



April 2018

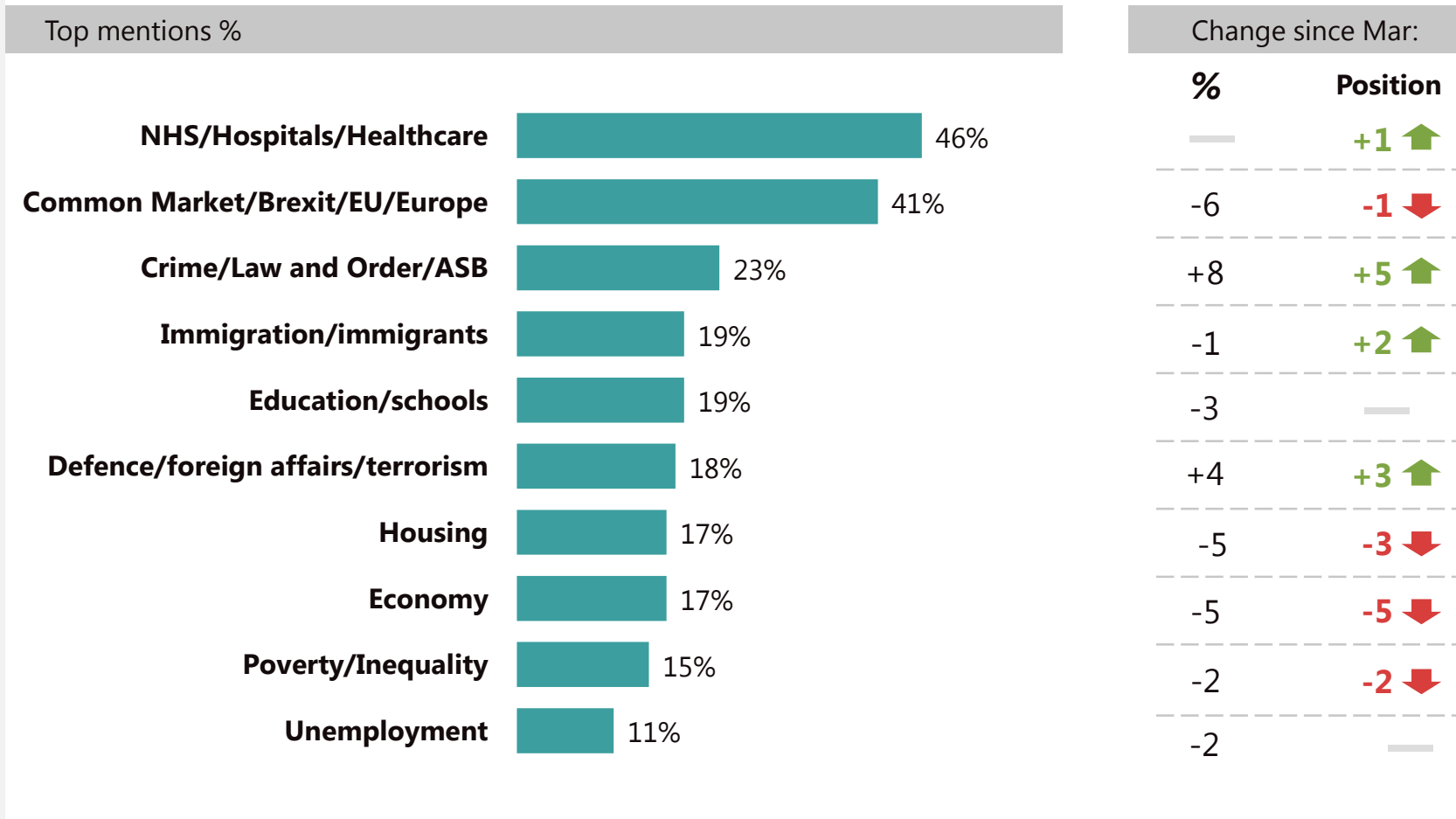
IPSOS MORI ISSUES INDEX

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Michael.Clemence@ipsos.com
020 7347 3000

Issues Facing Britain – April

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

2



Base: 1,001 British adults 18+, 6 – 24 April 2018

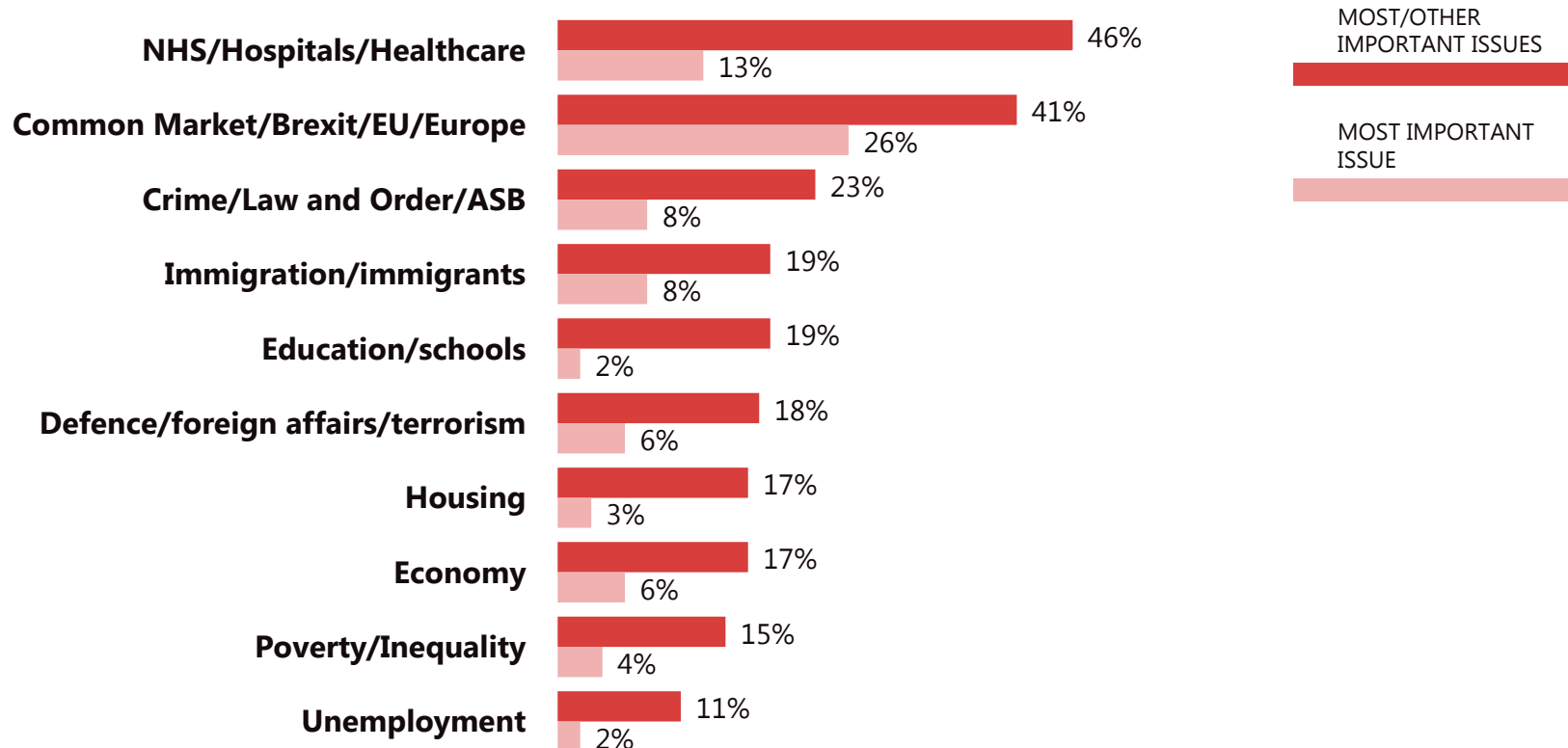
Source: Ipsos MORI Issues Index

Issues Facing Britain – April

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

3

Top mentions %



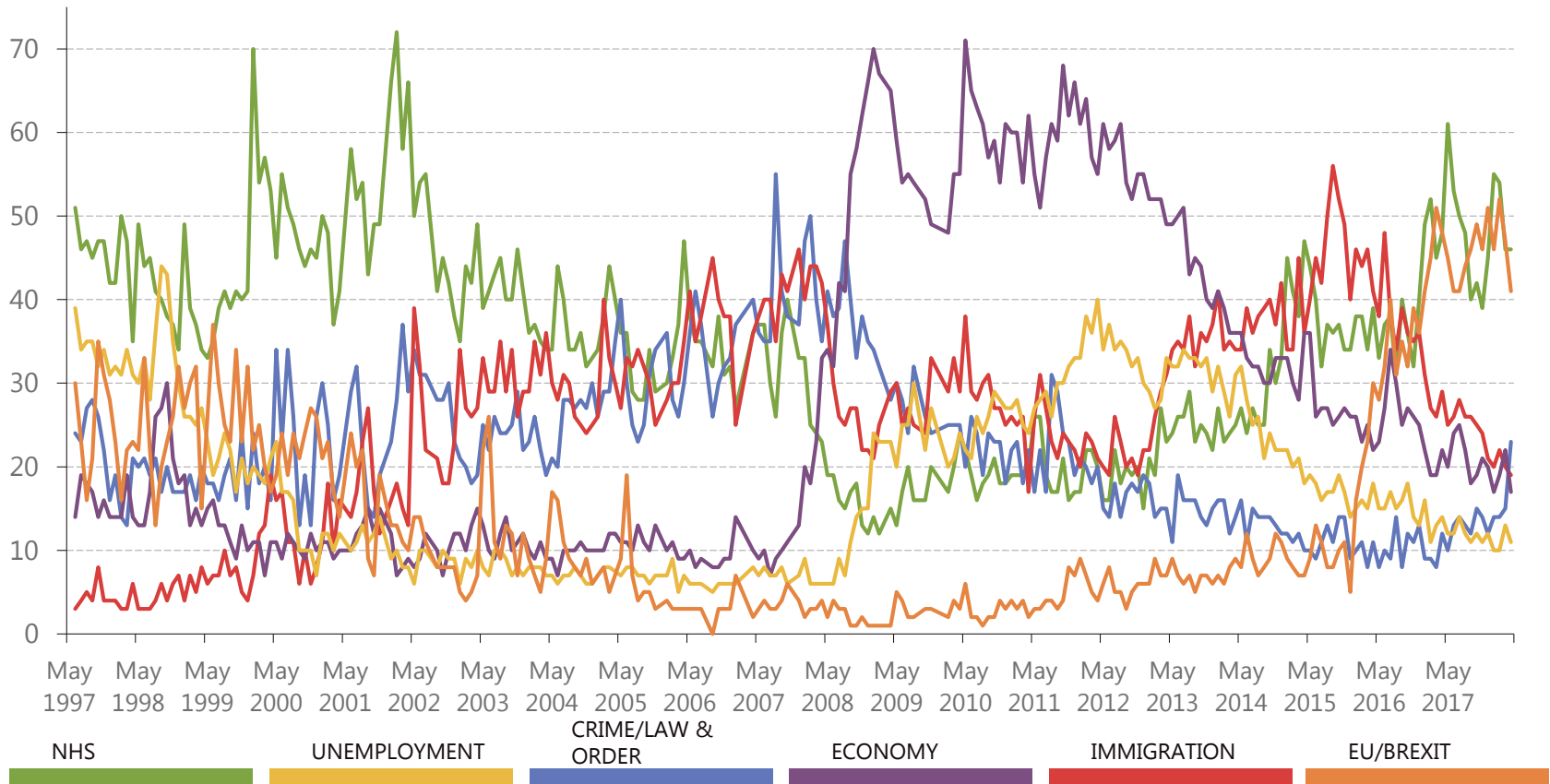
Base: 1,001 British adults 18+, 6 – 24 April 2018

