September 2020

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic disease</td>
<td>77%</td>
<td>+2</td>
</tr>
<tr>
<td>EU/Europe/Brexit</td>
<td>51%</td>
<td>+21 ▲</td>
</tr>
<tr>
<td>Economy</td>
<td>31%</td>
<td>-5 ▼</td>
</tr>
<tr>
<td>Unemployment</td>
<td>19%</td>
<td>+3 ▲</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>18%</td>
<td>-3 ▼</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>13%</td>
<td>+1 ▲</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>12%</td>
<td>+5 ▲</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>10%</td>
<td>-1</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>10%</td>
<td>-4 ▼</td>
</tr>
<tr>
<td>Housing</td>
<td>7%</td>
<td>+1 ▲</td>
</tr>
</tbody>
</table>

Change since July:

- Coronavirus/Pandemic disease: 2 point increase
- EU/Europe/Brexit: 21 point increase
- Economy: 5 point decrease
- Unemployment: 3 point increase
- NHS/Hospitals/Healthcare: 3 point decrease
- Education/Schools: 1 point increase
- Pollution/environment/climate change: 5 point increase
- Immigration/immigrants: 1 point decrease
- Poverty/Inequality: 4 point decrease
- Housing: 1 point increase

Source: Ipsos MORI Issues Index

Base: 1,013 British adults 18+, 11 - 18 September 2020
What do you see as the most/other important issues facing Britain today?

- Coronavirus/Pandemic disease: 55% (Most other important issues)
- EU/Europe/Brexit: 14% (Most important issue)
- Economy: 10% (Most important issue)
- Unemployment: 2% (Most important issue)
- NHS/Hospitals/Healthcare: 3% (Most important issue)
- Education/Schools: 1% (Most important issue)
- Pollution/environment/climate change: 3% (Most important issue)
- Immigration/immigrants: 3% (Most important issue)
- Poverty/Inequality: 2% (Most important issue)
- Housing: 7% (Most important issue)

Source: Ipsos MORI Issues Index
Top five concerns: trend

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

Top mentions %

- Coronavirus/Pandemic
- EU/Brexit
- Economy
- Unemployment
- NHS

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
Single Biggest Issue 2010 - 2020

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

Top mentions %

- Coronavirus/Pandemic
- Brexit/EU/Europe
- Economy
- NHS
- Unemployment
- Immigration

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?

Source: Ipsos MORI Issues Index

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
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
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Source: Ipsos MORI Issues Index

Highest score since December 2002 (61%)
Lowest score since December 1985 (13%)
Lowest score since Dec 2012 (18%)
Immigration / Immigrants

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

- Border controls relaxed for “A8” EU Countries (Poland, etc.)
- EU Border controls relaxed for Romanians and Bulgarians
- Highest concern ever recorded (56%)
- Lowest score since December 1999 (5%)

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?

Minimum wage introduced

Unemployment in Britain rises to 5.5%

Unemployment below 1 million for first time in 25 years

Lowest ever score (5%)

Lowest score since December 2008 (7%)

Youth unemployment reaches 1 million

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?

First City Academies introduced

Labour’s second term - pledge to improve failing secondary schools

Lowest score since Dec 1985 (9%)

Highest score since December 2006 (27%)

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

[Graph showing various events and their impact on public opinion]

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?

Sept 1999:
Alastair Darling – “one child in three” living in poverty

February 2020:
highest recorded score since December 1997 (22%)

Source: Ipsos MORI Issues Index

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
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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top mentions %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic disease</td>
<td>81% / 79%</td>
</tr>
<tr>
<td>EU/Europe/Brexit</td>
<td>57% / 54%</td>
</tr>
<tr>
<td>Economy</td>
<td>37%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>16% / 23%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>17% / 18%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>14% / 14%</td>
</tr>
<tr>
<td>Pollution/environment /climate change</td>
<td>8% / 15%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>4% / 17%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>5% / 16%</td>
</tr>
<tr>
<td>Housing</td>
<td>7% / 8%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 1,013 British adults 18+, 11 - 18 September 2020
### Men and women

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Men (%)</th>
<th>Women (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic disease</td>
<td>79%</td>
<td>74%</td>
</tr>
<tr>
<td>EU/Europe/Brexit</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Economy</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Pollution/environment/Climate change</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Housing</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Source: Ipsos MORI Issues Index*

