2017 IN REVIEW
IPSOS MORI ISSUES INDEX

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Ipsos MORI
## Issues Facing Britain: 2017

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

### Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
<th>Change since 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>48%</td>
<td>+12</td>
</tr>
<tr>
<td>Common Market/Brexit/EU</td>
<td>46%</td>
<td>+16</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>26%</td>
<td>-14</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>21%</td>
<td>+4</td>
</tr>
<tr>
<td>Economy</td>
<td>21%</td>
<td>-5</td>
</tr>
<tr>
<td>Housing</td>
<td>17%</td>
<td>0</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>15%</td>
<td>0</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>15%</td>
<td>0</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>-4</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>12%</td>
<td>+1</td>
</tr>
</tbody>
</table>

### Change since 2016:

- **NHS/Hospitals/Healthcare**: +12 (+1)
- **Common Market/Brexit/EU**: +16 (+1)
- **Immigration/immigrants**: -14 (-2)
- **Education/Schools**: +4 (+2)
- **Economy**: -5 (-1)
- **Housing**: 0 (-1)
- **Poverty/Inequality**: 0 (+1)
- **Defence/foreign affairs/terrorism**: 0 (+1)
- **Unemployment**: -4 (-2)
- **Crime/Law and Order/ASB**: +1

Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
Issues Facing Britain: 2017

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

Top mentions %

- NHS/Hospitals/Healthcare: 48%
- Common Market/Brexit/EU: 46%
- Immigration/immigrants: 26%
- Education/Schools: 21%
- Economy: 21%
- Housing: 17%
- Poverty/Inequality: 15%
- Defence/foreign affairs/terrorism: 15%
- Unemployment: 12%
- Crime/Law and Order/ASB: 12%

Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
Issues across Britain: NHS/Hospitals/Healthcare

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

Concern by age group:

- 18-24: 42%
- 25-34: 41%
- 35-44: 48%
- 45-54: 52%
- 55-59: 53%
- 60-64: 52%
- 65+: 50%

Concern by region:

- Overall: 48%
- Urban: 40%
- Sub-urban: 50%
- Rural: 52%
- CON: 50%
- LAB: 51%
- AB: 54%
- C1: 48%
- C2: 46%
- DE: 42%

Concern amongst key demographic groups:

- Overall:
- Urban: 40%
- Sub-urban: 50%
- Rural: 52%
- CON: 50%
- LAB: 51%
- AB: 54%
- C1: 48%
- C2: 46%
- DE: 42%

Source: Ipsos MORI Issues Index

Base: 11,890 British adults 18+, January – December 2017
Issues across Britain: The European Union/Europe/Brexit

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

Concern by region:

- Overall: 46%
- Urban: 41%
- Suburban: 46%
- Rural: 52%
- CON: 58%
- LAB: 41%
- AB: 63%
- C1: 49%
- C2: 38%
- DE: 29%

Concern by age group:

- 18-24: 38%
- 25-34: 37%
- 35-44: 43%
- 45-54: 52%
- 55-59: 49%
- 60-64: 50%
- 65+: 51%

Base: 11,890 British adults 18+, January – December 2017
Source: Ipsos MORI Issues Index
Issues facing Britain: Immigration/immigrants

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

Concern amongst key demographic groups:

- Overall: 26%
- Urban: 22%
- Suburban: 28%
- Rural: 29%
- CON: 39%
- LAB: 19%
- AB: 22%
- C1: 25%
- C2: 29%
- DE: 30%

Concern by region:

- 22%
- 29%
- 26%
- 37%
- 27%

Concern by age group:

- 18-24: 17%
- 25-34: 21%
- 35-44: 23%
- 45-54: 27%
- 55-59: 33%
- 60-64: 31%
- 65+: 34%

Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
Issues facing Britain: The economy

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

Concern by region:

Concern amongst key demographic groups:

Concern by age group:

Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
Issues facing Britain: Education/schools

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

Concern by age group:

- 18-24: 21%
- 25-34: 19%
- 35-44: 26%
- 45-54: 24%
- 55-59: 22%
- 60-64: 22%
- 65+: 17%

Source: Ipsos MORI Issues Index
Key issues over 2017 – EU/Brexit rises 11ppt, immigration down 10ppt

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
Issues facing Britain 2017
Conservative and Labour

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

Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conservative Supporters %</th>
<th>Labour Supporters %</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>50</td>
<td>51</td>
</tr>
<tr>
<td>Common Market/EU/Brexit</td>
<td>41</td>
<td>58</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>19</td>
<td>39</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>Economy</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Housing</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Unemployment</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>14</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 2,813 Conservative and 3,737 Labour supporters aged 18+, January – December 2017
### Issues facing Britain 2017

#### Men and women

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>Base: 5,963 British men and 5,947 British women aged 18+, January – December 2017</th>
<th>Source: Ipsos MORI Issues Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>43% (MEN)</td>
<td>52% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Common Market/EU/Brexit</td>
<td>42% (MEN)</td>
<td>50% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>25% (MEN)</td>
<td>27% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>17% (MEN)</td>
<td>25% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>18% (MEN)</td>
<td>24% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>16% (MEN)</td>
<td>18% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>14% (MEN)</td>
<td>16% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>16% (MEN)</td>
<td>15% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Unemployment</td>
<td>13% (MEN)</td>
<td>12% (WOMEN)</td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>11% (MEN)</td>
<td>13% (WOMEN)</td>
<td></td>
</tr>
</tbody>
</table>
Issues facing Britain 2017
Scotland

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

Top mentions %

- **Common Market/EU/Brexit**: Scotland 51%, Britain 46%
- **NHS/Hospitals/Healthcare**: Scotland 45%, Britain 48%
- **Immigration/immigrants**: Scotland 22%, Britain 26%
- **Education/Schools**: Scotland 21%, Britain 21%
- **Defence/foreign affairs/terrorism**: Scotland 17%, Britain 21%
- **Economy**: Scotland 16%, Britain 17%
- **Poverty**: Scotland 16%, Britain 15%
- **Unemployment**: Scotland 13%, Britain 12%
- **Devolution/Scottish Parliament**: Scotland 13%, Britain 12%
- **Crime/Law and Order/ASB**: Scotland 2%, Britain 12%

Base: 1,104 Scottish adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
What do you see as the most/other important issues facing Britain today?

Top mentions %

- **NHS/Hospitals/Healthcare**
  - Wales: 48%
  - Britain: 55%

- **Common Market/EU/Brexit**
  - Wales: 46%
  - Britain: 42%

- **Immigration/immigrants**
  - Wales: 26%
  - Britain: 37%

- **Education/Schools**
  - Wales: 21%
  - Britain: 22%

- **Unemployment**
  - Wales: 20%
  - Britain: 12%

- **Defence/foreign affairs/terrorism**
  - Wales: 15%
  - Britain: 17%

- **Economy**
  - Wales: 17%
  - Britain: 21%

- **Housing**
  - Wales: 17%
  - Britain: 14%

- **Poverty/Inequality**
  - Wales: 15%
  - Britain: 12%

- **Ageing population/Social care**
  - Wales: 12%
  - Britain: 11%

Source: Ipsos MORI Issues Index
What do you see as the most/other important issues facing Britain today?

- **Common Market/EU/Brexit**: 43% (London: 46%, Britain: 41%)
- **NHS/Hospitals/Healthcare**: 40% (London: 48%, Britain: 31%)
- **Economy**: 28% (London: 21%, Britain: 34%)
- **Housing**: 28% (London: 17%, Britain: 21%)
- **Education**: 22% (London: 21%, Britain: 21%)
- **Poverty/Inequality**: 20% (London: 15%, Britain: 20%)
- **Immigration/immigrants**: 20% (London: 26%, Britain: 20%)
- **Unemployment**: 14% (London: 12%, Britain: 12%)
- **Crime/Law and Order/ASB**: 14% (London: 12%, Britain: 12%)
- **Pollution/Environment**: 12% (London: 8%, Britain: 12%

Base: 1,606 Greater London adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
What do you see as the most/other important issues facing Britain today?

