



Ipsos MORI Issues Index December 2013

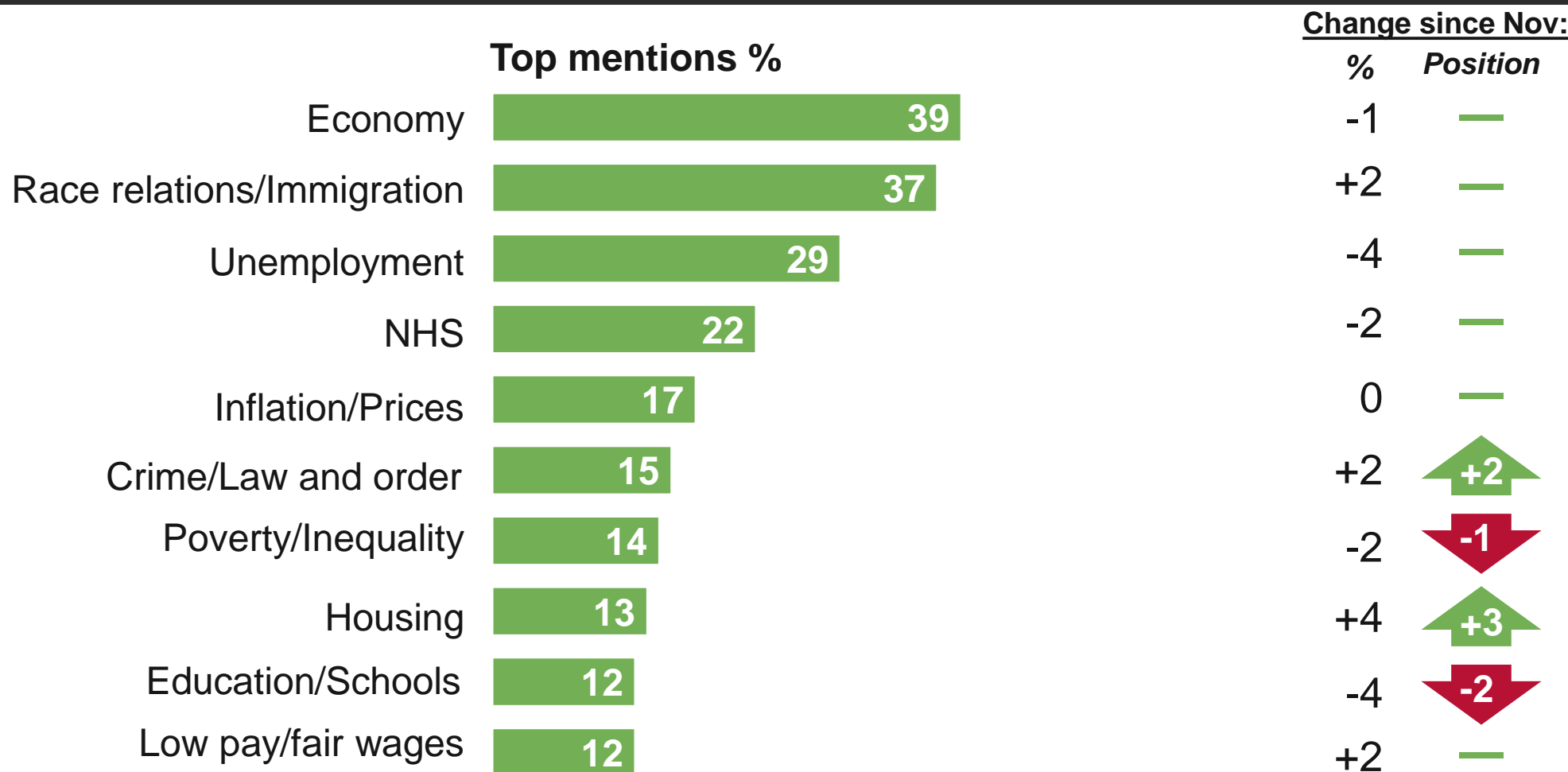
Ipsos MORI

Contacts: Gideon.Skinner@ipsos.com
Jerry.Latter@ipsos.com
020 7347 3000



Issues Facing Britain: December

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

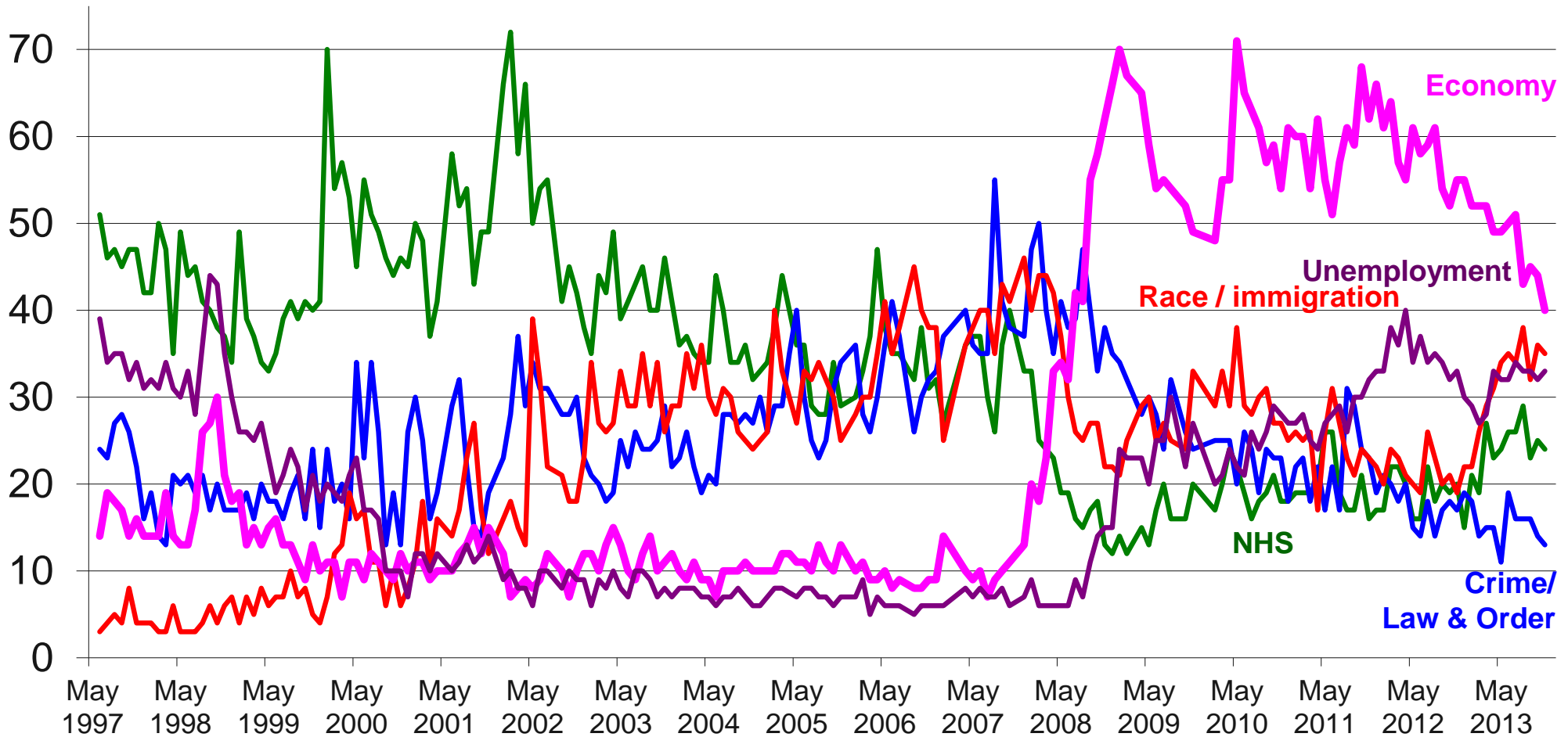


Base: 980 British adults 18+, 29th November - 5th December 2013

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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



