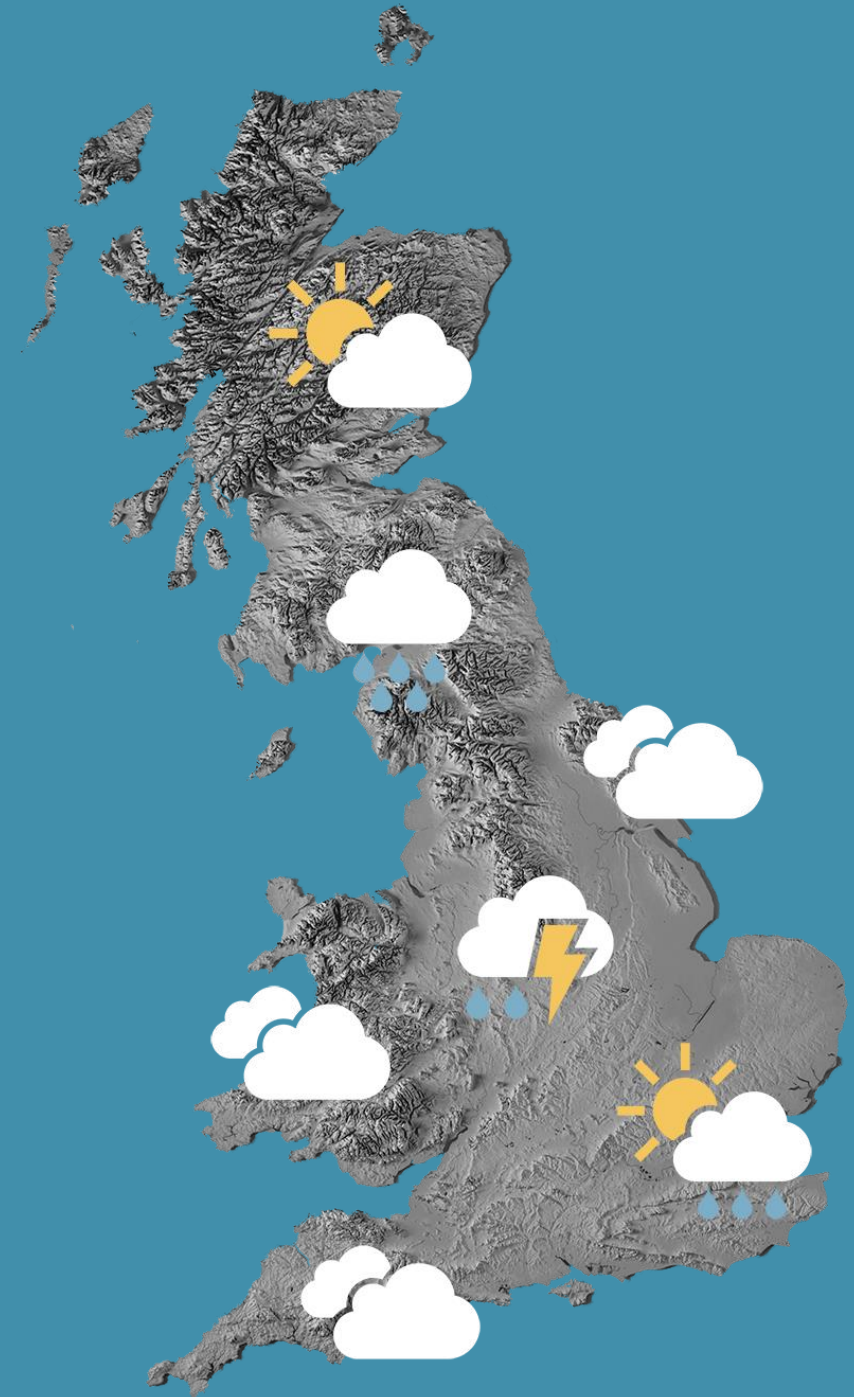


IPSOS MORI ISSUES INDEX

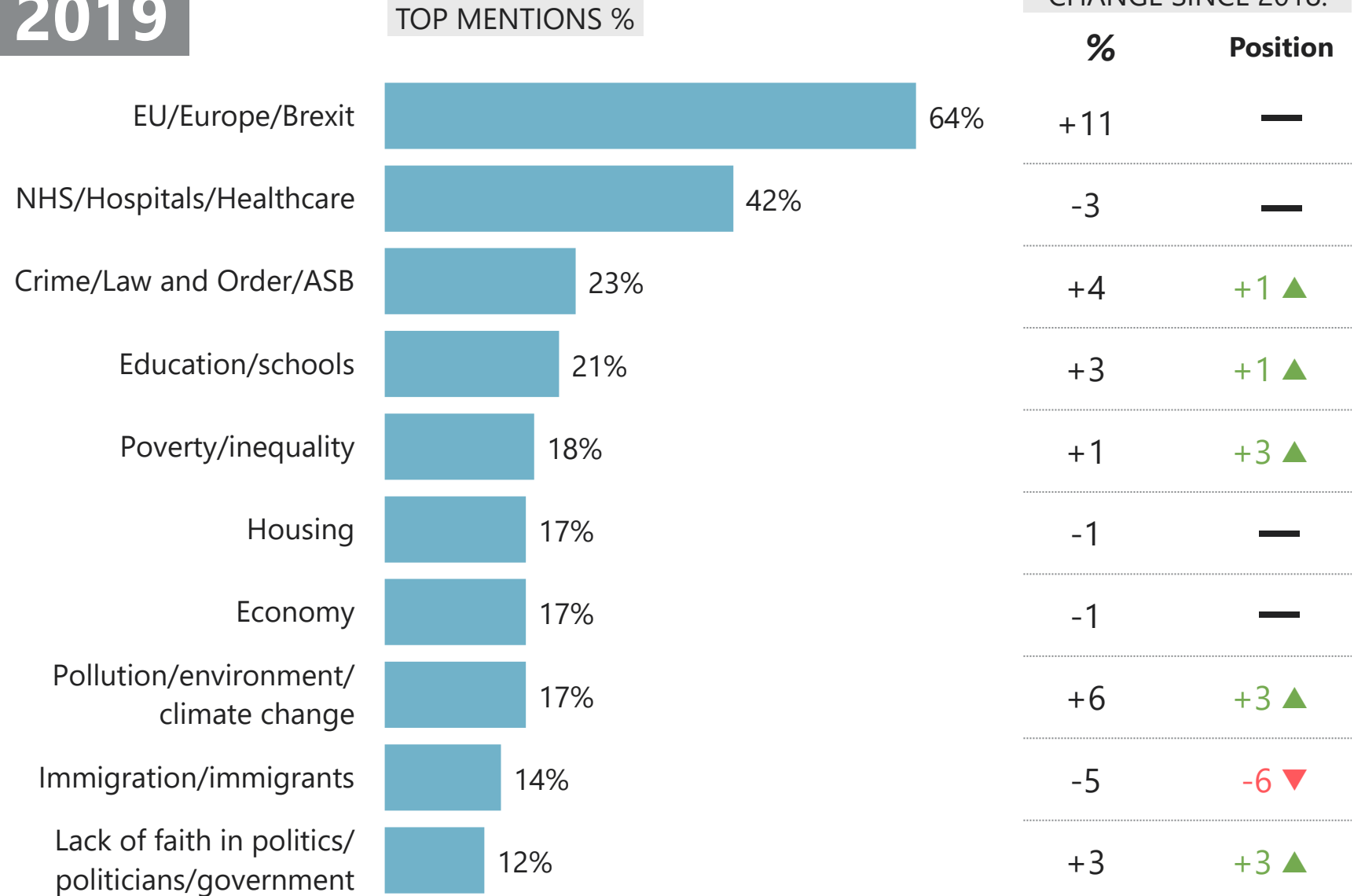
2019 in review

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Issues facing Britain: 2019

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

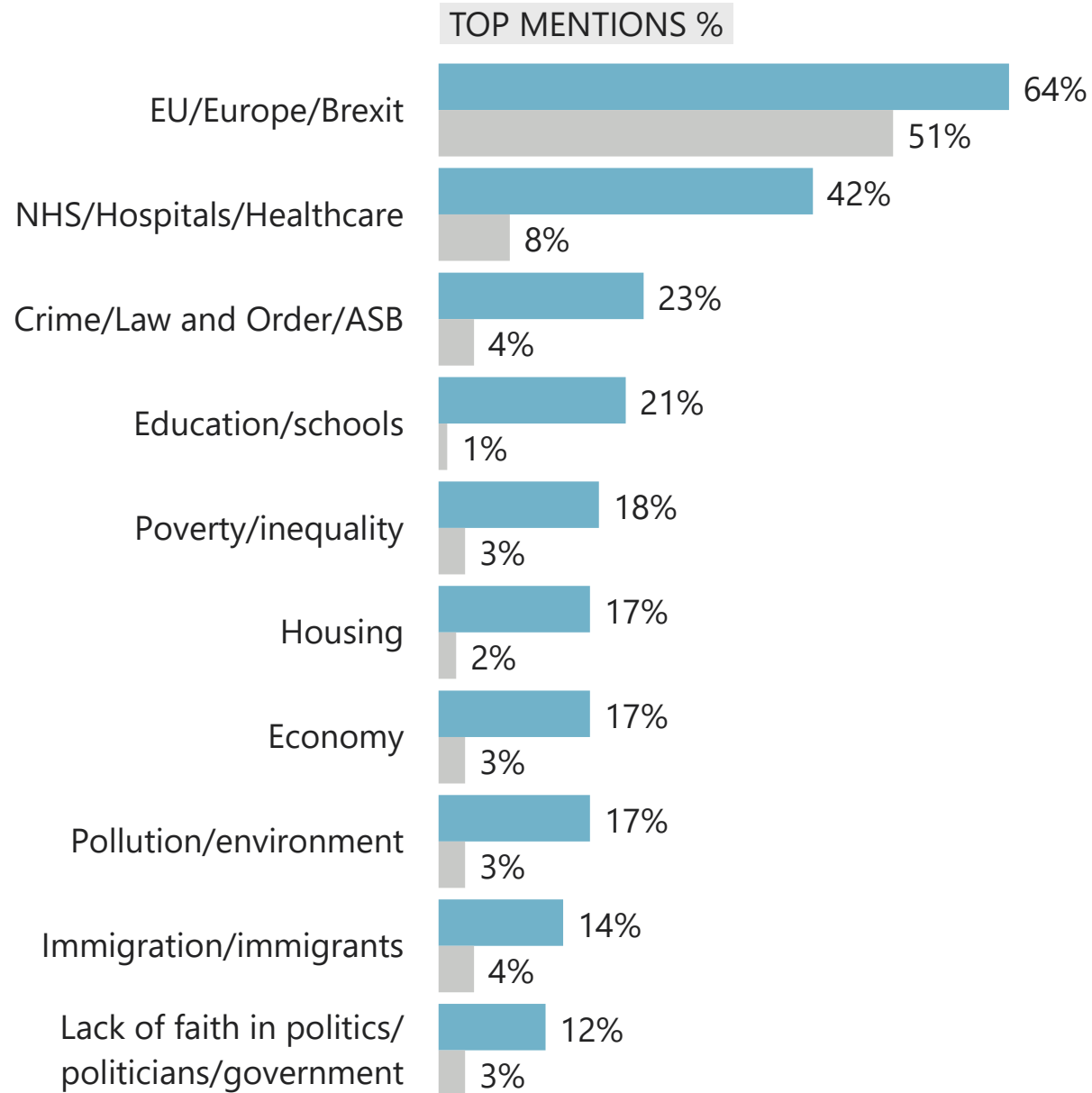


Base: 11,998 British adults 18+, January – December 2019

Source: Ipsos MORI Issues Index

Issues facing Britain

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



MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT
ISSUE

Base: 11,998 British adults 18+, January – December 2019



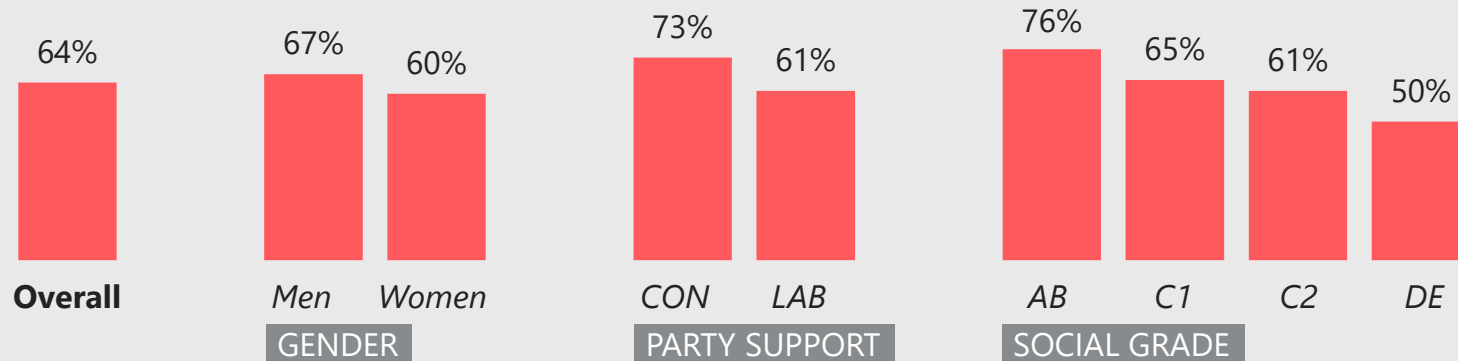
Ipsos MORI

Source: Ipsos MORI Issues Index

Concern about Brexit/EU

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

Concern about the EU/Brexit by key demographic groups:



Concern about the EU/Brexit by age:

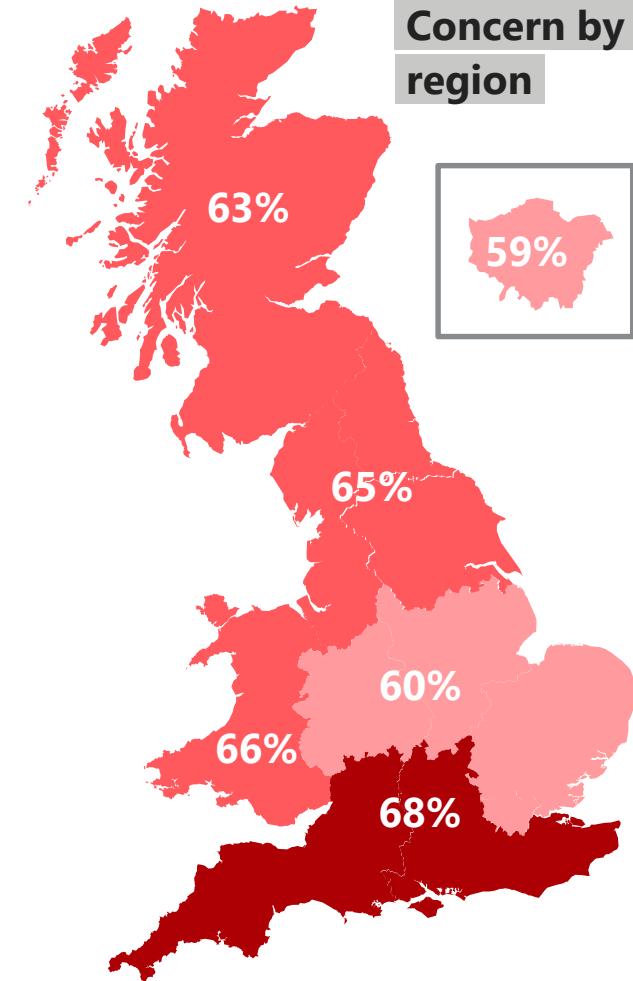


Base: 11,998 British adults 18+, January – December 2019



Ipsos MORI

Concern by region

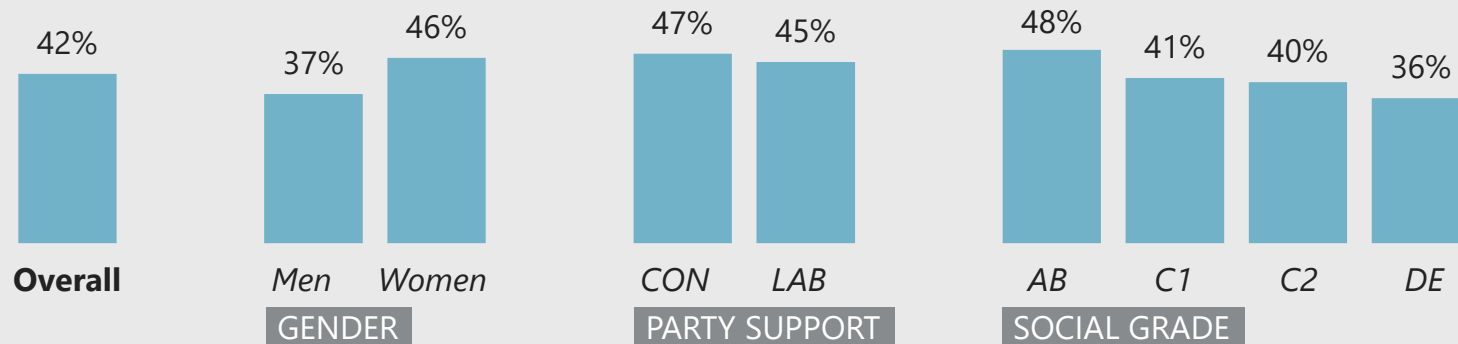


Ipsos MORI Issues Index

Concern about NHS/hospitals/healthcare

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

Concern about the NHS by key demographic groups:

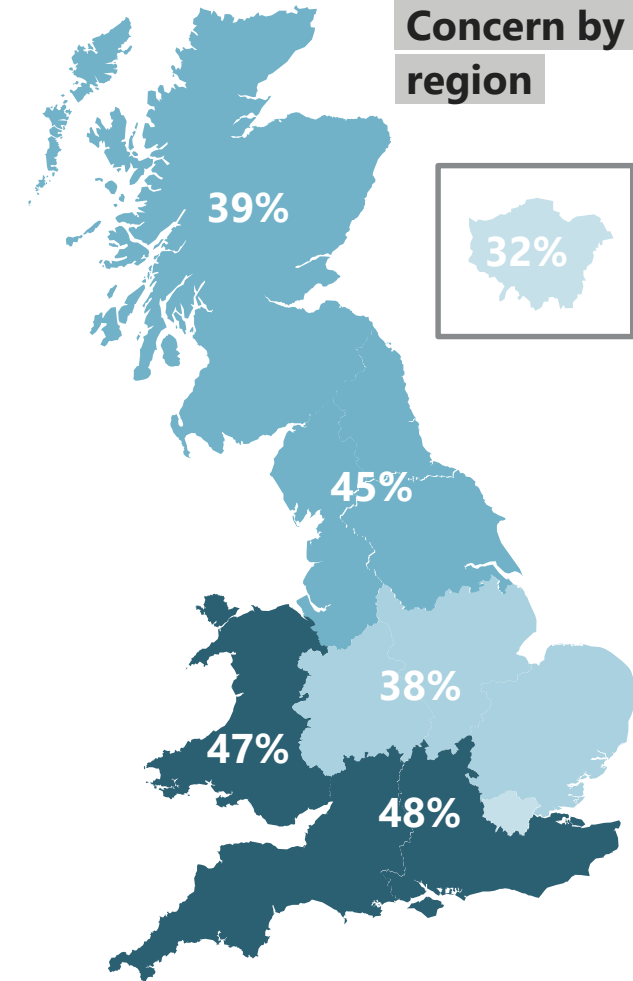


Concern about the NHS by age:



Base: 11,998 British adults 18+, January – December 2019

Concern by region



Ipsos MORI Issues Index

Issues facing Britain

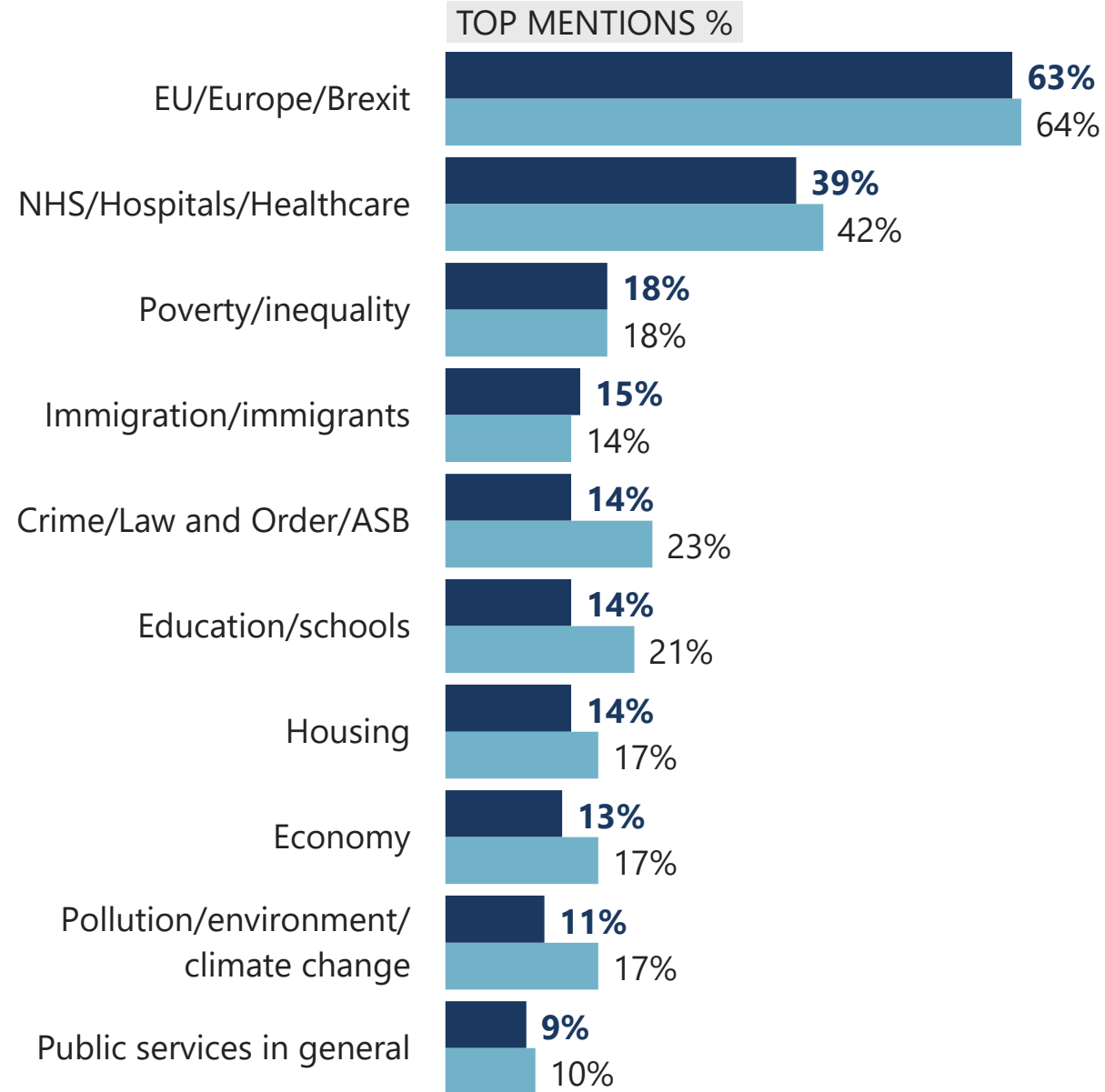
Scotland



Base: 1,088 Scotland residents aged 18+, interviewed Jan – Dec 2019



Ipsos MORI



SCOTLAND

GREAT BRITAIN

Source: Ipsos MORI Issues Index

Issues facing Britain

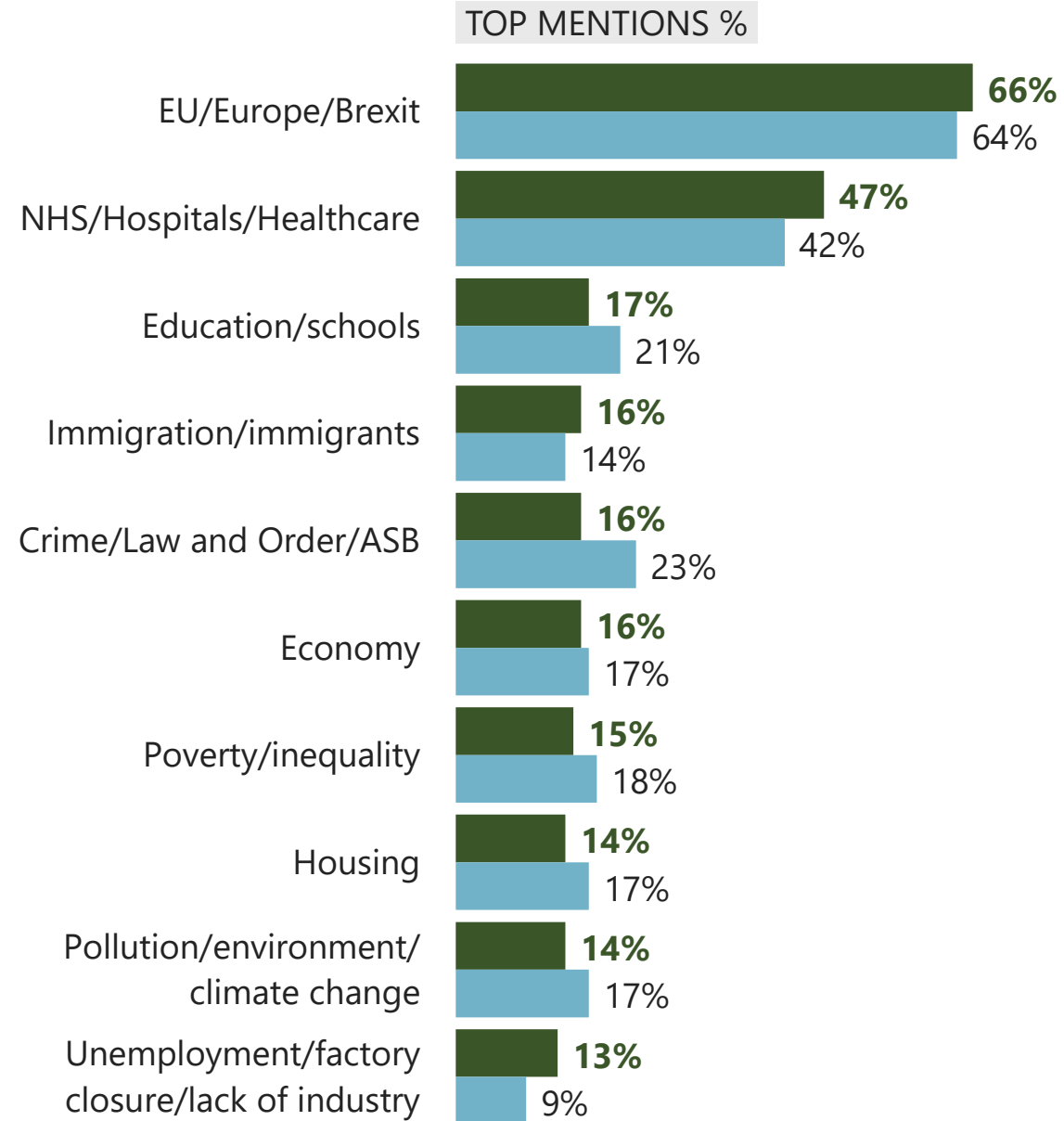
Wales



Base: 633 Wales residents aged 18+, interviewed Jan – Dec 2019



Ipsos MORI



WALES

GREAT BRITAIN

Source: Ipsos MORI Issues Index

Issues facing Britain

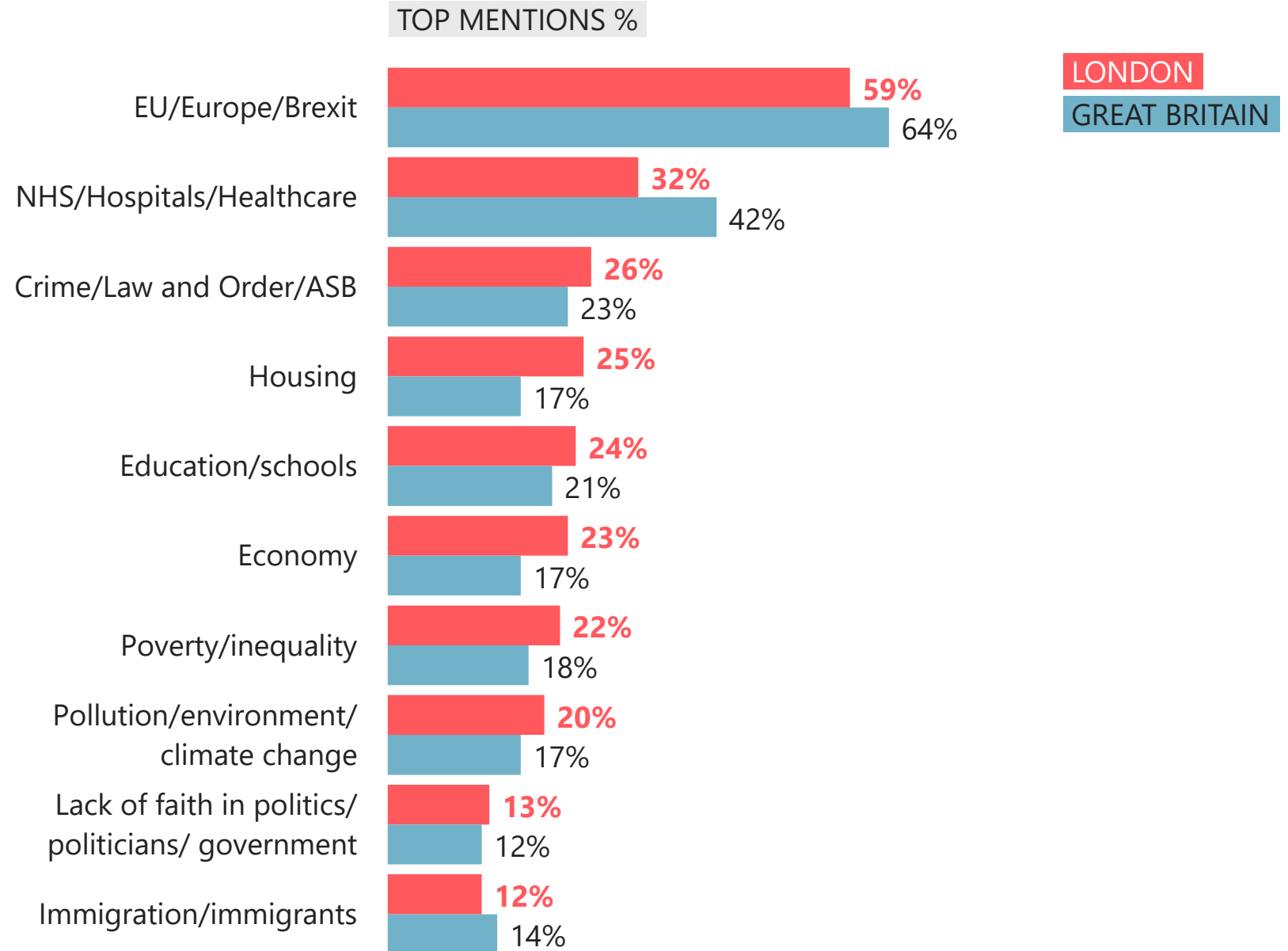
London



Base: 1,703 London residents aged 18+, interviewed Jan – Dec 2019



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Source: Ipsos MORI Issues Index

