

An aerial, high-angle photograph of a large crowd of people walking on a checkered floor. The floor is composed of large, light-colored square tiles. The people are dressed in casual winter clothing, including coats, scarves, and hats. They are moving in various directions, creating a sense of a busy public space. The lighting is soft, and the overall tone is somewhat muted.

March 2017

ECONOMIST/IPSOS MORI ISSUES INDEX

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Ipsos MORI



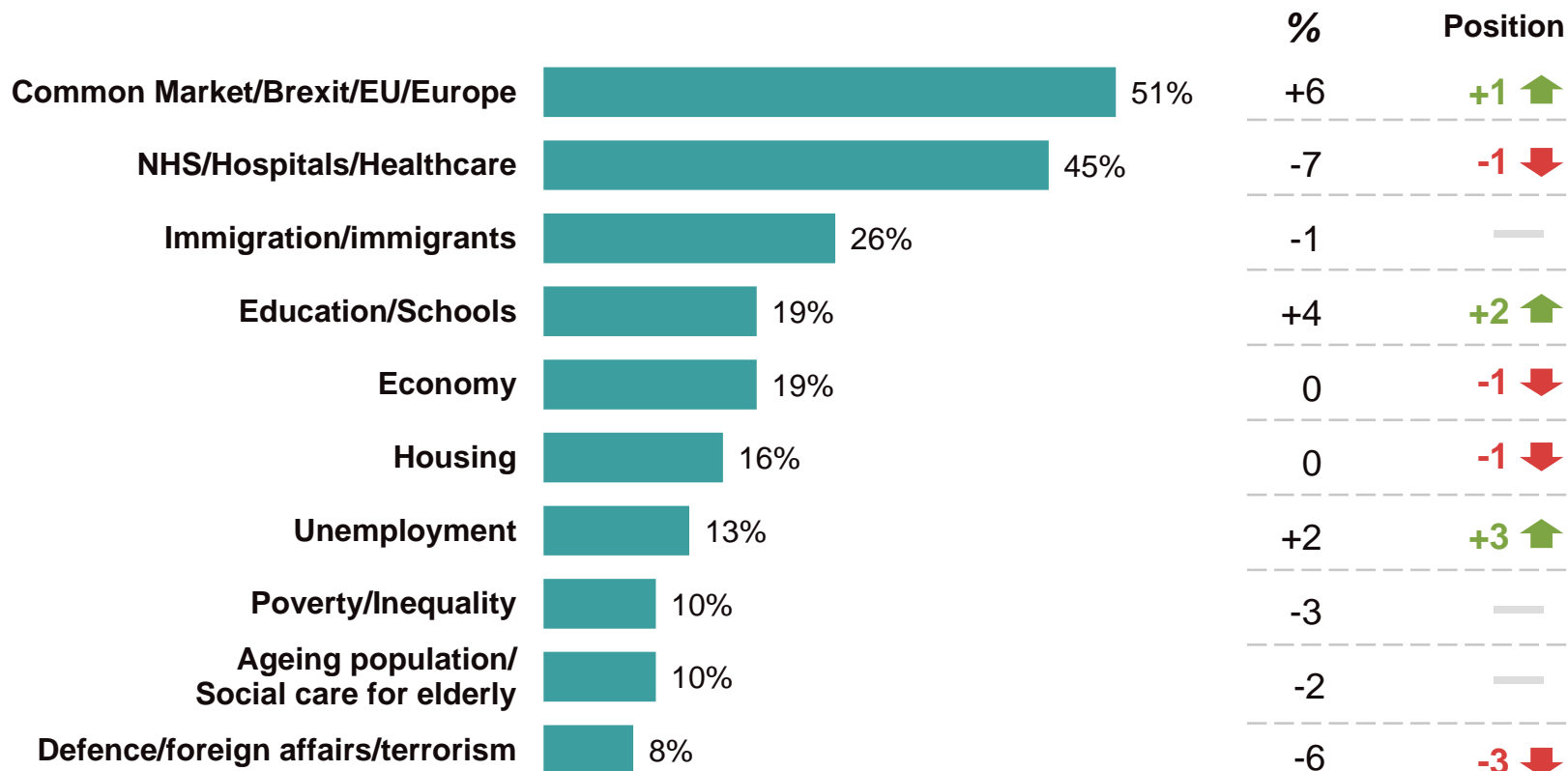
Issues Facing Britain – March

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

2

Top mentions %

Change since Feb:



Base: 1,020 British adults 18+, 10 – 19 March 2017

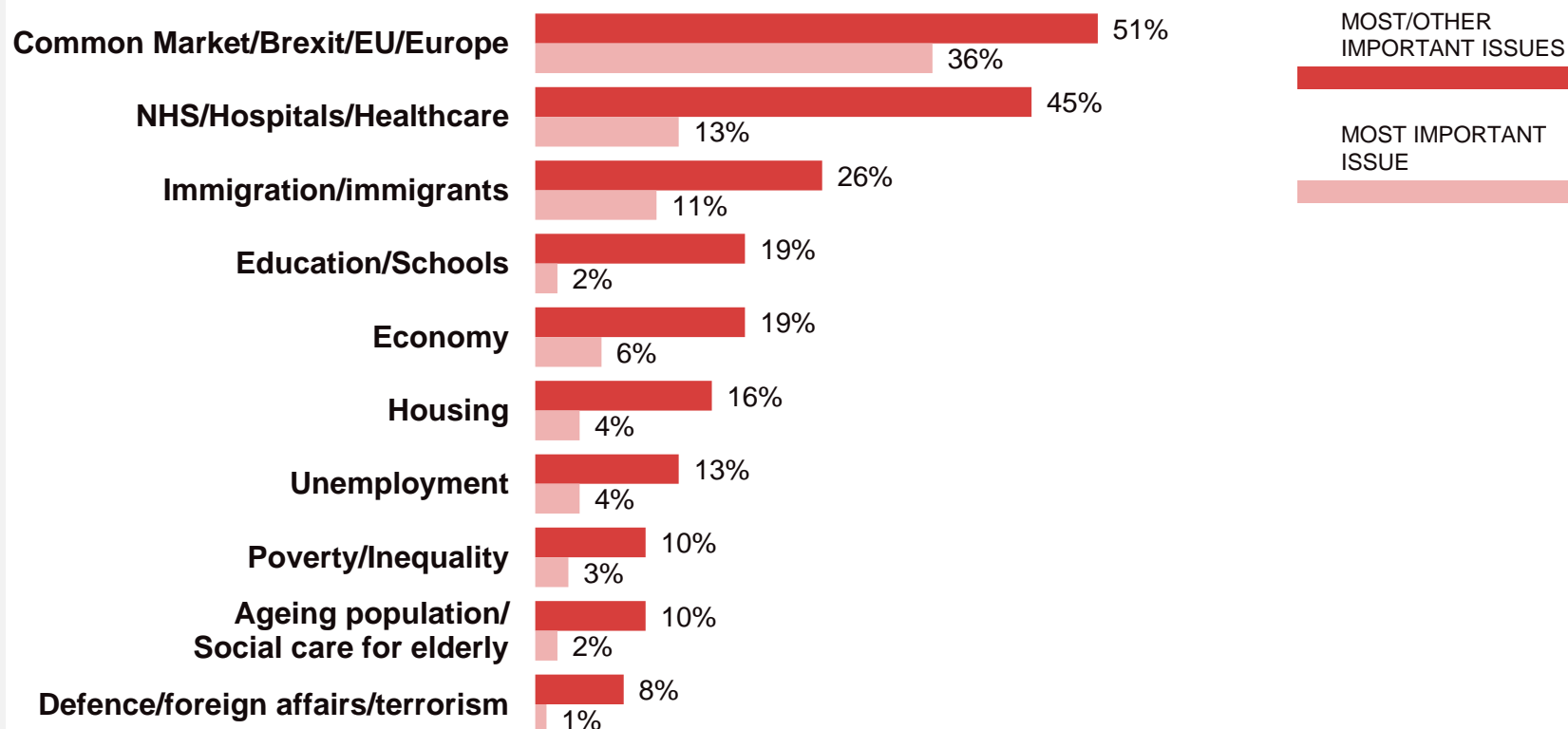
Source: Ipsos MORI Issues Index

Issues Facing Britain – March

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

3

Top mentions %



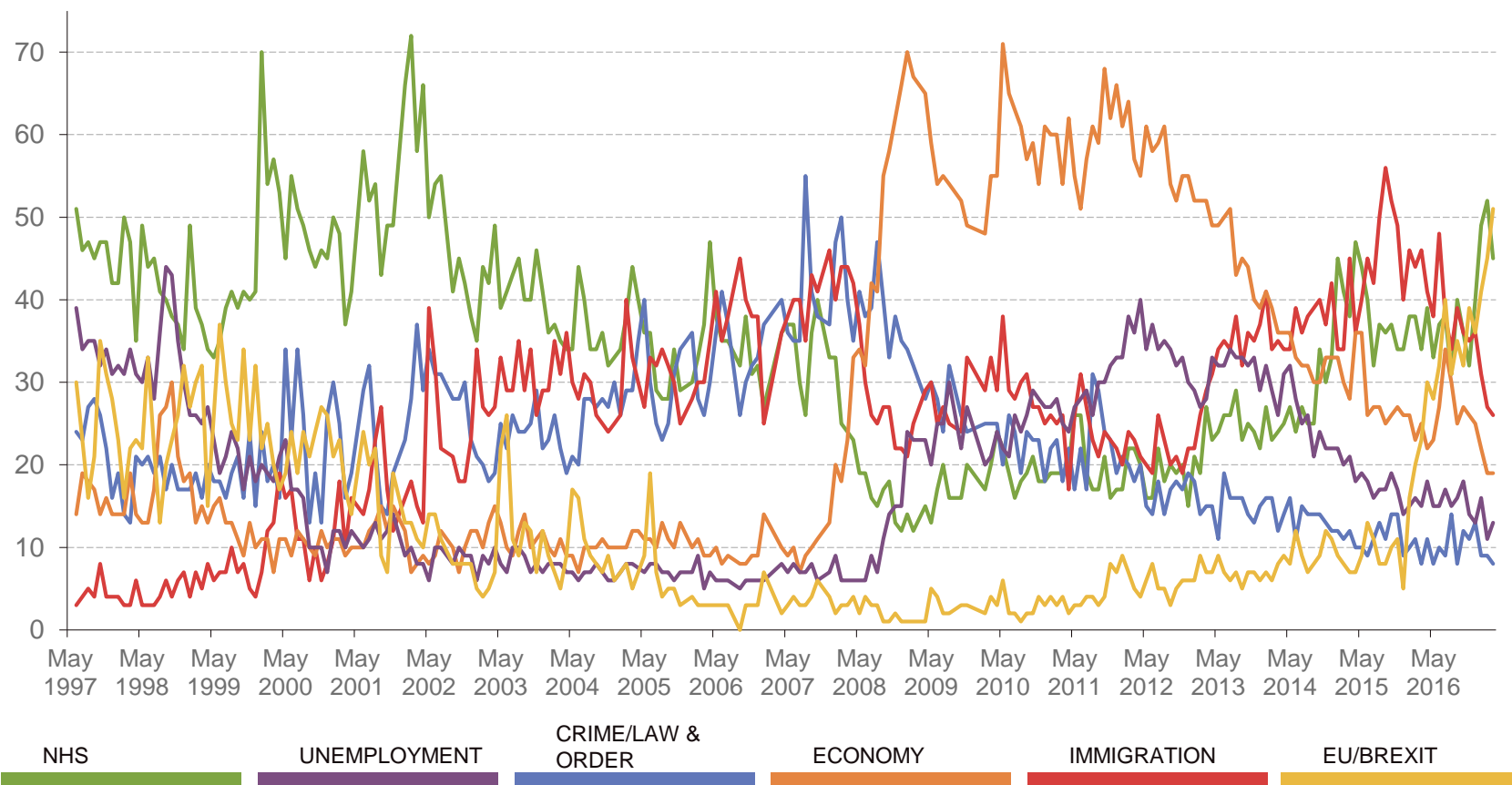
Base: 1,020 British adults 18+, 10 – 19 March 2017

