



End of Year 2016

ECONOMIST/IPSOS MORI ISSUES INDEX

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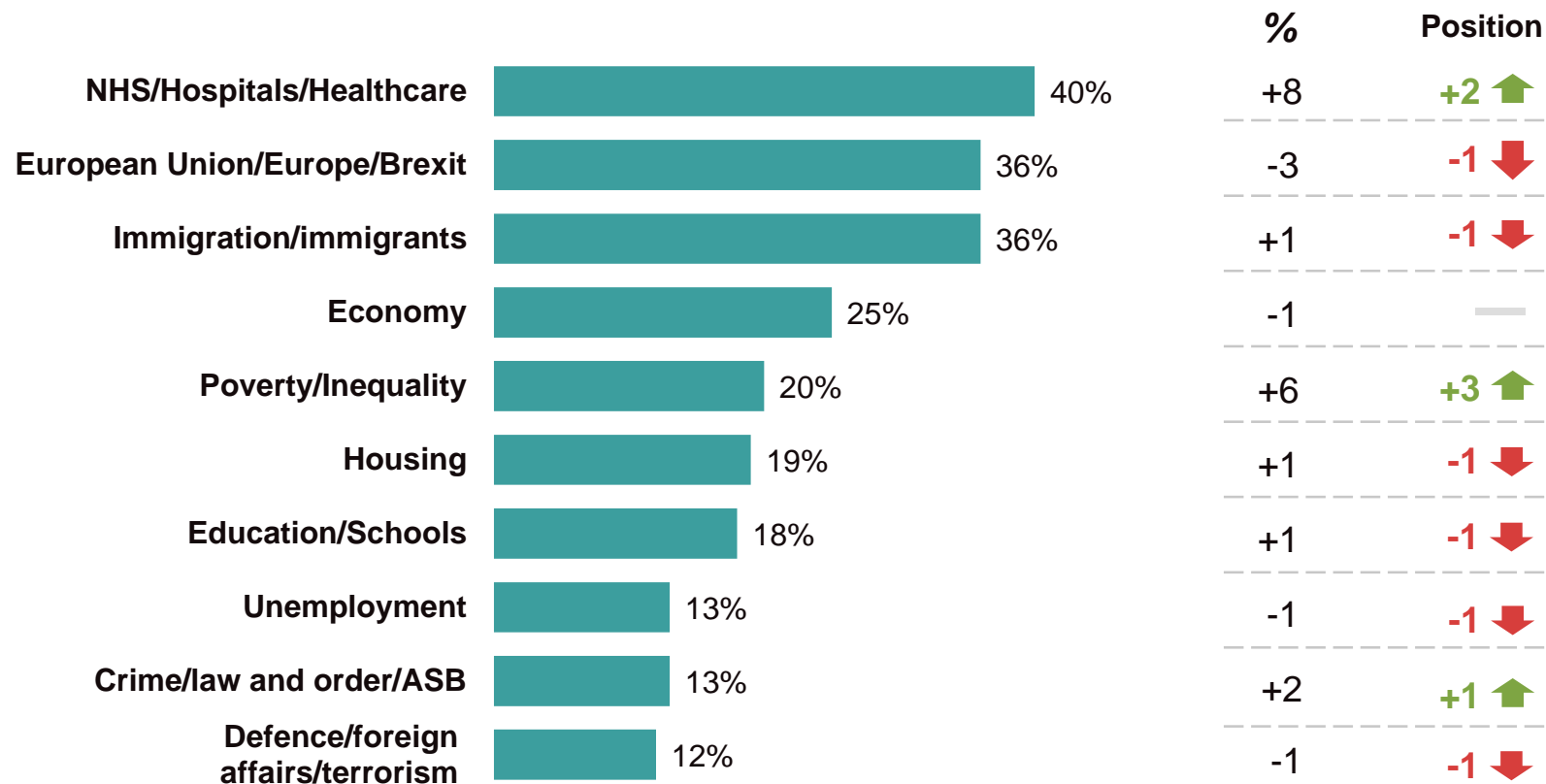
Issues Facing Britain

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

2

Top mentions %

Change since Nov:



Base: 1,028 British adults 18+, 2nd December 2016 – 15th January 2017

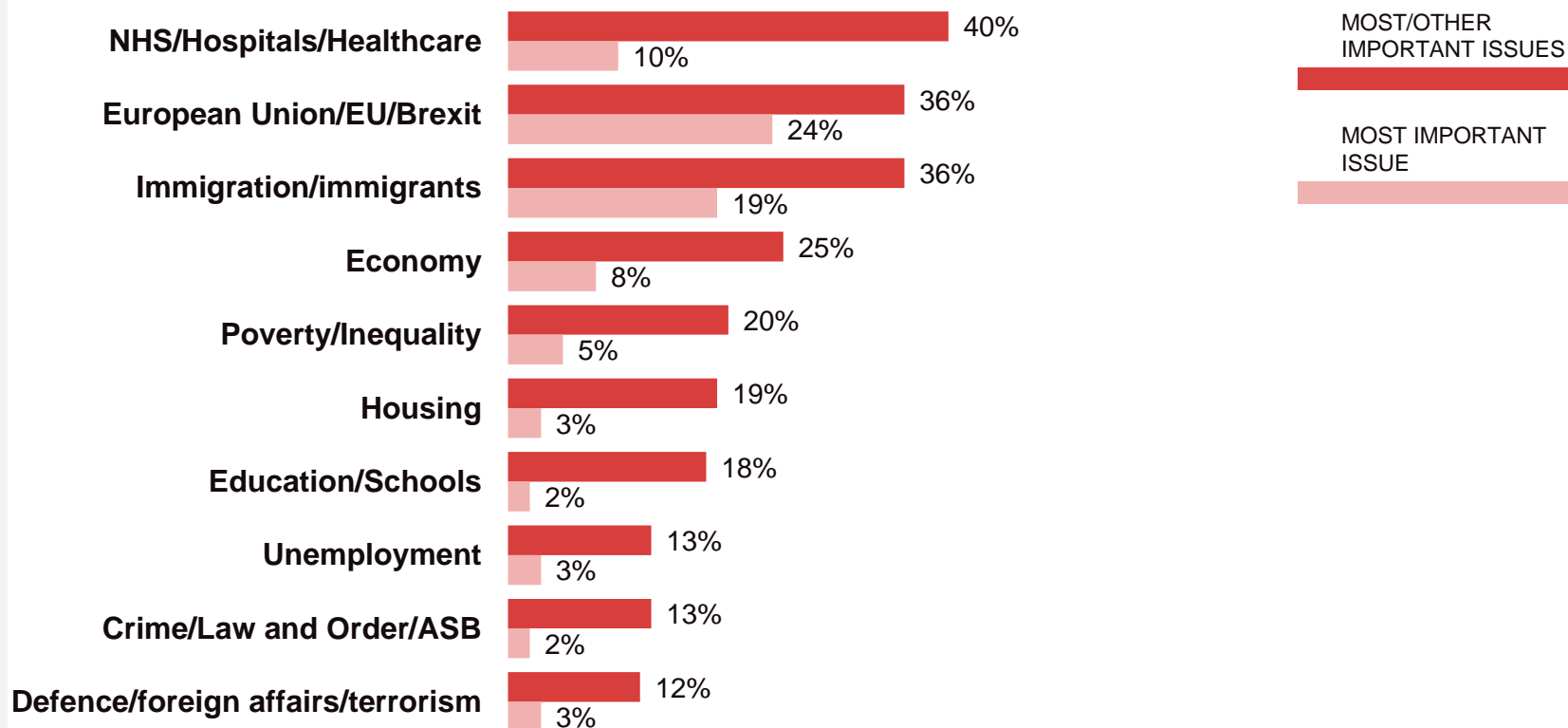
Source: Ipsos MORI Issues Index

Issues Facing Britain

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

3

Top mentions %



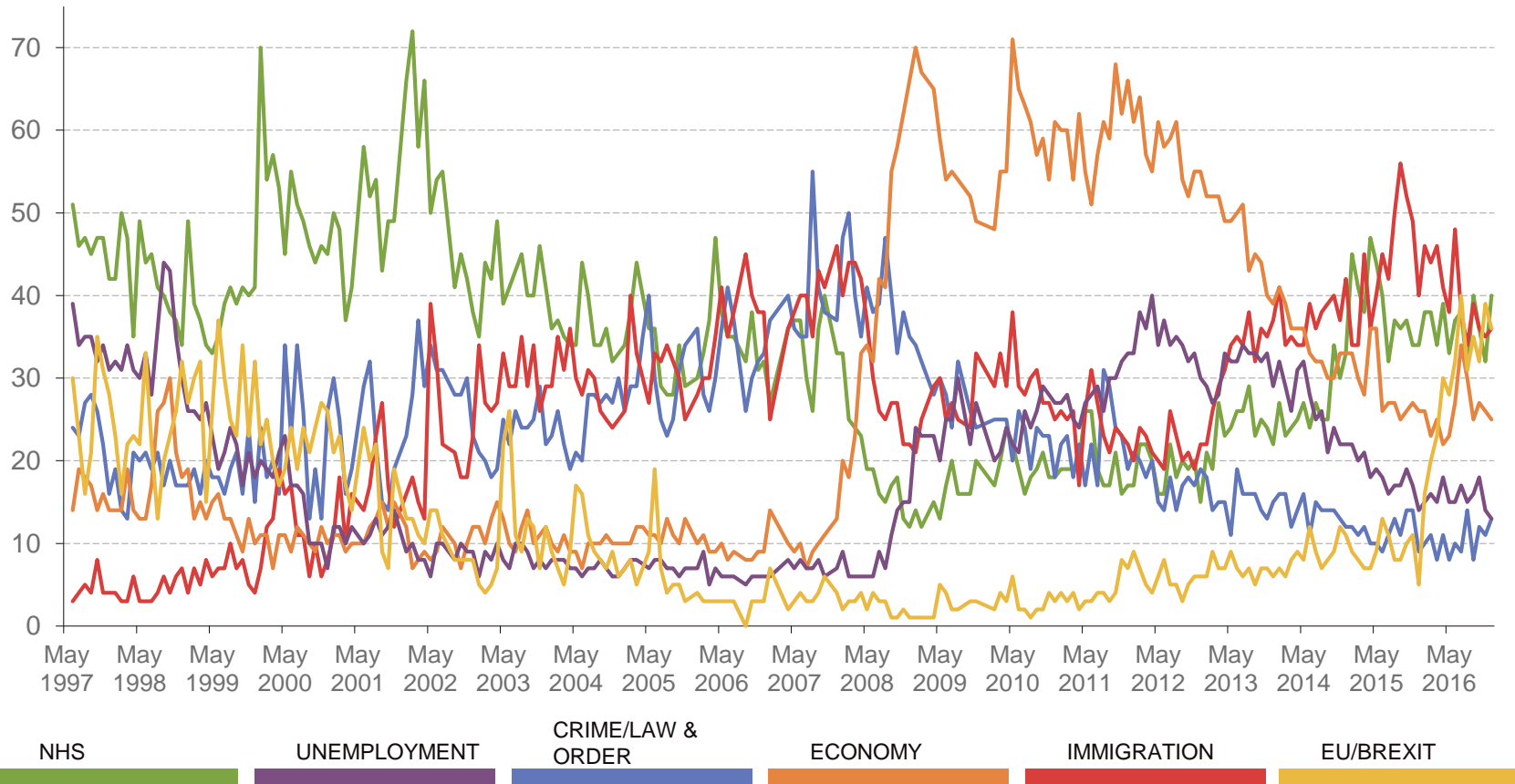
Base: 1,028 British adults 18+, 2nd December 2016 – 15th January 2017

