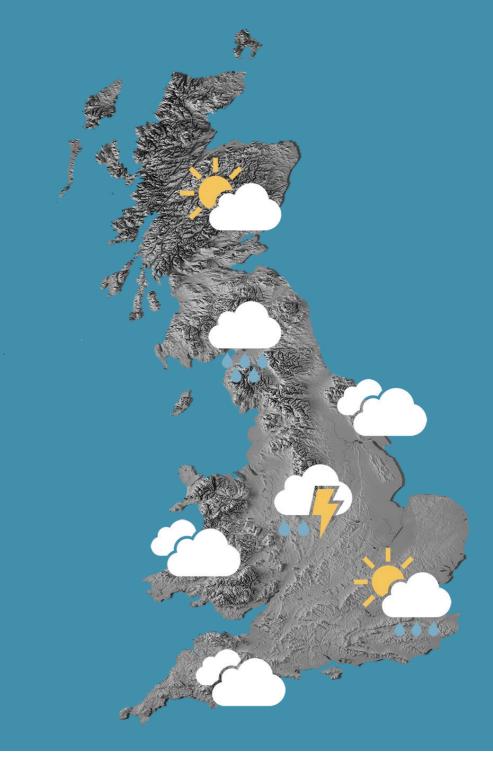
#### **IPSOS MORI ISSUES INDEX**

# June 2019

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**Ipsos MORI** 



June 2019

WHAT DO YOU SEE

**IMPORTANT ISSUES** 

AS THE MOST/OTHER

FACING BRITAIN TODAY?

**TOP MENTIONS %** 

CHANGE SINCE MAY:



Common Market/Brexit/EU/Europe 65%

NHS/Hospitals/Healthcare 41%

Crime/Law and Order/ASB 22%

Education/Schools 21%

Pollution/environment 20%

Economy 18%

Poverty/Inequality 18%

Housing 16%

Immigration/immigrants 14%

Lack of faith in politics/politicians/government 14%

0 0 +1 -2 -3 +1

+1

Base: 980 British adults 18+, 7 - 20 June 2019



**Ipsos MORI** 

Source: Ipsos MORI Issues Index

+2 **A** 

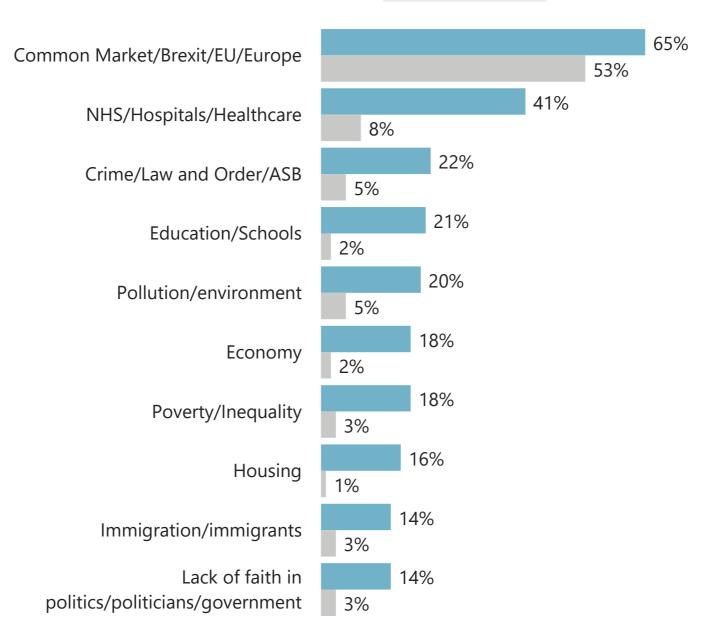
-1 ▼

-1 ▼

#### June 2019

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





MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT ISSUE

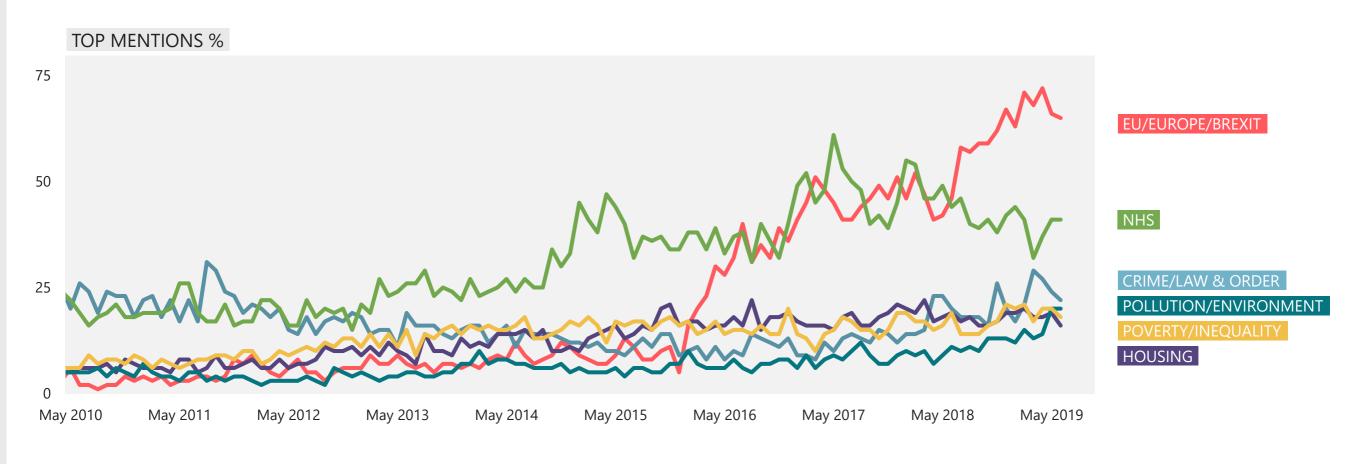
Base: 980 British adults 18+, 7 - 20 June 2019



