



# Ipsos MORI Issues Index

## February 2015

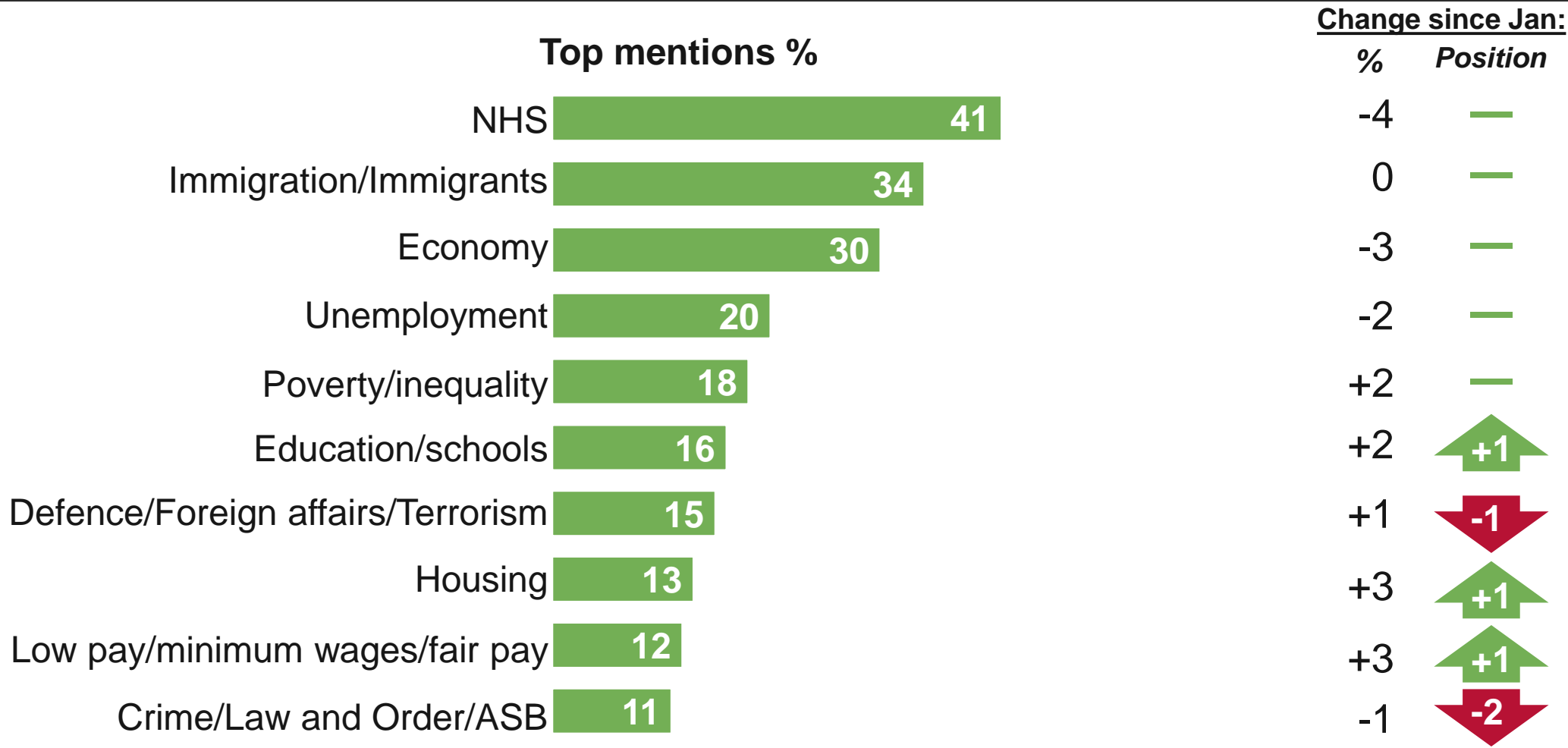
**Ipsos MORI**

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# Issues Facing Britain: February

