

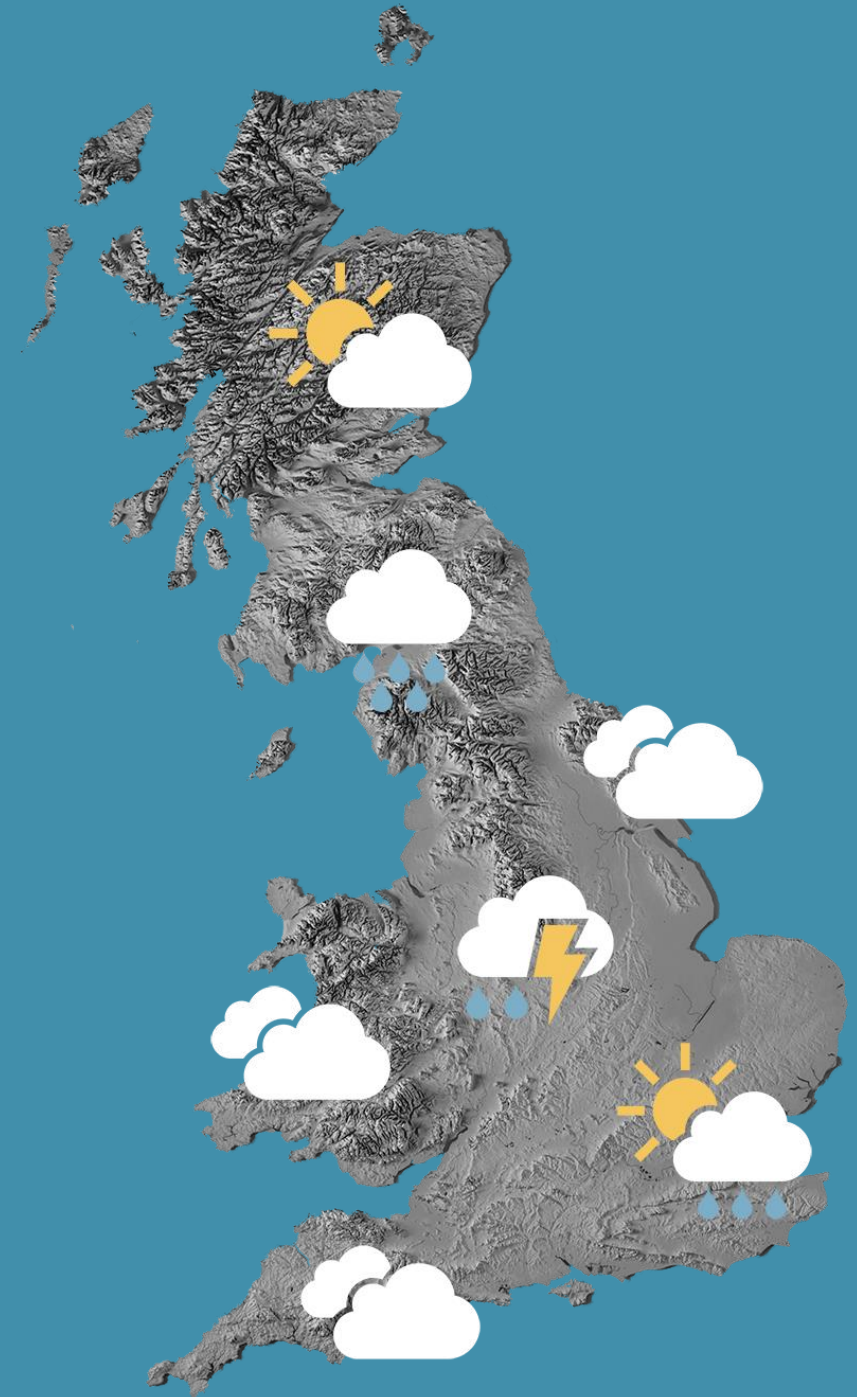
IPSOS MORI ISSUES INDEX

December 2019

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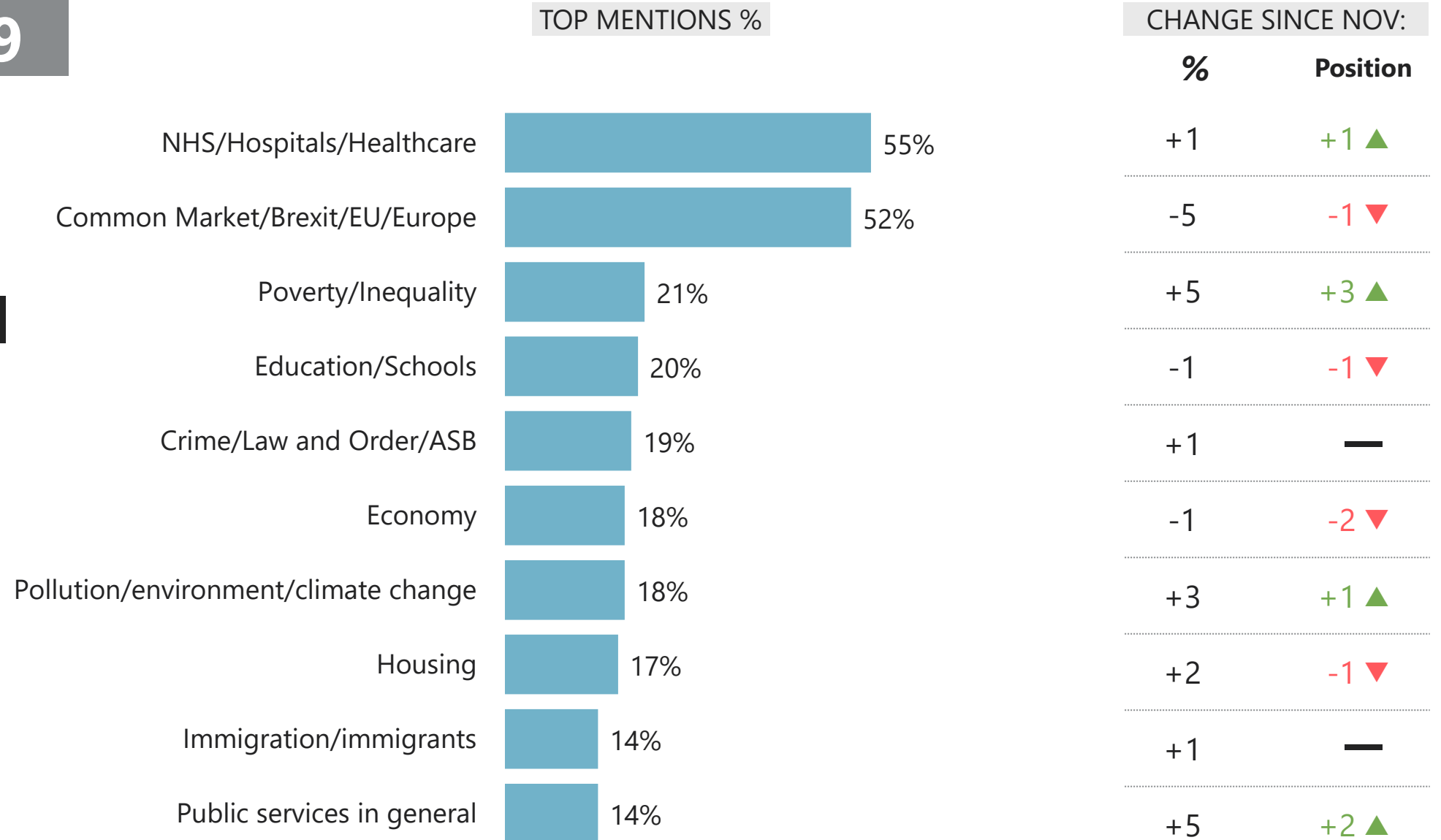


