



# Ipsos MORI Issues Index July 2013

**Ipsos MORI**

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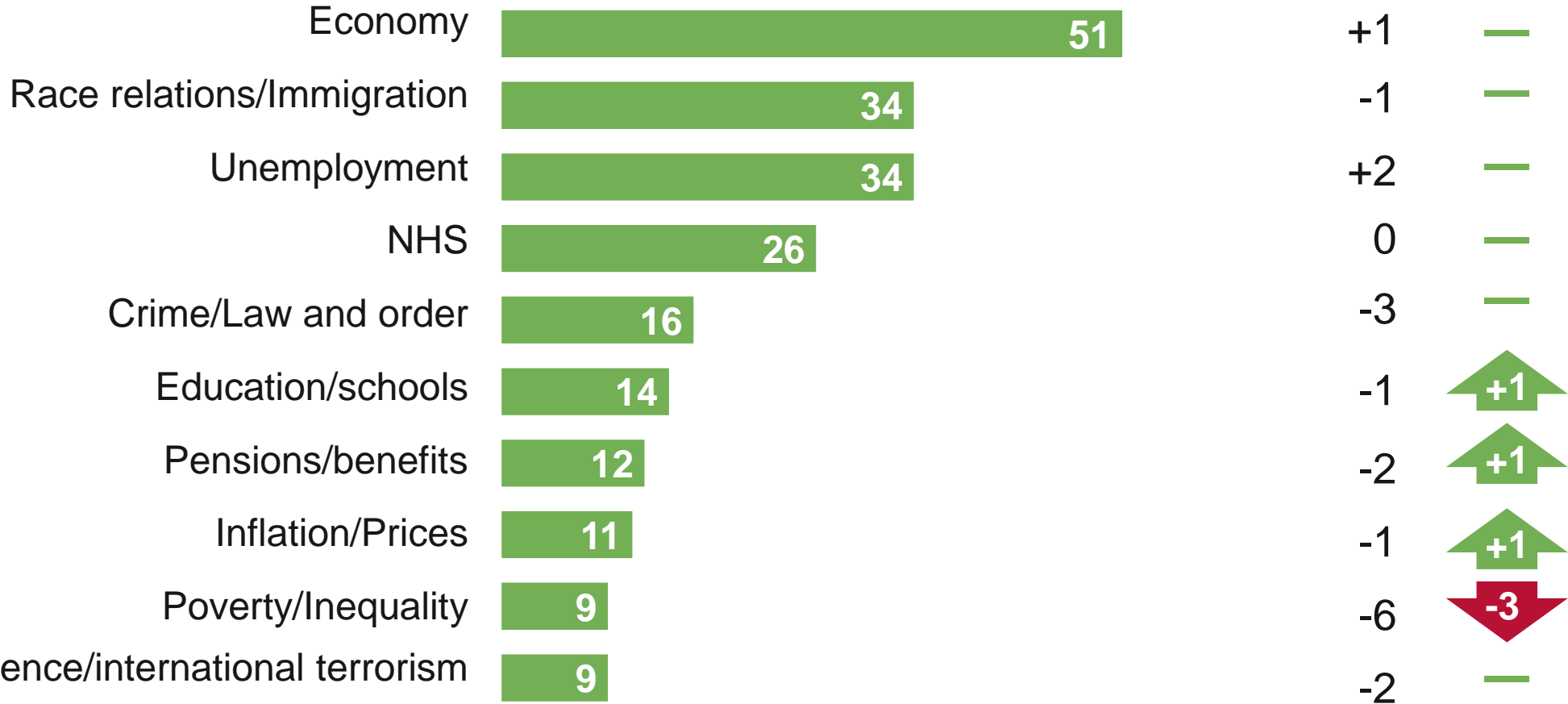
# Issues Facing Britain: July

