



# ***Economist/Ipsos MORI Issues Index***

Nov 2010

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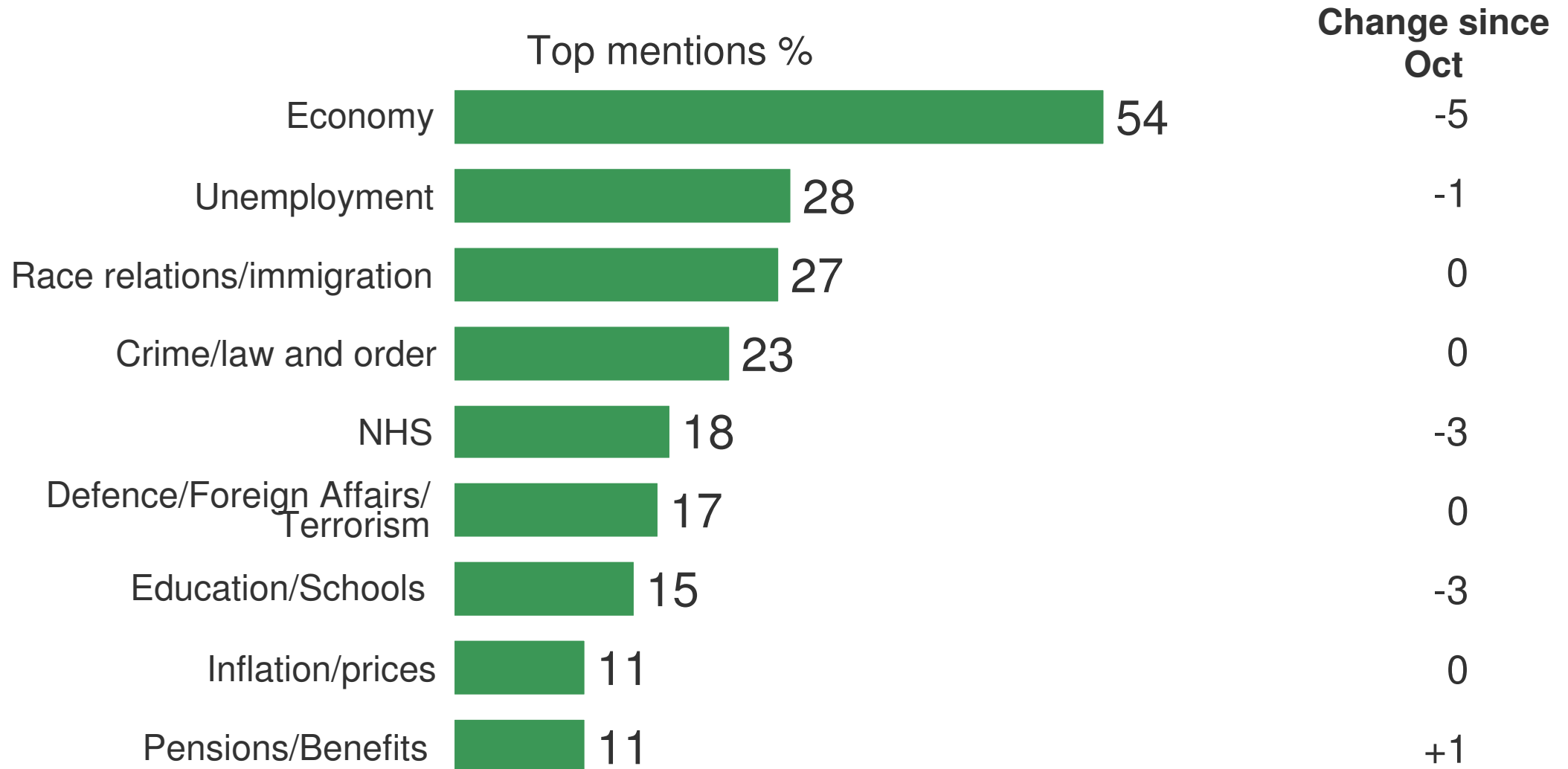
**020 7347 3000**

**Ipsos MORI**



# Issues facing Britain: November

*What would you say is the most important issue facing Britain today?  
What do you see as other important issues facing Britain today?*



Ipsos MORI

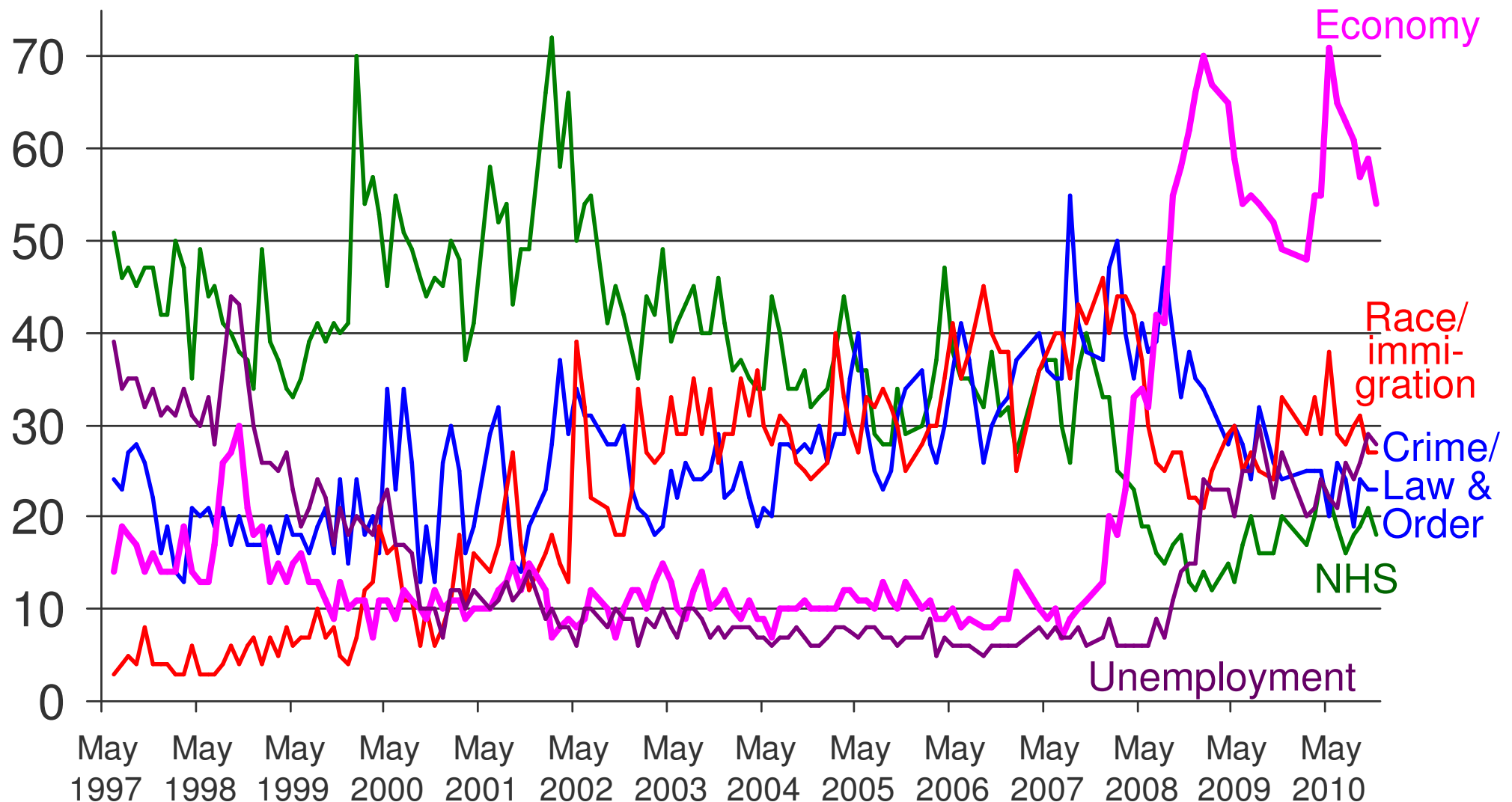
Base: 983 British adults 18+, 5<sup>th</sup>-11<sup>th</sup> Nov 2010

