

An aerial photograph of a large crowd of people walking on a checkered floor, likely a public square or plaza. The people are scattered across the frame, with some walking in groups and others alone. The floor is composed of large, light-colored square tiles. The overall scene is captured from a high angle, looking down on the crowd.

January 2018

IPSOS MORI ISSUES INDEX

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020 7347 3000

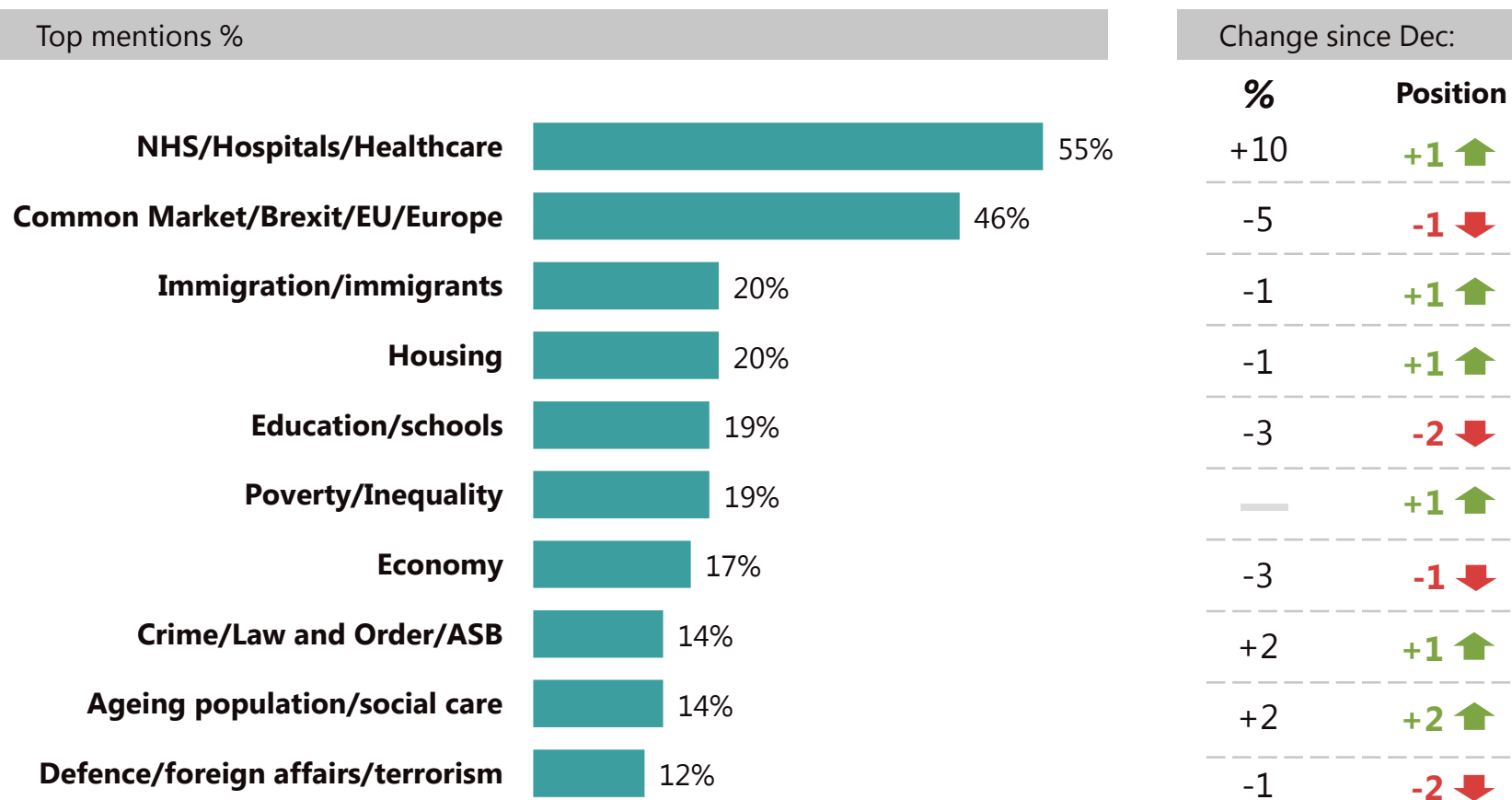
Ipsos MORI



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

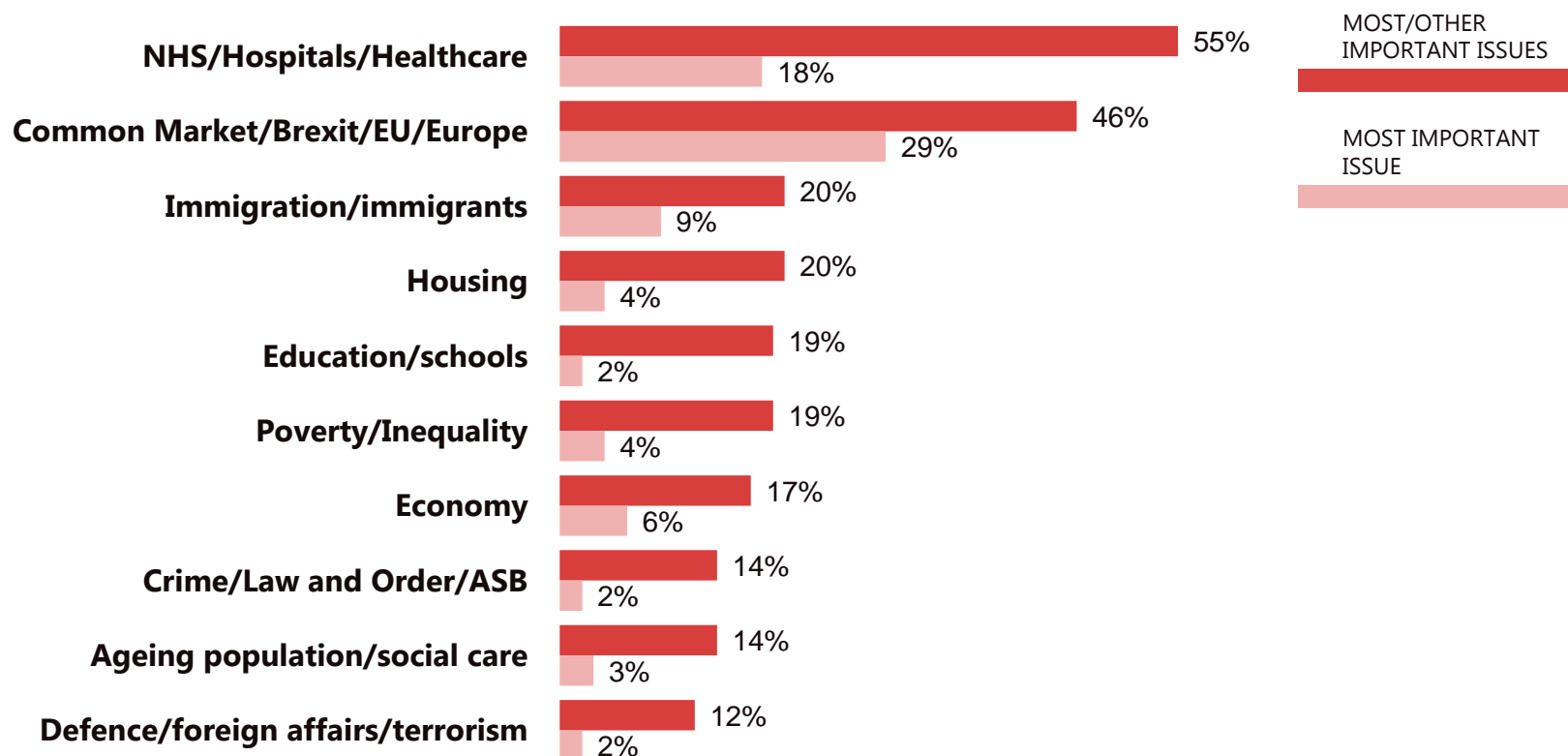
Source: Ipsos MORI Issues Index

Issues Facing Britain – January

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

3

Top mentions %



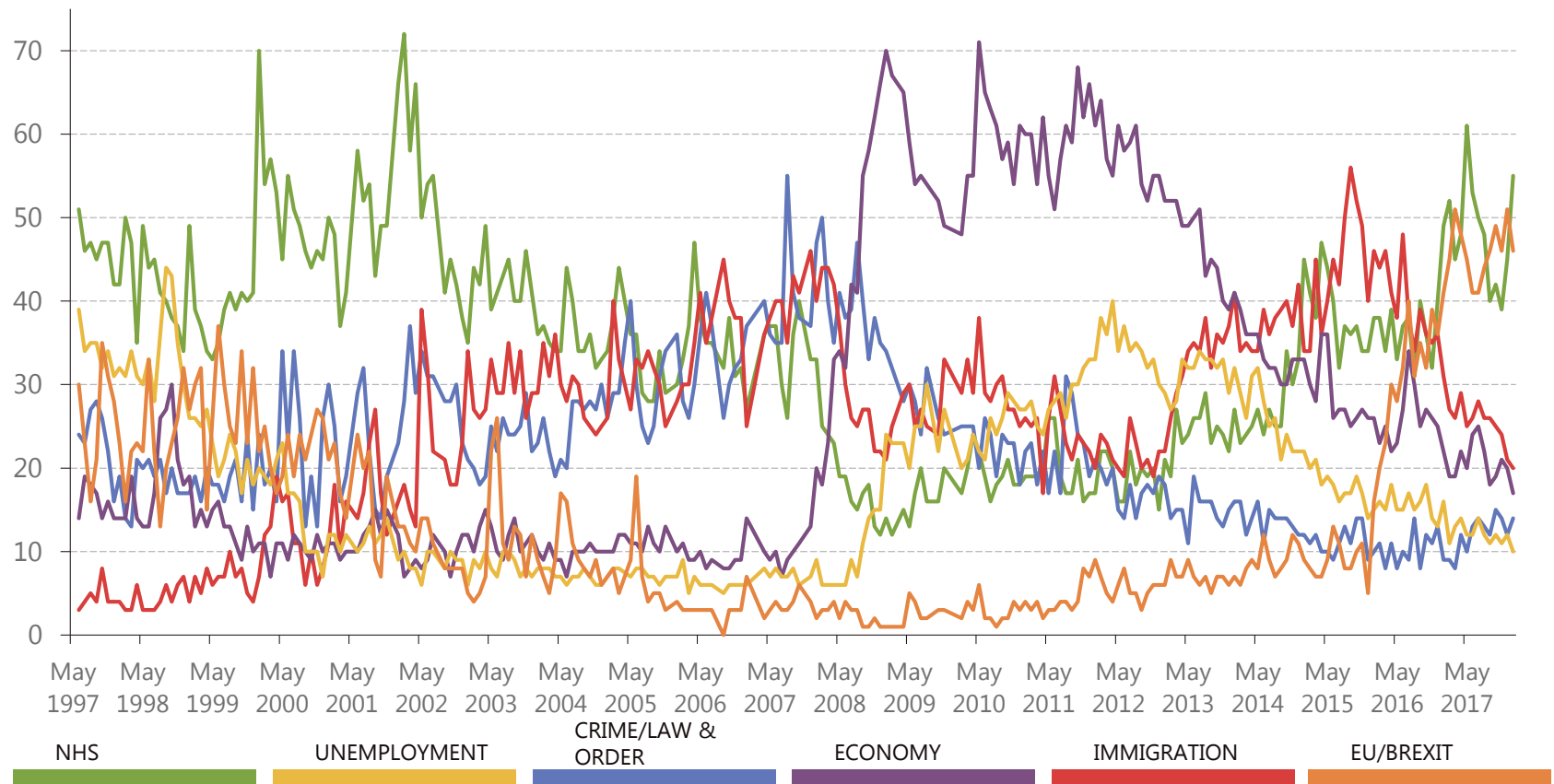
Base: 1,010 British adults 18+, 12 – 22 January 2018

