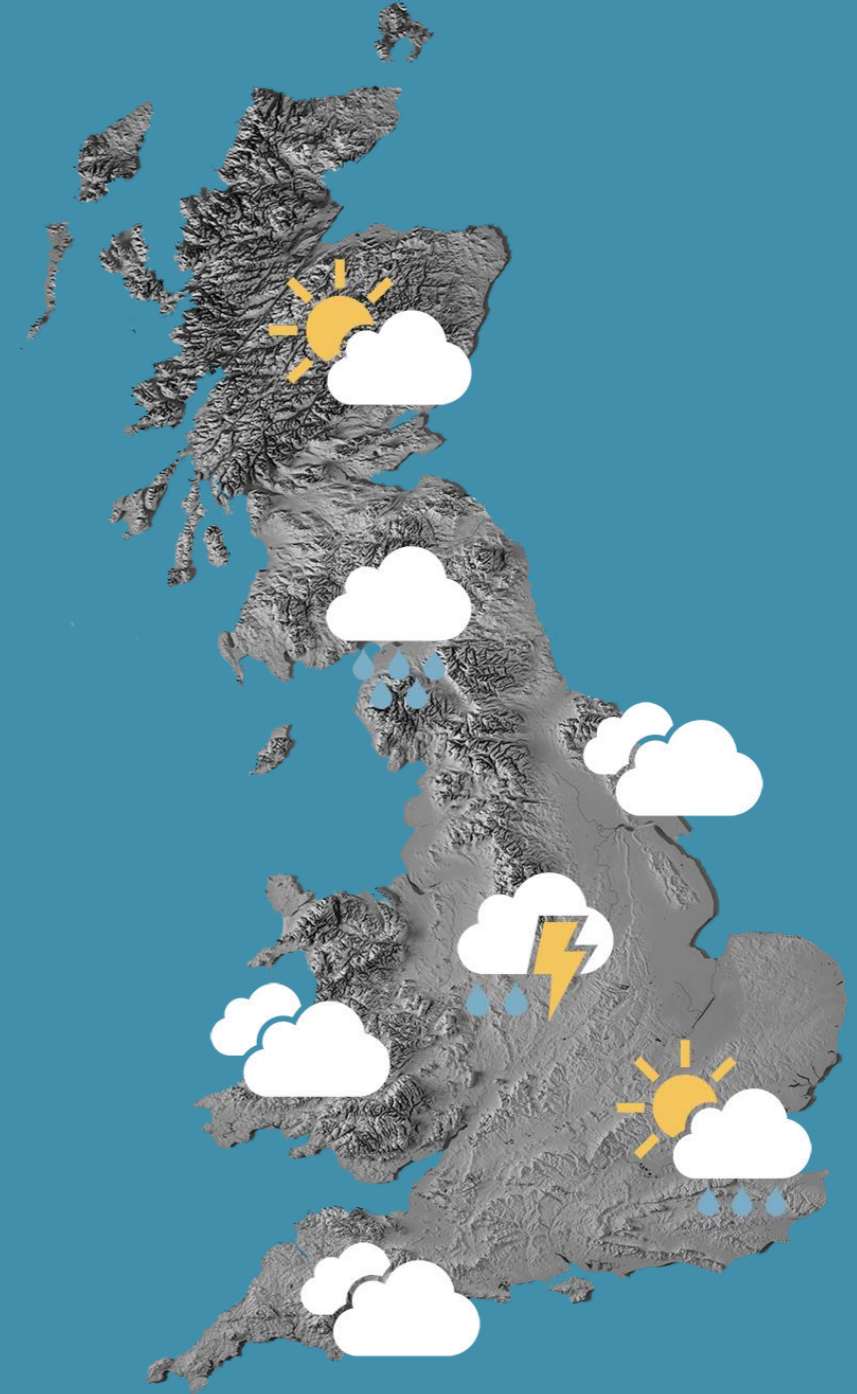


IPSOS MORI ISSUES INDEX

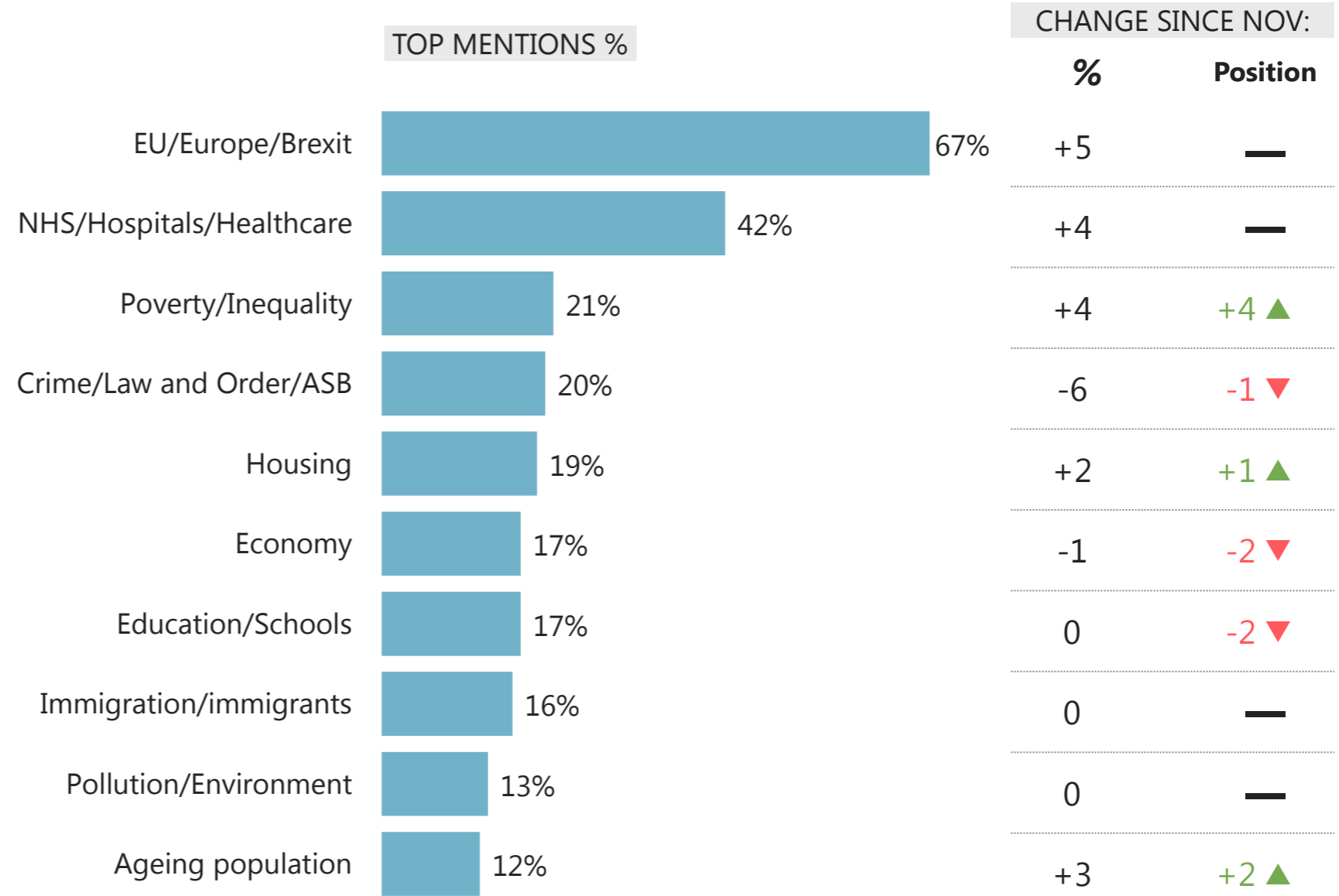
December 2018



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December 2018

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

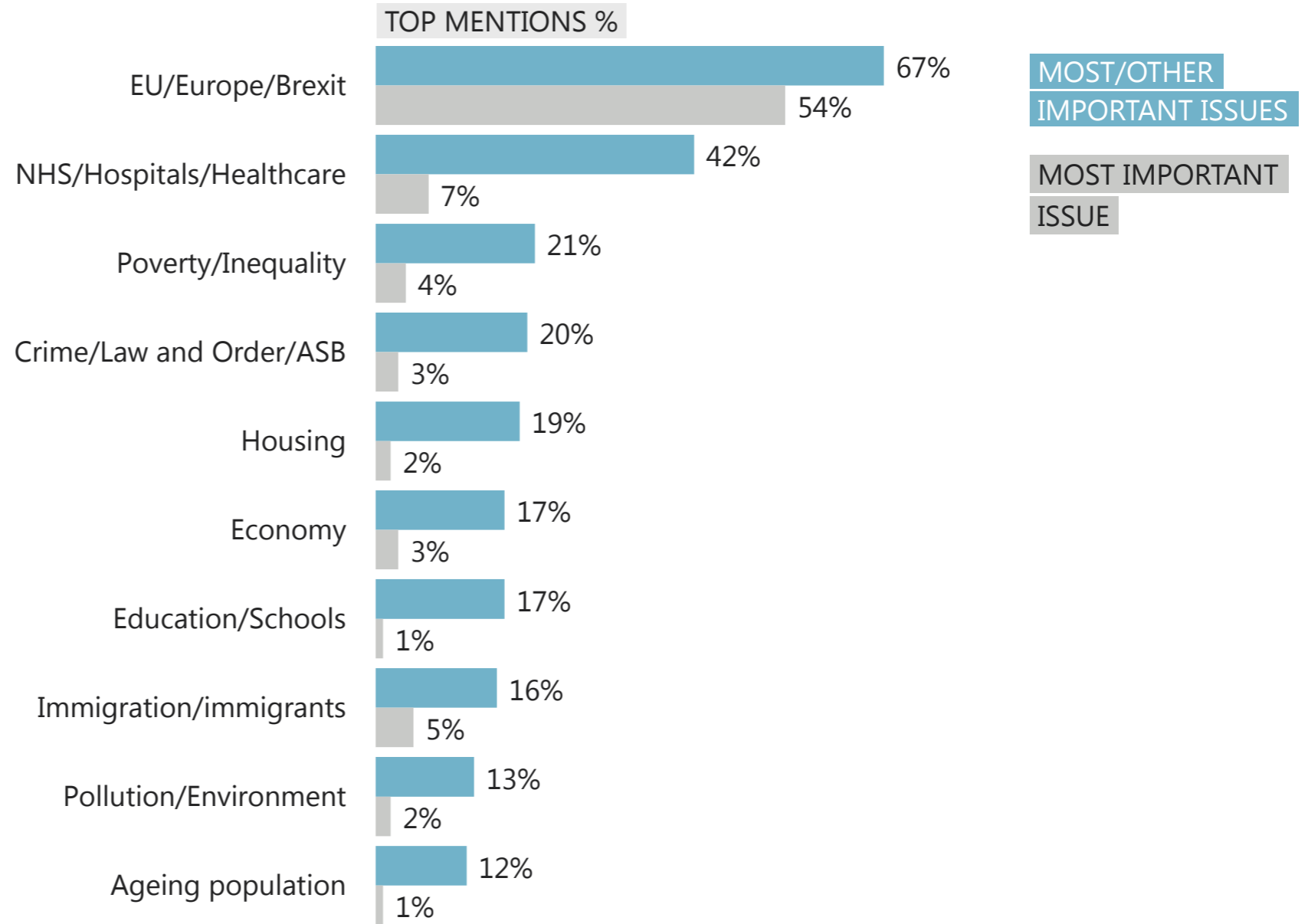


Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

December 2018

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

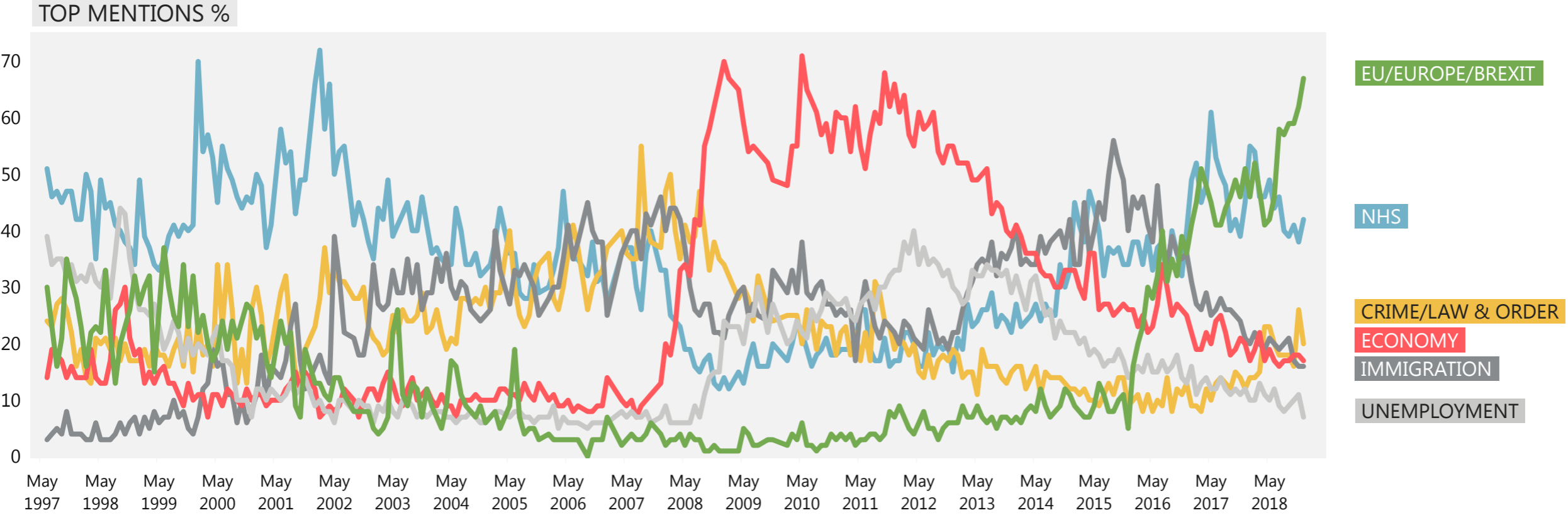


Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

Long term issues trends

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



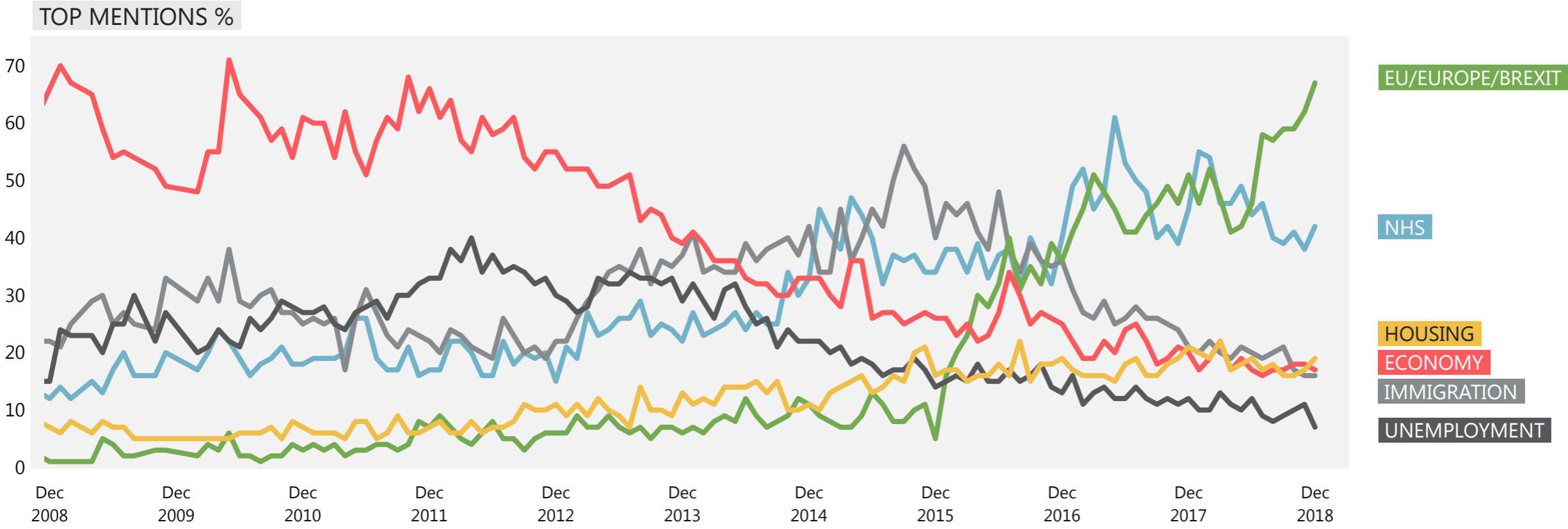
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Ten Year Trends

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



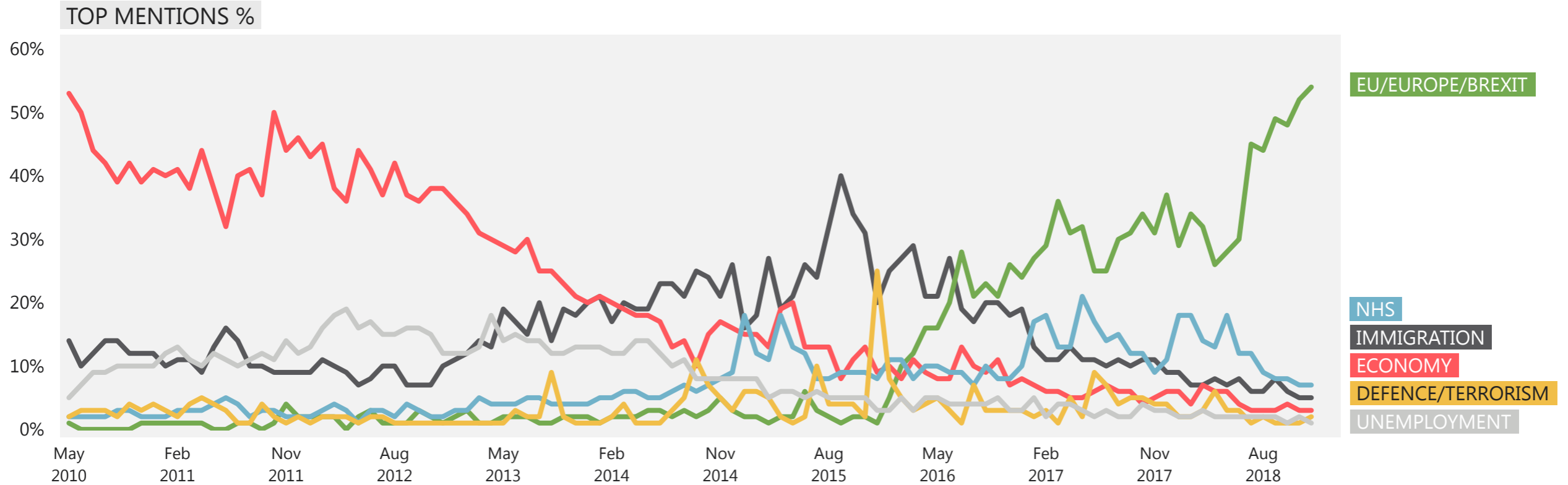
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Single Biggest Issue 2010 - 2018