Source: Ipsos MORI Issues Index



# Issues Facing Britain: Long Term Trends

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



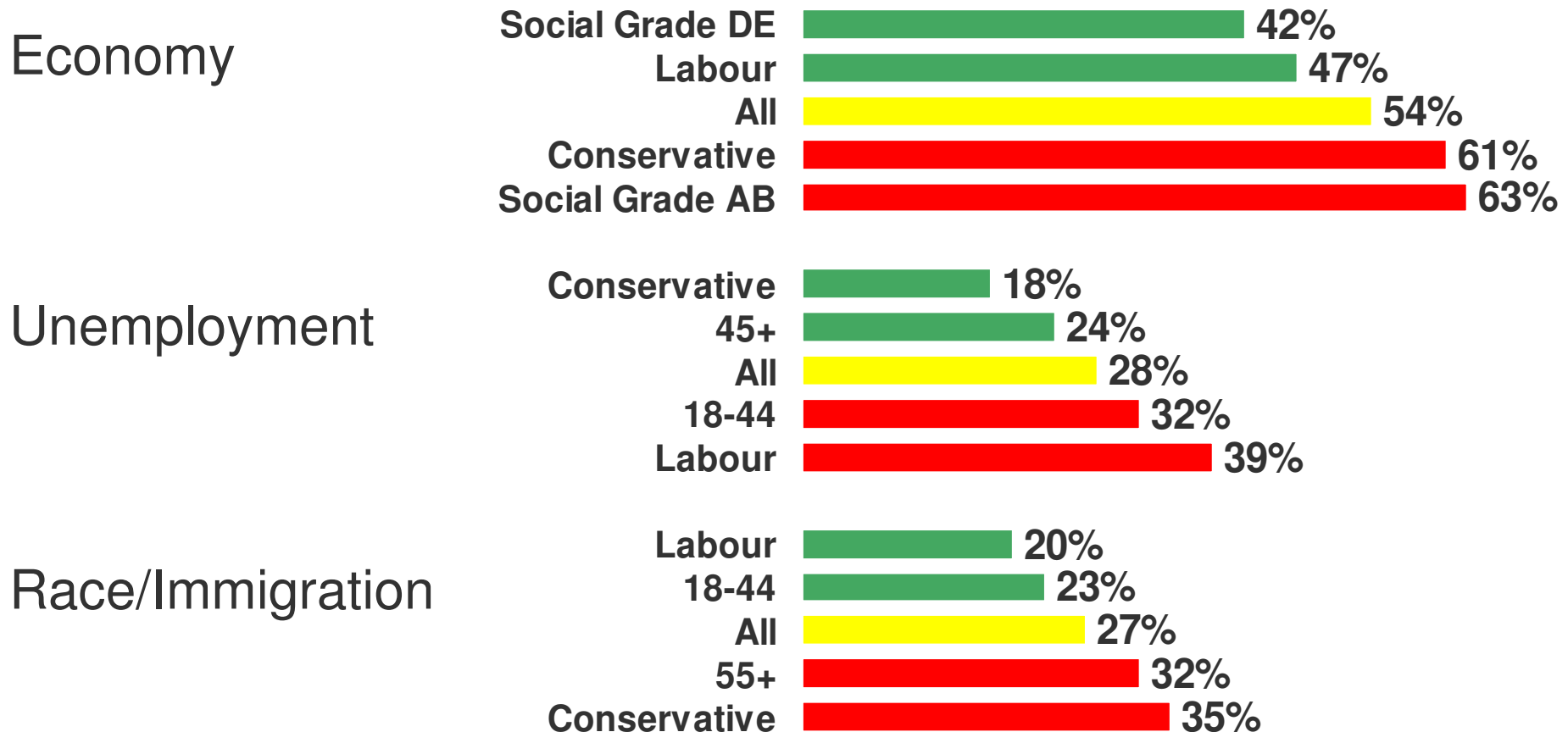
Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Top three issues – variations in response

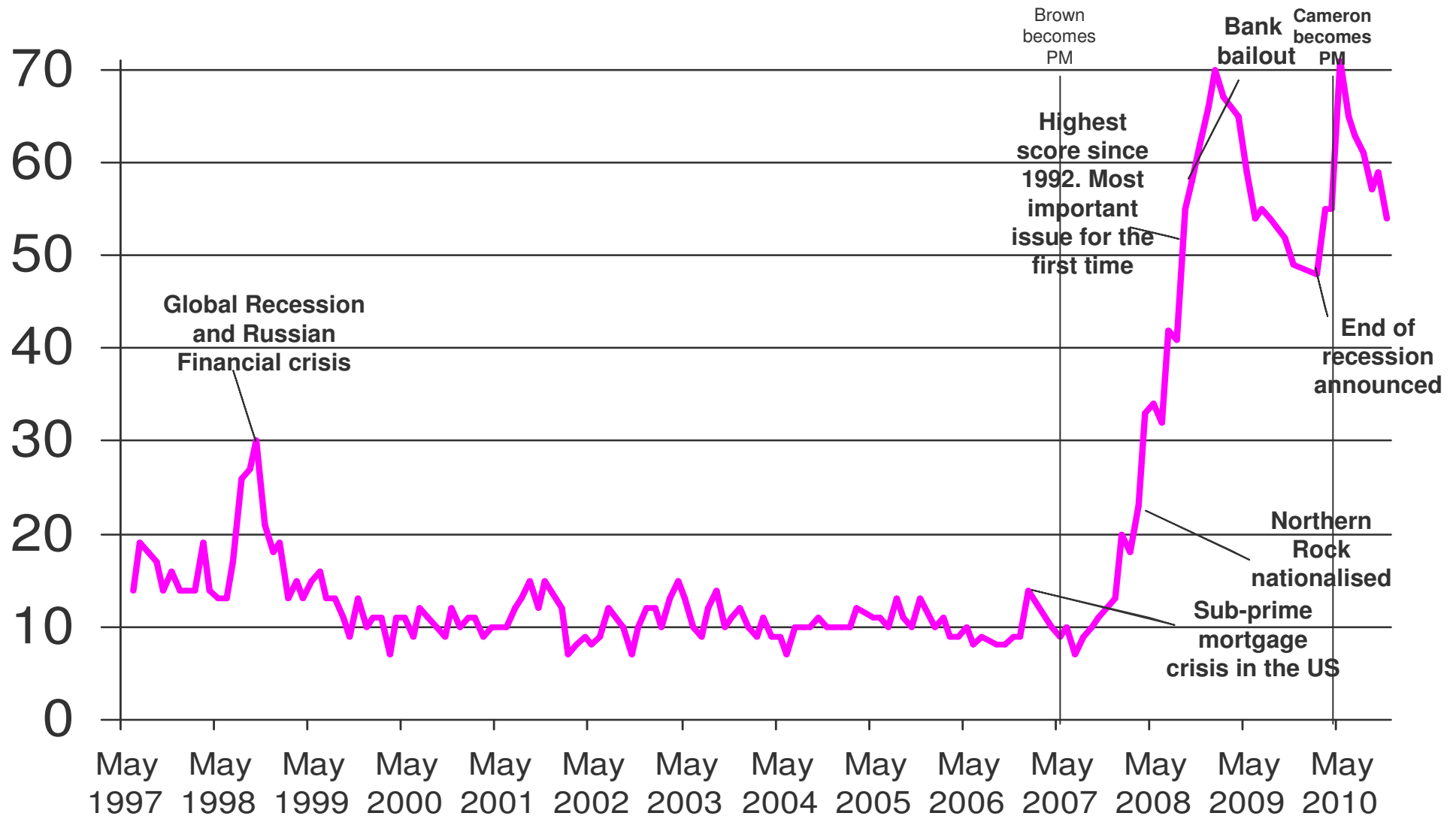
What would you say are the most important issues facing Britain?



