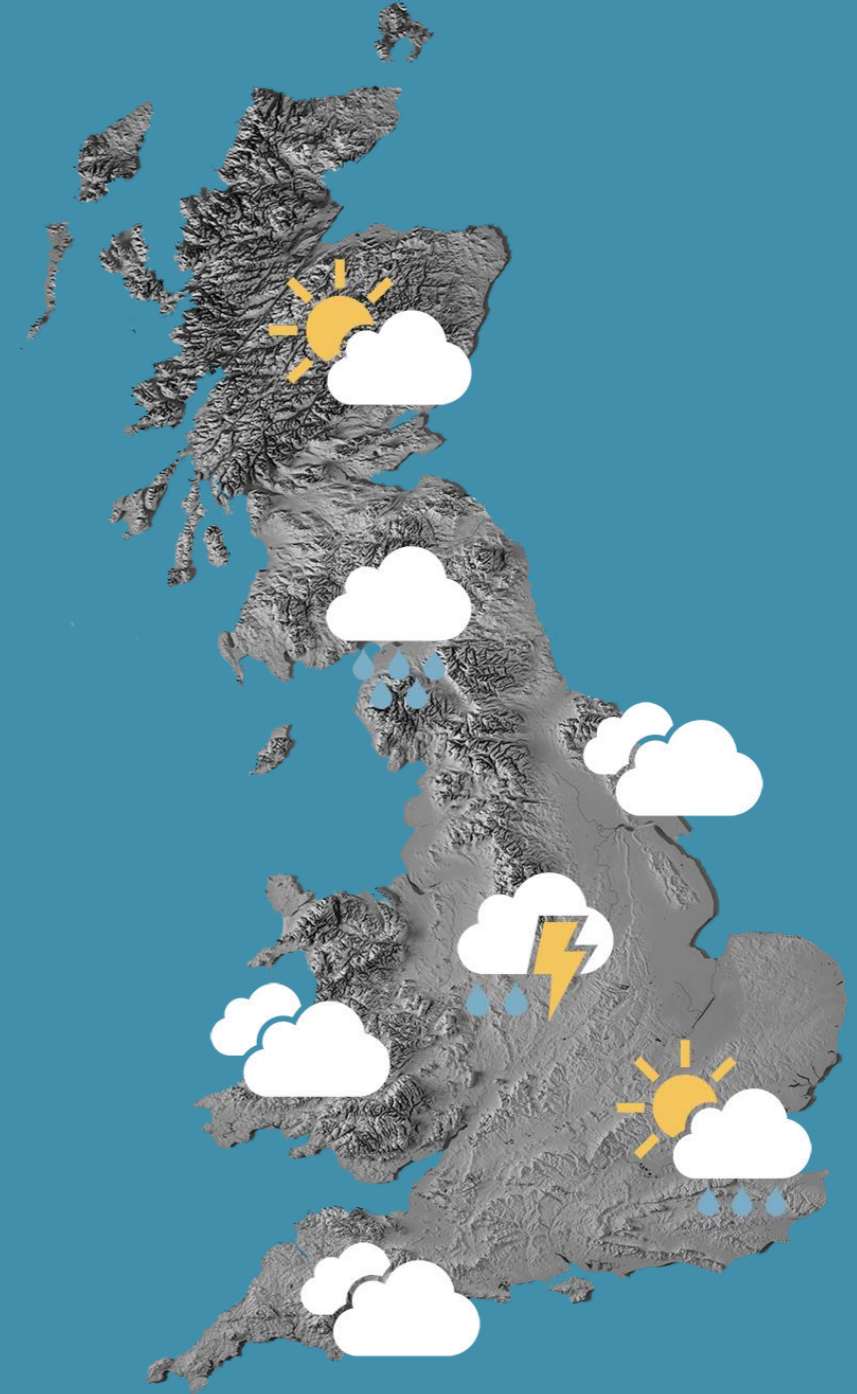


# IPSOS MORI ISSUES INDEX

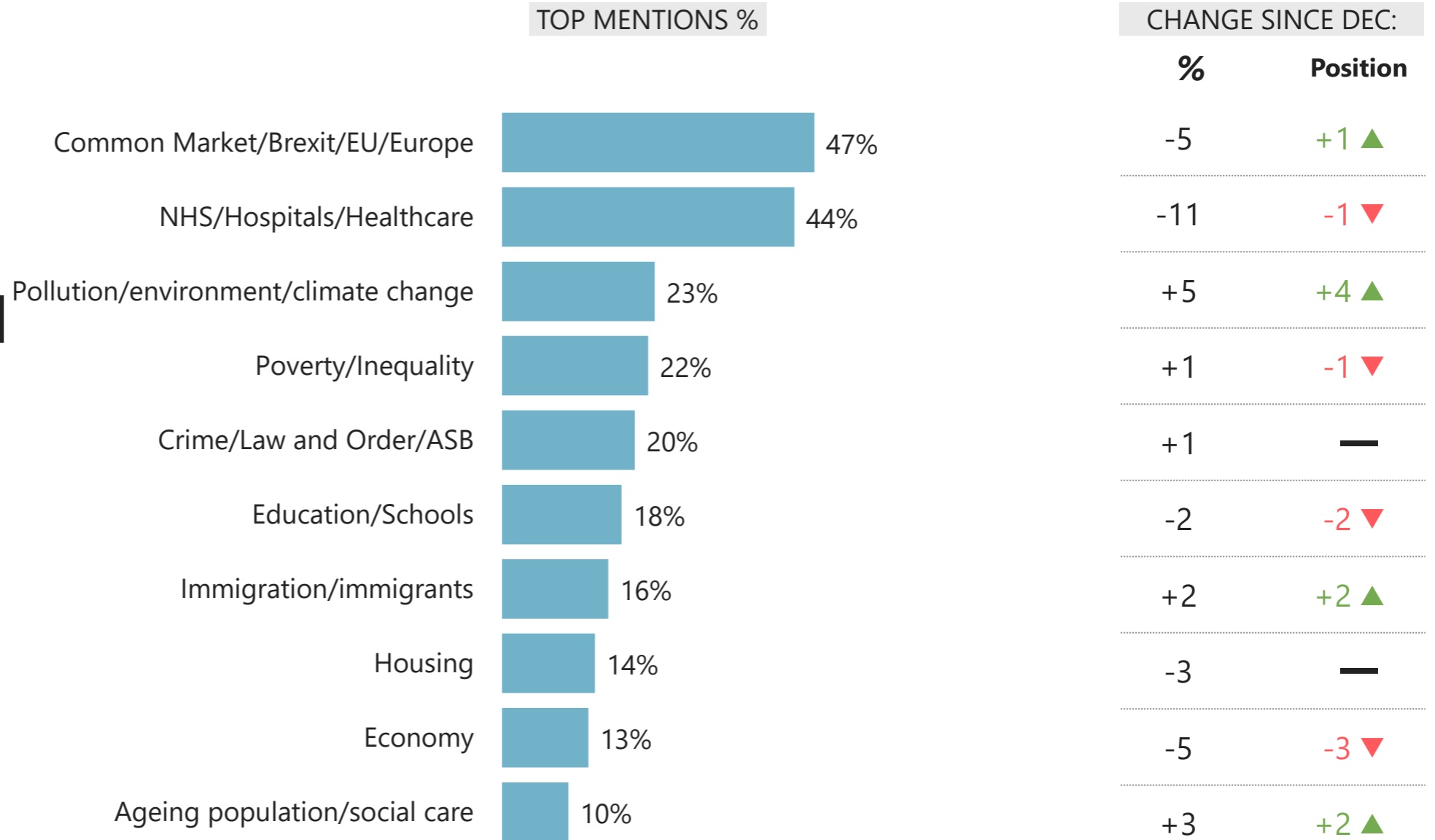
# January 2020



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# January 2020

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

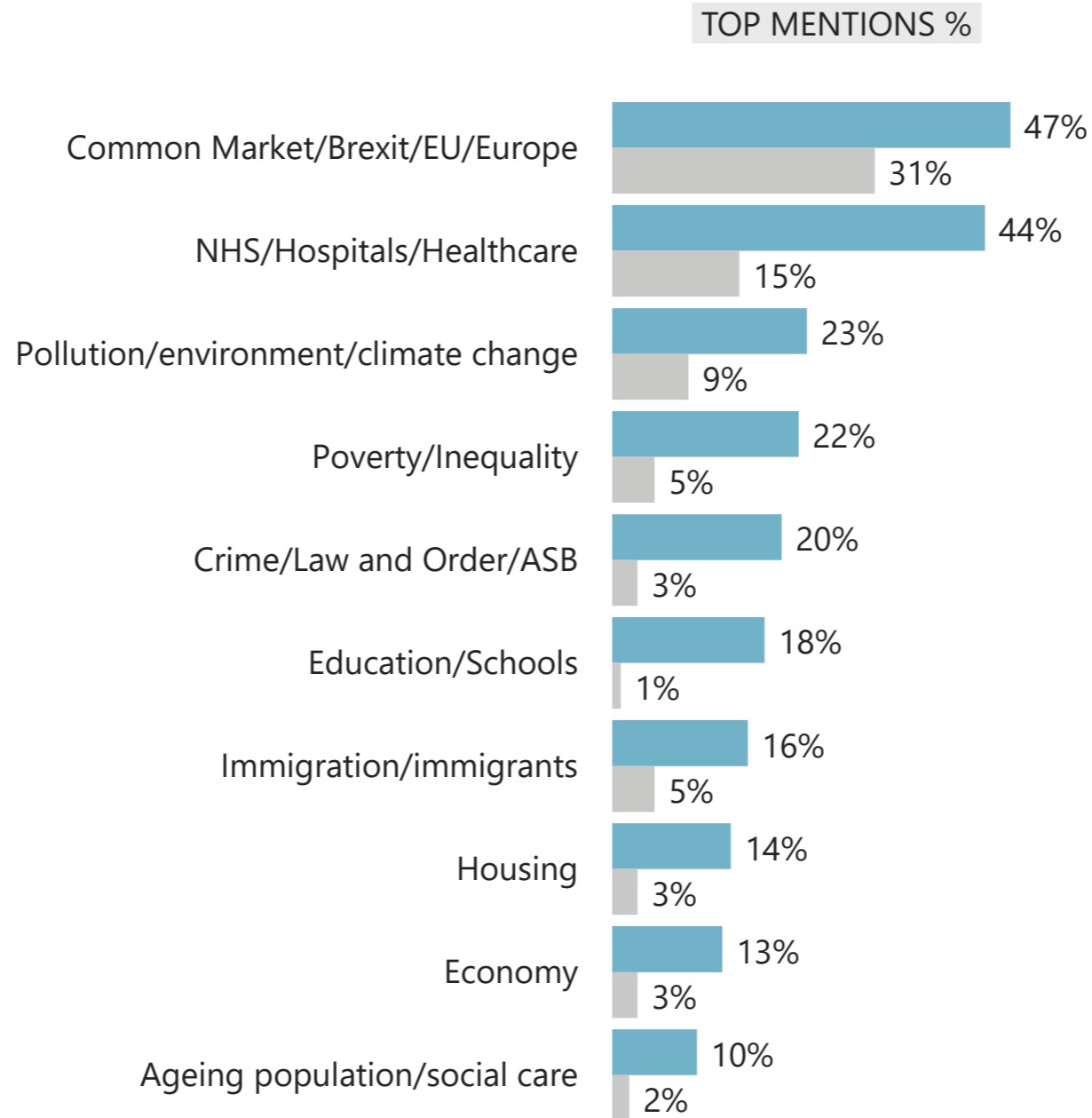


Base: 954 British adults 18+, 10 – 21 January 2020

Source: Ipsos MORI Issues Index

# January 2020

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



MOST/OTHER  
IMPORTANT ISSUES

MOST IMPORTANT  
ISSUE

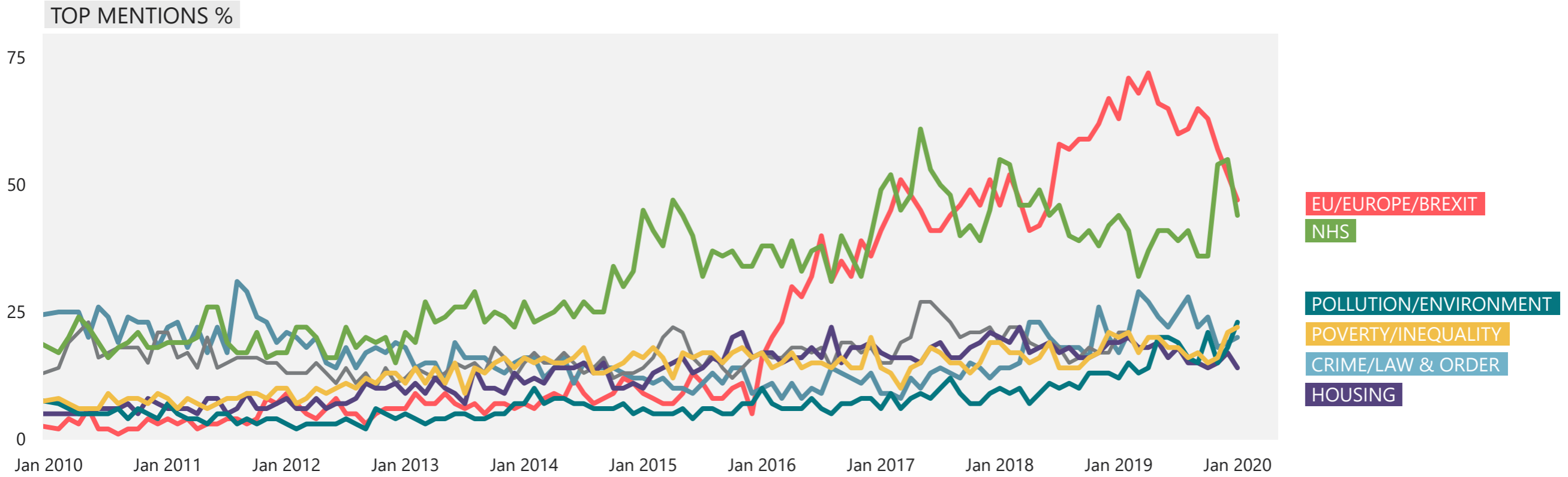
Base: 954 British adults 18+, 10 - 21 January 2020



