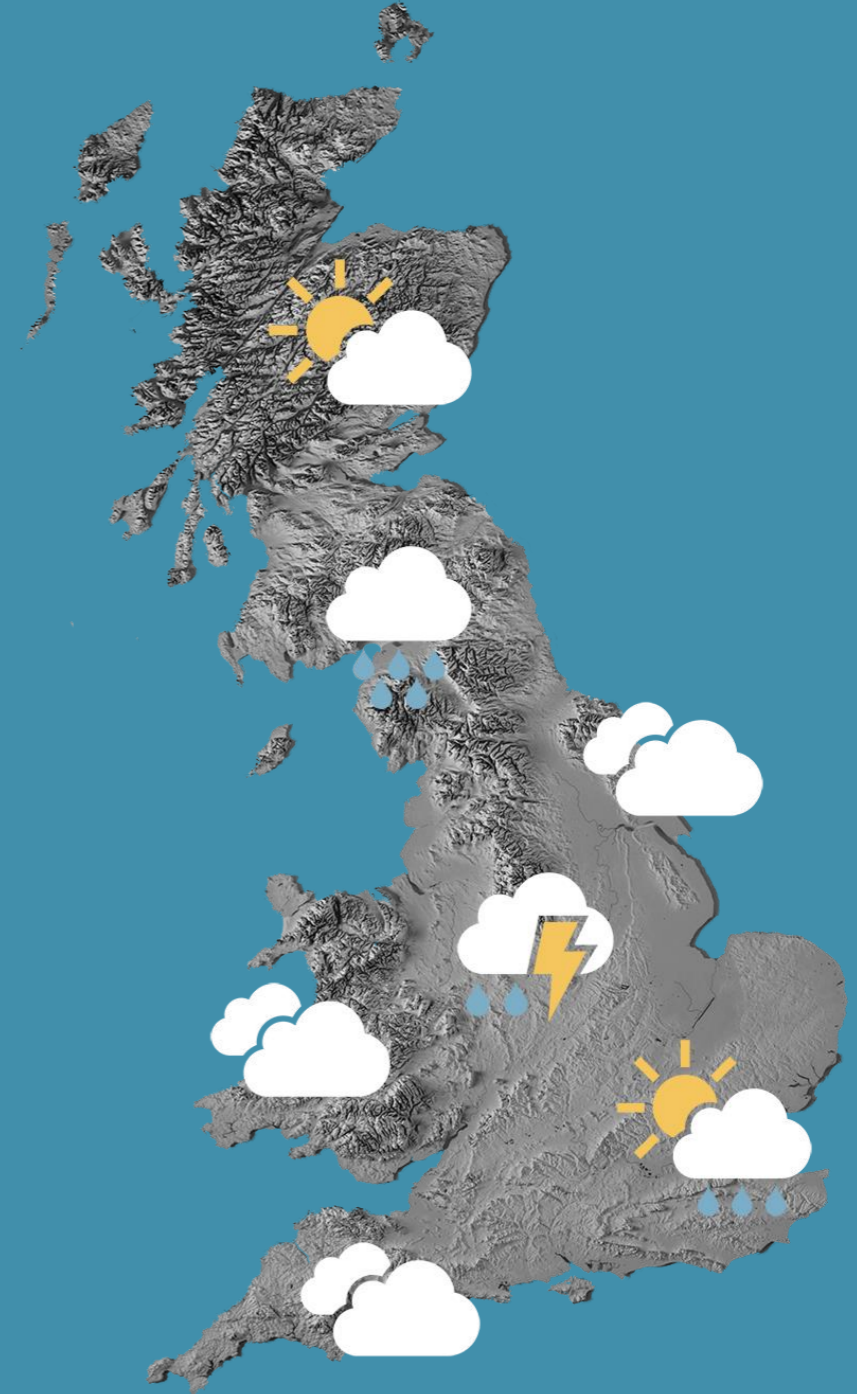


# IPSOS MORI ISSUES INDEX

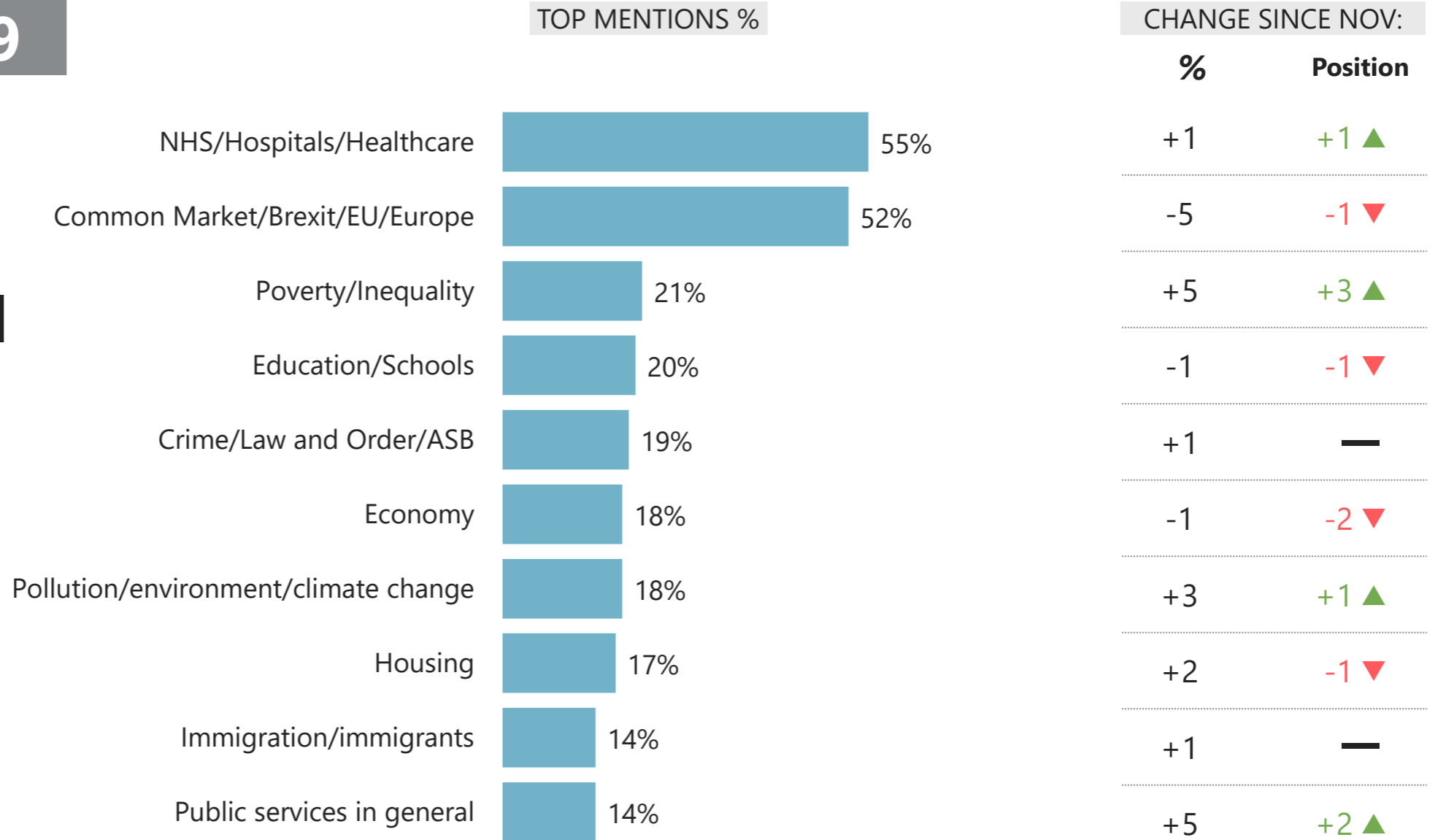
# December 2019



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# December 2019

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



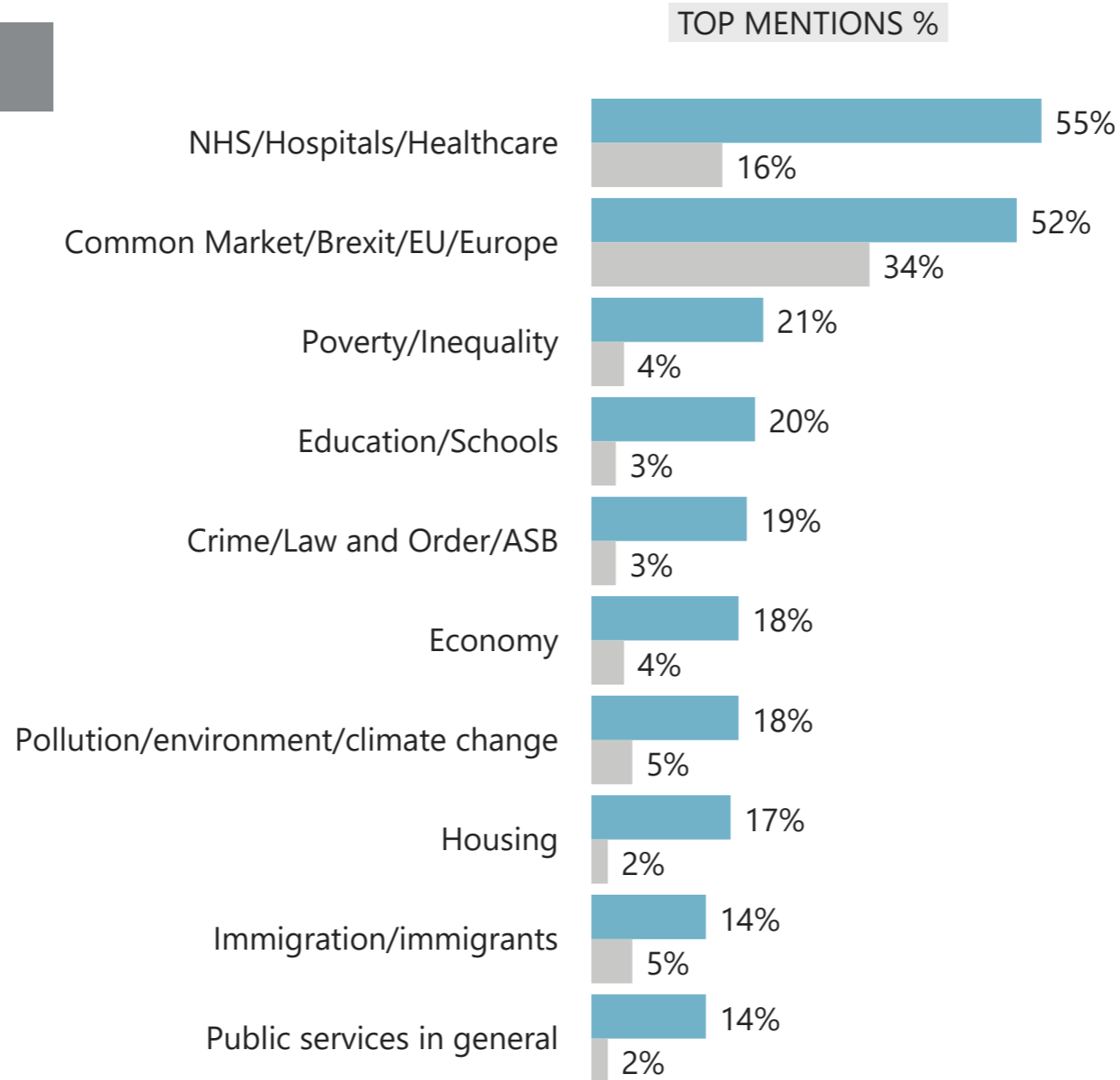
Base: 1,008 British adults 18+, 6 - 29 December 2019

