



Ipsos MORI Issues Index

August 2014

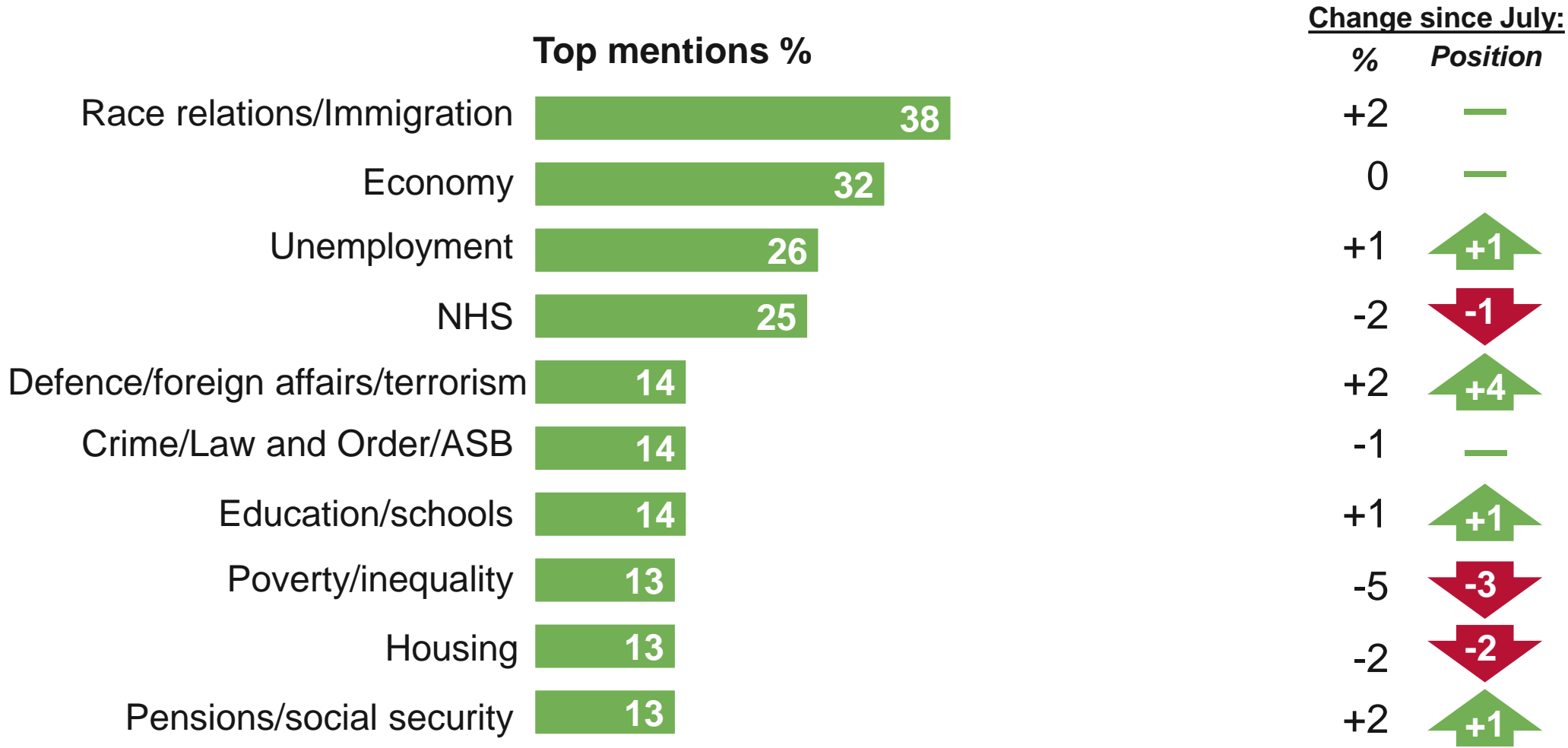
Ipsos MORI

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020 7347 3000



Issues Facing Britain: August

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

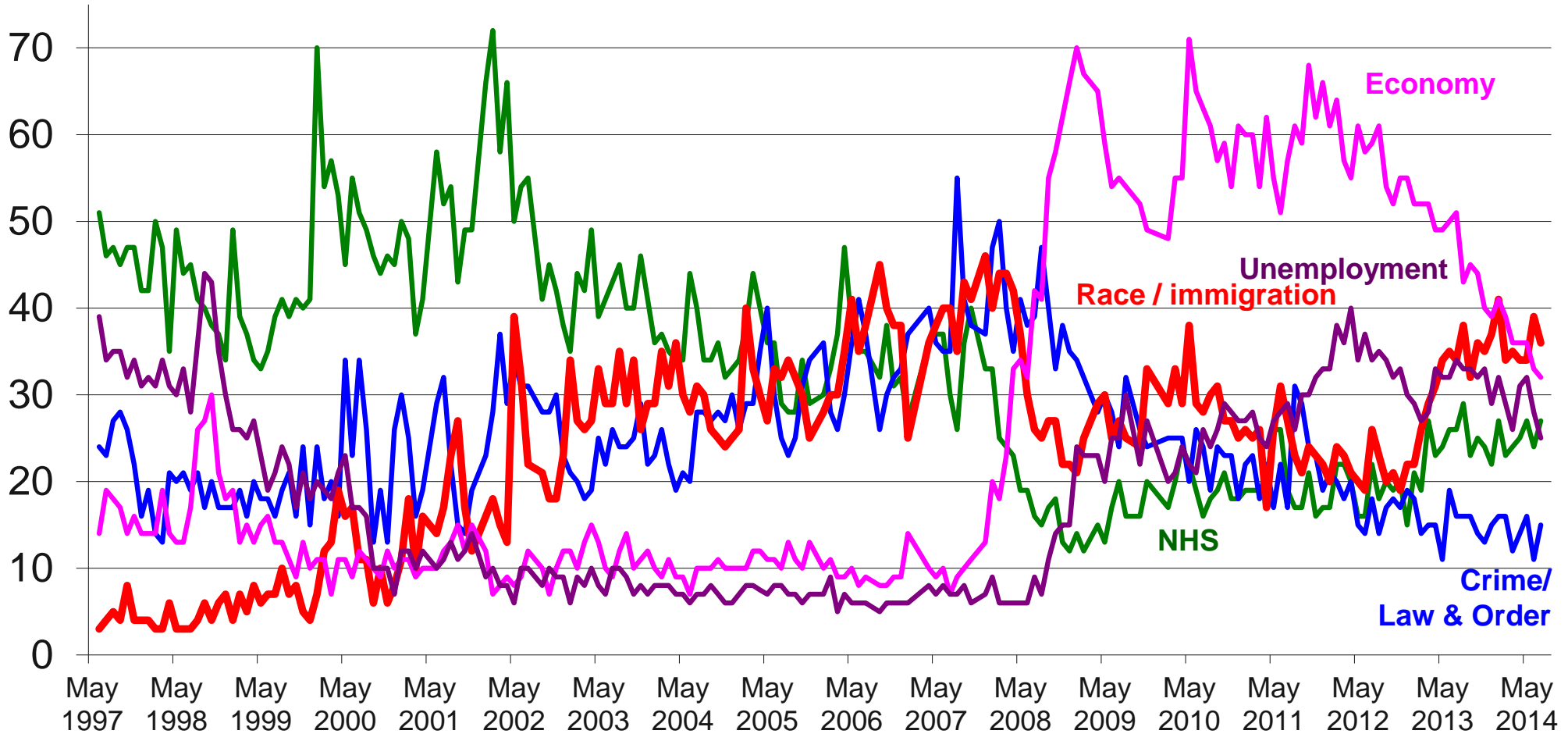


Base: 995 British adults 18+, 1st – 11th August 2014

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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