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

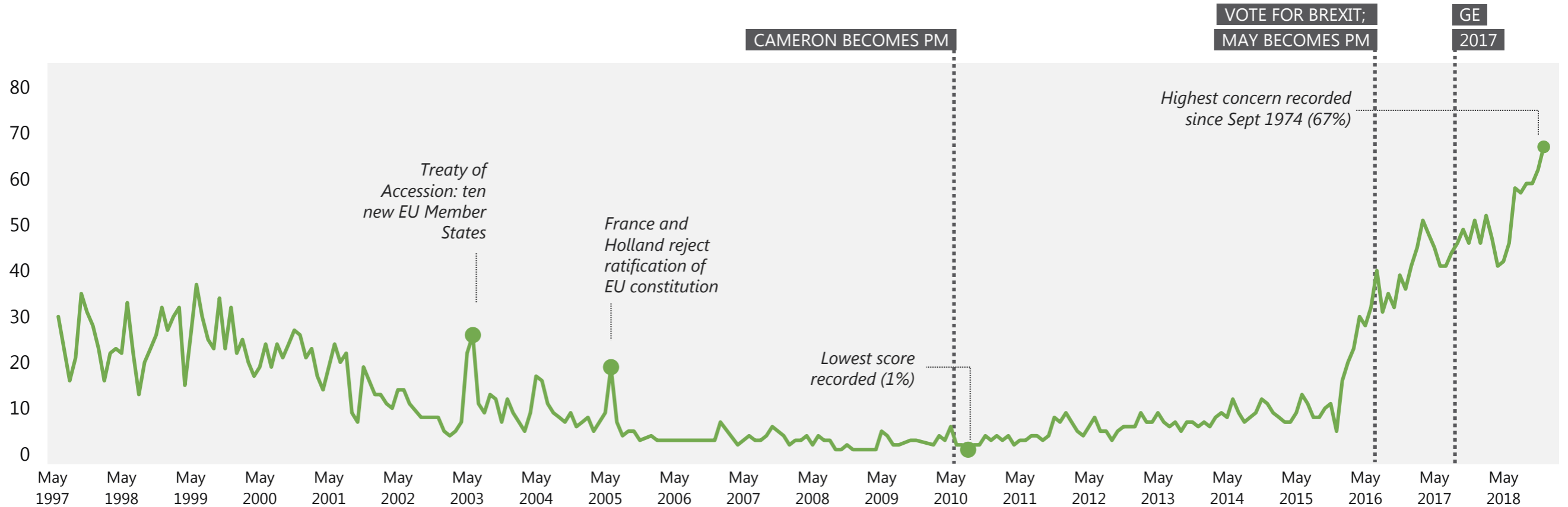


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

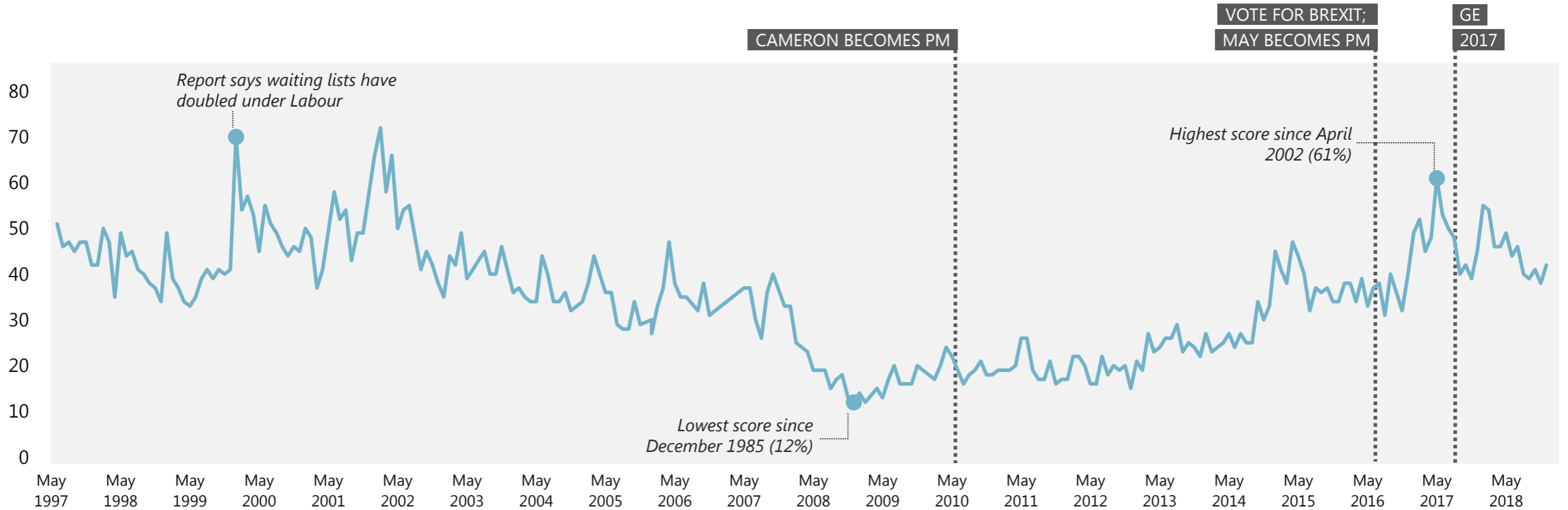


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

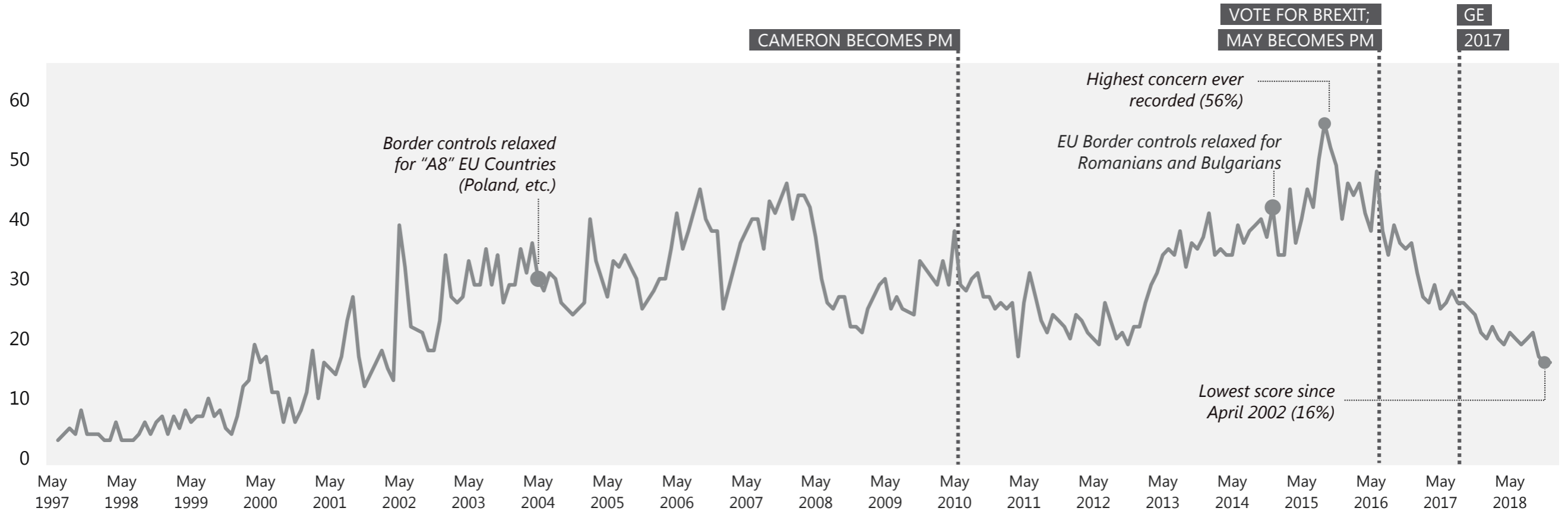


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

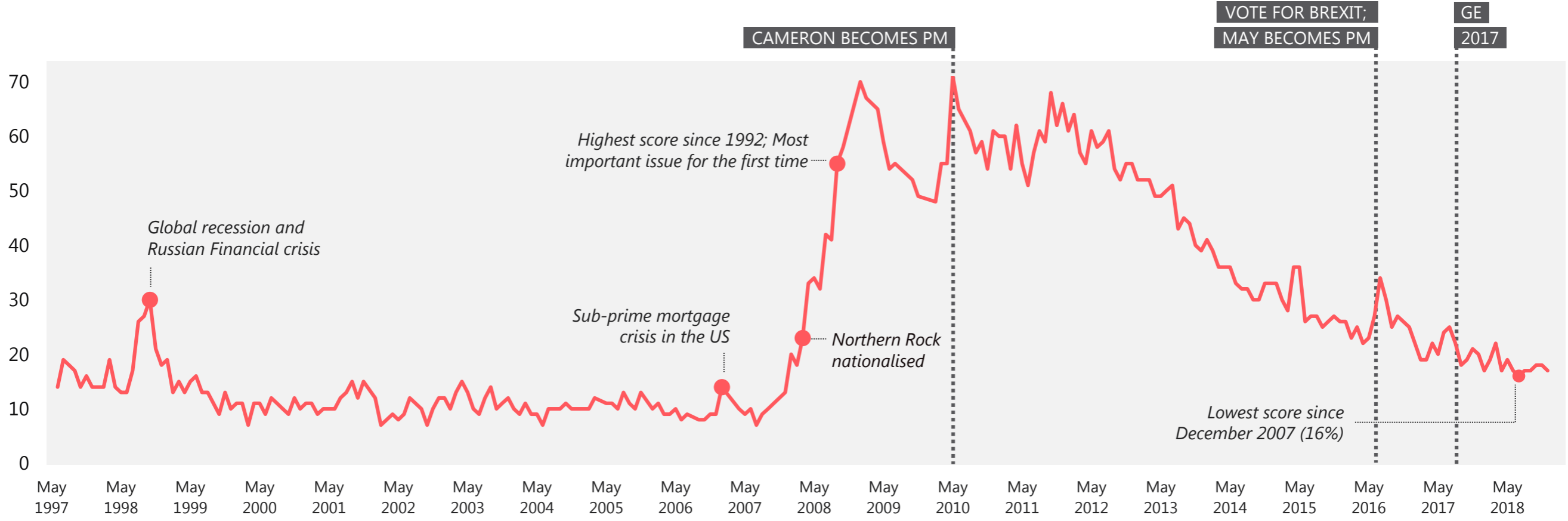


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Economy / Economic situation

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



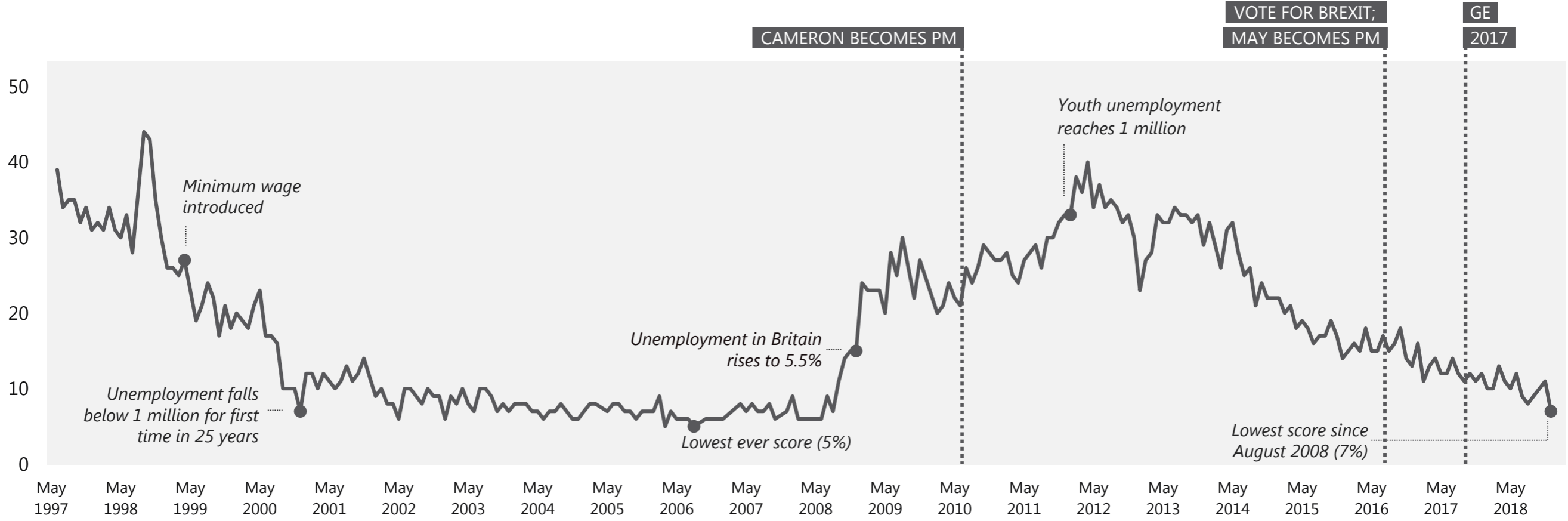
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Unemployment / Factory closure / Lack of industry

