



Economist | Ipsos MORI Issues Index

April 2012

Ipsos MORI

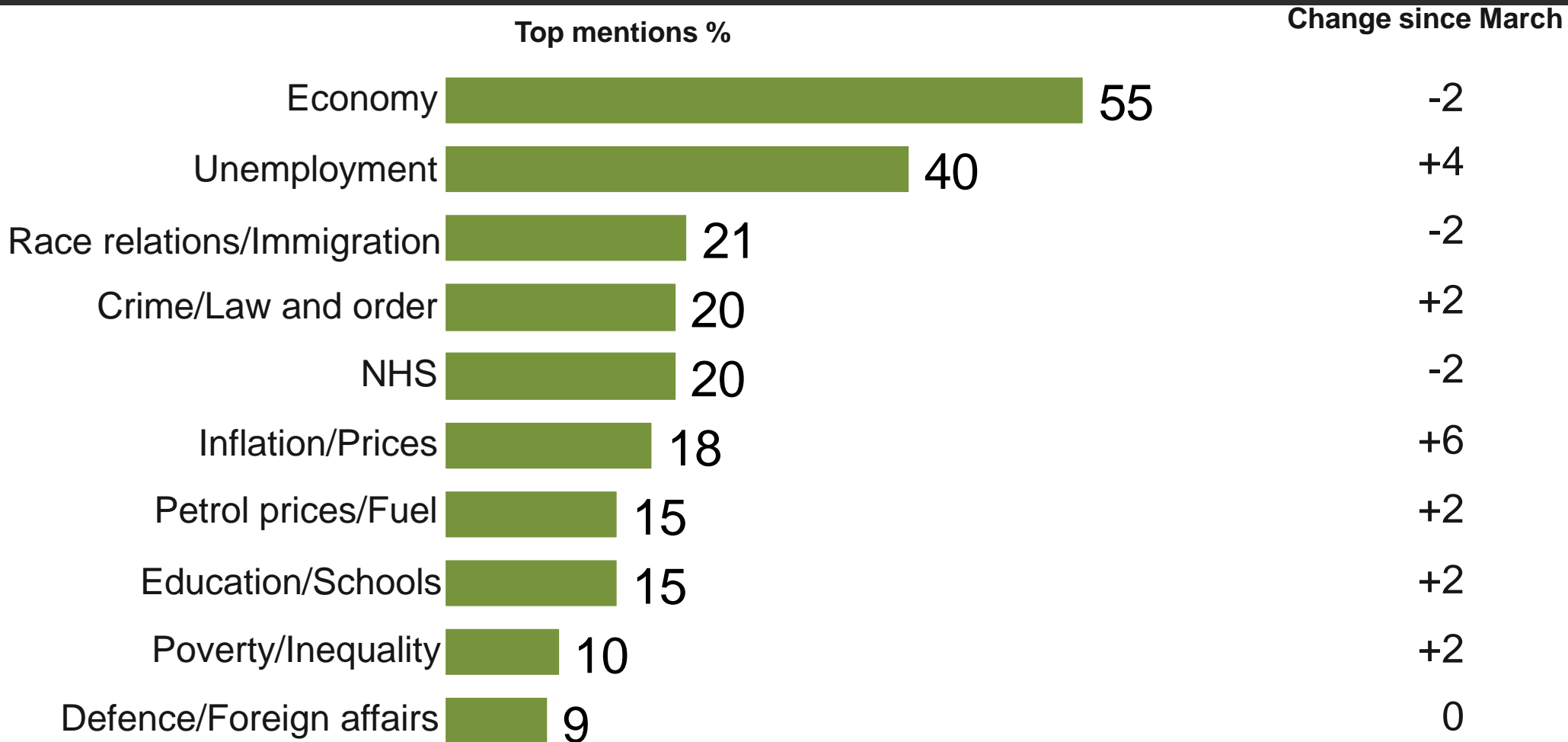
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Issues Facing Britain: April

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

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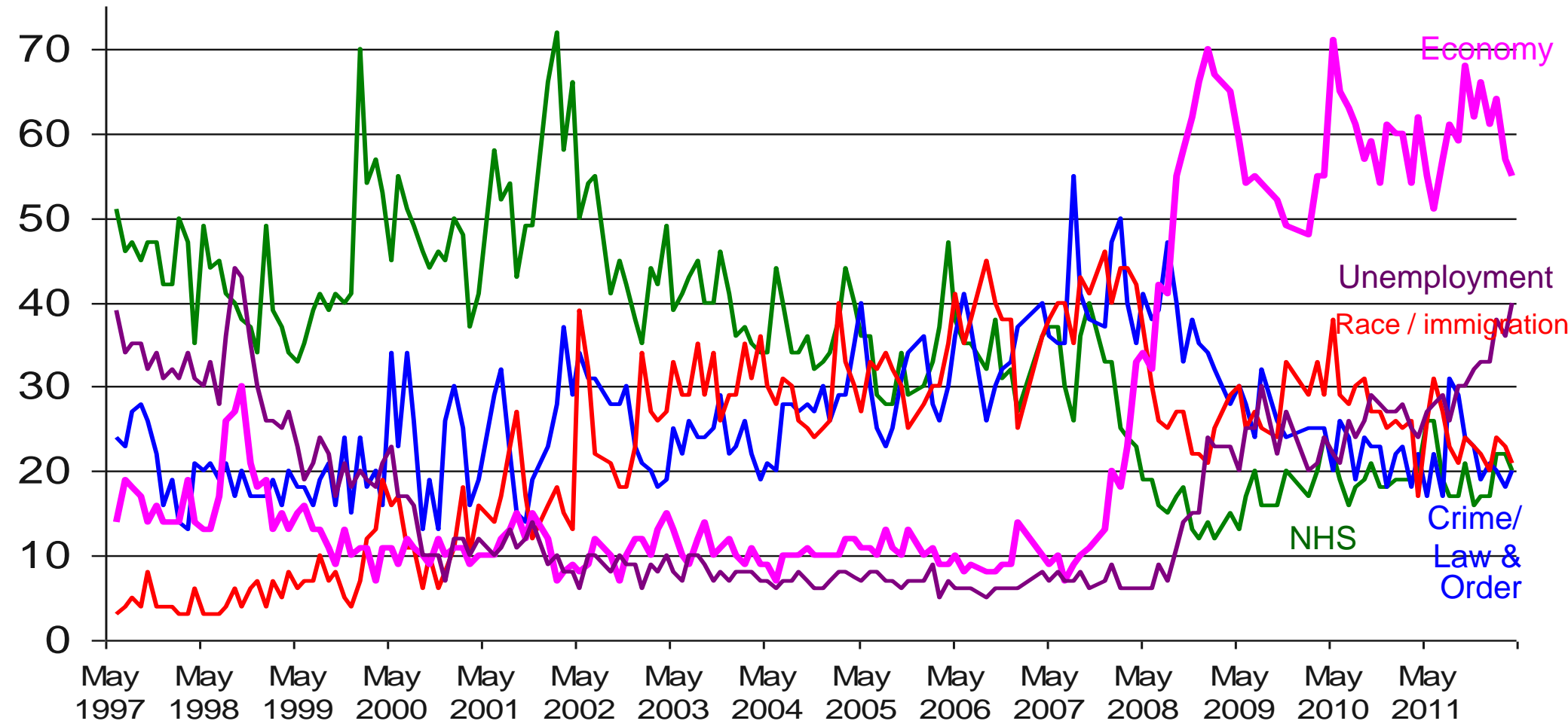


