# Ipsos MORI Issues Index January 2013

**Ipsos MORI** 

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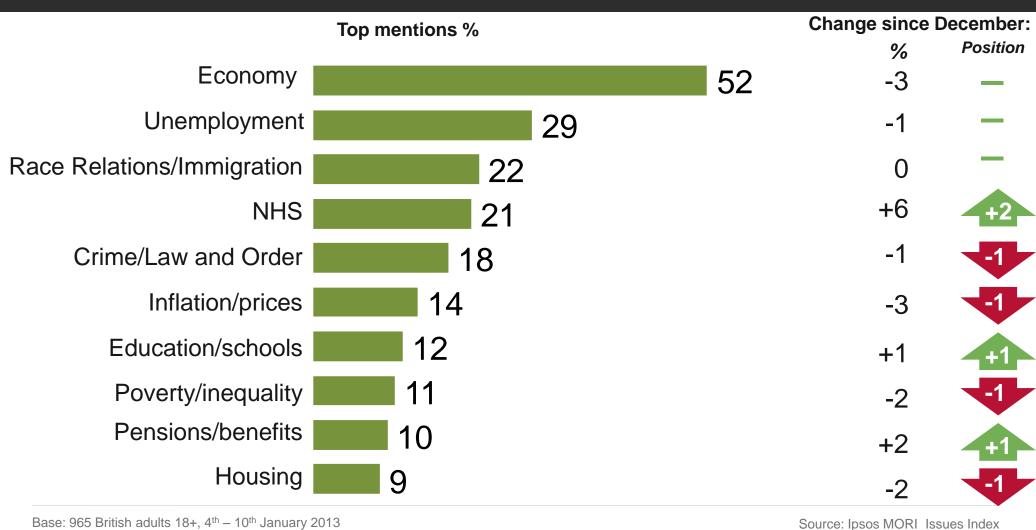
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# **Issues Facing Britain: January**

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



Base: 965 British adults 18+, 4th - 10th January 2013

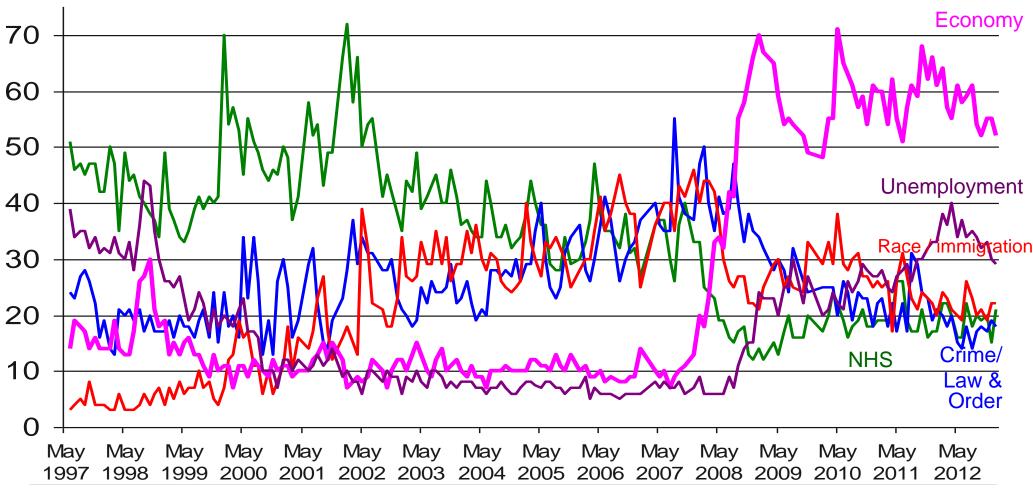
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# **Issues Facing Britain: Long Term Trends**

