



Ipsos MORI

# THE STATE OF THE NATION

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# What's the British mood?

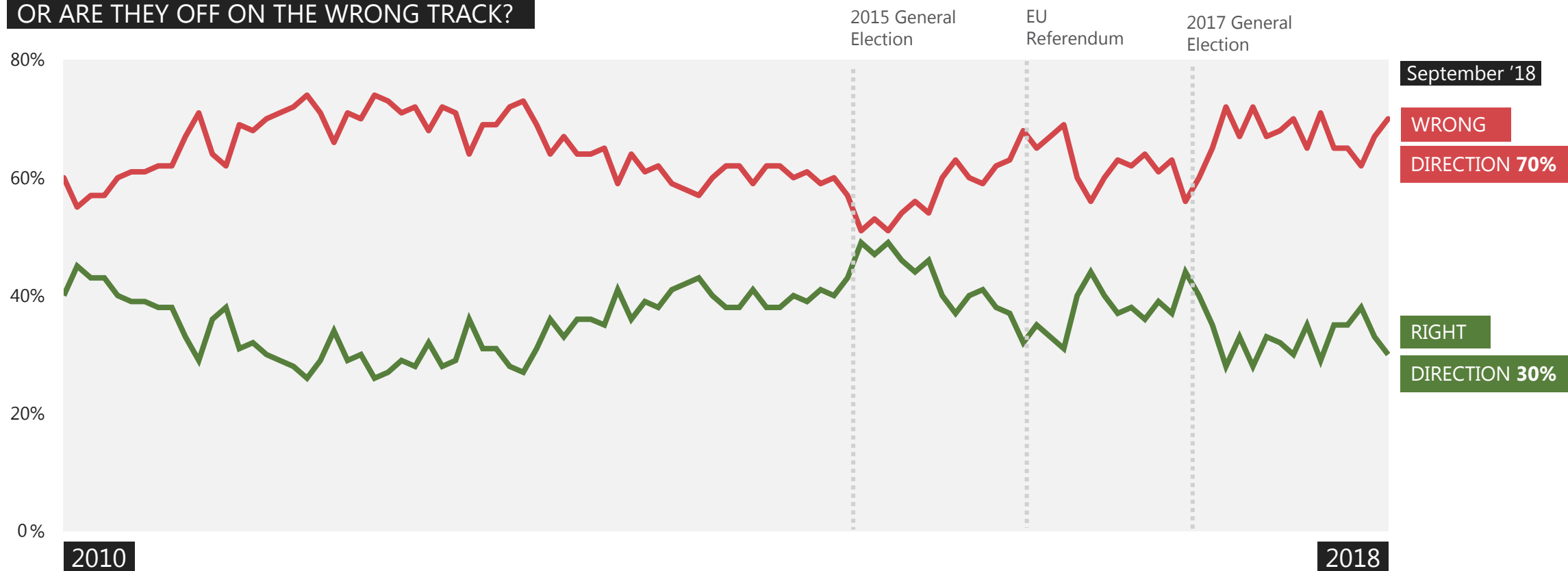


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**National unease has been growing since 2015,**

**with seven in ten currently thinking the UK is headed in the 'wrong direction'**

**GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THIS COUNTRY ARE HEADING IN THE RIGHT DIRECTION,  
OR ARE THEY OFF ON THE WRONG TRACK?**



**Base:** Representative sample of British adults aged 16-64. c.1,000 per month

**:Source** Ipsos Global Advisor

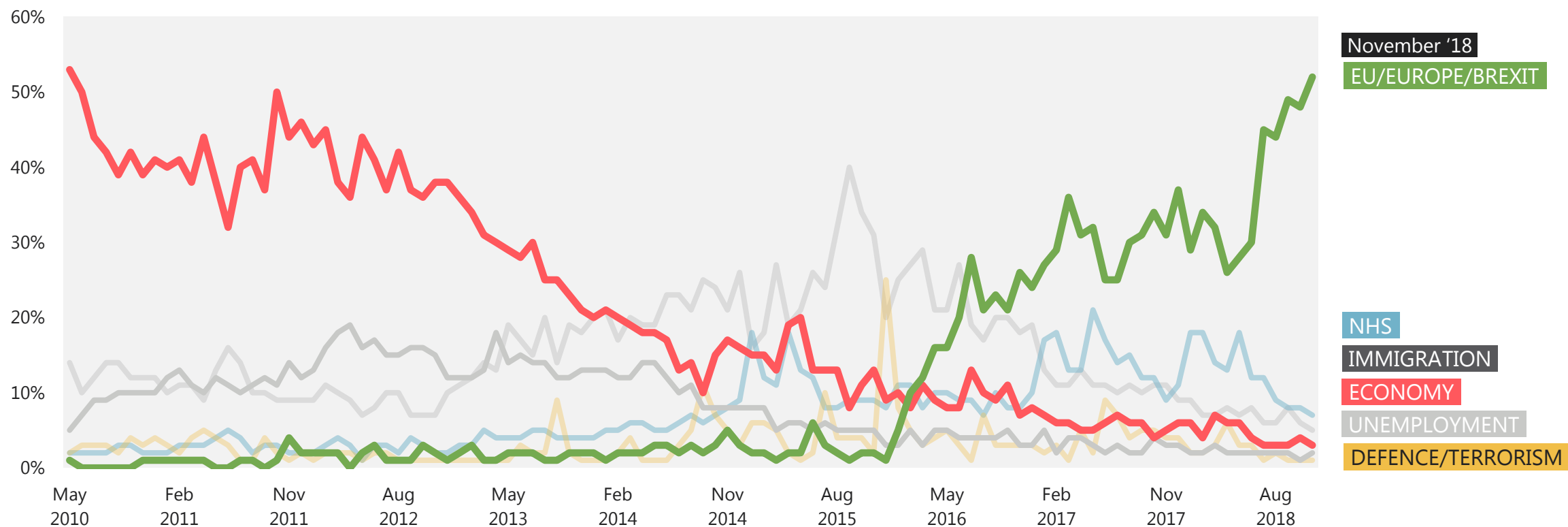


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# Concern about the EU has risen considerably since 2010, while worries about the economy have fallen in priority

WHAT DO YOU SEE AS THE MOST IMPORTANT ISSUE FACING BRITAIN TODAY?

Top mentions %



November '18  
EU/EUROPE/BREXIT

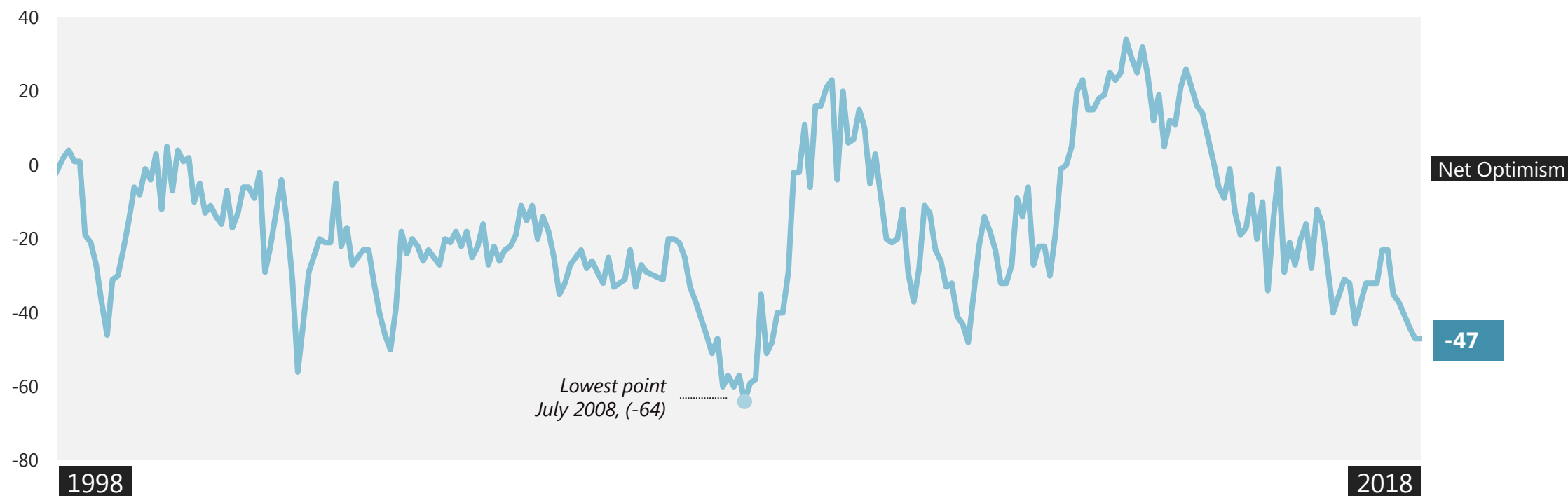
NHS  
IMMIGRATION  
ECONOMY  
UNEMPLOYMENT  
DEFENCE/TERRORISM

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

Source Ipsos MORI Issues Index

## However, we still have high – and worsening – levels of economic pessimism

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE,  
STAY THE SAME OR GET WORSE OF THE NEXT 12 MONTHS?

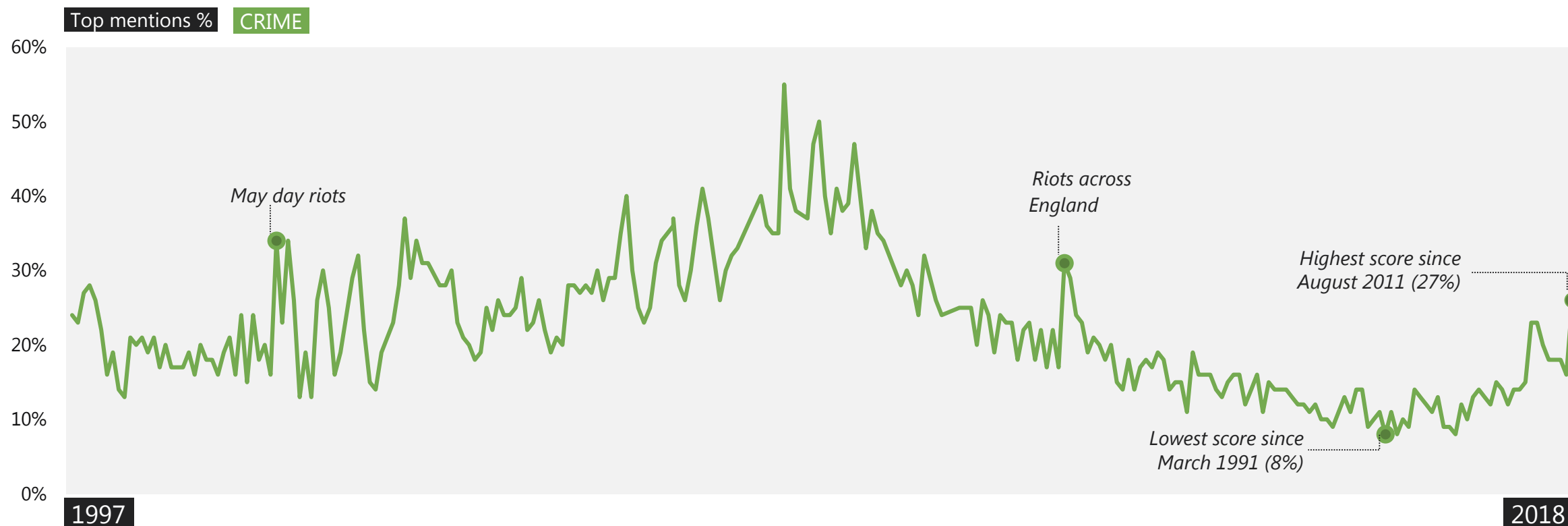


Base: c.1,000 British adults each month

:Source Ipsos MORI Political Monitor

# Meanwhile in November, concern around crime reached its highest point since August 2011

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



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# In 2018 Britain was the nation most likely to overestimate the level of knife crime

THINKING ABOUT PEOPLE WHO  
ARE KILLED BY OTHER PEOPLE IN  
[COUNTRY] IN 2015, DO YOU  
THINK MORE PEOPLE WERE  
KILLED BY FIREARMS, SHARP  
OBJECTS SUCH AS KNIVES OR  
OTHER PHYSICAL VIOLENCE?  
CHOOSE THE ONE OPTION THAT  
YOU THINK RESULTED IN THE  
MOST DEATHS

**Base:** 28,000 adults across 35 countries (1,000 GB)

**Source:** Perils of Perception 2018



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## Country

GREAT BRITAIN

Romania

China

Poland

Hungary

Denmark

South Korea

Germany

Singapore

Italy

Japan

Russia

Belgium

Malaysia

Spain

Sweden

India

Colombia

Switzerland

Australia

Canada

New Zealand

South Africa

Netherlands

Chile

France

Turkey

Peru

Serbia

Argentina

United States

Thailand

Brazil

Mexico

Montenegro

## % Guessing knives as the biggest cause of death

71%

61%

60%

59%

52%

48%

48%

46%

46%

44%

41%

39%

35%

34%

34%

34%

33%

33%

32%

30%

30%

30%

30%

28%

25%

24%

21%

17%

14%

14%

14%

12%

10%

9%

5%

## Actual % of deaths caused by knives or sharp objects

25%

39%

42%

35%

30%

28%

25%

33%

32%

27%

23%

34%

29%

28%

42%

32%

25%

16%

25%

36%

32%

34%

47%

34%

51%

25%

33%

22%

24%

28%

14%

20%

19%

18%

22%





# Who is trusted in the age of fake news?



# Britons are among the least likely in the world to think their fellow citizens can distinguish between real and fake news

I AM CONFIDENT THAT THE AVERAGE PERSON IN [COUNTRY] CAN TELL REAL NEWS FROM 'FAKE NEWS'

AGREE

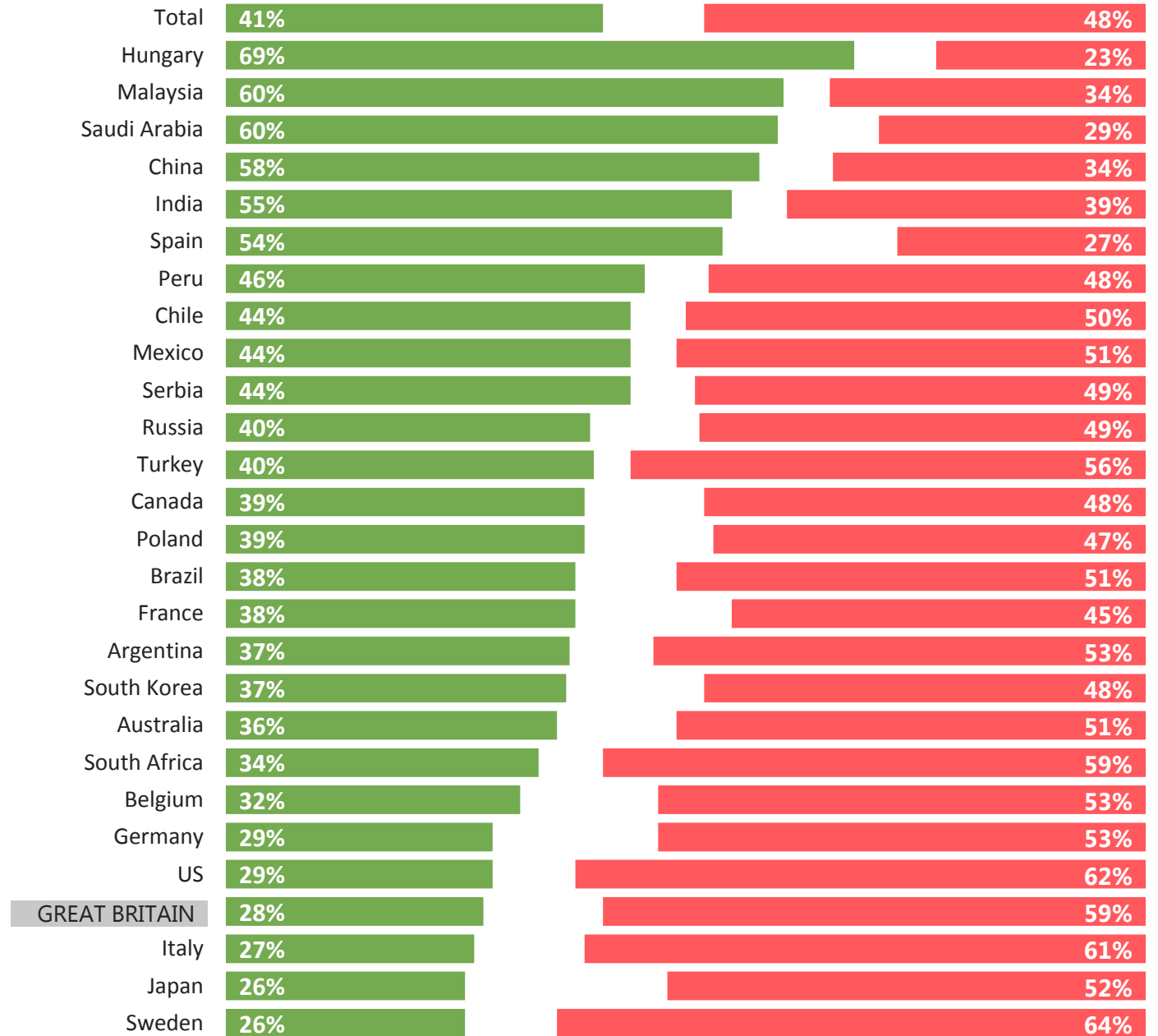
DISAGREE

Base: 13,500 adults across 27 countries (500 GB)

Source: Ipsos Global Advisor



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But they are also one of the  
least likely to admit that  
they've been fooled by  
a fake news story

I HAVE FALSELY BELIEVED A  
NEWS STORY WAS REAL UNTIL I  
FOUND OUT IT WAS FAKE

AGREE

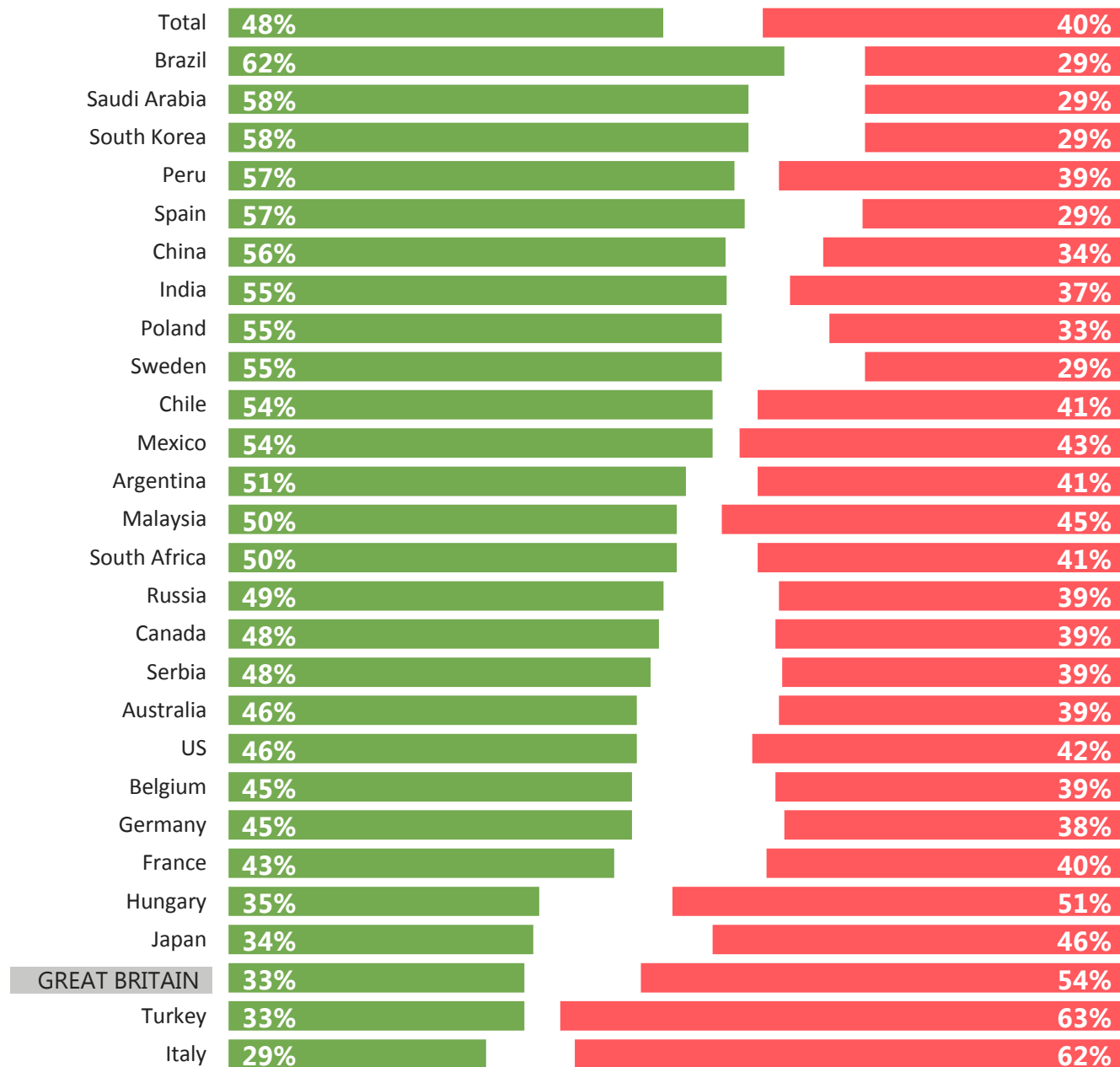
DISAGREE

Base: 13,500 adults across 27 countries (500 GB)