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

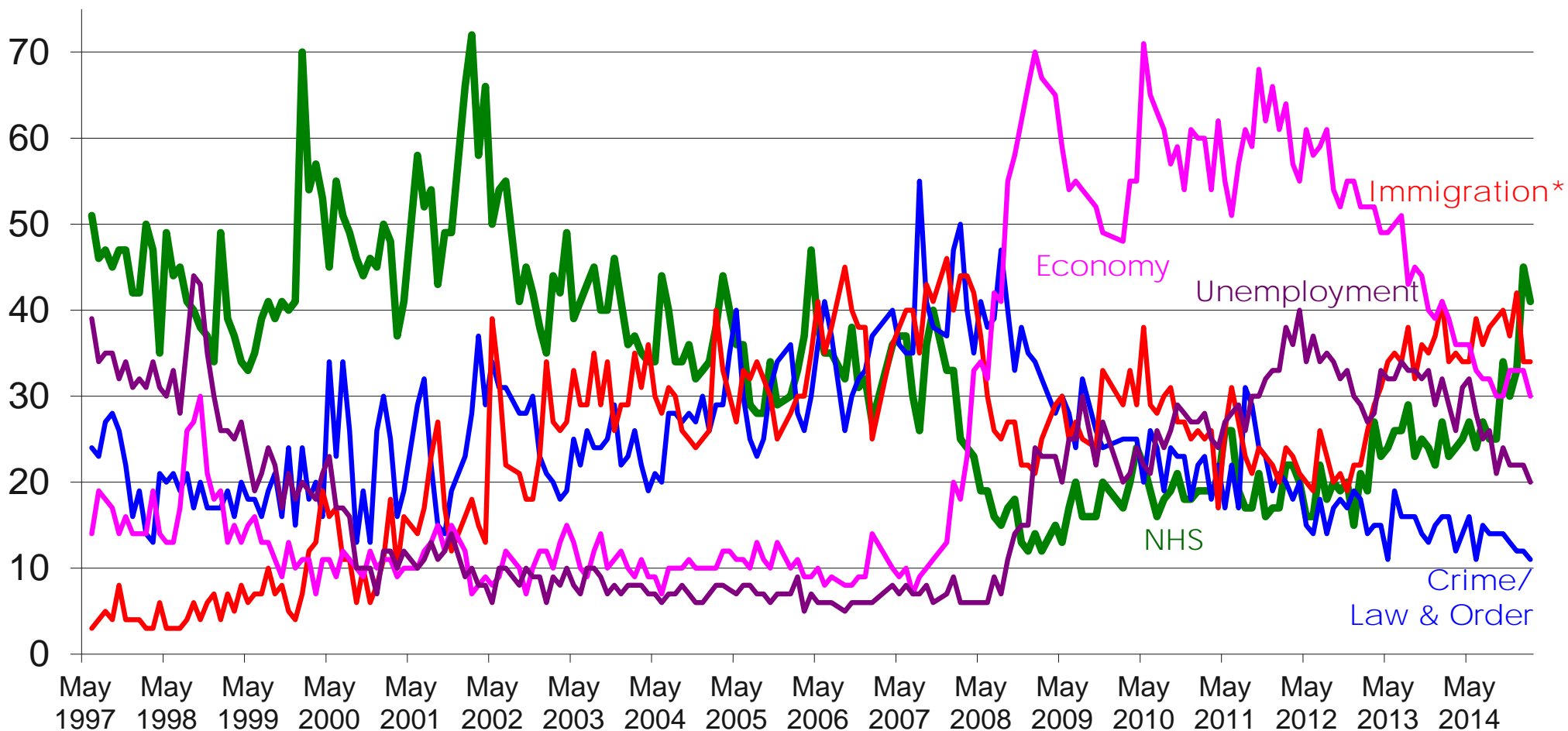


Base: 965 British adults 18+, 6<sup>th</sup> – 15<sup>th</sup> February 2015

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Long Term Trends

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



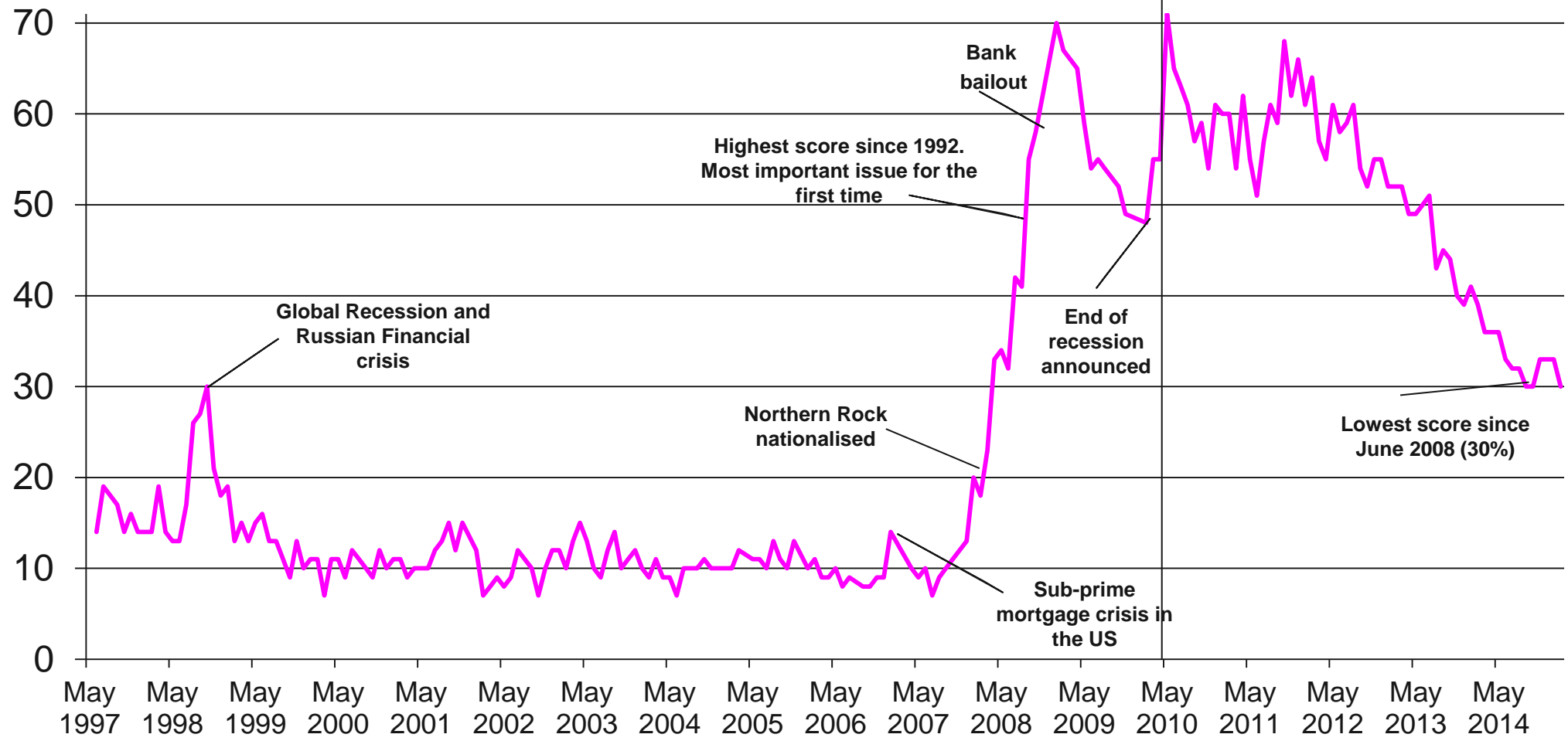
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



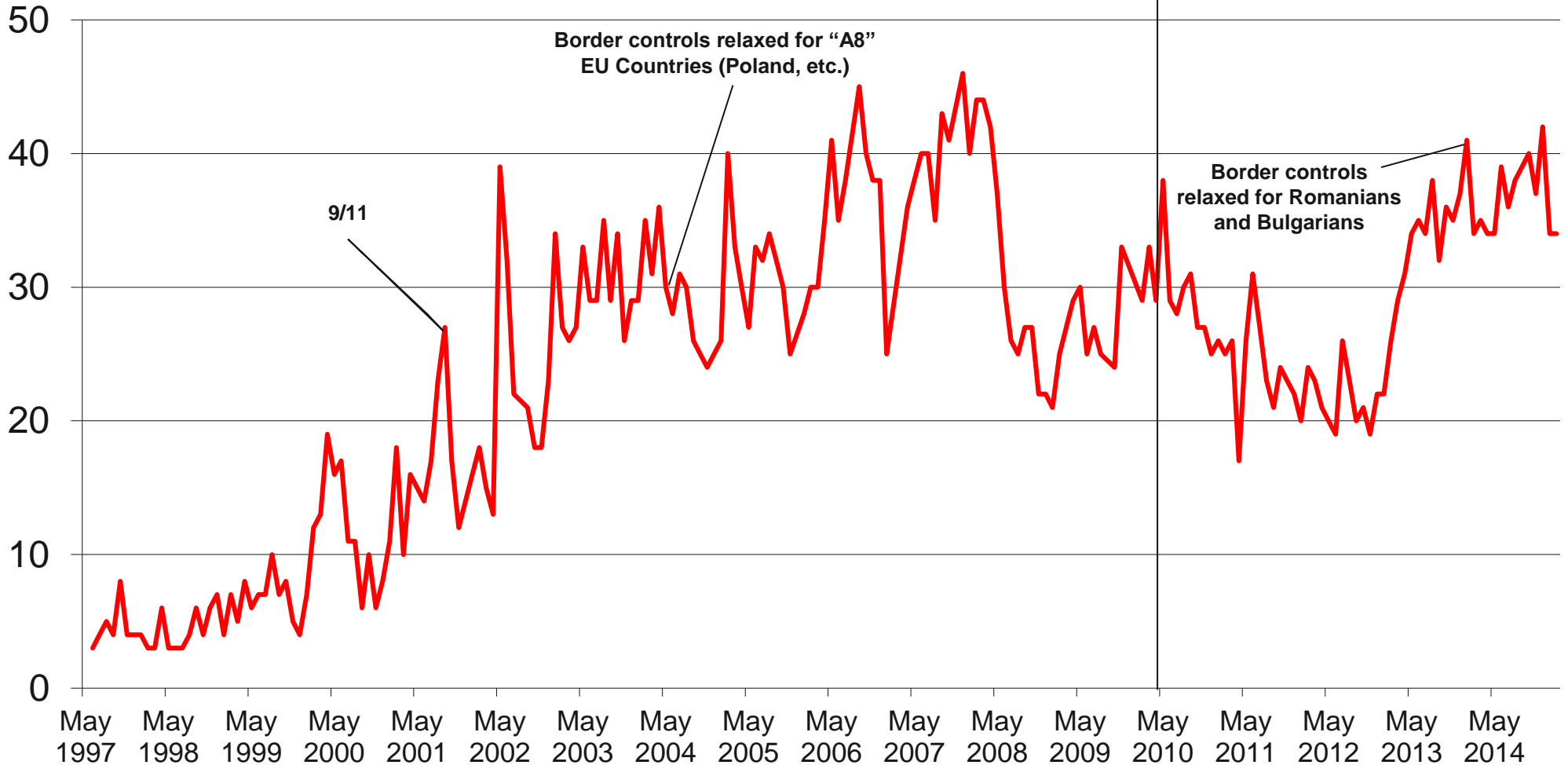
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: 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

