



# Ipsos MORI Issues Index

## December 2012

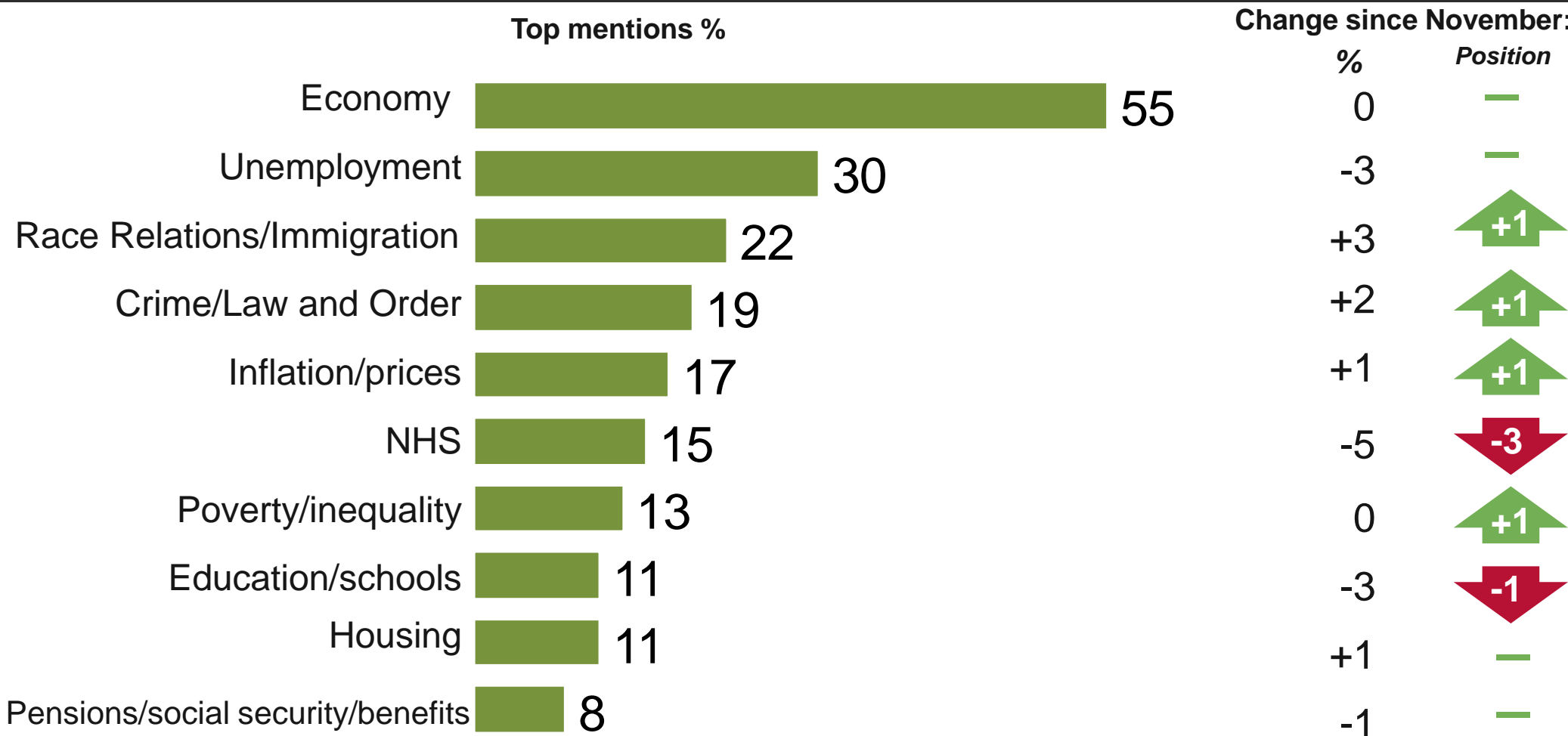
**Ipsos MORI**

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# Issues Facing Britain: December

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

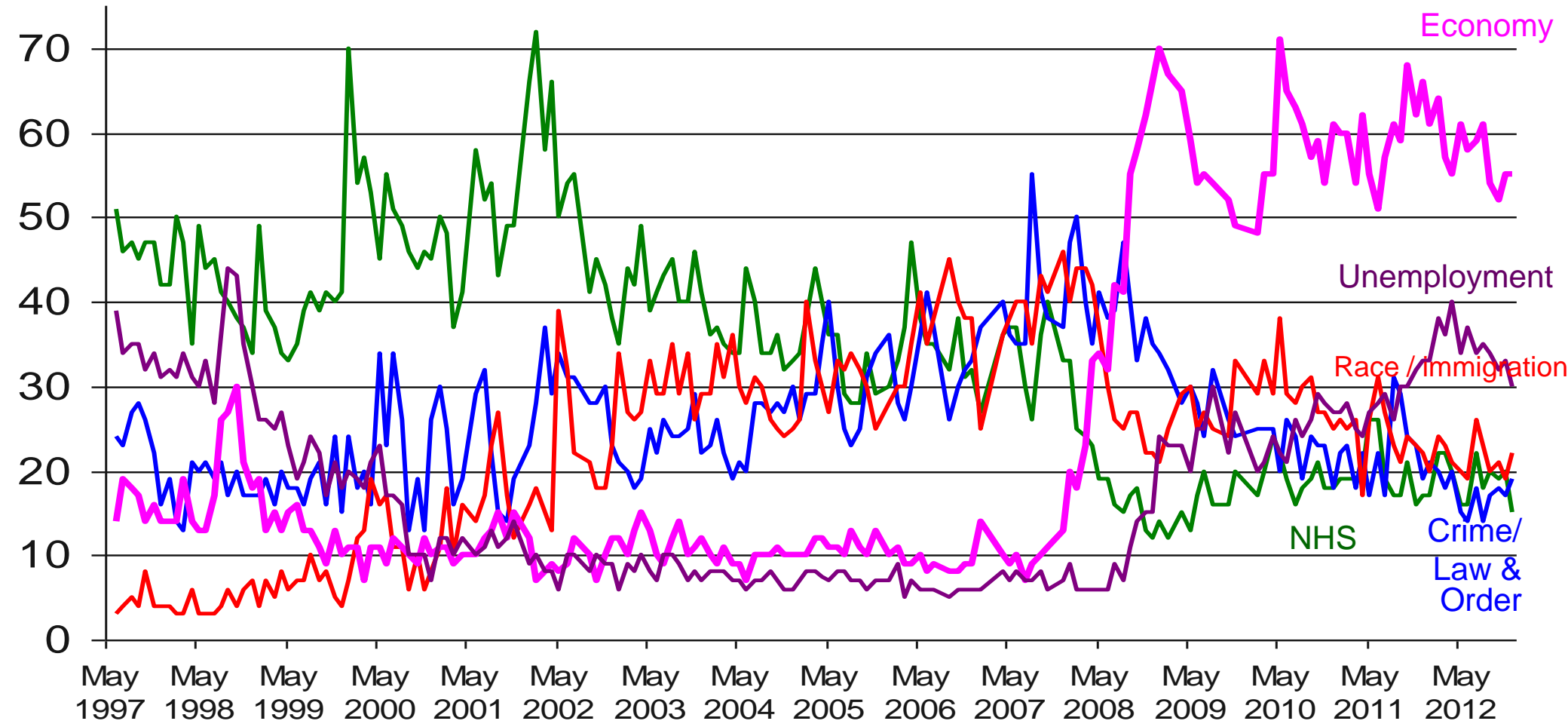


Base: 1,174 British adults 18+, 30<sup>th</sup> November - 14<sup>th</sup> December 2012

