



Ipsos MORI Issues Index

April 2010

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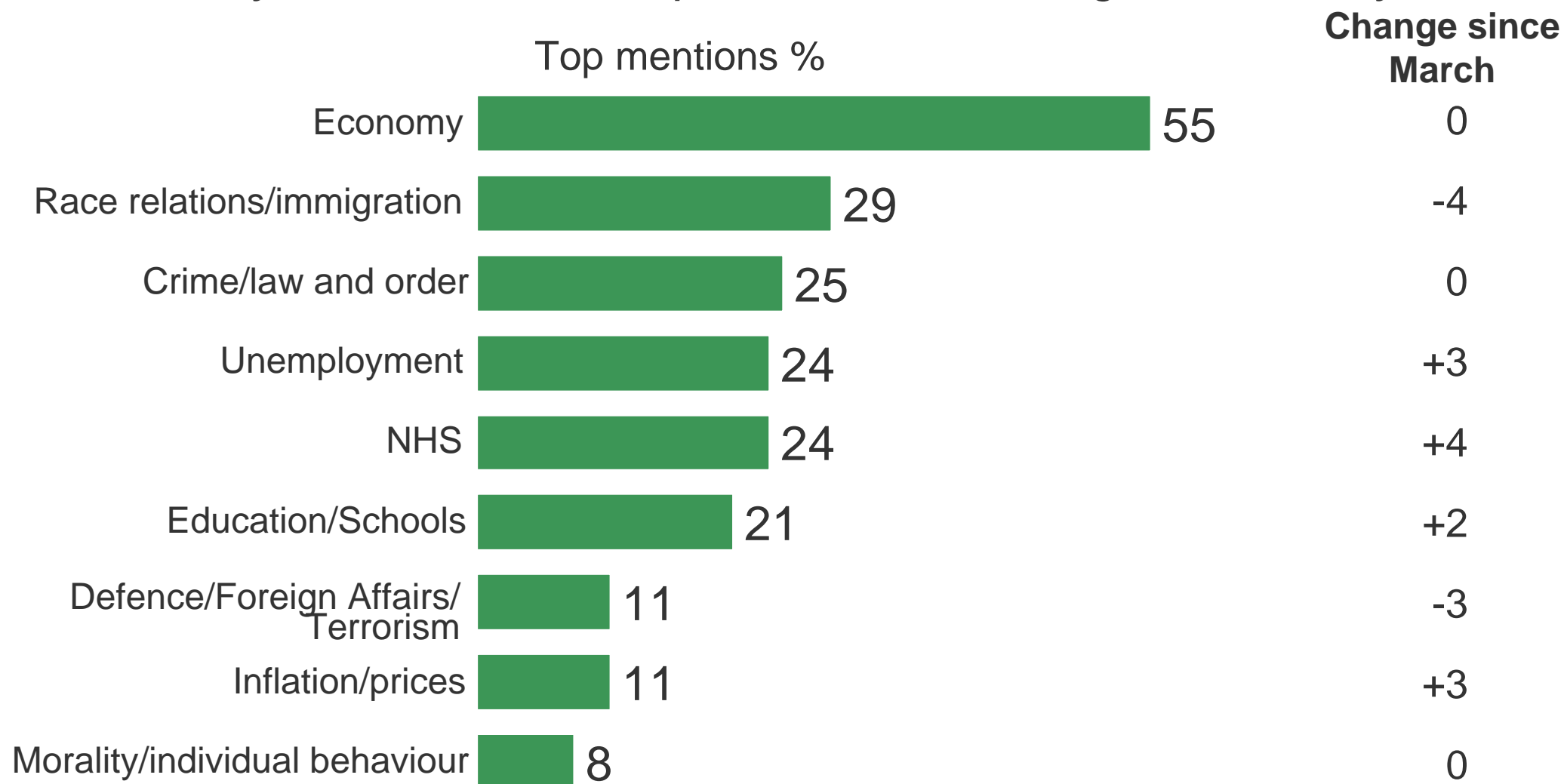
020 7347 3000

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Issues facing Britain: April

*What would you say is the most important issue facing Britain today?
What do you see as other important issues facing Britain today?*



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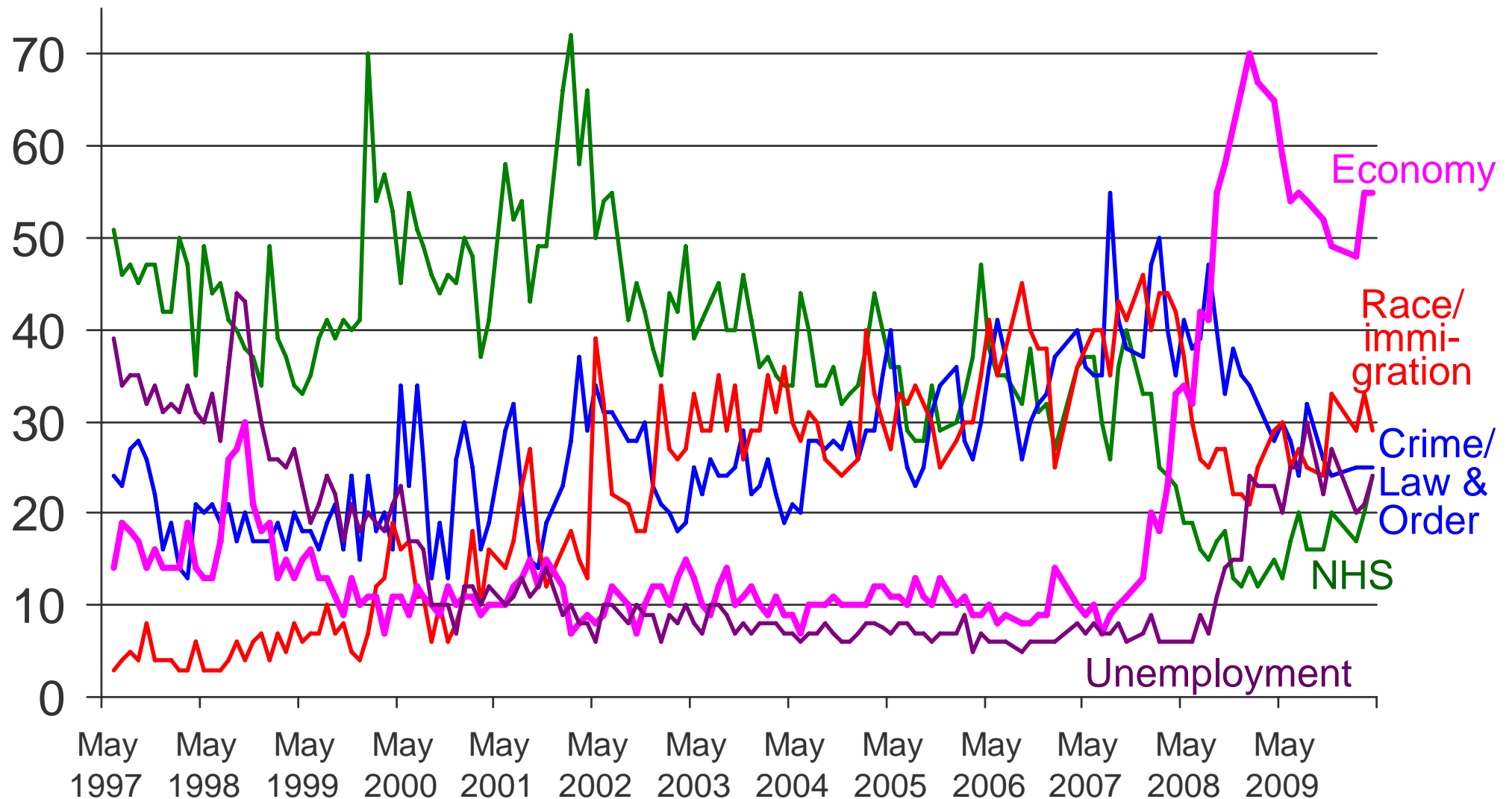
Base: 977 British adults 18+, 9th – 15th Apr 2010