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

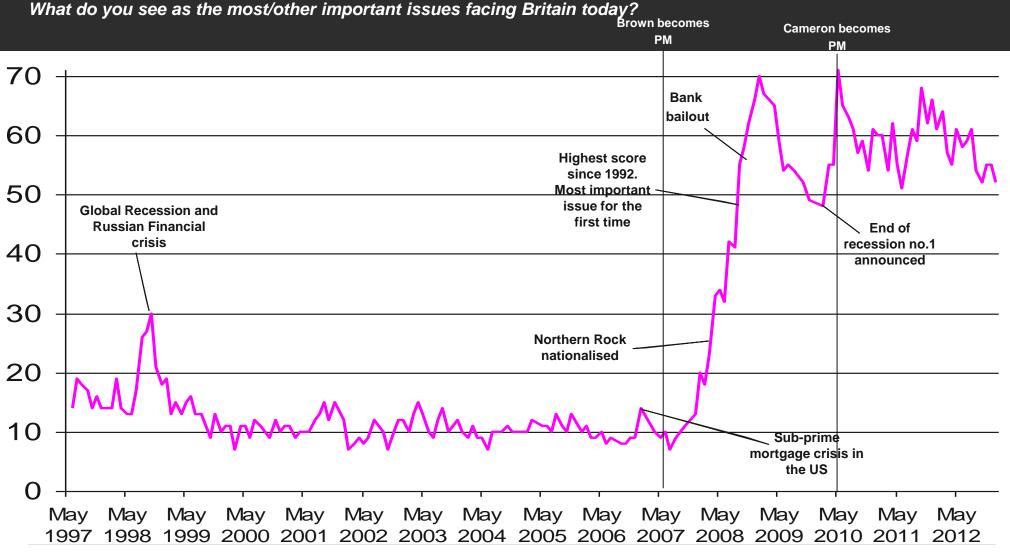


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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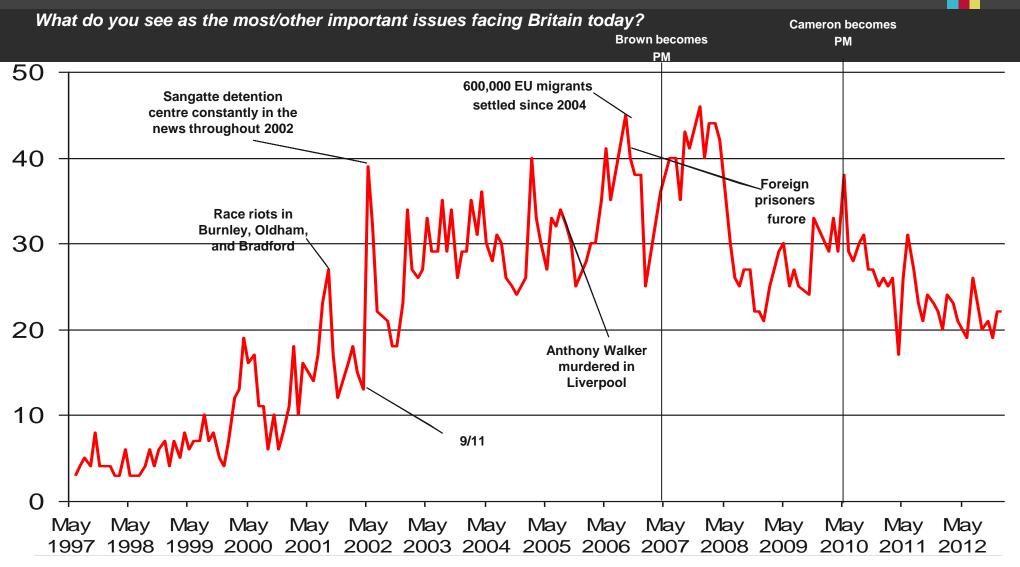
#### **Issues Facing Britain: Economy / Economic situation**



