

# Ipsos MORI Issues Index

April 2009

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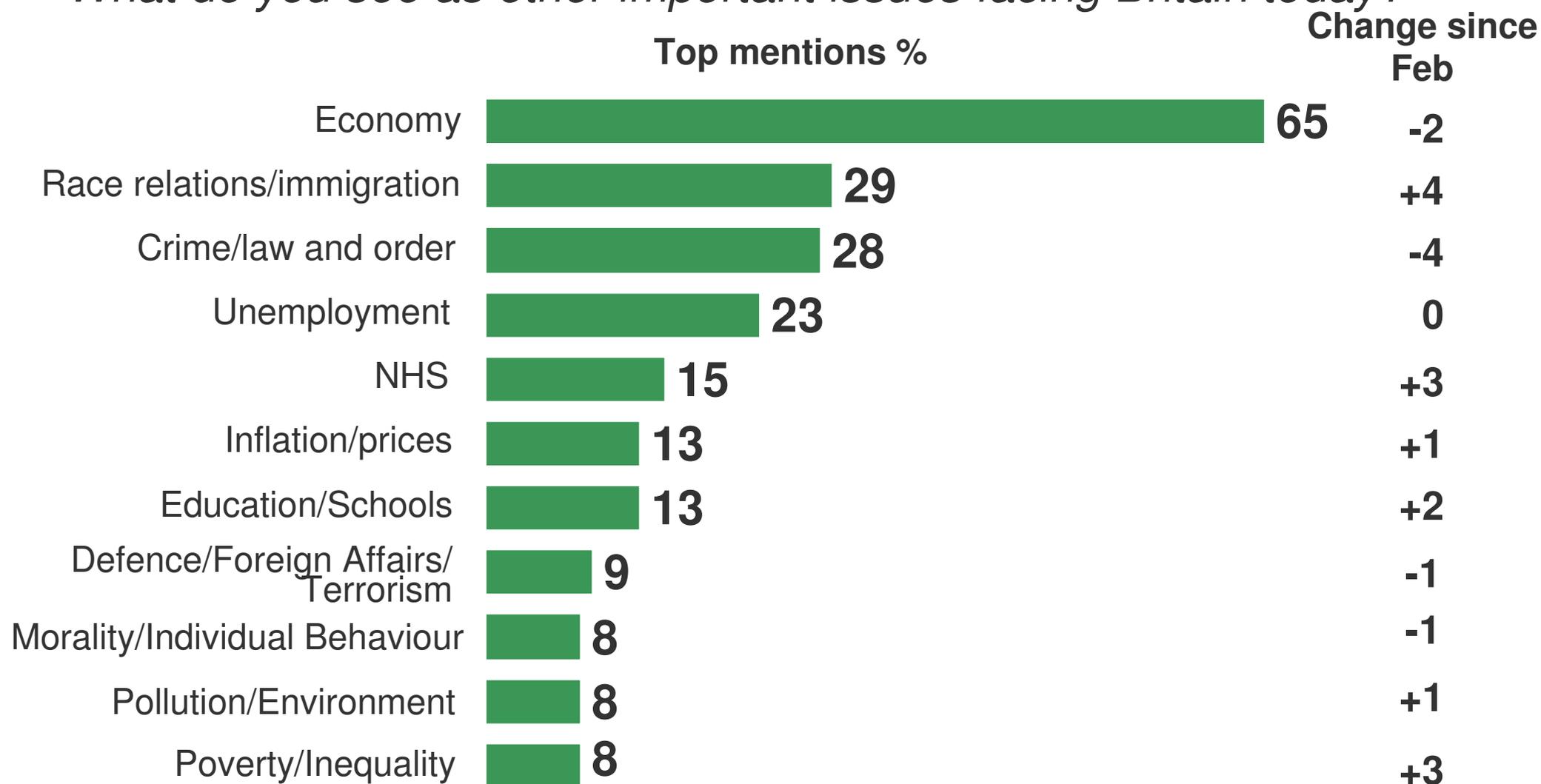
020 7347 3000