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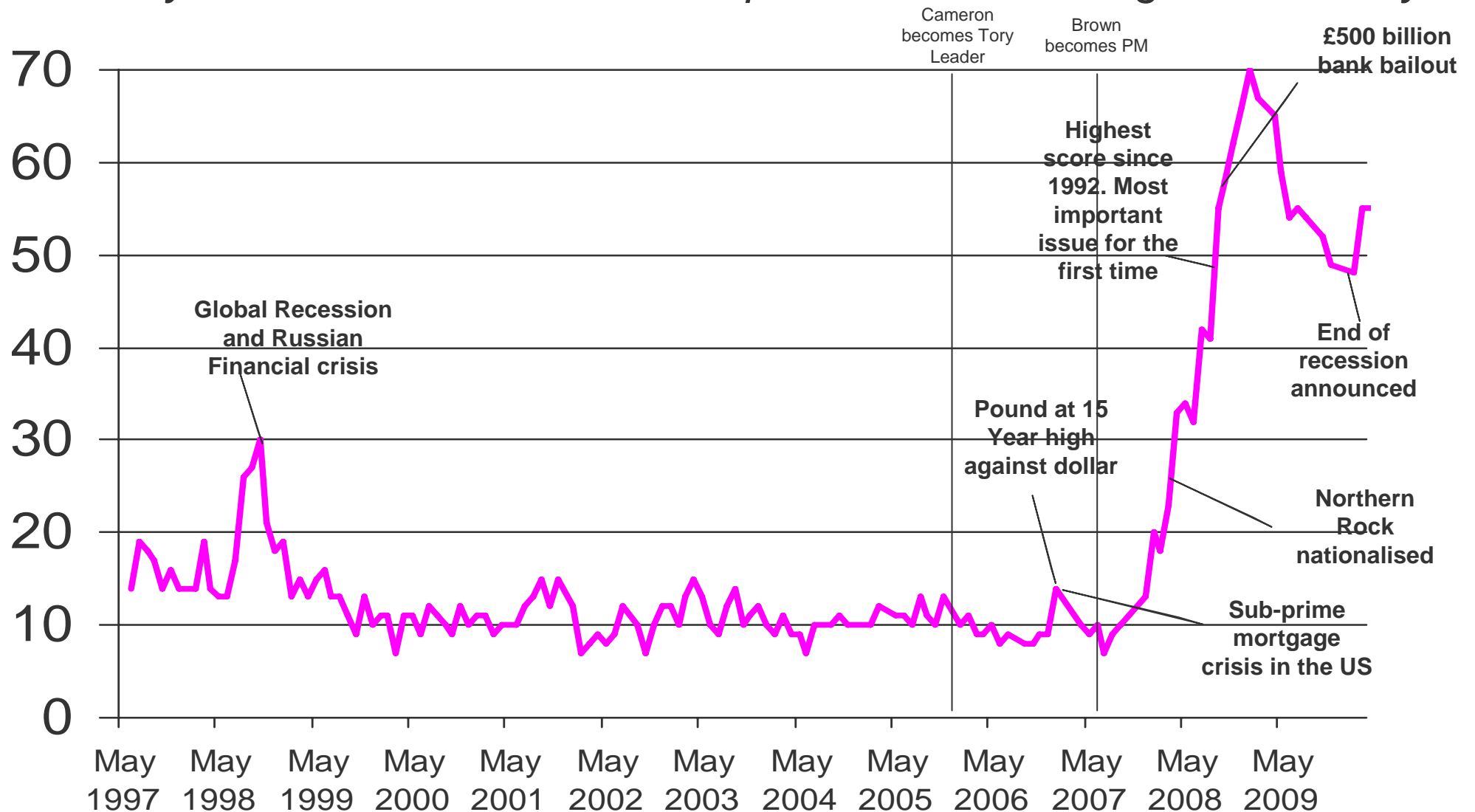
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Issues Facing Britain: Economy / Economic situation

