



# May 2017

## ECONOMIST/IPSOS MORI ISSUES INDEX

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# Issues Facing Britain – May

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

2

Top mentions %

Change since Apr:

		%	Position
NHS/Hospitals/Healthcare	61%	+13	+1 ↑
Common Market/Brexit/EU/Europe	45%	-3	-1 ↓
Education/Schools	27%	+7	+2 ↑
Immigration/immigrants	25%	-4	-1 ↓
Economy	20%	-2	-1 ↓
Poverty/Inequality	15%	+1	+3 ↑
Housing	15%	-1	—
Ageing population/social care	12%	+1	+3 ↑
Unemployment	12%	-2	-1 ↓
Crime/Law and Order/ASB	10%	-2	—

Base: 997 British adults 18+, 5 – 15 May 2017

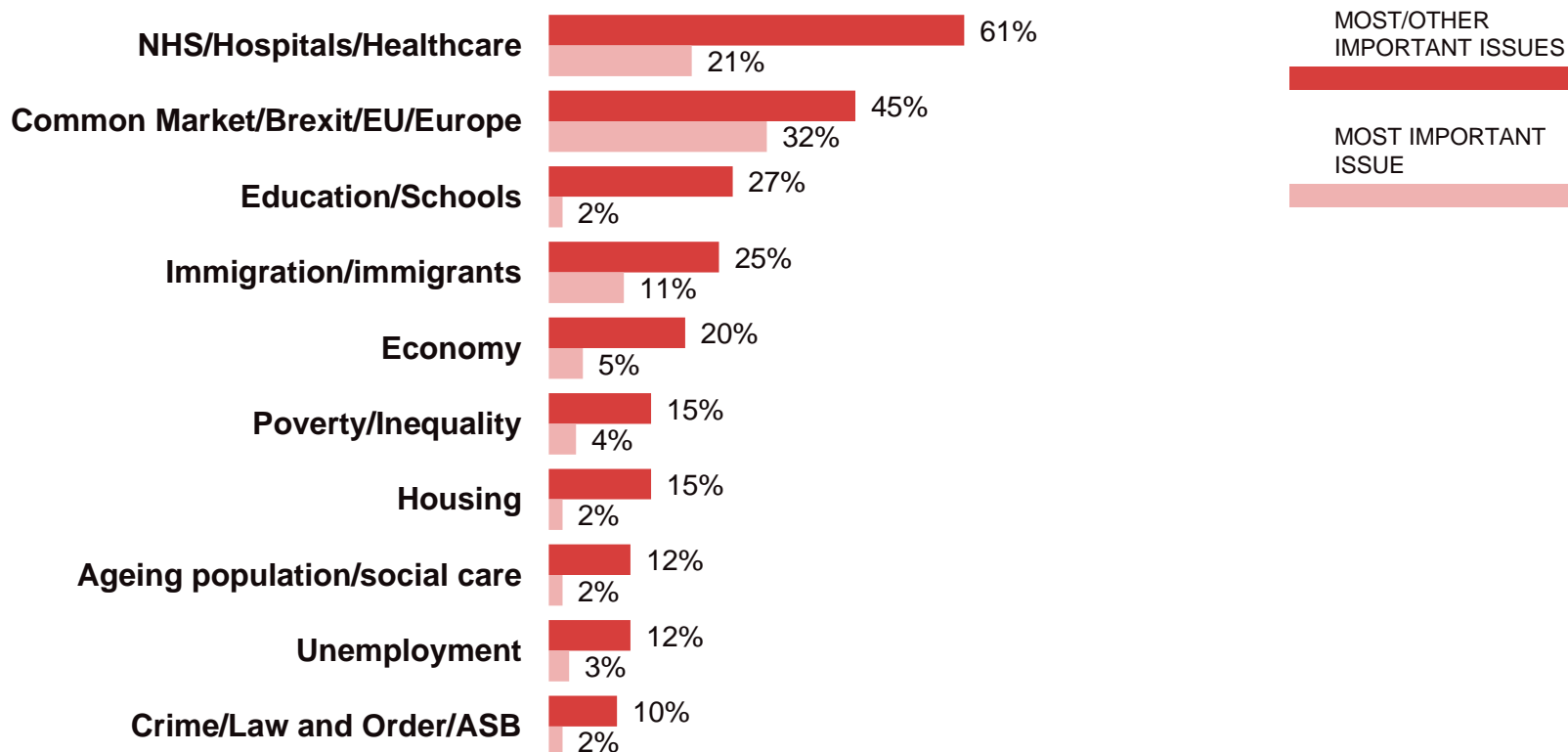
Source: Ipsos MORI Issues Index

# Issues Facing Britain – May

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

3

Top mentions %



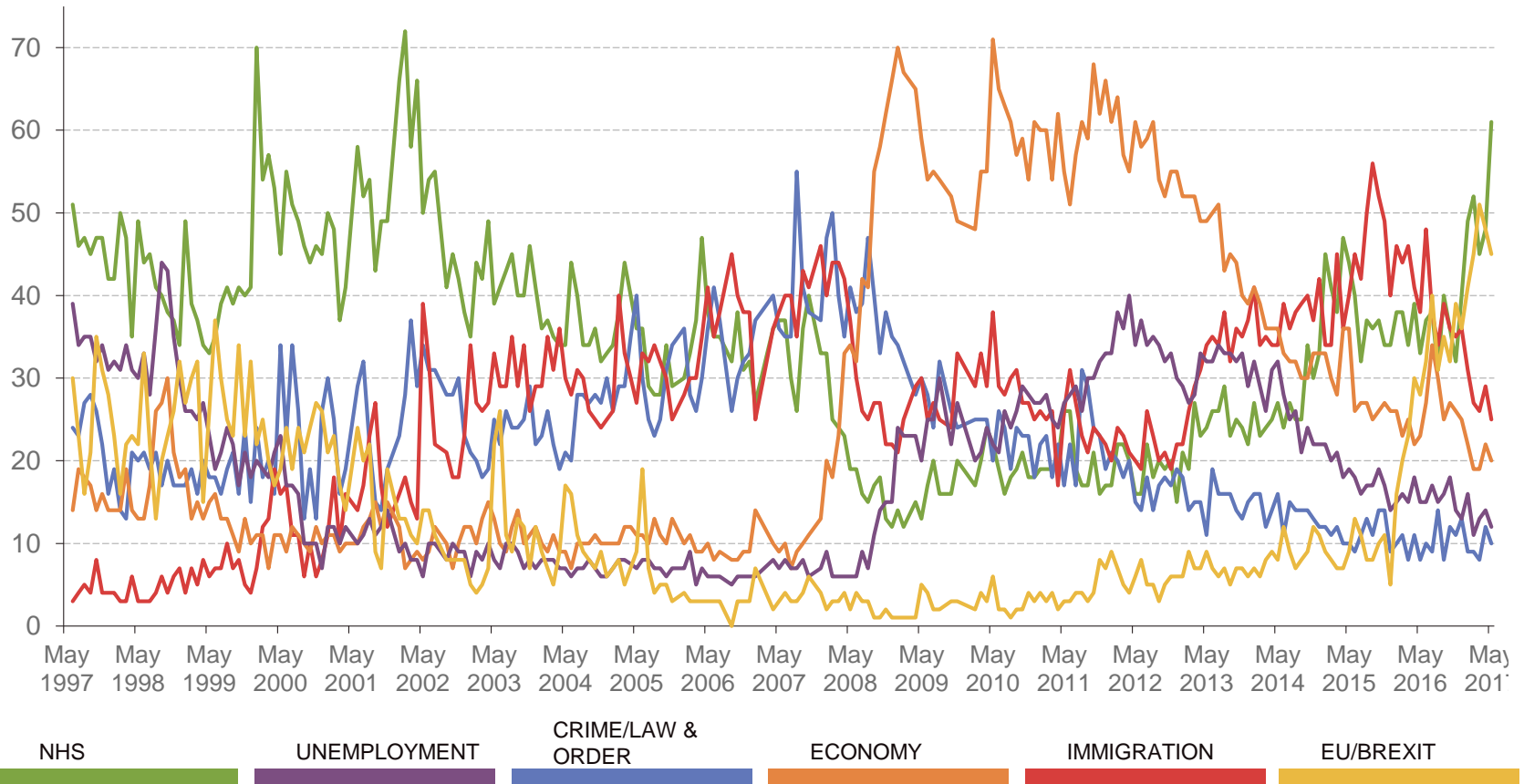
Base: 997 British adults 18+, 5 – 15 May 2017

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



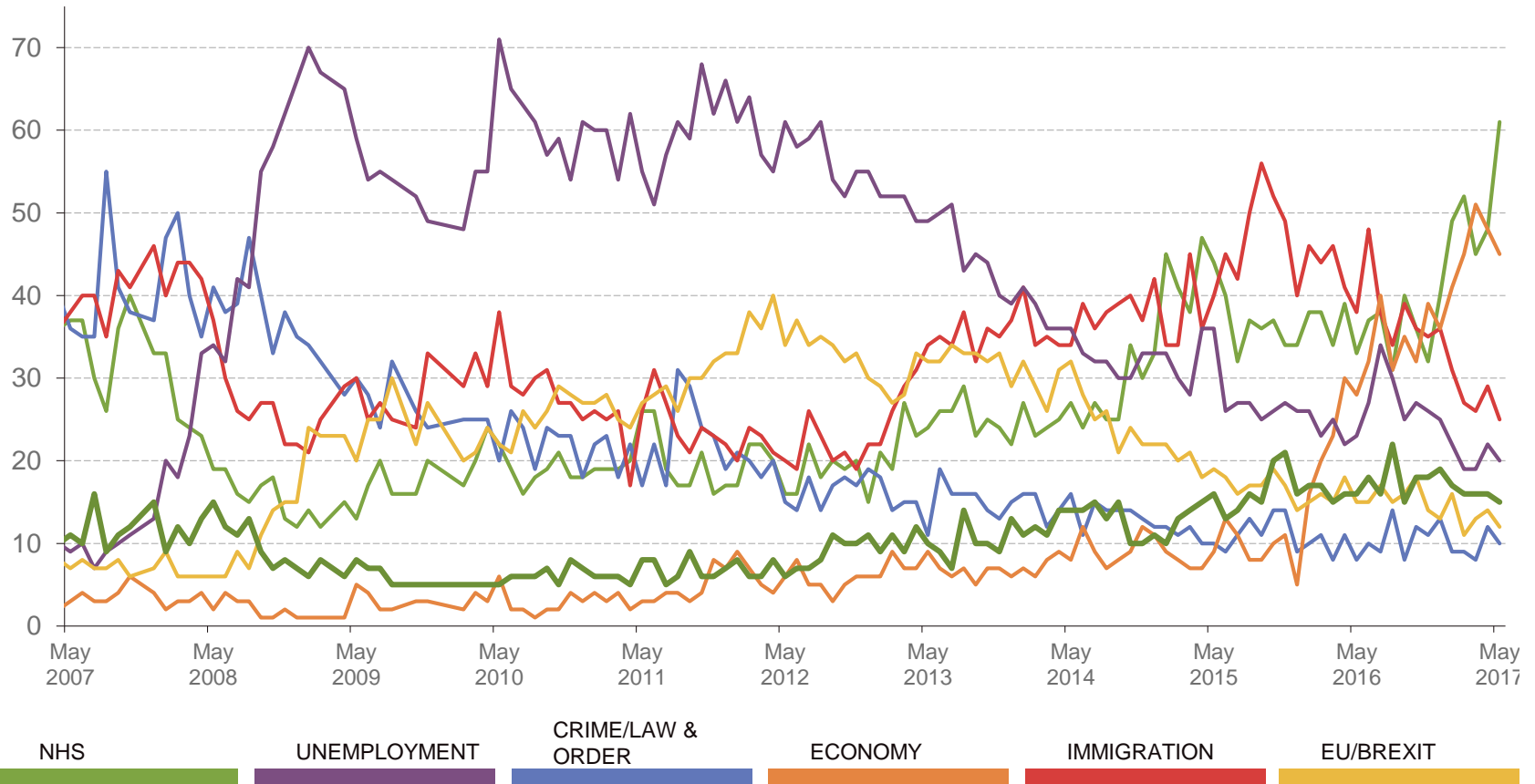
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