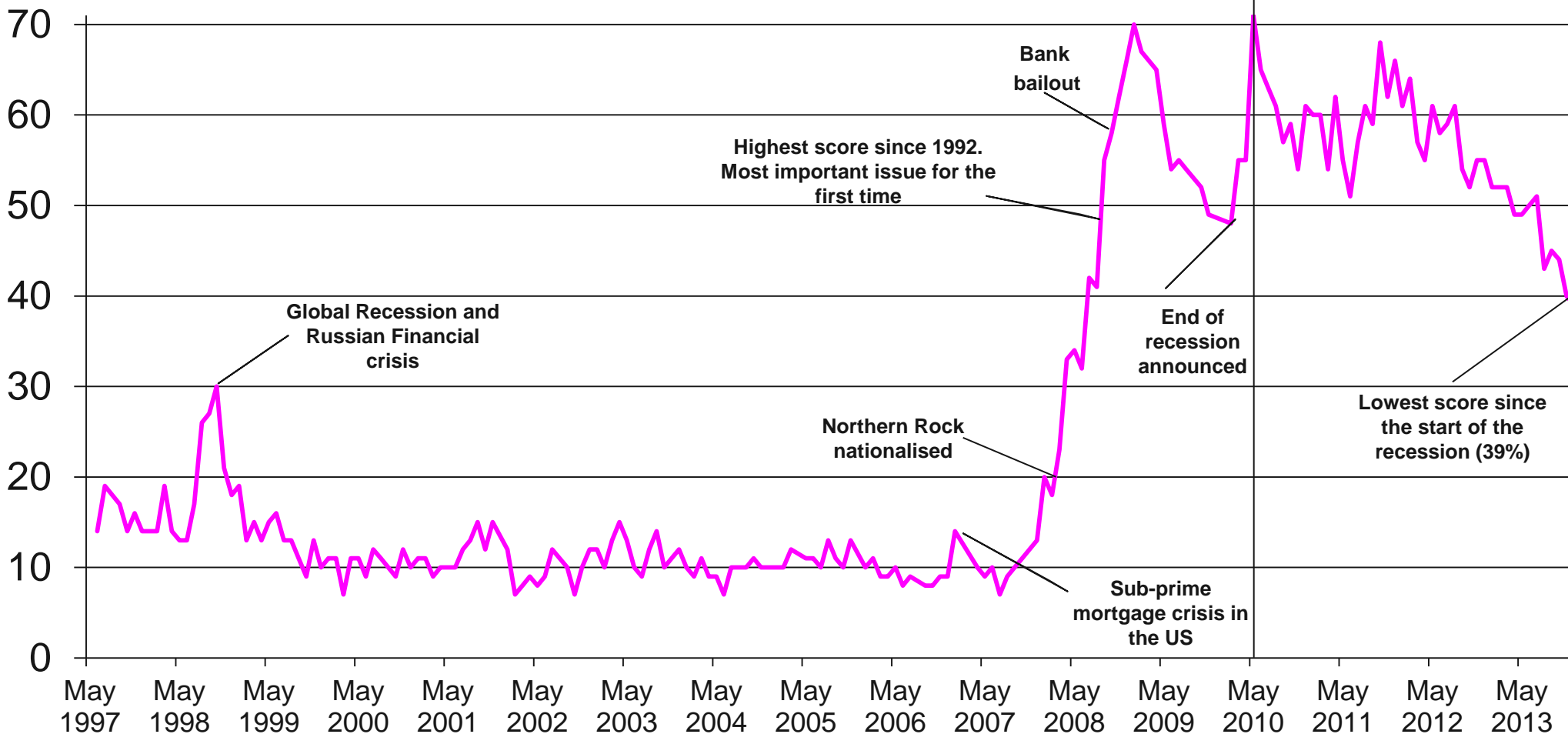
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

Cameron becomes PM



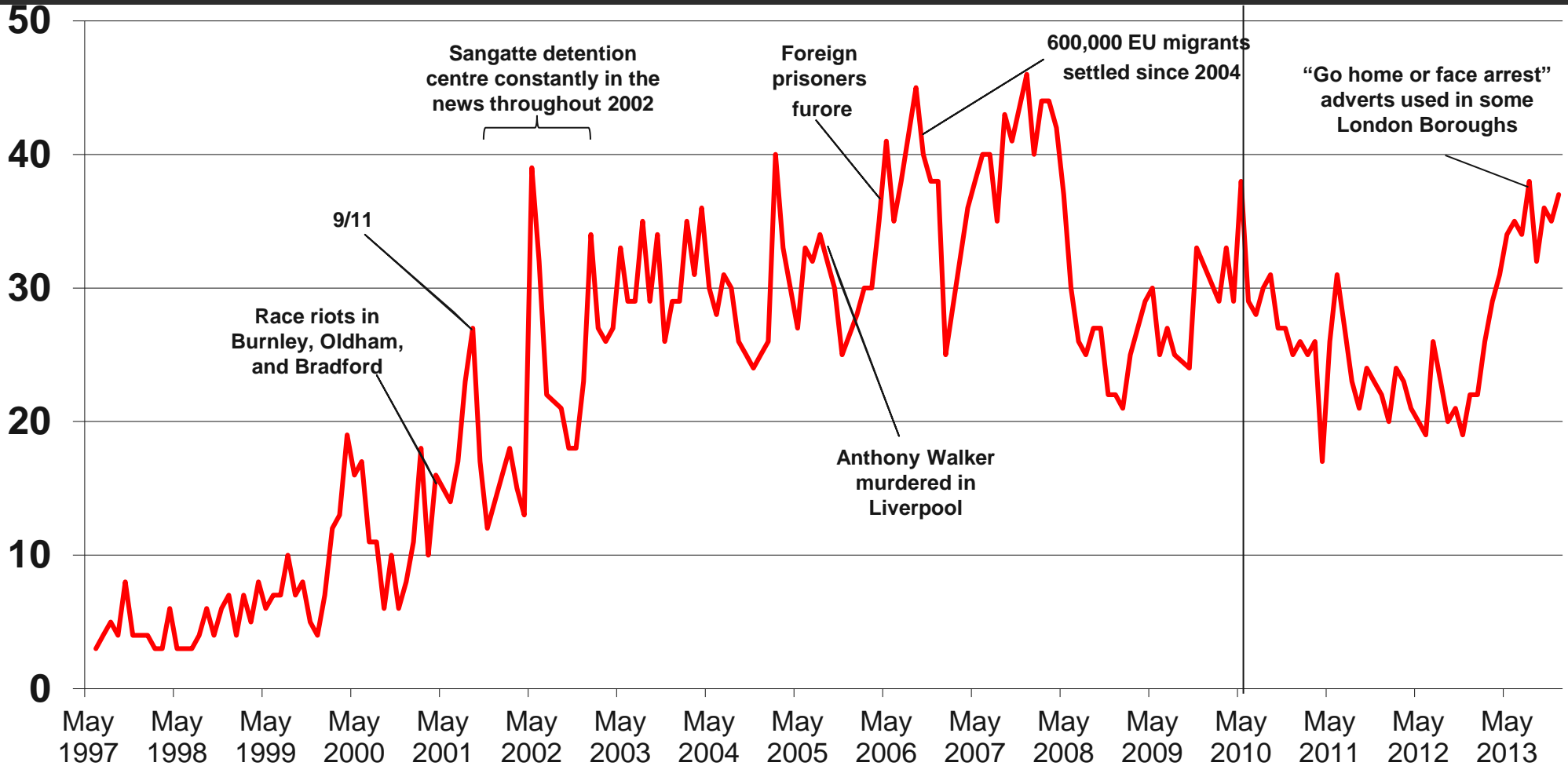
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

