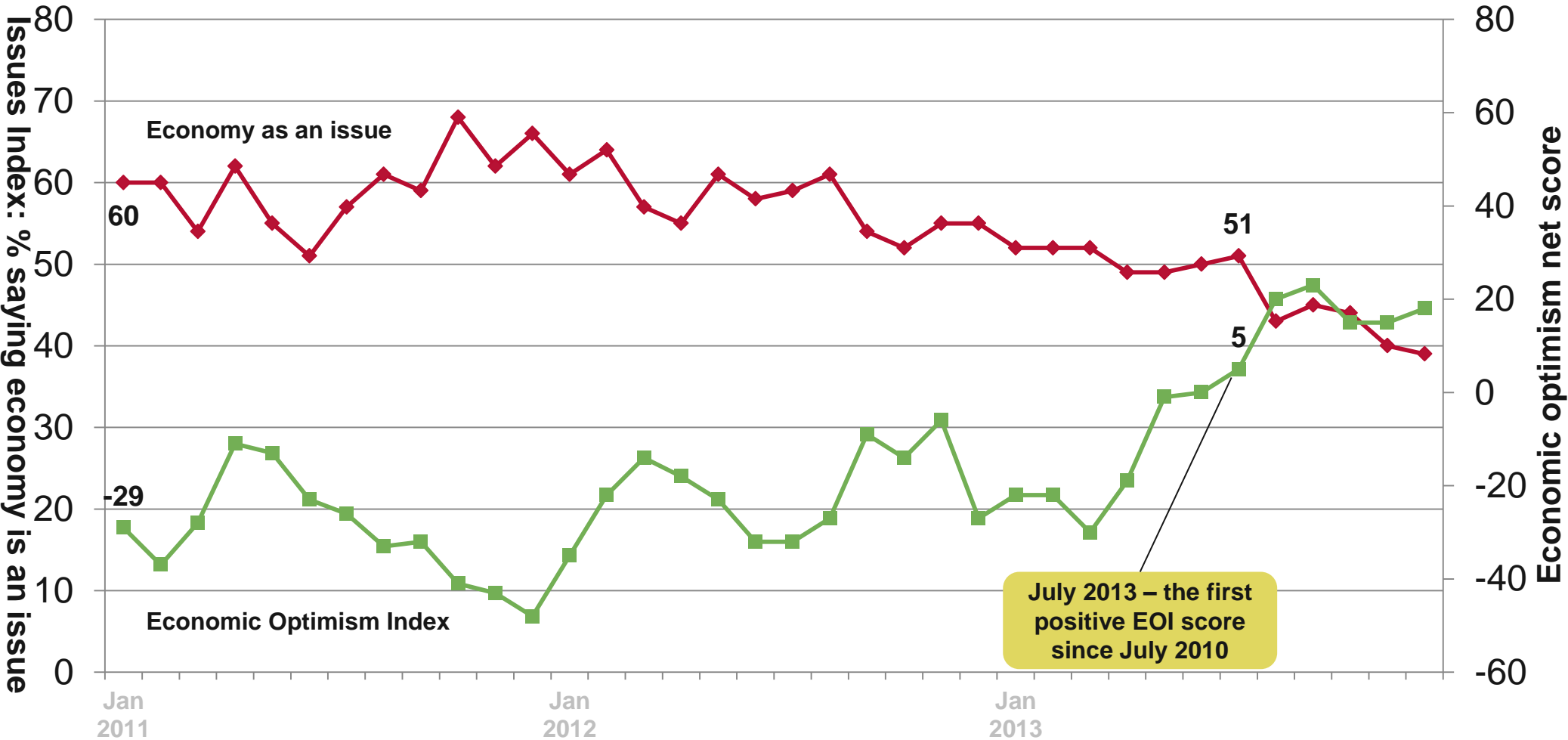
What do you see as the most/other important issues facing Britain today?



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

The economy: concern and optimism



Sources: Ipsos MORI Issues index and Economic Optimism Index (EOI) data; Jan 2011-Dec 2013

Variation in concern about unemployment and race/immigration

What do you see as the most/other important issues facing Britain today?