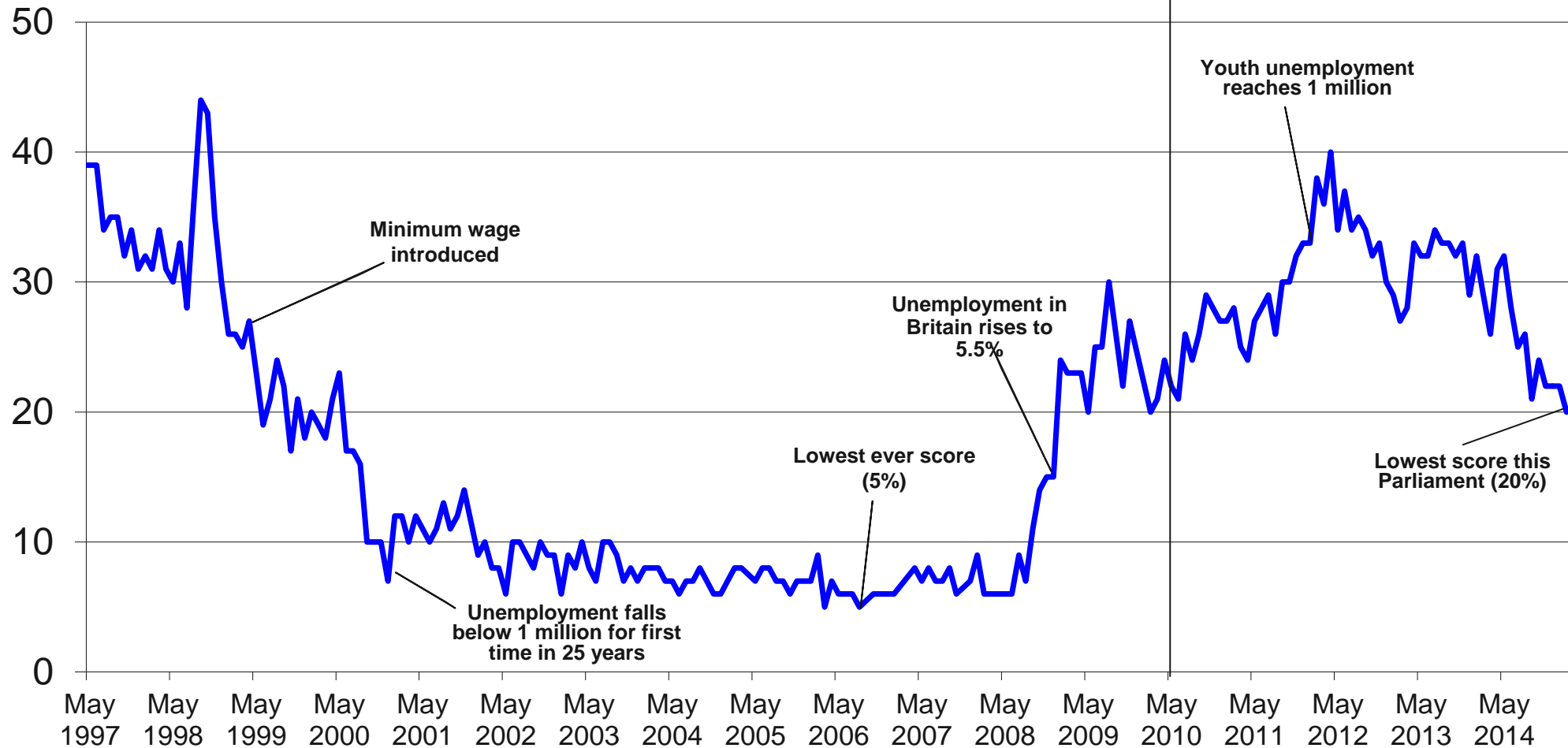
Source: Ipsos MORI Issues Index

\* Up until Sept 2014 the code was race/relations/immigration/immigrants

# 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



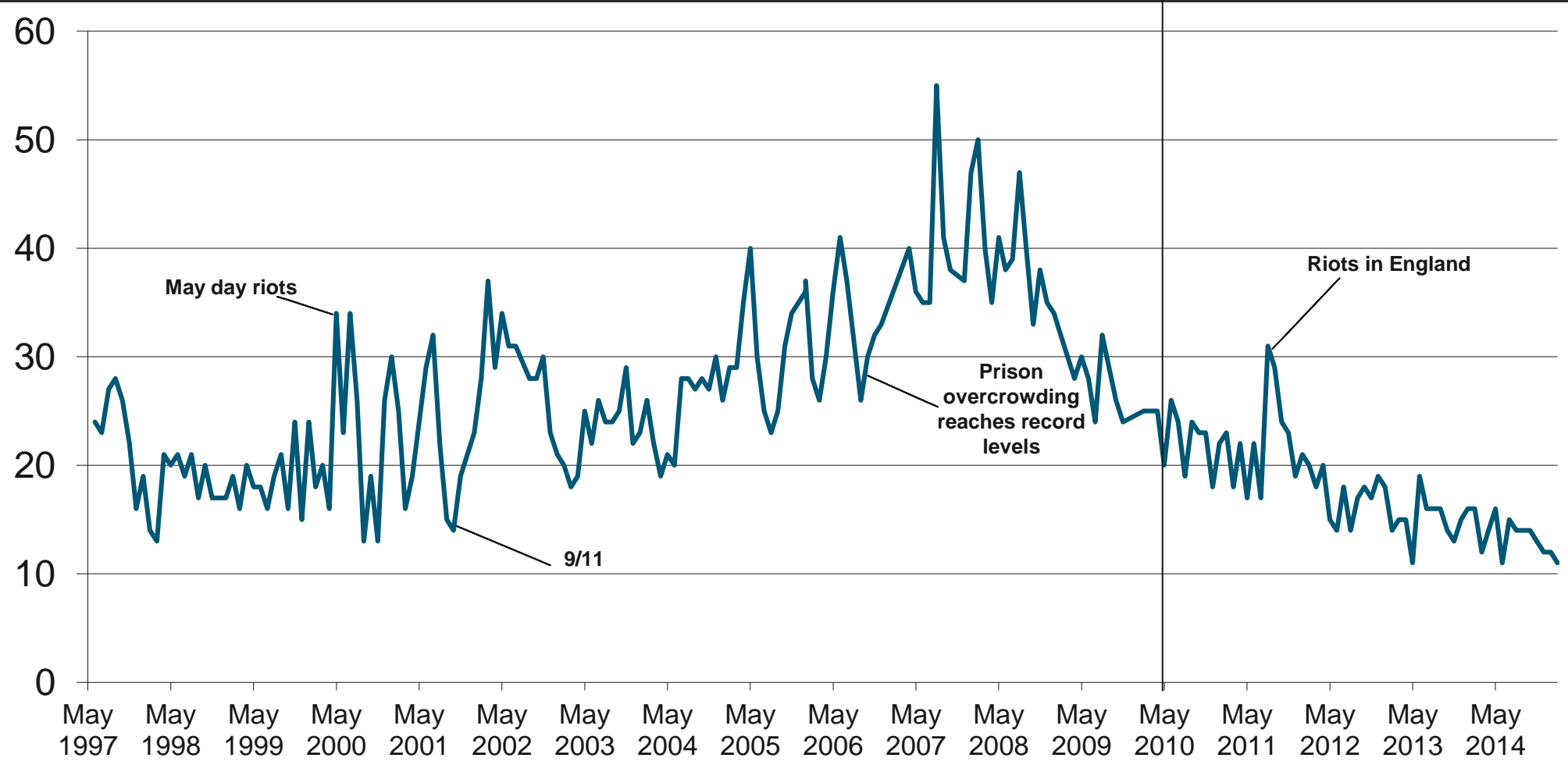
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

