Economist | Ipsos MORI Issues Index January 2012

T

H

圓

Hill Hill

Ipsos MORI

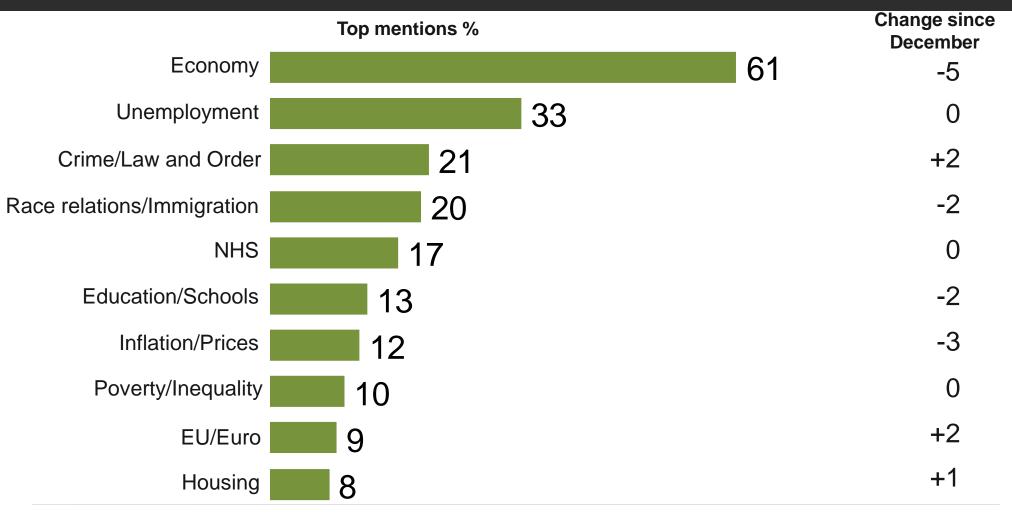
Contacts: Gideon.Skinner@ipsos.com Jerry.Latter@ipsos.com 020 7347 3000



Issues Facing Britain: January

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

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

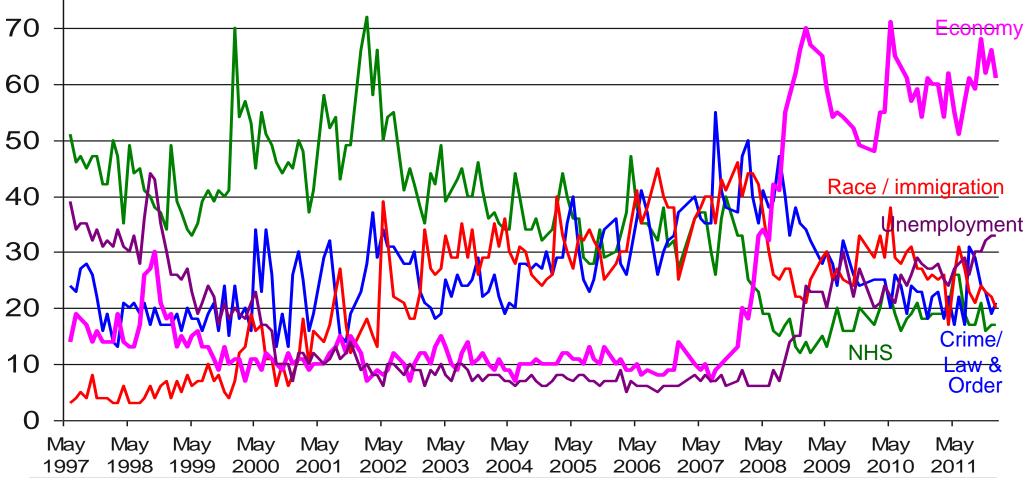


Base: representative sample of 1,001 British adults age 18+, interviewed face-to-face in home 6-12th Jan 2012

