



# October 2017

## ECONOMIST/IPSOS MORI ISSUES INDEX

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020 7347 3000

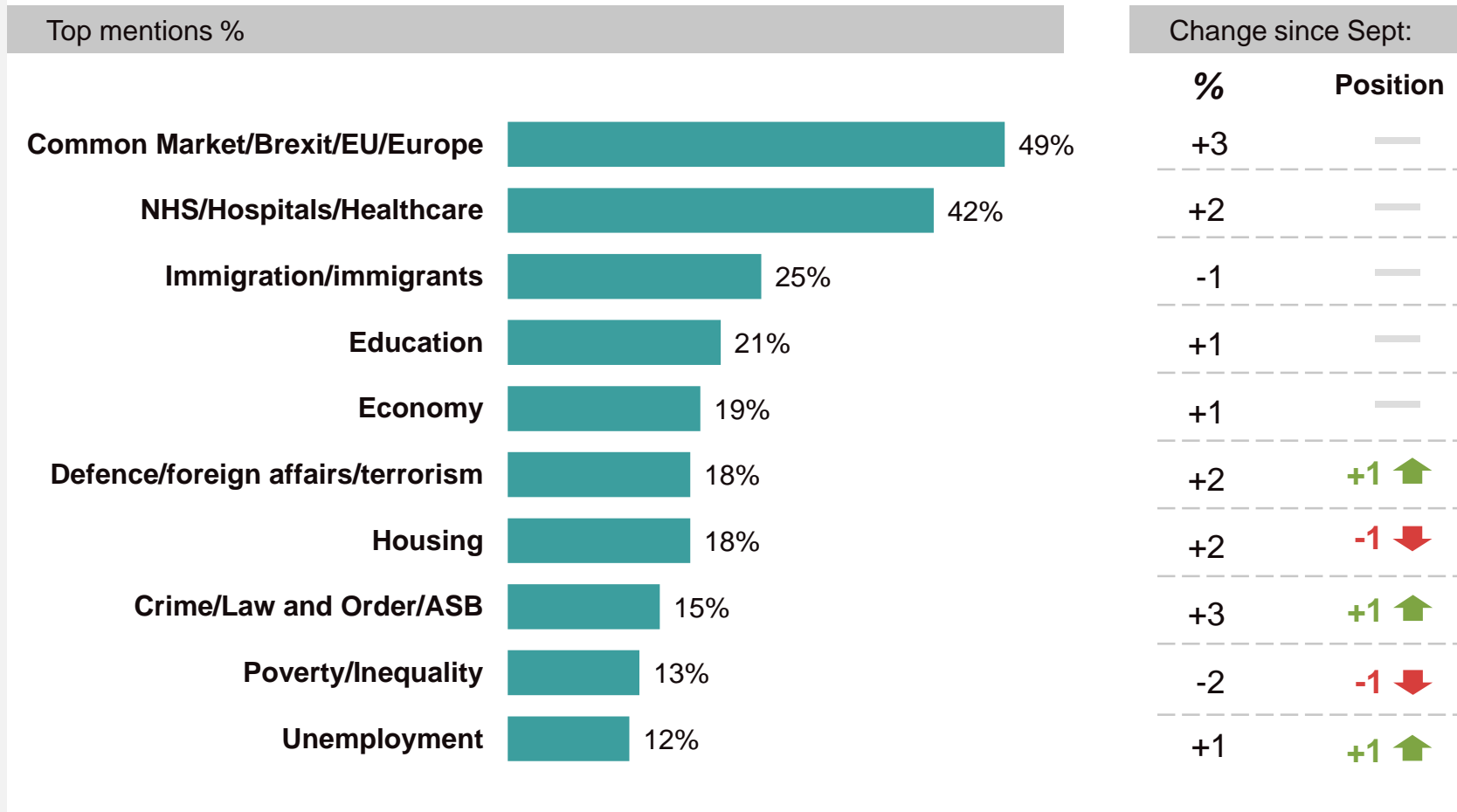
Ipsos MORI



# Issues Facing Britain – October

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

2



Base: 983 British adults 18+, 6 – 16 October 2017

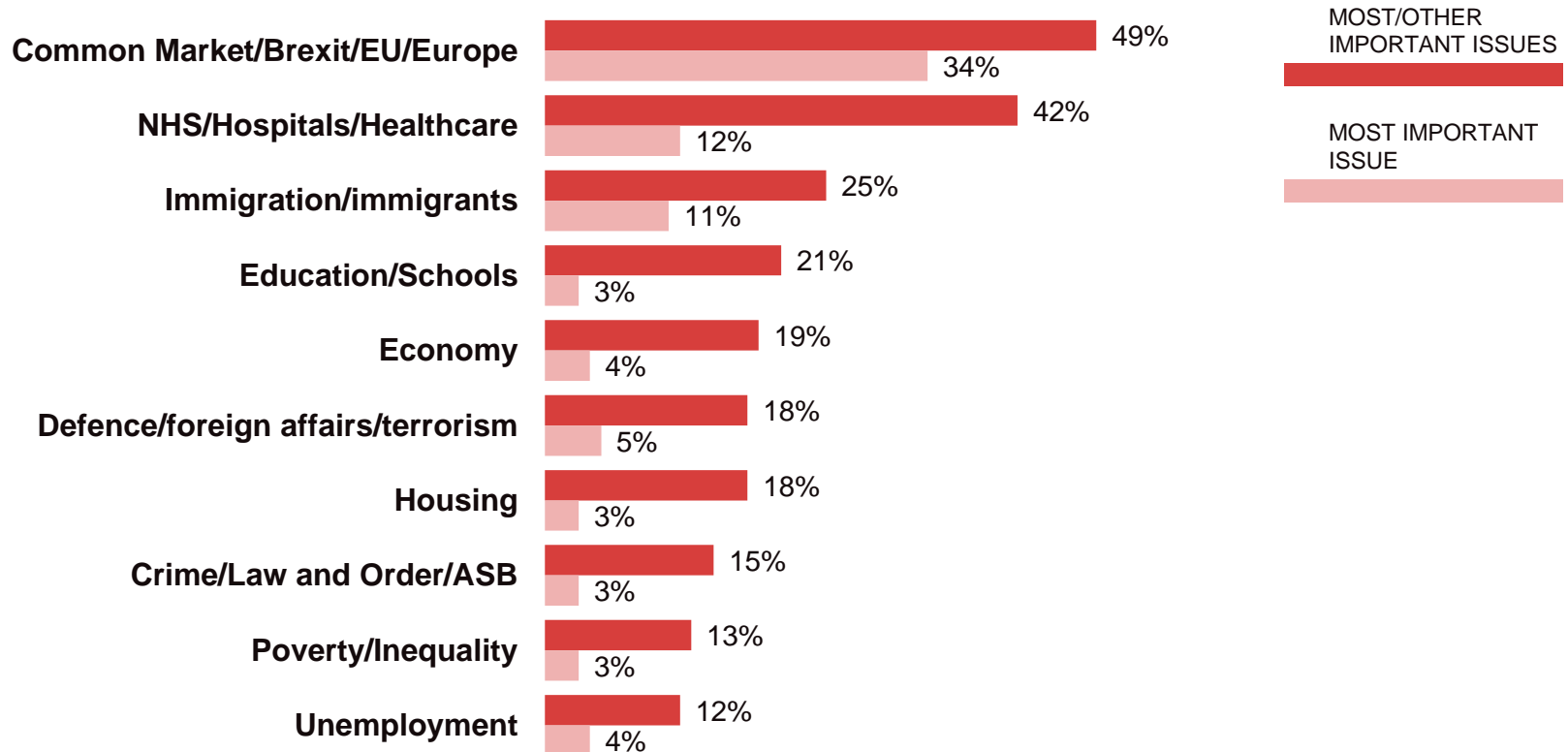
Source: Ipsos MORI Issues Index

# Issues Facing Britain – October

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

3

Top mentions %



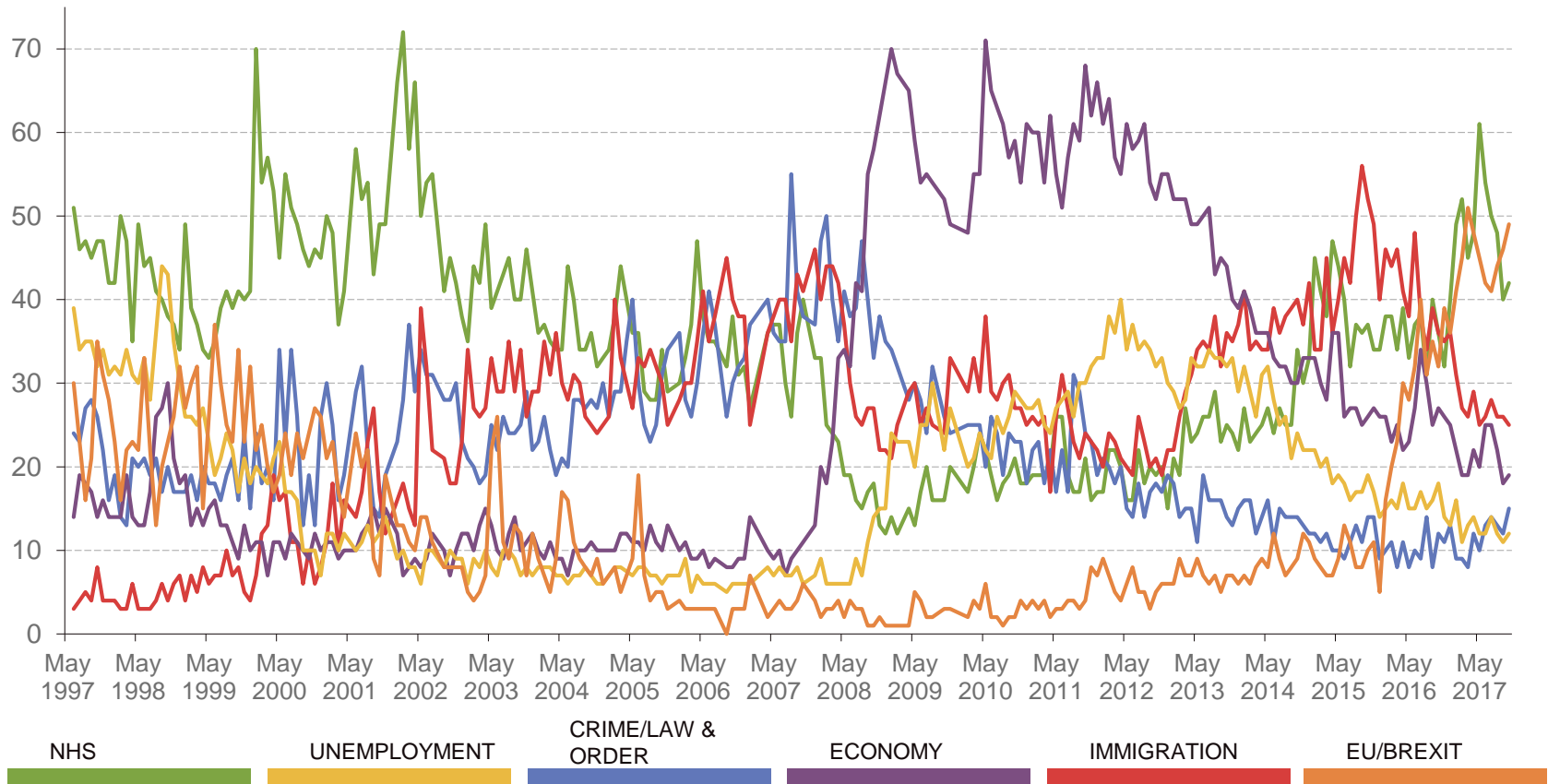
Base: 983 British adults 18+, 6 – 16 October 2017