Ipsos MORI



December 2019

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

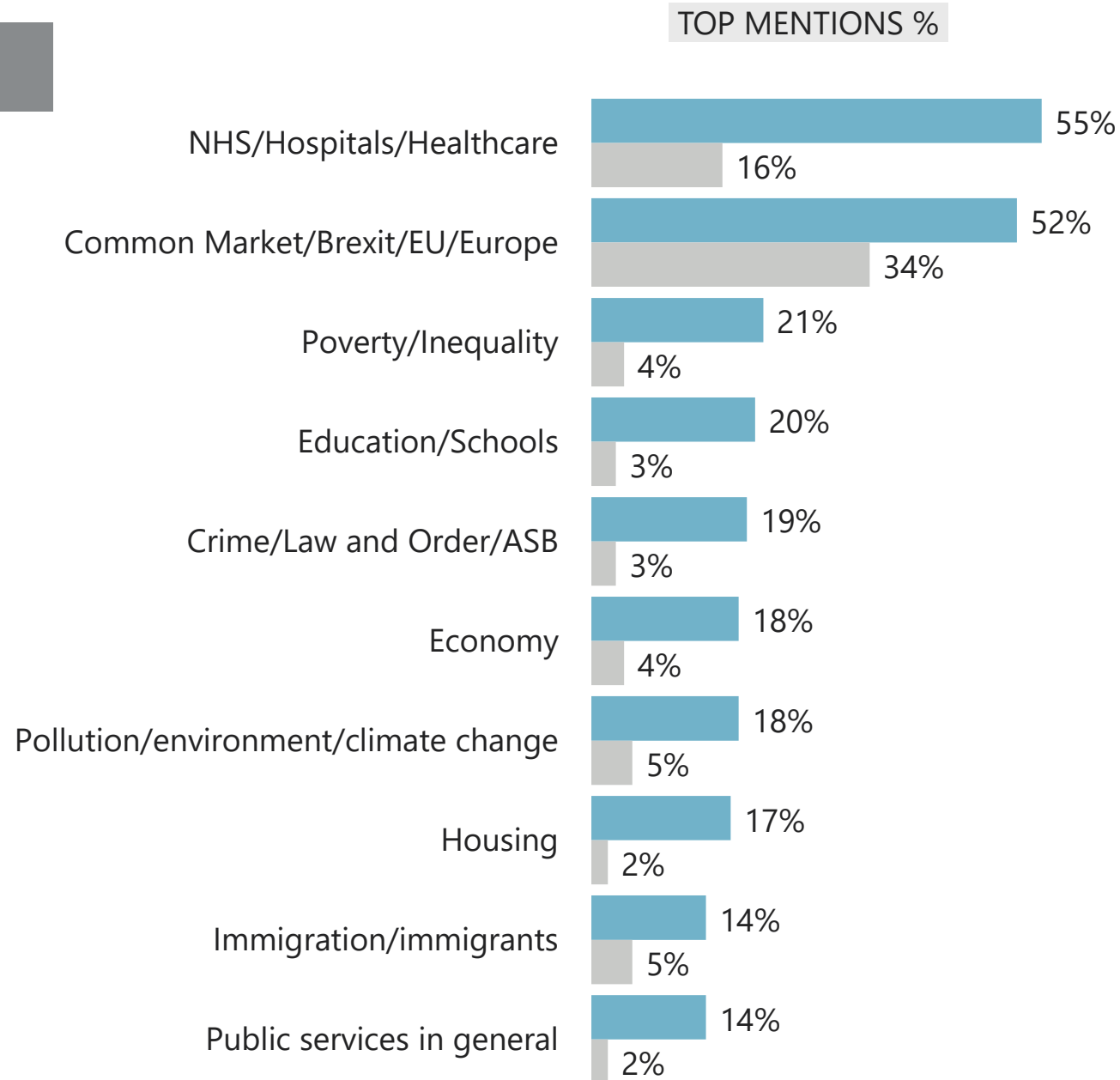


Base: 1,008 British adults 18+, 6 - 29 December 2019

Source: Ipsos MORI Issues Index

December 2019

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IMPORTANT ISSUES
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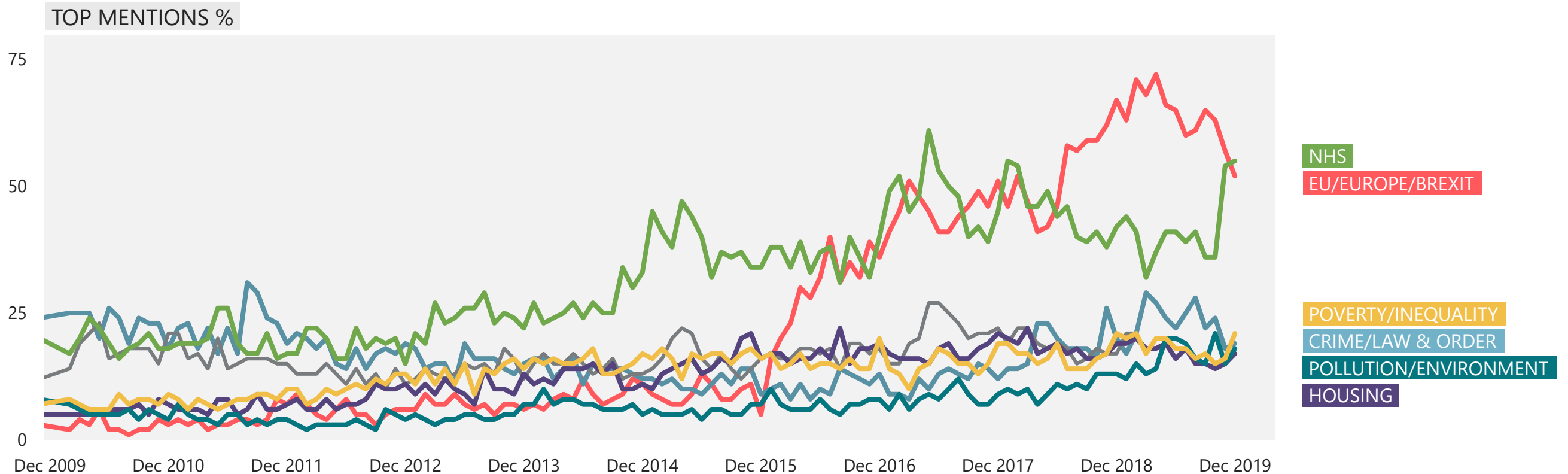
MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT
ISSUE

Base: 1,008 British adults 18+, 6 - 29 December 2019

Growing concerns

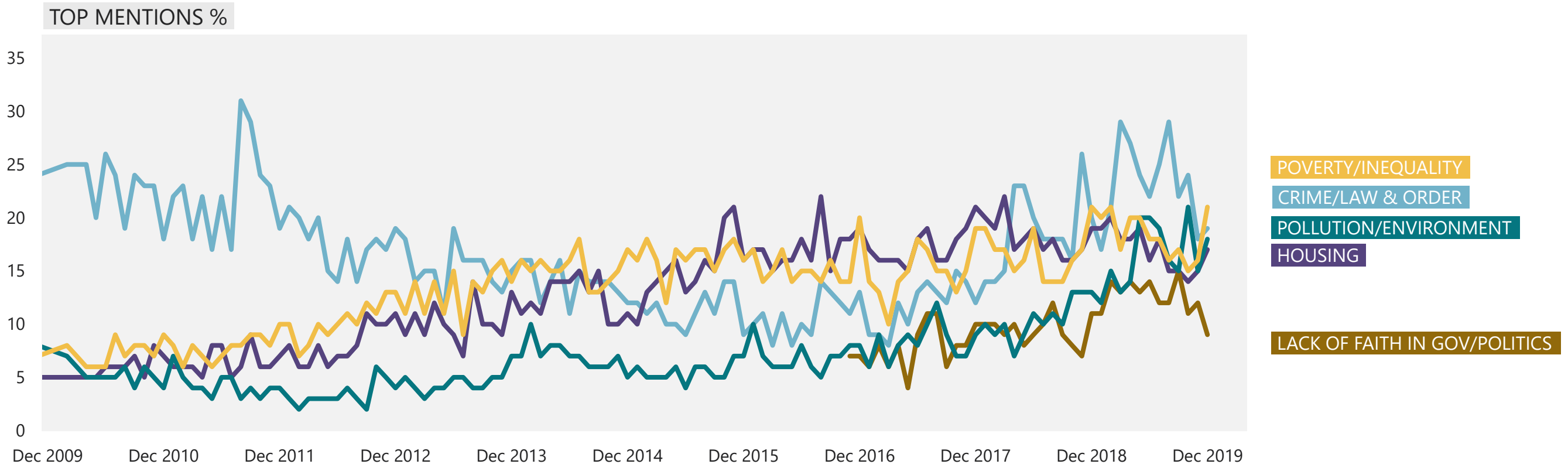
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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

Growing concerns – beneath the headlines

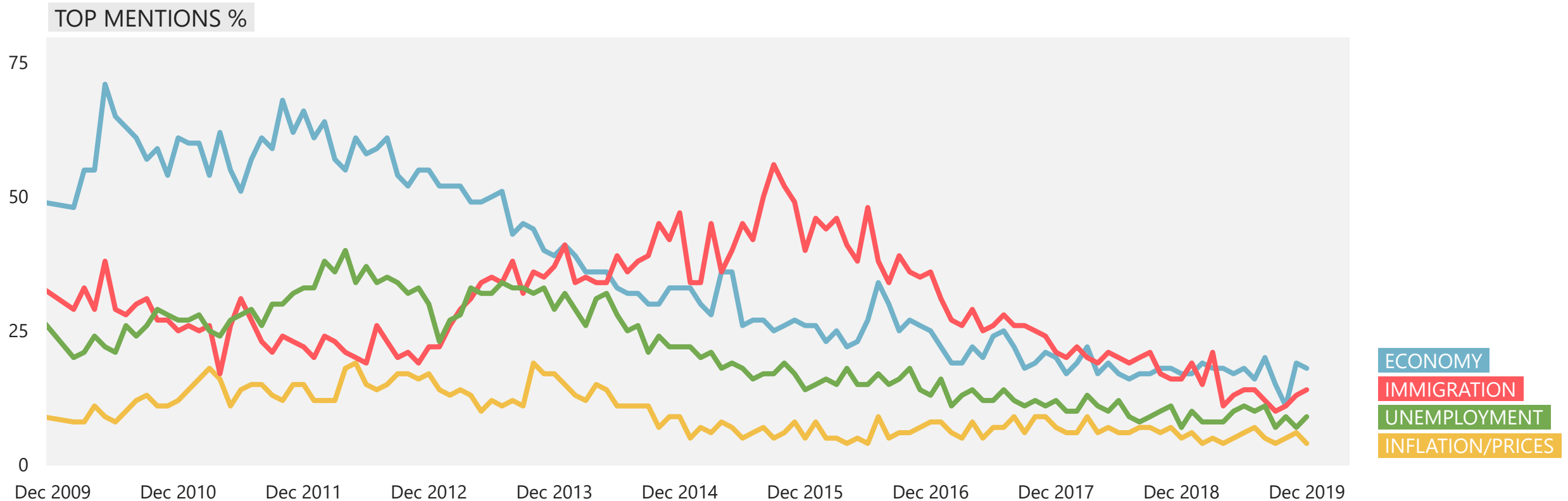
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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Declining issues

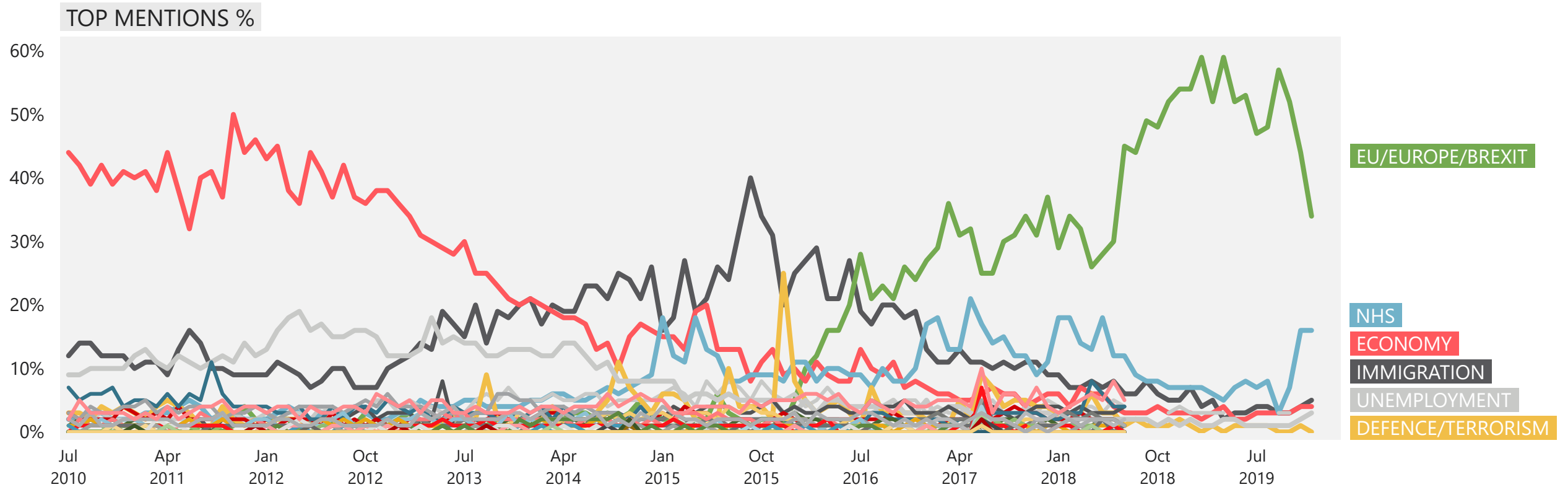
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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