Source: Ipsos Global Advisor



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**In Britain, the media,  
politicians and social media  
all get the blame for the  
spread of fake news**

**PEOPLE OFTEN GET LOTS OF THINGS  
WRONG ABOUT THEIR COUNTRIES  
AND HOW THEY'RE CHANGING, FOR  
EXAMPLE, WHAT PROPORTION OF  
THE POPULATION ARE IMMIGRANTS,  
OR WHETHER CRIME IS GOING UP OR  
DOWN. WHICH OF THESE, IF ANY, DO  
YOU THINK ARE THE BIGGEST  
REASONS FOR THIS?**

**Base:** c.1,000 residents aged 16-64 in  
Great Britain, 22 June-6 July 2018

**Source:** Ipsos Global Advisor



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Great Britain

Globally

Top 3 responses from Great Britain

THE MEDIA MISLEADS PEOPLE



POLITICIANS MISLEAD PEOPLE



SOCIAL MEDIA MISLEADS PEOPLE



**But politicians aren't  
the most mistrusted profession  
this year - advertising execs  
come in bottom spot**

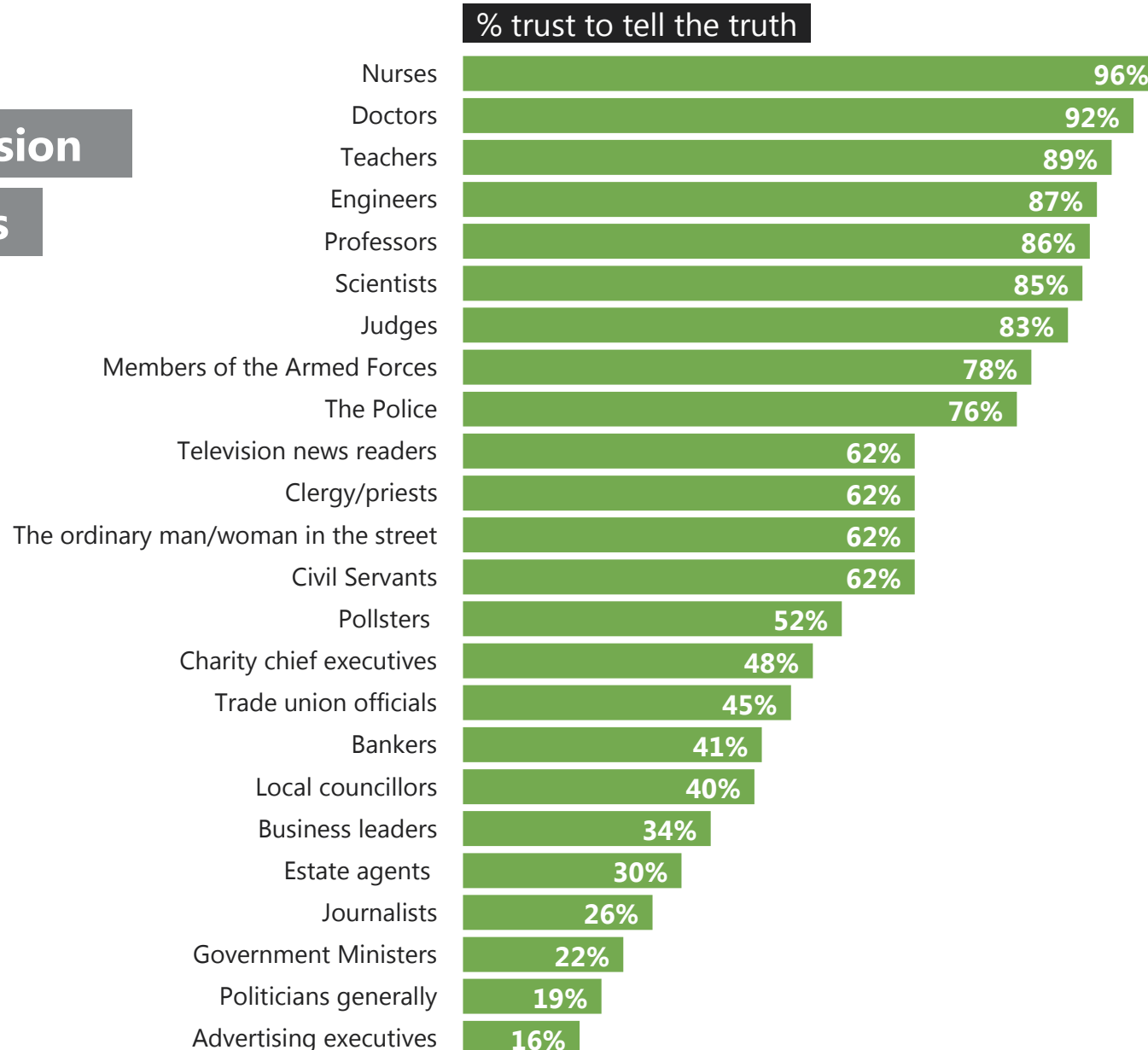
**NOW I WILL READ YOU A LIST OF  
DIFFERENT TYPES OF PEOPLE. FOR  
EACH WOULD YOU TELL ME IF  
YOU GENERALLY TRUST THEM TO  
TELL THE TRUTH OR NOT?**

**Base:** 1,001 British adults aged 15+,  
fieldwork 12-21 October 2018

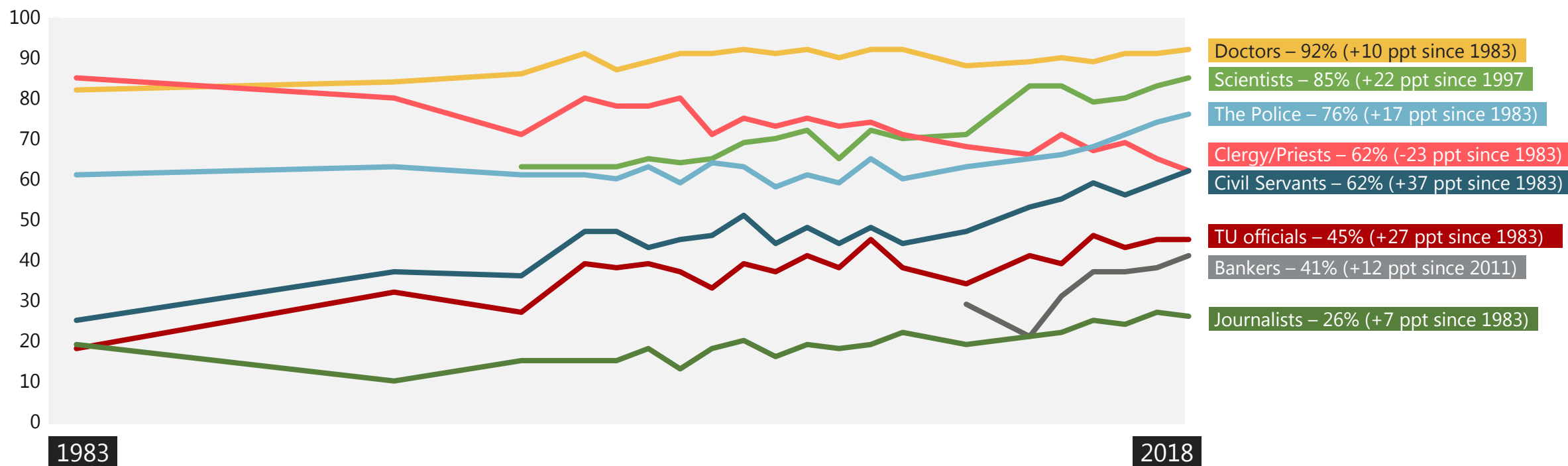
**Source:** Ipsos MORI Veracity Index 2018



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## Trust in some experts has risen over time



Base: c1,000 British adults aged 18+ each year



Source: Ipsos MORI Veracity Index

# But Britons remain heavily sceptical of political parties, the media and the Government

HOW MUCH CONFIDENCE, IF ANY, DO YOU HAVE IN THE FOLLOWING?

Base: 1,000+ British adults 18+, 26 June – July 2018.  
Source: Global Advisor



Great Britain 2018  
Globally 2018

% lack confidence/no confidence

POLITICAL PARTIES



MEDIA



GOVERNMENT



BIG COMPANIES



BANKS



INTERNATIONAL INSTITUTIONS



JUSTICE SYSTEM



GLOBAL AVERAGE  
2016

81%

68%

66%

61%

59%

52%

59%

# And are among the least risk averse to electing an untested party or leader with radical ideas

IT'S TOO RISKY TO ELECT  
POLITICAL PARTIES OR LEADERS  
WITH RADICAL IDEAS WHO  
HAVEN'T BEEN IN POWER BEFORE

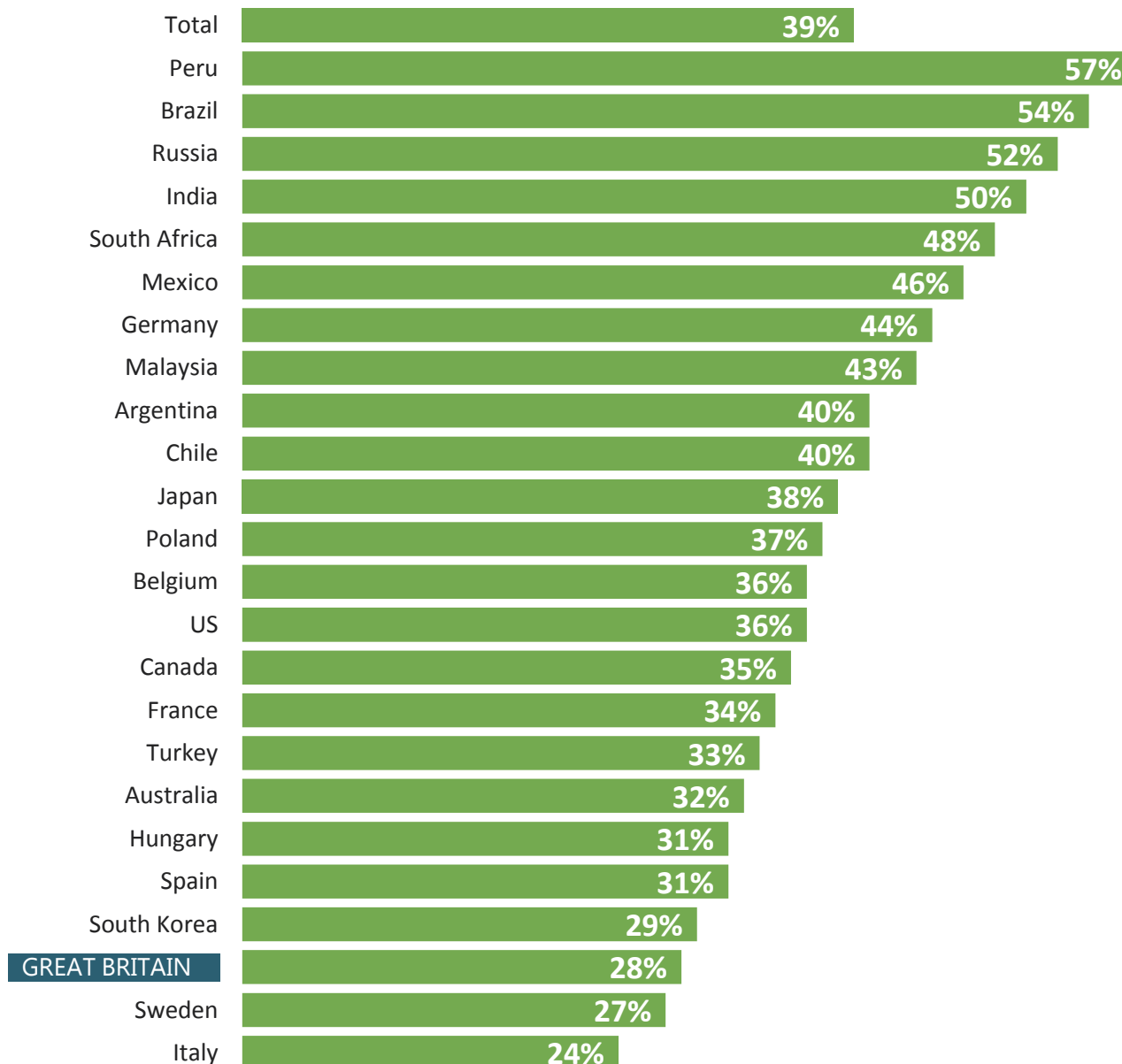
% Strongly agree/tend to agree

**Base:** 17,203 adults aged 16-64 across 26 countries, June 26-July 9 2018.

**Source:** Ipsos Global Advisor



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# Brexit

## concerns -

## deal or no deal?

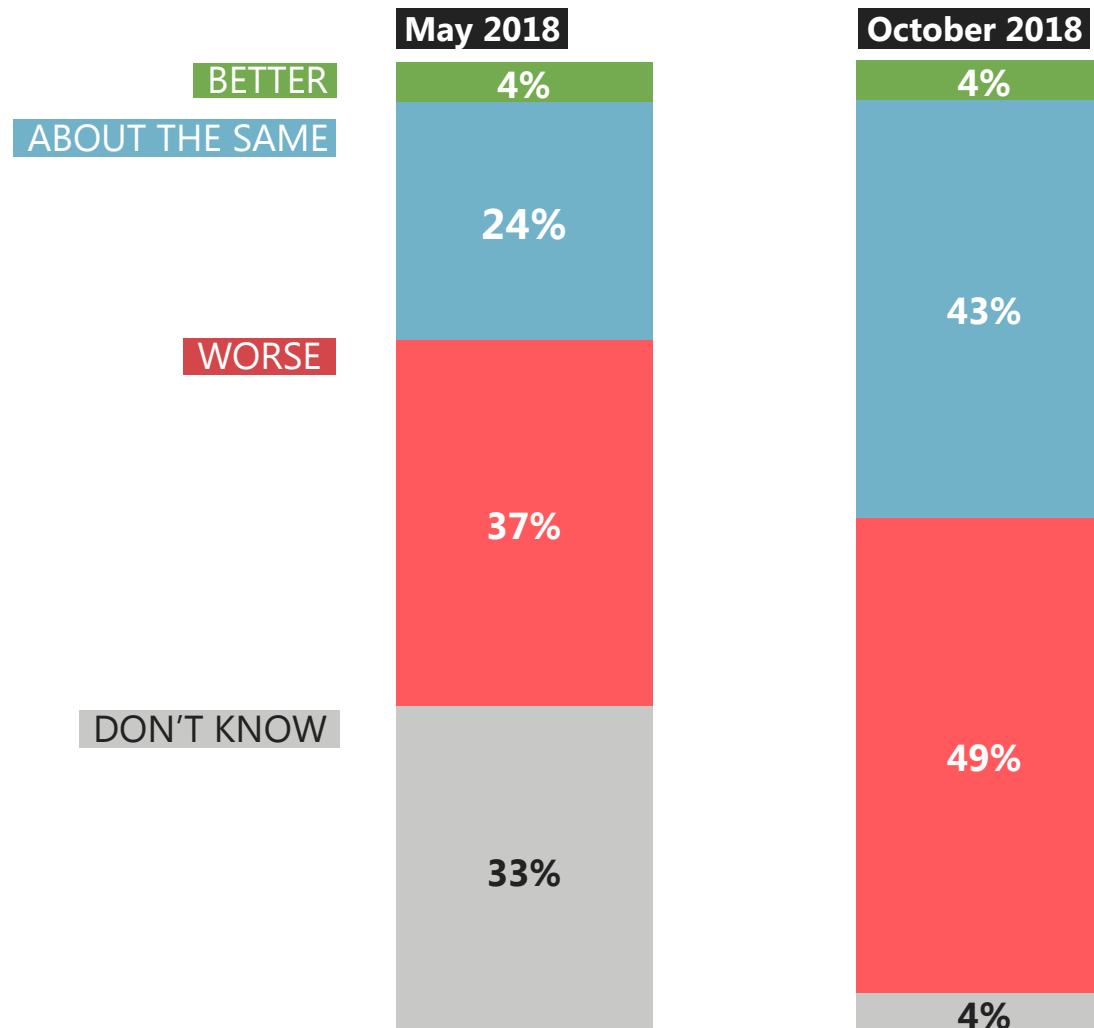


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# Attitudes to how Brexit is being handled have become more negative over the year

REGARDLESS OF HOW YOU VOTED IN THE EU REFERENDUM, DO YOU BELIEVE THAT BRITAIN'S EXIT FROM THE EUROPEAN UNION IS WORKING OUT BETTER OR WORSE, OR ABOUT THE SAME AS YOU EXPECTED?

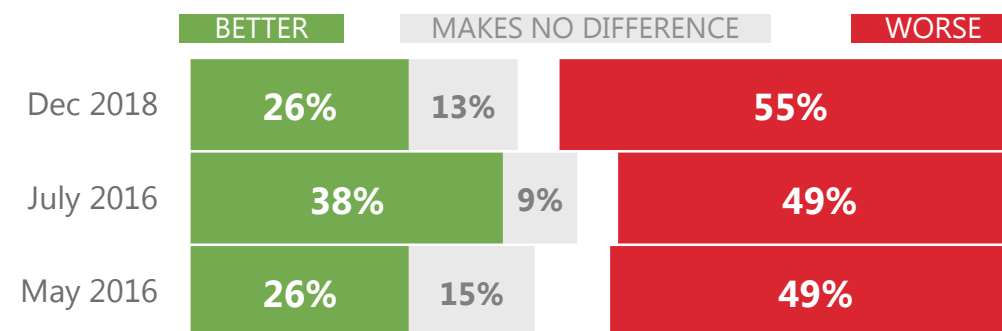
**Base:** c.1,000 British adults each month  
**Source:** Ipsos MORI Political Monitor



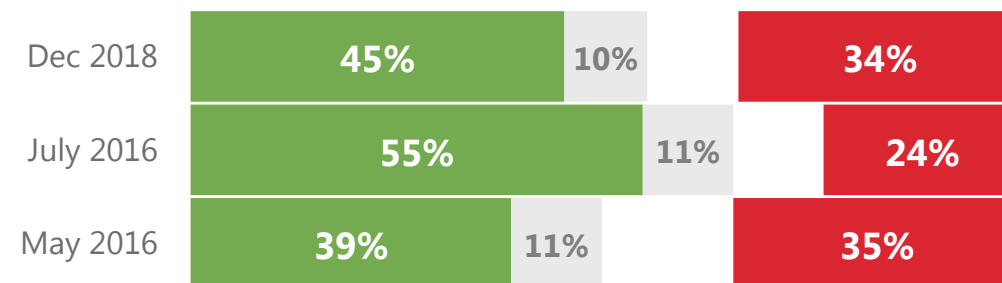
**And people are more pessimistic about the short term impact of Brexit on the economy than they were just after the referendum**

**NOW THAT BRITAIN HAS VOTED TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR XXX, OR WILL IT MAKE NO DIFFERENCE?**

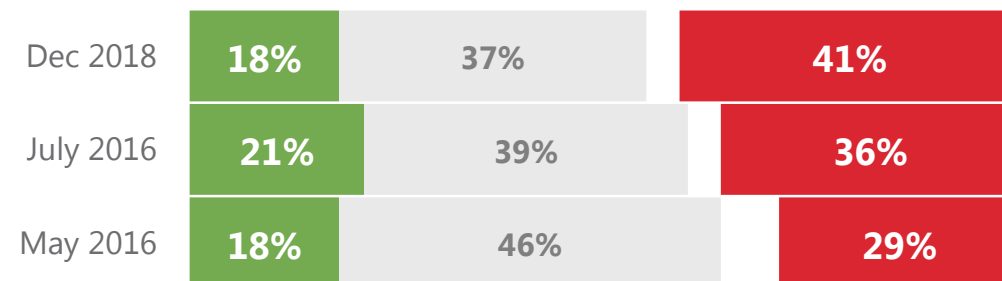
**Britain's economy over the next five years**



**Britain's economy over the next ten to twenty years**



**Your own standard of living**



**Base:** c.1,000 British adults 18+ each month  
**Source:** Ipsos MORI Political Monitor

# Even while underestimating how much investment into the UK comes from EU countries

IN 2016, INTERNATIONAL INVESTMENT INTO THE UK WAS AROUND £146BN. TO THE BEST OF YOUR KNOWLEDGE, WHAT SHARE OF THIS TOTAL AMOUNT DO YOU THINK COMES FROM THE FOLLOWING?

