Ipsos MORI Issues Index October 2013

Ipsos MORI

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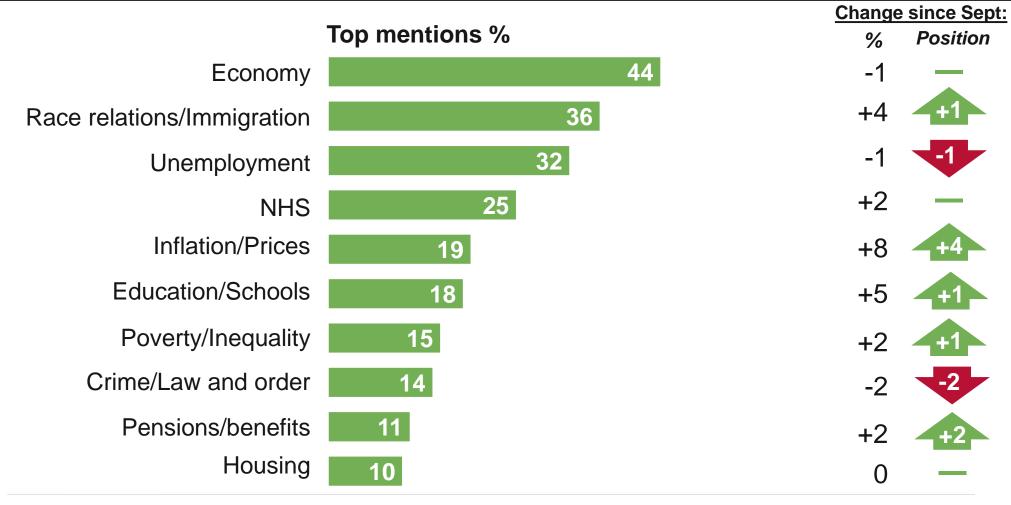
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Issues Facing Britain: October

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

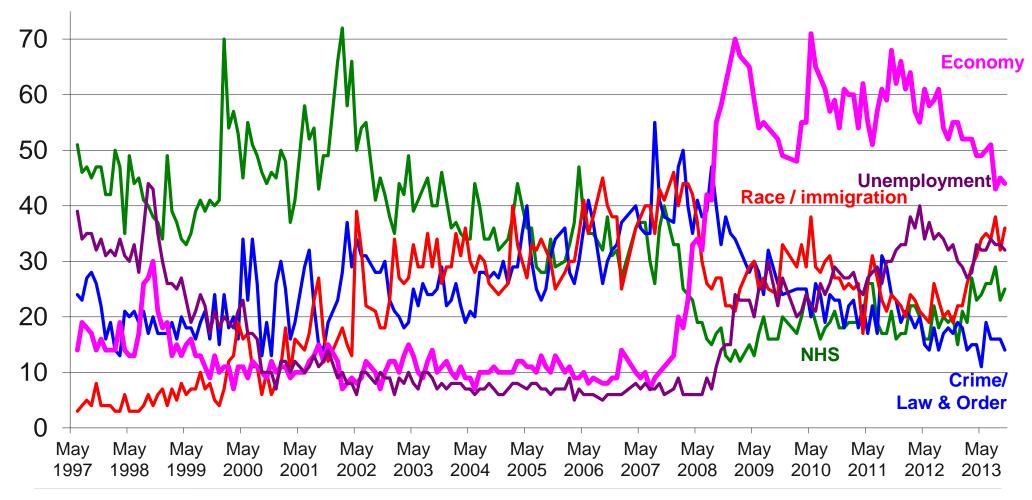


Base: 975 British adults 18+, 11th - 21st October 2013

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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