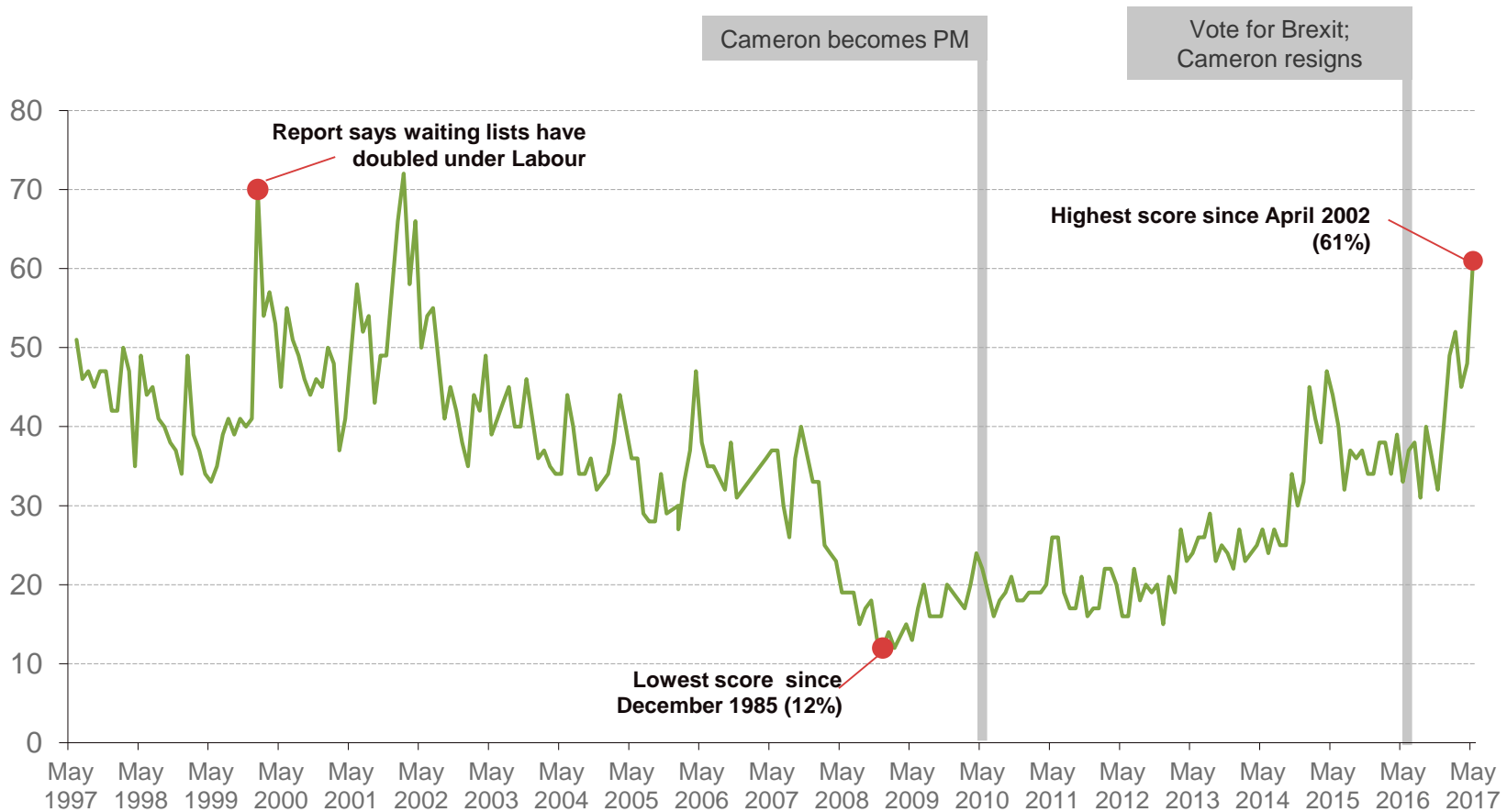


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

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

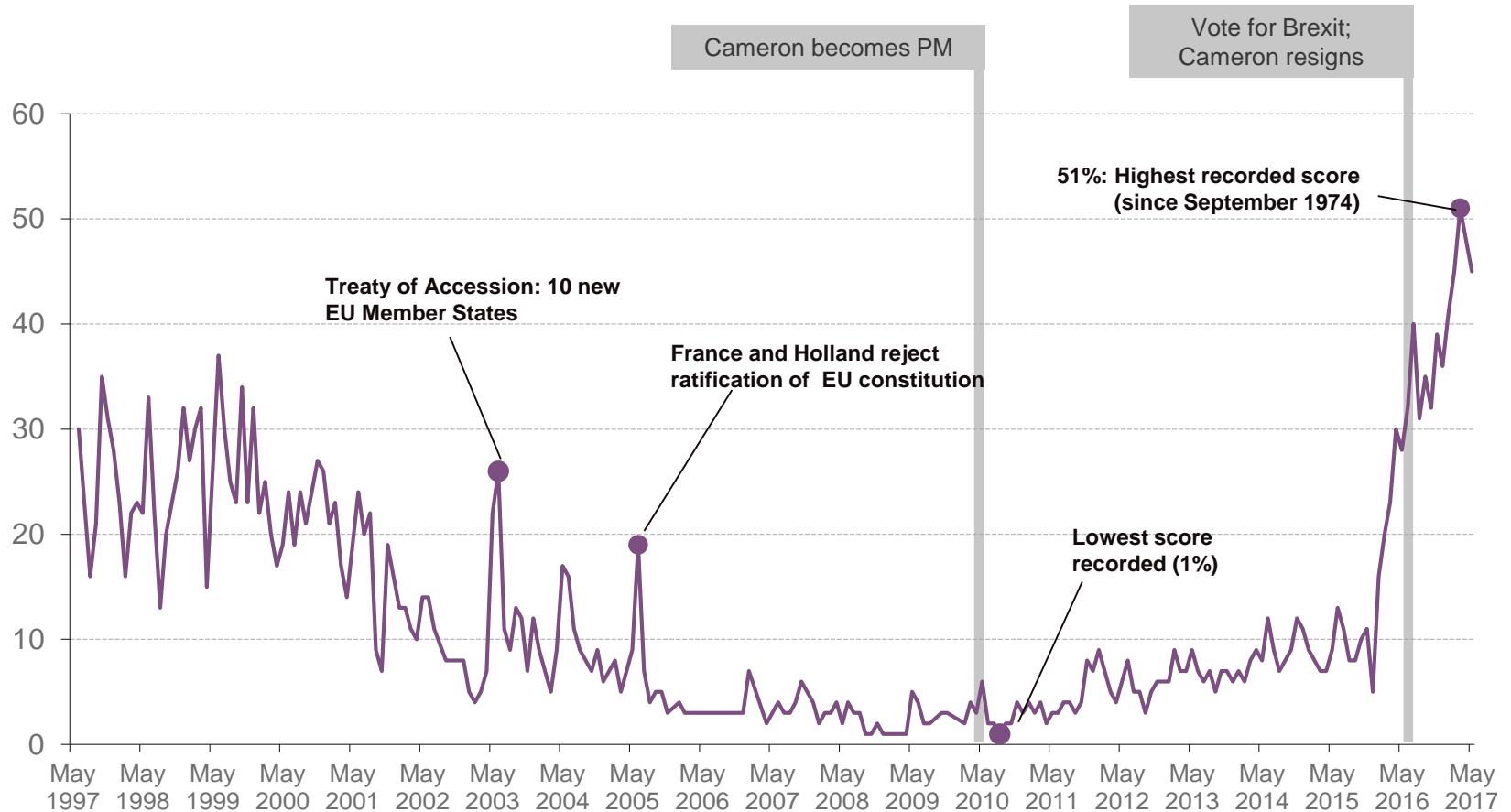


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



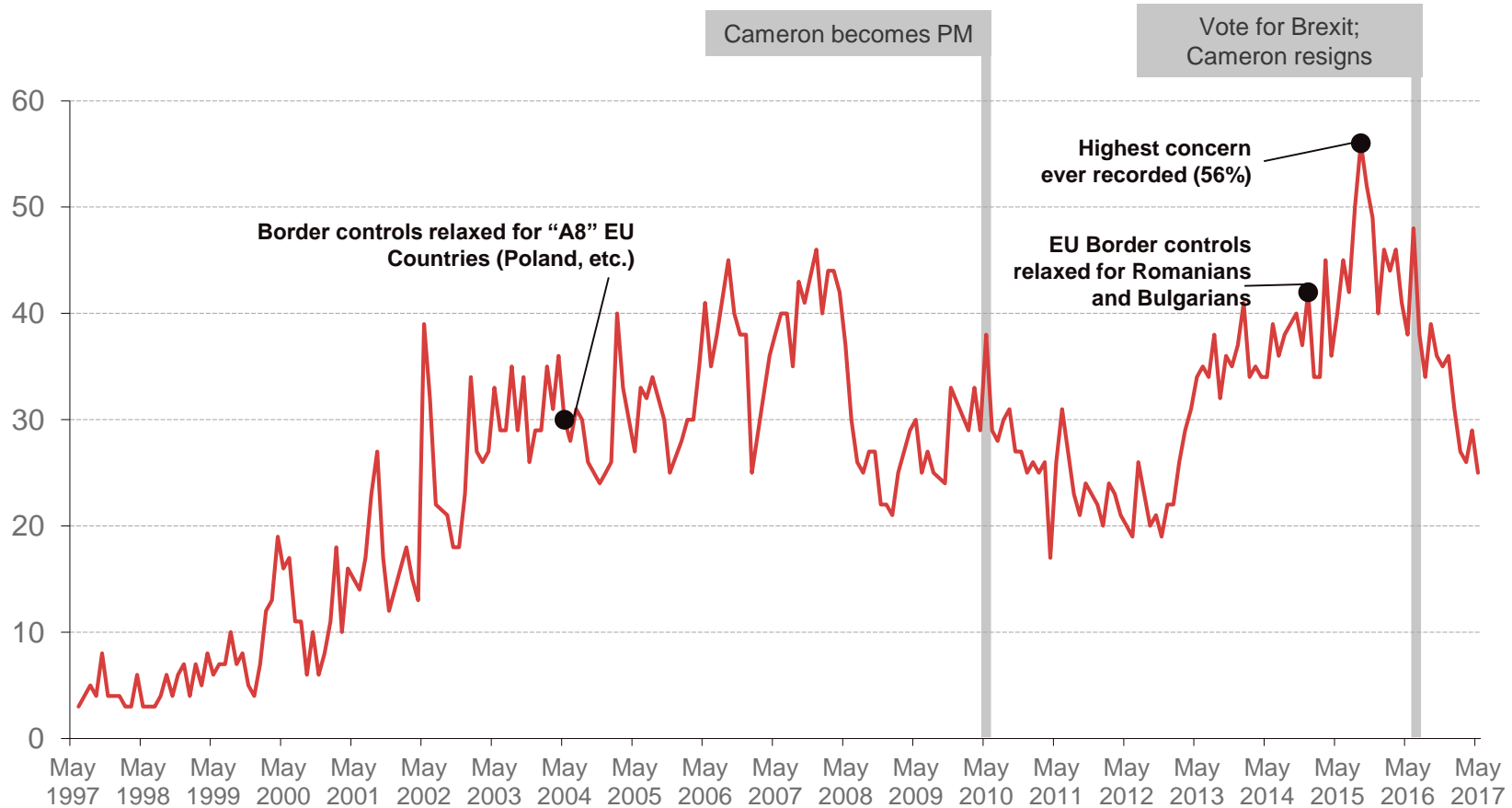