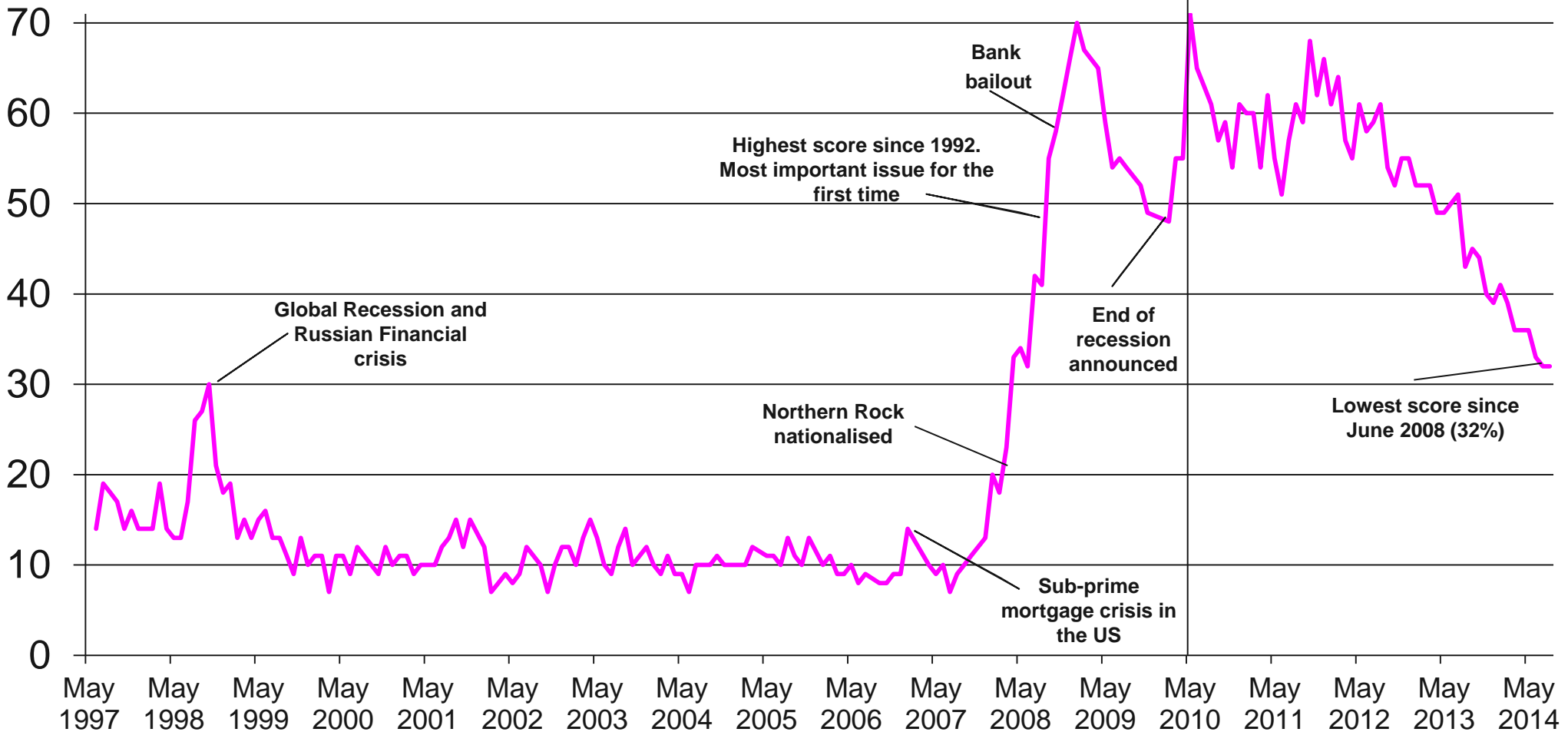
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

Cameron becomes PM



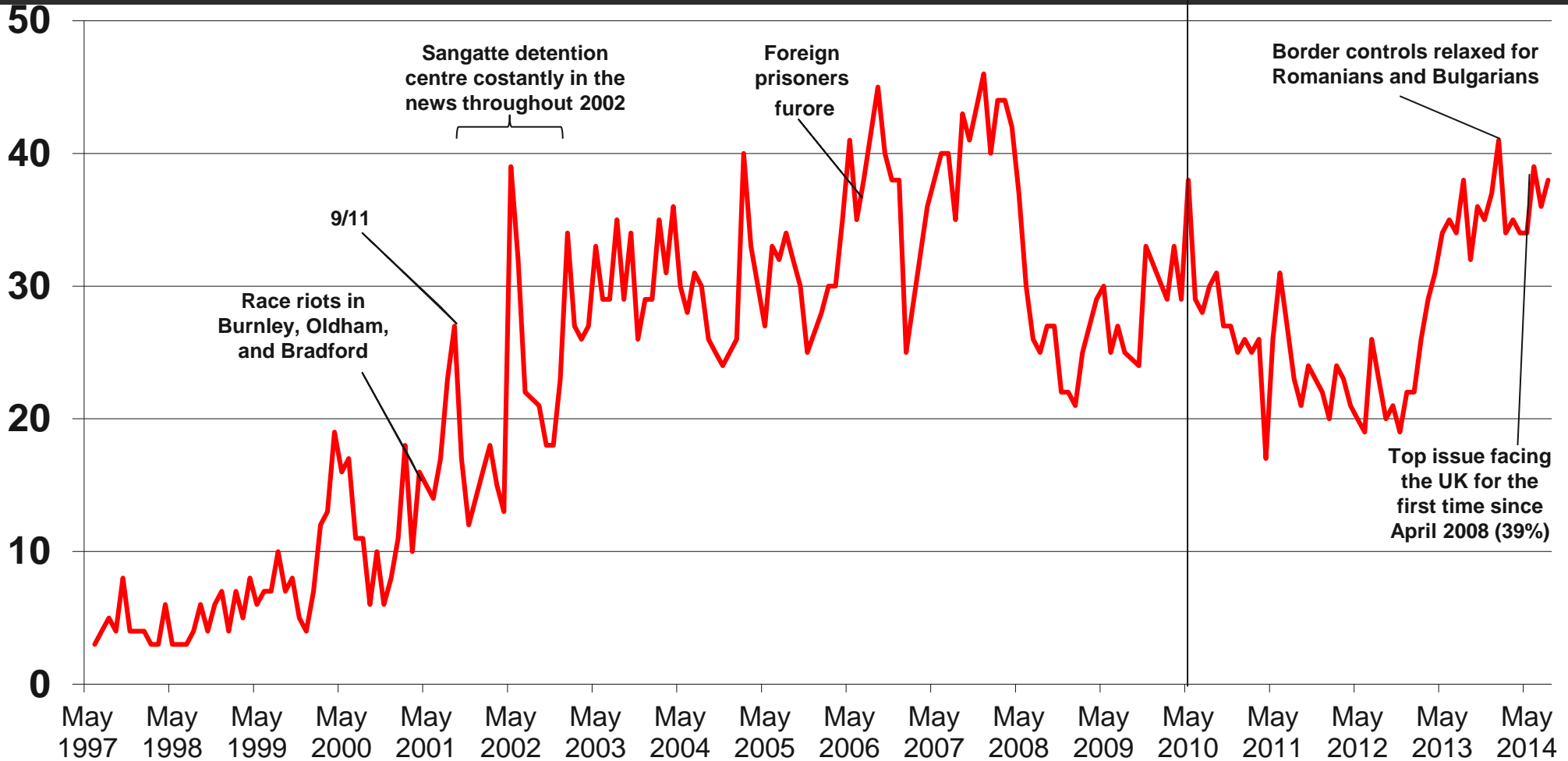
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Race Relations / Immigration / Immigrants

