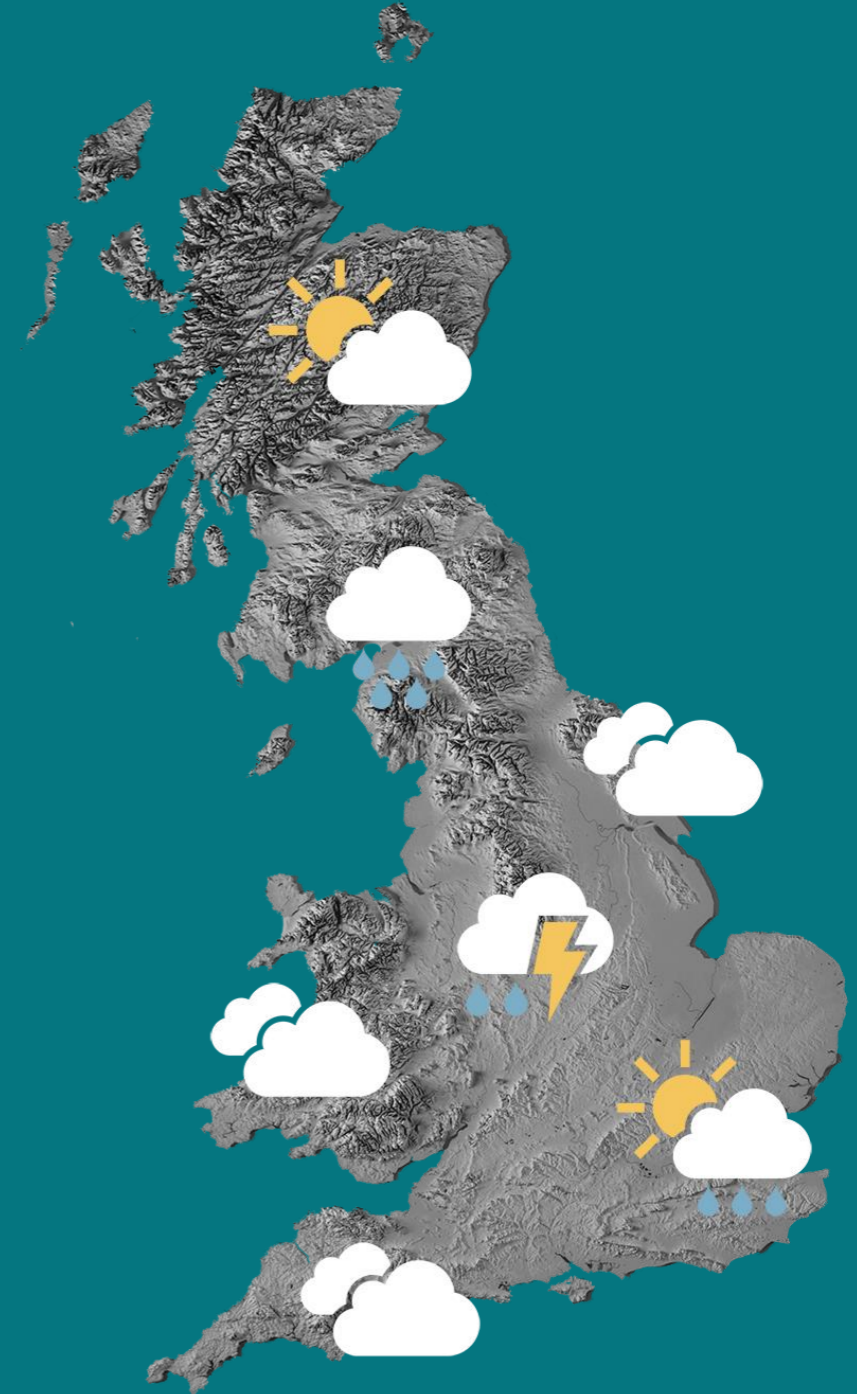


IPSOS MORI ISSUES INDEX

April 2020



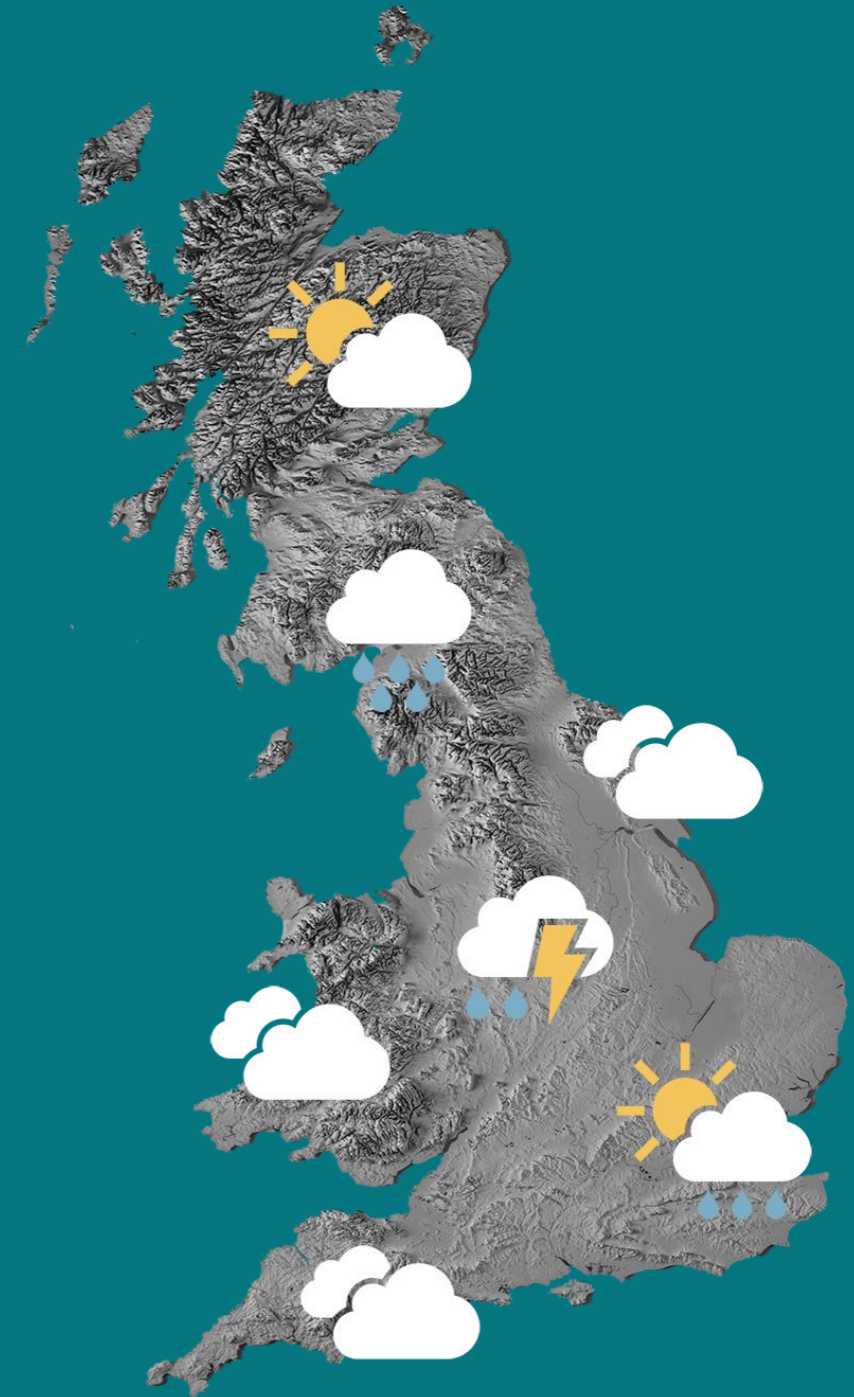
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IPSOS MORI ISSUES INDEX

April 2020

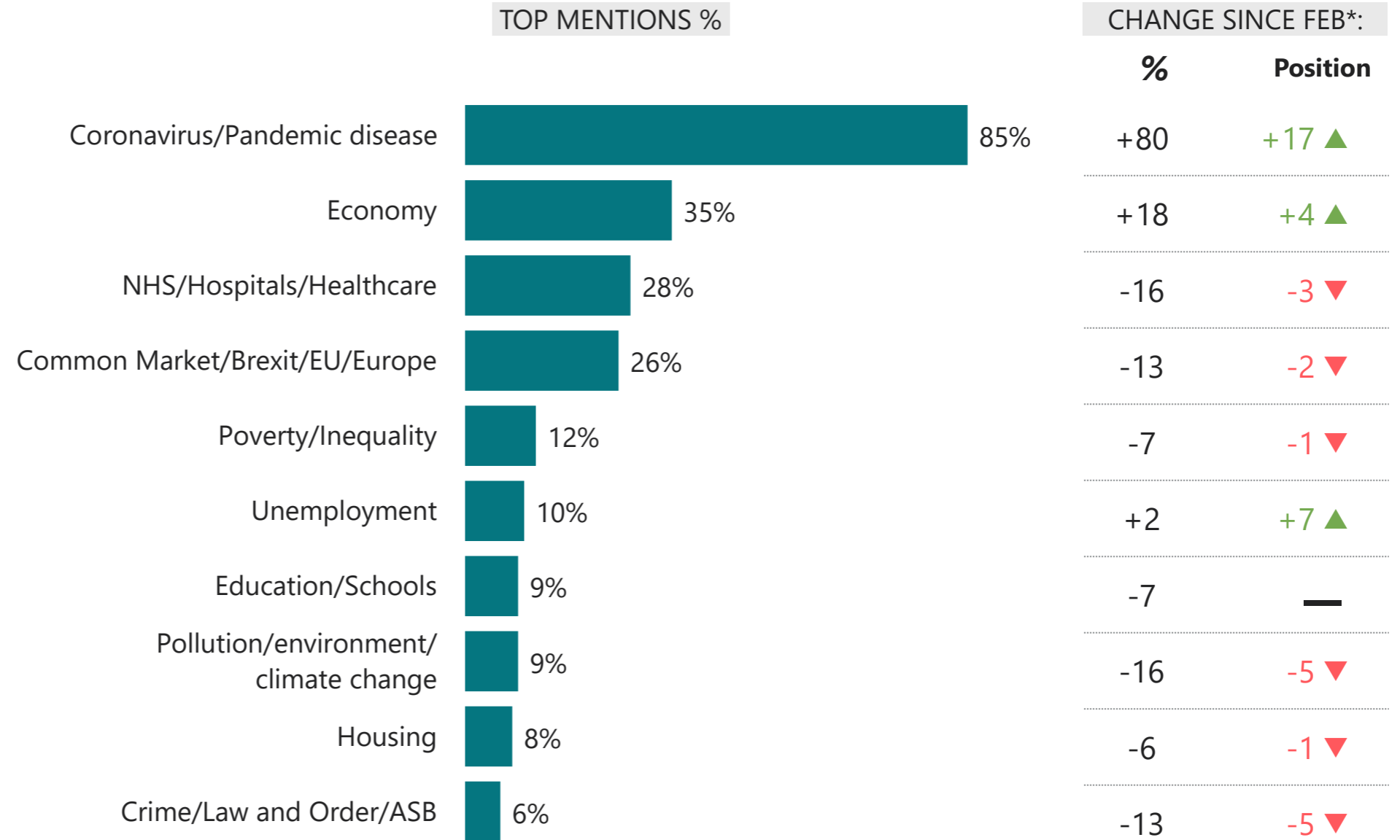
This month's Issues Index is the first in the poll's 46-year history to be conducted over the phone. Covid-19 Lockdown conditions mean face-to-face fieldwork is currently not an option for public opinion polling.

