

An aerial photograph of a large crowd of people walking on a floor with a large-scale black and white checkered pattern. The people are scattered across the frame, some in small groups and others alone. The lighting creates long, soft shadows on the floor.

2017 IN REVIEW

IPSOS MORI ISSUES INDEX

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Ipsos MORI



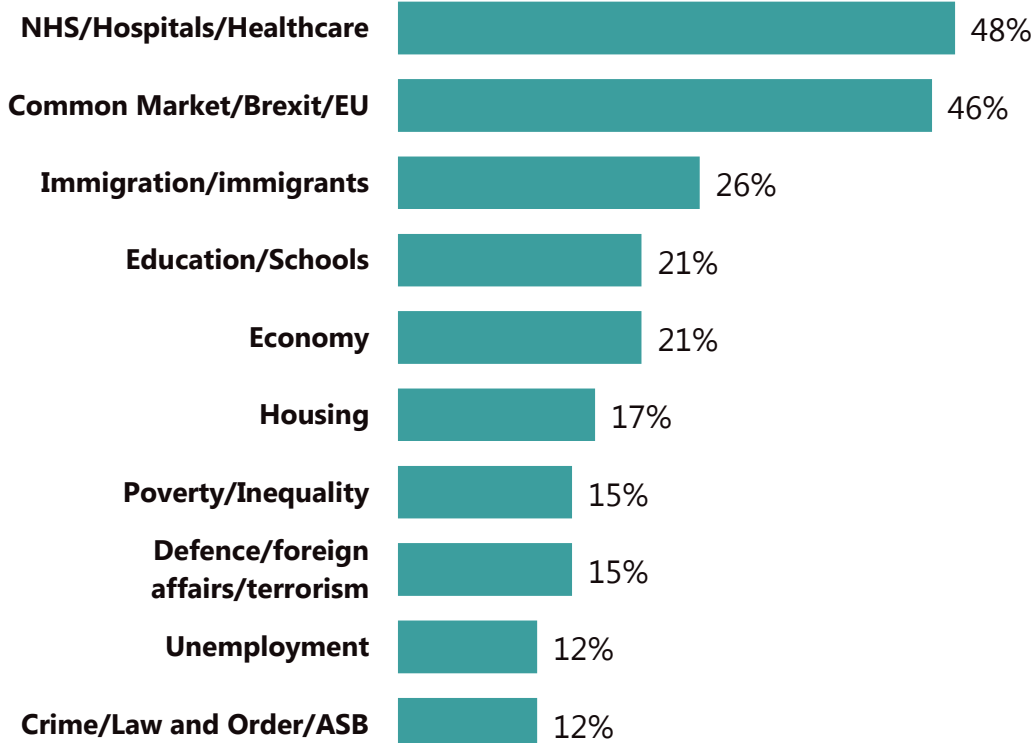
Issues Facing Britain: 2017

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

2

Top mentions %

Change since 2016:



%	Position
+12	+1
+16	+1
-14	-2
+4	+2
-5	-1
0	-1
0	+1
0	+1
-4	-2
+1	—

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

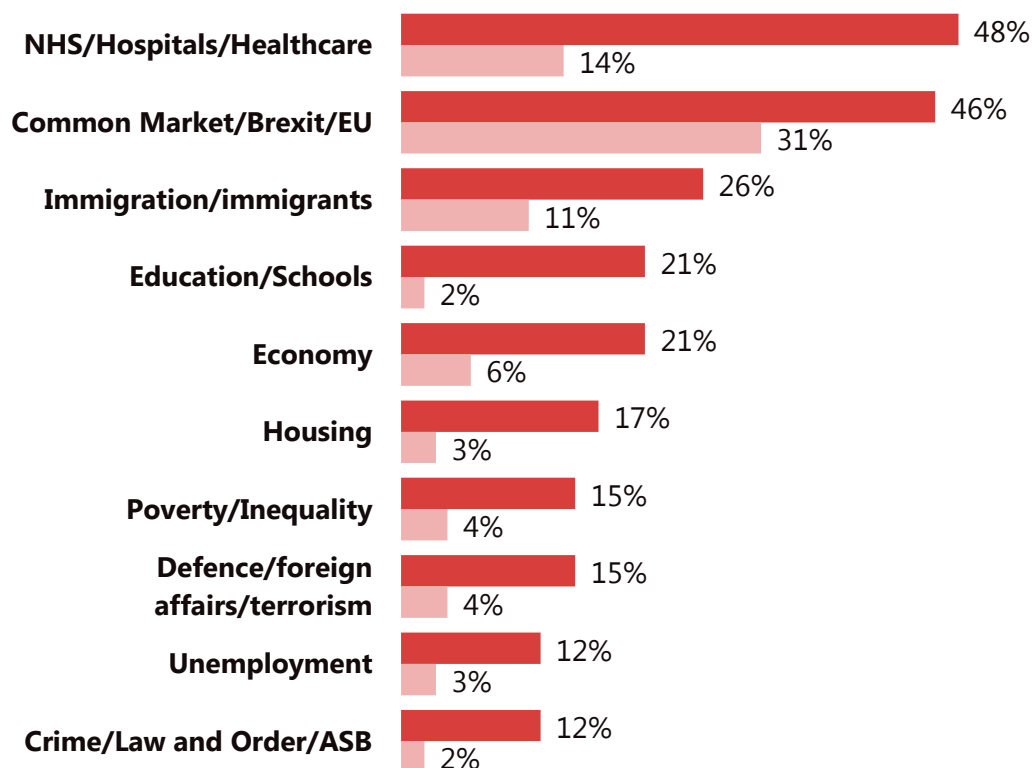
Source: Ipsos MORI Issues Index

Issues Facing Britain: 2017

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

3

Top mentions %



MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT
ISSUE

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

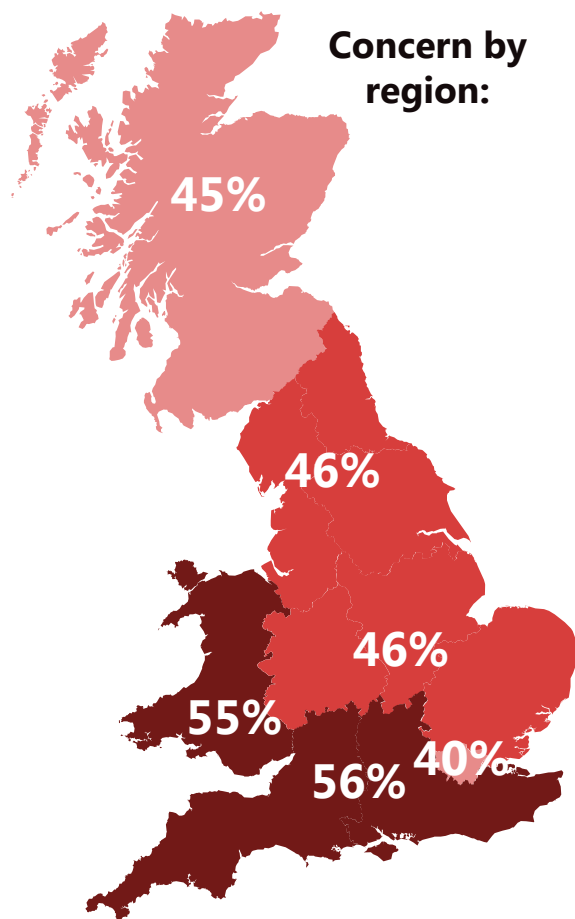
Source: Ipsos MORI Issues Index

Issues across Britain:

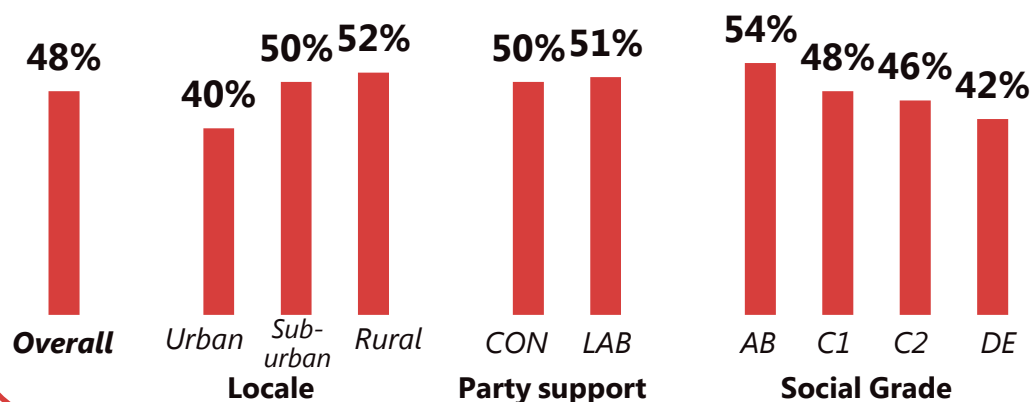
NHS/Hospitals/Healthcare

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

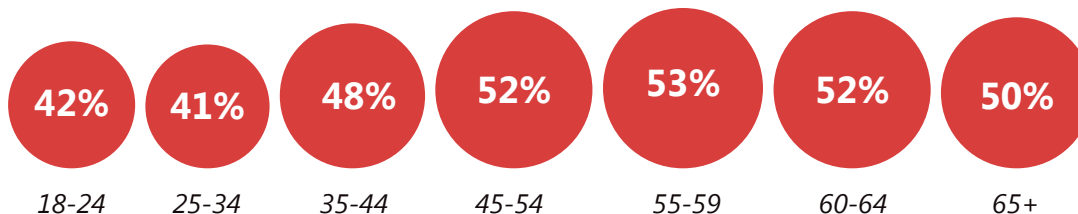
4



Concern amongst key demographic groups:



Concern by age group:



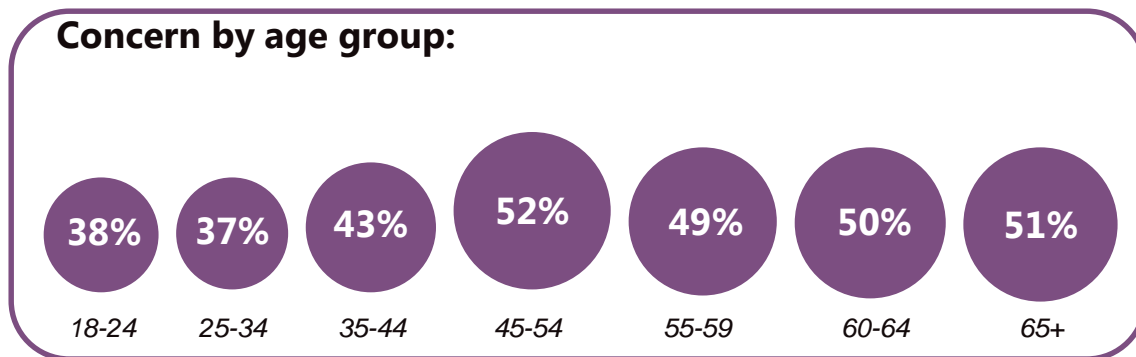
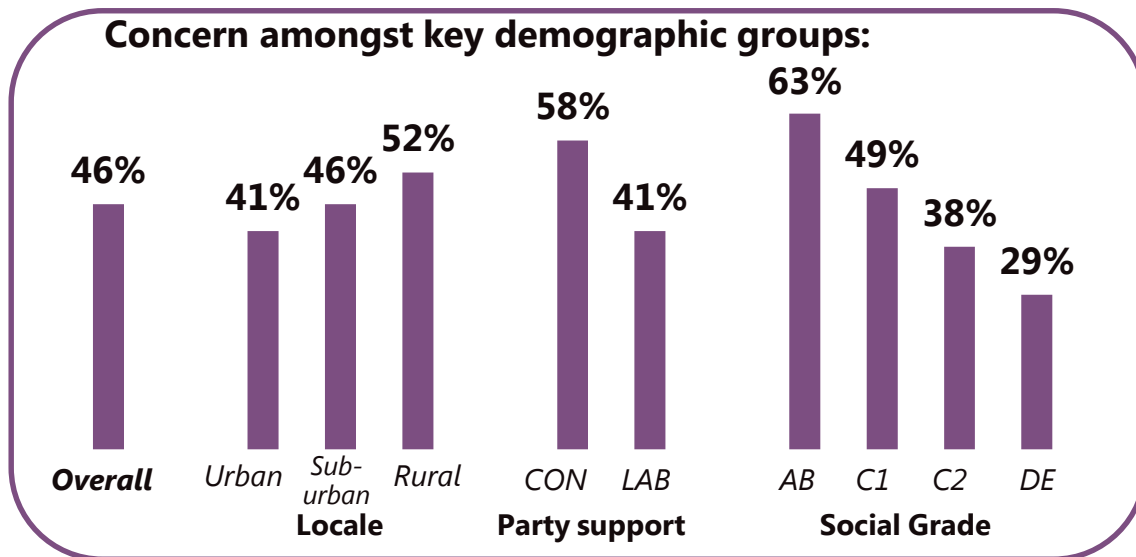
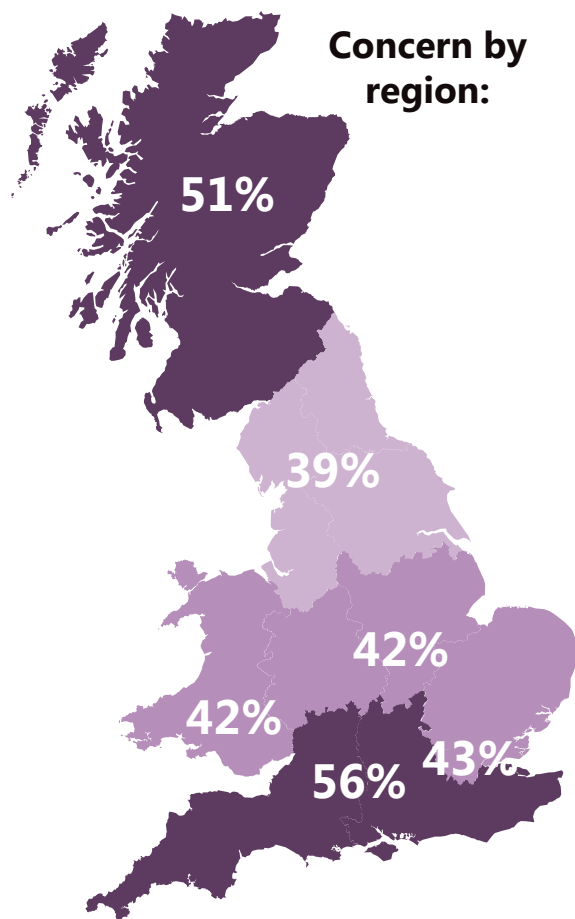
Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index

The European Union/Europe/Brexit

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

5



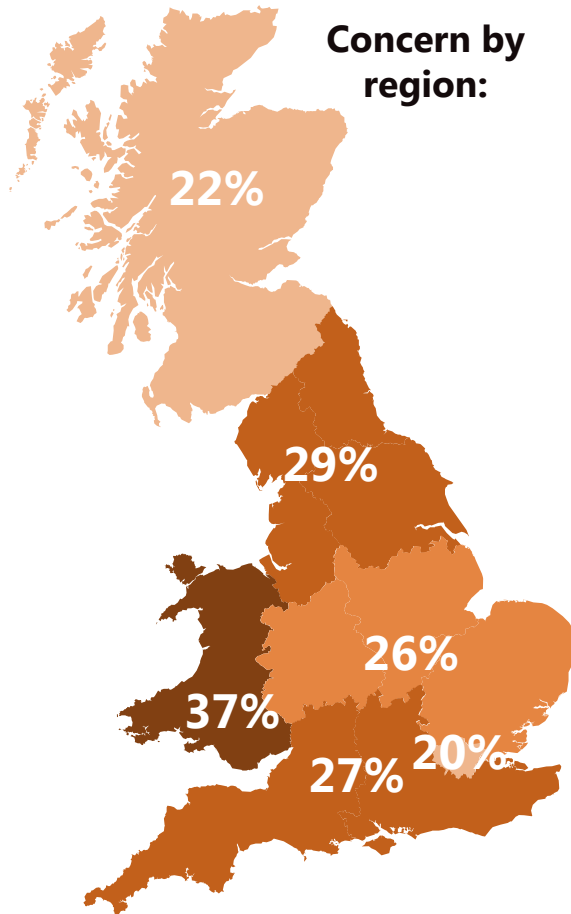
Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index

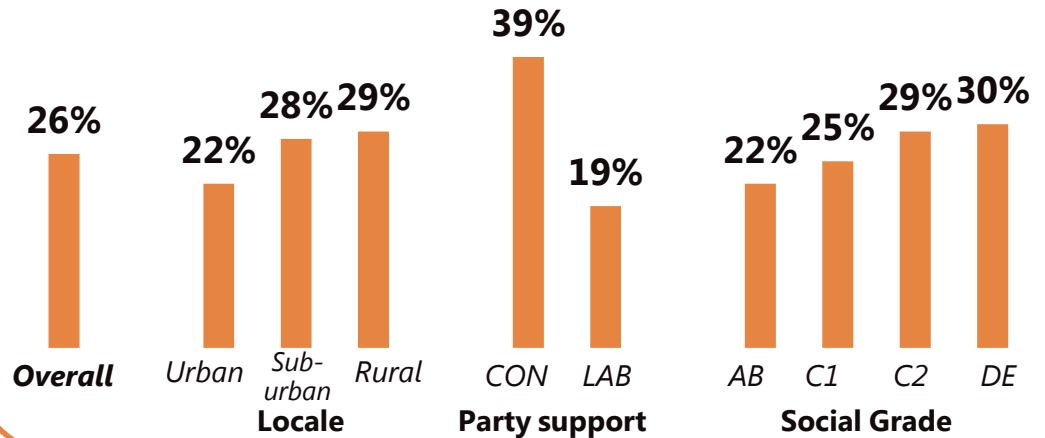
Issues facing Britain: Immigration/immigrants