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Long Term Trends

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

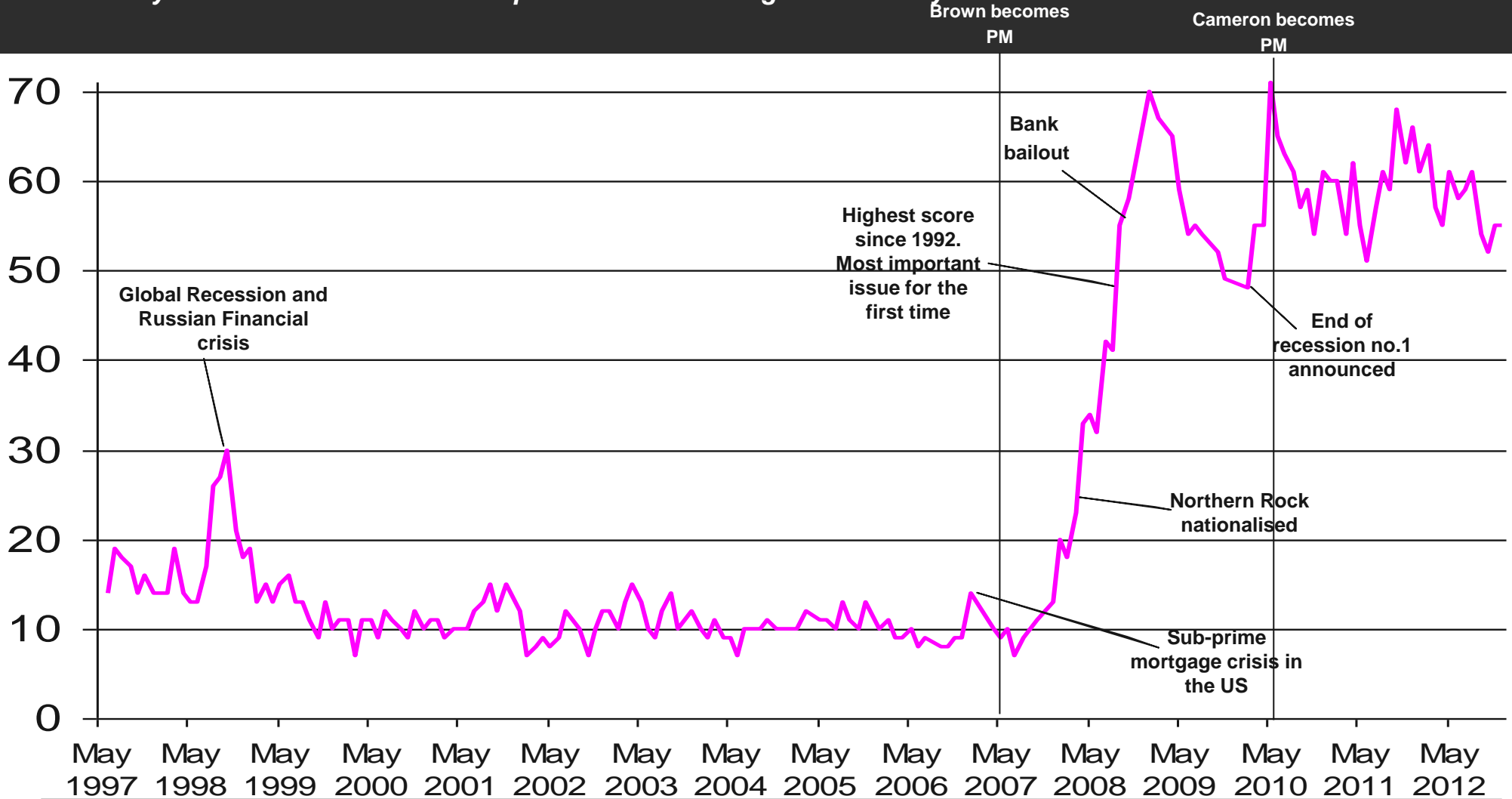


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Economy / Economic situation

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



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Source: Ipsos MORI Issues Index

