



# Ipsos MORI Issues Index

## December 2014

**Ipsos MORI**

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# Issues Facing Britain: December

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

## Top mentions %

## Change since Nov:

% *Position*

Immigration/immigrants **42**

+5 —

Economy **33**

0 —

NHS **33**

+3 —

Unemployment **22**

0 —

Poverty/inequality **17**

+2  +1

Education/schools **13**

0  +2

Crime/law and order/ASB **12**

-1 —

Pensions/welfare/benefits **12**

+2  +5

EU/Europe **11**

-1 —

Low pay/minimum wages/fair pay **11**

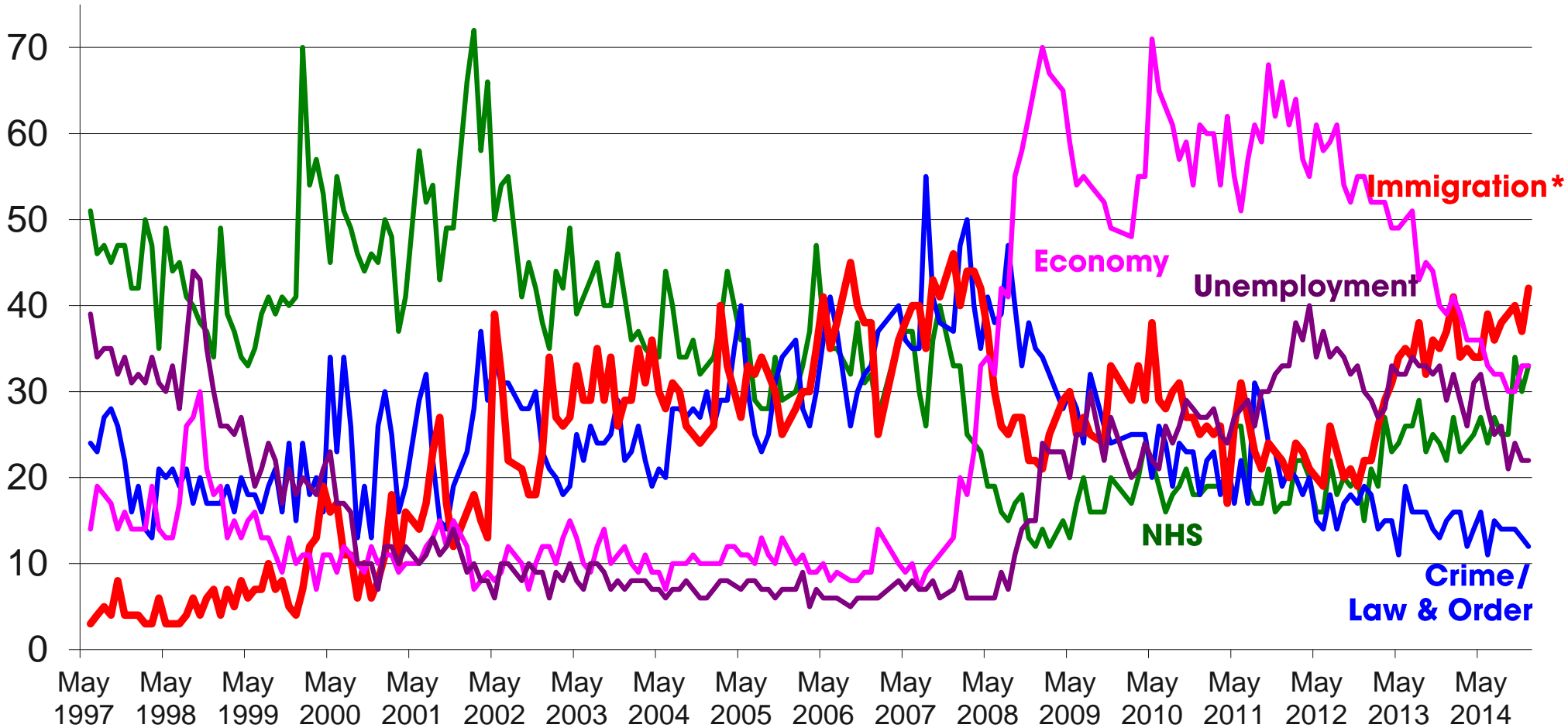
0 —

Base: 970 British adults 18+, 28<sup>th</sup> November – 10<sup>th</sup> December 2014

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Long Term Trends

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



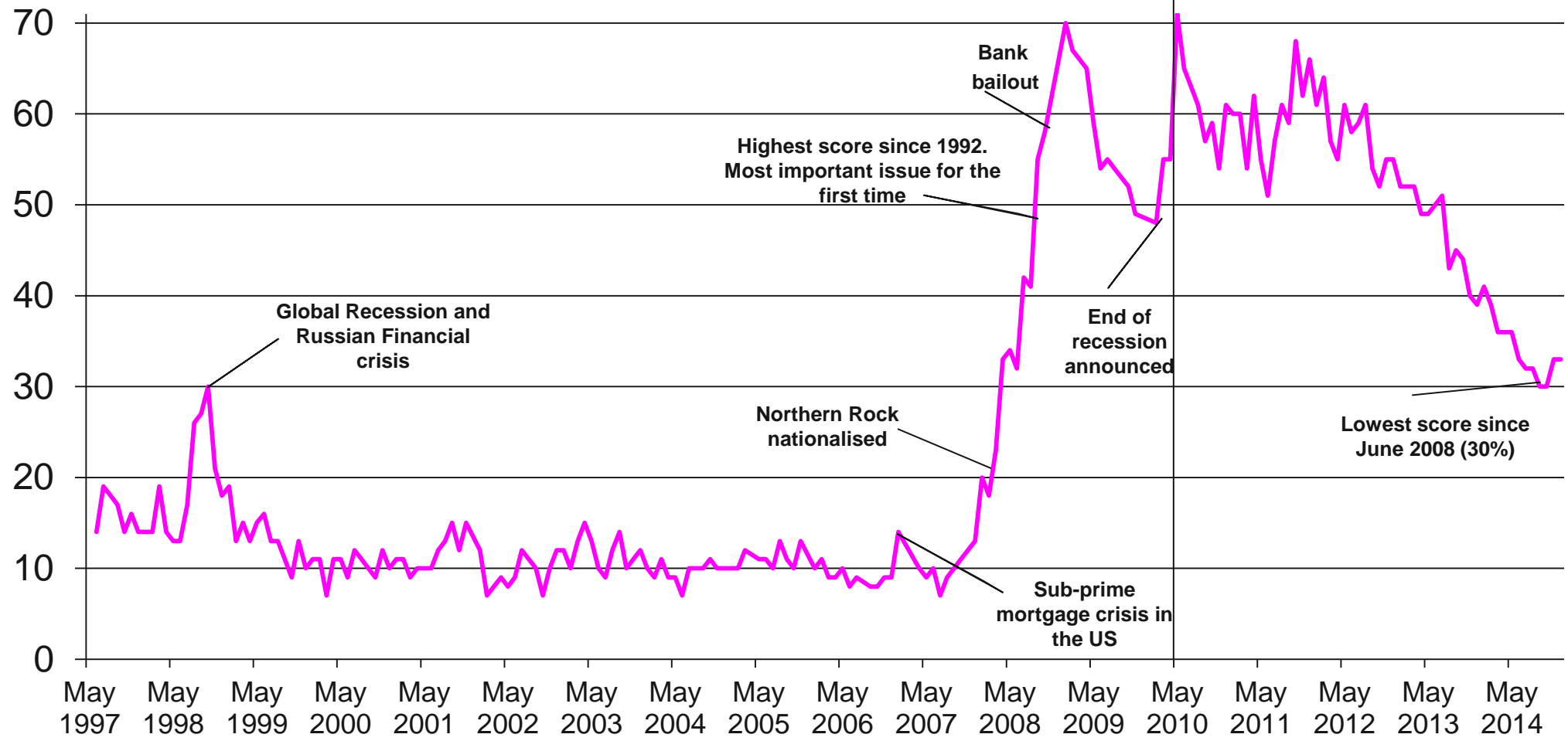
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



