



# **Ipsos MORI Issues Index**

## **40th anniversary edition**

### **September 1974 - September 2014**

**Ipsos MORI**

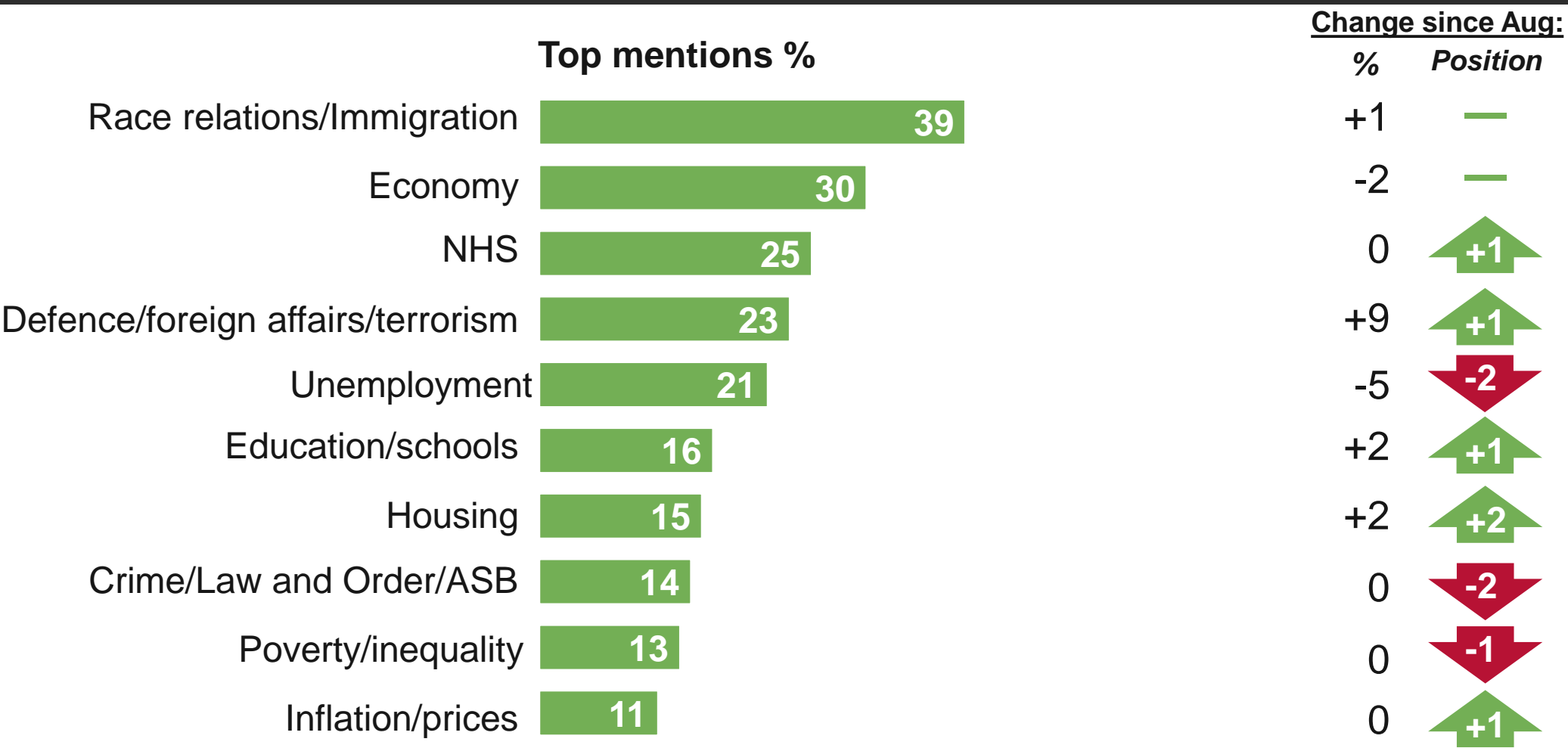
**Contacts:** [Gideon.Skinner@ipsos.com](mailto:Gideon.Skinner@ipsos.com)  
[Jerry.Latter@ipsos.com](mailto:Jerry.Latter@ipsos.com)  
020 7347 3000



# Issues Facing Britain: September

2

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



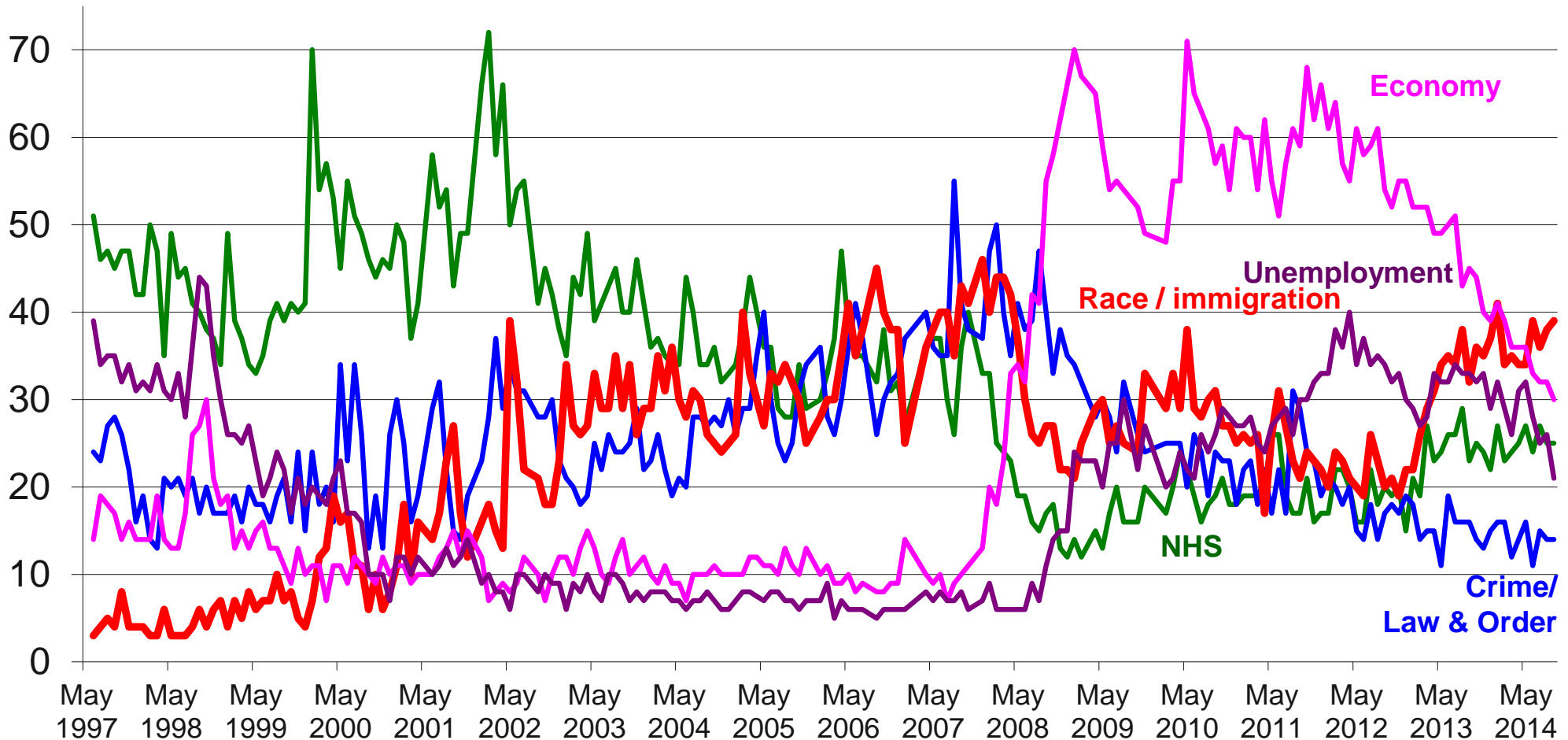
Base: 973 British adults 18+, 29<sup>th</sup> August – 10<sup>th</sup> September 2014

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Long Term Trends

3

*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

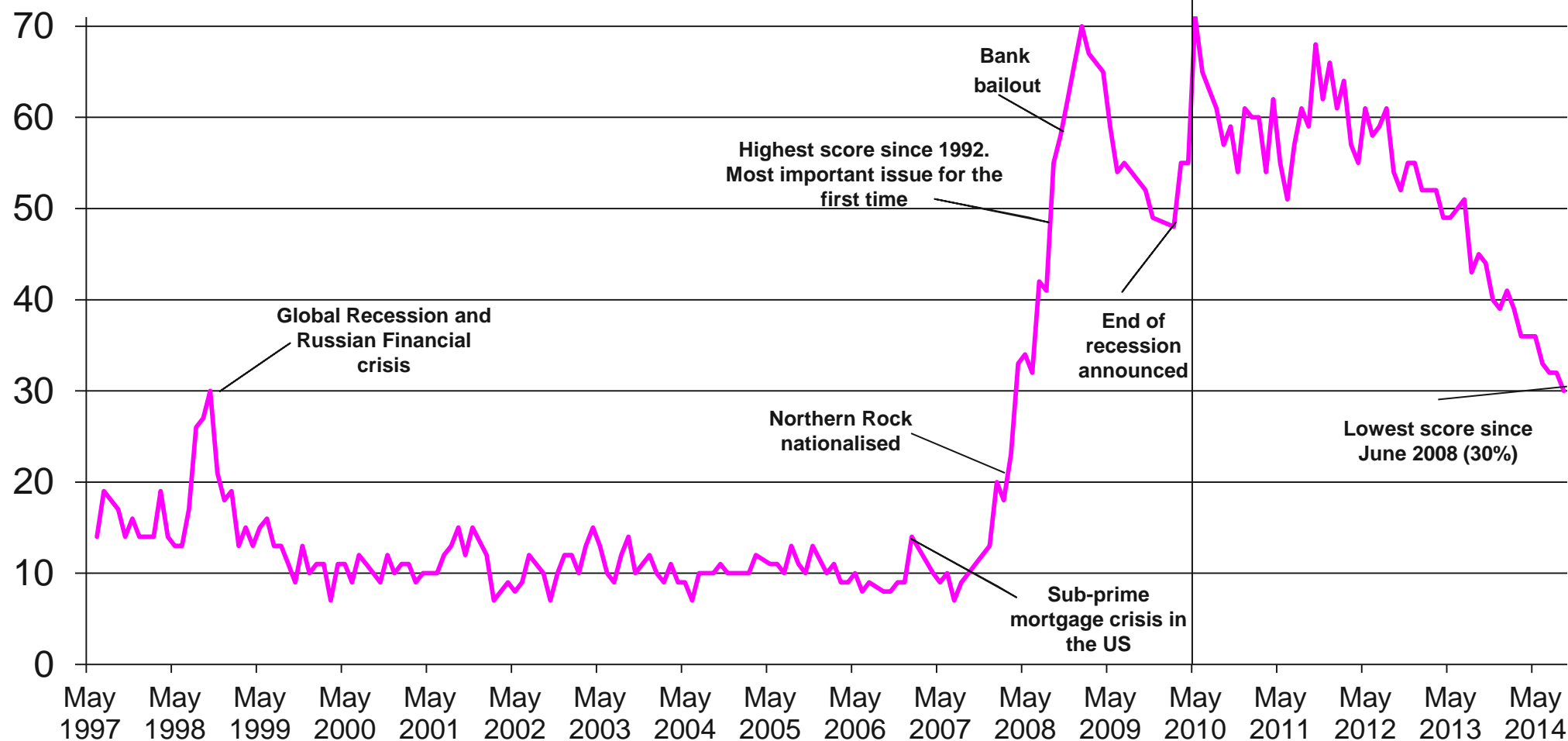
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Economy / Economic situation

4

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

Cameron becomes  
PM



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

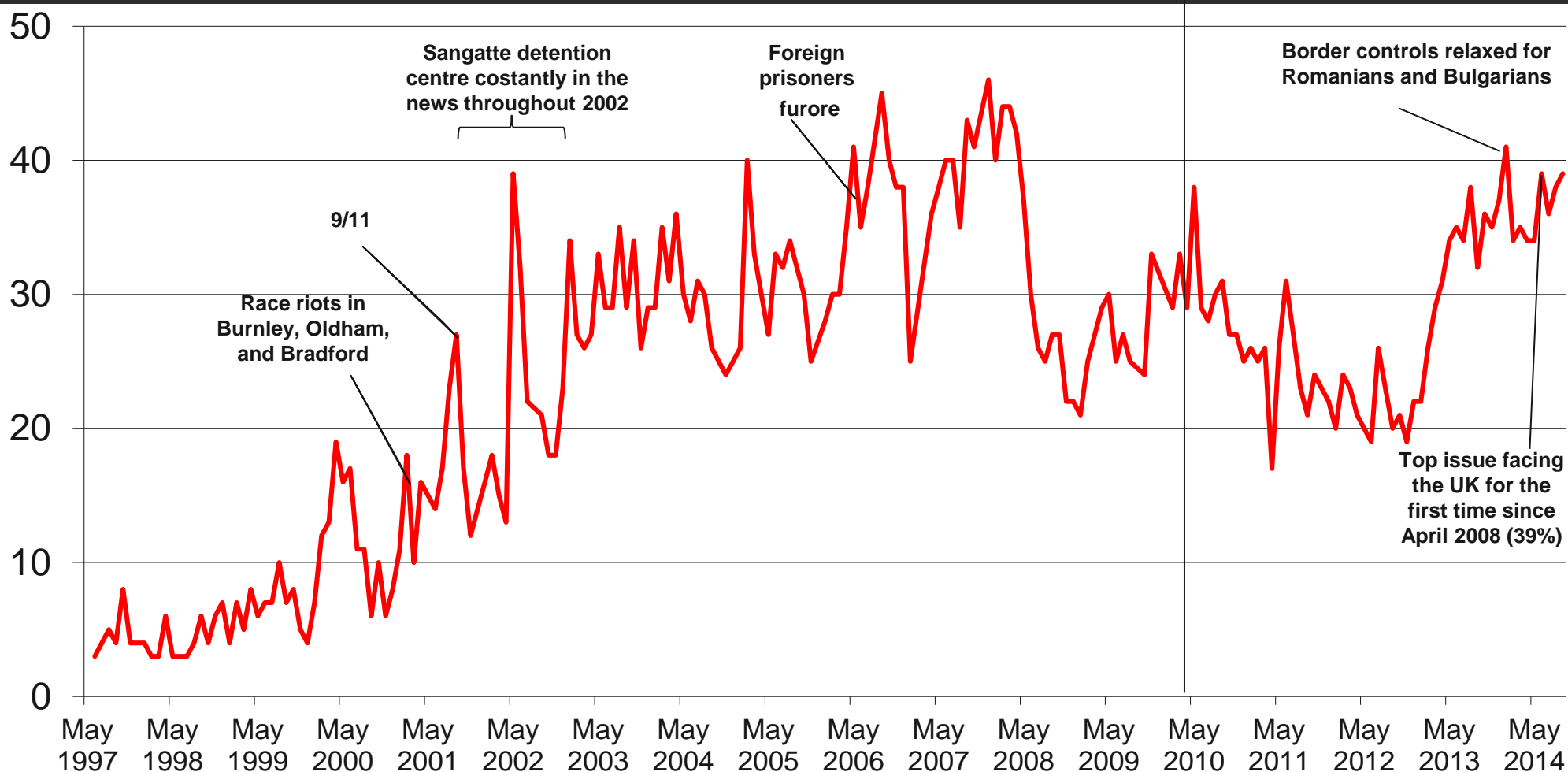
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Race Relations / Immigration / Immigrants

