



# Ipsos MORI Issues Index

## 2014 aggregated data

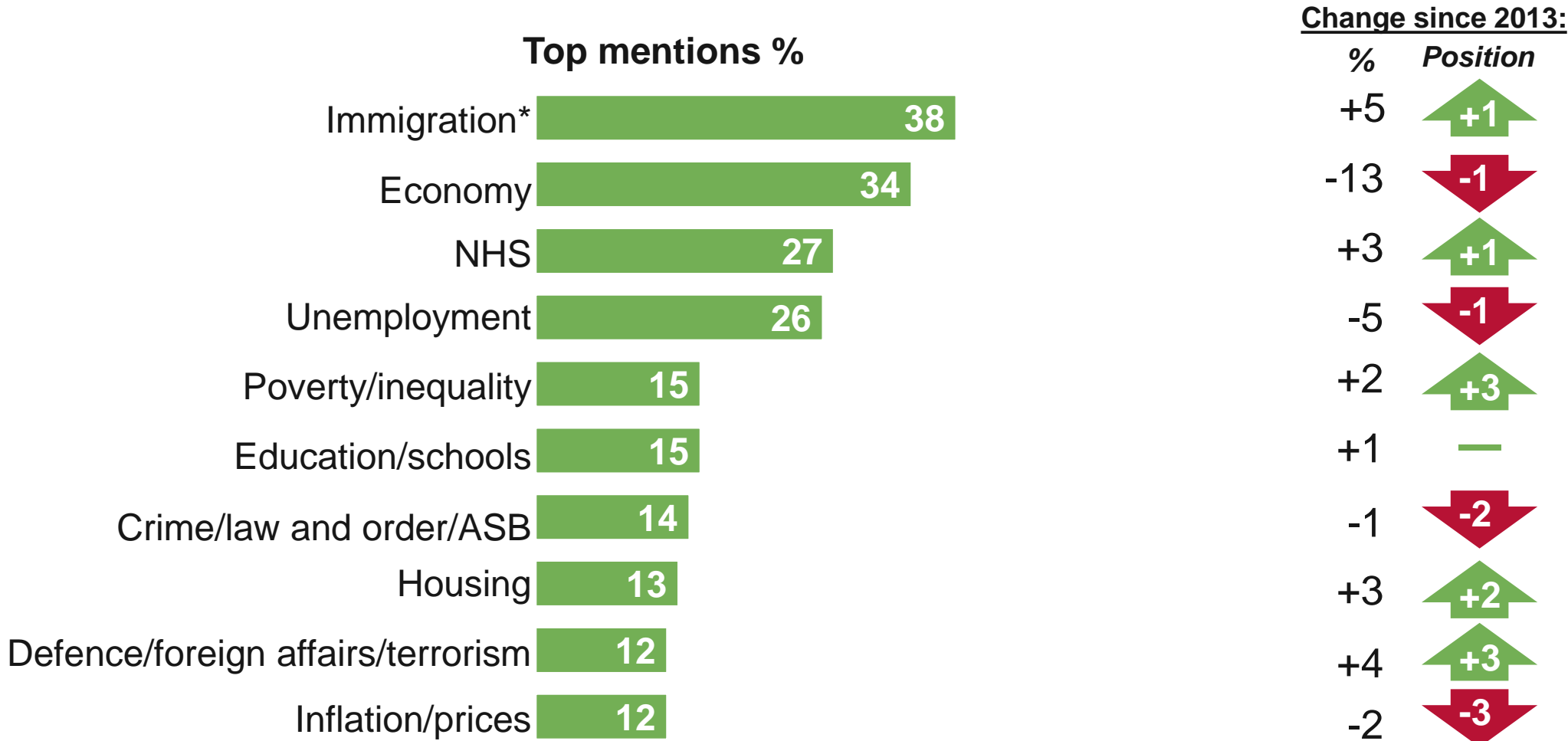
**Ipsos MORI**

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020 7347 3000



# Issues Facing Britain: 2014 in review

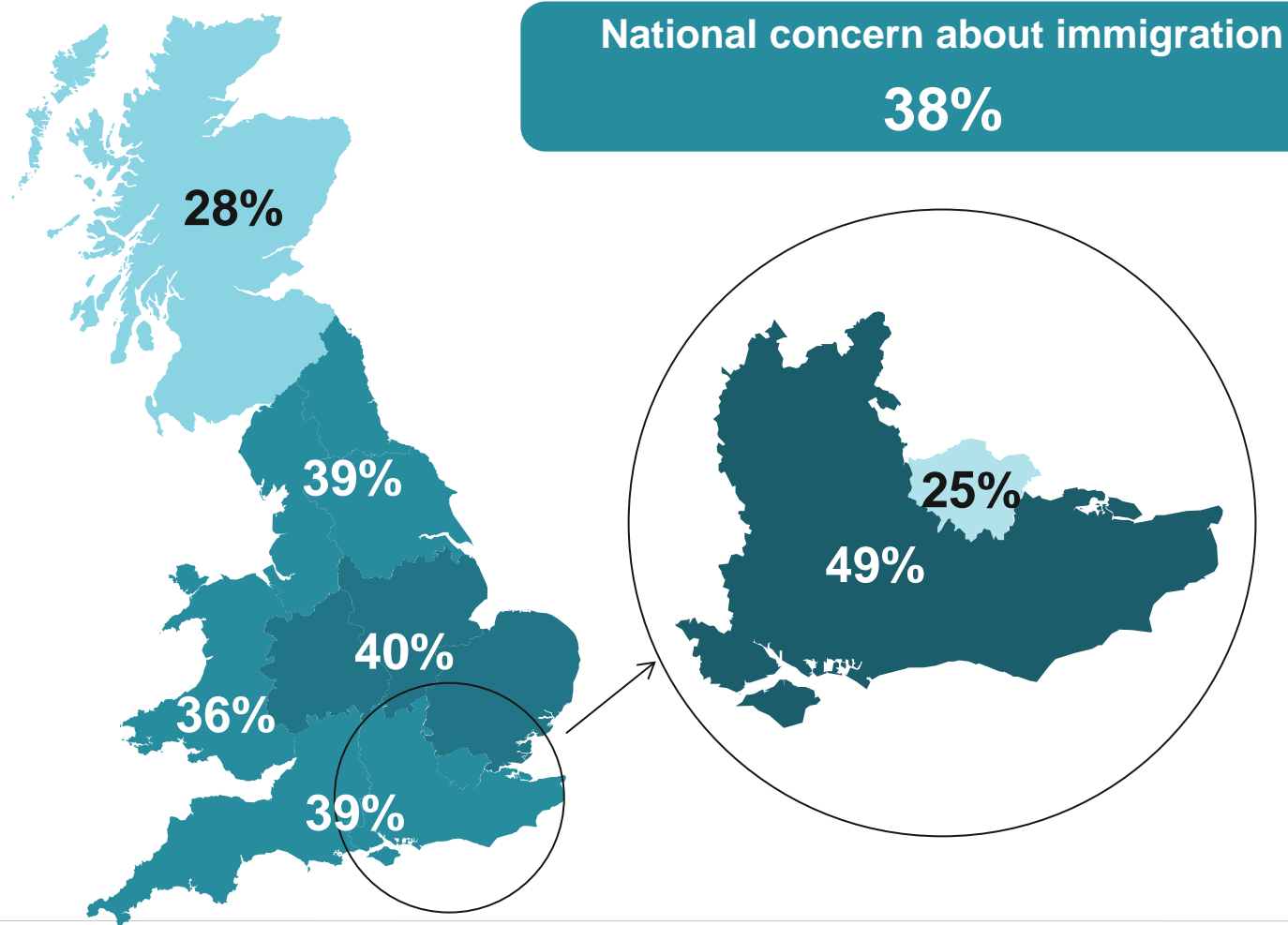
What do you see as the most/other important issues facing Britain today?



