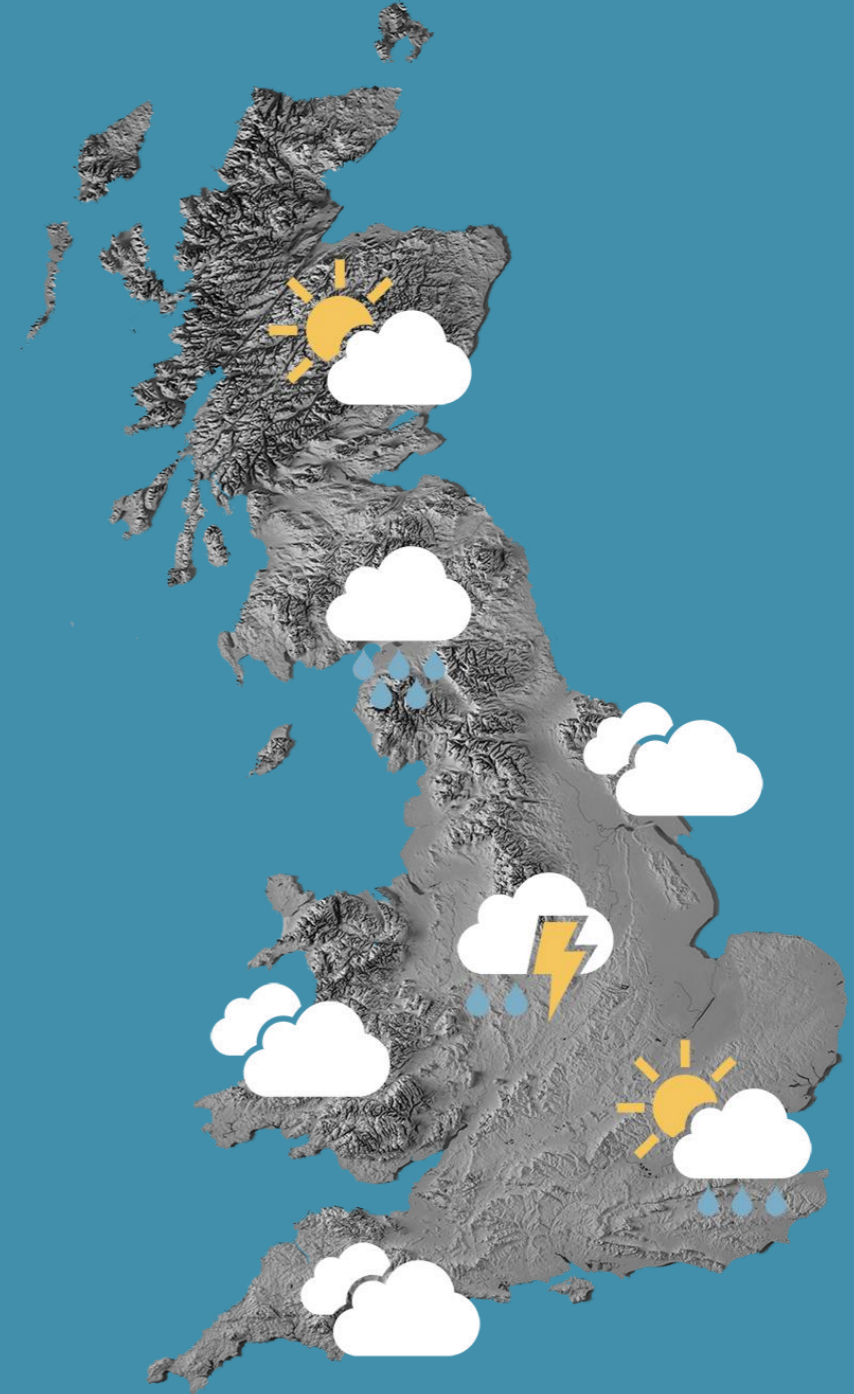


IPSOS MORI ISSUES INDEX

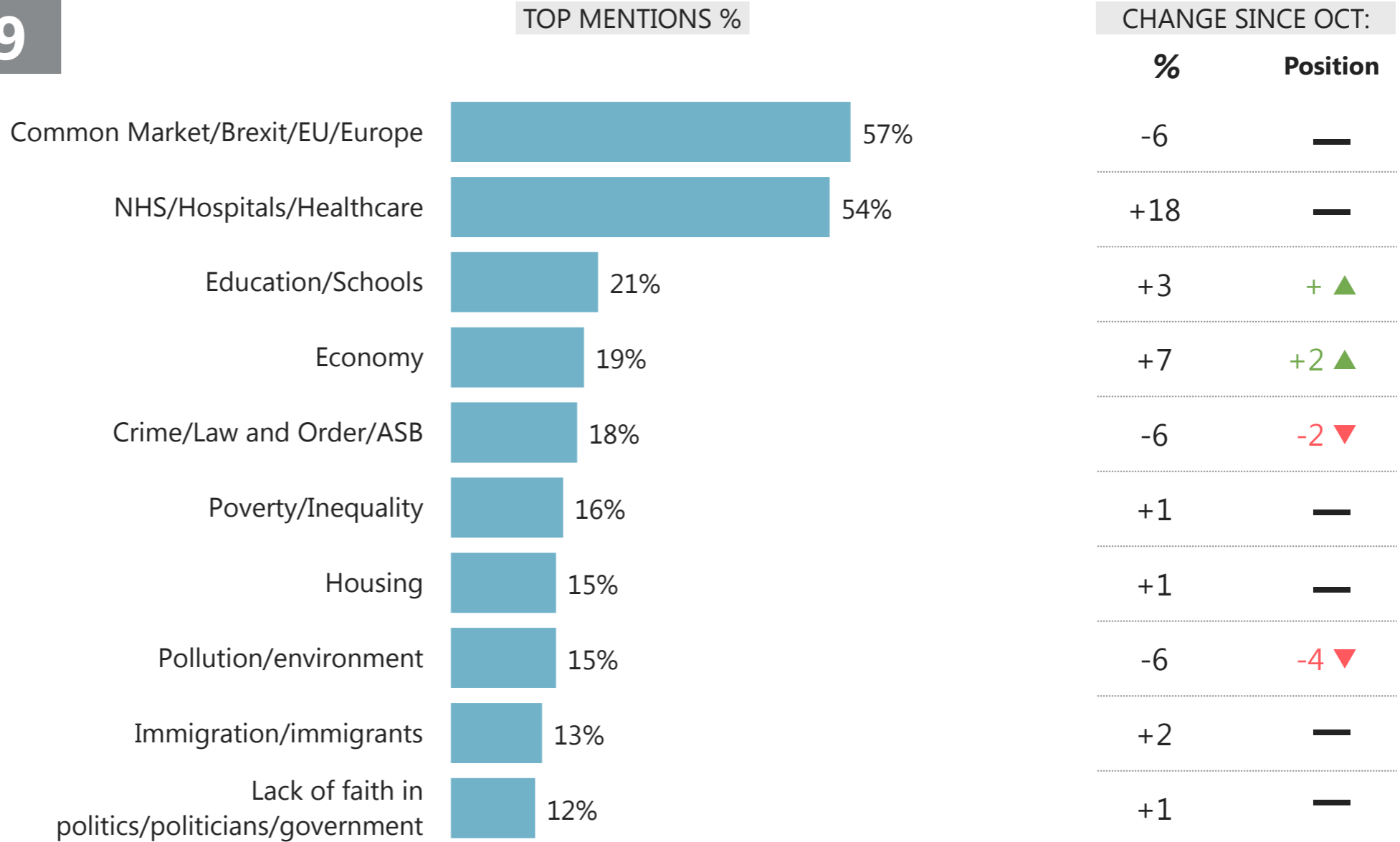
November 2019



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November 2019

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



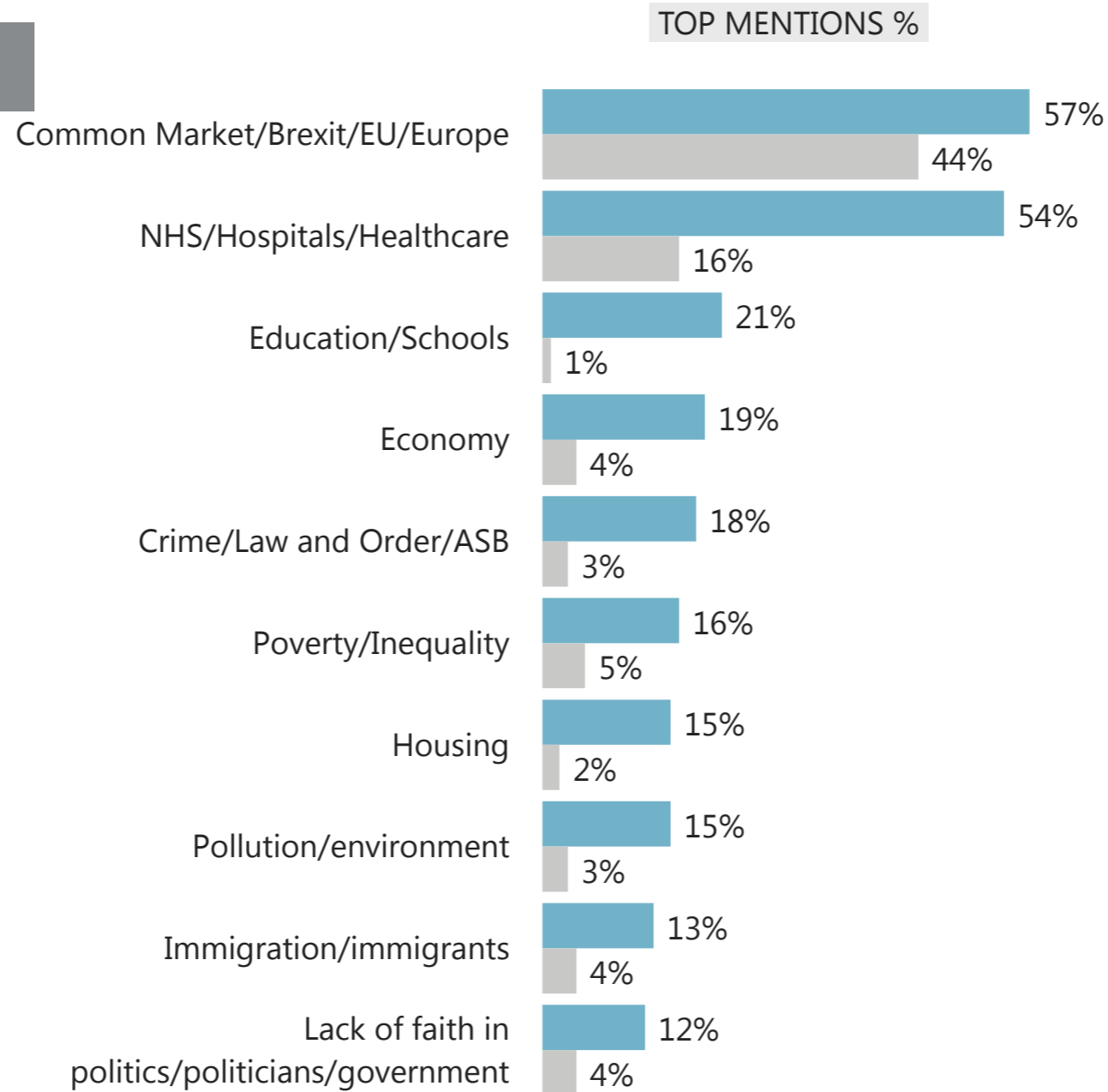
Base: 1,010 British adults 18+, 8 - 24 November 2019