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

Cameron becomes PM



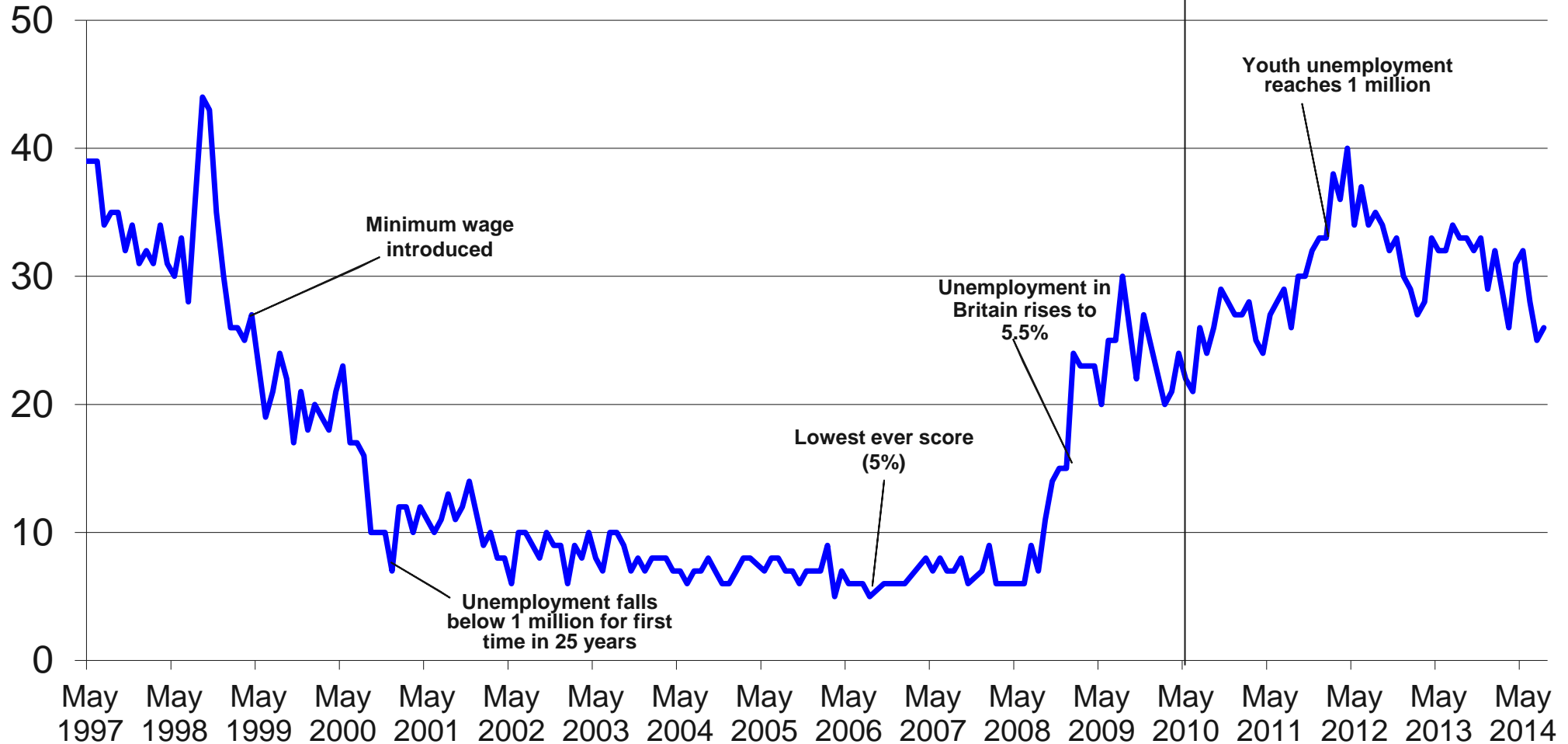
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

Cameron becomes PM



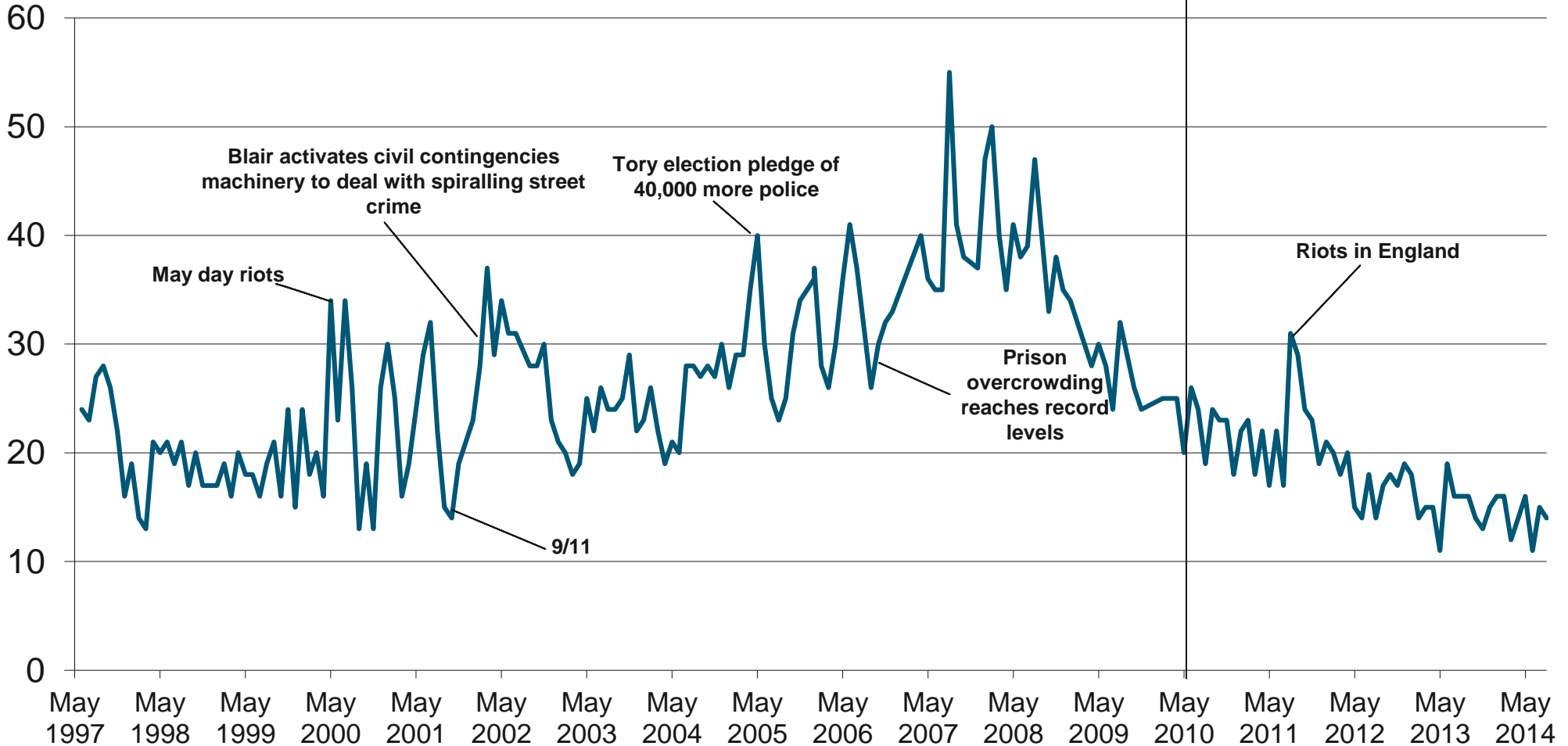
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



