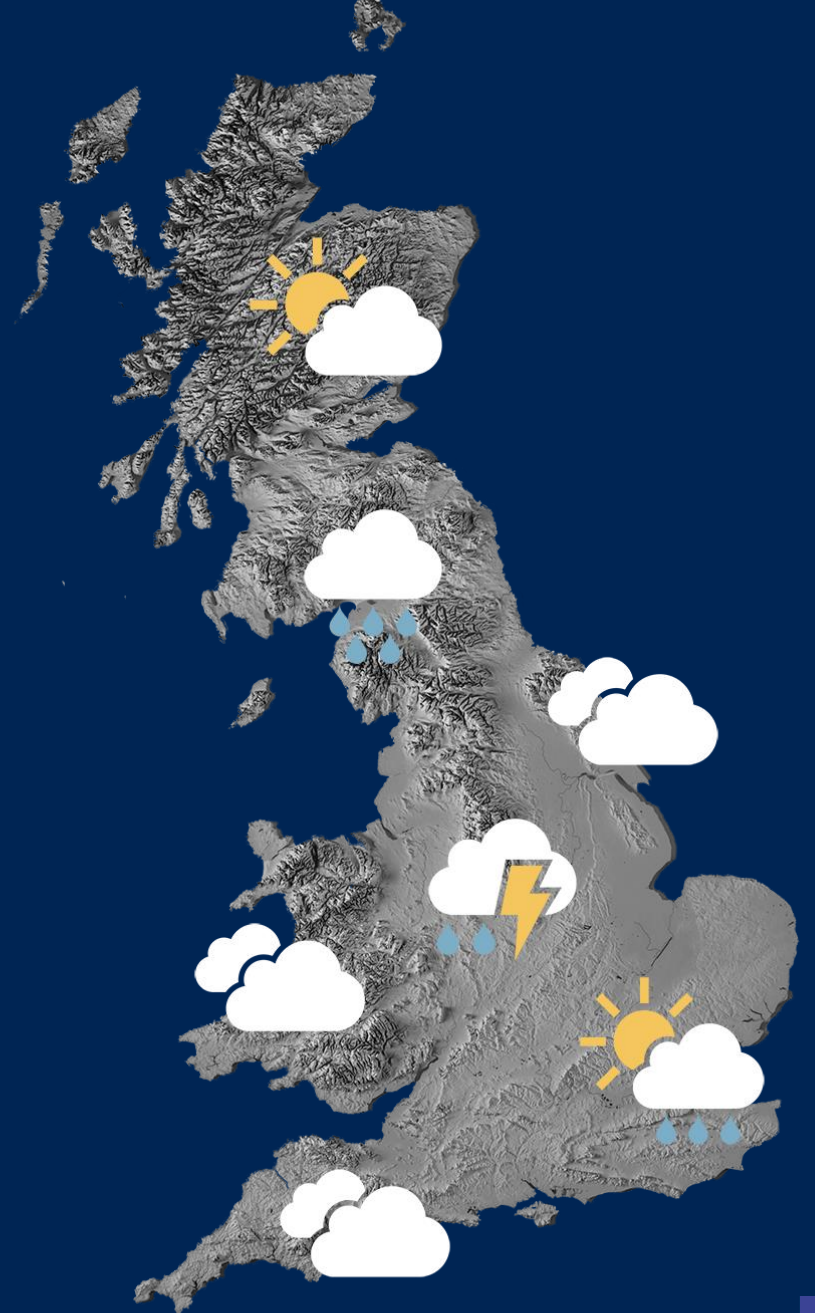


# IPSOS MORI ISSUES INDEX

July 2020



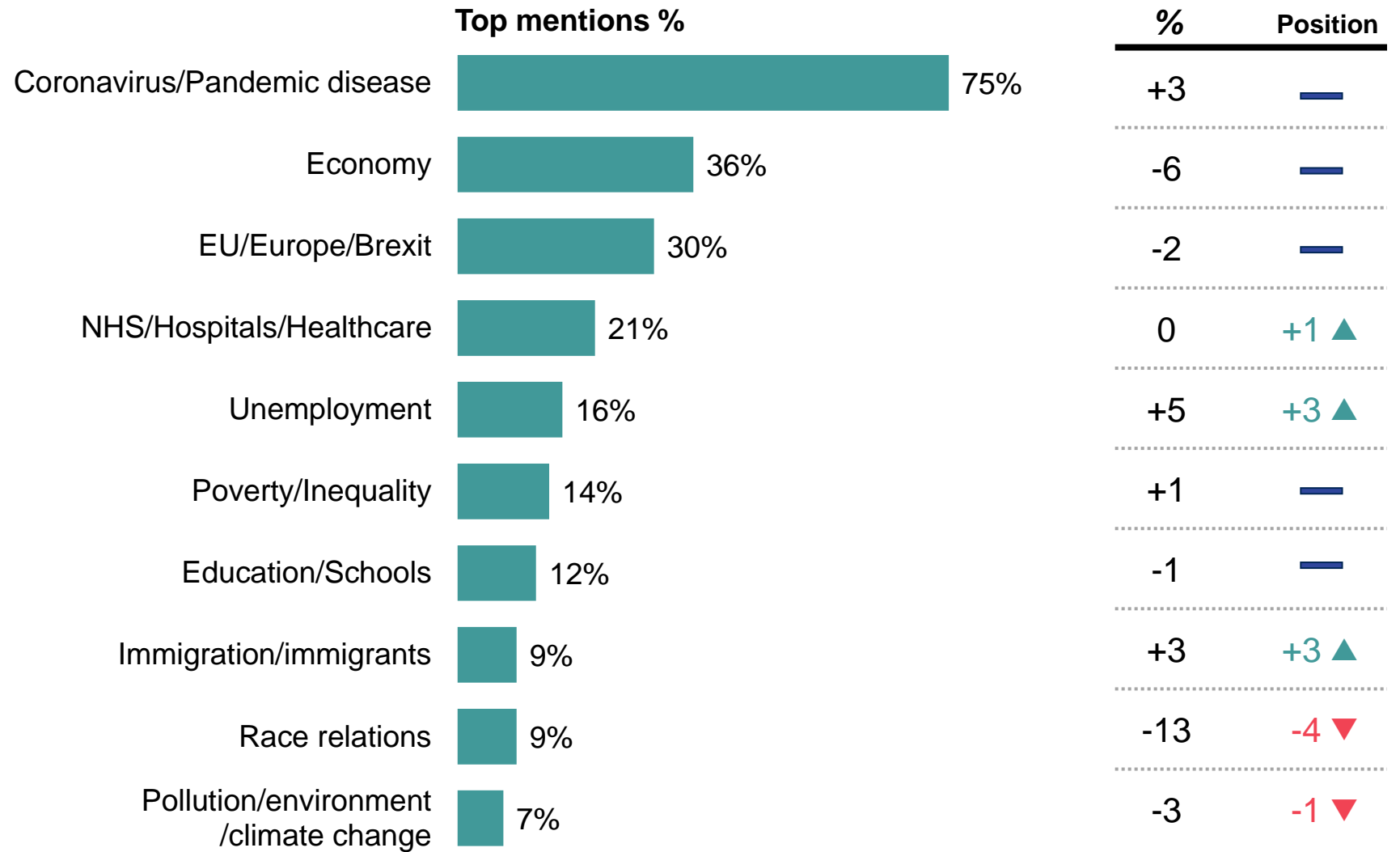
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Ipsos MORI



# July 2020

What do you see as the most/other important issues facing Britain today?



Change since June:

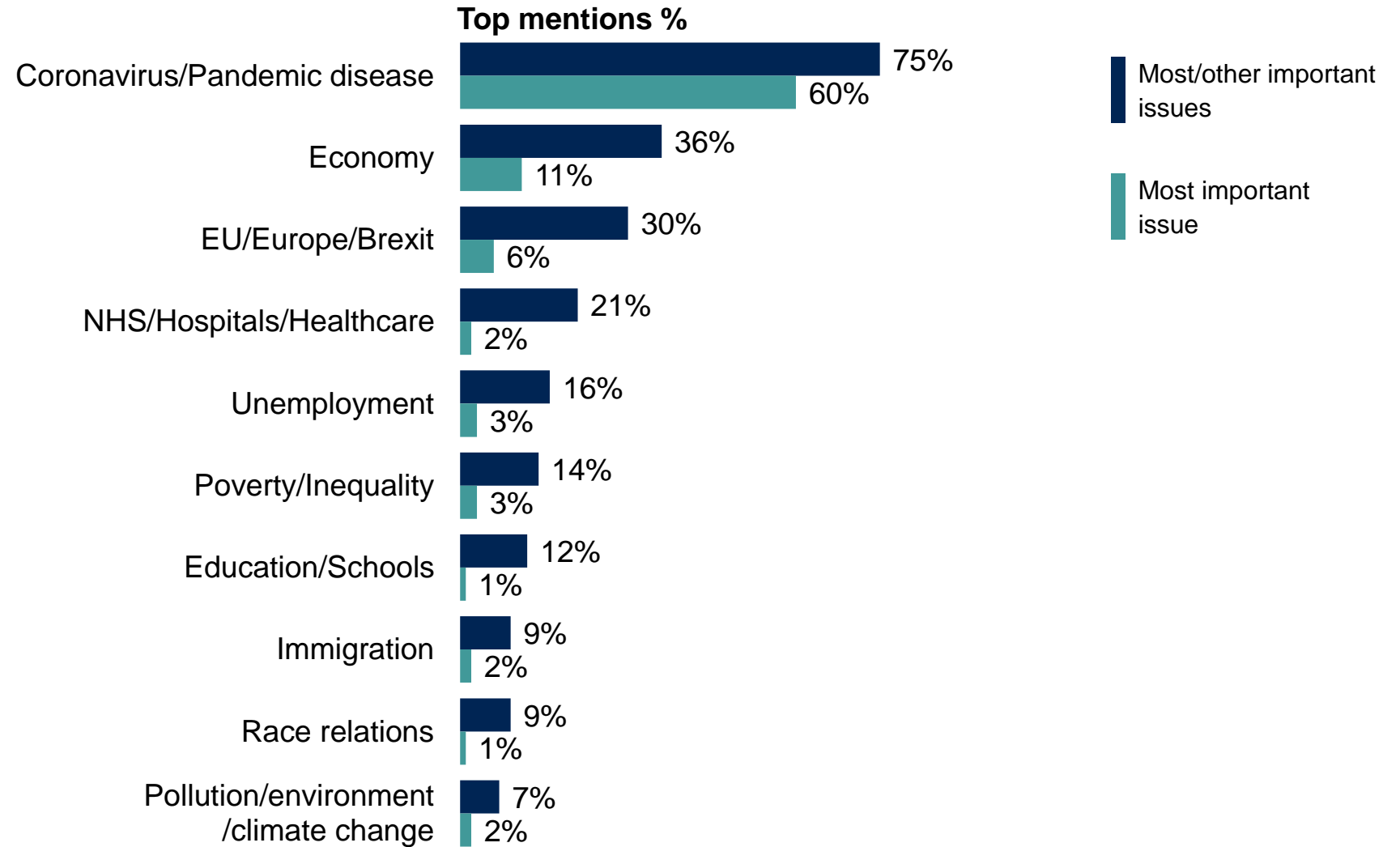
% Position

Change since June: %	Change since June: Position
+3	—
-6	—
-2	—
0	+1 ▲
+5	+3 ▲
+1	—
-1	—
+3	+3 ▲
-13	-4 ▼
-3	-1 ▼

Source: Ipsos MORI Issues Index

# July 2020

What do you see as the most/other important issues facing Britain today?



