



November 2017

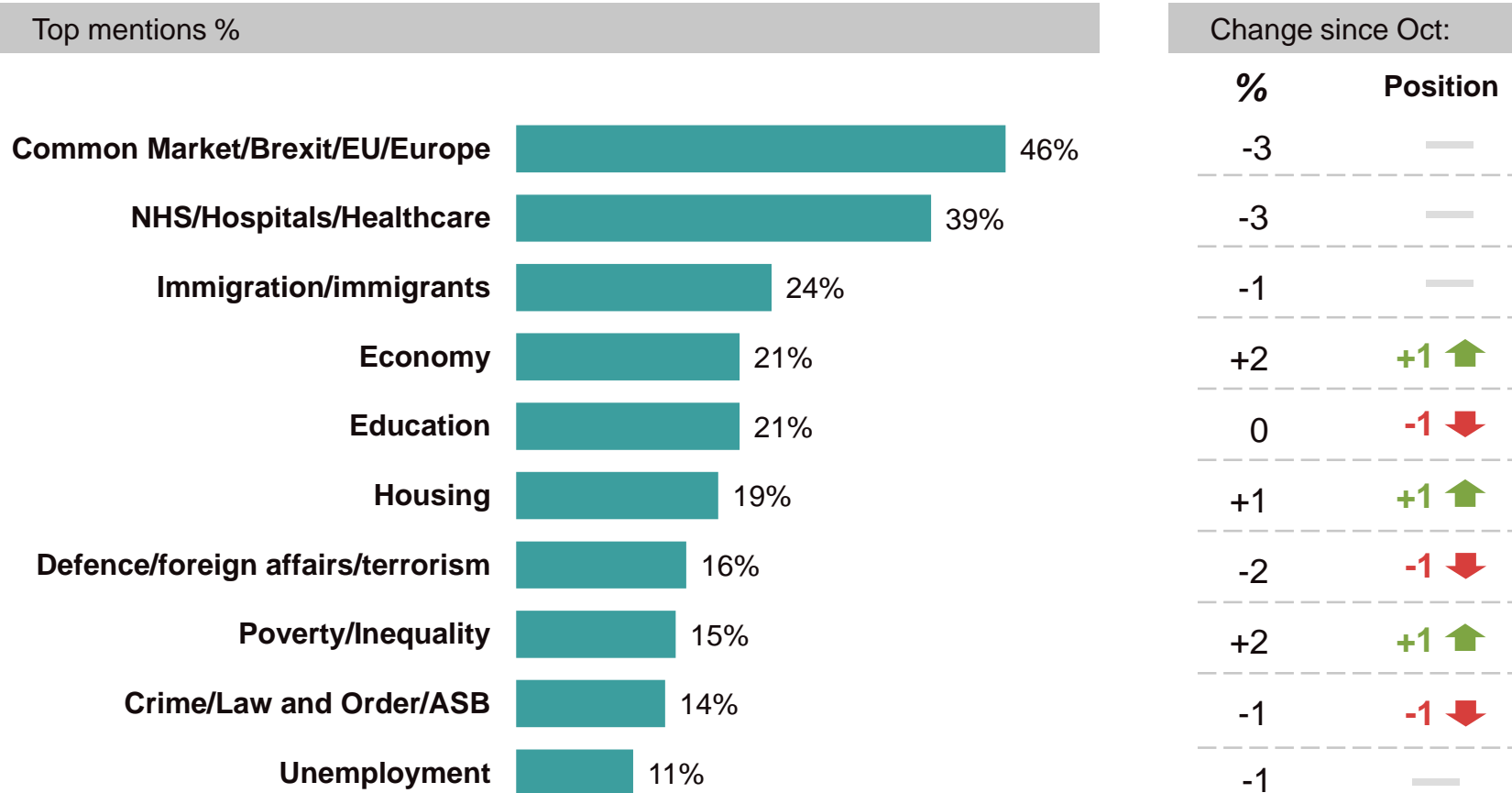
ECONOMIST/IPSOS MORI ISSUES INDEX

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020 7347 3000

Issues Facing Britain – November

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

2



Base: 999 British adults 18+, 3 – 14 November 2017

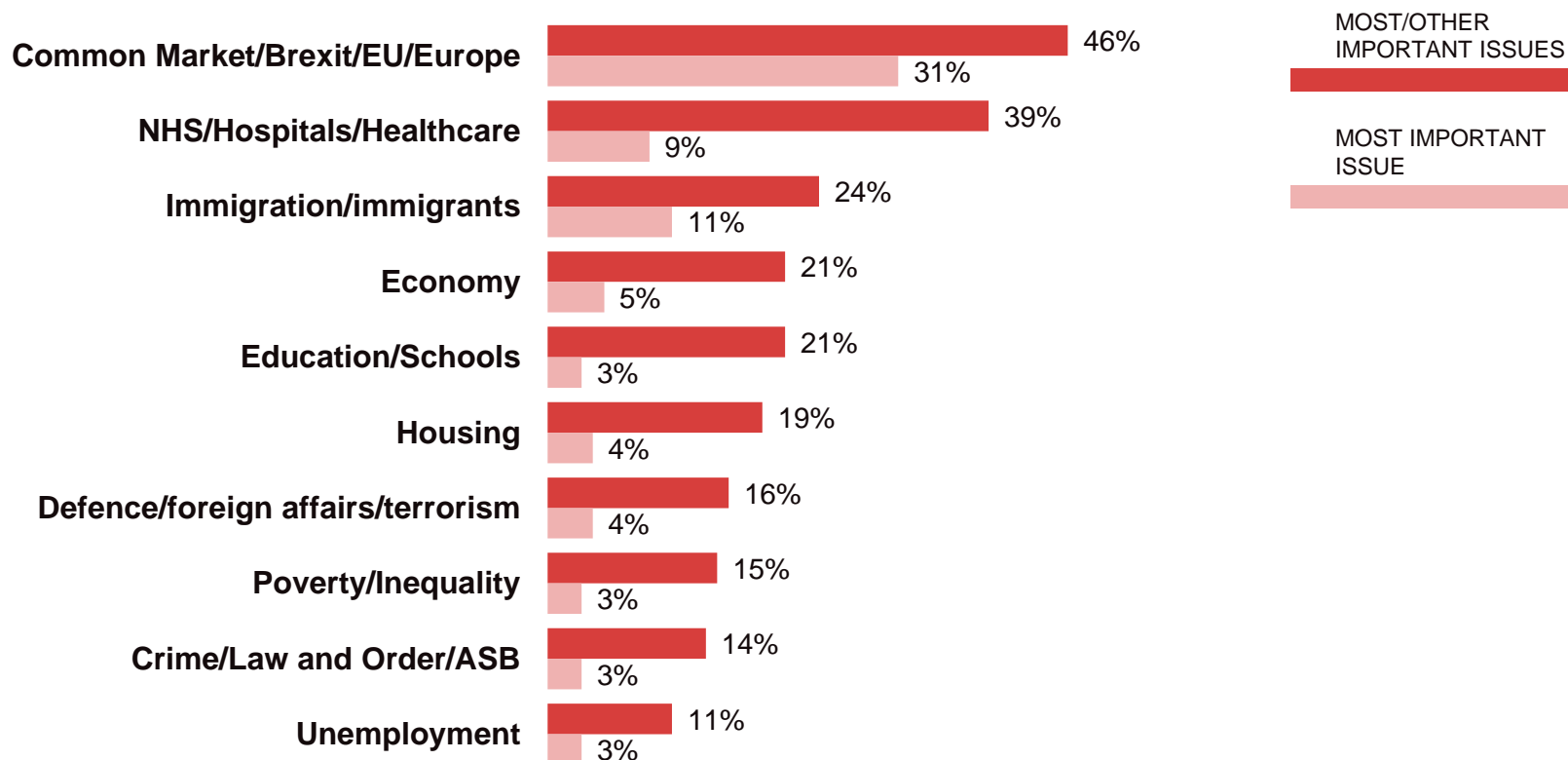
Source: Ipsos MORI Issues Index

Issues Facing Britain – November

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

3

Top mentions %



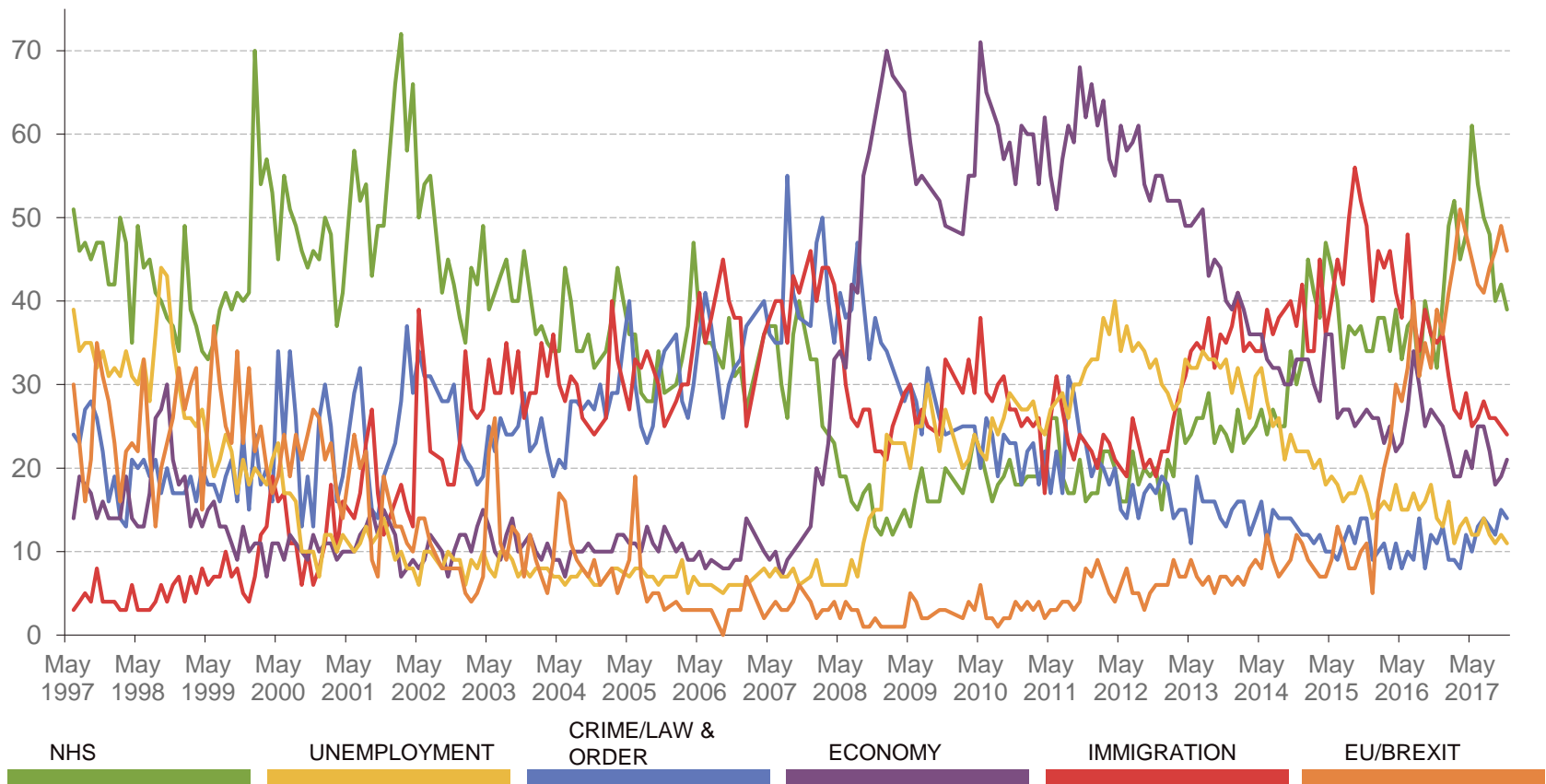
Base: 999 British adults 18+, 3 – 14 November 2017