**Base:** 2,206 adults aged 18-75 across the UK. Interviews conducted online 28 September-3 October 2018.  
**Source:** Ipsos MORI/Kings College



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Average guess  
Reality

EU COUNTRIES

36%

63%

REST OF THE WORLD

16%

23%

USA

19%

13%

JAPAN

12%

1%

CHINA

17%

<1%

DIFFERENCE IN  
PERCEPTION V REALITY

-27

-7

+6

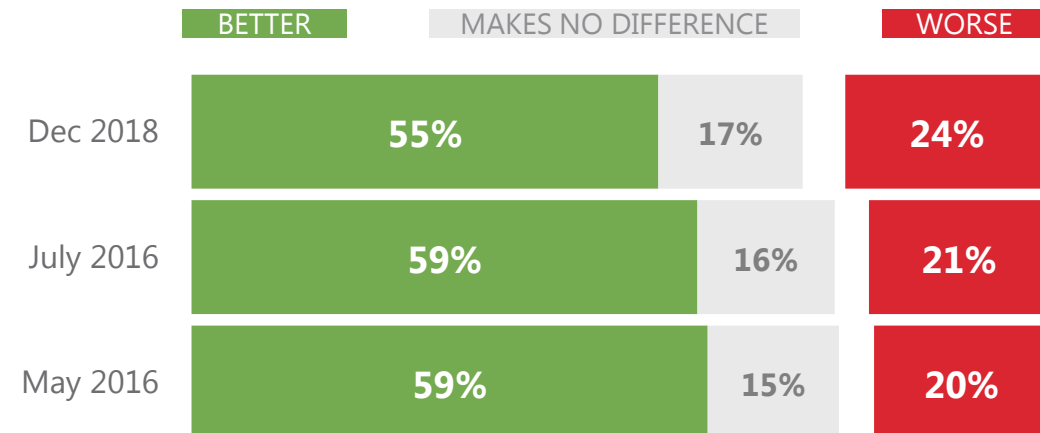
+11

+17

**However, the public still think Brexit will be better for UK sovereignty and immigration control**

**NOW THAT BRITAIN HAS VOTED TO LEAVE THE EUROPEAN UNION, TO WHAT EXTENT DO YOU THINK IT WILL BE BETTER OR WORSE FOR XXX, OR WILL IT MAKE NO DIFFERENCE?**

**Britain's ability to make decisions in its own best interests**



**Britain's control over immigration from the EU**



**Britain's control over immigration from outside the EU**

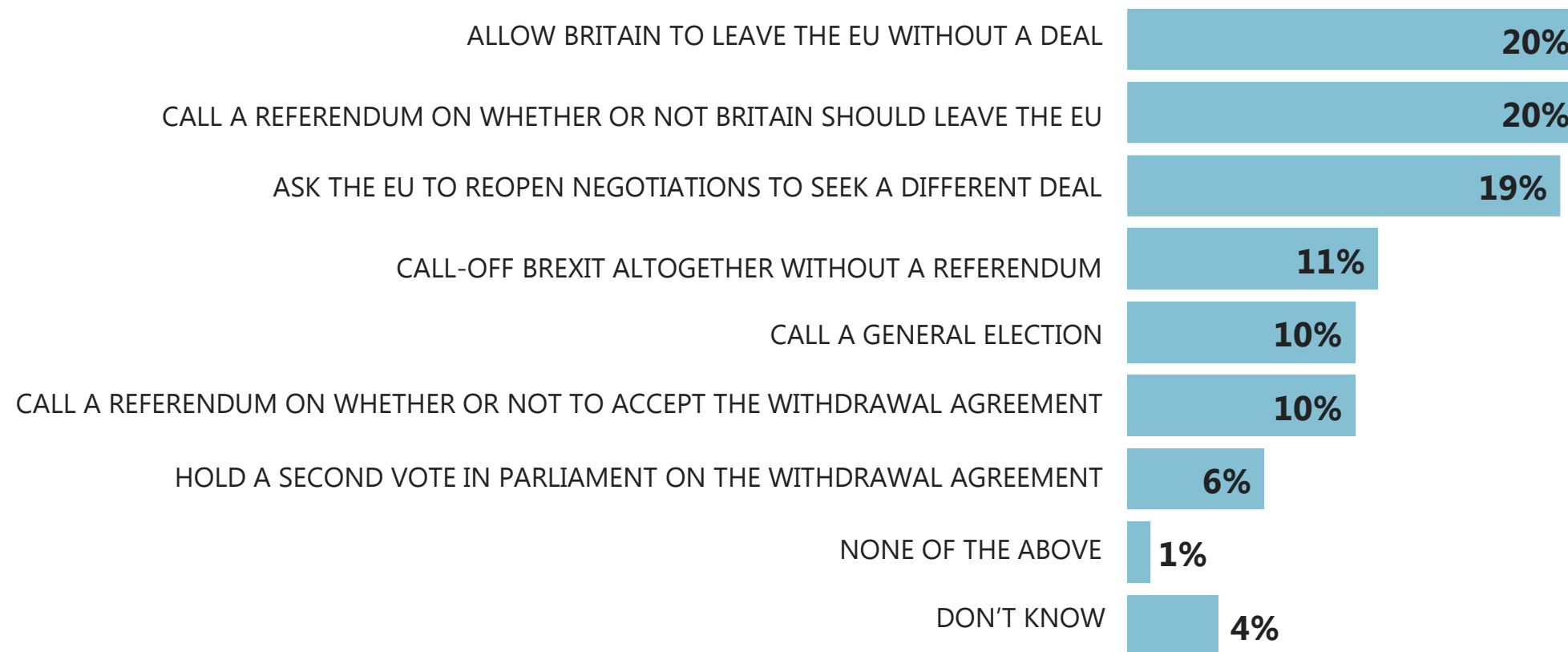


**Base:** c. 1,000 British adults 18+ each month  
**Source:** Ipsos MORI Political Monitor



## There is no clear public consensus about what happens next

PARLIAMENT IS EXPECTED TO VOTE ON THE WITHDRAWAL AGREEMENT ON DECEMBER 11TH. IF PARLIAMENT DOES NOT VOTE IN FAVOUR OF THE WITHDRAWAL AGREEMENT, WHICH OF THE FOLLOWING, IF ANY, DO YOU THINK THE GOVERNMENT SHOULD DO NEXT?



Base: 1,049 British adults 18+, 30 October-5 December 2018

Source: Ipsos MORI Political Monitor



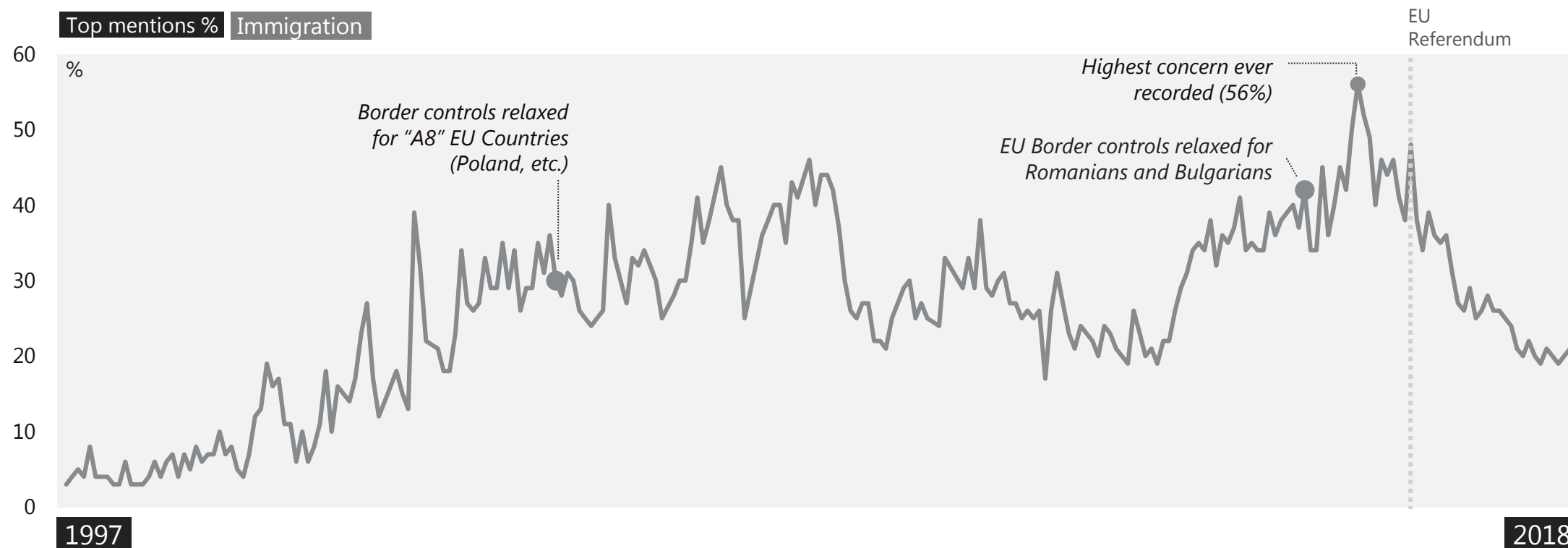
# Are views changing on immigration?



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# Public concern about immigration has fallen considerably since the vote for Brexit in 2016

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  
NB Until Sept 2014 the code was race relations/immigration/immigrants

**Source:** Ipsos MORI Issues Index

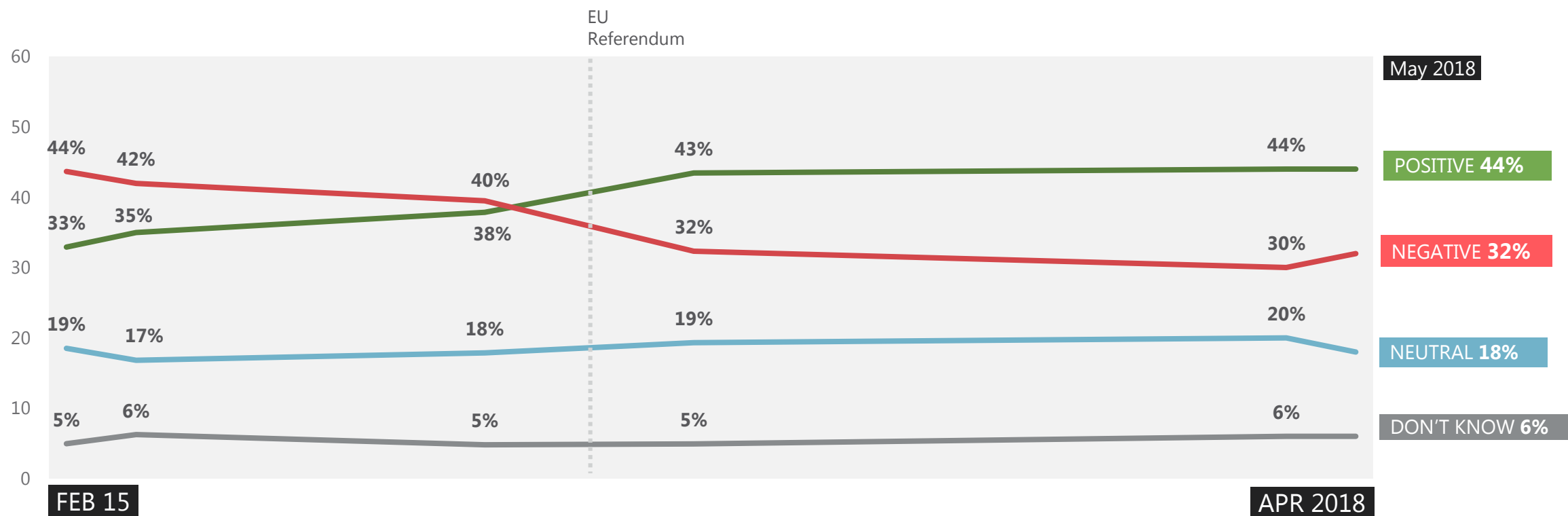


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# Views on the benefits of migration have also become more positive since 2015

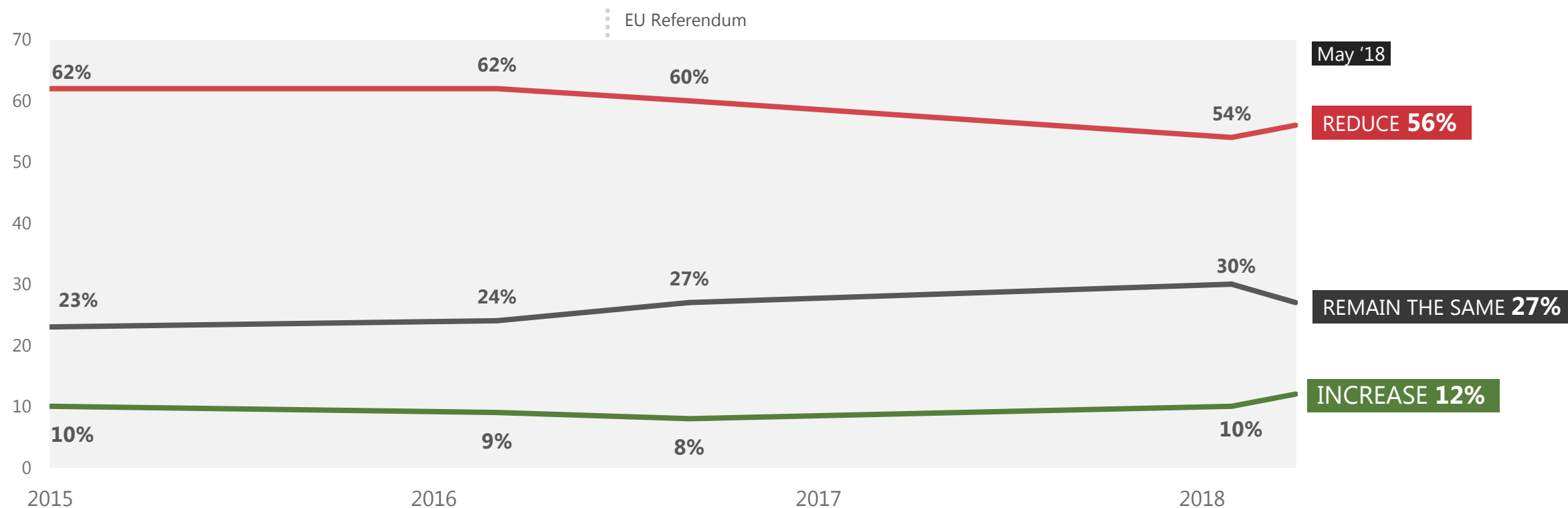
ON A SCALE OF 0-10, HAS MIGRATION HAD A POSITIVE OR NEGATIVE IMPACT ON BRITAIN? (0 IS 'VERY NEGATIVE', 10 IS 'VERY POSITIVE') 0-4 = NEGATIVE, 5 = NEUTRAL, 6-10 = POSITIVE



**Base:** 1,067 GB adults aged 18-75 conducted online 11-14 May 2018; 1,060 GB adults aged 18-75 conducted online 9-13 March 2018; c2,000 GB adults aged 18+ conducted online February 2015-October 2016

# Although the majority still want to see immigration numbers reduced

DO YOU THINK THE NUMBER OF IMMIGRANTS COMING TO BRITAIN NOWADAYS SHOULD BE INCREASED A LOT, INCREASED A LITTLE, REMAIN THE SAME AS IT IS, REDUCED A LITTLE, OR REDUCED A LOT?



**Base:** 1,067 GB adults aged 18-75 conducted online 11-14 May 2018; 1,060 GB adults aged 18-75 conducted online 9-13 March 2018; c2,000 GB adults aged 18+ conducted online February 2015-October 2016

**Source:** Ipsos MORI, Attitudes to Immigration.

## Those who have become more positive about immigration are split as to why

SOME PEOPLE'S OPINIONS ON IMMIGRATION HAVE SHIFTED SINCE THE VOTE TO LEAVE THE EU. WHICH OF THE FOLLOWING IF ANY, APPLY TO YOUR VIEWS? YOU CAN CHOOSE AS MANY AS YOU LIKE

**Base:** All who say they have become more positive about immigration since EU Referendum (218), conducted online 11-14 May 2018

**Source:** Ipsos MORI, Attitudes to Immigration.



The discussions since the vote to leave the EU have highlighted how much immigrants contribute to the UK, so I feel more positive or less worried about immigration than I did before the vote to leave

39%

I am reassured that fewer immigrants will come to the UK once we actually leave the EU, so I feel more positive or less worried about immigration than I did before the vote to leave

27%

There are fewer immigrants coming to the UK already, so I feel more positive or less worried about immigration than I did before the vote to leave

19%

41%\*

None of these

14%

Don't know

12%

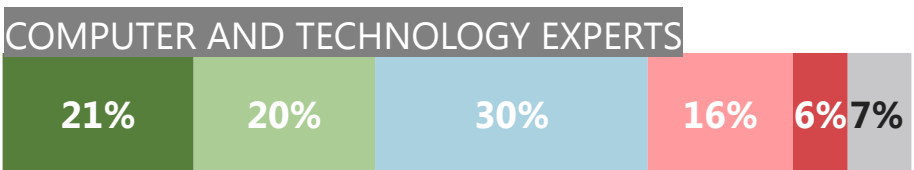
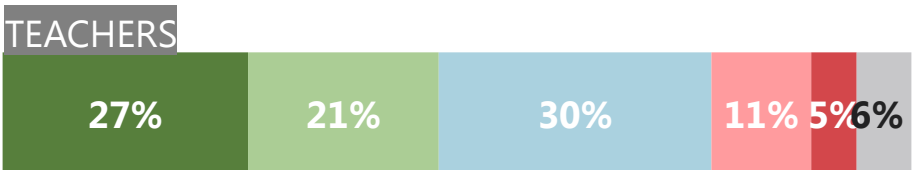
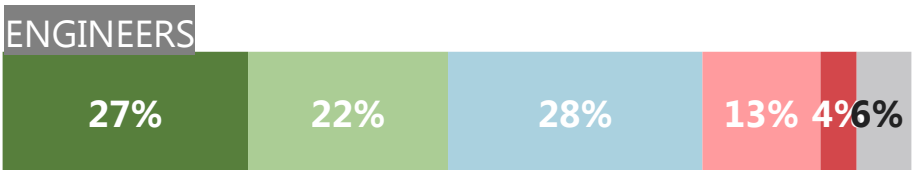
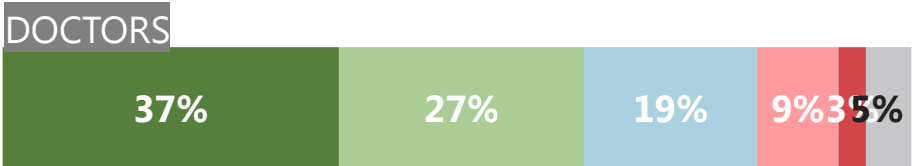
\*People selecting either one of these options

# There is support for softening any cap on non-EU visa applications for doctors, teachers and other skilled workers

FOR EACH OF THE FOLLOWING TYPES OF SKILLED WORKERS WHO HAVE RECENTLY HAD VISA APPLICATIONS REFUSED, WHAT DO YOU THINK THE GOVERNMENT POLICY SHOULD BE?

Base: 1,015 British adults 18+, 18<sup>th</sup>-22<sup>nd</sup> May 2018.

Source: Ipsos MORI Political Monitor



THERE SHOULD BE NO CAP ON NUMBERS AT ALL

THE CAP SHOULD BE INCREASED SO MORE VISAS ARE ISSUED

THE CAP SHOULD REMAIN AT PRESENT LEVEL

THE CAP SHOULD BE REDUCED SO THAT FEWER VISAS ARE ISSUED

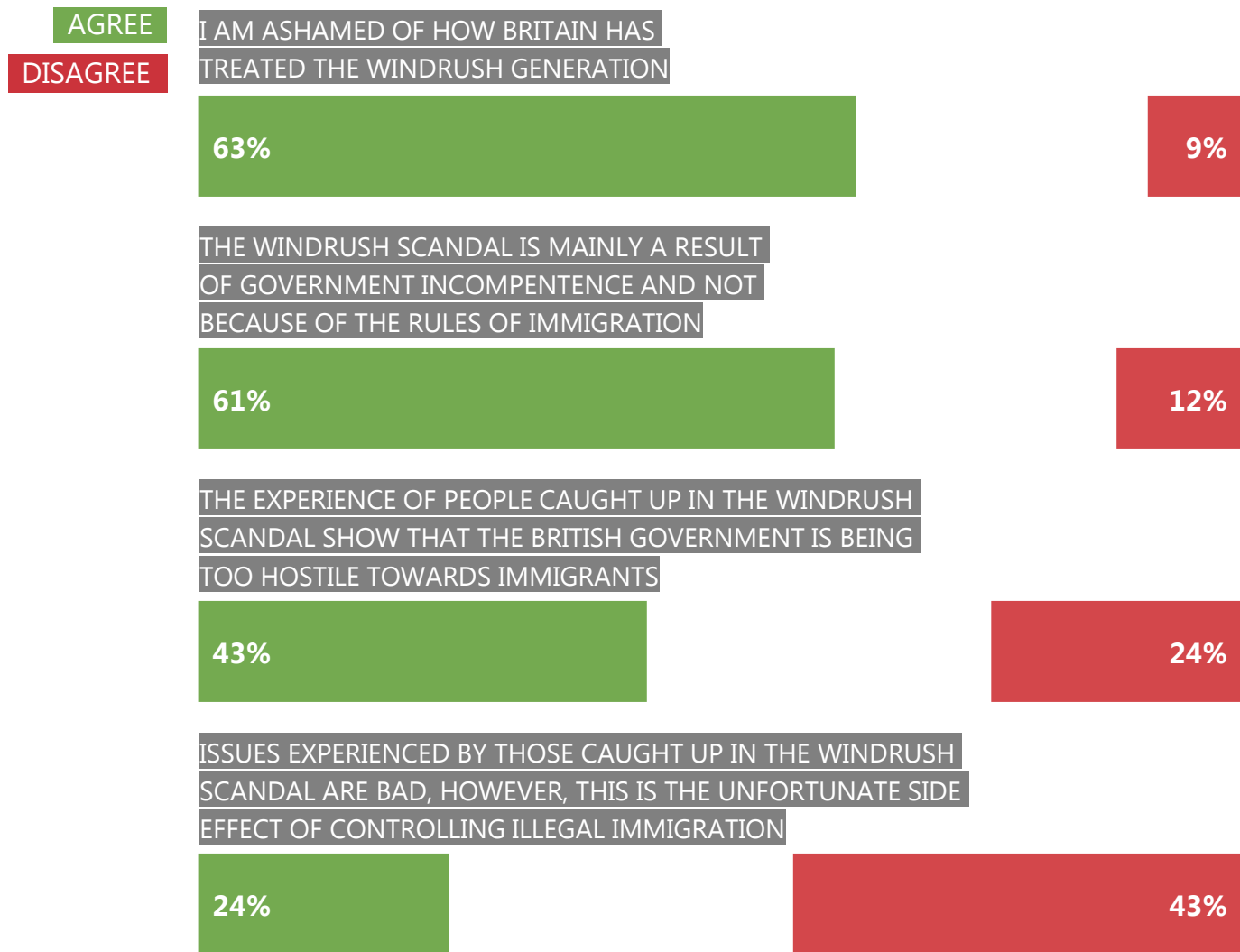
NO VISAS SHOULD BE ISSUED TO THIS GROUP AT ALL

DON'T KNOW

# The Windrush scandal has left a scar on immigration policy, but most blame government incompetence not policy

HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

**Base:** Online survey of 1,067 GB adults aged 18-75 conducted 11-14 May 2018  
**Source:** Ipsos MORI, Attitudes to Immigration



The majority favour an immigration system that protects people who have the legal right to be in Britain, rather than one which prioritises deporting illegal immigrants

WHEN DEALING WITH ILLEGAL IMMIGRANTS WHICH OF THESE PRIORITIES COMES CLOSEST TO YOUR VIEWS?