5

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

Cameron becomes  
PM



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

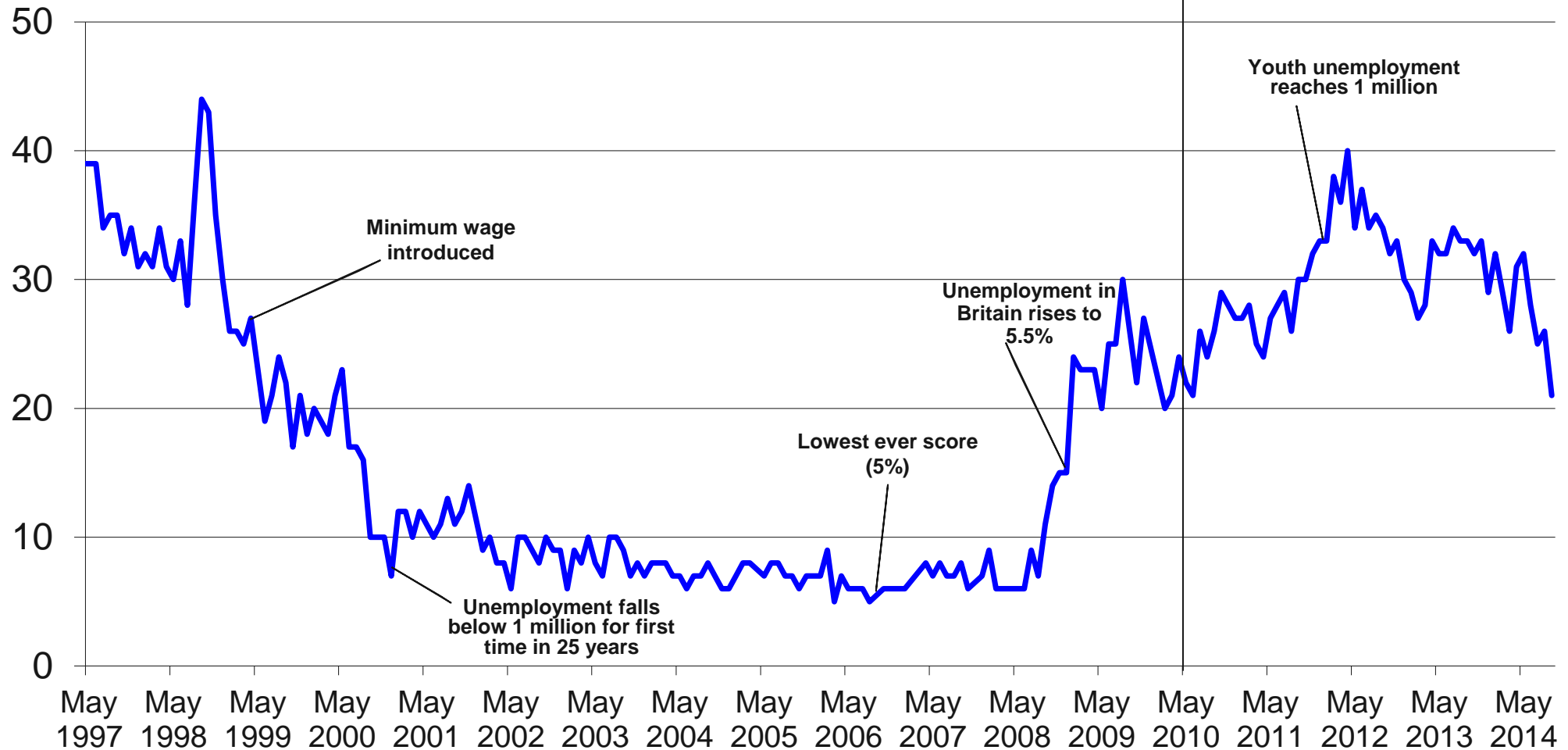
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Unemployment / Factory closure / Lack of industry

6

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

Cameron becomes  
PM



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

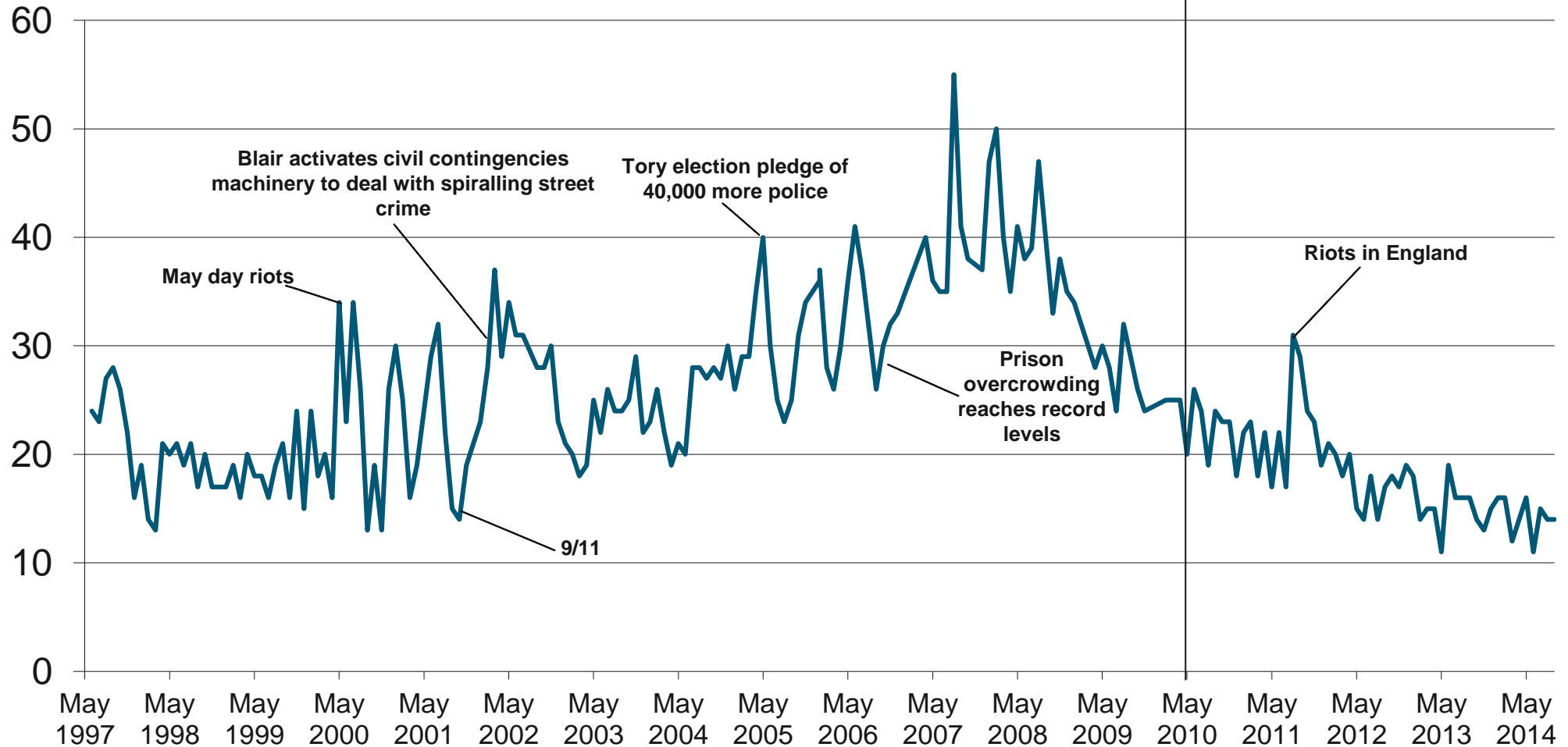
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Crime / Law & Order / Violence / Vandalism / ASB

7

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

Cameron becomes  
PM



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

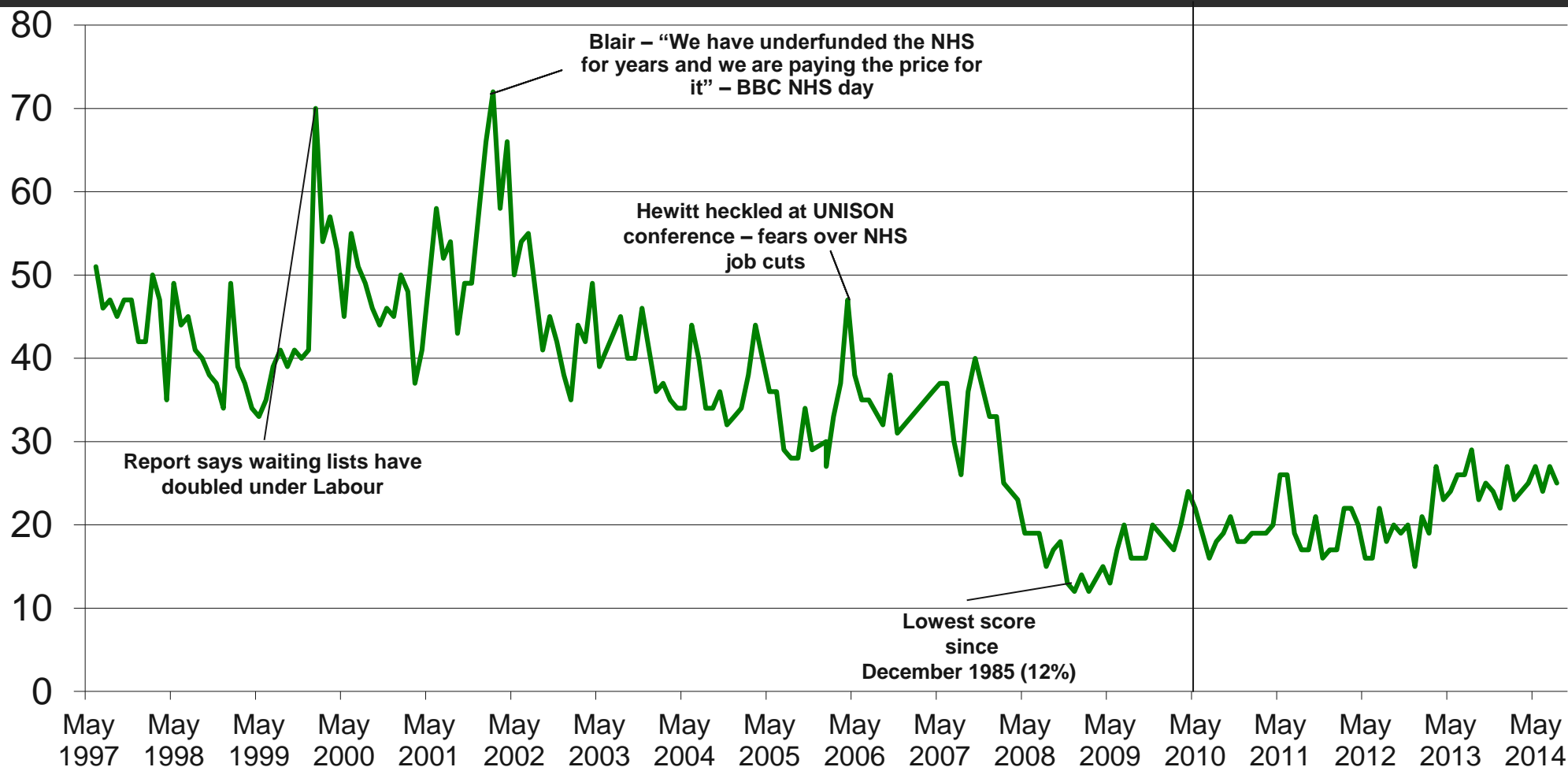
Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

