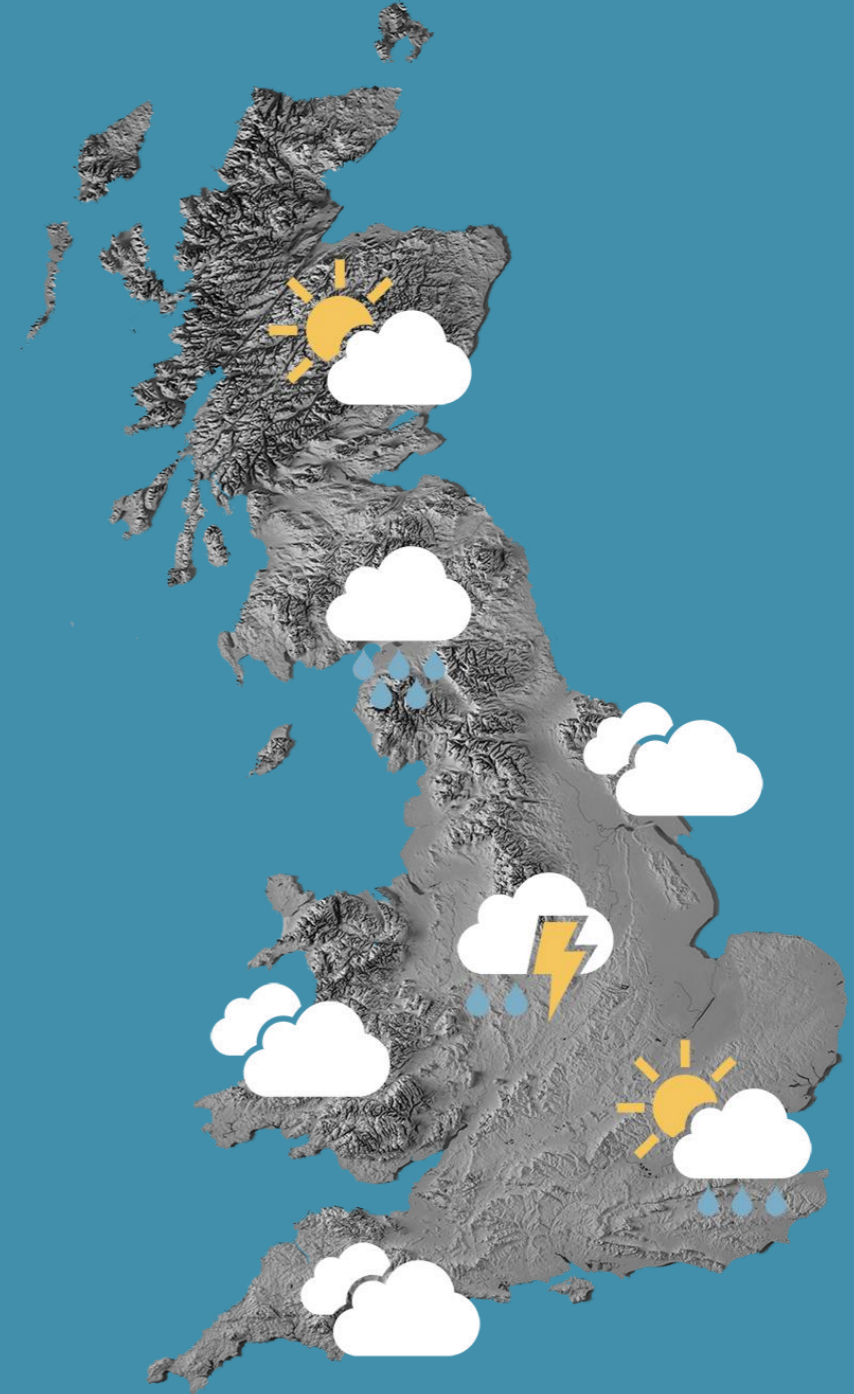


# IPSOS MORI ISSUES INDEX

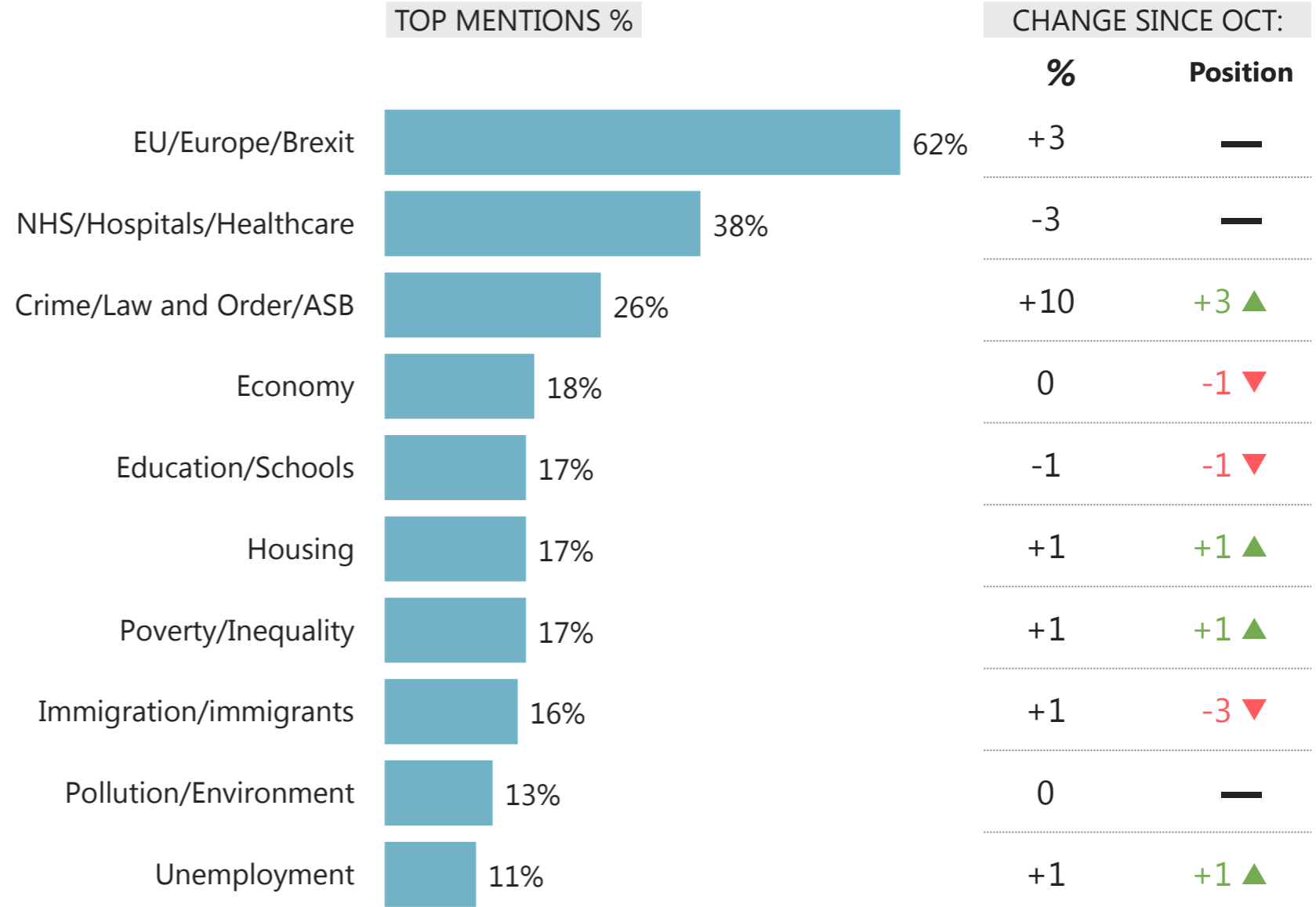
# November 2018



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# November 2018

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?



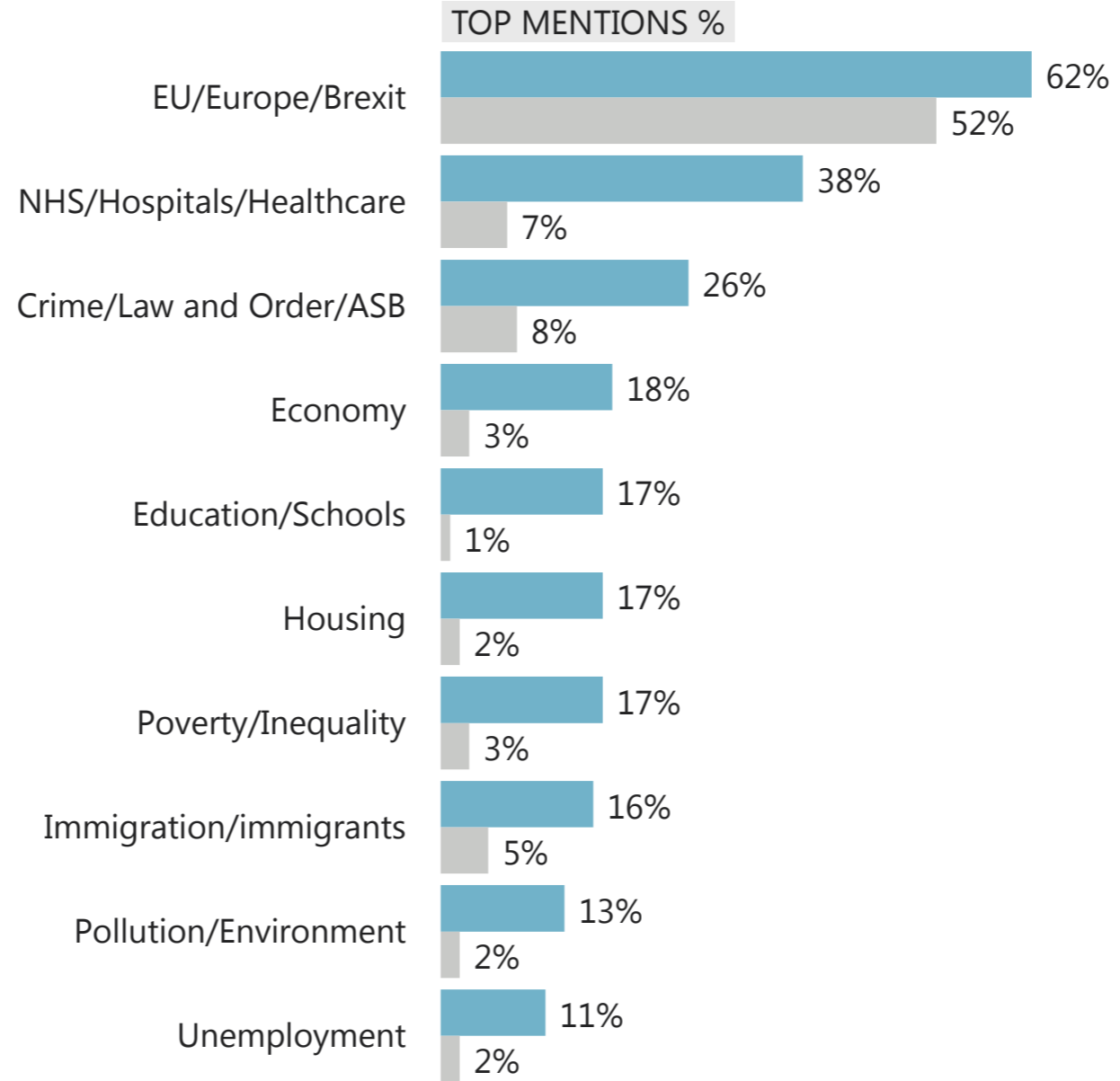
Base: 998 British adults 18+, 2 – 18 November 2018

Source: Ipsos MORI Issues Index



# November 2018

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?



