



April 2017

ECONOMIST/IPSOS MORI ISSUES INDEX

Contacts: Gideon.Skinner@ipsos.com
Michael.Clemence@ipsos.com
020 7347 3000

Issues Facing Britain – April

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

2

Top mentions %

Change since Mar:

		%	Position
Common Market/Brexit/EU/Europe	48%	-3	—
NHS/Hospitals/Healthcare	48%	+3	—
Immigration/immigrants	29%	+3	—
Economy	22%	+3	—
Education/Schools	20%	+1	+1 ↑
Defence/foreign affairs/terrorism	16%	+8	+4 ↑
Housing	16%	0	-1 ↓
Unemployment	14%	+1	-1 ↓
Poverty/Inequality	14%	+4	-1 ↓
Crime/Law and Order/ASB	12%	+4	+1 ↑

Base: 1,008 British adults 18+, 31 March – 10 April 2017

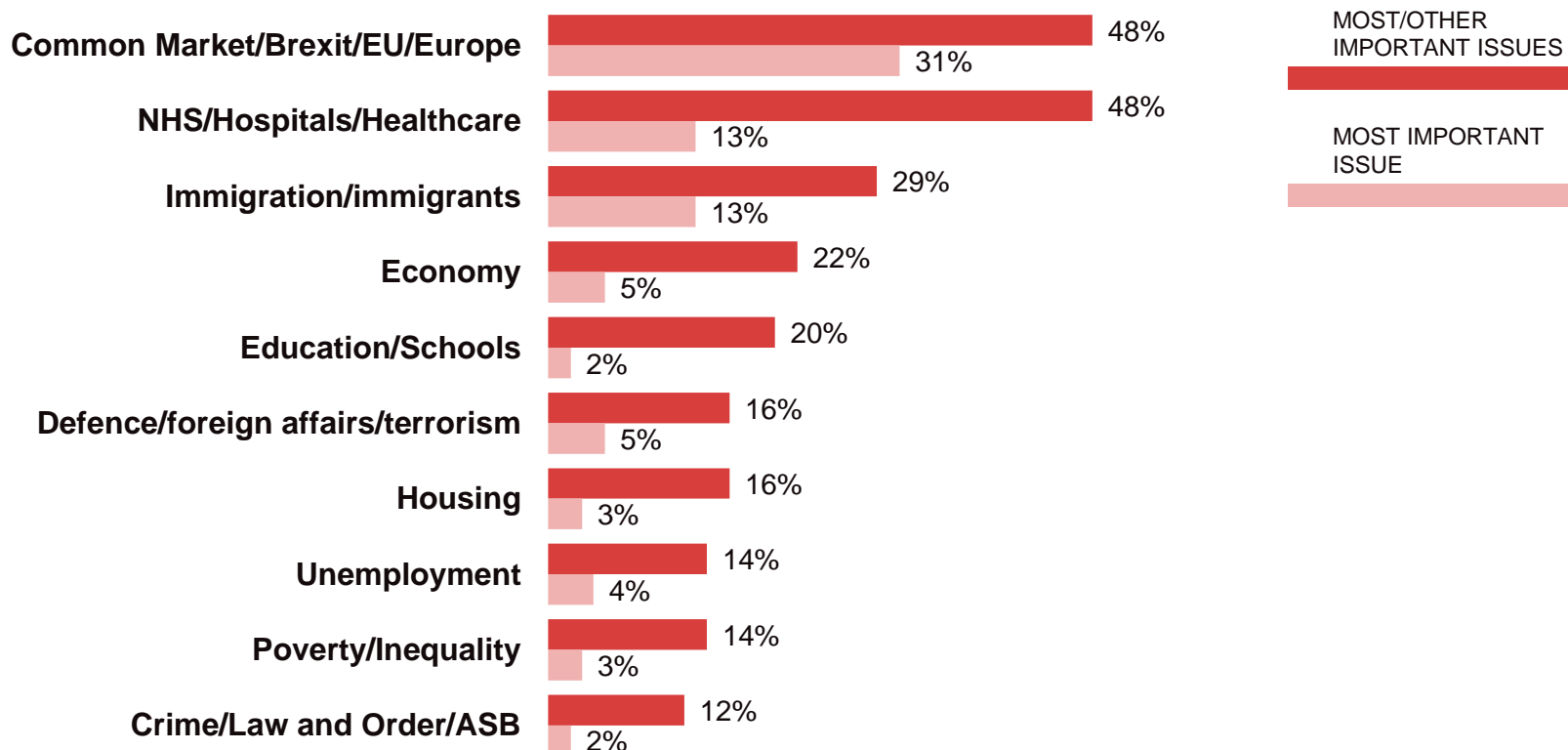
Source: Ipsos MORI Issues Index

Issues Facing Britain – April

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

3

Top mentions %



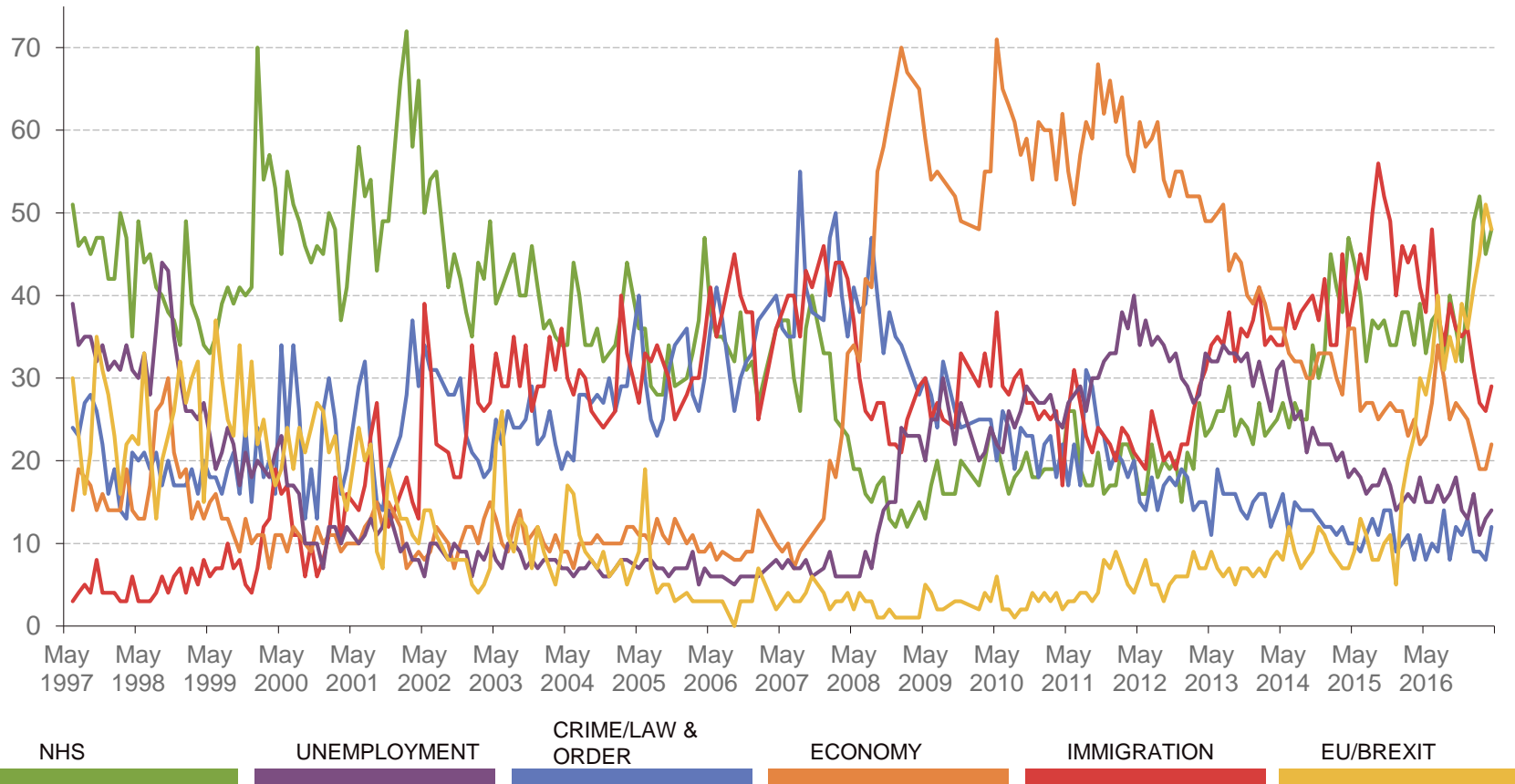
Base: 1,008 British adults 18+, 31 March – 10 April 2017

