

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.

February 2018

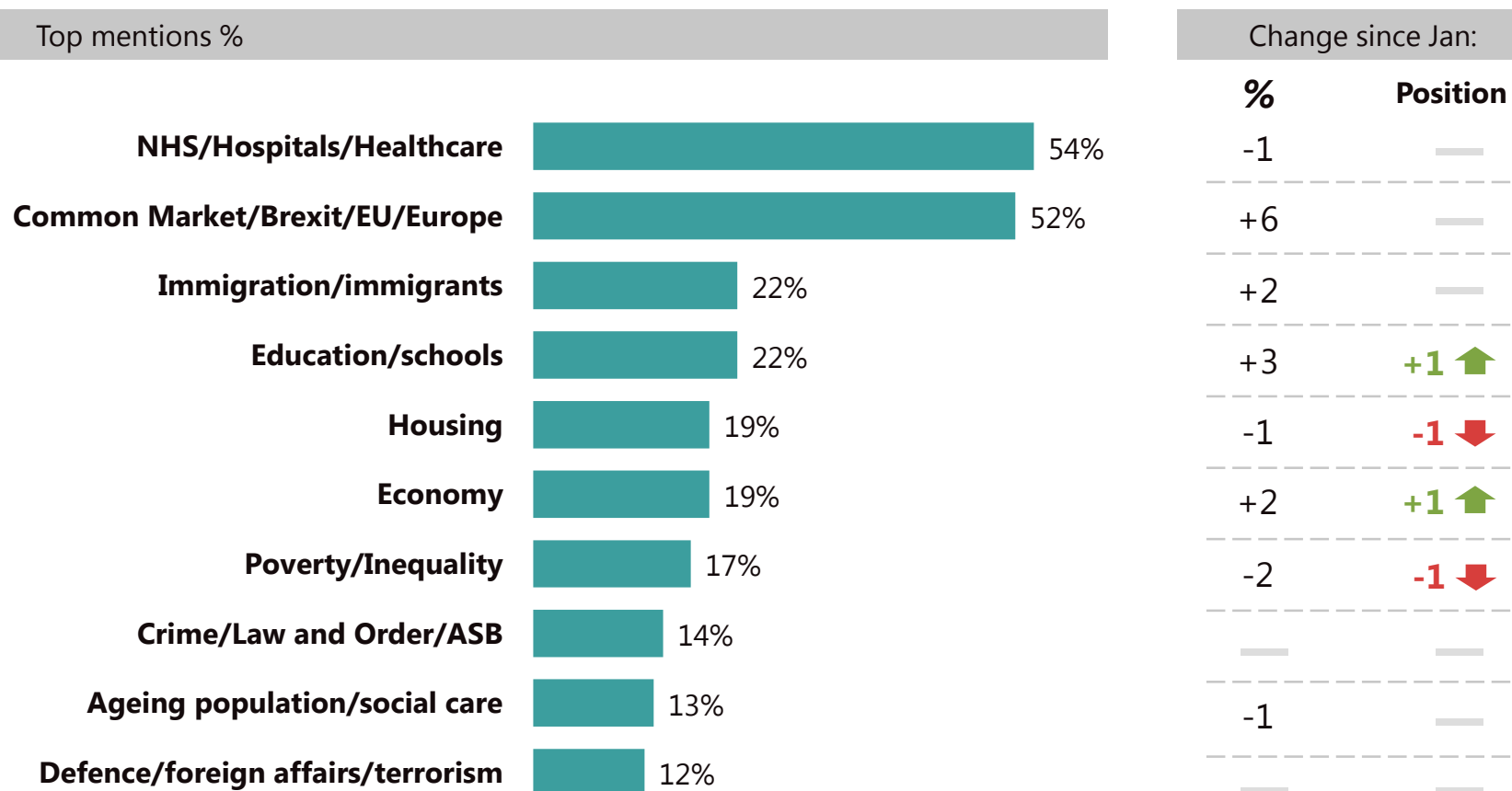
IPSOS MORI ISSUES INDEX

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020 7347 3000

Issues Facing Britain – February

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

2



Base: 1,006 British adults 18+, 2 – 11 February 2018

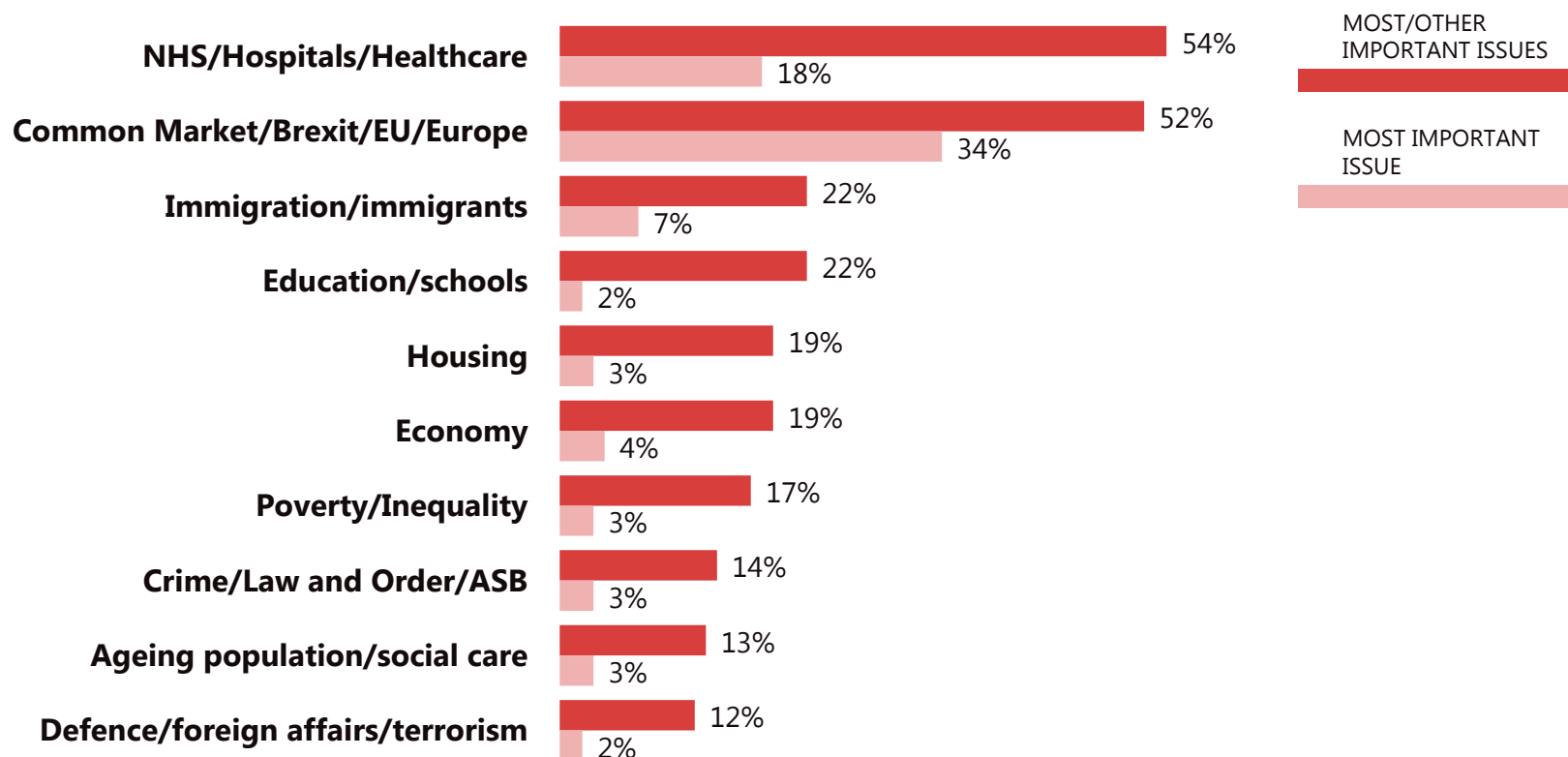
Source: Ipsos MORI Issues Index

Issues Facing Britain – February

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

3

Top mentions %



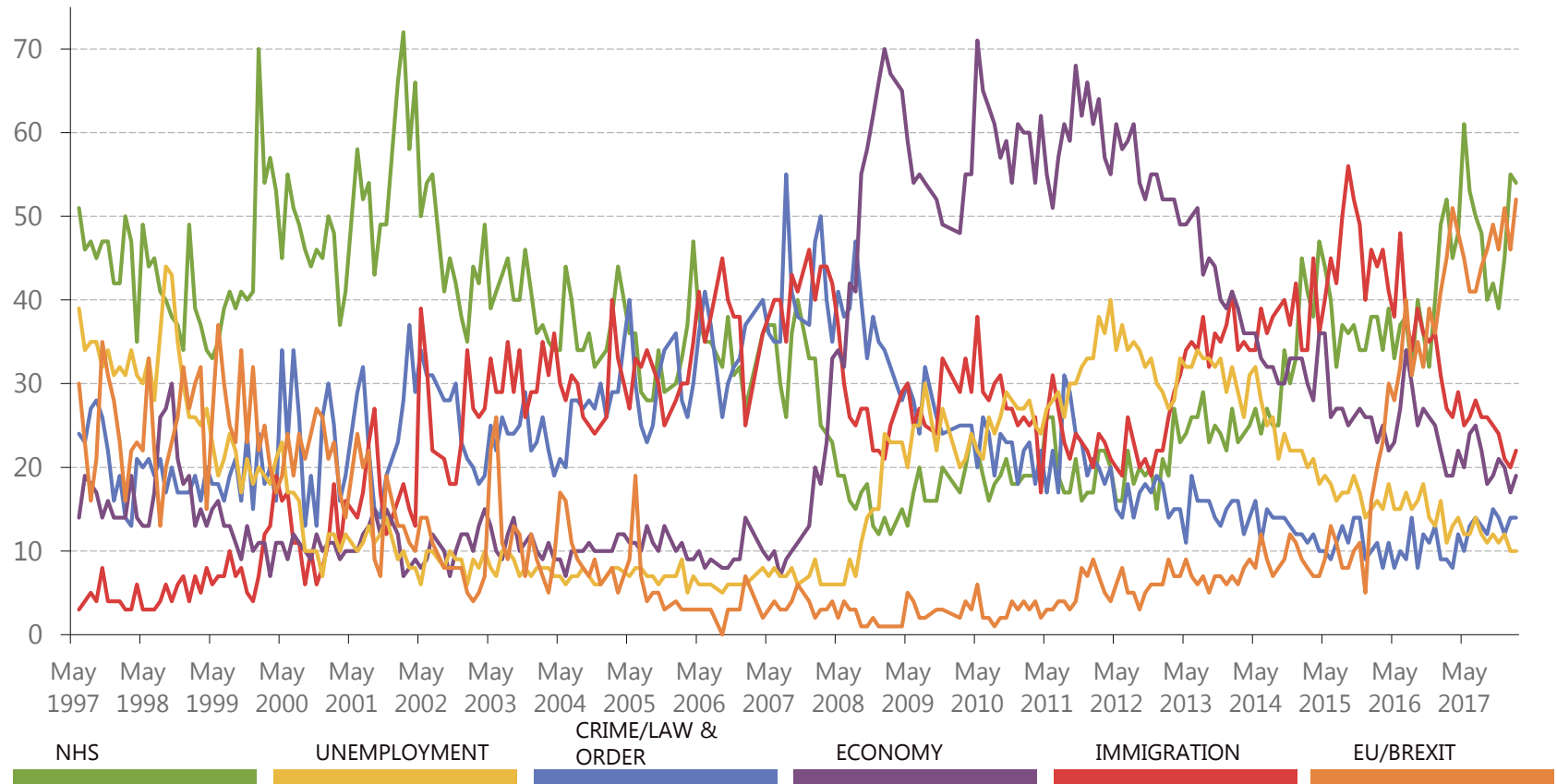
Base: 1,006 British adults 18+, 2 – 11 February 2018