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

## Top mentions %

## Change since June:

% *Position*

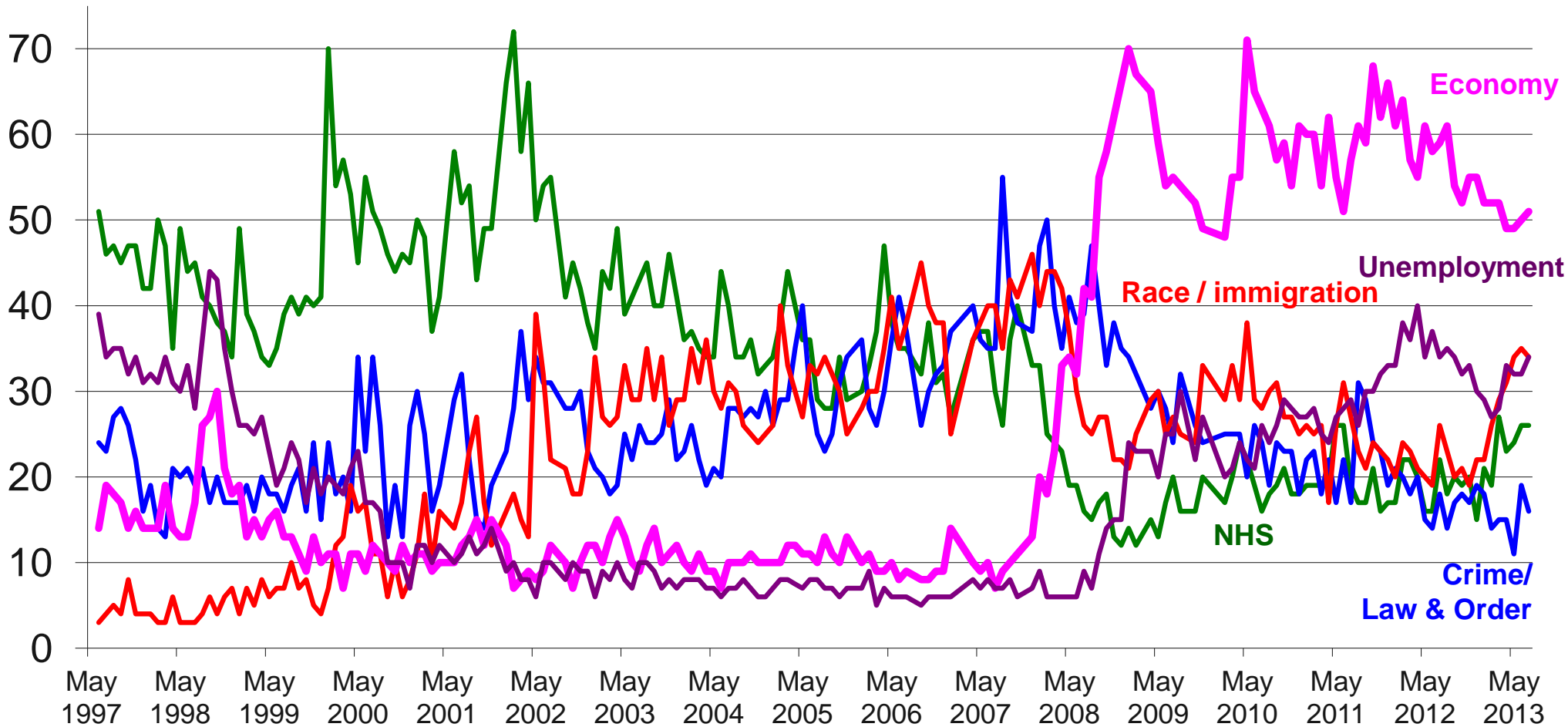


Base: 956 British adults 18+, 28<sup>th</sup> June – 4<sup>th</sup> July 2013

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Long Term Trends

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

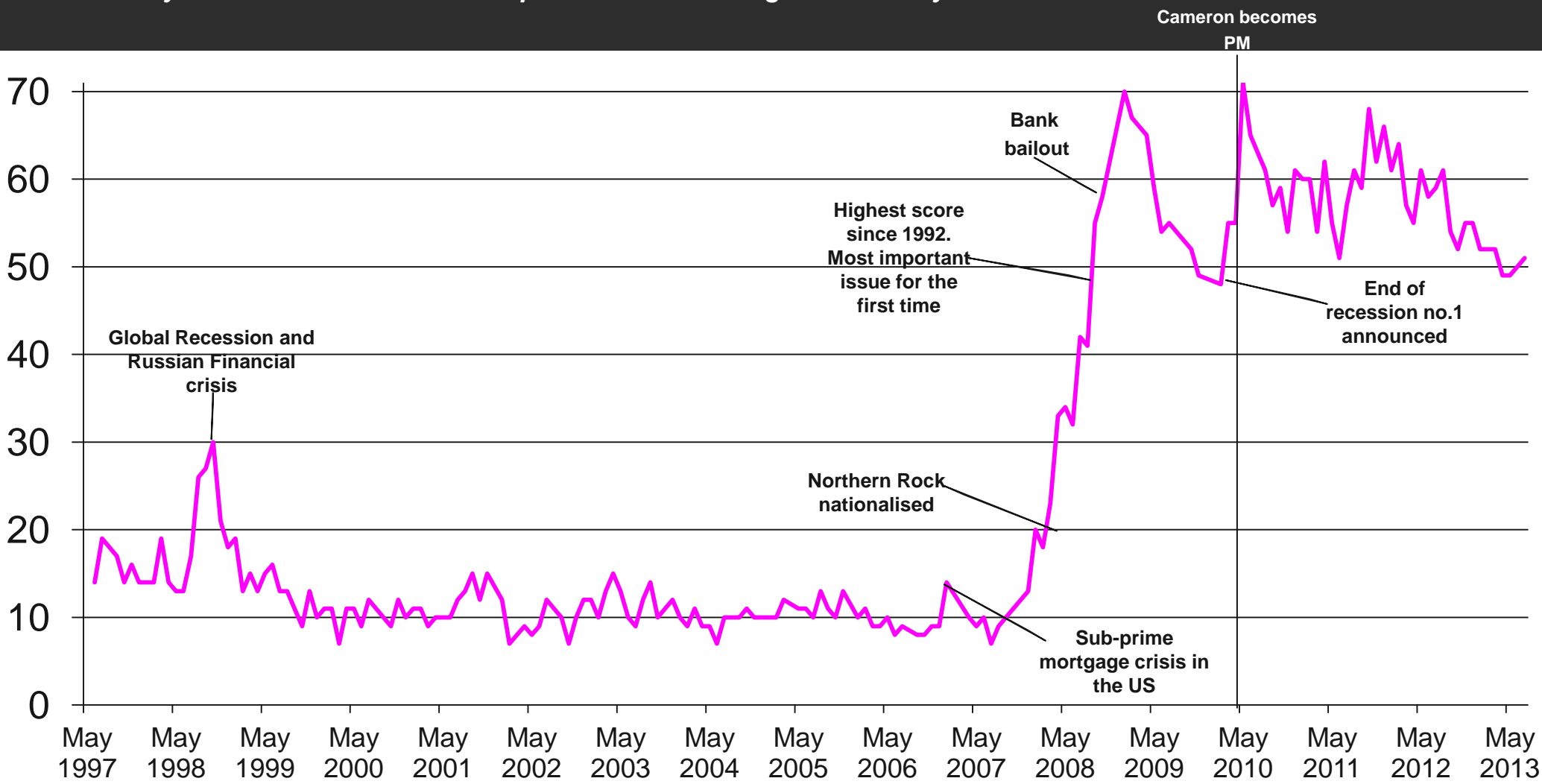


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Economy / Economic situation

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



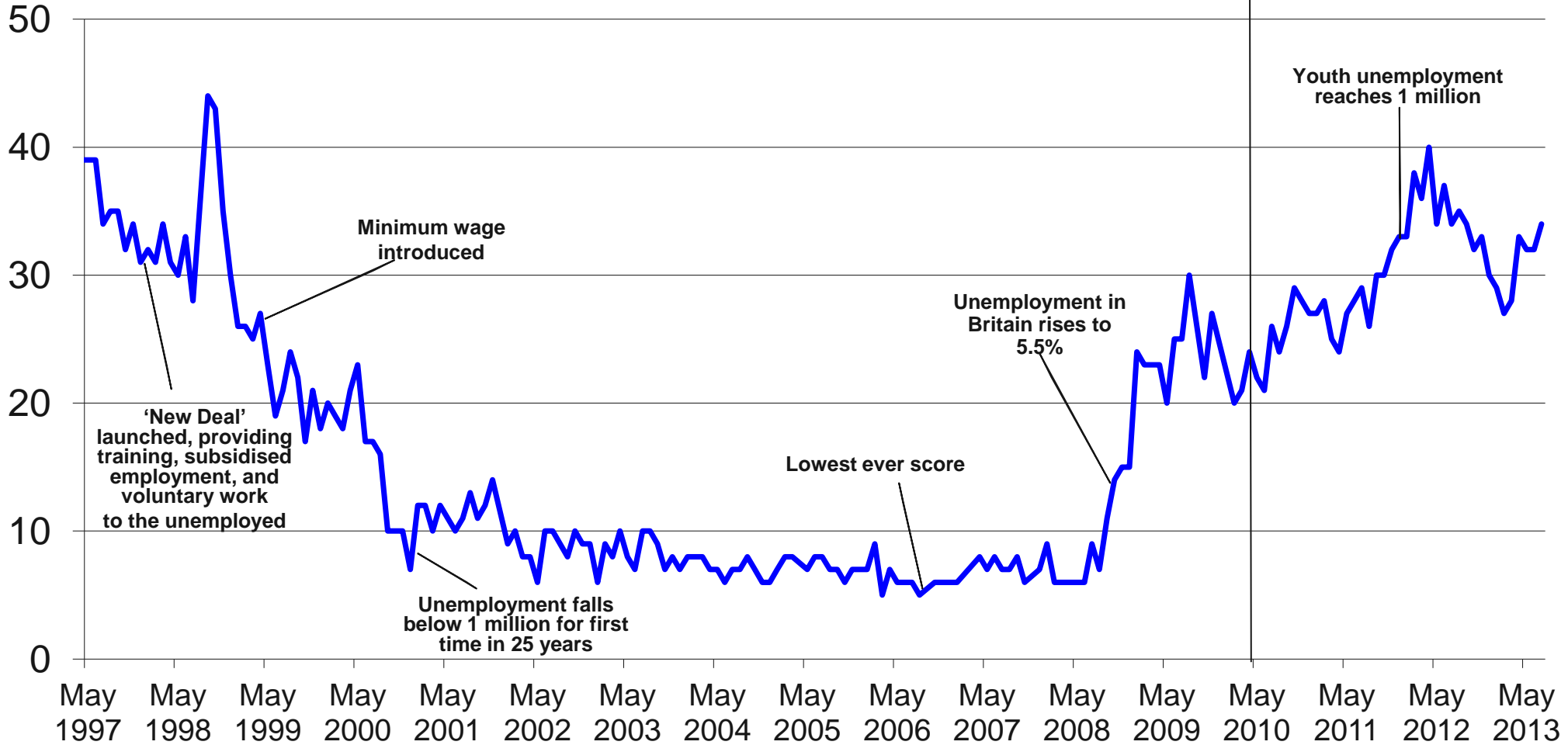
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

