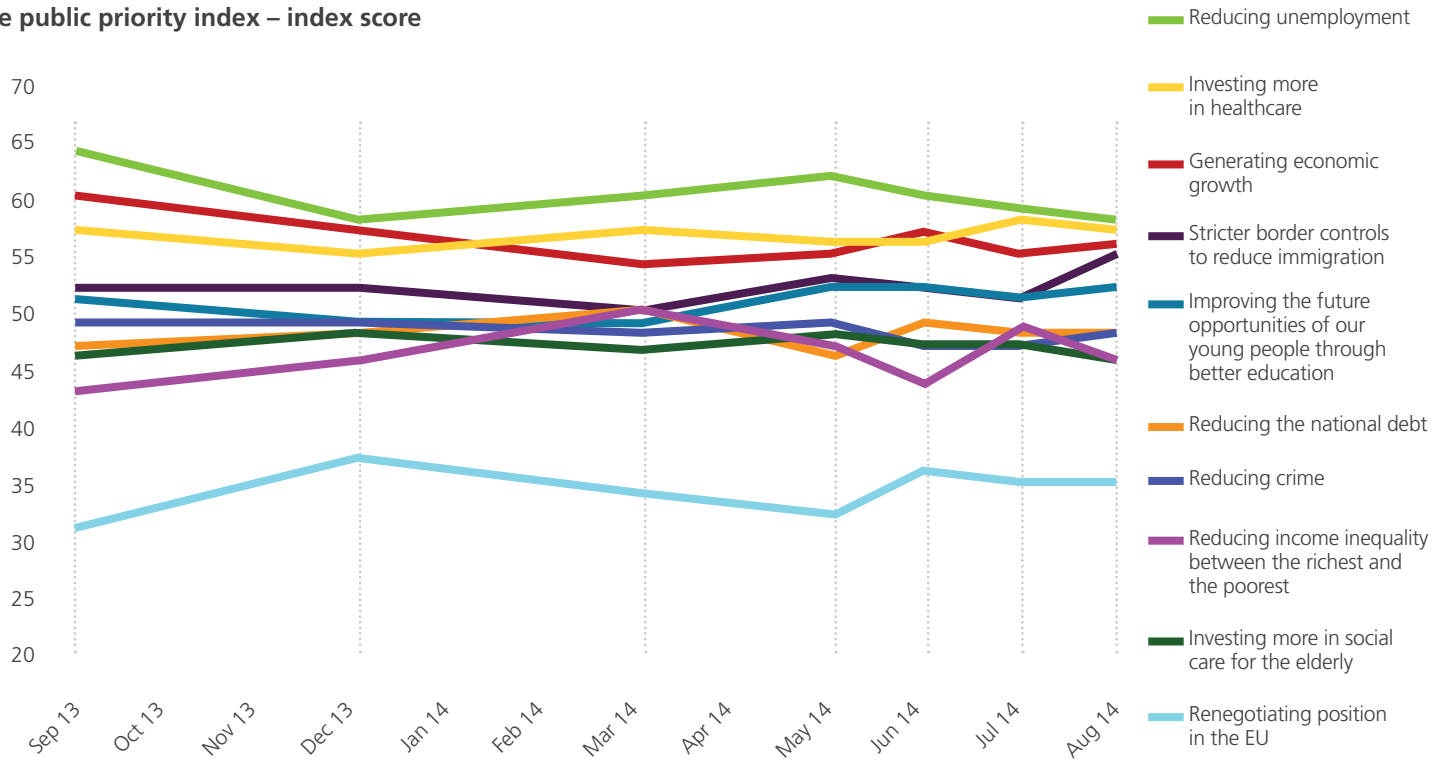


# The Public Opinion Monitor

August 2014

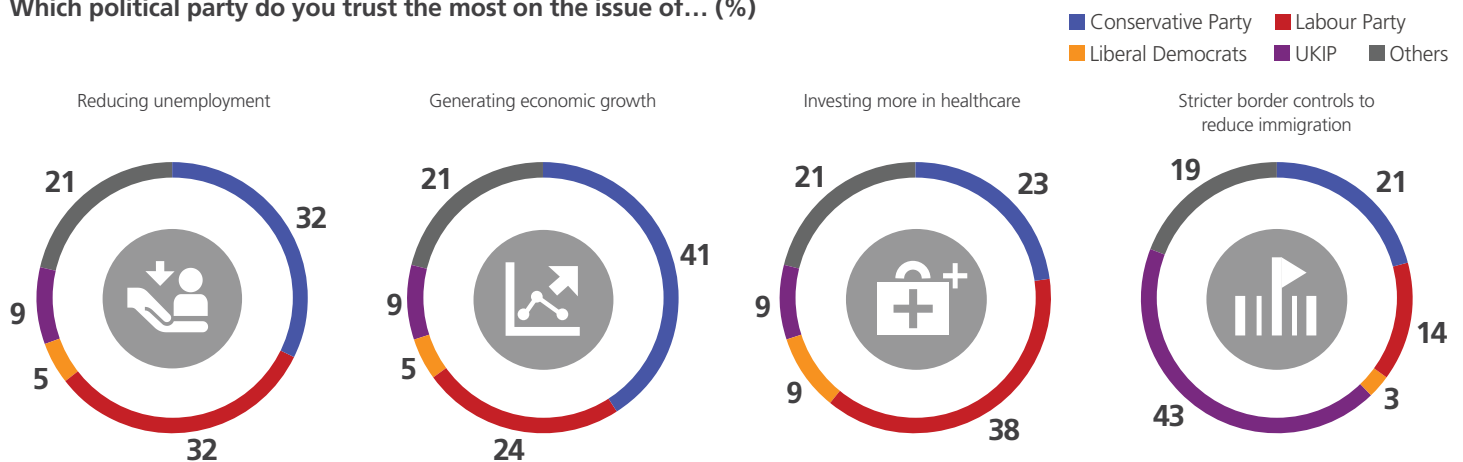
## The public priority index – index score



Whilst reducing unemployment remains the top public priority for the British public, the importance of this has decreased over the last year. Generating economic growth was the second most important measure in September 2013 but this has reduced slightly in importance and is now in third place. Investing more in healthcare is now the second most important measure.

Note: The ten measures to improve public life in the UK are ranked by respondents in order of importance. Their top priority is given a score of 100 and their bottom priority a score of 0 – and other priorities are given a score in between. The index score is comprised of the mean importance for each policy area. Base: All adults in GB (1,187)

## Which political party do you trust the most on the issue of... (%)



The general public are split on whether Labour or the Conservatives would be best placed to reduce unemployment, with the same proportion of people saying that they trust each the most on this issue. The Conservative party are currently the most trusted on the issue of generating economic growth, whilst the Labour party are the most trusted on the issue of investing more in health care. When it comes to reducing immigration UKIP is trusted the most, followed by the Conservatives who are trusted more than Labour. Base: All adults in GB (1,187)

TNS Omnibus interviewed a representative sample of 1,187 adults in Great Britain between 12th and 14th August 2014. All interviews were conducted as online self-completion. The data is weighted to match population totals for age, sex, social grade, working status, presence of children, 2010 voting patterns and region.



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