Economist / Ipsos MORI Issues Index July 2012

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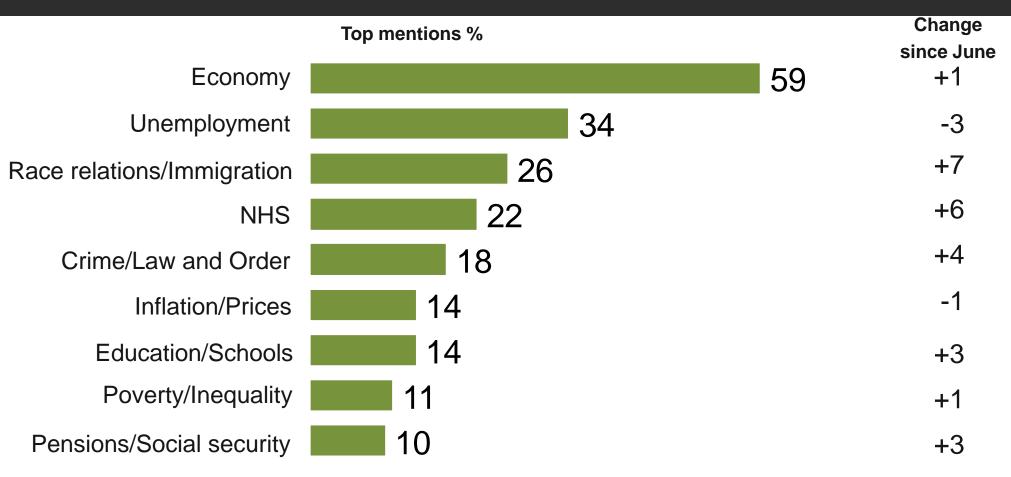
Ipsos MORI

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



Issues Facing Britain: July

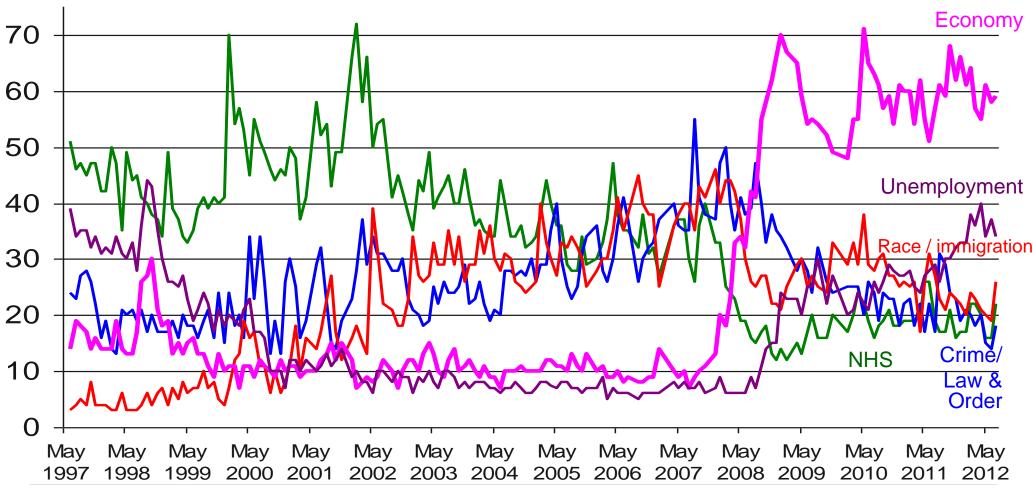
What do you see as the most/other important issues facing Britain today?





