

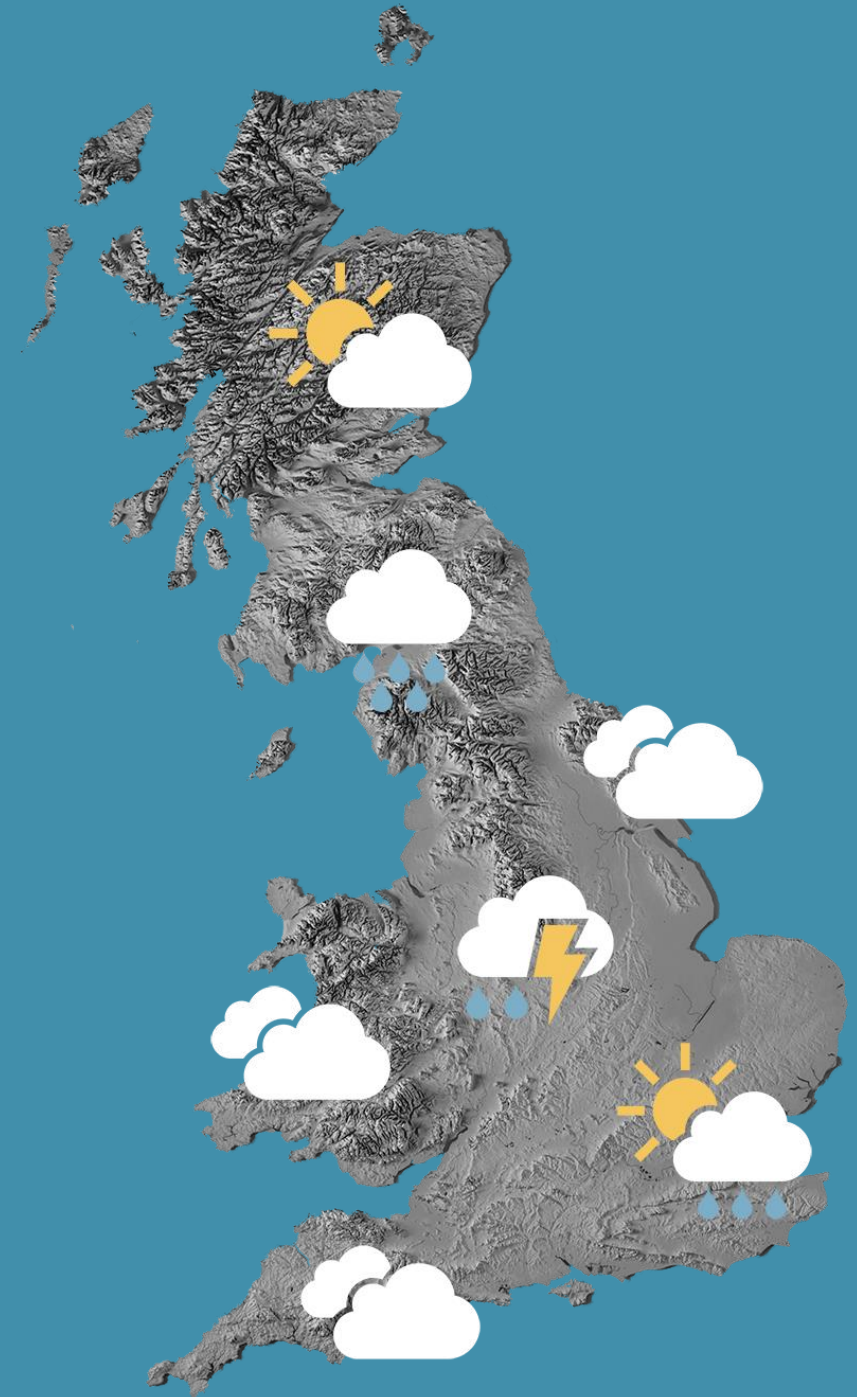
IPSOS MORI ISSUES INDEX

February 2020

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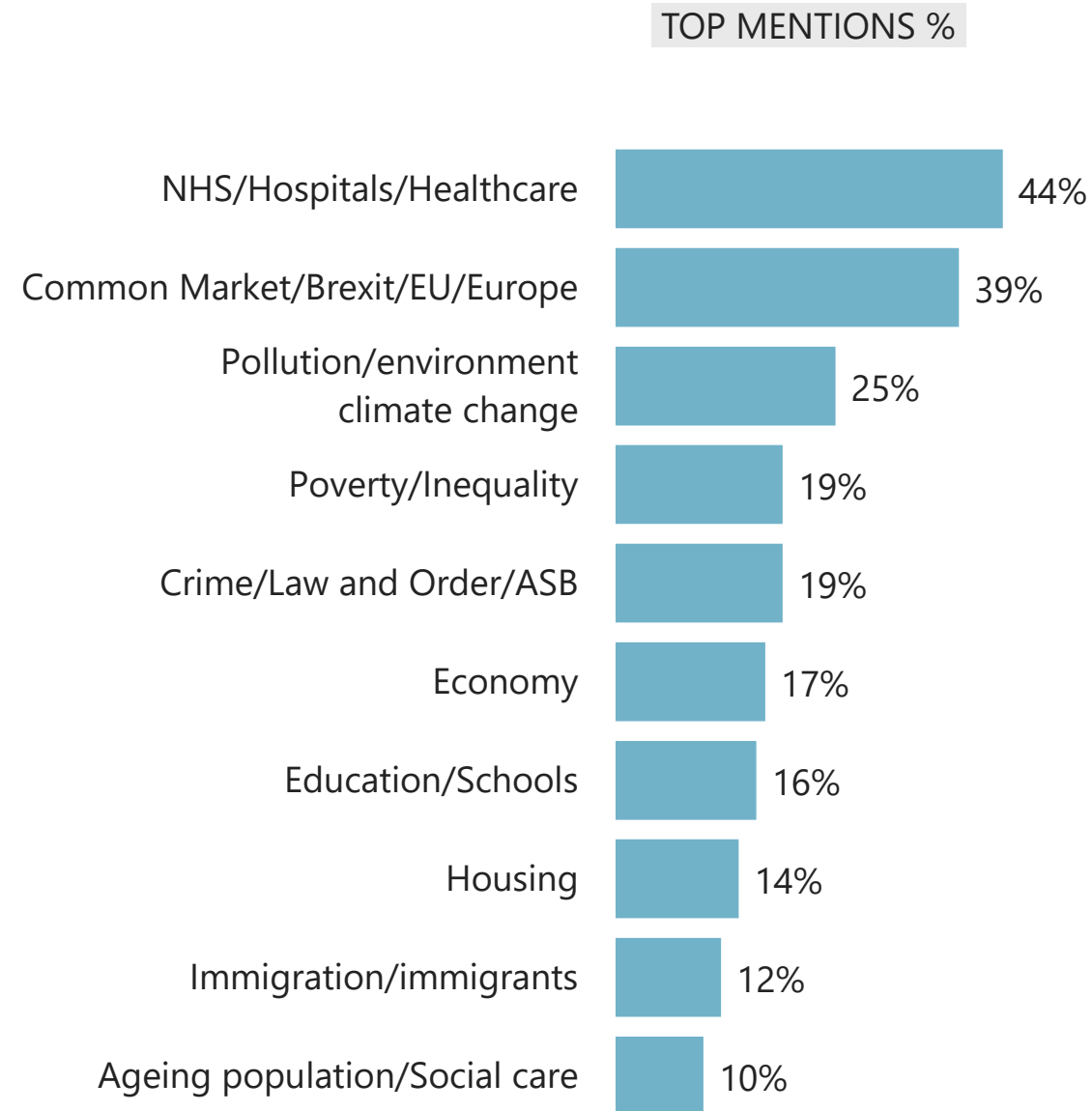


Ipsos MORI



February 2020

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



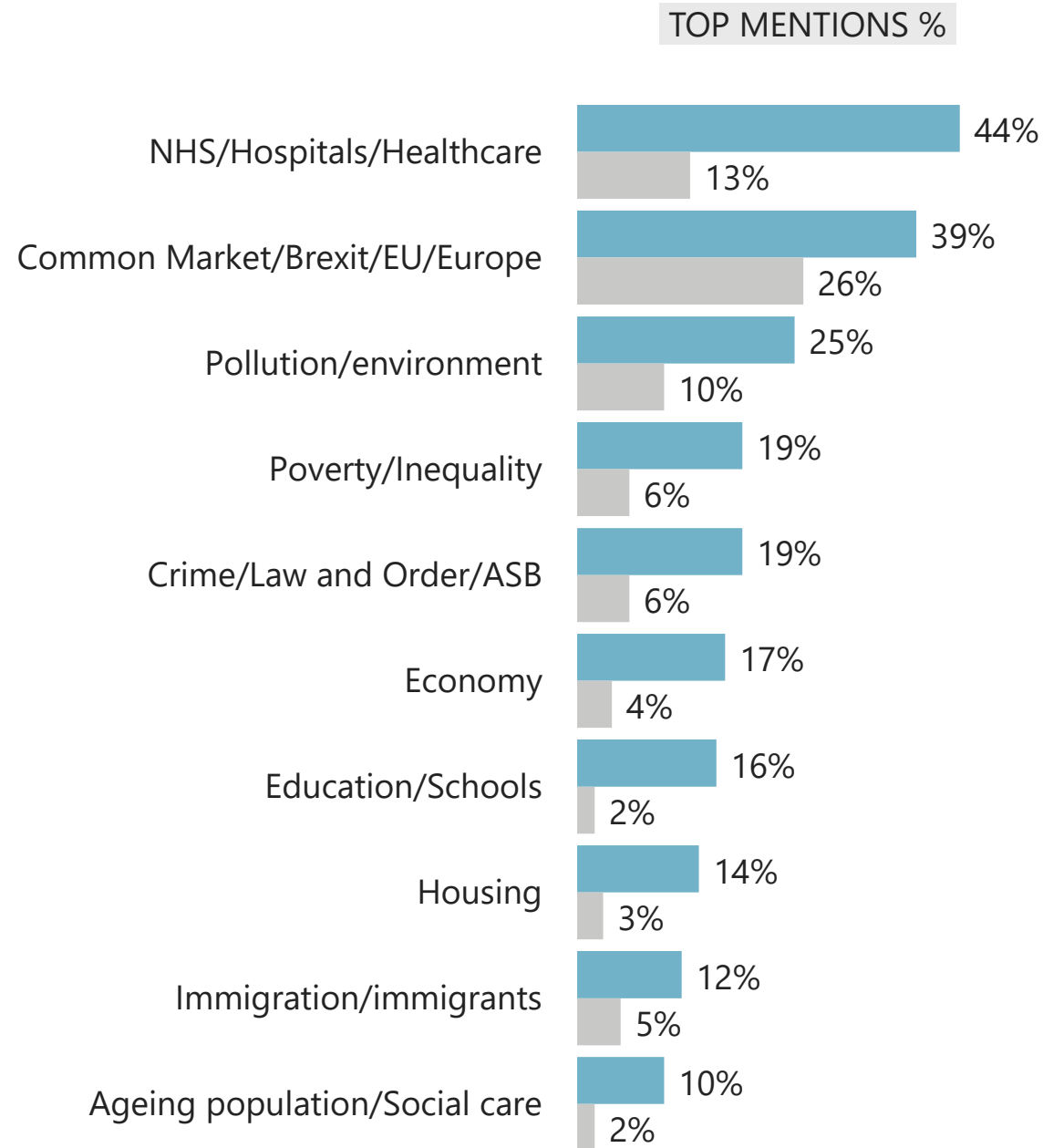
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%	Position
0	+1 ▲
-8	-1 ▼
+2	—
-3	—
-1	—
+4	+3 ▲
-2	-1 ▼
0	—
-4	-2 ▼
0	—

