



August 2017

ECONOMIST/IPSOS MORI ISSUES INDEX

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Issues Facing Britain – August

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

2

Top mentions %

Change since July:

	Top mentions %	%	Position
NHS/Hospitals/Healthcare	48%	-2	—
Common Market/Brexit/EU/Europe	44%	+3	—
Immigration/immigrants	26%	-2	—
Education	23%	-2	+1 ↑
Economy	22%	-3	-1 ↓
Housing	16%	-3	+1 ↑
Defence/foreign affairs/terrorism	15%	-4	-1 ↓
Poverty/Inequality	15%	-2	—
Crime/Law and Order/ASB	13%	-1	—
Pollution/environment	12%	+2	+5 ↑
Ageing population/social care	12%	-2	—
Unemployment	12%	-2	-3 ↓

Base: 1,018 British adults 18+, 4 – 10 August 2017

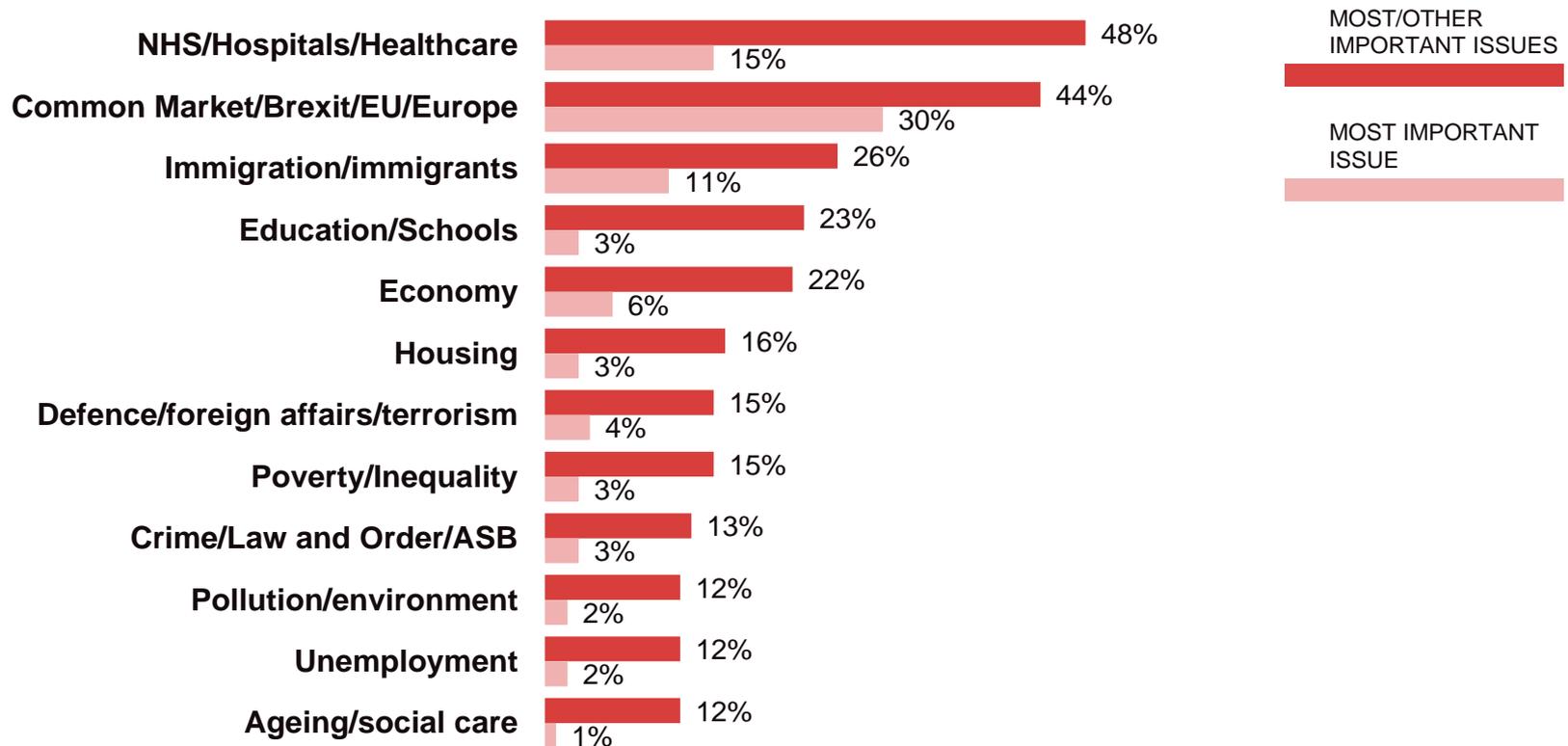
Source: Ipsos MORI Issues Index

Issues Facing Britain – August

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

3

Top mentions %



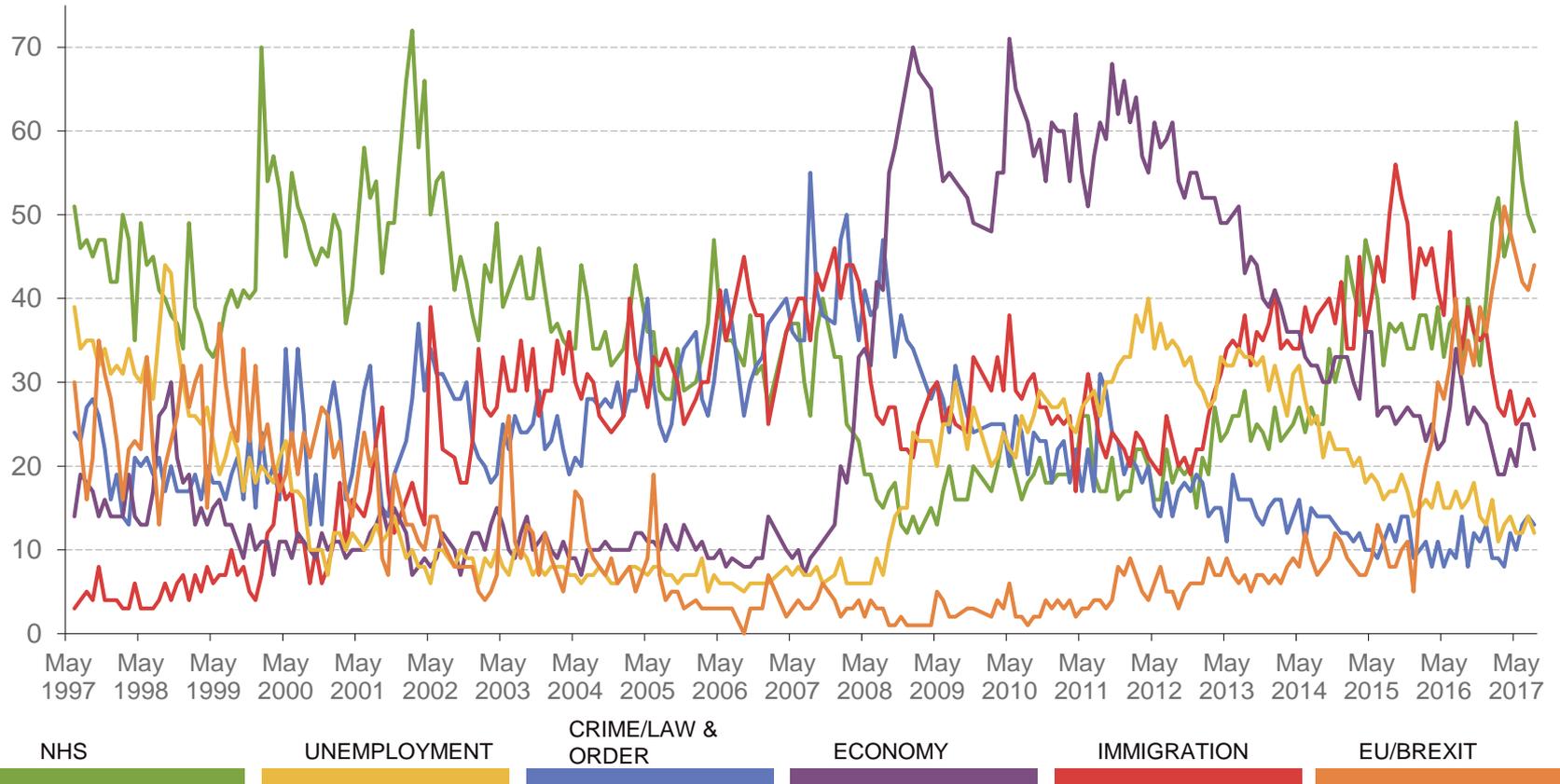
Base: 1,018 British adults 18+, 4 – 10 August 2017

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



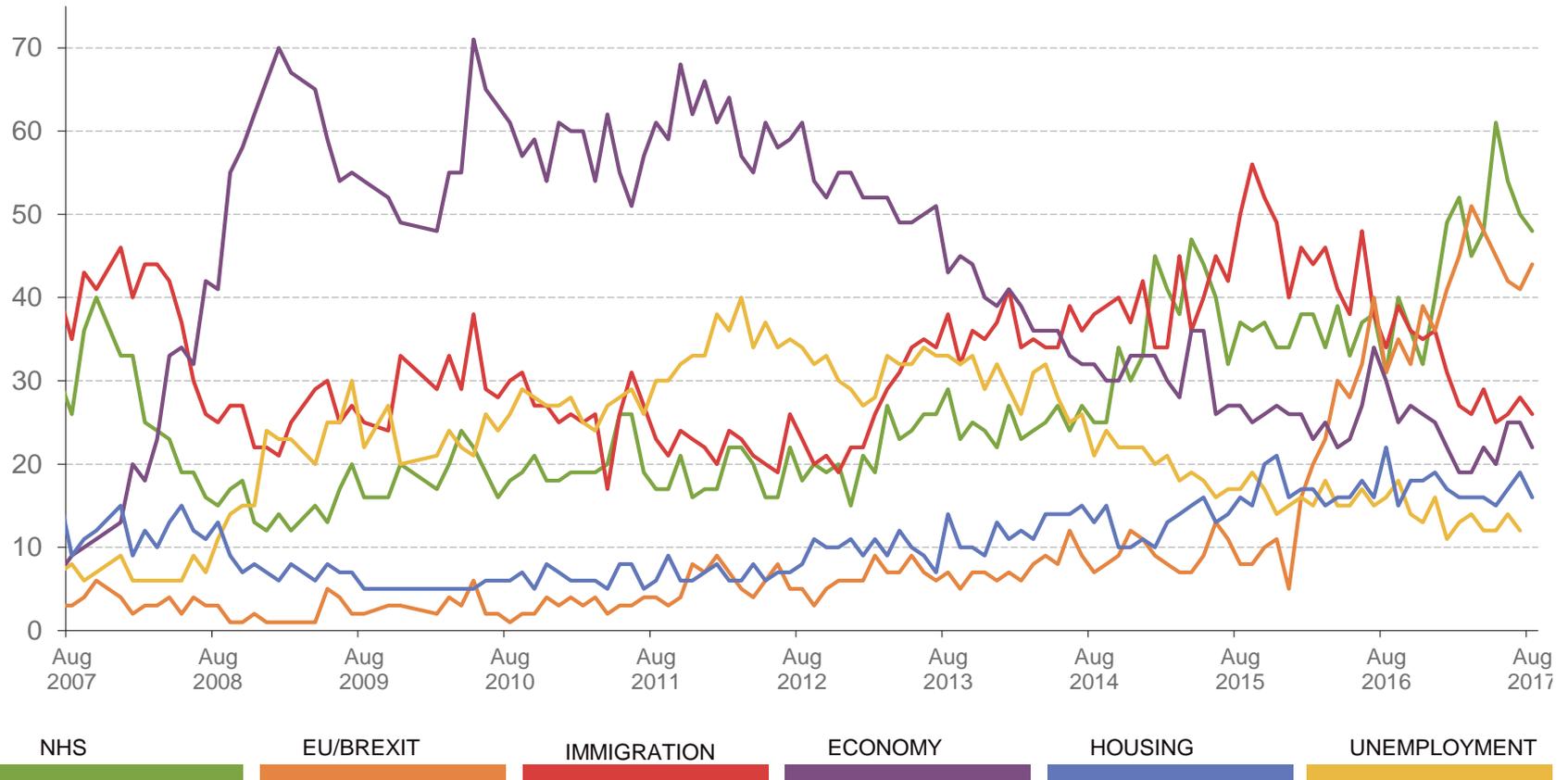
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