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



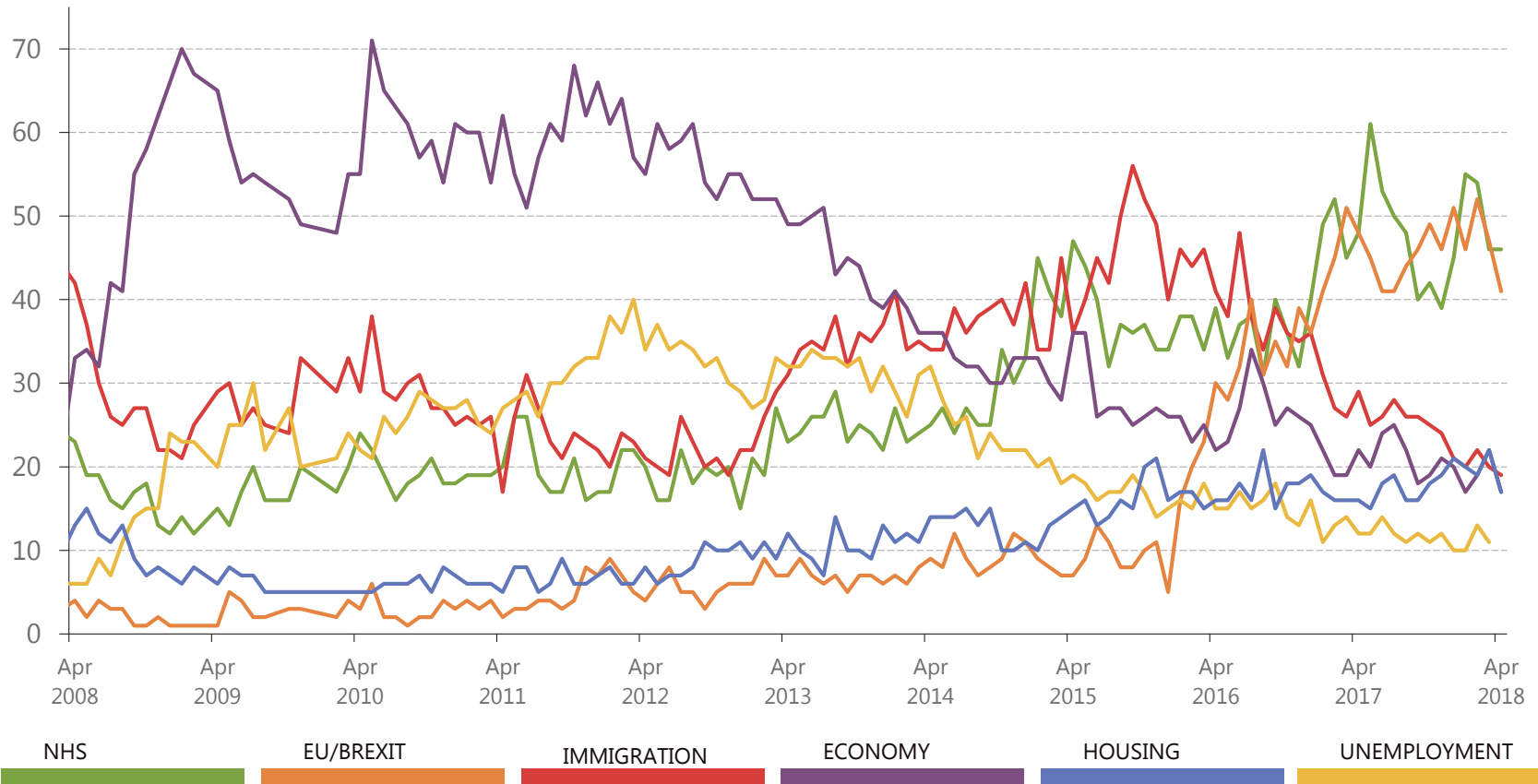
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

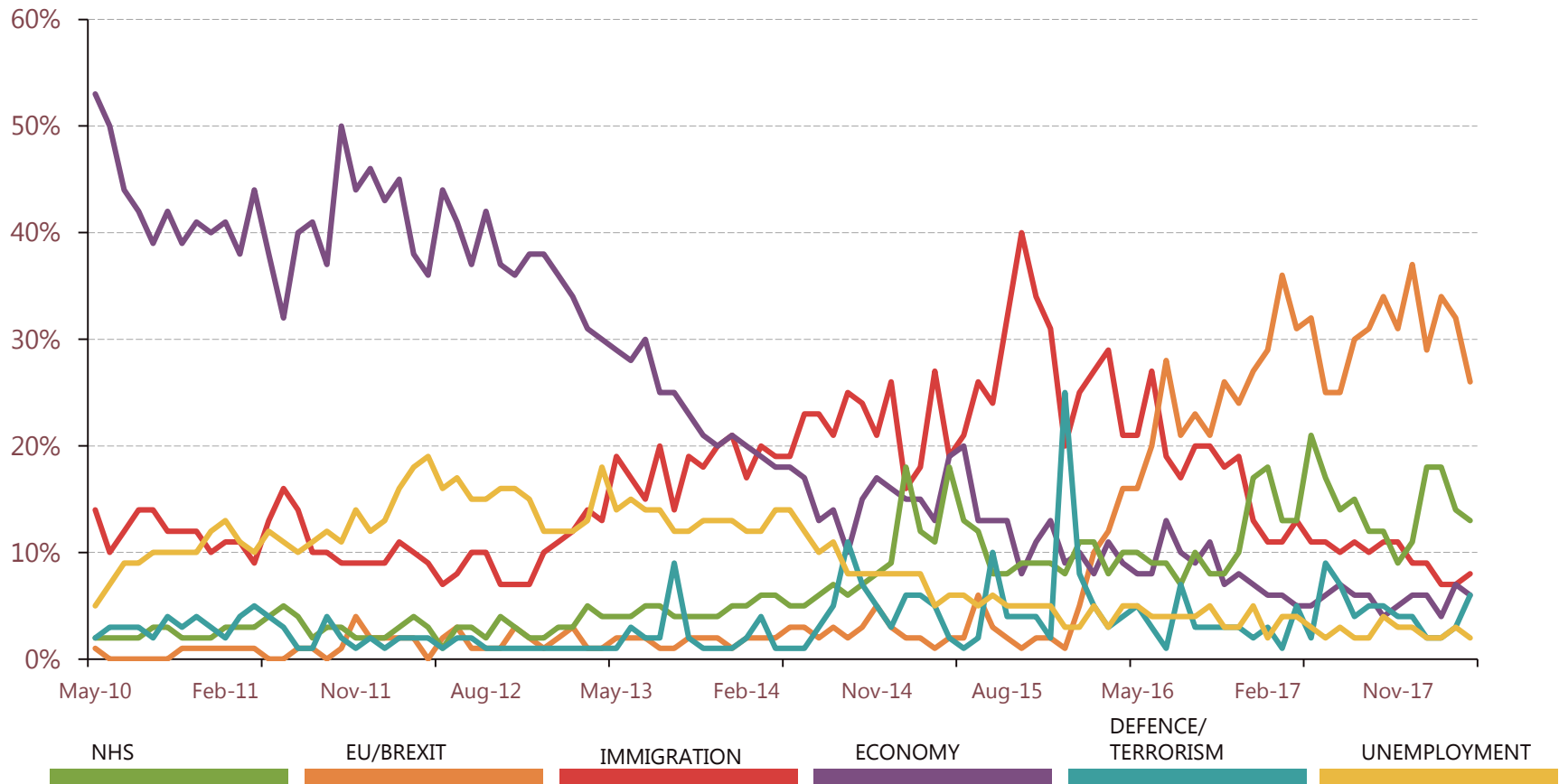


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



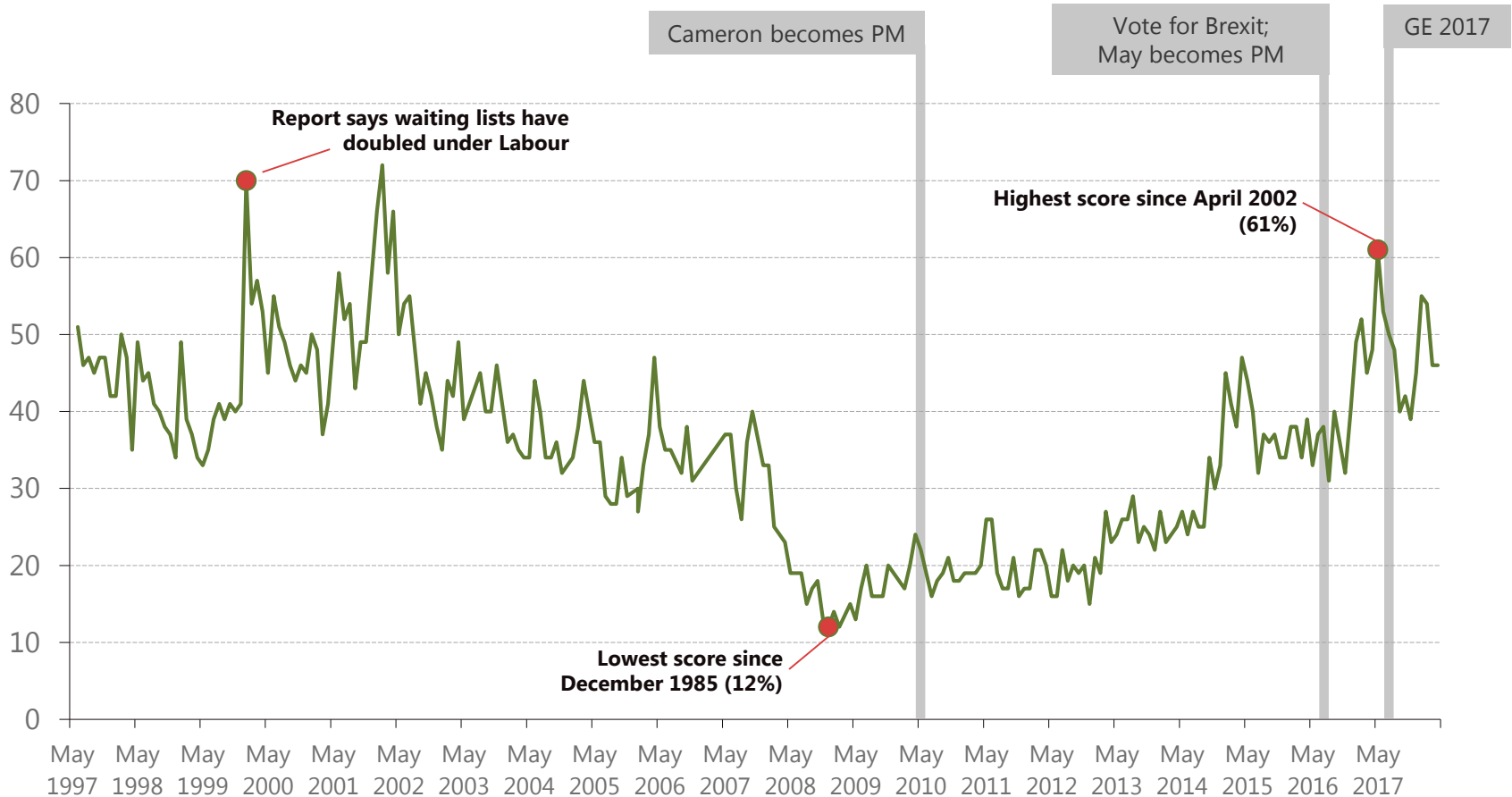
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



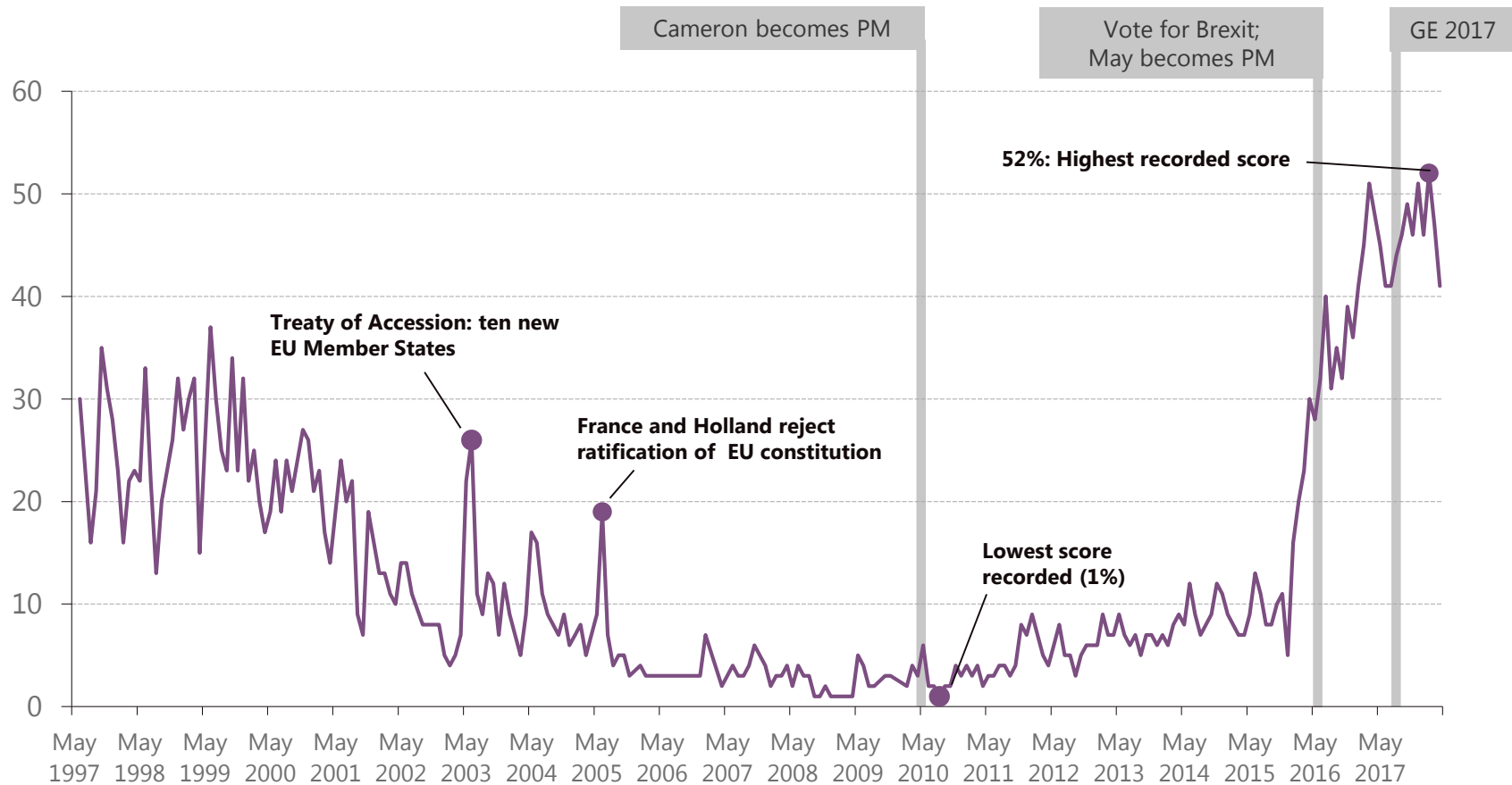
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