Cameron becomes
PM



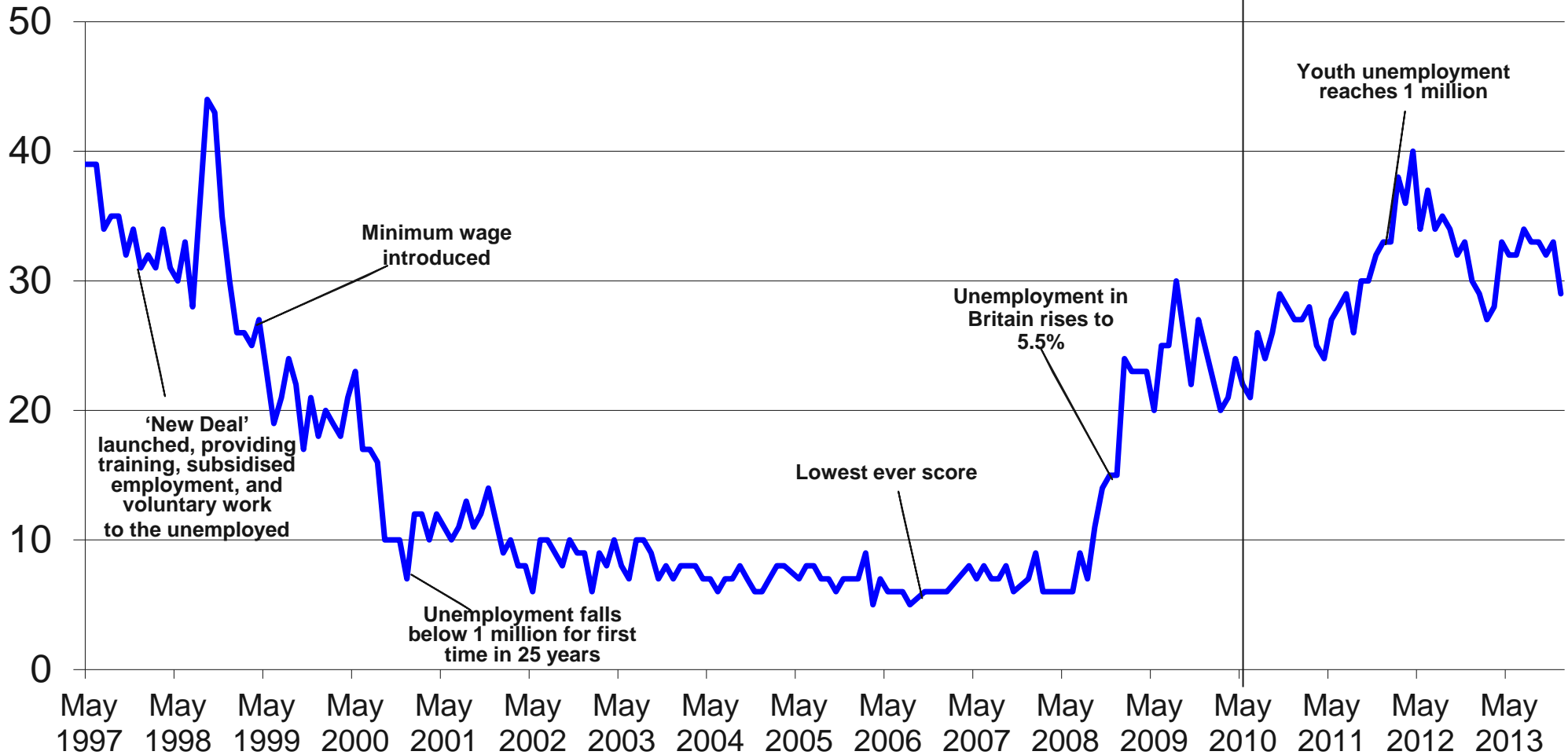
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

Cameron becomes PM



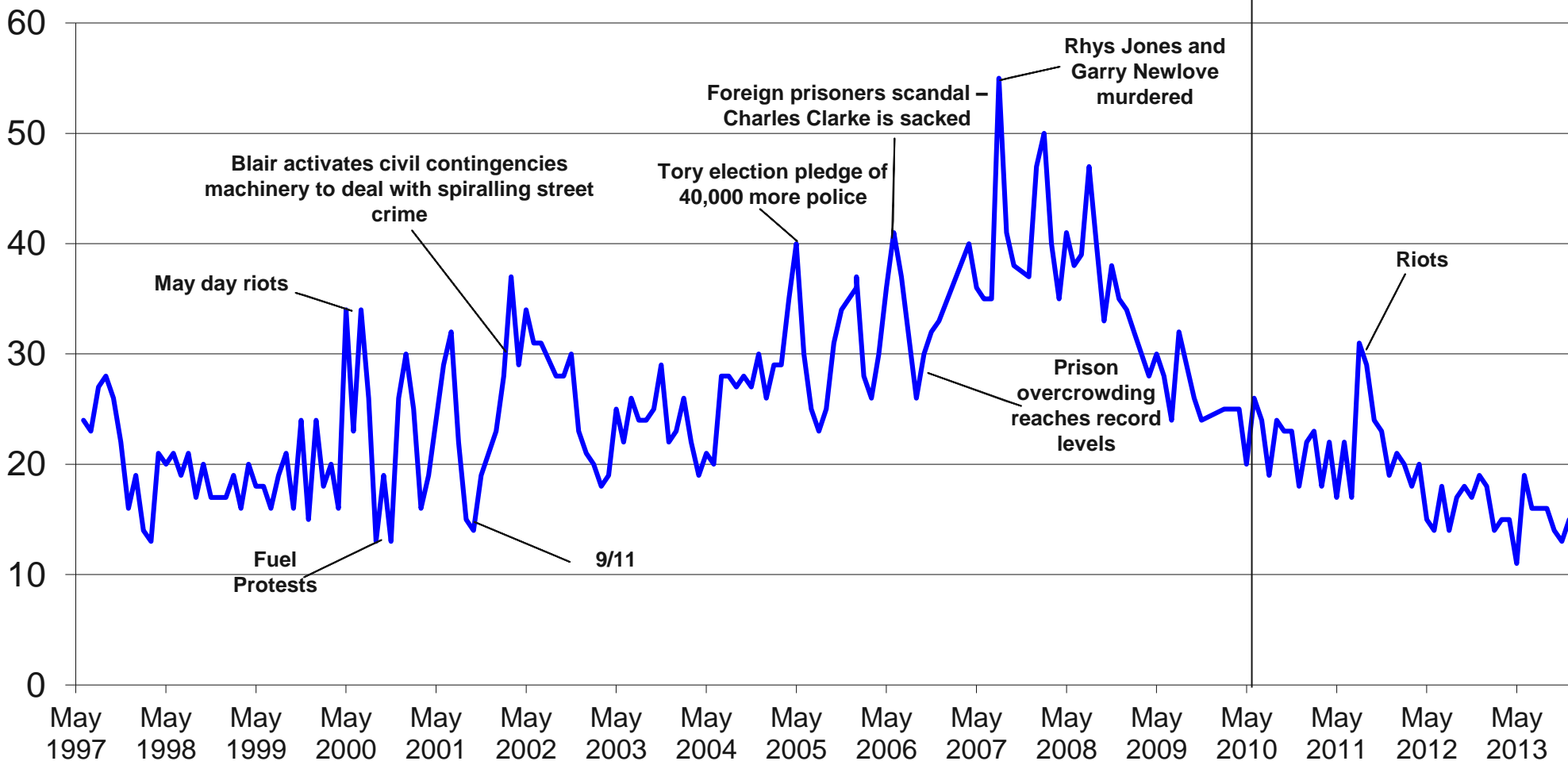
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