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



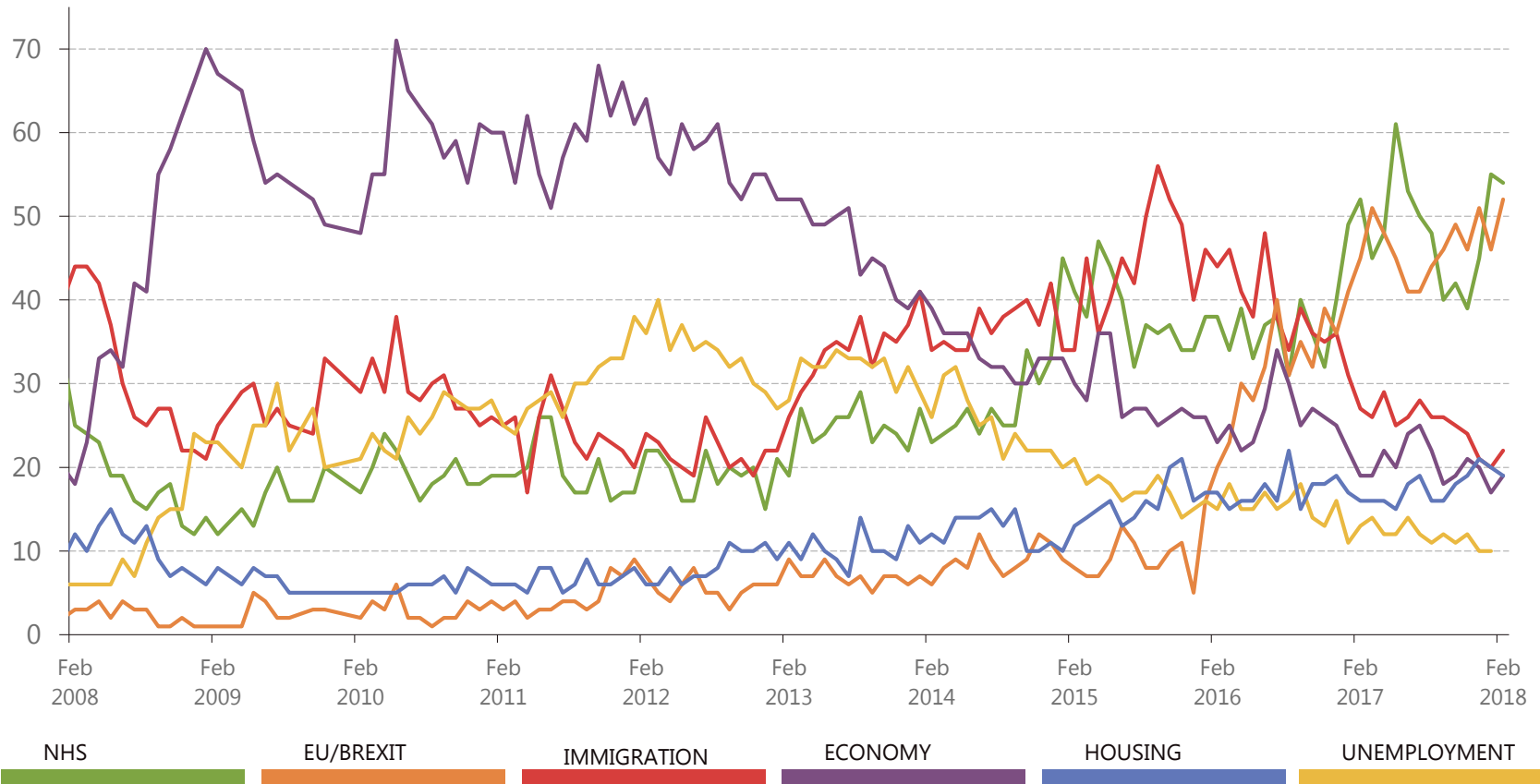
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



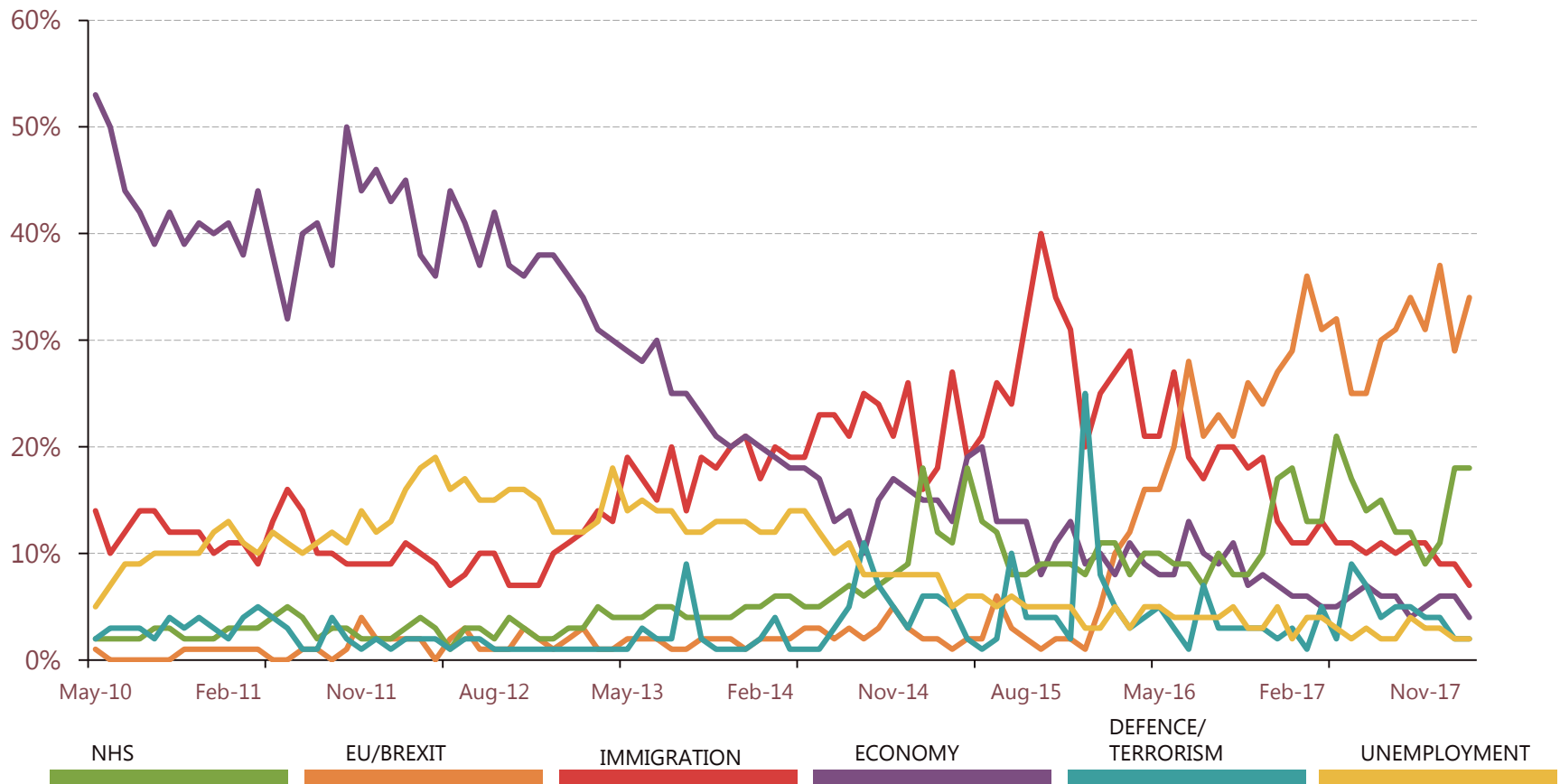
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



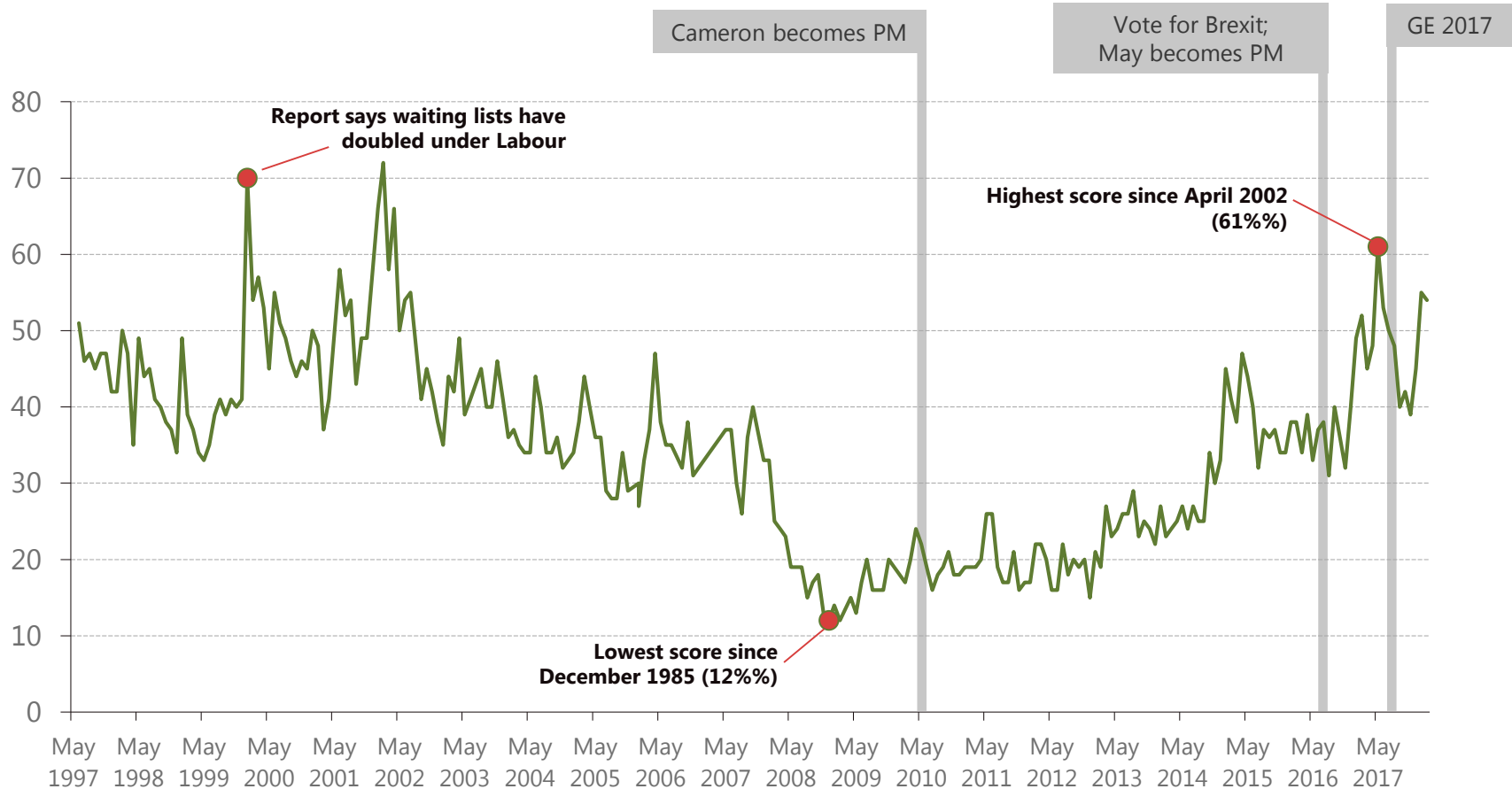
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



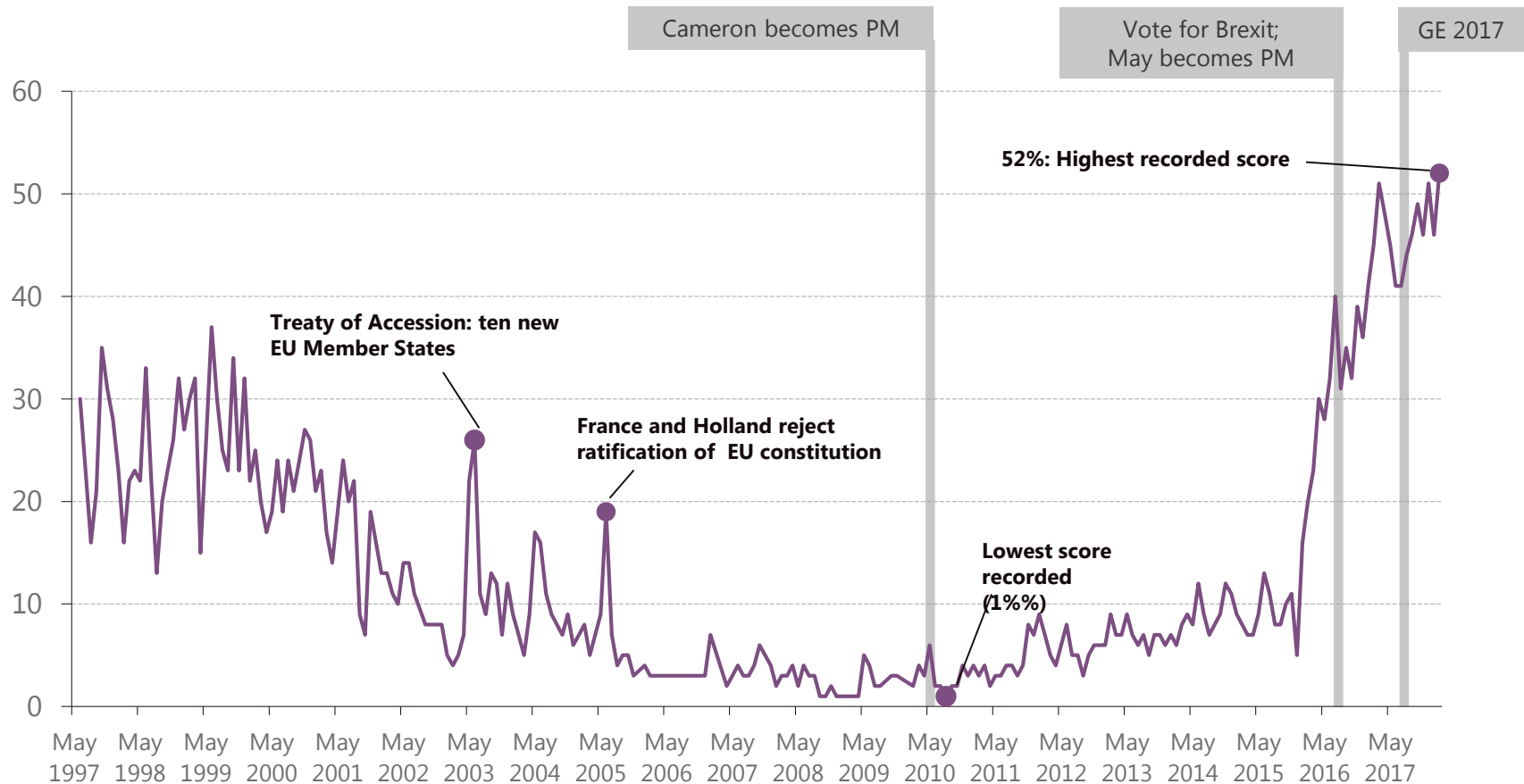
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