**Ipsos MORI** 

#### **Growing concerns**

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

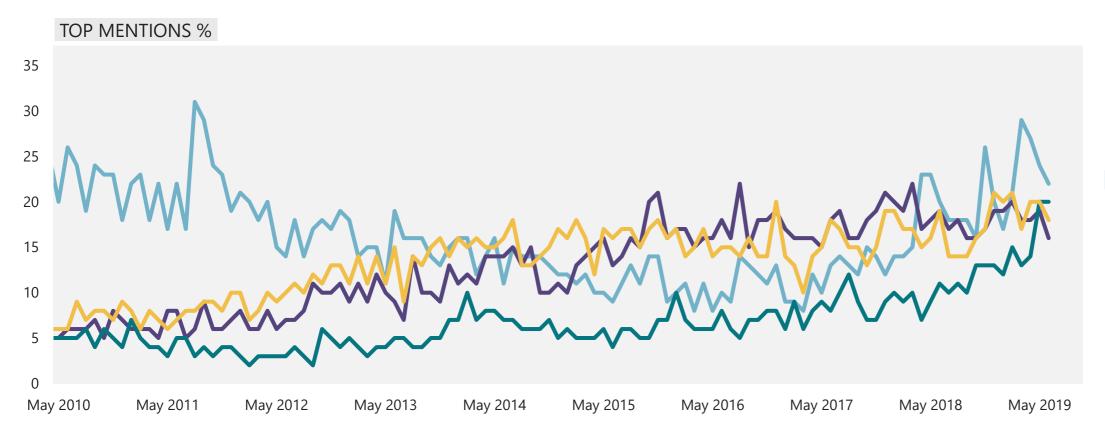


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



#### Growing concerns – beneath the headlines

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



CRIME/LAW & ORDER

POLLUTION/ENVIRONMENT

POVERTY/INEQUALITY

HOUSING

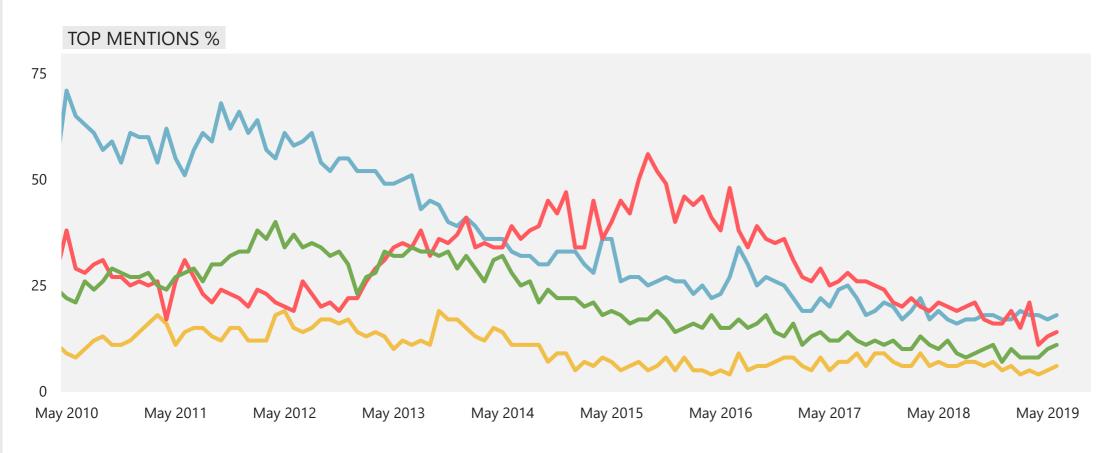
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