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



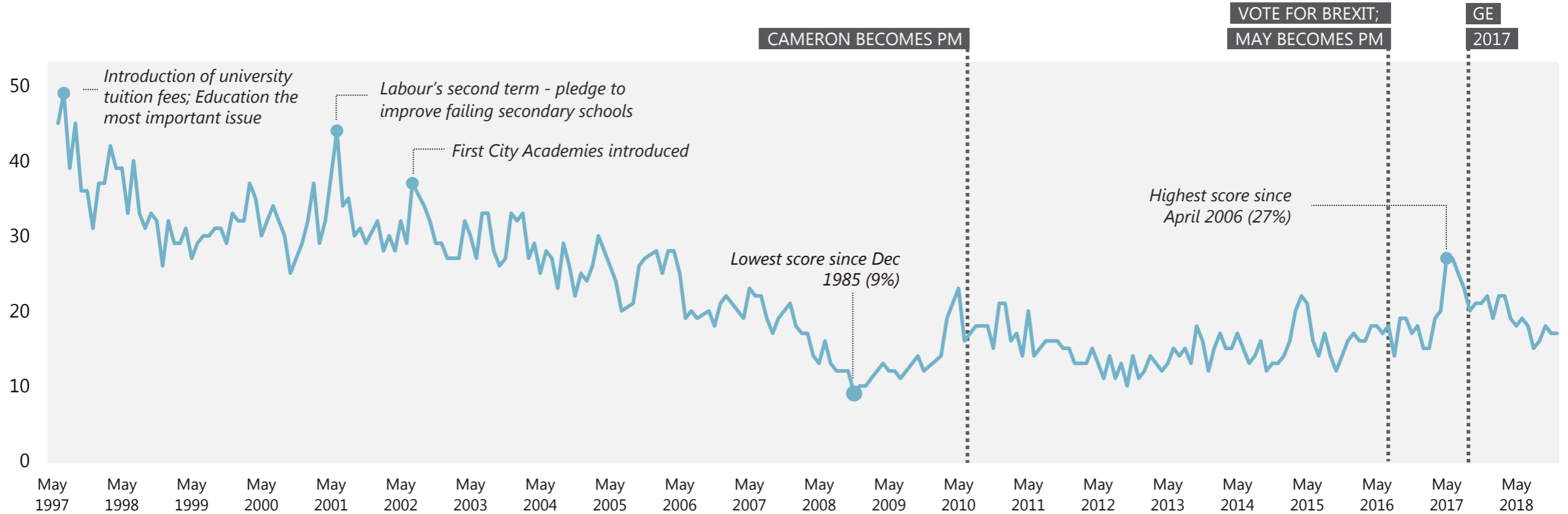
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Education / Schools

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

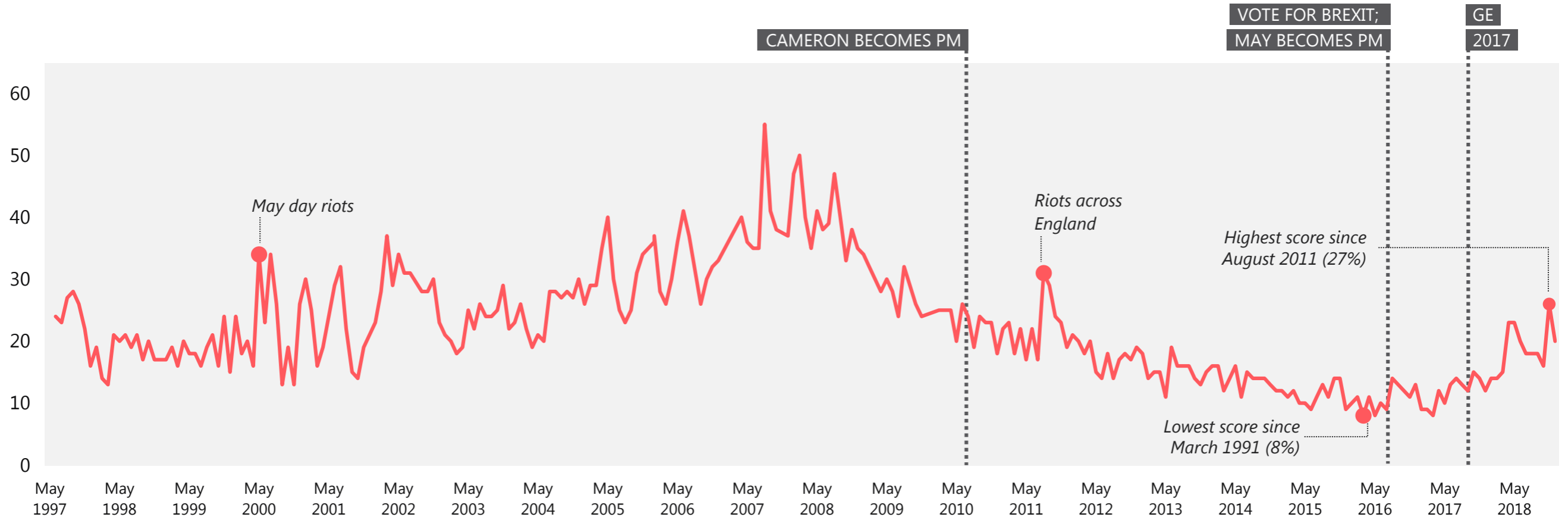


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

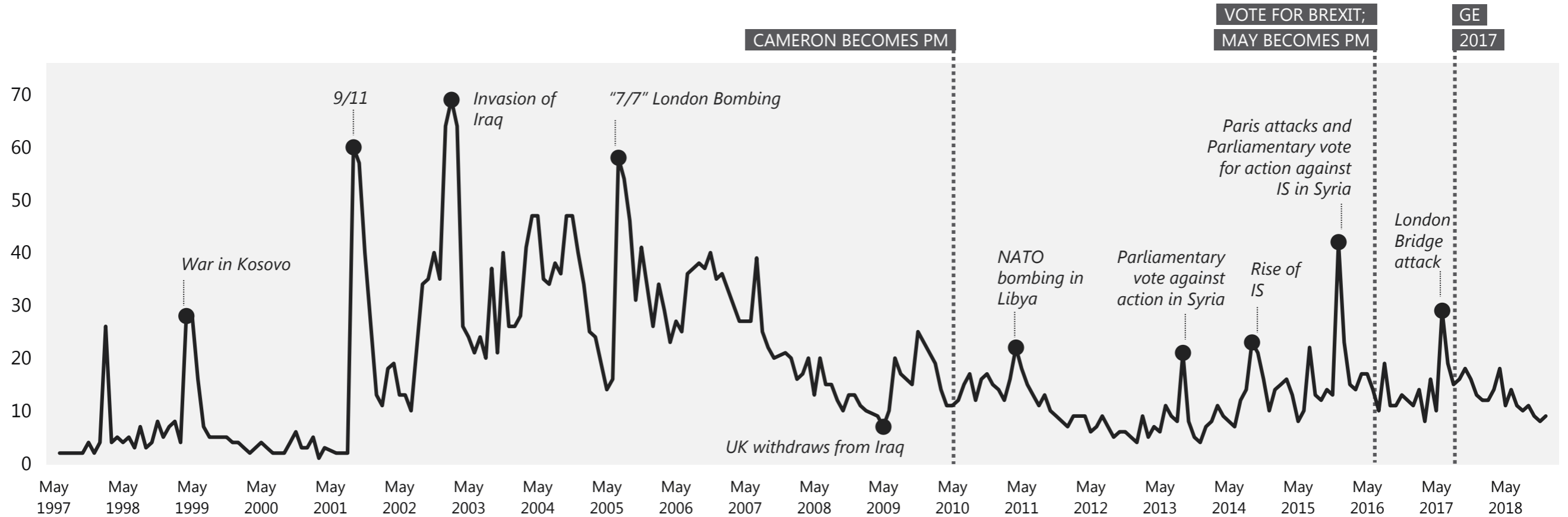


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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



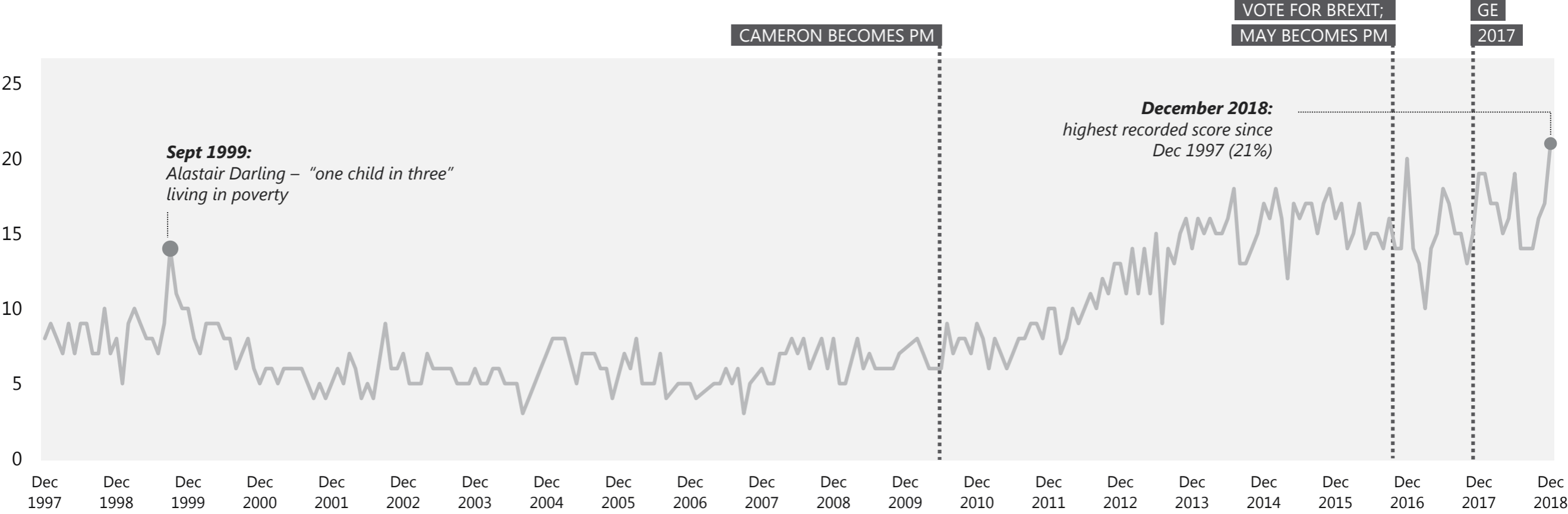
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Poverty/inequality