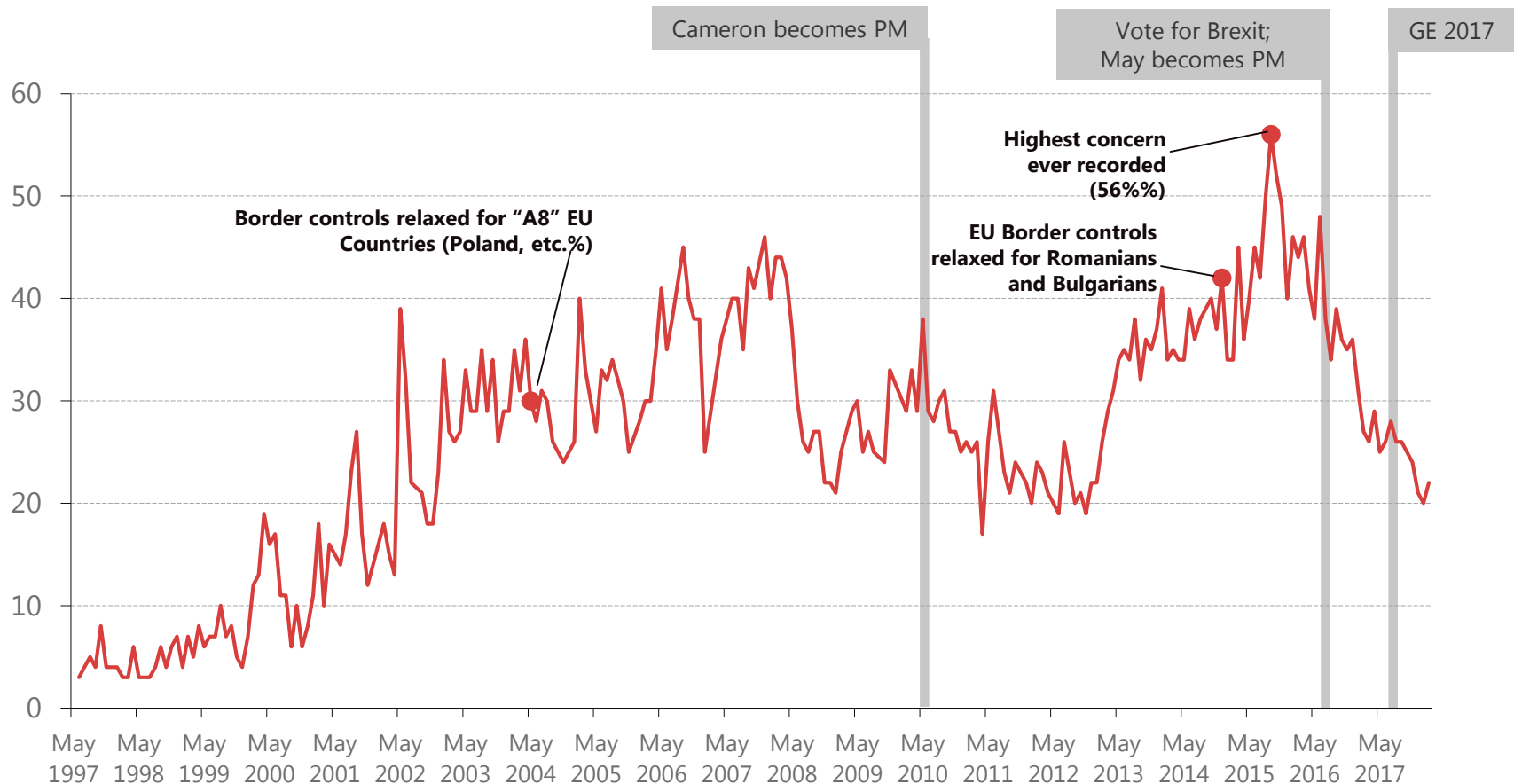
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



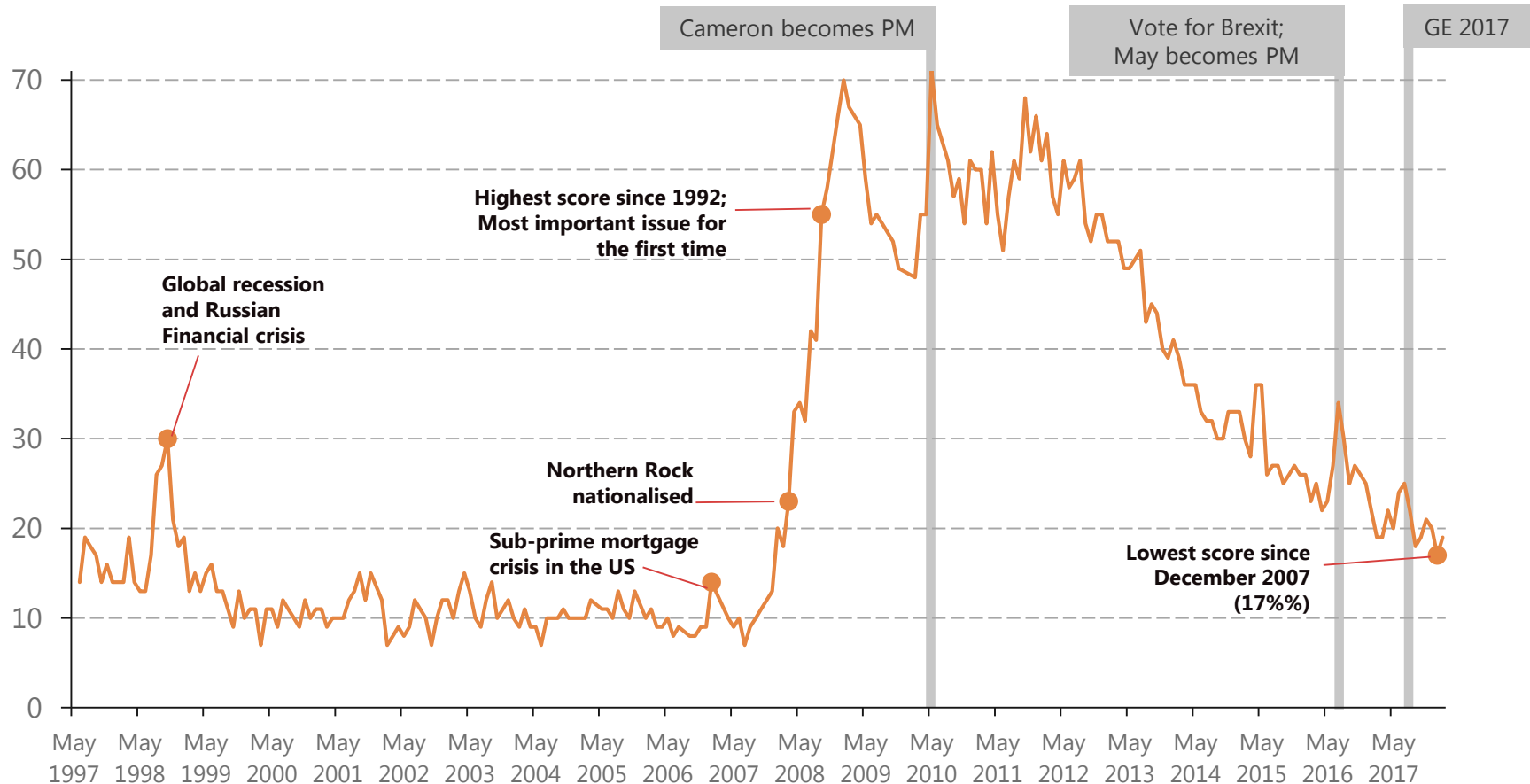
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

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

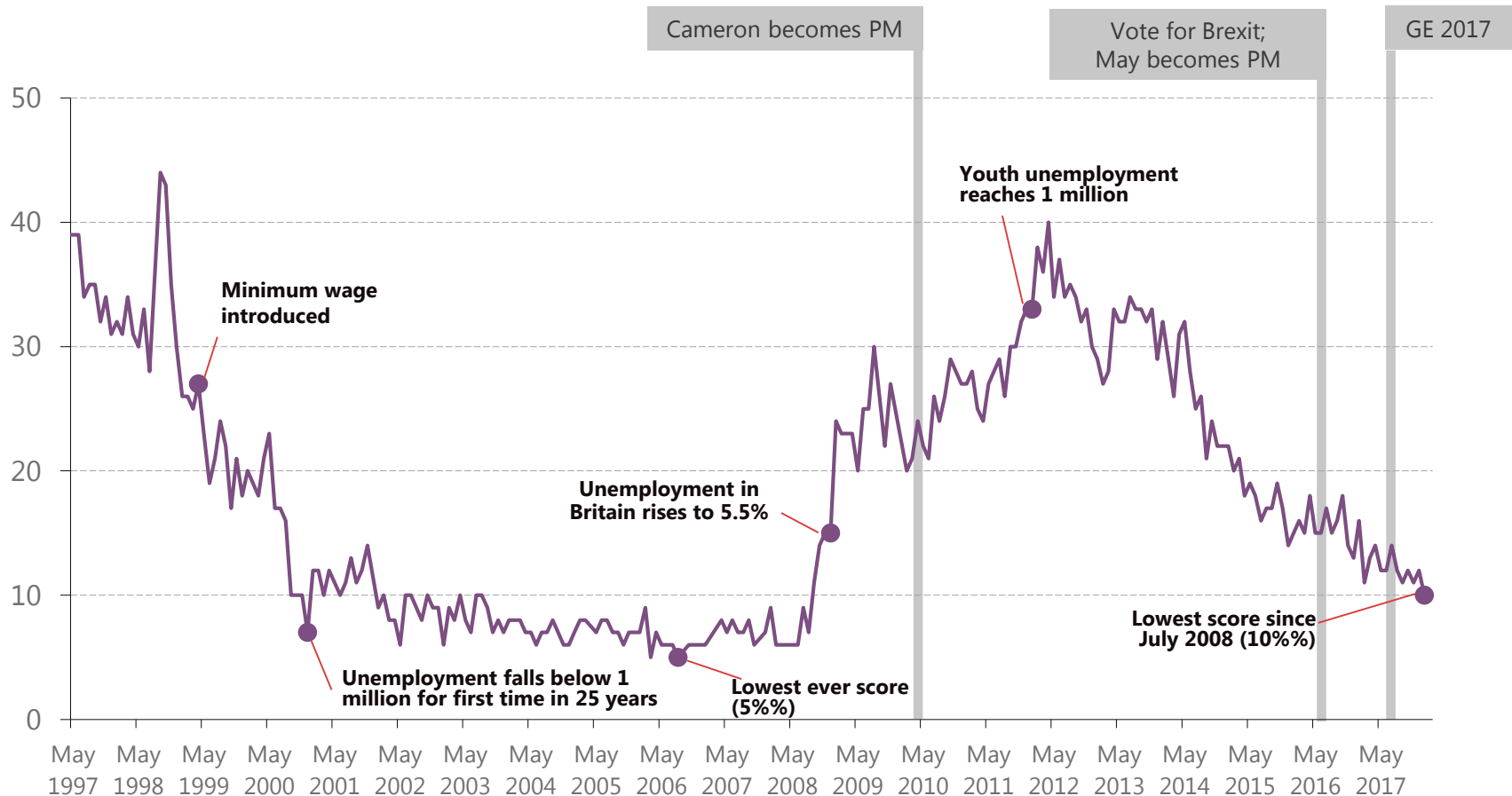
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Unemployment / Factory closure / Lack of industry