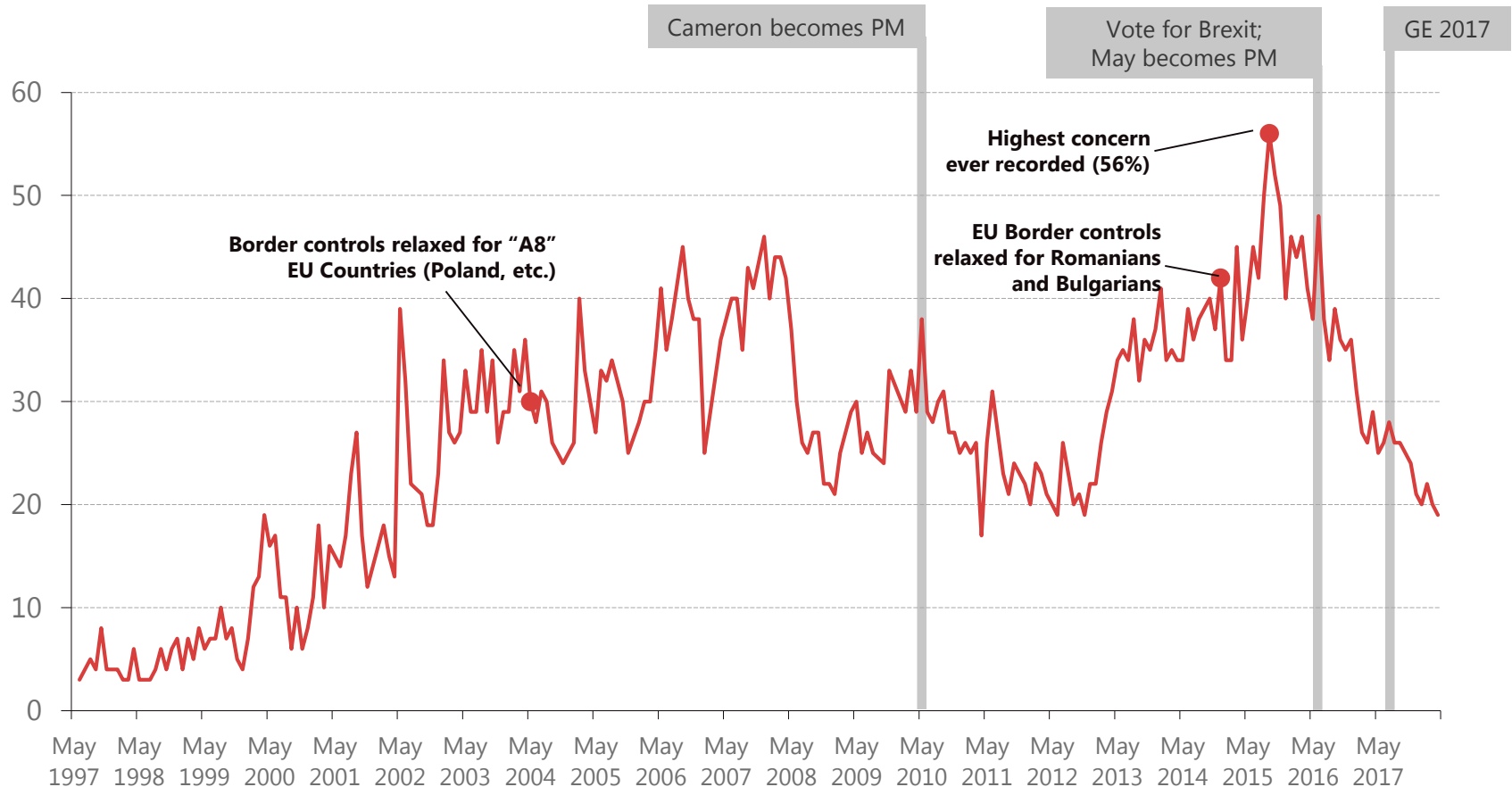
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

9



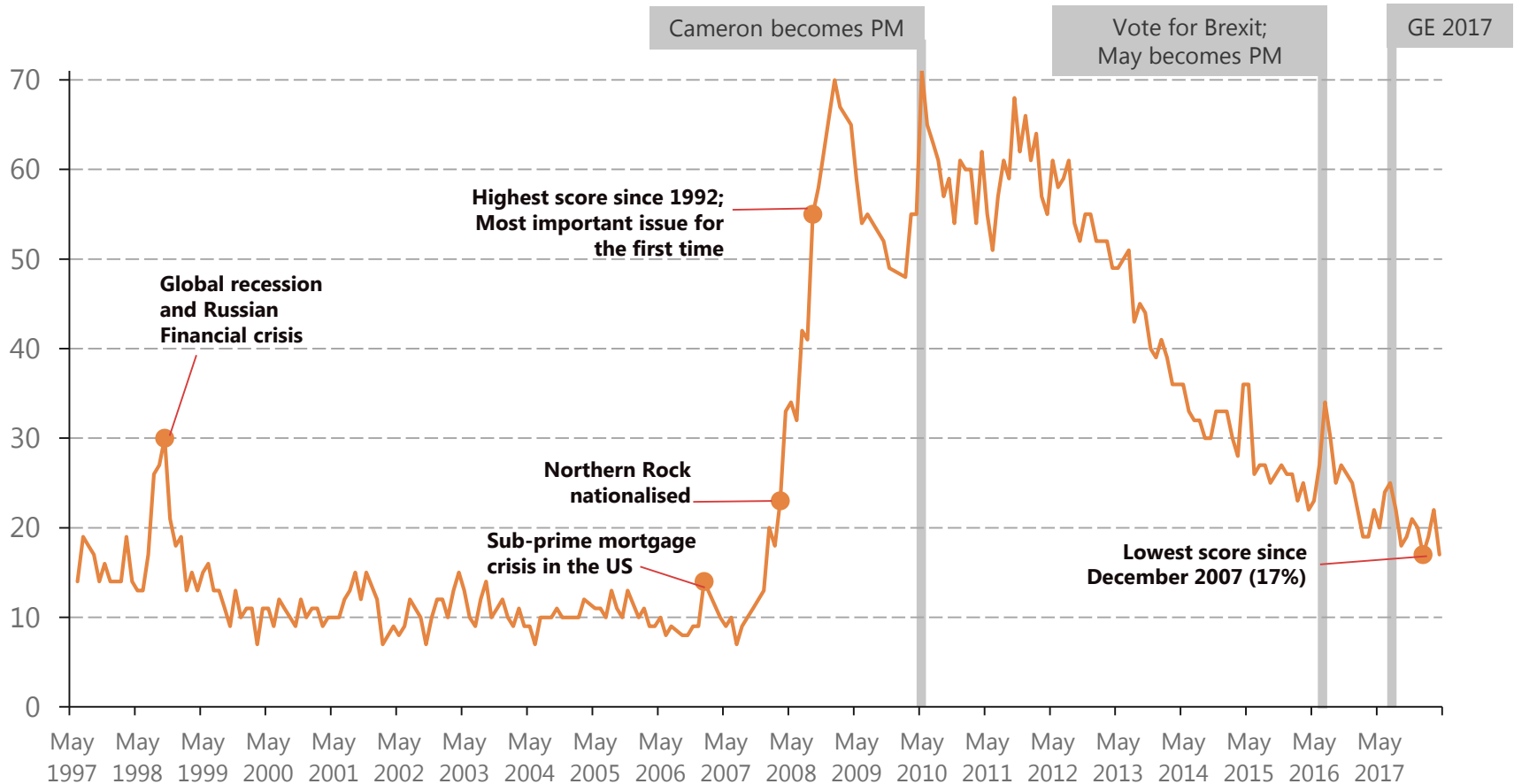
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

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

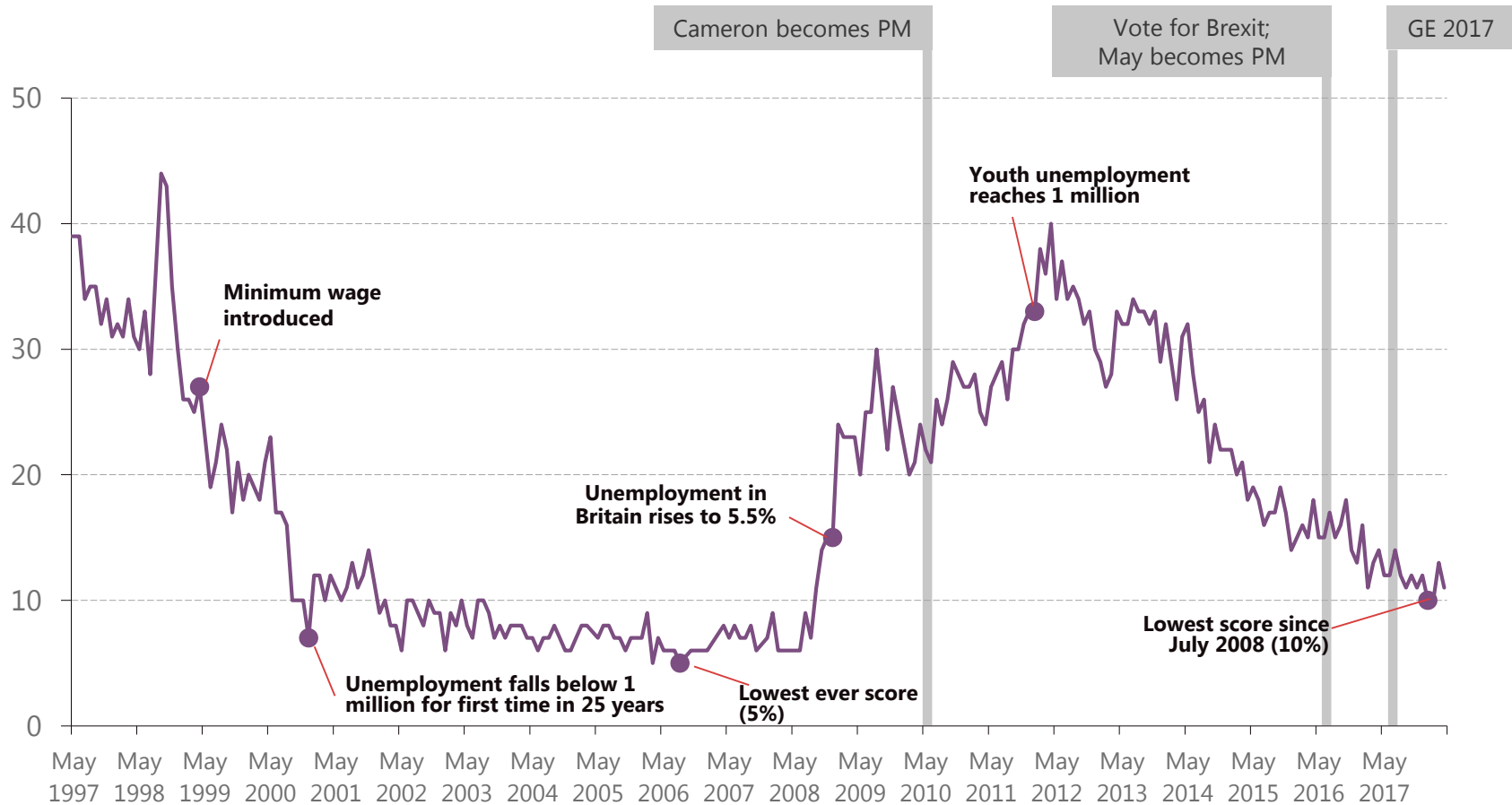
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Unemployment / Factory closure / Lack of industry