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



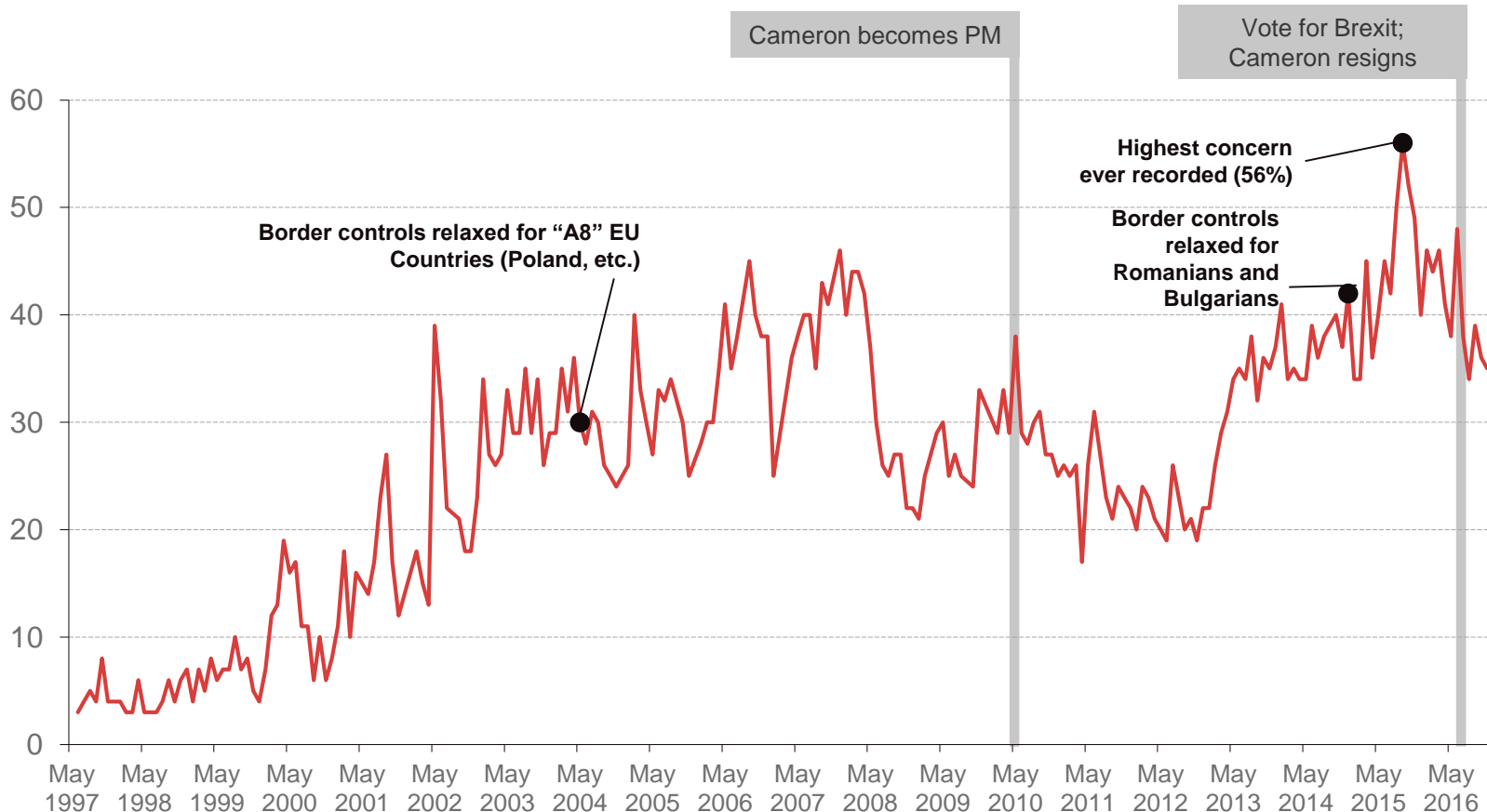
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