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



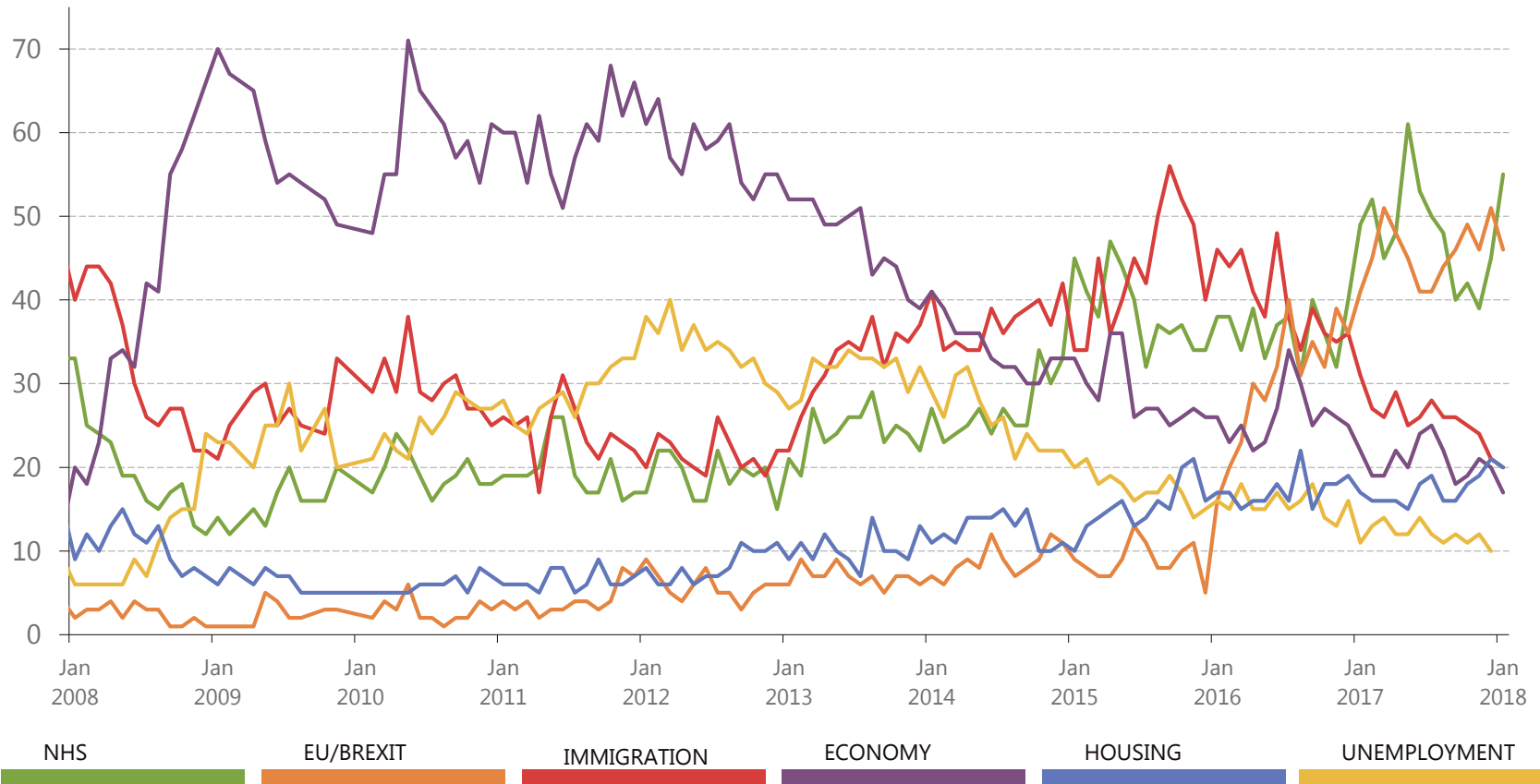
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



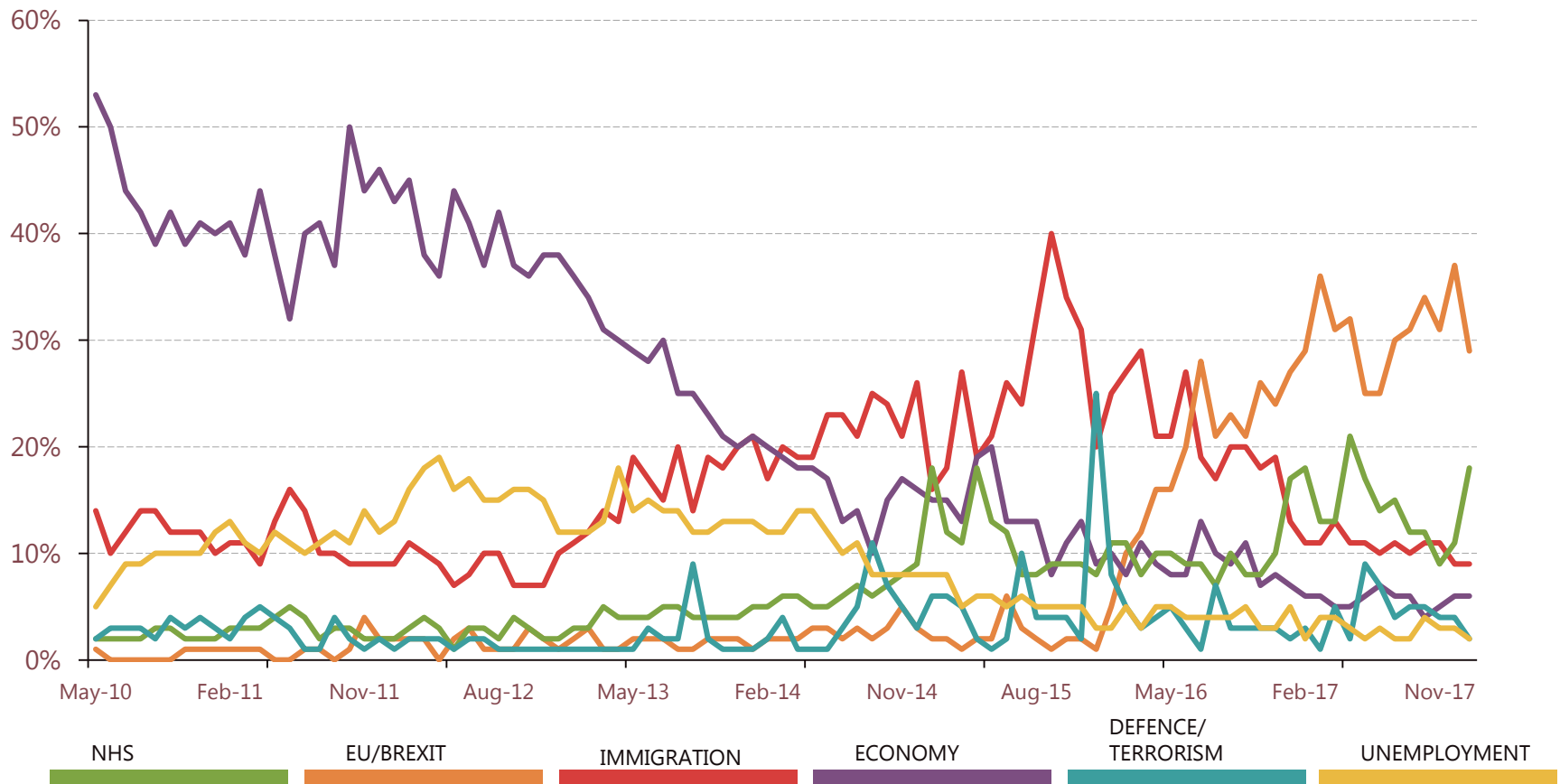
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



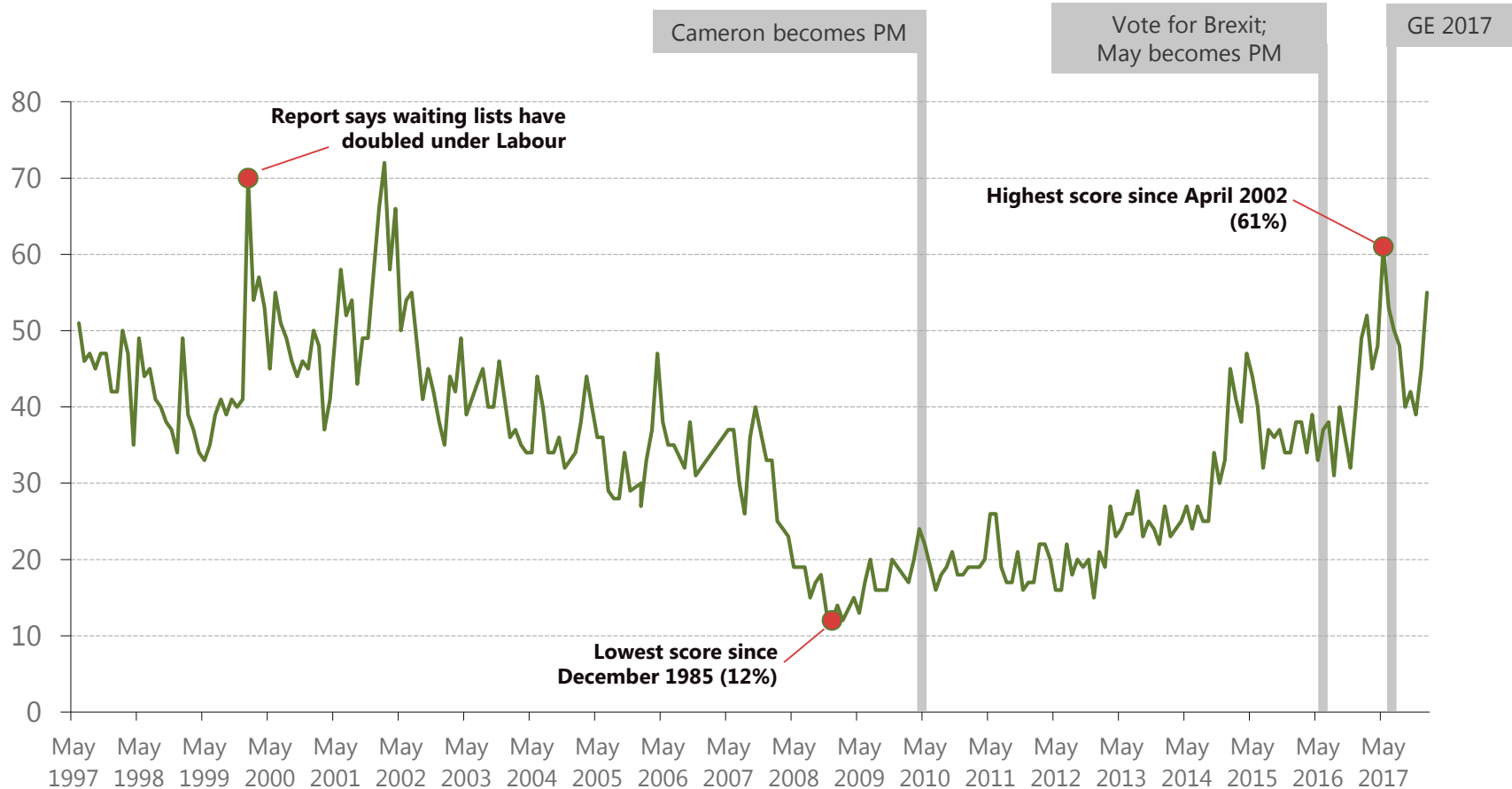
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