**Base:** Online survey of 1,067 GB adults aged 18-75 conducted 11-14 May 2018

**Source:** Ipsos MORI, Attitudes to Immigration

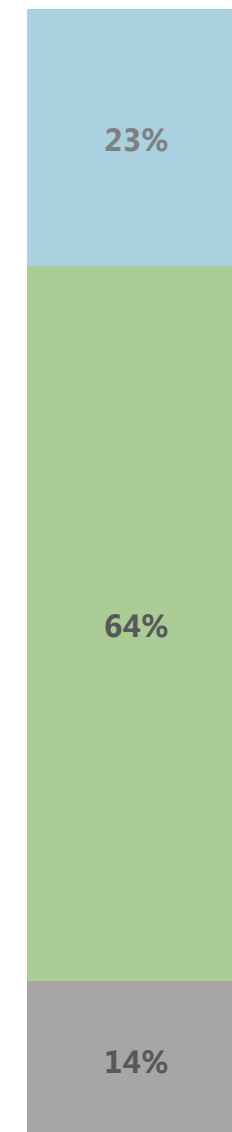


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THE PRIORITY SHOULD BE ENSURING THAT ILLEGAL IMMIGRANTS ARE DEPORTED, EVEN IF THAT MEANS SOME PEOPLE WHO HAVE THE LEGAL RIGHT TO LIVE IN BRITAIN ARE FORCED TO LEAVE IF THEY CANNOT PROVE IT

THE PRIORITY SHOULD BE ENSURING THAT PEOPLE WHO HAVE THE LEGAL RIGHT TO LIVE IN BRITAIN ARE NOT WRONGLY FORCED TO LEAVE BECAUSE THEY MAY NOT HAVE THE RIGHT EVIDENCE PROVING THEY HAVE THE RIGHT TO STAY, EVEN IF THIS MEANS ILLEGAL IMMIGRANTS ARE NOT DEPORTED

DON'T KNOW





# Have the kids gone wild or mild?



**As Gen Z start to  
emerge, they are less  
worried about risky  
behaviour than millennials  
were at the same age –  
except for binge drinking**

**% THINK IT'S VERY RISKY**

#### Generation Z in 2018

(those aged 11-15 years)

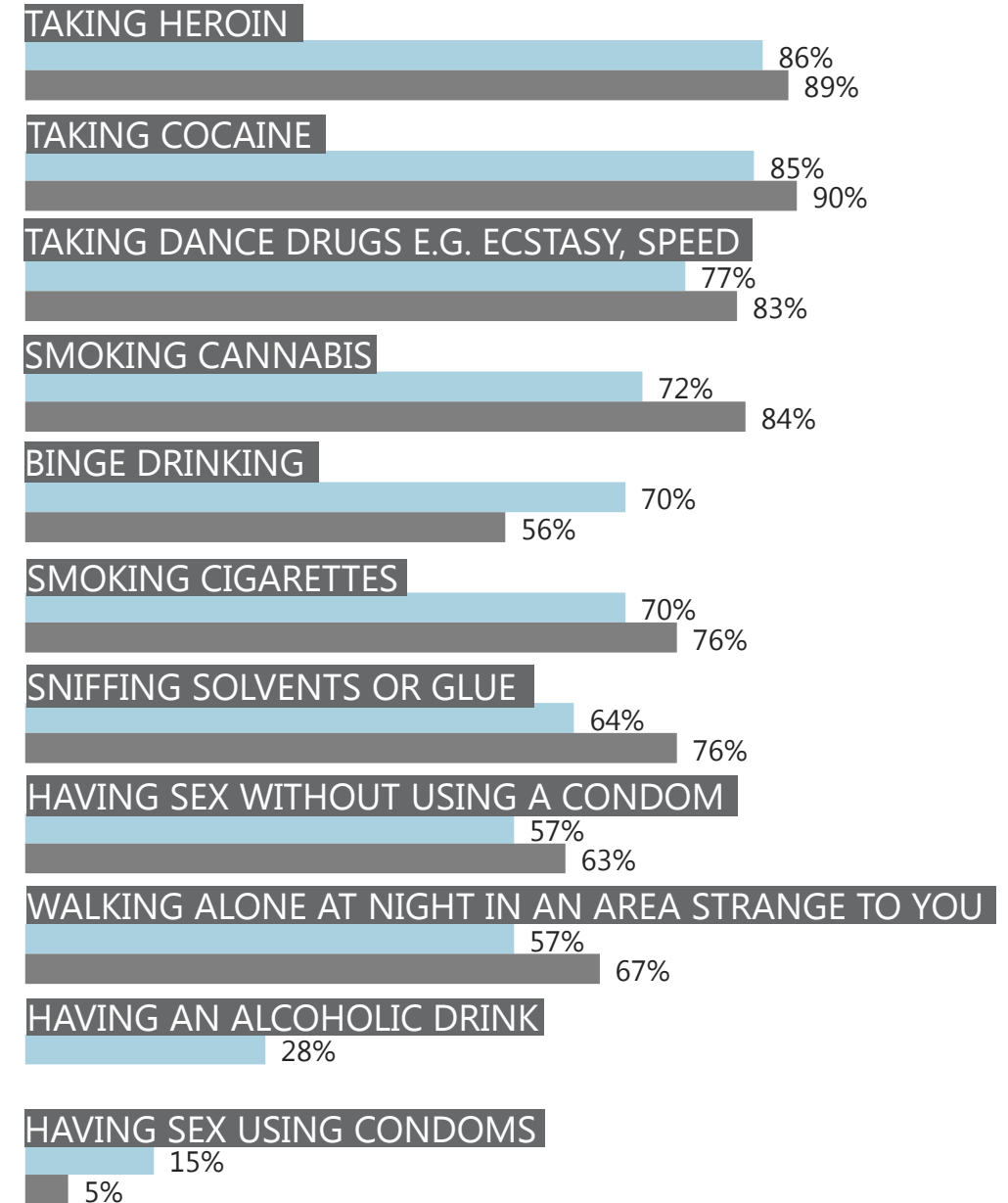
#### Millennials in 2004

(those aged 11-15 years)

**Base:** 300 11-15 year olds, 5 February-6 April 2018  
**Source:** Young People Omnibus 2018/Nestle  
Family Monitor Survey of Young People's  
Attitudes 2004



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## Across the world Gen Z seem to be more sensible than their older counterparts

Just **36%** of 13-15 year olds tried alcohol in 2016, down from 76% in 2000



Drug use less uniform change – but marijuana down **12 percentage points** in US



**36%** of Millennial high schoolers said were sexually active, down to

**30%** for Gen Z (though unprotected sex same proportion of sexually active)



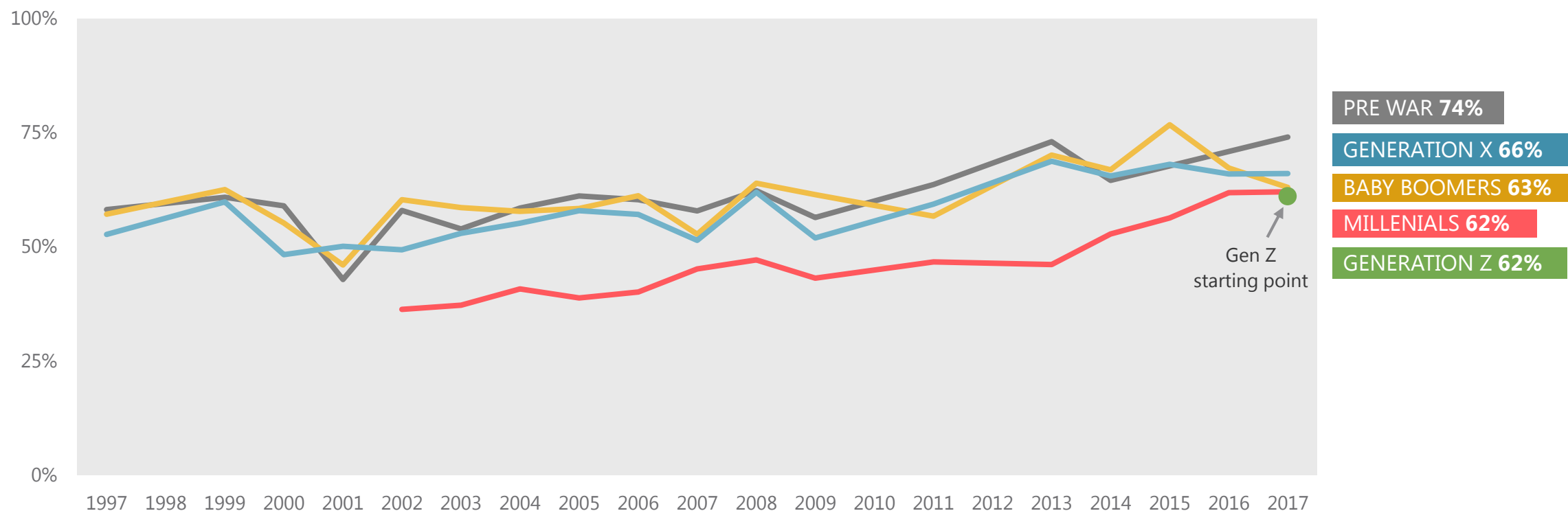
### Criminal behaviour falling:

- Detained young people **down 48%** across Europe 2008-15
- In UK 260,000 offences by Millennials 10-17 years olds, down to **73,000 for Gen Z**



# Generation Z are also more likely to trust the average person in the street compared with Millennials when they were younger

% GENERALLY TRUSTING THE MAN/WOMAN ON THE STREET TO TELL THE TRUTH



Base: c. 1,000 people per month

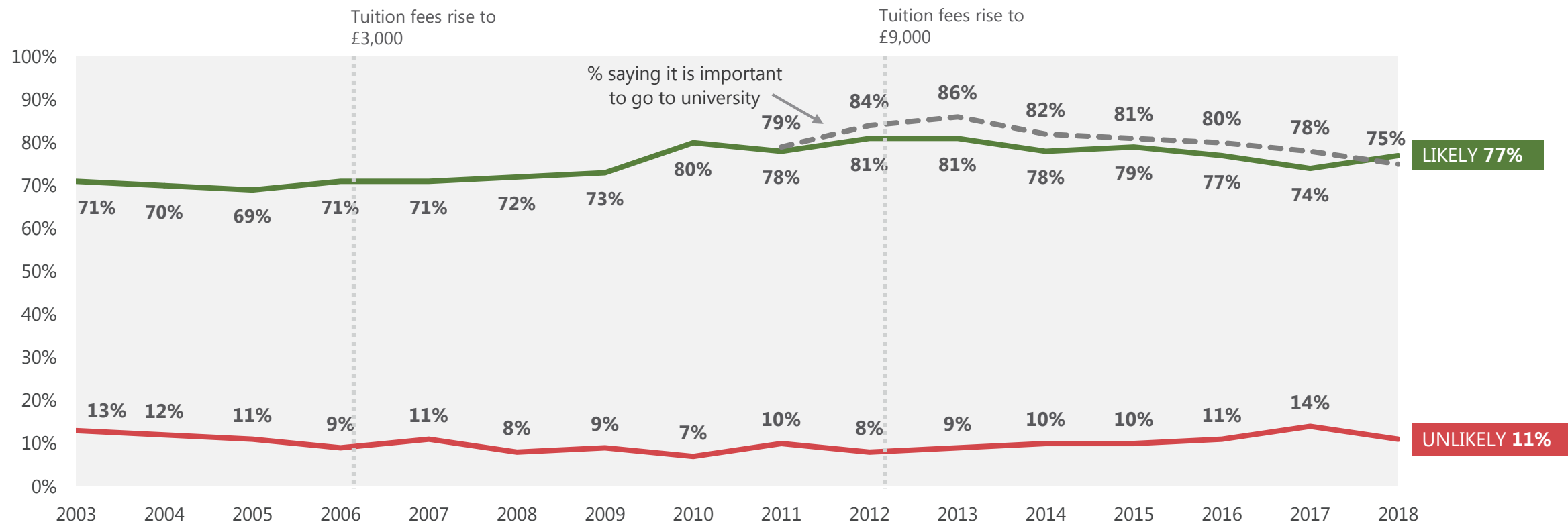


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Source: Ipsos MORI Veracity Index

# Three in four young people say they are likely to go to university when they are old enough, even though the percentage saying it's important drifts down

## LIKELIHOOD OF ATTENDING UNIVERSITY



**Base:** All participants in England and Wales, attending state secondary/middle schools, circa 2,500 pupils each year

**Source:** Ipsos MORI, Young People Omnibus/Sutton Trust



# Concern about housing is on the rise

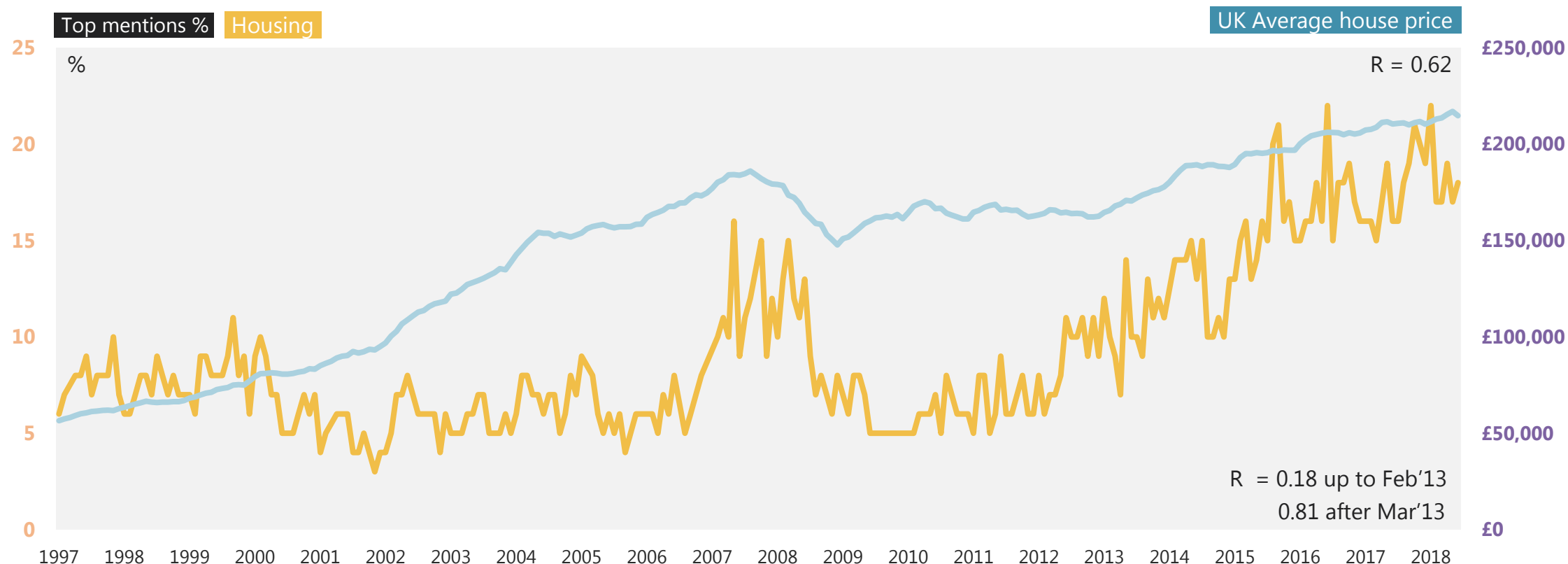


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# The link between rising house prices and concern about housing has been strengthening over the last decade

WHAT DO YOU SEE AS THE MOST IMPORTANT ISSUE FACING BRITAIN TODAY?

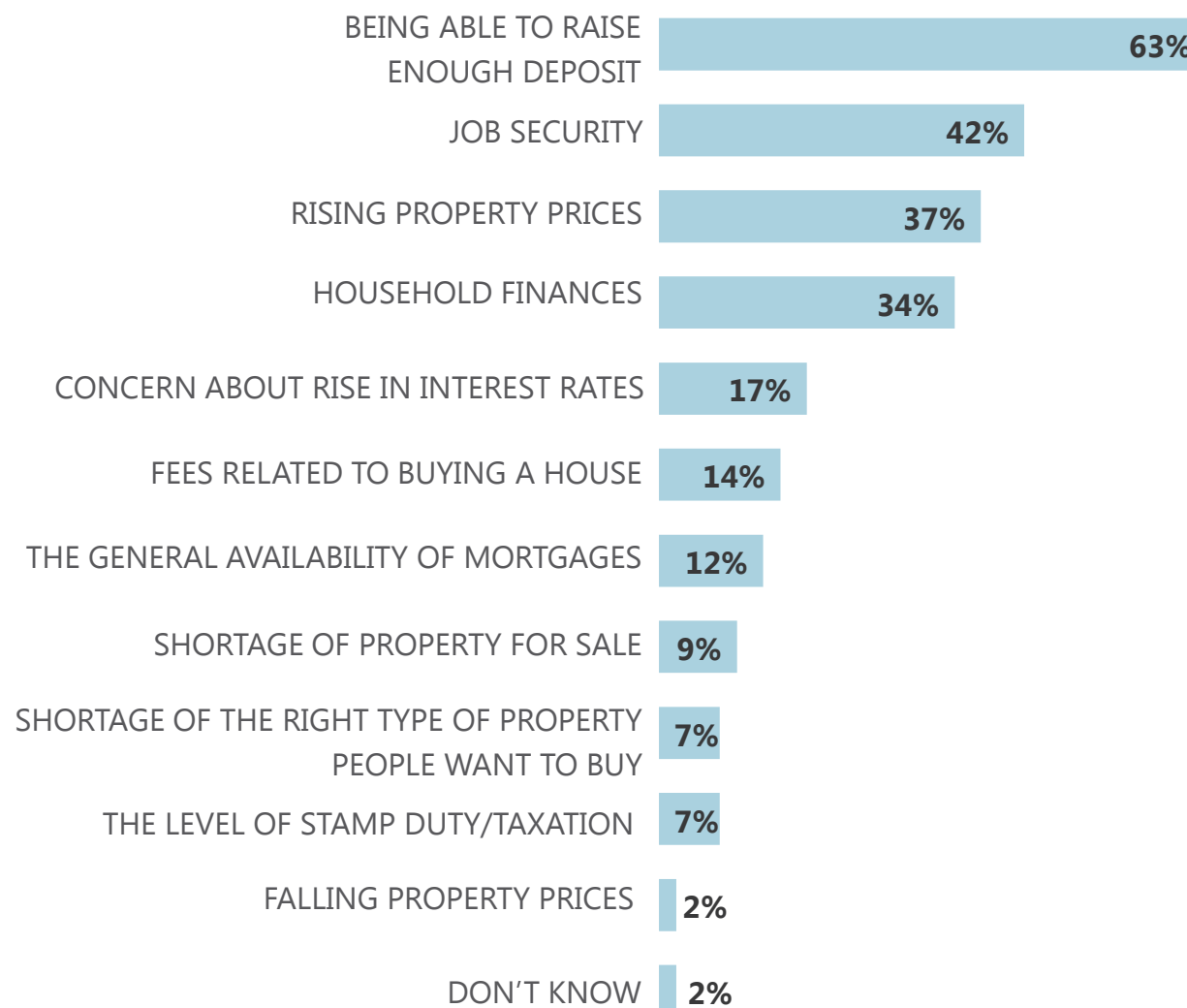


**Base:** Representative sample of British adults aged 16-64. c.1,000 per month

**Source:** Ipsos MORI Issues Index (c.1,000 British adults age 18+ each month); Nationwide House Price Index

**Being able to raise enough  
for a deposit is perceived  
as the main barrier to  
buying among many**

**NOW THINKING ABOUT THE  
CURRENT SITUATION, WHICH  
TWO OR THREE OF THESE, IF ANY,  
DO YOU THINK ARE THE MAIN  
BARRIERS TO PEOPLE IN GENERAL  
BEING ABLE TO BUY A PROPERTY?**