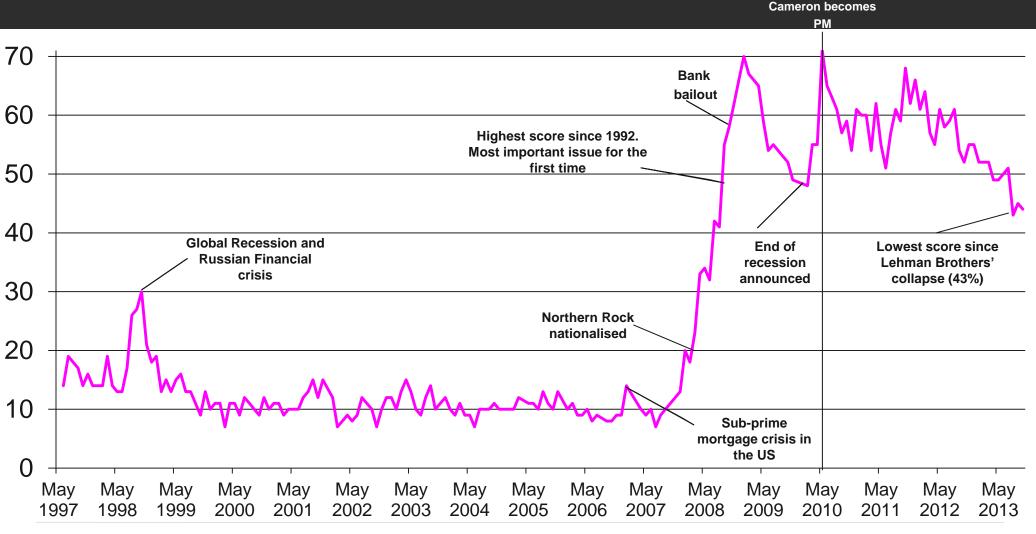


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

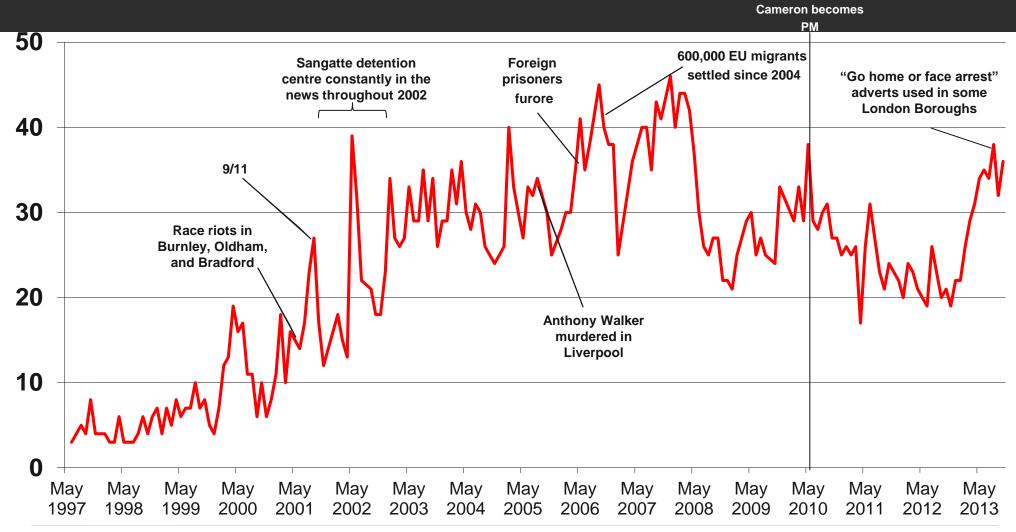


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

Cameron becomes PM 50 Youth unemployment reaches 1 million 40 Minimum wage introduced 30 **Unemployment in** Britain rises to 5.5% 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 $\mathbf{0}$ May Mav Mav May May Mav May 1998 2000 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 1997 1999 2001