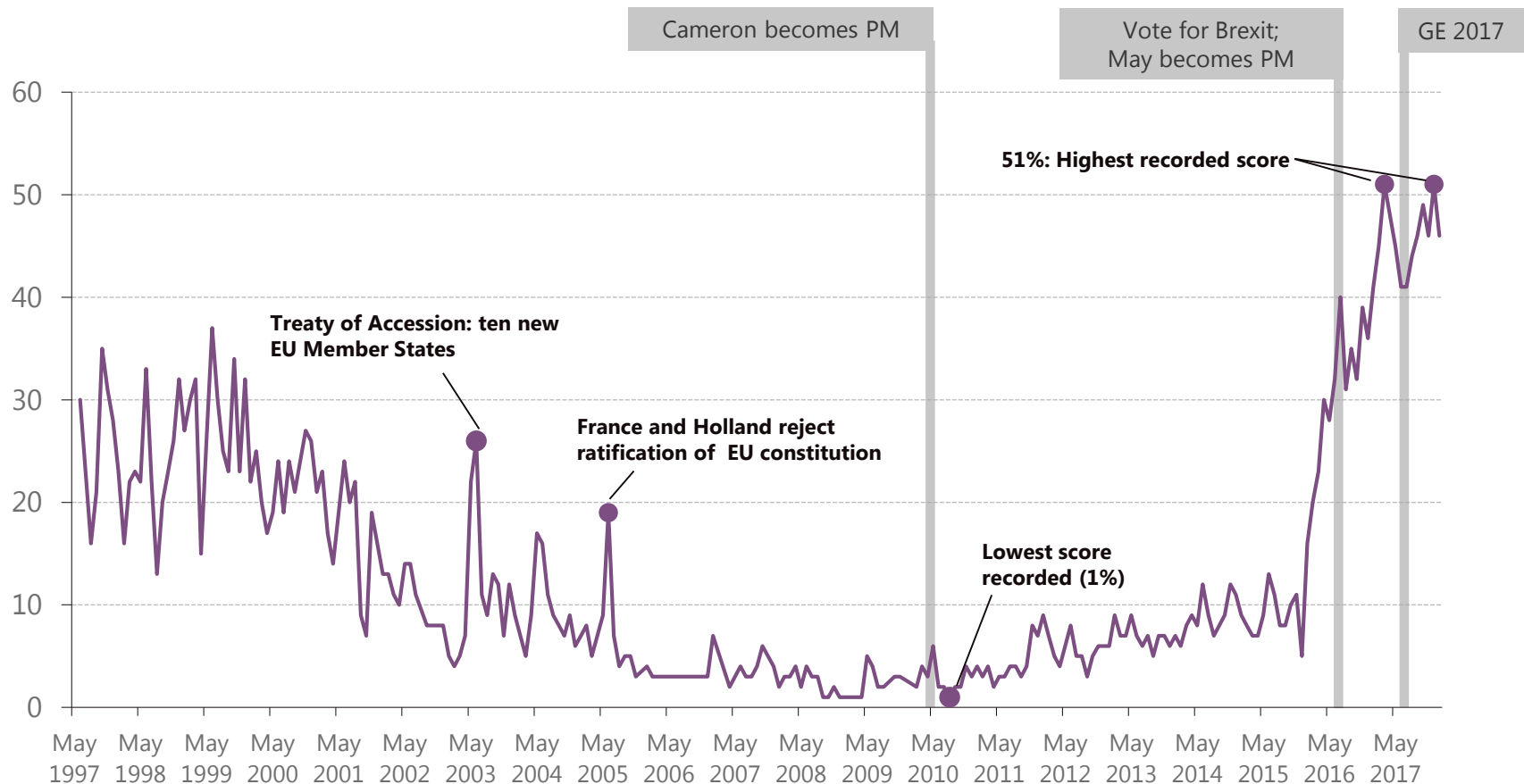
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



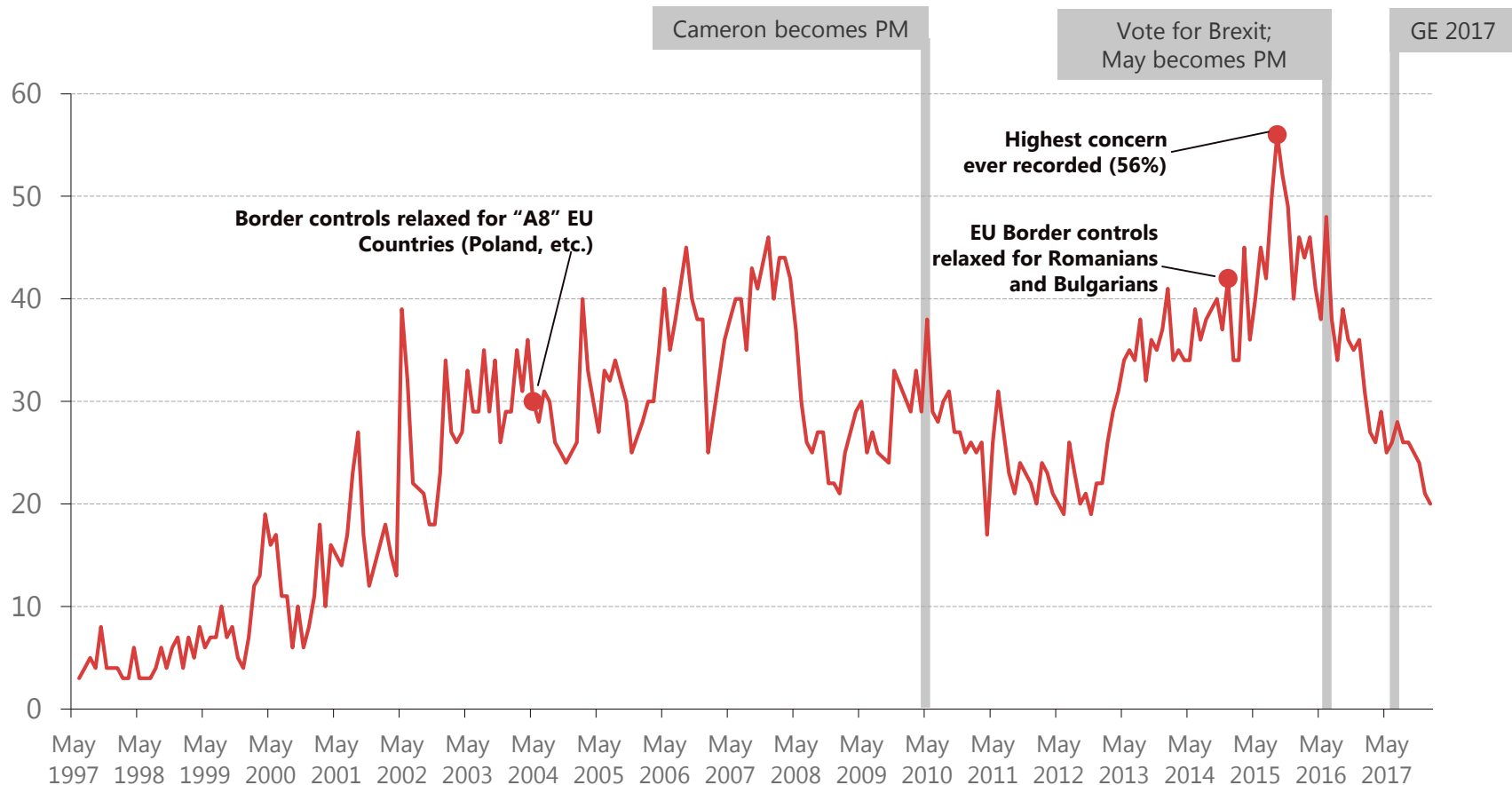
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



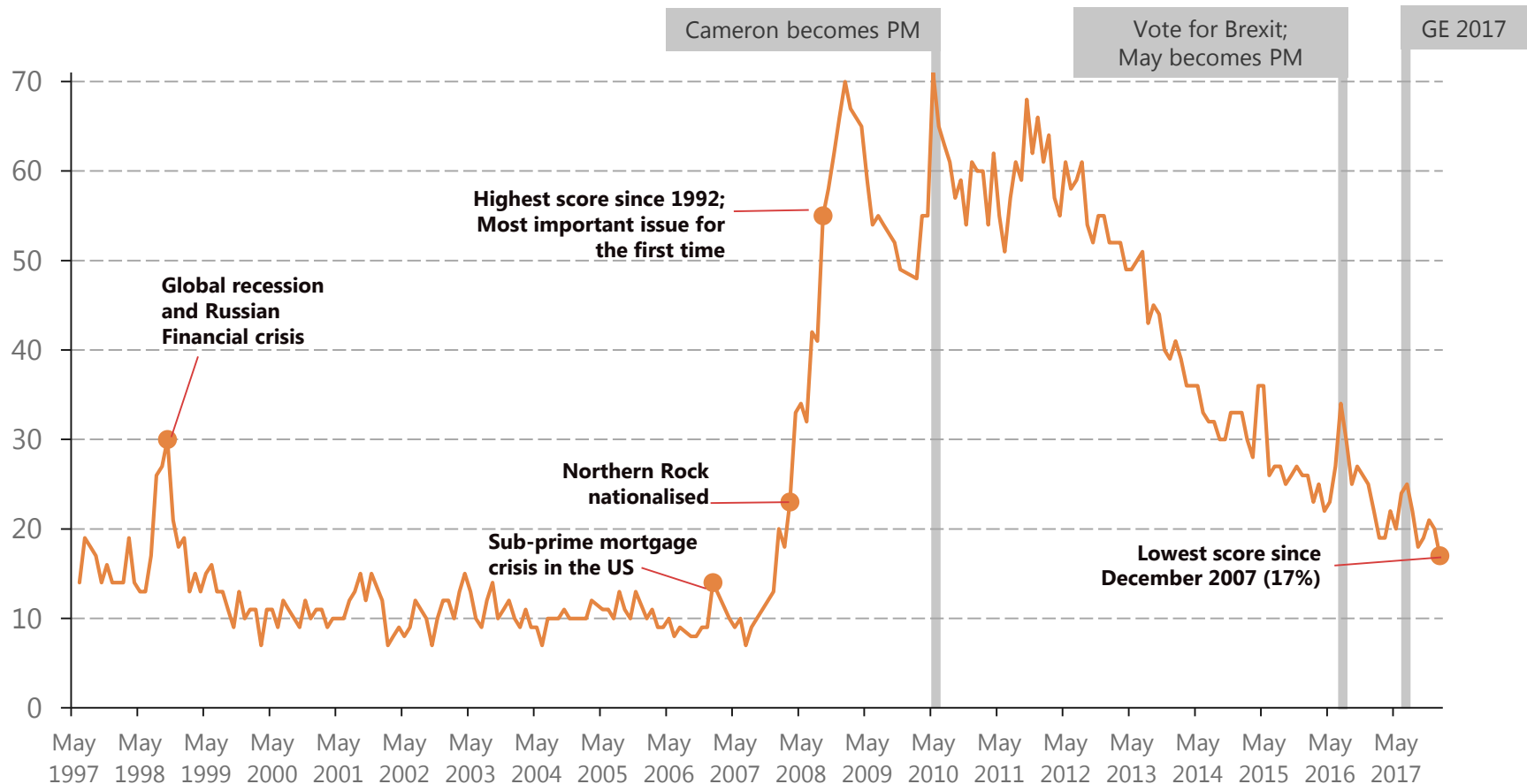
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

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

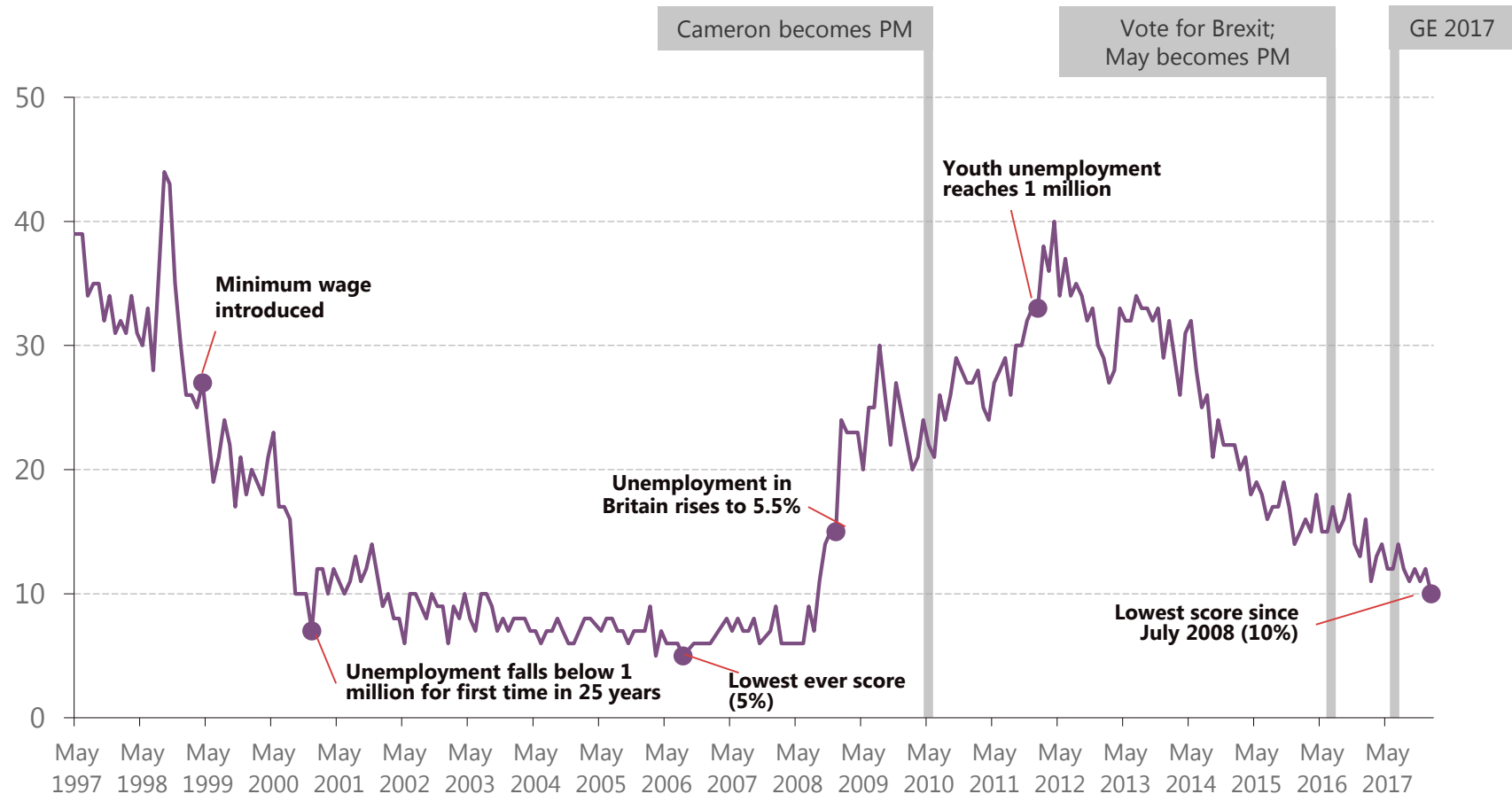
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Unemployment / Factory closure / Lack of industry

