



Ipsos MORI Issues Index

November 2014

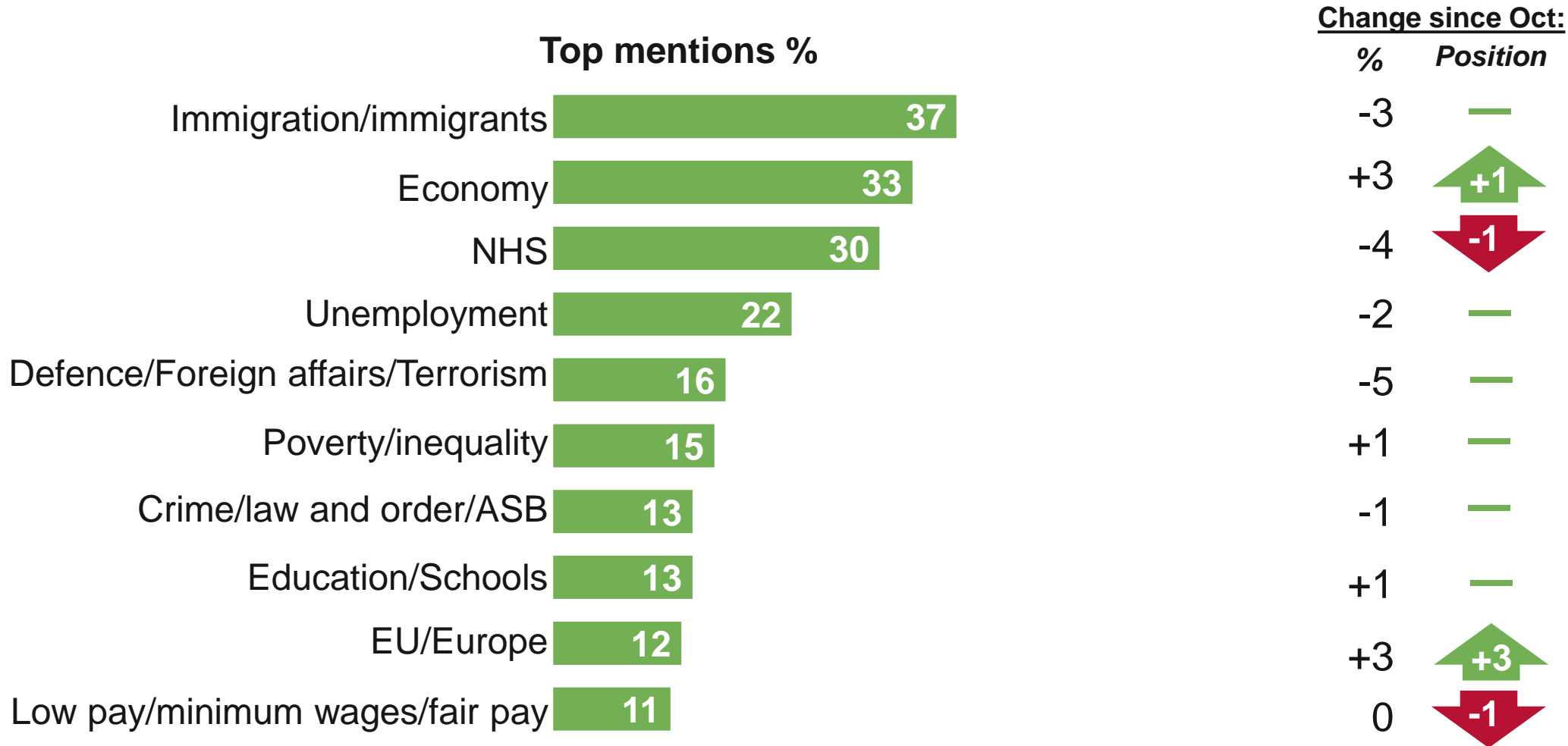
Ipsos MORI

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Issues Facing Britain: November

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

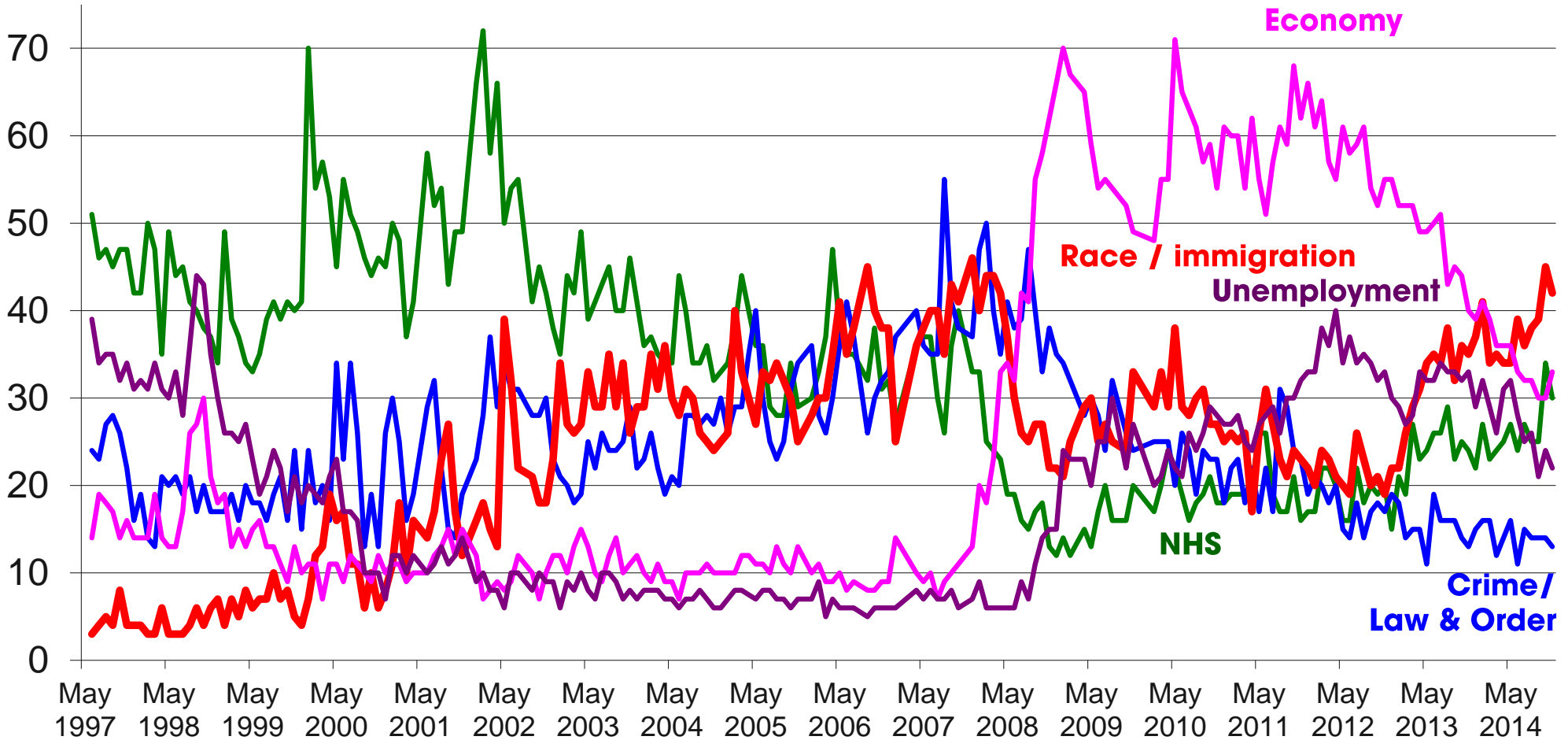


Base: 1,015 British adults 18+, 7th – 17th November 2014

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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