**Base:** 1,993 GB adults 16+, interviewed between 16 March-11 April 2018

**Source:** Halifax/Ipsos MORI Housing Market Confidence Tracker

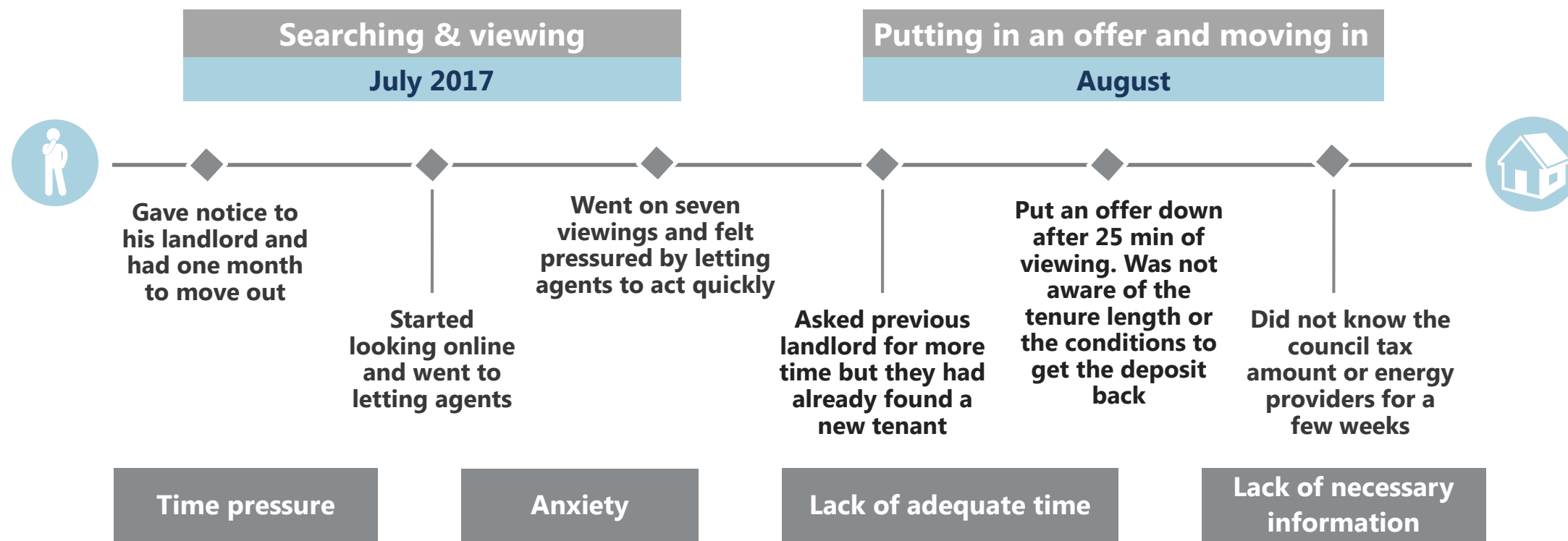


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# While private renters are also faced with significant challenges

## Couple, Birmingham


- ✓ Has been renting for nine years
- ✓ Now living with his partner in a 1 bedroom flat
- ✓ Was previously living in a flatshare with six people which felt like a hostel and had mould and condensation issues
- ✓ They had to find a flat in 1 month



## Including finding somewhere suitable to live



**The biggest challenge is finding a suitable house. Anything suitable is usually snapped up very quickly, so you don't really have time to assess the house properly.**



INTERVIEW WITH A PRIVATE RENTER LIVING WITH CHILDREN IN BELFAST

From [Private Renters' customer journeys](#)



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**Affordability is also  
an issue across the  
housing market,  
especially in London**

**WHICH IF ANY, OF THE  
FOLLOWING DO YOU SEE AS THE  
3 MOST IMPORTANT PROBLEMS  
FACING THE HOUSING MARKET...?**

**London**

**Great Britain**

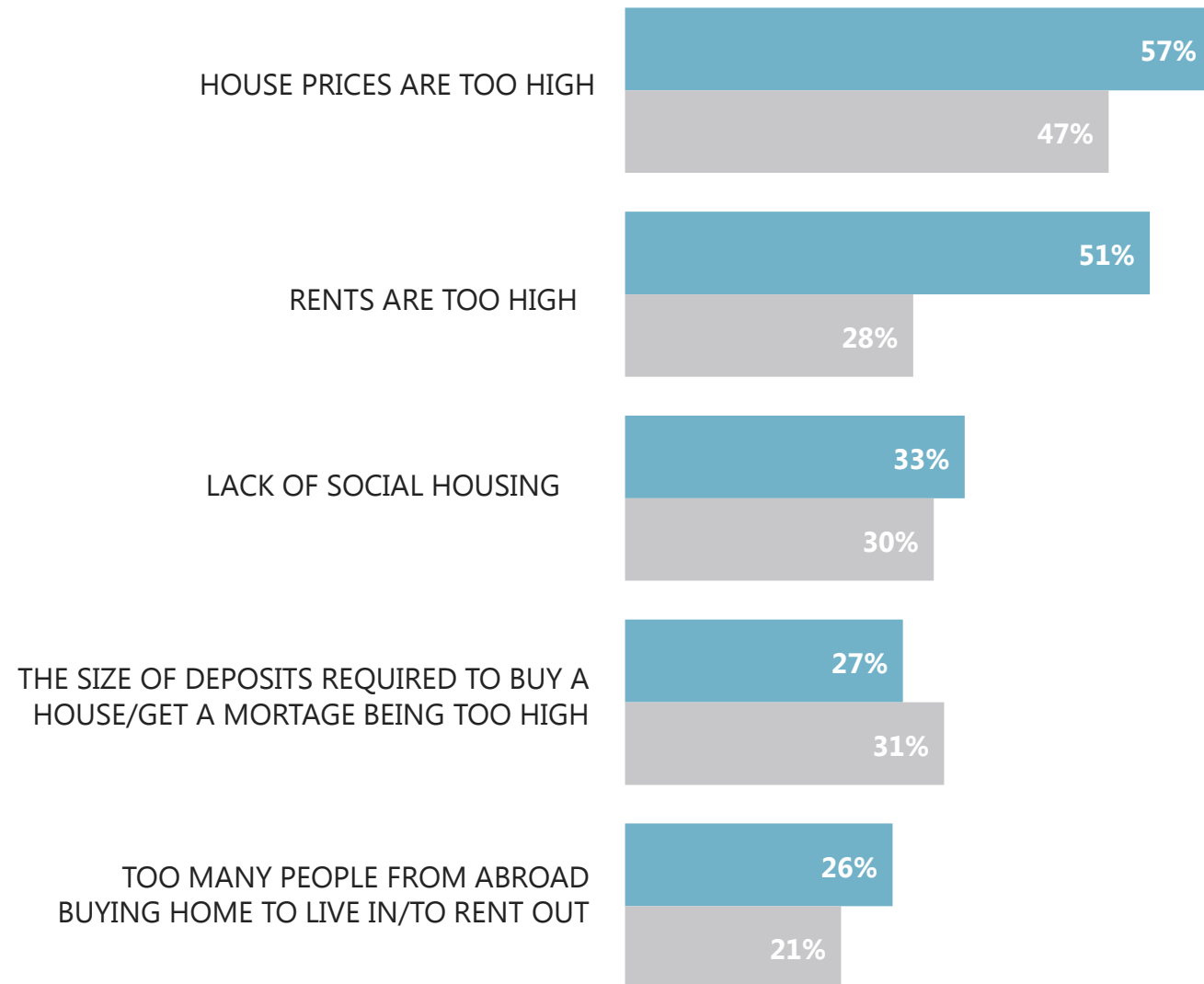
**Base:** 1,000 London adults (online), Oct-Nov 2018  
1,009 GB adults (online), Oct 2014

**Source:** Ipsos MORI/London Councils and Ipsos MORI/JLL



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**Top 5 issues**

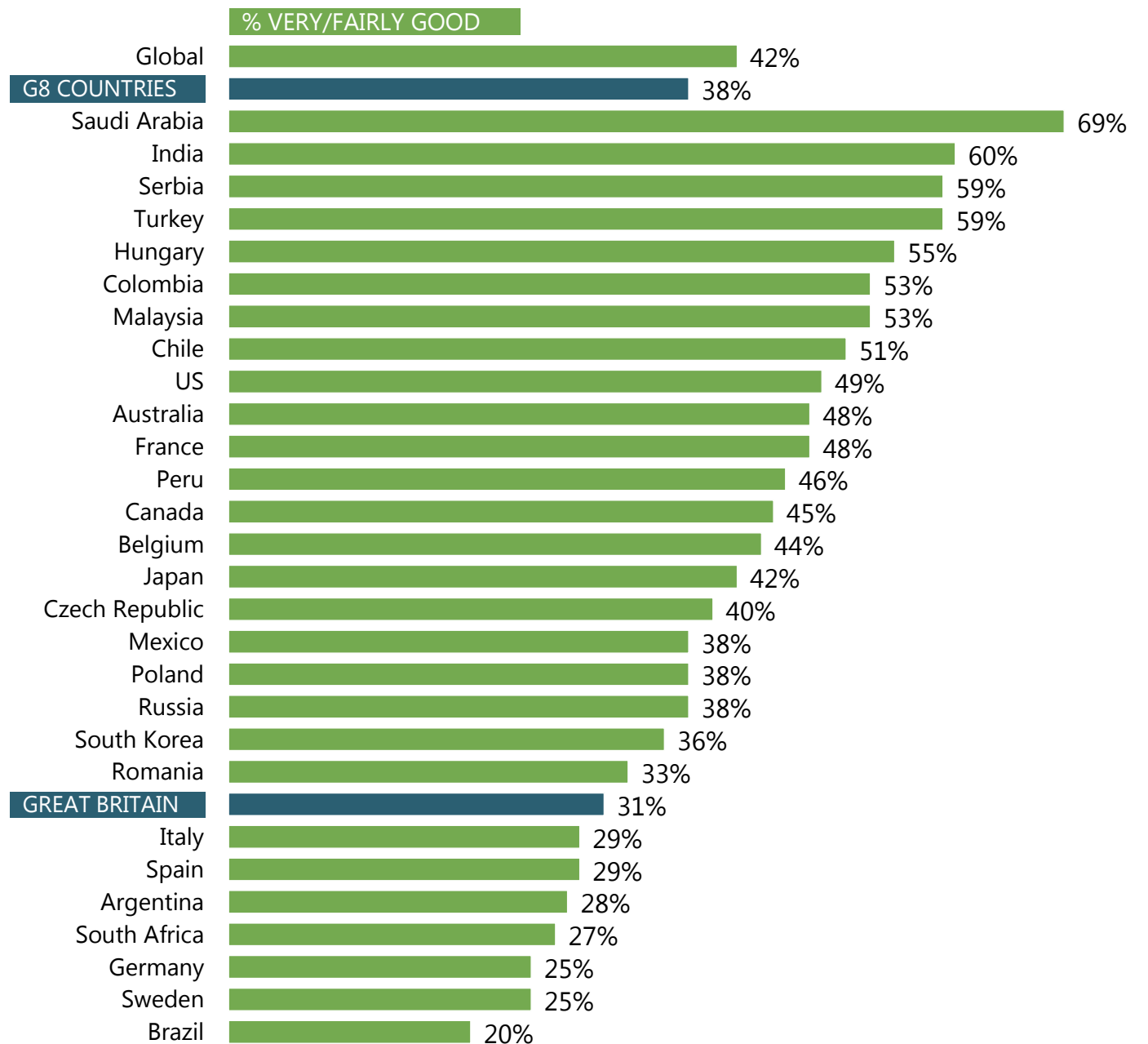


**The quality of Britain's housing supply does not compare well internationally – it's below the global and G8 average**

**HOW GOOD OR POOR WOULD YOU RATE THE CURRENT QUALITY OF THE NEW HOUSING SUPPLY?**

**Base:** 1,006 GB adults among 19,786 adults (online), Aug-Sept 2018

**Source:** Ipsos MORI/Global Infrastructure Investors Association



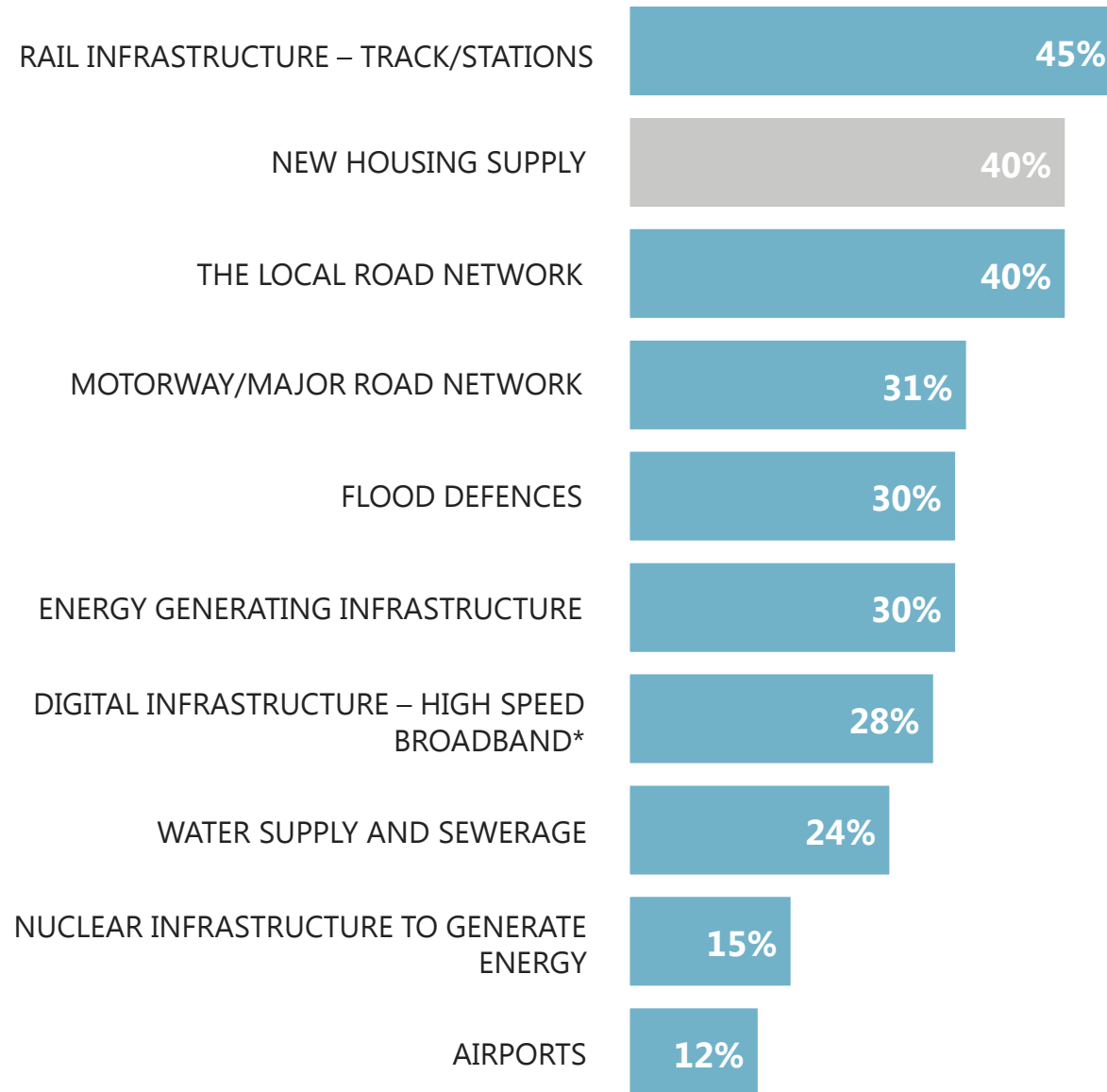
# And a new housing supply is competing with many other infrastructure priorities

WHICH OF THESE TYPES OF INFRASTRUCTURE, IF ANY, DO YOU THINK SHOULD BE MADE A PRIORITY FOR INVESTMENT FOR [COUNTRY]?

\* 'Digital infrastructure such as high speed broadband, full fibre networks (FTTP), 5G'

**Base:** 1,006 GB adults among 19,786 adults (online), Aug-Sept 2018

**Source:** Ipsos MORI/Global Infrastructure Investors Association



**Solution? The public agree  
we need to invest more  
into infrastructure,  
and are open to  
foreign investment**

**TO WHAT EXTENT DO YOU  
AGREE OR DISAGREE...?**

AS A COUNTRY WE ARE NOT DOING  
ENOUGH TO MEET OUR INFRASTRUCTURE  
NEEDS

AGREE

58%

DISAGREE

7%

INVESTING IN INFRASTRUCTURE IS VITAL  
TO GB'S FUTURE ECONOMIC GROWTH

73%

3%

I'M FINE WITH FOREIGN INVESTMENT IN  
NEW INFRASTRUCTURE IN GB IF IT MEANS  
IT GETS BUILT MORE QUICKLY

42%

17%

**Base:** c.1,000 British adults, online panel, Aug-Sept 2018

**Source:** Ipsos MORI/GIIA



**Ipsos MORI**



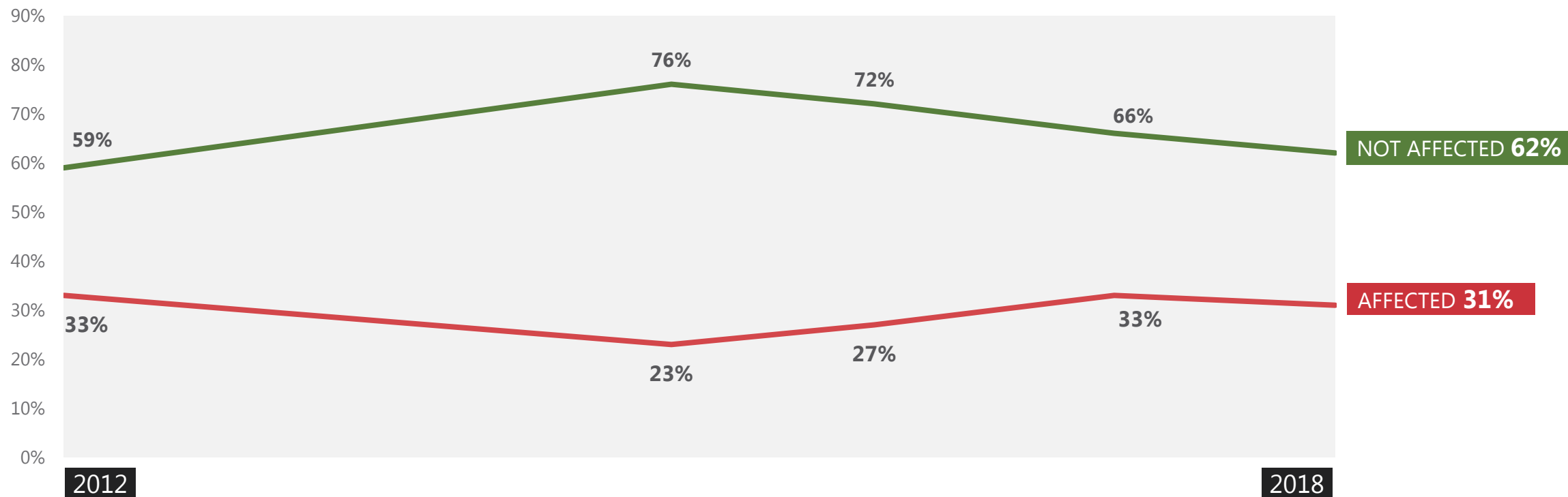
# Are Brits tiring of austerity?



Ipsos MORI

## The number of people feeling the impact of cuts has stabilised but remains around a third, compared with a quarter in 2015

AS YOU MAY KNOW OVER RECENT YEARS THE GOVERNMENT HAS ANNOUNCED A NUMBER OF SPENDING CUTS TO HELP REDUCE THE NATIONAL DEFICIT. TO WHAT EXTENT, IF AT ALL, HAVE YOU AND YOUR FAMILY BEEN AFFECTED BY THE CUTS SO FAR ?