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

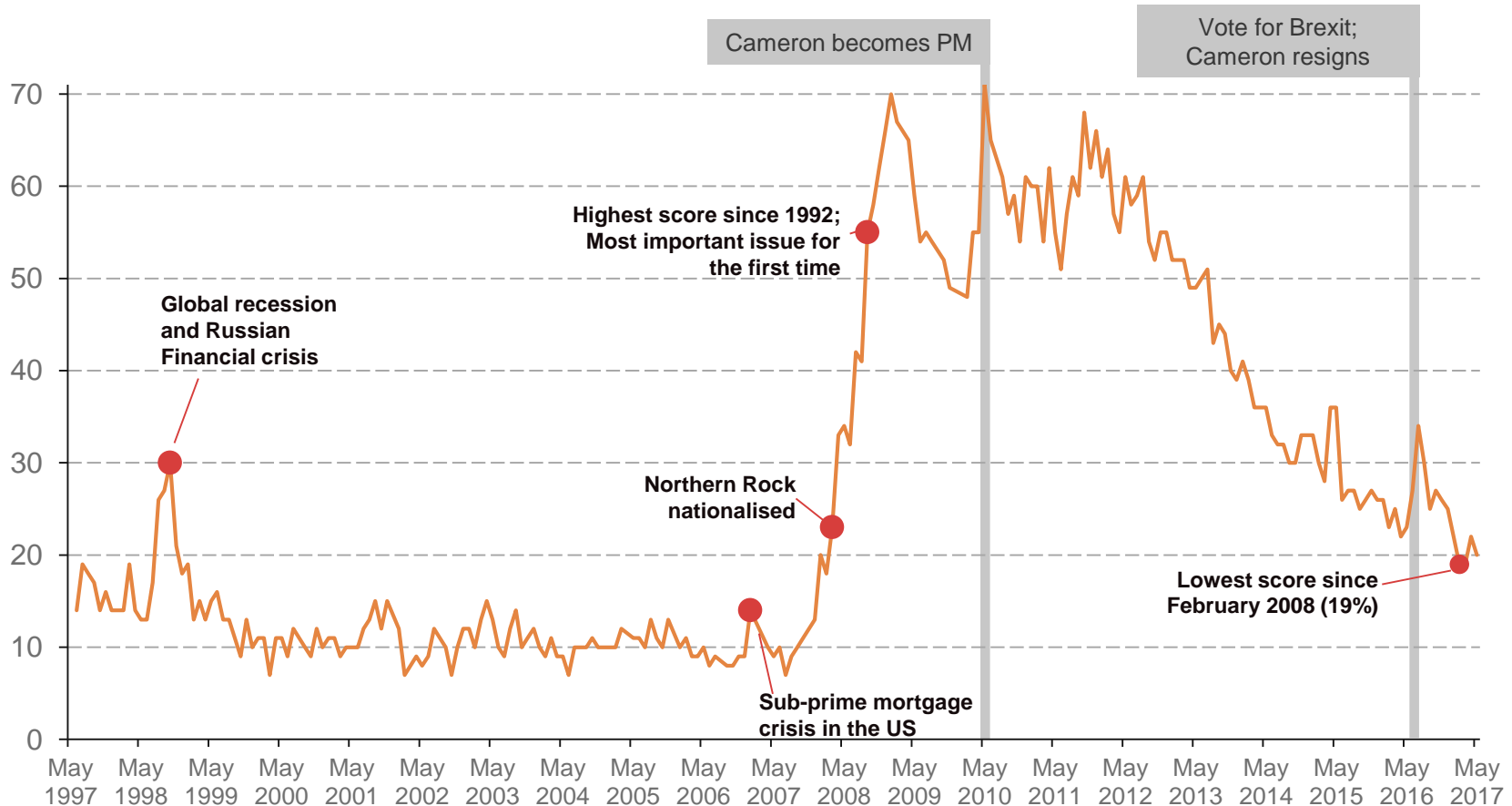
Source: Ipsos MORI Issues Index



# Issues Facing Britain: Economy / Economic situation

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

9



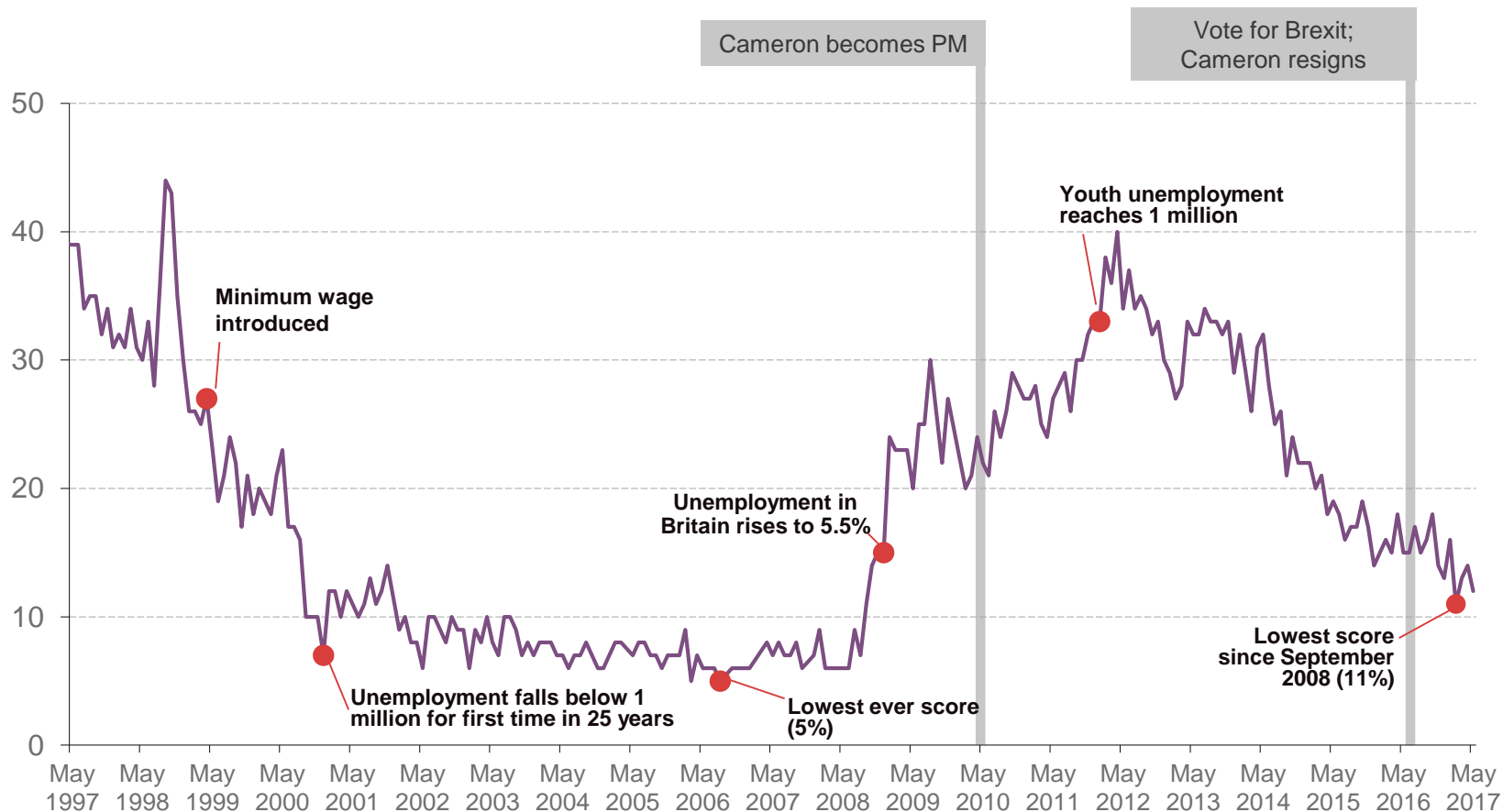
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



