## **Economist | Ipsos MORI Issues Index** December 2011

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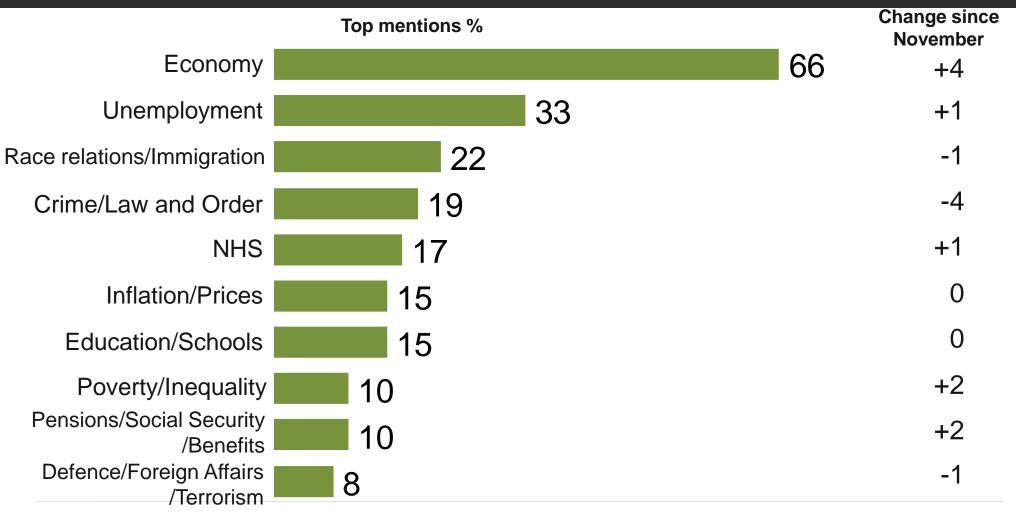
**Ipsos MORI** 

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## Issues Facing Britain: December

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

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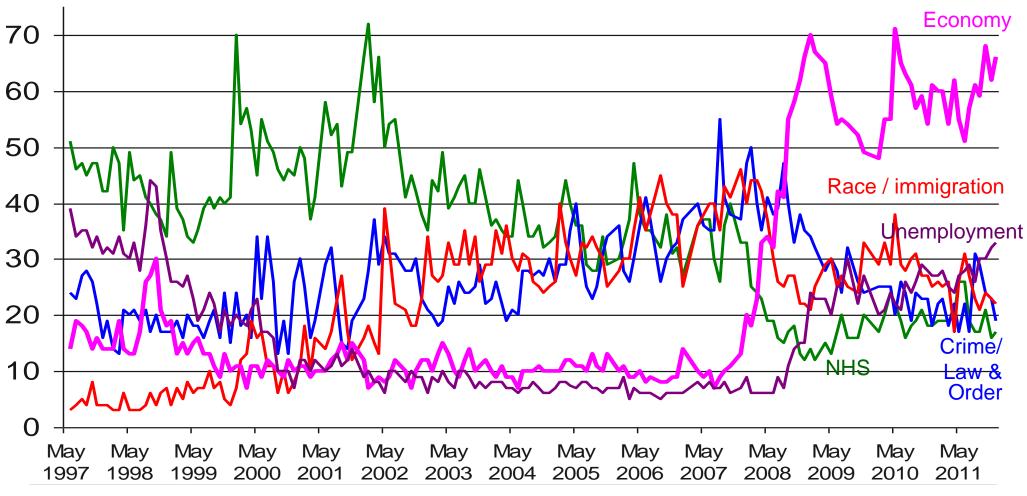