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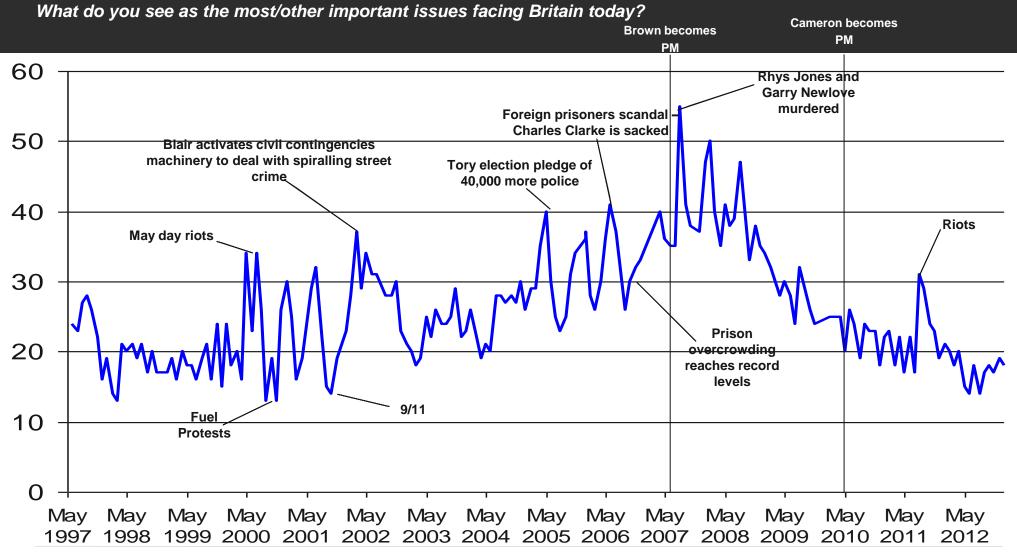


### **Issues Facing Britain: Race Relations / Immigration / Immigrants**



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

### 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

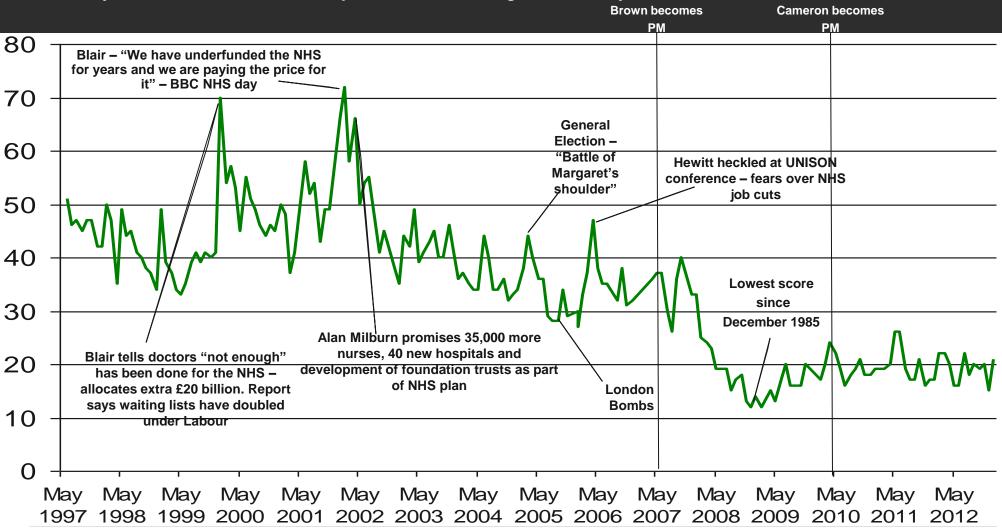
### Issues Facing Britain: Unemployment / Factory closure / Lack of industry

What do you see as the most/other important issues facing Britain today? **Cameron becomes Brown becomes** PM ΡM 50 Youth Unemployment reaches 1 million 40 Minimum wage Unemployment in introduced Britain rises to 5.5% 30 20 'New Deal' launched, providing training, subsidised Lowest ever score employment, and voluntary work to the unemployed 10 Unemployment falls, below 1 million for first time in 25 years  $\mathbf{O}$ May 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