Cameron becomes PM

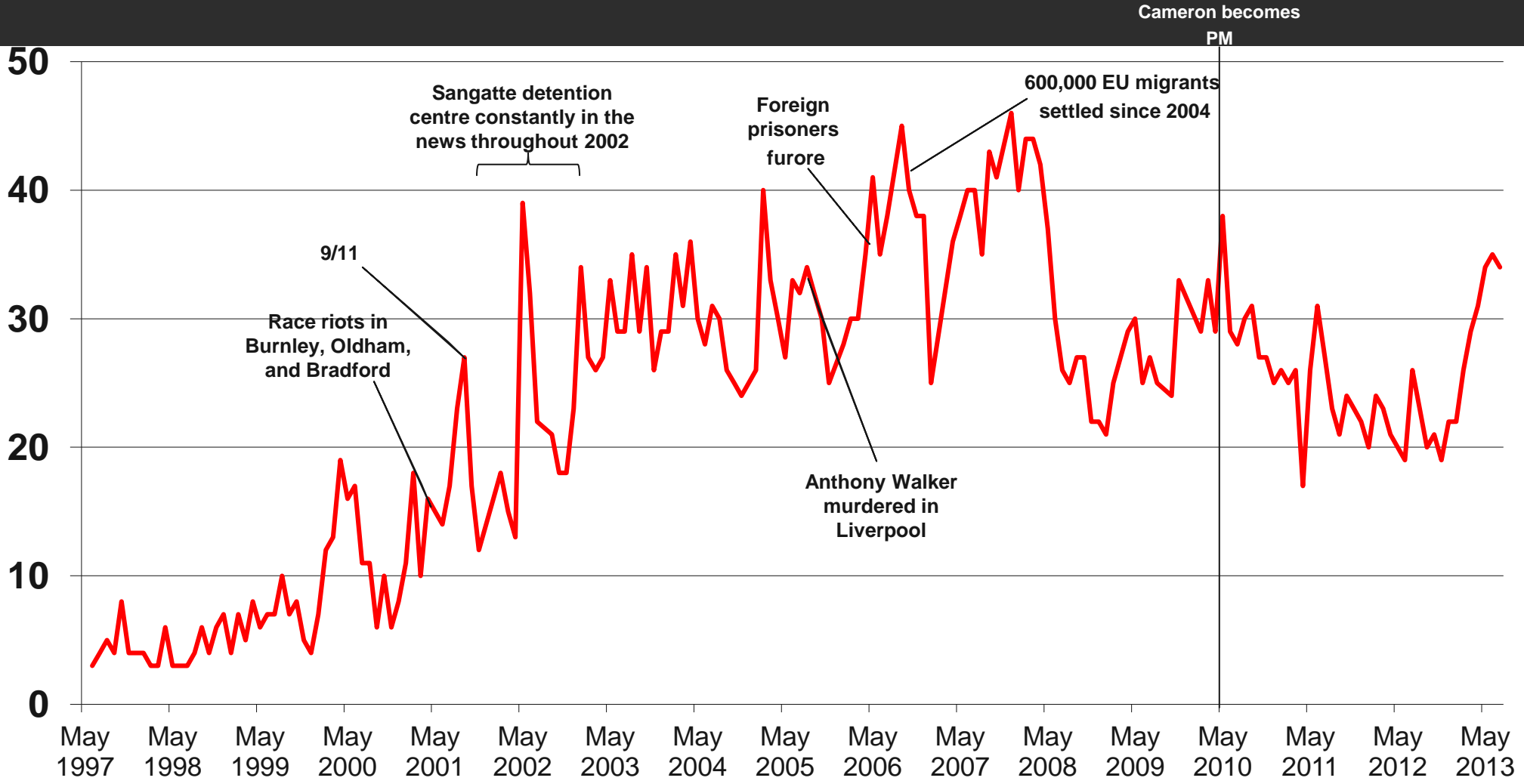


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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# Issues Facing Britain: Race Relations / Immigration / Immigrants

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



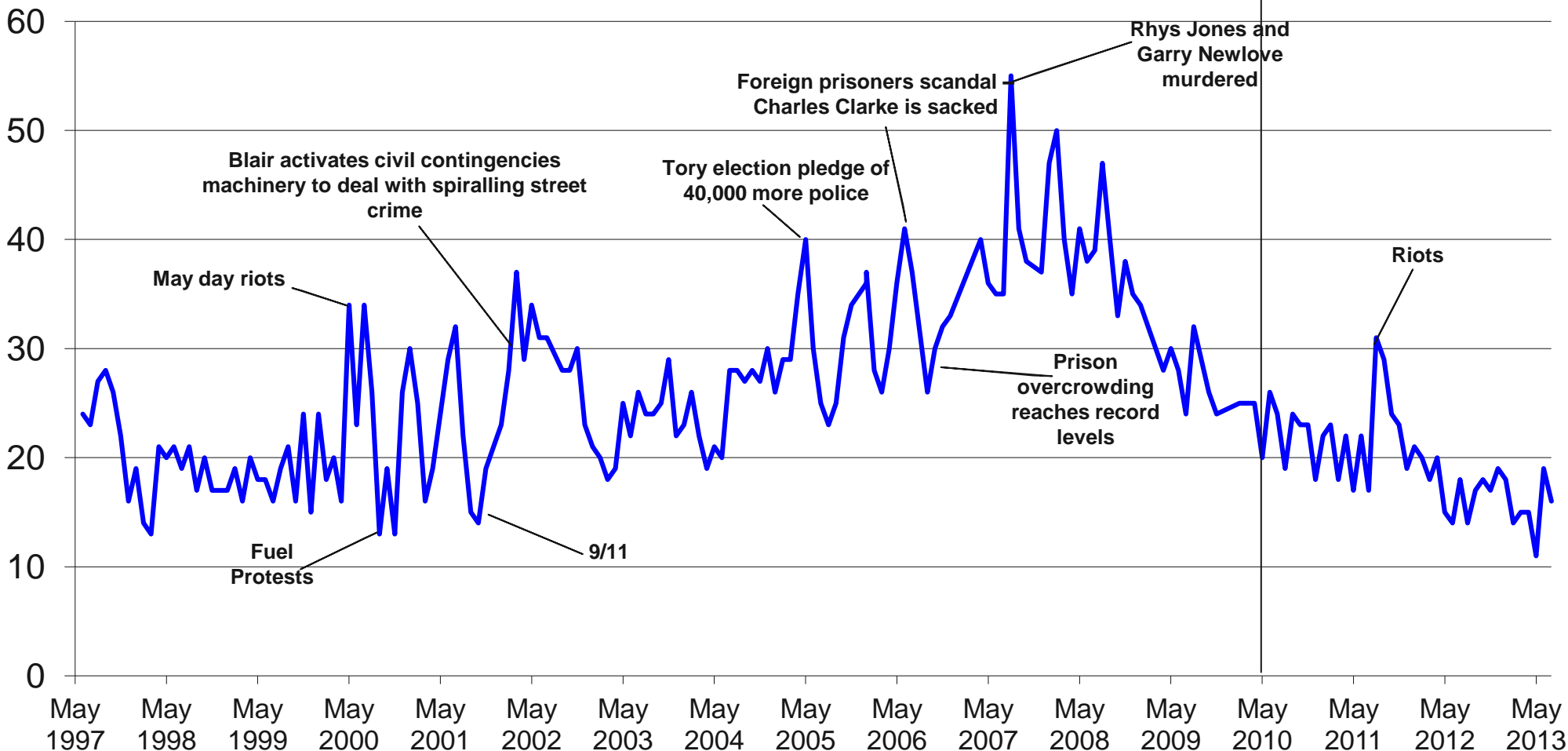
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