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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

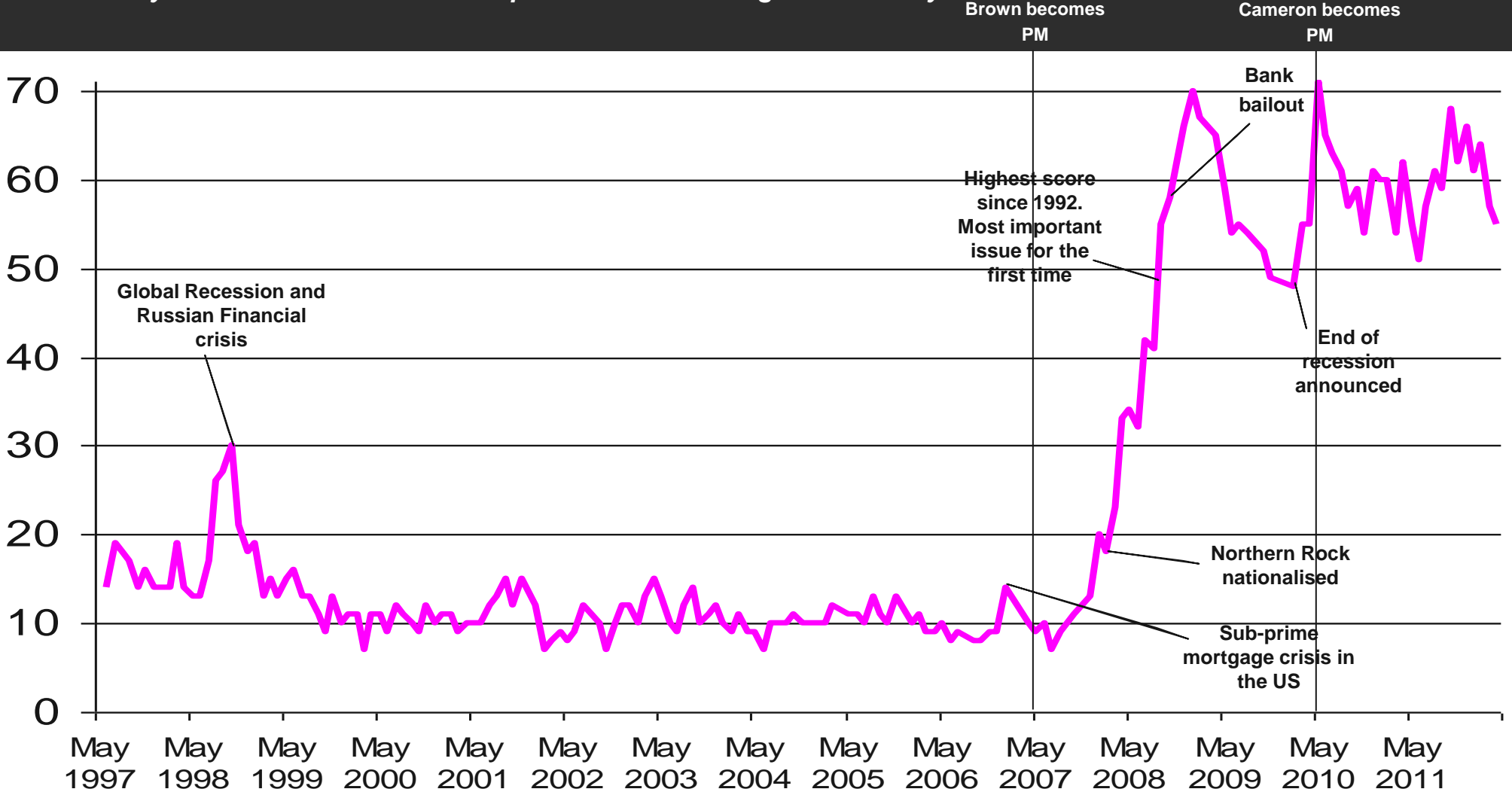


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Issues Facing Britain: Economy | Economic situation

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



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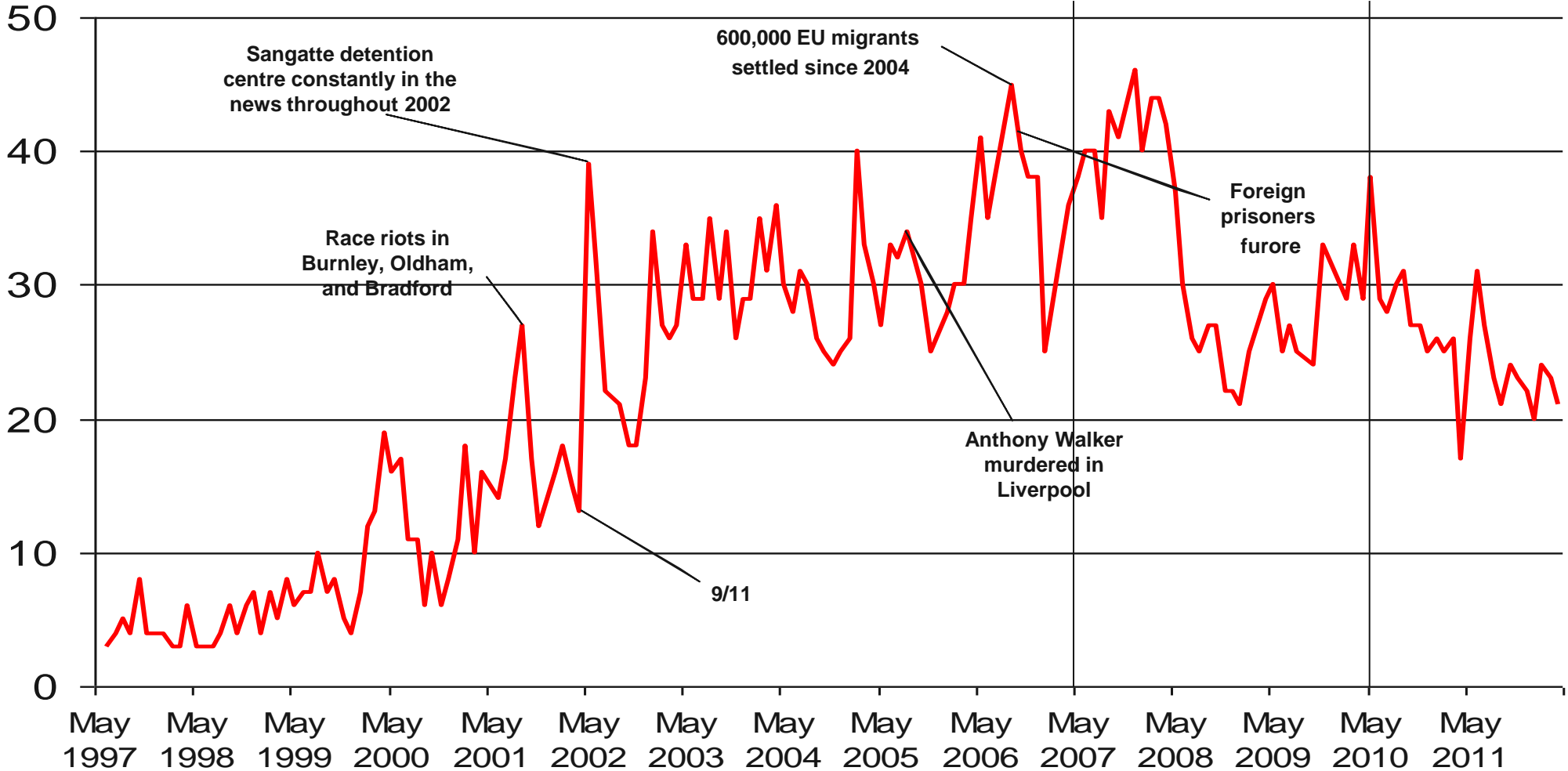
Source: Ipsos MORI Issues Index