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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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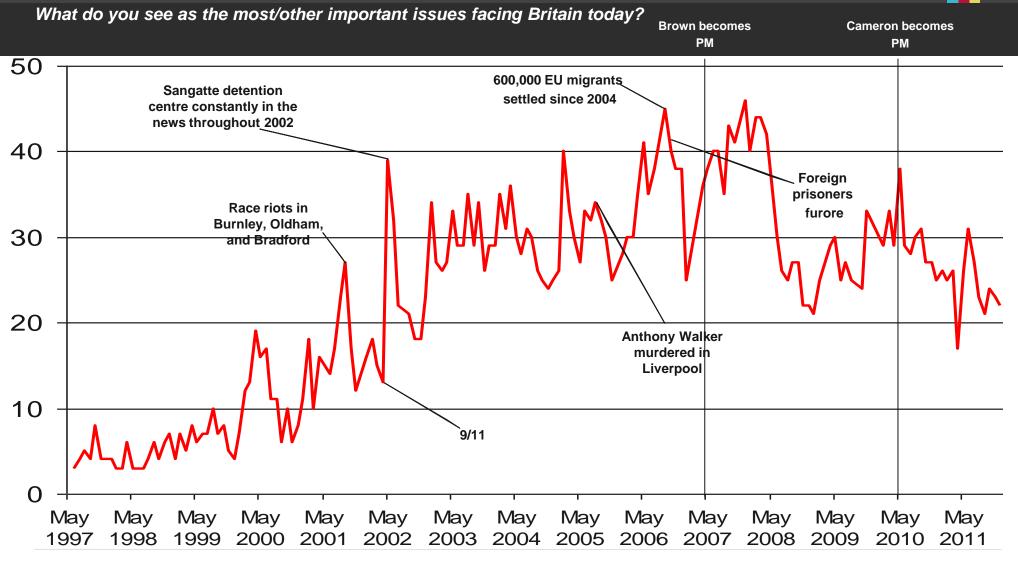
## Issues Facing Britain: Economy | Economic situation

What do you see as the most/other important issues facing Britain today? **Brown becomes Cameron becomes** PM РМ Bank 70 bailout 60 Highest score since 1992. Most important issue for the 50 first time **Global Recession and Russian Financial** crisis End of 40 recession announced 30 20Northern Rock nationalised 10Sub-prime mortgage crisis in the US  $\mathbf{O}$ May 2003 1997 1998 1999 2000 2001 2002 2004 2005 2006 2007 2008 2009 2010 2011

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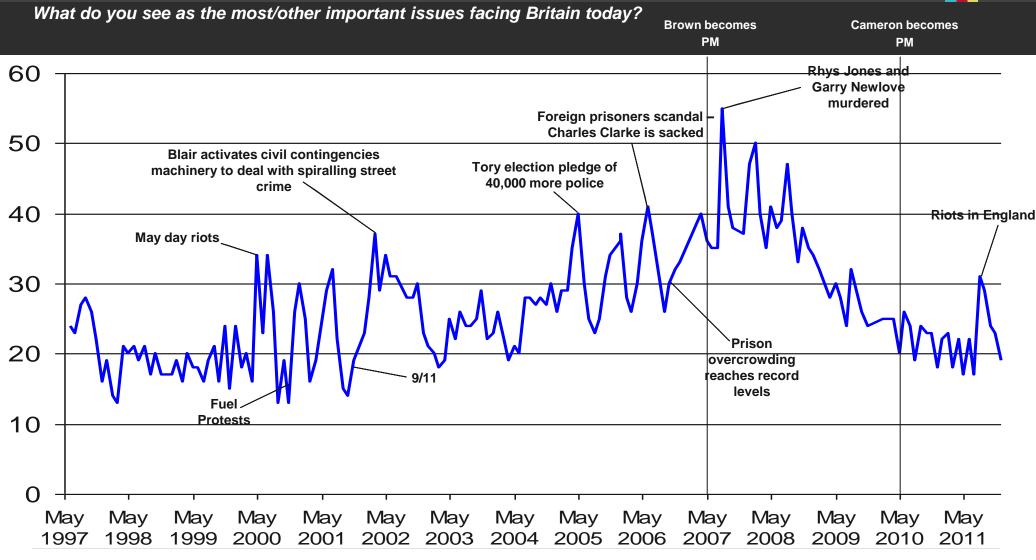
## Issues Facing Britain: Race Relations / Immigration / Immigrants



