IPSOS MORI ISSUES INDEX

November 2018

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November 2018

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

**EU/Europe/Brexit** - 62%
- **NHS/Hospitals/Healthcare** - 38%
- **Crime/Law and Order/ASB** - 26%
- **Economy** - 18%
- **Education/Schools** - 17%
- **Housing** - 17%
- **Poverty/Inequality** - 17%
- **Immigration/immigrants** - 16%
- **Pollution/Environment** - 13%
- **Unemployment** - 11%

**TOP MENTIONS %**

**CHANGE SINCE OCT:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU/Europe/Brexit</td>
<td>+3</td>
<td>1</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>-3</td>
<td>2</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>+10</td>
<td>3</td>
</tr>
<tr>
<td>Economy</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>-1</td>
<td>2</td>
</tr>
<tr>
<td>Housing</td>
<td>+1</td>
<td>1</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>+1</td>
<td>1</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>+1</td>
<td>1</td>
</tr>
<tr>
<td>Pollution/Environment</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Unemployment</td>
<td>+1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

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

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

TOP MENTIONS %

- EU/Europe/Brexit: 52%
- NHS/Hospitals/Healthcare: 38%
- Crime/Law and Order/ASB: 26%
- Economy: 18%
- Education/Schools: 17%
- Housing: 17%
- Poverty/Inequality: 17%
- Immigration/immigrants: 16%
- Pollution/Environment: 13%
- Unemployment: 11%

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?

TOP MENTIONS %

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?

Ten Year Trends

TOP MENTIONS %

Source: Ipsos MORI Issues Index

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

Source: Ipsos MORI Issues Index
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?

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

Source: Ipsos MORI Issues Index
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

Report says waiting lists have doubled under Labour

Lowest score since December 1985 (12%)

Highest score since April 2002 (61%)

CAMERON BECOMES PM

VOTE FOR BREXIT: MAY BECOMES PM

Source: Ipsos MORI Issues Index

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

Ipsos MORI Issues Index | Public
Immigration / Immigrants

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

- Border controls relaxed for "A8" EU Countries (Poland, etc.)
- EU Border controls relaxed for Romanians and Bulgarians
- Highest concern ever recorded (56%)
- Lowest score since April 2002 (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
Economy / Economic situation

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

Highest score since 1992; Most important issue for the first time

Global recession and Russian Financial crisis

Sub-prime mortgage crisis in the US

Northern Rock nationalised

Lowest score since December 2007 (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
Unemployment / Factory closure / Lack of industry

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

- Unemployment in Britain rises to 5.5%
- Unemployment falls below 1 million for first time in 25 years
- Minimum wage introduced
- Lowest ever score (5%)
- Lowest score since September 2008 (8%)
- Youth unemployment reaches 1 million

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?

Introduction of university tuition fees; Education the most important issue

Labour’s second term - pledge to improve failing secondary schools

First City Academies introduced

CAMERON BECOMES PM

VOTE FOR BREXIT; MAY BECOMES PM

GE 2017

Lowest score since Dec 1985 (9%)

Highest score since October 2006 (27%)

Source: Ipsos MORI Issues Index

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

- War in Kosovo
- Invasion of Iraq
- “7/7” London Bombing
- UK withdraws from Iraq
- NATO bombing in Libya
- Rise of IS
- Paris attacks and Parliamentary vote for action against IS in Syria
- Parliamentory vote against action in Syria
- London Bridge attack
- VOTE FOR BREXIT: MAY BECOMES PM
- CAMERON BECOMES PM
- NATO bombing in Libya
- London Bridge attack
- GE 2017

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?

Sept 1999: Alastair Darling – “one child in three” living in poverty

January 2005: Make Poverty History campaign launched on New Year’s Day

December 2016: highest recorded score (20%)

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

Source: Ipsos MORI Issues Index
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

Housing

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

Ipsos MORI

Highest score since October 1974 (22%)
Pensions/Social Security/Benefits

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

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

Ipsos MORI Issues Index | Public

Equitable Life sells its non-profit pension annuities

Pensions commission report – “more than 12 million working people are not saving enough for their retirement”

Gordon Brown unveils pension credits

Labour proposes ‘affluence testing’ to exclude the well-off from state benefits

Lowest ever score (3%)
Pollution / Environment

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

- Widespread flooding during wet autumn
- Nine killed in gales across Britain
- Winter flooding and storms
- Highest score since June 2007 (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
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

Party support

<table>
<thead>
<tr>
<th>Issue</th>
<th>CONSERVATIVE SUPPORTERS</th>
<th>LABOUR SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU/Europe/Brexit</td>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Economy</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Housing</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>10%</td>
<td>27%</td>
</tr>
<tr>
<td>Pollution/Environment</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>5%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU/Europe/Brexit</td>
<td>69%</td>
<td>56%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Economy</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Housing</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Pollution/Environment</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>TOP MENTIONS %</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU/Europe/Brexit</td>
<td>71%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>45%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>25%</td>
</tr>
<tr>
<td>Economy</td>
<td>20%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>19%</td>
</tr>
<tr>
<td>Housing</td>
<td>15%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>15%</td>
</tr>
<tr>
<td>Pollution/Environment</td>
<td>18%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>8%</td>
</tr>
</tbody>
</table>

ABC1 | C2DE

Base: 998 British adults 18+, 2 – 18 November 2018
# What do you see as the most/other important issues facing Britain today?

<table>
<thead>
<tr>
<th>Issue</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU/Europe/Brexit</td>
<td>66%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>37%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>29%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>Economy</td>
<td>14%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>20%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Housing</td>
<td>14%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>14%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>21%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Pollution/Environment</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>AGE BRACKET</th>
<th>EU/BREXIT</th>
<th>NHS</th>
<th>CRIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>76%</td>
<td>48%</td>
<td>31%</td>
</tr>
<tr>
<td>35-54</td>
<td>77%</td>
<td>44%</td>
<td>25%</td>
</tr>
<tr>
<td>18-34</td>
<td>56%</td>
<td>42%</td>
<td>21%</td>
</tr>
</tbody>
</table>

| 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:

- Overall: 62%
- Men: 69%
- Women: 56%
- CON: 71%
- LAB: 62%
- AB: 81%
- C1: 62%
- C2: 60%
- DE: 46%

Concern about the EU/Brexit by key demographic groups:

- 18-24: 51%
- 25-34: 49%
- 35-44: 74%
- 45-54: 59%
- 55-64: 69%
- 65+: 69%

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

<table>
<thead>
<tr>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
<th>CON</th>
<th>LAB</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>36%</td>
<td>41%</td>
<td>41%</td>
<td>44%</td>
<td>43%</td>
<td>46%</td>
<td>35%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Concern about the NHS by key demographic groups:

- **Gender**: Overall: 38%; Men: 36%; Women: 41%
- **Party Support**: CON: 41%; LAB: 44%
- **Social Grade**: AB: 43%; C1: 46%; C2: 35%; DE: 26%

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

Ipsos MORI Issues Index
What do you see as the most/other important issues facing Britain today?

Concern about crime by subgroup:

Concern about crime by key demographic groups:

Overall: 26%
Men: 24%
Women: 28%
CON: 30%
LAB: 19%
AB: 26%
C1: 24%
C2: 23%
DE: 31%

Concern by region:

Ipsos MORI Issues Index
IPSOS MORI ISSUES INDEX

November 2018

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Michael.Clemence@ipsos.com