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

11



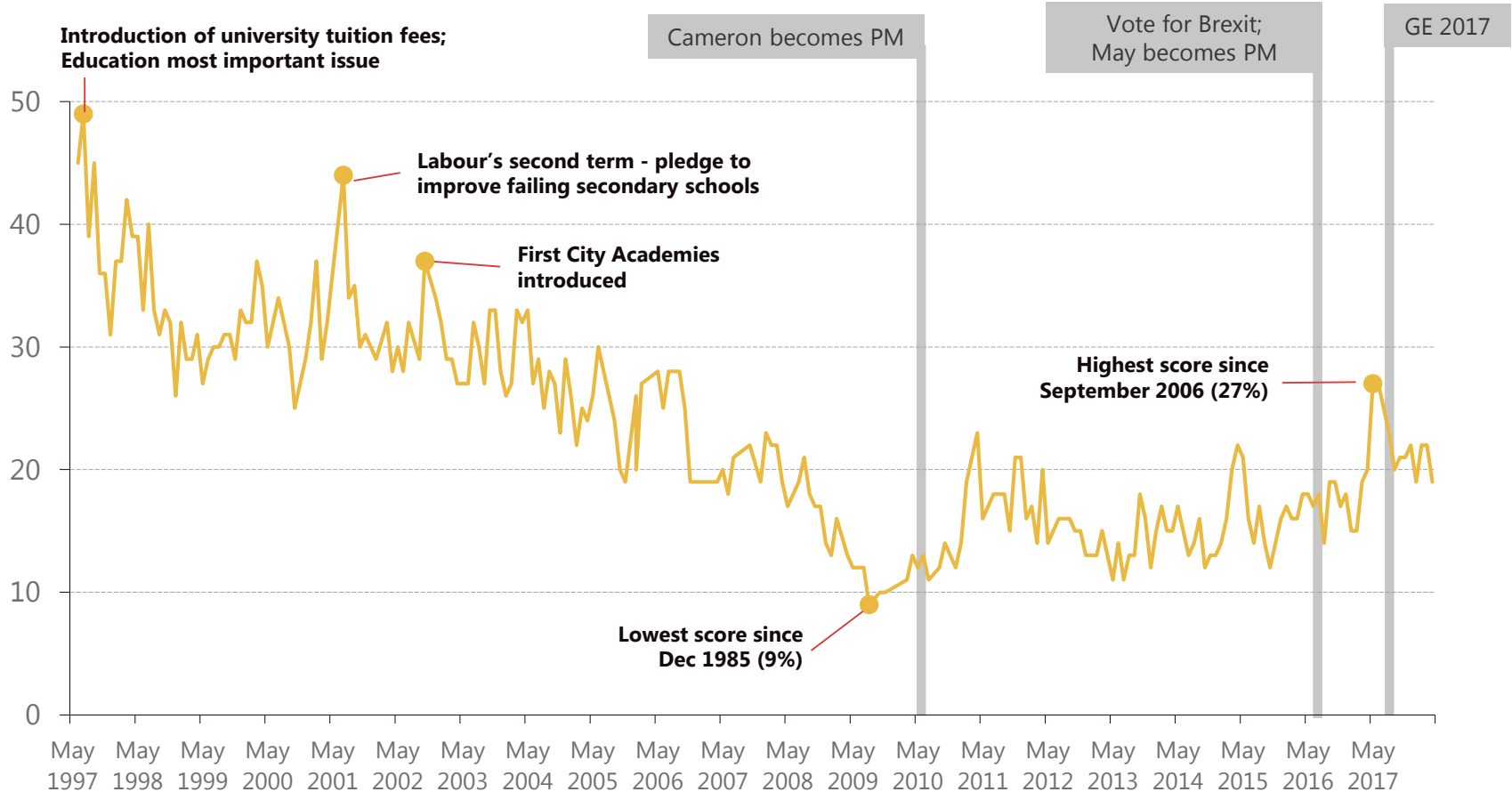
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

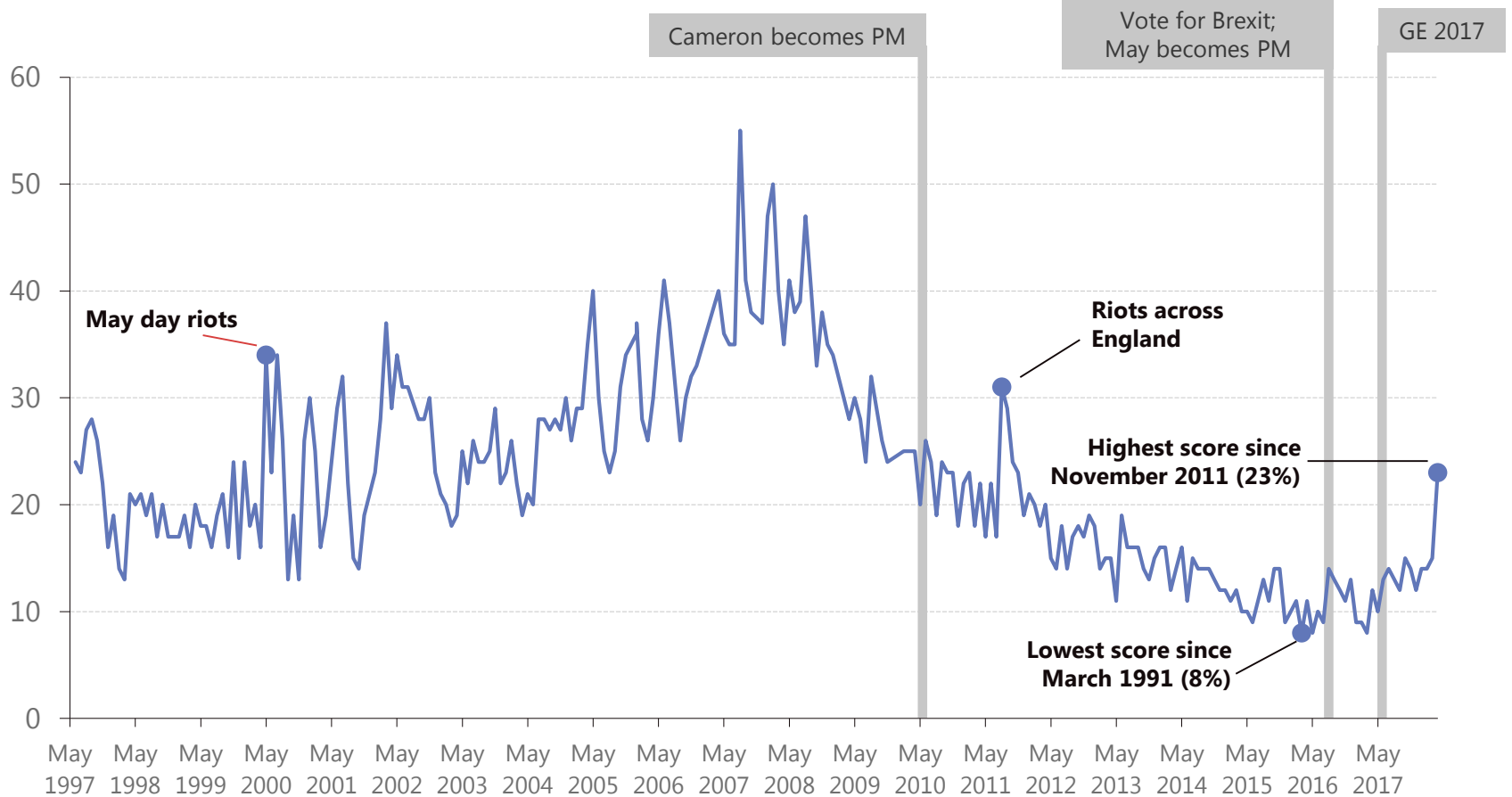
Source: Ipsos MORI Issues Index

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

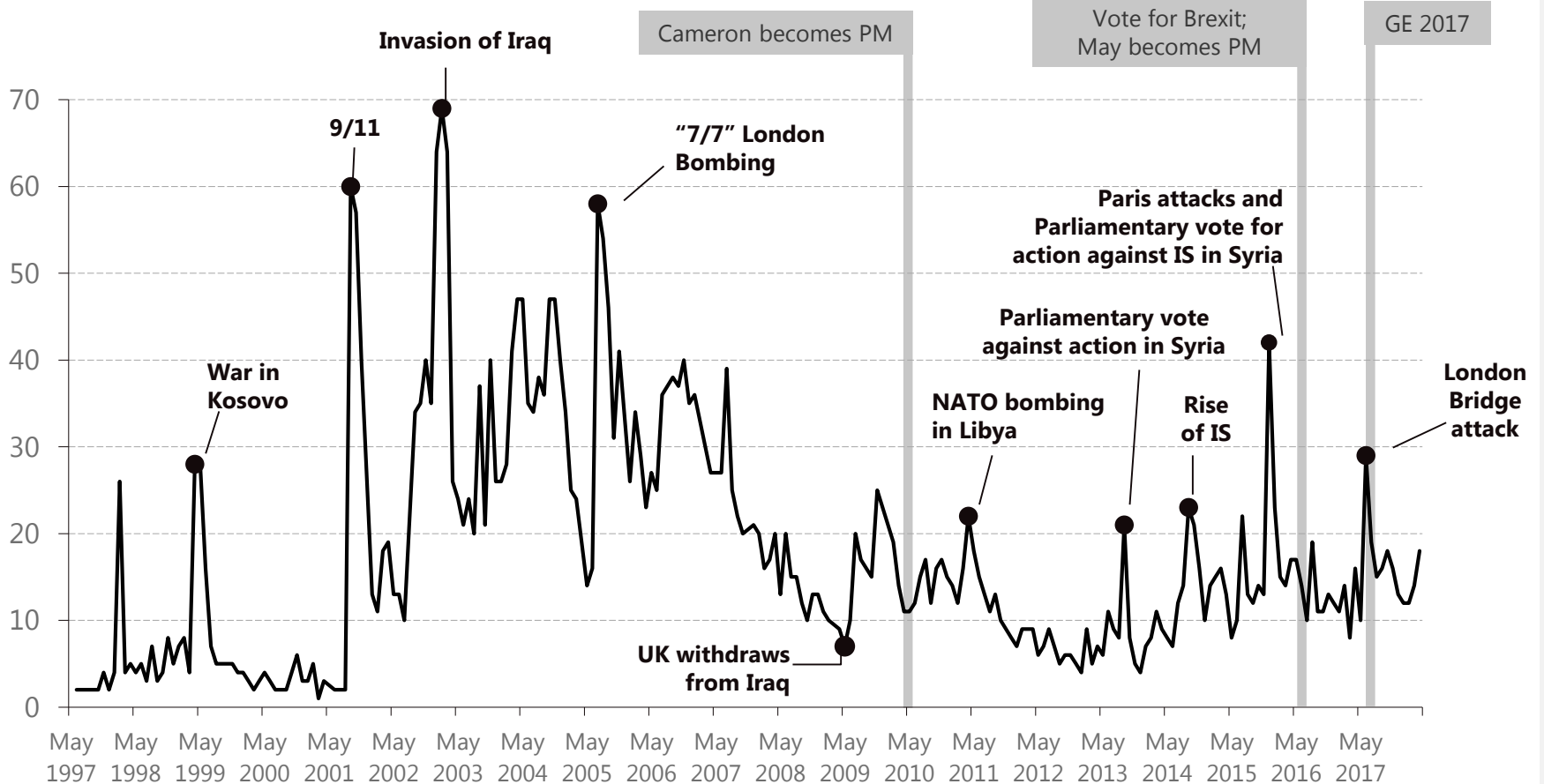
Source: Ipsos MORI Issues Index

Issues Facing Britain:

Defence / Foreign Affairs / International terrorism

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

14



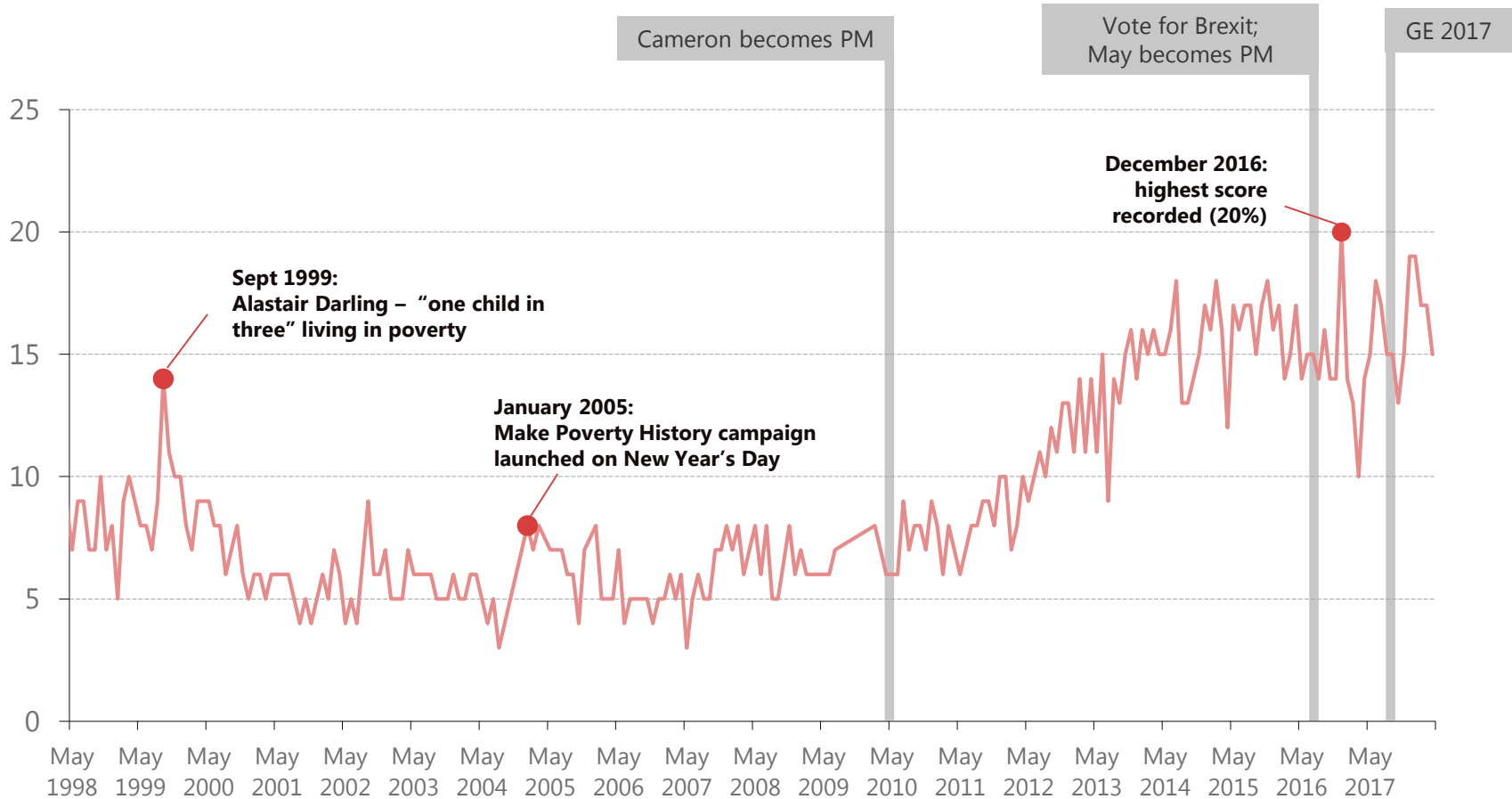
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