Issues Facing Britain: Race Relations / Immigration / Immigrants

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

Brown becomes
PM

Cameron becomes
PM



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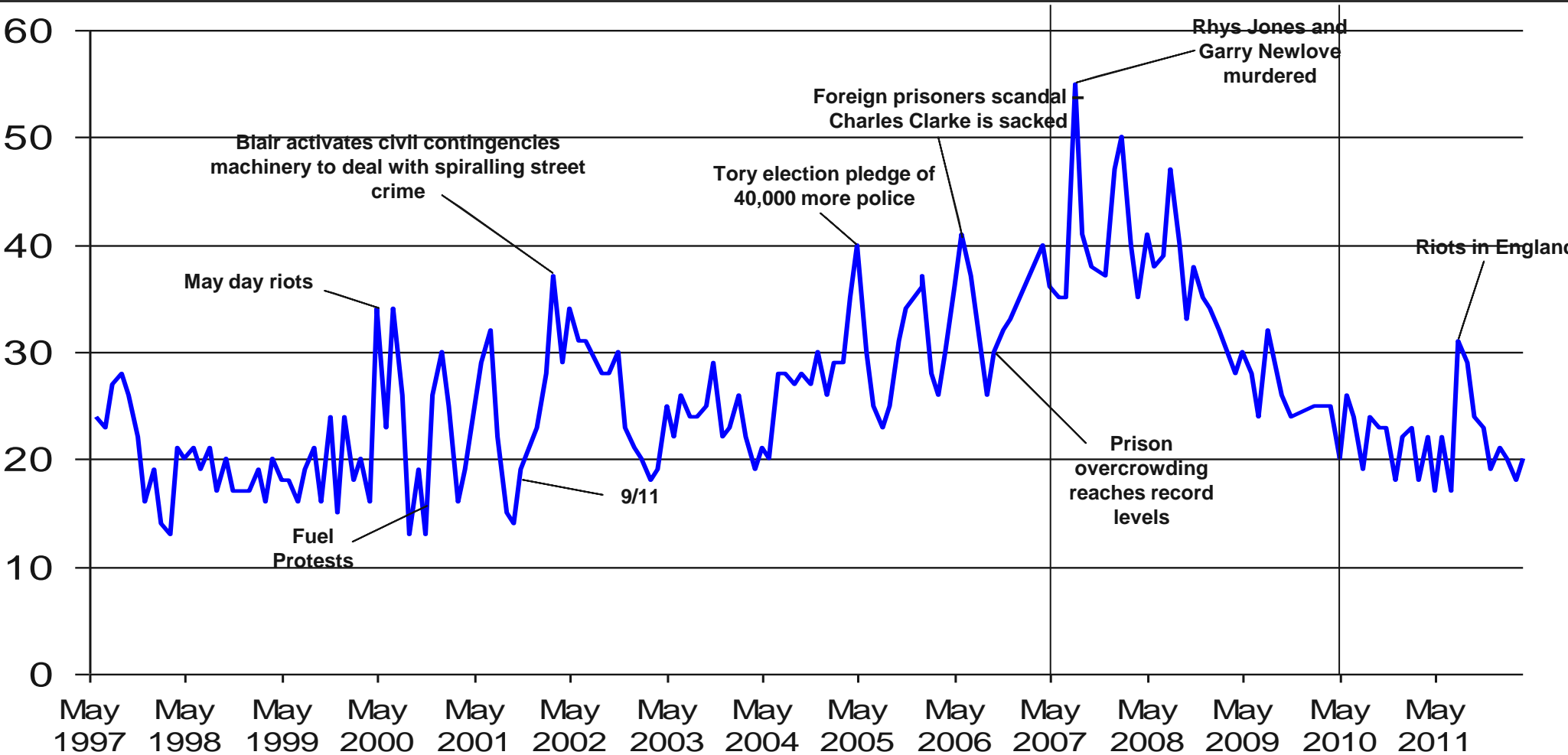
Source: Ipsos MORI Issues Index

Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

Brown becomes PM

Cameron becomes PM



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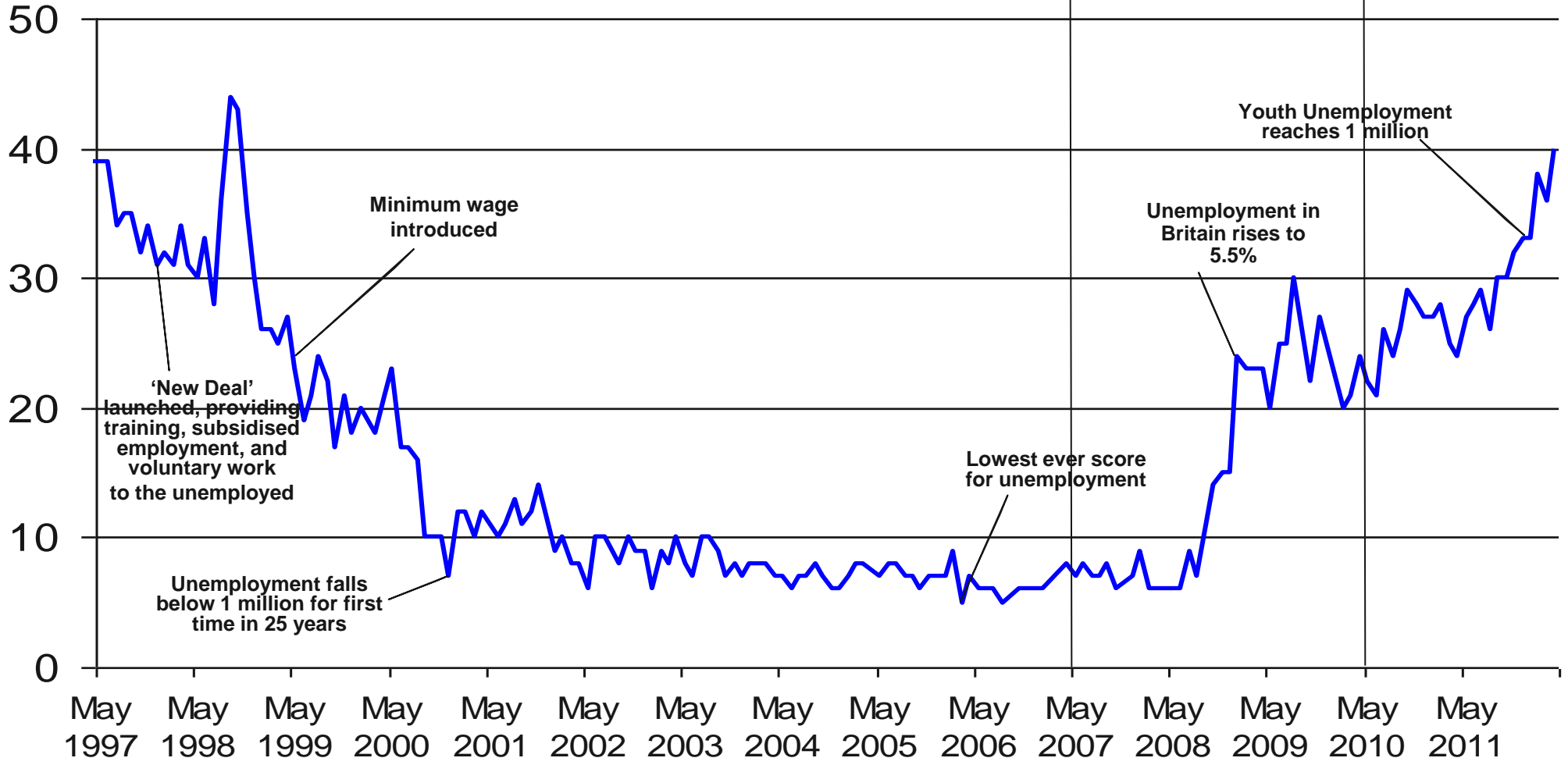
Source: Ipsos MORI Issues Index