Base: 983 respondents, 5-11<sup>th</sup> November 2010

# Issues Facing Britain: Economy | Economic situation

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



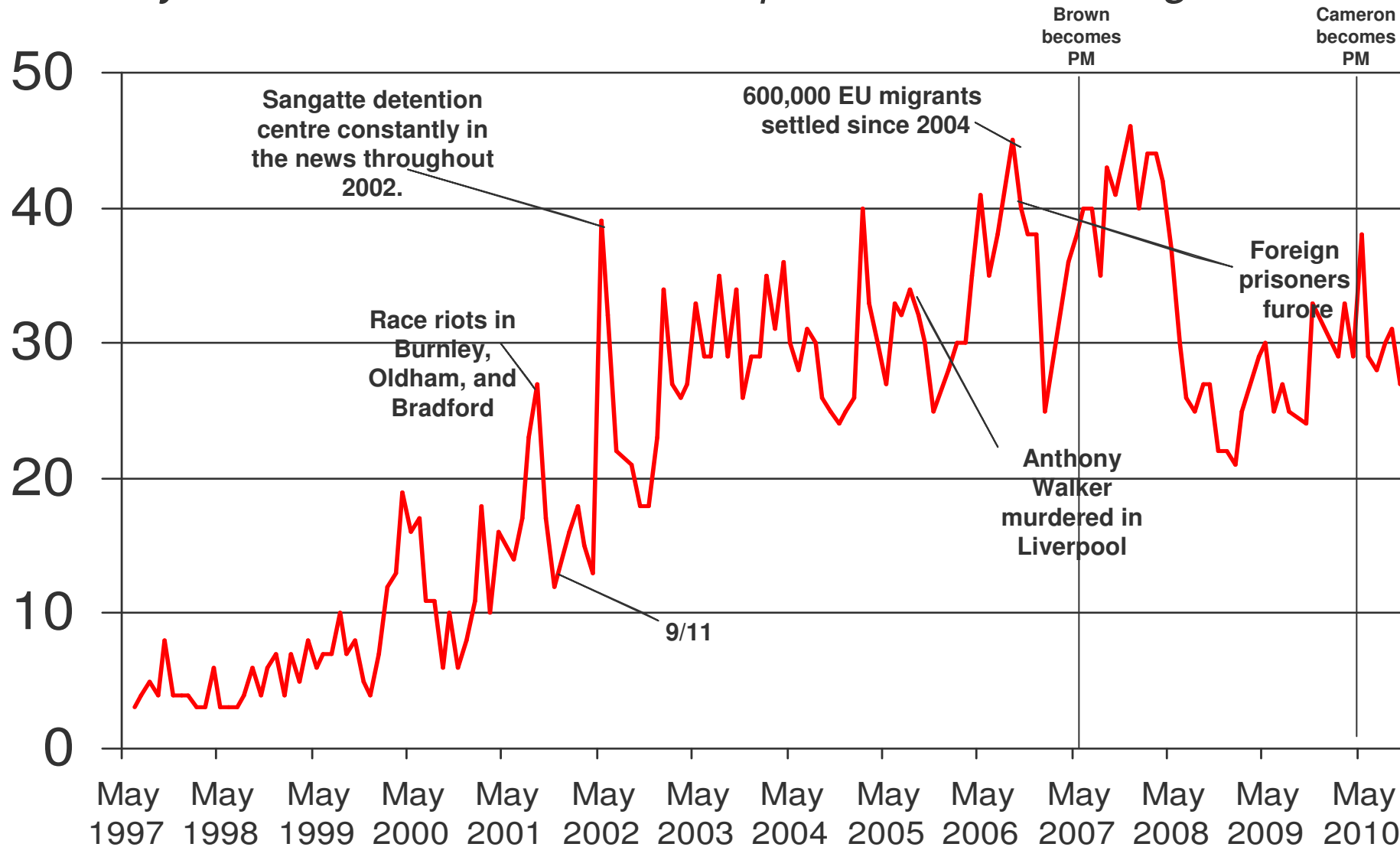
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Source: Ipsos MORI Issues Index