Issues Facing Britain: Long Term Trends

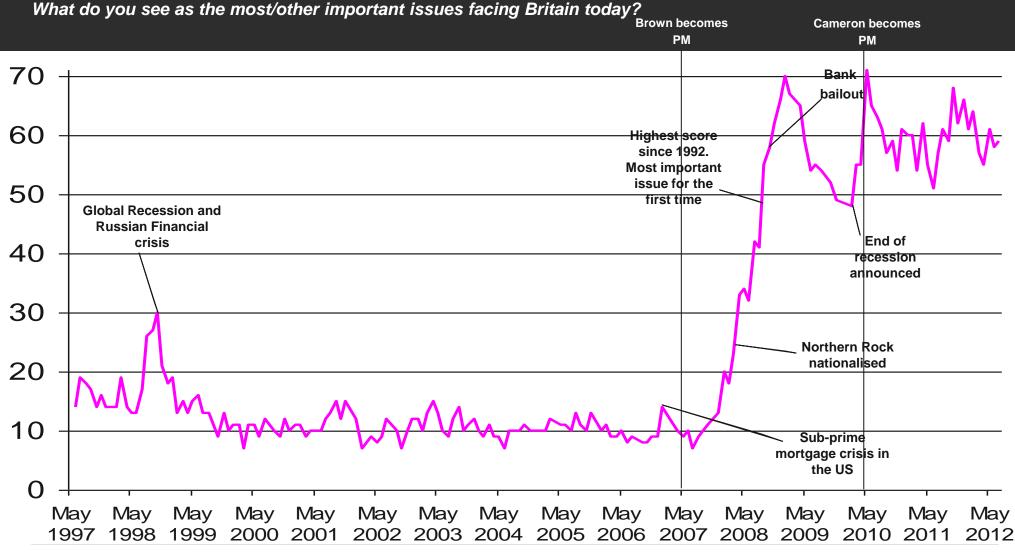
What do you see as the most/other important issues facing Britain today?



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

Source: Ipsos MORI Issues Index

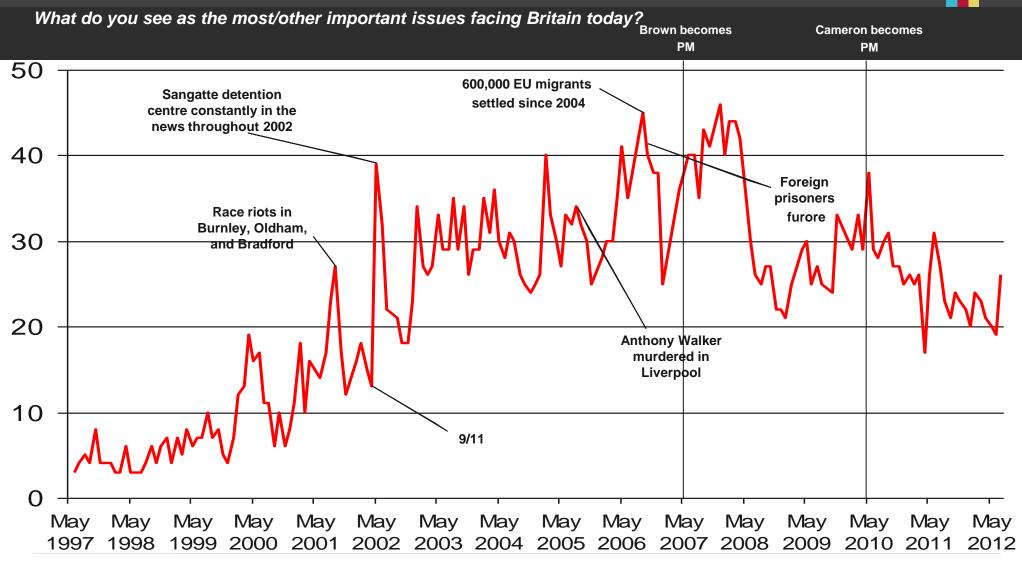
Issues Facing Britain: Economy / Economic situation