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



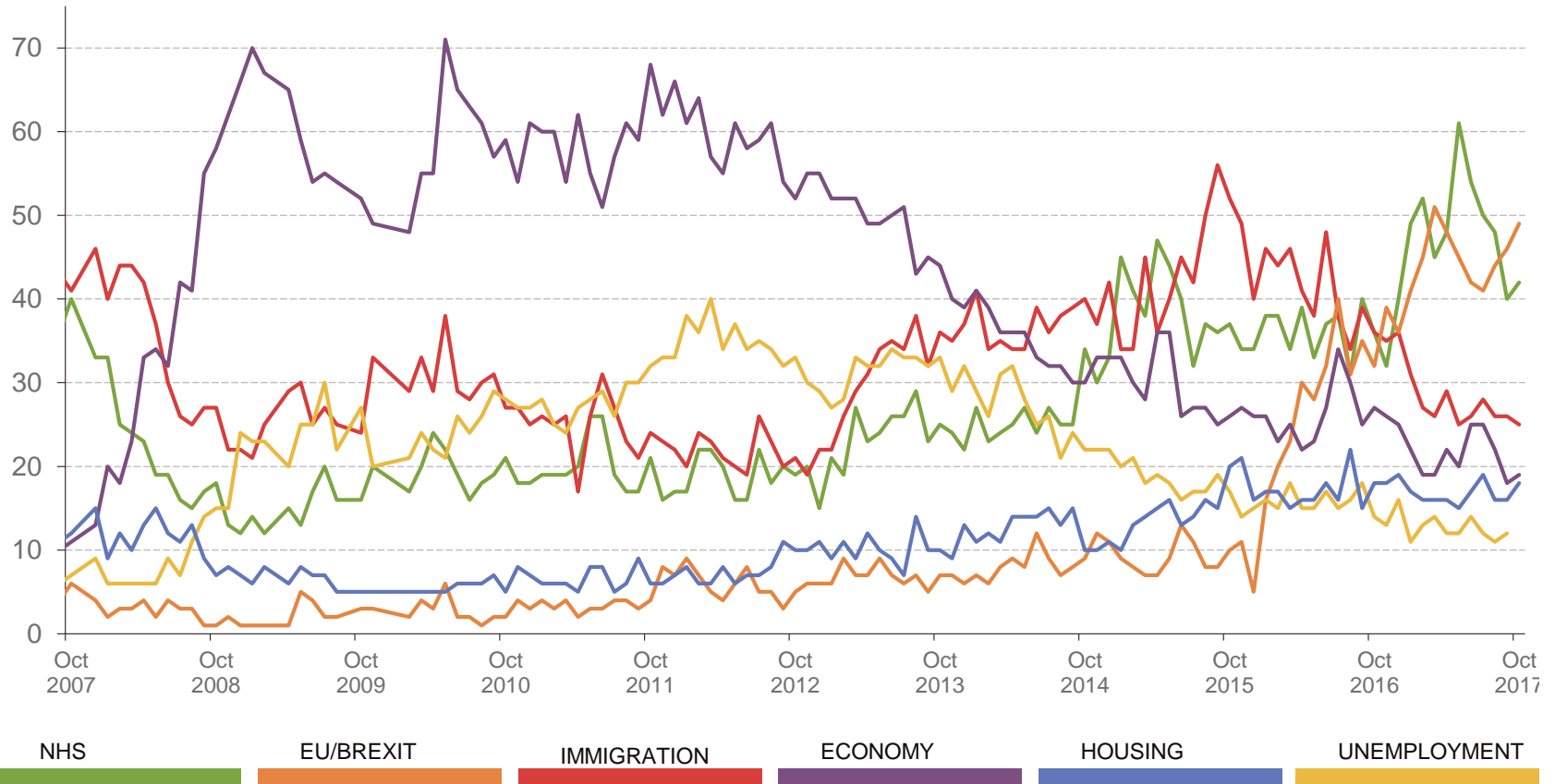
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

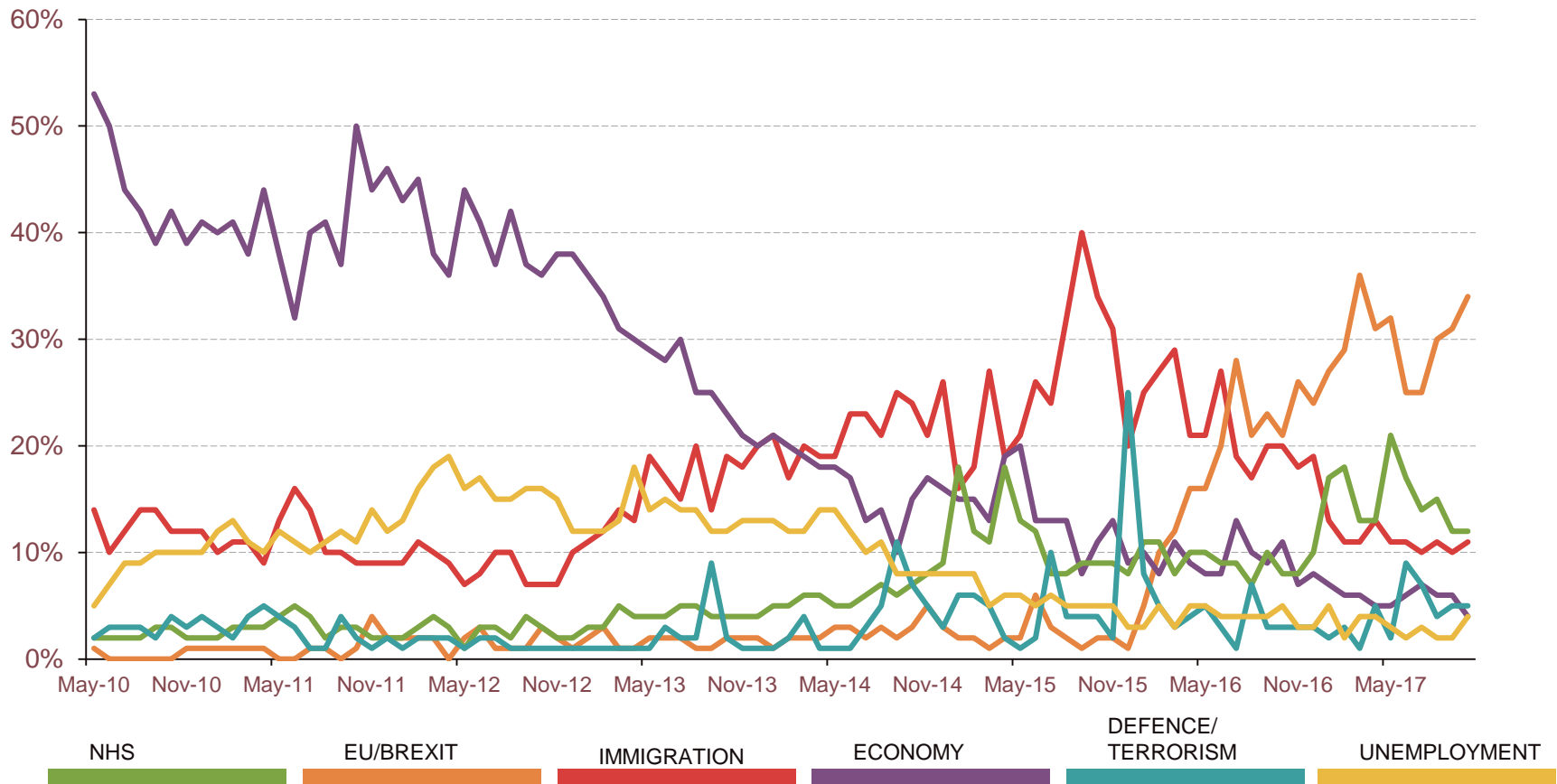


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Single biggest issue: Trend 2010 - 2017

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



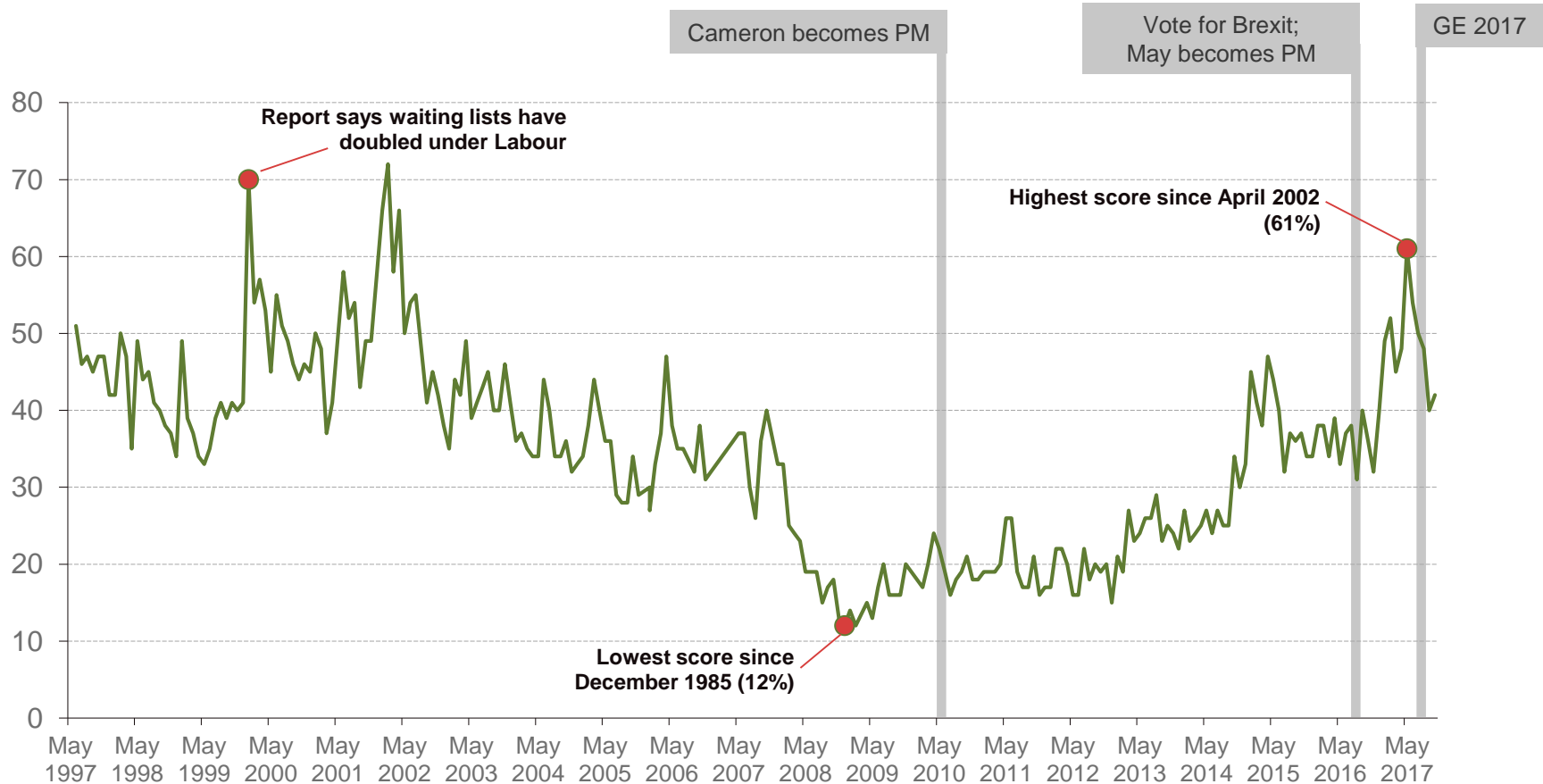
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



