



January 2018

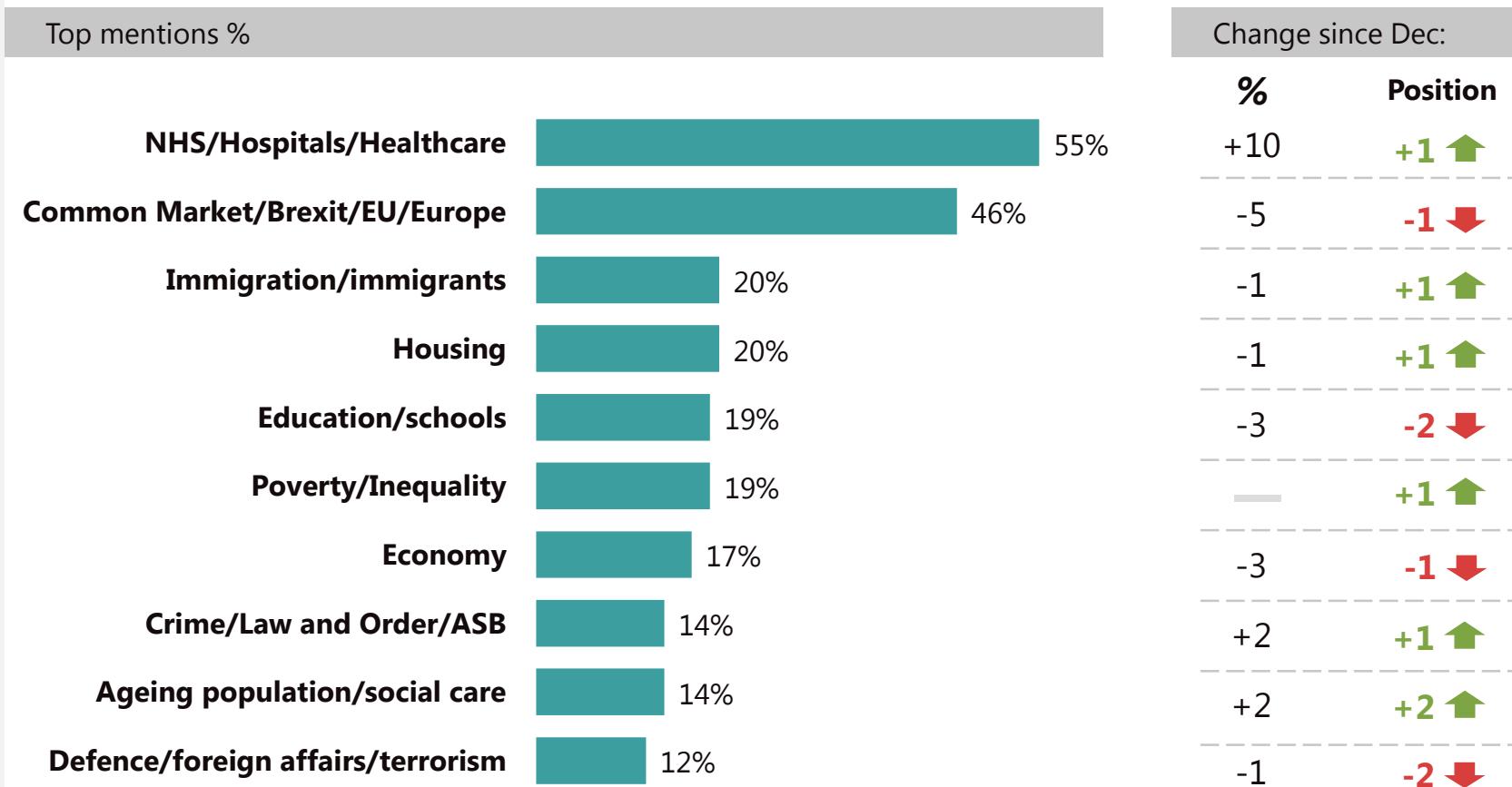
IPSOS MORI ISSUES INDEX

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020 7347 3000

Issues Facing Britain – January

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

2



Base: 1,010 British adults 18+, 12 – 22 January 2018

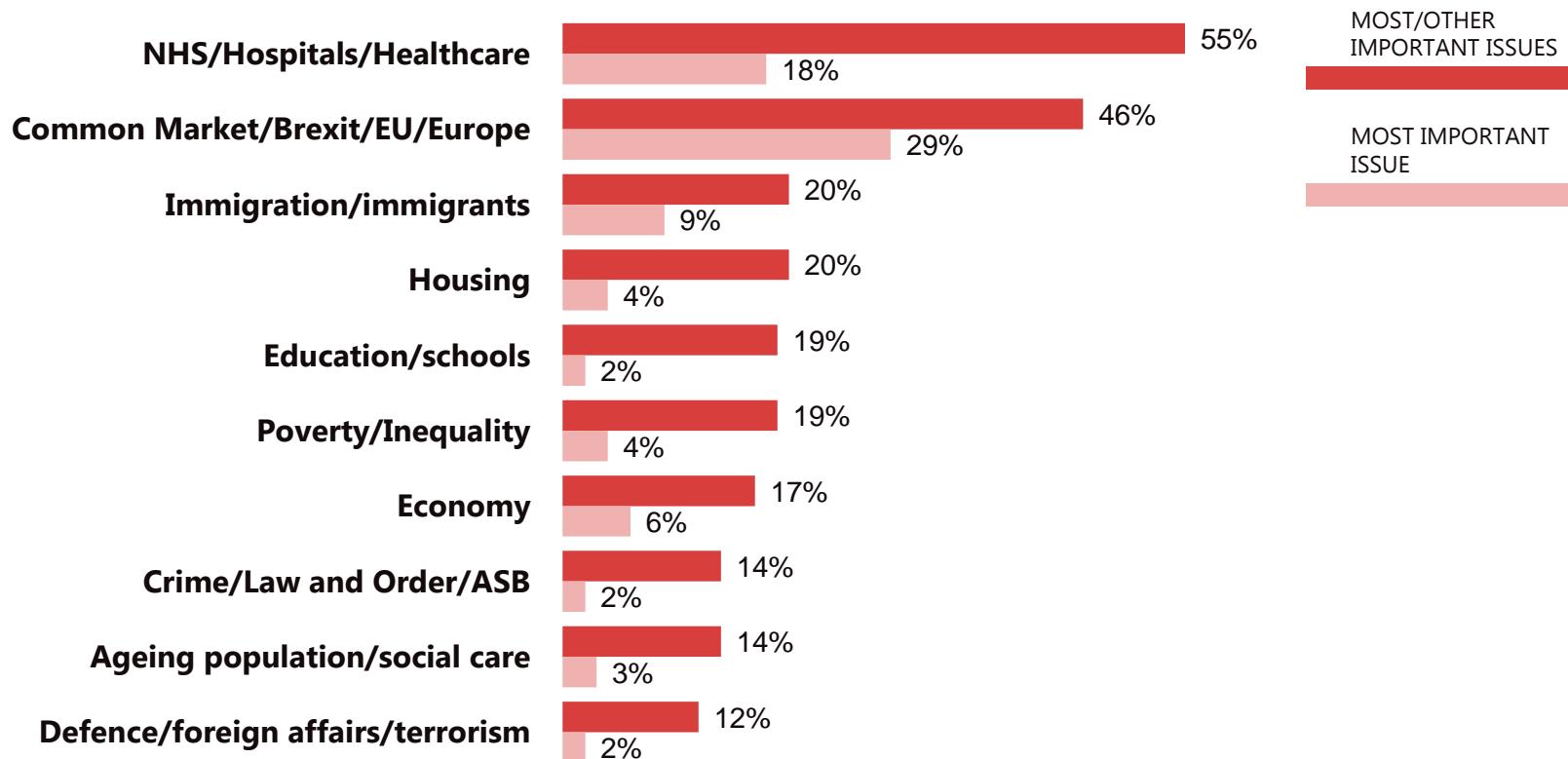
Source: Ipsos MORI Issues Index

Issues Facing Britain – January

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

3

Top mentions %



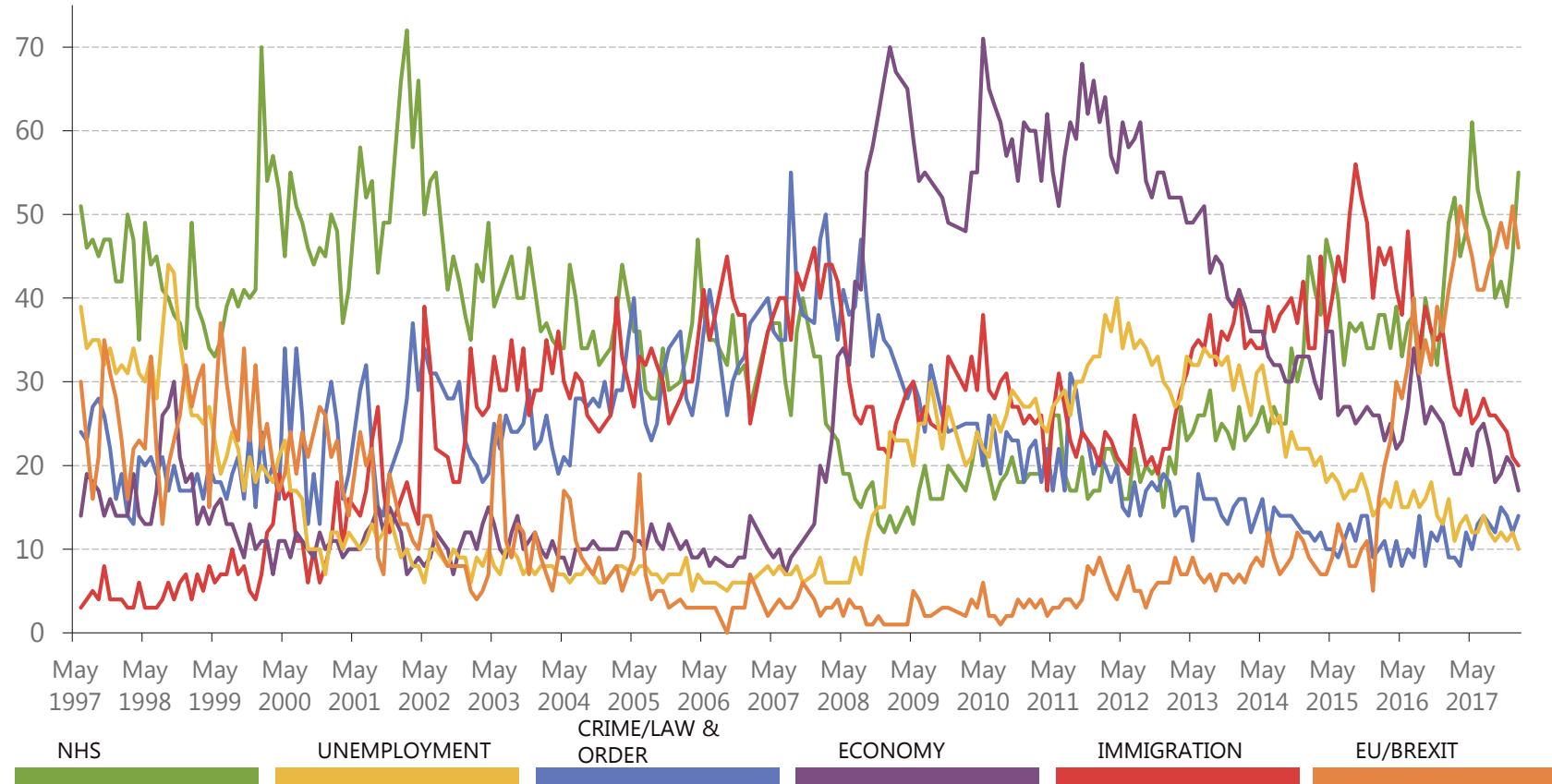
Base: 1,010 British adults 18+, 12 – 22 January 2018