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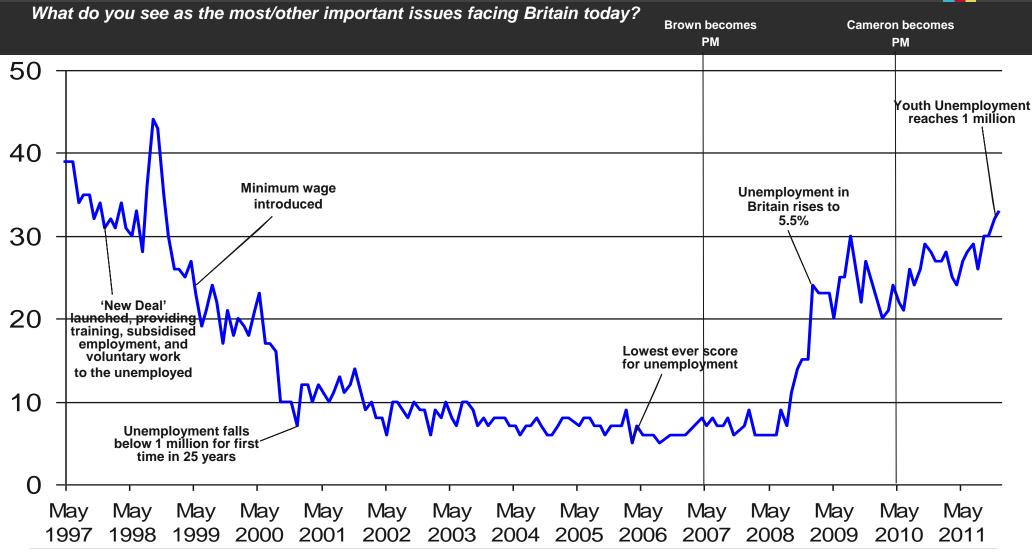
## Issues Facing Britain: Crime | Law & Order | Violence | Vandalism | ASB



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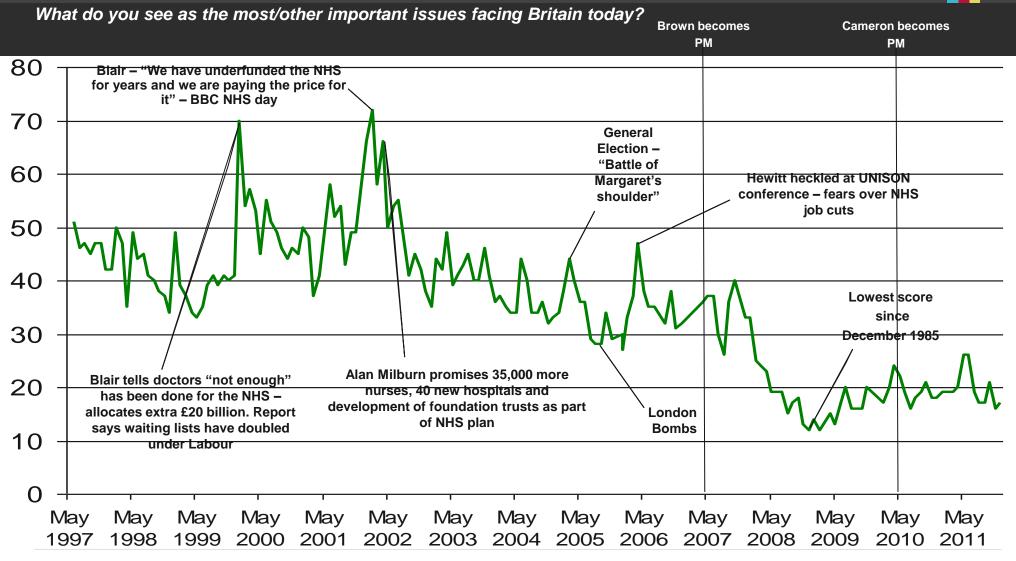
## Issues Facing Britain: Unemployment | Factory closure | Lack of industry