Base: 1,005 British adults 18+, 7 – 23 February 2020

February 2020

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

Base: 1,005 British adults 18+, 7 – 23 February 2020



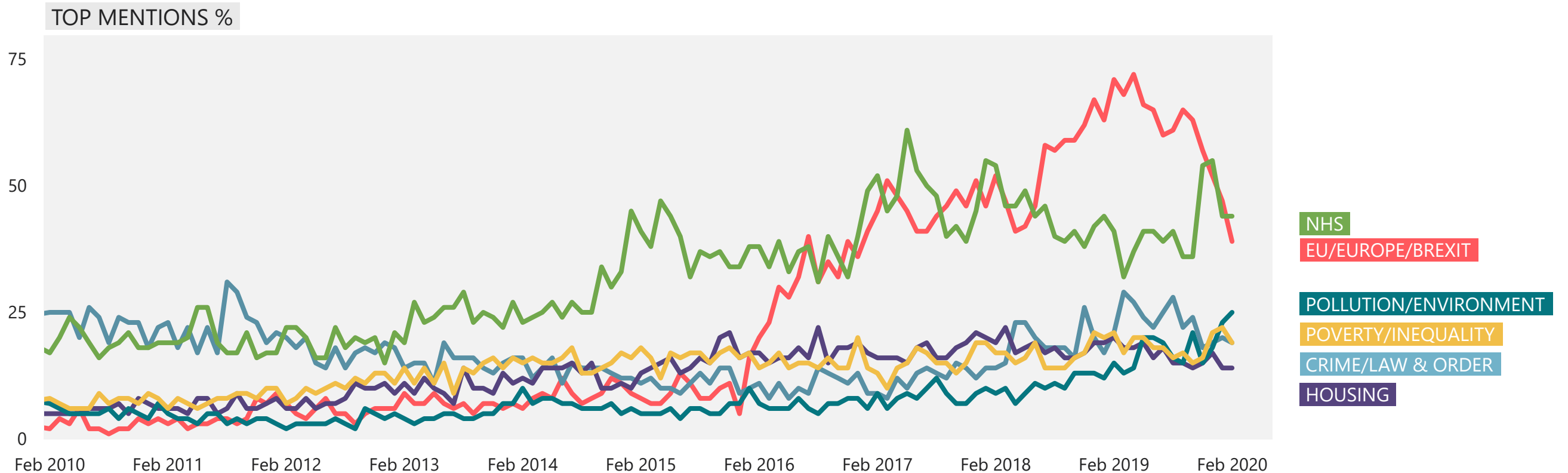
MOST/OTHER
IMPORTANT ISSUES

MOST IMPORTANT
ISSUE

Source: Ipsos MORI Issues Index

Growing concerns

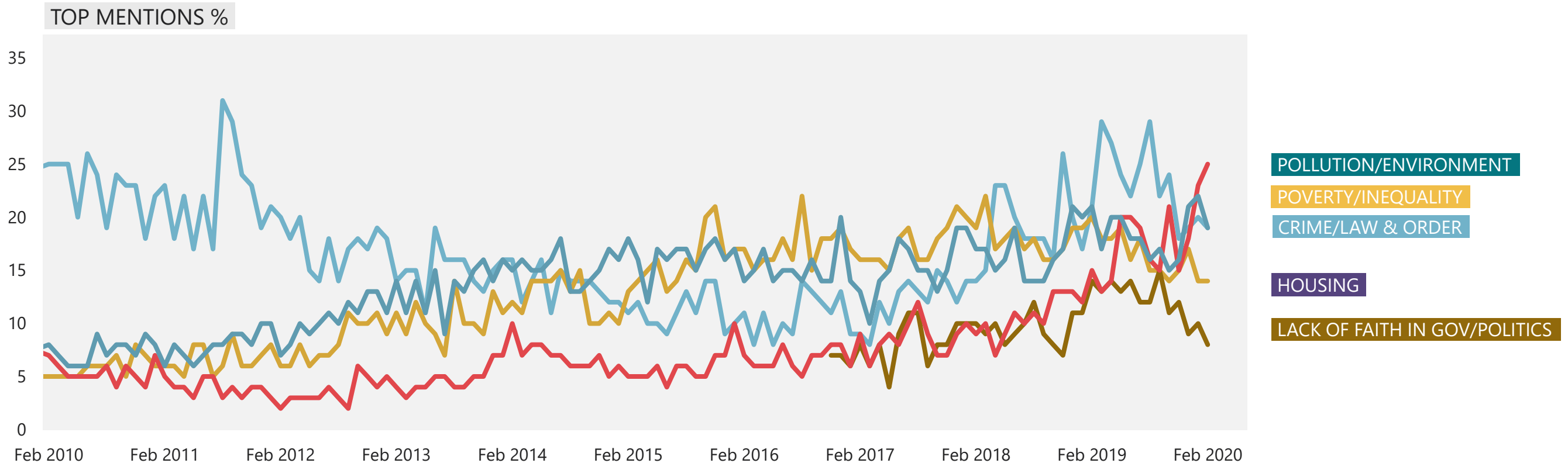
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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

Growing concerns – beneath the headlines

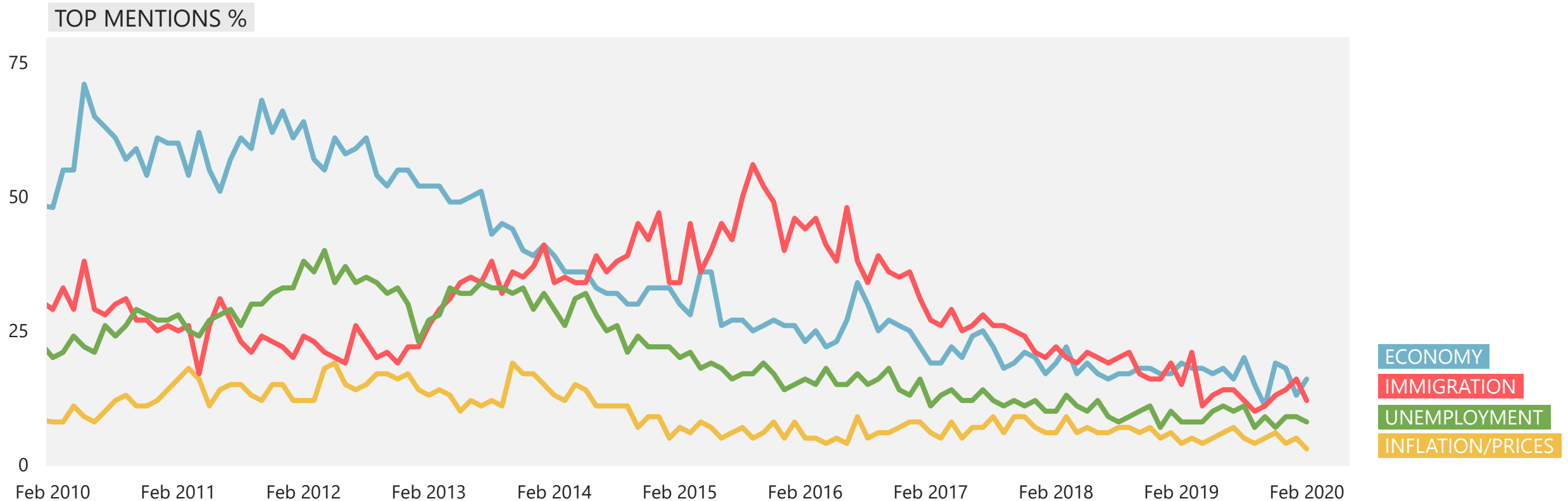
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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Declining issues

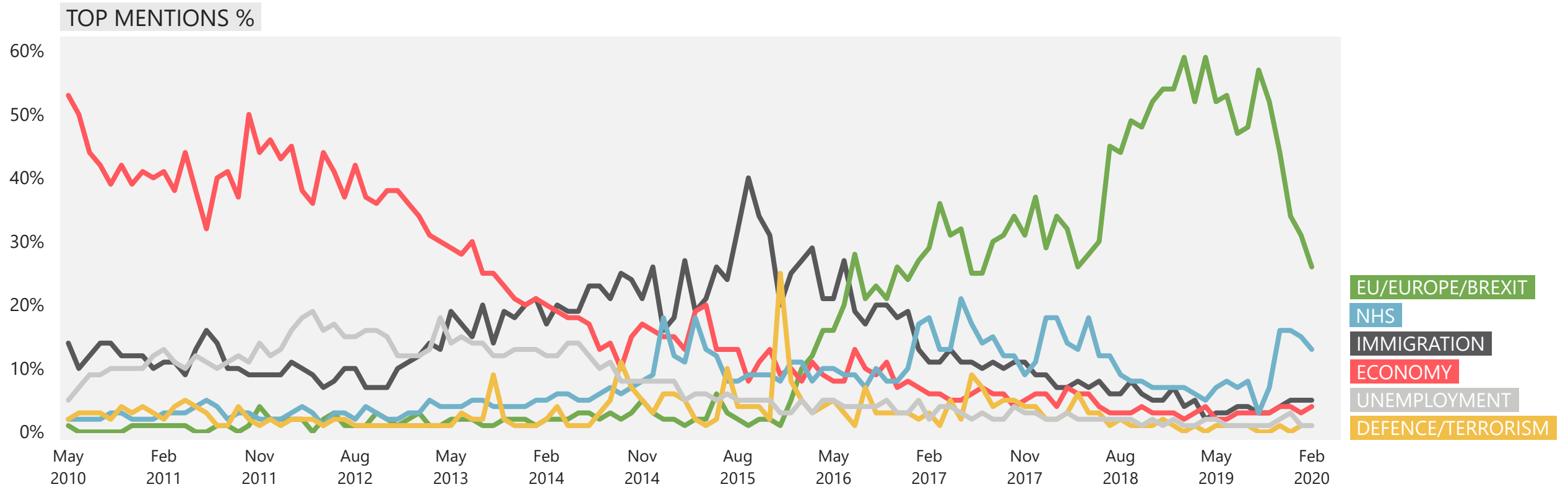
WHAT DO YOU SEE AS THE MOST/OTHER IMPORTANT ISSUES FACING BRITAIN TODAY?