Cameron becomes PM



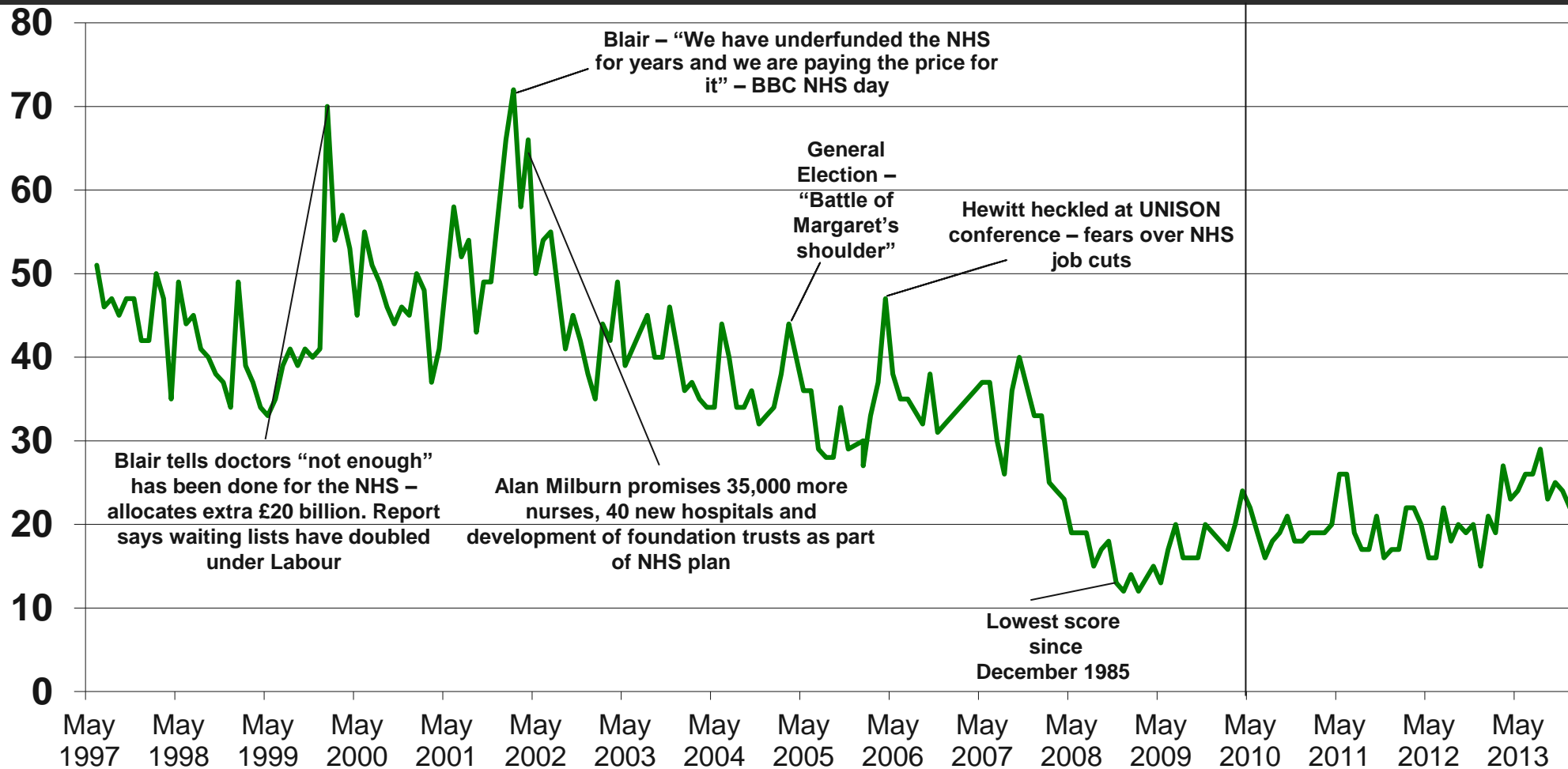
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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

Cameron becomes PM



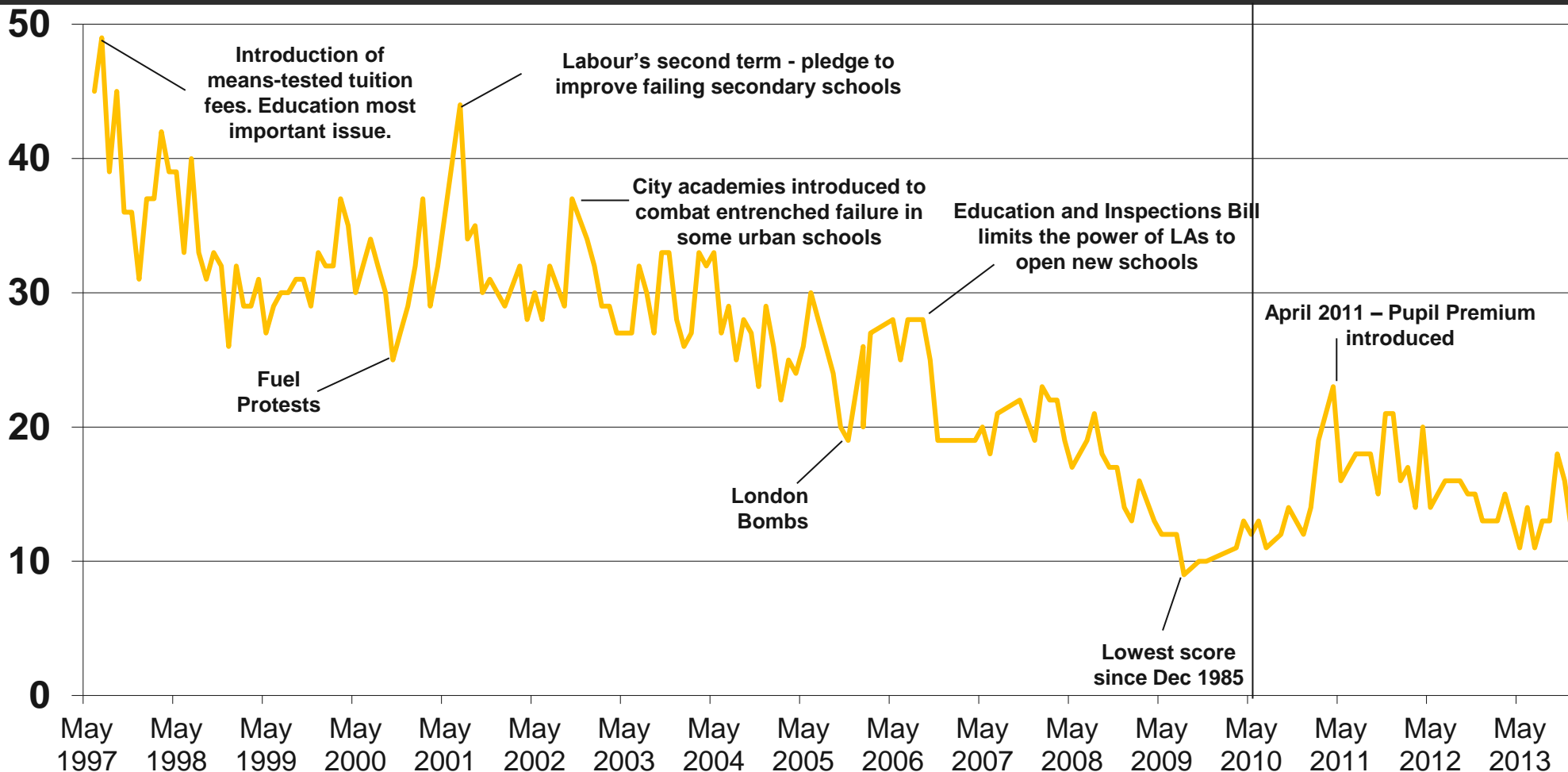
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