Source: Ipsos MORI Issues Index

# Growing concerns

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



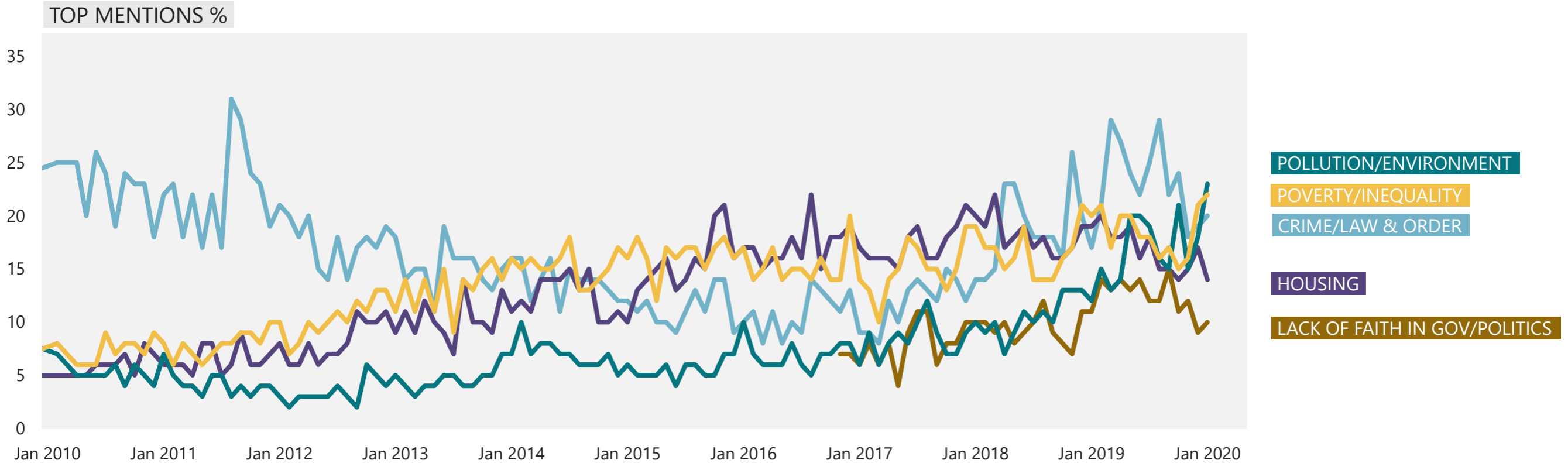
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Growing concerns – beneath the headlines

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



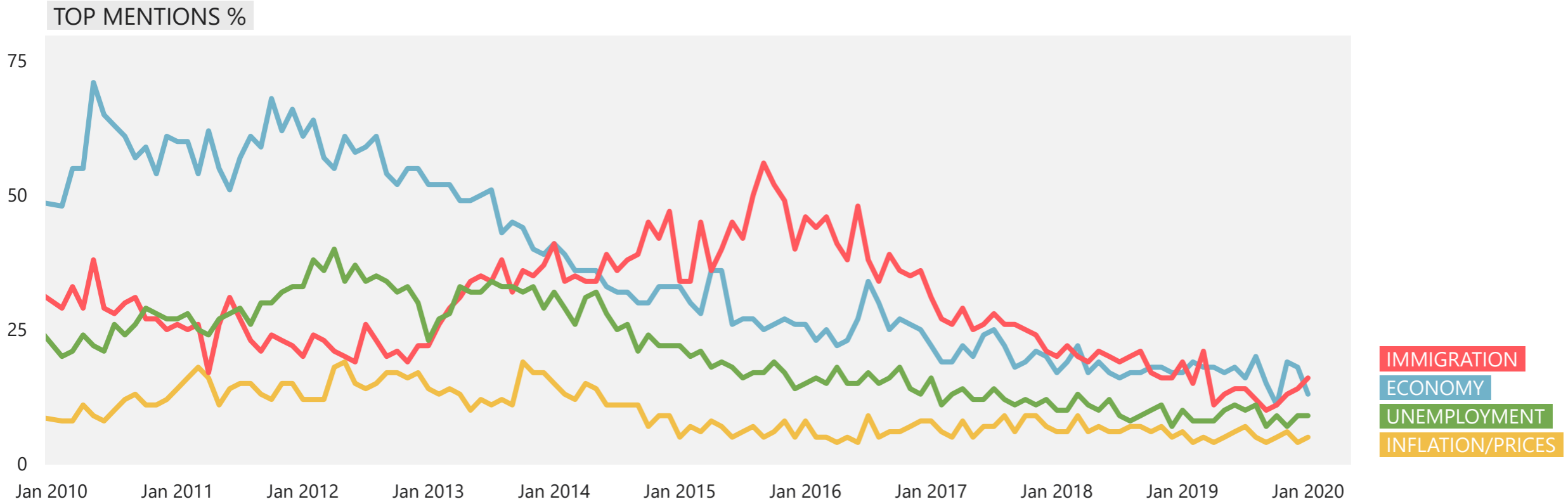
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Declining issues

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



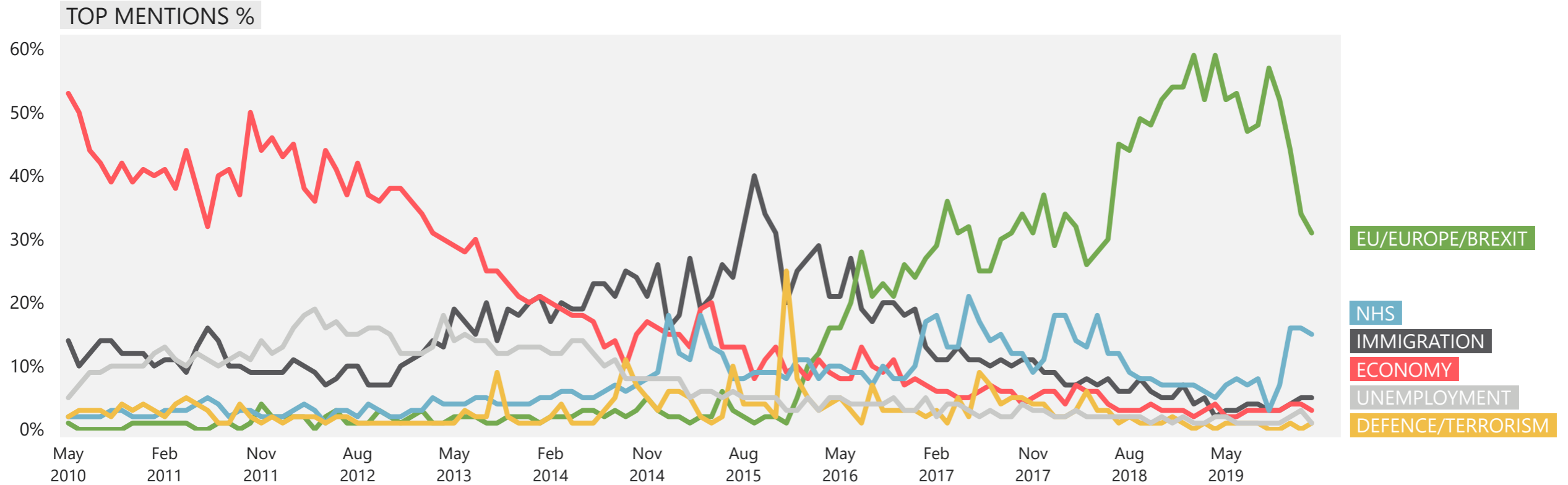
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home