Source: Ipsos MORI Issues Index

Issues Facing Britain: Long Term Trends

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

4



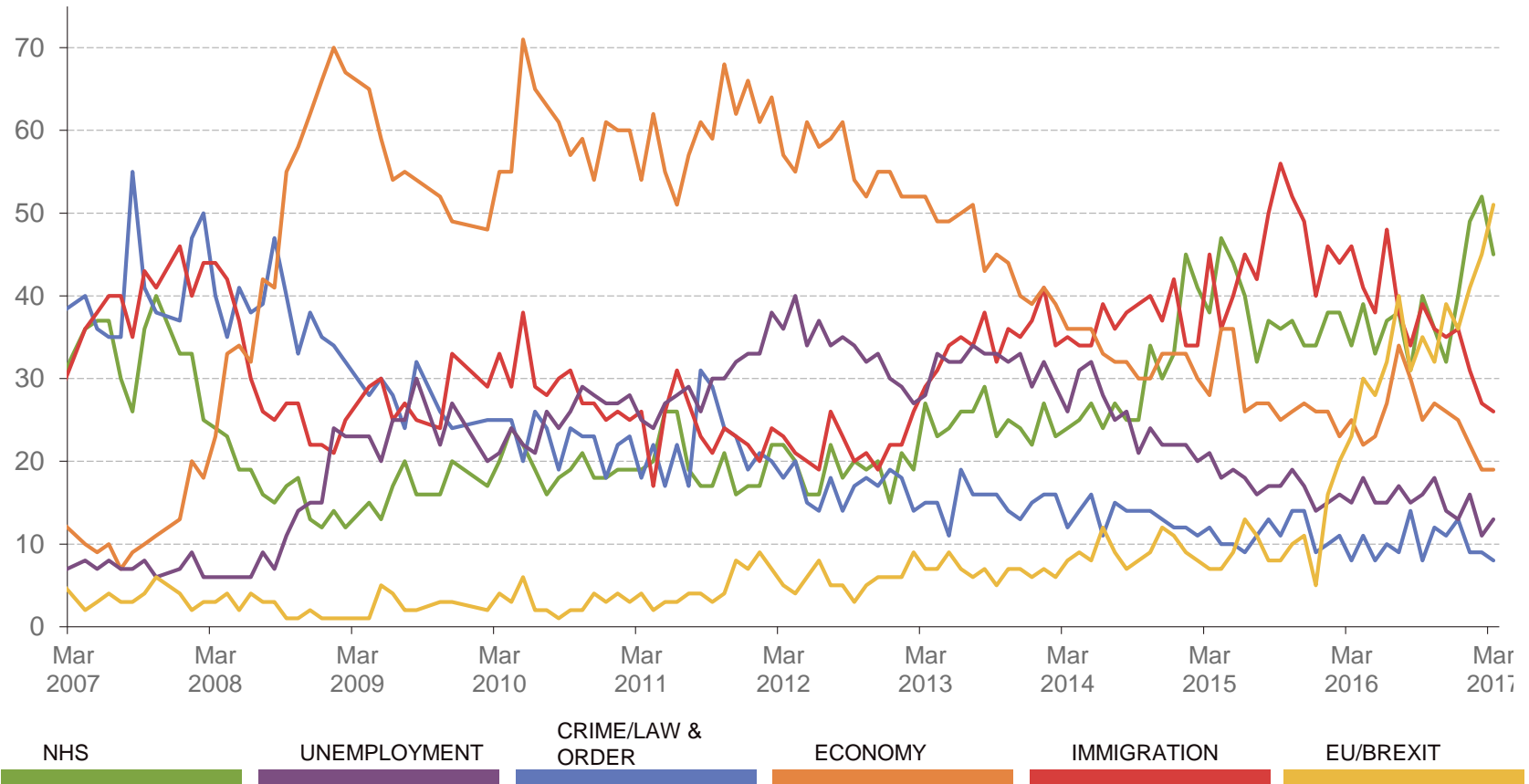
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Ten Year Trends

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

5



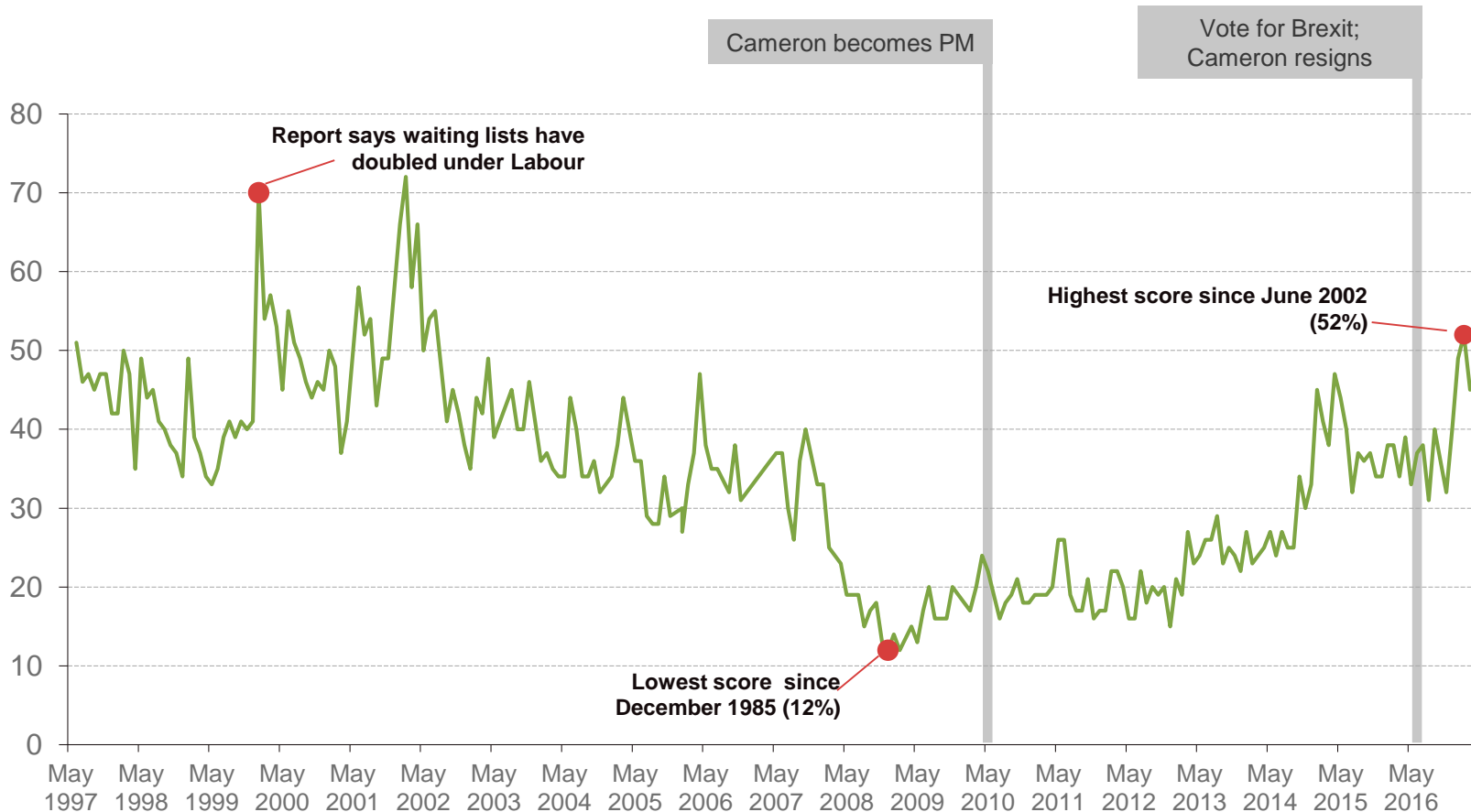
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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