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

11



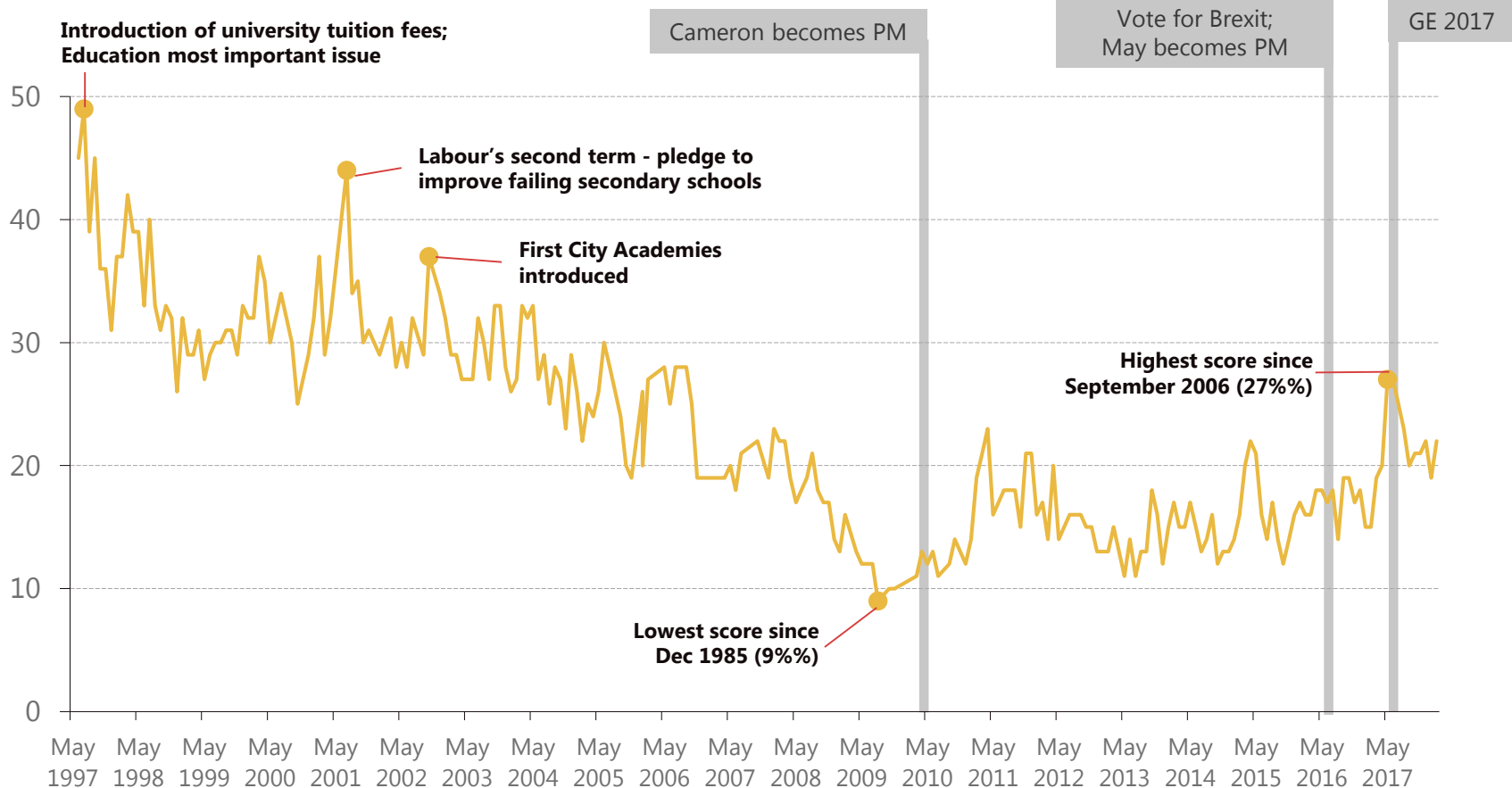
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

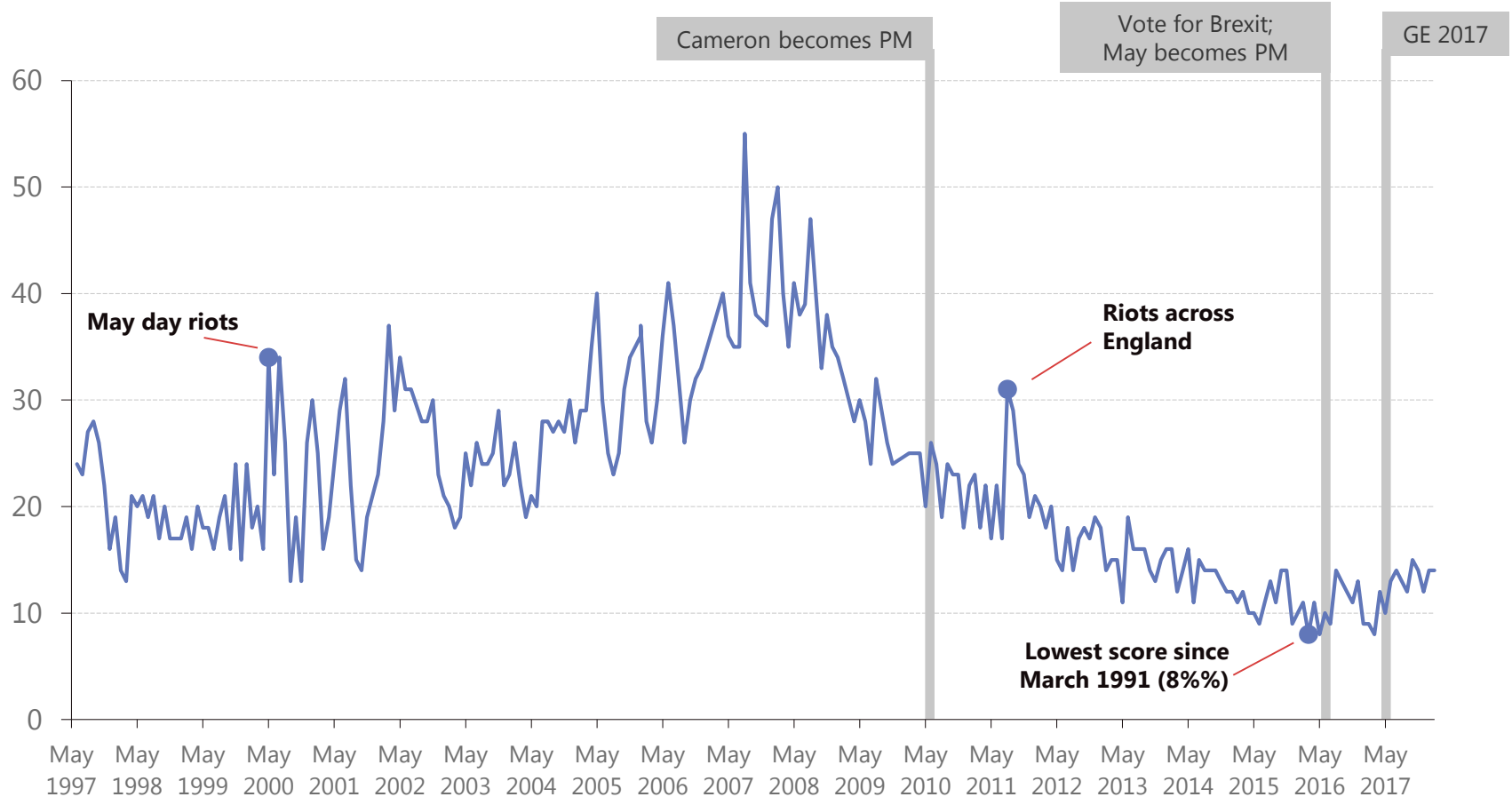
Source: Ipsos MORI Issues Index

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

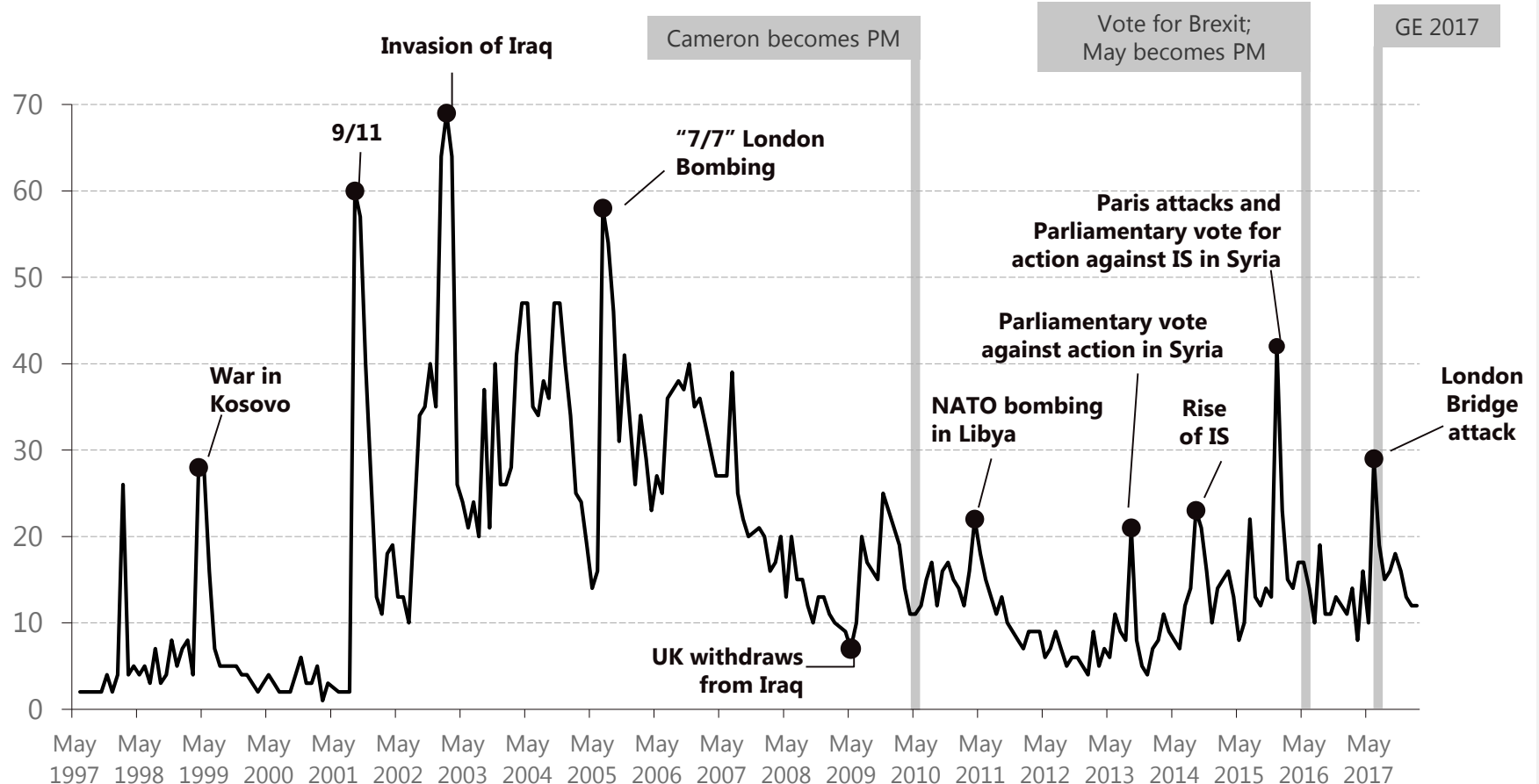
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Defence / Foreign Affairs / International terrorism

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

14



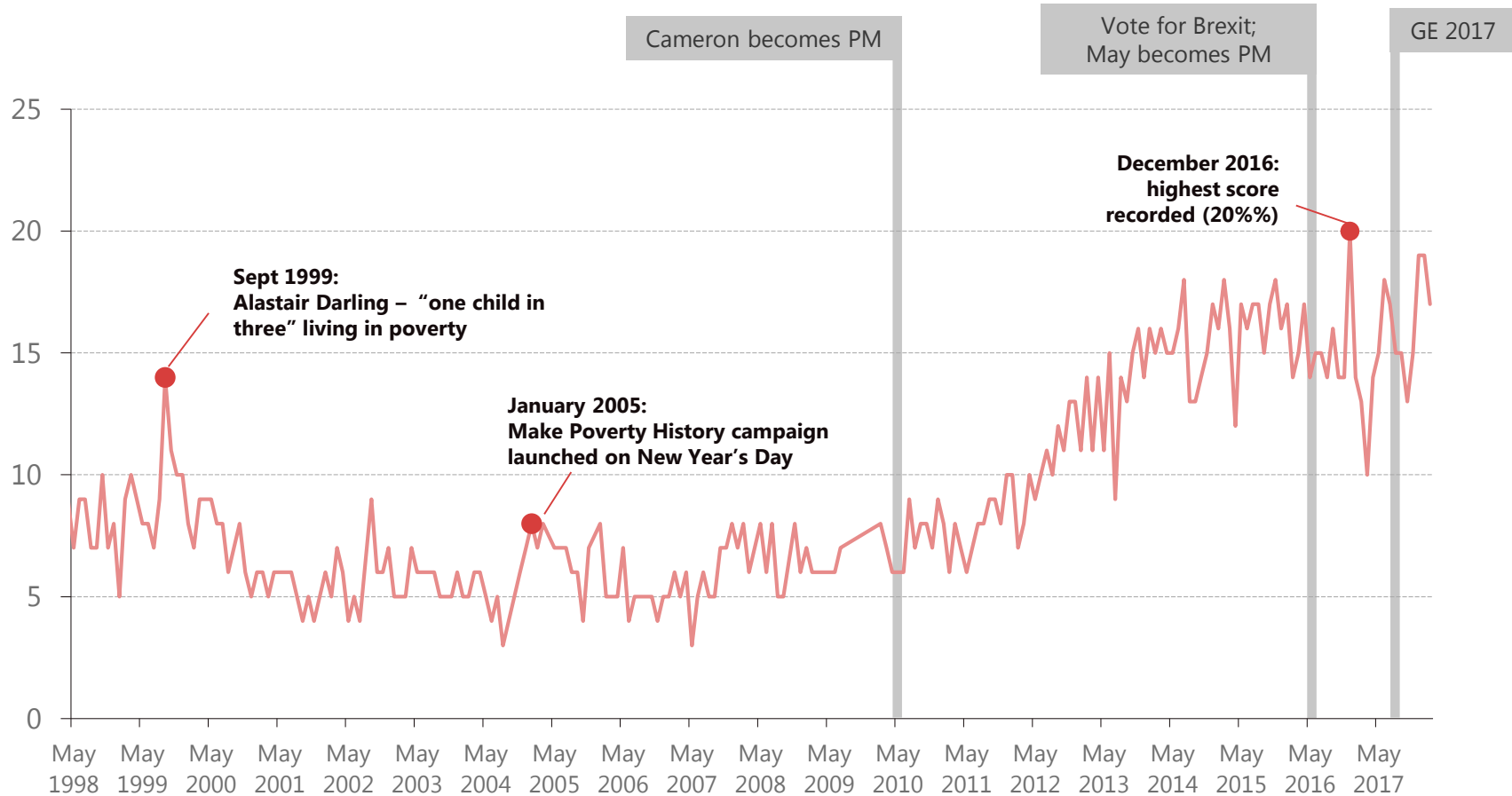
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