**Ipsos MORI**



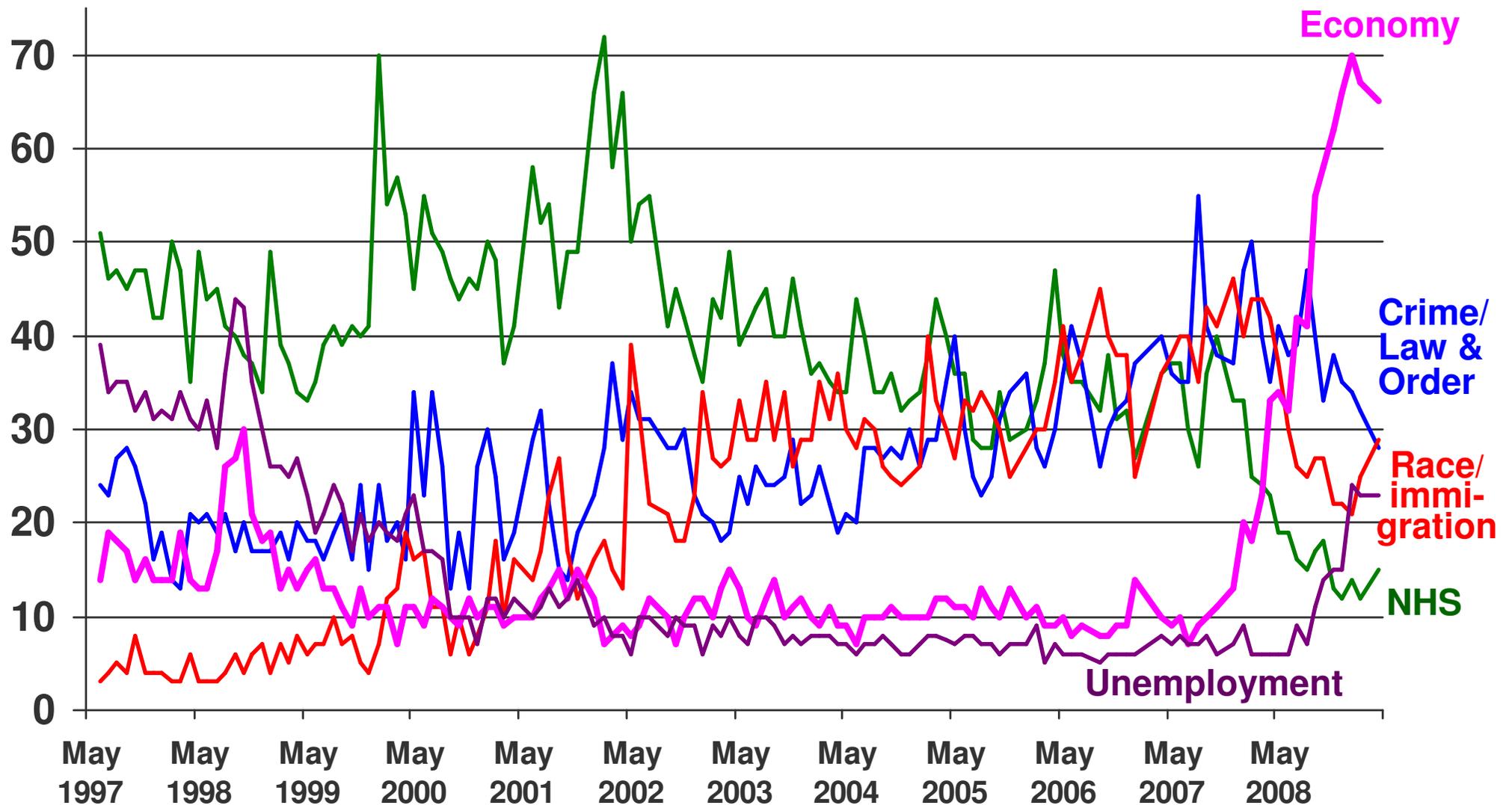
# Issues facing Britain: Apr 2009

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



# Issues Facing Britain: Long Term Trends (current top 5)

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



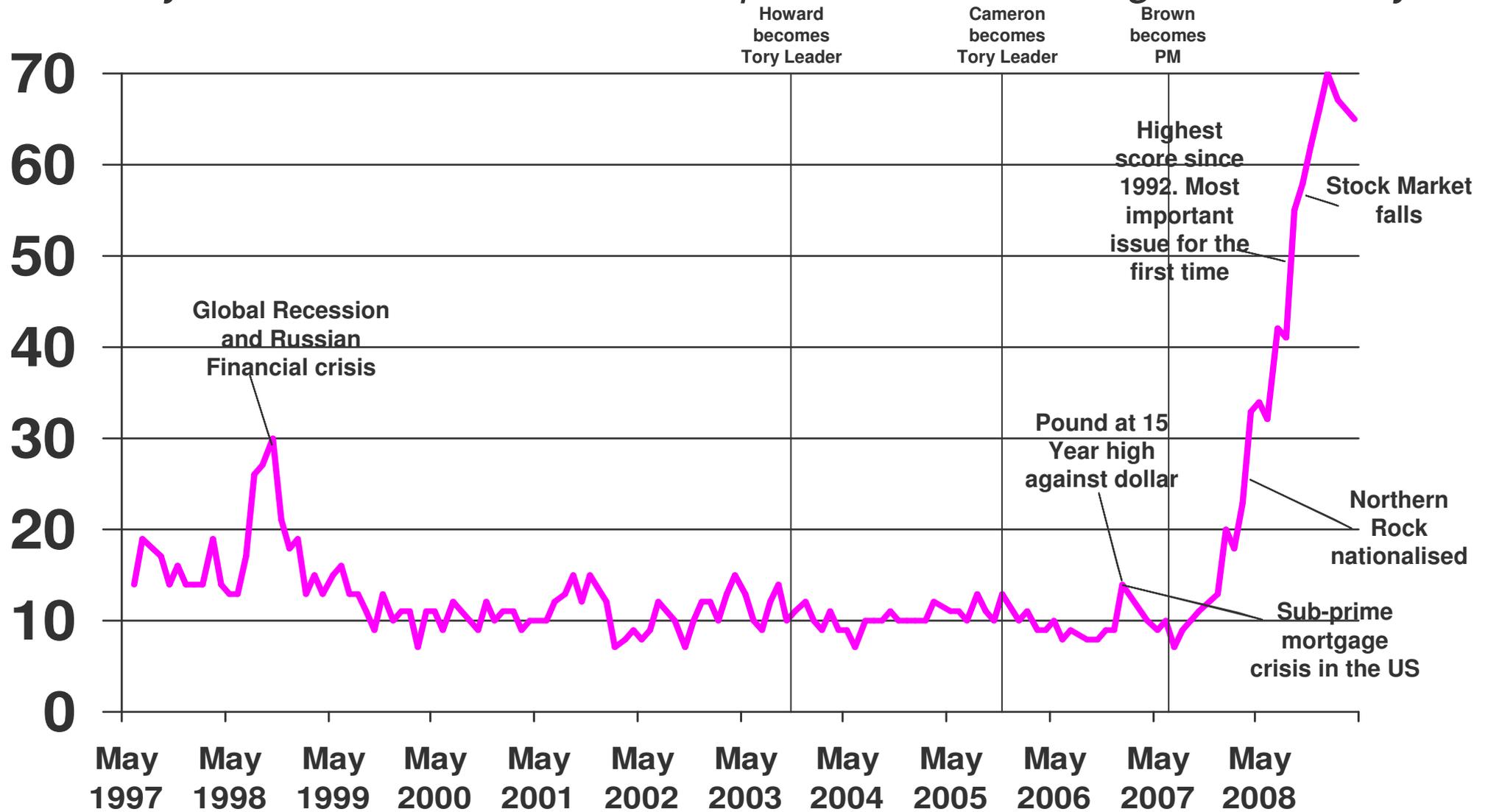
Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Issues Facing Britain: Economy / Economic situation

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



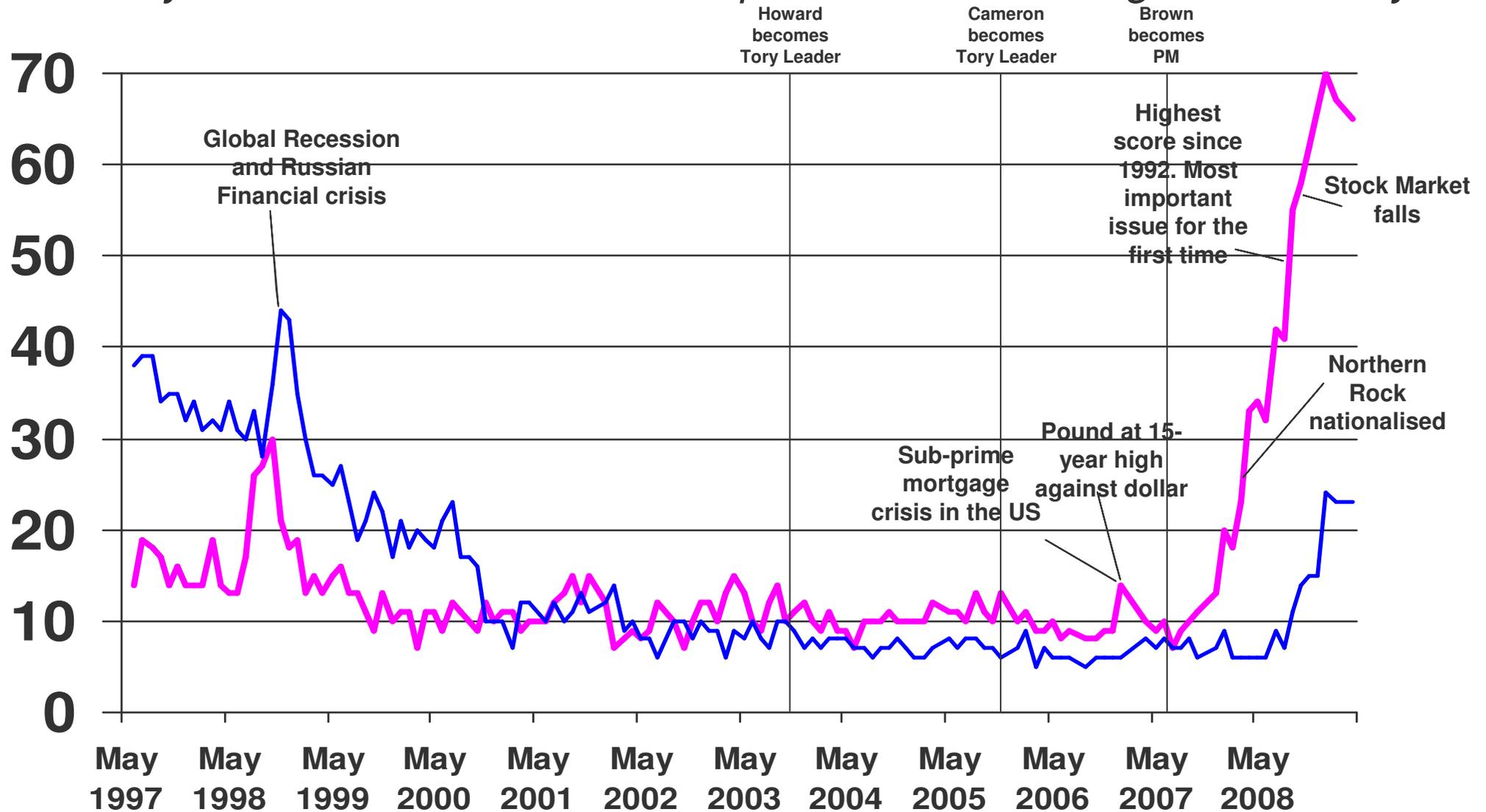
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# Issues Facing Britain: Economy vs. Unemployment