6



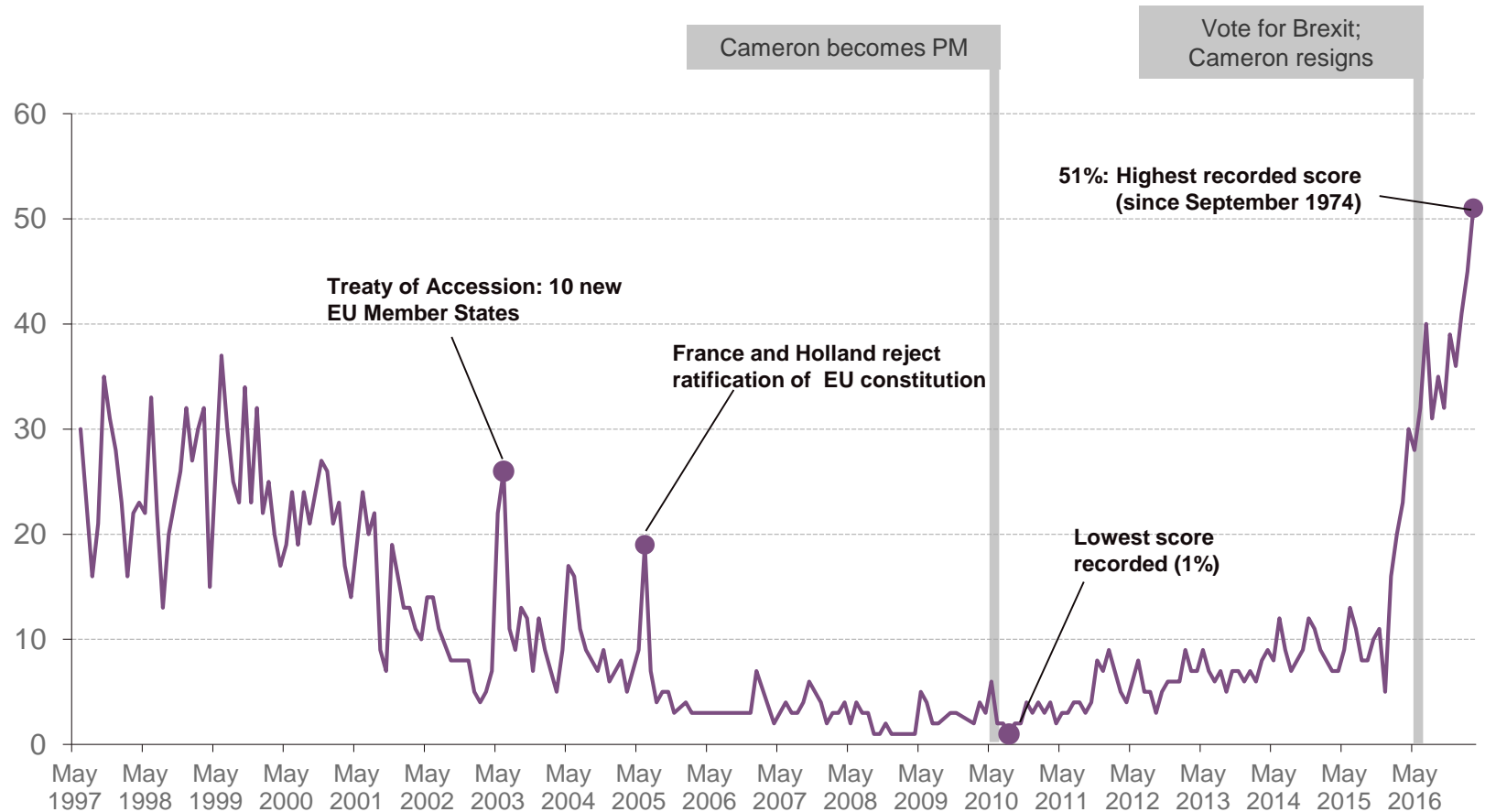
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

7



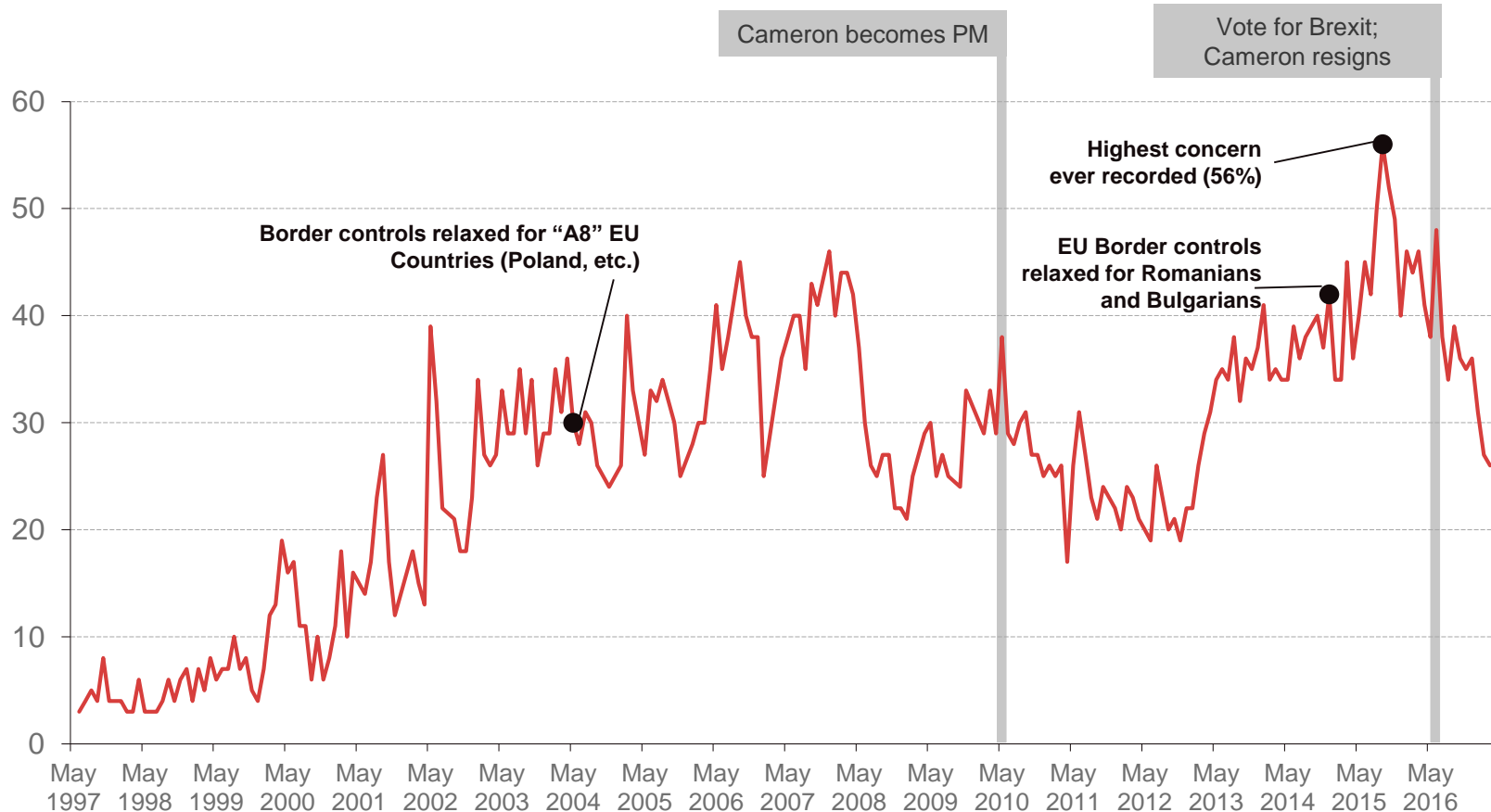
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

8



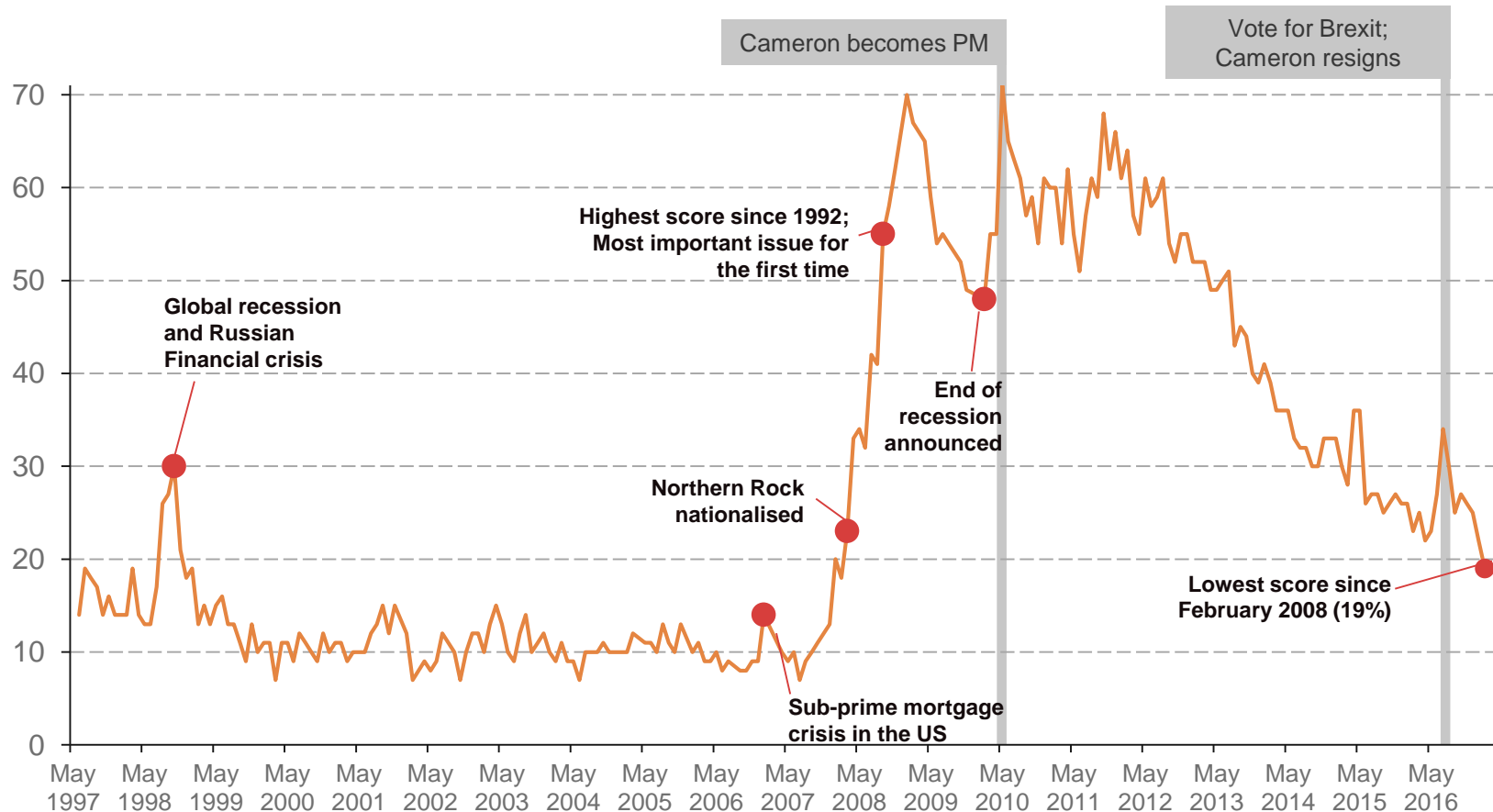
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