**Ipsos MORI** 

### **Declining issues**

# 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

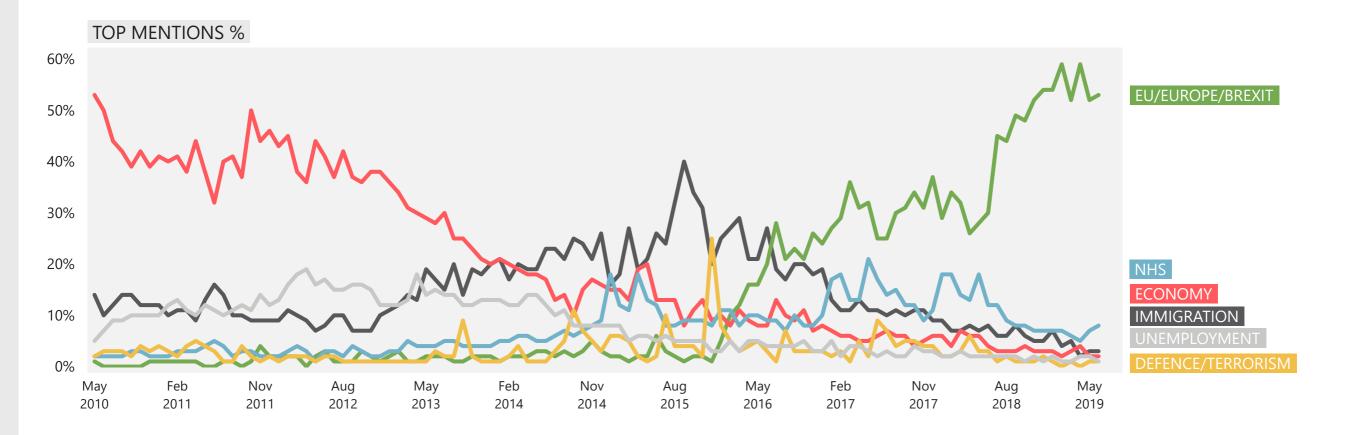


**Ipsos MORI** 

Source: Ipsos MORI Issues Index

### Single Biggest Issue 2010 - 2019

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

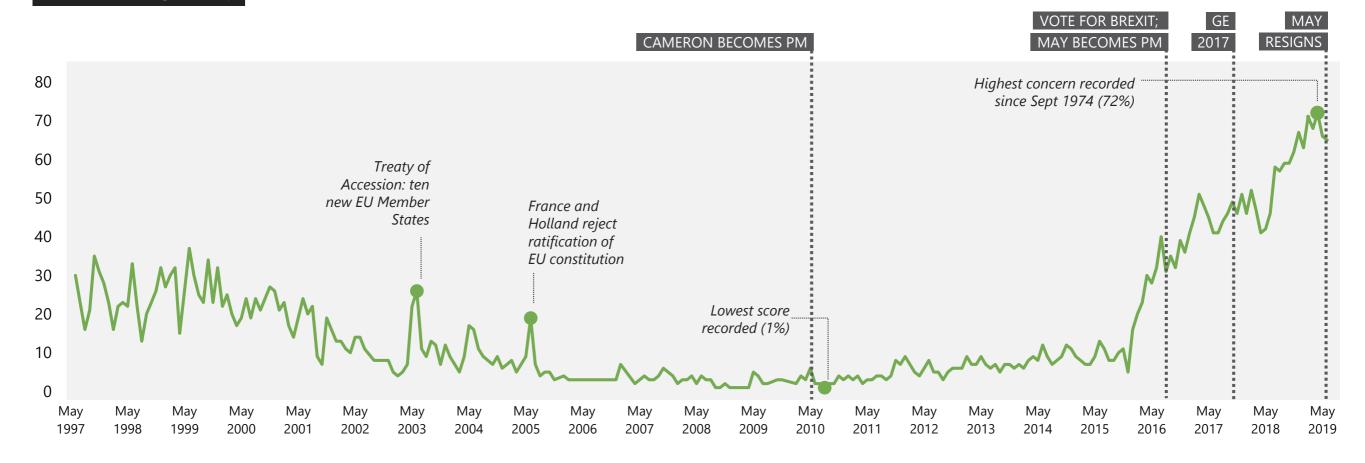


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



#### EU / Europe / Brexit

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

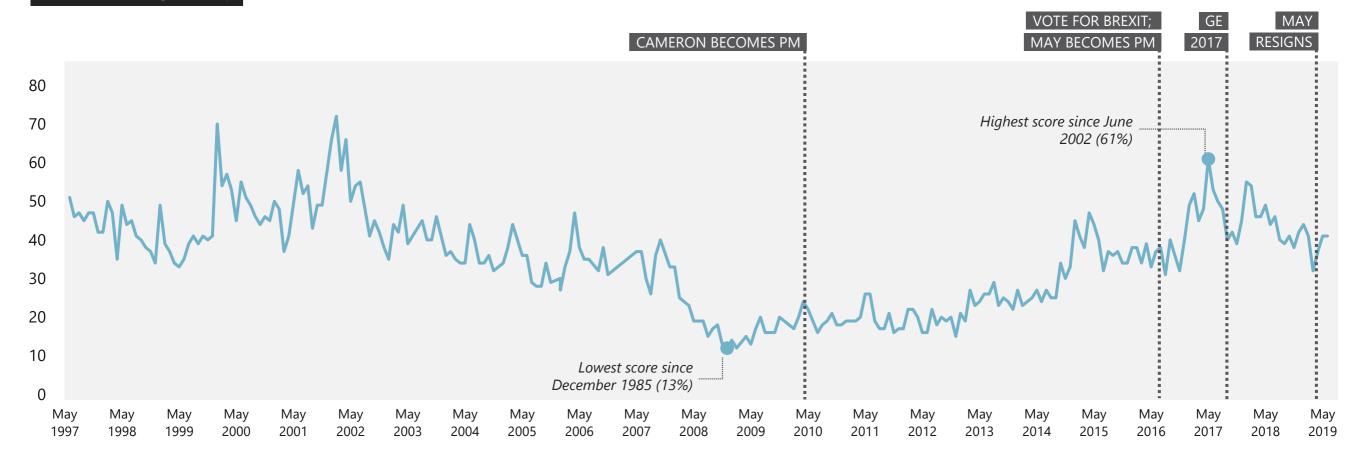


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



### NHS / Hospitals / Healthcare

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

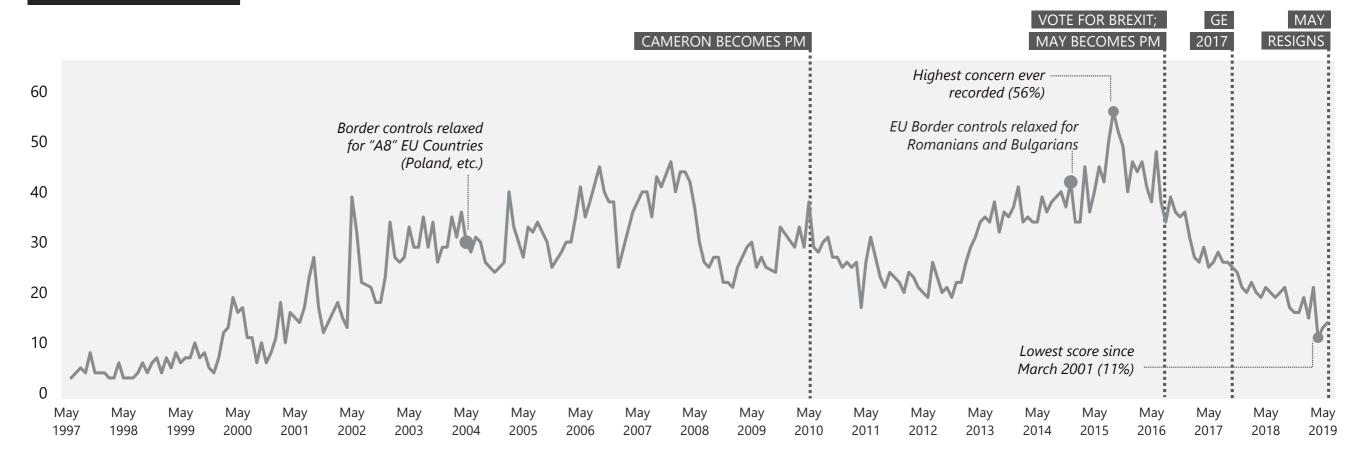


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



#### Immigration / Immigrants

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



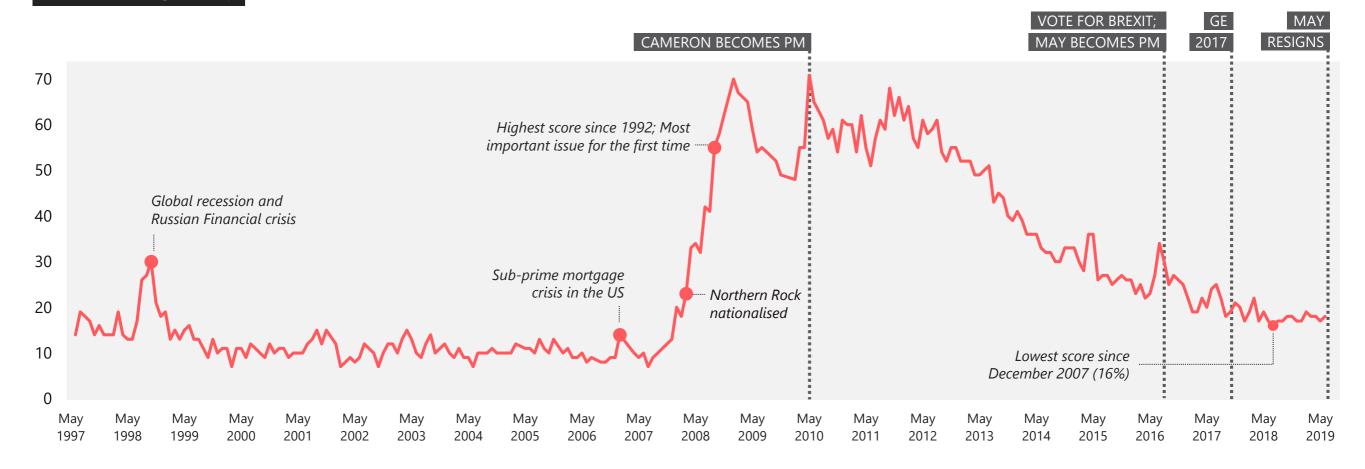
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