8

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

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

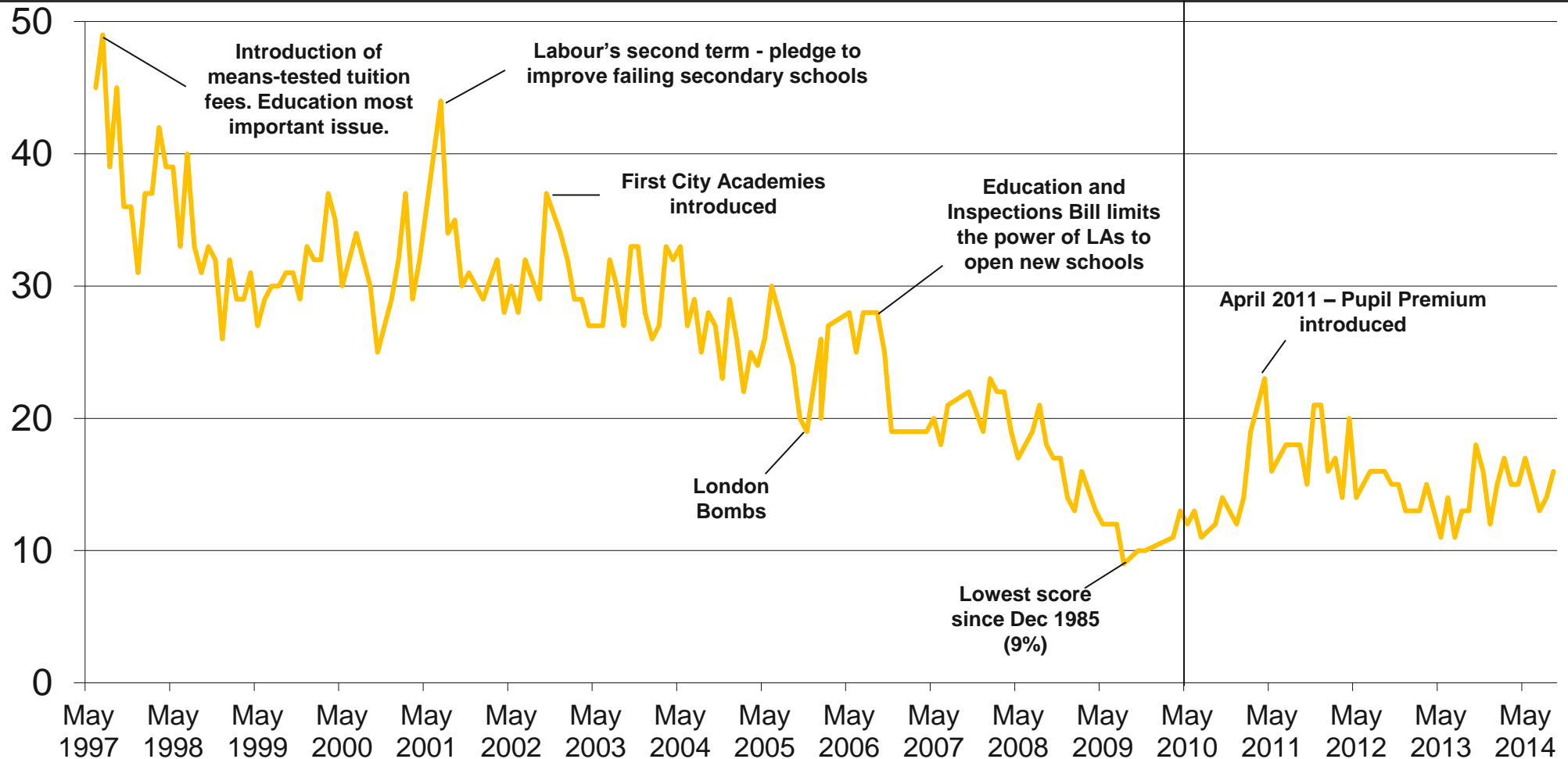


# Issues Facing Britain: Education / Schools

9

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

Cameron becomes  
PM



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

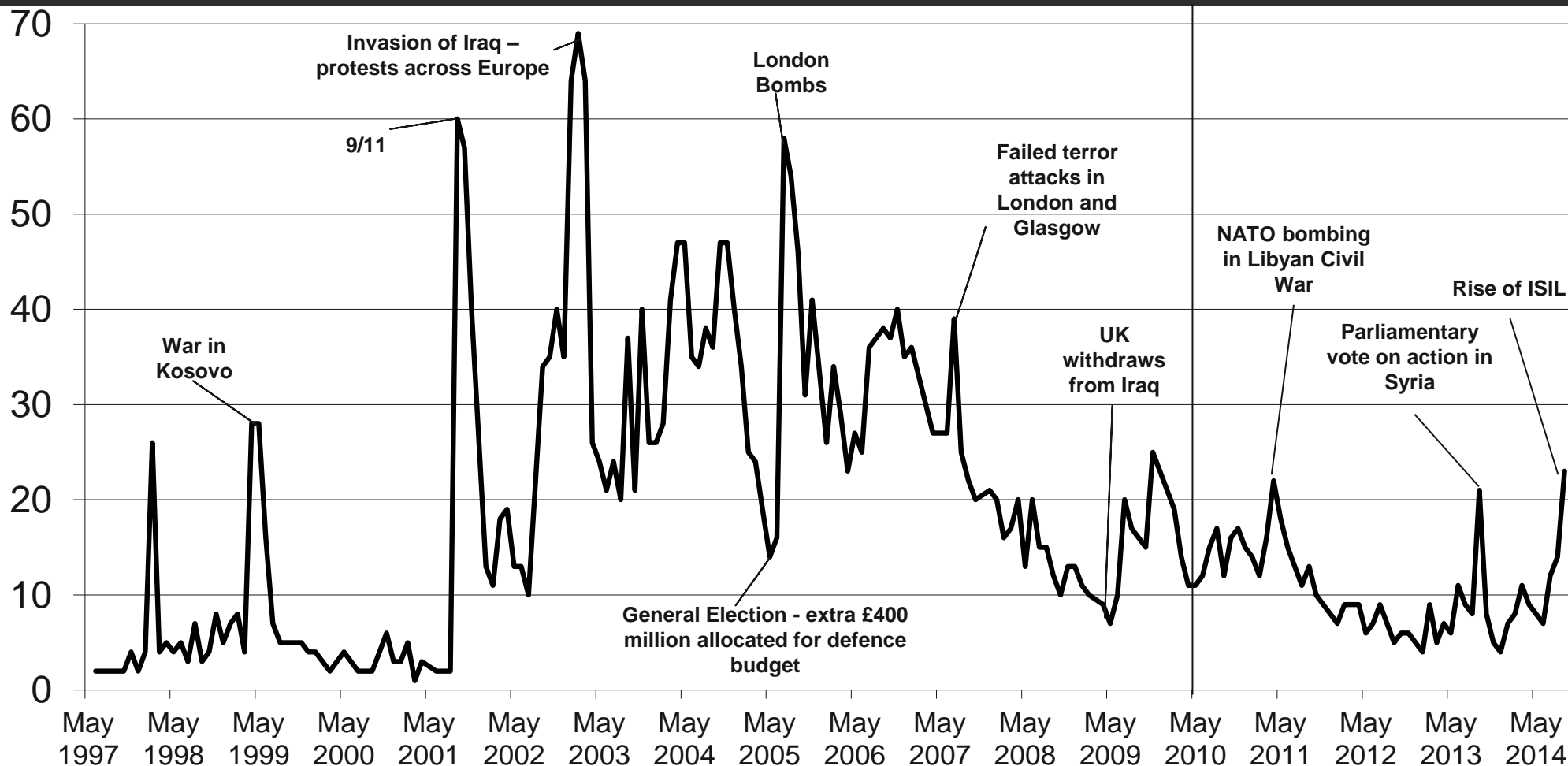
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Defence / Foreign Affairs / International terrorism

10

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

Cameron becomes  
PM



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

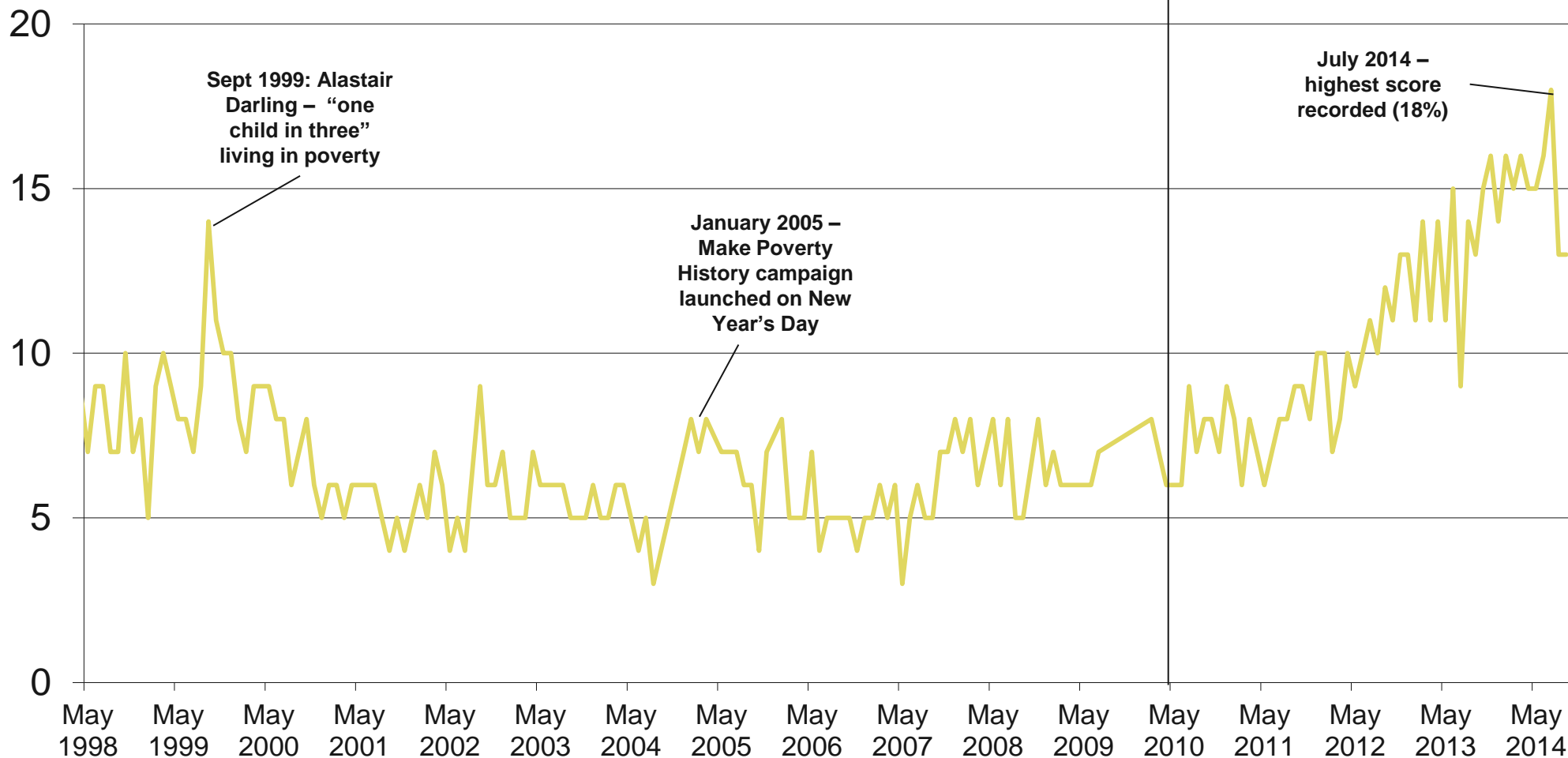
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

11

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

Cameron becomes  
PM



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

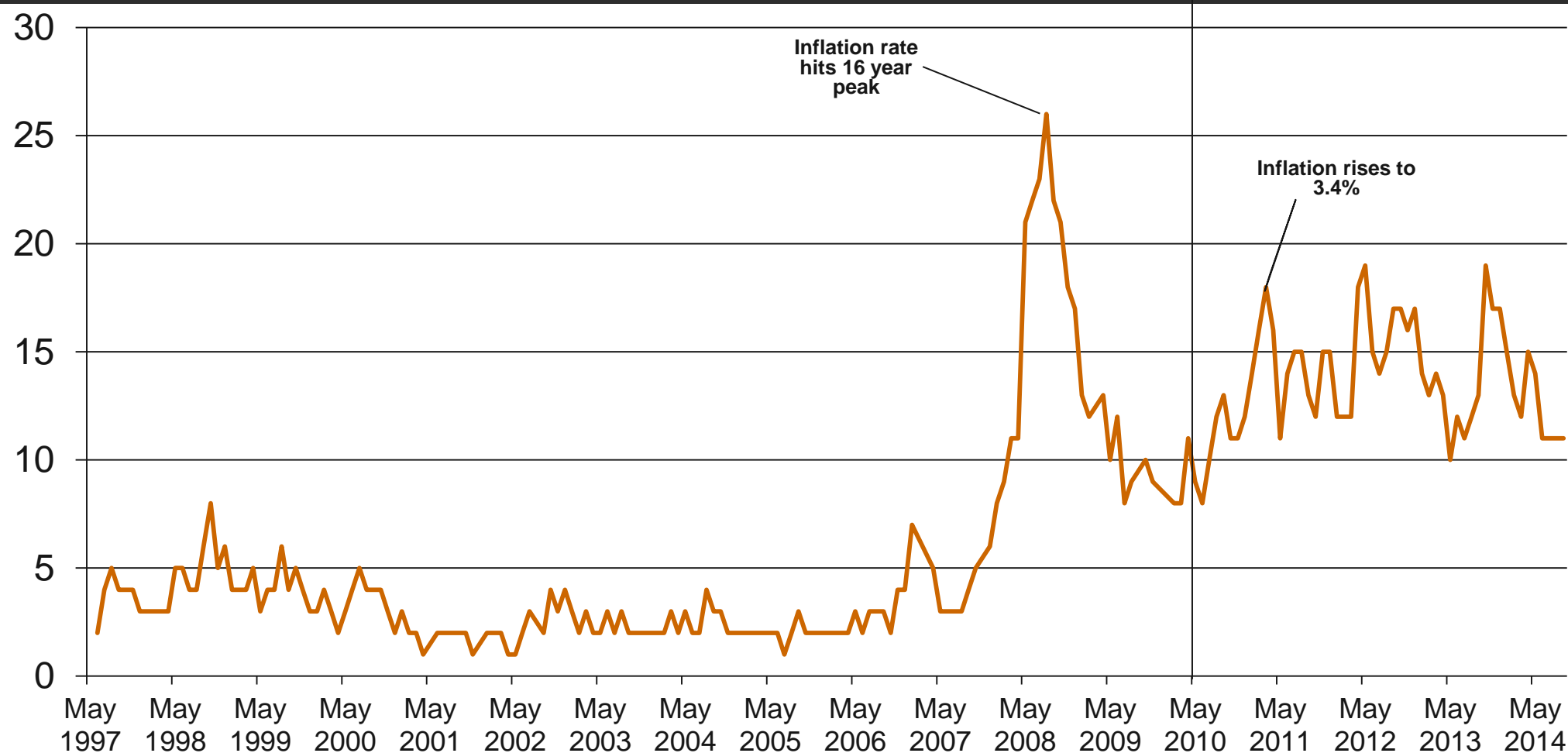
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