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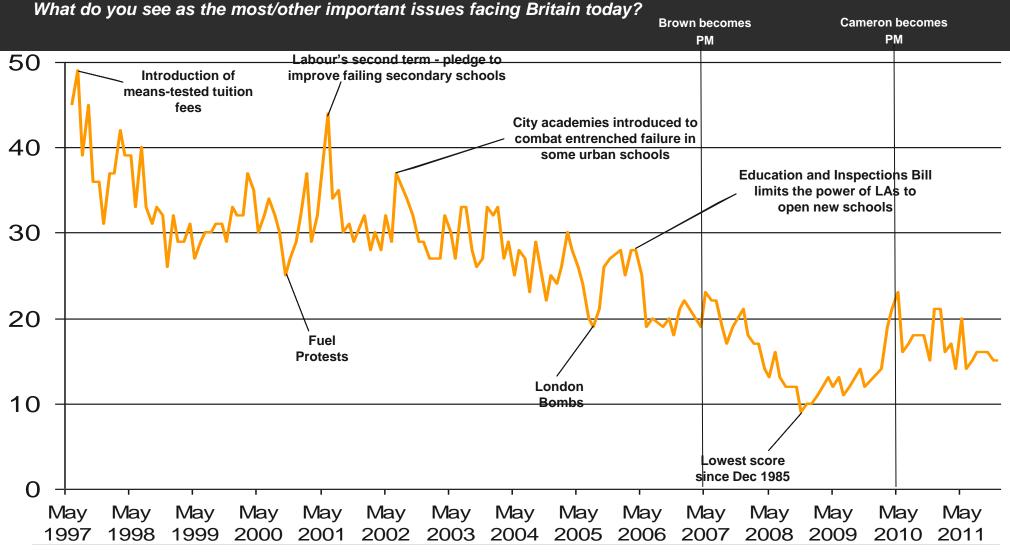
## Issues Facing Britain: NHS | Hospitals | Healthcare



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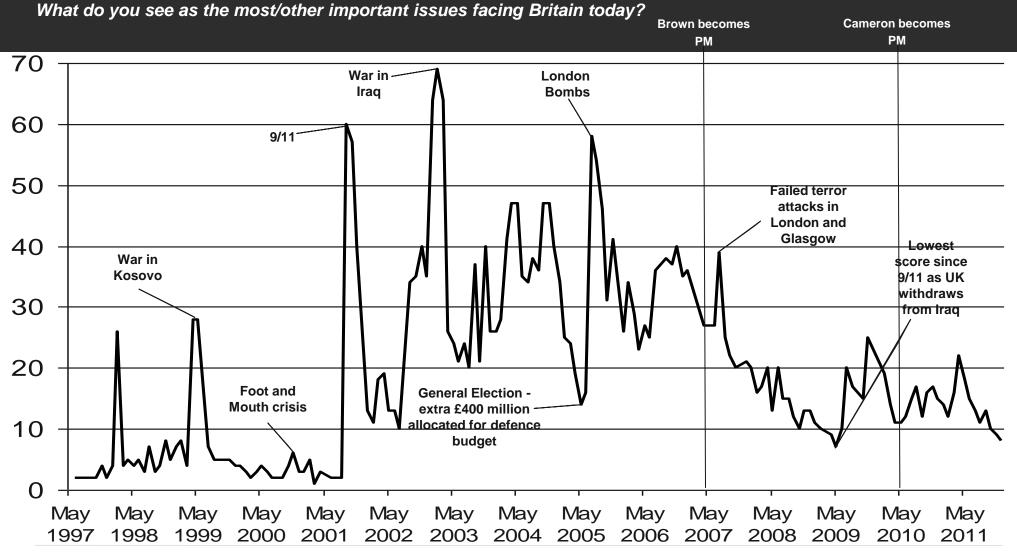
Source: Ipsos MORI Issues Index