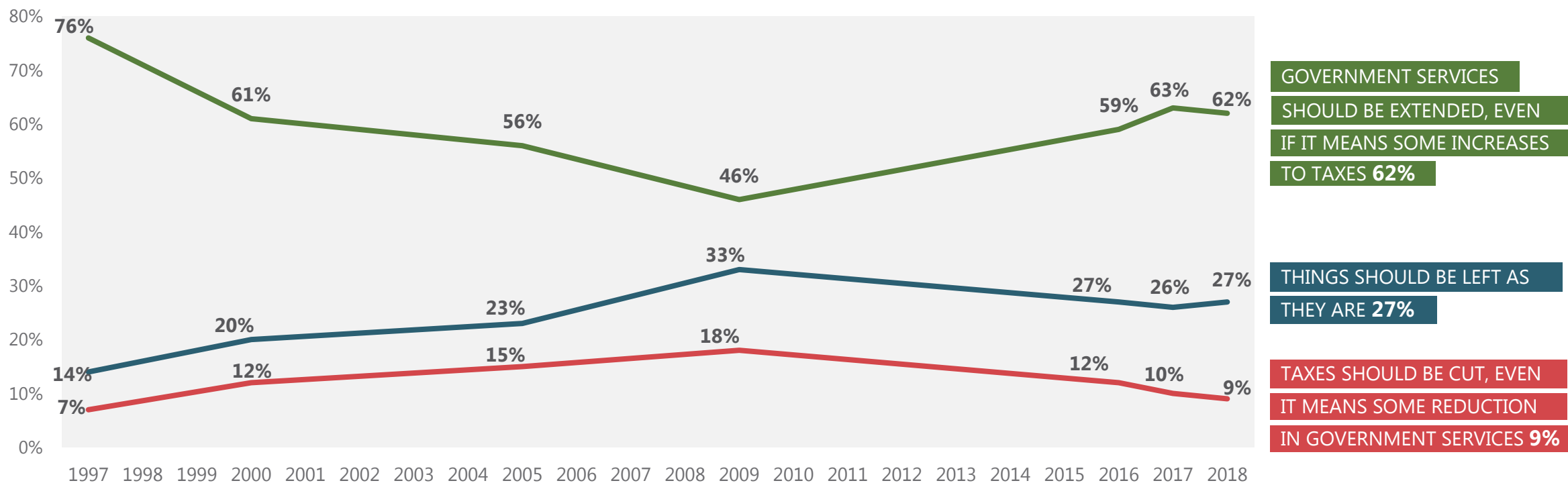


Base: c1,000 British adults each month

Source: Deloitte LLP for The State of the State 2018

# Extending government services, even if this means some tax increases, is now supported by almost two thirds

PEOPLE HAVE DIFFERENT VIEWS ABOUT WHETHER IT IS MORE IMPORTANT TO REDUCE TAXES OR KEEP UP GOVERNMENT SPENDING.  
HOW ABOUT YOU? WHICH OF THESE STATEMENTS COMES CLOSEST TO YOUR OWN VIEW?



Base: c1,000 British adults each month

Source: Deloitte LLP for The State of the State 2018

**We are notably pessimistic  
about the NHS,  
opportunities for young  
people and policing**

**THINKING ABOUT ... OVER THE  
NEXT FEW YEARS DO YOU EXPECT  
IT TO GET BETTER, GET WORSE,  
OR STAY THE SAME?**

BETTER

WORSE

**Base:** 1,026 British adults 18+ 22<sup>nd</sup>-27<sup>th</sup> June 2018

**Source:** Ipsos MORI Political Monitor



**Ipsos MORI**

THE NHS

54%

22%

OPPORTUNITIES FOR YOUNG PEOPLE

44%

24%

THE WAY YOUR AREA IS POLICED

44%

10%

PUBLIC TRANSPORT

39%

23%

THE QUALITY OF THE ENVIRONMENT

38%

29%

SKILLS IN BRITAIN'S WORKFORCE

33%


28%

THE QUALITY OF EDUCATION

32%

24%





**This is particularly  
significant as  
the NHS  
turns 70**

# Britons are the most likely in the world to rate their health service as good

HOW WOULD YOU RATE THE QUALITY OF HEALTHCARE THAT YOU AND YOUR FAMILY HAVE ACCESS TO IN YOUR COUNTRY?

GOOD

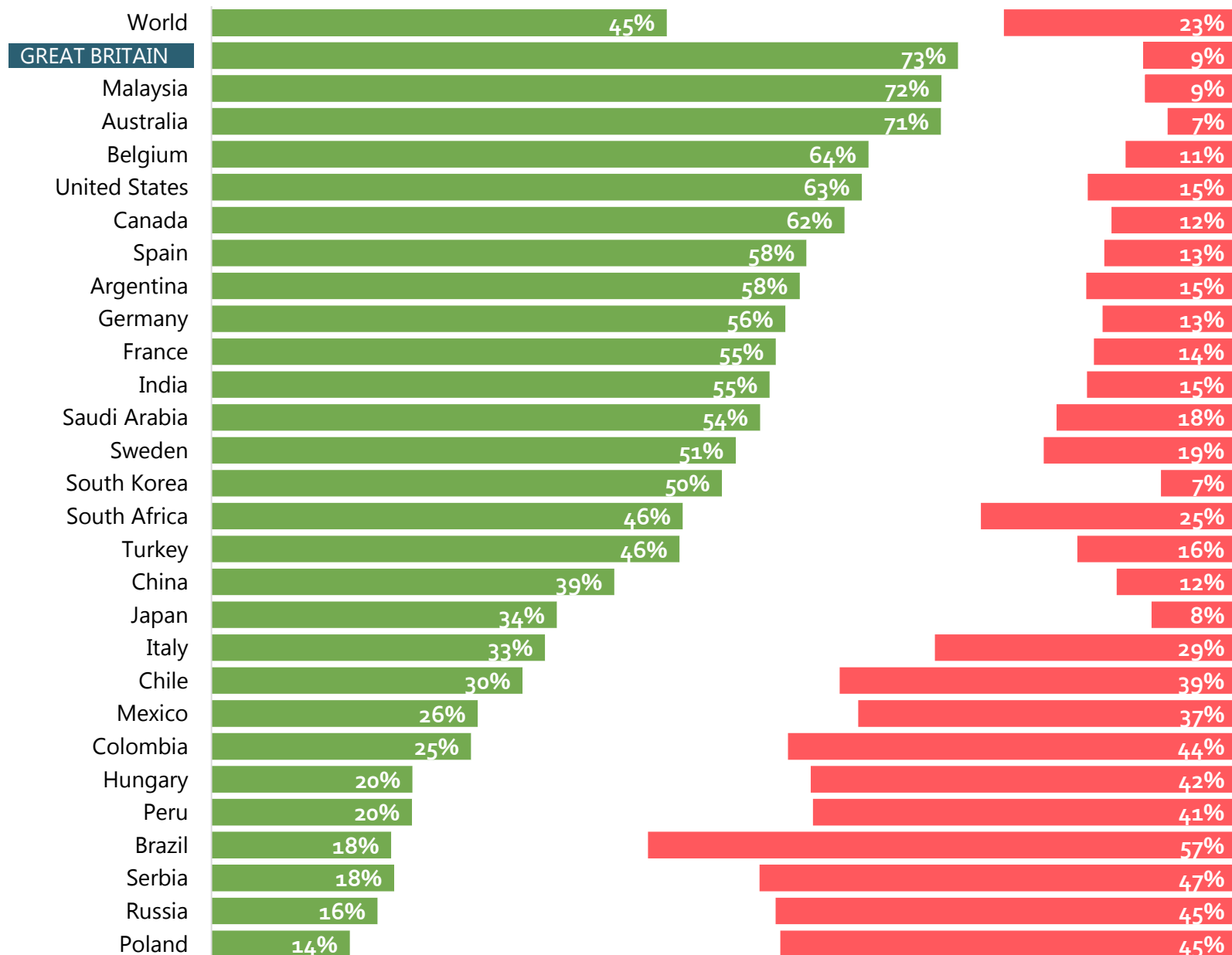
POOR

**Base:** 23, 249 online adults aged 16-64 across 28 countries, May 25-June 8 2018

**Source:** Ipsos Global Advisor



Ipsos MORI



However, they are also  
the most likely to say  
their health service is  
'overstretched'

TO WHAT EXTENT DO YOU AGREE  
OR DISAGREE WITH THE  
FOLLOWING STATEMENT – THE  
HEALTHCARE SYSTEM IN MY  
COUNTRY IS OVERSTRETCHED?

AGREE

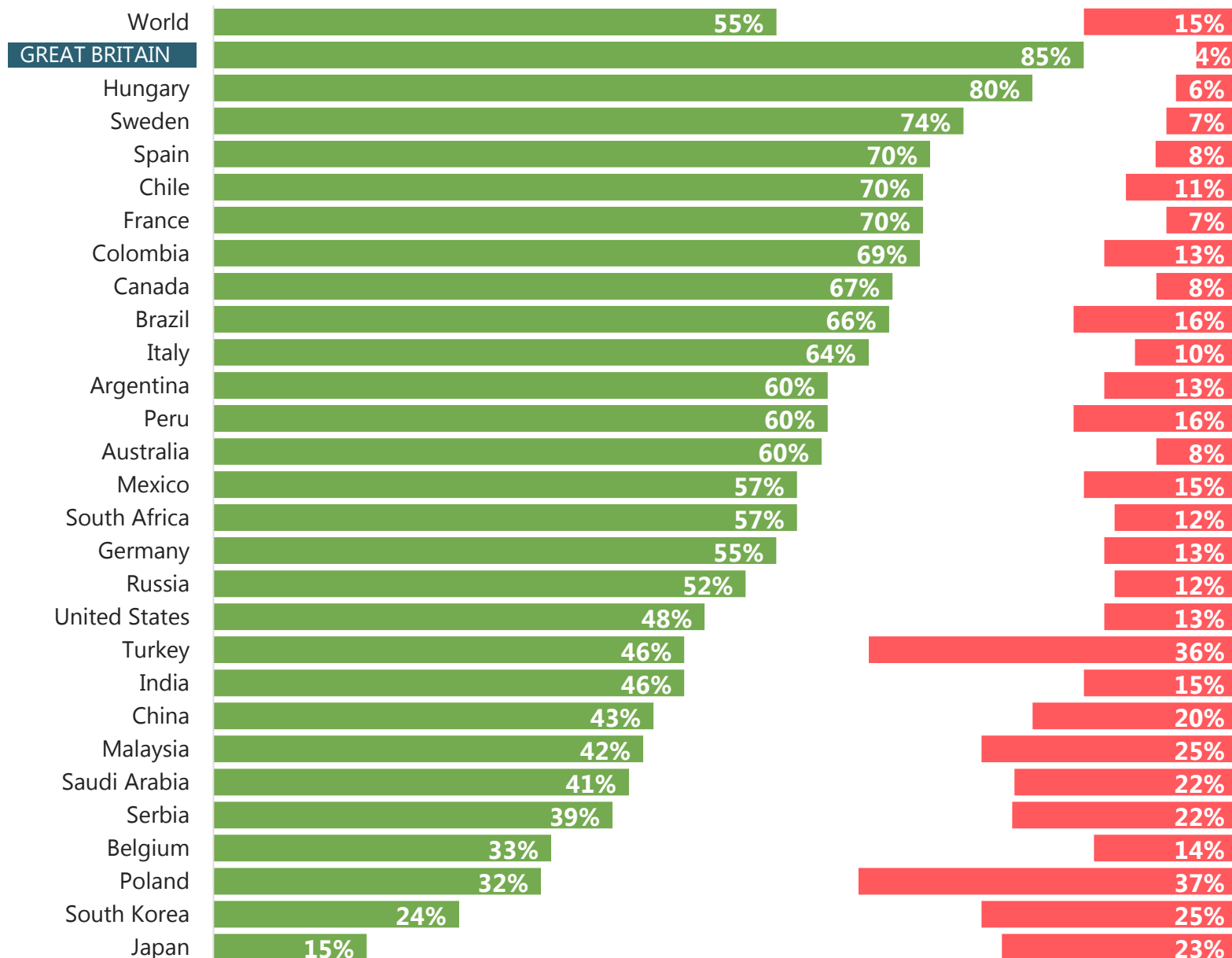
DISAGREE

**Base:** 23, 249 online adults aged 16-64 across  
28 countries, May 25-June 8 2018.

**Source:** Ipsos Global Advisor

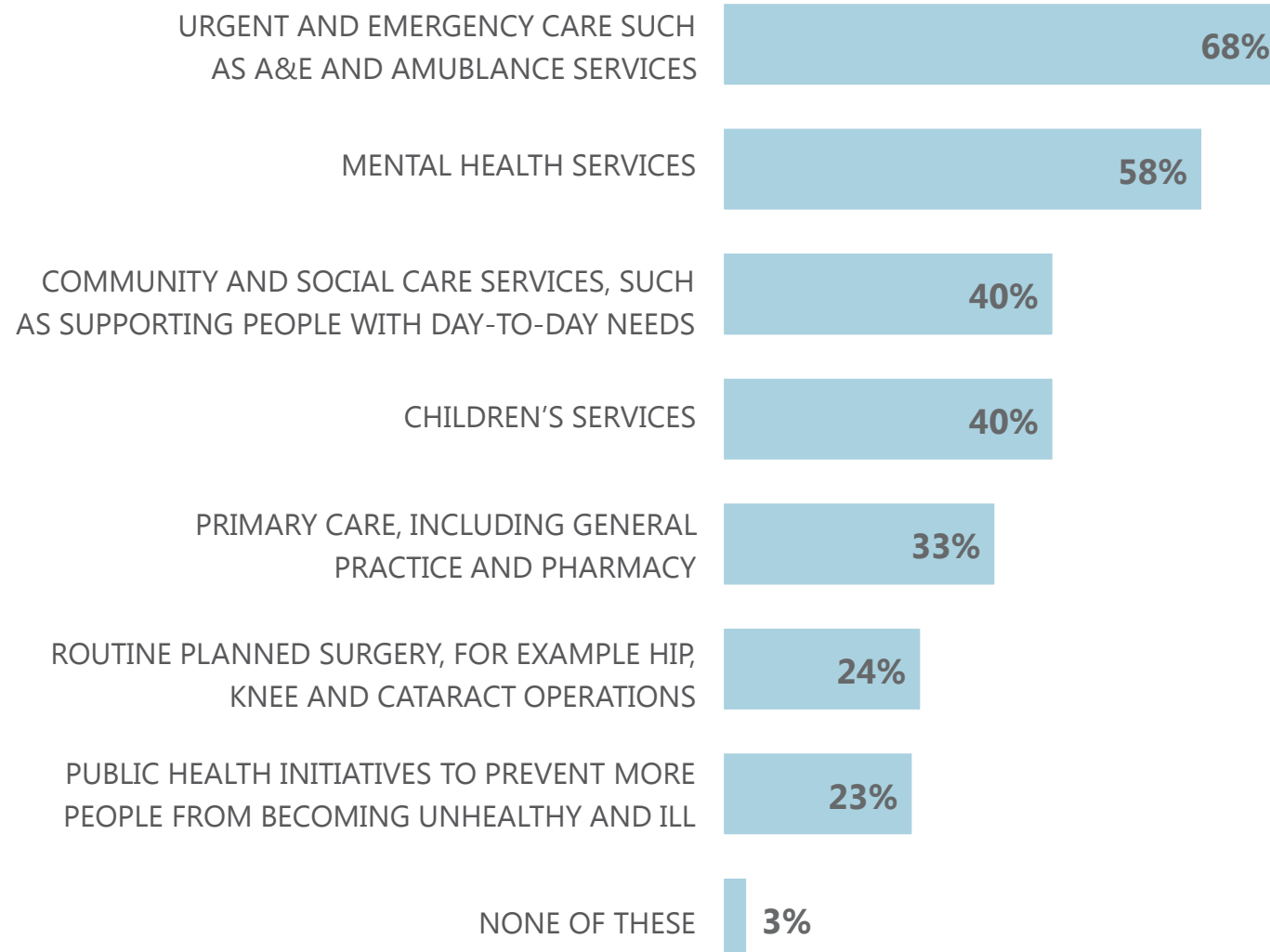


**Ipsos MORI**



**The public's priority for  
extra funding is urgent  
and emergency care,  
with mental health second**

**IF THE GOVERNMENT WERE TO  
DEVOTE MORE FUNDING TO  
HEALTH AND CARE SERVICES,  
WHICH THREE, IF ANY, OF THE  
FOLLOWING DO YOU THINK IT  
SHOULD PRIORITISE IN TERMS OF  
SPENDING?**



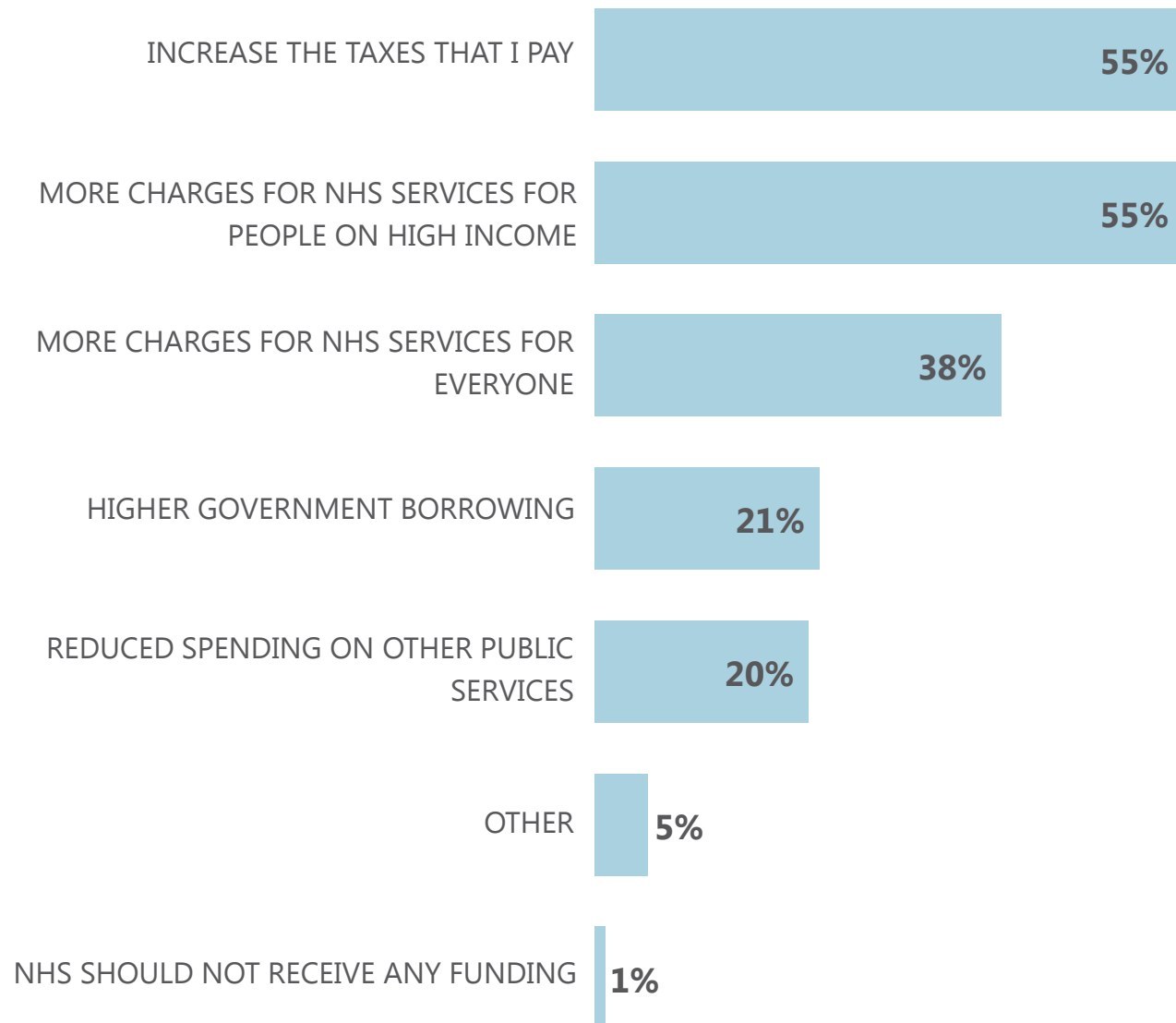
**Base:** 917 English adults 18+, interviewed between 26-29 April 2018

**Source:** Ipsos MORI / NHS Providers 2018

And they are willing to put  
their money where their  
mouth is, with over half  
saying they would personally  
pay more taxes

WHICH OF THE FOLLOWING, IF  
ANY, WOULD YOU SUPPORT TO  
PAY FOR THE INCREASED FUNDING  
FOR THE NHS THAT THE  
GOVERNMENT HAS ANNOUNCED?