12

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

Cameron becomes  
PM



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

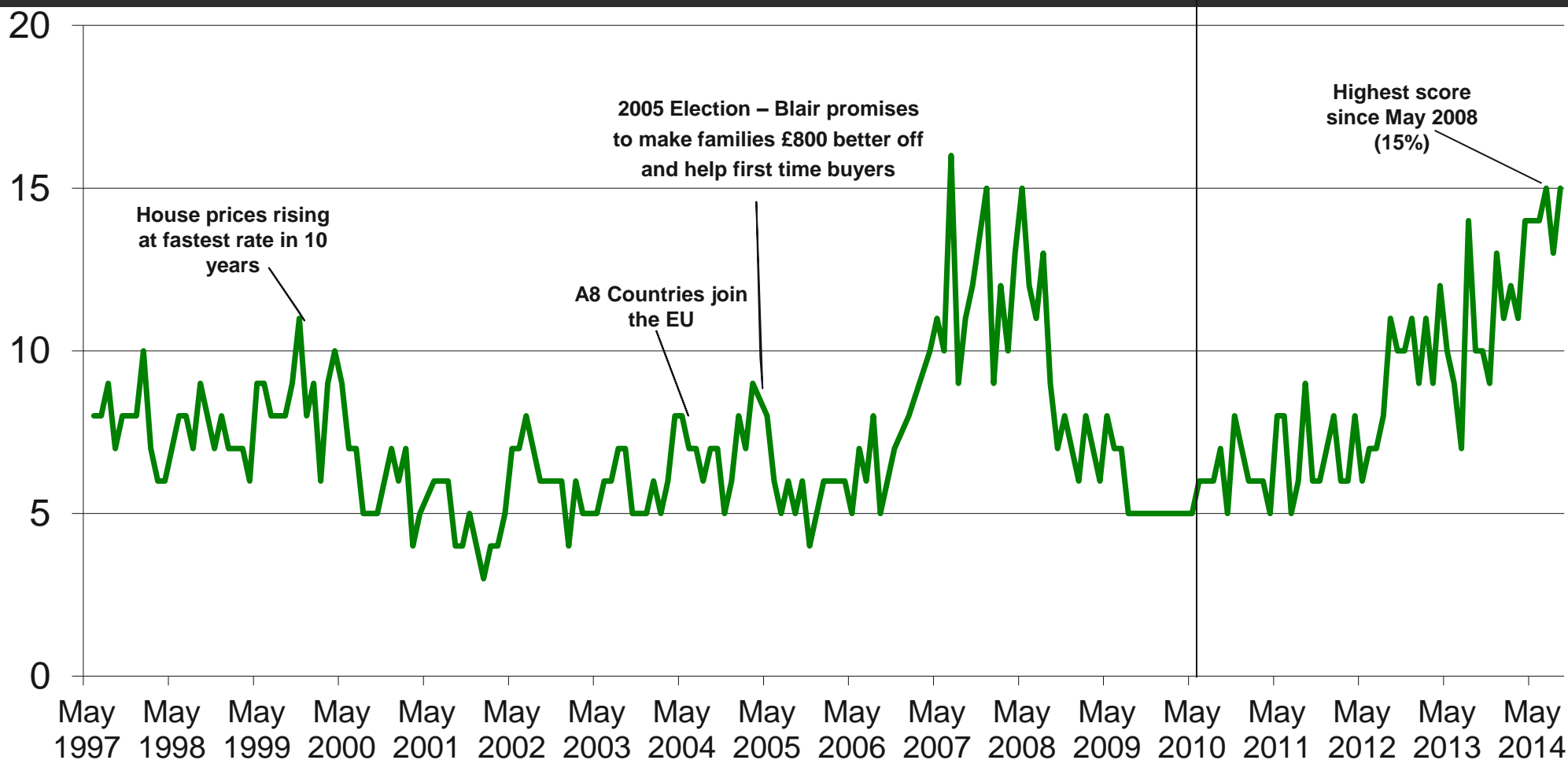
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Housing

13

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

Cameron becomes  
PM



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

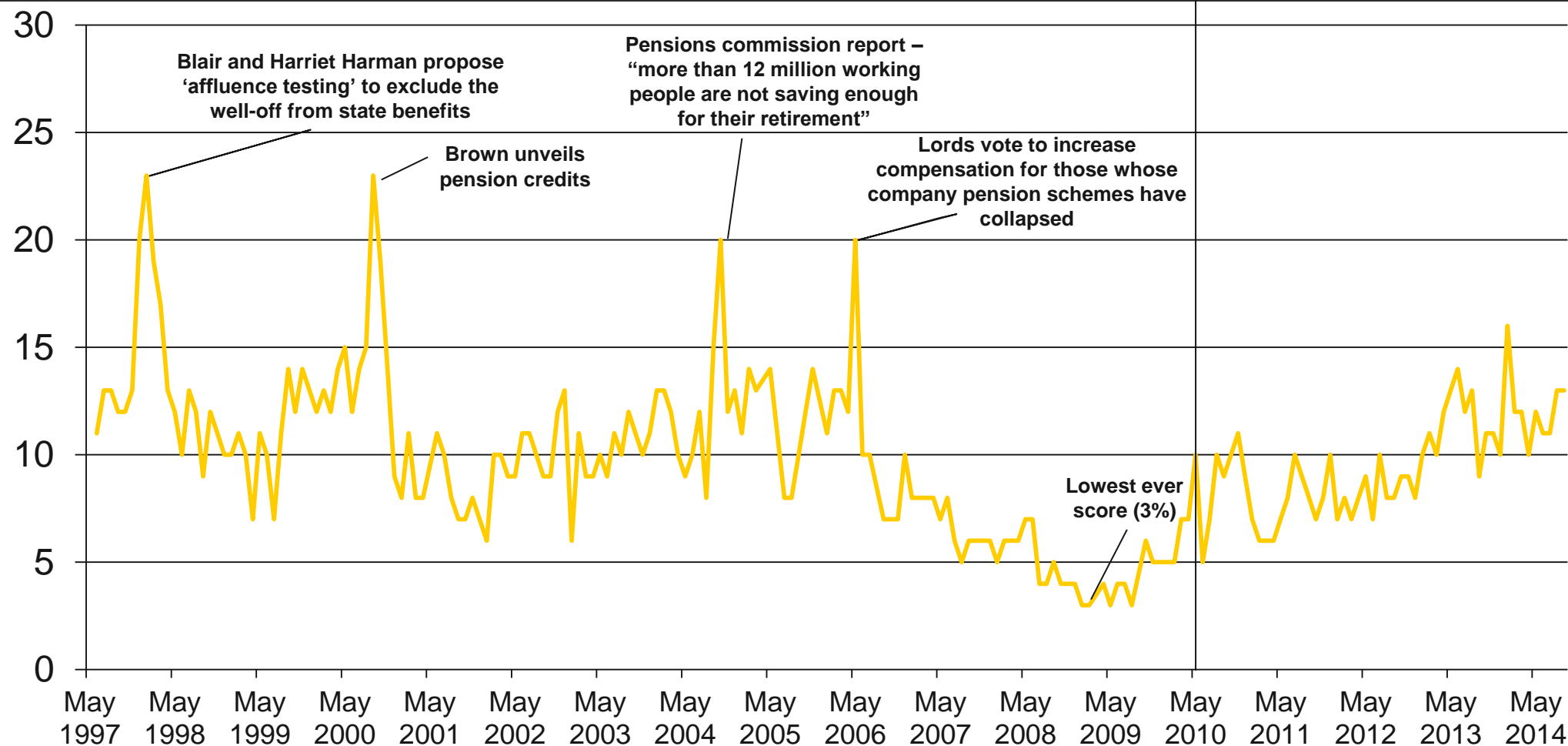
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pensions/Benefits/Social security

14

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

Cameron becomes  
PM



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

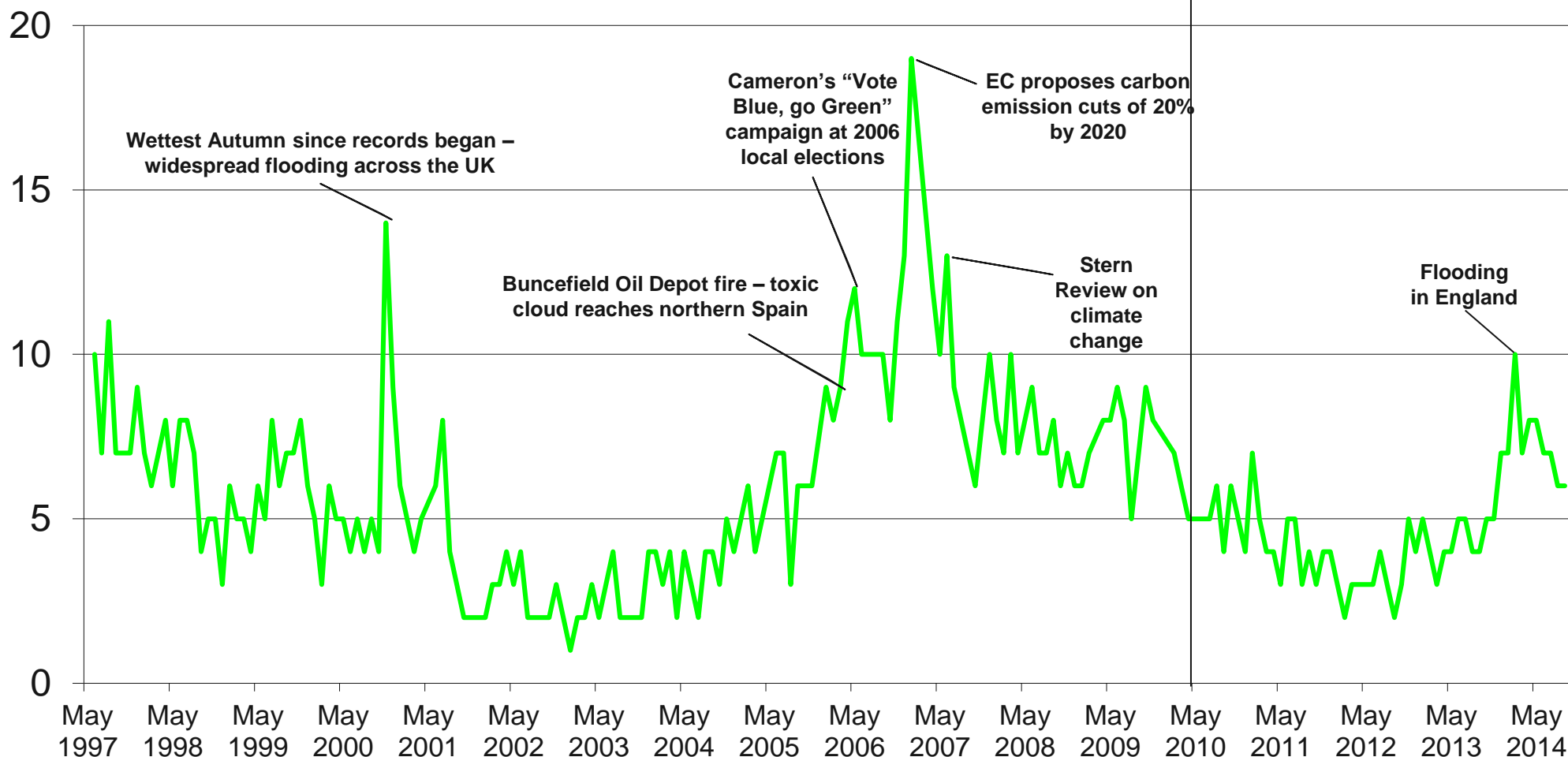
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pollution / Environment