Issues facing Britain

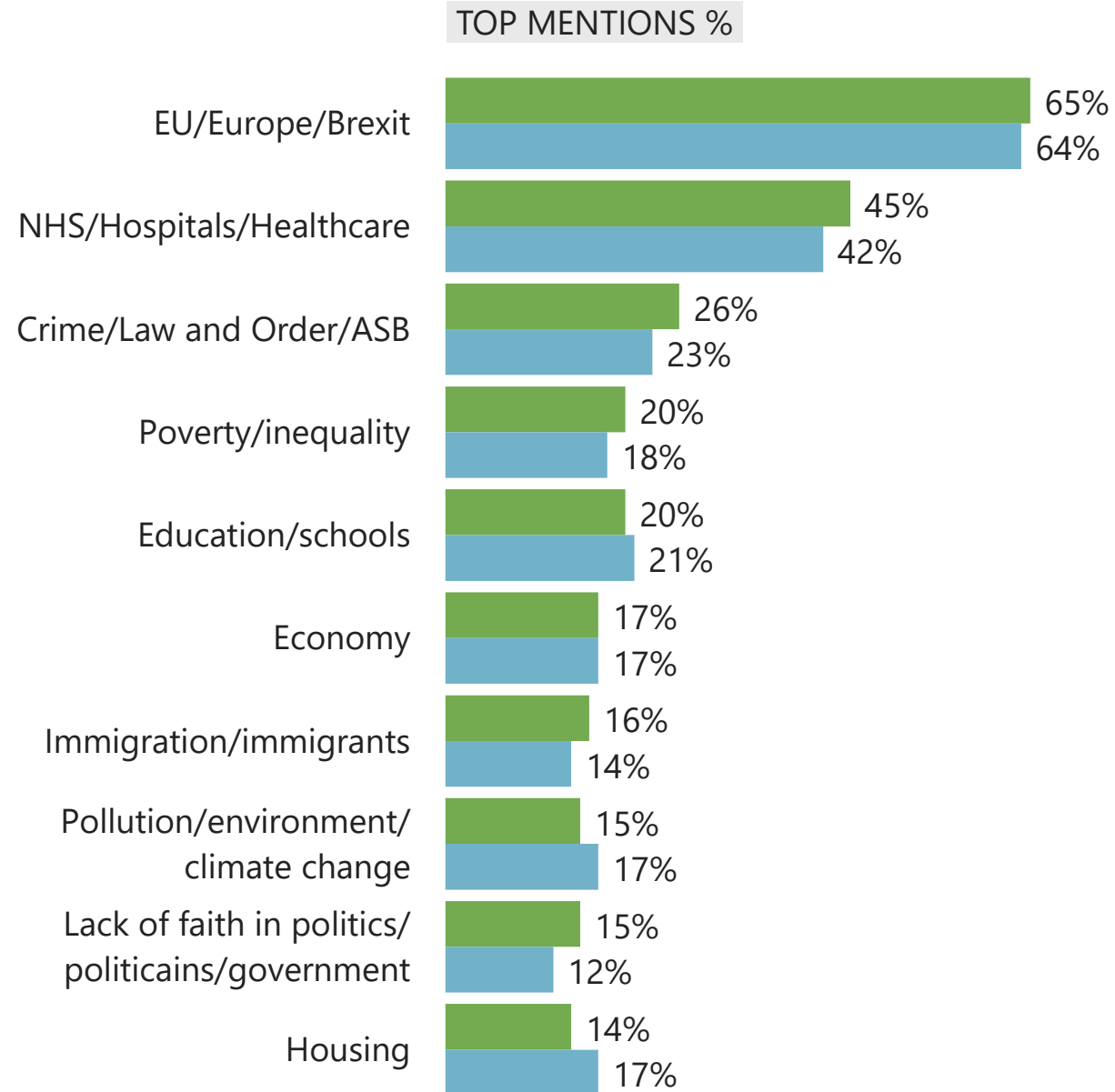
The North



Base: 2,996 North of England residents aged 18+, interviewed Jan – Dec 2019



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NORTHERN ENGLAND

GREAT BRITAIN

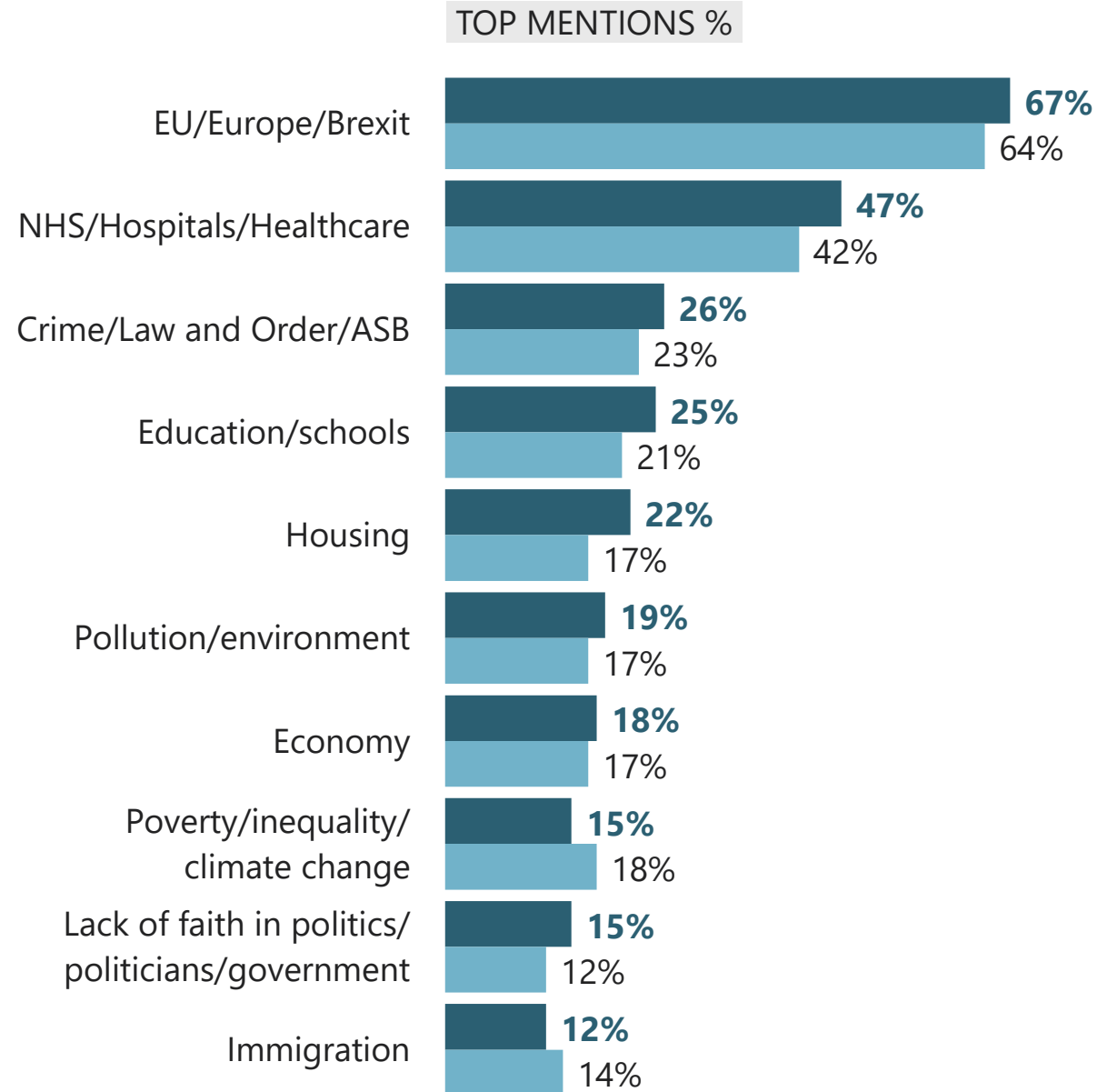
Source: Ipsos MORI Issues Index

Issues facing Britain

South east England



Base: 1,414 south east England residents aged 18+, interviewed Jan – Dec 2019



SOUTH EAST
GREAT BRITAIN

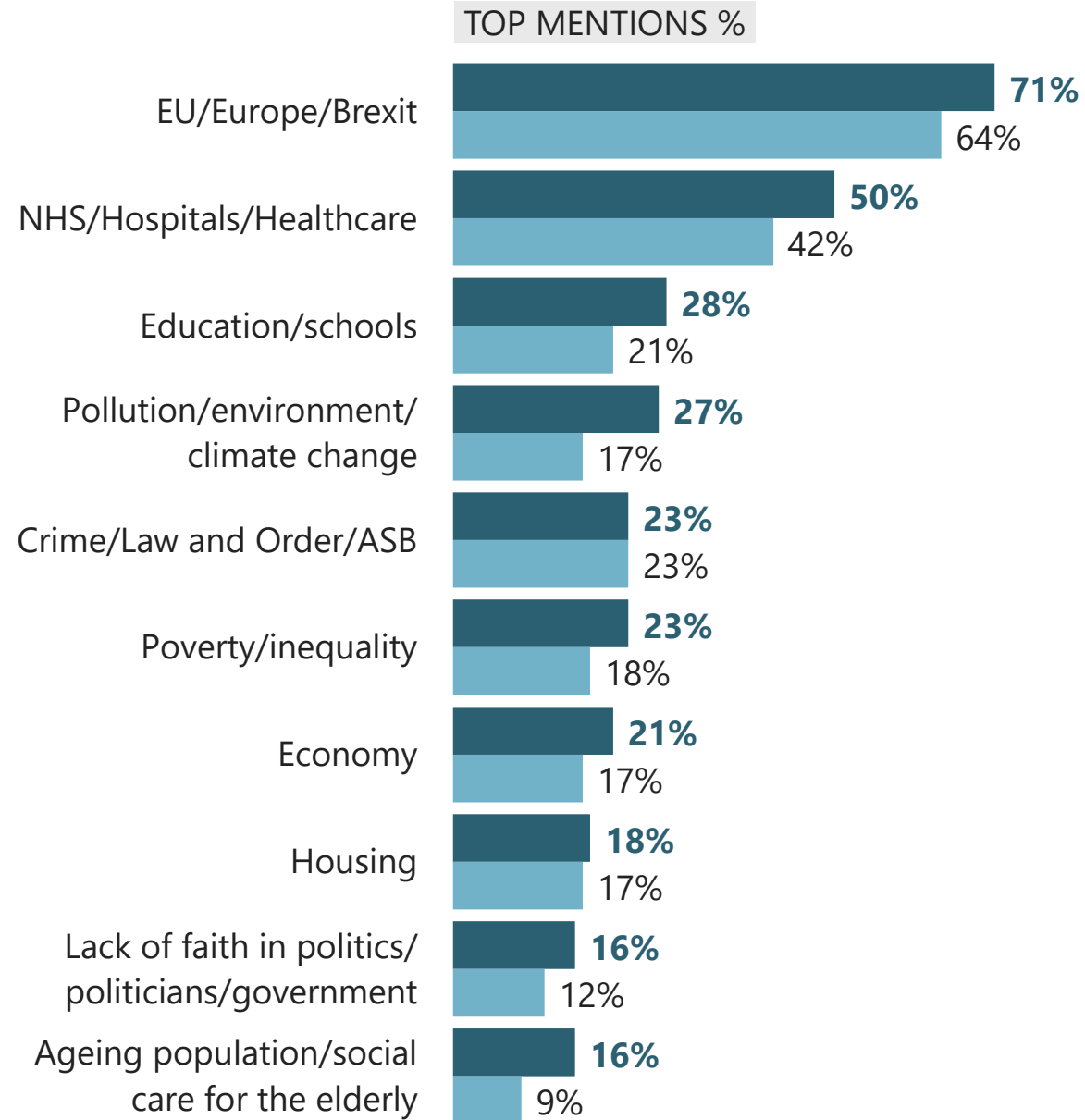
Source: Ipsos MORI Issues Index

Issues facing Britain

South west England



Base: 953 south west England residents aged 18+, interviewed Jan – Dec 2019



SOUTH WEST
GREAT BRITAIN

Source: Ipsos MORI Issues Index

Issues facing Britain

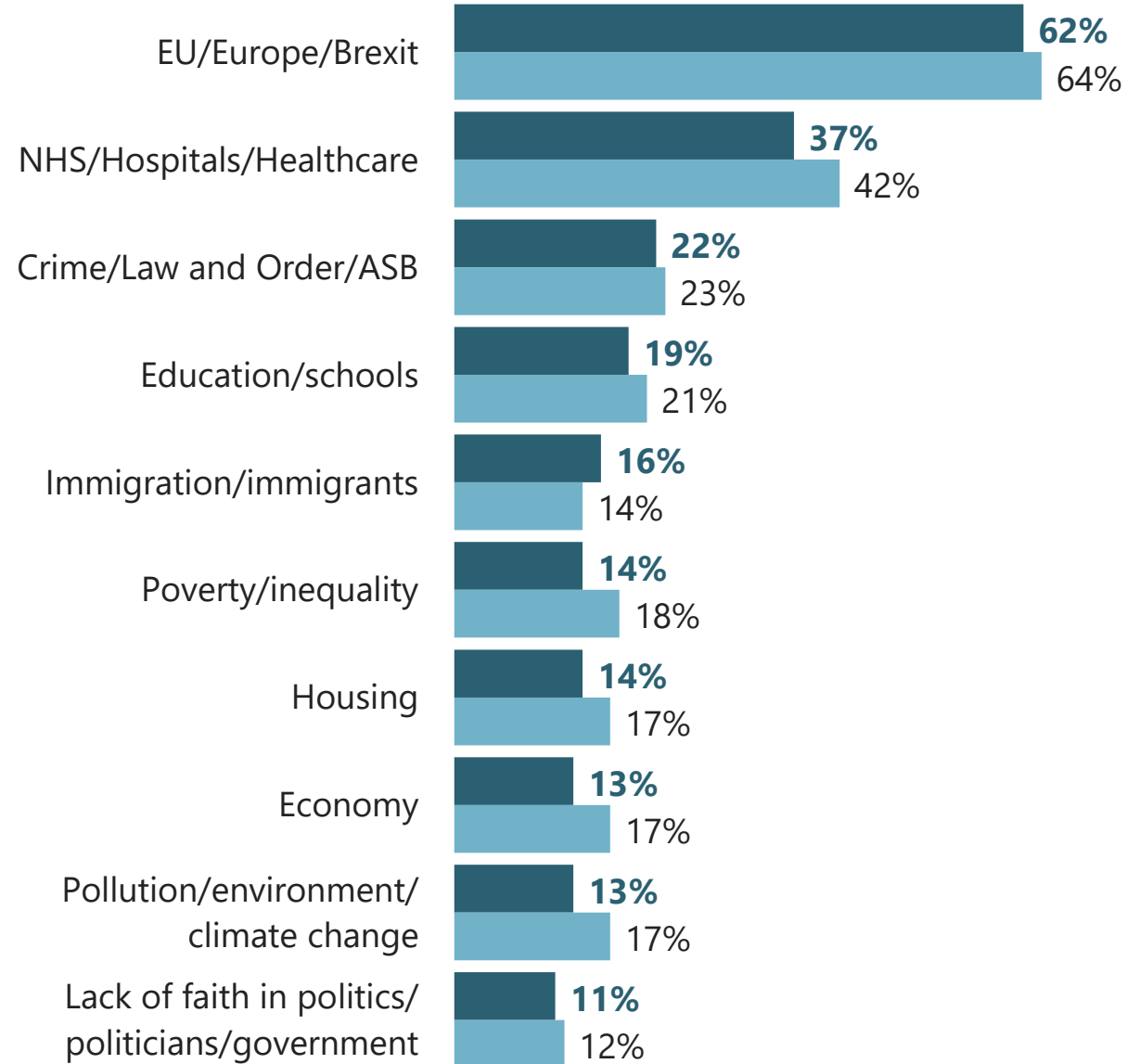
East of England



Base: 1,210 eastern England residents aged 18+, interviewed Jan – Dec 2019



TOP MENTIONS %



EAST OF ENGLAND