Base: 1,026 British adults 18+ 22-27 June 2018



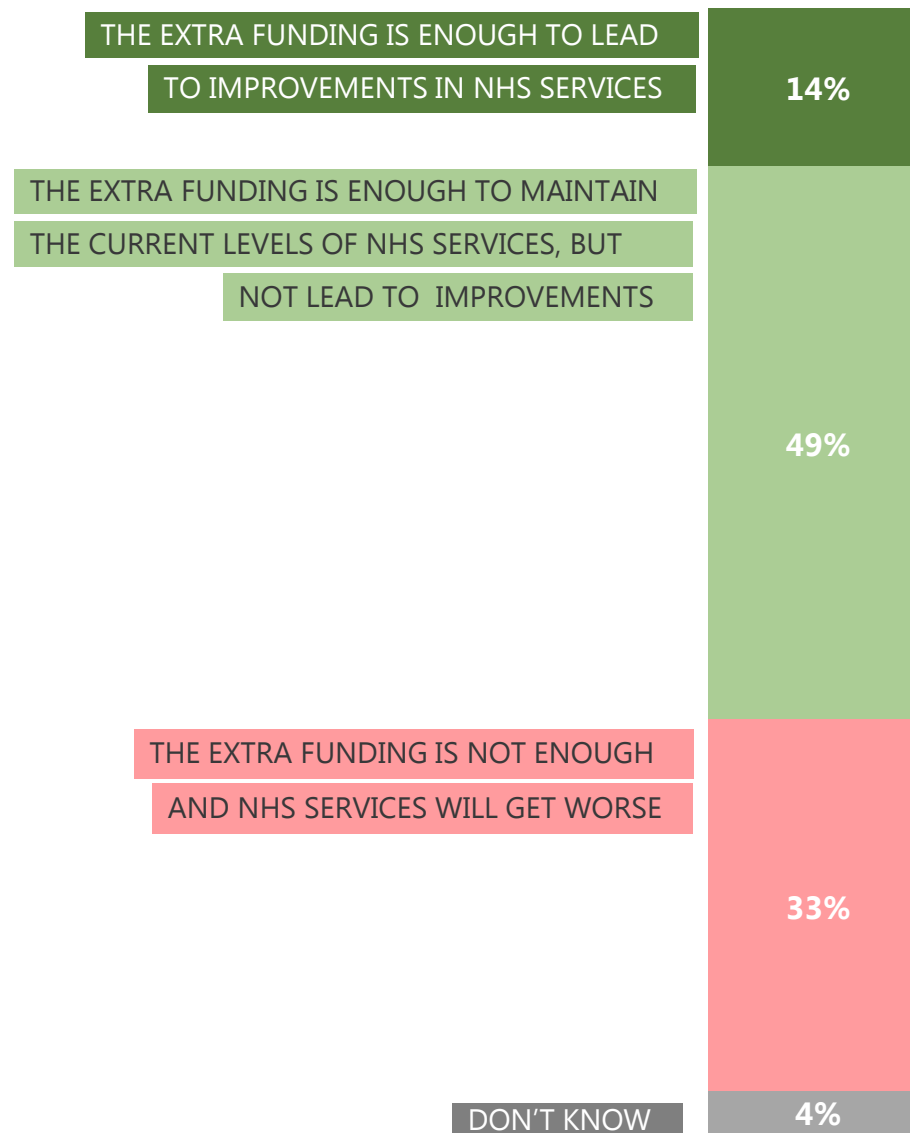
Source: Ipsos MORI Political Monitor 2018

# Although, few think the announced increase in funding is enough to lead to improvements

AS YOU MAY KNOW THE GOVERNMENT HAS RECENTLY ANNOUNCED THAT IT WILL BE PROVIDING AN EXTRA £20BILLION A YEAR FOR THE NHS FOR THE NEXT FIVE YEARS, AN INCREASE OF 3.4%. WHEN THINKING ABOUT THE EFFECT THIS EXTRA FUNDING WILL HAVE ON THE NHS, WHICH OF THE FOLLOWING IS CLOSEST TO YOUR OPINION?

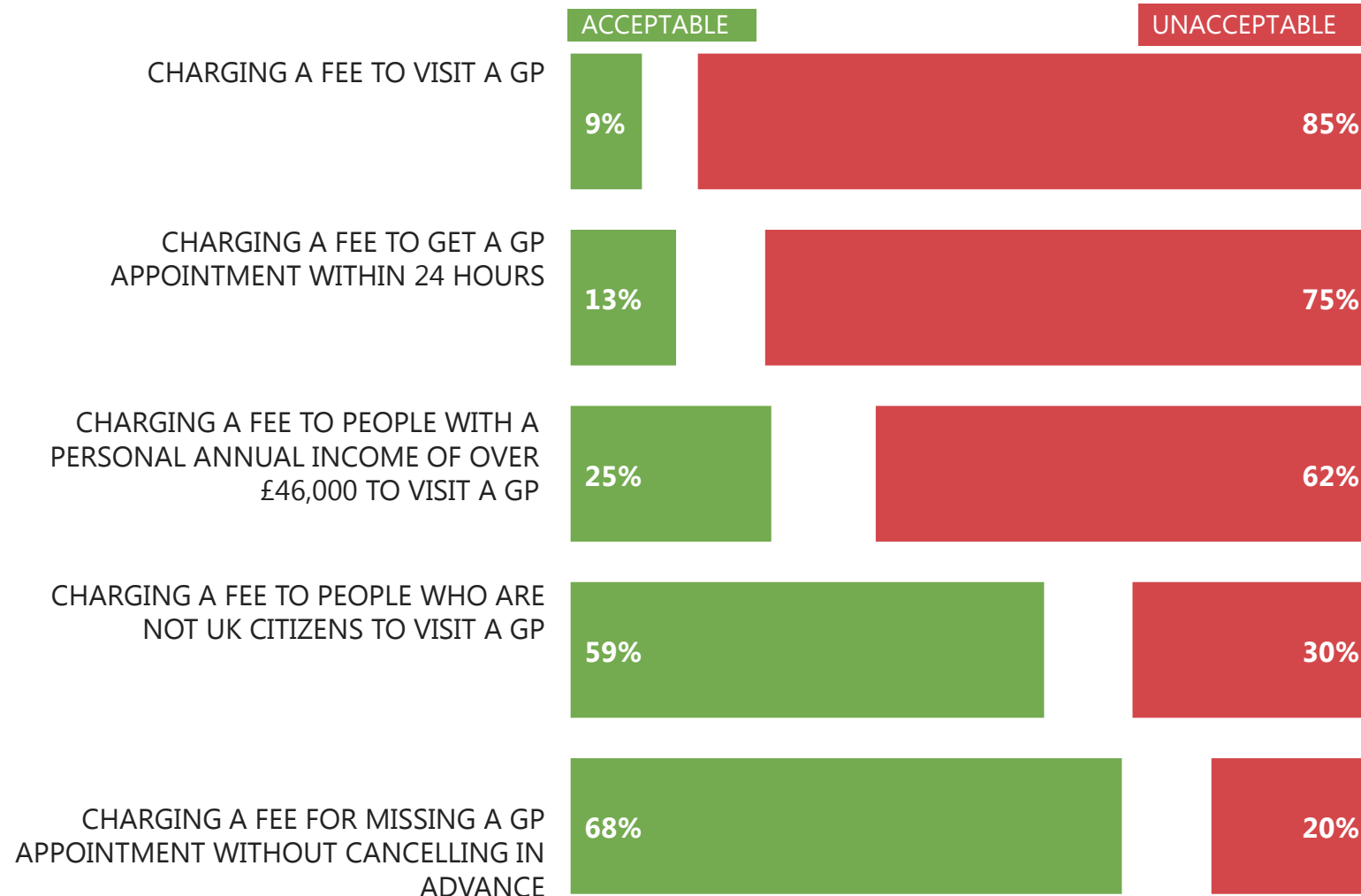
**Base:** Online survey of 1,060 GB adults aged 18-75 conducted 9-13 March 2018

**Source:** Ipsos MORI Political Monitor 2018



## Other options for raising funds receive mixed levels of support

THINKING ABOUT THE NHS SPECIFICALLY, HOW ACCEPTABLE OR UNACCEPTABLE DO YOU FEEL IT IS TO CHARGE A FEE FOR EACH OF THE FOLLOWING...?




Base: 1,463 UK Adults 15+



Source: Ipsos MORI/Deloitte LLP for the State of the State 2018

**And the public think change is needed within social care too**



**It's not working! For me, personally, I don't think you can continue with this. That gap's going to get bigger and bigger."**

**PARTICIPANT FROM A DELIBERATIVE EVENT IN THE LEEDS**

From [Public attitudes to social care funding reform](#)



**Ipsos MORI**





# **Britons are worried about equality**



**Only one in four Britons agree that giving women equal rights has gone far enough – among the lowest in the world**

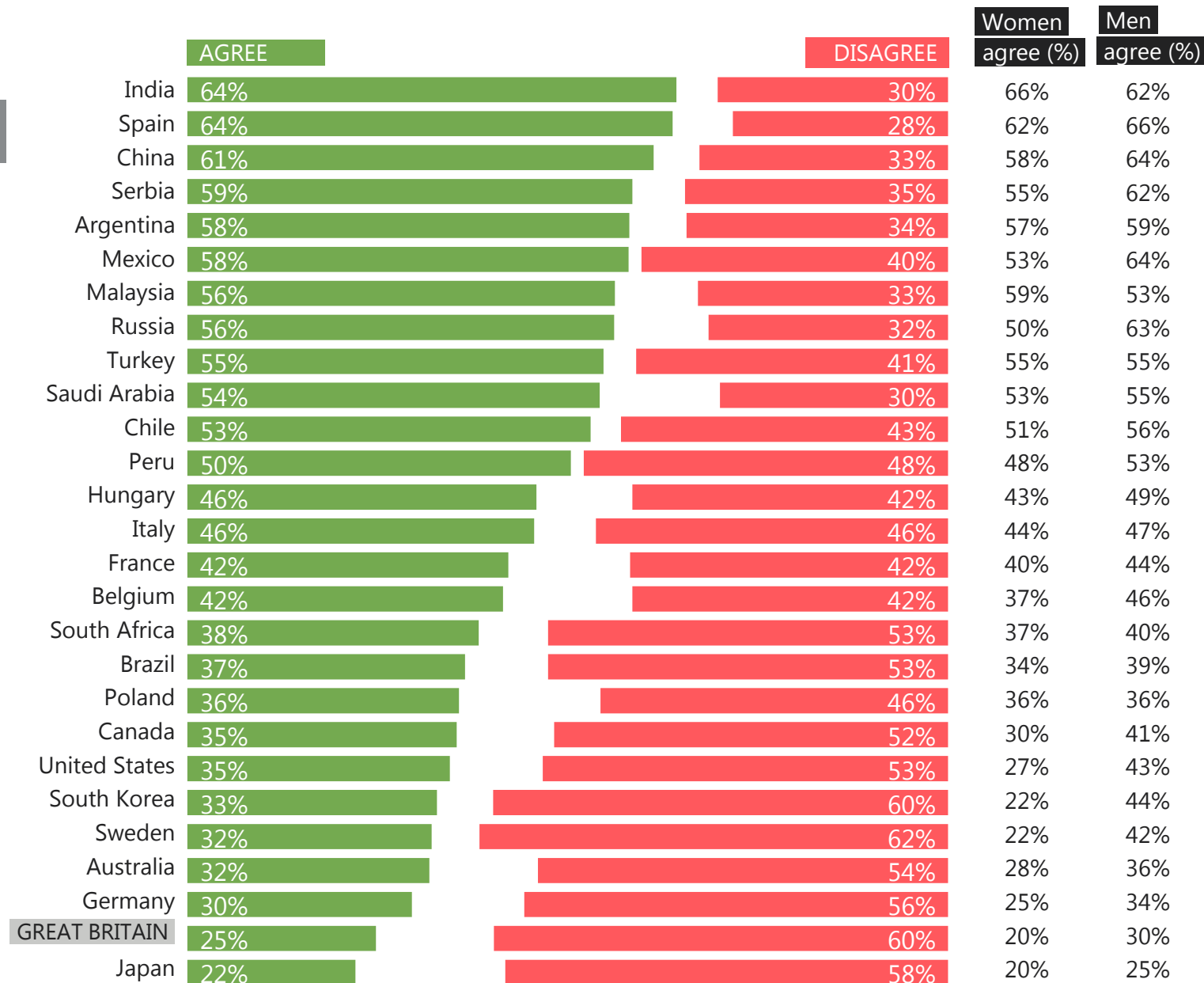
**WHEN IT COMES TO GIVING WOMEN EQUAL RIGHTS WITH MEN, THINGS HAVE GONE FAR ENOUGH IN MY COUNTRY?**

**Base:** 23,249 online adults aged 16-64 across 28 countries, May 25-June 8 2018

**Source:** Ipsos Global Advisor



**Ipsos MORI**



**Equal pay is seen as the most important issue facing women and girls in Britain, closely followed by sexual harassment**

Great Britain  
Globally

**WHICH TWO OR THREE, IF ANY OF THE FOLLOWING, DO YOU THINK ARE THE MOST IMPORTANT ISSUES FACING WOMEN AND GIRLS IN BRITAIN ?**

**Base:** 23,249 online adults aged 16-64 across 28 countries, May 25-June 8 2018

**Source:** Ipsos Global Advisor



## TOP 5 ISSUES

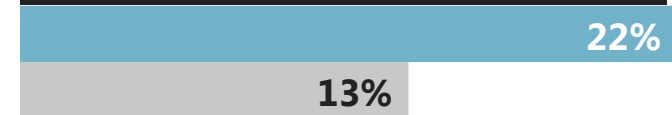
### EQUAL PAY



### SEXUAL HARASSMENT



### SEXUALISATION OF WOMEN IN MEDIA



### SEXUAL VIOLENCE



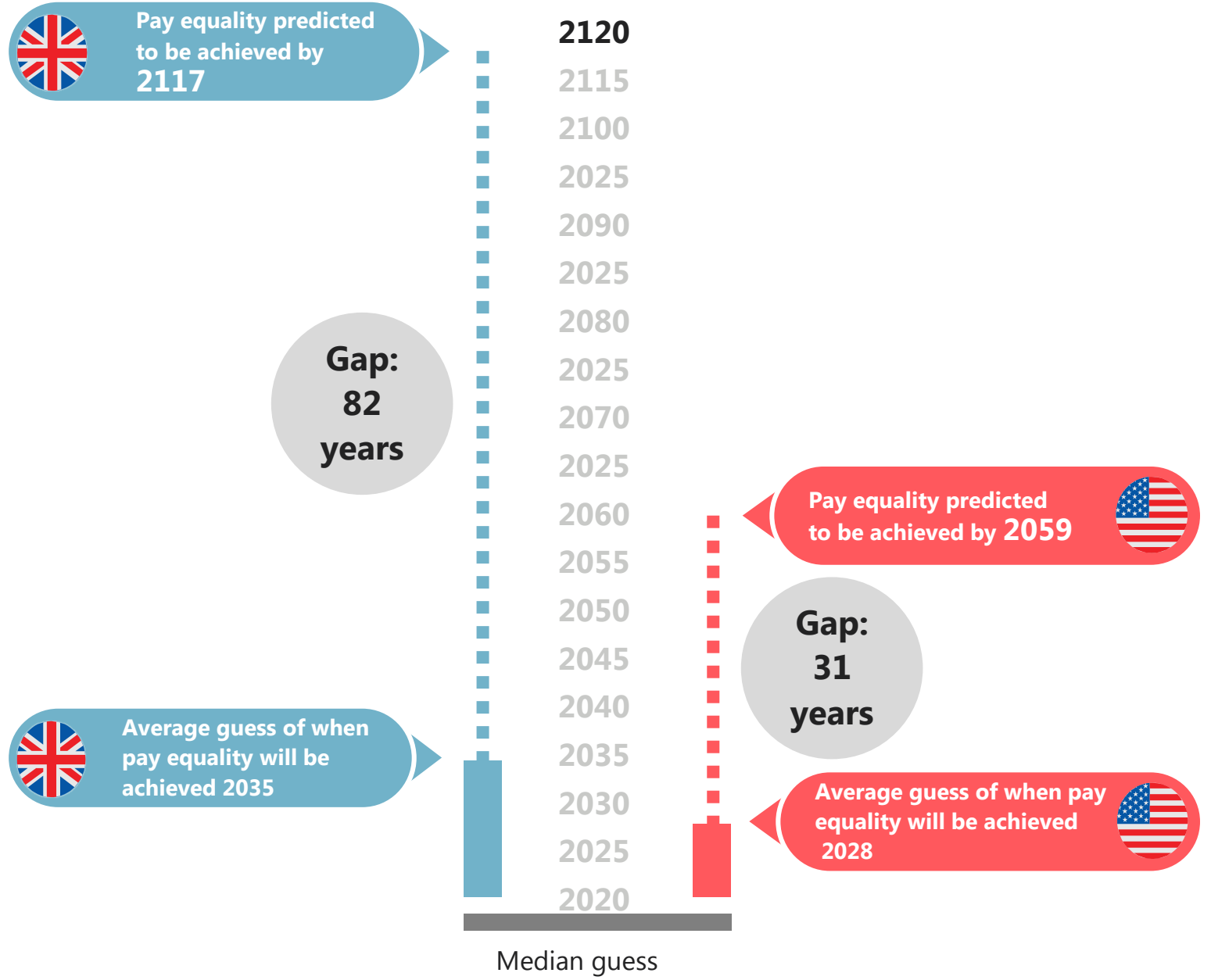
### DOMESTIC ABUSE



Although both Britons  
and Americans are far  
too optimistic in  
predicting when equal pay  
will be achieved

AT THE CURRENT RATE OF PROGRESS,  
IN WHICH YEAR WILL MEN AND  
WOMEN HAVE EQUAL PAY IN  
[COUNTRY]?

Base: 1,000+ British adults 18+, June-July 2018  
Source: Ipsos Global Adviser



# And across the world, nations underestimate the level of sexual harassment experienced by women

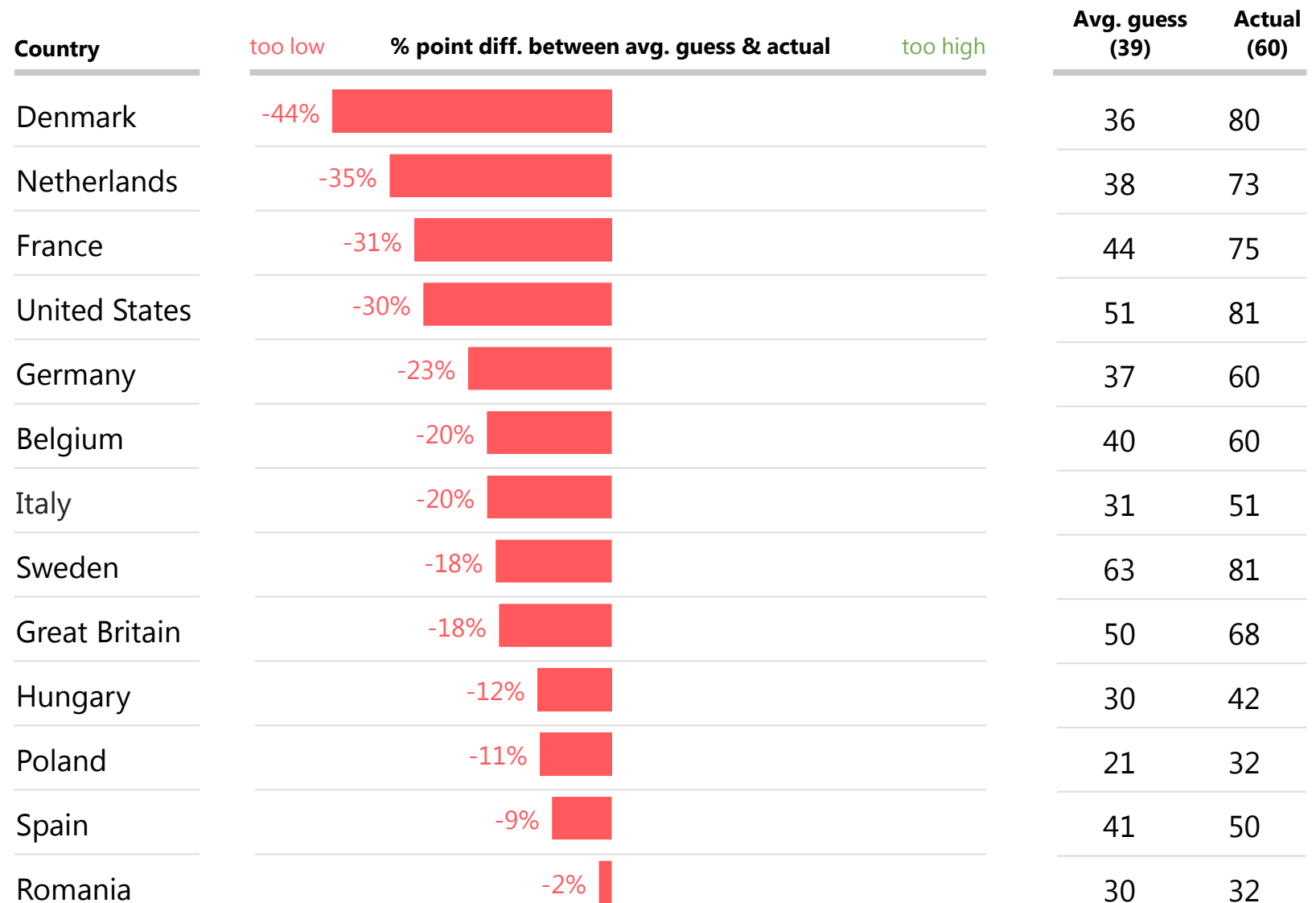
OUT OF EVERY 100 WOMEN IN  
[COUNTRY] HOW MANY DO YOU  
THINK SAY THEY HAVE  
EXPERIENCED ANY FORM OF  
SEXUAL HARASSMENT SINCE THE  
AGE OF 15?