15

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

Cameron becomes  
PM



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

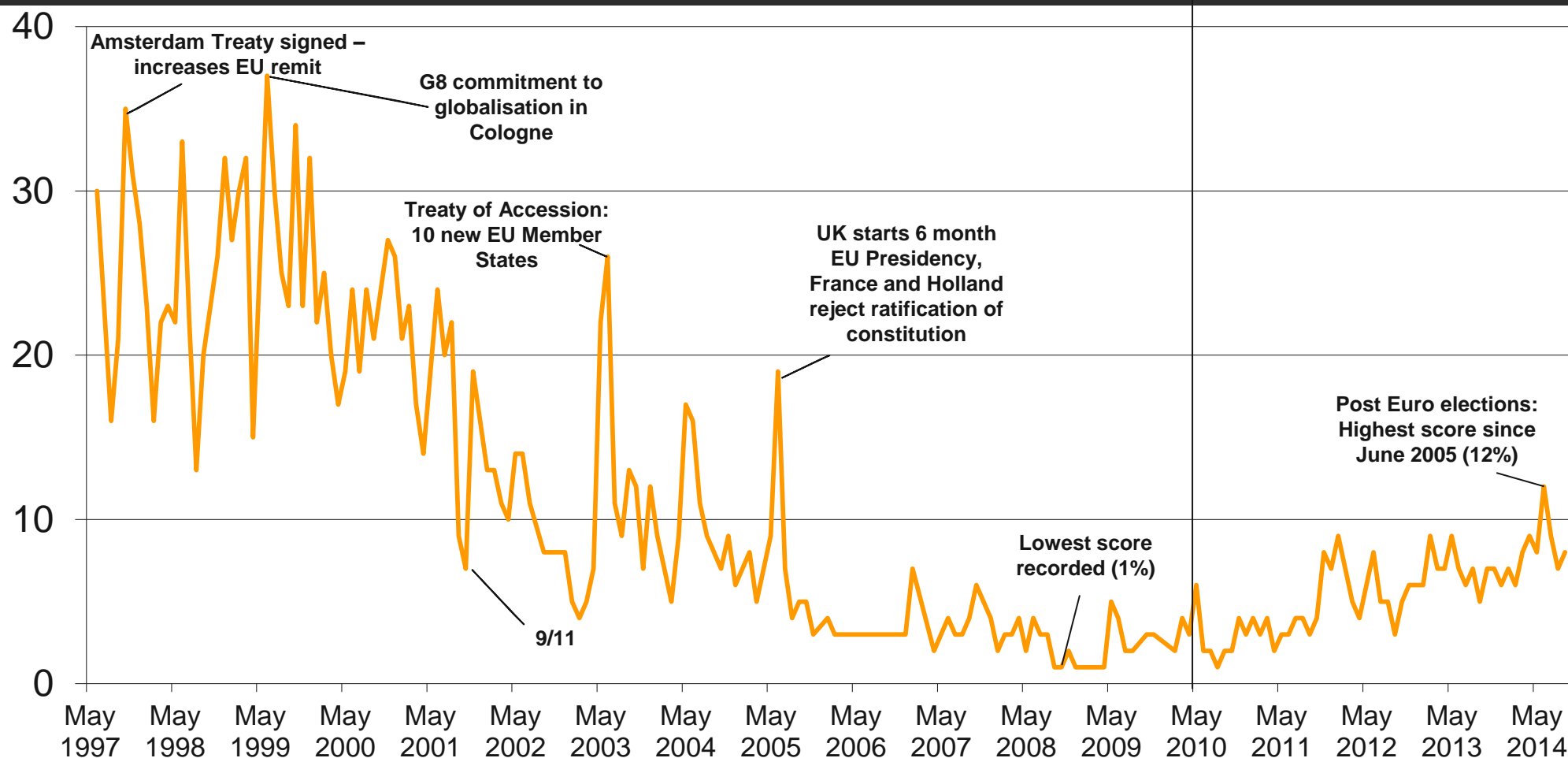
Source: Ipsos MORI Issues Index

# Issues Facing Britain: Common Market / Europe / Euro / EU

16

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

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

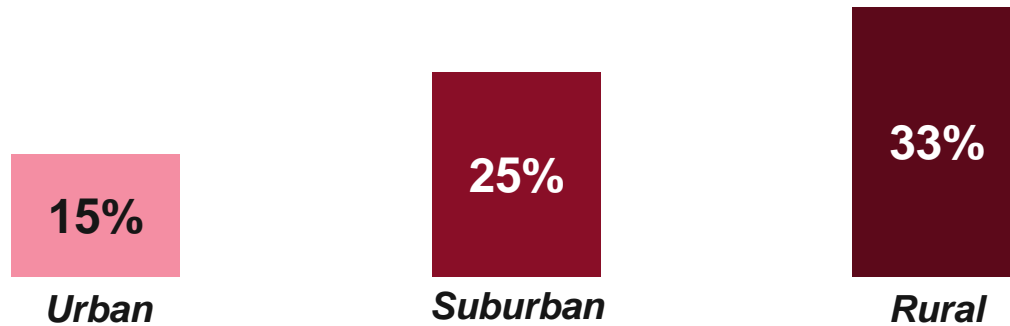


# Variation in concern about Defence/foreign affairs/terrorism (23% overall)

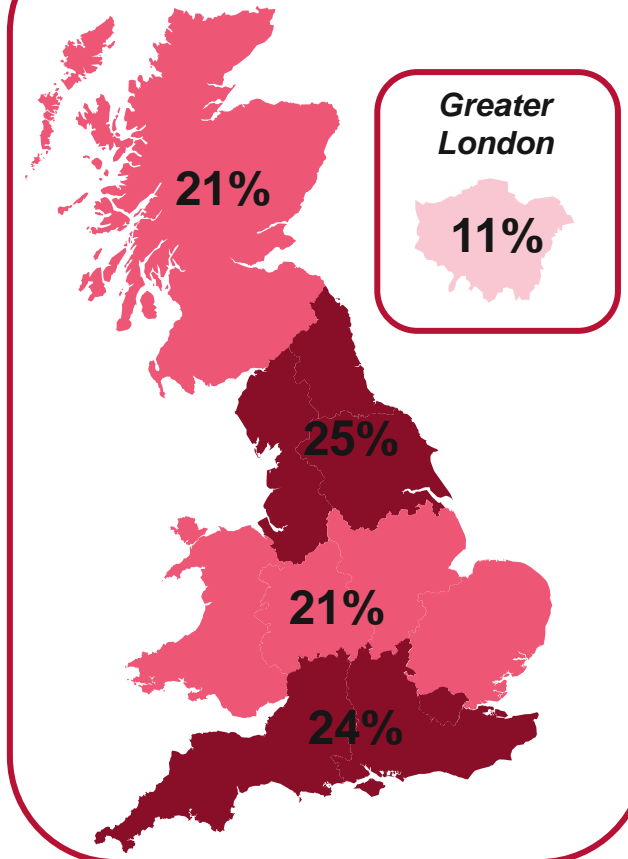
17

*What do you see as the most/other important issues facing Britain today? – Defence/foreign affairs/terrorism*

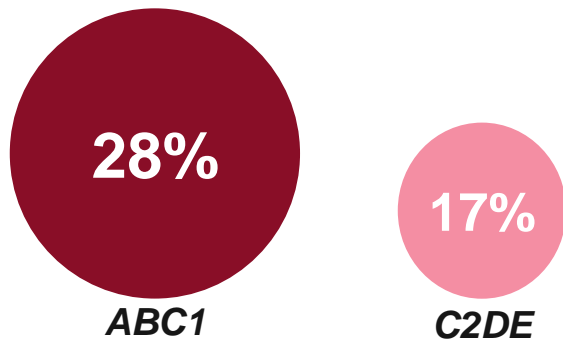
## Rural dwellers most concerned



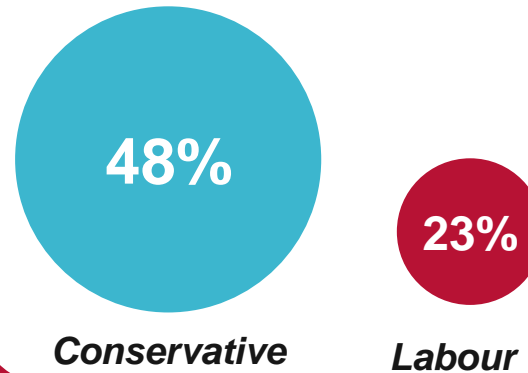
## Concern by region



## Concern differs by social grade



## Concern by party



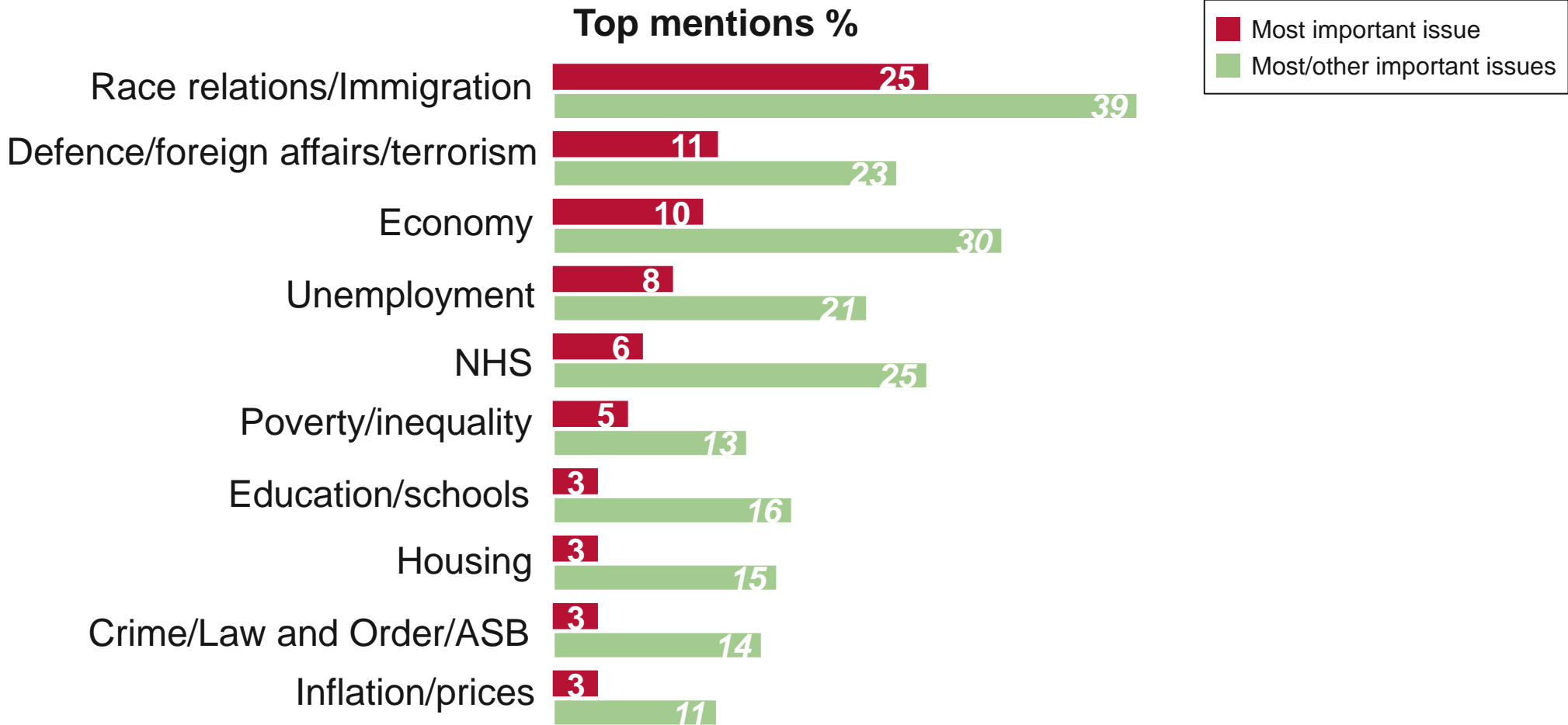
Base: 973 British adults 18+, 29<sup>th</sup> August – 10<sup>th</sup> September 2014

Ipsos MORI Issues Index

# Race relations/immigration is by far the biggest single issue facing Britain

18

*What would you say is the biggest issue facing Britain today?*



Base: 973 British adults 18+, 29<sup>th</sup> August – 10<sup>th</sup> September 2014

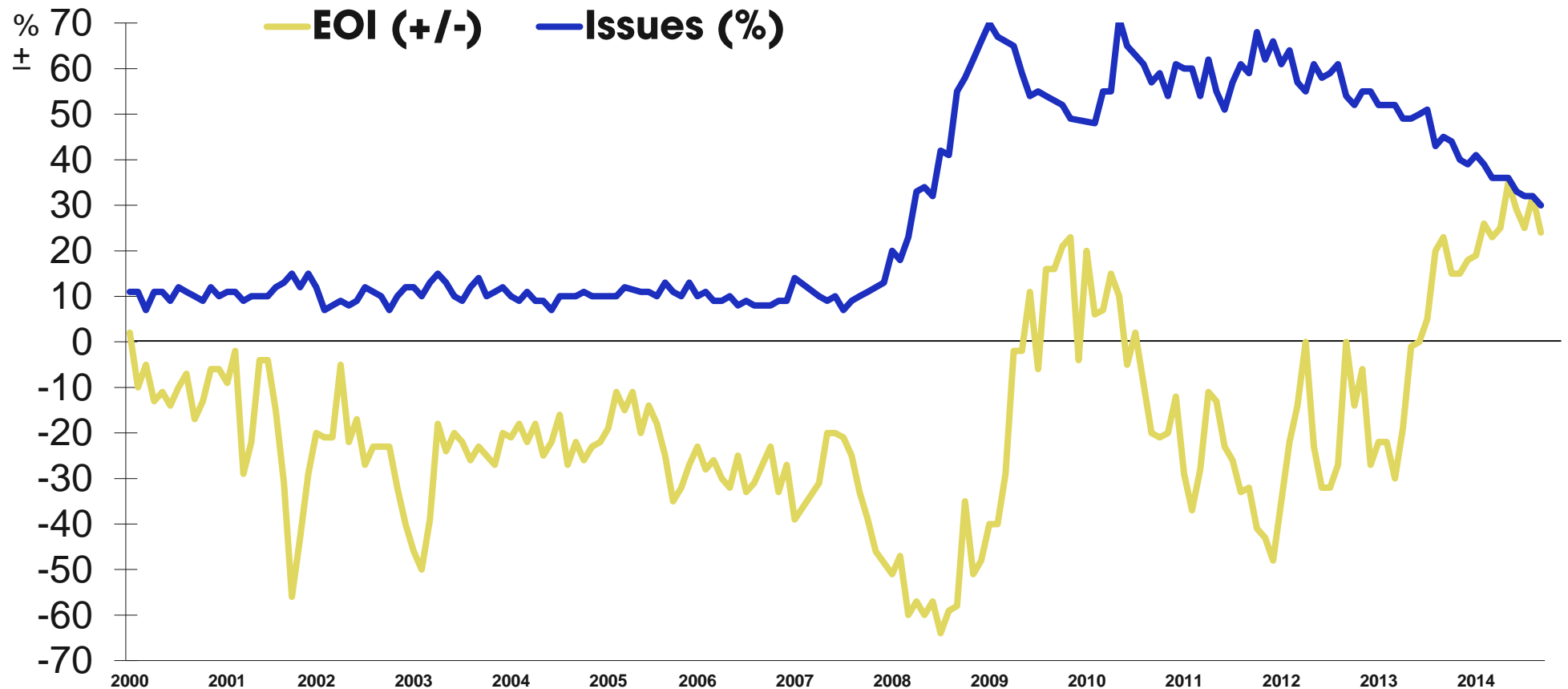
Ipsos MORI Issues Index

# The economy as an issue and the Economic Optimism Index (EOI)

19

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

*Q. Do you think the general economic condition of the country will improve, stay the same or get worse over the next 12 months? (% "better" - % "worse" = EOI)*