Cameron becomes
PM



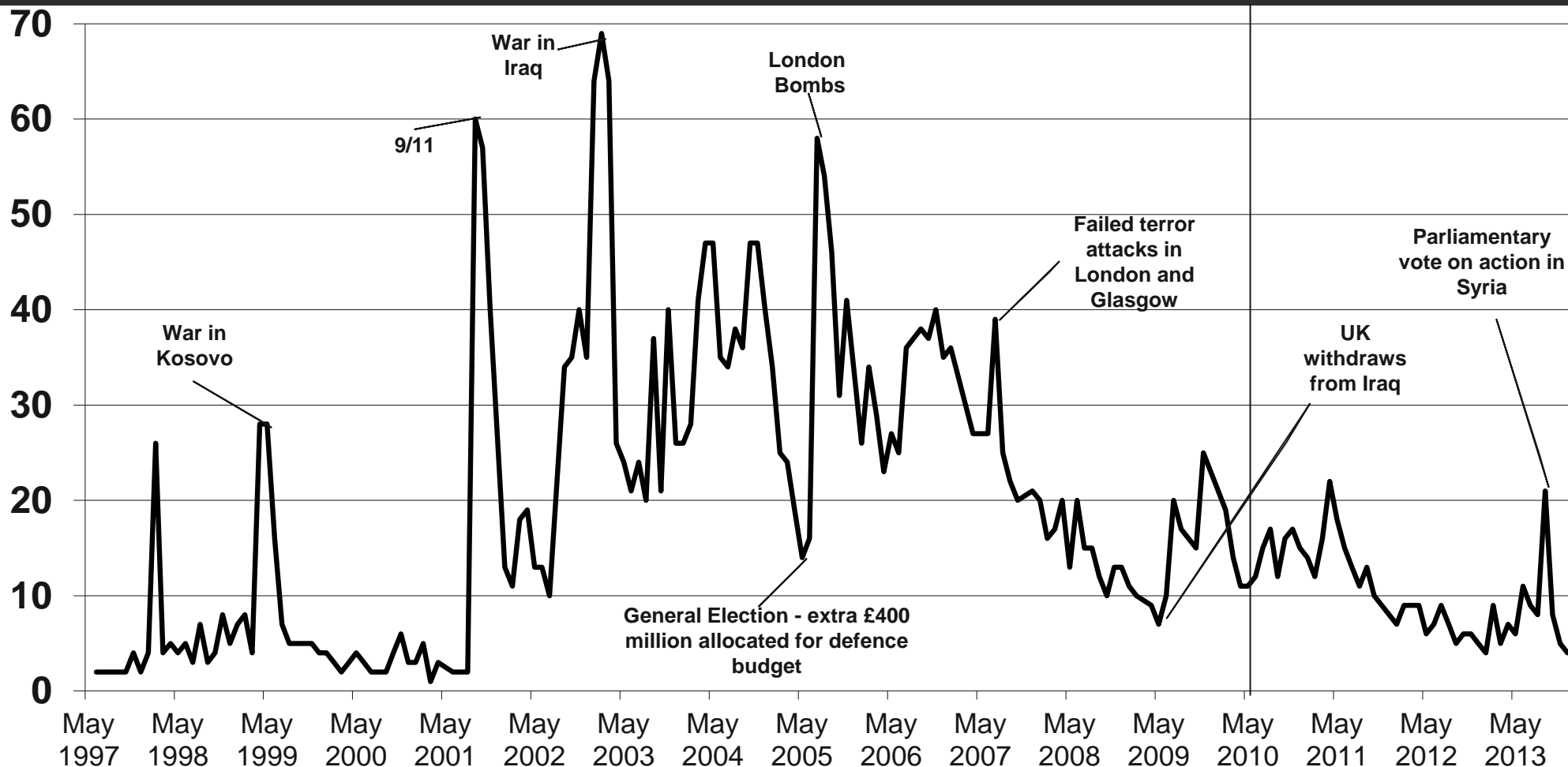
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

Cameron becomes
PM



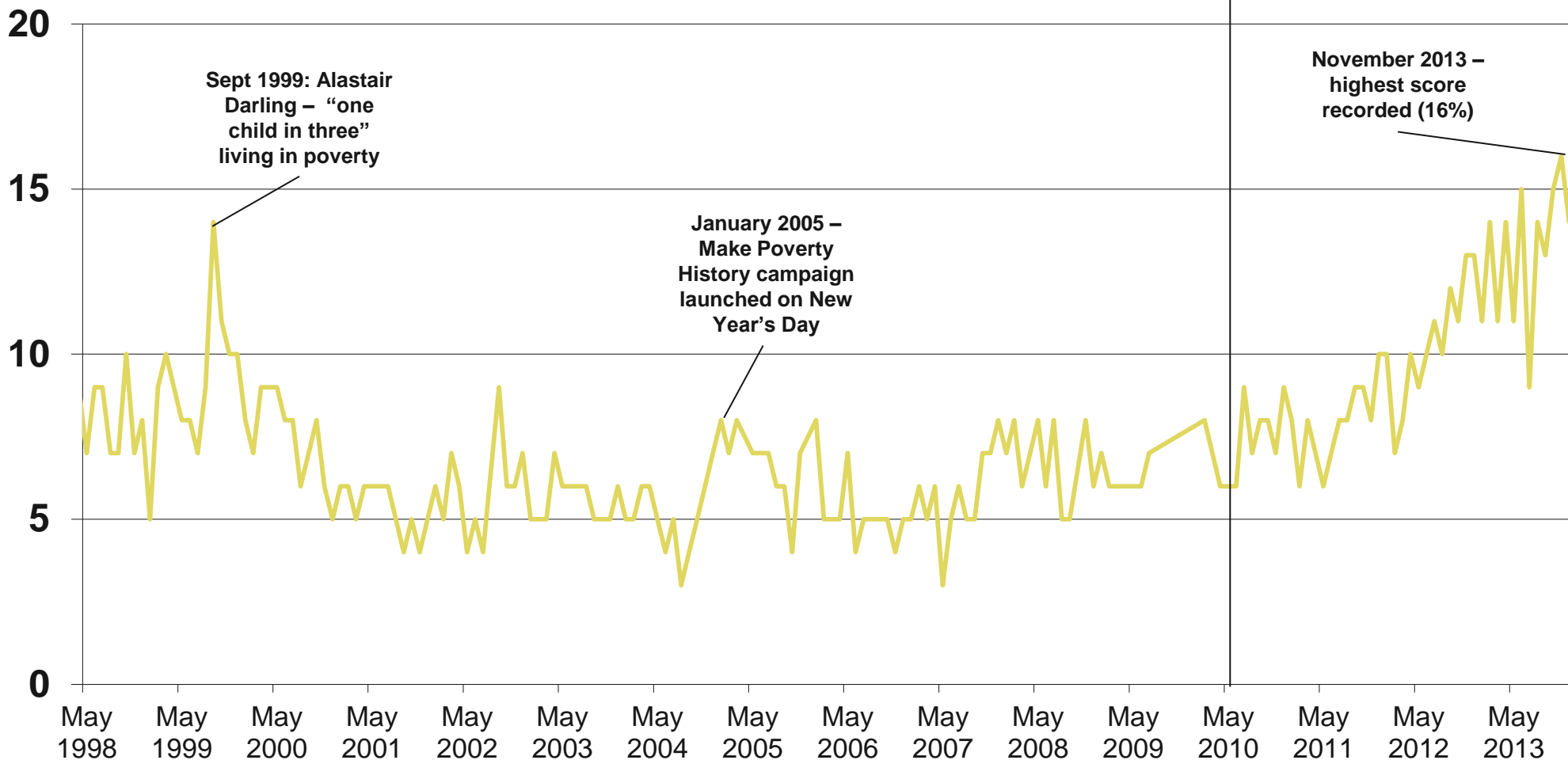
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