Cameron becomes PM



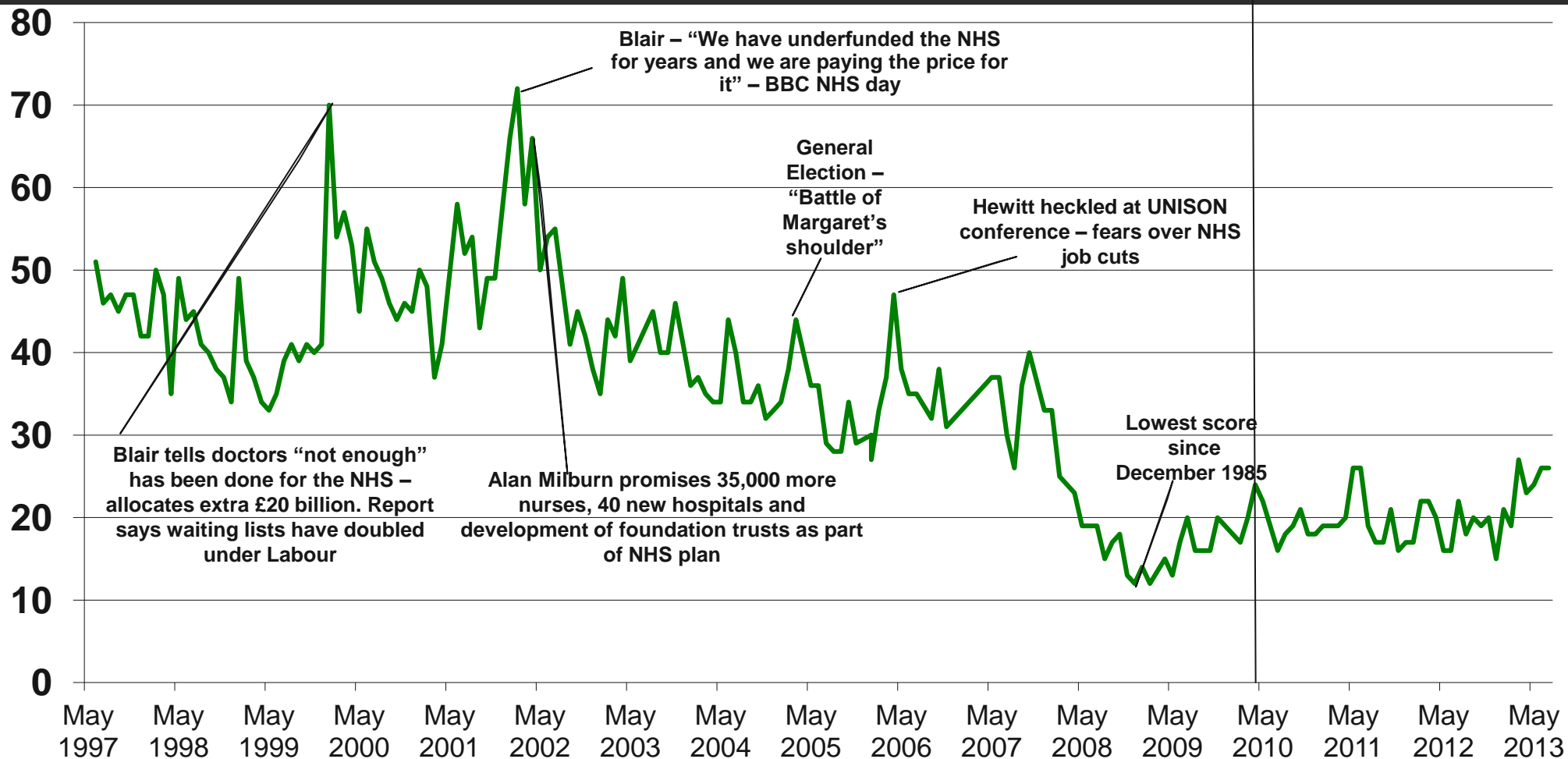
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Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

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

Cameron becomes  
PM



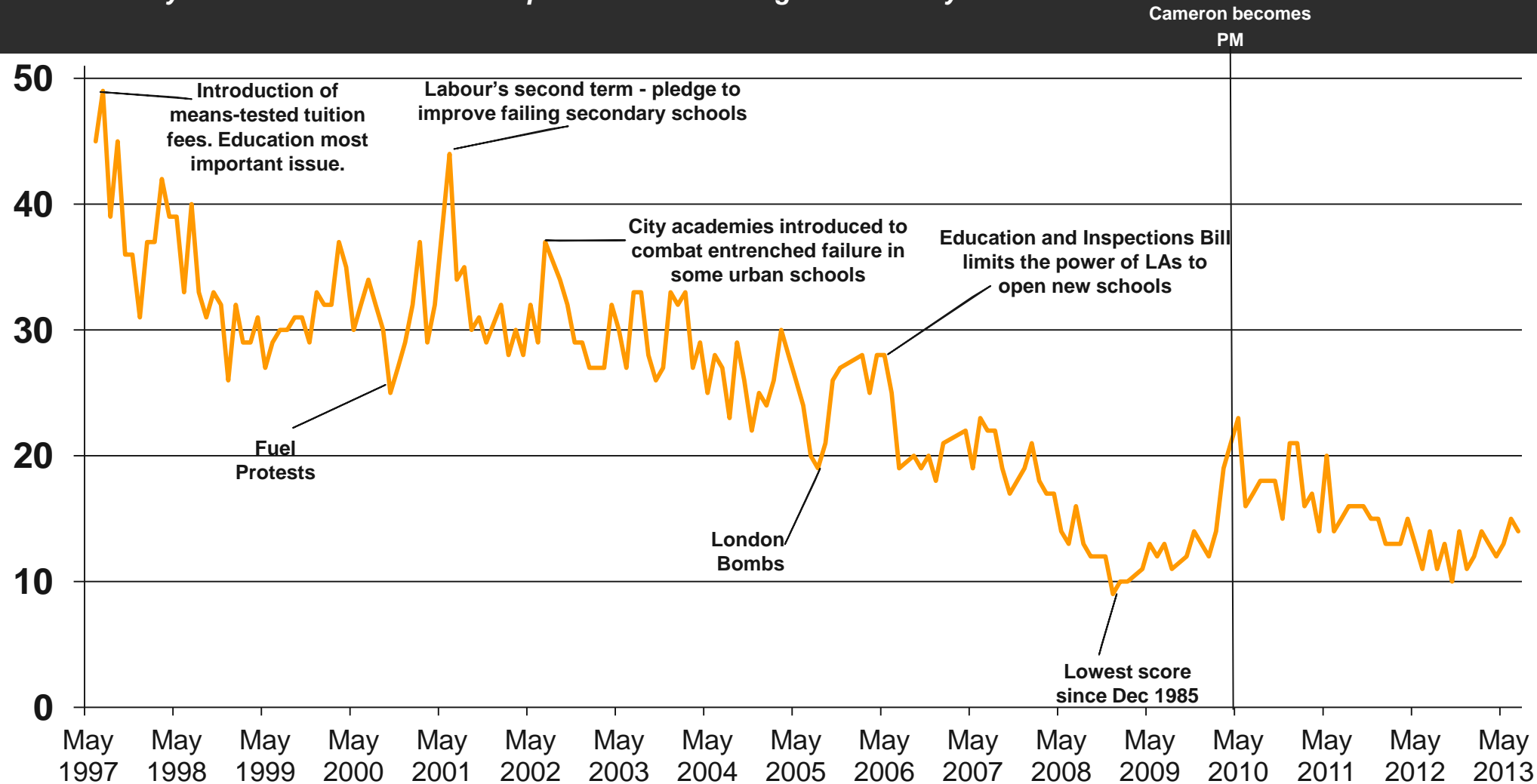
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Source: Ipsos MORI Issues Index