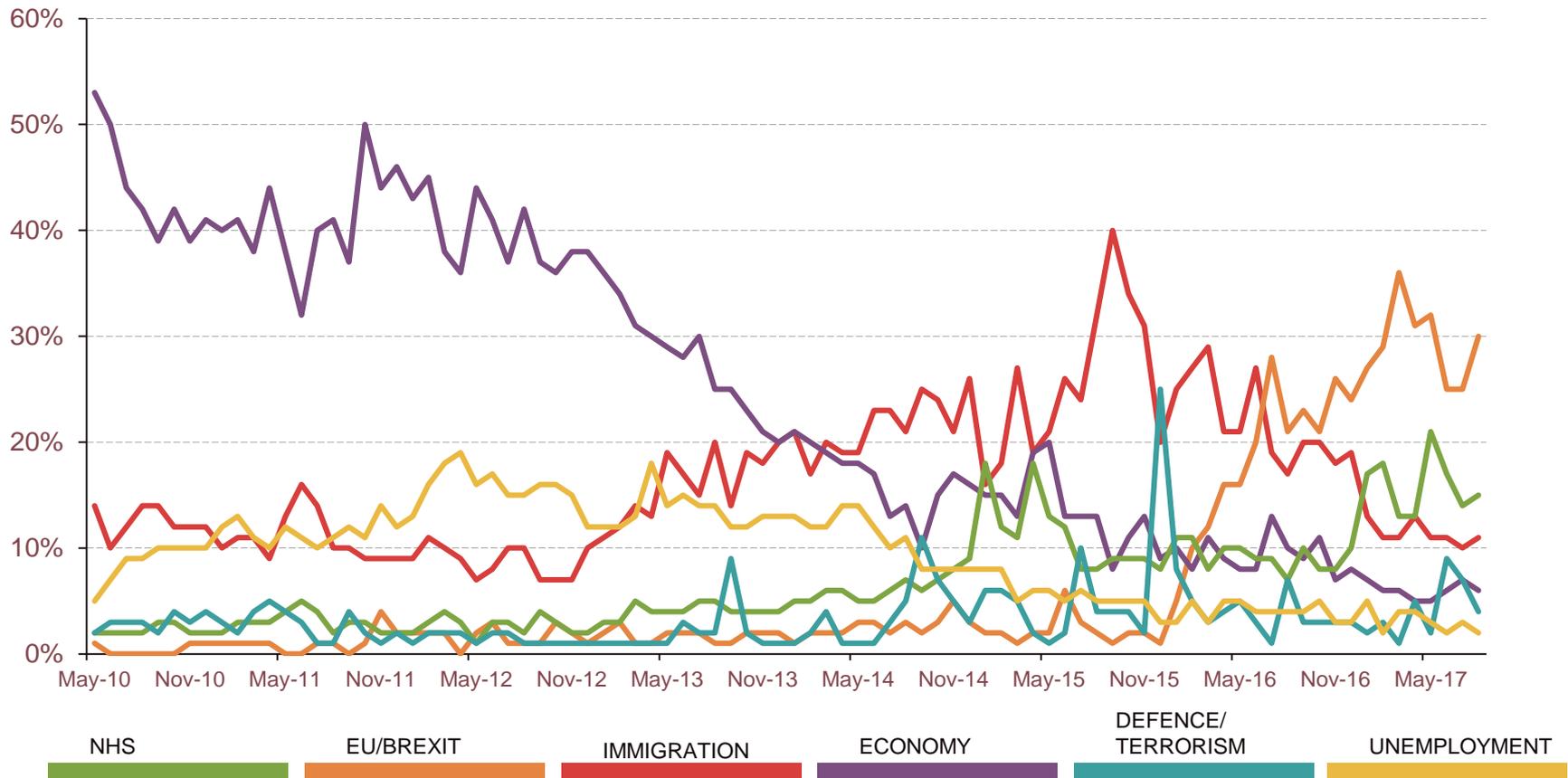


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Single biggest issue: Trend 2010 - 2017

What do you see as the most important issue facing Britain today?



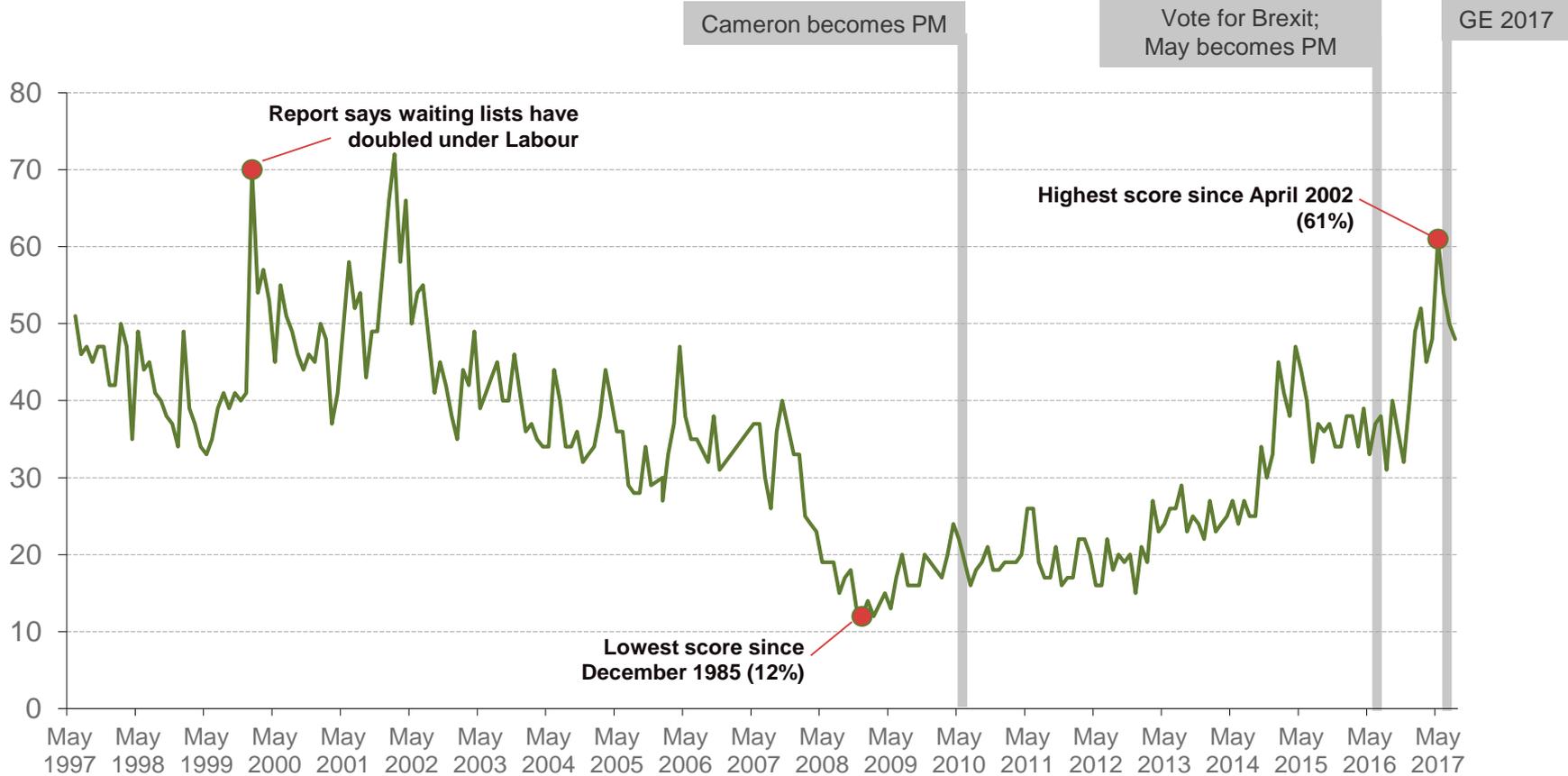
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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

7



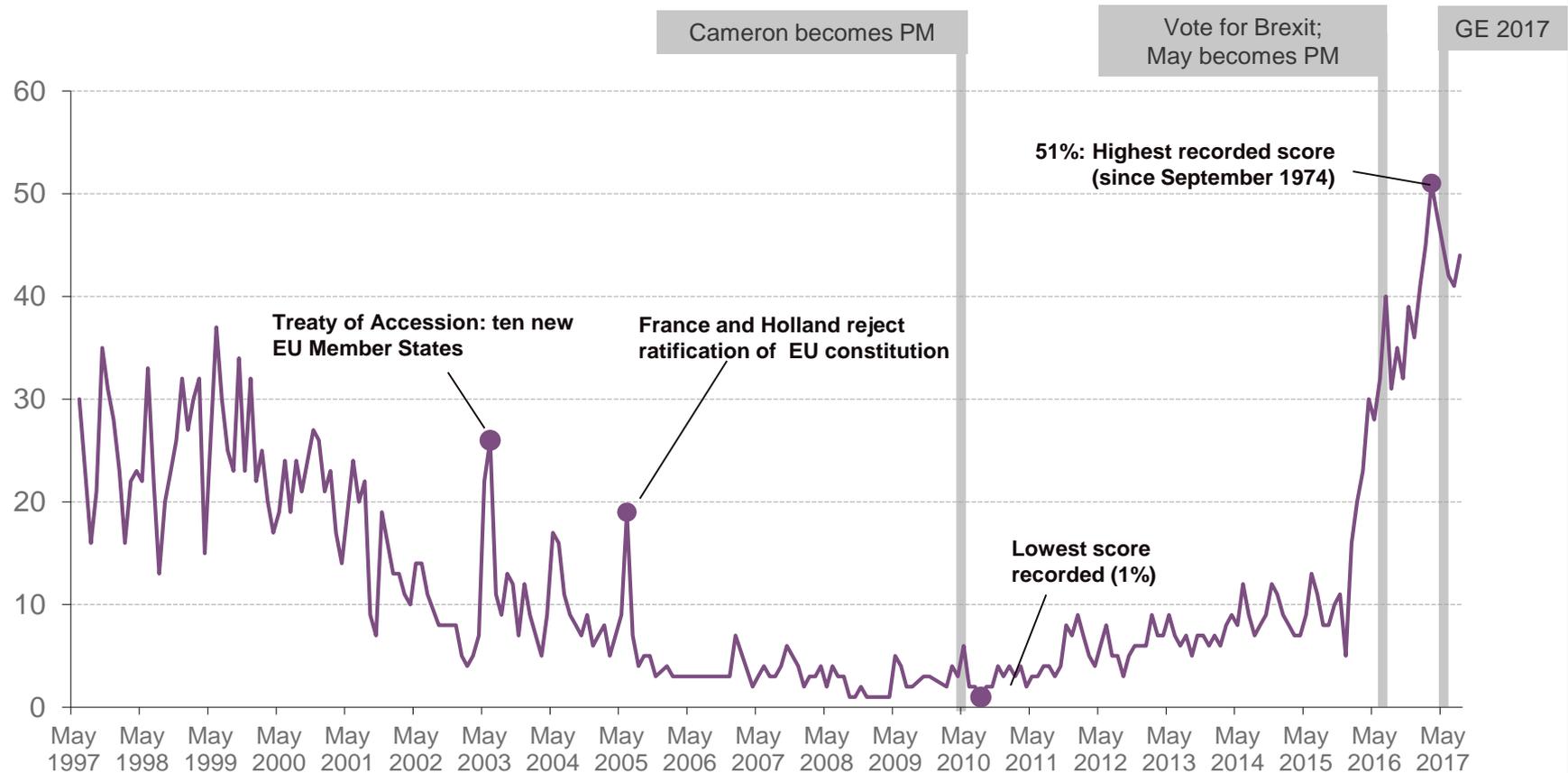
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