# Issues Facing Britain: Race Relations / Immigration / Immigrants

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

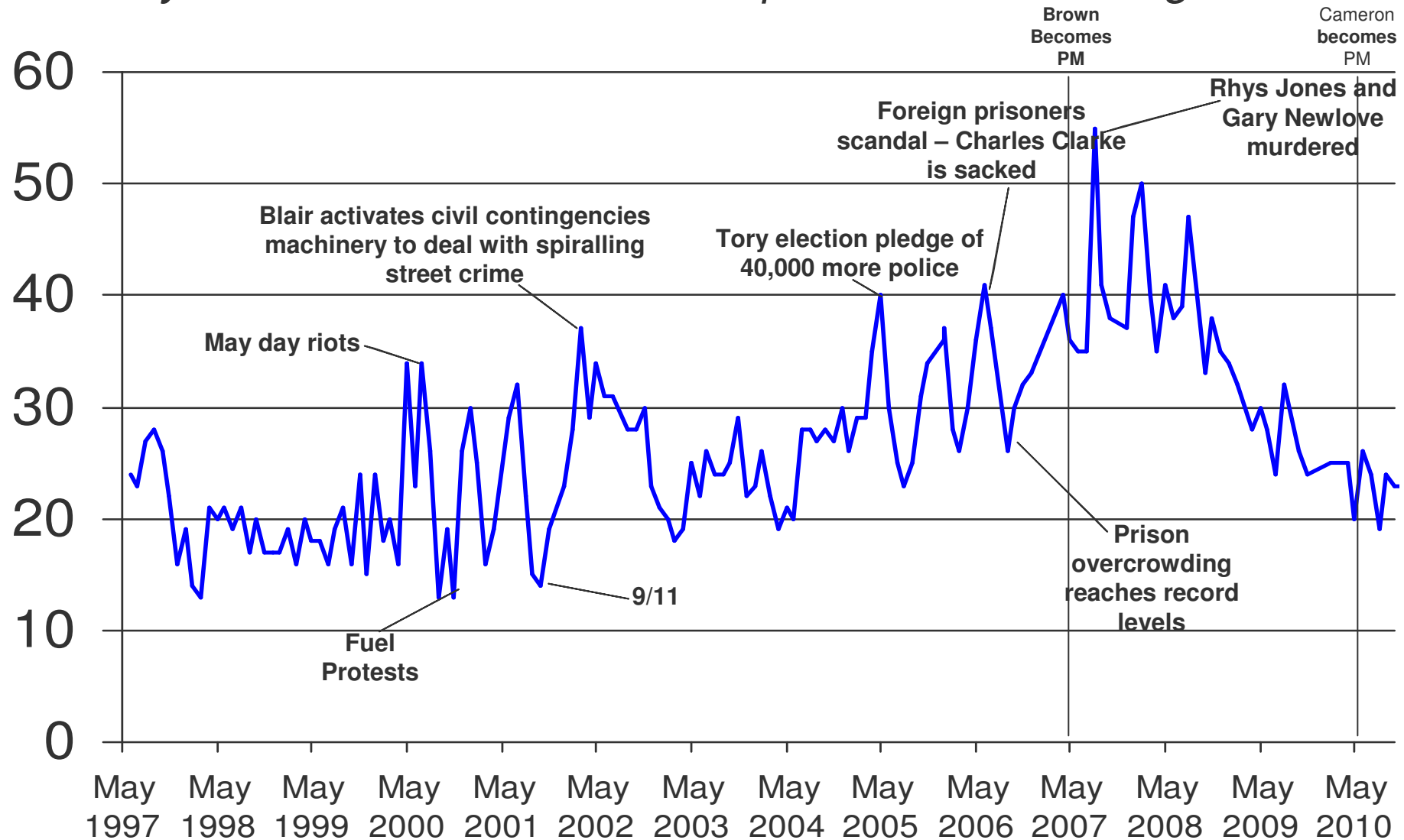


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

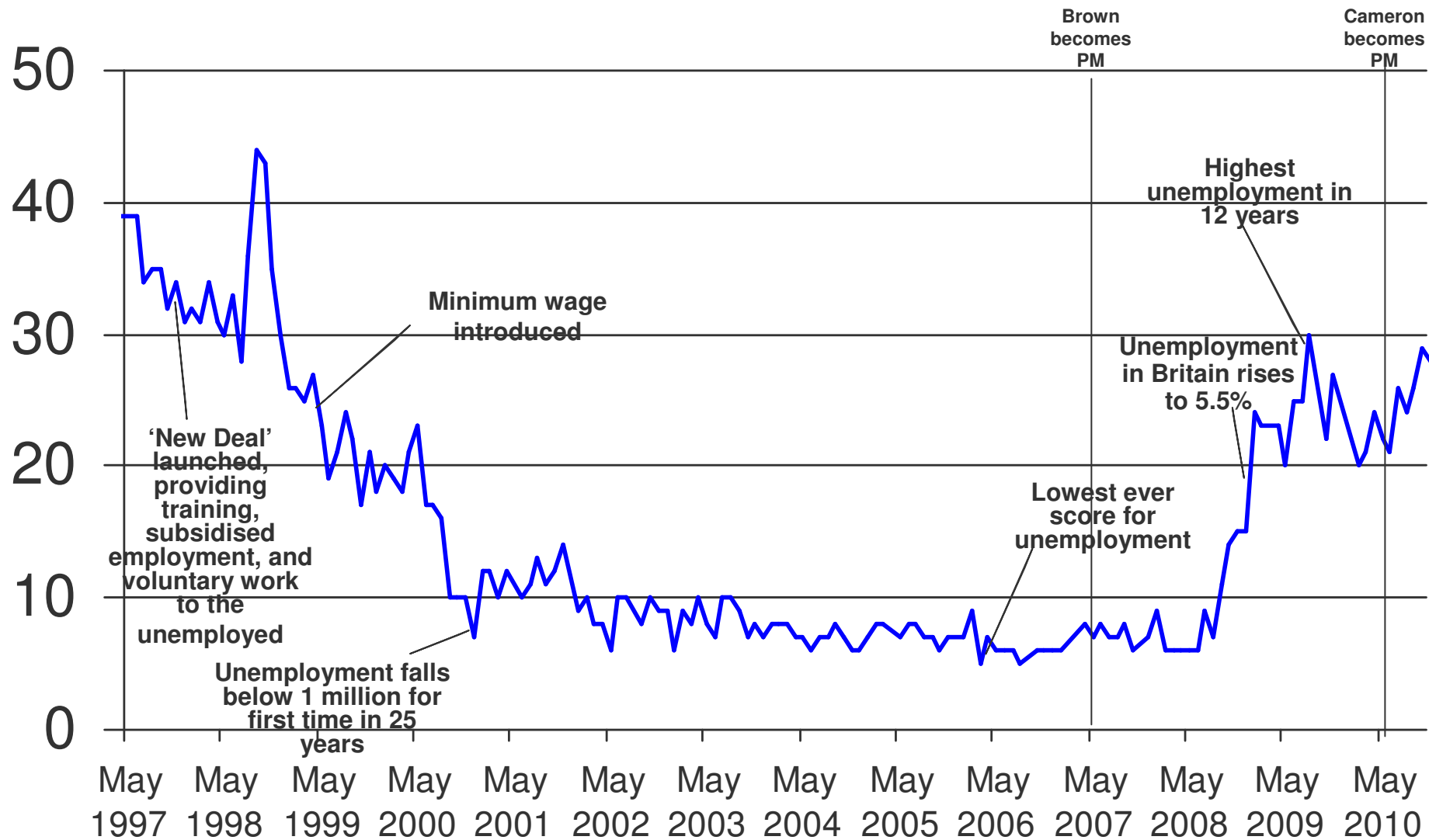


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

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