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

3



Issues Facing Britain: Economy | Economic situation

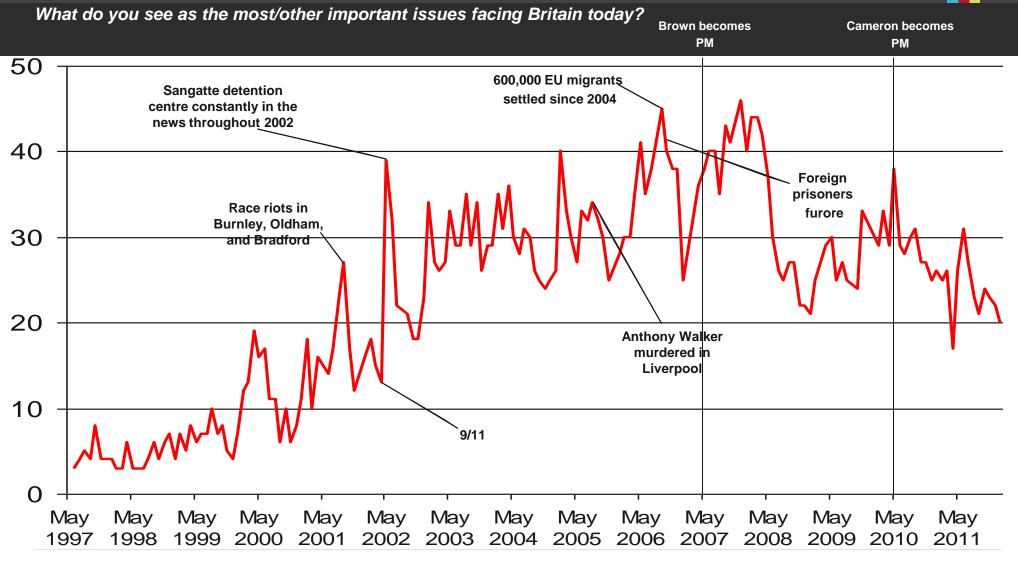
What do you see as the most/other important issues facing Britain today? **Brown becomes Cameron becomes** PM РМ Bank 70 bailout 60 Highest score since 1992. Most important issue for the 50 first time **Global Recession and Russian Financial** crisis End of 40 recession annbunced 30 20Northern Rock nationalised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

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

Source: Ipsos MORI Issues Index



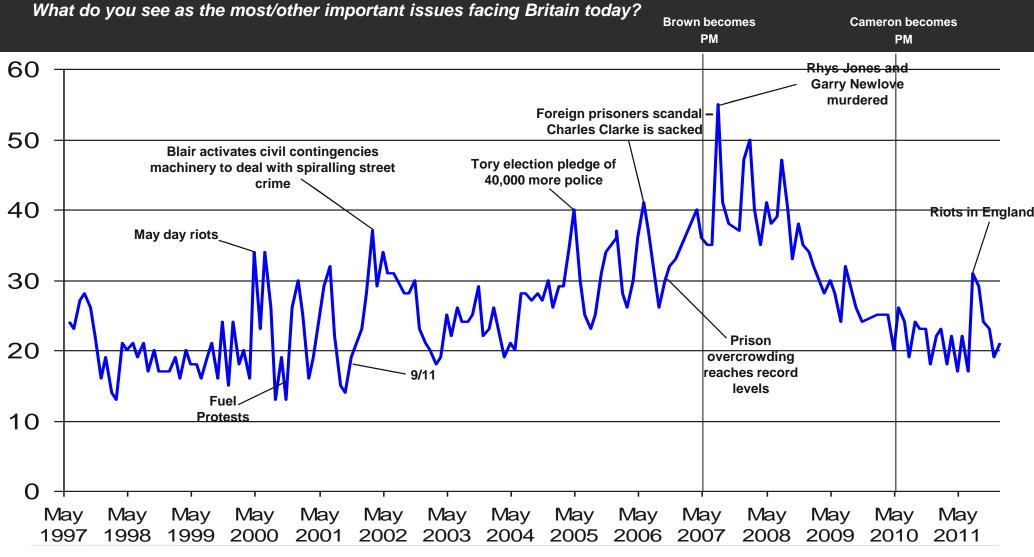
Issues Facing Britain: Race Relations / Immigration / Immigrants



