



**IPSOS MORI ISSUES INDEX**

**July 2018**

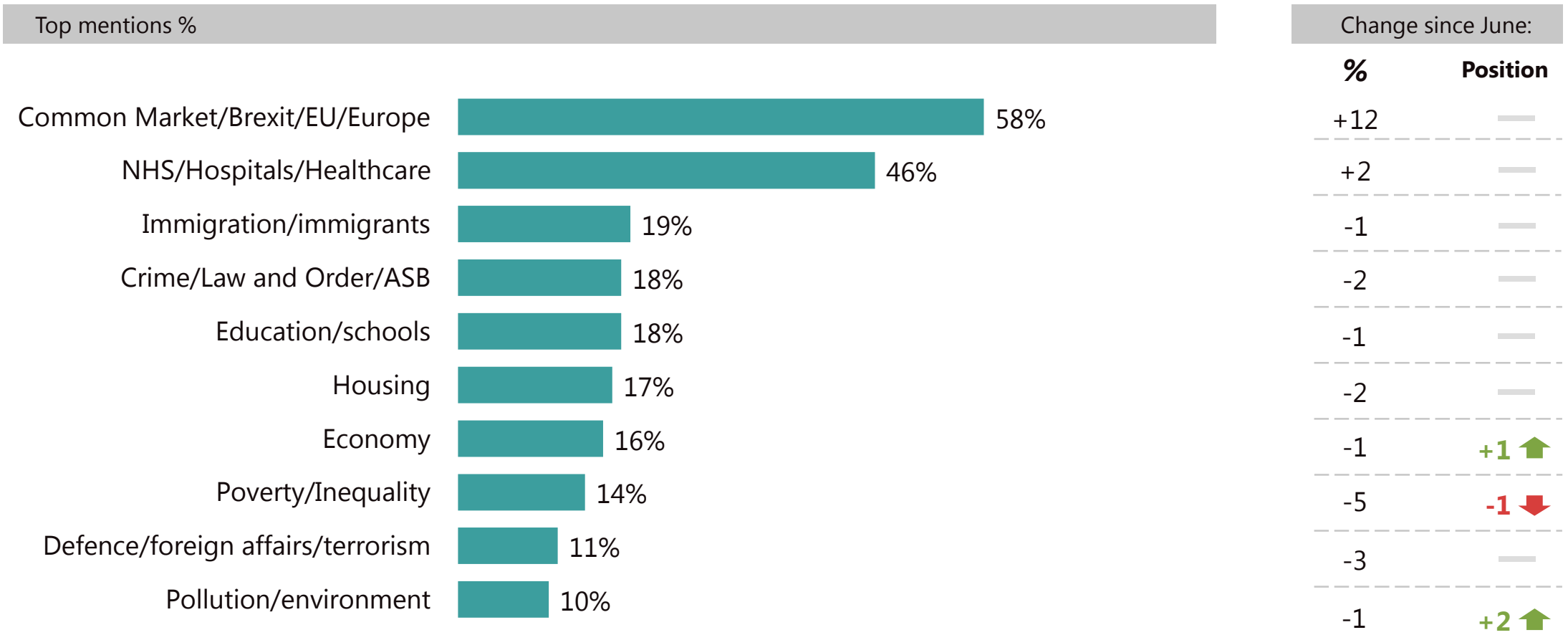
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[Michael.Clemence@ipsos.com](mailto:Michael.Clemence@ipsos.com)  
020 7347 3000





# Issues Facing Britain – July

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



Base: 1,027 British adults 18+, 6 – 16 July 2018

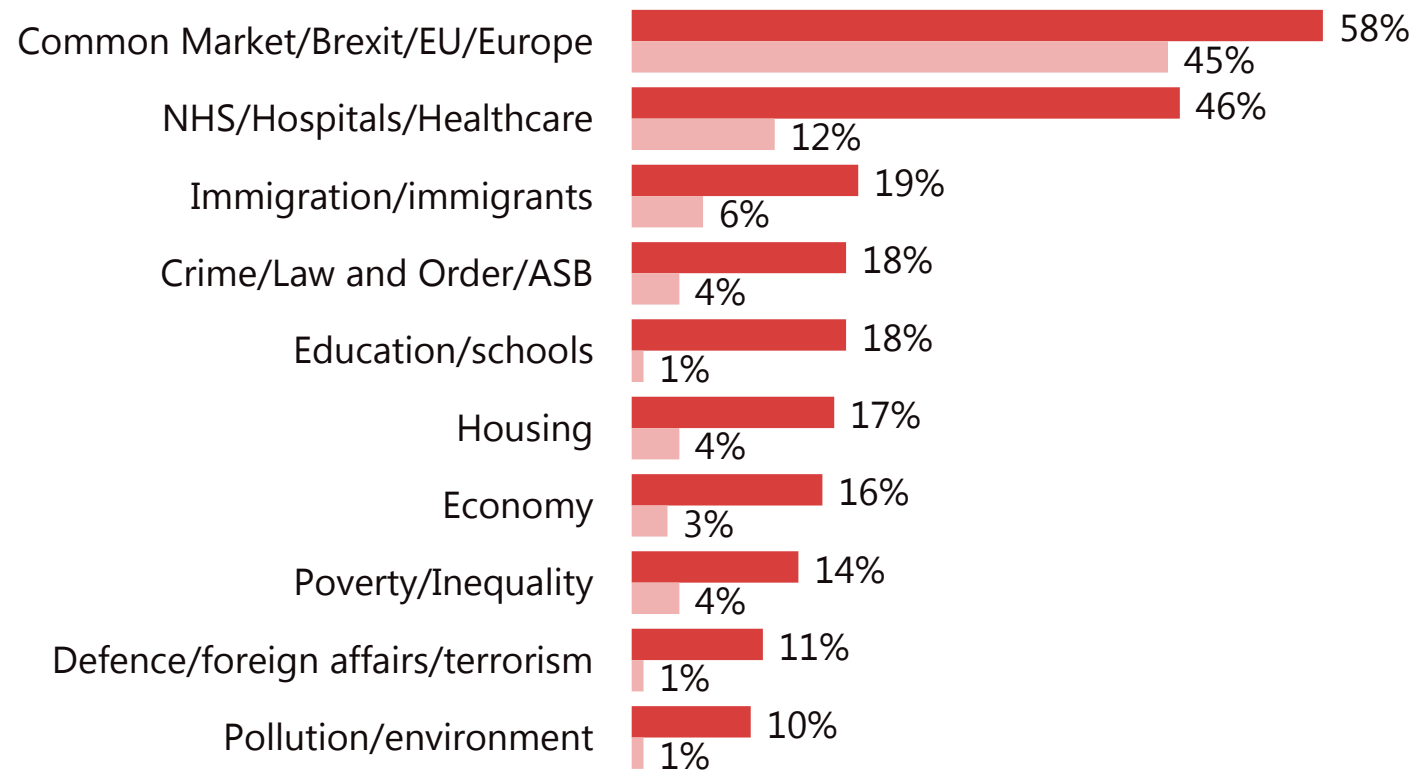
Source: Ipsos MORI Issues Index

# Issues Facing Britain – June

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

3

Top mentions %



MOST/OTHER  
IMPORTANT ISSUES

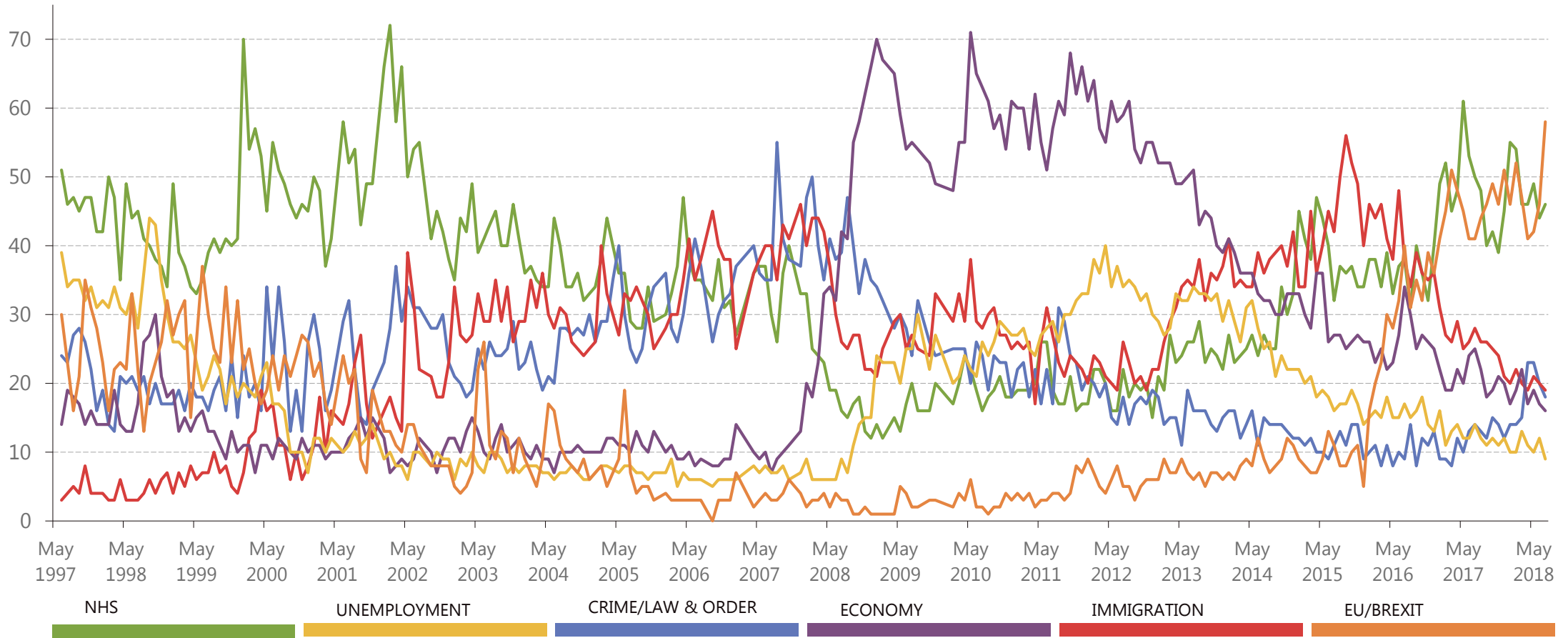
MOST IMPORTANT ISSUE

Base: 1,027 British adults 18+, 6 – 16 July 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?

