



# August 2016

## ECONOMIST/IPSOS MORI ISSUES INDEX

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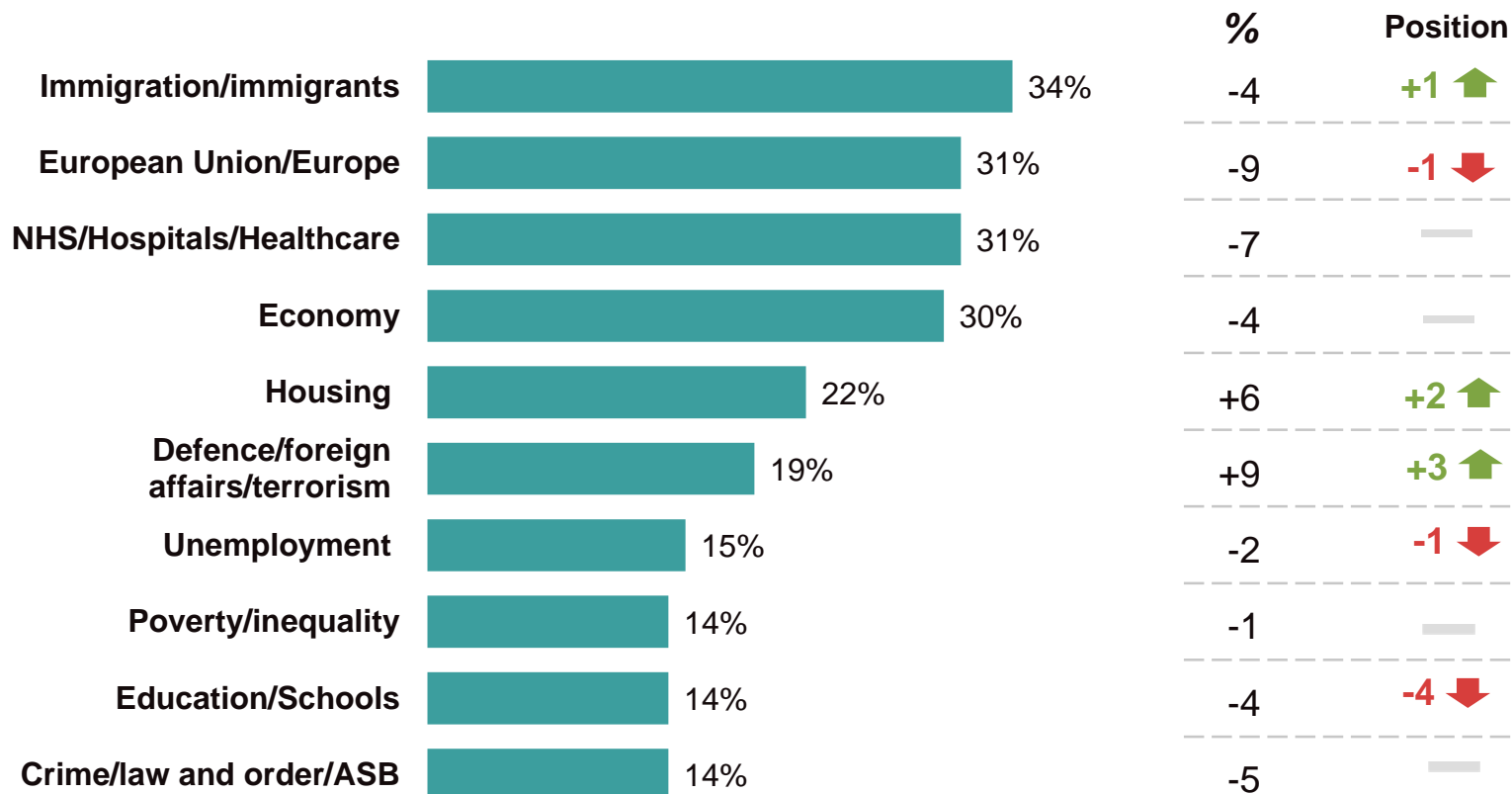
# Issues Facing Britain: August

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

2

Top mentions %

Change since July:



Base: 983 British adults 18+, 1<sup>st</sup> and 11<sup>th</sup> August 2016

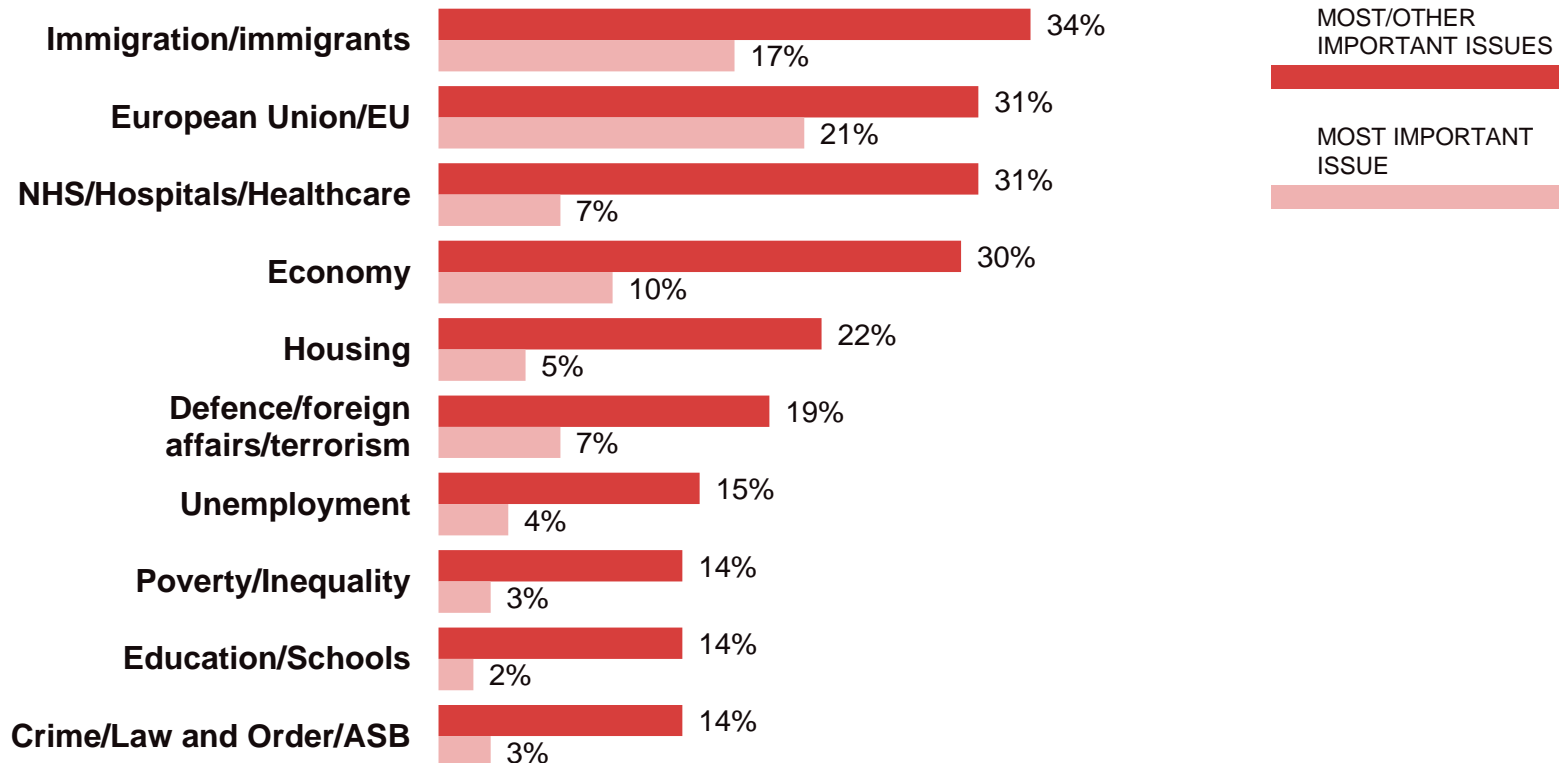
Source: Ipsos MORI Issues Index

# Issues Facing Britain: August

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

3

Top mentions %



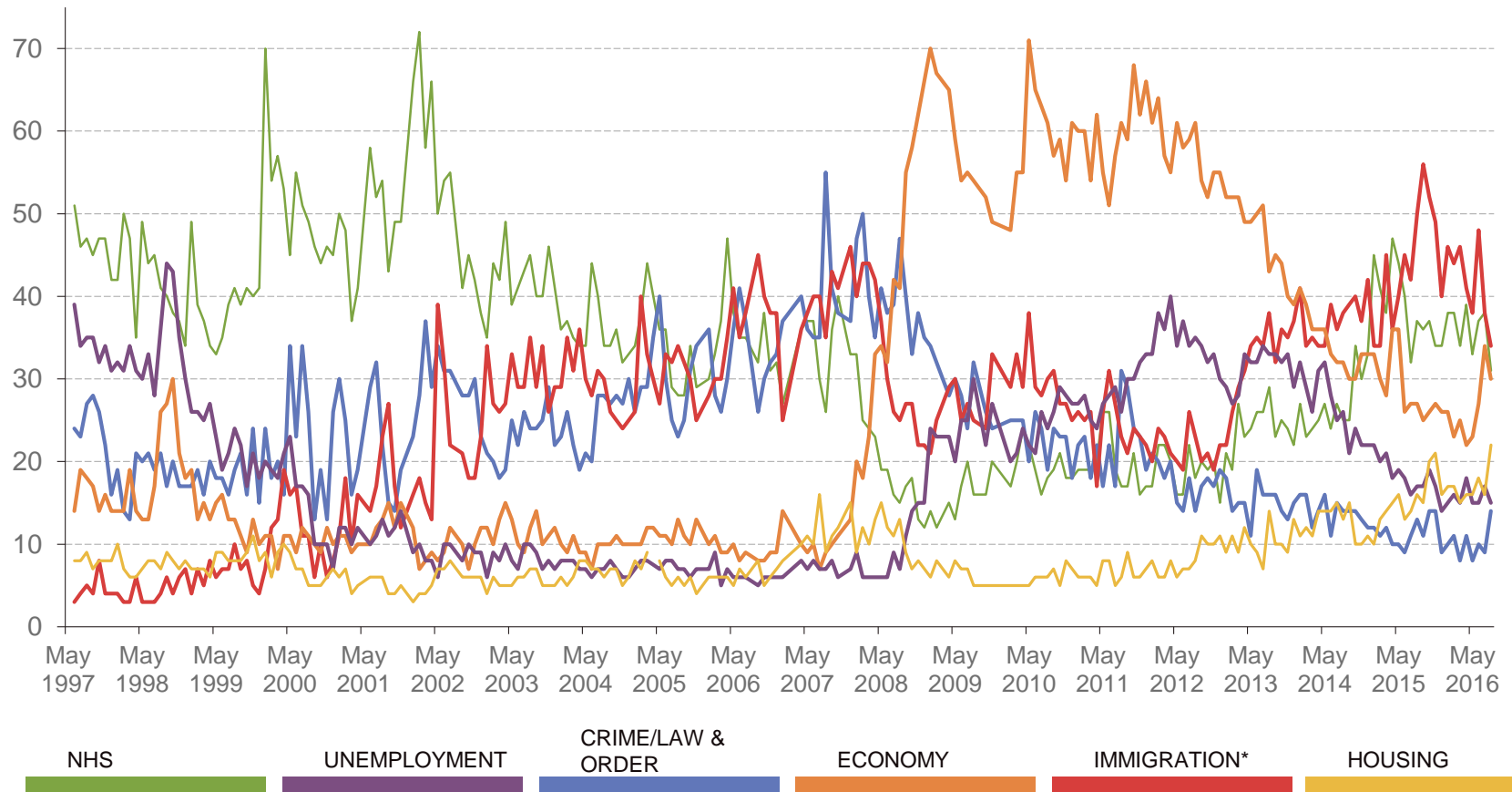
Base: 983 British adults 18+, 1st-11<sup>th</sup> August 2016

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



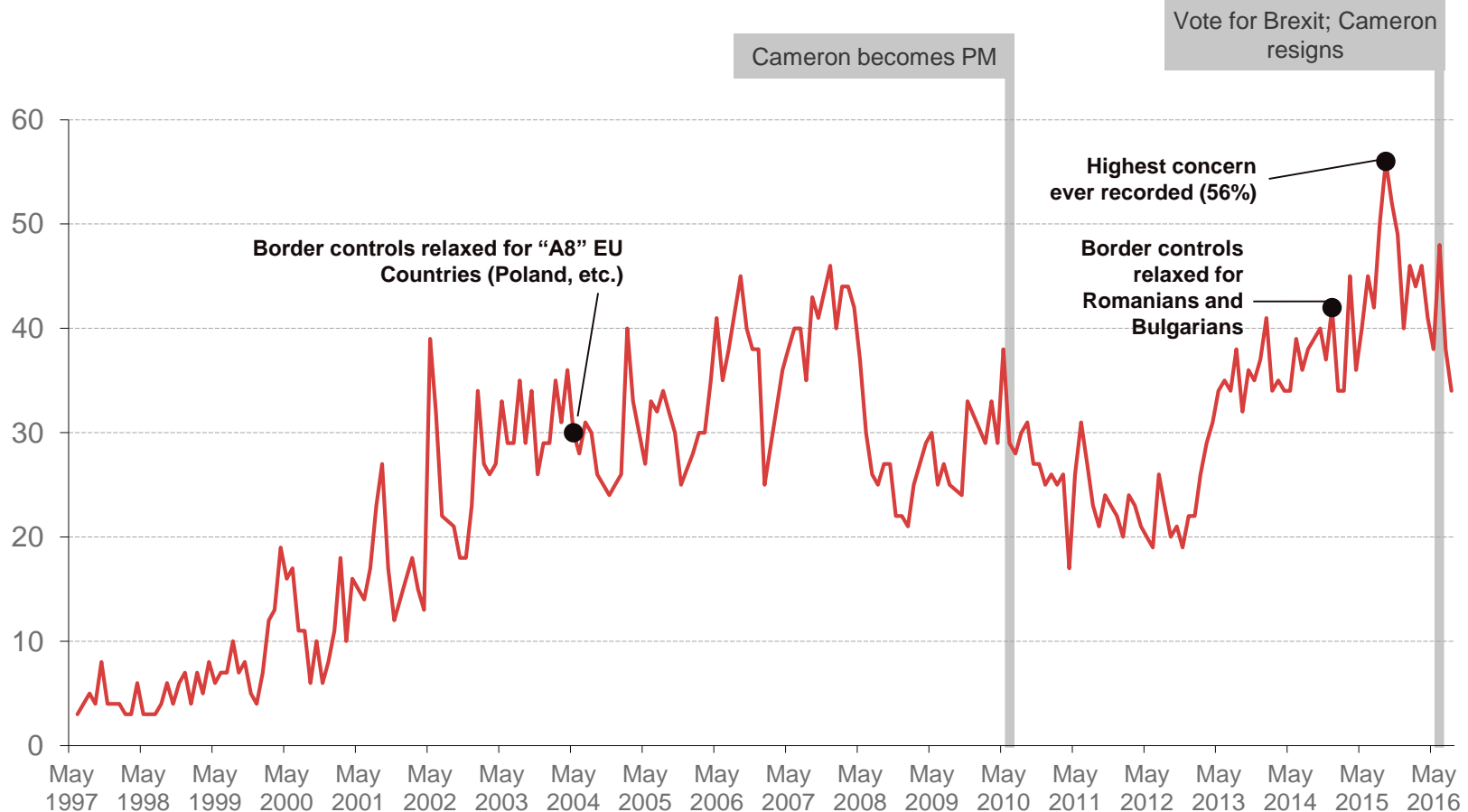
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Immigration / Immigrants

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

Source: Ipsos MORI Issues Index

# Issues Facing Britain: NHS / Hospitals / Healthcare

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

6

Report says waiting lists have doubled under Labour

Cameron becomes PM

Vote for Brexit; Cameron resigns

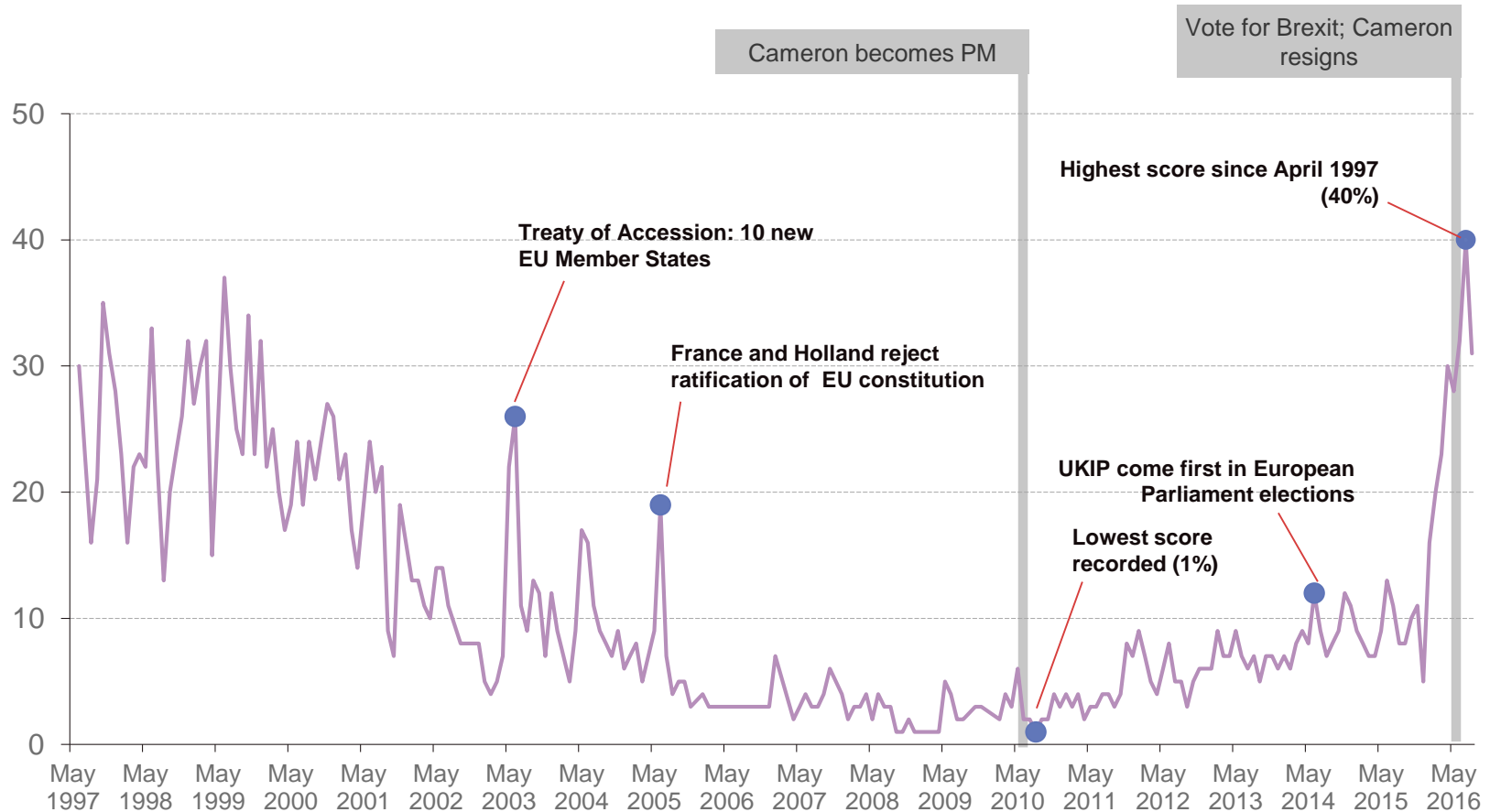


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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