**Top mentions %**

<table>
<thead>
<tr>
<th>Issue</th>
<th>The North</th>
<th>Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>Common Market/EU/Brexit</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Economy</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Housing</td>
<td>10%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Base: 2,956 adults living in Northern England aged 18+, January – December 2017

Source: Ipsos MORI Issues Index
**Issues facing Britain 2017**

**Southern England**

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

**Top mentions %**

- **Common Market/EU/Brexit**: The South 46%, Britain 56%
- **NHS/Hospitals/Healthcare**: The South 48%, Britain 56%
- **Immigration/immigrants**: The South 26%, Britain 27%
- **Education/Schools**: The South 21%, Britain 25%
- **Housing**: The South 17%, Britain 23%
- **Economy**: The South 21%, Britain 22%
- **Defence/foreign affairs/terrorism**: The South 15%, Britain 18%
- **Ageing population/social care**: The South 12%, Britain 15%
- **Poverty/Inequality**: The South 15%, Britain 14%
- **Pollution/environment**: The South 8%, Britain 12%

Base: 2,551 adults living in Southern England aged 18+, January – December 2017

Source: Ipsos MORI Issues Index
Issues facing Britain 2017

England (excluding Greater London)

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

Top mentions %

- **NHS/Hospitals/Healthcare**: England 49%, Britain 48%
- **Common Market/EU/Brexit**: England 46%, Britain 46%
- **Immigration/immigrants**: England 27%, Britain 26%
- **Education/Schools**: England 21%, Britain 21%
- **Economy**: England 20%, Britain 21%
- **Housing**: England 16%, Britain 17%
- **Defence/foreign affairs/terrorism**: England 16%, Britain 15%
- **Poverty/Inequality**: England 14%, Britain 15%
- **Ageing population/social care**: England 12%, Britain 12%
- **Crime/Law and Order/ASB**: England 12%, Britain 12%

Base: 8,547 English adults 18+, January – December 2017

Source: Ipsos MORI Issues Index
Conservatives, Labour, Lib Dems and non-voters: top five issues of 2017

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

**Conservative voters:**
- EU/Brexit: 58%
- NHS/Hospitals: 50%
- Immigration: 39%
- Economy: 24%
- Education/schools: 20%

**Liberal Democrat voters:**
- EU/Brexit: 71%
- NHS/Hospitals: 59%
- Education/schools: 32%
- Economy: 28%
- Housing: 20%

**Labour voters:**
- NHS/Hospitals: 51%
- EU/Brexit: 41%
- Education/schools: 25%
- Economy: 22%
- Housing: 21%

**Non-voters:**
- NHS/Hospitals: 34%
- Immigration: 28%
- EU/Brexit: 26%
- Housing: 14%
- Defence/foreign affairs/terrorism: 14%

Base: 2,813 Conservative, 3,737 Labour, 606 Lib Dem and 1,071 non-voting British adults aged 18+, January – December 2017

Source: Ipsos MORI Issues Index
## Issues facing Britain
### Millennials

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Millennials</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>Economy</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Housing</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Low pay/Living Wage</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: 2,379 British Millennials (Aged 22-37), January – December 2017

Source: Ipsos MORI Issues Index
# Issues facing Britain
## Generation Z

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Gen Z</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>41%</td>
<td>48%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU</td>
<td>22%</td>
<td>46%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Economy</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Housing</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>16%</td>
<td>26%</td>
</tr>
<tr>
<td>Defence/foreign affairs/terrorism</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Low pay/Living wage</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: 823 British Generation Z members (Aged 18-21), January – December 2017

Source: Ipsos MORI Issues Index
2017 IN REVIEW
ECONOMIST/IPSOS MORI ISSUES INDEX

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