# Issues Facing Britain – June

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

<table>
<thead>
<tr>
<th>Top mentions %</th>
<th>Change since May:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NHS/Hospitals/Healthcare</strong></td>
<td>54%</td>
</tr>
<tr>
<td><strong>Common Market/Brexit/EU/Europe</strong></td>
<td>42%</td>
</tr>
<tr>
<td><strong>Defence/foreign affairs/terrorism</strong></td>
<td>29%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>27%</td>
</tr>
<tr>
<td><strong>Immigration/immigrants</strong></td>
<td>26%</td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td>25%</td>
</tr>
<tr>
<td><strong>Ageing population/social care</strong></td>
<td>18%</td>
</tr>
<tr>
<td><strong>Poverty/Inequality</strong></td>
<td>18%</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td>17%</td>
</tr>
<tr>
<td><strong>Crime/Law and Order/ASB</strong></td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: 965 British adults 18+, 9 – 20 June 2017

Source: Ipsos MORI Issues Index
Issues Facing Britain – June

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

Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>Most/Other Important Issues</th>
<th>Most Important Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>54%</td>
<td>17%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>42%</td>
<td>25%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>Economy</td>
<td>25%</td>
<td>6%</td>
</tr>
<tr>
<td>Ageing population/Social care</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Housing</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>13%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: 965 British adults 18+, 9 – 20 June 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?

Source: Ipsos MORI Issues Index

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?

Source: Ipsos MORI Issues Index

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

Source: Ipsos MORI Issues Index
Single biggest issue: Trend 2010 - 2017

What do you see as the most important issue 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: NHS / Hospitals / Healthcare

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

Report says waiting lists have doubled under Labour

Lowest score since December 1985 (12%)

Highest score since April 2002 (61%)

Cameron becomes PM

Vote for Brexit; Cameron resigns

GE 2017

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?

- Treaty of Accession: 10 new EU Member States
- France and Holland reject ratification of EU constitution
- Lowest score recorded (1%)
- 51%: Highest recorded score (since September 1974)

Source: Ipsos MORI Issues Index

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
Issues Facing Britain: Immigration / Immigrants

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

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?

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?

- Unemployment falls below 1 million for first time in 25 years
- Minimum wage introduced
- Unemployment in Britain rises to 5.5%
- Lowest ever score (5%)
- Youth unemployment reaches 1 million
- Lowest score since September 2008 (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:
Crime / Law & Order / Violence / Vandalism / ASB

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

- May day riots
- 9/11
- Riots across England
- Lowest score since March 1991 (8%)

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?

Introduction of means-tested tuition fees. Education most important issue.

Labour’s second term - pledge to improve failing secondary schools

First City Academies introduced

Vote for Brexit; Cameron resigns

GE 2017

Lowest score since Dec 1985 (9%)

Highest score since September 2006 (27%)

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?

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

Source: Ipsos MORI Issues Index
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: Inflation/Prices

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

- Cameron becomes PM
- Vote for Brexit; Cameron resigns
- GE 2017

**Inflation rate hits 16 year peak**

**Inflation rises to 3.4%**

**Lowest score since Sep 2007 (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: Housing

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

Cameron becomes PM
Vote for Brexit; Cameron resigns

Highest score since October 1974 (22%)

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?

Labour proposes ‘affluence testing’ to exclude the well-off from state benefits
Gordon Brown unveils pension credits
Pensions commission report – “more than 12 million working people are not saving enough for their retirement”
Equitable Life sells its non-profit pension annuities
Lowest ever score (3%)

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?

- Wettest Autumn since records began – widespread flooding across the UK
- EC proposes carbon emission cuts of 20% by 2020
- Winter flooding and storms

Source: Ipsos MORI Issues Index

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

Ipsos MORI
Issues Facing Britain: Low pay/minimum wage/fair wages

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

Cameron becomes PM

Vote for Brexit; Cameron resigns

GE 2017

Highest recorded score (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
Top issues – concern by party support

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

Base: 205 Conservative and 428 Labour supporters aged 18+, 9 – 20 June 2017

Source: Ipsos MORI Issues Index
The NHS is the biggest 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

<table>
<thead>
<tr>
<th>Age bracket</th>
<th>NHS</th>
<th>EU/Brexit</th>
<th>Immigration</th>
<th>Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>58%</td>
<td>57%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>35-54</td>
<td>60%</td>
<td>50%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>57%</td>
<td>39%</td>
<td>33%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social grade</th>
<th>NHS</th>
<th>EU/Brexit</th>
<th>Immigration</th>
<th>Defence/Terrorism</th>
<th>Brexit/Immigration</th>
<th>Economy/Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC1</td>
<td>53%</td>
<td>40%</td>
<td>35%</td>
<td>30%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>C2DE</td>
<td>47%</td>
<td>30%</td>
<td>26%</td>
<td>30%</td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

Base: 965 British adults 18+, 9 – 20 June 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:

- Overall: 42%
- Urban: 39%
- Suburban: 41%
- Rural: 48%
- CON: 59%
- LAB: 38%
- AB: 54%
- C1: 45%
- C2: 39%
- DE: 27%

Concern by region:
- 53%
- 45%
- 33%
- 37%
- 52%
- 52%

Concern about the EU/Brexit by age group:

- 18-24: 35%
- 25-34: 37%
- 35-44: 34%
- 45-54: 48%
- 55-64: 40%
- 65+: 52%

Base: 965 British adults 18+, 9 – 20 June 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

Concern about the NHS by key demographic groups:

- Overall: 54%
- Urban: 43%
- Sub-urban: 59%
- Rural: 60%
- CON: 61%
- LAB: 46%
- AB: 60%
- C1: 57%
- C2: 49%
- DE: 50%

Concern by region:

- Overall: 54%
- Urban: 43%
- Sub-urban: 59%
- Rural: 60%
- CON: 54%
- LAB: 46%
- AB: 60%
- C1: 57%
- C2: 50%

Concern about the NHS by age group:

- 18-24: 52%
- 25-34: 52%
- 35-44: 52%
- 45-54: 58%
- 55-64: 62%
- 65+: 51%

Base: 965 British adults 18+, 9 – 20 June 2017

Ipsos MORI Issues Index