# Issues Facing Britain: Education / Schools

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

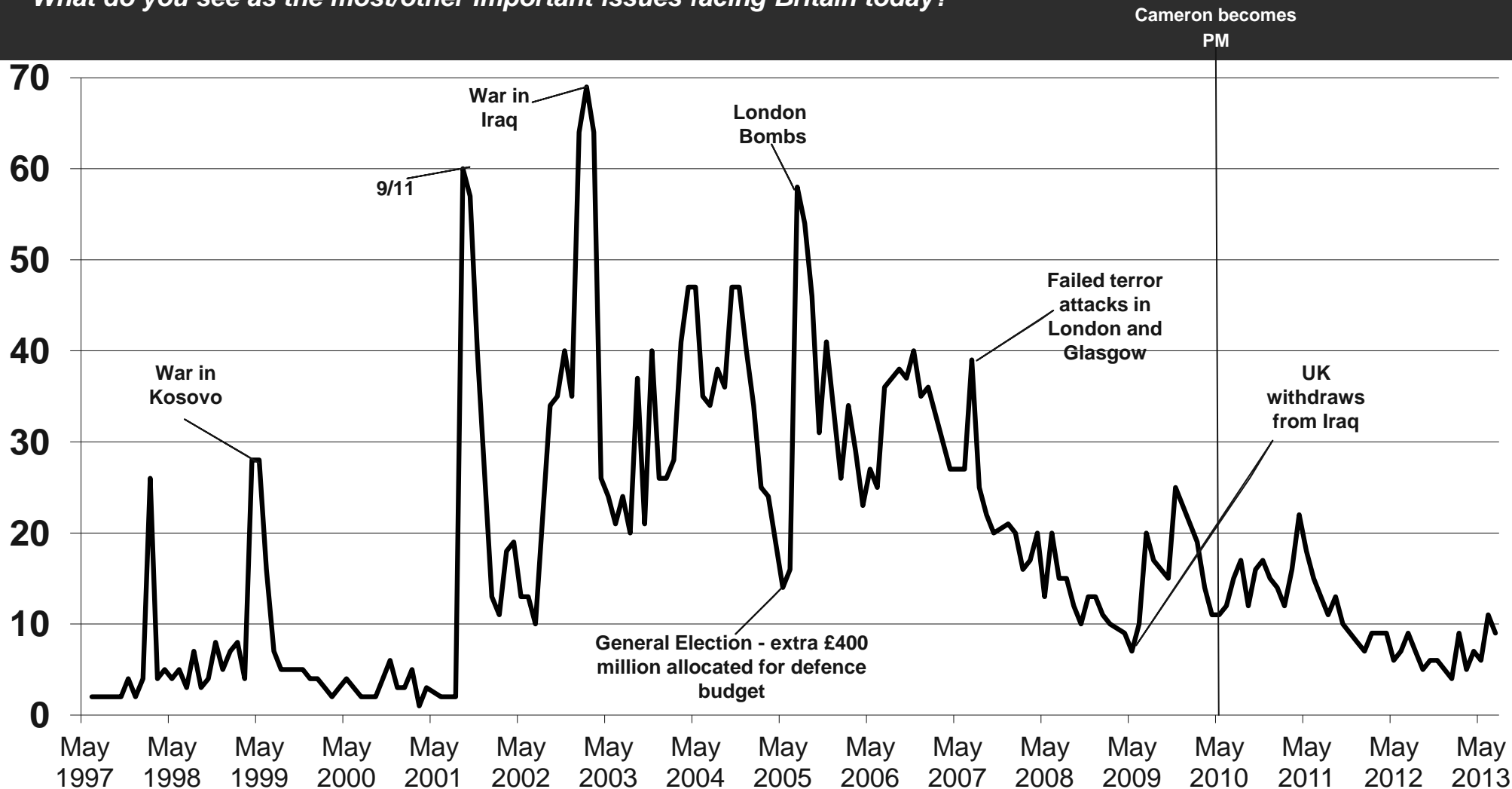


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# Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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



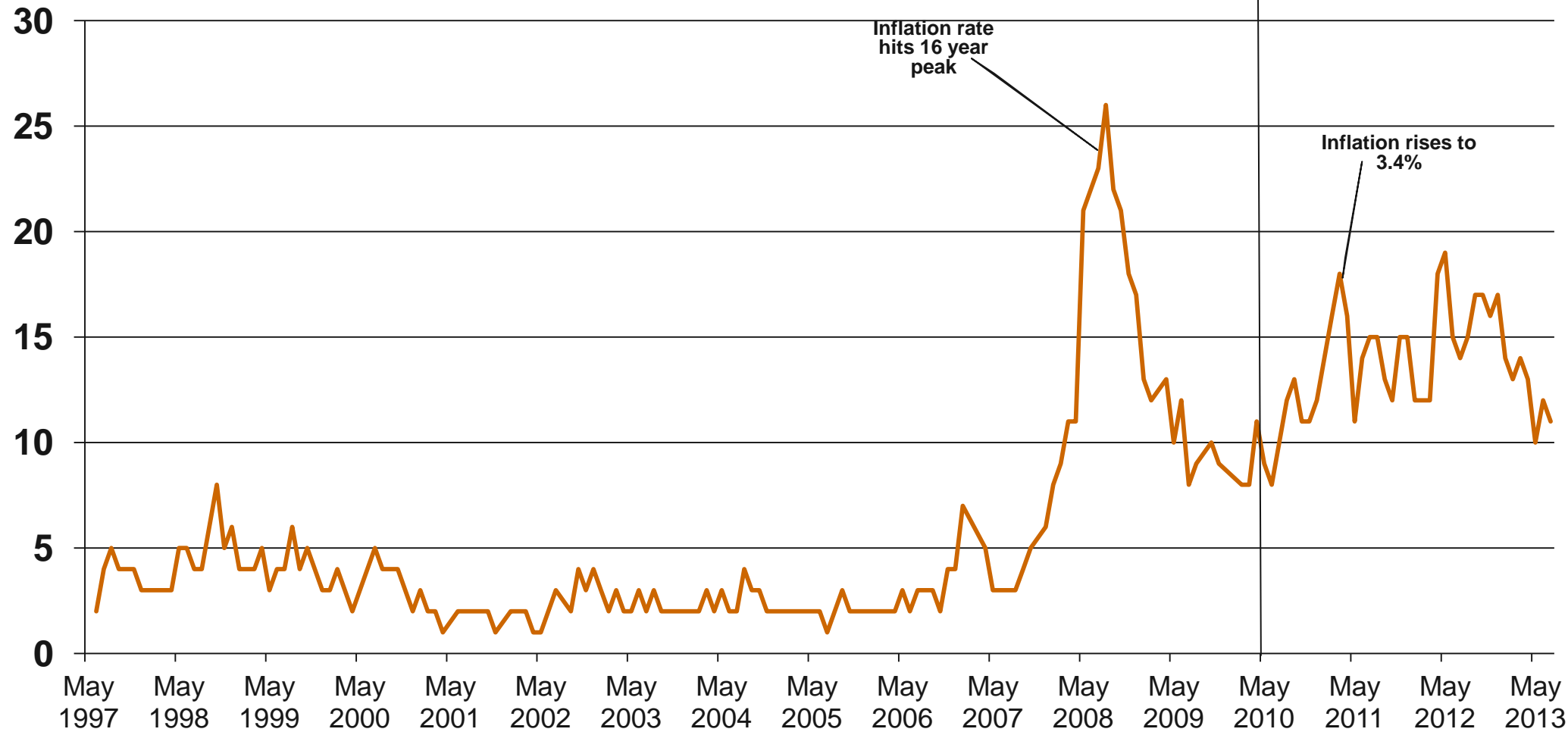
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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