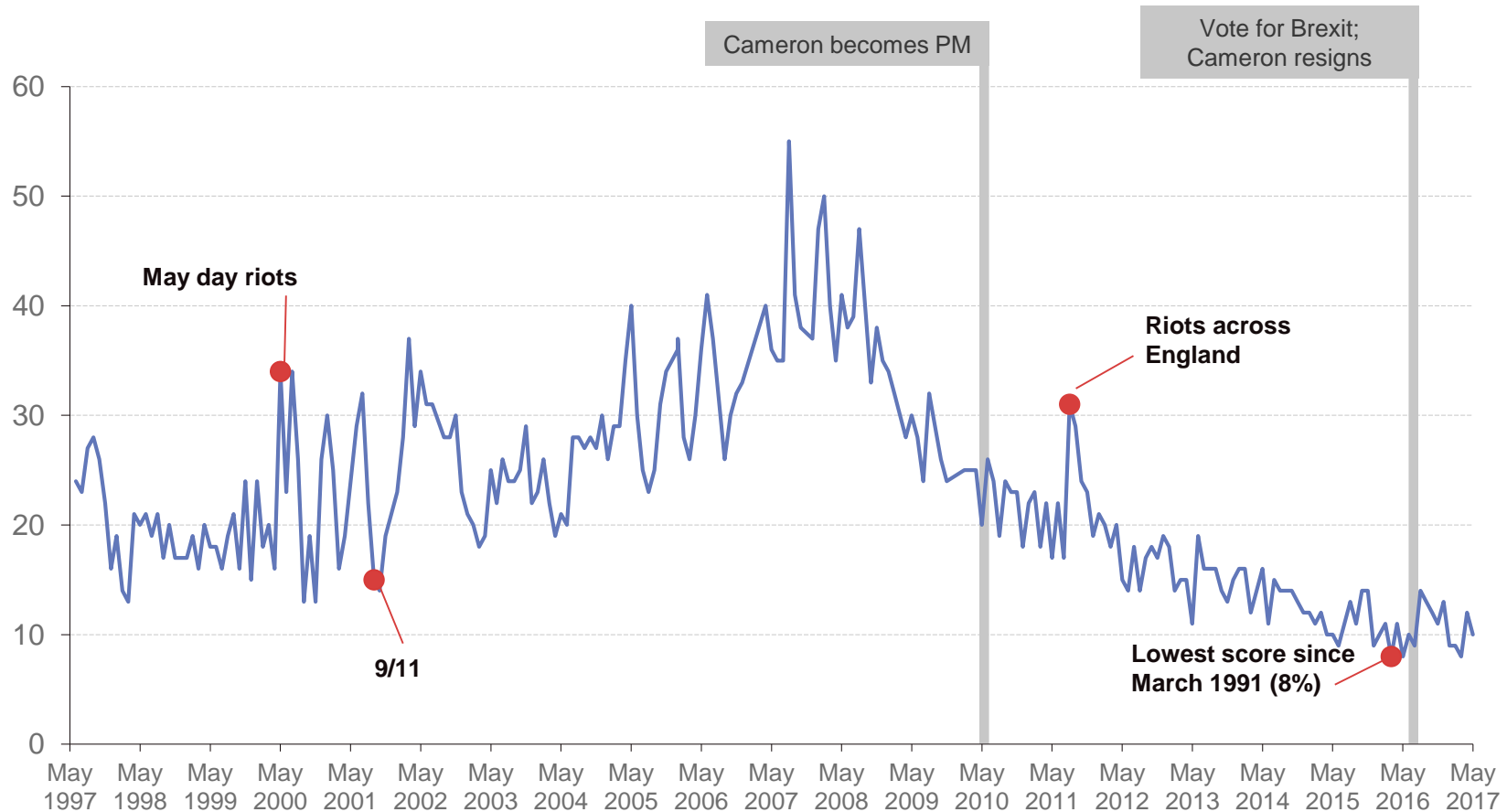
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

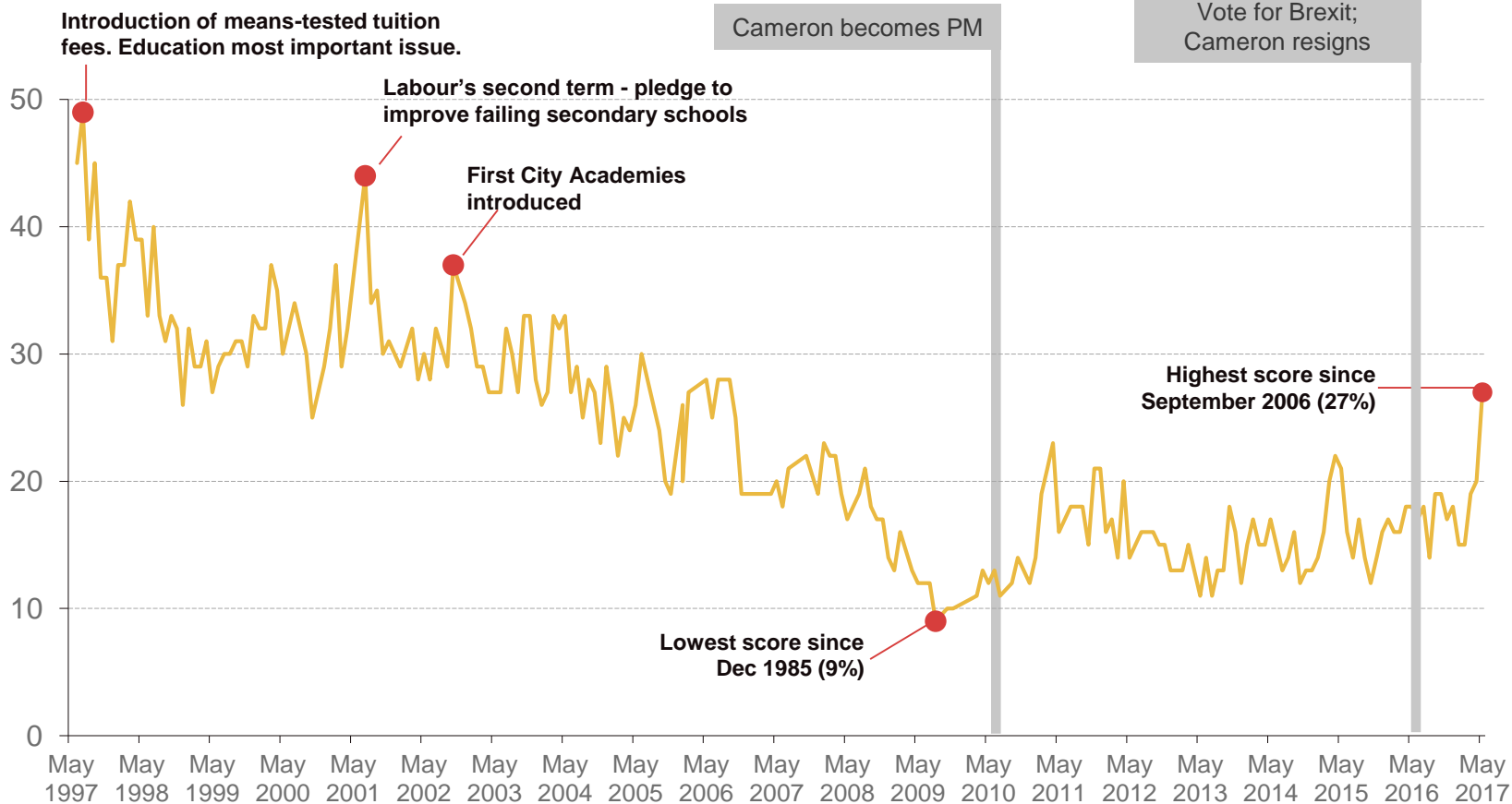


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Education / Schools

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



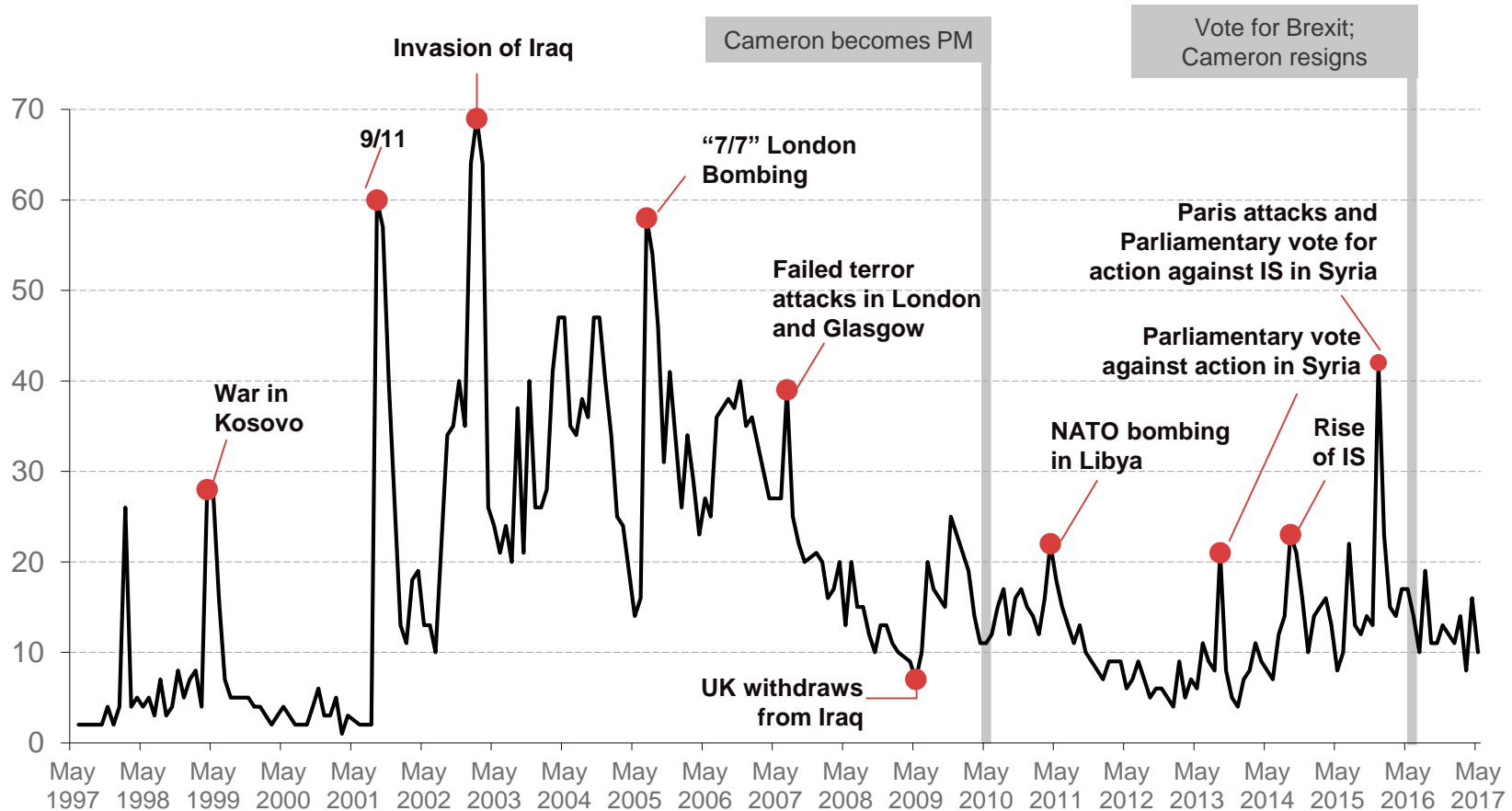
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