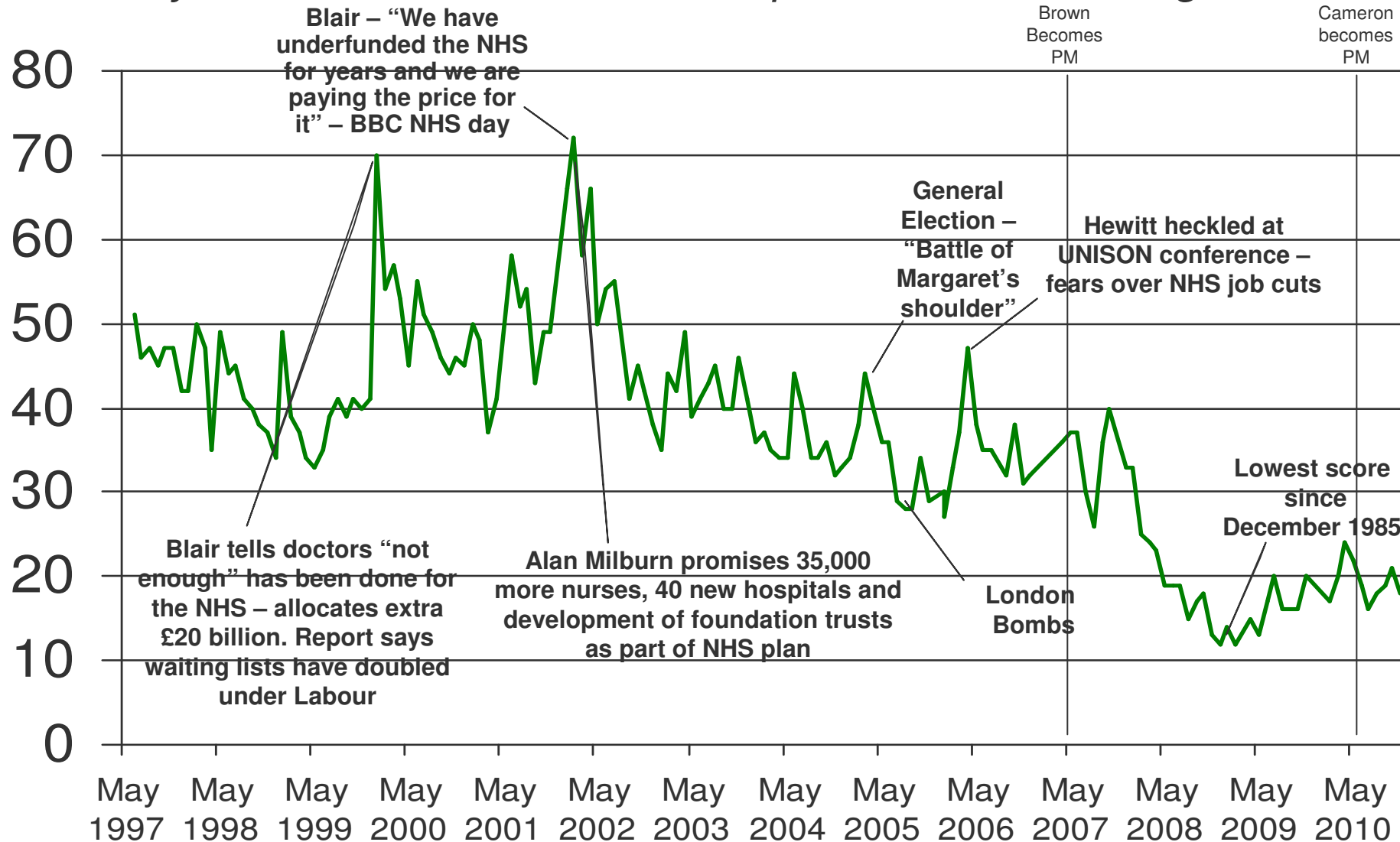
What do you see as the most/other important issues facing Britain today?





# Issues Facing Britain: NHS | Hospitals | Healthcare

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



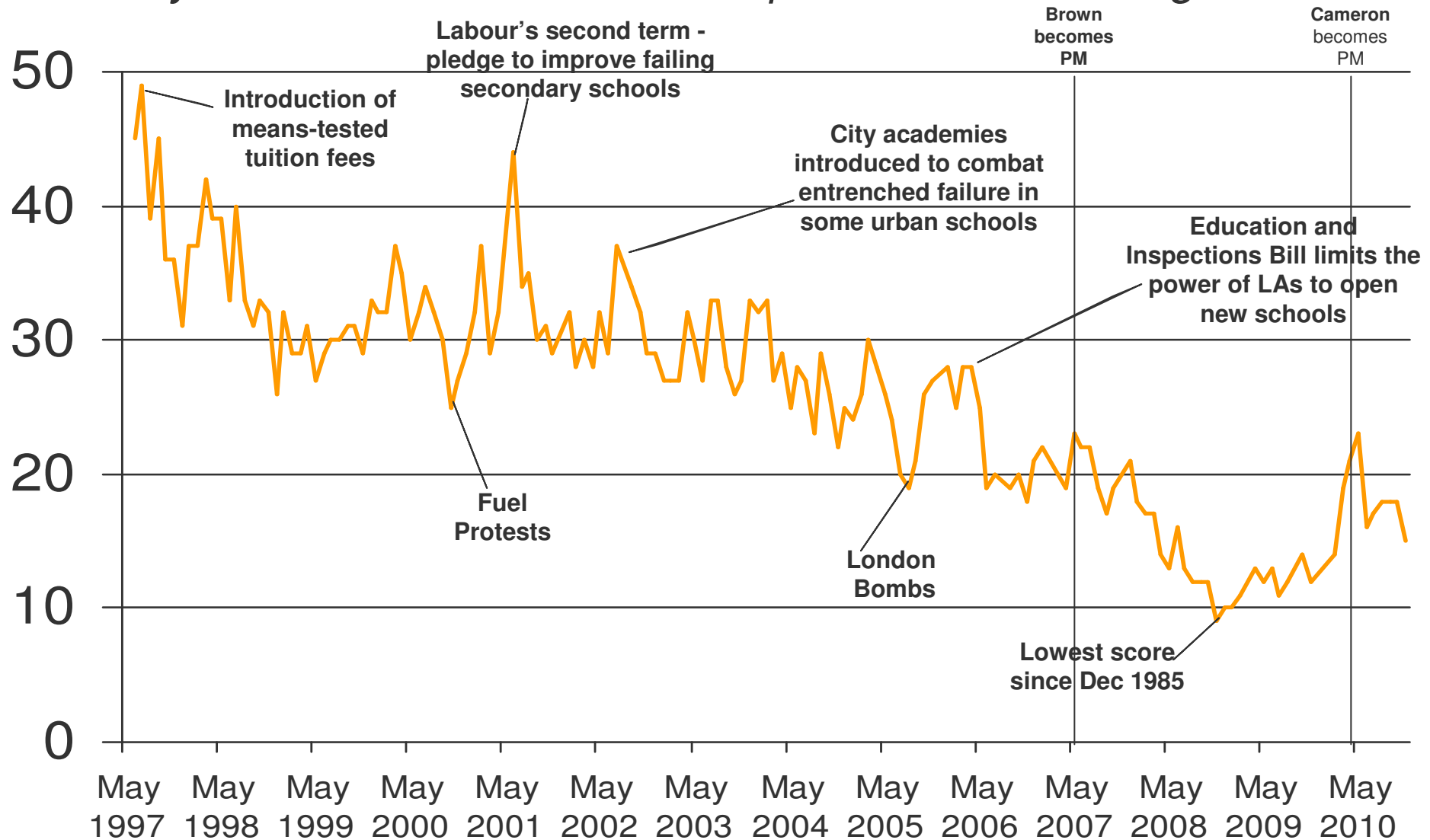
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Source: Ipsos MORI Issues Index