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

Cameron becomes PM



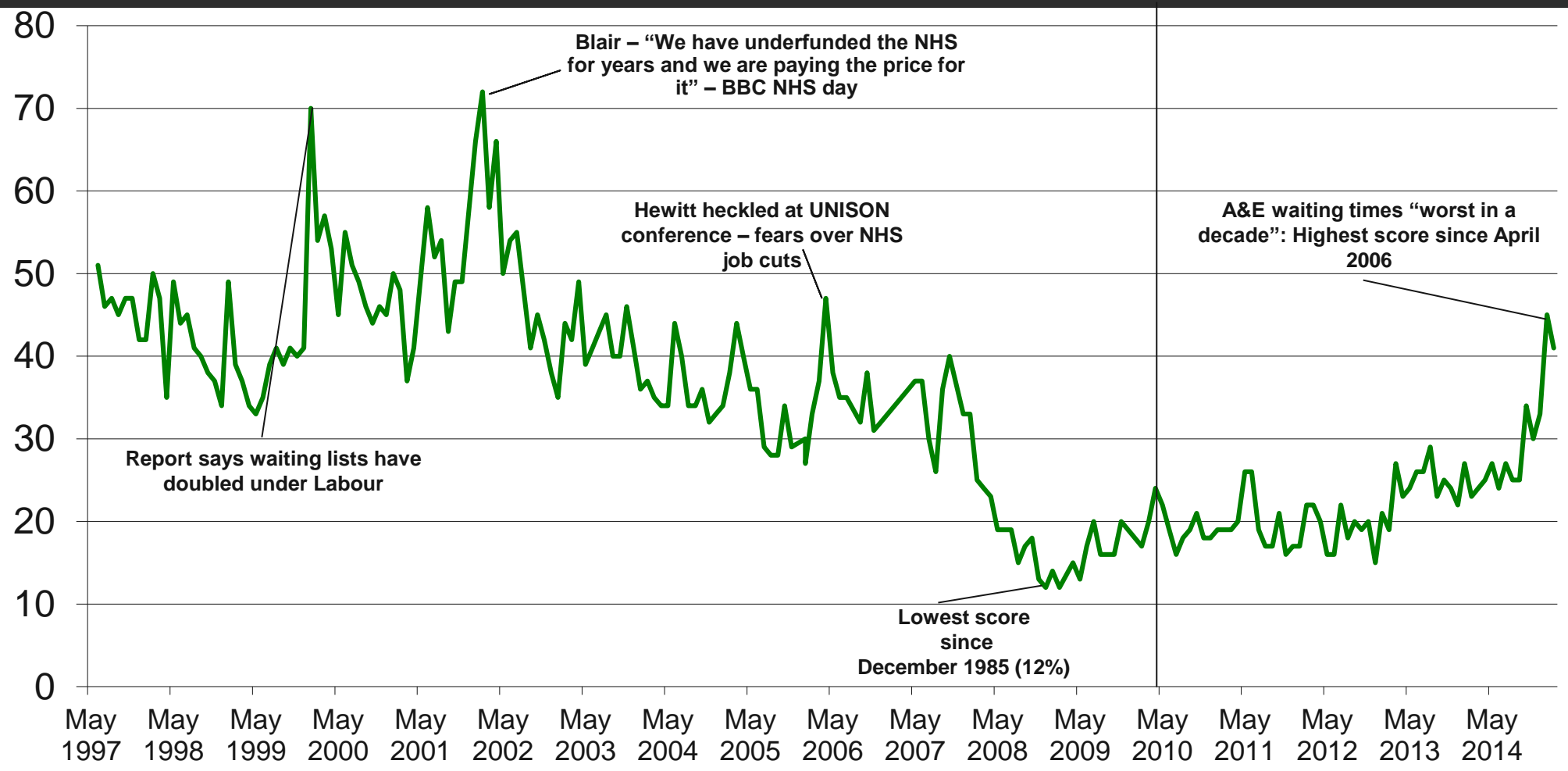
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Source: Ipsos MORI Issues Index

# 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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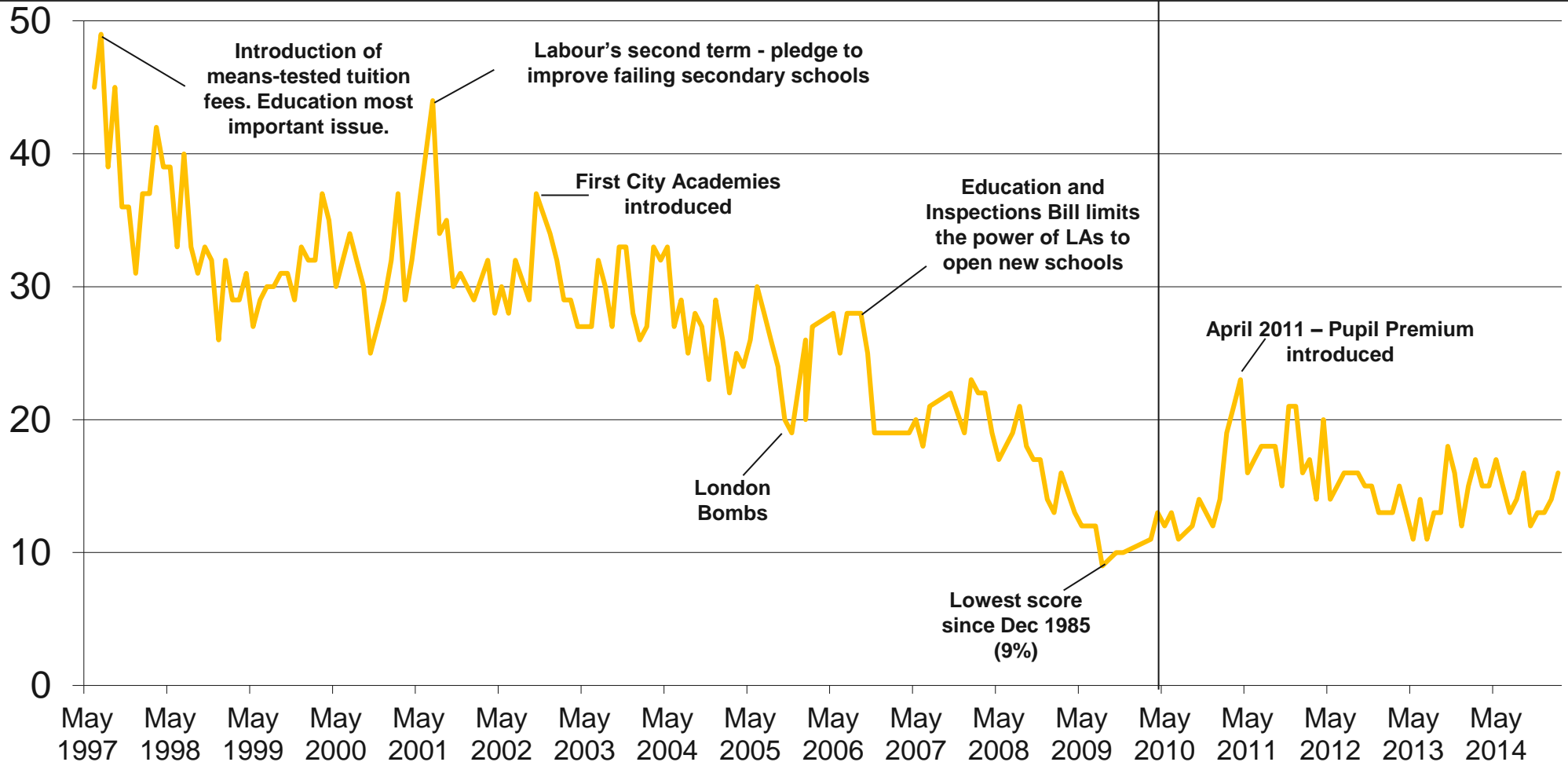
Source: Ipsos MORI Issues Index