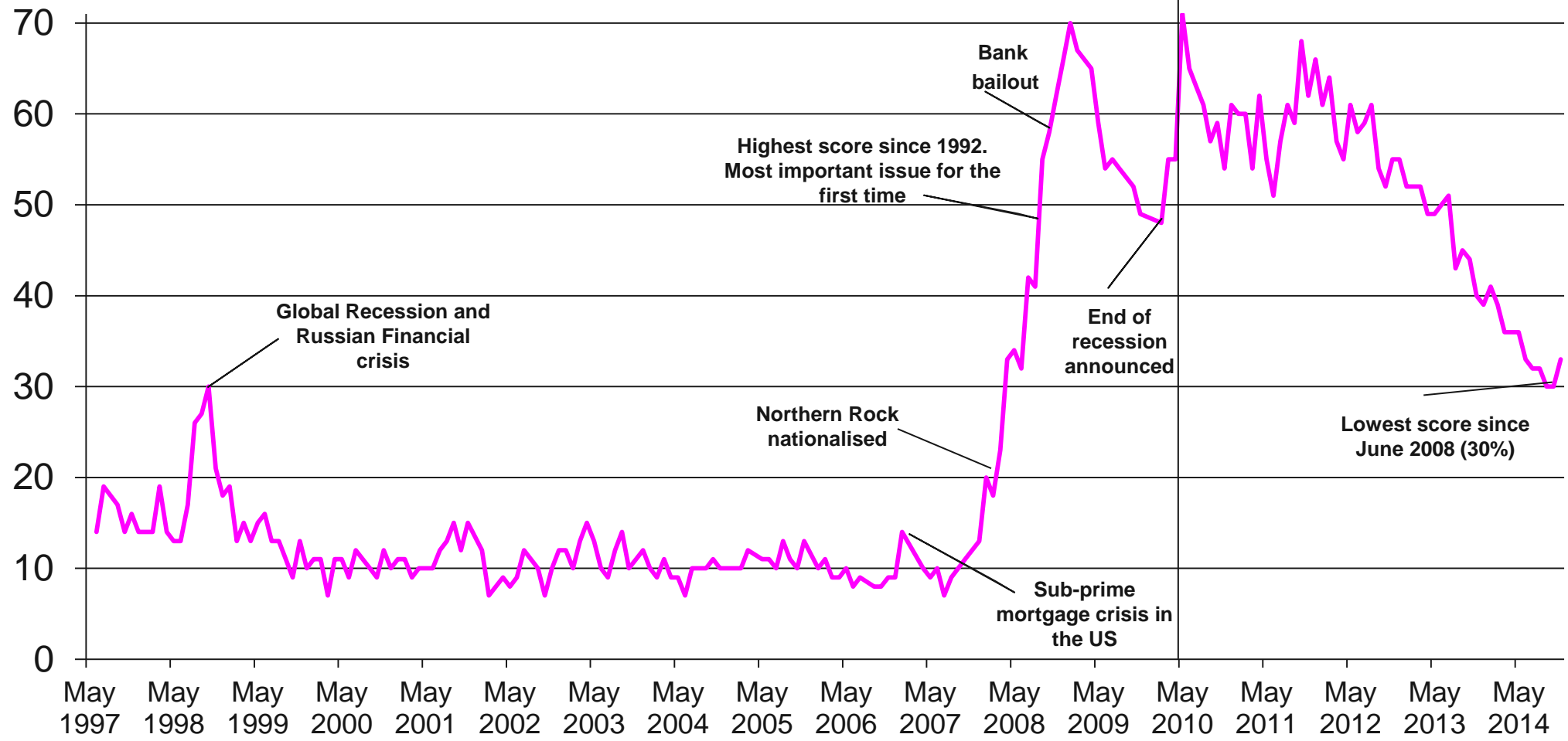
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



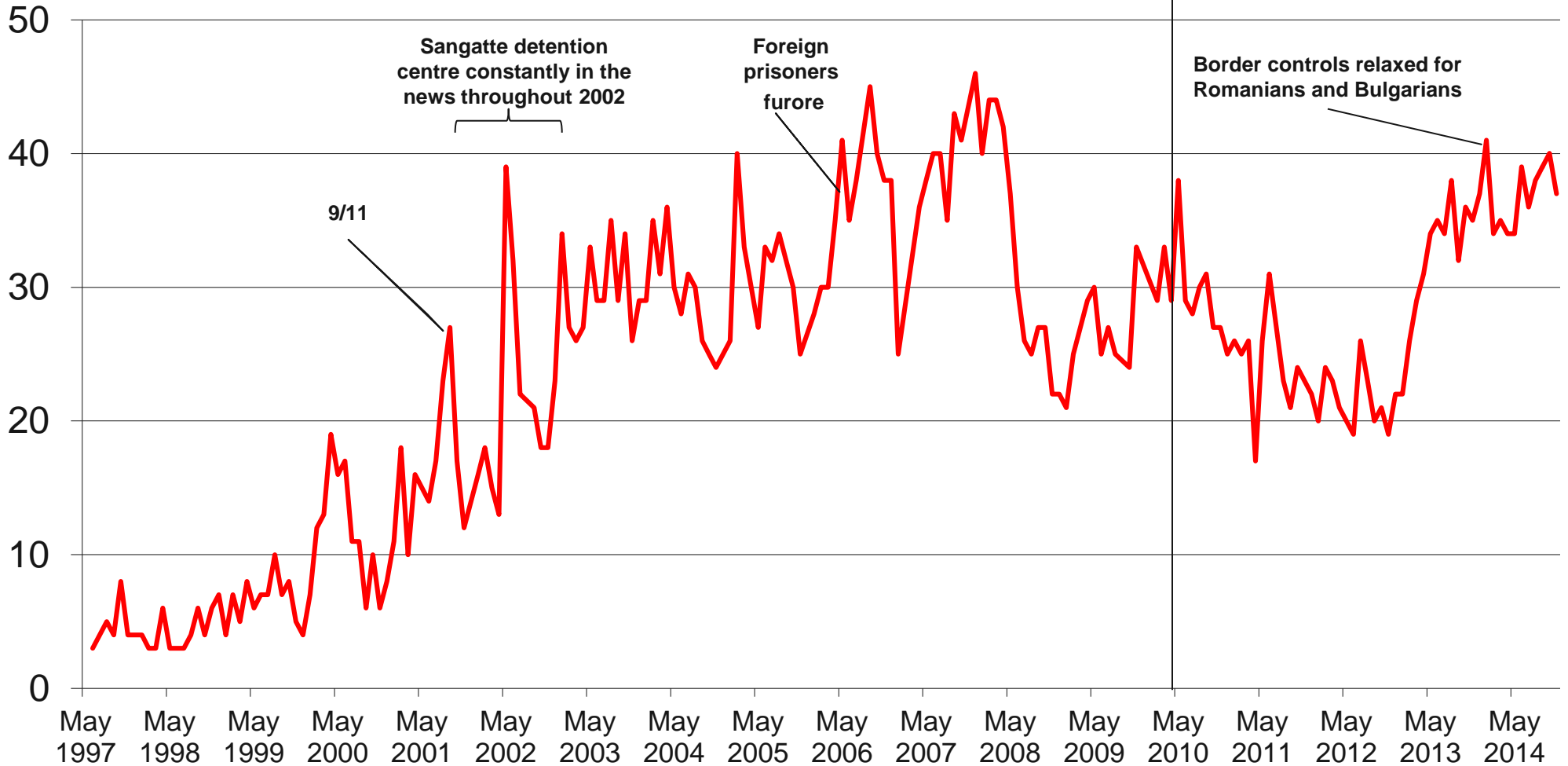
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Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants*