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

Source: Ipsos MORI Issues Index

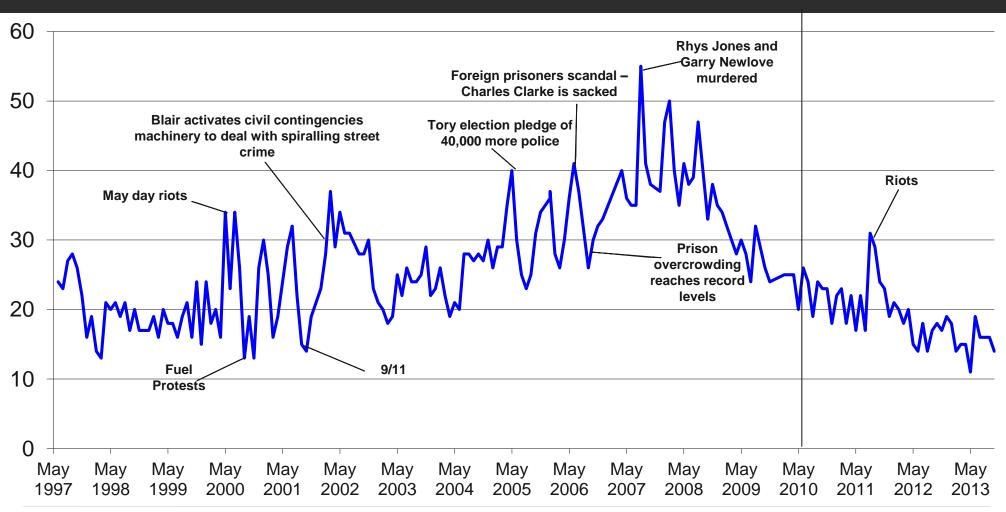


Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

Cameron becomes

PM

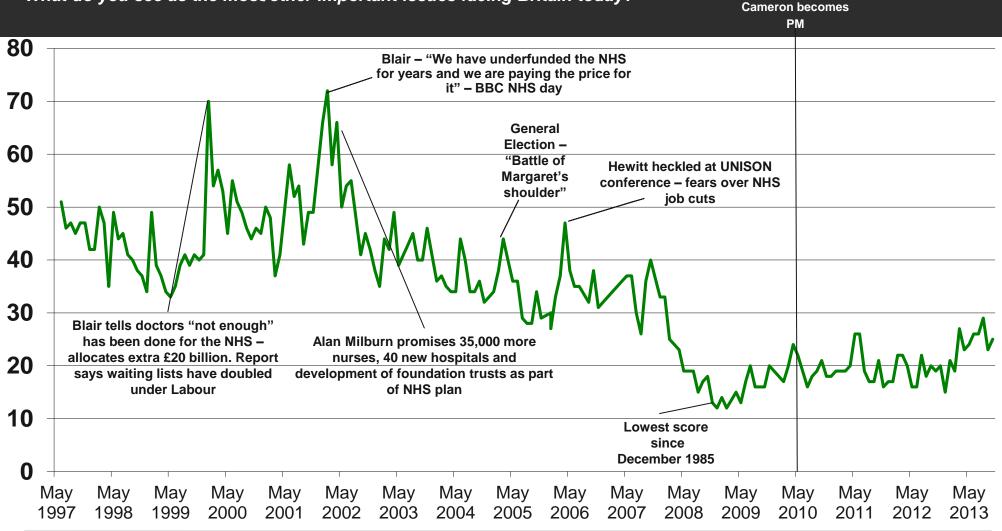


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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: Education / Schools

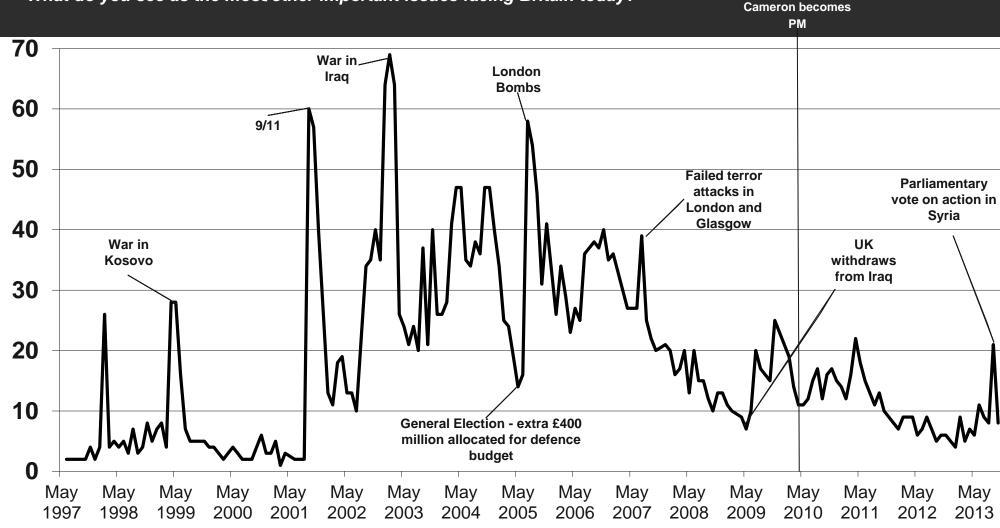
What do you see as the most/other important issues facing Britain today? **Cameron becomes** ΡM 50 Introduction of Labour's second term - pledge to means-tested tuition improve failing secondary schools fees. Education most important issue. 40 City academies introduced to **Education and Inspections Bill** combat entrenched failure in limits the power of LAs to some urban schools open new schools 30 April 2011 – Pupil Premium introduced Fuel Protests 20 London **Bombs** 10 Lowest score since Dec 1985 0 May 2010 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2011 2012 2013