MOST/OTHER  
IMPORTANT ISSUES

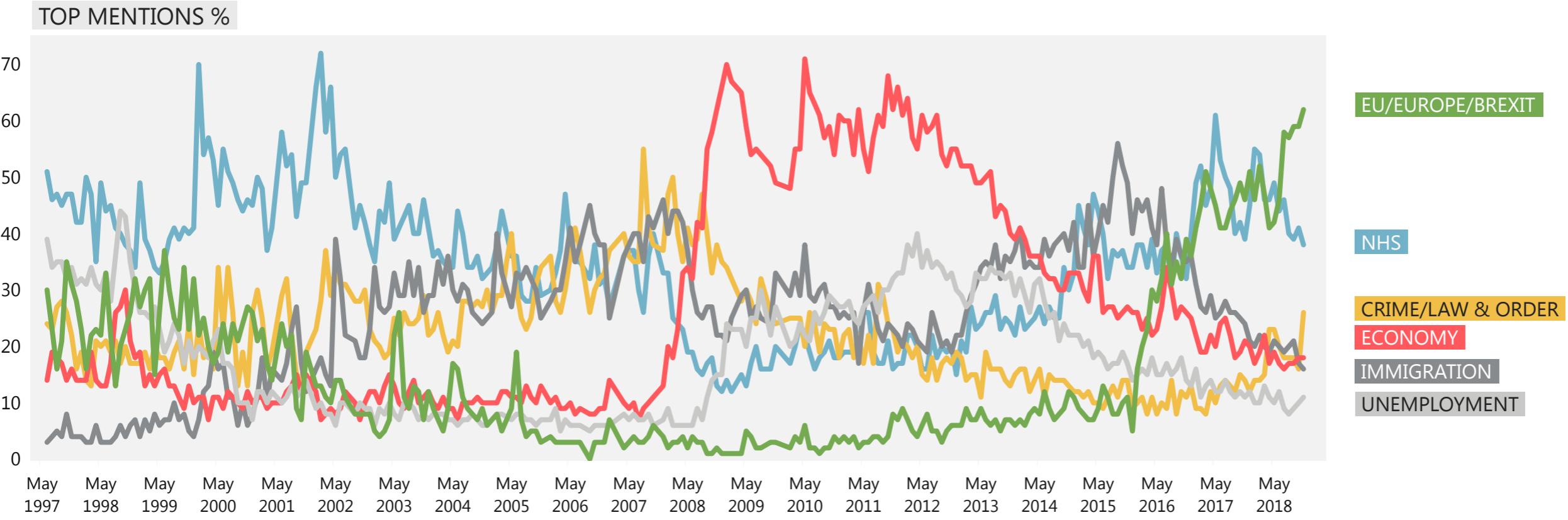
MOST IMPORTANT  
ISSUE

Base: 998 British adults 18+, 2 – 18 November 2018

Source: Ipsos MORI Issues Index

# Long term issues trends

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



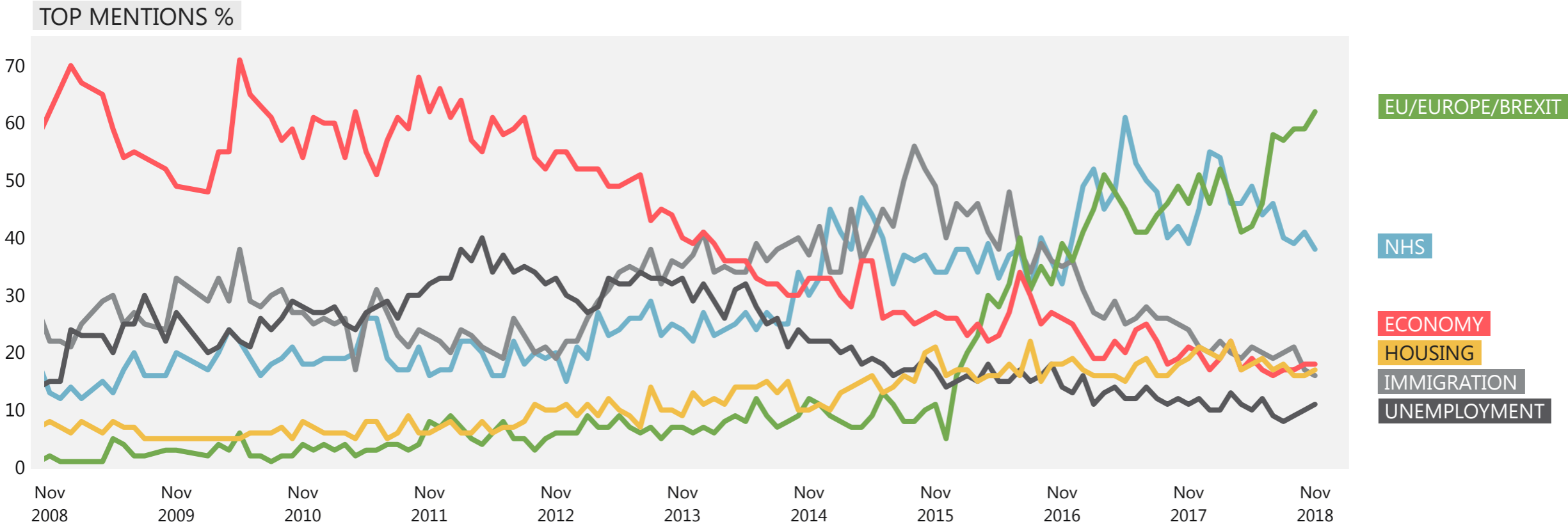
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Ten Year Trends

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



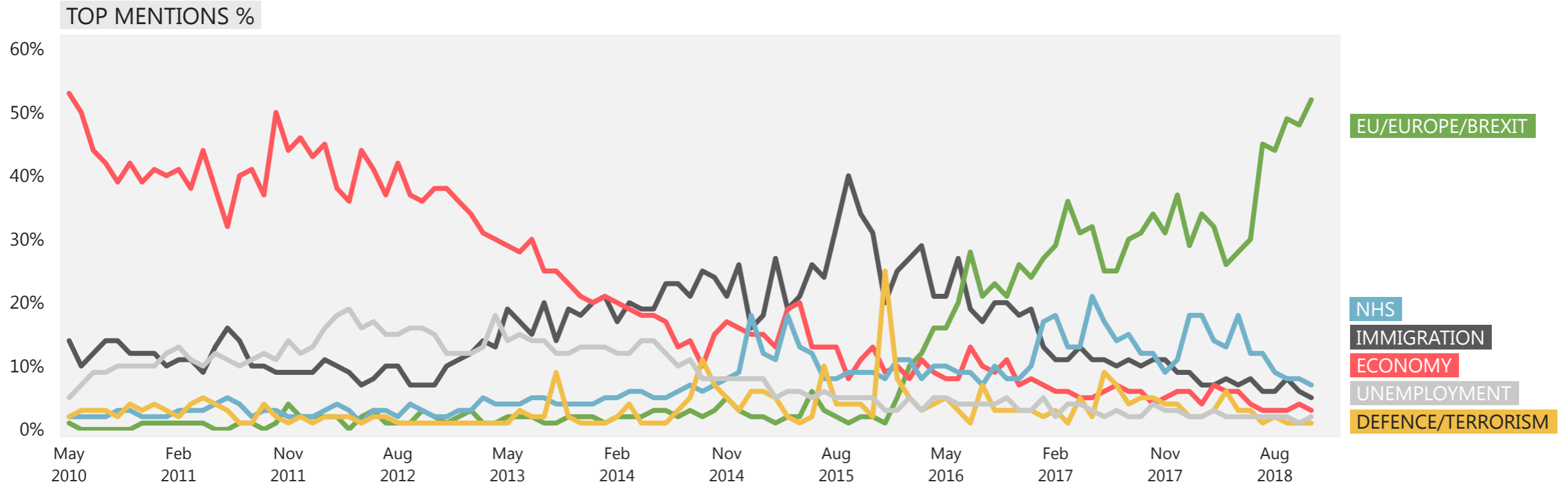
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Single Biggest Issue 2010 - 2018