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



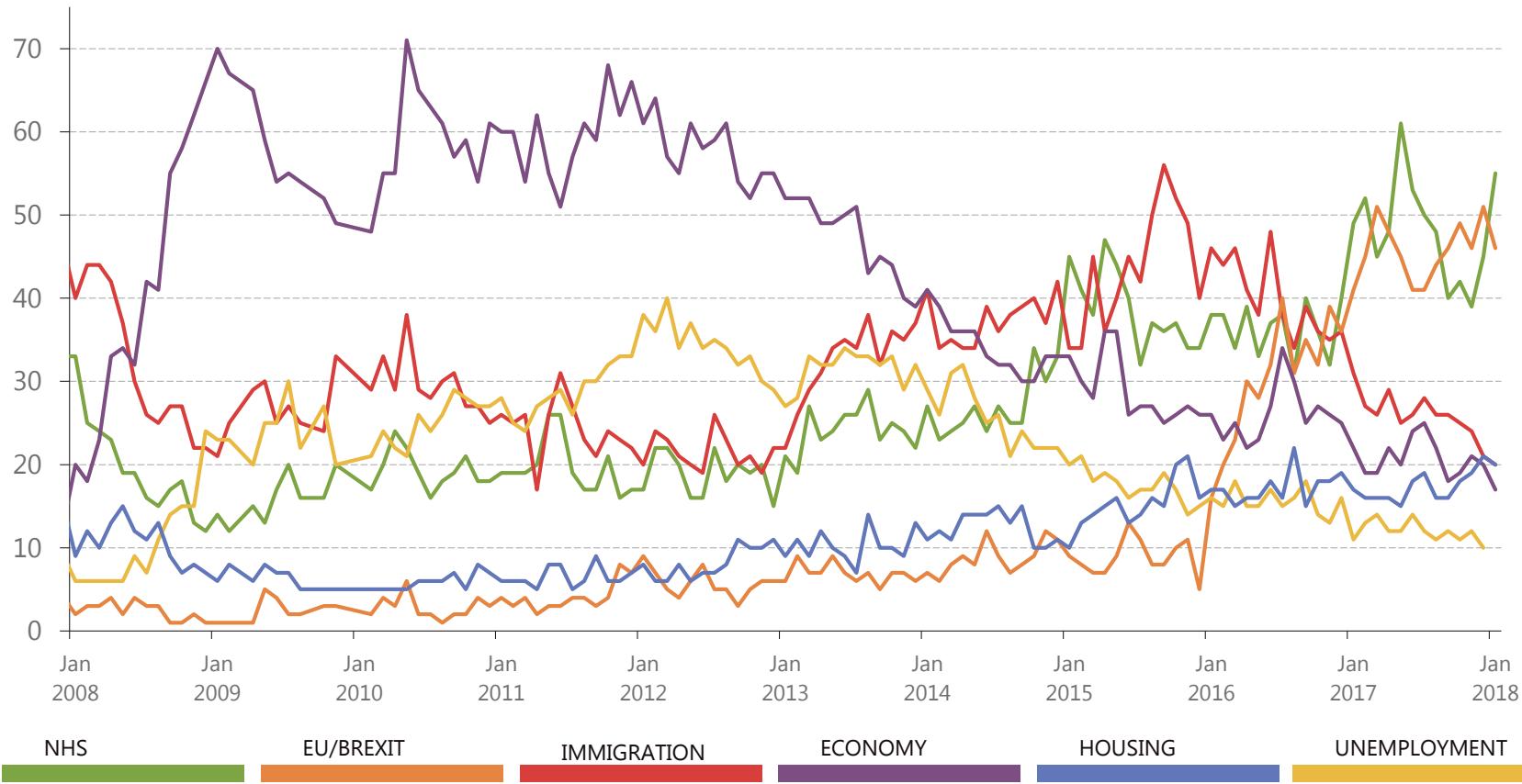
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



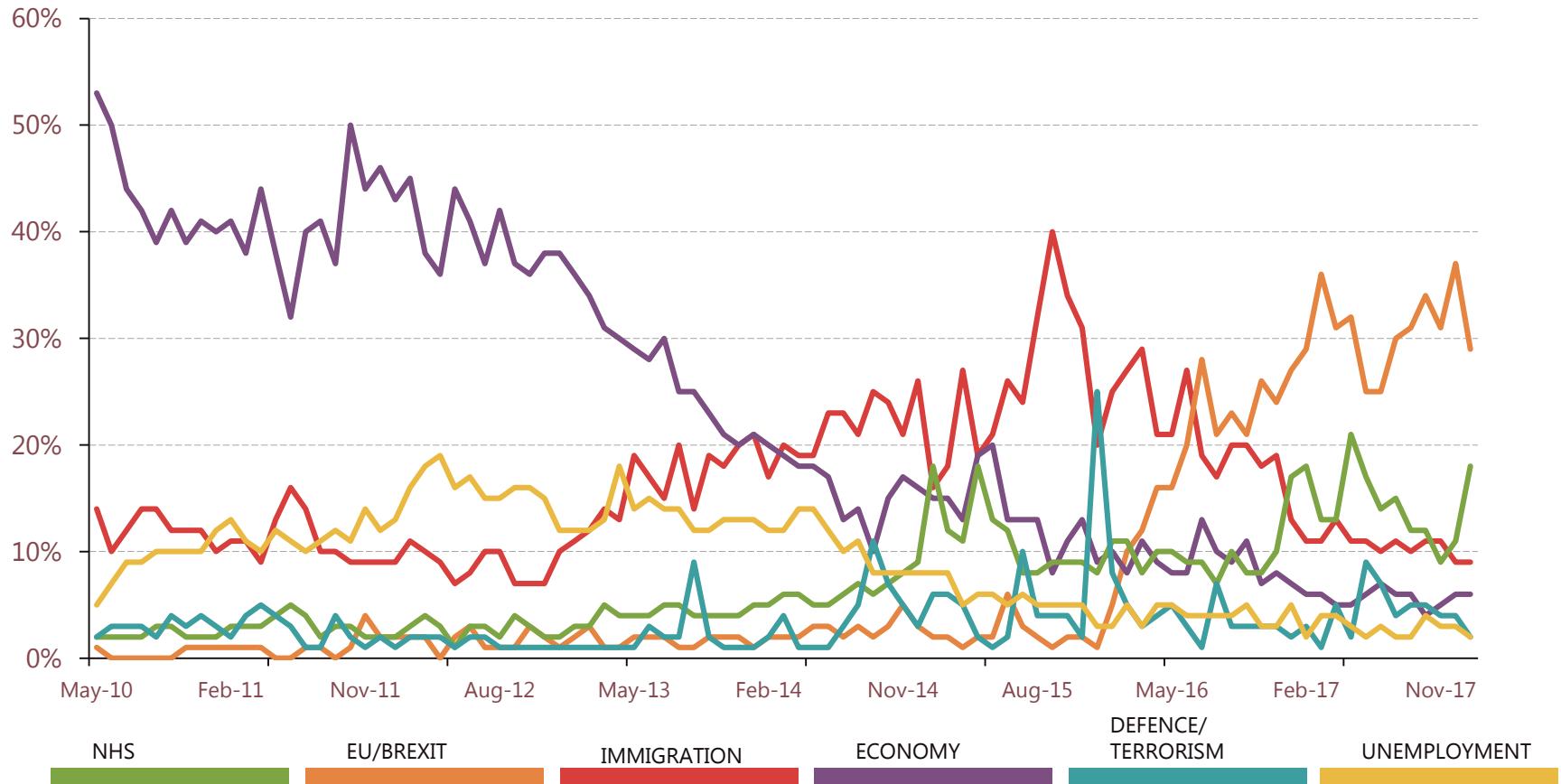
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Single Biggest Issue 2010 - 2018

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

6



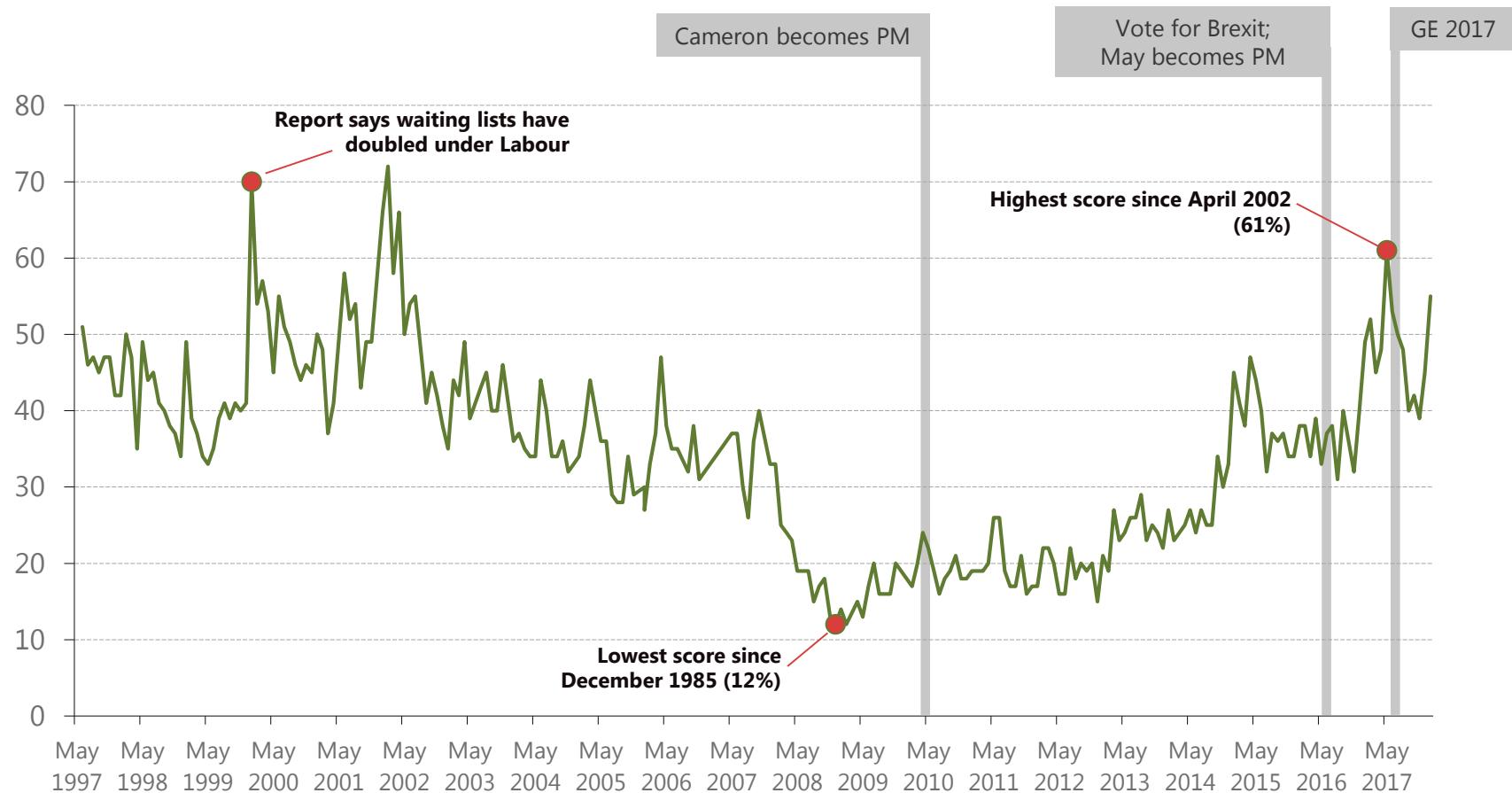
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