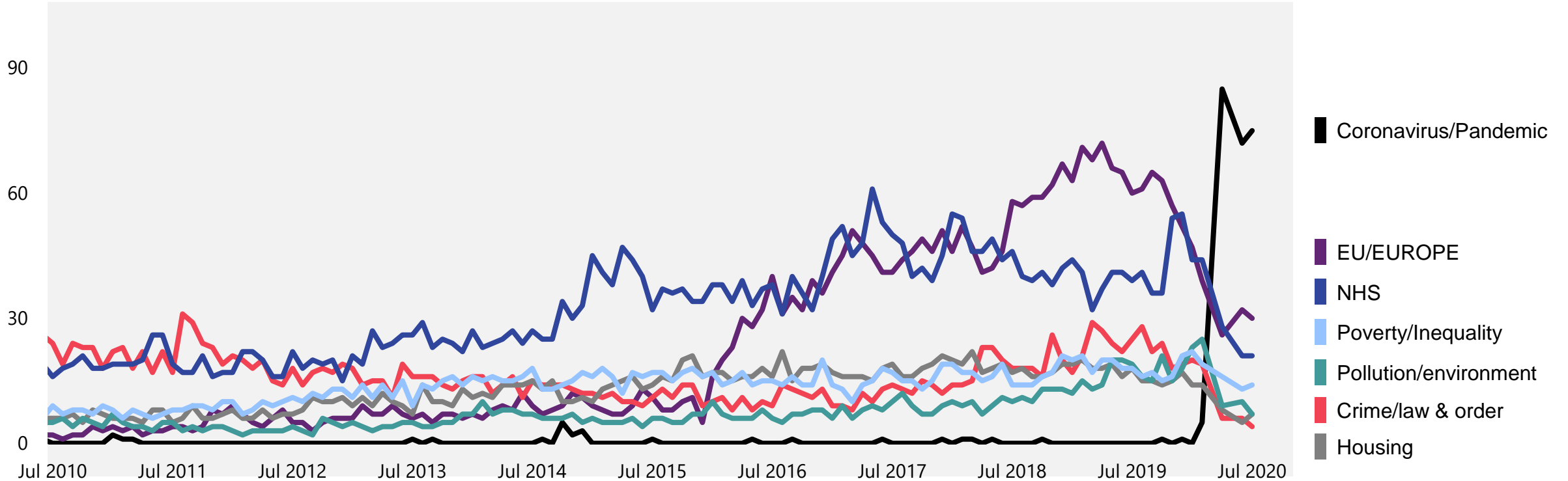
Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Growing concern(s)

What do you see as the most/other important issues facing Britain today?

## Top mentions %



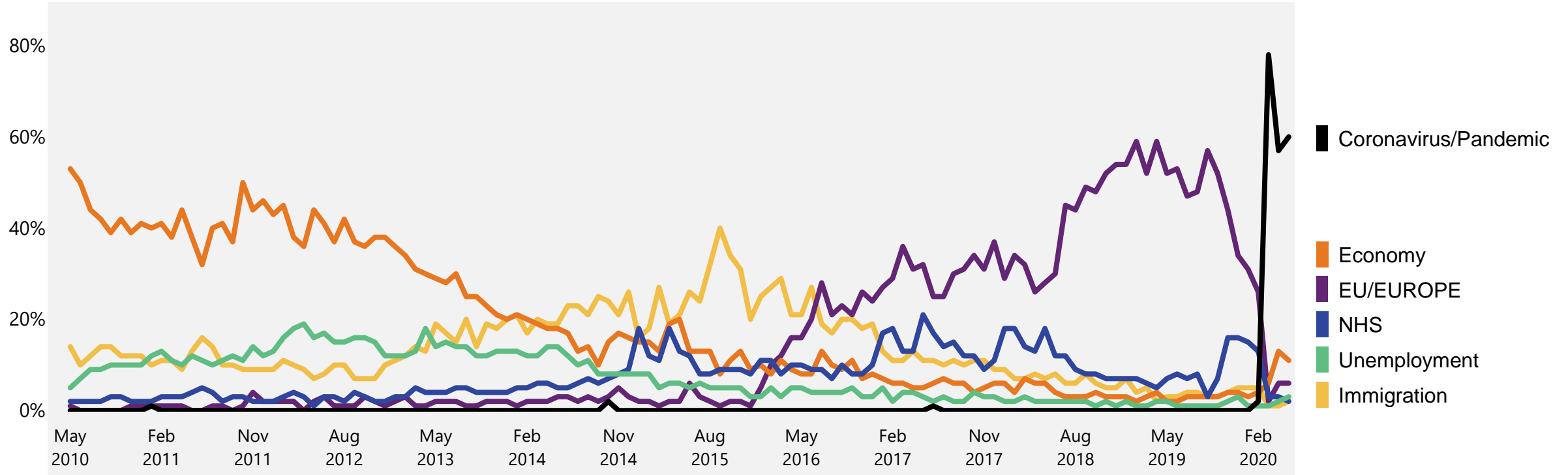
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Single Biggest Issue 2010 - 2020

What do you see as the **most important** issue facing Britain today?

## Top mentions %

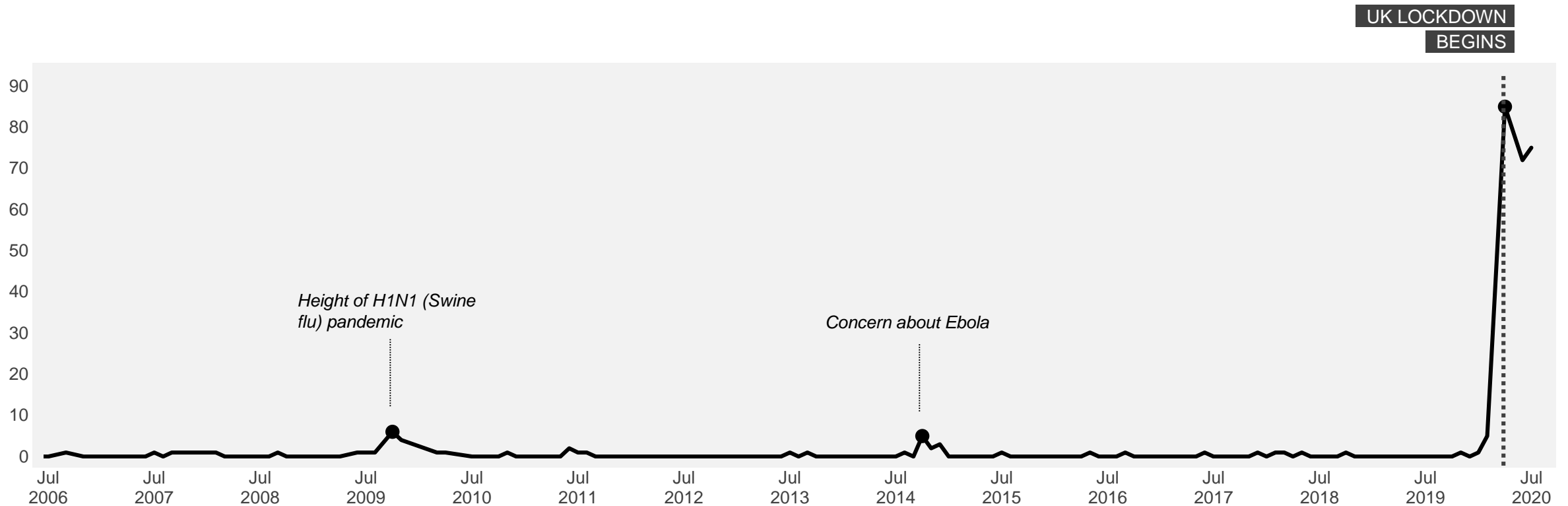


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Coronavirus/Pandemic diseases

What do you see as the most/other important issues facing Britain today?

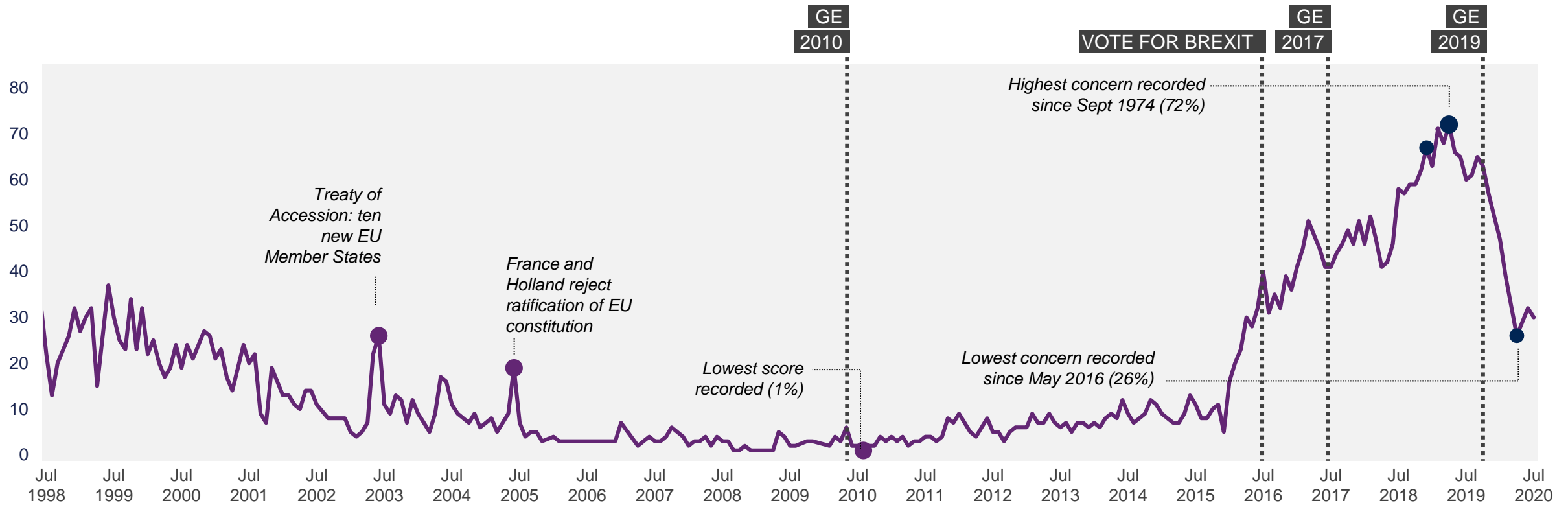


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# EU / Europe / Brexit

What do you see as the most/other important issues facing Britain today?