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



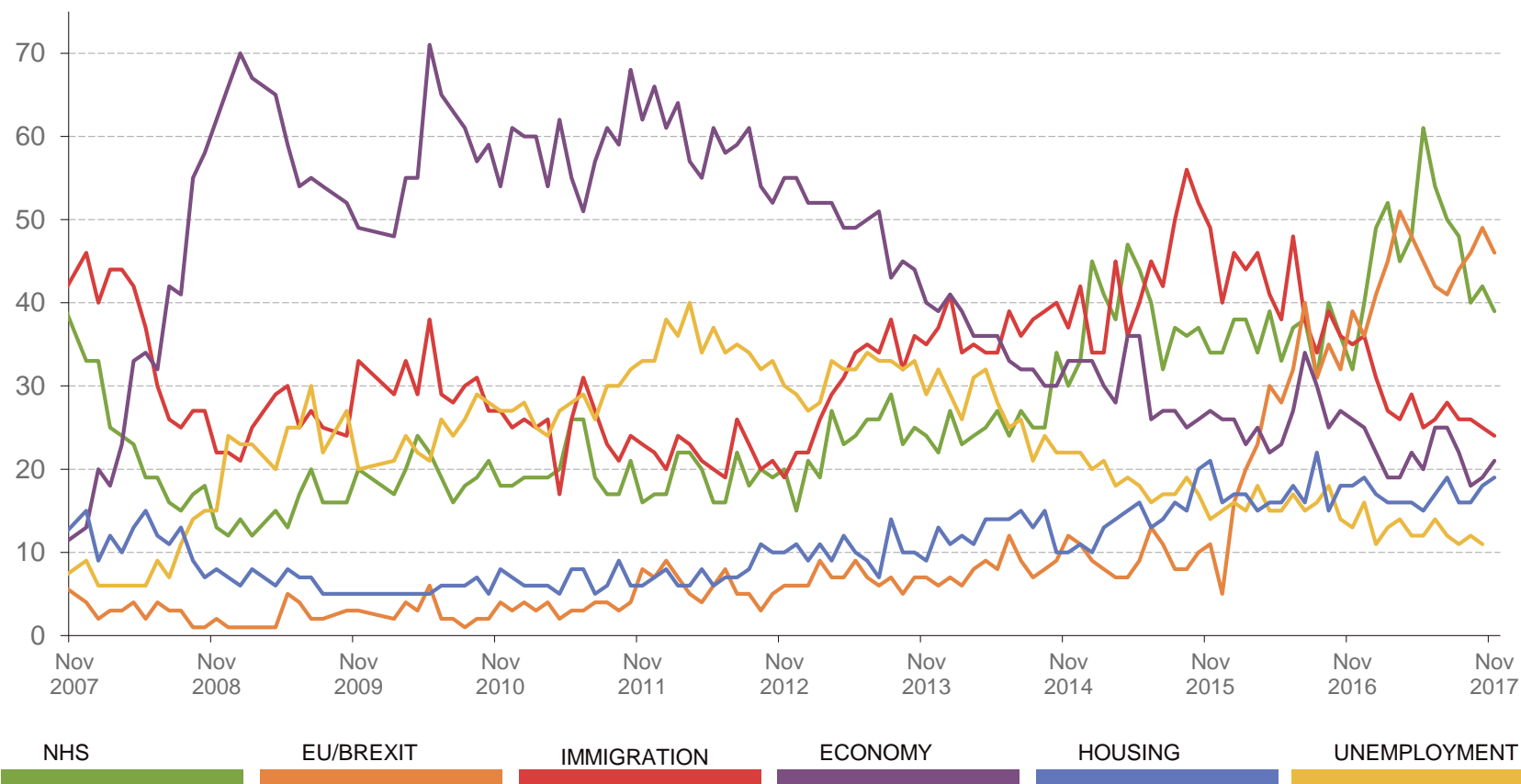
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



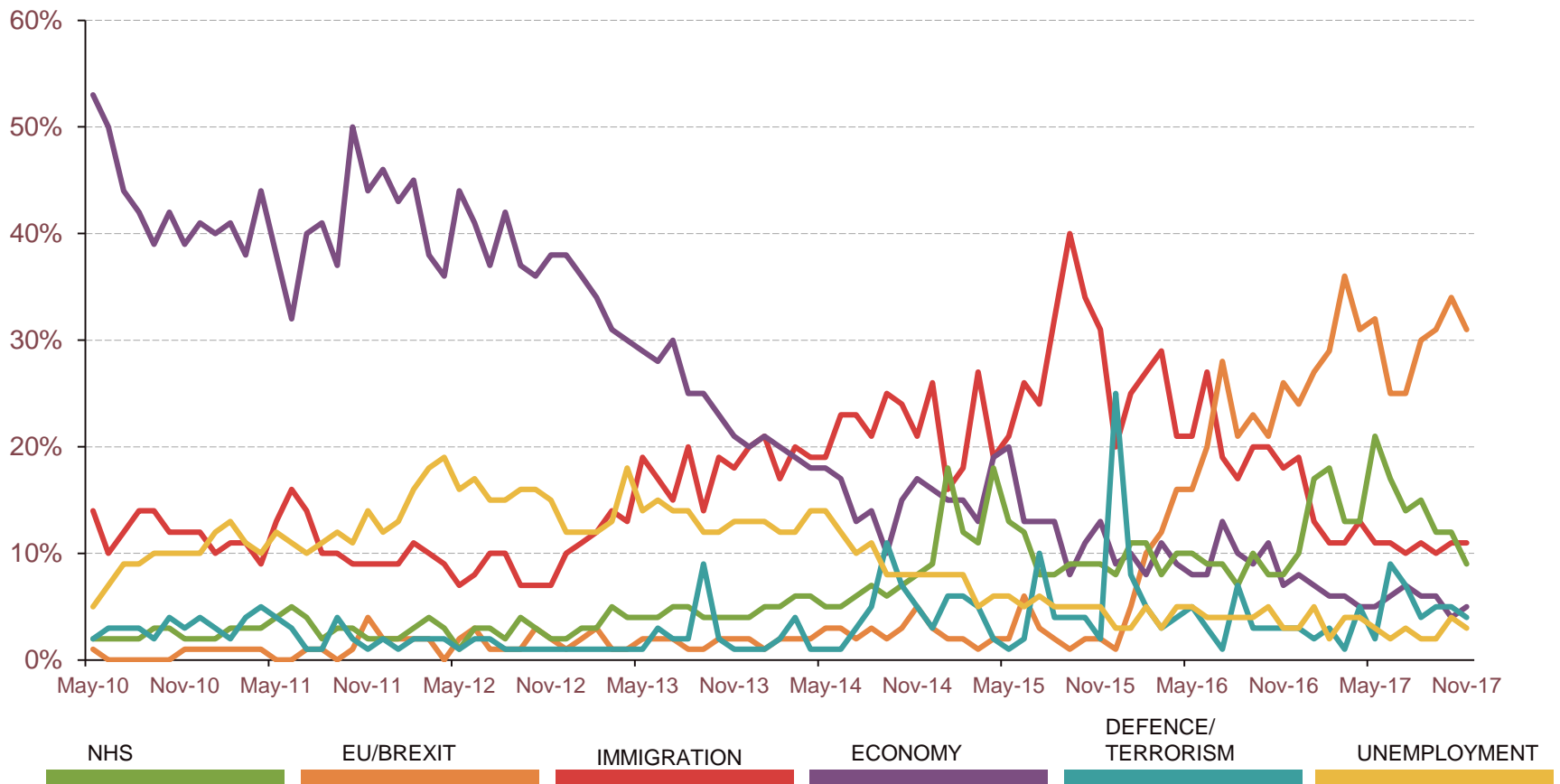
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Single biggest issue: Trend 2010 - 2017

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

6



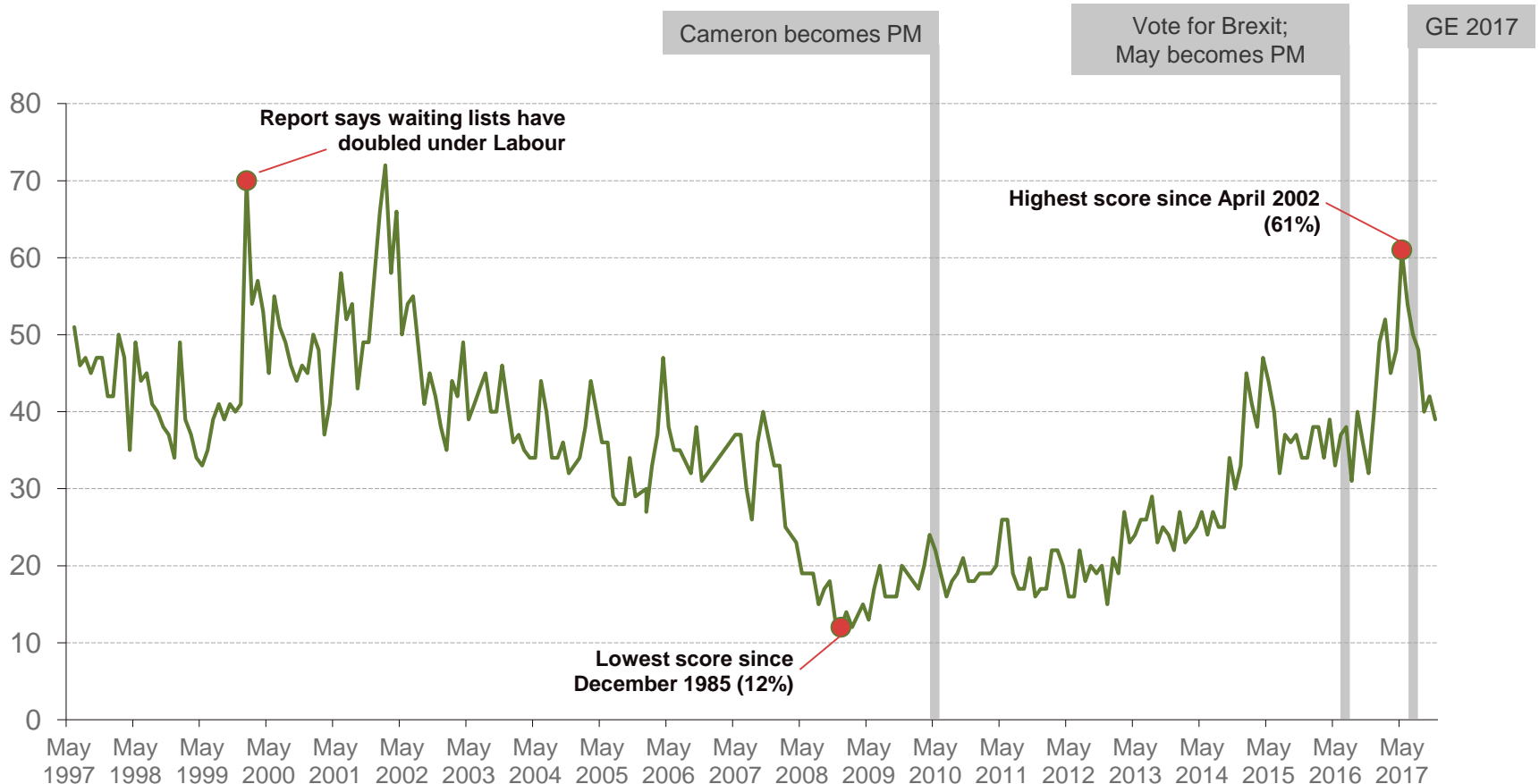
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



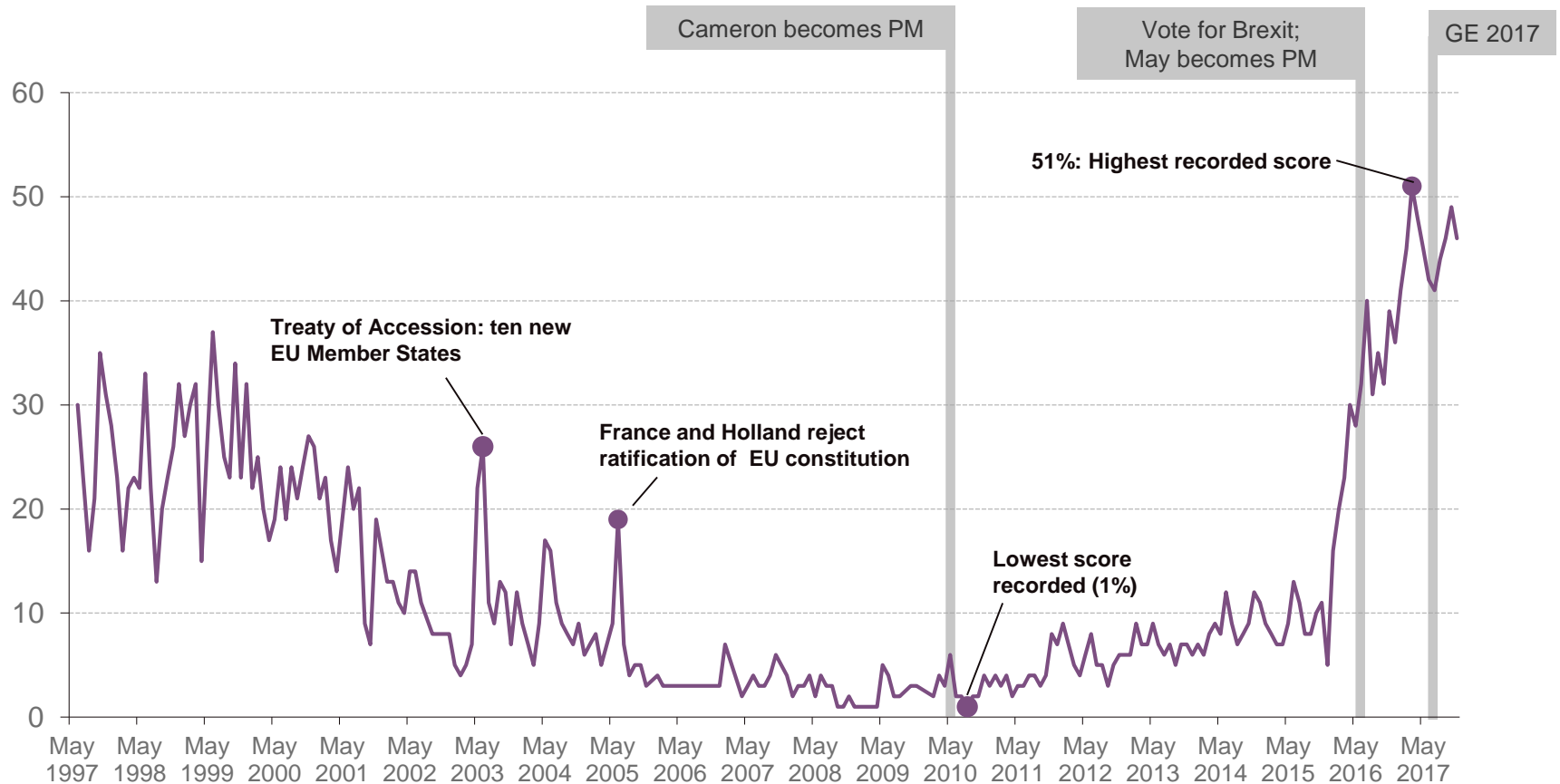
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



