July 2019

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

Common Market/Brexit/EU/Europe 60%
NHS/Hospitals/Healthcare 39%
Crime/Law and Order/ASB 25%
Education/Schools 21%
Pollution/environment 19%
Poverty/Inequality 18%
Housing 18%
Economy 16%
Immigration/immigrants 14%
Lack of faith in politics/politicians/government 12%

Base: 1,011 British adults 18+, 5 - 18 July 2019

Source: Ipsos MORI Issues Index
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>Common Market/Brexit/EU/Europe</td>
<td>60%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>39%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>25%</td>
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<tr>
<td>Education/Schools</td>
<td>21%</td>
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<tr>
<td>Pollution/environment</td>
<td>19%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
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<tr>
<td>Housing</td>
<td>18%</td>
</tr>
<tr>
<td>Economy</td>
<td>16%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>14%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: 1,011 British adults 18+, 5 - 18 July 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?

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?

TOP MENTIONS %

Declining issues

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?**

<table>
<thead>
<tr>
<th>TOP MENTIONS %</th>
<th>N</th>
<th>NHS</th>
<th>EU/EUROPE/BREXIT</th>
<th>IMMIGRATION</th>
<th>ECONOMY</th>
<th>UNEMPLOYMENT</th>
<th>DEFENCE/TERRORISM</th>
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</thead>
<tbody>
<tr>
<td>May 2010</td>
<td>0%</td>
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<td>Feb 2011</td>
<td>30%</td>
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<td>Nov 2011</td>
<td>20%</td>
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<td>Aug 2012</td>
<td>10%</td>
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<td>May 2013</td>
<td>40%</td>
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<td>Feb 2014</td>
<td>30%</td>
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<td>Nov 2014</td>
<td>20%</td>
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<td>Aug 2015</td>
<td>10%</td>
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<td>May 2016</td>
<td>50%</td>
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<td>Feb 2017</td>
<td>40%</td>
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<td>Nov 2017</td>
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<td>Aug 2018</td>
<td>20%</td>
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<td>May 2019</td>
<td>10%</td>
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</tr>
</tbody>
</table>

**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?

Treaty of Accession: ten new EU Member States
France and Holland reject ratification of EU constitution

Highest concern recorded since Sept 1974 (72%)
Lowest score recorded (1%)

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

NHS / Hospitals / Healthcare

Lowest score since December 1985 (13%)

Highest score since July 2002 (61%)

CAMERON BECOMES PM

VOTE FOR BREXIT; MAY BECOMES PM

GE 2017

MAY RESIGNS

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?

Immigration / Immigrants

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 March 2001 (11%)

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?

Global recession and Russian Financial crisis

Sub-prime mortgage crisis in the US

Northern Rock nationalised

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

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%)
- Youth unemployment reaches 1 million
- Lowest score since August 2008 (7%)

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

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%)

Highest score since July 2006 (27%)

CAMERON BECOMES PM

VOTE FOR BREXIT: MAY BECOMES PM

GE 2017

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

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

Defence / Foreign Affairs / International terrorism

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

December 2018: highest recorded score since December 1997 (21%)

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

Source: Ipsos MORI Issues Index | Public
Housing

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

Highest scores since October 1974 (22%)

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?

- 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
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 July 1990 (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
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
Party support

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

Source: Ipsos MORI Issues Index

Base: 1,011 British adults 18+, 5 - 18 July 2019

CONSERVATIVE SUPPORTERS

LABOUR SUPPORTERS

Common Market/Brexit/EU/Europe

74%

58%

NHS/Hospitals/Healthcare

40%

33%

Crime/Law and Order/ASB

28%

20%

Education/Schools

17%

23%

Pollution/environment

16%

19%

Poverty/Inequality

11%

21%

Housing

16%

16%

Economy

16%

15%

Immigration/immigrants

19%

10%

Lack of faith in politics/politicians/government

14%

10%

TOP MENTIONS %
**Men and women**

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>62%</td>
<td>58%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Housing</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Economy</td>
<td>17%</td>
<td>16%</td>
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<tr>
<td>Immigration/immigrants</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: 1,011 British adults 18+, 5 - 18 July 2019

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

Base: 1,011 British adults 18+, 5 - 18 July 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>53%</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>32%</td>
<td>42%</td>
<td>43%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>20%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>16%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Pollution/environment</td>
<td>20%</td>
<td>20%</td>
<td>17%</td>
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<tr>
<td>Poverty/Inequality</td>
<td>16%</td>
<td>19%</td>
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<tr>
<td>Housing</td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Economy</td>
<td>18%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>11%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>9%</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Base: 1,011 British adults 18+, 5 - 18 July 2019

Source: Ipsos MORI Issues Index
Age and social grade

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

**55+**
- **EU/BREXIT**: 70%
- **NHS**: 49%
- **CRIME**: 29%

**35-54**
- **EU/BREXIT**: 68%
- **NHS**: 45%
- **EDUCATION**: 27%

**18-34**
- **EU/BREXIT**: 58%
- **NHS**: 32%
- **POLLUTION/ENVIRONMENT**: 30%

**ABC1**

**SOCIAL GRADE**

**C2DE**

Source: Ipsos MORI Issues Index

Base: 1,011 British adults 18+, 5 - 18 July 2019
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: 60%
- Men: 62%
- Women: 58%
- CON: 74%
- LAB: 58%
- AB: 73%
- C1: 60%
- C2: 55%
- DE: 51%

Concern about the EU/Brexit by age:

- 18-24: 59%
- 25-34: 47%
- 35-44: 58%
- 45-54: 66%
- 55-64: 62%
- 65+: 66%

Base: 1,011 British adults 18+, 5 - 18 July 2019
## Concern about the NHS by subgroup

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

### Concern about the NHS by key demographic groups:

<table>
<thead>
<tr>
<th>Category</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><strong>Overall</strong></td>
<td>39%</td>
<td>33%</td>
<td>45%</td>
<td>40%</td>
<td>33%</td>
<td>44%</td>
<td>41%</td>
<td>39%</td>
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<tr>
<td><strong>GENDER</strong></td>
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<td><strong>Men</strong></td>
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<td><strong>Women</strong></td>
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<td><strong>PARTY SUPPORT</strong></td>
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<td><strong>SOCIAL GRADE</strong></td>
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</table>

### Concern about the NHS by age:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Concern</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
<td>30%</td>
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<tr>
<td>25-34</td>
<td>33%</td>
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<tr>
<td>35-44</td>
<td>35%</td>
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<tr>
<td>45-54</td>
<td>48%</td>
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<tr>
<td>55-64</td>
<td>48%</td>
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<tr>
<td>65+</td>
<td>40%</td>
</tr>
</tbody>
</table>

Base: 1,011 British adults 18+, 5 - 18 July 2019

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**Ipsos MORI**
Concern about the crime by subgroup

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

Concern about crime by key demographic groups:

- **Overall**:
  - Men: 25%
  - Women: 26%
  - CON: 28%
  - LAB: 20%
  - AB: 23%
  - C1: 21%
  - C2: 30%
  - DE: 27%

Concern about crime by age:

- **18-24**: 13%
- **25-34**: 26%
- **35-44**: 28%
- **45-54**: 19%
- **55-64**: 28%
- **65+**: 31%

Base: 1,011 British adults 18+, 5 - 18 July 2019

Ipsos MORI Issues Index
IPSOS MORI ISSUES INDEX

July 2019

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Michael.Clemence@ipsos.com