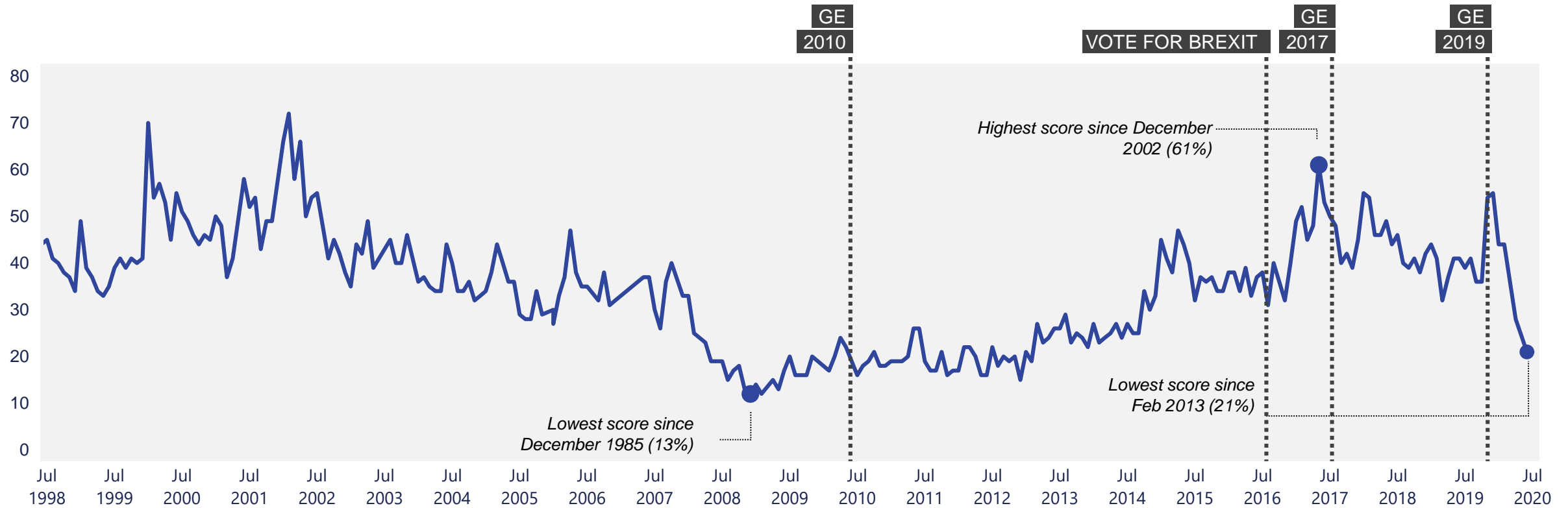


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# NHS / Hospitals / Healthcare

What do you see as the most/other important issues facing Britain today?



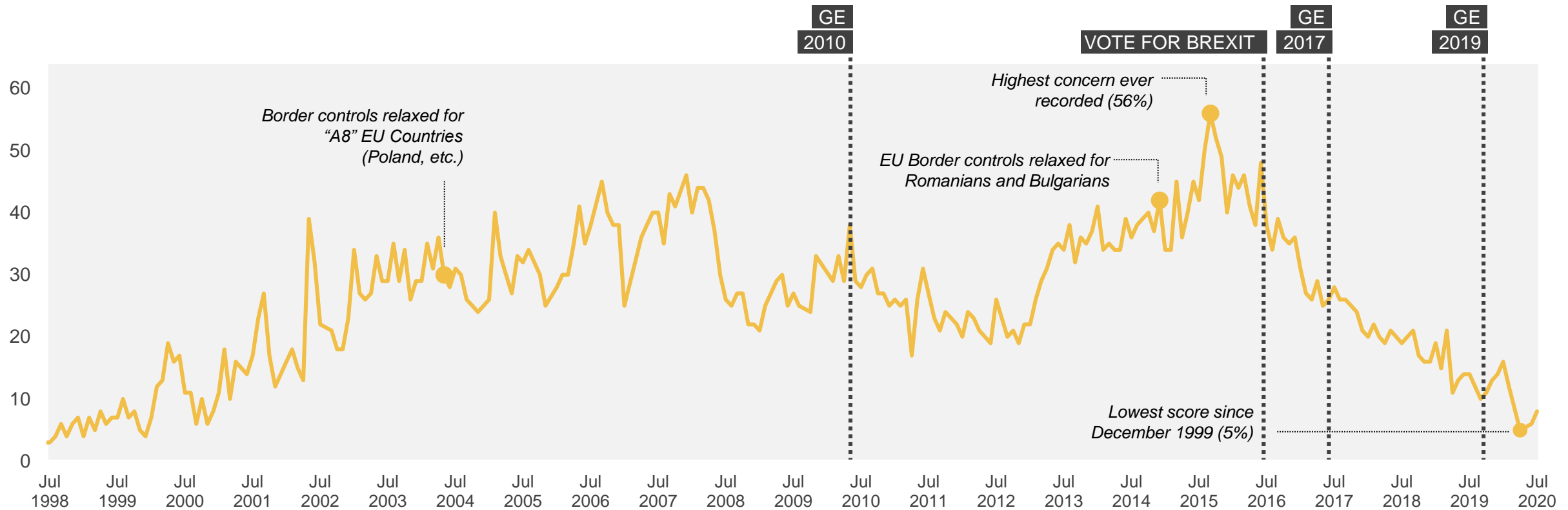
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index



# Immigration / Immigrants

What do you see as the most/other important issues facing Britain today?

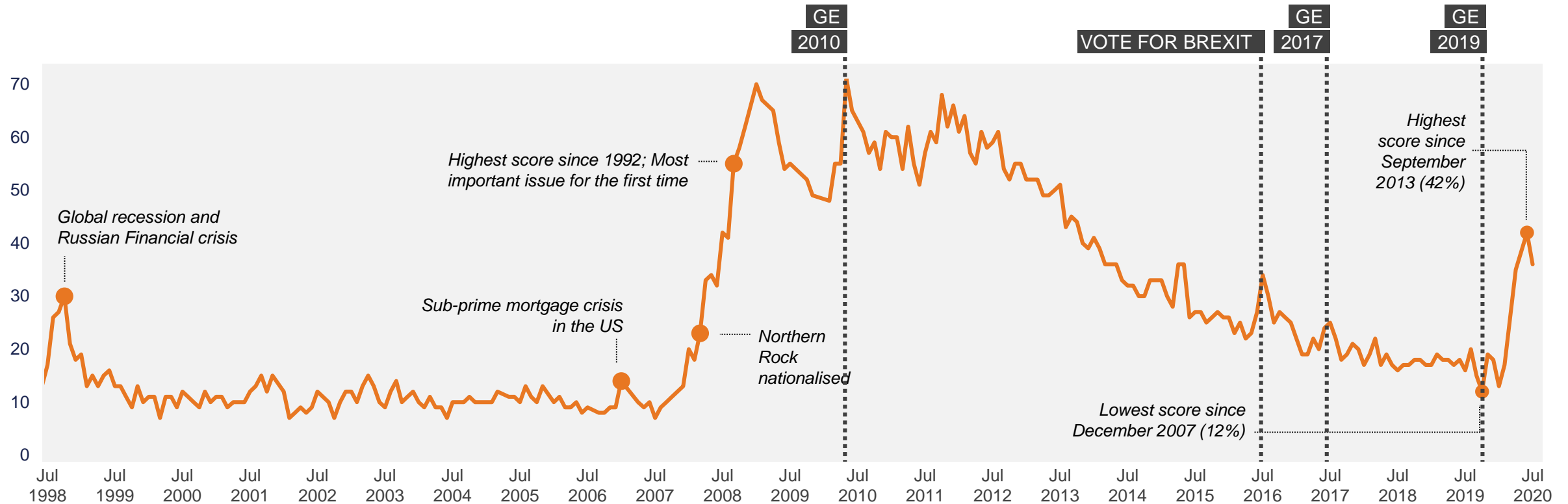


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Economy / Economic situation

What do you see as the most/other important issues facing Britain today?