Cameron becomes
PM



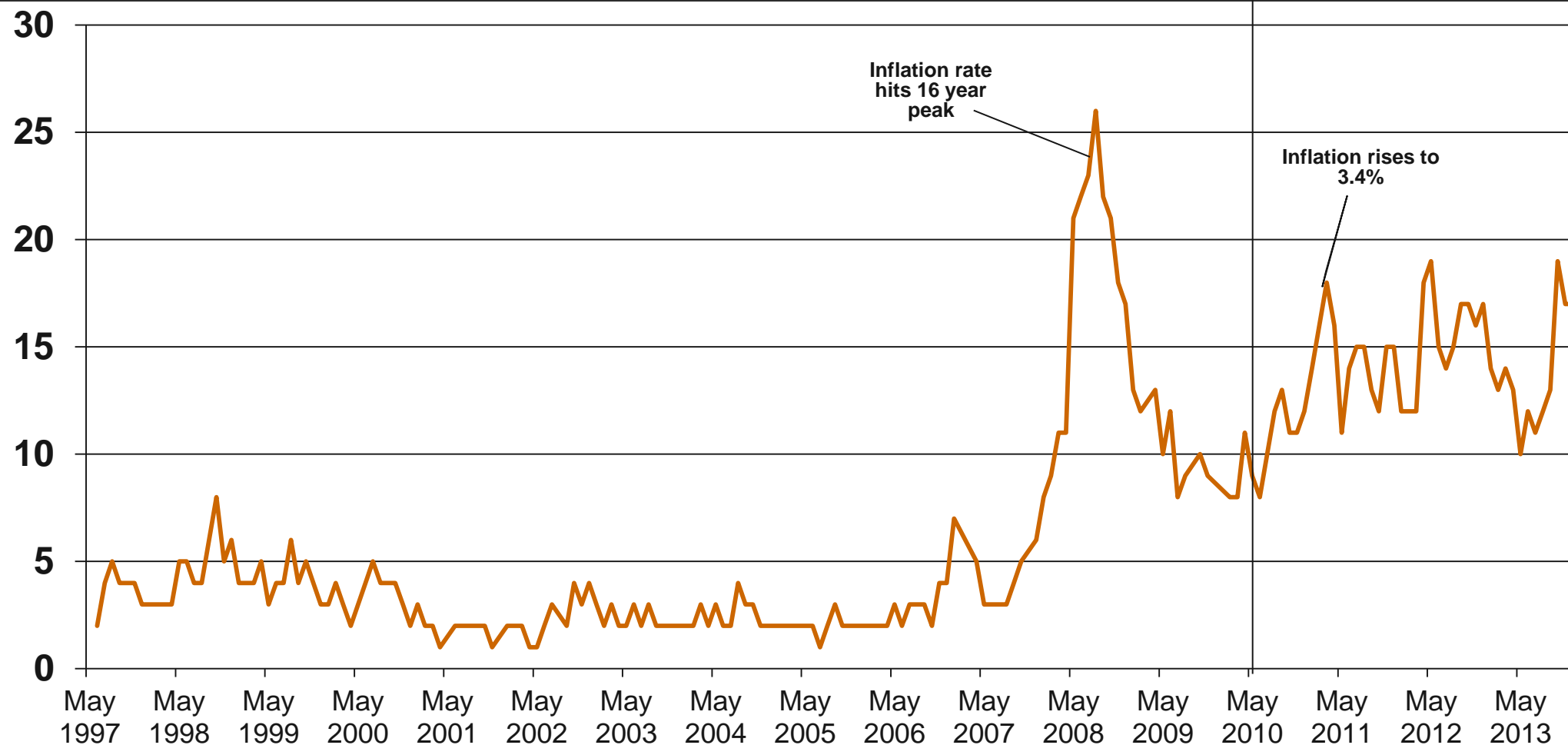
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

Cameron becomes
PM

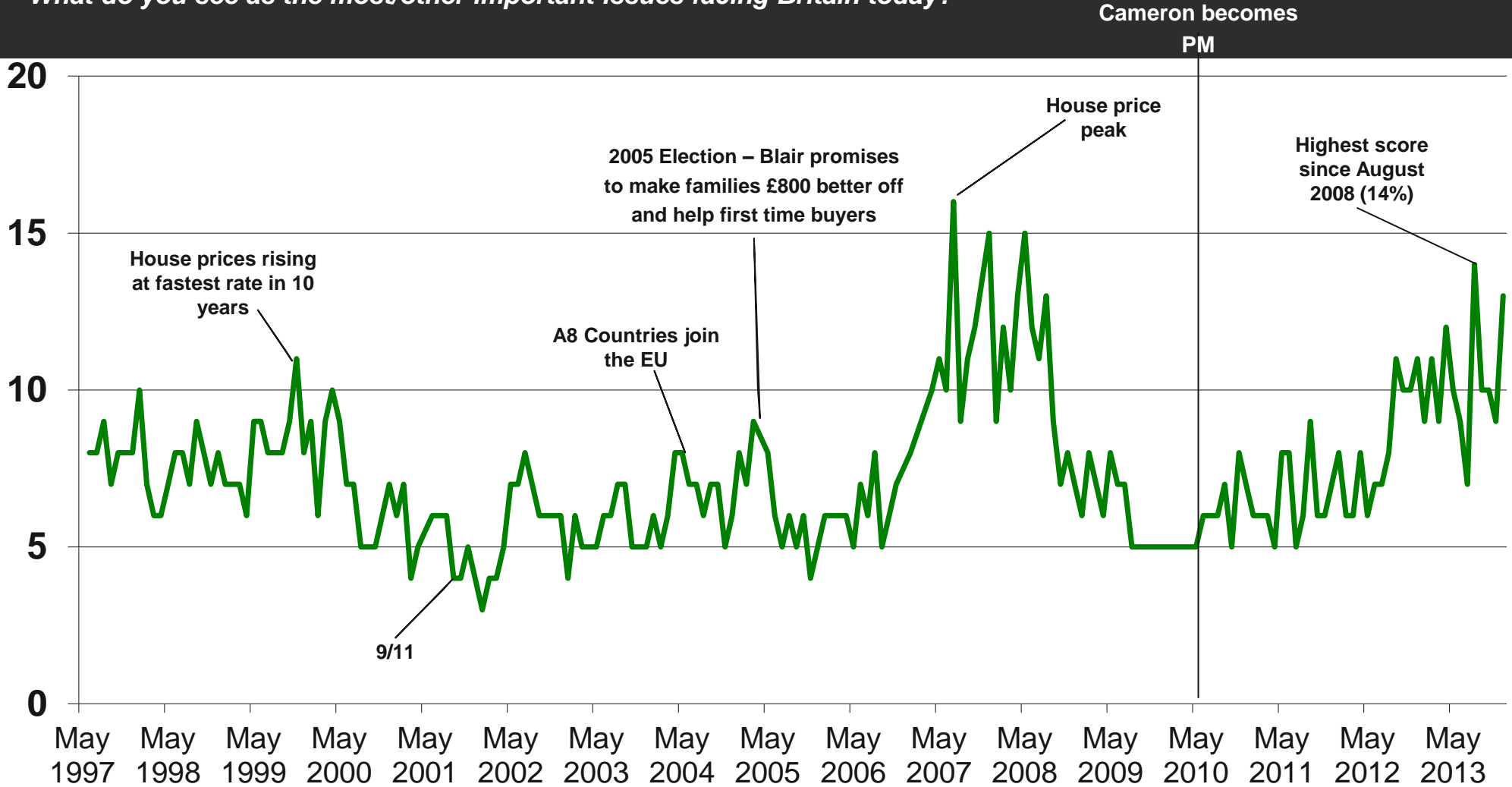


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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



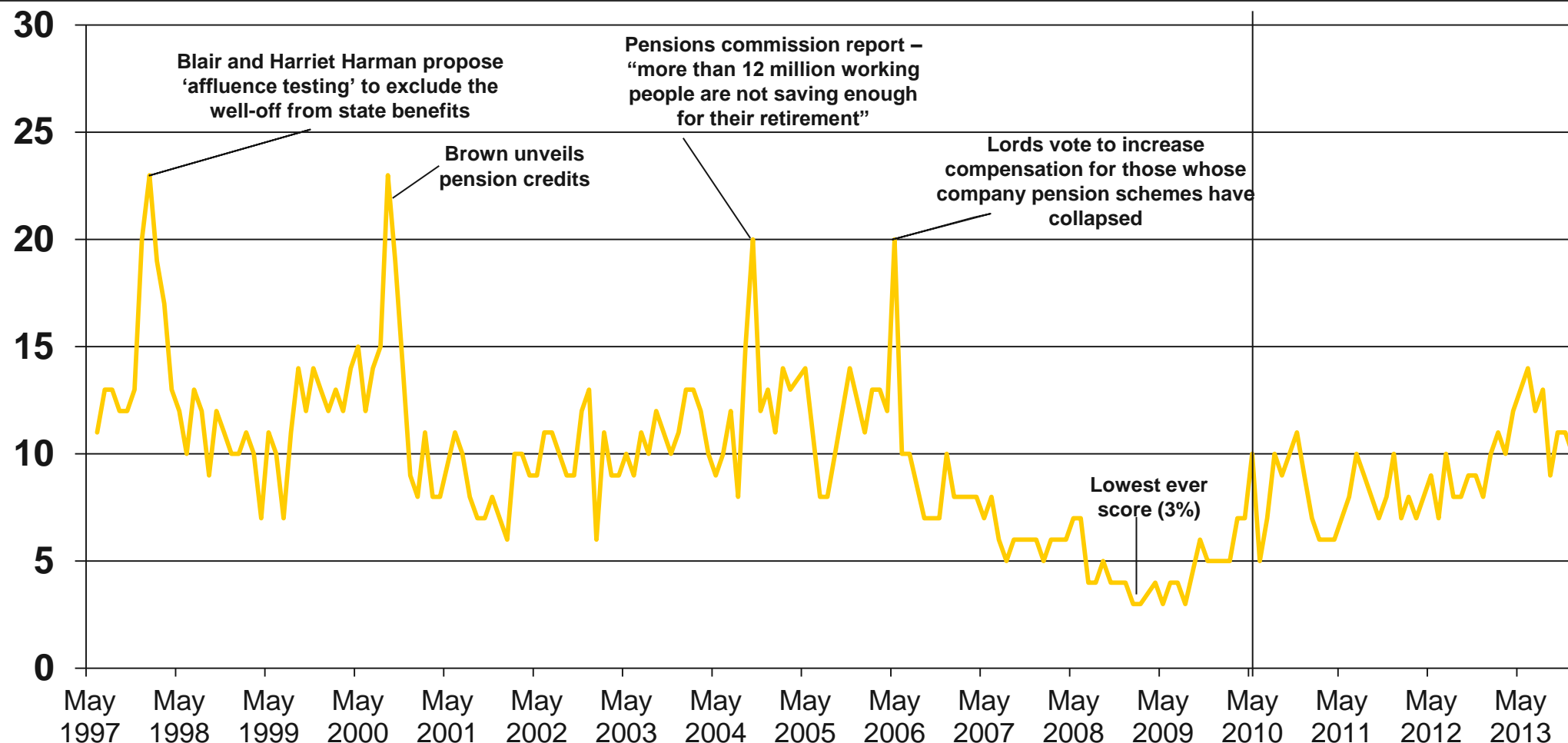
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pensions/Benefits/Social security