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

Source: Ipsos MORI Issues Index

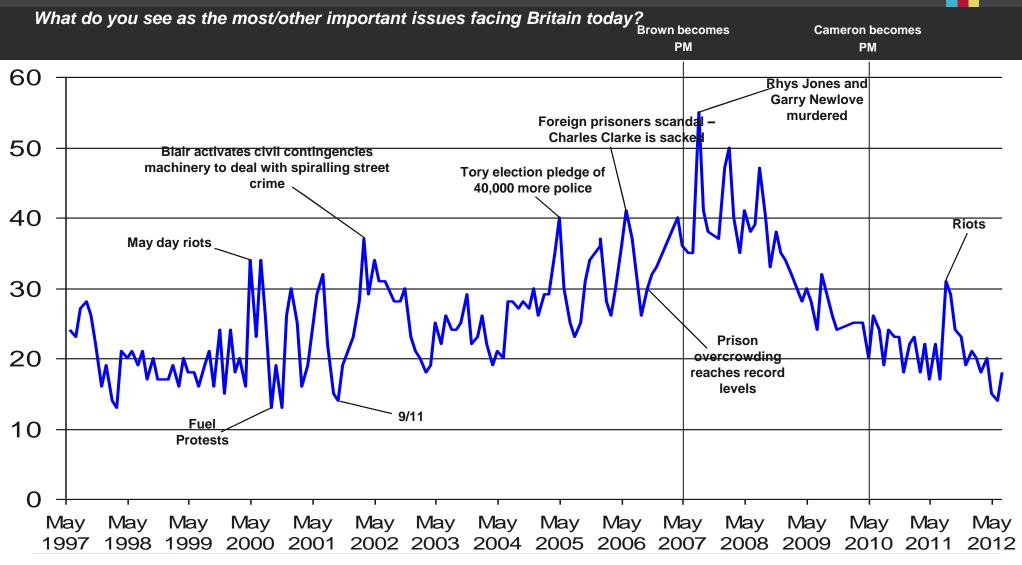
Issues Facing Britain: Race Relations / Immigration / Immigrants



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



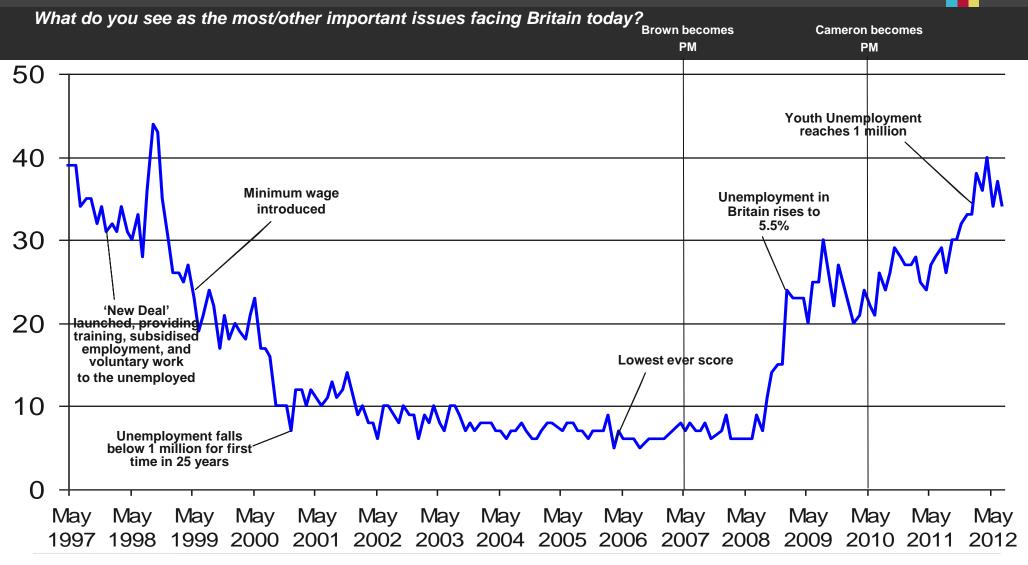
Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB



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

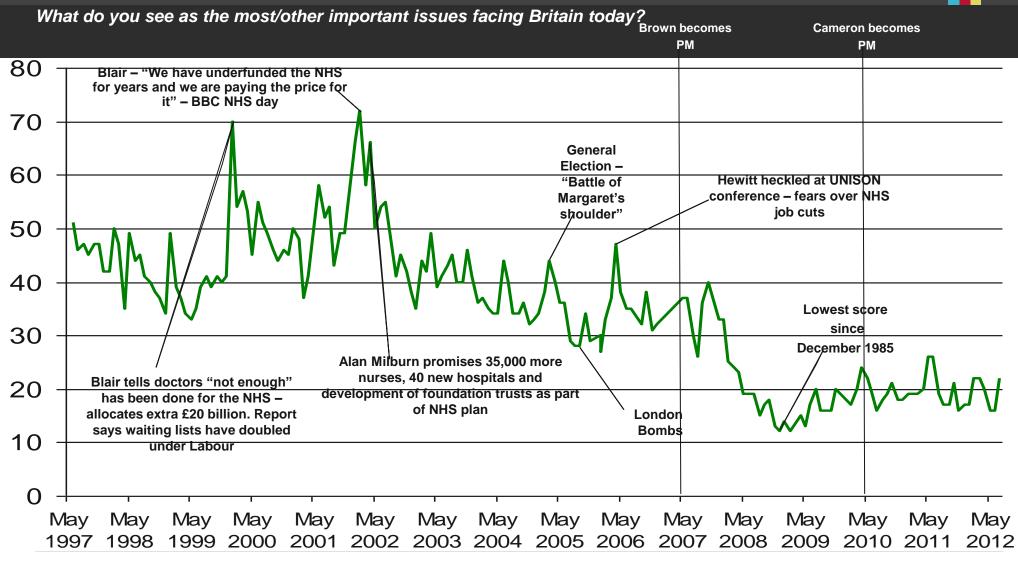
Source: Ipsos MORI Issues Index

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

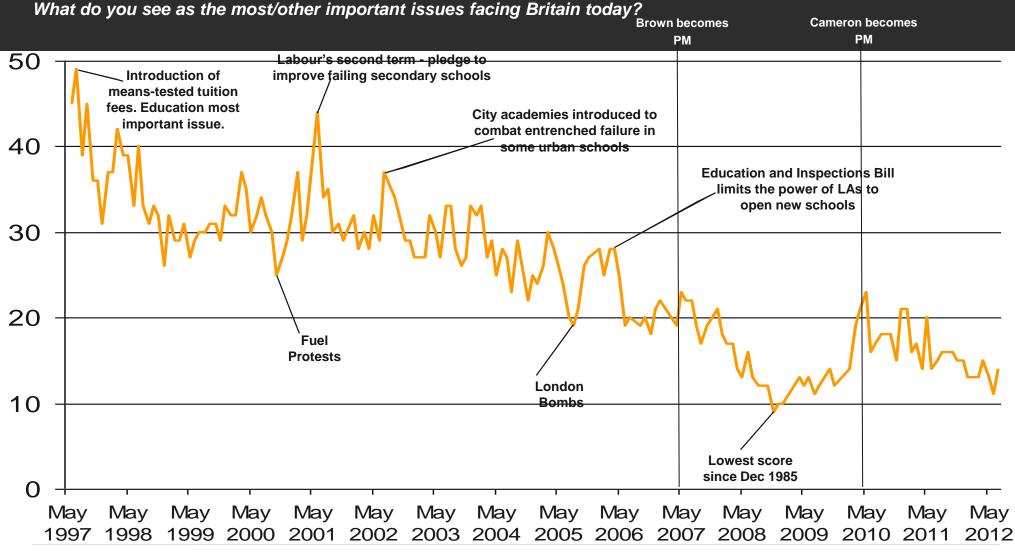
Issues Facing Britain: NHS / Hospitals / Healthcare