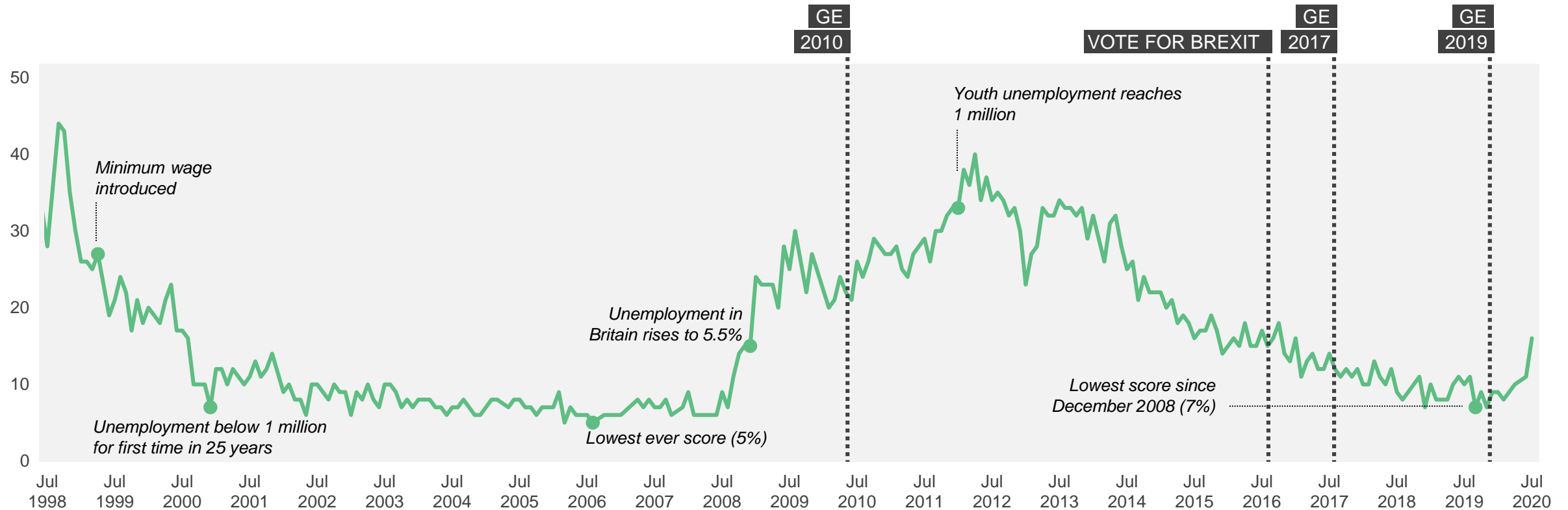


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Unemployment / Factory closure / Lack of industry

What do you see as the most/other important issues facing Britain today?

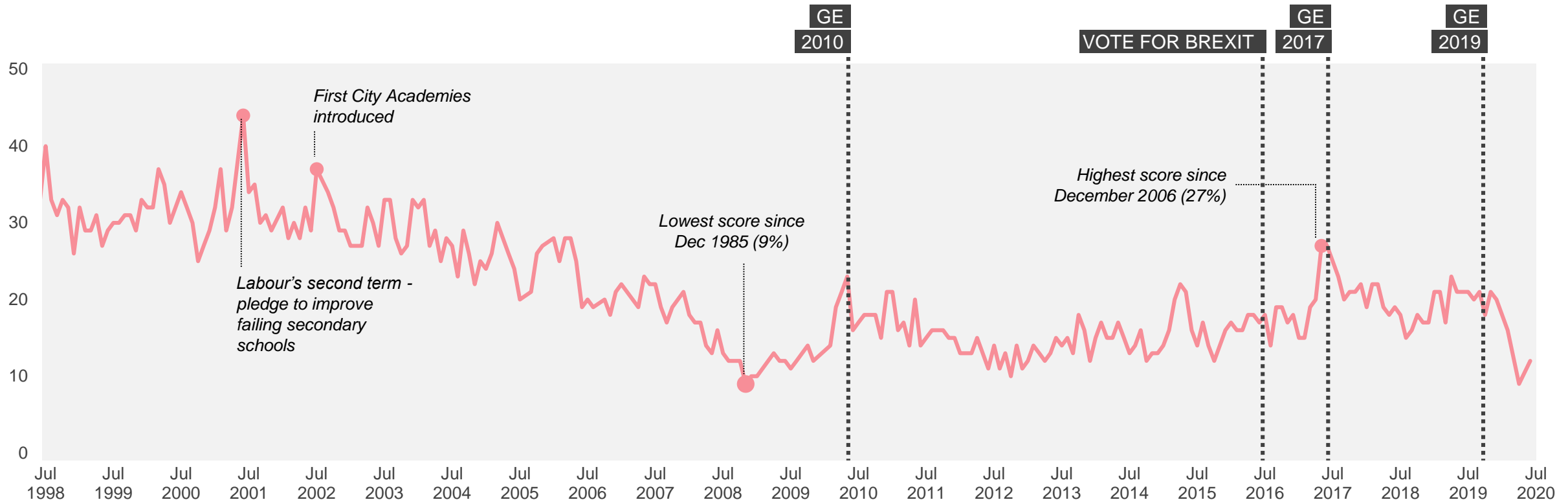


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Education / Schools

What do you see as the most/other important issues facing Britain today?

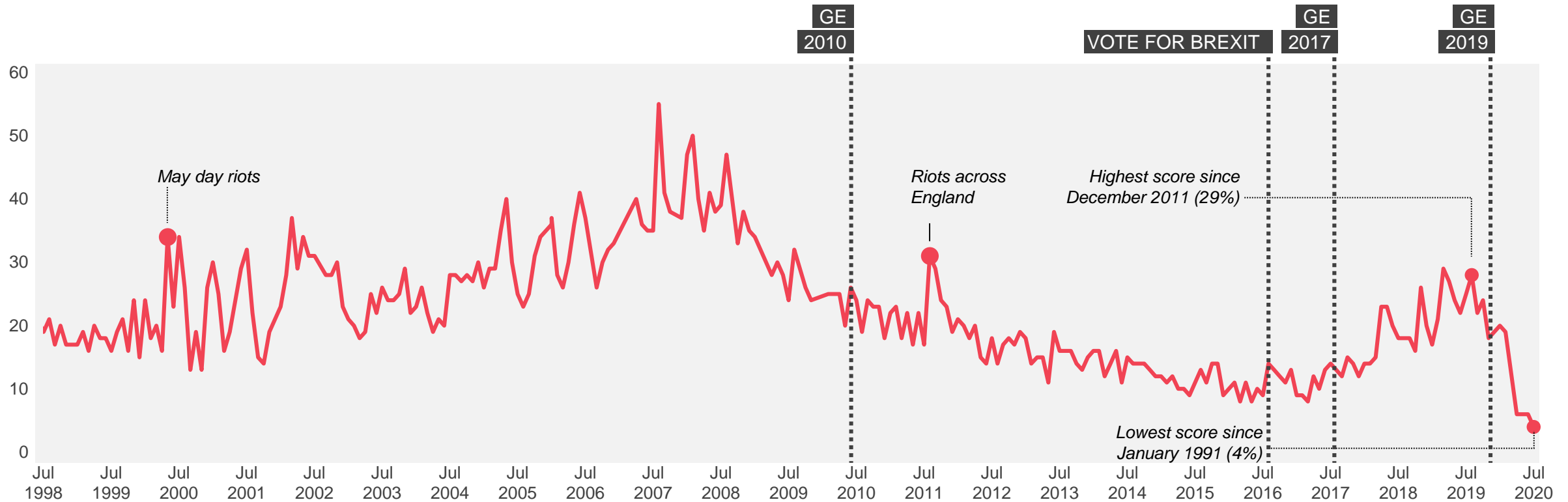


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

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

What do you see as the most/other important issues facing Britain today?

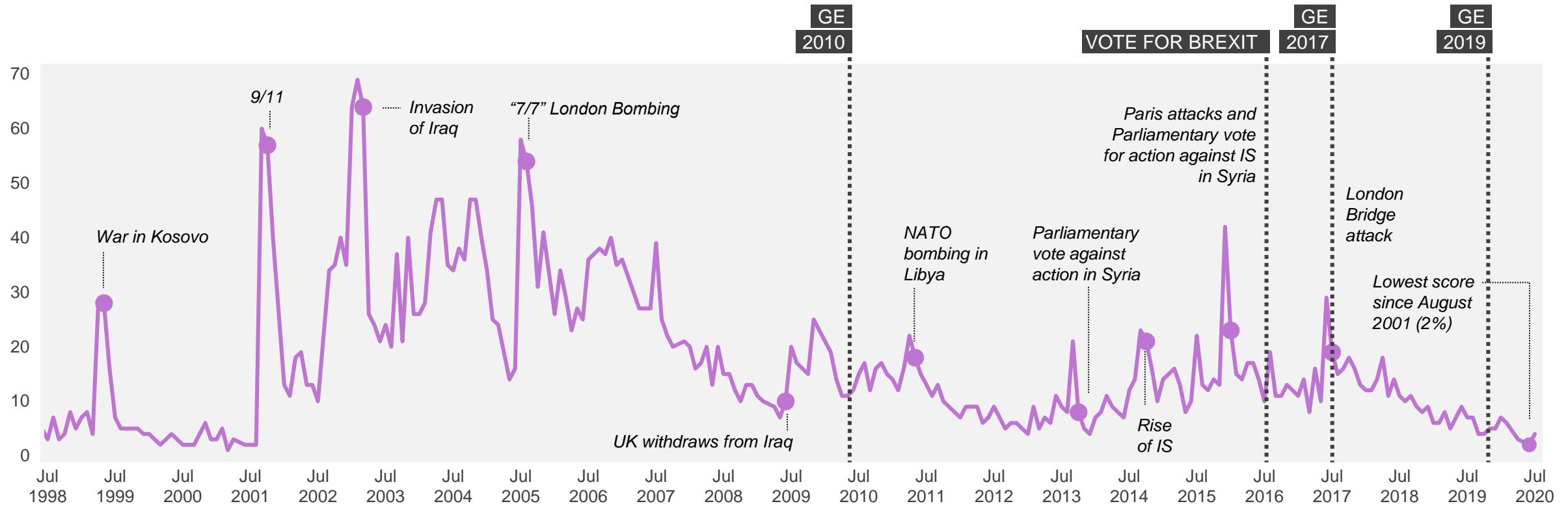


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Defence / Foreign Affairs / International terrorism

What do you see as the most/other important issues facing Britain today?