Mode effects should be kept in mind when comparing the new data points with previous months.



April 2020

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



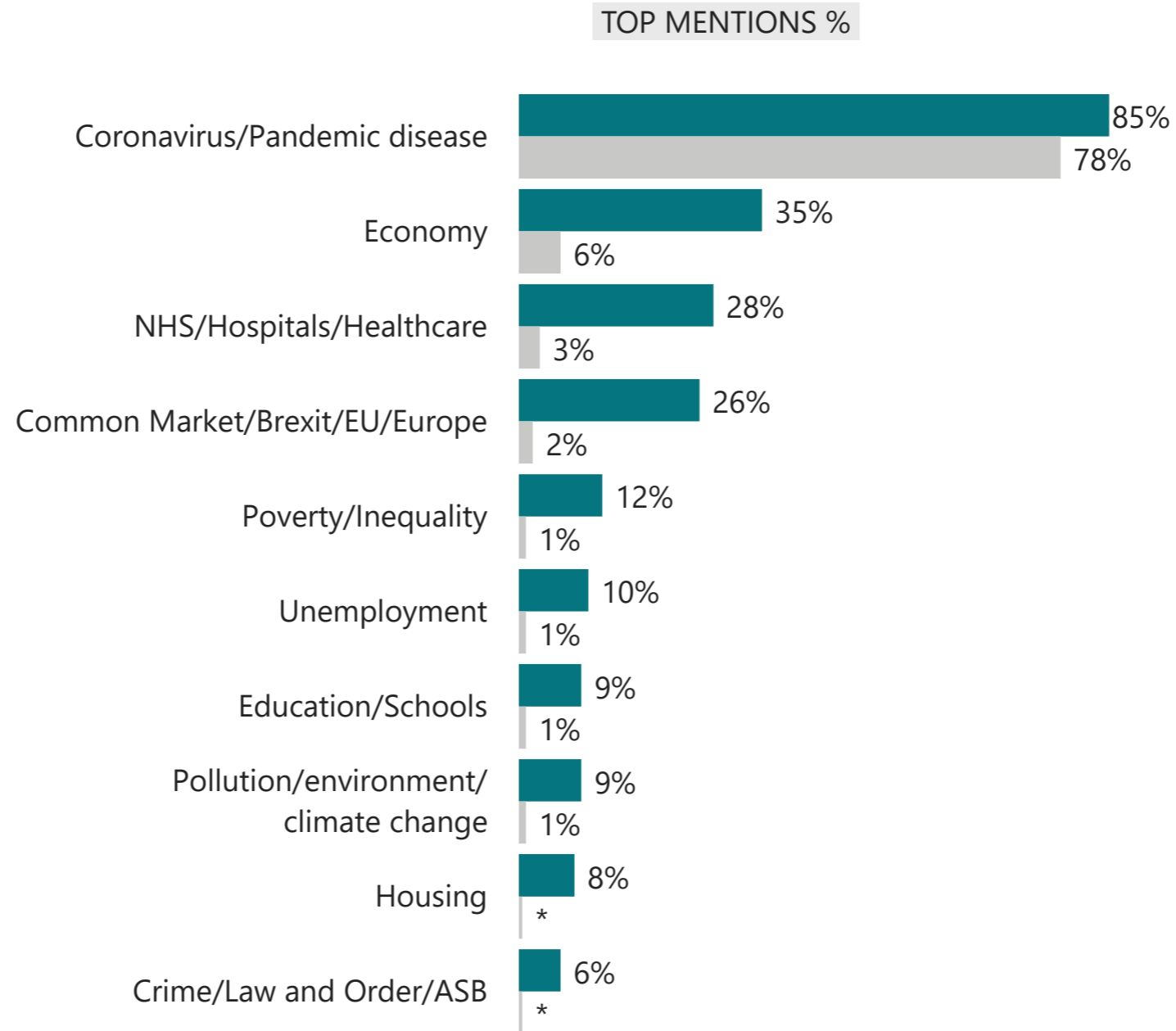
Base: 999 British adults 18+, 3 - 8 April 2020

*N.B. Telephone methodology used for this wave; February was conducted face-to-face

Source: Ipsos MORI Issues Index

April 2020

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



MOST/OTHER IMPORTANT ISSUES

MOST IMPORTANT ISSUE

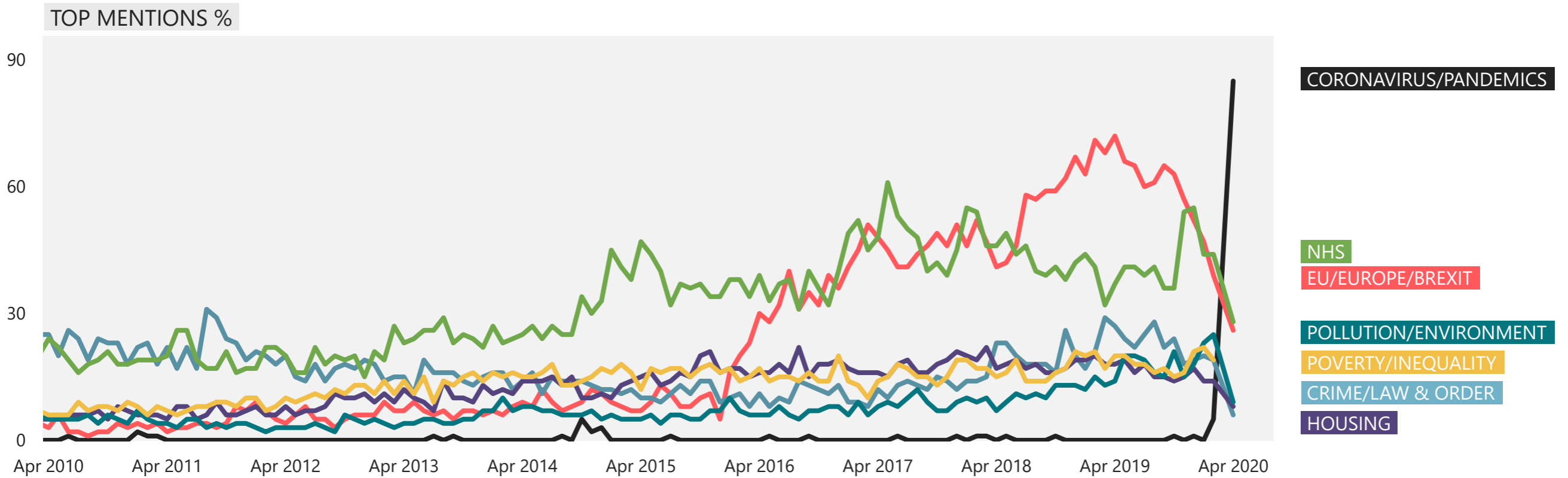
Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index



Growing concern(s)

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



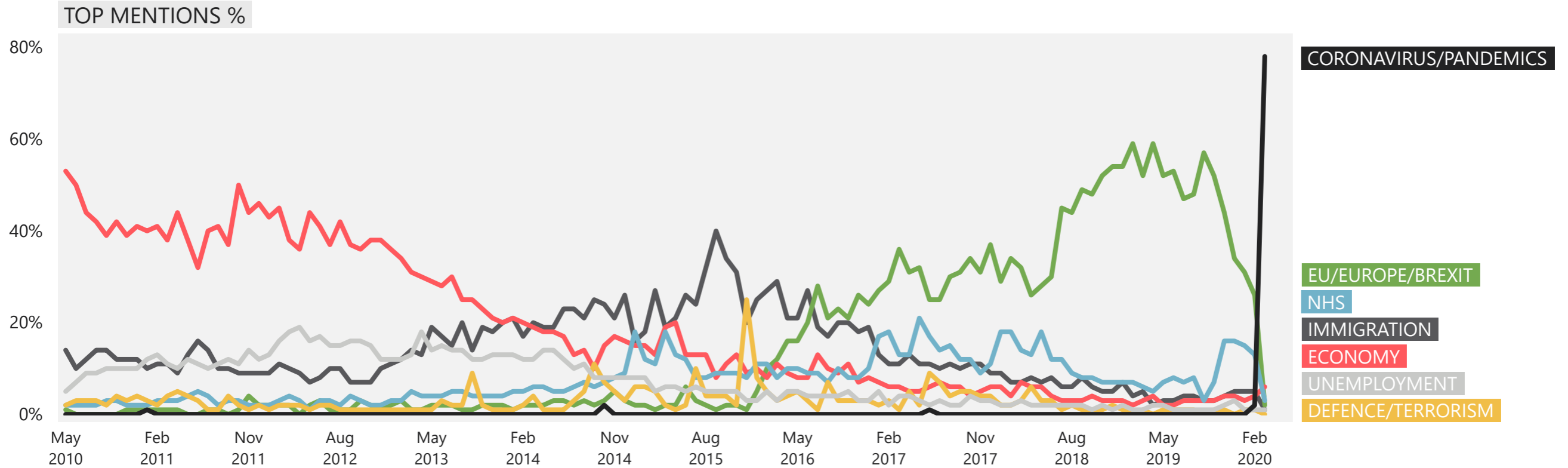
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face



Source: Ipsos MORI Issues Index

Single Biggest Issue 2010 - 2020

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

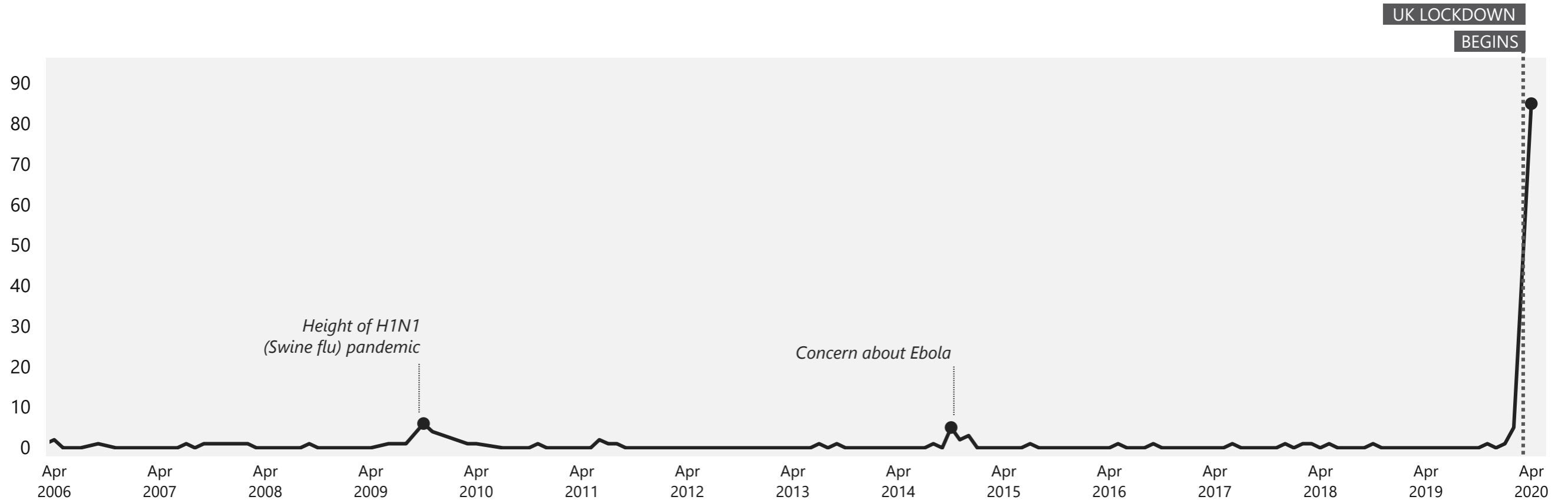


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Coronavirus/Pandemic diseases