Race relations/immigration



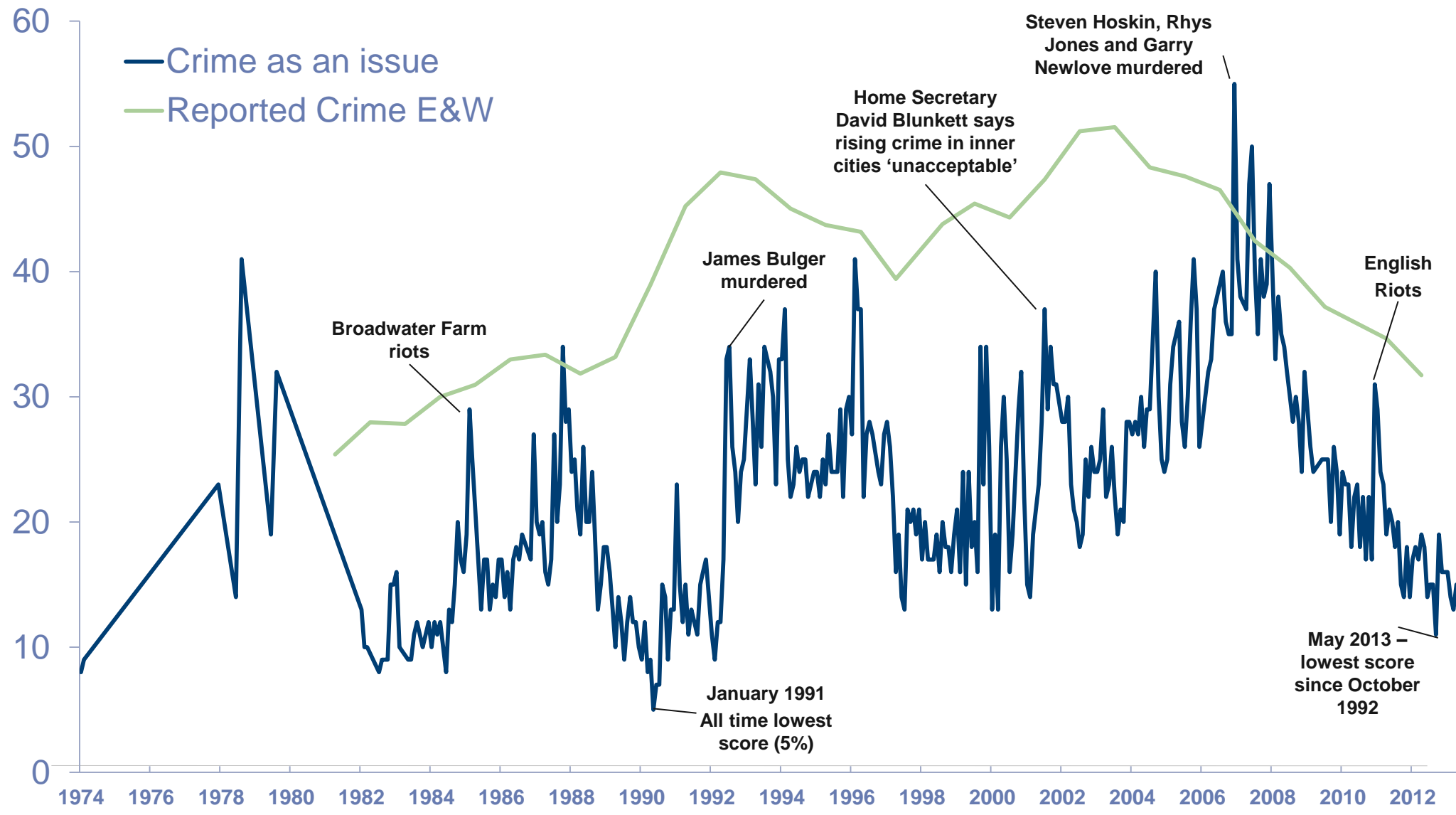
Unemployment



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI

Long term concern about crime 1974-2013



Broadwater Farm riots

James Bulger murdered

Home Secretary David Blunkett says rising crime in inner cities 'unacceptable'

