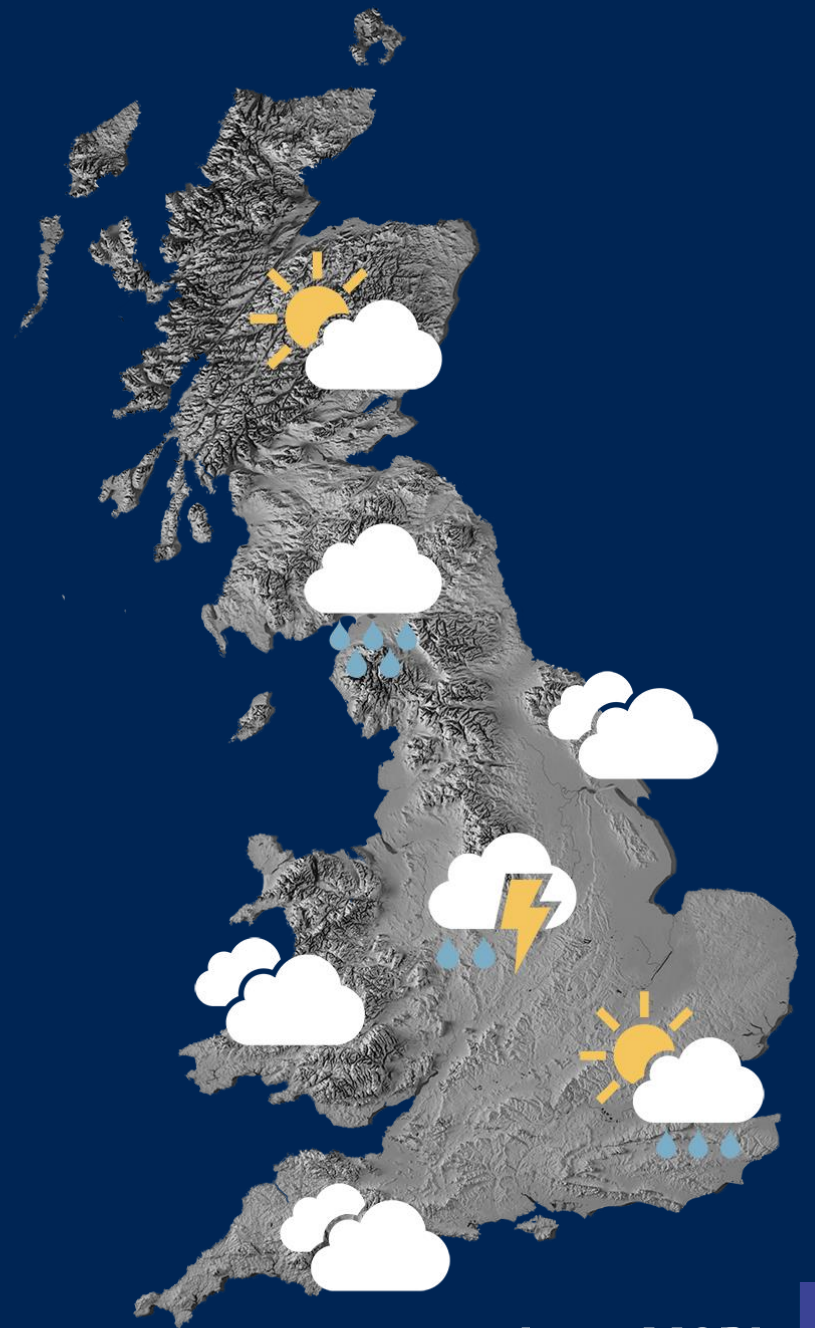


IPSOS MORI ISSUES INDEX

January 2021



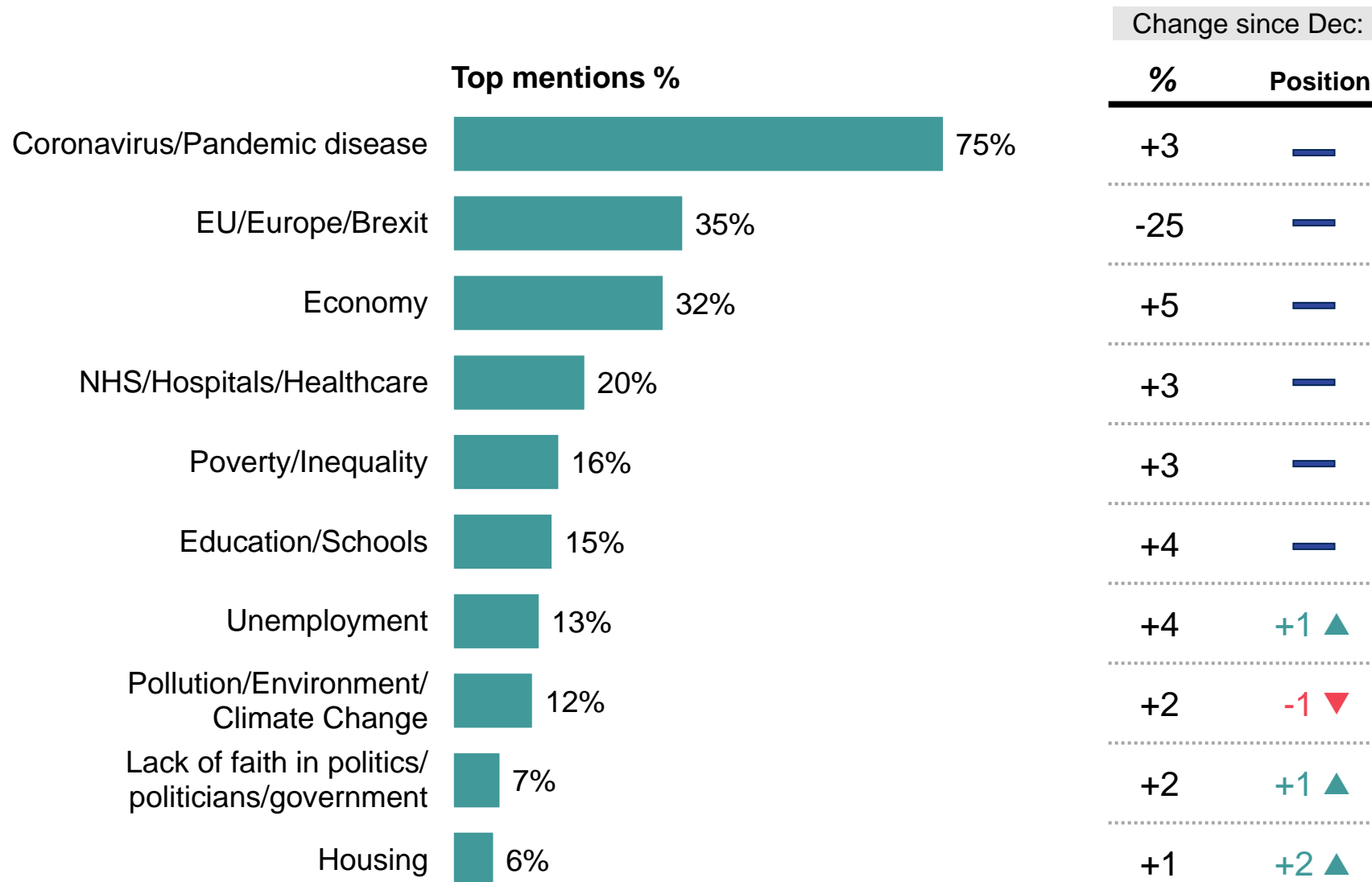
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Ipsos MORI