# Issues Facing Britain: Education | Schools

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



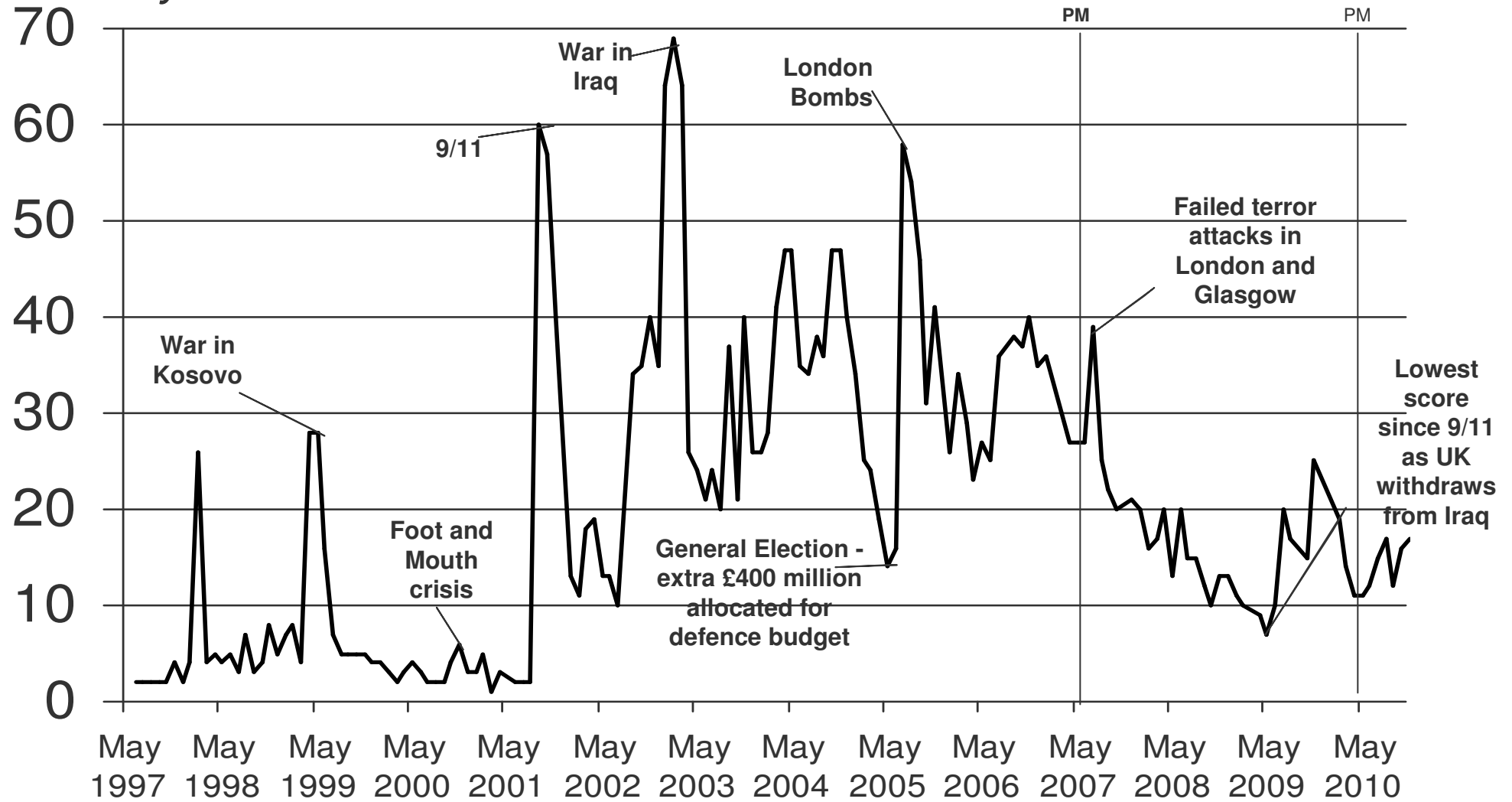
Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index 

# Issues Facing Britain:

## Defence / Foreign Affairs / International terrorism

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

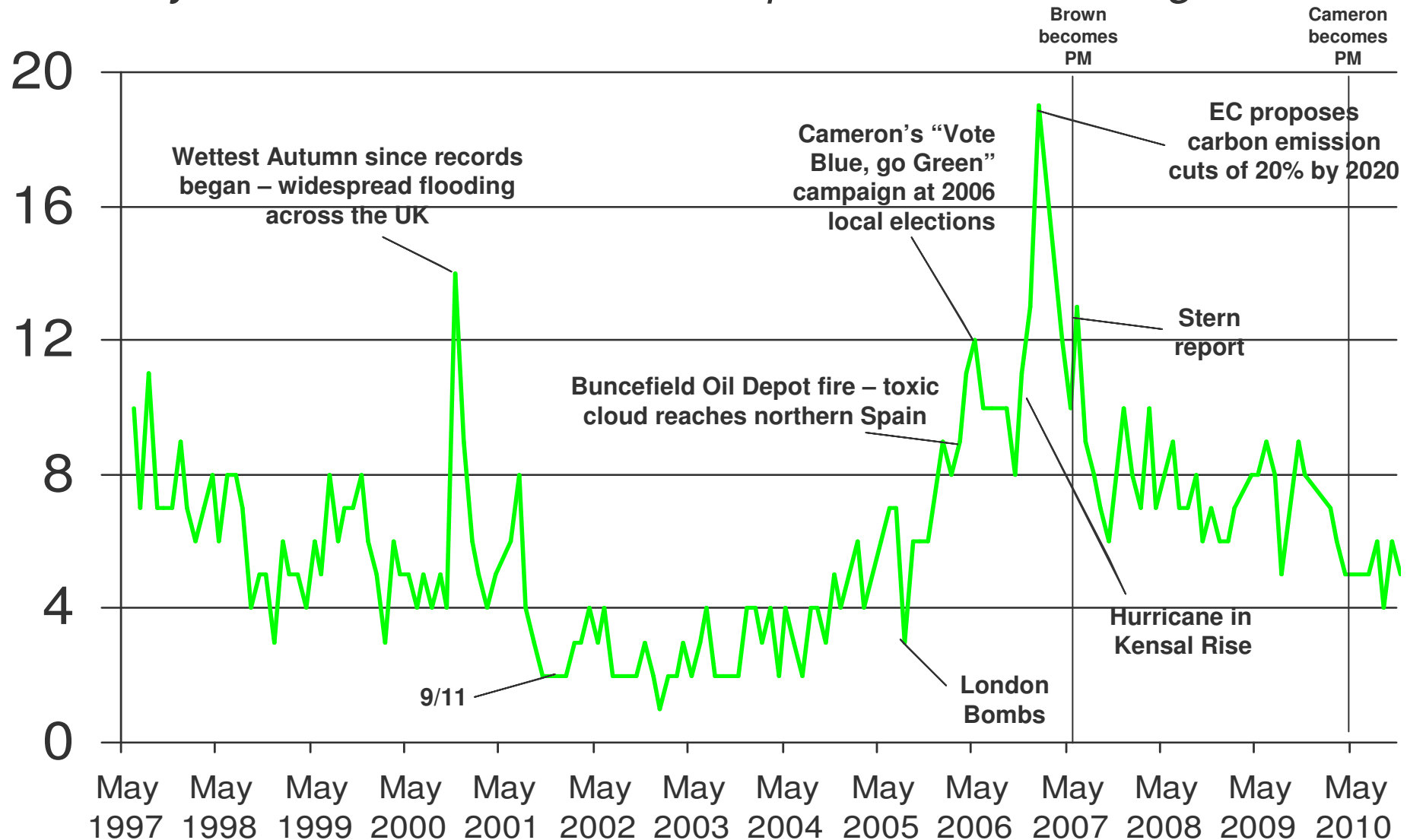


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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