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



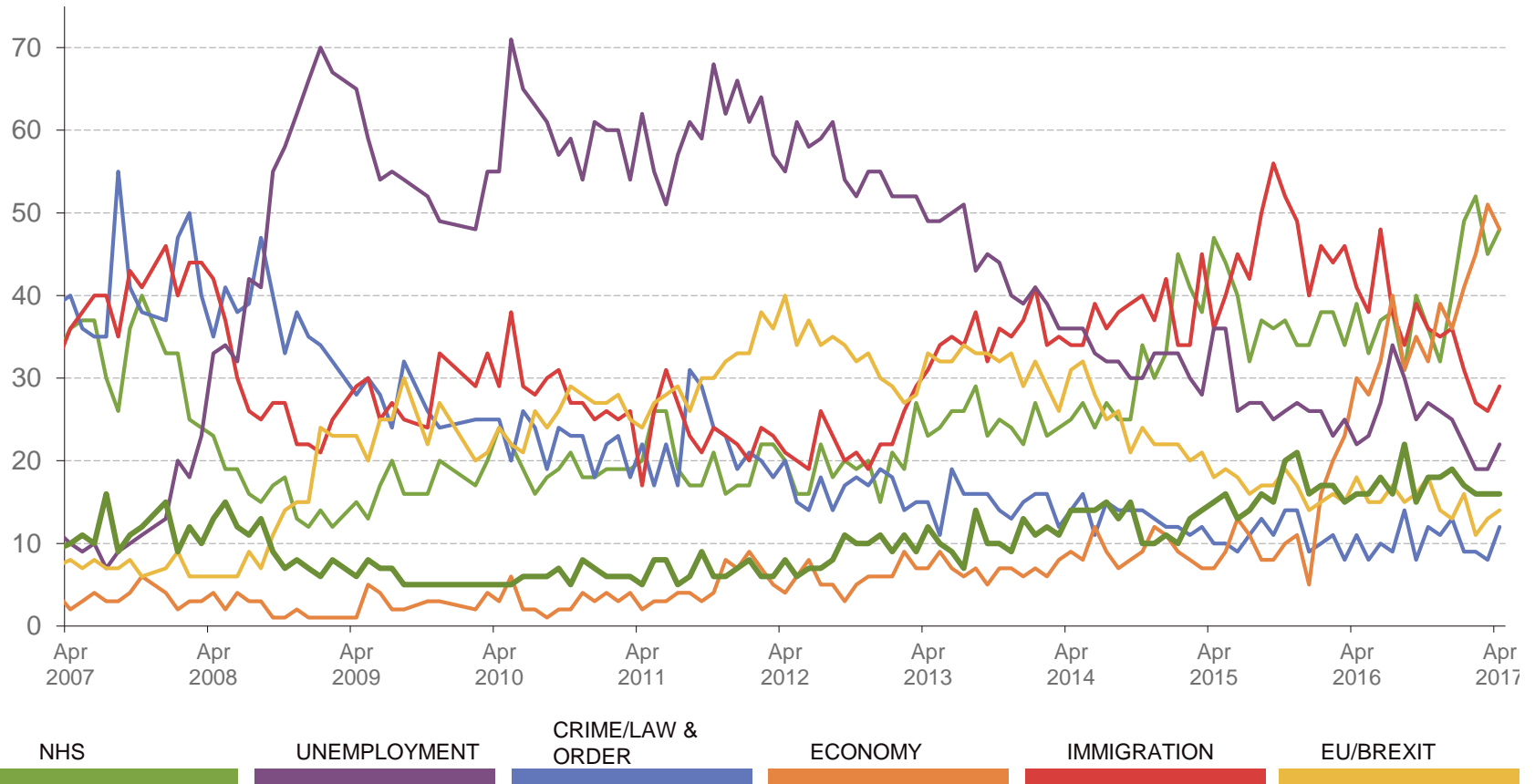
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Ten Year Trends

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

5



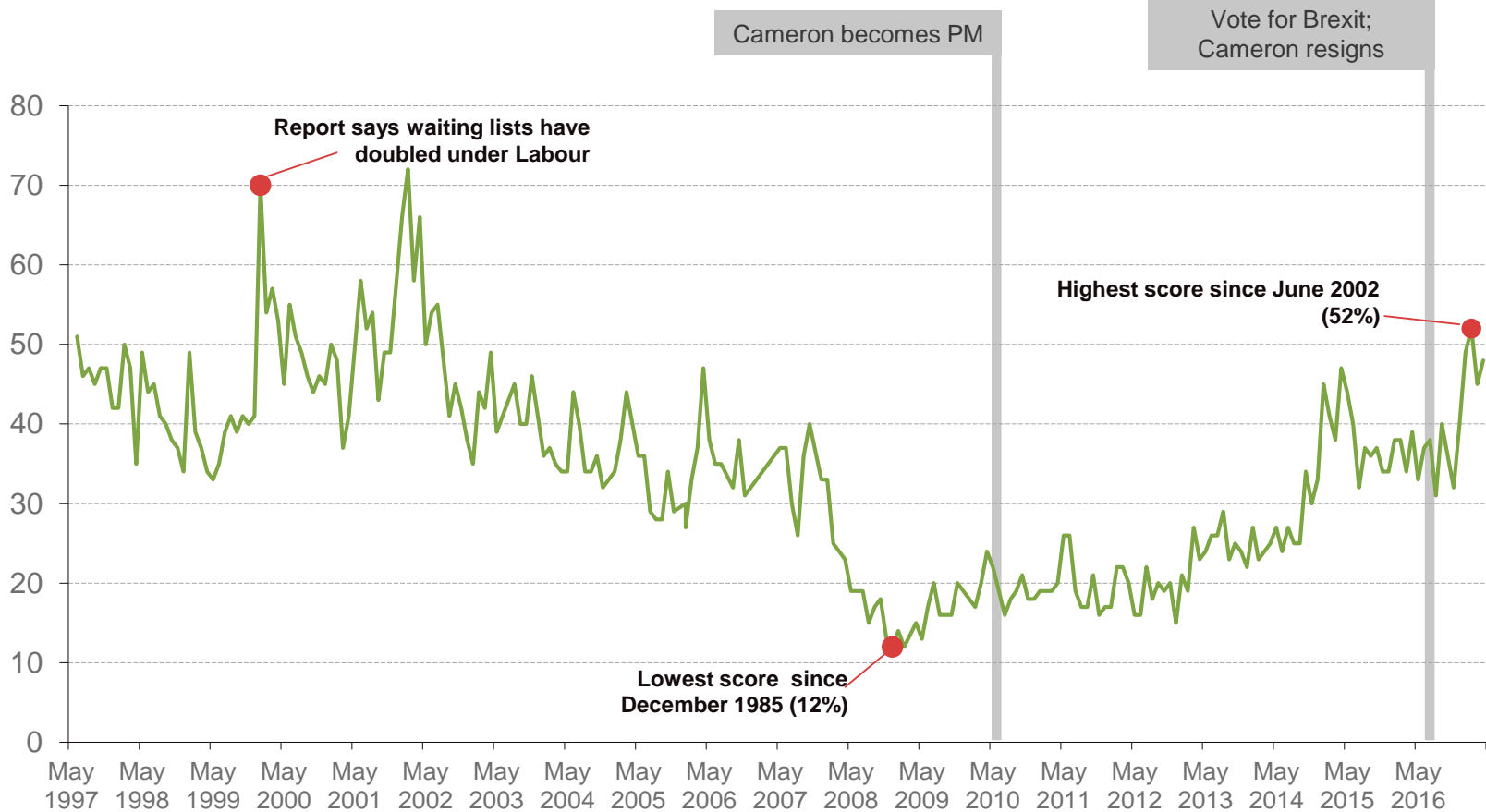
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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



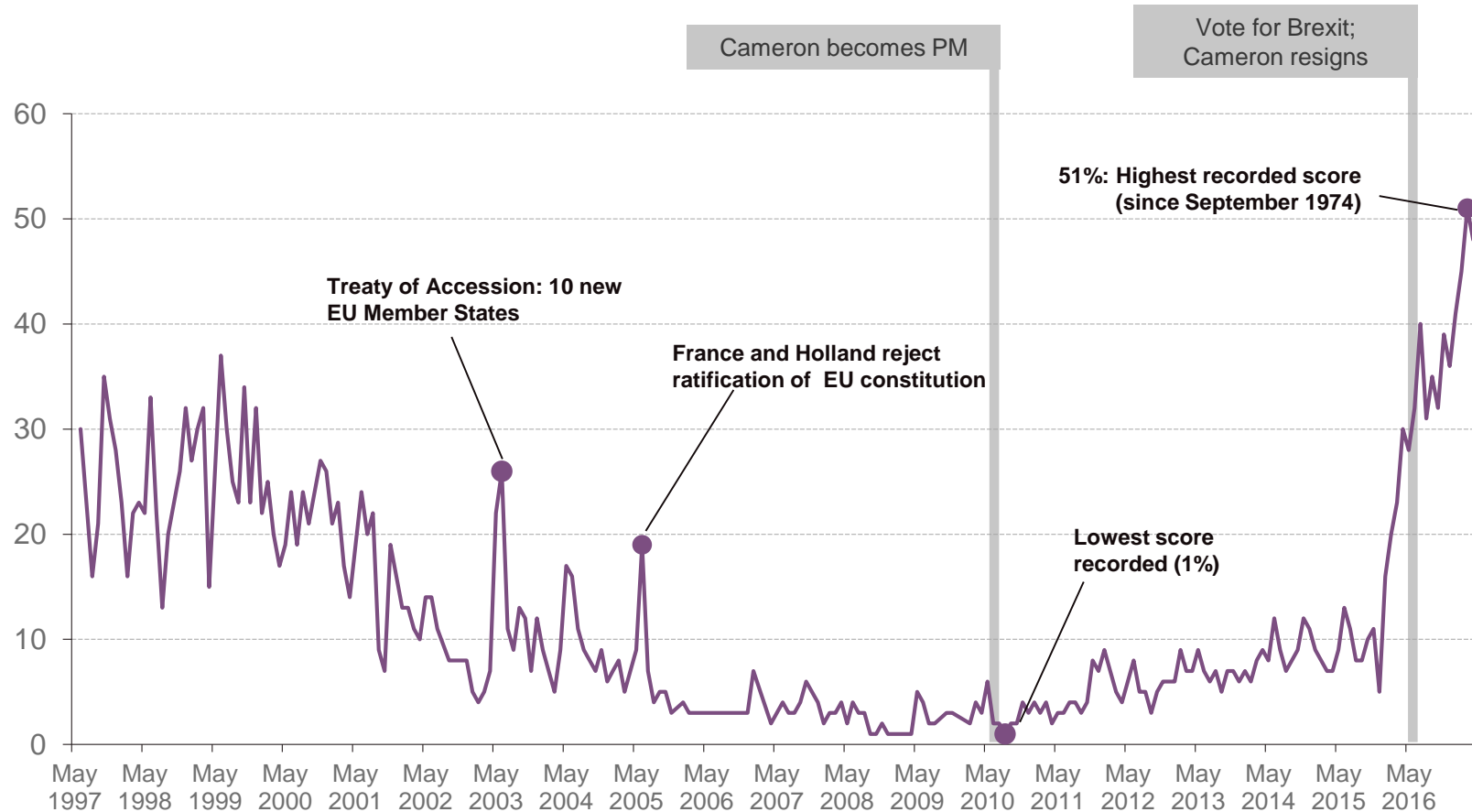
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