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

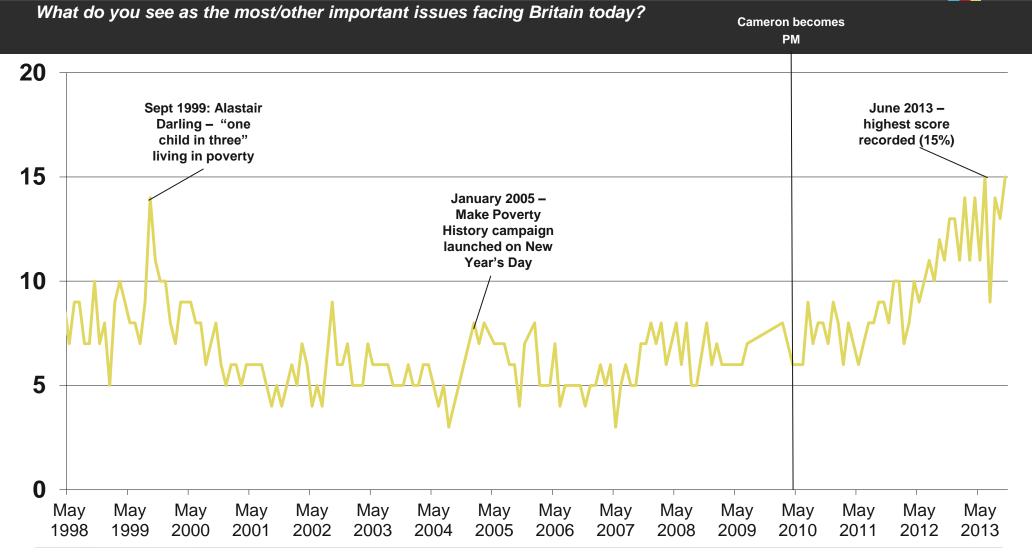
What do you see as the most/other important issues facing Britain today?



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

Source: Ipsos MORI Issues Index

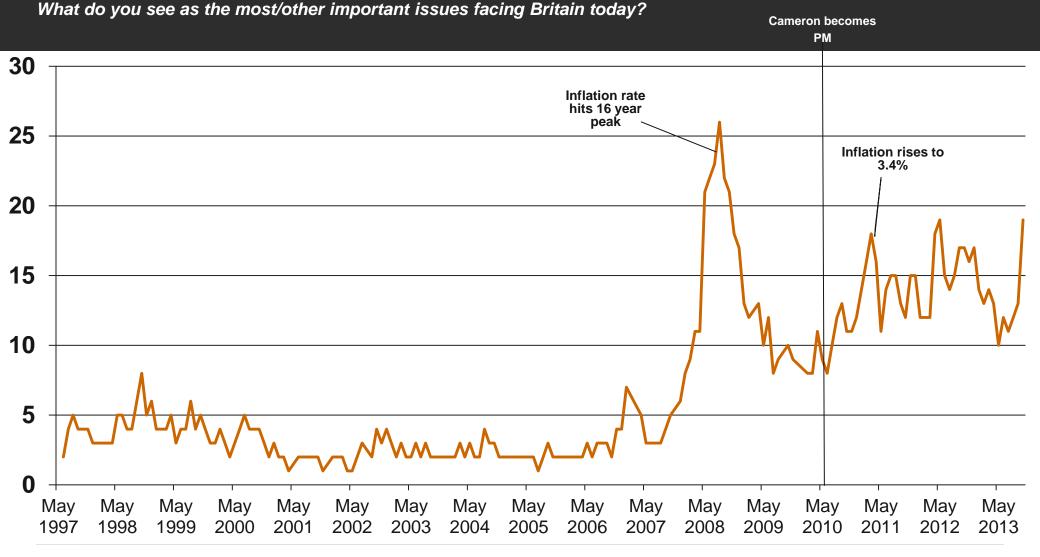
Issues Facing Britain: Poverty/inequality



