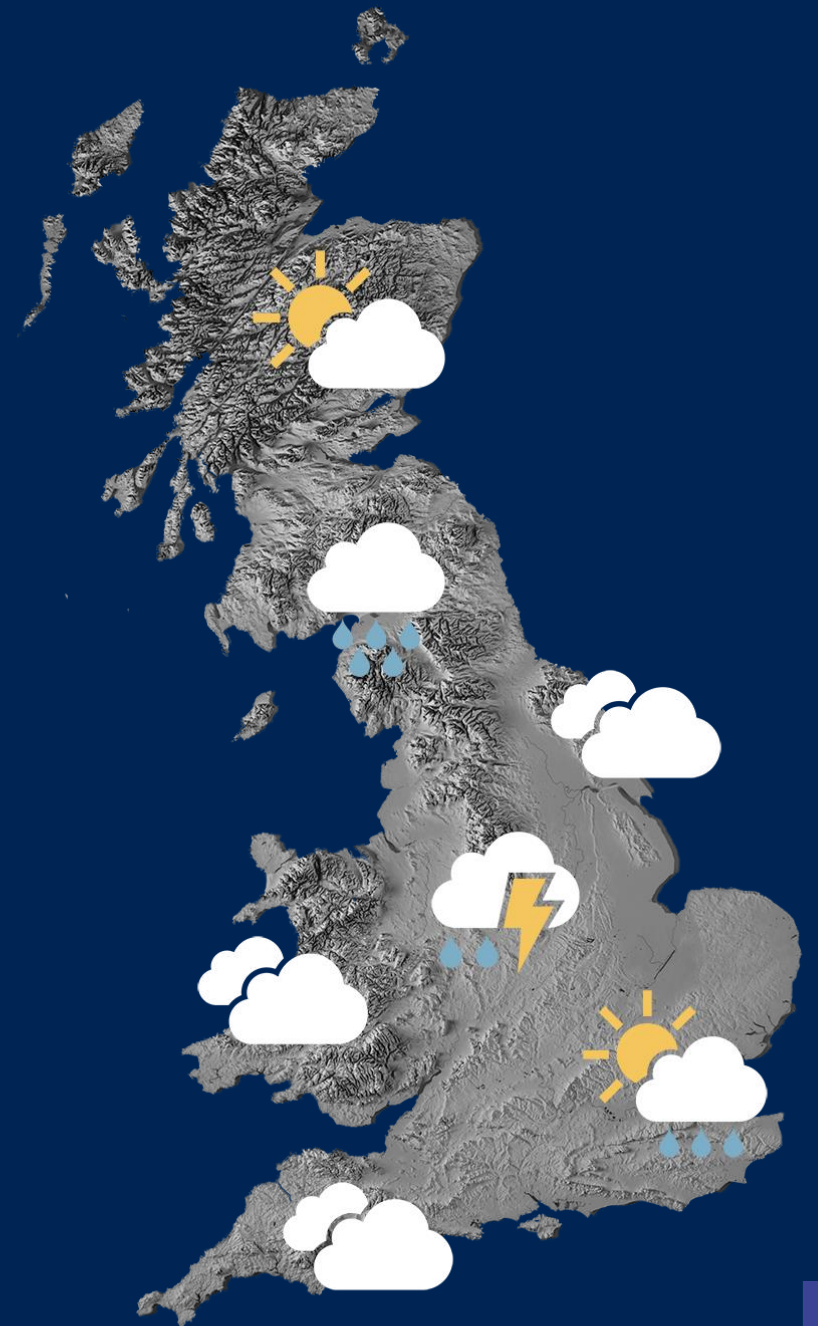


IPSOS MORI ISSUES INDEX

April 2021

© Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

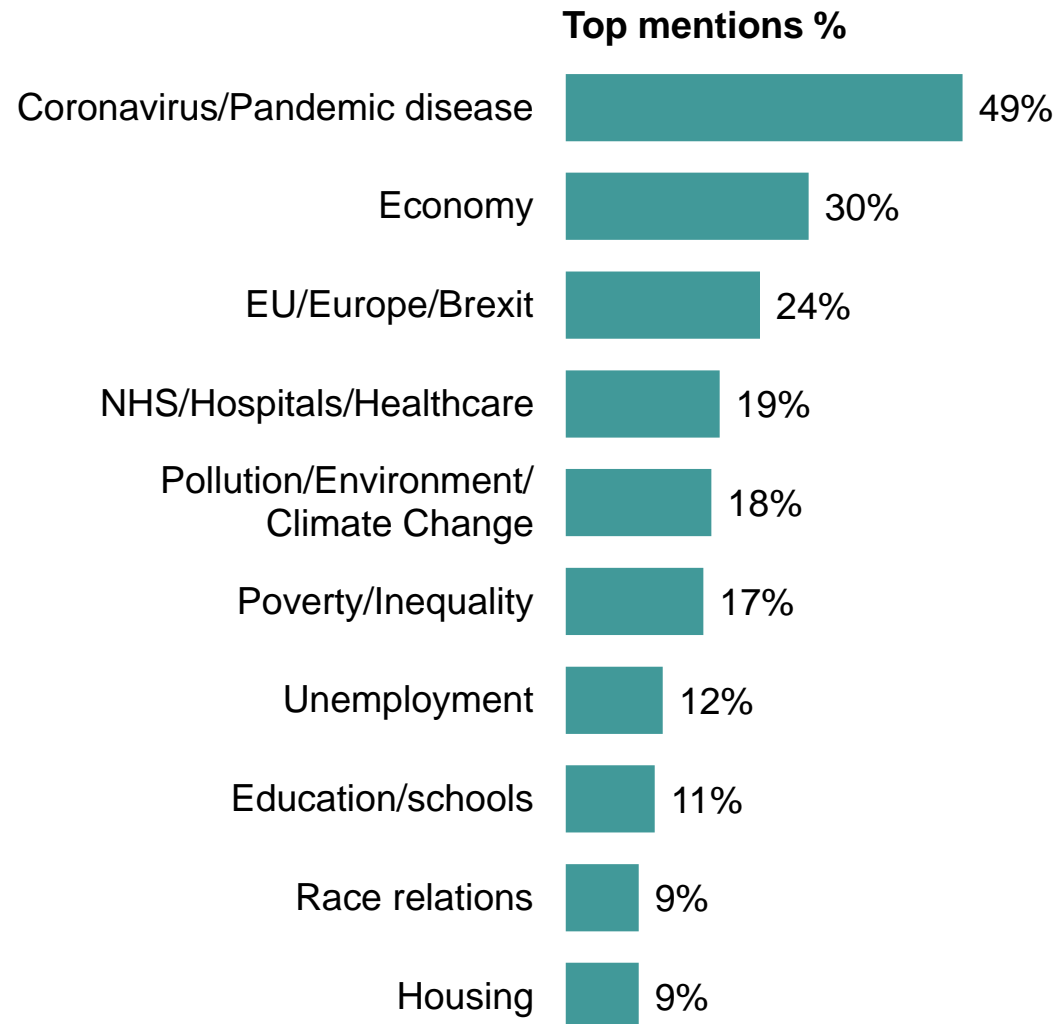


Ipsos MORI



April 2021

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