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

Cameron becomes
PM



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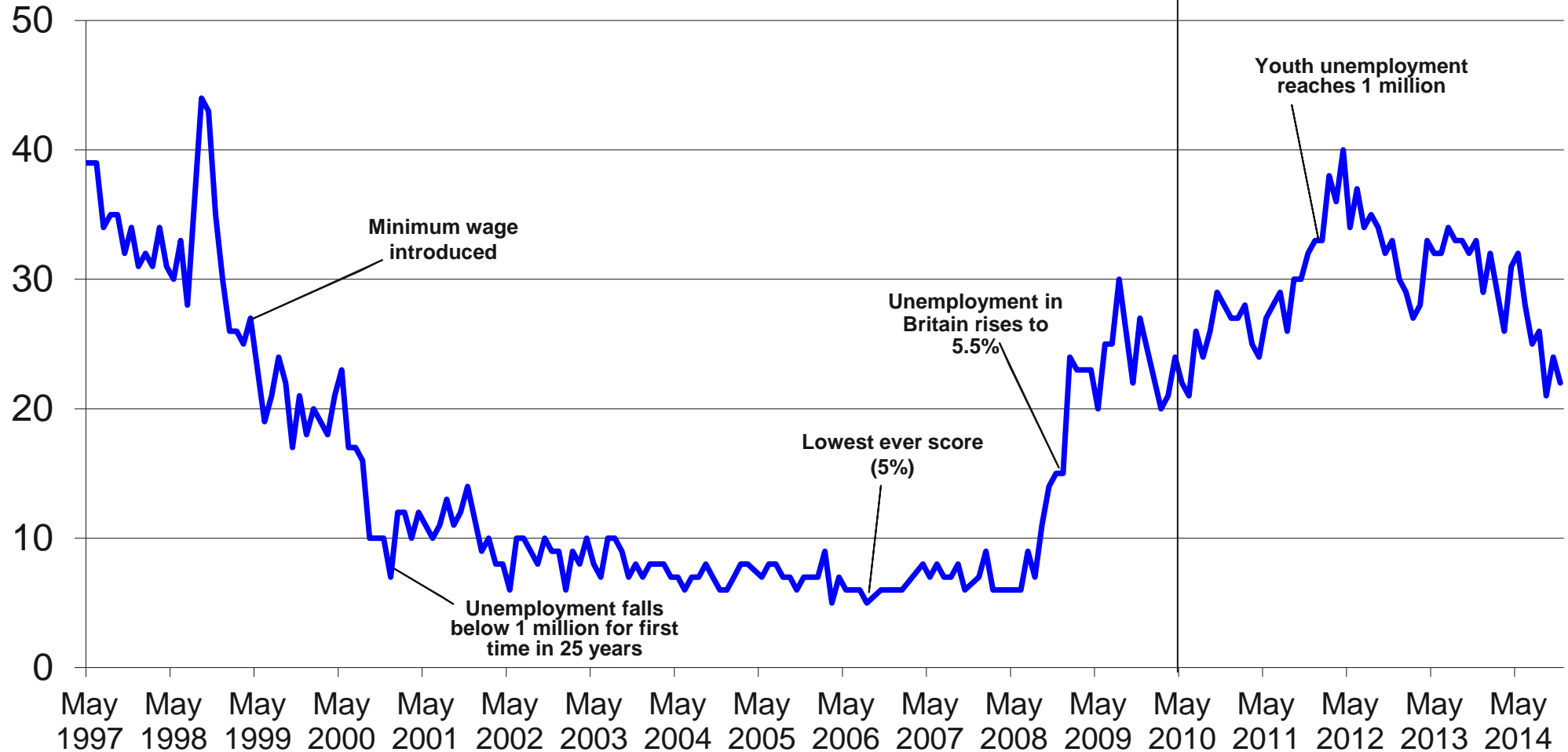
Source: Ipsos MORI Issues Index

* 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



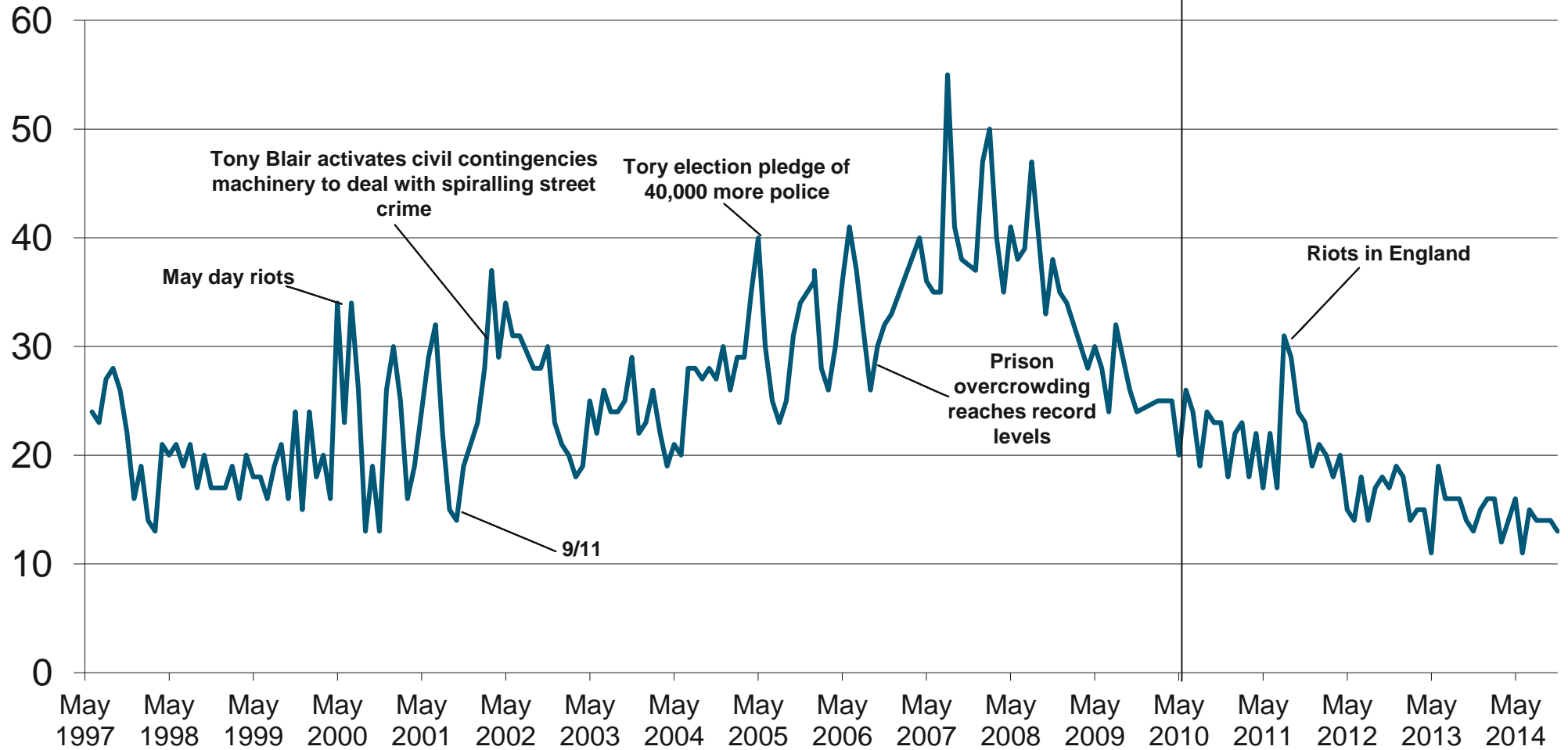
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Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