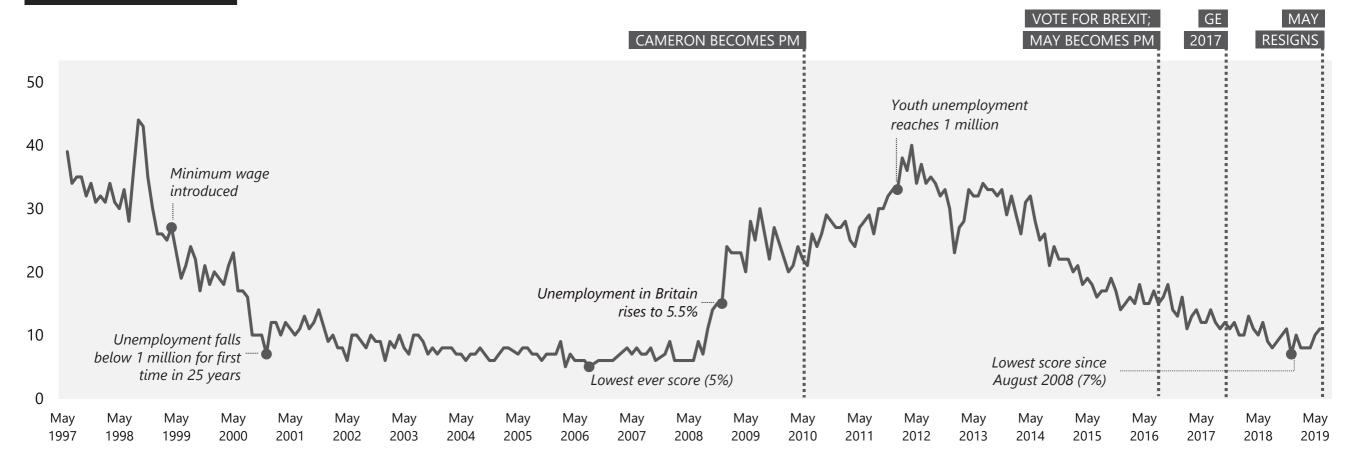
Source: Ipsos MORI Issues Index



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#### Unemployment / Factory closure / Lack of industry

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



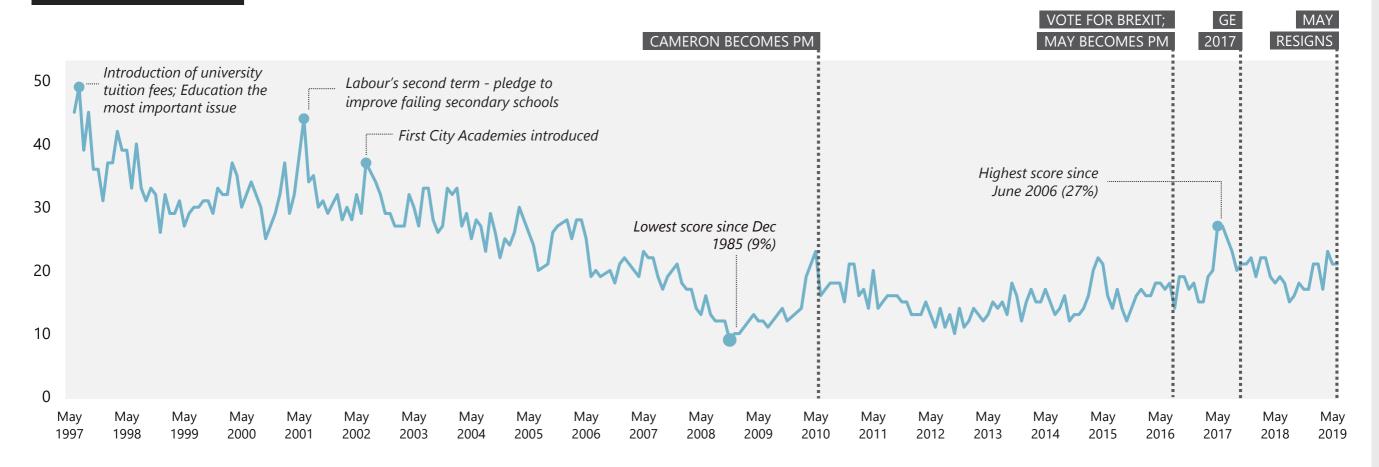
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



#### **Education / Schools**

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



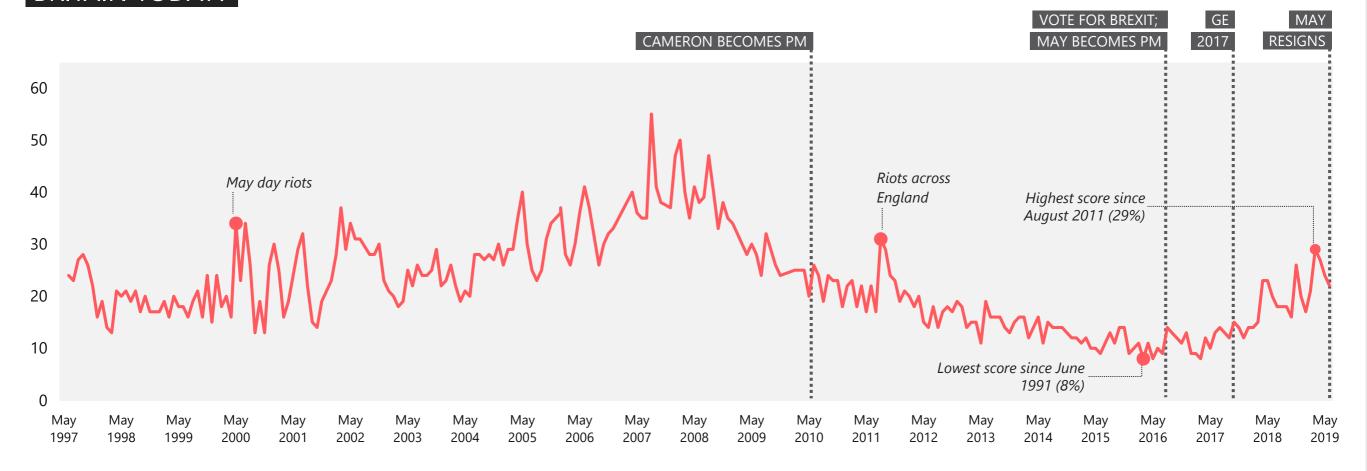
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