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

11



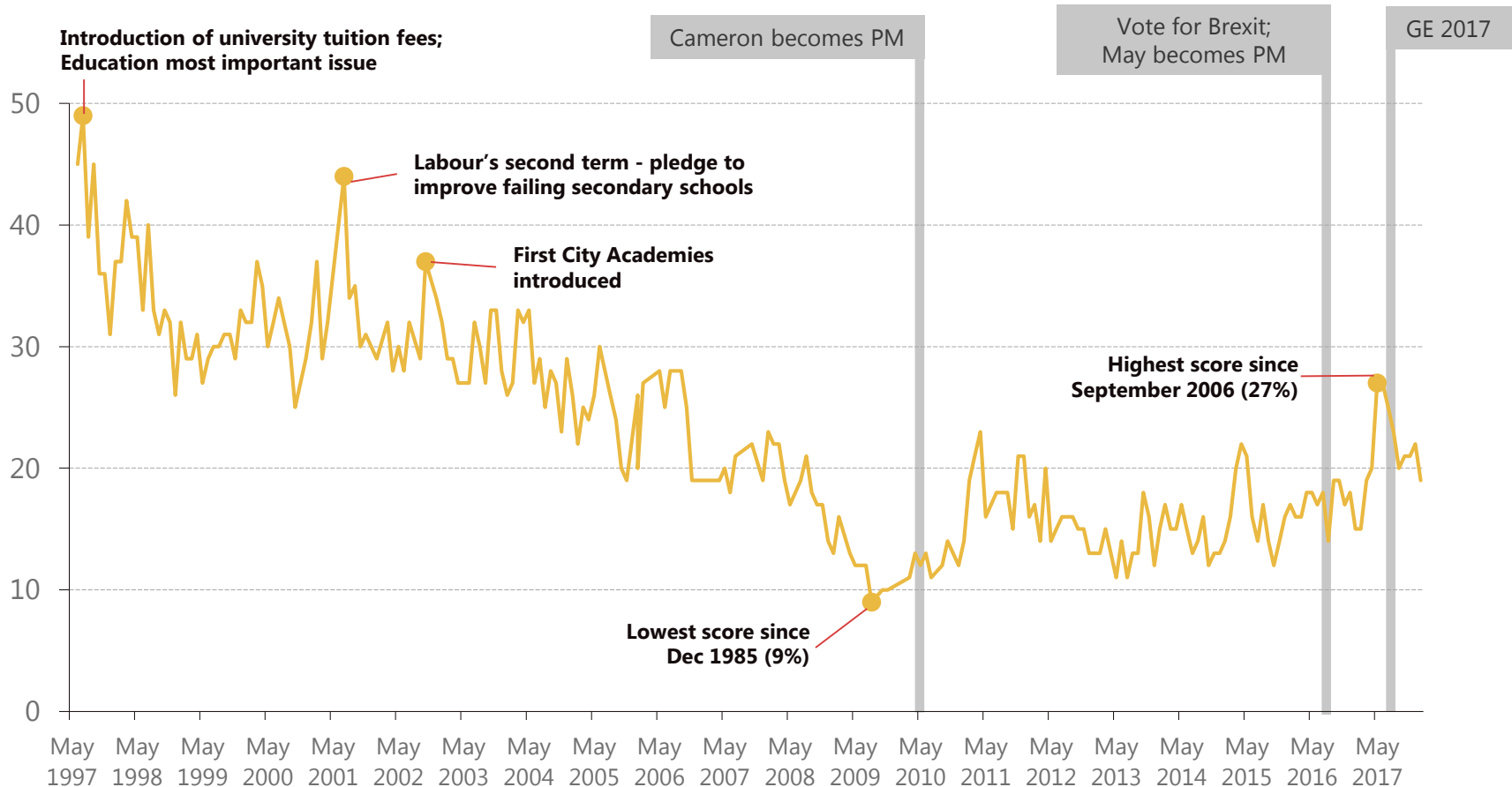
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

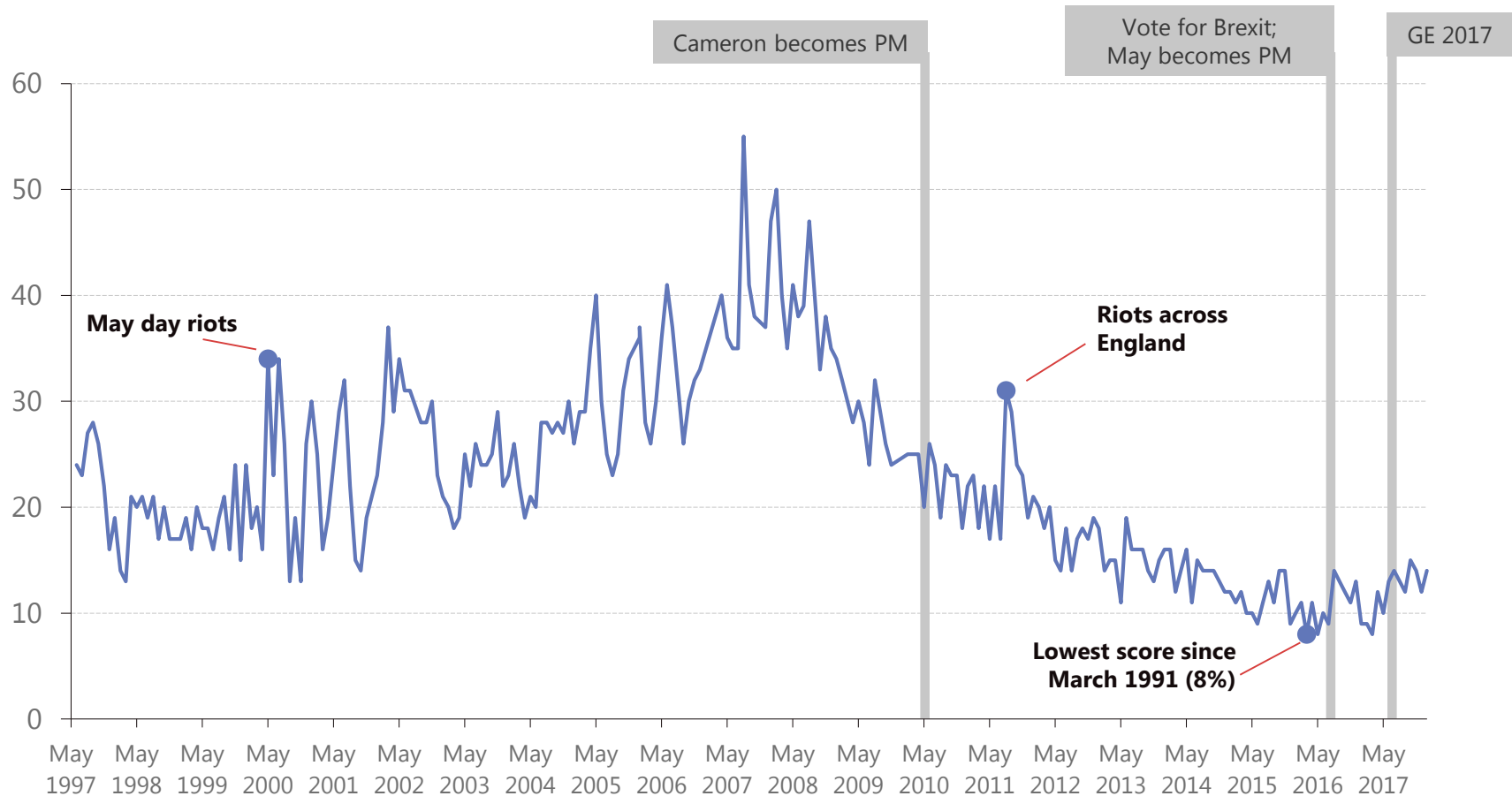
Source: Ipsos MORI Issues Index

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

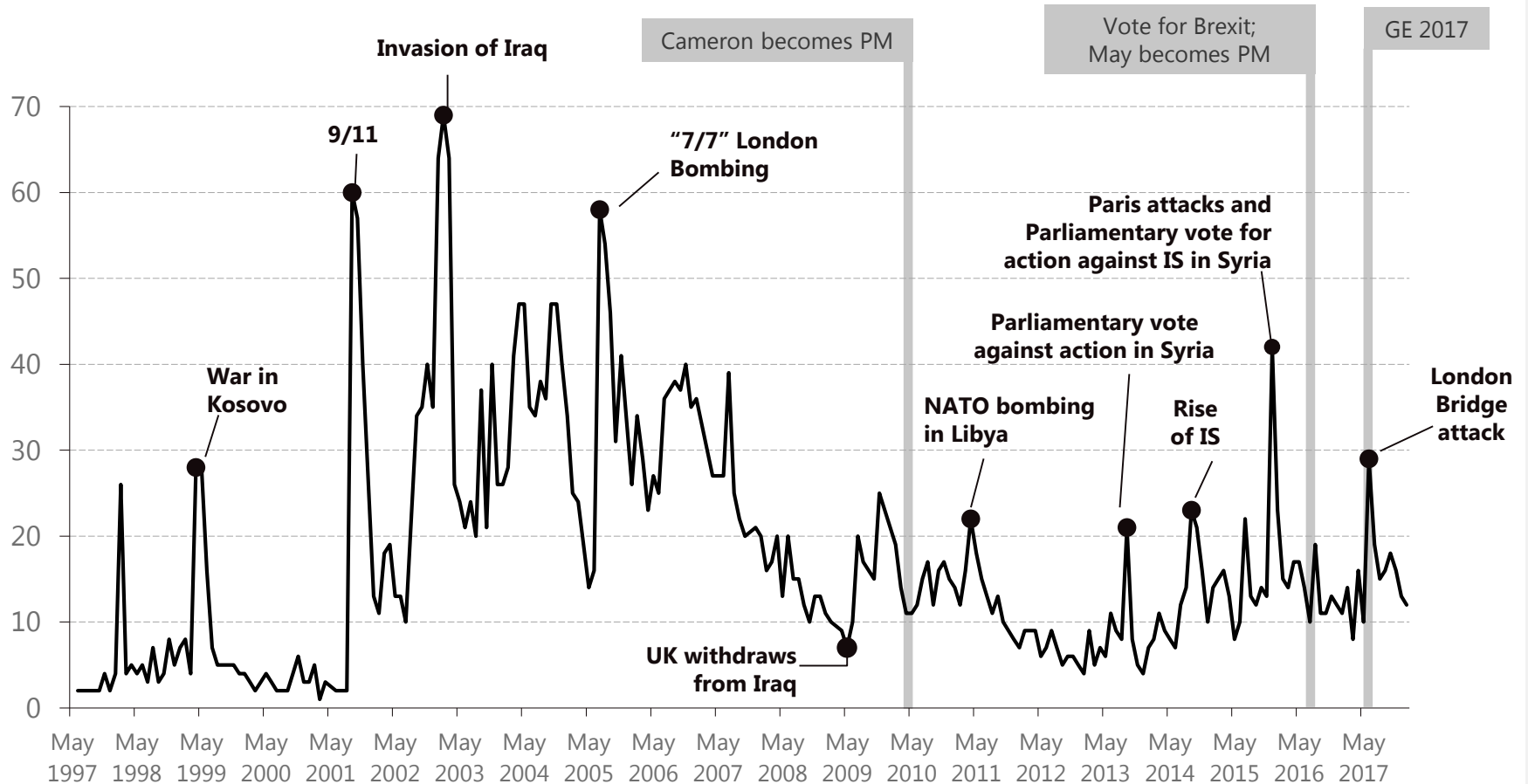
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Defence / Foreign Affairs / International terrorism