9



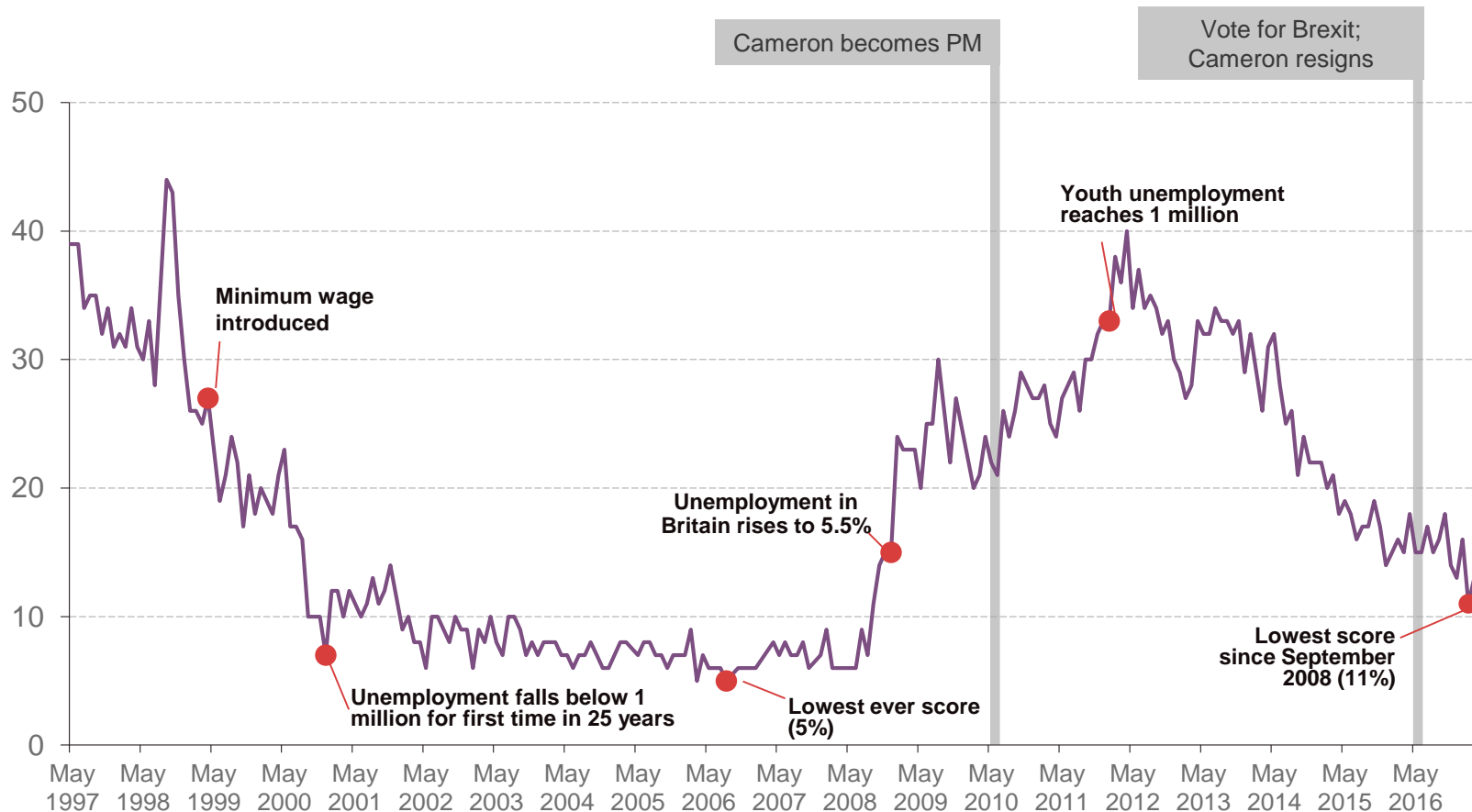
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

10



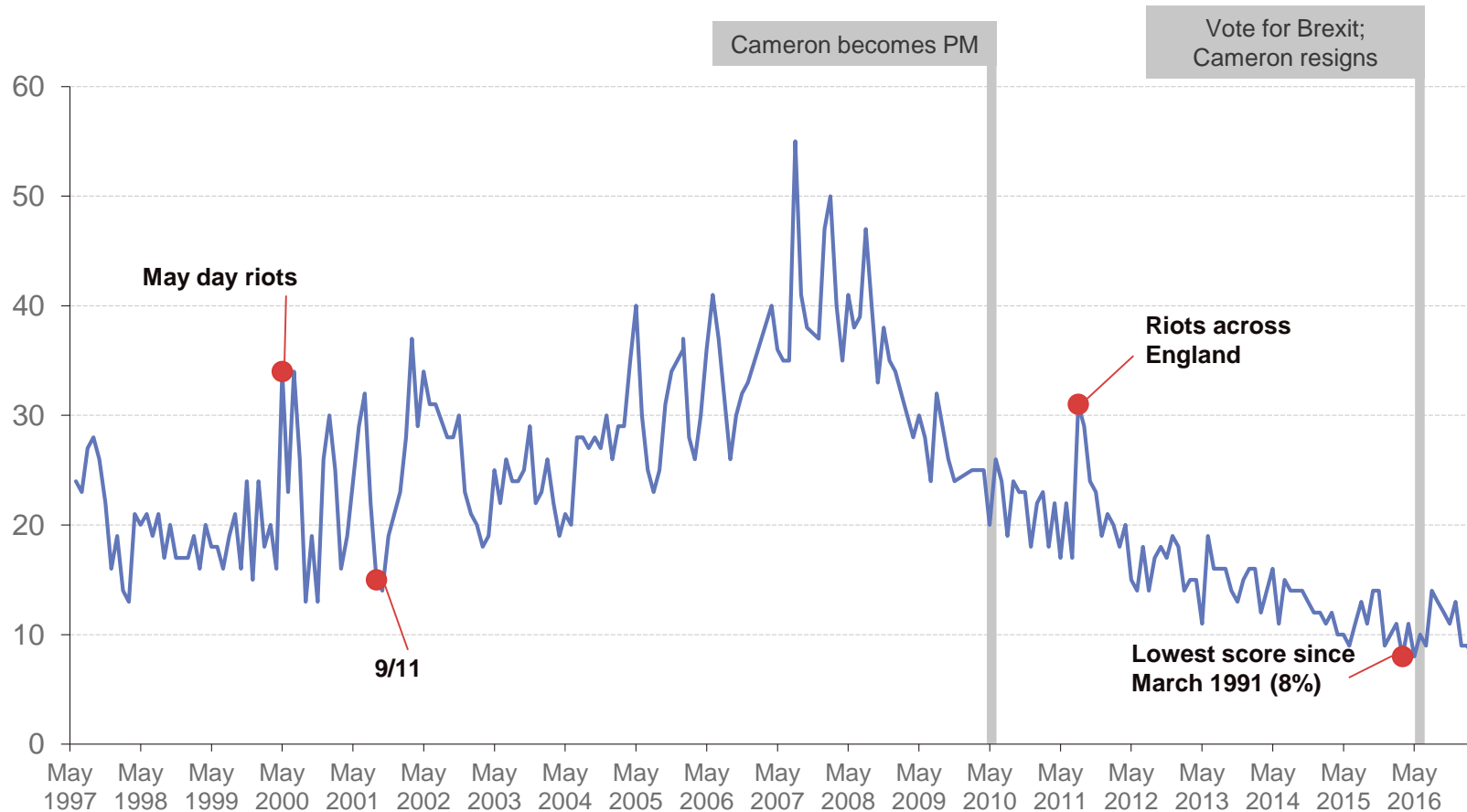
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

11



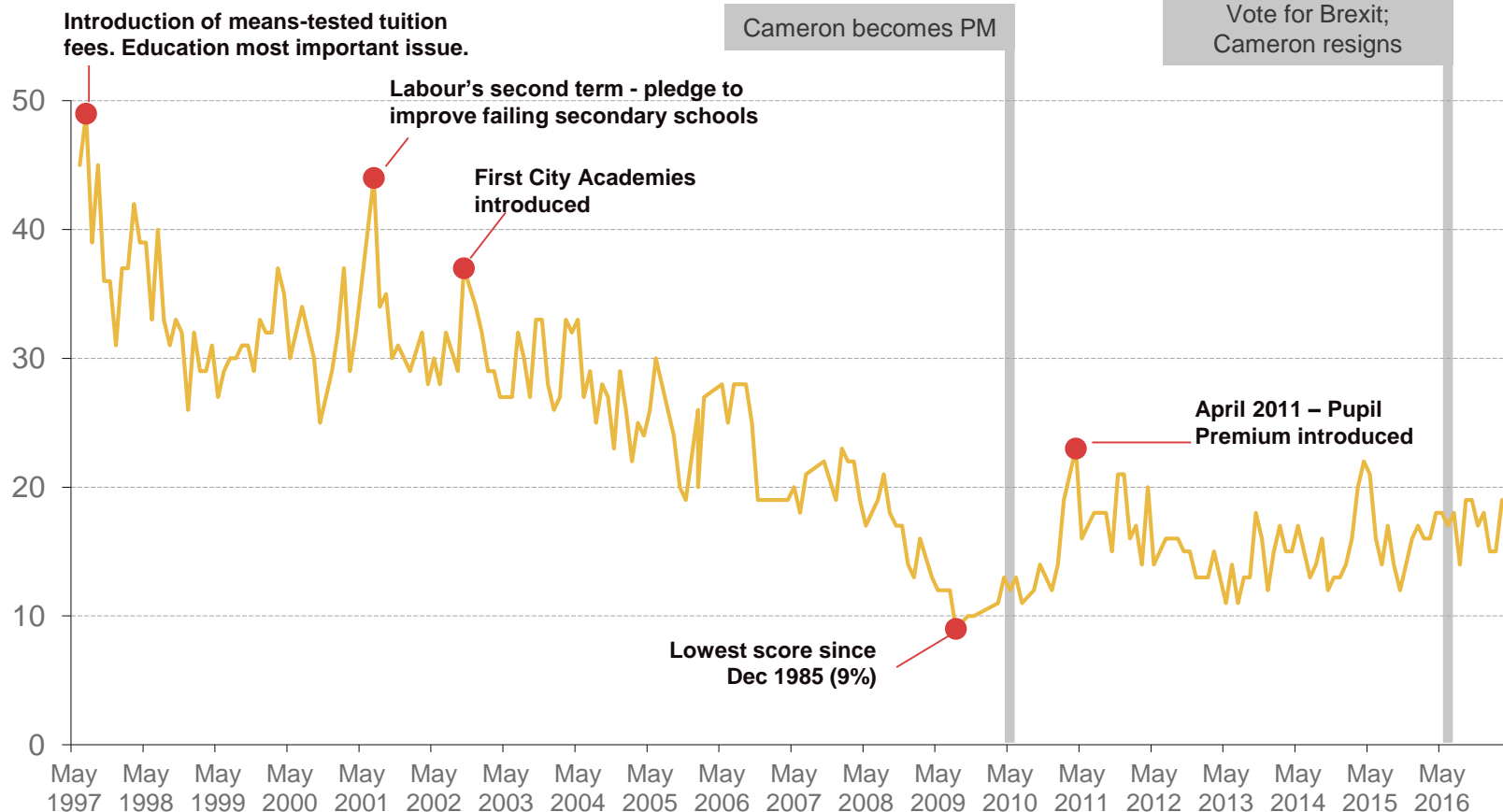
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