7



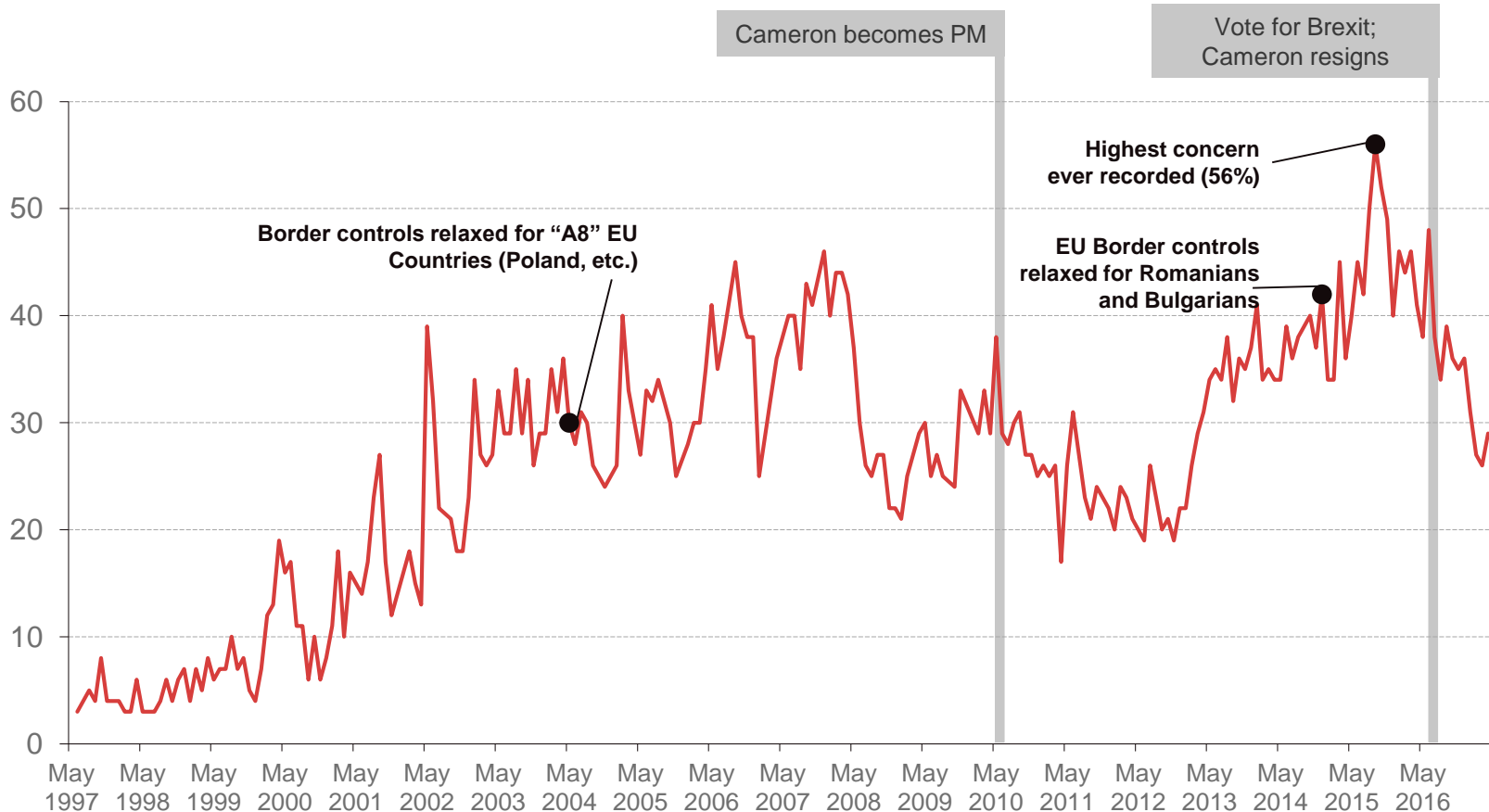
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Immigration / Immigrants

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

8

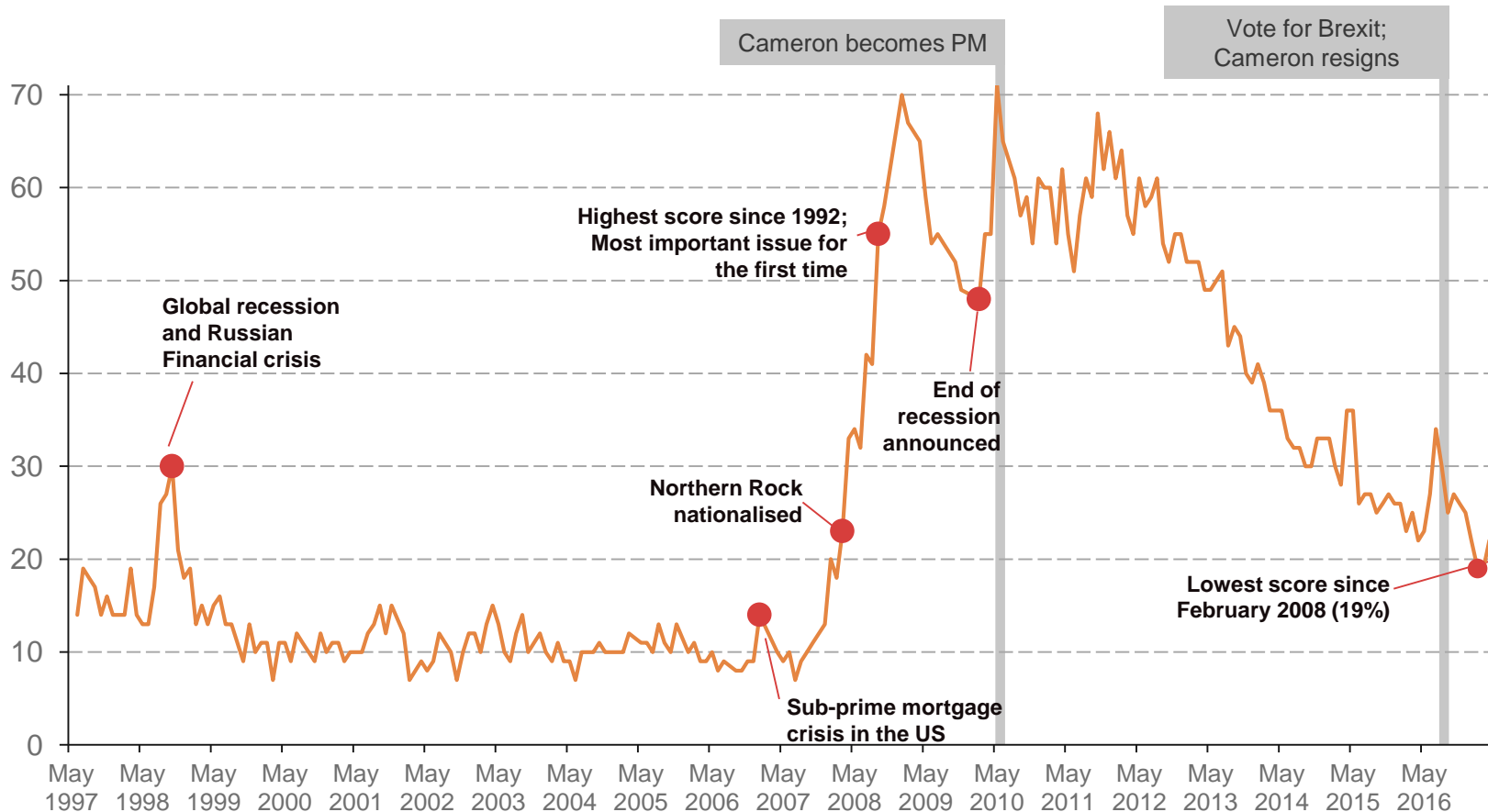


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
NB Until Sept 2014 the code was race relations/immigration/immigrants

Source: Ipsos MORI Issues Index

Issues Facing Britain: Economy / Economic situation

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



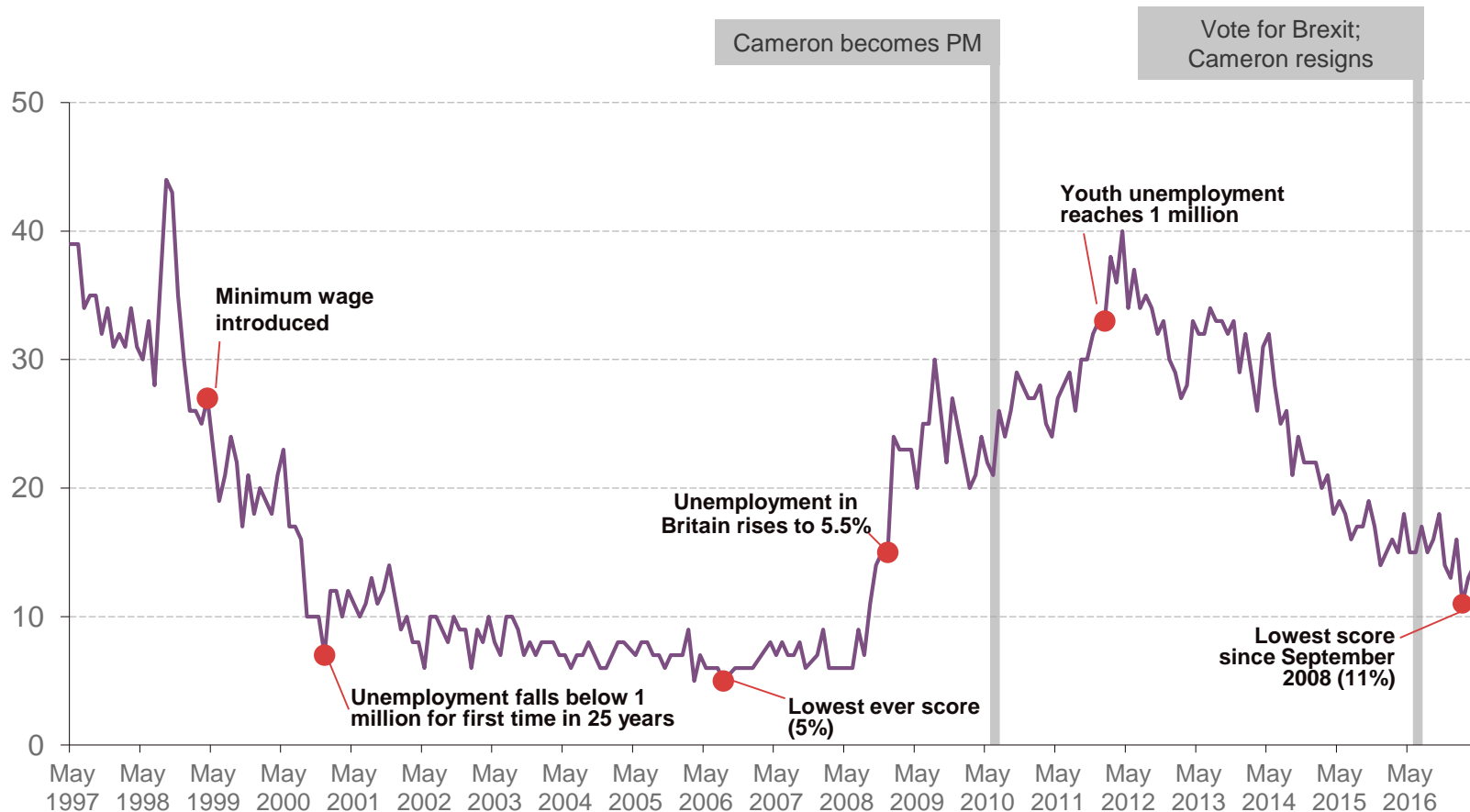
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