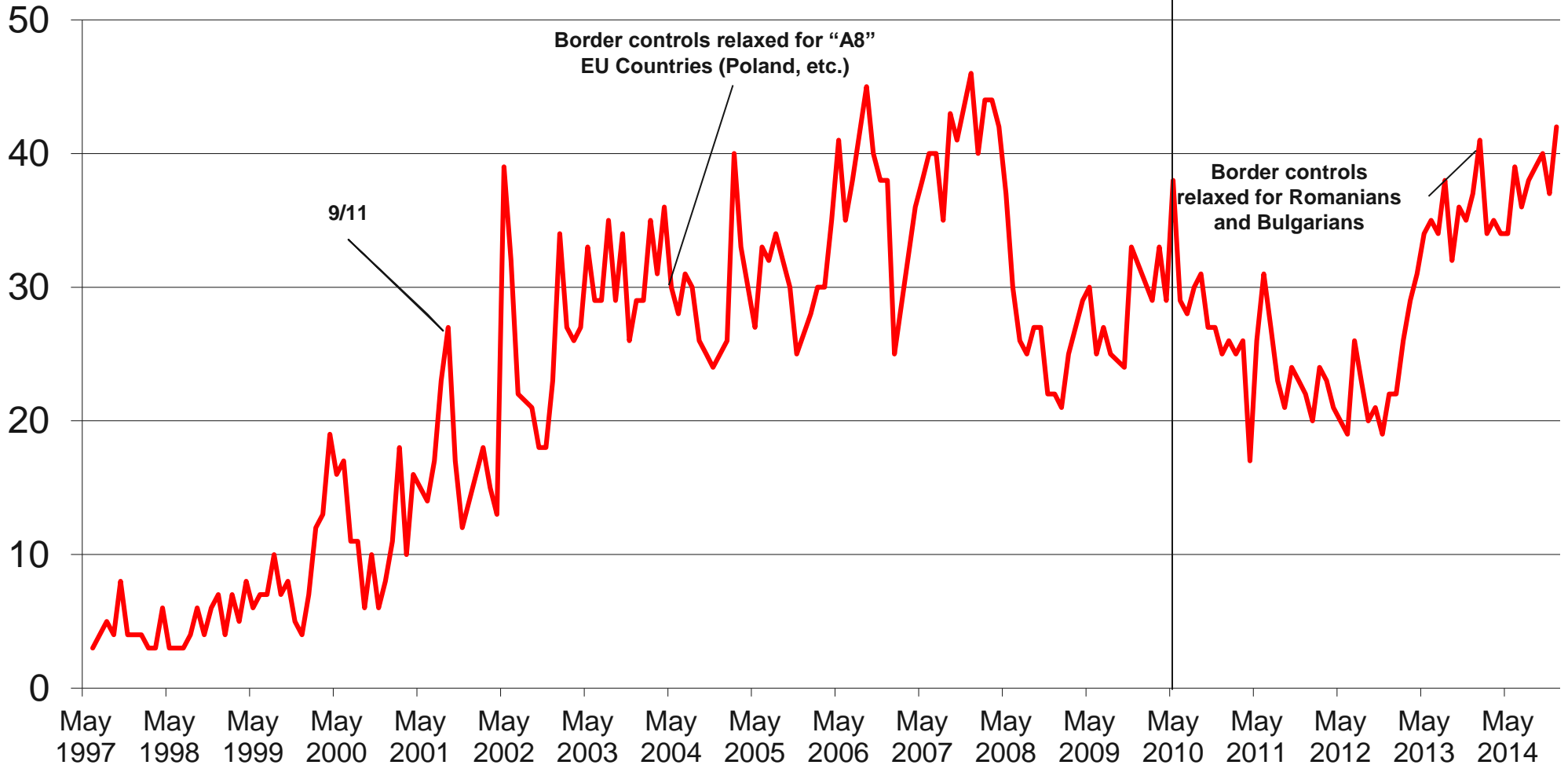
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# Issues Facing Britain: Immigration / Immigrants\*

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

Cameron becomes  
PM



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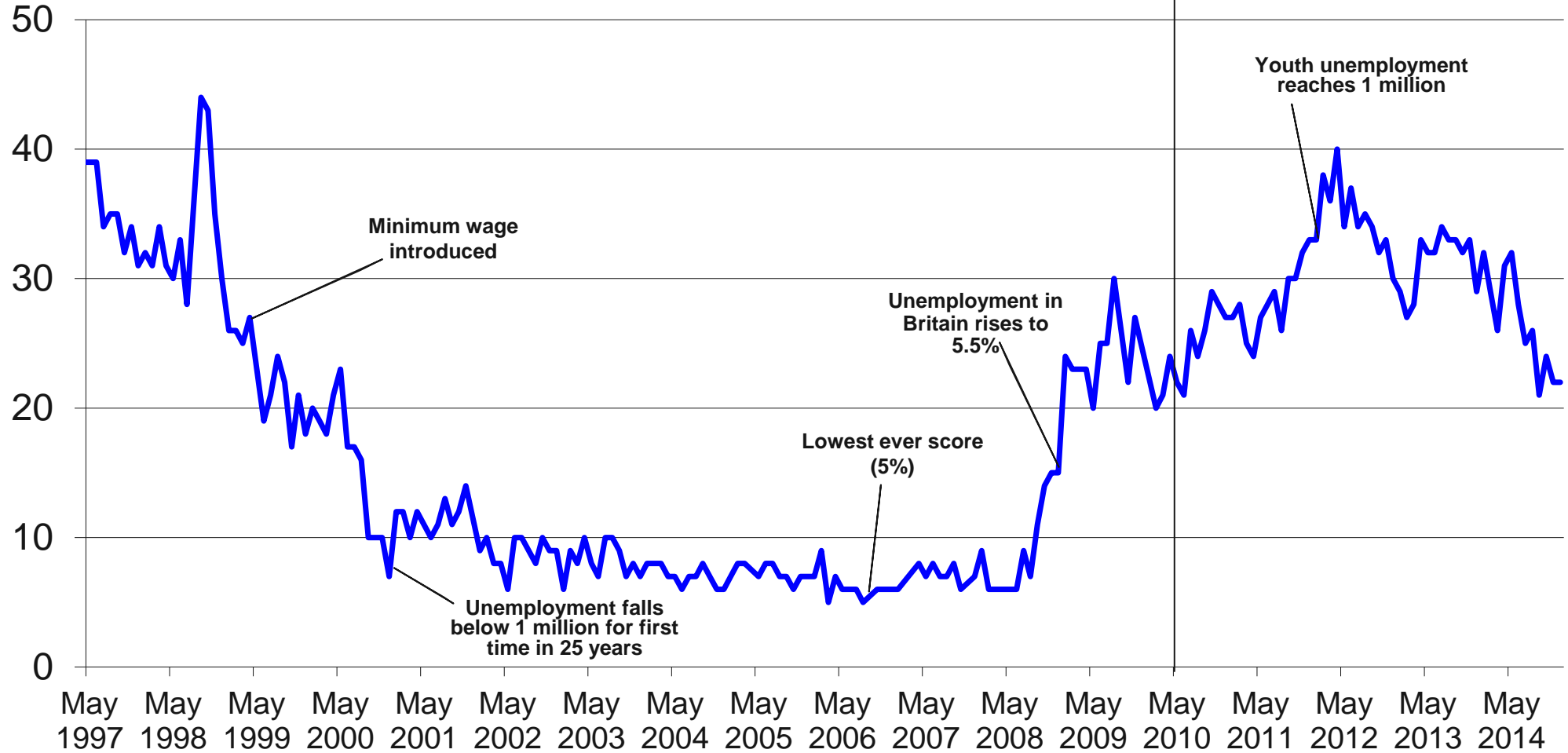
Source: Ipsos MORI Issues Index