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

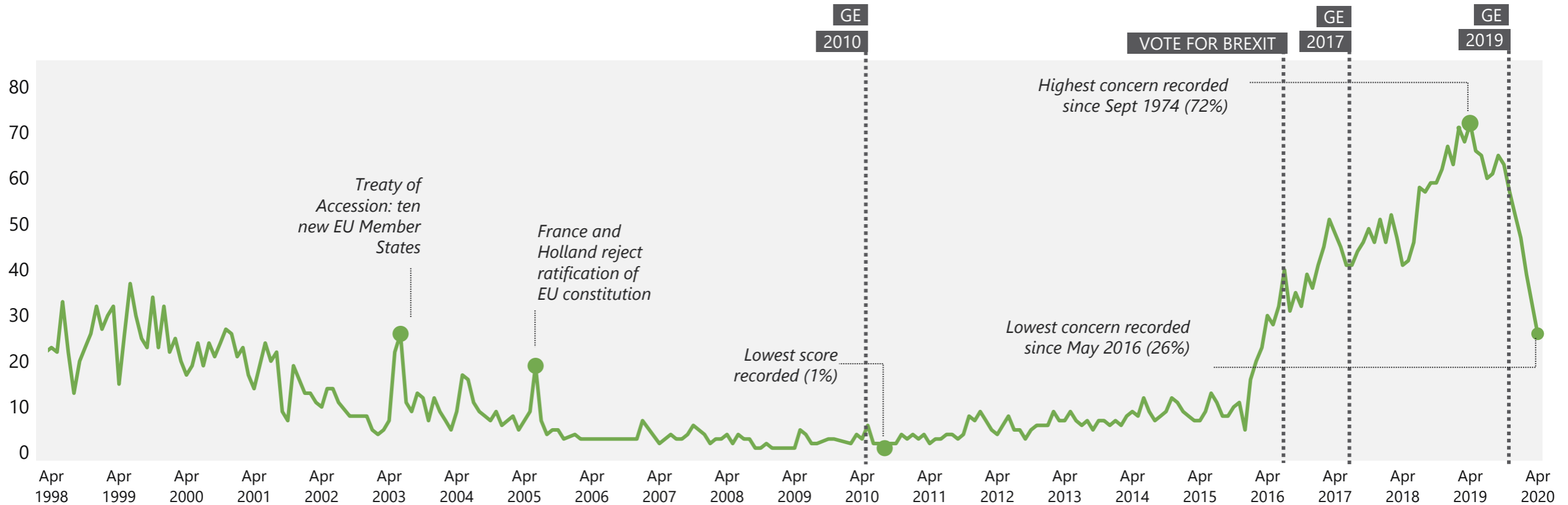


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

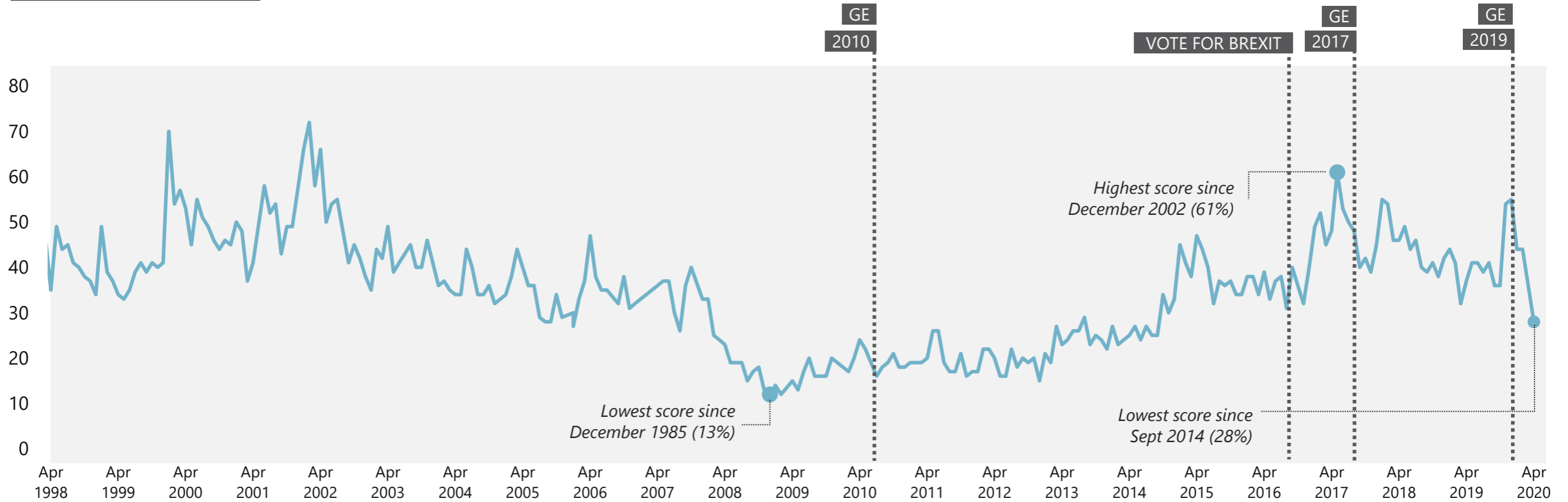


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

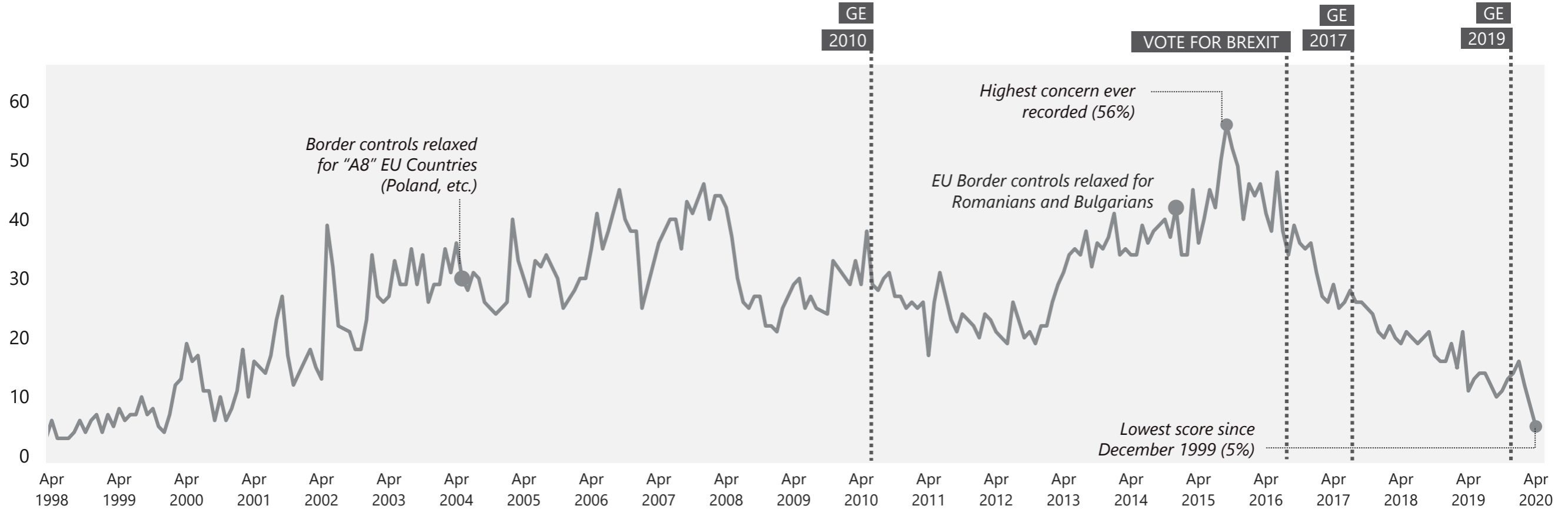


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

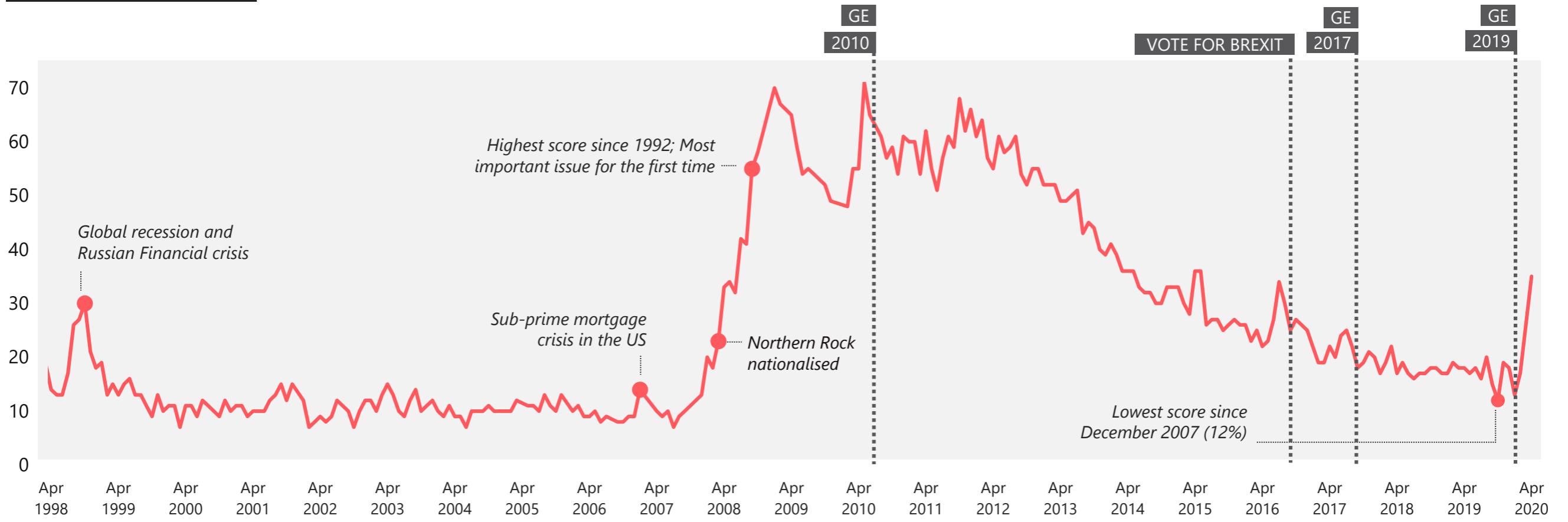


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

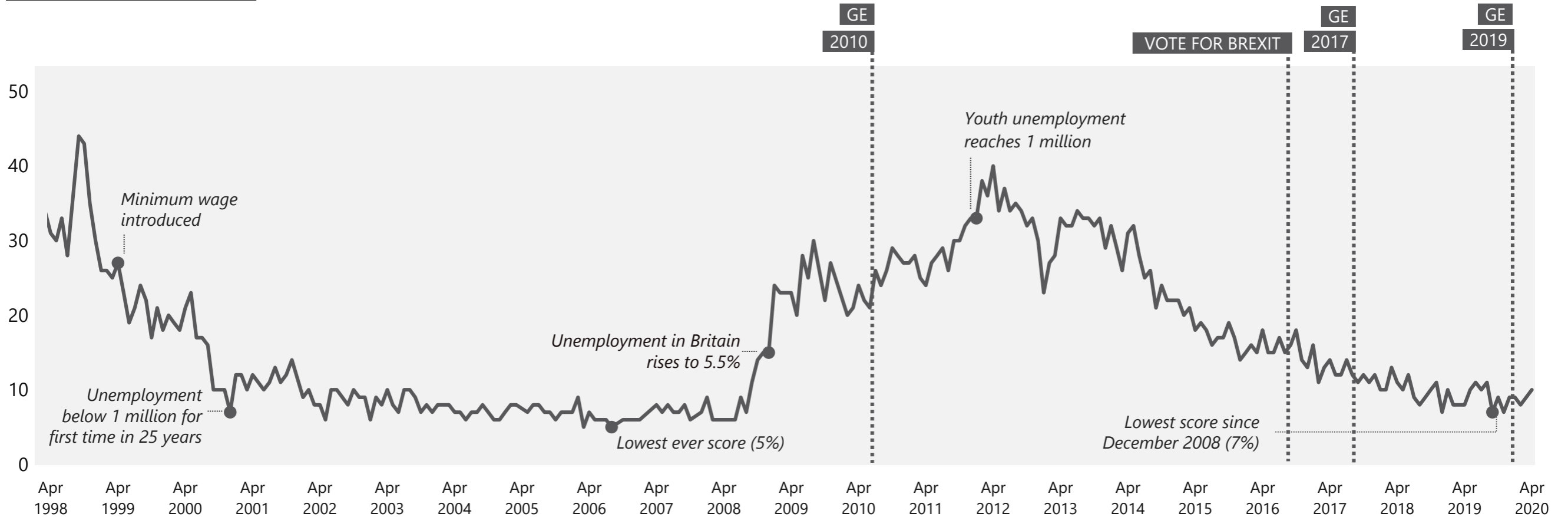


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