12



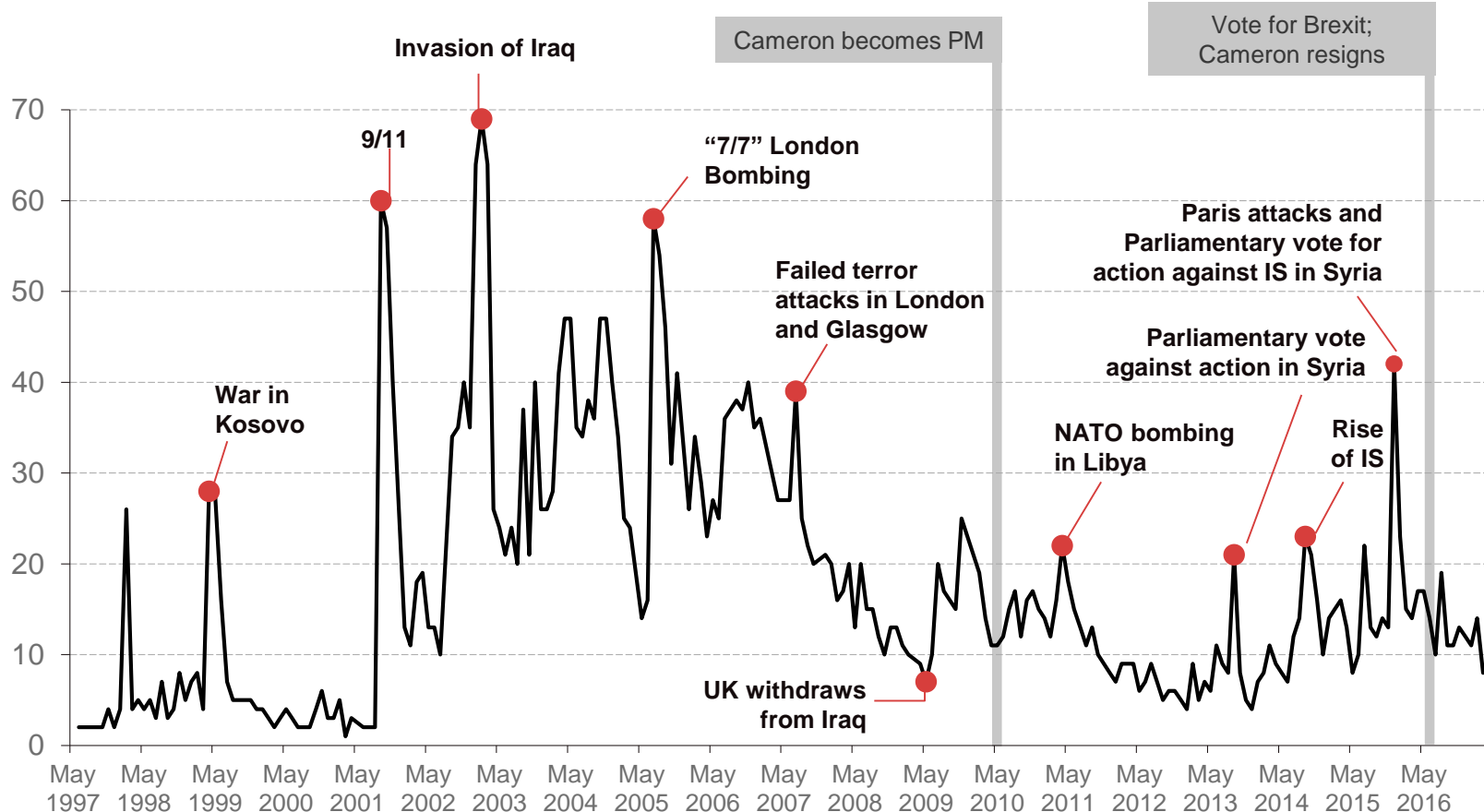
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

13



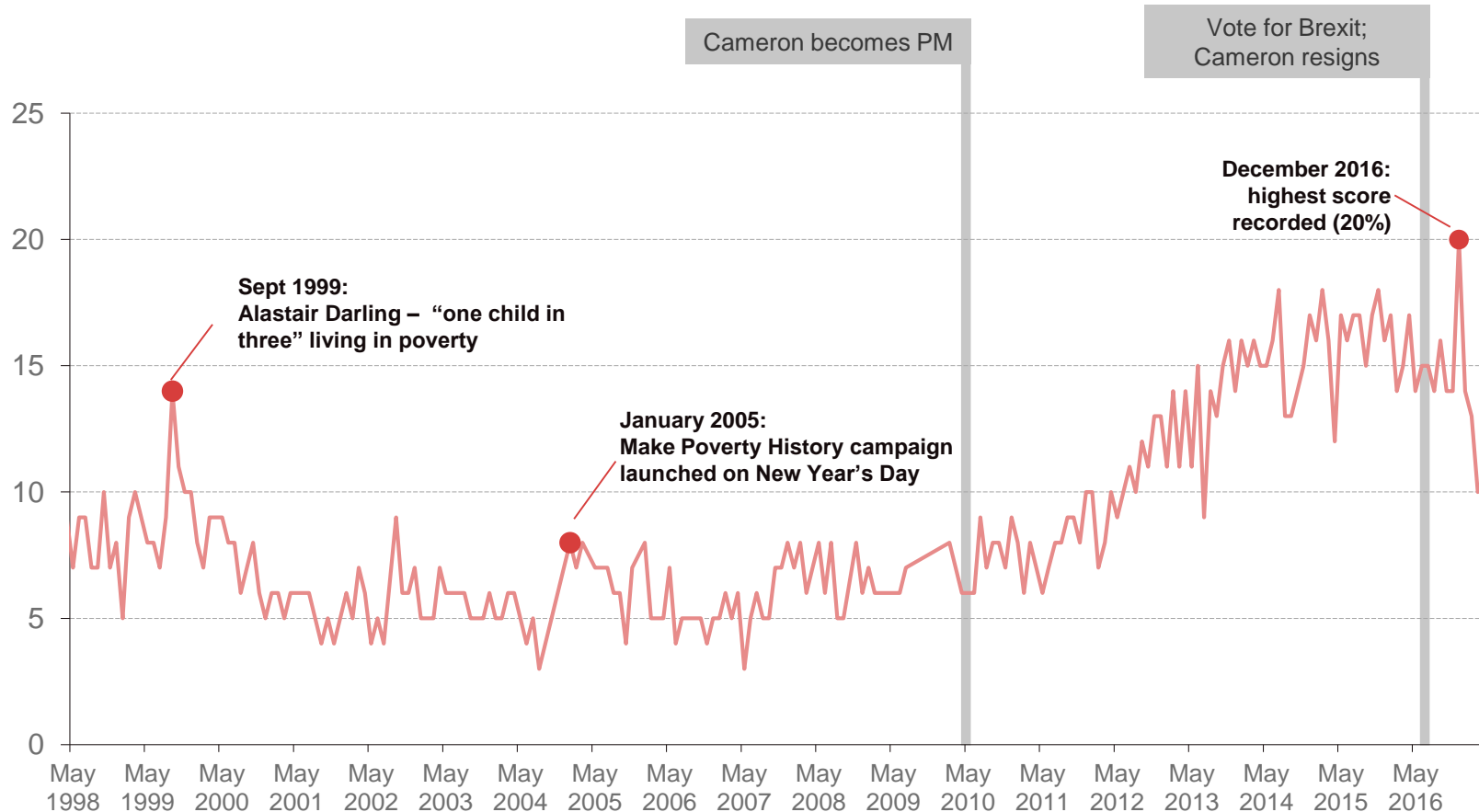
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

14



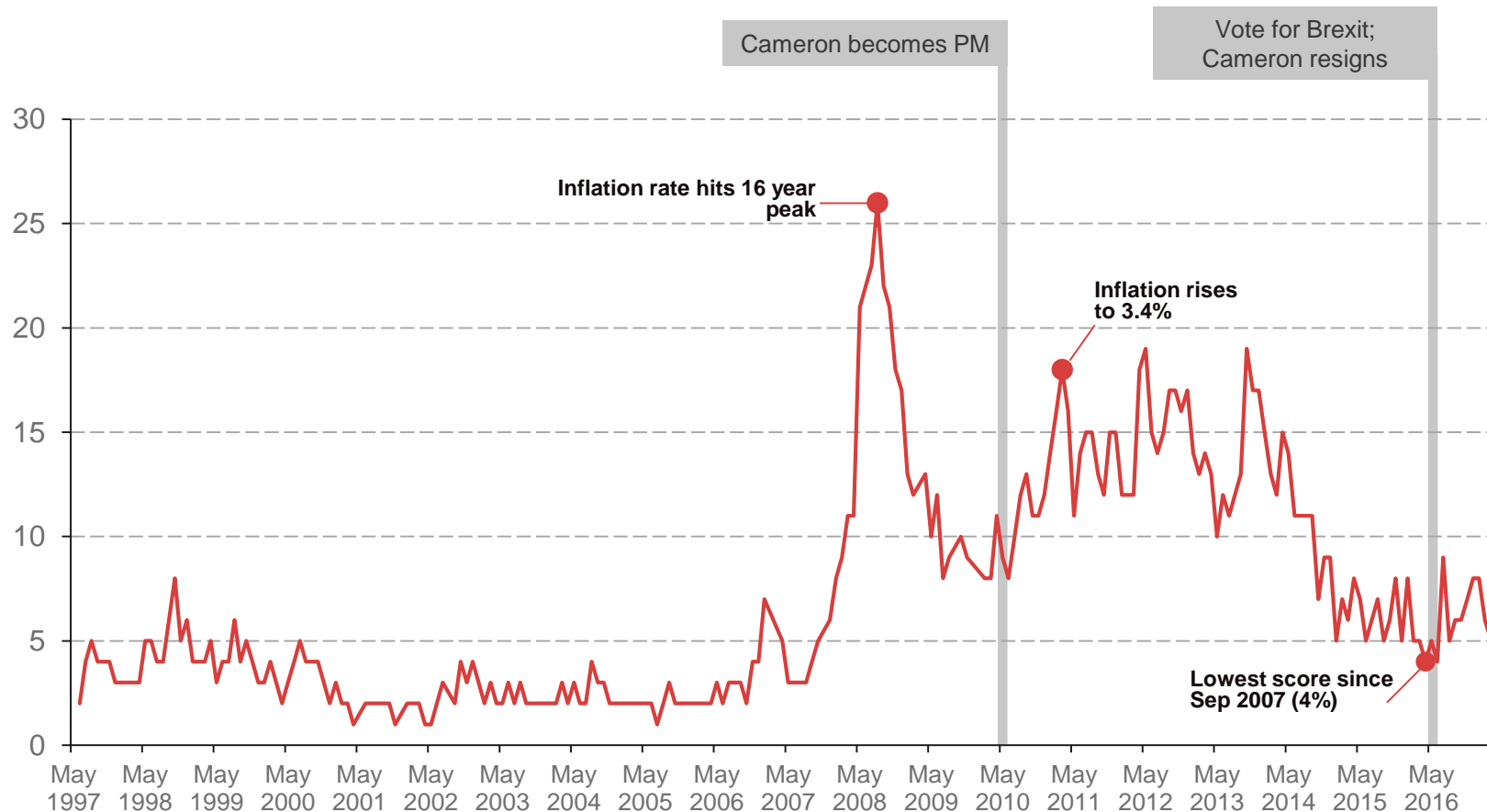
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