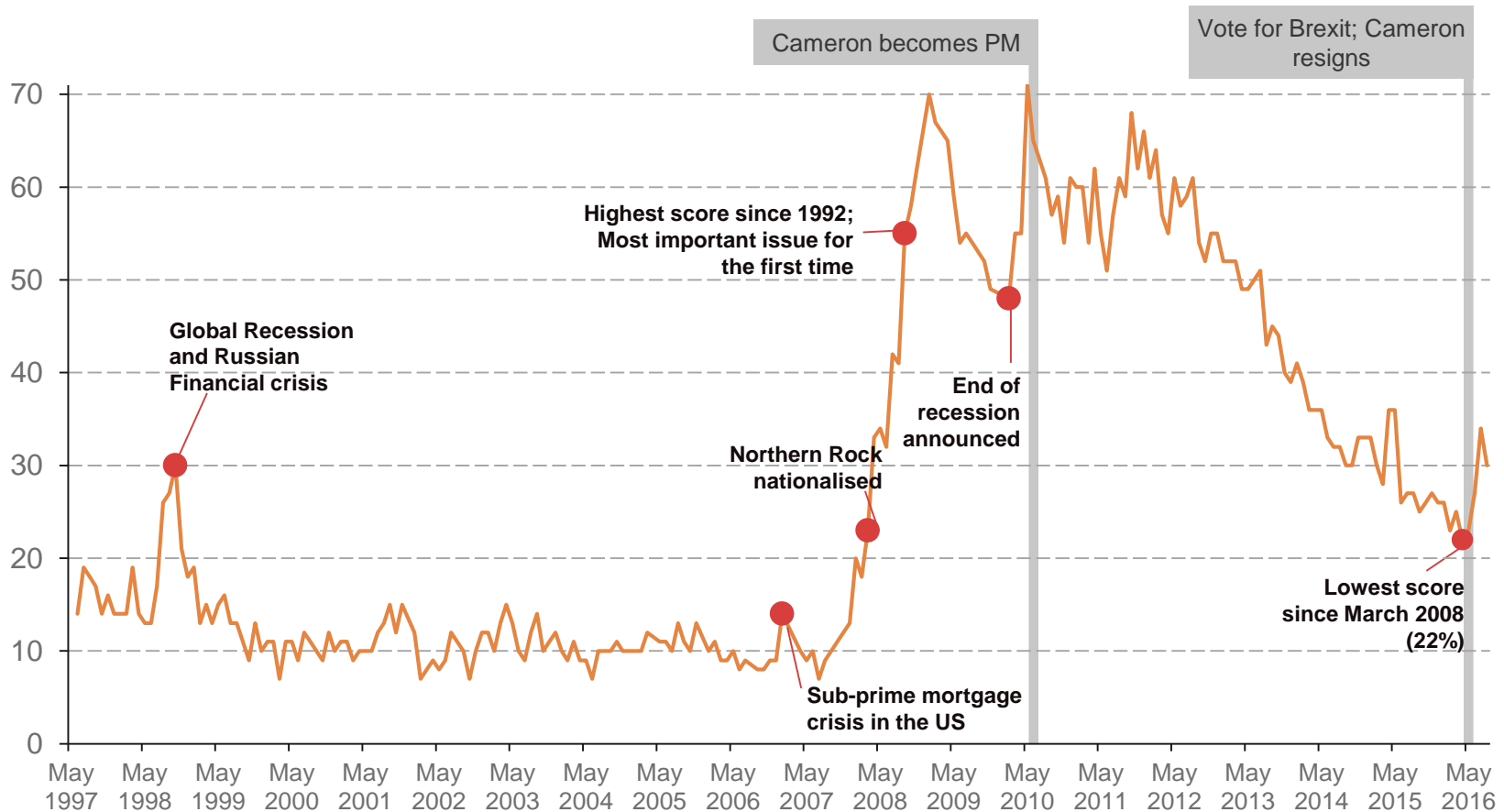
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Economy / Economic situation

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

8



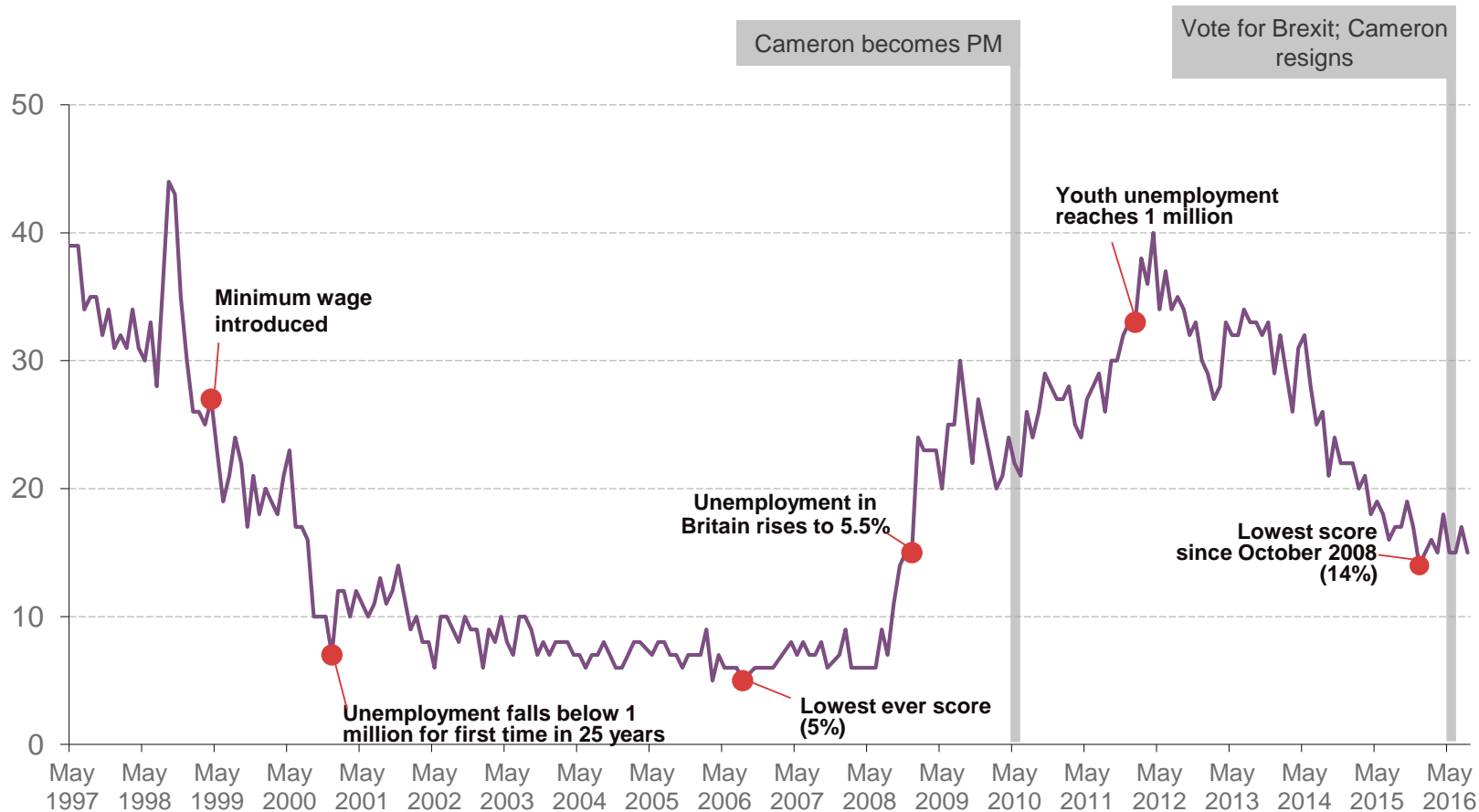
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