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

#### **Issues Facing Britain:** NHS / Hospitals / Healthcare

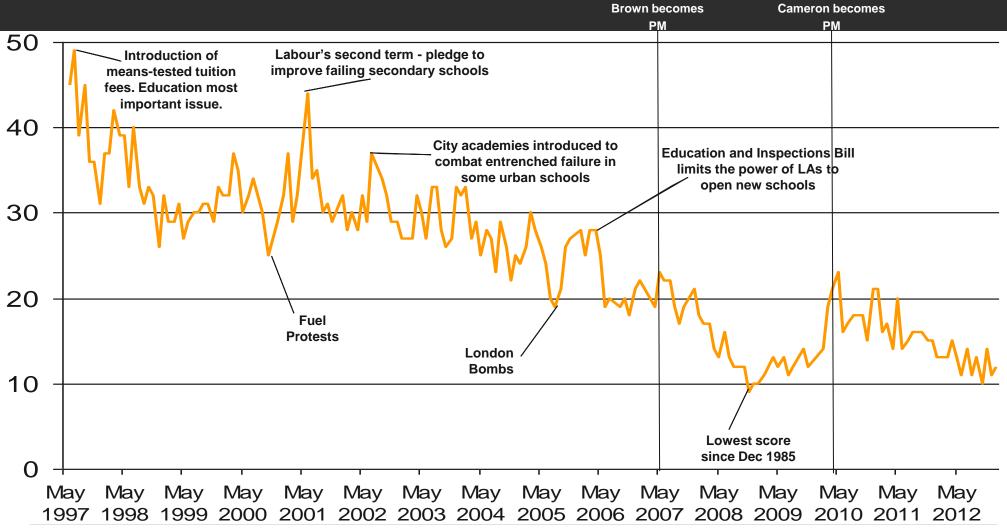
What do you see as the most/other important issues facing Britain today?



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

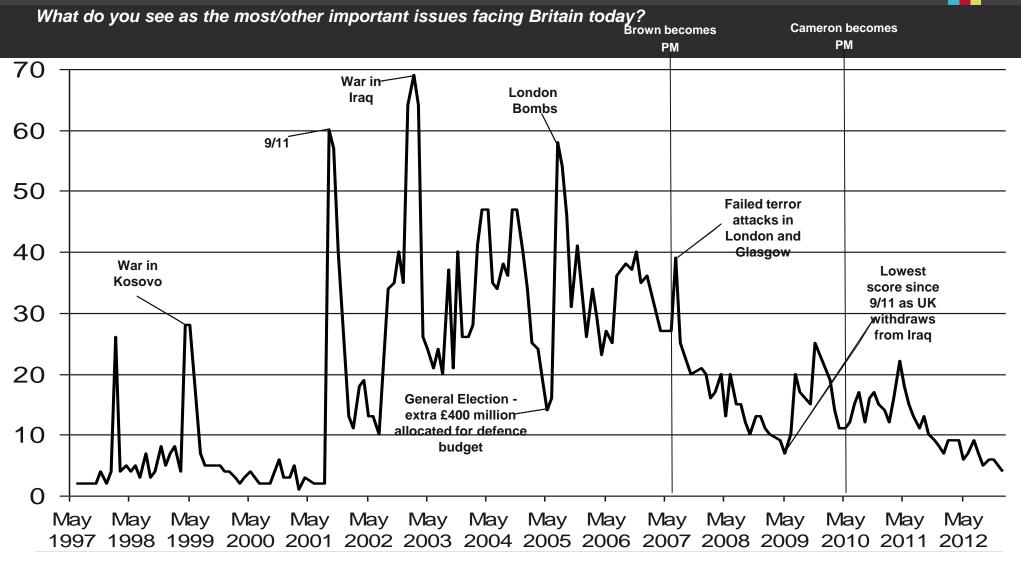
#### **Issues Facing Britain: Education / Schools**