# *Issues Facing Britain: Education | Schools*



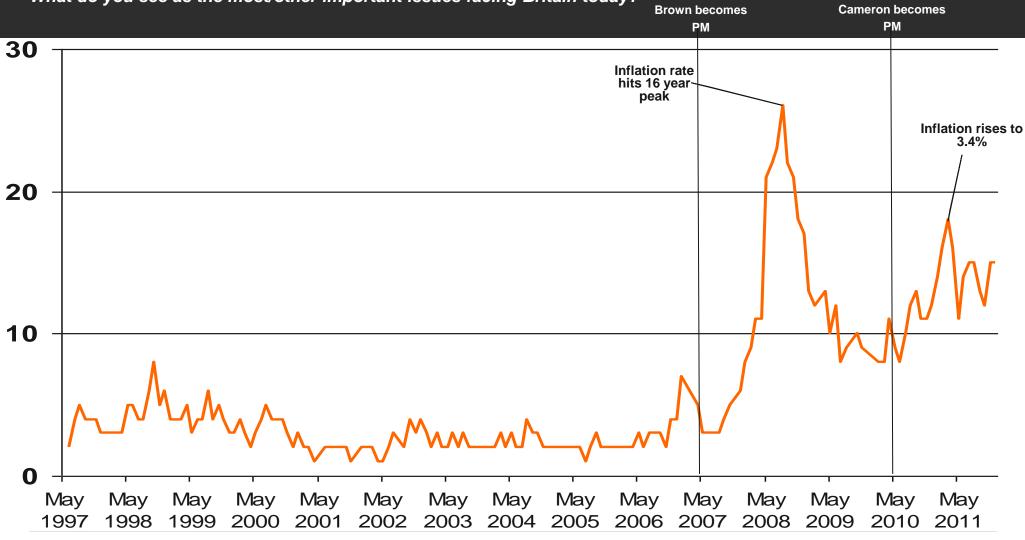
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

## Issues Facing Britain: Defence | Foreign Affairs | International terrorism



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

## **Issues Facing Britain:** Inflation/Prices

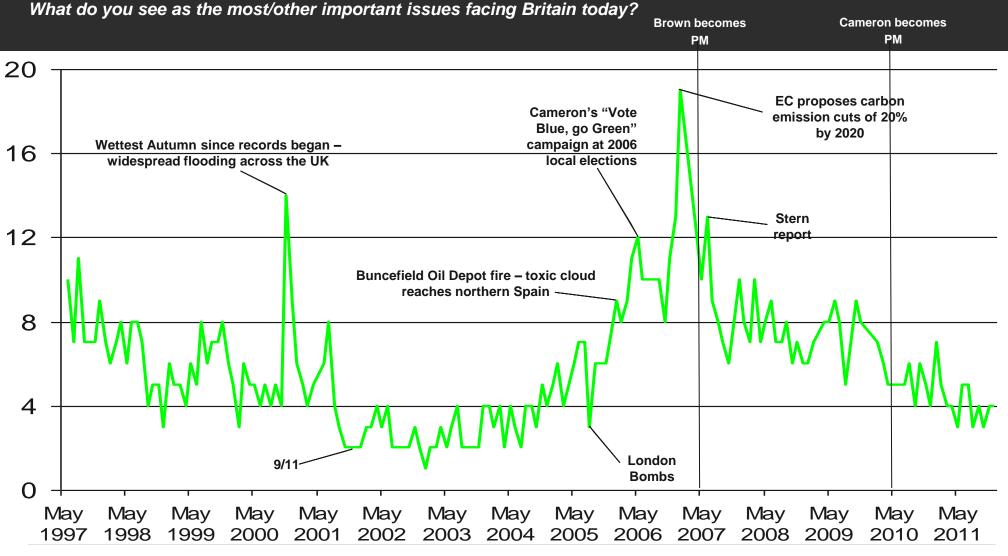


What do you see as the most/other important issues facing Britain today?