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

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



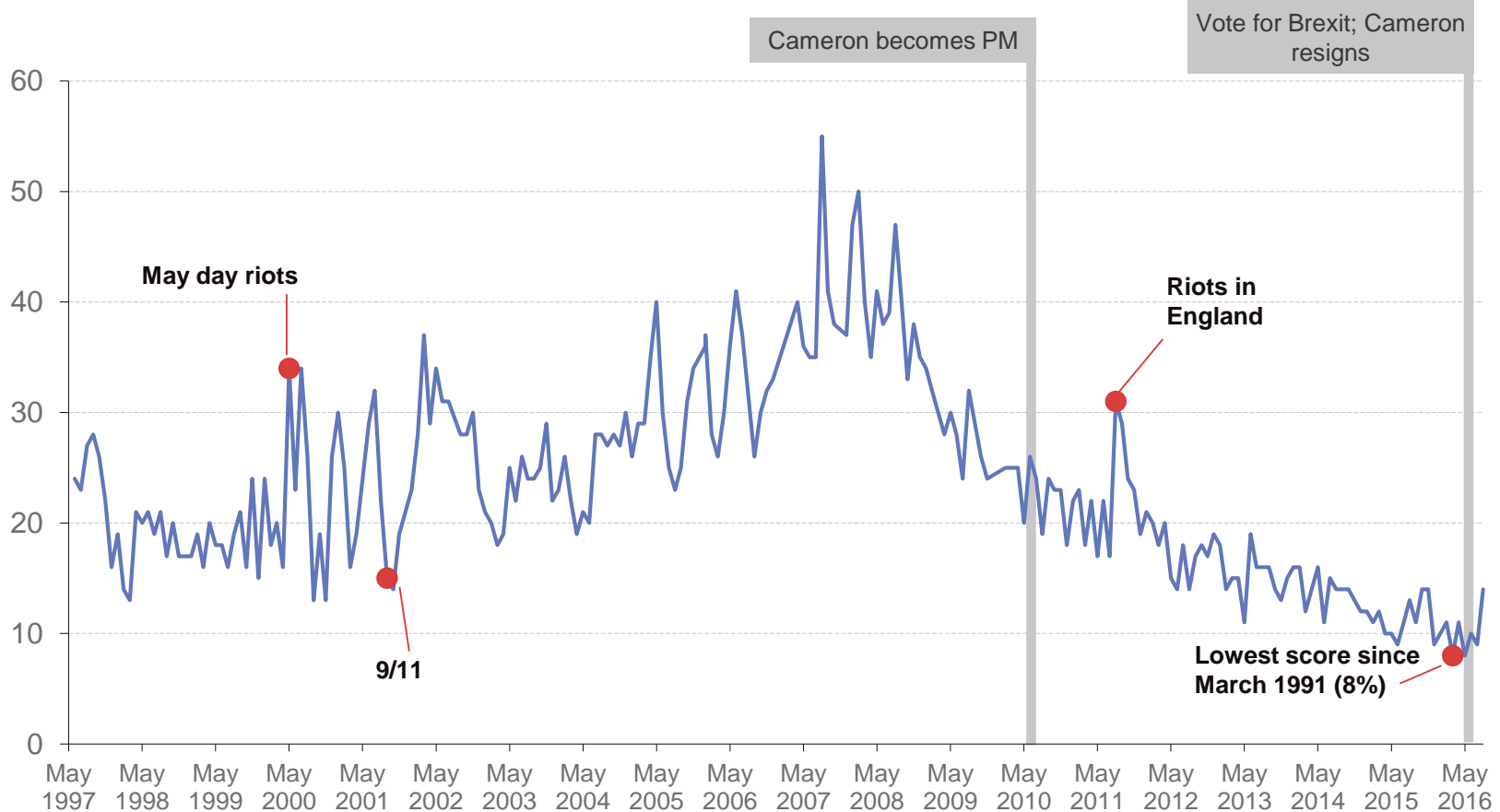
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

10



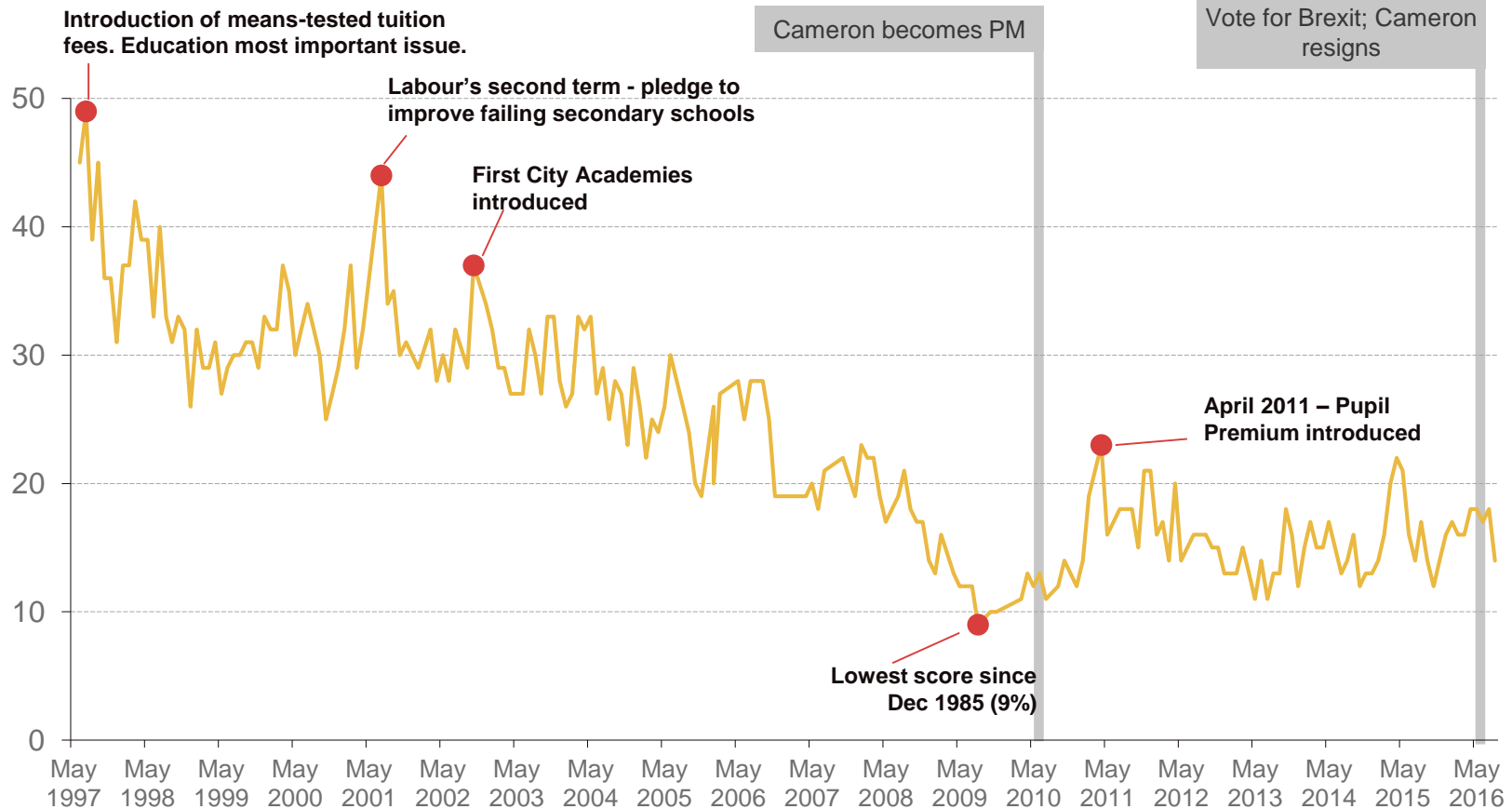
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Education / Schools

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

11



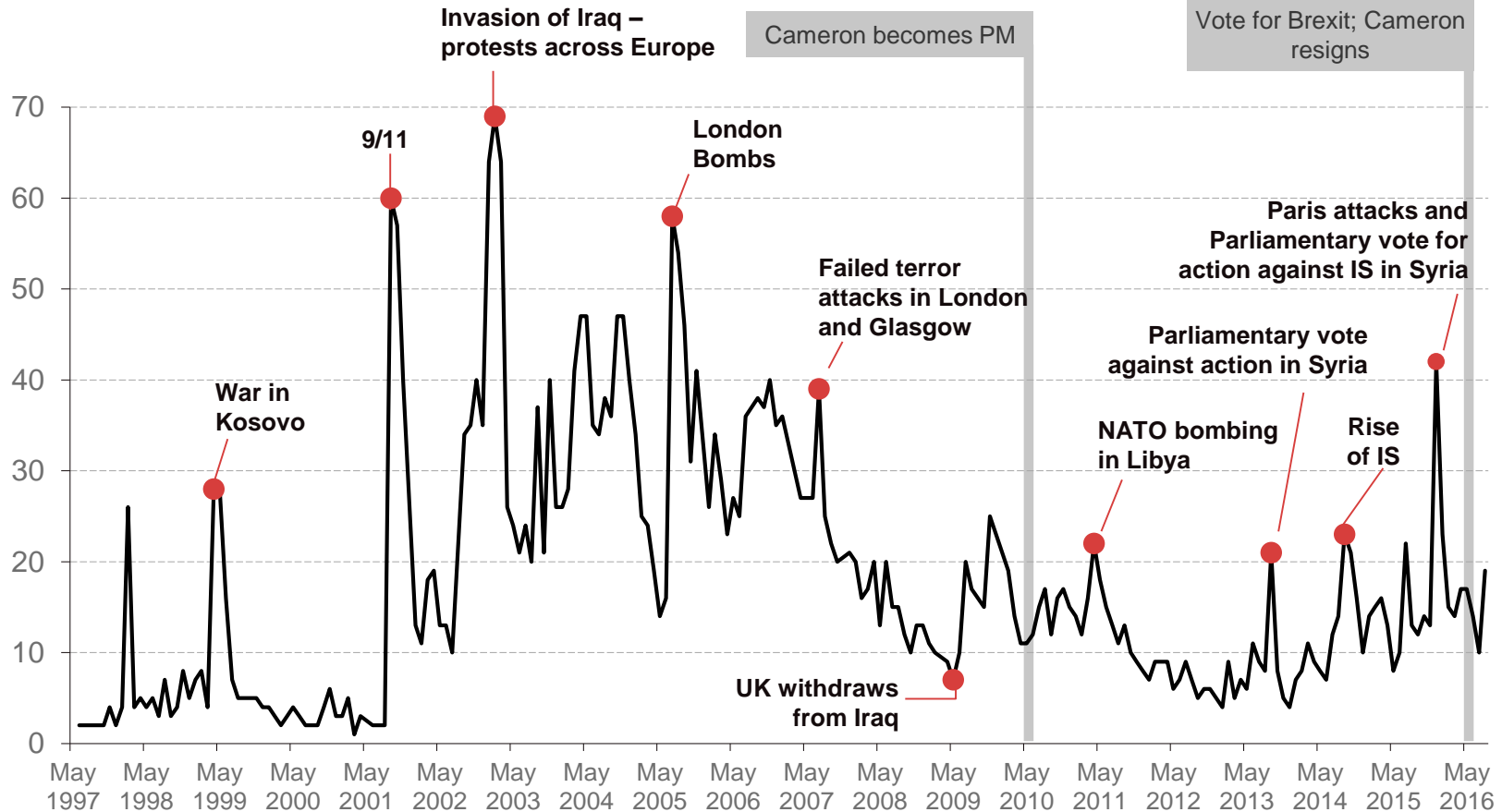
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