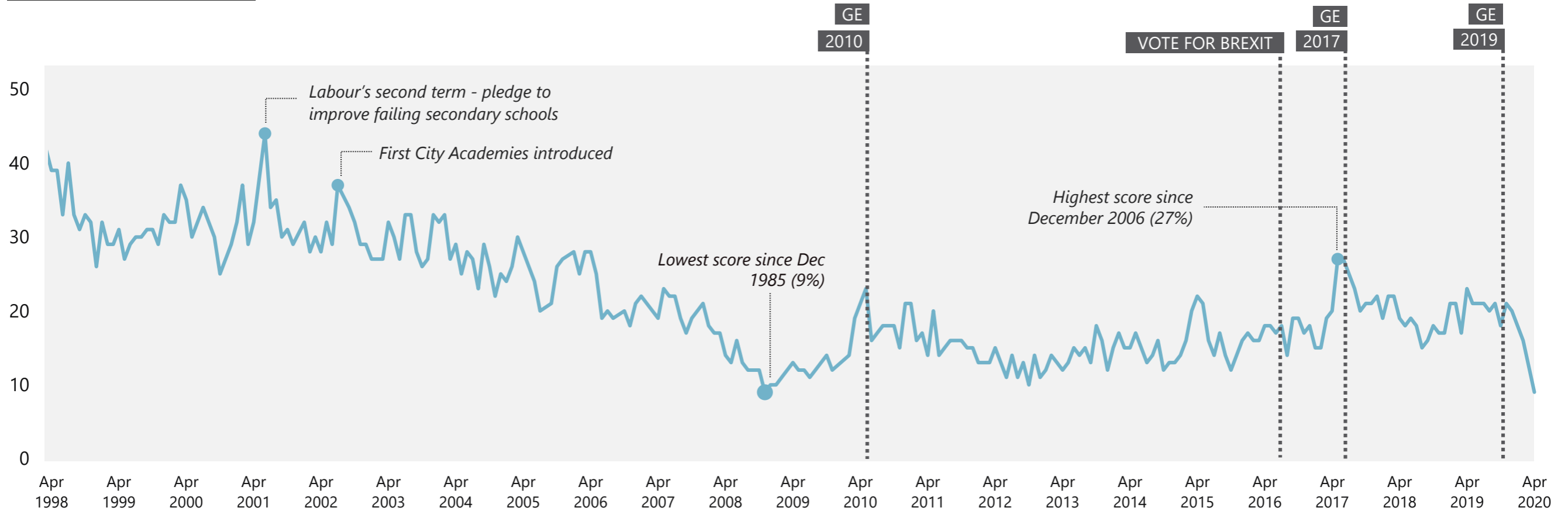


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Education / Schools

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

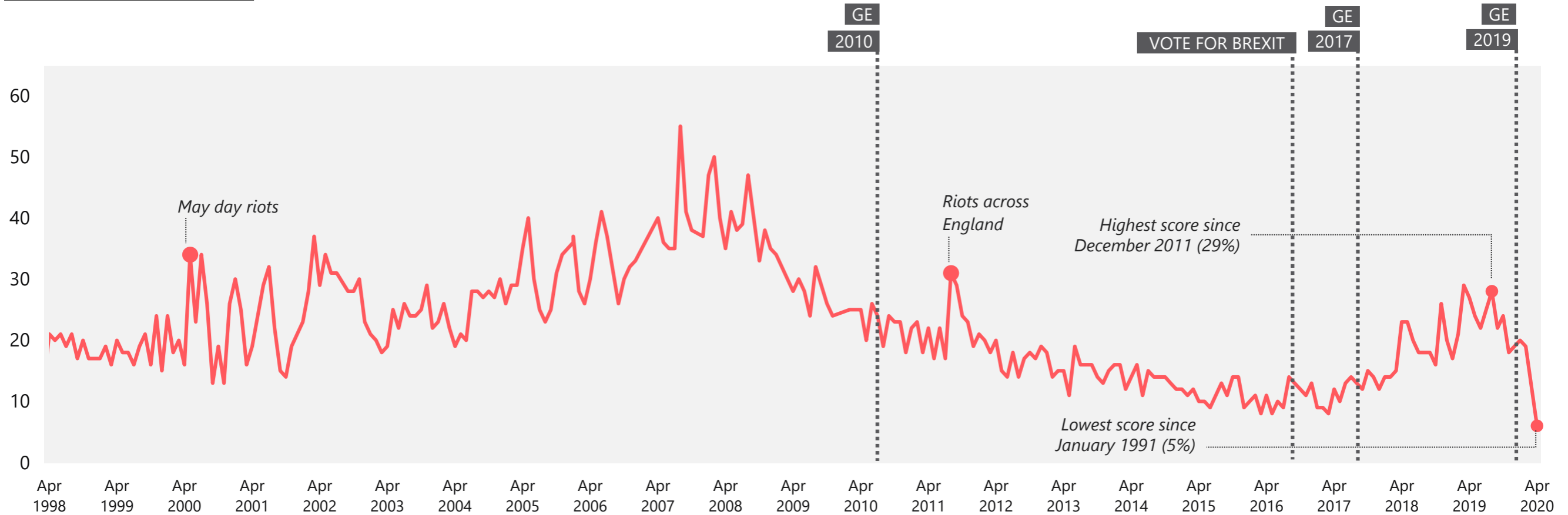


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

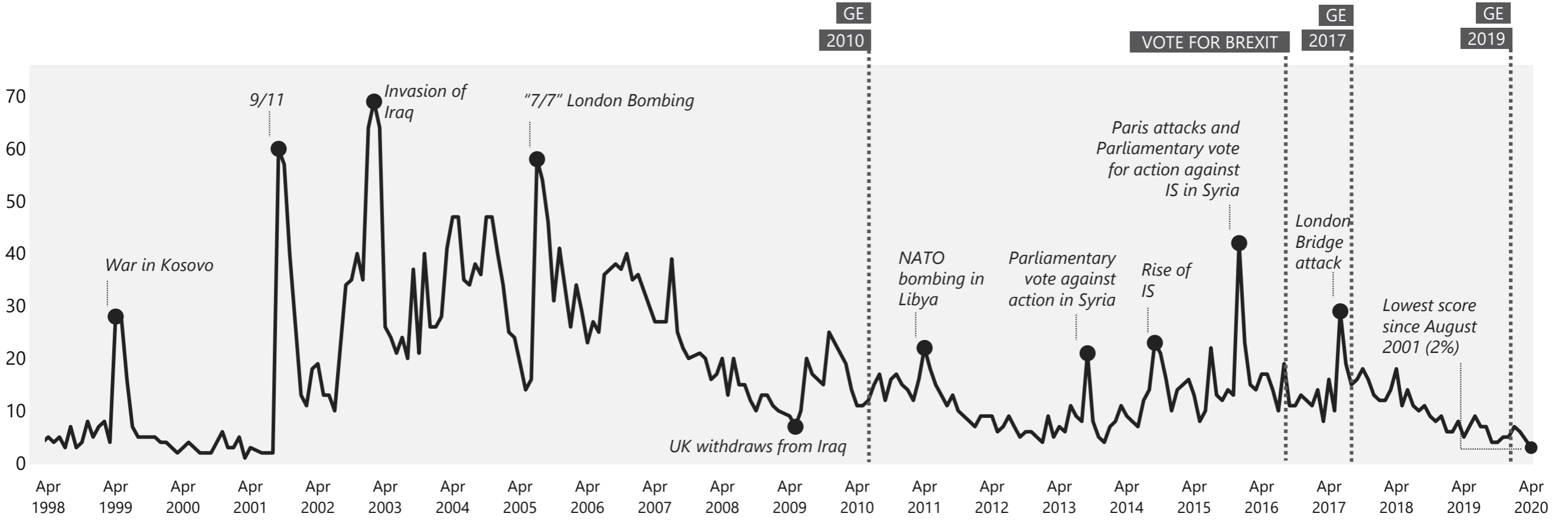


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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



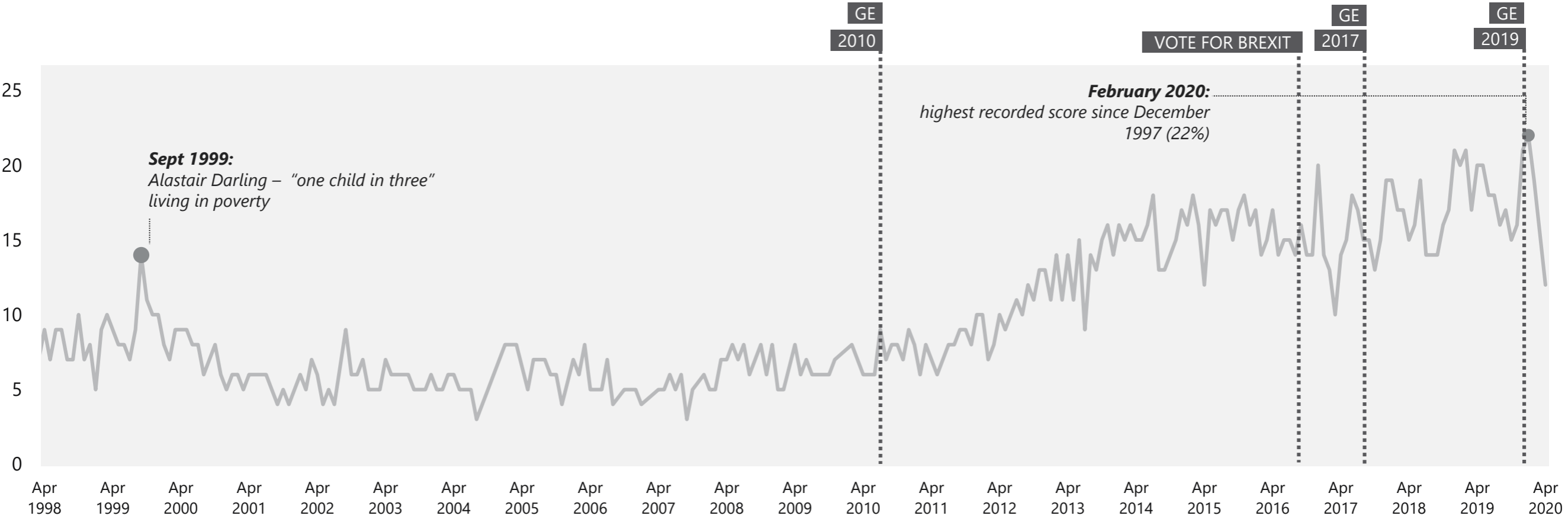
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index