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



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



## *Issues Facing Britain: Housing*

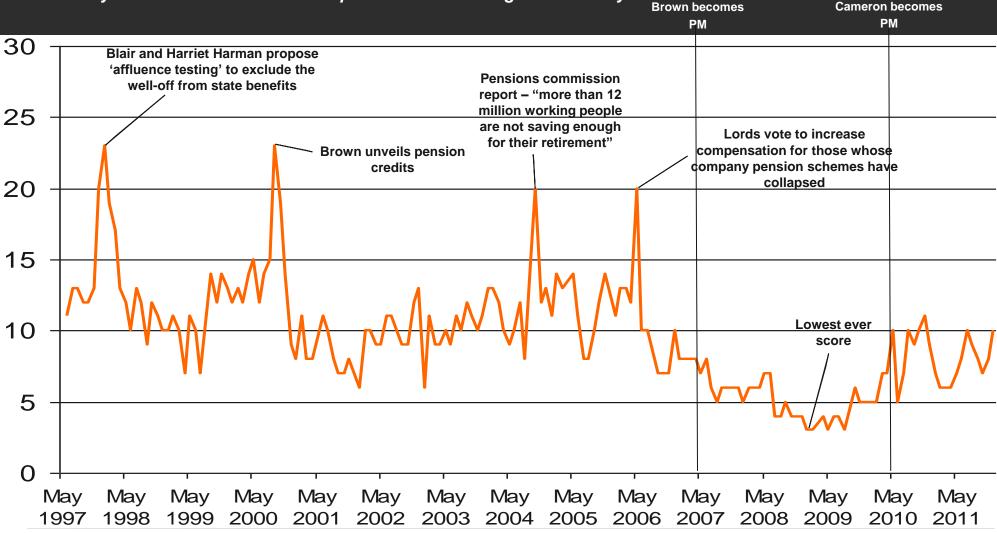
What do you see as the most/other important issues facing Britain today? **Brown becomes** Cameron becomes ΡM ΡM 18 HIPS fiasco, "Houses to cost ten times 16 salary" 2005 Election – Blair promises to make families £800 better off 14 and help first time buyers House prices rising at fastest rate in 10 12 years 10 **A8** Countries join the EU 8 6 4 2 Q/1 0 May 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

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: Pensions/Benefits/Social security

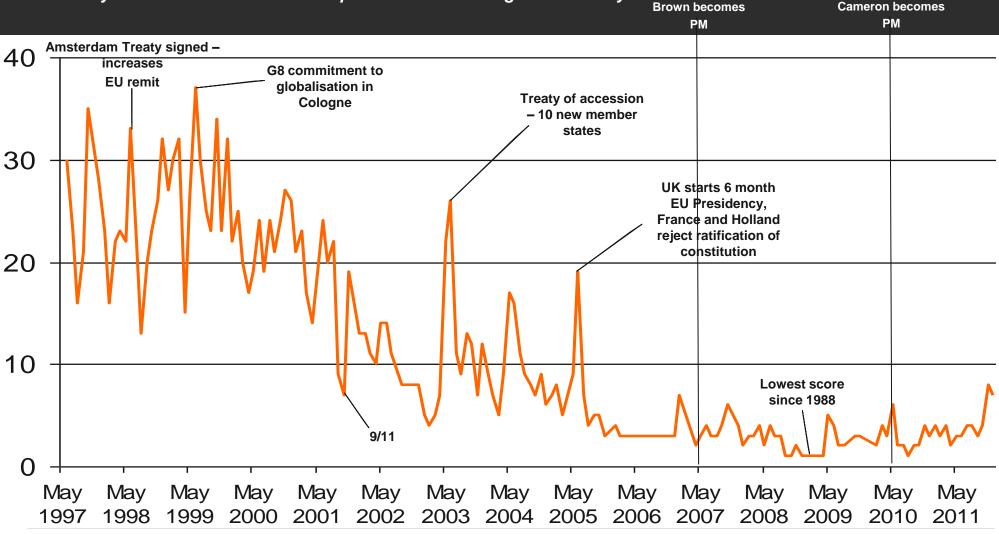
What do you see as the most/other important issues facing Britain today?



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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?



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## Issues Facing Britain: Transport/Public Transport

What do you see as the most/other important issues facing Britain today? Brown becomes Cameron becomes ΡM ΡM 25 Mayor approves London Fuel congestion Protests charge 20 Paddington **Rail crash** Potters Bar **Rail Crash** 15 10 5 0 May Mav May Mav 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

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