Base: c.1,000 British adults age 18+ each month

Source: Ipsos MORI Issues Index / Political Monitor

# **40 years of trends**

# **Issues Index 1974-2014**



# September 1974 – first “issues” questions as part of MORI polling for the Labour Party

21

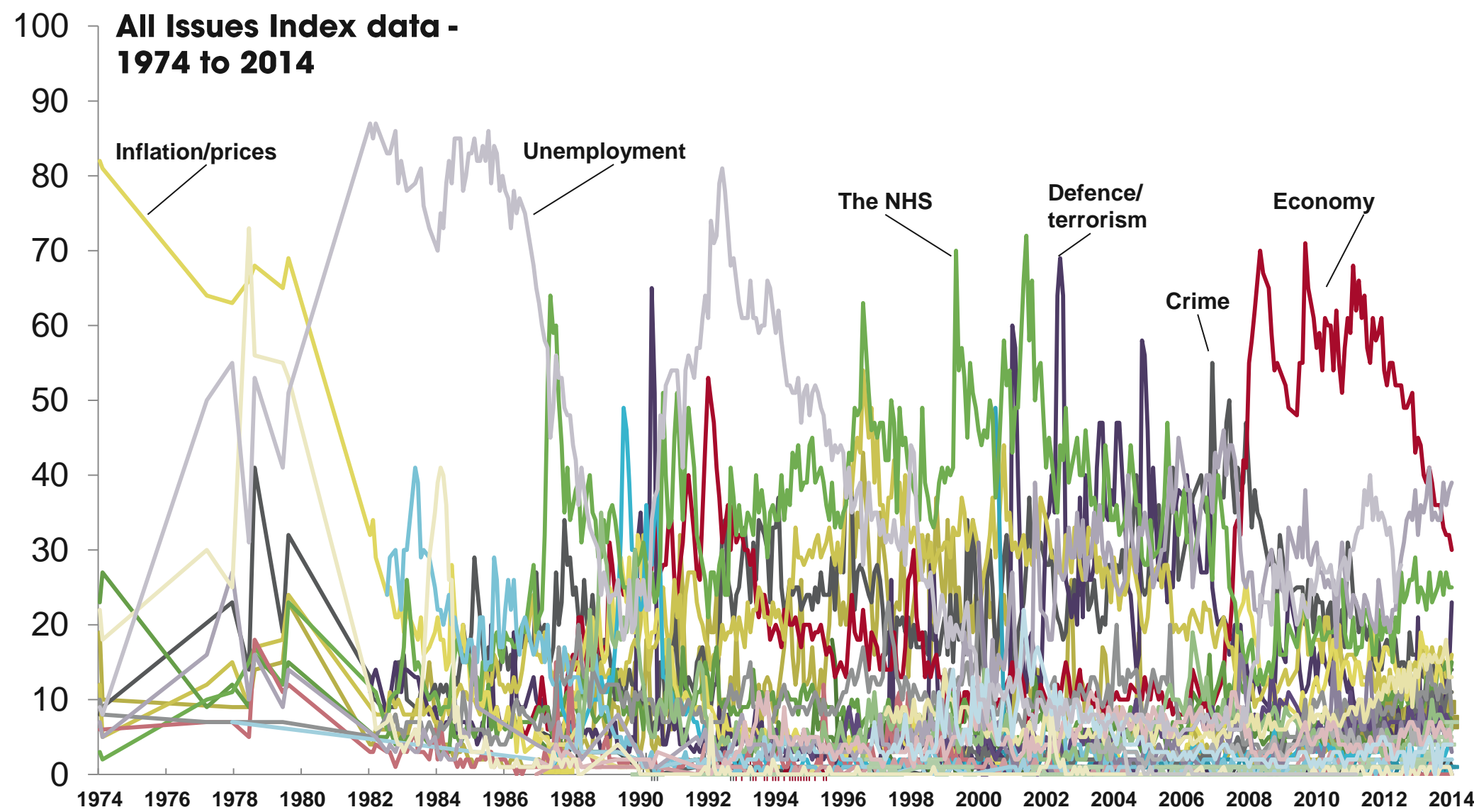
	SINGLE MOST IMPORTANT								SINGLE PLUS OTHER IMPORTANT							
	21	26	27	29	3	5	6	8	21	26	27	29	3	5	6	8
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
COST OF LIVING	65	63	66	65	66	69	66	64	82	81	83	81	83	83	82	81
BALANCE OF PAYMENTS	5	4	4	2	2	2	3	2	11	8	10	8	5	6	7	5
HOUSING/RATES	4	2	4	6	6	6	6	5	23	22	22	27	29	29	29	27
STRIKES	4	5	3	6	4	4	4	4	22	21	20	25	21	21	22	18
COMMON MARKET	3	3	3	1	2	2	2	2	19	15	16	12	16	11	12	10
EDUCATION	2	*	1	*	*	0	*	*	12	6	7	4	4	6	6	5
IMMIGRATION	1	1	1	1	*	1	1	1	7	7	5	4	6	6	6	5
UNEMPLOYMENT	1	2	2	2	1	2	3	2	9	8	3	8	7	8	9	8
LAW & ORDER	1	2	1	1	2	*	1	2	8	8	5	7	6	6	6	9
NHS	*	*	0	*	0	0	0	0	3	4	2	3	2	2	3	2
NORTHERN IRELAND	*	*	*	*	0	0	1	0	6	4	1	4	2	3	5	6
PENSIONS	*	1	1	1	1	1	1	1	10	9	10	8	7	7	7	8
TAXATION	*	1	1	1	1	*	*	*	4	5	4	4	5	3	5	3
URBAN PROBLEMS/TRANSPORT	*	0	0	*	*	0	0	*	2	1	1	2	1	1	1	1
NATIONALISATION	*	*	1	1	*	1	1	1	7	6	6	4	6	6	6	6
OTHER	12	13	11	10	10	11	9	11	33	32	29	28	30	30	25	28
NONE	*	*	0	*	*	0	*	1	9	8	11	11	8	9	9	13
DON'T KNOW	2	3	2	4	4	2	4	3	11	0	12	14	14	12	14	9

\*Less than 0.5%

Source: MORI

# 368 separate polls have been held since then

22

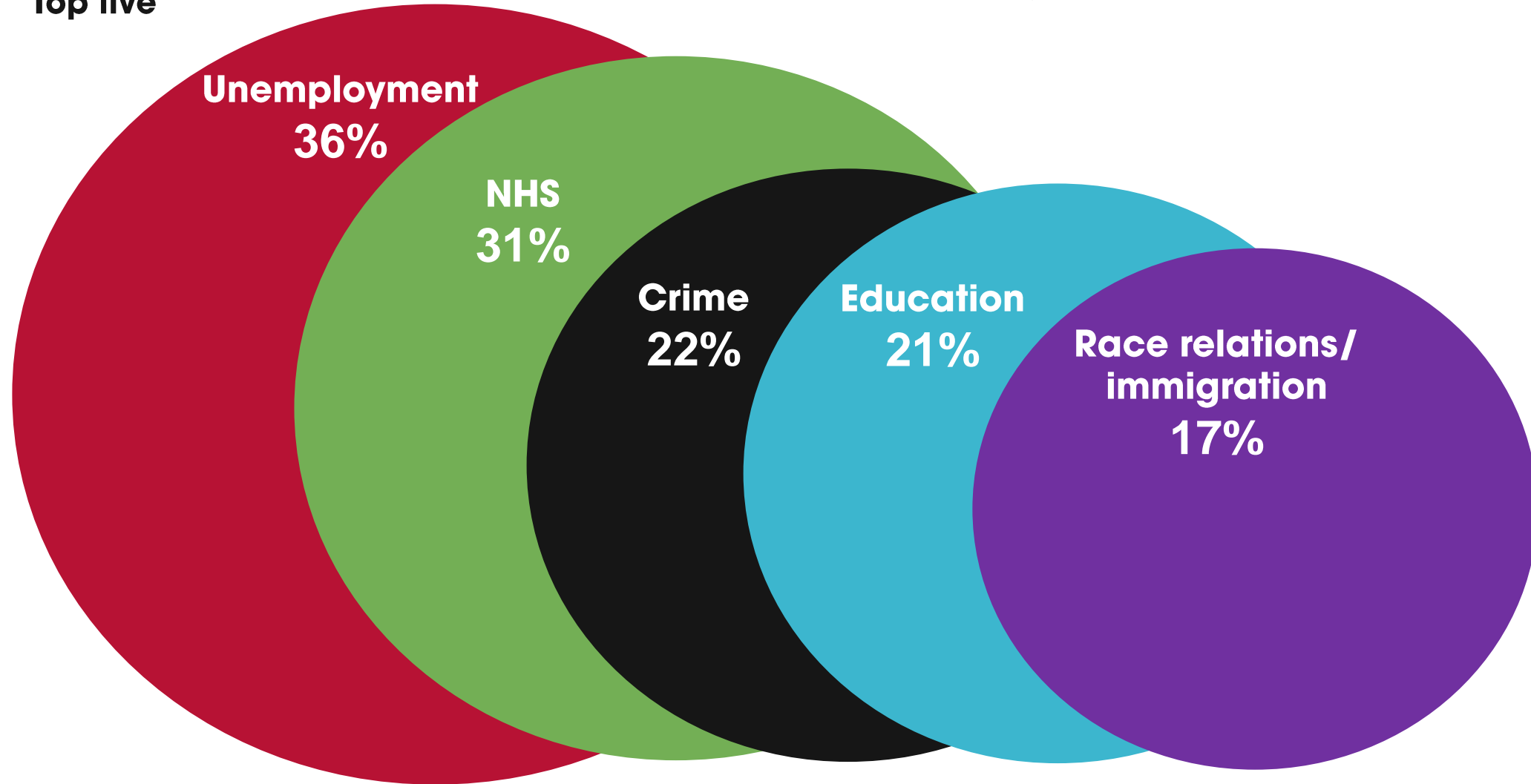


# Overall, unemployment has been the biggest issue facing Britain since 1974

23

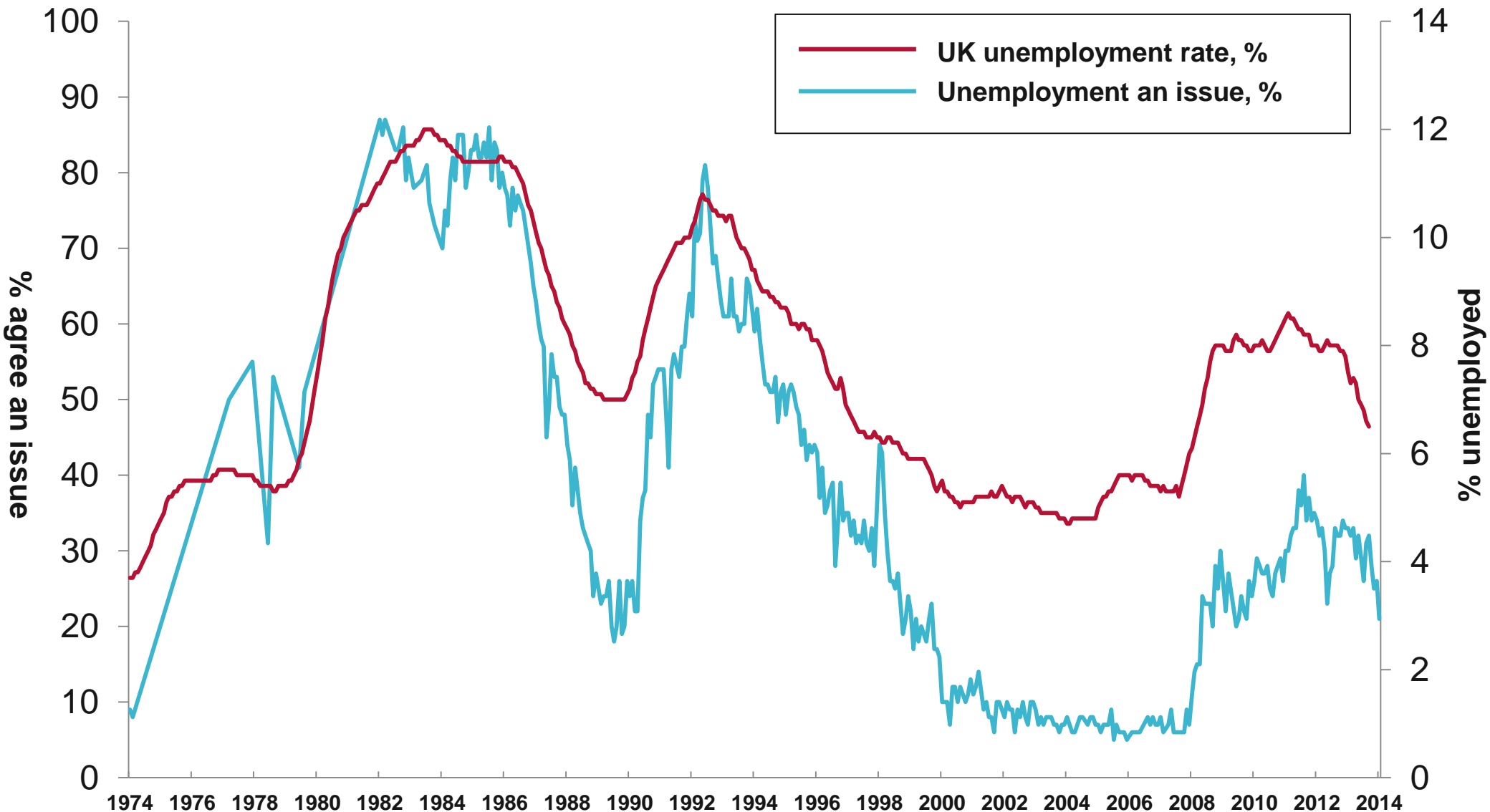
## Average Issues Index scores 1974-2014: Top five

*The size of each circle is proportionate to the average percentage score for each issue over the 40 year period*