Source: Ipsos MORI Issues Index



# December 2019

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



MOST/OTHER  
IMPORTANT ISSUES

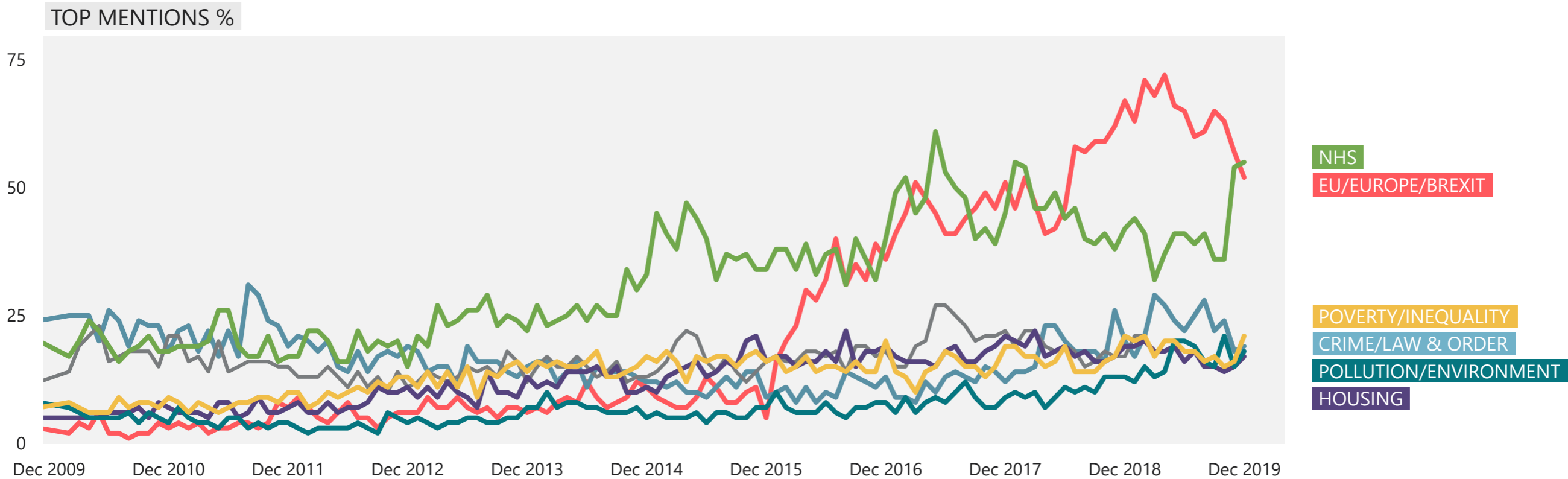
MOST IMPORTANT  
ISSUE

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

Source: Ipsos MORI Issues Index

# Growing concerns

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



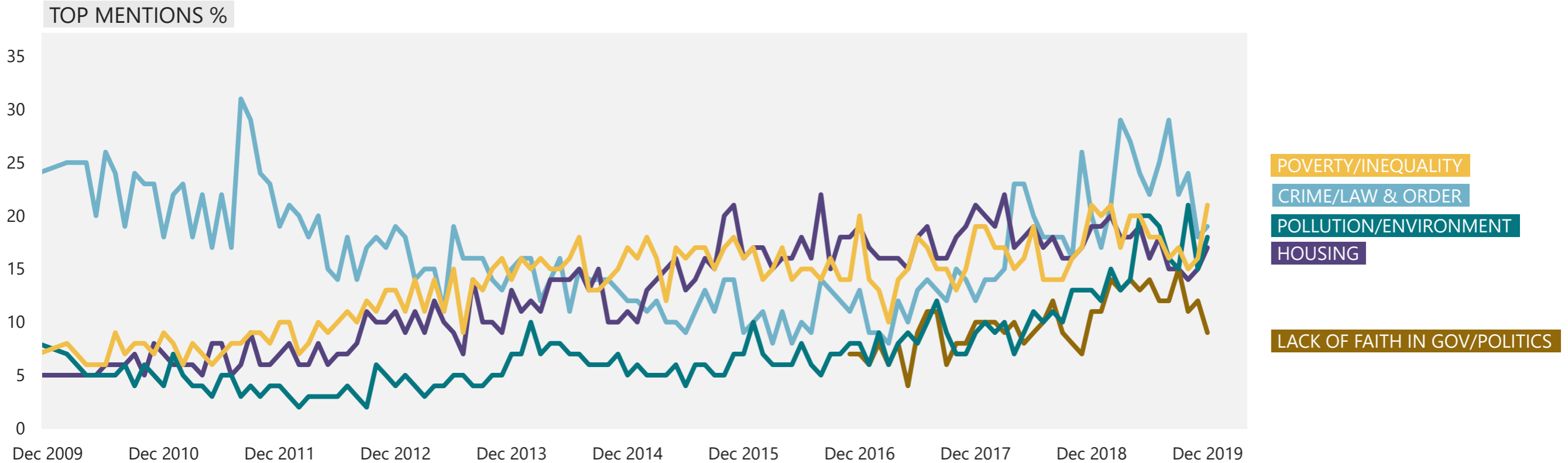
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Growing concerns – beneath the headlines

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



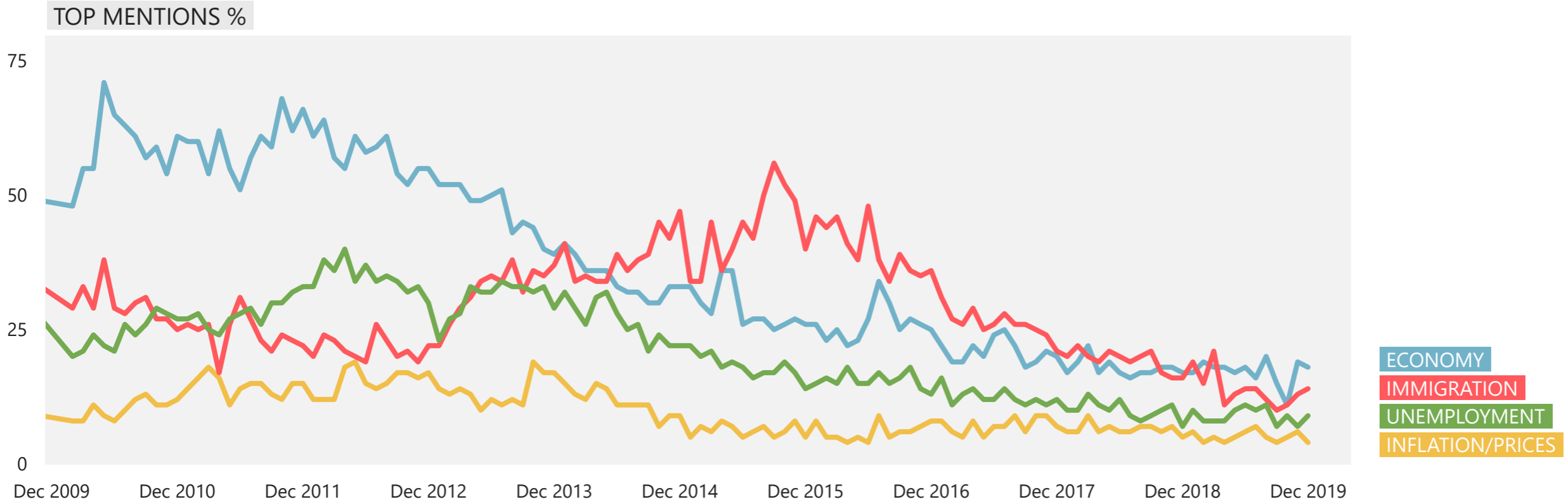
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Declining issues

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



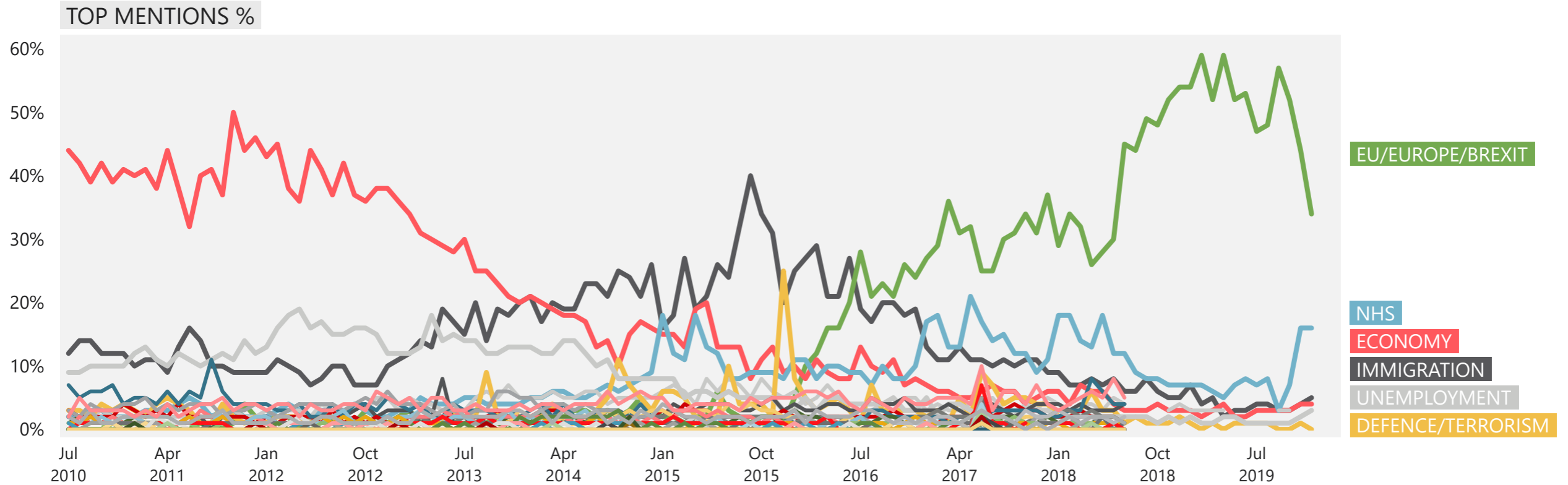
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Single Biggest Issue 2010 - 2019