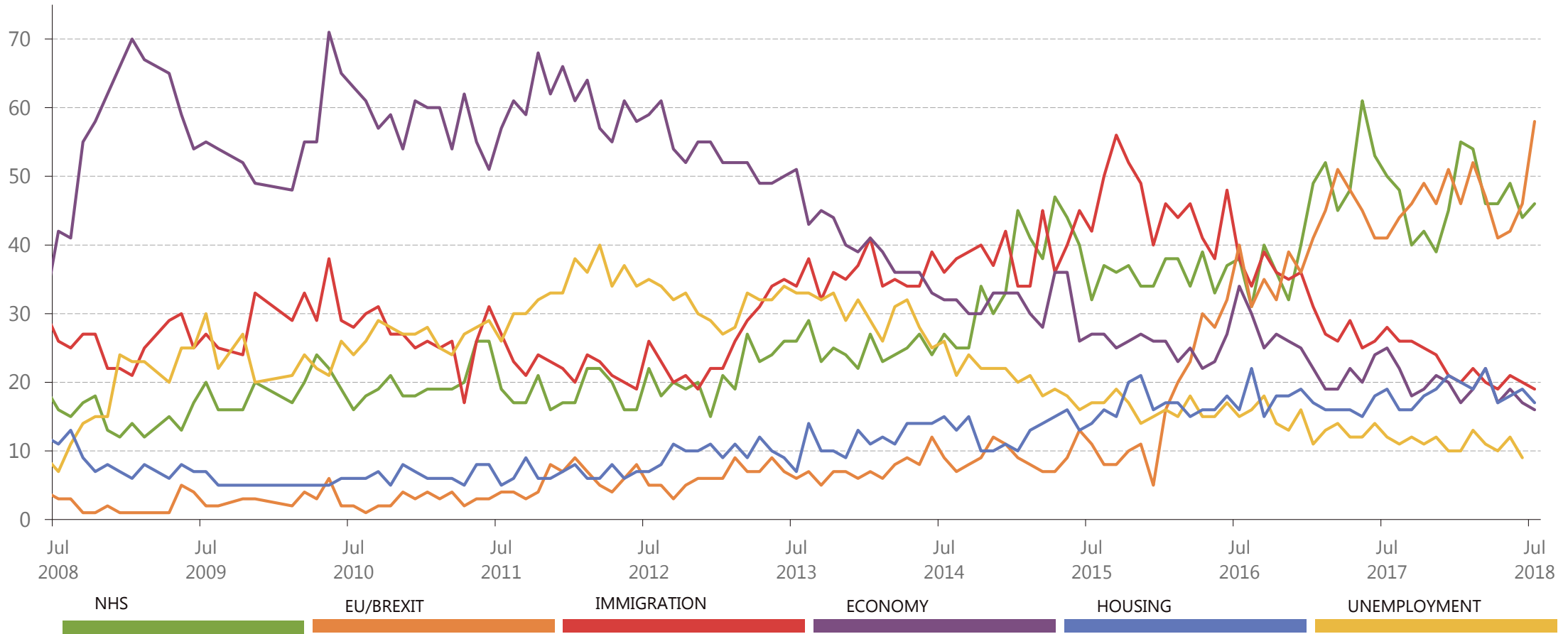


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Ten Year Trends

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

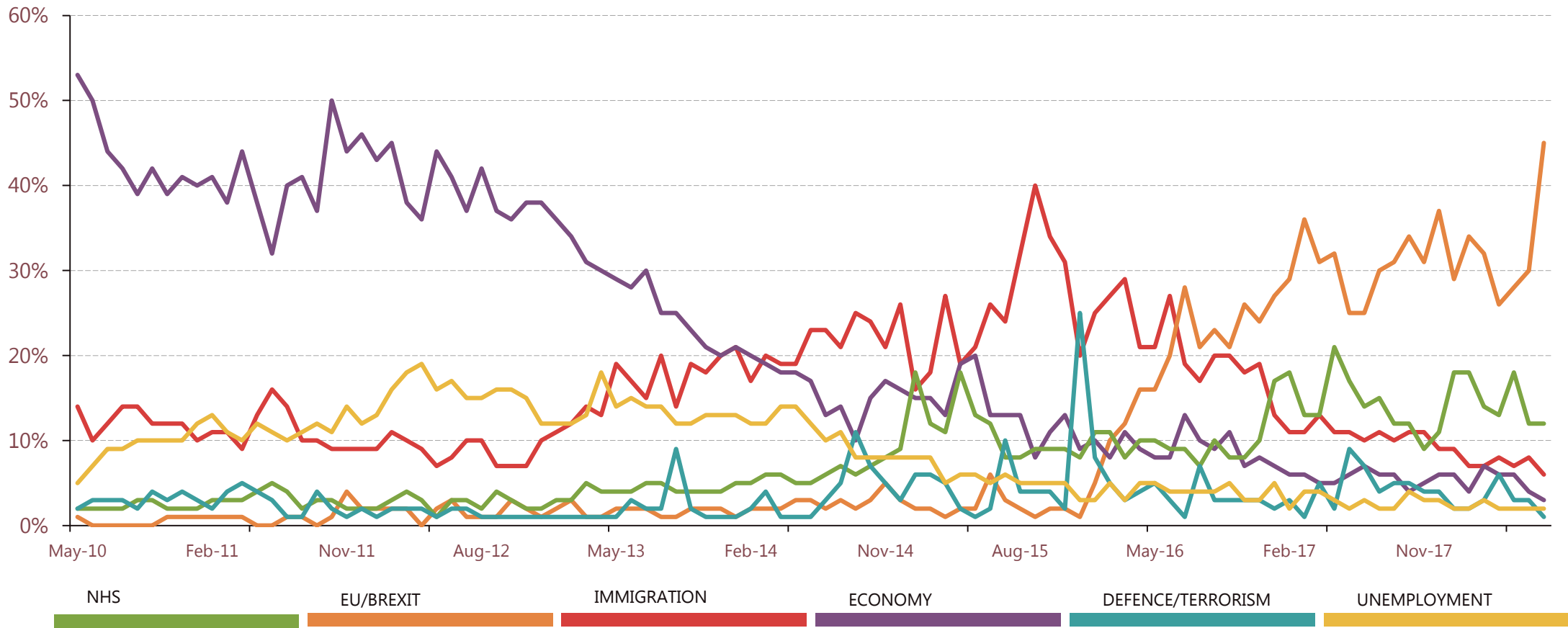


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

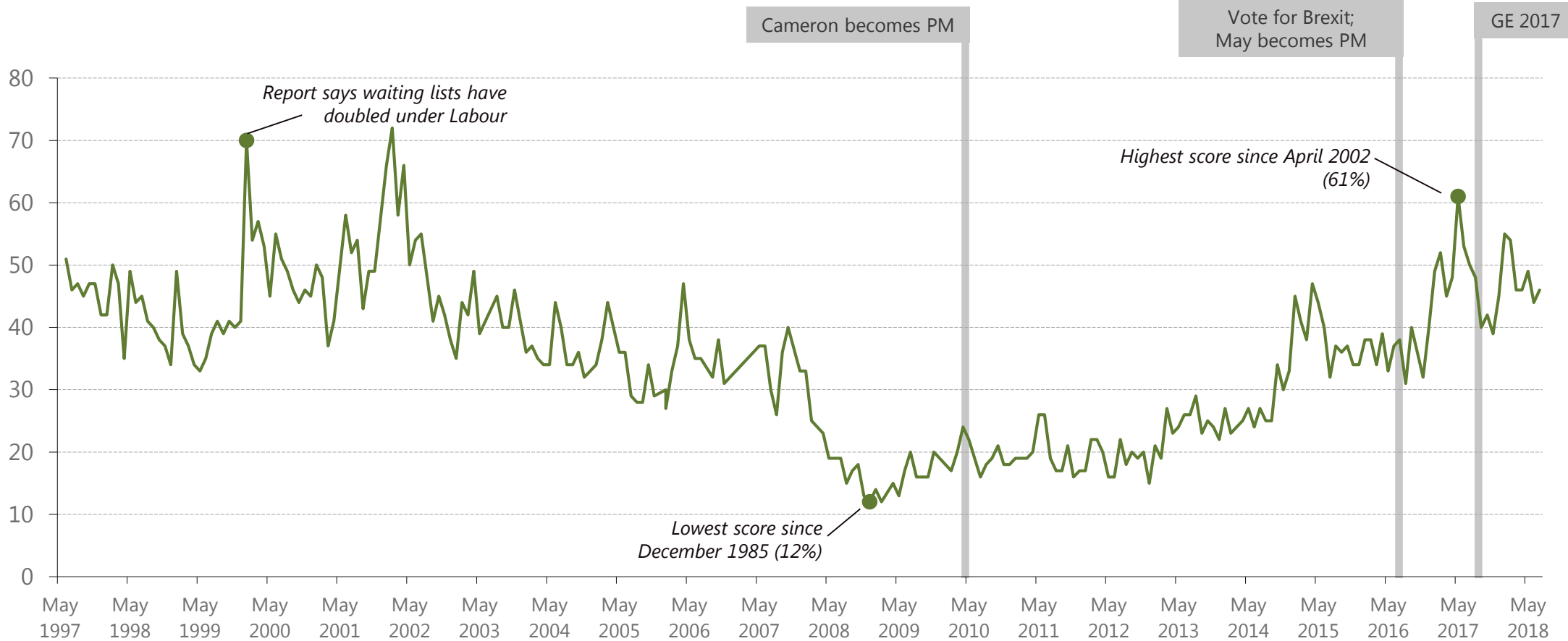


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

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

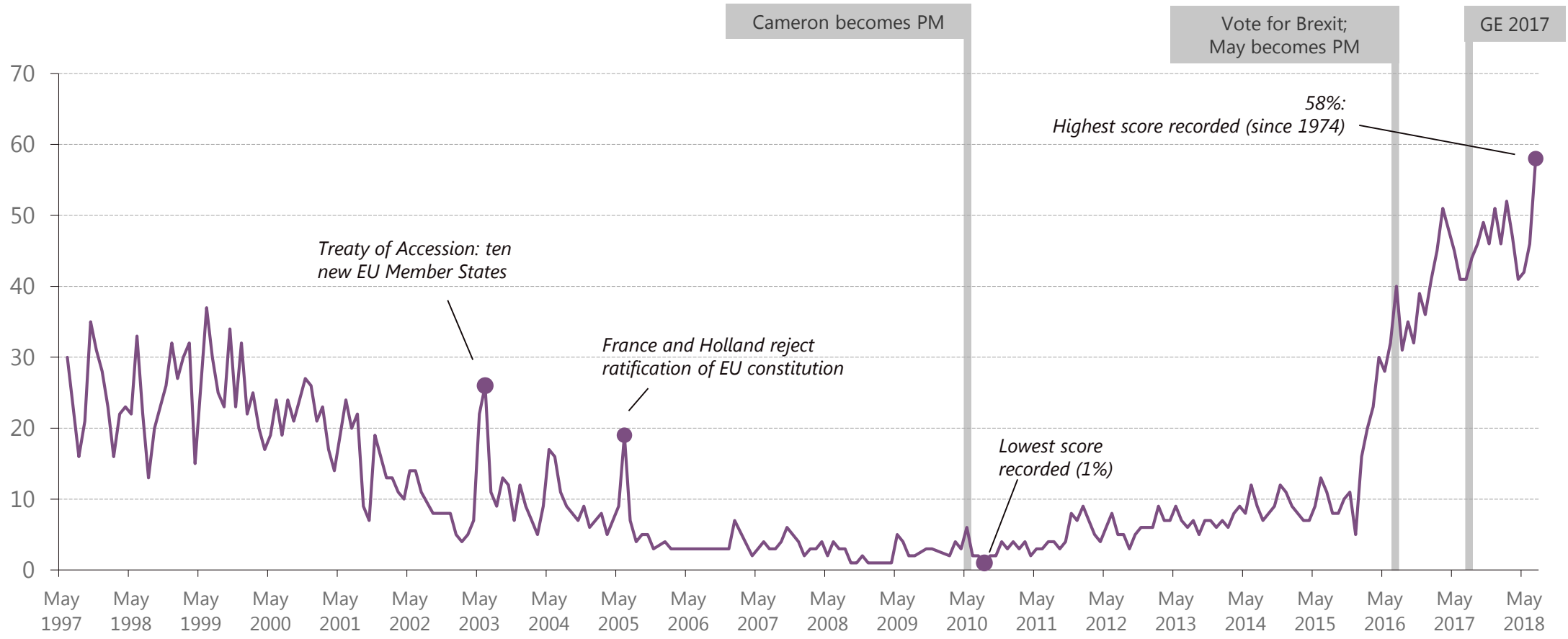


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