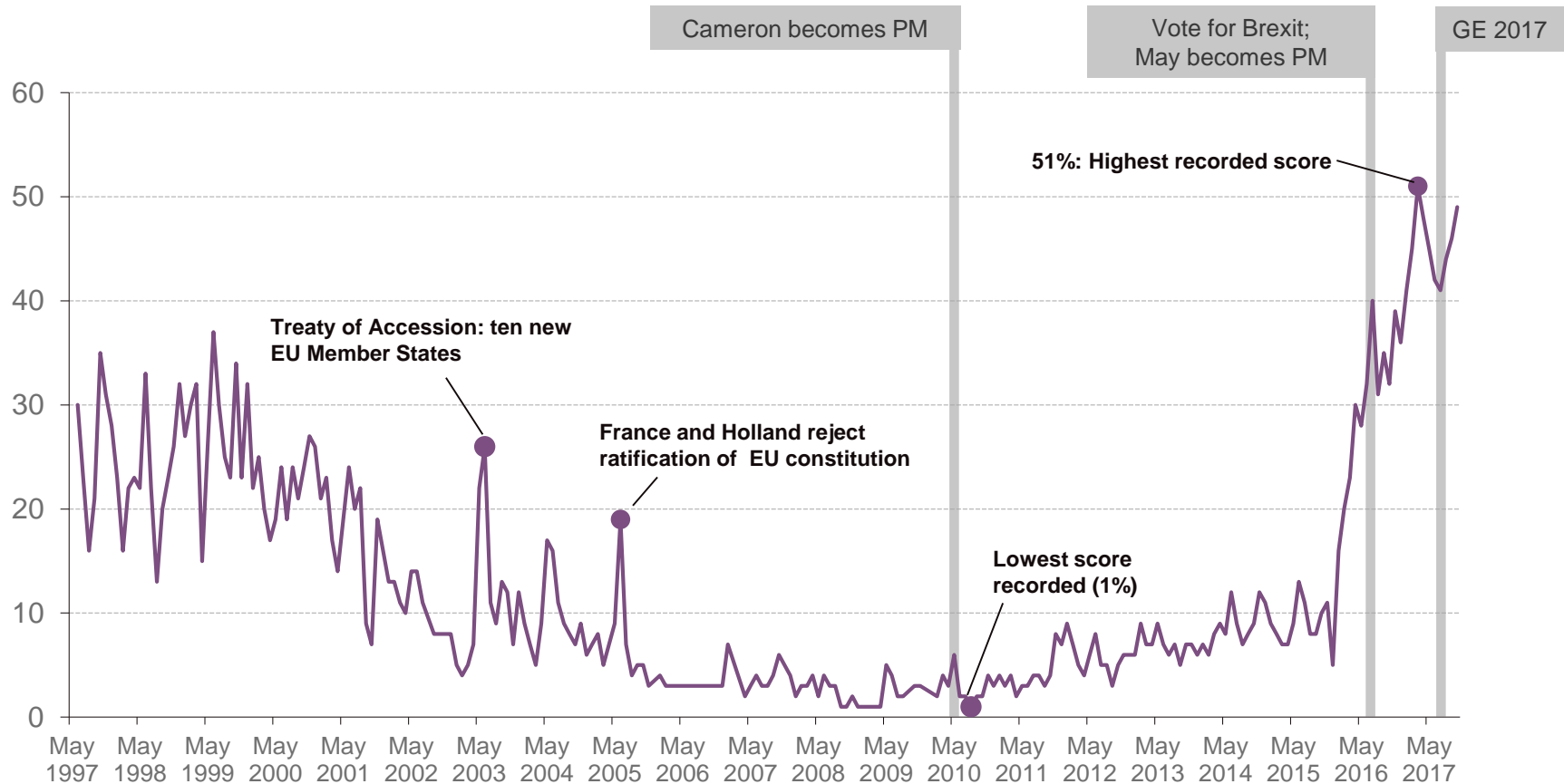
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

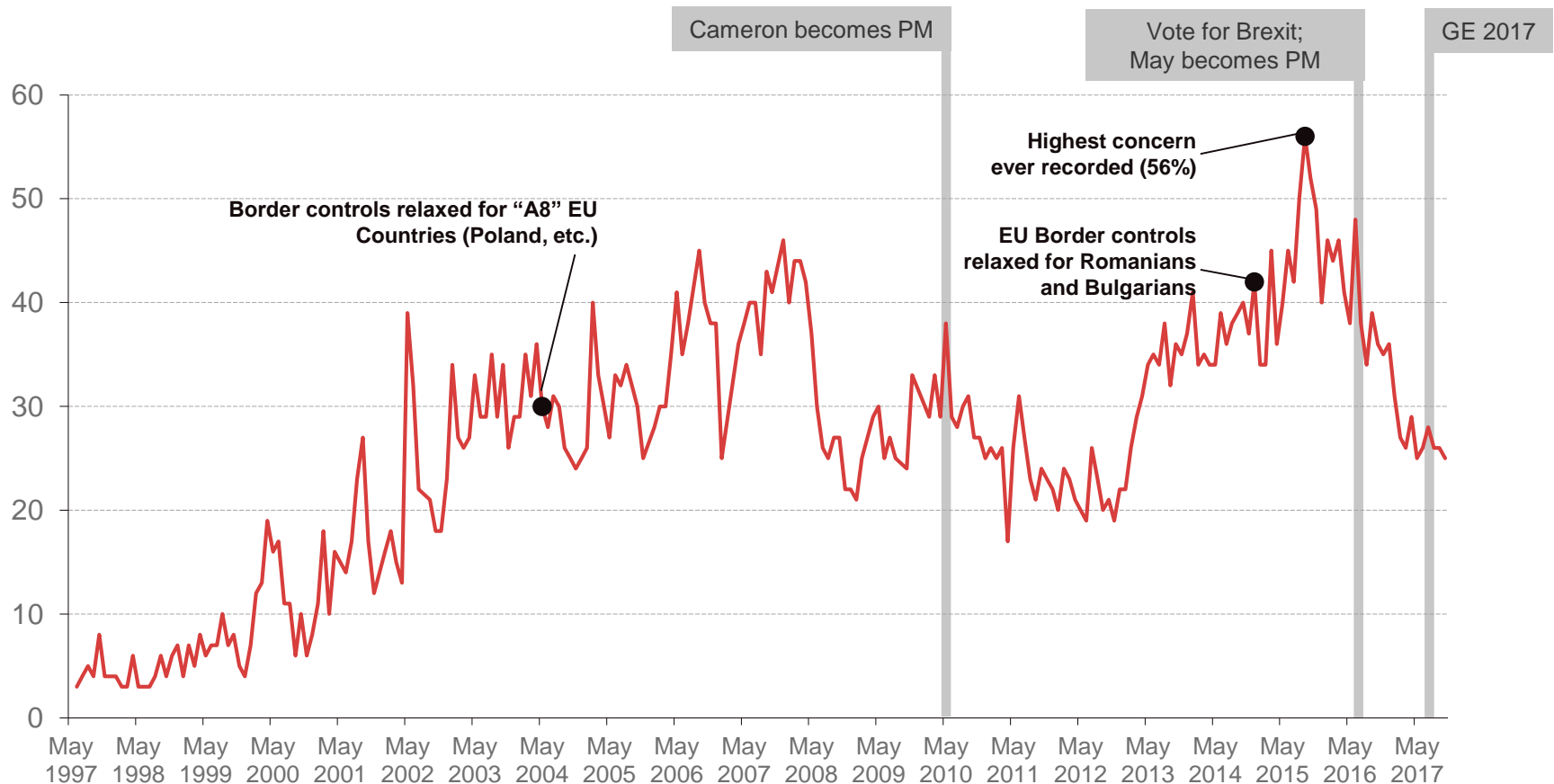
Source: Ipsos MORI Issues Index



# Issues Facing Britain: Immigration / Immigrants

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

9



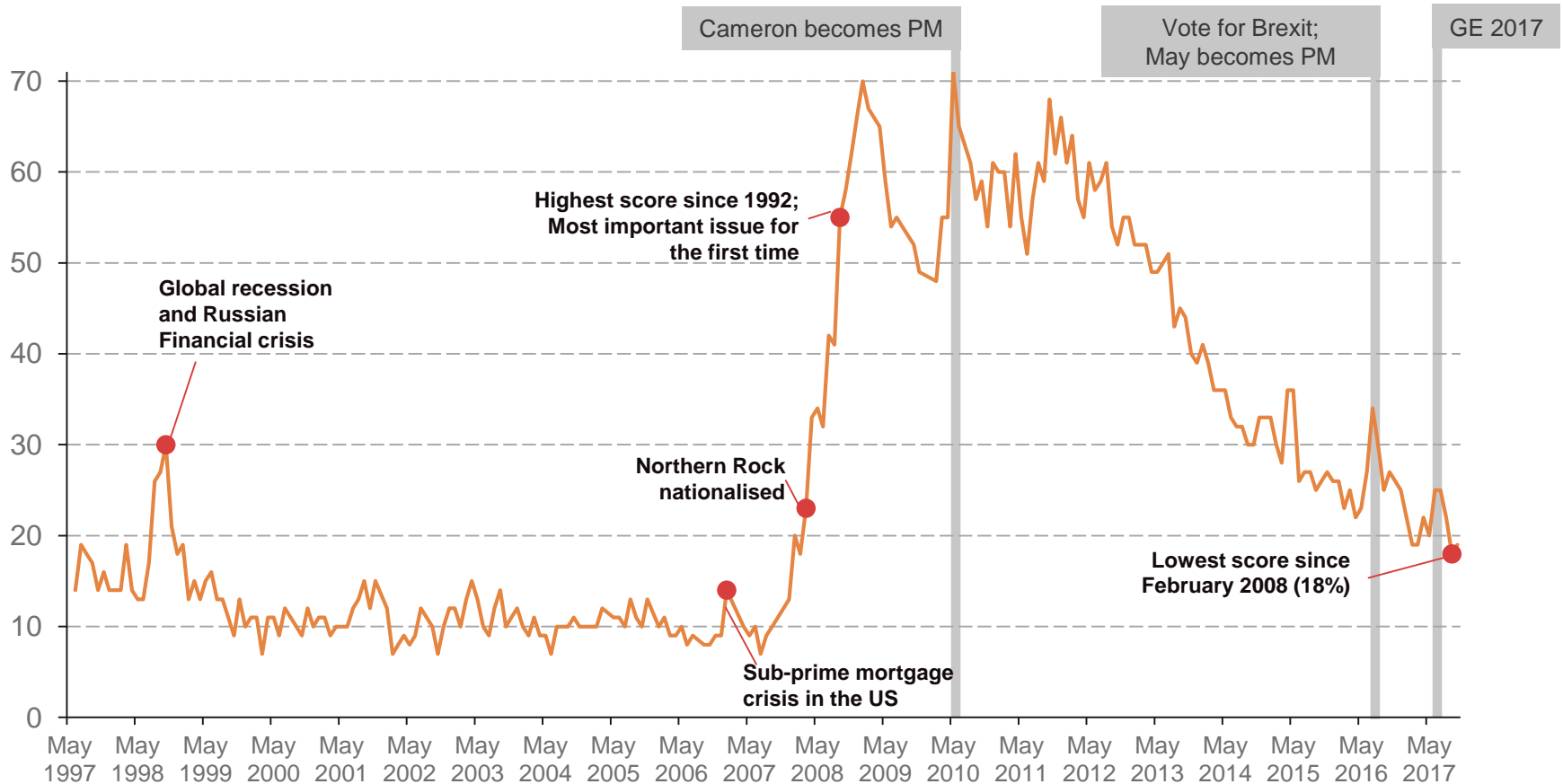
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
NB Until Sept 2014 the code was race relations/immigration/immigrants

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



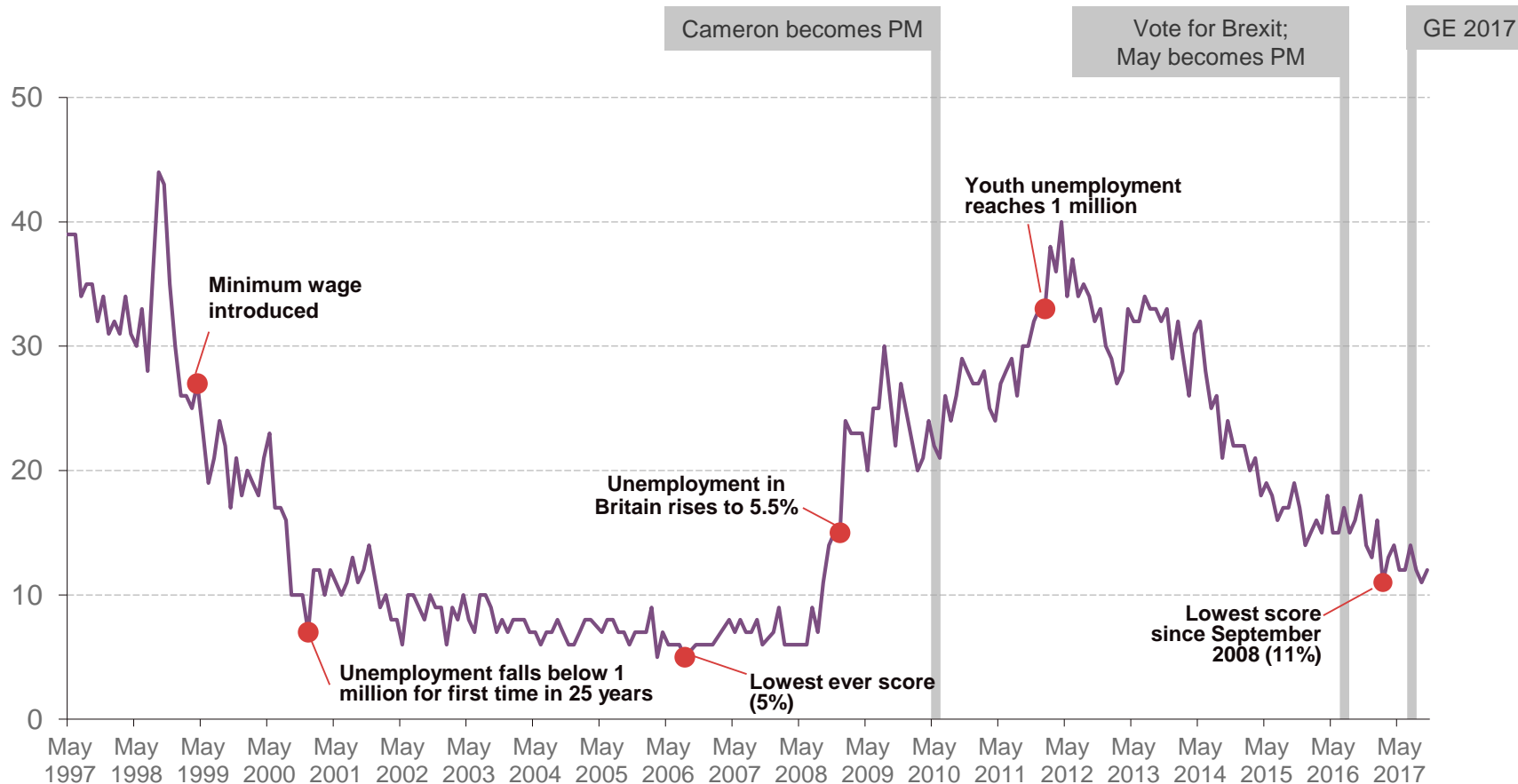
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