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

Single Biggest Issue 2010 - 2020

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

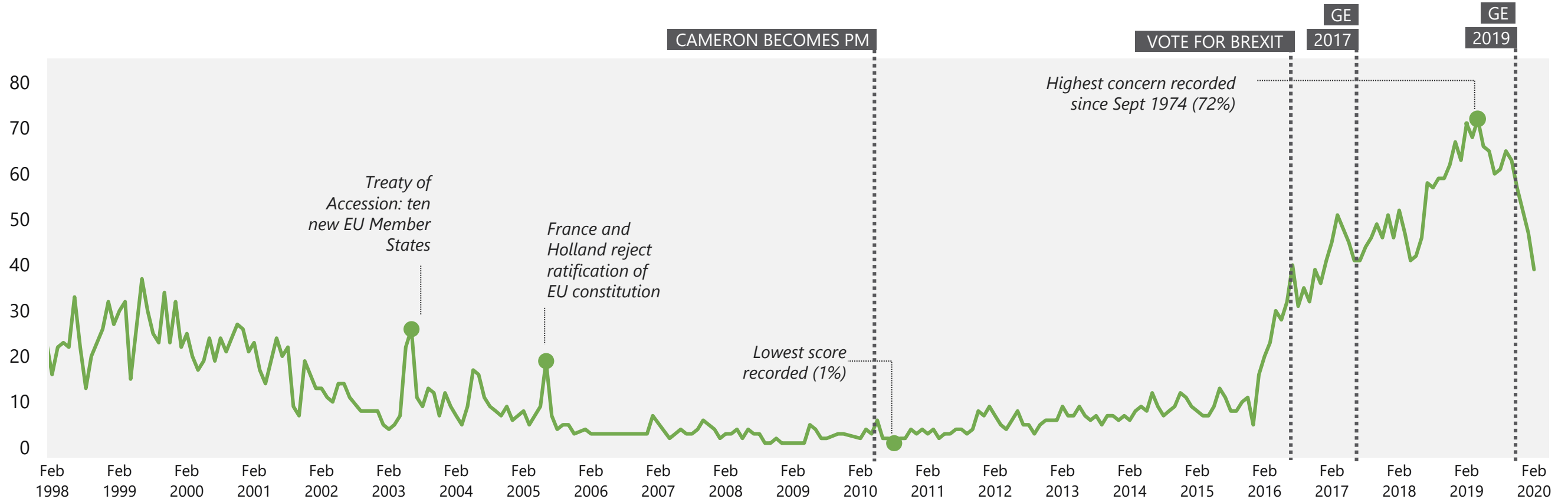


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

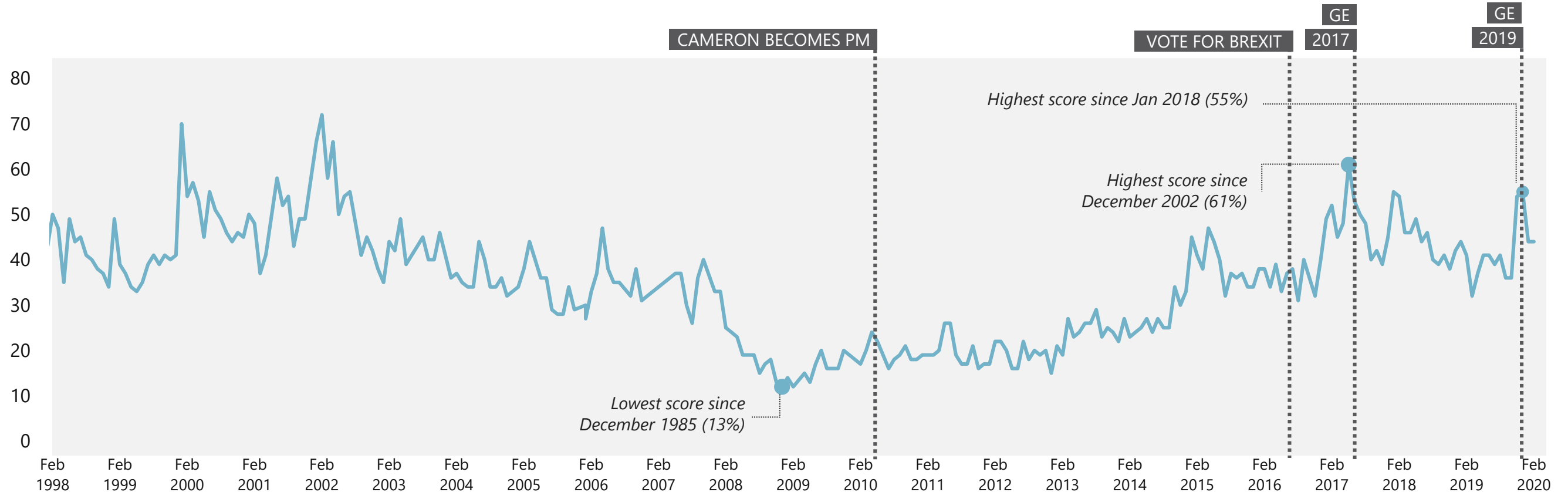


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

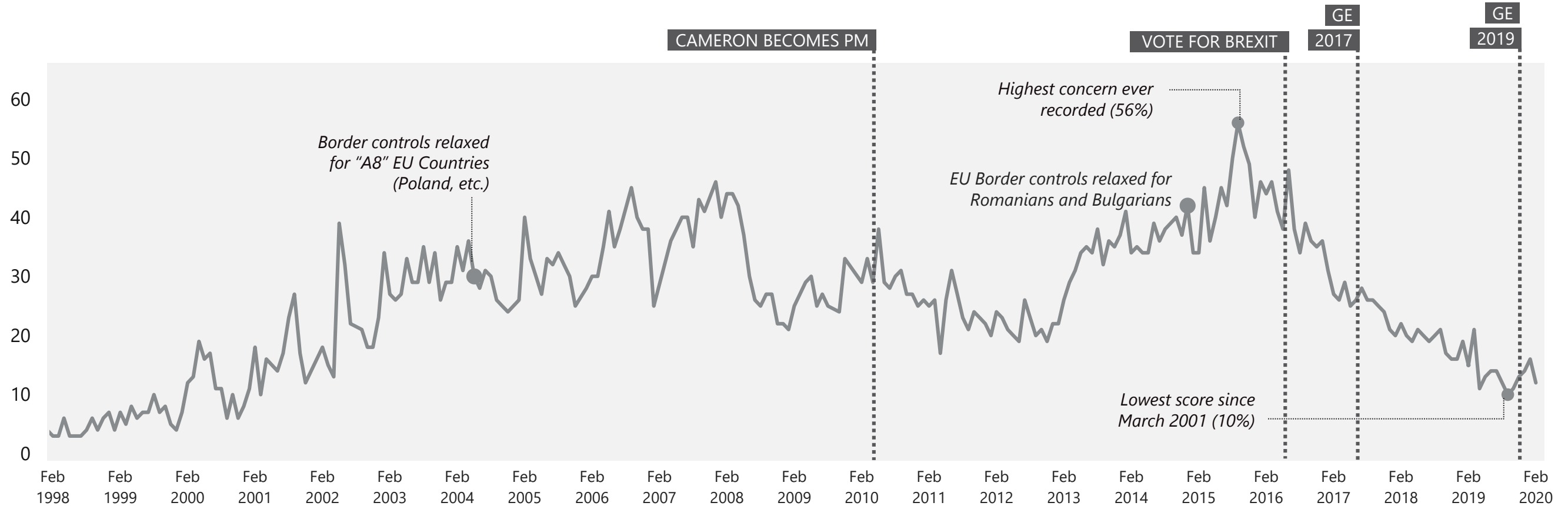


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

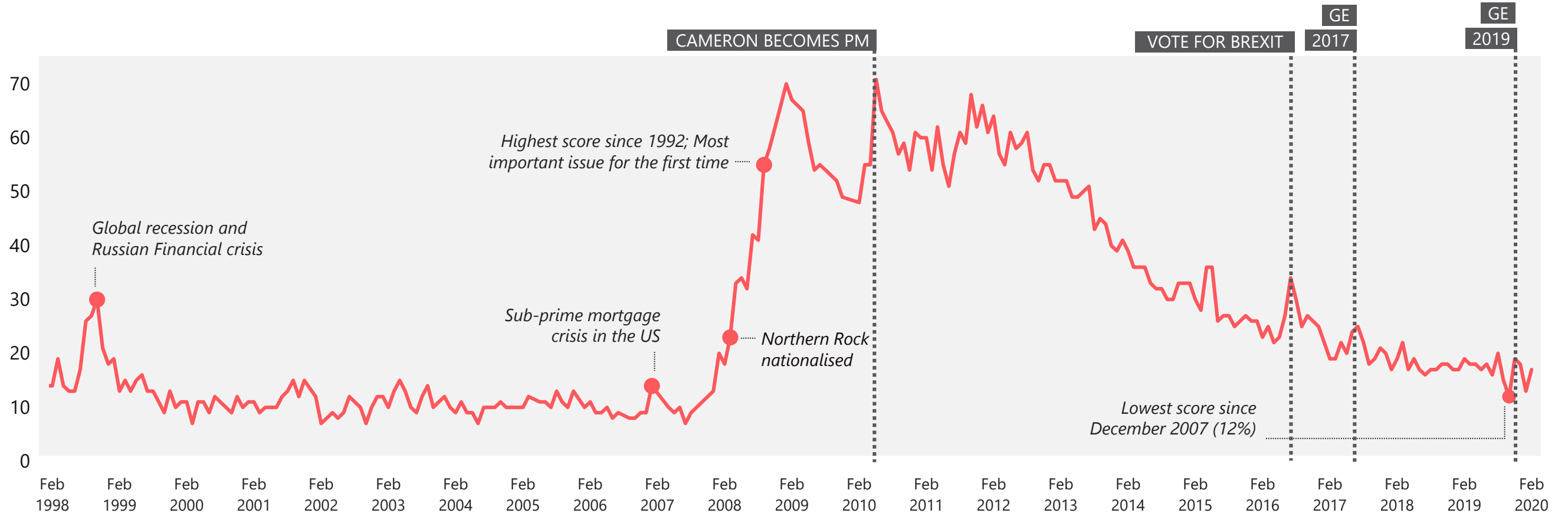


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