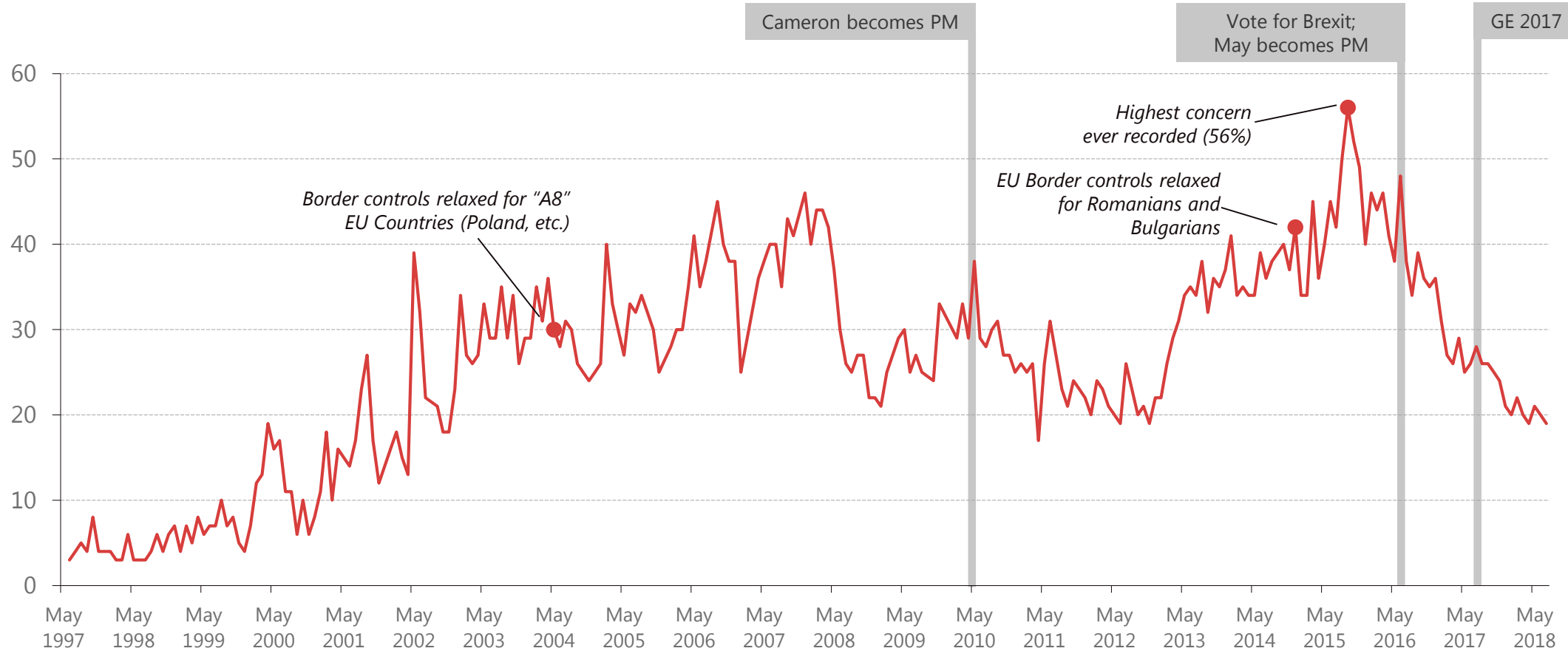
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Issues Facing Britain: Immigration / Immigrants

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



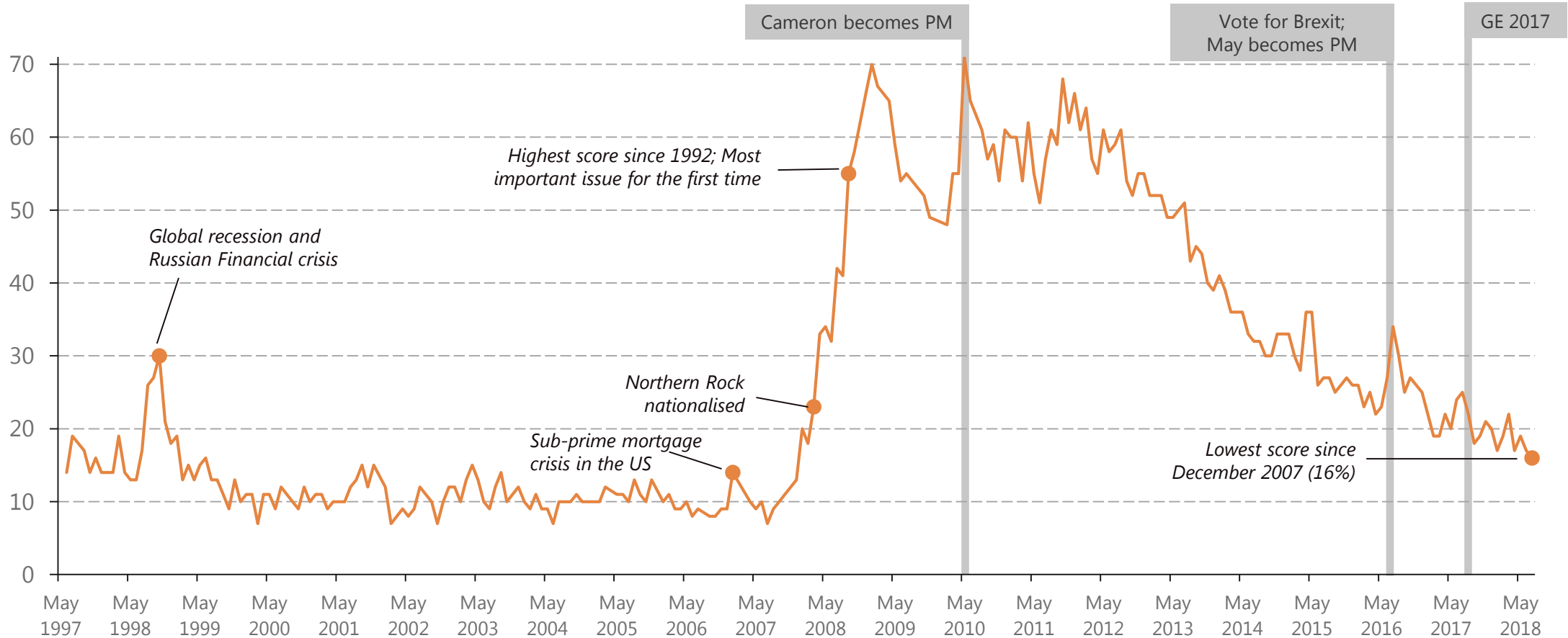
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
NB Until Sept 2014 the code was race relations/immigration/immigrants

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



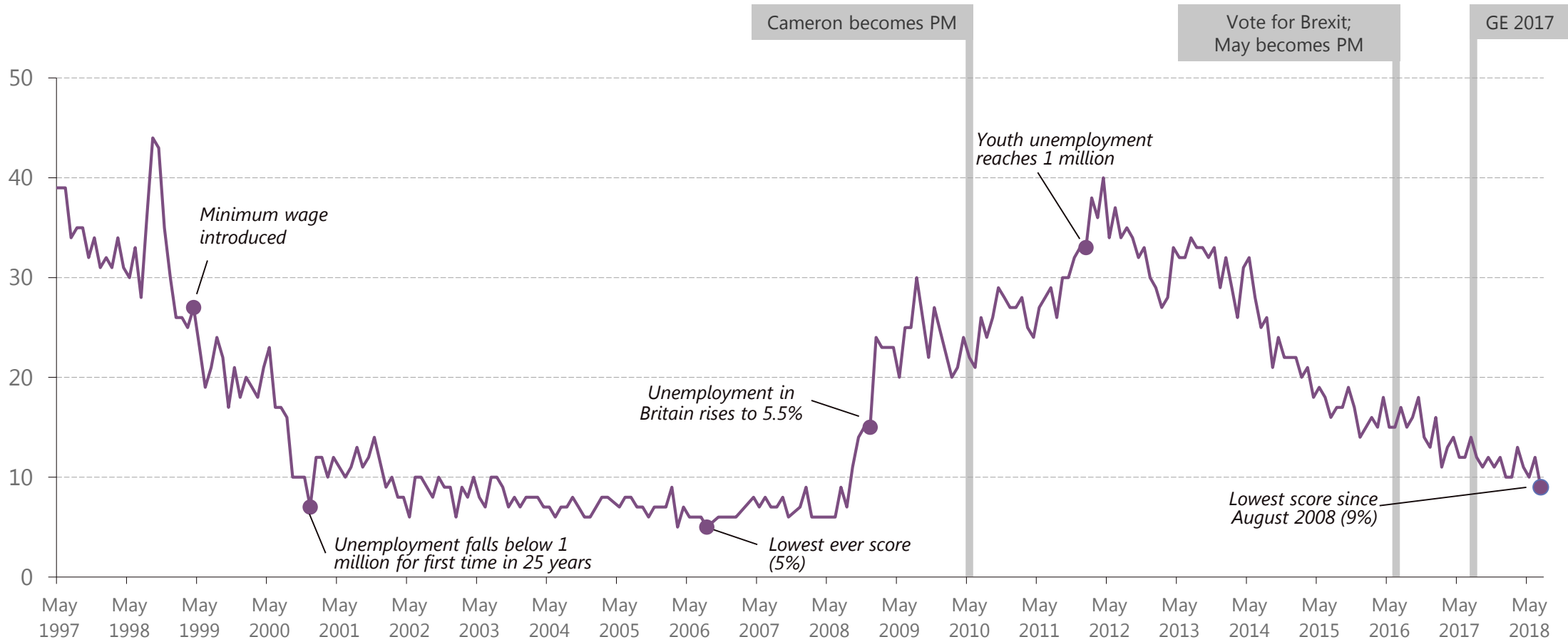
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