Cameron becomes PM



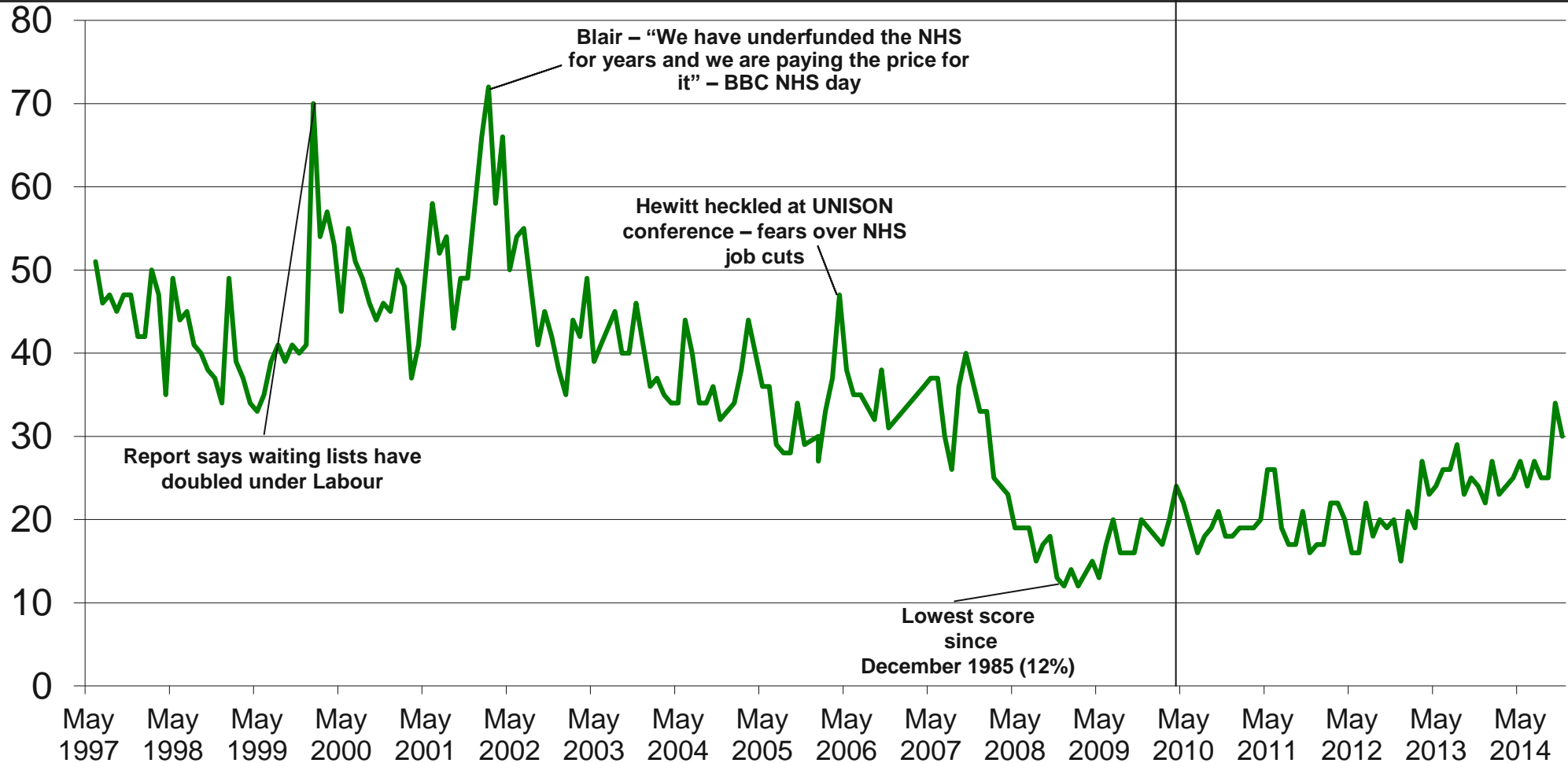
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Issues Facing Britain: NHS / Hospitals / Healthcare

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

Cameron becomes PM



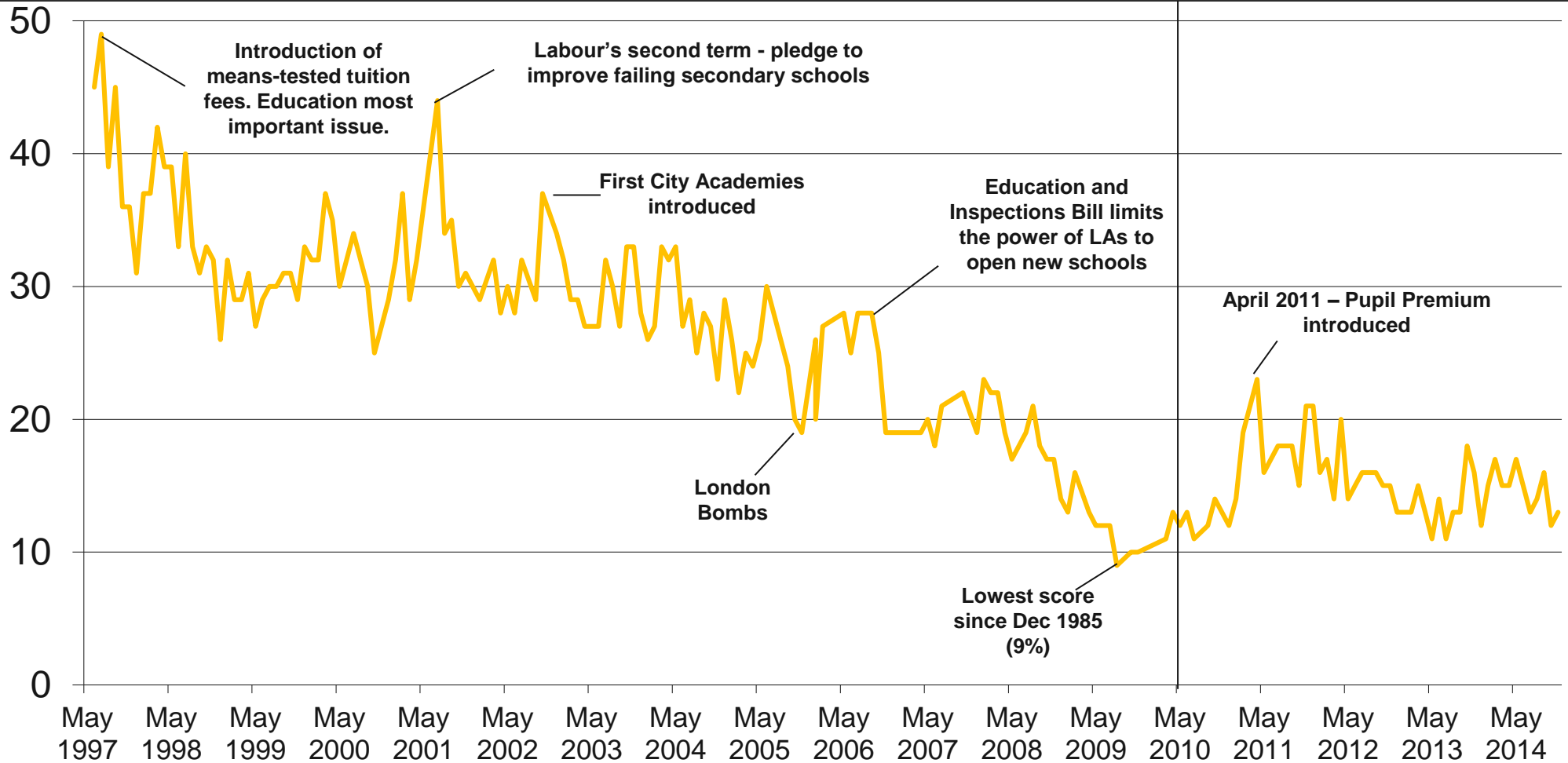
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Issues Facing Britain: Education / Schools