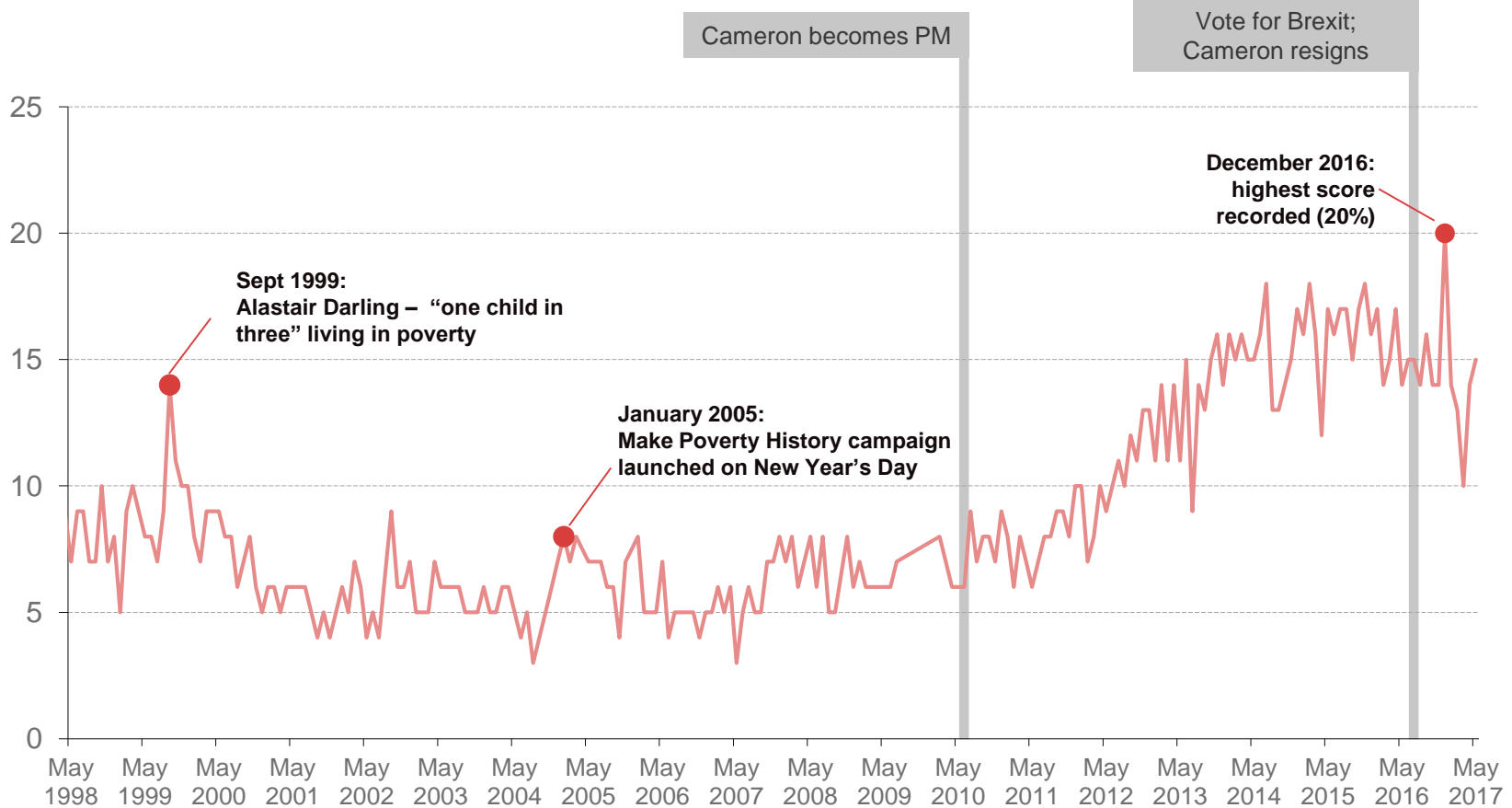
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

14



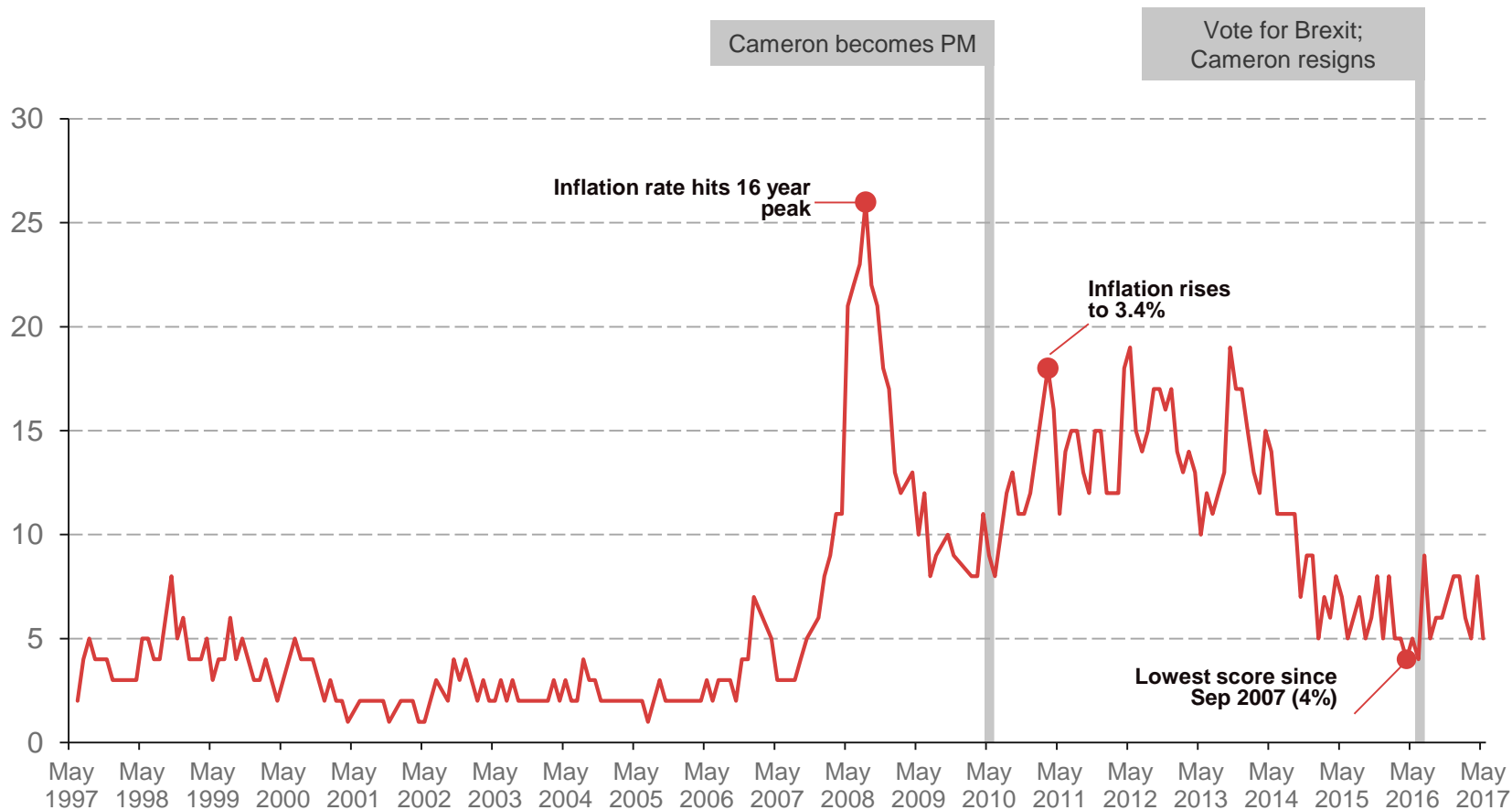
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