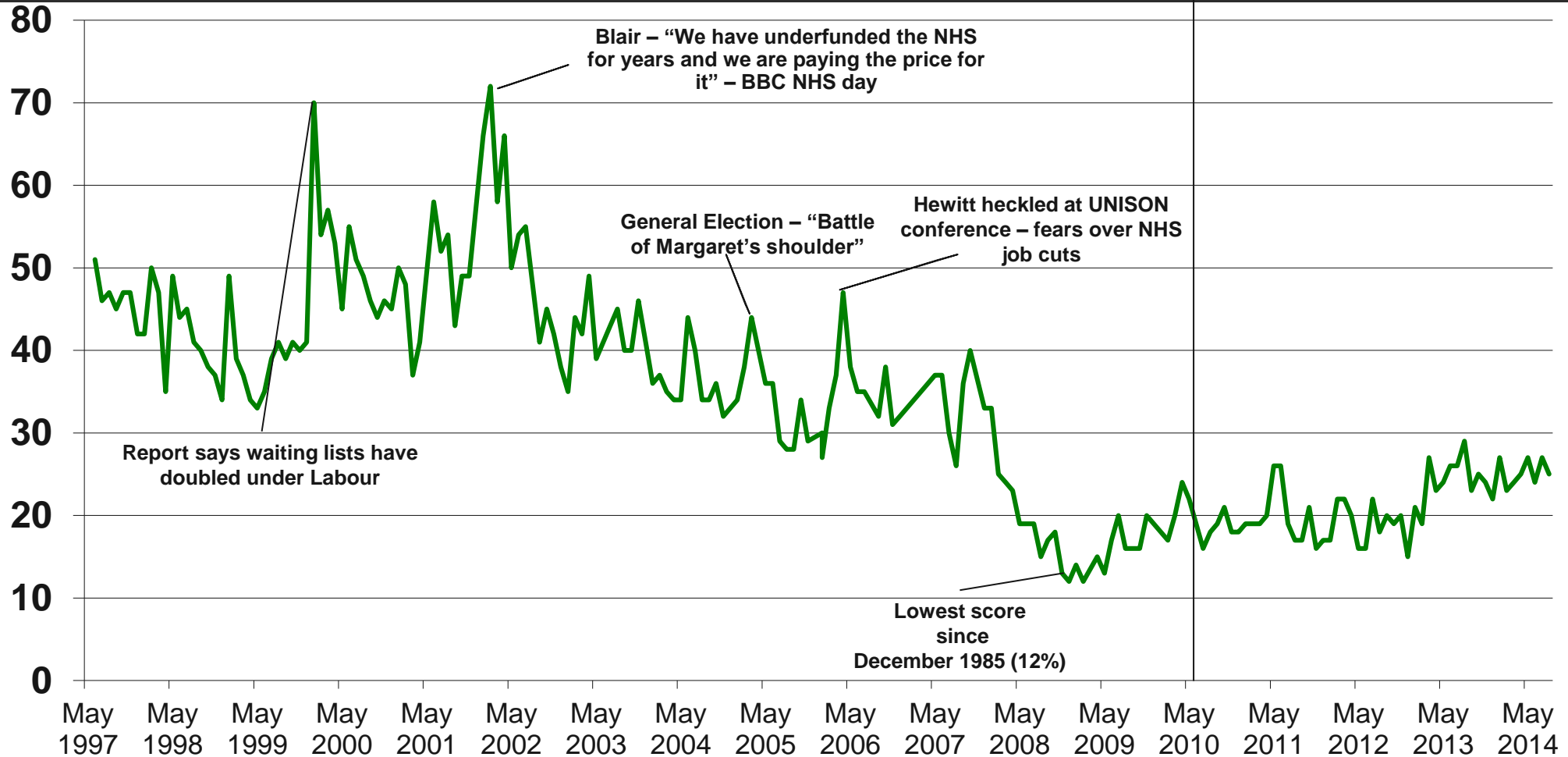
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Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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

Cameron becomes PM



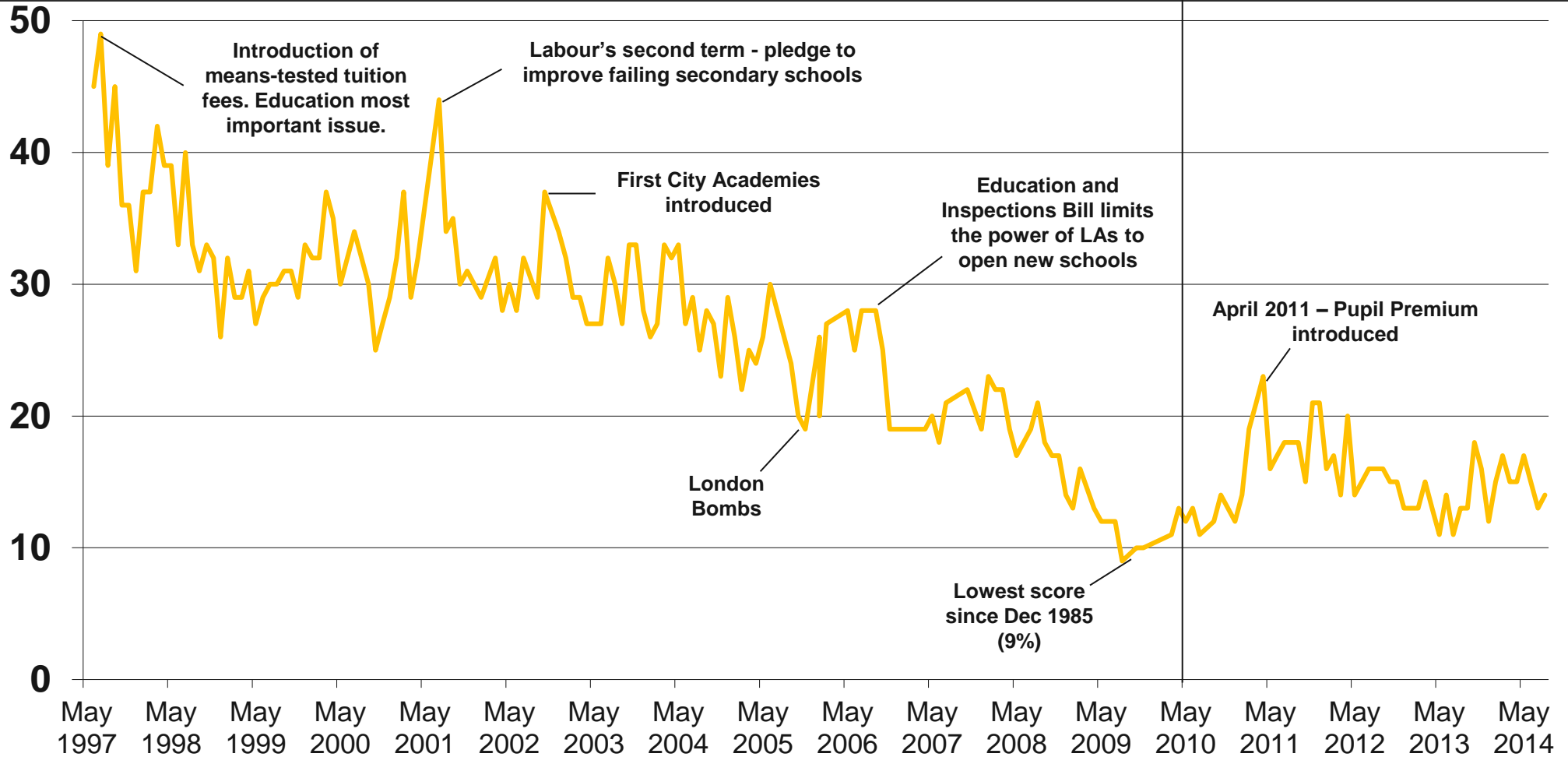
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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 PM