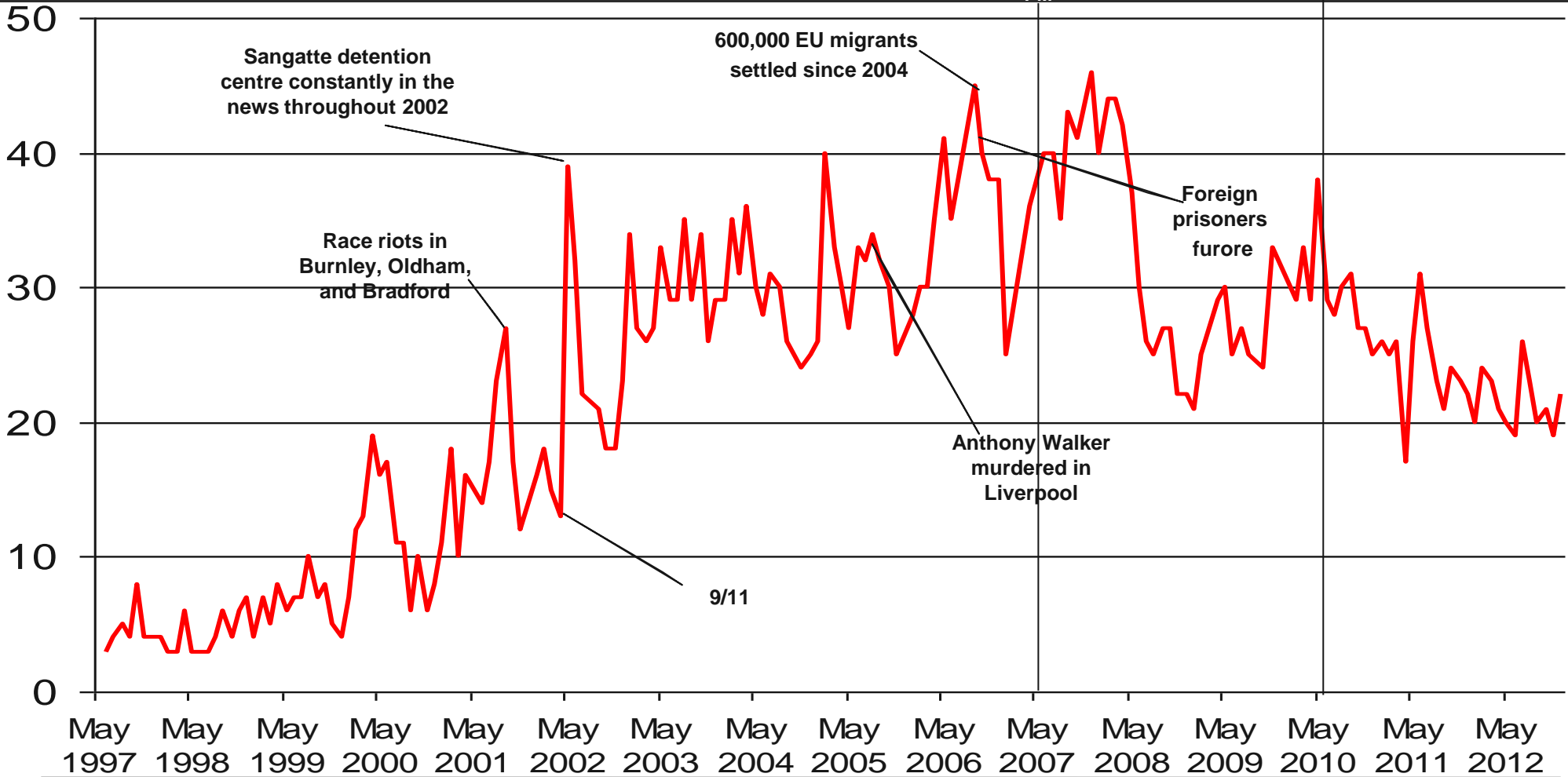


# Issues Facing Britain: Race Relations / Immigration / Immigrants

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

Cameron becomes PM

Brown becomes PM



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

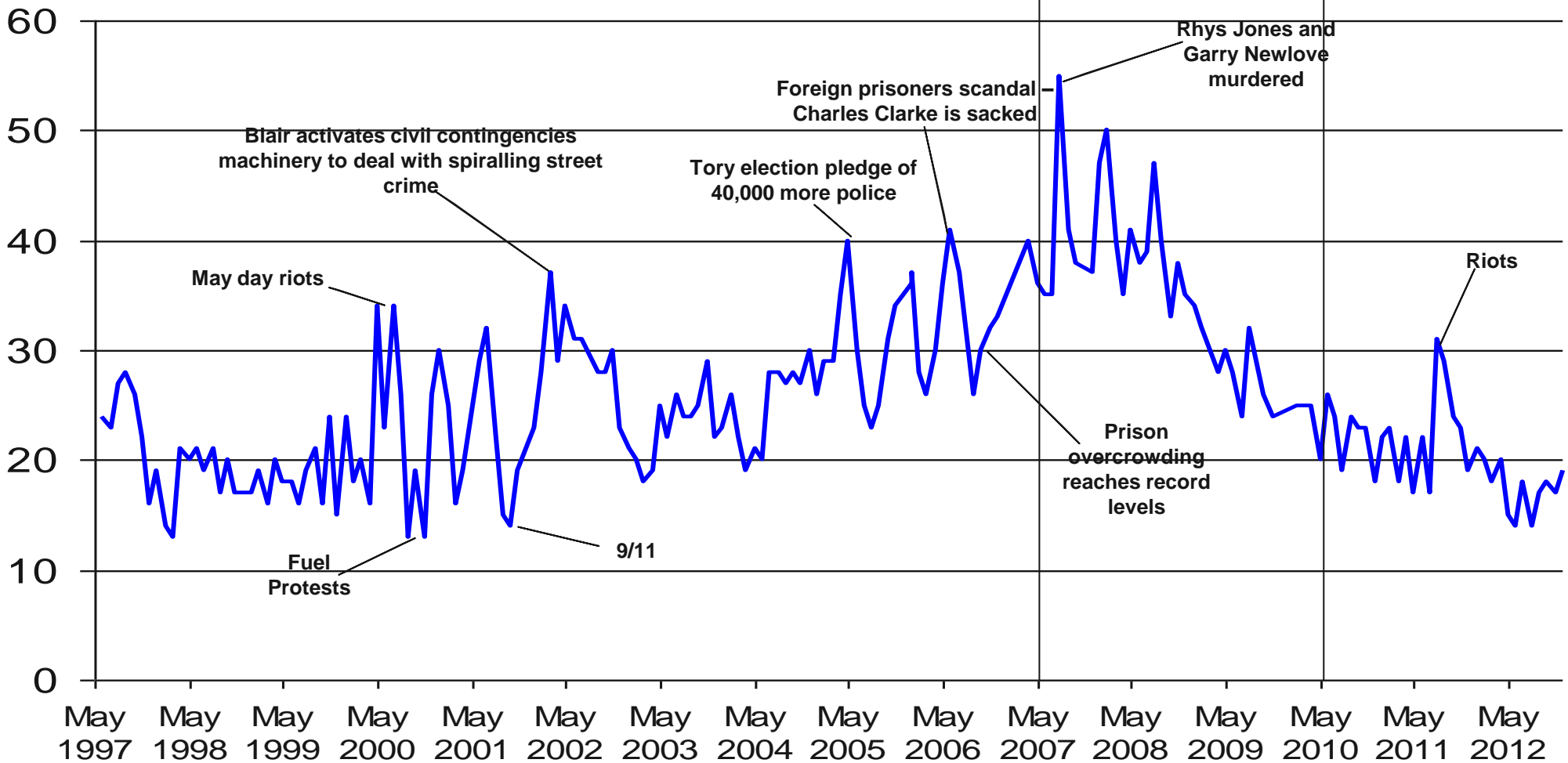
Source: Ipsos MORI Issues Index

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

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

Brown becomes PM

Cameron becomes PM

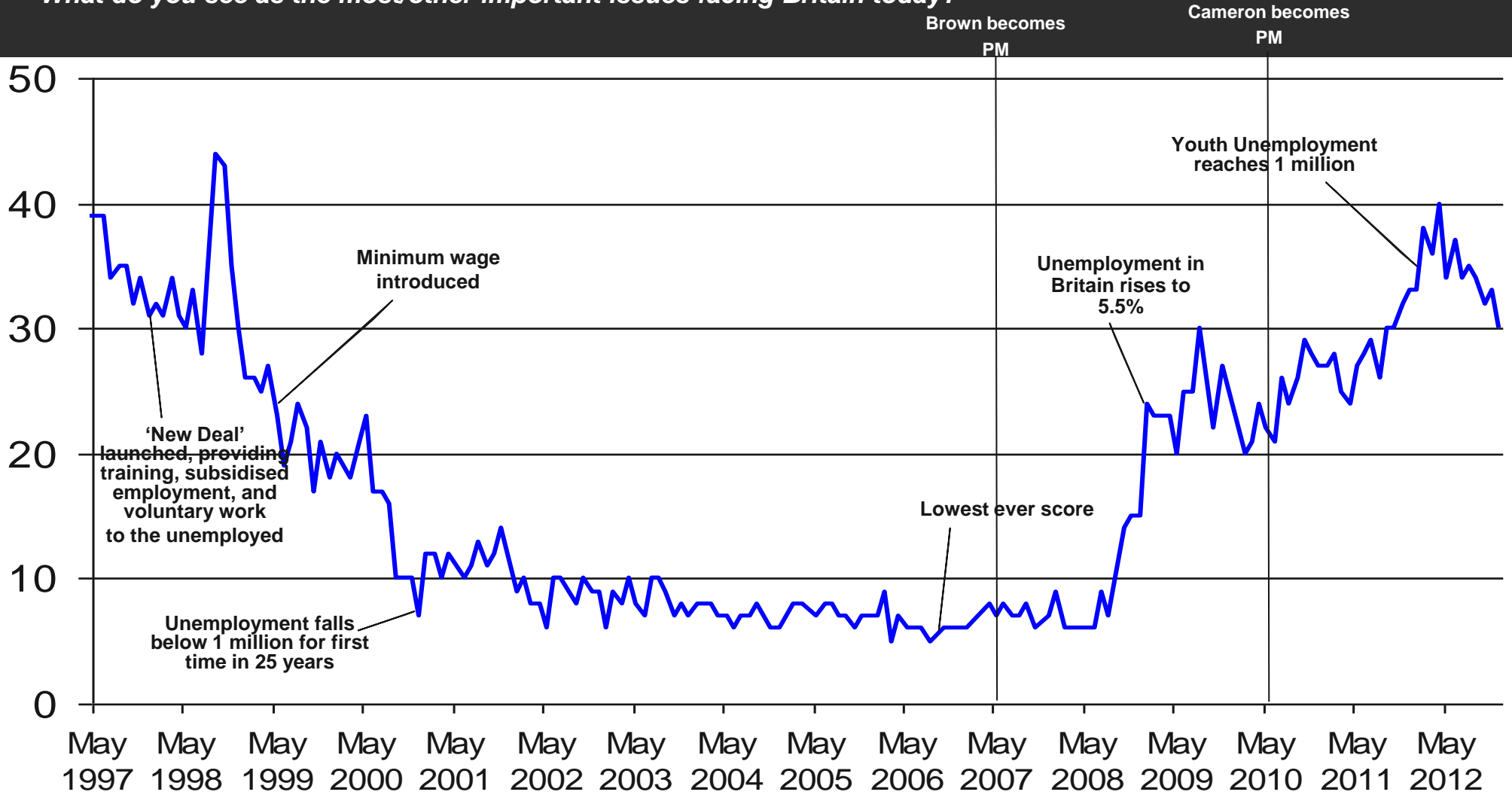


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