8



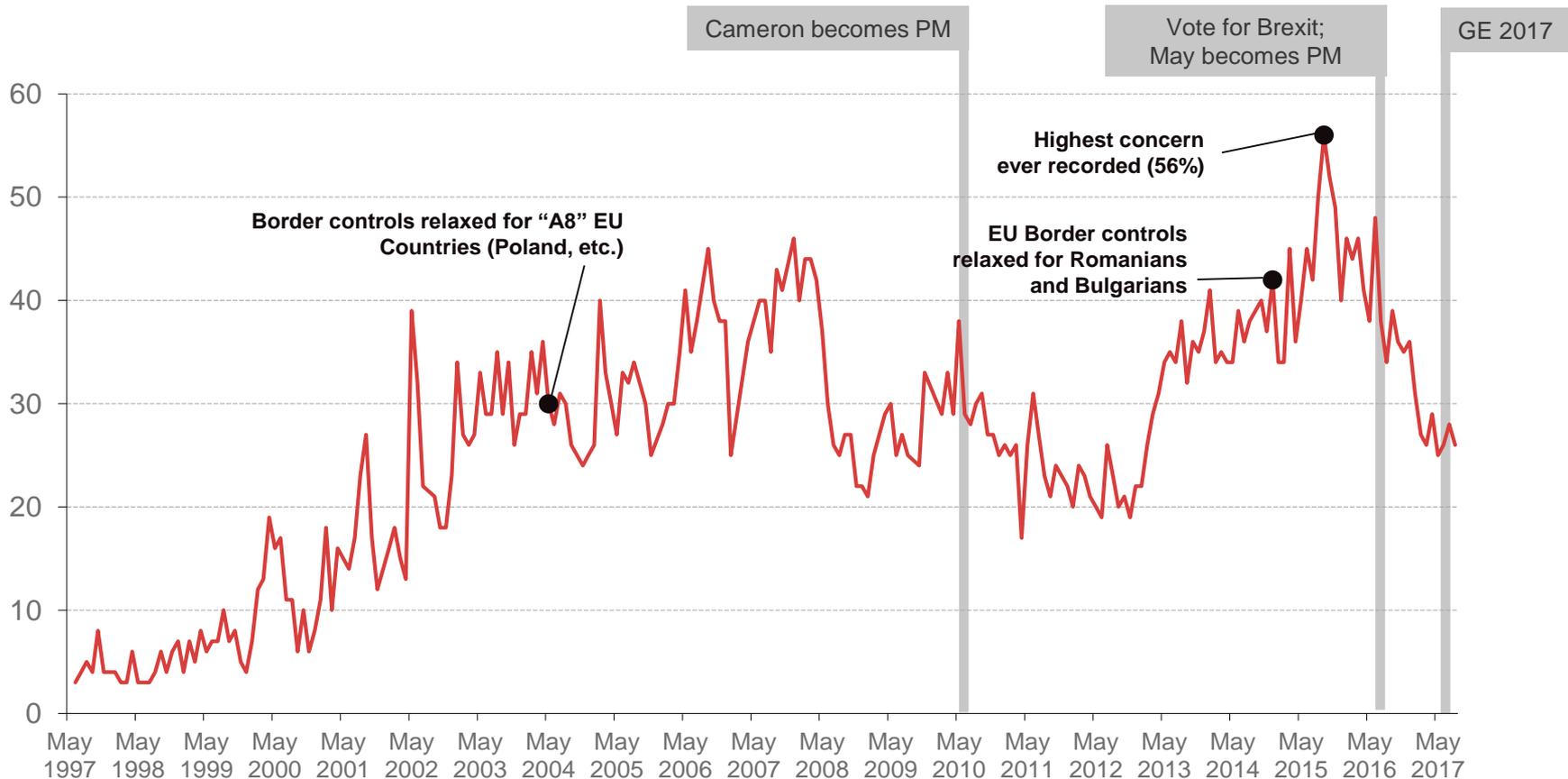
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



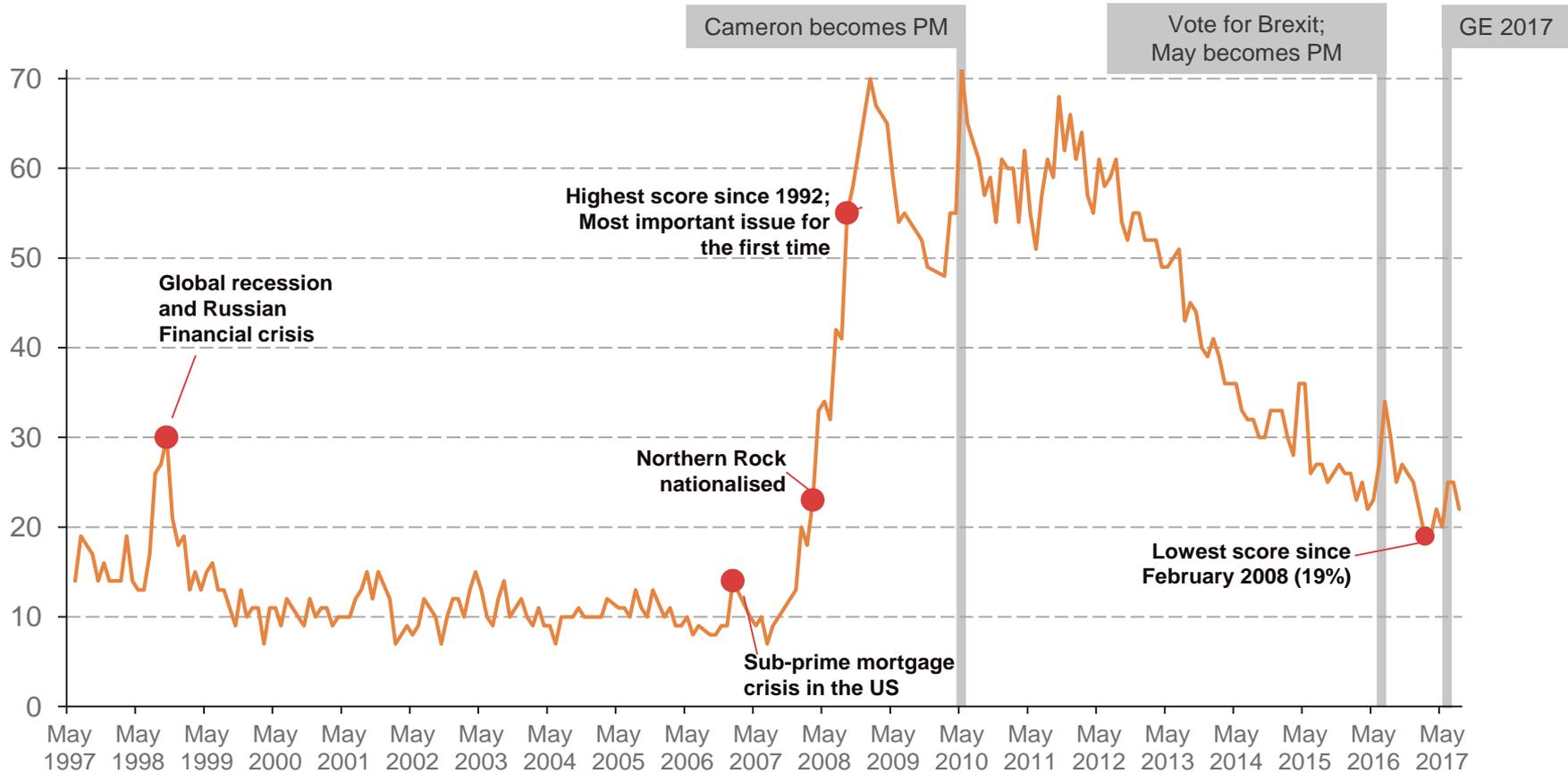
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

10



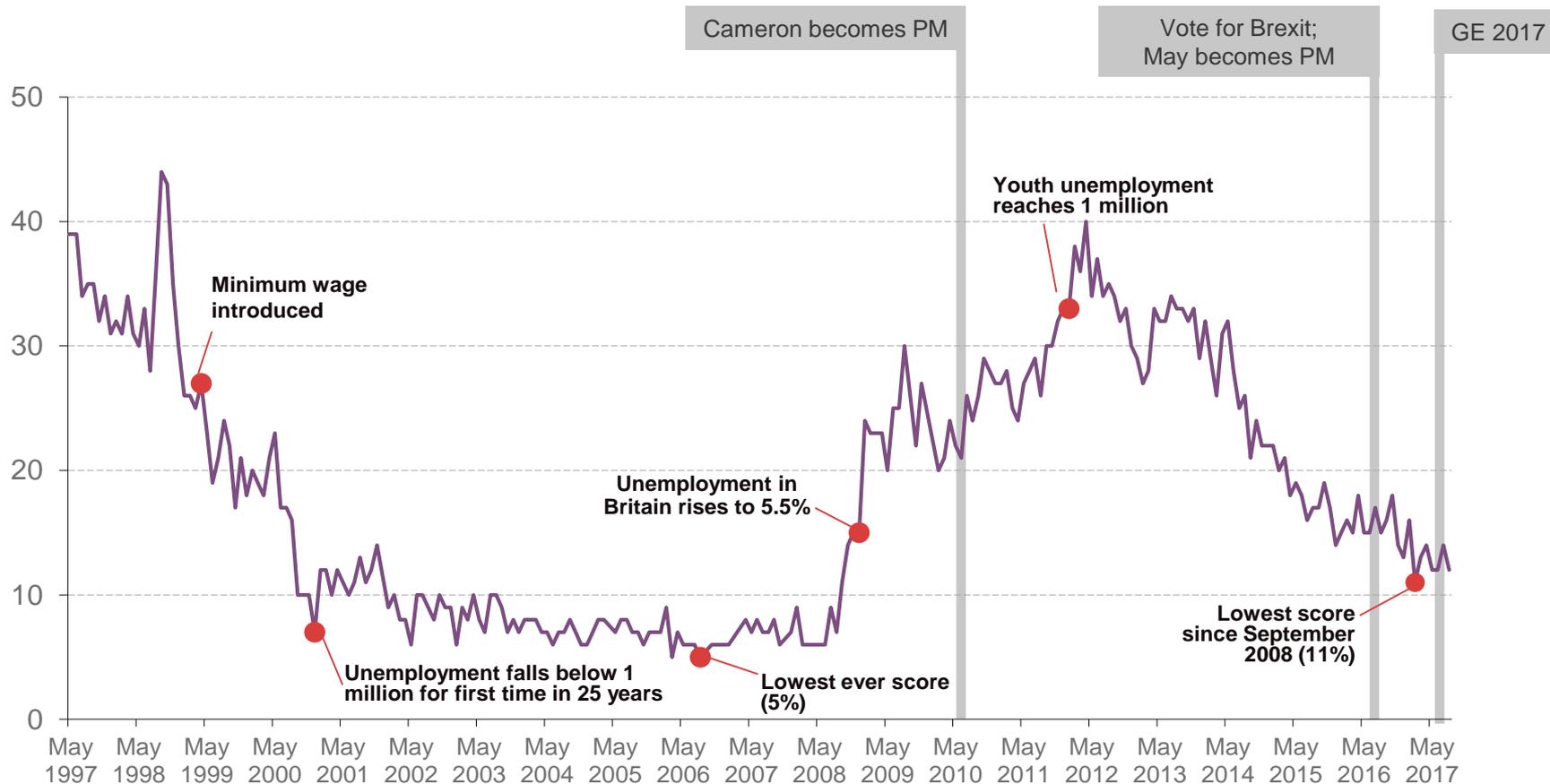
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Unemployment / Factory closure / Lack of industry