\* Up until Sept 2014 the code was race/relations/immigration/immigrants

# 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



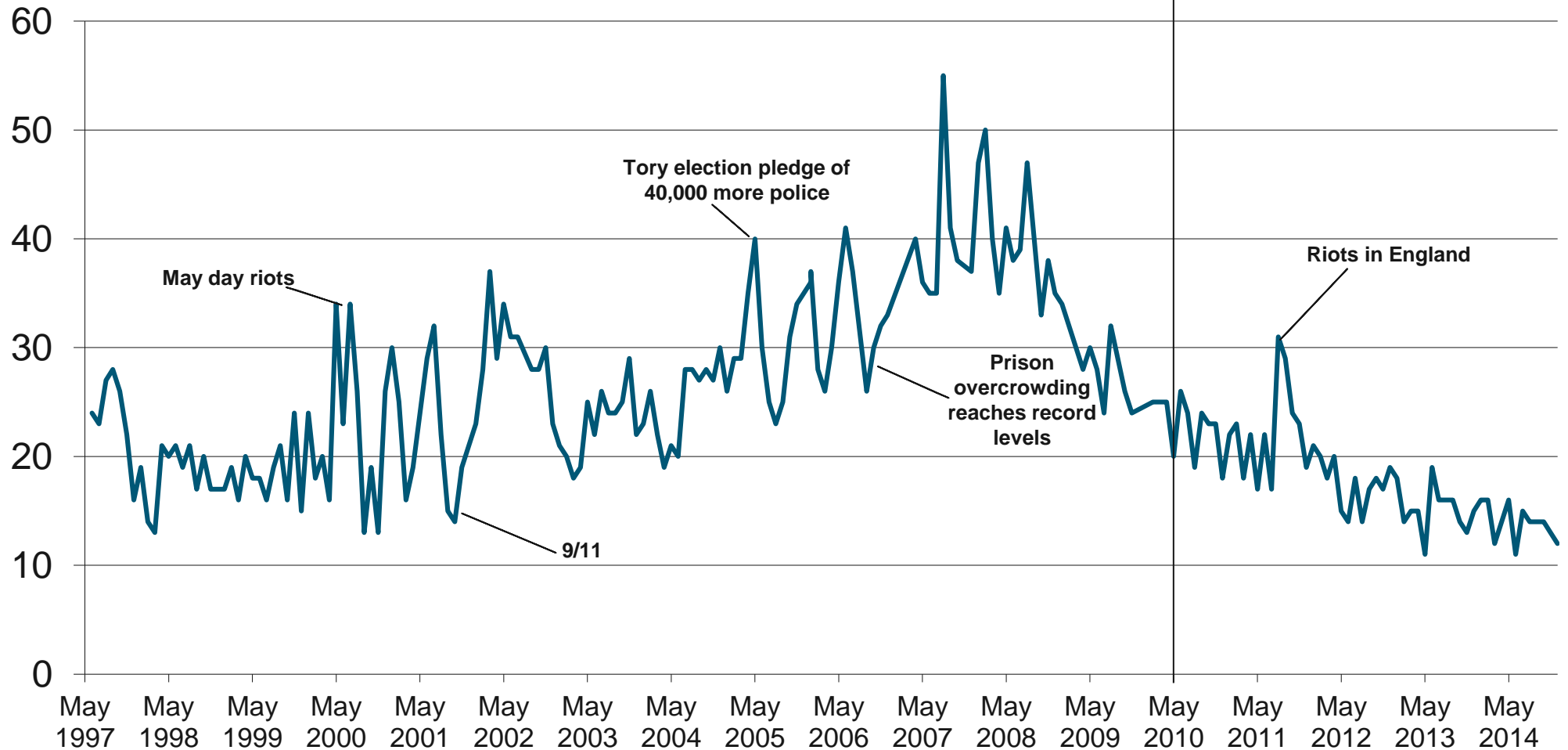
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# Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

Cameron becomes PM



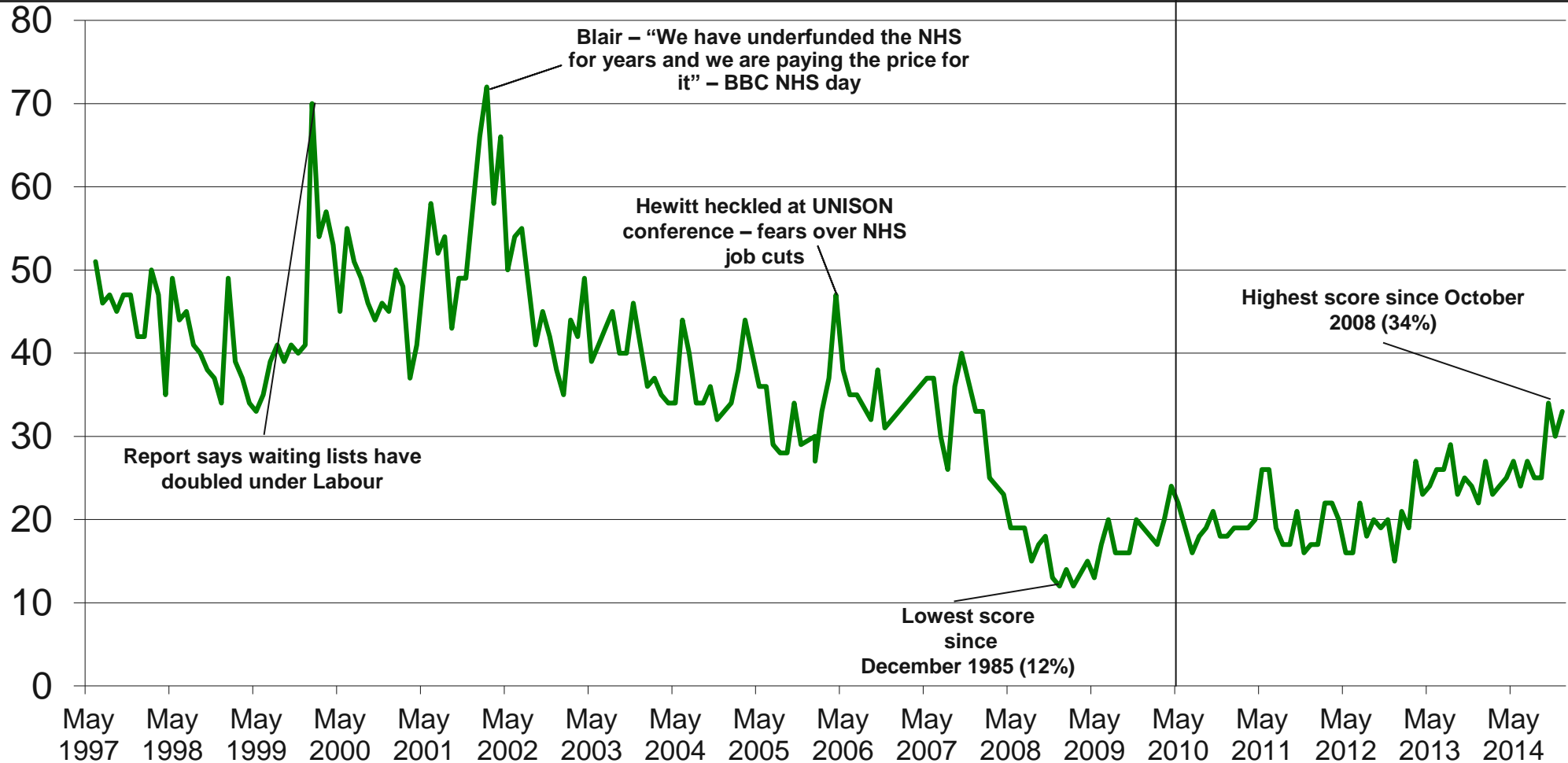
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# Issues Facing Britain: NHS / Hospitals / Healthcare