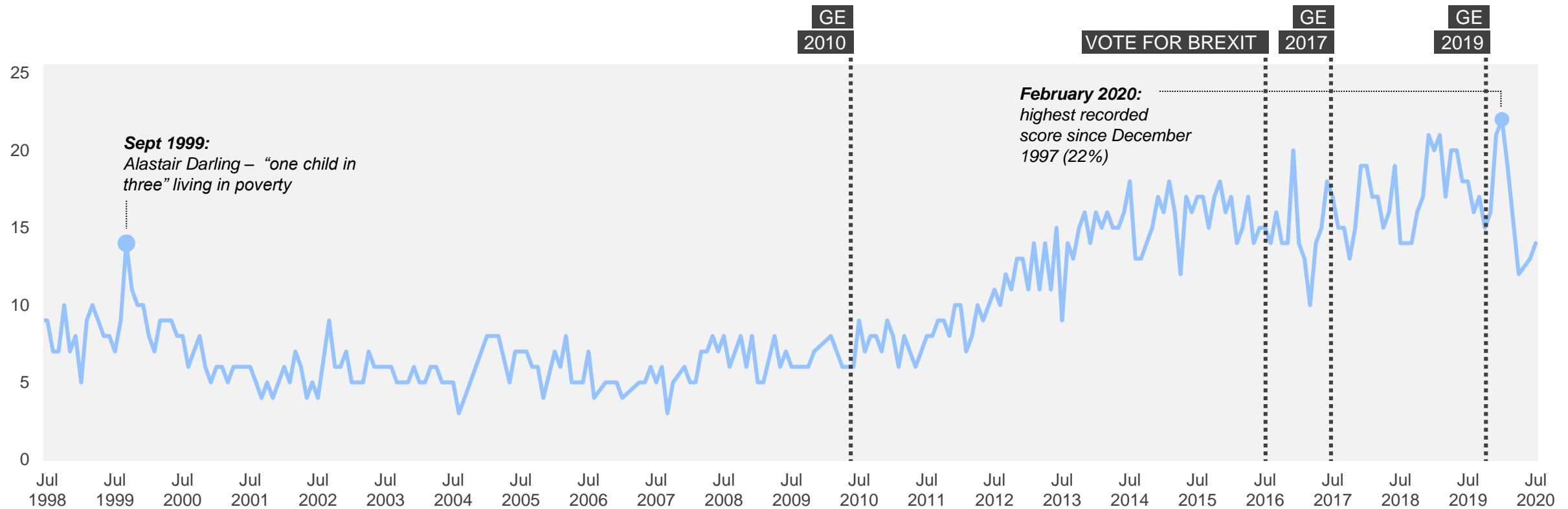


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Poverty/inequality

What do you see as the most/other important issues facing Britain today?

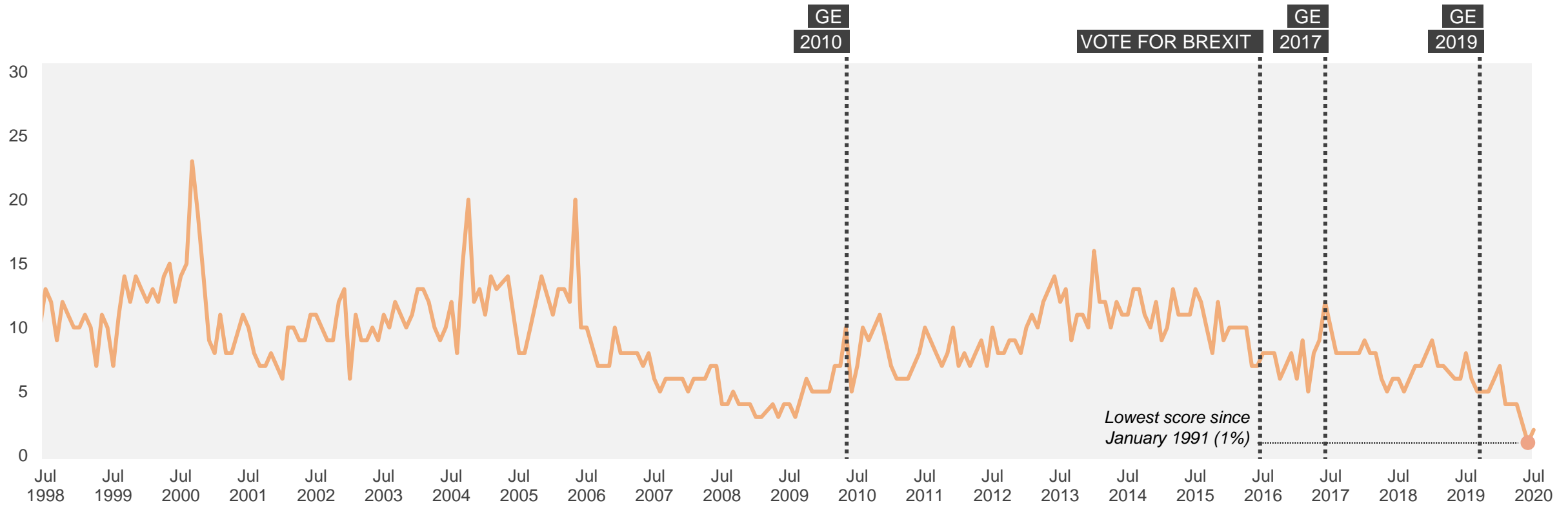


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Pensions/Social Security/Benefits

What do you see as the most/other important issues facing Britain today?



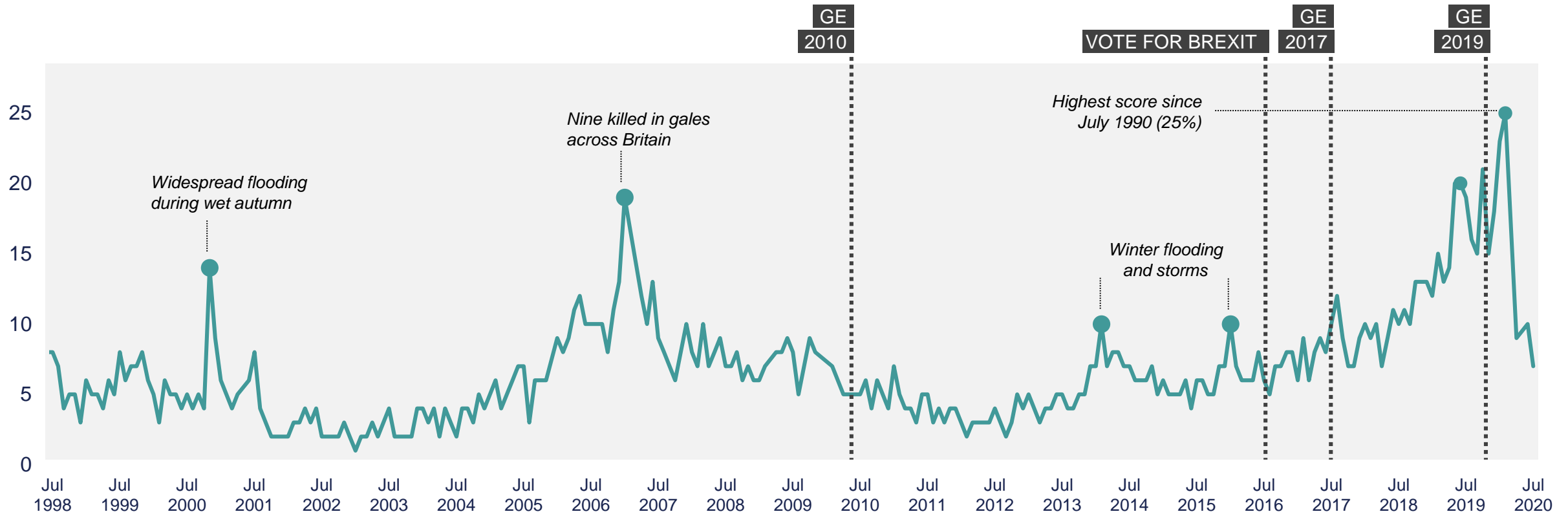
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index



# Pollution / Environment

What do you see as the most/other important issues facing Britain today?

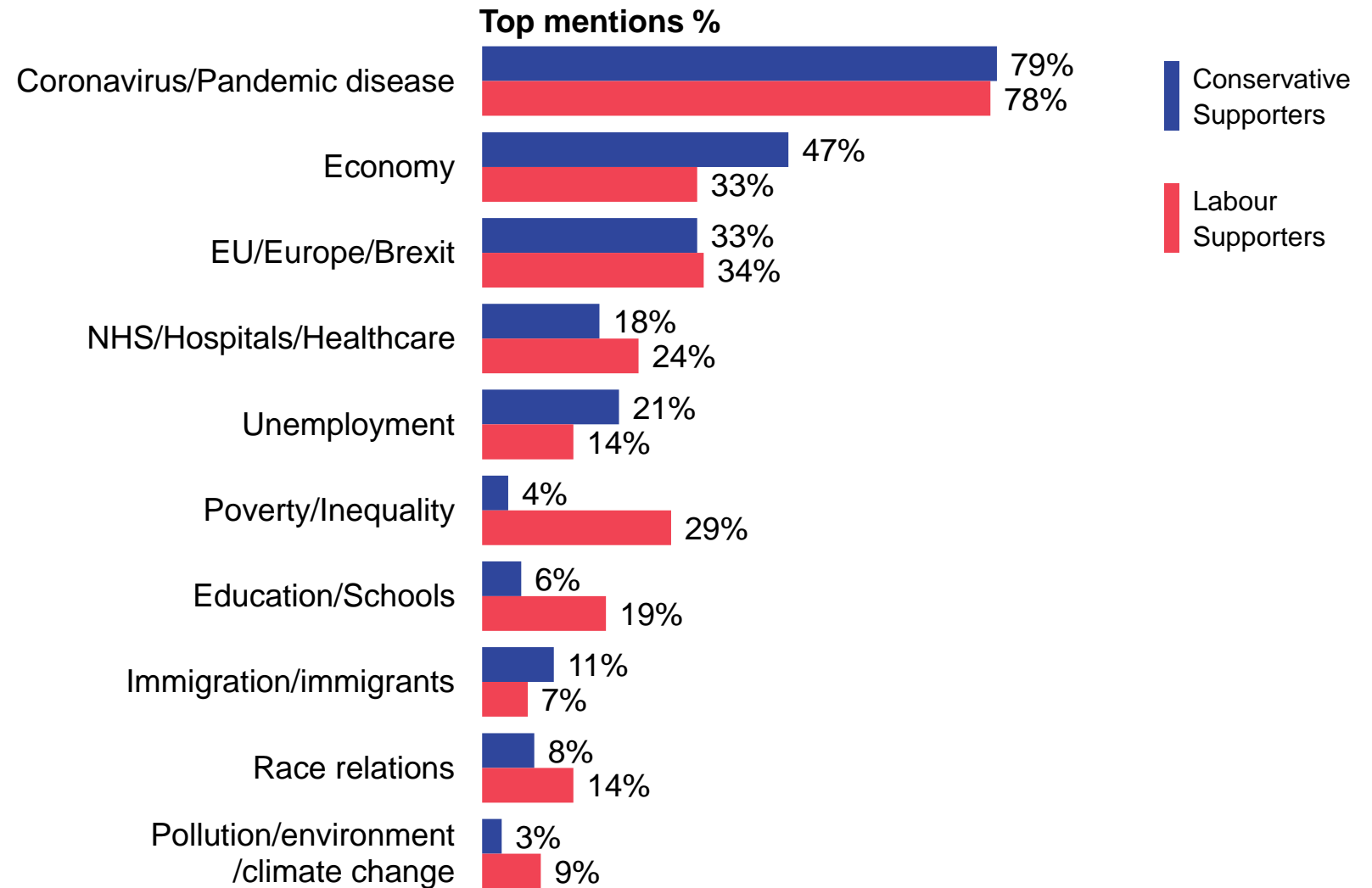


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Party support

What do you see as the most/other important issues facing Britain today?