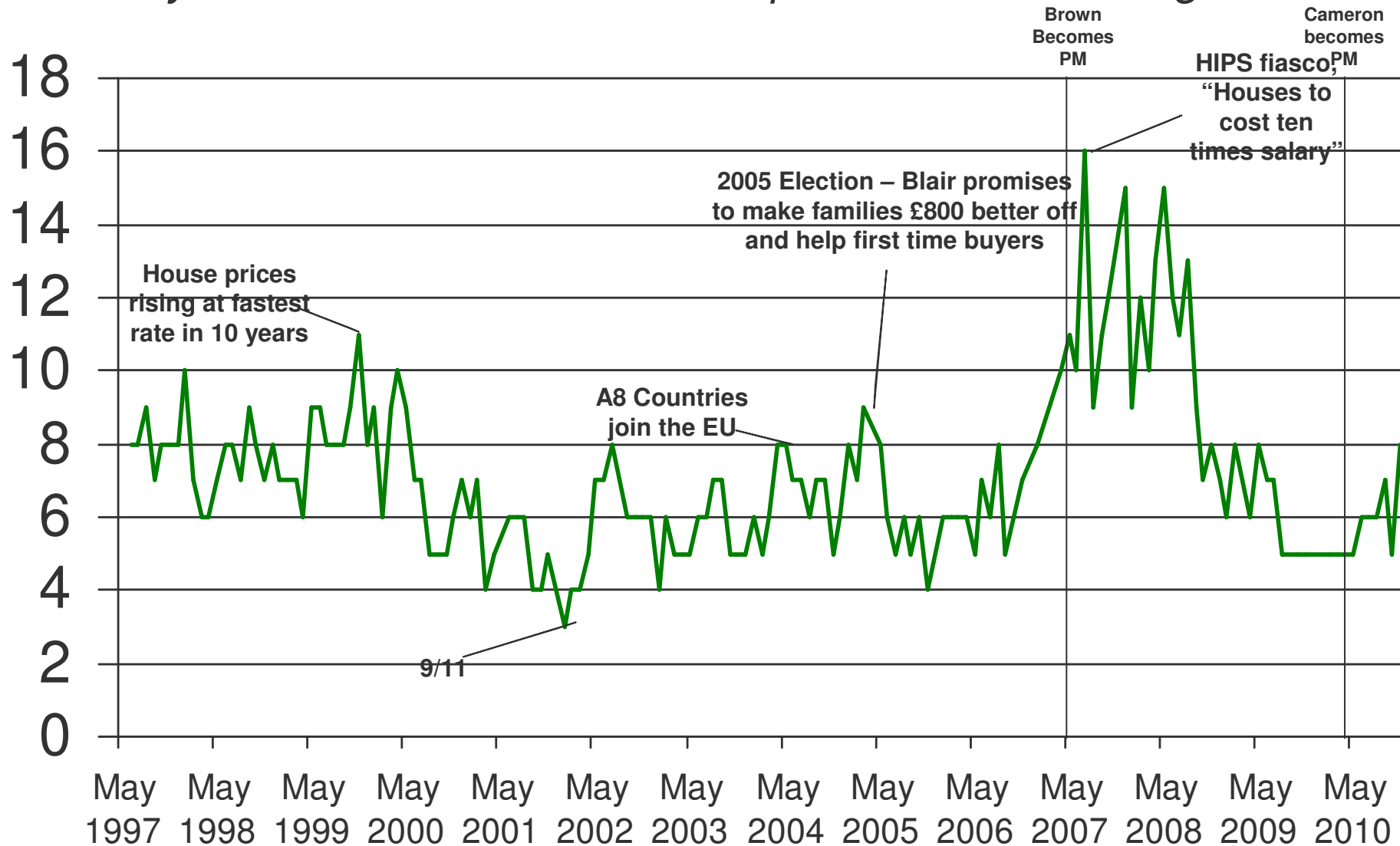


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Source: Ipsos MORI Issues Index 

# Issues Facing Britain: Housing

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

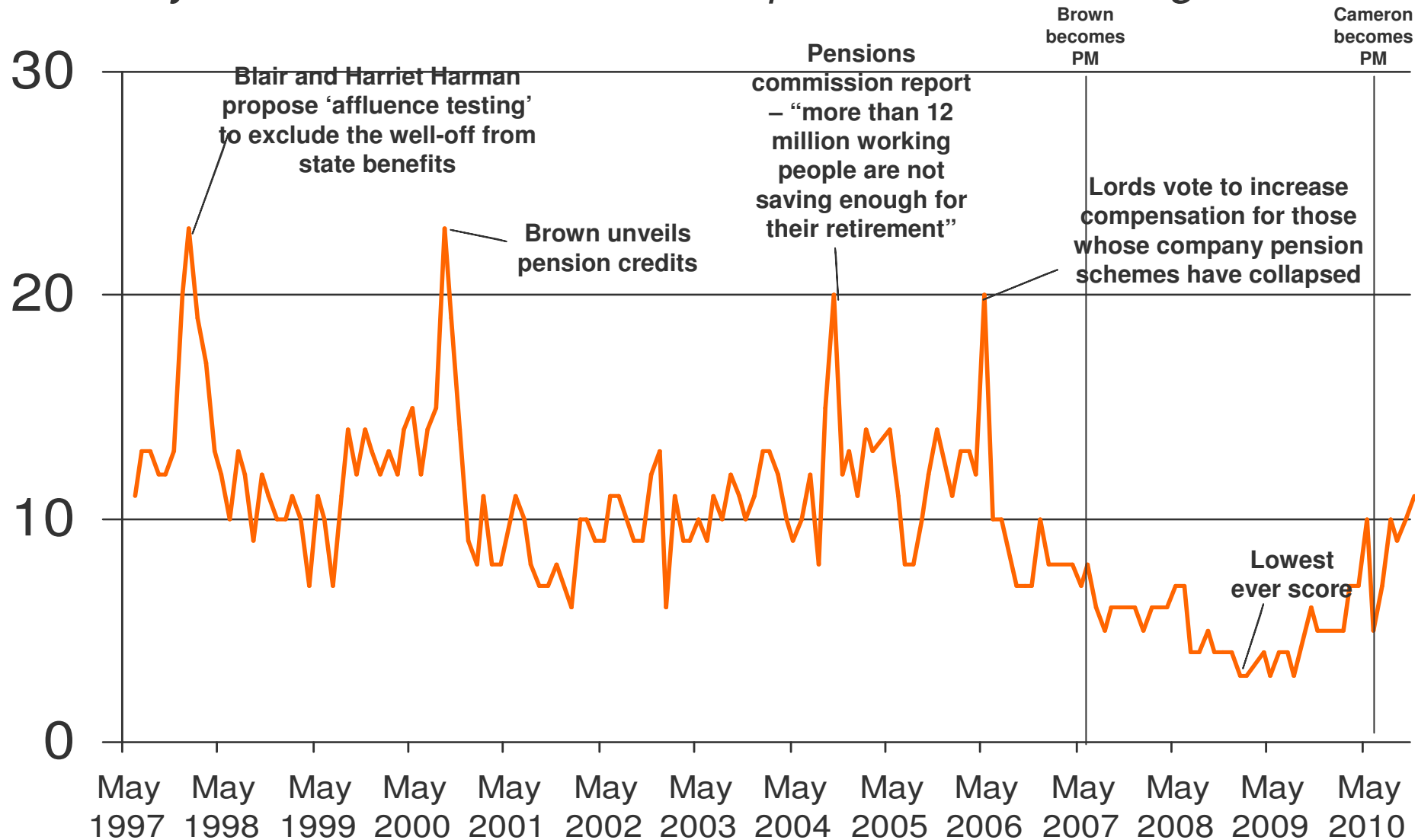


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# Issues Facing Britain: Pensions/Benefits/Social security