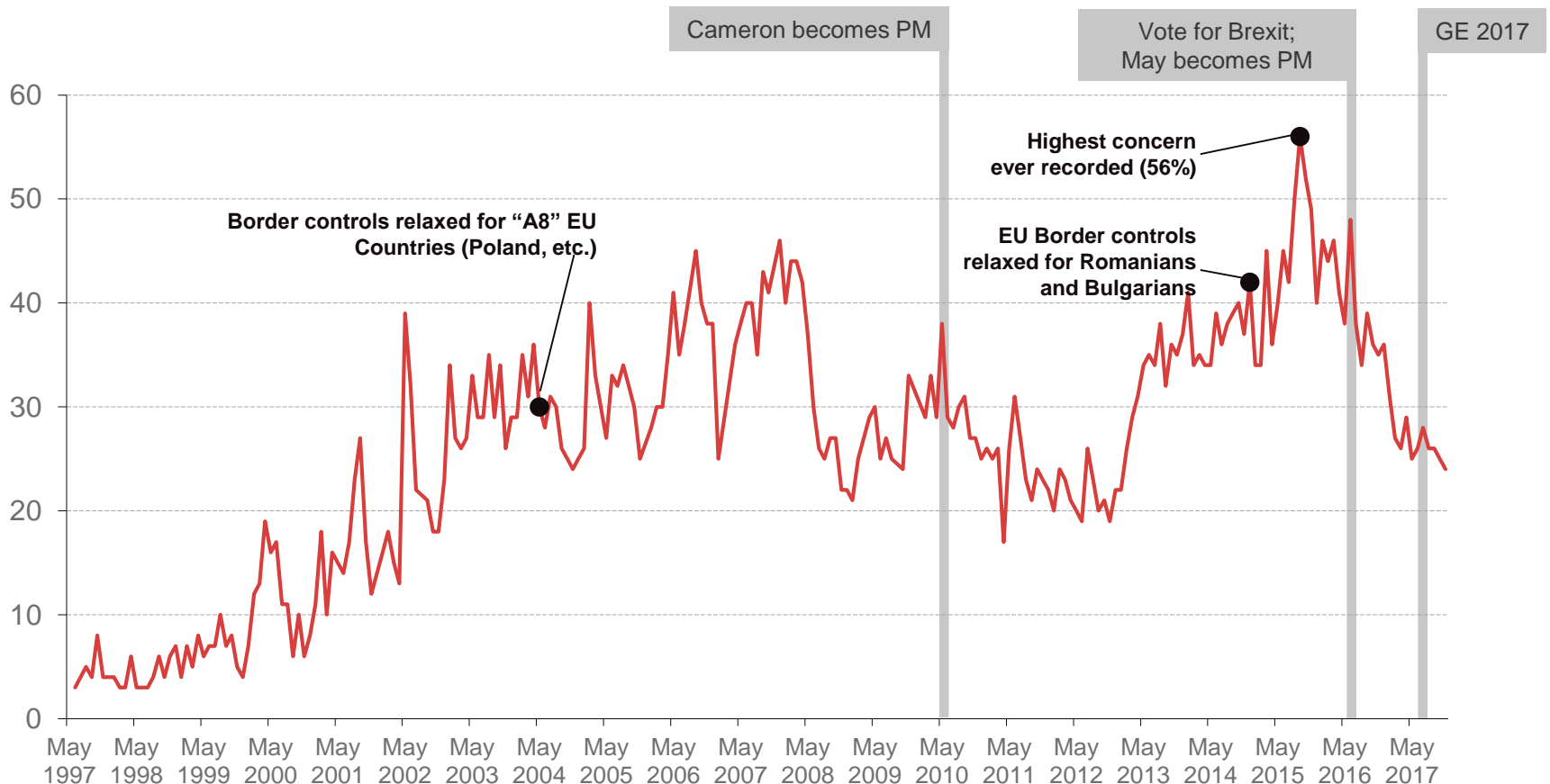
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



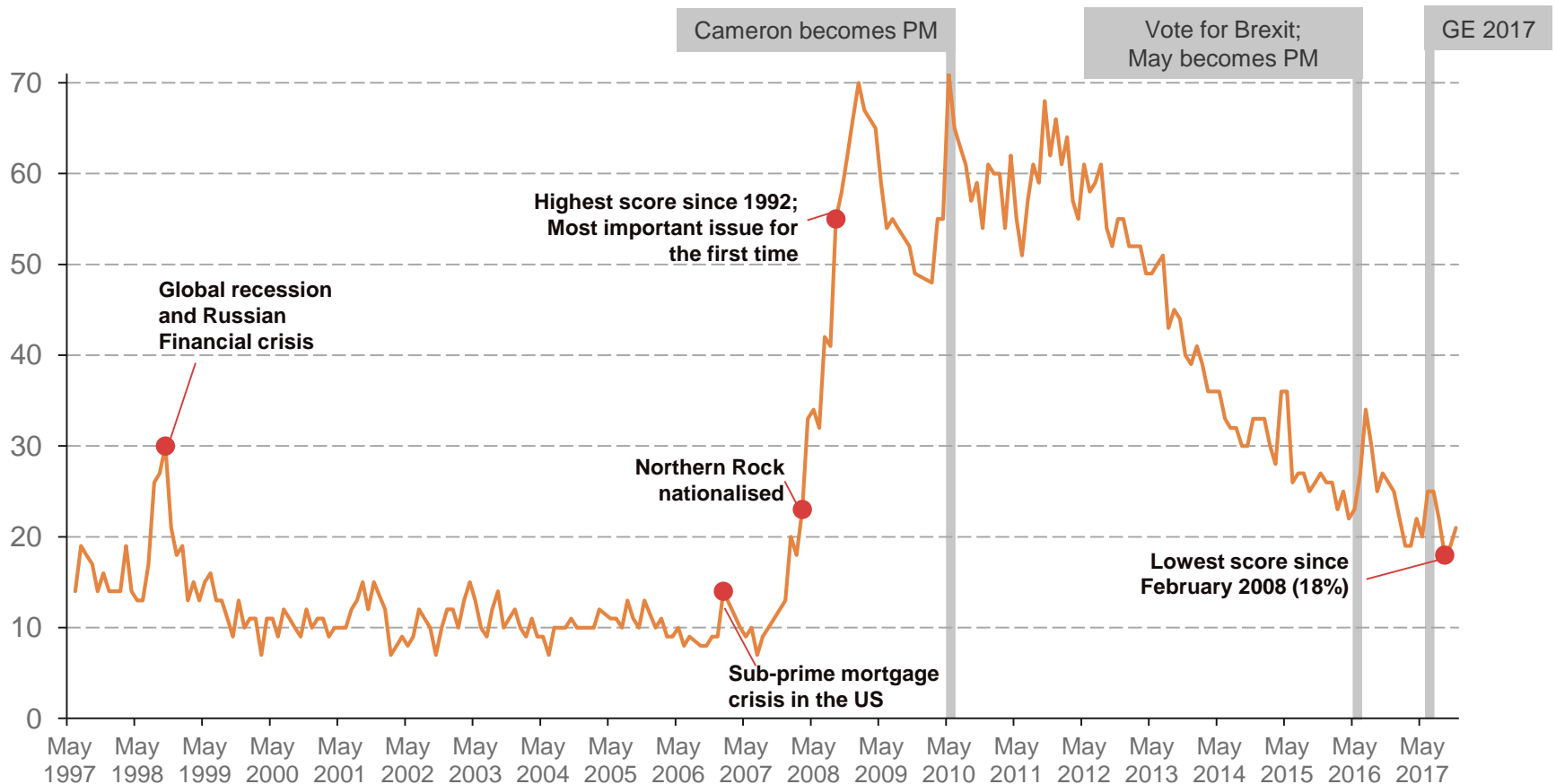
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

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



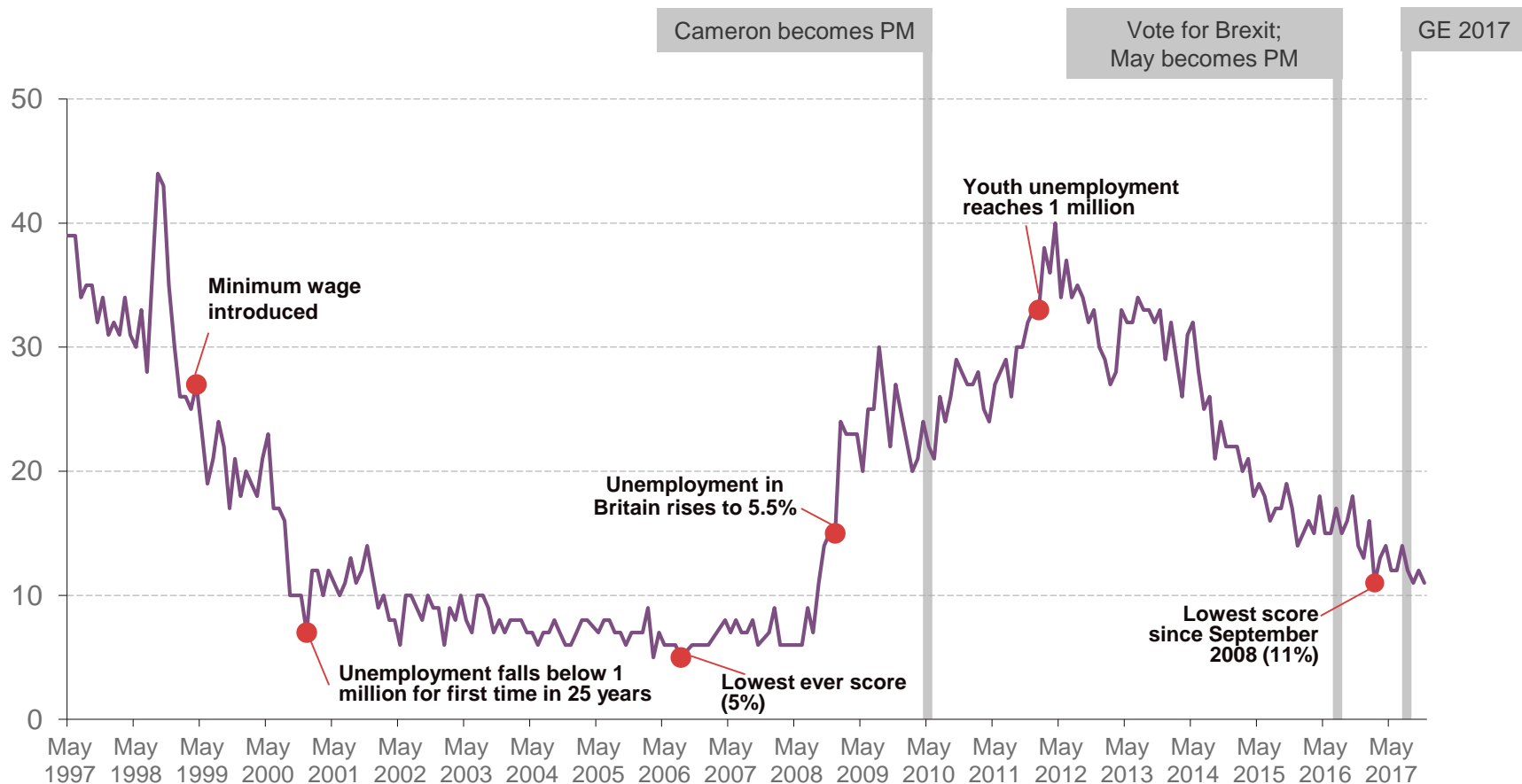
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