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

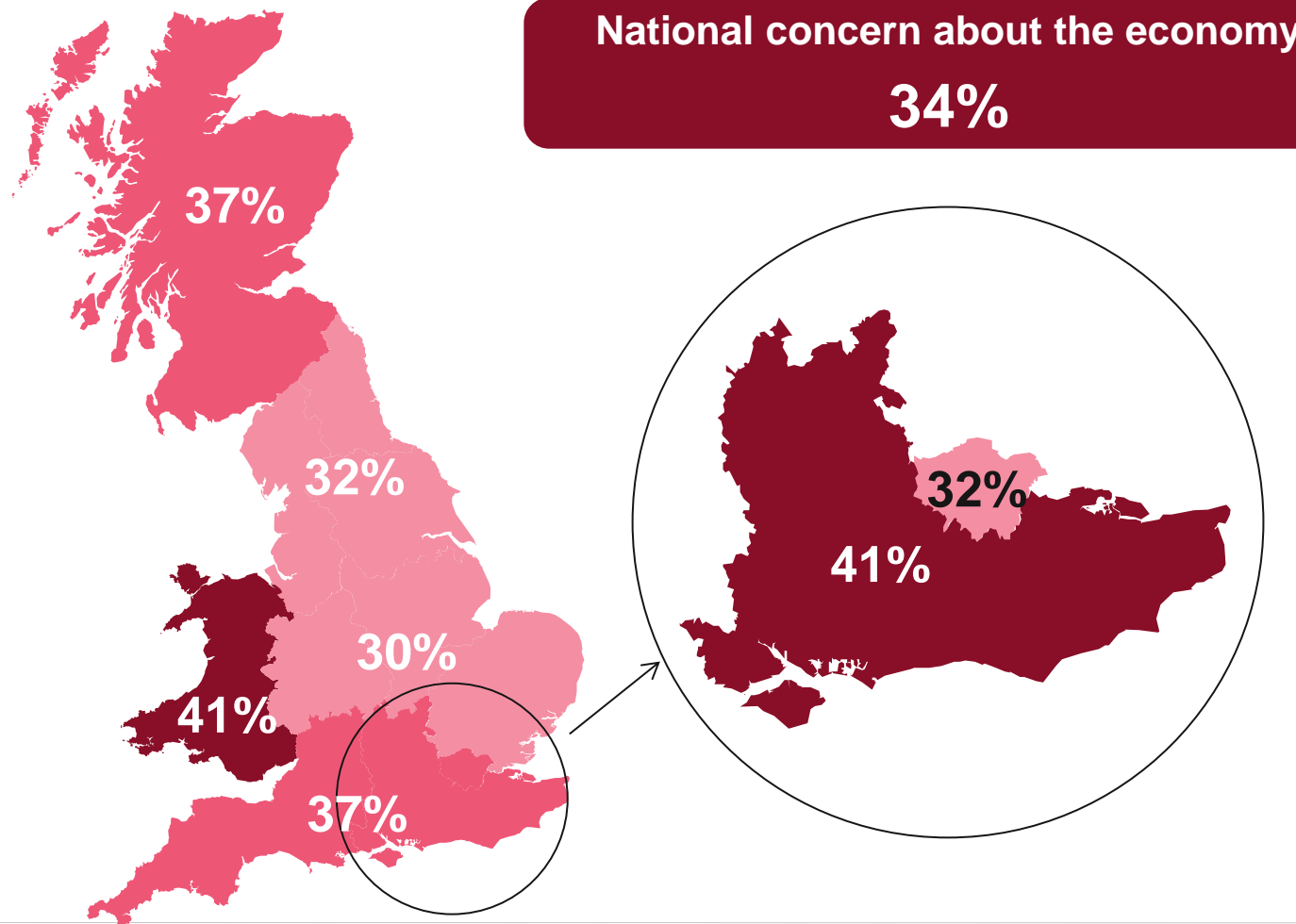
# Concern about immigration\* by region over 2014