Single Biggest Issue 2010 - 2019

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

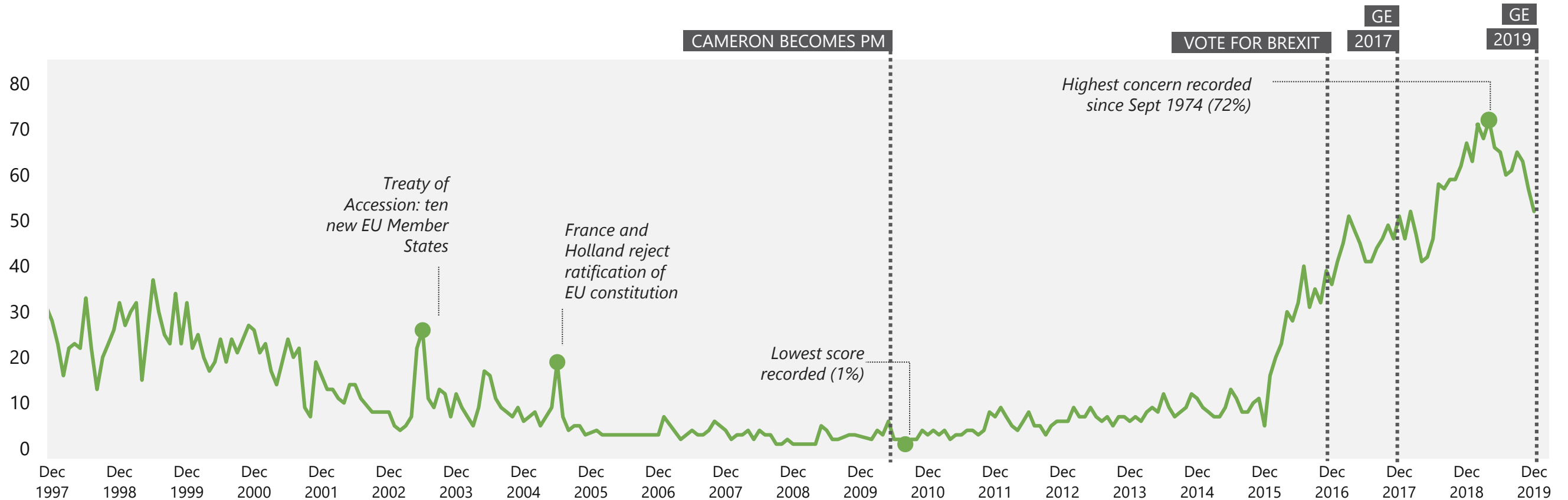


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

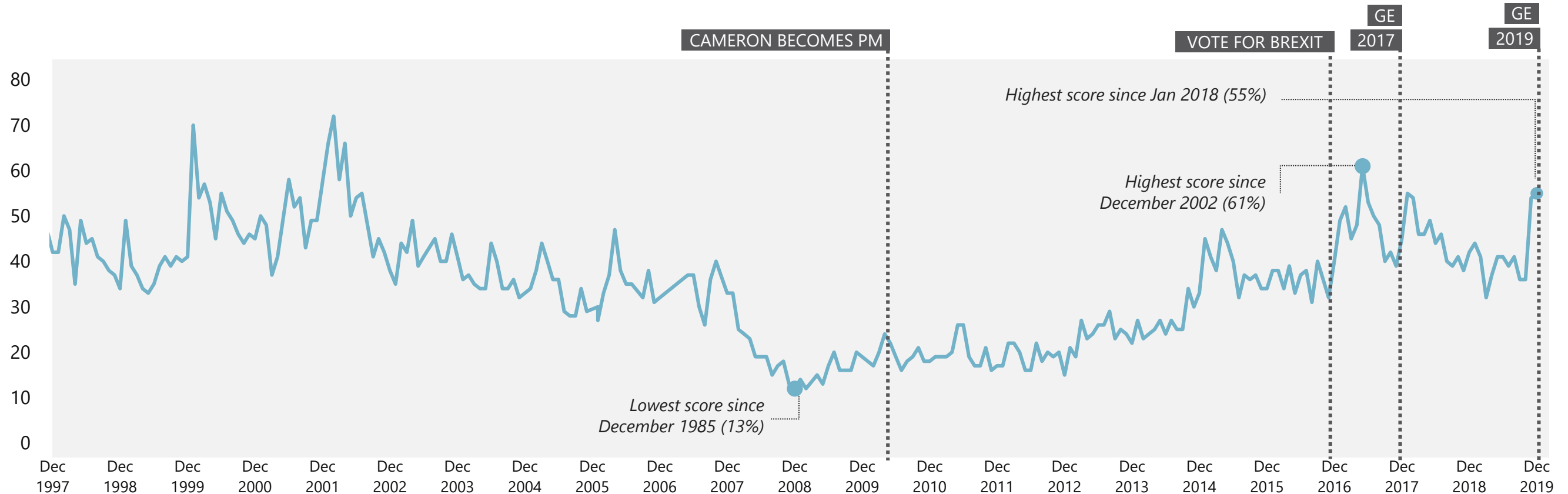


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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NHS / Hospitals / Healthcare