# Concern with unemployment has risen and fallen with the unemployment rate

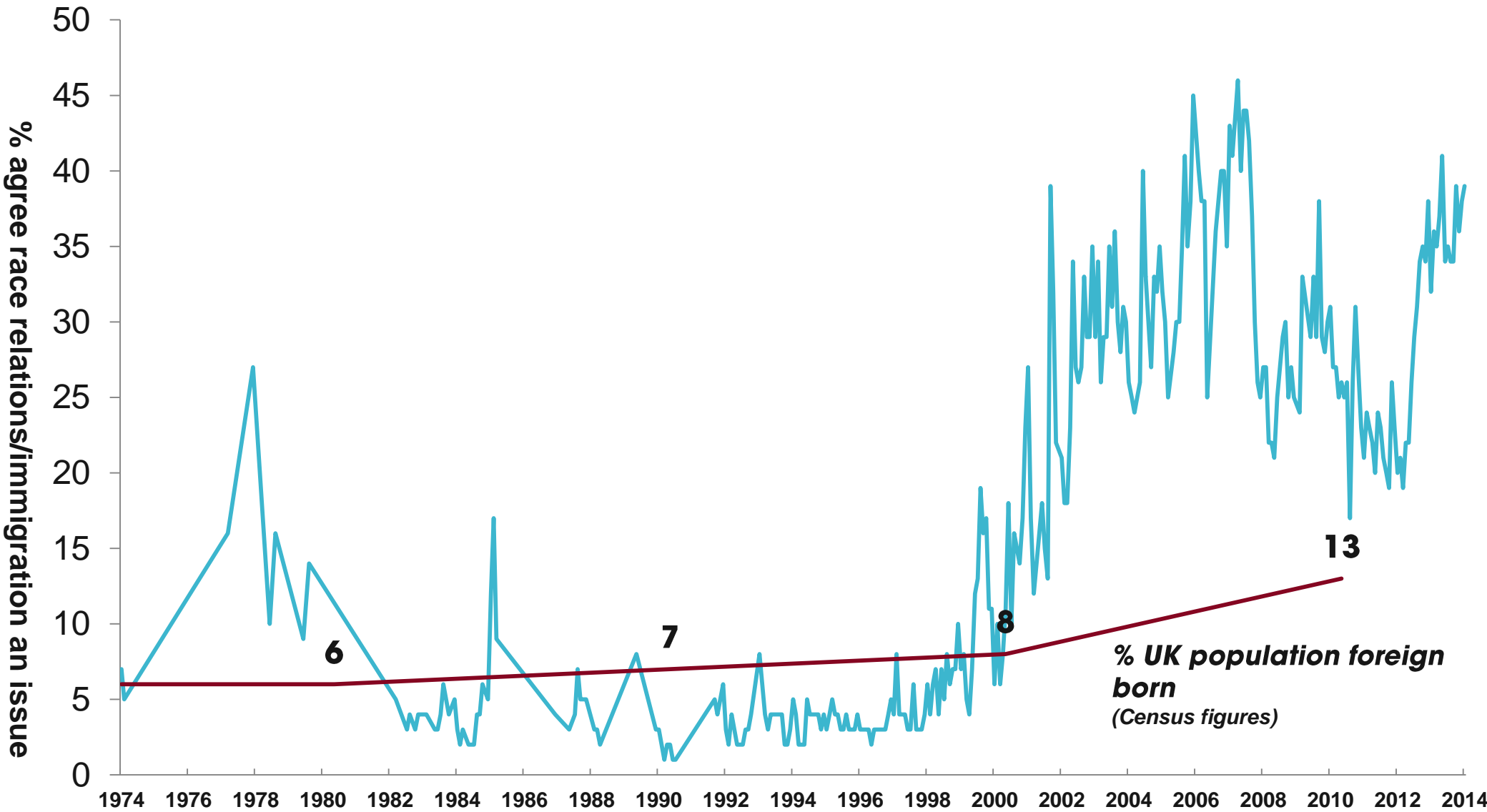
24





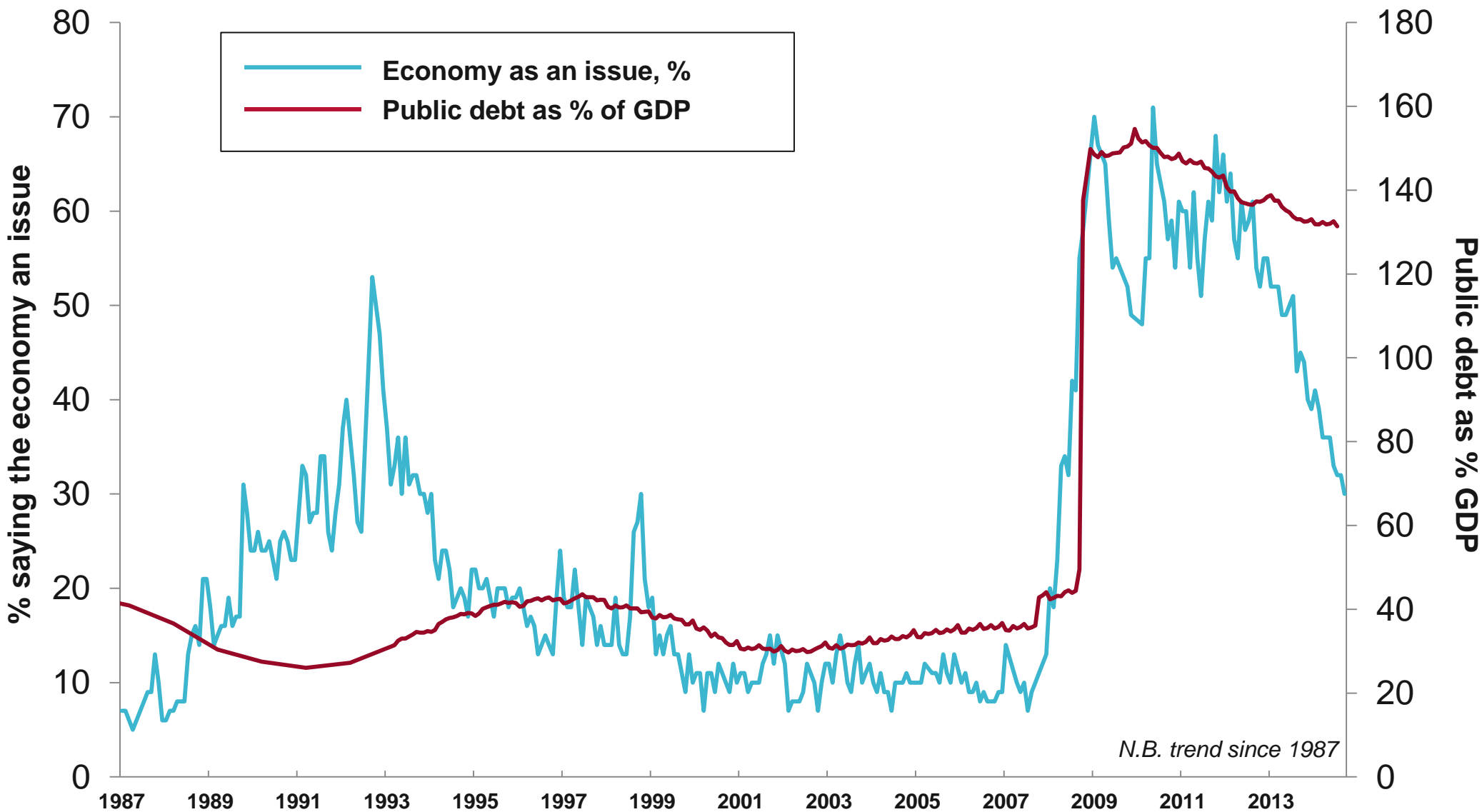
# Concern about race relations and immigration has also risen with the immigrant population

25



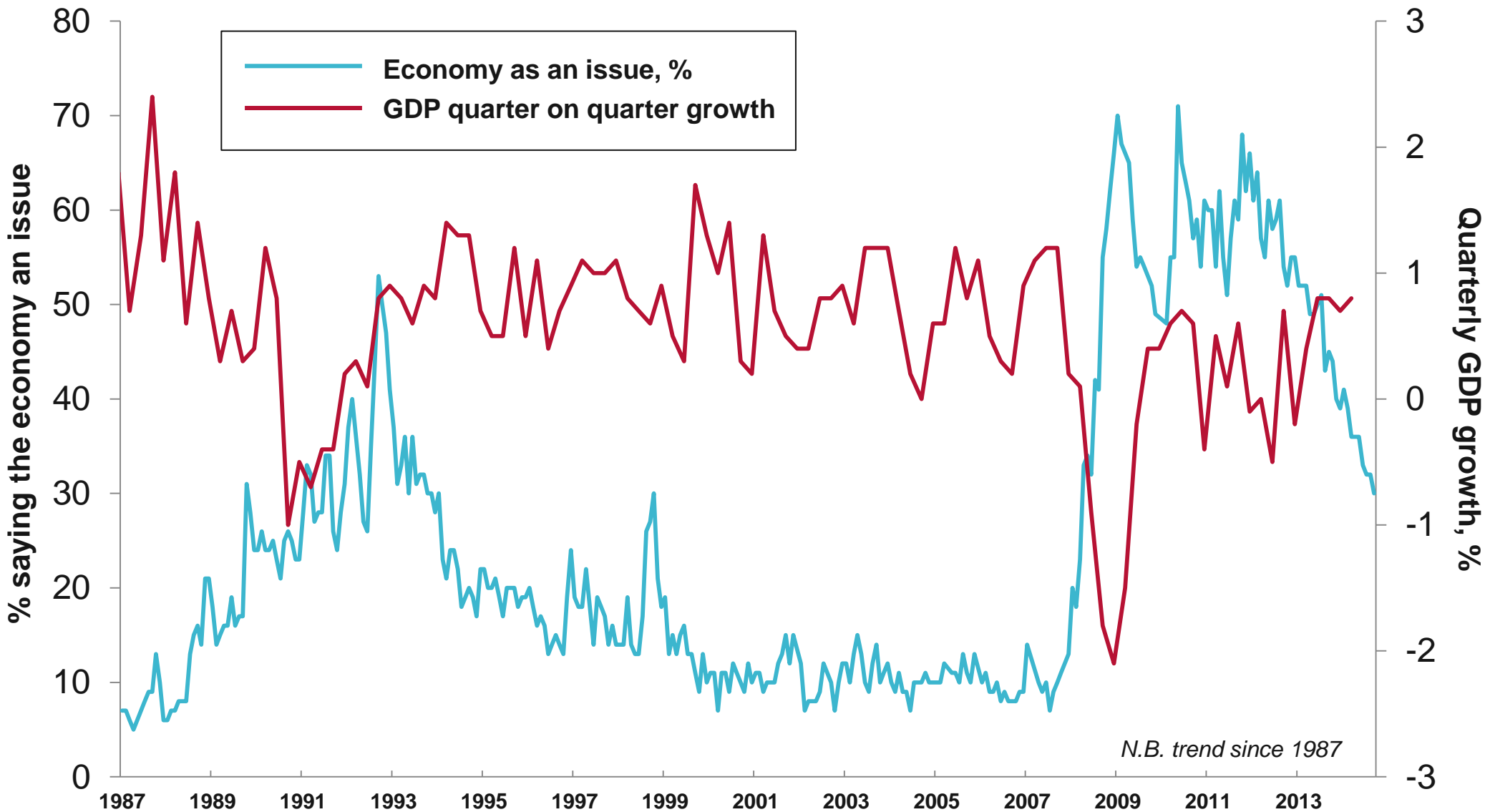
# Concern about the economy vs level of public debt

26



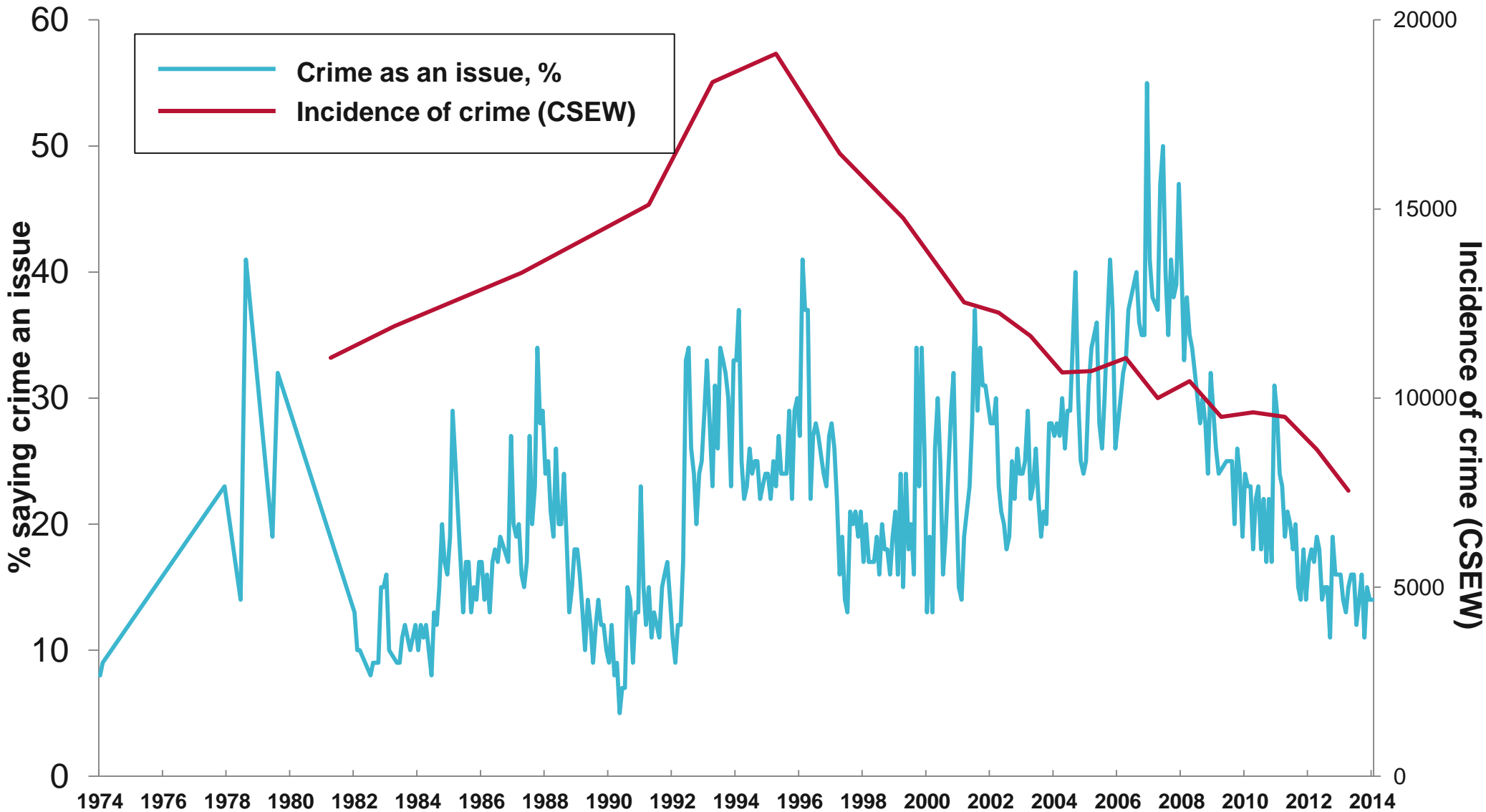
# Quarterly GDP growth and concern about the economy

