IPSOS MORI ISSUES INDEX
August 2019

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August 2019

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

Common Market/Brexit/EU/Europe 60%
NHS/Hospitals/Healthcare 43%
Crime/Law and Order/ASB 29%
Education/Schools 23%
Economy 18%
Poverty/Inequality 16%
Pollution/environment 15%
Housing 15%
Immigration/immigrants 12%
Public services in general 11%

Base: 1,003 British adults 18+, 2 - 15 August 2019

Source: Ipsos MORI Issues Index
**August 2019**

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

**TOP MENTIONS %**

<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>47%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>43%</td>
</tr>
<tr>
<td>Education/Schools</td>
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<td>Economy</td>
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*Source: Ipsos MORI Issues Index*
Growing concerns

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

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
Growing concerns – beneath the headlines

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

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

Ipsos MORI Issues Index | Public
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 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
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 August 2002 (61%)

CAMERON BECOMES PM

VOTE FOR BREXIT; MAY BECOMES PM

GE 2017

JOHNSON MADE PM

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 March 2001 (11%)

Source: Ipsos MORI Issues Index

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

- Lowest ever score (5%)
- Unemployment in Britain rises to 5.5%
- Youth unemployment reaches 1 million
- Lowest score since August 2008 (7%)
- Unemployment falls below 1 million for first time in 25 years
- Minimum wage introduced

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
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

Lowest score since Dec 1985 (9%)

Highest score since August 2006 (27%)

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
Crime / Law & Order / Violence / Vandalism / ASB

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

Riots across England

- Highest score since August 2011 (29%)
- Lowest score since August 1991 (8%)

May day riots

- CAMERON BECOMES PM
- VOTE FOR BREXIT: MAY BECOMES PM
- GE 2017
- JOHNSON MADE PM

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
- UK bombing in Libya
- NATO bombing in Libya
- Rise of IS
- Paris attacks and Parliamentary vote for action against IS in Syria
- Parliamentary vote against action in Syria
- London Bridge attack
- VOTE FOR BREXIT
- MAY BECOMES PM
- GE 2017
- JOHNSON MADE PM

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%)

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?**

[Graph showing trends from Aug 1997 to Aug 2019 with key events marked: CAMERON BECOMES PM, MAY BECOMES PM, VOTE FOR BREXIT, GE 2017, JOHNSON MADE PM.]

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

Pensions commission report – “more than 13 million working people are not saving enough for their retirement”

Equitable Life sells its non-profit pension annuities

Lowest ever score (3%)

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

CAMERON BECOMES PM

VOTE FOR BREXIT; MAY BECOMES PM

GE 2017

JOHNSON MADE PM
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 August 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

Ipsos MORI
Lack of faith in government/ politics

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

November 2016 (7%)

June 2019 (14%)

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

Source: Ipsos MORI Issues Index
Concern about pollution/environment and crime by social grade

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

<table>
<thead>
<tr>
<th>Social Grade</th>
<th>Pollution/environment</th>
<th>Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>C1</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>C2</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>DE</td>
<td>7%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Base: 1,003 British adults 18+, 2 - 15 August 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>Conservative Supporters</th>
<th>Labour Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>58%</td>
<td>61%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>37%</td>
<td>25%</td>
</tr>
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<td>Education/Schools</td>
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<td>Public services in general</td>
<td>7%</td>
<td>15%</td>
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Base: 1,003 British adults 18+, 2 - 15 August 2019

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>Common</td>
<td>69%</td>
<td>52%</td>
</tr>
<tr>
<td>Market/Brexit/EU/Europe</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>35%</td>
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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>
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<tbody>
<tr>
<td>Common</td>
<td>68%</td>
</tr>
<tr>
<td>Market/Brexit/EU/Europe</td>
<td>50%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>46%</td>
</tr>
<tr>
<td>Crime/Law and Order/ASB</td>
<td>32%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>28%</td>
</tr>
<tr>
<td>Economy</td>
<td>20%</td>
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<td>Poverty/Inequality</td>
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<tr>
<td>Public services in general</td>
<td>12%</td>
</tr>
</tbody>
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*Base: 1,003 British adults 18+, 2 - 15 August 2019*

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

Common Market/Brexit/EU/Europe
- 18-34: 53%
- 35-54: 33%
- 55+: 62%

NHS/Hospitals/Healthcare
- 18-34: 33%
- 35-54: 50%
- 55+: 43%

Crime/Law and Order/ASB
- 18-34: 23%
- 35-54: 27%
- 55+: 33%

Education/Schools
- 18-34: 18%
- 35-54: 31%
- 55+: 22%

Economy
- 18-34: 17%
- 35-54: 17%
- 55+: 22%

Poverty/Inequality
- 18-34: 17%
- 35-54: 17%
- 55+: 15%

Pollution/environment
- 18-34: 18%
- 35-54: 17%
- 55+: 13%

Housing
- 18-34: 14%
- 35-54: 16%
- 55+: 14%

Immigration/immigrants
- 18-34: 10%
- 35-54: 13%
- 55+: 13%

Public services in general
- 18-34: 7%
- 35-54: 11%
- 55+: 14%

Source: Ipsos MORI Issues Index

Base: 1,003 British adults 18+, 2 - 15 August 2019
### WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?

#### Age and social grade

<table>
<thead>
<tr>
<th>AGE BRACKET</th>
<th>EU/BREXIT</th>
<th>NHS</th>
<th>CRIME</th>
<th>EDUCATION</th>
<th>POLLUTION/ENVIRONMENT</th>
<th>POLLUTION/ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>70%</td>
<td>44%</td>
<td>30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-54</td>
<td>69%</td>
<td>56%</td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>63%</td>
<td>38%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Base:** 1,003 British adults 18+, 2 - 15 August 2019

**Source:** Ipsos MORI Issues Index

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**SOCIAL GRADE**

**ABC1**

- EU/BREXIT: 54%
- NHS: 42%
- CRIME: 35%

**C2DE**

- EU/BREXIT: 53%
- NHS: 42%
- CRIME: 35%

**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: 60%
- Men: 69%
- Women: 52%
- CON: 58%
- LAB: 61%
- AB: 76%
- C1: 61%
- C2: 58%
- DE: 42%

Concern about the EU/Brexit by age:

- 18-24: 42%
- 25-34: 60%
- 35-44: 58%
- 45-54: 65%
- 55-64: 63%
- 65+: 62%

Base: 1,003 British adults 18+, 2 - 15 August 2019

Ipsos MORI Issues Index | Public
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:

- **Overall**: 43%
- **Men**: 35%
- **Women**: 50%
- **CON**: 49%
- **LAB**: 43%
- **AB**: 53%
- **C1**: 41%
- **C2**: 38%
- **DE**: 39%

Concern about the NHS by age:

- **18-24**: 21%
- **25-34**: 42%
- **35-44**: 45%
- **45-54**: 54%
- **55-64**: 38%
- **65+**: 46%

Base: 1,003 British adults 18+, 2 - 15 August 2019

Ipsos MORI Issues Index | Public
IPSOS MORI ISSUES INDEX

August 2019

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