15



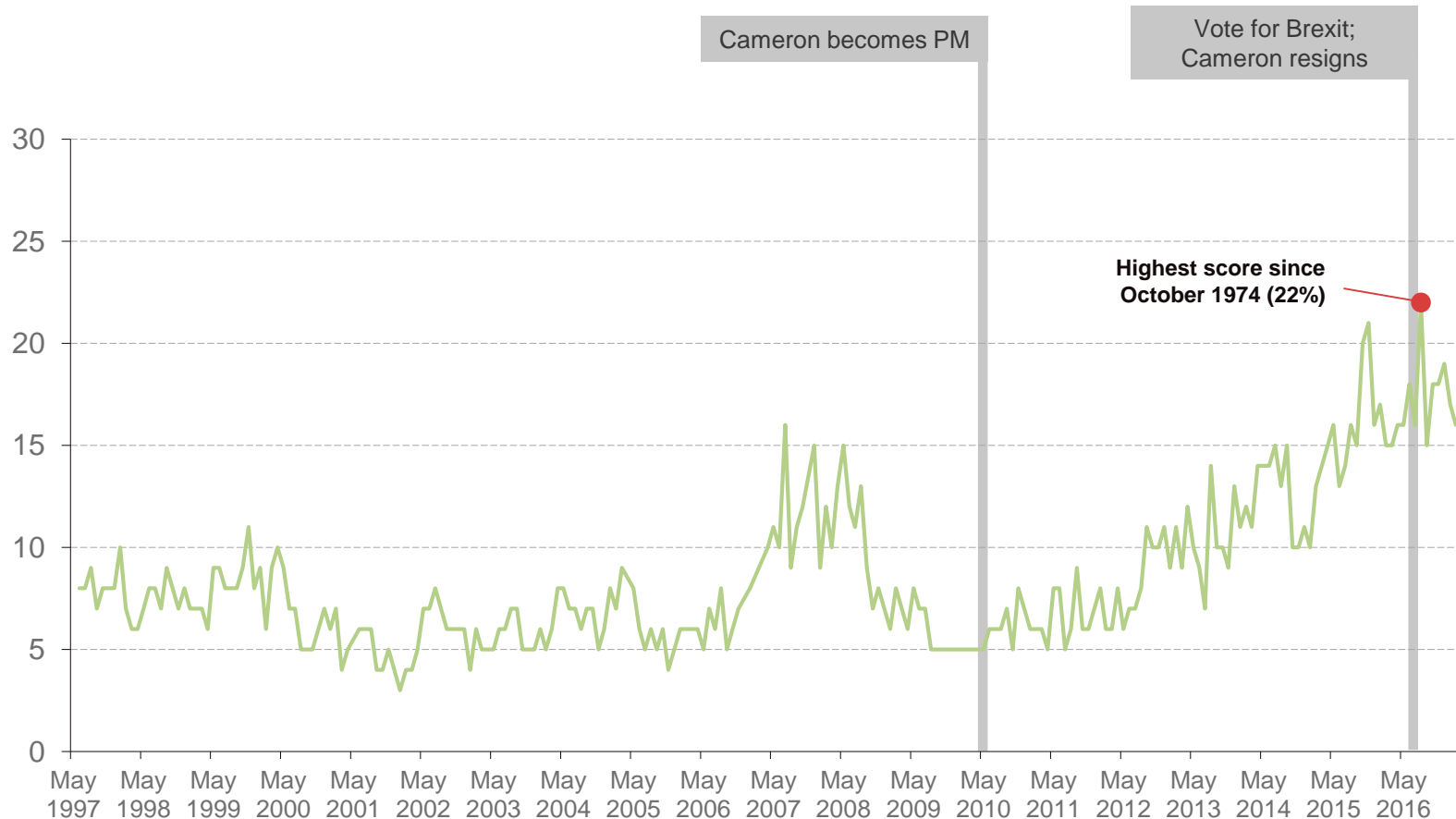
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

16



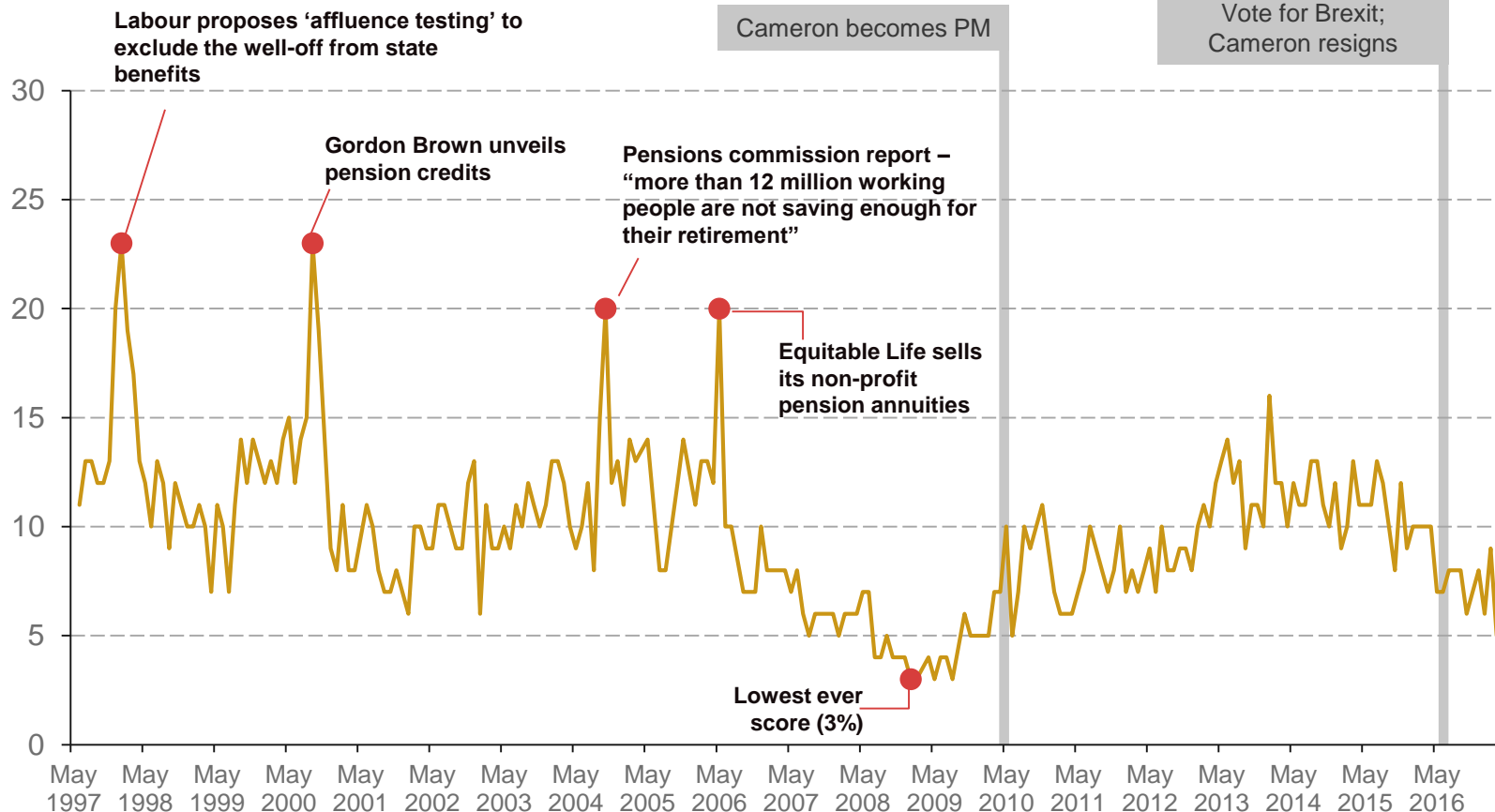
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pensions/Social Security/Benefits

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

17



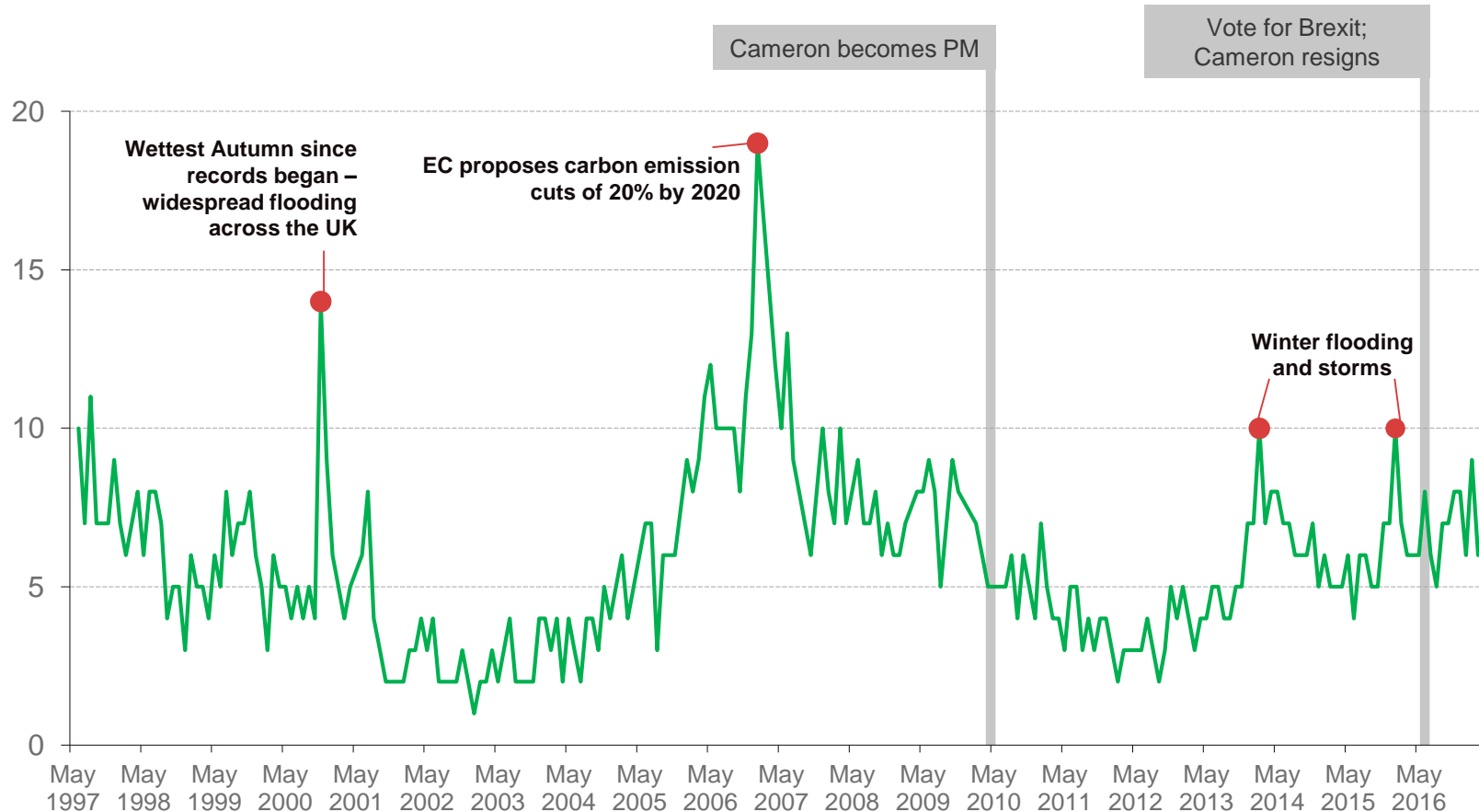
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