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

Source: Ipsos MORI Issues Index

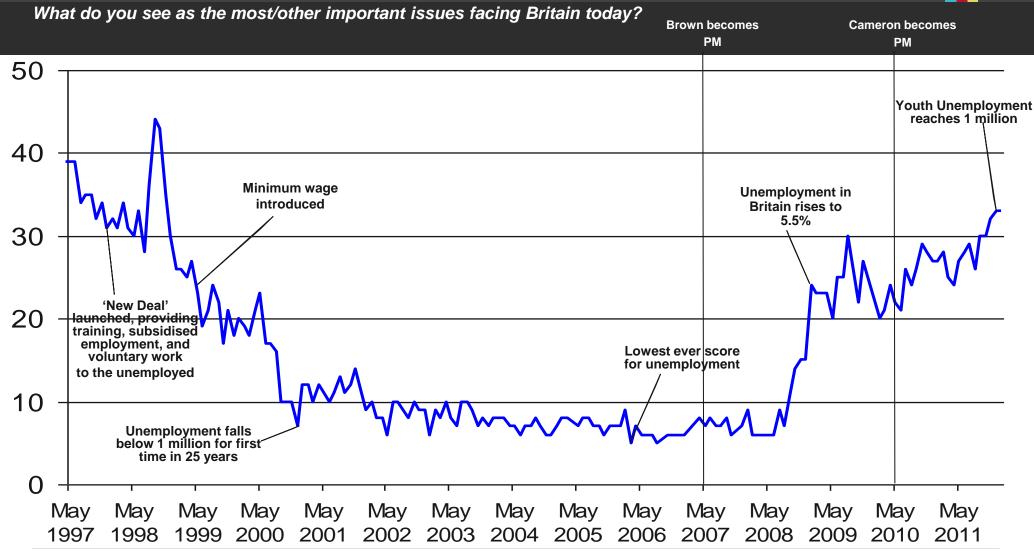
Issues Facing Britain: Crime | Law & Order | Violence | Vandalism | ASB



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

Source: Ipsos MORI Issues Index

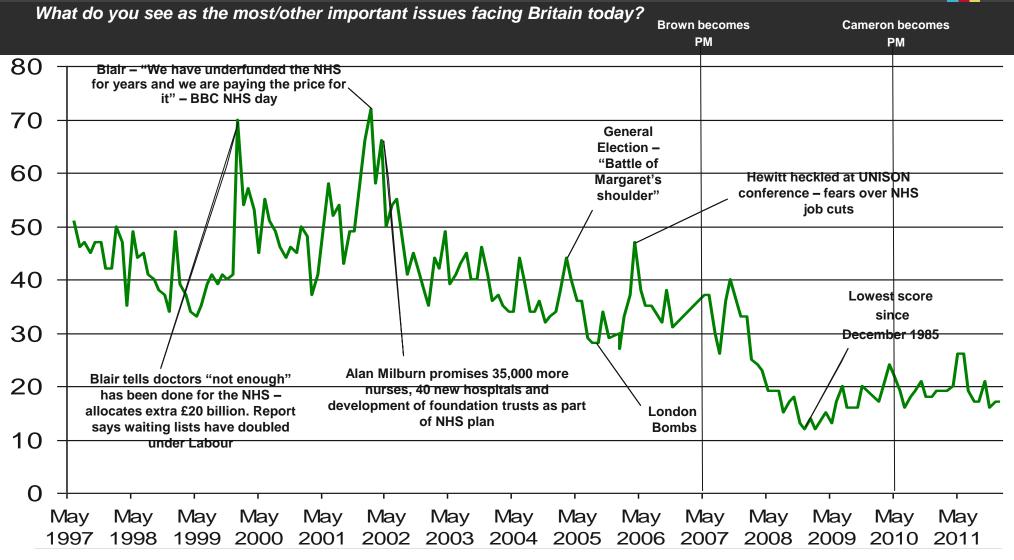
Issues Facing Britain: Unemployment | Factory closure | Lack of industry