Source: Ipsos MORI Issues Index

# Single Biggest Issue 2010 - 2020

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



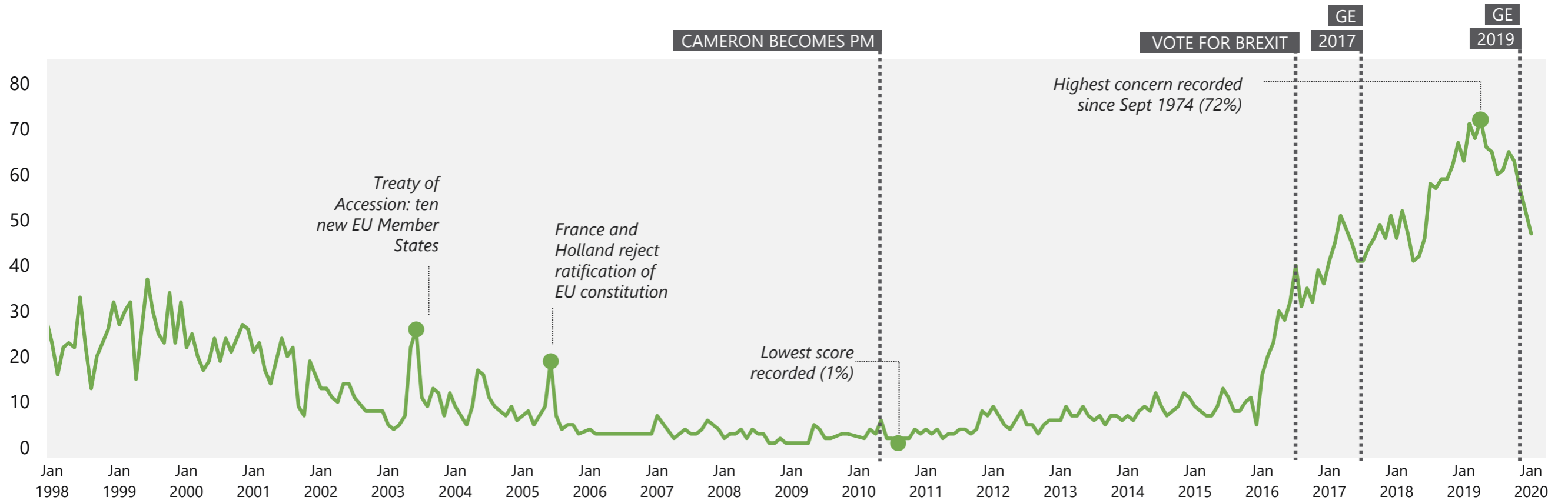
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

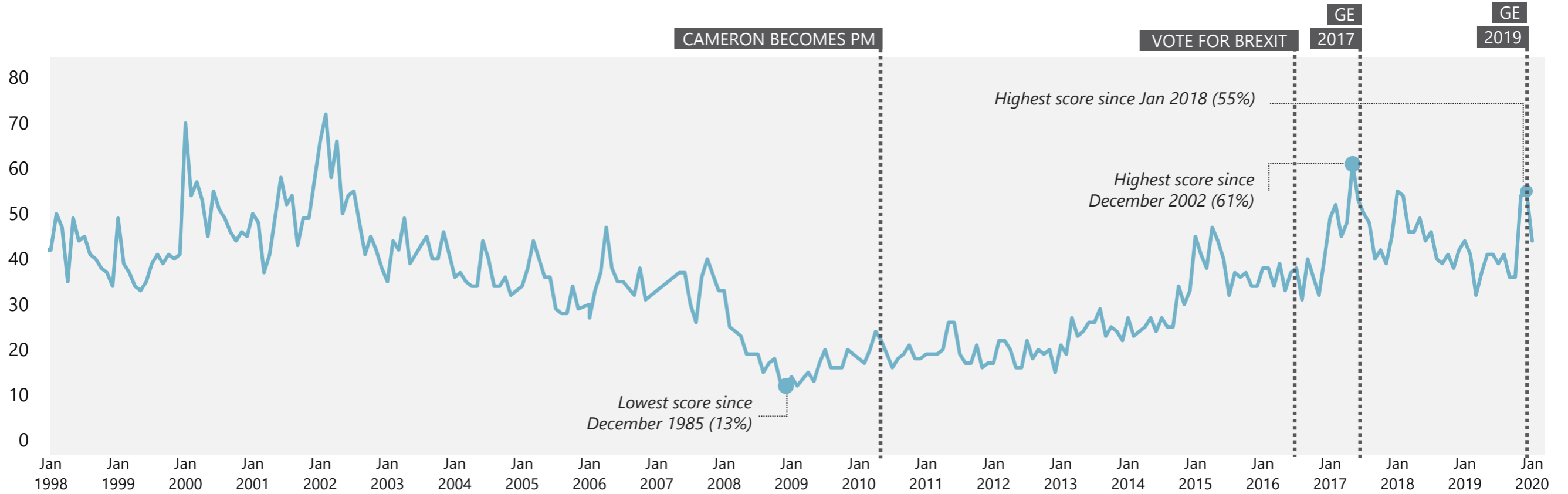
Source: Ipsos MORI Issues Index





# NHS / Hospitals / Healthcare

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



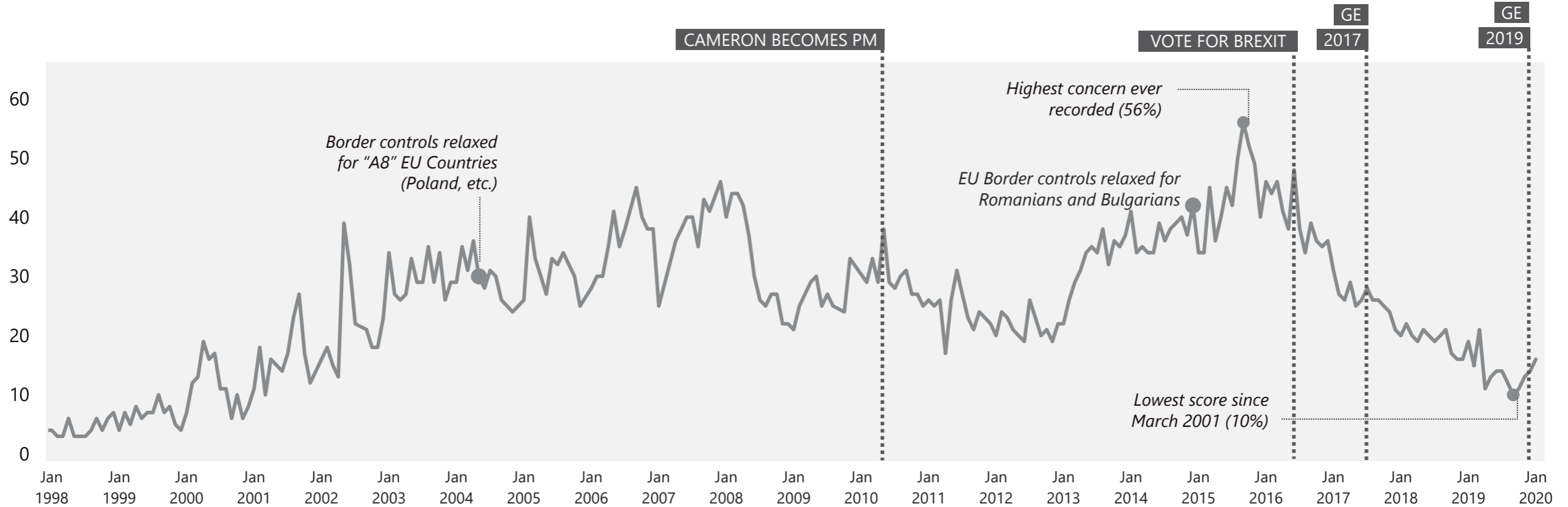
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Immigration / Immigrants

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

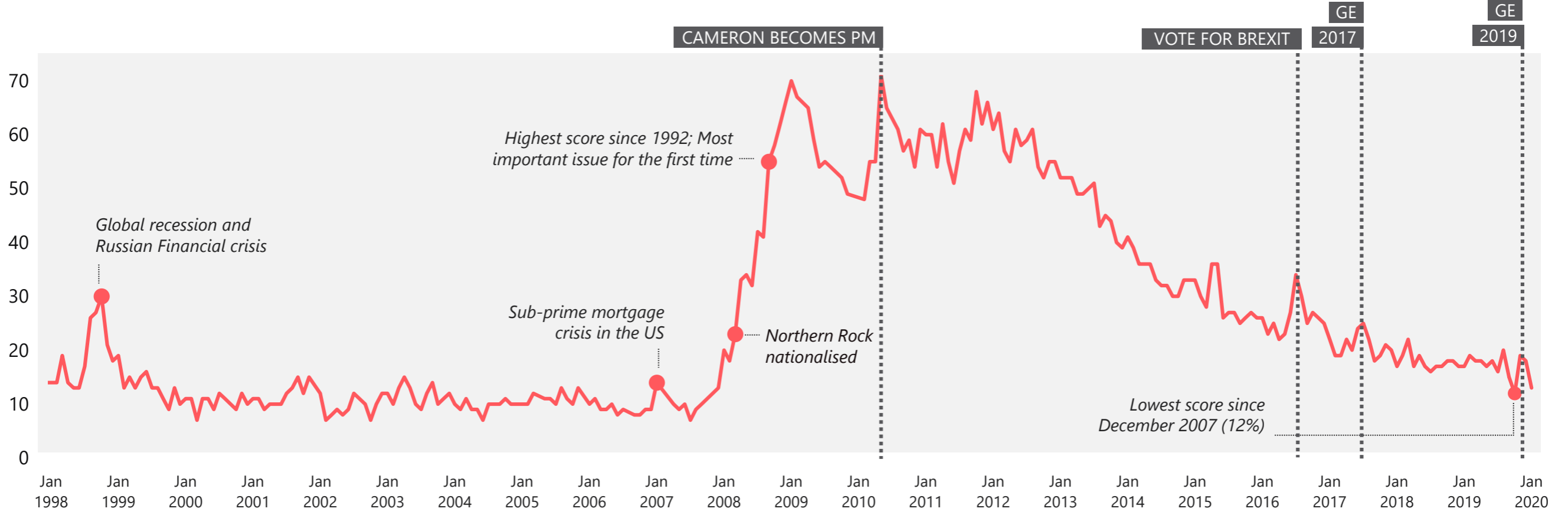


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Economy / Economic situation

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



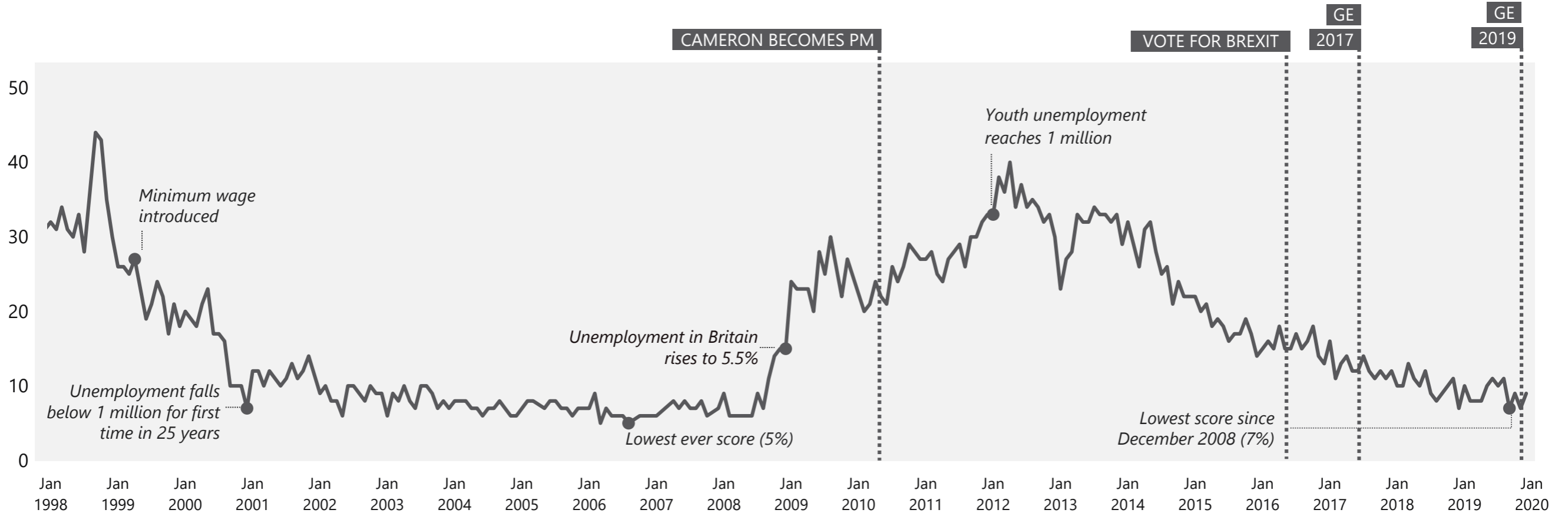
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Unemployment / Factory closure / Lack of industry