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

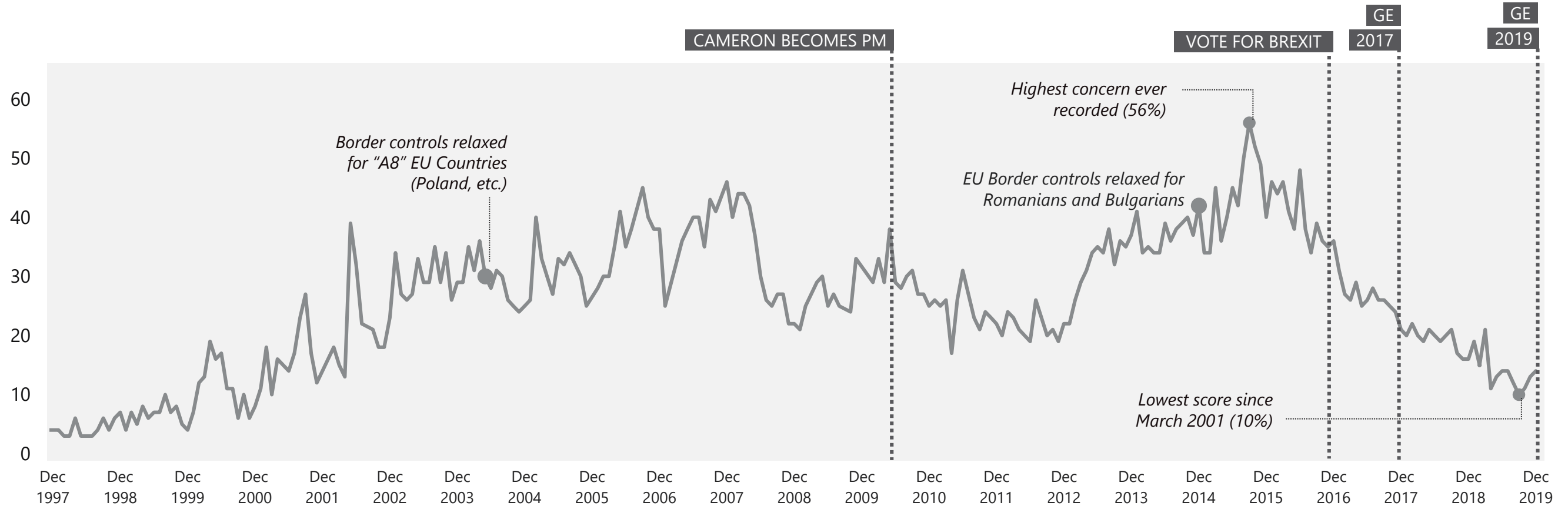


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

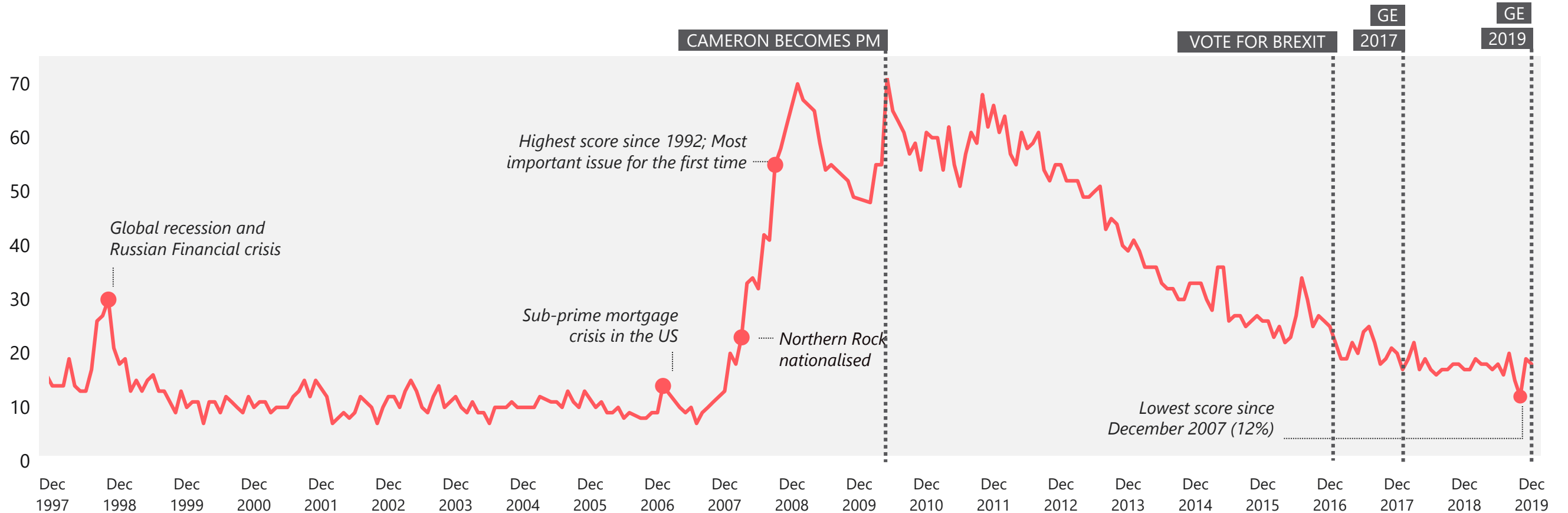


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

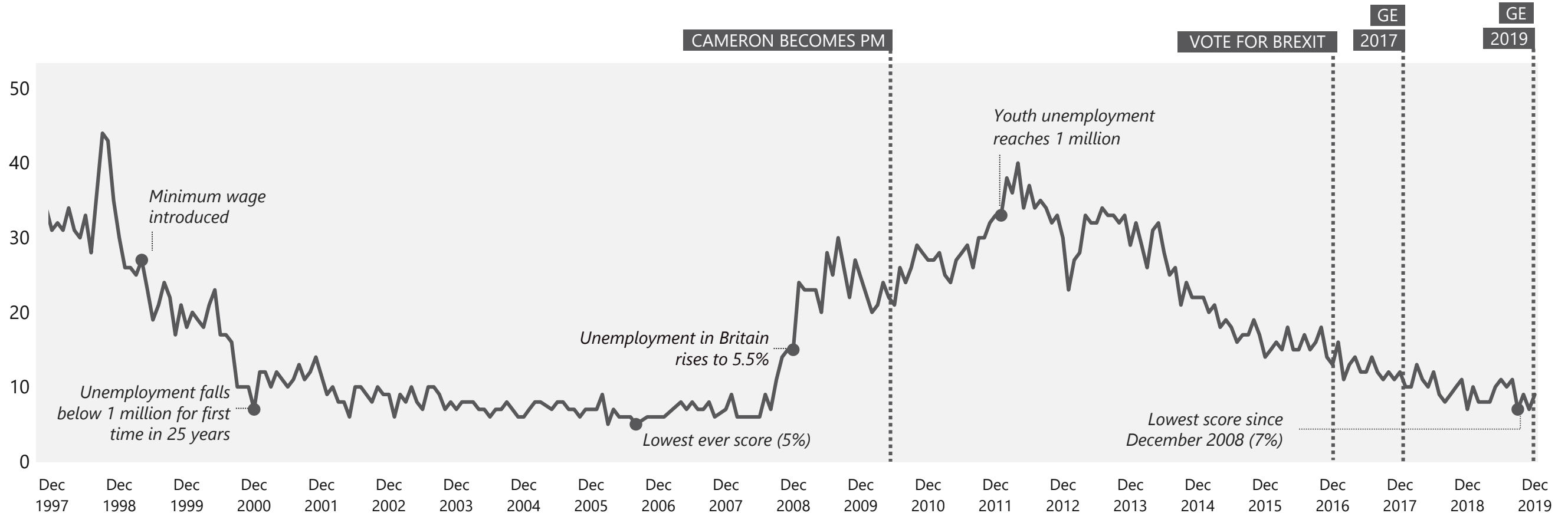


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

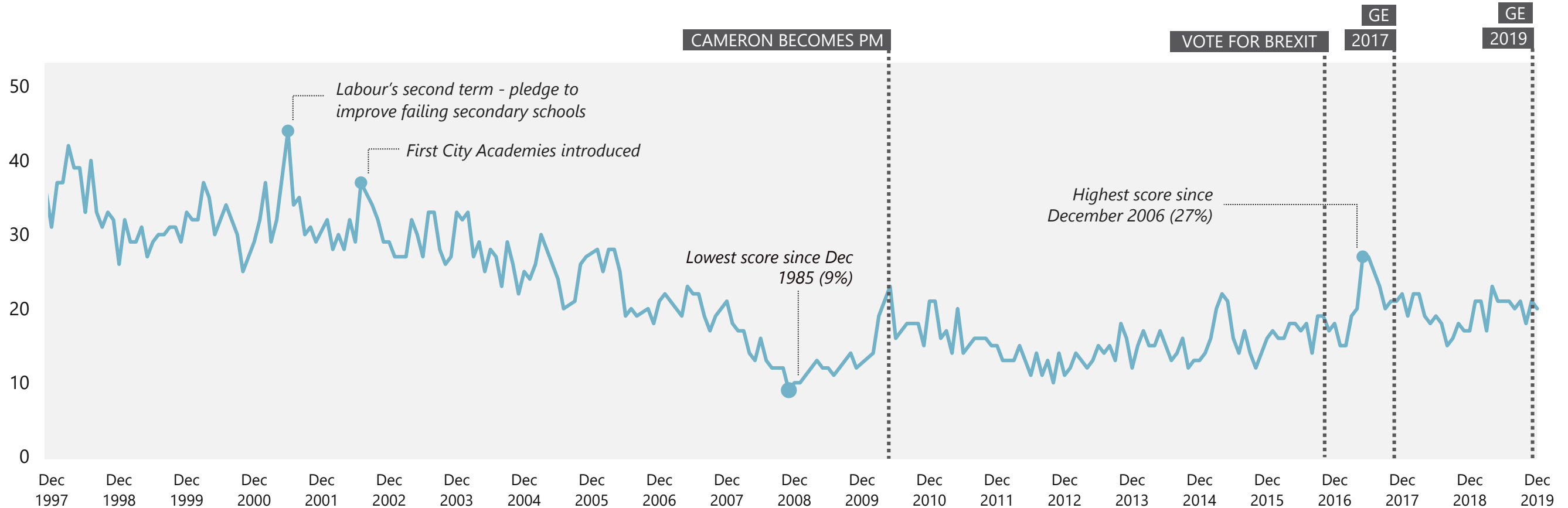


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Education / Schools

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

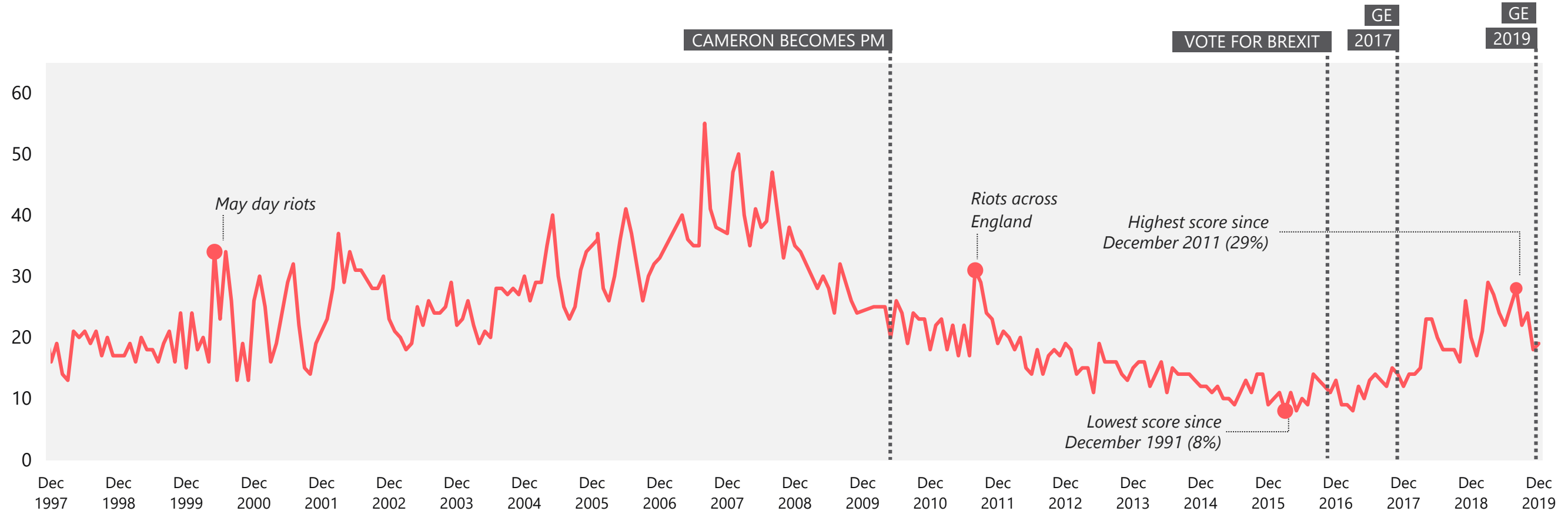


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

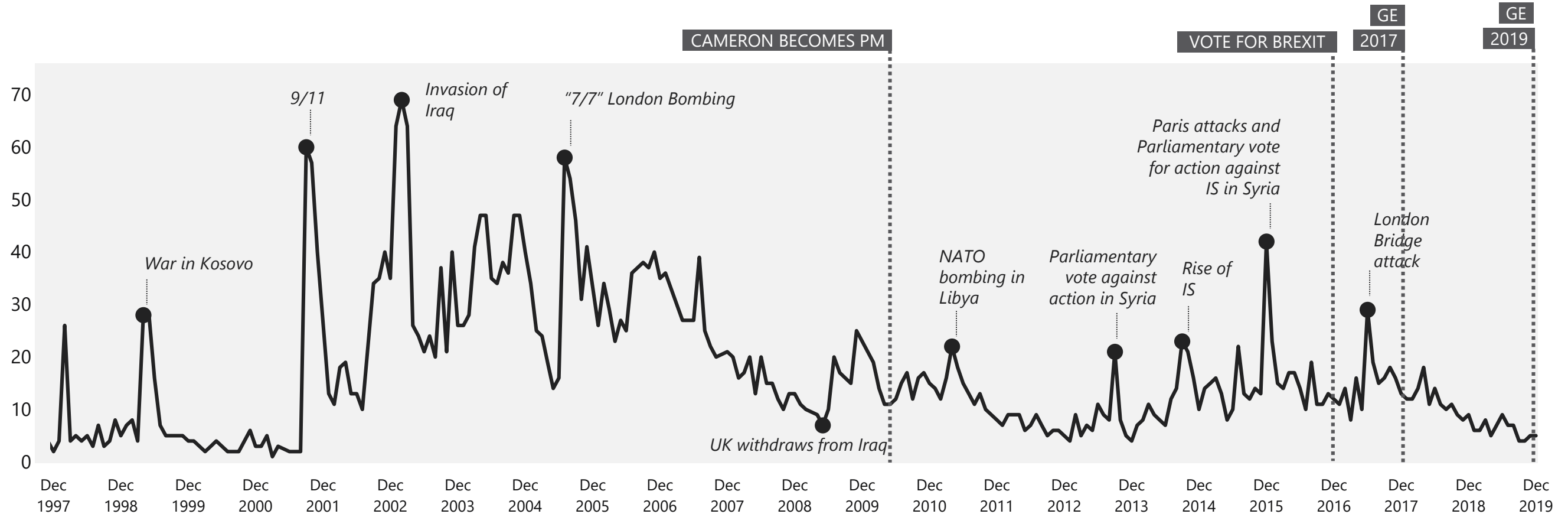


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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