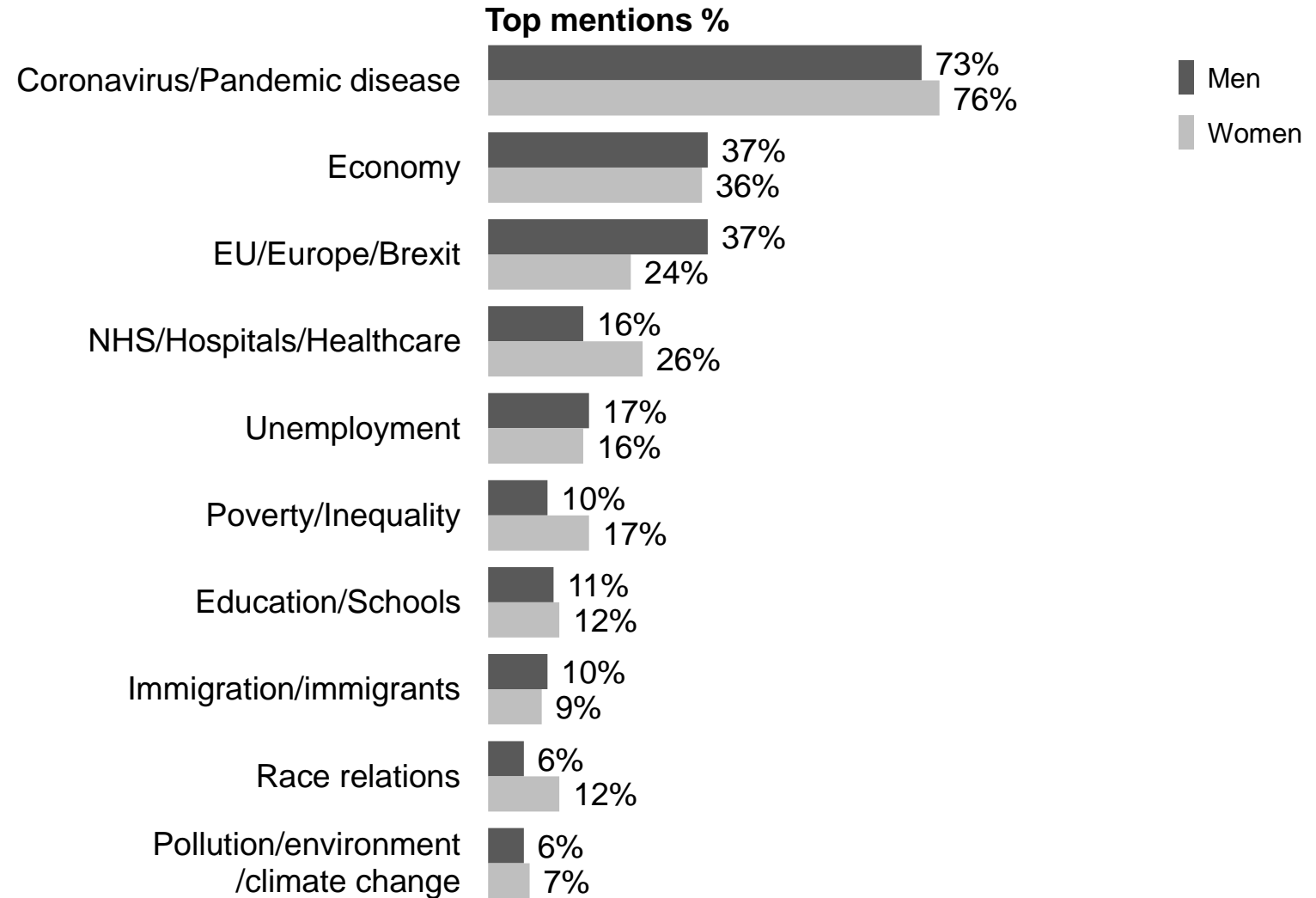


Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Men and women

What do you see as the most/other important issues facing Britain today?

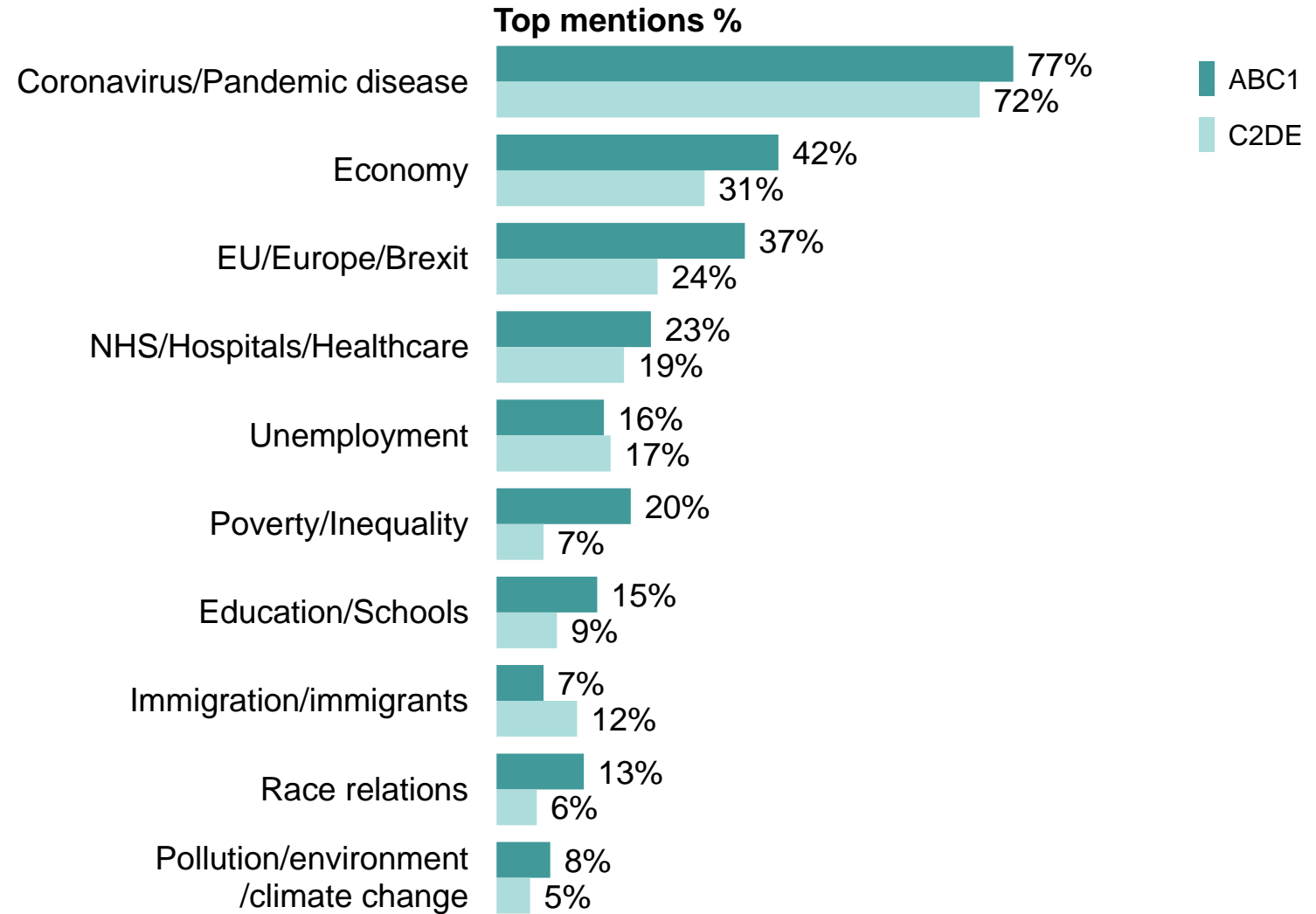


Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Social grade

What do you see as the most/other important issues facing Britain today?

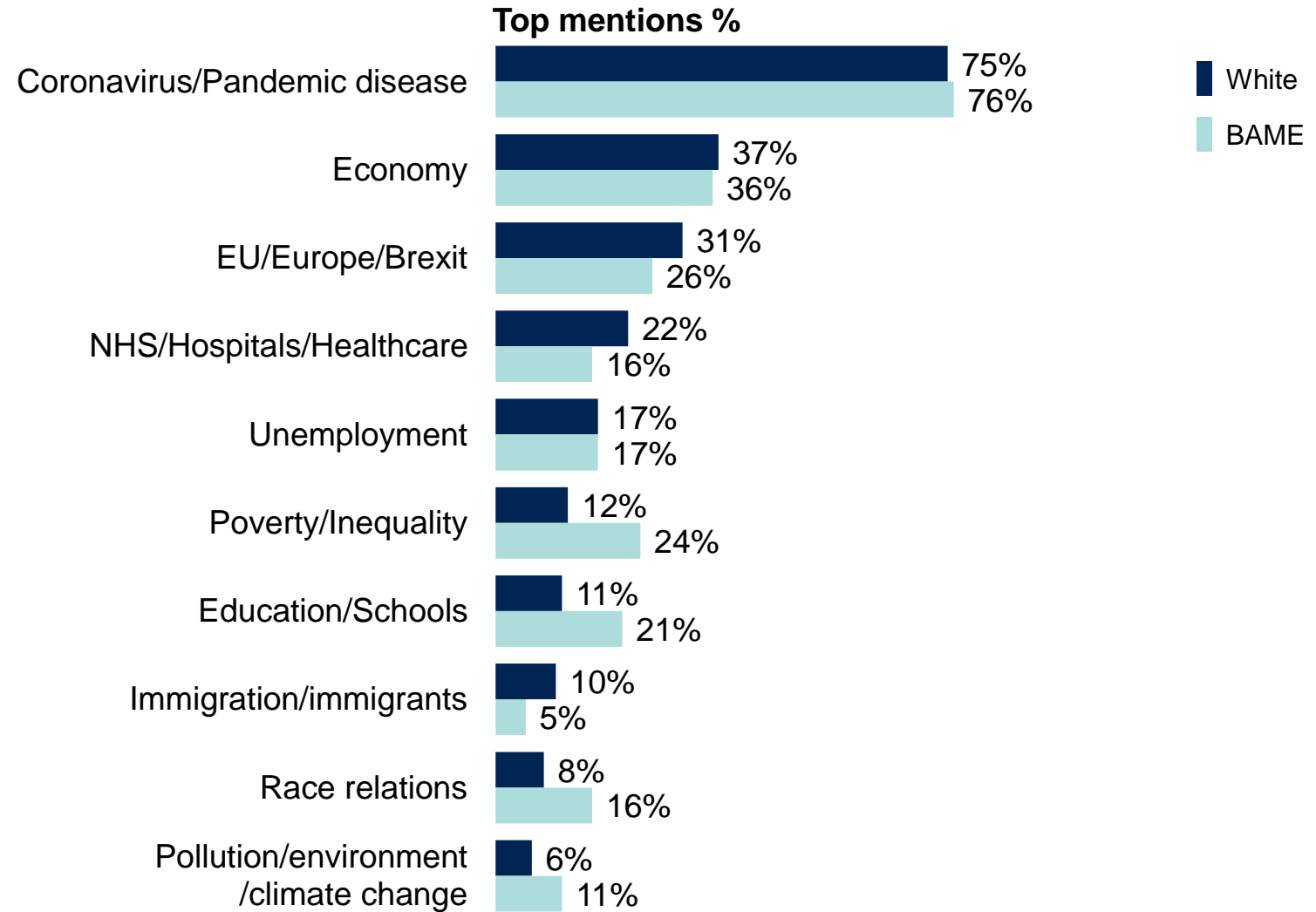


Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Ethnic background

What do you see as the most/other important issues facing Britain today?