# Issues Facing Britain: Education / Schools

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

Cameron becomes PM



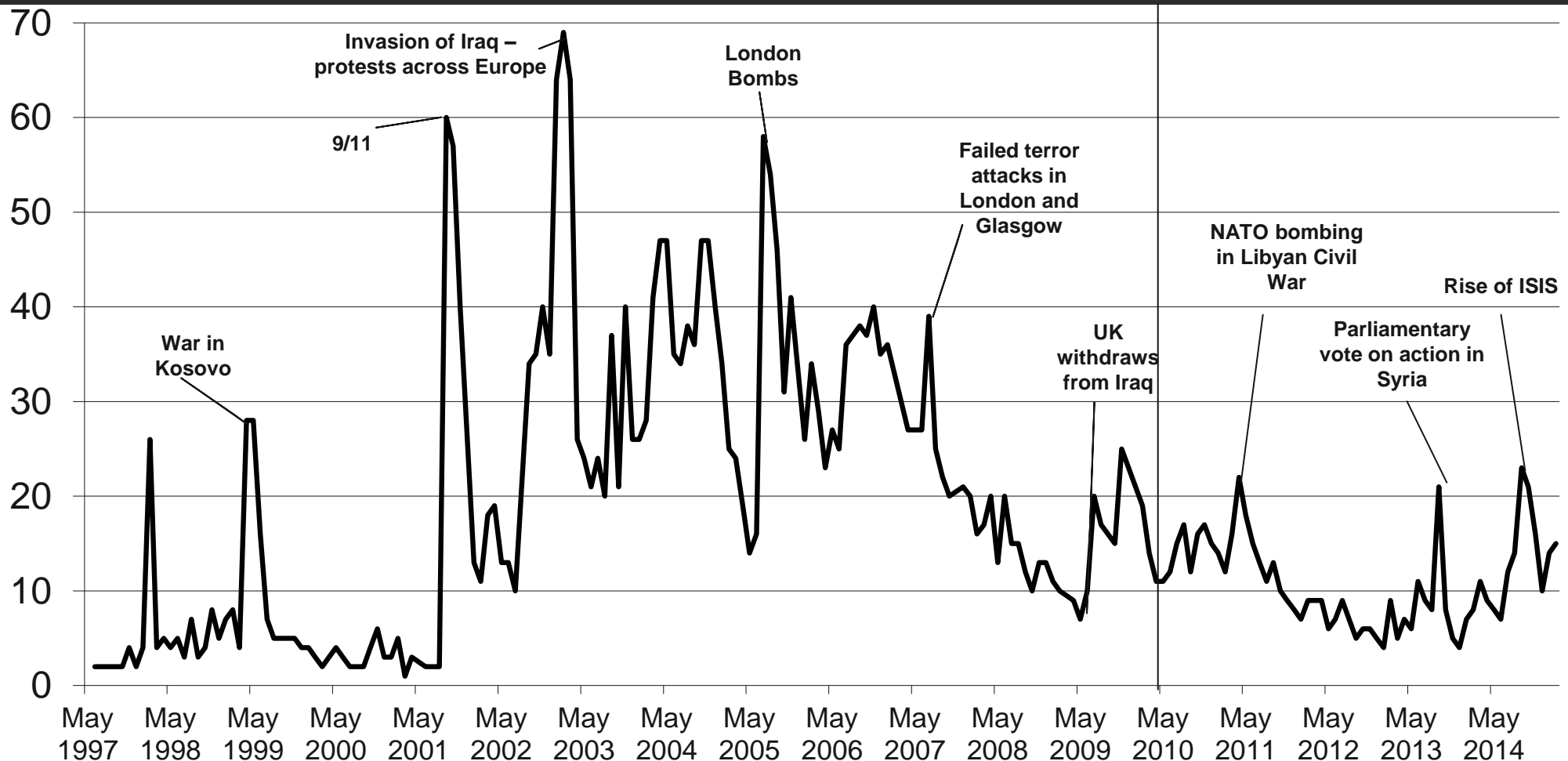
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# Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

Cameron becomes  
PM



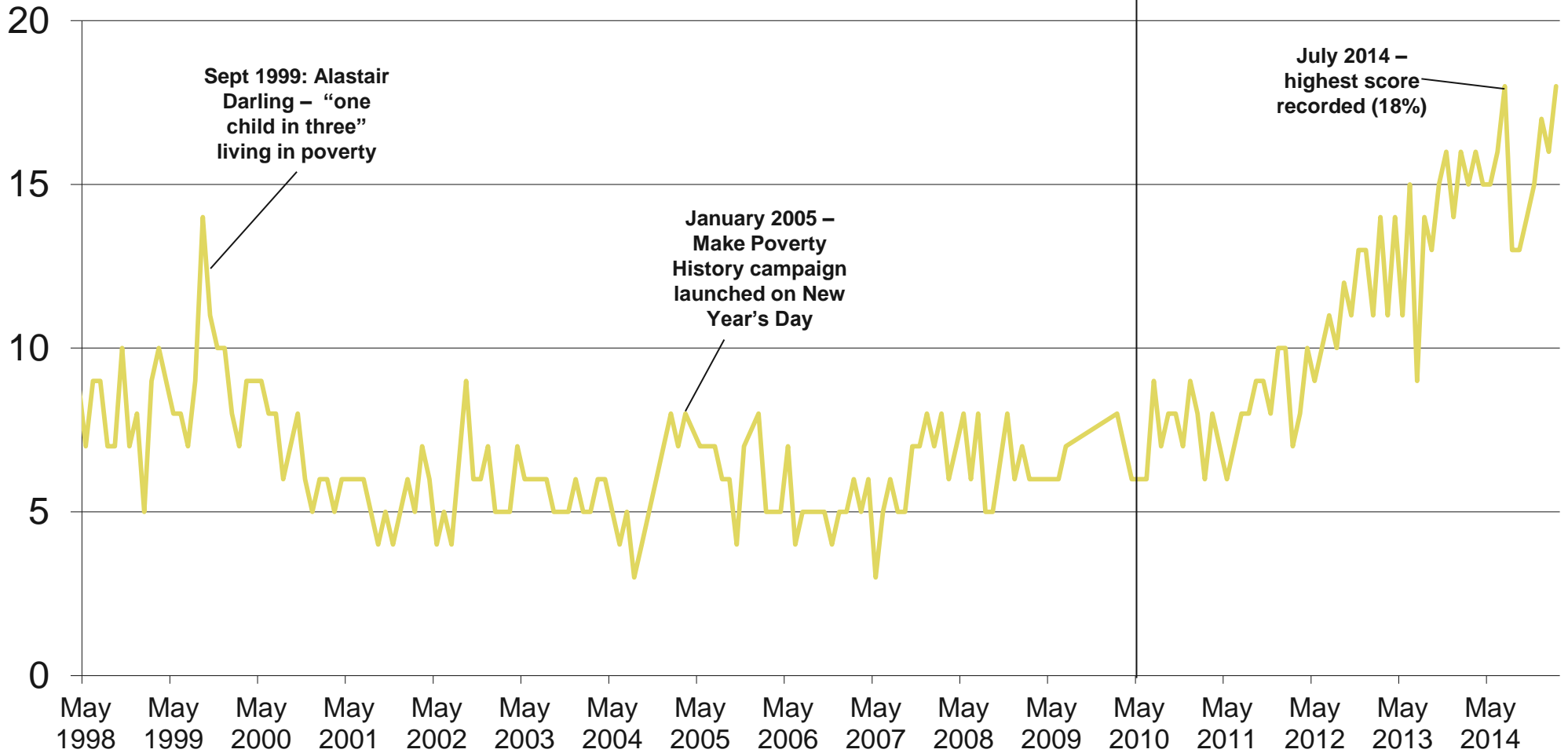
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Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