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

Cameron becomes PM



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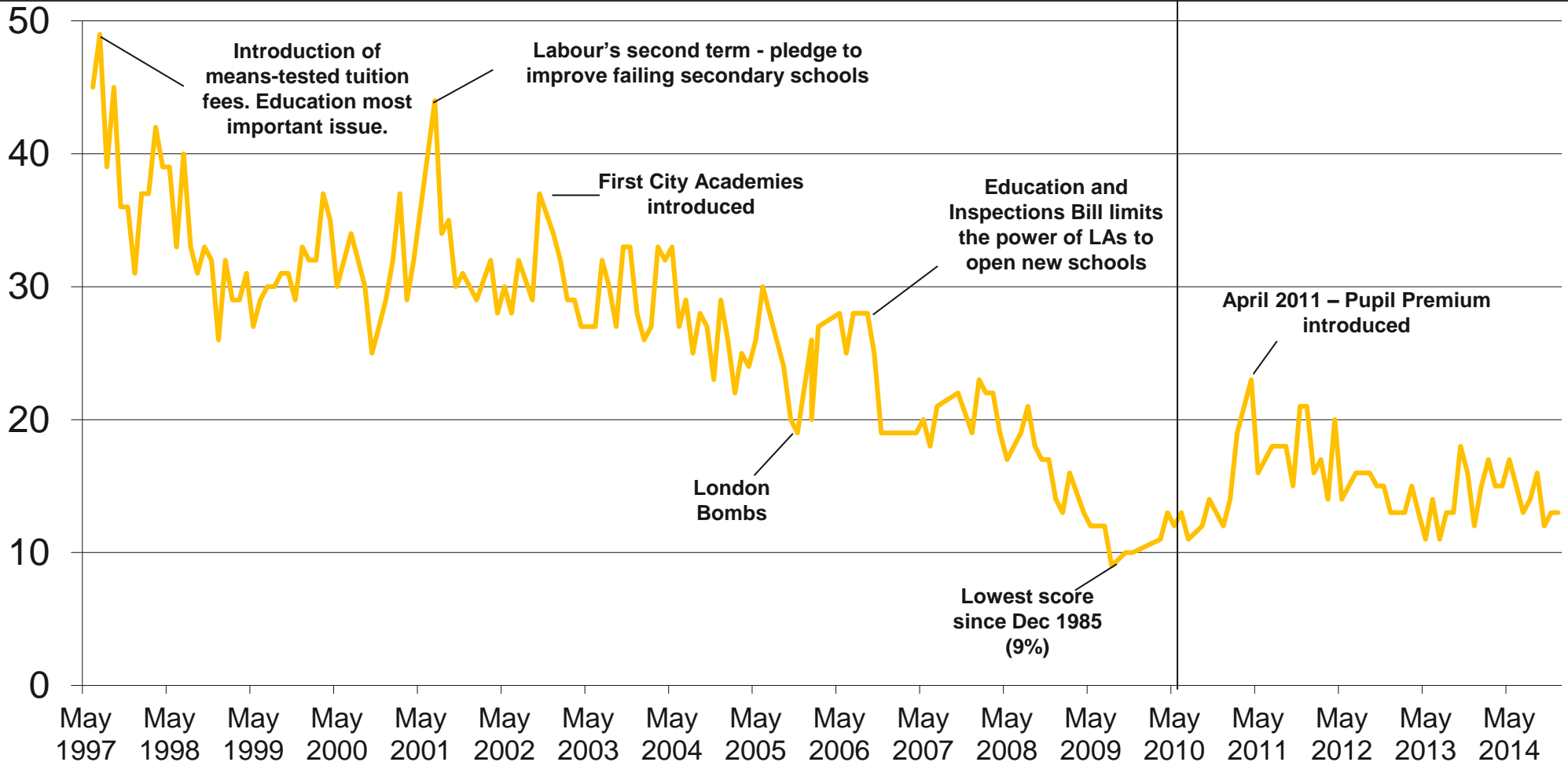
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# Issues Facing Britain: Education / Schools