12



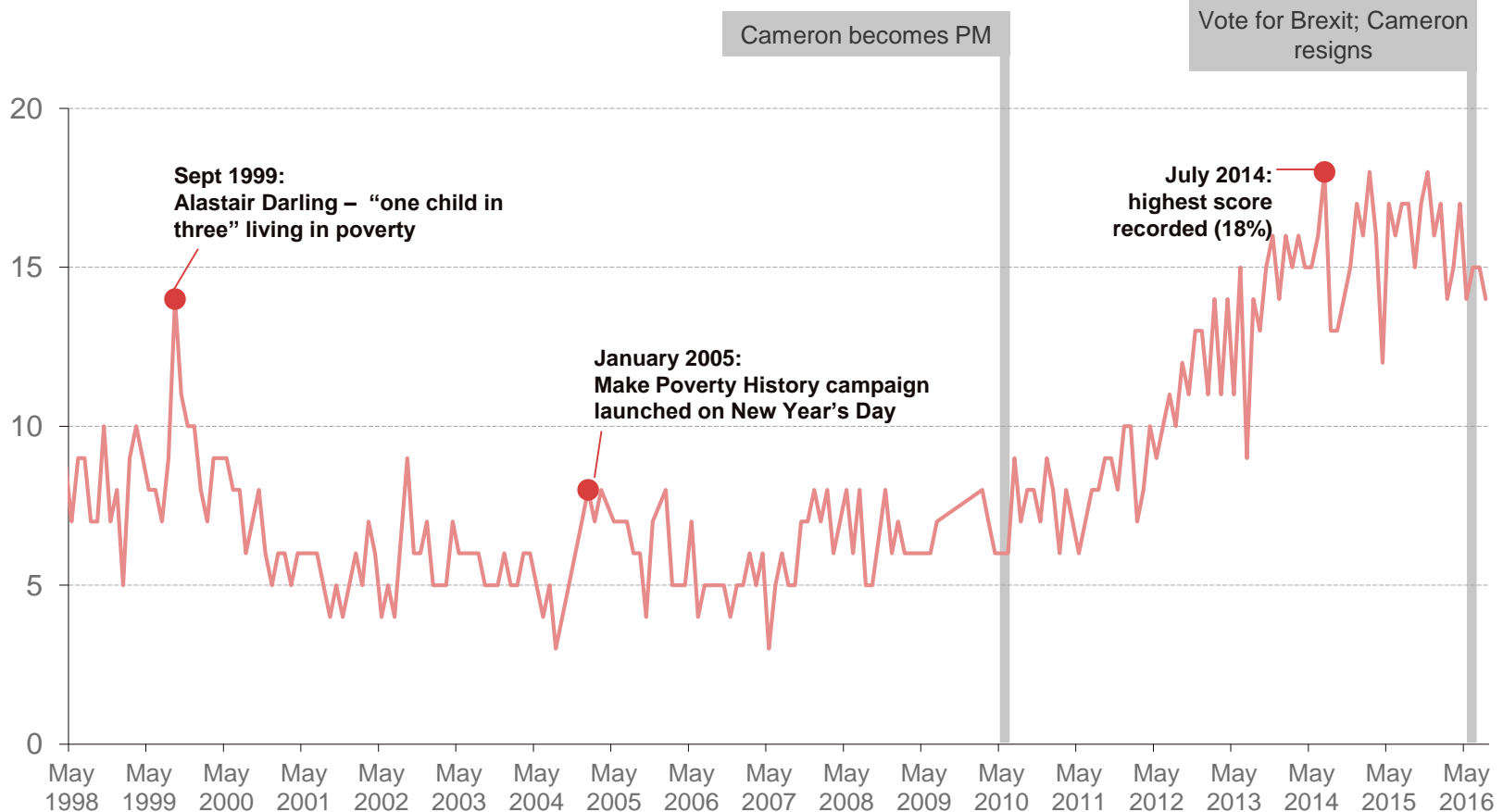
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Poverty/inequality

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

13



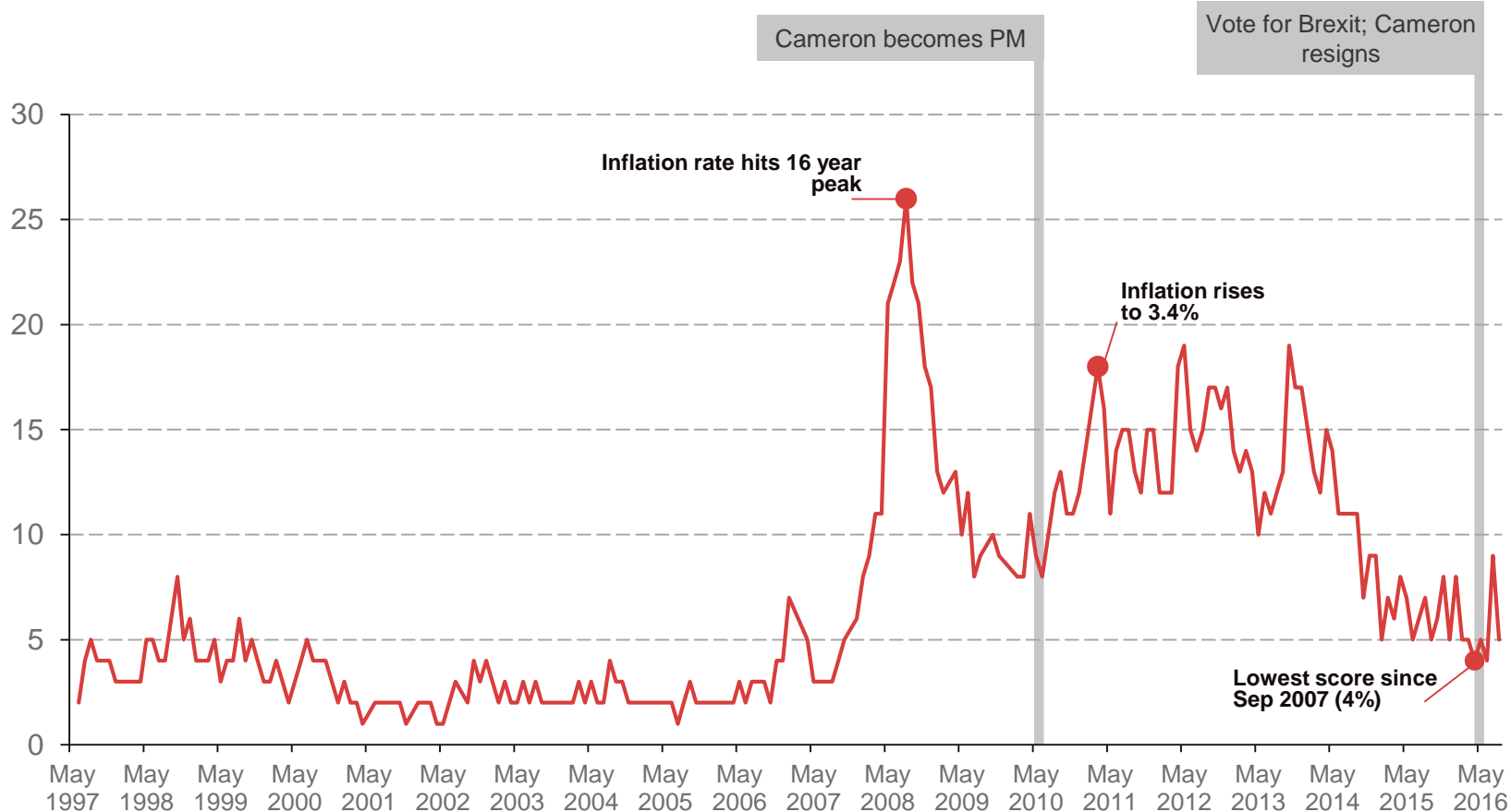
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Inflation/Prices