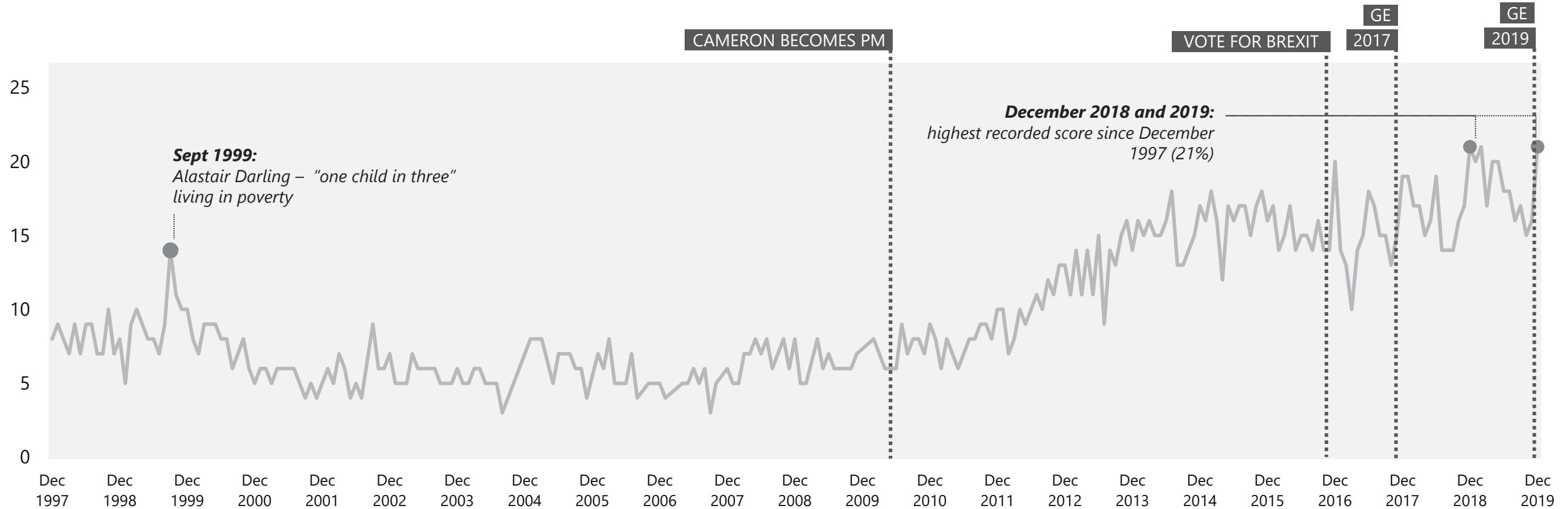


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Poverty/inequality

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

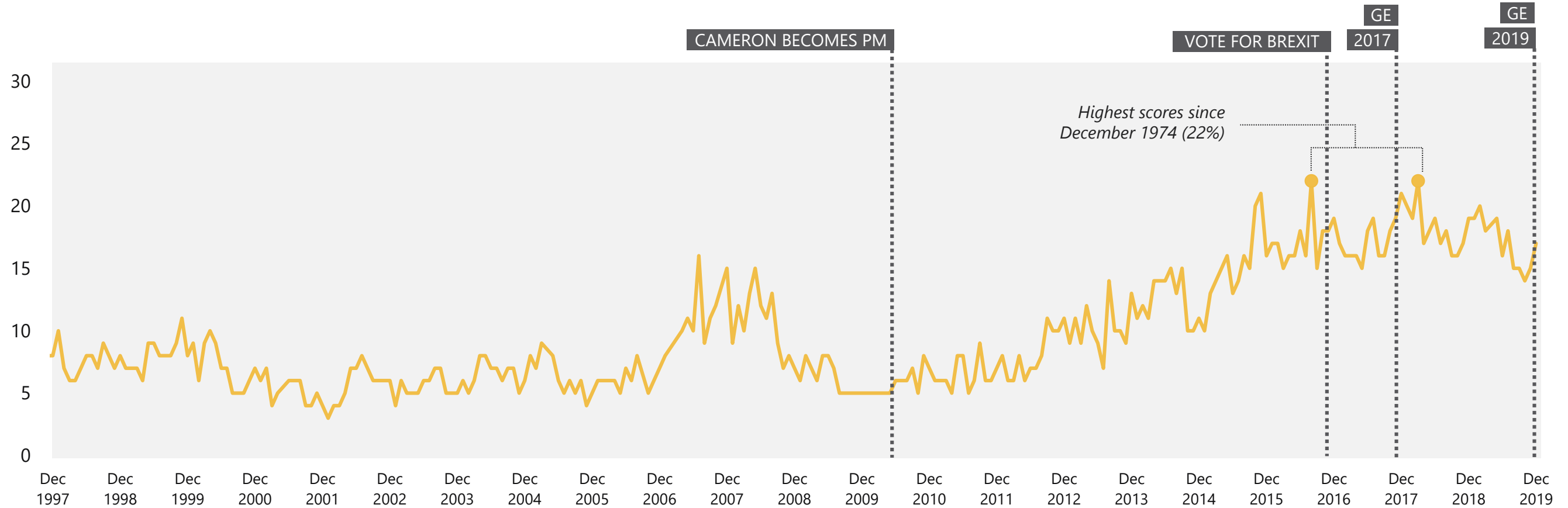


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Housing

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

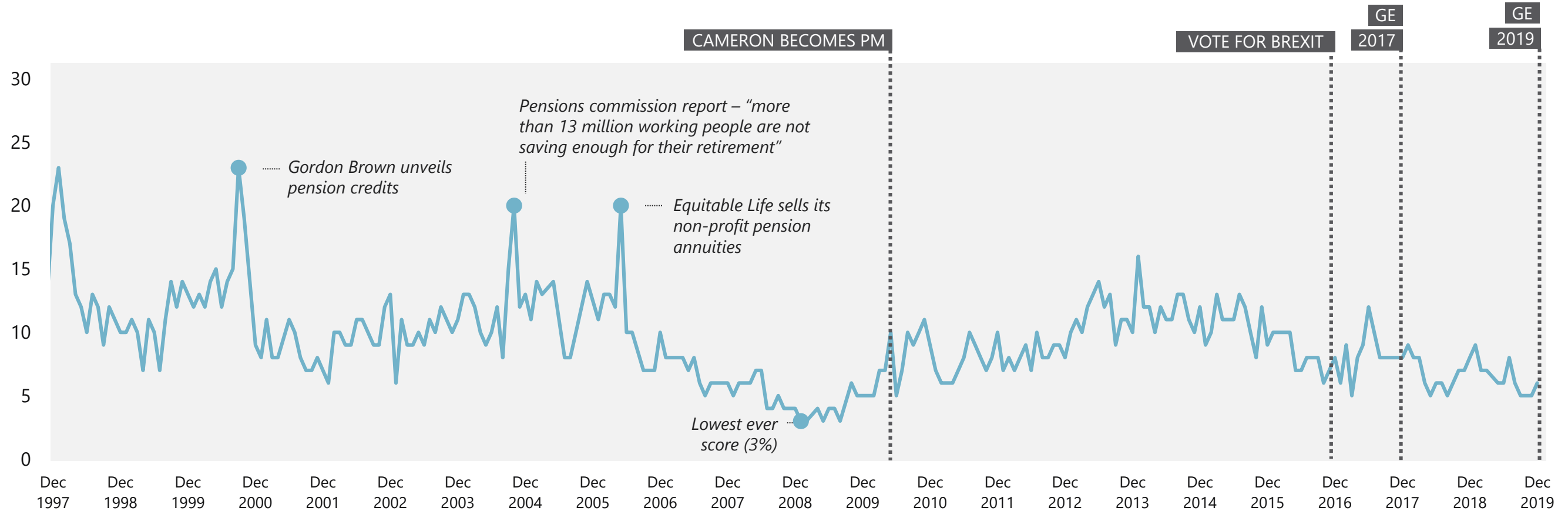


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Pensions/Social Security/Benefits

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

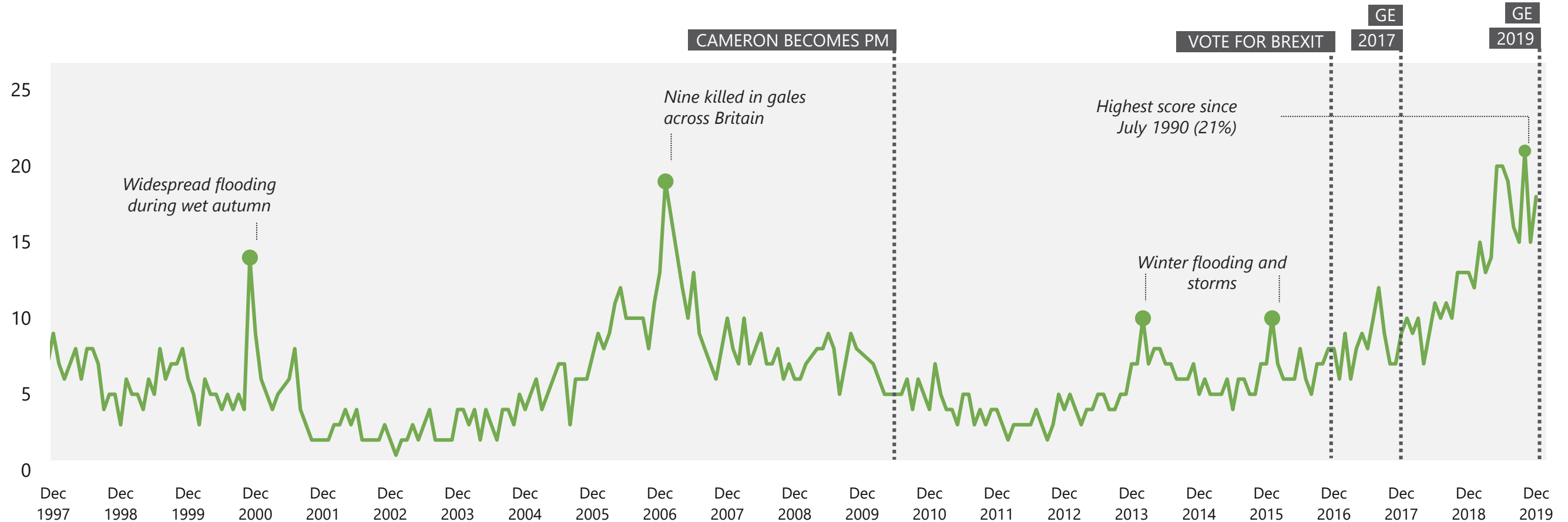


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Source: Ipsos MORI Issues Index

Pollution / Environment

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

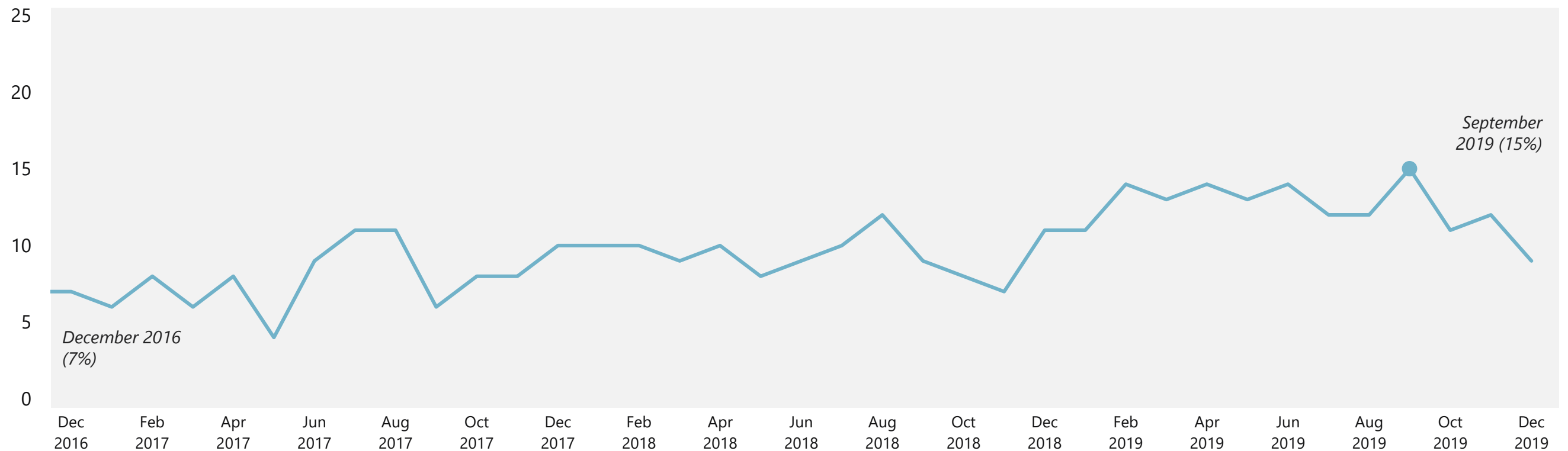


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Lack of faith in government/ politics