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



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

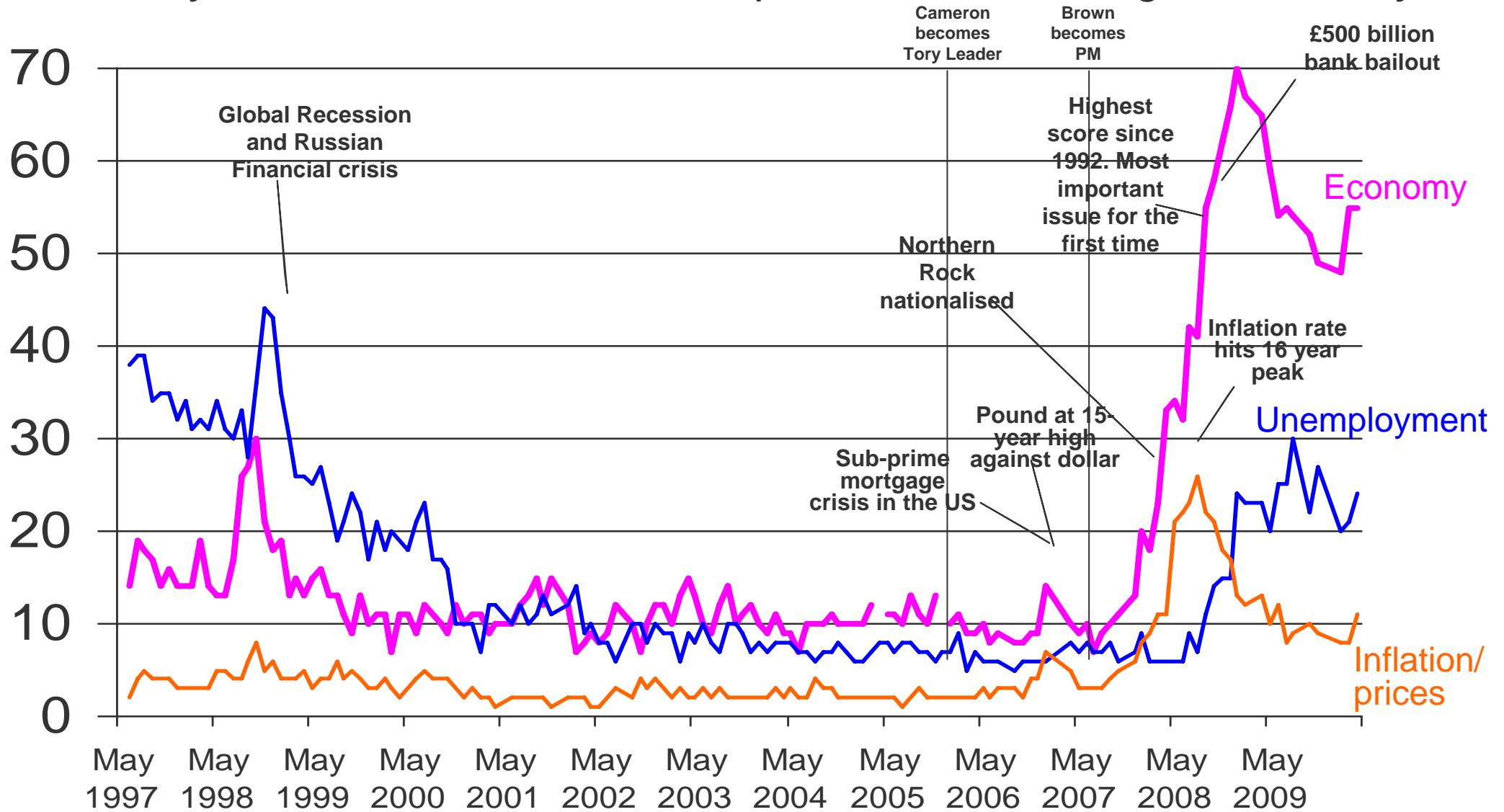
Source: Ipsos MORI Issues Index



Issues Facing Britain:

Economy vs. *Unemployment* vs. *Inflation/Prices*

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



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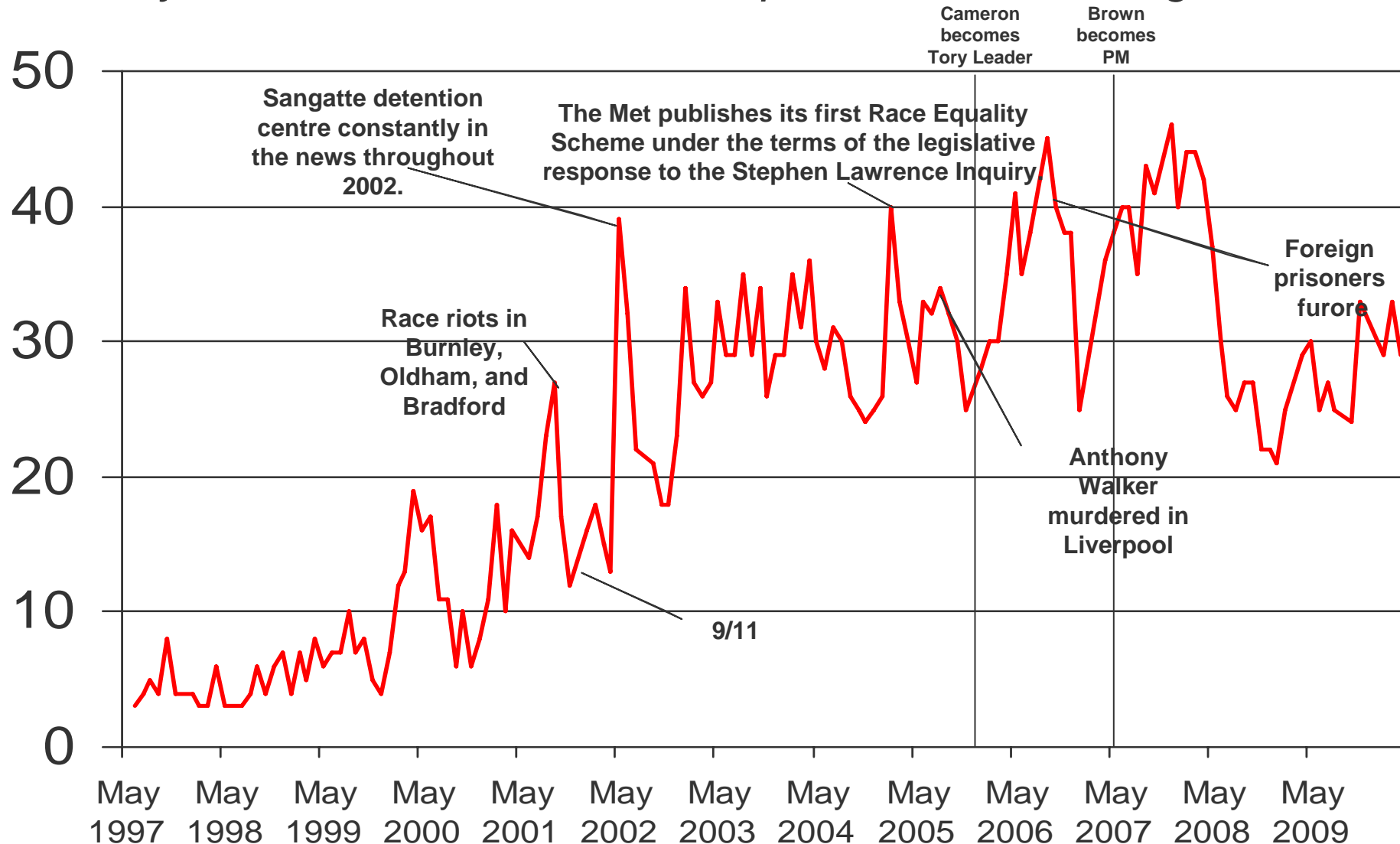
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Issues Facing Britain: Race Relations / Immigration / Immigrants

