### Issues Facing Britain – August

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

<table>
<thead>
<tr>
<th>Top mentions %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
</tr>
<tr>
<td>Housing</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
</tr>
<tr>
<td>Economy</td>
</tr>
<tr>
<td>Education/Schools</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
</tr>
<tr>
<td>Lack of faith in politicians/government</td>
</tr>
<tr>
<td>Pollution/environment</td>
</tr>
</tbody>
</table>

**Change since July:**

<table>
<thead>
<tr>
<th>%</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1</td>
<td>—</td>
</tr>
<tr>
<td>-6</td>
<td>—</td>
</tr>
<tr>
<td>+1</td>
<td>—</td>
</tr>
<tr>
<td>+1</td>
<td>+2 ↑</td>
</tr>
<tr>
<td>0</td>
<td>-1 ↓</td>
</tr>
<tr>
<td>+1</td>
<td>+1 ↑</td>
</tr>
<tr>
<td>-3</td>
<td>-2 ↓</td>
</tr>
<tr>
<td>0</td>
<td>—</td>
</tr>
<tr>
<td>+2</td>
<td>+2 ↑</td>
</tr>
</tbody>
</table>

Base: 1,020 British adults 18+, 3 – 14 August 2018

Source: Ipsos MORI Issues Index
What do you see as the most/other important issues facing Britain today?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Most/Other Important Issues</th>
<th>Most Important Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>57%</td>
<td>44%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politicians/government</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Pollution/environement</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 1,020 British adults 18+, 3 – 14 August 2018

Ipsos MORI
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?

Source: Ipsos MORI Issues Index

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
Issues Facing Britain:
Single Biggest Issue 2010 - 2018

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

Source: Ipsos MORI Issues Index

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
Issues Facing Britain:
Common Market / Europe / EU / Brexit

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

Cameron becomes PM
May becomes PM
Vote for Brexit; May becomes PM
GE 2017

Treaty of Accession: ten new EU Member States
France and Holland reject ratification of EU constitution
Lowest score recorded (1%)

58%: Highest score recorded (since 1974)

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?

Report says waiting lists have doubled under Labour

Cameron becomes PM

Vote for Brexit; May becomes PM

Highest score since April 2002 (61%)

Lowest score since December 1985 (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:**

**Immigration / Immigrants**

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

- **Border controls relaxed for “A8” EU Countries (Poland, etc.)**
- **EU Border controls relaxed for Romanians and Bulgarians**
- **Highest concern ever recorded (56%)**

*Source: Ipsos MORI Issues Index*

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*
Issues Facing Britain: Economy / Economic situation

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

- Global recession and Russian Financial crisis
- Sub-prime mortgage crisis in the US
- Northern Rock nationalised
- Highest score since 1992; Most important issue for the first time
- Lowest score since December 2007 (16%)

Source: Ipsos MORI Issues Index

Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
Issues Facing Britain:
Unemployment / Factory closure / Lack of industry

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

- Unemployment falls below 1 million for first time in 25 years
- Minimum wage introduced
- Unemployment in Britain rises to 5.5%
- Youth unemployment reaches 1 million
- Lowest ever score (5%)
- Lowest score since August 2008 (8%)

Vote for Brexit; May becomes PM
Cameron becomes PM

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?

- Introduction of university tuition fees;
- Education the most important issue;
- Labour's second term - pledge to improve failing secondary schools;
- First City Academies introduced;
- Vote for Brexit;
- May becomes PM;
- GE 2017

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?

- **May day riots**
- Riots across England
- Highest score since November 2011 (23%)
- Lowest score since March 1991 (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:
Defence / Foreign Affairs / International terrorism

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

Source: Ipsos MORI Issues Index

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?

- Sept 1999: Alastair Darling – “one child in three” living in poverty
- January 2005: Make Poverty History campaign launched on New Year’s Day
- December 2016: highest recorded score (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:**

**Inflation/Prices**

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

- **Inflation rate hits 16 year peak**
- **Inflation rises to 3.4%**
- **Lowest score since Sep 2007 (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: Housing

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

Source: Ipsos MORI Issues Index

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

Ipsos MORI
Issues Facing Britain: Pensions/Social Security/Benefits

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

Source: Ipsos MORI Issues Index

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

Ipsos MORI
Issues Facing Britain:
Pollution / Environment

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

Cameron becomes PM
Vote for Brexit; May becomes PM
GE 2017

Widespread flooding during wet autumn
Nine killed in gales across Britain

Winter flooding and storms

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?

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?

Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>CONSERVATIVE SUPPORTERS</th>
<th>LABOUR SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>54%</td>
<td>79%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Housing</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Economy</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Lack of faith in politicians/government</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>18%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: 1,020 British adults 18+, 3 – 14 August 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?**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>64%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>37%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>23%</td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td>Housing</td>
<td>19%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>19%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>17%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>12%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politicians/government</td>
<td>13%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>10%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

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 %

- Common Market/Brexit/EU/Europe: 42% (ABC1), 70% (C2DE)
- NHS/Hospitals/Healthcare: 20% (ABC1), 43% (C2DE)
- Immigration/immigrants: 19% (ABC1), 21% (C2DE)
- Housing: 17% (ABC1), 19% (C2DE)
- Crime/Law and Order/ASB: 18% (ABC1), 19% (C2DE)
- Economy: 18% (ABC1), 16% (C2DE)
- Education/Schools: 12% (ABC1), 18% (C2DE)
- Poverty/Inequality: 11% (ABC1), 16% (C2DE)
- Lack of faith in politicians/government: 13% (ABC1), 10% (C2DE)
- Pollution/environment: 6% (ABC1), 15% (C2DE)

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>Base: 1,027 British adults 18+, 6 – 16 July 2018</th>
<th>Source: Ipsos MORI Issues Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>47% 59%</td>
<td>18-34</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>35% 45%</td>
<td>35-54</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>19% 22%</td>
<td>55+</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>12% 18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>14% 18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>14% 18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>12% 16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>12% 20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politicians/government</td>
<td>8% 11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>11% 13%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Age bracket</th>
<th>EU/Brexit</th>
<th>NHS</th>
<th>Immigration</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>78%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>35-54</td>
<td>74%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td>18-34</td>
<td>55%</td>
<td>39%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social grade</th>
<th>EU/Brexit</th>
<th>NHS</th>
<th>Immigration</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC1</td>
<td>78%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>C2DE</td>
<td>50%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>39%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Base: 1,020 British adults 18+, 3 – 14 August 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:
- Overall: 57%
- Men: 64%
- Women: 51%
- CON Party support: 79%
- LAB Party support: 54%
- AB: 76%
- C1 Social Grade: 64%
- C2 Social Grade: 53%
- DE: 32%

Concern by region:
- Concern: 45%
- Region: 53%

Overall Concern about the EU/Brexit by age group:
- 18-24: 47%
- 25-34: 46%
- 35-44: 58%
- 45-54: 59%
- 55-64: 68%
- 65+: 62%

Base: 1,020 British adults 18+, 3 – 14 August 2018

Ipsos MORI Issues Index
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:

- Overall: 40%
- Men: 37%
- Women: 43%
- CON: 45%
- LAB: 47%
- AB: 41%
- C1: 44%
- C2: 42%
- DE: 33%

Concern about the NHS by age group:

- 18-24: 37%
- 25-34: 33%
- 35-44: 36%
- 45-54: 44%
- 55-64: 48%
- 65+: 43%

Concern by region:

- Scotland: 34%
- Northern Ireland: 36%
- Wales: 43%
- England: 50%

Base: 1,020 British adults 18+, 3 – 14 August 2018

Ipsos MORI Issues Index