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



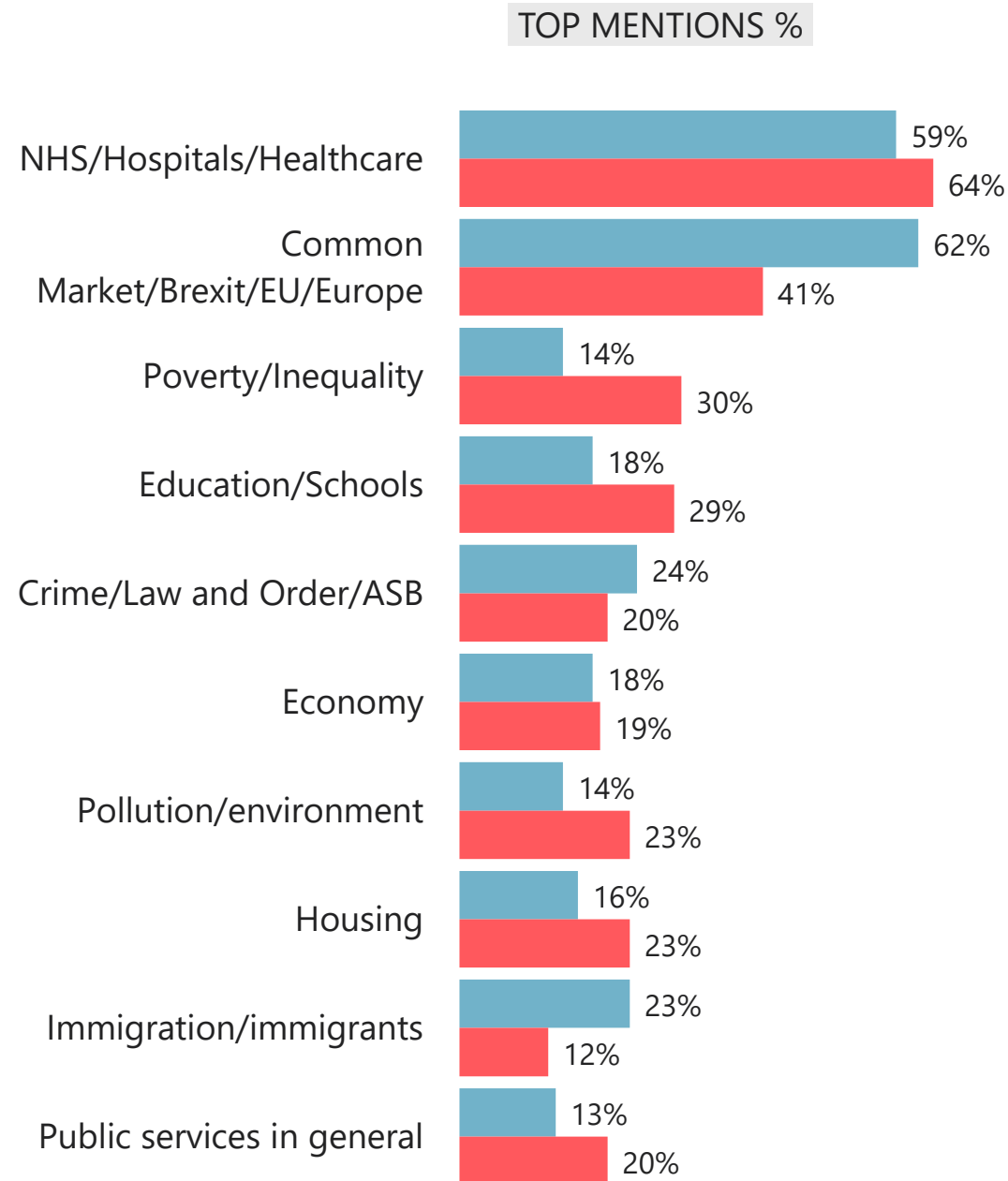
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Party support

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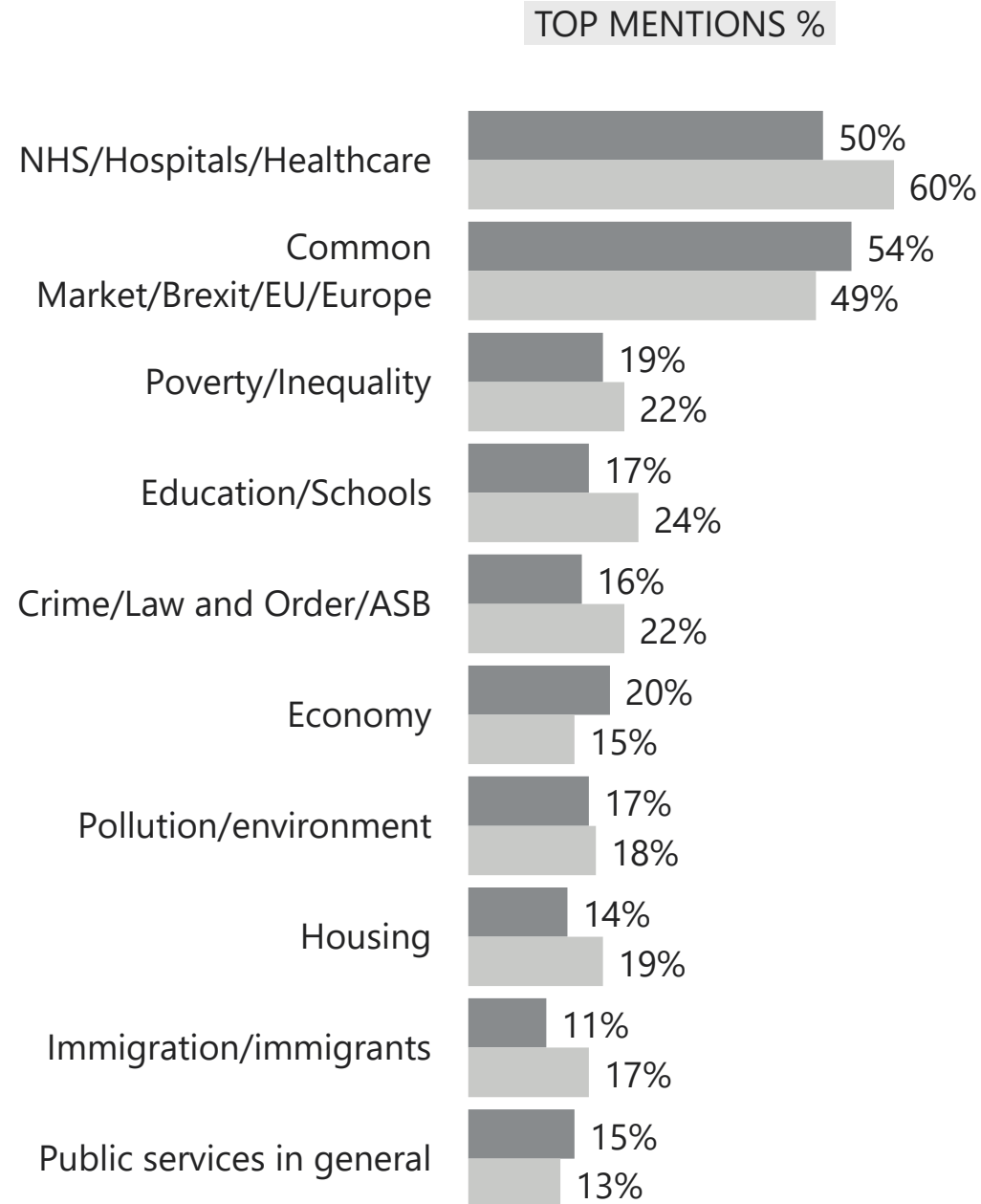
CONSERVATIVE
SUPPORTERS

LABOUR
SUPPORTERS

Source: Ipsos MORI Issues Index

Men and women

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



MEN

WOMEN

Base: 1,008 British adults 18+, 6 - 29 December 2019

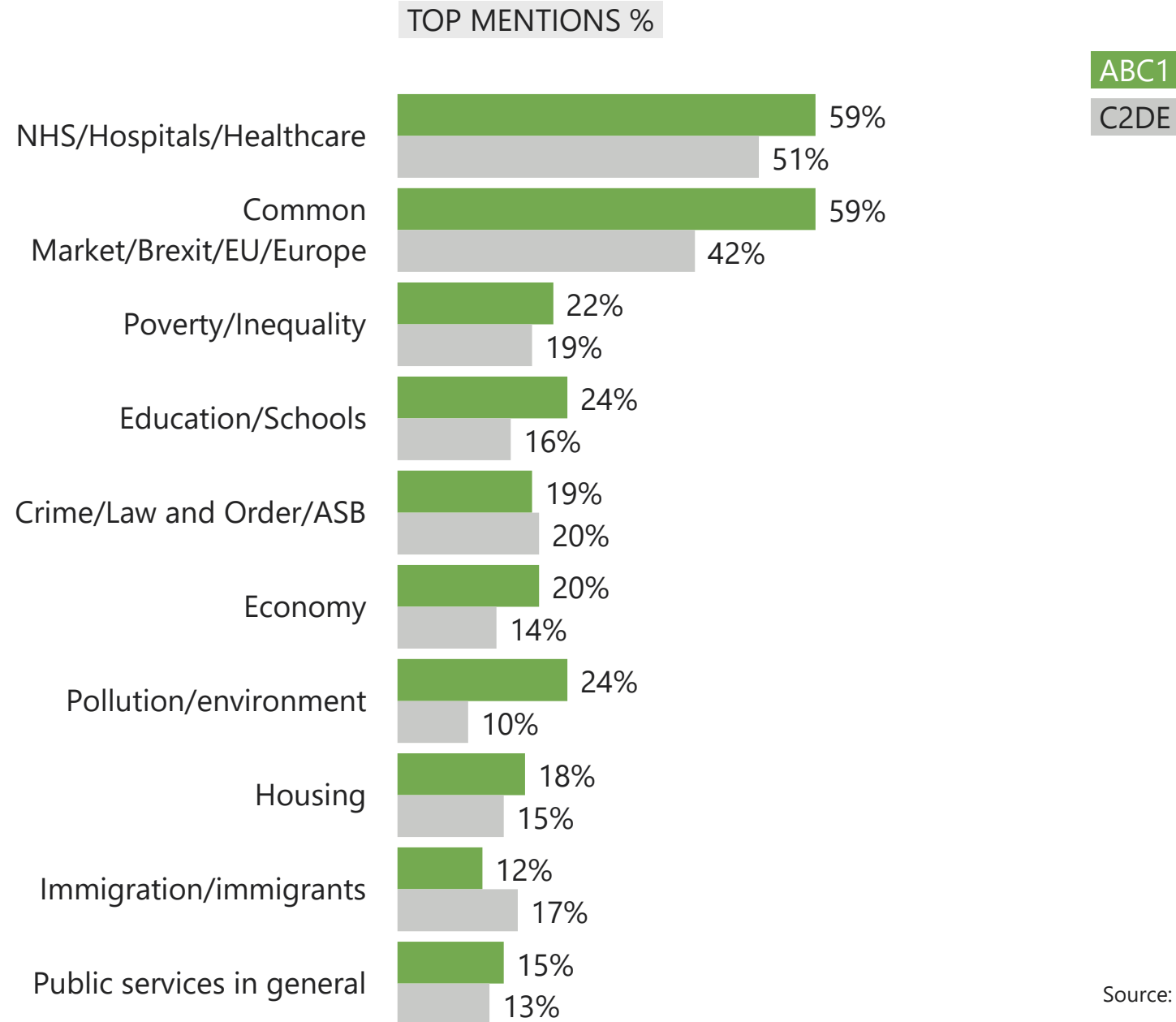


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Source: Ipsos MORI Issues Index