Issues Facing Britain: Unemployment | Factory closure | Lack of industry

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

Brown becomes PM

Cameron becomes PM



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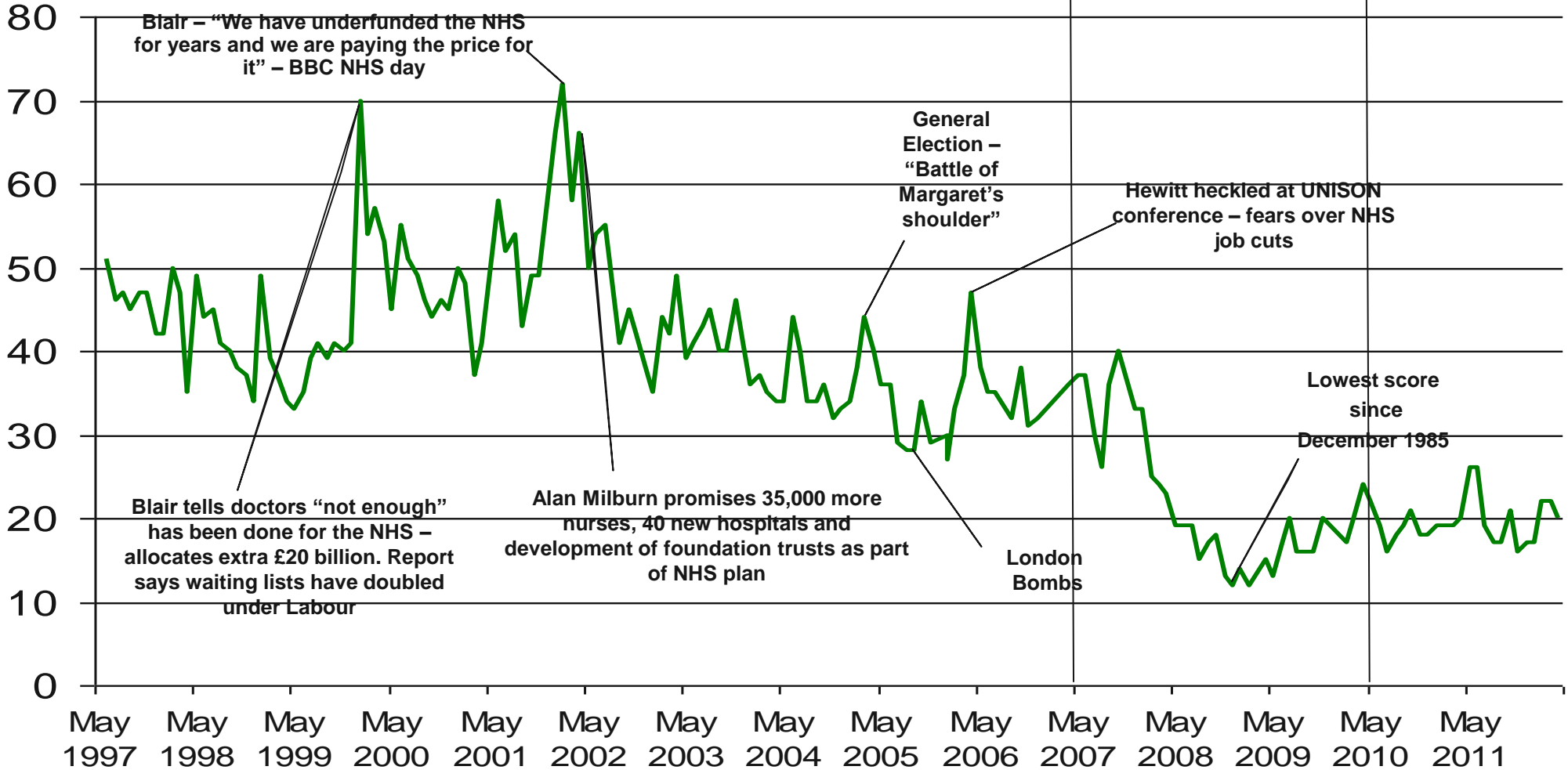
Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS | Hospitals | Healthcare

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

Brown becomes
PM

Cameron becomes
PM



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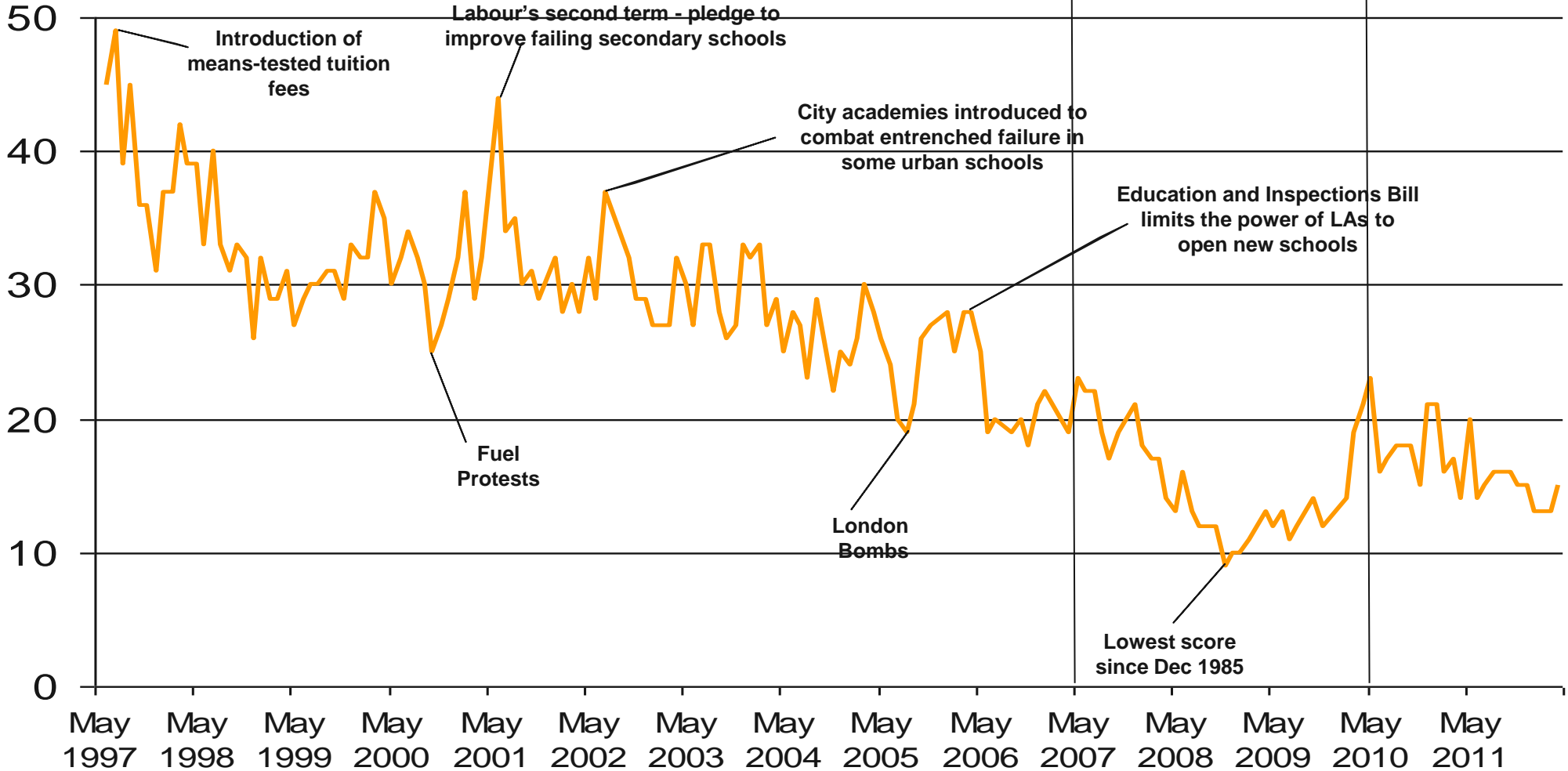
Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