GREAT BRITAIN

Source: Ipsos MORI Issues Index

Issues facing Britain

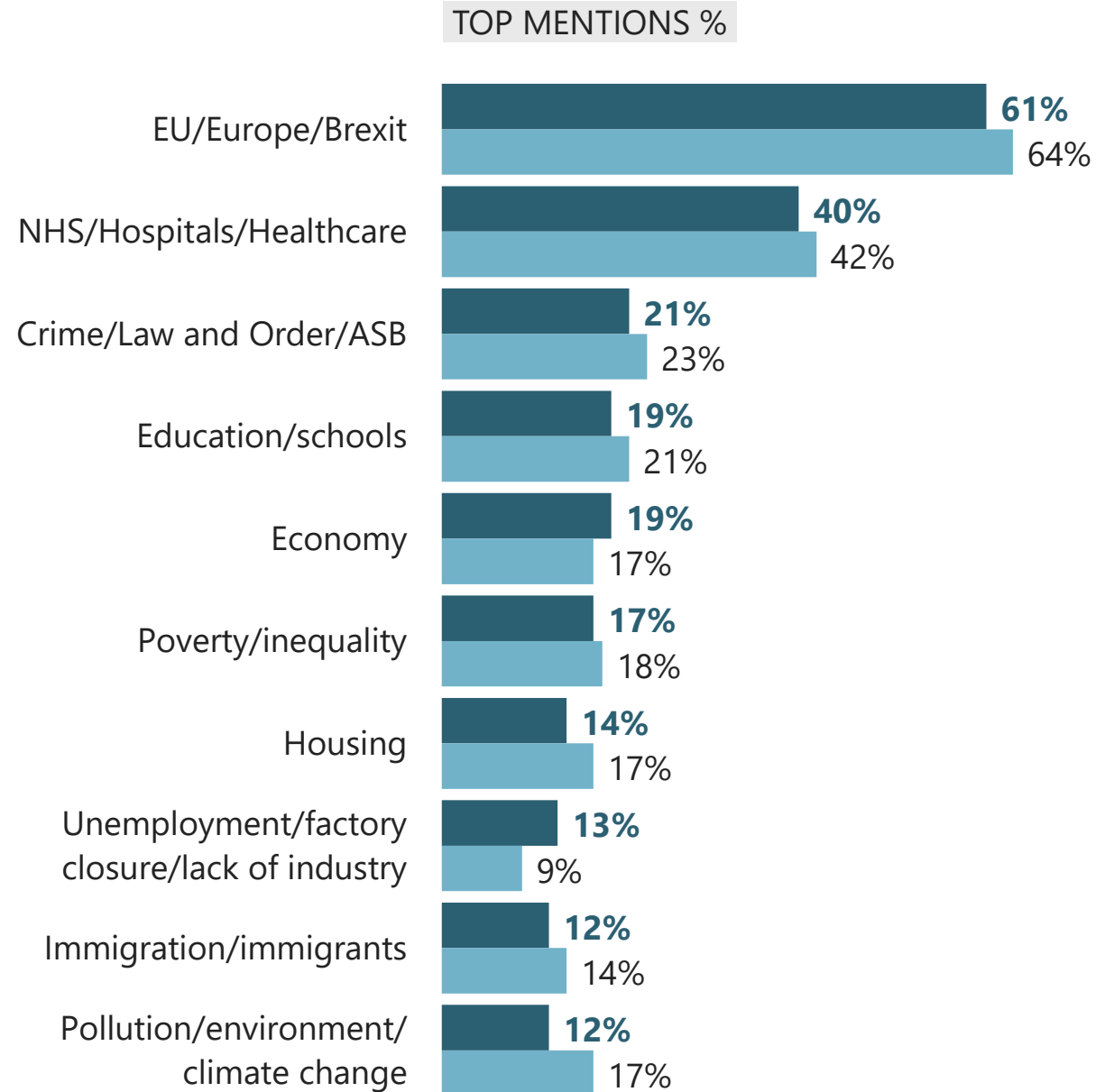
East Midlands



Base: 906 East Midlands residents aged 18+, interviewed Jan – Dec 2019



Ipsos MORI



EAST MIDLANDS

GREAT BRITAIN

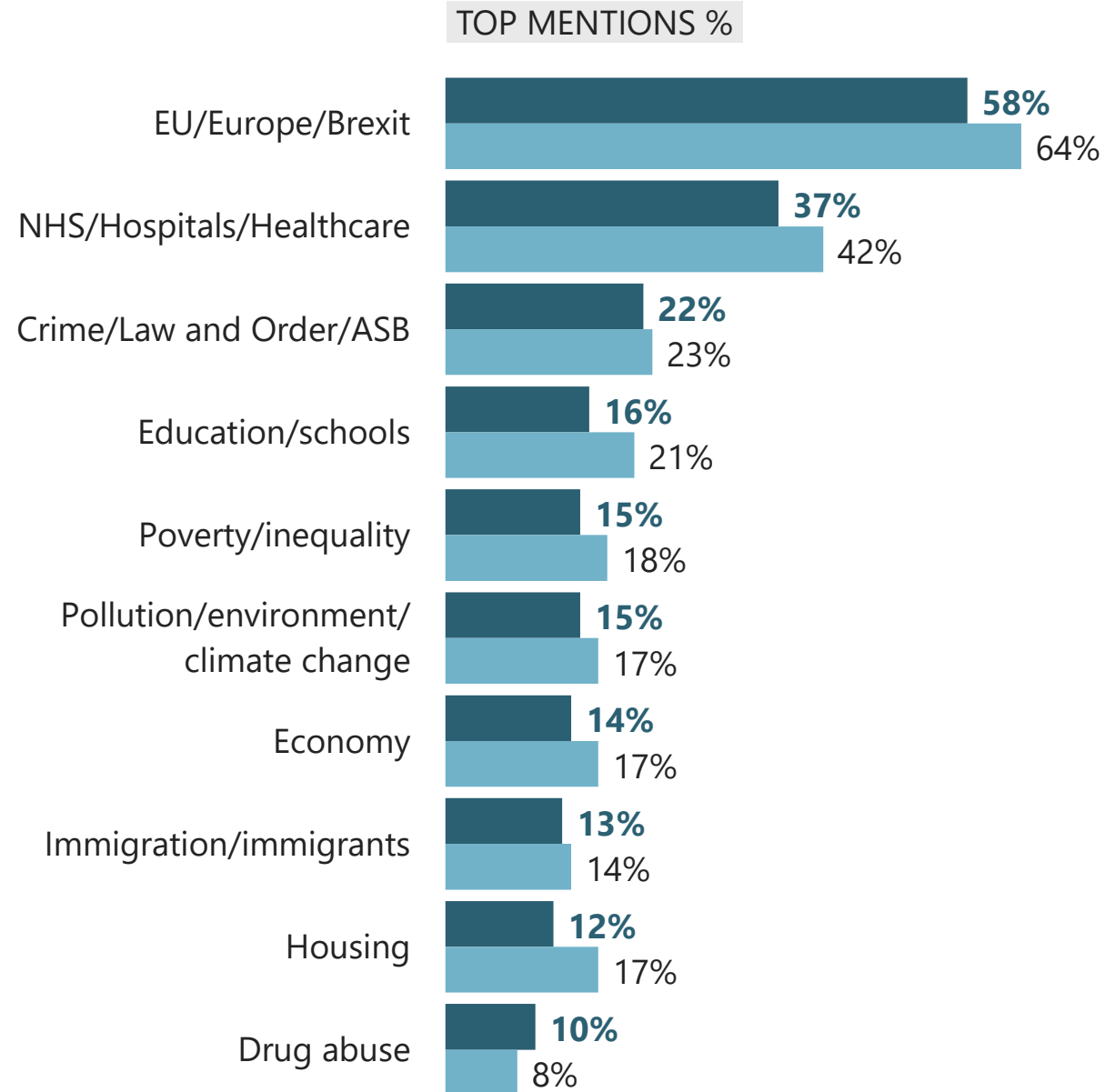
Source: Ipsos MORI Issues Index

Issues facing Britain

West Midlands



Base: 1,095 West Midlands residents aged 18+, interviewed Jan – Dec 2019



WEST MIDLANDS
GREAT BRITAIN

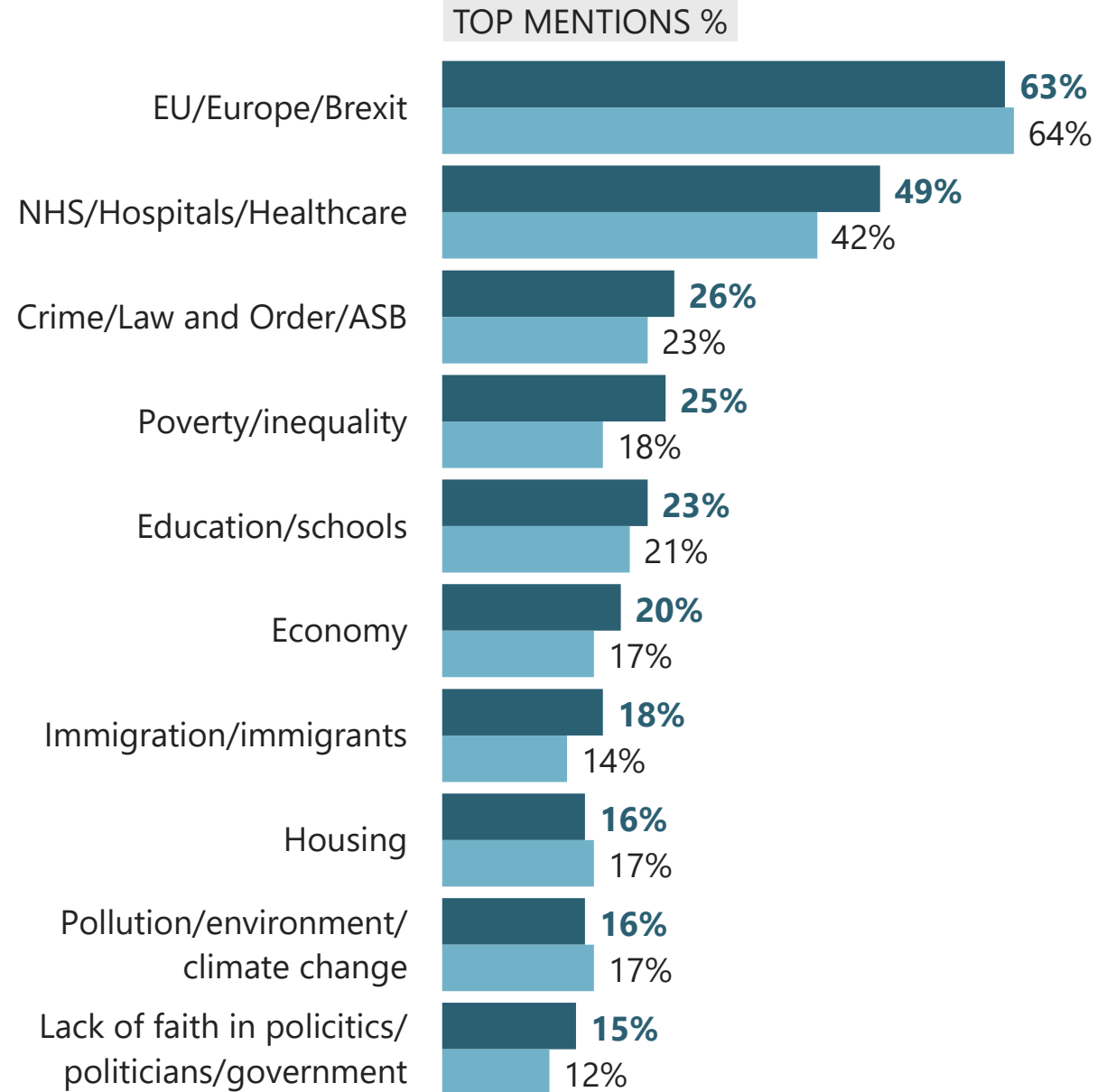
Source: Ipsos MORI Issues Index

Issues facing Britain

North west England



Base: 1,440 north west England residents aged 18+, interviewed Jan – Dec 2019

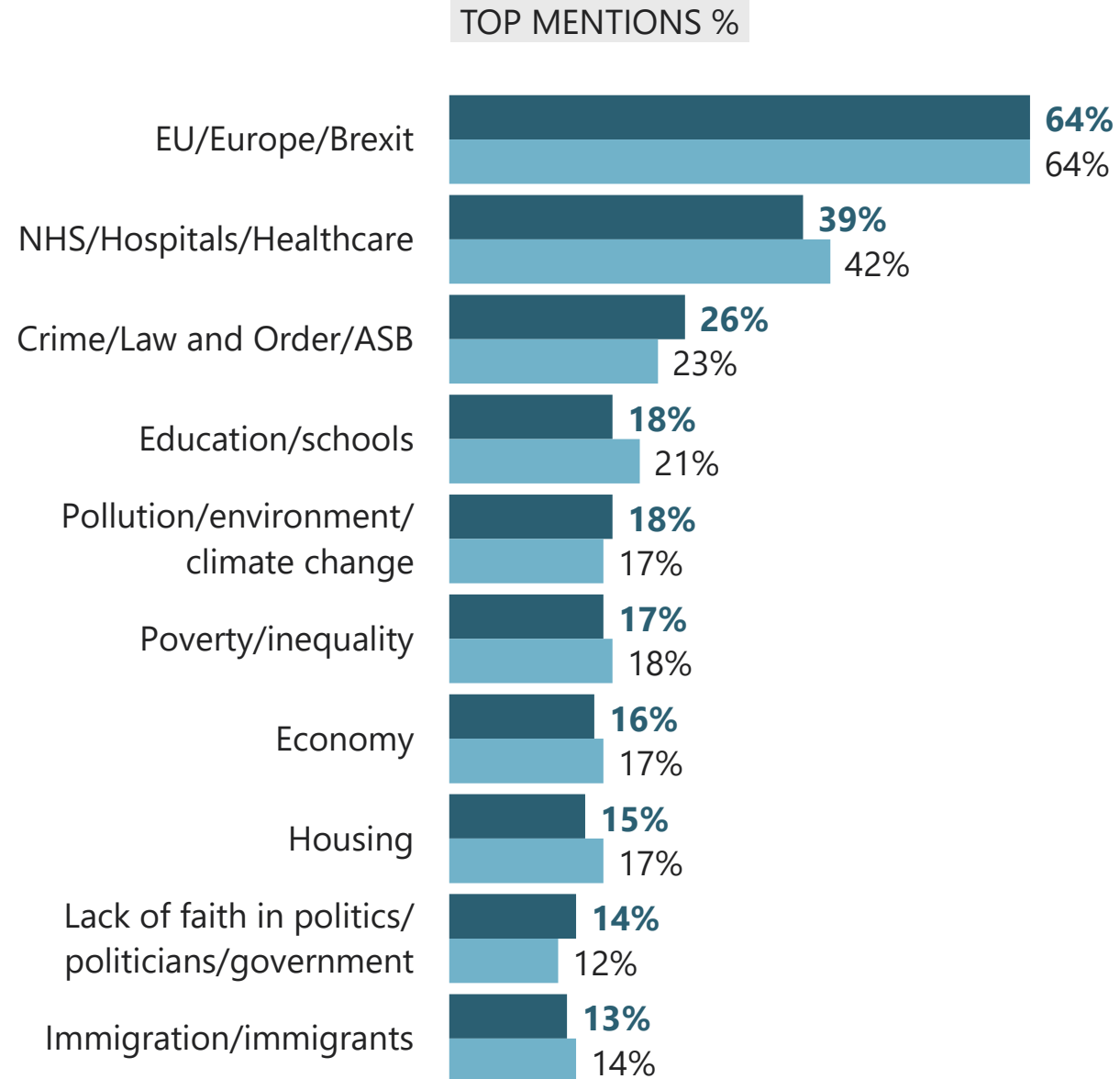


NORTH WEST
GREAT BRITAIN

Source: Ipsos MORI Issues Index

Issues facing Britain

Yorkshire & Humber



YORKS & HUMBER
GREAT BRITAIN

Base: 1,019 Yorkshire & Humberside residents aged 18+, interviewed Jan – Dec 2019