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

14



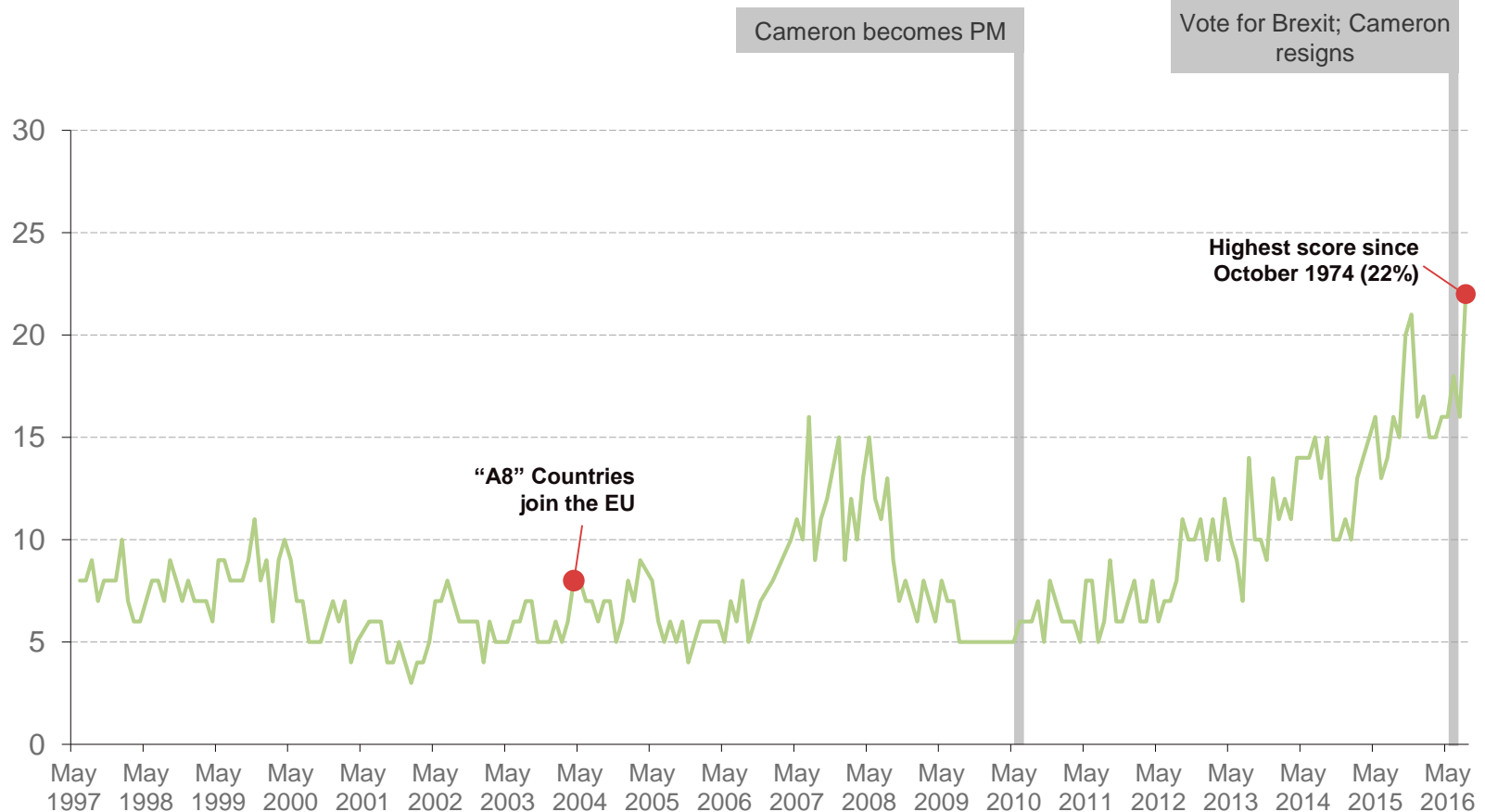
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Housing

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

15



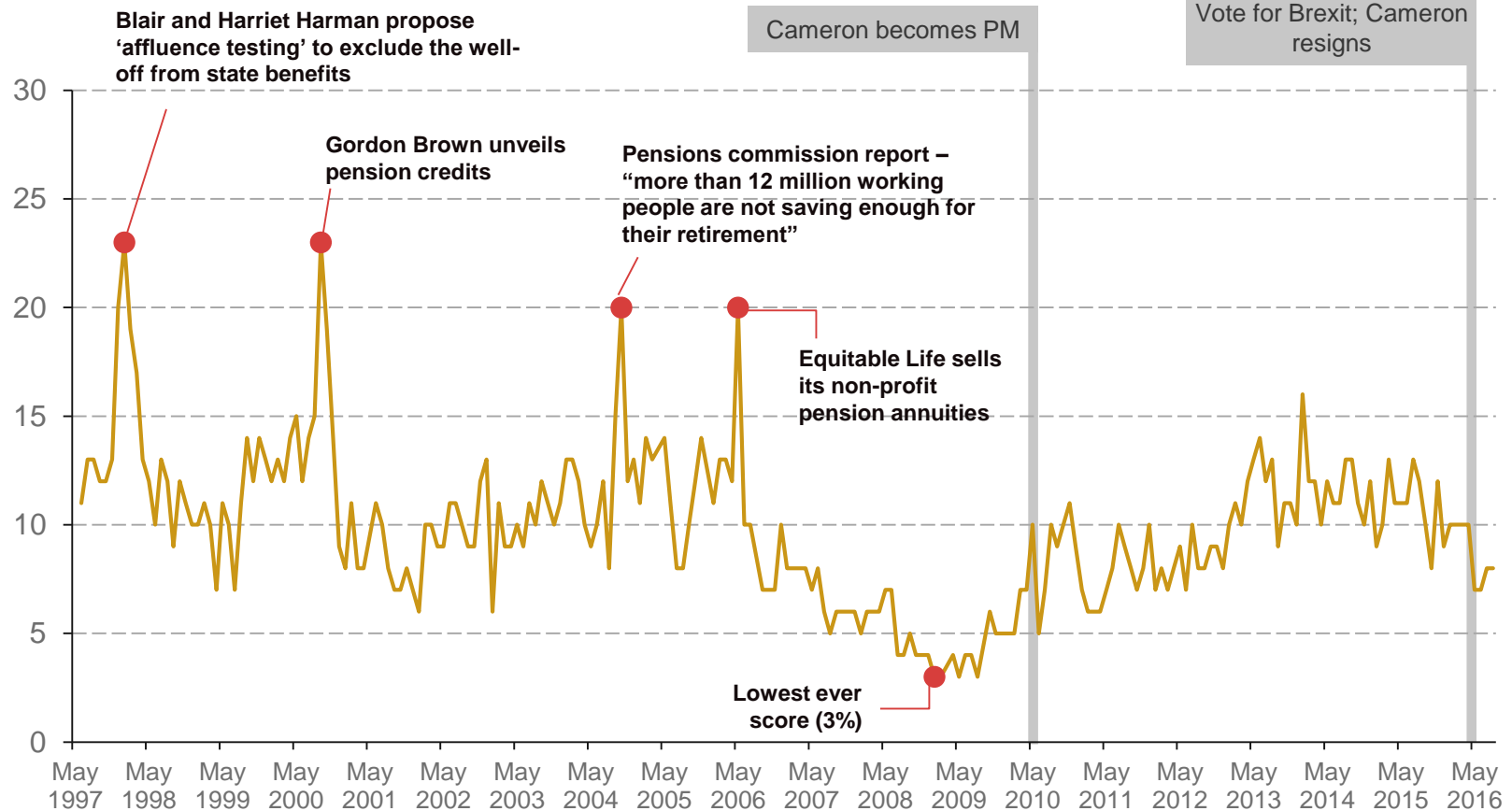
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Pensions/Social Security/Benefits