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



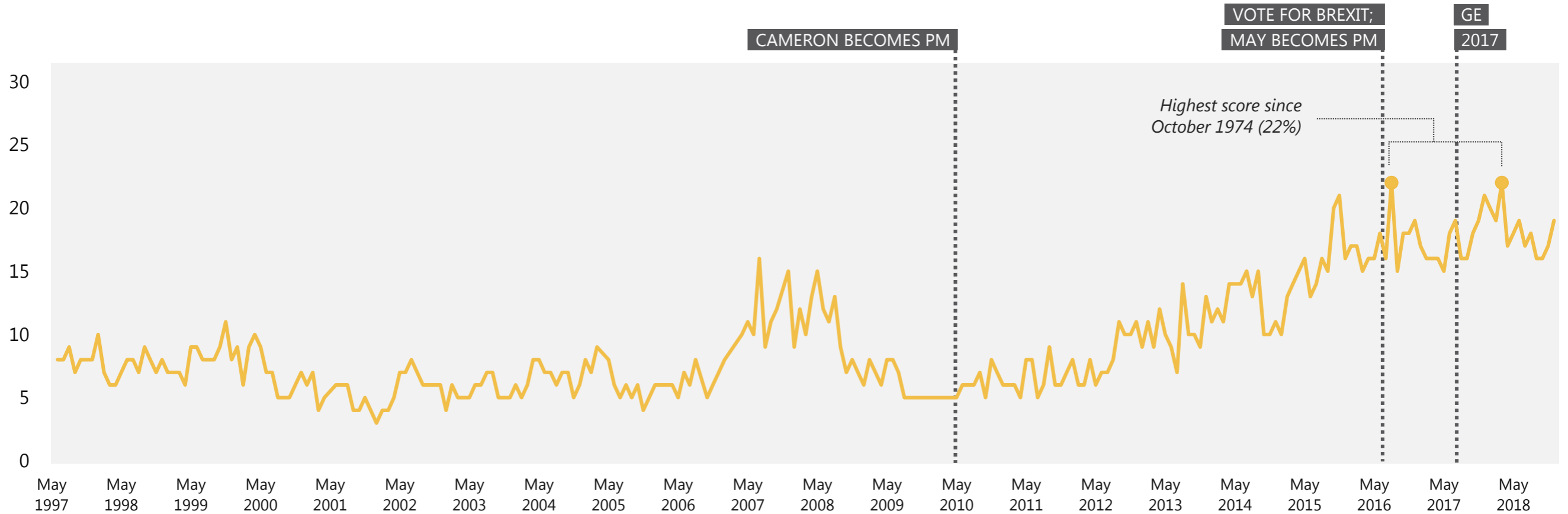
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Housing

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

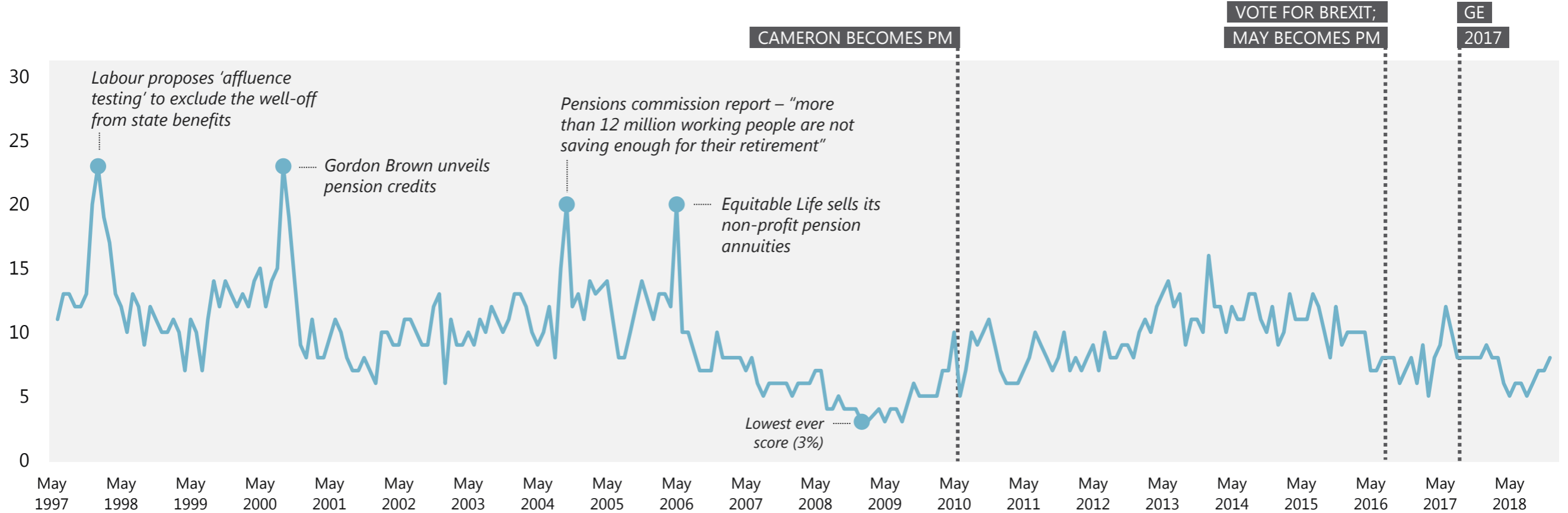


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Pensions/Social Security/Benefits