10



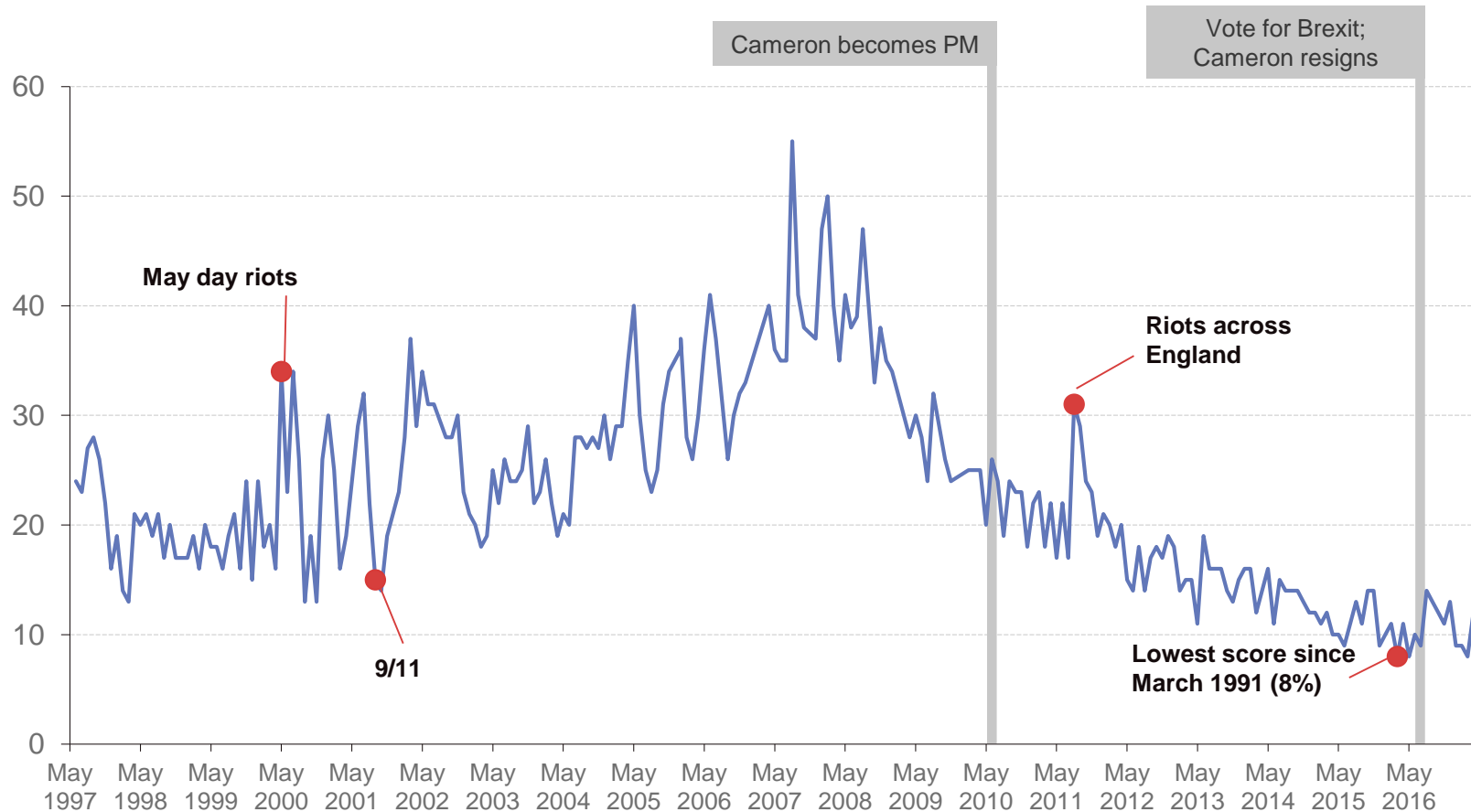
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

11



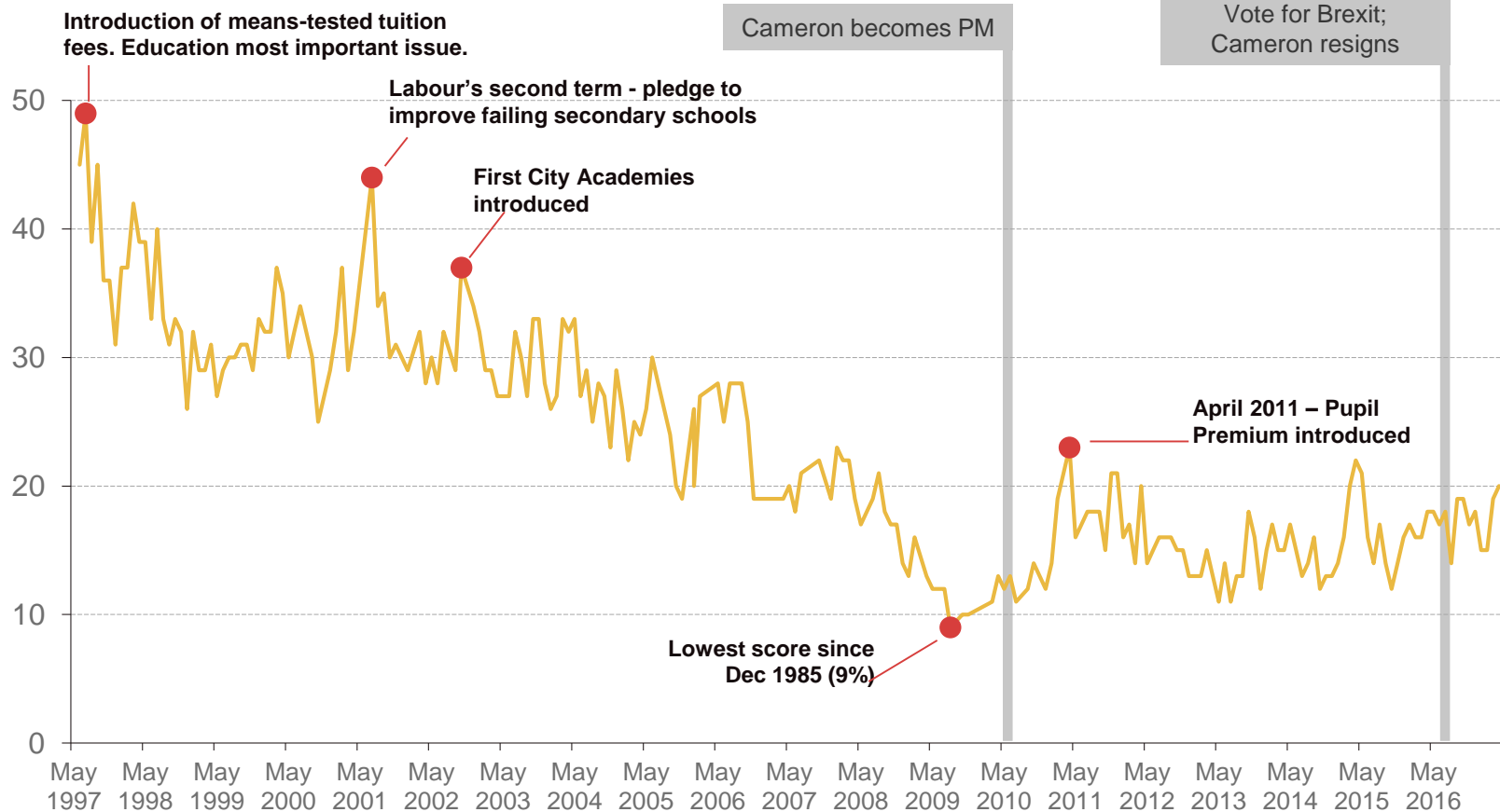
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Education / Schools

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

12



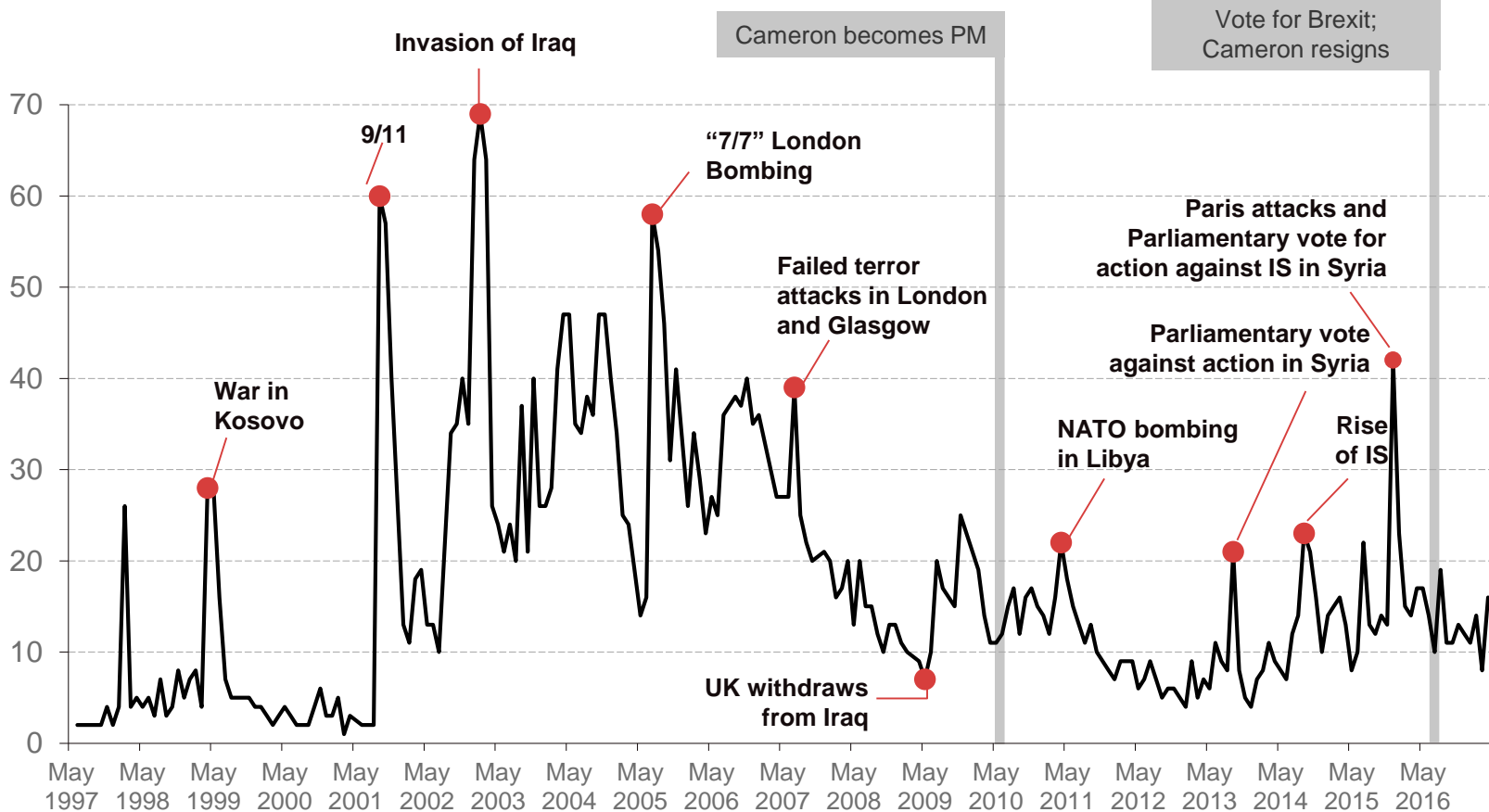
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Defence / Foreign Affairs / International terrorism