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



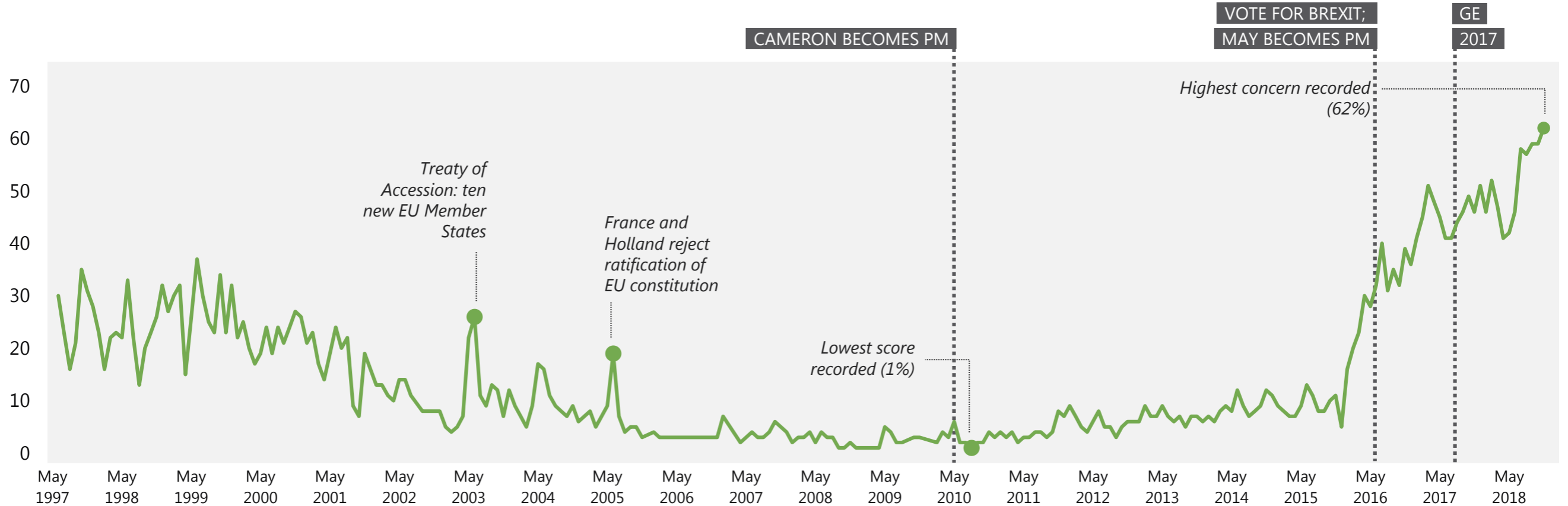
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# EU / Europe / Brexit

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



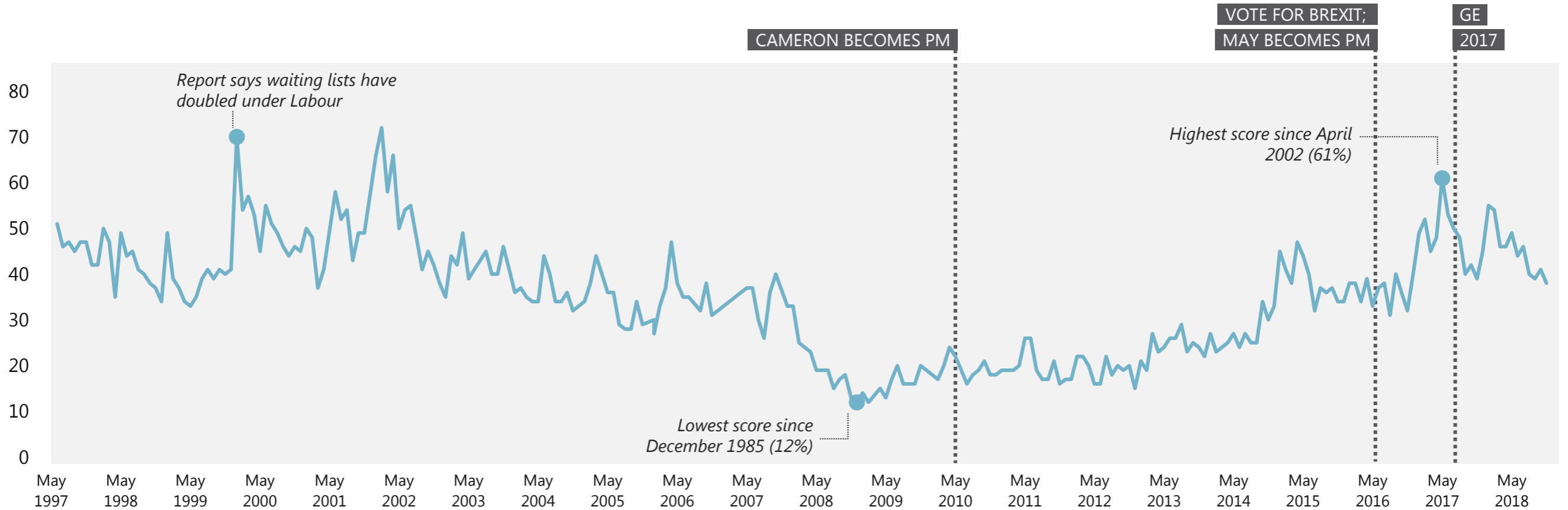
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# NHS / Hospitals / Healthcare

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



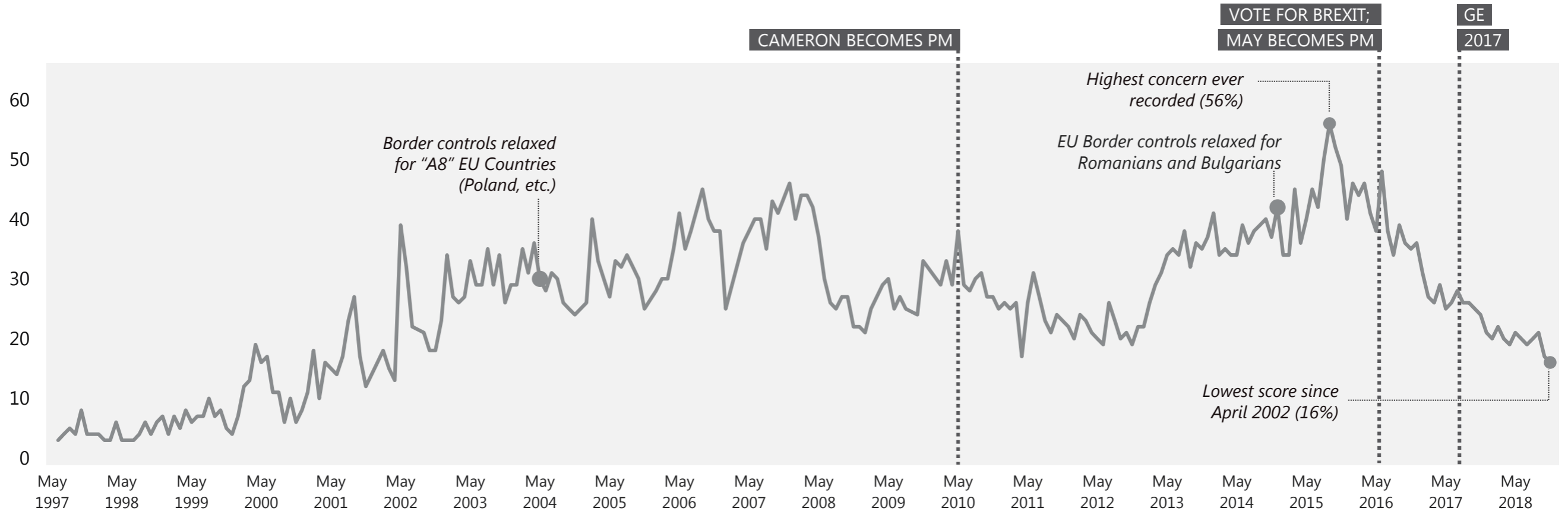
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Immigration / Immigrants

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

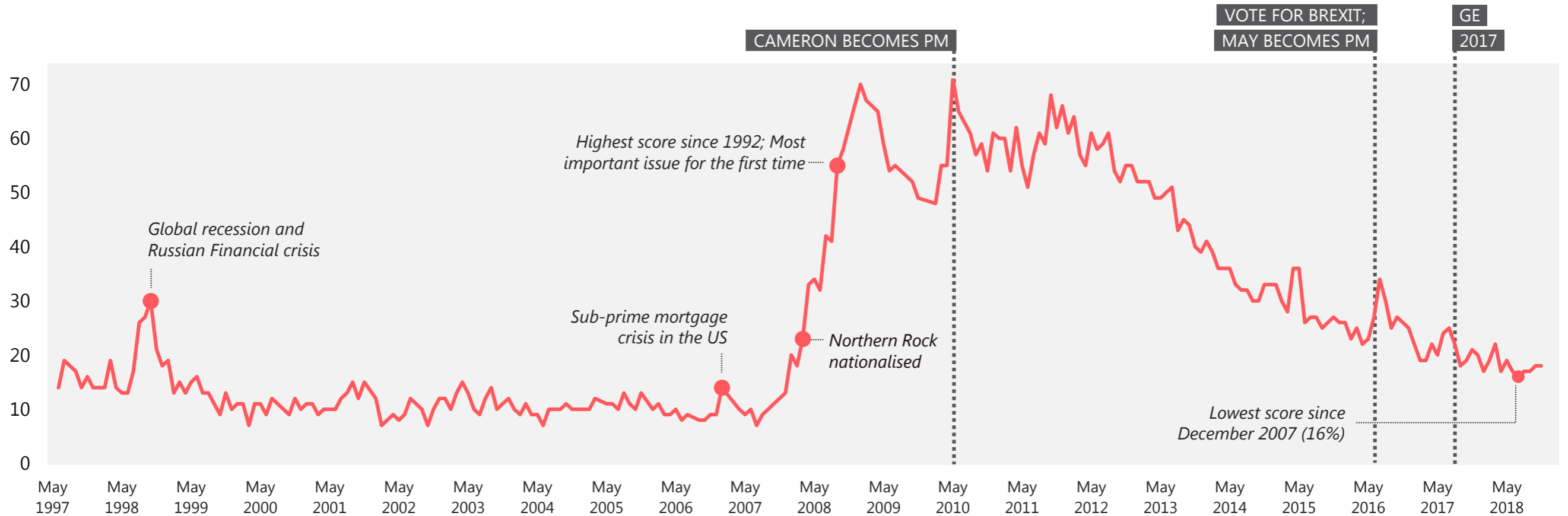


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Economy / Economic situation