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

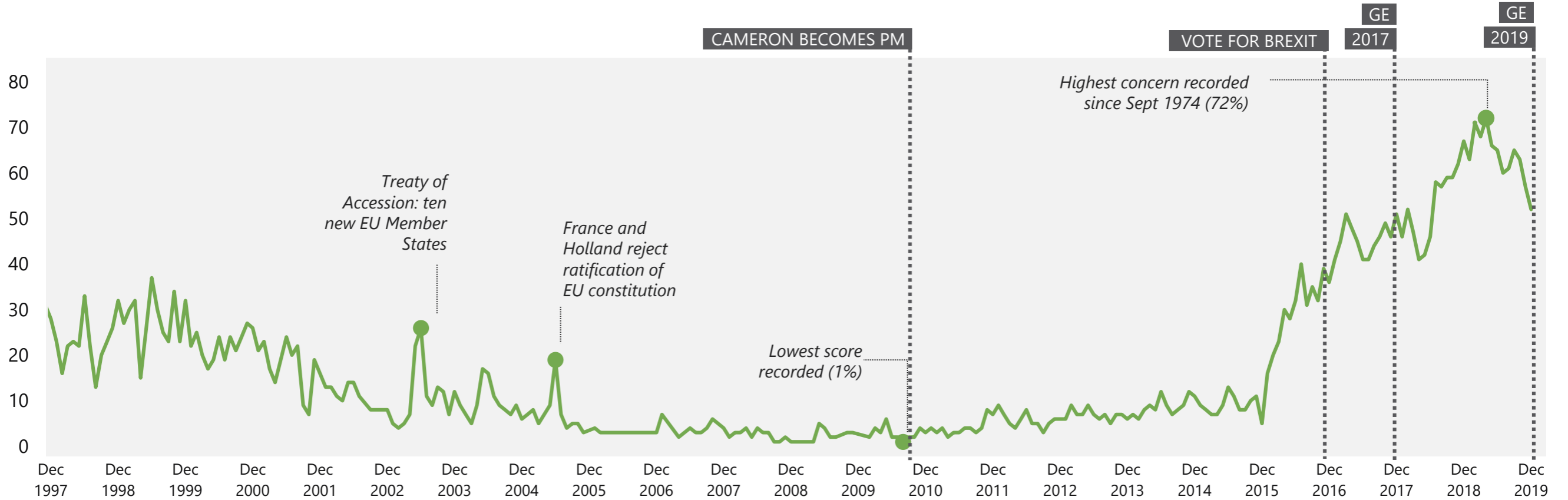


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

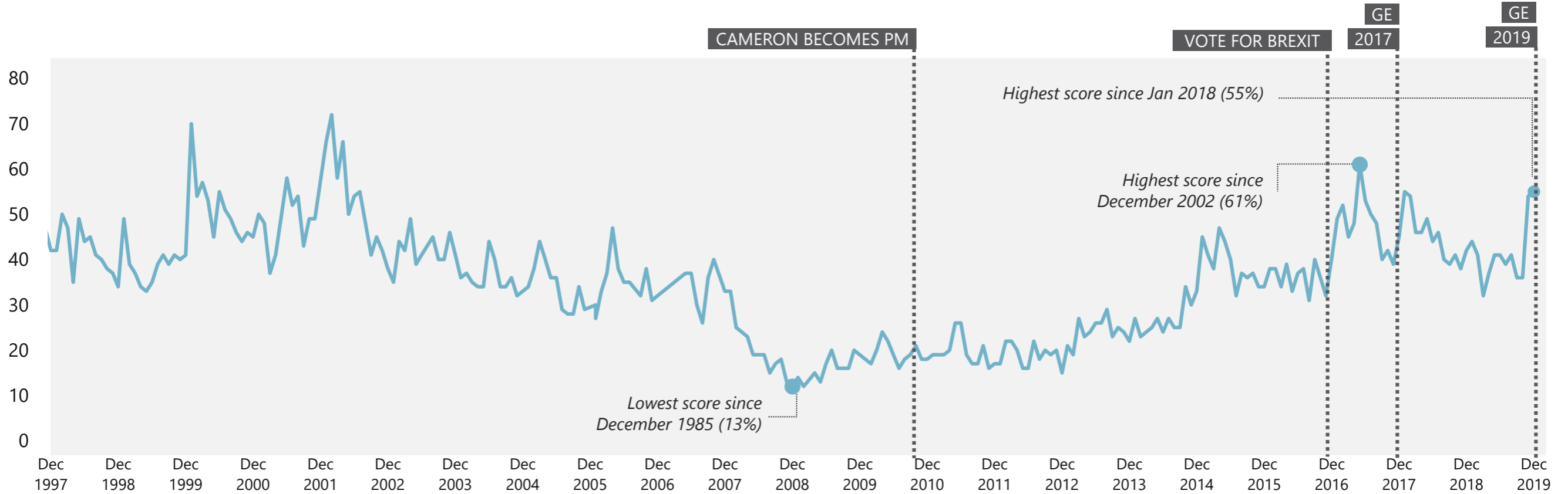
Source: Ipsos MORI Issues Index





# NHS / Hospitals / Healthcare

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

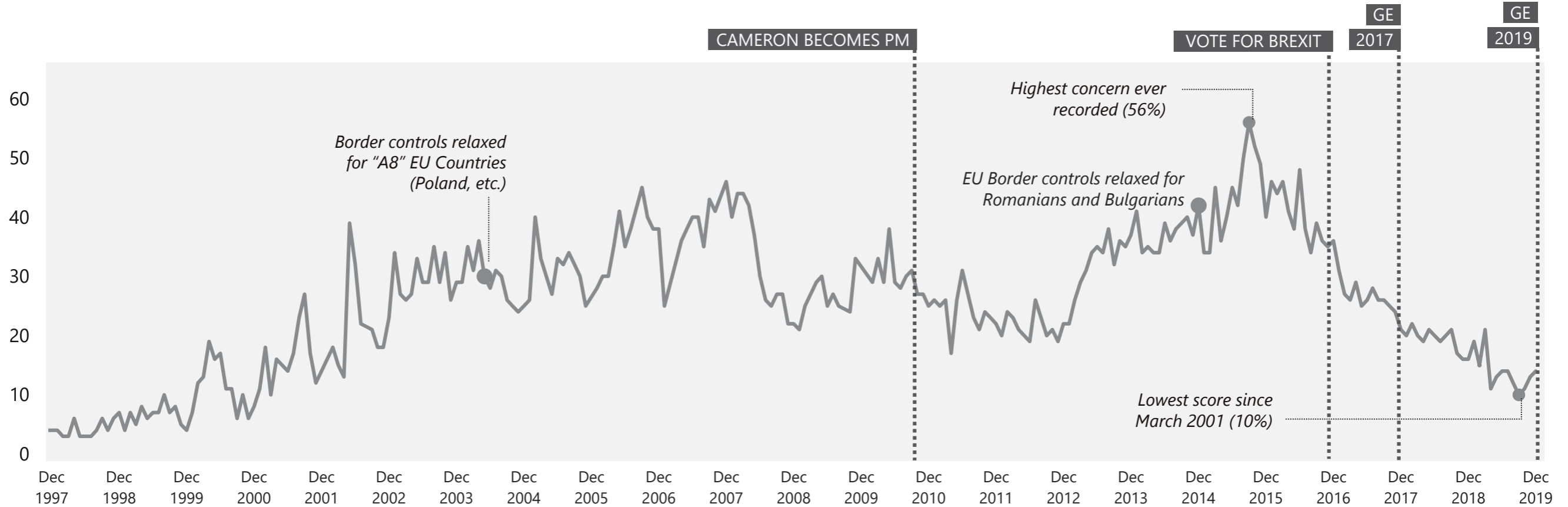


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Immigration / Immigrants

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

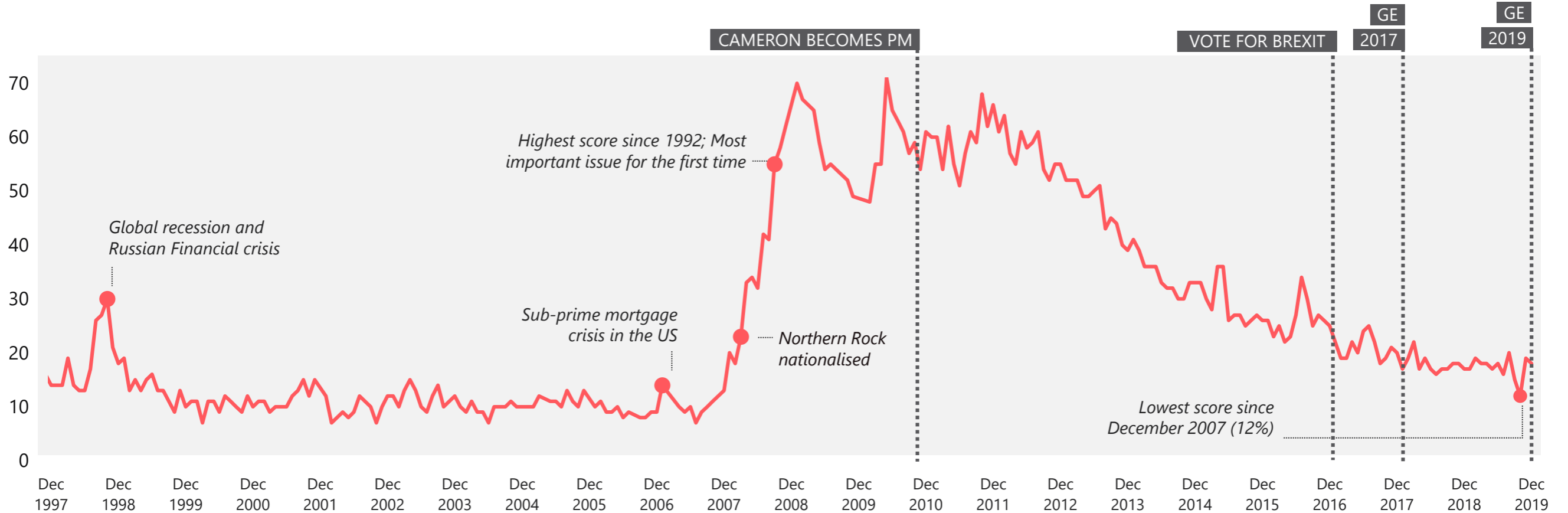


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Economy / Economic situation

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

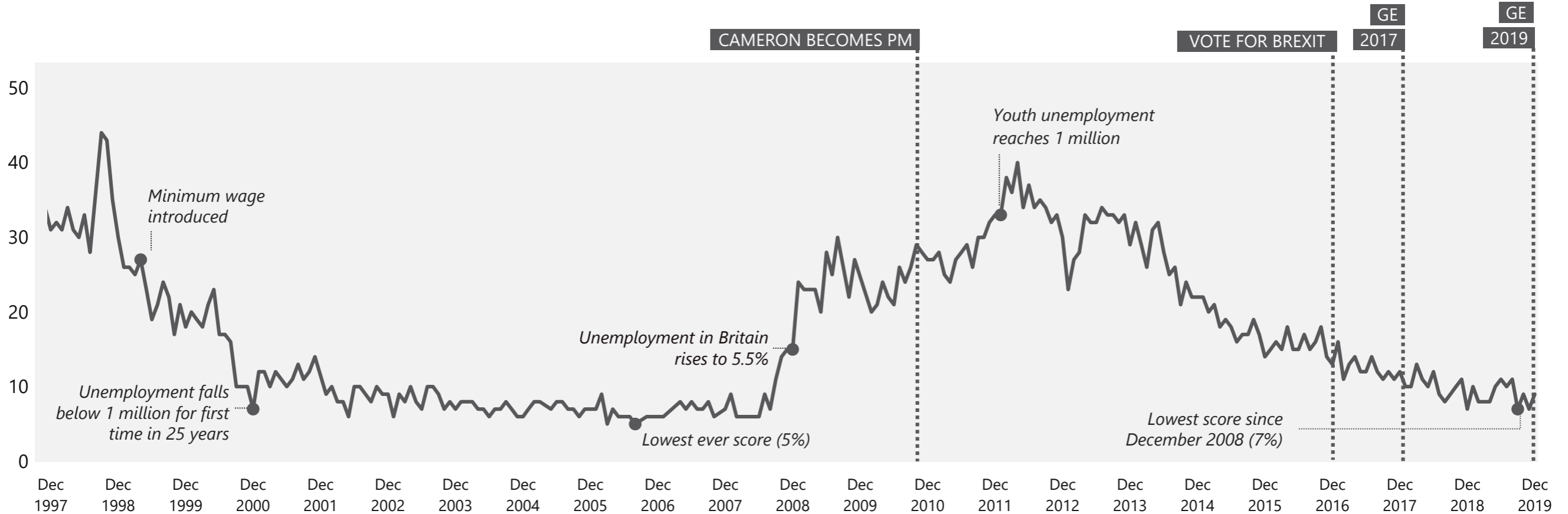


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Unemployment / Factory closure / Lack of industry