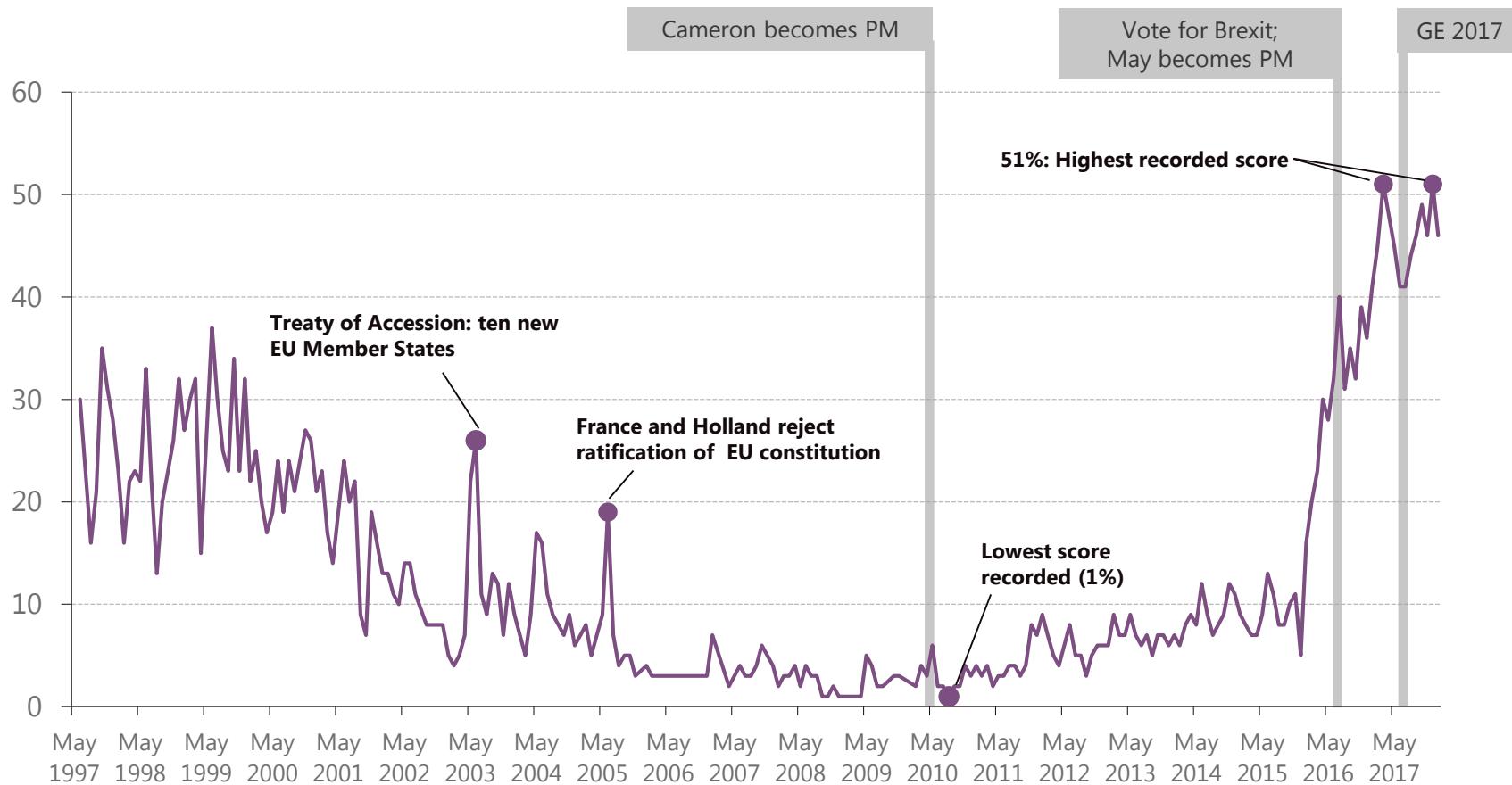
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Common Market / Europe / EU / Brexit

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

8



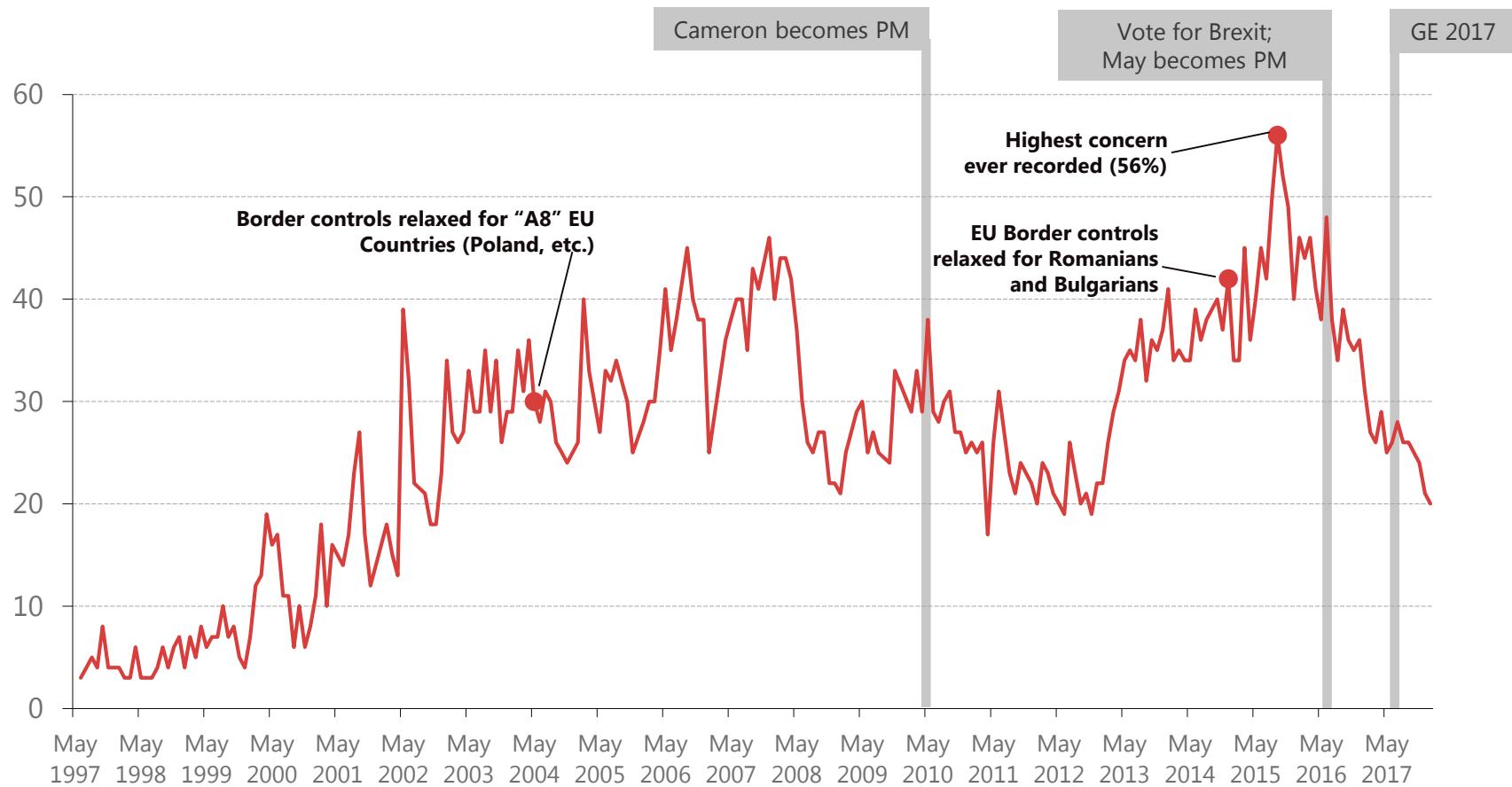
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



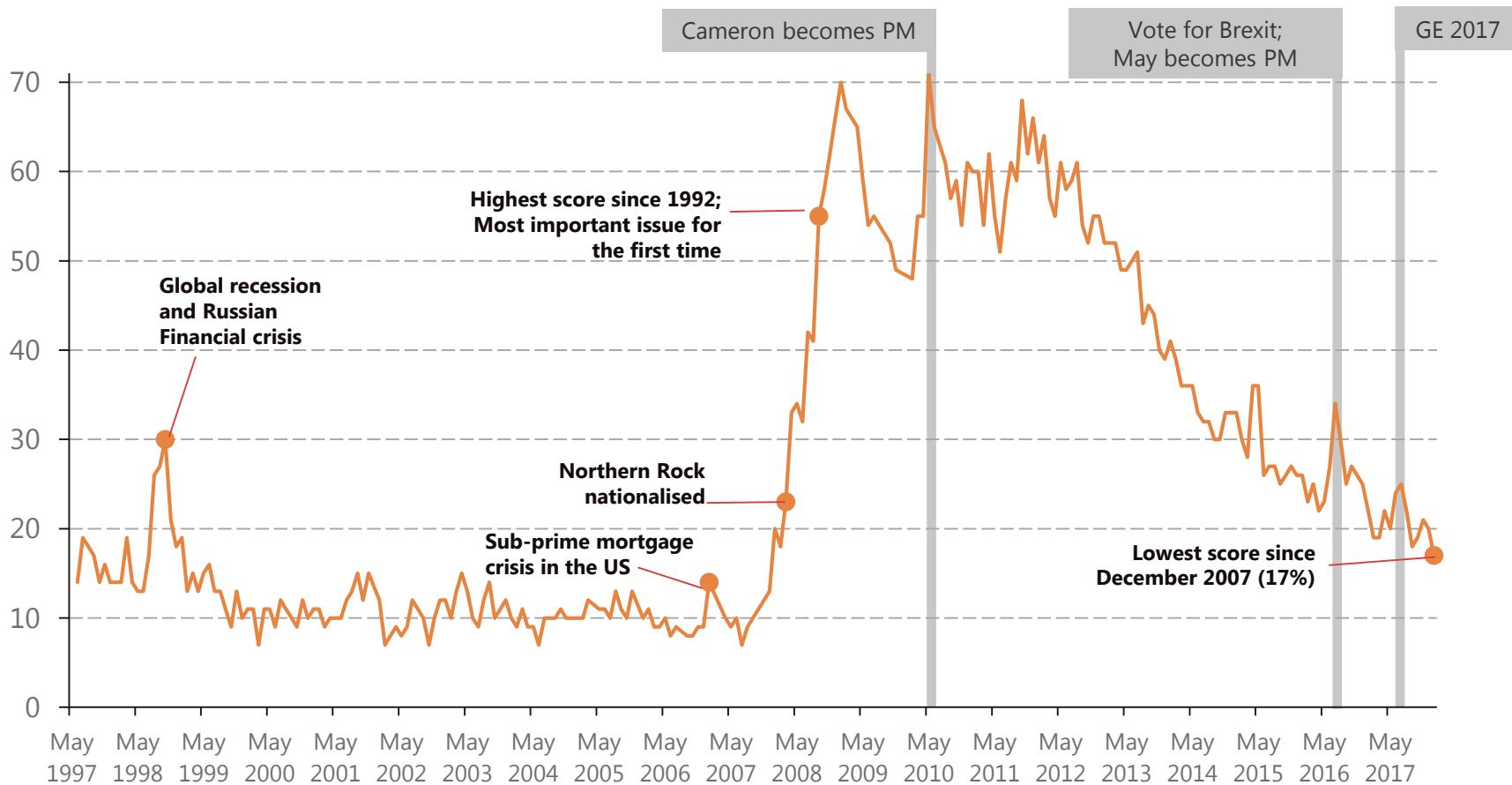
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

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



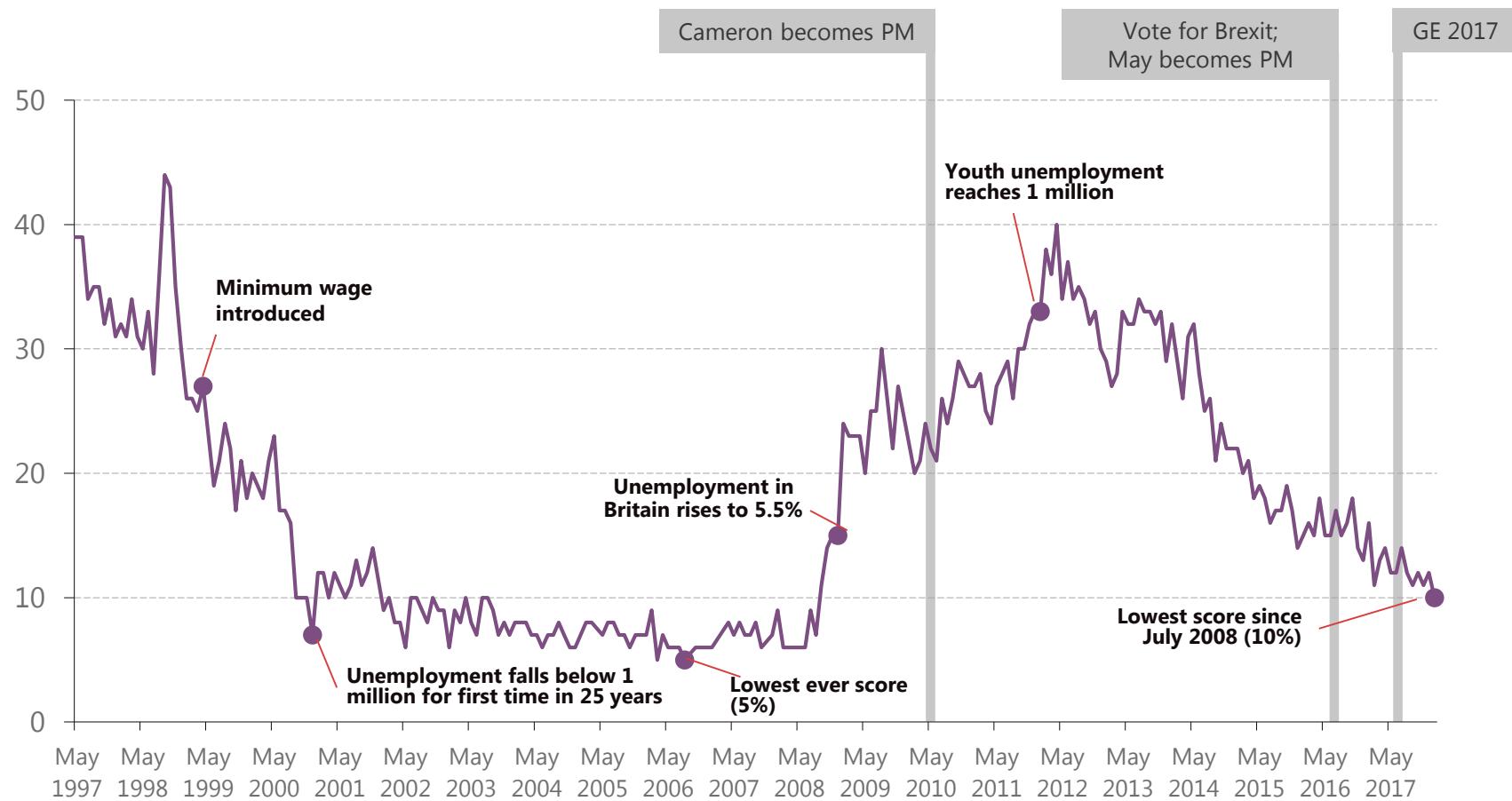
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