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

15



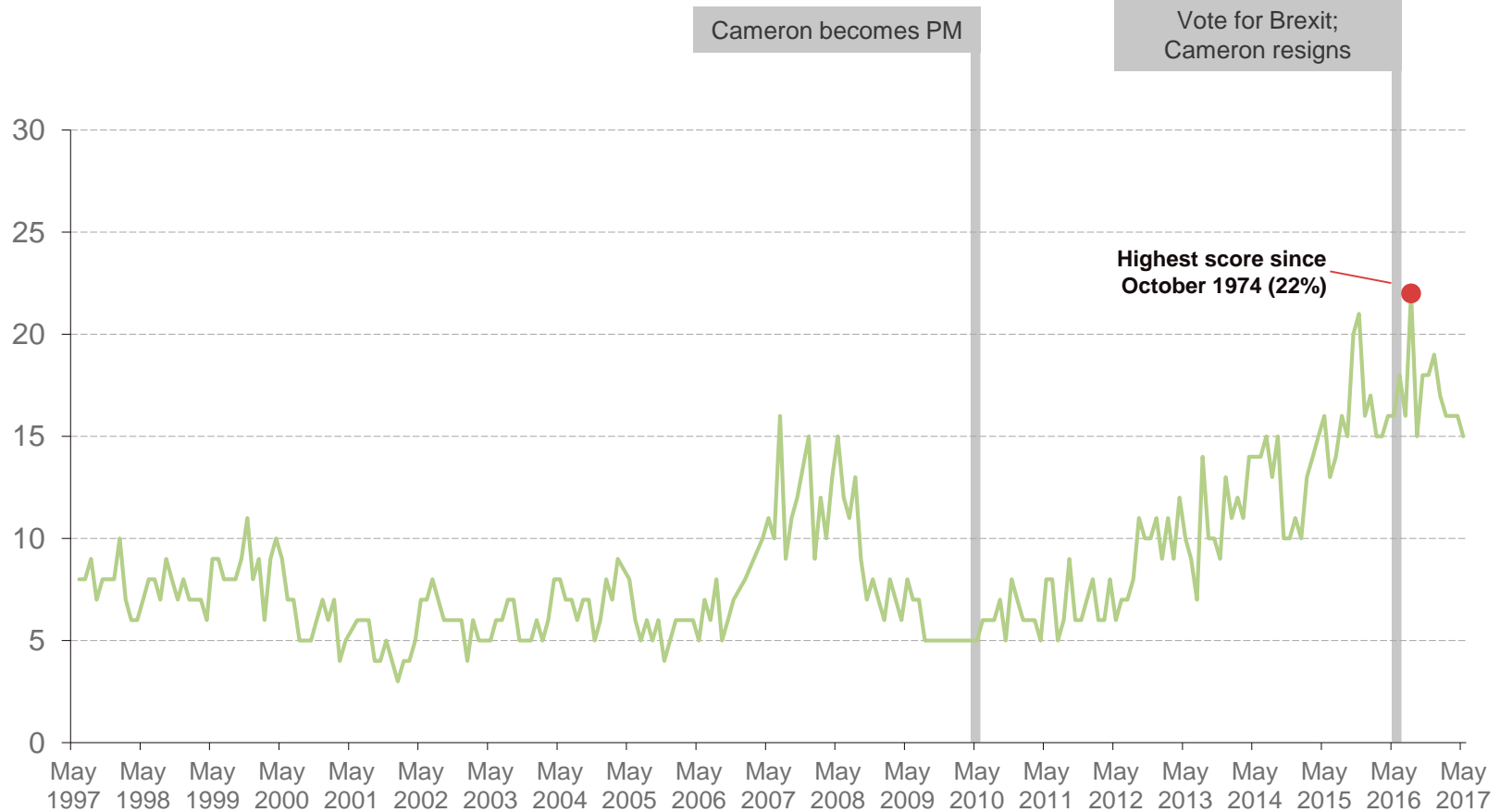
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Housing

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

16



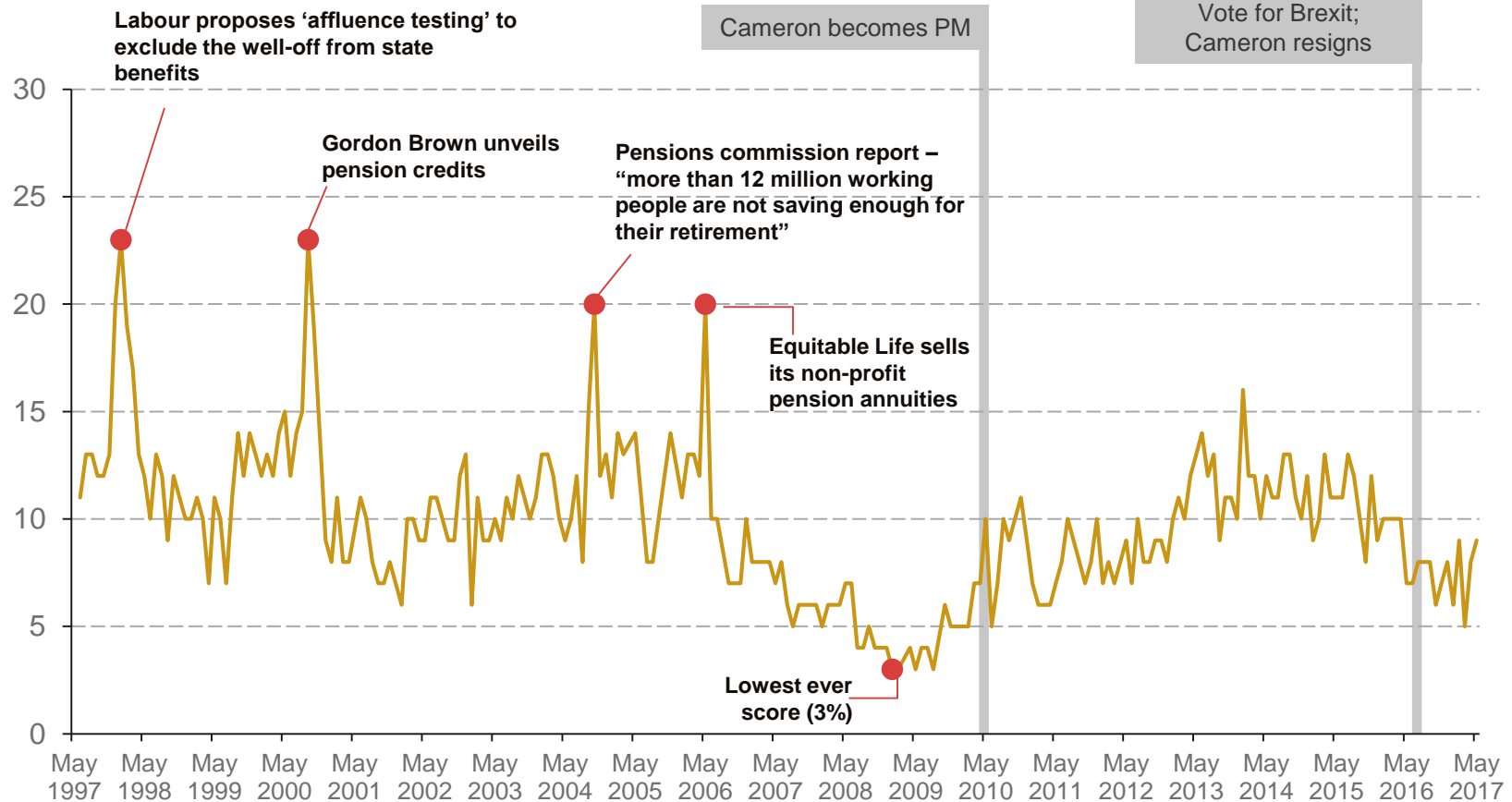
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



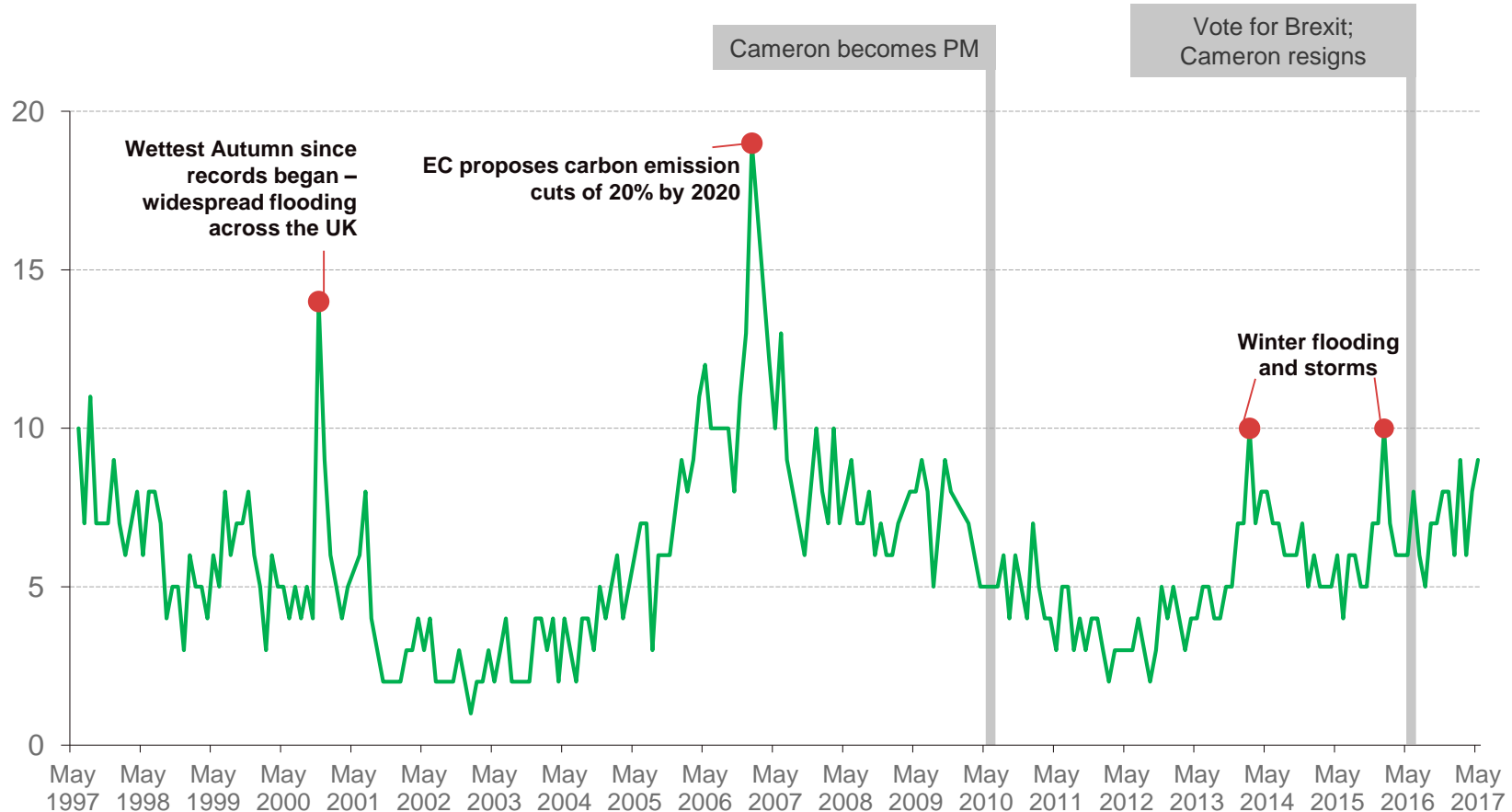
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