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

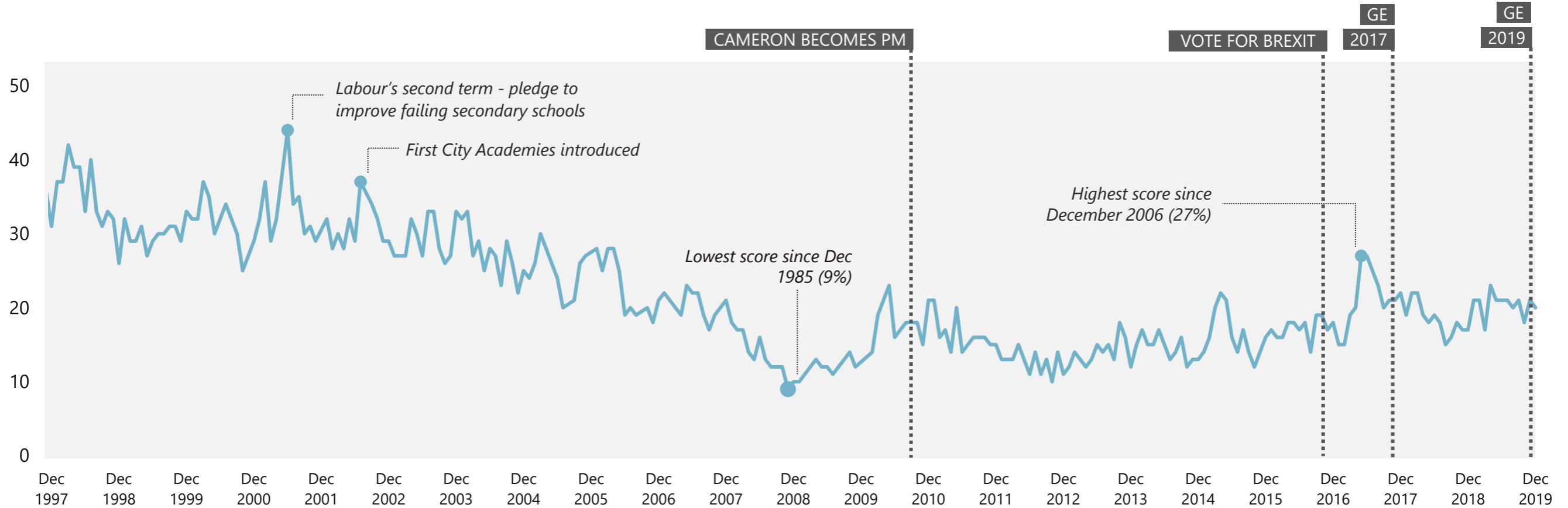


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Education / Schools

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

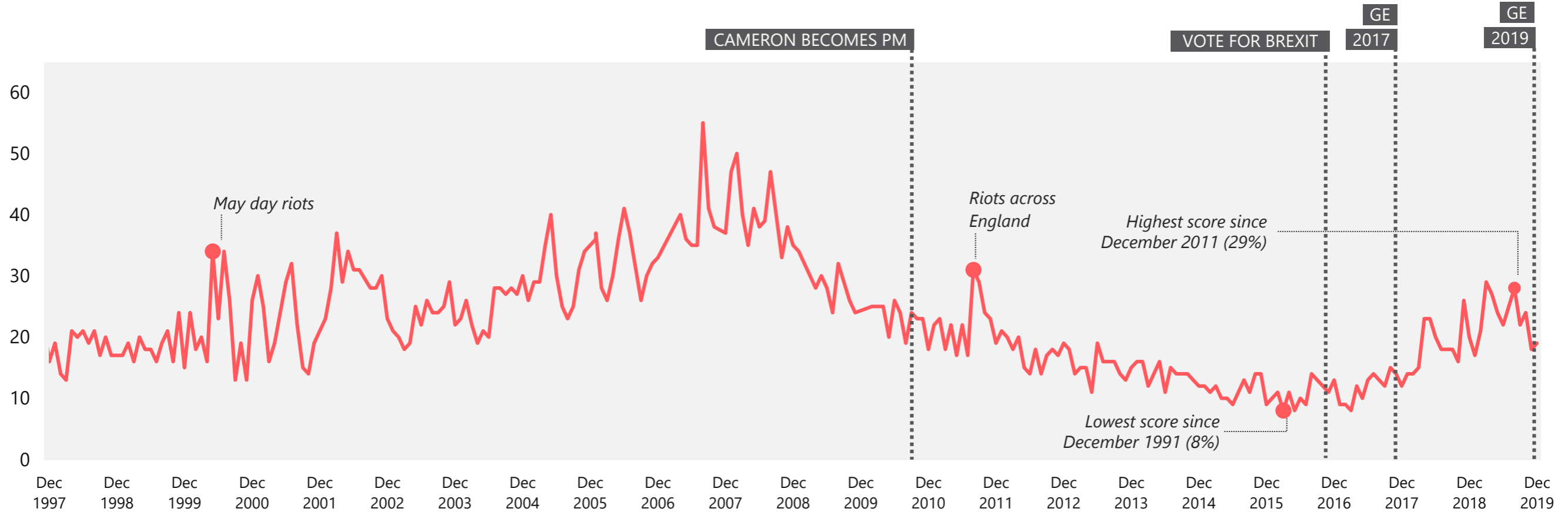


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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

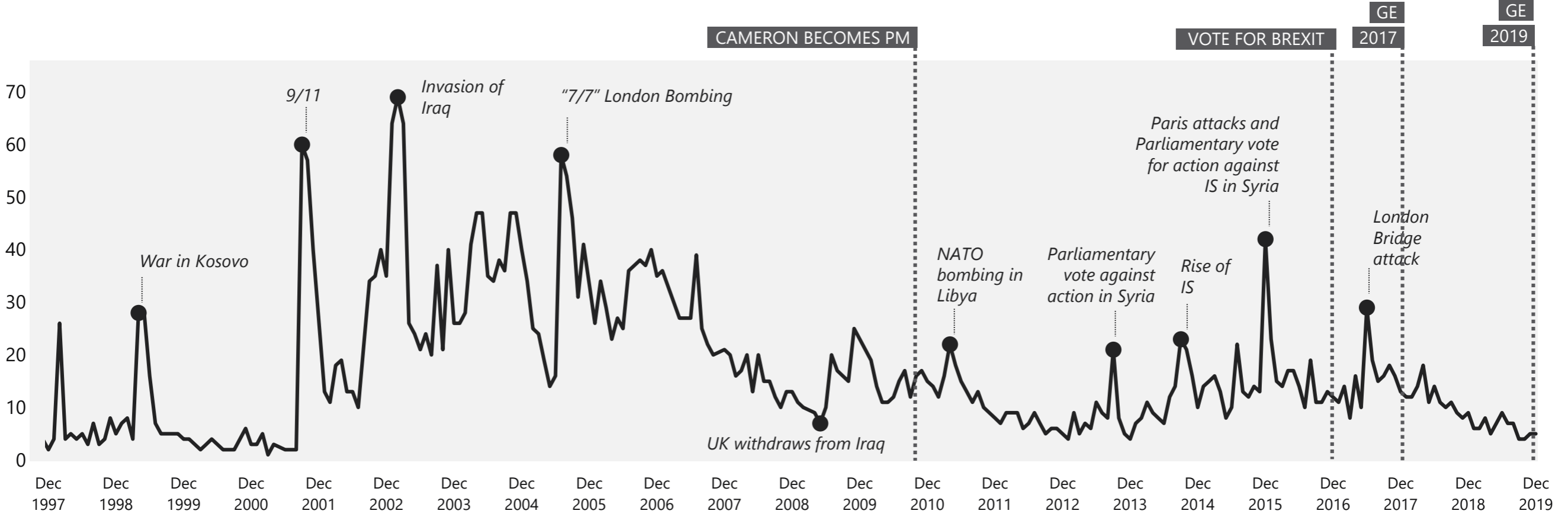


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Defence / Foreign Affairs / International terrorism

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



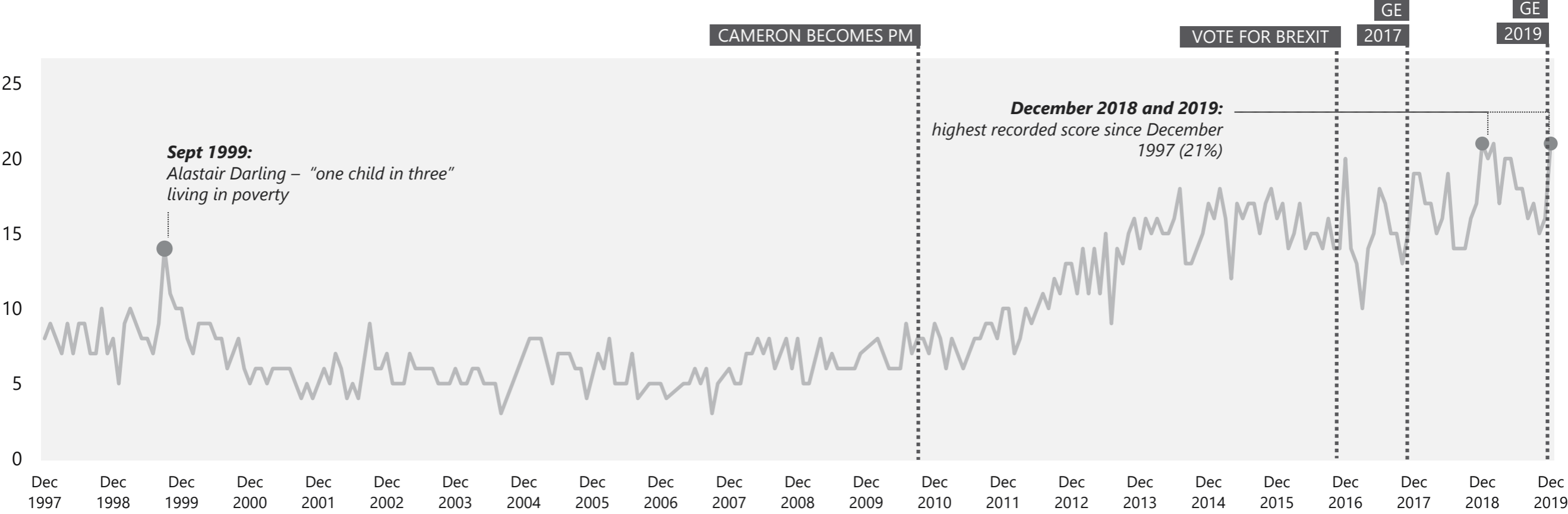
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