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

13



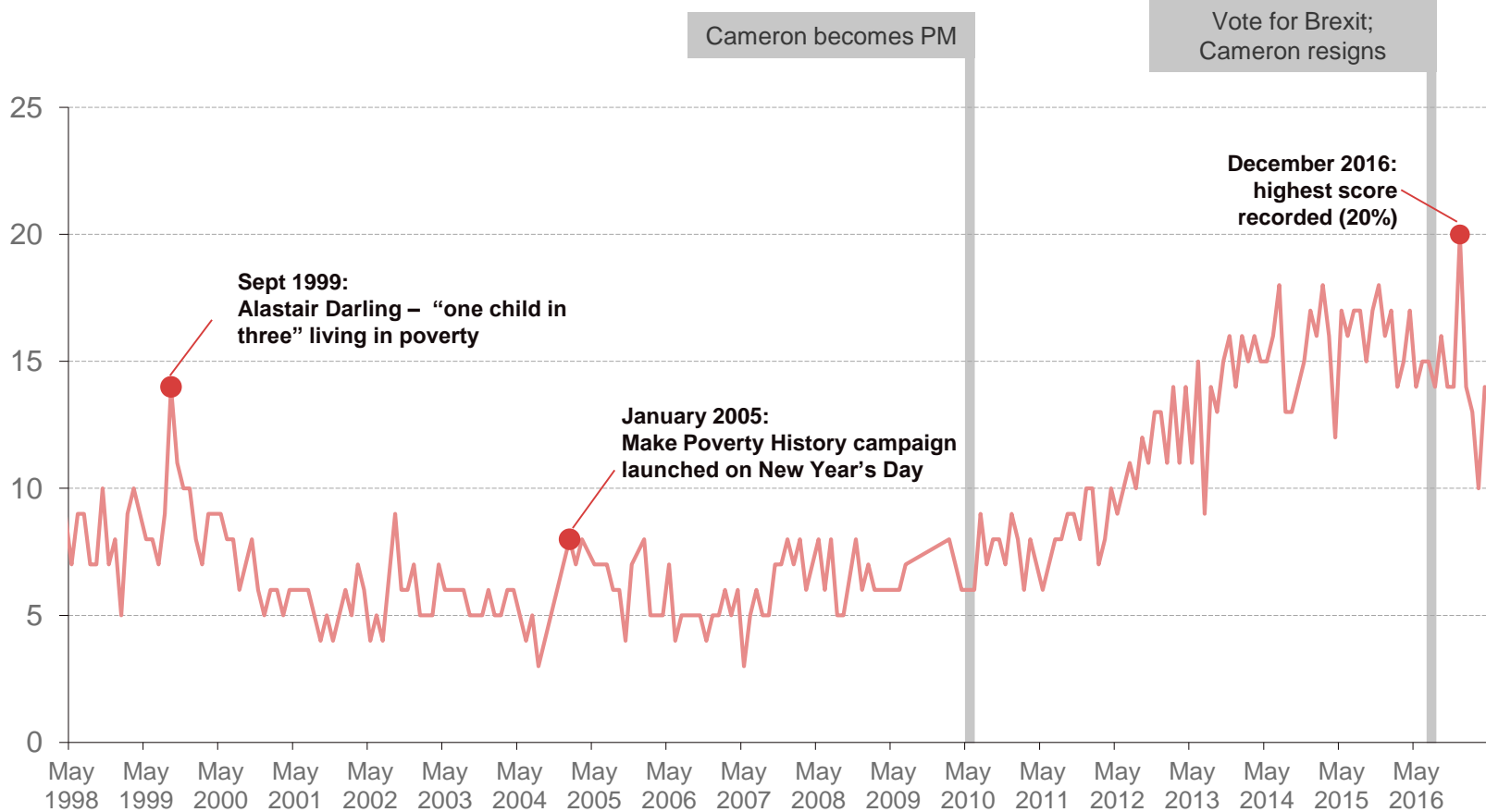
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Poverty/inequality

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

14



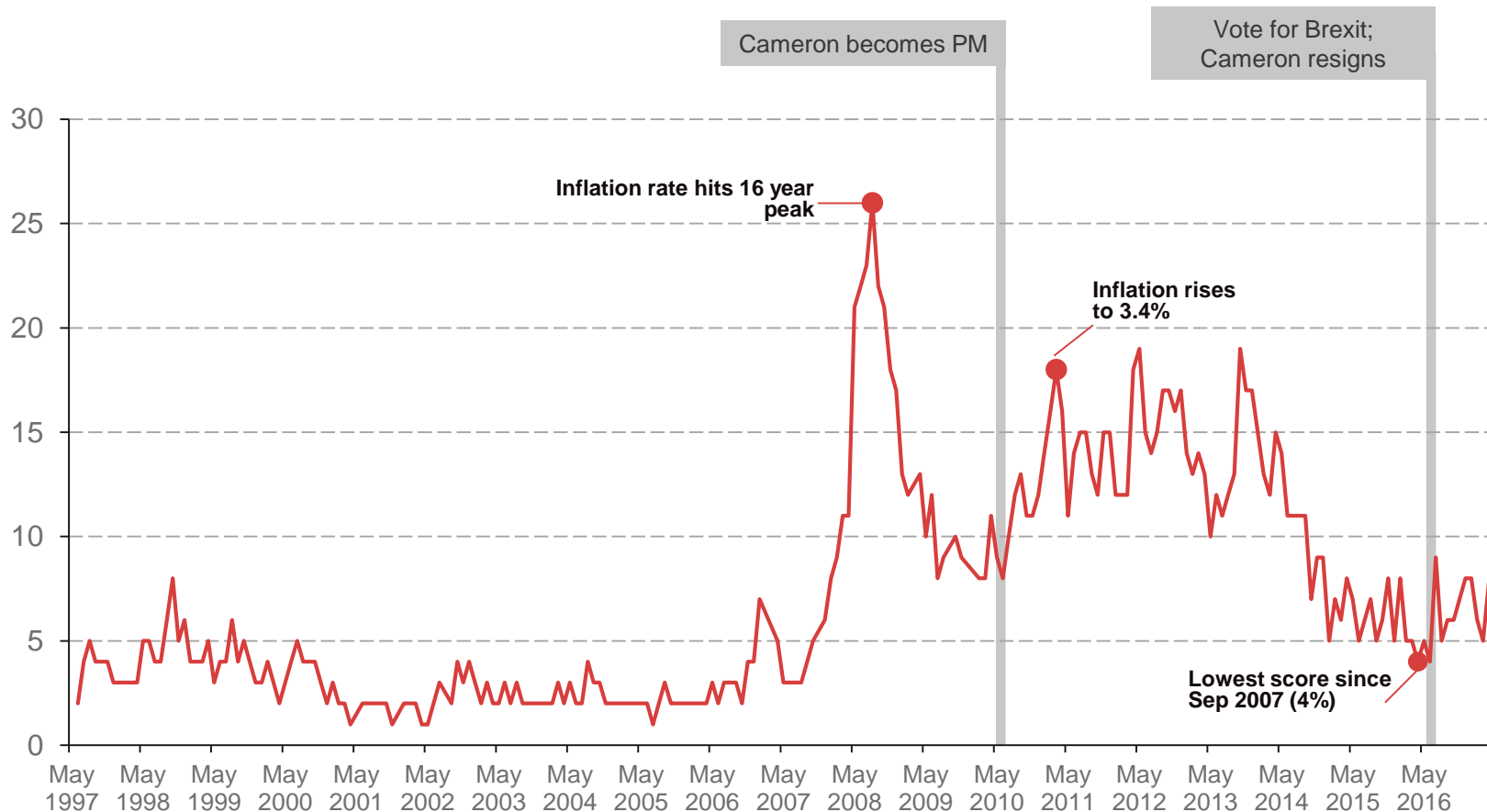
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Inflation/Prices