Source: Ipsos MORI Issues Index



November 2019

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



MOST/OTHER IMPORTANT ISSUES

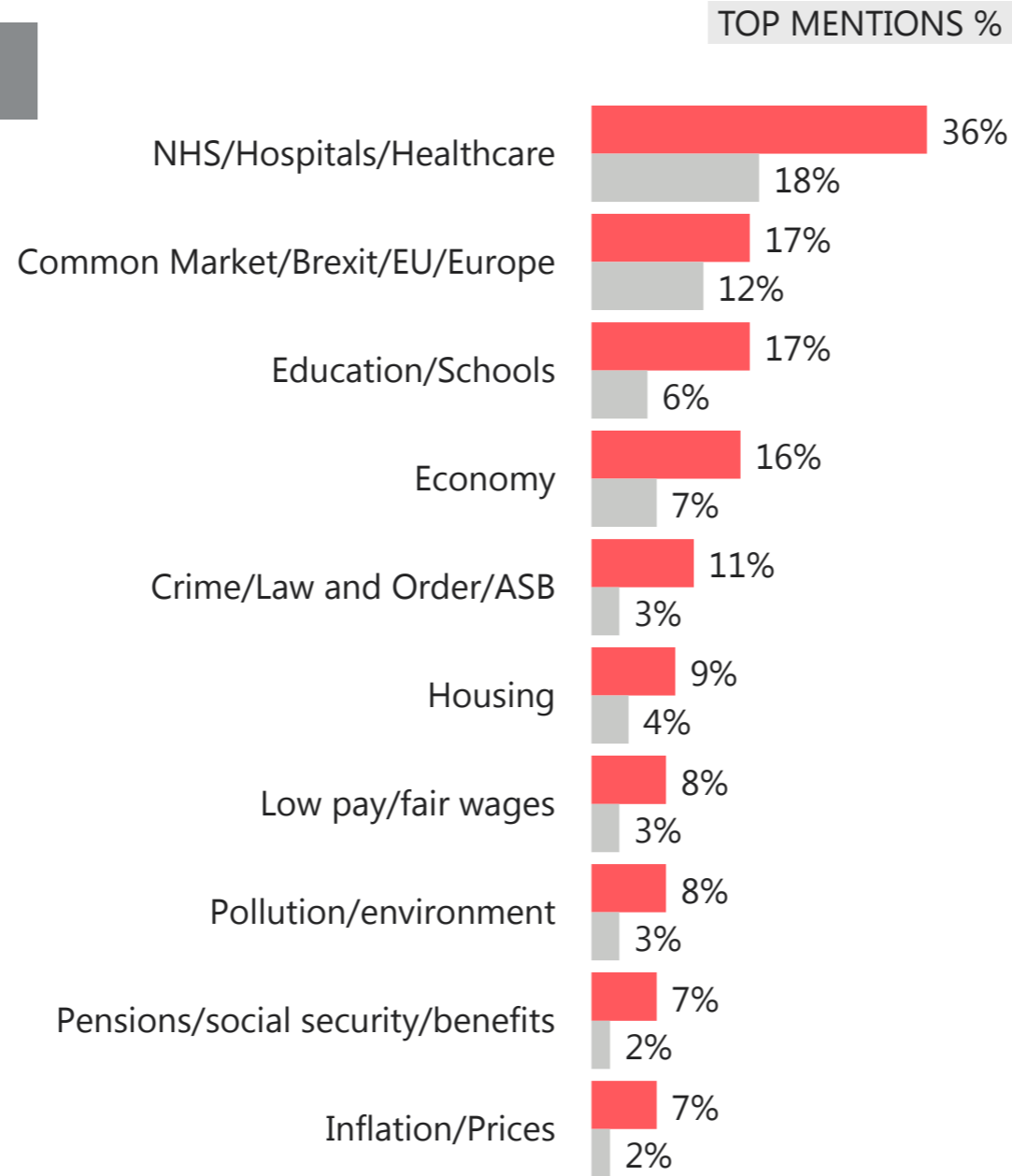
MOST IMPORTANT ISSUE

Base: 1,010 British adults 18+, 8 - 24 November 2019

Source: Ipsos MORI Issues Index

November 2019

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



MOST/OTHER
IMPORTANT ISSUES

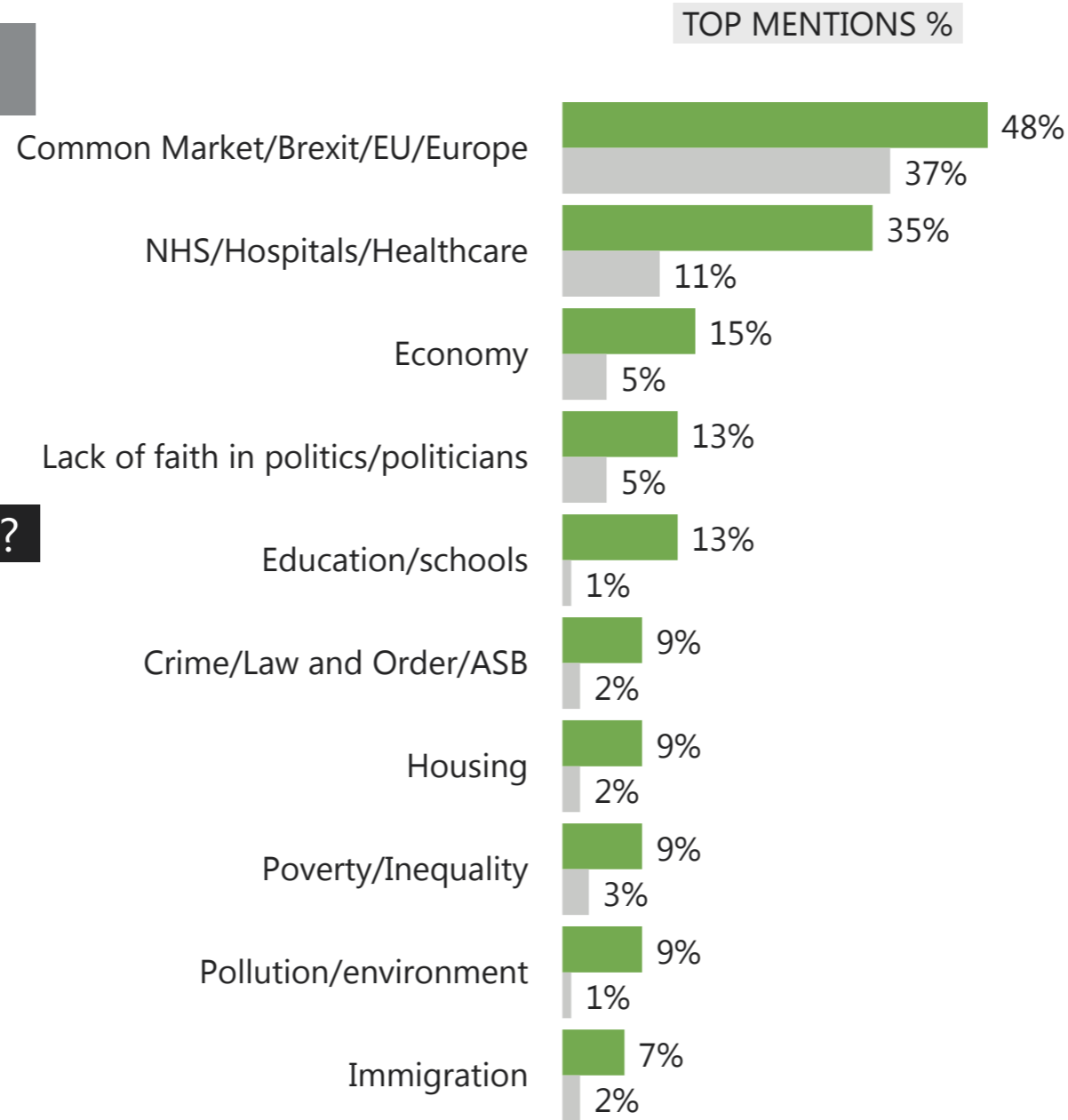
MOST IMPORTANT
ISSUE

Base: 1,010 British adults 18+, 8 - 24 November 2019

Source: Ipsos MORI Issues Index

November 2019

WHAT DO YOU SEE
AS THE MOST/OTHER
IMPORTANT ISSUES
THAT WILL INFLUENCE
HOW YOU VOTE
AT THE GENERAL ELECTION?



MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT
ISSUE

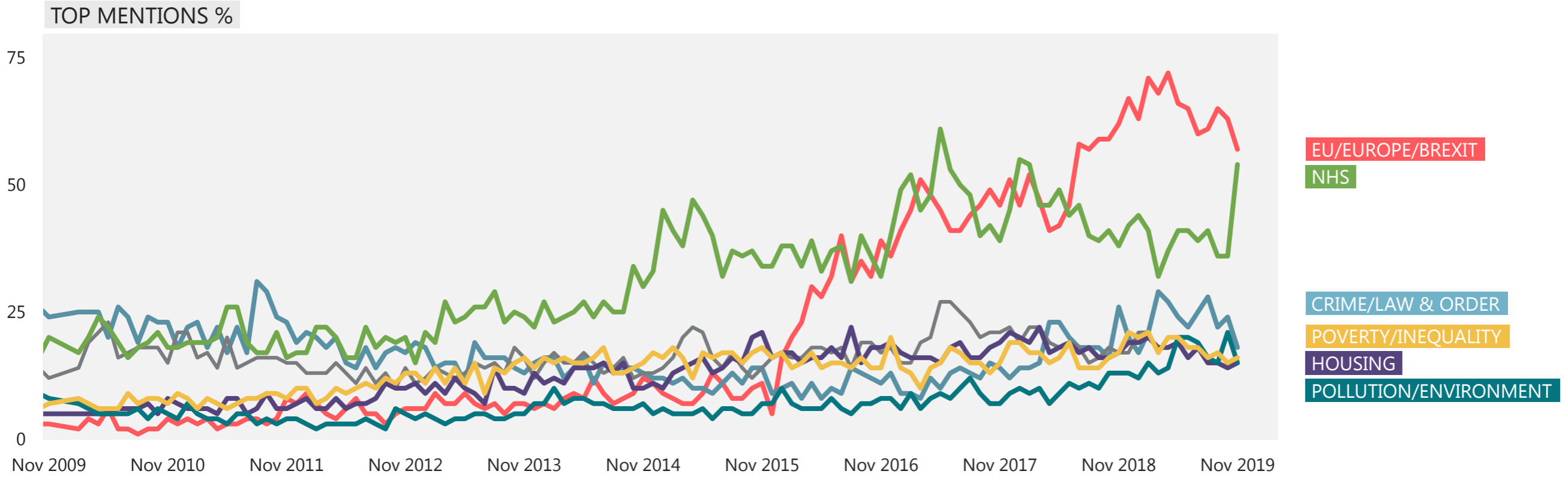
Base: 1,010 British adults 18+, 8 - 24 November 2019

Source: Ipsos MORI Issues Index



Growing concerns

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



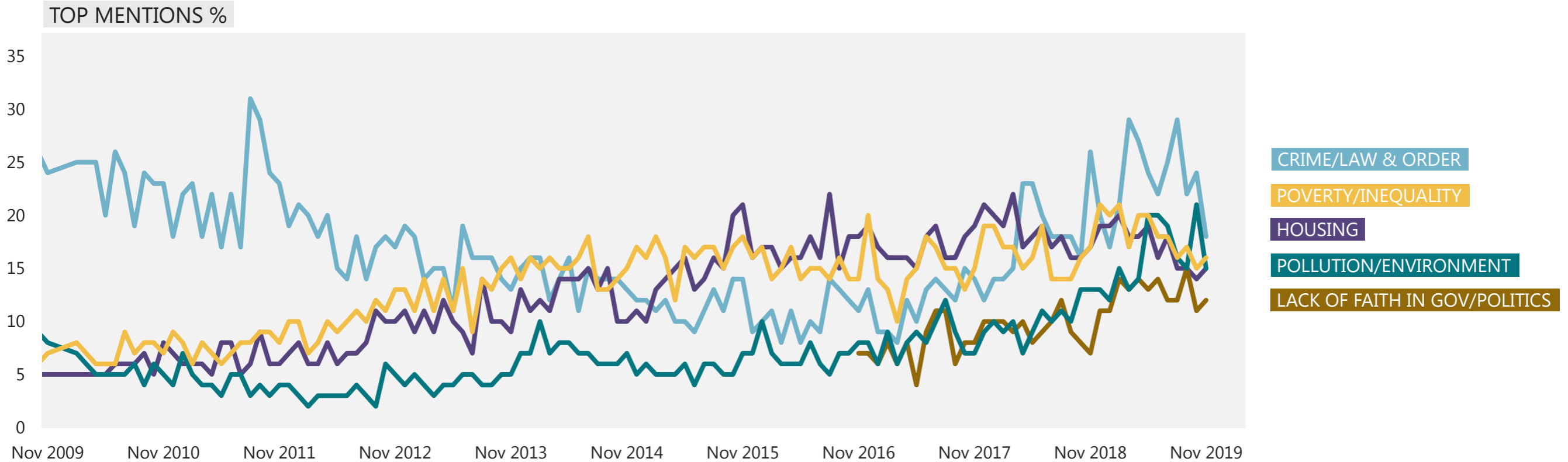
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