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

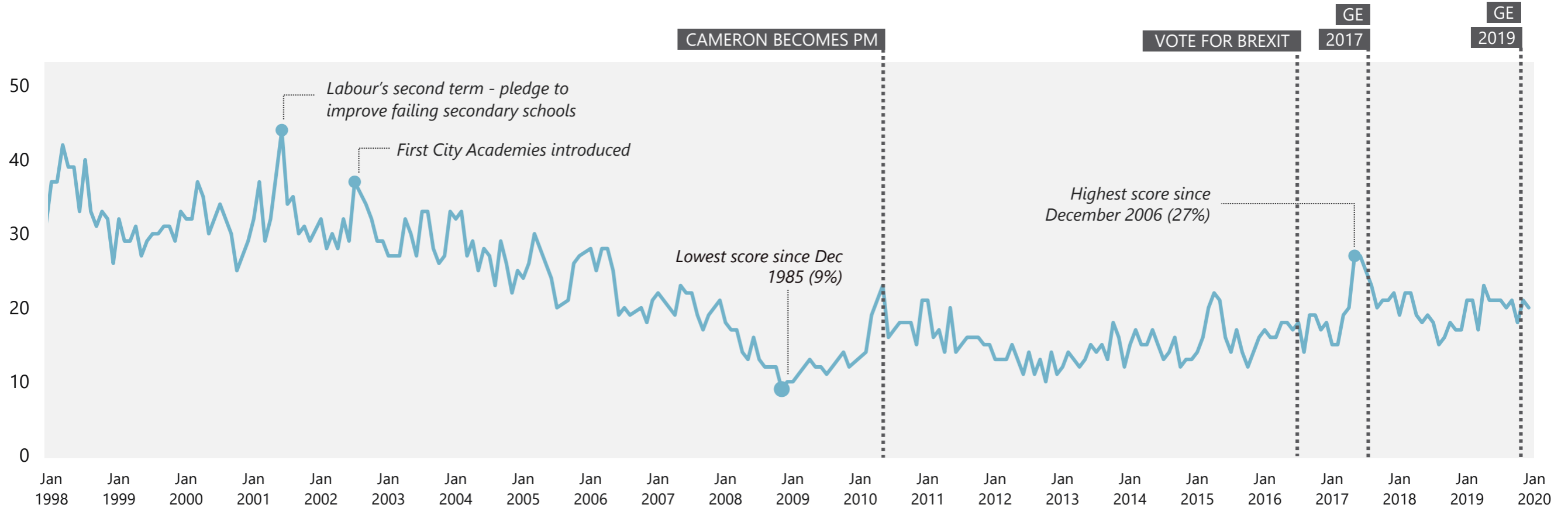


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Education / Schools

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

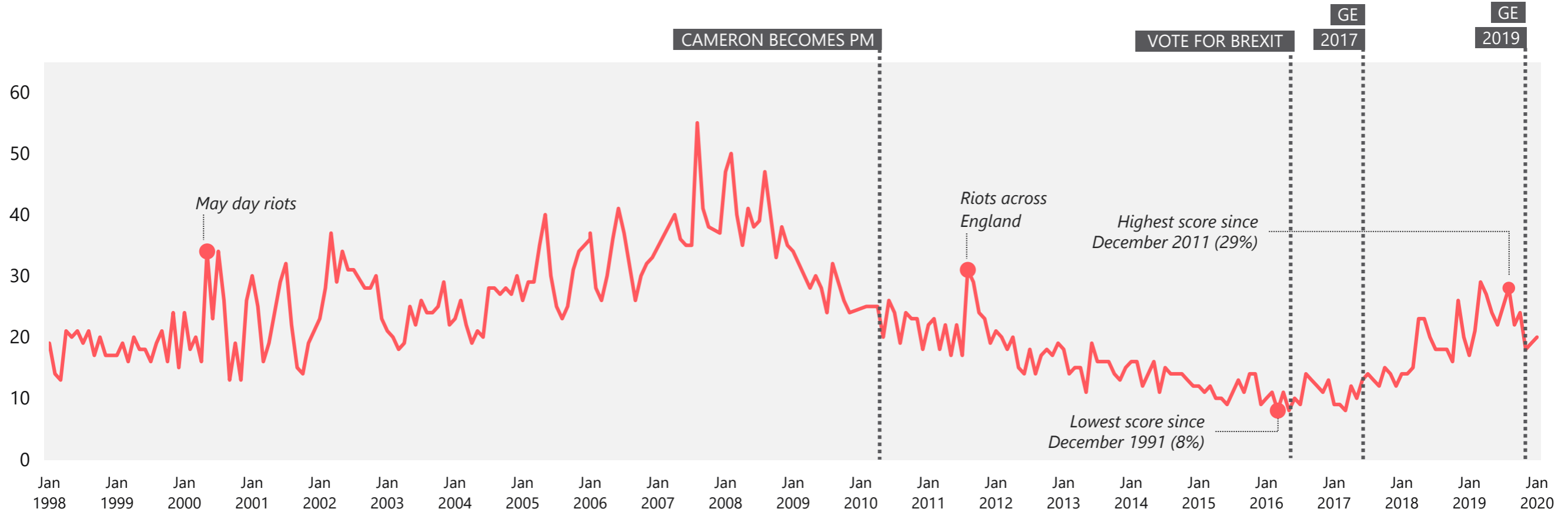


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

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

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



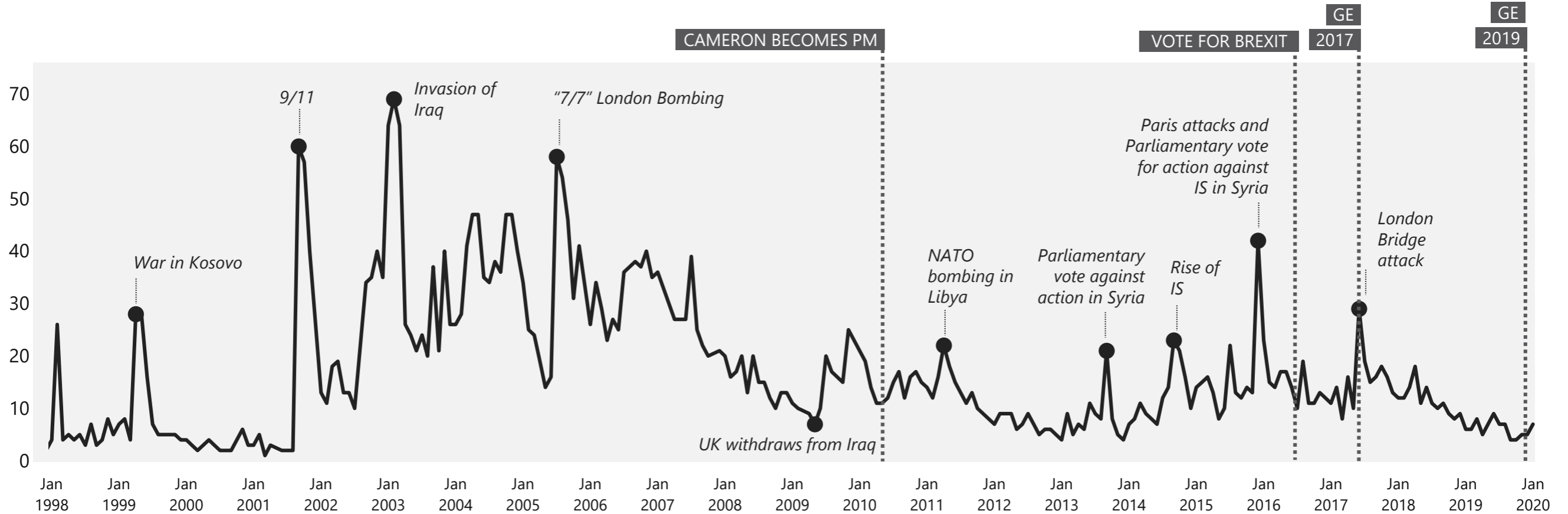
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index



# Defence / Foreign Affairs / International terrorism

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

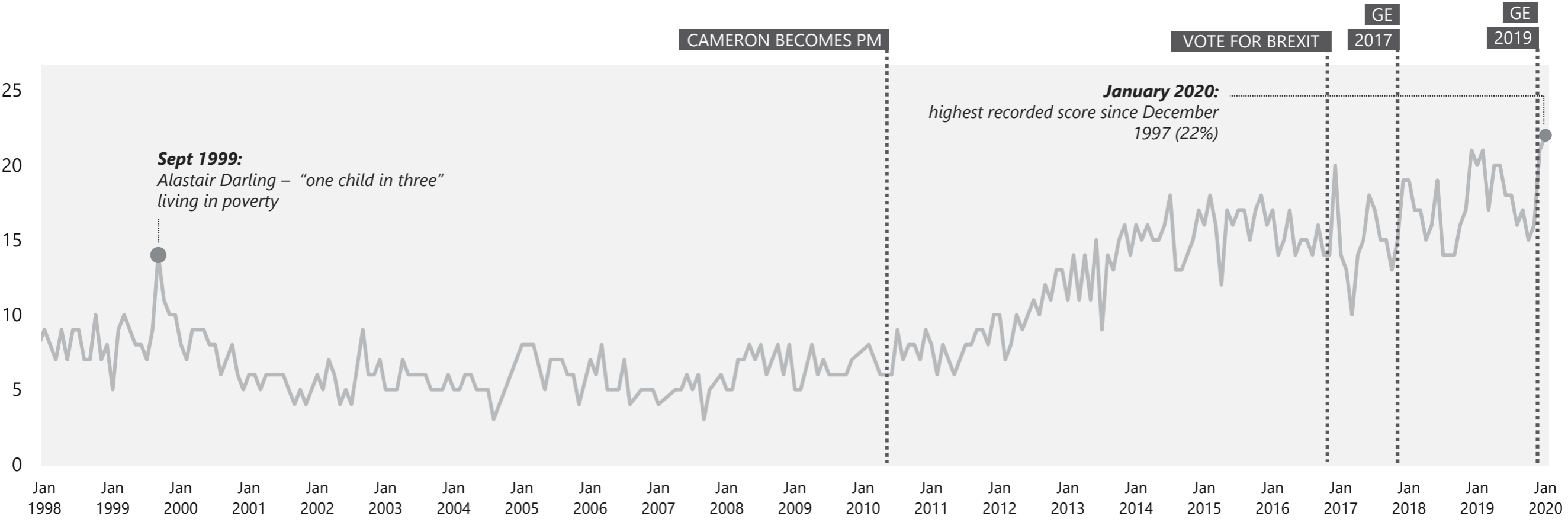


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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