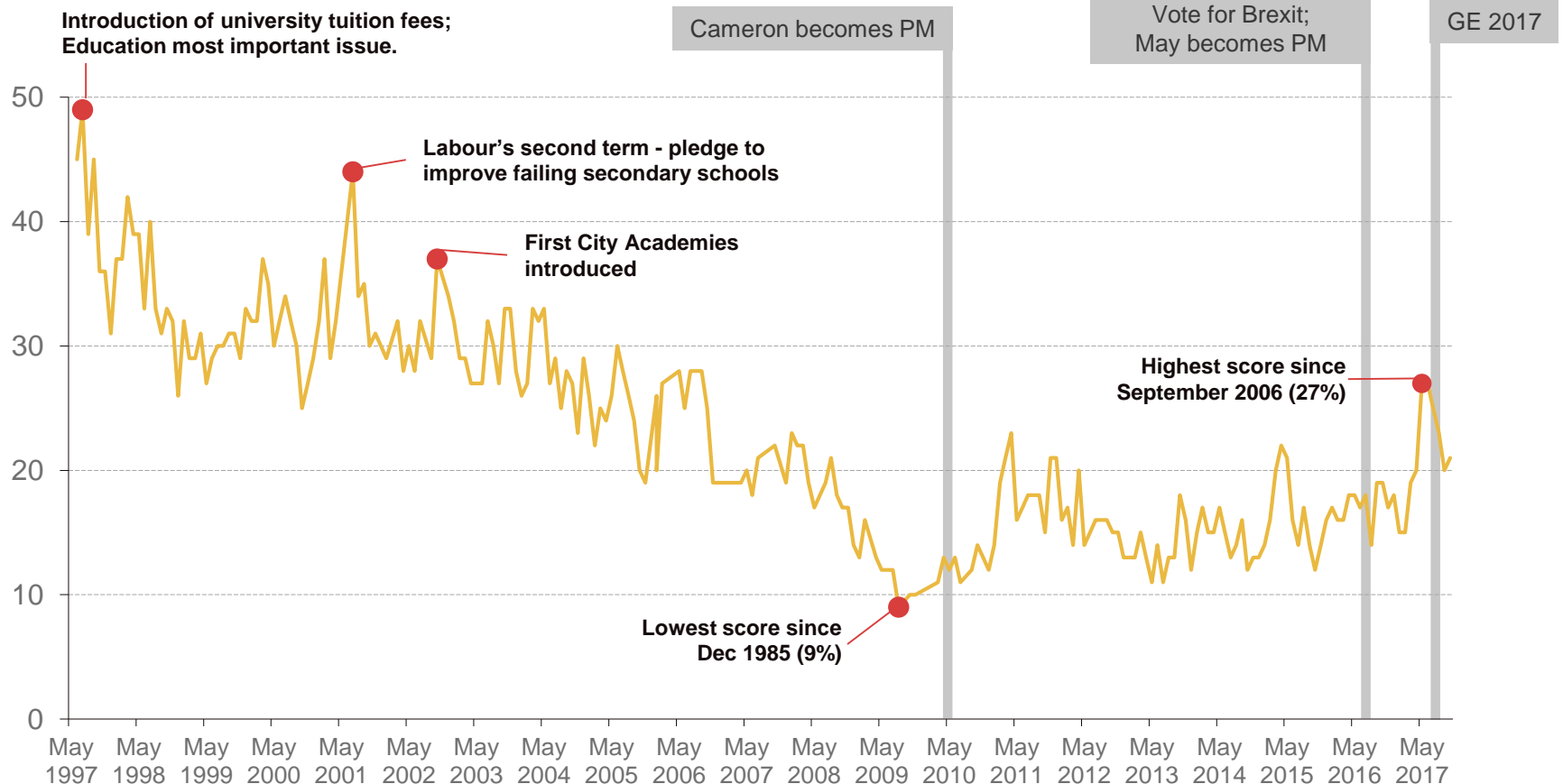
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Education / Schools

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

12



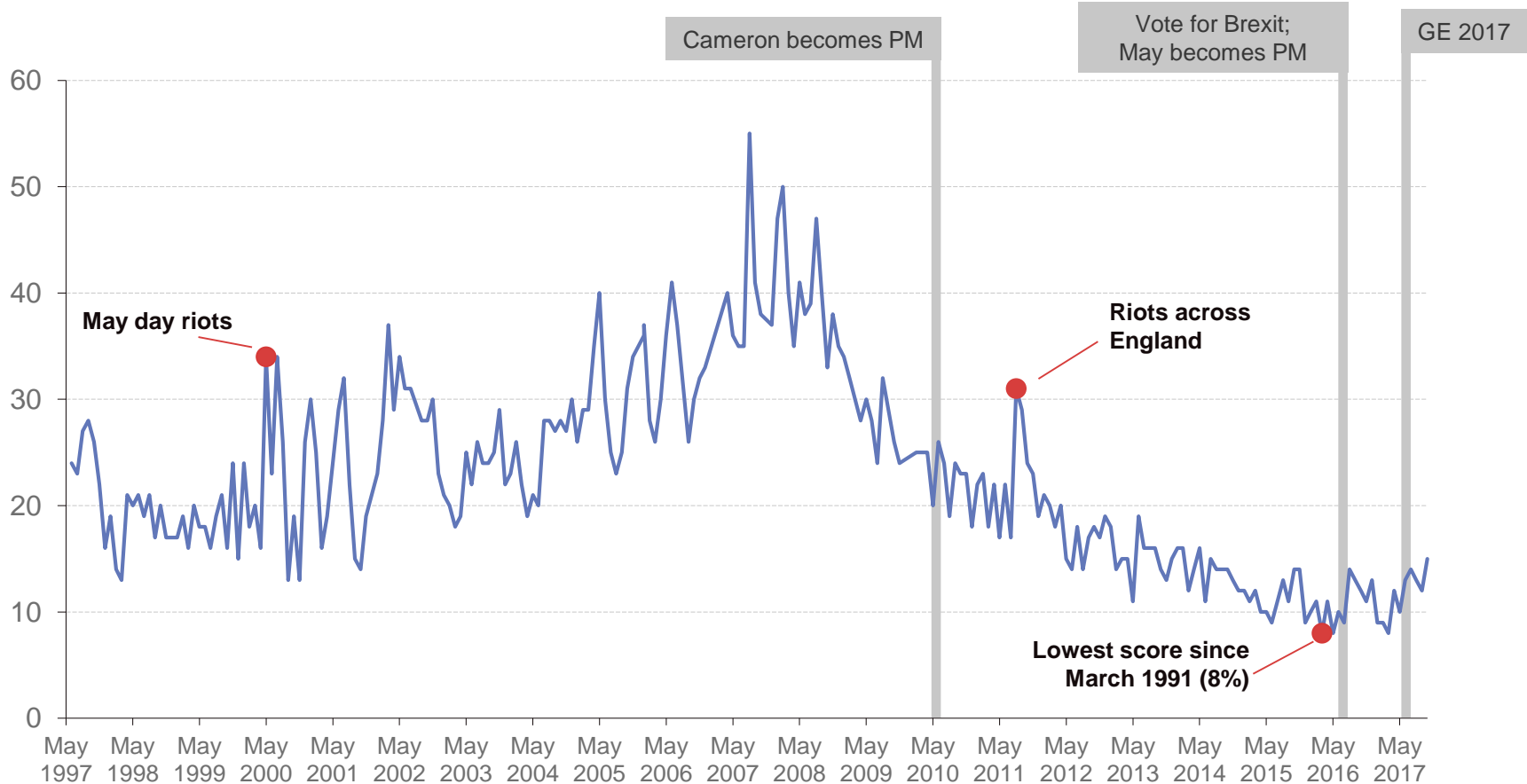
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



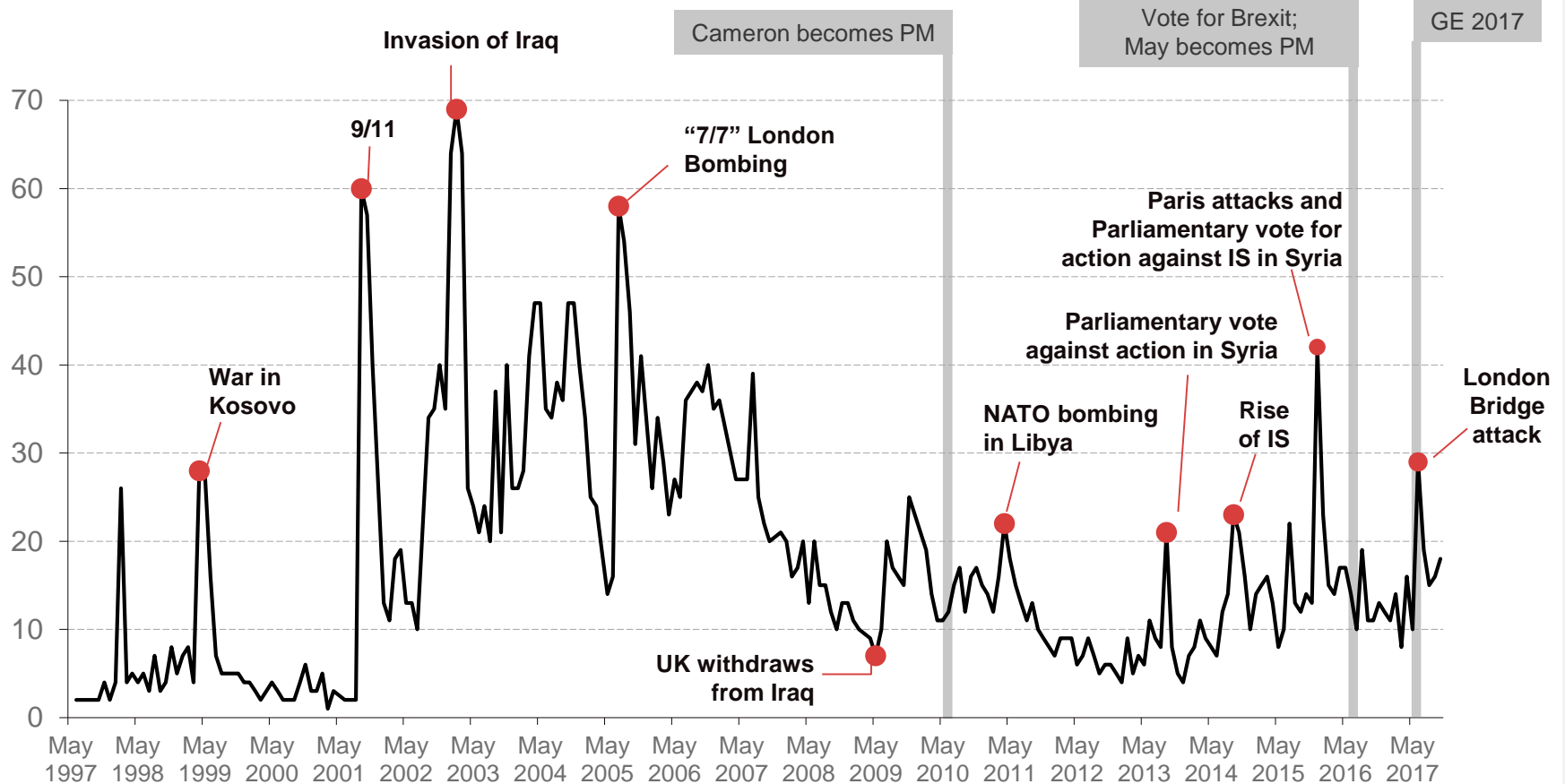
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