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



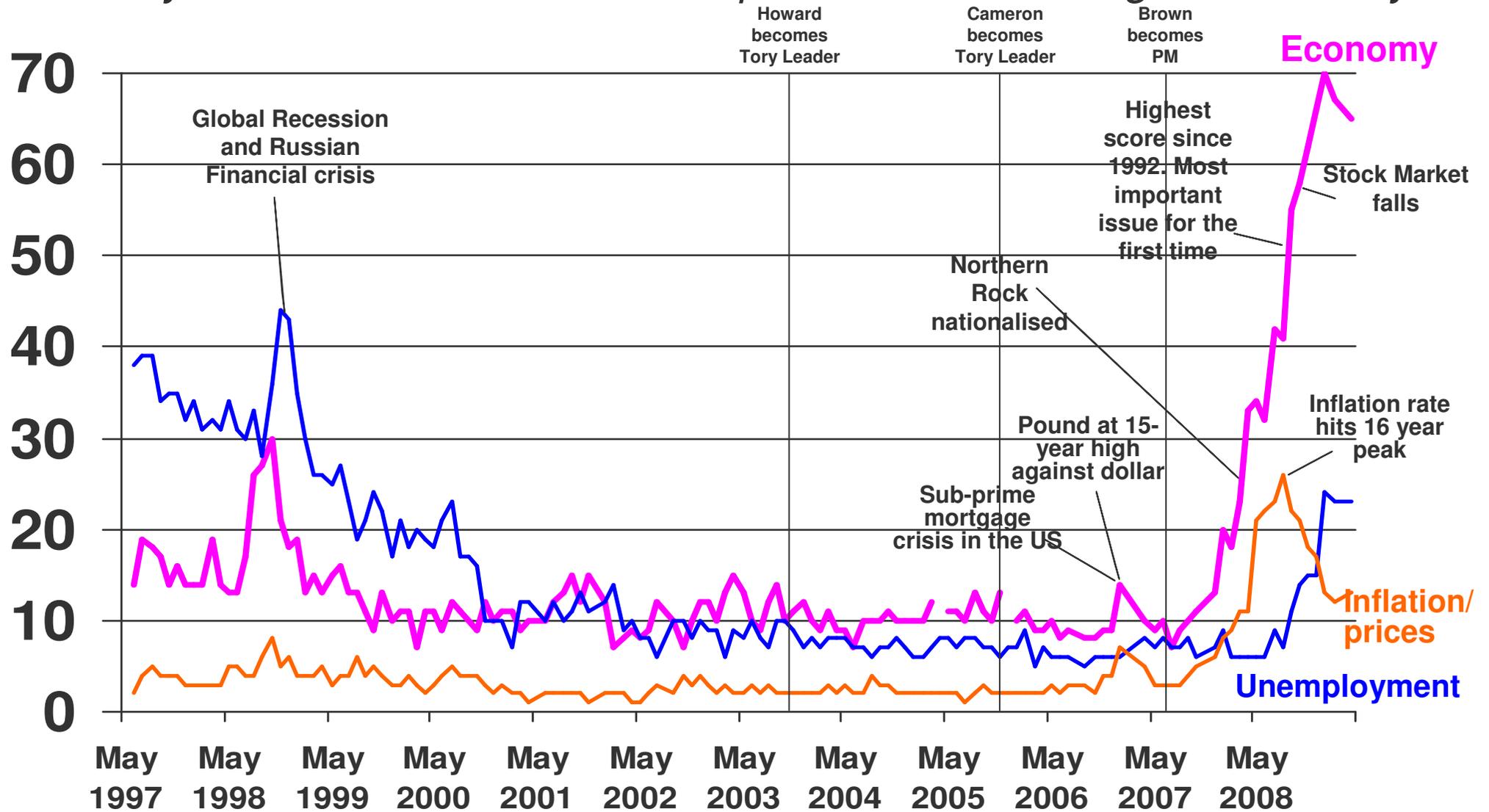
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# Issues Facing Britain: Economy vs. Unemployment vs. Inflation/Prices

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

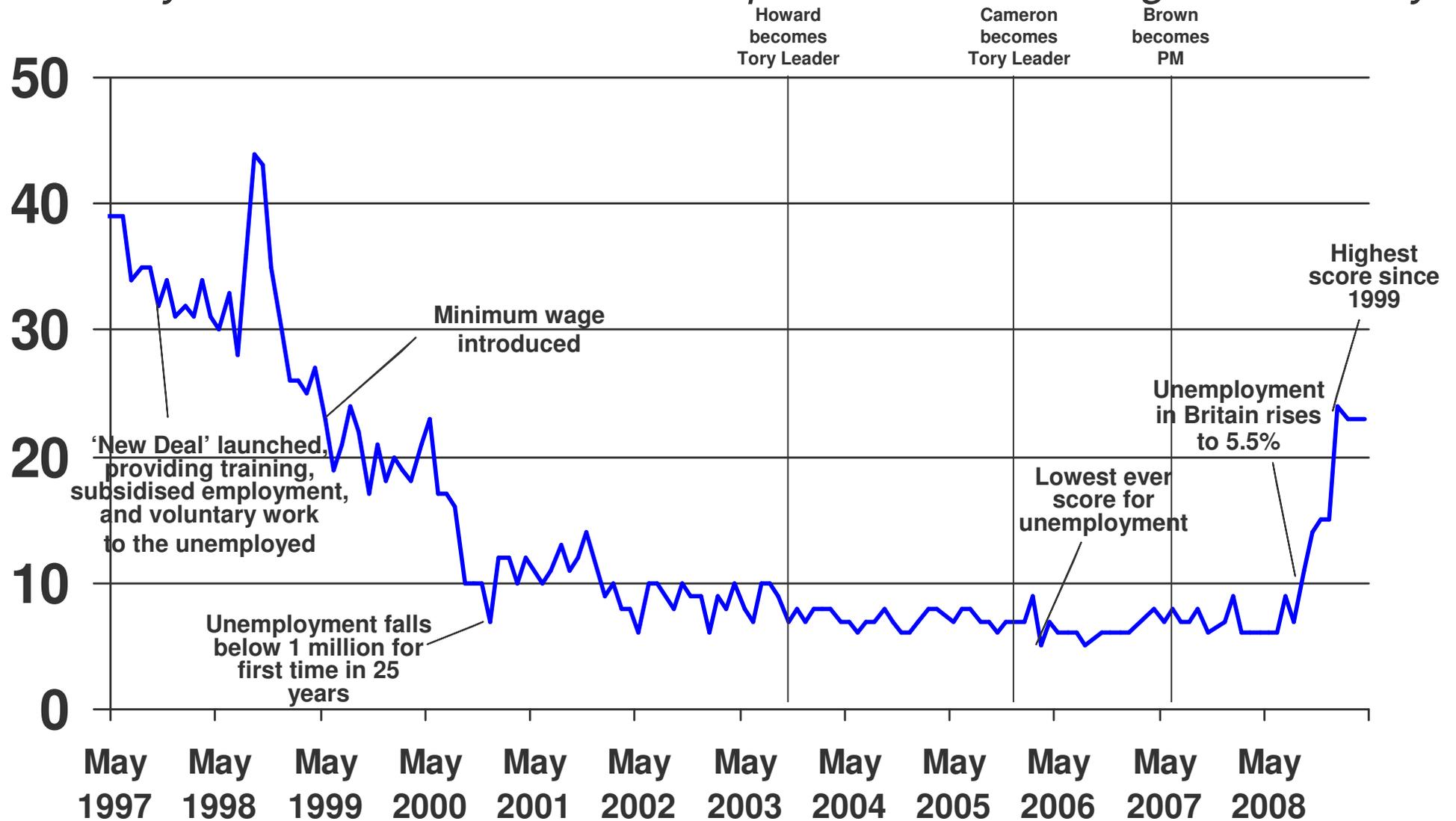


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# Issues Facing Britain: Unemployment / Factory closure / Lack of industry