Cameron becomes PM



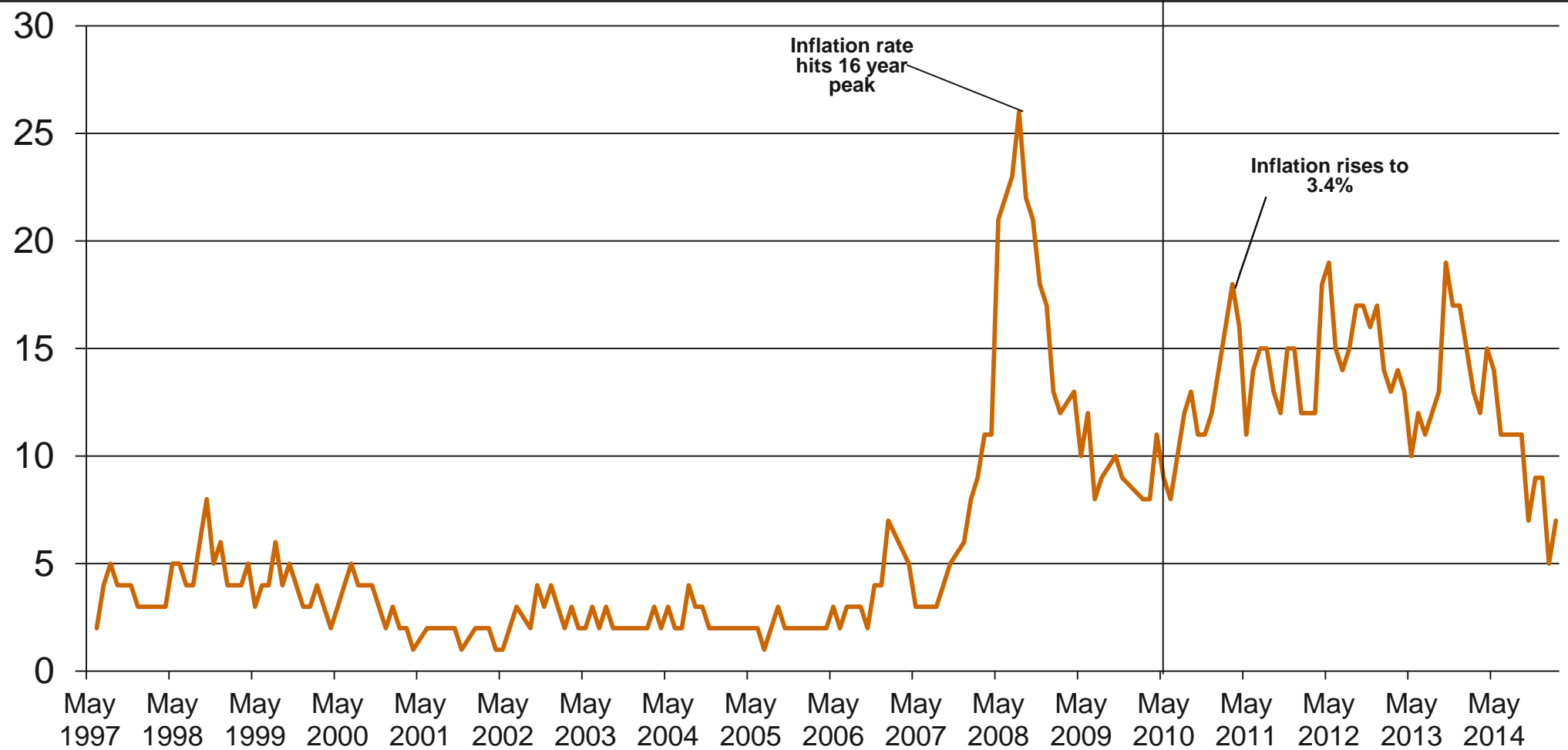
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



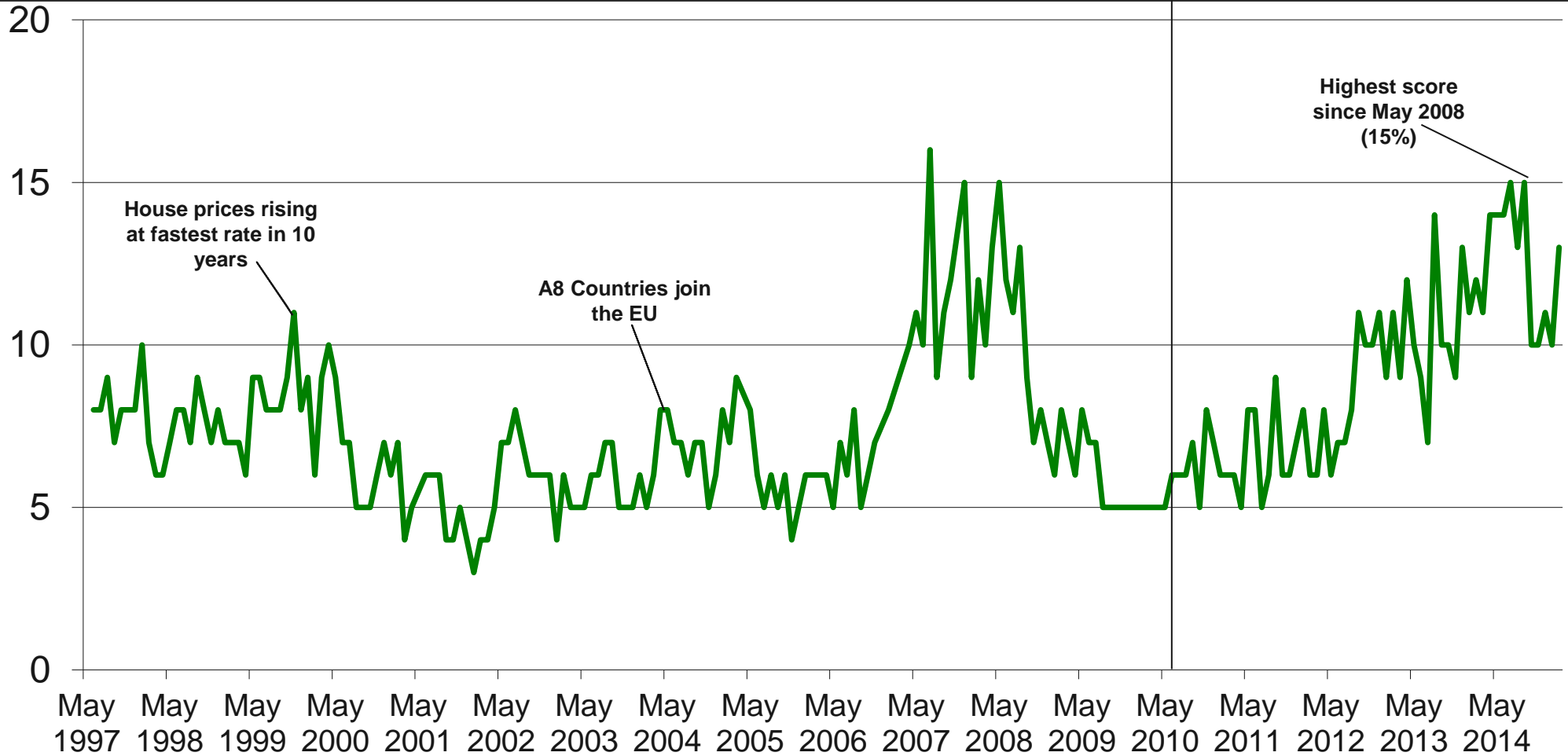
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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# Issues Facing Britain: Housing

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

Cameron becomes PM



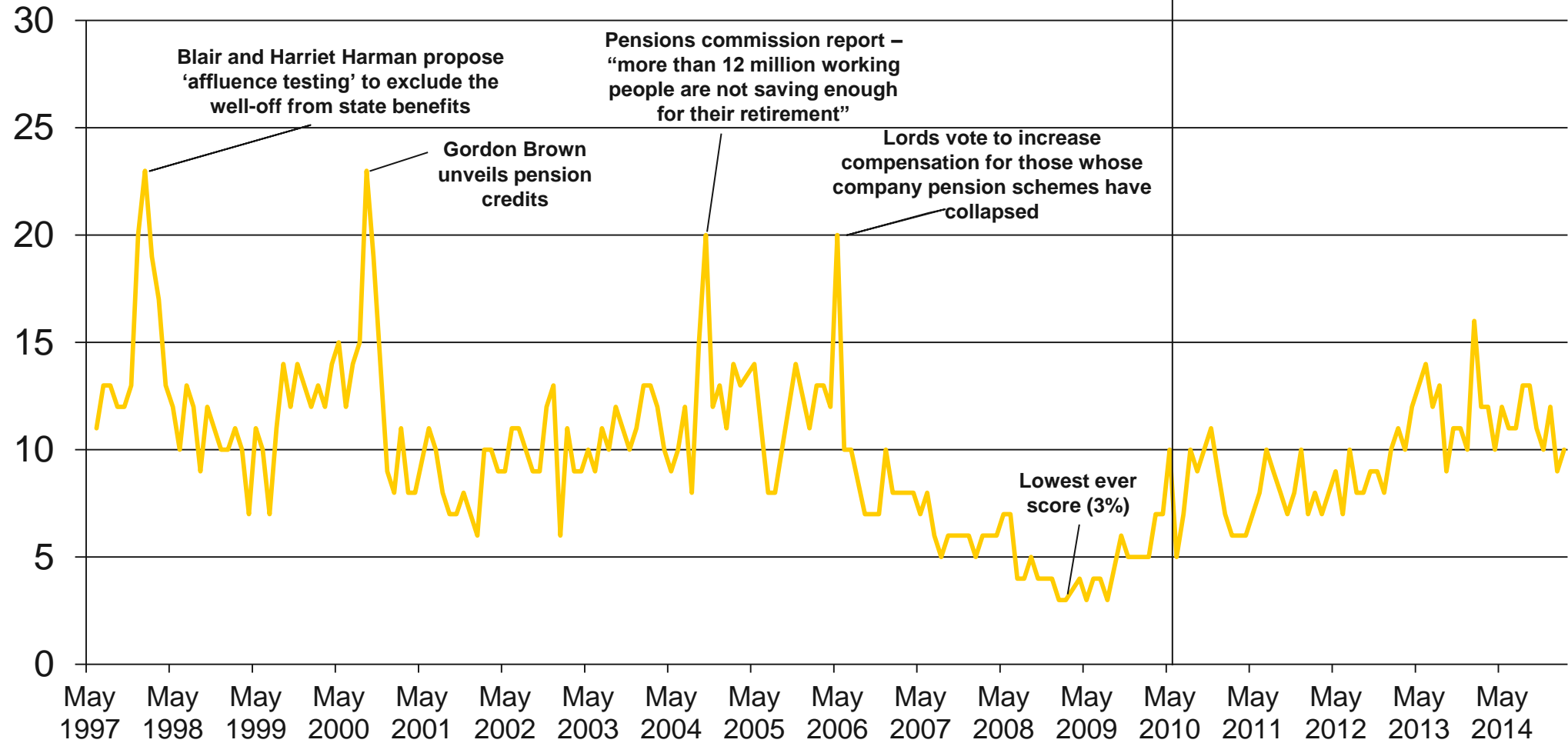
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# Issues Facing Britain: Pensions/Social Security/Benefits