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

Source: Ipsos MORI Issues Index

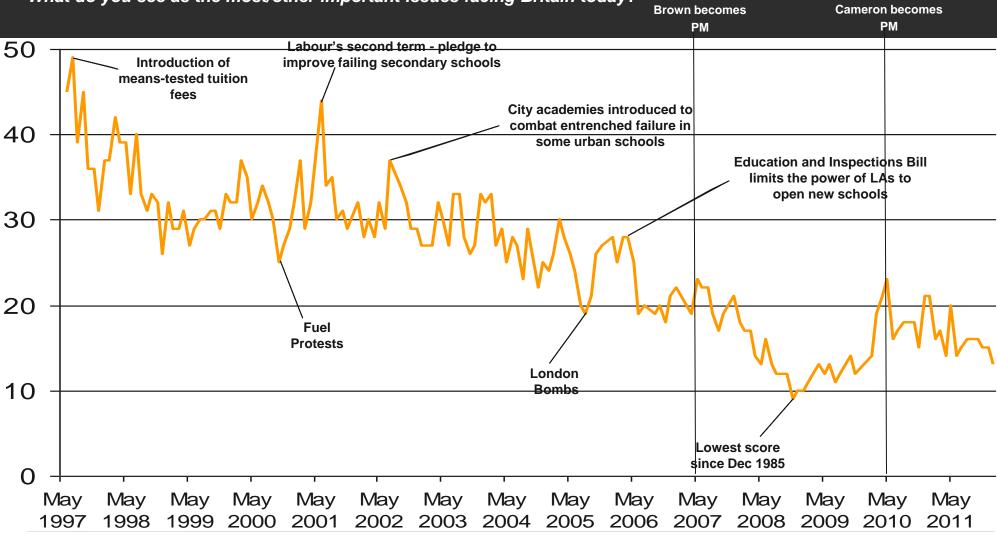
Issues Facing Britain: NHS | Hospitals | Healthcare



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

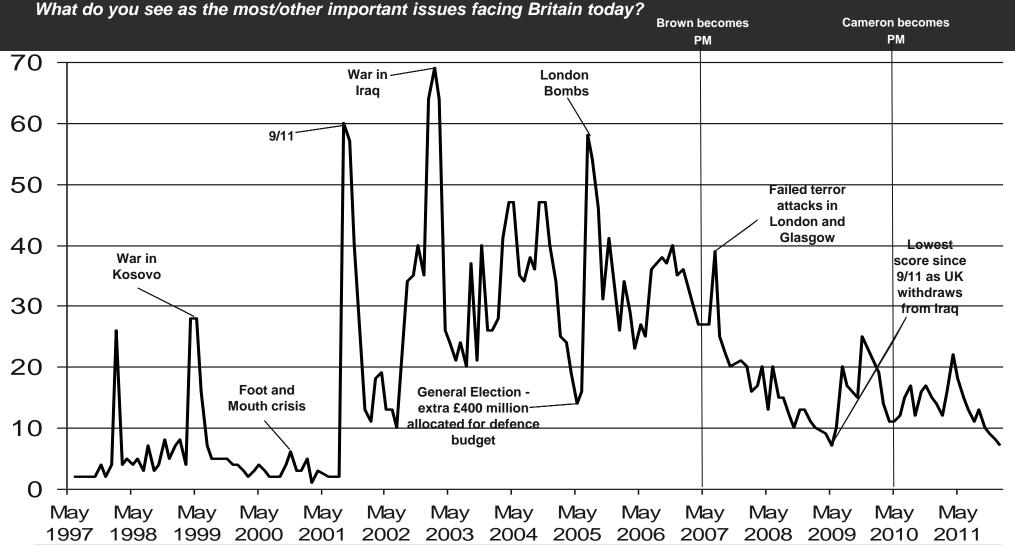


What do you see as the most/other important issues facing Britain today?