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

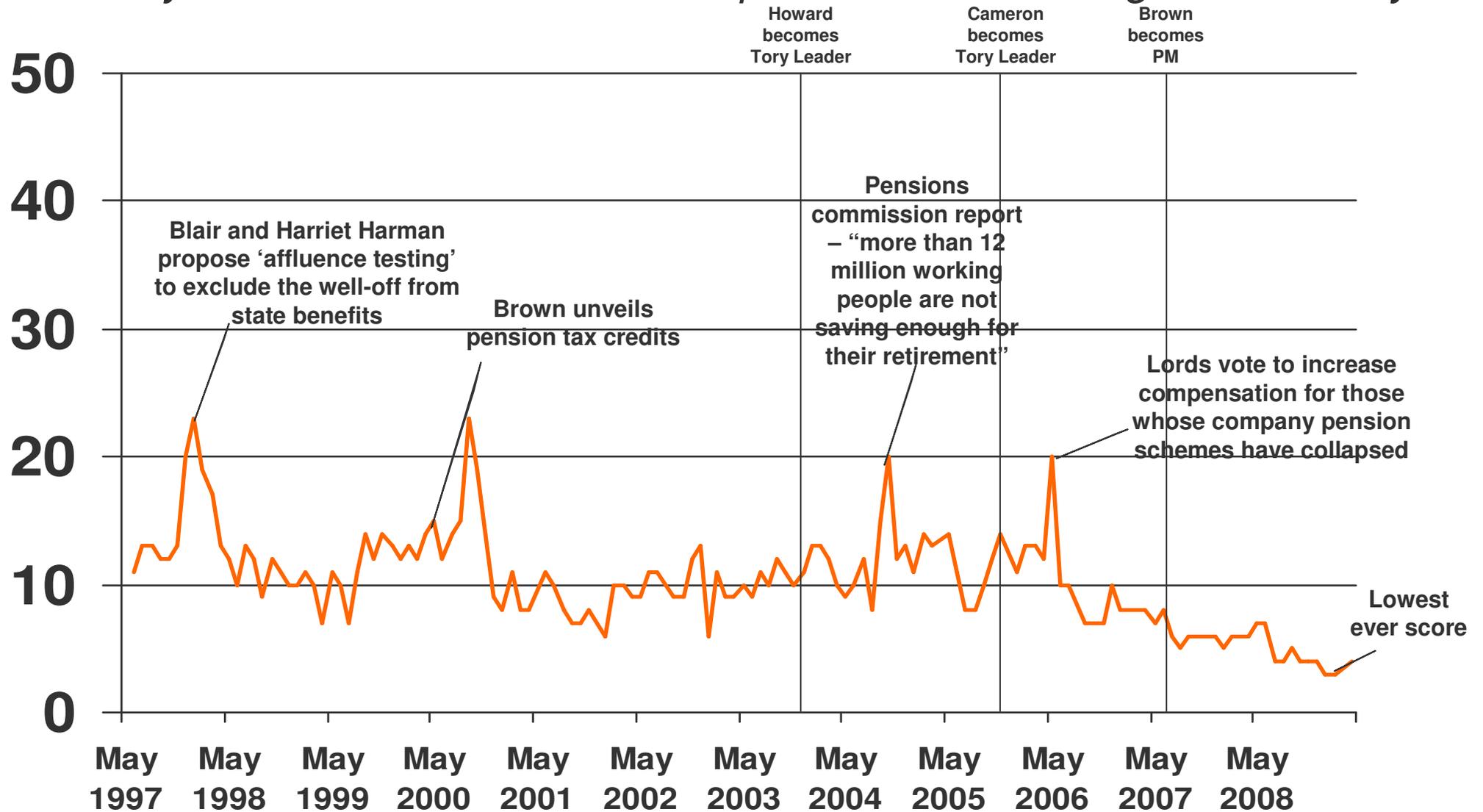


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# Issues Facing Britain: Pensions / Social security

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

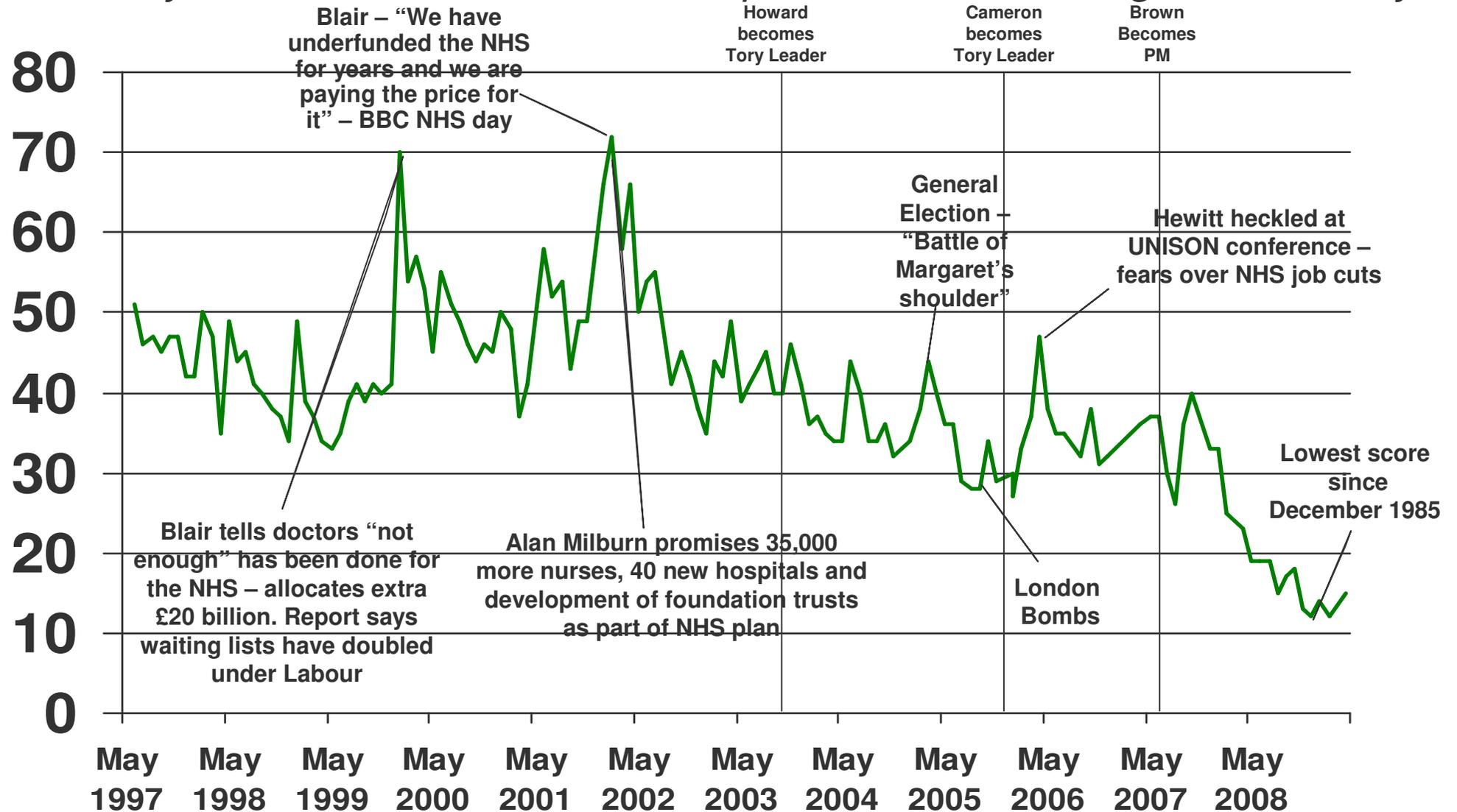


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# Issues Facing Britain: NHS / Hospitals / Healthcare