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

14



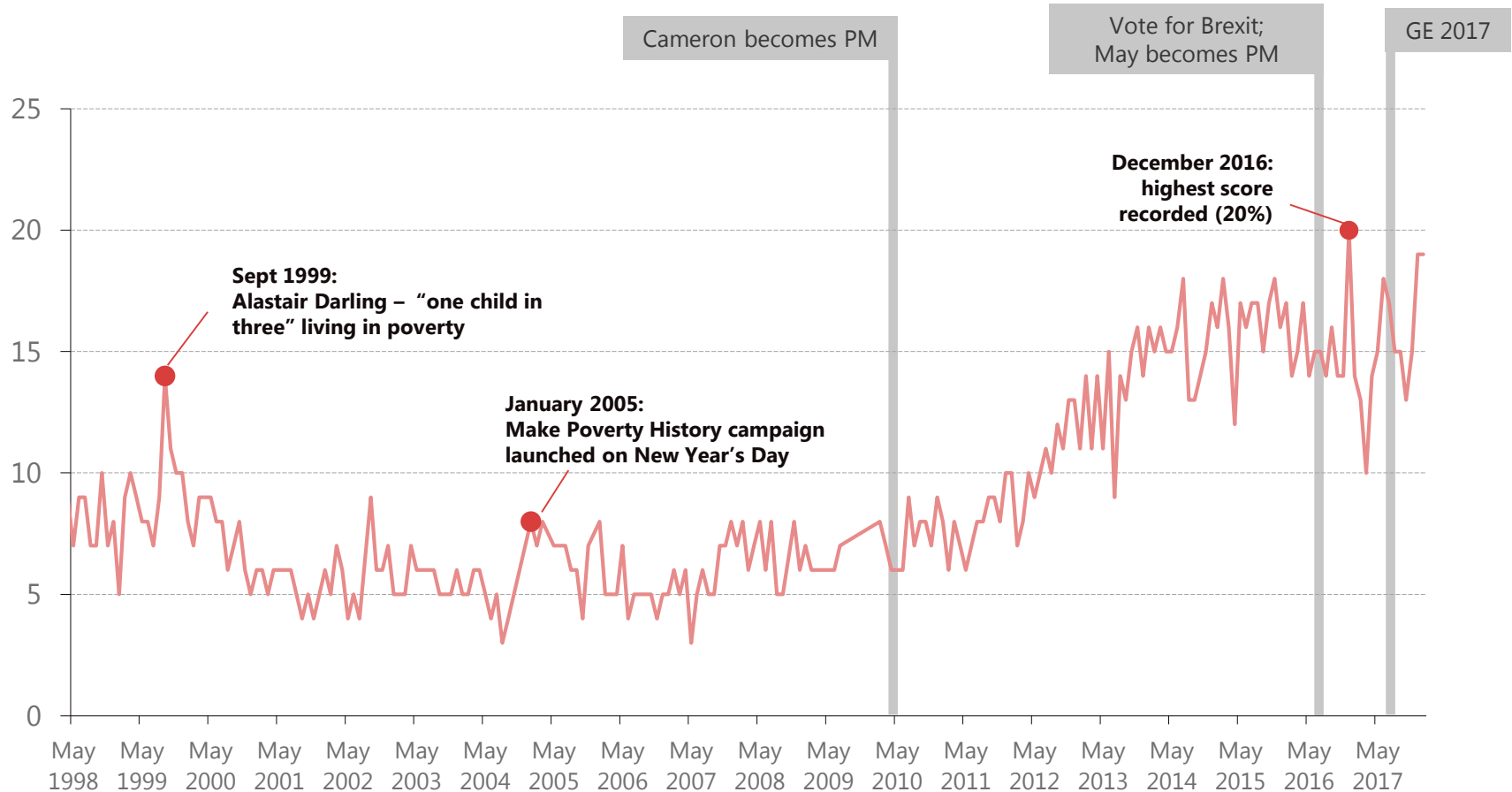
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



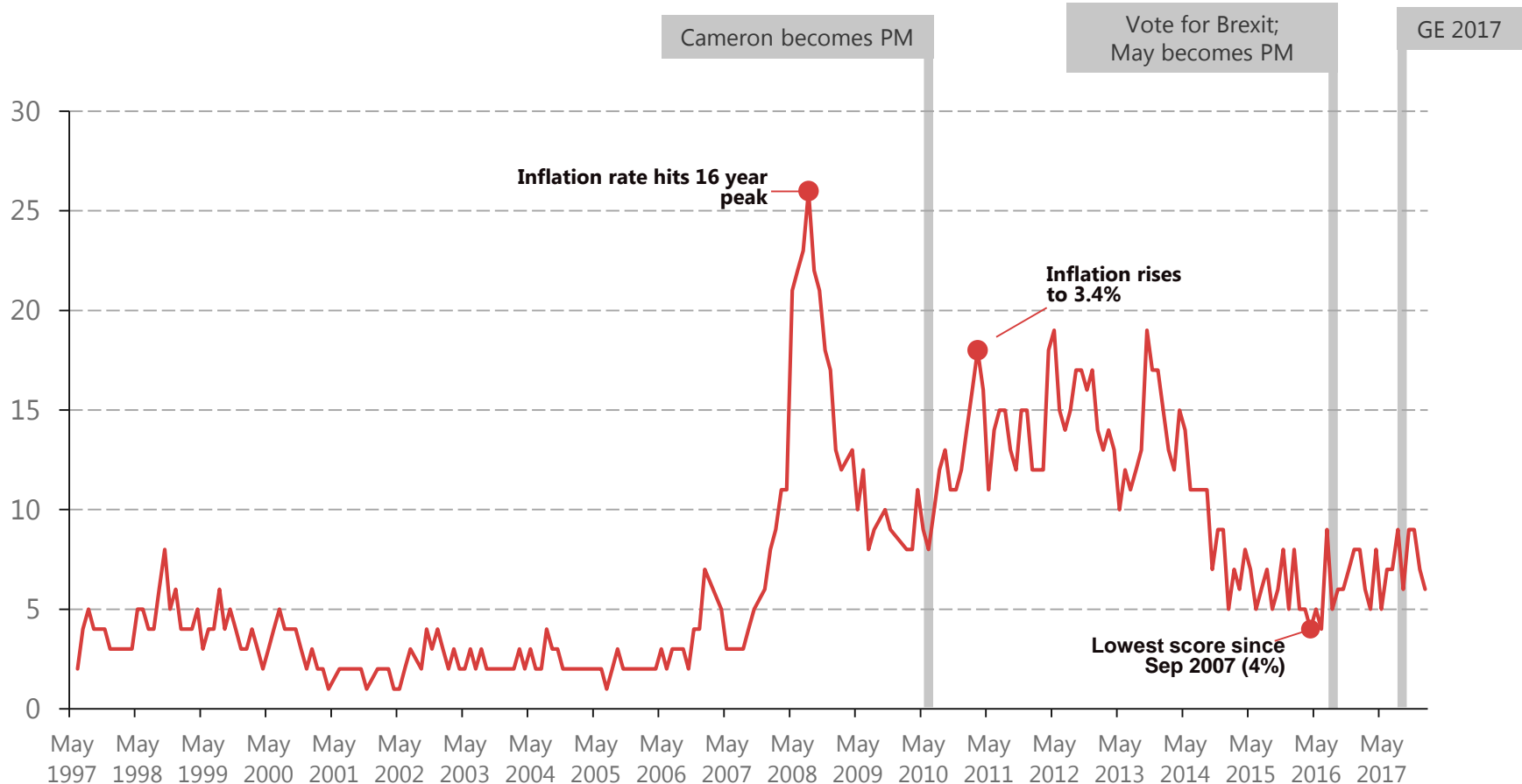
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



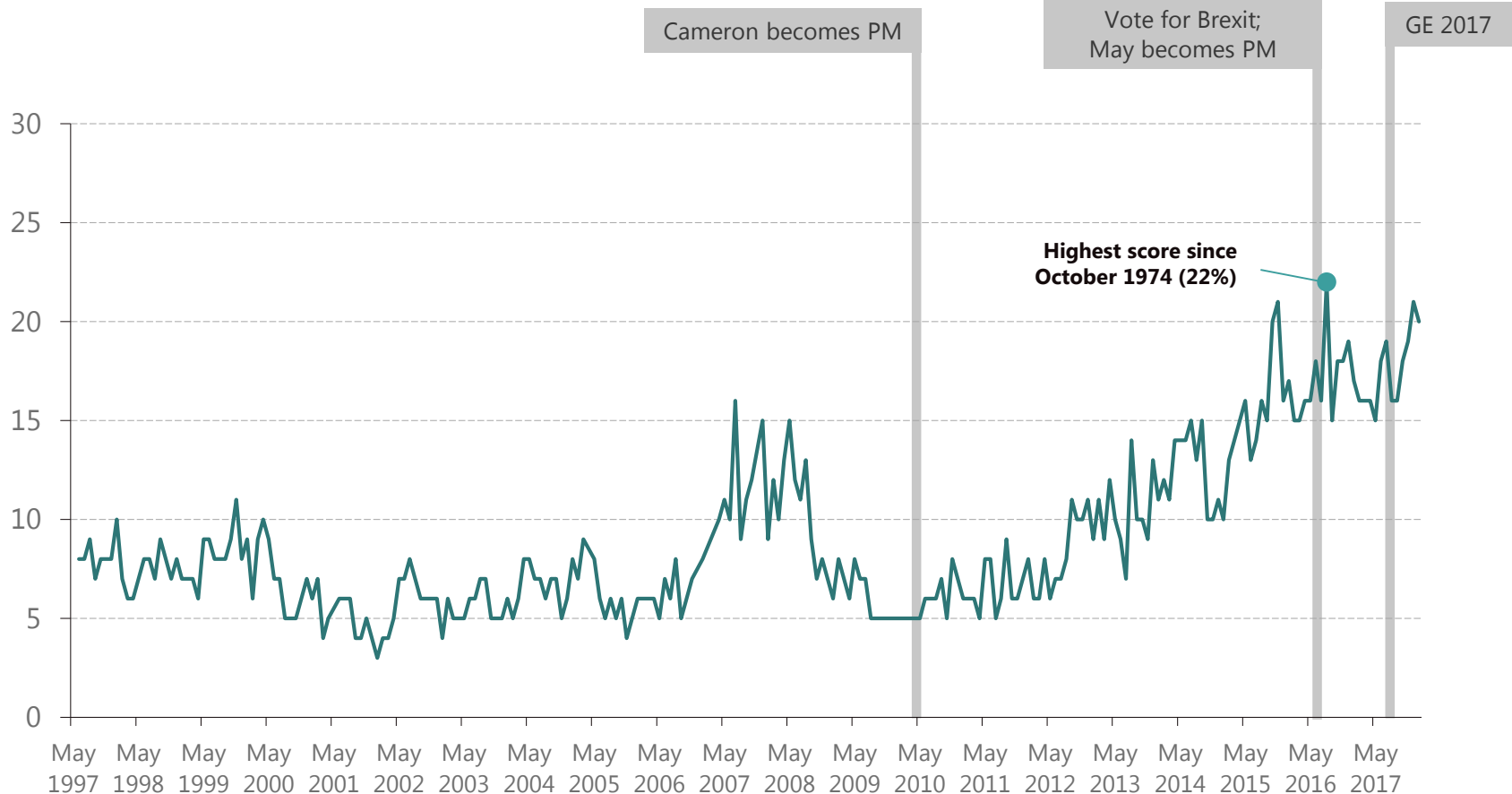
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