18



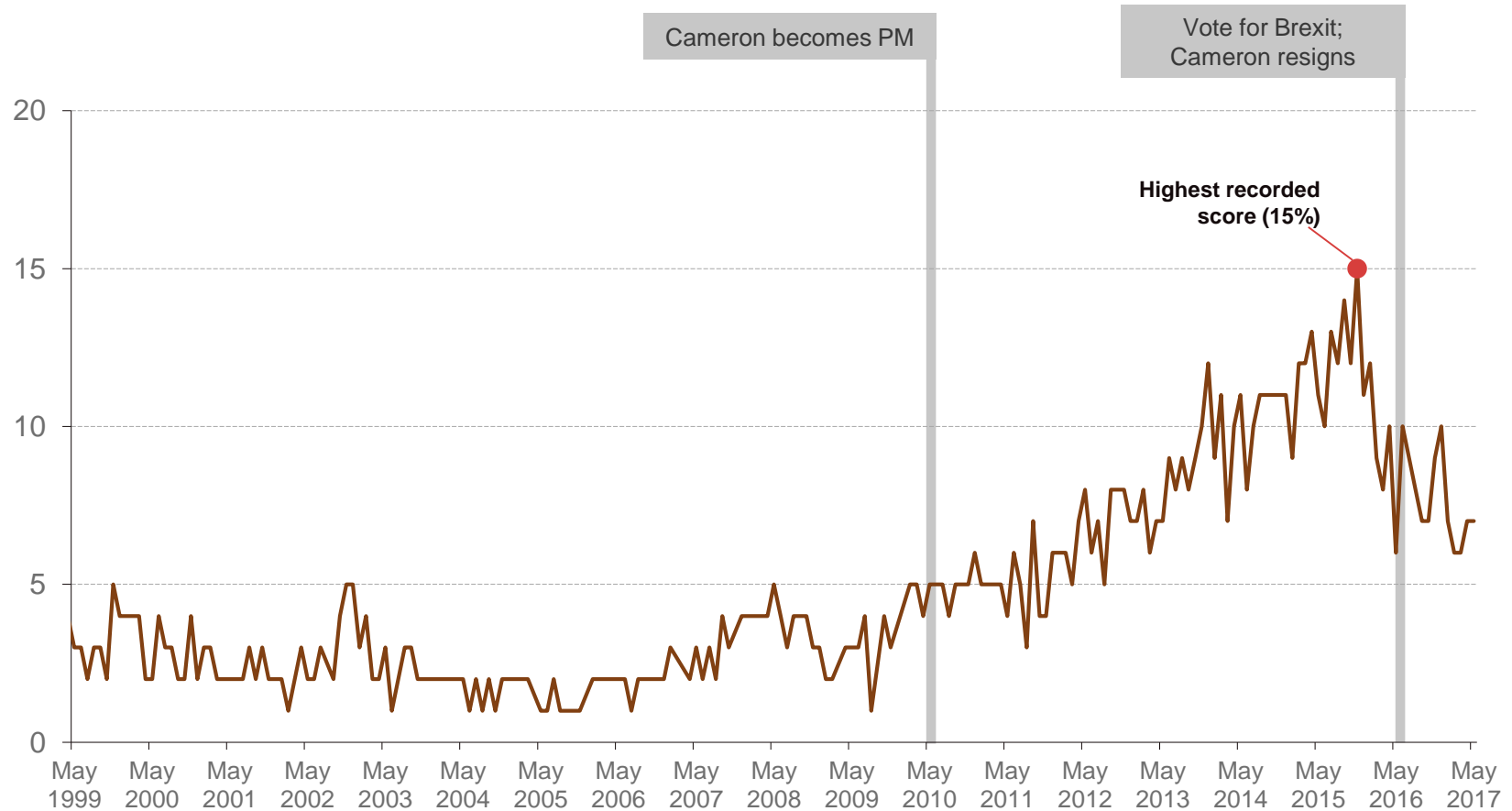
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