18



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

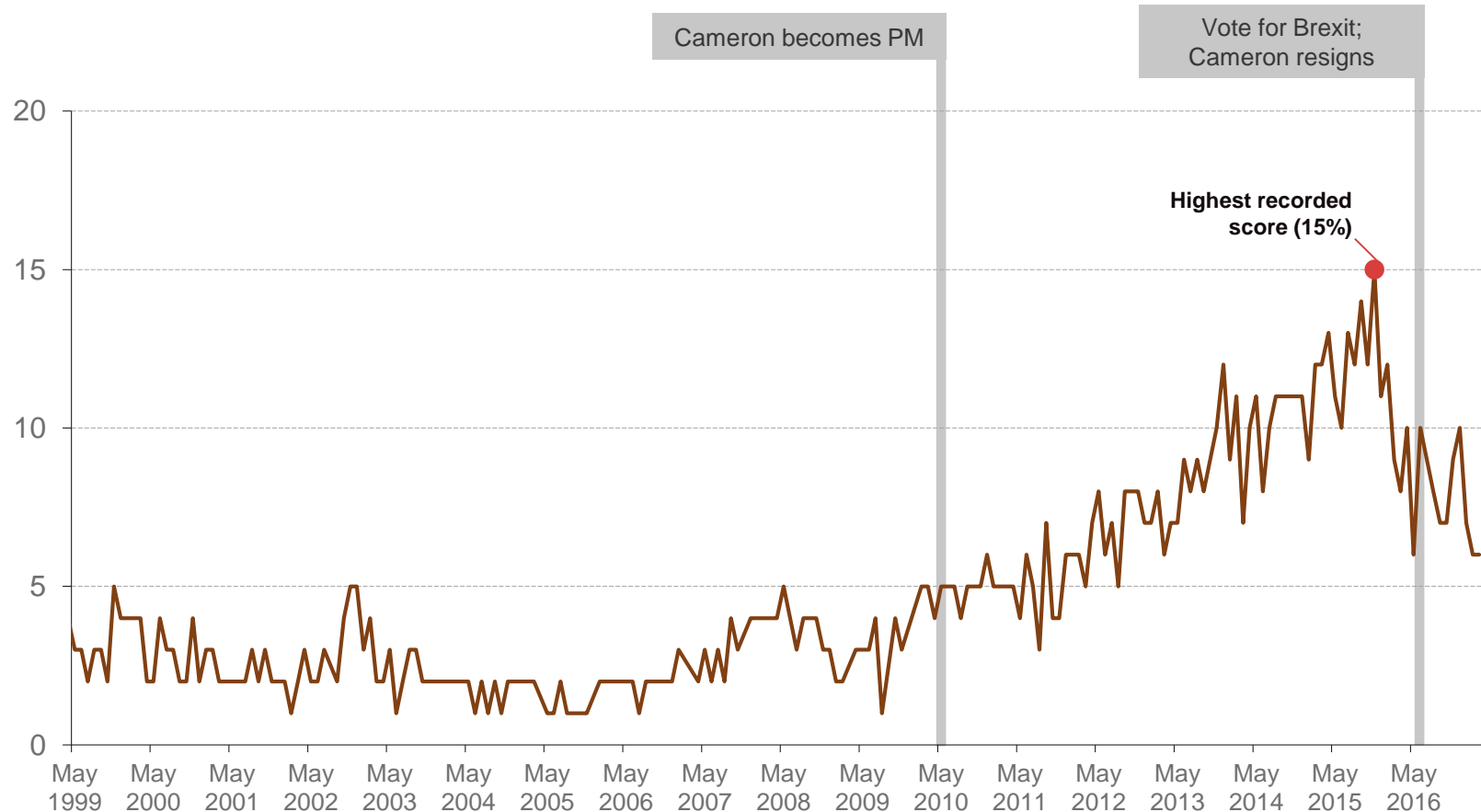
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Low pay/minimum wage/fair wages