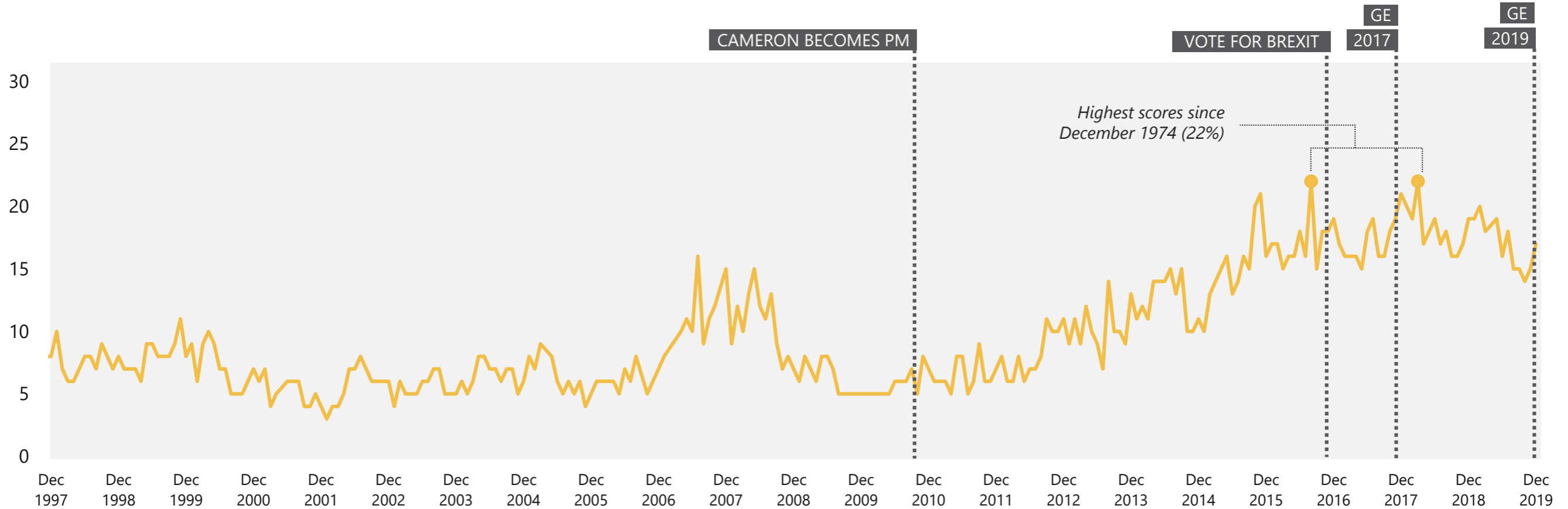
Source: Ipsos MORI Issues Index





# Housing

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

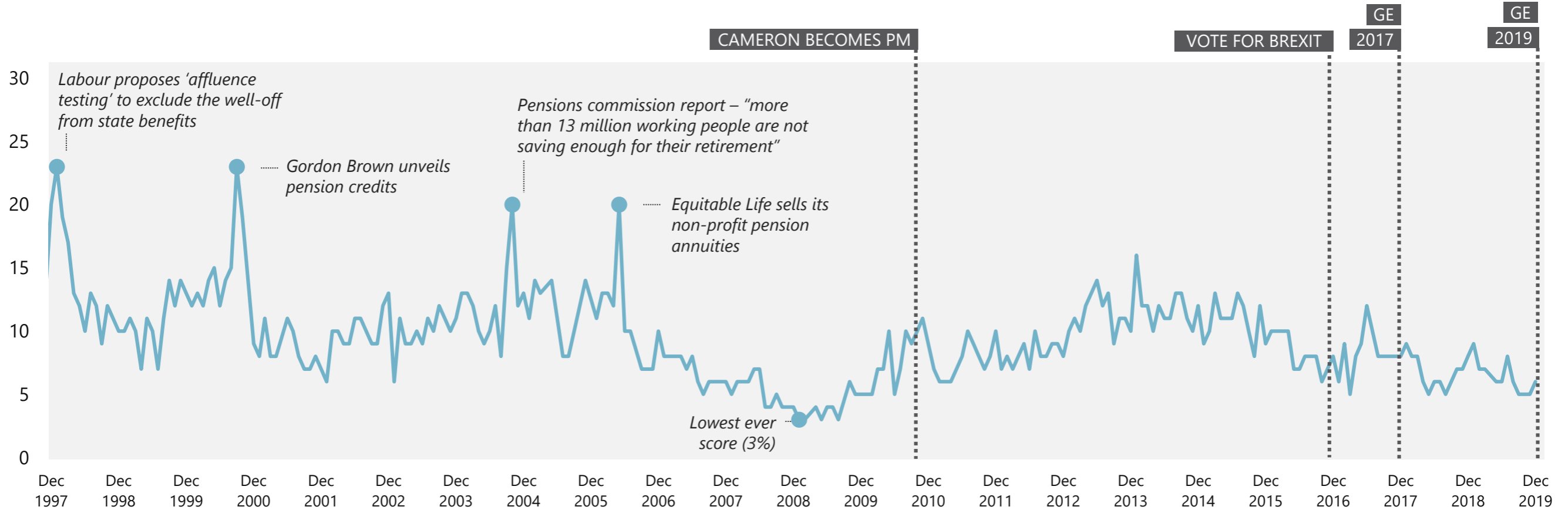


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Pensions/Social Security/Benefits

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

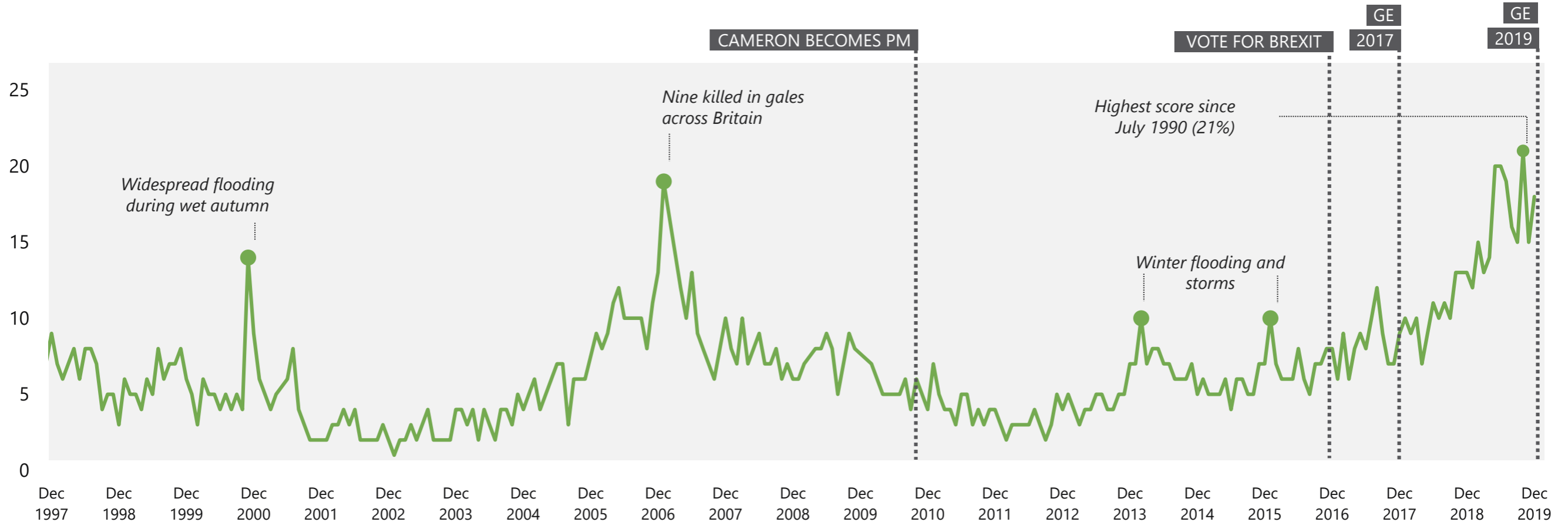


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Pollution / Environment

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

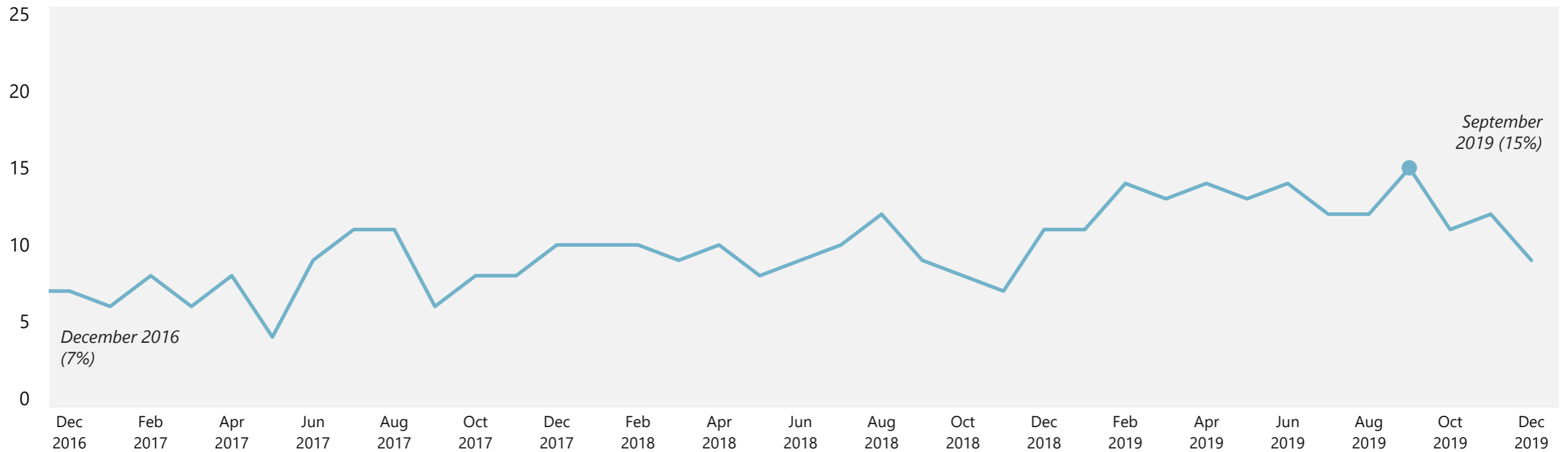


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Lack of faith in government/ politics