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

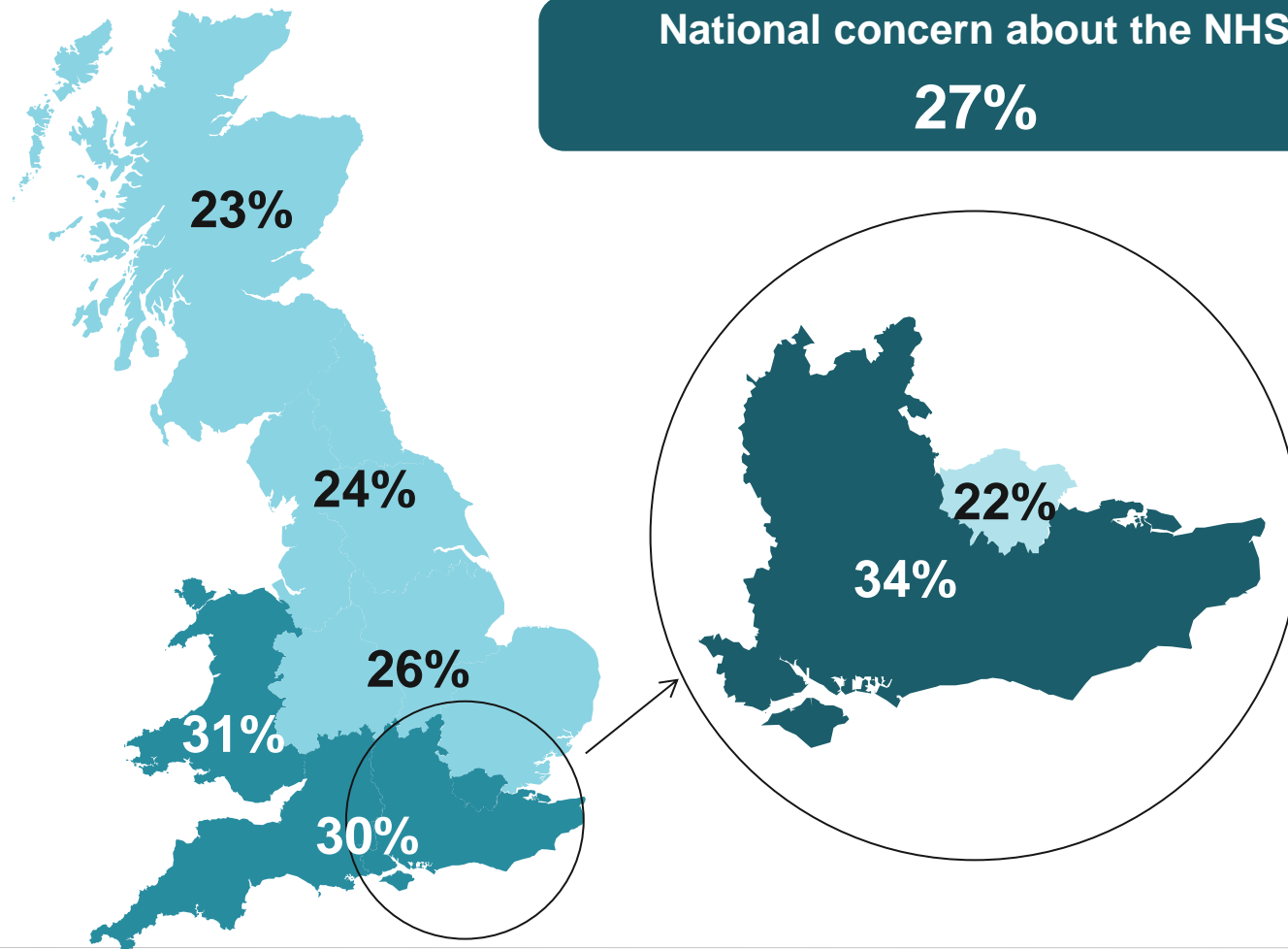
# Concern about the economy by region over 2014



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

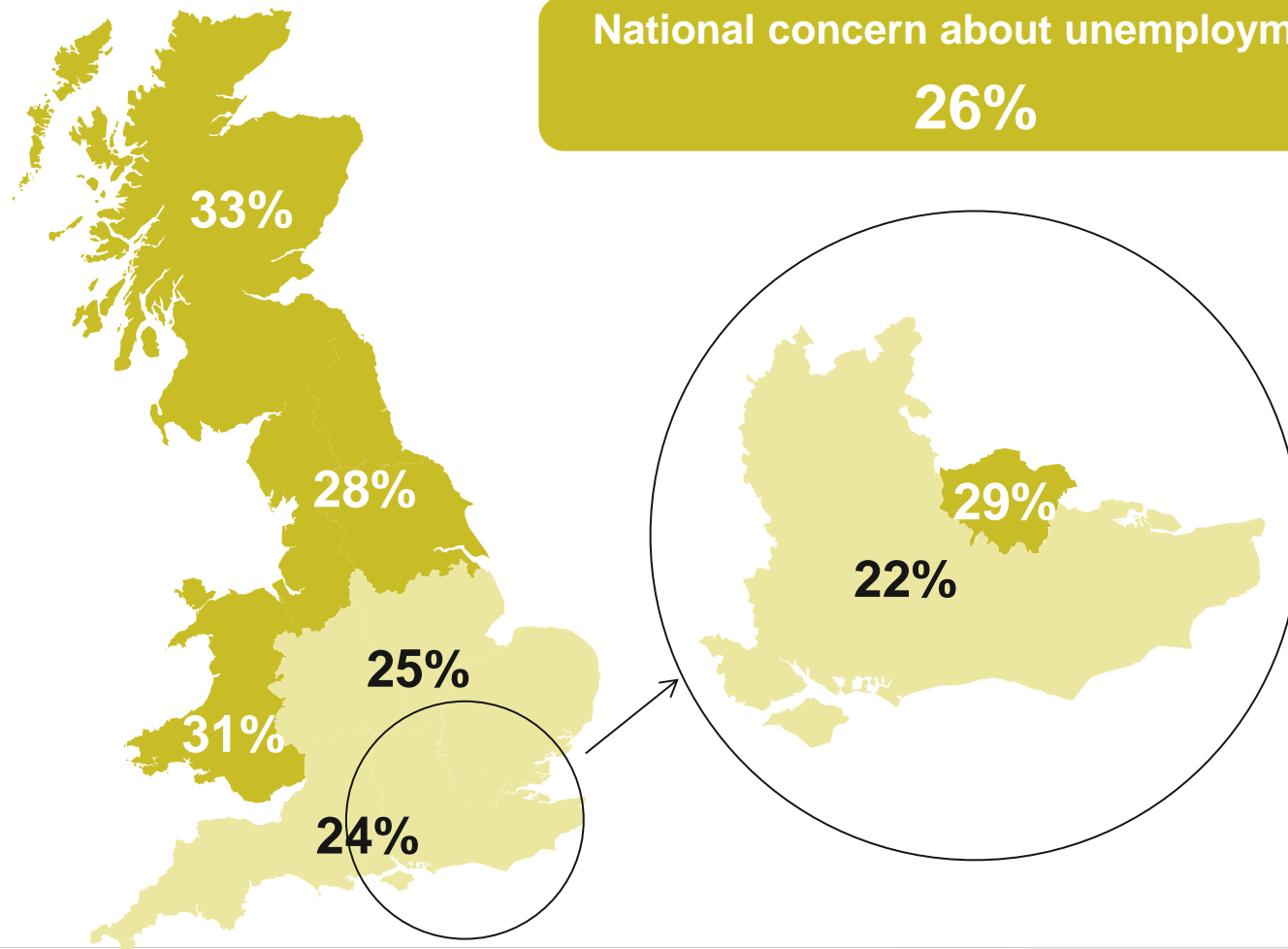
# Concern about the NHS by region over 2014