5

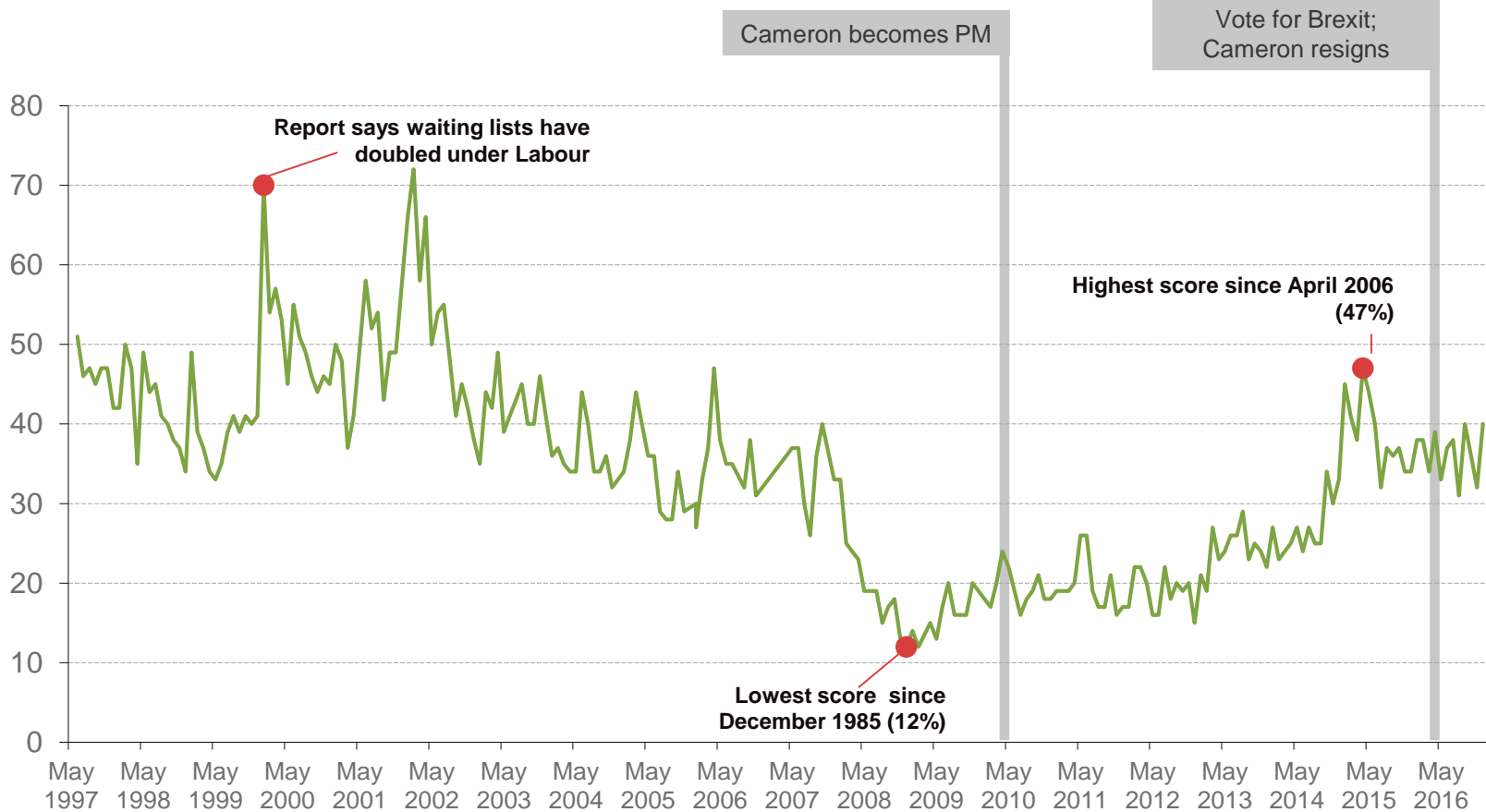


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

Source: Ipsos MORI Issues Index

Issues Facing Britain: NHS / Hospitals / Healthcare

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

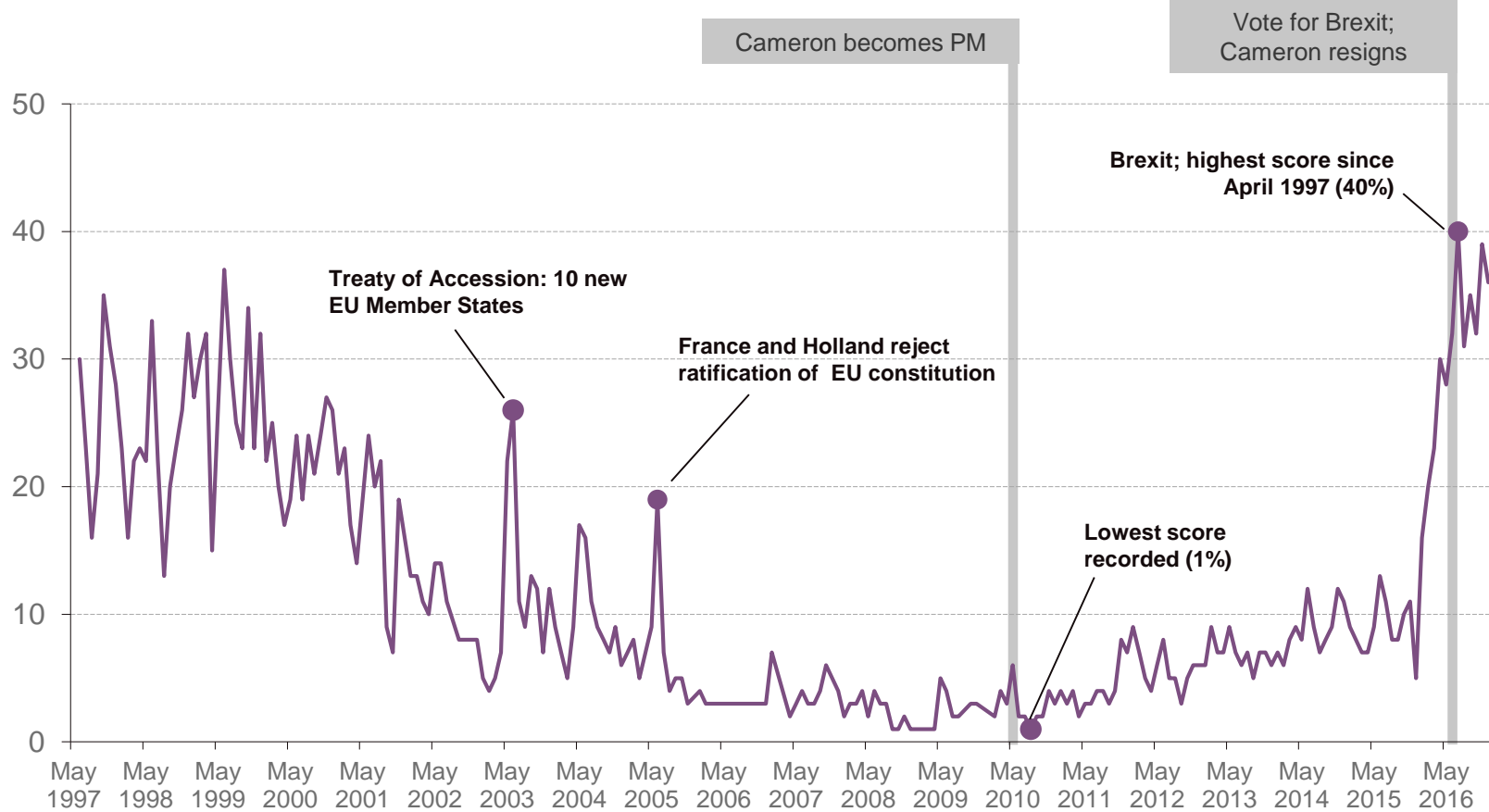


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

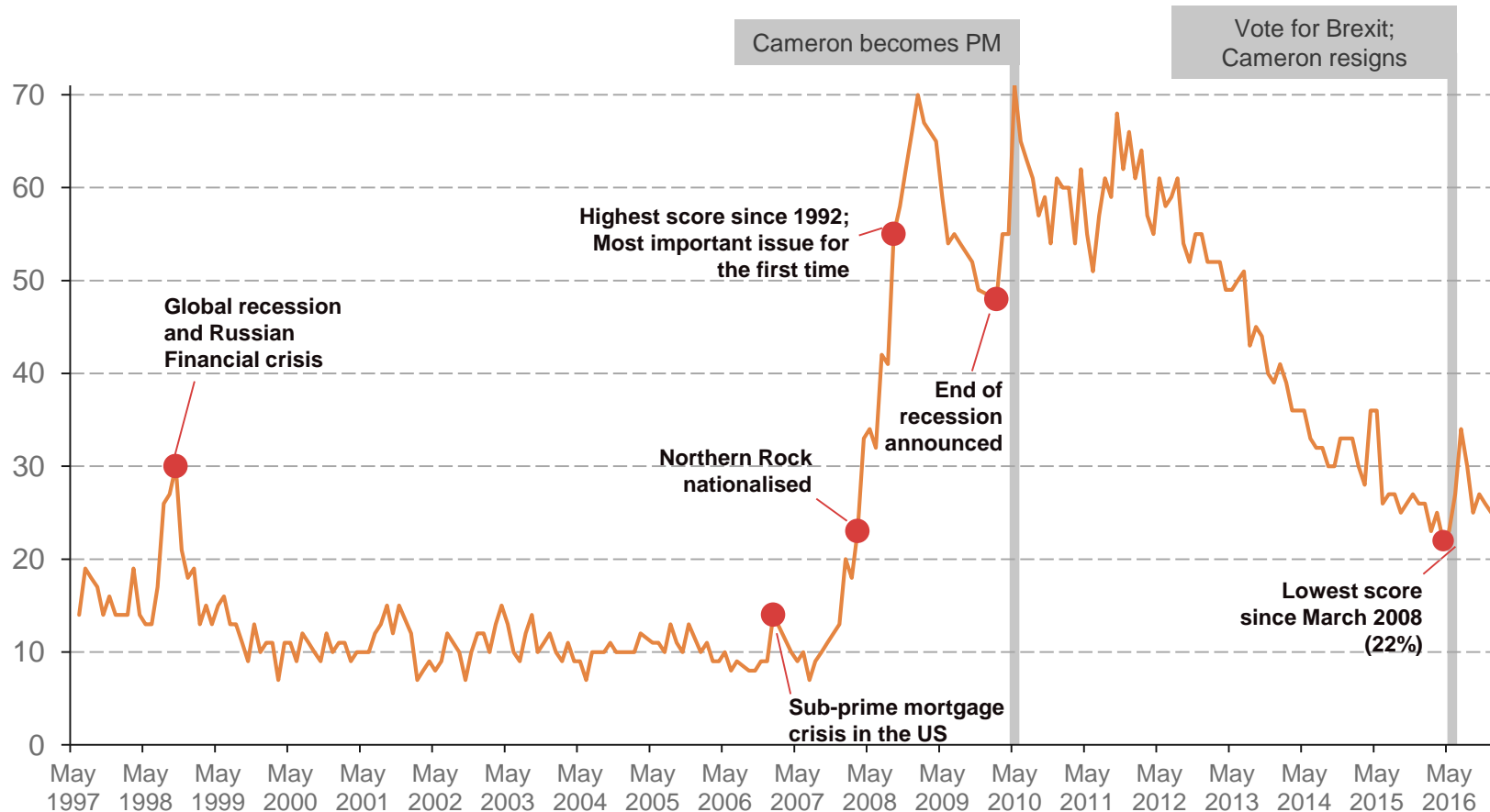


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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