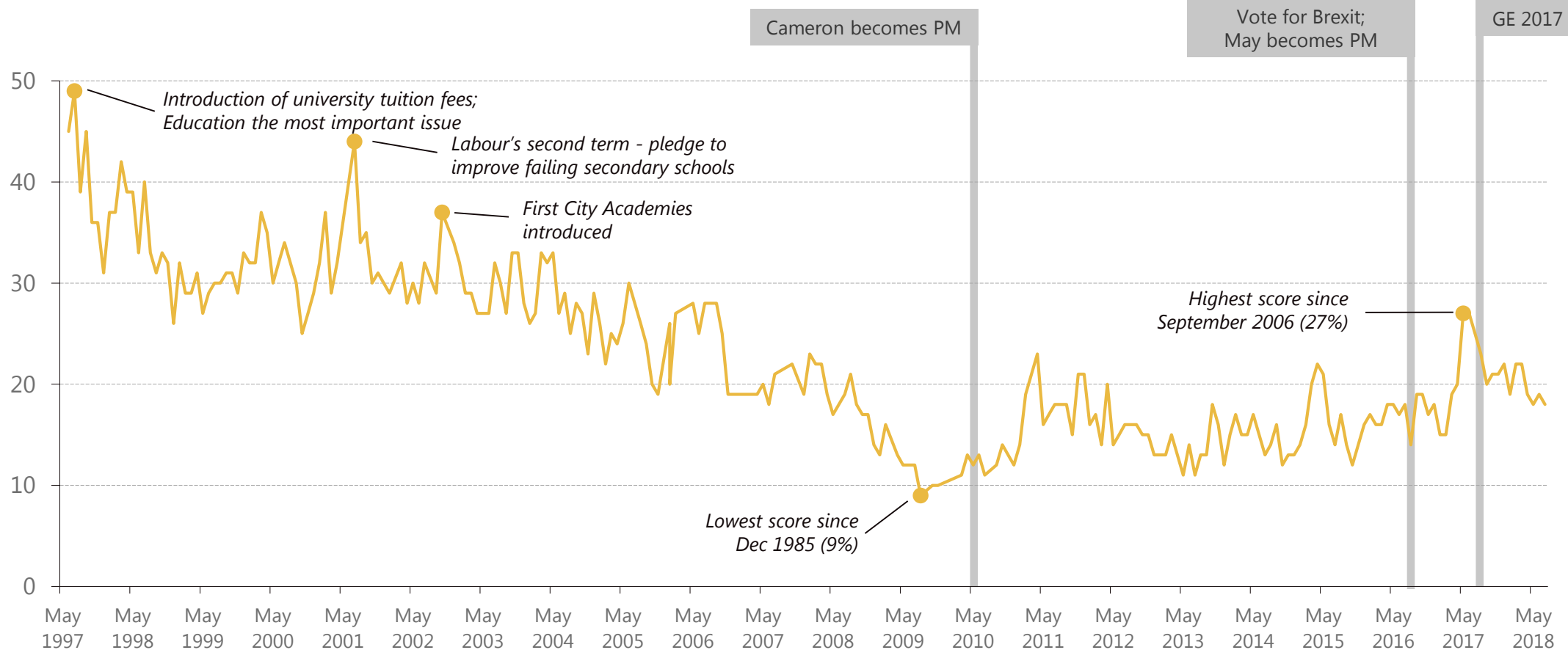


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Education / Schools

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



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

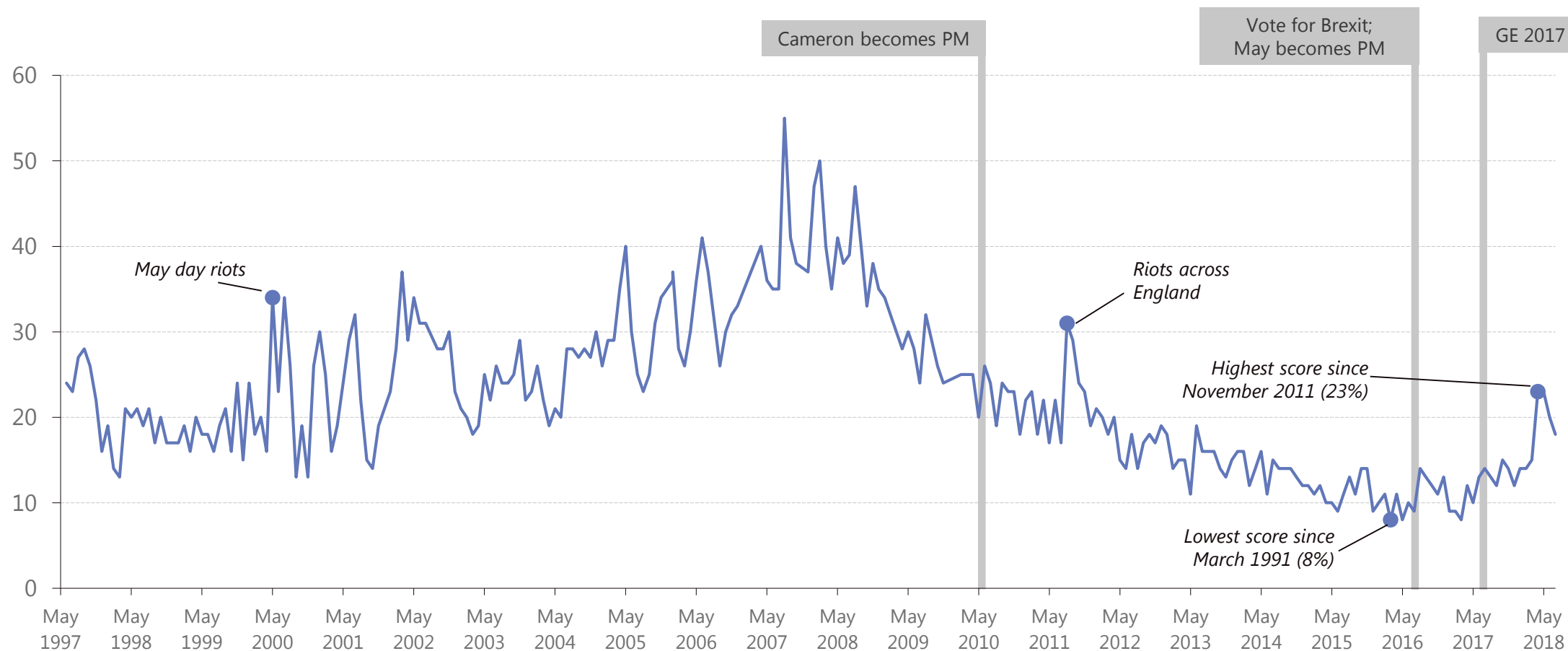
Source: Ipsos MORI Issues Index



# Issues Facing Britain:

## Crime / Law & Order / Violence / Vandalism / ASB

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



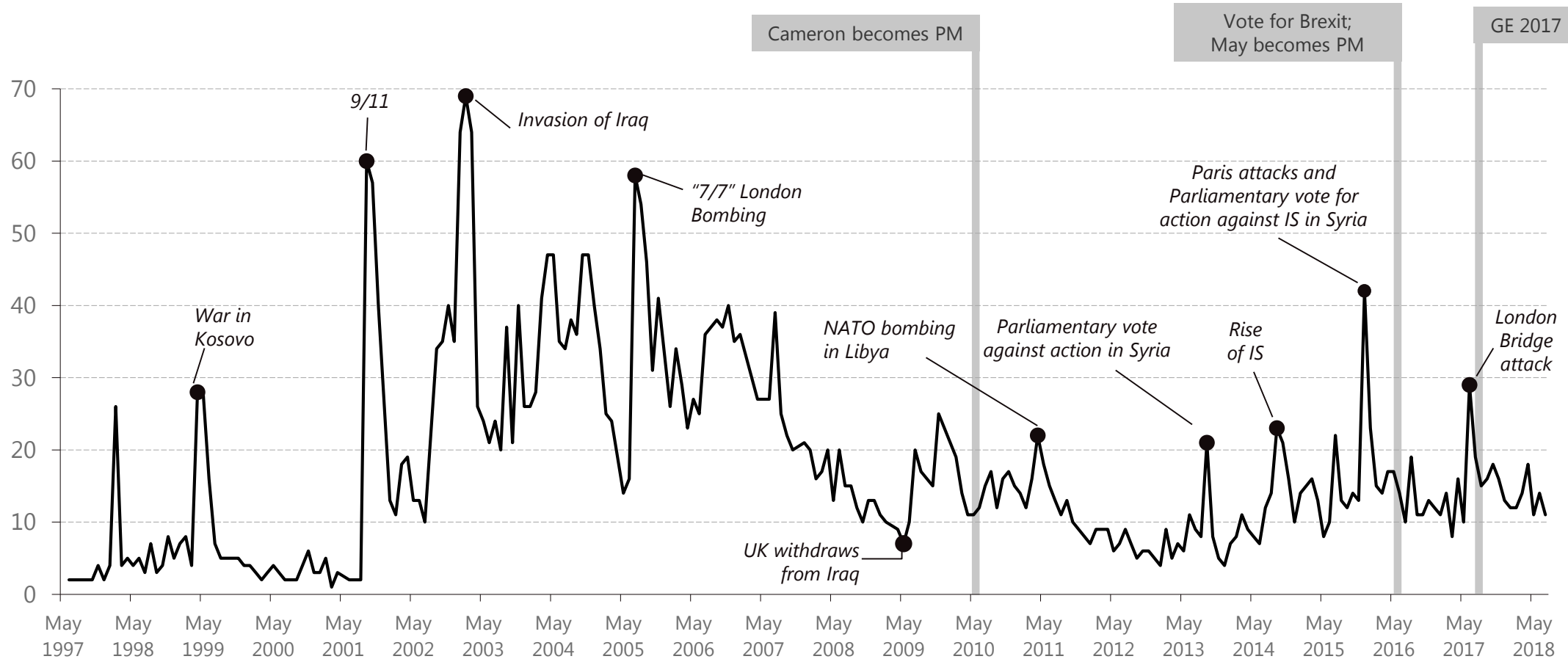
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



