July 2017
ECONOMIST/IPSOS MORI ISSUES INDEX

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## Issues Facing Britain – July

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

<table>
<thead>
<tr>
<th>Top mentions %</th>
<th>Change since June:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>50%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>41%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>28%</td>
</tr>
<tr>
<td>Economy</td>
<td>25%</td>
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<tr>
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<td>25%</td>
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<td>Defence/foreign affairs/terrorism</td>
<td>19%</td>
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<td>Poverty/Inequality</td>
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<td>Crime/Law and Order/ASB</td>
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<tr>
<td>Ageing population/social care</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: 1,012 British adults 18+, 30 June – 10 July 2017

Source: Ipsos MORI Issues Index
### Issues Facing Britain – July

**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>50%</td>
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<td></td>
</tr>
<tr>
<td>Other issues</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Base:** 1,012 British adults 18+, 30 June – 10 July 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
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?

Source: Ipsos MORI Issues Index

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

NHS  EU/BREXIT  IMMIGRATION  ECONOMY  DEFENCE/TERRORISM  UNEMPLOYMENT

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

Highest score since April 2002 (61%)

Lowest score since December 1985 (12%)

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: Common Market / Europe / Euro / EU / Brexit

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

- Treaty of Accession: ten new EU Member States
- France and Holland reject ratification of EU constitution
- Vote for Brexit; Cameron resigns
- Cameron becomes PM
- GE 2017

51%: Highest recorded score (since September 1974)

Lowest score recorded (1%)

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?

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

Border controls relaxed for “A8” EU Countries (Poland, etc.)

Highest concern ever recorded (56%)

EU Border controls relaxed for Romanians and Bulgarians

Vote for Brexit; Cameron resigns

Cameron becomes PM

GE 2017

May 1997
May 1998
May 1999
May 2000
May 2001
May 2002
May 2003
May 2004
May 2005
May 2006
May 2007
May 2008
May 2009
May 2010
May 2011
May 2012
May 2013
May 2014
May 2015
May 2016
May 2017
Issues Facing Britain: Economy / Economic situation

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

Highest score since 1992; Most important issue for the first time

Global recession and Russian Financial crisis

Northern Rock nationalised

Sub-prime mortgage crisis in the US

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:
Unemployment / Factory closure / Lack of industry

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: Education / Schools

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

Introduction of university tuition fees; Education most important issue.

Vote for Brexit; Cameron resigns

Cameron becomes PM

First City Academies introduced

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

Highest score since September 2006 (27%)

Lowest score since Dec 1985 (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: Crime / Law & Order / Violence / Vandalism / ASB

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

- May day riots
- 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: Defence / Foreign Affairs / International terrorism

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

Invasion of Iraq
9/11
"7/7" London Bombing
Failed terror attacks in London and Glasgow
UK withdraws from Iraq
Parliamentary vote against action in Syria
NATO bombing in Libya
Rise of IS
Parliamentary vote for action against IS in Syria
Paris attacks and Parliamentary vote for action against IS in Syria
London Bridge attack

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?

September 1999: Alastair Darling – “one child in three” living in poverty

January 2005: Make Poverty History campaign launched on New Year’s Day

December 2016: highest score recorded (20%)

May 1998 - May 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: 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
GE 2017

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
- Nine killed in gales across Britain and EU proposes carbon emission cuts of 20% by 2020

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?

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conservative Supporters</th>
<th>Labour Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>54%</td>
<td>37%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>40%</td>
<td>23%</td>
</tr>
<tr>
<td>Economy</td>
<td>27%</td>
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<td>14%</td>
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<tr>
<td>Ageing population/social care</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: 236 Conservative and 434 Labour supporters aged 18+, 30 June – 10 July 2017

Source: Ipsos MORI Issues Index
Top issues – concern by gender

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td></td>
<td>41%</td>
<td>58%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td></td>
<td>36%</td>
<td>46%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td></td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Economy</td>
<td></td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td></td>
<td>19%</td>
<td>30%</td>
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<td>Defence/foreign affairs/terrorism</td>
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<td>20%</td>
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<td>Housing</td>
<td></td>
<td>19%</td>
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<tr>
<td>Poverty/Inequality</td>
<td></td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td></td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Ageing population/social care</td>
<td></td>
<td>11%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: 493 men and 519 women aged 18+, 30 June – 10 July 2017
Source: Ipsos MORI Issues Index
Concern about the NHS is high in all groups; ABC1s of all ages are more worried about Brexit

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>EU/Brexit</th>
<th>NHS</th>
<th>Economy/Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>60%</td>
<td>52%</td>
<td>30%</td>
</tr>
<tr>
<td>35-54</td>
<td>54%</td>
<td>53%</td>
<td>33%</td>
</tr>
<tr>
<td>18-34</td>
<td>45%</td>
<td>55%</td>
<td>27%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social grade</th>
<th>EU/Brexit</th>
<th>NHS</th>
<th>Immigration</th>
<th>EU/Brexit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC1</td>
<td>45%</td>
<td>55%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>C2DE</td>
<td>42%</td>
<td>42%</td>
<td>29%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 1012 British adults 18+, 30 June – 10 July 2017
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: 41%
Men: 46%
Women: 36%

CON: 54%
LAB: 37%

AB: 62%
C1: 45%
C2: 30%
DE: 22%

Generation:

18-24: 35%
25-34: 31%
35-44: 41%
45-54: 48%
55-64: 35%
65+: 50%

Concern by region:

Scotland: 44%
Wales: 39%
Northern Ireland: 36%
England: 54%

Base: 1,012 British adults 18+, 30 June – 10 July 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: 50%
- Men: 41%
- Women: 58%
- CON: 52%
- LAB: 50%
- AB: 59%
- C1: 48%
- C2: 47%
- DE: 45%

Concern about the NHS by age group:

- 18-24: 49%
- 25-34: 48%
- 35-44: 55%
- 45-54: 46%
- 55-64: 47%
- 65+: 53%

Concern by region:

- 43%
- 41%
- 58%
- 52%
- 50%
- 59%
- 48%
- 50%
- 47%
- 45%
- 51%
- 58%
- 45%

Base: 1,012 British adults 18+, 30 June – 10 July 2017

Ipsos MORI Issues Index

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For more information contact:
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