March 2019
March 2019

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

Common Market/Brexit/EU/Europe 68%
NHS/Hospitals/Healthcare 32%
Crime/Law and Order/ASB 29%
Immigration/immigrants 21%
Housing 18%
Economy 18%
Poverty/Inequality 17%
Education/Schools 17%
Pollution/environment 13%
Lack of faith in politics/politicians/government 13%

Base: 972 British adults 18+, 1 – 13 March 2019

Source: Ipsos MORI Issues Index
March 2019

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

March 2019

Most/Other Important Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top Mentions %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>68%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>52%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>32%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>29%</td>
</tr>
<tr>
<td>Housing</td>
<td>21%</td>
</tr>
<tr>
<td>Economy</td>
<td>18%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>17%</td>
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<td>17%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: 972 British adults 18+, 1 – 13 March 2019

Source: Ipsos MORI Issues Index
Growing concerns

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
Growing concerns – beneath the headlines

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
Ipsos MORI Issues Index | Public

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
WHAT DO YOU SEE AS THE MOST IMPORTANT ISSUE 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
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

Lowest score recorded (1%)

France and Holland reject ratification of EU constitution

Treaty of Accession: ten new EU Member States

Highest concern recorded since Sept 1974 (71%)

VOTE FOR BREXIT: MAY BECOMES PM

CAMERON BECOMES PM

GE 2017


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

Report says waiting lists have doubled under Labour

Lowest score since December 1985 (13%)

Highest score since April 2002 (61%)

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?

Border controls relaxed for “A8” EU Countries (Poland, etc.)

Highest concern ever recorded (56%)

EU Border controls relaxed for Romanians and Bulgarians

Lowest score since April 2002 (15%)

CAMERON BECOMES PM

VOTE FOR BREXIT; MAY BECOMES PM

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

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

Economy / Economic situation

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
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
Schools / Education

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
Lowest score since Dec 1985 (9%)

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
Crime / Law & Order / Violence / Vandalism / ASB

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 Objects | Public
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

VOTE FOR BREXIT;
MAY BECOMES PM

GE 2017

Paris attacks and Parliamentary vote for action against IS in Syria

Rise of IS

London Bridge attack

NATO bombing in Libya

Parliamentary vote against action in Syria

UK withdraws from Iraq

War in Kosovo

Invasion of Iraq

“7/7” London Bombing

9/11

May 1997
May 1998
May 1999
May 2000
May 2001
May 2002
May 2003
May 2004
May 2005
May 2006
May 2007
May 2008
May 2009
May 2010
May 2011
May 2012
May 2013
May 2014
May 2015
May 2016
May 2017
May 2018

Source: Ipsos MORI Issues Index
Poverty/inequality

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

Poverty:

- **Sept 1999:** Alastair Darling – “one child in three” living in poverty
- **December 2018:** highest recorded score since December 1997 (21%)

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/OFFER 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

Ipsos MORI
Pensions/Social Security/Benefits

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

- Labour proposes ‘affluence testing’ to exclude the well-off from state benefits
- Gordon Brown unveils pension credits
- Equitable Life sells its non-profit pension annuities
- Pensions commission report – “more than 13 million working people are not saving enough for their retirement”
- Lowest ever score (3%)

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

Source: Ipsos MORI Issues Index

Ipsos MORI
**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 January 2007 (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
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

Common Market/Brexit/EU/Europe
- CONSERVATIVE SUPPORTERS: 75%
- LABOUR SUPPORTERS: 62%

NHS/Hospitals/Healthcare
- CONSERVATIVE SUPPORTERS: 41%
- LABOUR SUPPORTERS: 29%

Crime/Law and Order/ASB
- CONSERVATIVE SUPPORTERS: 38%
- LABOUR SUPPORTERS: 24%

Immigration/immigrants
- CONSERVATIVE SUPPORTERS: 26%
- LABOUR SUPPORTERS: 13%

Housing
- CONSERVATIVE SUPPORTERS: 16%
- LABOUR SUPPORTERS: 24%

Economy
- CONSERVATIVE SUPPORTERS: 15%
- LABOUR SUPPORTERS: 24%

Poverty/Inequality
- CONSERVATIVE SUPPORTERS: 8%
- LABOUR SUPPORTERS: 24%

Education/Schools
- CONSERVATIVE SUPPORTERS: 17%
- LABOUR SUPPORTERS: 21%

Pollution/environment
- CONSERVATIVE SUPPORTERS: 10%
- LABOUR SUPPORTERS: 13%

Lack of faith in politics/politicians/government
- CONSERVATIVE SUPPORTERS: 16%
- LABOUR SUPPORTERS: 8%

Base: 972 British adults 18+, 1 – 13 March 2019

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

Base: 972 British adults 18+, 1 – 13 March 2019

Source: Ipsos MORI Issues Index
### Age group

#### 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>Common Market/Brexit/EU/Europe</td>
<td>57%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>23%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>20%</td>
<td>31%</td>
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</tr>
<tr>
<td>Immigration/immigrants</td>
<td>19%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>20%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>12%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>14%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>15%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>8%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Base:** 972 British adults 18+, 1 – 13 March 2019

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

**Age and social grade**

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

**AGE BRACKET**

**55+**
- EU/BREXIT: 79%
- NHS: 39%
- CRIME: 36%

**35-54**
- EU/BREXIT: 78%
- CRIME: 38%
- NHS: 34%

**18-34**
- EU/BREXIT: 68%
- NHS: 26%
- CRIME/ENVIRONMENT: 19%

**SOCIAL GRADE**

**ABC1**
- EU/BREXIT: 60%
- NHS: 31%
- ECONOMY: 24%

**C2DE**
- EU/BREXIT: 45%
- HOUSING: 25%
- IMMIGRATION: 23%

Base: 972 British adults 18+, 1 – 13 March 2019

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: 68%
- Men: 70%
- Women: 65%
- CON: 75%
- LAB: 62%
- AB: 81%
- C1: 70%
- C2: 59%
- DE: 56%

Concern about the EU/Brexit by age:

- 18-24: 50%
- 25-34: 63%
- 35-44: 78%
- 45-54: 64%
- 55-64: 80%
- 65+: 68%

Base: 972 British adults 18+, 1 – 13 March 2019
## Concern about the NHS by subgroup

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

<table>
<thead>
<tr>
<th>Concern about the NHS by key demographic groups:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concern about the NHS by age:</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
</tr>
<tr>
<td>20%</td>
</tr>
</tbody>
</table>

Base: 972 British adults 18+, 1 – 13 March 2019

Ipsos MORI Issues Index
Concern about crime by subgroup

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

Concern about education by key demographic groups:

<table>
<thead>
<tr>
<th>GENDER</th>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>28%</td>
<td>29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTY SUPPORT</th>
<th>CON</th>
<th>LAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL GRADE</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
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<td>22%</td>
<td>28%</td>
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</tbody>
</table>

Concern about education by age:

<table>
<thead>
<tr>
<th>AGE</th>
<th>CON</th>
<th>LAB</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
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<tr>
<td>18-24</td>
<td>20%</td>
<td></td>
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