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



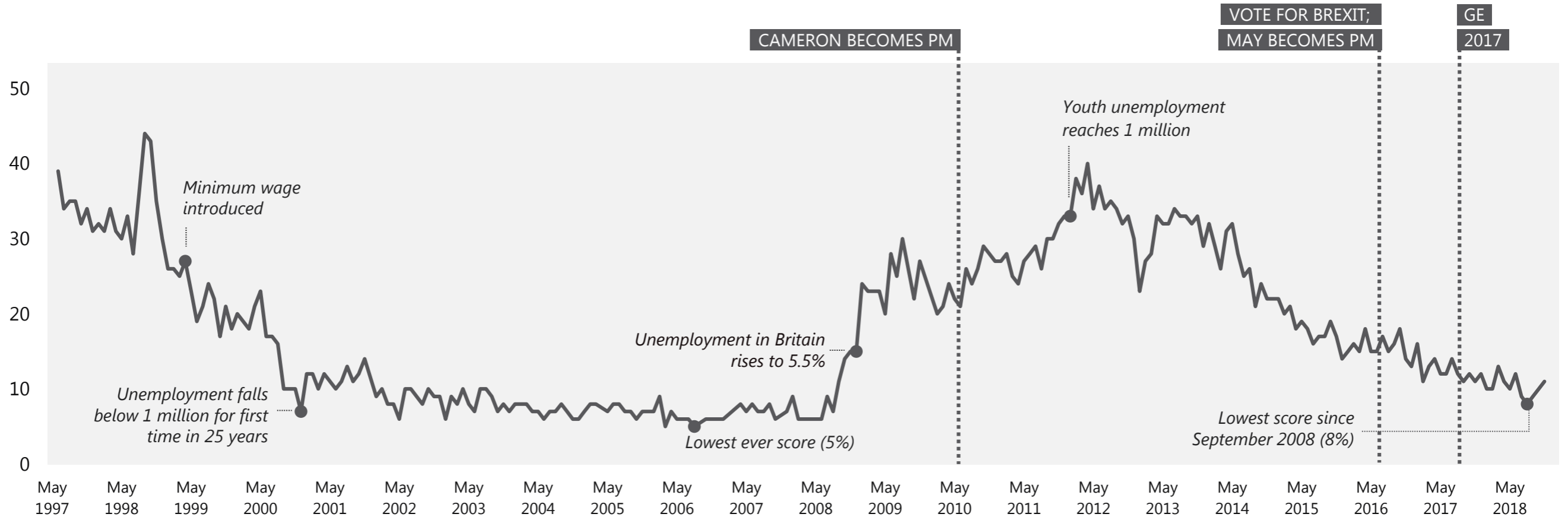
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Unemployment / Factory closure / Lack of industry

WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

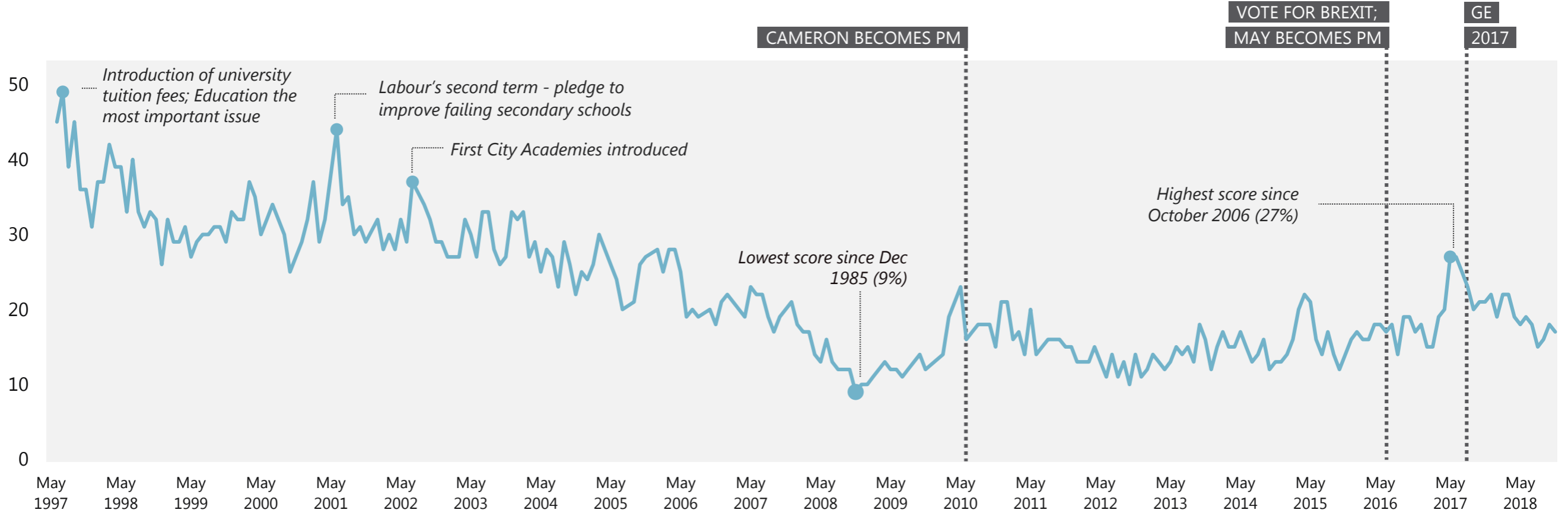


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Education / Schools

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



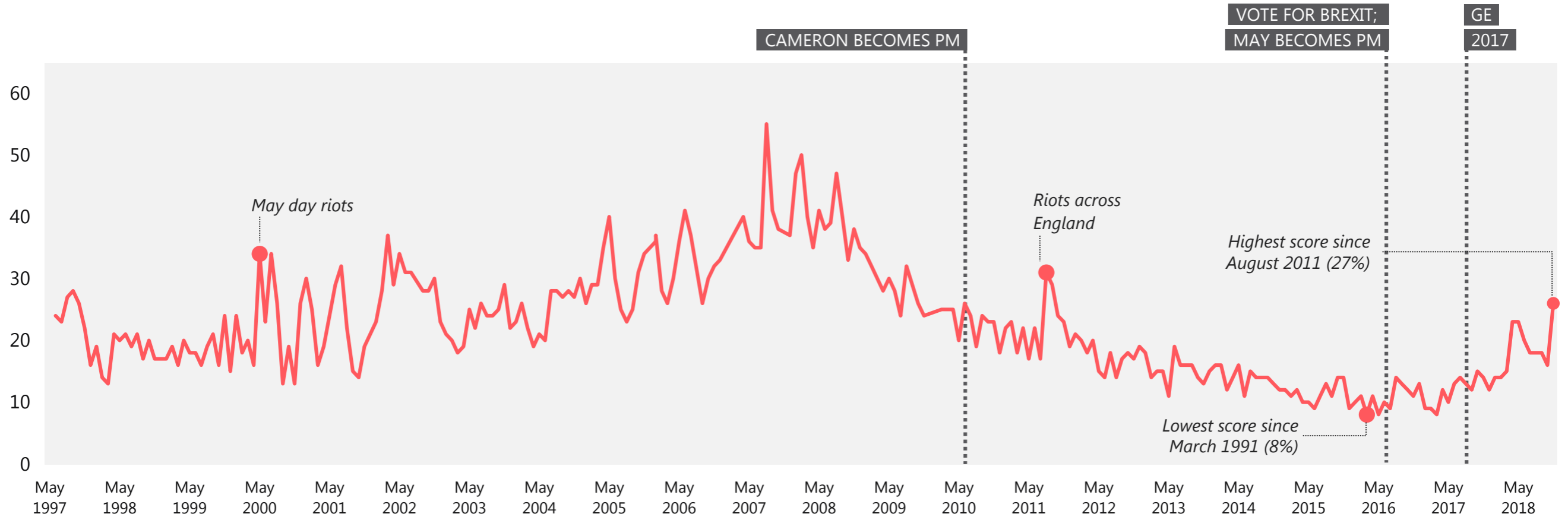
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Crime / Law & Order / Violence / Vandalism / ASB

WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

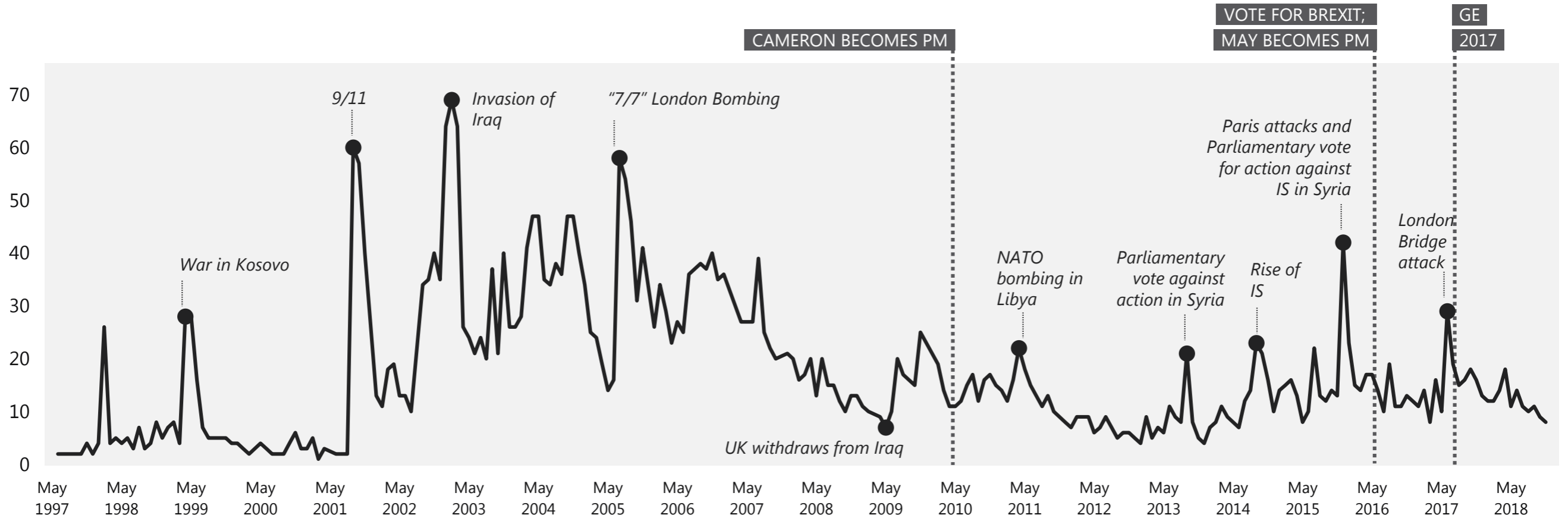


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Defence / Foreign Affairs / International terrorism

WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

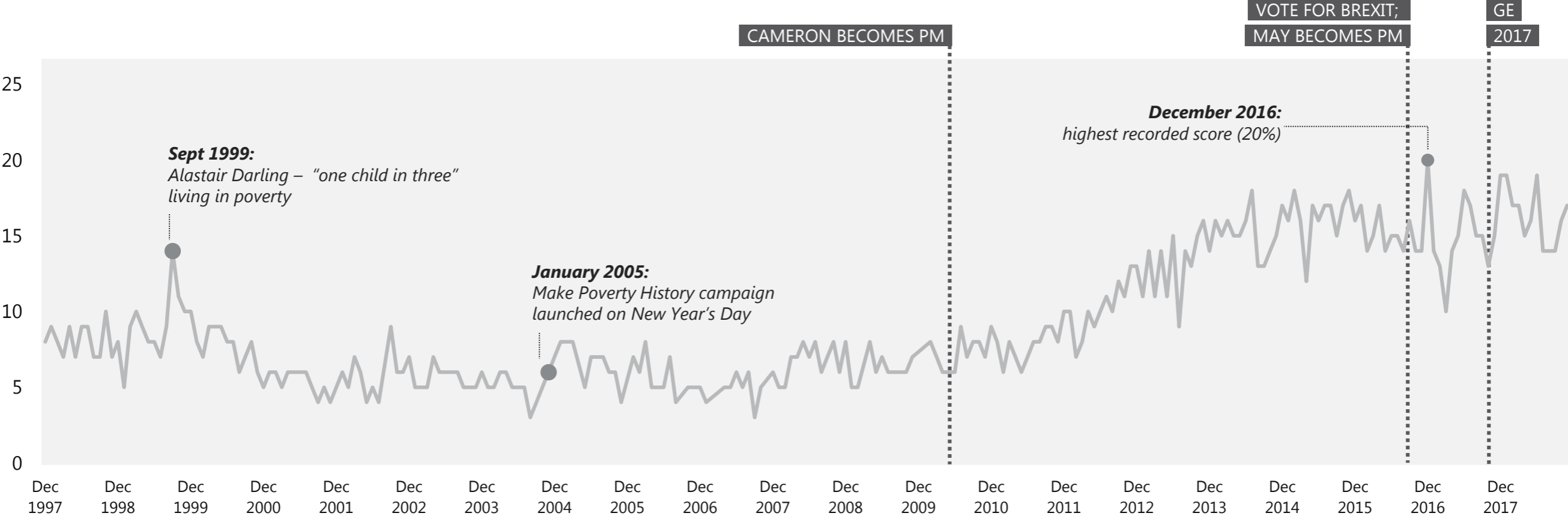


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Poverty/inequality

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



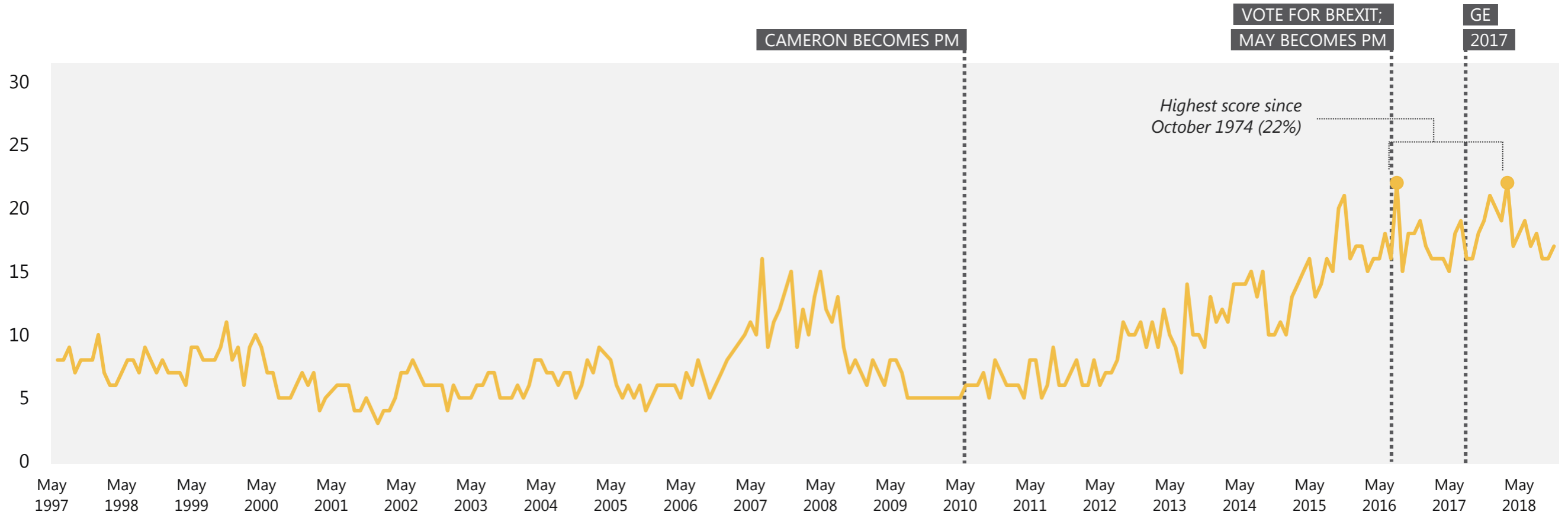
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Housing

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



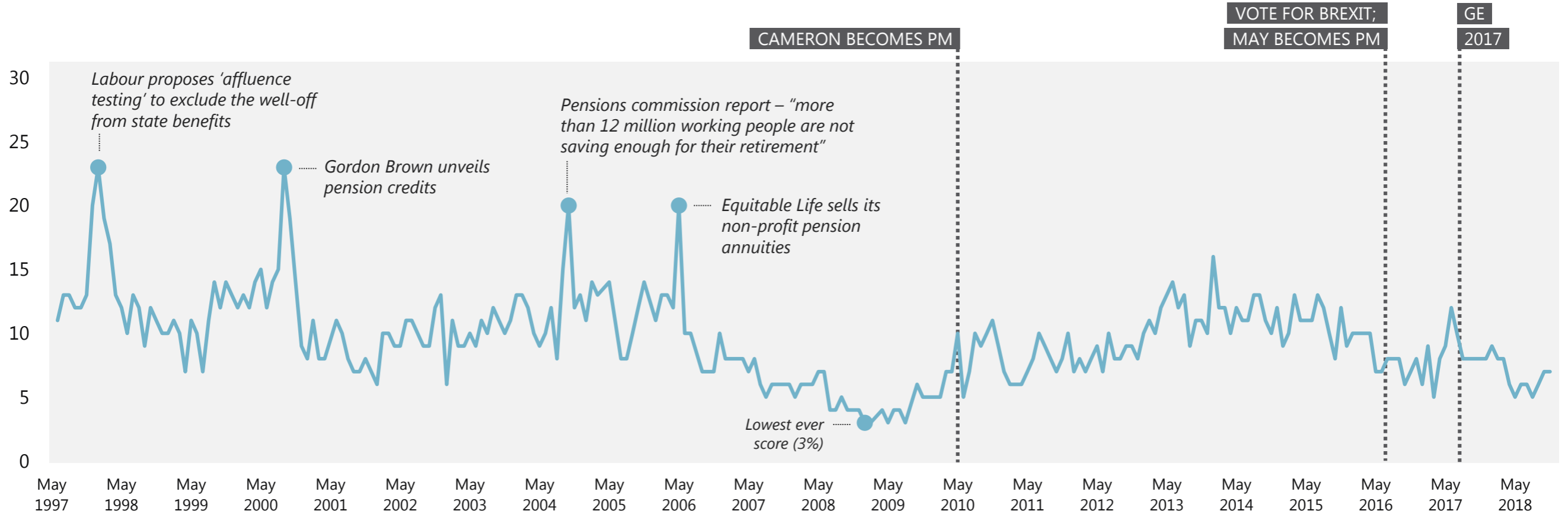
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Pensions/Social Security/Benefits