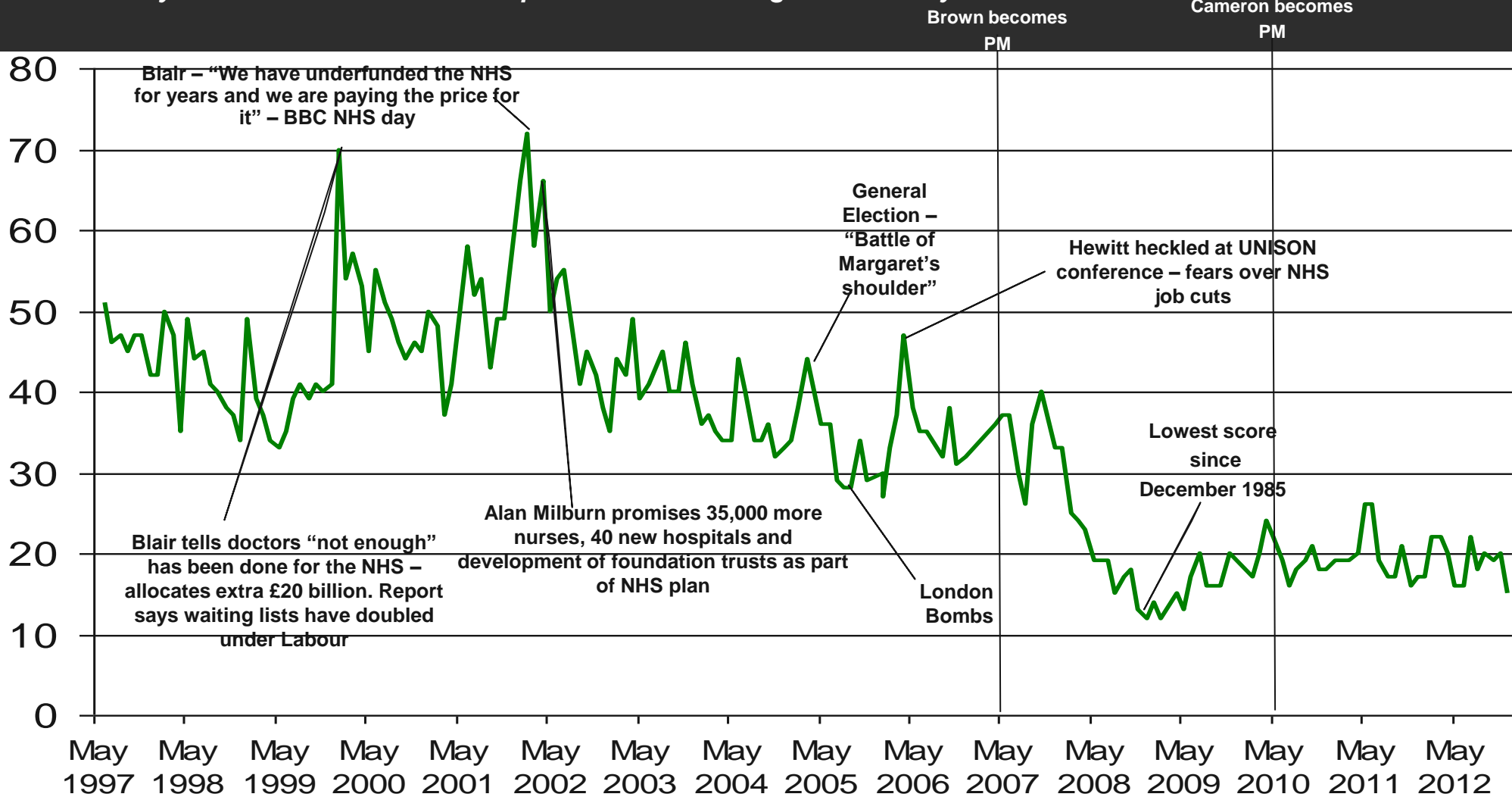


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

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



Blair – “We have underfunded the NHS for years and we are paying the price for it” – BBC NHS day

Blair tells doctors “not enough” has been done for the NHS – allocates extra £20 billion. Report says waiting lists have doubled under Labour

Alan Milburn promises 35,000 more nurses, 40 new hospitals and development of foundation trusts as part of NHS plan

General Election – “Battle of Margaret’s shoulder”