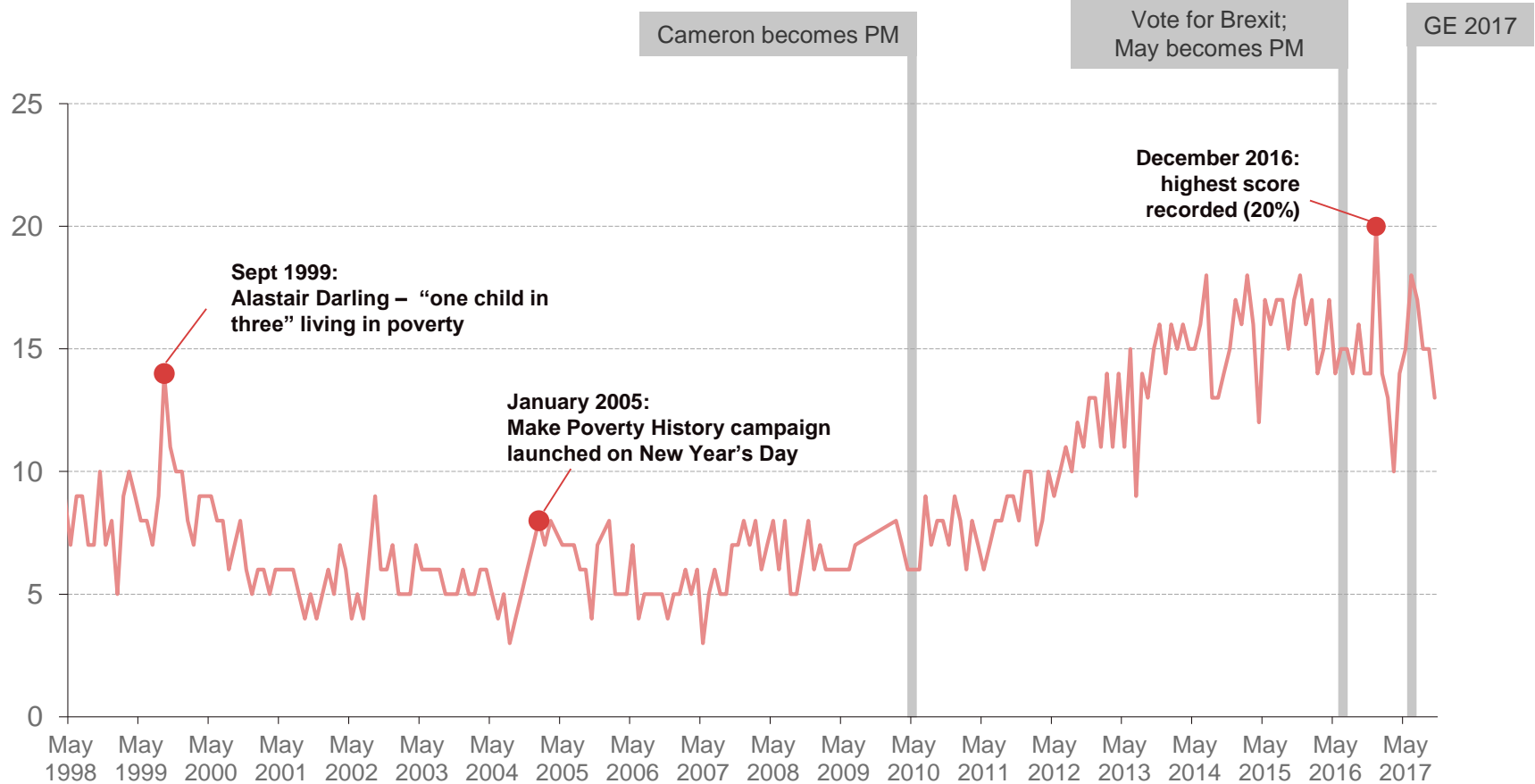
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

15



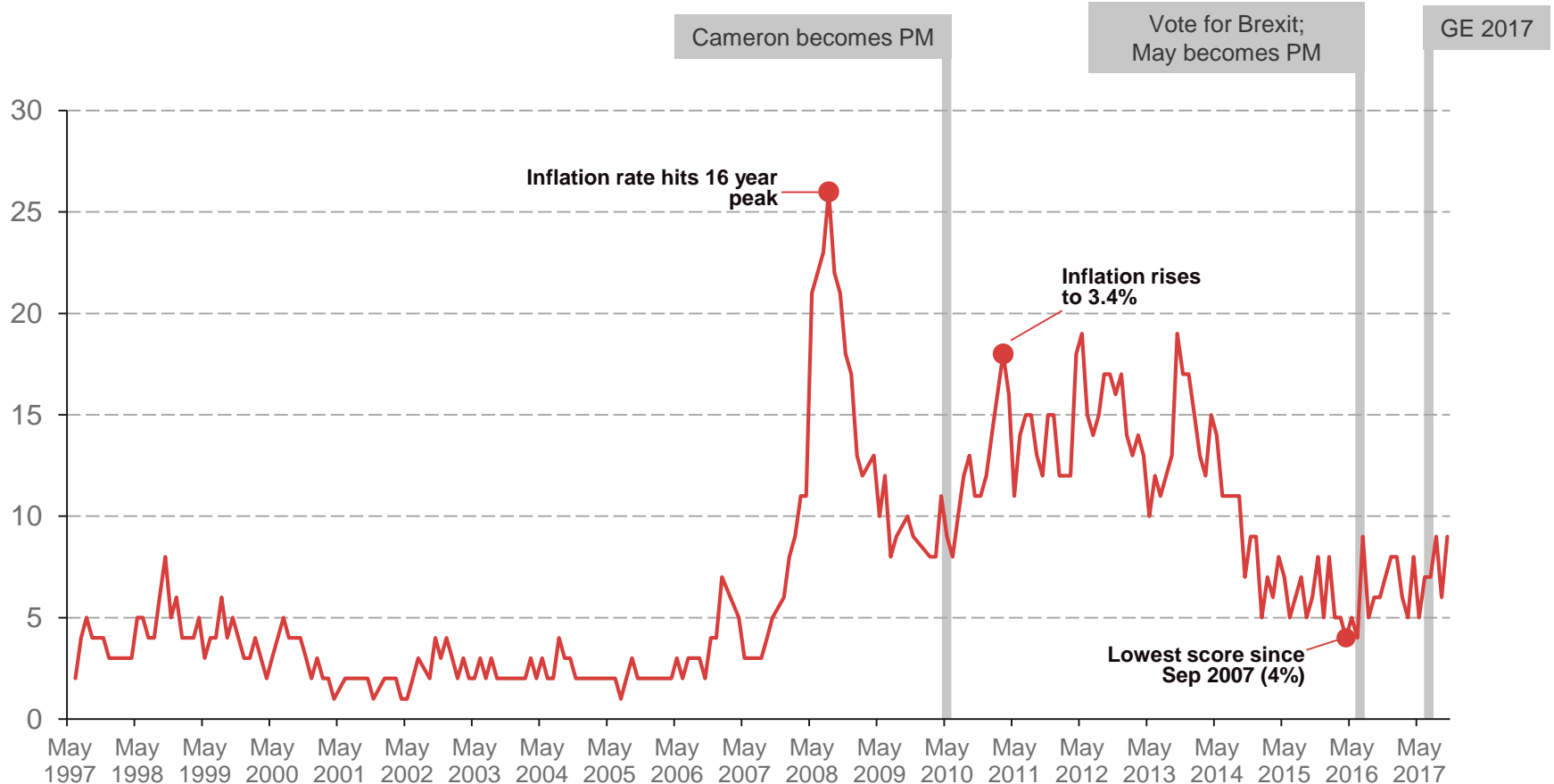
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