Social grade

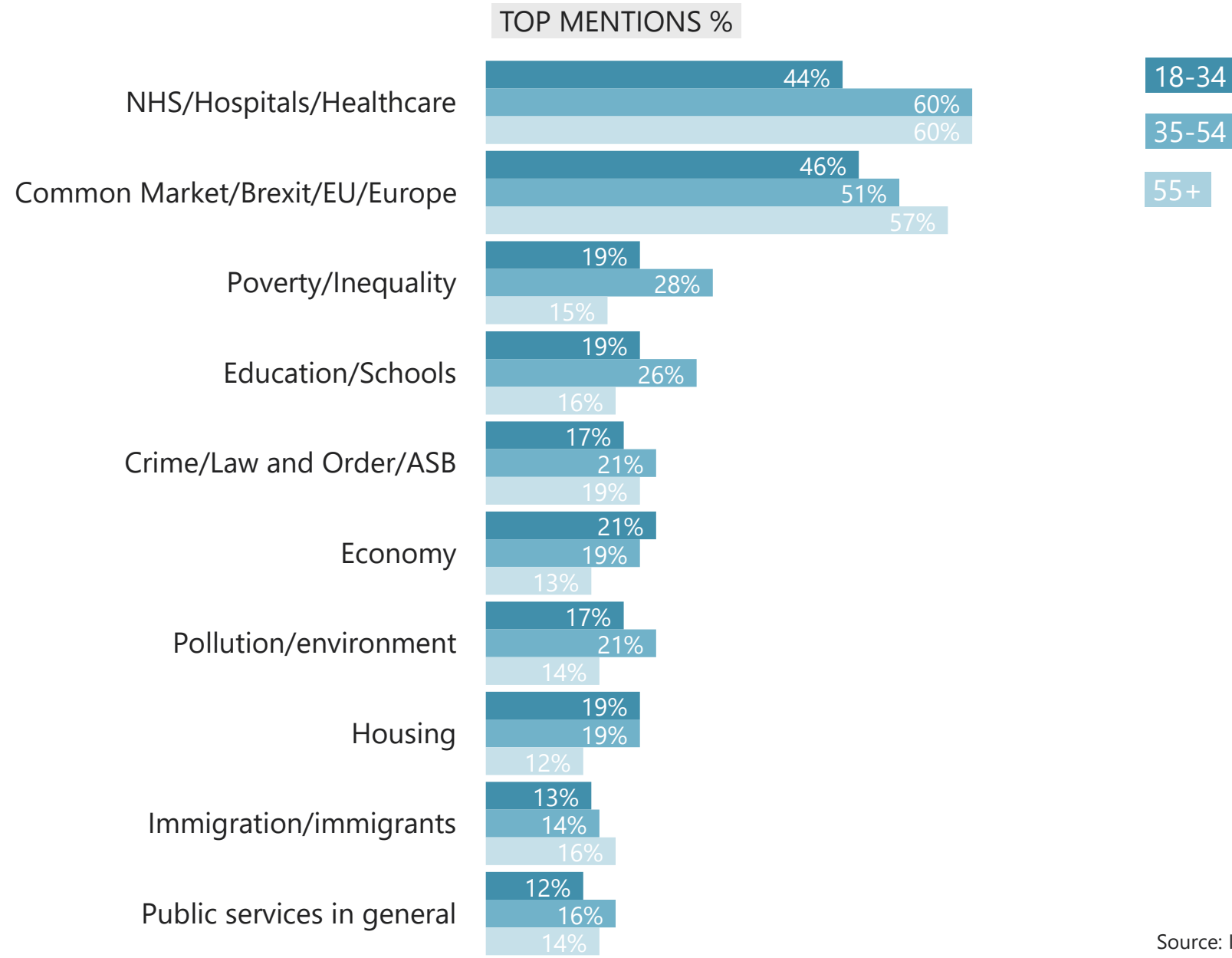
WHAT DO YOU SEE
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Age group

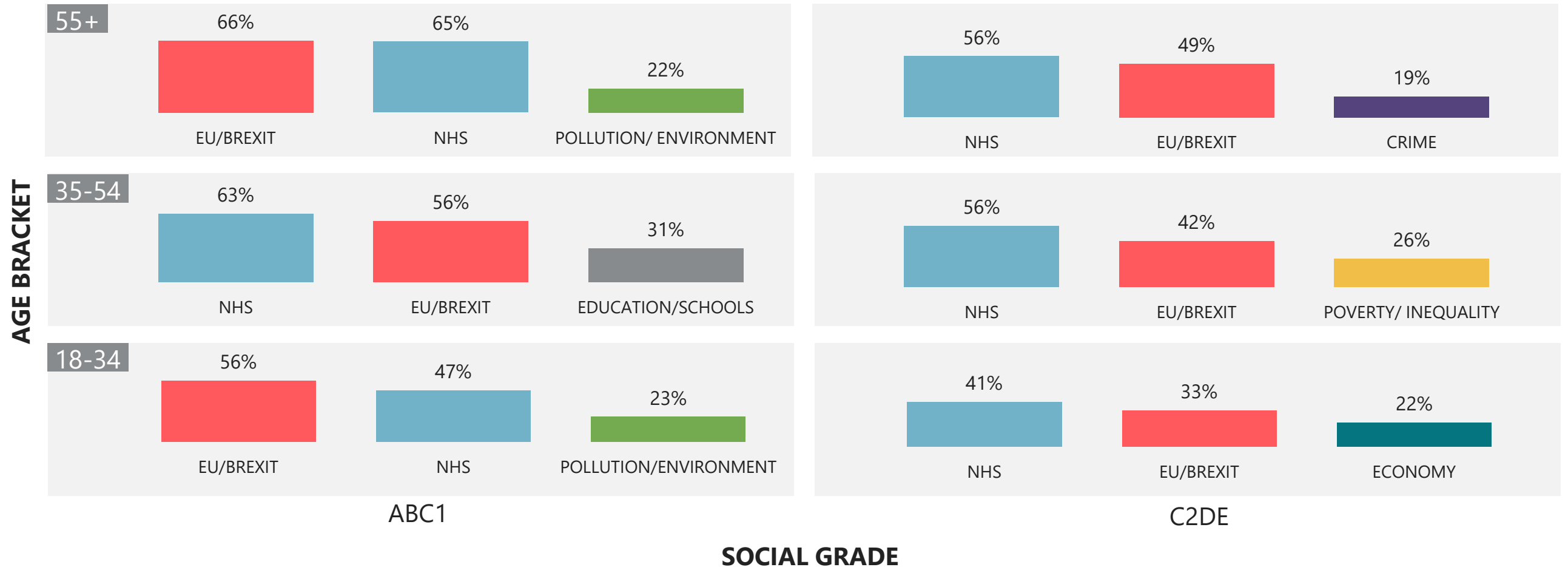
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



Base: 1,008 British adults 18+, 6 - 29 December 2019

Age and social grade

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



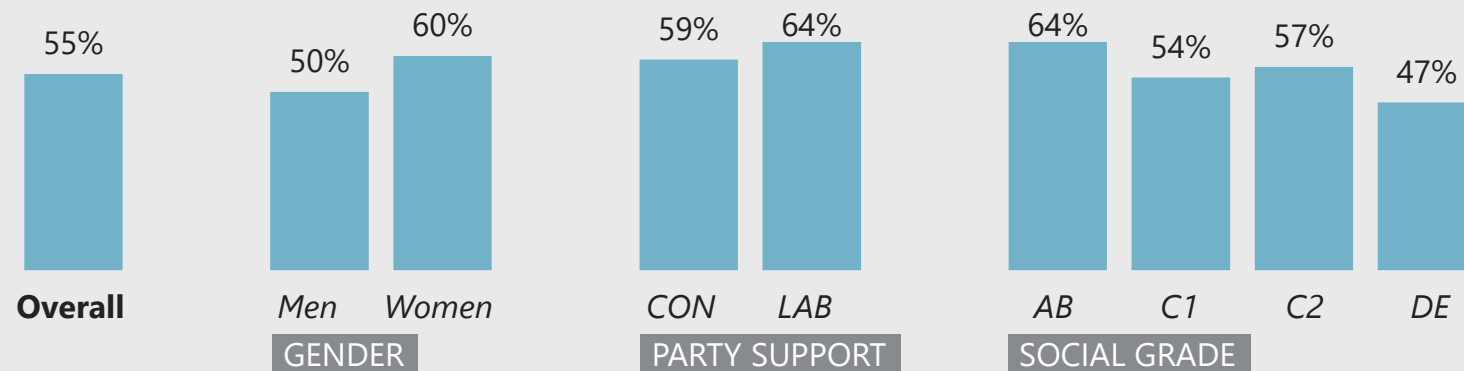
Base: 1,008 British adults 18+, 6 – 29 December 2019

Source: 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:

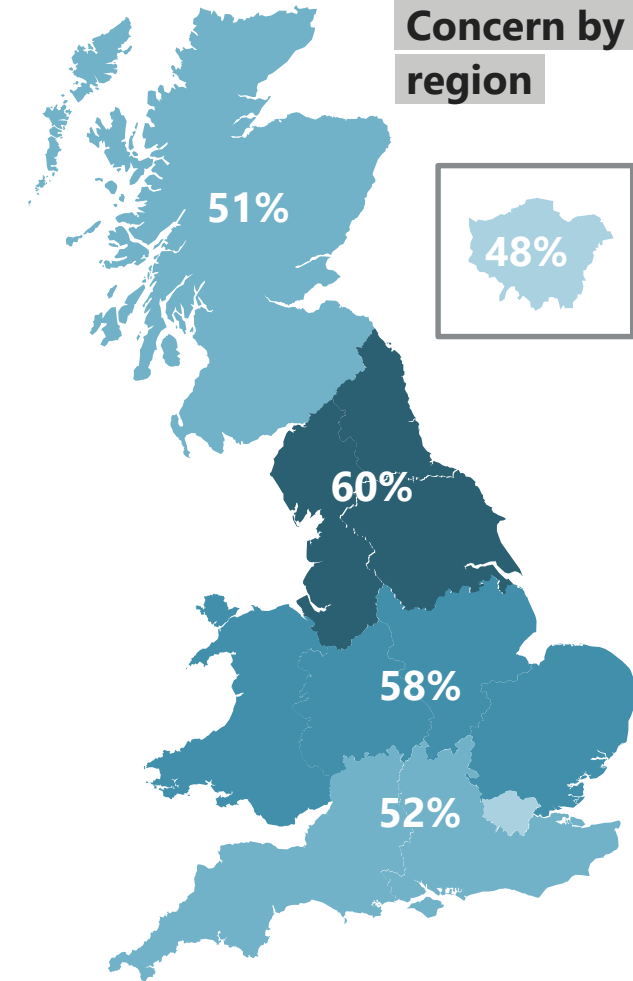


Concern about the NHS by age:



Base: 1,008 British adults 18+, 6 - 29 December 2019

Concern by region

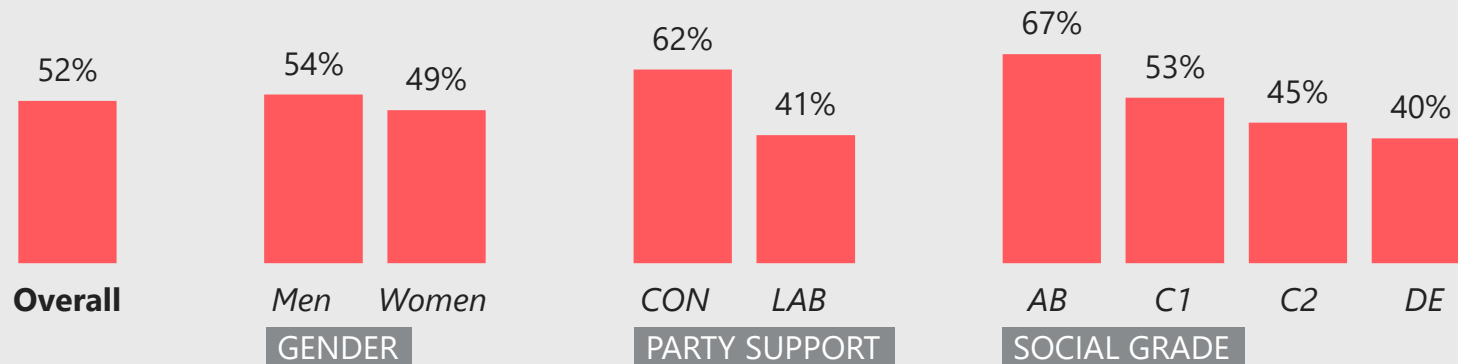


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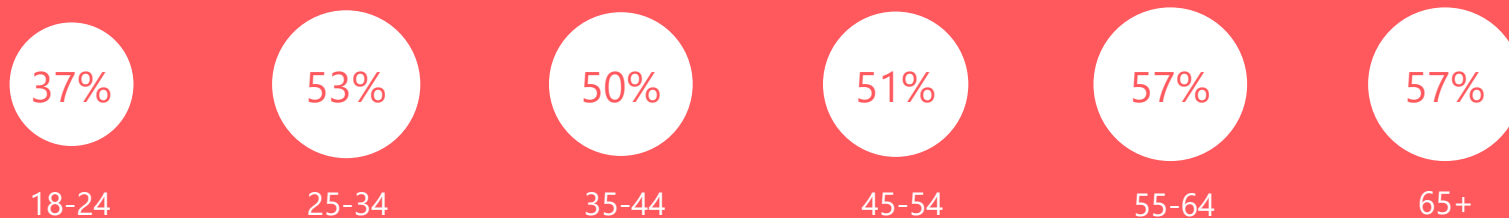
Concern about Brexit/EU by subgroup