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

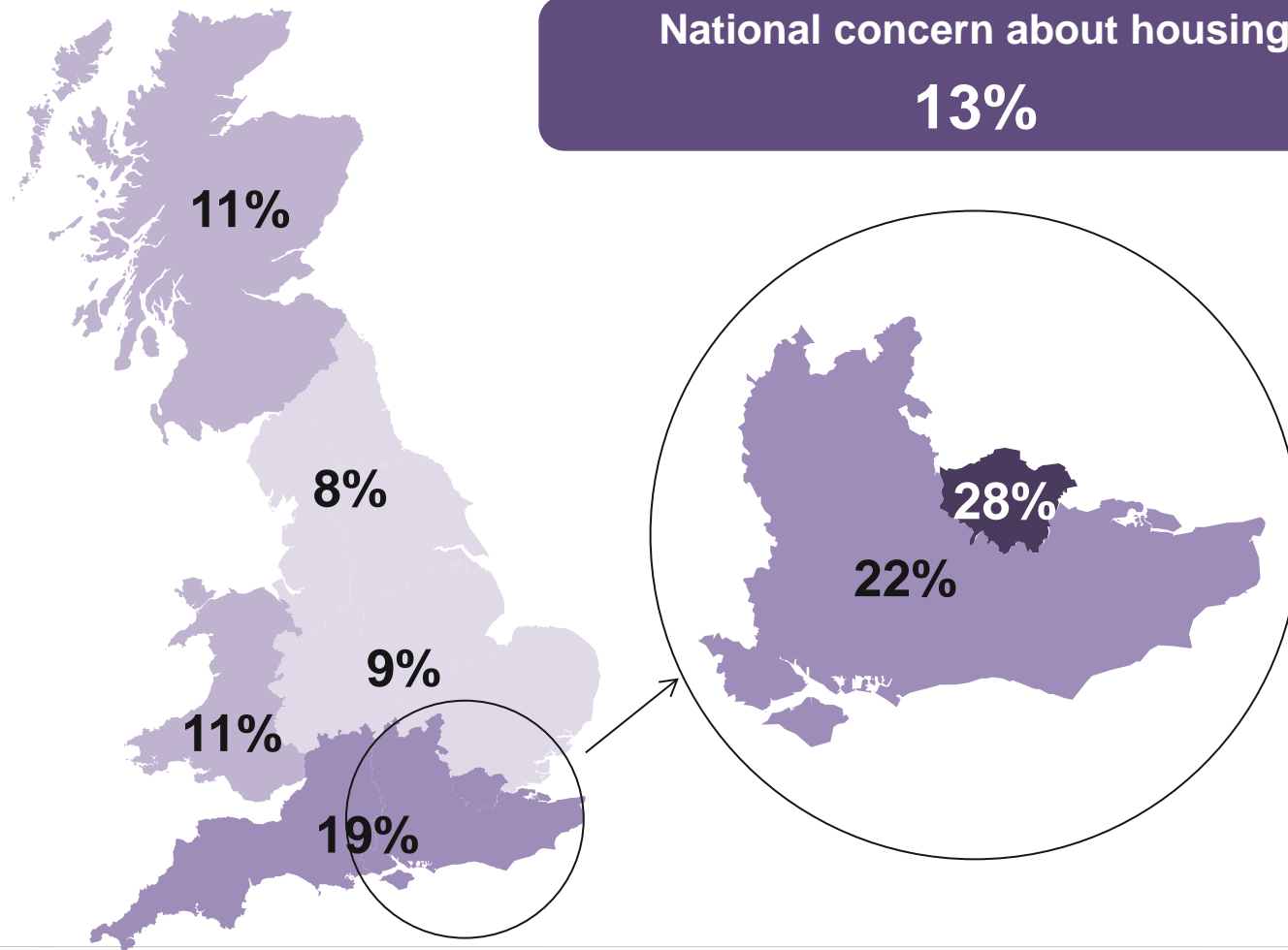
# Concern about unemployment by region over 2014