**Base:** 28,000 adults across 35 countries (1,000 GB)

**Source:** Perils of Perception 2018



**Ipsos MORI**



**As Prince Harry married  
Meghan Markle this year,  
the majority said they wouldn't  
mind if a member of the royal  
family married somebody  
of the same sex**

**PLEASE SAY HOW YOU THINK YOU  
WOULD FEEL IN EACH OF THE  
FOLLOWING SITUATIONS: A MEMBER  
OF THE ROYAL FAMILY MARRYING  
SOMEBODY OF THE SAME SEX**

**Base:** 1,681 British online adults, 16-75, 23-27 February 2018  
**Source:** Kings College London Polling Club/Ipsos MORI



**Ipsos MORI**

I WOULD BE VERY CONCERNED

15%

I WOULD BE SLIGHTLY CONCERNED

11%

I WOULD NOT BE  
CONCERNED AT ALL

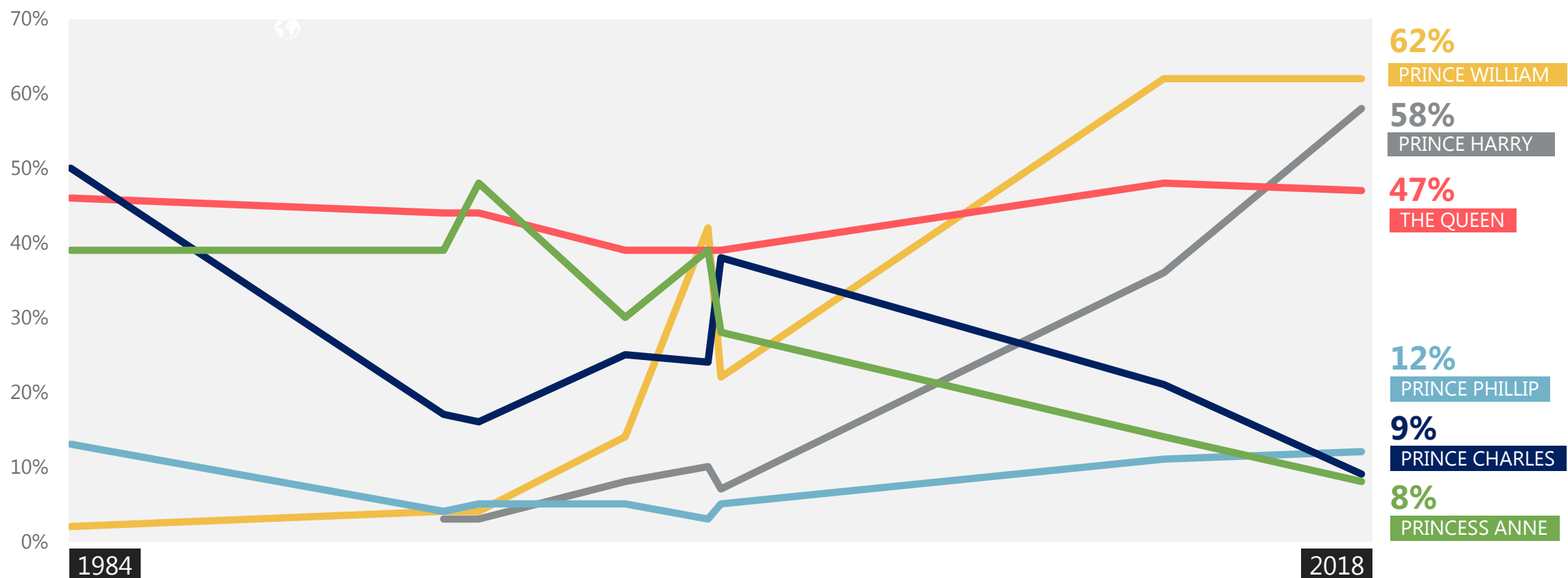
66%

DON'T KNOW

9%

# Meanwhile the younger generation of royals has become the most popular

WHICH TWO OR THREE MEMBERS OF THE ROYAL FAMILY DO YOU LIKE THE MOST? (UNPROMPTED)



Base: 1000+ British adults 18+, June-July 2018

Source: Ipsos MORI Political Monitor 2018



Ipsos MORI



# **David Attenborough (and the record breaking summer) got Britain talking about the environment**



Ipsos MORI



# Britain's concern about about dealing with waste is higher than the rest of the world

Great Britain  
Globally

IN YOUR VIEW, WHAT ARE THE THREE  
MOST IMPORTANT ENVIRONMENTAL  
ISSUES FACING BRITAIN TODAY? THAT  
IS THE, THE TOP ENVIRONMENTAL  
ISSUES YOU FEEL SHOULD RECEIVE  
THE GREATEST ATTENTION FROM  
YOUR LOCAL LEADERS?

## DEALING WITH WASTE



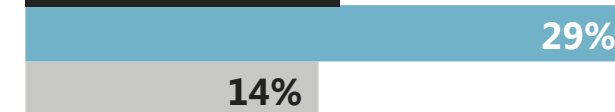
## GLOBAL WARMING



## FUTURE ENERGY SUPPLIES



## OVERPOPULATION



## OVERPACKING PRODUCTS



**Base:** 1000+ British adults 18+, June-July 2018.

**Source:** Ipsos Global Advisor

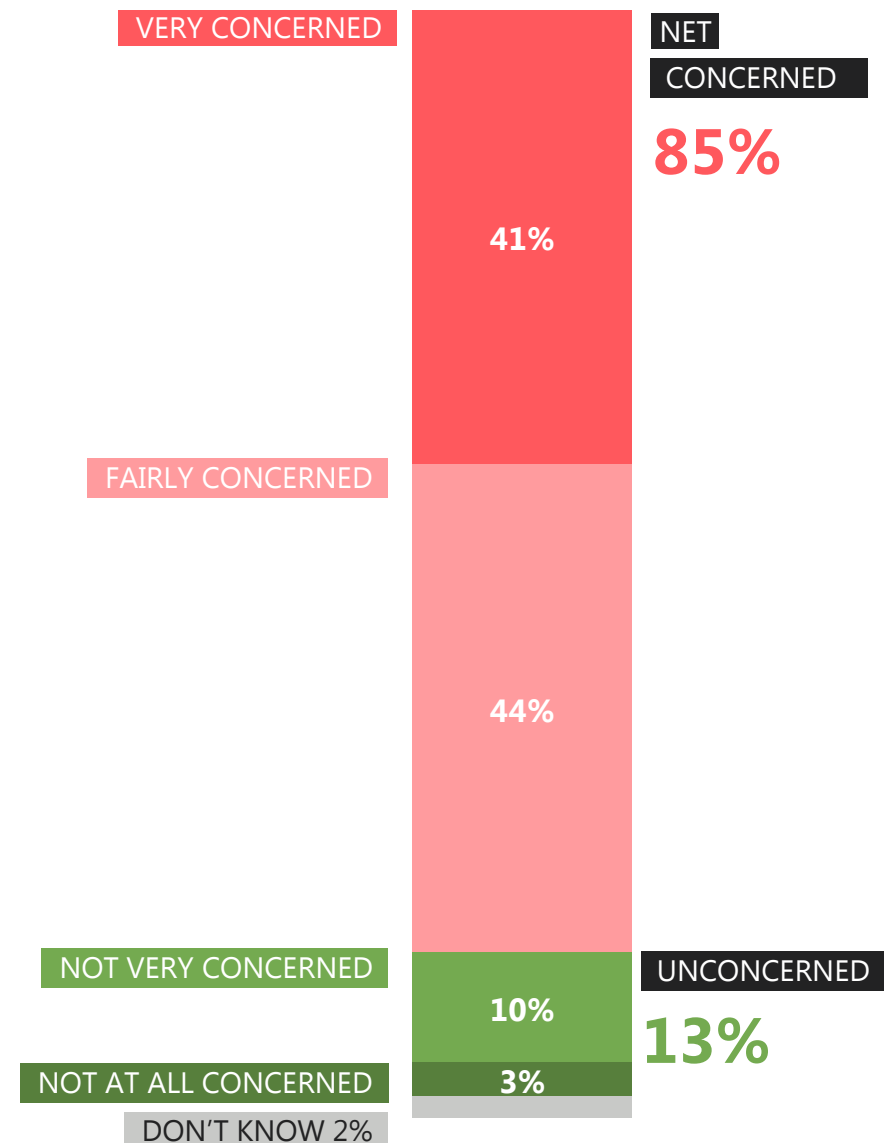


**Ipsos MORI**

# With the majority of Britons concerned about the over packaging of consumer goods

AS YOU MAY KNOW, THERE HAS BEEN A LOT OF DISCUSSION RECENTLY ABOUT THE EFFECTS ON THE ENVIRONMENT OF PLASTIC PACKAGING, PLASTIC BAGS, AND OTHER DISPOSABLE OBJECTS WHICH CANNOT BE RECYCLED. HOW CONCERNED IF AT ALL WOULD YOU SAY YOU ARE ABOUT THIS ISSUE?

**Base:** 1,681 British online adults, 16-75, 23-27 February 2018  
**Source:** Kings College London Polling Club/Ipsos MORI



**Brits are more likely  
to change their behaviours  
than pay more to tackle the  
overuse of plastic**

**% WHO WOULD PERSONALLY DO  
EACH TO REDUCE THE PROBLEMS  
CAUSED BY UNNECESSARY  
USE OF PLASTIC**

RE-USE DISPOSABLE ITEMS SUCH AS PLASTIC BAGS AND PLASTIC BOTTLES

66%

BUY MORE PRODUCTS MADE FROM RECYCLED MATERIALS

49%

STOP BUYING GOODS THAT HAVE NON-RECYCLABLE PACKAGING

39%

STOP GOING TO RETAILERS WHICH USE A LOT OF NON-RECYCLABLE PACKING

20%

PAY MORE COUNCIL TAX SO RECYCLING FACILITIES CAN  
ALLOW A WIDER RANGE OF ITEMS TO BE RECYCLED

12%

PAY EXTRA FOR GOODS THAT HAVE NO NON-RECYCLABLE PACKAGING

12%

NONE OF THESE

7%

DON'T KNOW

9%


**Base:** 1000+ British adults 18+, June-July 2018.

**Source:** Ipsos Global Advisor




**Ipsos MORI**

**As they don't want to see an increase in their bills...**



**I think a lot of people want to do the right thing and have good intentions, but if it's a choice between cost and doing the right thing, it will come down to cost.**



**PARTICIPANT FROM A DELIBERATIVE EVENT IN SLEAFORD**

From [Public attitudes to long-term infrastructure](#)



**Ipsos MORI**

**But consumers don't want  
to do it all on their own –  
sellers of goods need to  
take responsibility too**

**WHO IF ANYBODY DO YOU BELIEVE  
SHOULD TAKE MOST RESPONSIBILITY  
FOR FINDING A WAY TO REDUCE THE  
AMOUNT OF UNNECESSARY  
PACKAGING WHICH IS SOLD?**

Great Britain

Globally

Top 5 issues

ALL OF THE ABOVE

39%

37%

PACKAGED GOOD PRODUCERS

26%

20%

SELLERS OF PACKAGED GOODS

12%

10%

THE GOVERNMENT

11%

16%

CONSUMERS

4%

8%

Base: 1,000+ British adults 18+, June-July 2018

Source: Ipsos Global Advisor



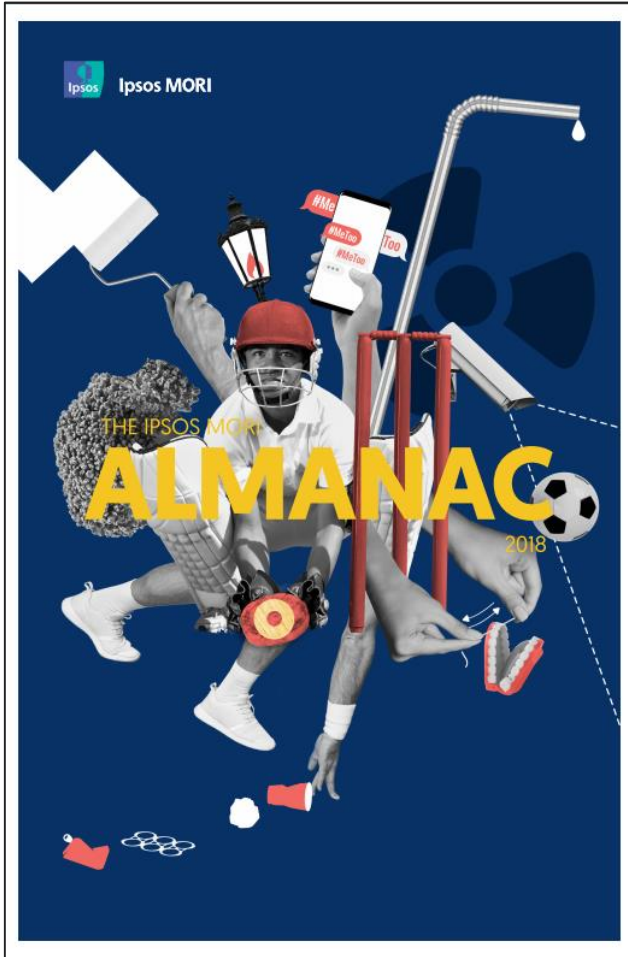
**Ipsos MORI**



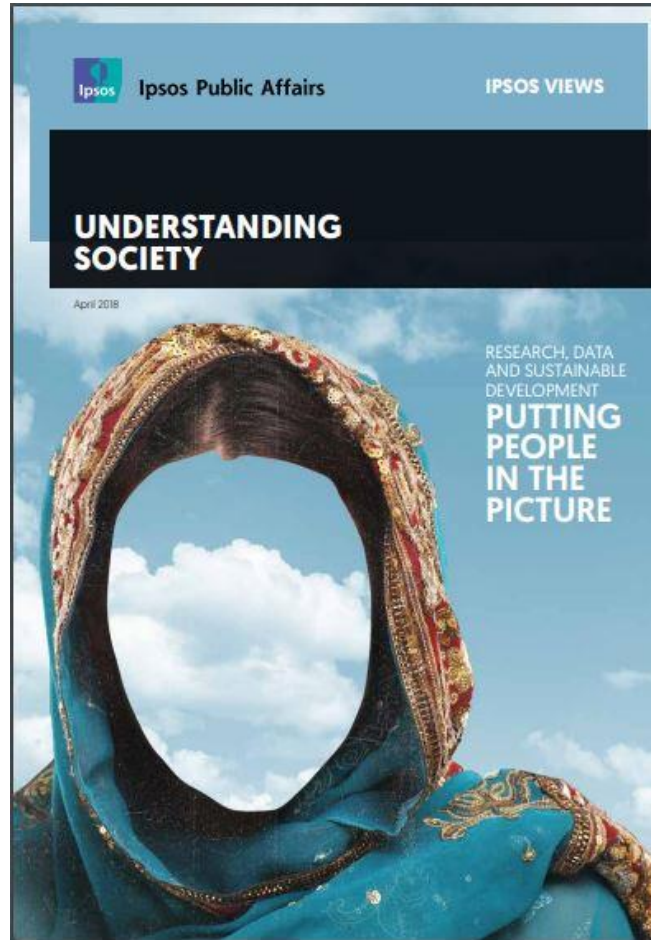
# Our 2018 highlights



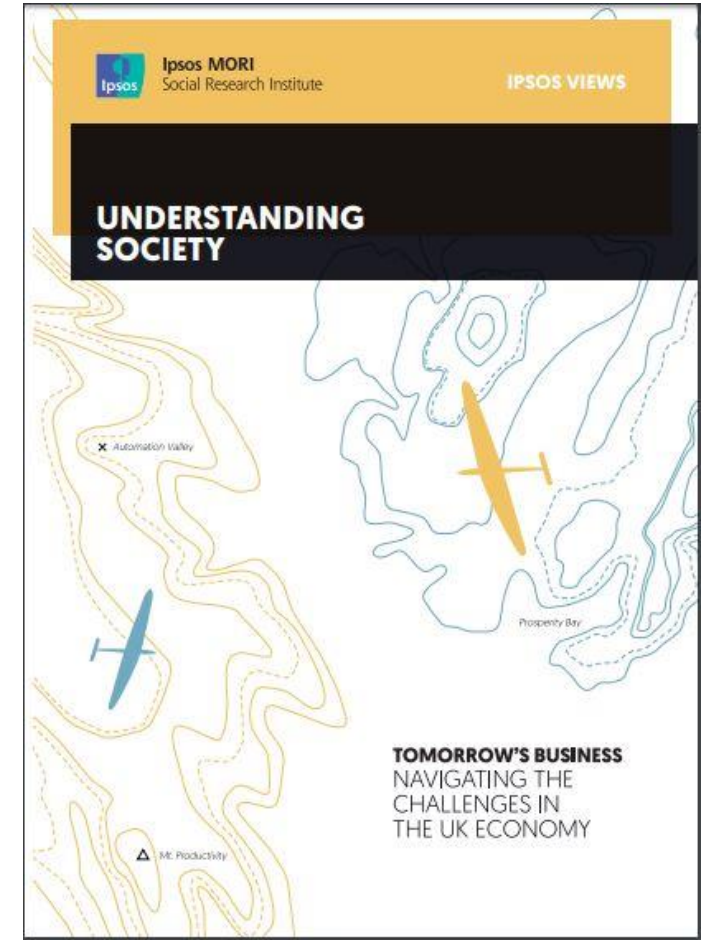
Ipsos MORI



Visit our [Almanac microsite](#) for the archive of all Ipsos MORI end of year reviews

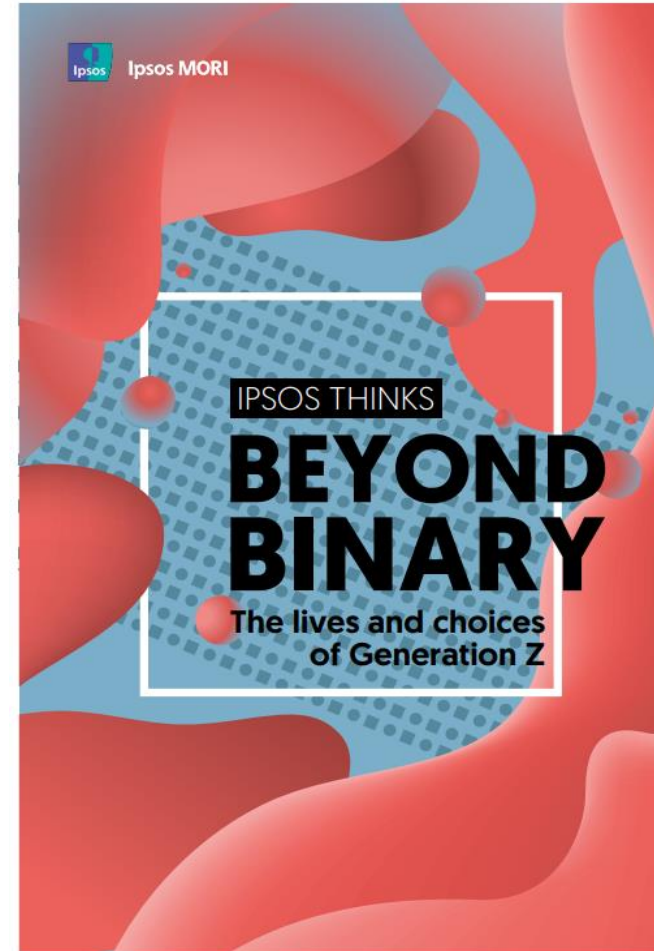


Visit our website for our past and current editions of Understanding Society





Visit our [Ipsos Thinks microsite](#) for the full report

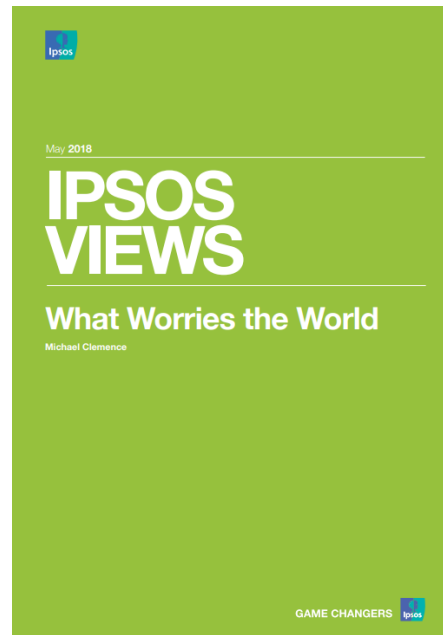


Visit our [Beyond Binary microsite](#) for the full report





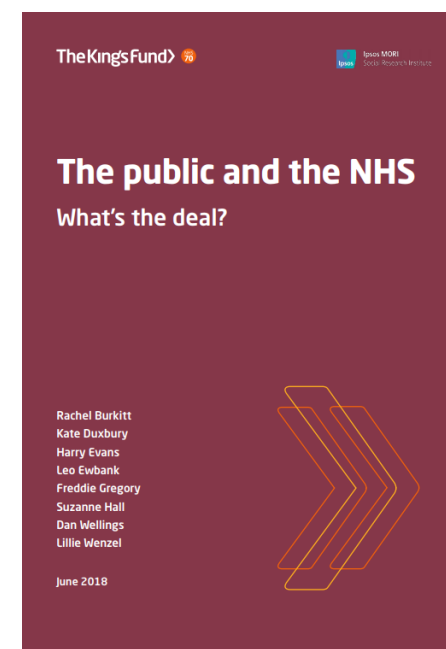
## Private renters' journeys



## What worries the world



## AI in Healthcare



## Public views on the NHS at 70



## For more information...

**Gideon Skinner**

Gideon.Skinner@Ipsos.com

**Sophie Wilson**

Sophie.Wilson@Ipsos.com

**Cameron Garrett**

Cameron.Garrett@Ipsos.com



**Ipsos MORI**