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

Concern about Brexit/EU by key demographic groups:



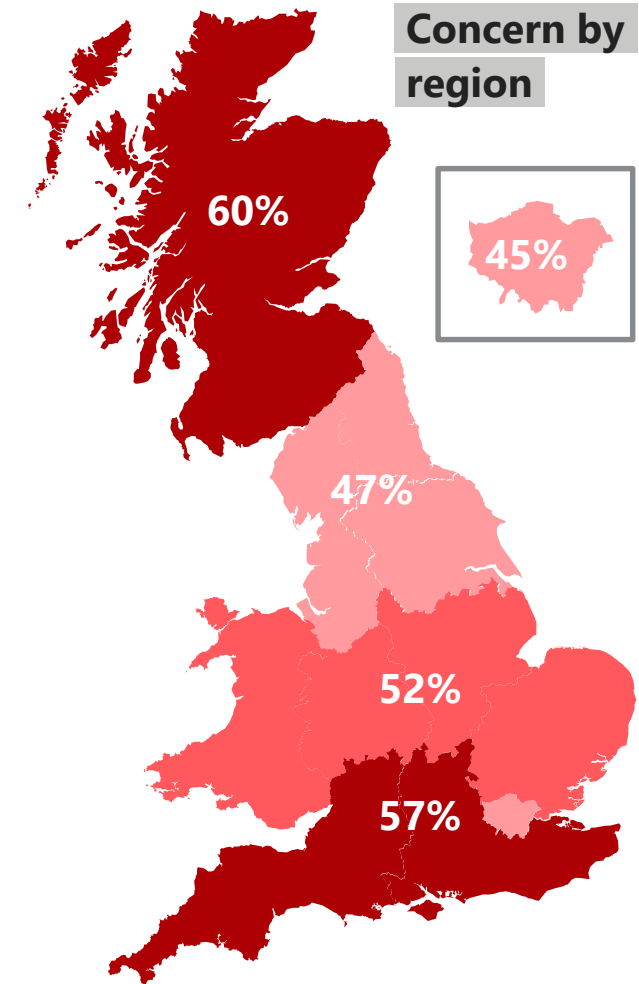
Concern about Brexit/EU by age:



Base: 1,008 British adults 18+, 6 – 29 December 2019



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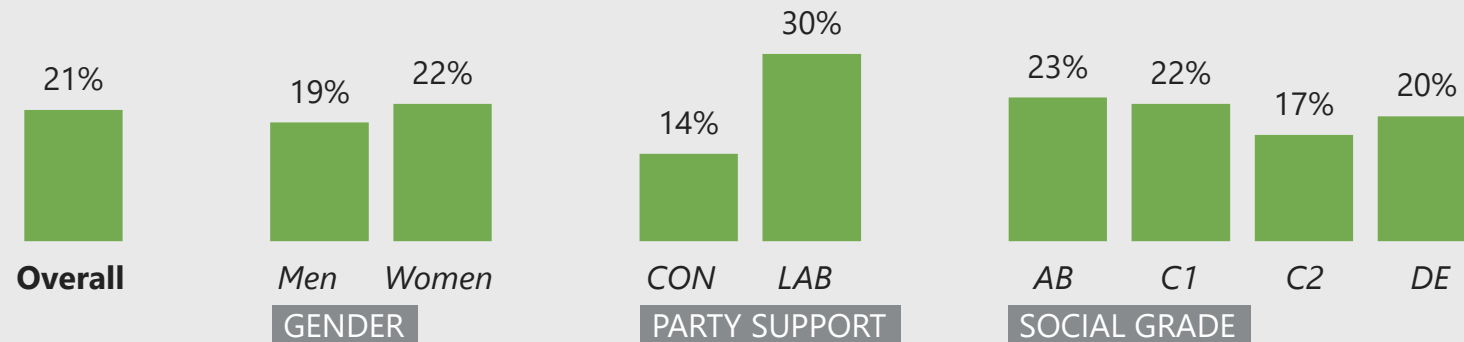


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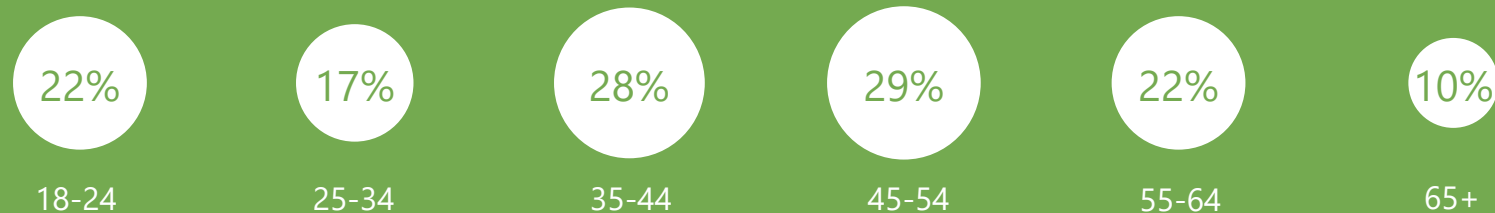
Concern about poverty by subgroup

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

Concern about poverty/inequality by key demographic groups:



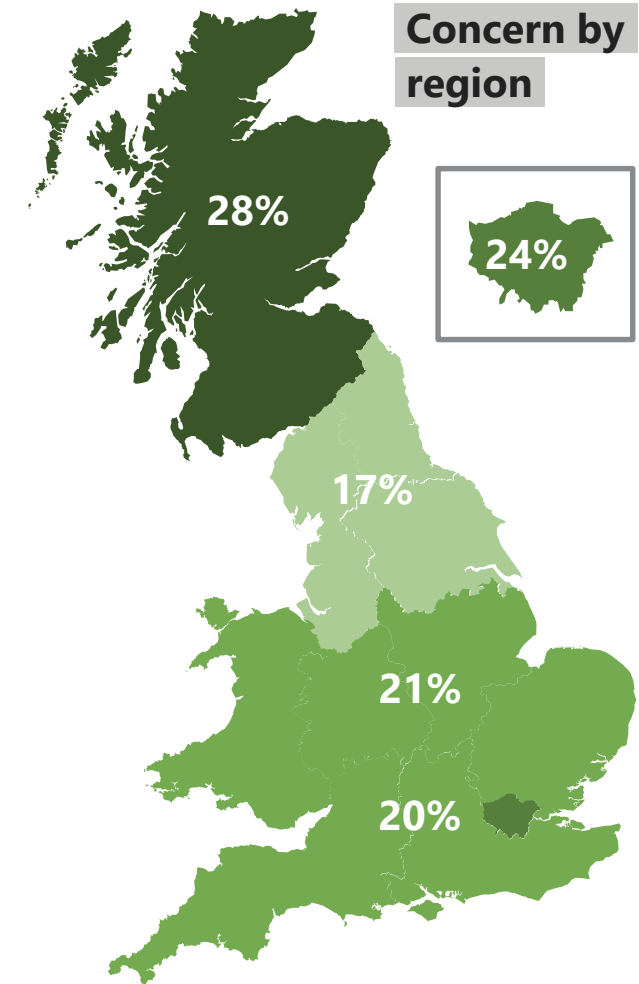
Concern about poverty/inequality by age:



Base: 1,008 British adults 18+, 6 - 29 December 2019



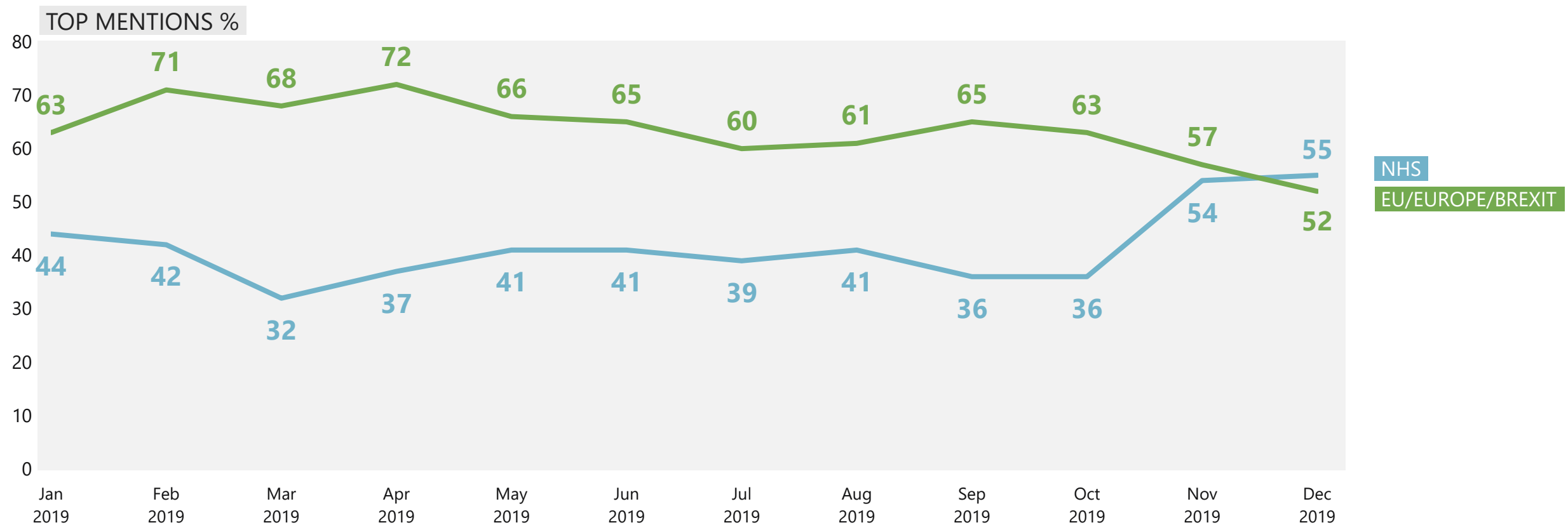
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Brexit and the NHS: concern over 2019

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Michael.Clemence@ipsos.com



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