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

# Concern about housing by region over 2014

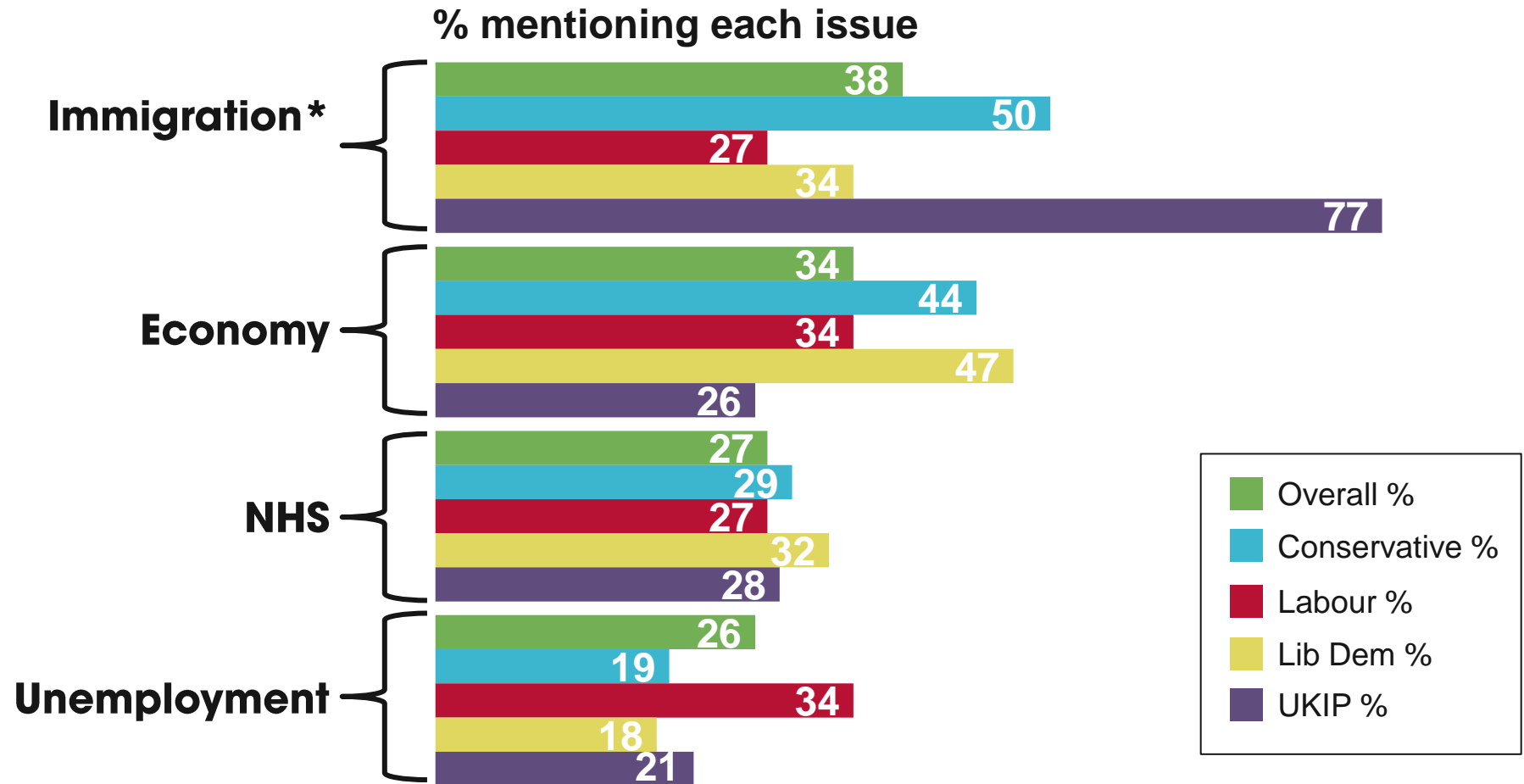


Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

# The big four on the big four

What do you see as the most/other important issues facing Britain today? – by party supported



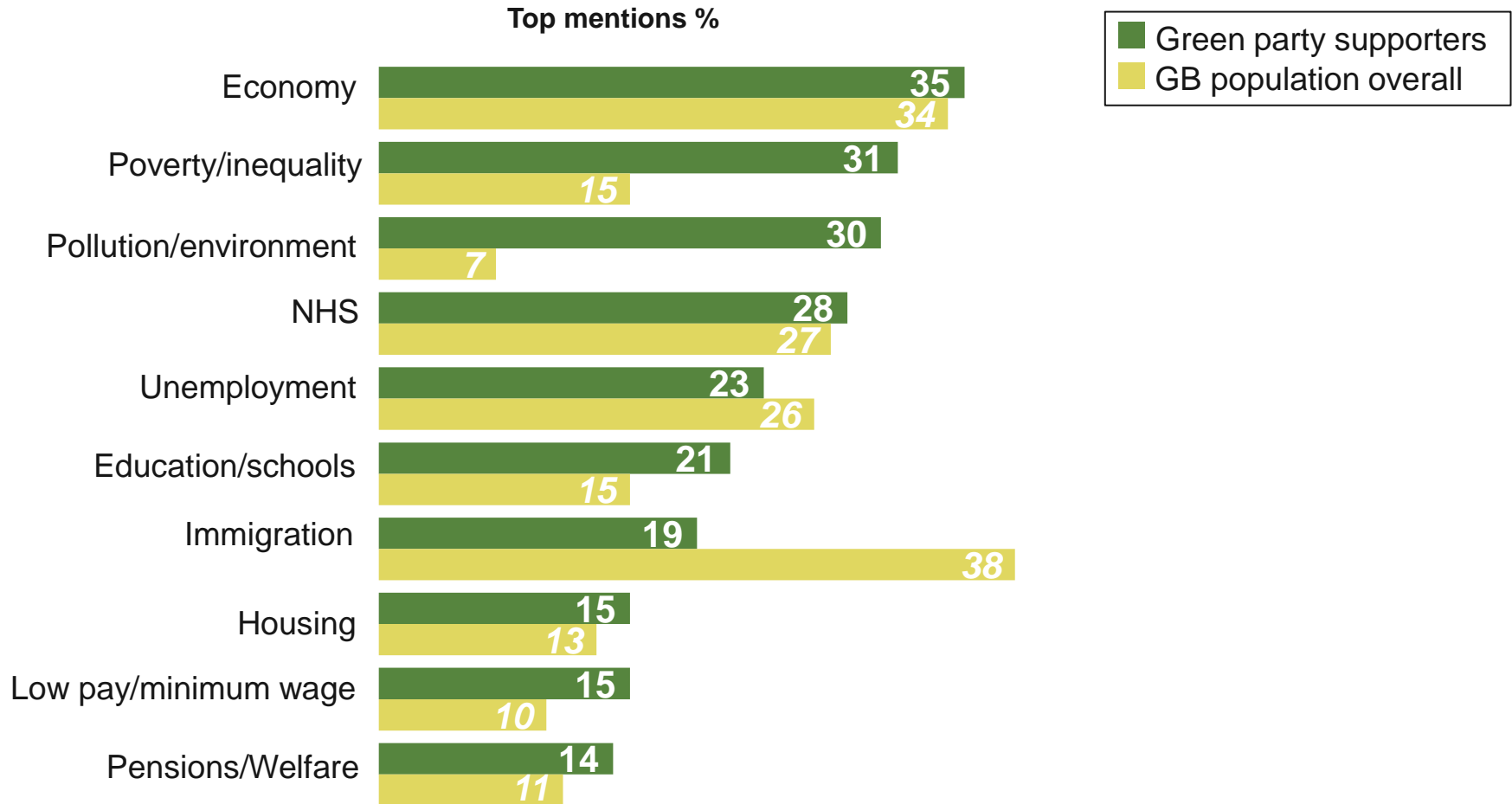
Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index