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

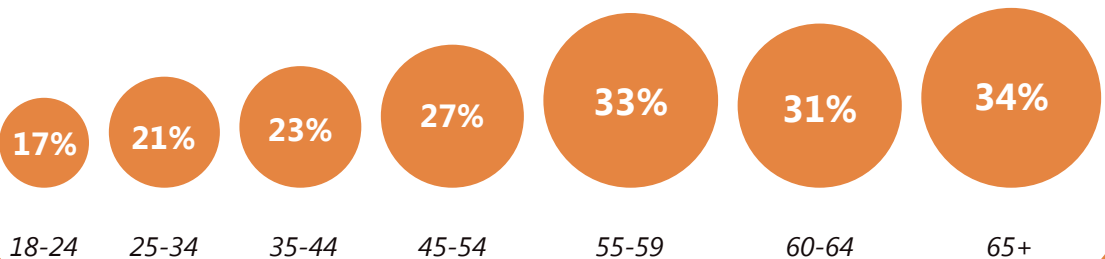
6



Concern amongst key demographic groups:



Concern by age group:



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

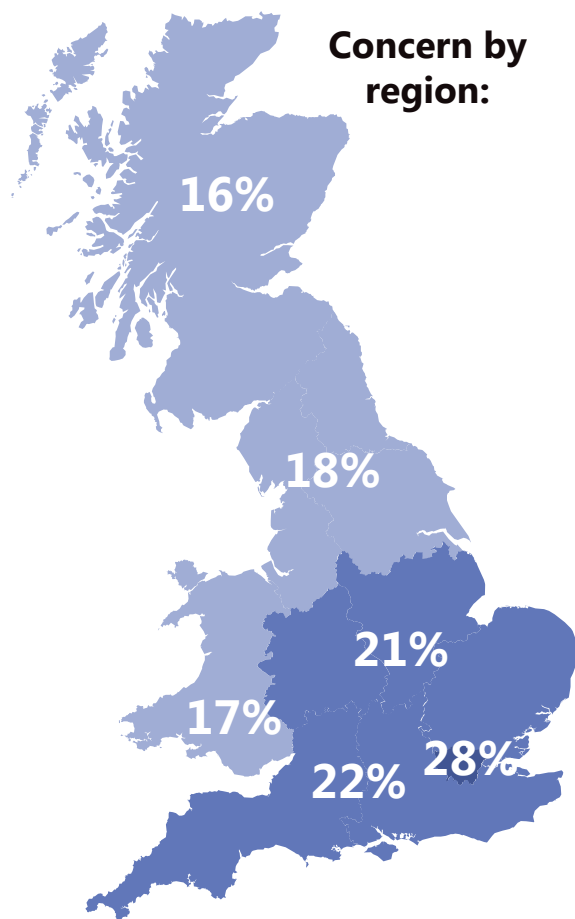
Source: Ipsos MORI Issues Index

Issues facing Britain:

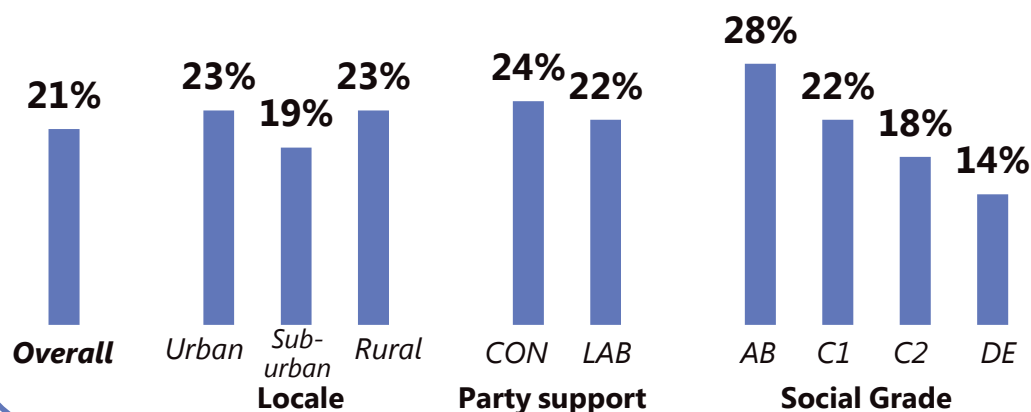
The economy

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

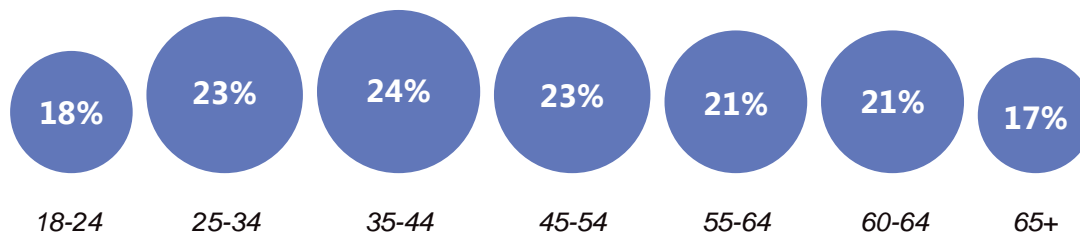
7



Concern amongst key demographic groups:



Concern by age group:



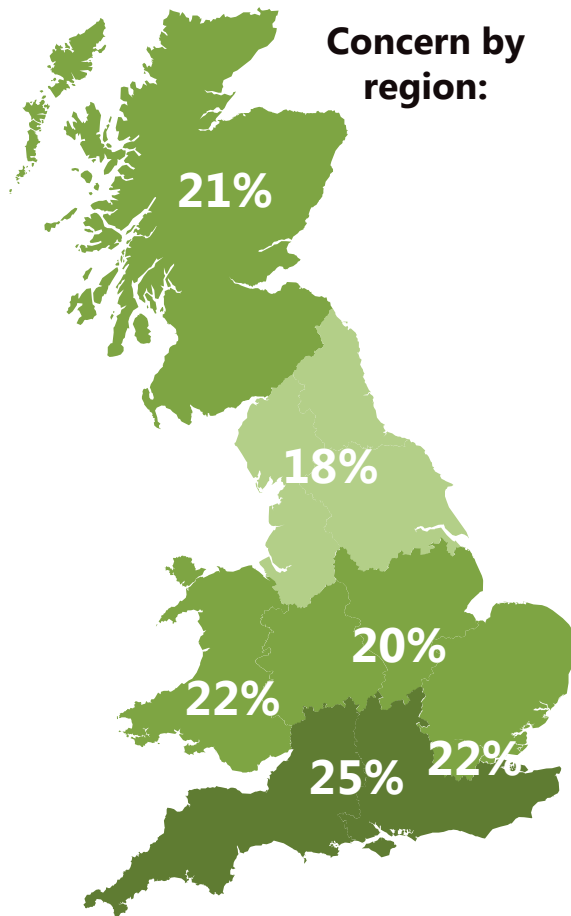
Base: 11,890 British adults 18+, January – December 2017

Source: Ipsos MORI Issues Index

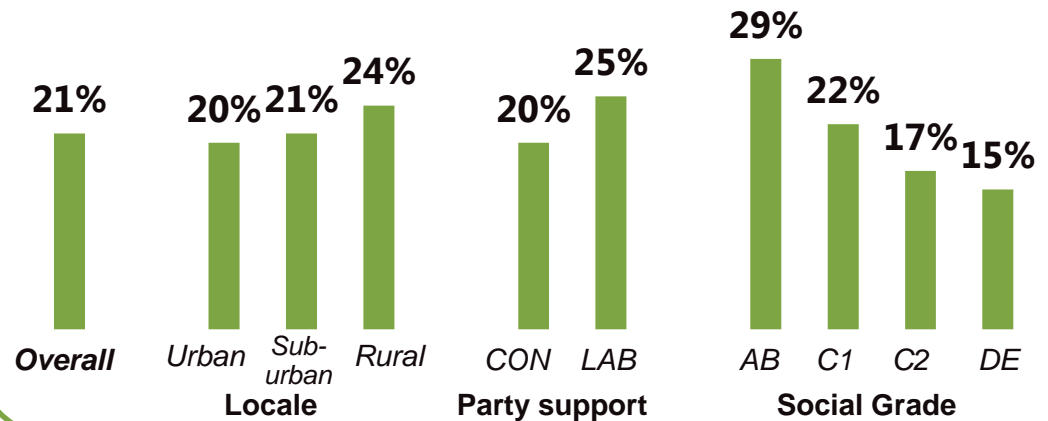
Issues facing Britain: Education/schools