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

11



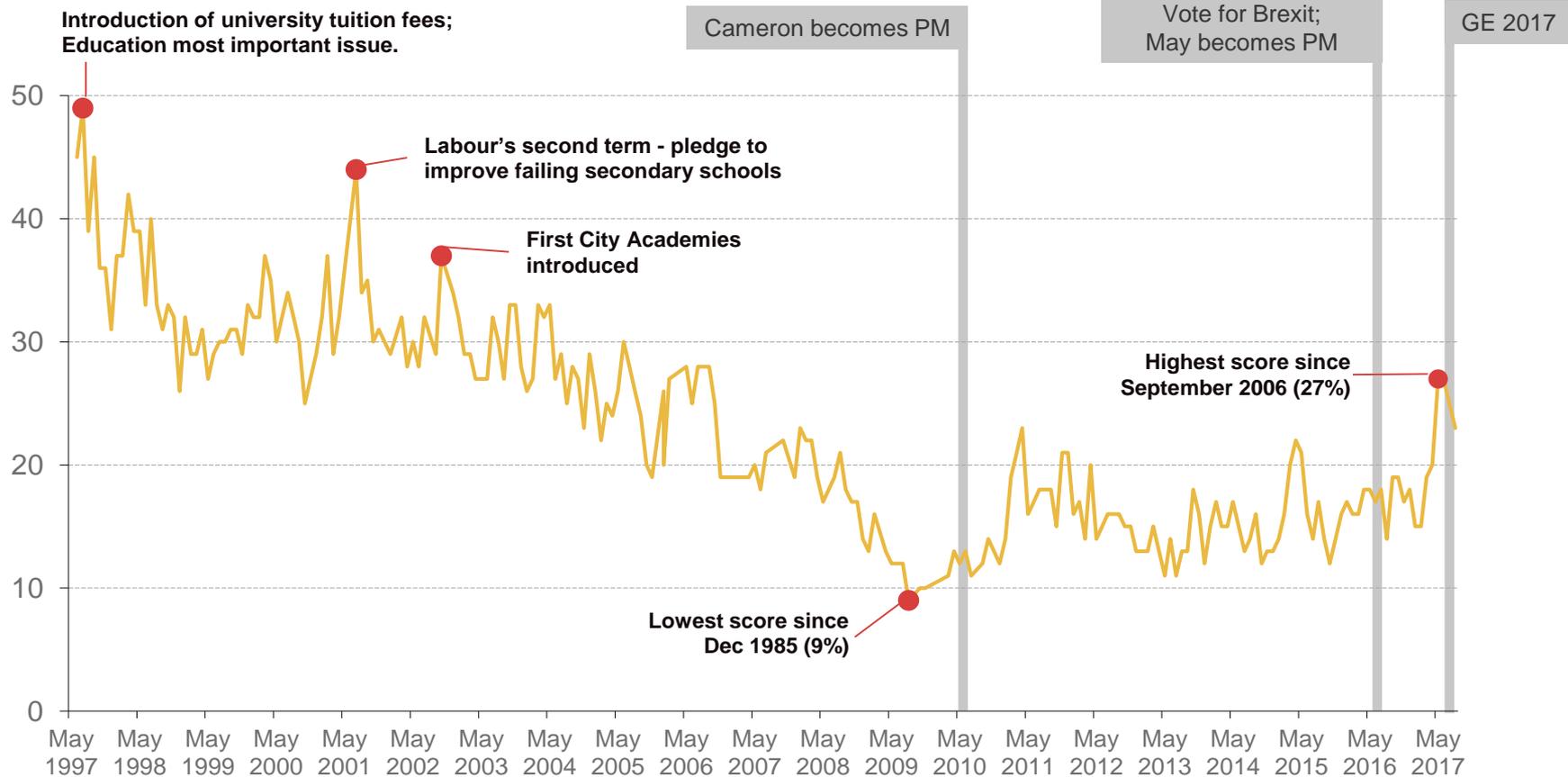
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

12



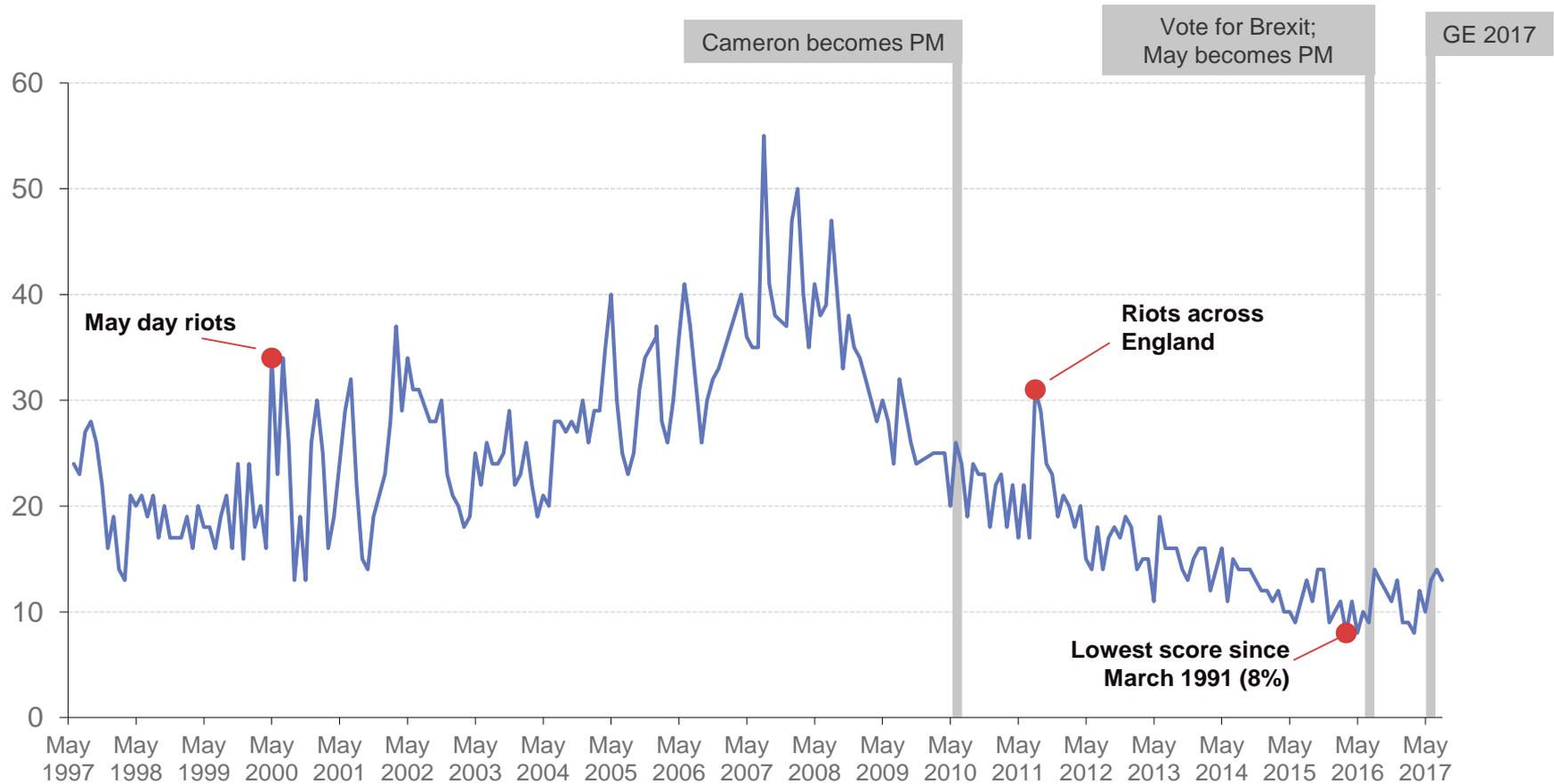
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

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

13



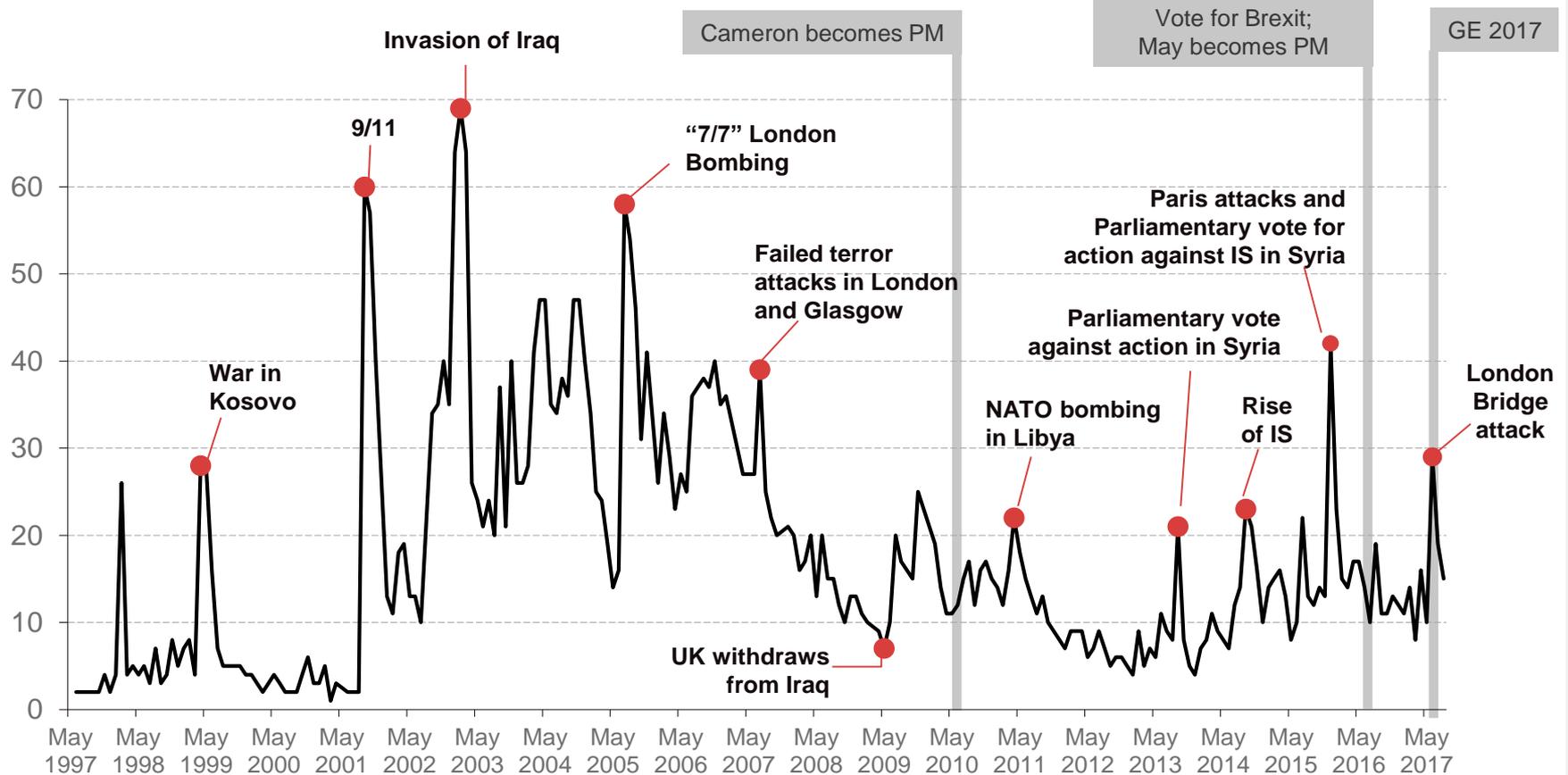
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