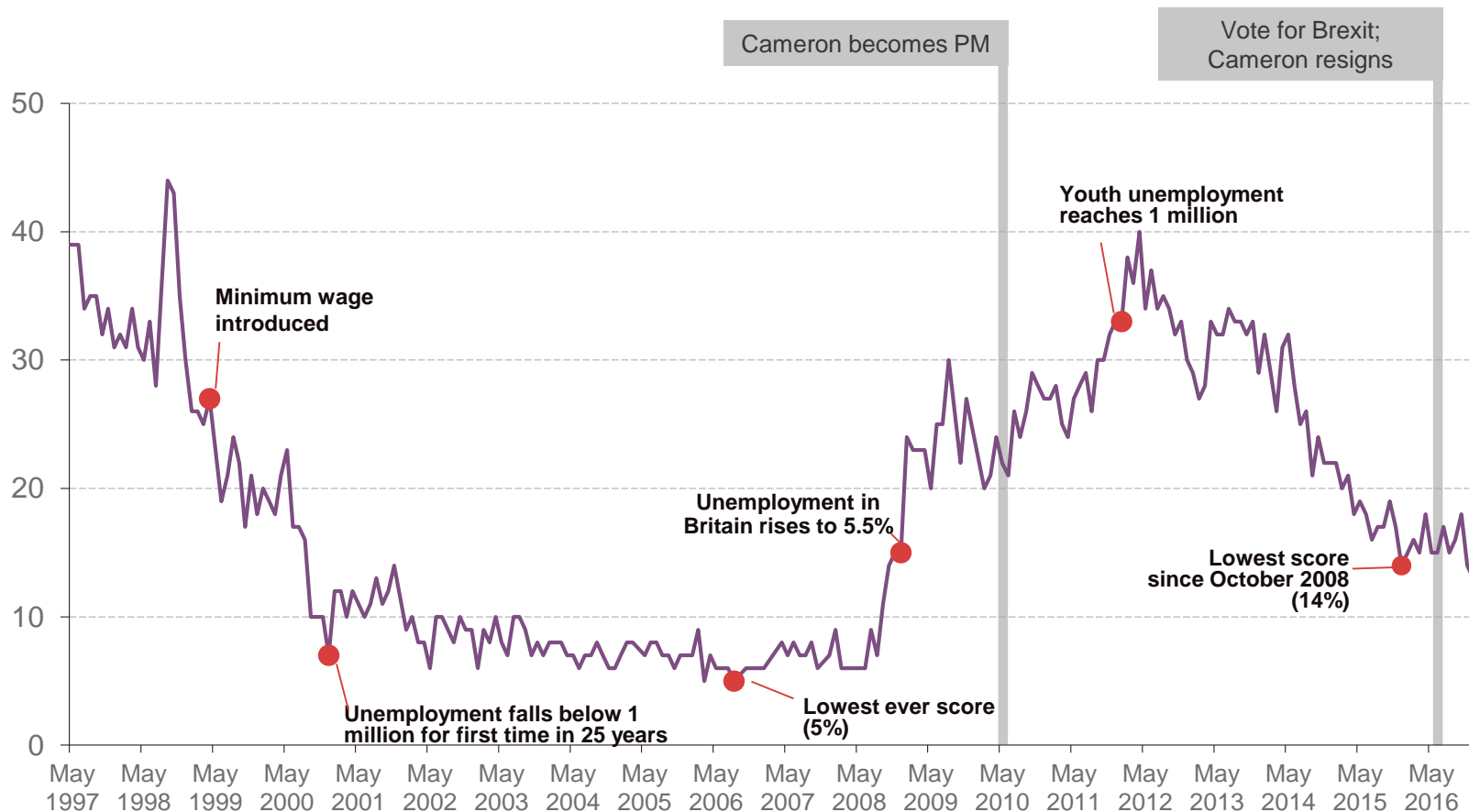


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

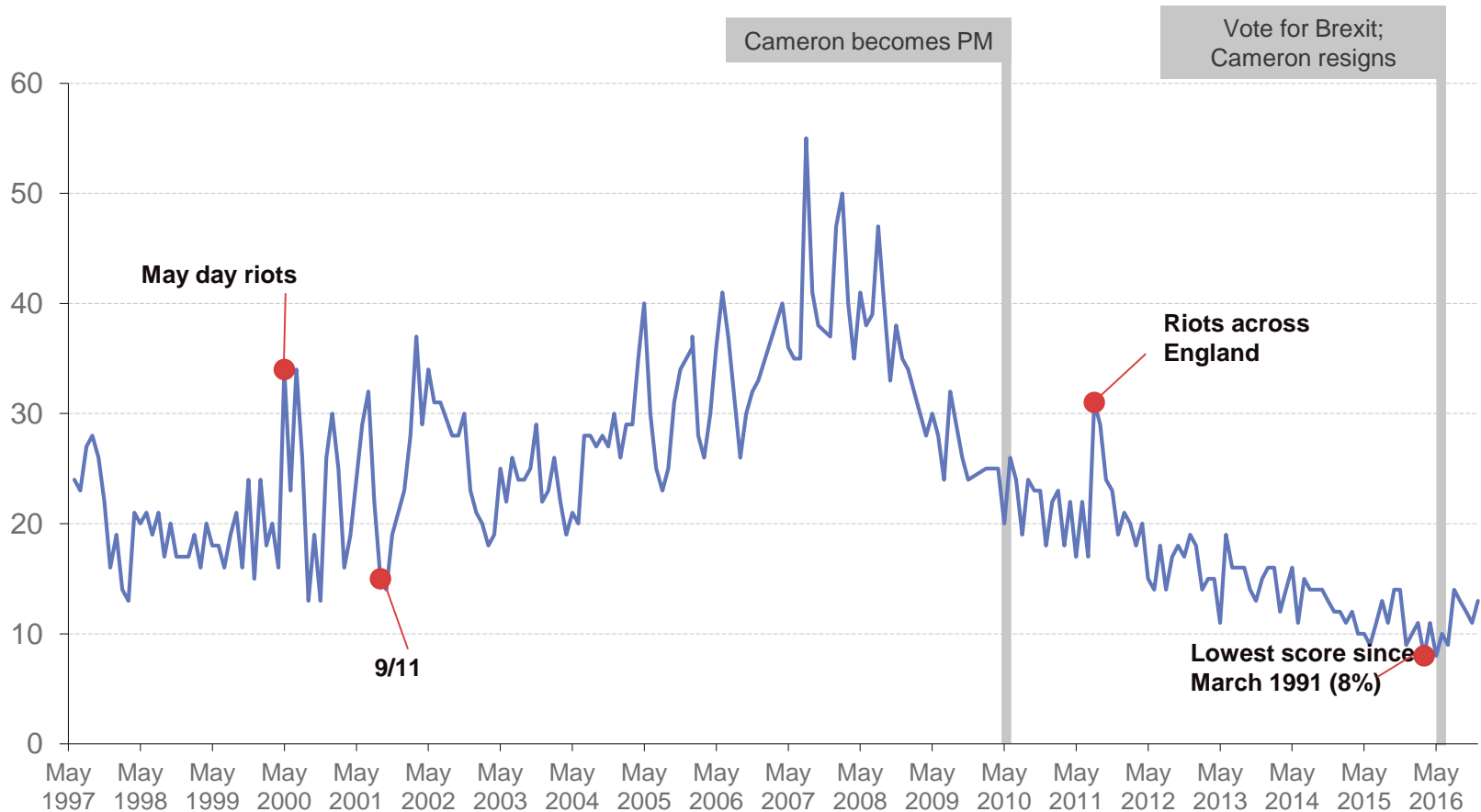


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



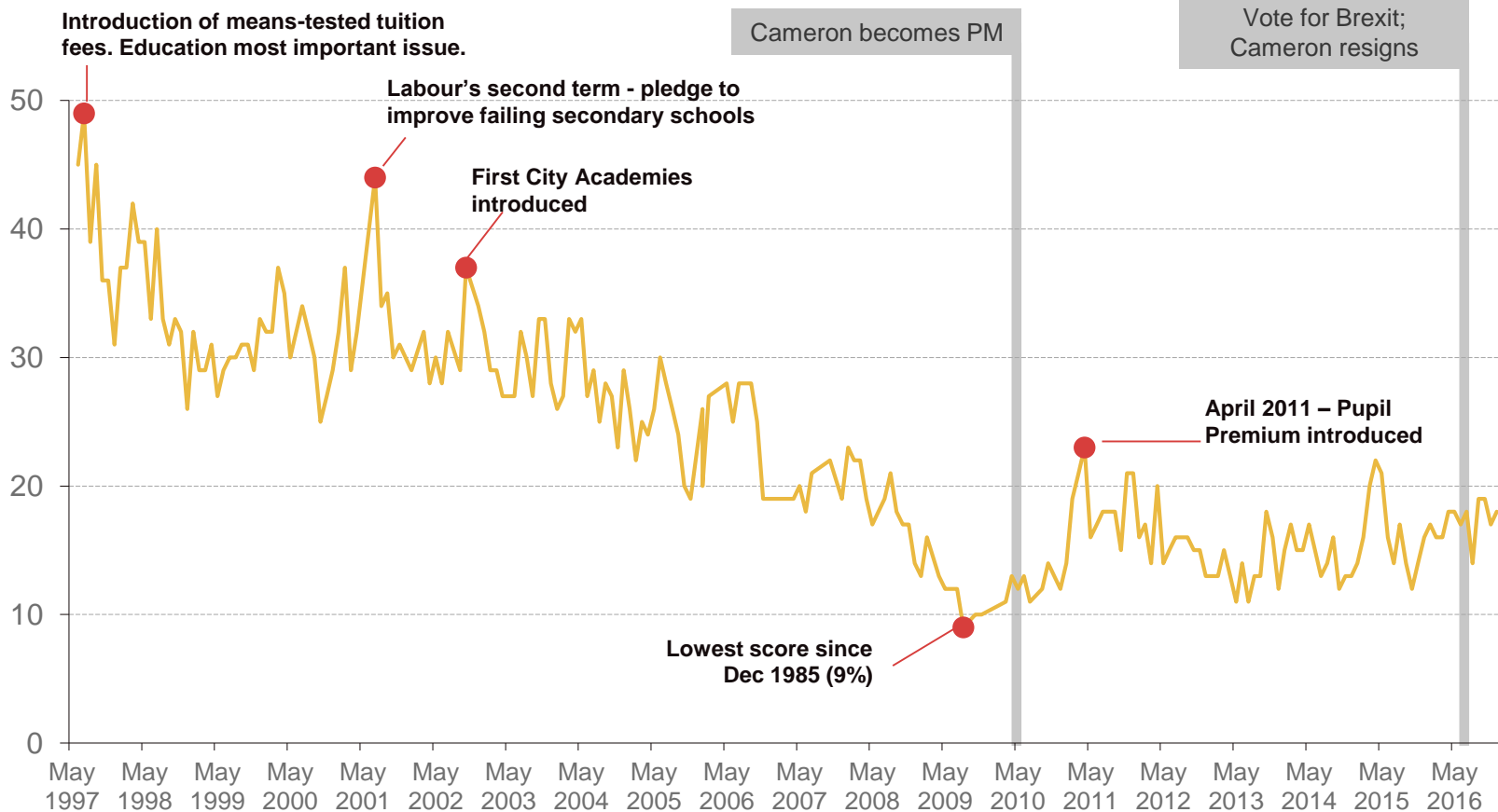
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

11



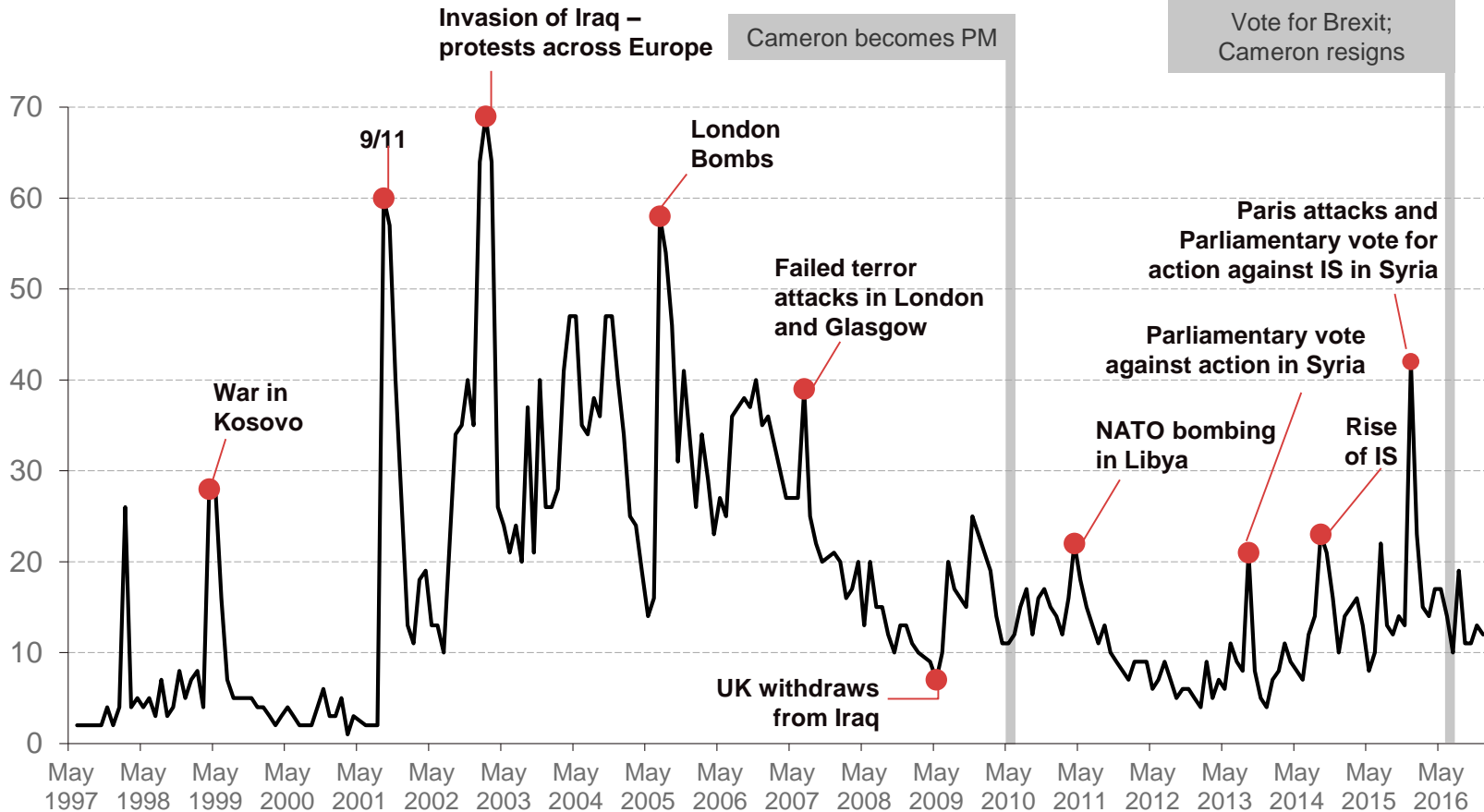
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