15



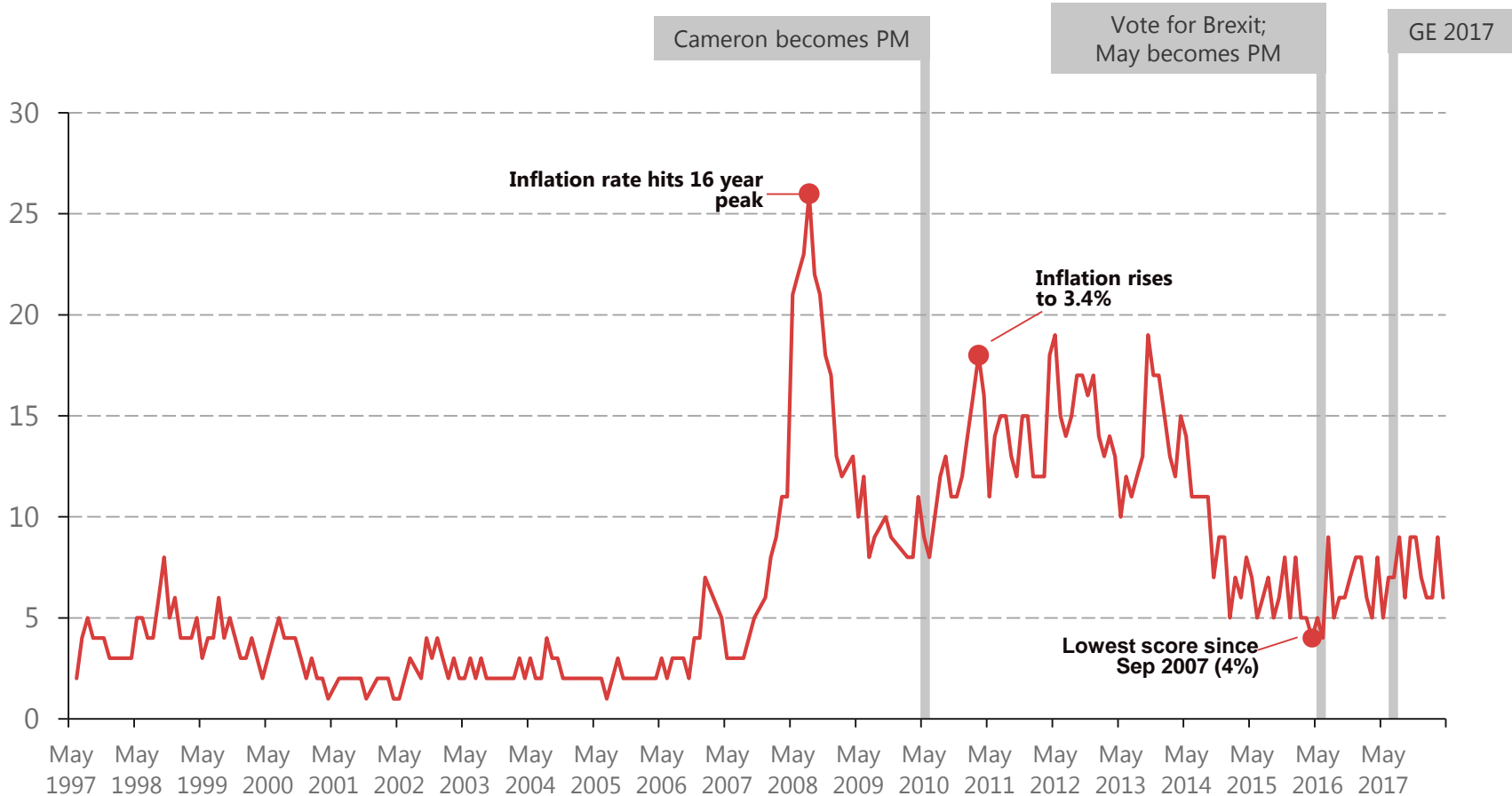
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

16



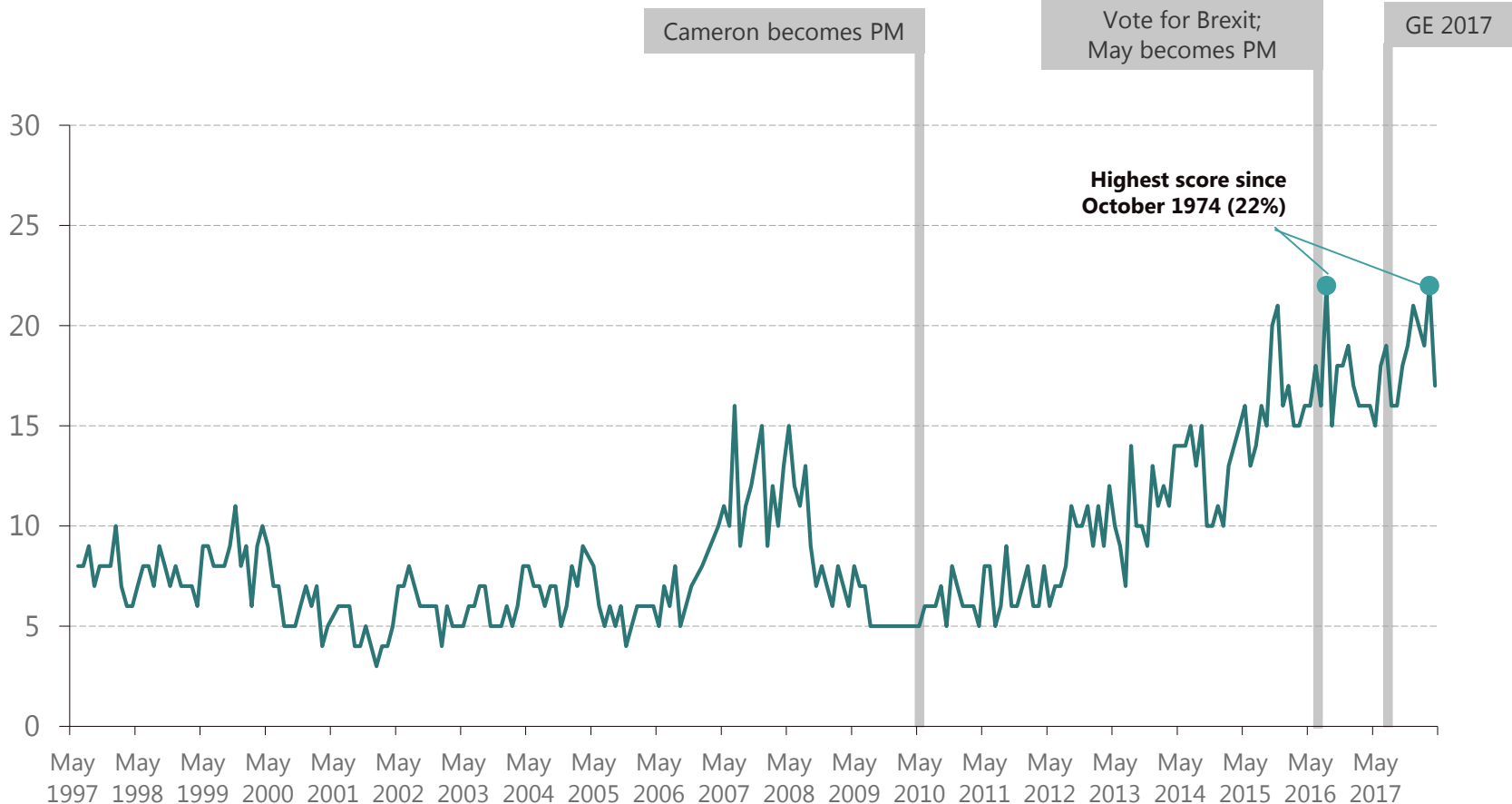
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

17



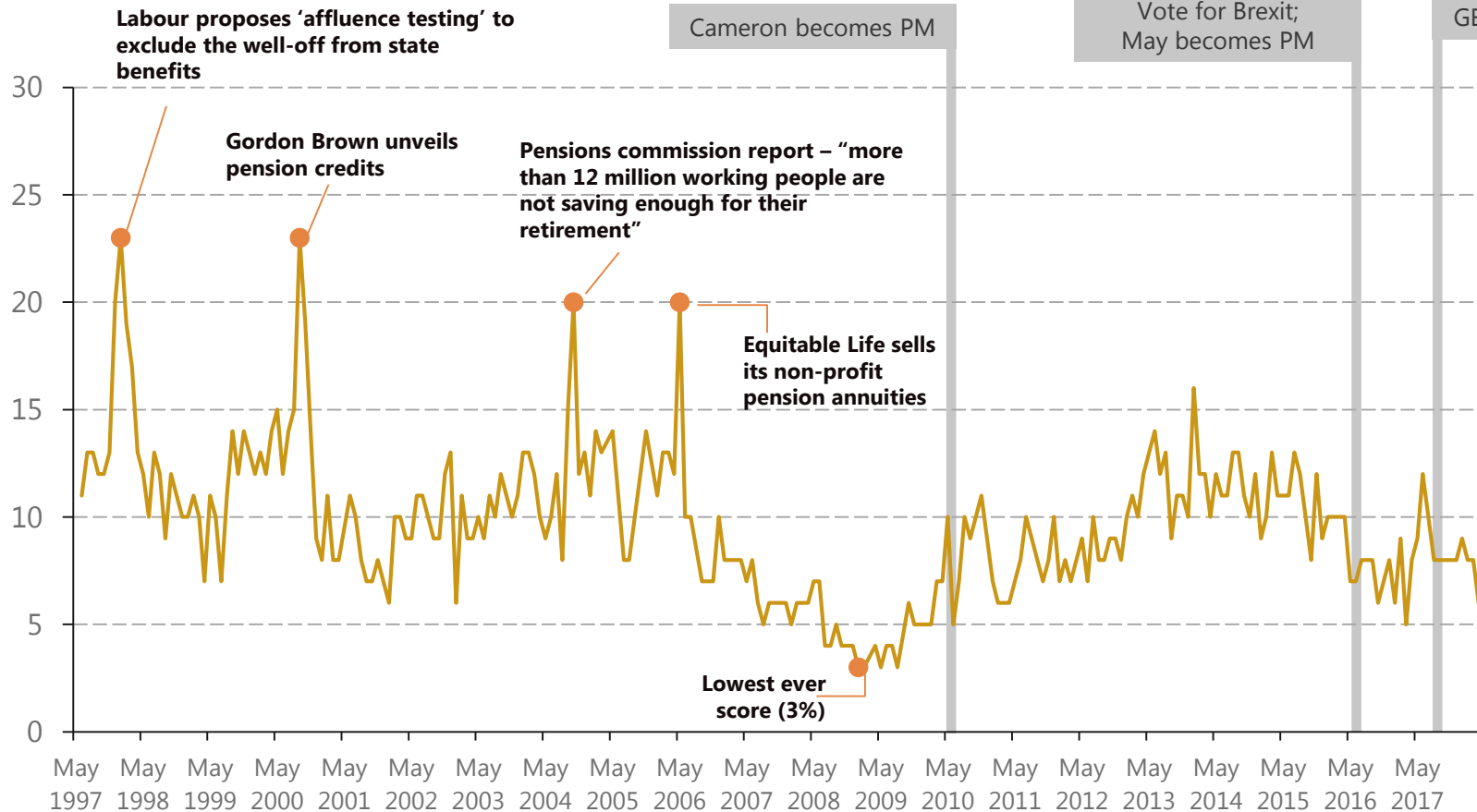
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