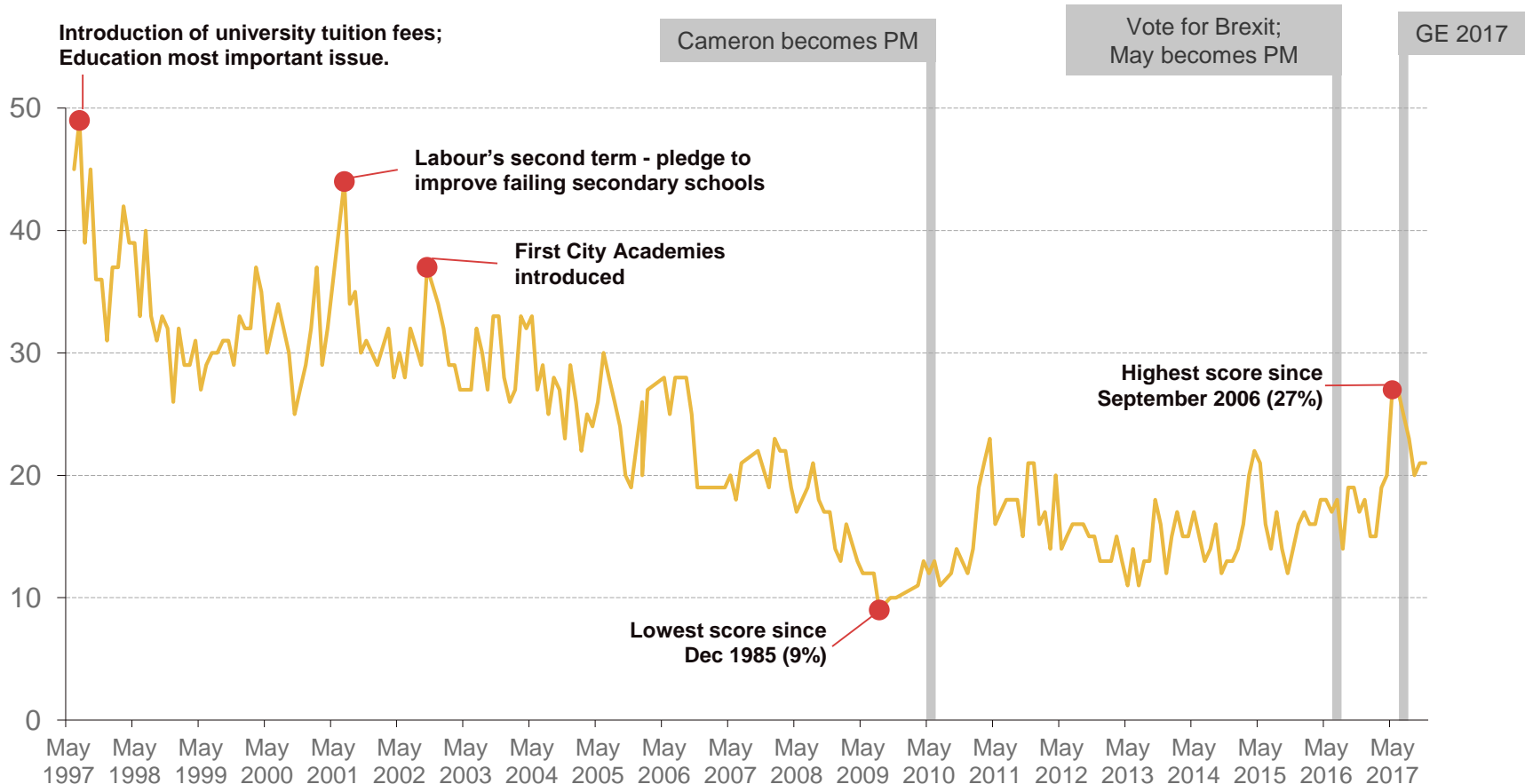
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

12



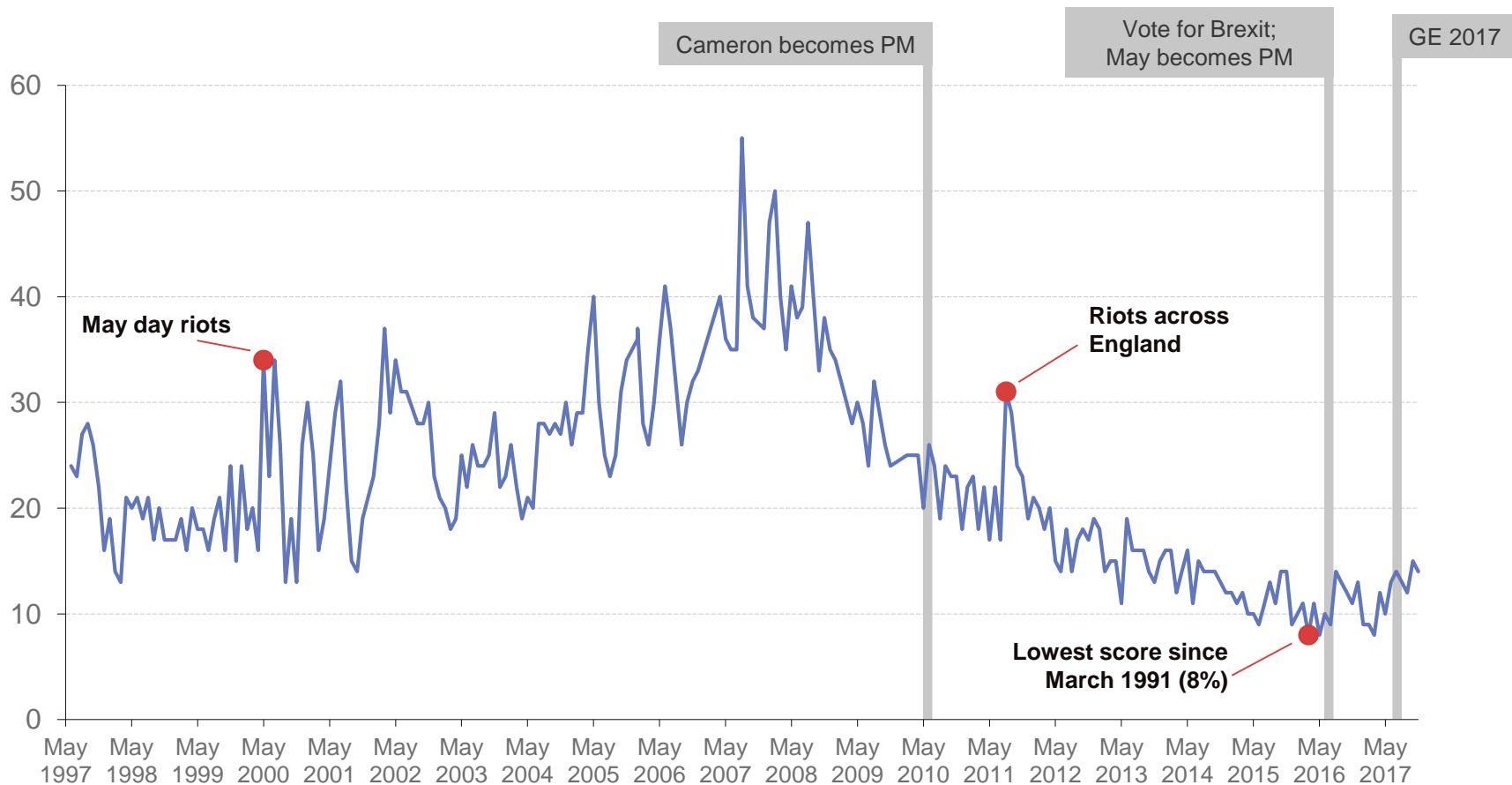
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



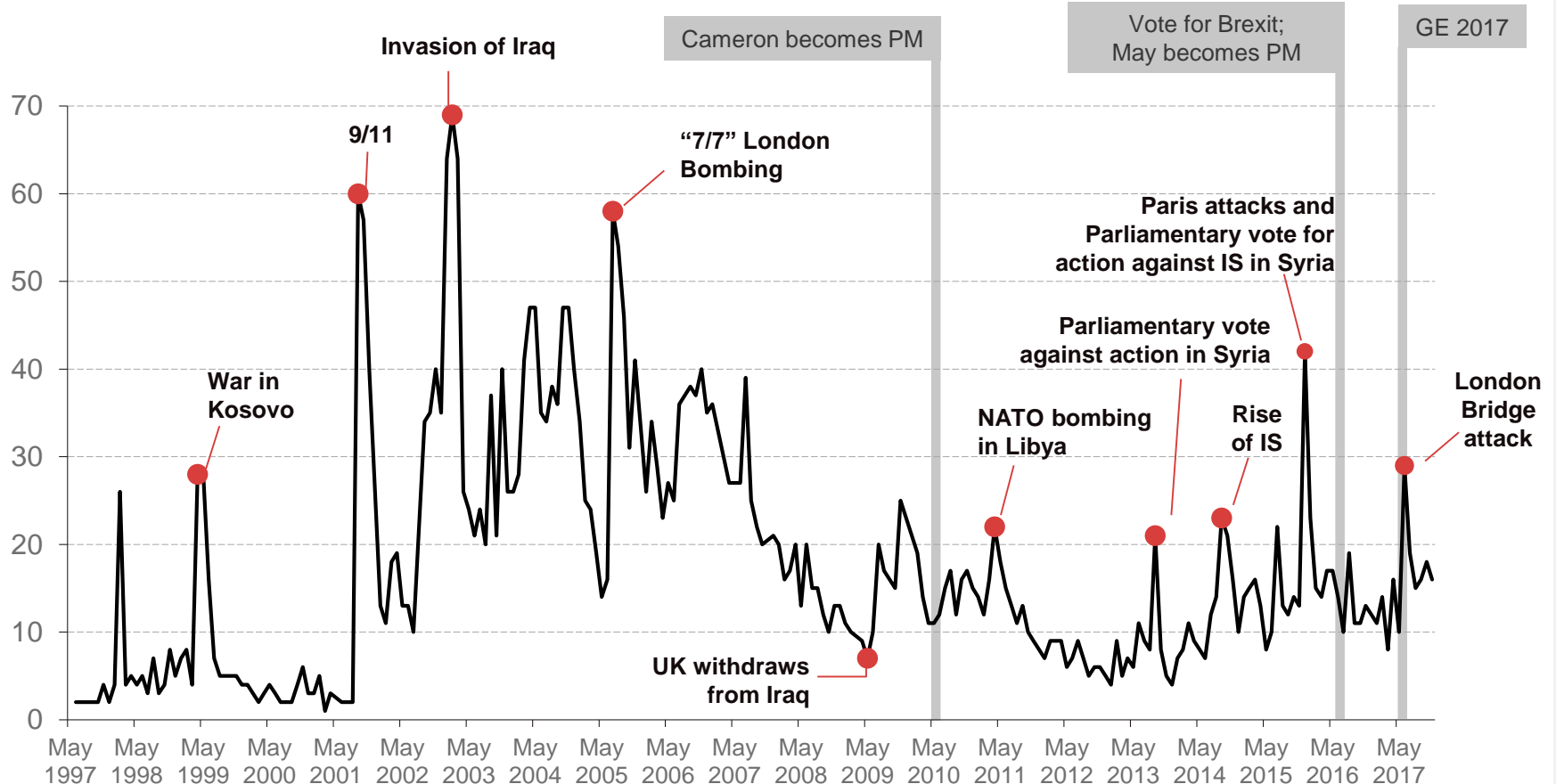
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



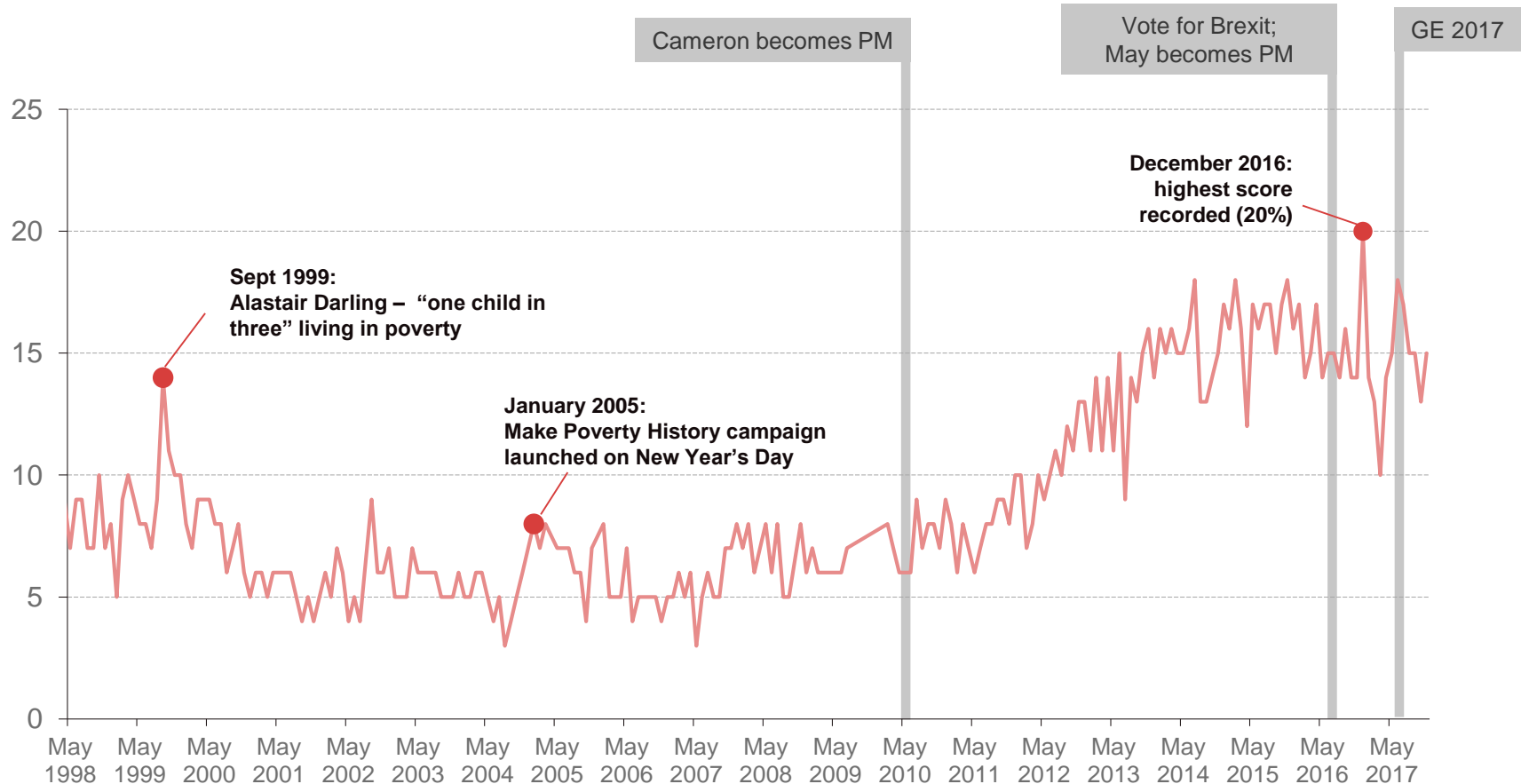
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