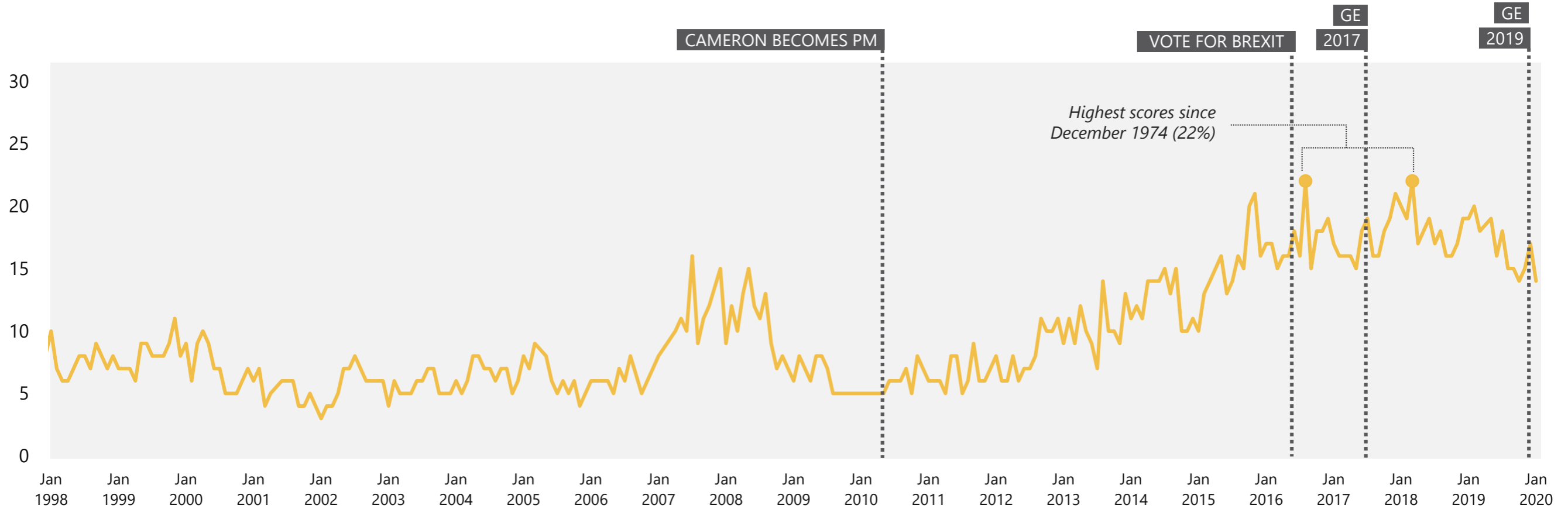
Source: Ipsos MORI Issues Index





# Housing

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



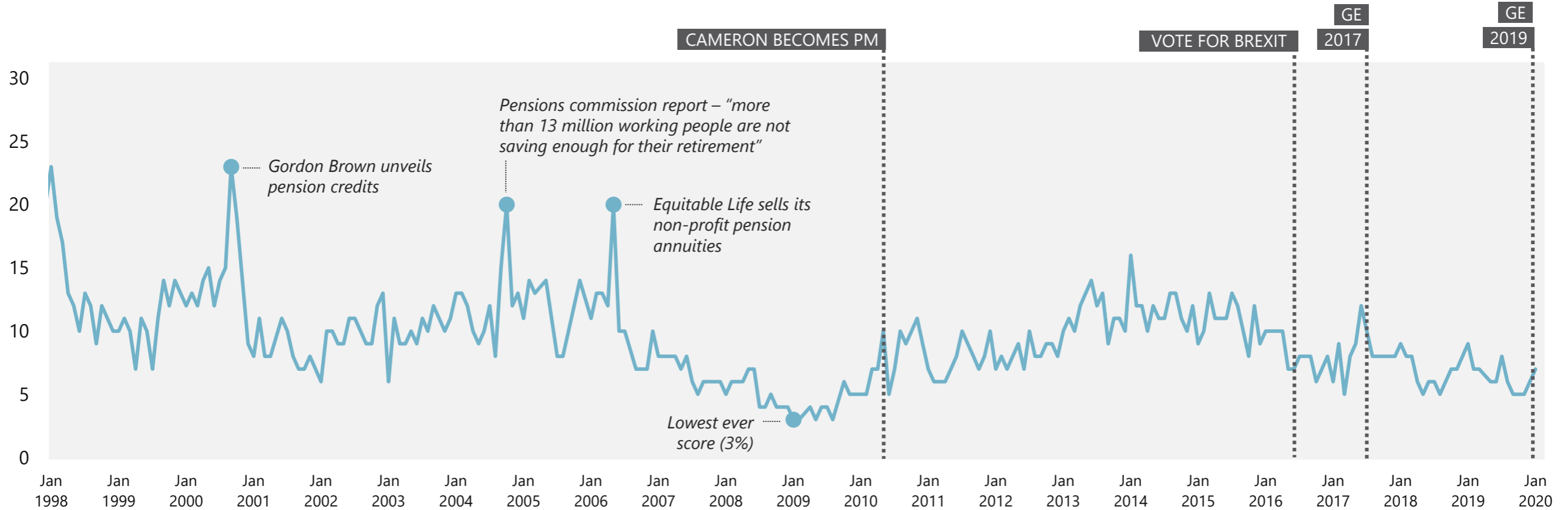
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

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?