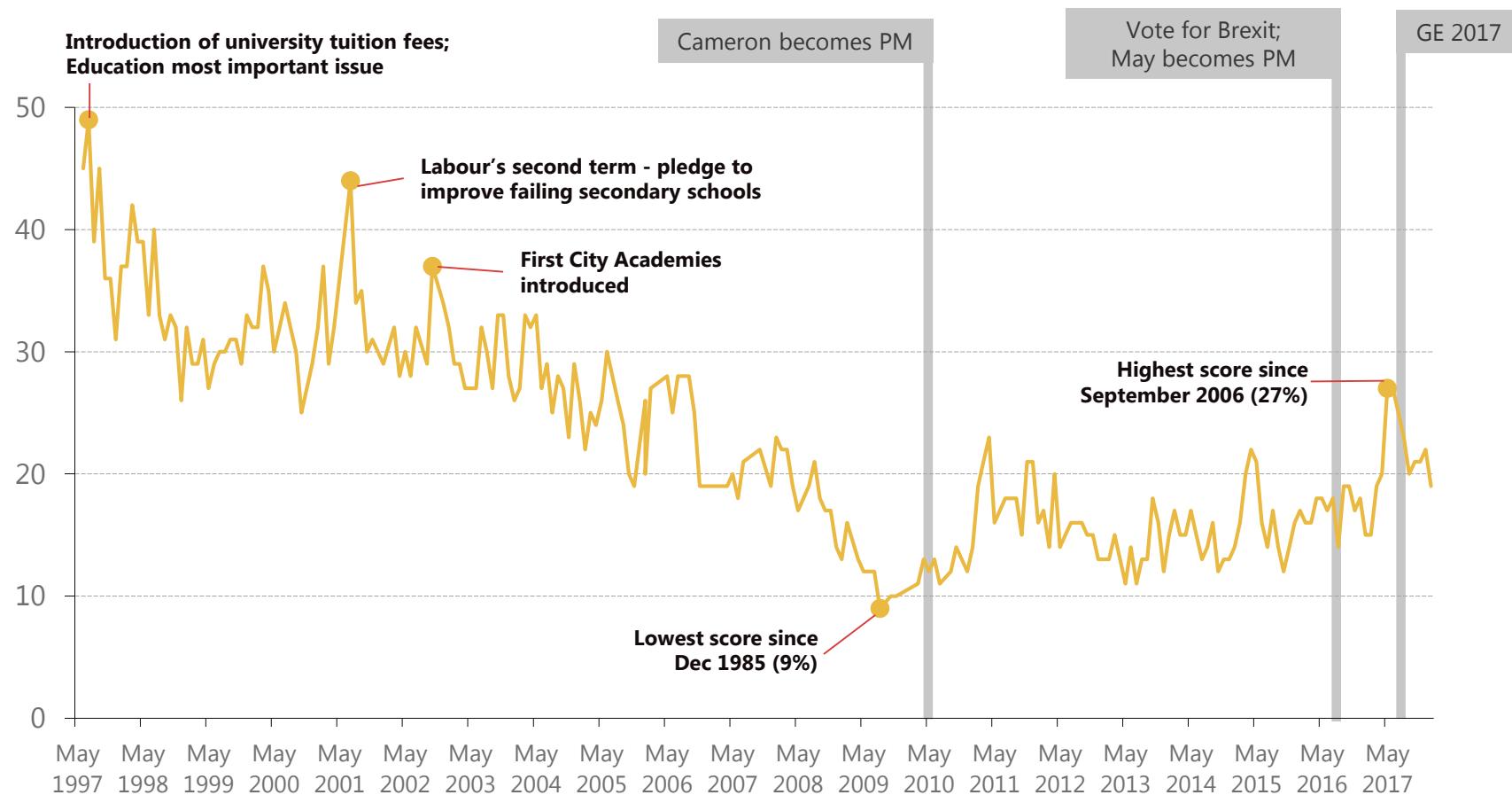
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

12



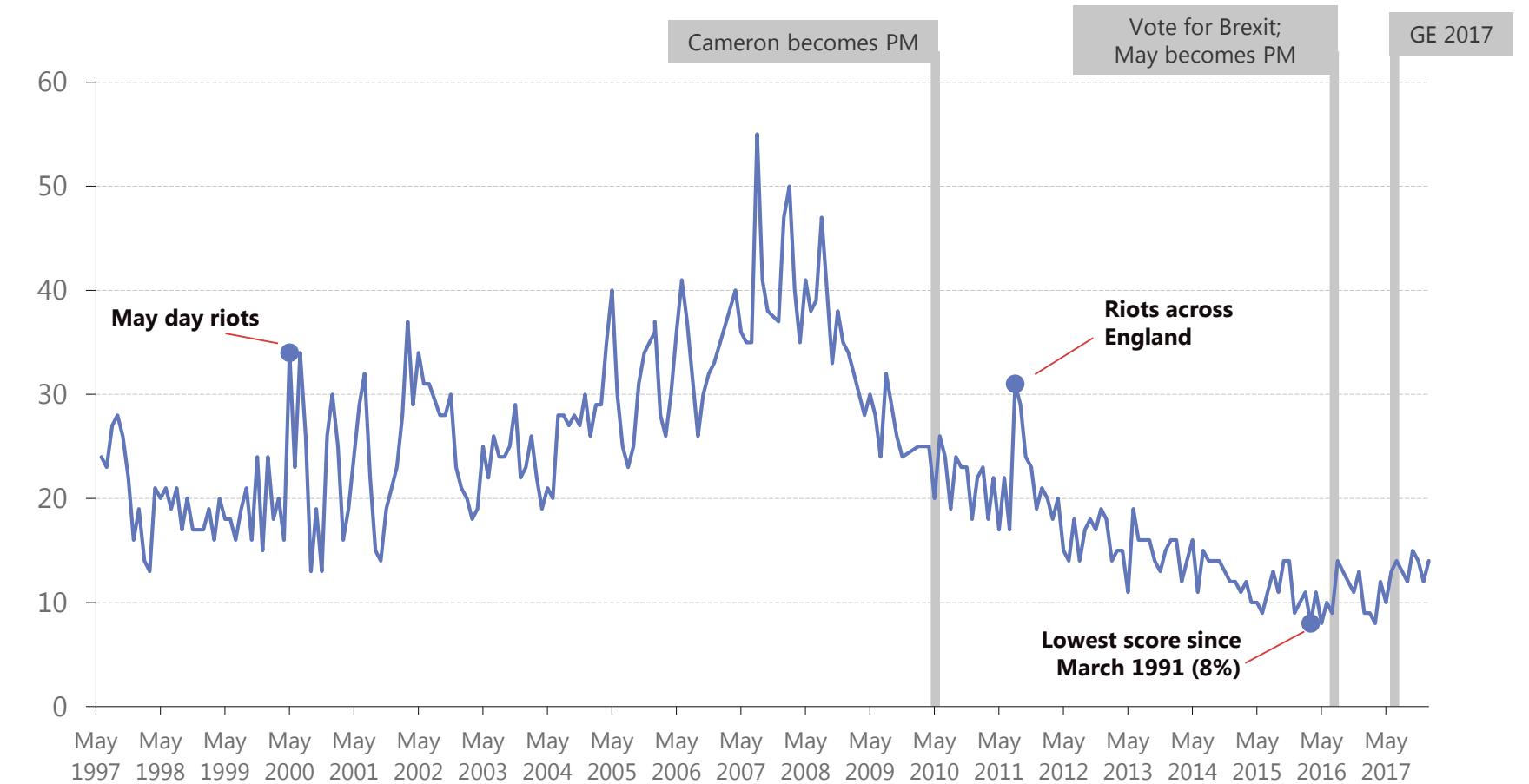
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



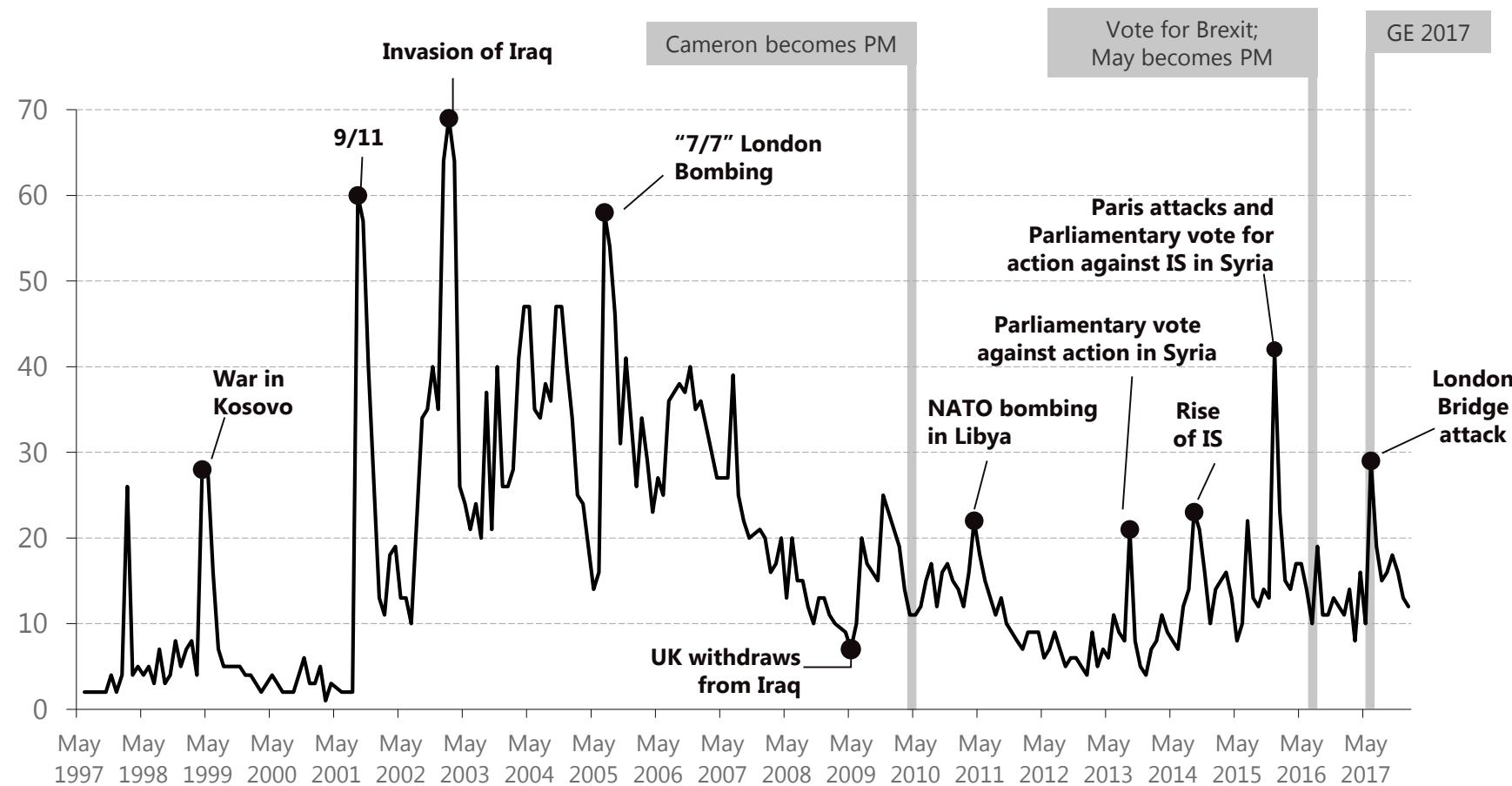
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