Growing concerns – beneath the headlines

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



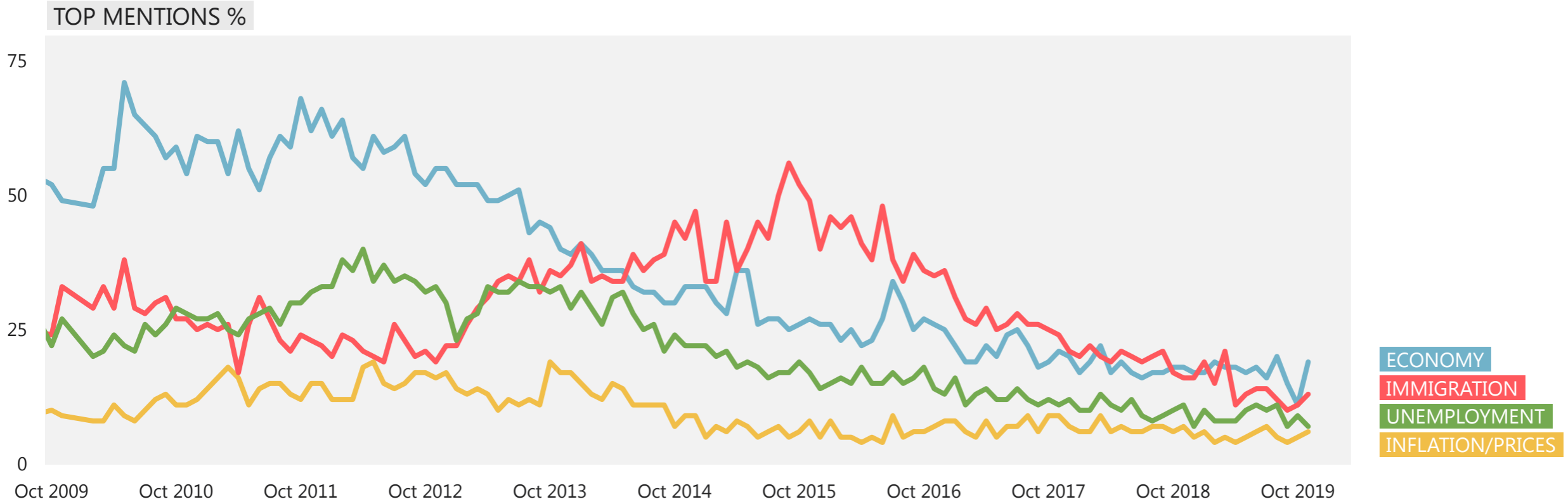
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

Declining issues

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



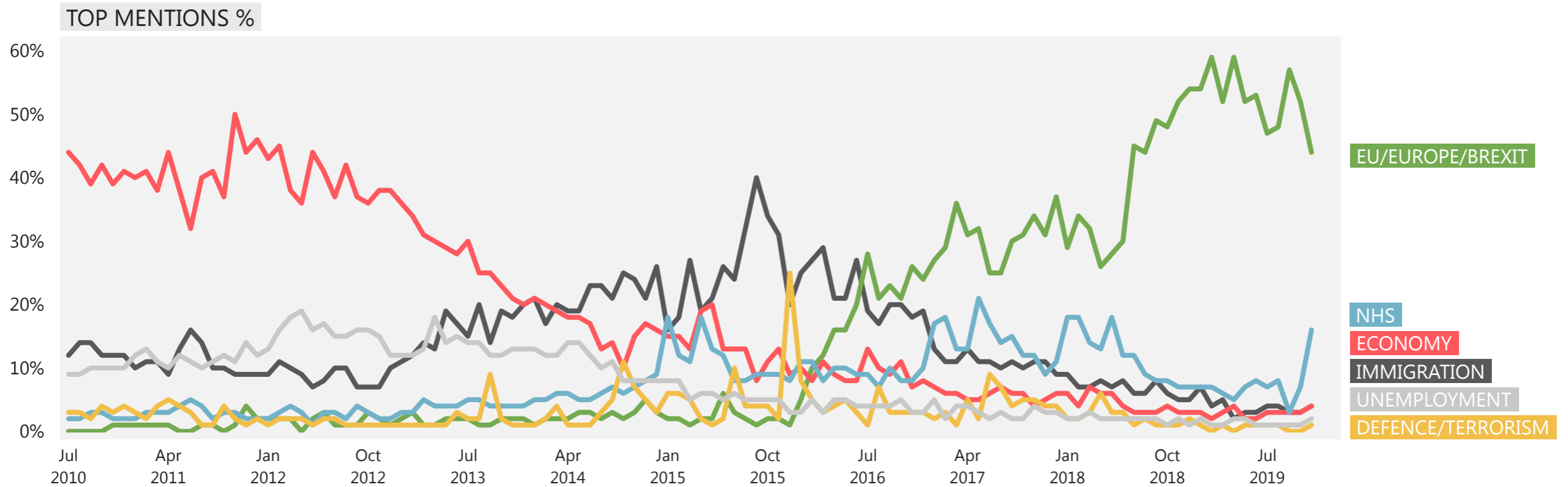
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

Single Biggest Issue 2010 - 2019

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



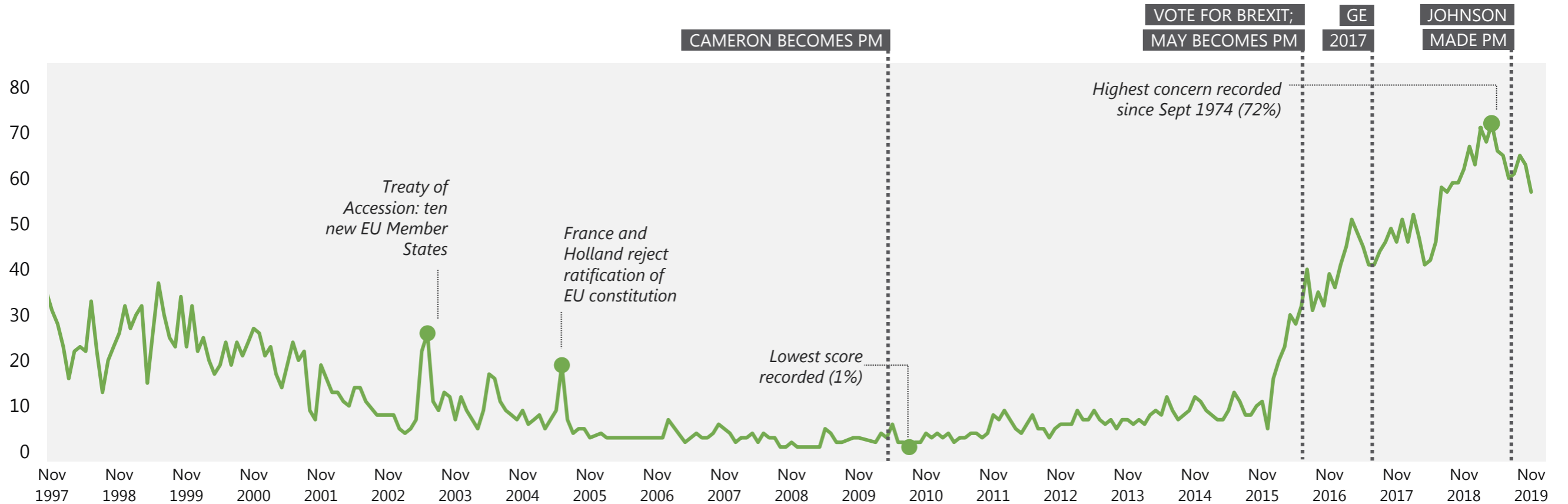
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



EU / Europe / Brexit

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



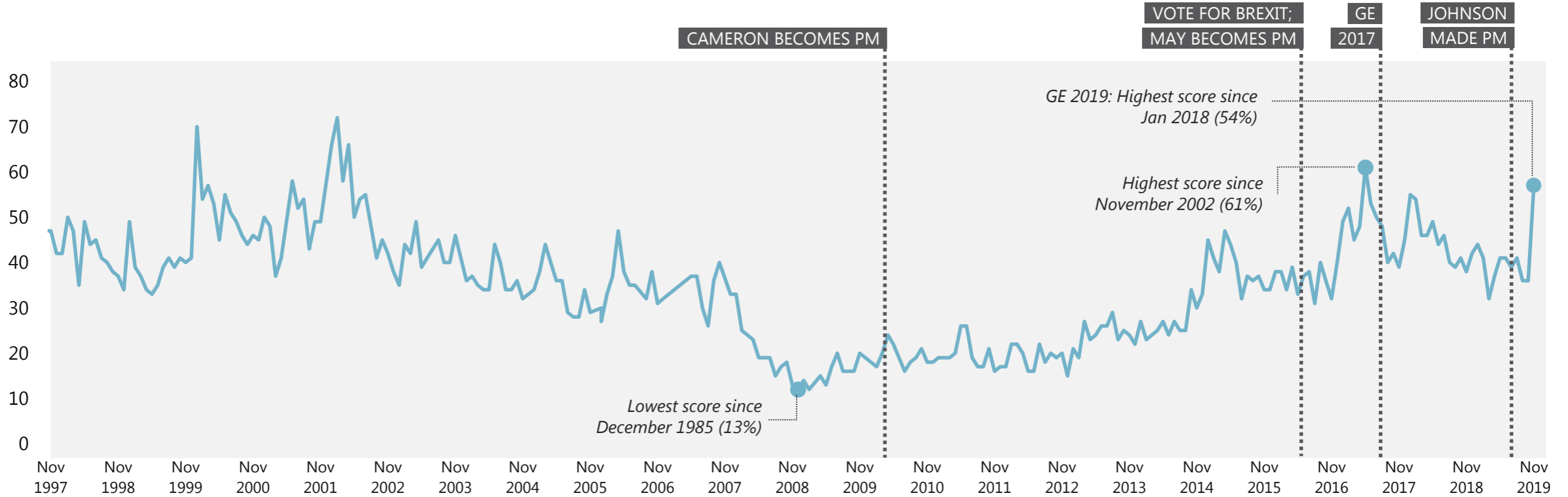
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