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

Cameron becomes  
PM

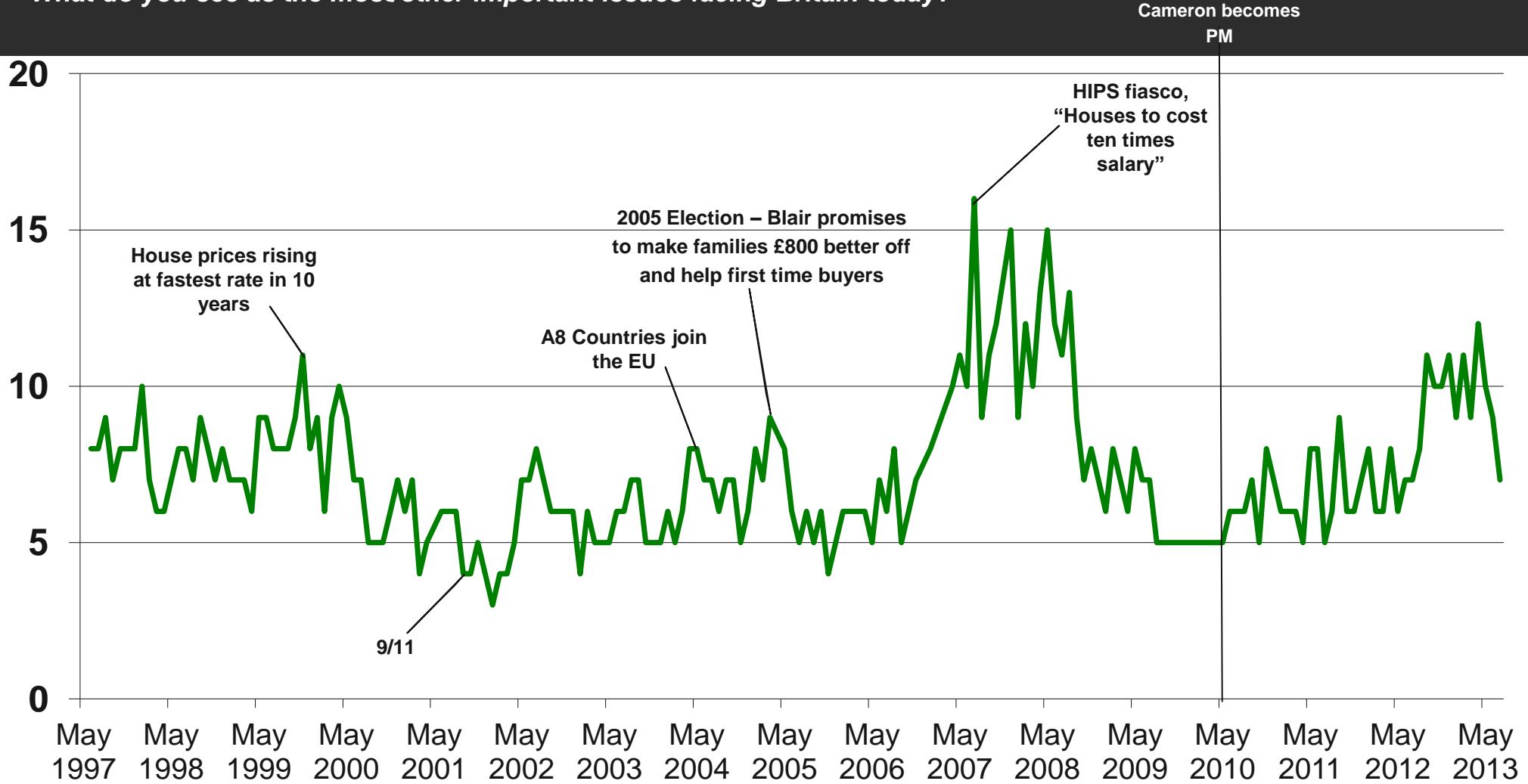


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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Housing

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

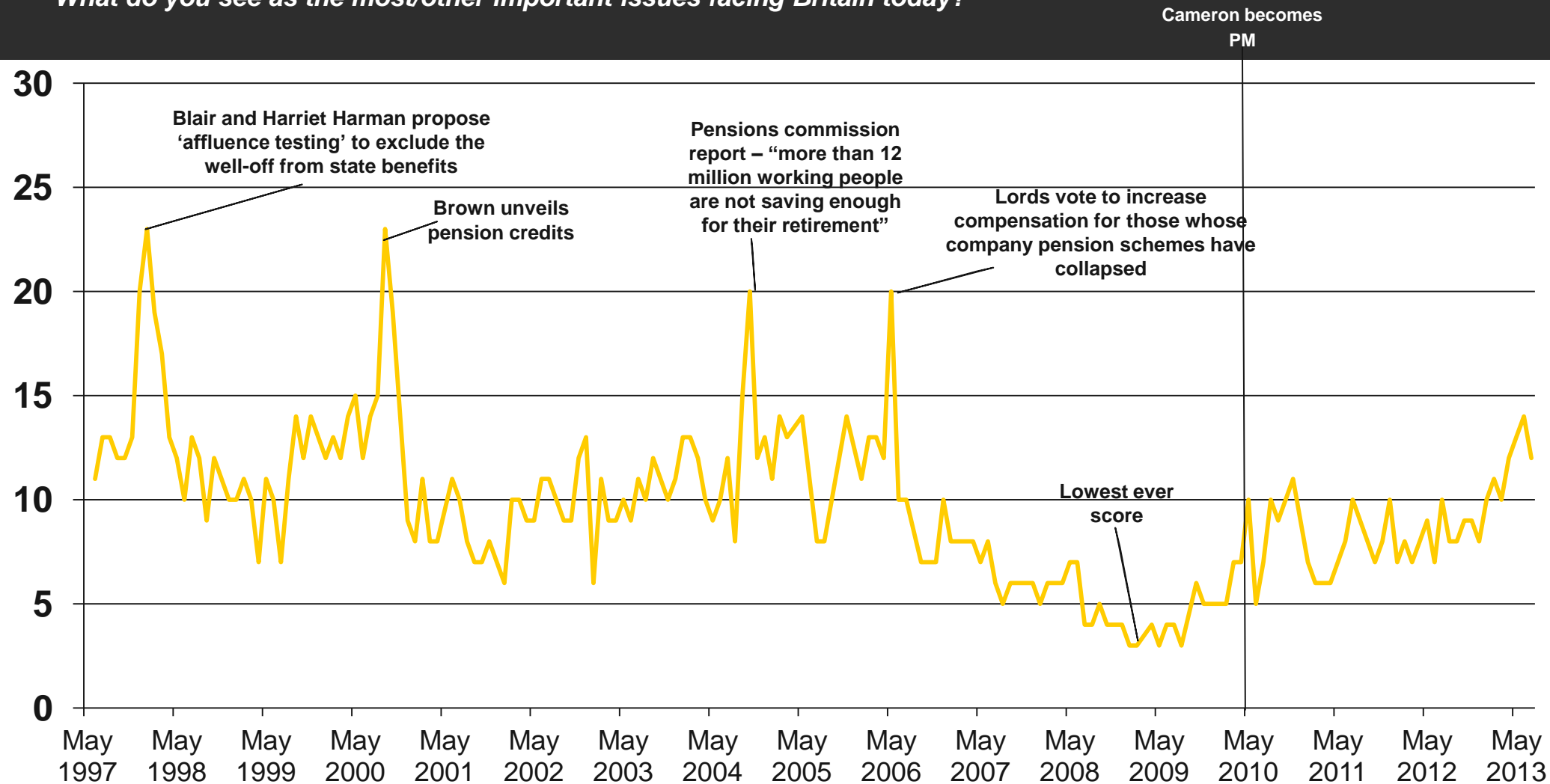


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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pensions/Benefits/Social security

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



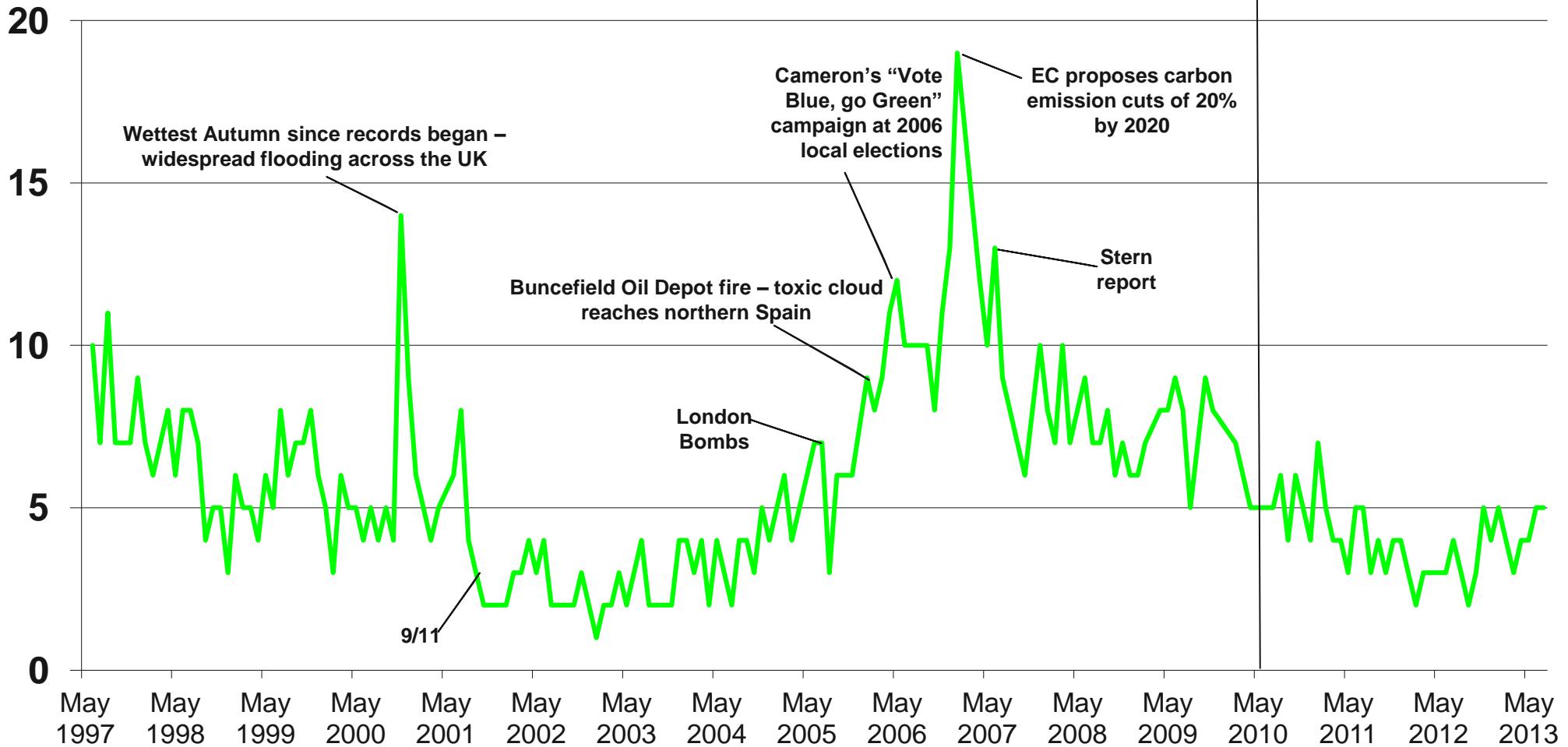
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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM

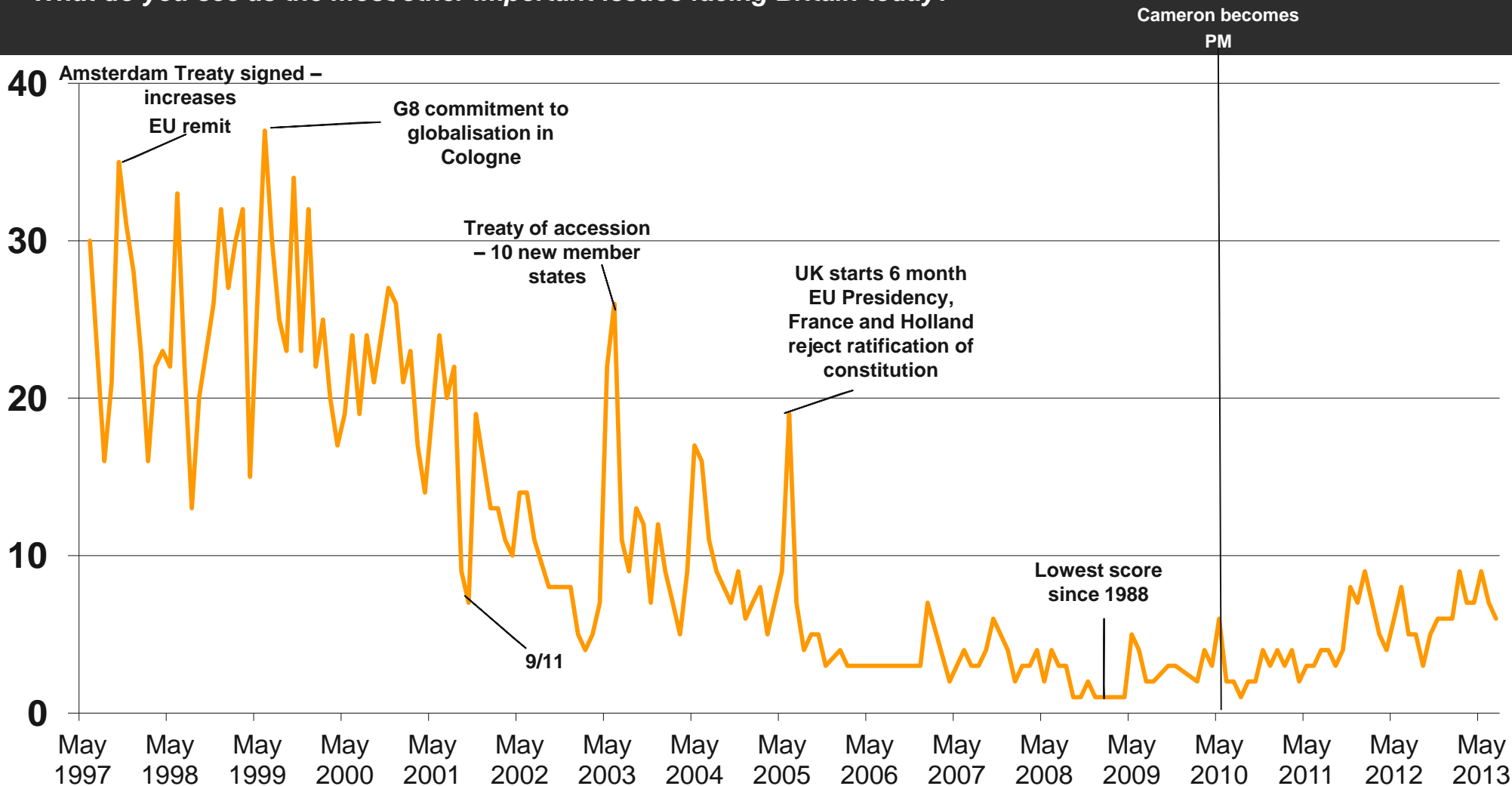


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# Issues Facing Britain: Common Market / Europe / Euro / EU

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



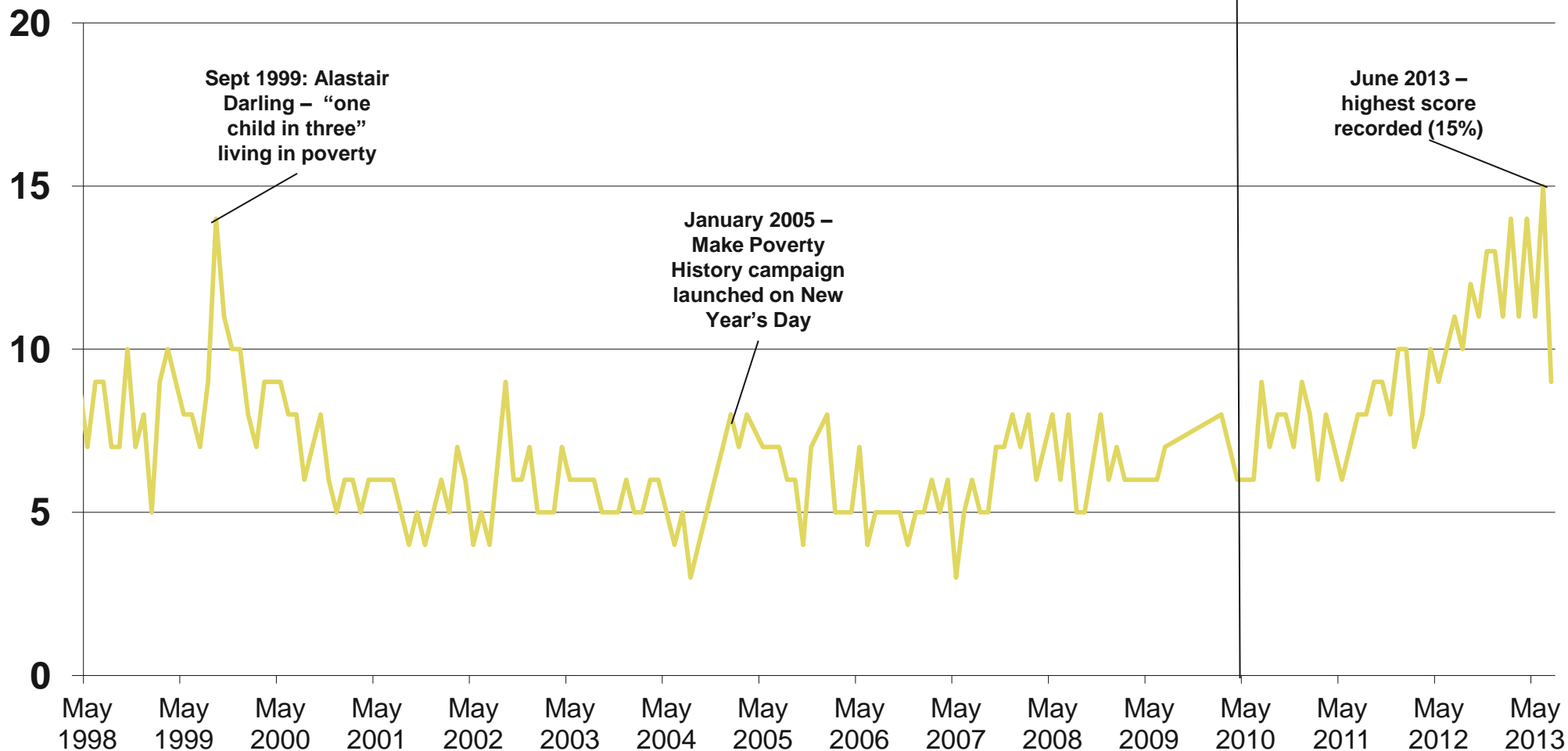
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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