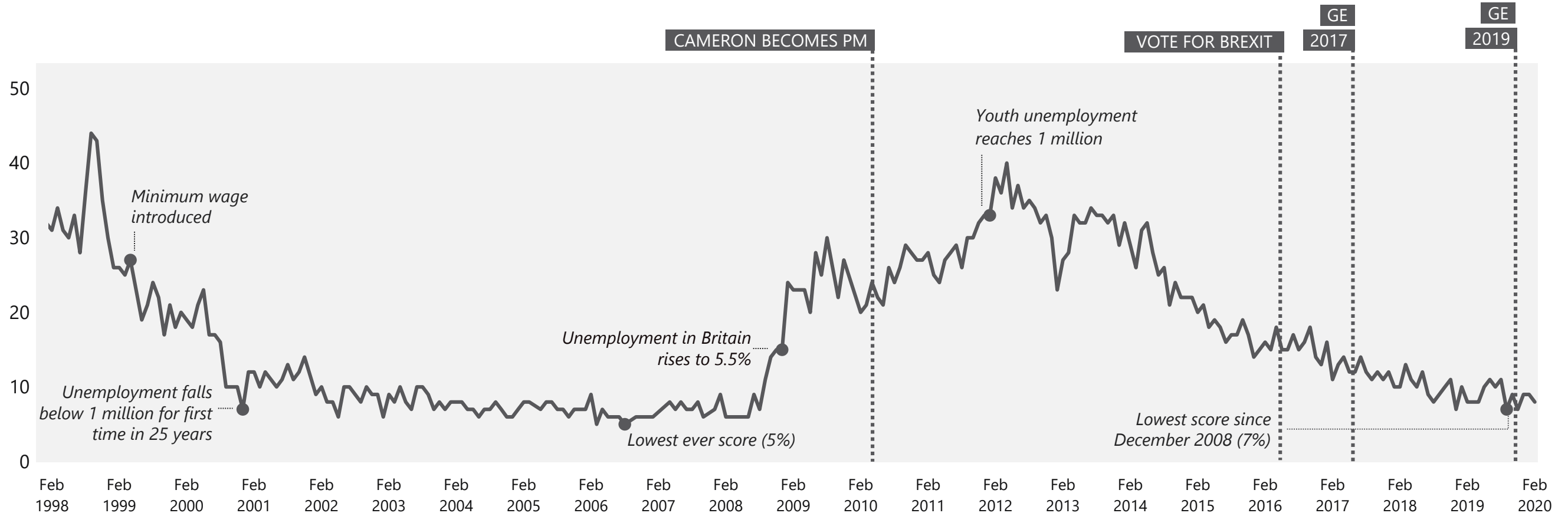


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

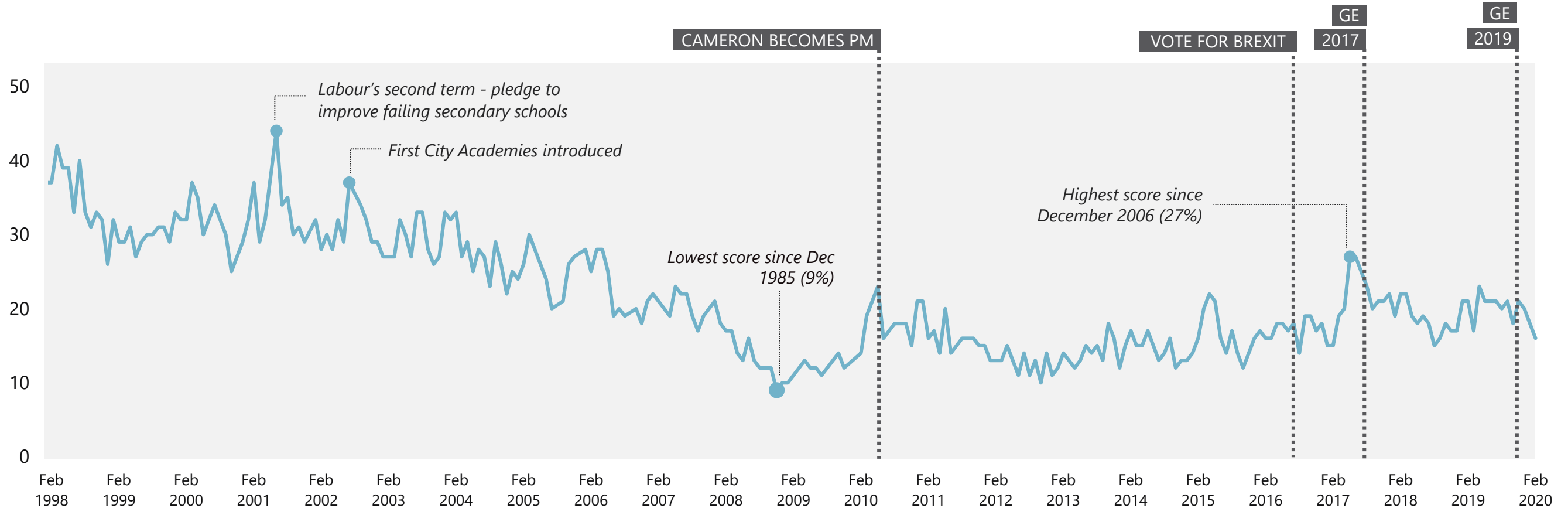


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Education / Schools

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

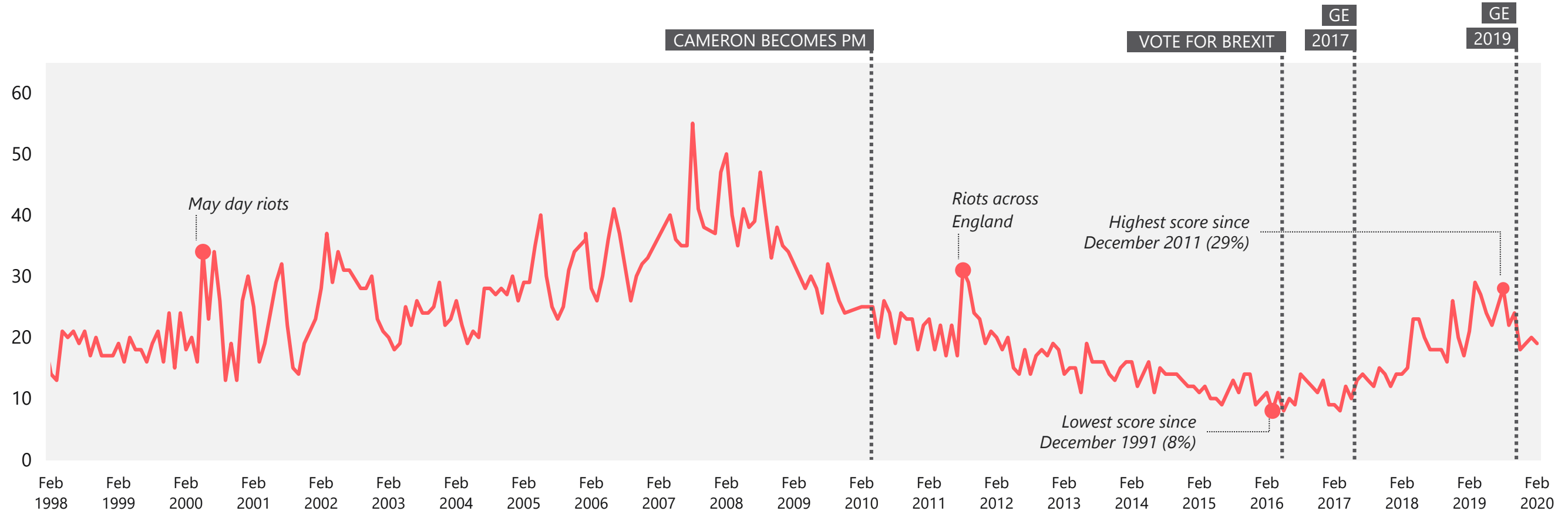


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

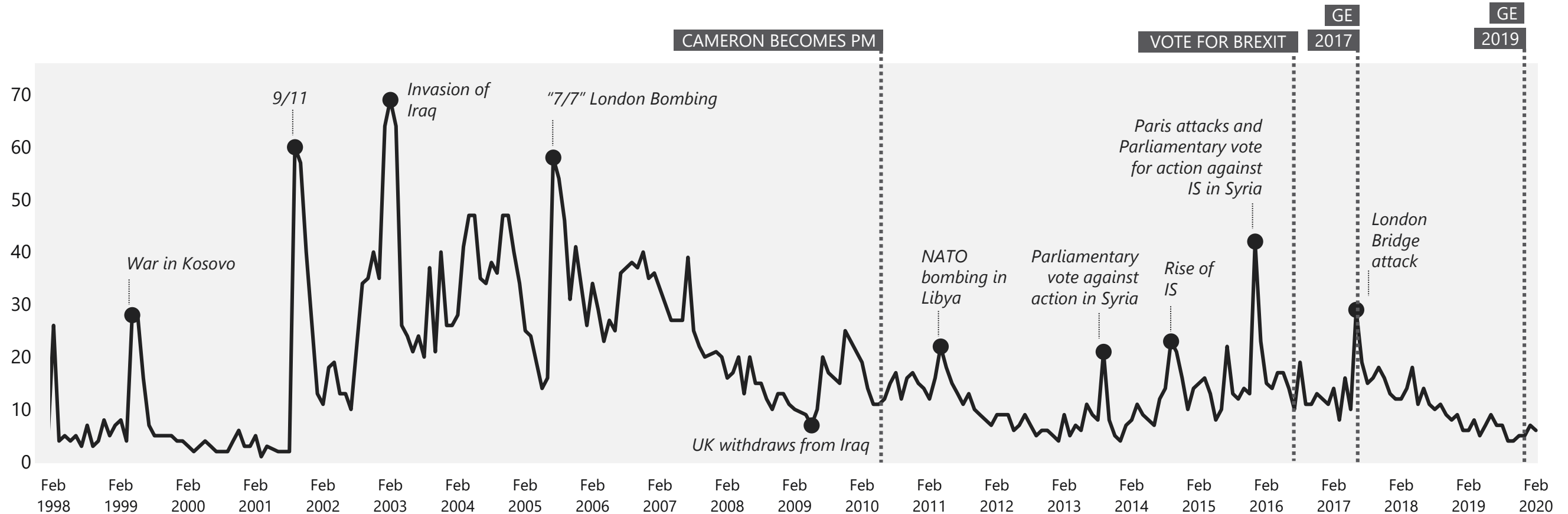


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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