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

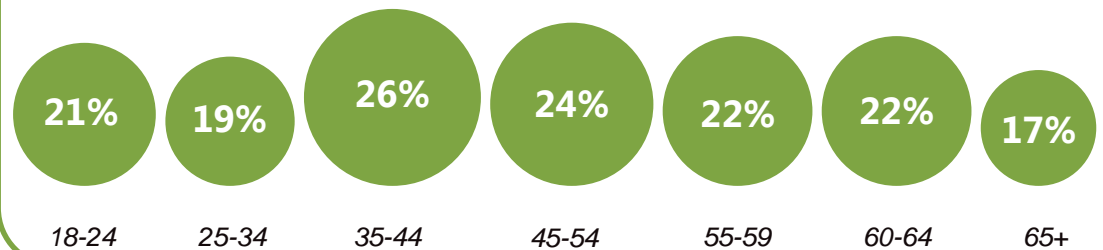
8



Concern amongst key demographic groups:



Concern by age group:



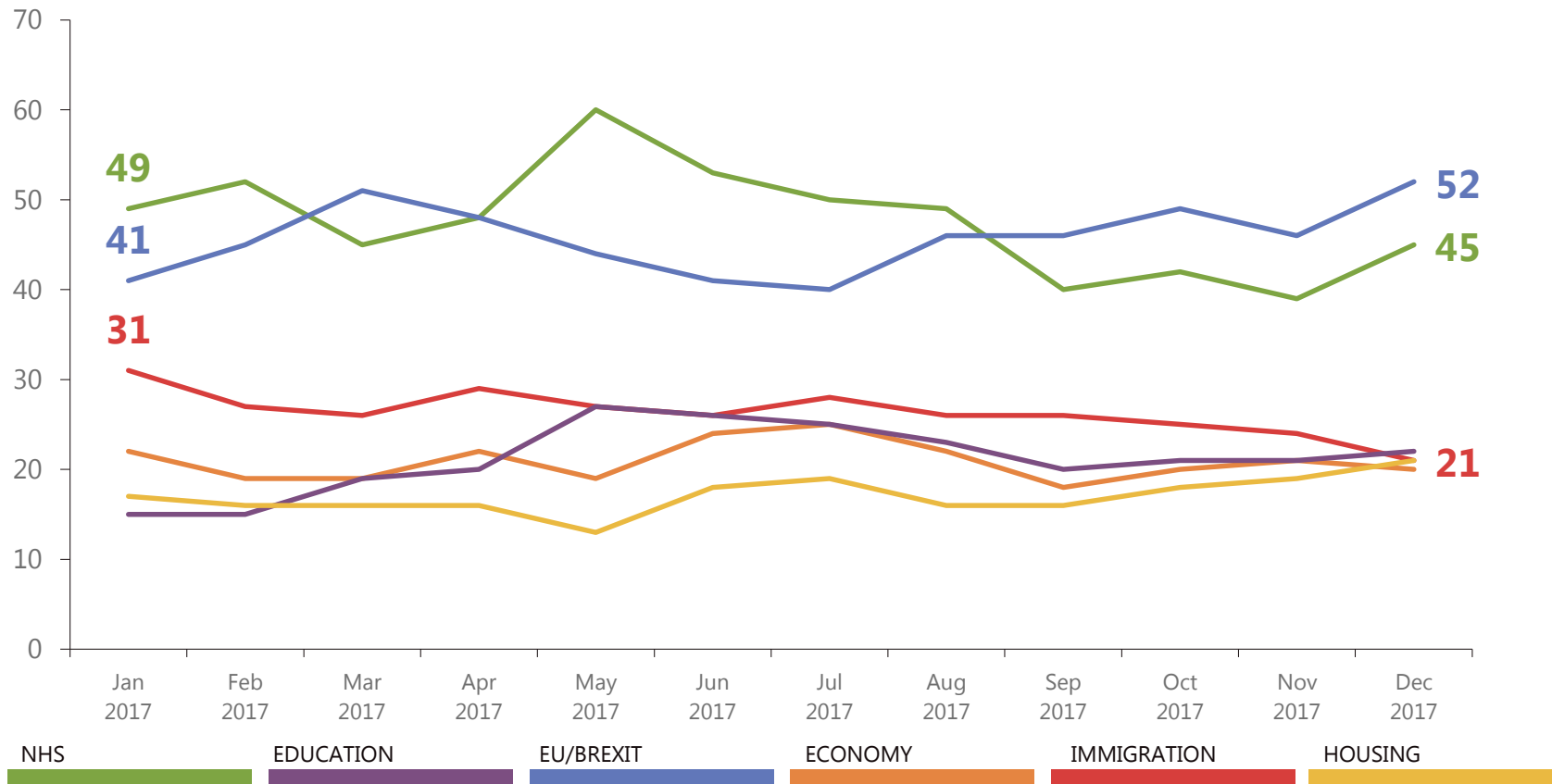
Base: 11,890 British adults 18+, January – December 2017

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?