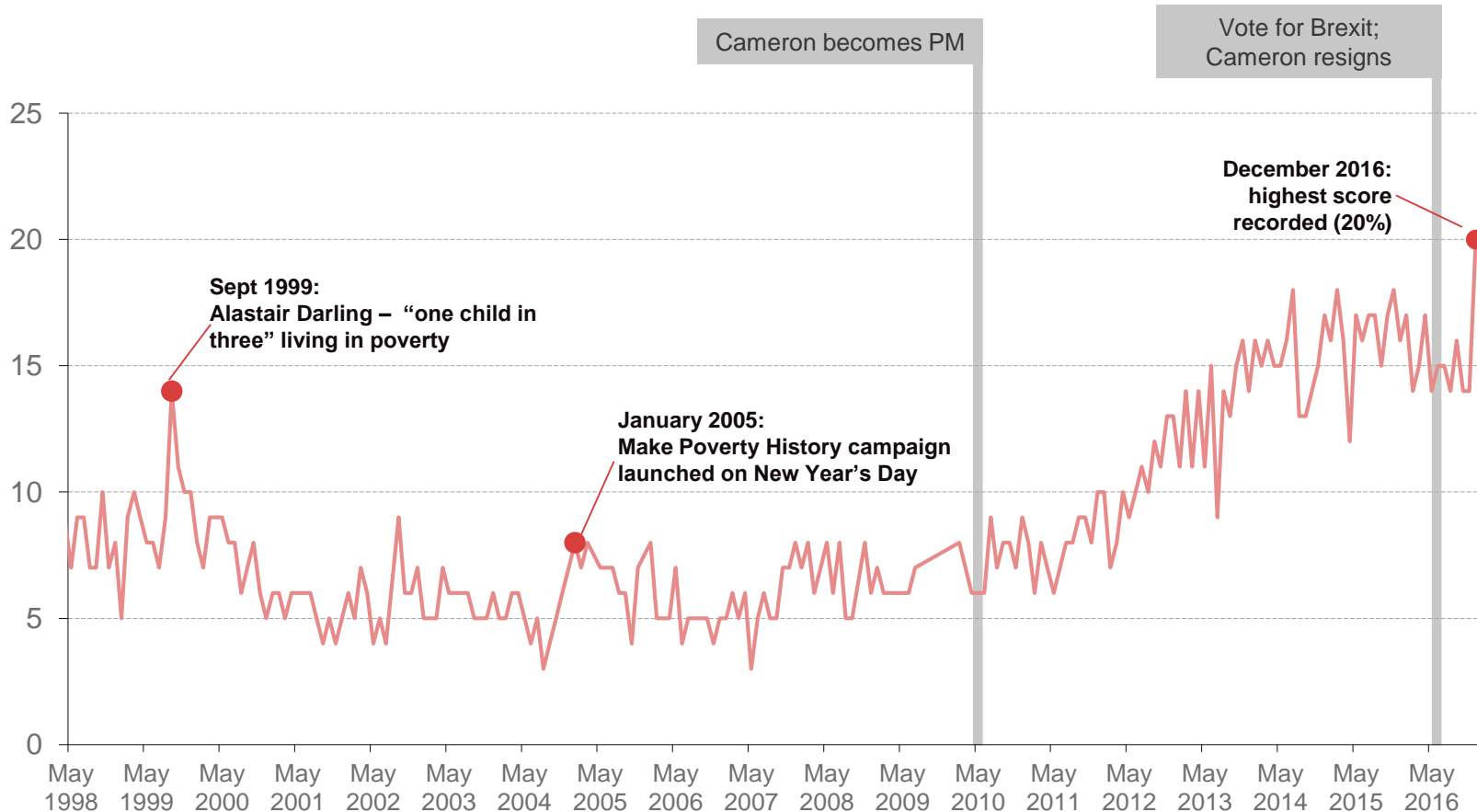
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

13



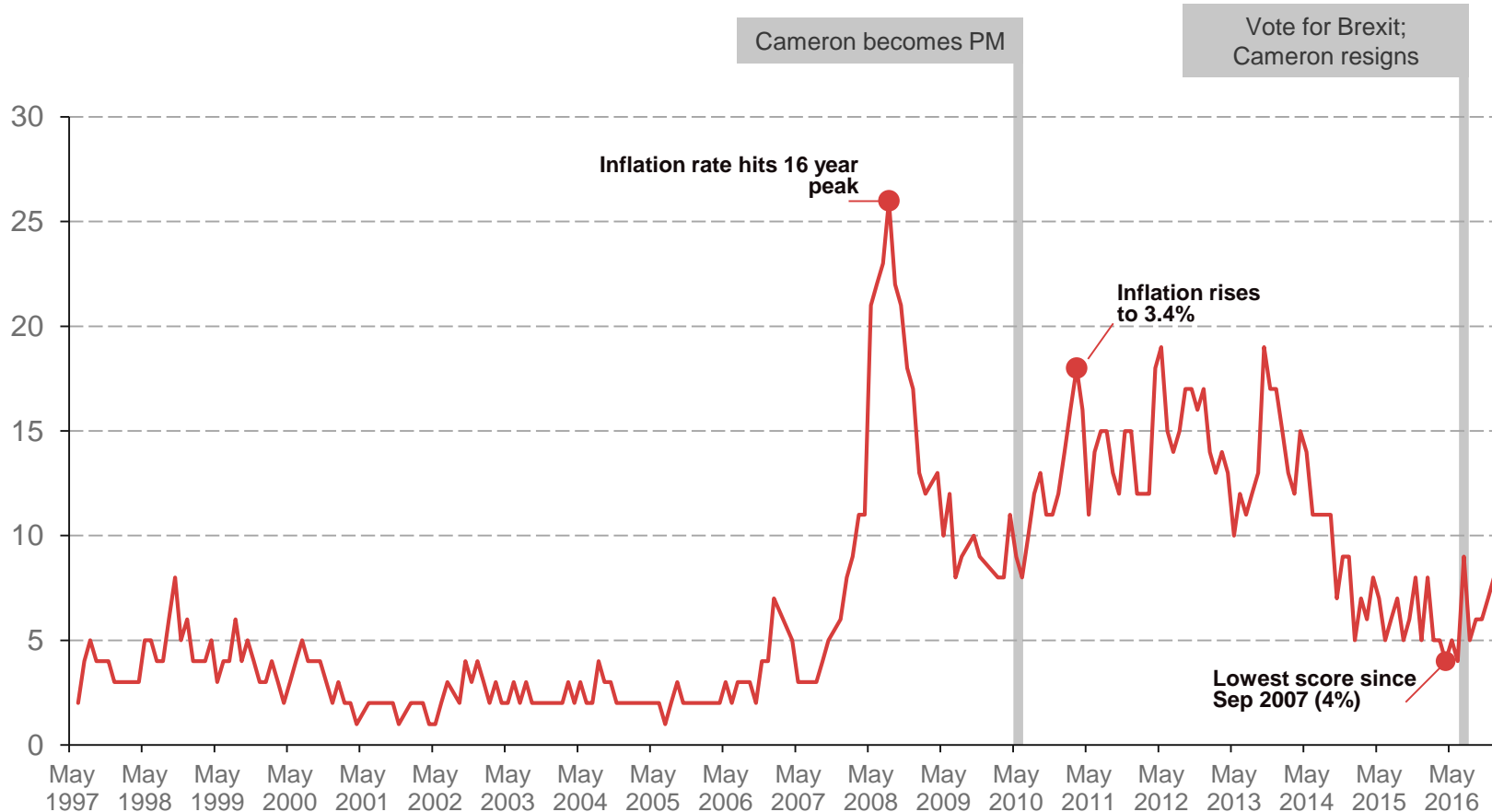
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

14



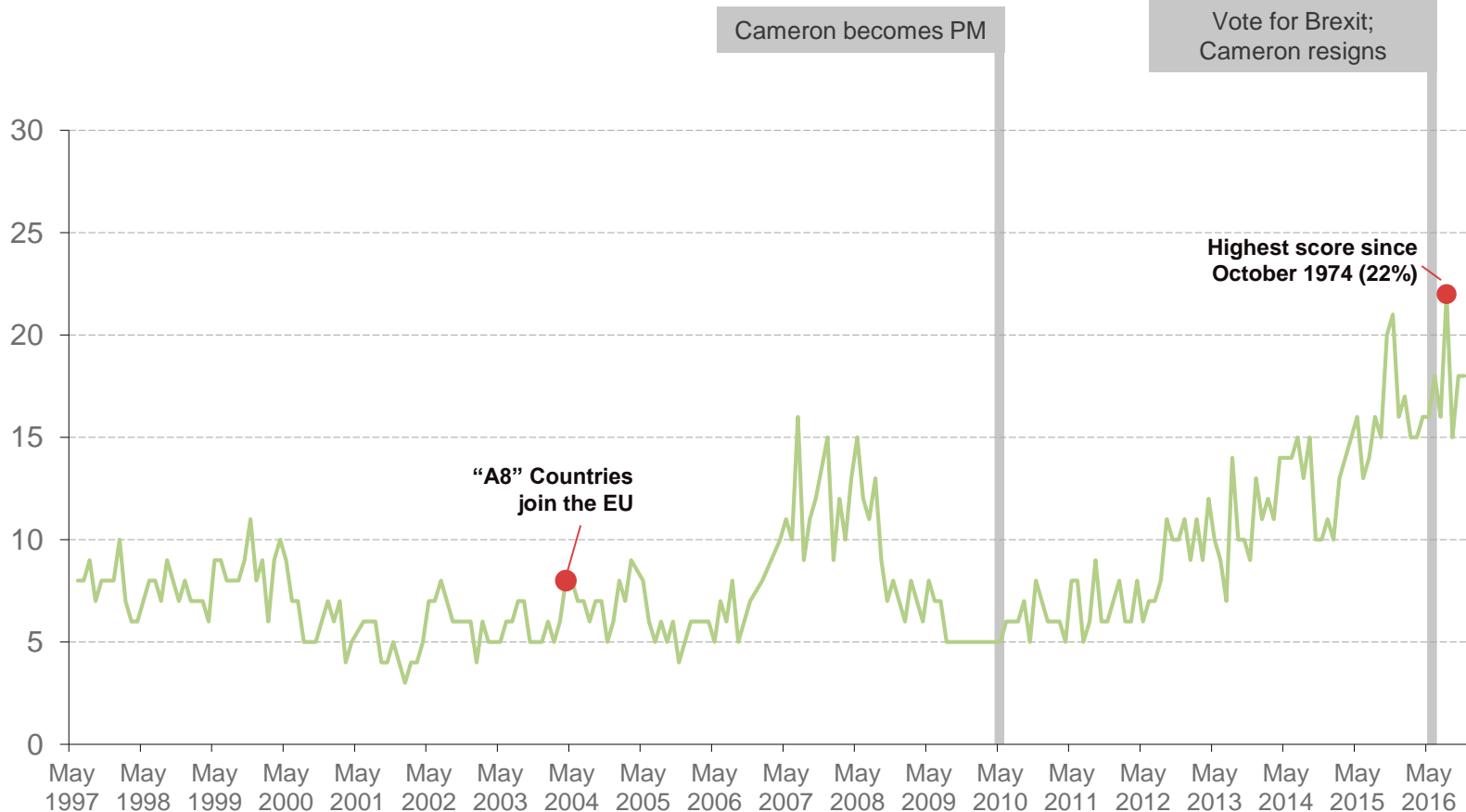
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