Brown becomes PM

Cameron becomes PM



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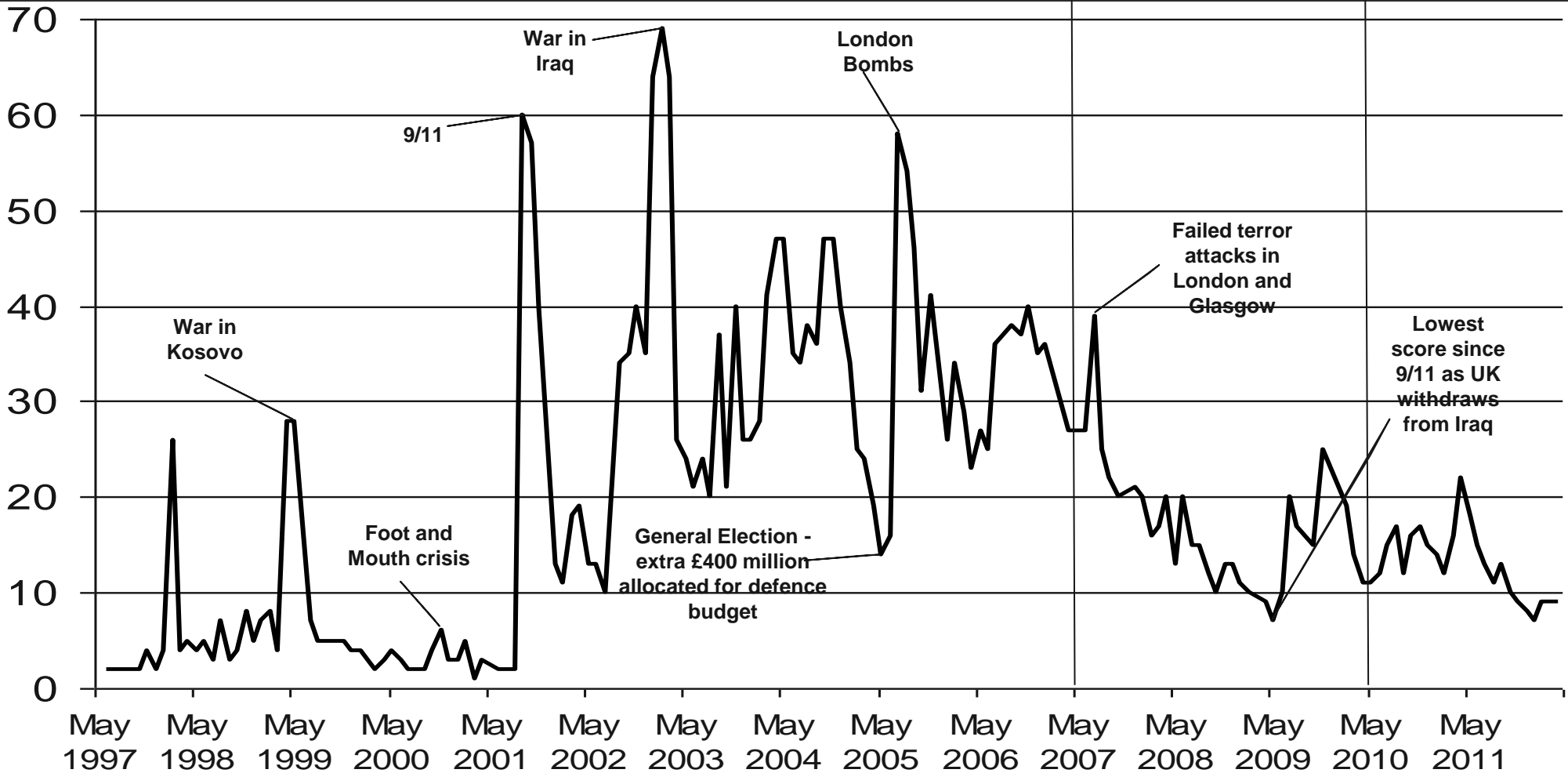
Source: Ipsos MORI Issues Index