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

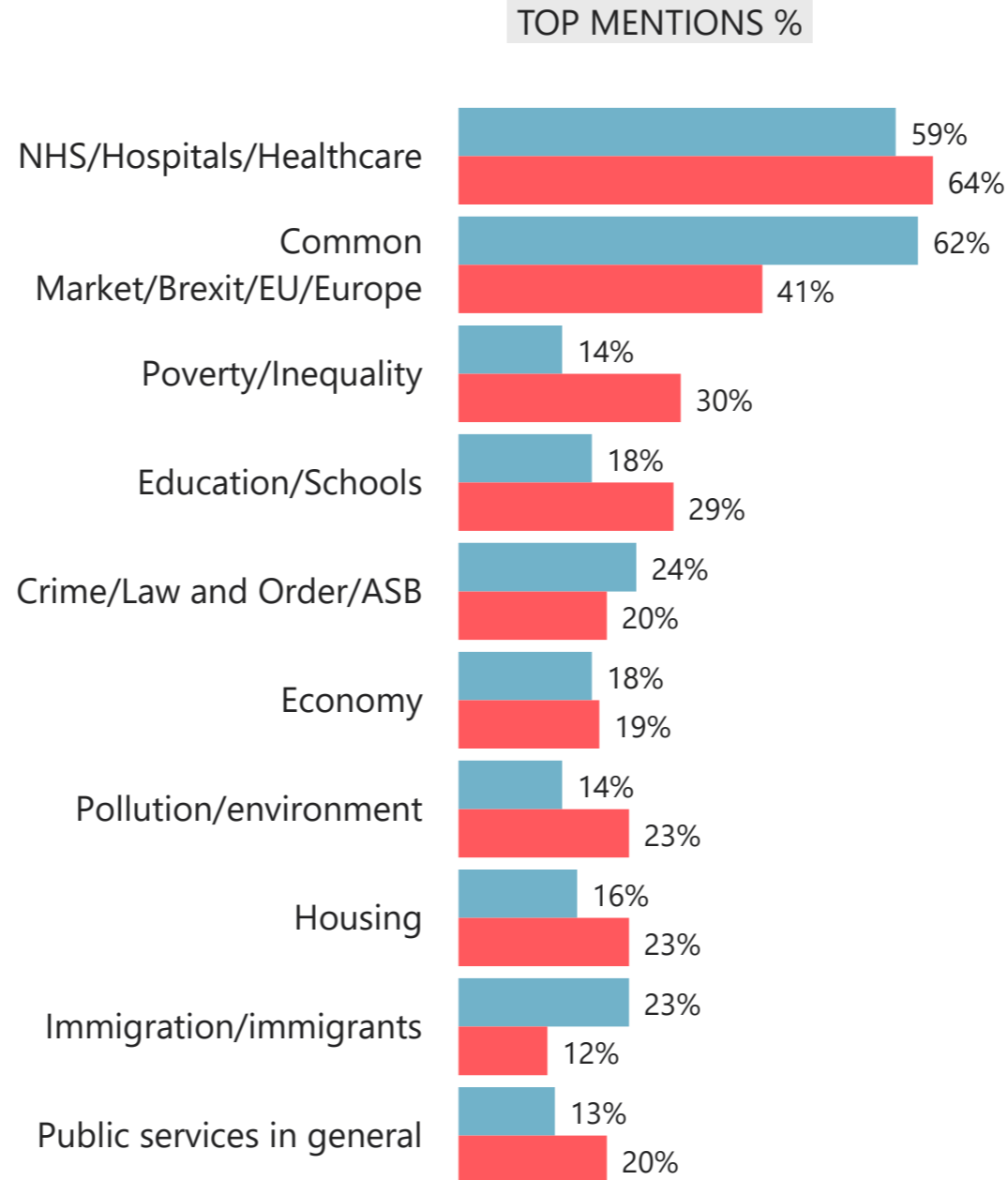


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Party support

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



CONSERVATIVE  
SUPPORTERS

LABOUR  
SUPPORTERS

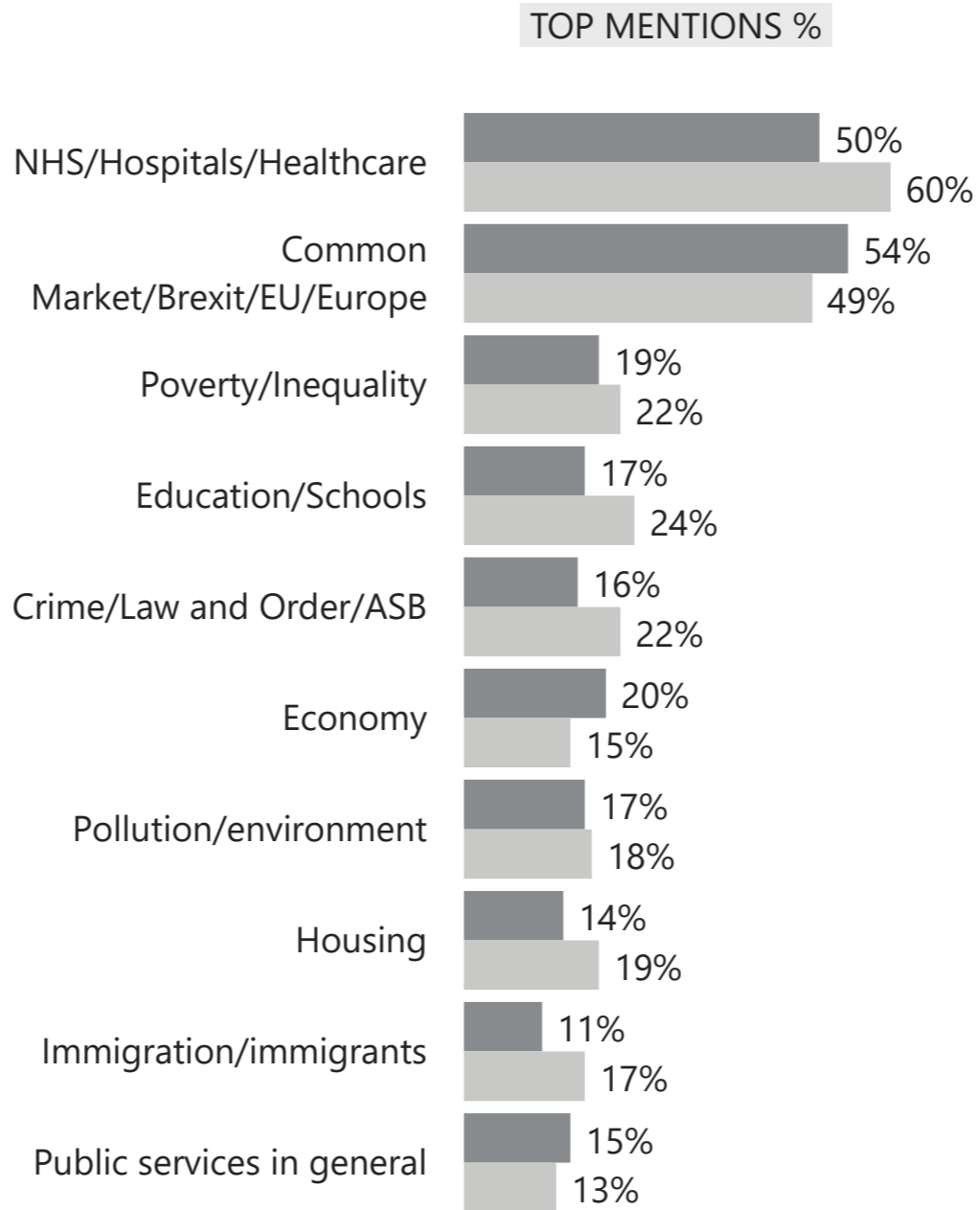
Base: 1,008 British adults 18+, 6 - 29 December 2019



Source: Ipsos MORI Issues Index

# Men and women

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



MEN  
WOMEN

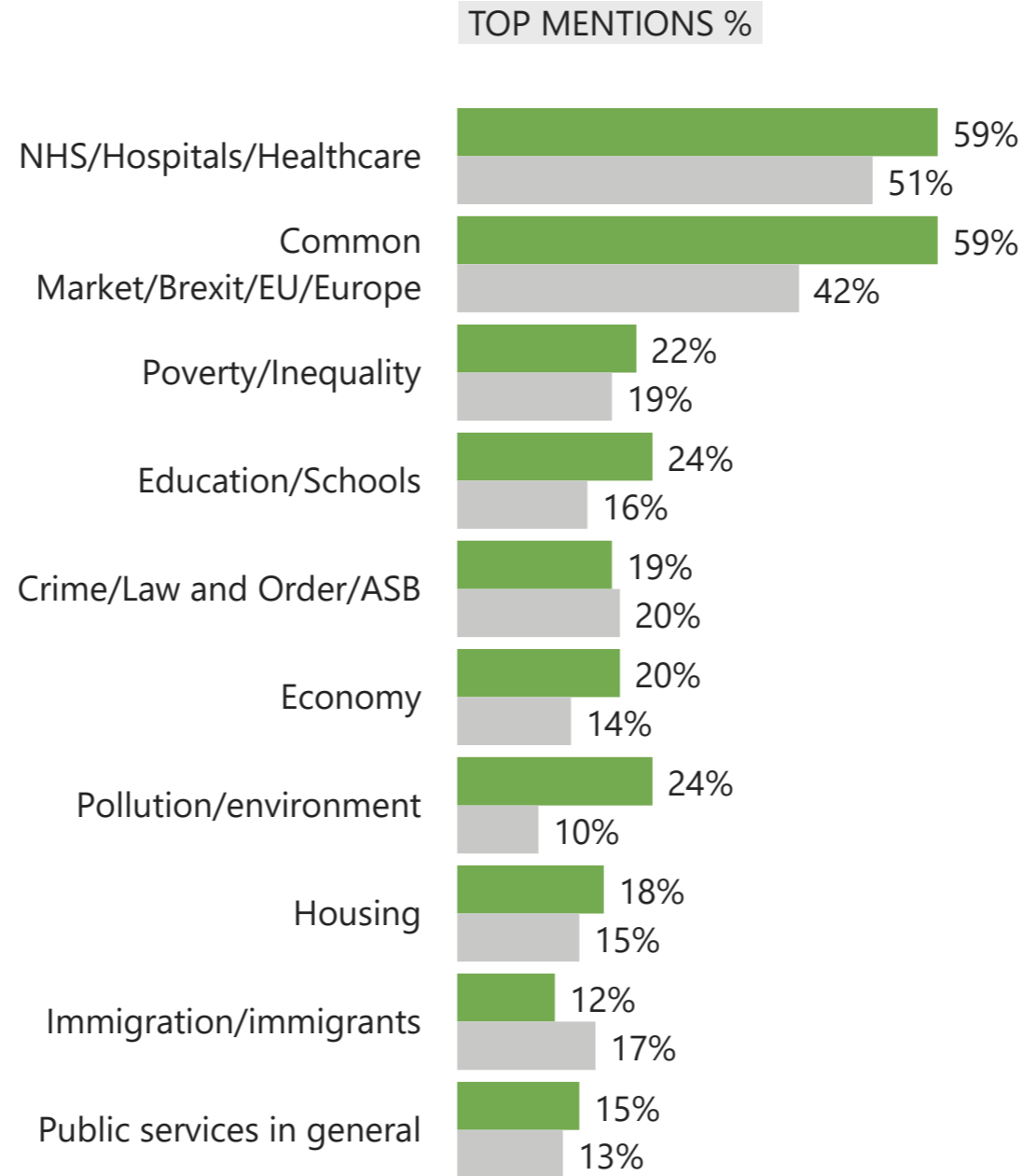
Base: 1,008 British adults 18+, 6 - 29 December 2019