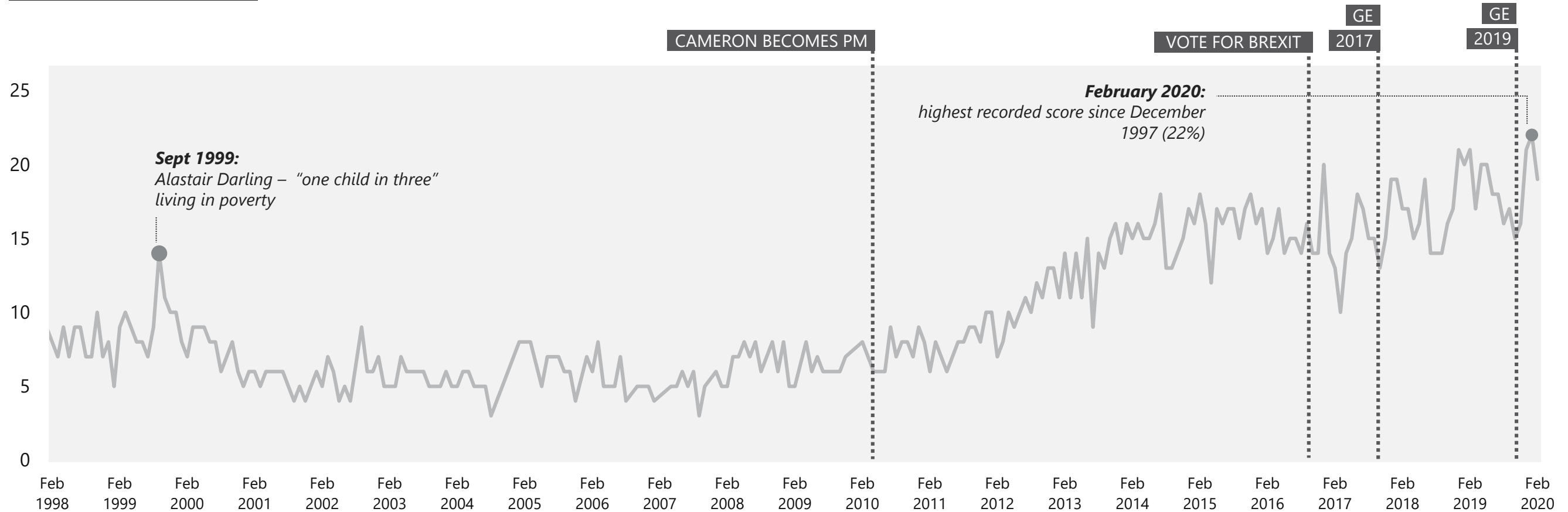


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Poverty/inequality

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

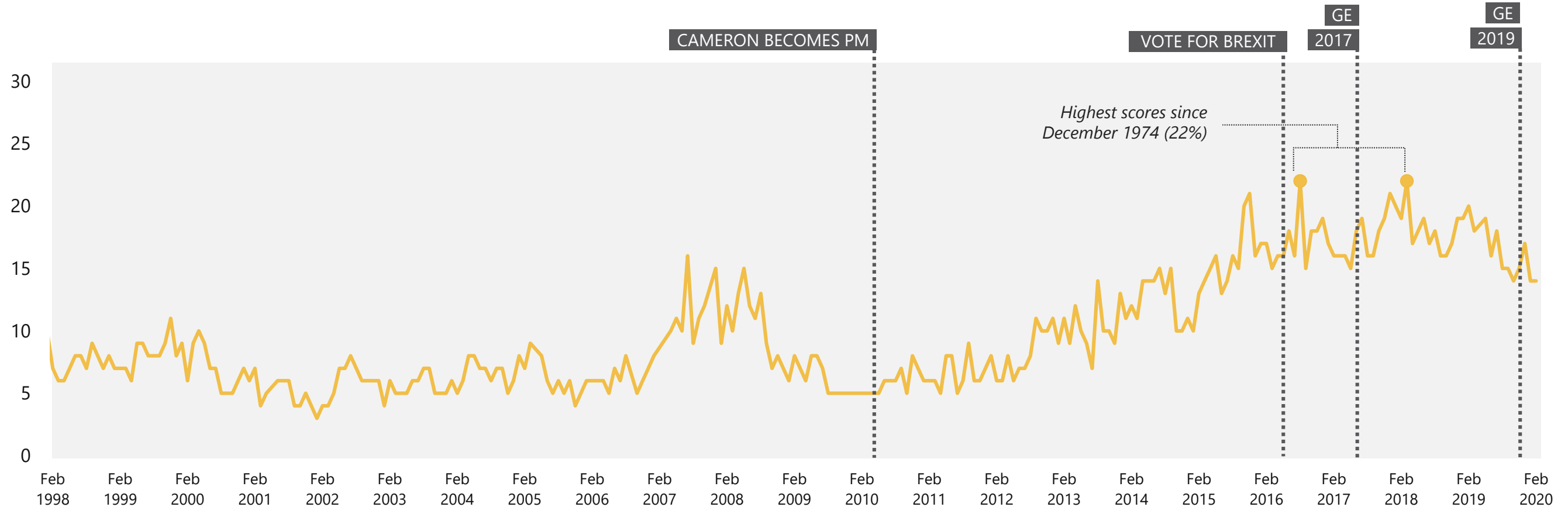


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Housing

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

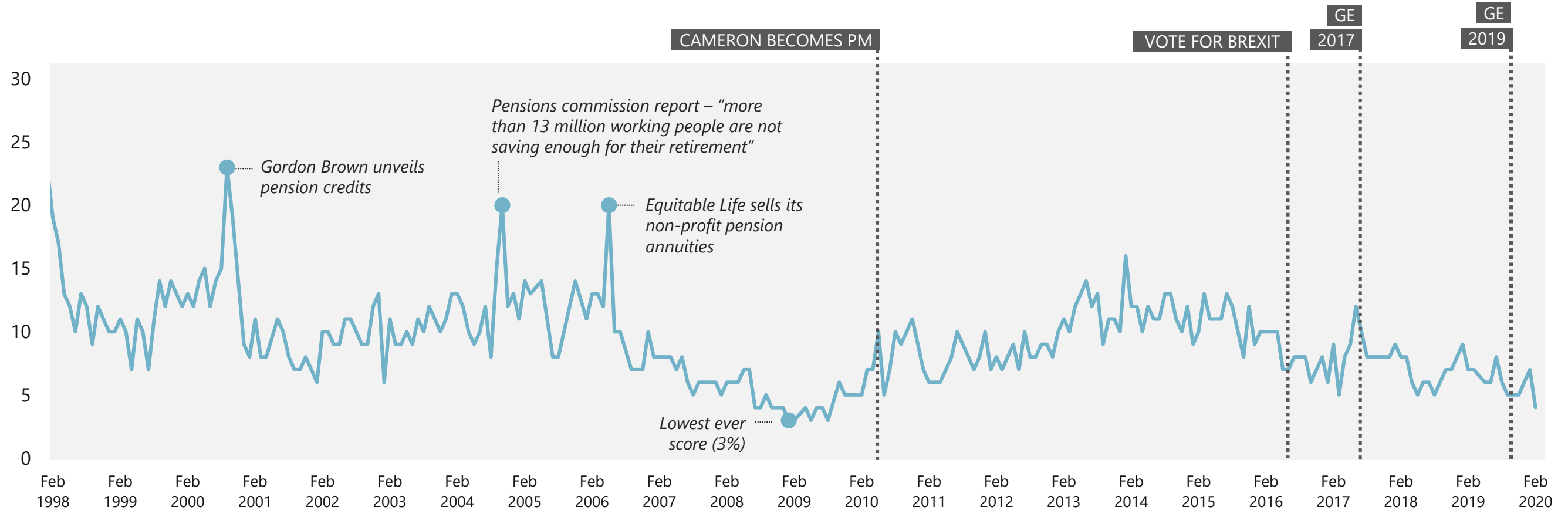


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Pensions/Social Security/Benefits