Steven Hoskin, Rhys Jones and Garry Newlove murdered

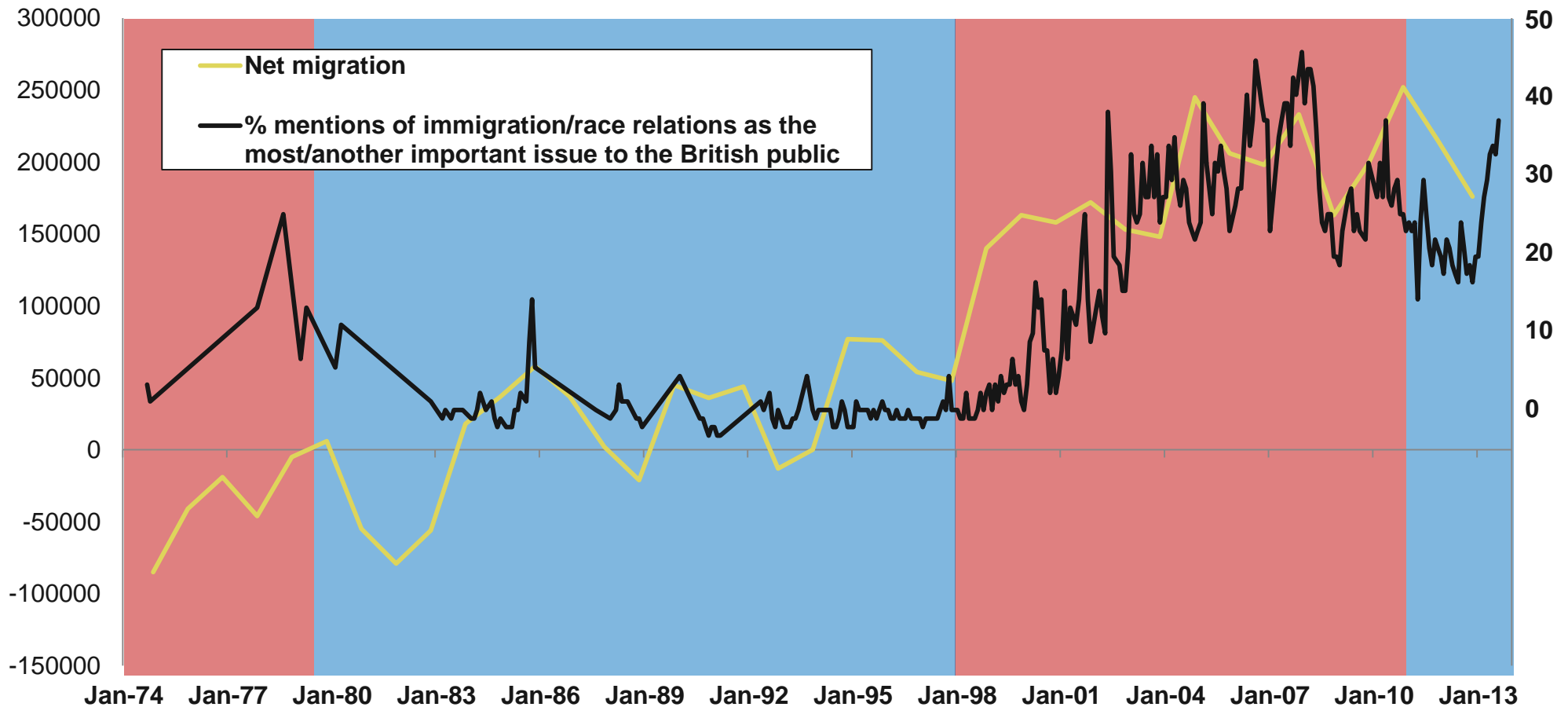
English Riots

January 1991
All time lowest score (5%)

May 2013 - lowest score since October 1992

Concern about race/immigration vs. net migration

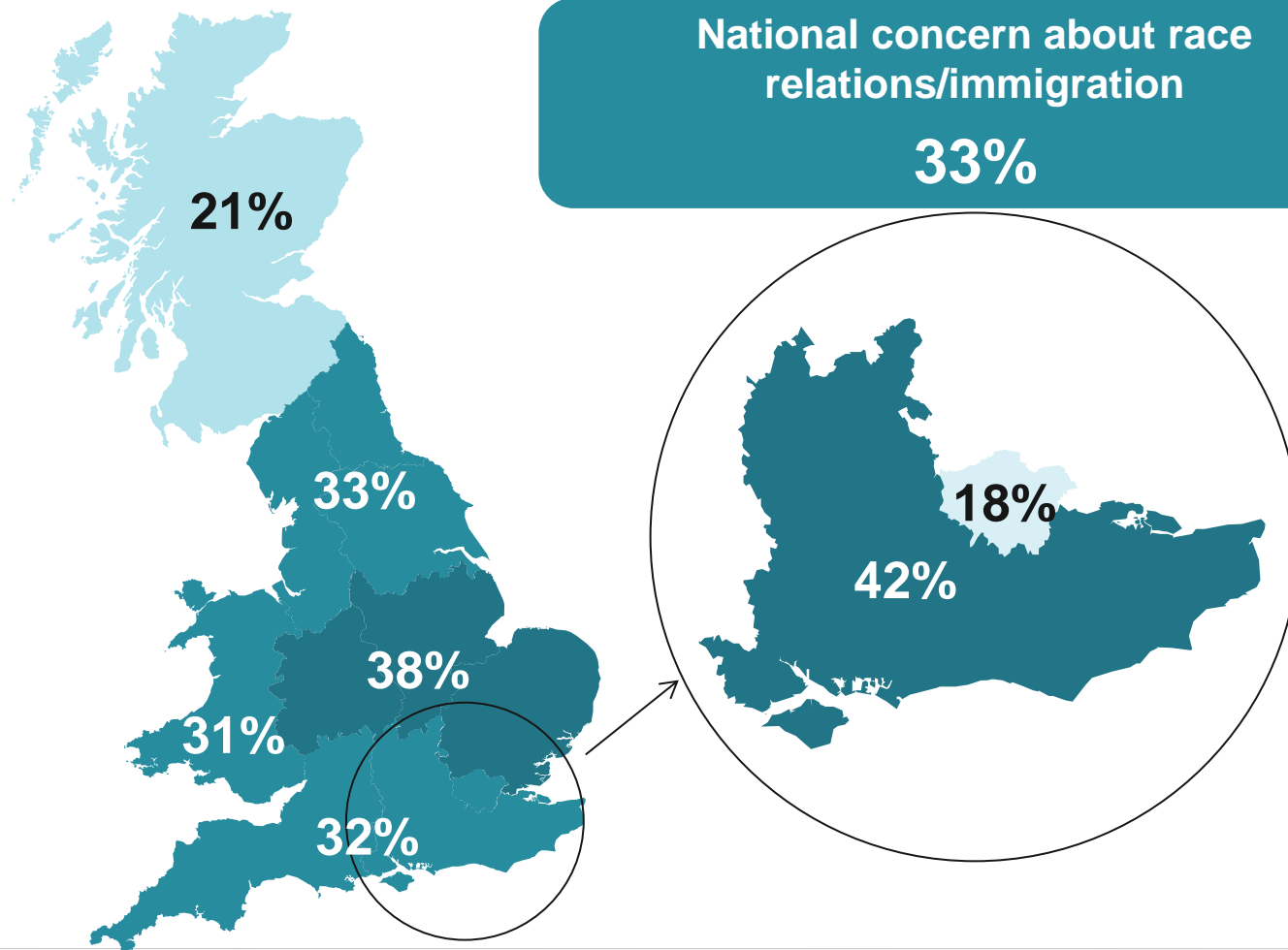
Mentions of immigration/race relations in Ipsos MORI's Issues Index by UK net migration, 1974 - 2013



Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Office for National Statistics, Ipsos MORI Issues Index