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

Cameron becomes PM



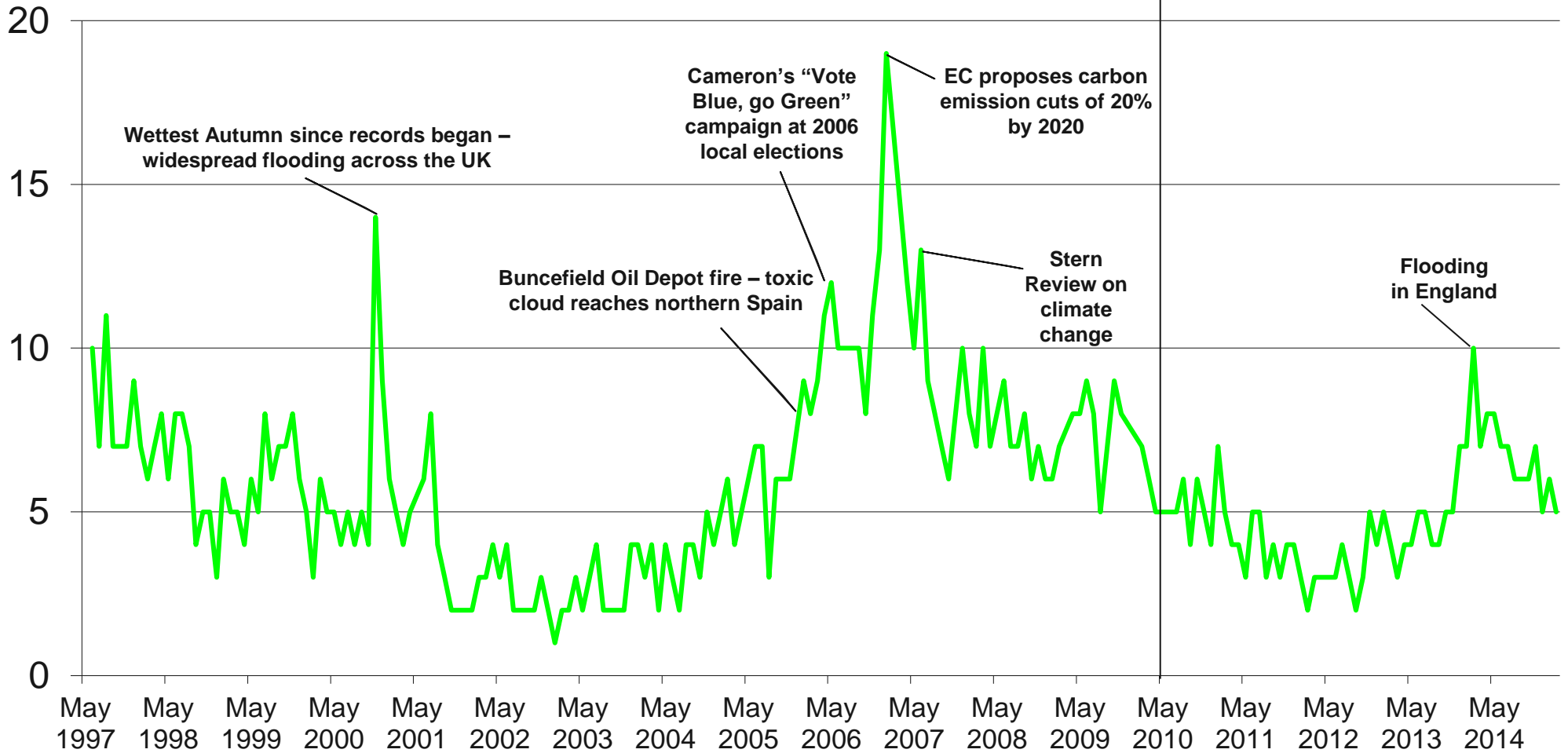
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM



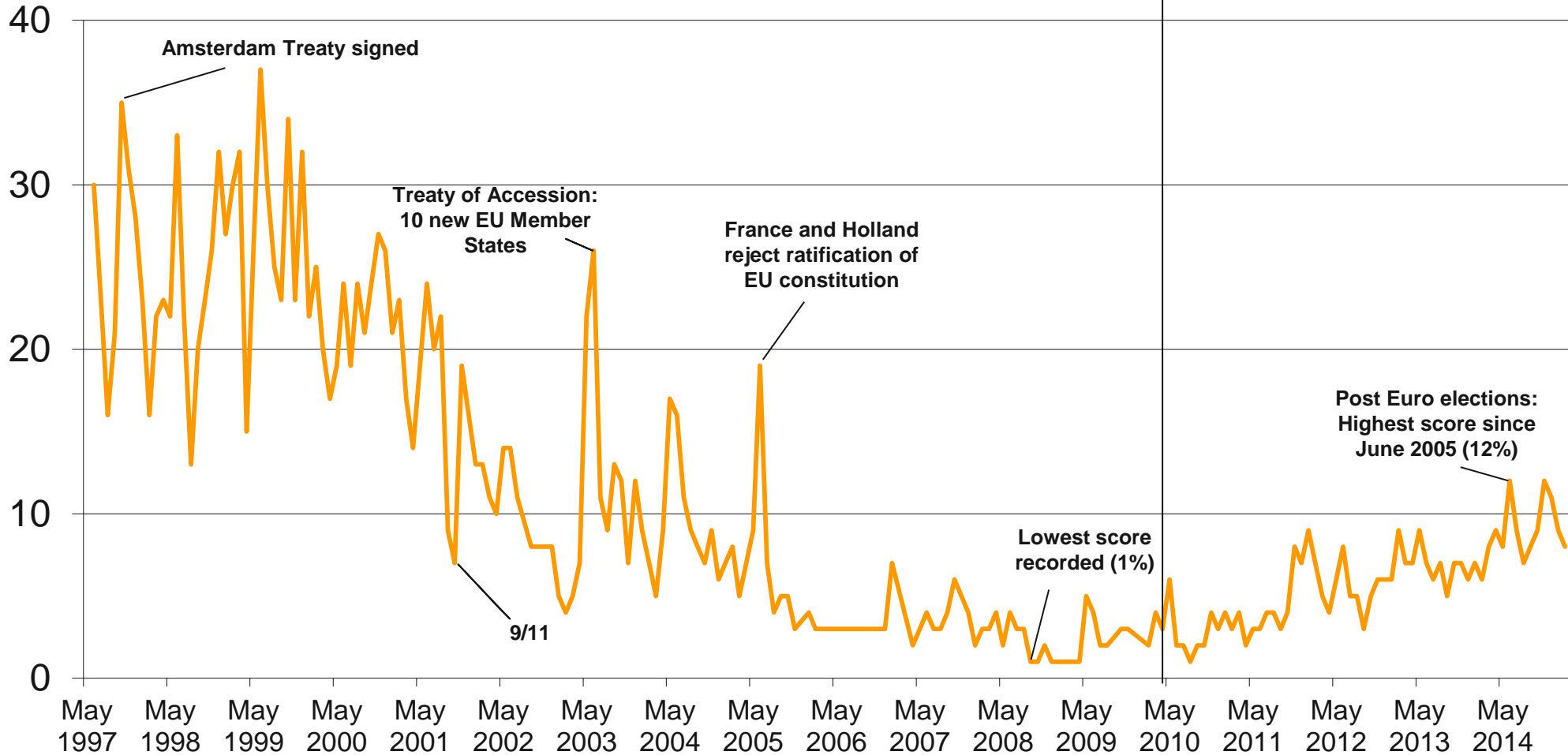
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