Issues Facing Britain: Defence | Foreign Affairs | International terrorism

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

Brown becomes
PM

Cameron becomes
PM



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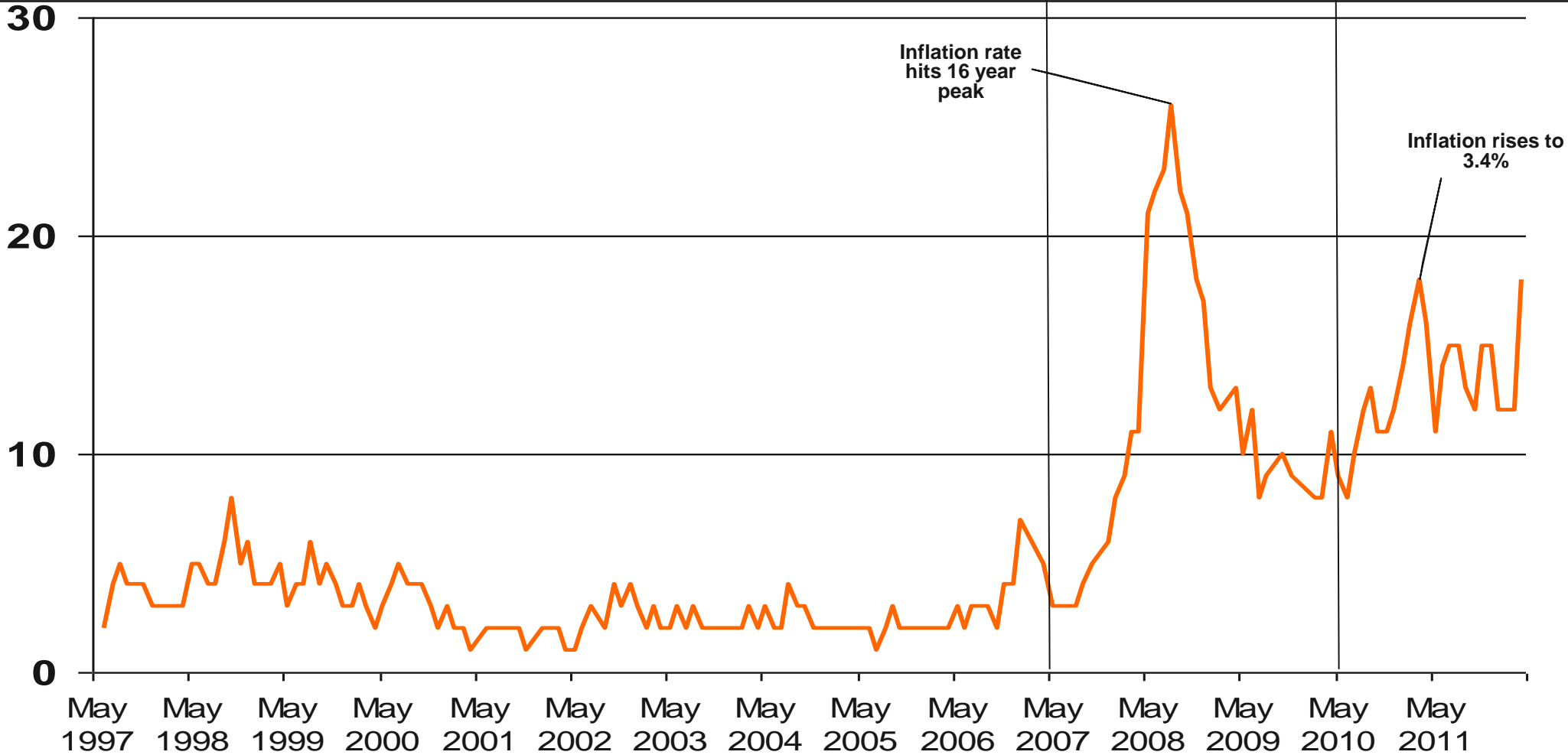
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Issues Facing Britain: Inflation/Prices

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

Brown becomes
PM

Cameron becomes
PM



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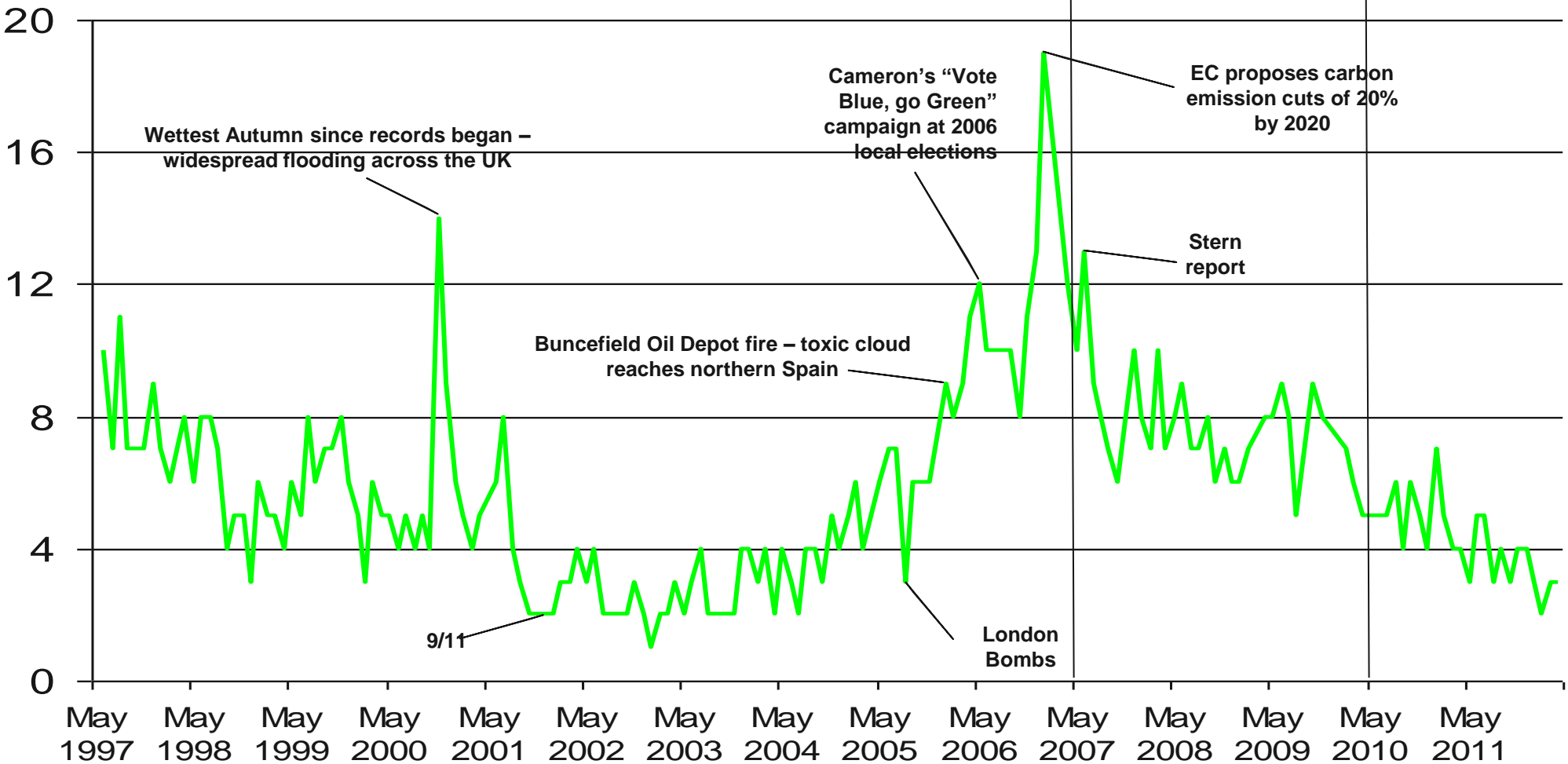
Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