Poverty/inequality

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



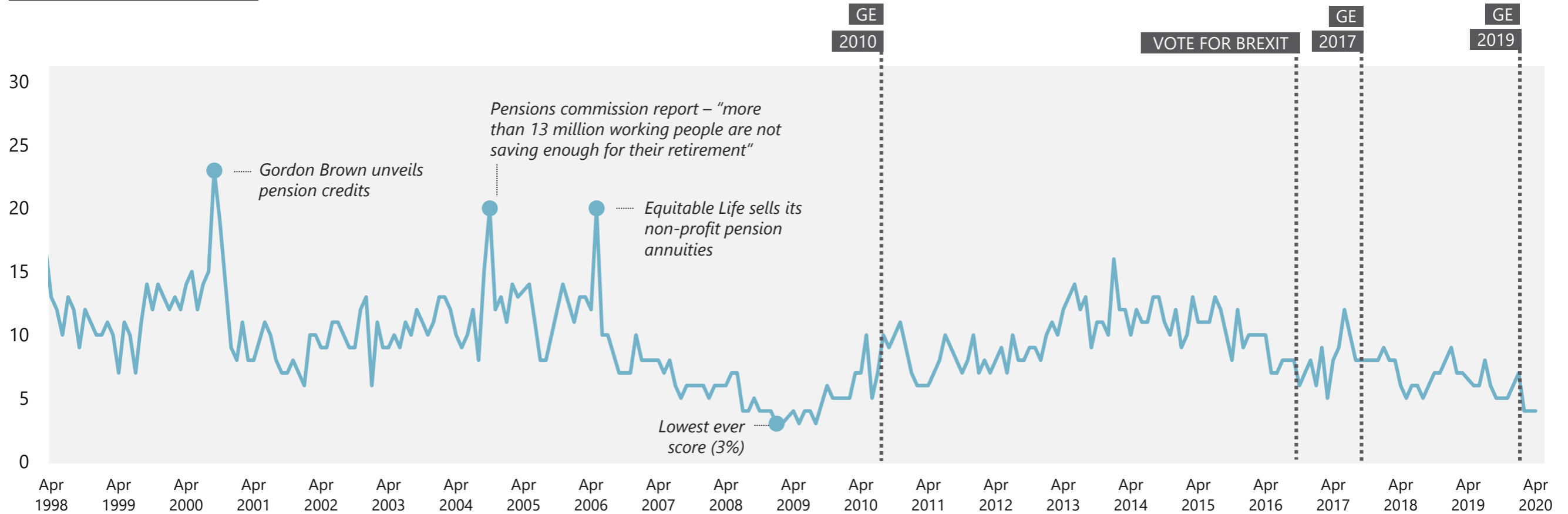
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

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
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Pollution / Environment