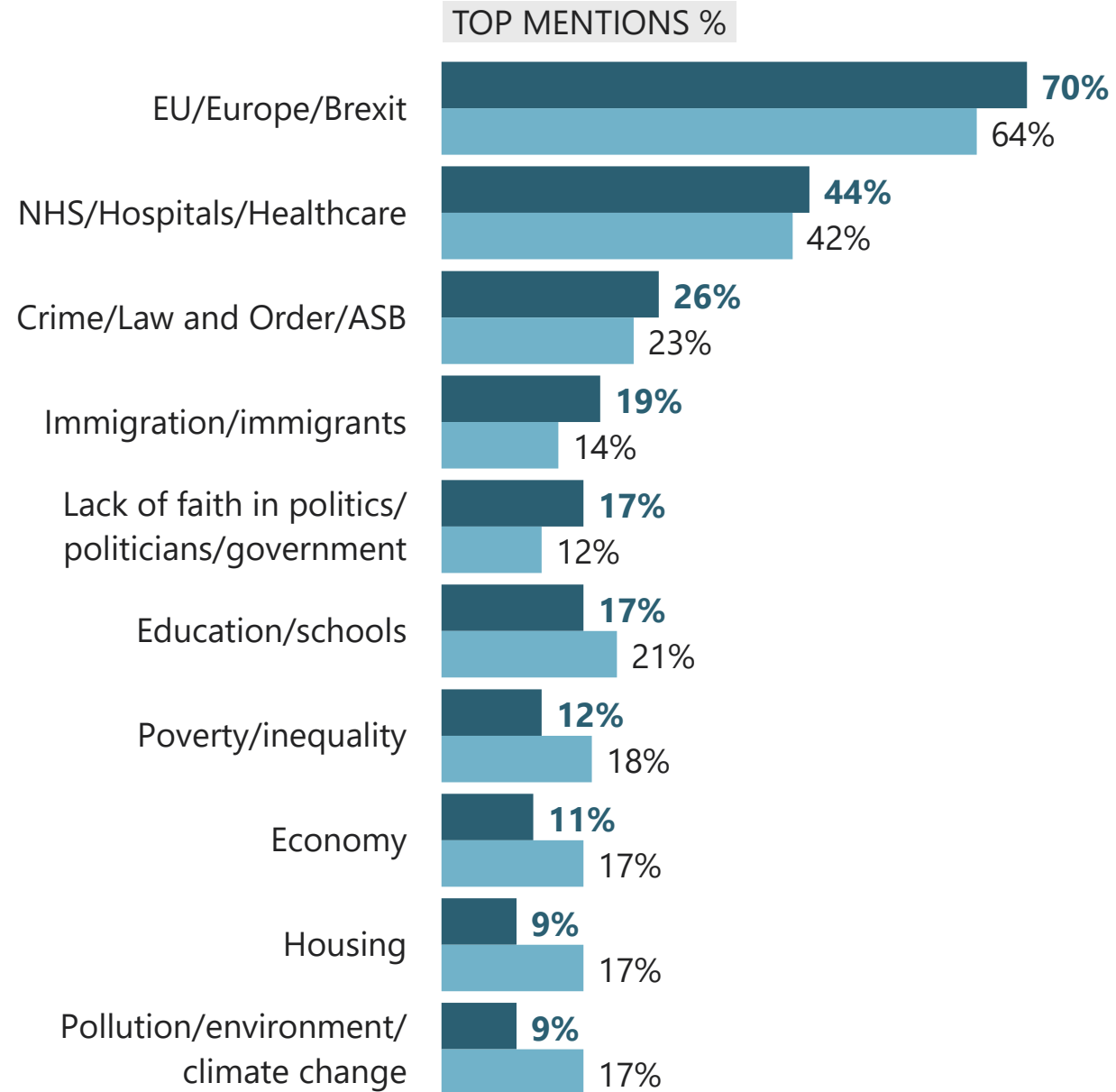
Source: Ipsos MORI Issues Index

Issues facing Britain

North east England



Base: 537 north east England residents aged 18+, interviewed Jan – Dec 2019

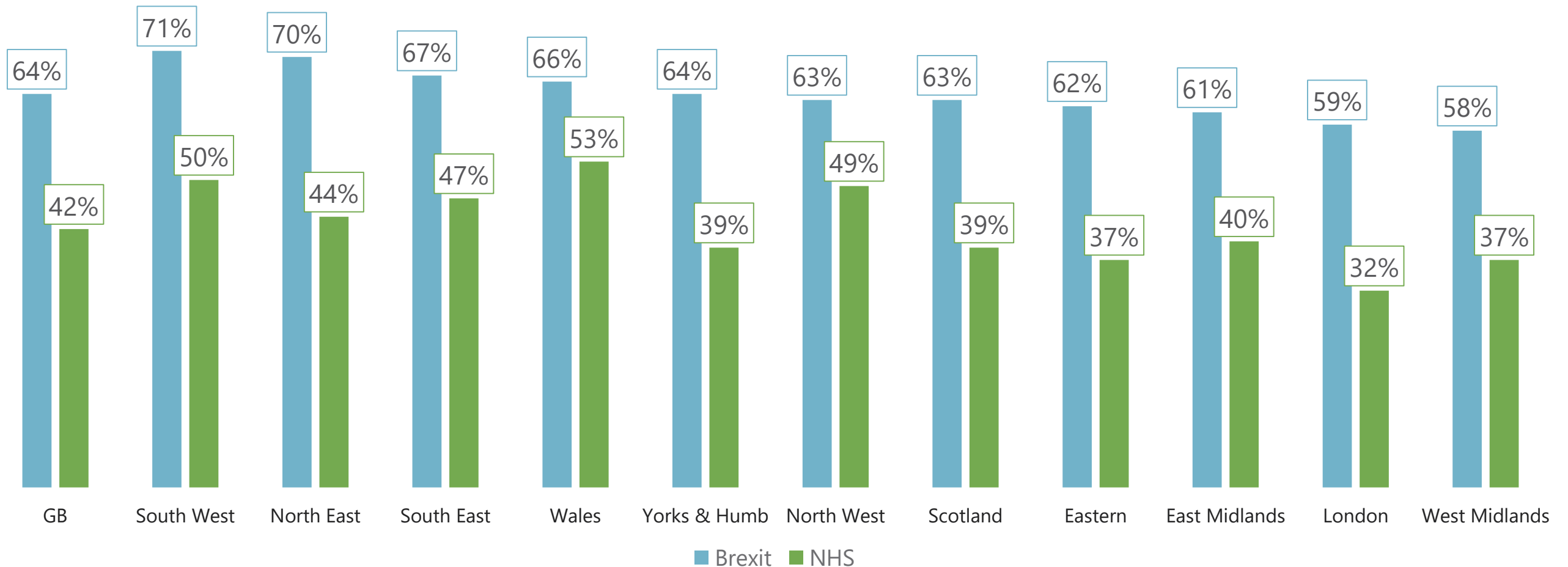


NORTH EAST
GREAT BRITAIN

Source: Ipsos MORI Issues Index

Regional concerns: Brexit and the NHS

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

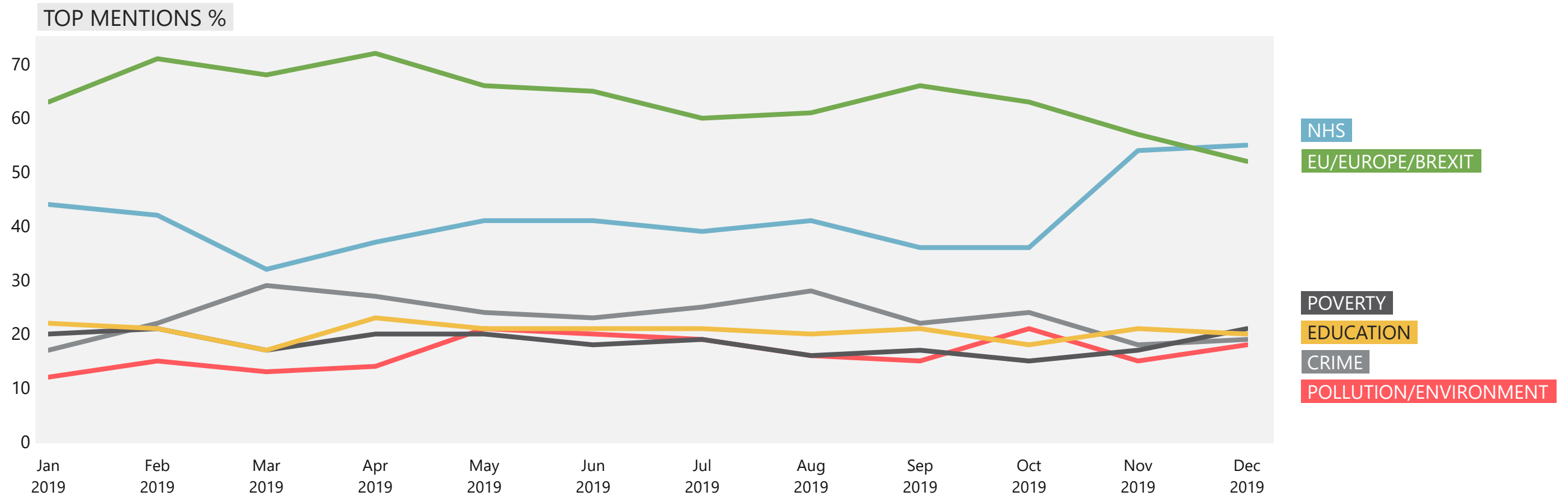


Base: 11,998 British adults 18+, January – December 2019

Source: Ipsos MORI Issues Index

Key issues over 2019

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

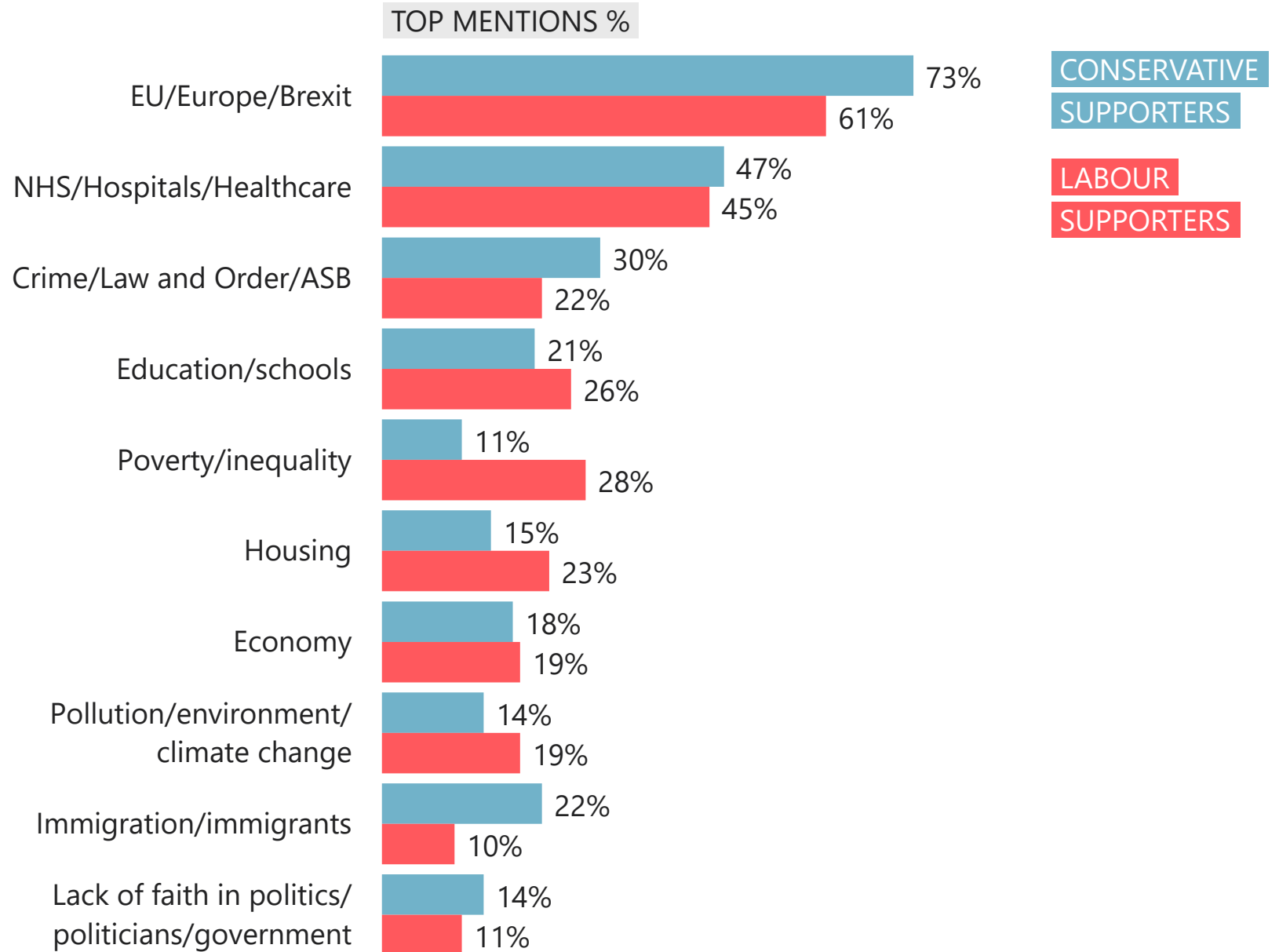


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Party support

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



Base: 11,998 British adults 18+, January – December 2019

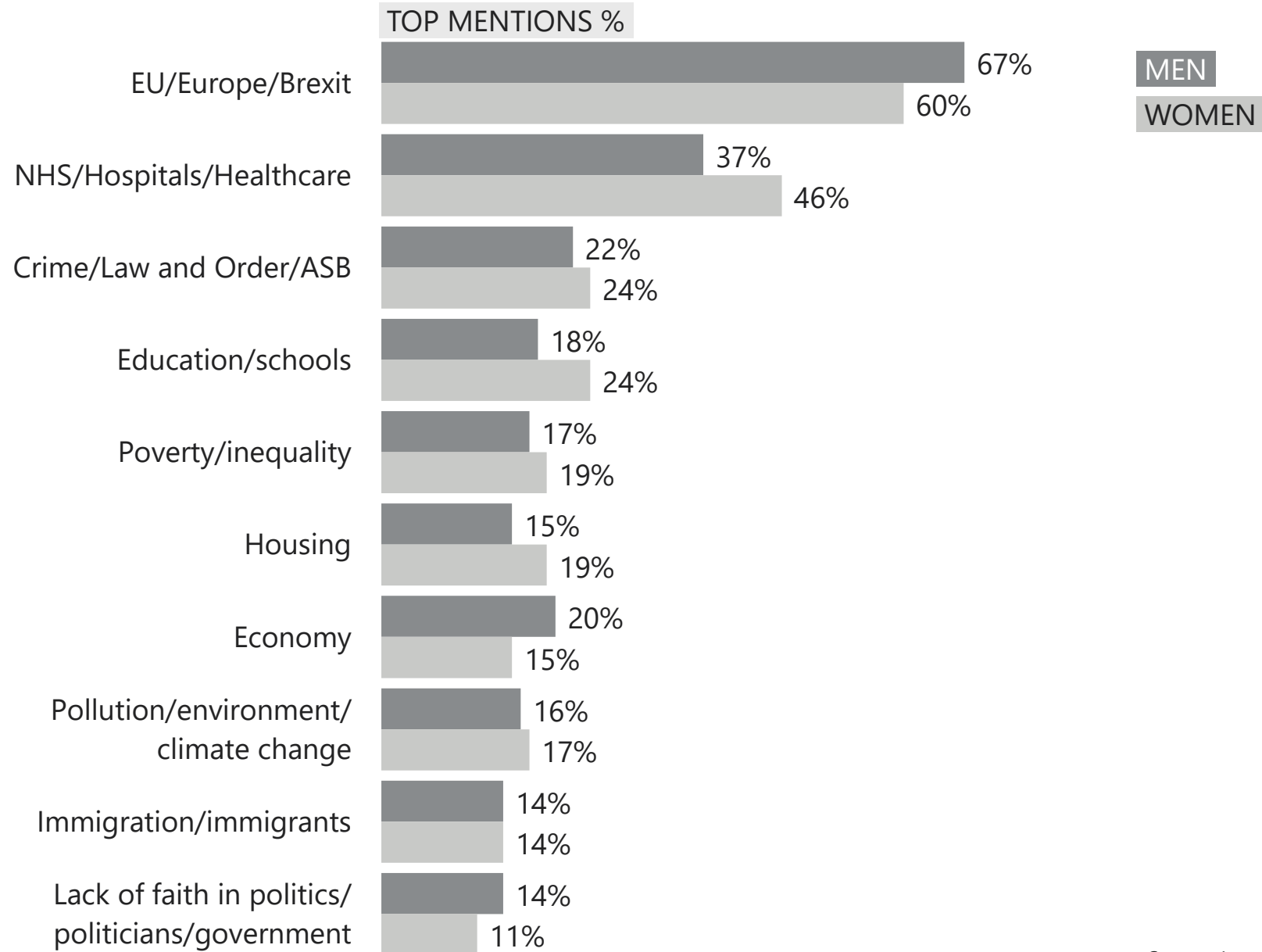


Ipsos MORI

Source: Ipsos MORI Issues Index

Men and women

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



Base: 11,998 British adults 18+, January – December 2019

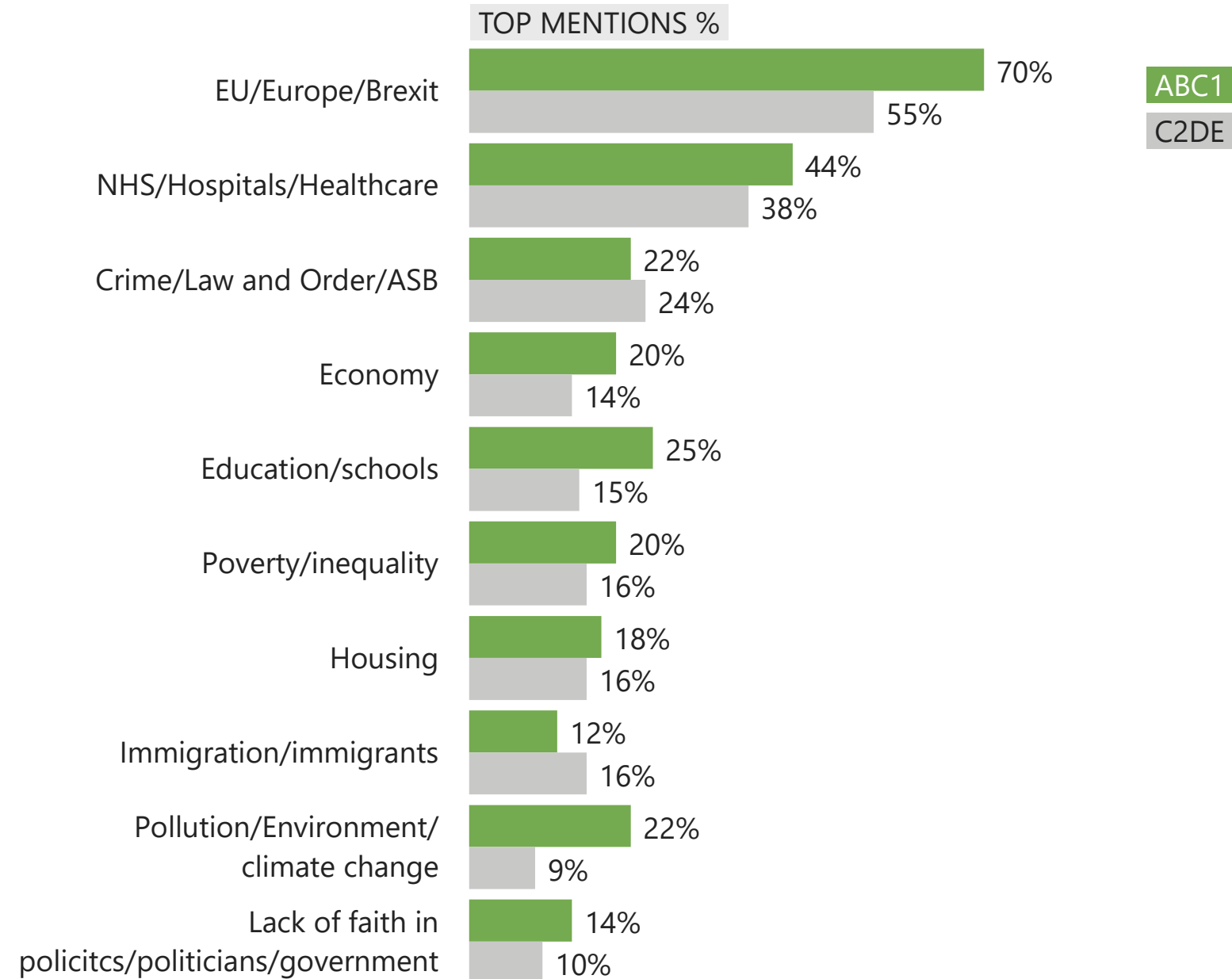


Ipsos MORI

Source: Ipsos MORI Issues Index

Social grade

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



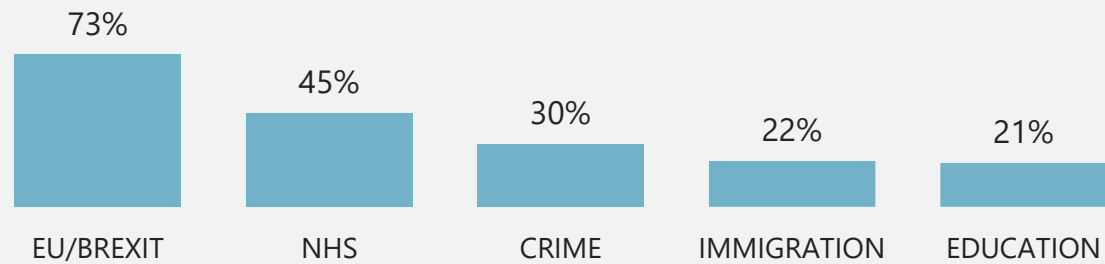
Base: 11,998 British adults 18+, January – December 2019