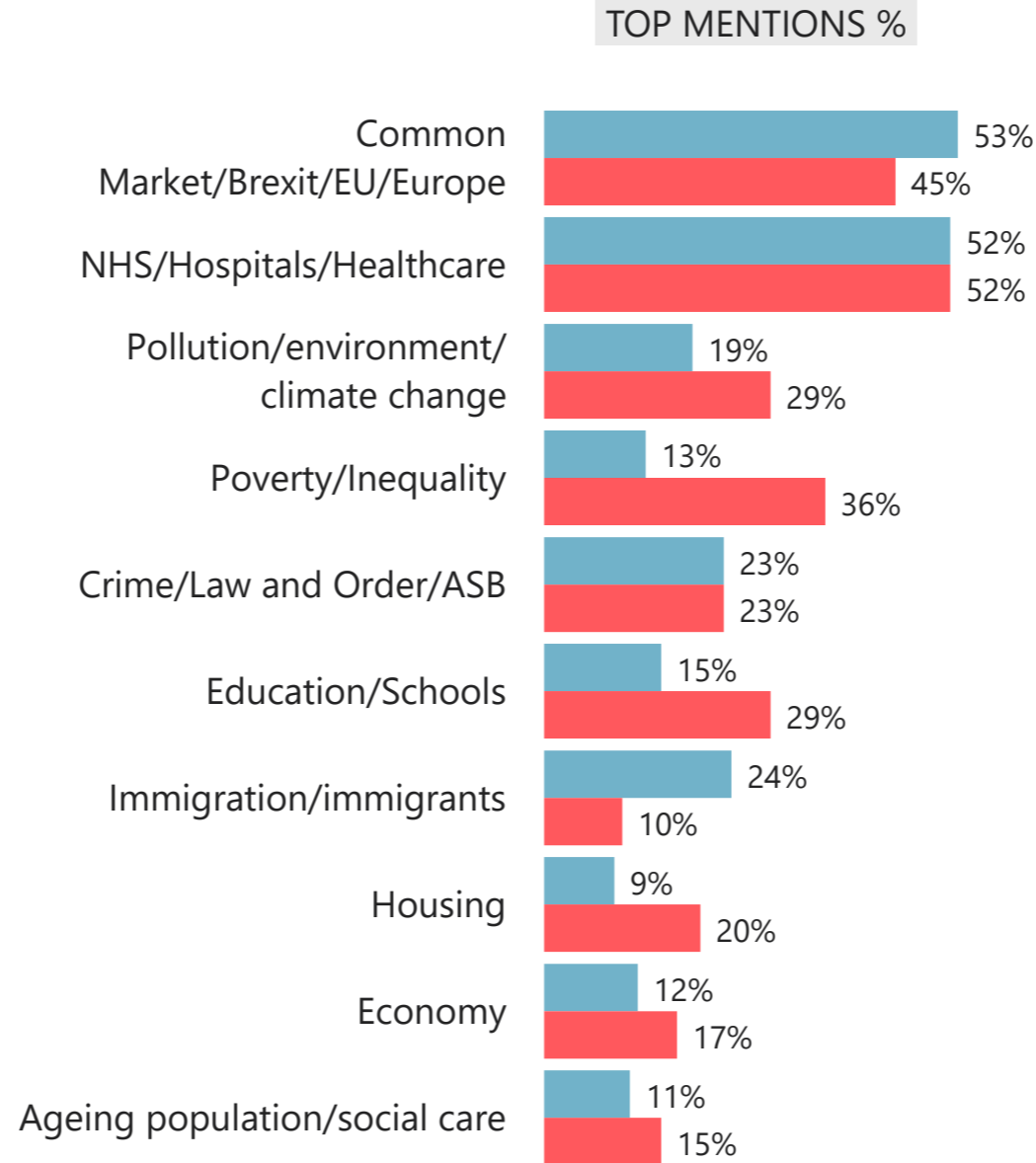


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

# Party support

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



CONSERVATIVE  
SUPPORTERS

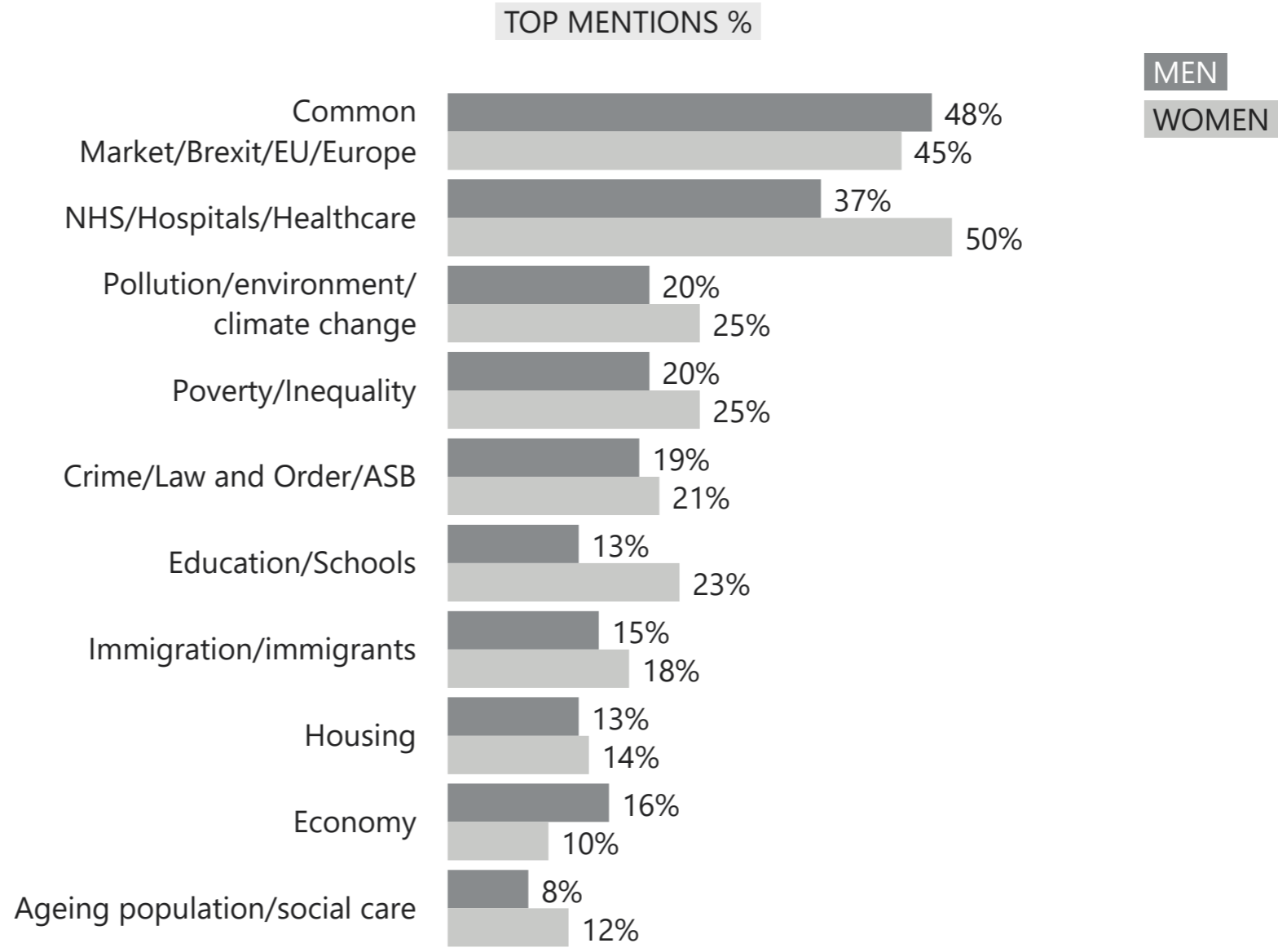
LABOUR  
SUPPORTERS

Base: 954 British adults 18+, 10 - 21 January 2020

Source: Ipsos MORI Issues Index

# Men and women

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



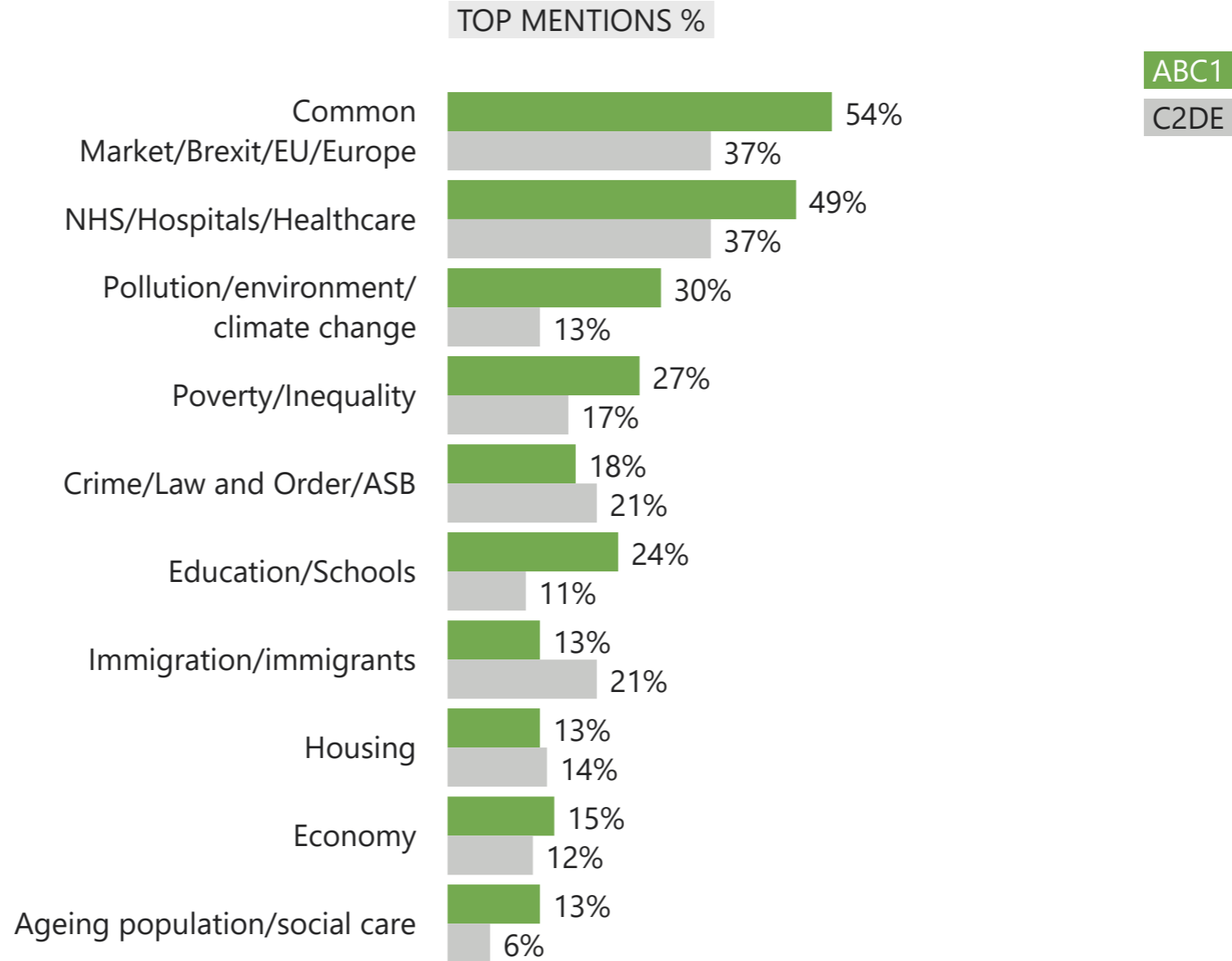
Base: 954 British adults 18+, 10 - 21 January 2020