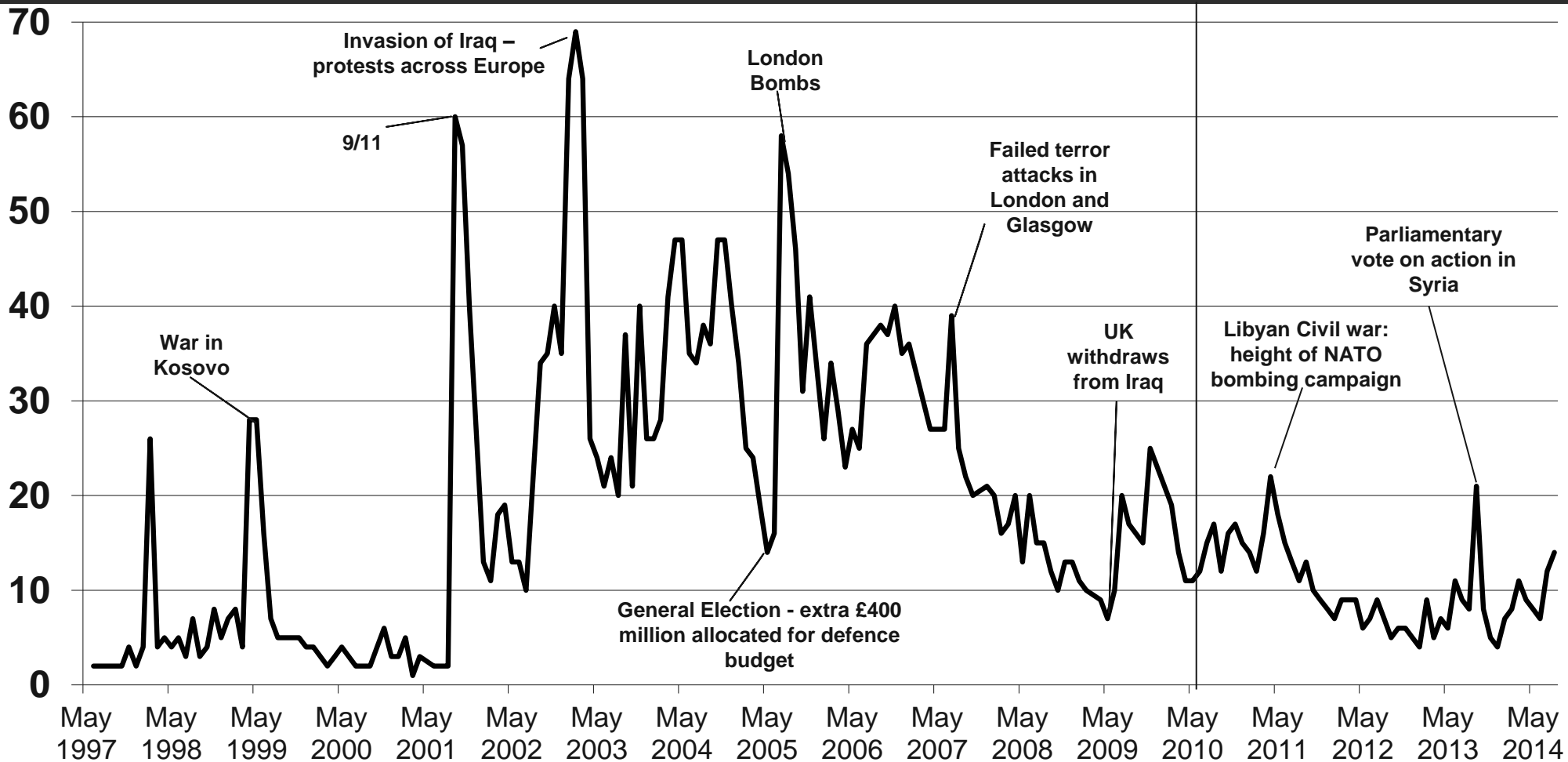
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Source: Ipsos MORI Issues Index

Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

Cameron becomes PM



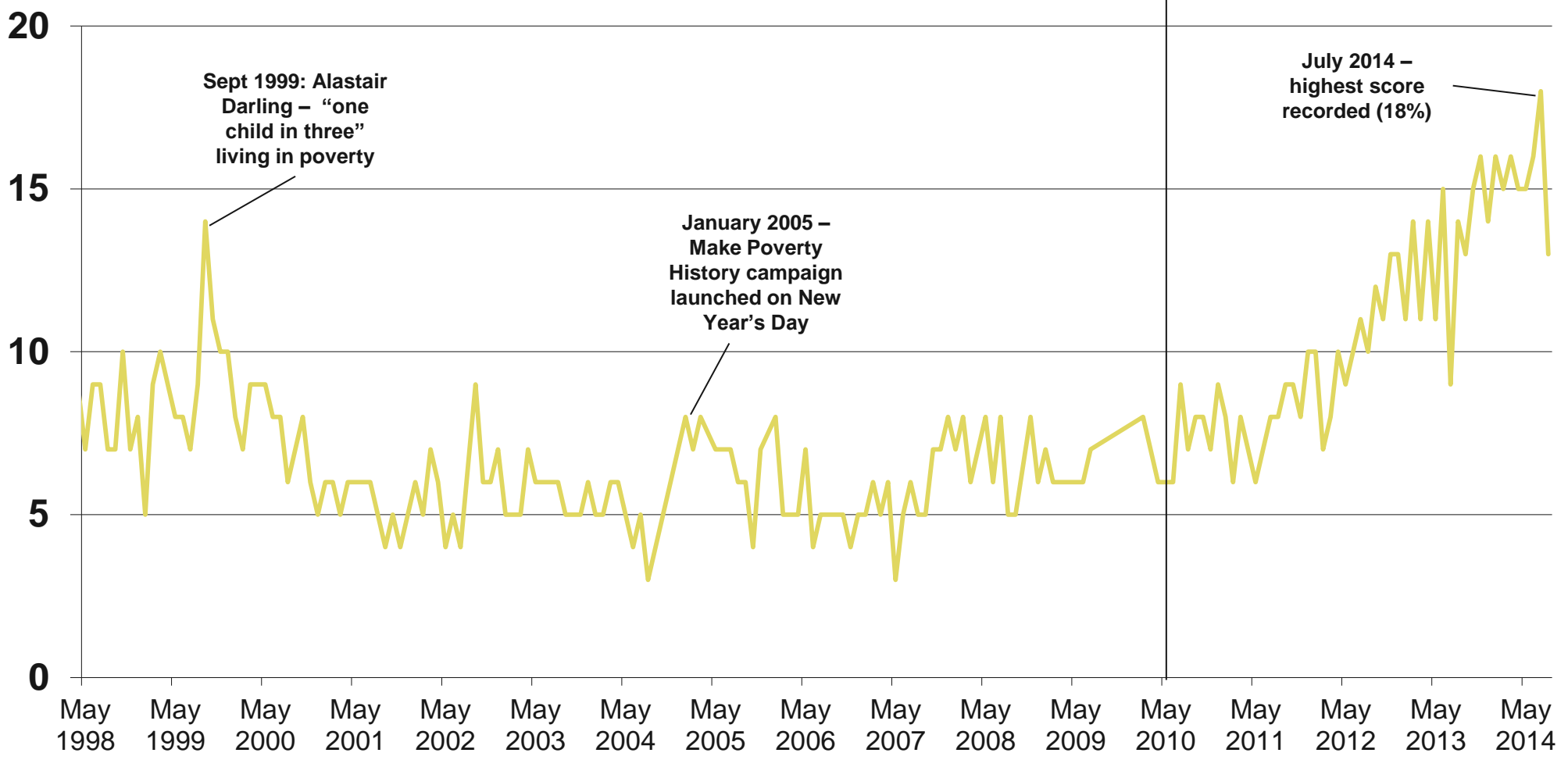
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