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



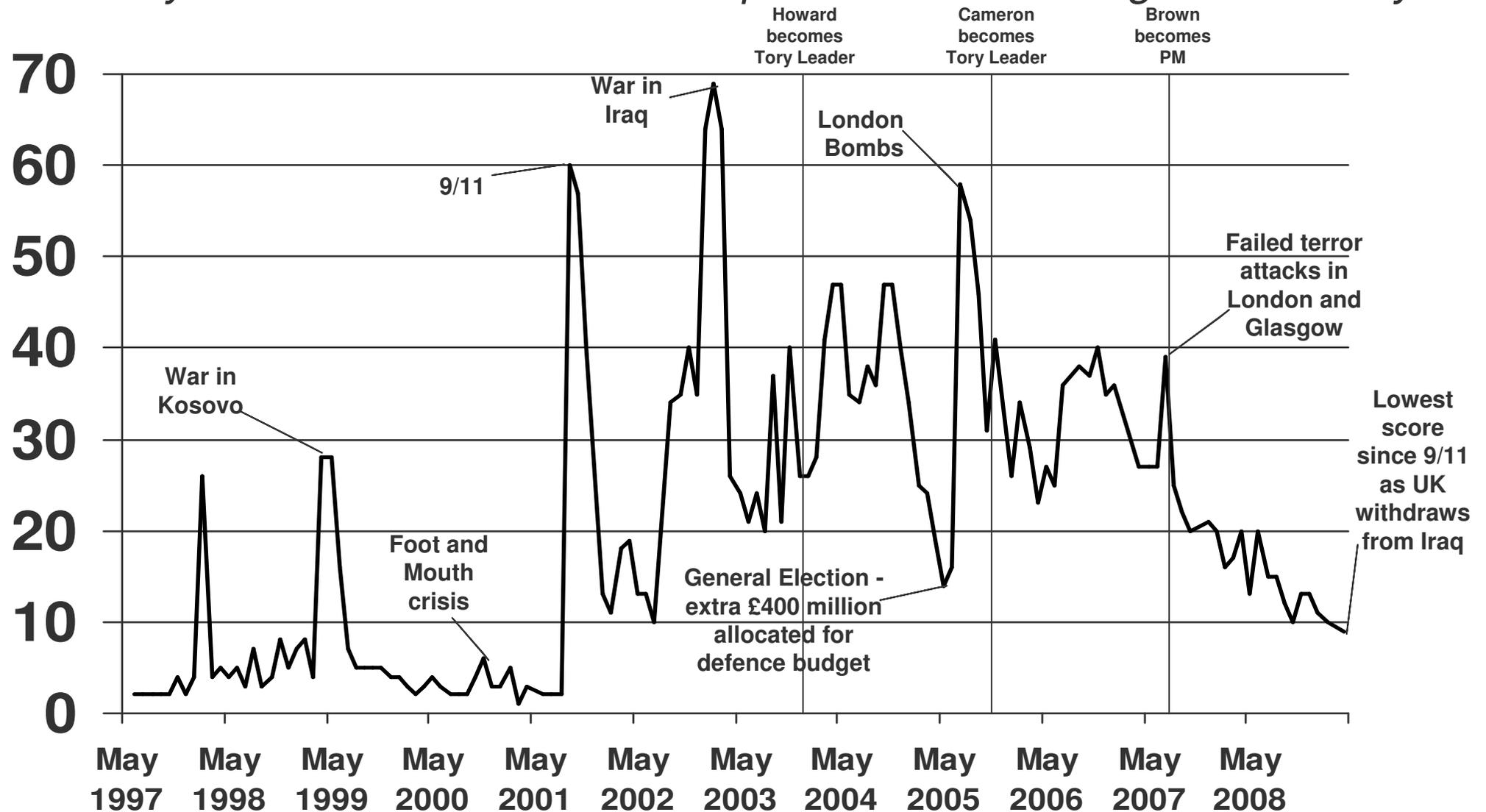
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# Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

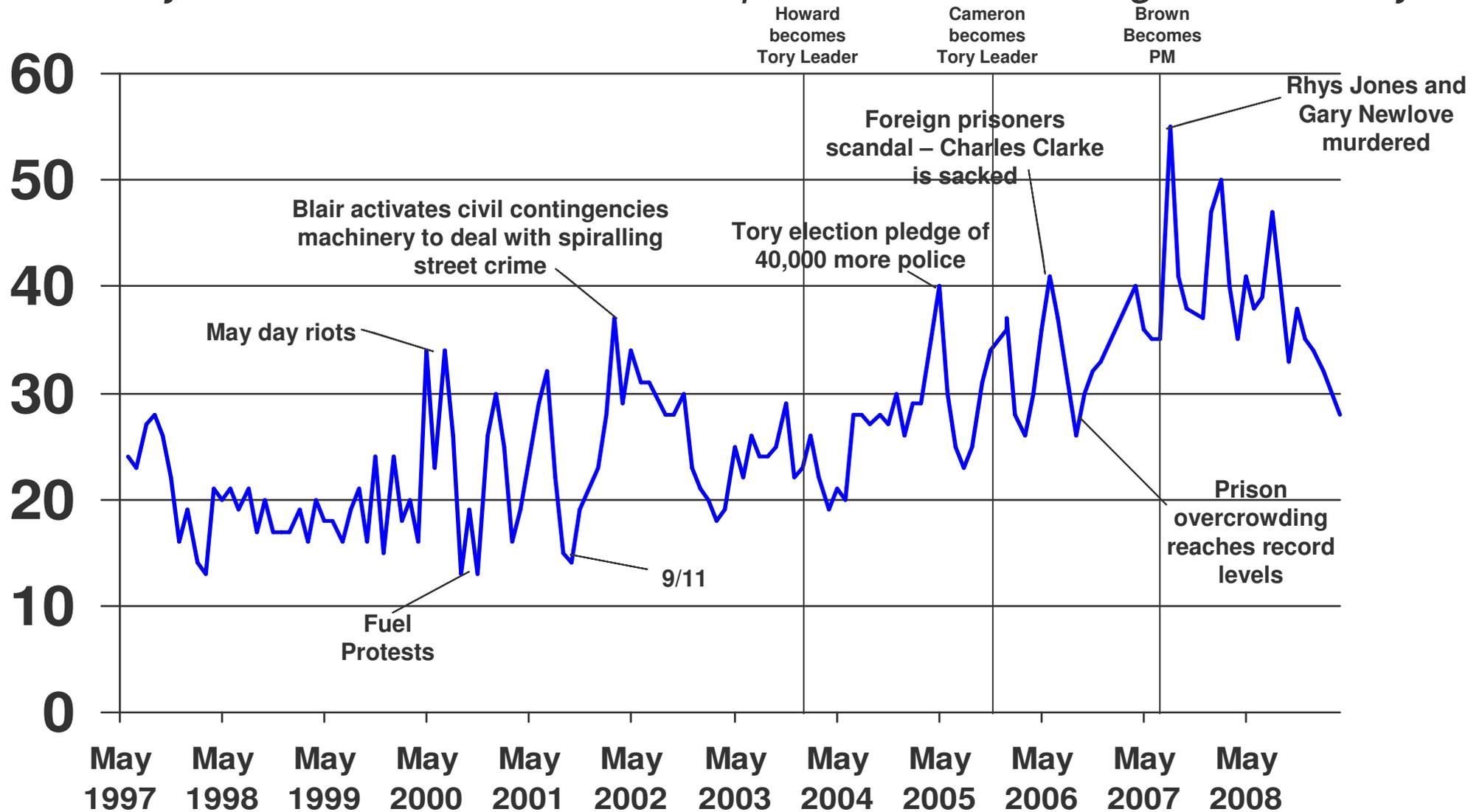


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# Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