# Green party supporters – most important issues facing Britain in 2014

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



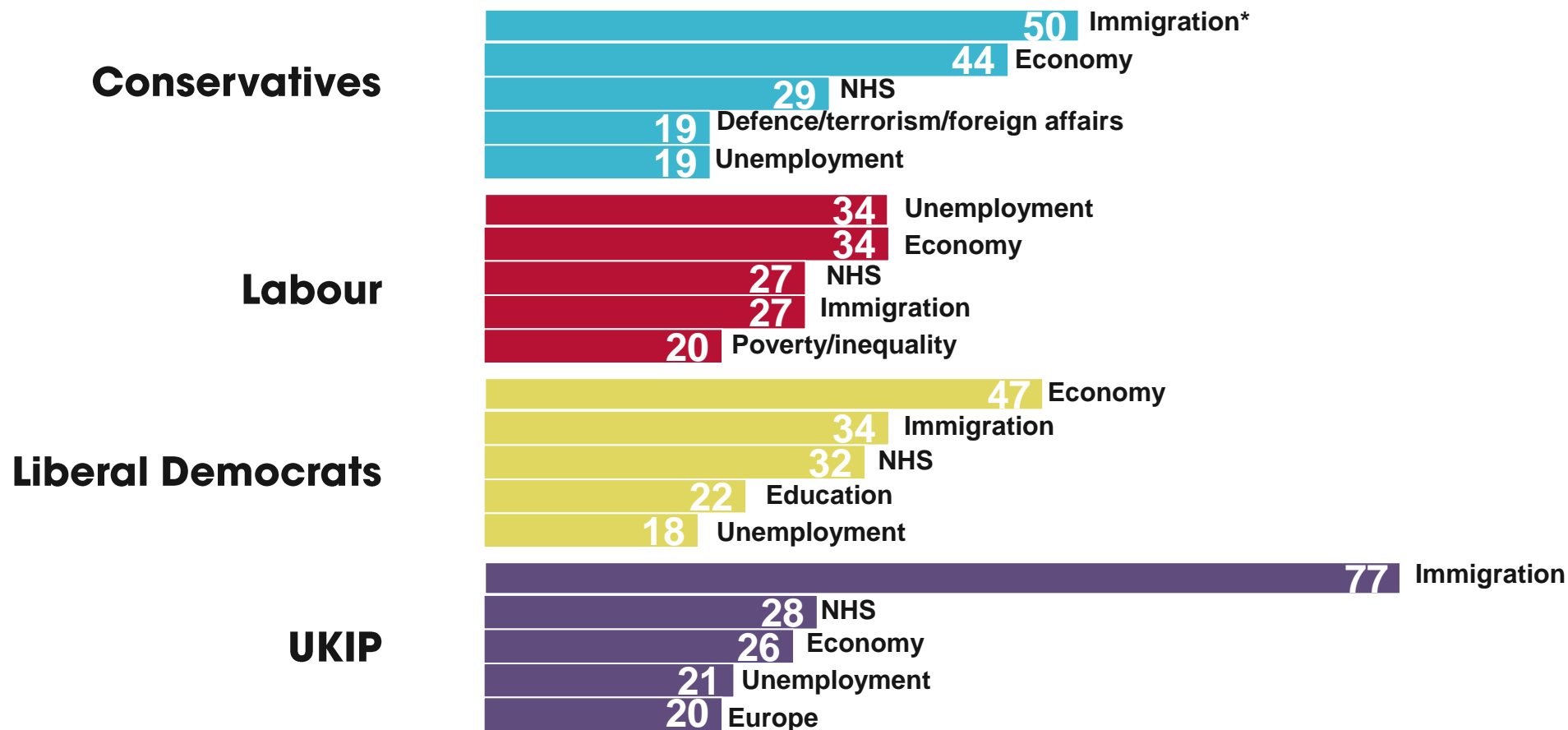
Base: 11,777 British adults (319 Green party supporters) aged 18+, January - December 2014

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# Top issues for the four main parties' supporters

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

## % mentioning each issue



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index

# Variation in concern about Poverty/inequality

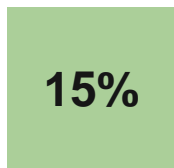
What do you see as the most/other important issues facing Britain today? –Poverty/inequality