14



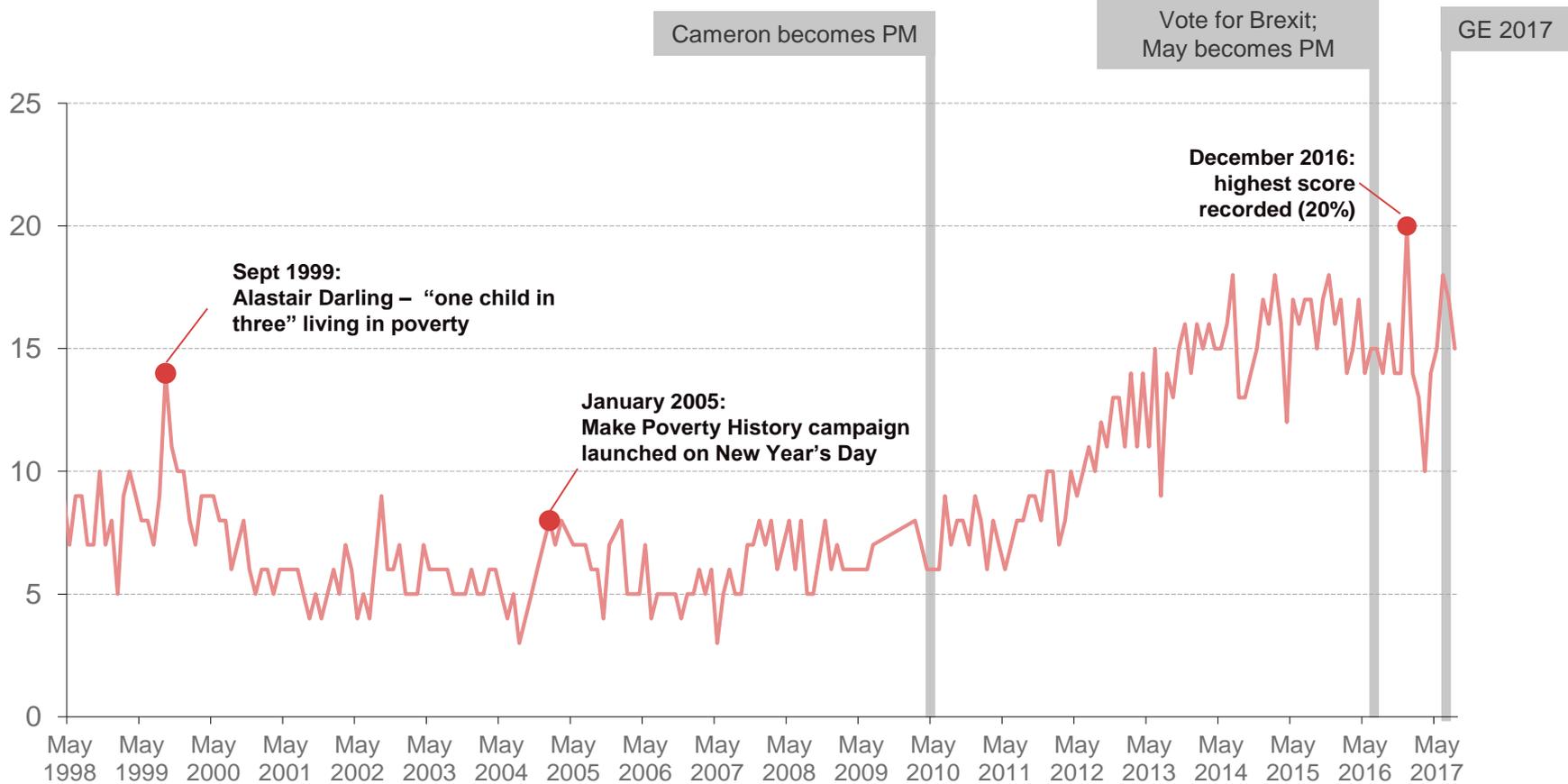
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



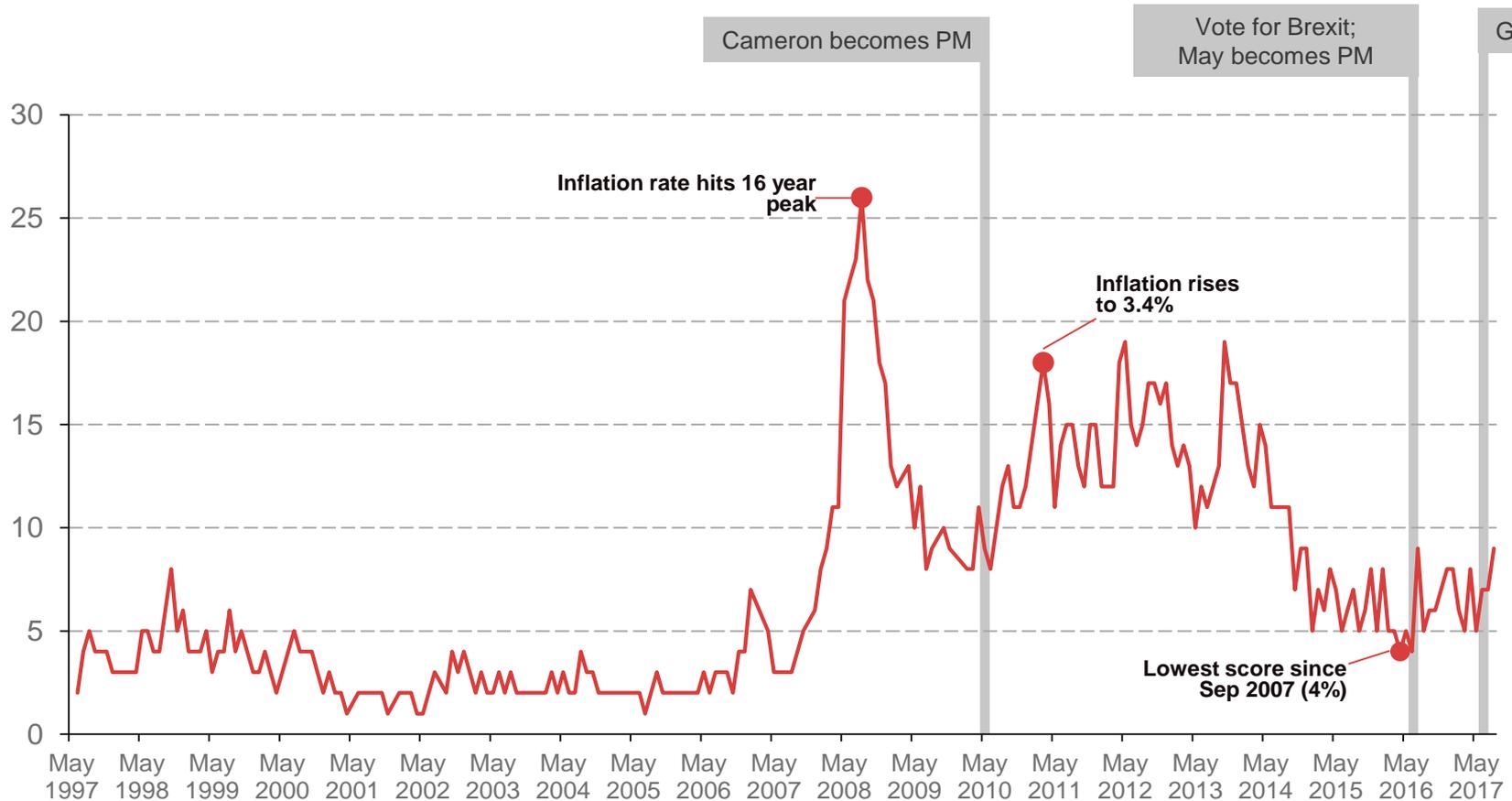
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



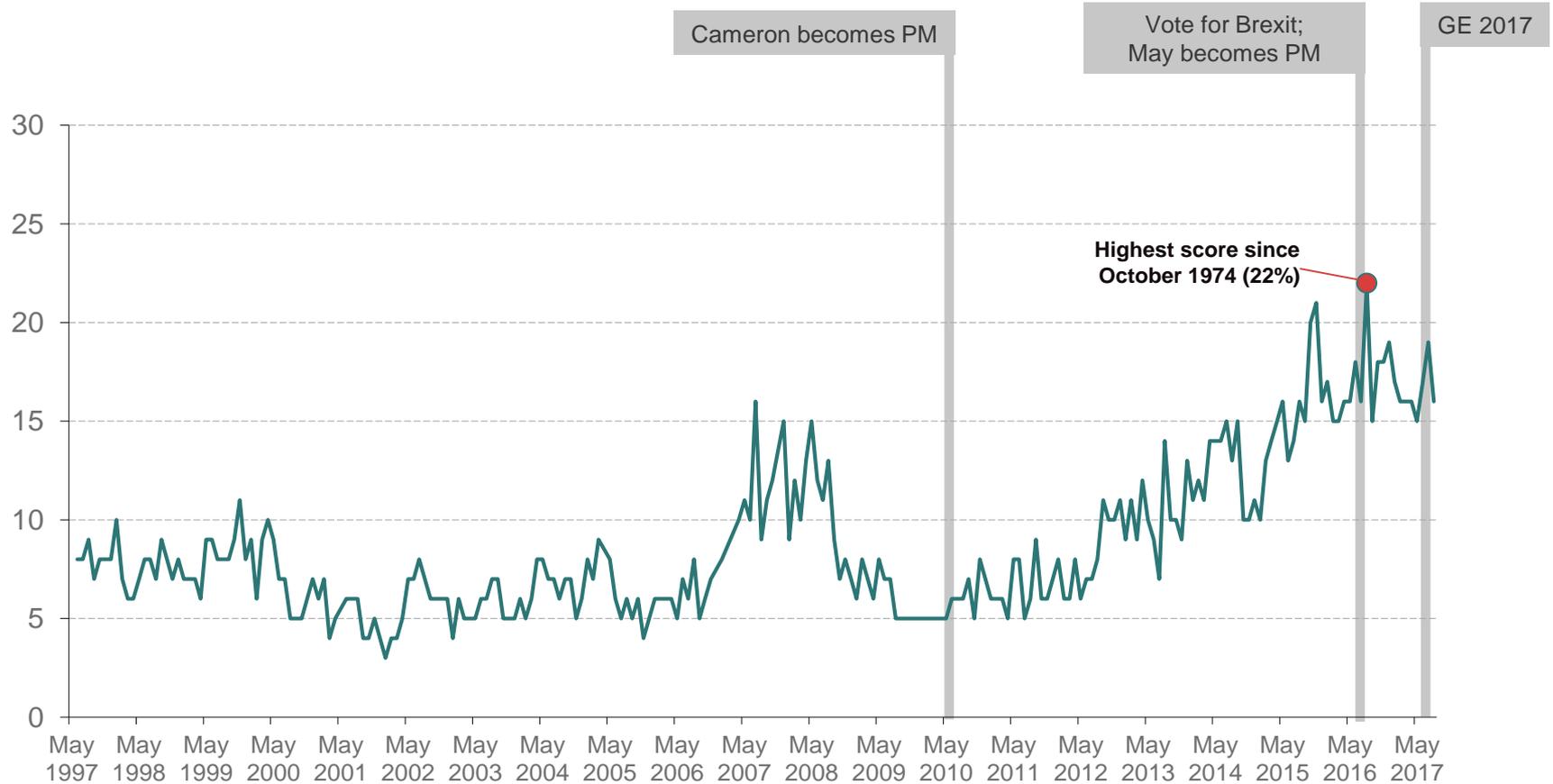
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



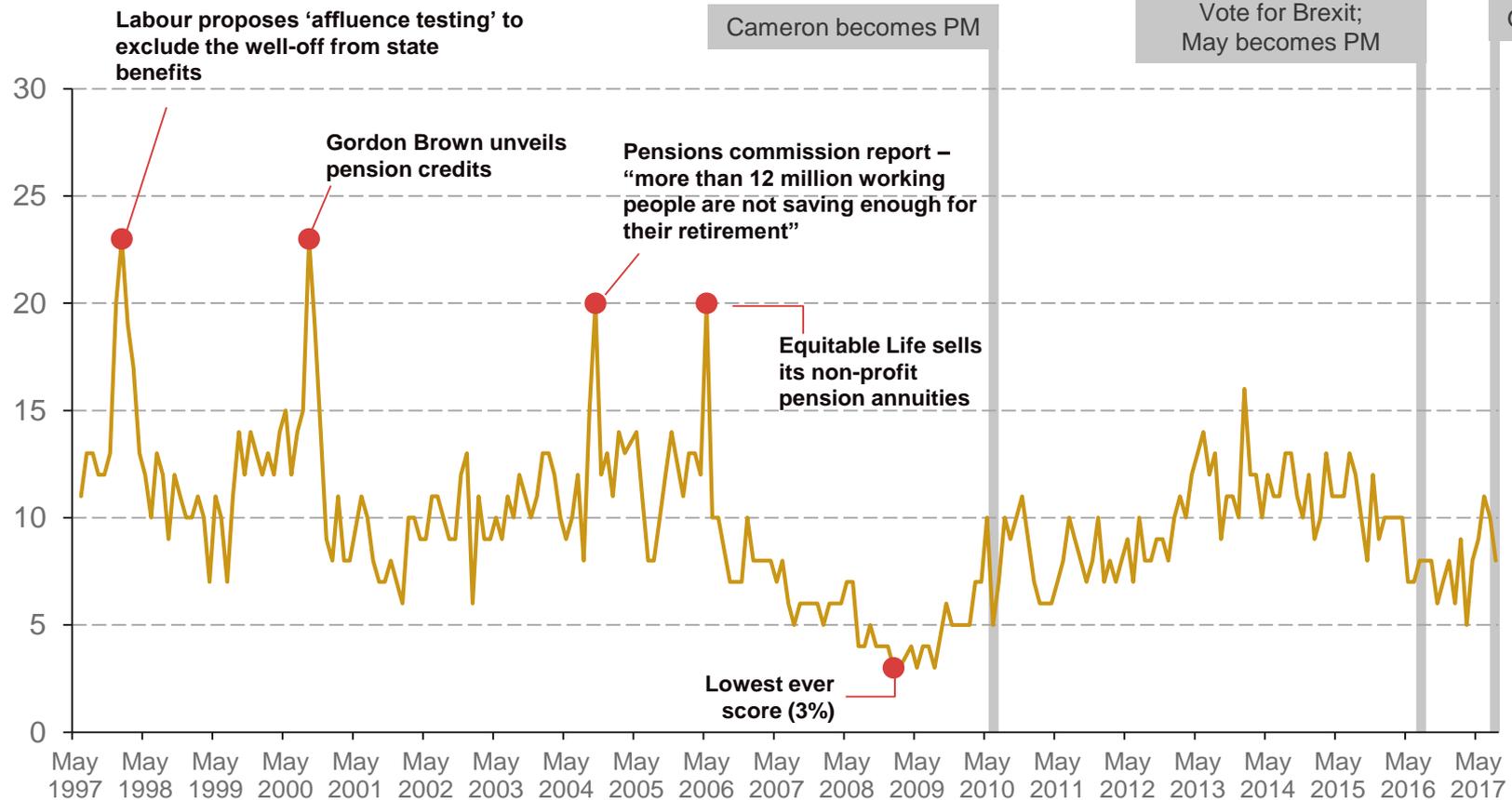
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pensions/Social Security/Benefits