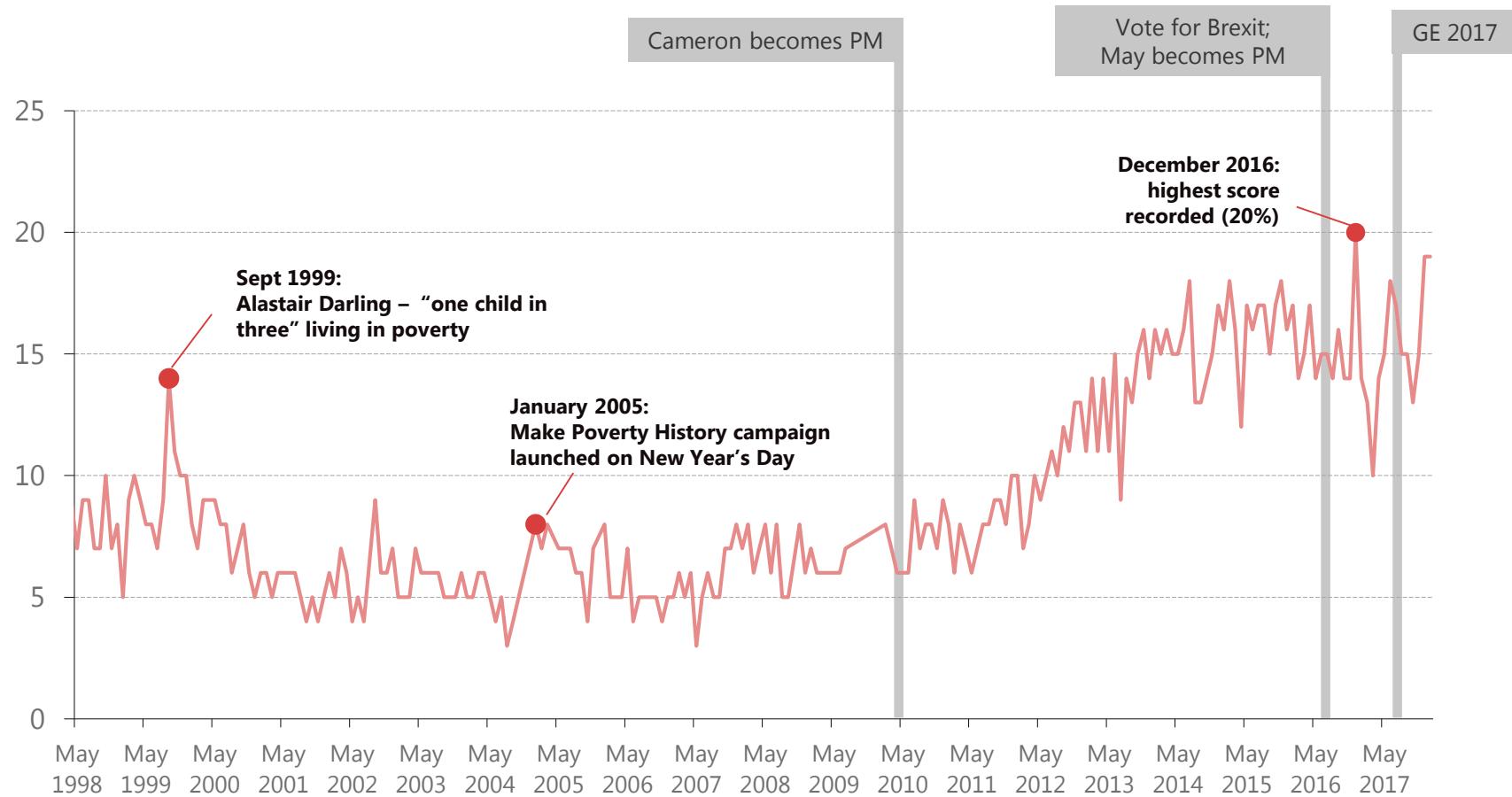
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



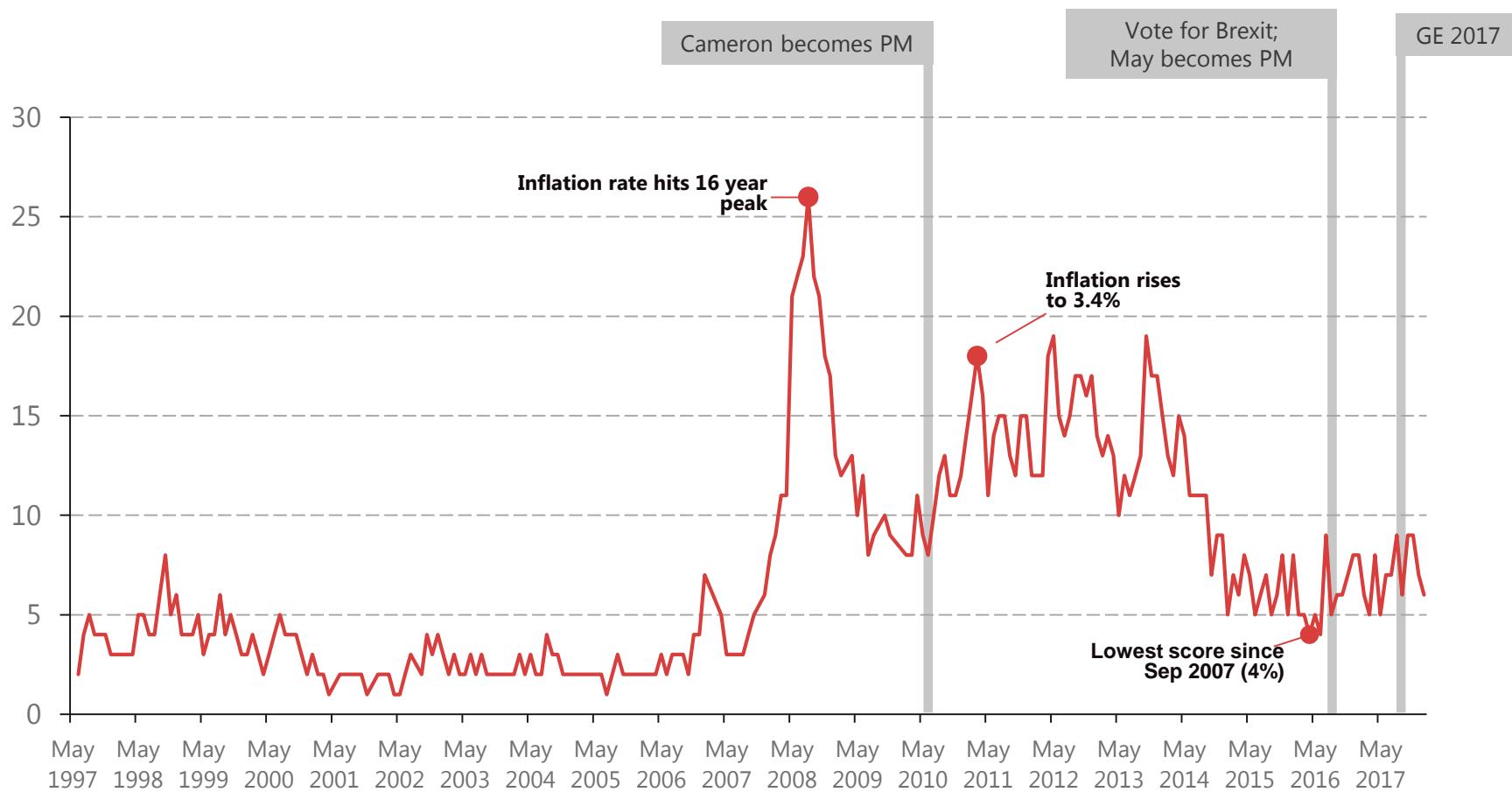
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



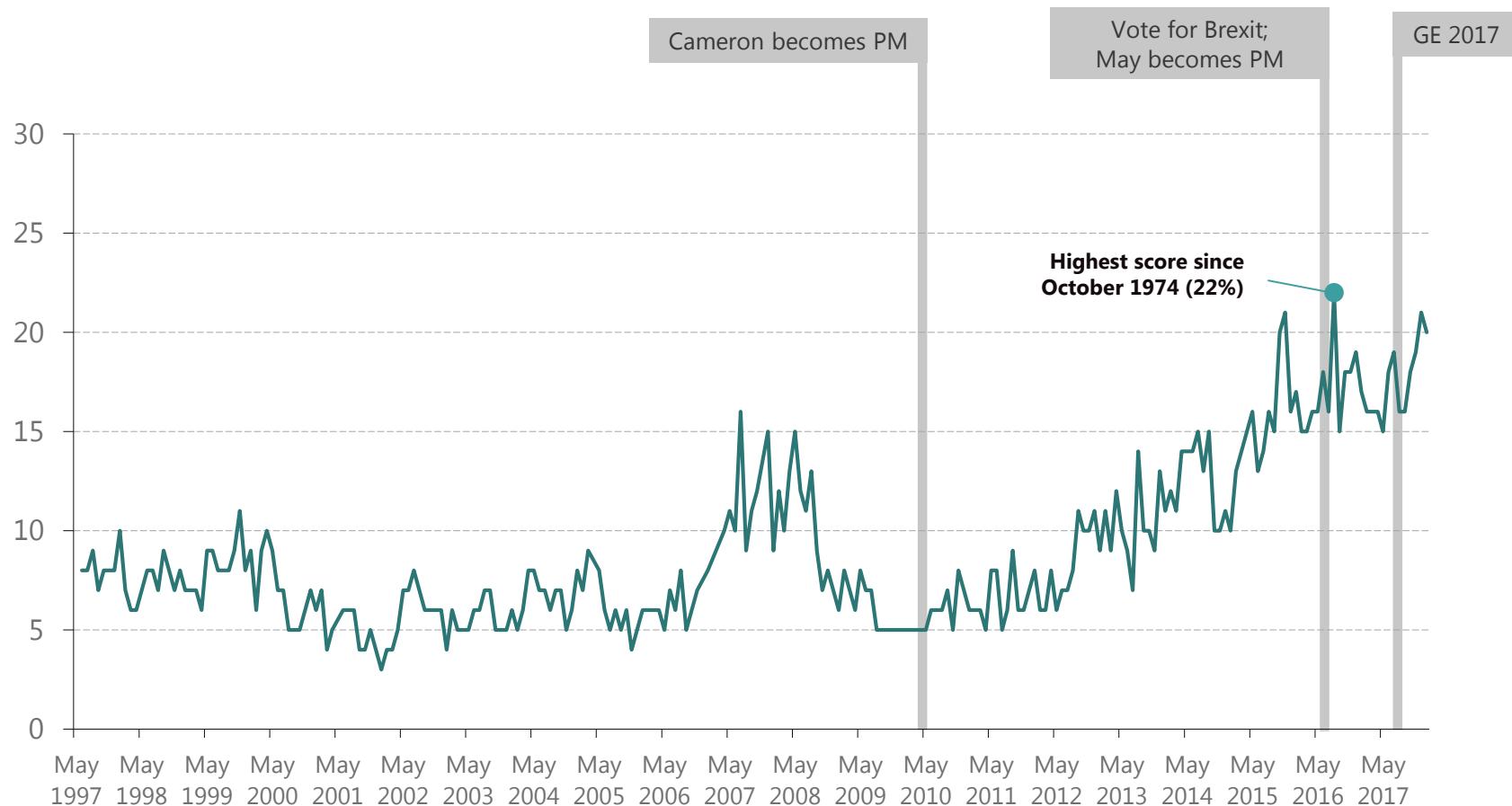
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