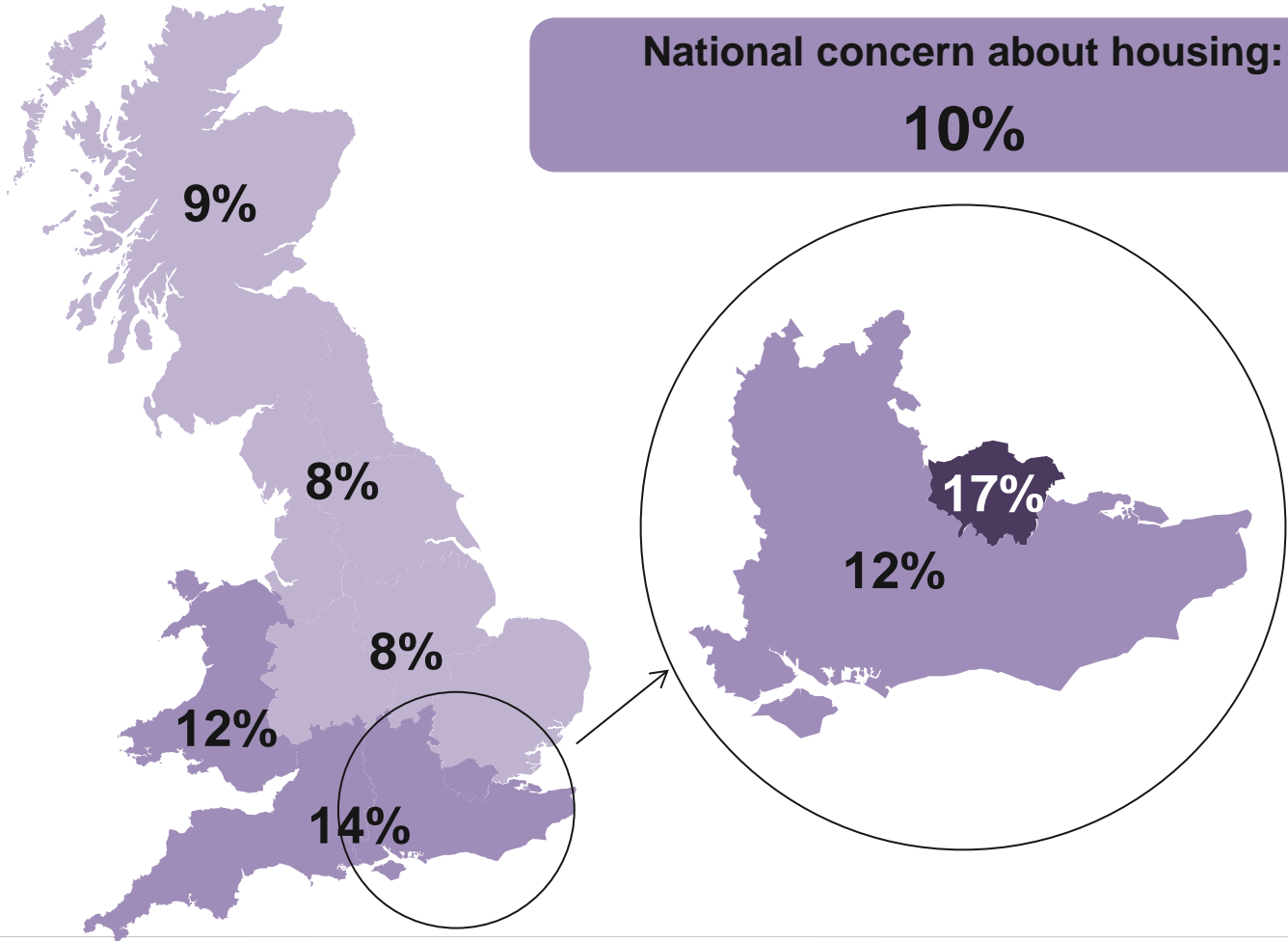
Concern about race/immigration by region over 2013



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

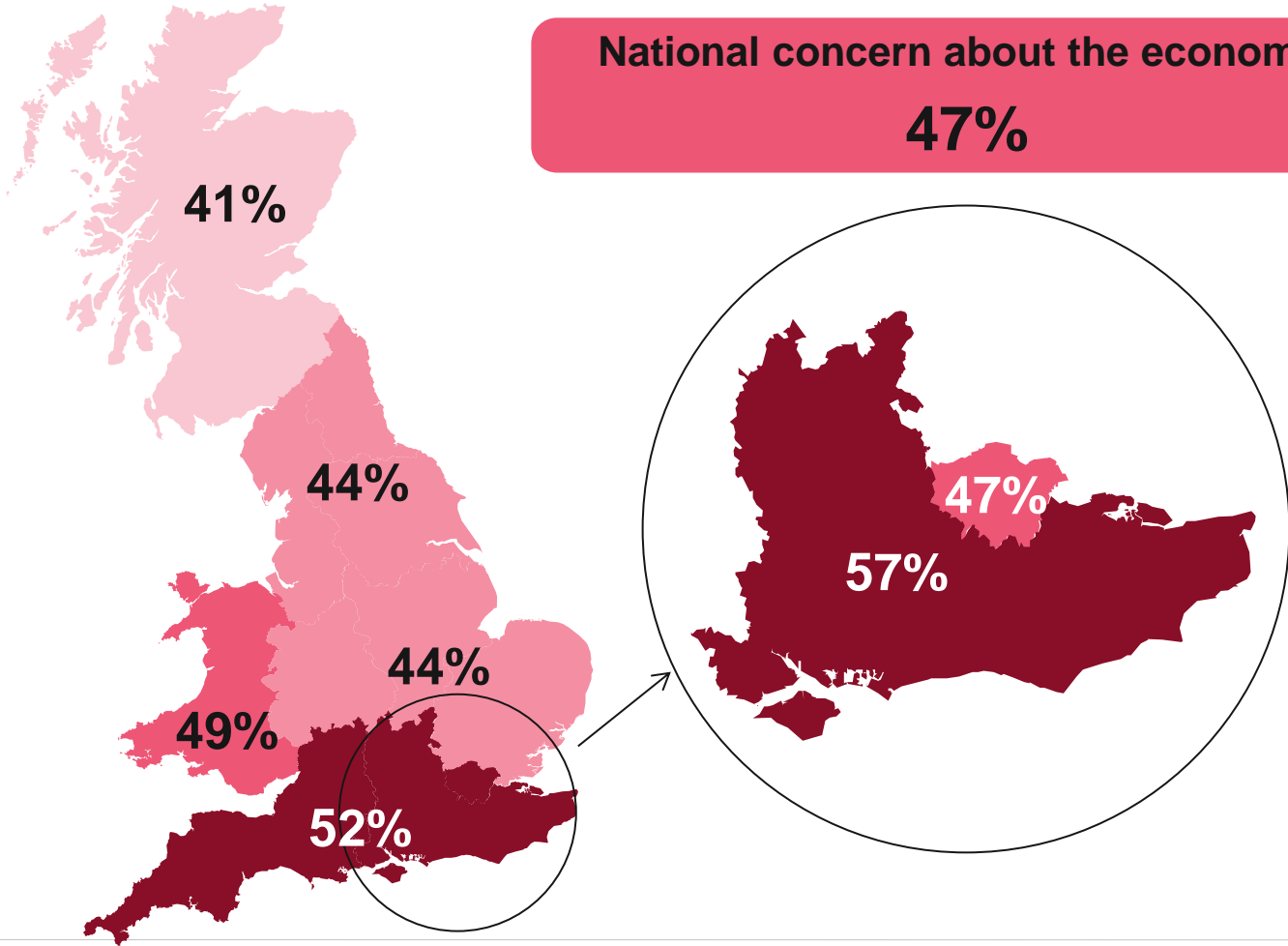
Concern about housing by region over 2013