15

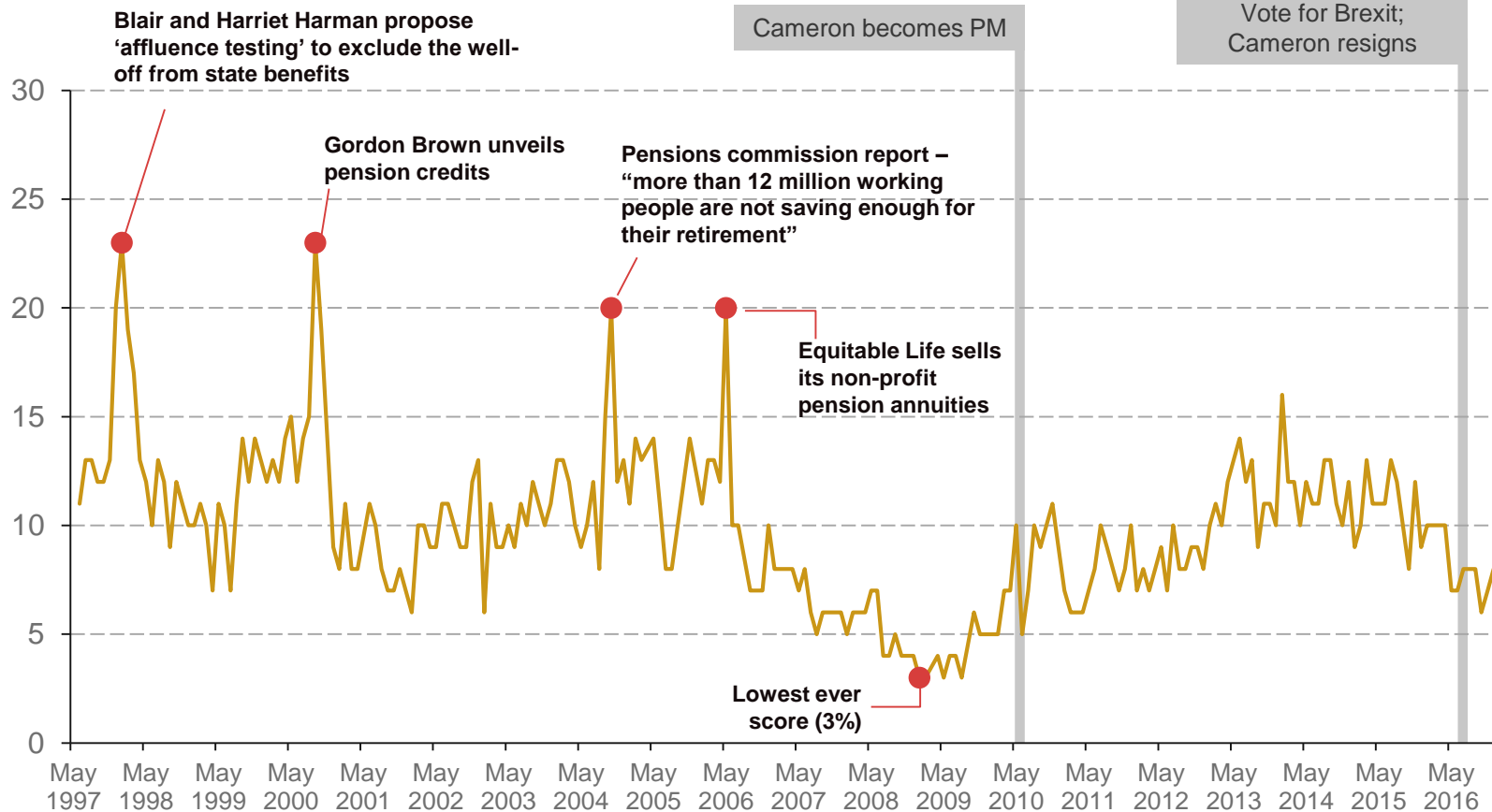


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?



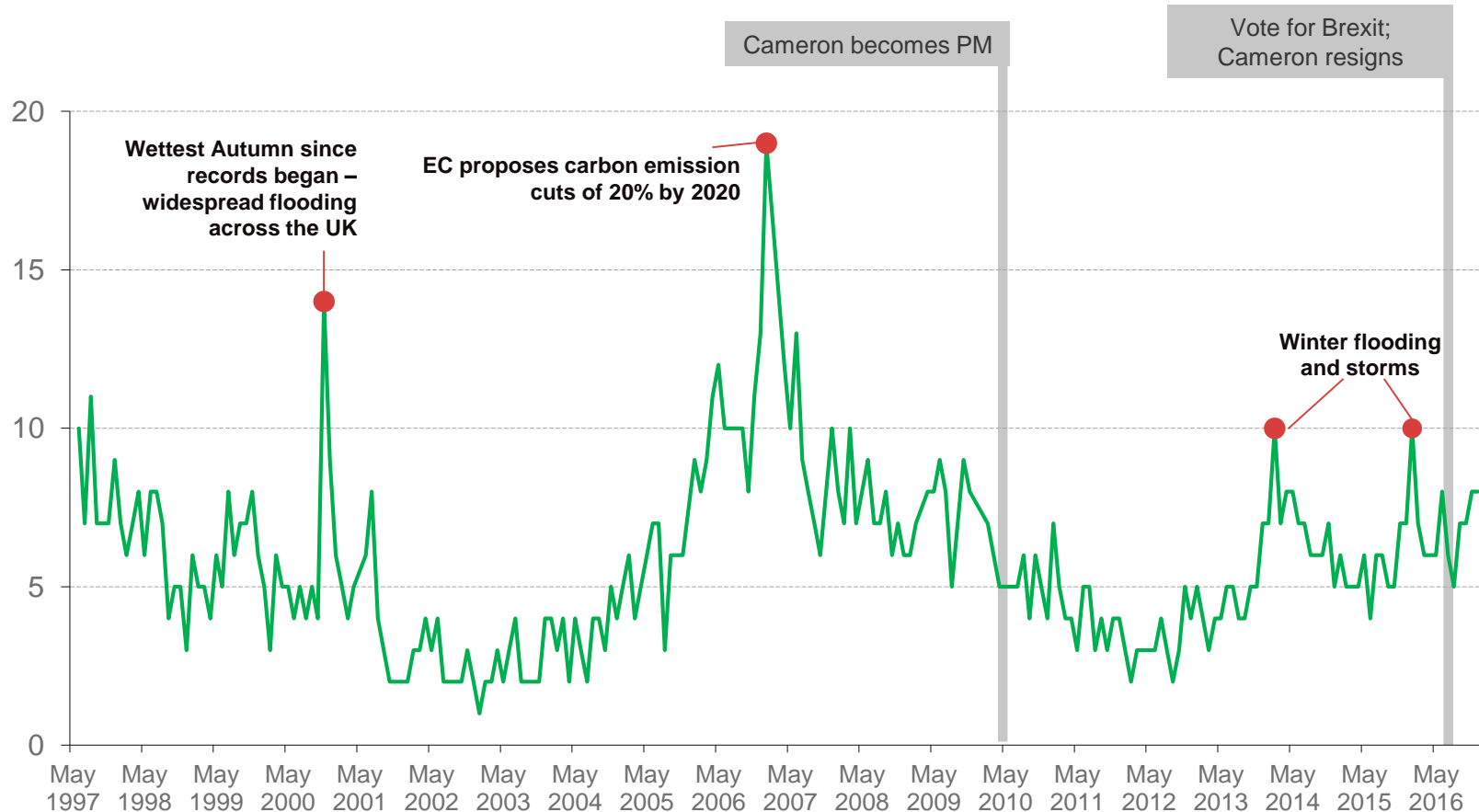
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

17



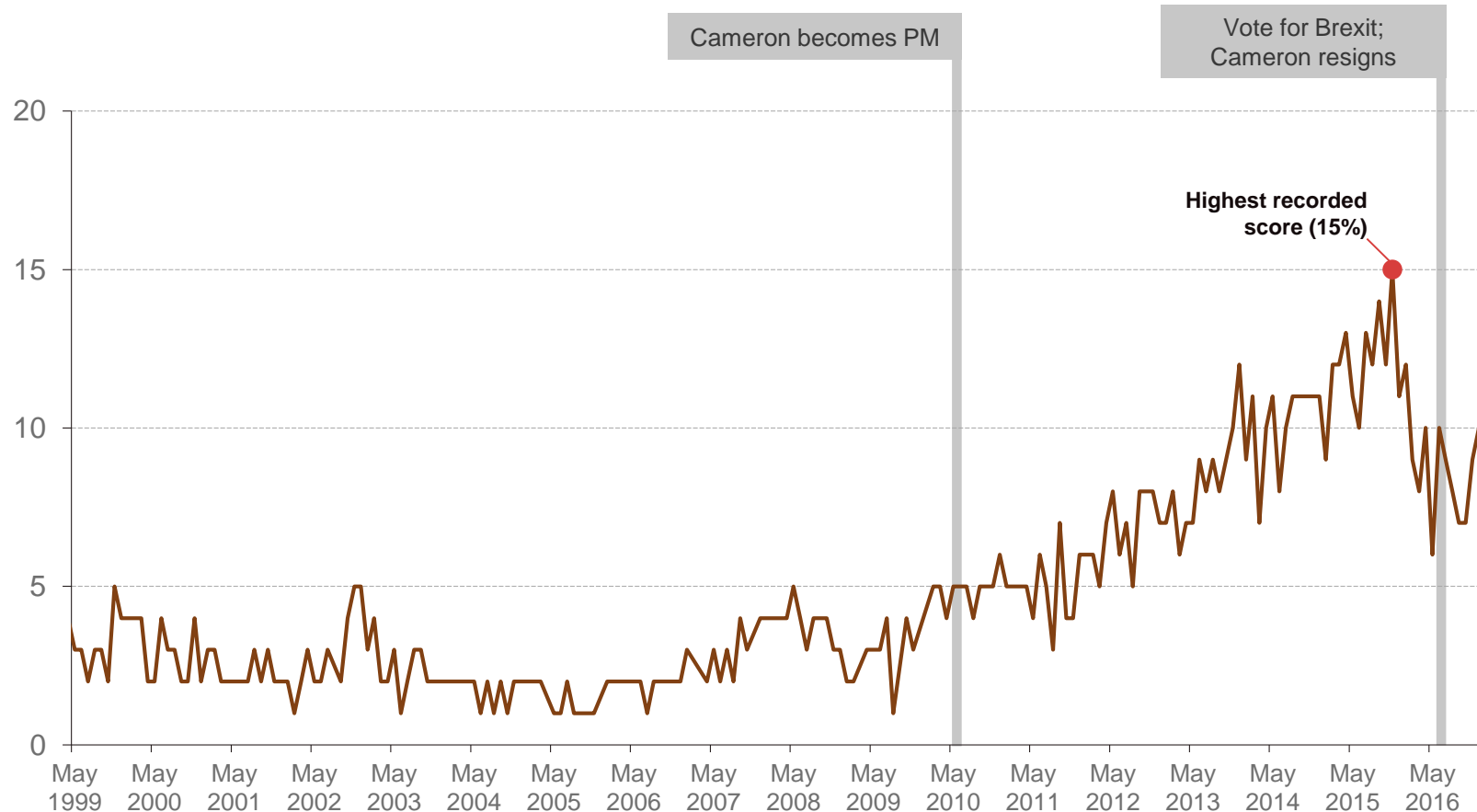
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