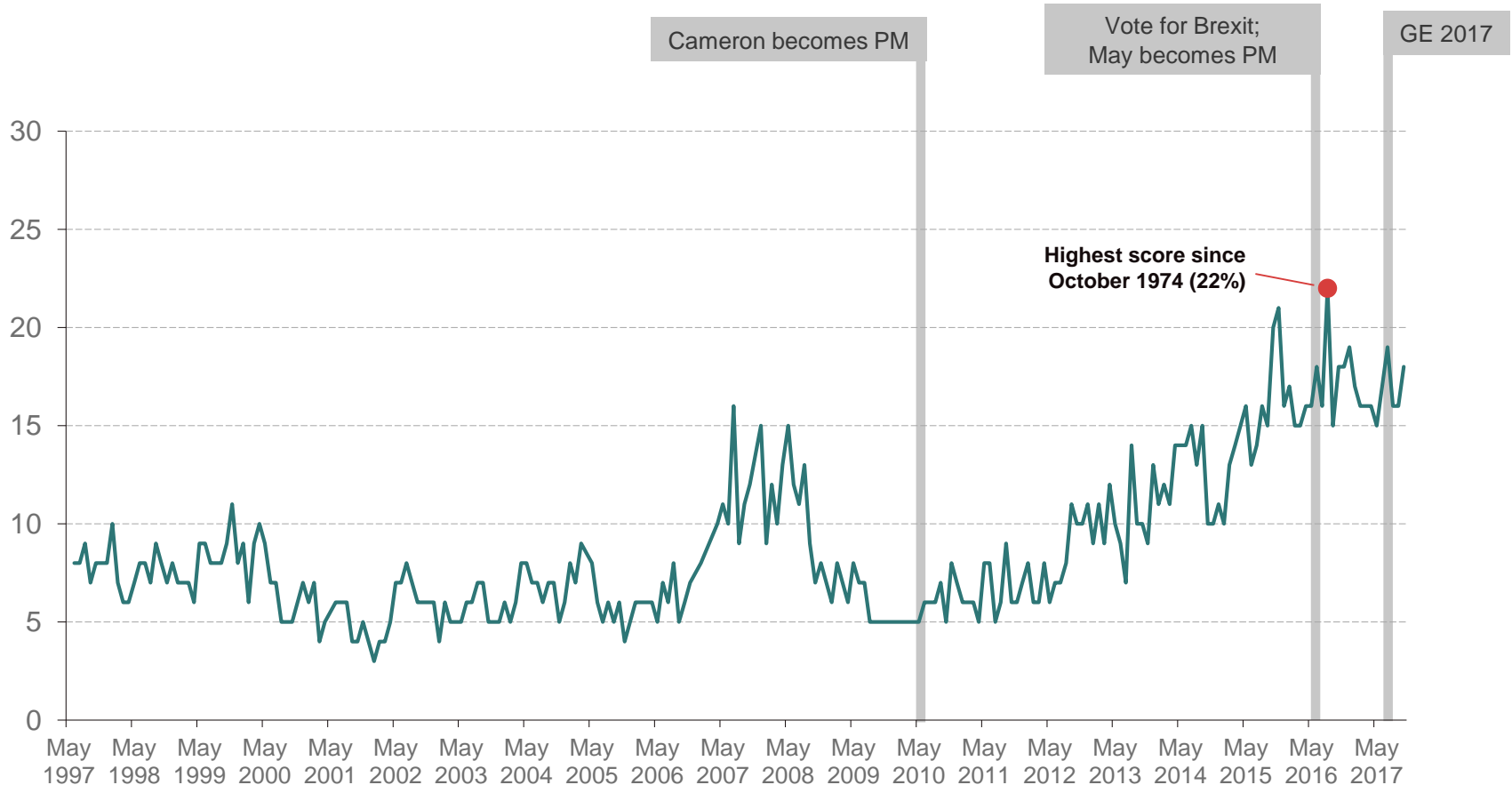
Source: Ipsos MORI Issues Index



# Issues Facing Britain: Housing

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

17



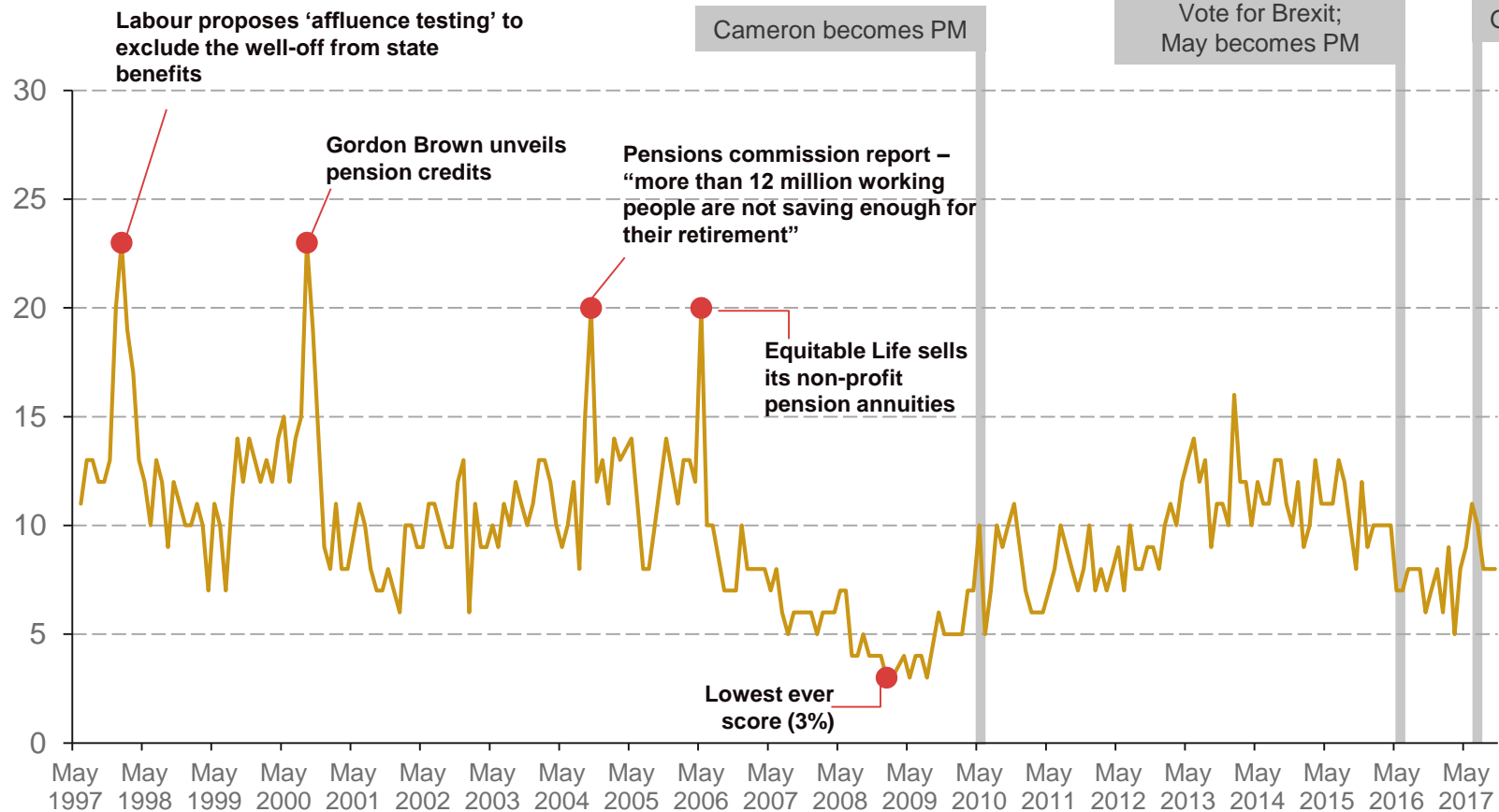
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



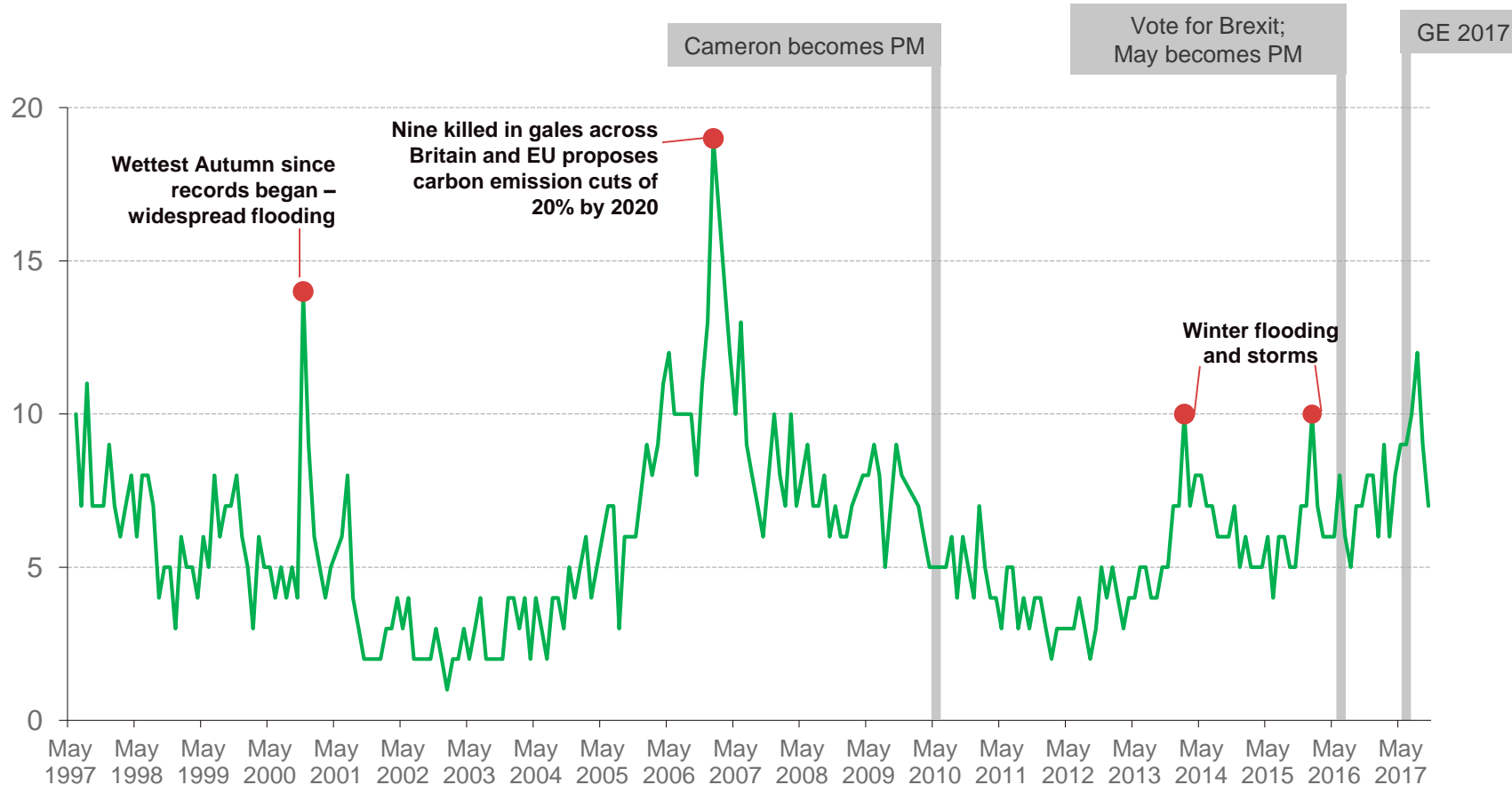
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

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

19



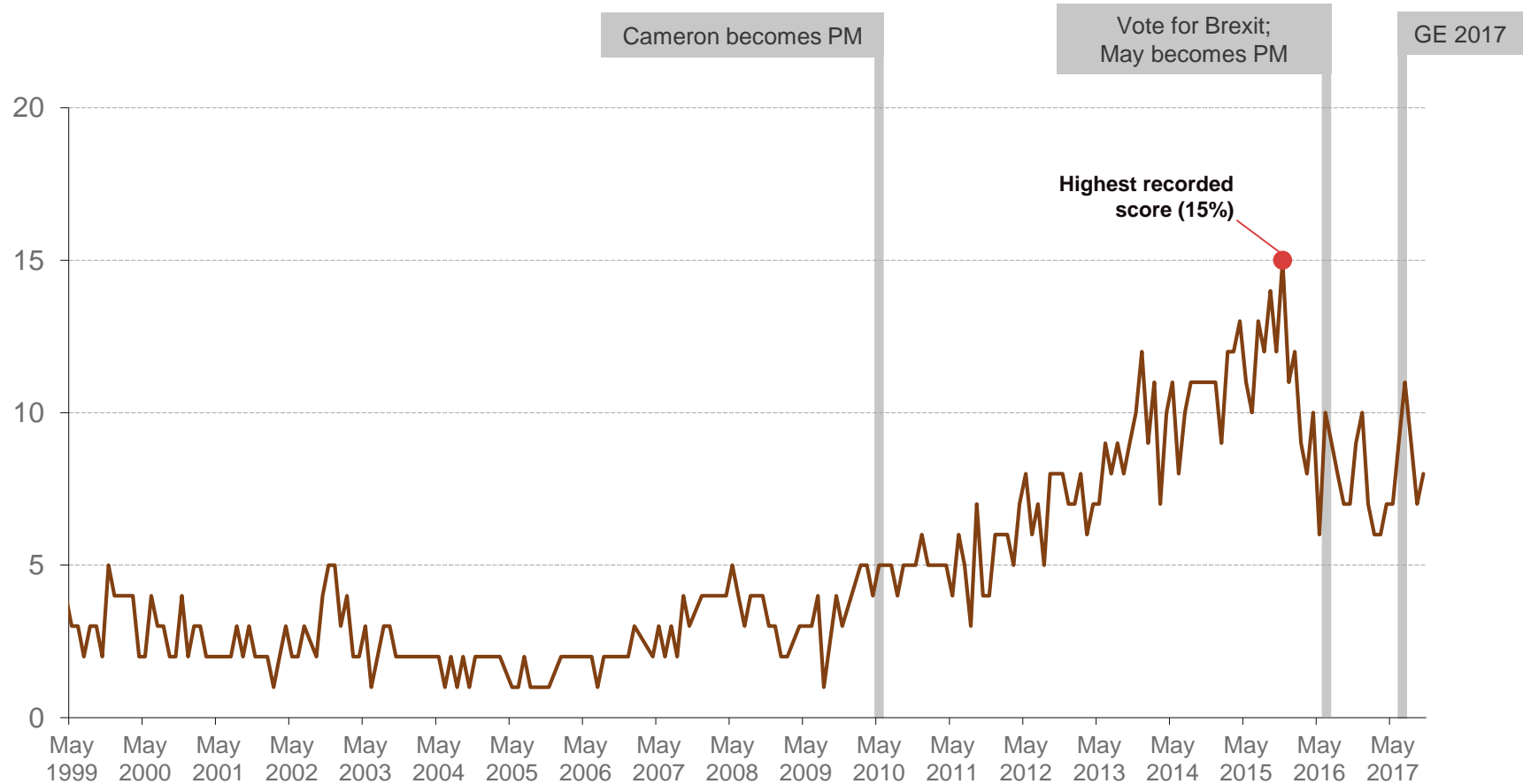
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