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

Cameron becomes
PM



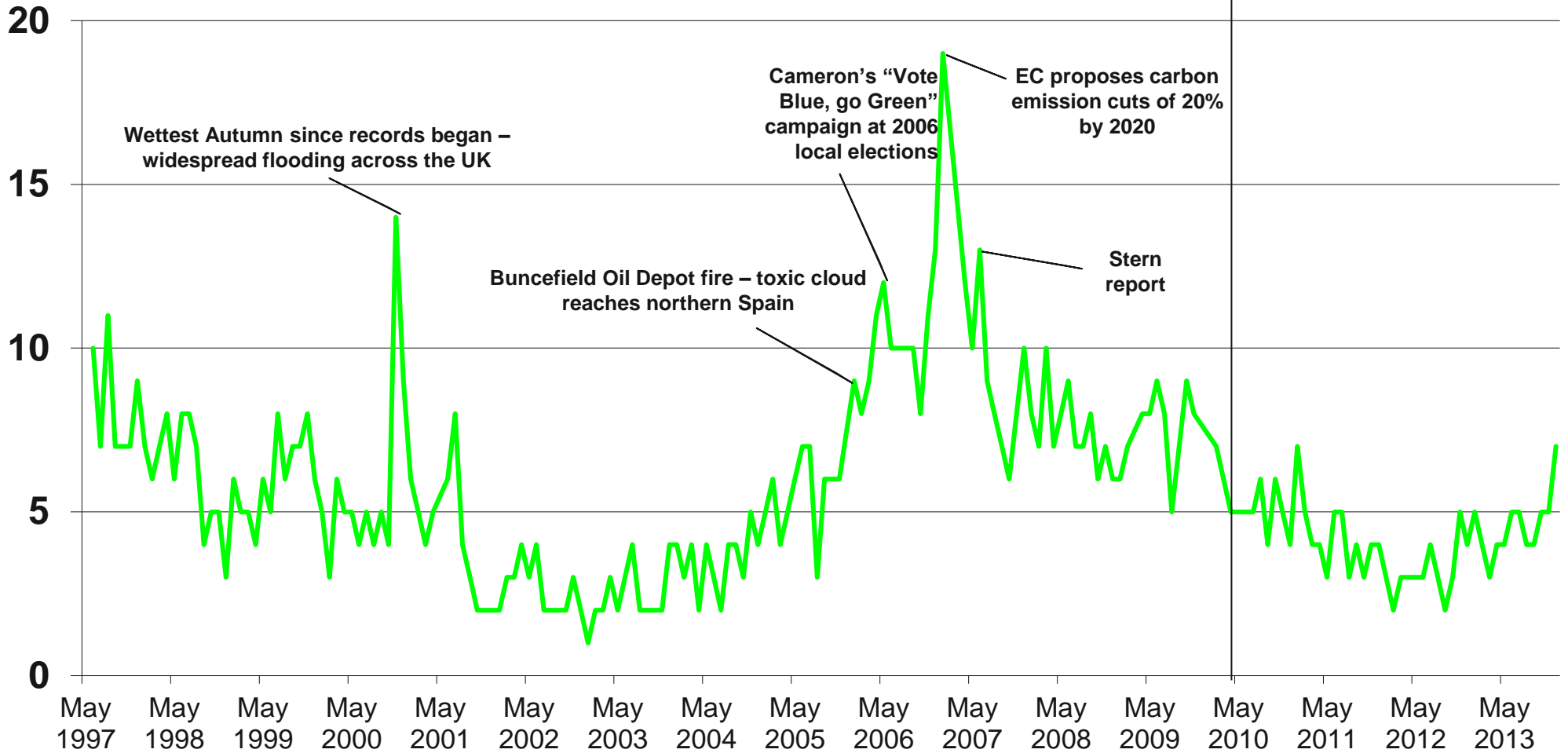
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM



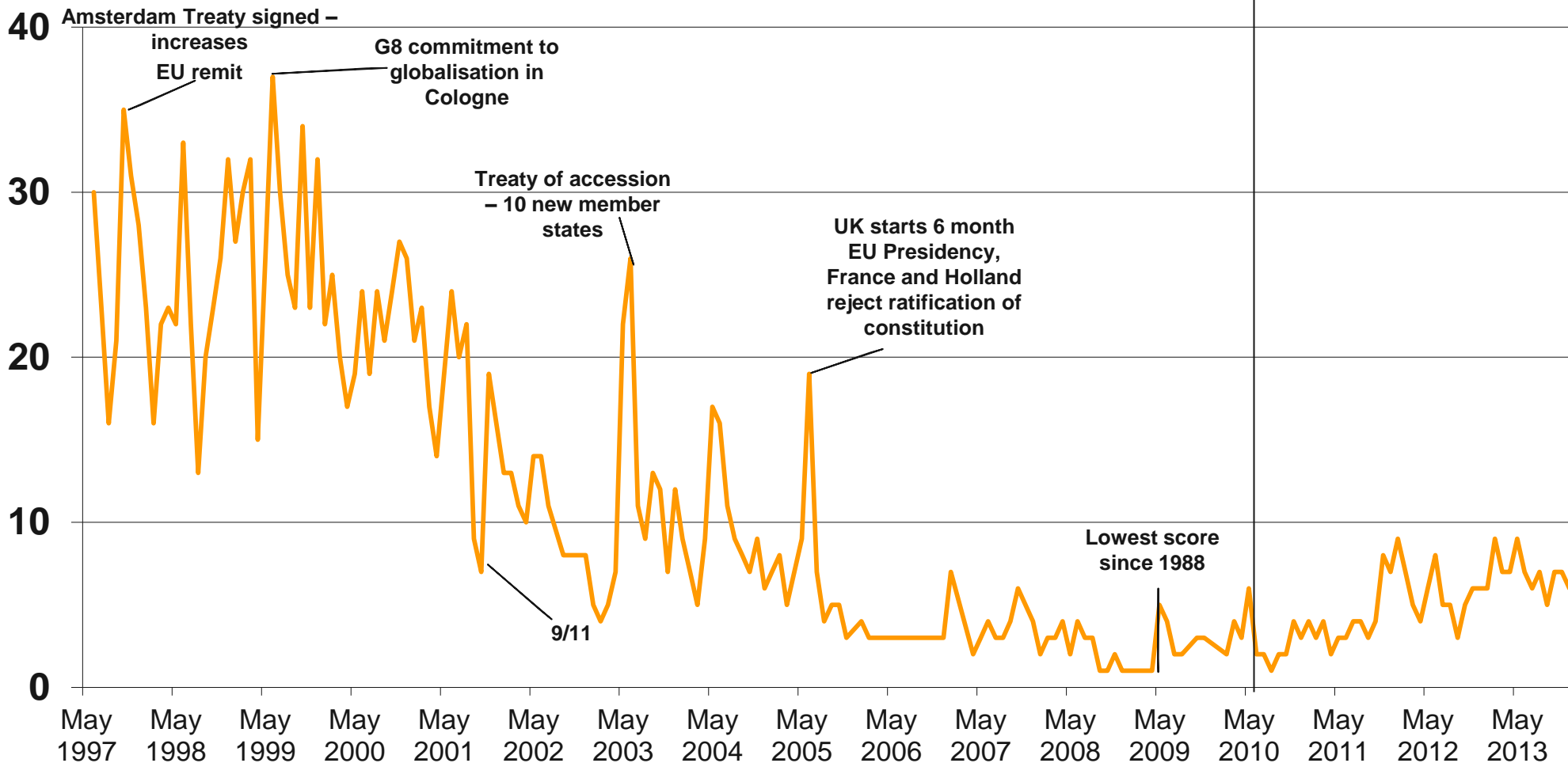
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