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



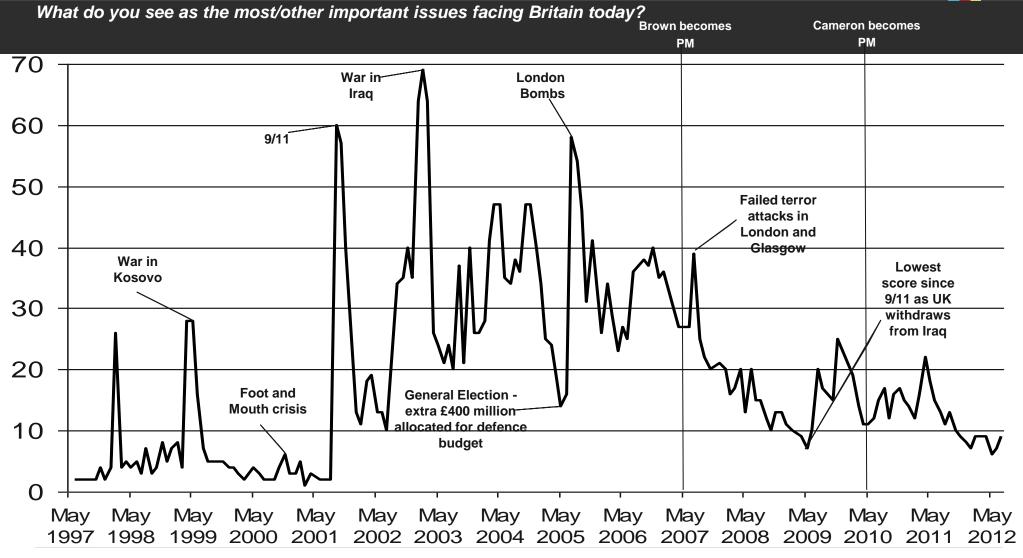
Issues Facing Britain: Education / Schools