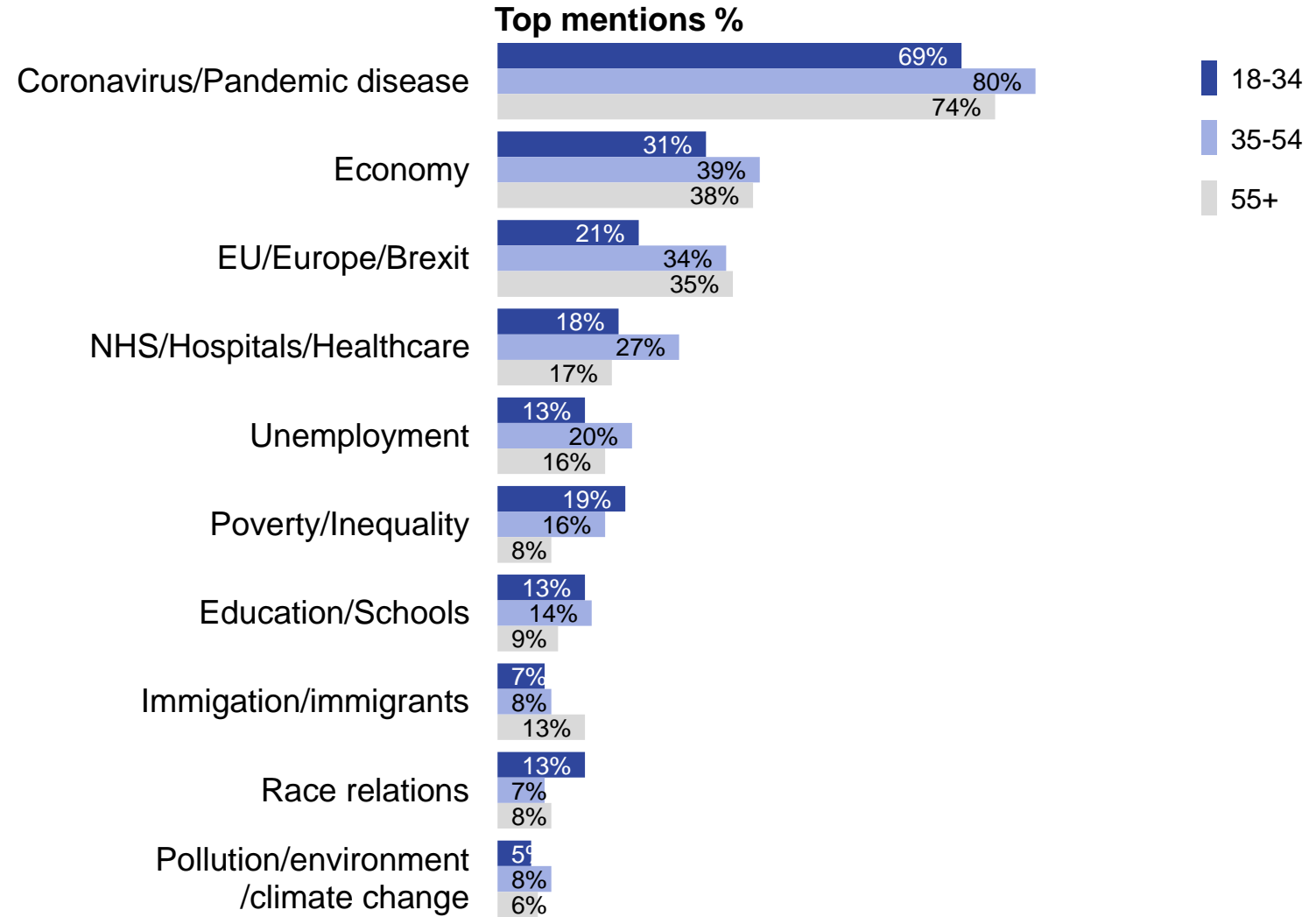


Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Age group

What do you see as the most/other important issues facing Britain today?

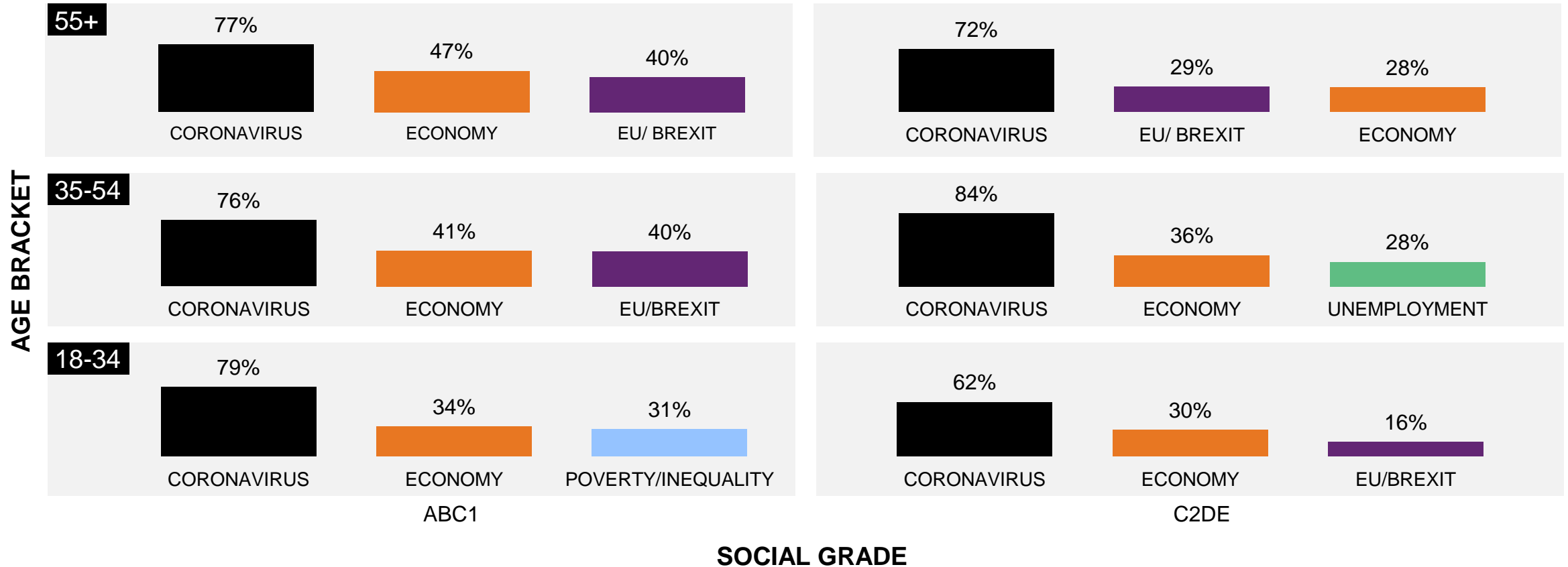


Base: 1,018 British adults 18+, 31 July - 5 August 2020

Source: Ipsos MORI Issues Index

# Age and social grade

What do you see as the most/other important issues facing Britain today?