9



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

Source: Ipsos MORI Issues Index

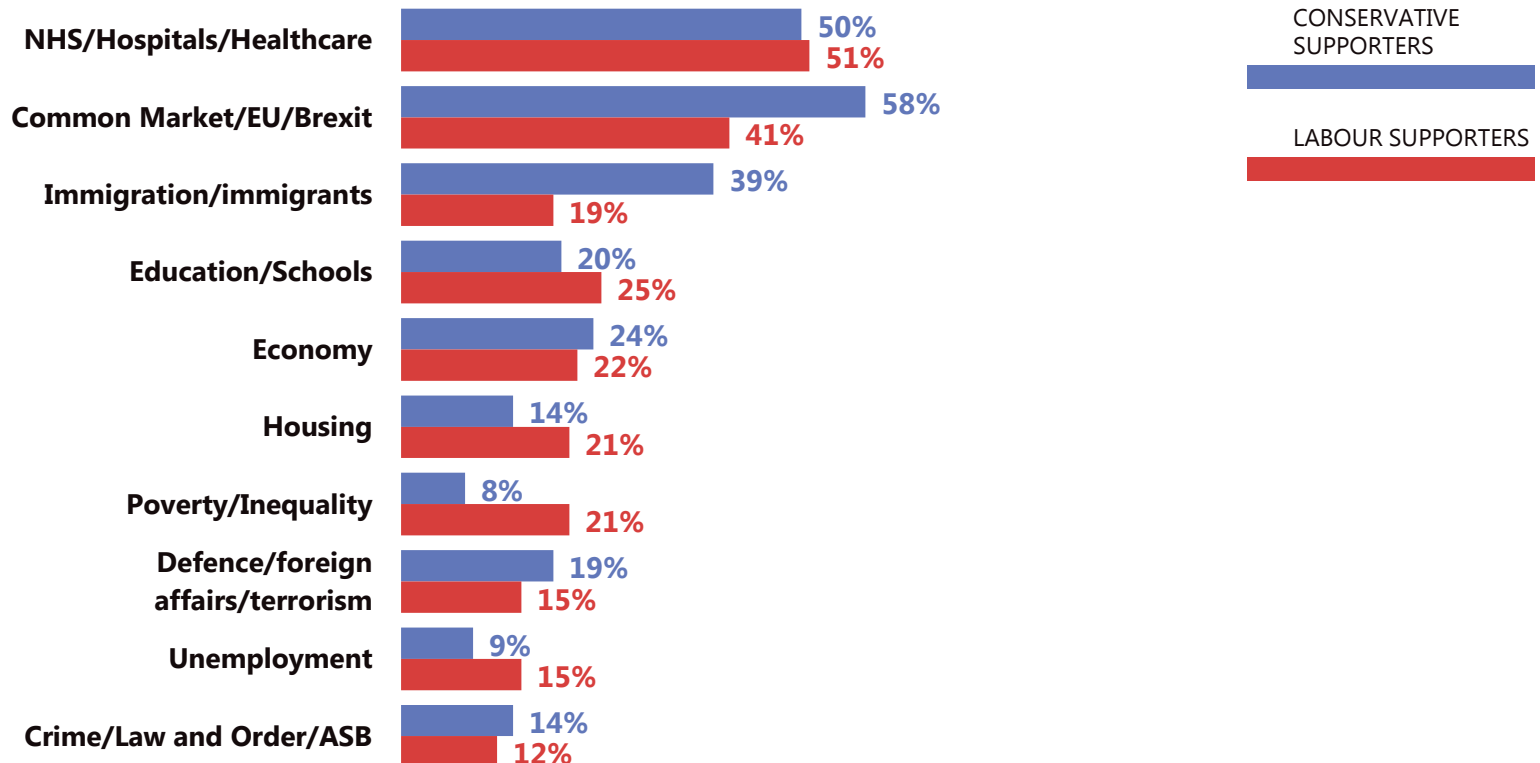
Issues facing Britain 2017

Conservative and Labour

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

10

Top mentions %



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

Source: Ipsos MORI Issues Index

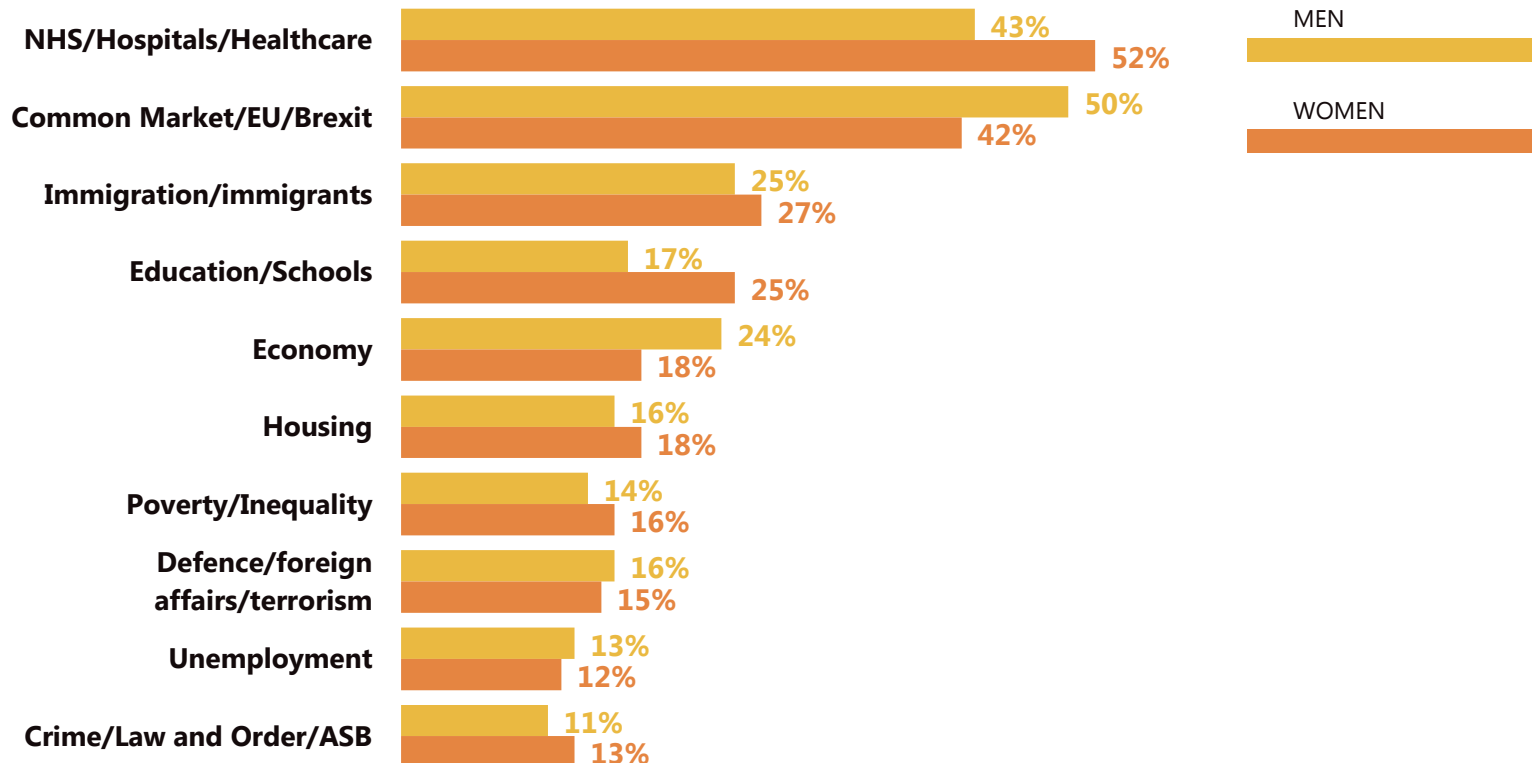
Issues facing Britain 2017

Men and women

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

11

Top mentions %



Base: 5,963 British men and 5,947 British women aged 18+, January – December 2017