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

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



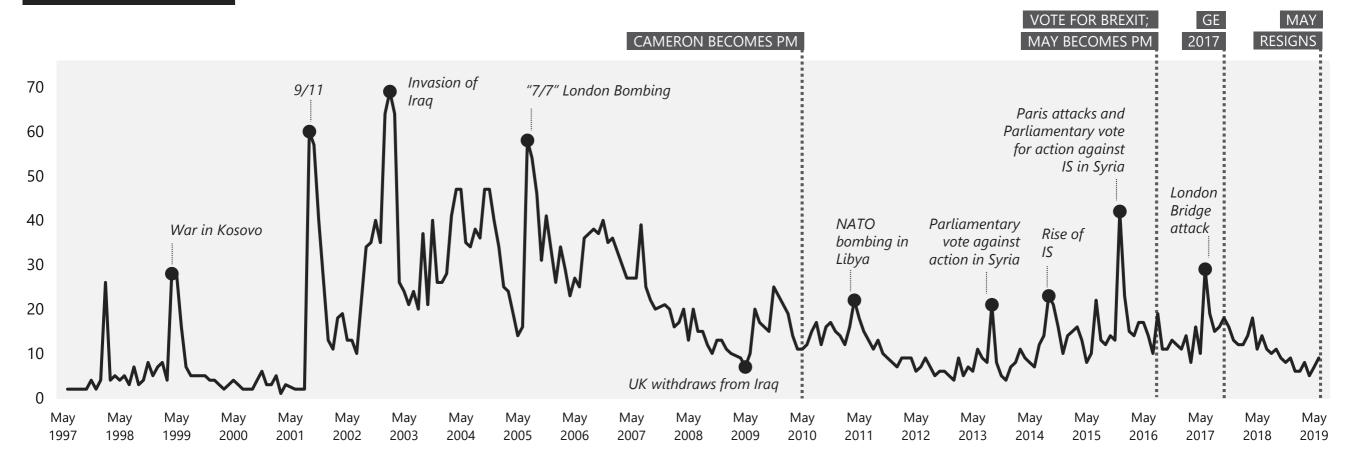
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

#### **Defence / Foreign Affairs / International terrorism**

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



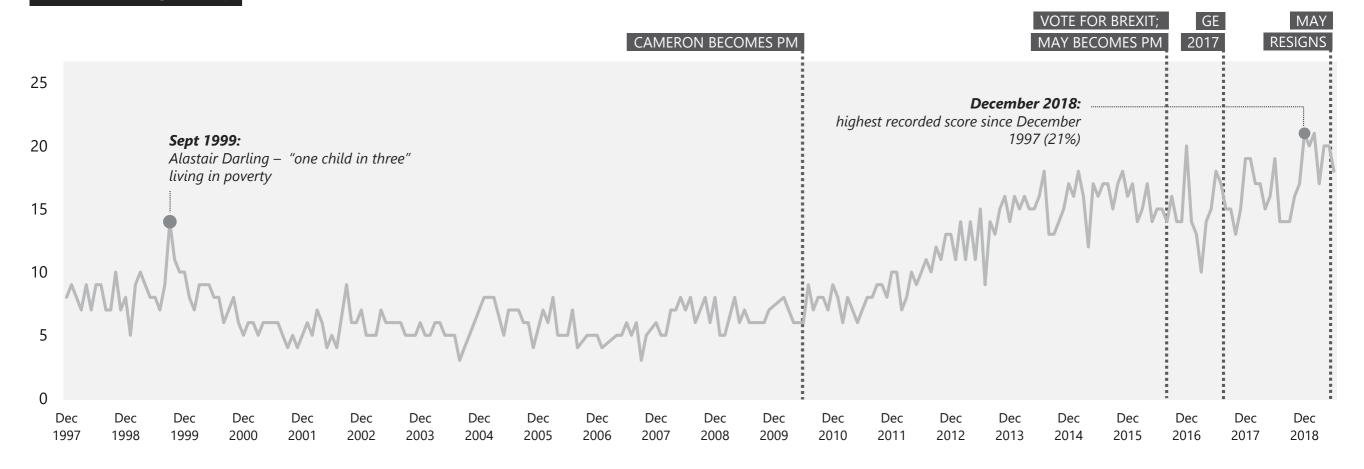
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



#### **Poverty/inequality**

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



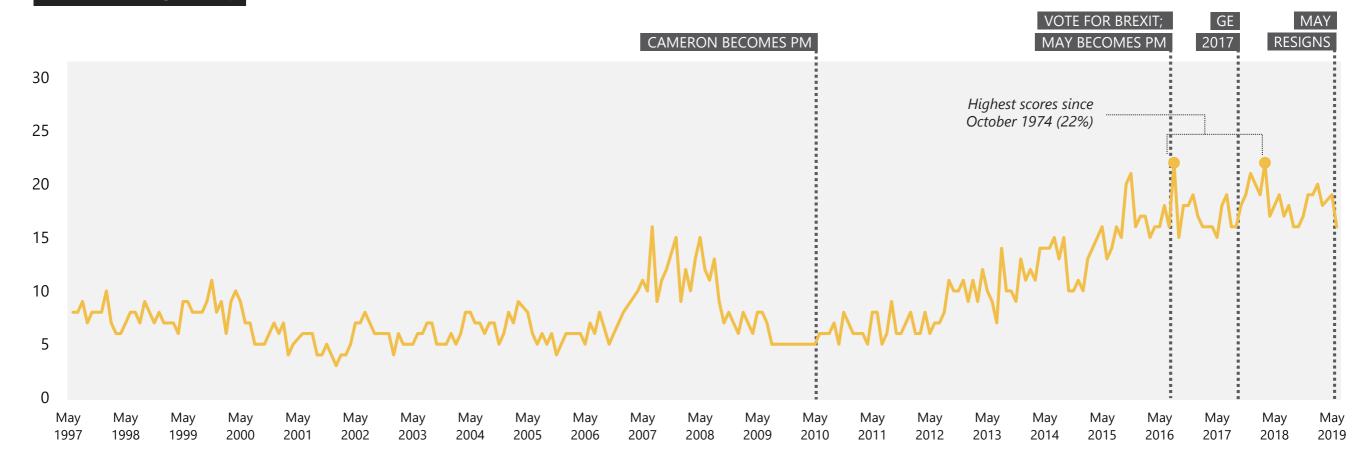
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