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

Cameron becomes PM



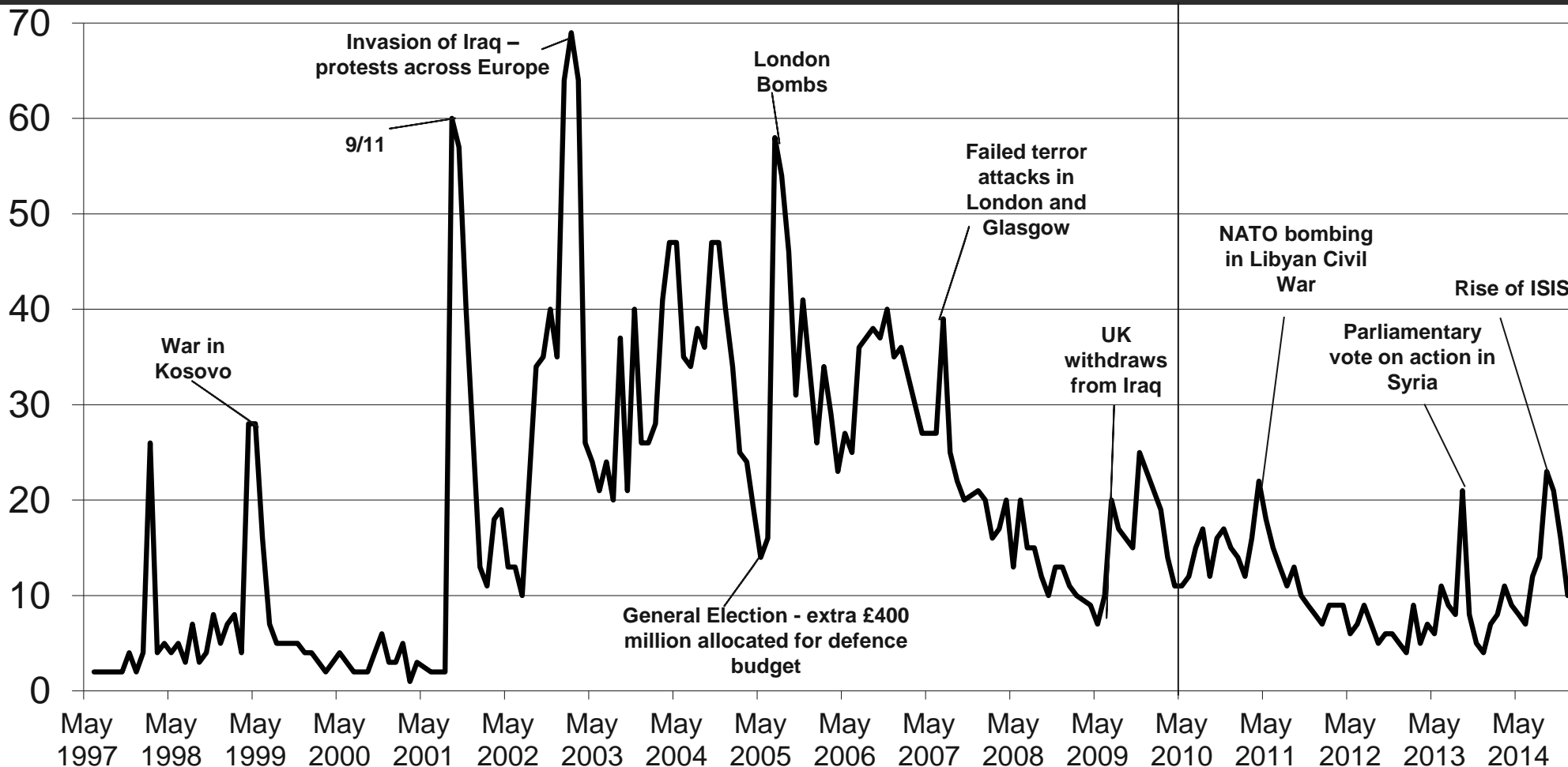
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# Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

Cameron becomes PM



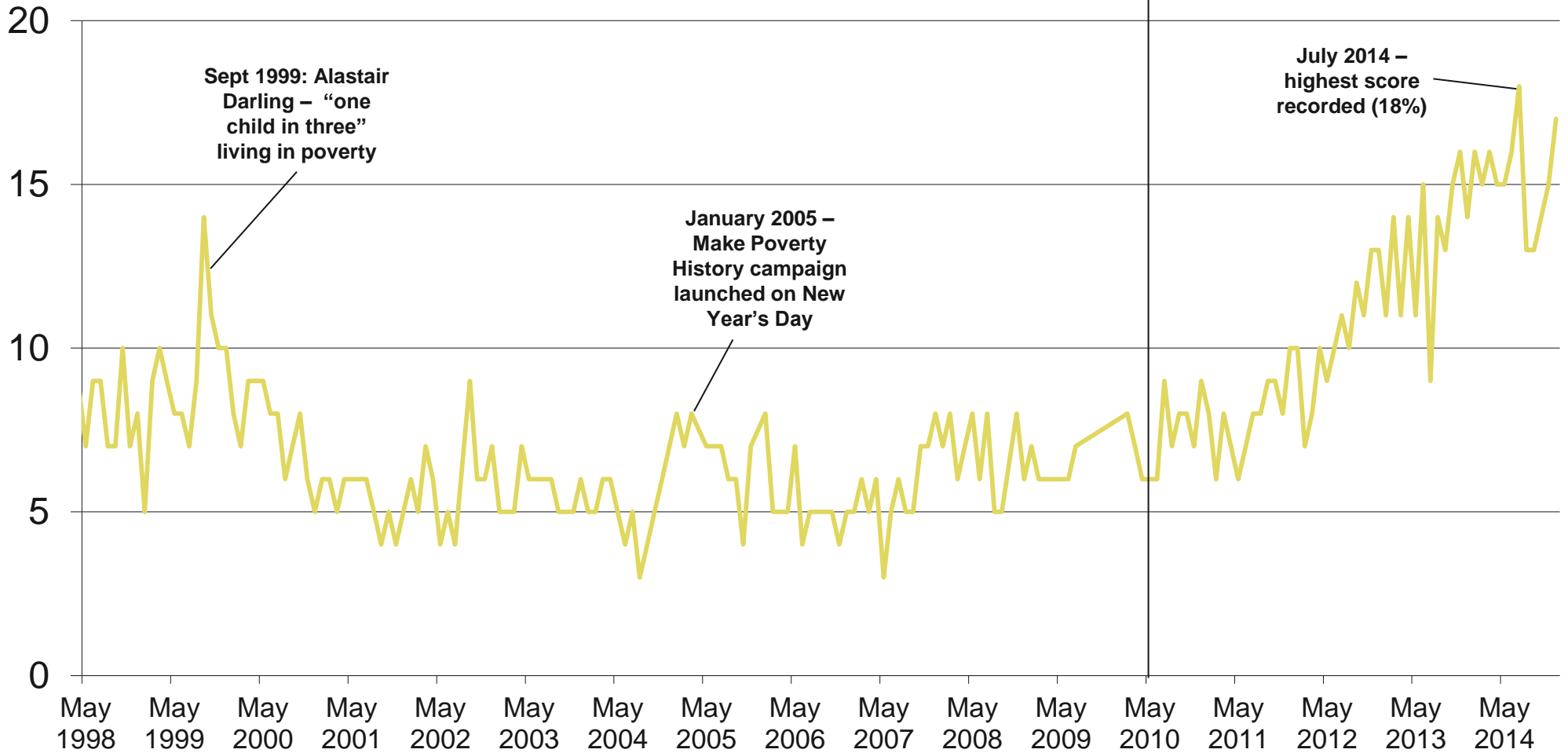
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# Issues Facing Britain: Poverty/inequality