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

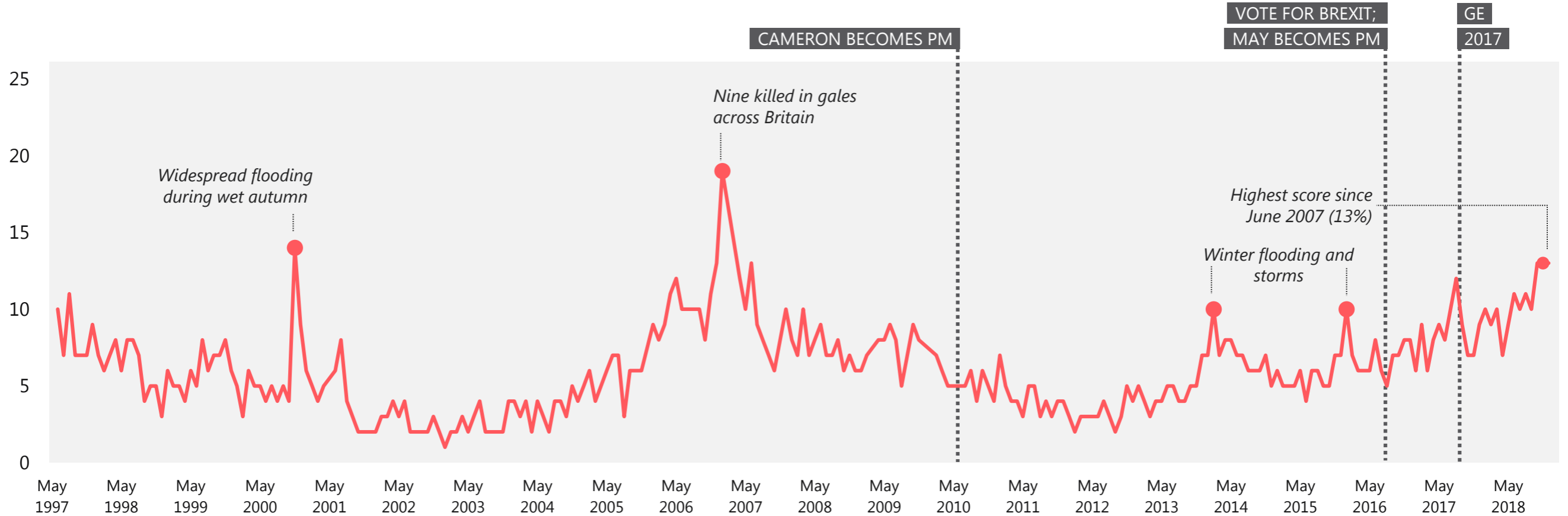


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Pollution / Environment

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

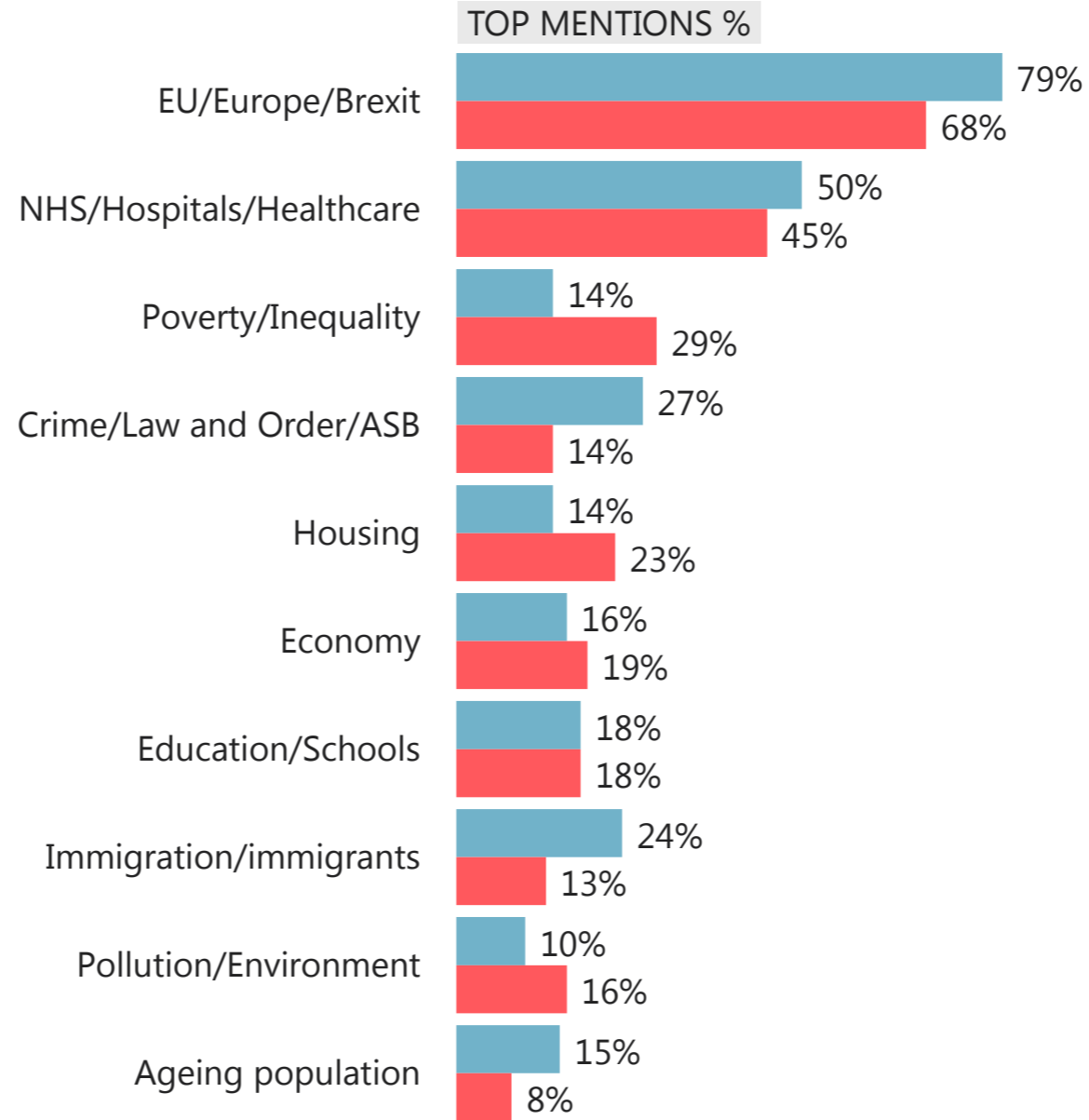


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Party support

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



CONSERVATIVE
SUPPORTERS

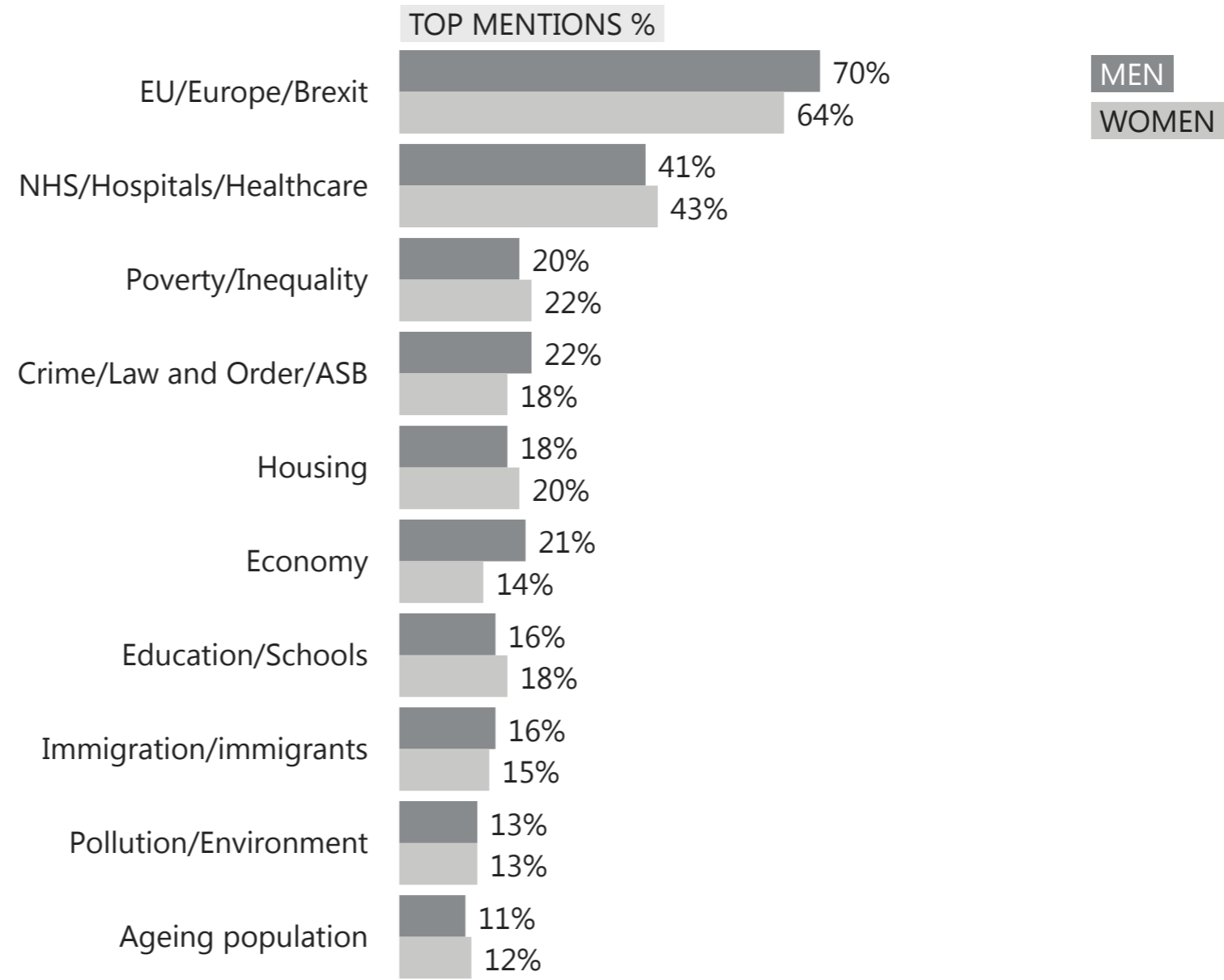
LABOUR
SUPPORTERS

Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

Men and women

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

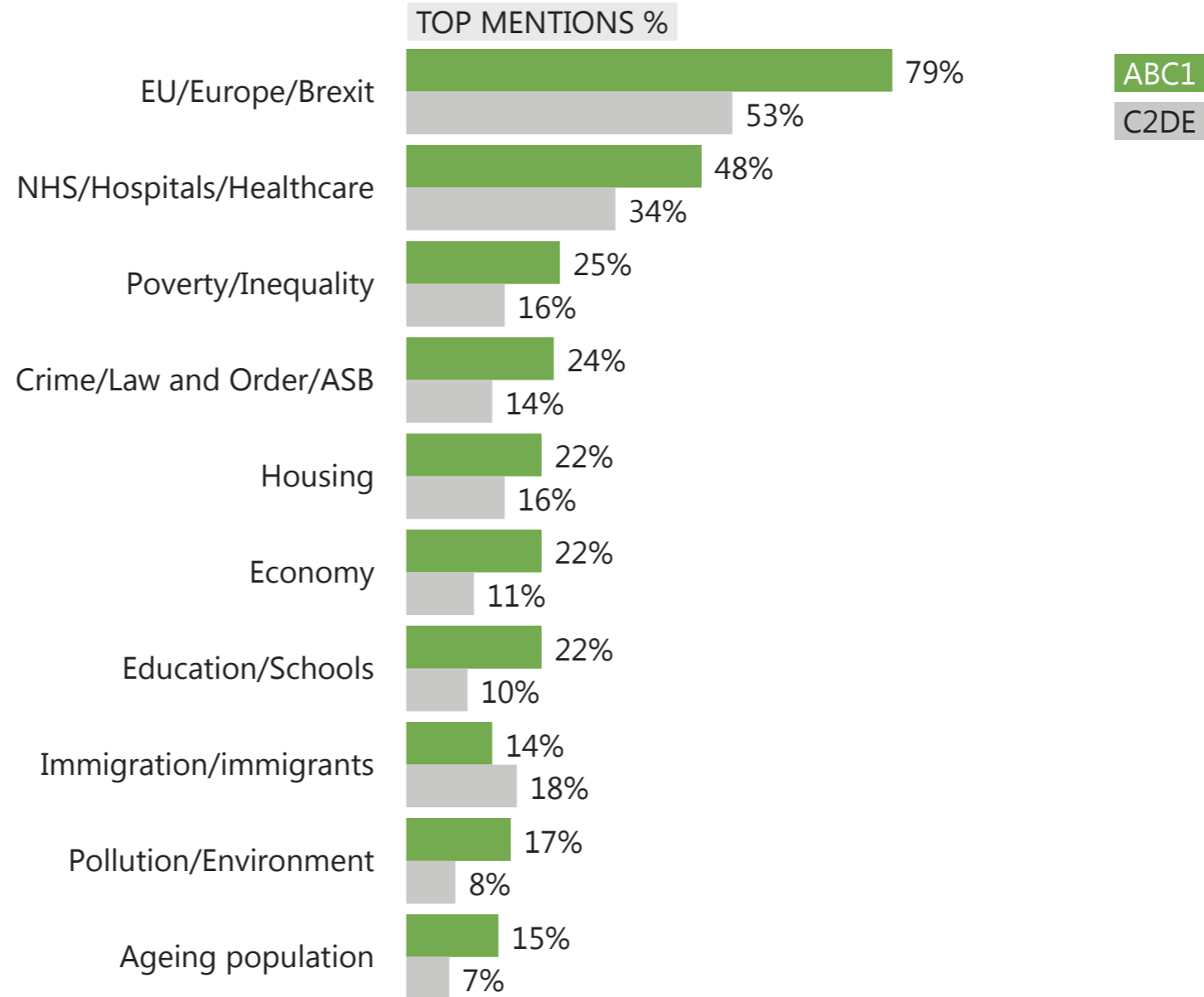


Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

Social grade