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

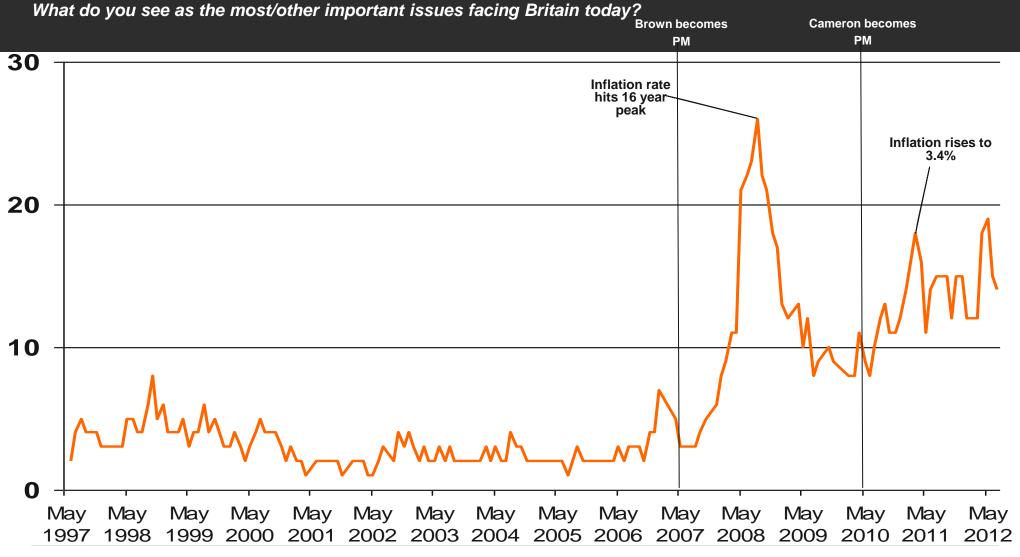
Source: Ipsos MORI Issues Index

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

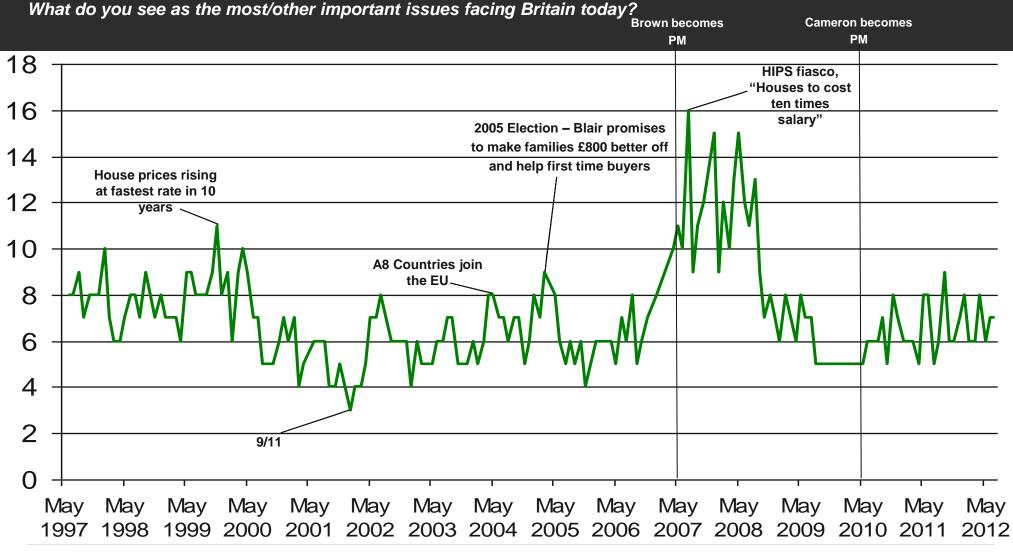
Issues Facing Britain: Inflation/Prices



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: Housing



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? **Brown becomes** Cameron becomes ΡM PΜ 30 **Blair and Harriet Harman propose** 'affluence testing' to exclude the Pensions commission well-off from state benefits report – "more than 12 25 million working people Lords vote to increase are not saving enough compensation for those whose for their retirement" dompany pension schemes have Brown unveils pension collapsed credits 20 15 Lowest ever 10score 5 0 May Mav 1997 1998 1999 2002 2003 2004 2005 2006 2007 2008 2009 2010 2012 2000 2001 2011

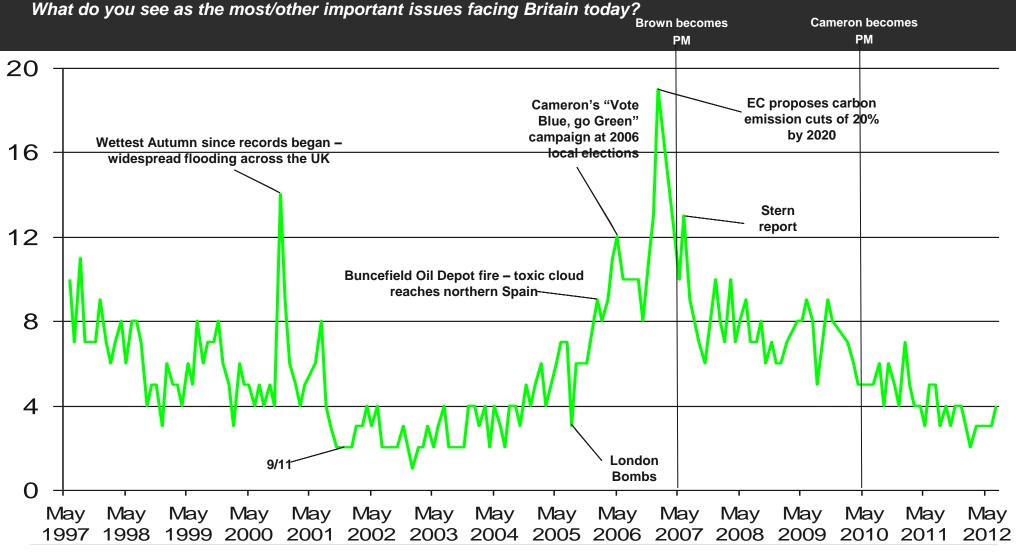
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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Issues Facing Britain: 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