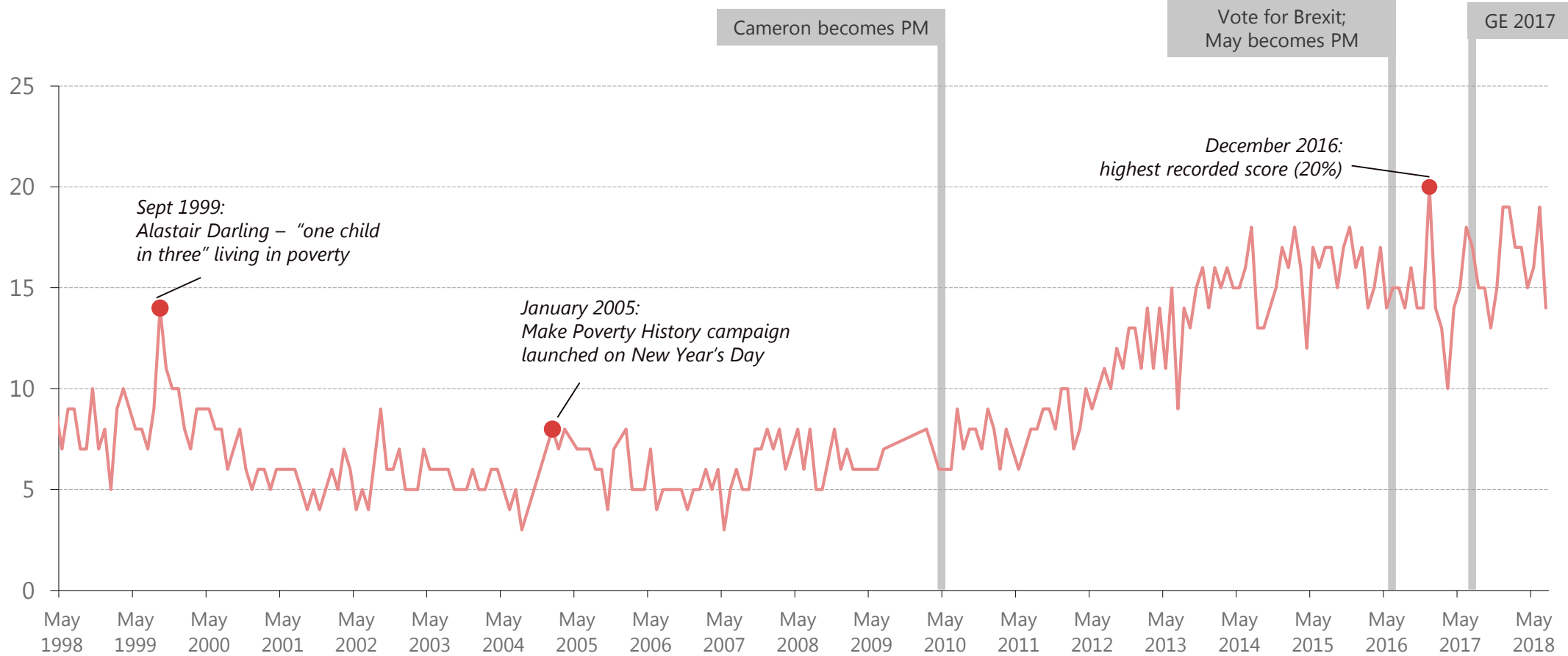
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

15

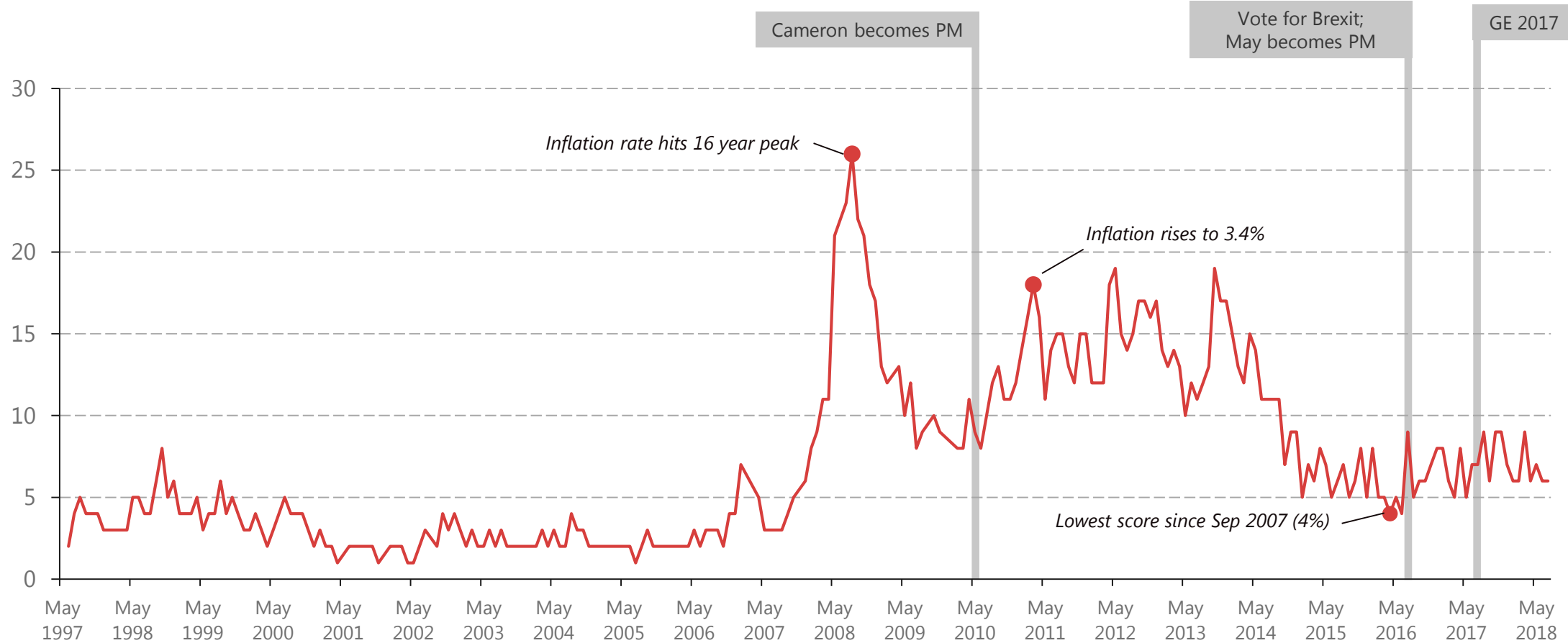


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

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



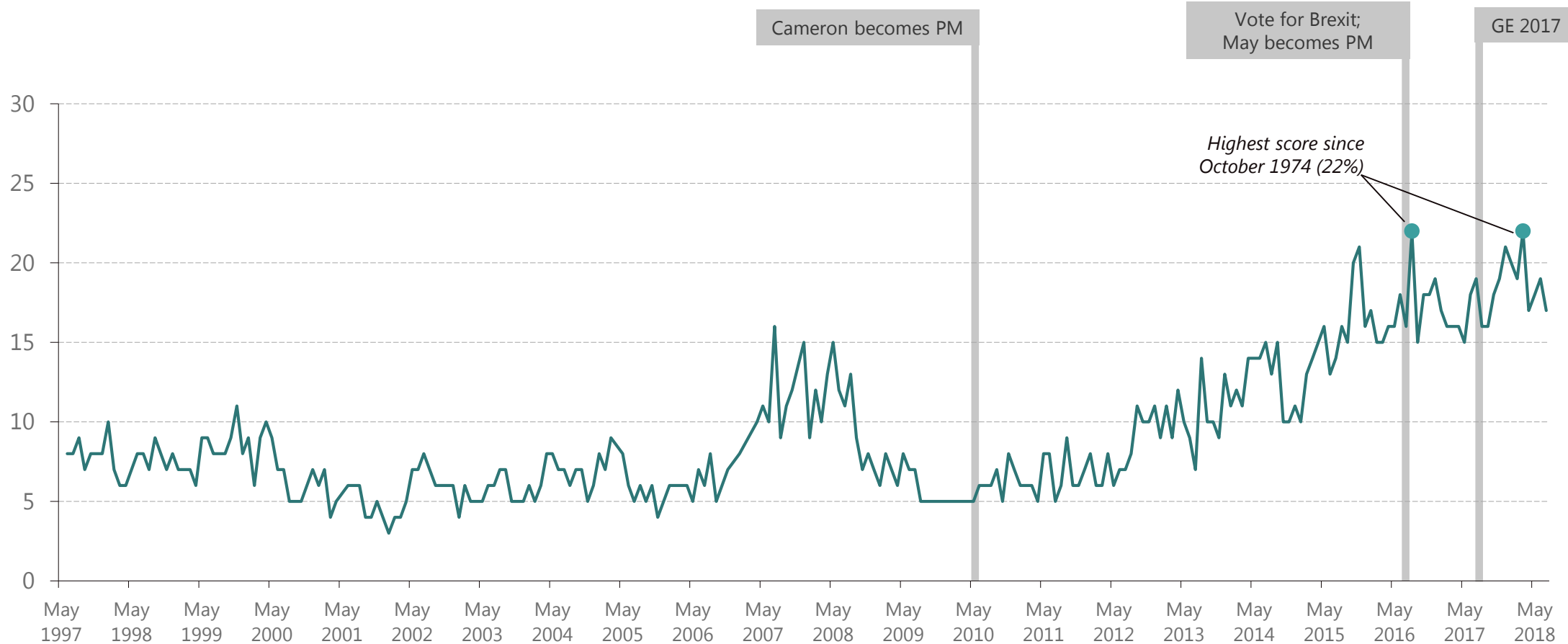
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Issues Facing Britain: Housing