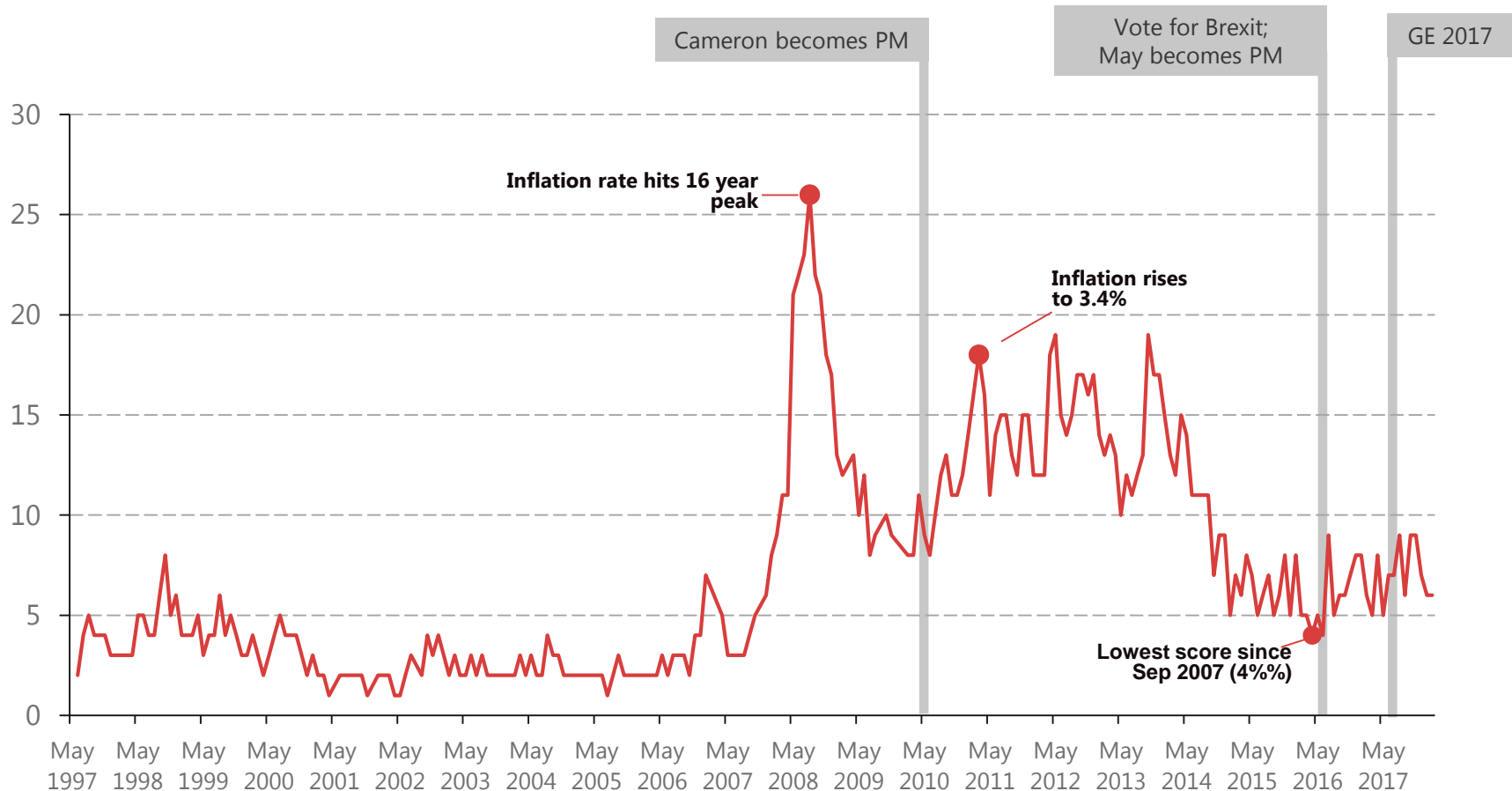
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



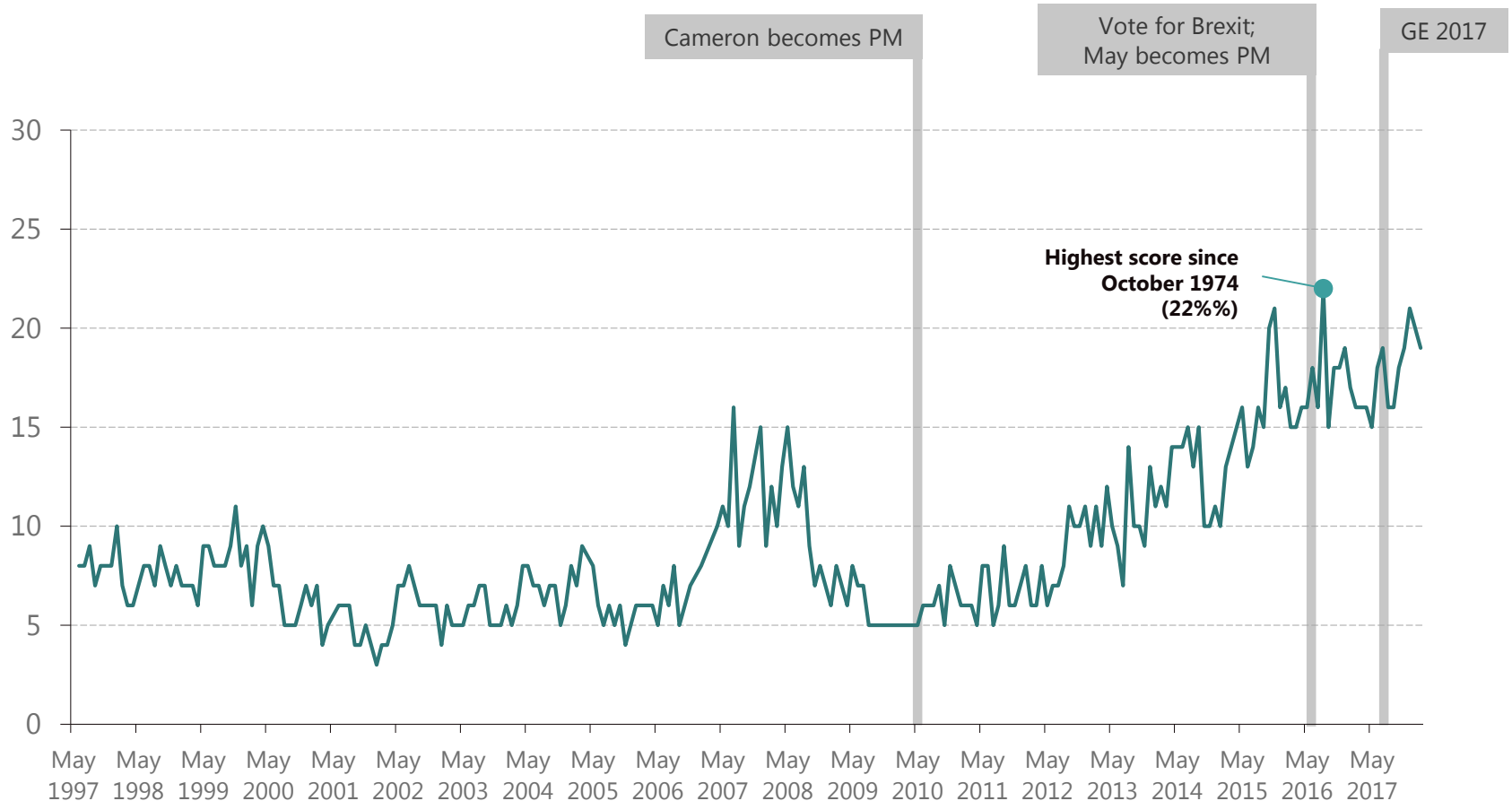
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



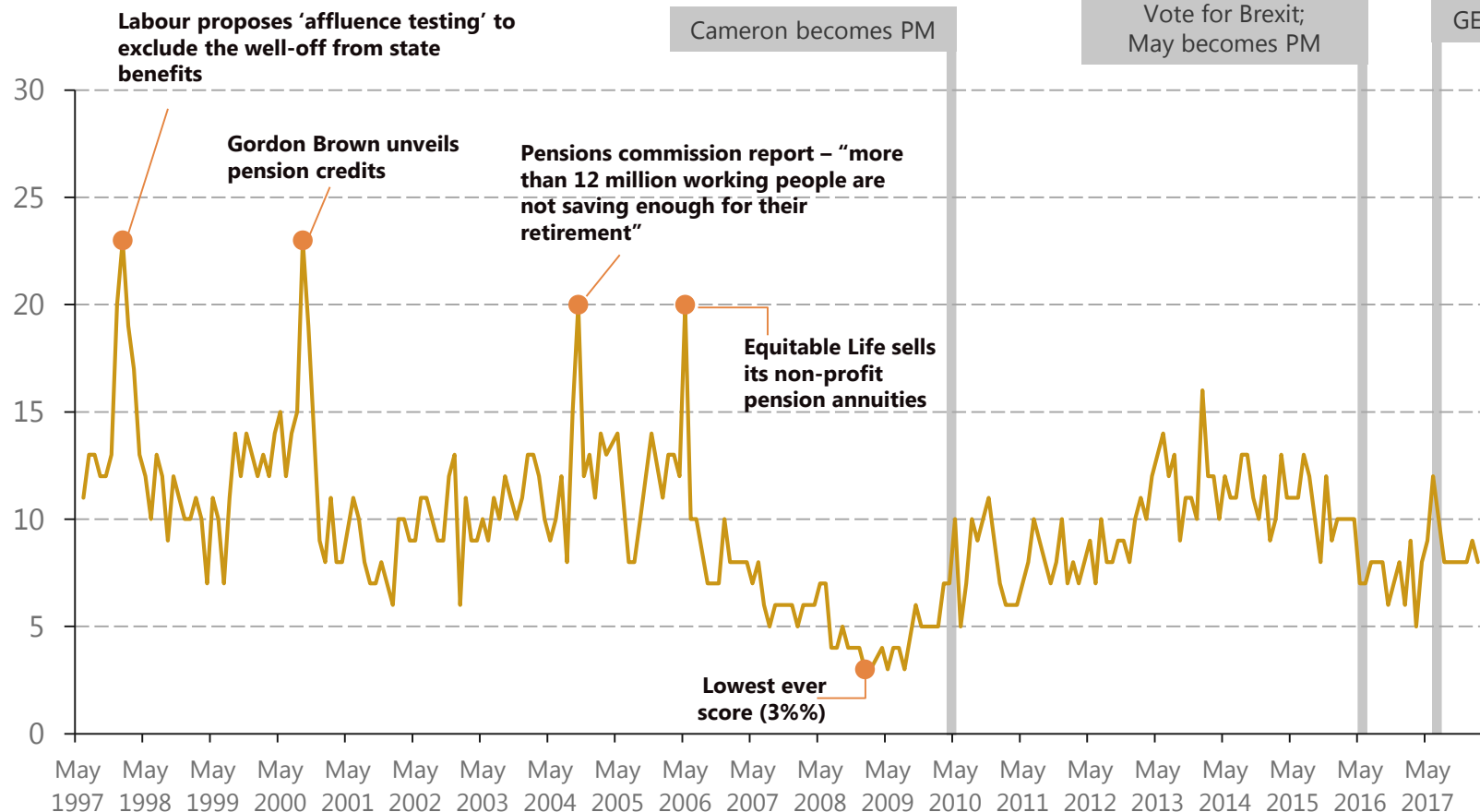
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