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

15



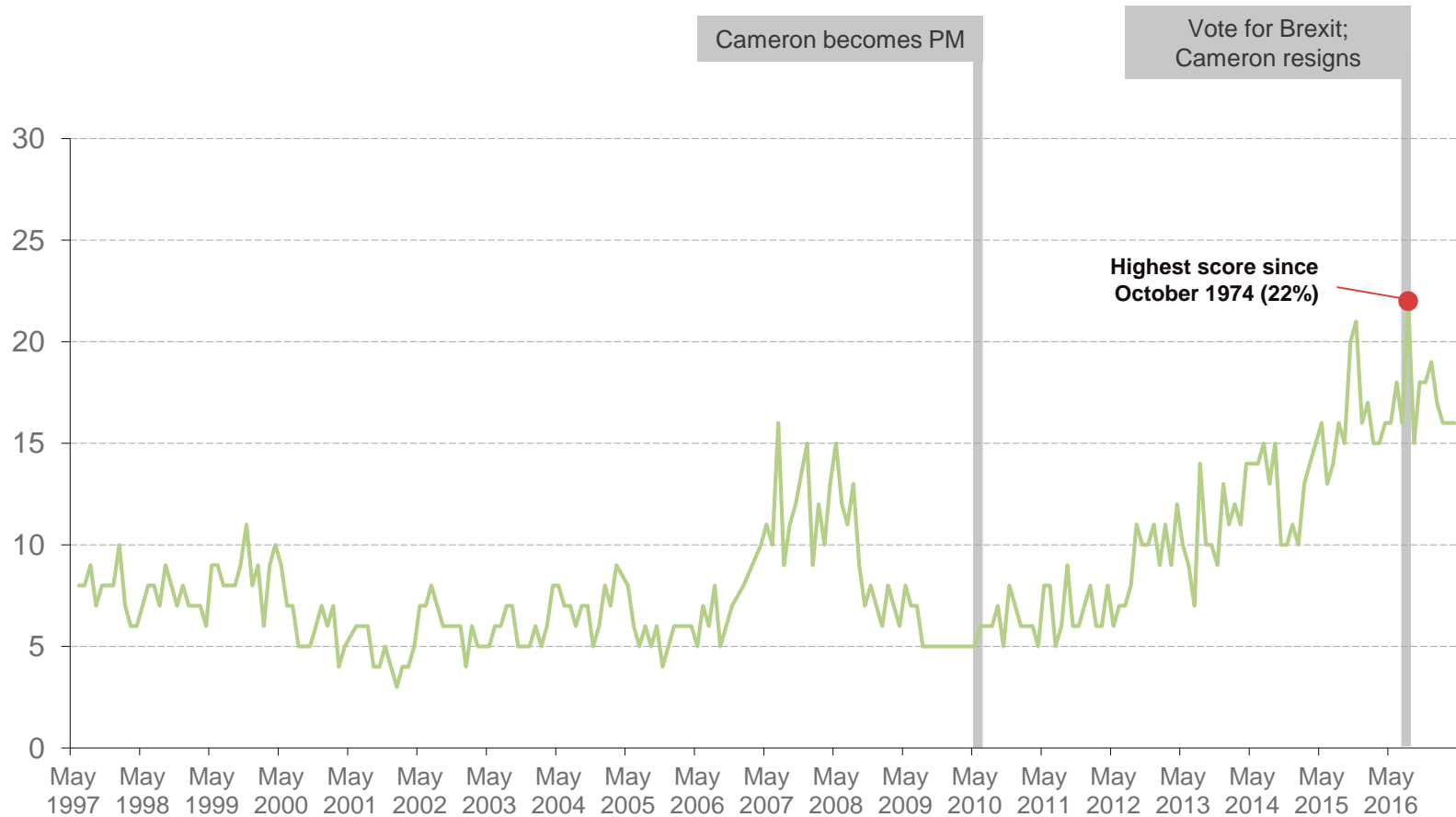
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Housing

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

16

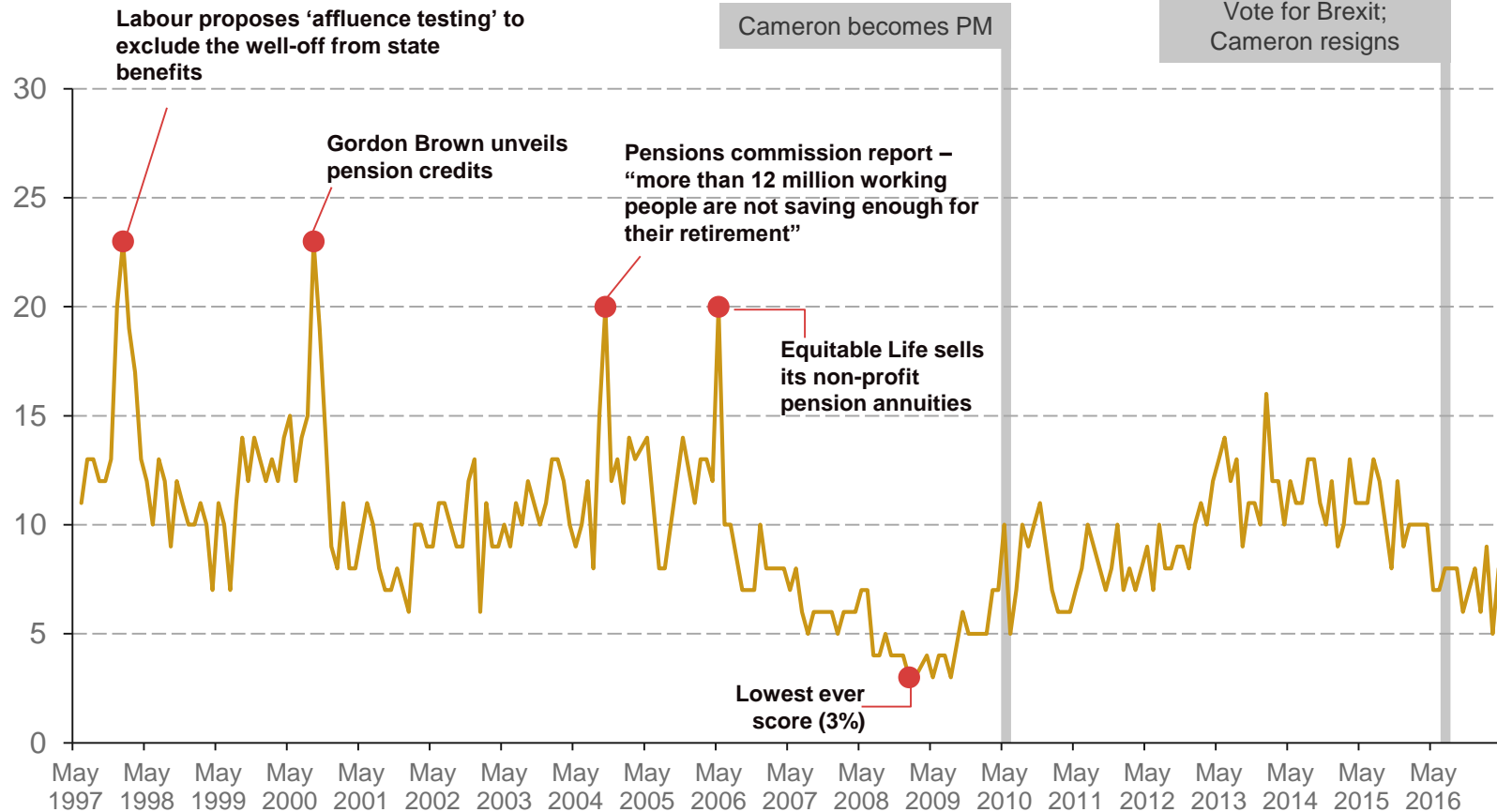


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pensions/Social Security/Benefits

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



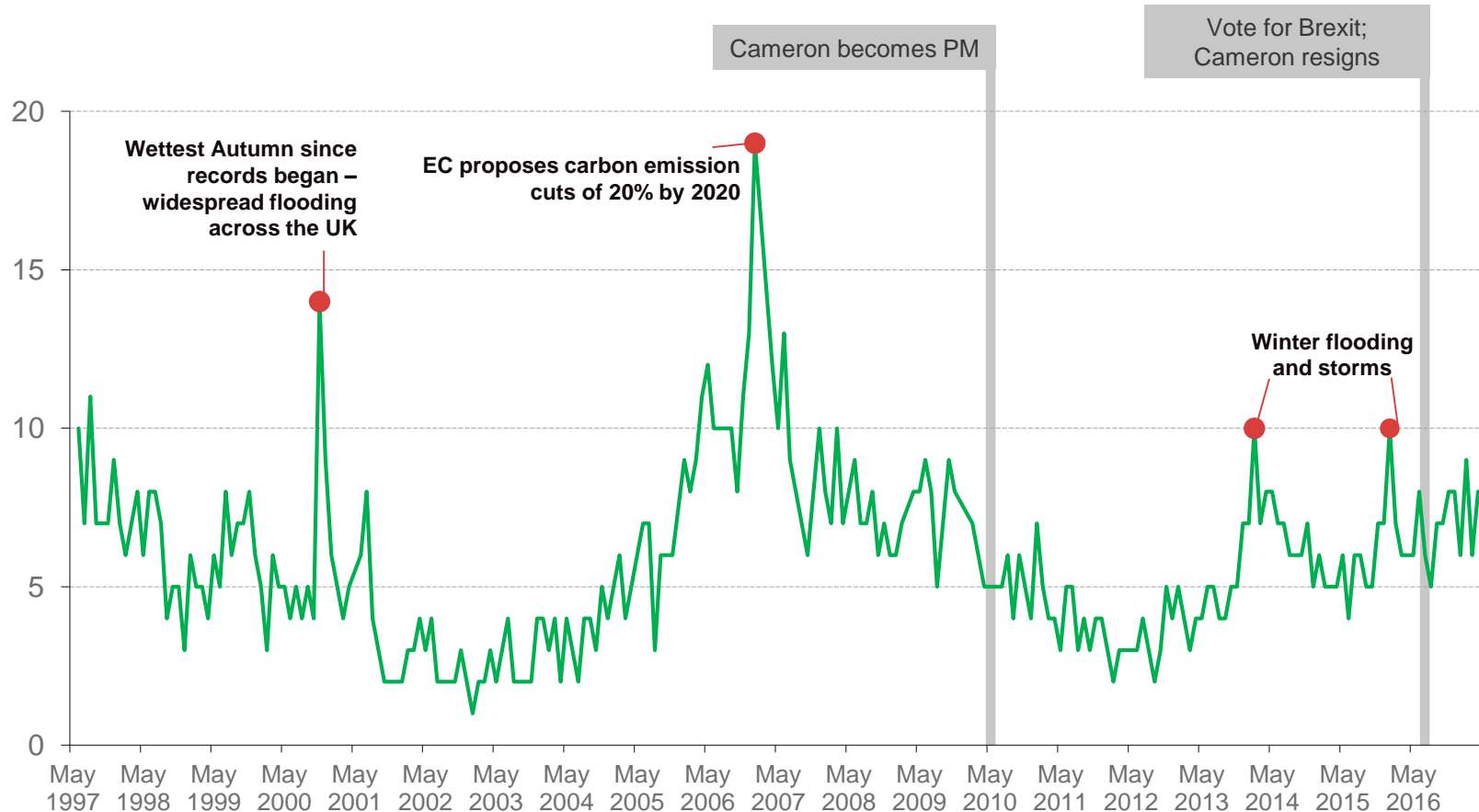
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Issues Facing Britain: Pollution / Environment