London Bombs

Hewitt heckled at UNISON conference – fears over NHS job cuts

Lowest score since December 1985

Brown becomes PM

Cameron becomes PM

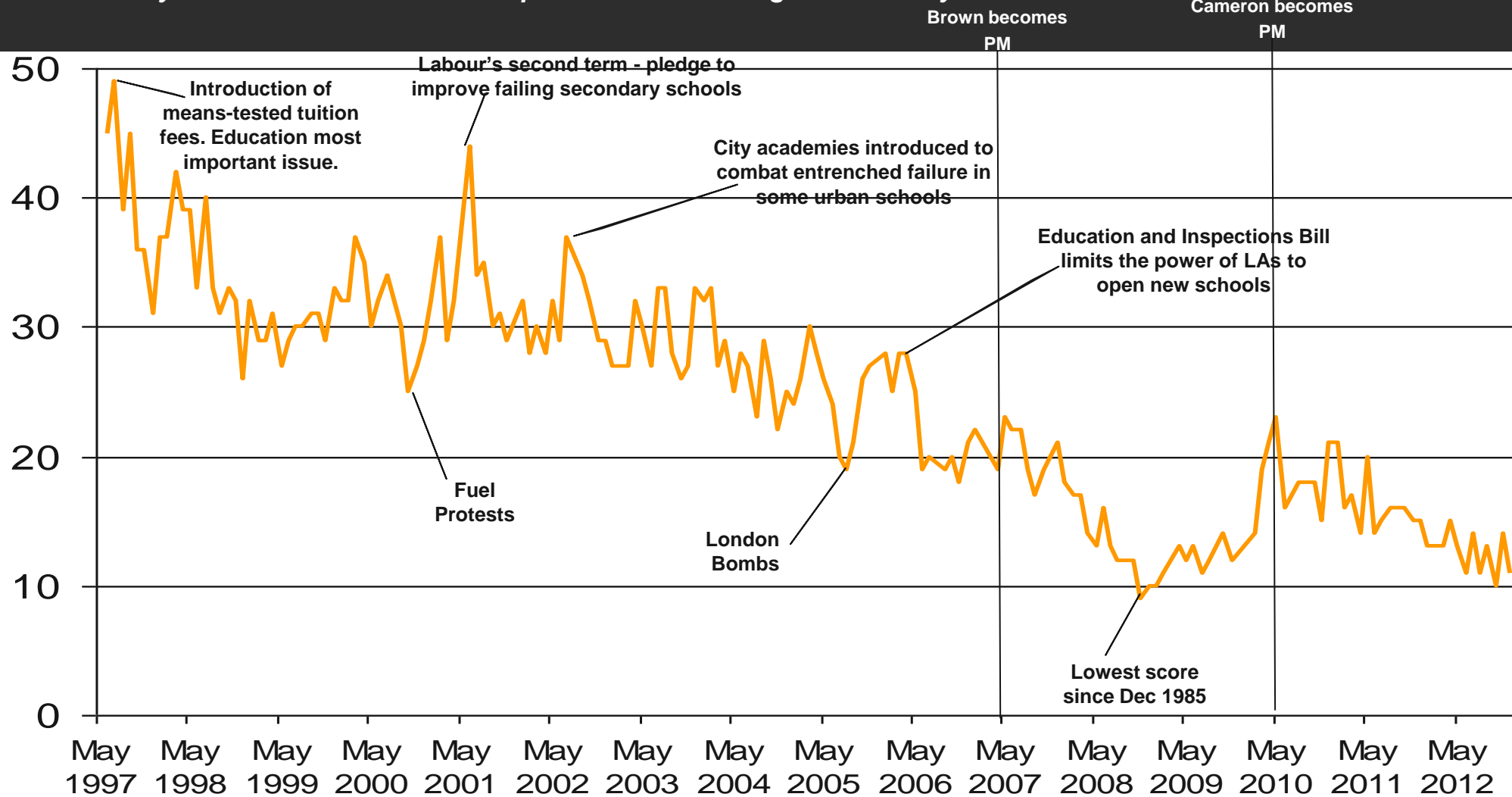
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Issues Facing Britain: Education / Schools

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



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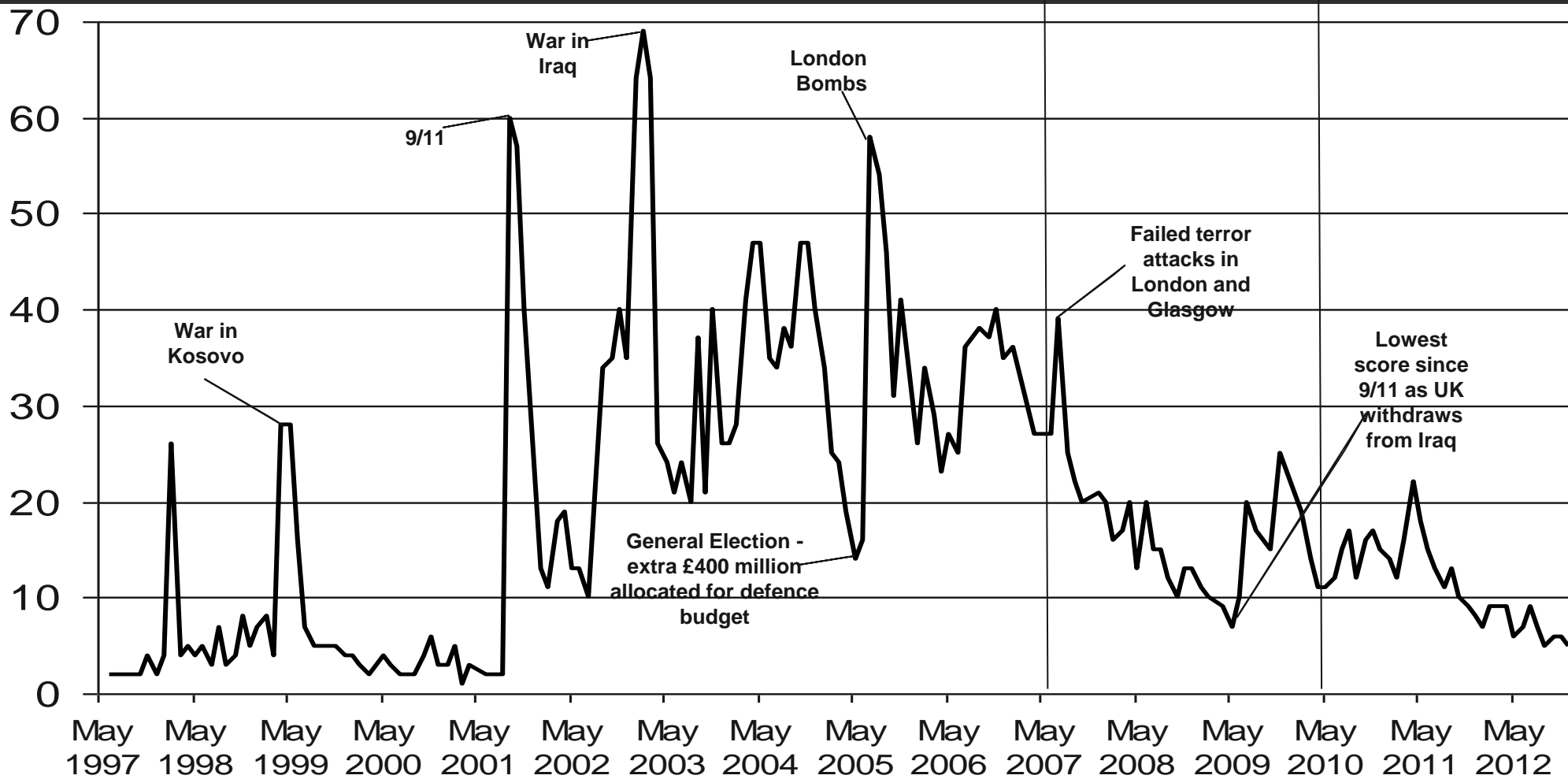
Source: Ipsos MORI Issues Index