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

Source: Ipsos MORI Issues Index

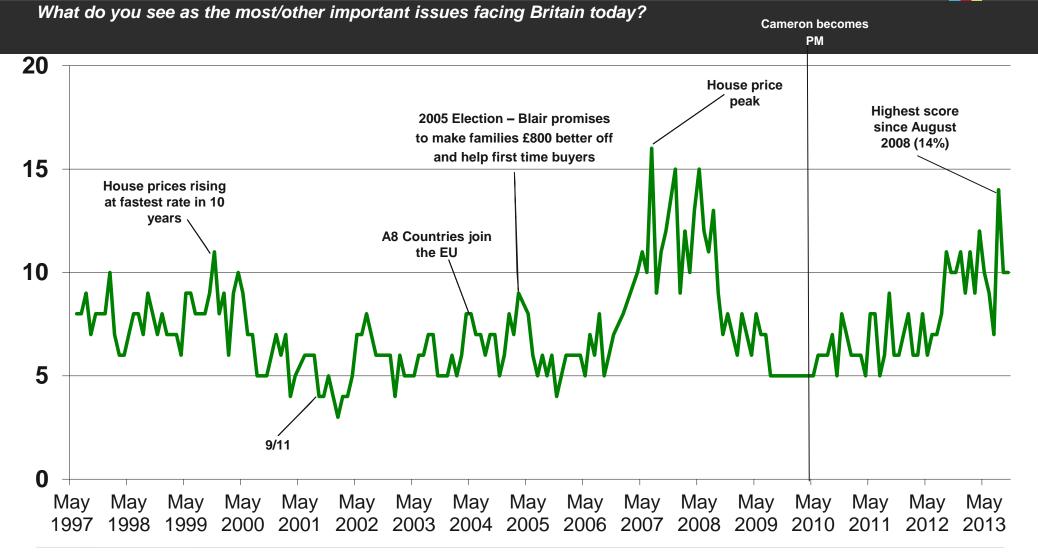
Issues Facing Britain: Inflation/Prices



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

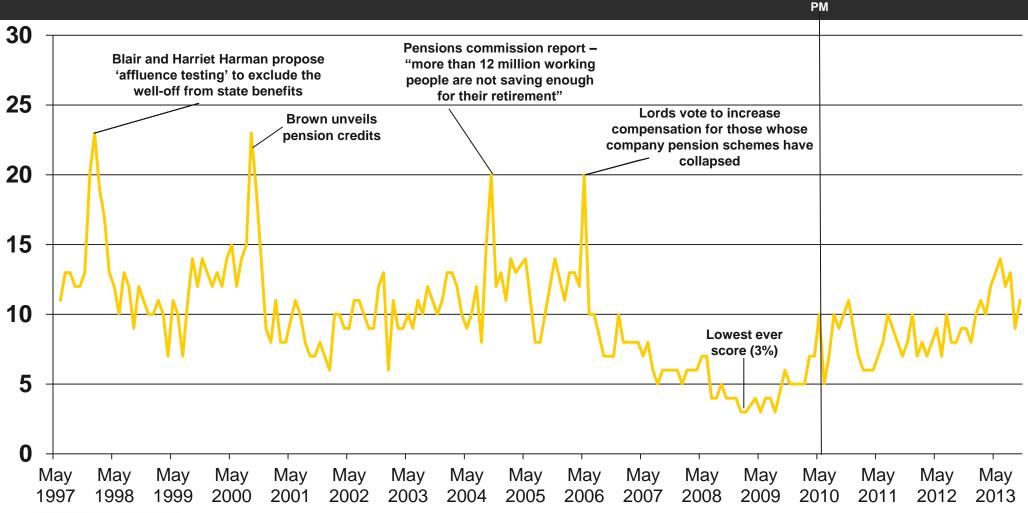


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Issues Facing Britain: Pensions/Benefits/Social security

