October 2017
ECONOMIST/IPSOS MORI ISSUES INDEX

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### Issues Facing Britain – October

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>Change since Sept:</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>49%</td>
<td>+3</td>
<td>—</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>42%</td>
<td>+2</td>
<td>—</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>25%</td>
<td>-1</td>
<td>—</td>
</tr>
<tr>
<td>Education</td>
<td>21%</td>
<td>+1</td>
<td>—</td>
</tr>
<tr>
<td>Economy</td>
<td>19%</td>
<td>+1</td>
<td>—</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>18%</td>
<td>+2</td>
<td>+1</td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td>+2</td>
<td>-1</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>15%</td>
<td>+3</td>
<td>+1</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>13%</td>
<td>-2</td>
<td>-1</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>+1</td>
<td>+1</td>
</tr>
</tbody>
</table>

*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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Most Other Important Issues</th>
<th>Most Important Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>34%</td>
<td>49%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>12%</td>
<td>42%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>3%</td>
<td>21%</td>
</tr>
<tr>
<td>Economy</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Housing</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>3%</td>
<td>15%</td>
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<tr>
<td>Poverty/Inequality</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>4%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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?

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?

Source: Ipsos MORI Issues Index

NHS
EU/BREXIT
IMMIGRATION
ECONOMY
DEFENCE/TERRORISM
UNEMPLOYMENT

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

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
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?

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; May becomes PM

GE 2017

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?

- Global recession and Russian Financial crisis
- Northern Rock nationalised
- Highest score since 1992; Most important issue for the first time
- Sub-prime mortgage crisis in the US
- Vote for Brexit; May becomes PM
- 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?

- Unemployment falls below 1 million for first time in 25 years
- Unemployment in Britain rises to 5.5%
- Minimum wage introduced
- 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: Education / Schools

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

Introduction of university tuition fees;
Education most important issue.

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

First City Academies introduced

Vote for Brexit;
May becomes PM

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:
Crime / Law & Order / Violence / Vandalism / ASB

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?

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

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?

- Sept 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%)
- Vote for Brexit; May becomes PM
- 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: Inflation/Prices

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

Inflation rate hits 16 year peak

Vote for Brexit; May becomes PM

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: Housing

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

Cameron becomes PM

Vote for Brexit; May becomes PM

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%)

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:
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
- Winter flooding and storms

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?

Cameron becomes PM
Vote for Brexit; May becomes PM
GE 2017

Source: Ipsos MORI Issues Index

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

Ipsos MORI
# Top issues – concern by party support

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>Common Market/Brexit/EU/Europe</td>
<td>46%</td>
<td>61%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>16%</td>
<td>35%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Economy</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Housing</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>9%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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?

Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Economy</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>15%</td>
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</tr>
<tr>
<td>Poverty/Inequality</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>9%</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age bracket</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>EU/Brexit 58%</td>
<td>EU/Brexit 45%</td>
</tr>
<tr>
<td></td>
<td>NHS 46%</td>
<td>NHS 46%</td>
</tr>
<tr>
<td></td>
<td>Immigration 28%</td>
<td>Immigration 40%</td>
</tr>
<tr>
<td>35-54</td>
<td>EU/Brexit 62%</td>
<td>EU/Brexit 36%</td>
</tr>
<tr>
<td></td>
<td>NHS 45%</td>
<td>NHS 37%</td>
</tr>
<tr>
<td></td>
<td>Education 31%</td>
<td>Education 27%</td>
</tr>
<tr>
<td>18-34</td>
<td>EU/Brexit 49%</td>
<td>EU/Brexit 33%</td>
</tr>
<tr>
<td></td>
<td>NHS 39%</td>
<td>NHS 36%</td>
</tr>
<tr>
<td></td>
<td>Economy 26%</td>
<td>Housing 22%</td>
</tr>
</tbody>
</table>

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?**

<table>
<thead>
<tr>
<th>Issue</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Economy</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Housing</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Unemployment</td>
<td>10%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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?**

### Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>53%</td>
<td>41%</td>
<td>18%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>37%</td>
<td>42%</td>
<td>23%</td>
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<tr>
<td>Immigration/immigrants</td>
<td>14%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>20%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Economy</td>
<td>17%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Housing</td>
<td>16%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>9%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>16%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>8%</td>
<td>12%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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:

- Overall: 49%
- Men: 52%
- Women: 46%
- CON: 61%
- LAB: 46%
- AB: 64%
- C1: 50%
- C2: 38%
- DE: 39%

Concern by region:

- Overall: 47%
- 52%
- 40%
- 42%
- 64%
- 50%
- 38%
- 39%

Concern about the EU/Brexit by age group:

- 18-24: 38%
- 25-34: 44%
- 35-44: 50%
- 45-54: 56%
- 55-64: 49%
- 65+: 53%

Base: 983 British adults 18+, 6 – 16 October 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: 42%
- Men: 39%
- Women: 45%
- CON: 42%
- LAB: 47%
- AB: 46%
- C1: 41%
- C2: 44%
- DE: 38%

Concern by region:
- Scotland: 31%
- Northern Ireland: 30%
- Wales: 41%
- England: 42%
- London: 55%

Concern about the NHS by age group:

- 18-24: 38%
- 25-34: 37%
- 35-44: 40%
- 45-54: 44%
- 55-64: 51%
- 65+: 43%

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

Ipsos MORI Issues Index