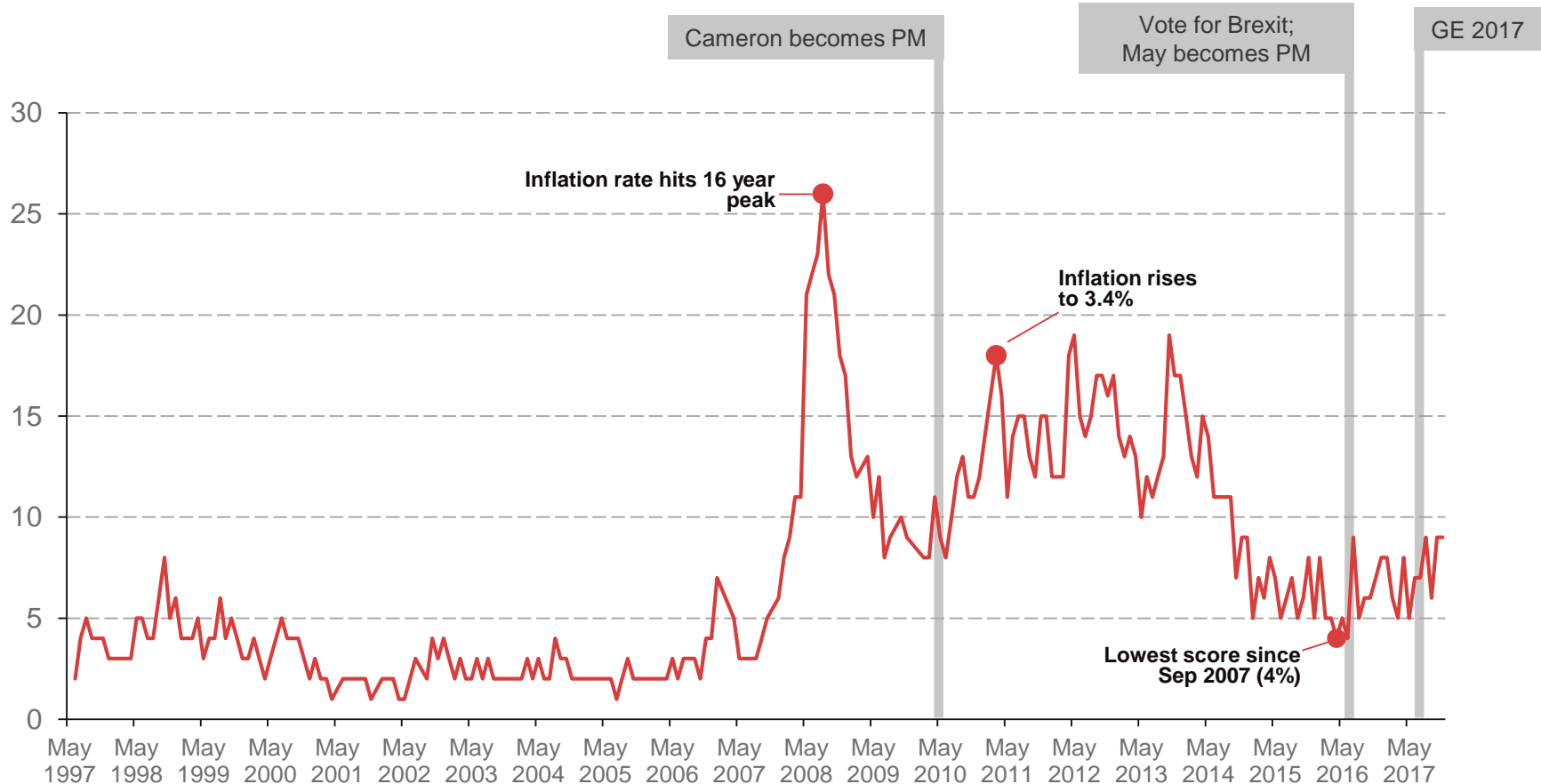
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



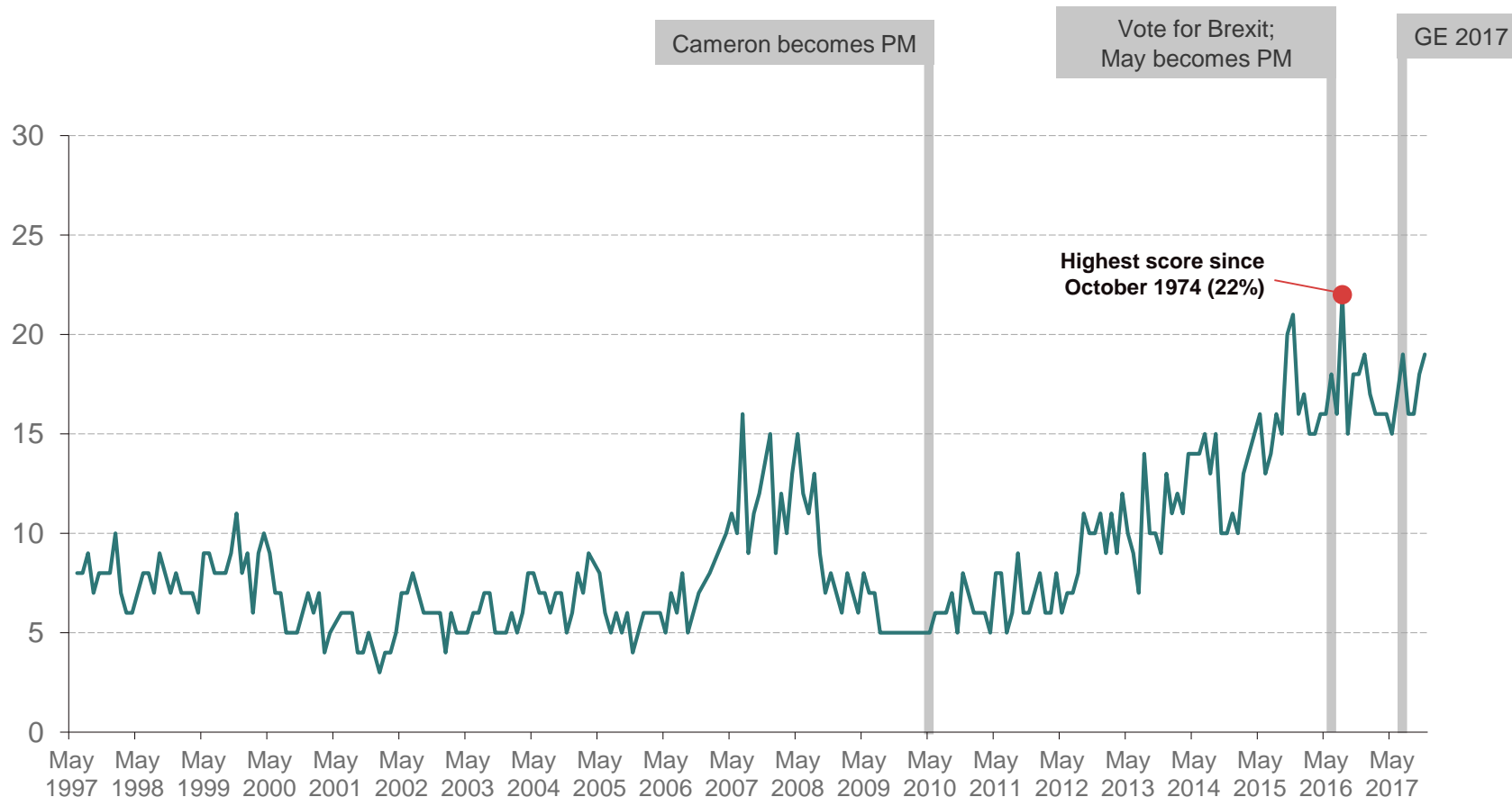
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



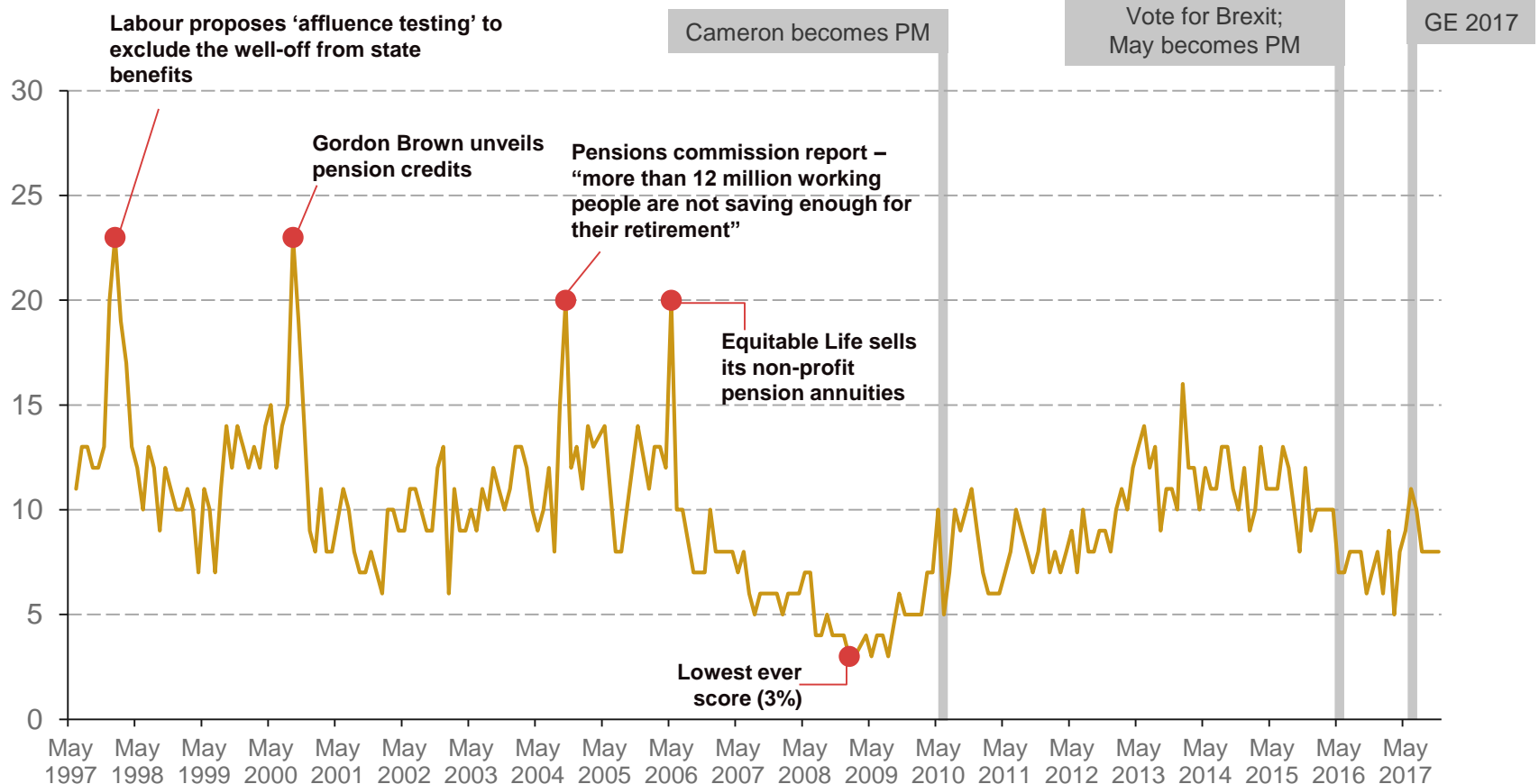
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