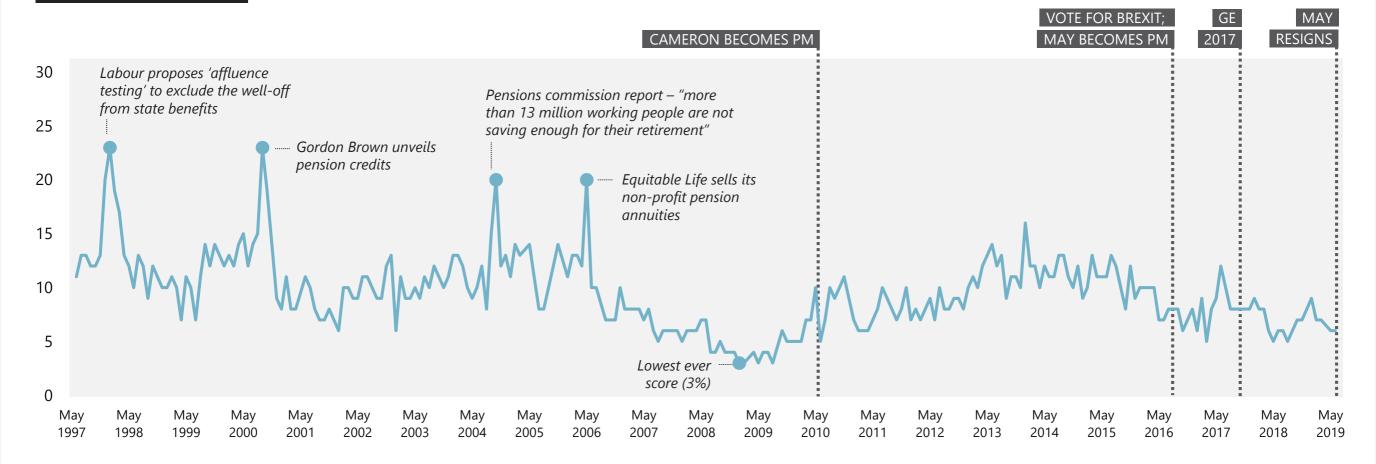
Source: Ipsos MORI Issues Index



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#### 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

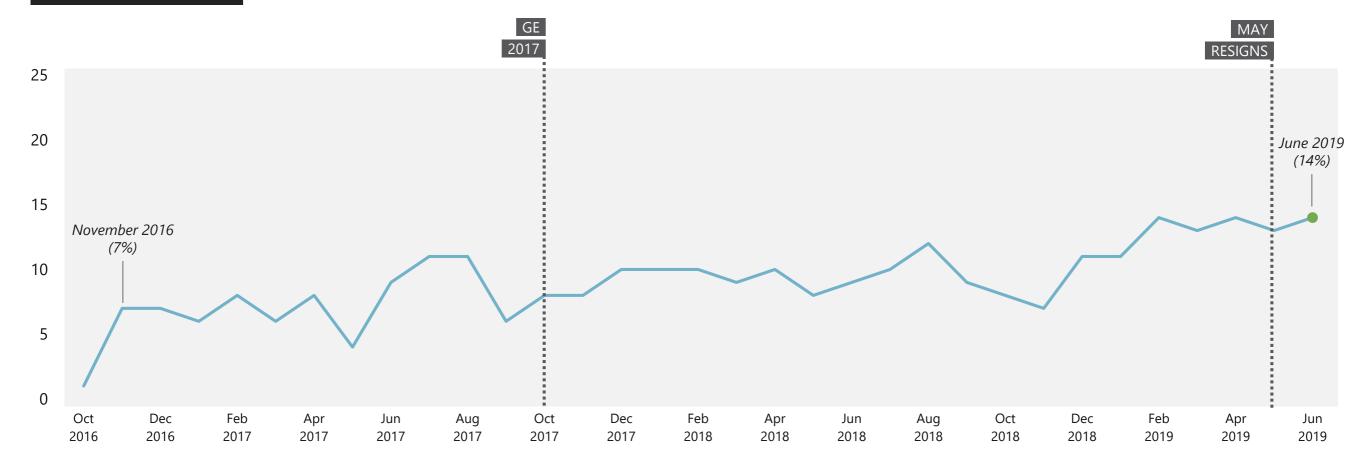
Source: Ipsos MORI Issues Index



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### Lack of faith in government/ politics

# 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

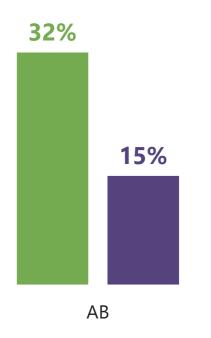
Source: Ipsos MORI Issues Index

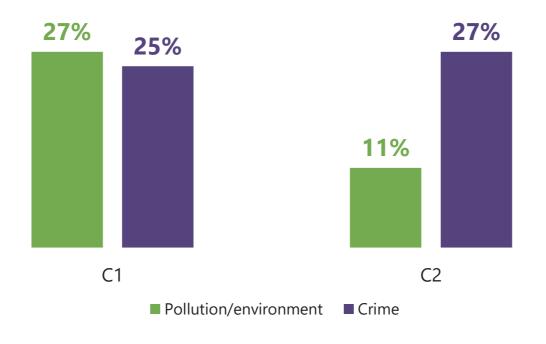


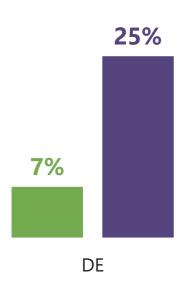
**Ipsos MORI** 

### Concern about pollution/environment and crime by social grade

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







**Ipsos MORI** 

Base: 980 British adults 18+, 7 - 20 June 2019 Source: Ipsos MORI Issues Index

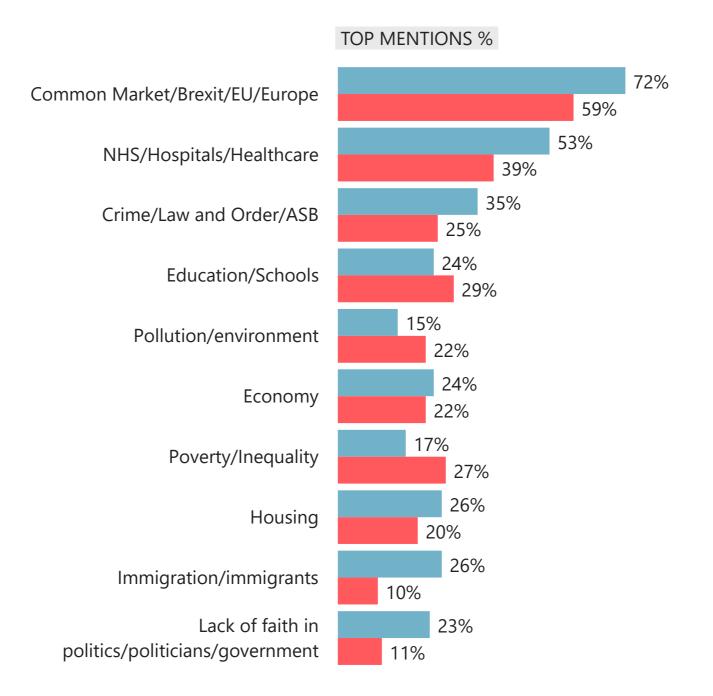
#### Party support

WHAT DO YOU SEE

AS THE MOST/OTHER

IMPORTANT ISSUES

FACING BRITAIN TODAY?