NHS / Hospitals / Healthcare

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

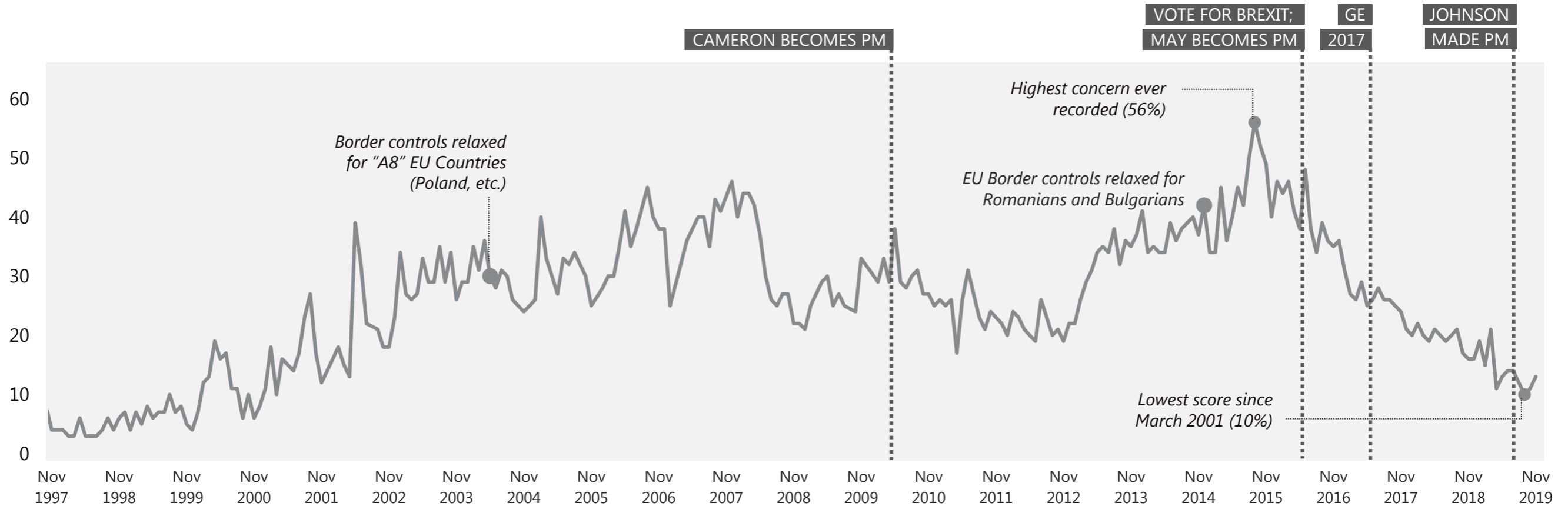


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

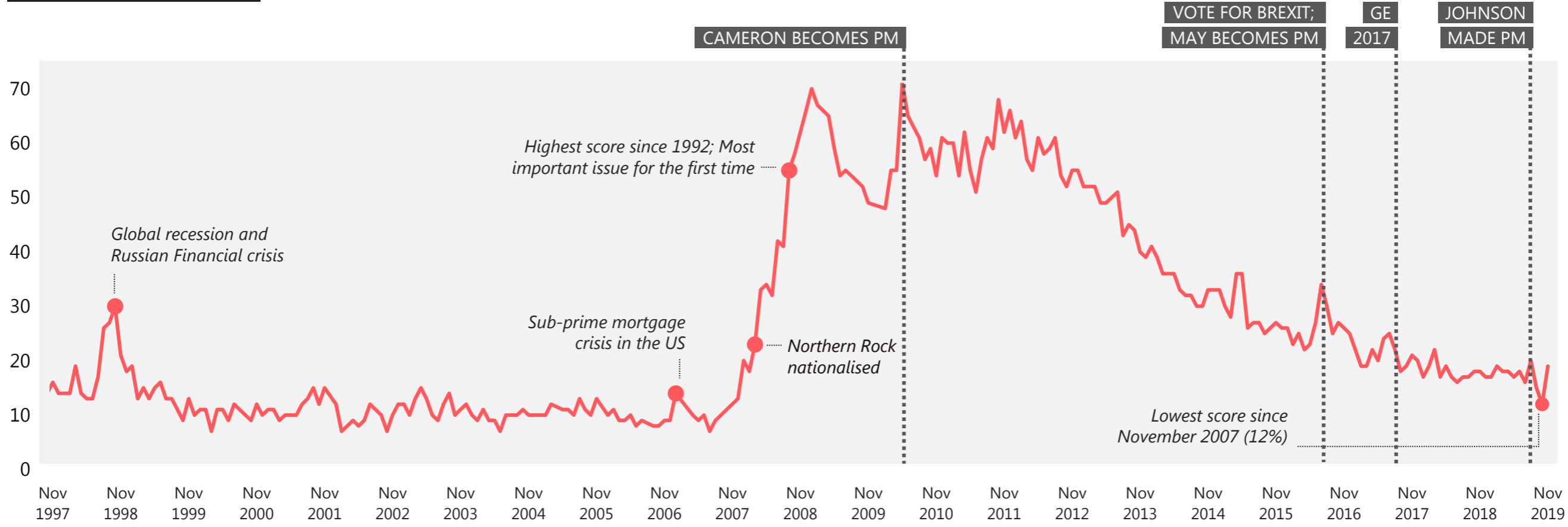


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Economy / Economic situation

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



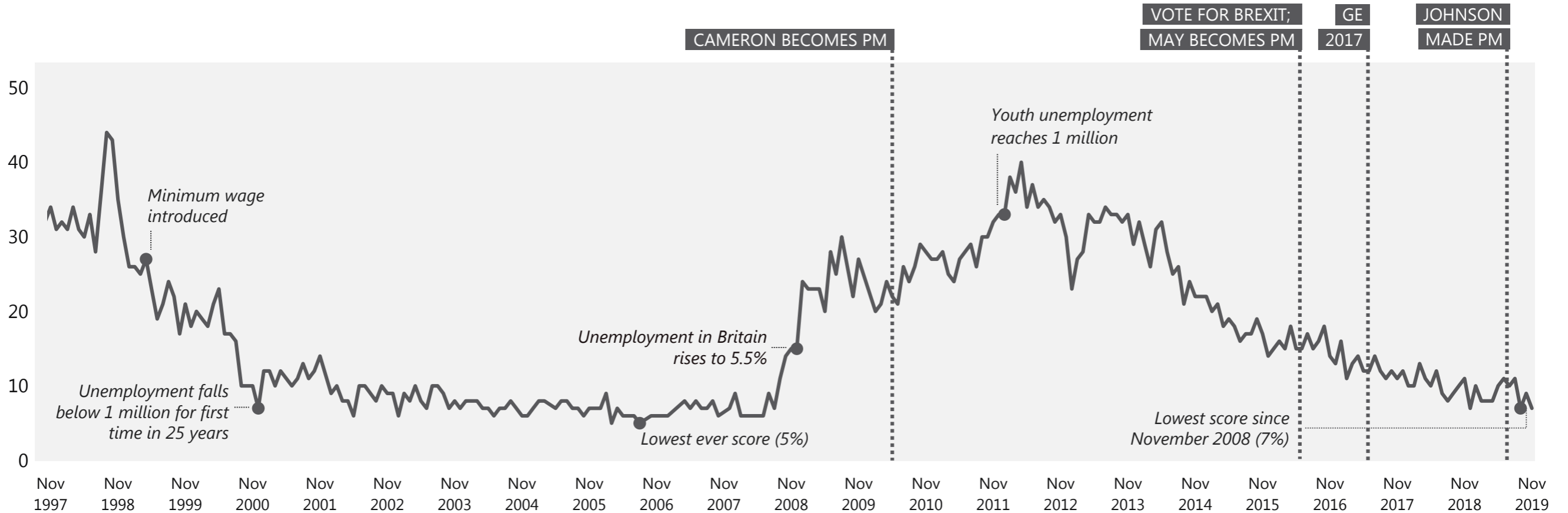
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Unemployment / Factory closure / Lack of industry

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

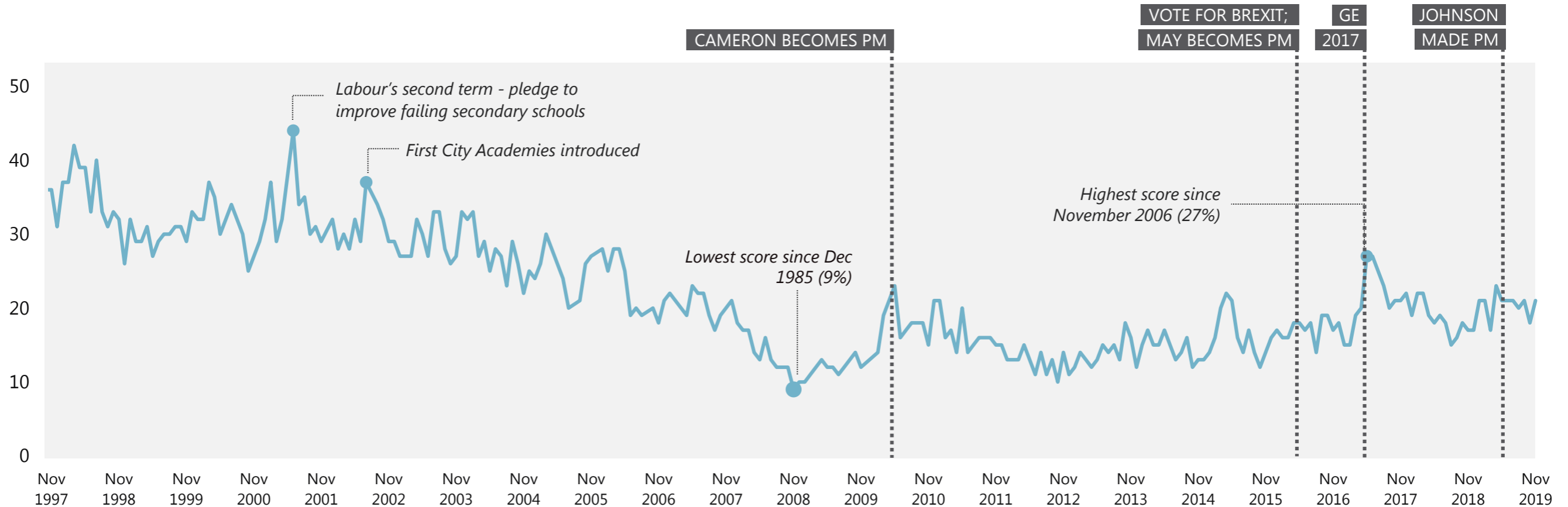


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Education / Schools

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

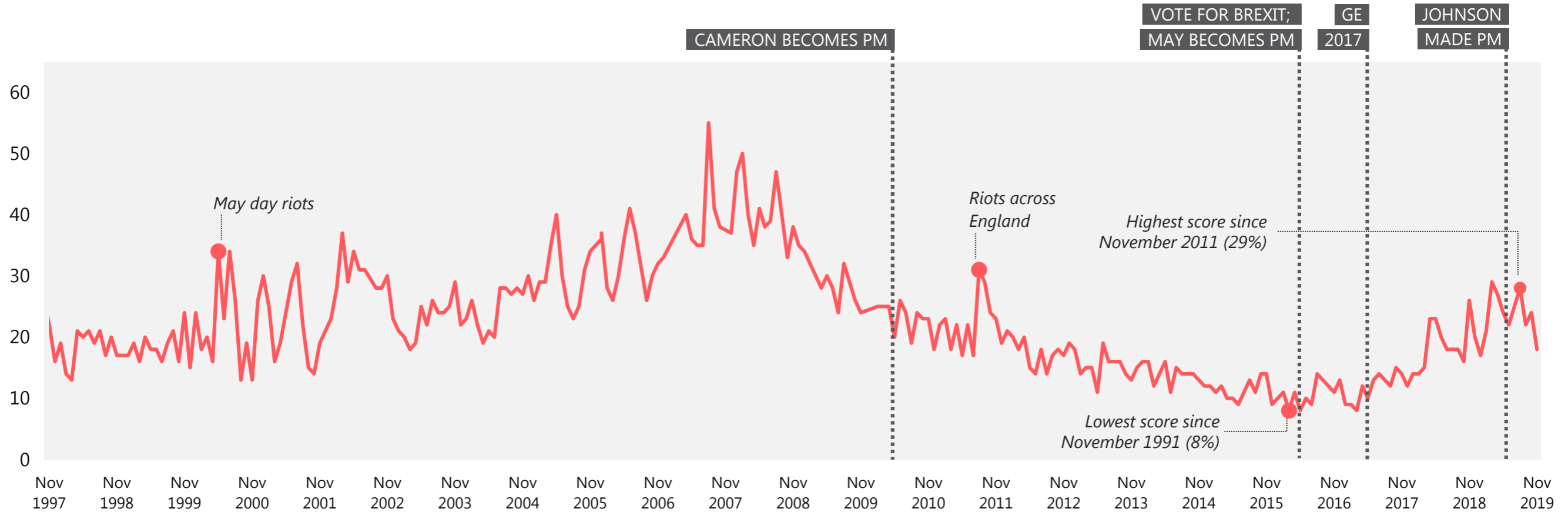


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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