Source: Ipsos MORI Issues Index

# Social grade

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



ABC1  
C2DE

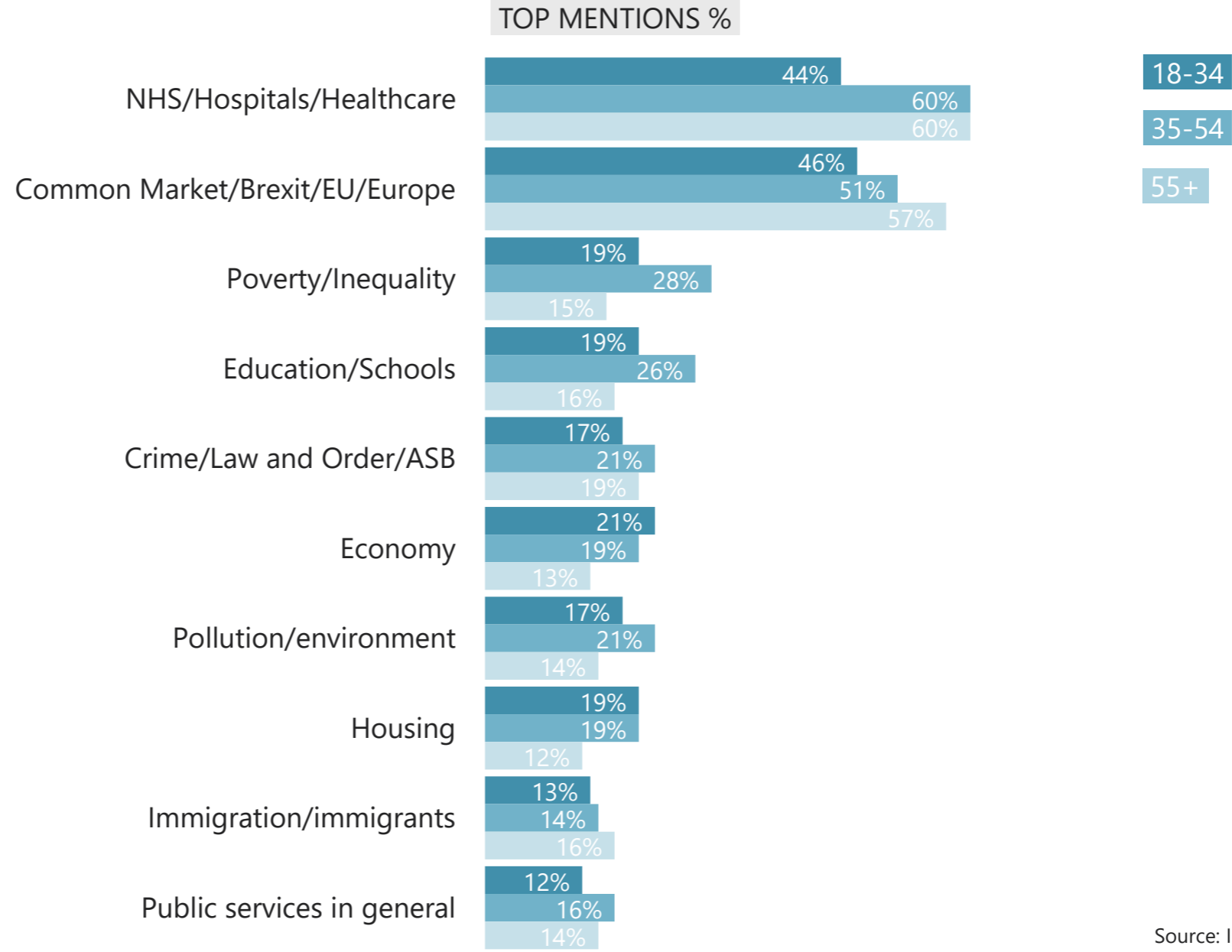
Base: 1,008 British adults 18+, 6 - 29 December 2019



Source: Ipsos MORI Issues Index

# 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

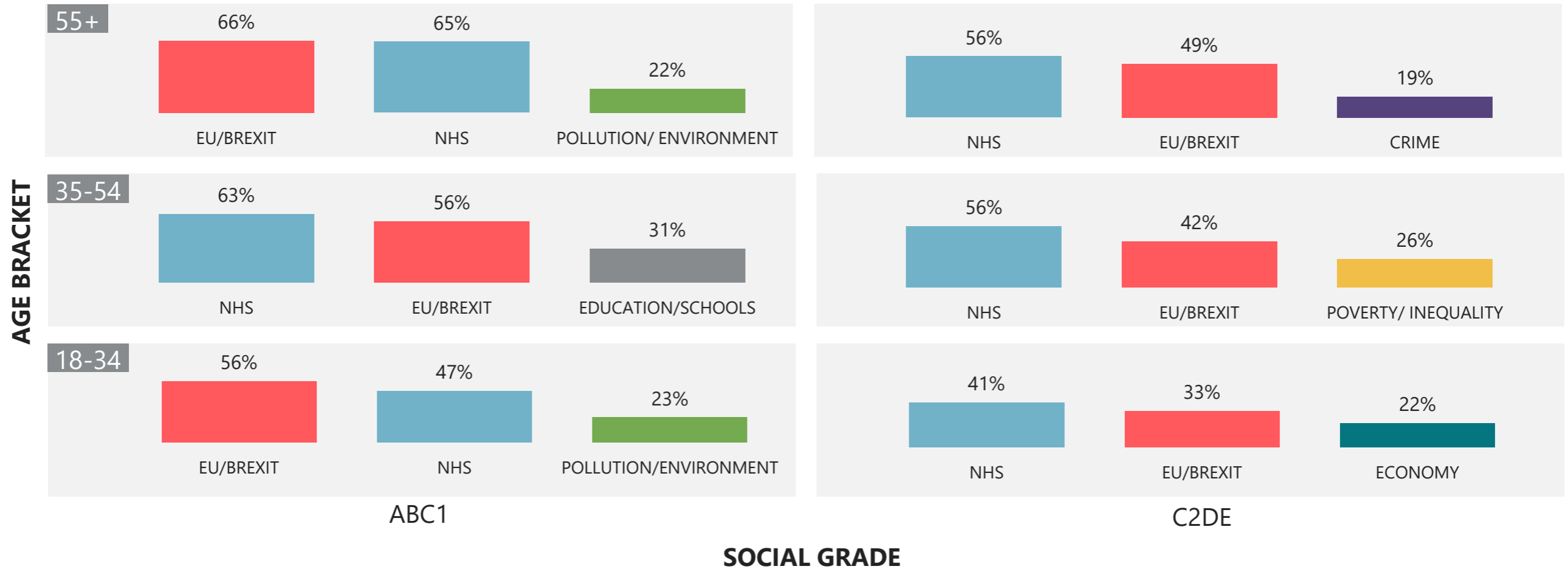


Source: Ipsos MORI Issues Index



# Age and social grade

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



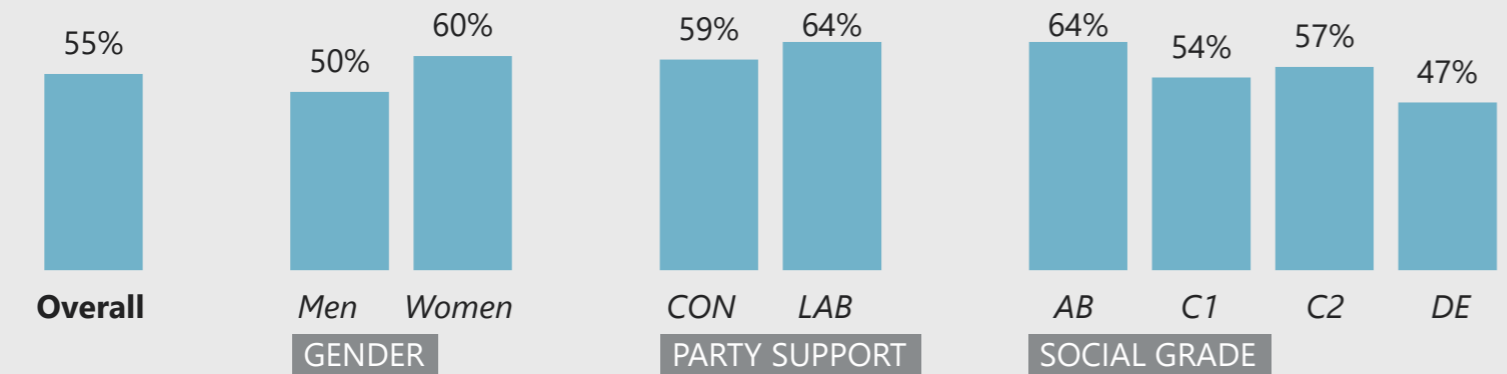
Base: 1,008 British adults 18+, 6 – 29 December 2019

Source: Ipsos MORI Issues Index

# Concern about the NHS by subgroup

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

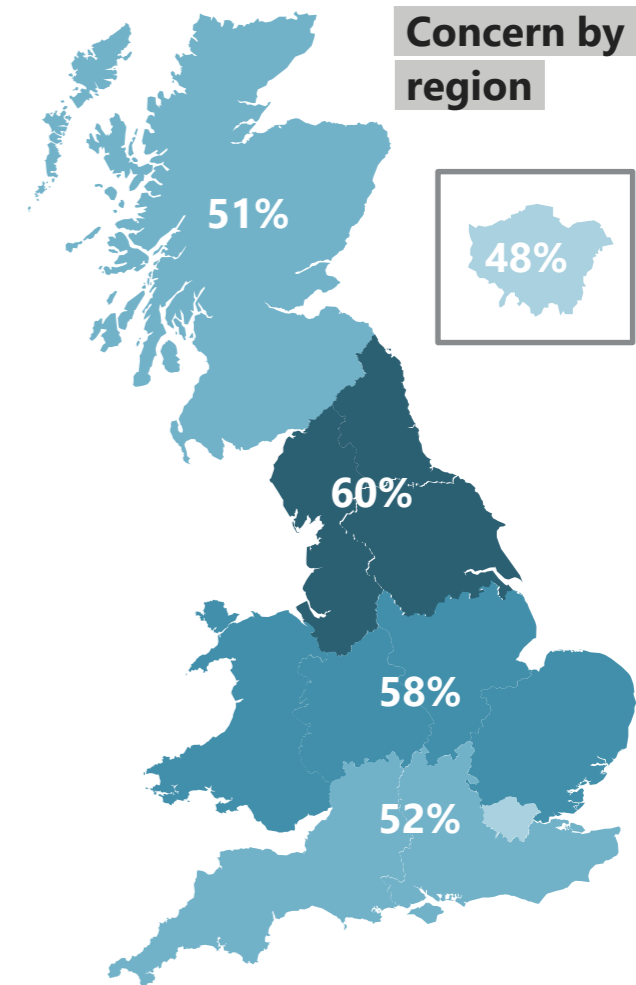
Concern about the NHS by key demographic groups:



Concern about the NHS by age:



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

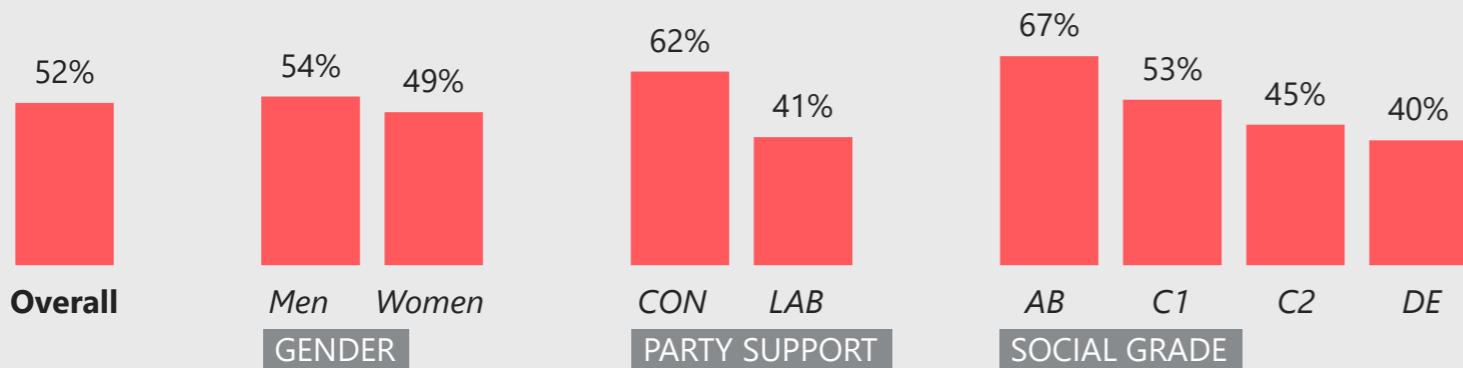


Ipsos MORI Issues Index

# Concern about Brexit/EU by subgroup

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

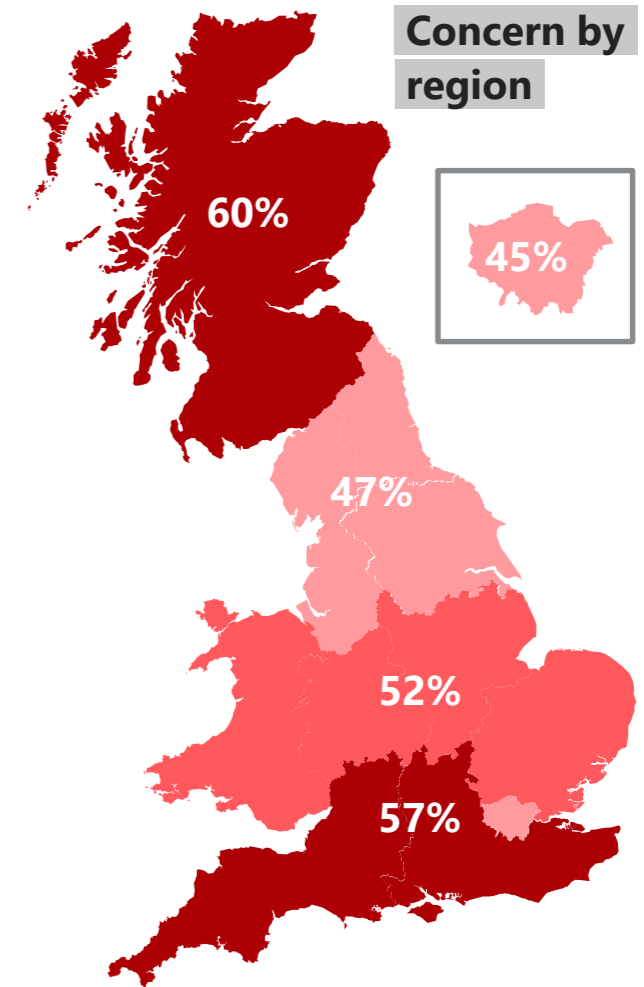
Concern about Brexit/EU by key demographic groups:



Concern about Brexit/EU by age:



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

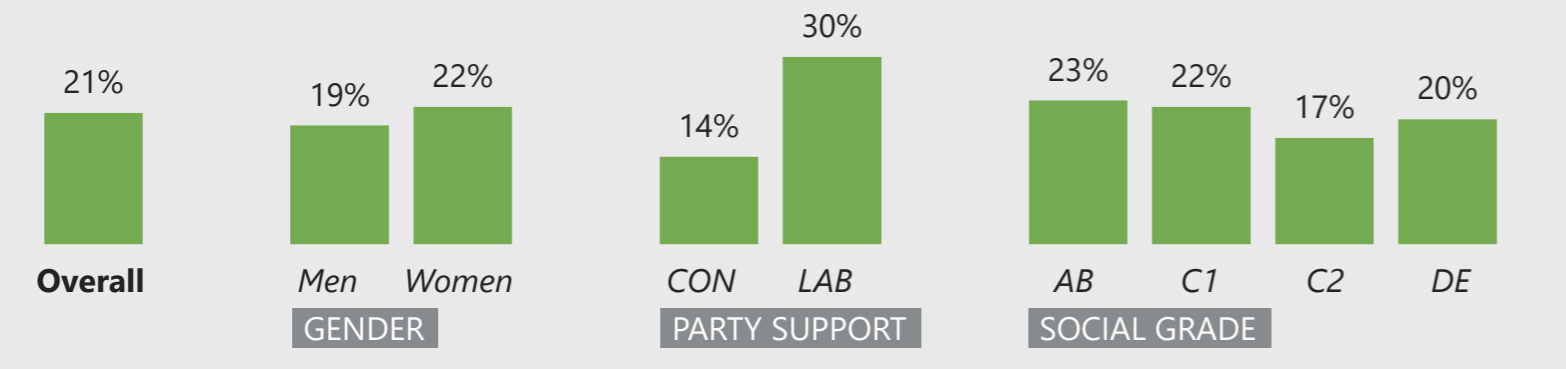


Ipsos MORI Issues Index

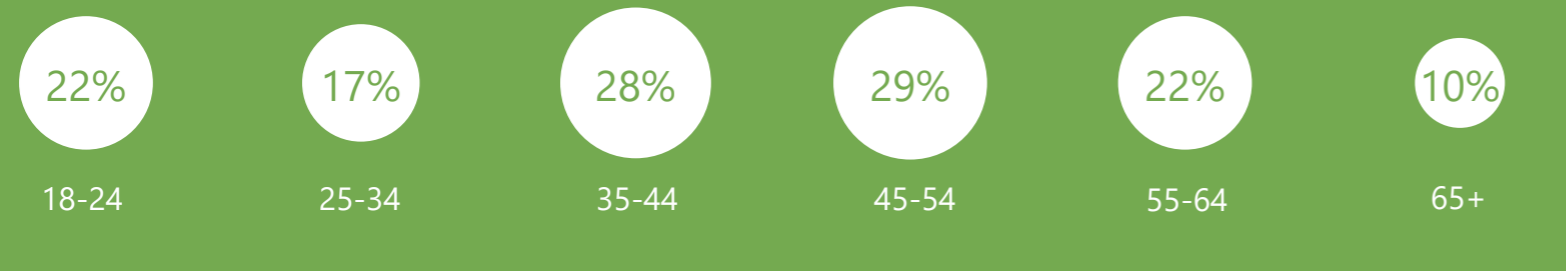
# Concern about poverty by subgroup

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

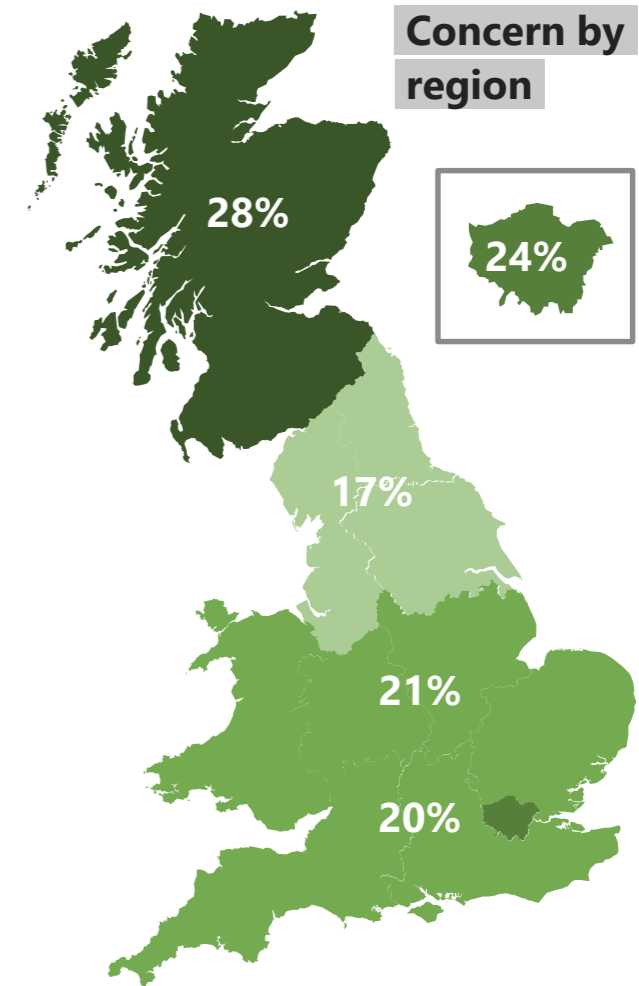
Concern about poverty/inequality by key demographic groups:



Concern about poverty/inequality by age:



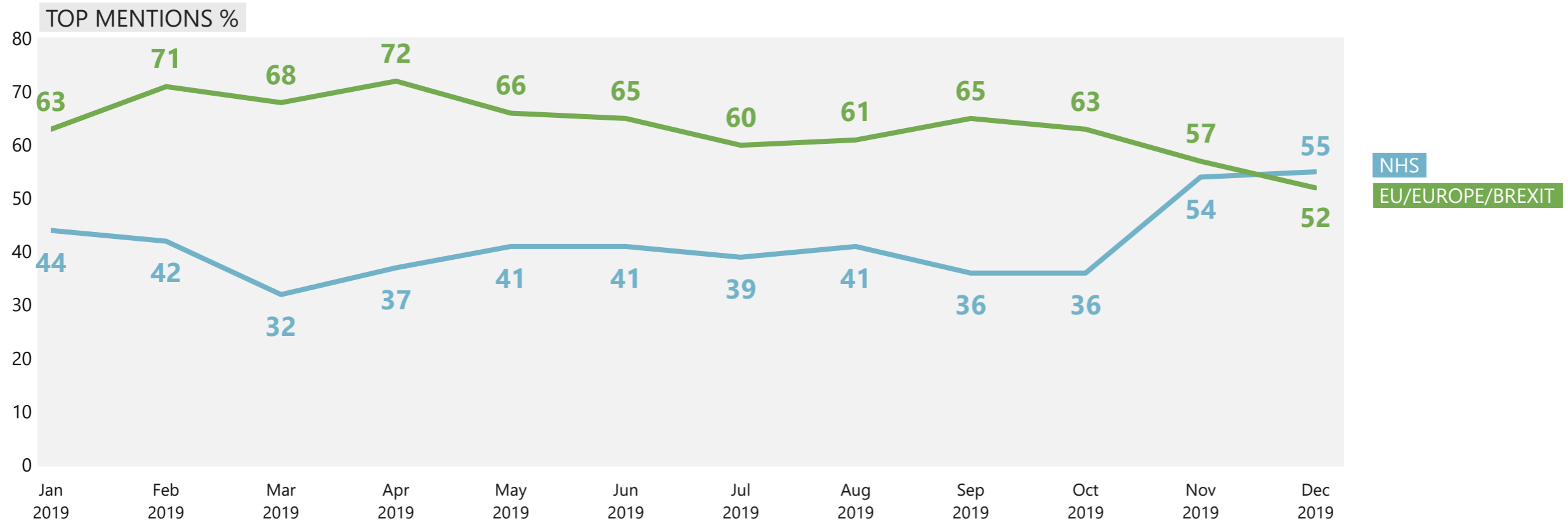
Base: 1,008 British adults 18+, 6 - 29 December 2019



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

# IPSOS MORI ISSUES INDEX

# December 2019

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*Michael.Clemence@ipsos.com*