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

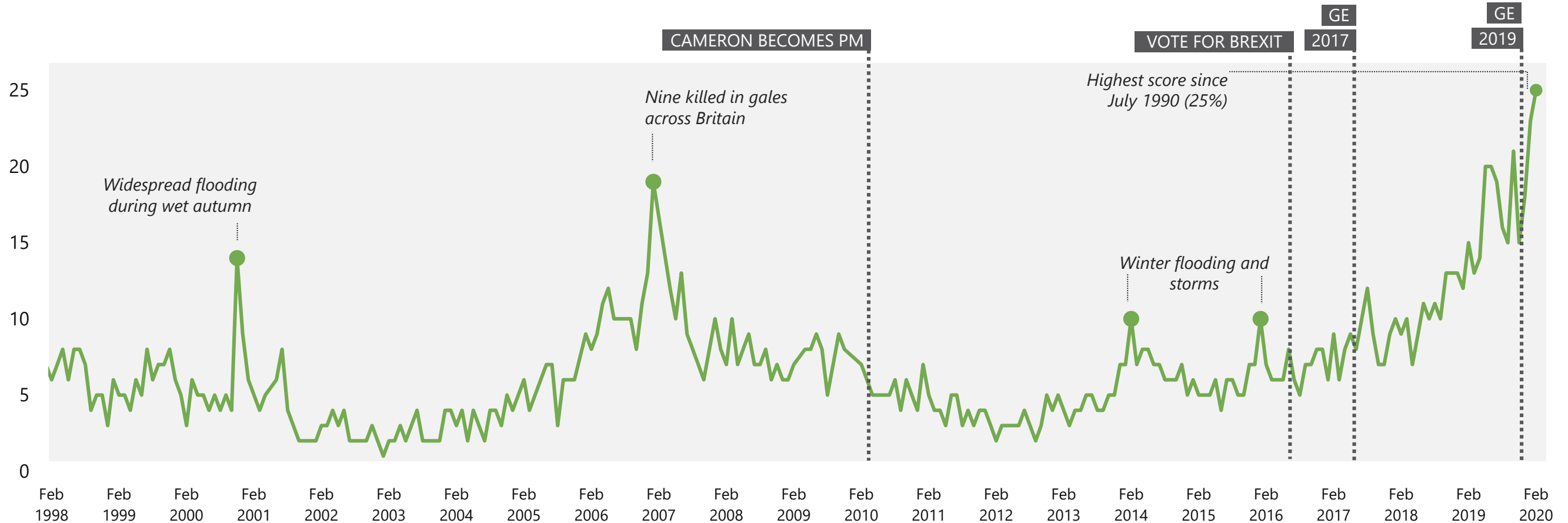


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Pollution / Environment

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

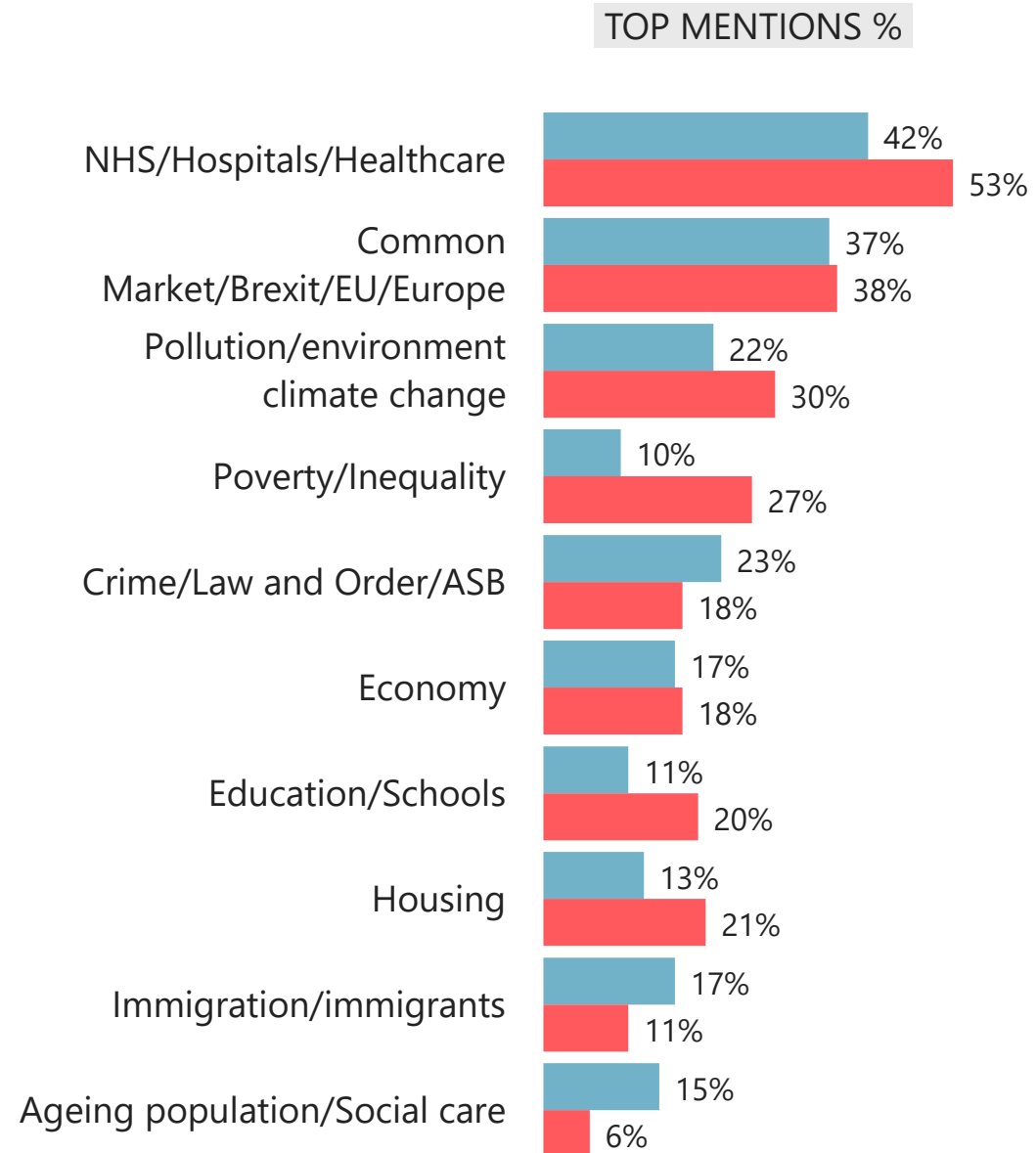


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Party support

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



CONSERVATIVE
SUPPORTERS

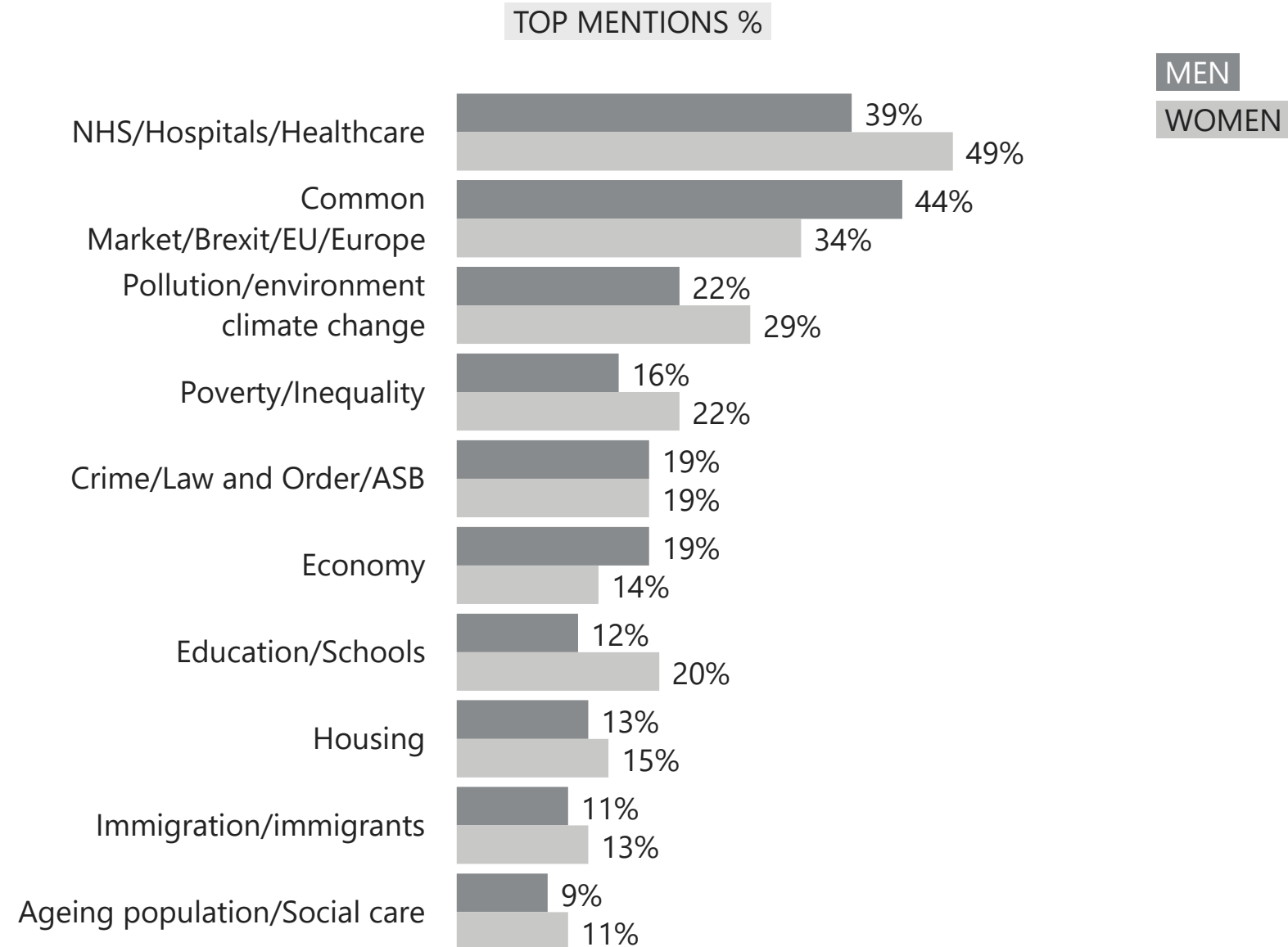
LABOUR
SUPPORTERS

Base: 1,005 British adults 18+, 7 - 23 February 2020

Source: Ipsos MORI Issues Index

Men and women

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

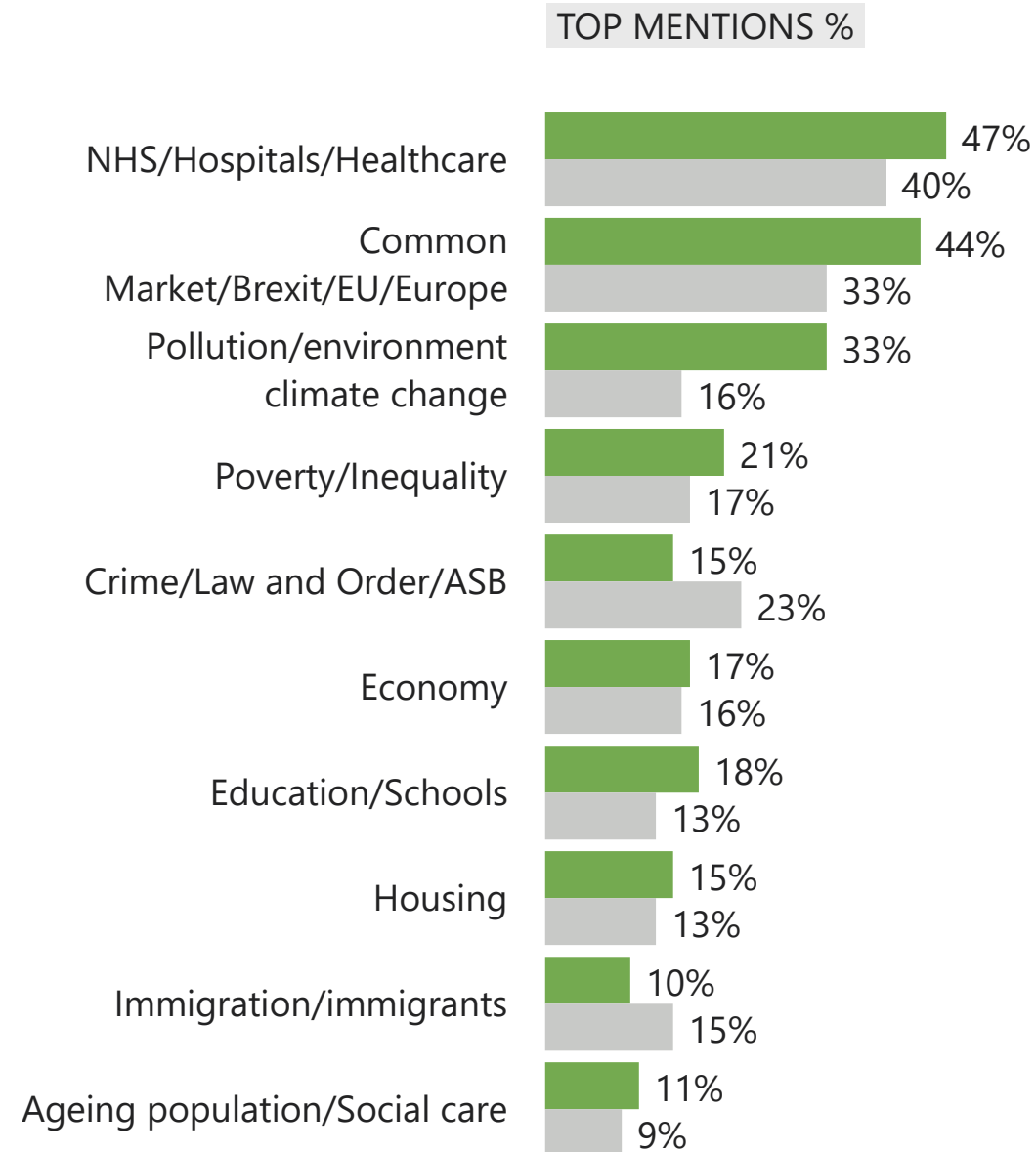


Base: 1,005 British adults 18+, 7 - 23 February 2020

Source: Ipsos MORI Issues Index

Social grade

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



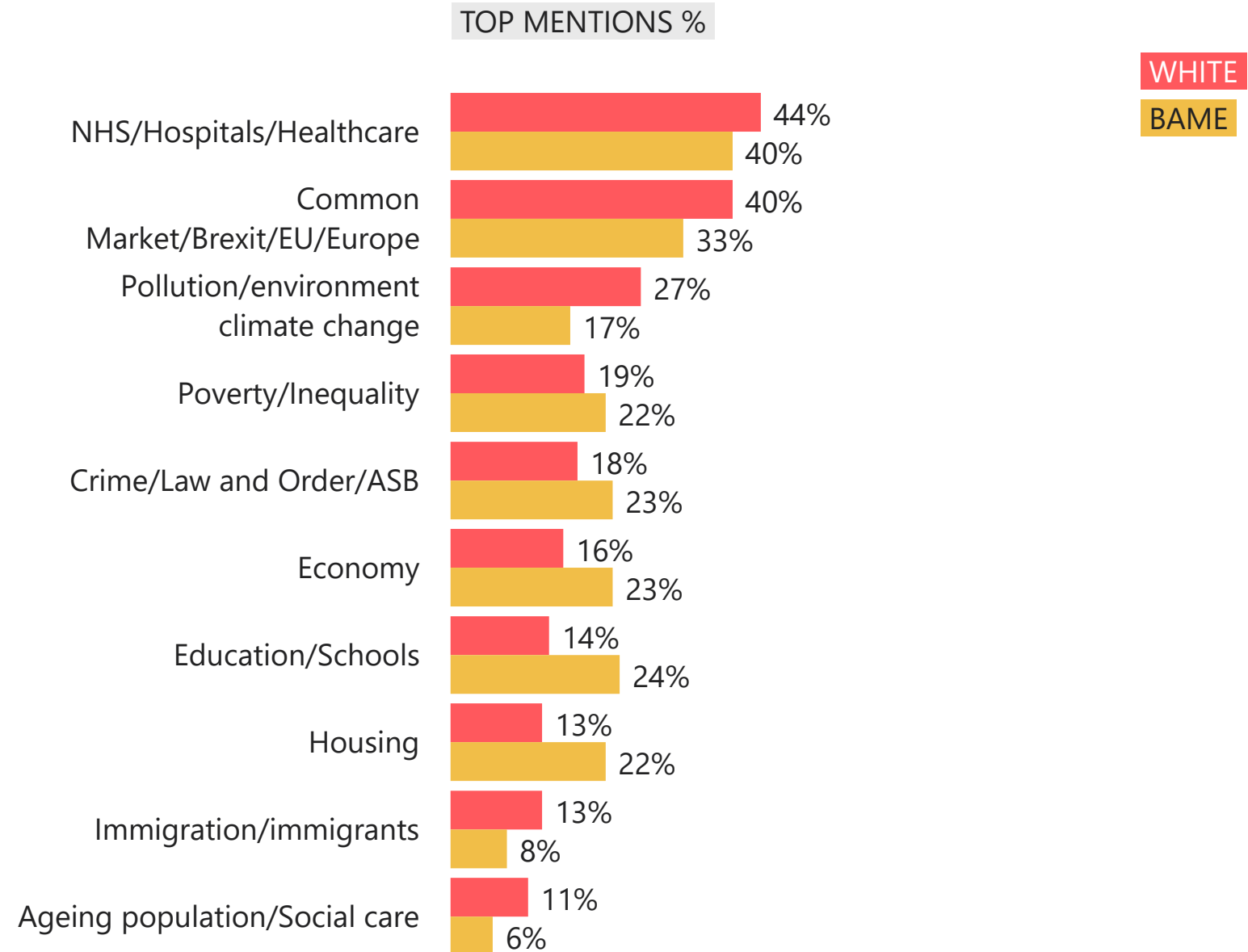
ABC1
C2DE