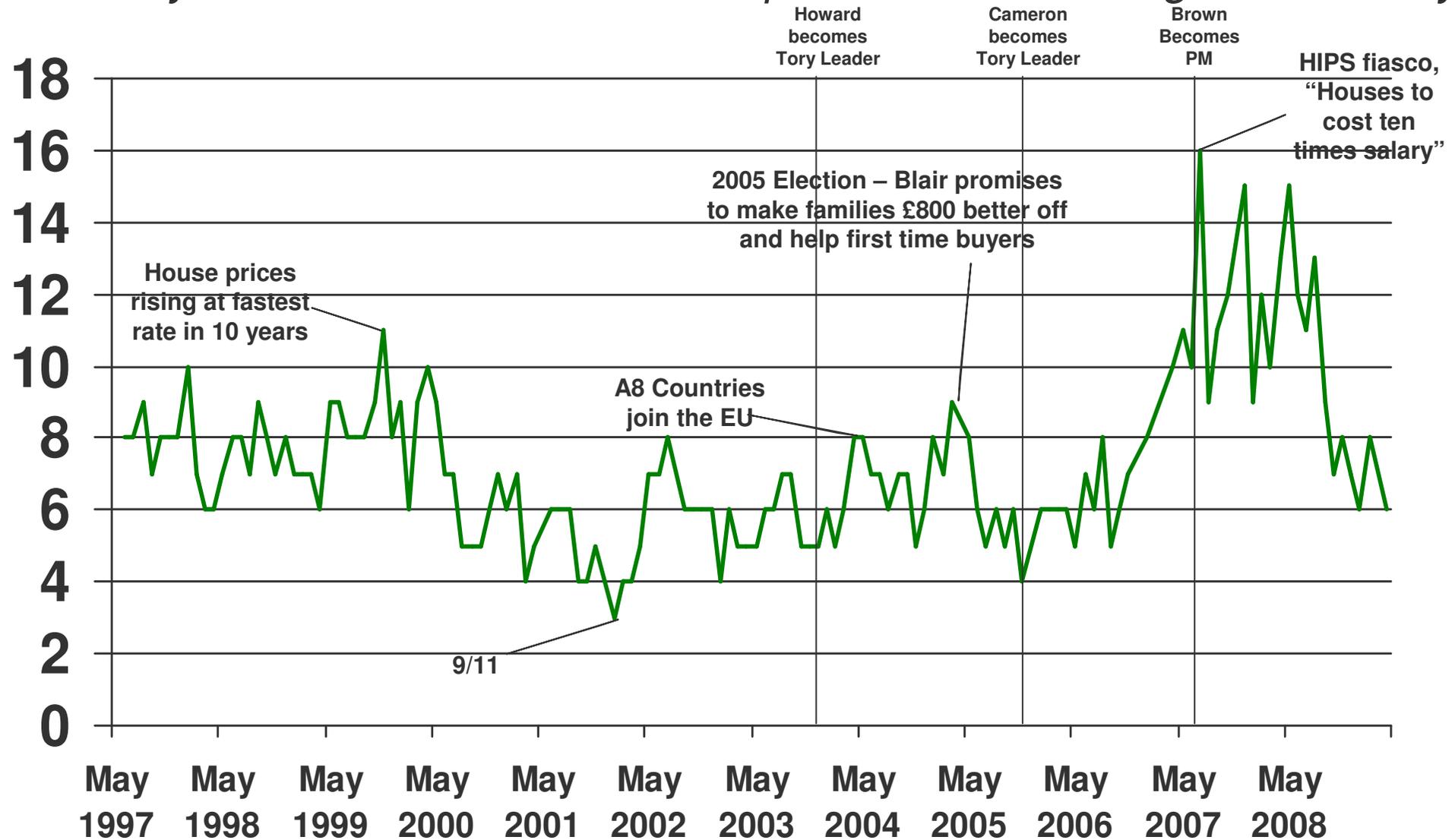


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# Issues Facing Britain: Housing

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

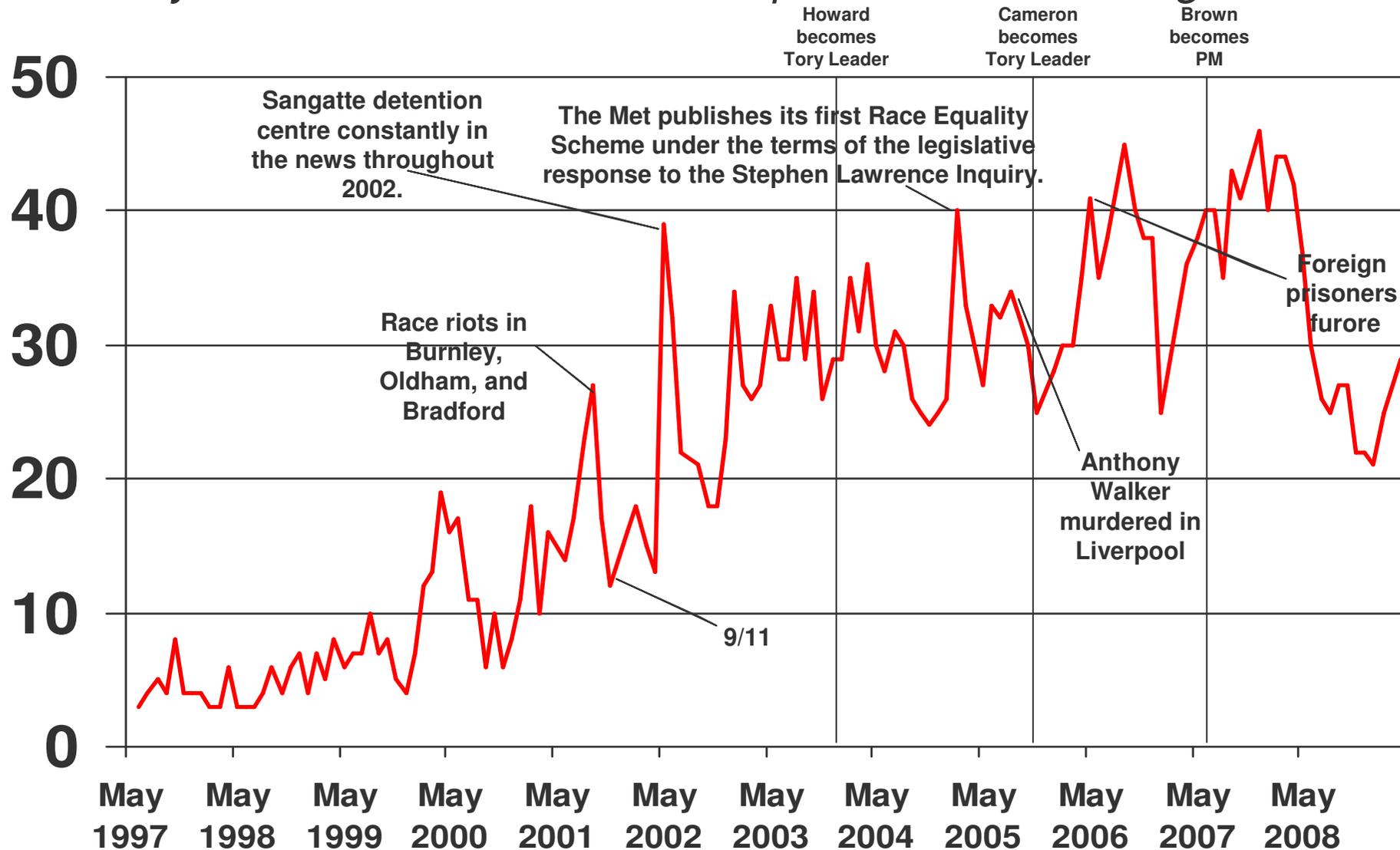


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# Issues Facing Britain: Race Relations / Immigration / Immigrants

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

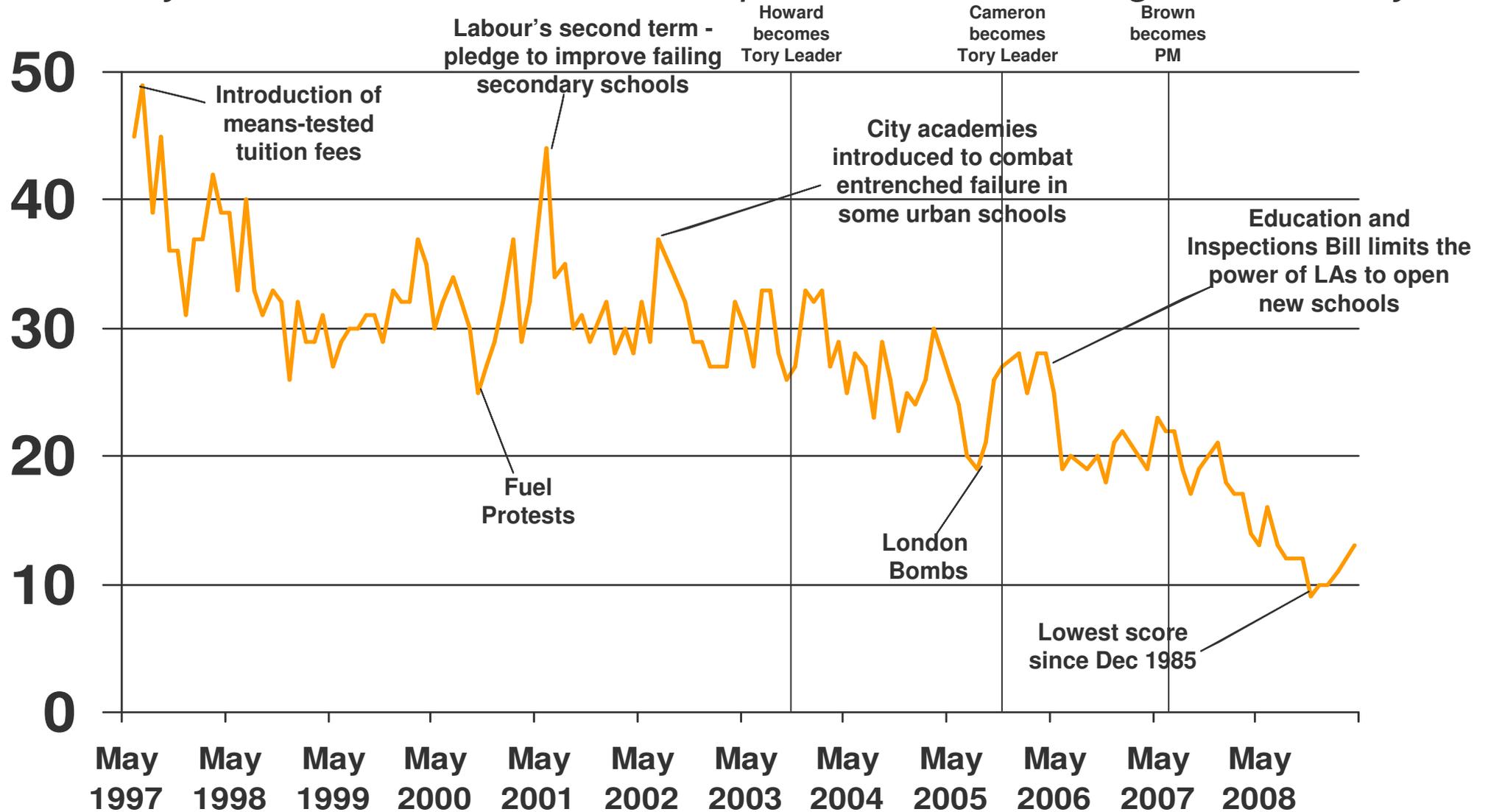


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# Issues Facing Britain: Education / Schools