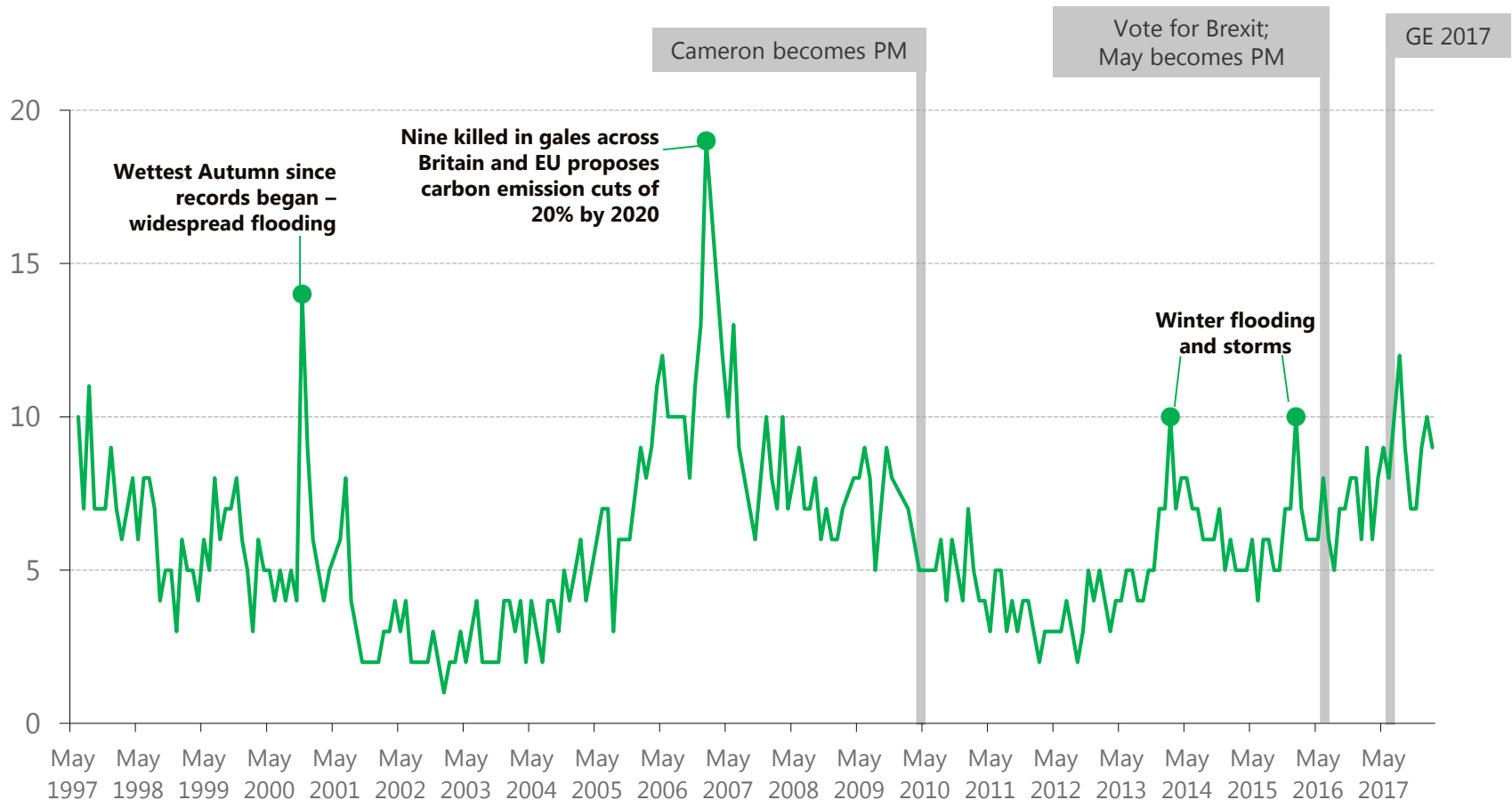
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