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

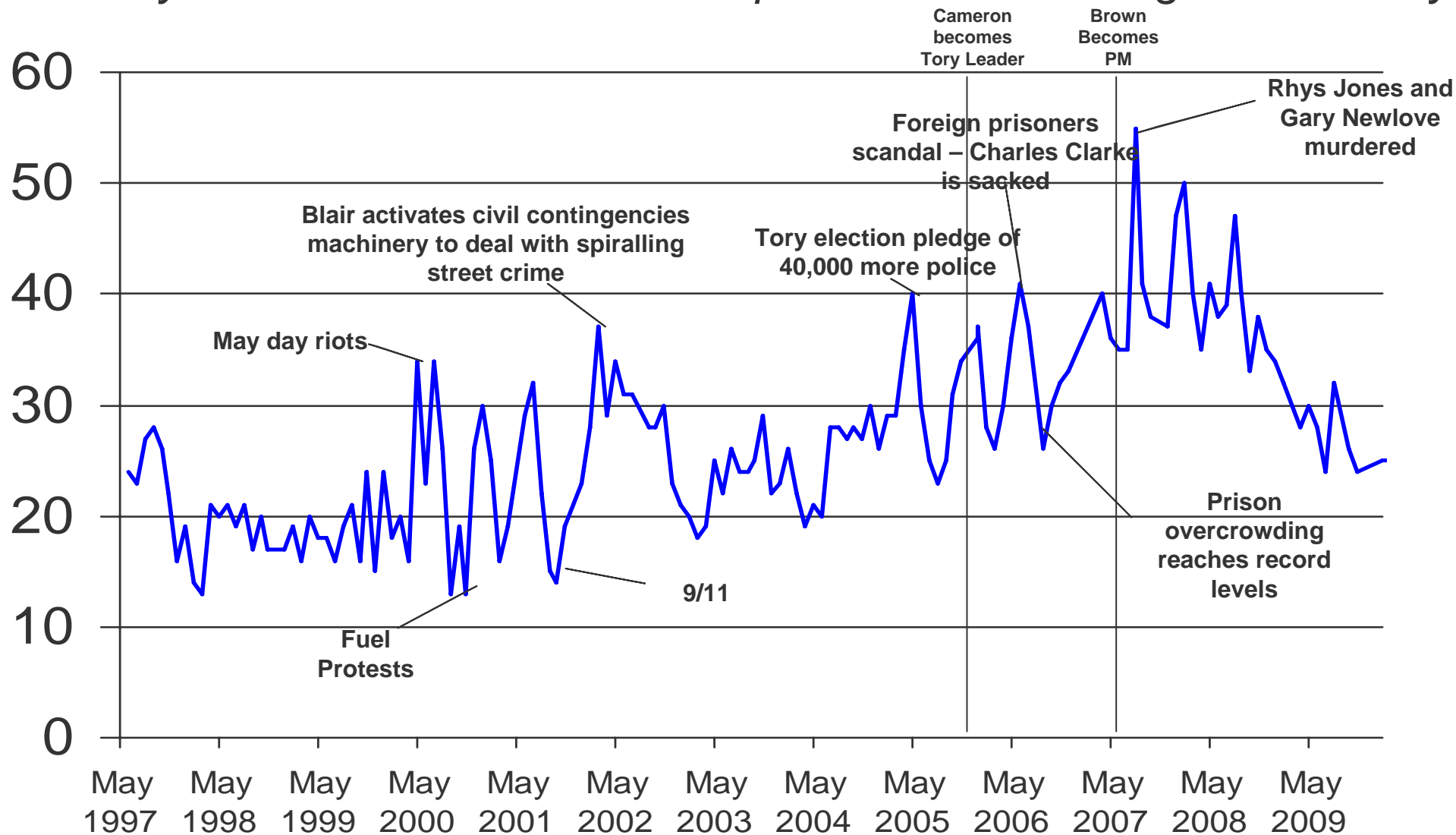


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

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

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

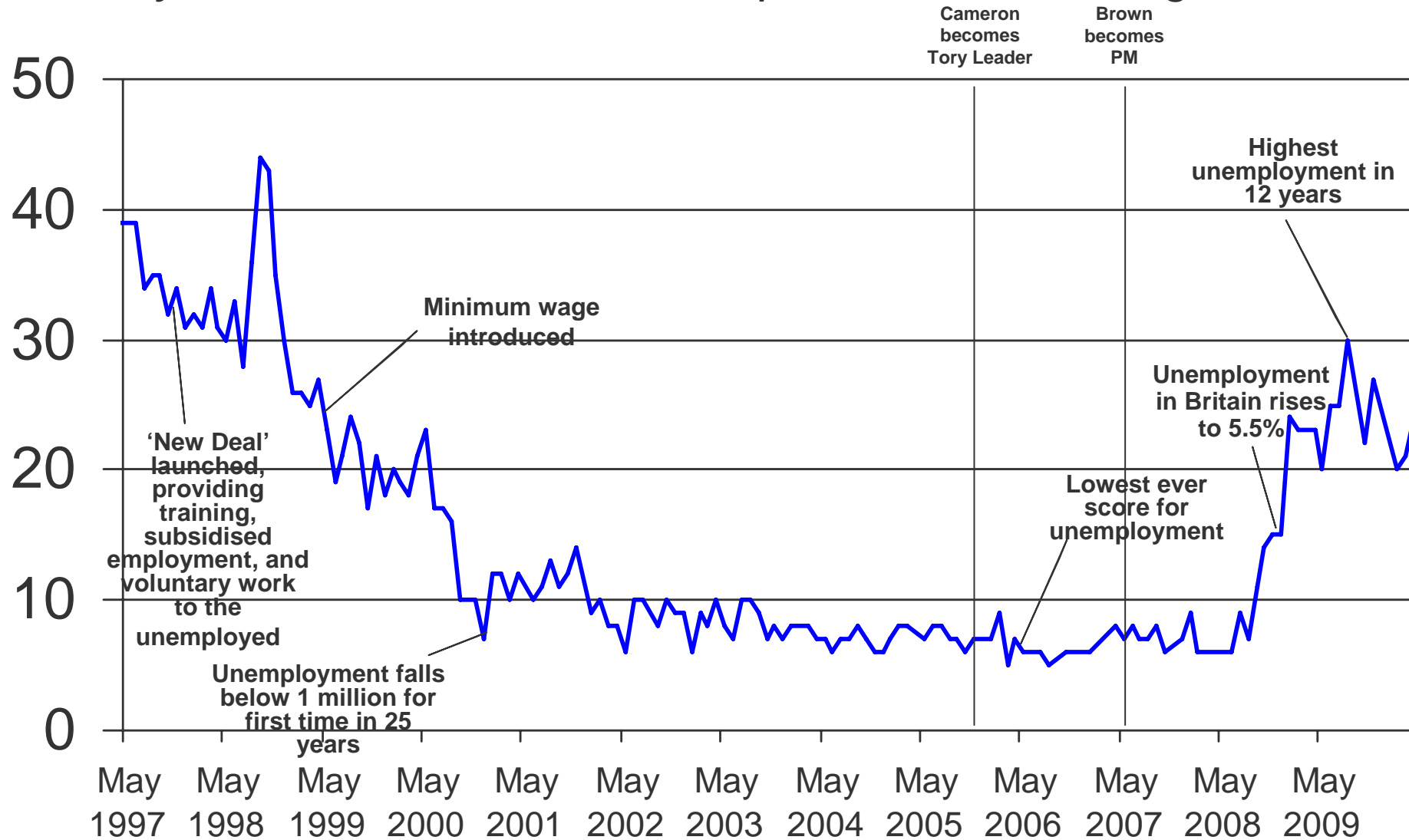


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

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

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

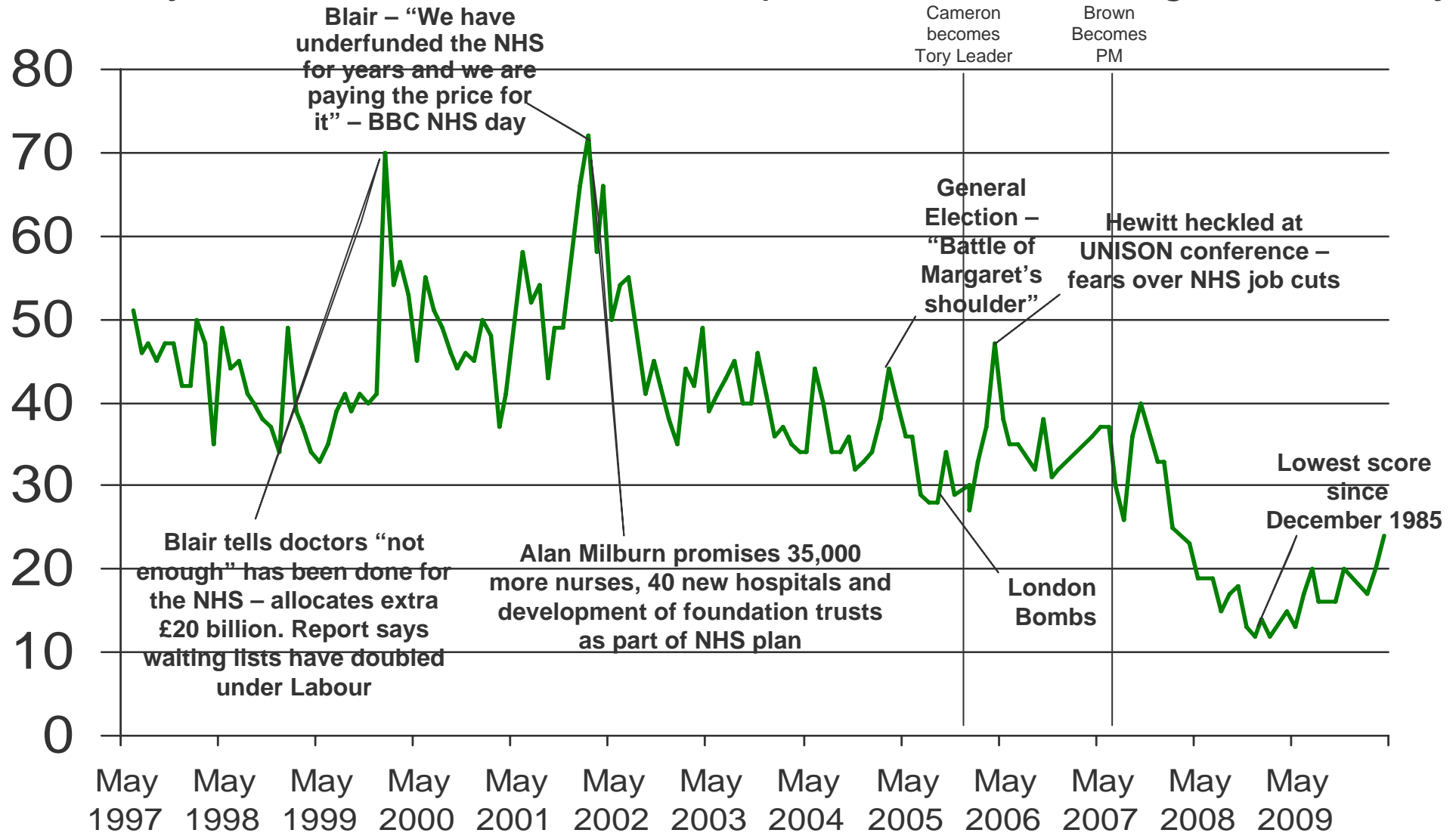


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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Issues Facing Britain: NHS / Hospitals / Healthcare