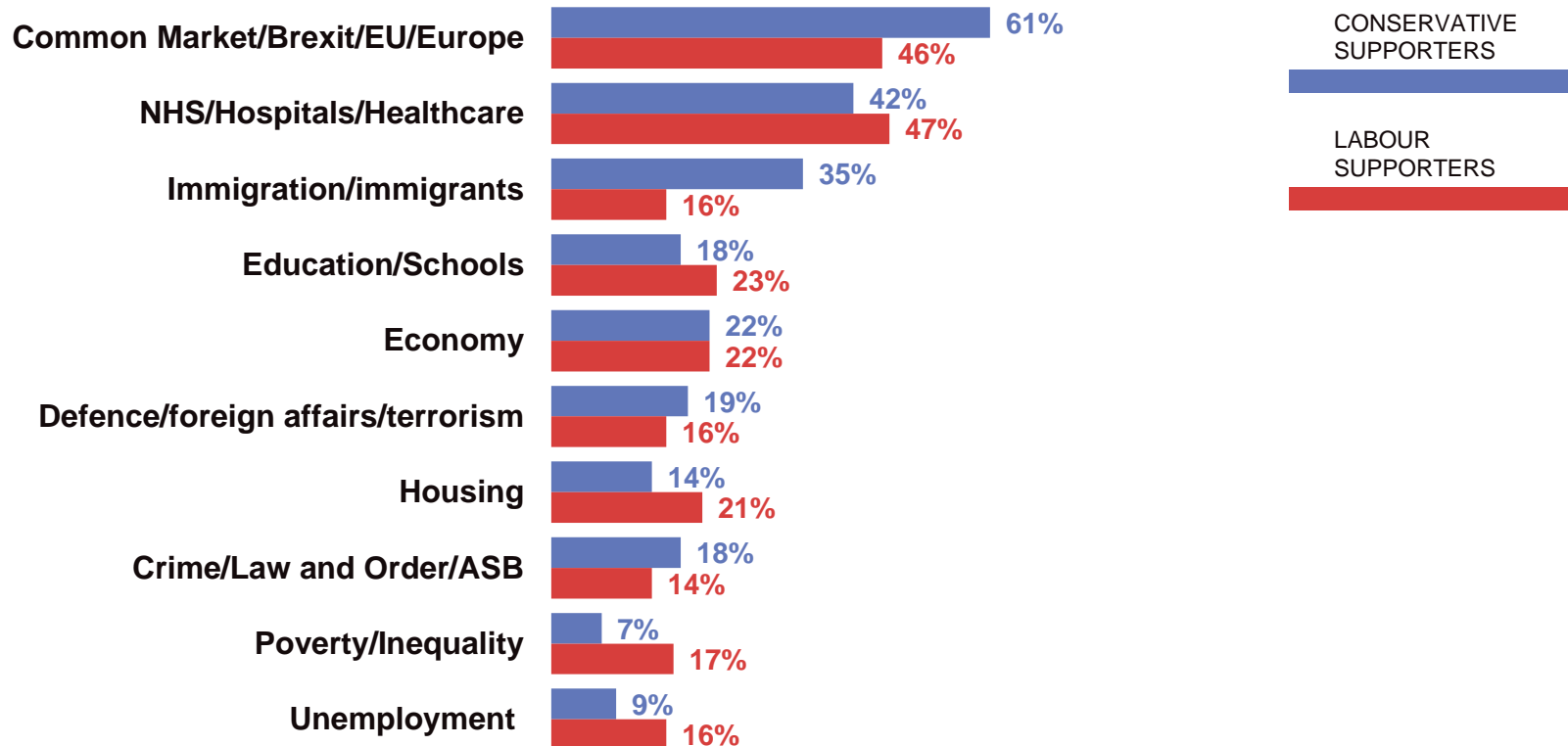
Source: Ipsos MORI Issues Index

# Top issues – concern by party support

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

21

Top mentions %



Base: 283 Conservative and 308 Labour supporters aged 18+, 6 – 16 October 2017

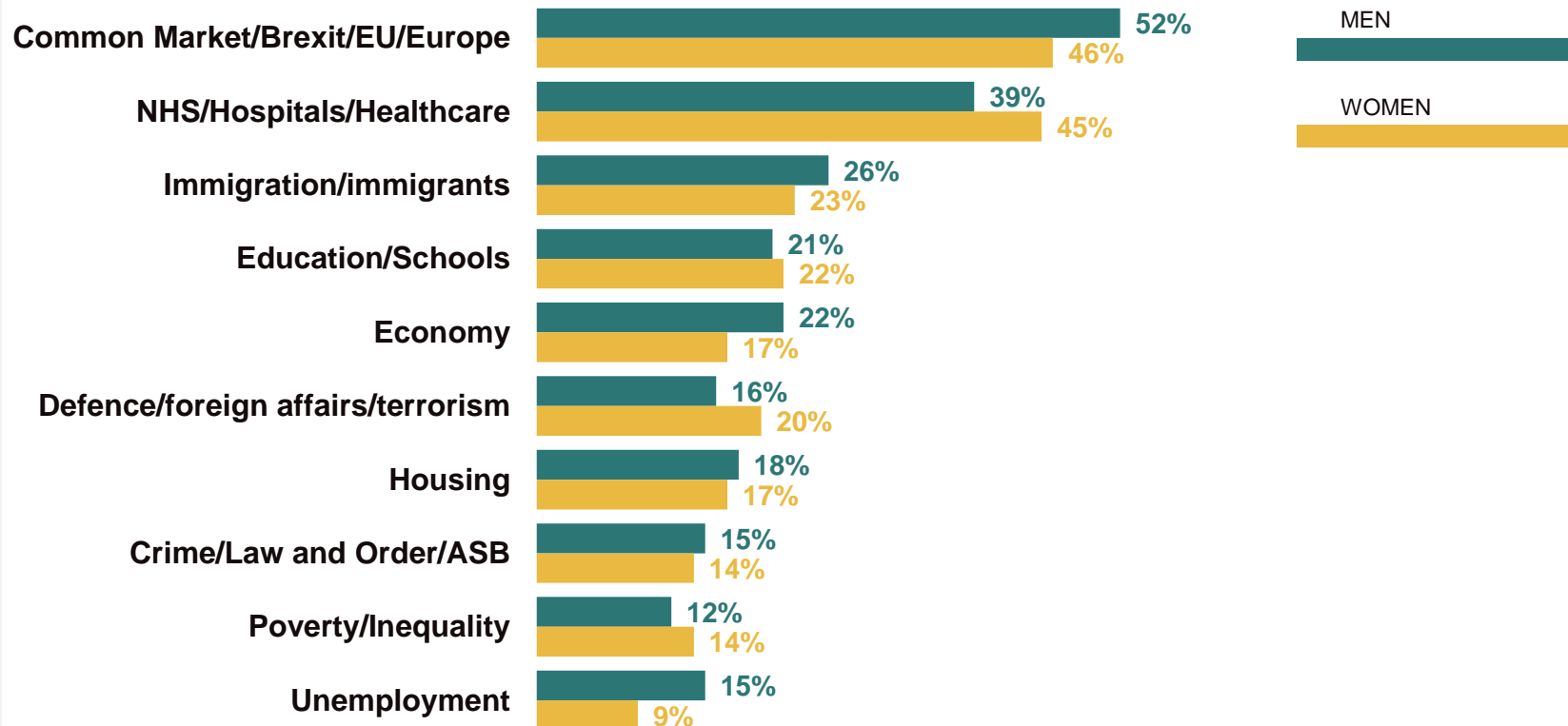
Source: Ipsos MORI Issues Index

# Top issues – concern by gender

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

22

Top mentions %

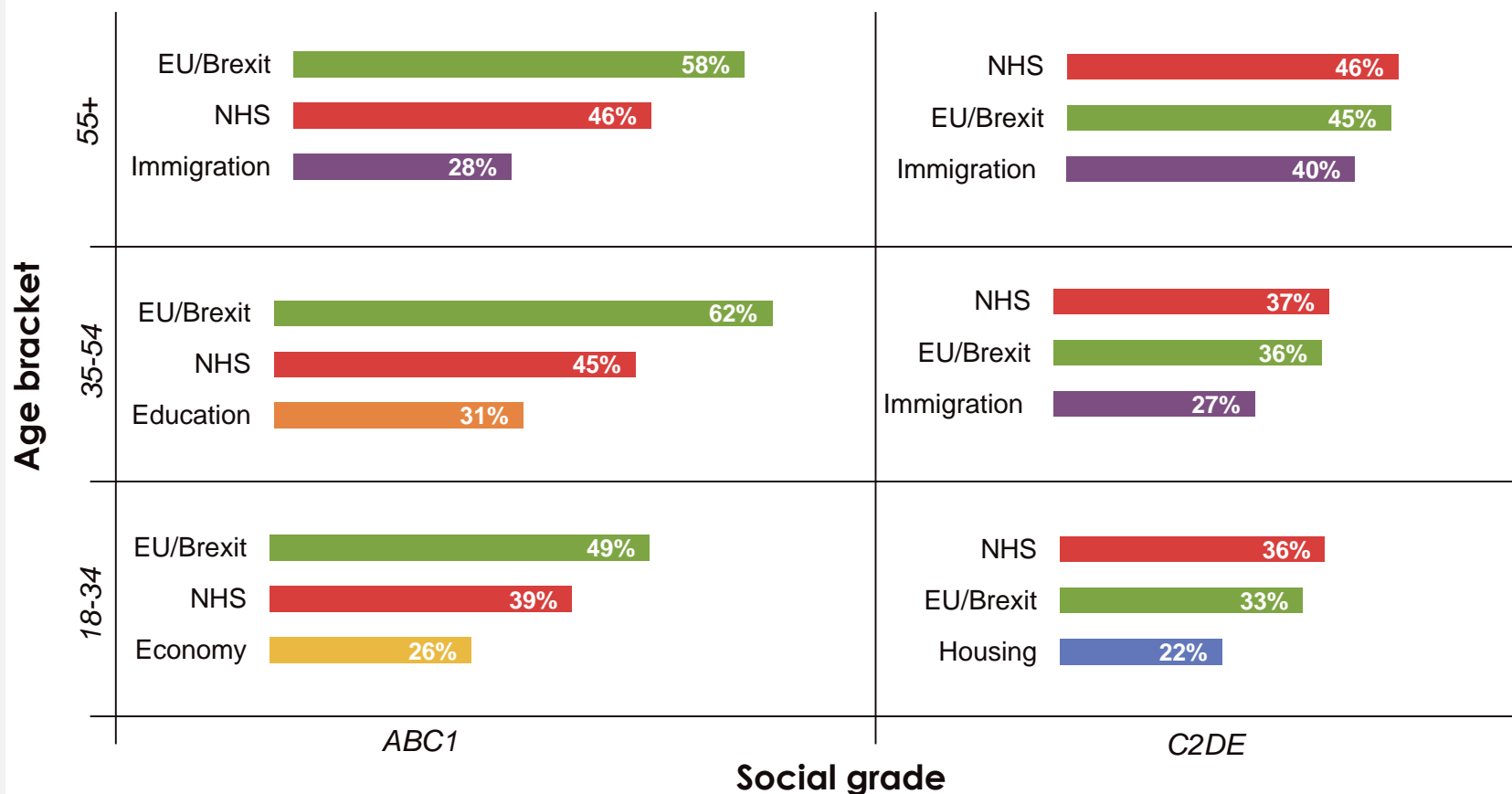


Base: 514 men and 469 women aged 18+, 6 – 16 October 2017

Source: Ipsos MORI Issues Index

# Brexit is the top issue for all ages of ABC1s, while for C2DEs the NHS is narrowly ahead

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



Base: 983 British adults 18+, 6 – 16 October 2017

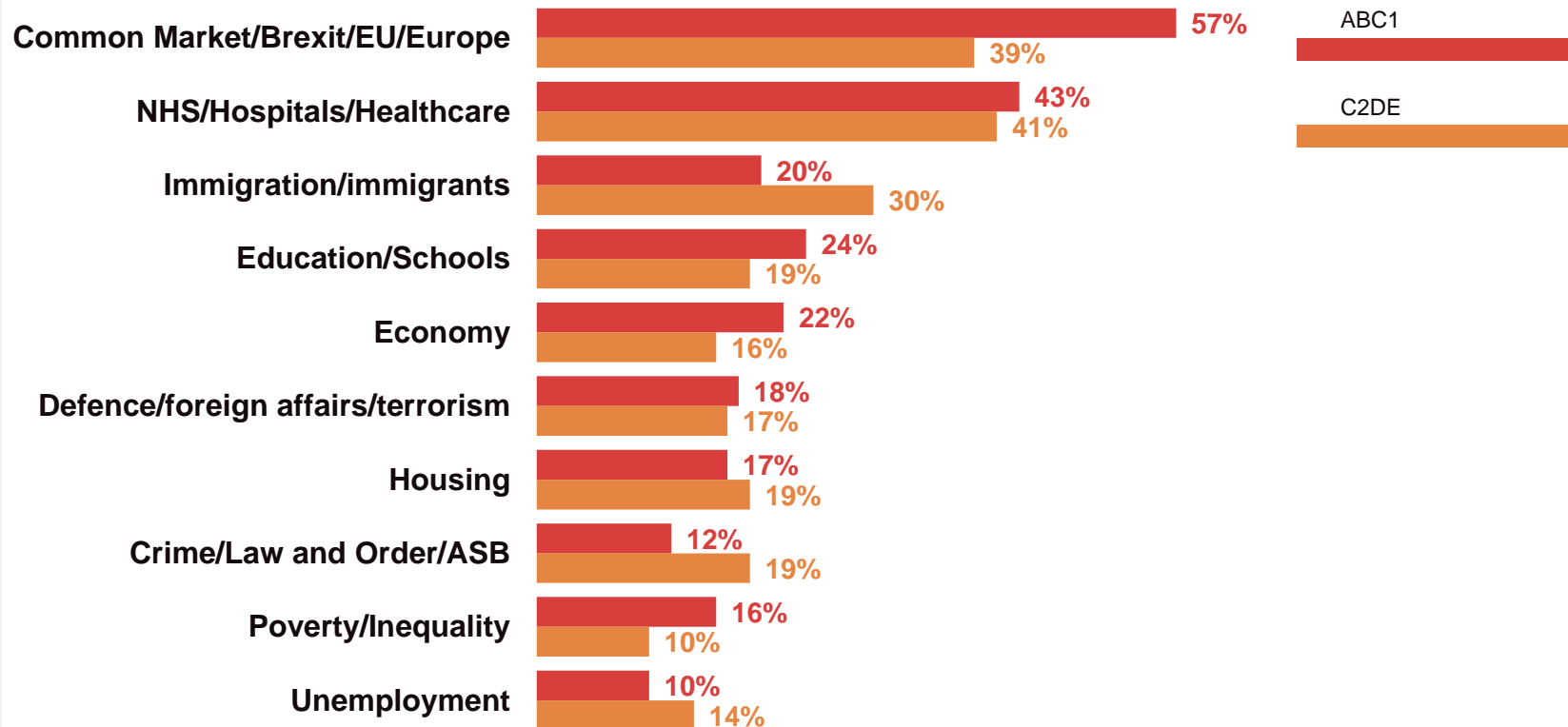
Source: Ipsos MORI Issues Index

# Top issues – concern by social grade

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

24

Top mentions %



Base: 603 people from social grades ABC1 and 380 people from social grades C2DE, aged 18+, 6 – 16 October 2017