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

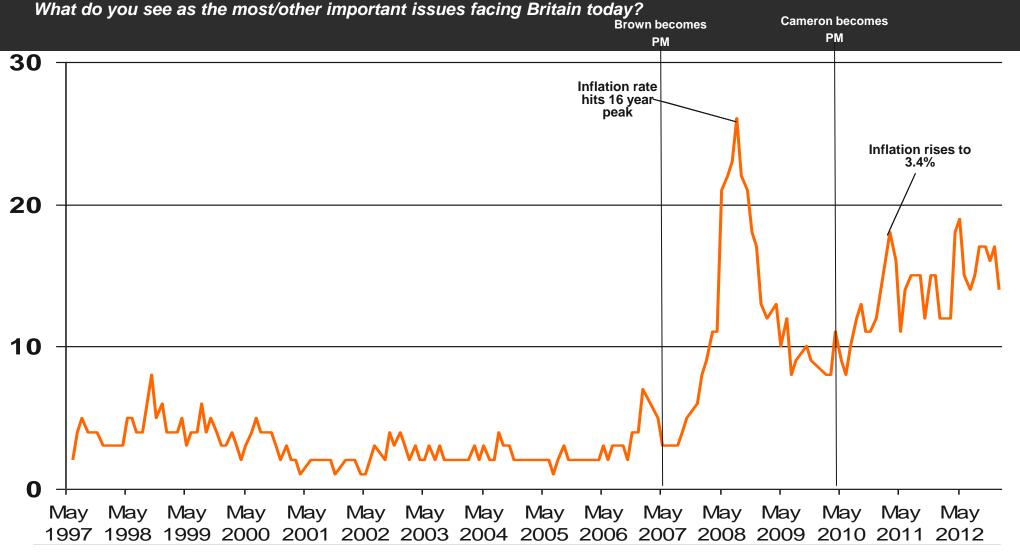


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#### **Issues Facing Britain:** Inflation/Prices