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

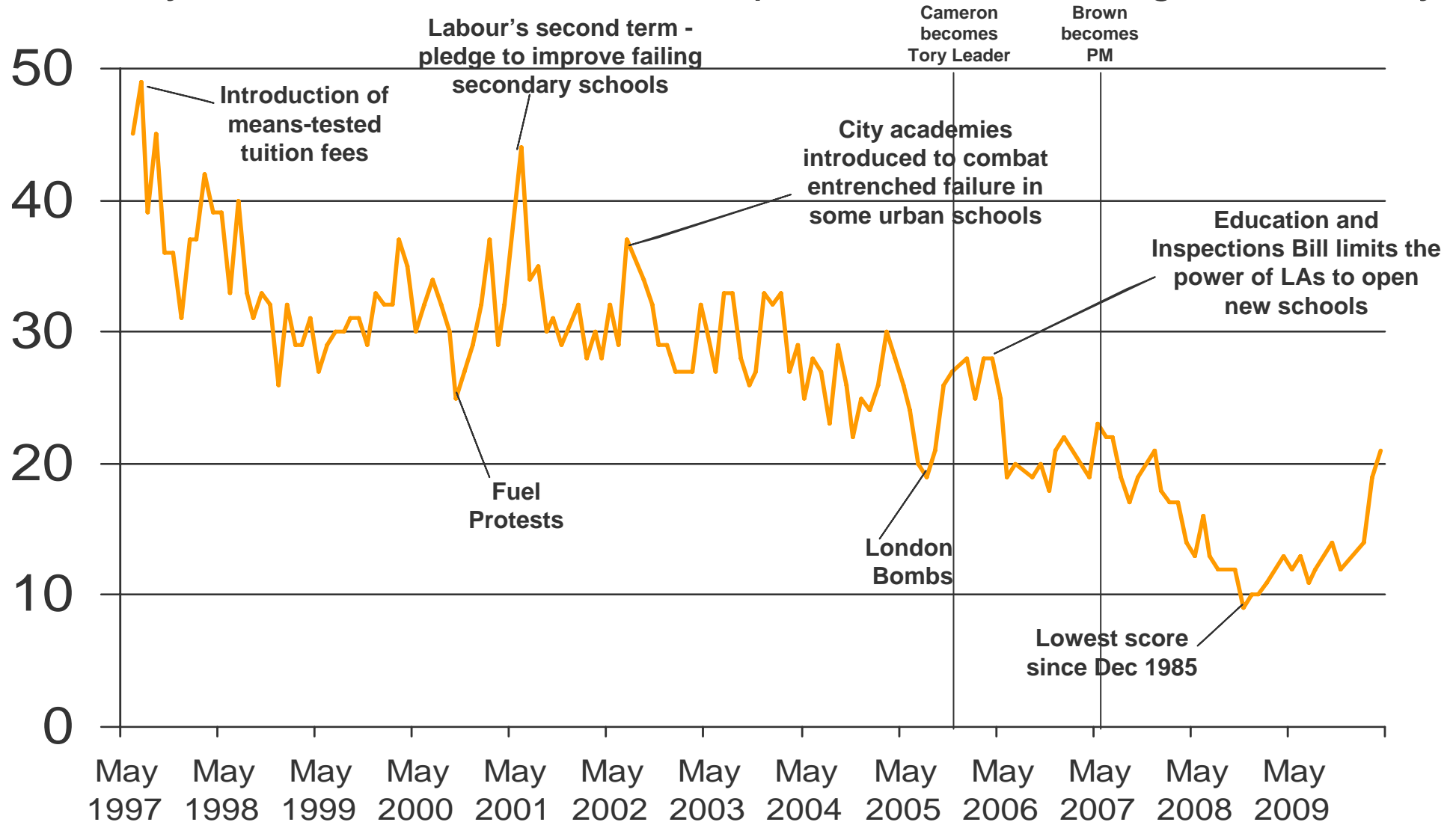


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

Issues Facing Britain: Education / Schools

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

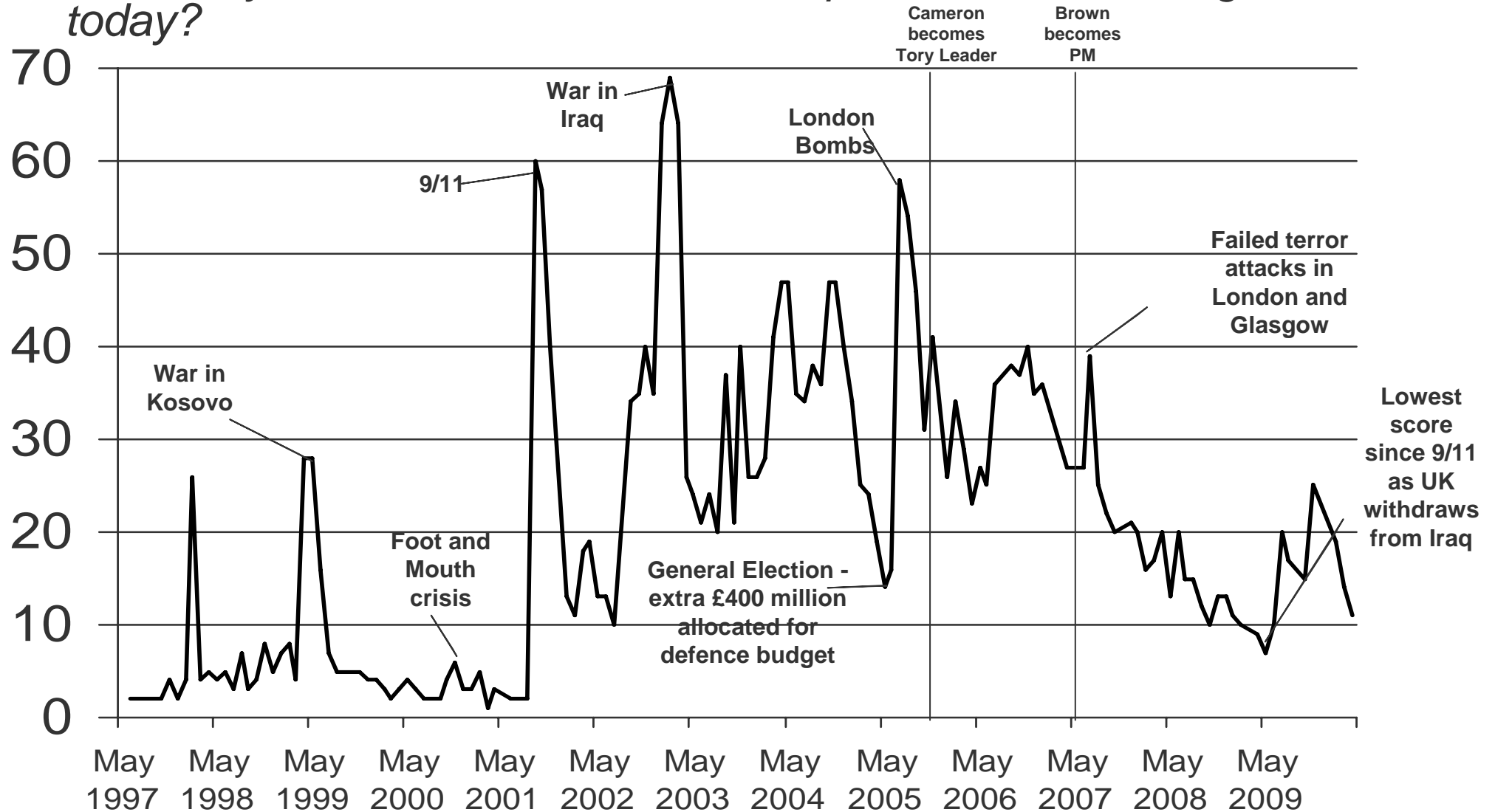


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