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

18



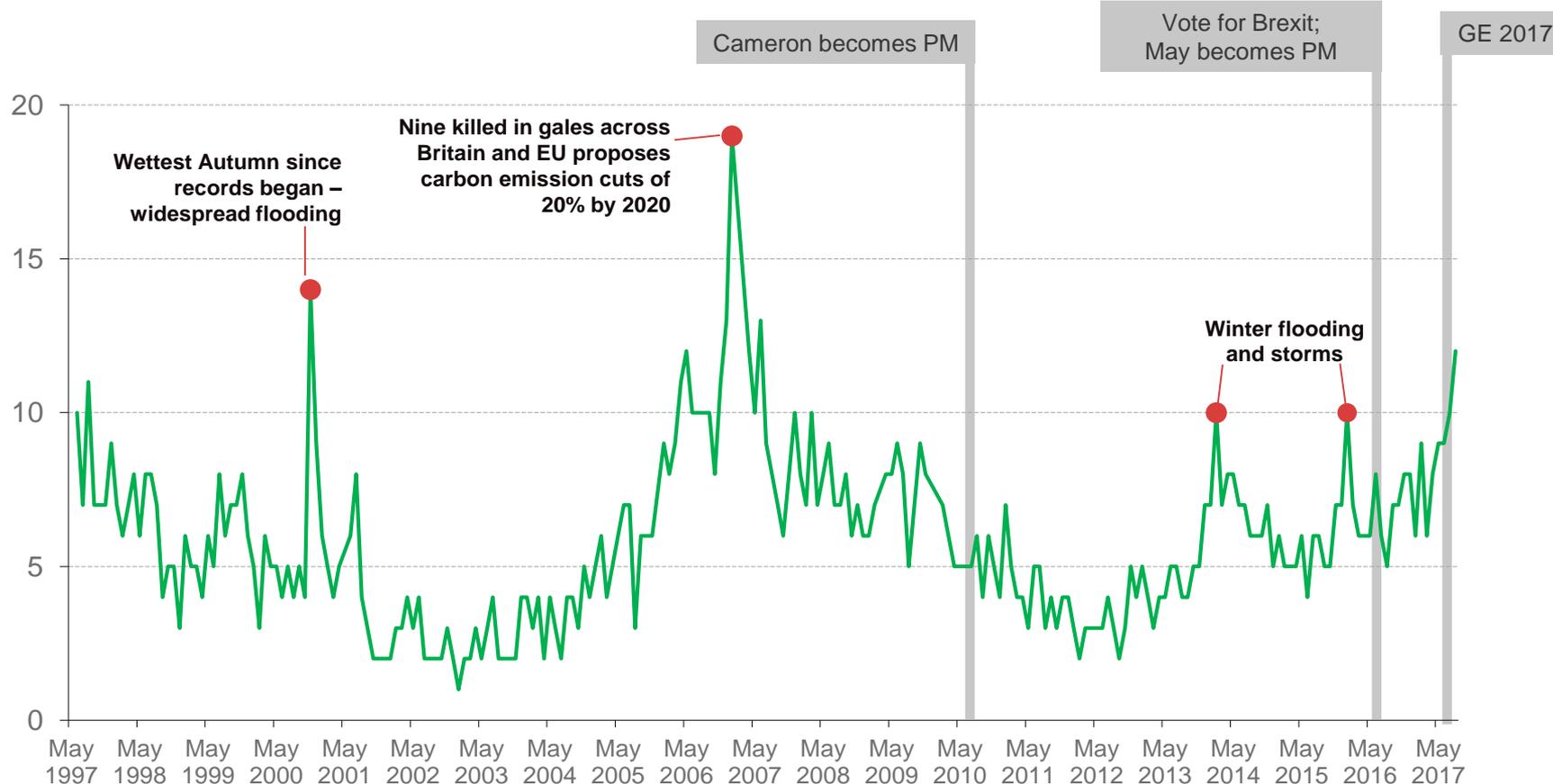
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

19



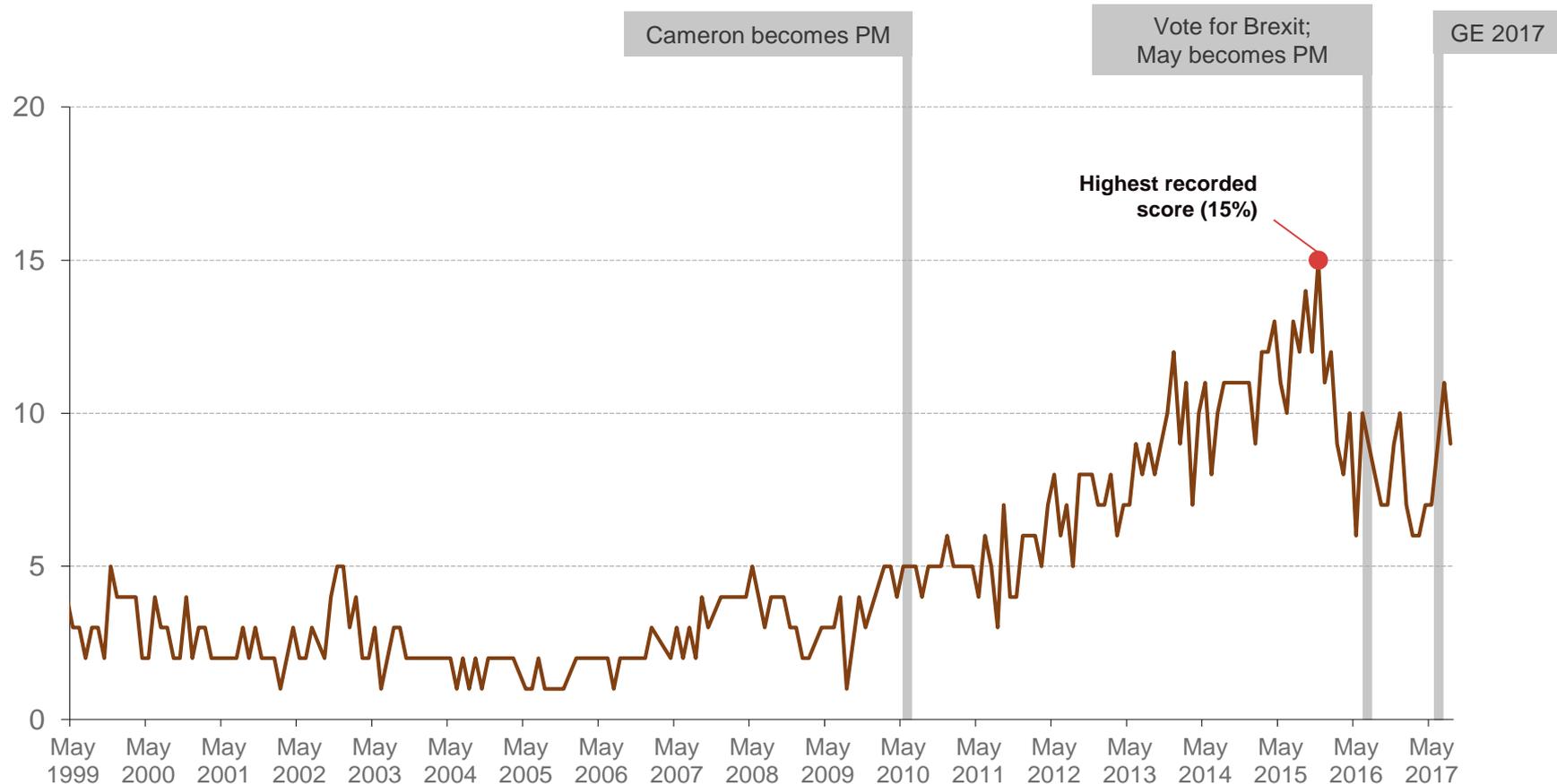
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