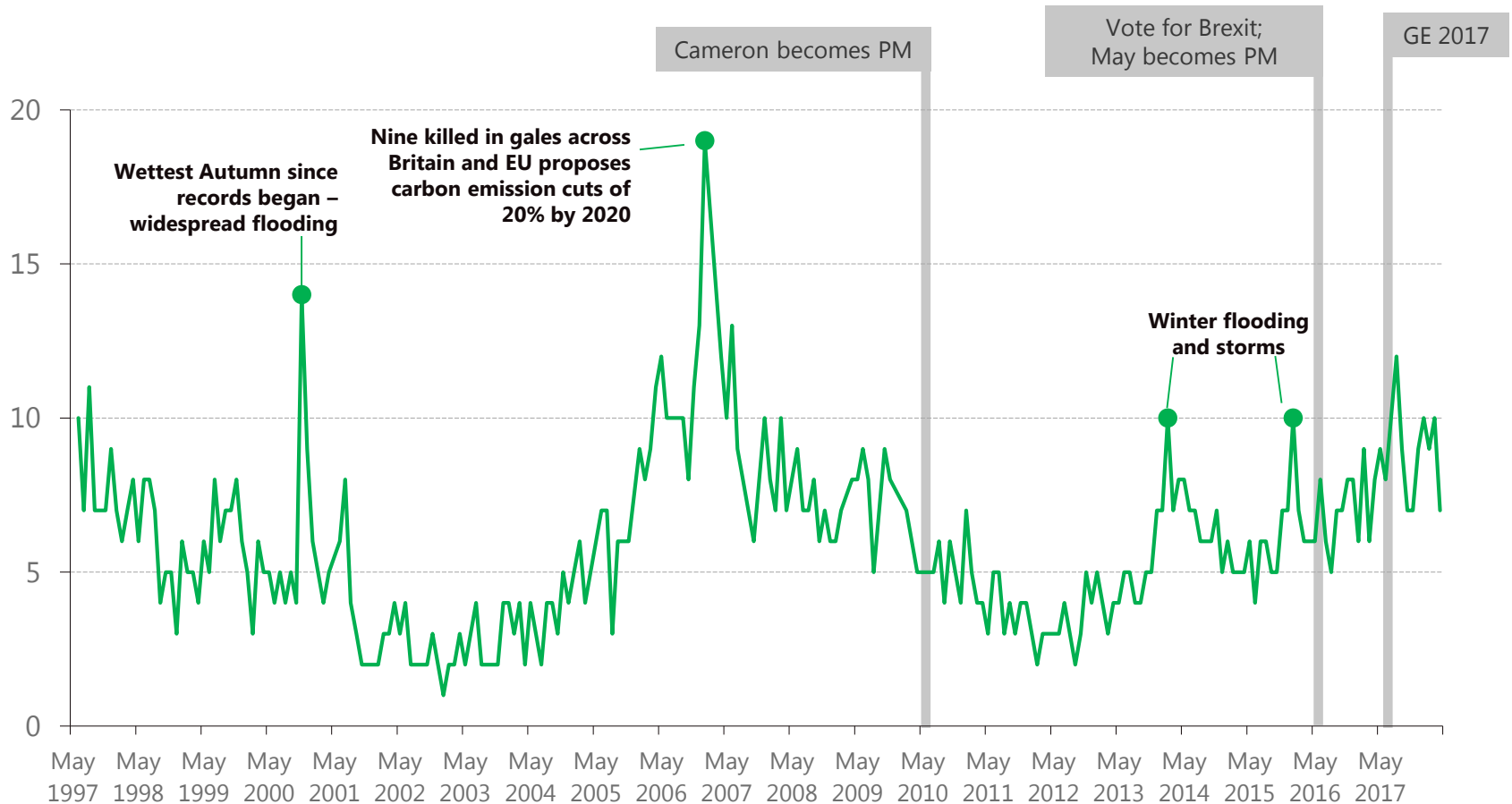
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