Cameron becomes PM



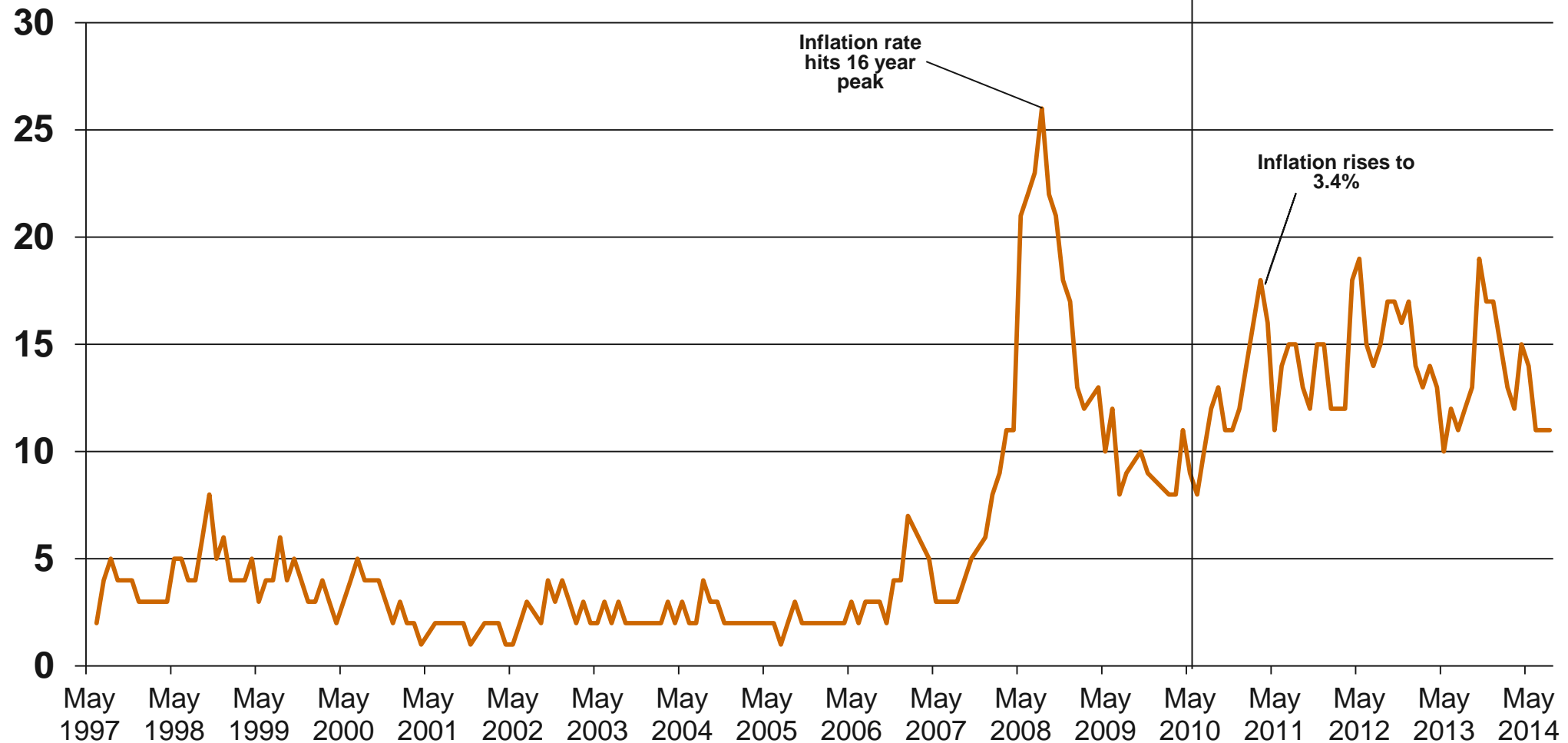
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

Cameron becomes PM



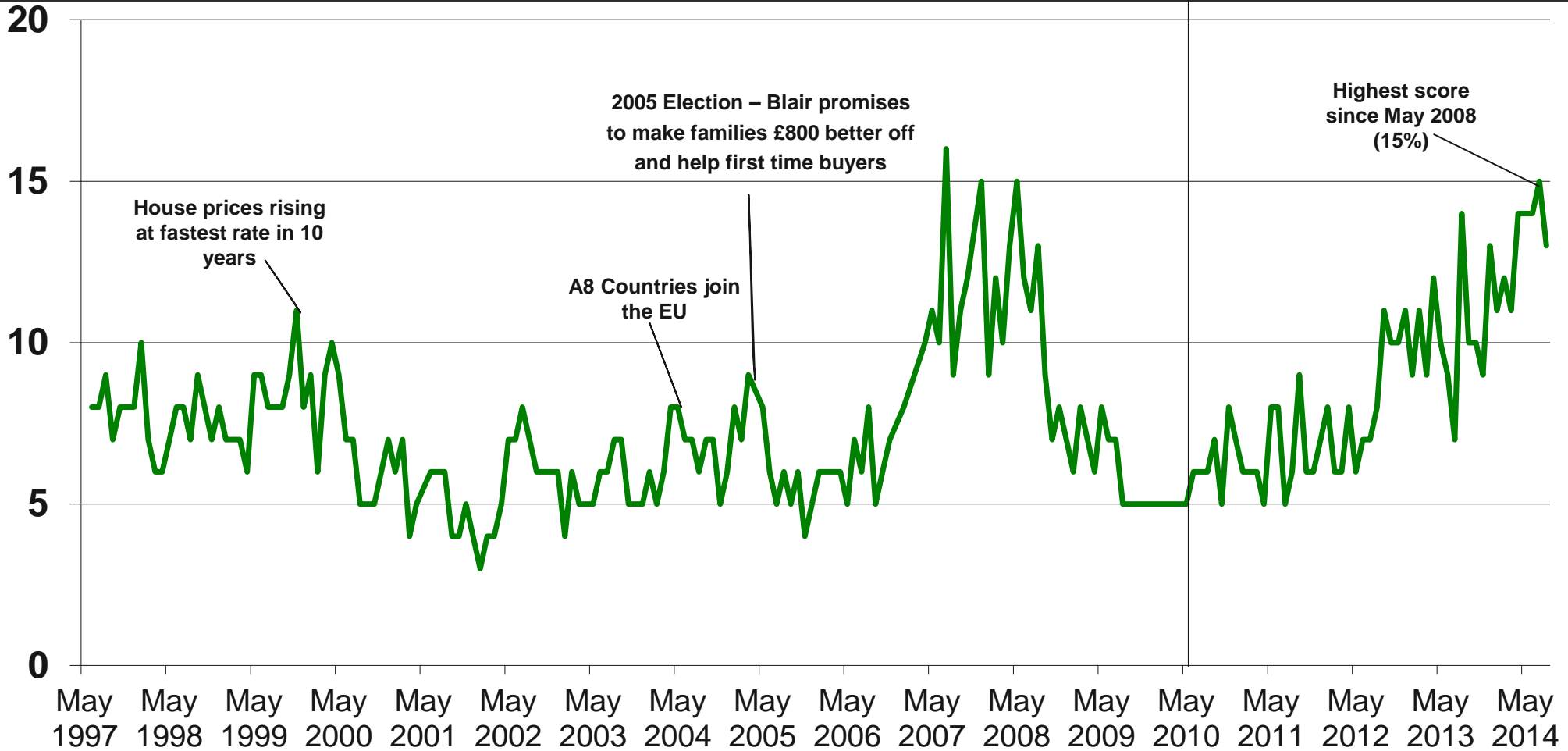
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