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

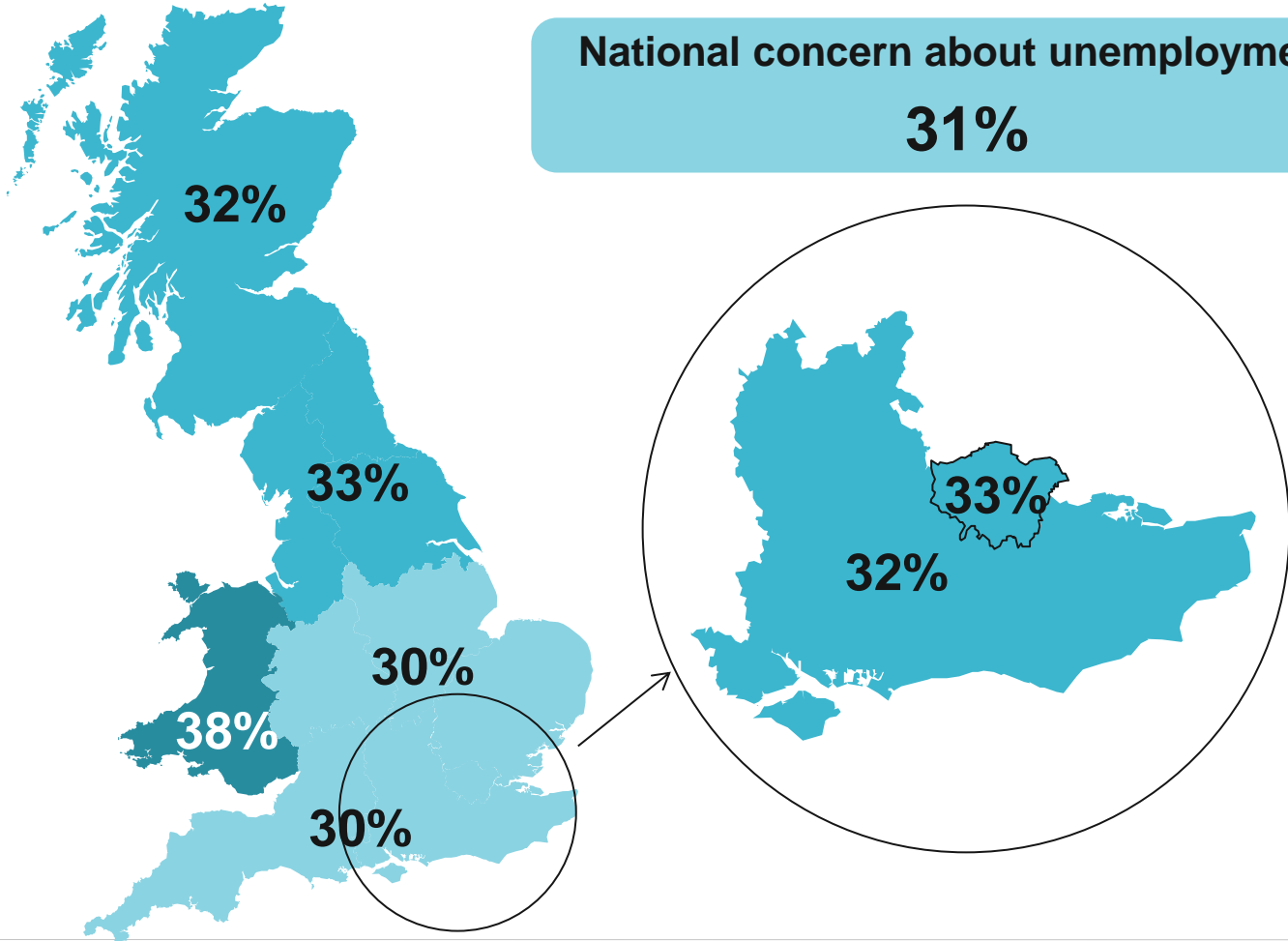
Concern about economy by region over 2013