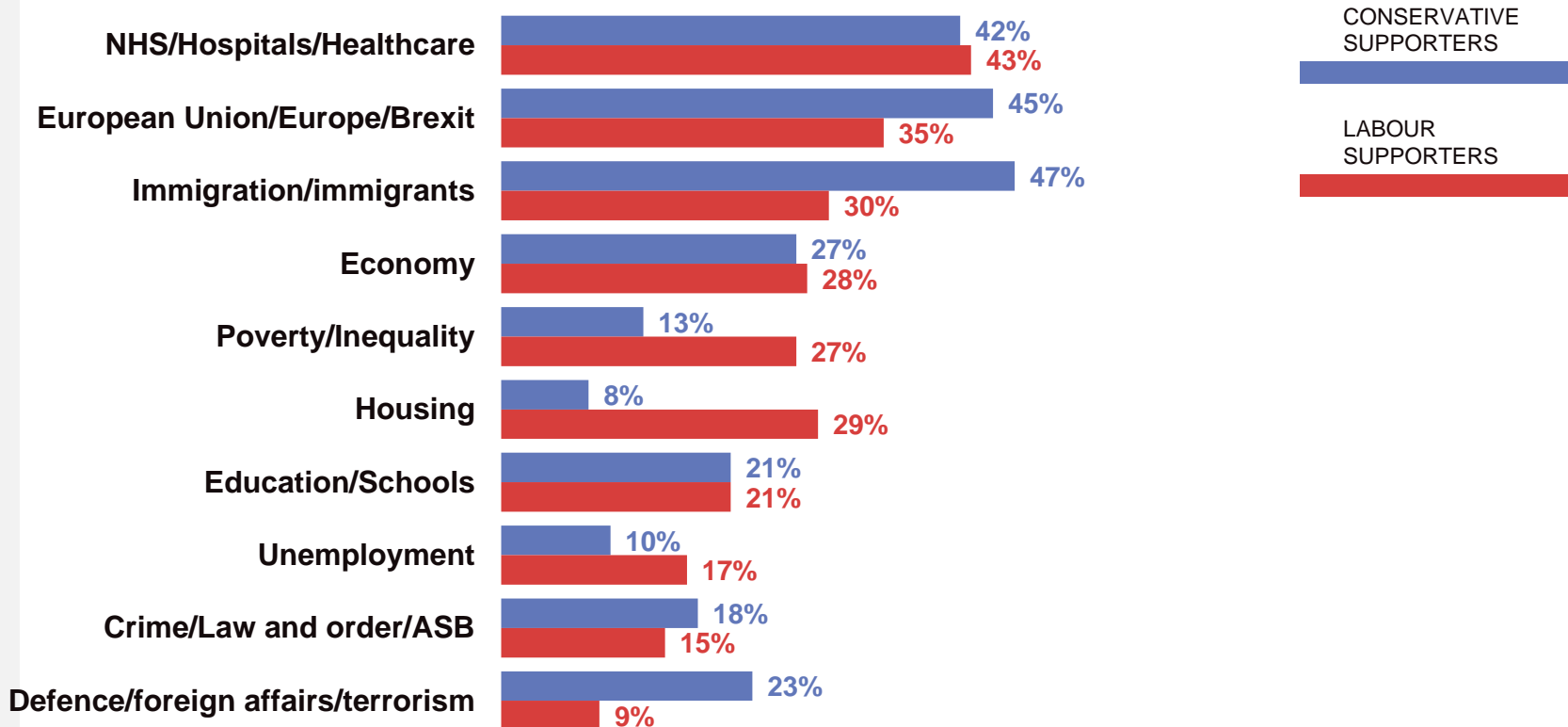
Source: Ipsos MORI Issues Index

Top issues – concern by party support

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

19

Top mentions %

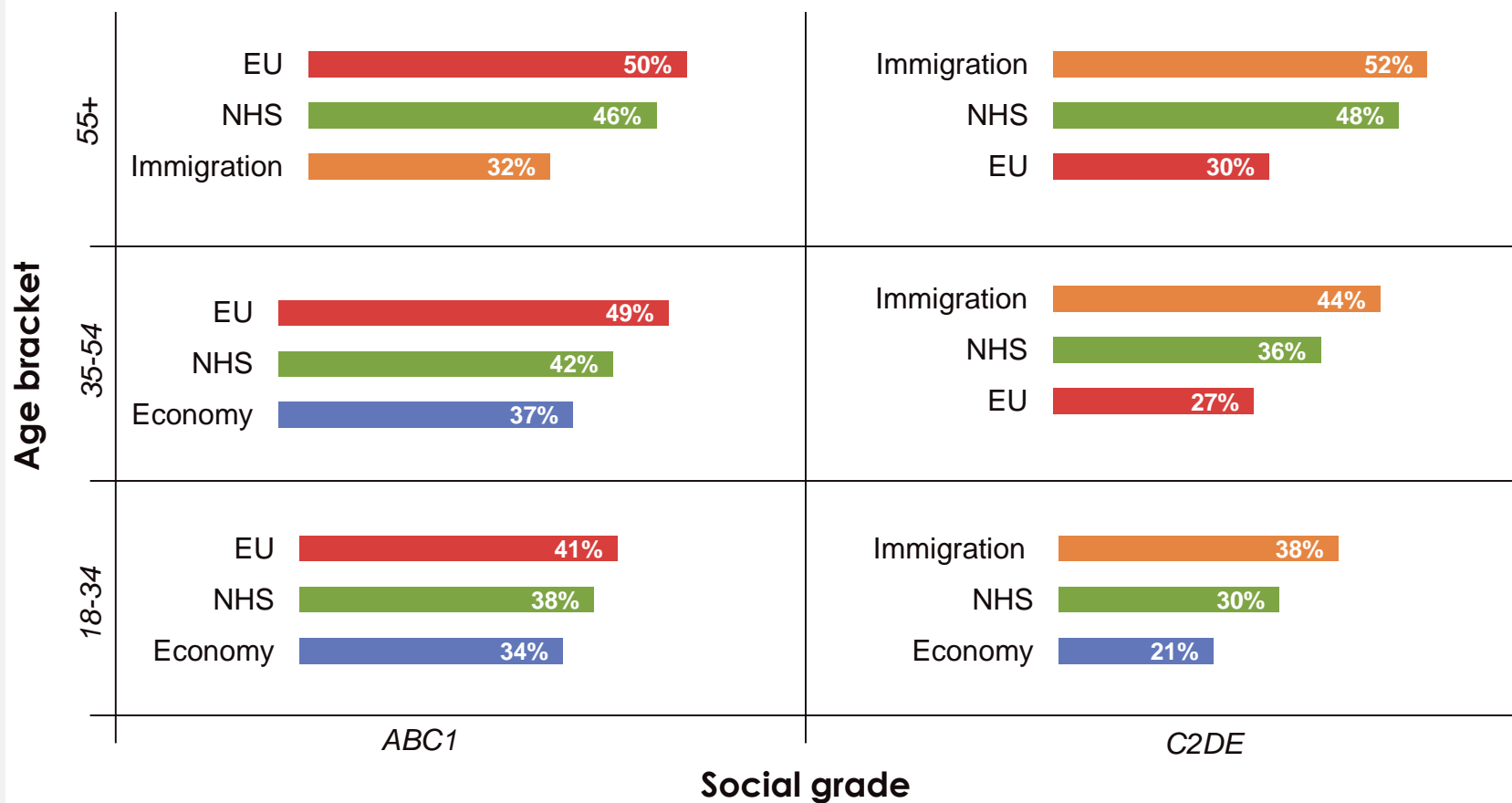


Base: 191 Conservative and 278 Labour supporters aged 18+, 2nd December 2016 – 15th January 2017

Source: Ipsos MORI Issues Index

Brexit is the most important issue for all ages in social grades ABC1; for C2DE it is immigration

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



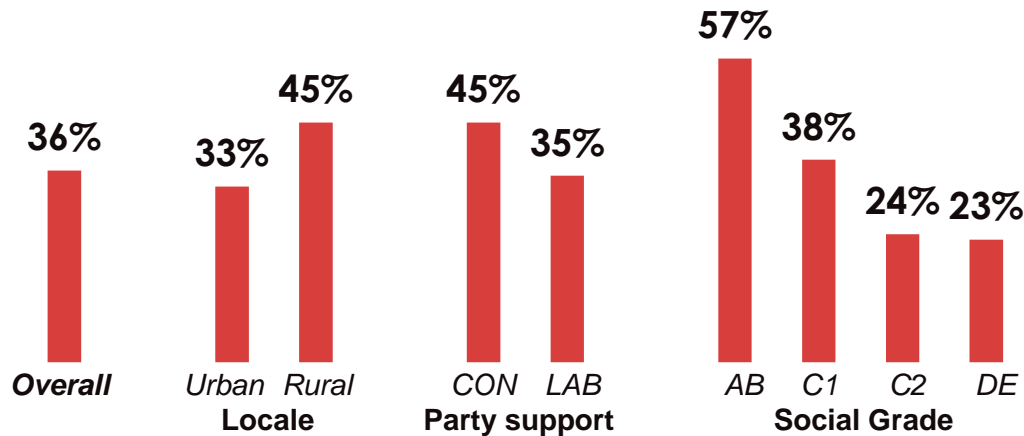
Base: 1,028 British adults 18+, 2nd December 2016 – 15th January 2017