Cameron becomes PM



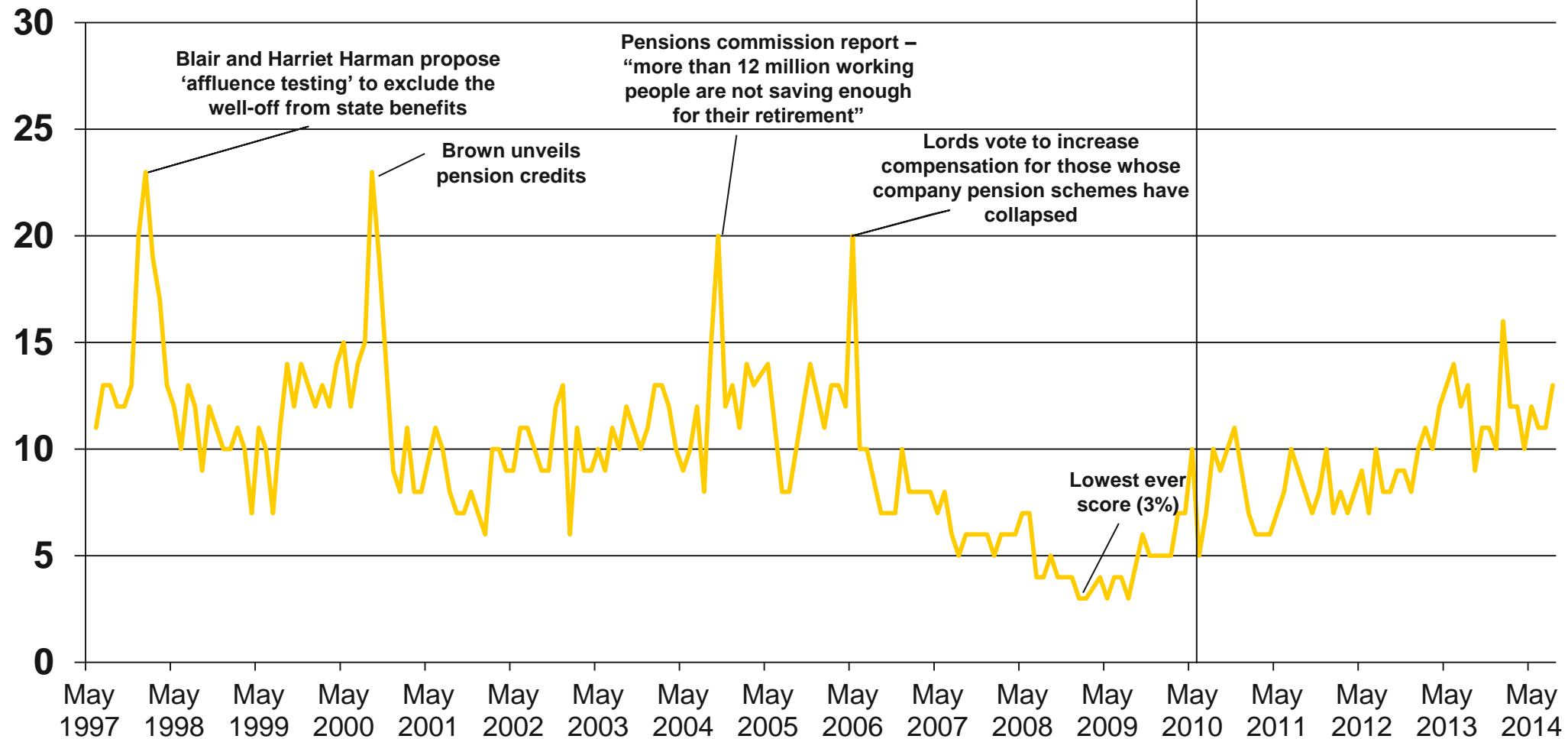
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Source: Ipsos MORI Issues Index