20



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

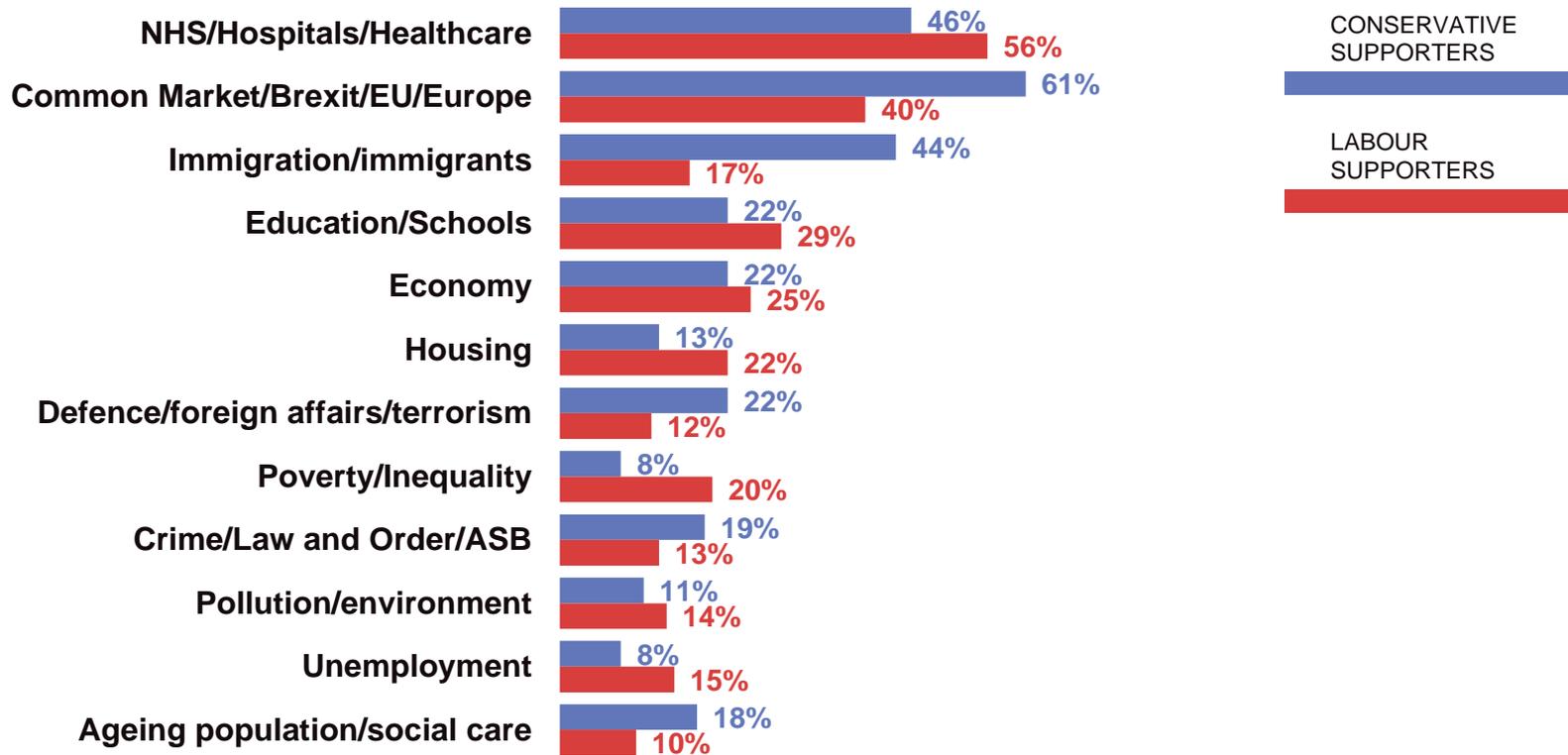
Source: Ipsos MORI Issues Index

Top issues – concern by party support

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

21

Top mentions %



Base: 246 Conservative and 353 Labour supporters aged 18+, 4 – 10 August 2017

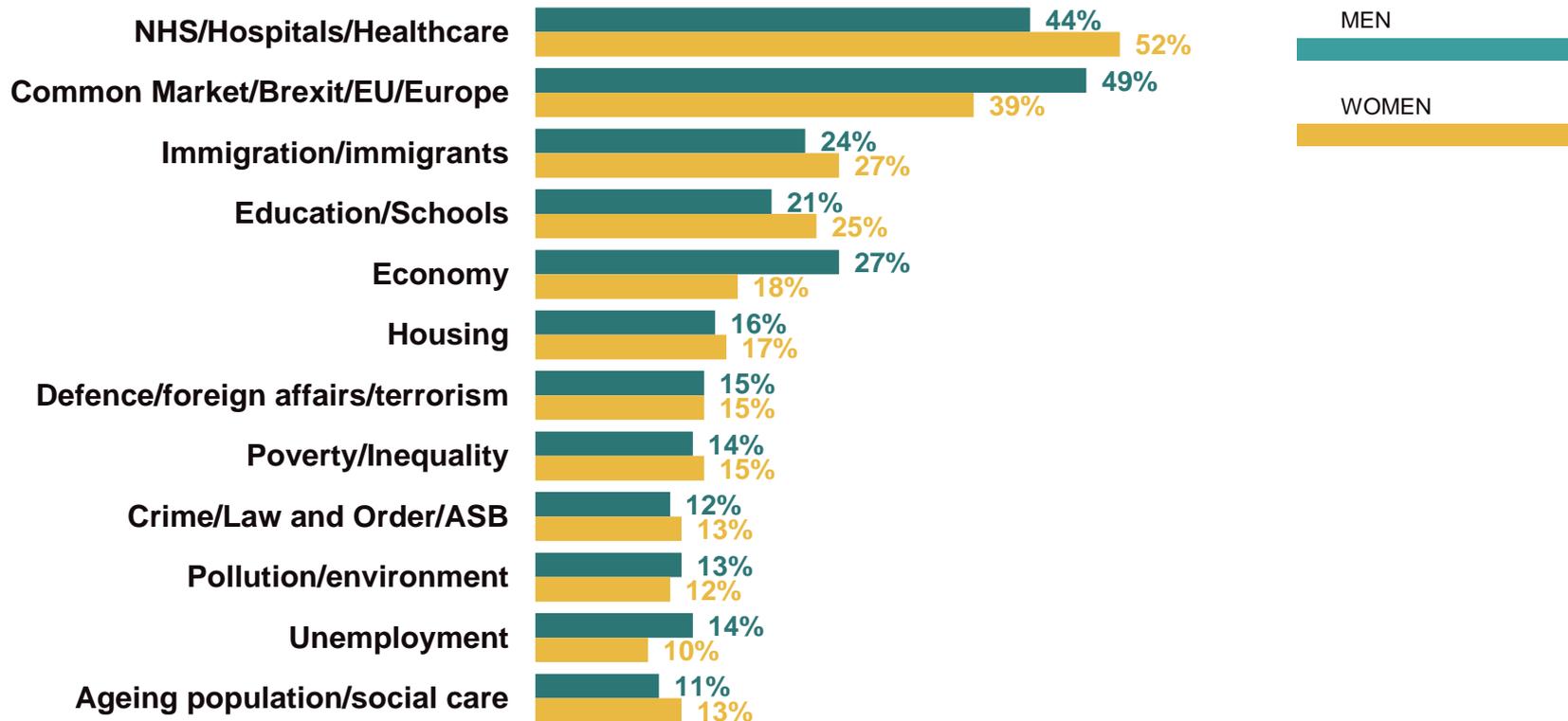
Source: Ipsos MORI Issues Index

Top issues – concern by gender

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

22

Top mentions %

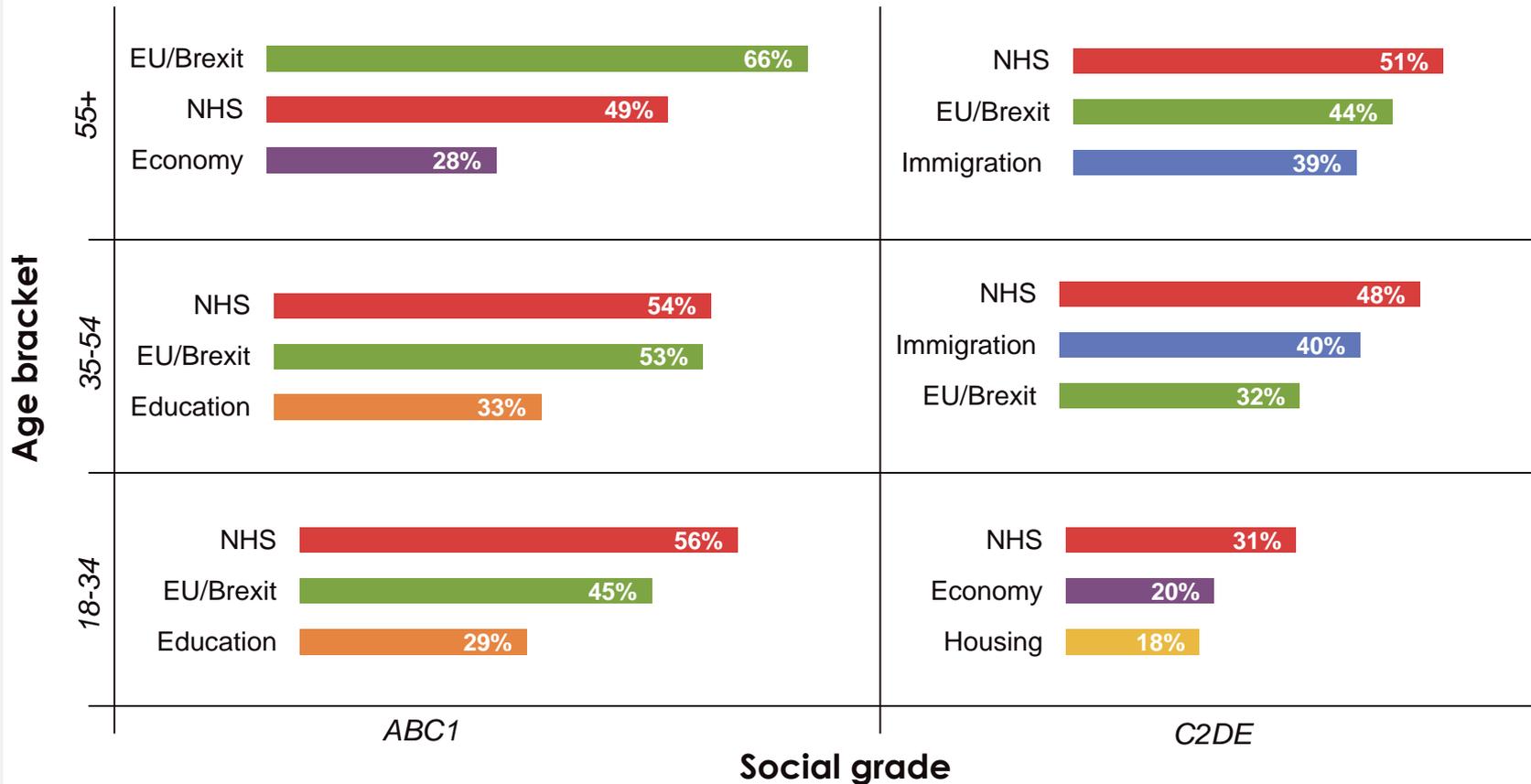


Base: 509 men and 509 women aged 18+, 4 – 10 August 2017

Source: Ipsos MORI Issues Index

The NHS is a top concern for all except ABC1s aged 55 and over

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



Base: 1,018 British adults 18+, 4 – 10 August 2017

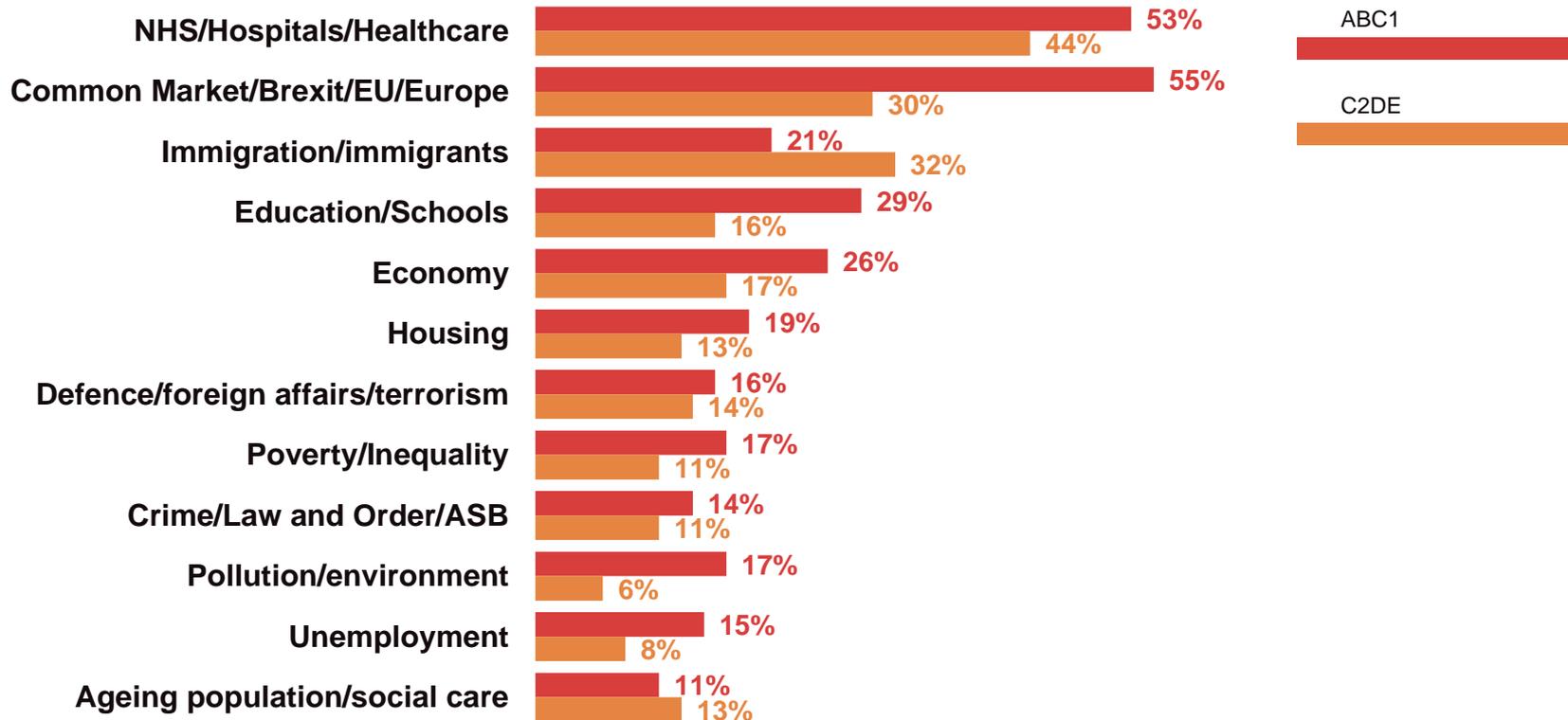
Source: Ipsos MORI Issues Index

Top issues – concern by social grade

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

24

Top mentions %



Base: 597 people from social grades ABC1 and 421 people from social grades C2DE, aged 18+, 4 – 10 August 2017