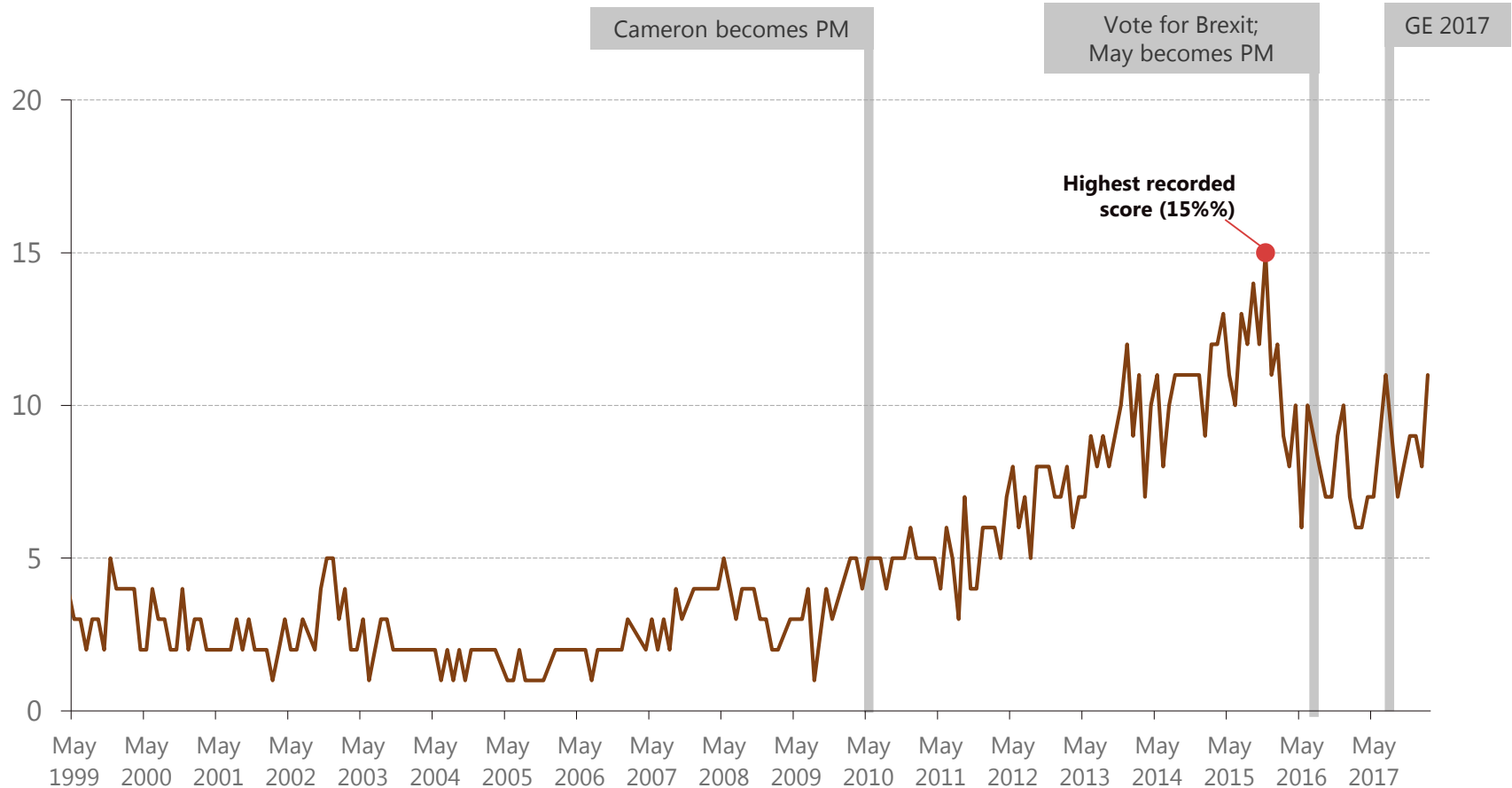
Source: Ipsos MORI Issues Index

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

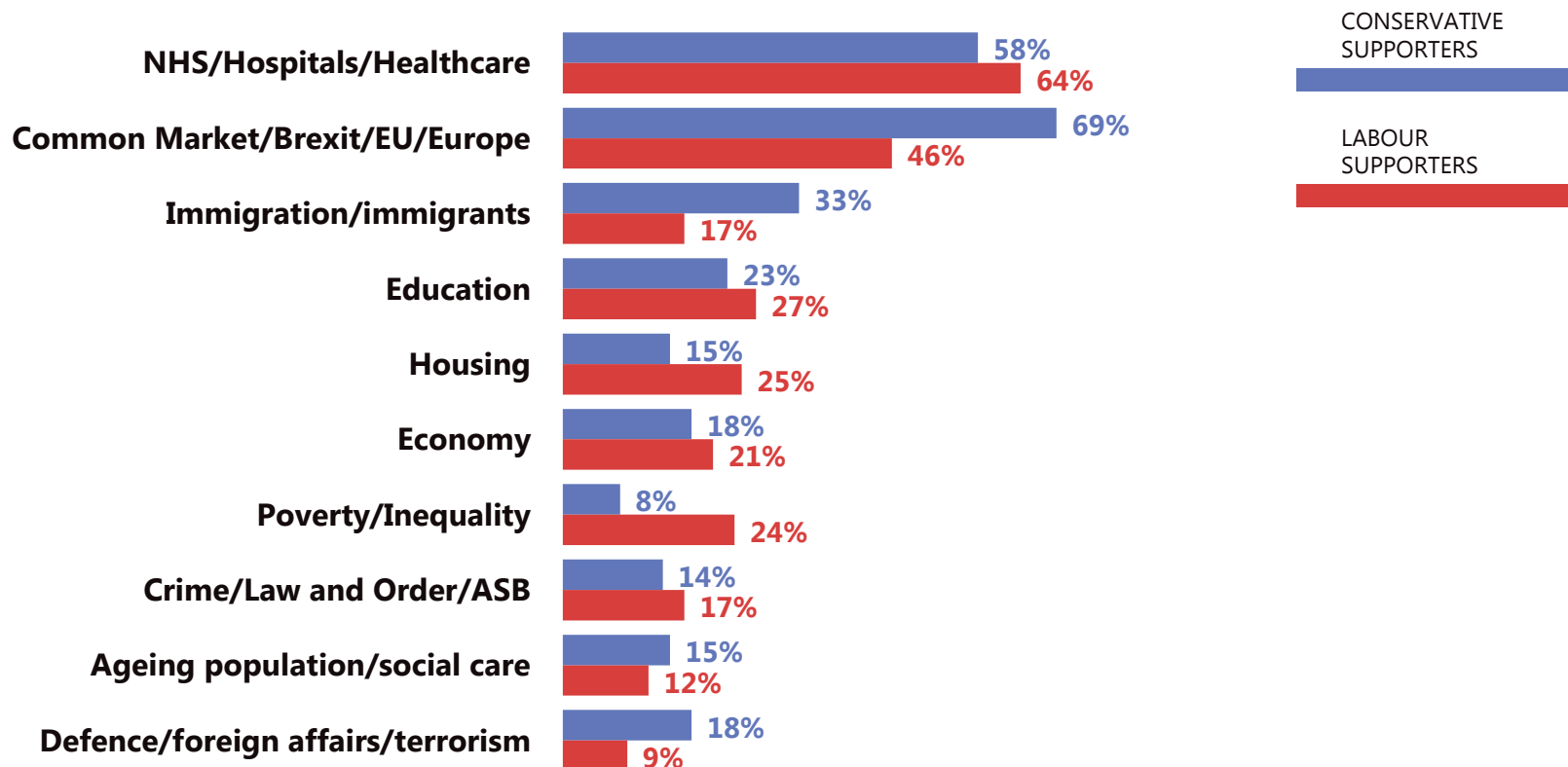
Source: Ipsos MORI Issues Index

Issues Facing Britain: Party support

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

21

Top mentions %



Base: 1,006 British adults 18+, 2 – 11 February 2018

Source: Ipsos MORI Issues Index

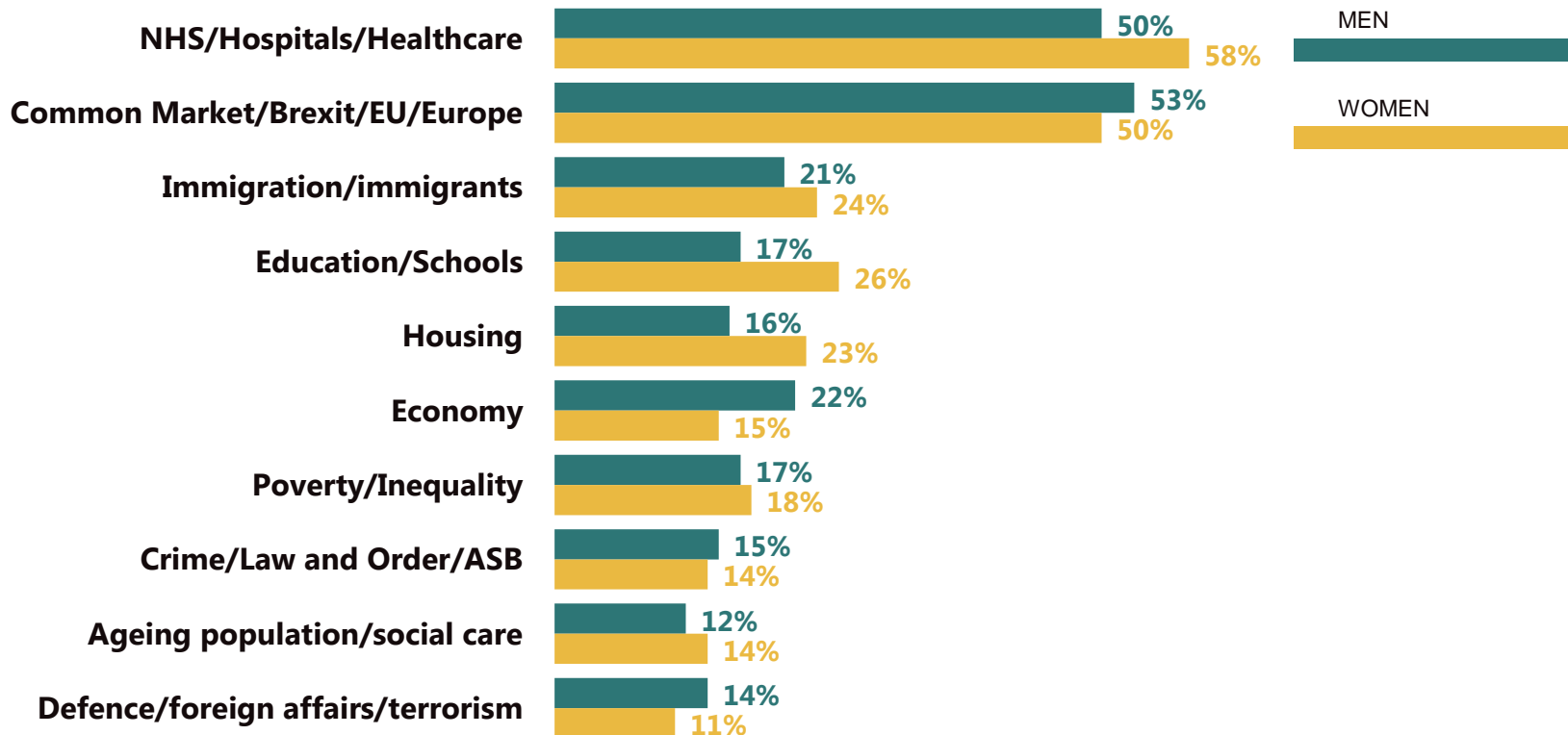
Issues Facing Britain:

Men and women

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

22

Top mentions %



Base: 1,006 British adults 18+, 2 – 11 February 2018

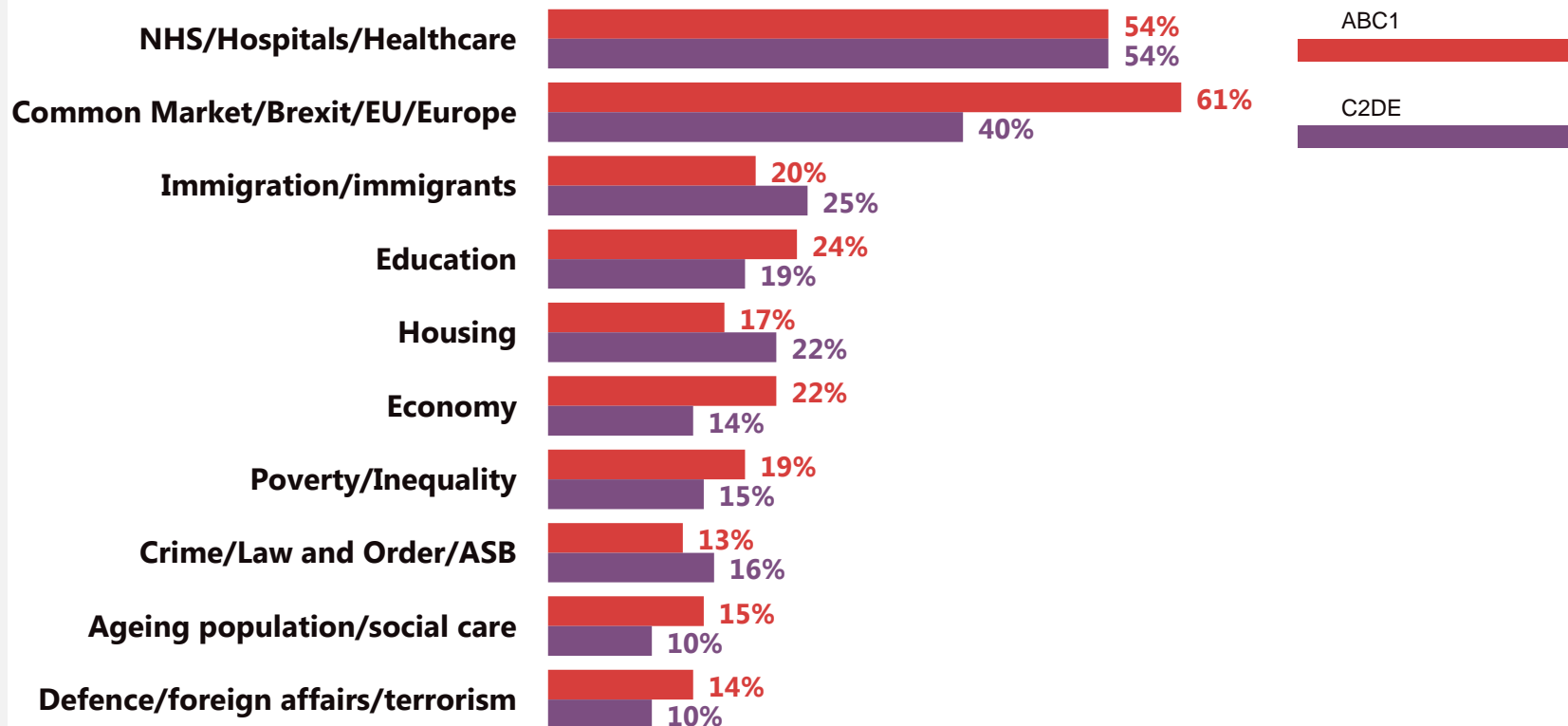
Source: Ipsos MORI Issues Index

Issues Facing Britain: Social grade

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

23

Top mentions %



Base: 1,006 British adults 18+, 2 – 11 February 2018

Source: Ipsos MORI Issues Index

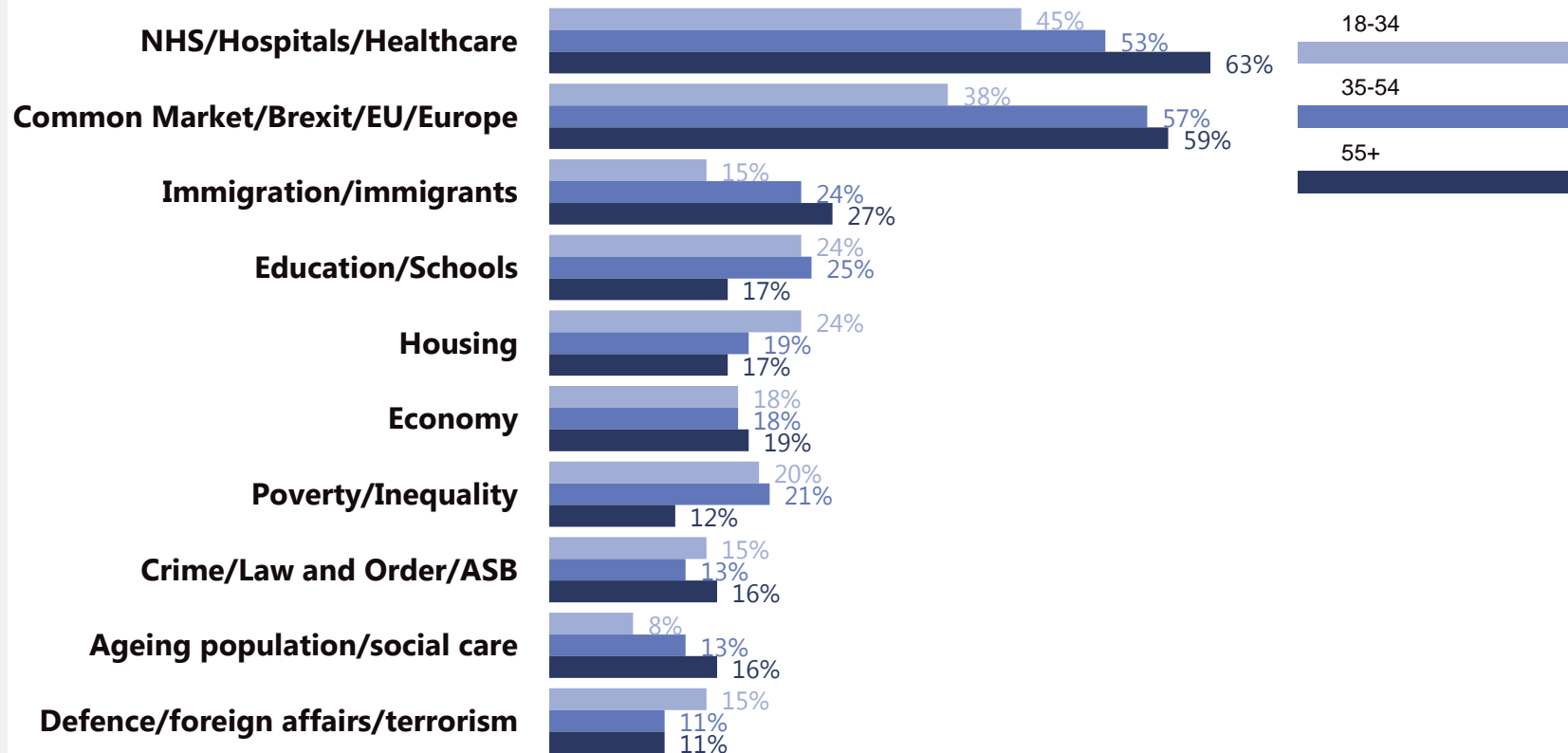
Issues Facing Britain:

Age group

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

24

Top mentions %



Base: 1006 British adults 18+, 2 – 11 February 2018

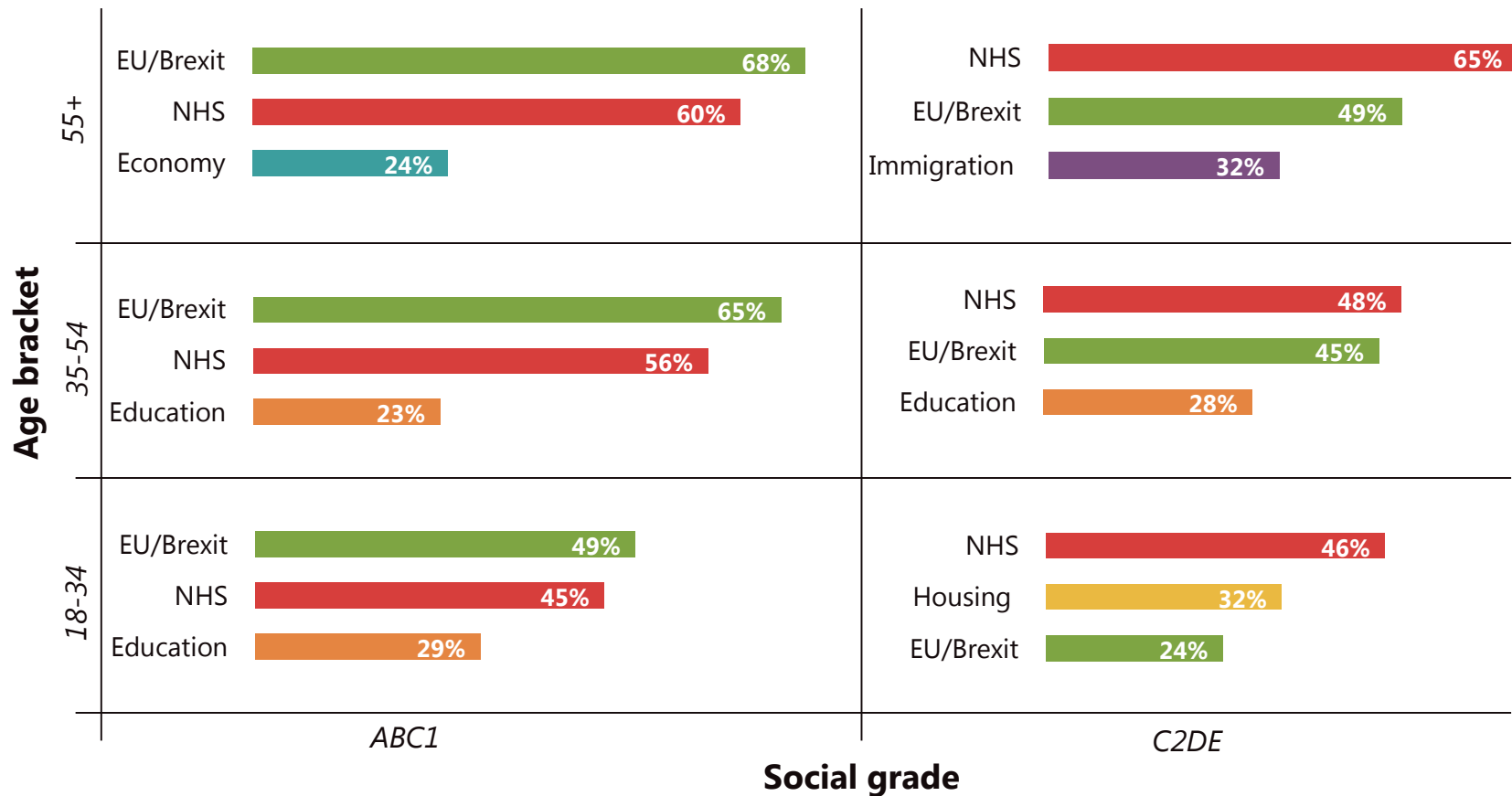
Source: Ipsos MORI Issues Index

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: 1,006 British adults 18+, 2 – 11 February 2018