## Concern by location

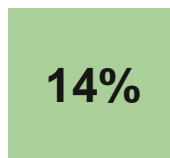
15% overall



Urban

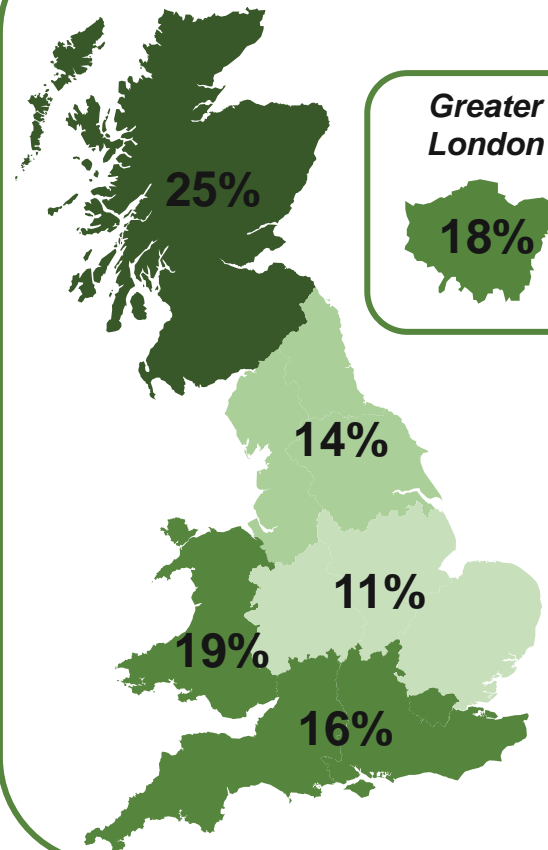


Suburban

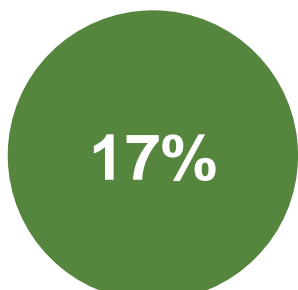


Rural

## Concern by region



## Concern by social grade

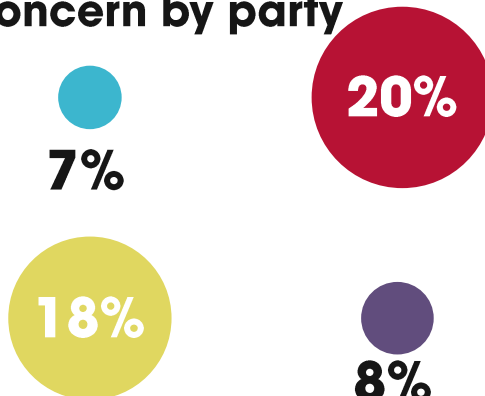


ABC1



C2DE

## Concern by party

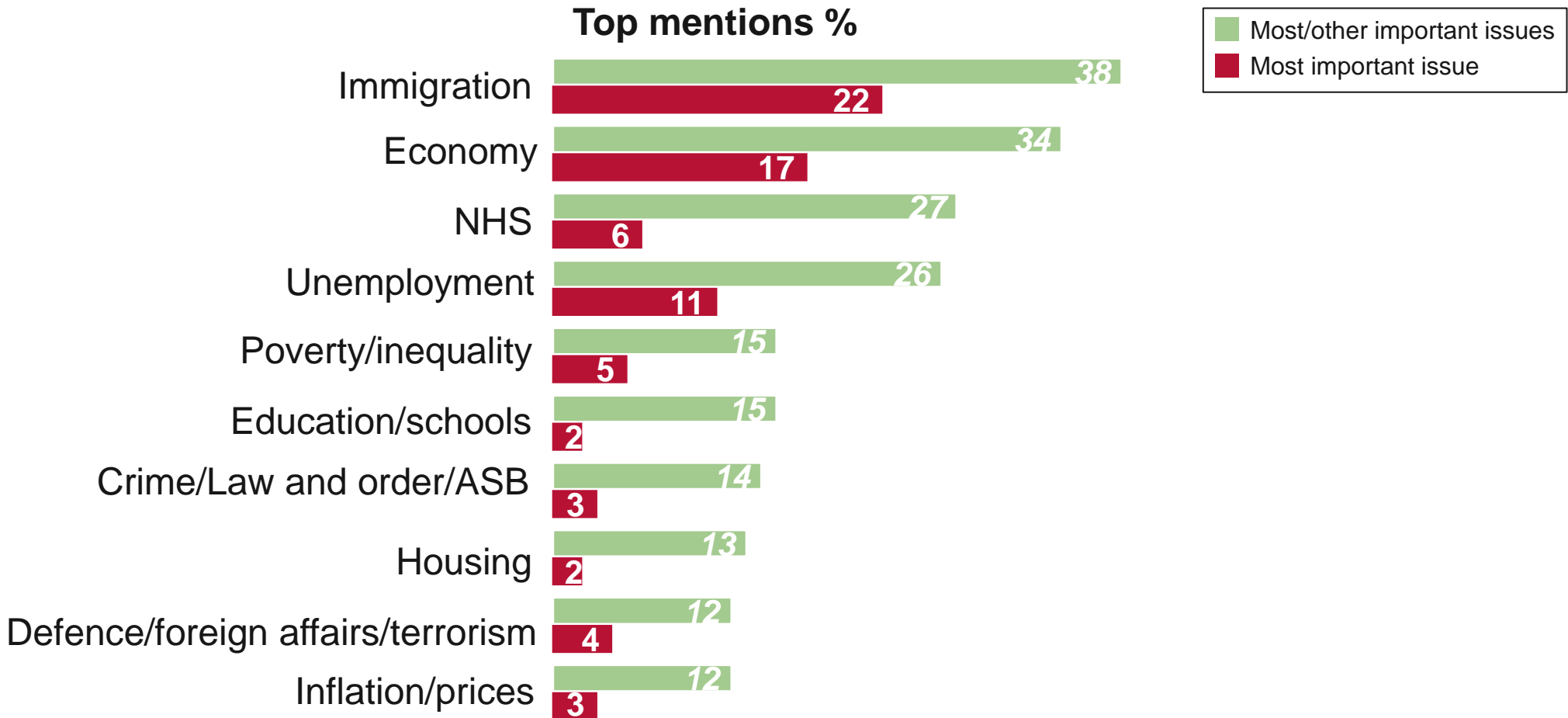


Base: 11,777 British adults 18+, January - December 2014

# Single most important issues facing Britain vs all issues

What would you say is the most important issue facing Britain today?