# 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



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

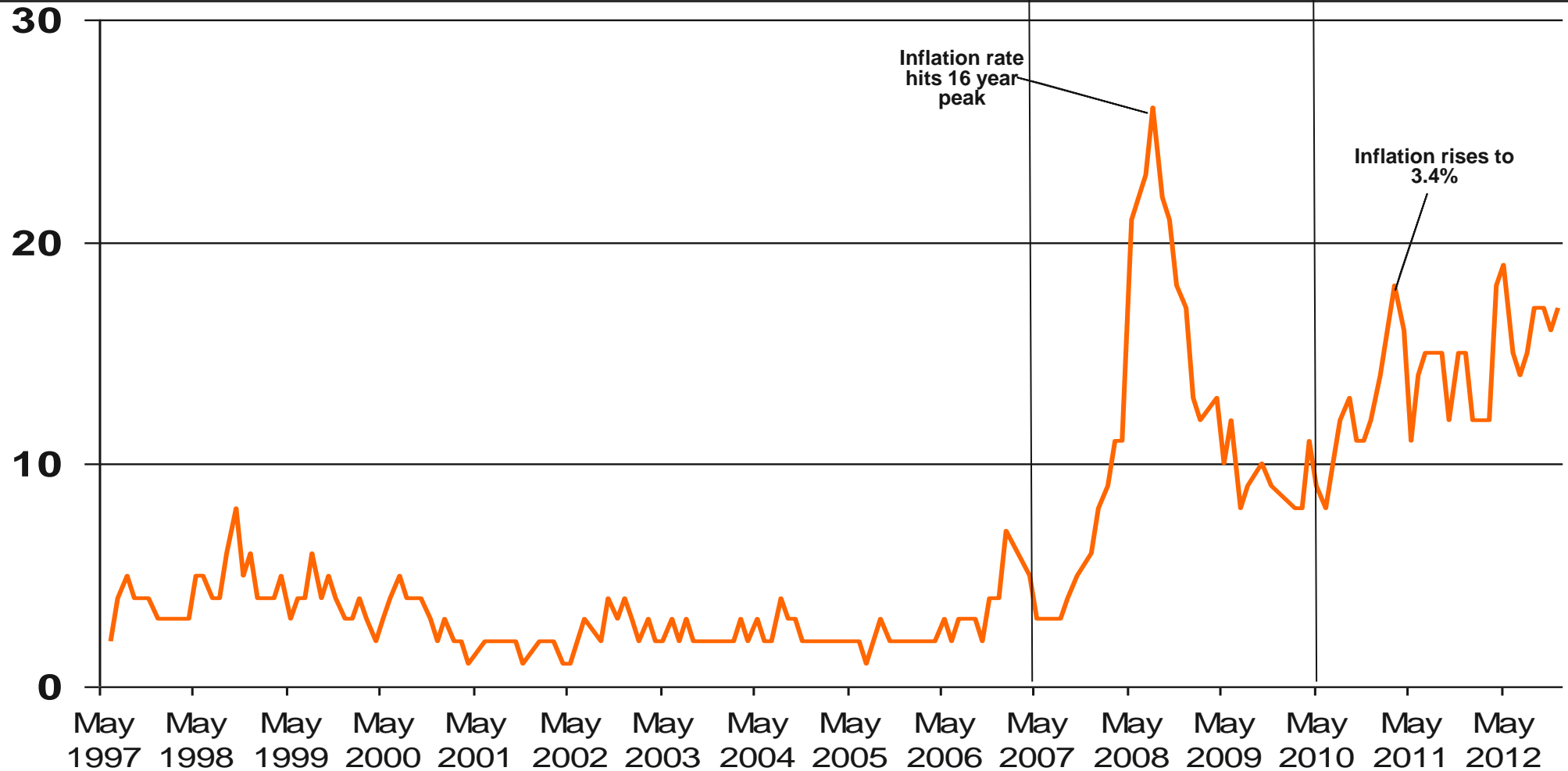
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