Cameron becomes
PM

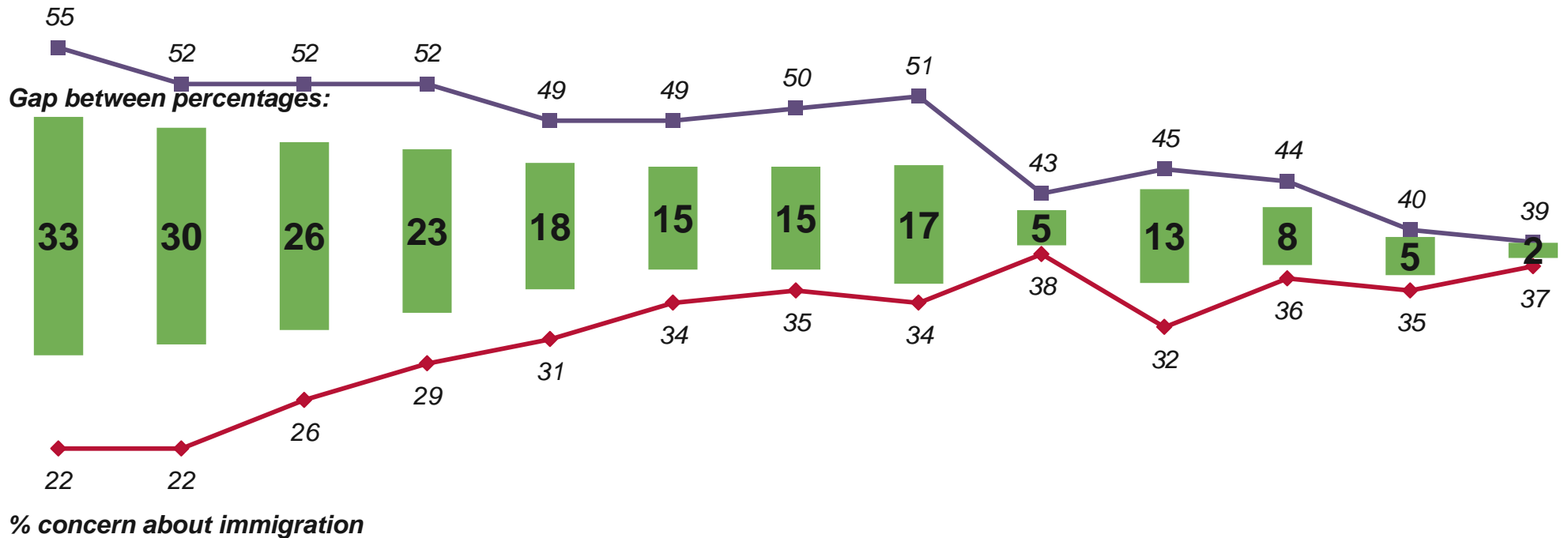


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Mind the gap – the gap narrows further

% concern about the economy



Dec 2012 Jan 2013 Feb 2013 Mar 2013 Apr 2013 May 2013 Jun 2013 Jul 2013 Aug 2013 Sep 2013 Oct 2013 Nov 2013 Dec 2013

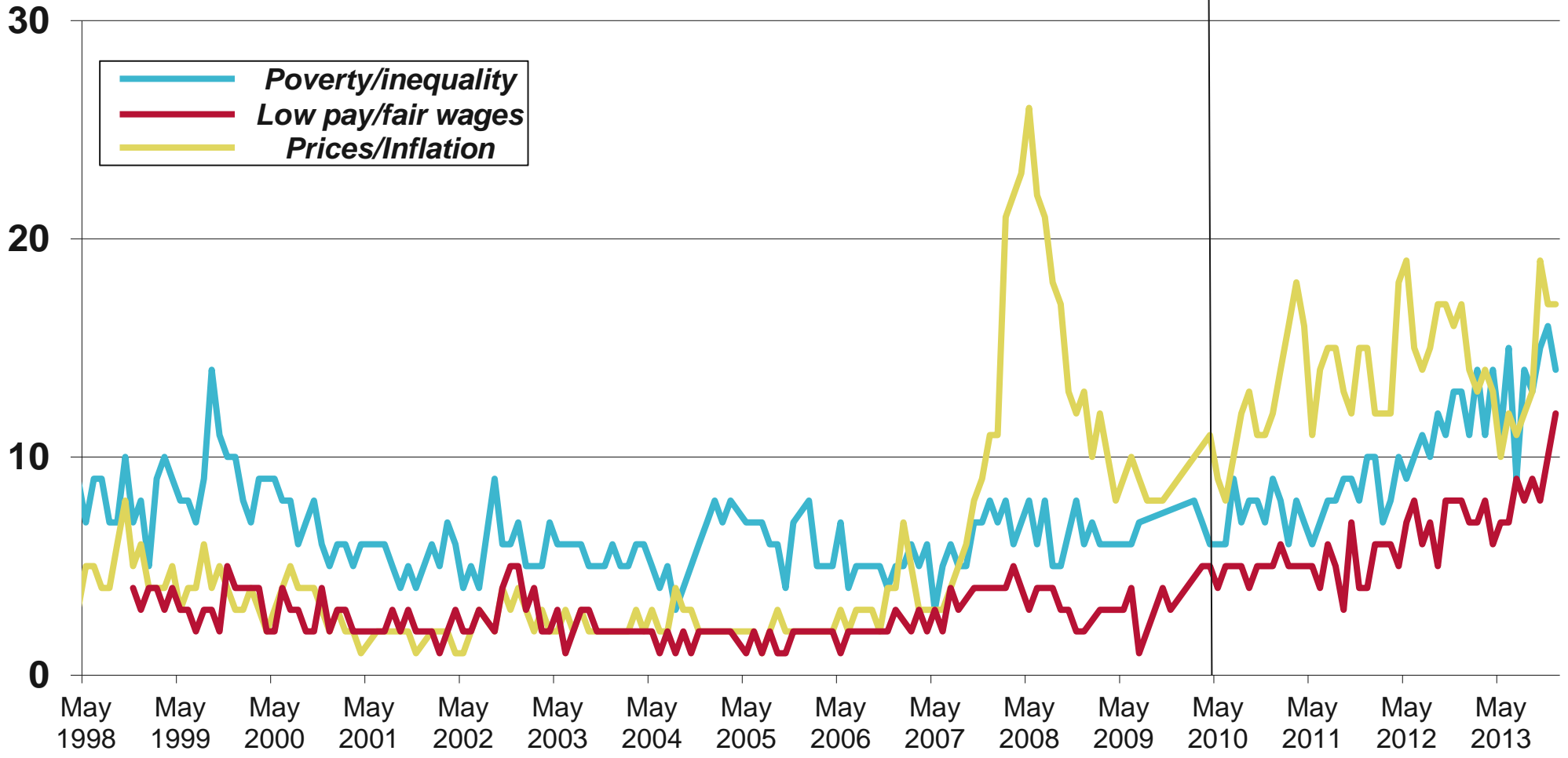
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Rising concern about inequality and our personal financial situation

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

Cameron becomes PM



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

Source: Ipsos MORI Issues Index