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

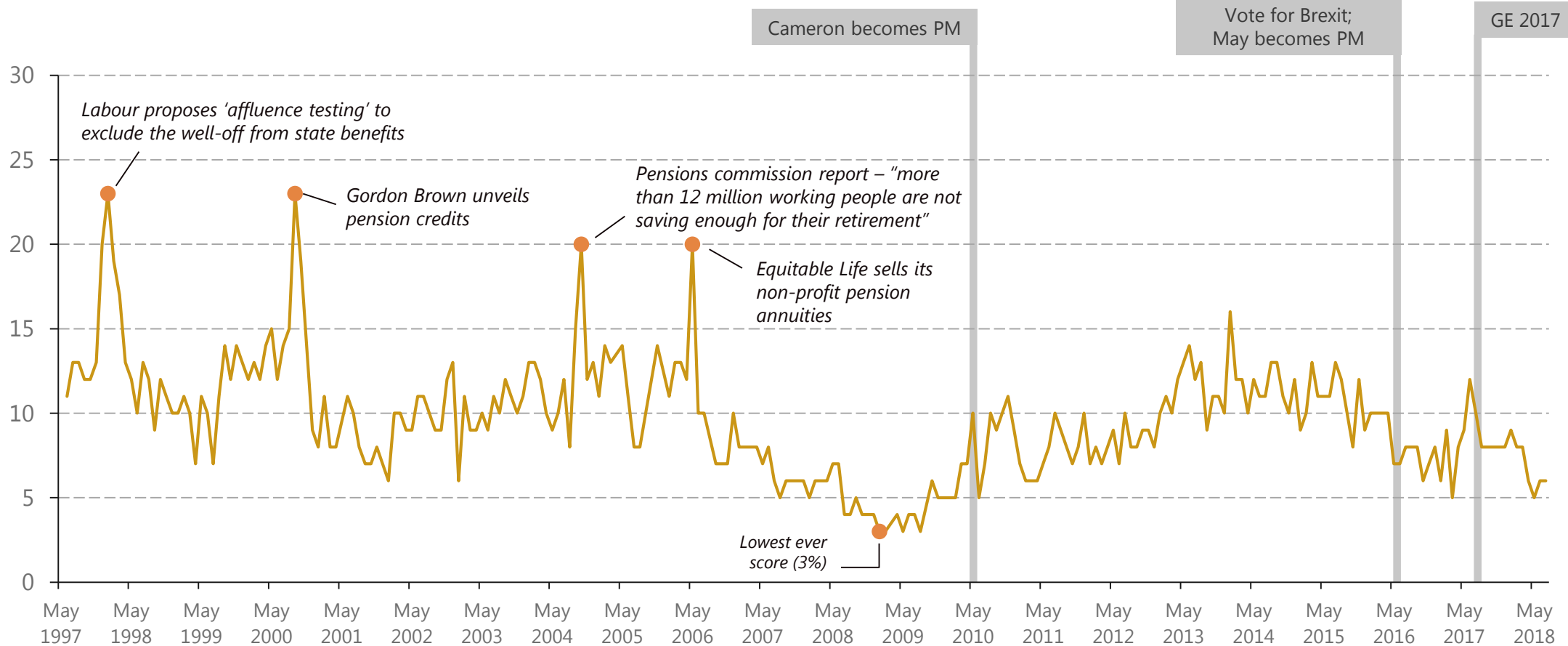


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



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



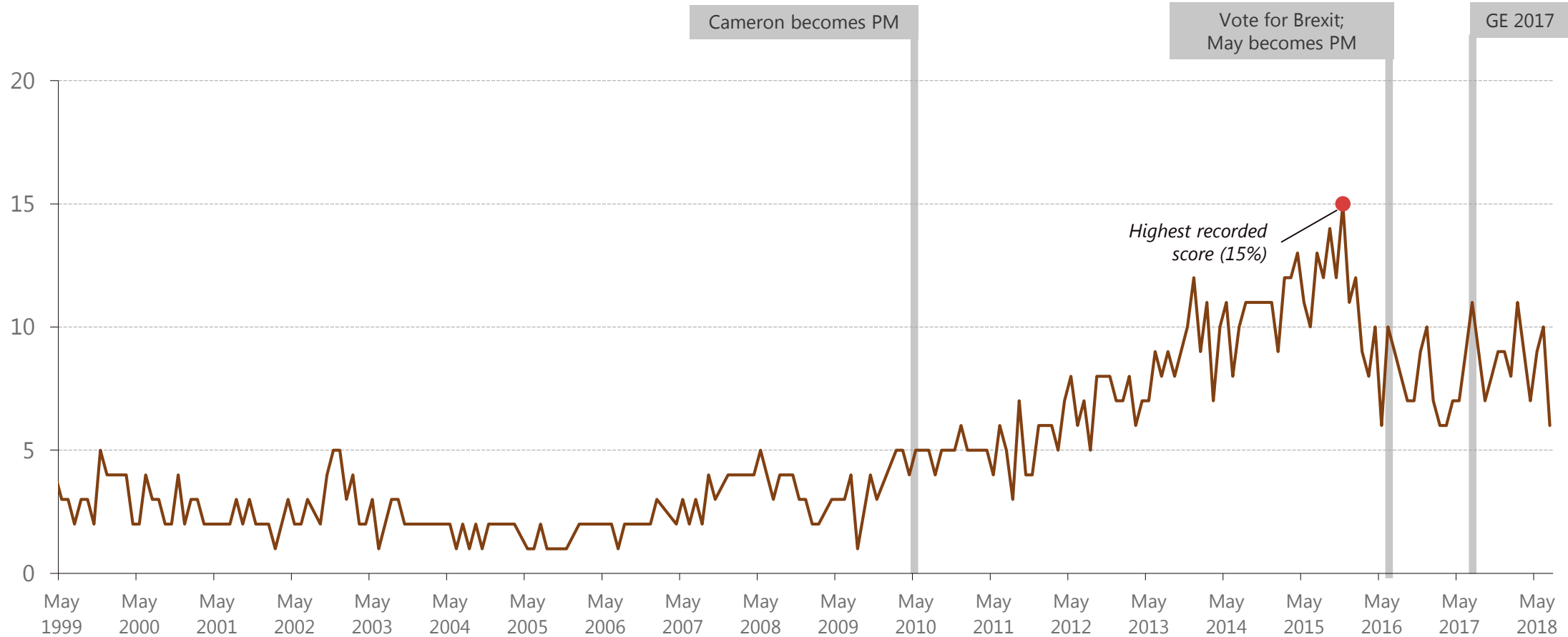
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