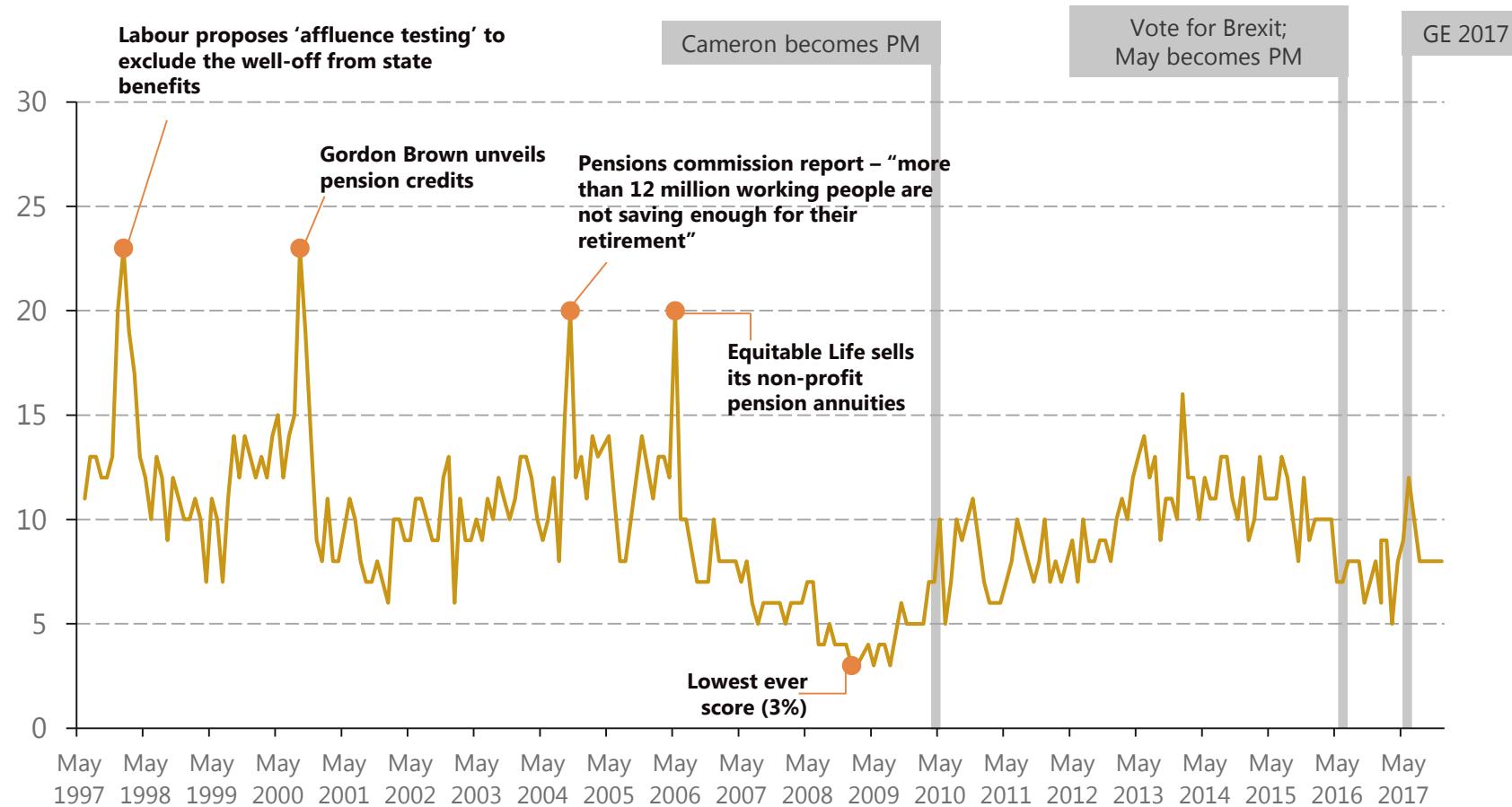
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



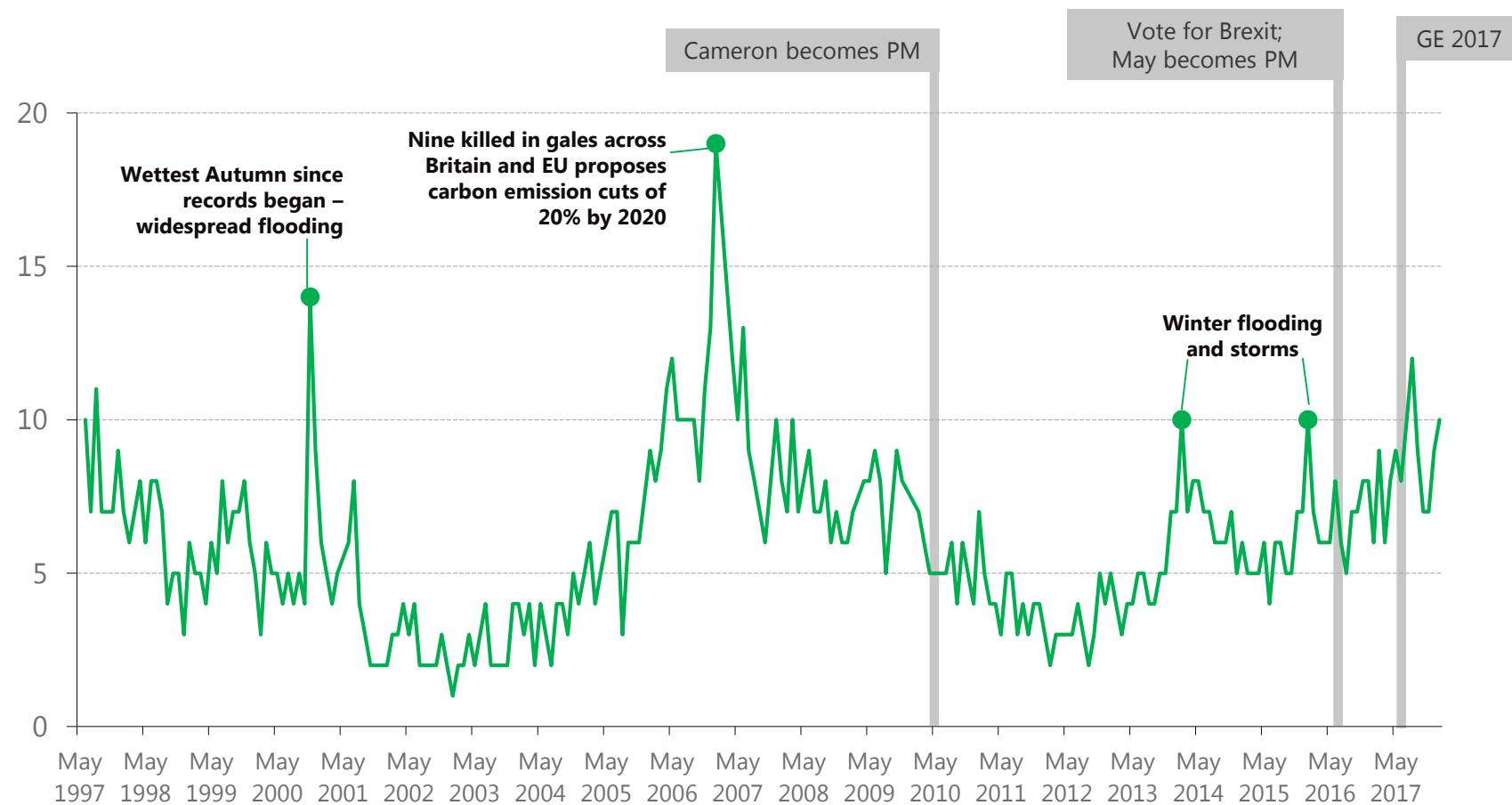
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

19



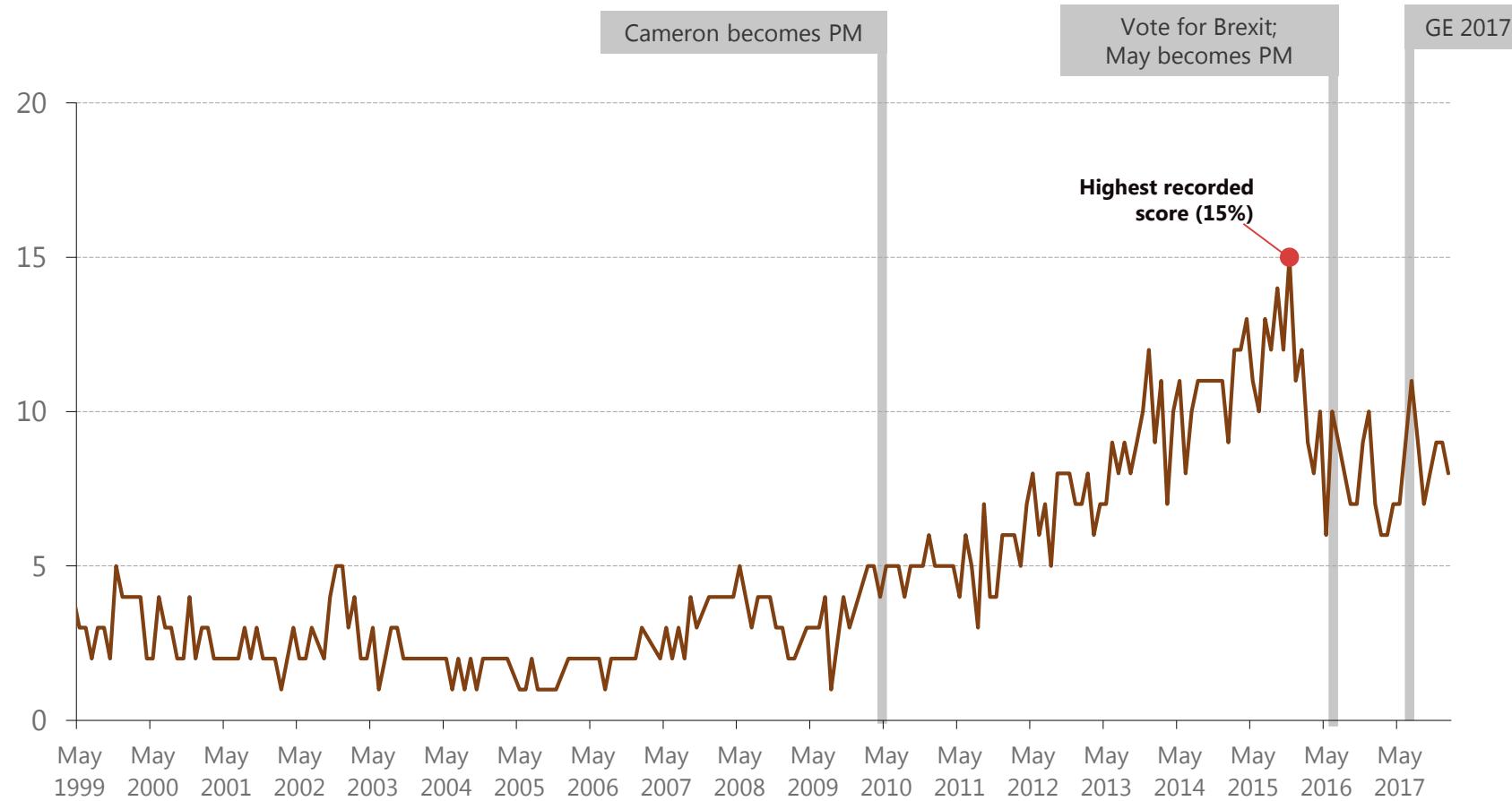
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