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

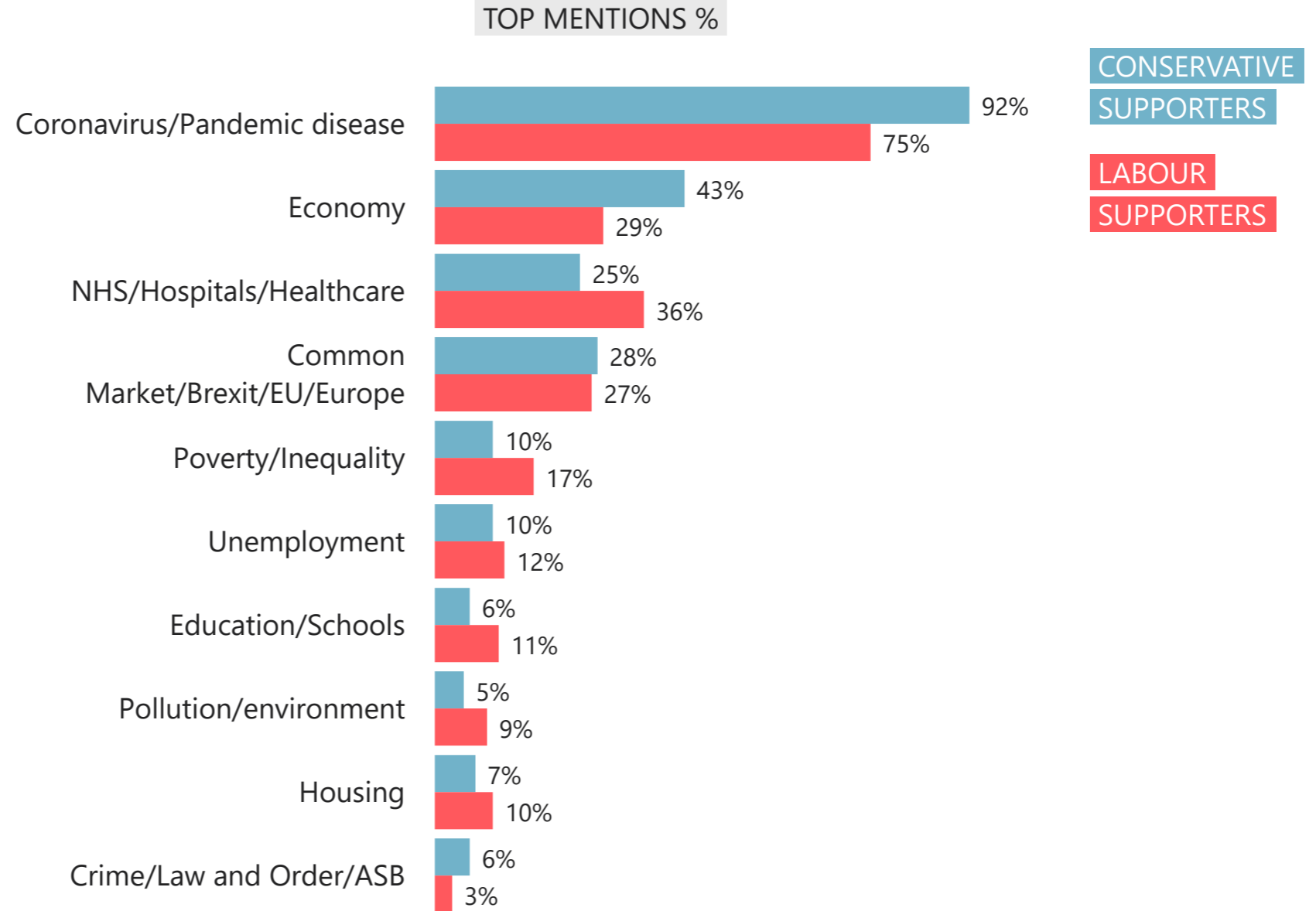


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Party support

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

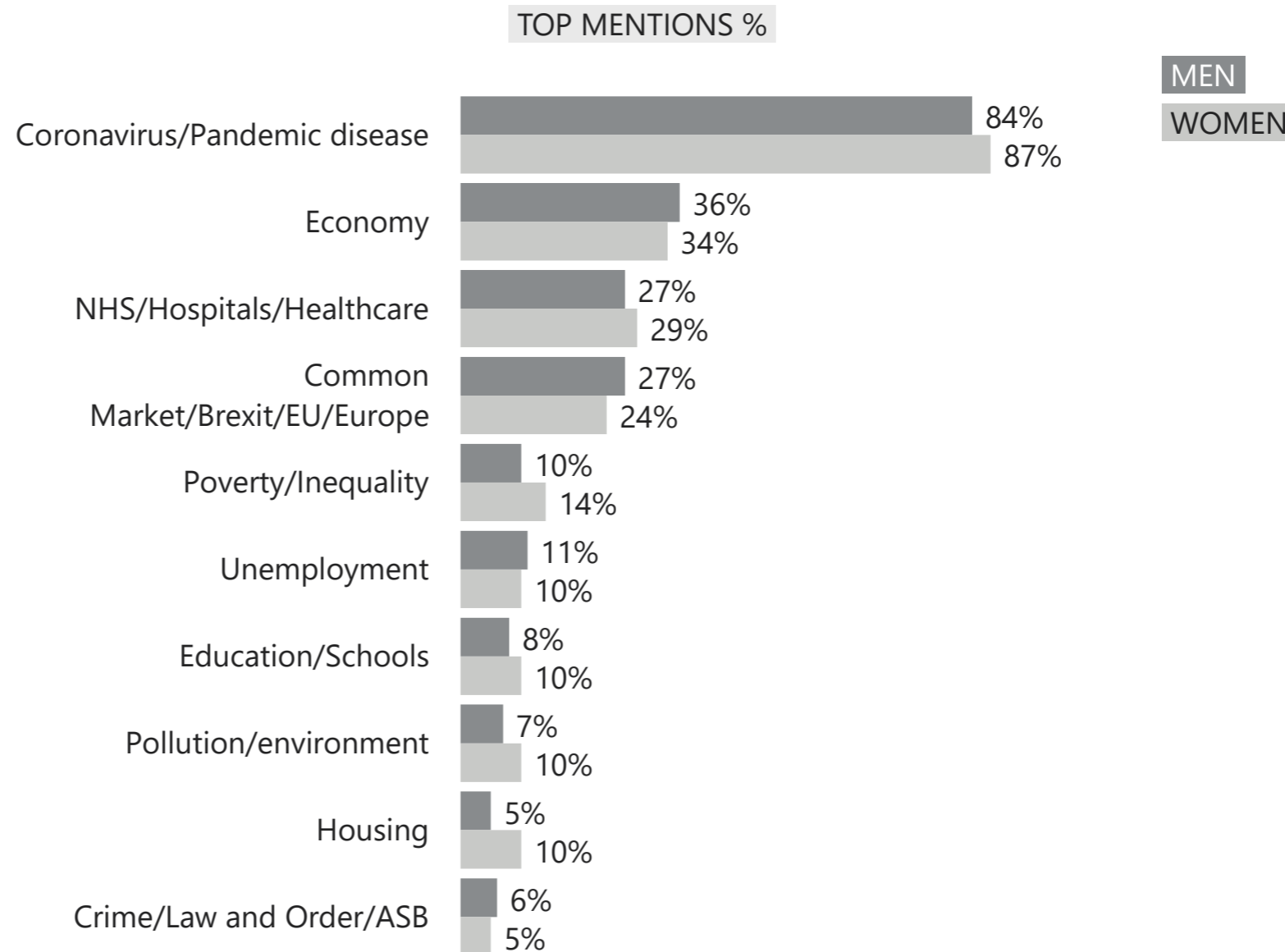


Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Men and women

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

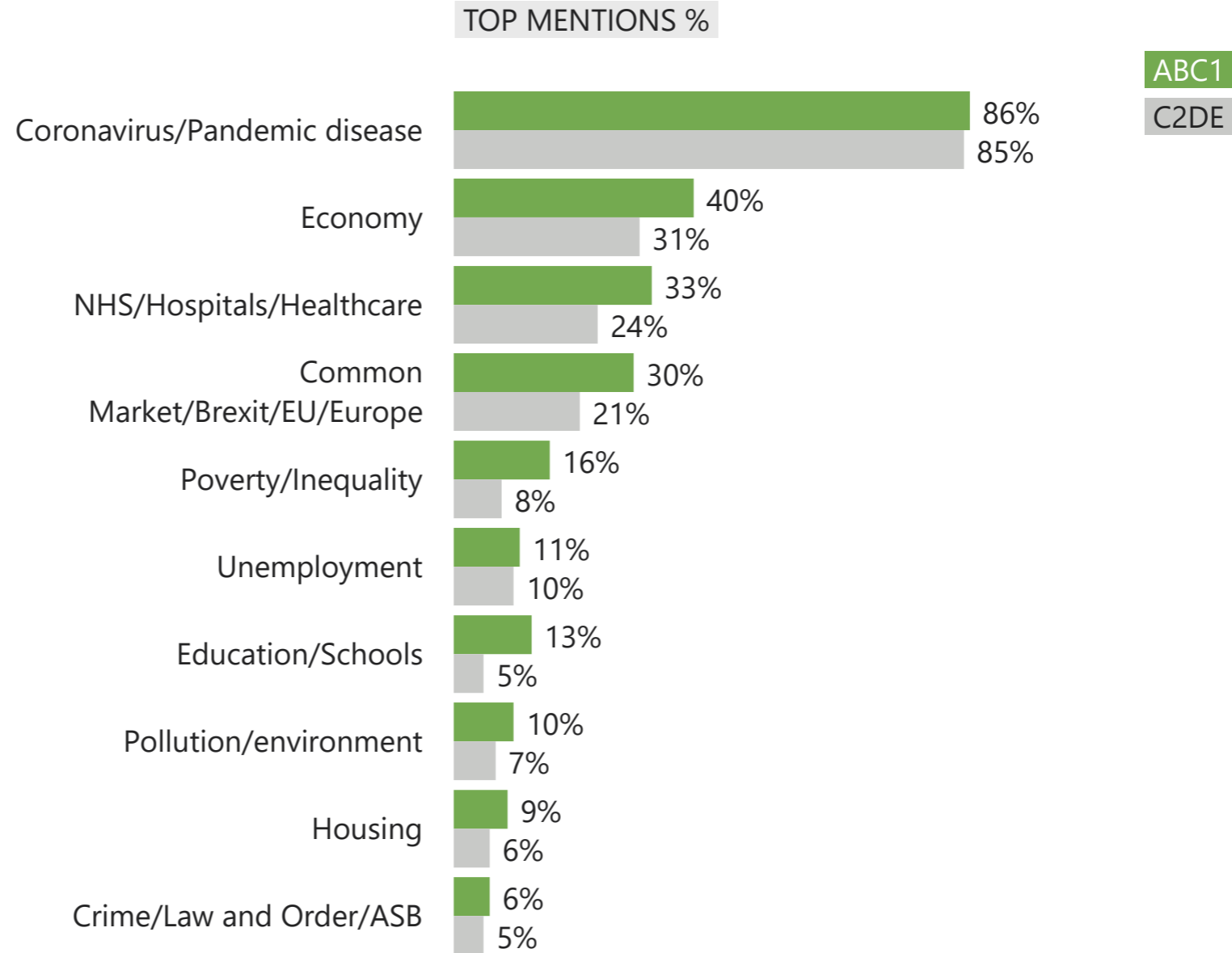


Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Social grade

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

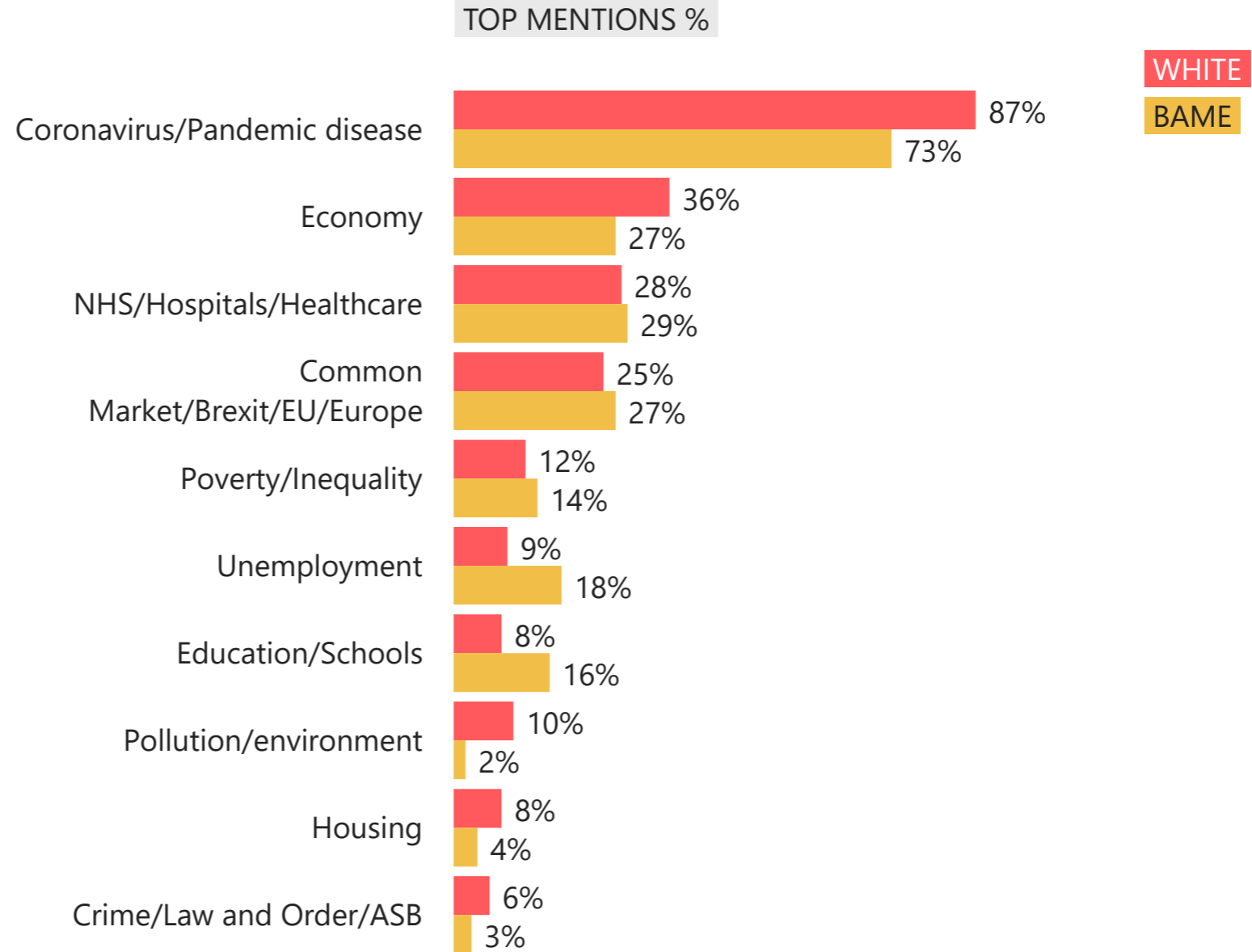


Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Ethnic background

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

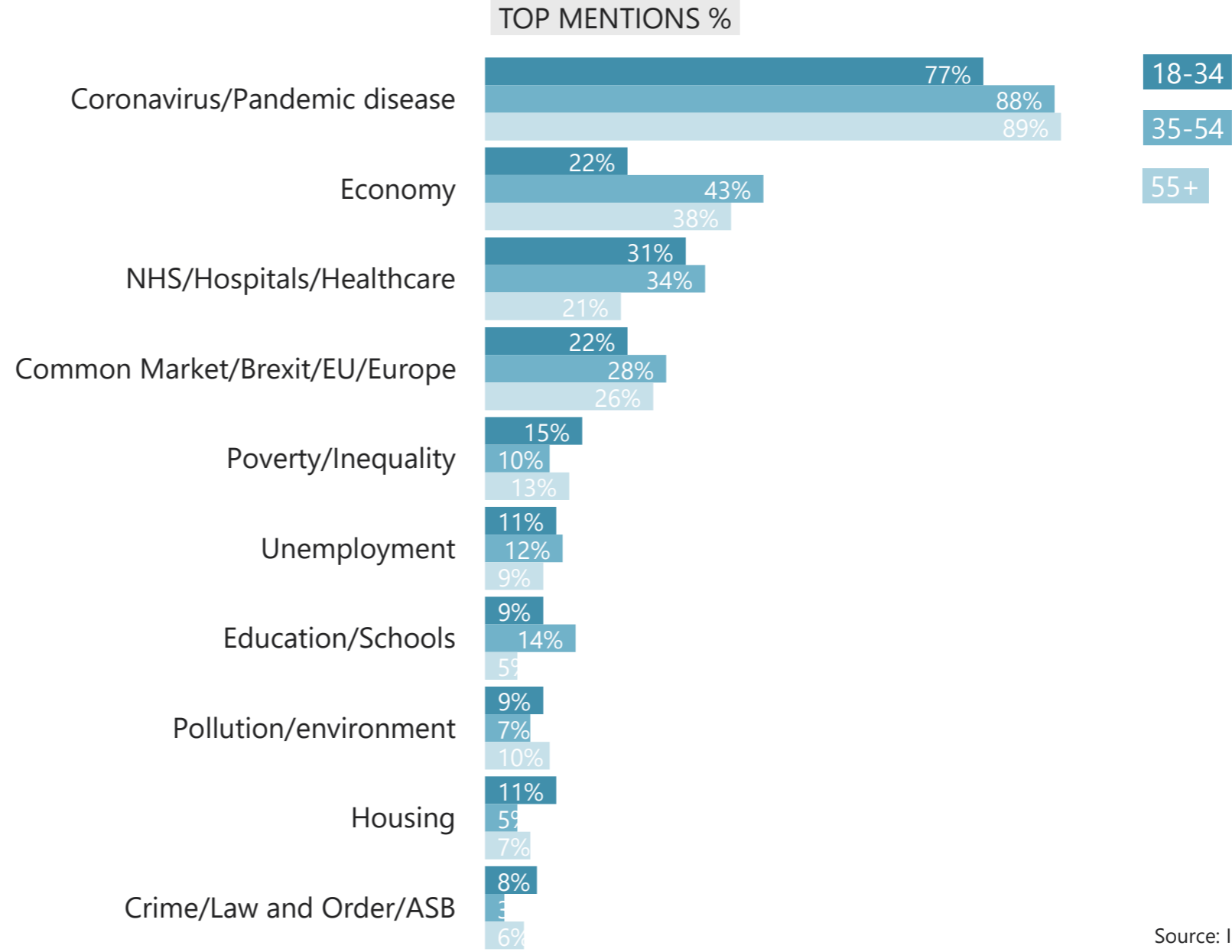


Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Age group

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