Source: Ipsos MORI Issues Index



# Social grade

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

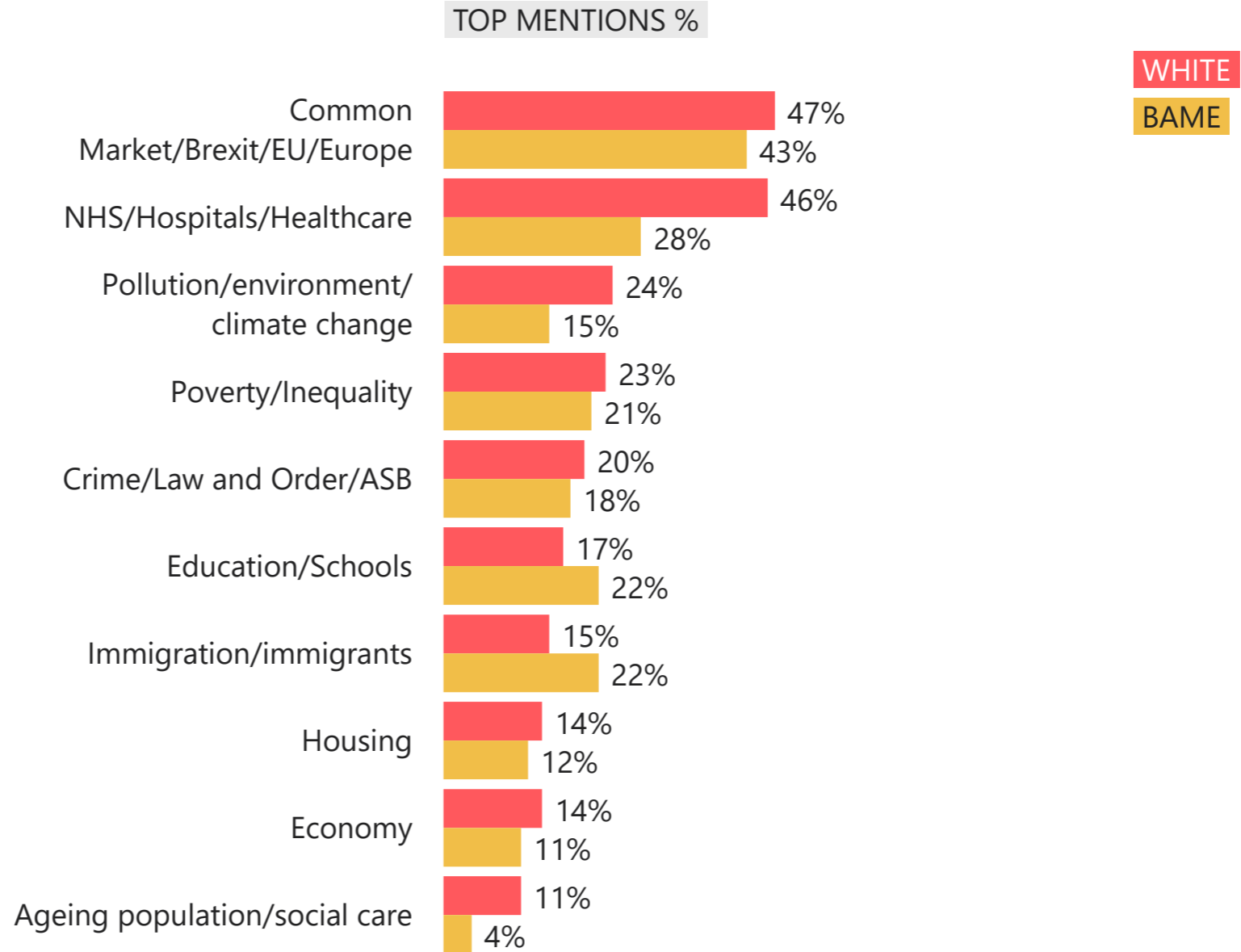


Base: 954 British adults 18+, 10 - 21 January 2020

Source: Ipsos MORI Issues Index

# Ethnic background

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

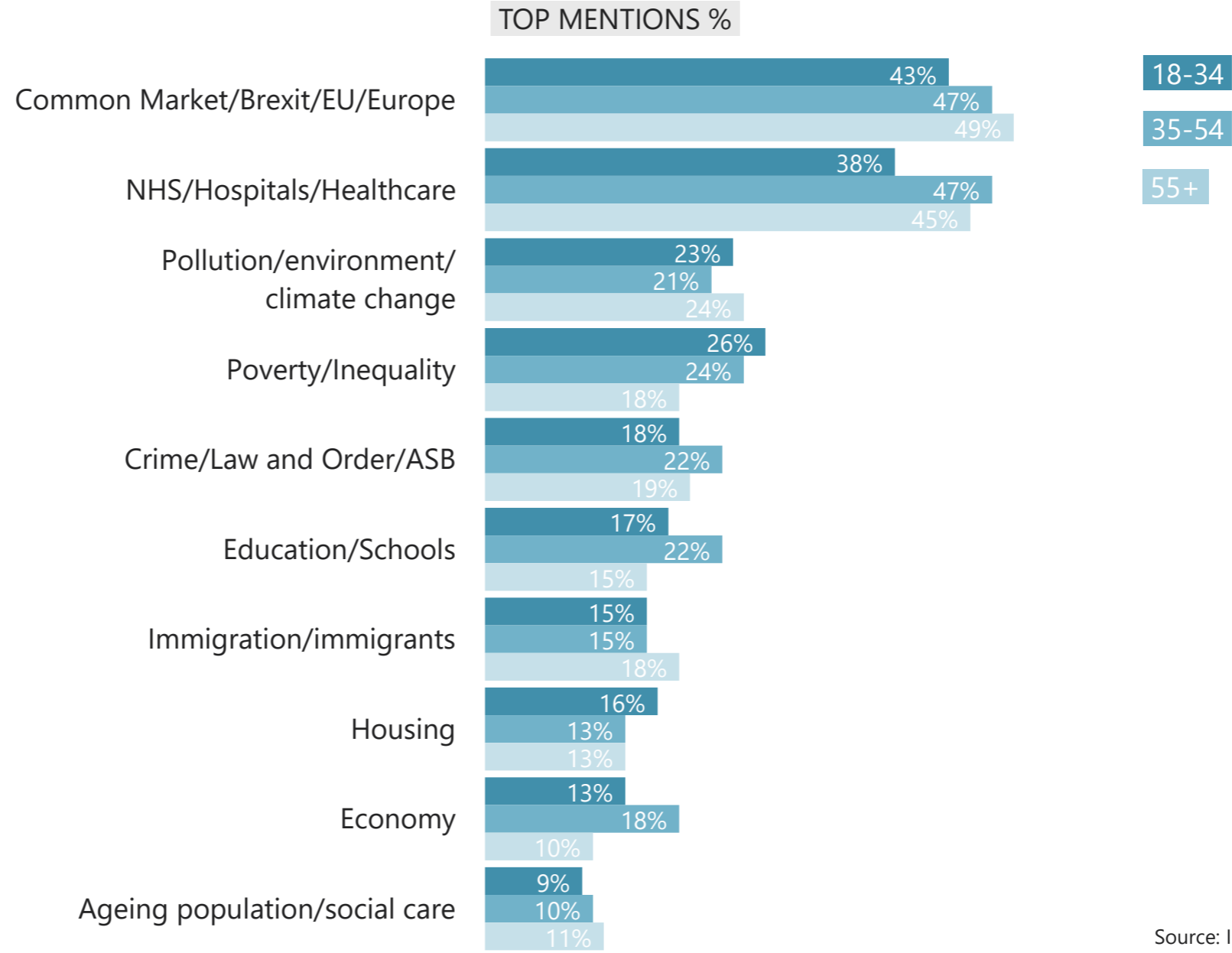


Base: 954 British adults 18+, 10 - 21 January 2020

Source: Ipsos MORI Issues Index

# Age group

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



Base: 954 British adults 18+, 10 - 21 January 2020

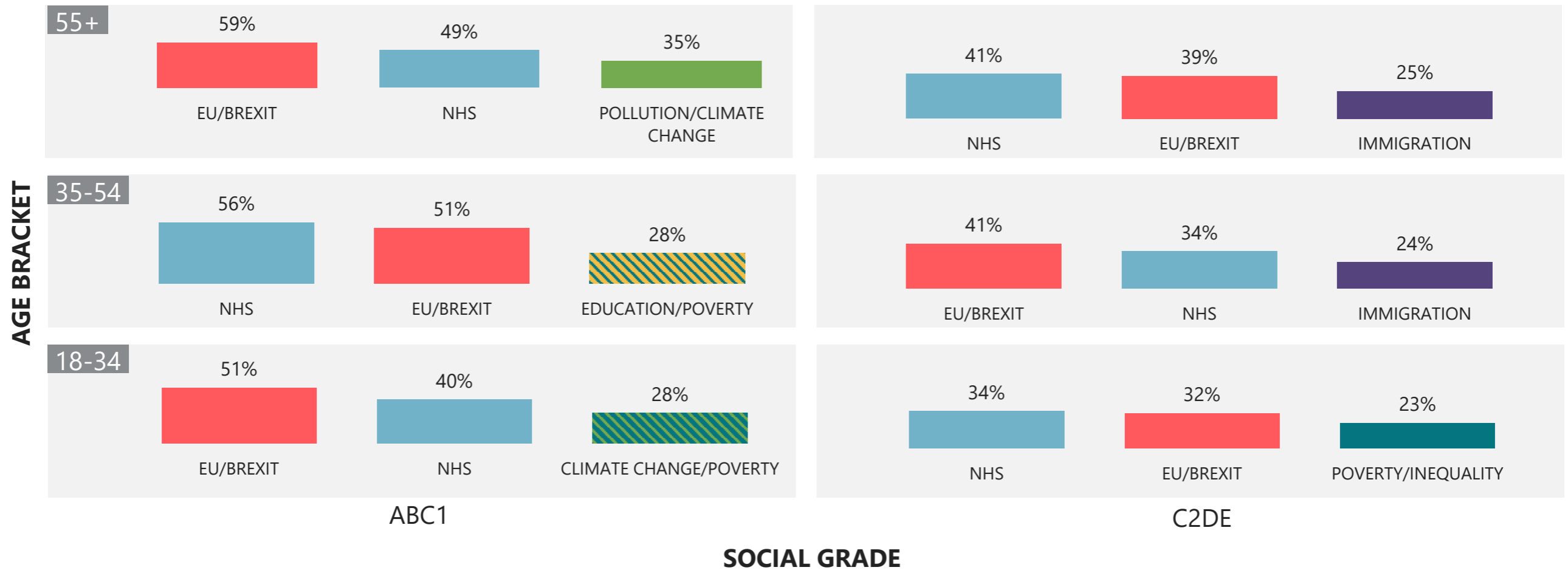


Source: Ipsos MORI Issues Index



# Age and social grade

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

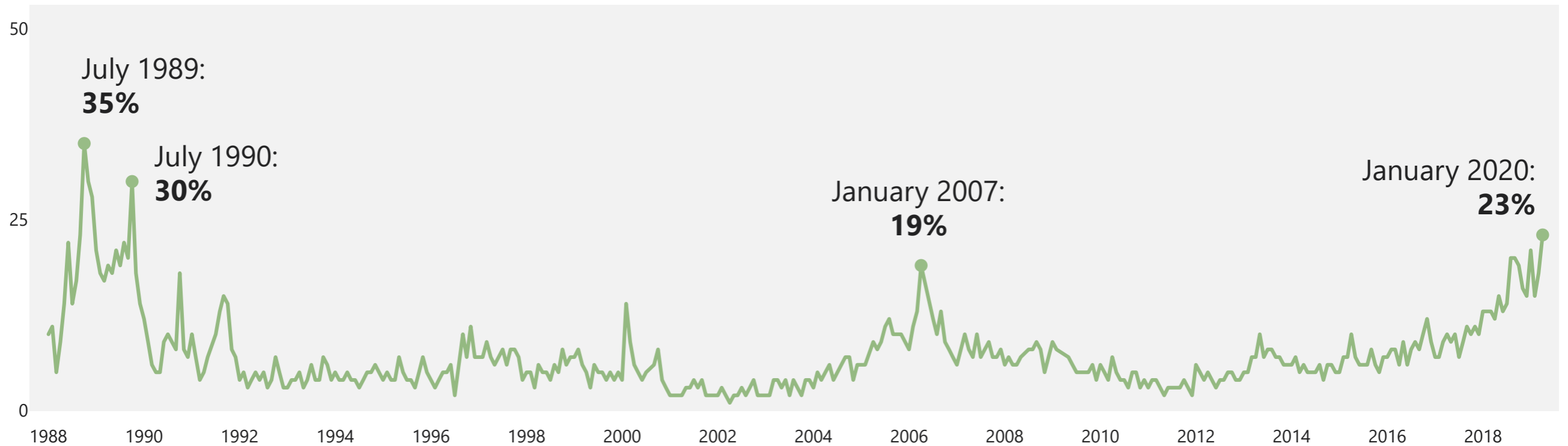


Base: 1,008 British adults 18+, 6 – 29 December 2019

Source: Ipsos MORI Issues Index

# Environmental concern – the long-term view

WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY? – POLLUTION/ENVIRONMENT/CLIMATE CHANGE



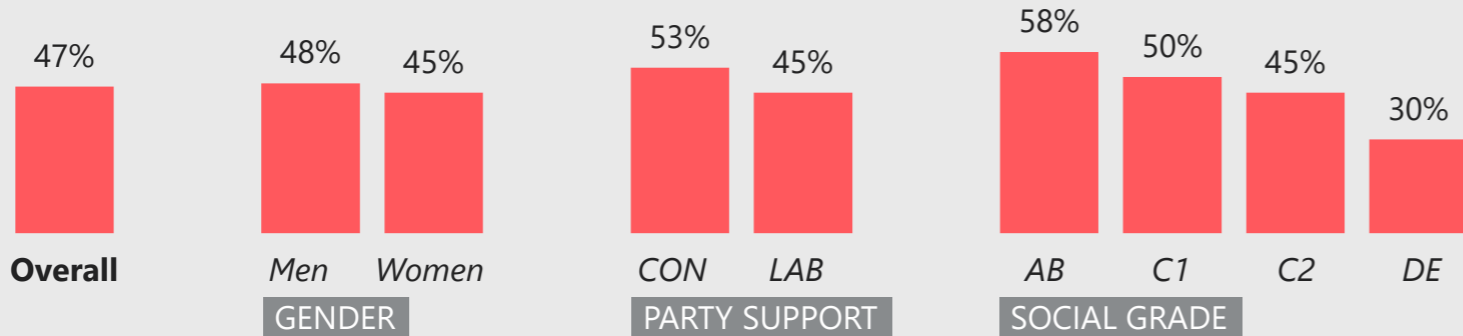
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

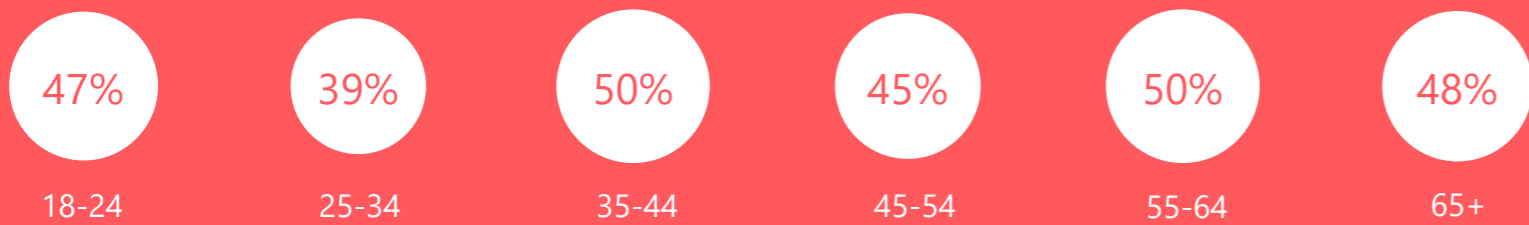
# Concern about Brexit/EU by subgroup

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

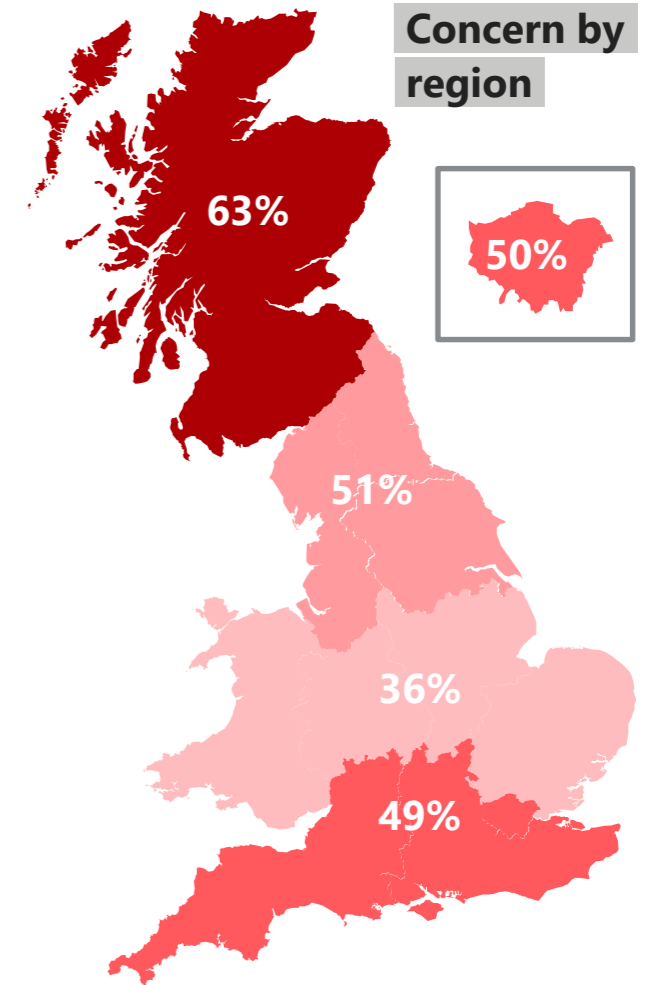
Concern about Brexit/EU by key demographic groups:



Concern about Brexit/EU by age:



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

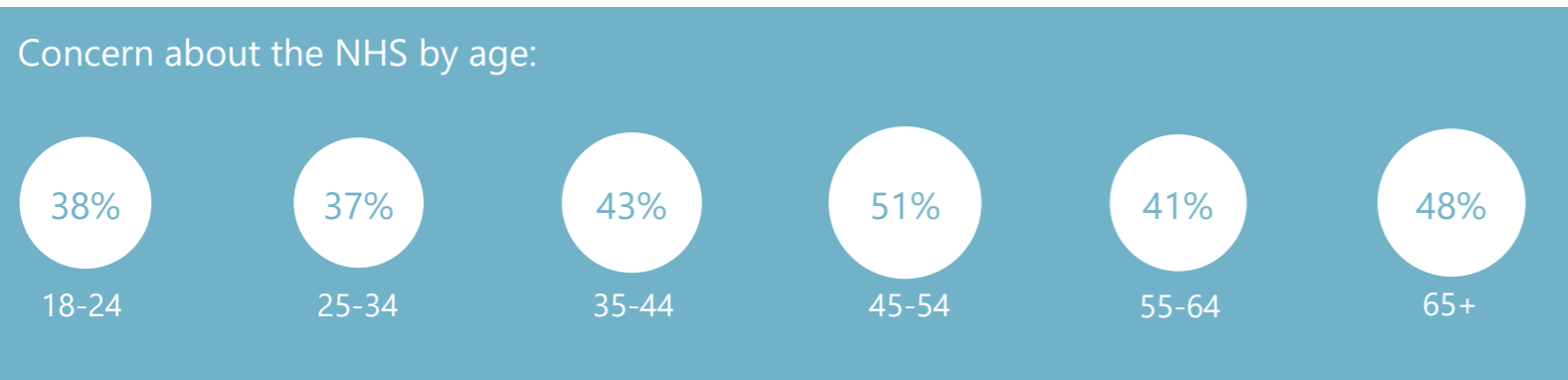
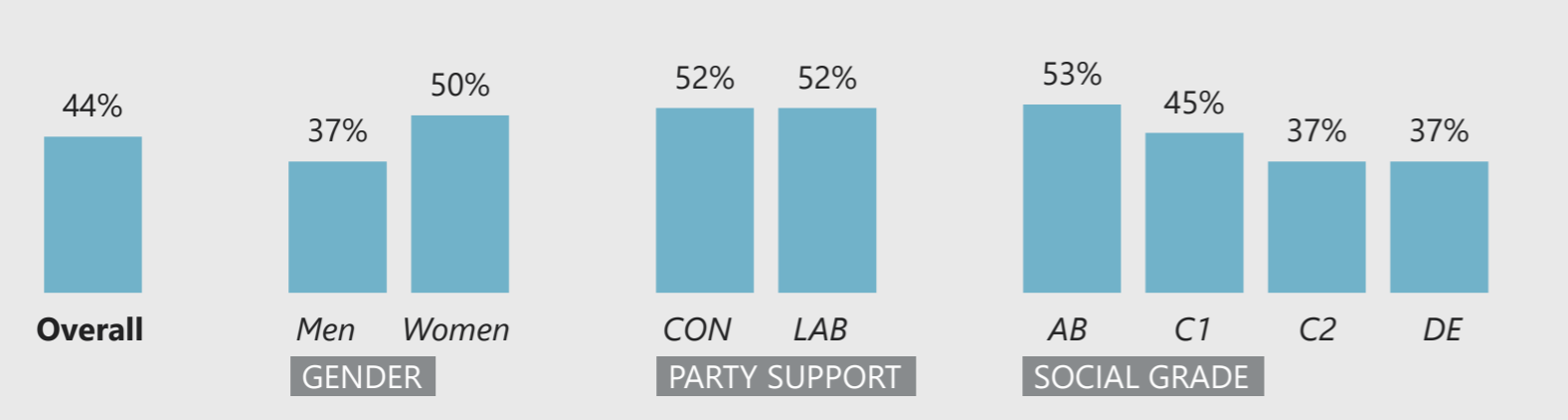


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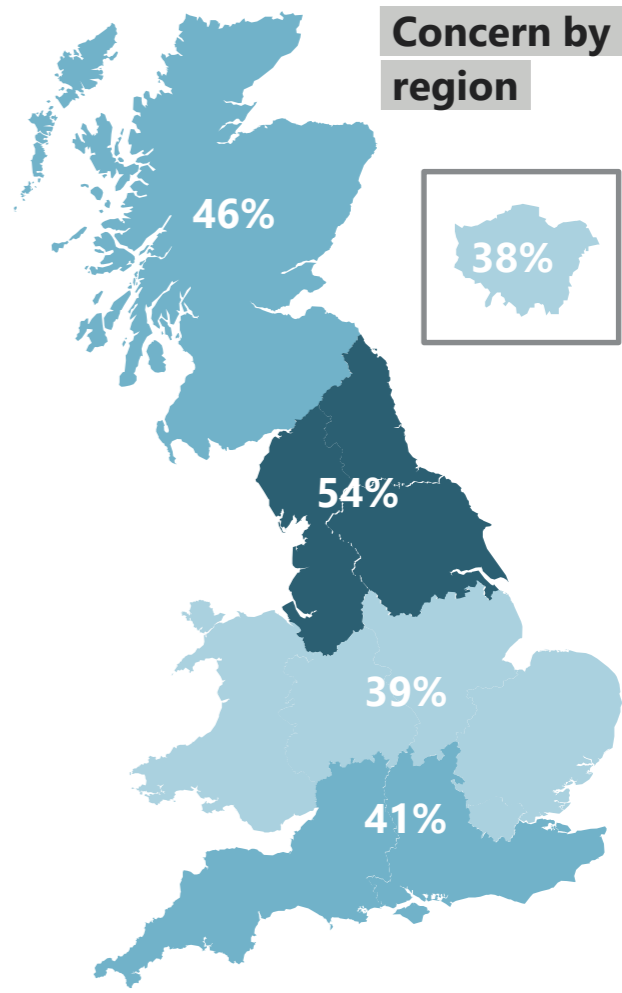
# Concern about the NHS by subgroup

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

Concern about the NHS by key demographic groups:



Base: 954 British adults 18+, 10 - 21 January 2020

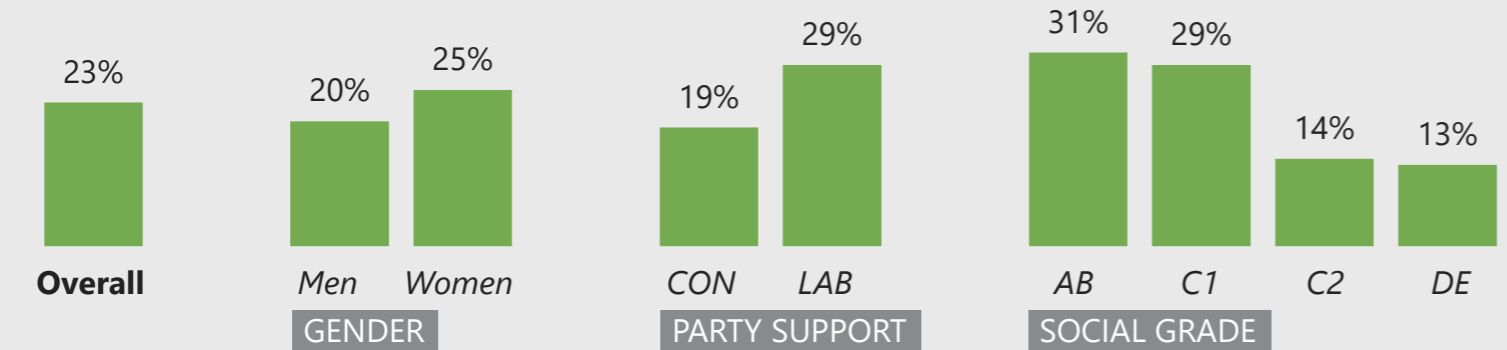


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# Concern about climate change by subgroup

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

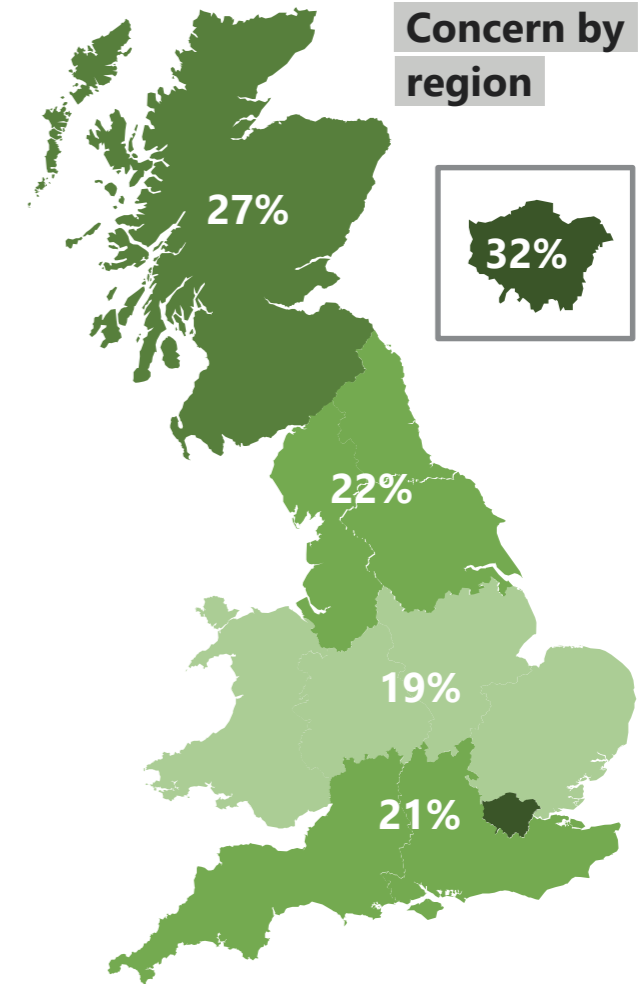
Concern about environment/climate change by key demographic groups:



Concern about environment/climate change by age:



Base: 954 British adults 18+, 10 - 21 January 2020



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# January 2020

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*Michael.Clemence@ipsos.com*