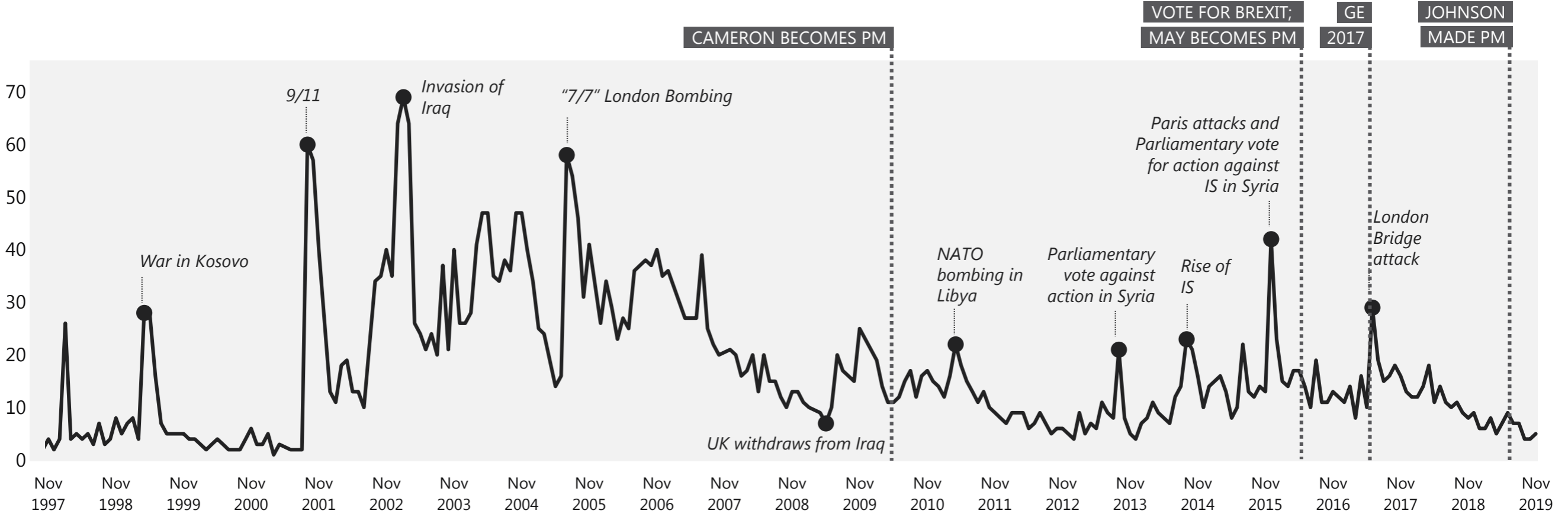
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Defence / Foreign Affairs / International terrorism

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



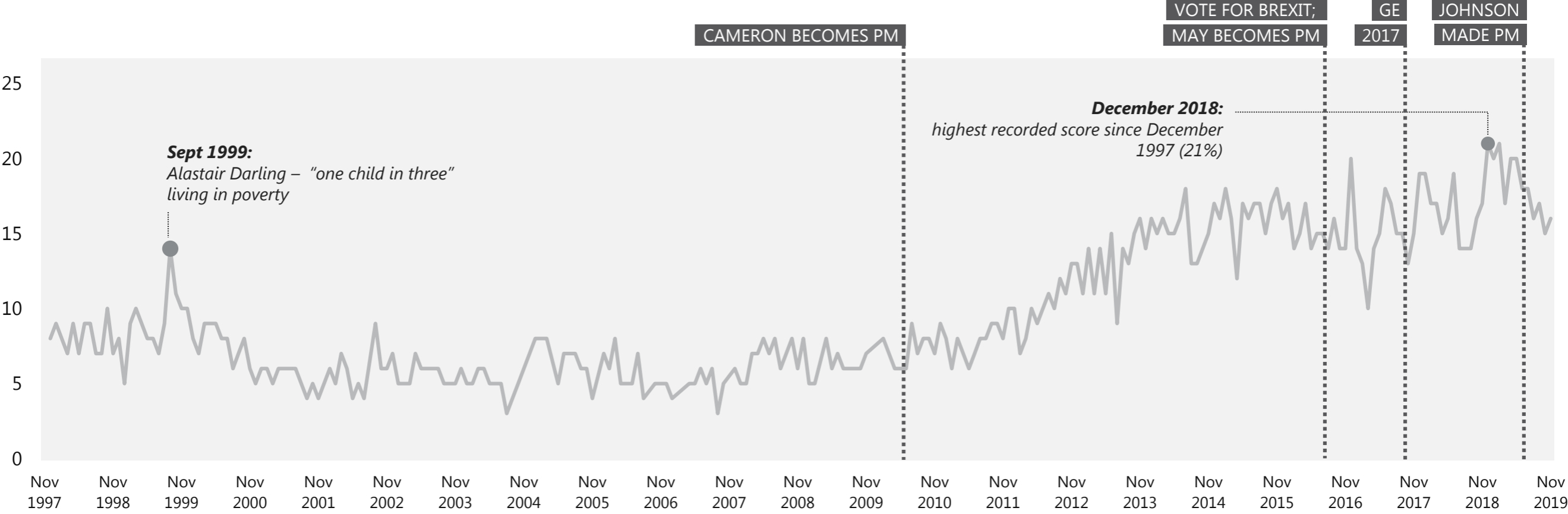
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Poverty/inequality

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



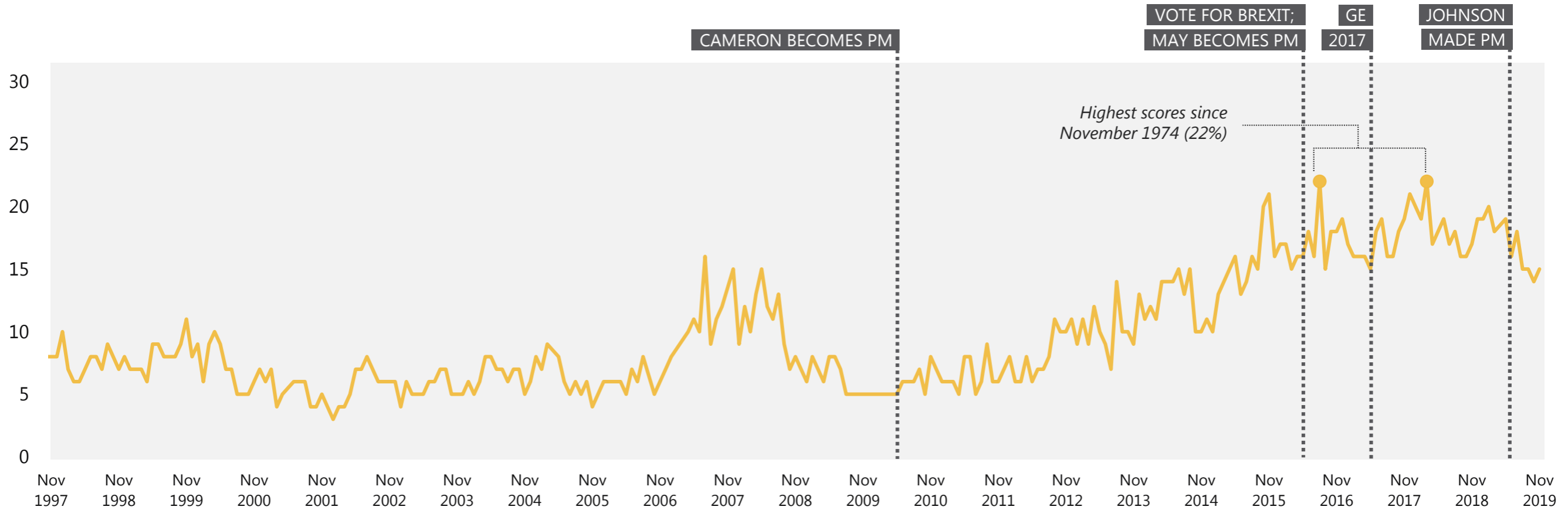
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Housing

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



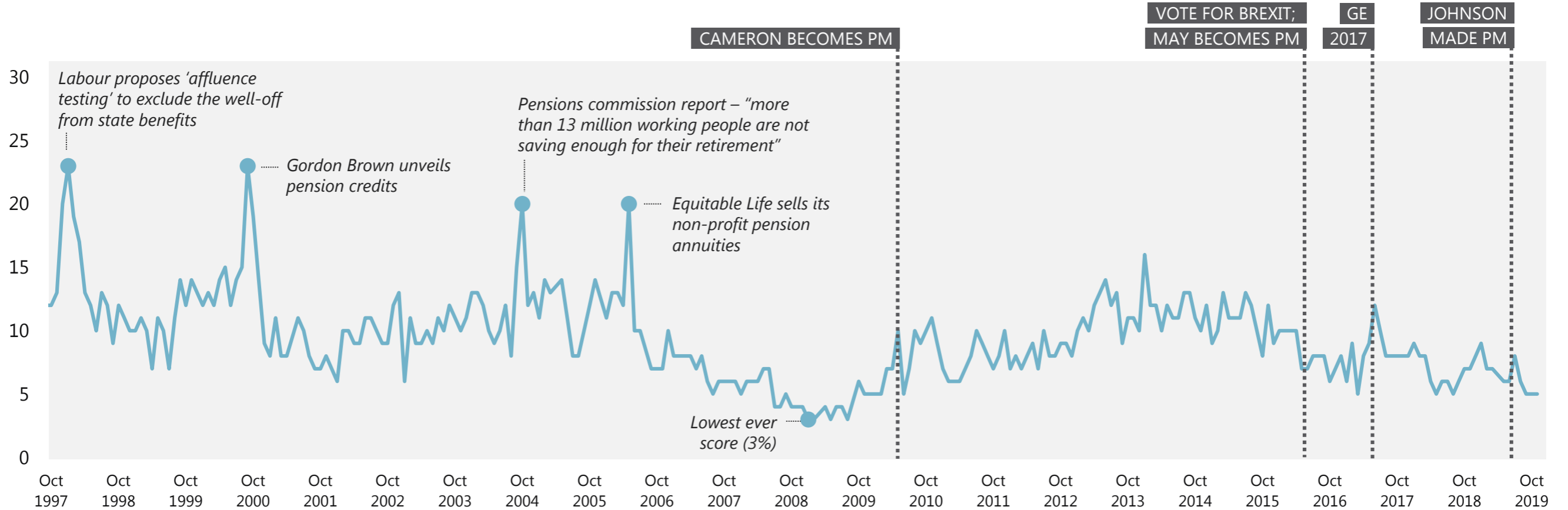
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Pensions/Social Security/Benefits

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



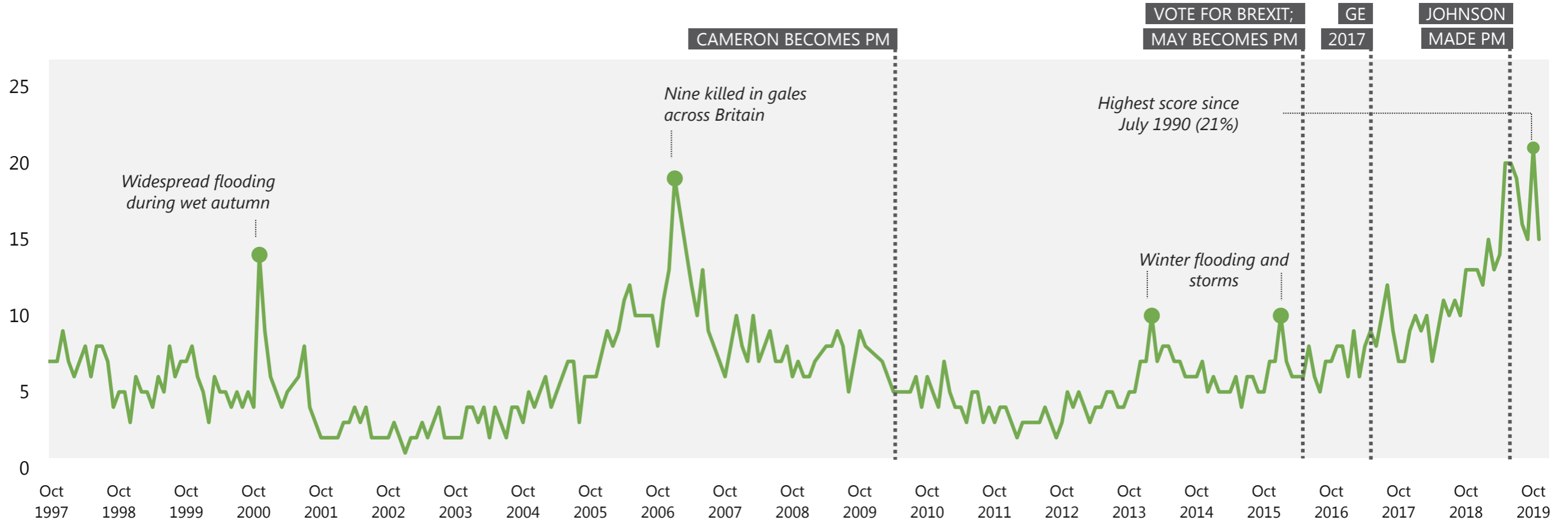
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