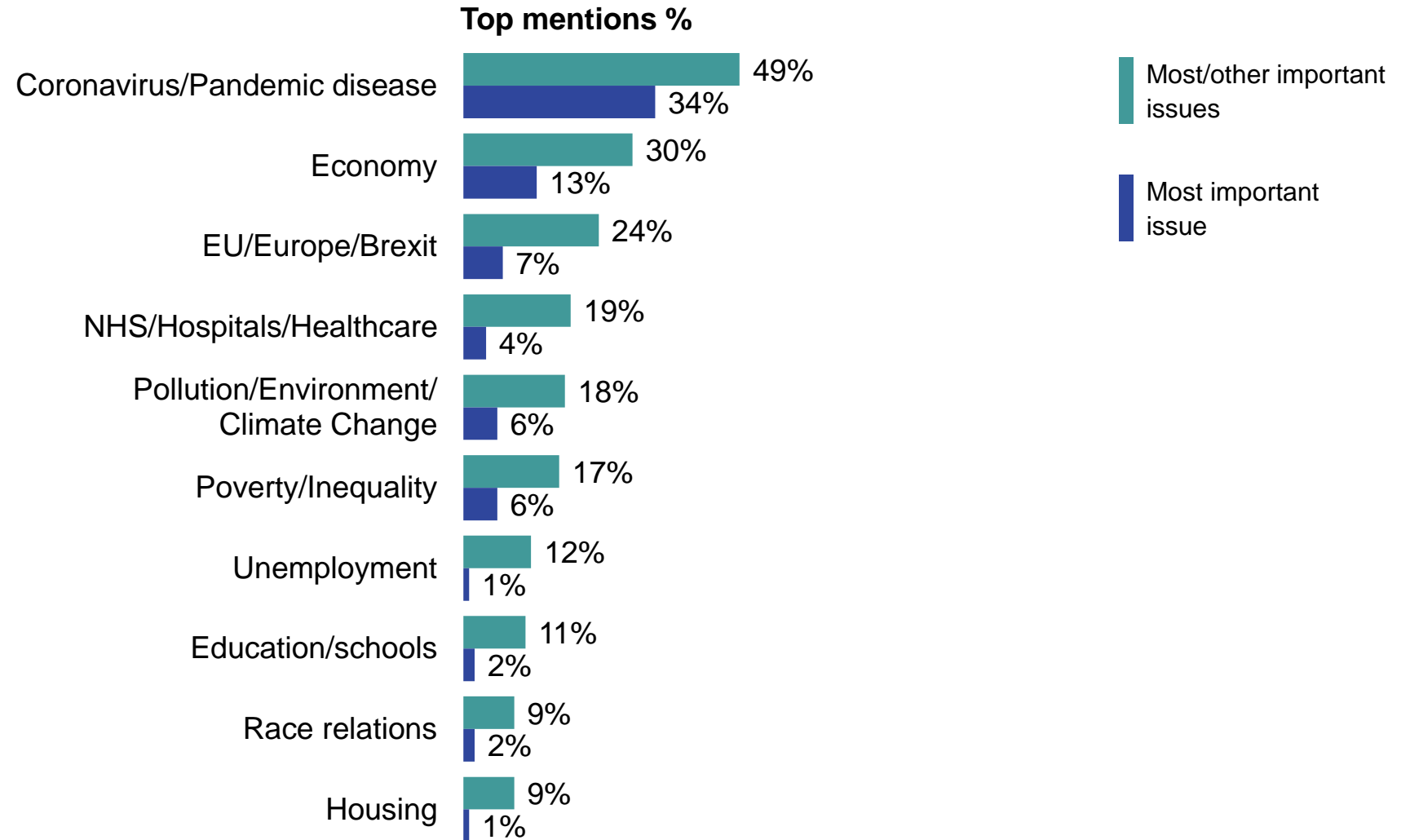
Base: 1,012 British adults 18+, 9 - 25 April 2021

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

Source: Ipsos MORI Issues Index

April 2021