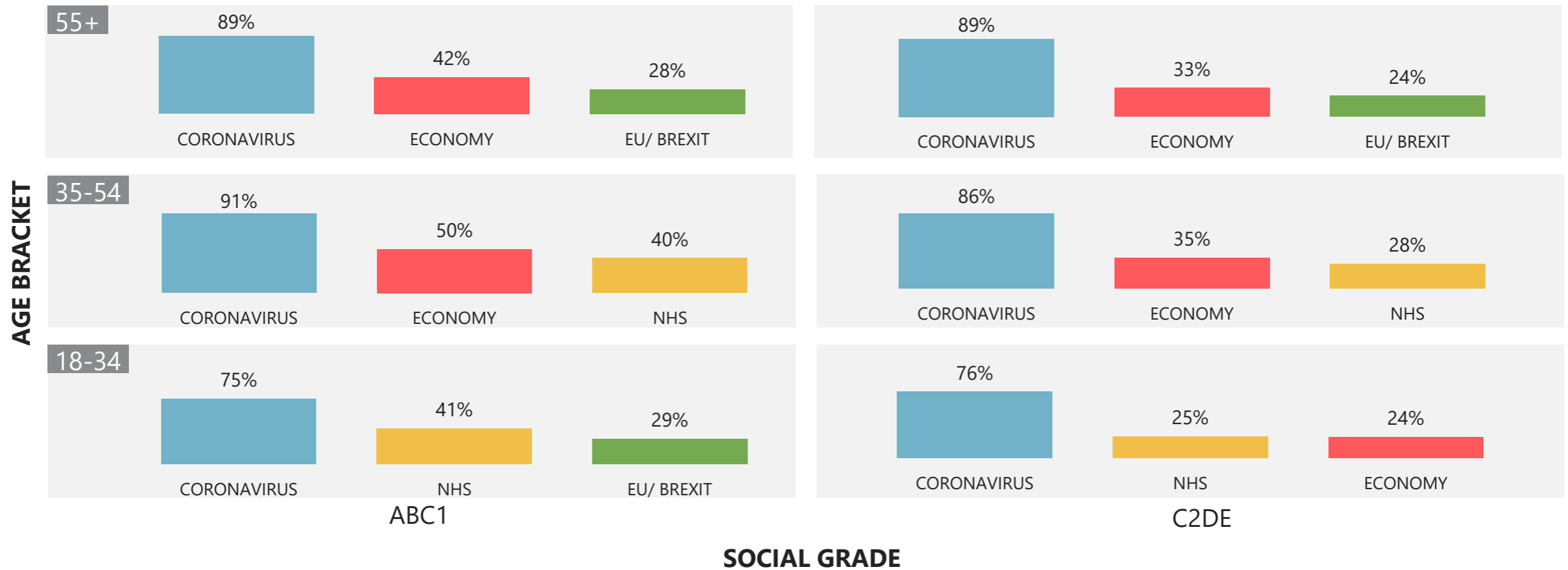


Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Age and social grade

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



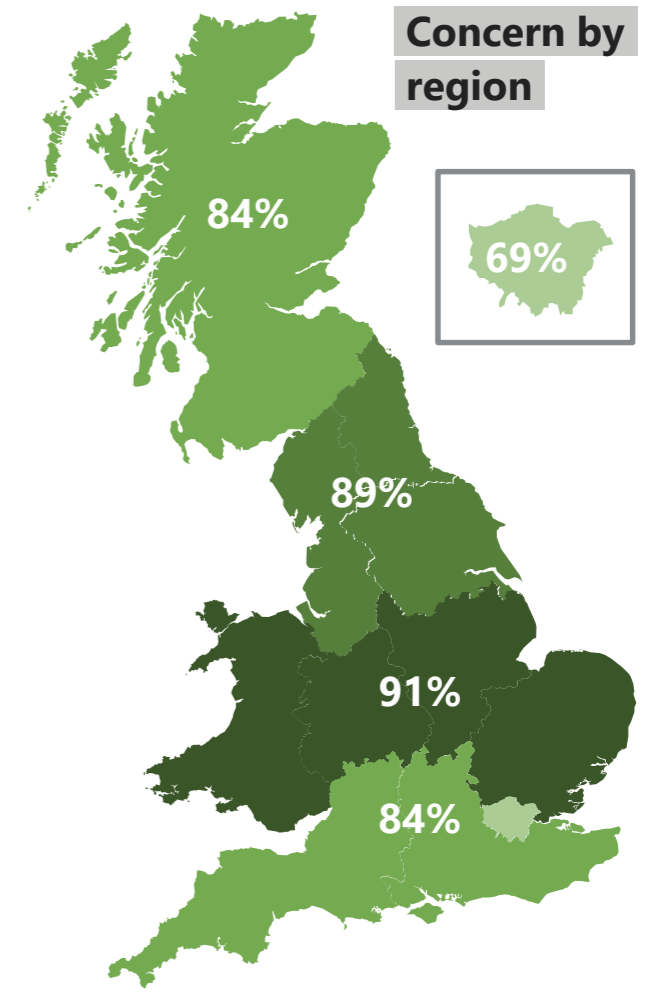
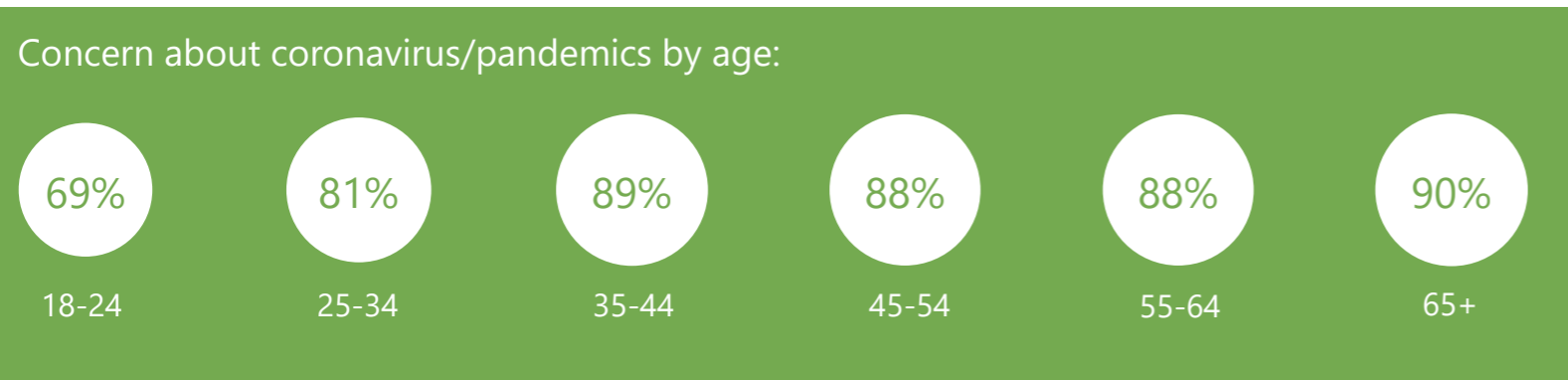
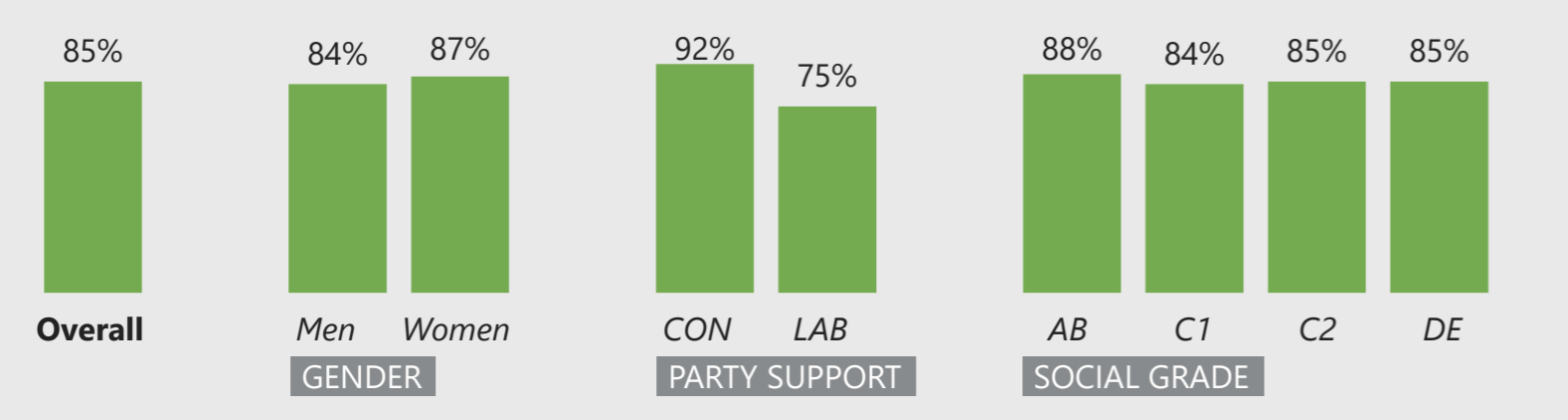
Base: 999 British adults 18+, 3 - 8 April 2020

Source: Ipsos MORI Issues Index

Concern about coronavirus/pandemic disease by subgroup

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

Concern about coronavirus/pandemics by key demographic groups:



Base: 999 British adults 18+, 3 - 8 April 2020

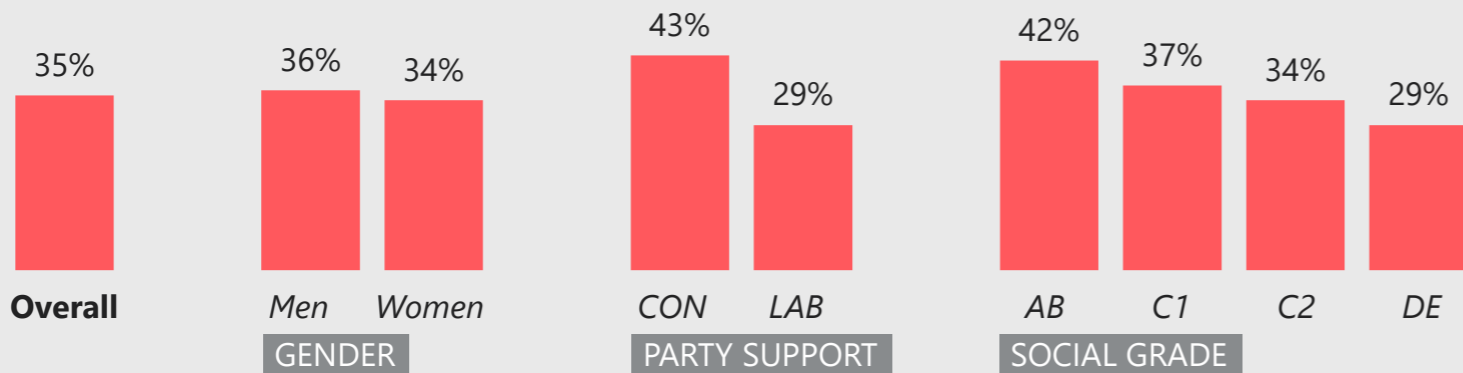


Ipsos MORI Issues Index

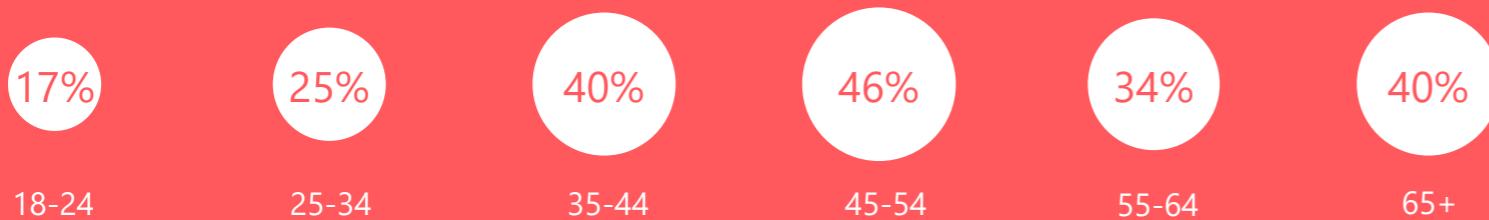
Concern about the economy by subgroup

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

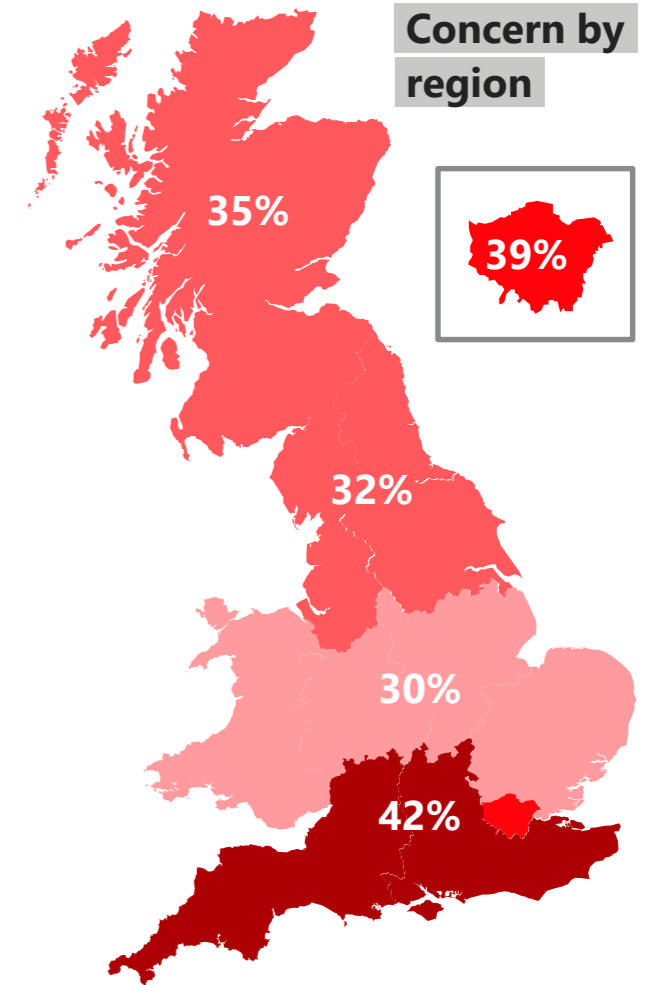
Concern about the economy by key demographic groups:



Concern about the economy by age:



Base: 999 British adults 18+, 3 - 8 April 2020

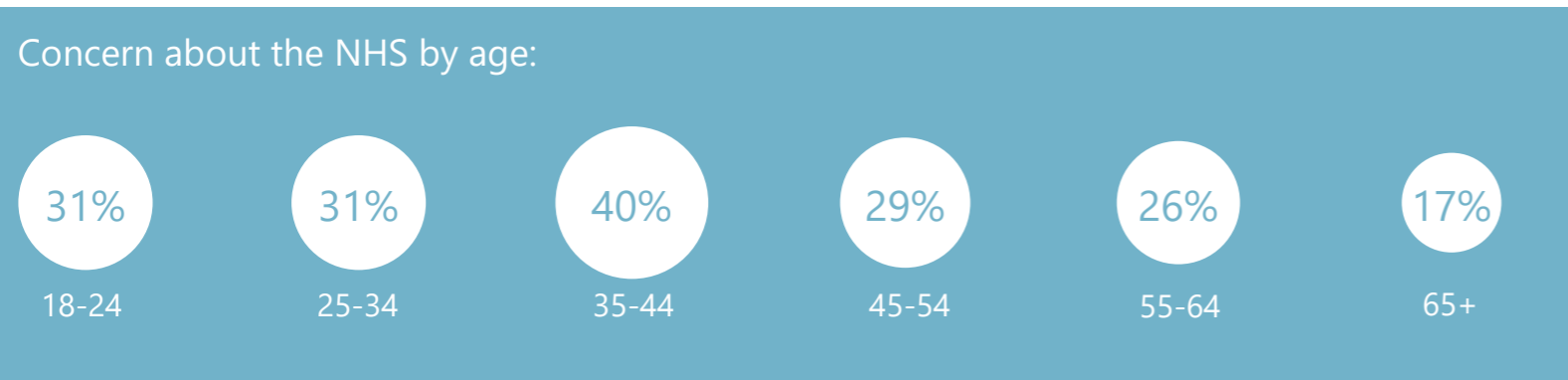
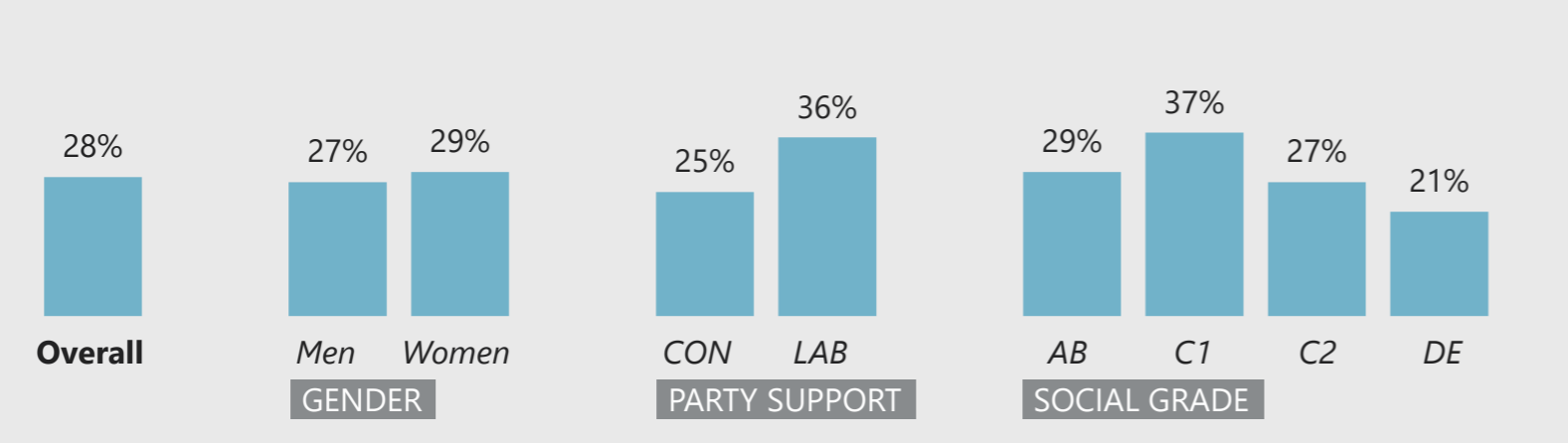


Ipsos MORI Issues Index

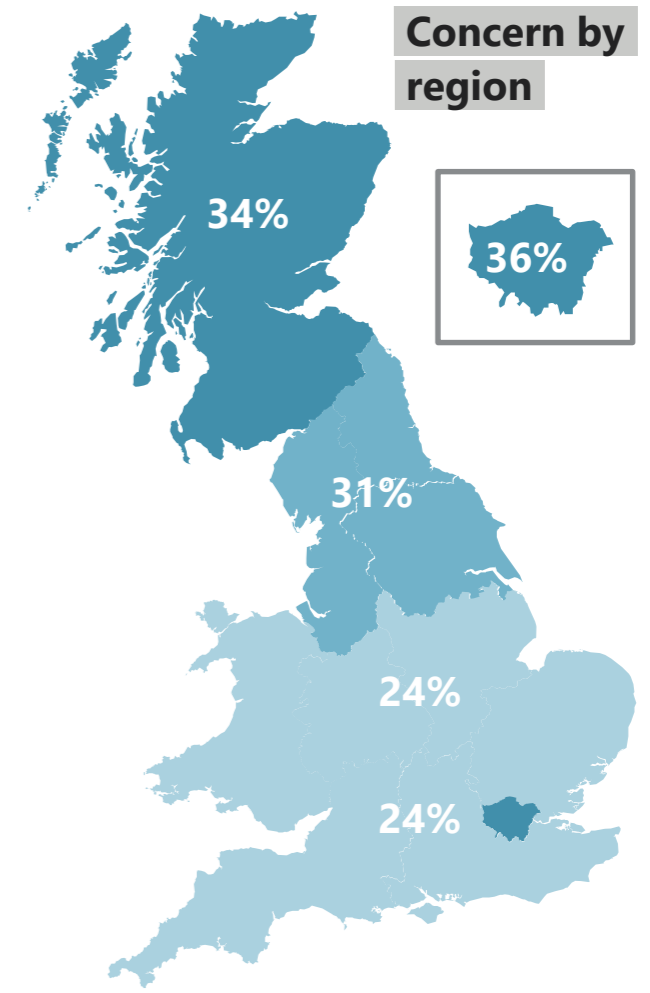
Concern about the NHS by subgroup

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

Concern about the NHS by key demographic groups:



Base: 999 British adults 18+, 3 - 8 April 2020



Ipsos MORI Issues Index

Ipsos MORI Issues Index: Highest ever scores

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

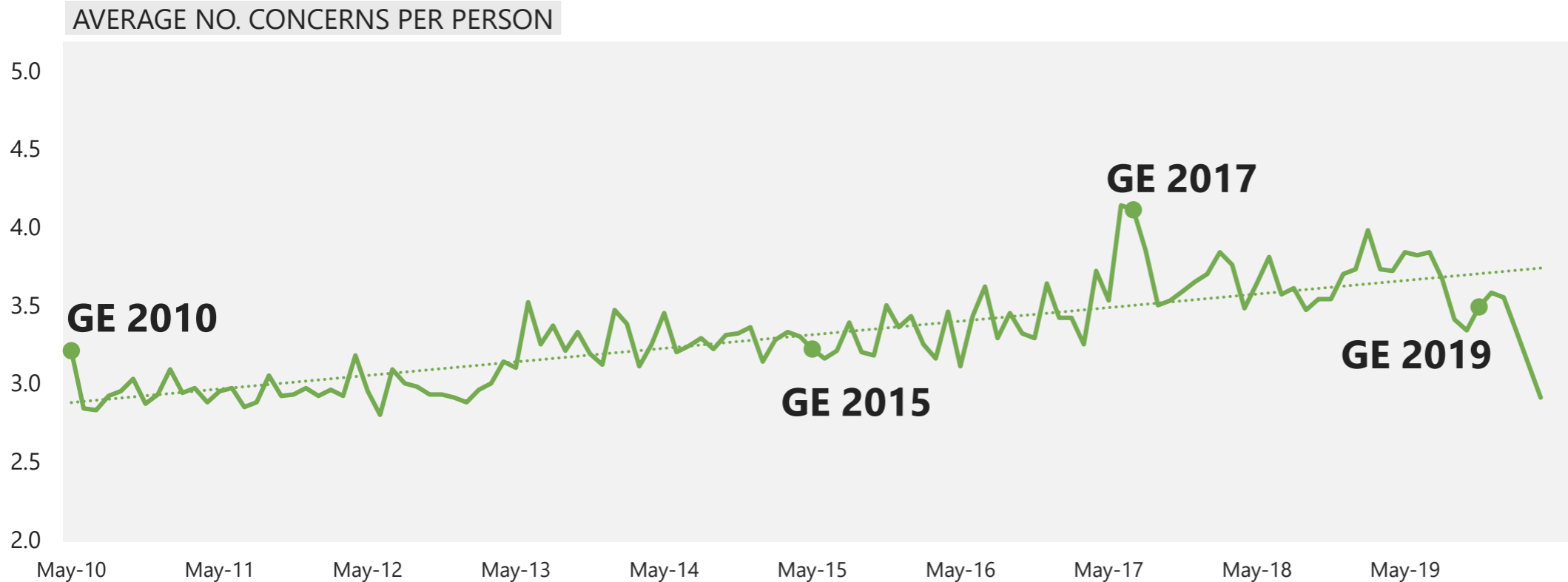


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data is collected by telephone; previous months are face-to-face

Ipsos MORI Issues Index

Average worries cited per month, 2010-2020

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

Concern about the NHS and Economy

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

Most see the economy as a bigger national concern than the NHS.

But Labour party supporters and those aged 18-34 see the NHS as a bigger worry than the economy.



Base: 999 British adults 18+, 3 - 8 April 2020

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For more information contact:

Gideon.Skinner@ipsos.com

Michael.Clemence@ipsos.com