Pollution / Environment

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

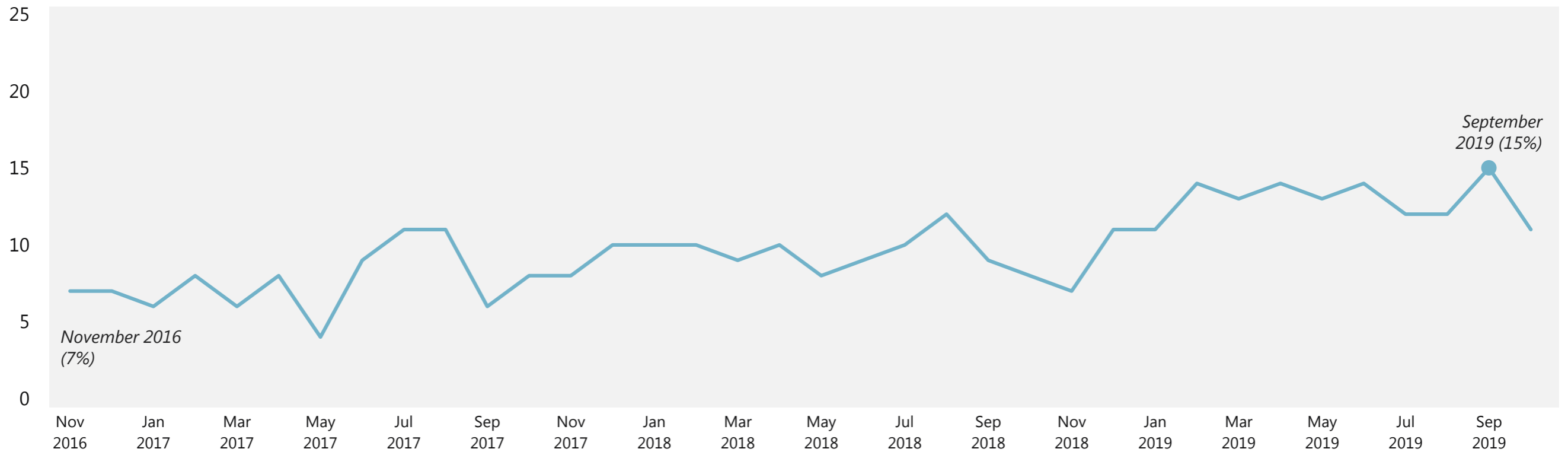


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Lack of faith in government/ politics

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

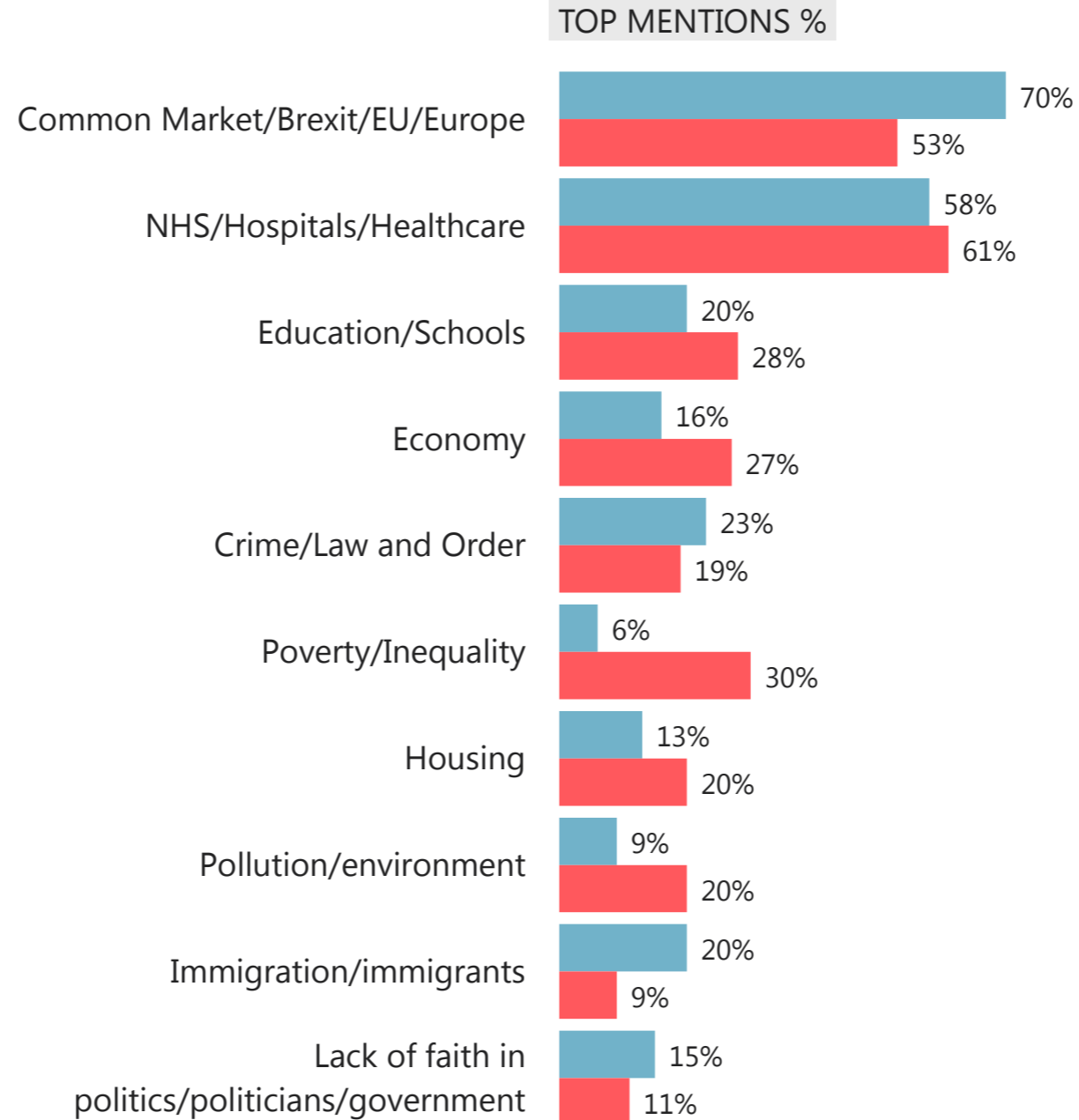


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Party support

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



CONSERVATIVE
SUPPORTERS

LABOUR
SUPPORTERS

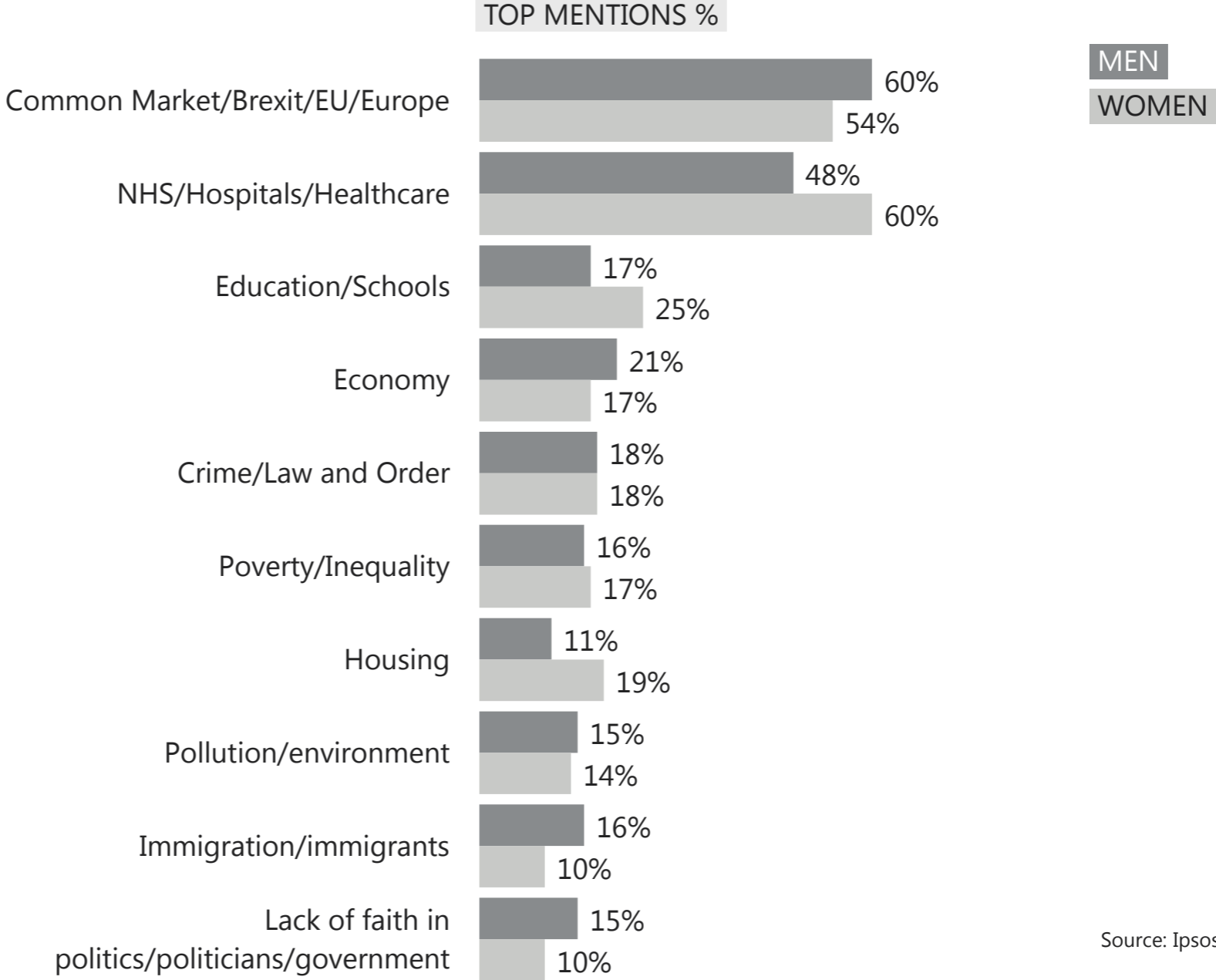
Base: 1,010 British adults 18+, 8 - 24 November 2019



Source: Ipsos MORI Issues Index

Men and women

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



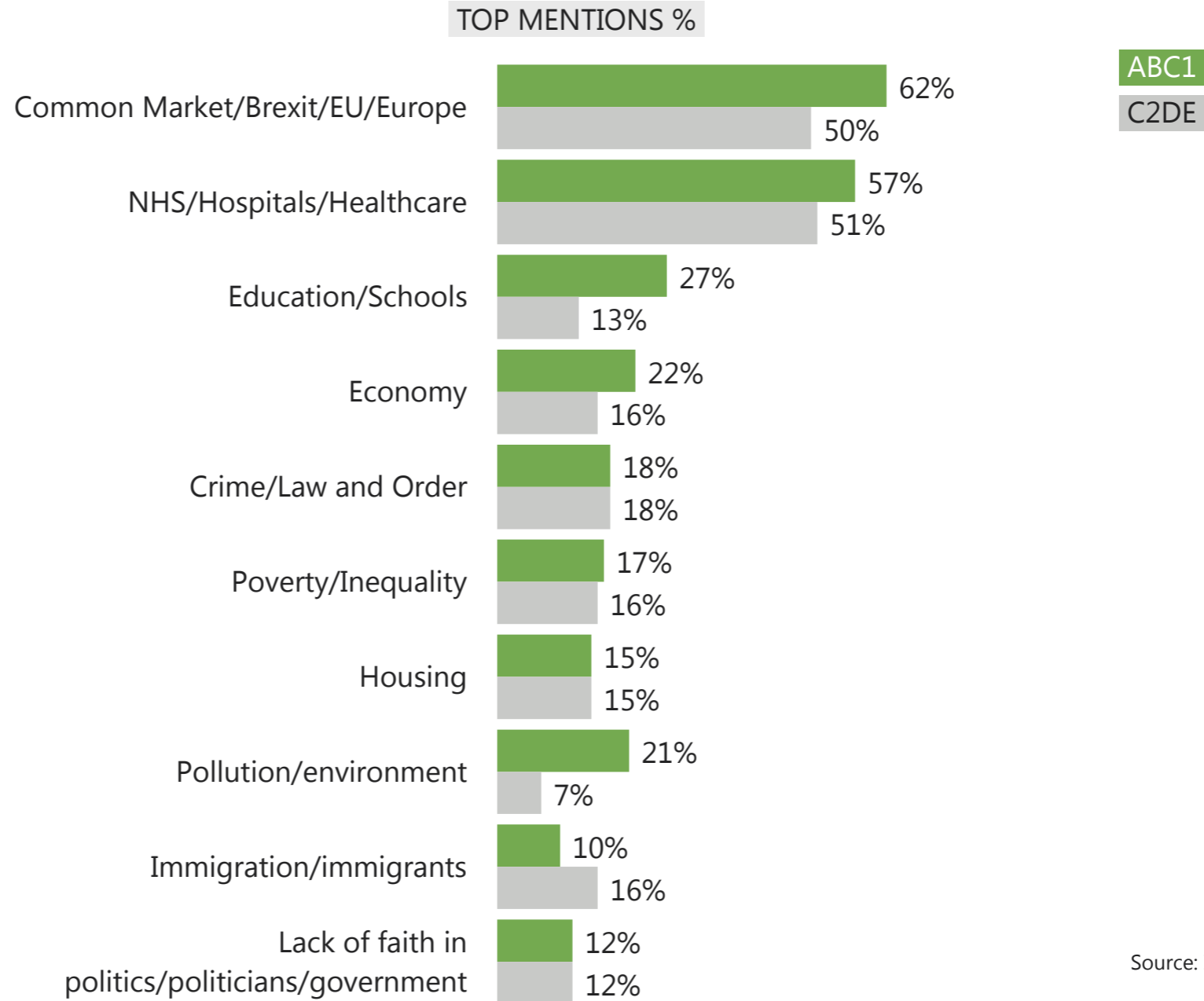
Base: 1,010 British adults 18+, 8 - 24 November 2019