*Base: 1,013 British adults 18+, 11 - 18 September 2020*
Social grade

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

Top mentions %

- Coronavirus/Pandemic disease: 78% (ABC1), 75% (C2DE)
- EU/Europe/Brexit: 55% (ABC1), 47% (C2DE)
- Economy: 36% (ABC1), 26% (C2DE)
- Unemployment: 18% (ABC1), 19% (C2DE)
- NHS/Hospitals/Healthcare: 19% (ABC1), 17% (C2DE)
- Education/Schools: 14% (ABC1), 11% (C2DE)
- Pollution/environment/climate change: 15% (ABC1), 8% (C2DE)
- Immigration/immigrants: 8% (ABC1), 13% (C2DE)
- Poverty/Inequality: 10% (ABC1), 8% (C2DE)
- Housing: 6% (ABC1), 8% (C2DE)

Base: 1,013 British adults 18+, 11 - 18 September 2020

Source: Ipsos MORI Issues Index
Ethnic background

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

Top mentions %

- Coronavirus/Pandemic disease: 78% (White), 70% (BAME)
- EU/Europe/Brexit: 52% (White), 45% (BAME)
- Economy: 33% (White), 20% (BAME)
- Unemployment: 18% (White), 24% (BAME)
- NHS/Hospitals/Healthcare: 18% (White), 18% (BAME)
- Education/Schools: 12% (White), 17% (BAME)
- Pollution/environment/climate change: 12% (White), 10% (BAME)
- Immigration/immigrants: 10% (White), 11% (BAME)
- Poverty/Inequality: 10% (White), 9% (BAME)
- Housing: 6% (White), 11% (BAME)

Base: 1,013 British adults 18+, 11 - 18 September 2020

Source: Ipsos MORI Issues Index
Age group

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic disease</td>
<td>82%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>EU/Europe/Brexit</td>
<td>54%</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>35%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Unemployment</td>
<td>22%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>26%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Education/Schools</td>
<td>15%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>12%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>13%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>4%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

Top mentions %

Base: 1,013 British adults 18+, 11 - 18 September 2020

Source: Ipsos MORI Issues Index
## Age and social grade

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

<table>
<thead>
<tr>
<th>AGE BRACKET</th>
<th>CORONAVIRUS</th>
<th>EU/BREXIT</th>
<th>ECONOMY</th>
<th>ABC1</th>
<th>ECONOMY/JOBS</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>78%</td>
<td>60%</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-54</td>
<td>82%</td>
<td>58%</td>
<td>41%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>71%</td>
<td>45%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Social Grade

<table>
<thead>
<tr>
<th>SOCIAL GRADE</th>
<th>CORONAVIRUS</th>
<th>EU/BREXIT</th>
<th>ECONOMY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC1</td>
<td>71%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>C2DE</td>
<td>71%</td>
<td>49%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Base: 1,013 British adults 18+, 11 - 18 September 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 the Coronavirus/pandemic by key demographic groups:

- Overall: 77%
- Men: 79%
- Women: 74%
- CON: 81%
- LAB: 79%
- AB: 77%
- C1: 79%
- C2: 79%
- DE: 71%

Concern about the coronavirus/pandemic by age group:

- 18-24: 78%
- 25-34: 67%
- 35-44: 80%
- 45-54: 83%
- 55-64: 79%
- 65+: 74%

Base: 1,013 British adults 18+, 11 - 18 September 2020

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:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>51%</td>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party Support</th>
<th>CON</th>
<th>LAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td>Men</td>
<td>59%</td>
<td>51%</td>
</tr>
<tr>
<td>Women</td>
<td>56%</td>
<td>39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Grade</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>55%</td>
<td>54%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>Men</td>
<td>59%</td>
<td>51%</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Women</td>
<td>59%</td>
<td>54%</td>
<td>56%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Concern by age group:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Concern About Brexit/EU</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>36%</td>
</tr>
<tr>
<td>25-34</td>
<td>44%</td>
</tr>
<tr>
<td>35-44</td>
<td>55%</td>
</tr>
<tr>
<td>45-54</td>
<td>54%</td>
</tr>
<tr>
<td>55-64</td>
<td>58%</td>
</tr>
<tr>
<td>65+</td>
<td>52%</td>
</tr>
</tbody>
</table>

Base: 1,013 British adults 18+, 11 - 18 September 2020

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:

- Overall: 31%
- Men: 32%
- Women: 31%
- CON: 37%
- LAB: 26%
- AB: 39%
- C1: 34%
- C2: 28%
- DE: 24%

Concern by age:
- 18-24: 27%
- 25-34: 31%
- 35-44: 24%
- 45-54: 46%
- 55-64: 31%
- 65+: 28%

Base: 1,013 British adults 18+, 11 - 18 September 2020

Source: Ipsos MORI Issues Index