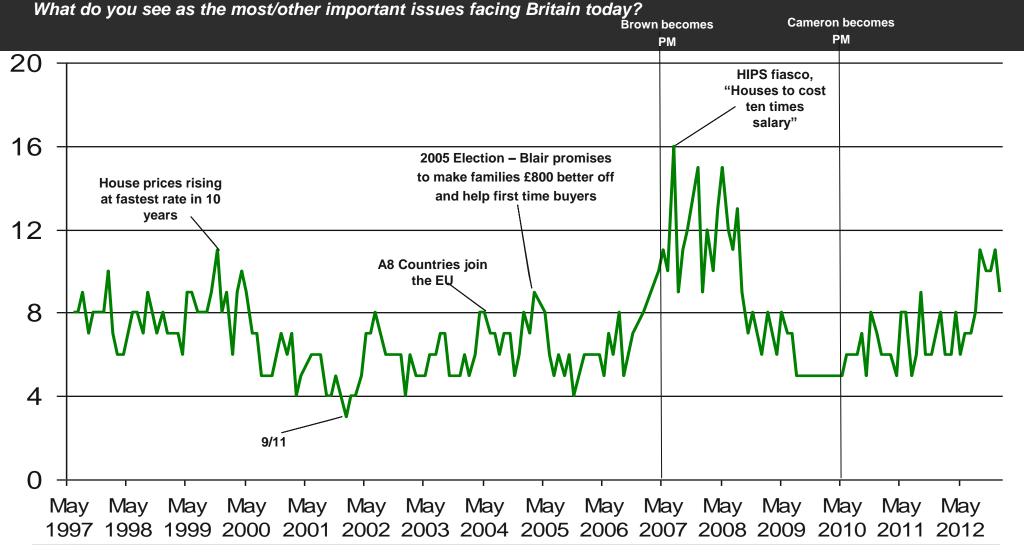


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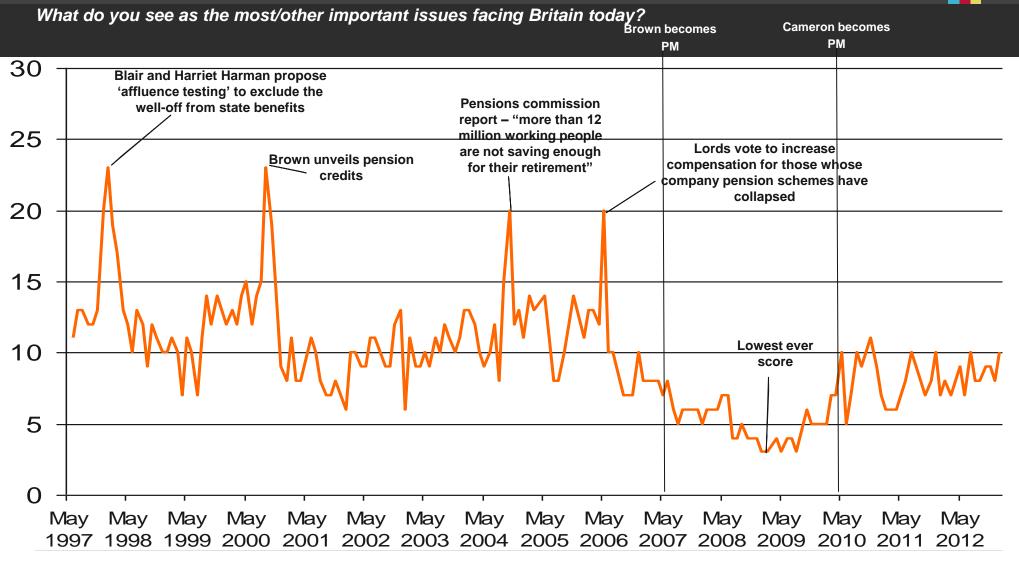
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### Issues Facing Britain: Housing



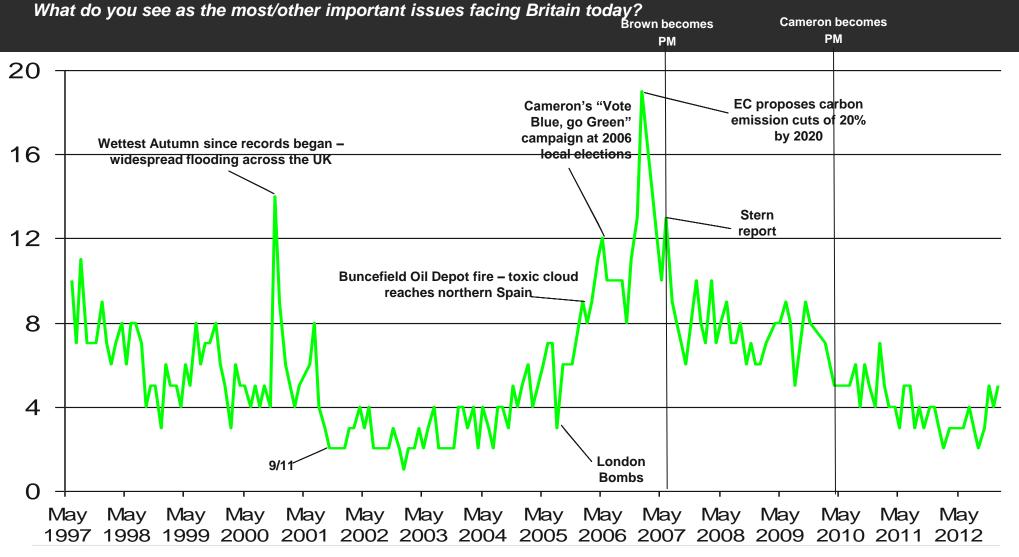
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