Base: 1,005 British adults 18+, 7 - 23 February 2020

Source: Ipsos MORI Issues Index

Ethnic background

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

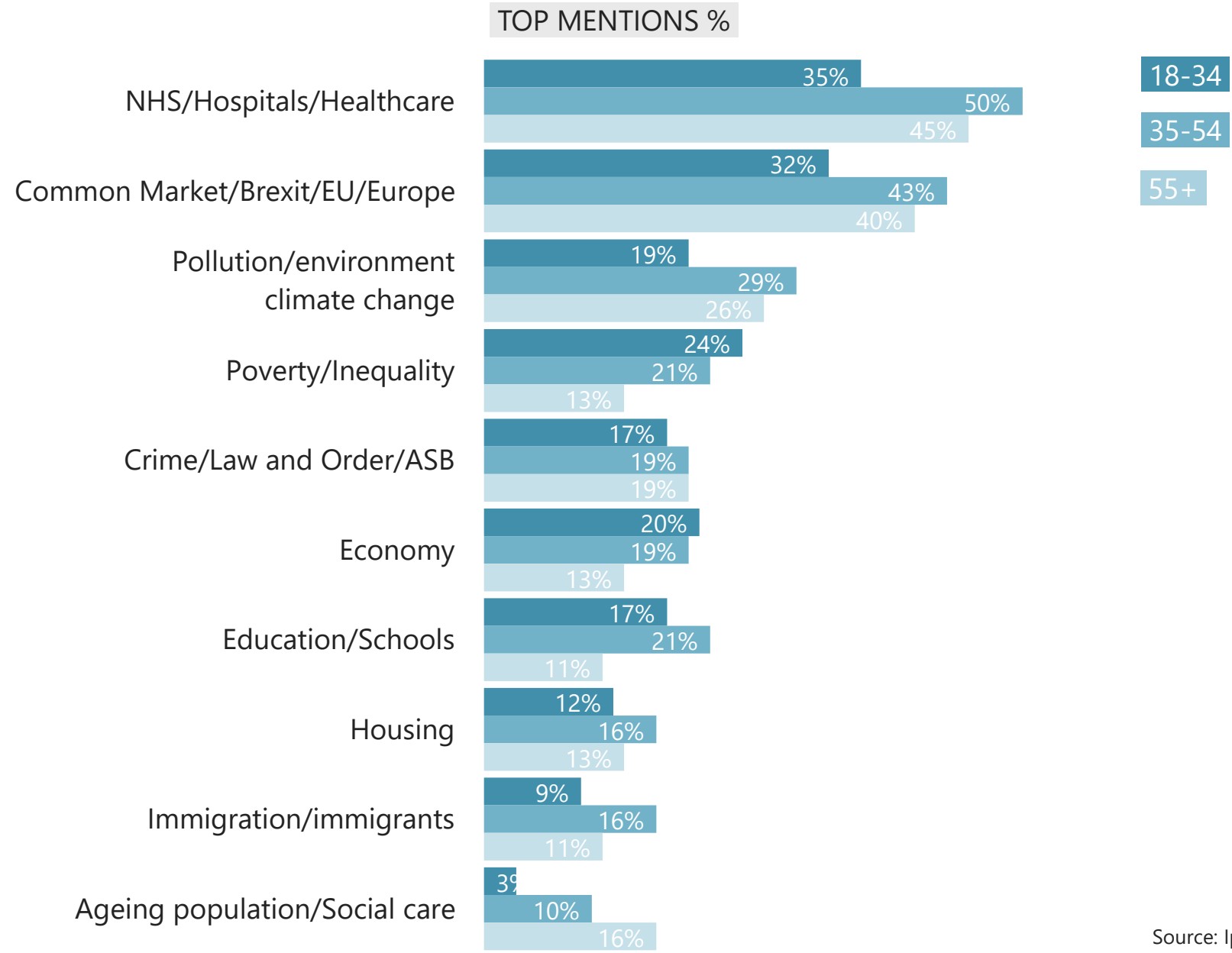


Base: 1,005 British adults 18+, 7 - 23 February 2020

Source: Ipsos MORI Issues Index

Age group

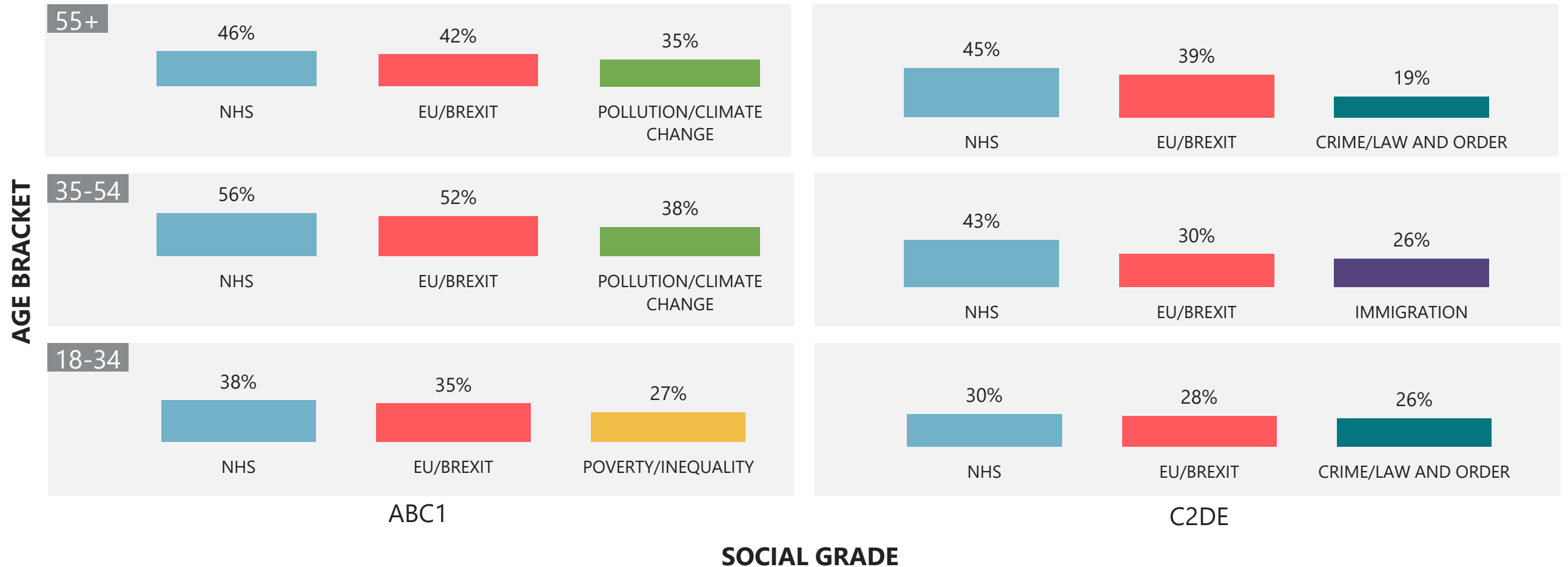
WHAT DO YOU SEE
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IMPORTANT ISSUES
FACING BRITAIN TODAY?



Base: 1,005 British adults 18+, 7 - 23 February 2020

Age and social grade

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

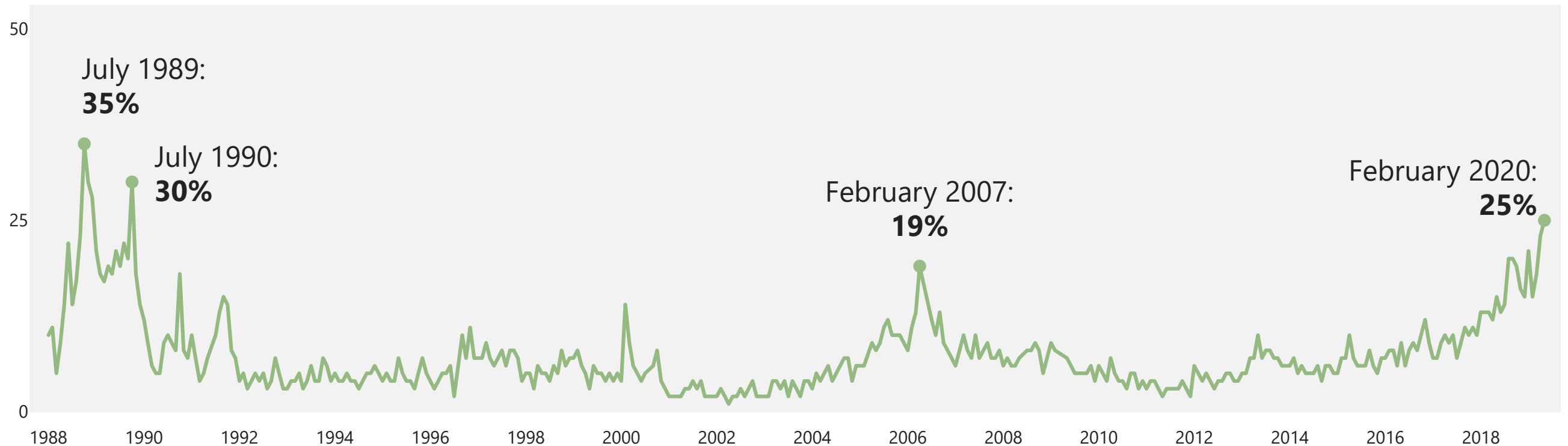


Base: 1,005 British adults 18+, 7 - 23 February 2020

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*



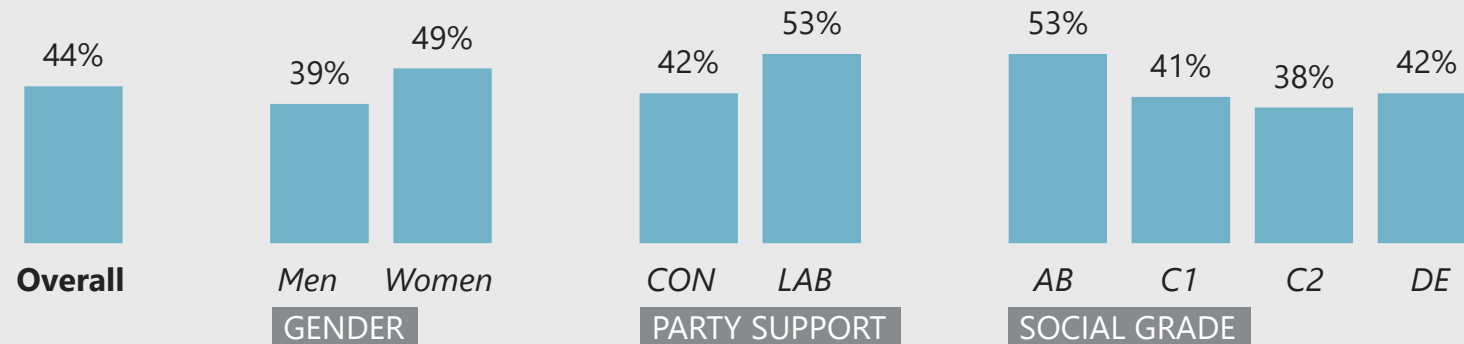
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Concern about 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:

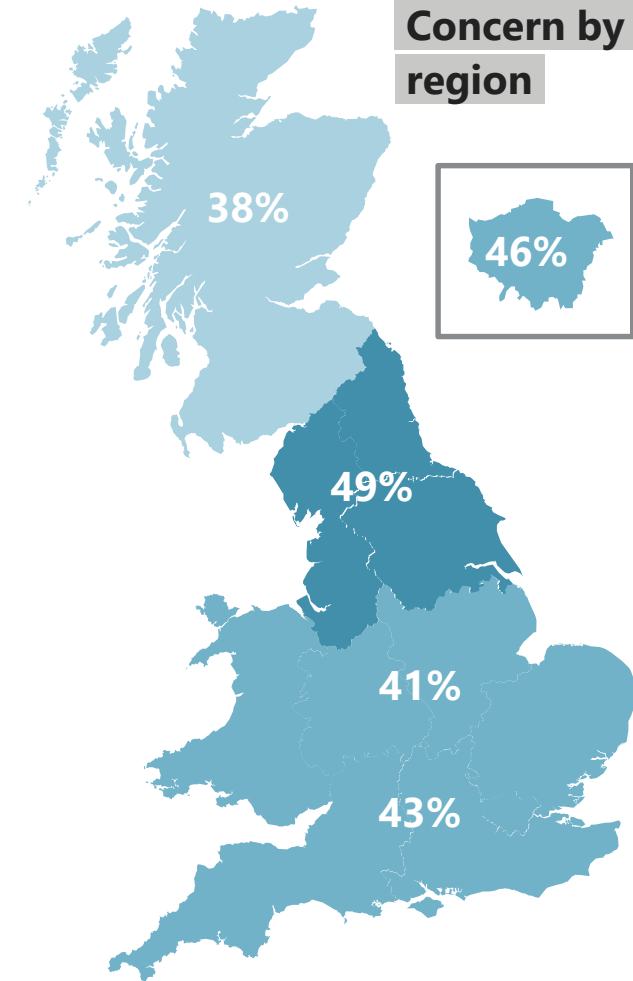


Concern about the NHS by age:



Base: 1,005 British adults 18+, 7 - 23 February 2020

Concern by region

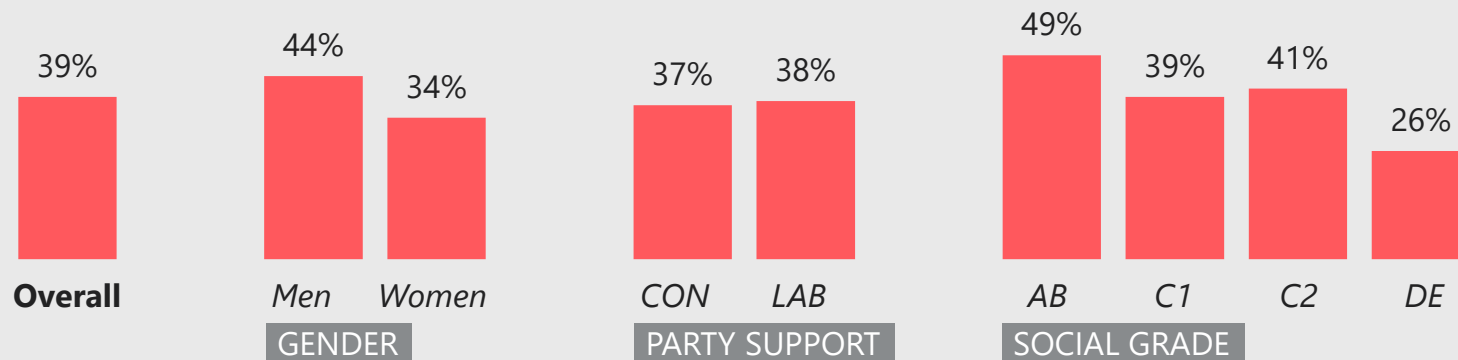


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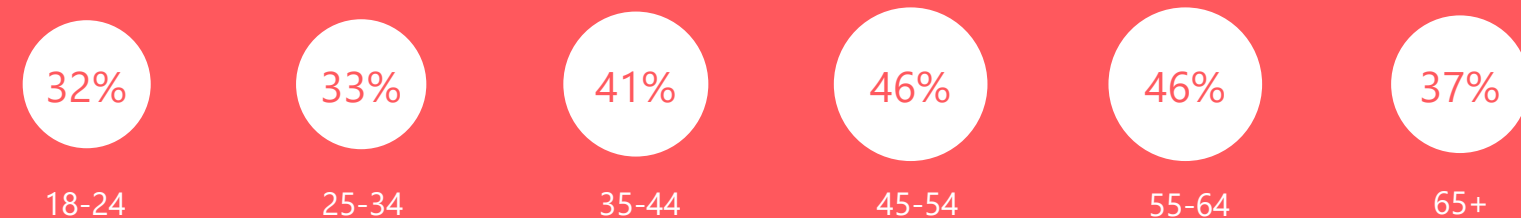
Concern about Brexit/EU by subgroup

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:

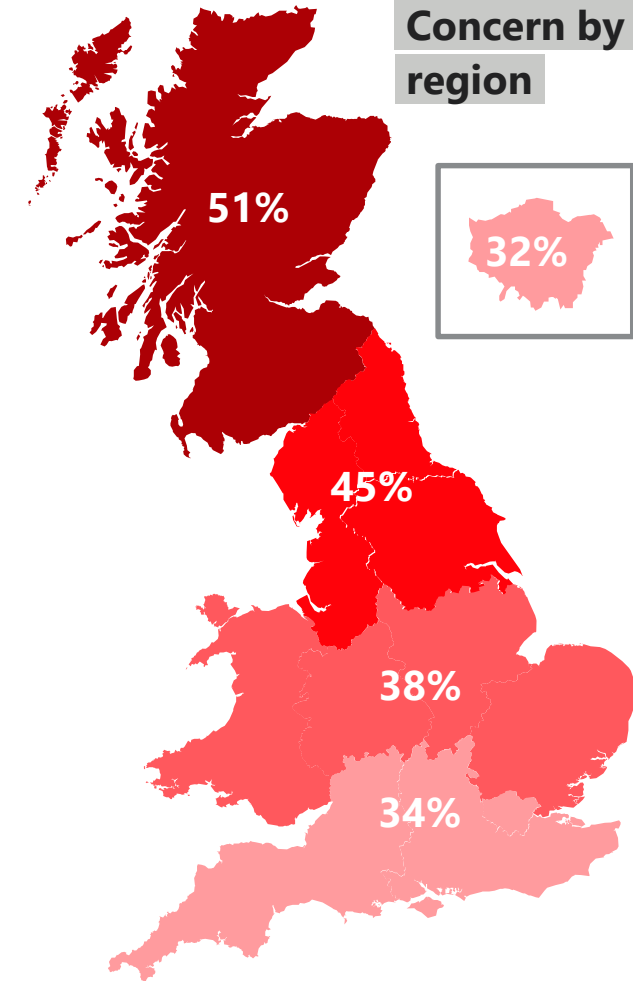


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Concern by region

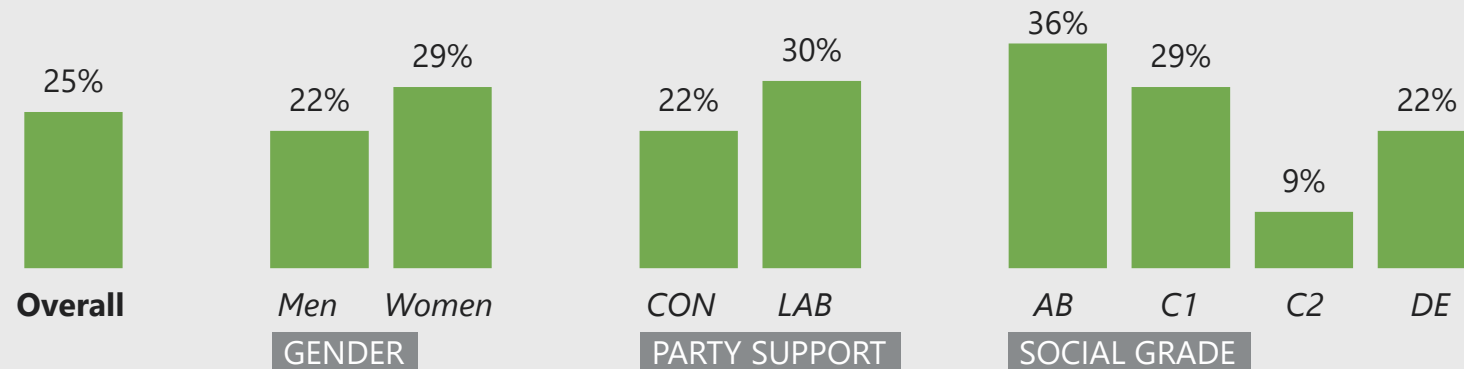


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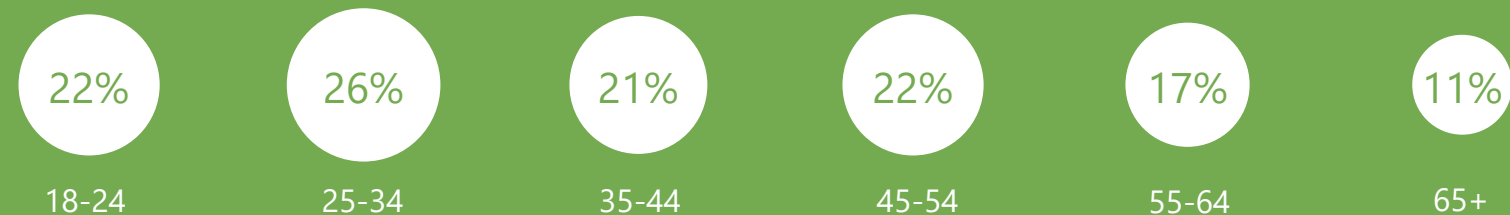
Concern about environment/climate change by subgroup

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

Concern about environment/climate change by key demographic groups:



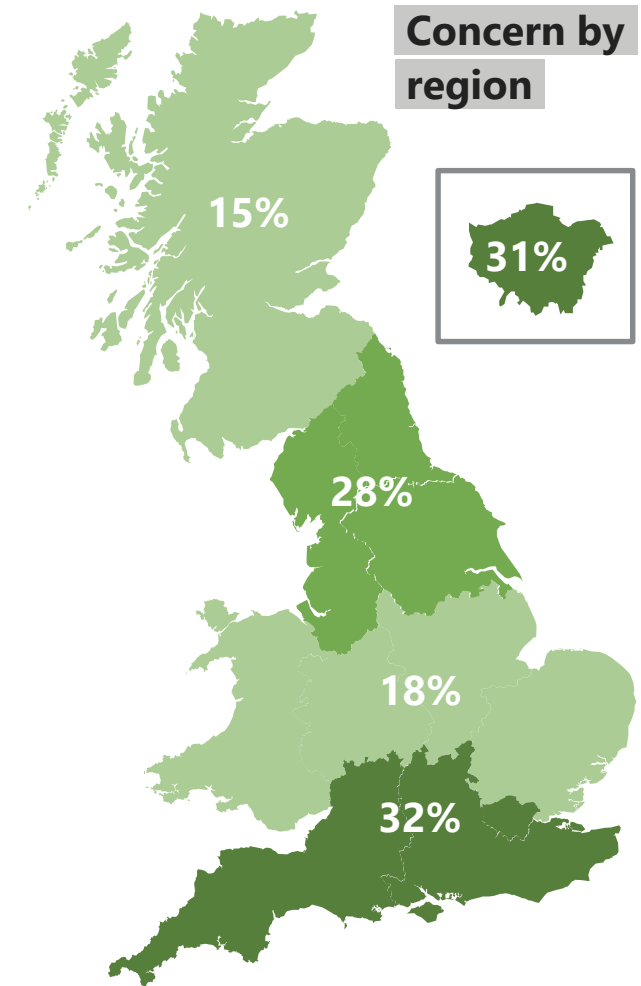
Concern about environment/climate change by age:



Base: 1,005 British adults 18+, 7 - 23 February 2020



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Michael.Clemence@ipsos.com



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