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

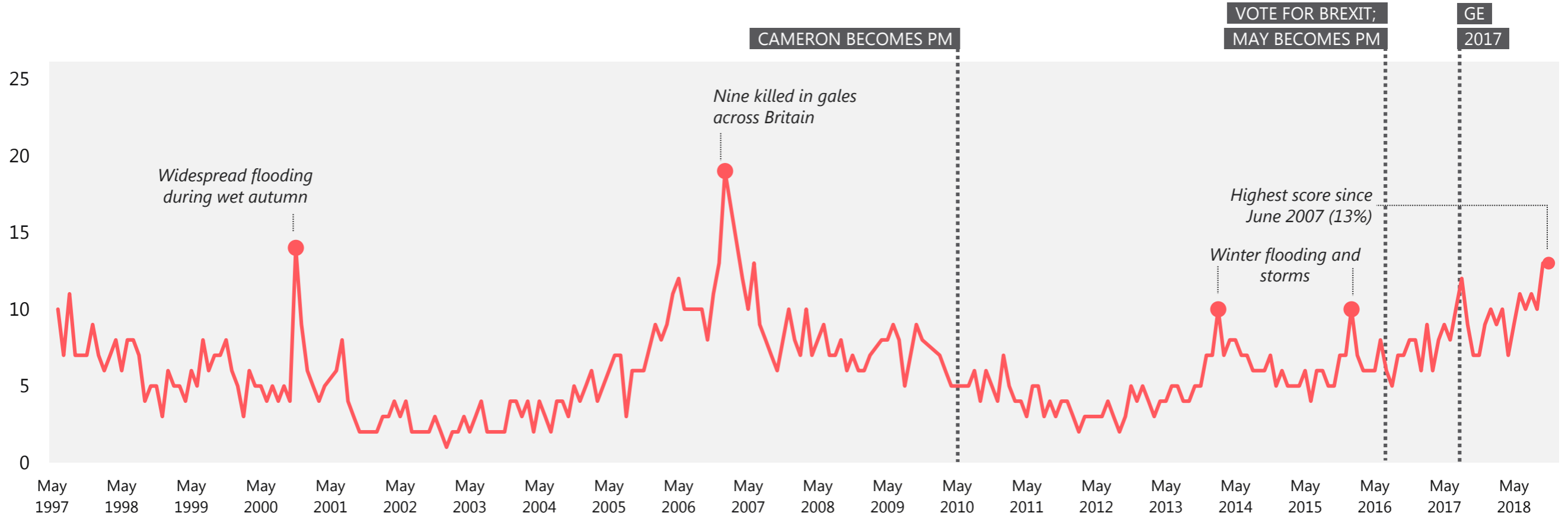


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Pollution / Environment

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

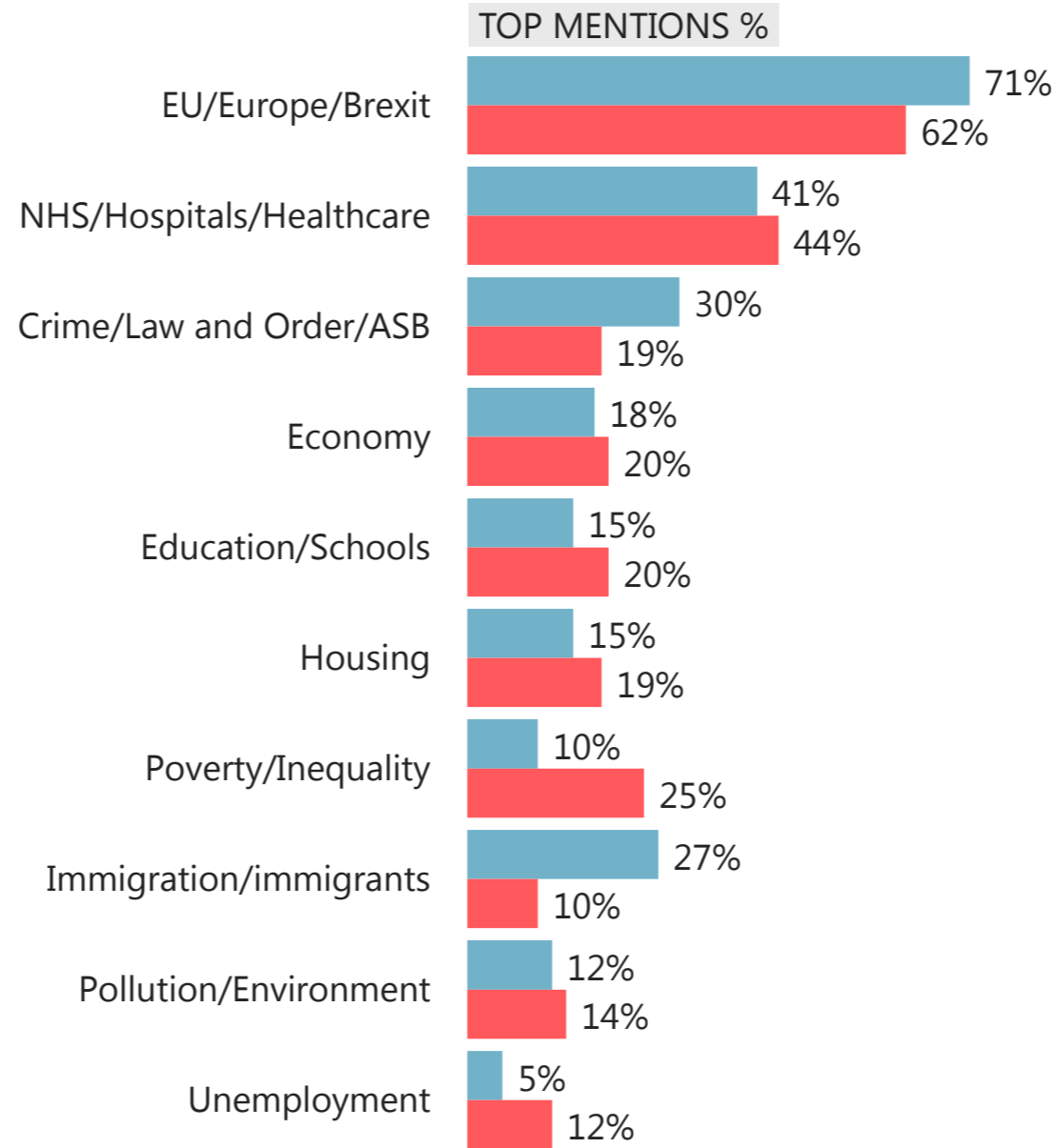


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Party support

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?



CONSERVATIVE  
SUPPORTERS

LABOUR  
SUPPORTERS

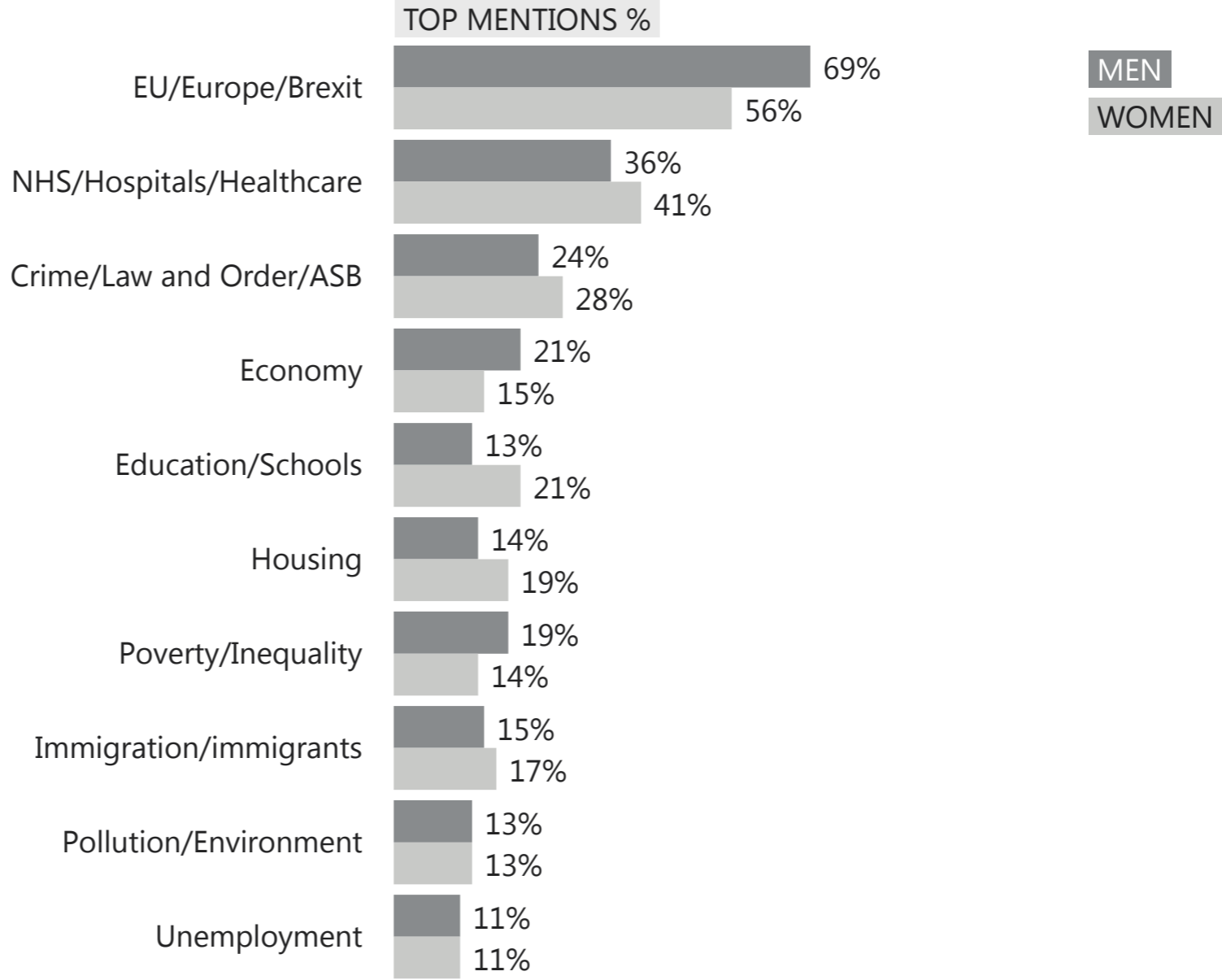
Base: 998 British adults 18+, 2 – 18 November 2018



Source: Ipsos MORI Issues Index

# Men and women

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?



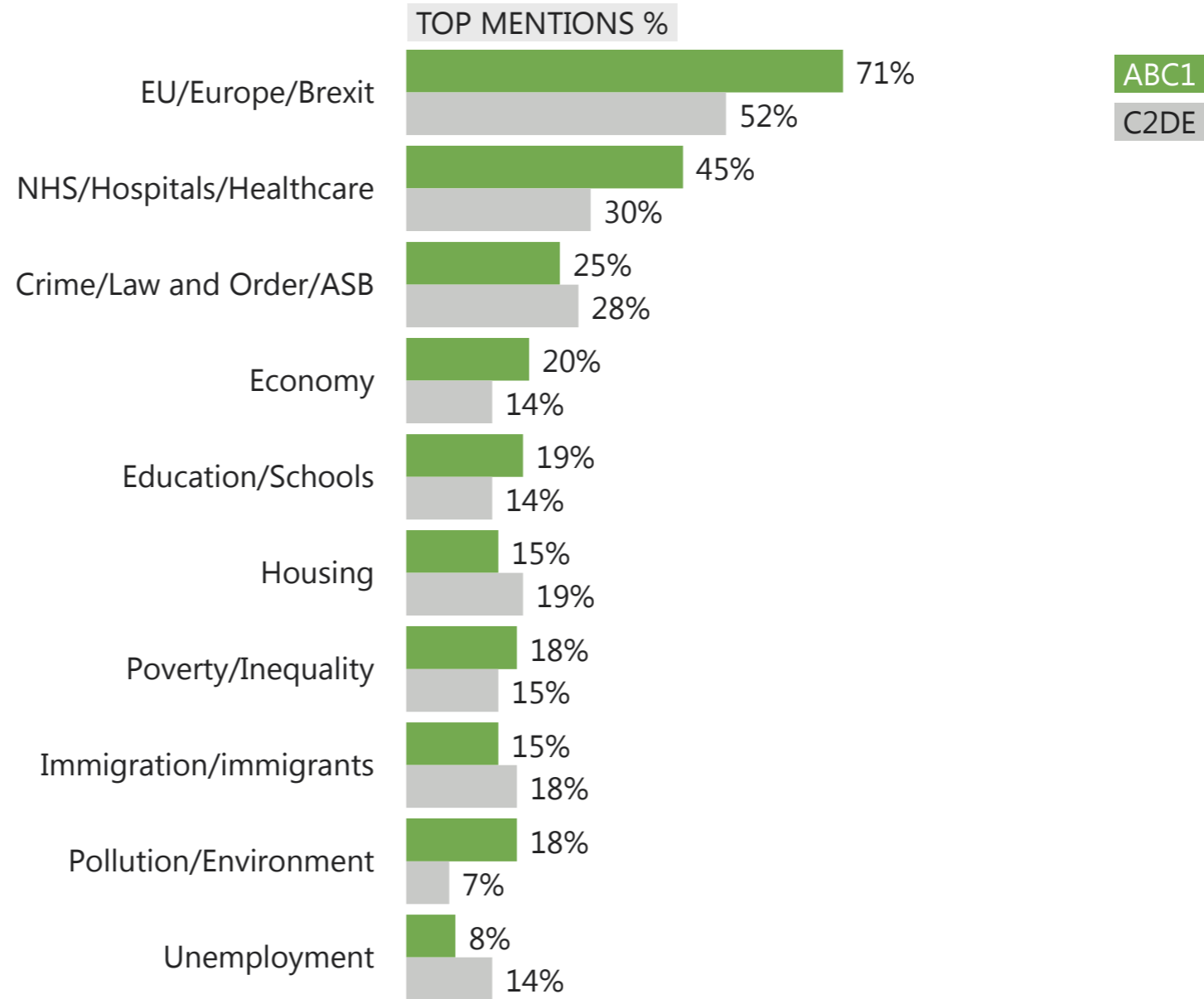
Base: 998 British adults 18+, 2 – 18 November 2018

Source: Ipsos MORI Issues Index



# Social grade

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?