January 2021

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

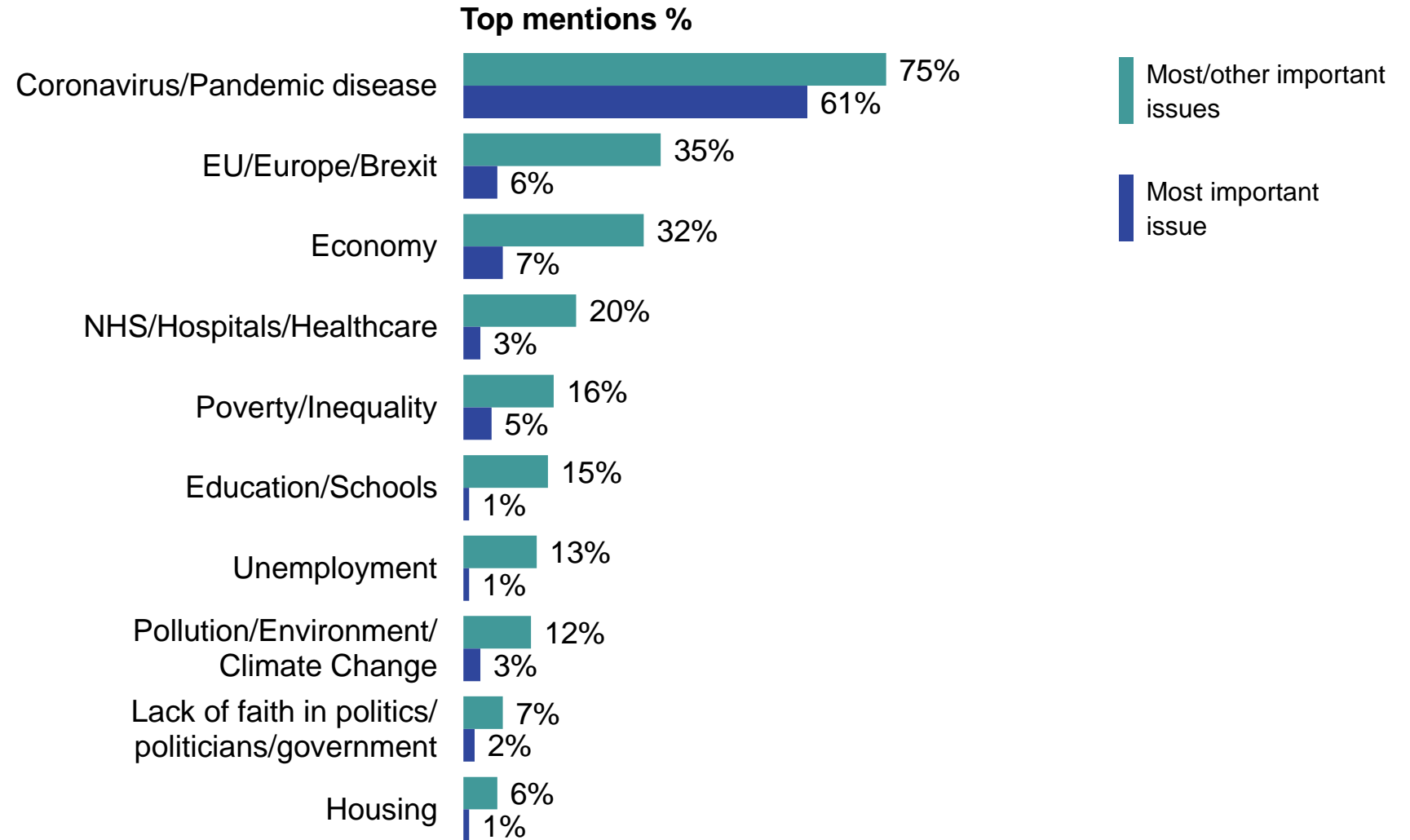


Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

January 2021

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



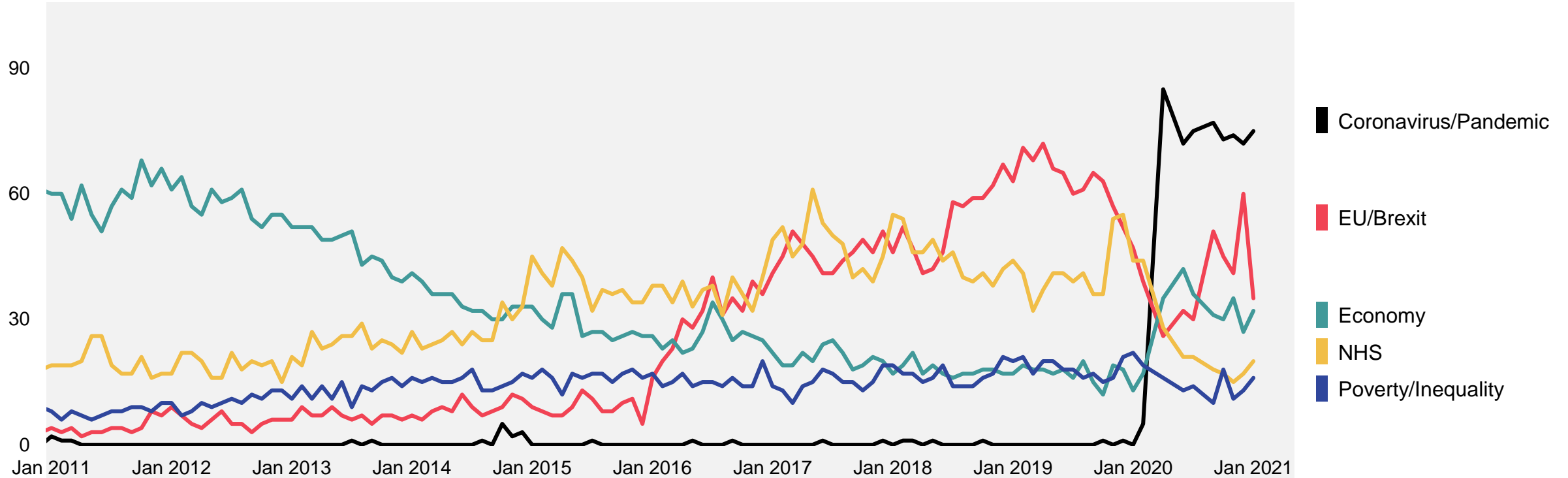
Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Top five concerns: trend

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

Top mentions %



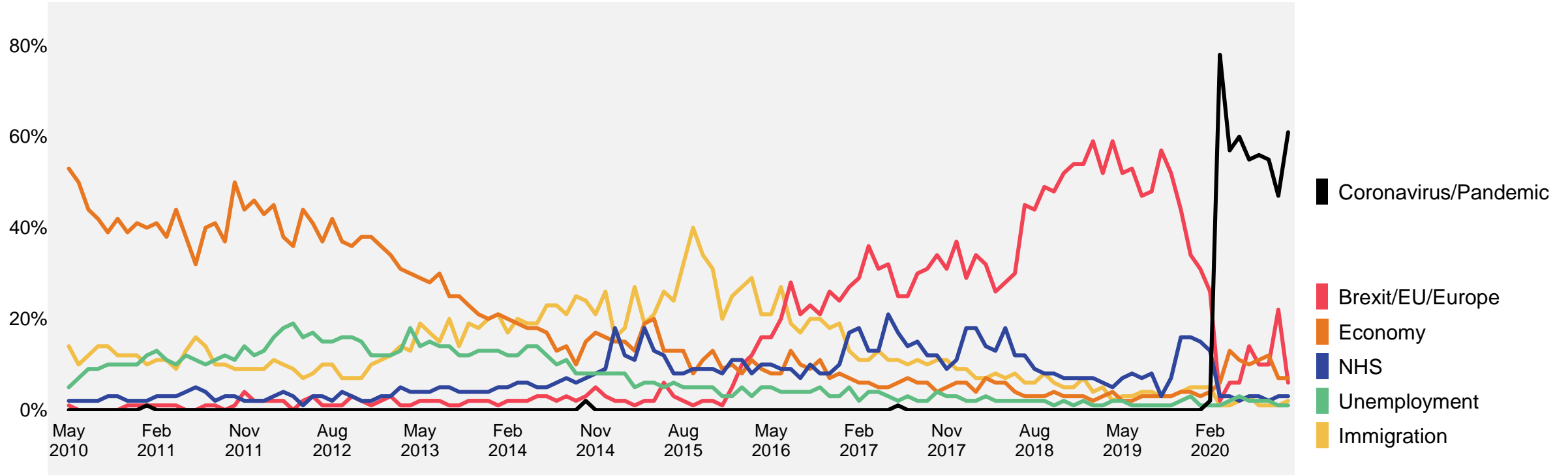
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Single Biggest Issue 2010 - 2021

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

Top mentions %

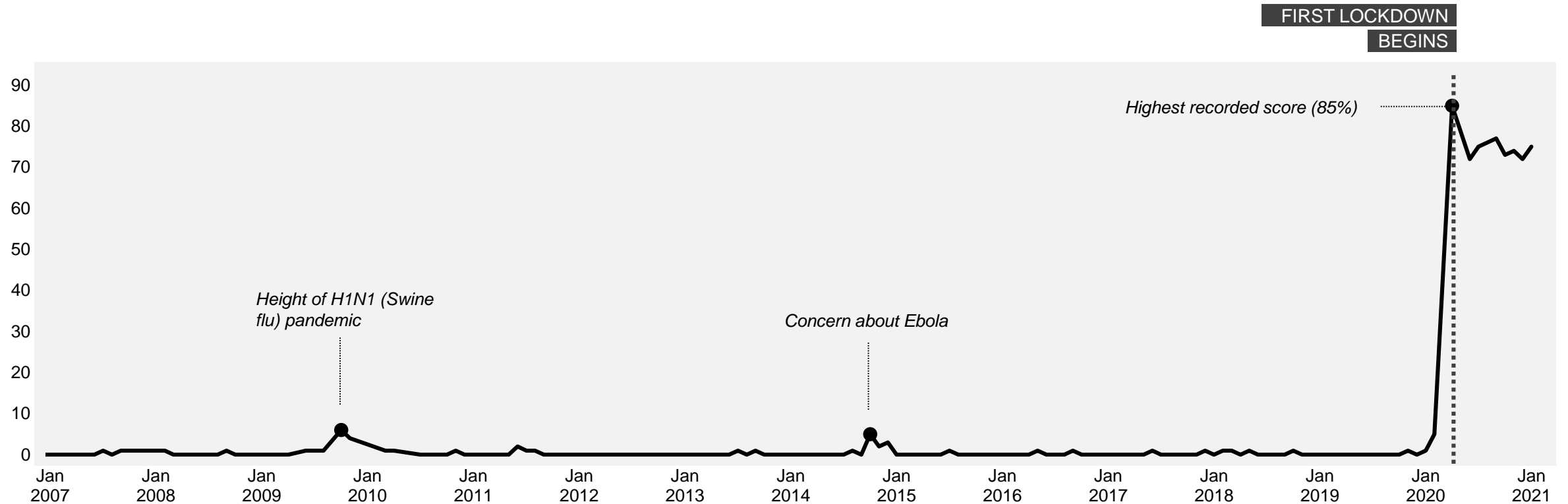


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Coronavirus/Pandemic diseases