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

Cameron becomes PM



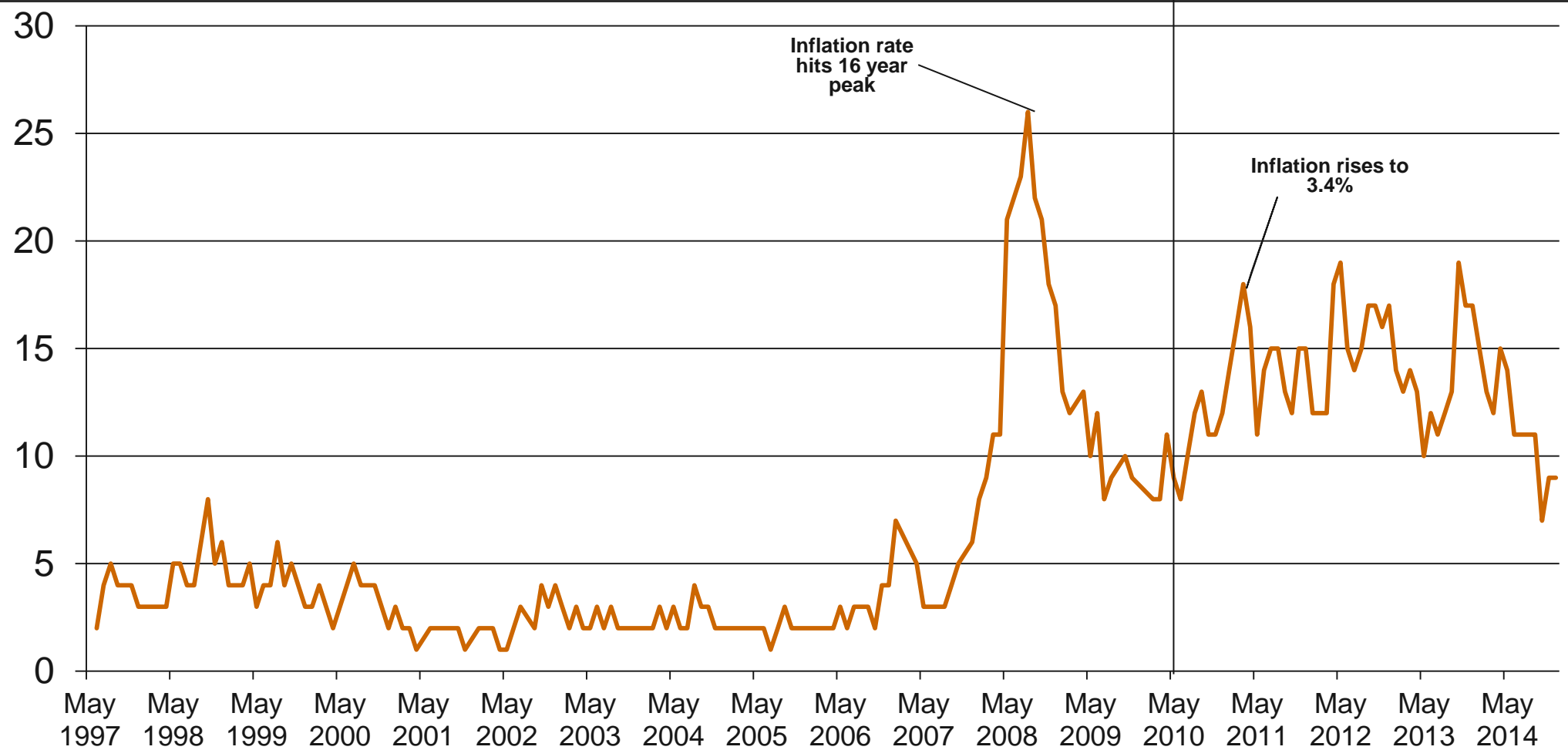
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# Issues Facing Britain: Inflation/Prices

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

Cameron becomes PM



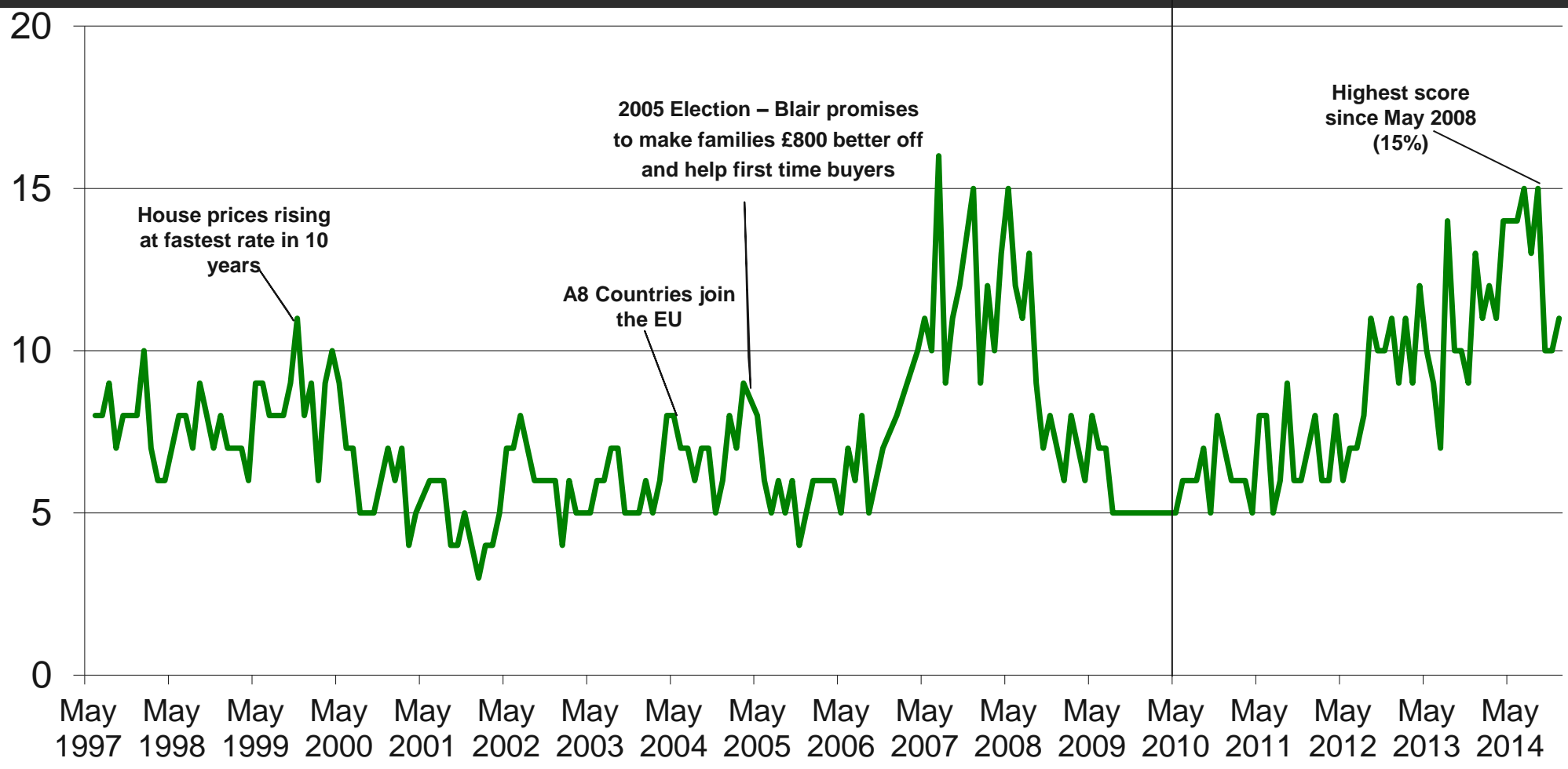
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# Issues Facing Britain: Housing