Party preference

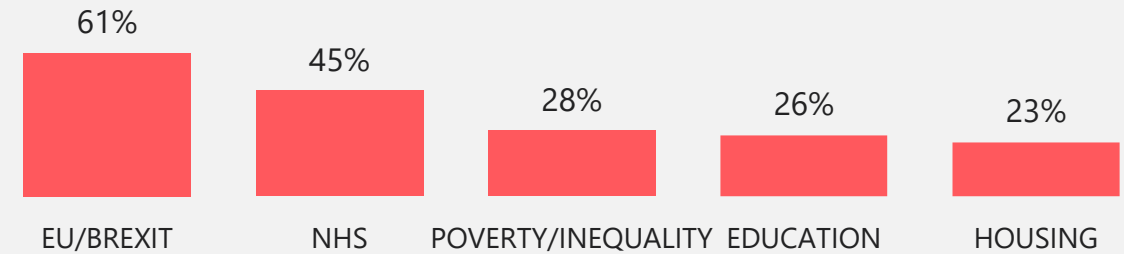
Updated

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

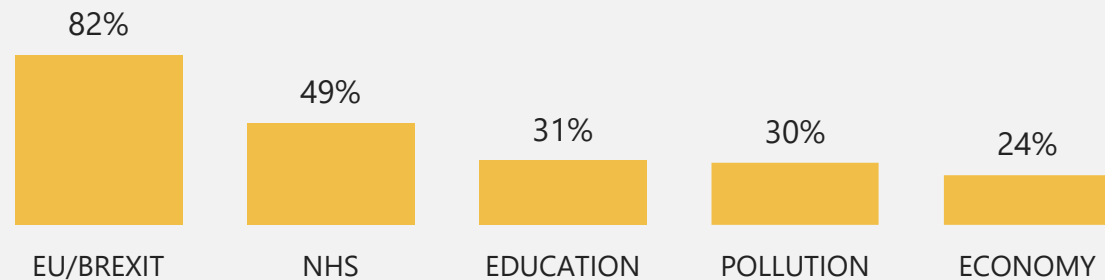
CONSERVATIVE



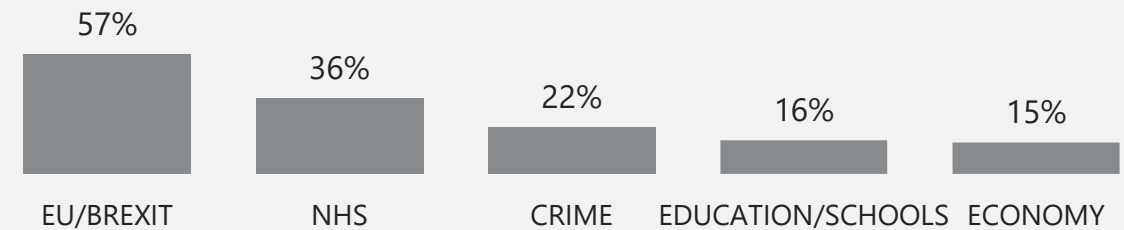
LABOUR



LIB DEM



NO PARTY



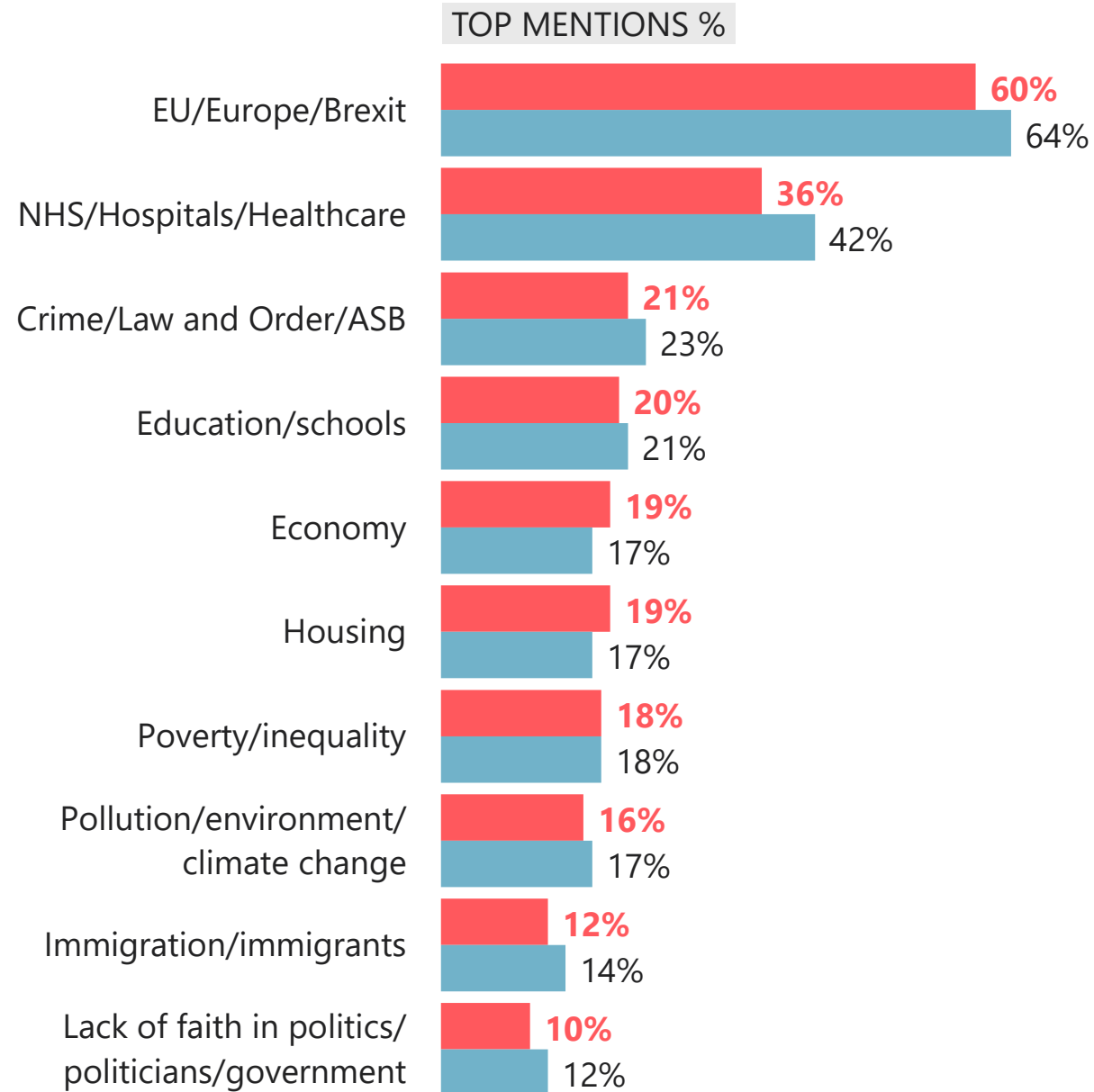
Base: 11,998 British adults 18+, January – December 2019

Source: Ipsos MORI Issues Index

Issues facing Britain

Millennials

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



MILLENNIALS
GREAT BRITAIN

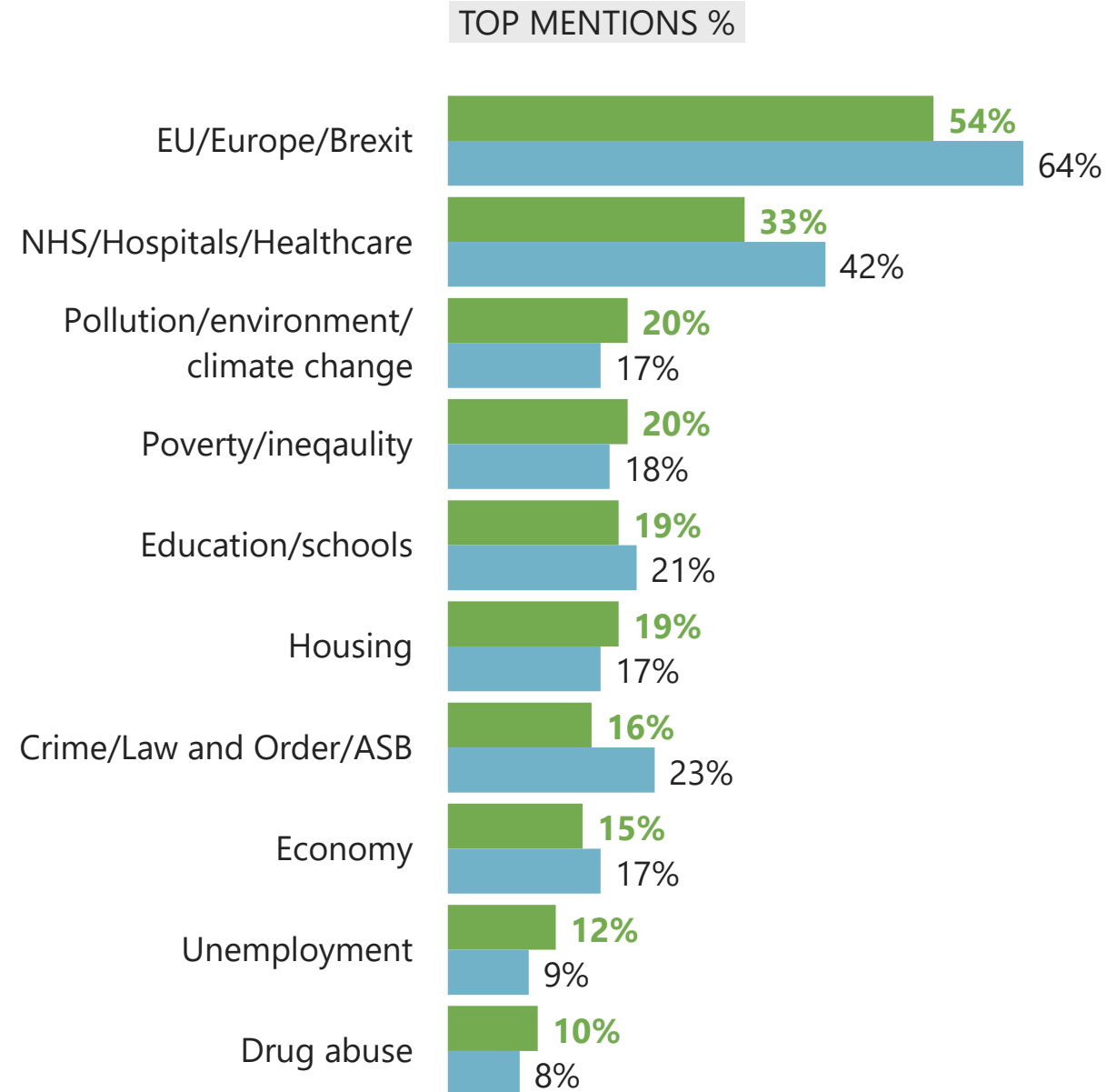
Base: 11,998 British adults 18+, January – December 2019

Source: Ipsos MORI Issues Index

Issues facing Britain

Generation Z

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



GEN Z

GREAT BRITAIN

Base: 11,998 British adults 18+, January – December 2019



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Source: Ipsos MORI Issues Index

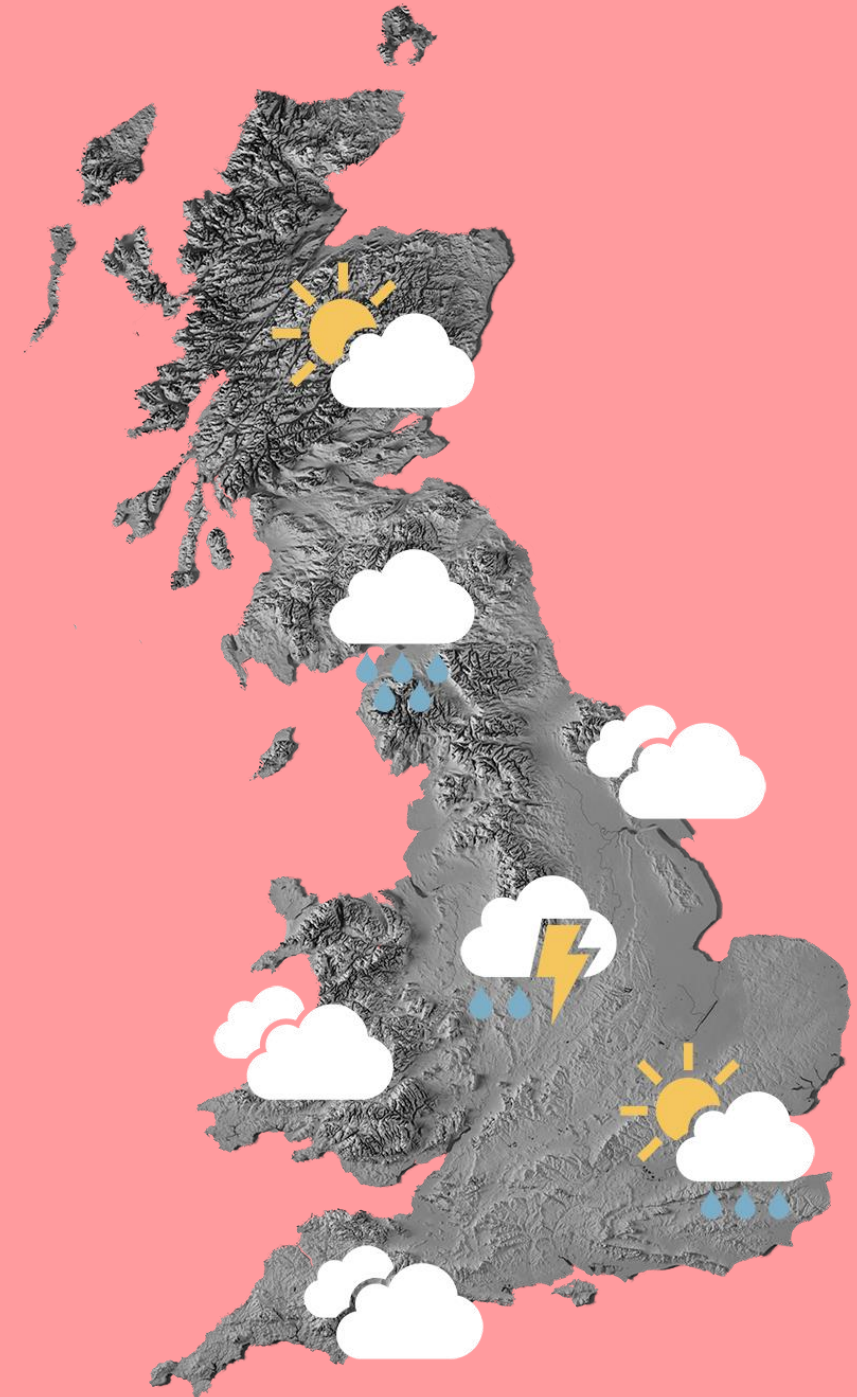
IPSOS SOCIAL MEDIA BRITAIN

Social media special

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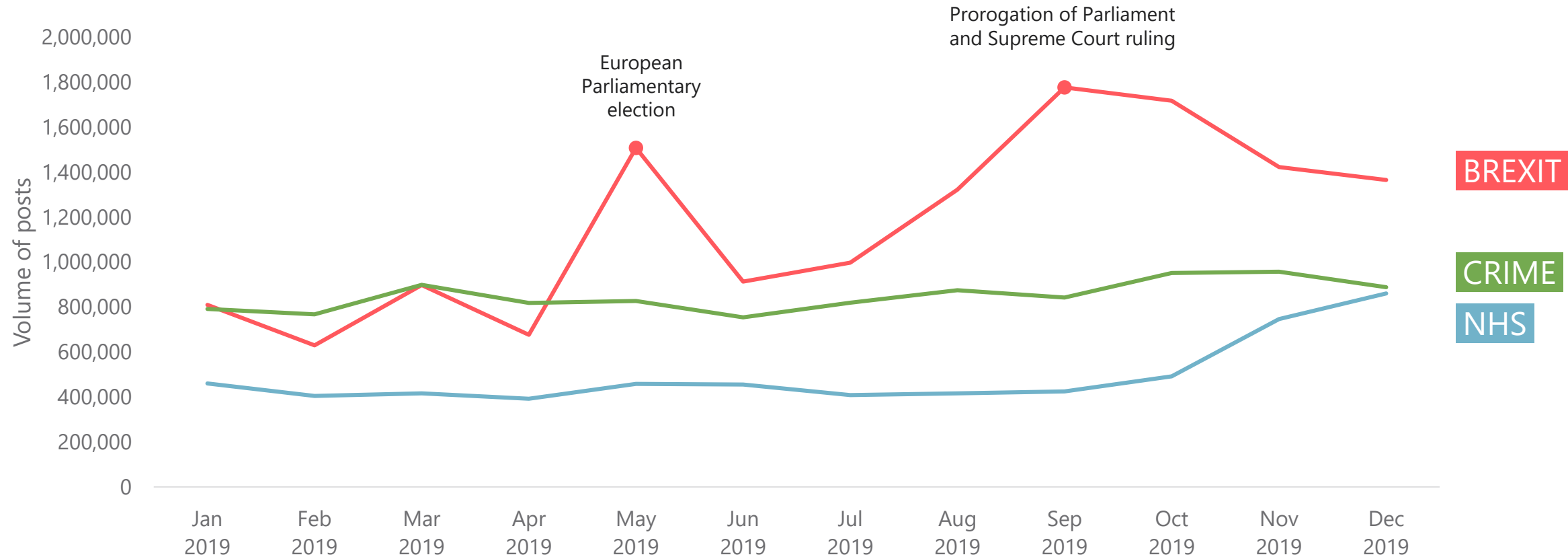