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

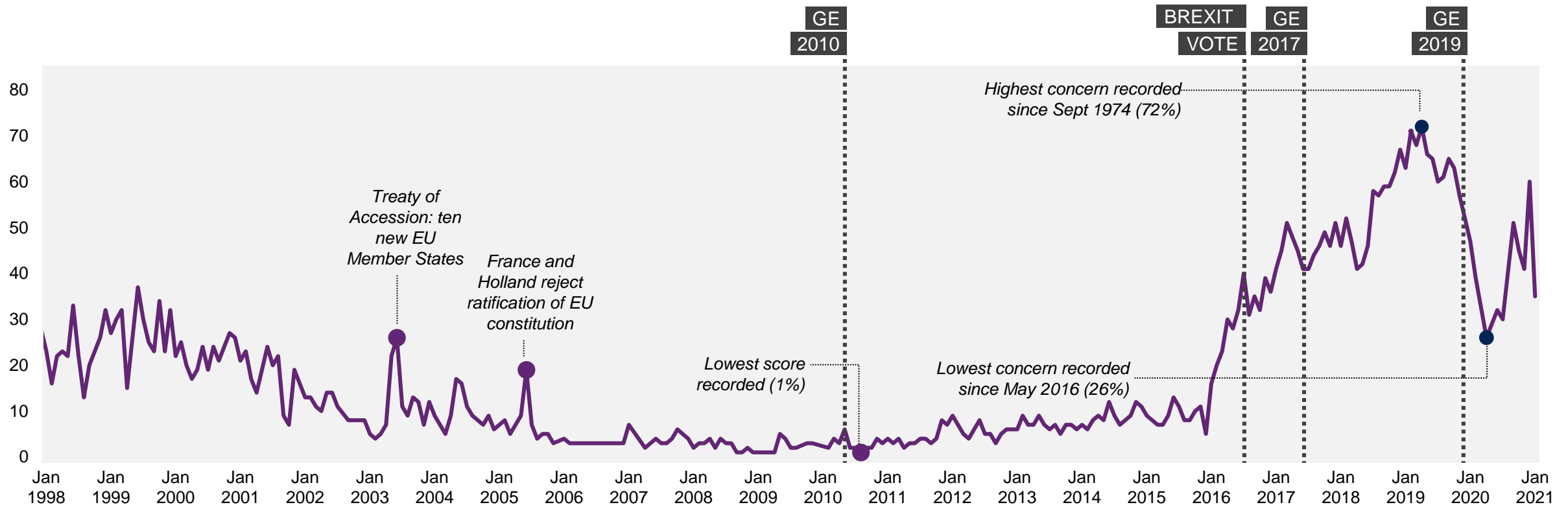


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

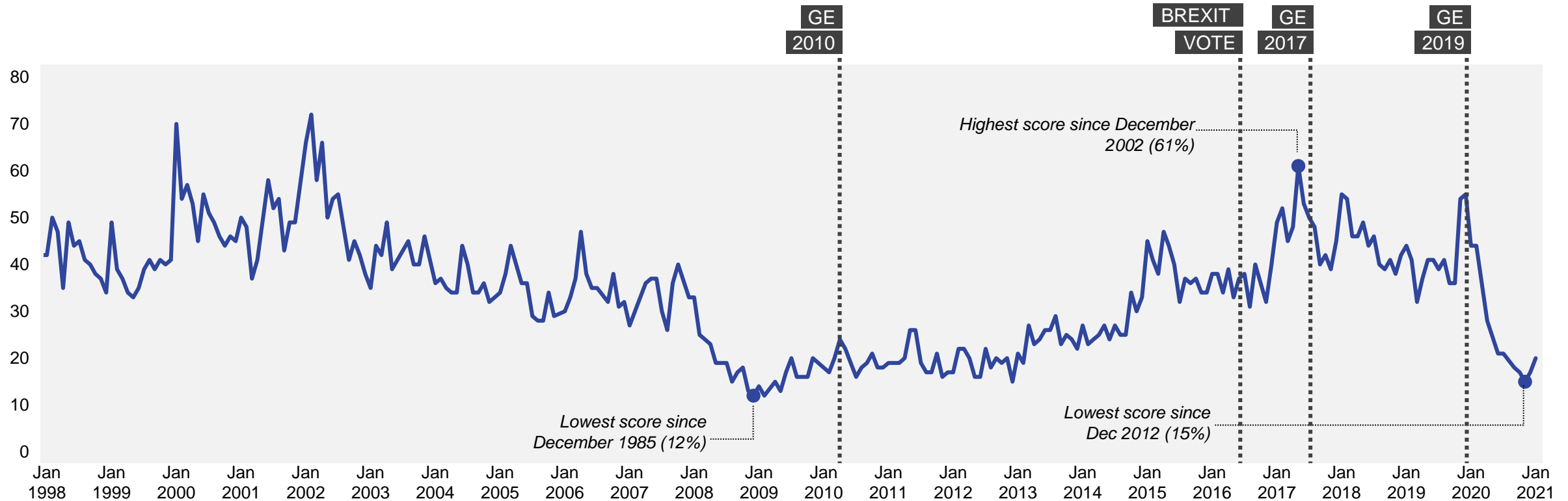


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

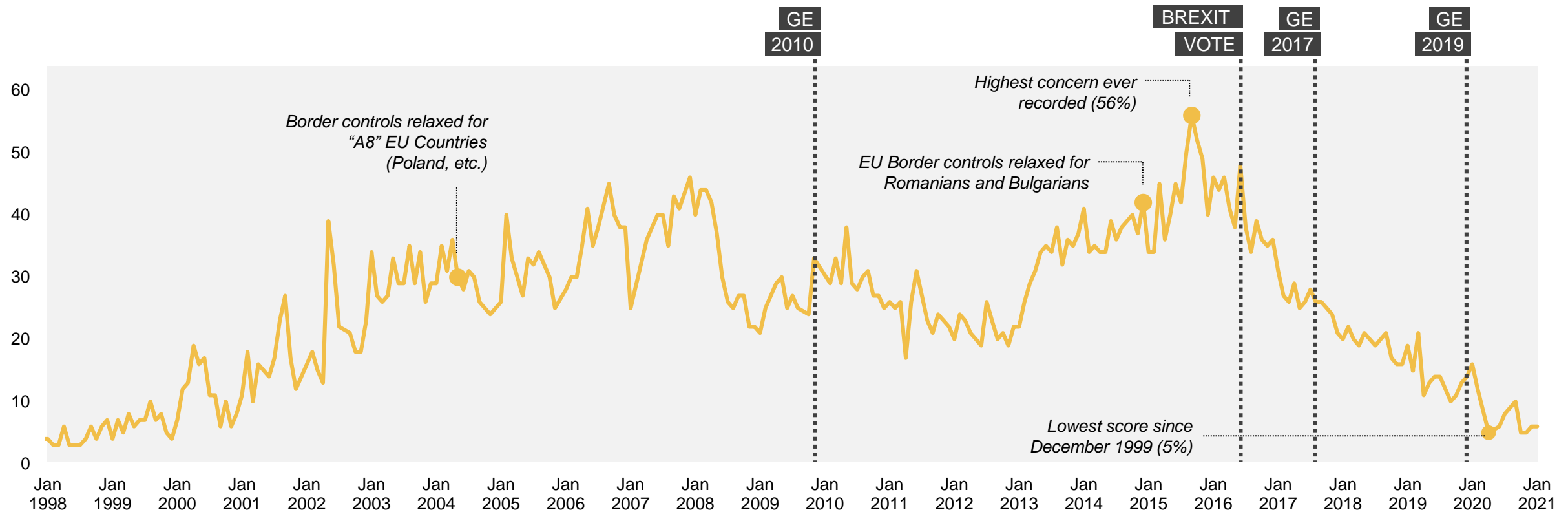


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

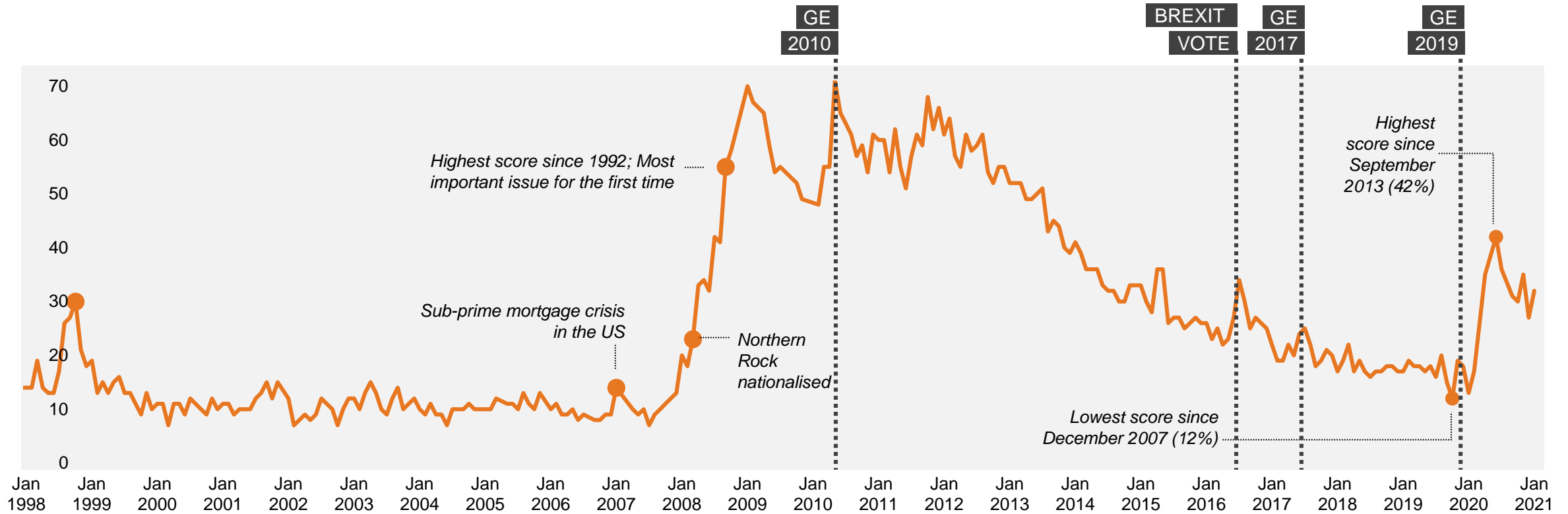


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

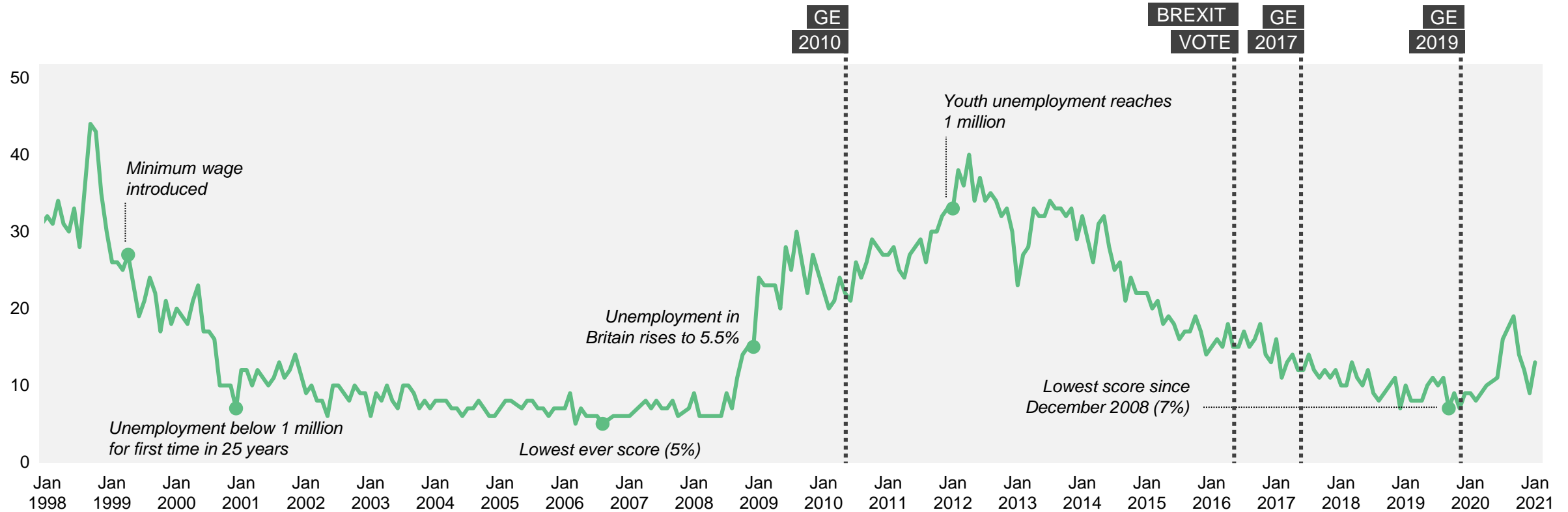