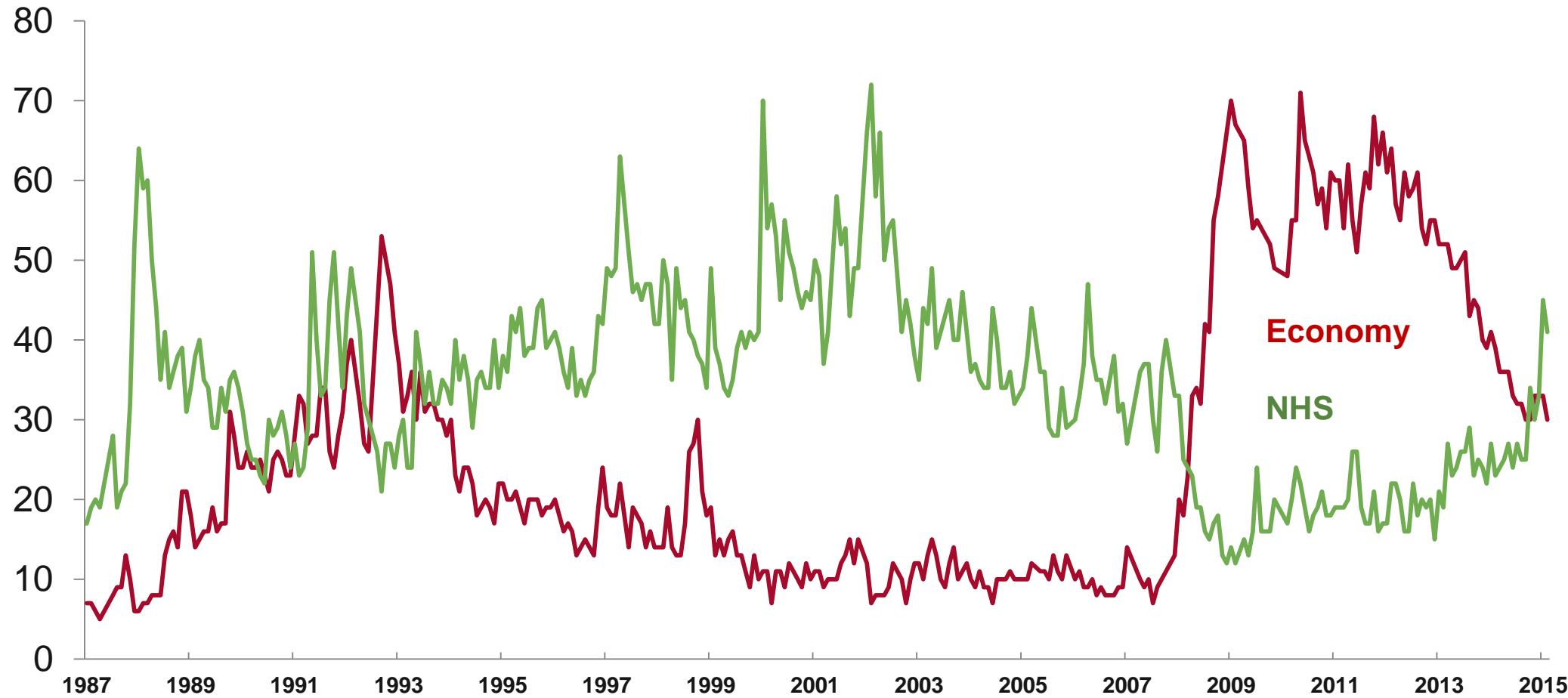
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# Criss-crossing concern about economy and NHS

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



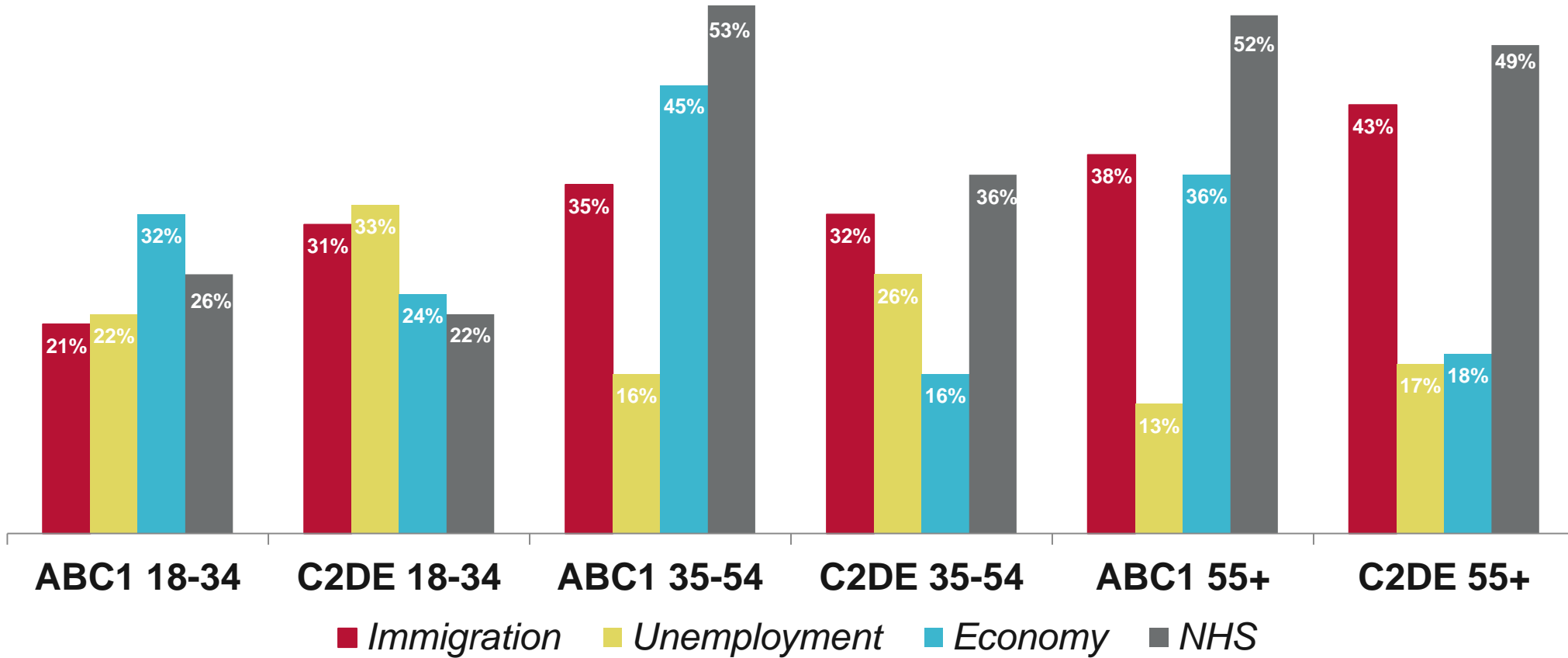
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# Age and social grade - different priorities

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

Race relations/immigration / Unemployment / Economy



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