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

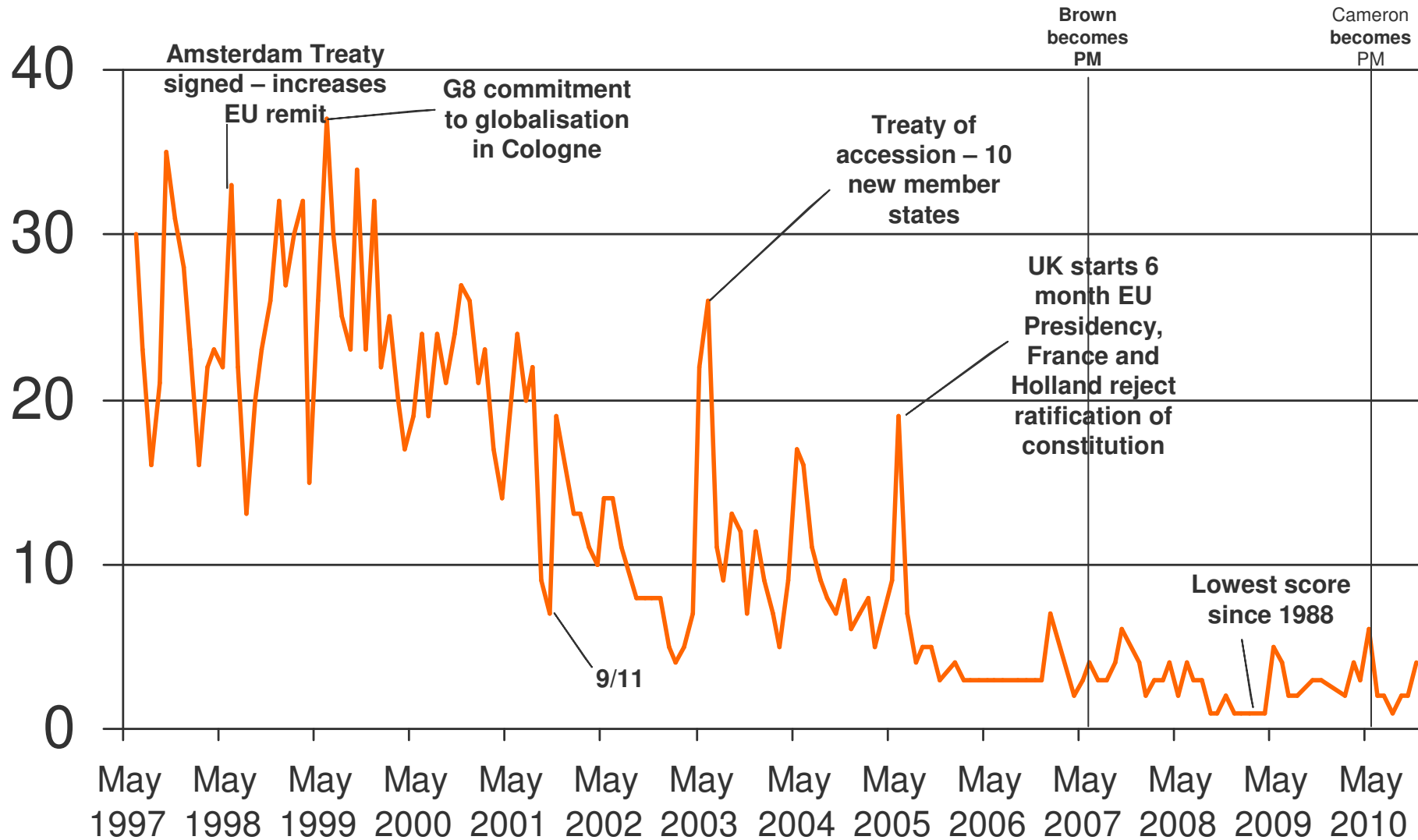


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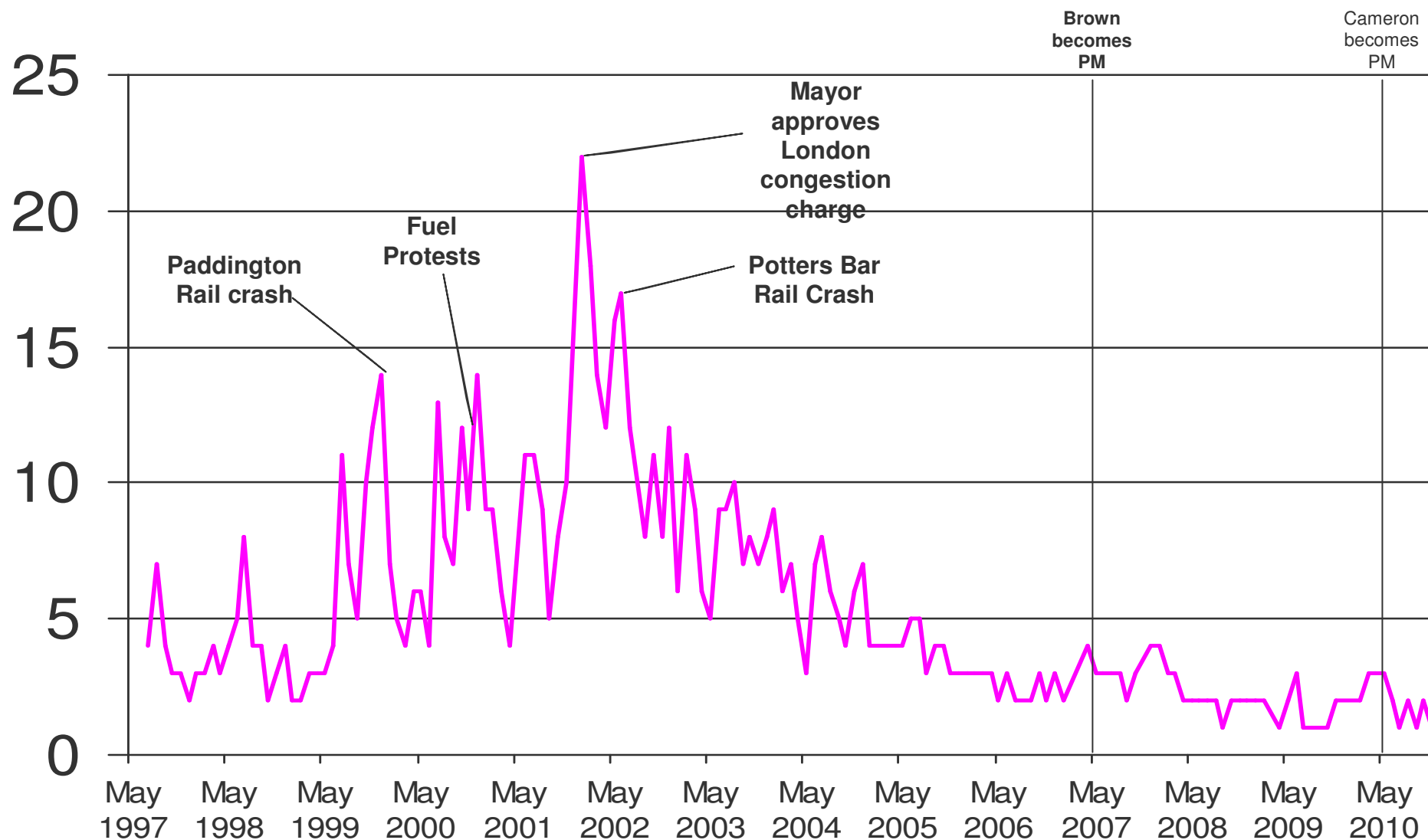
# Issues Facing Britain: Common Market | Europe | Euro | EU

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



# Issues Facing Britain: Transport / Public Transport

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



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