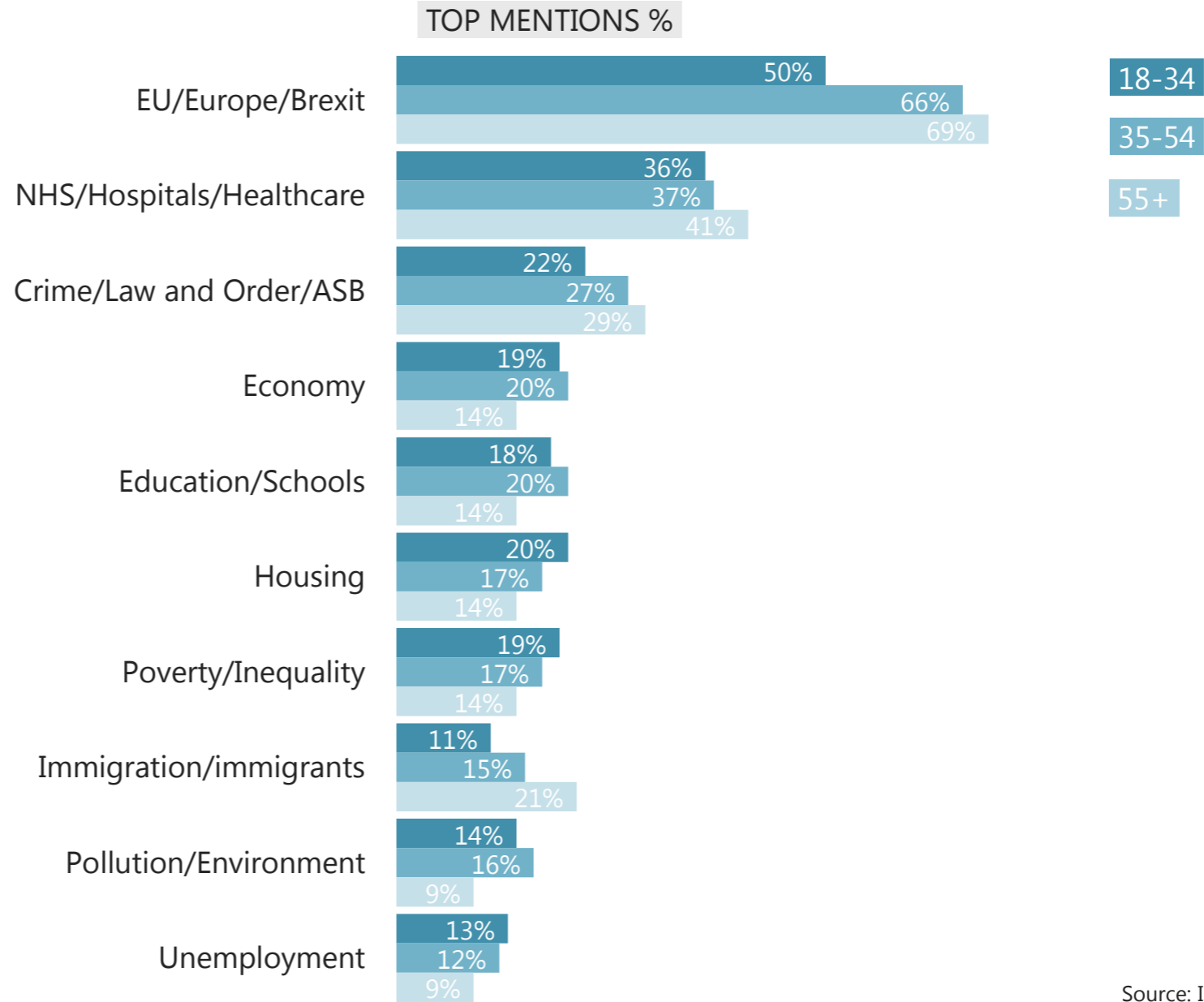


Base: 998 British adults 18+, 2 – 18 November 2018

Source: Ipsos MORI Issues Index

# Age group

WHAT DO YOU SEE  
AS THE MOST/OTHER  
IMPORTANT ISSUES  
FACING BRITAIN TODAY?



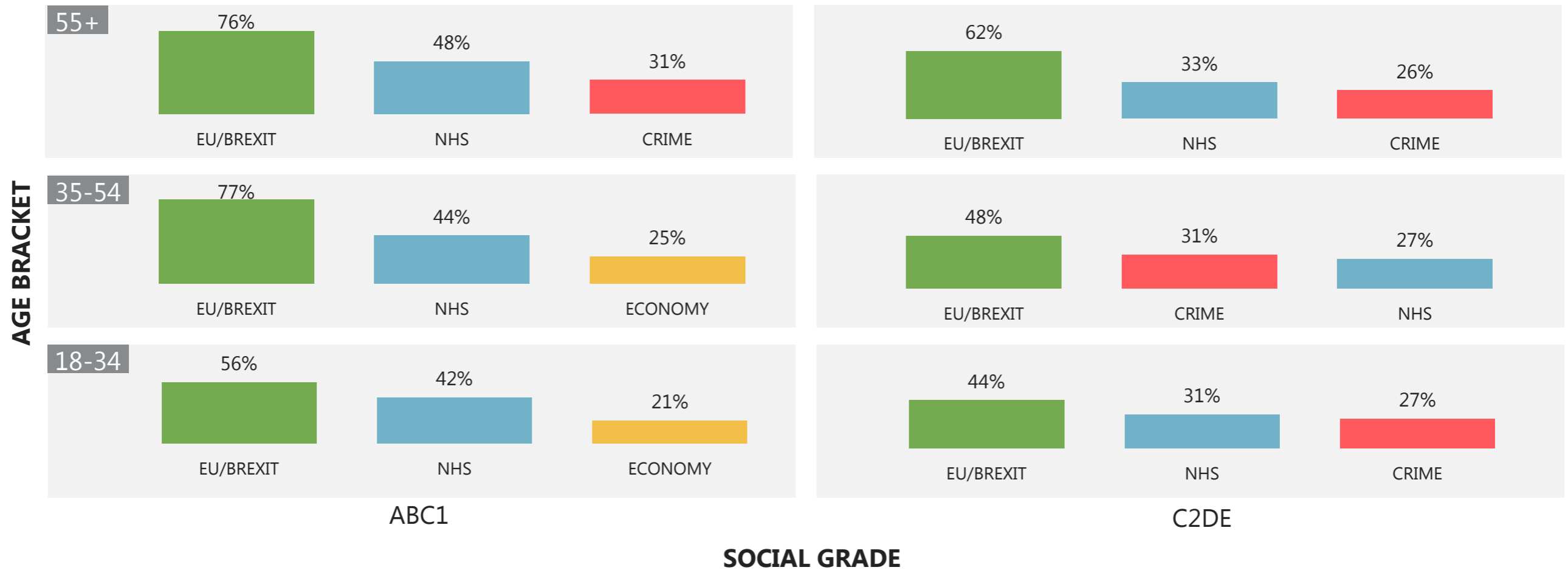
Base: 998 British adults 18+, 2 – 18 November 2018



Source: Ipsos MORI Issues Index

# Age and social grade

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



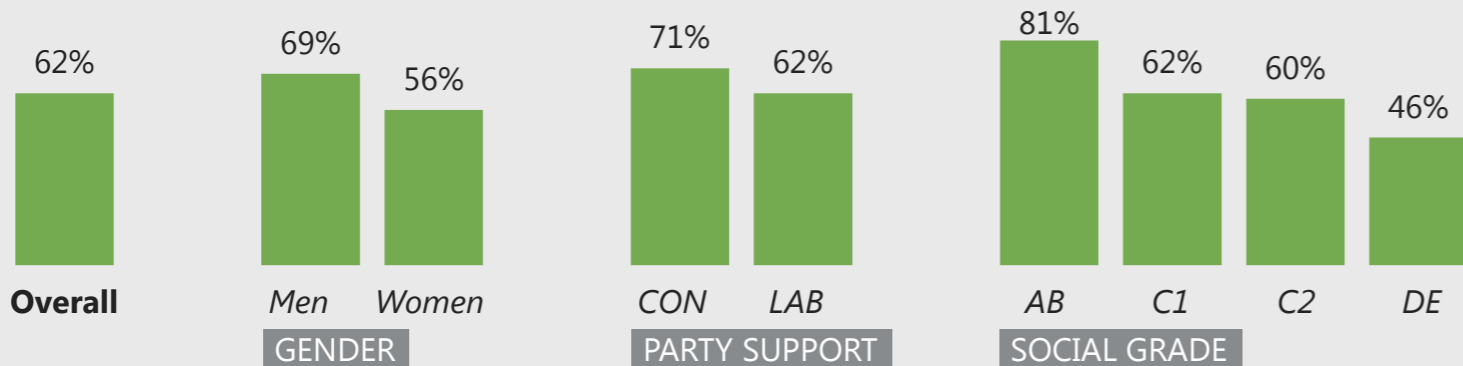
Base: 998 British adults 18+, 2 – 18 November 2018