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



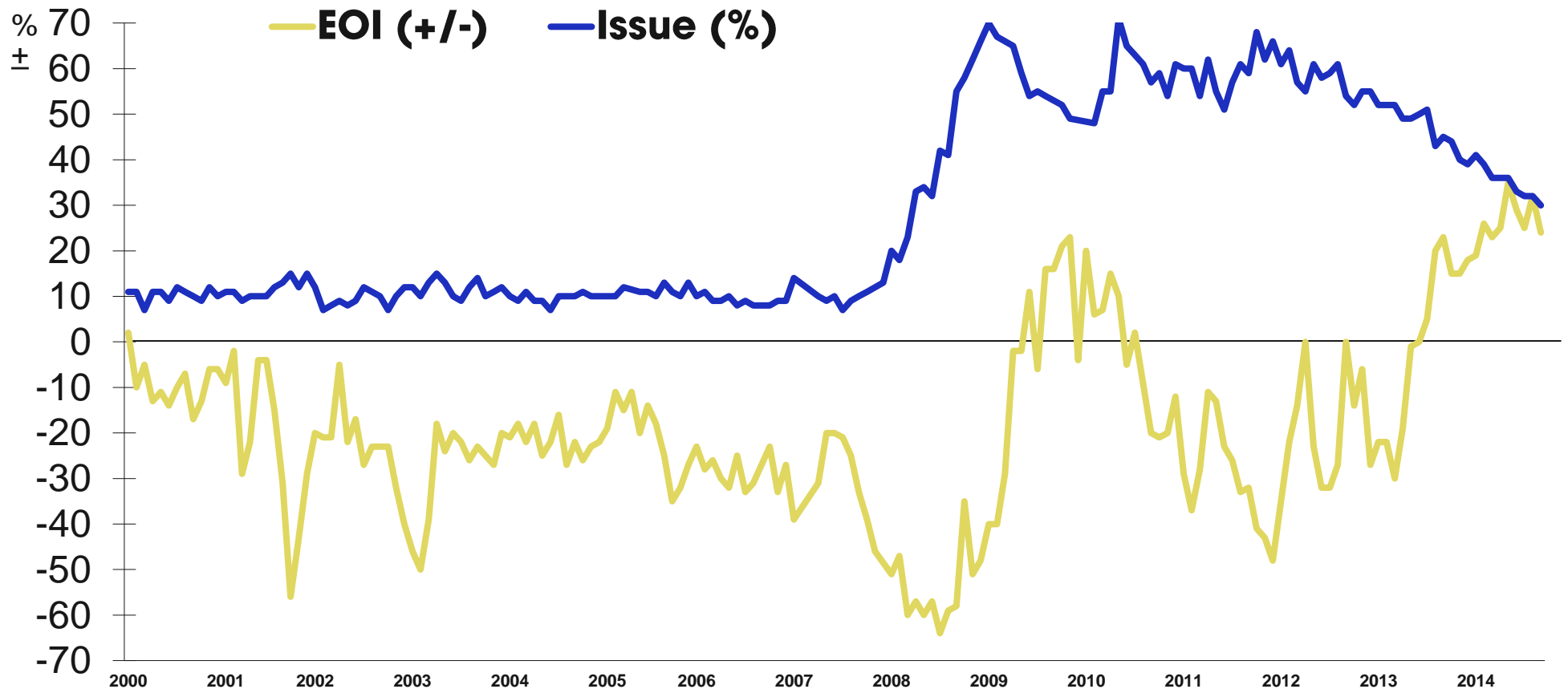
Base: 11,777 British adults 18+, January - December 2014

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# The economy as an issue and the Economic Optimism Index (EOI)

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

Q. Do you think the general economic condition of the country will improve, stay the same or get worse over the next 12 months? (% "better" - % "worse" = EOI)



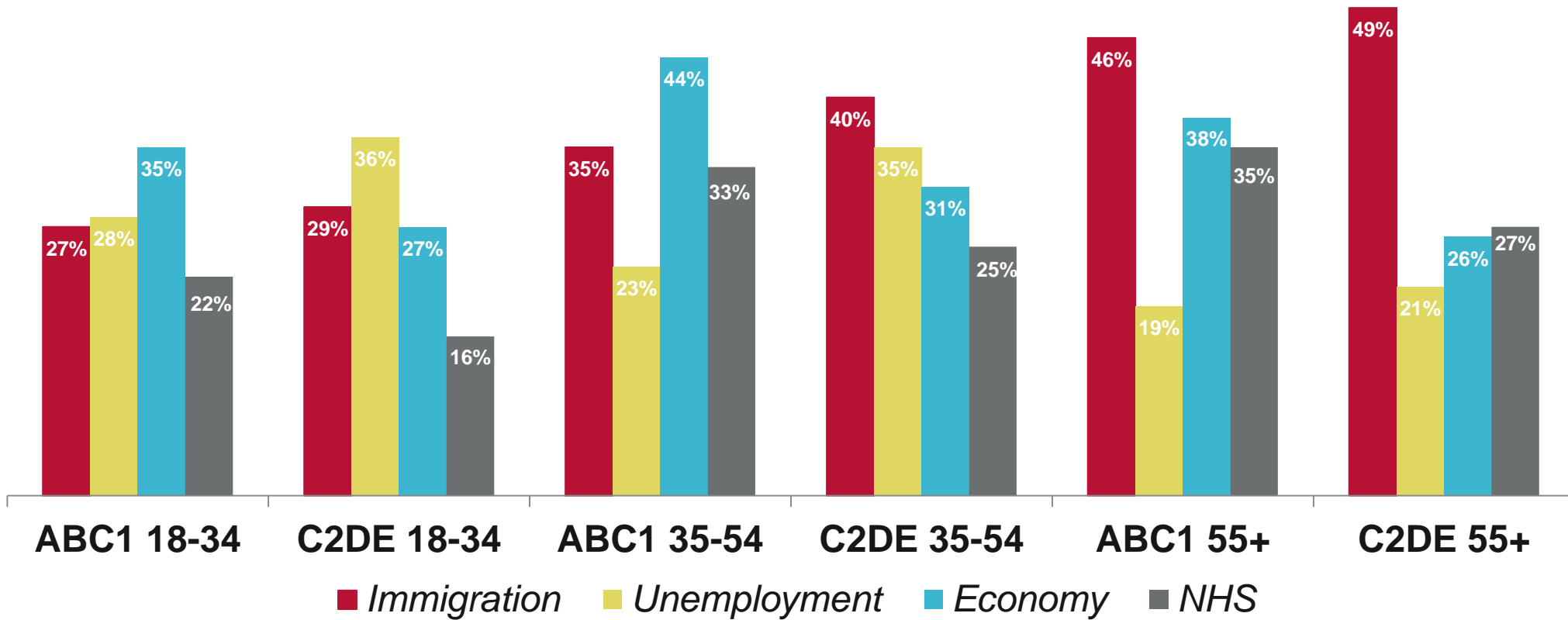
Base: c.1,000 British adults age 18+ each month

Source: Ipsos MORI Issues Index / Political Monitor

# Age and social grade – different priorities

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

Immigration\* / Unemployment / Economy / NHS



Base: 11,777 British adults 18+, January - December 2014

Source: Ipsos MORI Issues Index