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

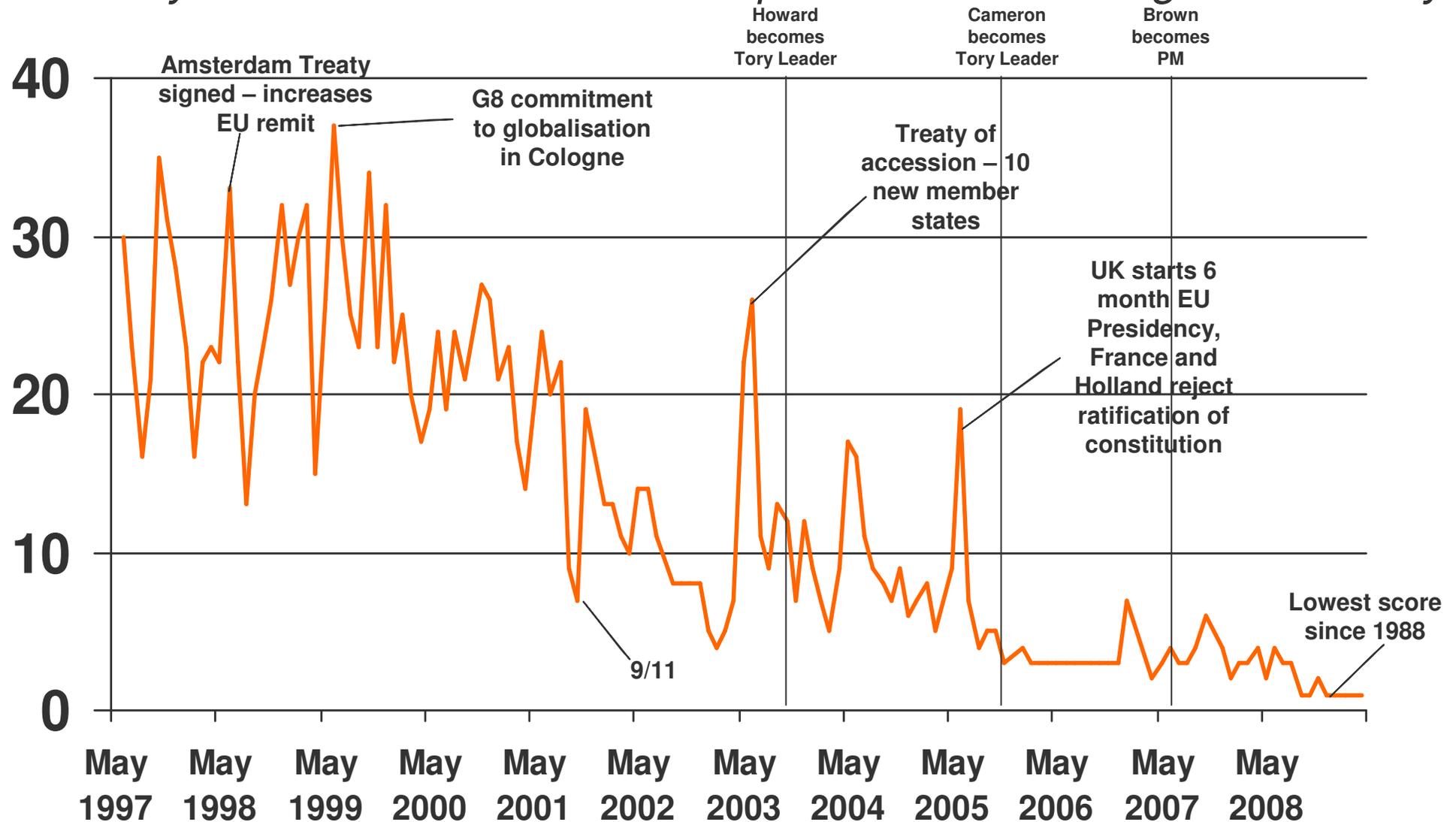


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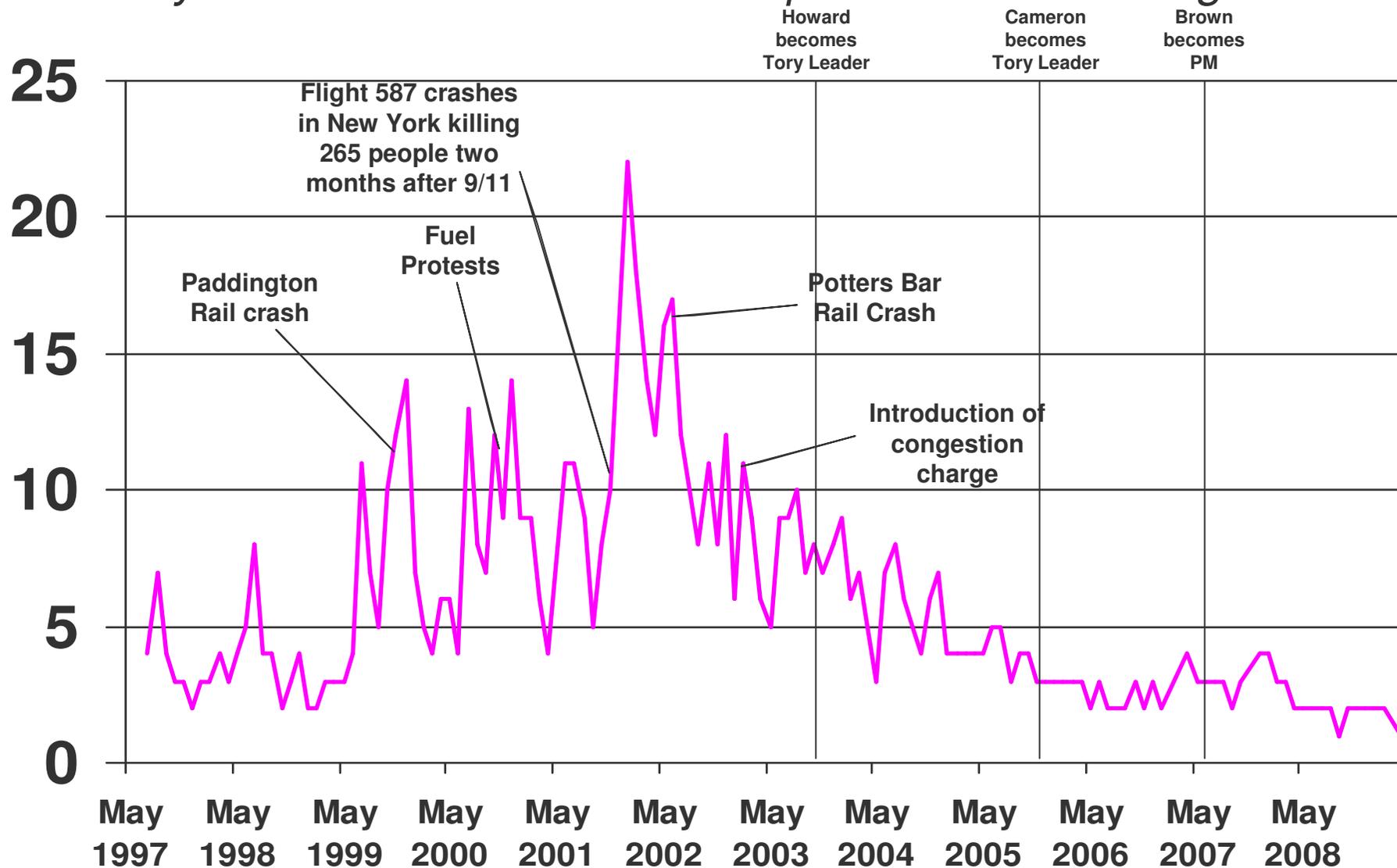
# Issues Facing Britain: Common Market / Europe / Euro / EU