Source: Ipsos MORI Issues Index

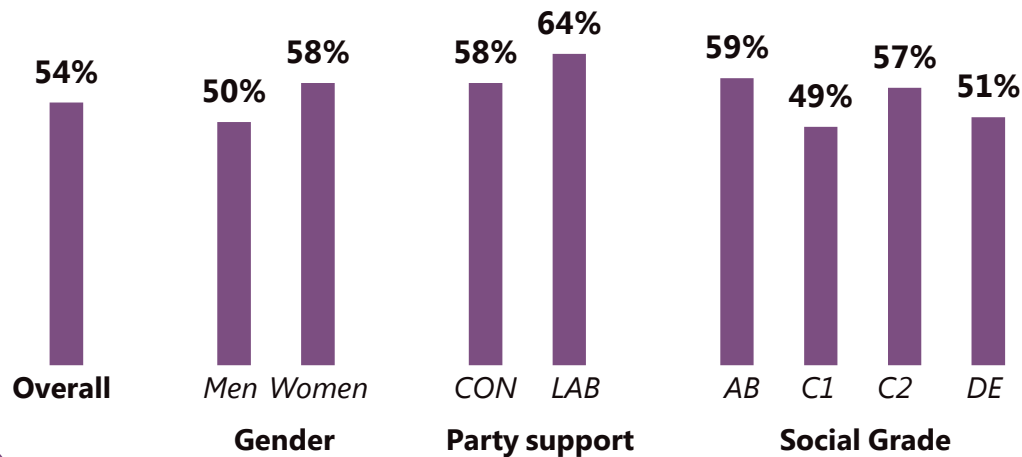
Issues Facing Britain:

Concern about the NHS by subgroup

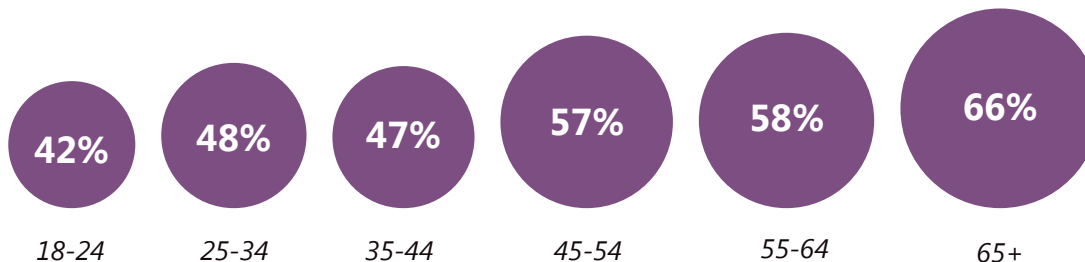
What do you see as the most/other important issues facing Britain today? *NHS*

26

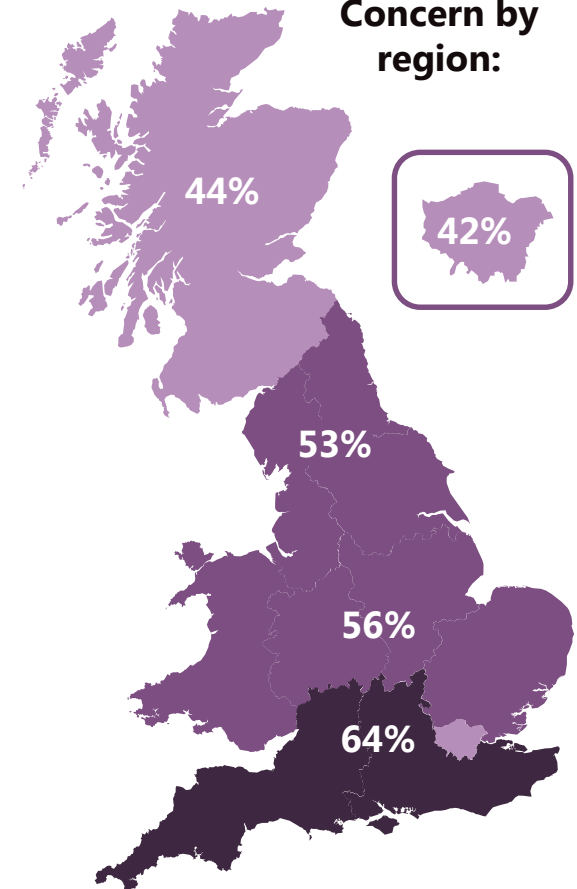
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



Base: 1,006 British adults 18+, 2 – 11 February 2018

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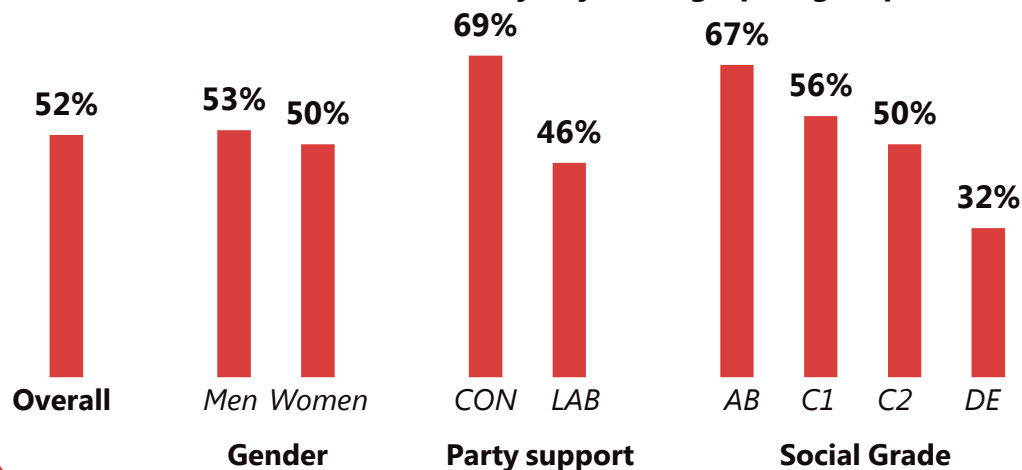
Issues Facing Britain:

Concern about Brexit/EU by subgroup

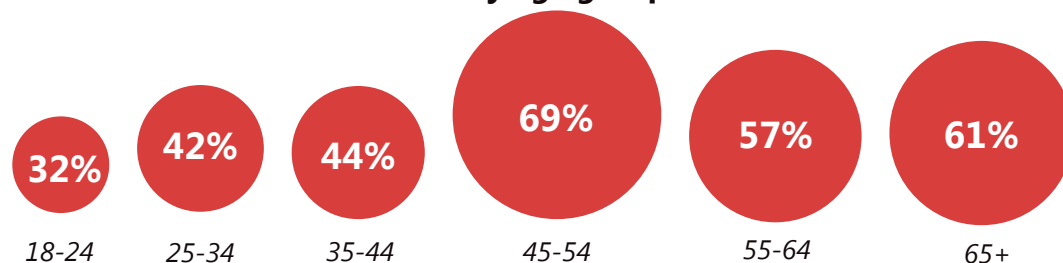
What do you see as the most/other important issues facing Britain today? EU/Europe/Brexit

27

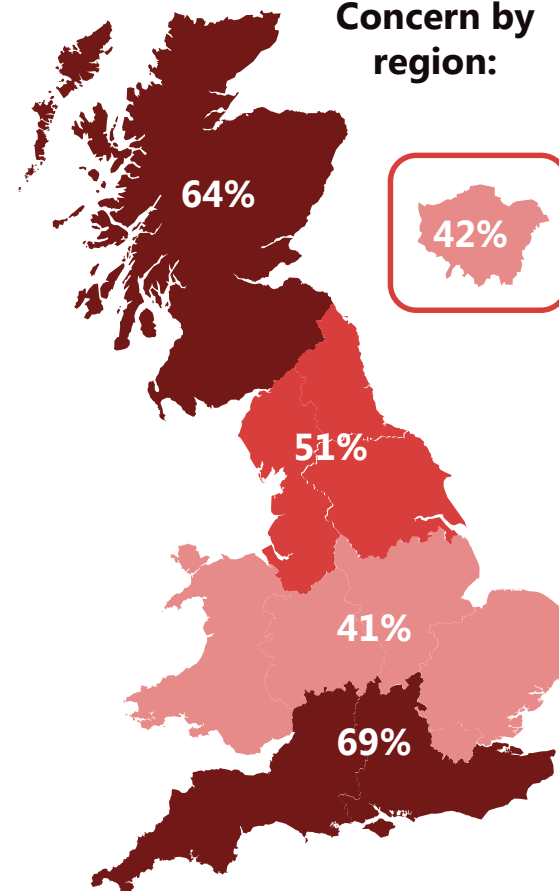
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age group:



Concern by region:



Base: 1,006 British adults 18+, 2 – 11 February 2018

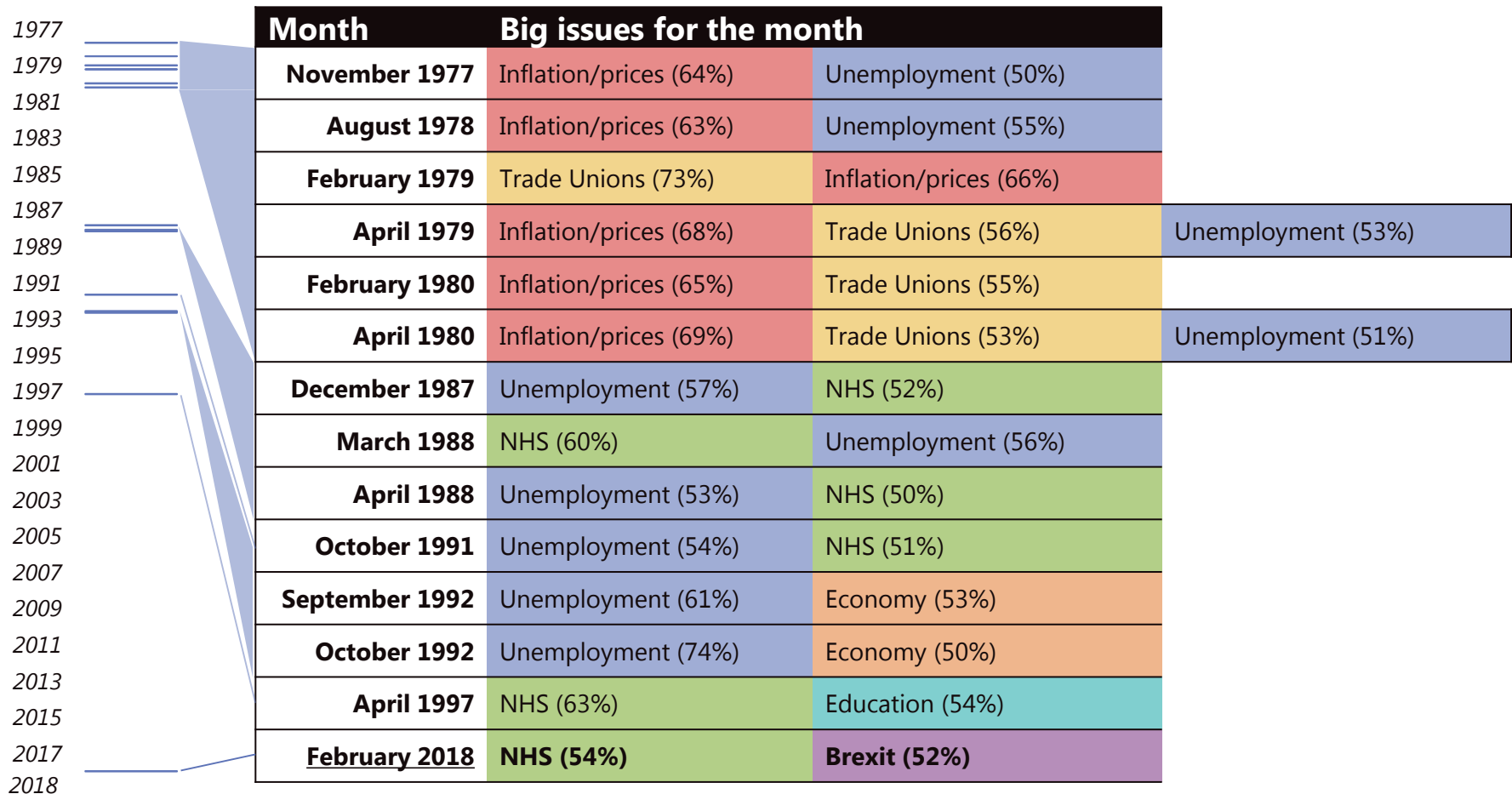
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Issues Facing Britain

Months with multiple issues scoring more than 50%

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

28



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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 soft shadows on the floor.

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