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

Cameron becomes PM



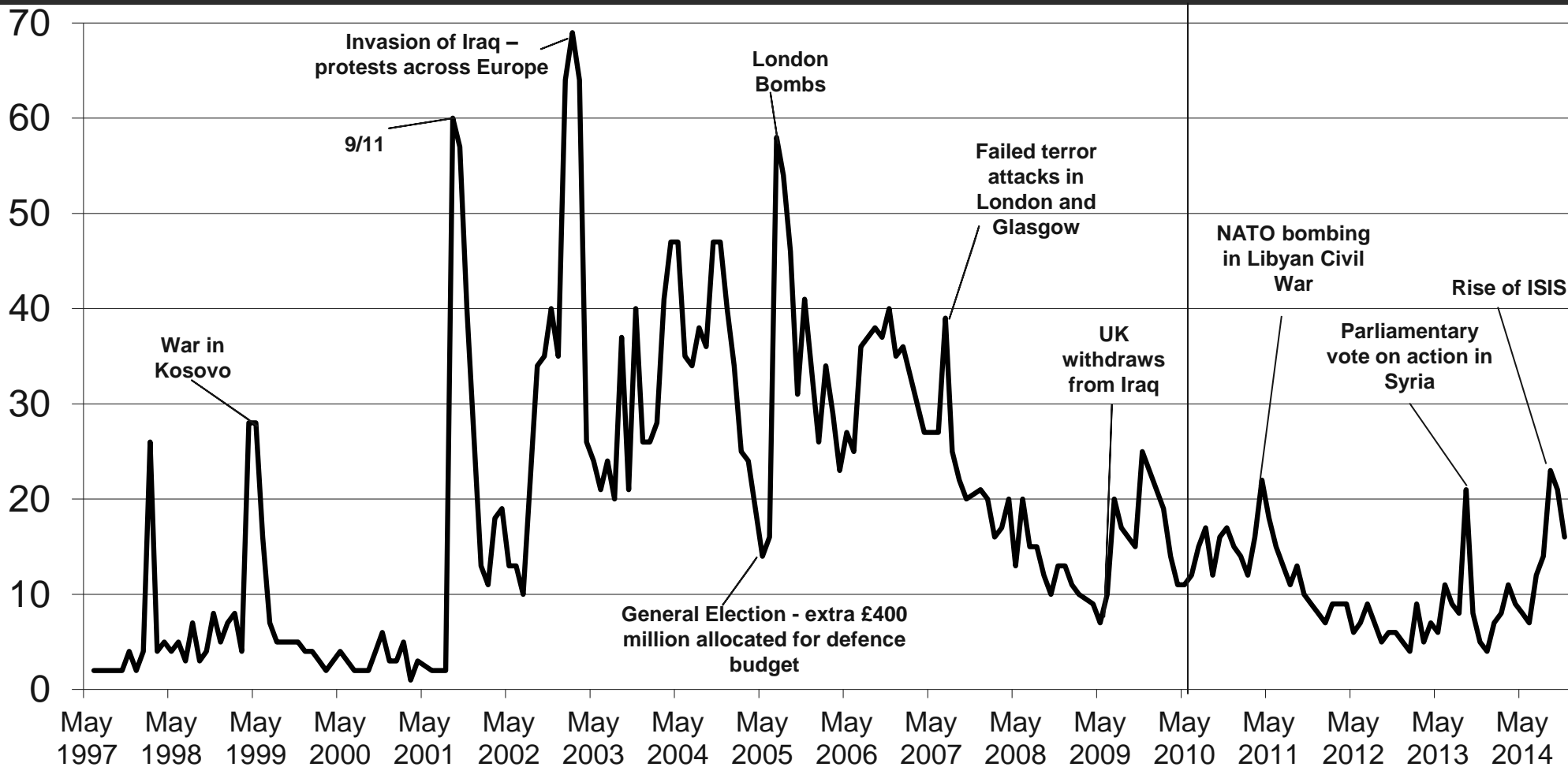
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Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

Cameron becomes PM



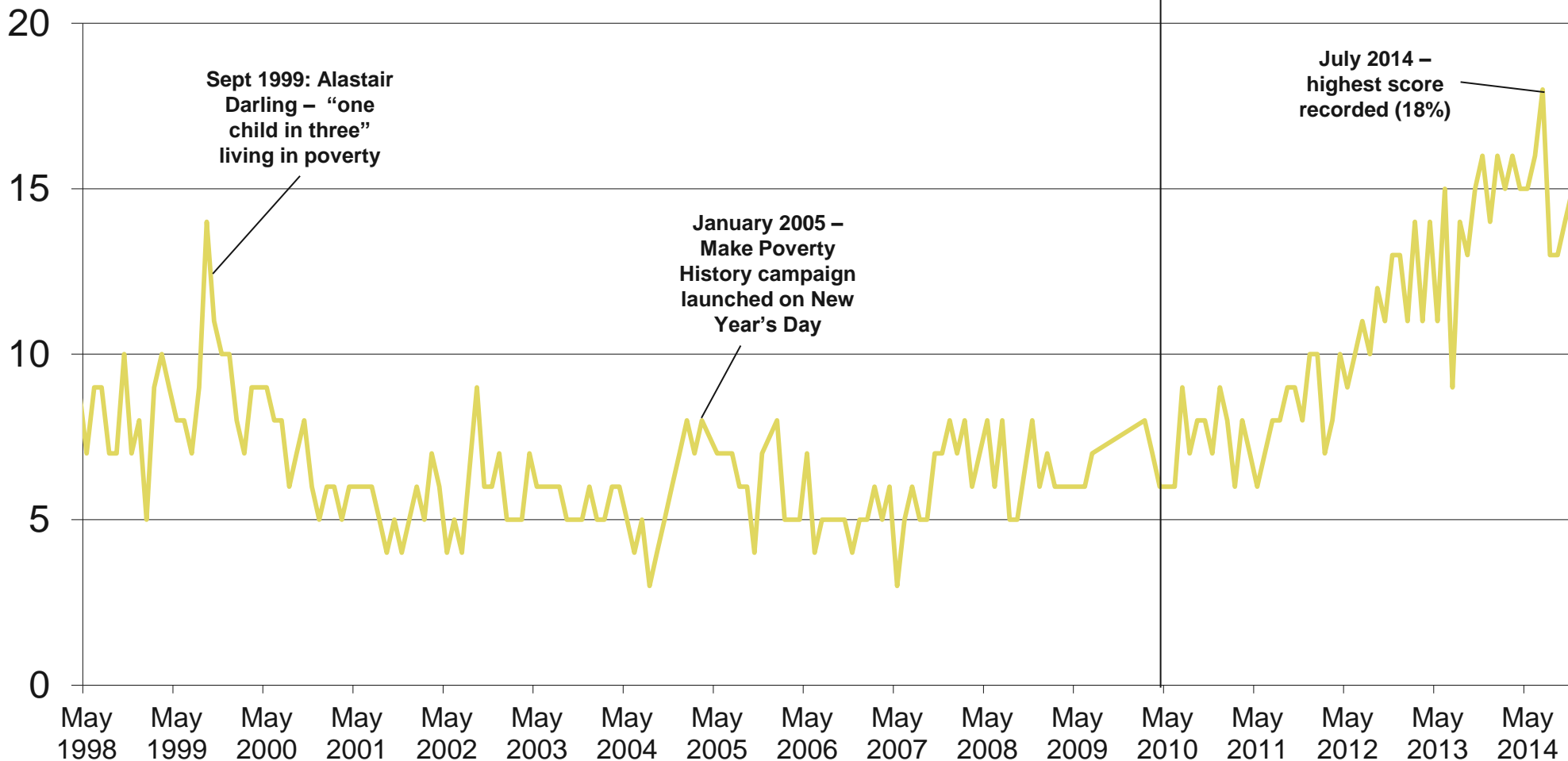
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Issues Facing Britain: Poverty/inequality