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

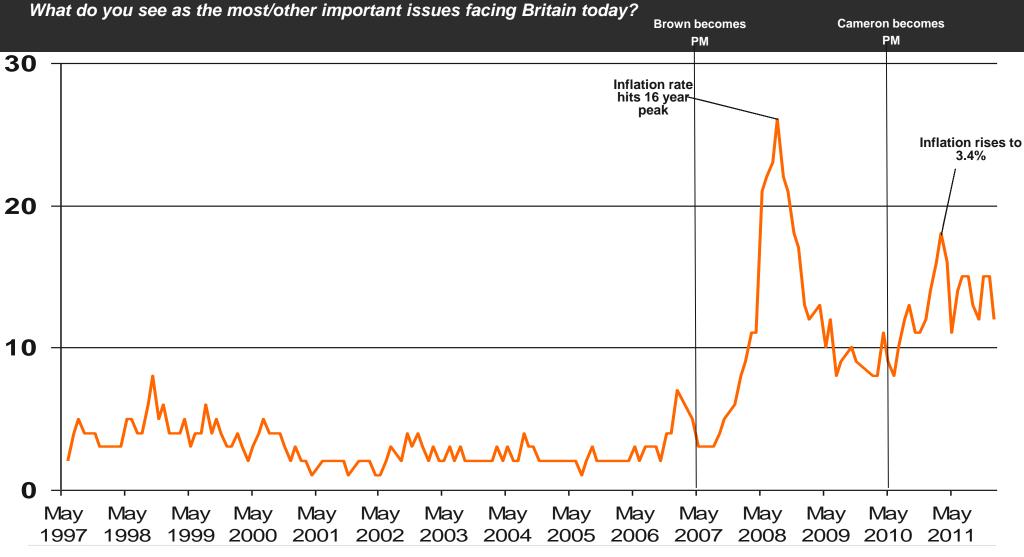


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

10

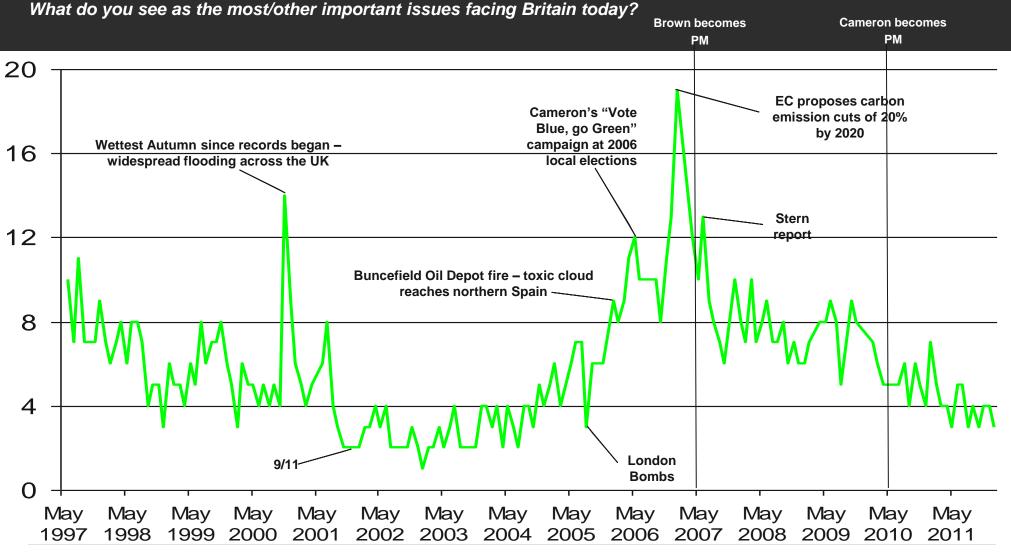
Issues Facing Britain: Inflation/Prices



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

Source: Ipsos MORI Issues Index



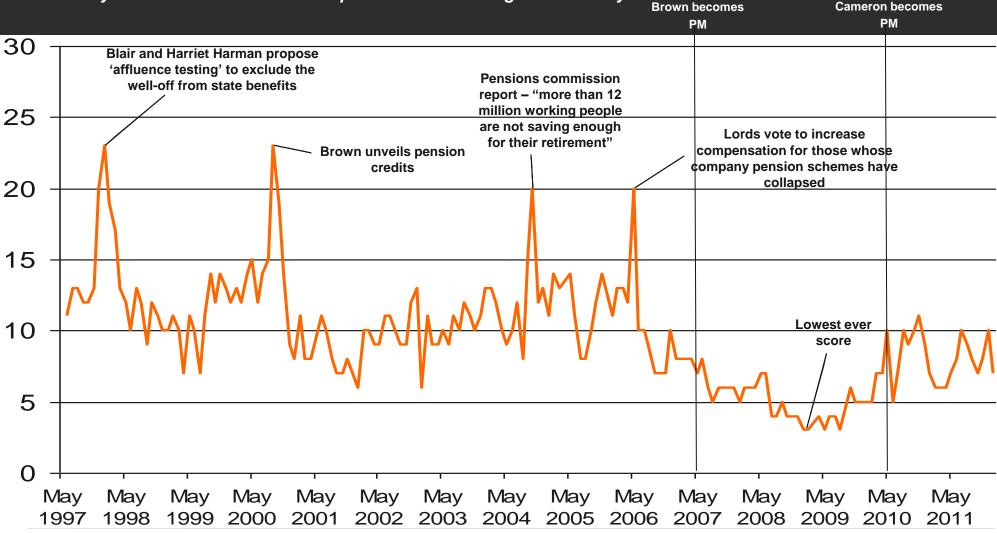
Issues Facing Britain: Housing

What do you see as the most/other important issues facing Britain today? Brown becomes Cameron becomes ΡM PΜ 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 2008 2009 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2010 2011