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

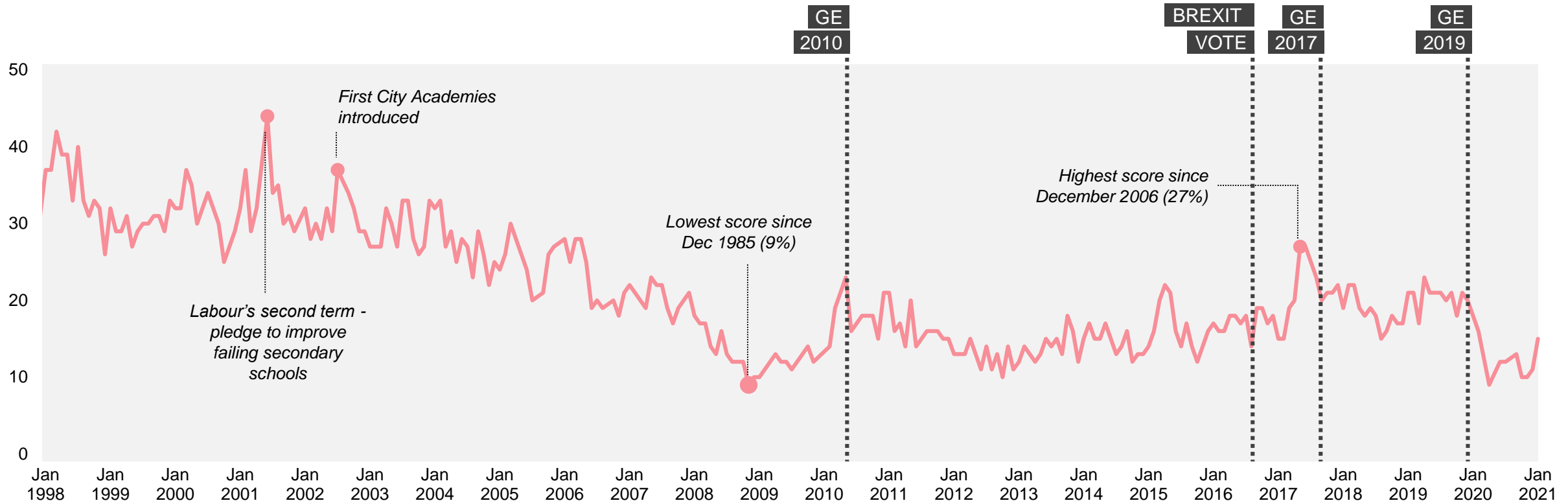


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Education / Schools

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

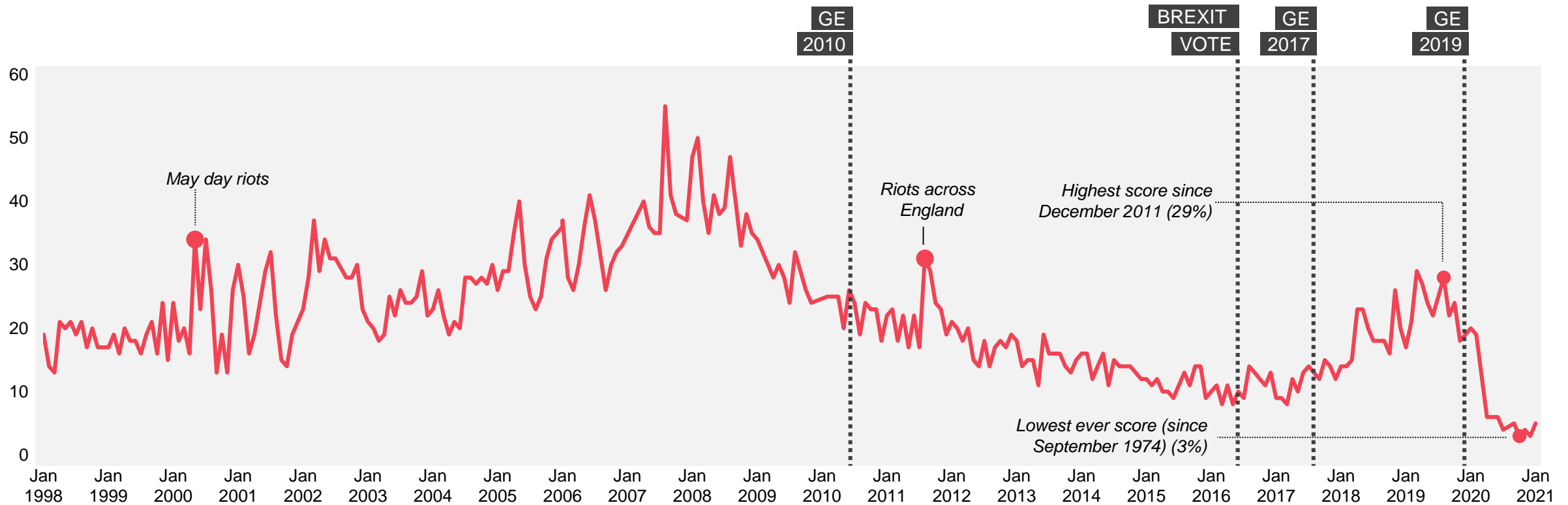


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

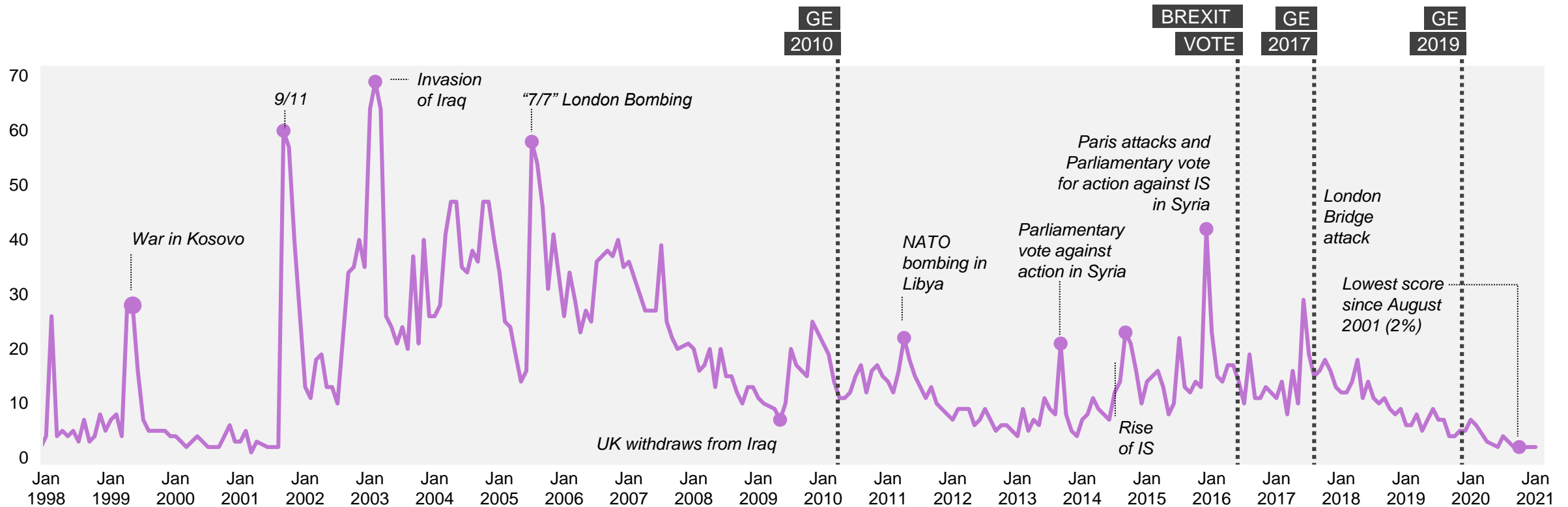


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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