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

Cameron becomes PM



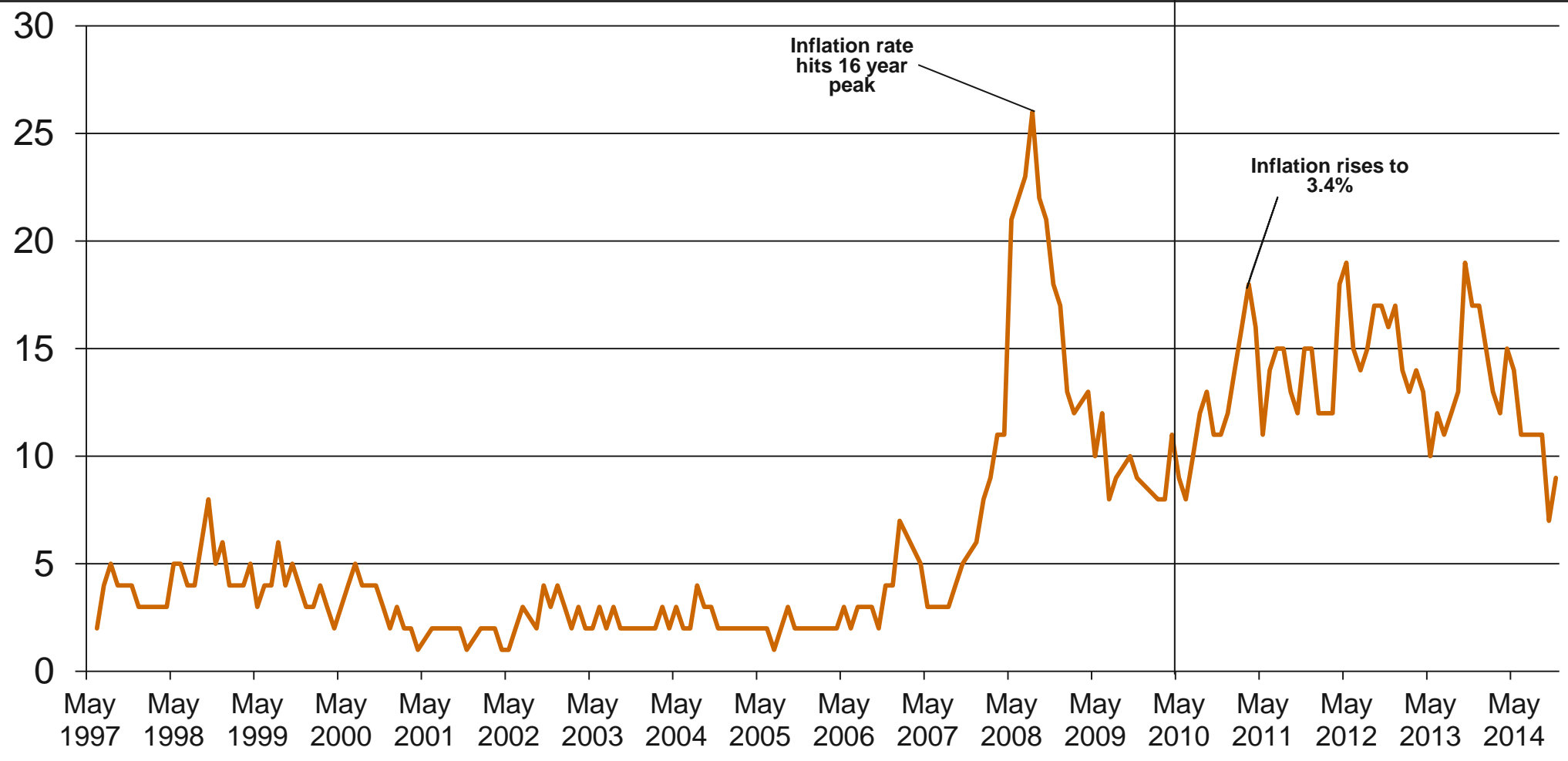
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Issues Facing Britain: Inflation/Prices

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

Cameron becomes PM



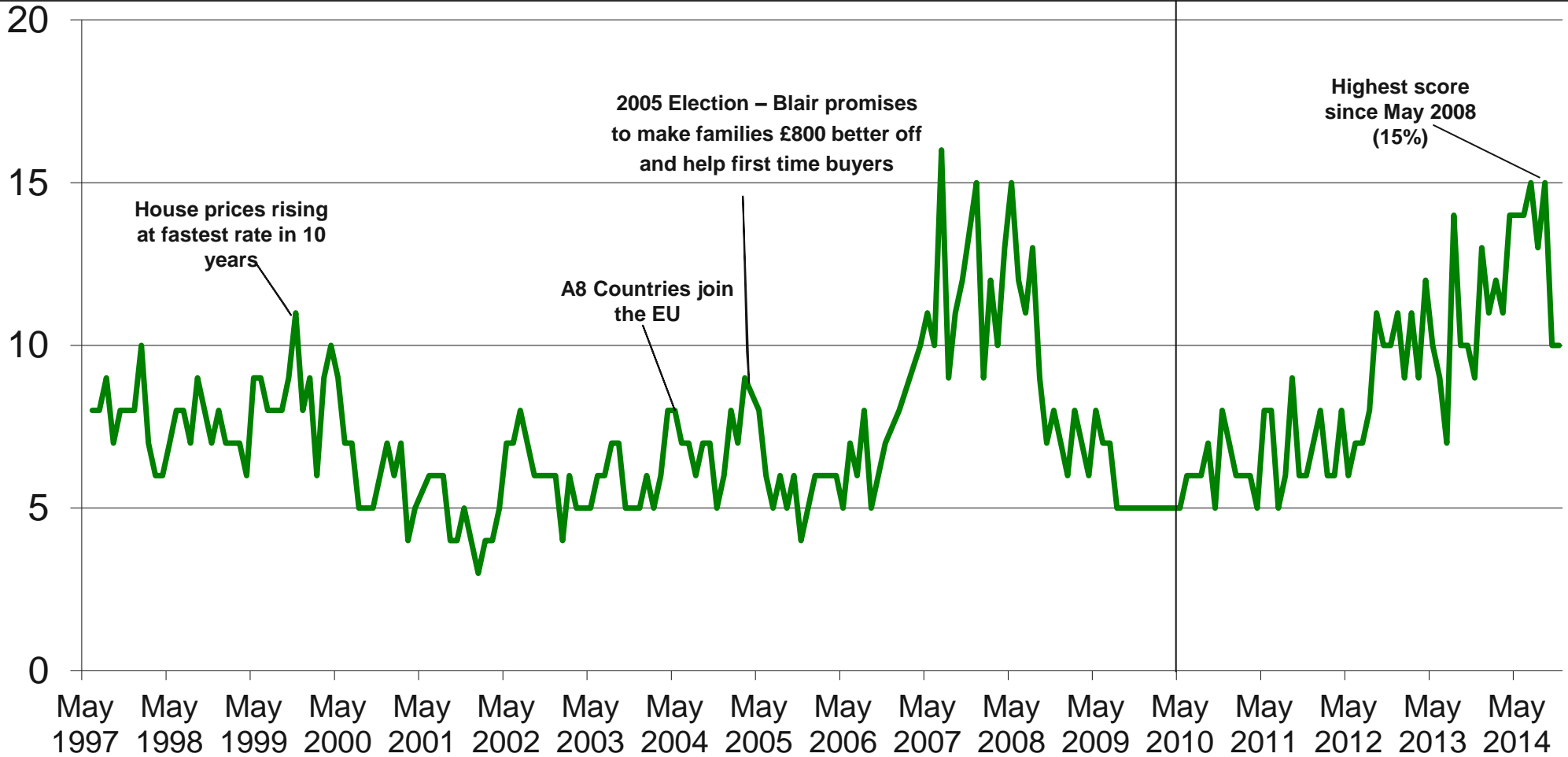
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Issues Facing Britain: Housing