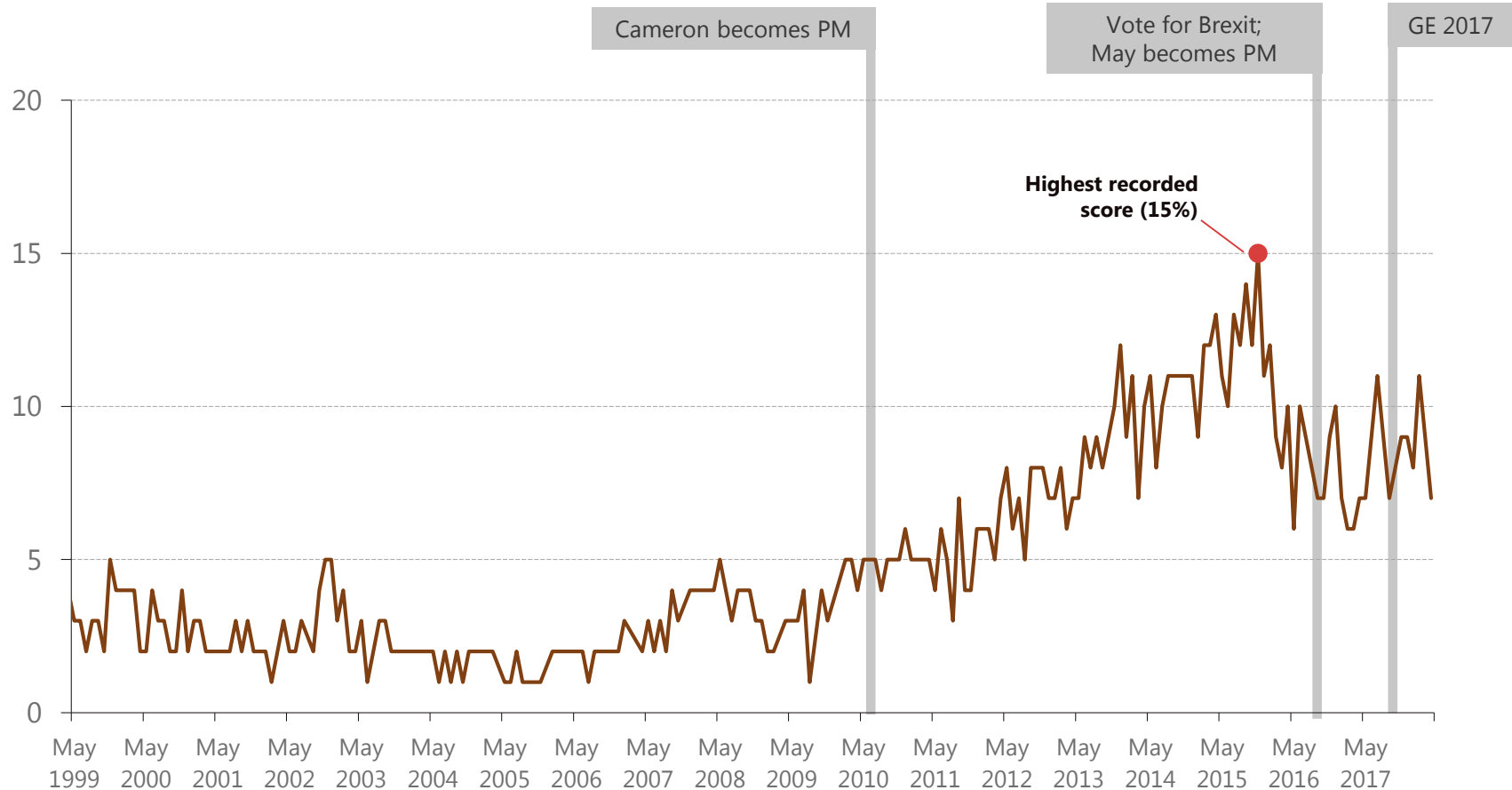
Source: Ipsos MORI Issues Index

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

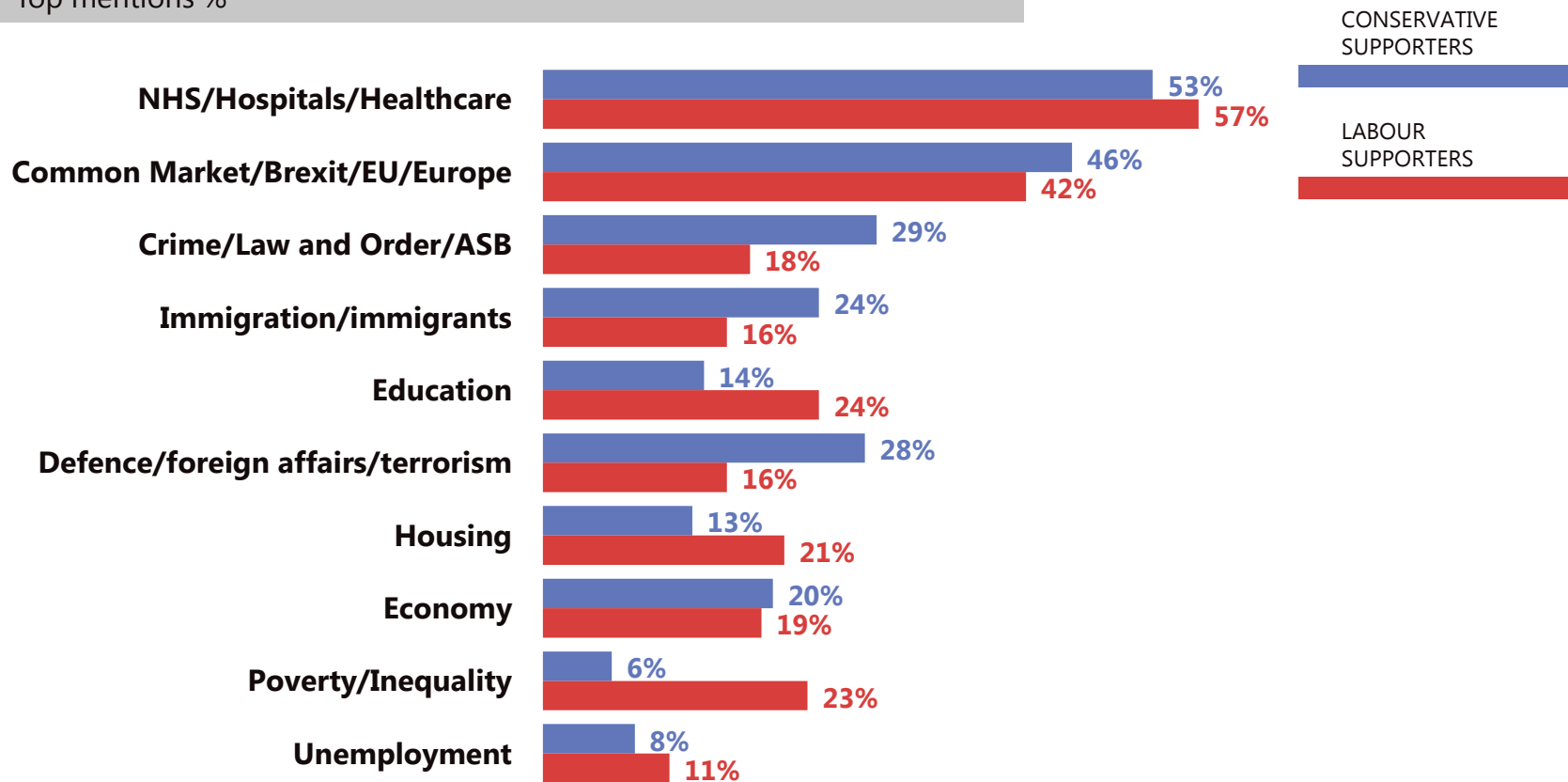
Source: Ipsos MORI Issues Index

Issues Facing Britain: Party support

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

21

Top mentions %



Base: 1,001 British adults 18+, 6 – 24 April 2018

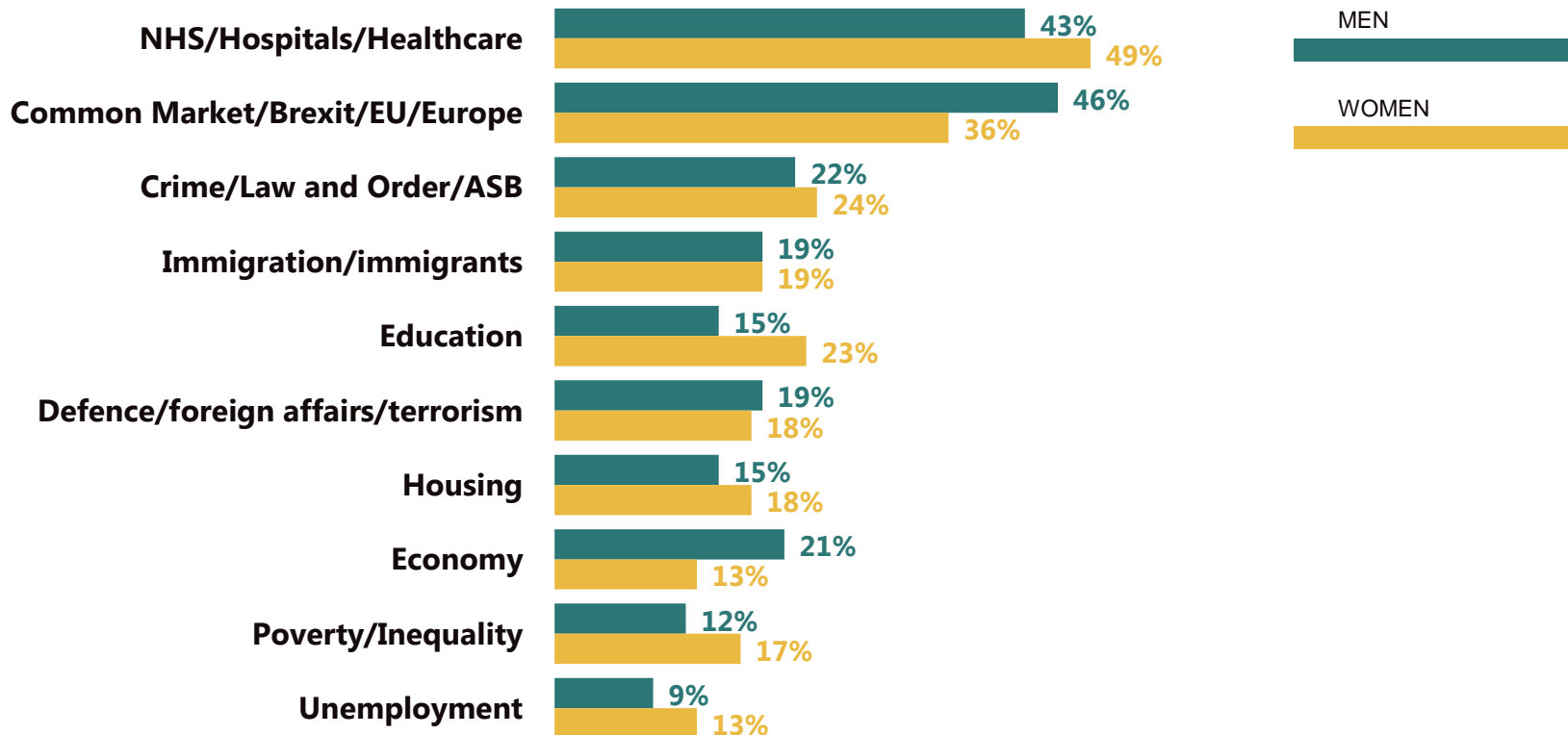
Source: Ipsos MORI Issues Index

Issues Facing Britain: Men and women

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

22

Top mentions %



Base: 1,001 British adults 18+, 6 – 24 April 2018

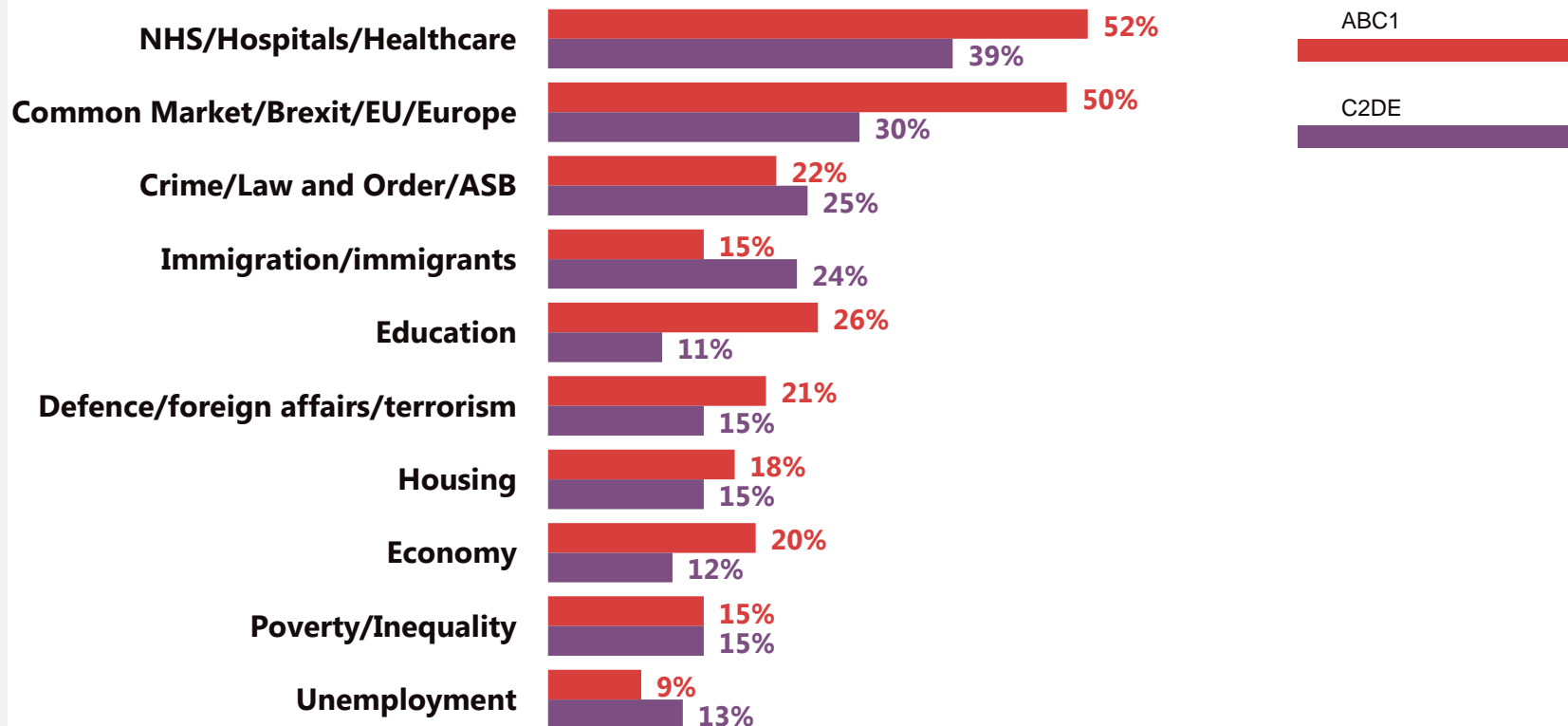
Source: Ipsos MORI Issues Index

Issues Facing Britain: Social grade

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

23

Top mentions %



Base: 1,001 British adults 18+, 6 – 24 April 2018

Source: Ipsos MORI Issues Index

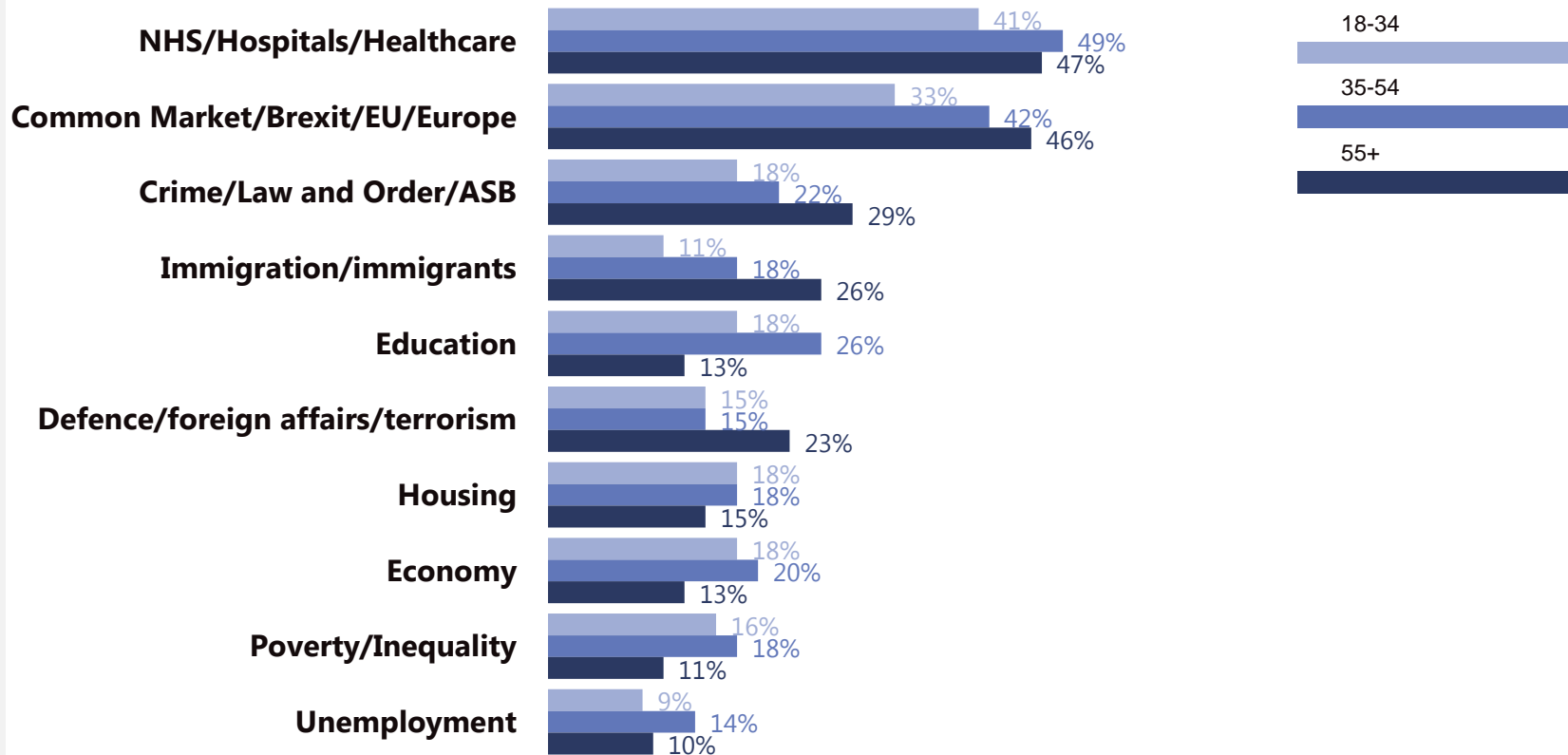
Issues Facing Britain:

Age group

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

24

Top mentions %

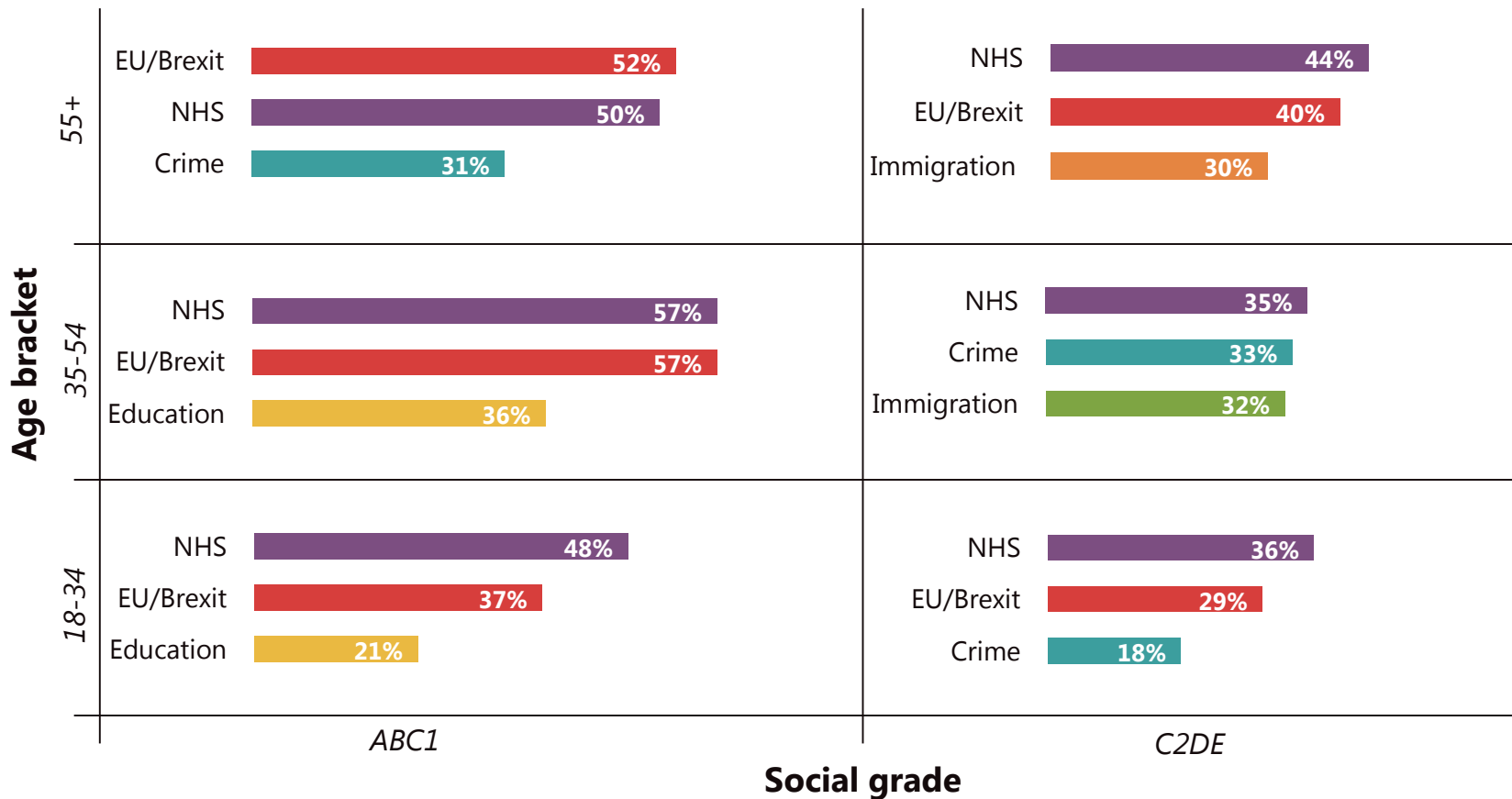


Base: 1,001 British adults 18+, 6 – 24 April 2018

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



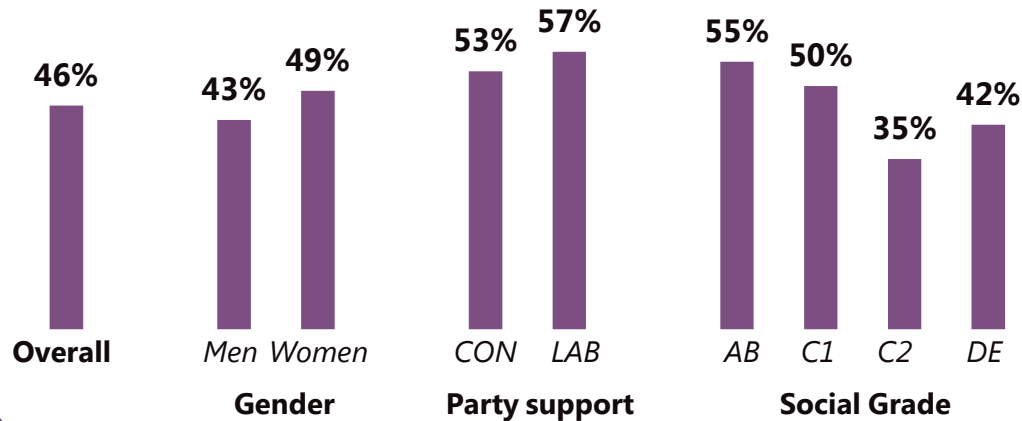
Base: 1,001 British adults 18+, 6 – 24 April 2018