Issues Facing Britain: Pensions/Benefits/Social security

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

Cameron becomes
PM



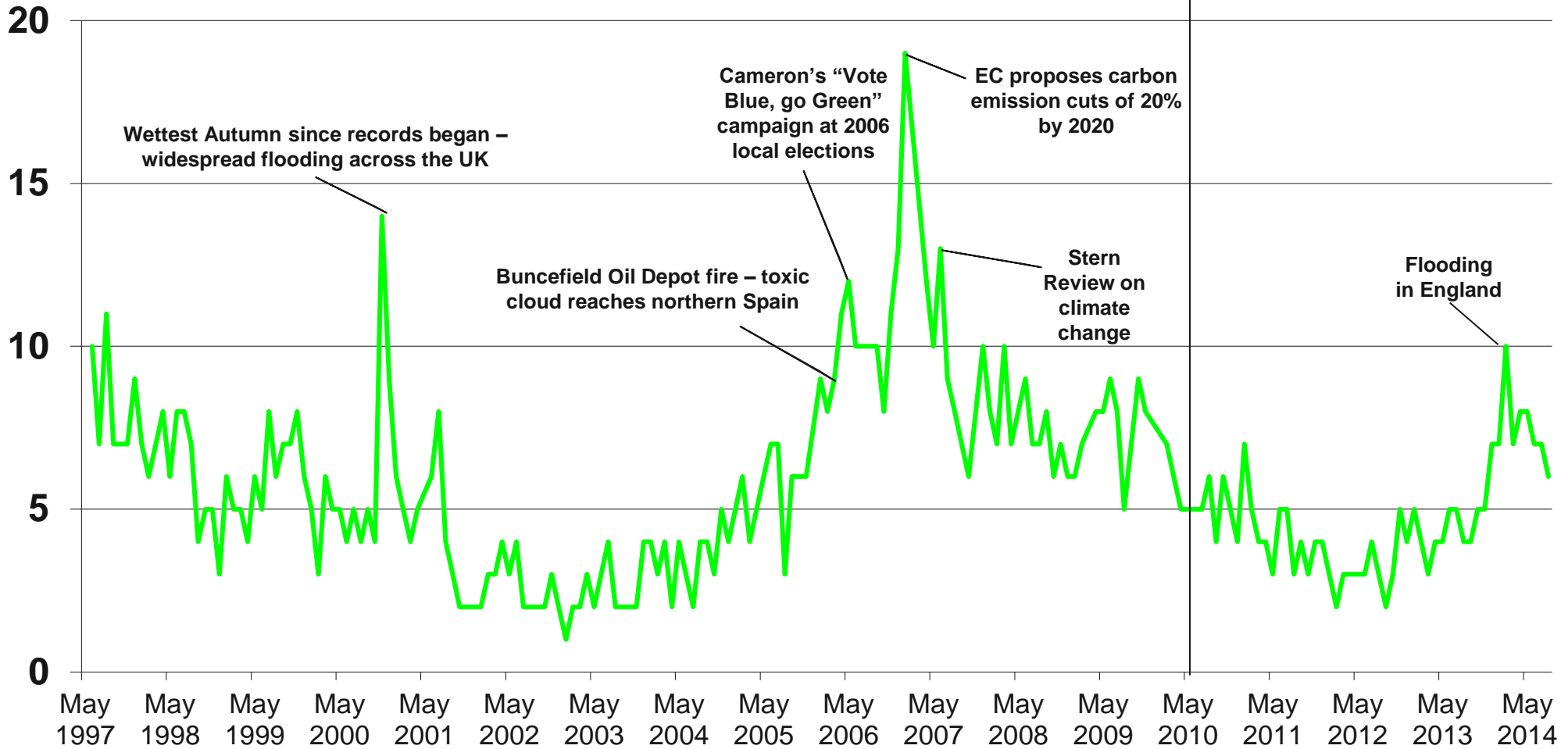
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Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM



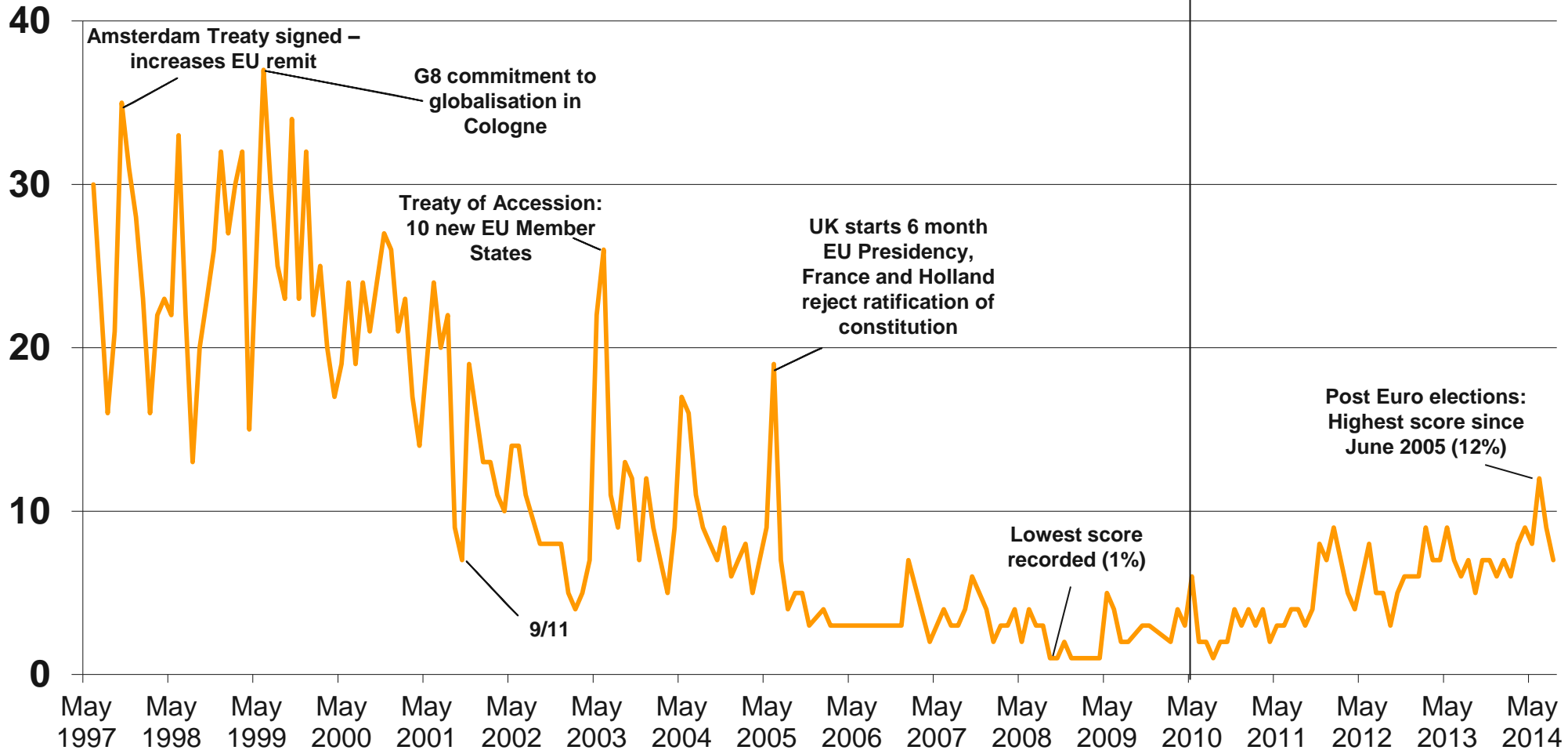
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

Cameron becomes
PM

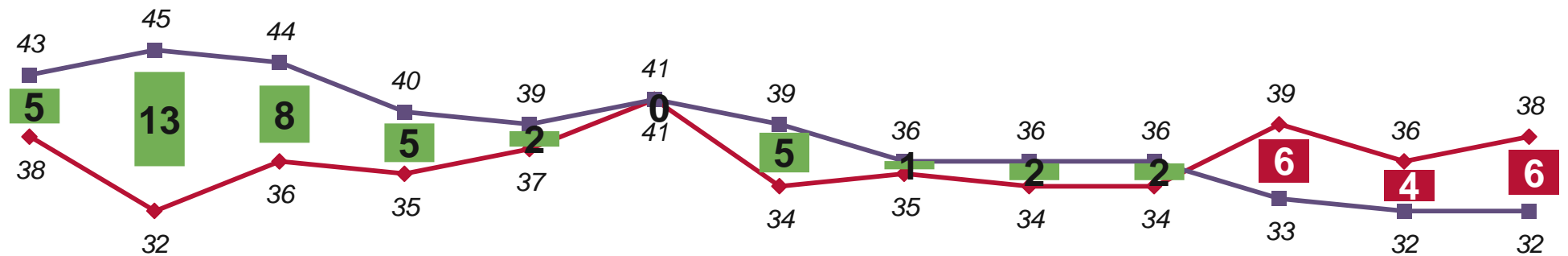


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Mind the gap - the crossover

% concern about the economy



% concern about immigration

Aug 2013 Sep 2013 Oct 2013 Nov 2013 Dec 2013 Jan 2014 Feb 2014 Mar 2014 Apr 2014 May 2014 Jun 2014 Jul 2014 Aug 2014

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