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

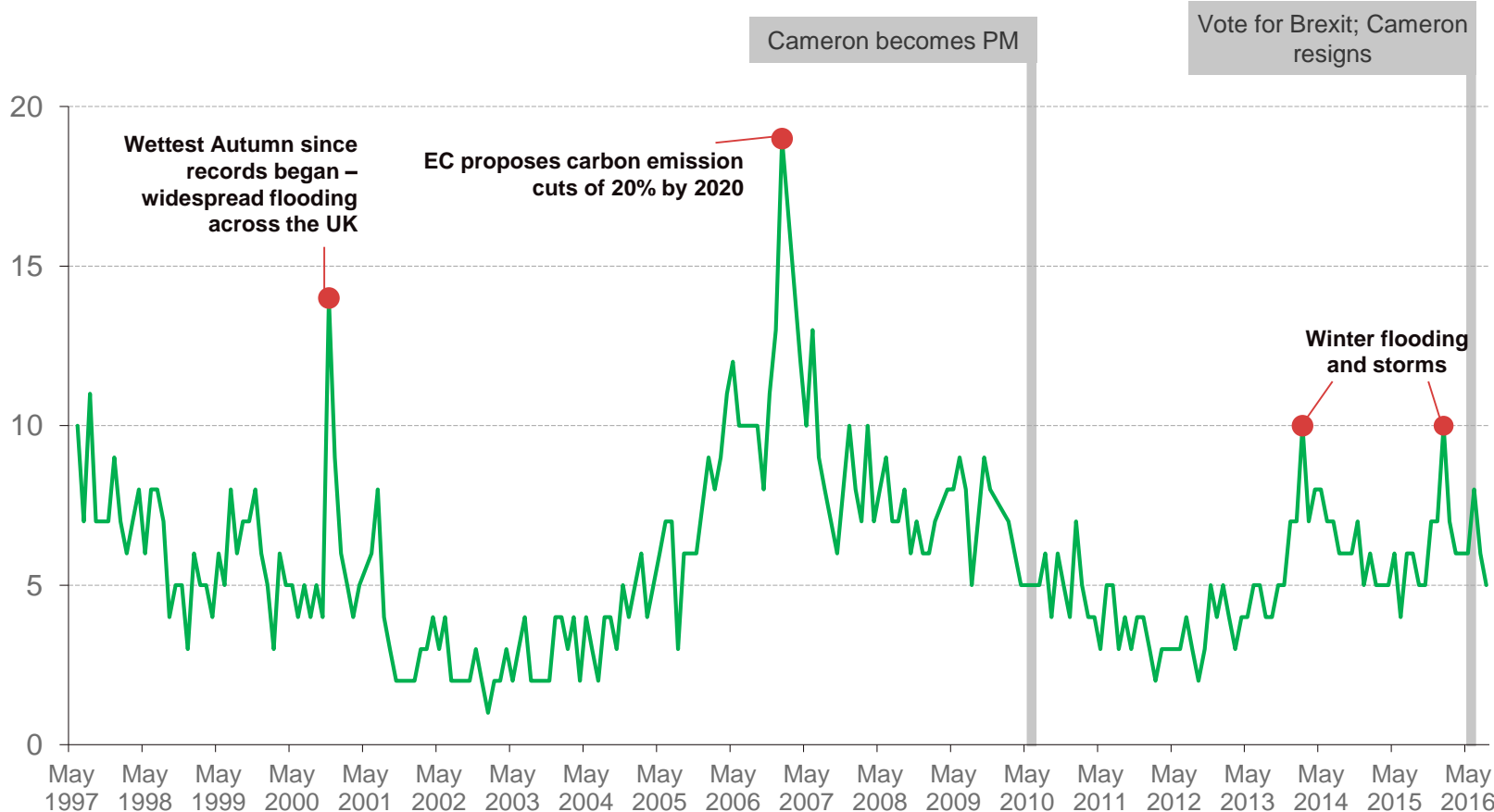
Source: Ipsos MORI Issues Index



# Issues Facing Britain: Pollution / Environment

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

17



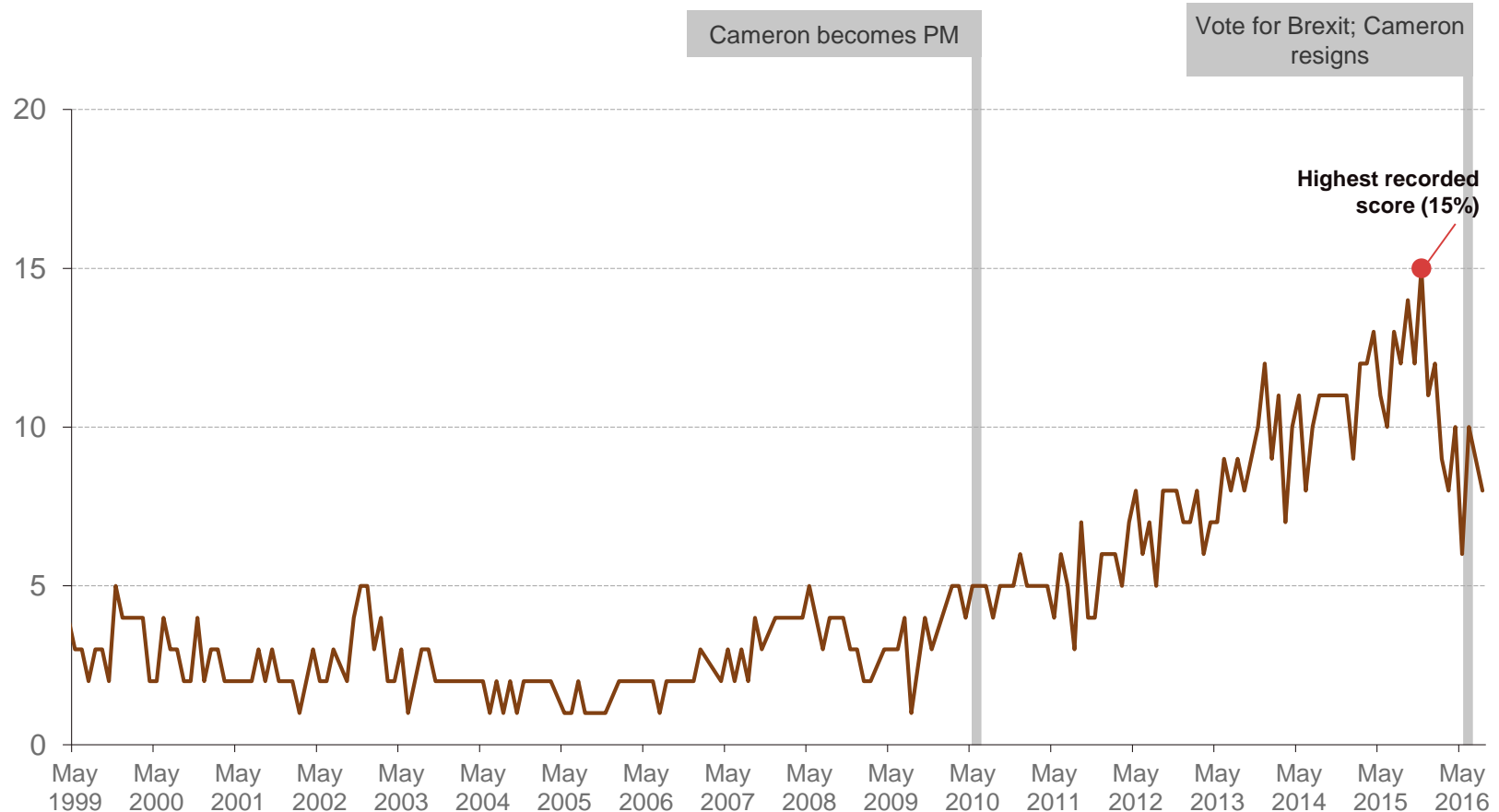
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Issues Facing Britain: Low pay/minimum wage/fair wages