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

Cameron becomes PM



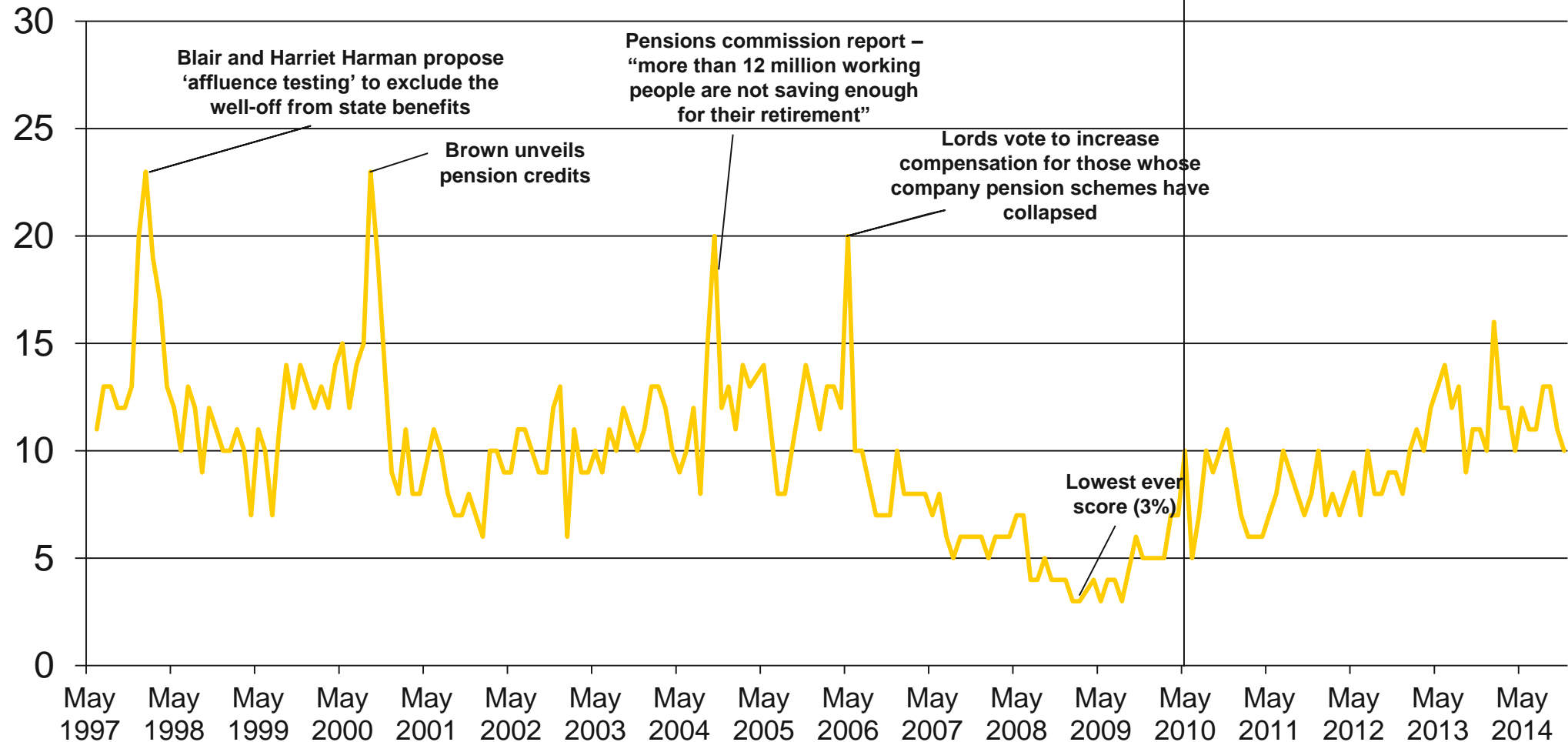
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Issues Facing Britain: Pensions/Benefits/Social security

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

Cameron becomes PM



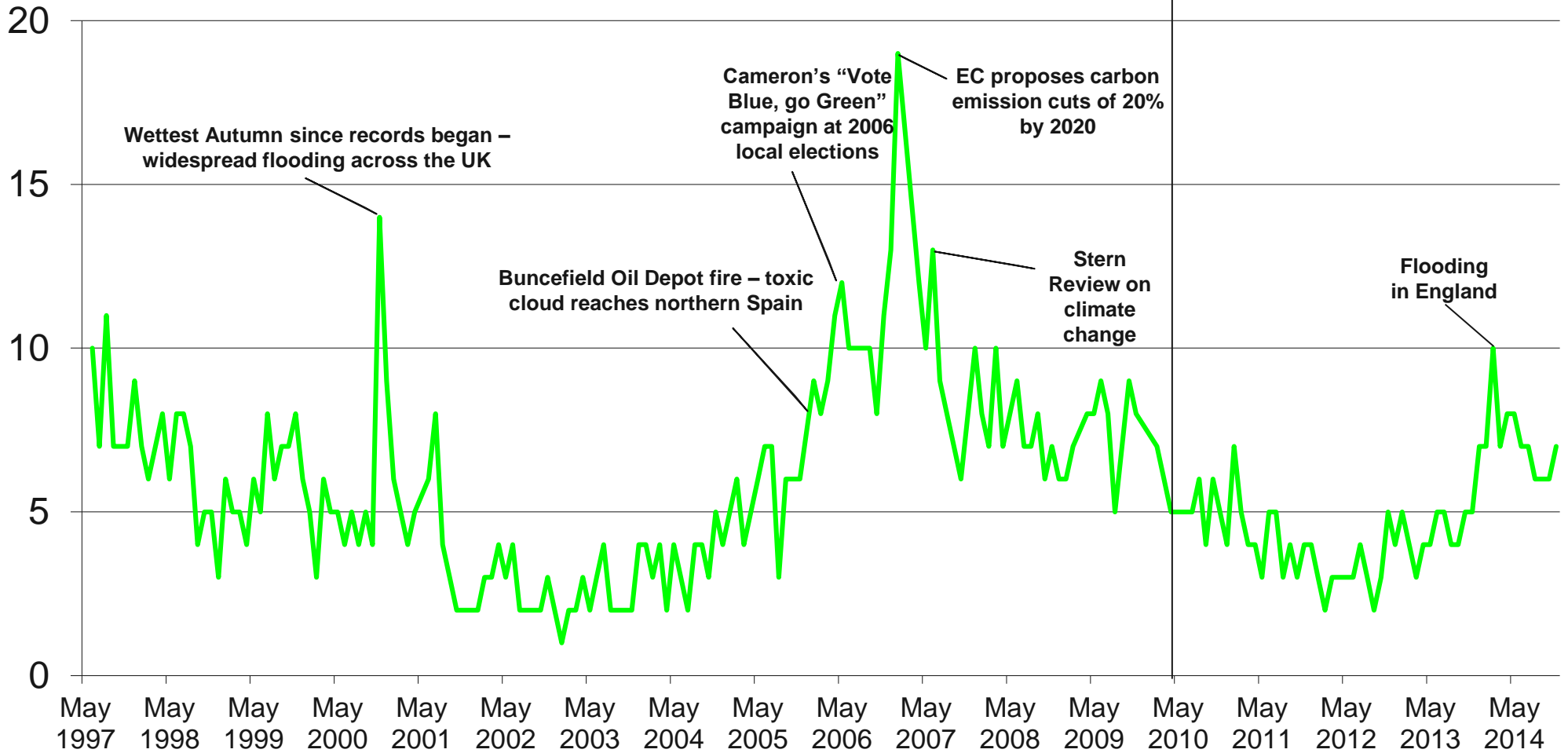
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Issues Facing Britain: Pollution / Environment