Source: Ipsos MORI Issues Index

# Concern about Brexit/EU by subgroup

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

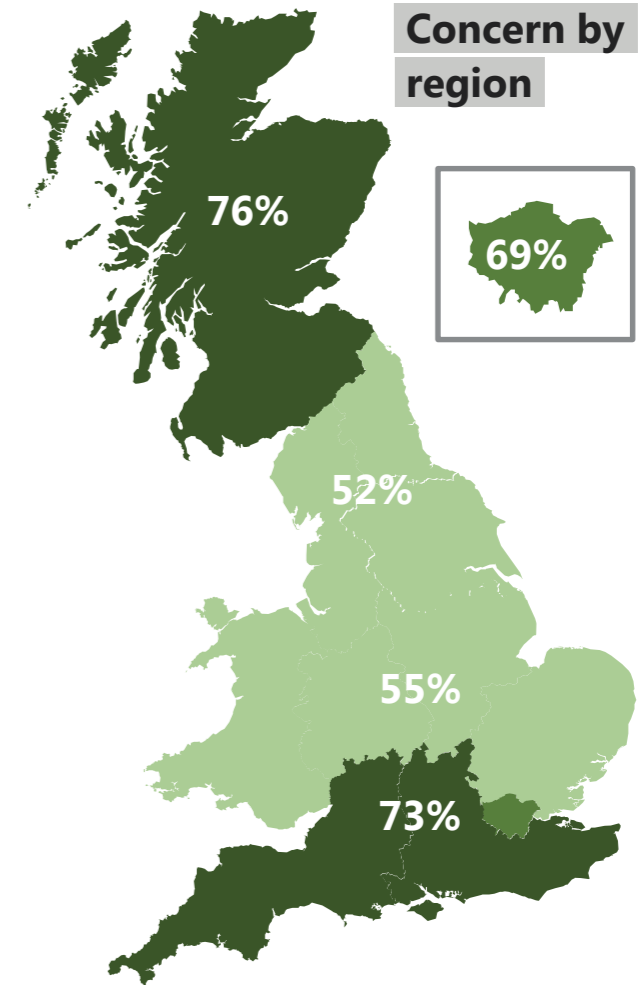
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by key demographic groups:



Base: 998 British adults 18+, 2 – 18 November 2018



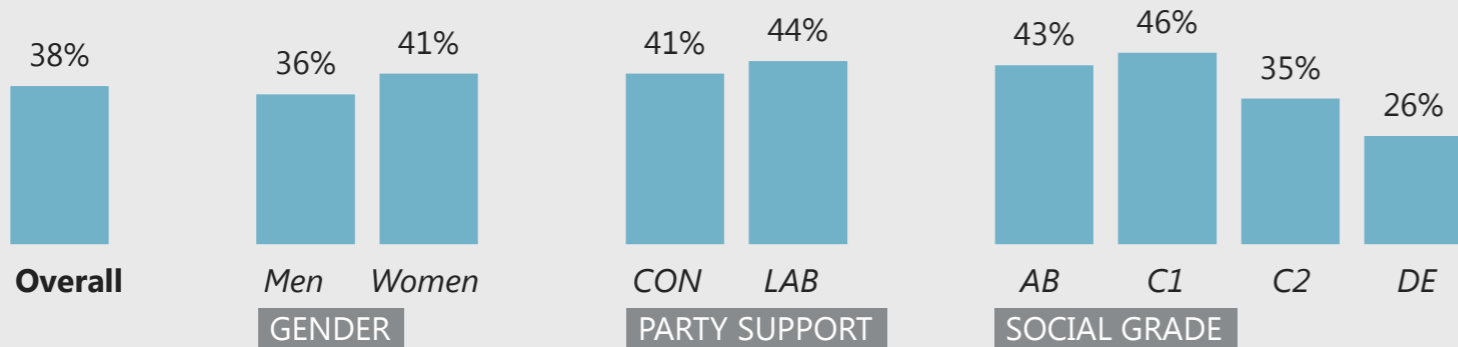
Ipsos MORI Issues Index



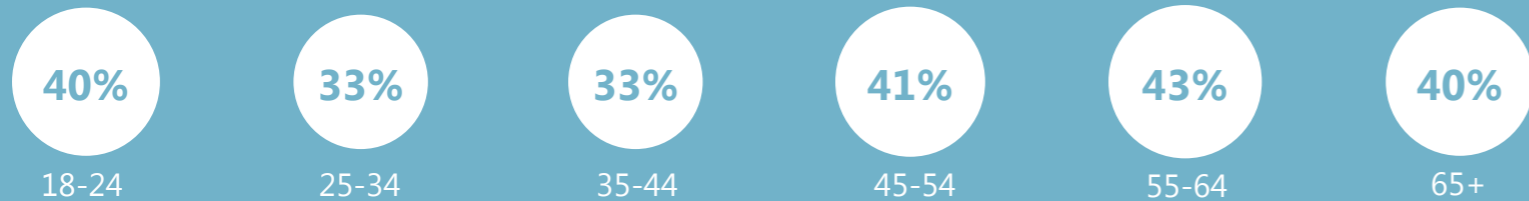
# Concern about the NHS by subgroup

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

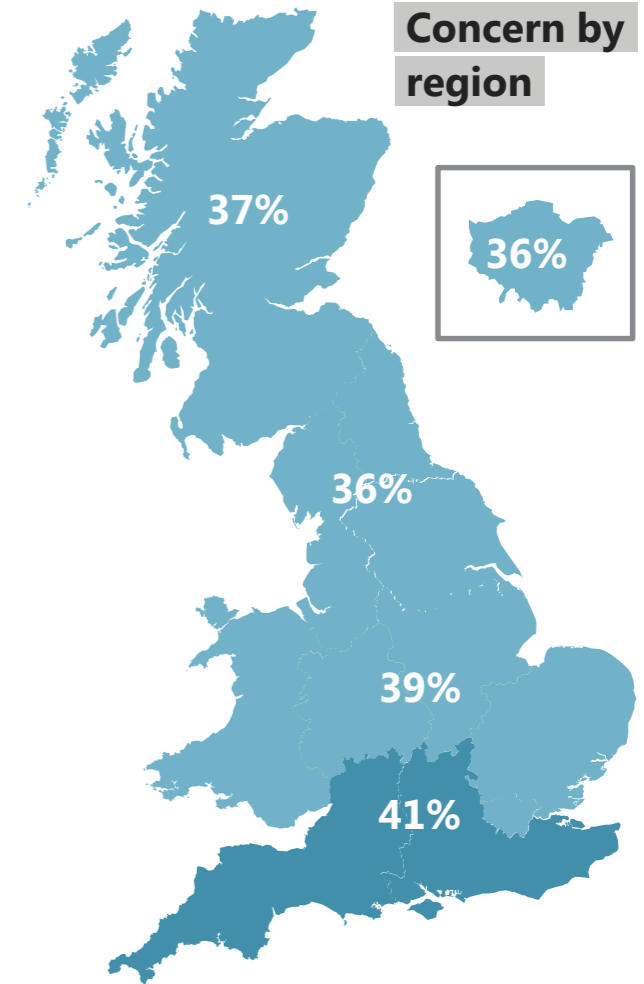
Concern about the NHS by key demographic groups:



Concern about the NHS by key demographic groups:



Base: 998 British adults 18+, 2 – 18 November 2018

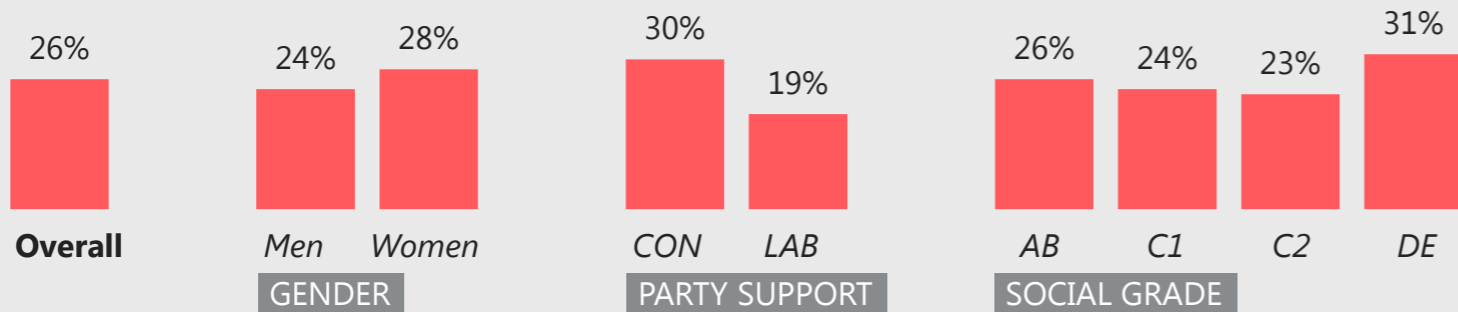


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# Concern about crime by subgroup

## WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

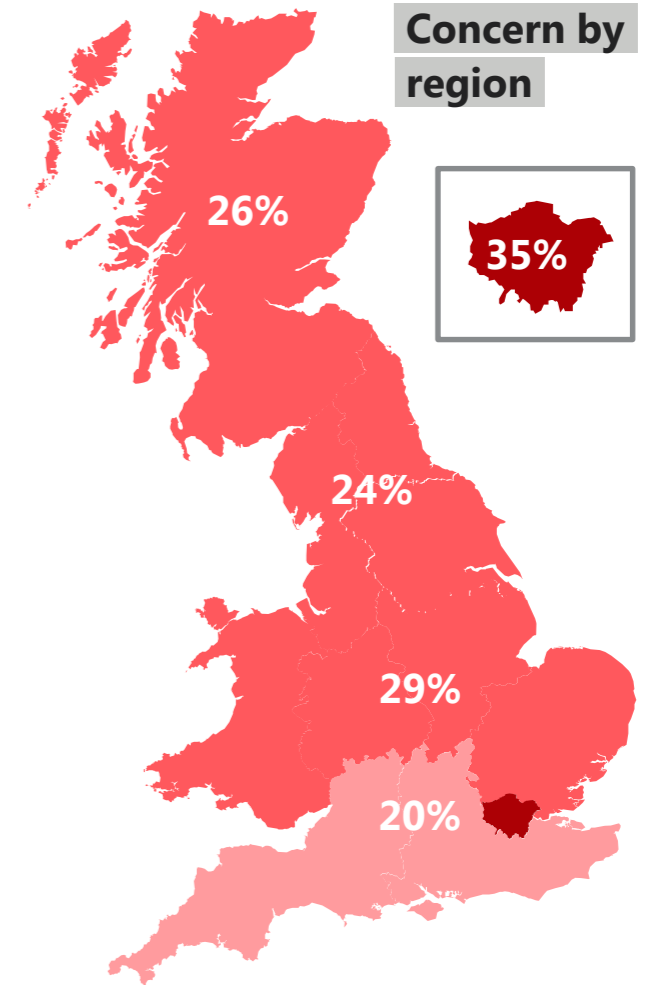
Concern about crime by key demographic groups:



Concern about crime by key demographic groups:



Base: 998 British adults 18+, 2 – 18 November 2018



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# November 2018

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*Michael.Clemence@ipsos.com*