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

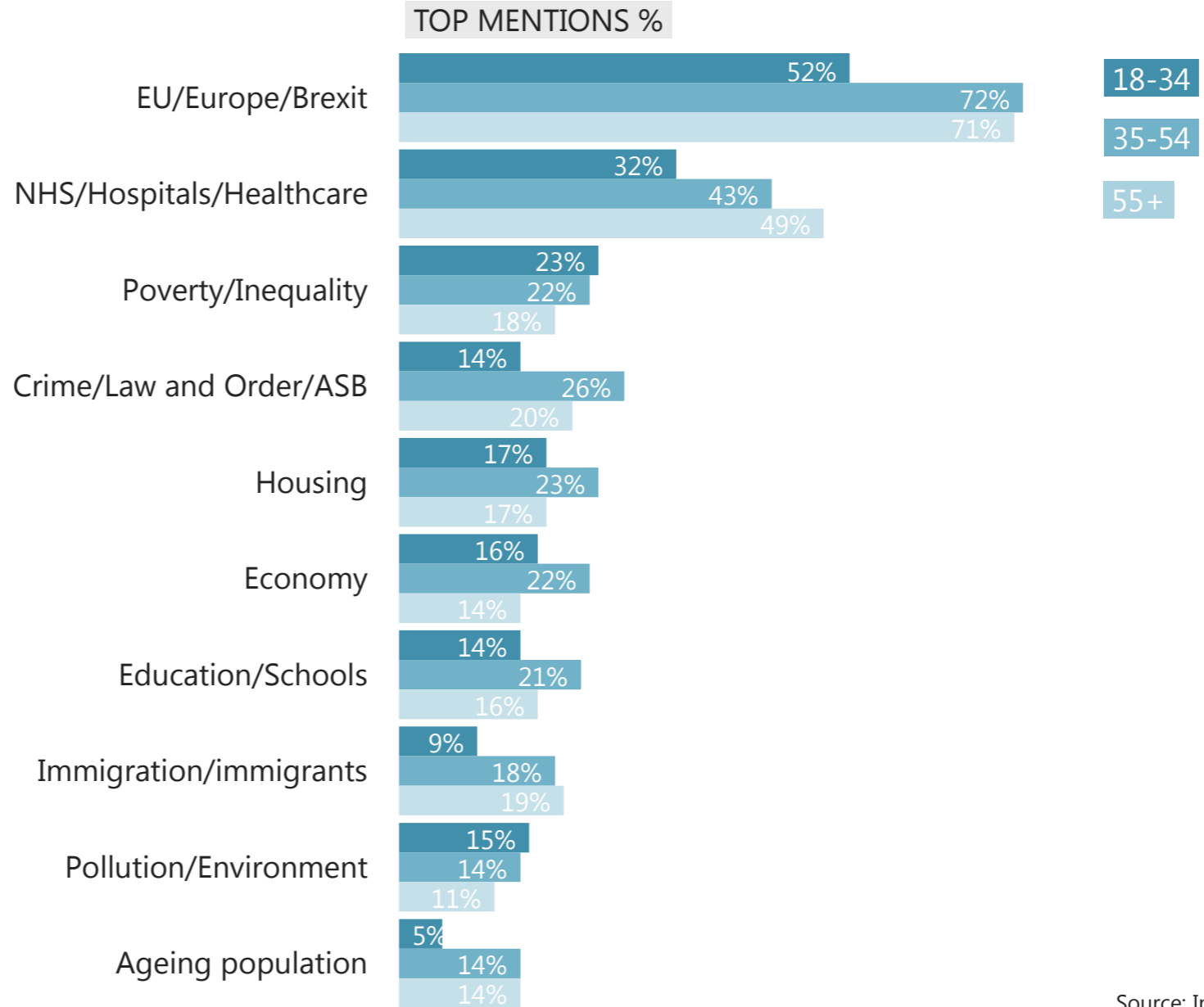


Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

Age group

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



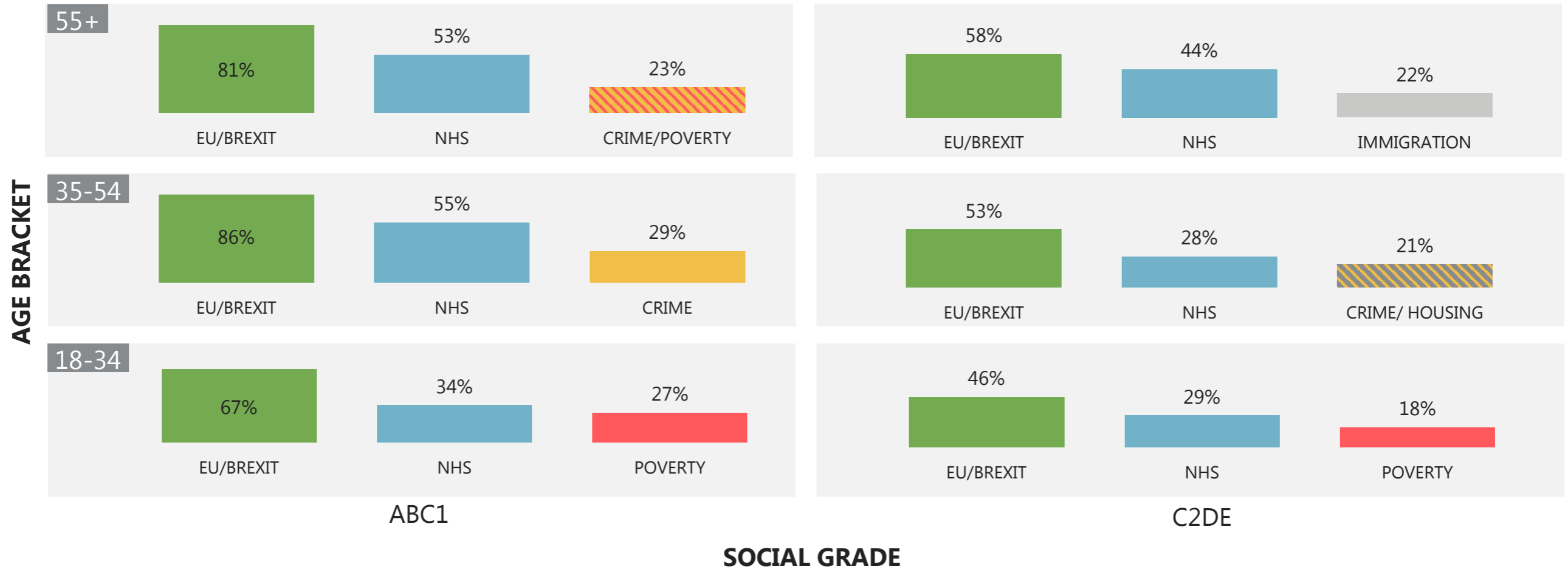
Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index



Age and social grade

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



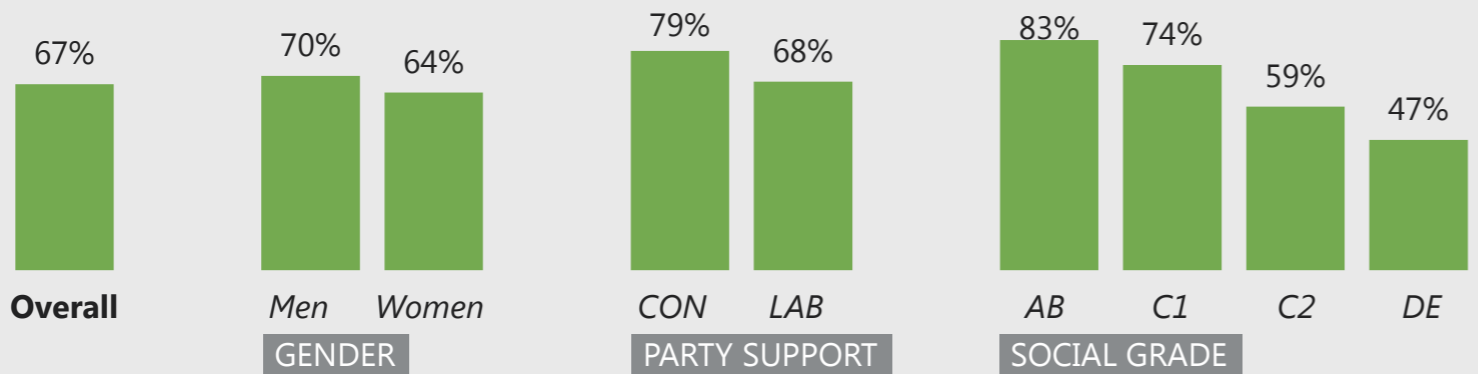
Base: 971 British adults 18+, 7 – 20 December 2018

Source: Ipsos MORI Issues Index

Concern about Brexit/EU by subgroup

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

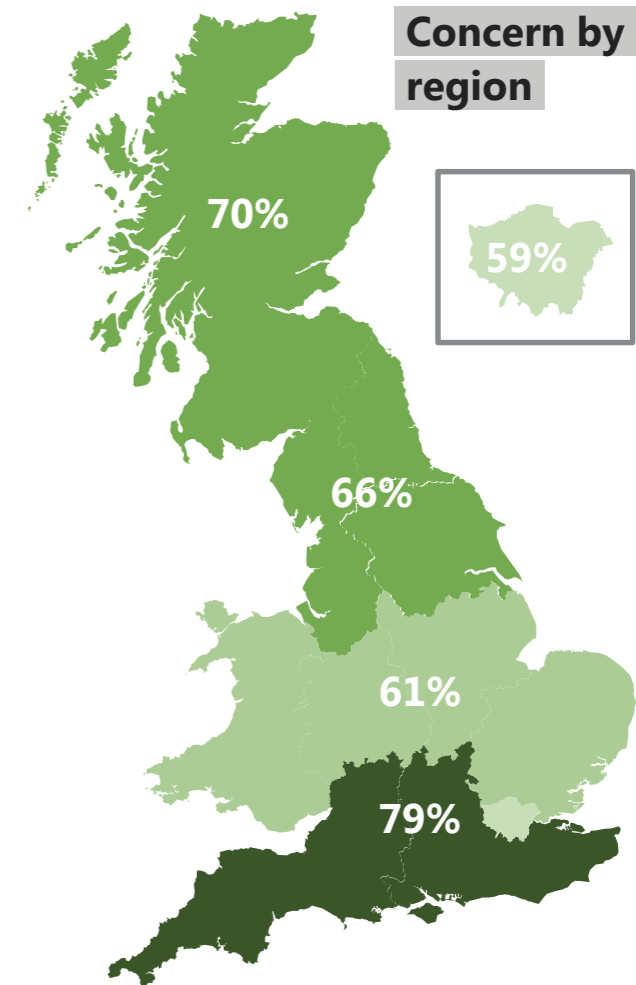
Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age:



Base: 971 British adults 18+, 7 – 20 December 2018

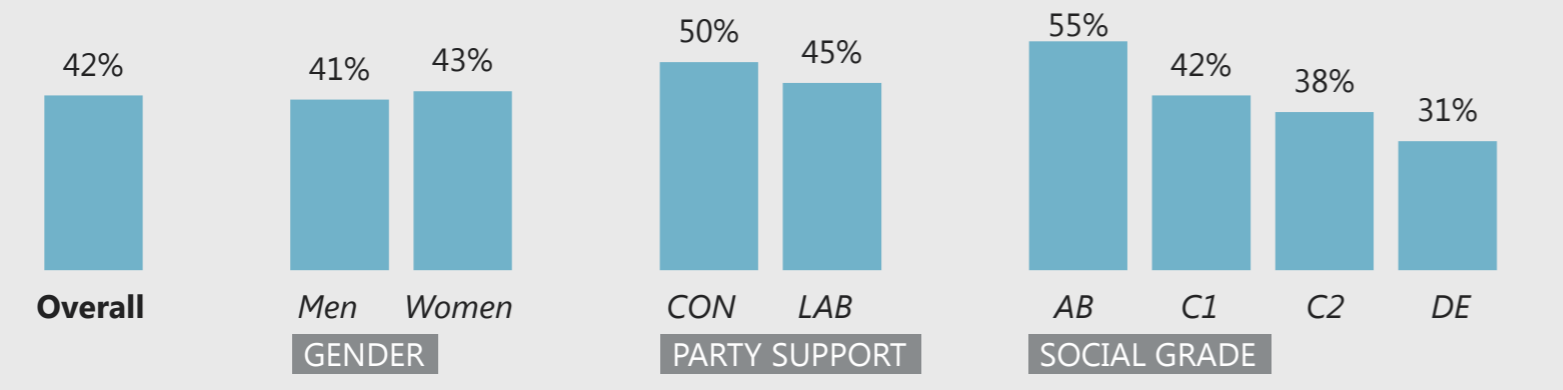


Ipsos MORI Issues Index

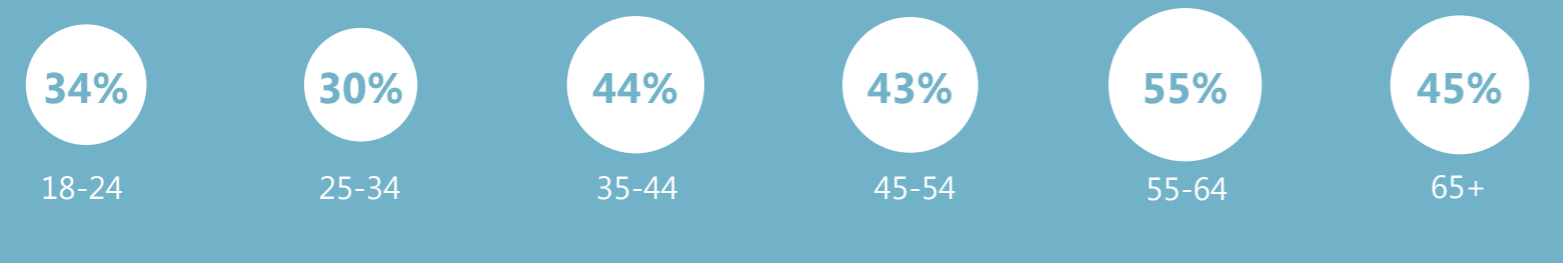
Concern about the NHS by subgroup

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

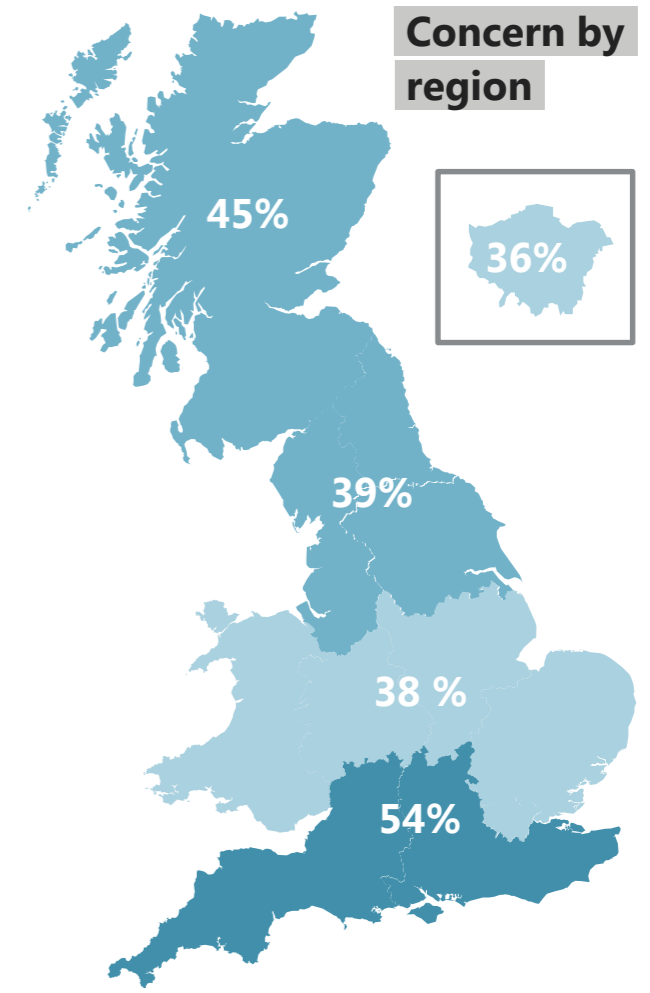
Concern about the NHS by key demographic groups:



Concern about the NHS by age:



Base: 971 British adults 18+, 7 – 20 December 2018

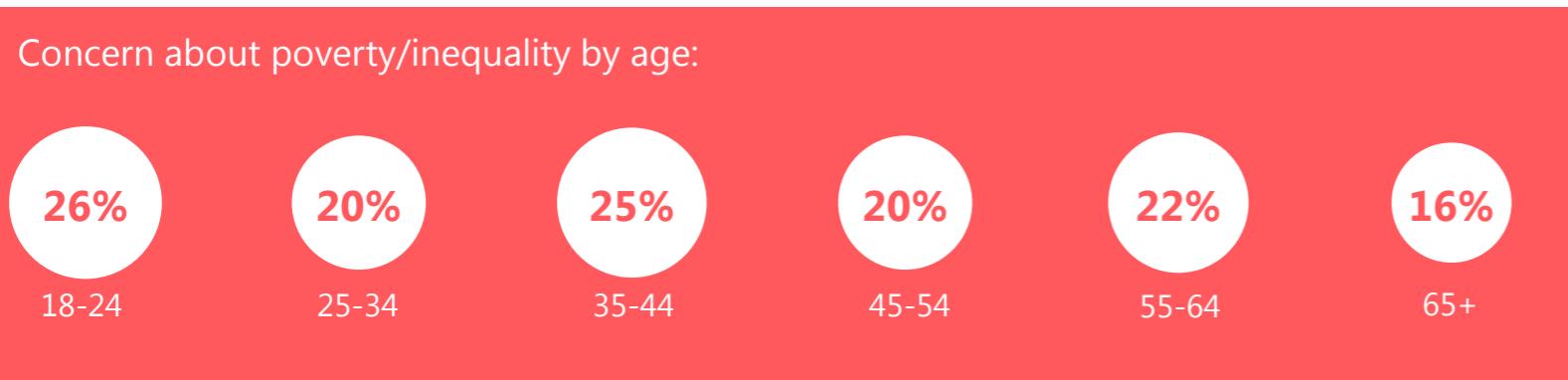
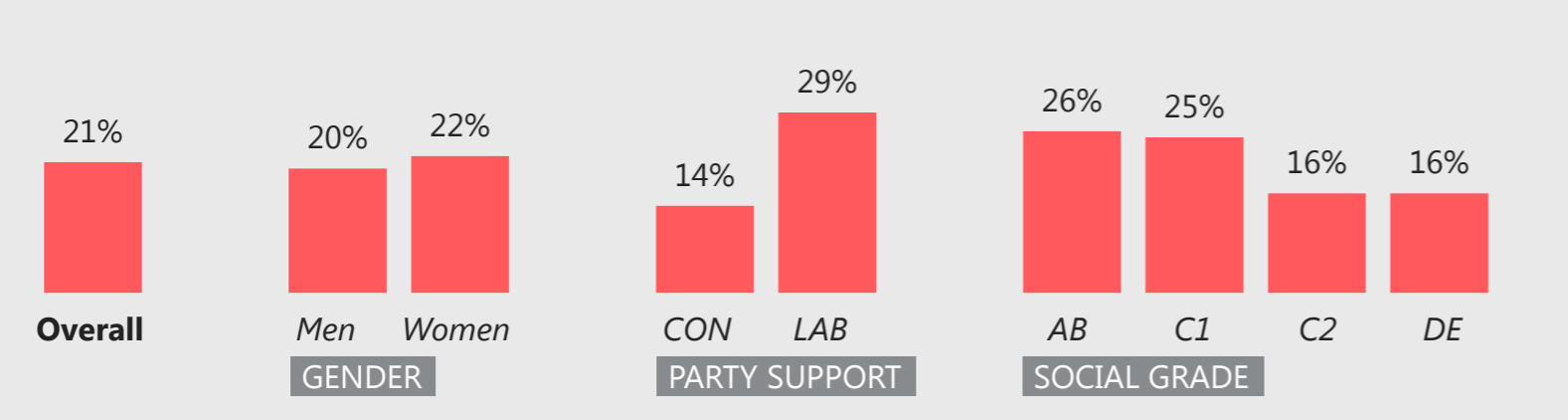


Ipsos MORI Issues Index

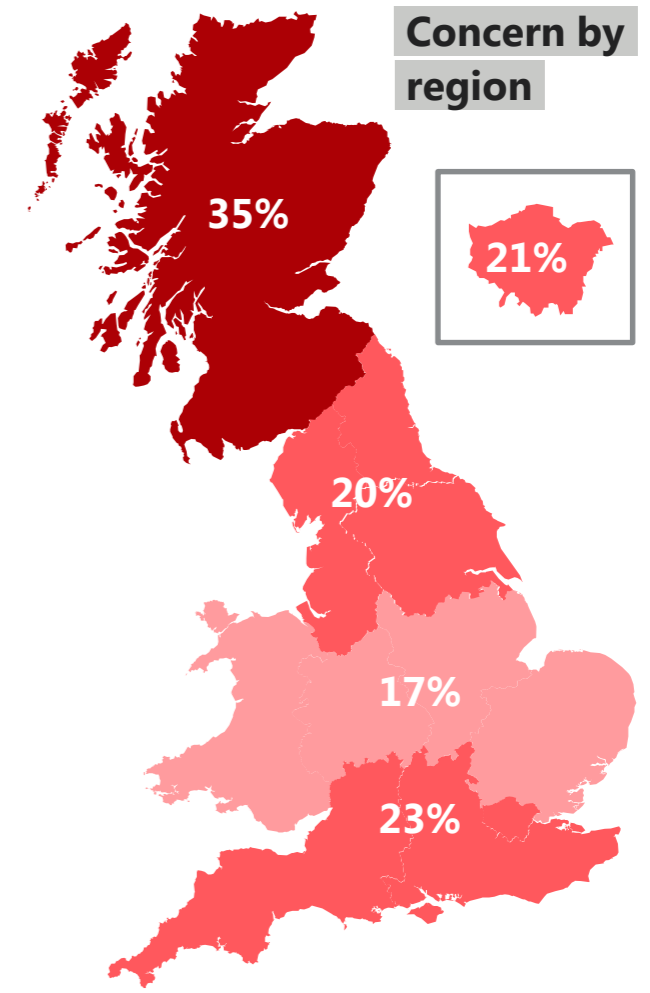
Concern about poverty/inequality by subgroup

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

Concern about poverty/inequality by key demographic groups:



Base: 971 British adults 18+, 7 – 20 December 2018



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December 2018

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Michael.Clemence@ipsos.com