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

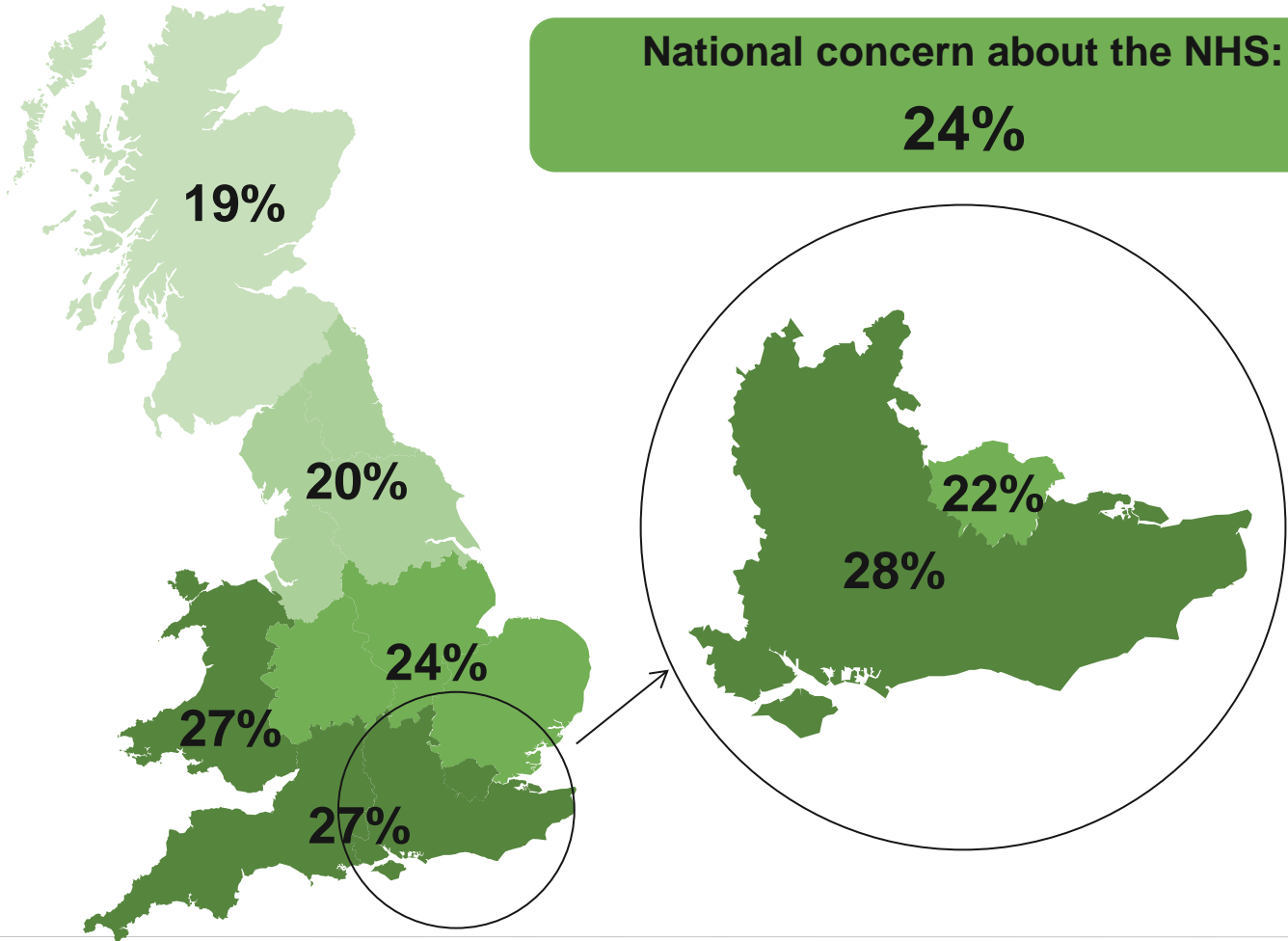
Concern about unemployment



Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

Concern about NHS/Health

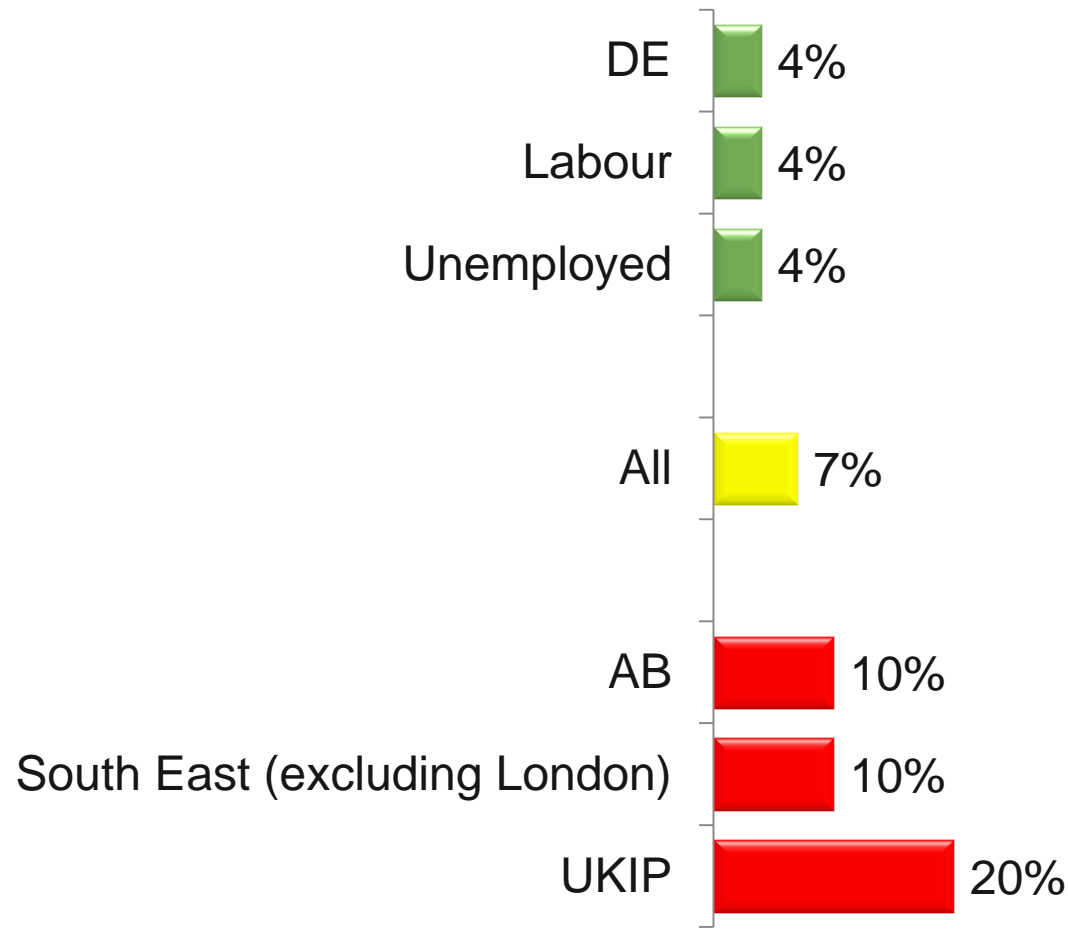


Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI Issues Index