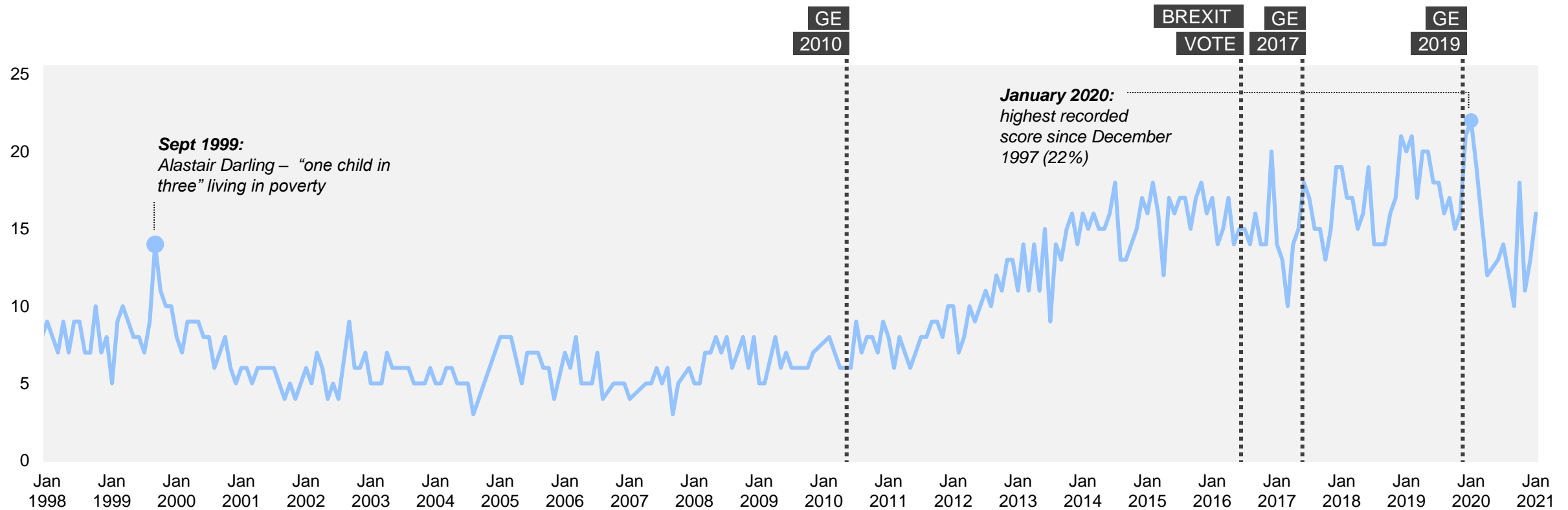


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Poverty/inequality

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

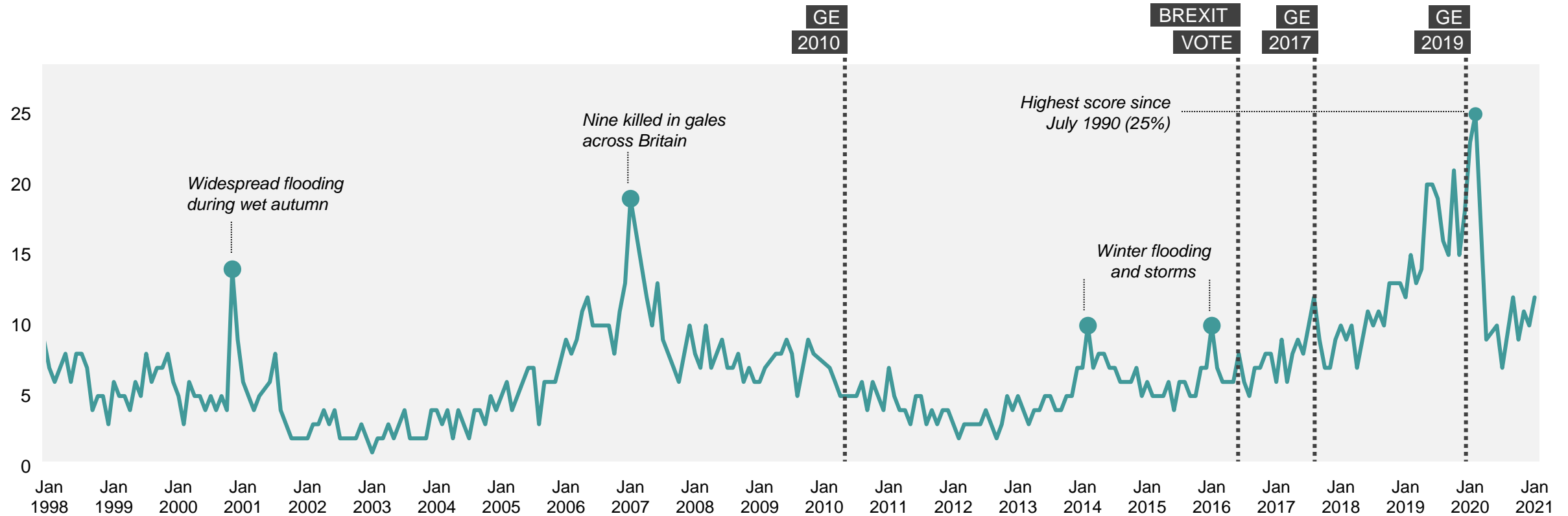


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Pollution / Environment

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

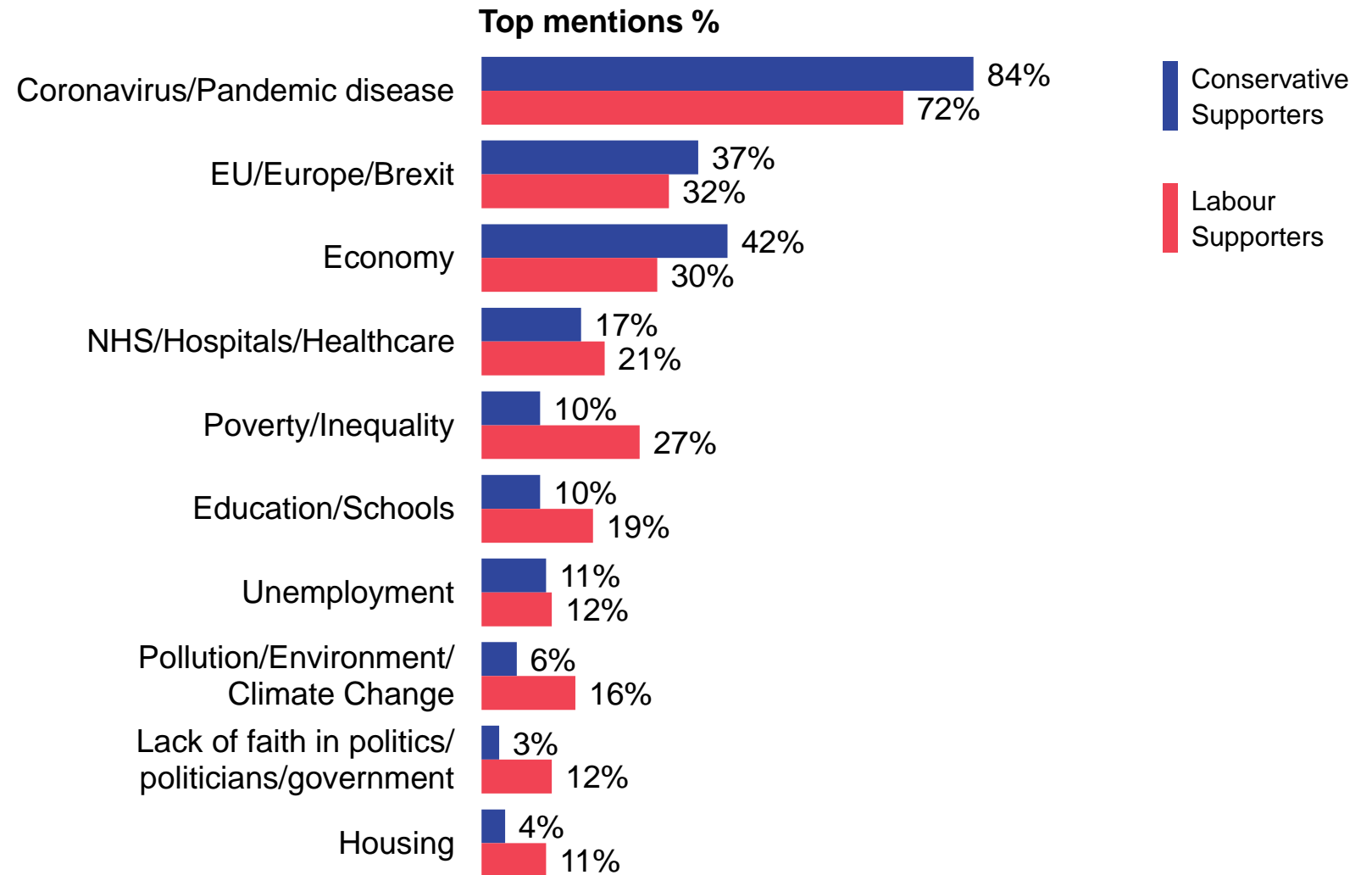


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Party support

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