Brown becomes
PM

Cameron becomes
PM

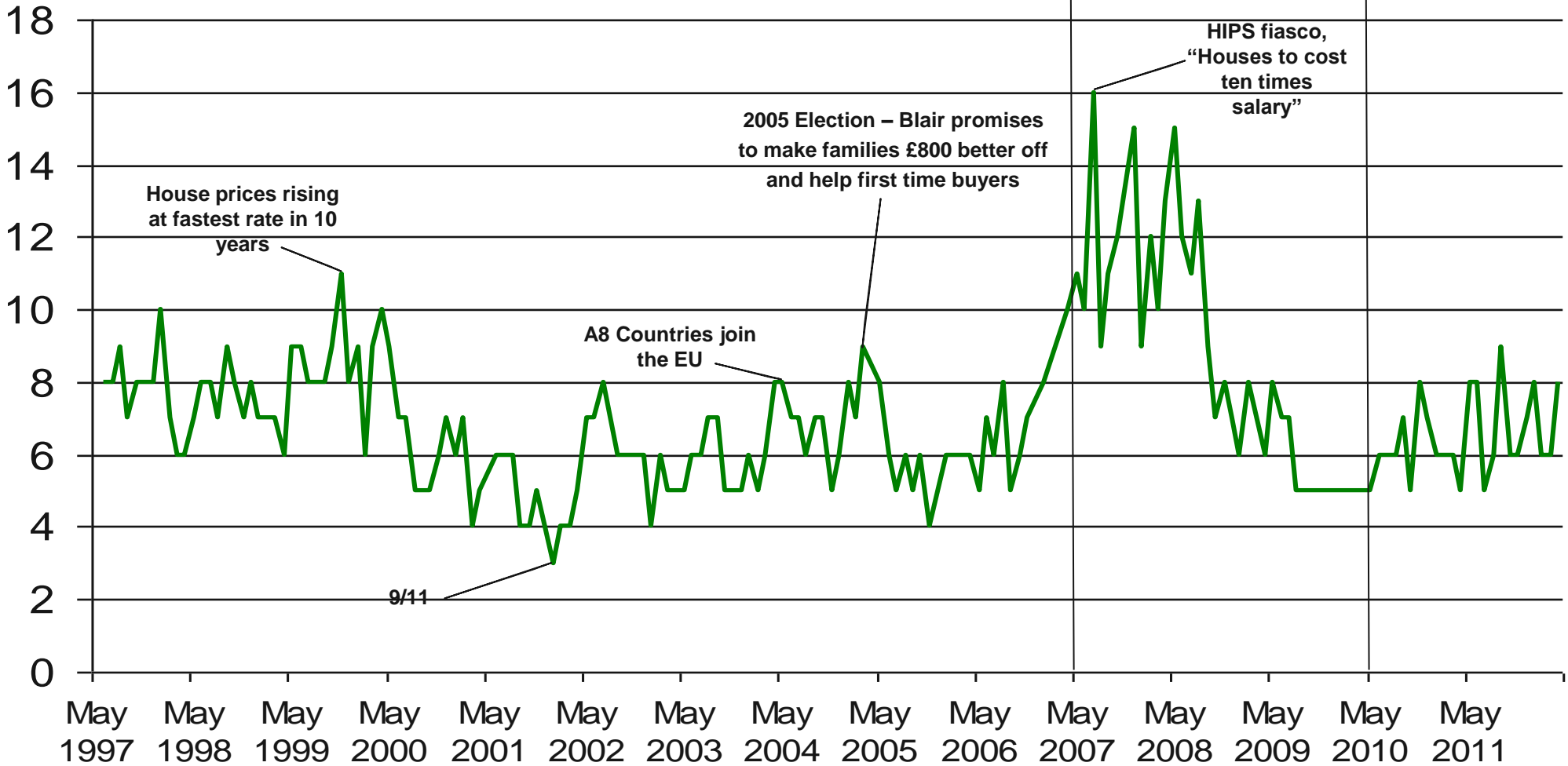


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Issues Facing Britain: Housing

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



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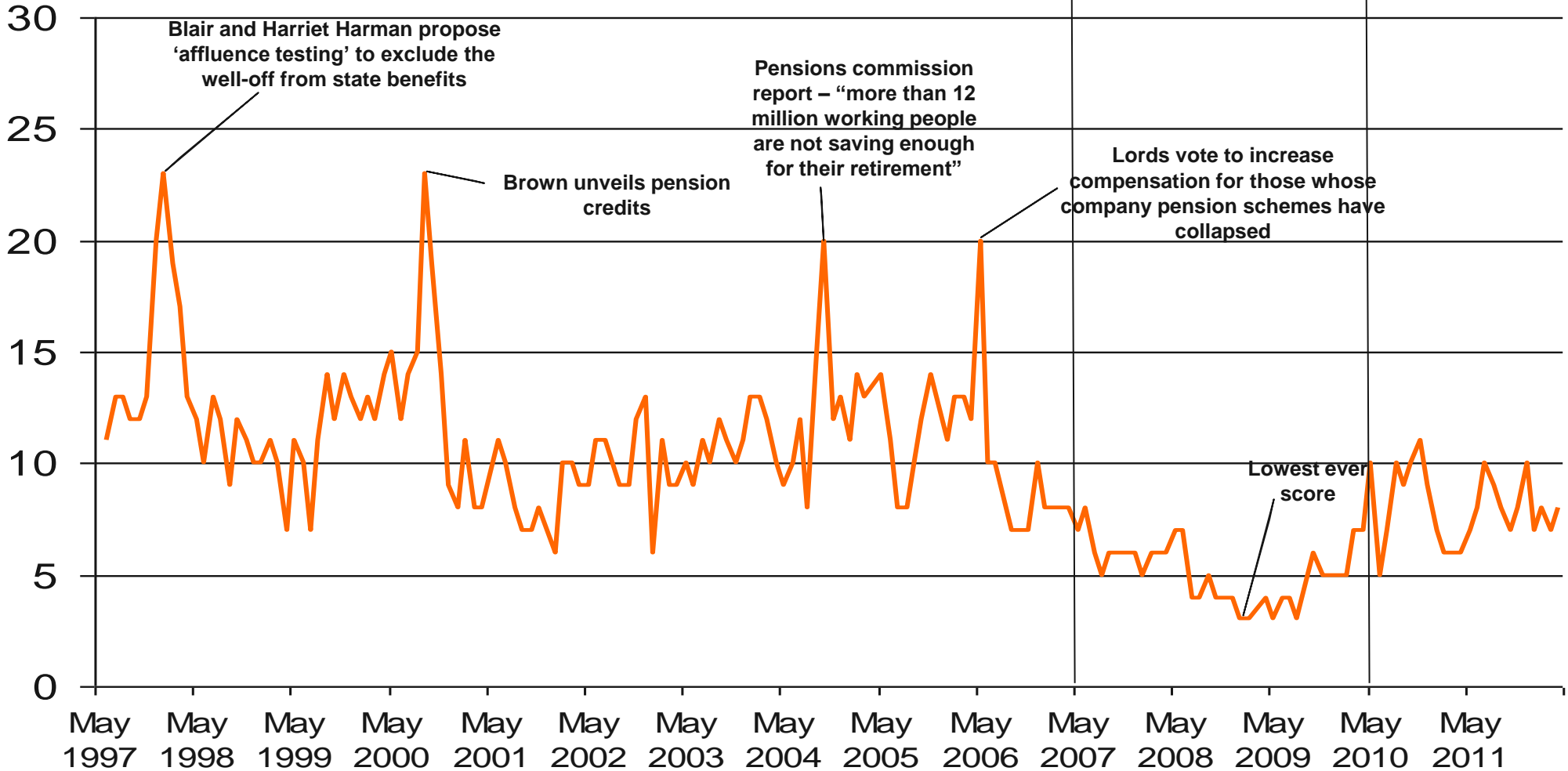
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Issues Facing Britain: Pensions/Benefits/Social security