SUPPORTERS

CONSERVATIVE

LABOUR SUPPORTERS

Base: 980 British adults 18+, 7 - 20 June 2019



**Ipsos MORI** 

Source: Ipsos MORI Issues Index

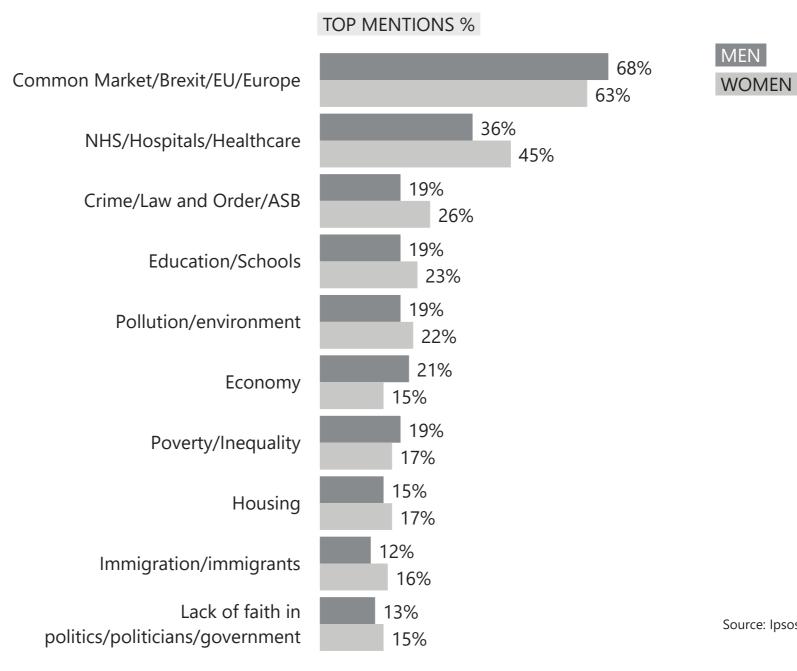
#### Men and women

WHAT DO YOU SEE

AS THE MOST/OTHER

IMPORTANT ISSUES

FACING BRITAIN TODAY?



Source: Ipsos MORI Issues Index

Base: 980 British adults 18+, 7 - 20 June 2019



#### Social grade

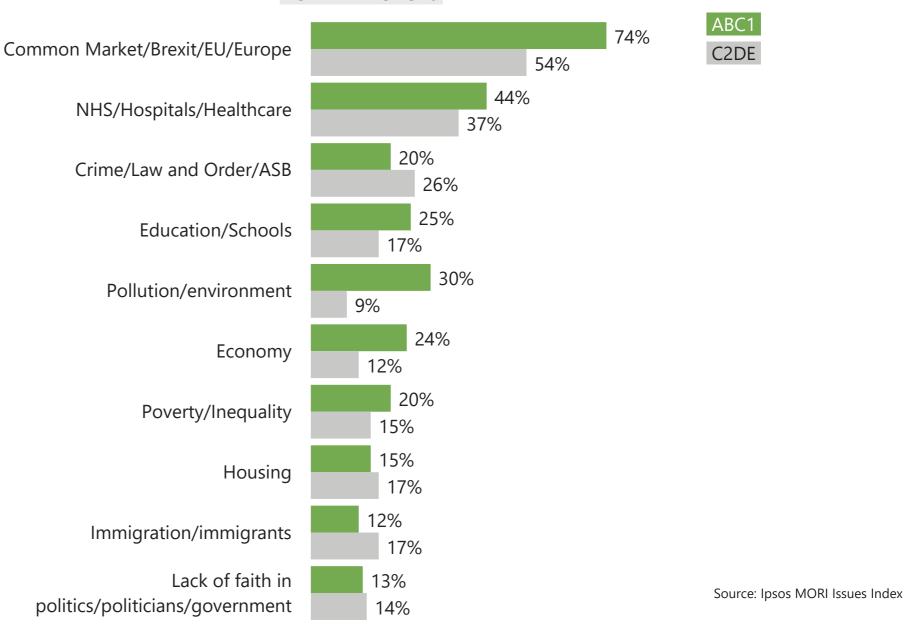
WHAT DO YOU SEE

AS THE MOST/OTHER

IMPORTANT ISSUES

FACING BRITAIN TODAY?

#### **TOP MENTIONS %**



Base: 980 British adults 18+, 7 - 20 June 2019



### Age group

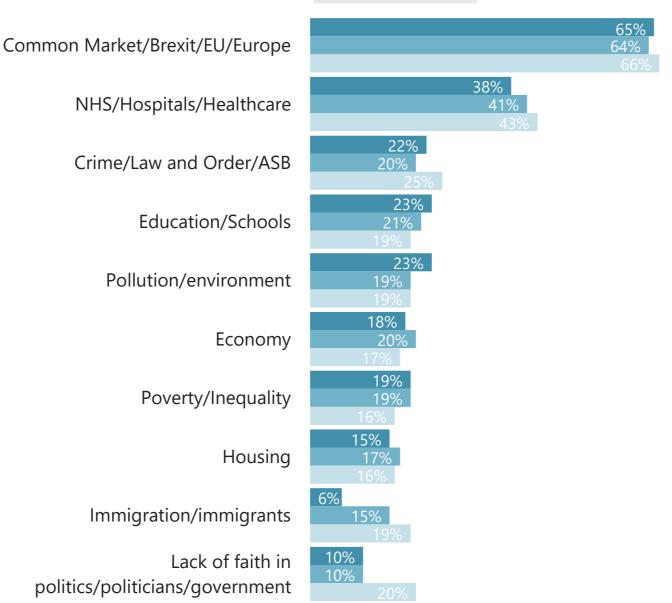
WHAT DO YOU SEE

AS THE MOST/OTHER

IMPORTANT ISSUES

FACING BRITAIN TODAY?