Source: Ipsos MORI Issues Index

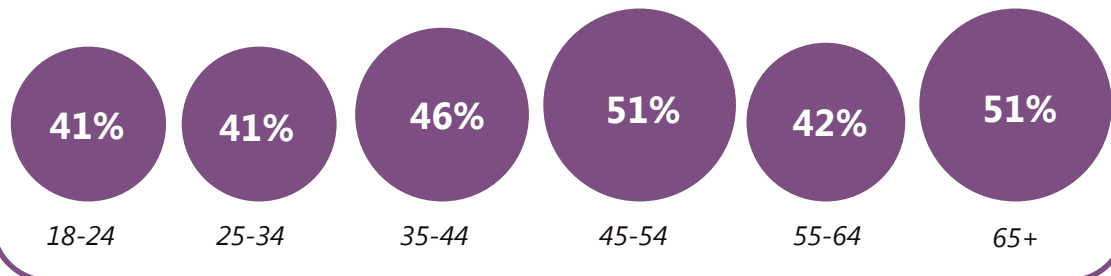
Issues Facing Britain: Concern about the NHS by subgroup

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

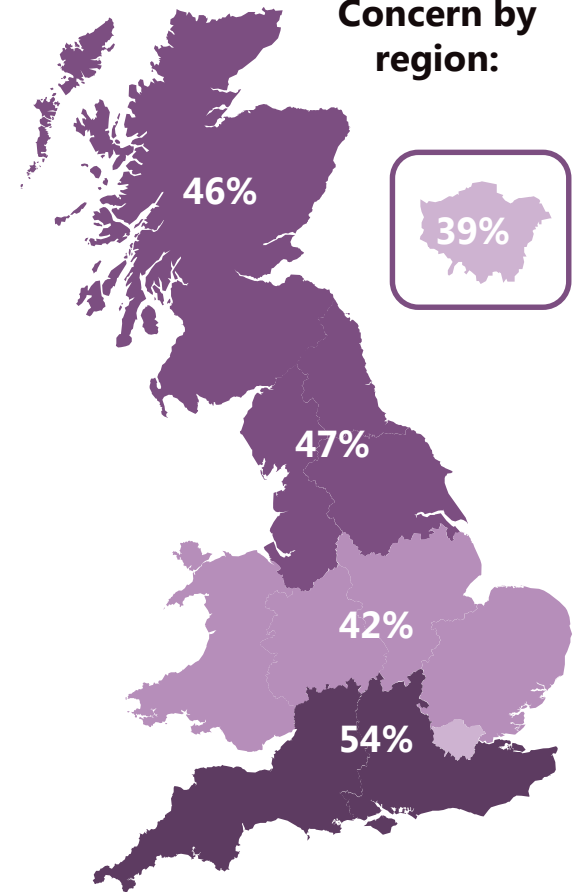
Concern about the NHS by key demographic groups:



Concern about the NHS by age group:



Concern by region:



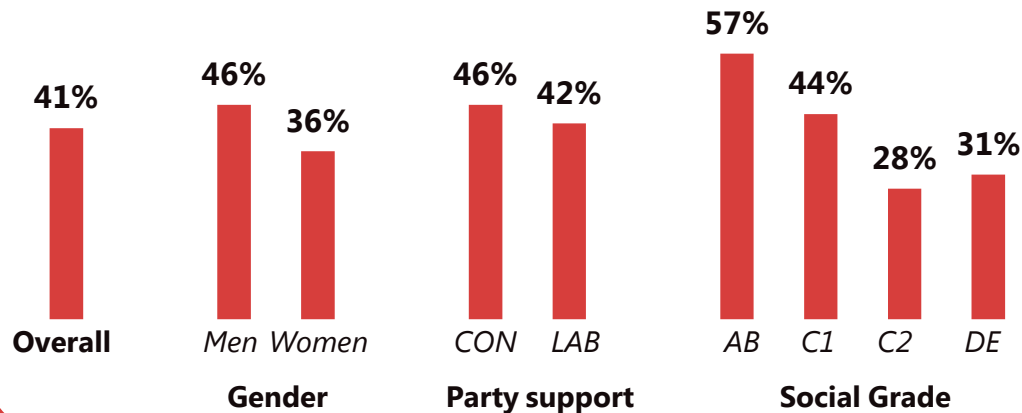
Base: 1,001 British adults 18+, 6 – 24 April 2018

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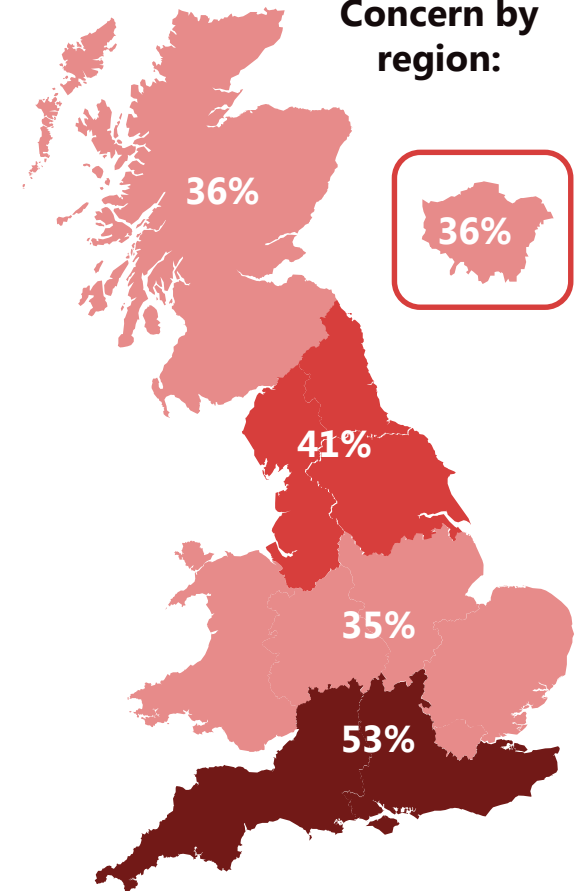
Issues Facing Britain: Concern about Brexit/EU by subgroup

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

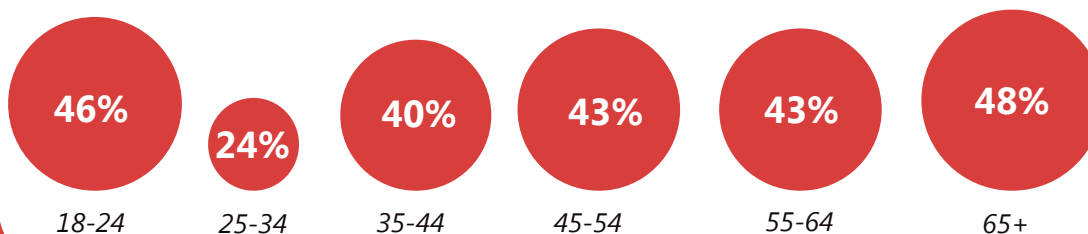
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



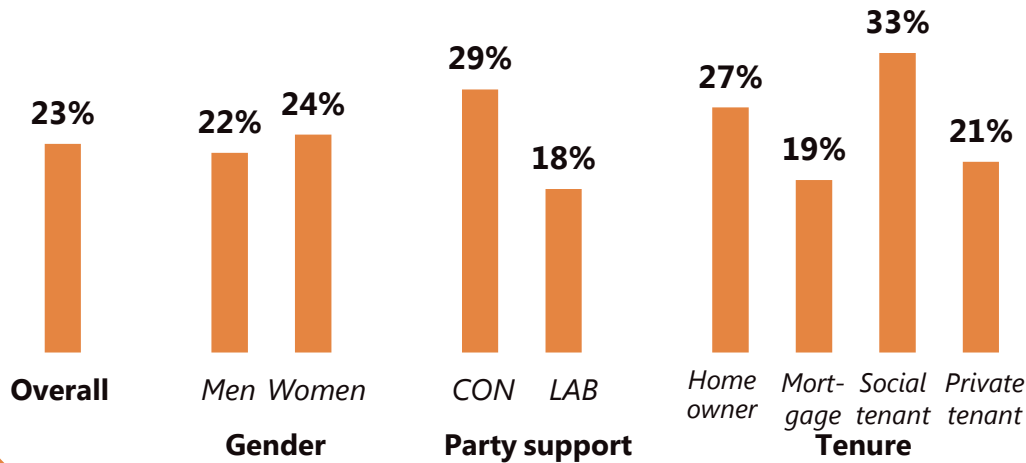
Base: 1,001 British adults 18+, 6 – 24 April 2018

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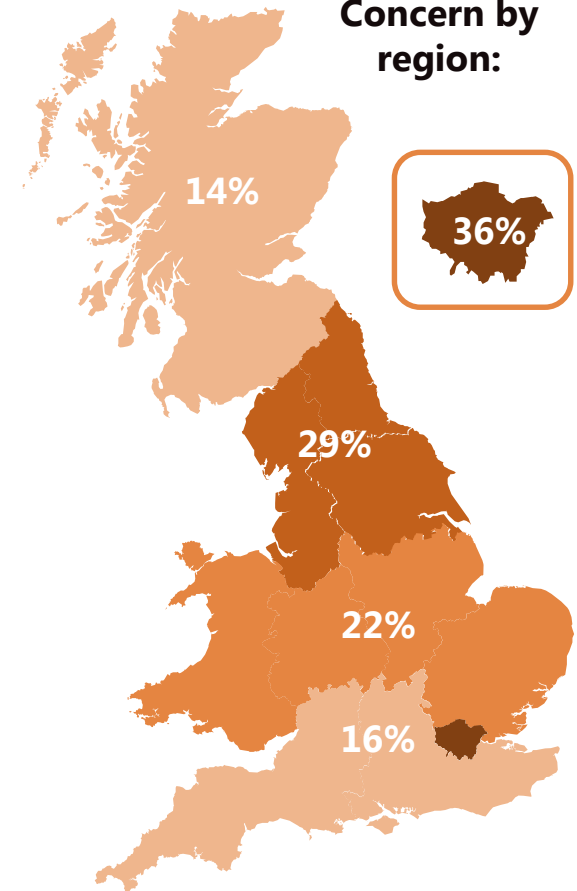
Issues Facing Britain: Concern about crime by subgroup

What do you see as the most/other important issues facing Britain today? *Crime/Law and Order/ASB*

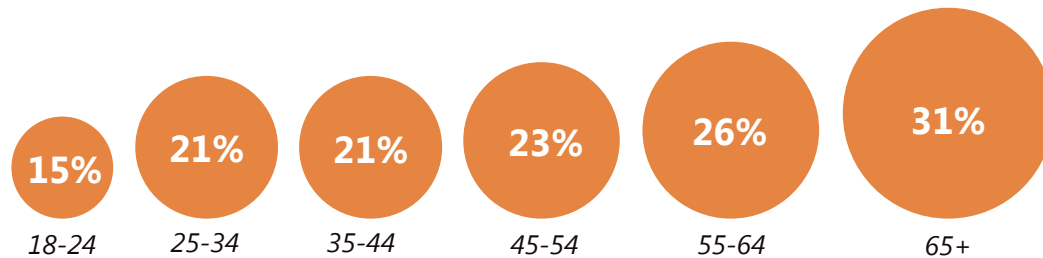
Concern about crime by key demographic groups:



Concern by region:



Concern about crime by age group:



Base: 1,001 British adults 18+, 6 – 24 April 2018

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