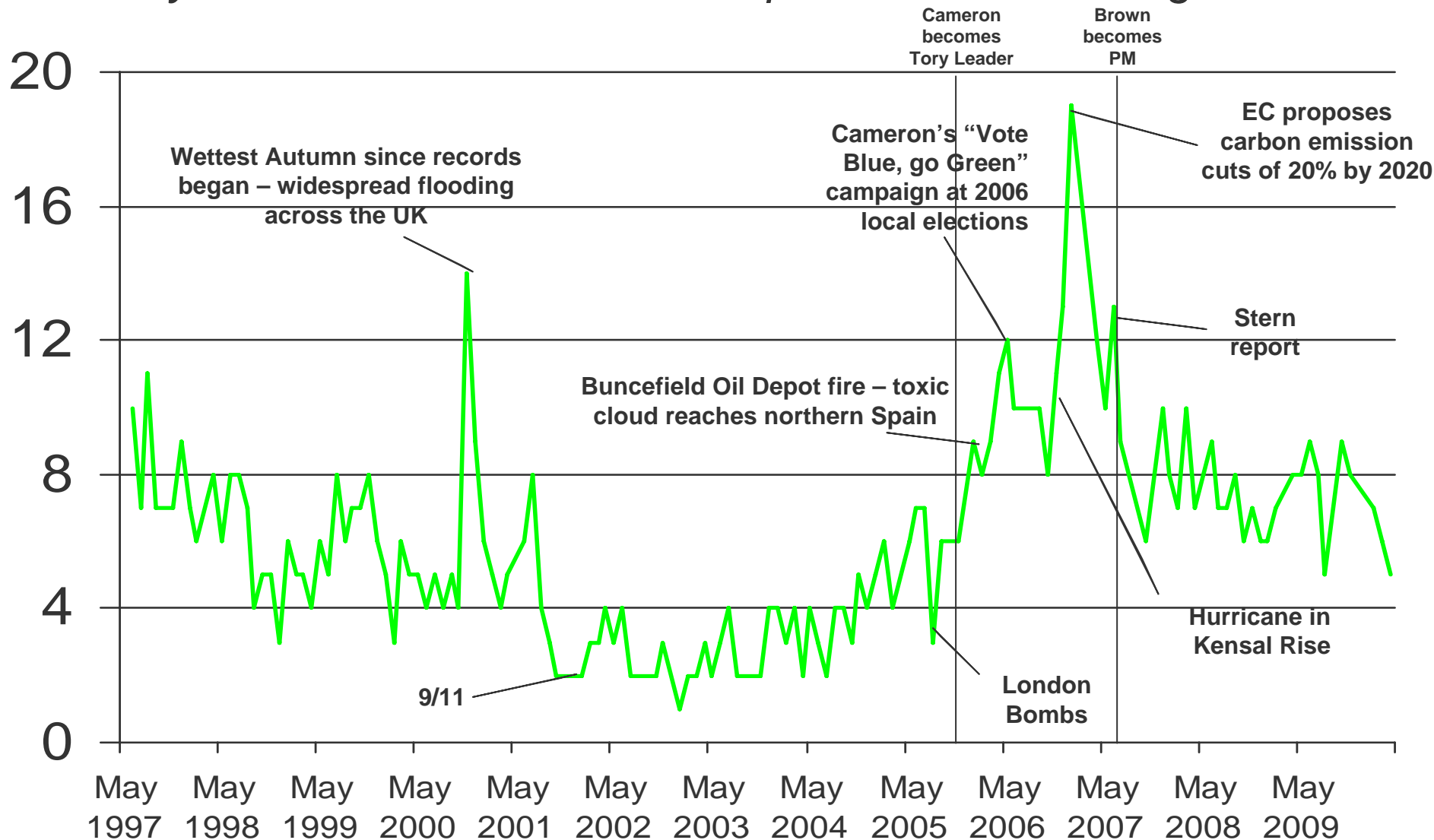


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

Issues Facing Britain: Pollution / Environment

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

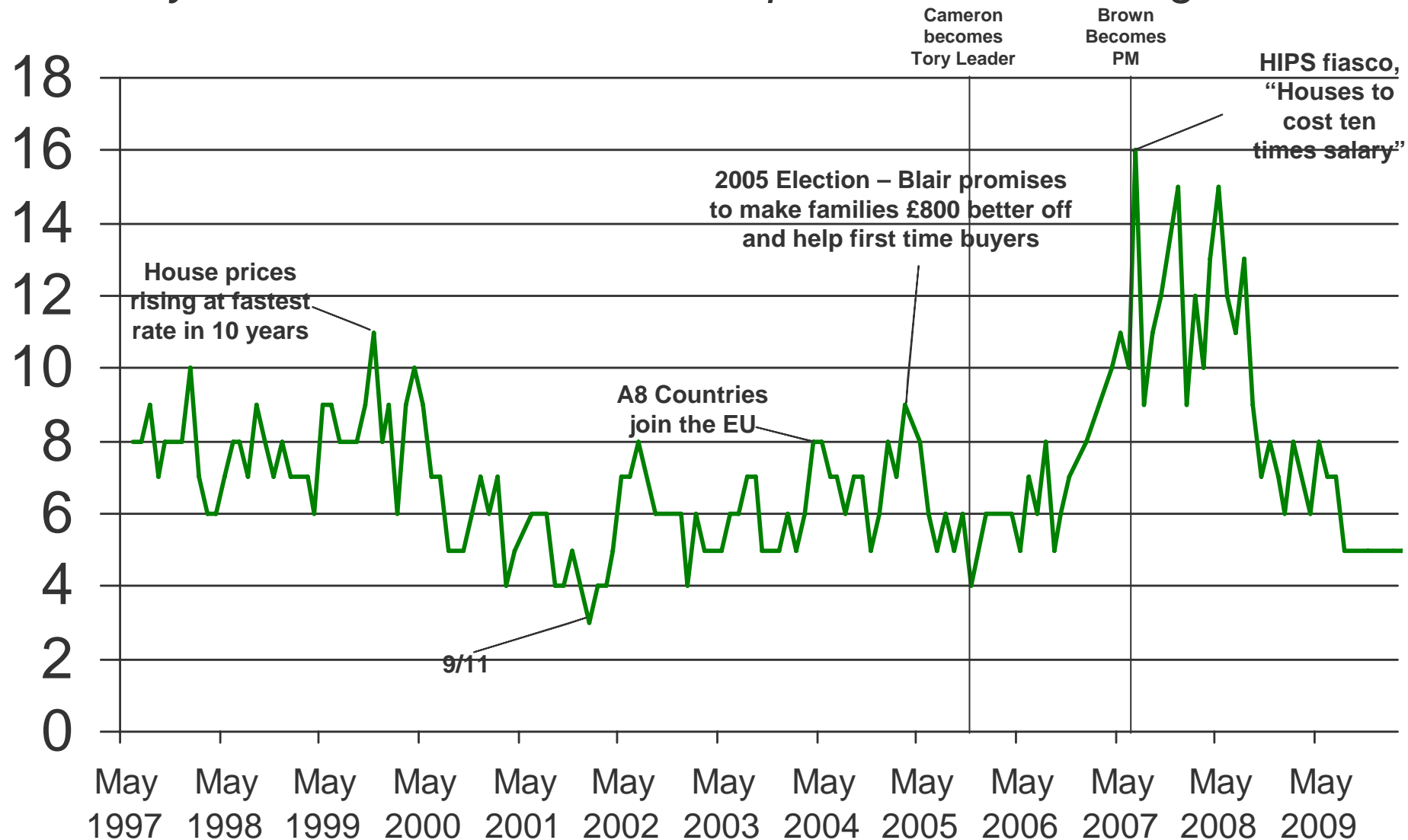


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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Issues