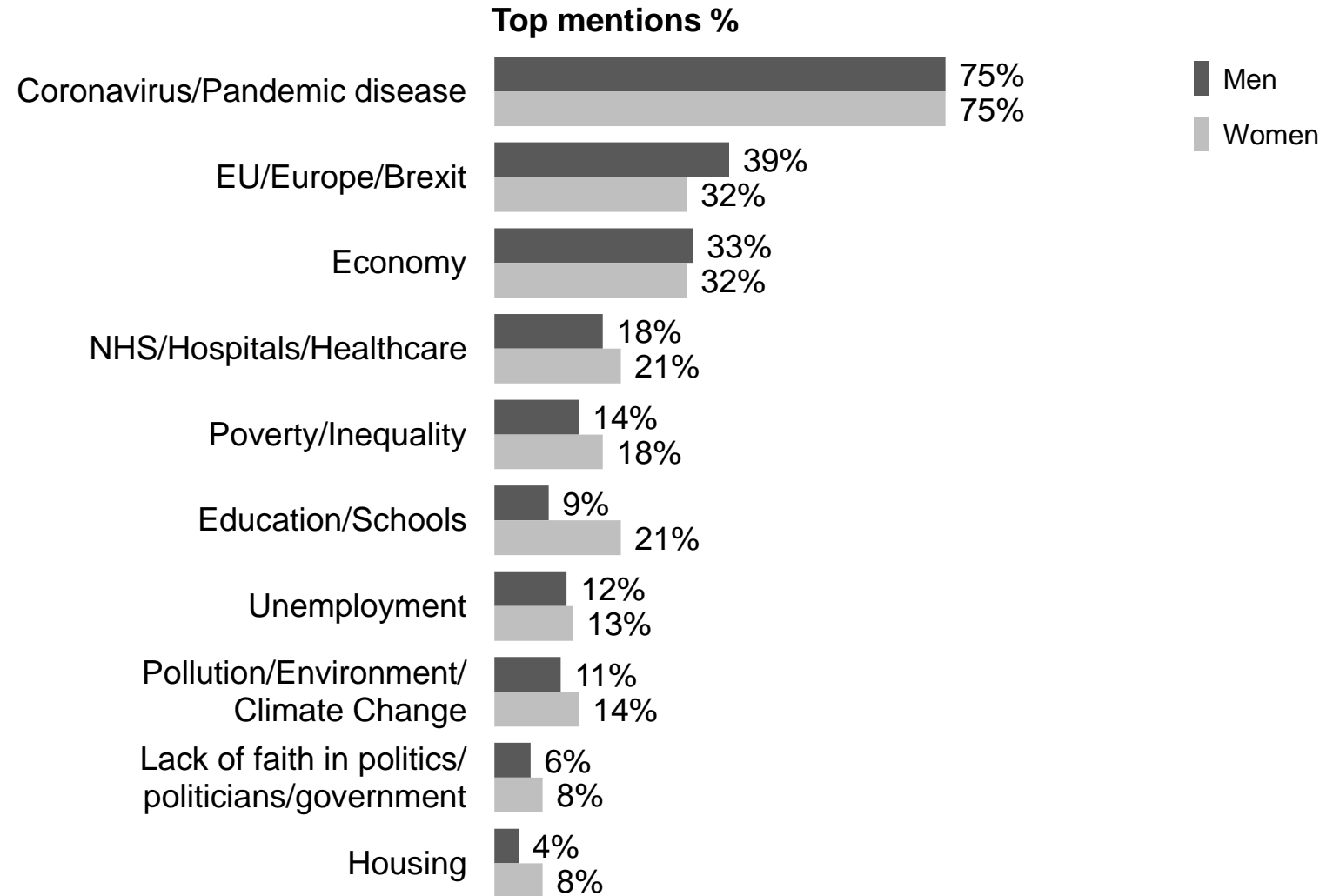


Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Men and women

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

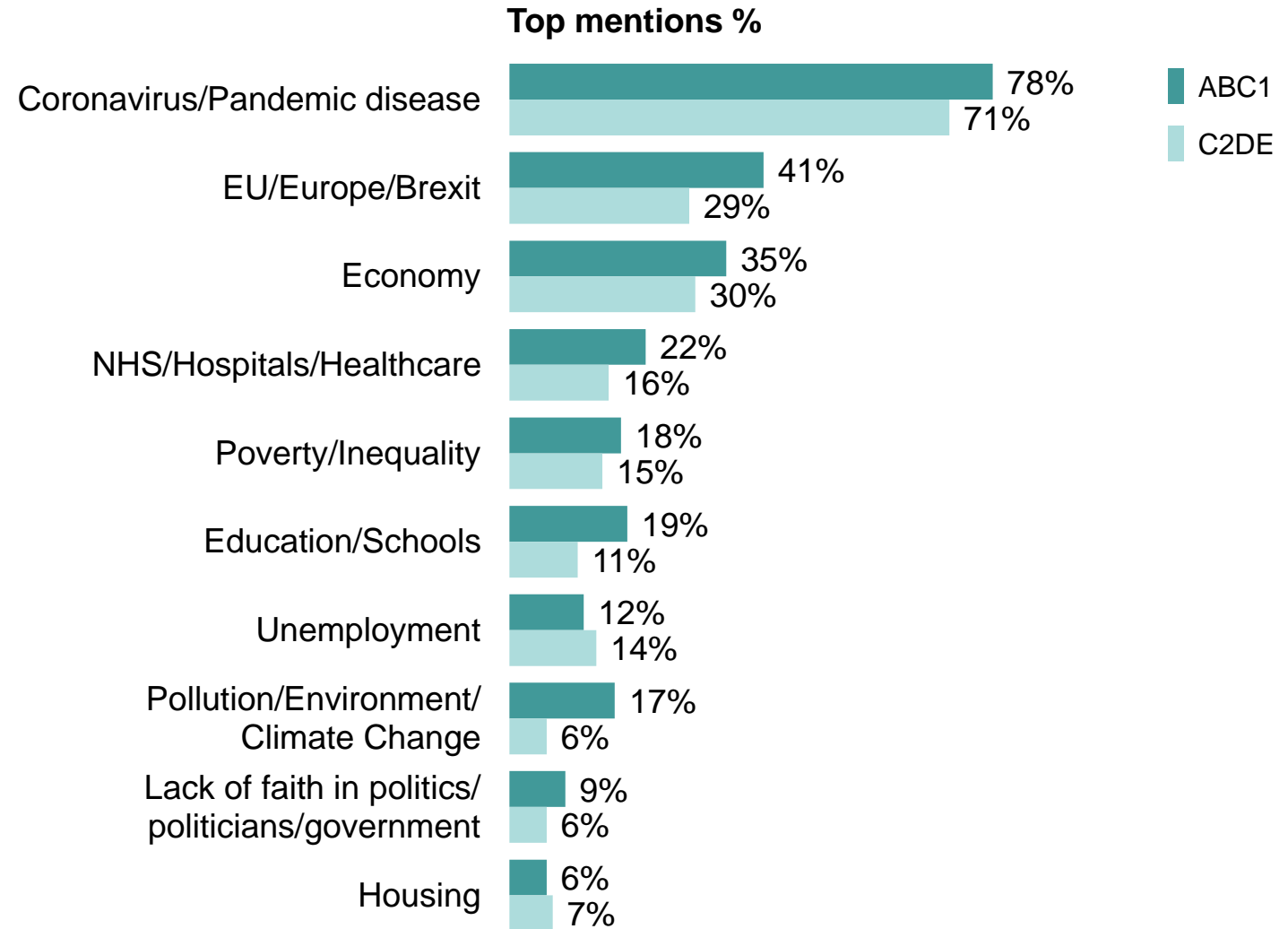


Base: 1,031 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Social grade

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

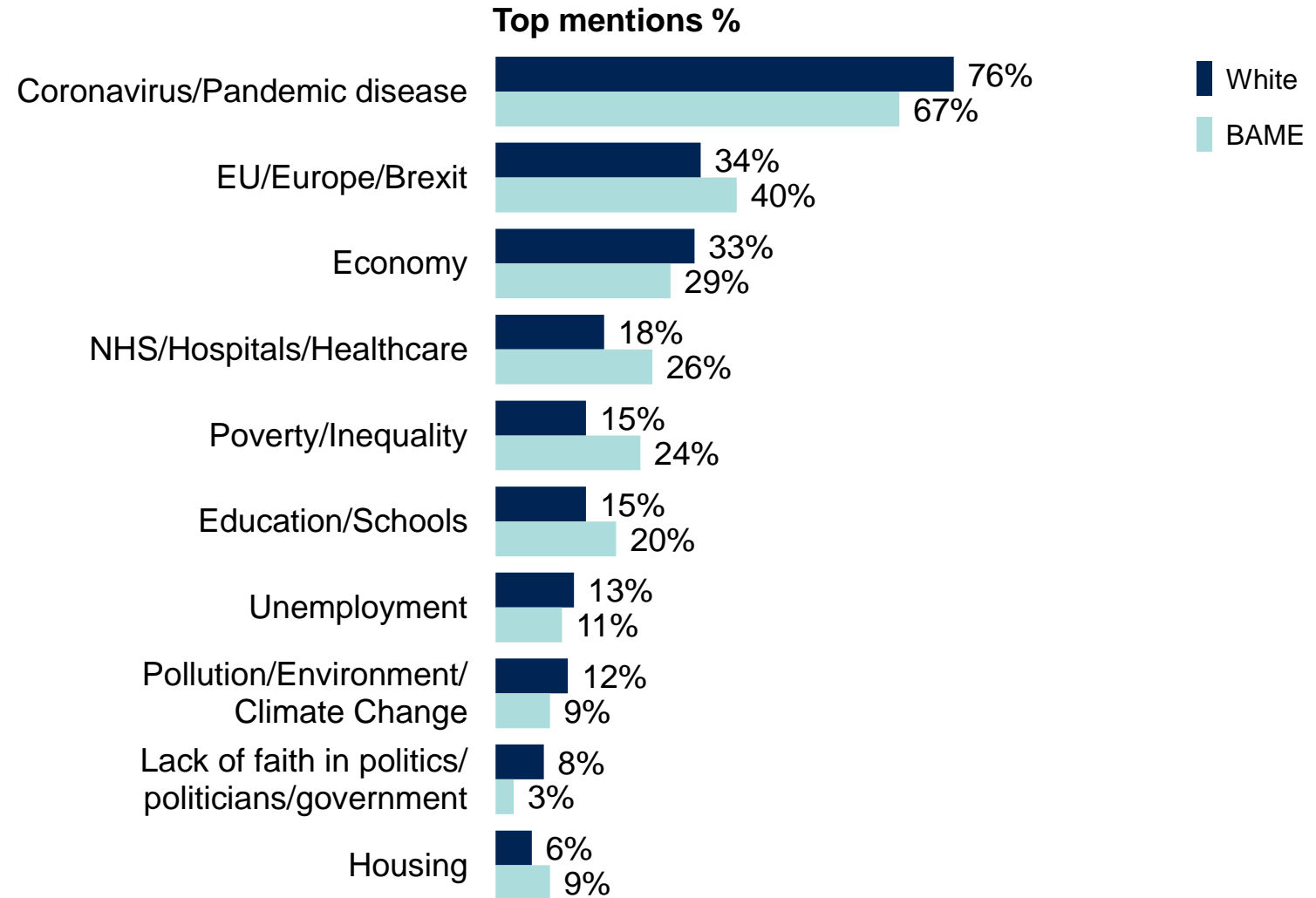


Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Ethnic background