#### **Issues Facing Britain: Pensions/Benefits/Social security**



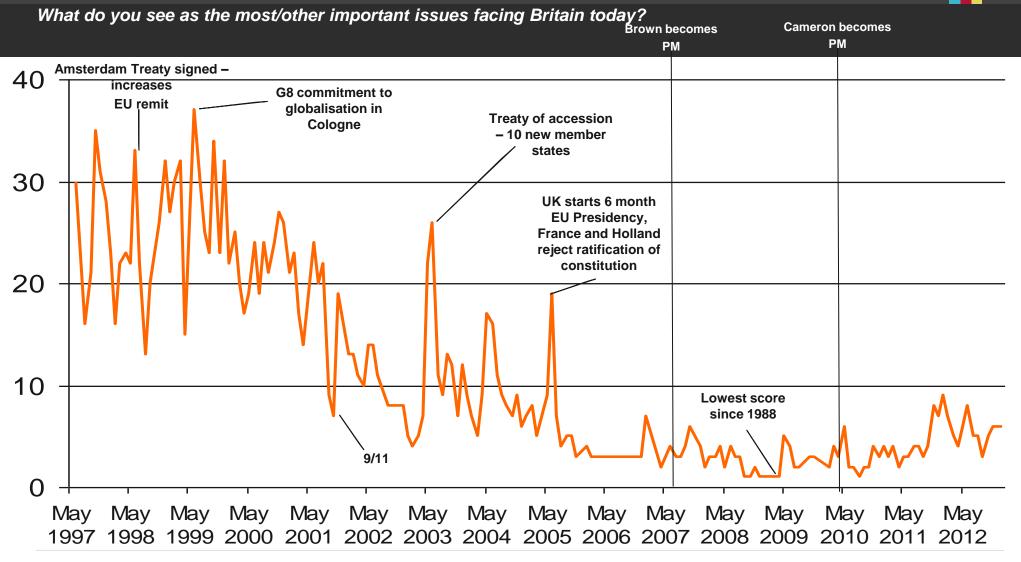
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

#### **Issues Facing Britain: Pollution / Environment**



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

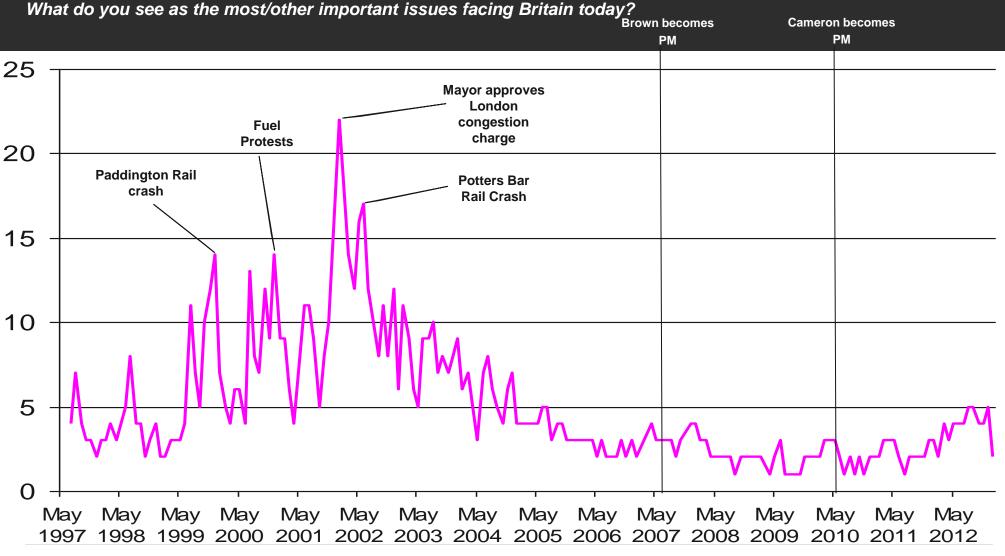
#### Issues Facing Britain: Common Market / Europe / Euro / EU



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



#### **Issues Facing Britain: Transport**



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