Source: Ipsos MORI Issues Index

18-34

35-54

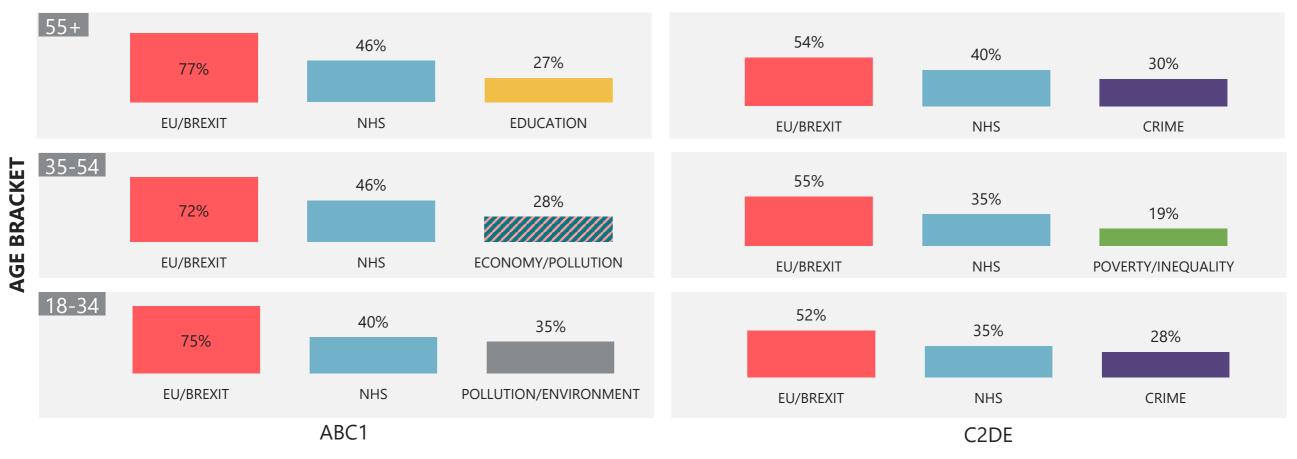
Base: 980 British adults 18+, 7 - 20 June 2019



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### Age and social grade

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



**SOCIAL GRADE** 

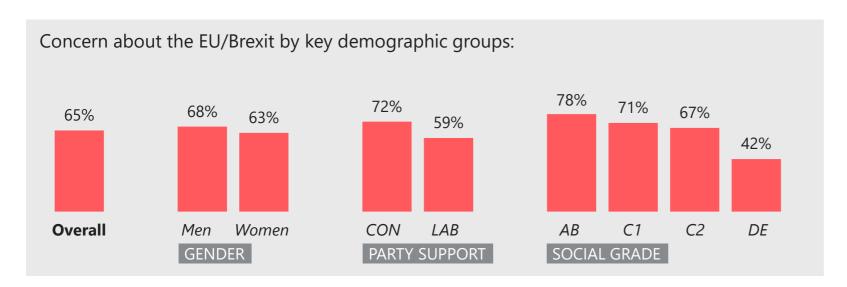
Base: 980 British adults 18+, 7 - 20 June 2019

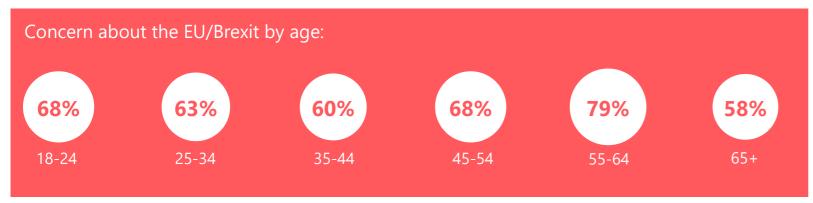
Source: Ipsos MORI Issues Index



#### Concern about Brexit/EU by subgroup

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





**Concern by** region 70%

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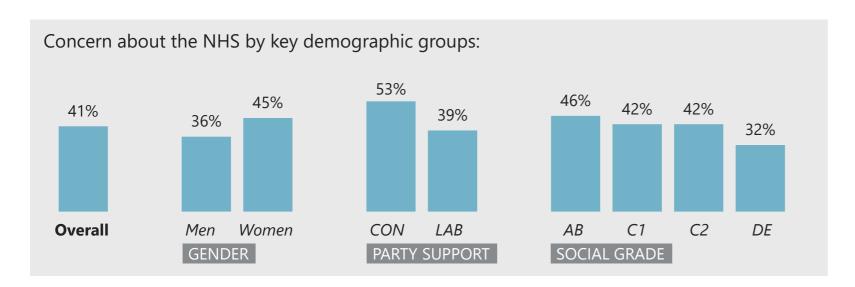
Base: 980 British adults 18+, 7 - 20 June 2019

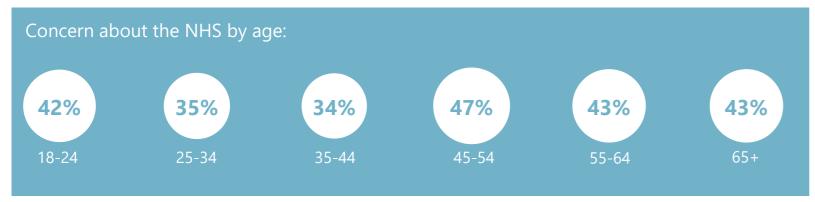


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#### Concern about the NHS by subgroup

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





region 48% 41%

**Concern by** 

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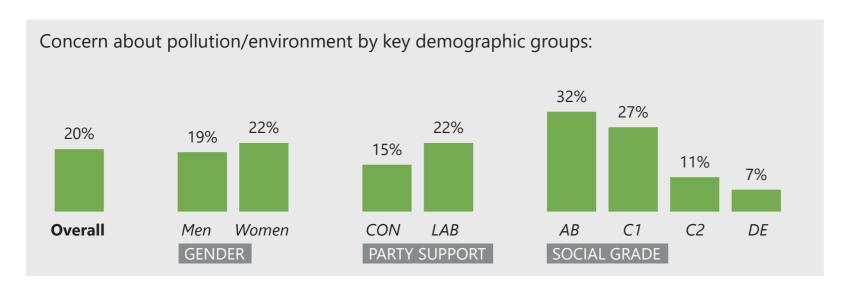
Base: 980 British adults 18+, 7 - 20 June 2019

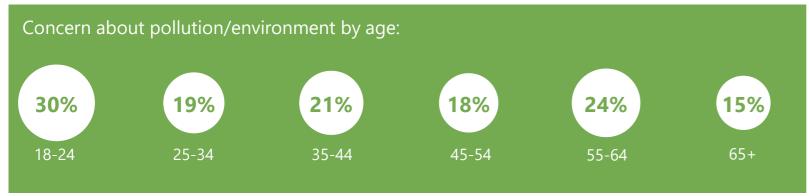


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#### Concern about pollution/environment by subgroup

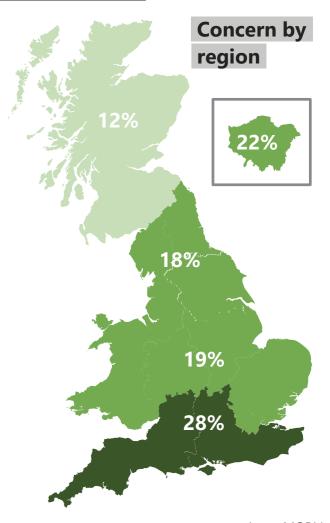
#### WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?





Base: 980 British adults 18+, 7 - 20 June 2019





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# June 2019

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Gideon.Skinner@ipsos.com Michael.Clemence@ipsos.com