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

Cameron becomes PM



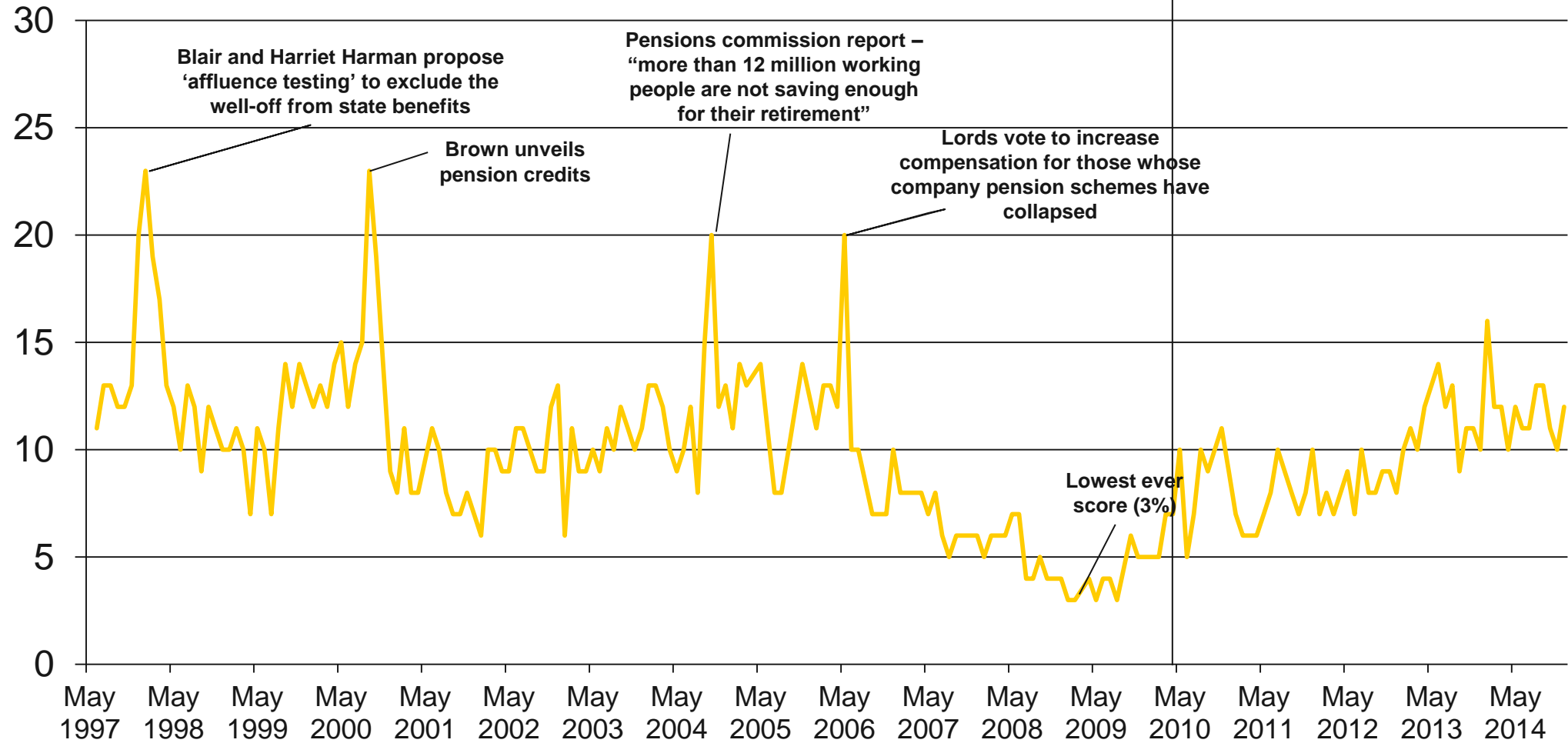
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# Issues Facing Britain: Pensions/Benefits/Welfare

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

Cameron becomes PM



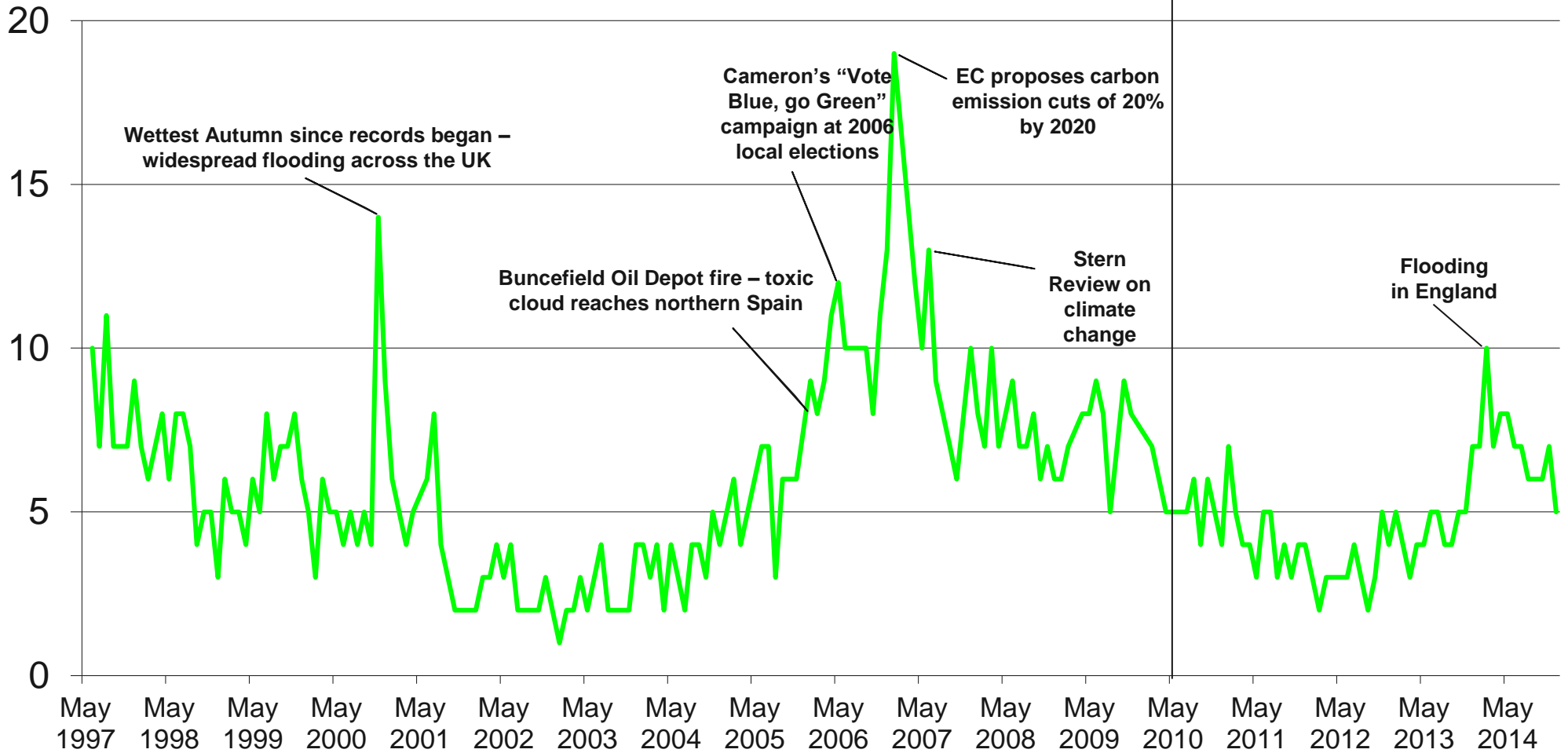
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# Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM



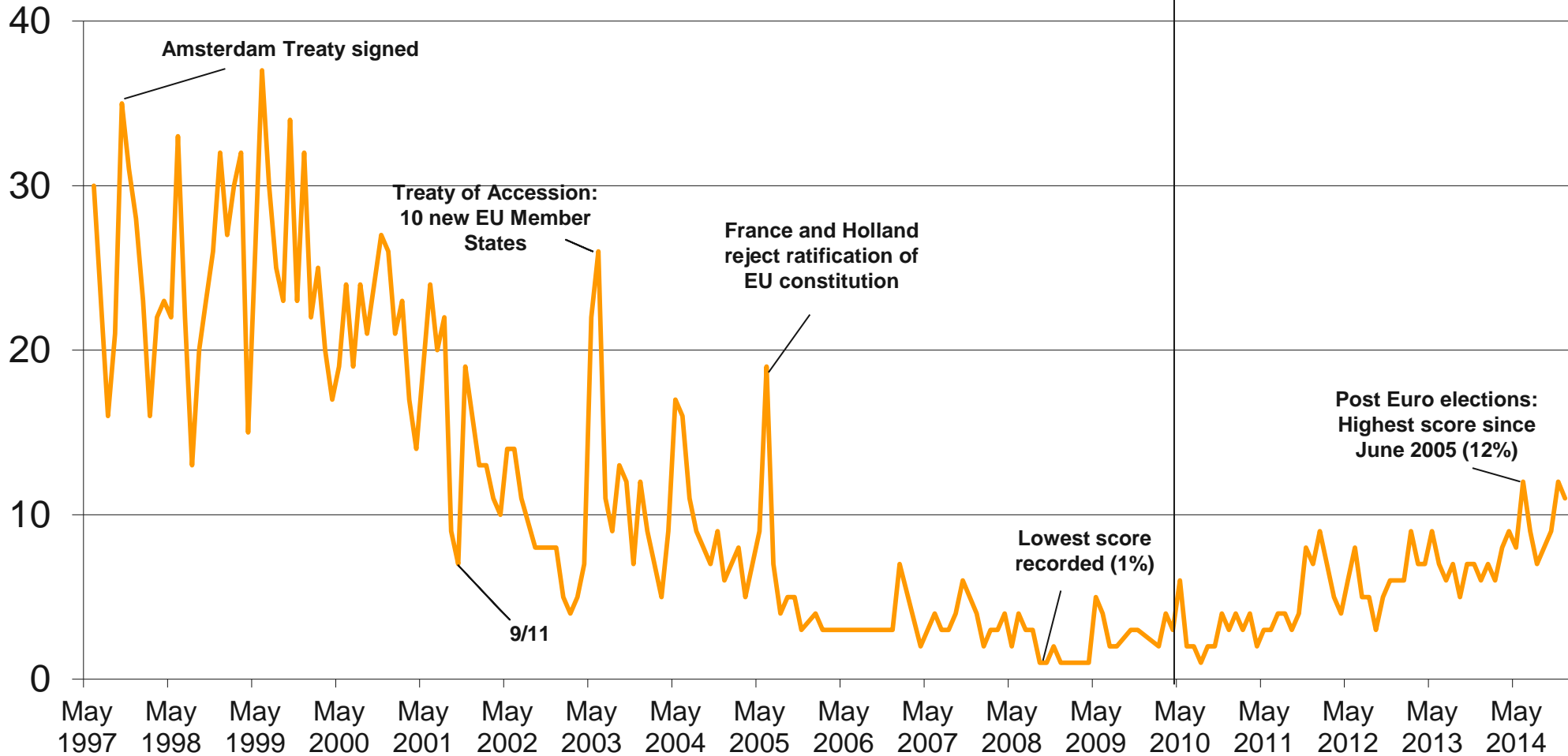
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# Issues Facing Britain: Common Market / Europe / Euro / EU

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

Cameron becomes PM



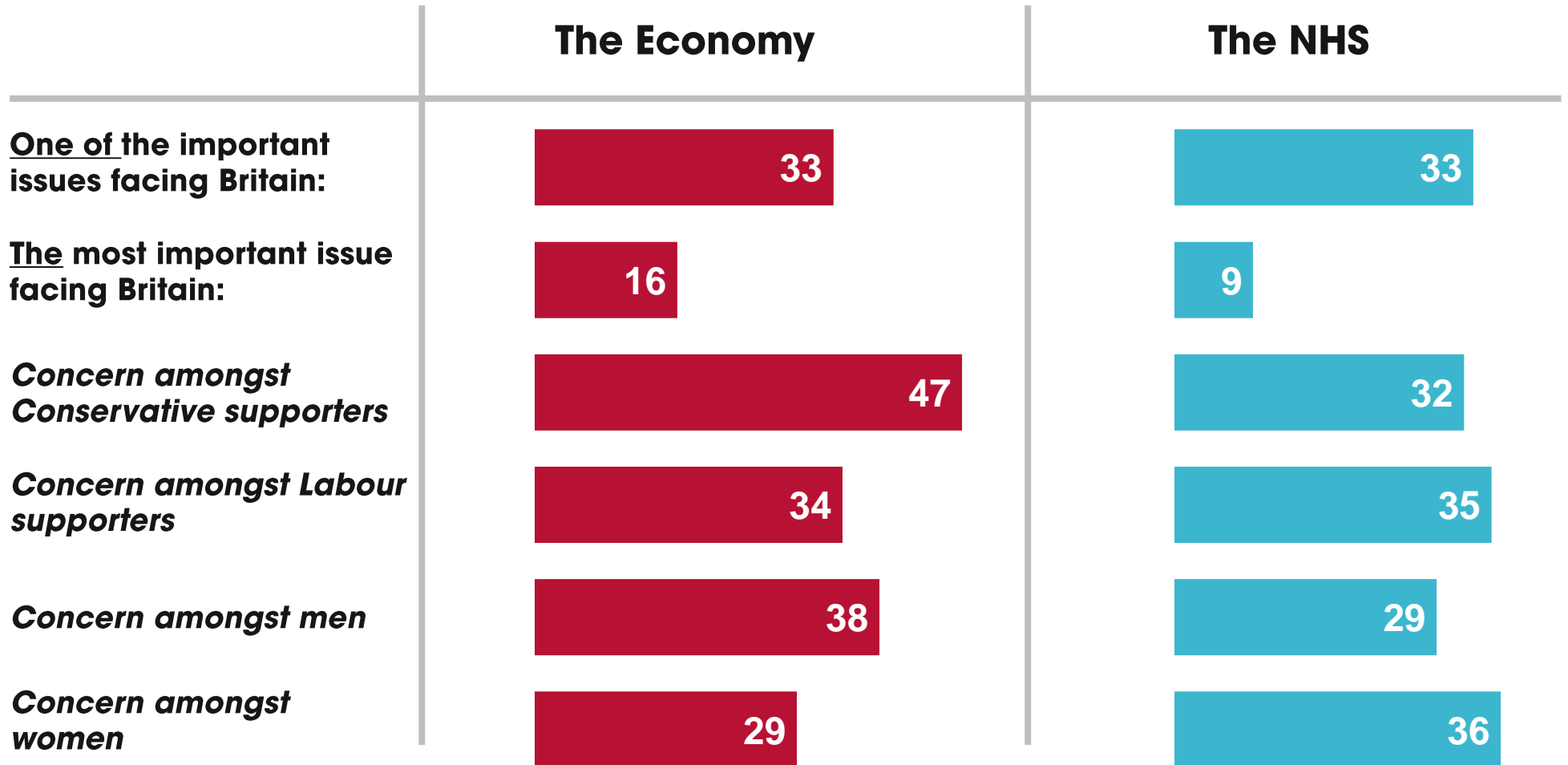
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# The NHS and the Economy

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



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