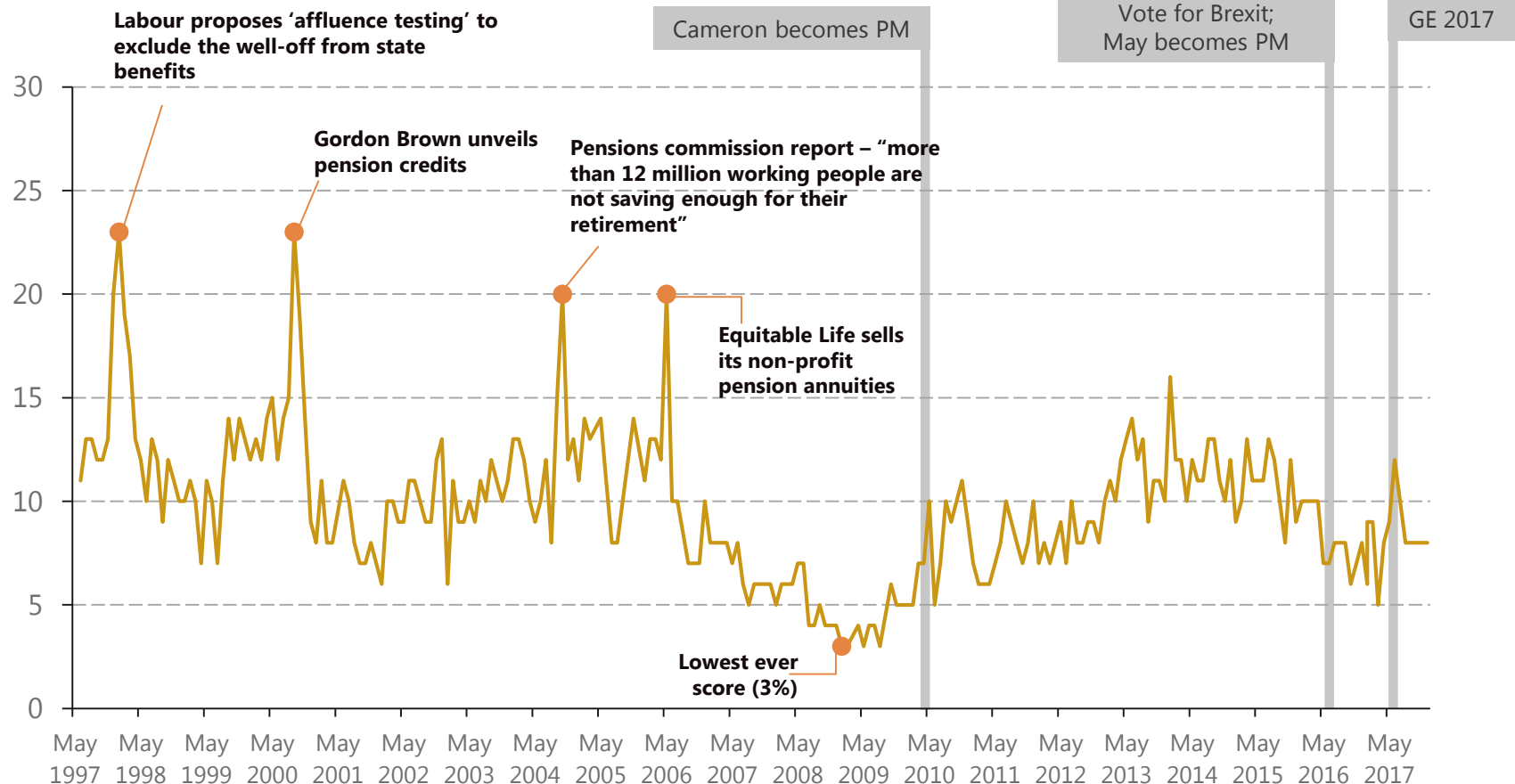
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



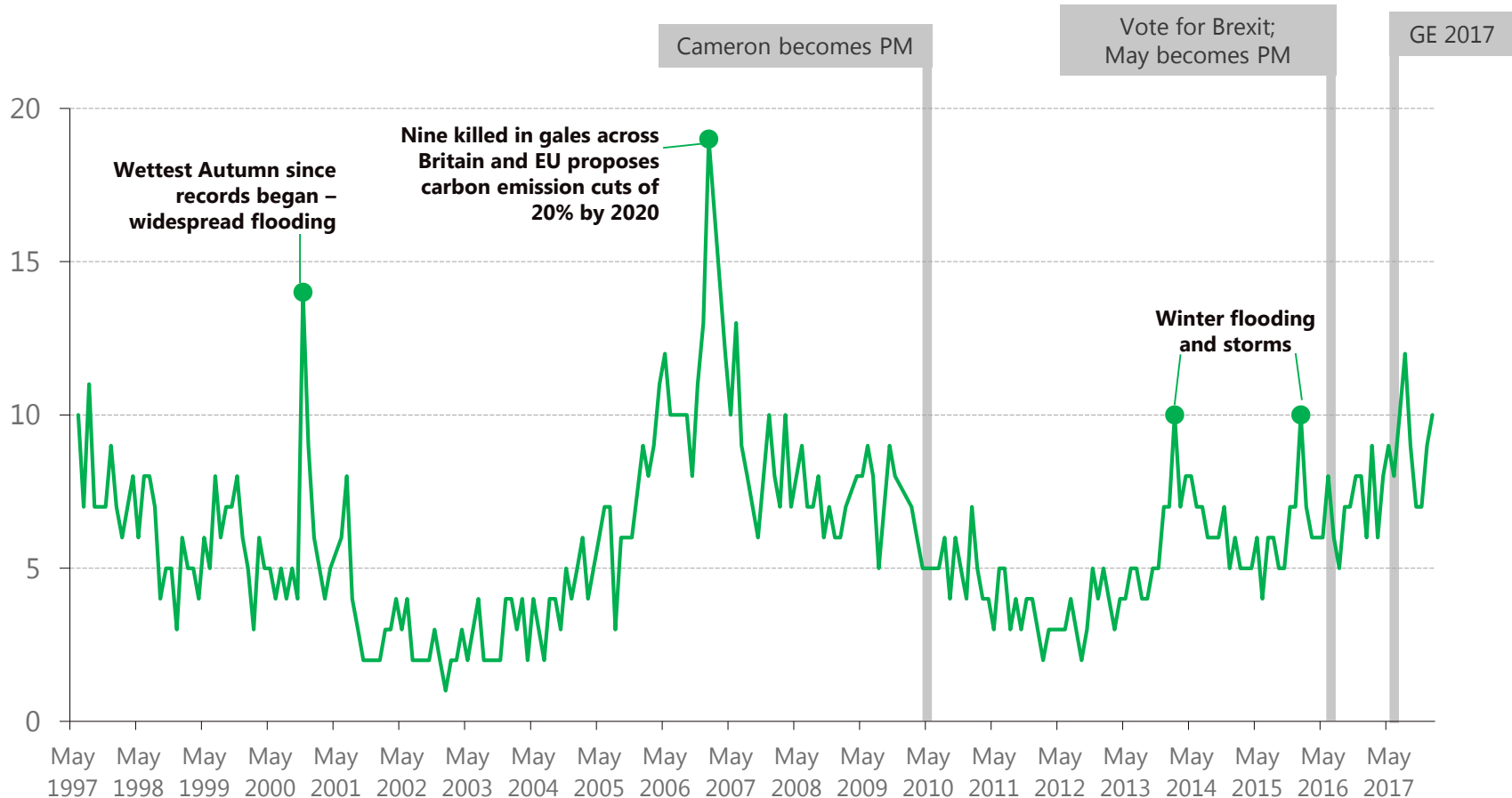
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