Source: Ipsos MORI Issues Index

Issues facing Britain 2017

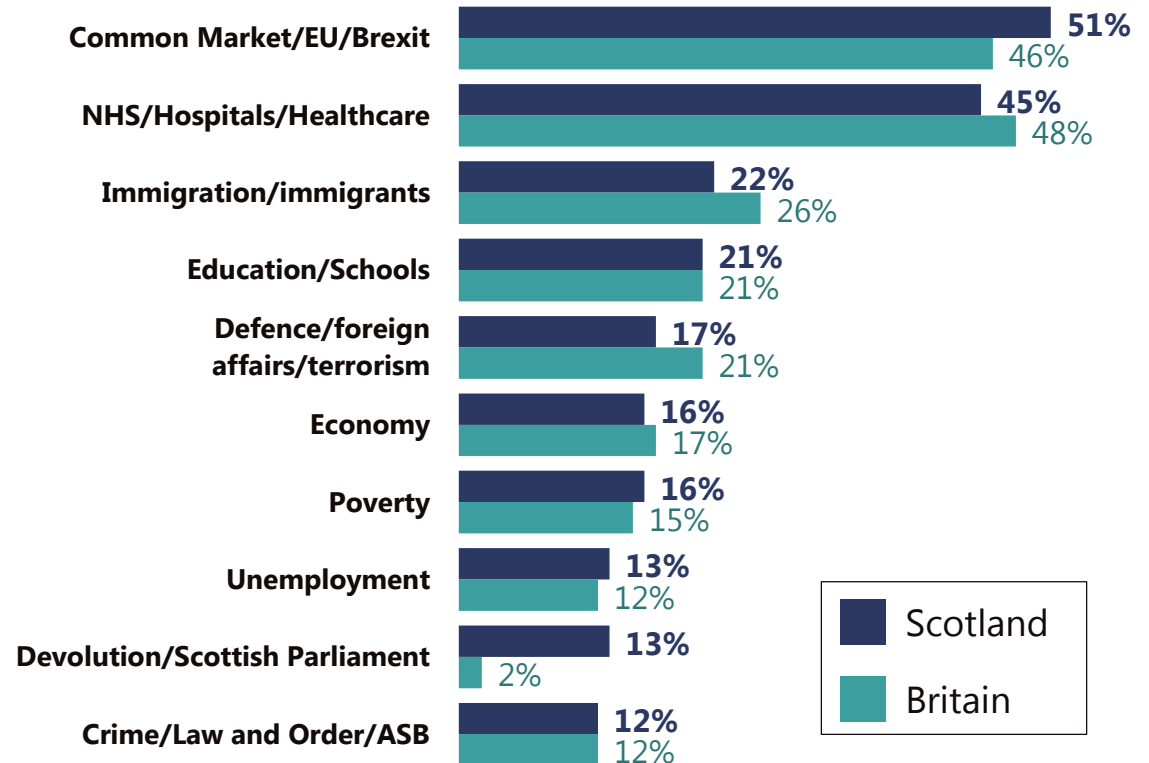
Scotland

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

12



Top mentions %



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

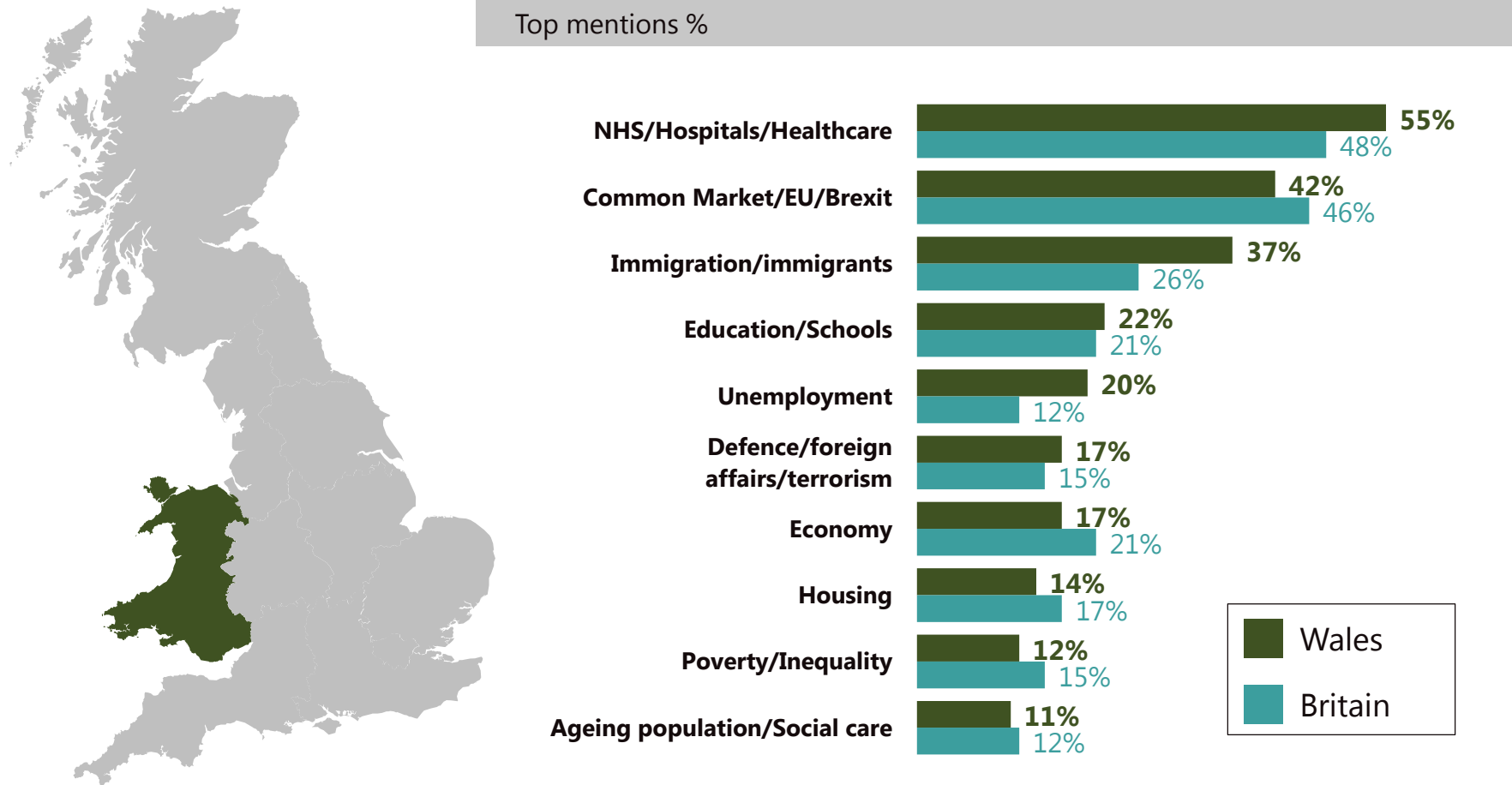
Source: Ipsos MORI Issues Index

Issues facing Britain 2017

Wales

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

13



Base: 652 Welsh adults 18+, January – December 2017

Source: Ipsos MORI Issues Index

Issues facing Britain 2017

London

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

14

Top mentions %



Common Market/EU/Brexit



NHS/Hospitals/Healthcare



Economy



Housing



Education



Poverty/Inequality



Immigration/immigrants



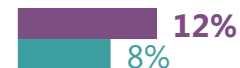
Unemployment



Crime/Law and Order/ASB



Pollution/Environment



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

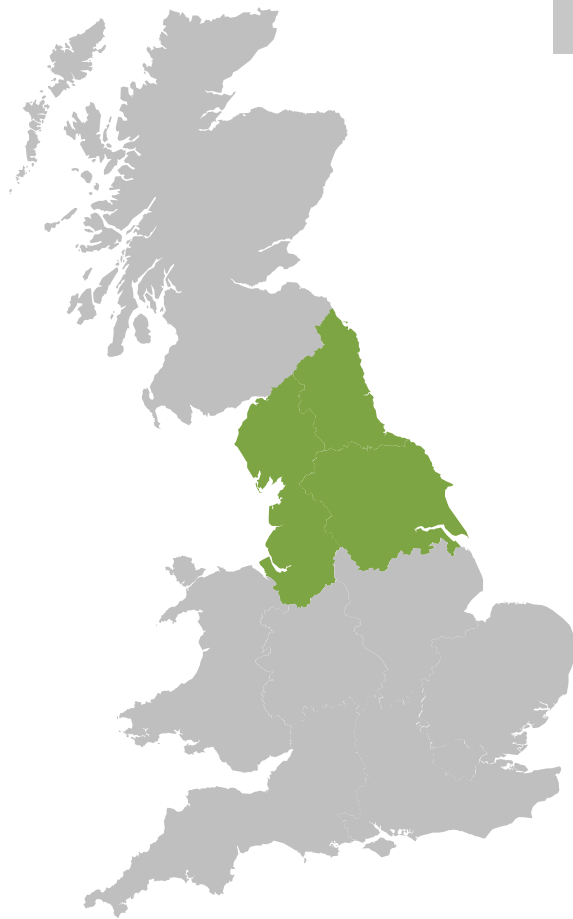
Source: Ipsos MORI Issues Index

Issues facing Britain 2017