Those more, and less, likely to be concerned about Europe

What do you see as the most/other important issues facing Britain today? Euro/EU/Common Market

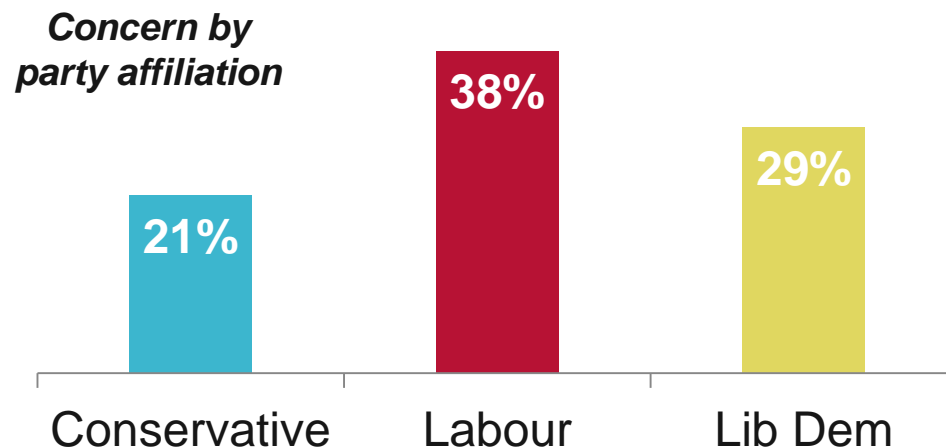
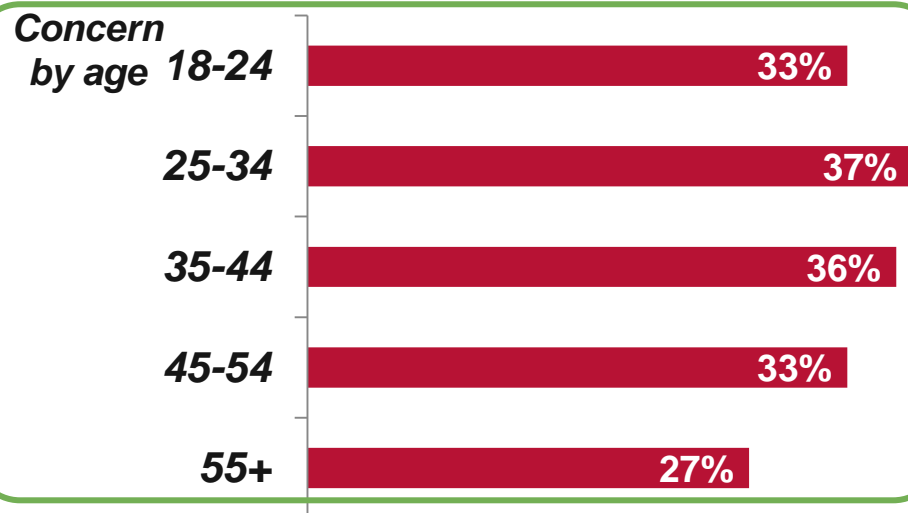
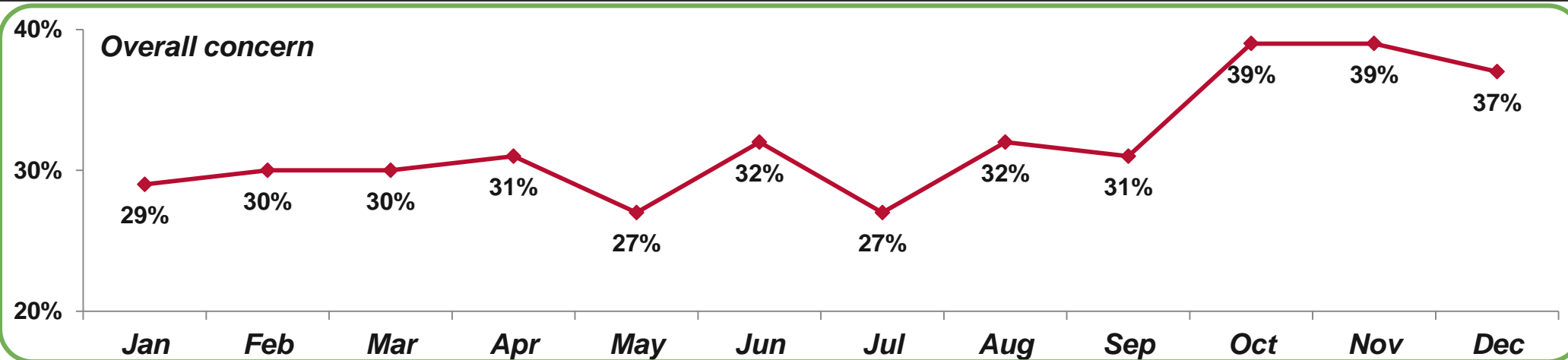


Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI

Personal finances a growing issue

Personal finances: those considering poverty/inequality, low pay/fair wages, prices/inflation or petrol prices to be an issue

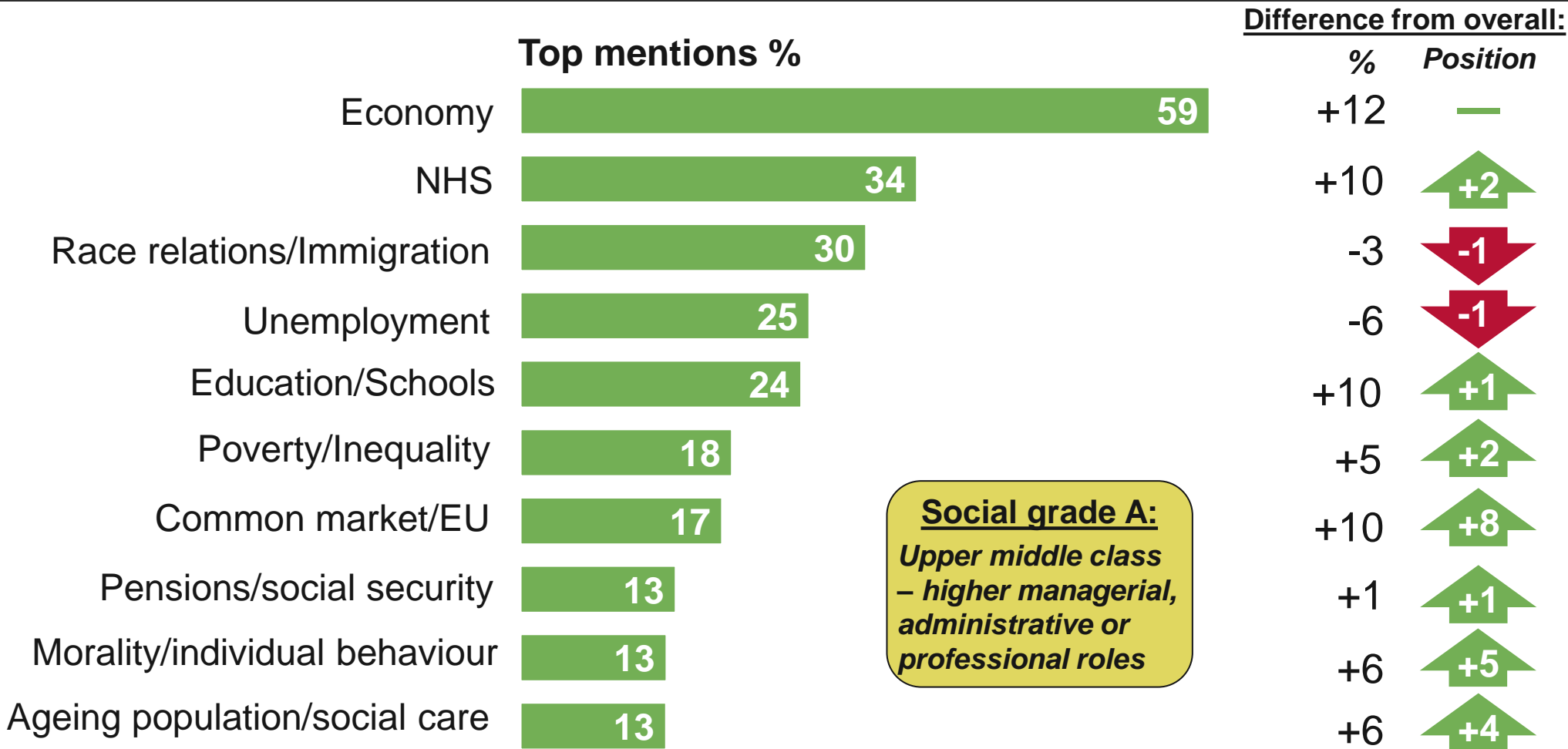


Base: 11671 British adults aged 18+, January – December 2013

Source: Ipsos MORI

Social grade A: Issues Facing Britain 2013

What do you see as the most/other important issues facing Britain today?



Base: 353 British adults aged 18+, social grade A. January – December 2013

Source: Ipsos MORI Issues Index