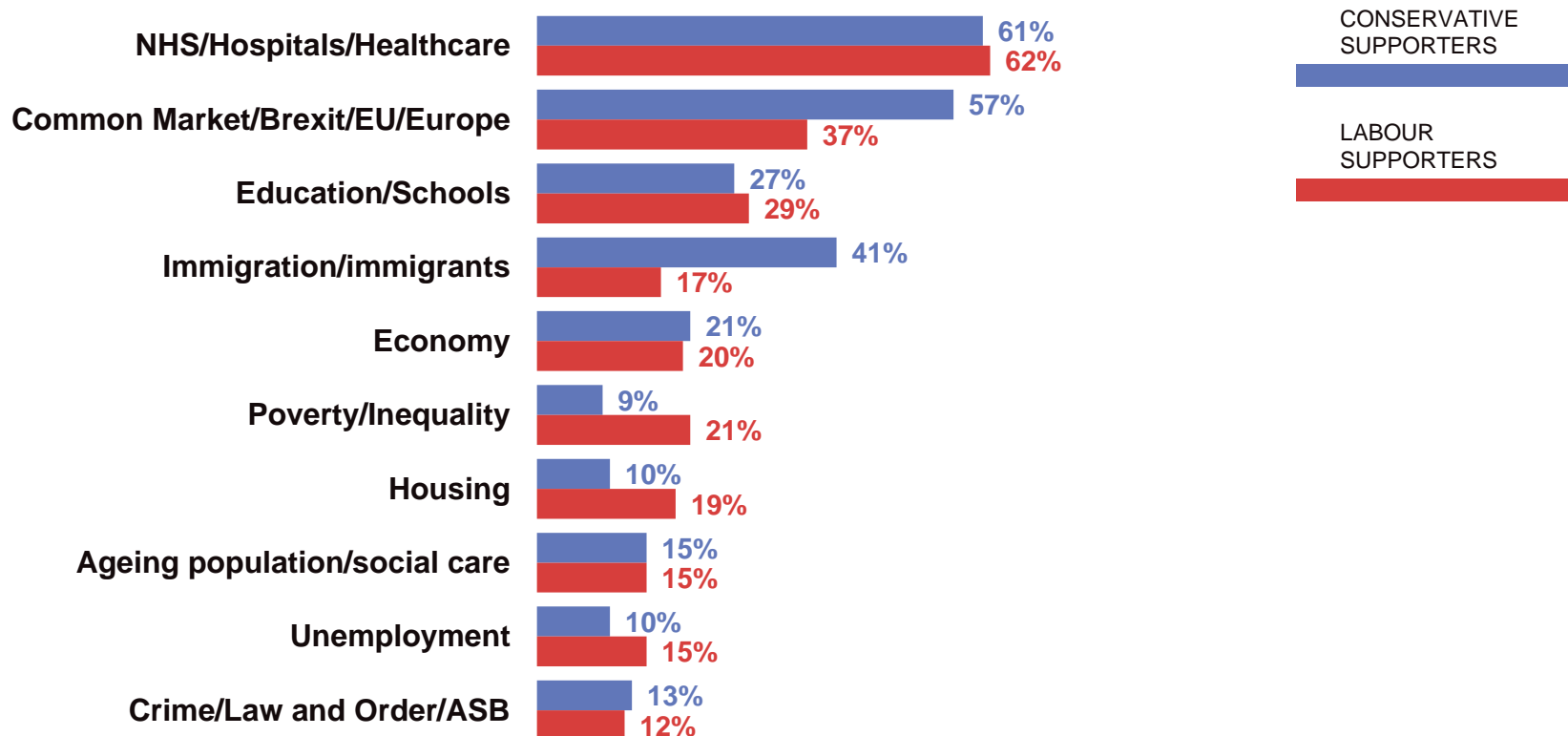
Source: Ipsos MORI Issues Index

# Top issues – concern by party support

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

20

Top mentions %

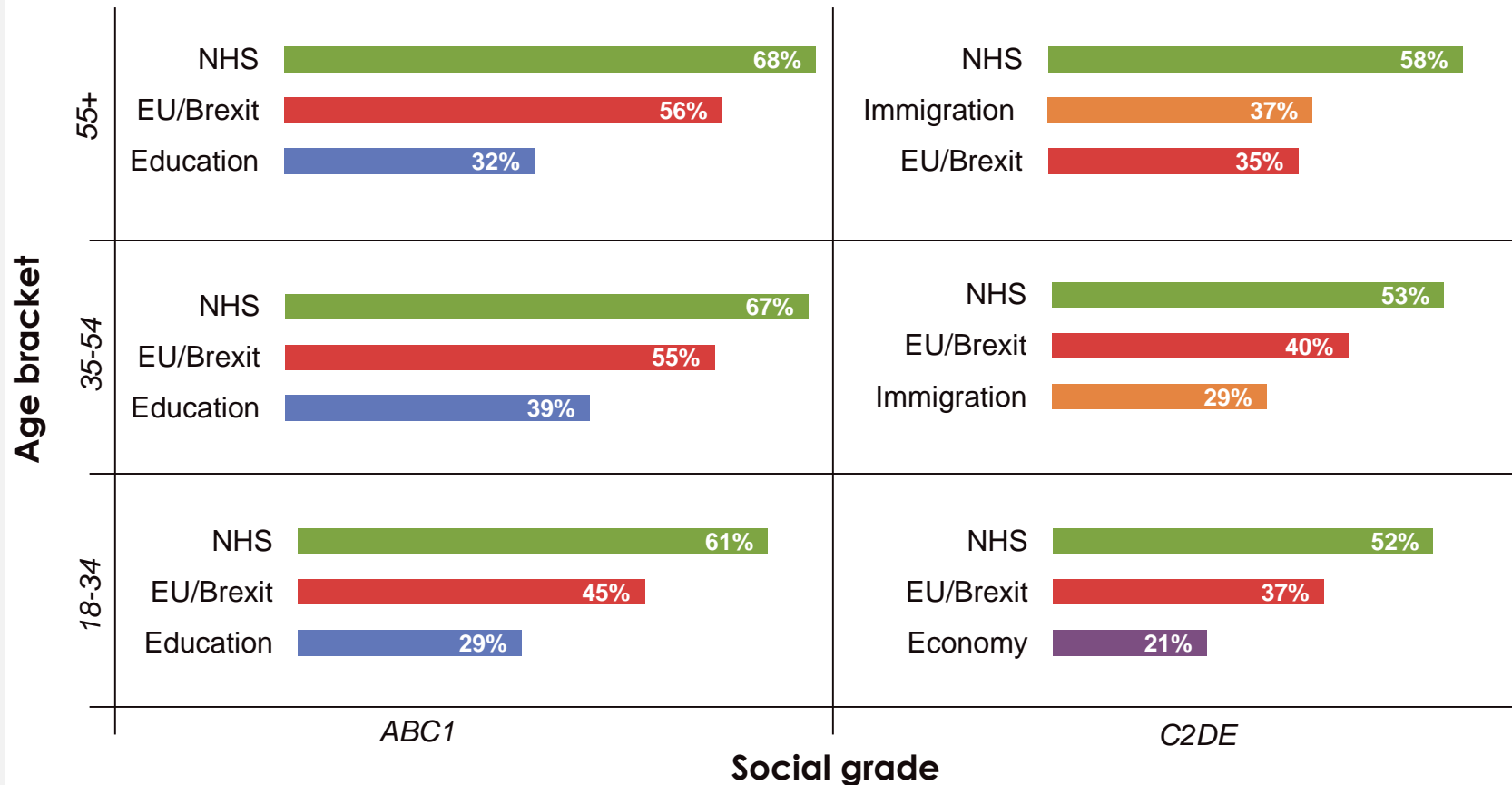


Base: 298 Conservative and 274 Labour supporters aged 18+, 5 – 15 May 2017

Source: Ipsos MORI Issues Index

# The NHS tops concern amongst all socio-demographic groups

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



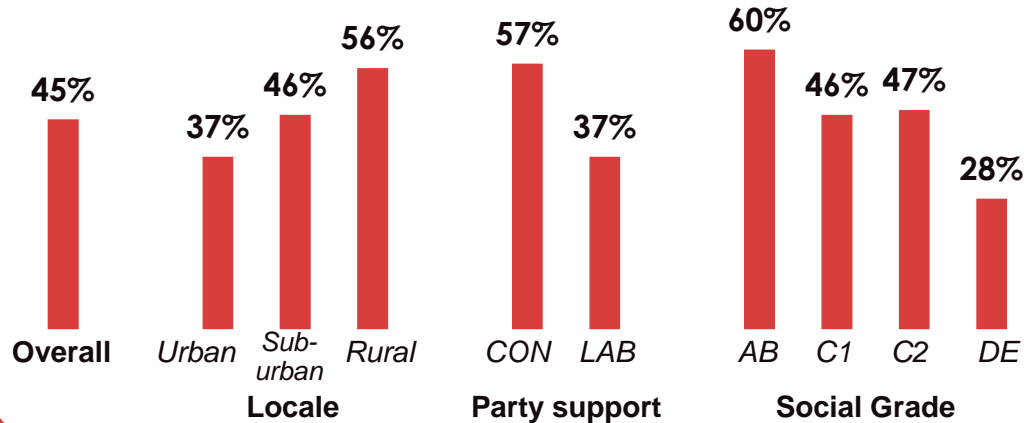
Base: 997 British adults 18+, 5 – 15 May 2017

Source: Ipsos MORI Issues Index

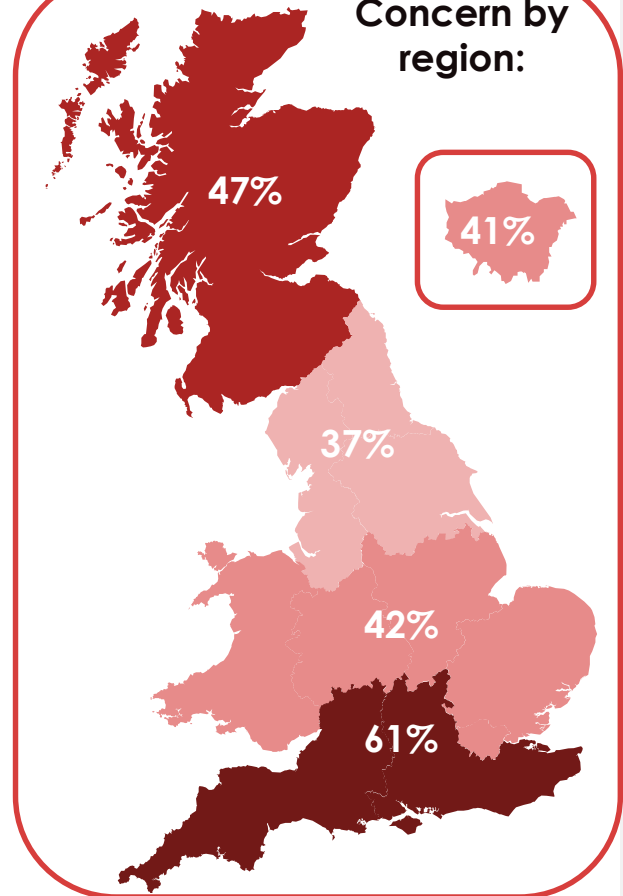
# Concern about EU/Brexit by subgroup

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

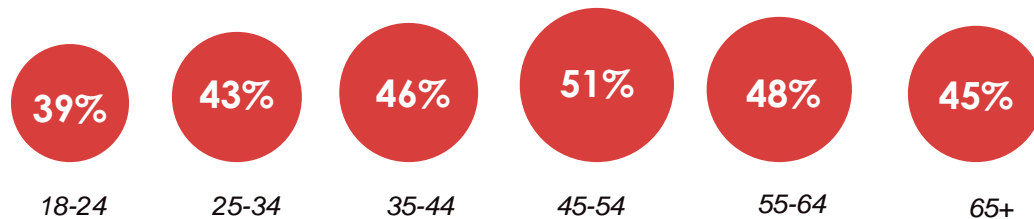
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



Base: 997 British adults 18+, 5 – 15 May 2017

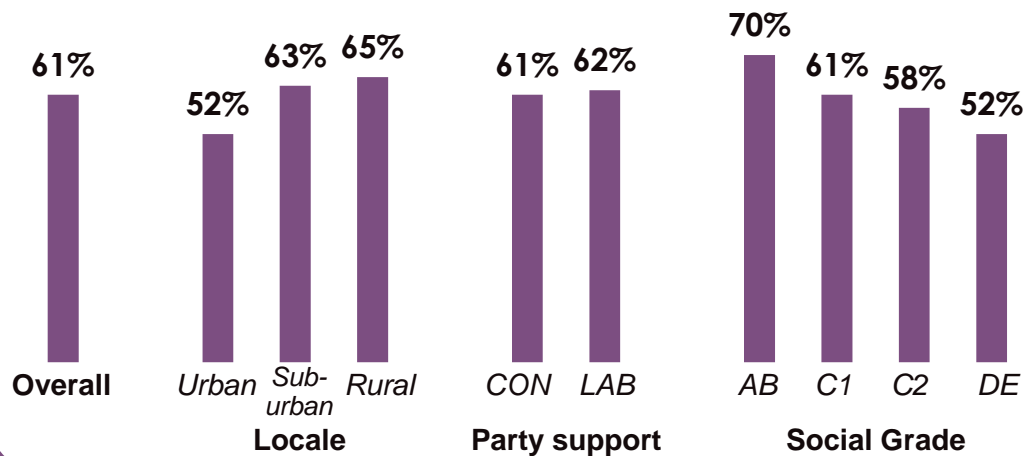
Ipsos MORI Issues Index

# Concern about the NHS by subgroup

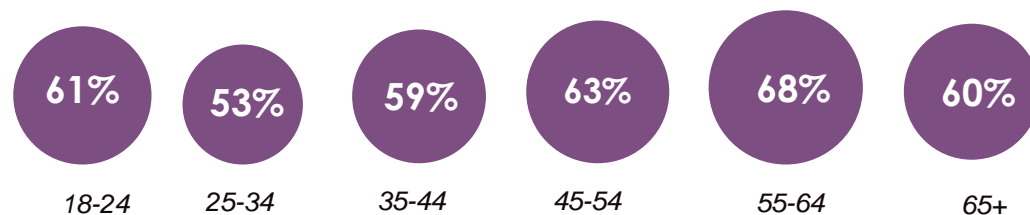
What do you see as the most/other important issues facing Britain today? NHS

23

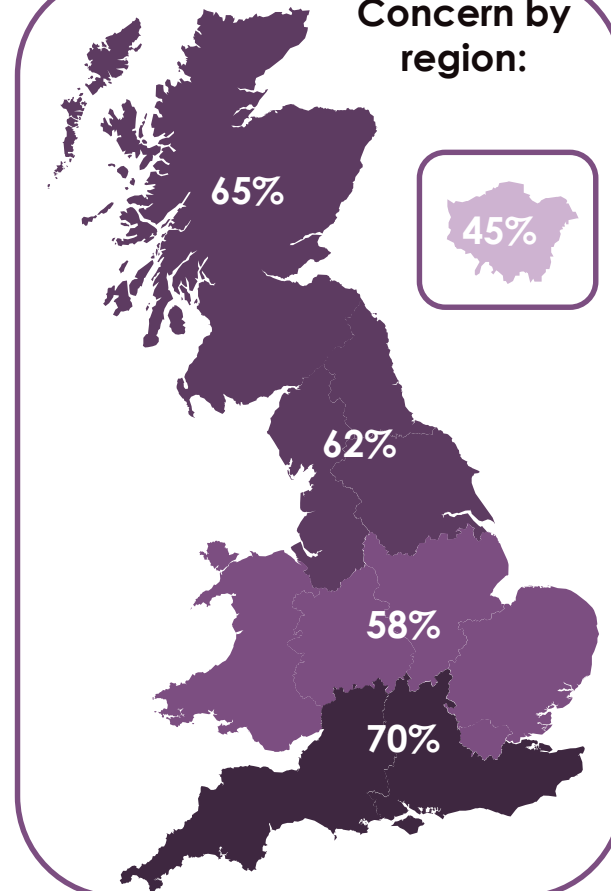
## Concern about the NHS by key demographic groups:



## Concern about the NHS by age group:



## Concern by region:



Base: 997 British adults 18+, 5-15 May 2017

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