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

18



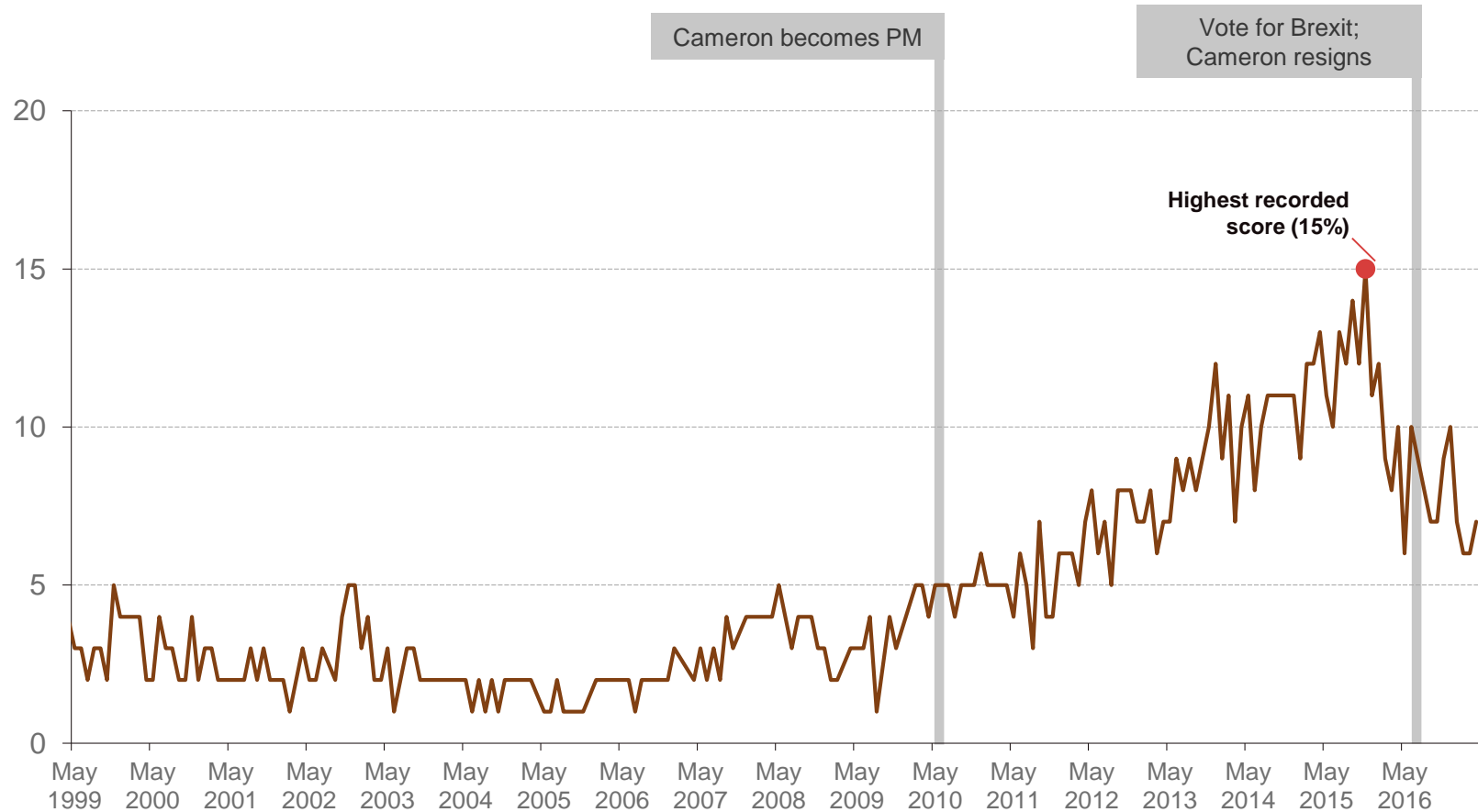
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

19



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

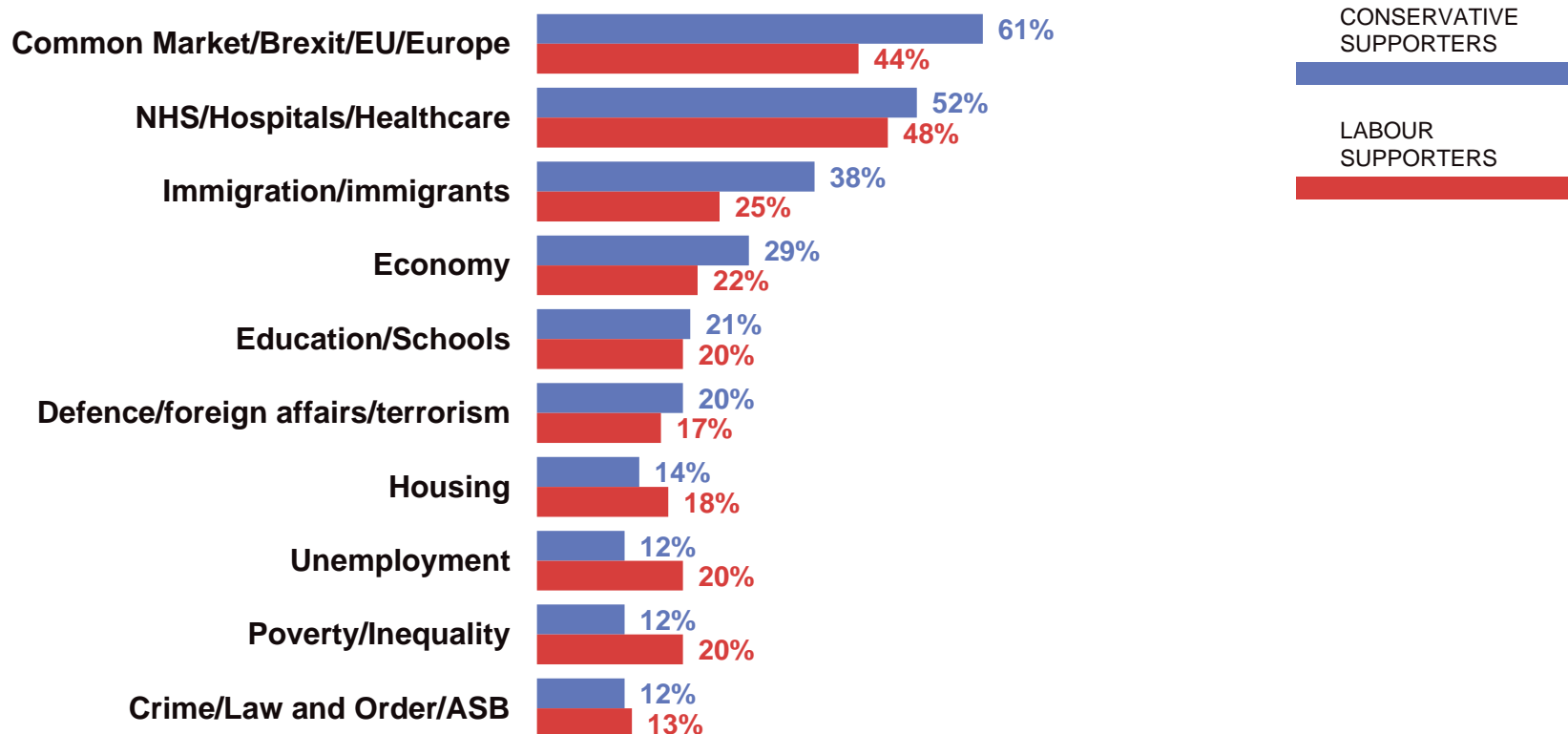
Source: Ipsos MORI Issues Index

Top issues – concern by party support

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

20

Top mentions %

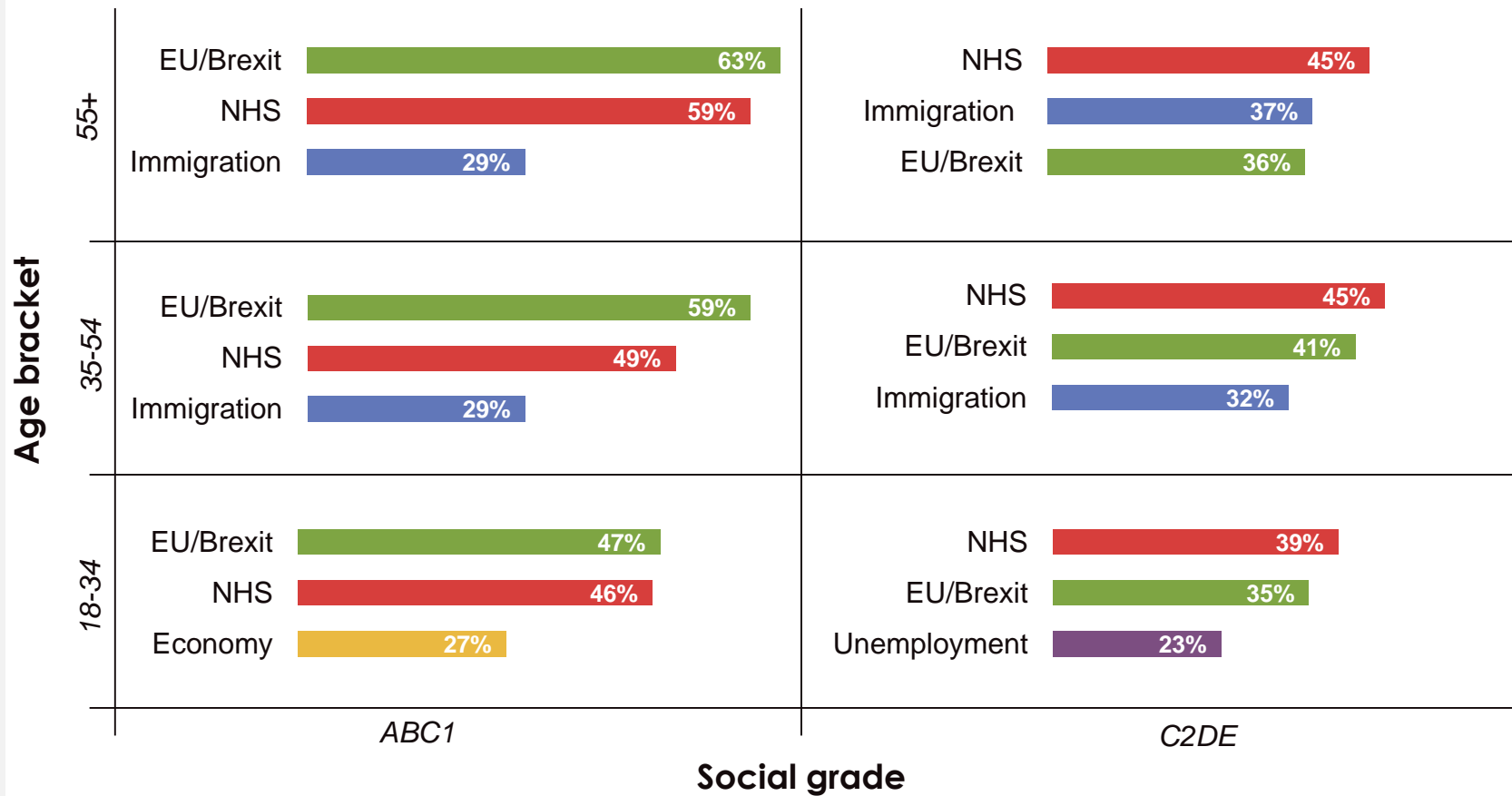


Base: 226 Conservative and 251 Labour supporters aged 18+, 31 March – 10 April 2017