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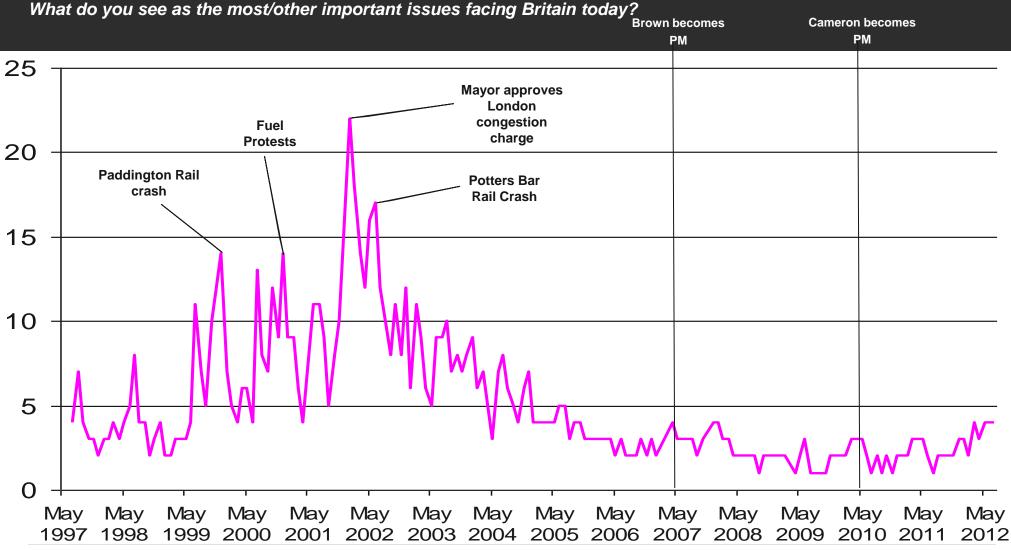
Issues Facing Britain: Common Market / Europe / Euro / EU

What do you see as the most/other important issues facing Britain today? **Brown becomes** Cameron becomes ΡМ PM Amsterdam Treaty signed -40 increases G8 commitment to EU remit globalisation in Treaty of accession Cologne - 10 new member states 30 UK starts 6 month EU Presidency, France and Holland reject ratification of constitution 20 10 Lowest score since 1988 9/11 0 May May May May May May May May May Mav May May May May Mav Mav 1999 2000 2002 2003 2004 2005 2006 2007 2008 2009 1997 1998 2001 2010 2011 2012

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

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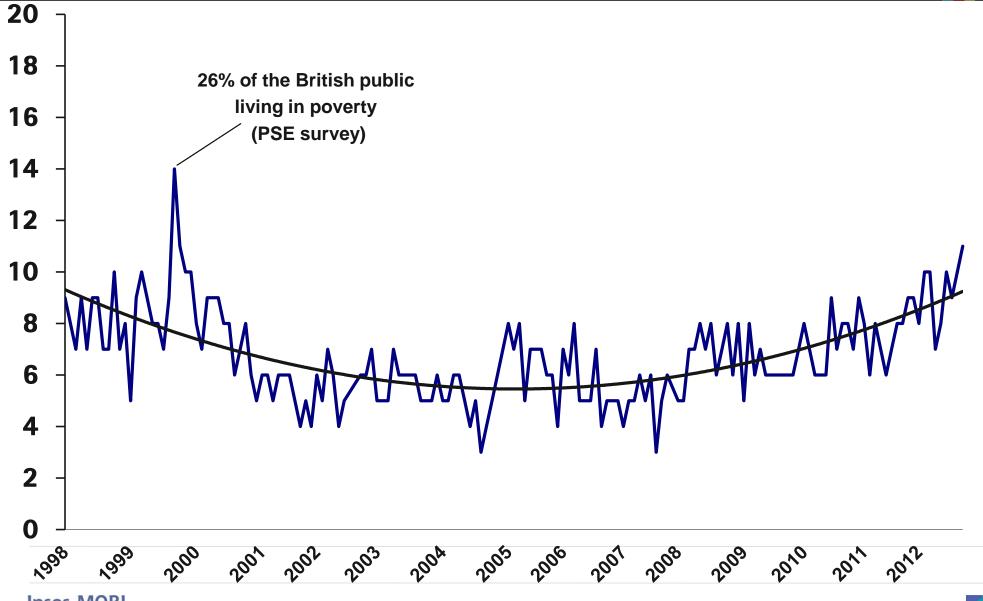
Issues Facing Britain: Transport



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



Poverty/Inequality as an important issue



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