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

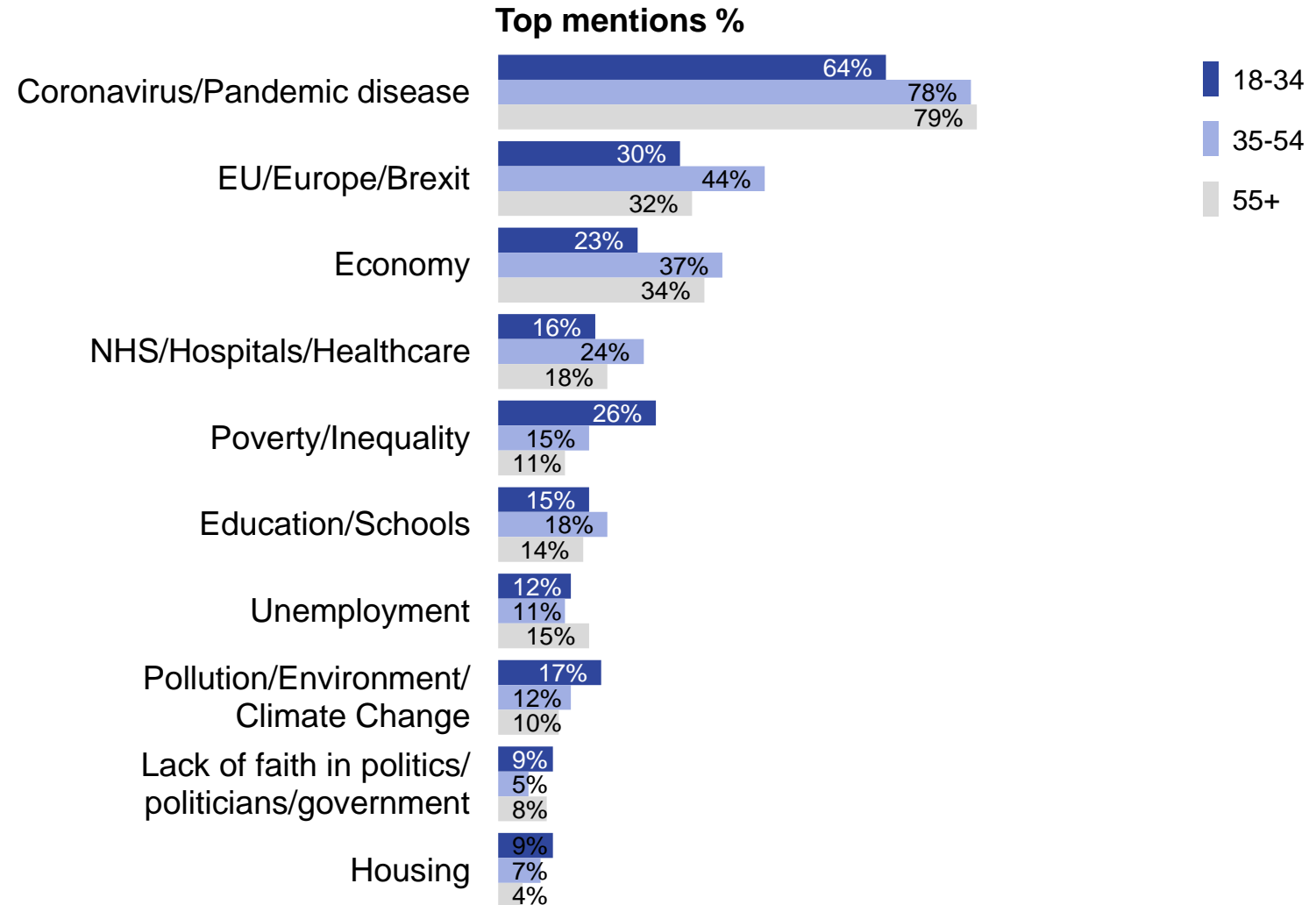


Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Age group

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

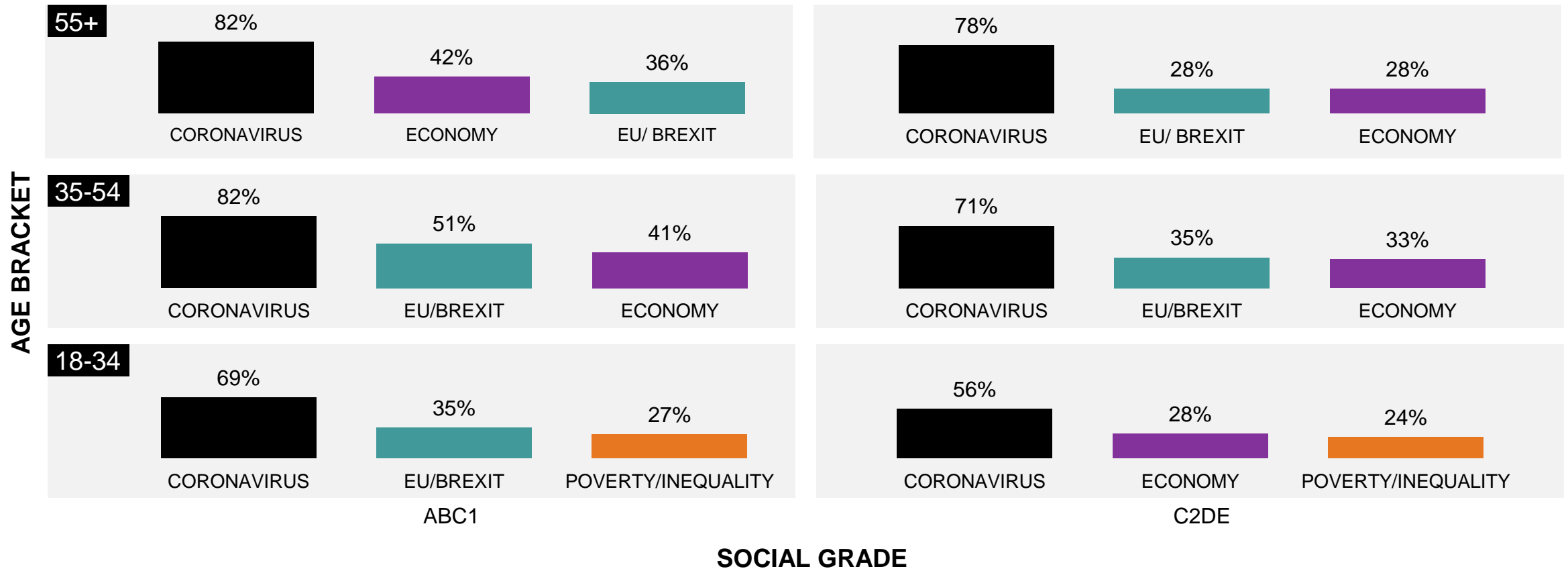


Base: 1,032 British adults 18+, 22 - 27 January 2021

Source: Ipsos MORI Issues Index

Age and social grade

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



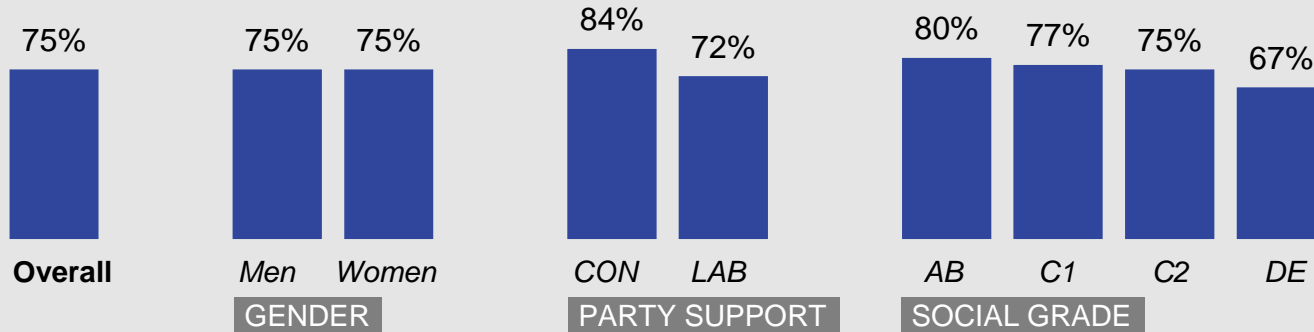
Base: 1,032 British adults 18+, 22 - 27 January 2021