Source: Ipsos MORI Issues Index

Social grade

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



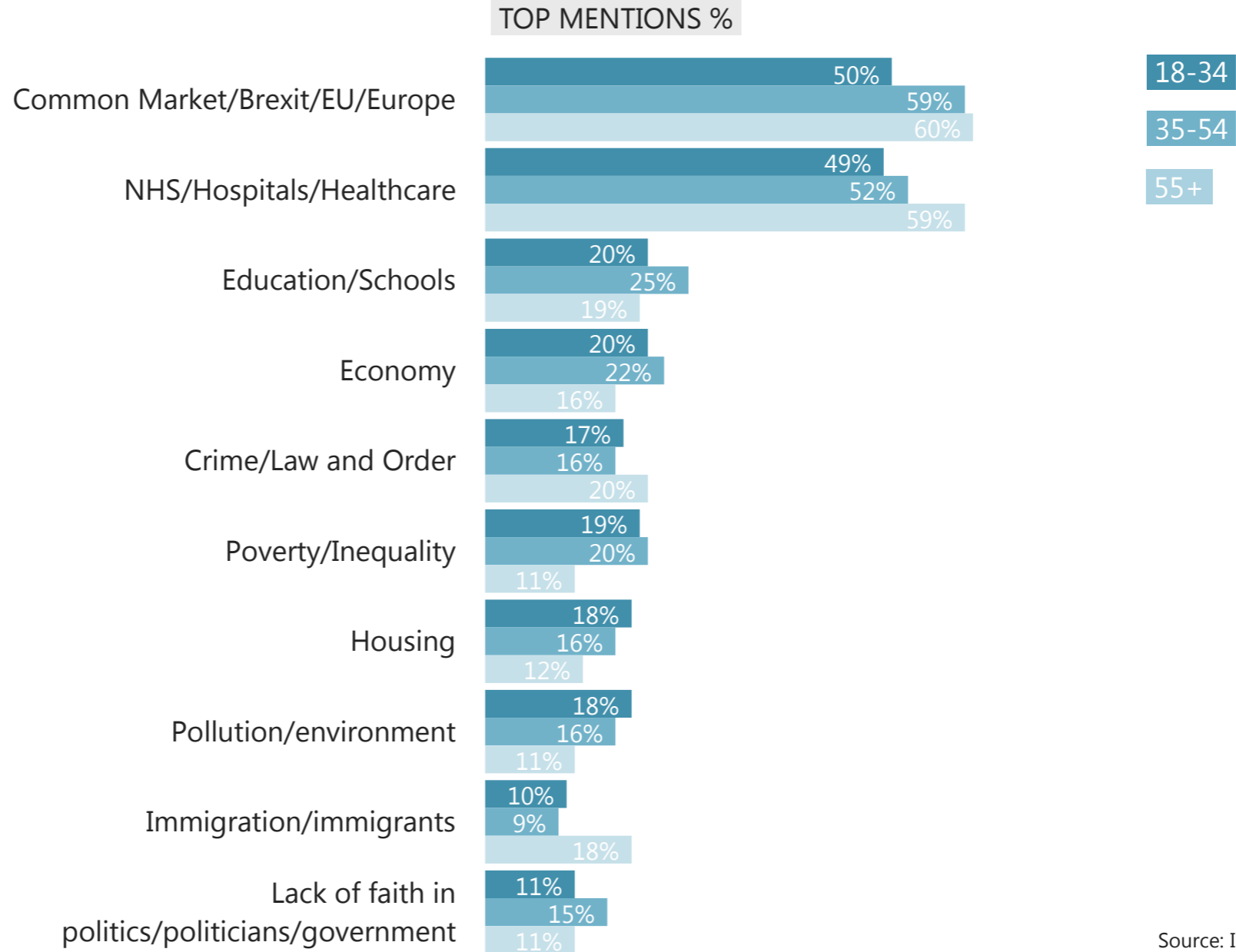
Base: 1,010 British adults 18+, 8 - 24 November 2019



Source: Ipsos MORI Issues Index

Age group

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



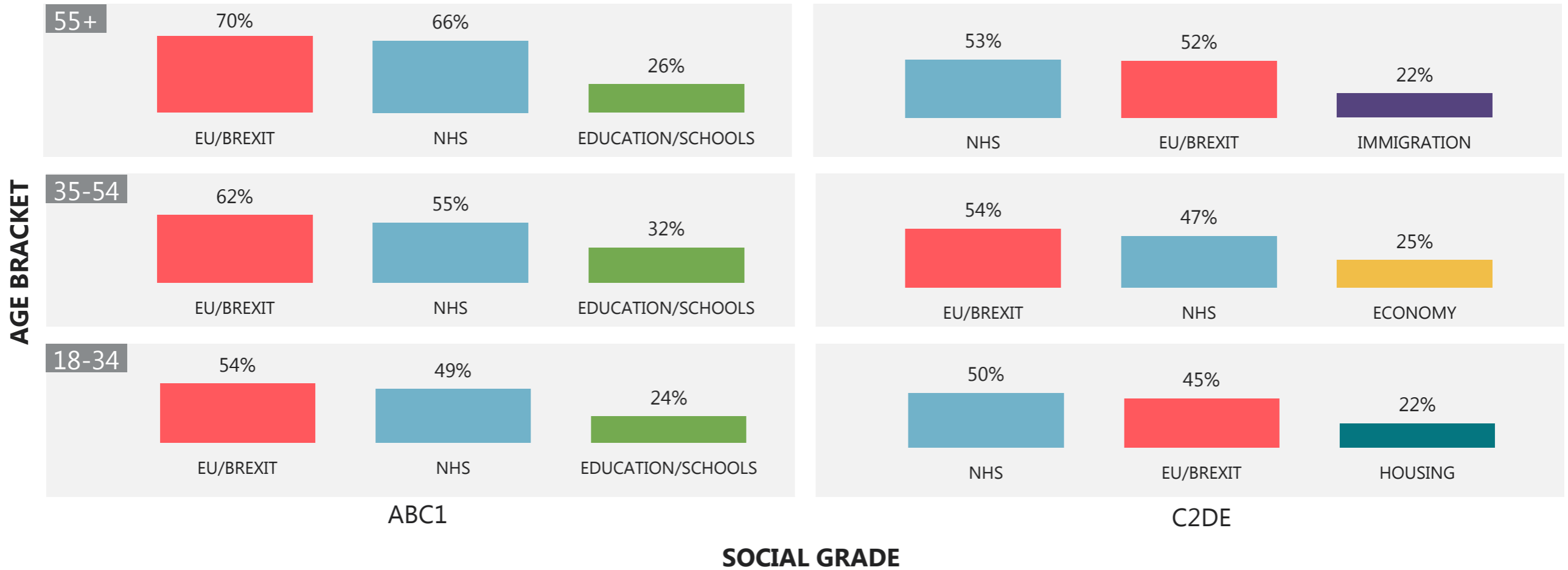
Base: 1,010 British adults 18+, 8 - 24 November 2019



Source: Ipsos MORI Issues Index

Age and social grade

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



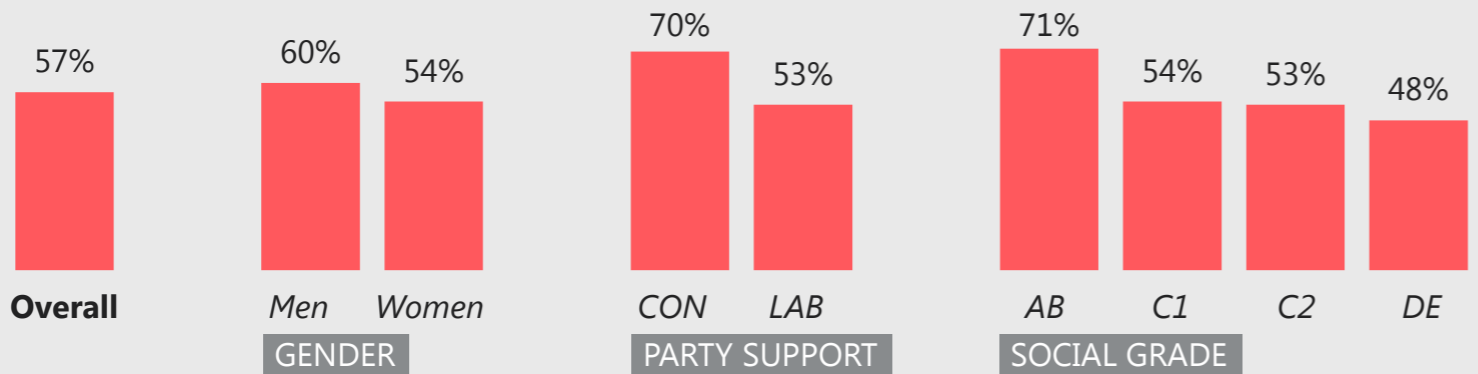
Base: 1,010 British adults 18+, 11 – 24 November 2019

Source: Ipsos MORI Issues Index

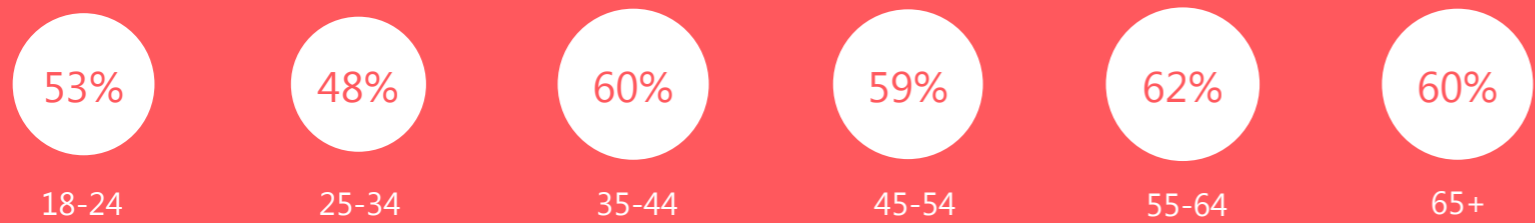
Concern about Brexit/EU by subgroup

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

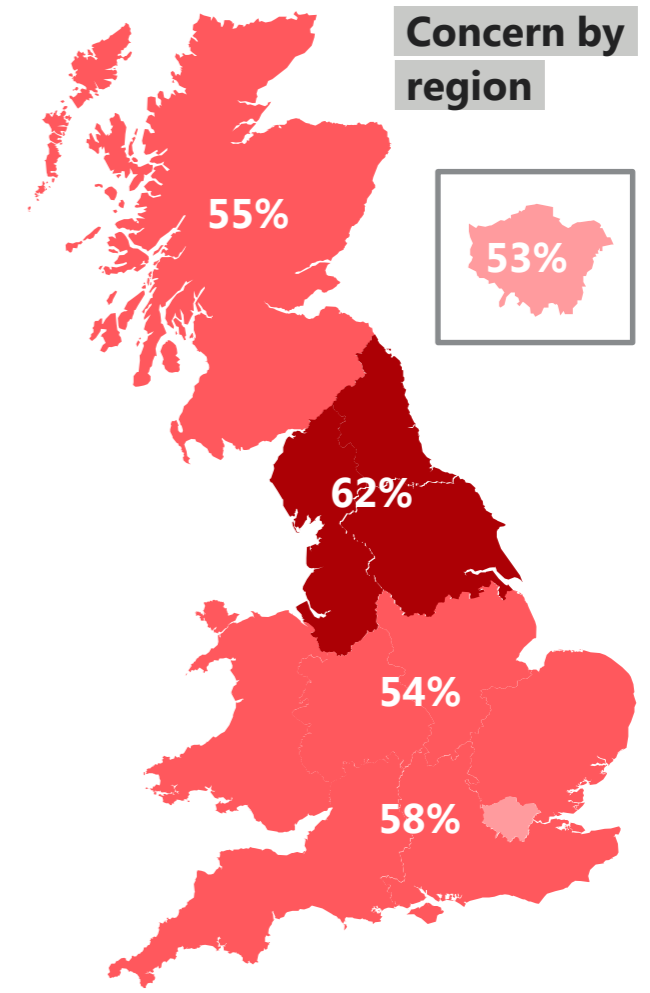
Concern about Brexit/EU by key demographic groups:



Concern about Brexit/EU by age:



Base: 1,010 British adults 18+, 11 – 24 November 2019

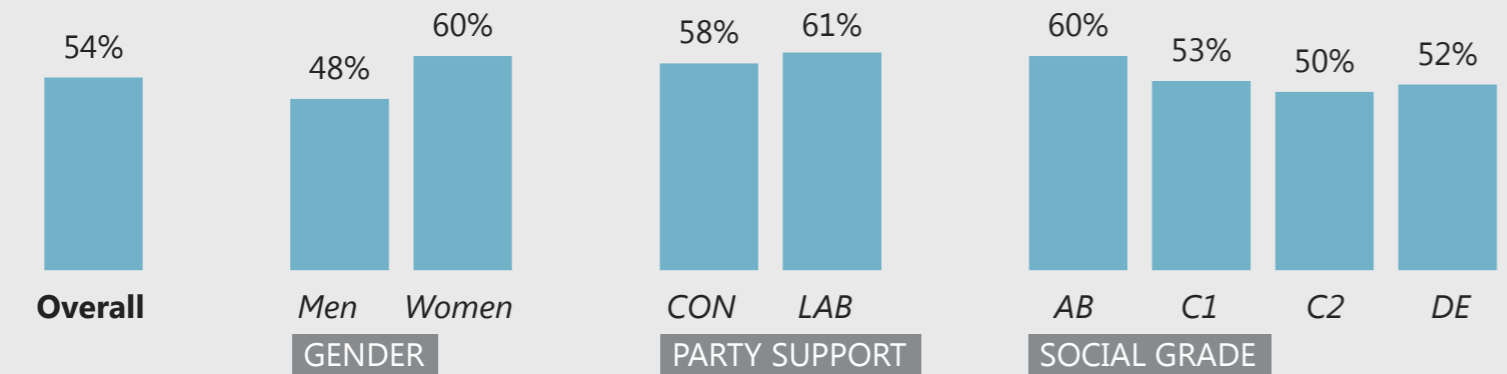


Ipsos MORI Issues Index

Concern about the NHS by subgroup

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

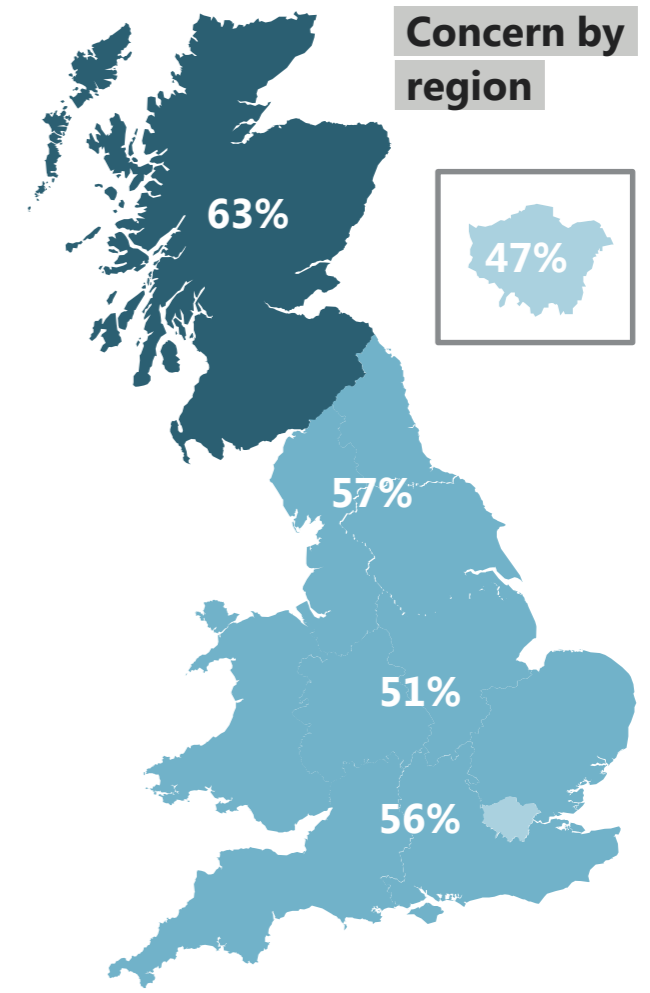
Concern about the NHS by key demographic groups:



Concern about the NHS by age:



Base: 1,010 British adults 18+, 8 - 24 November 2019

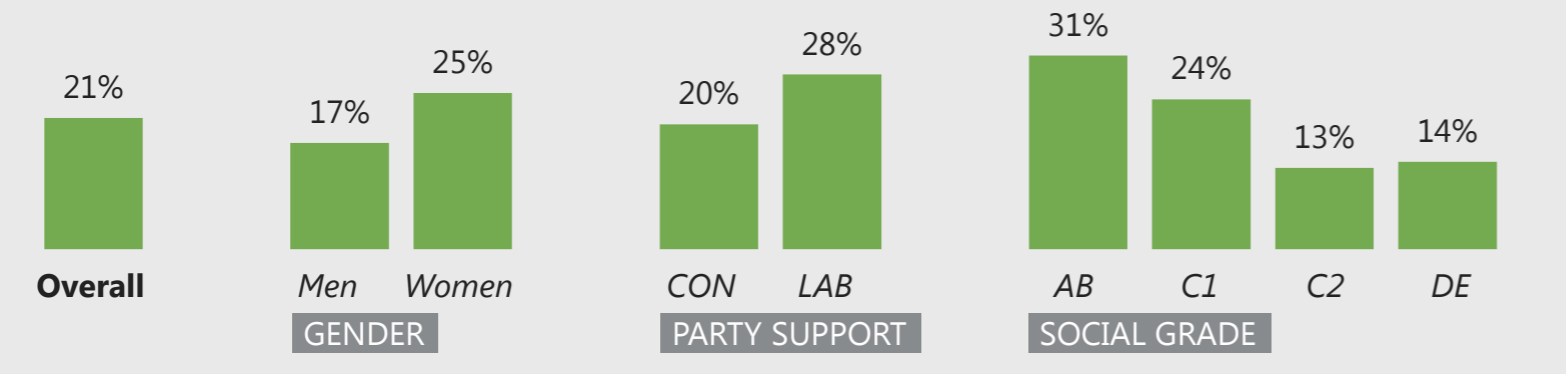


Ipsos MORI Issues Index

Concern about education by subgroup

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

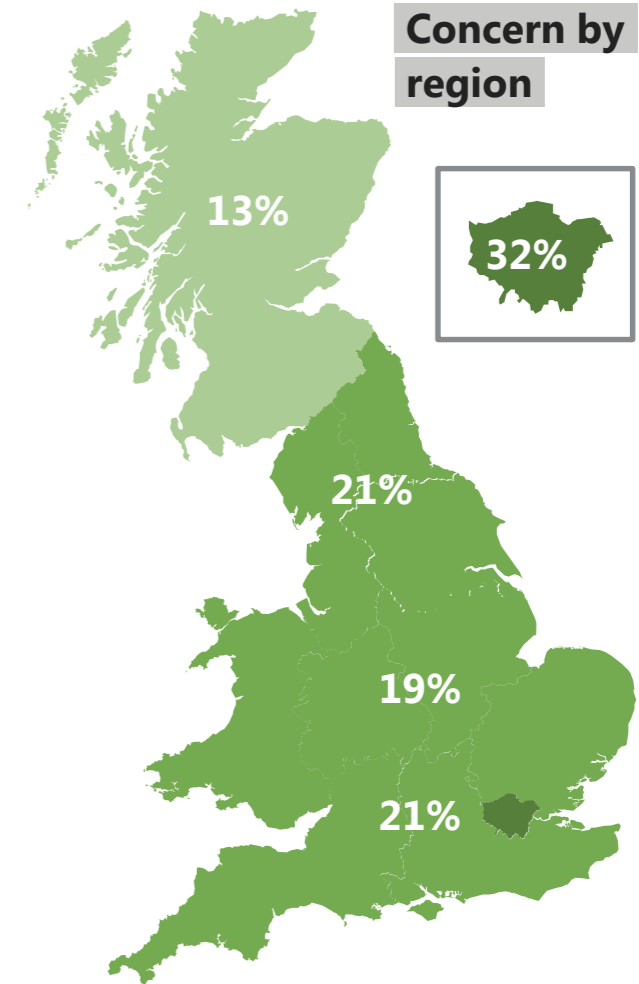
Concern about education by key demographic groups:



Concern about education by age:



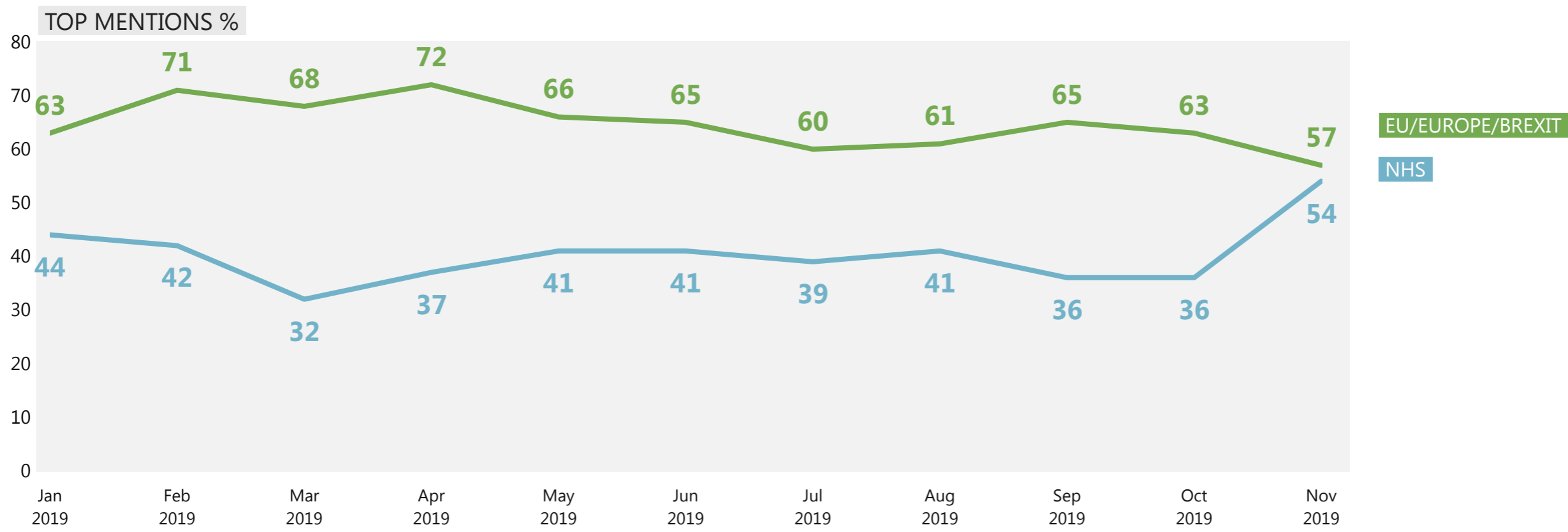
Base: 1,010 British adults 18+, 8 - 24 November 2019



Ipsos MORI Issues Index

Brexit and the NHS: concern over 2019

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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November 2019

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Michael.Clemence@ipsos.com