27



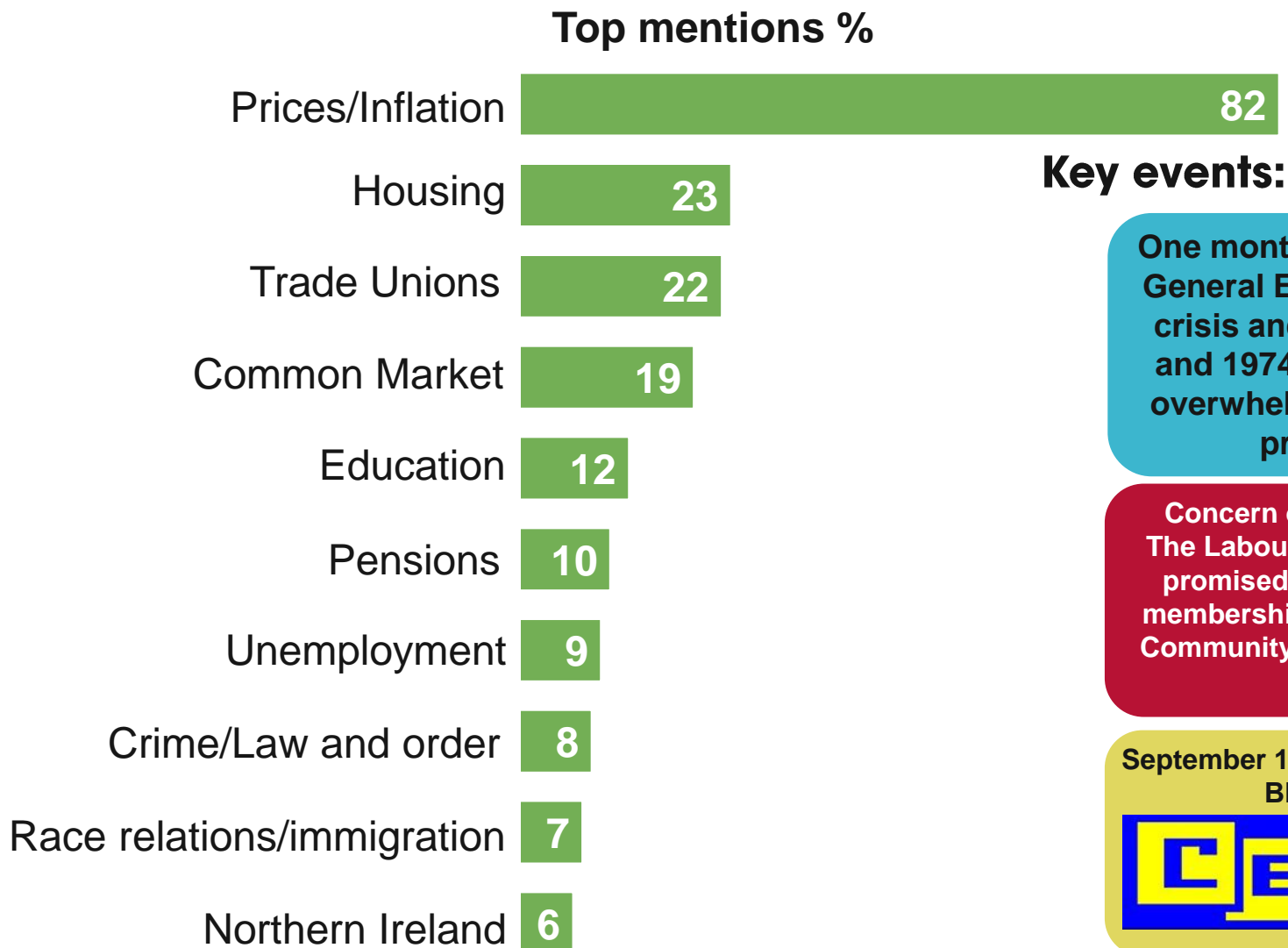
# However, concern with crime appears to be driven by factors other than the crime rate

28



# 40 years ago this month: The Issues Index in September 1974

29



## Vote intention

**Sept 1974**



Source: Gallup/Telegraph

## Key events:

One month before the second 1974 General Election, after the 1973 oil crisis and miners' strikes of 1972 and 1974, the British public were overwhelmingly concerned about prices and inflation

Concern over Europe was also high; The Labour Manifesto for October 1974 promised a renegotiation of the UK's membership to the European Economic Community (EEC), followed by an in-out referendum

September 1974 also saw the launch of the BBC's Ceefax service



# 30 years ago this month: The Issues Index in September 1984

30

## Top mentions %

Unemployment	70
Trade Unions	39
Nuclear Weapons	22
Inflation/prices	21
Crime	10
NHS	10
Defence/Foreign affairs	7
Education	7
European Communities	5
Pensions	5

## Vote intention

**Sept 1984**

CON	LAB	LIB/SDP
42%	36%	20%

Source: MORI/Evening Standard

## Key events:

With unemployment at 11.8% - near to the highest level ever recorded in the UK - unemployment was seen as the key issue facing the country by a large proportion

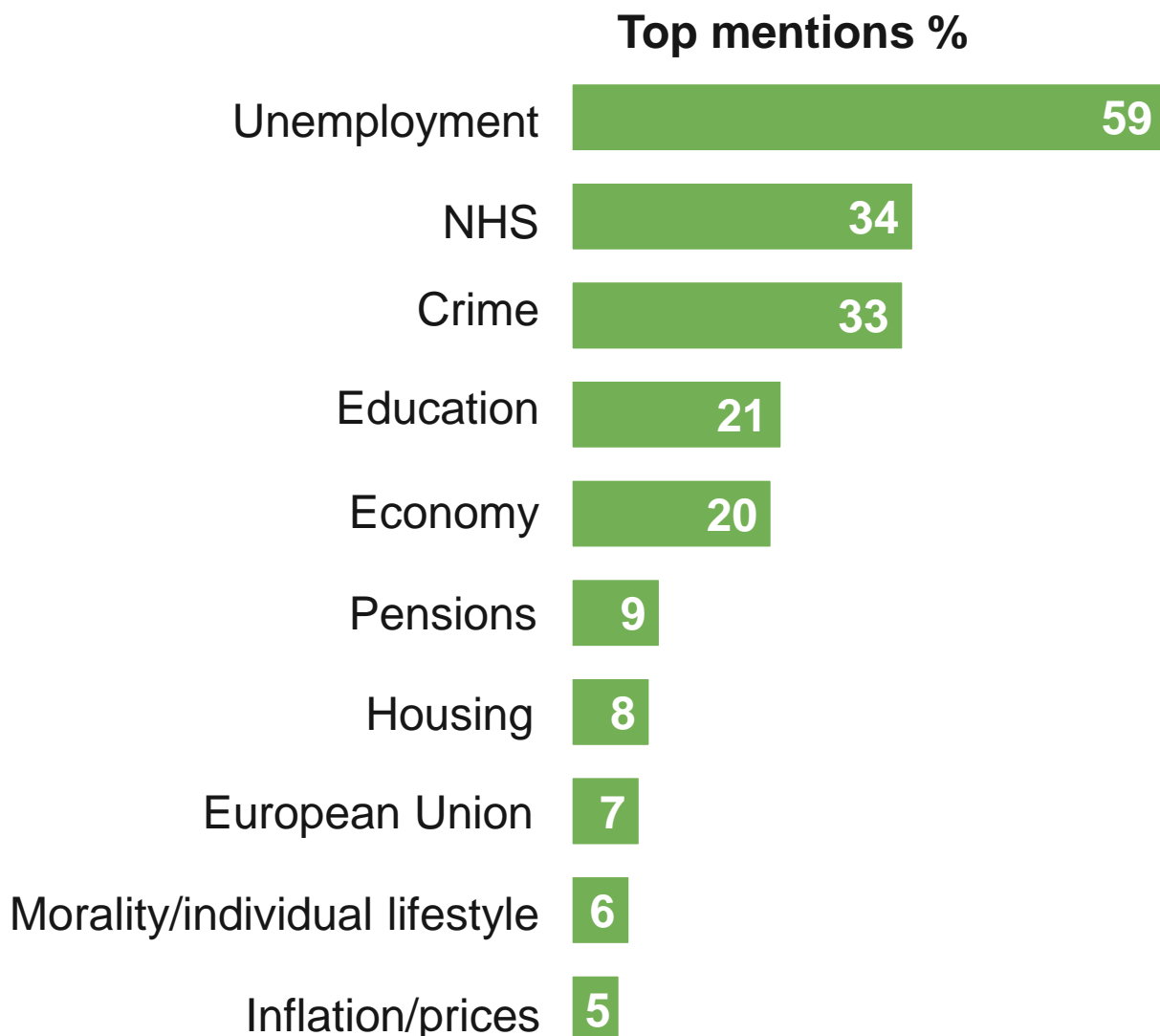
Six months into the 1984 Coal Miners' strike, with fresh clashes between police and strikers at the Maltby Colliery picket, trade unions were still seen as one of the biggest issues facing the country

Prince Harry was born on 14<sup>th</sup> September, 1984



# 20 years ago this month: The Issues Index in September 1994

31



## Vote intention

**Sept 1994**



Source: MORI/Times

## Key events:

Although unemployment was falling across the country, the overall jobless rate still stood at 9.4%, meaning that unemployment remained the greatest issue for many

At the high point of a UK-wide crime wave, concern with crime reached its highest level since 1980

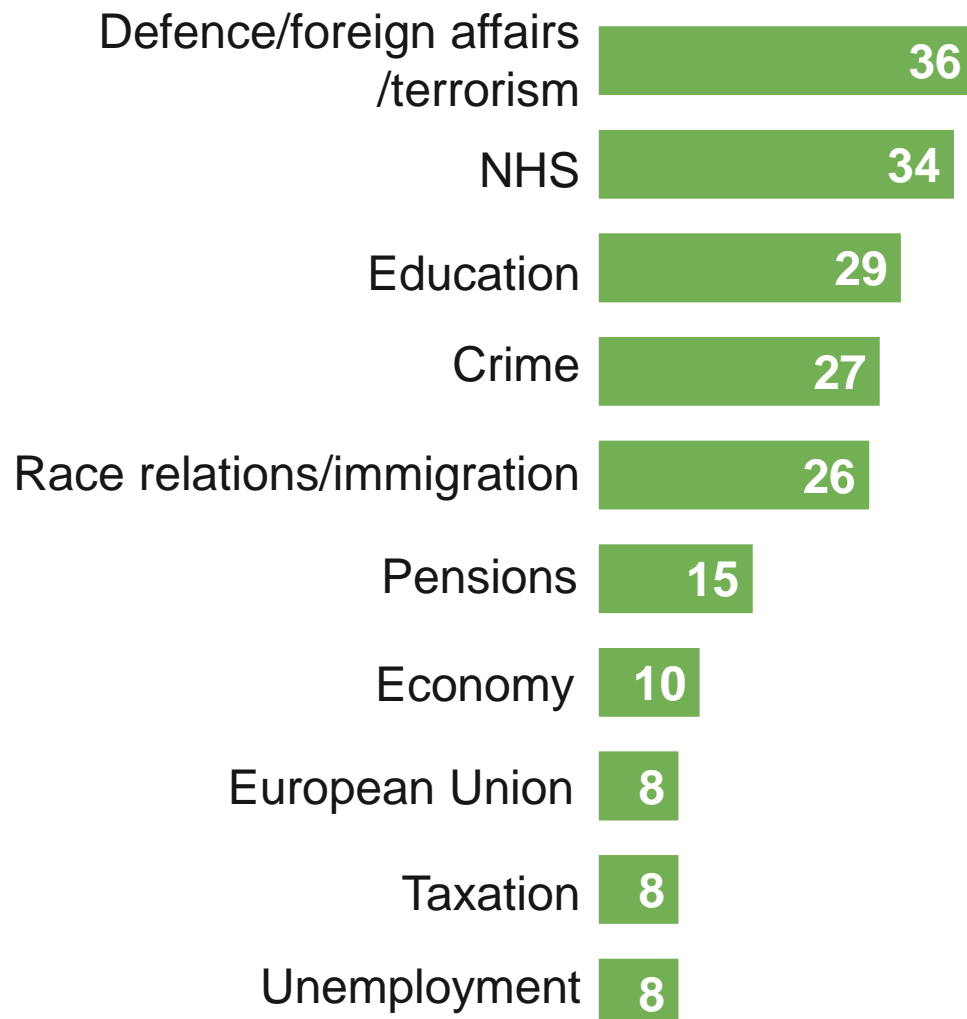
In September 1994 Wet Wet's record 15-week number one single, *Love is all Around* reached the end of its chart-topping run



# 10 years ago this month: The Issues Index in September 2004

32

## Top mentions %



## Vote intention

**Sept 2004**



Source: MORI

## Key events:

Over a year and a half after the invasion of Iraq, sectarian unrest and the recent capture of Saddam Hussein heightened public concern about defence, terrorism and foreign affairs

The first Foundation Trust NHS hospitals opened earlier this year; concern about the NHS, whilst still high, fell from a record peak of 72% in February 2002

On 15<sup>th</sup> September 2004, pro-hunting campaigners broke into the House of Commons