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 by key demographic groups:

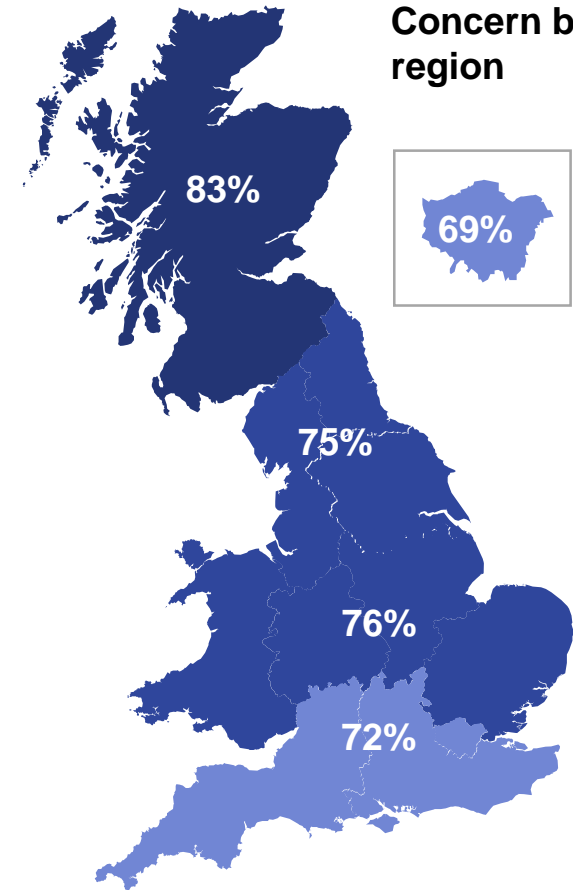


Concern by age group:



Base: 1,032 British adults 18+, 22 - 27 January 2021

Concern by region

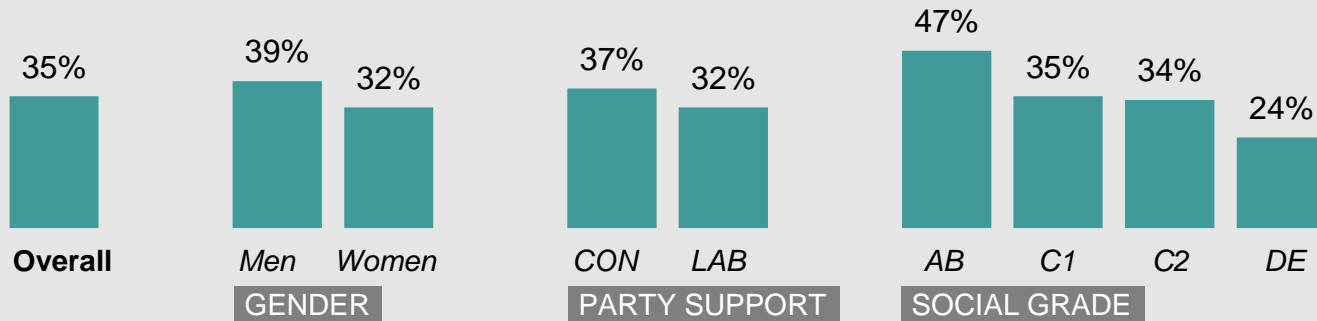


Source: Ipsos MORI Issues Index

Concern about Brexit/EU by subgroup

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

Concern by key demographic groups:

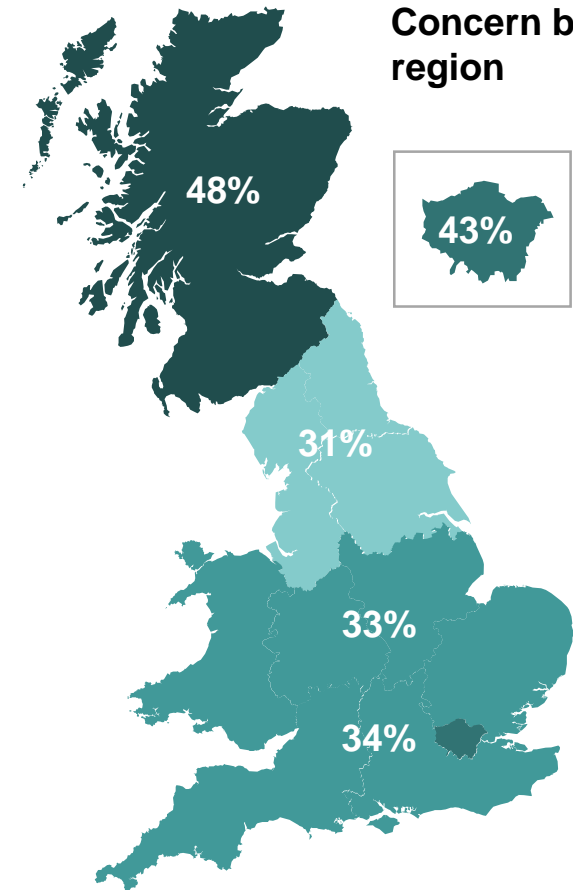


Concern by age group:



Base: 1,032 British adults 18+, 22 - 27 January 2021

Concern by region

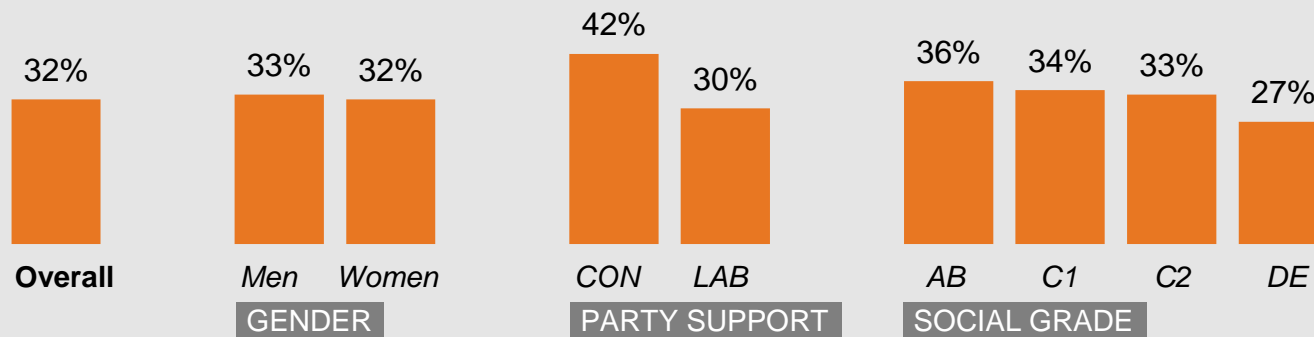


Source: Ipsos MORI Issues Index

Concern about the economy by subgroup

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

Concern by key demographic groups:

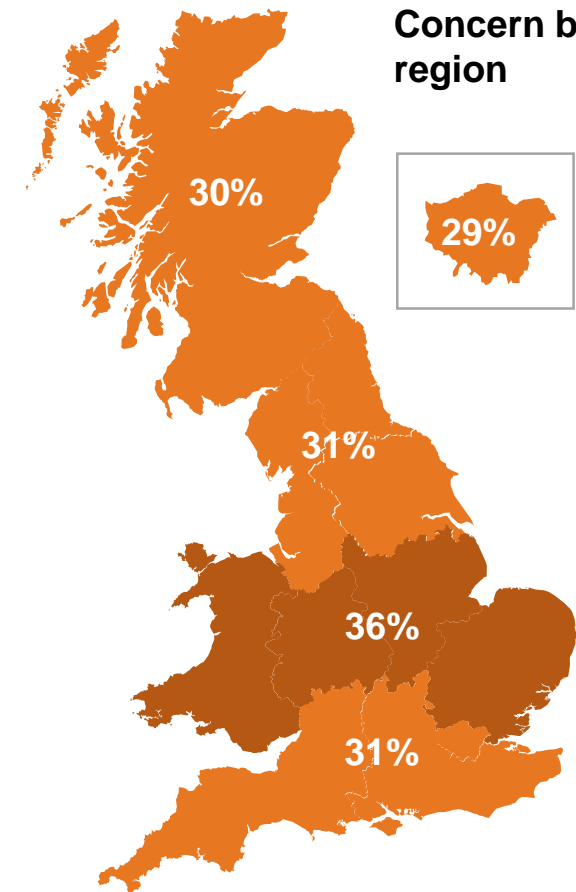


Concern by age:



Base: 1,032 British adults 18+, 22 - 27 January 2021

Concern by region



Source: Ipsos MORI Issues Index

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January 2021

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