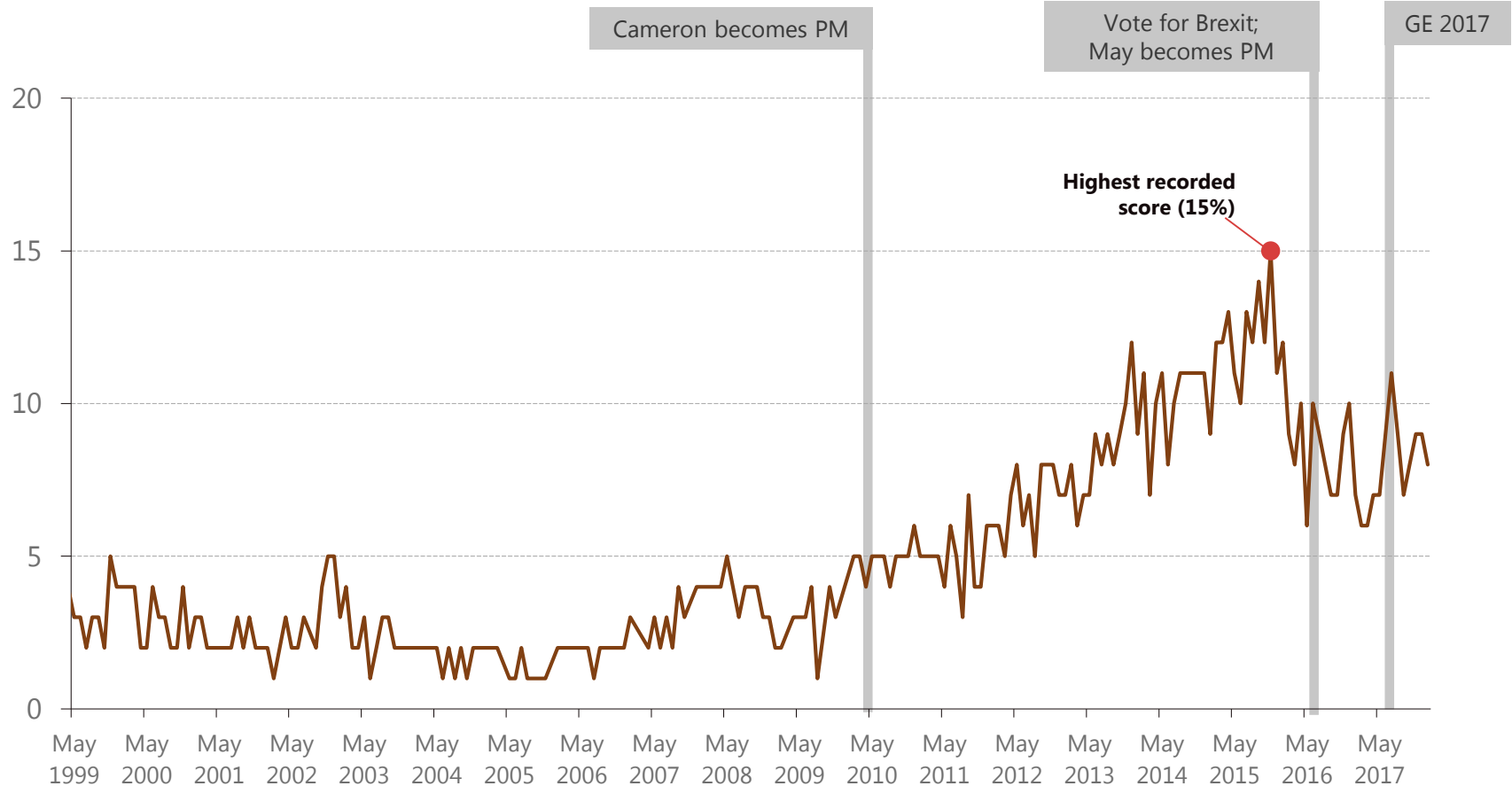
Source: Ipsos MORI Issues Index

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

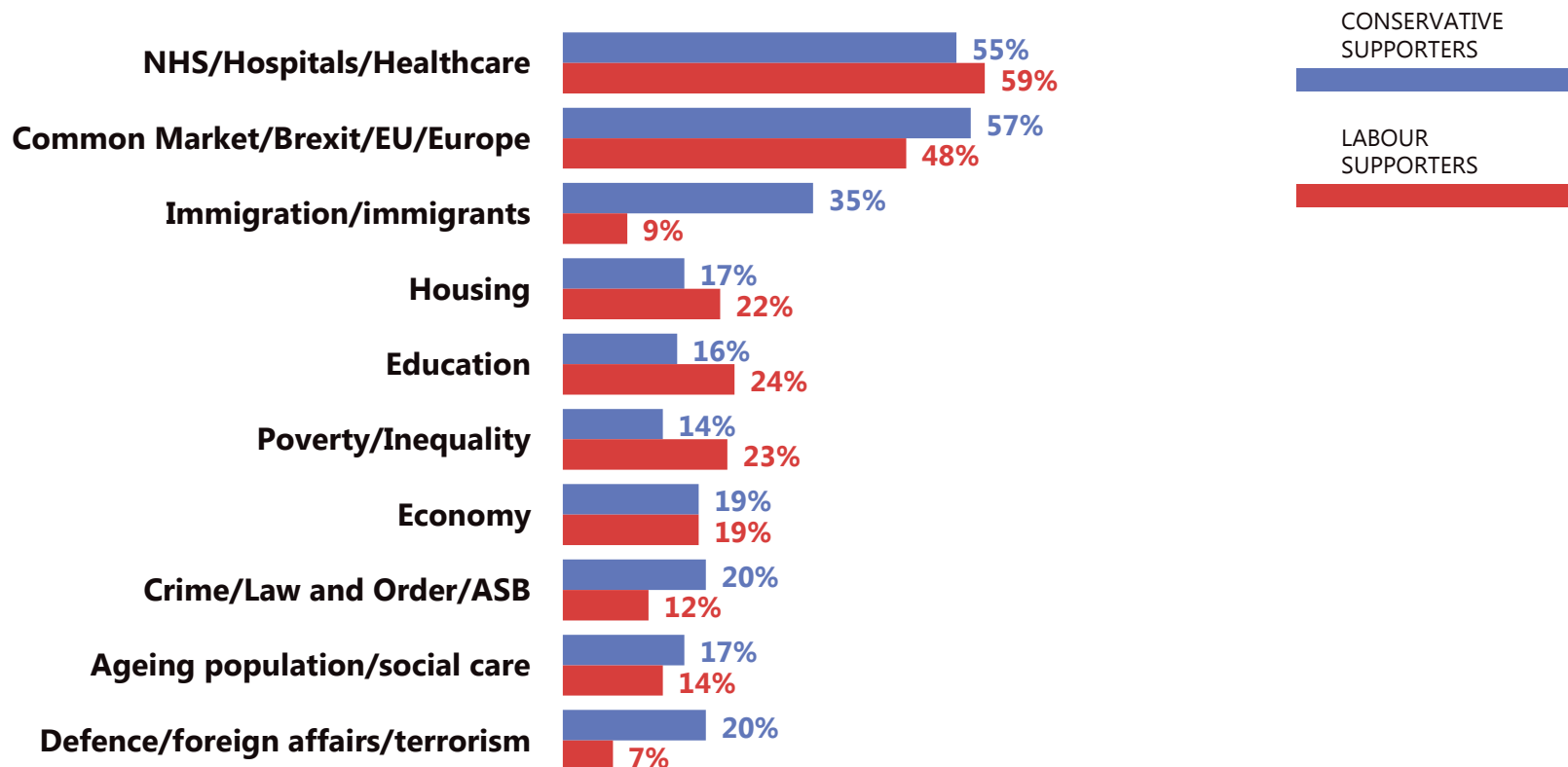
Source: Ipsos MORI Issues Index

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

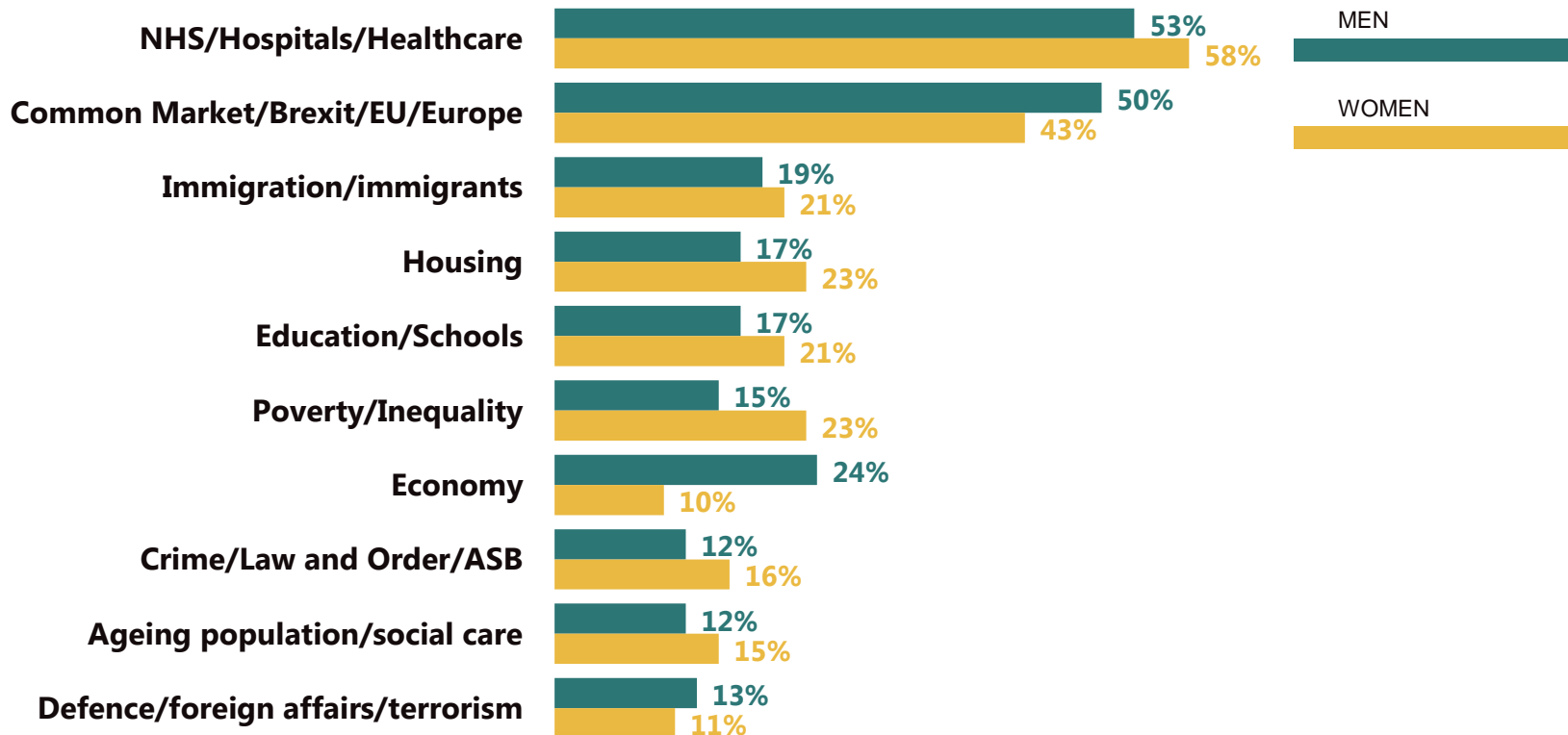
Issues Facing Britain:

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

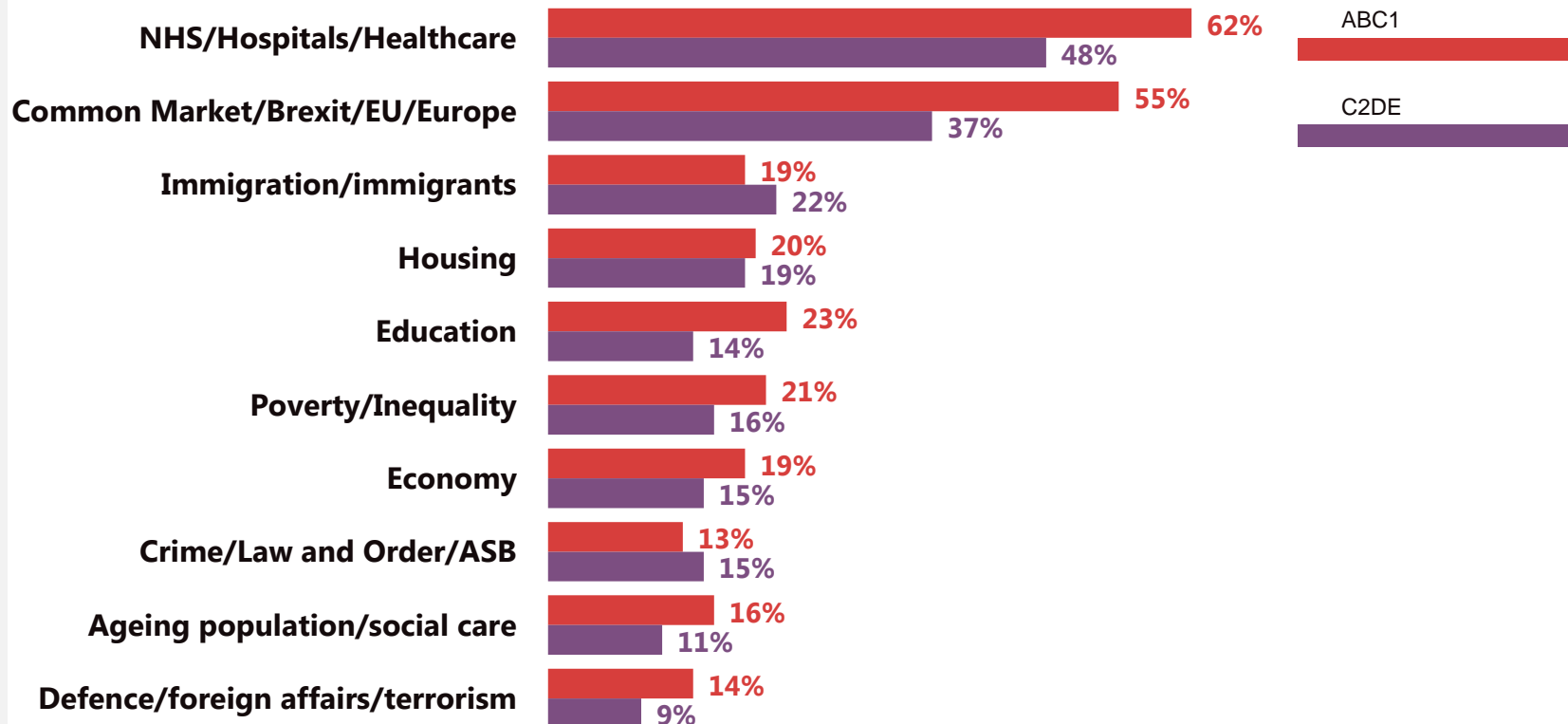
Source: Ipsos MORI Issues Index

Issues Facing Britain: Social grade

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

23

Top mentions %



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

Source: Ipsos MORI Issues Index

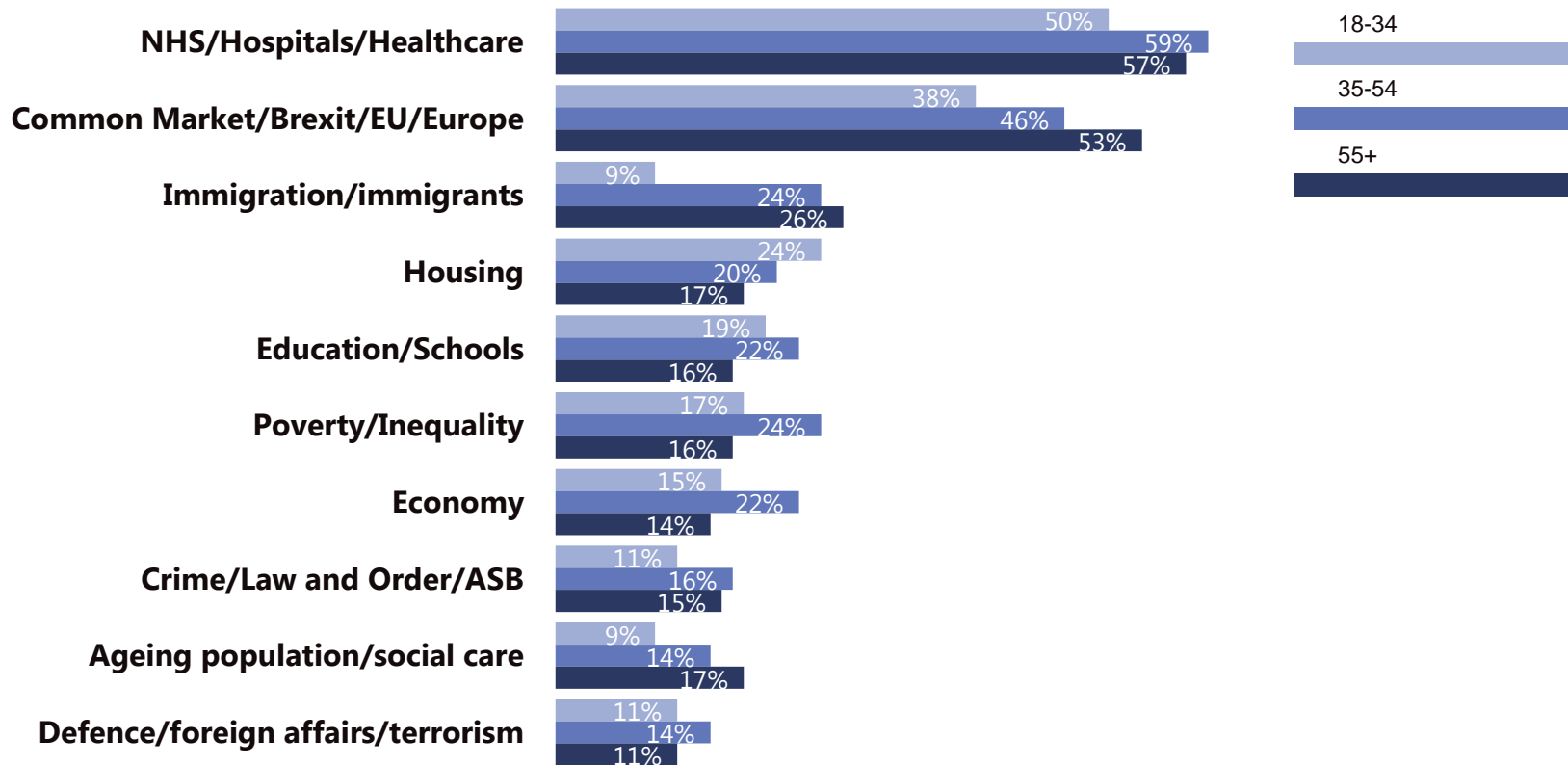
Issues Facing Britain:

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

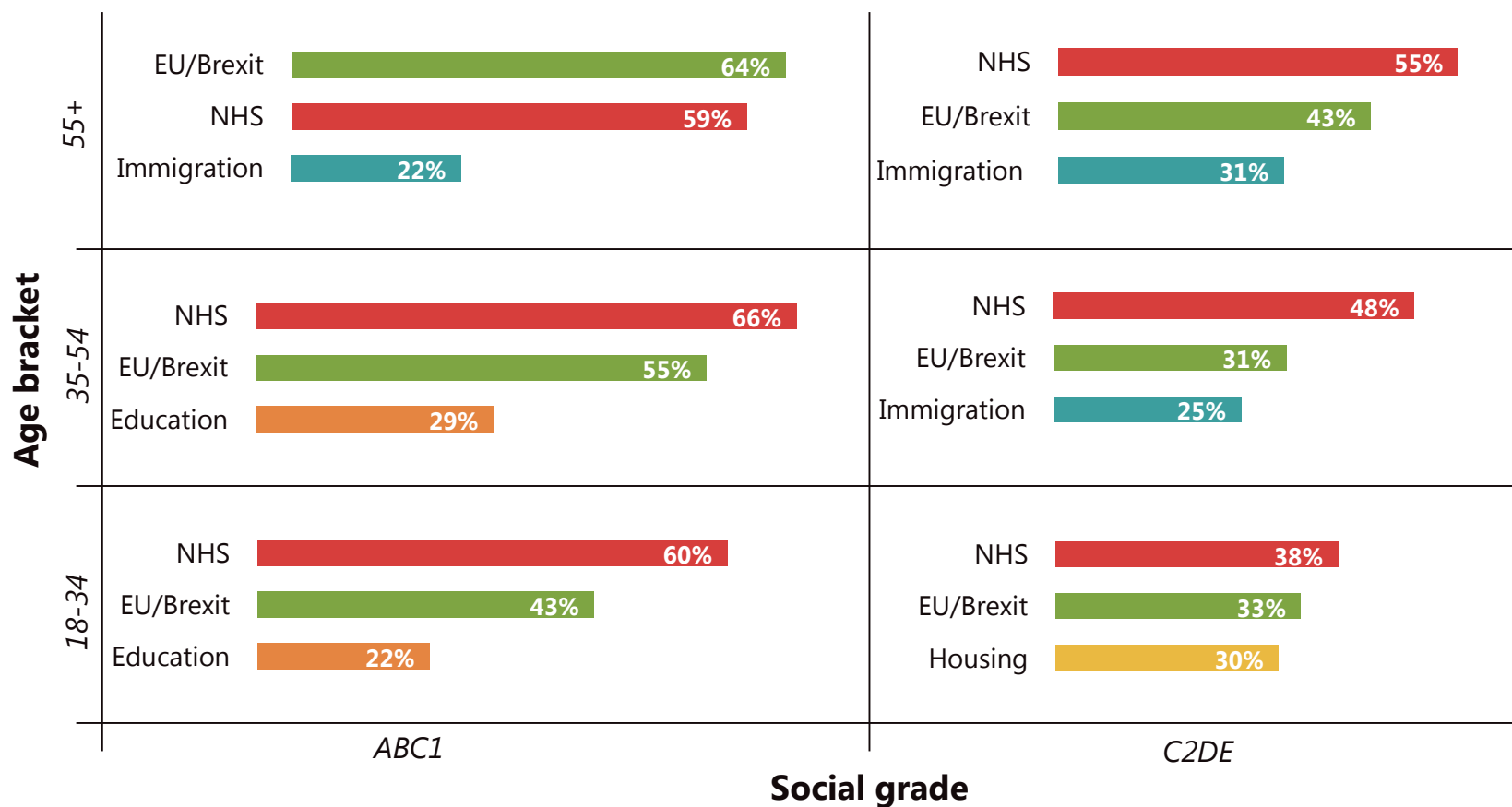
Source: Ipsos MORI Issues Index

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

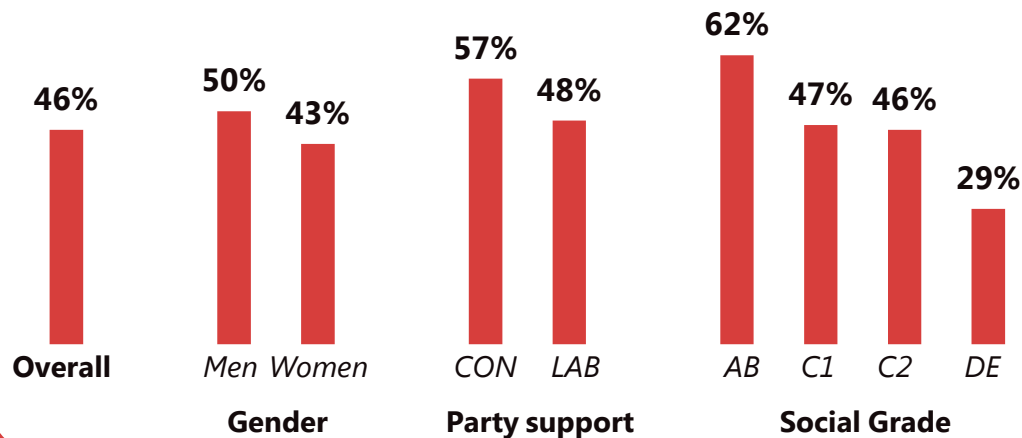
Issues Facing Britain:

Concern about Brexit/EU by subgroup

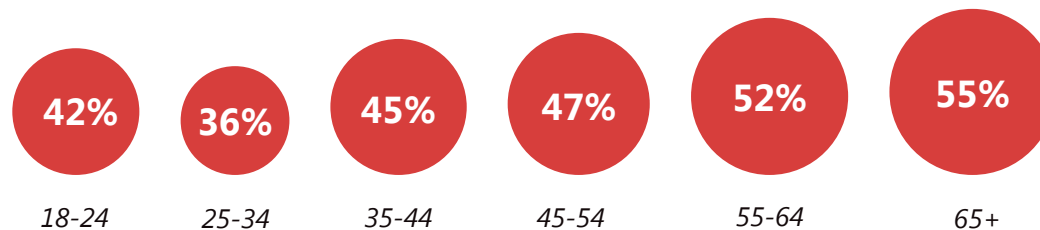
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

26

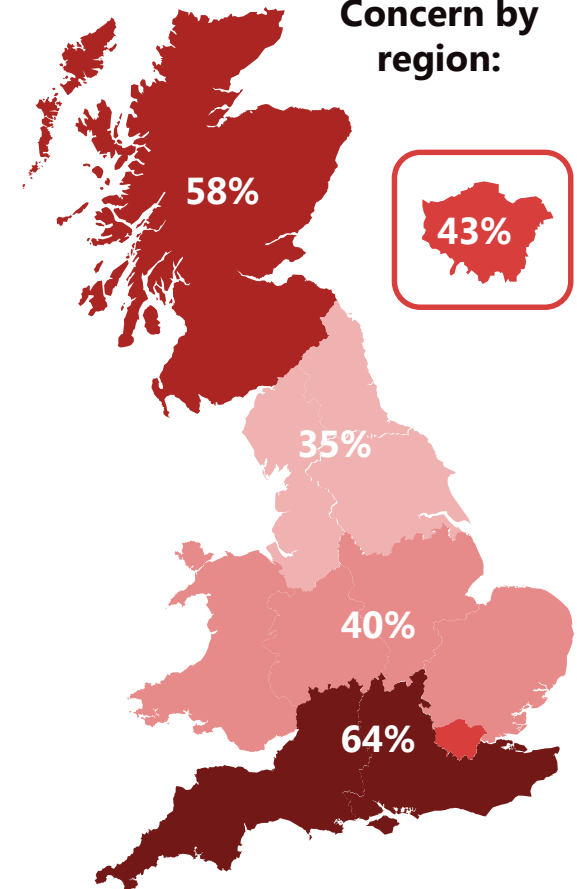
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age group:



Concern by region:



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

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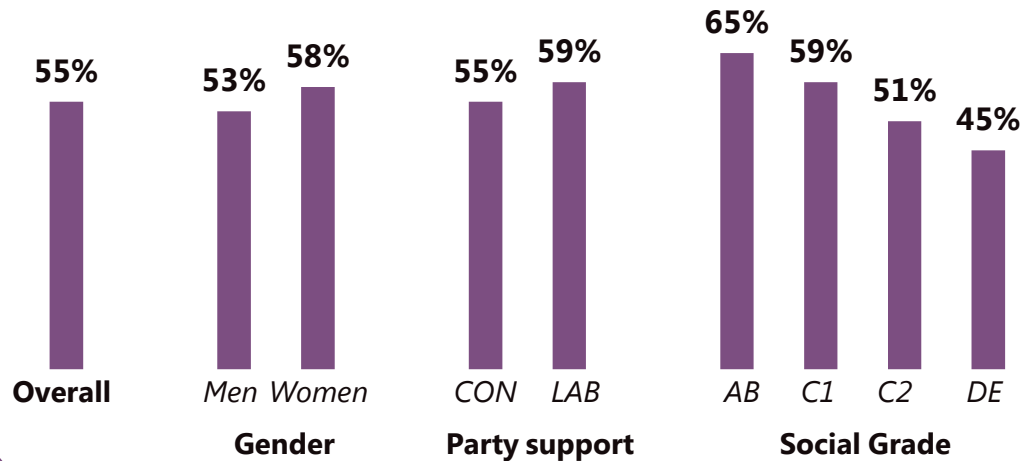
Issues Facing Britain:

Concern about the NHS by subgroup

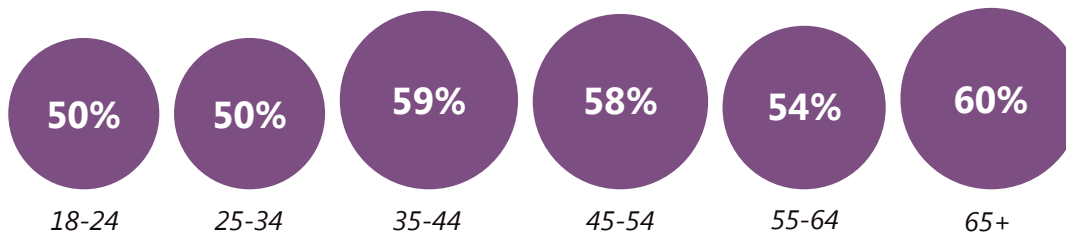
What do you see as the most/other important issues facing Britain today? *NHS*

27

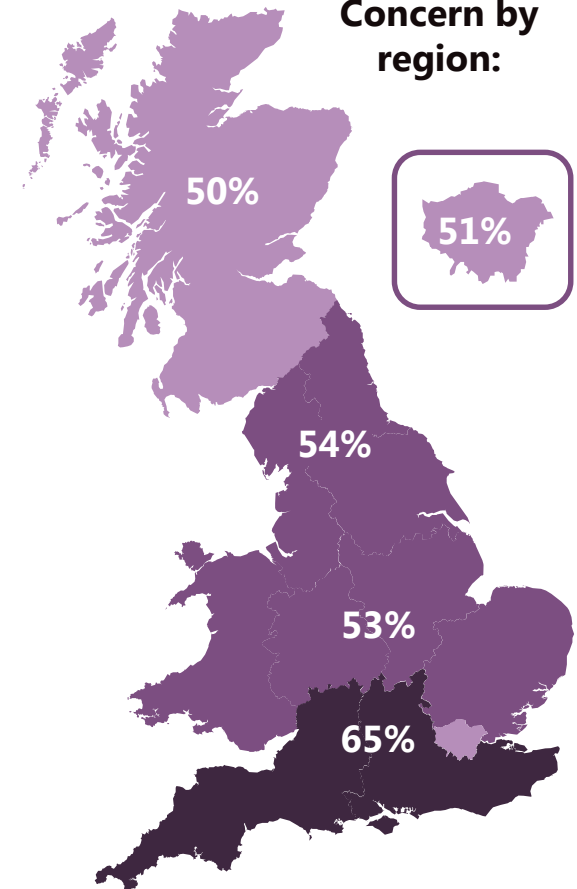
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



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

Ipsos MORI Issues Index

An aerial, high-angle photograph of a large crowd of people walking on a checkered floor. The floor is composed of large, light-colored square tiles. The people are dressed in winter clothing, including coats, hats, and scarves. They are scattered across the frame, with some walking in small groups and others alone. The lighting is bright, casting long, dark shadows of the people onto the floor.

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