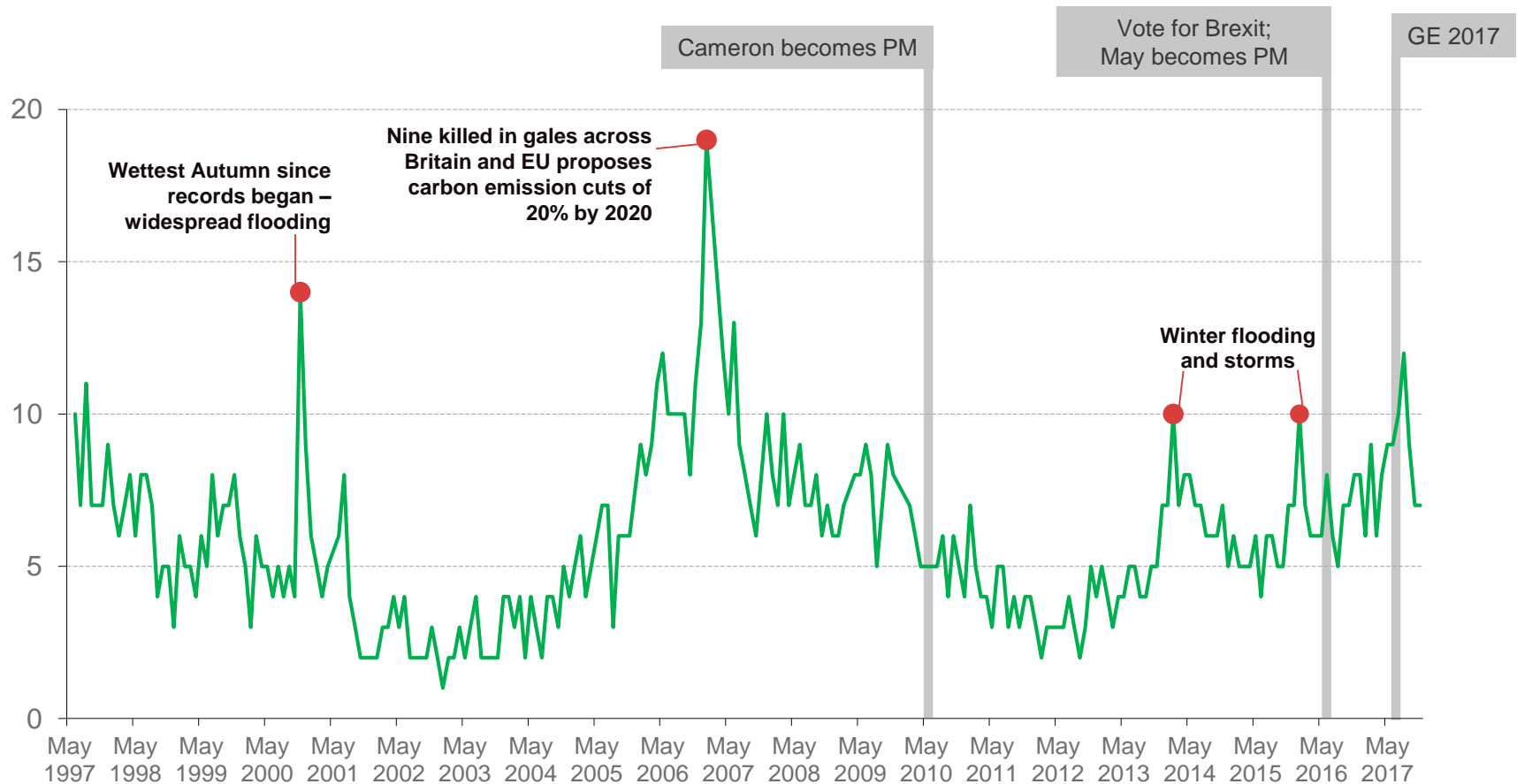
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