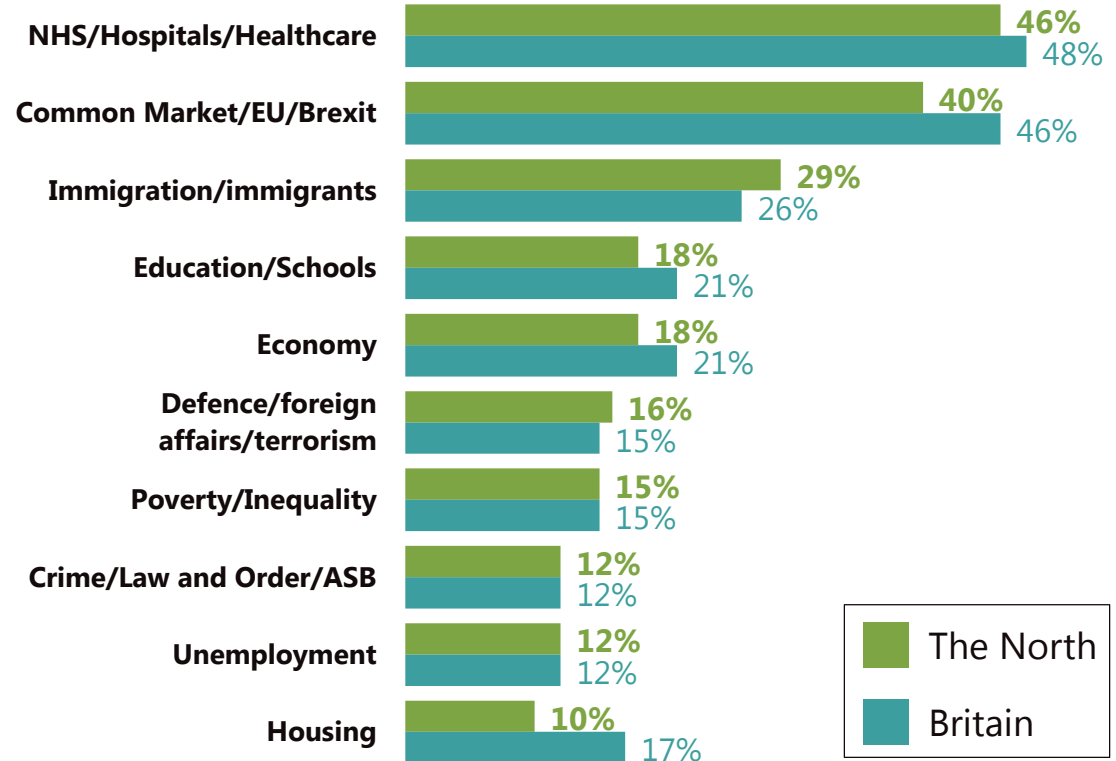
Northern England

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

15



Top mentions %



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

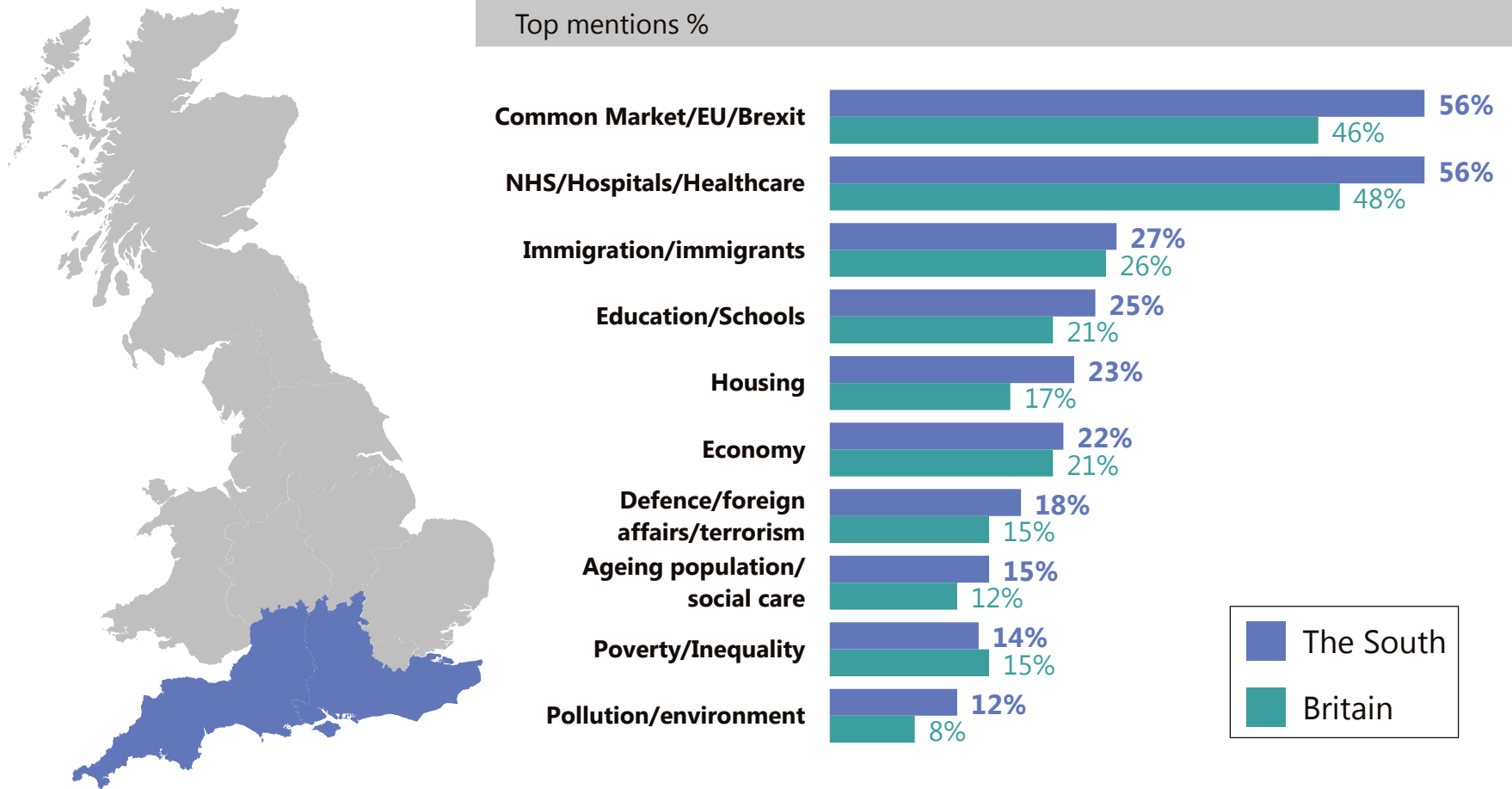
Source: Ipsos MORI Issues Index

Issues facing Britain 2017

Southern England

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

16



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

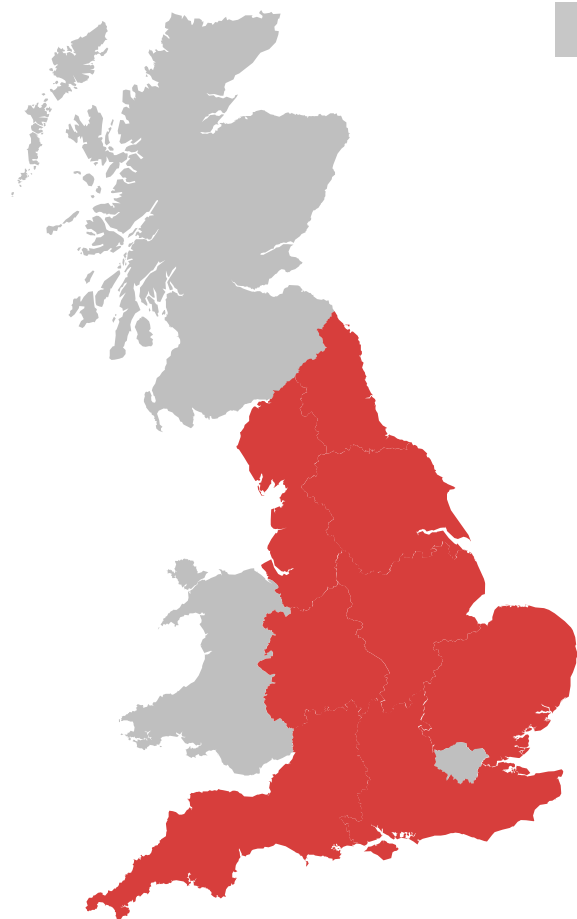
Source: Ipsos MORI Issues Index

Issues facing Britain 2017

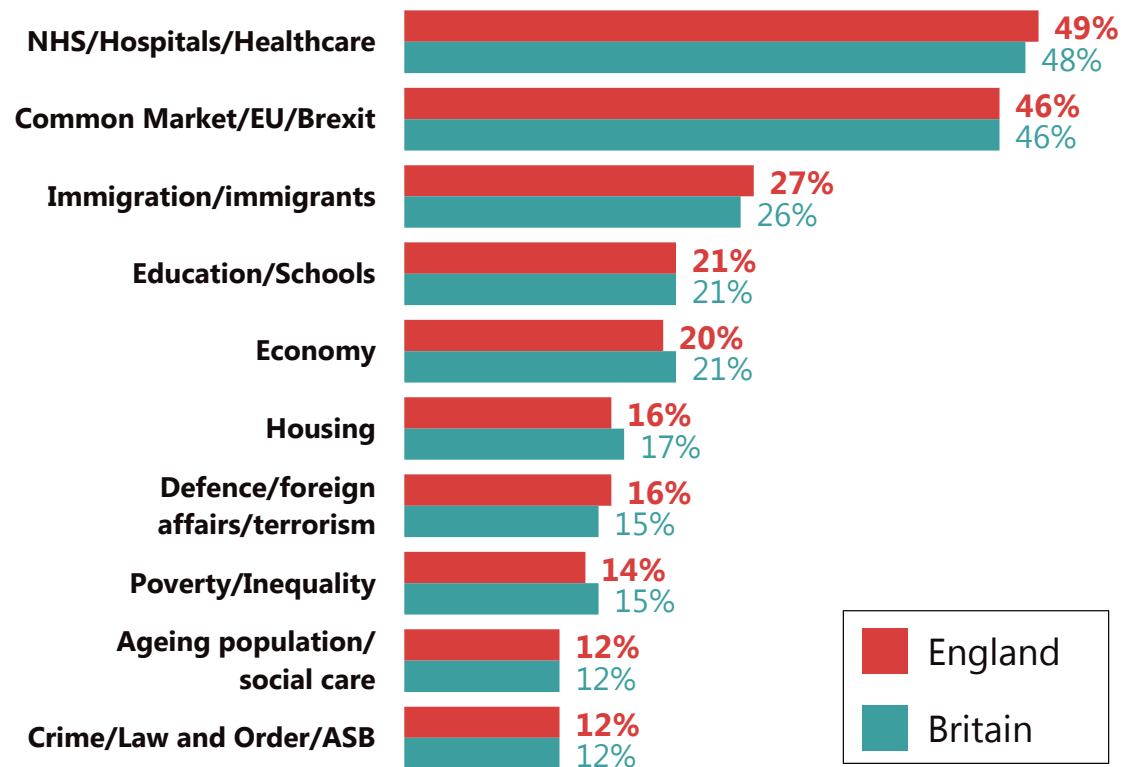
England (excluding Greater London)

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

17



Top mentions %



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

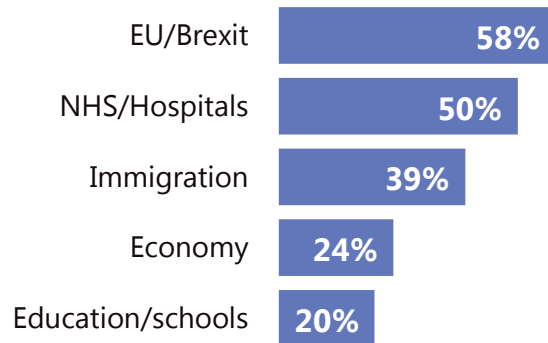
Source: Ipsos MORI Issues Index

Conservatives, Labour, Lib Dems and non-voters: top five issues of 2017

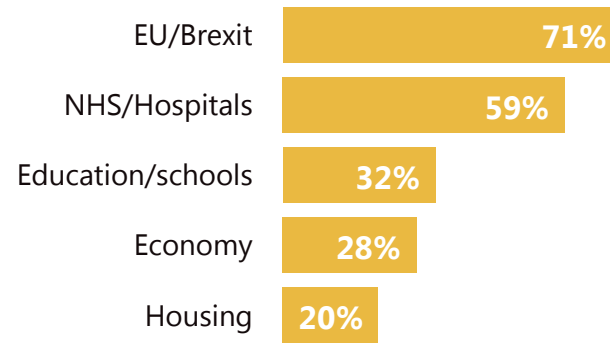
What do you see as the most/other important issues facing Britain today?