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

19



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

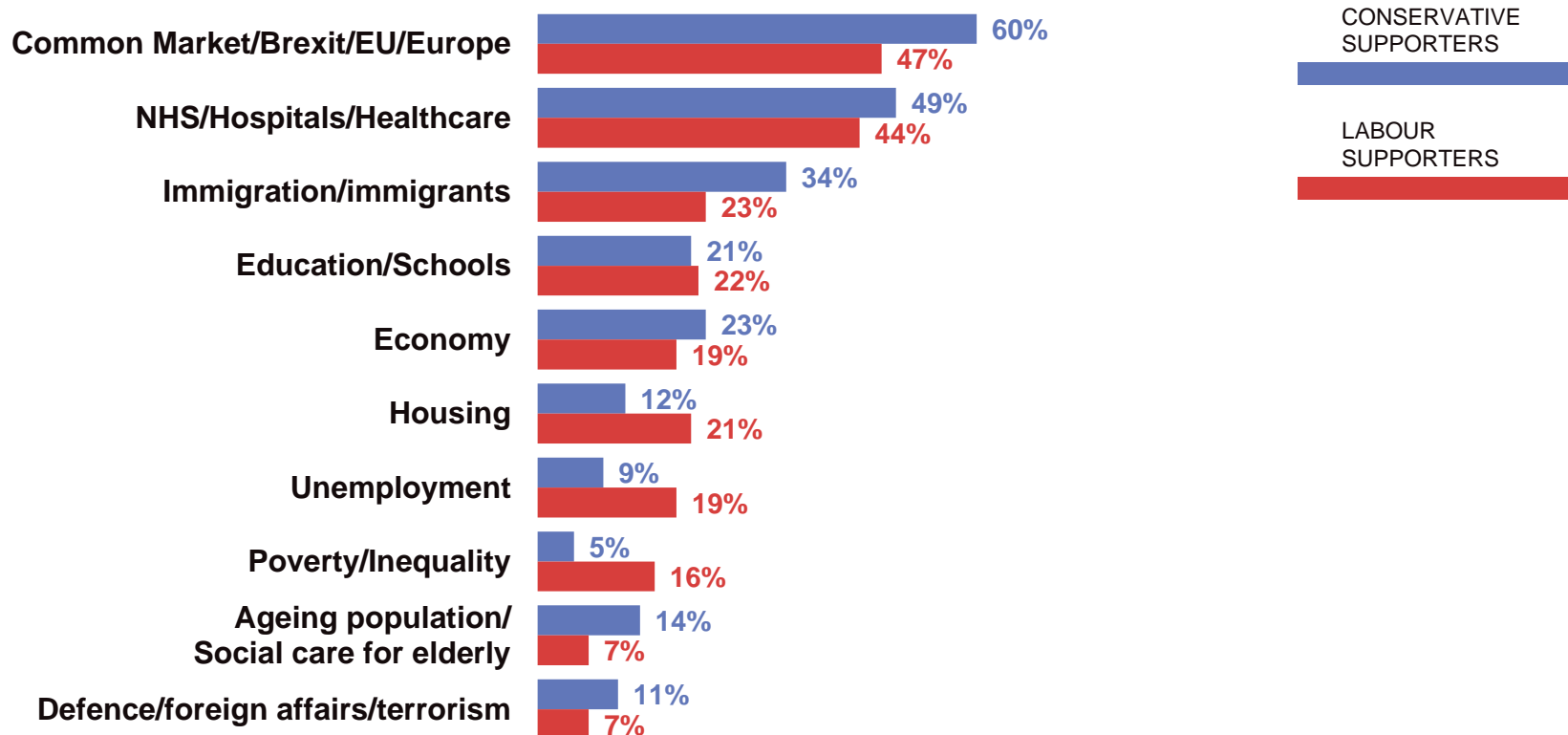
Source: Ipsos MORI Issues Index

Top issues – concern by party support

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

20

Top mentions %



Base: 235 Conservative and 251 Labour supporters aged 18+, 10 – 19 March 2017

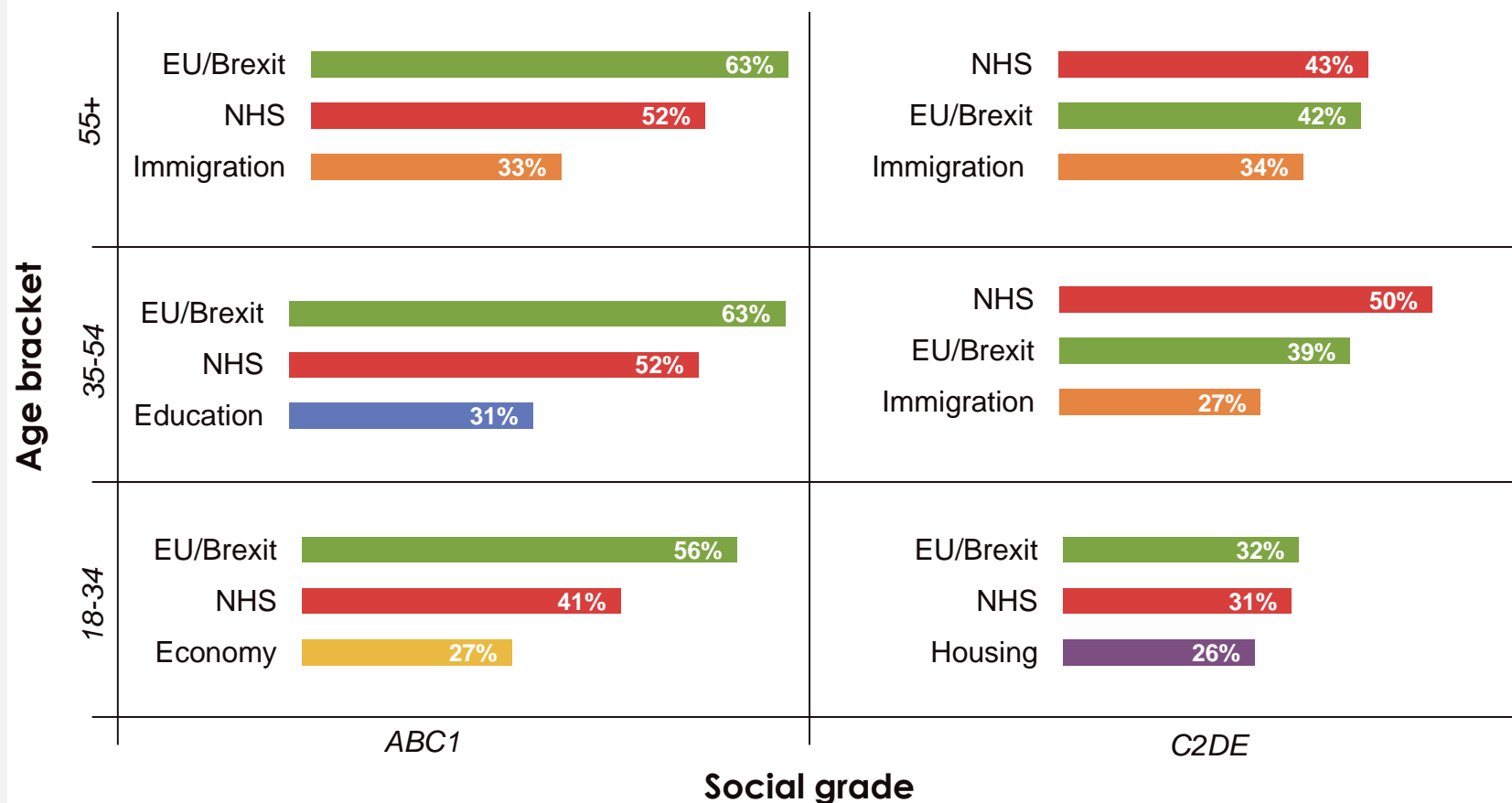
Source: Ipsos MORI Issues Index

Brexit is the key issue for ABC1s.

For C2DEs the NHS remains as, or more, important.

What do you see as the most/other important issues facing Britain today?
Top three issues by age and social grade

21



Base: 1,020 British adults 18+, 10 – 19 March 2017

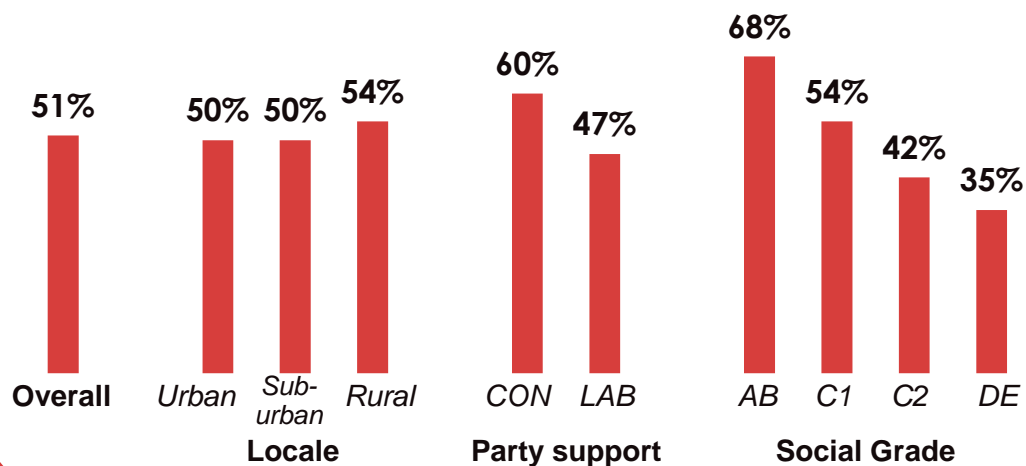
Source: Ipsos MORI Issues Index

Concern about EU/Brexit by subgroup

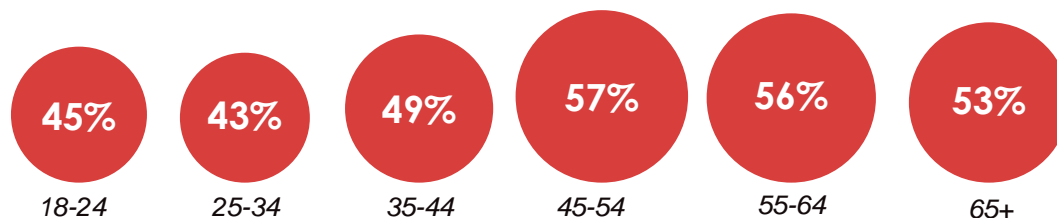
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

22

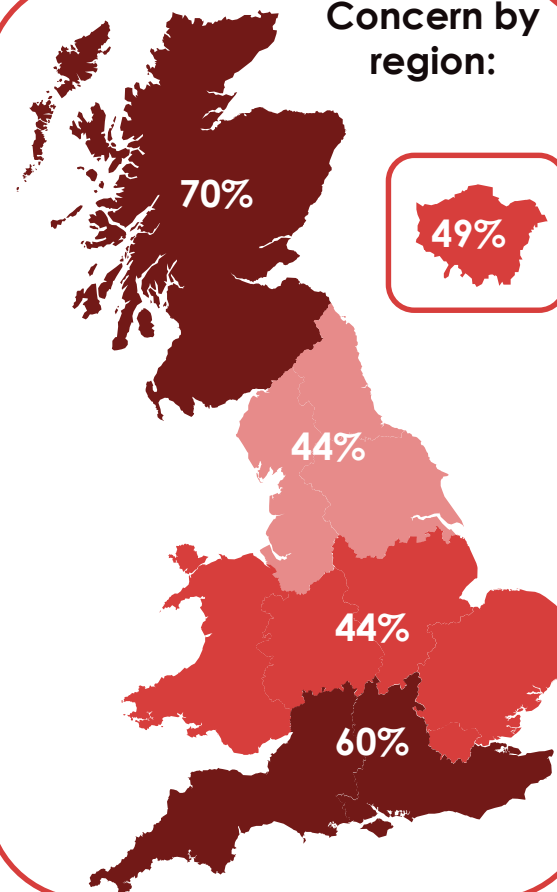
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age group:



Concern by region:



Base: 1,020 British adults 18+, 10 – 19 March 2017

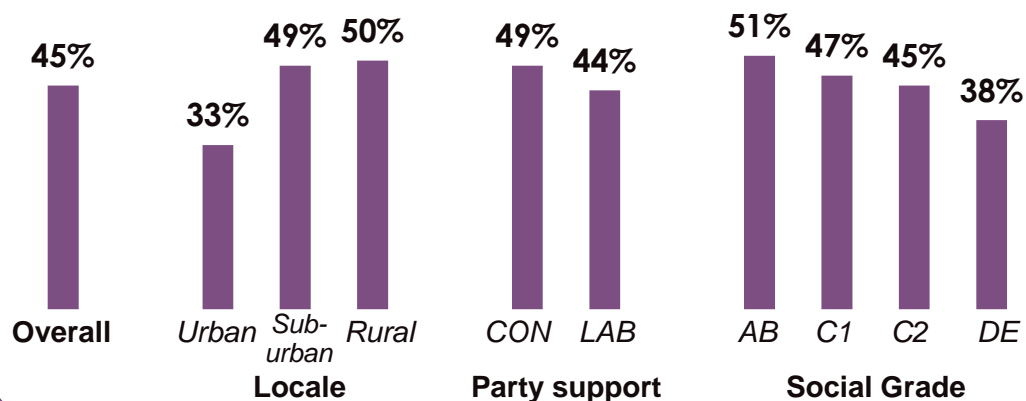
Ipsos MORI Issues Index

Concern about the NHS by subgroup

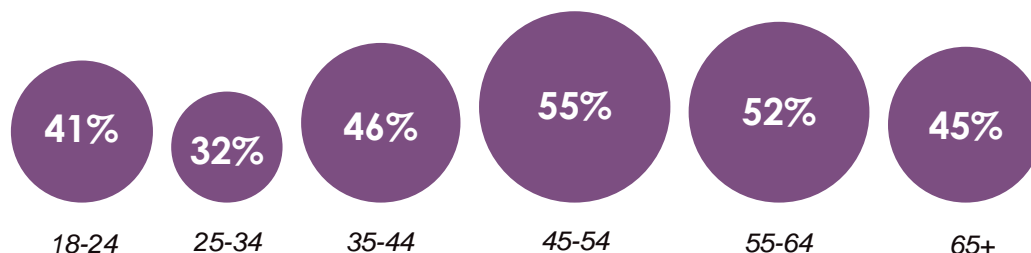
What do you see as the most/other important issues facing Britain today? NHS

23

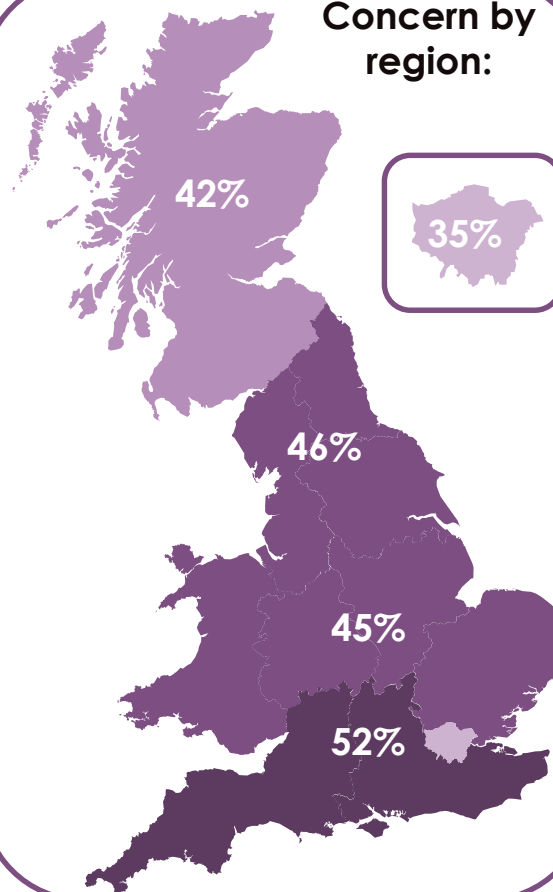
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



Base: 1,020 British adults 18+, 10 – 19 March 2017

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