Cameron becomes  
PM



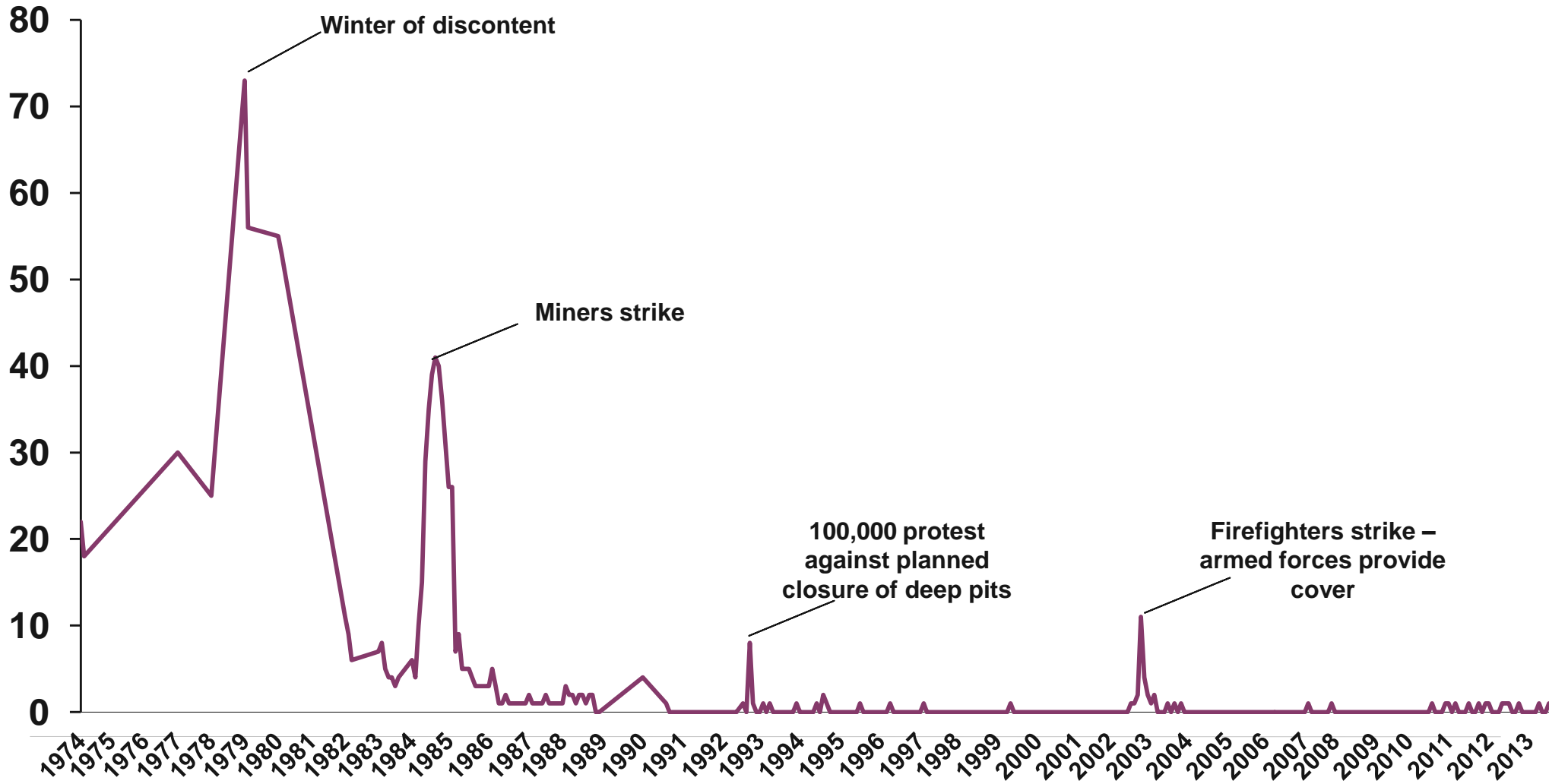
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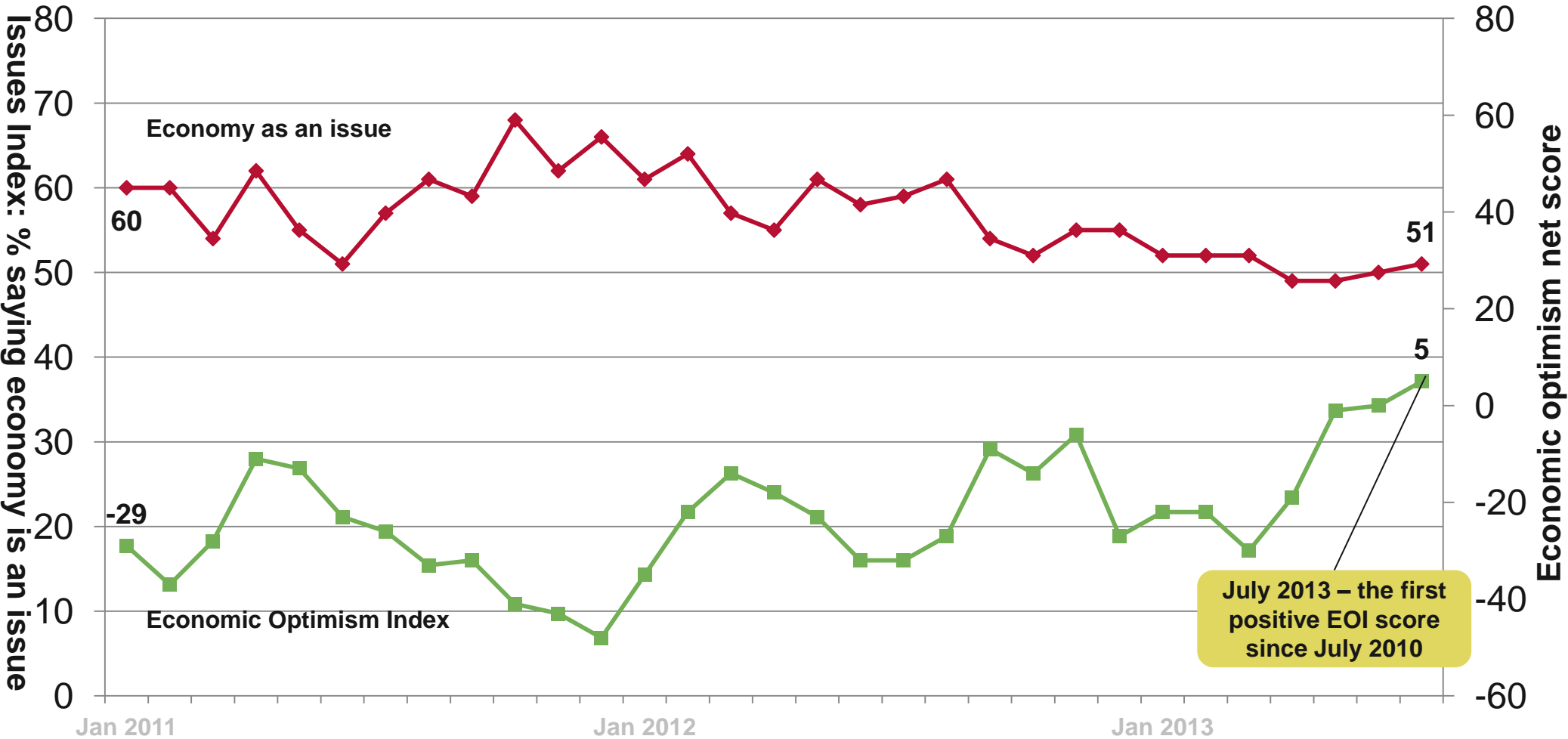


# Trade Unions/Strikes as an important issue facing Britain

What would you say is the most important/among the most important issues facing Britain today? - Trade Unions/Strikes



# The economy: concern and optimism



Sources: Ipsos MORI Issues index and Economic Optimism Index (EOI) data; Jan 2011-July 2013