Source: Ipsos MORI Issues Index

Brexit and NHS key issues for all ages and social grades. ABC1s put more emphasis on Brexit.

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



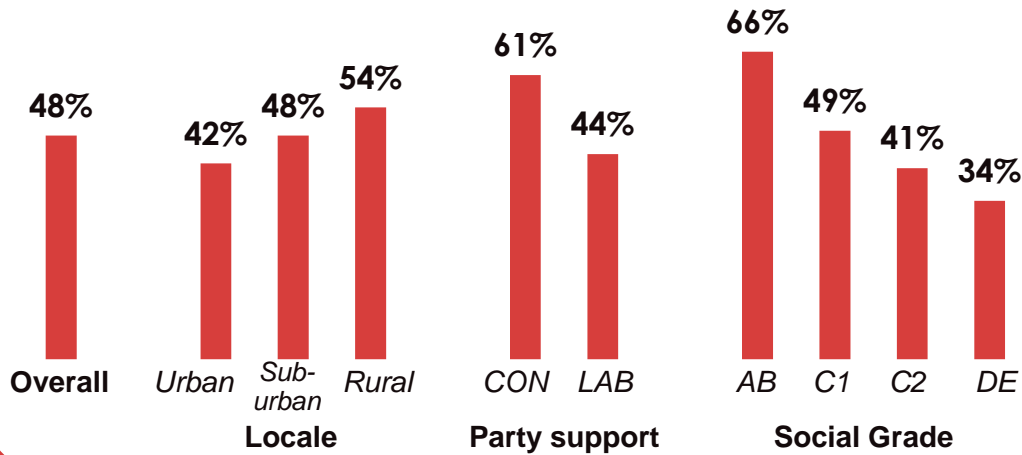
Base: 1,008 British adults 18+, 31 March – 10 April 2017

Source: Ipsos MORI Issues Index

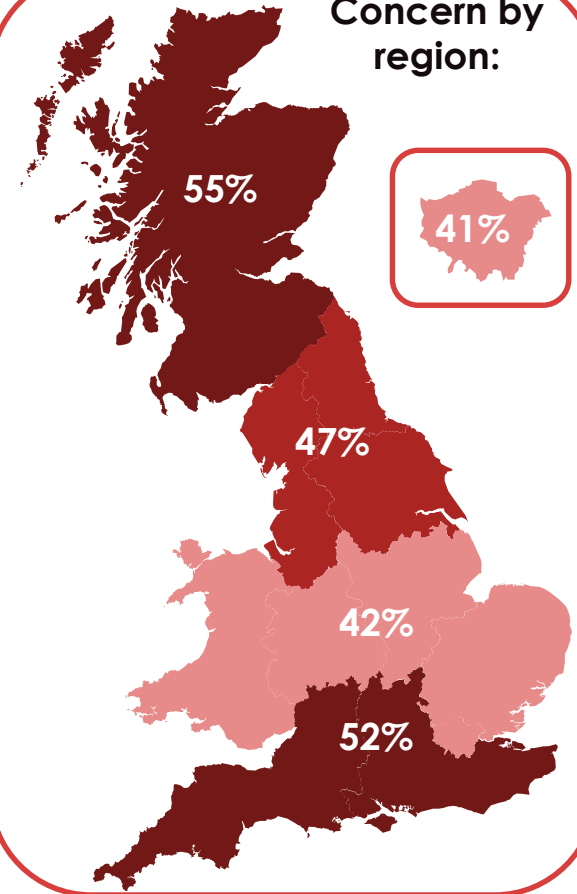
Concern about EU/Brexit by subgroup

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

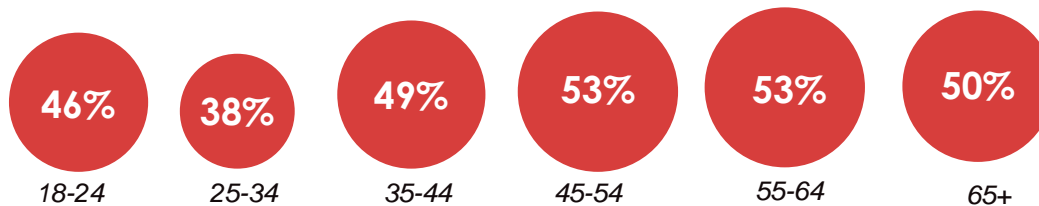
Concern about the EU/Brexit by key demographic groups:



Concern by region:



Concern about the EU/Brexit by age group:



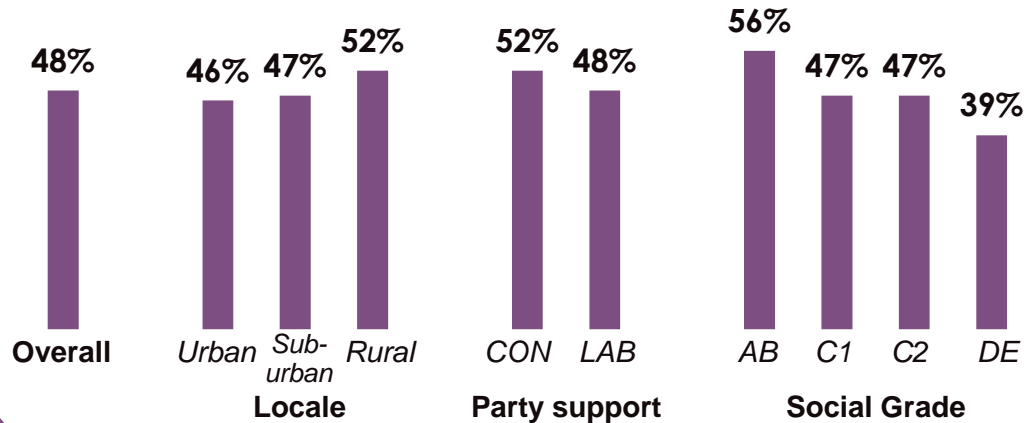
Base: 1,008 British adults 18+, 31 March – 10 April 2017

Ipsos MORI Issues Index

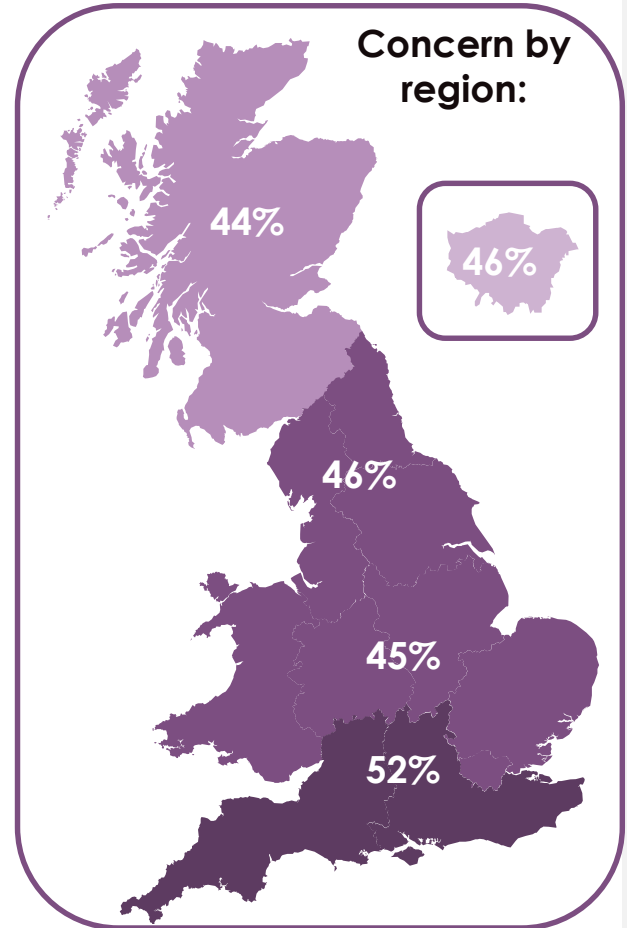
Concern about the NHS by subgroup

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

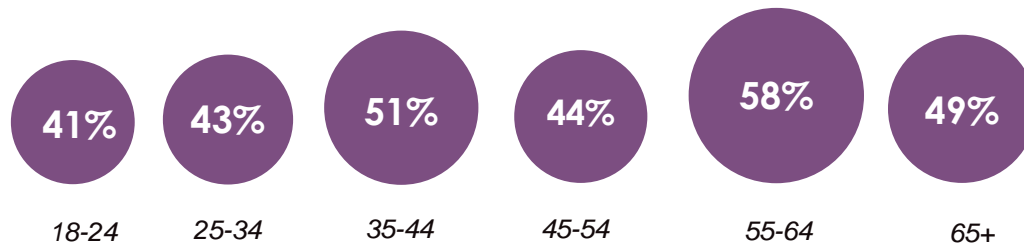
Concern about the NHS by key demographic groups:



Concern by region:



Concern about the NHS by age group:



Base: 1,020 British adults 18+, 10 – 19 March 2017

Ipsos MORI Issues Index