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

Brown becomes PM

Cameron becomes PM

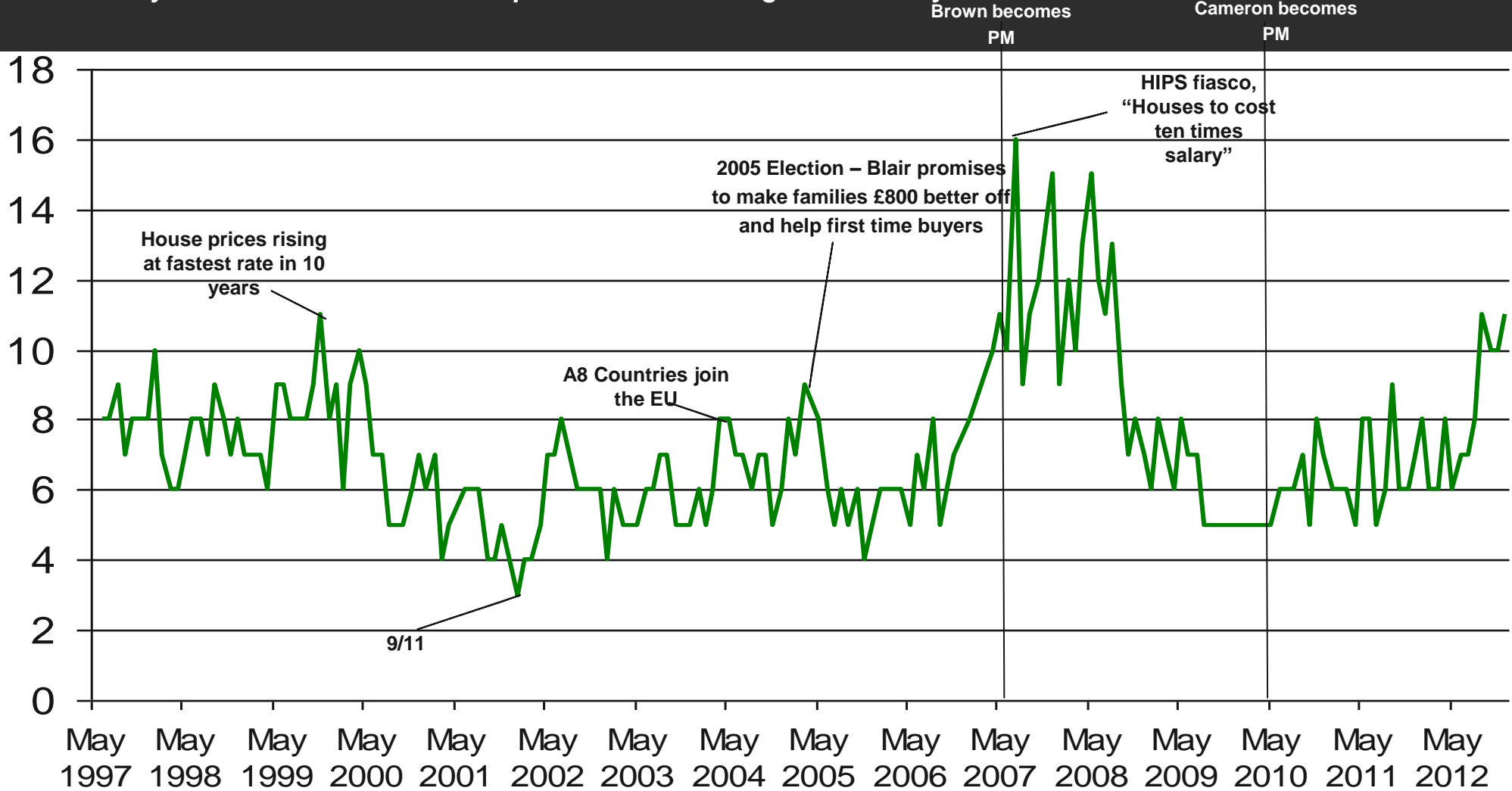


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Housing

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



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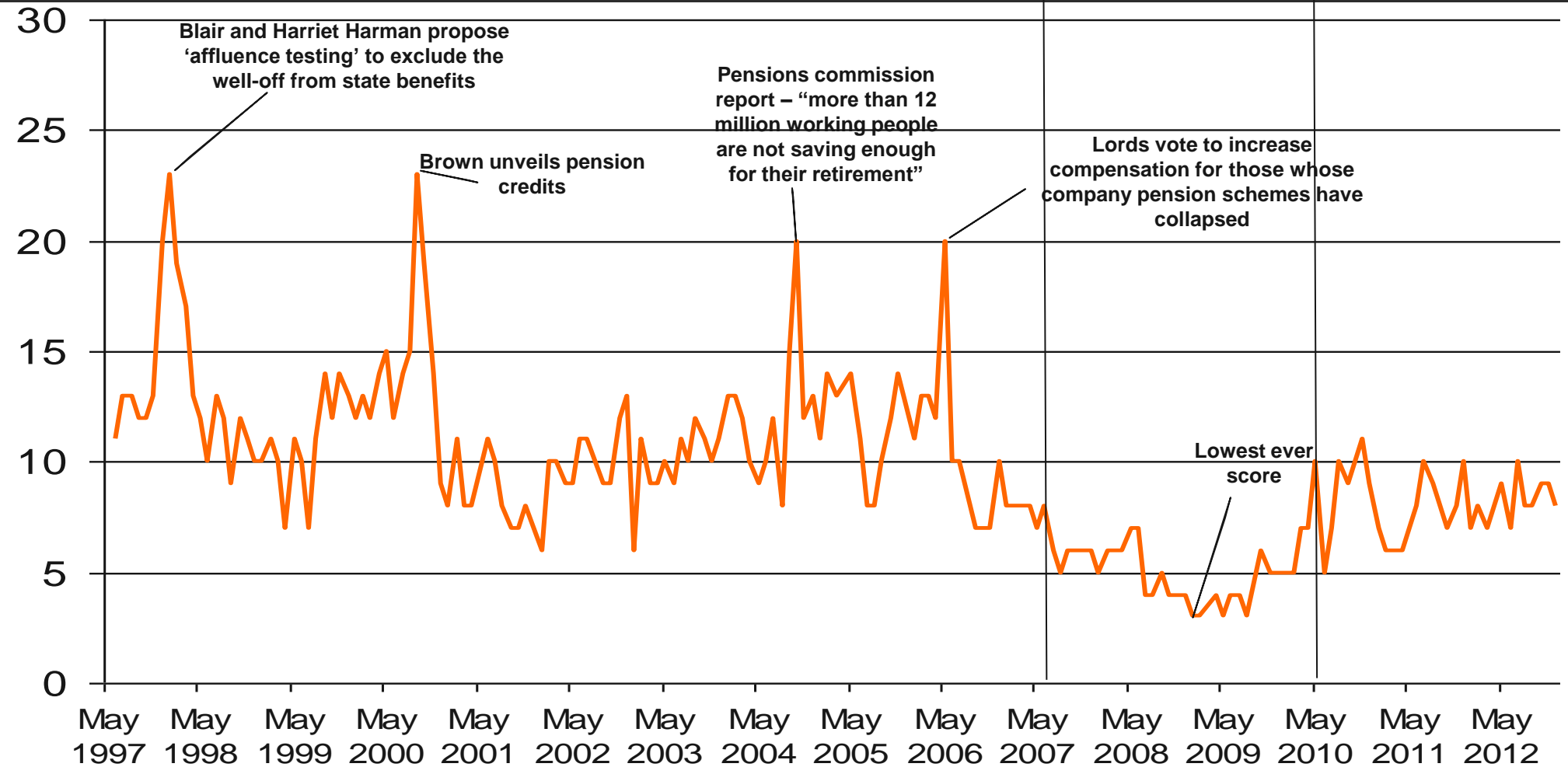
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pensions/Benefits/Social security

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

Brown becomes PM

Cameron becomes PM



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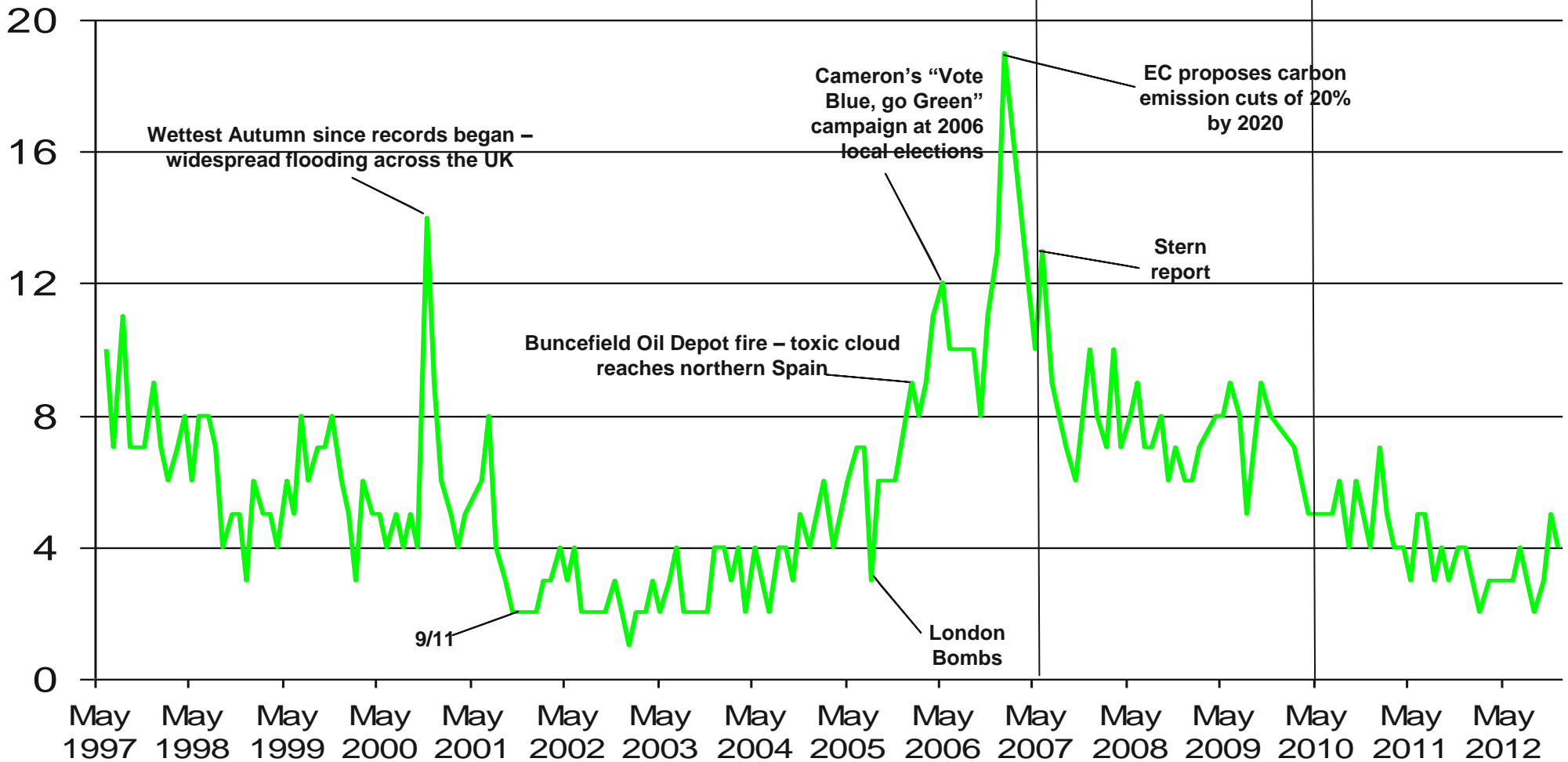
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