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

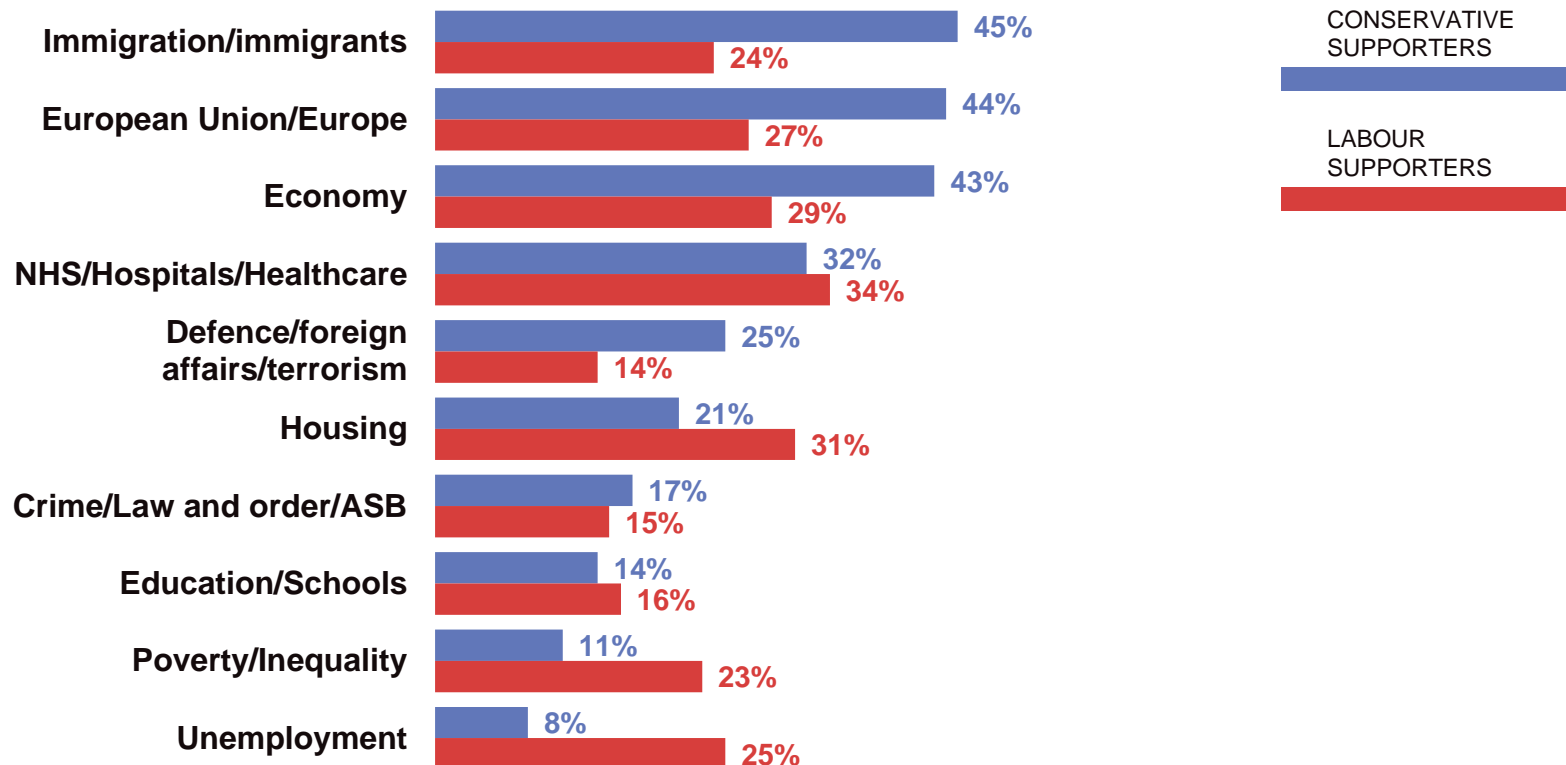
Source: Ipsos MORI Issues Index

# Top issues – concern by party support

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

19

Top mentions %

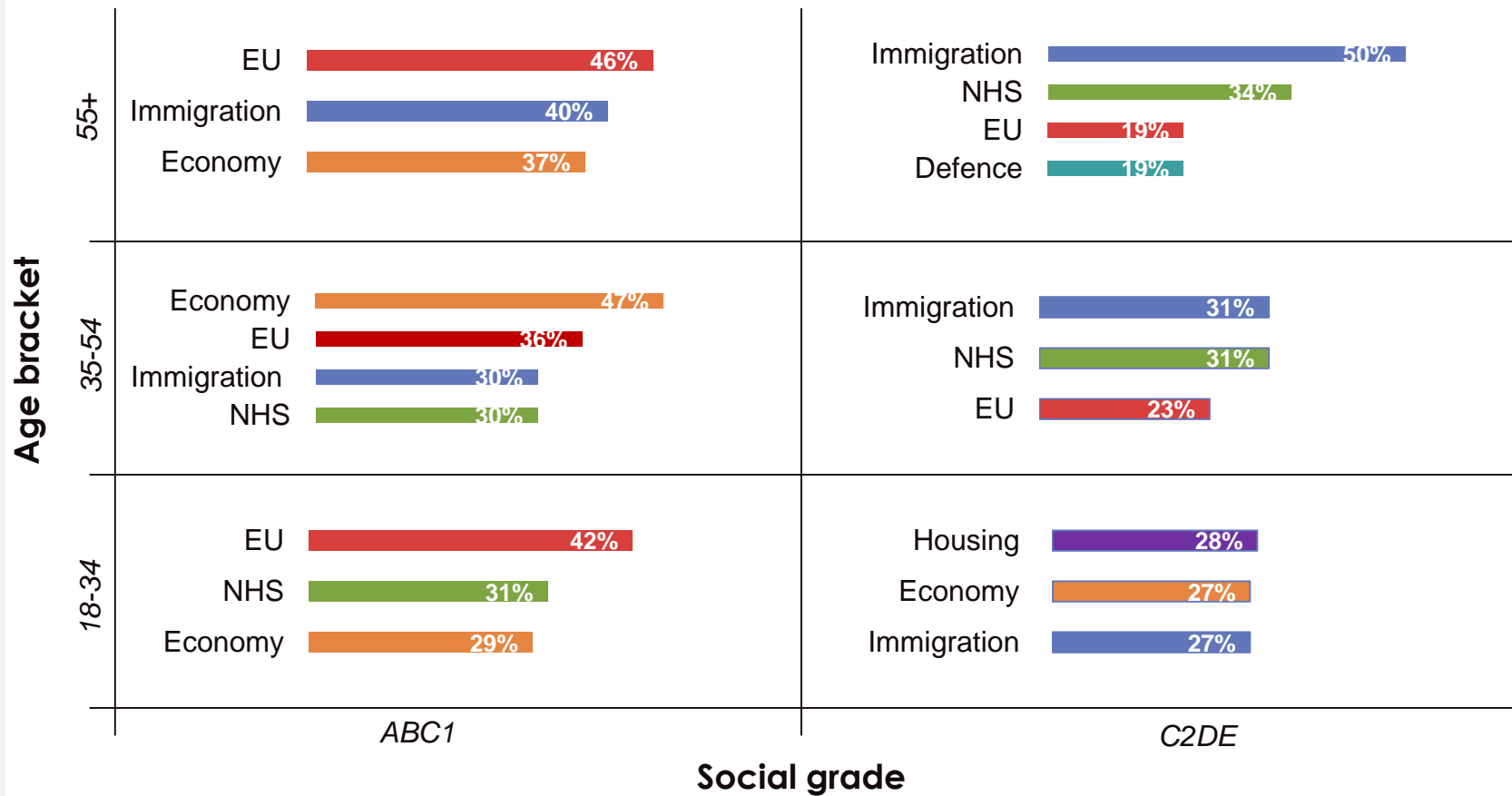


Base: 260 Conservative and 251 Labour supporters aged 18+, 1<sup>st</sup> -11<sup>th</sup> August 2016

Source: Ipsos MORI Issues Index

# Age and social grade – different top issues amongst ABC1s

What do you see as the most/other important issues facing Britain today?  
Top three issues by age and social grade



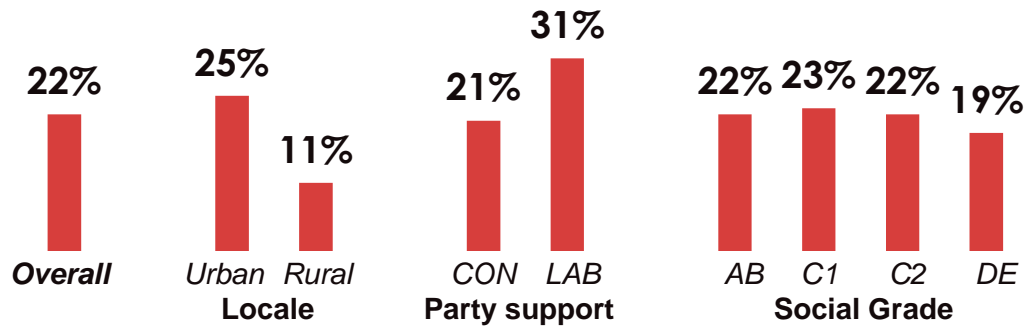
Base: 983 British adults 18+, 1<sup>st</sup>-11<sup>th</sup> August 2016

Source: Ipsos MORI Issues Index

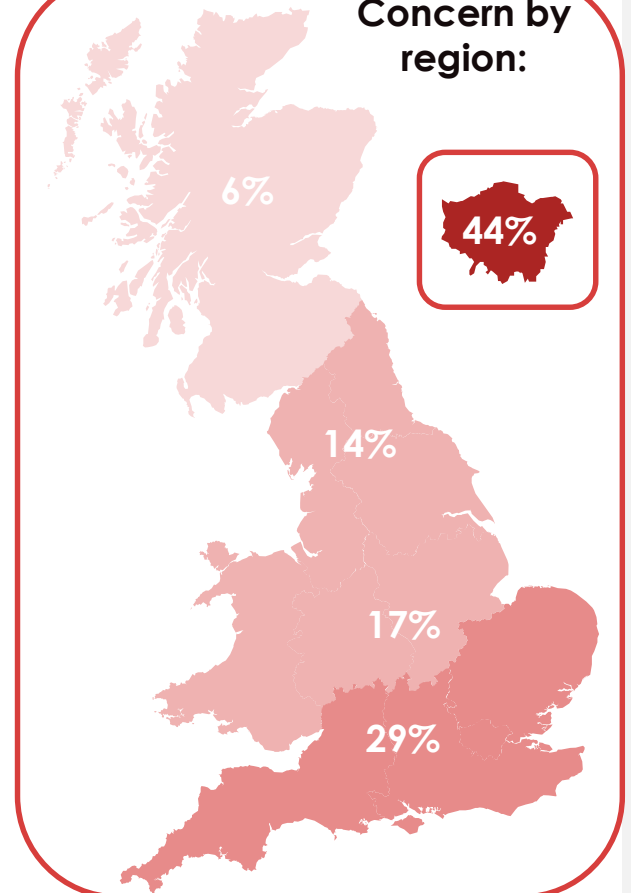
# Concern about housing by subgroups

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

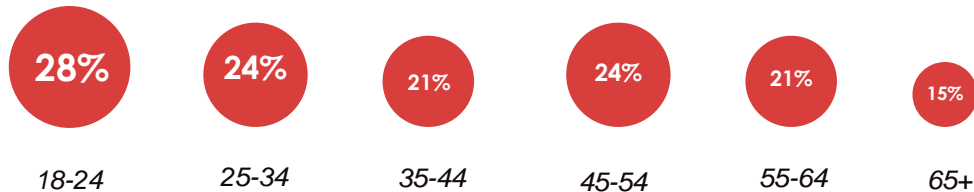
## Concern about housing by key demographic groups:



## Concern by region:



## Concern about housing by age group:



Base: 983 British adults 18+, 1<sup>st</sup> -11<sup>th</sup> August 2016

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