18

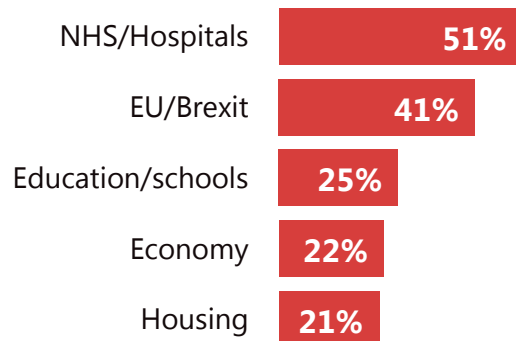
Conservative voters:



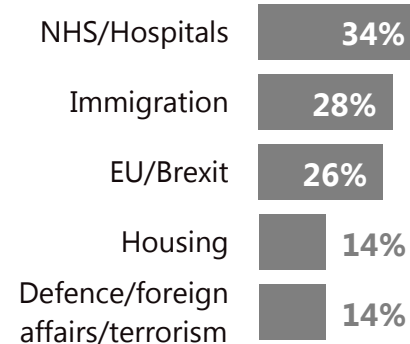
Liberal Democrat voters:



Labour voters:



Non-voters:



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

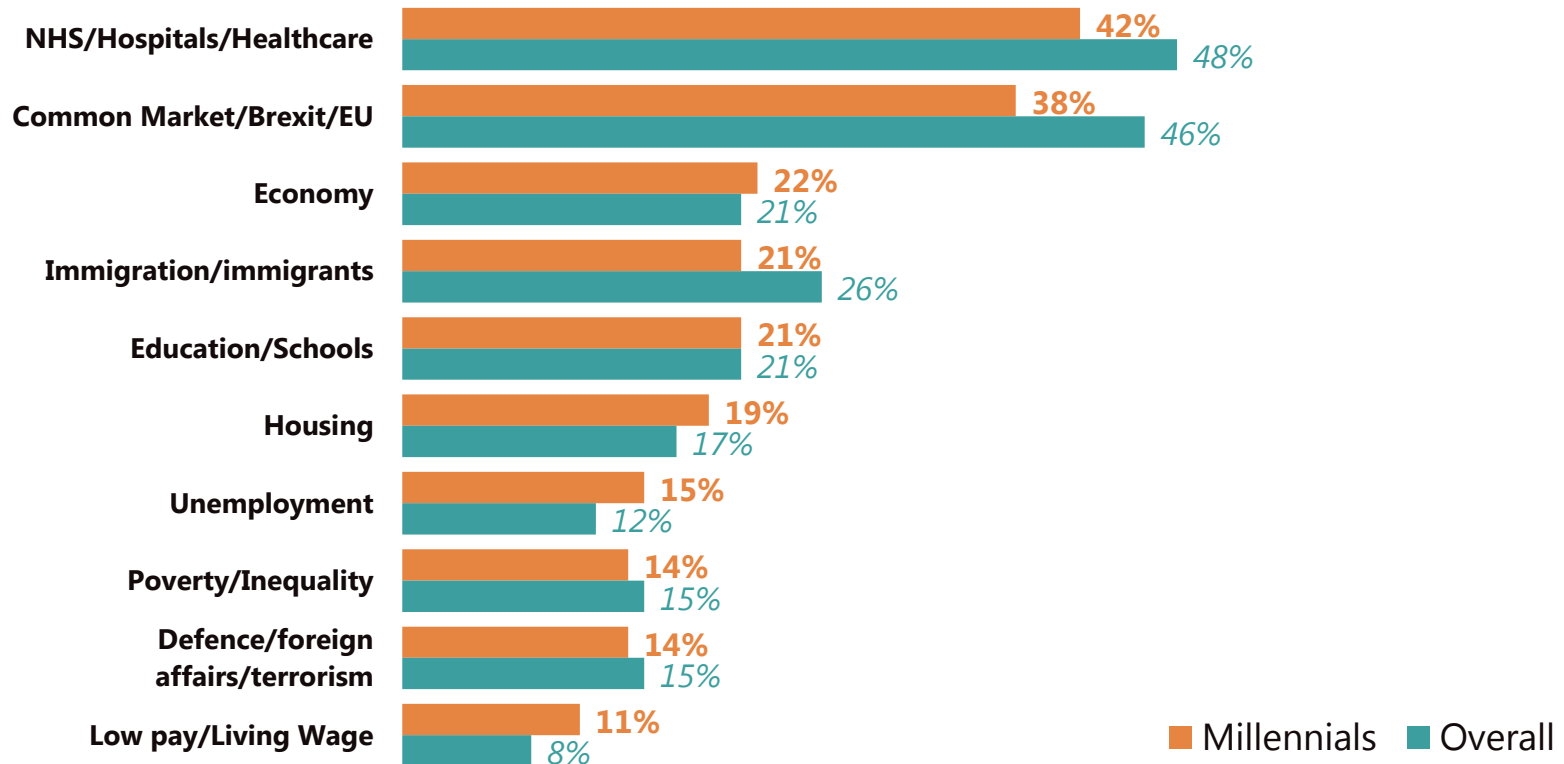
Issues facing Britain

Millennials

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

19

Top mentions %



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

Source: Ipsos MORI Issues Index

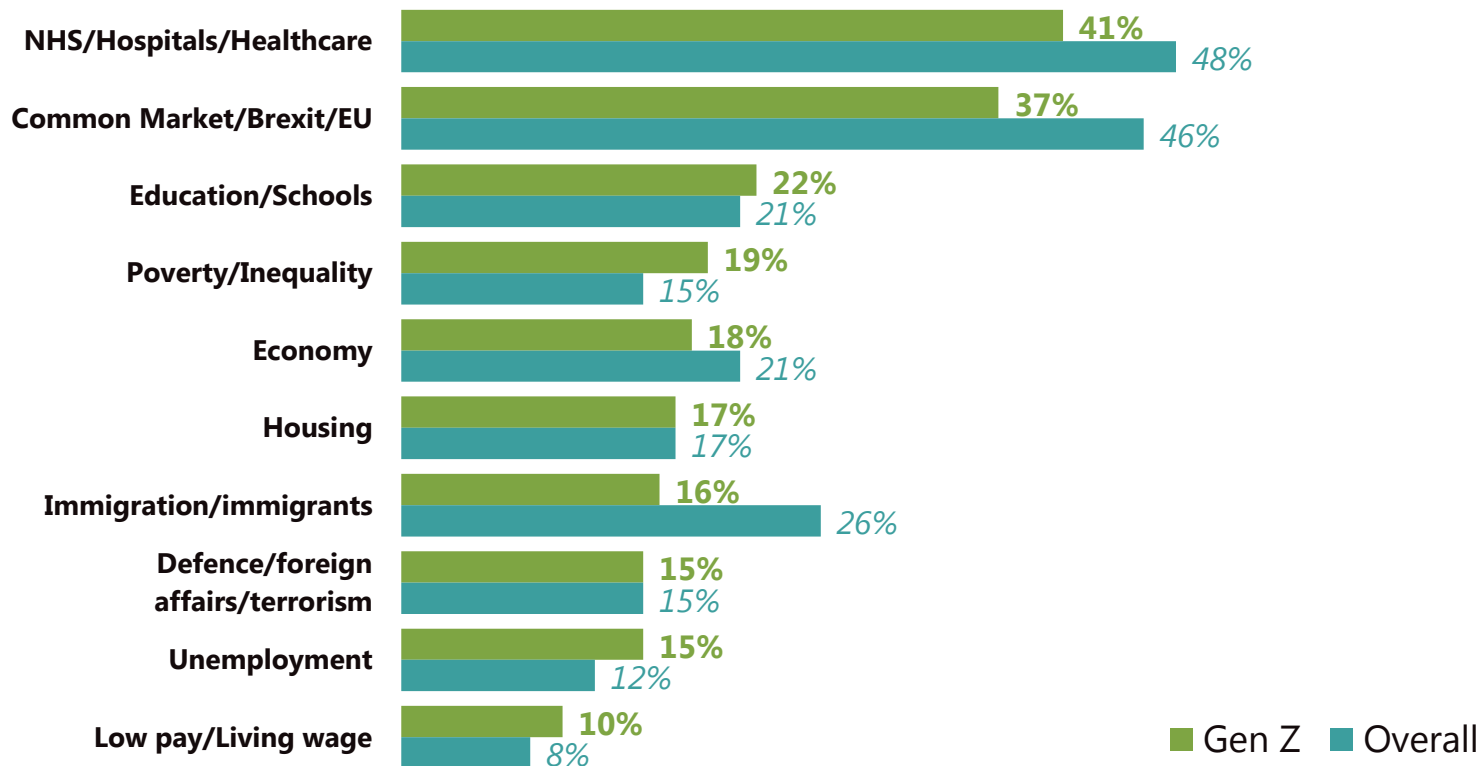
Issues facing Britain

Generation Z

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

20

Top mentions %



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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