Ipsos MORI



Social media volumes over 2019

VOLUME OF POSTS – TOP THREE ISSUES



Source: Synthesio

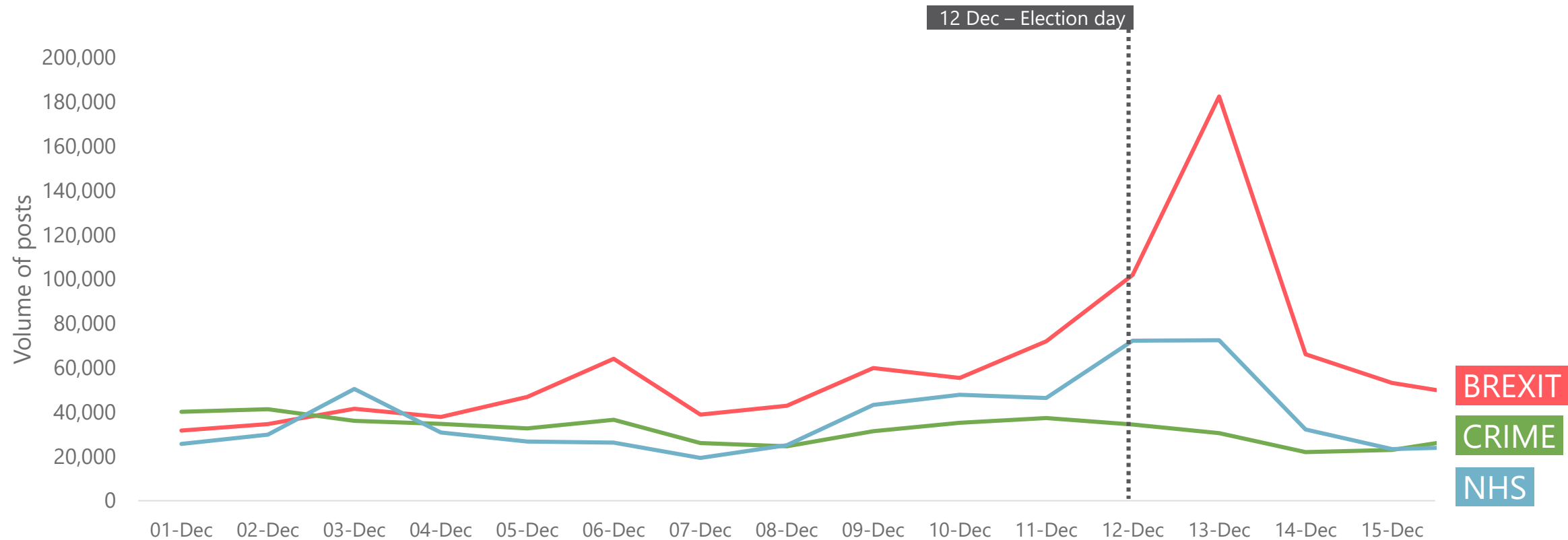


Ipsos MORI



Social media volumes – December 2019

VOLUME OF POSTS – TOP THREE ISSUES



Source: Synthesio



Ipsos MORI

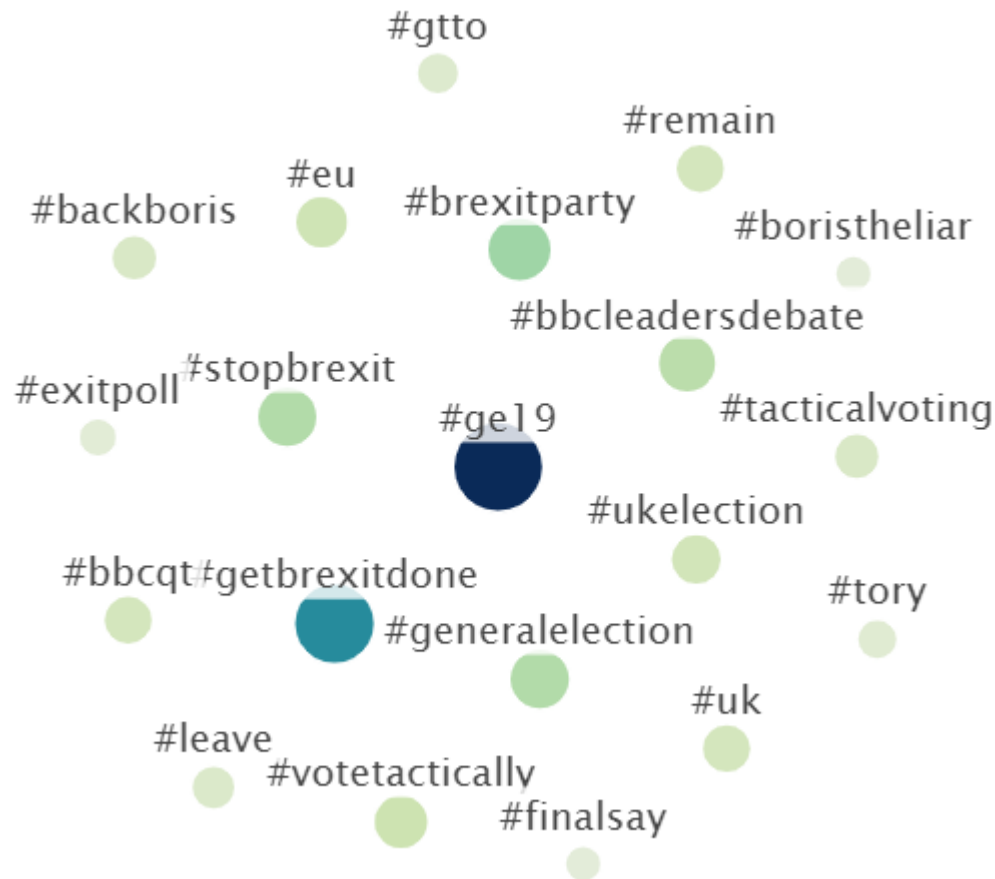


Hashtag analysis – Brexit

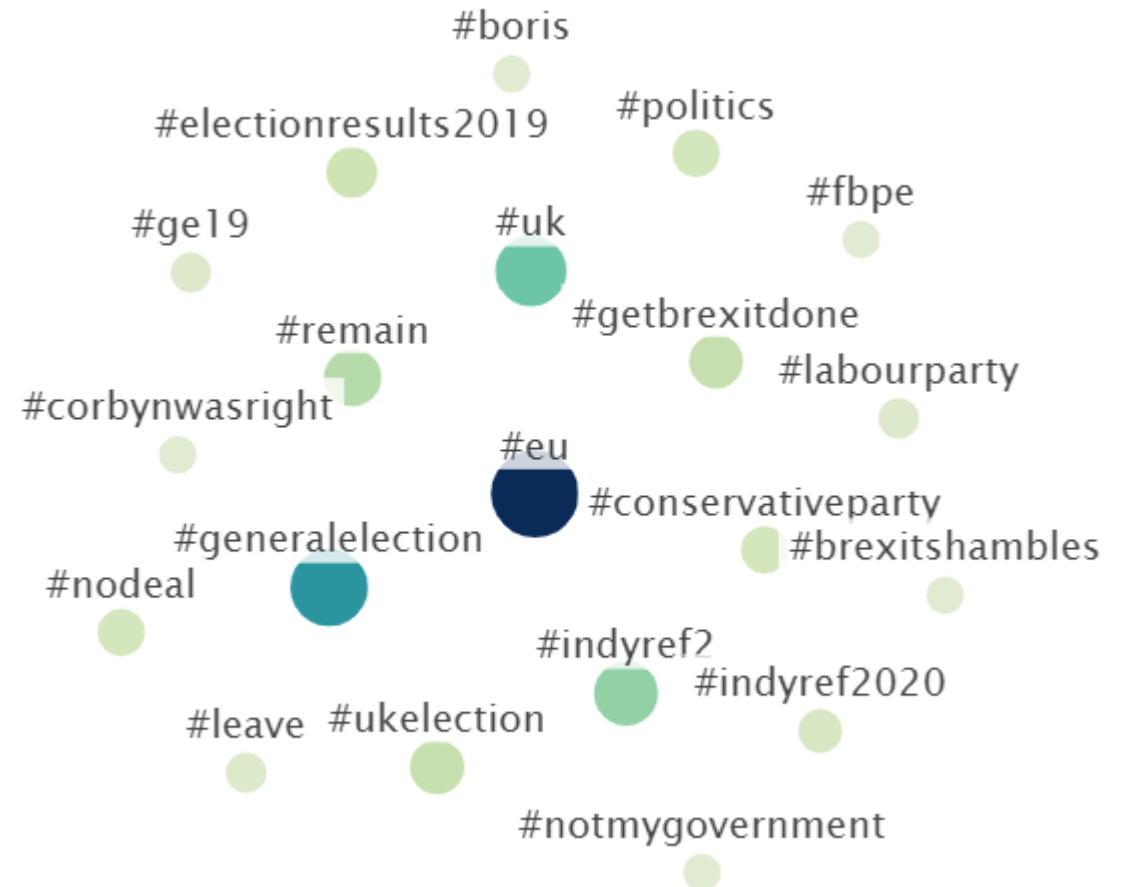
Pre-election:

The election result changed conversation on Brexit.

No deal and Scottish independence tags appear more frequently.



Post-election:



All Brexit-related hashtags used during December pre (1-12) and post (13-31) December

Source: Synthesio



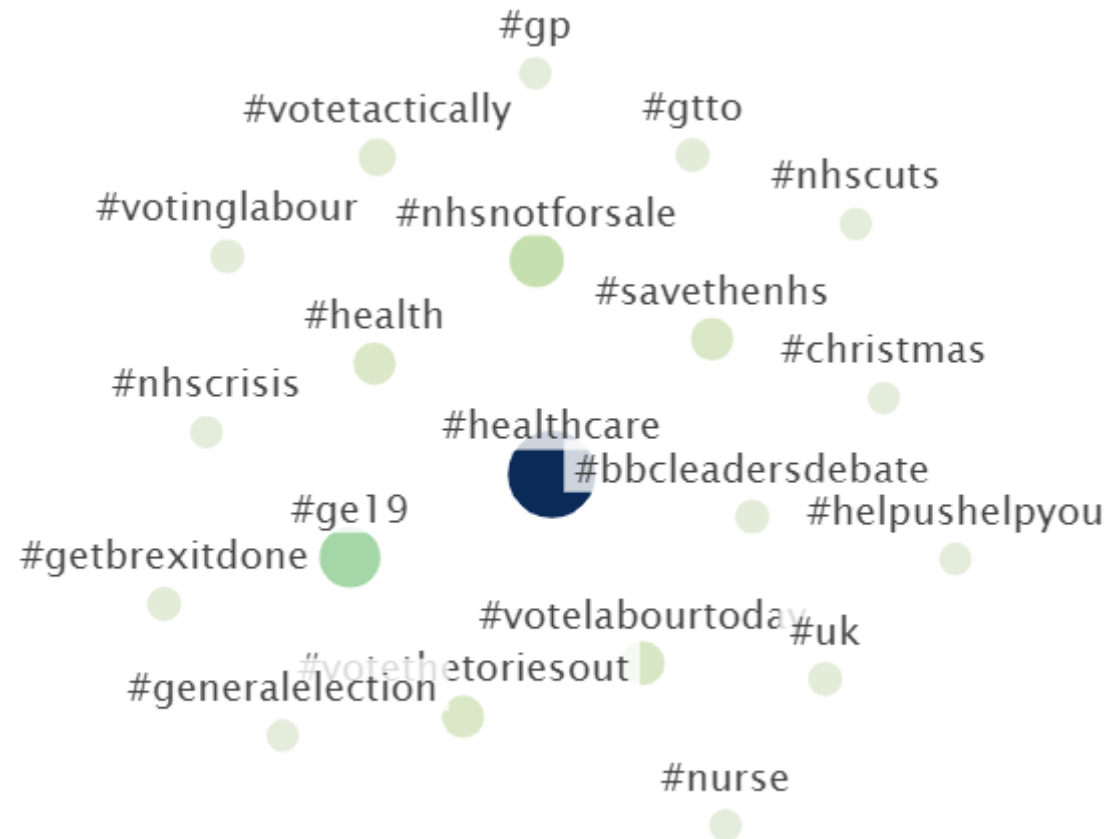
Ipsos MORI



Hashtag analysis – NHS

Pre-election:

Post election
NHS
conversation
reverted from
politics to
delivery topics



Post-election:



All Brexit-related hashtags used during December pre (1-12) and post (13-31) December

Source: Synthesio



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2019 in review

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