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

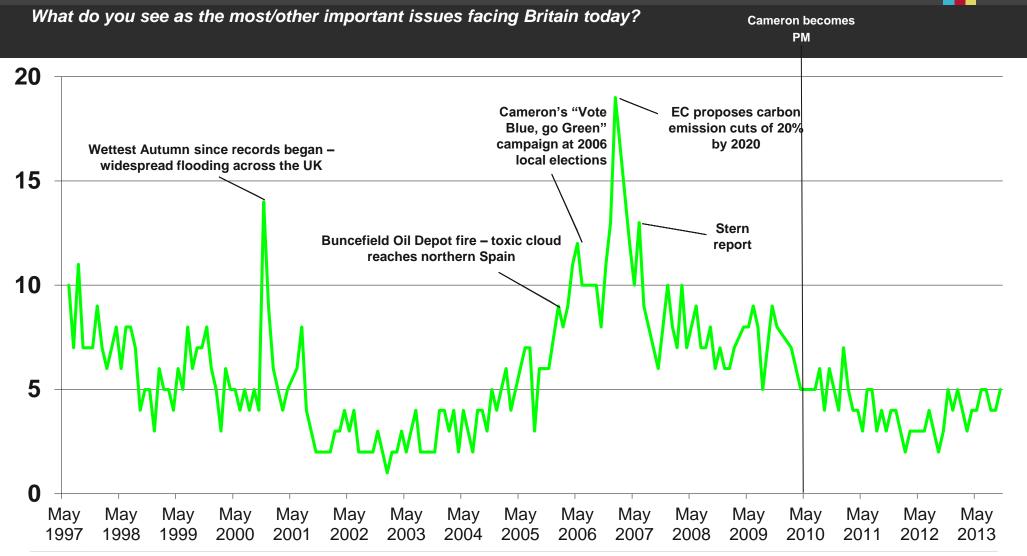




Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

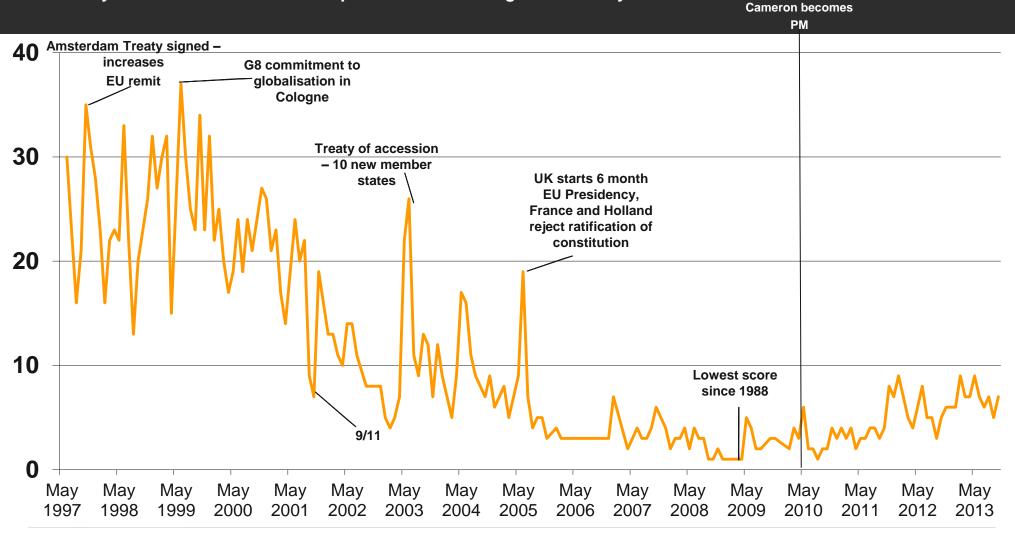


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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



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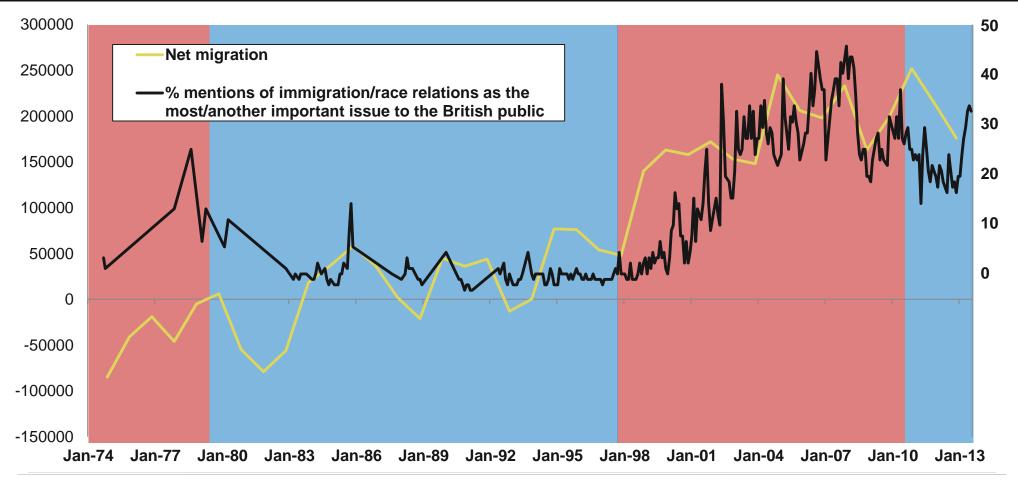
Source: Ipsos MORI Issues Index

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16

The relationship between salience and migration flows ¹⁷

Mentions of immigration/race relations in Ipsos MORI's Issues Index by UK net migration, 1974 - 2013



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

Source: Office for National Statistics, Ipsos MORI Issues Index