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

Issues Facing Britain: Pensions/Benefits/Social security

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



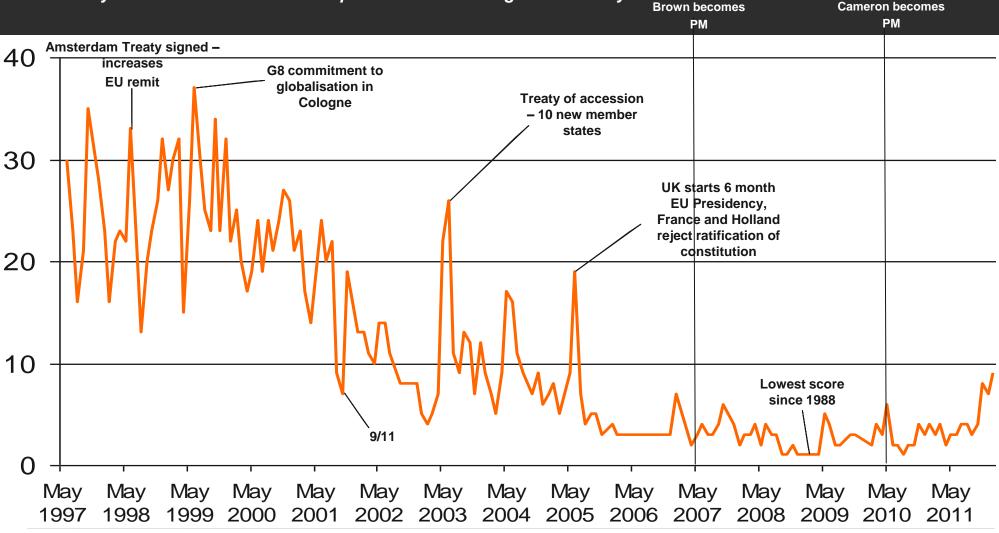
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



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

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: Transport

Brown becomes Cameron becomes РМ ΡM 25 **Mayor approves** London Fuel congestion Protests charge 20 Paddington **Rail crash** Potters Bar **Rail Crash** 15 10 5 0 May 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

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