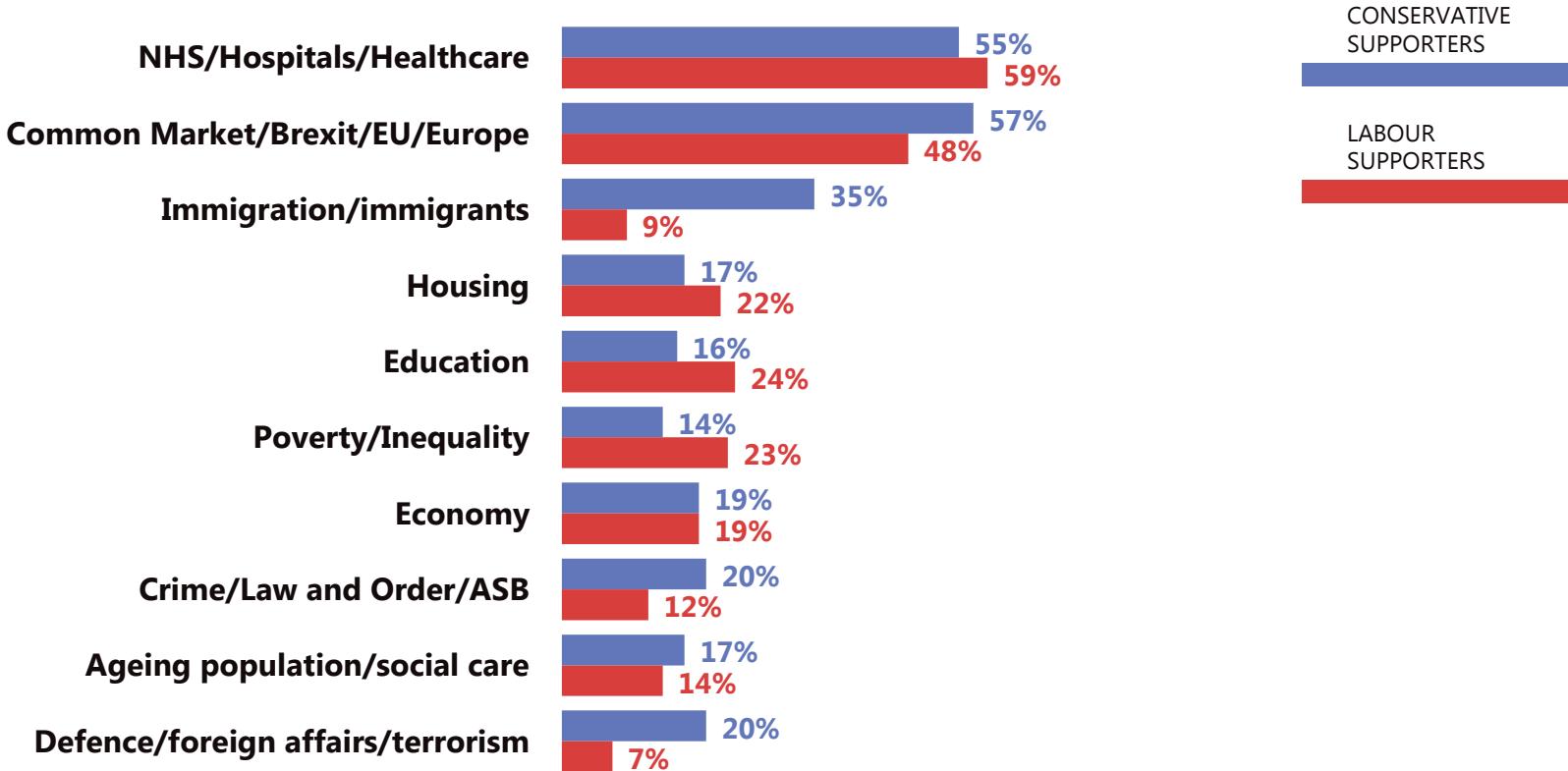
Source: Ipsos MORI Issues Index

Issues Facing Britain: Party support

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

21

Top mentions %



Base: 1,010 British adults 18+, 12 – 22 January 2018

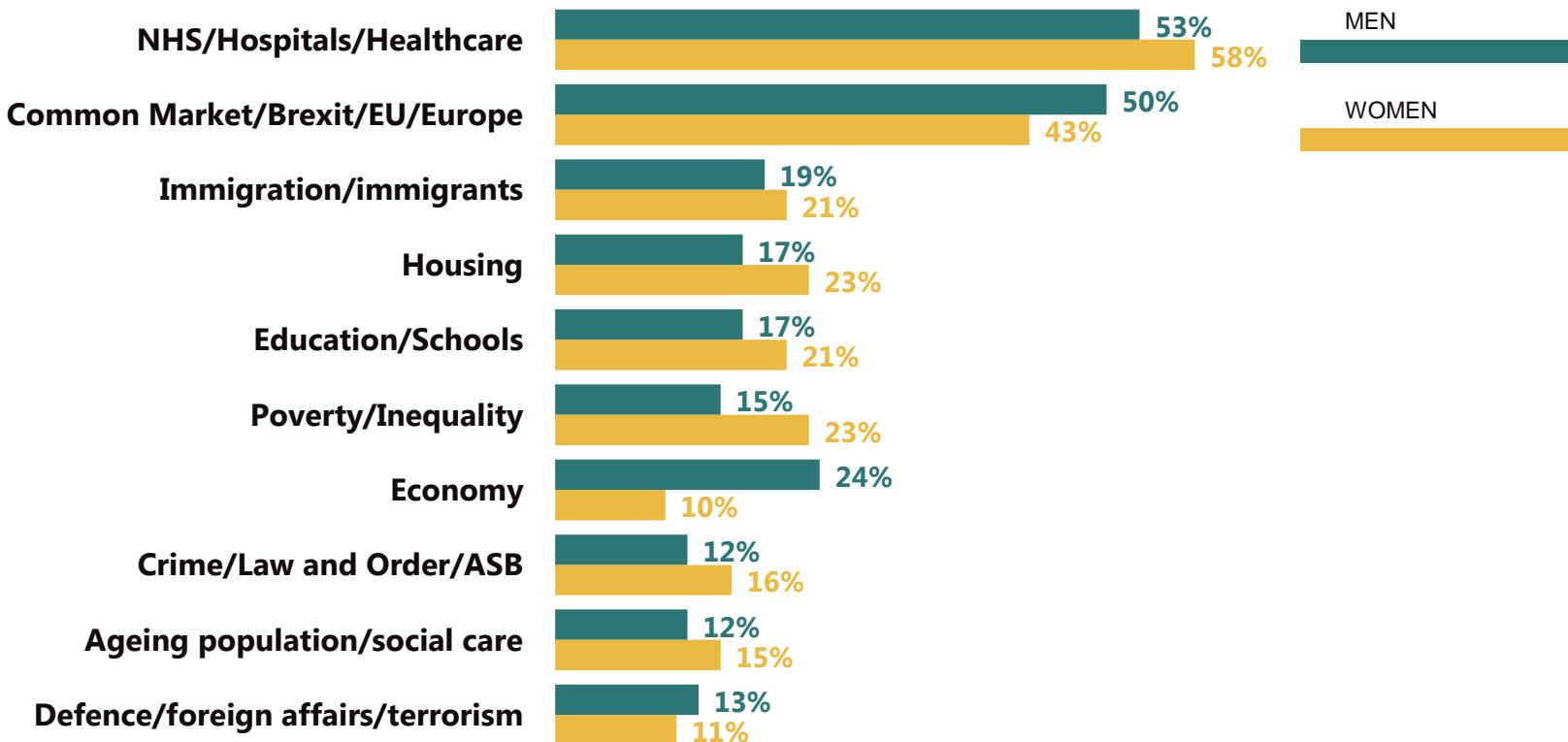
Source: Ipsos MORI Issues Index

Issues Facing Britain: Men and women

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

22

Top mentions %



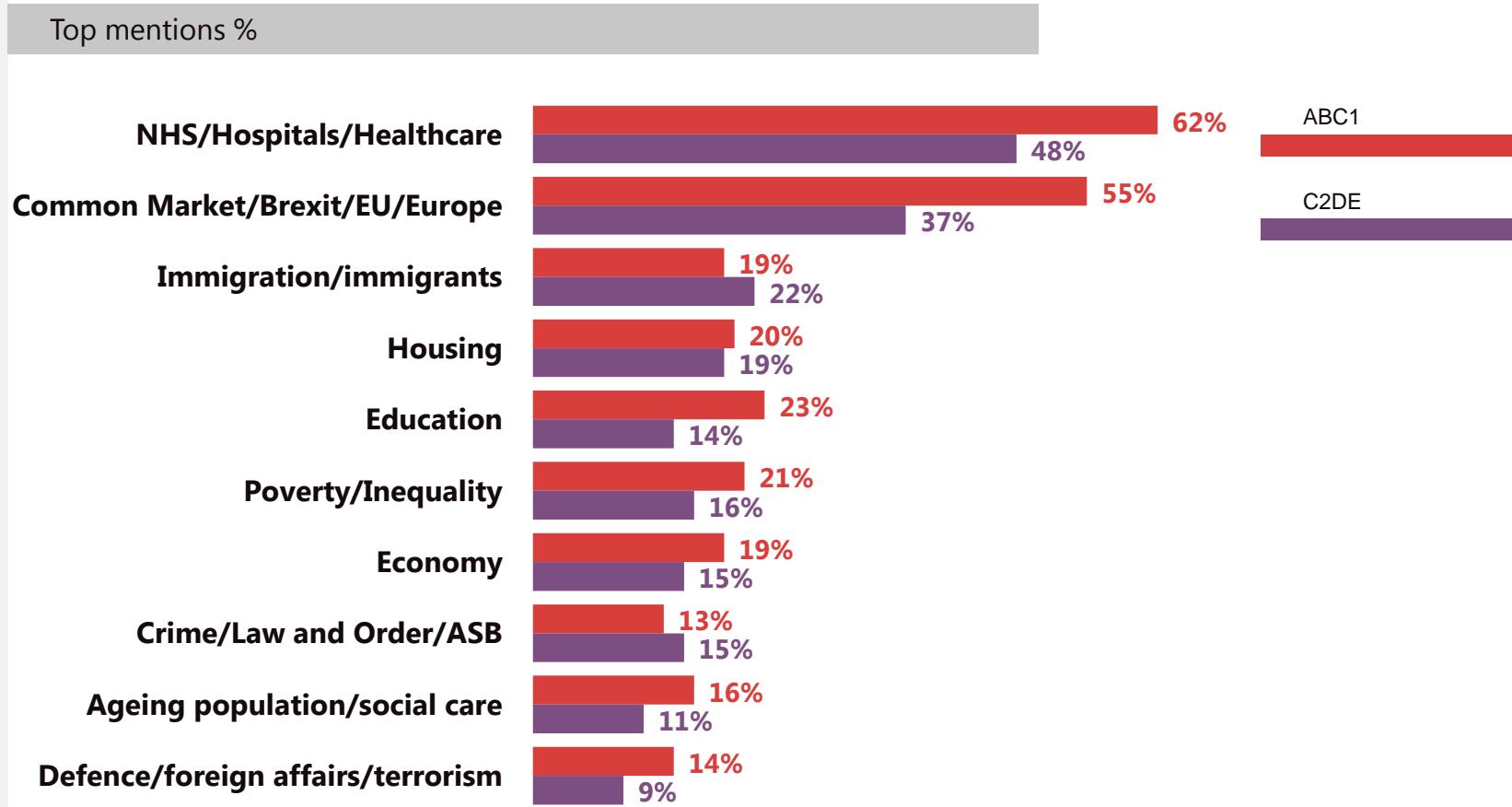
Base: 1,010 British adults 18+, 12 – 22 January 2018