Base: 1,018 British adults 18+, 31 July - 5 August 2020

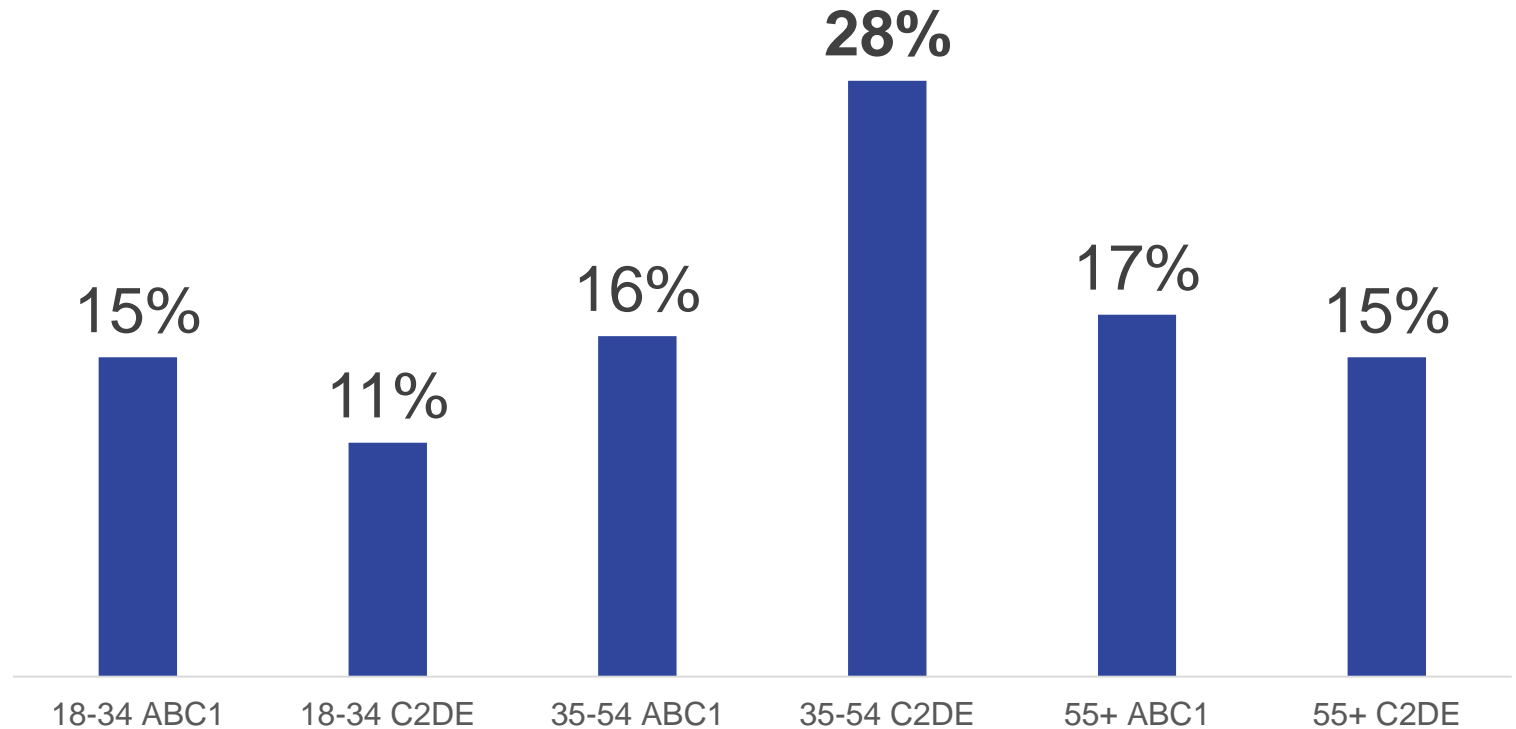
Source: Ipsos MORI Issues Index

# Concern about unemployment

Three in ten of those in social grades C2DE aged 35-54 cite unemployment as a major issue for Britain.

This is significantly higher than any other age and social grade group.

What do you see as the most/other important issues facing Britain today? "Unemployment"

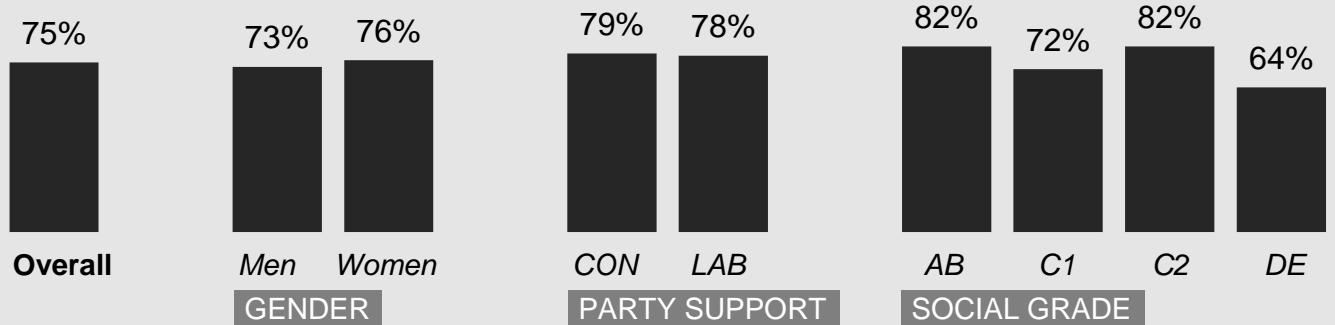




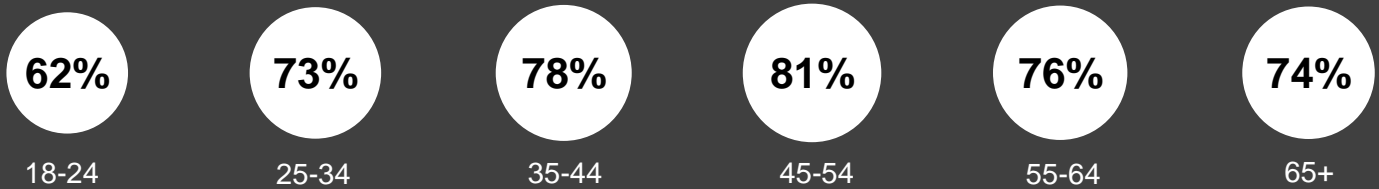
# Concern about coronavirus/pandemic disease by subgroup

What do you see as the most/other important issues facing Britain today?

Concern about the Coronavirus/pandemic by key demographic groups:

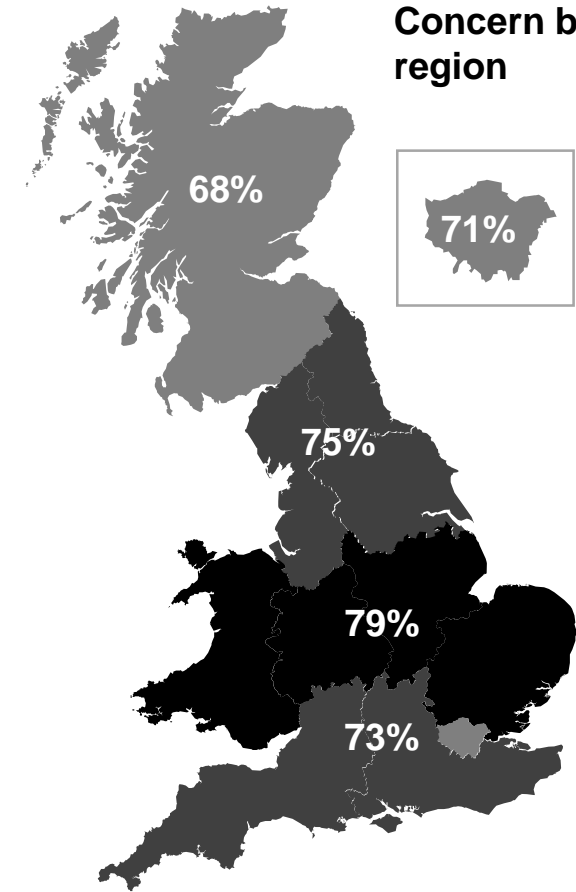


Concern about the coronavirus/pandemic by age group:



Base: 1,018 British adults 18+, 31 July - 5 August 2020

Concern by region

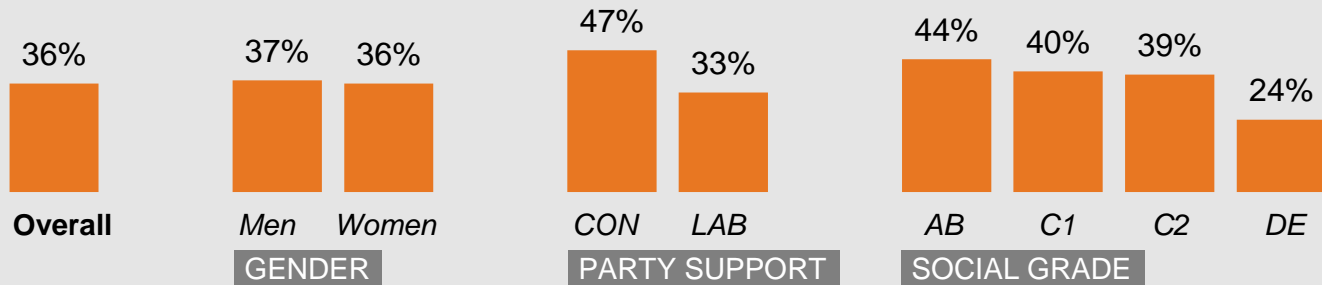


Source: Ipsos MORI Issues Index

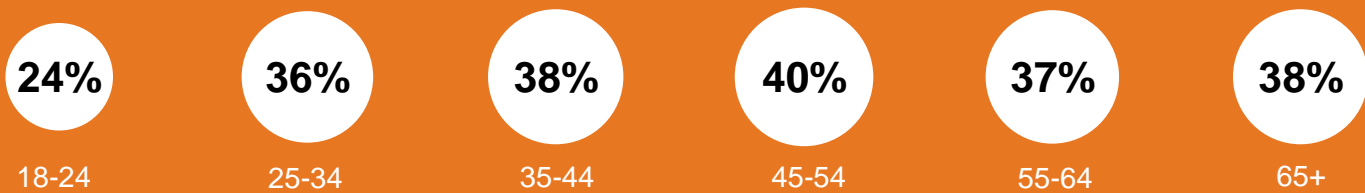
# Concern about the economy by subgroup

What do you see as the most/other important issues facing Britain today?

Concern about the economy by key demographic groups:

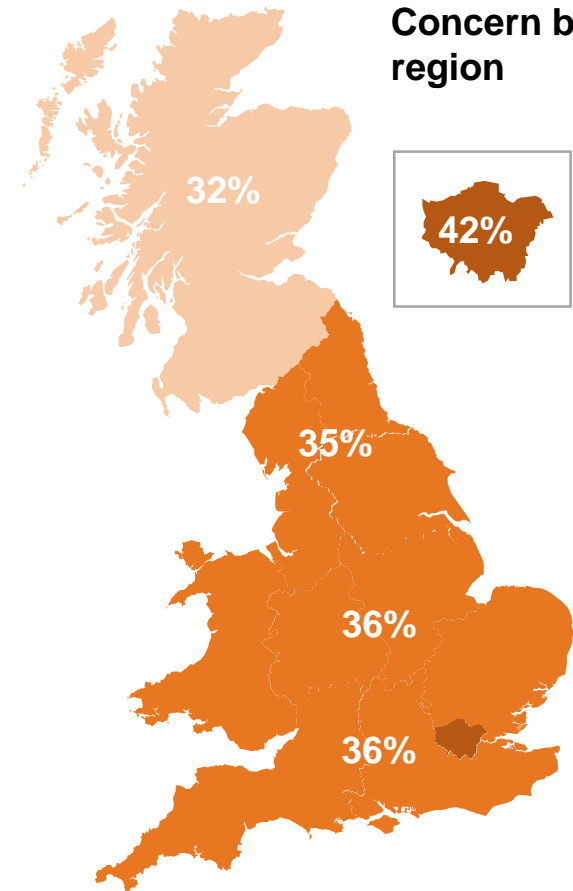


Concern about the economy by age:



Base: 1,018 British adults 18+, 31 July - 5 August 2020

Concern by region



Source: Ipsos MORI Issues Index

# IPSOS MORI ISSUES INDEX

July 2020

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*Michael.Clemence@ipsos.com*

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