Facing Britain: Housing

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

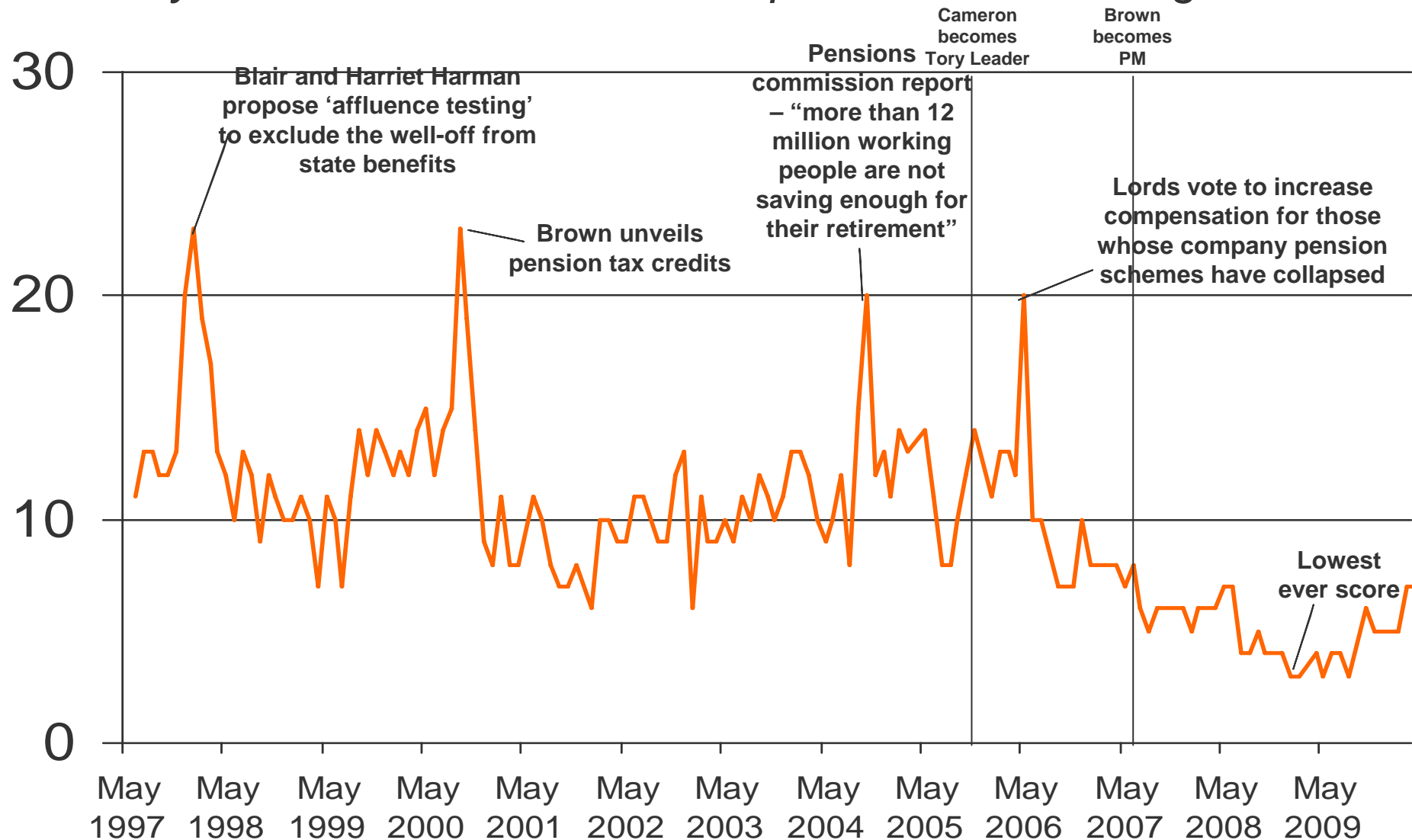


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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Issues Facing Britain: Pensions/Benefits/Social security