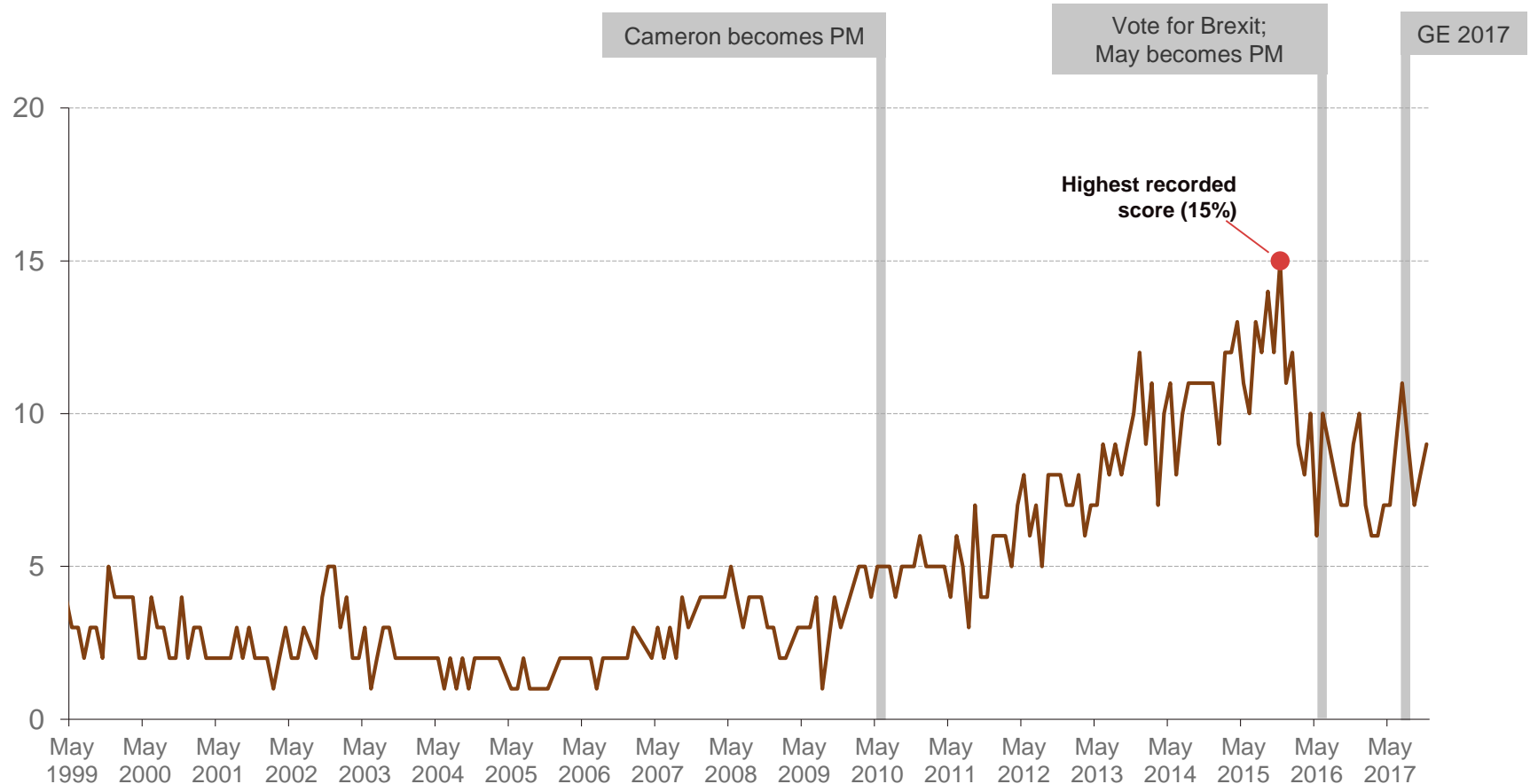
Source: Ipsos MORI Issues Index

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

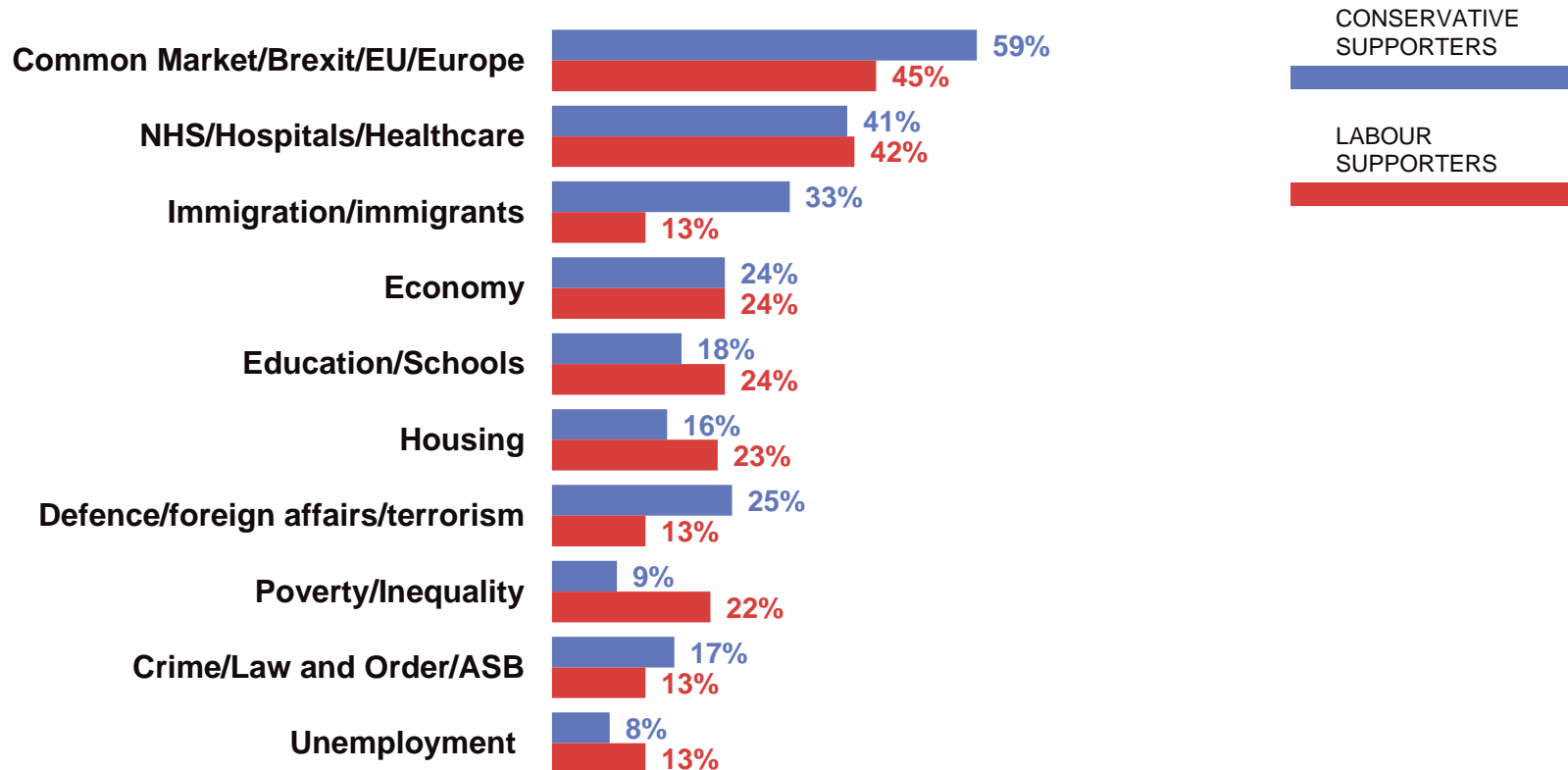
Source: Ipsos MORI Issues Index

Top issues – concern by party support

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

21

Top mentions %



Base: 999 British adults 18+, 3 – 14 November 2017

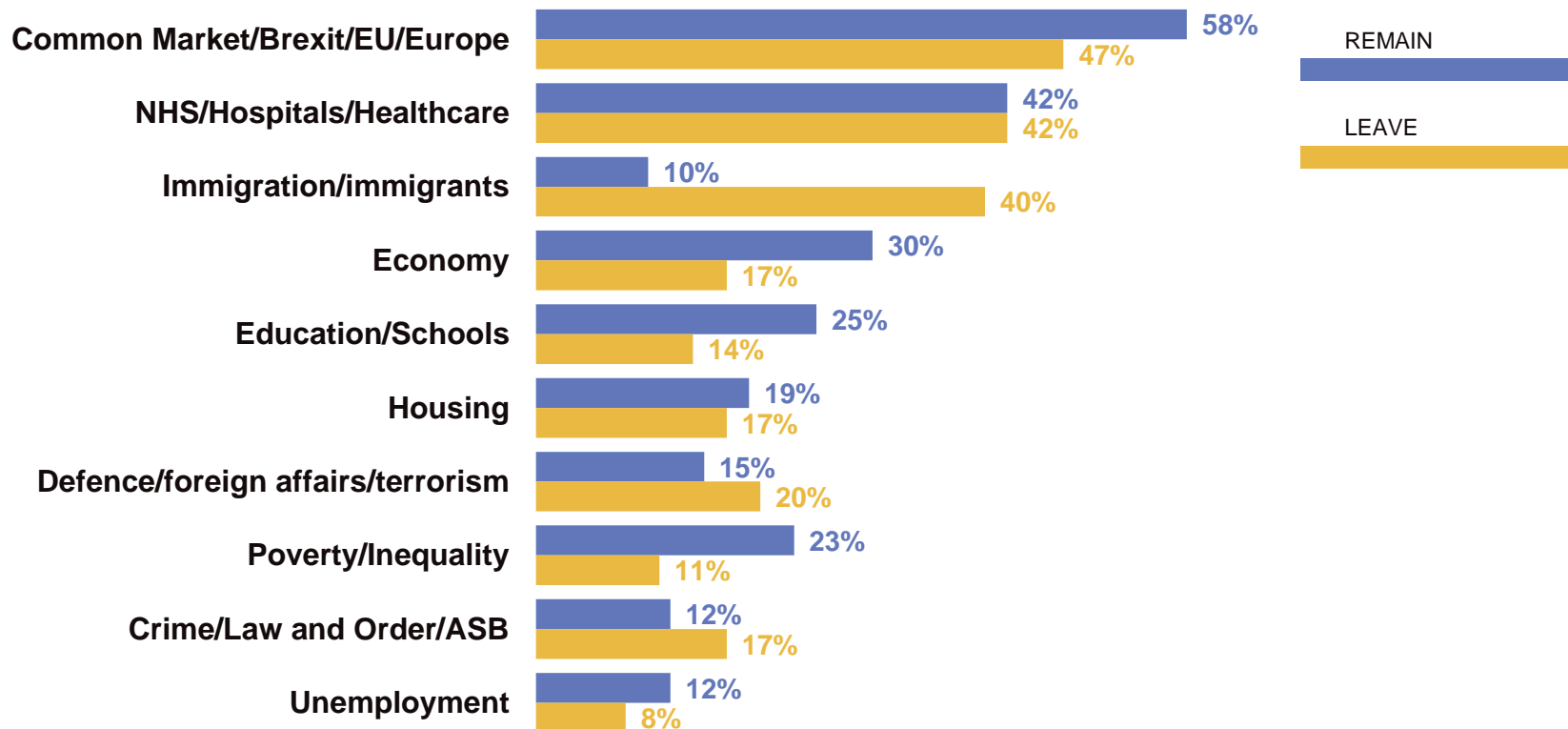
Source: Ipsos MORI Issues Index

Top issues – concern by EU referendum vote

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

22

Top mentions %



Base: 999 British adults 18+, 3 – 14 November 2017

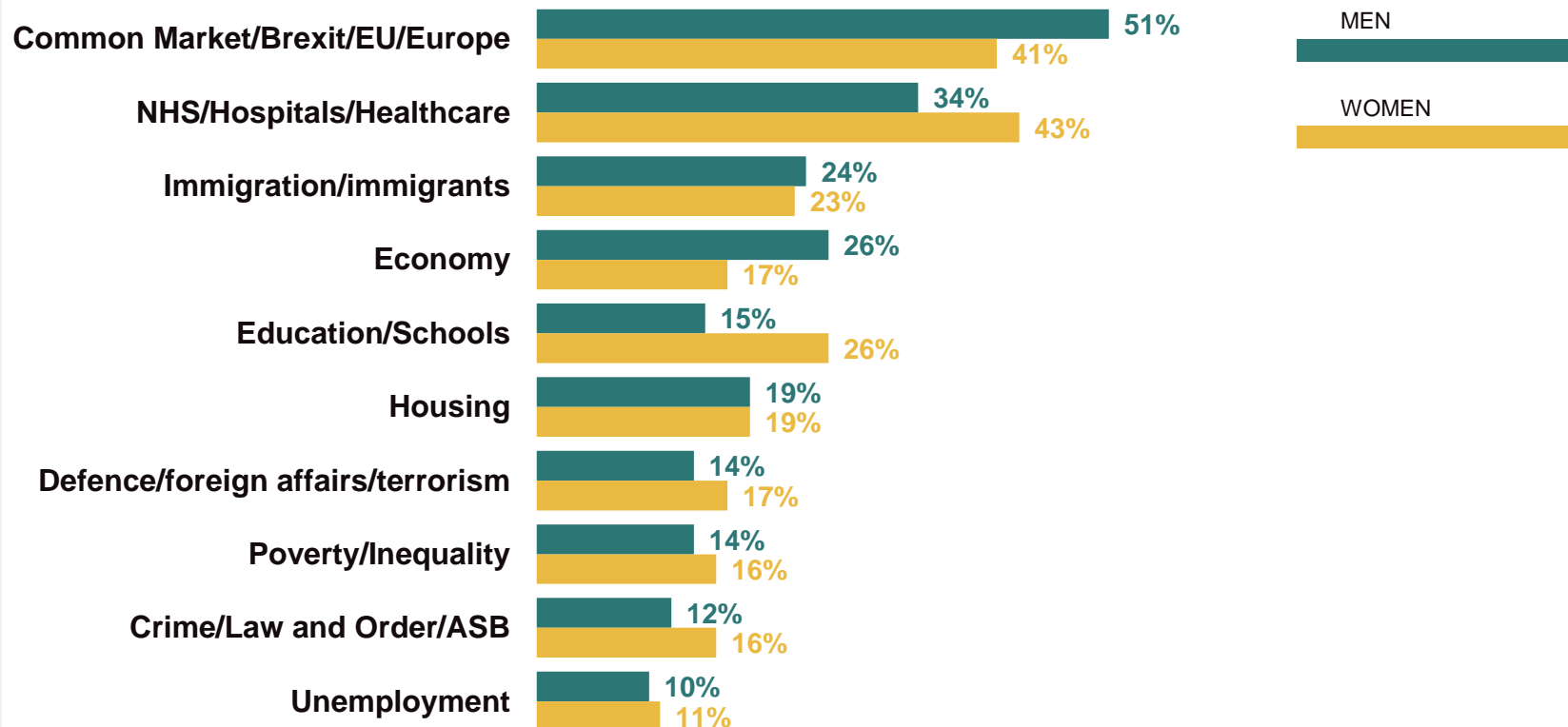
Source: Ipsos MORI Issues Index

Top issues – concern by gender

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

23

Top mentions %



Base: 999 British adults 18+, 3 – 14 November 2017

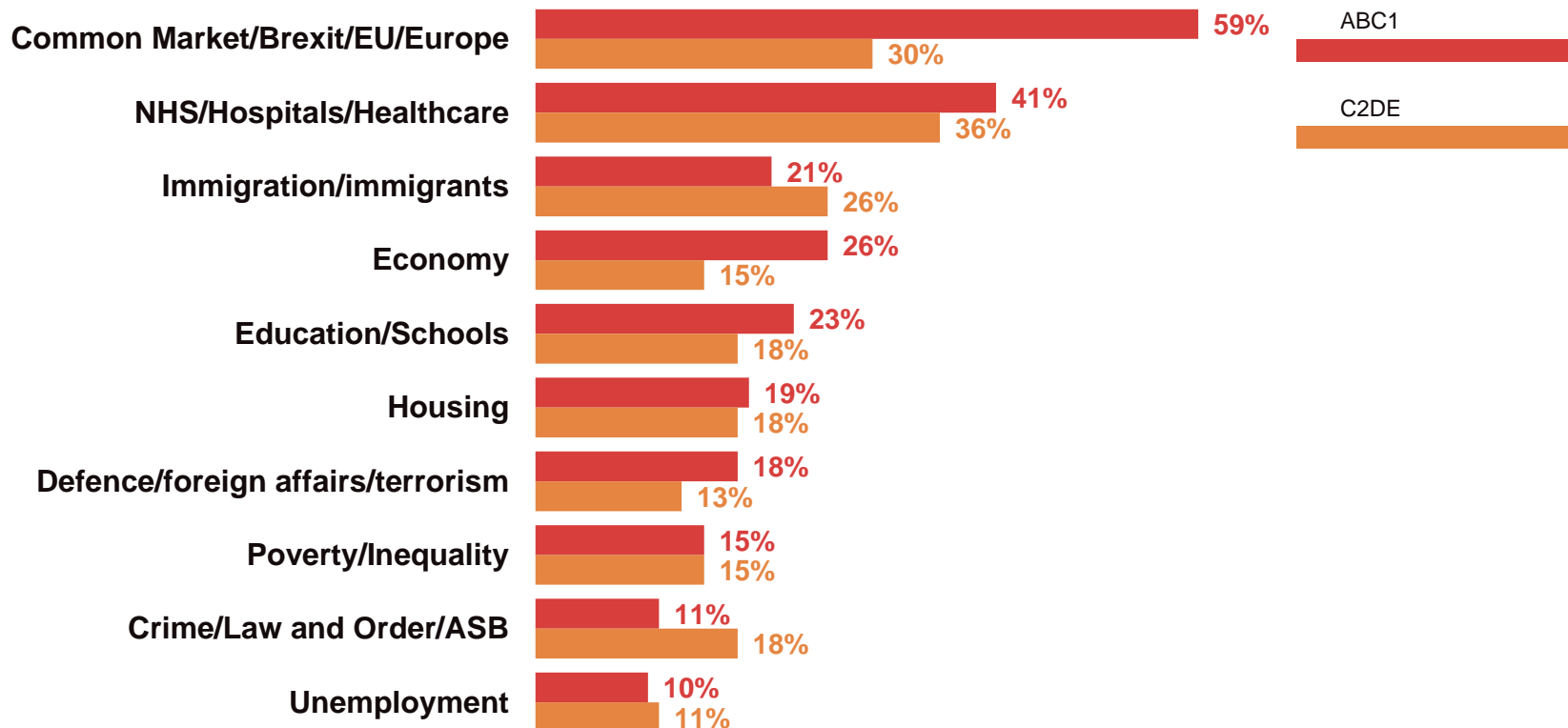
Source: Ipsos MORI Issues Index

Top issues – concern by social grade

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

24

Top mentions %



Base: 999 British adults 18+, 3 – 14 November 2017

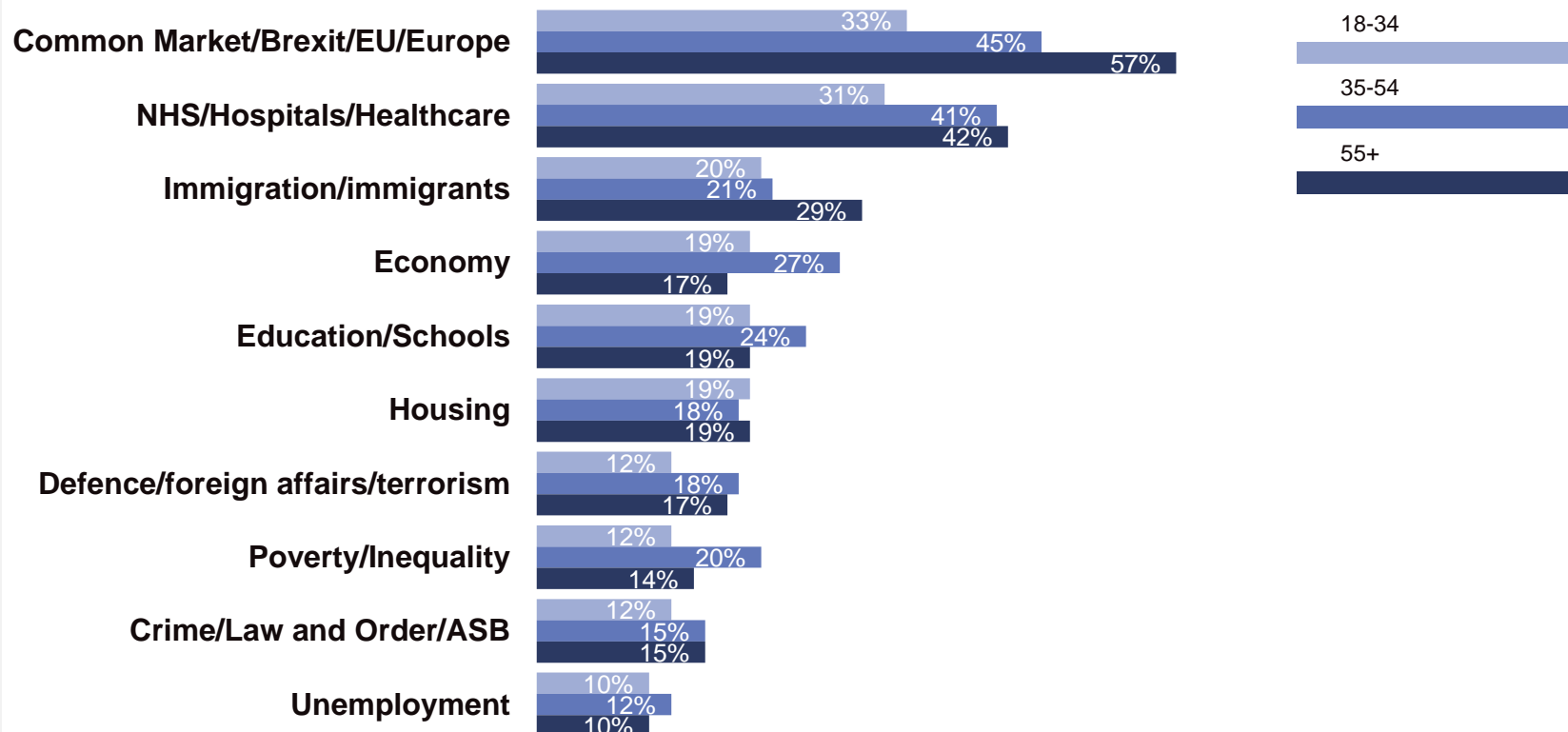
Source: Ipsos MORI Issues Index