*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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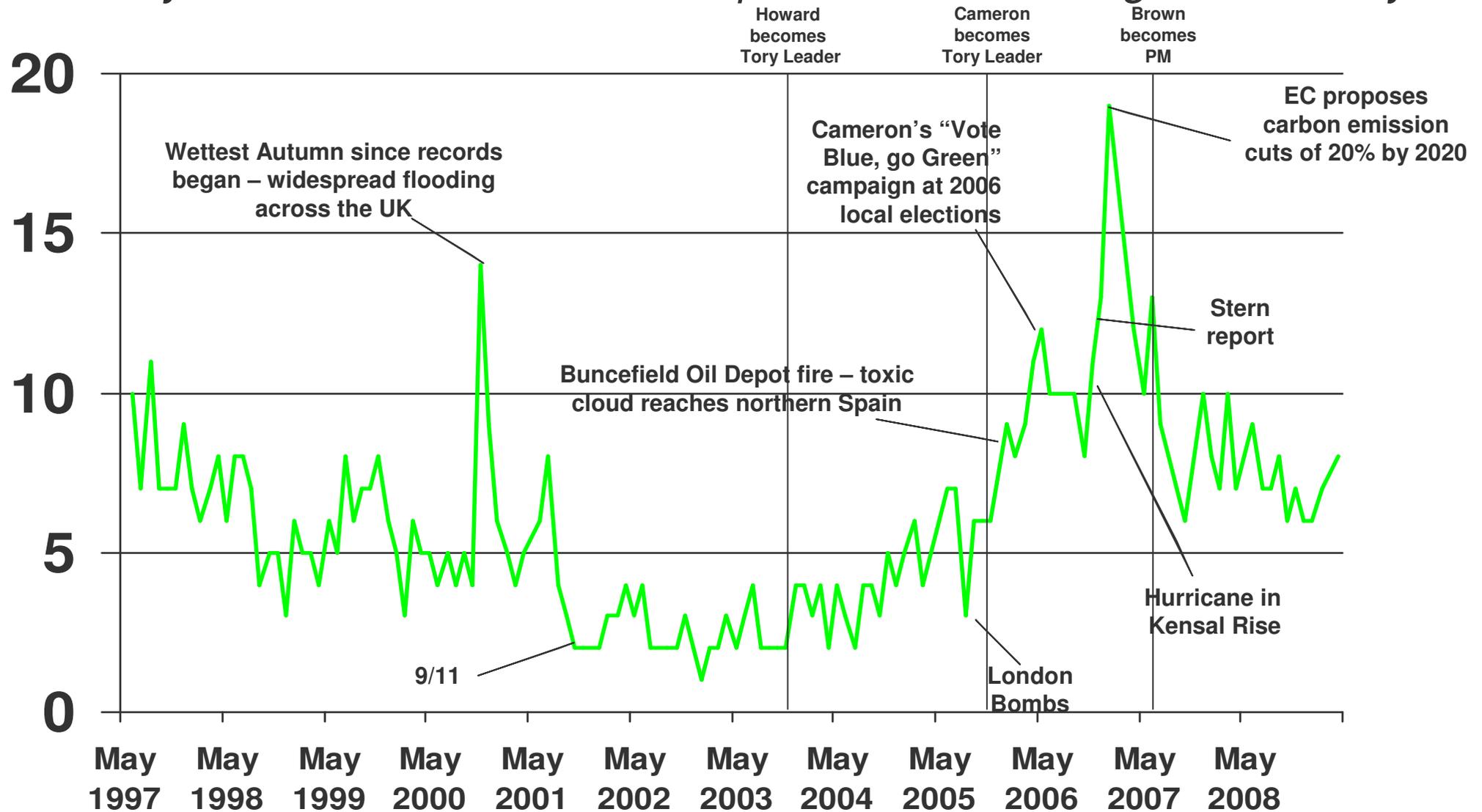
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# Issues Facing Britain: Pollution / Environment

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

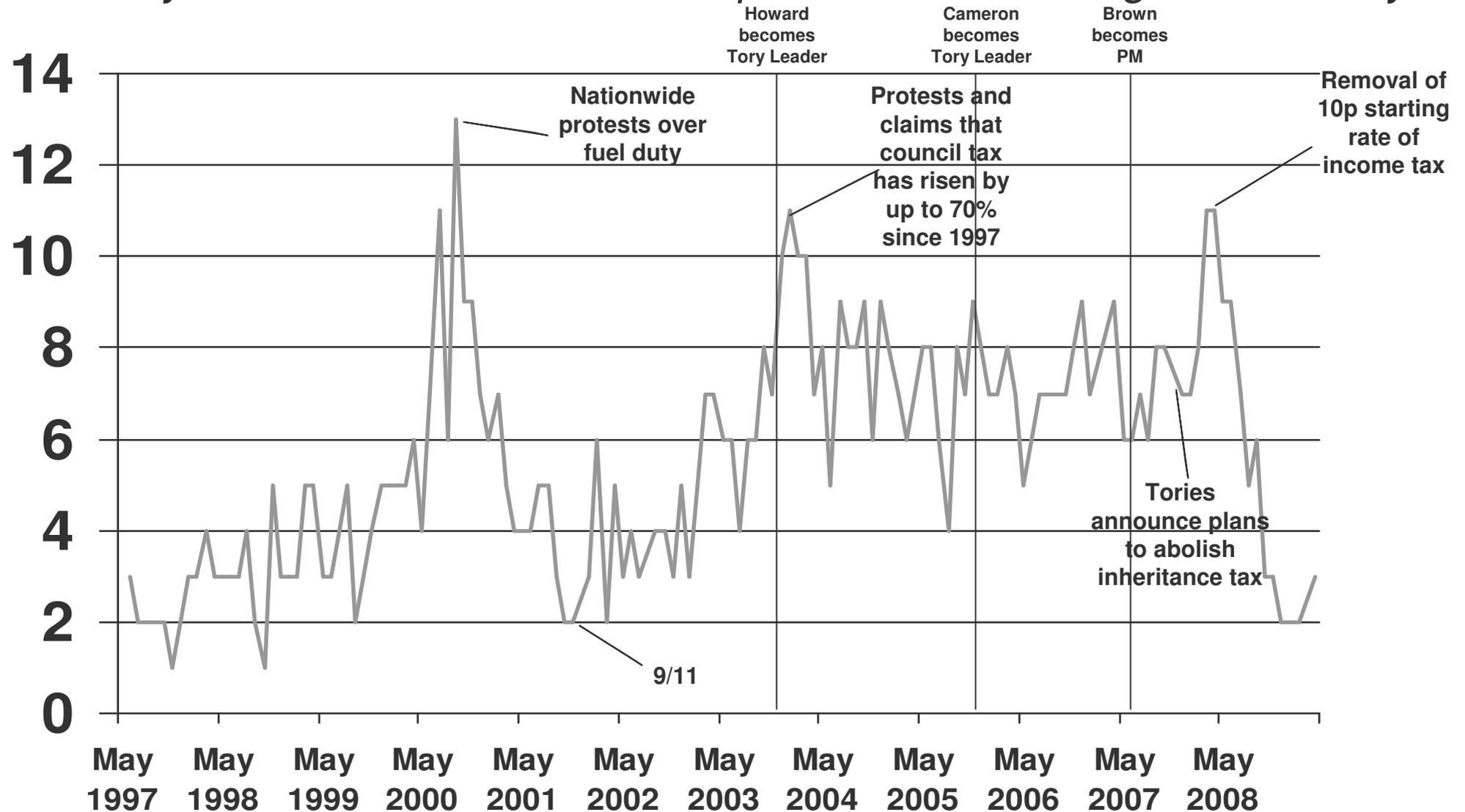


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# Issues Facing Britain: Taxation

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