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

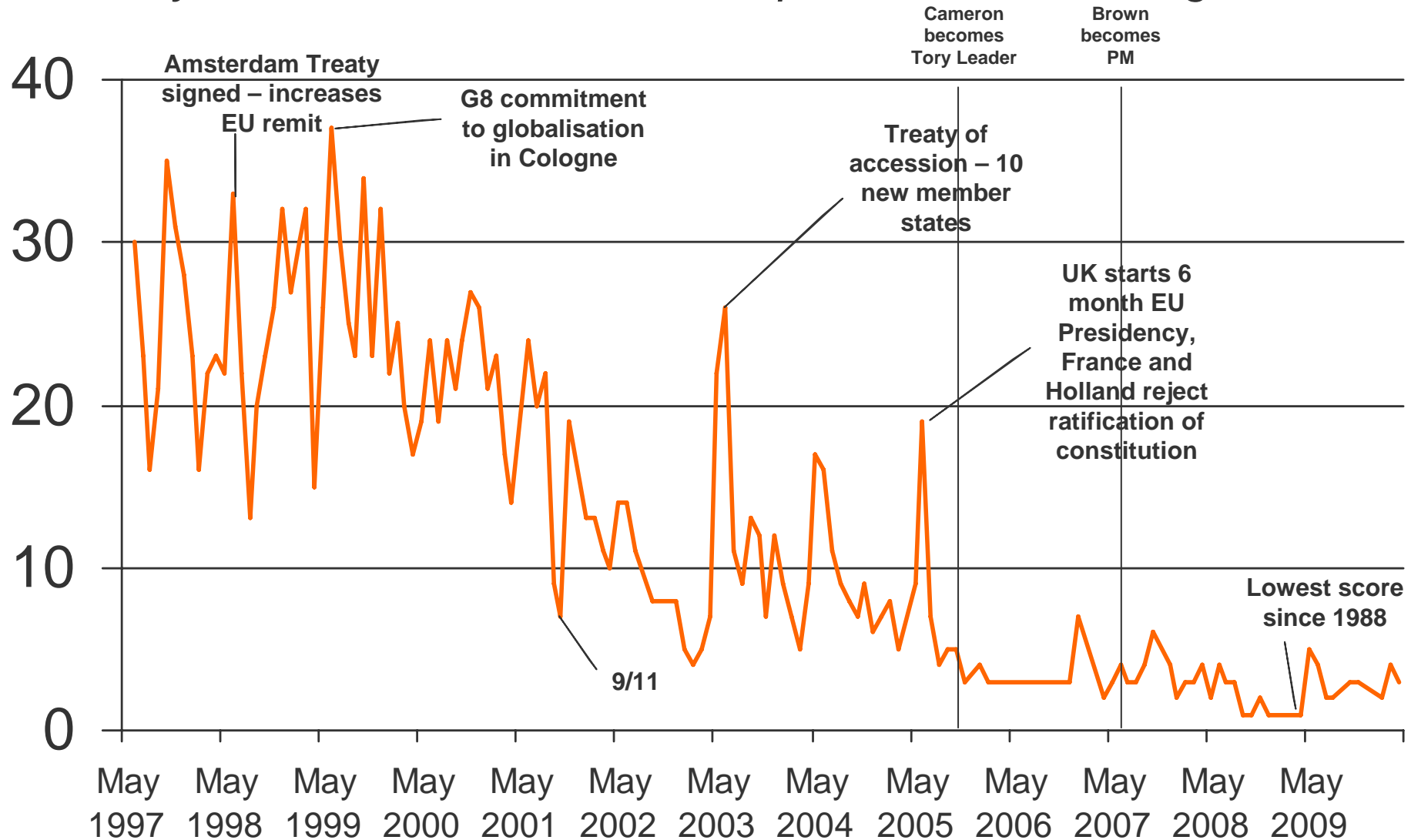


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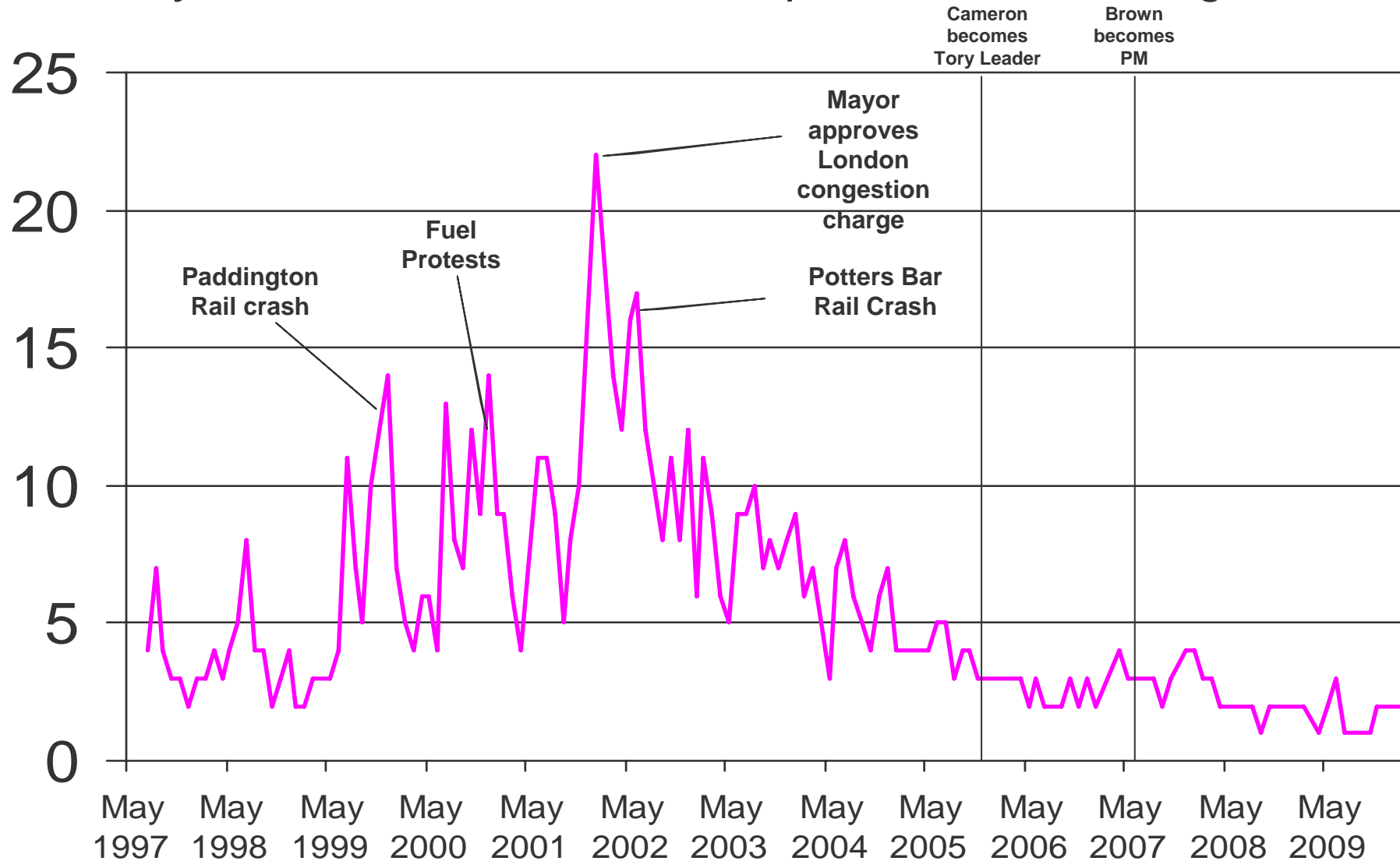
Issues Facing Britain: Common Market / Europe / Euro / EU

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



Issues Facing Britain: Transport / Public Transport

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



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