Source: Ipsos MORI Issues Index

Issues Facing Britain: Social grade

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

23



Base: 1,010 British adults 18+, 12 – 22 January 2018

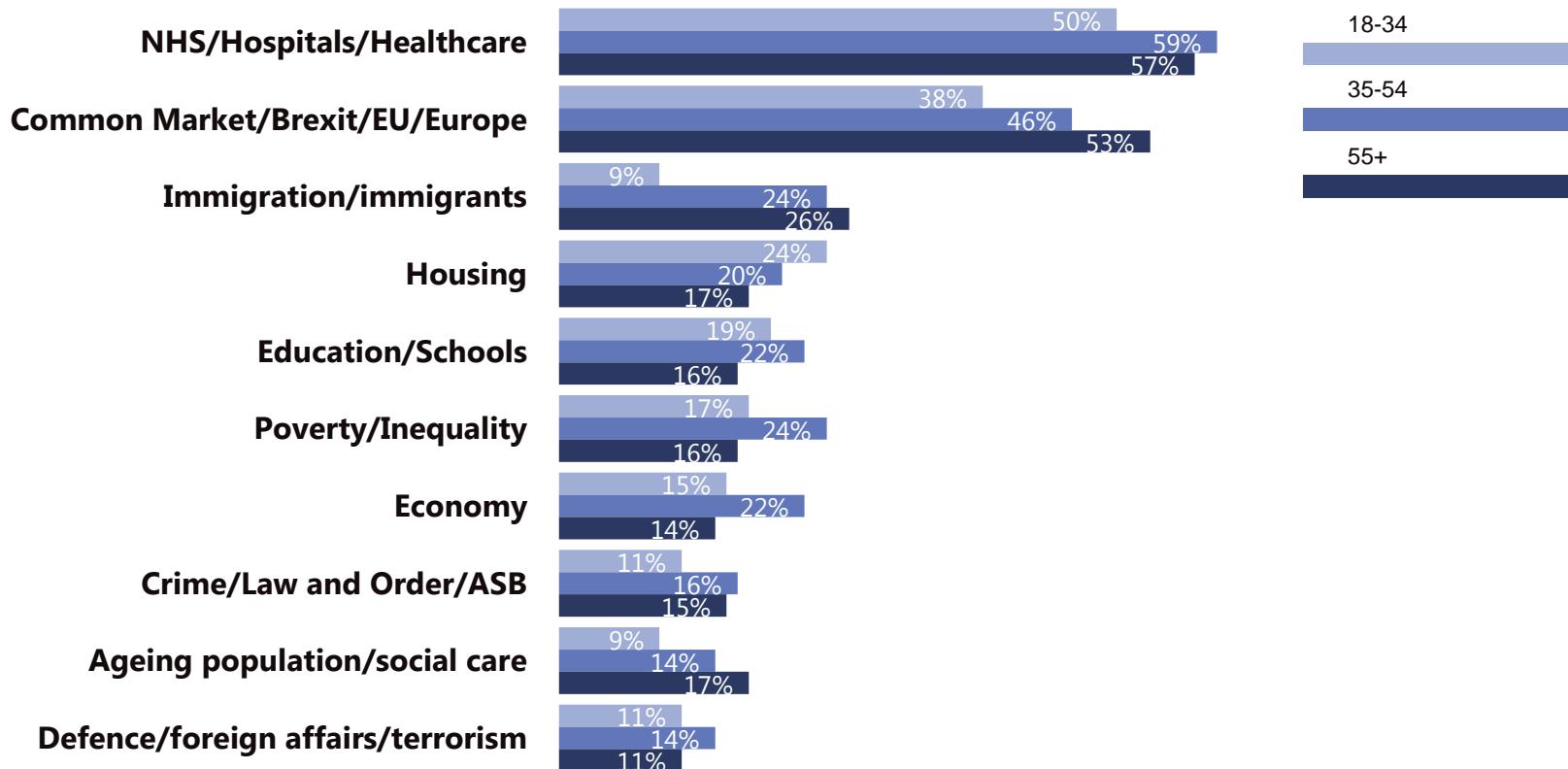
Source: Ipsos MORI Issues Index

Issues Facing Britain: Age group

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

24

Top mentions %



Base: 1010 British adults 18+, 12 – 22 January 2018

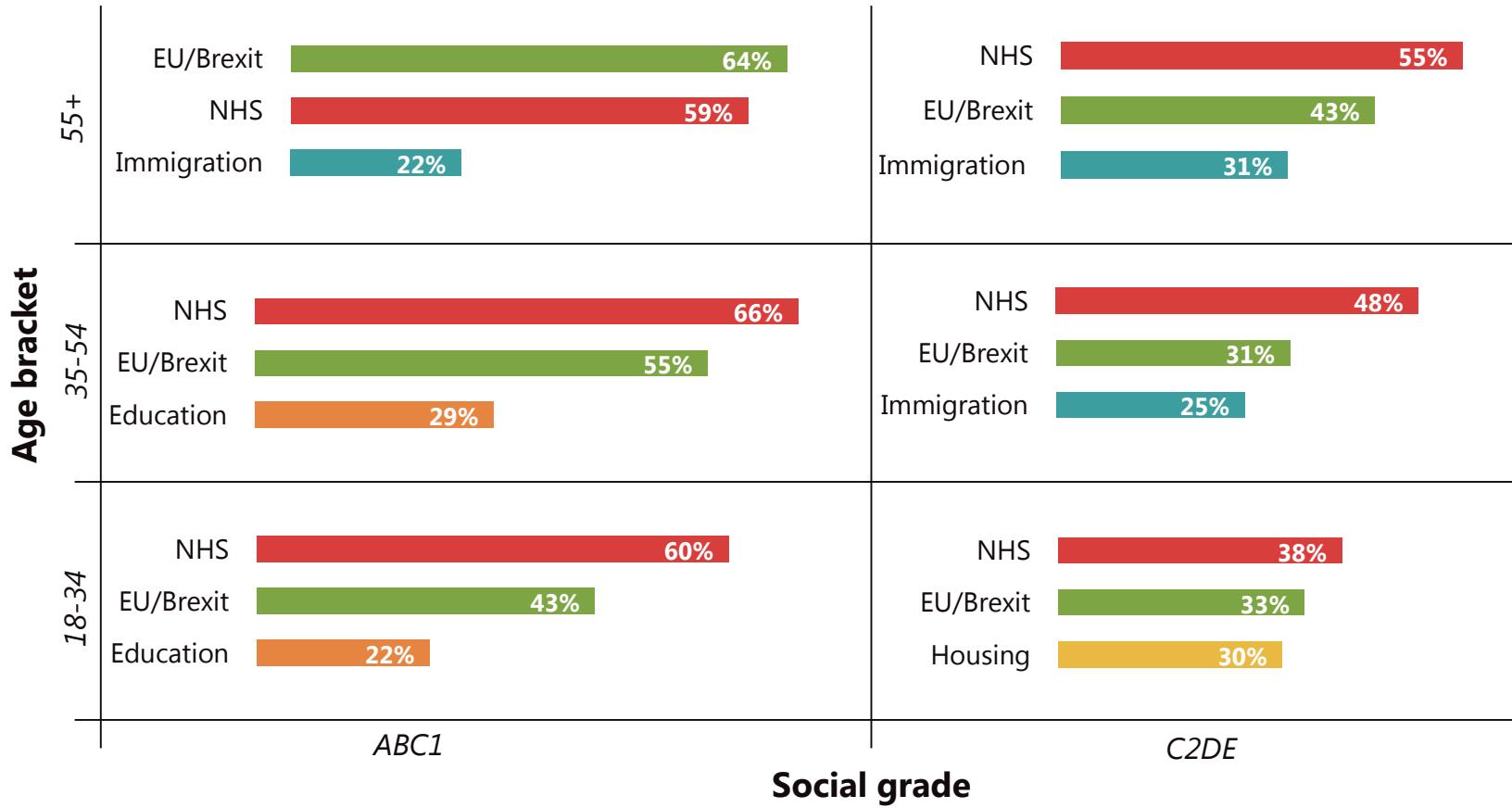
Source: Ipsos MORI Issues Index

Issues Facing Britain: Age and social grade

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

Top three issues by age and social grade

25



Base: 1,010 British adults 18+, 12 – 22 January 2018

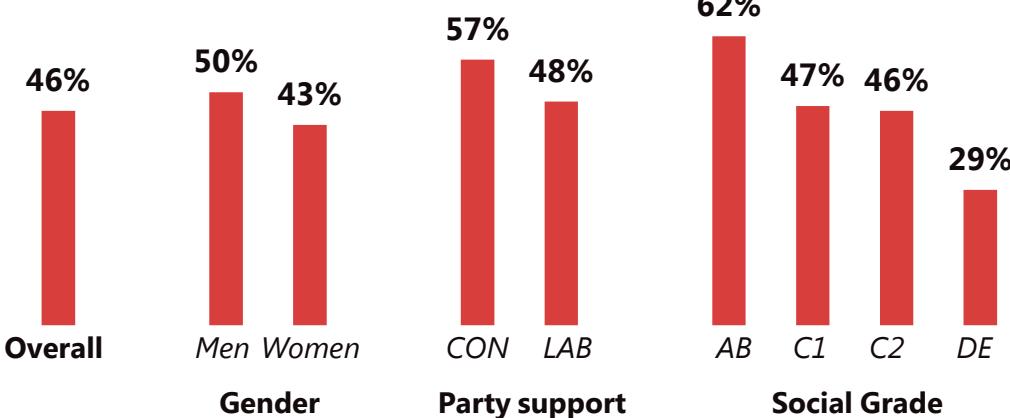
Source: Ipsos MORI Issues Index

Issues Facing Britain: Concern about Brexit/EU by subgroup

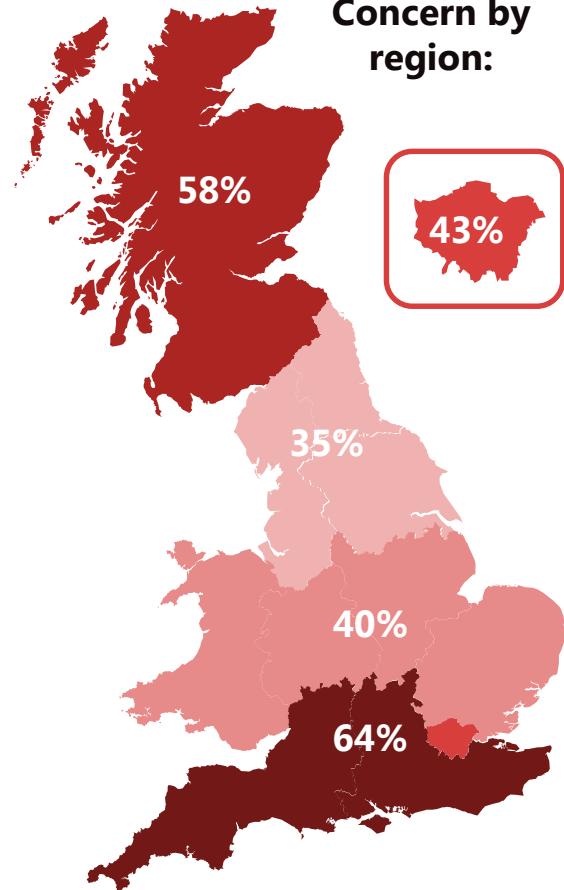
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

26

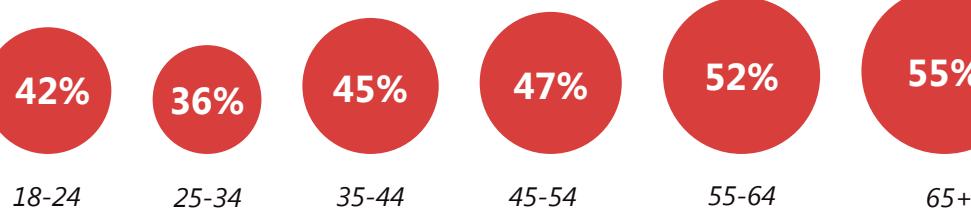
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



Base: 1,010 British adults 18+, 12 – 22 January 2018

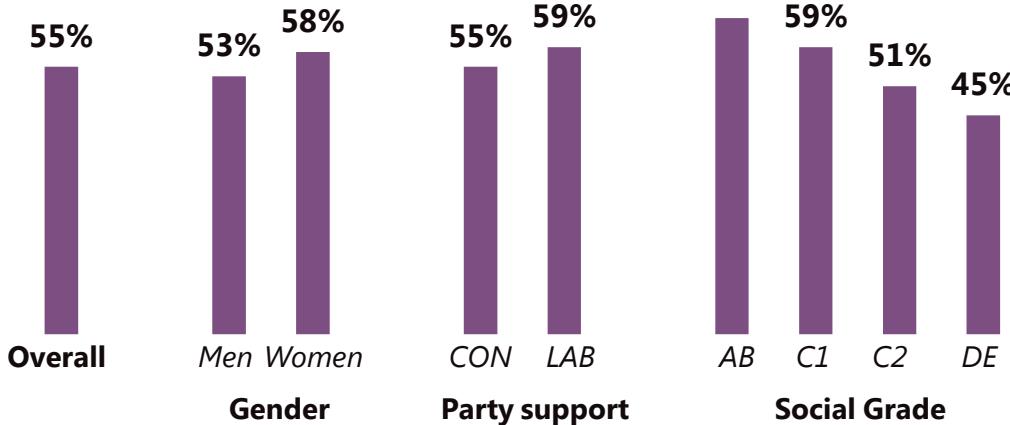
Ipsos MORI Issues Index

Issues Facing Britain: Concern about the NHS by subgroup

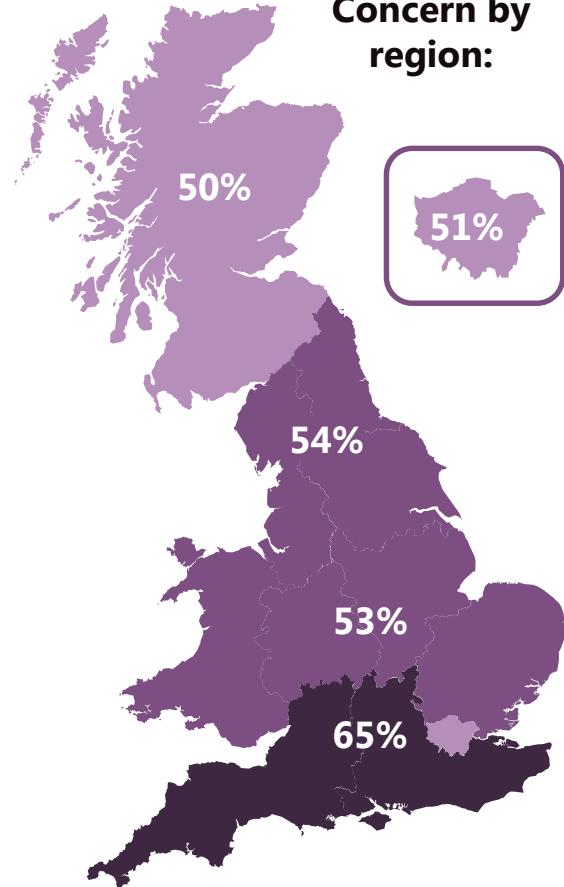
What do you see as the most/other important issues facing Britain today? **NHS**

27

Concern about the NHS by key demographic groups:



Concern by region:



Concern about the NHS by age group:



Base: 1,010 British adults 18+, 12 – 22 January 2018

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For more information contact:

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