Top issues – concern by age group

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

25

Top mentions %



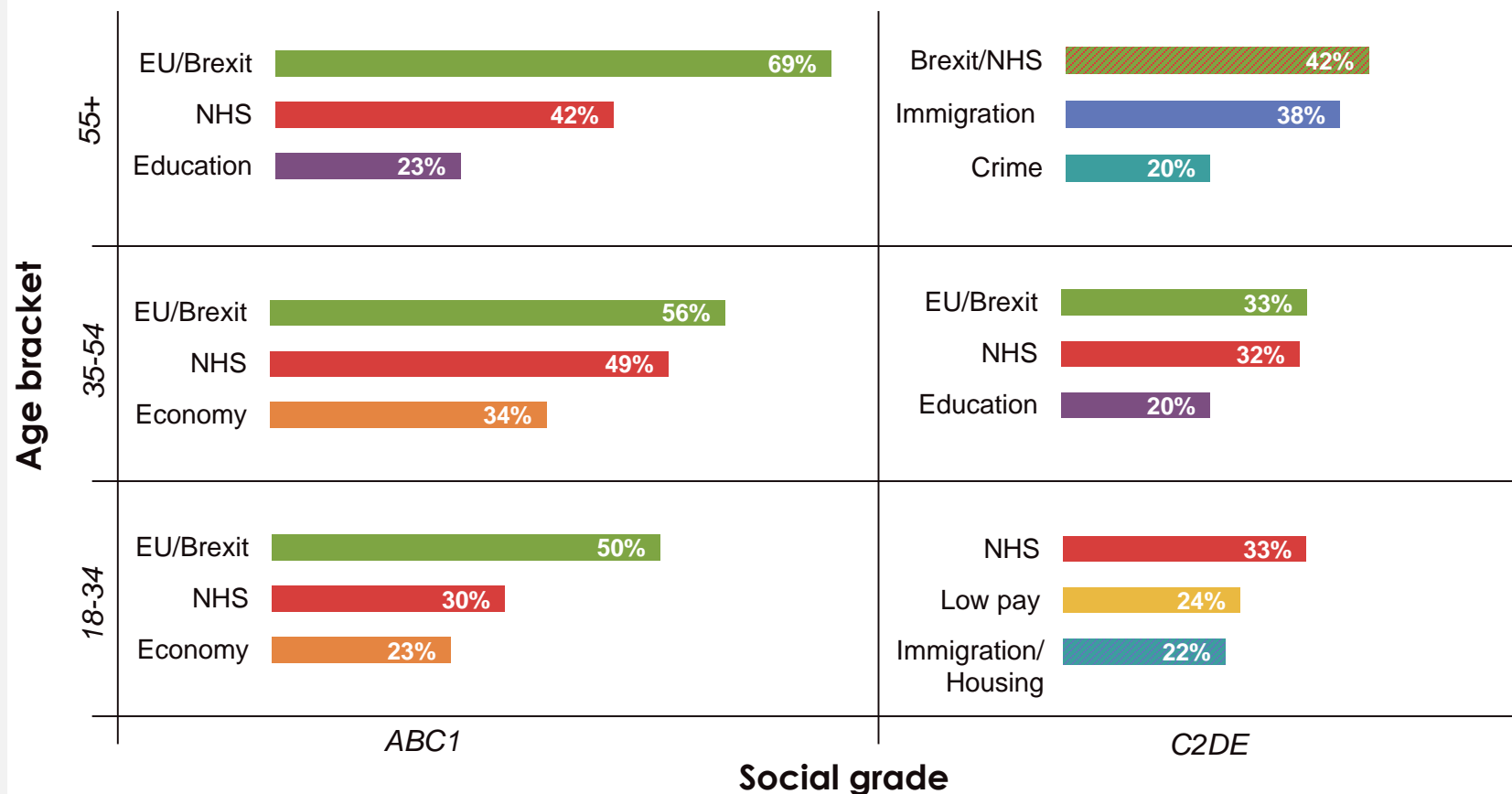
Base: 999 British adults 18+, 3 – 14 November 2017

Source: Ipsos MORI Issues Index

Brexit is a top issue for all demographic groups except 18-34 C2DEs

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

26



Base: 999 British adults 18+, 3 – 14 November 2017

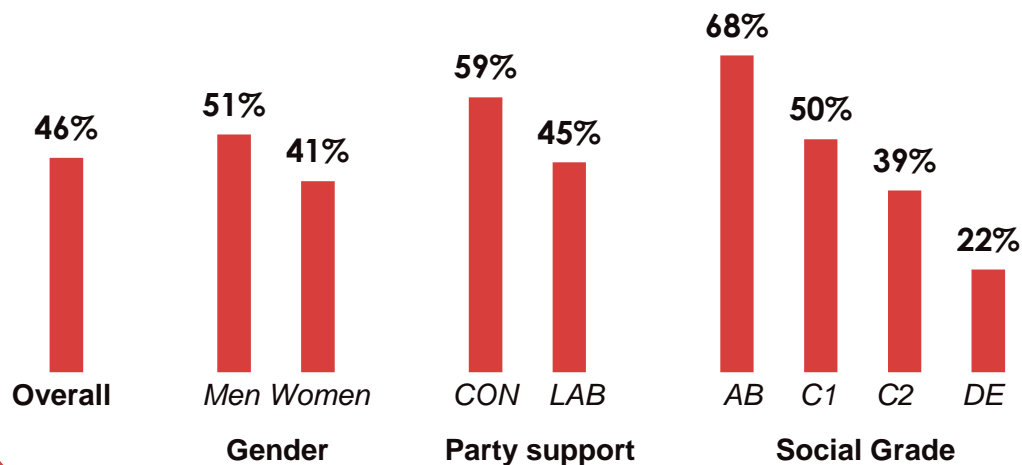
Source: Ipsos MORI Issues Index

Concern about EU/Brexit by subgroup

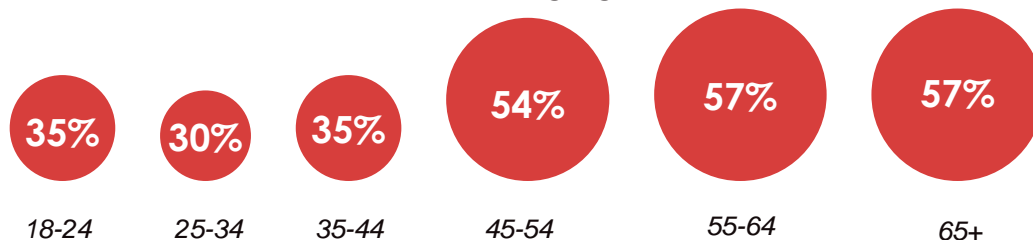
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

27

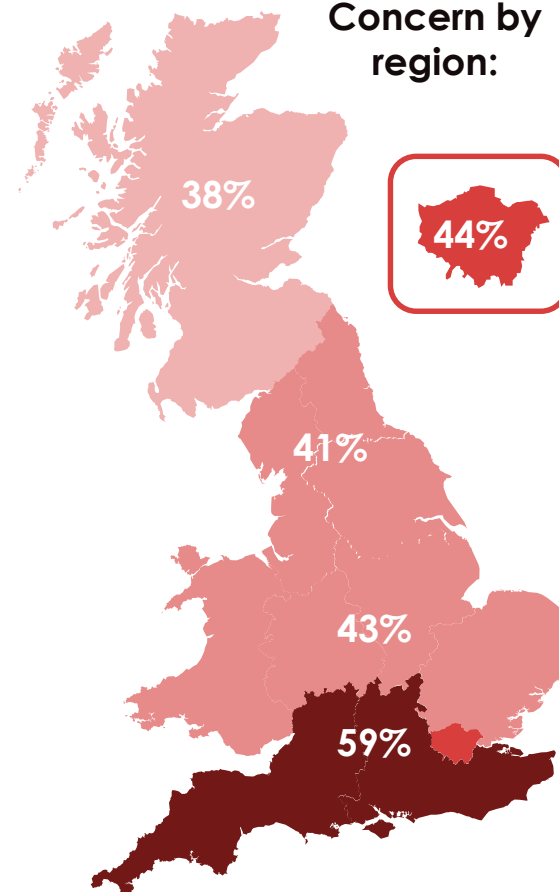
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age group:



Concern by region:



Base: 999 British adults 18+, 3 – 14 November 2017

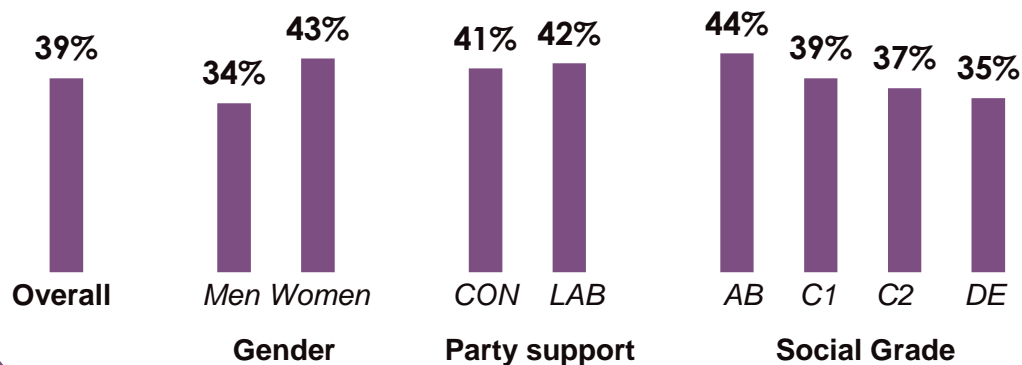
Ipsos MORI Issues Index

Concern about the NHS by subgroup

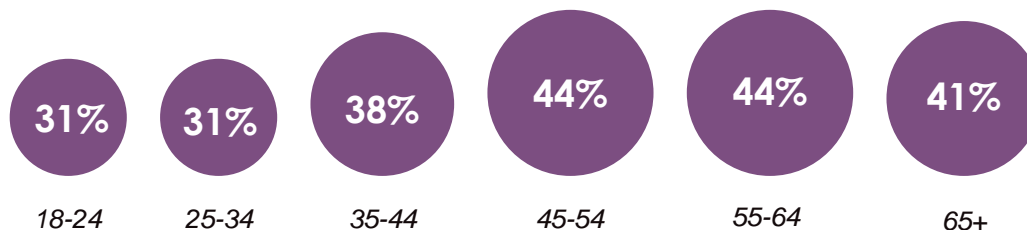
What do you see as the most/other important issues facing Britain today? NHS

28

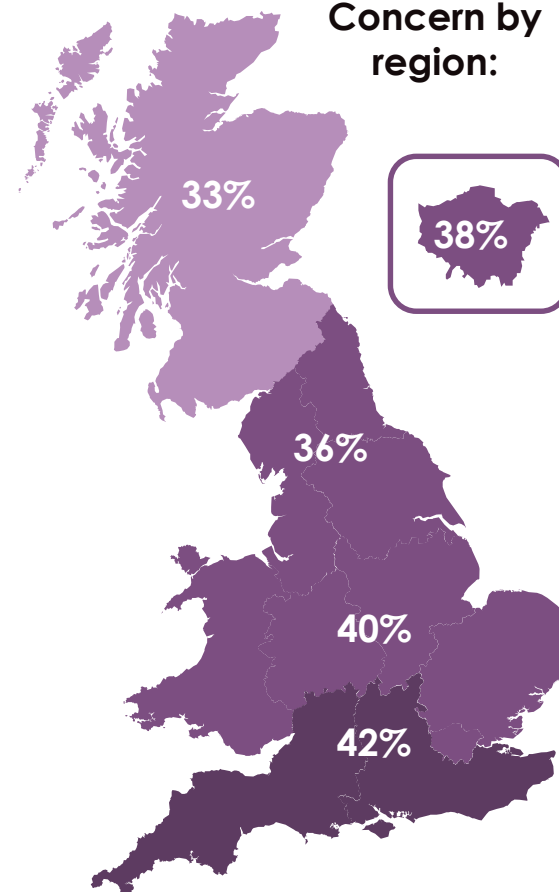
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



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