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

Cameron becomes PM



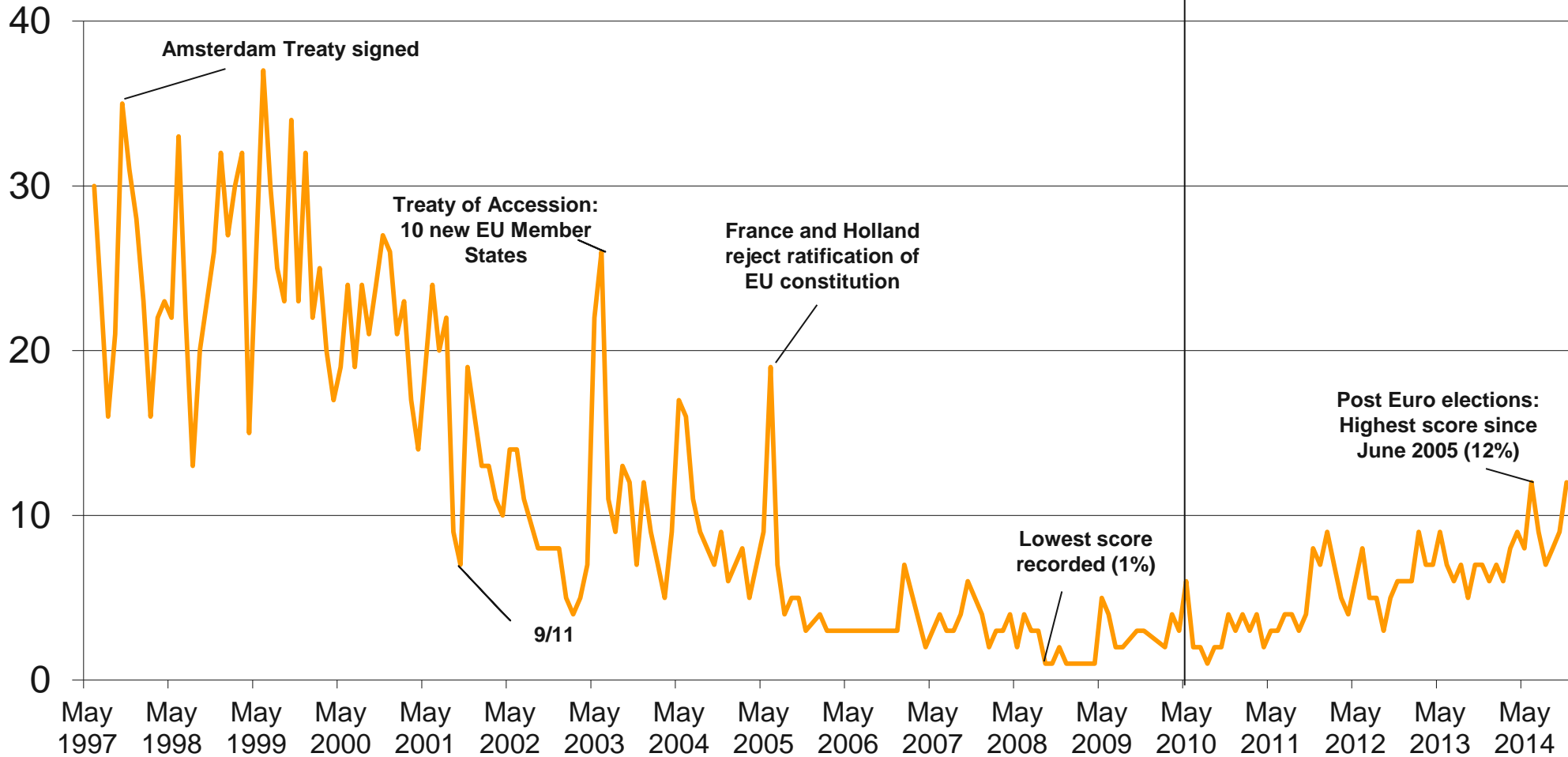
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Issues Facing Britain: Common Market / Europe / Euro / EU

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

Cameron becomes
PM

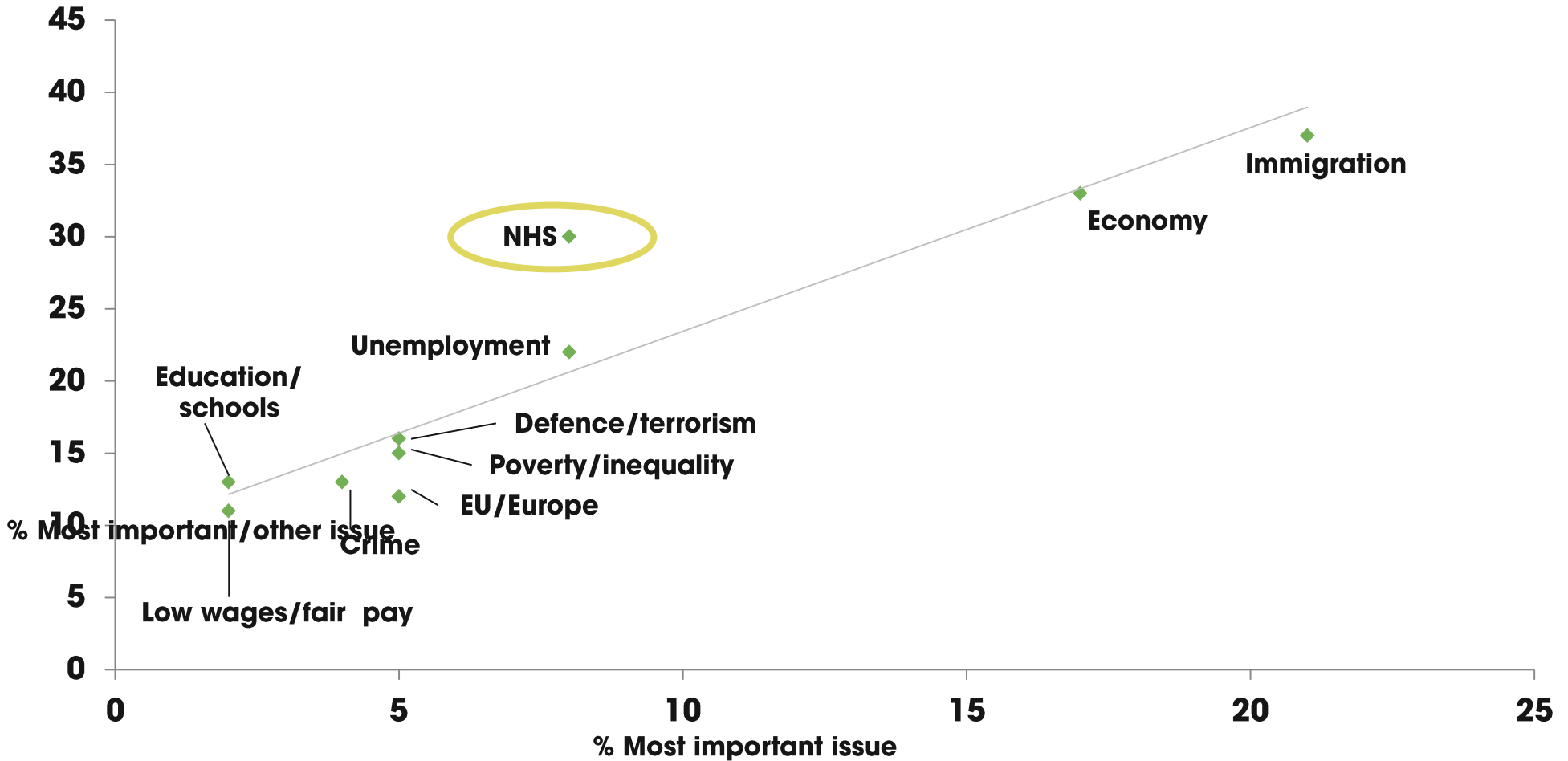


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The NHS – important but not as top of mind as economy or immigration

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