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

Brown becomes PM

Cameron becomes PM



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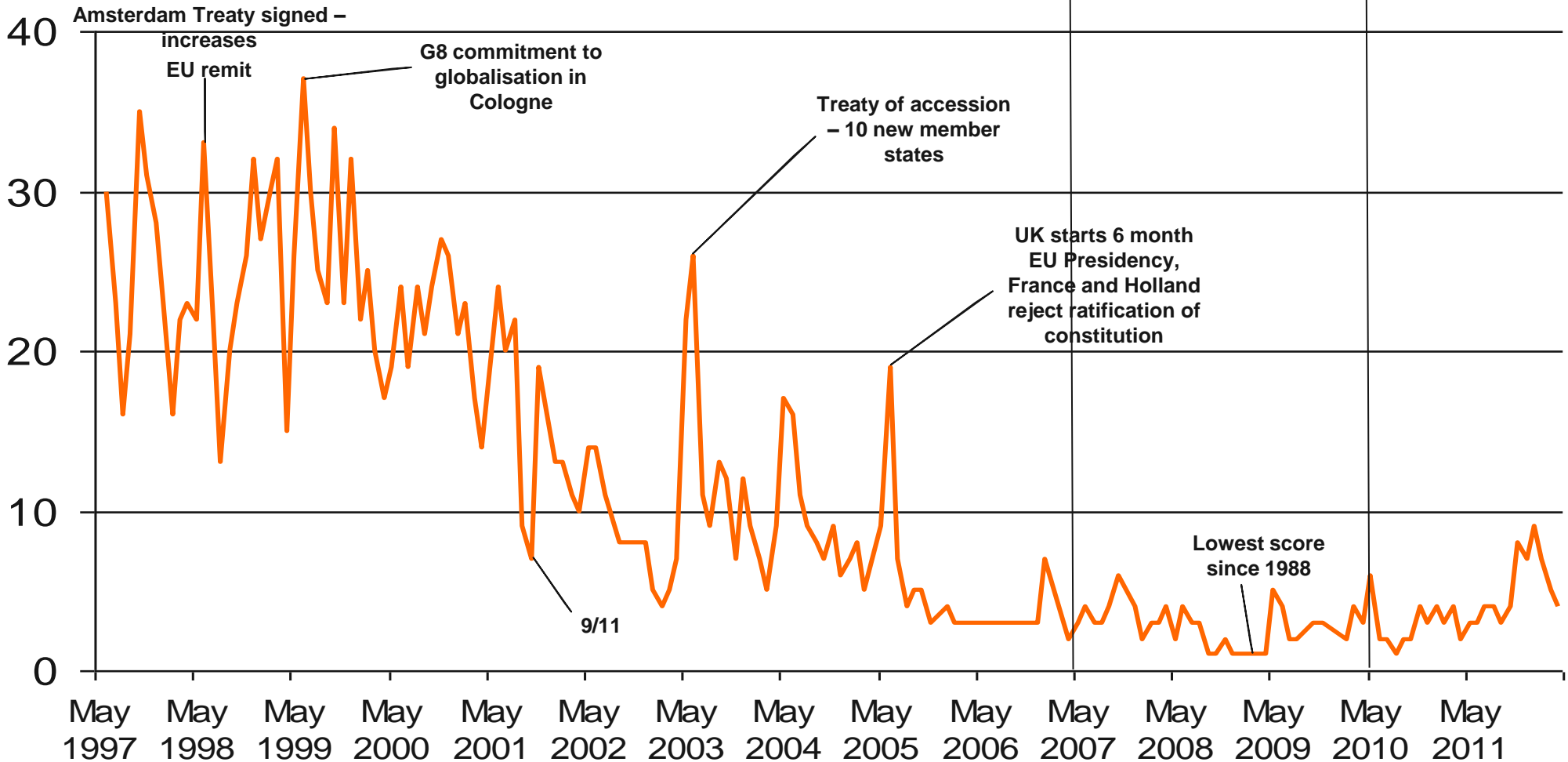
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Issues Facing Britain: Common Market | Europe | Euro | EU

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

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PM

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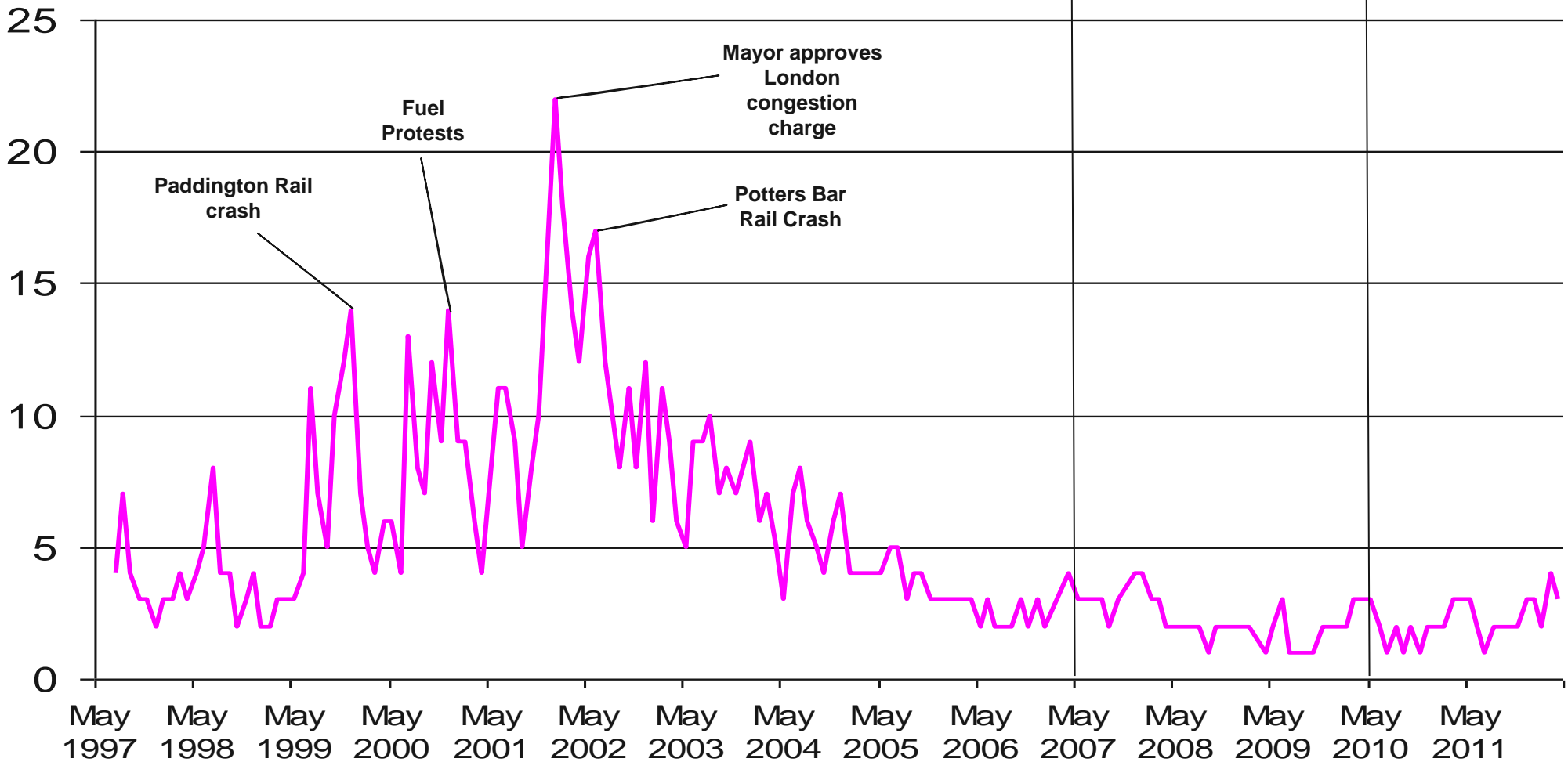
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Issues Facing Britain: Transport

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

Brown becomes PM

Cameron becomes PM



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