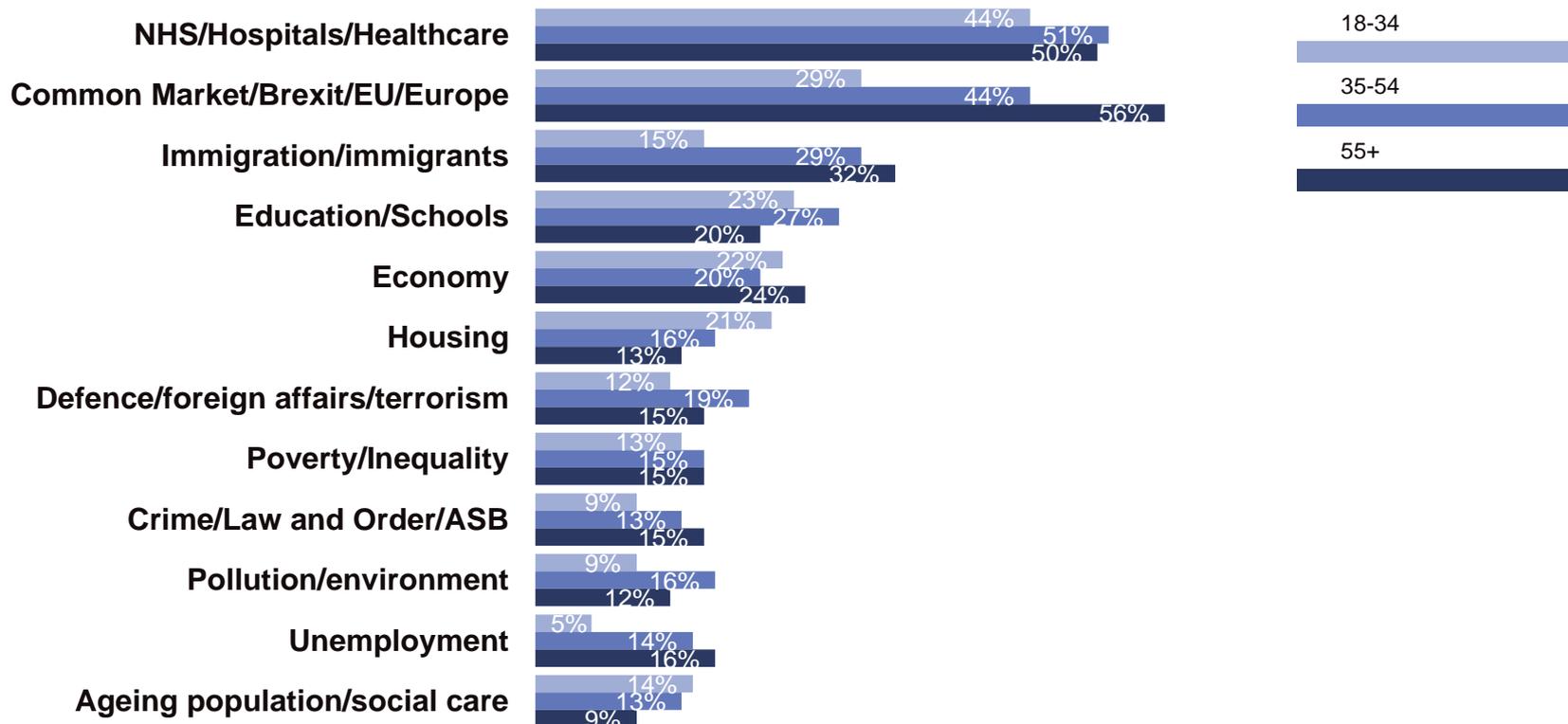
Source: Ipsos MORI Issues Index

Top issues – concern by age group

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

25

Top mentions %



Base: 257 18-34 year olds, 314 35-54 years olds and 447 55+ year olds, 4 – 10 August 2017

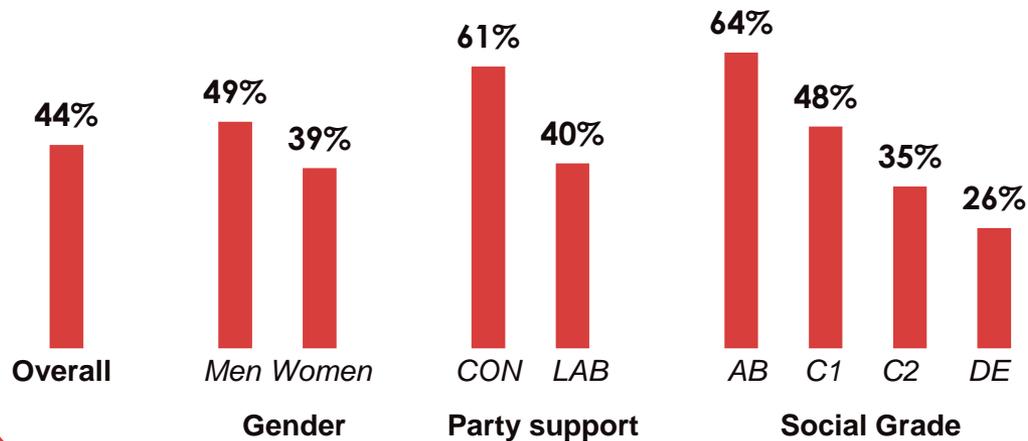
Source: Ipsos MORI Issues Index

Concern about EU/Brexit by subgroup

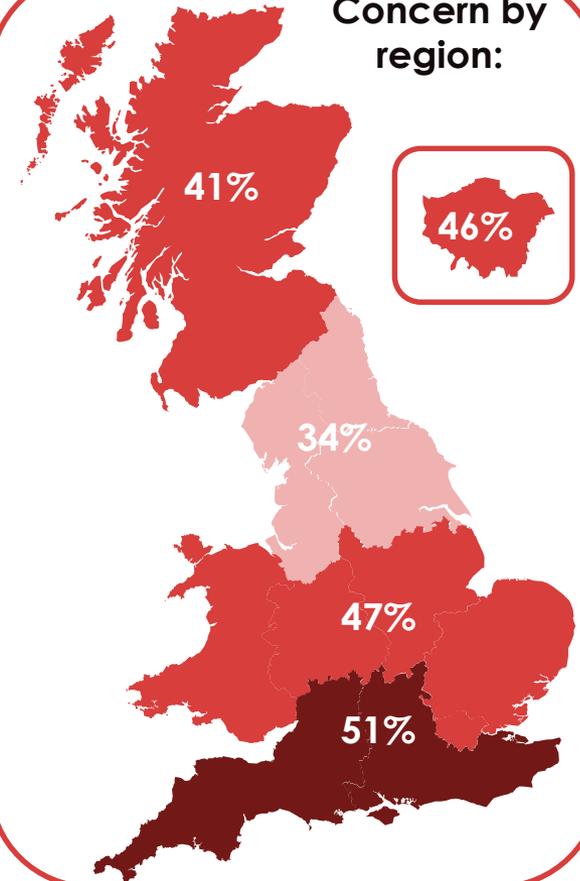
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

26

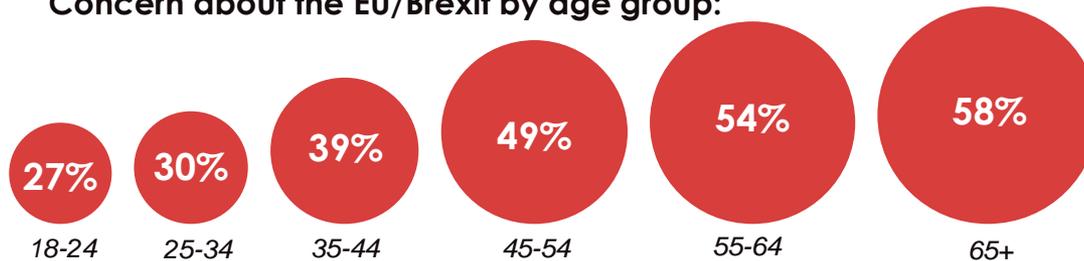
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



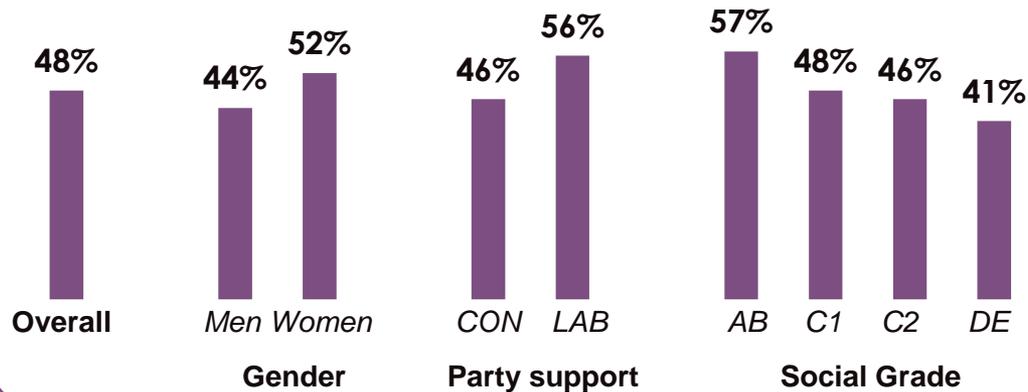
Base: 1,018 British adults 18+, 4 – 10 August 2017

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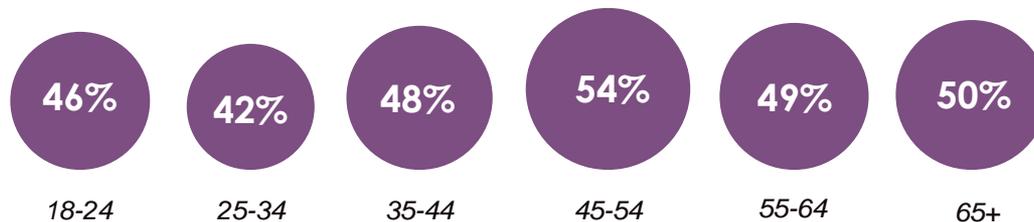
Concern about the NHS by subgroup

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

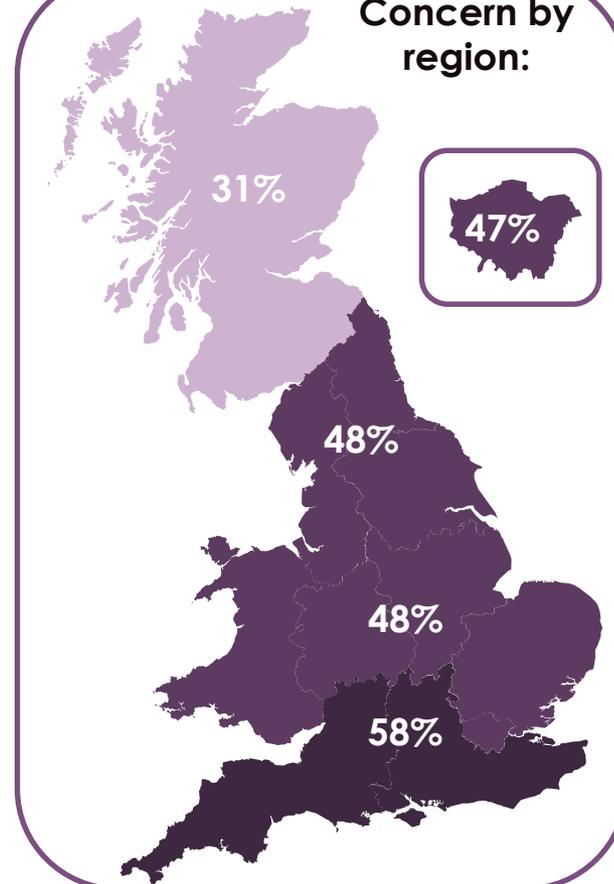
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



Base: 1,018 British adults 18+, 4 – 10 August 2017

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