Brown becomes  
PM

Cameron becomes  
PM



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

Source: Ipsos MORI Issues Index

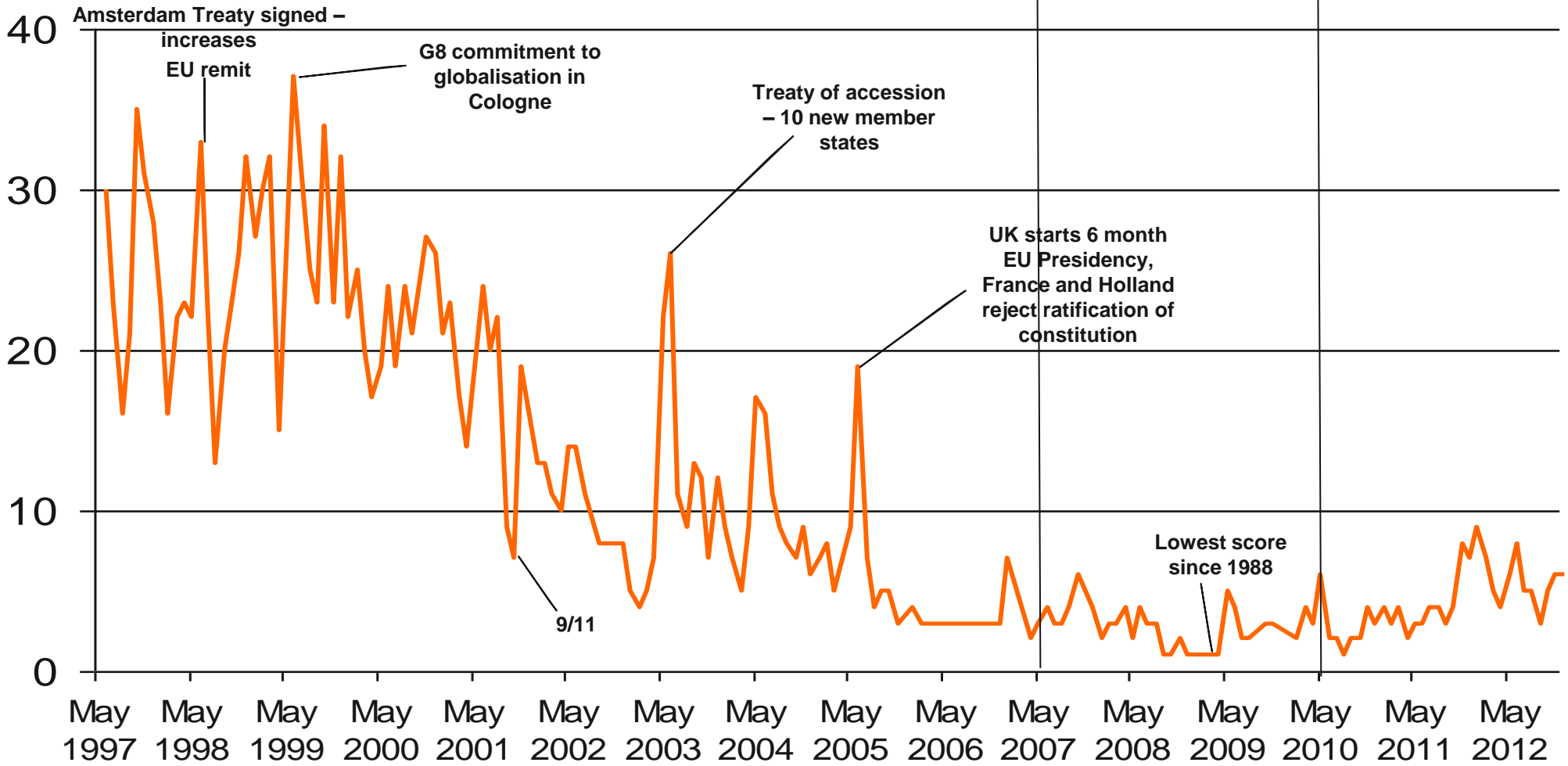


# Issues Facing Britain: Common Market / Europe / Euro / EU

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

Brown becomes  
PM

Cameron becomes  
PM



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

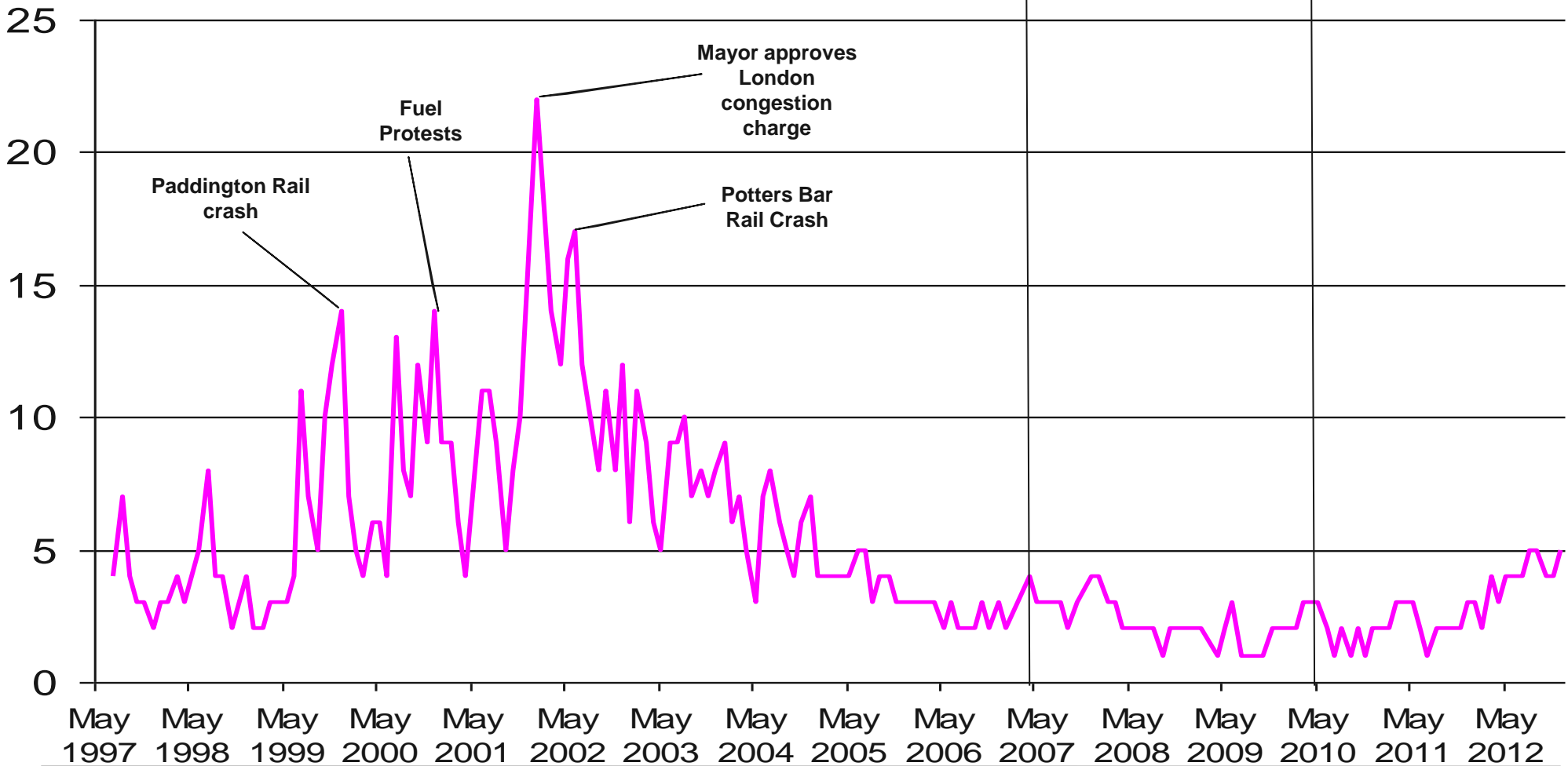
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Transport

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

Brown becomes PM

Cameron becomes PM



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

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