Source: Ipsos MORI Issues Index

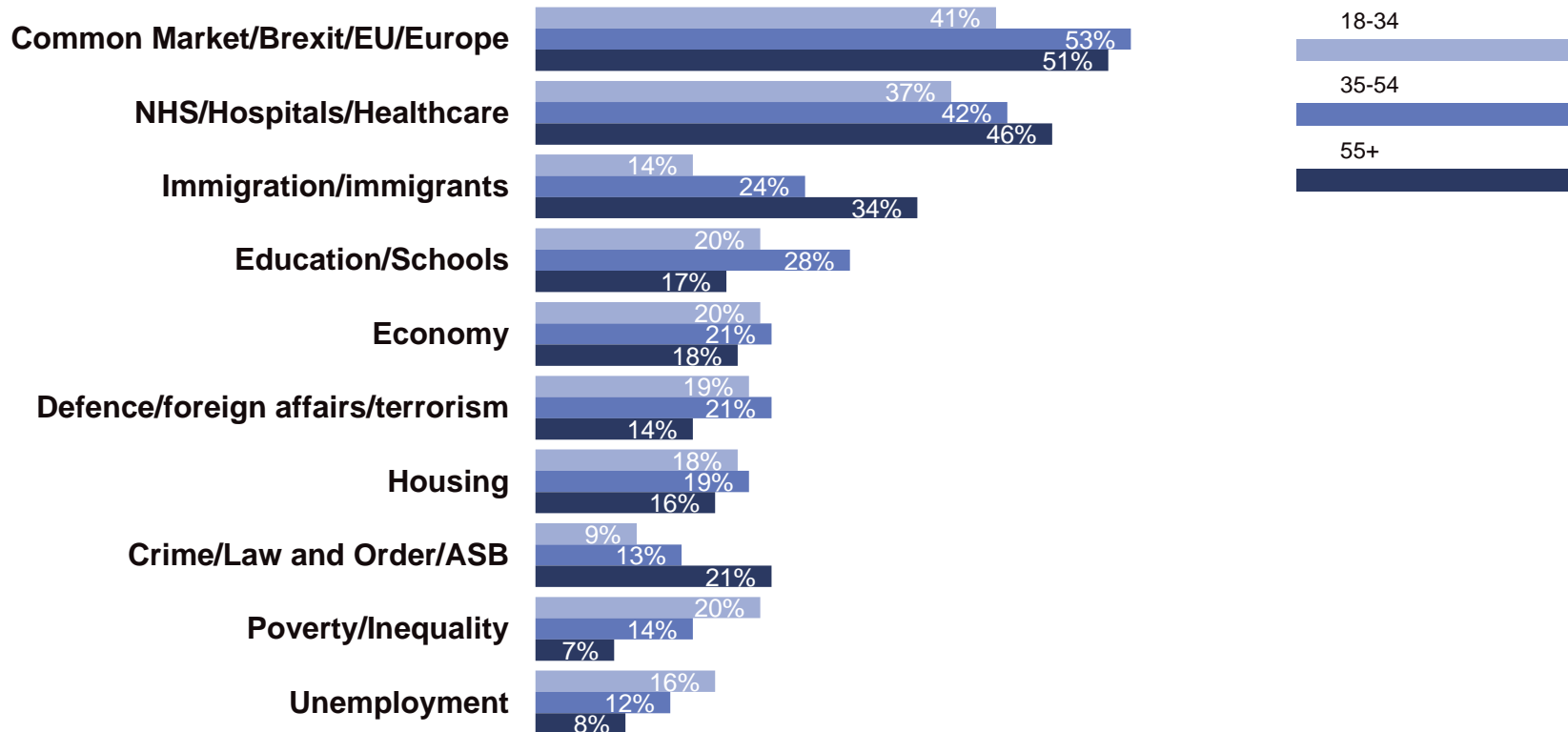


# Top issues – concern by age group

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

25

Top mentions %



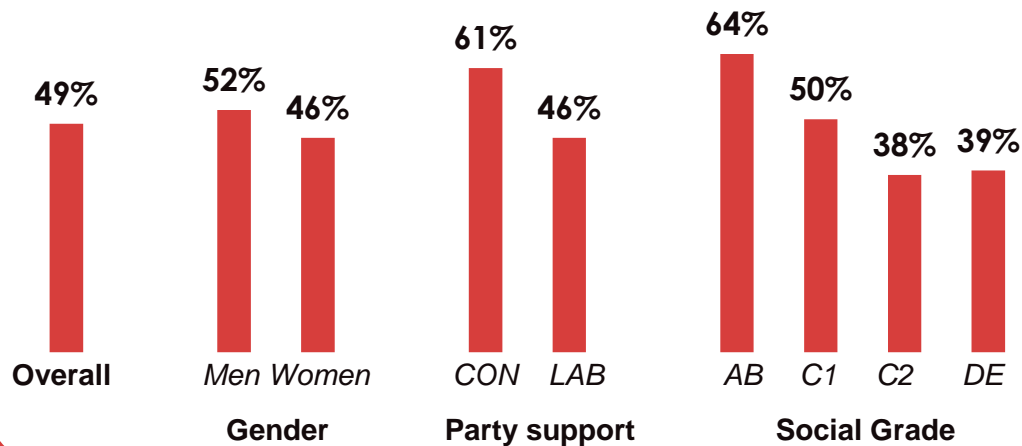
Base: 238 18-34 year olds, 274 35-54 years olds and 471 55+ year olds, 6– 16 October 2017

Source: Ipsos MORI Issues Index

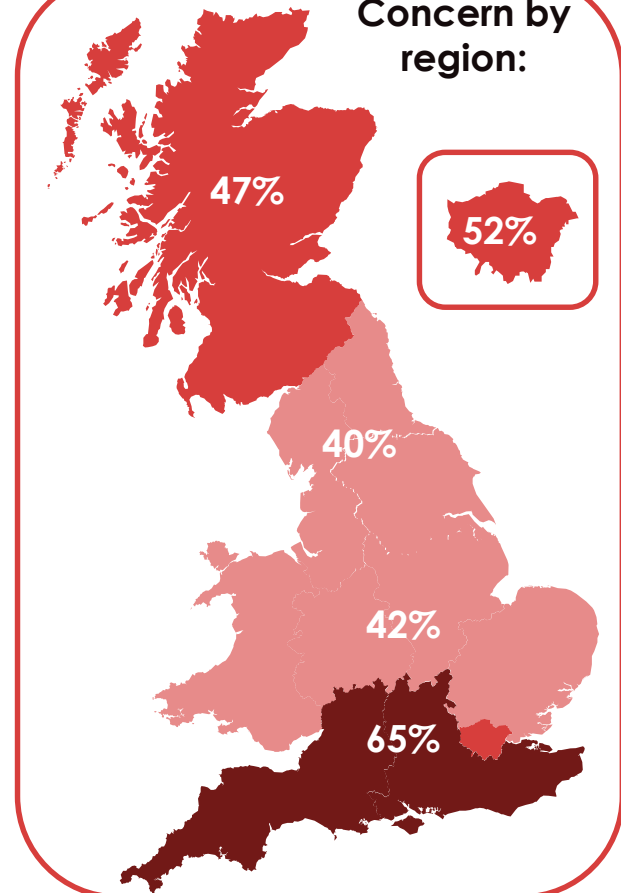
# Concern about EU/Brexit by subgroup

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

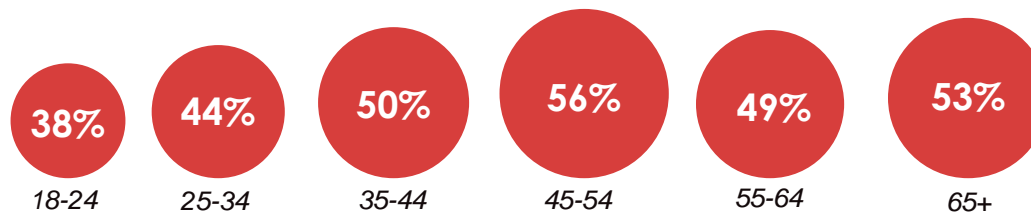
## Concern about the EU/Brexit by key demographic groups:



## Concern by region:



## Concern about the EU/Brexit by age group:



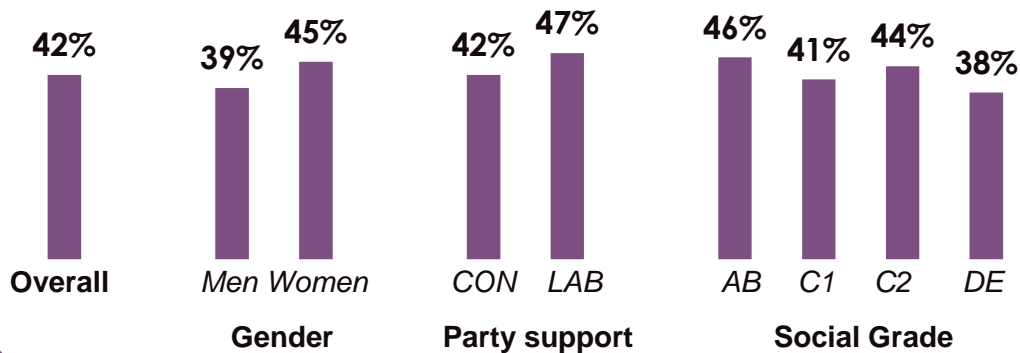
Base: 983 British adults 18+, 6 – 16 October 2017

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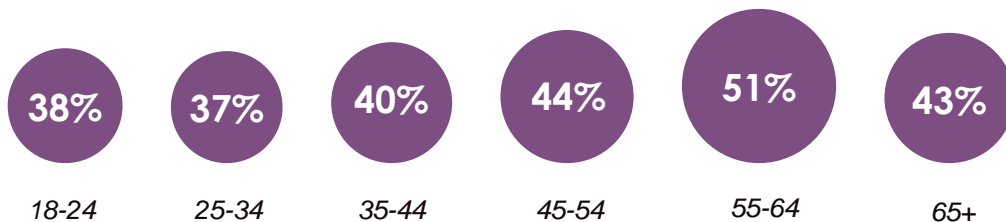
# Concern about the NHS by subgroup

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

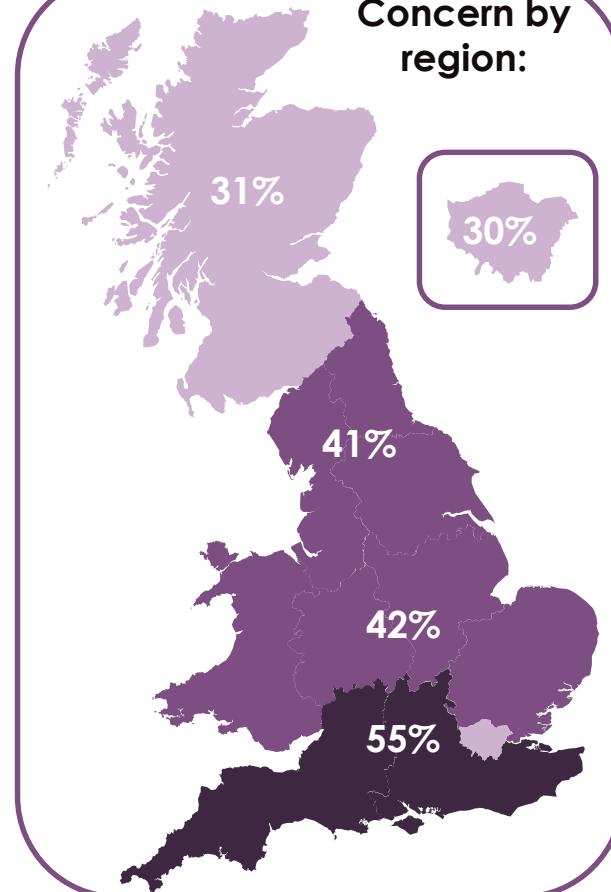
## Concern about the NHS by key demographic groups:



## Concern about the NHS by age group:




## Concern by region:



Base: 983 British adults 18+, 6 – 16 October 2017

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