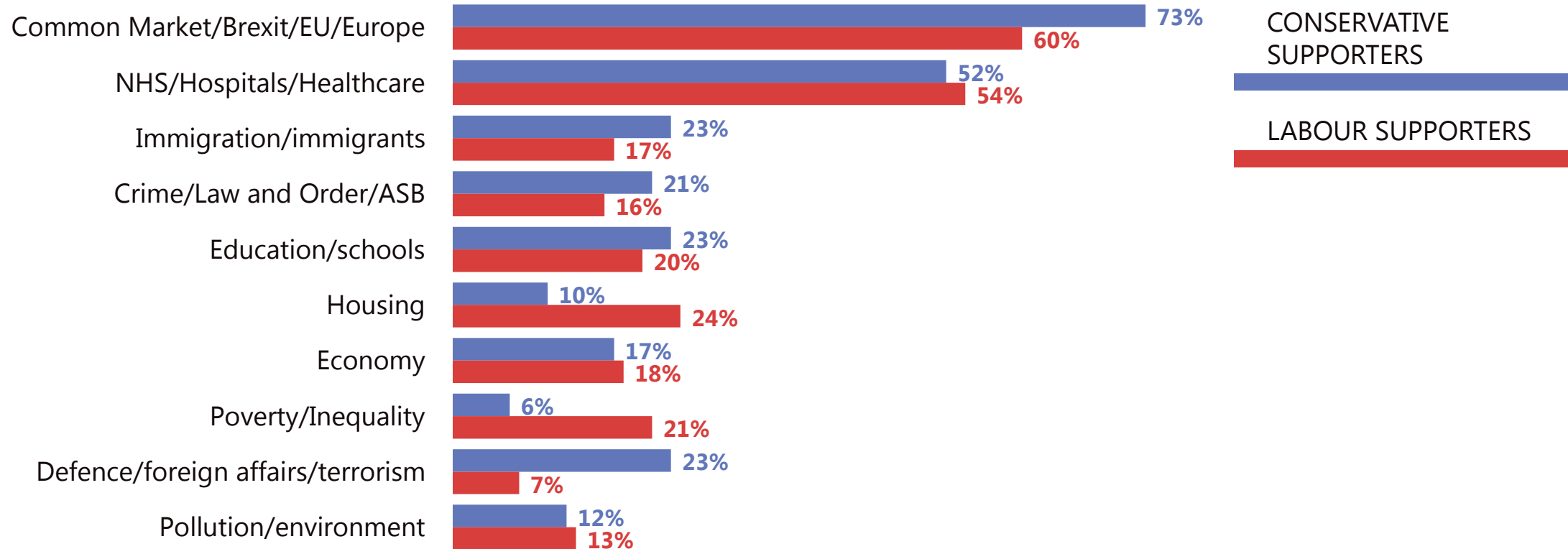


# Issues Facing Britain: Party support

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

21

Top mentions %



Base: 1,027 British adults 18+, 6 – 16 July 2018

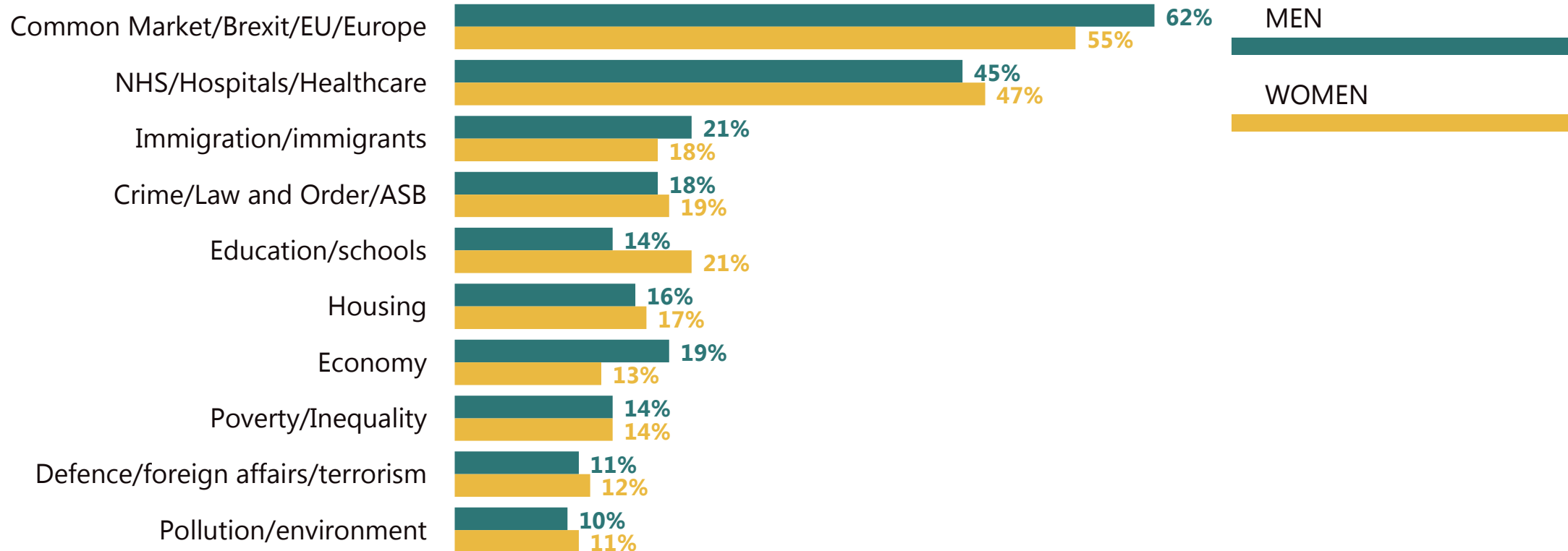
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Men and women

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

22

Top mentions %



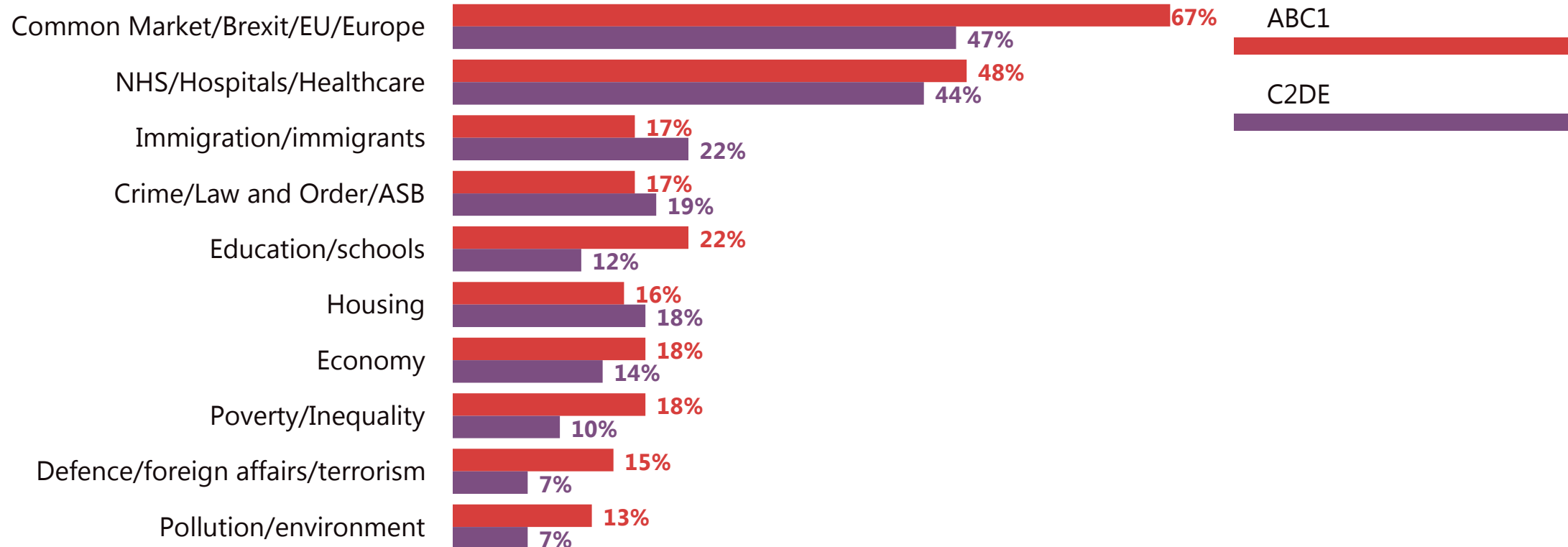
Base: 1,027 British adults 18+, 6 – 16 July 2018

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Social grade

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

Top mentions %

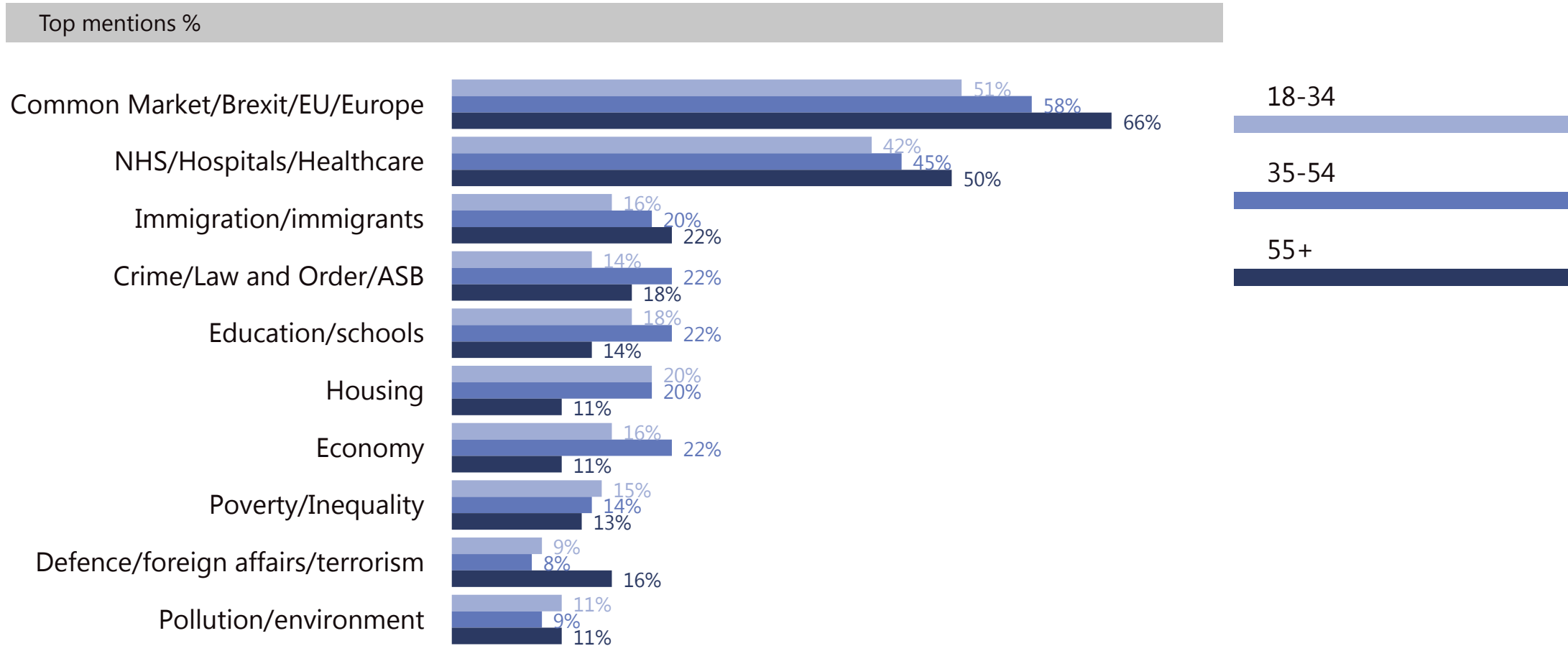


Base: 1,027 British adults 18+, 6 – 16 July 2018

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Age group

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



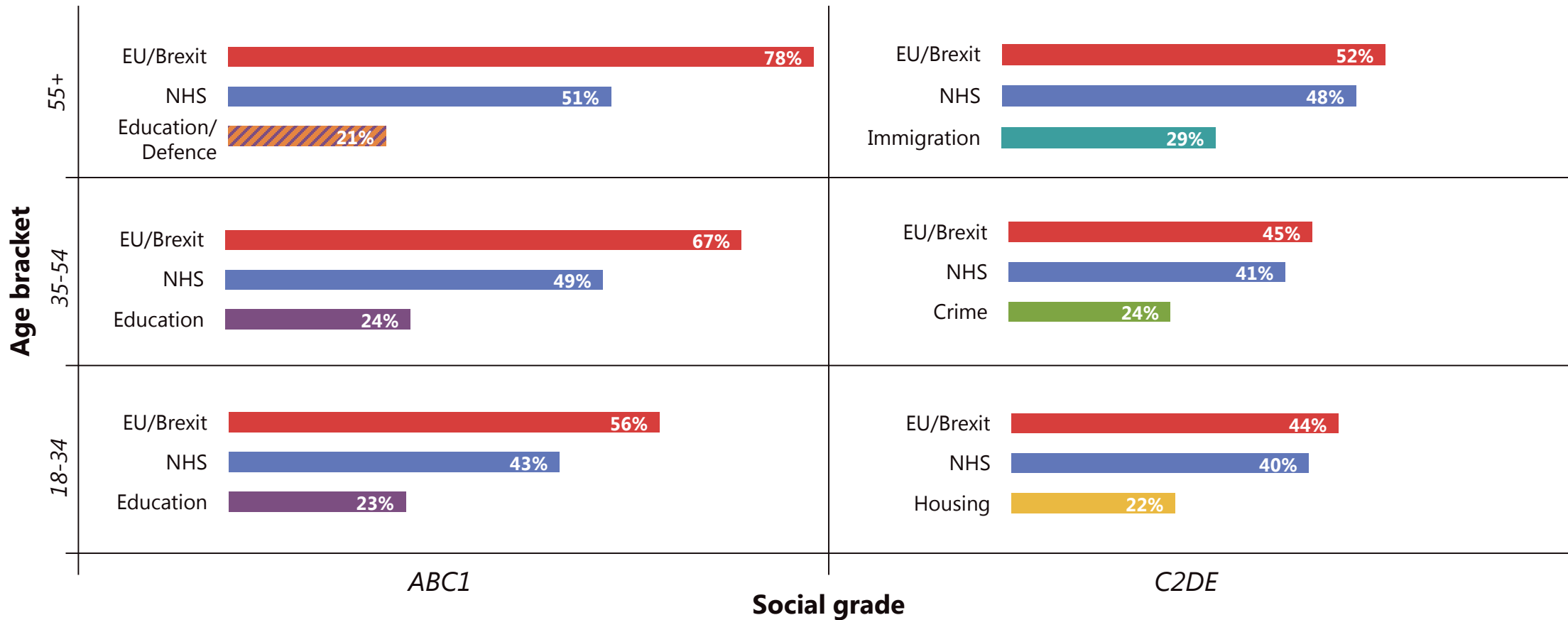
Base: 1,027 British adults 18+, 6 – 16 July 2018