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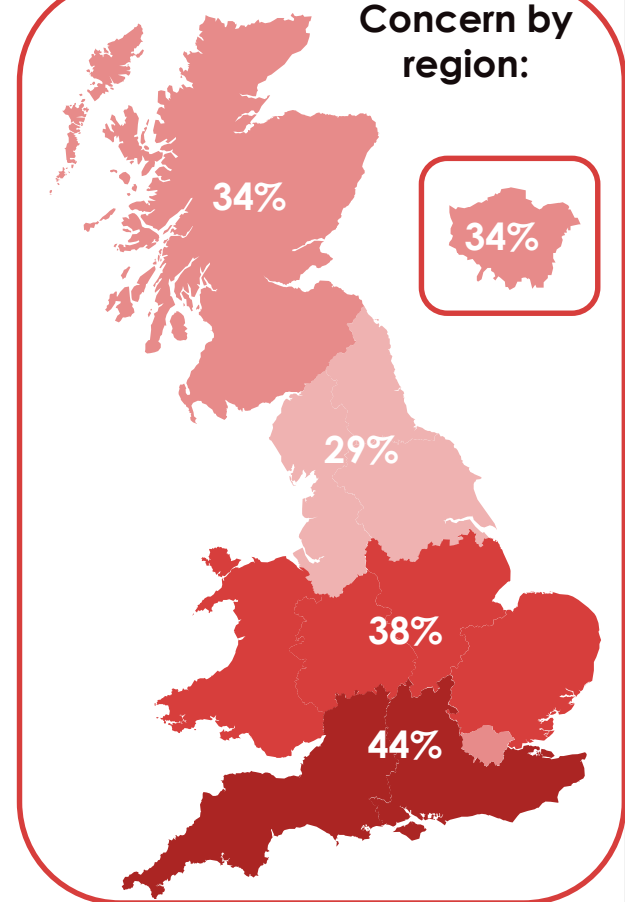
Concern about EU/Brexit by subgroups

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

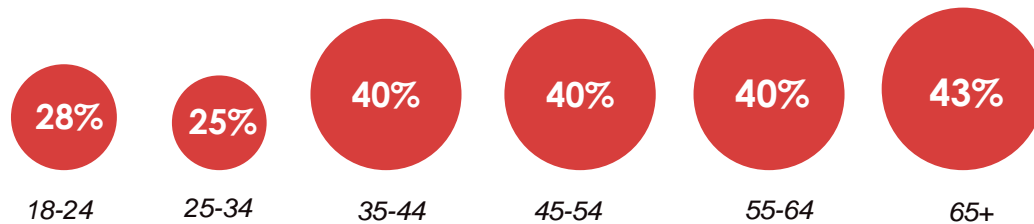
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



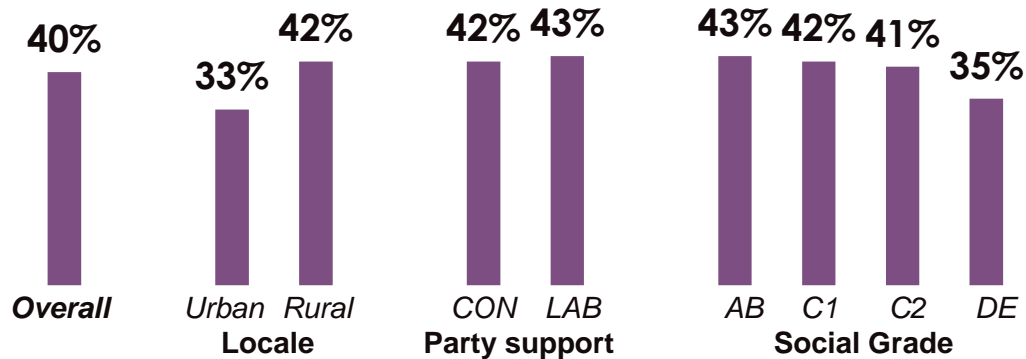
Base: 1,028 British adults 18+, 2nd December 2016 – 15th January 2017

Ipsos MORI Issues Index

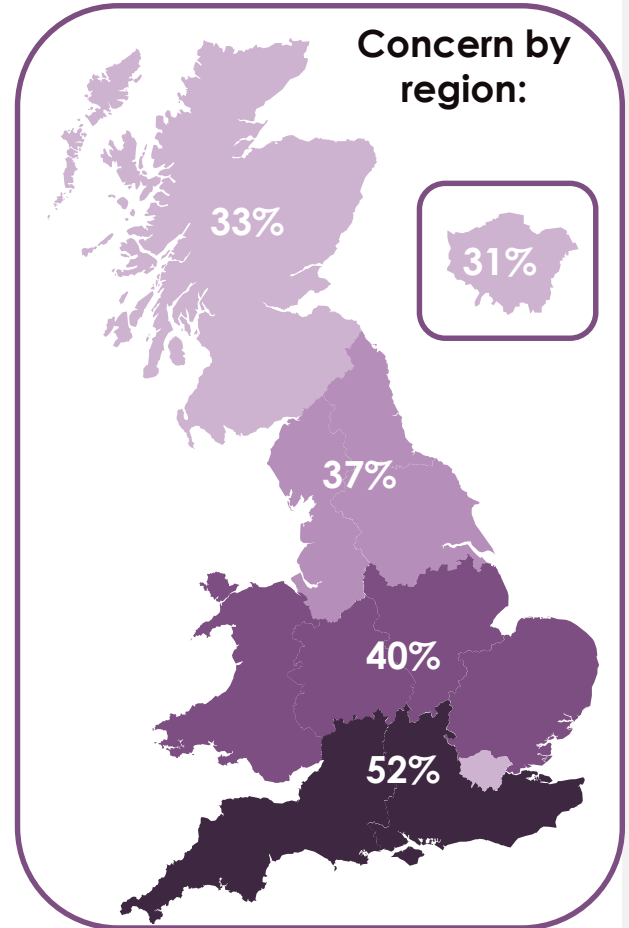
Concern about the NHS by subgroups

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

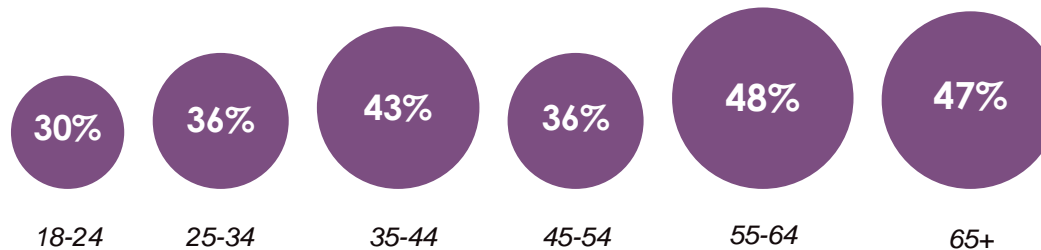
Concern about the NHS by key demographic groups:



Concern by region:



Concern about the NHS by age group:



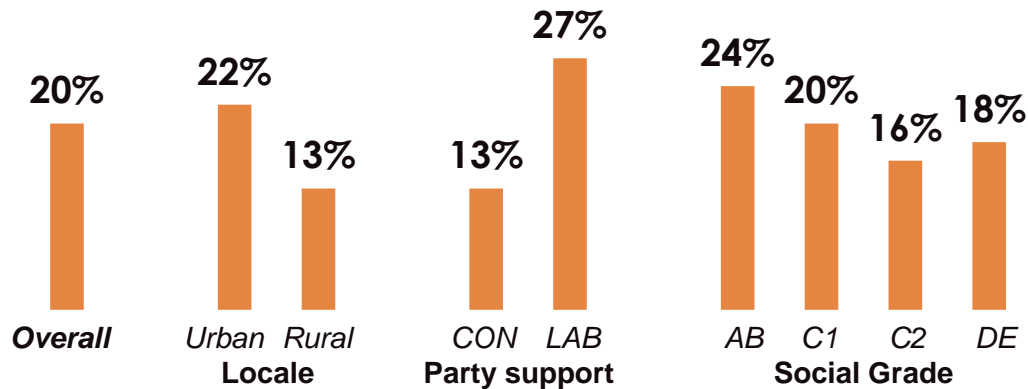
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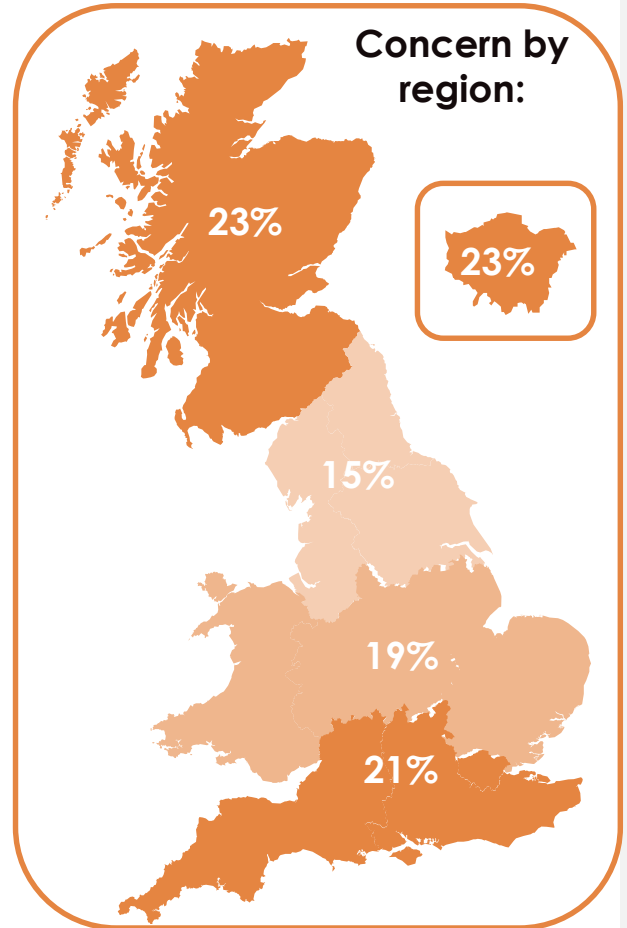
Concern about Poverty/Inequality by subgroups

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

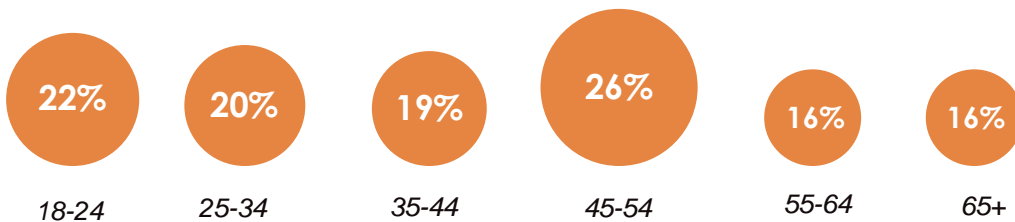
Concern about Poverty/Inequality by key demographic group:



Concern by region:



Concern about Poverty/Inequality by age group:



Base: 1,028 British adults 18+, 2nd December 2016 – 15th January 2017

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