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*



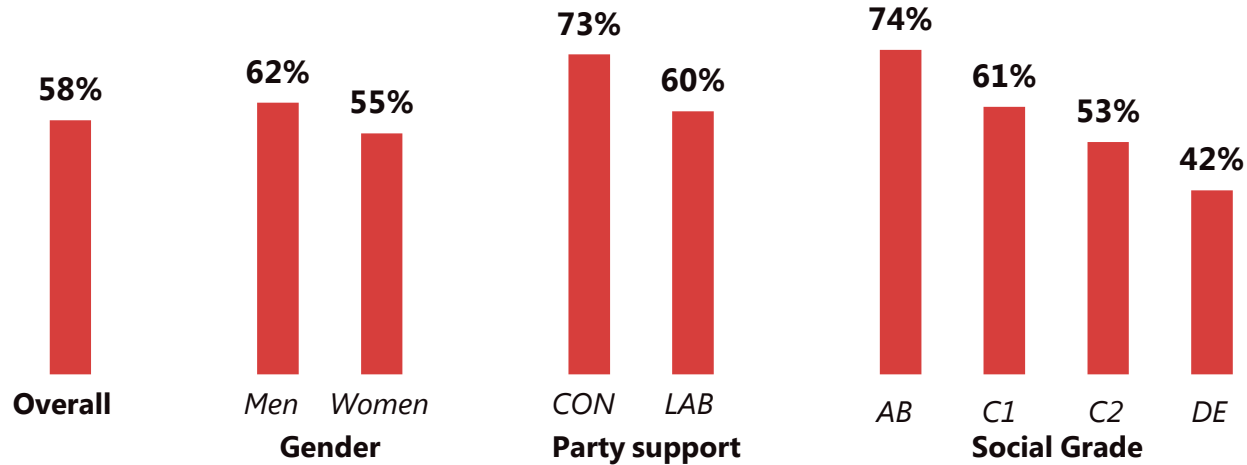
Base: 1,027 British adults 18+, 6 – 16 July 2018

Source: Ipsos MORI Issues Index

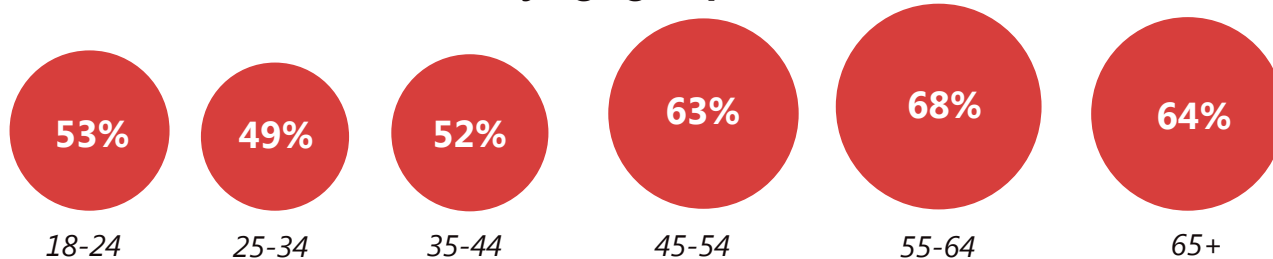
# Issues Facing Britain: Concern about Brexit/EU by subgroup

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

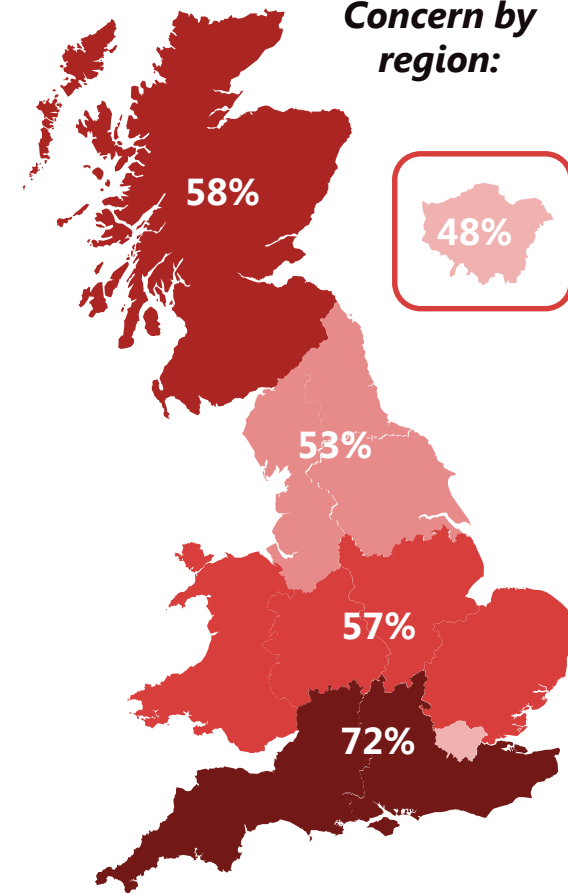
## Concern about the EU/Brexit by key demographic groups:



## Concern about the EU/Brexit by age group:



## Concern by region:



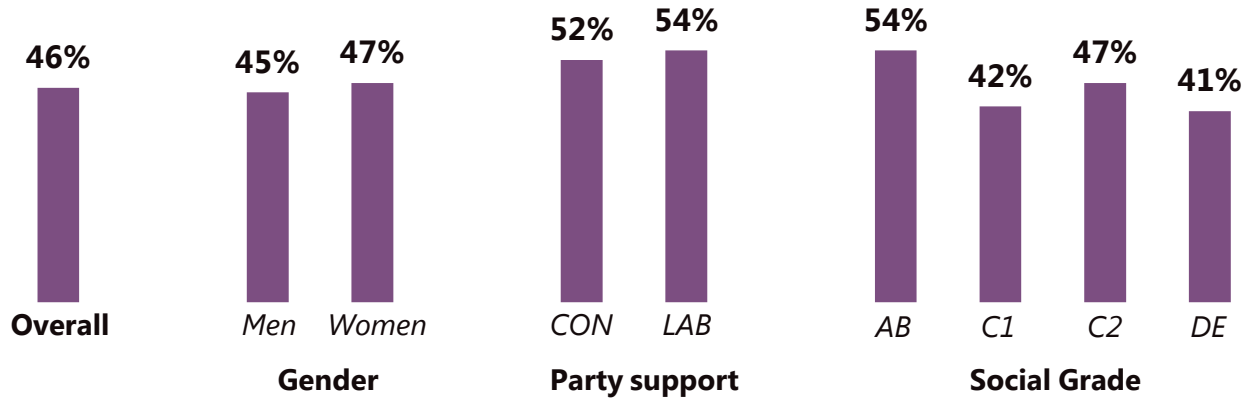
Base: 1,027 British adults 18+, 6 – 16 July 2018

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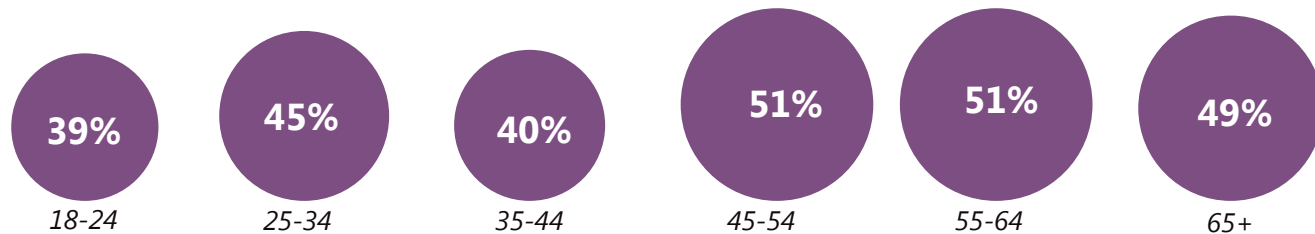
# Issues Facing Britain: Concern about NHS by subgroup

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

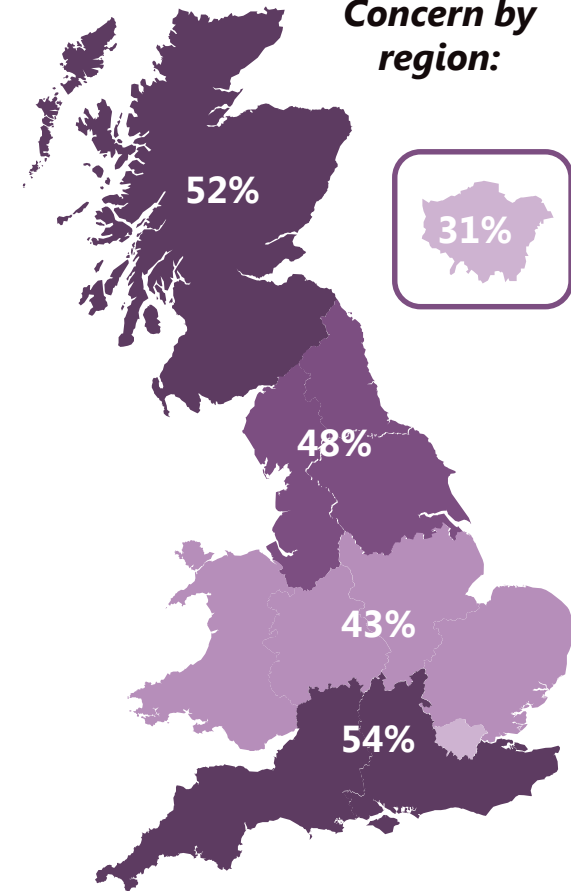
## Concern about the NHS by key demographic groups:



## Concern about the NHS by age group:



## Concern by region:



Base: 1,027 British adults 18+, 6 – 16 July 2018

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**July 2018**

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