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



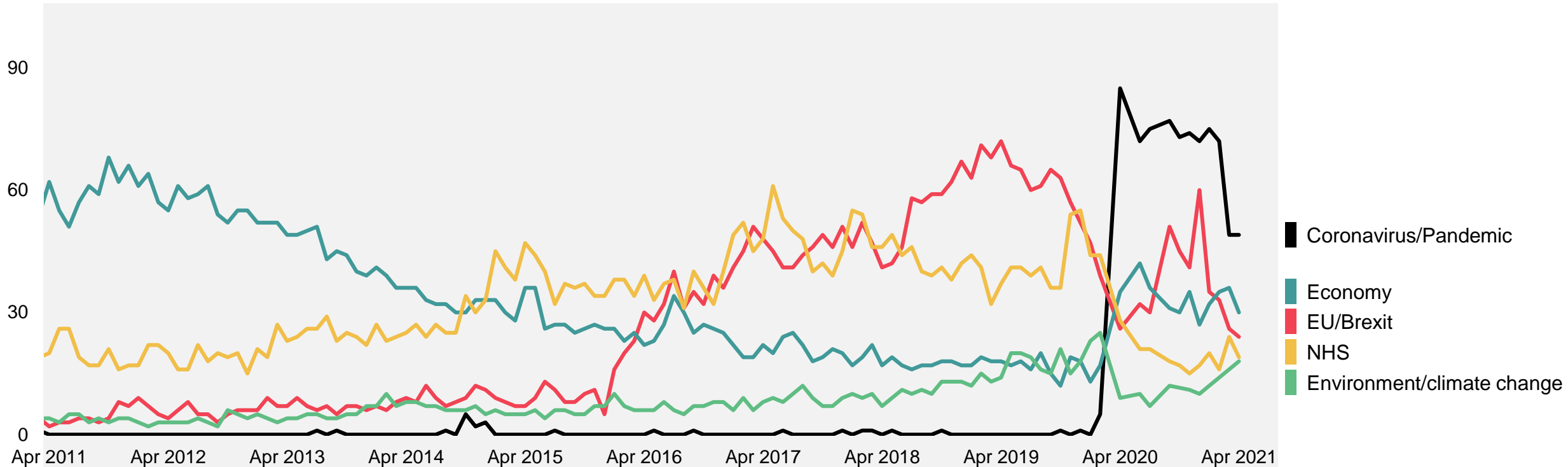
Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Top five concerns: trend

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

Top mentions %

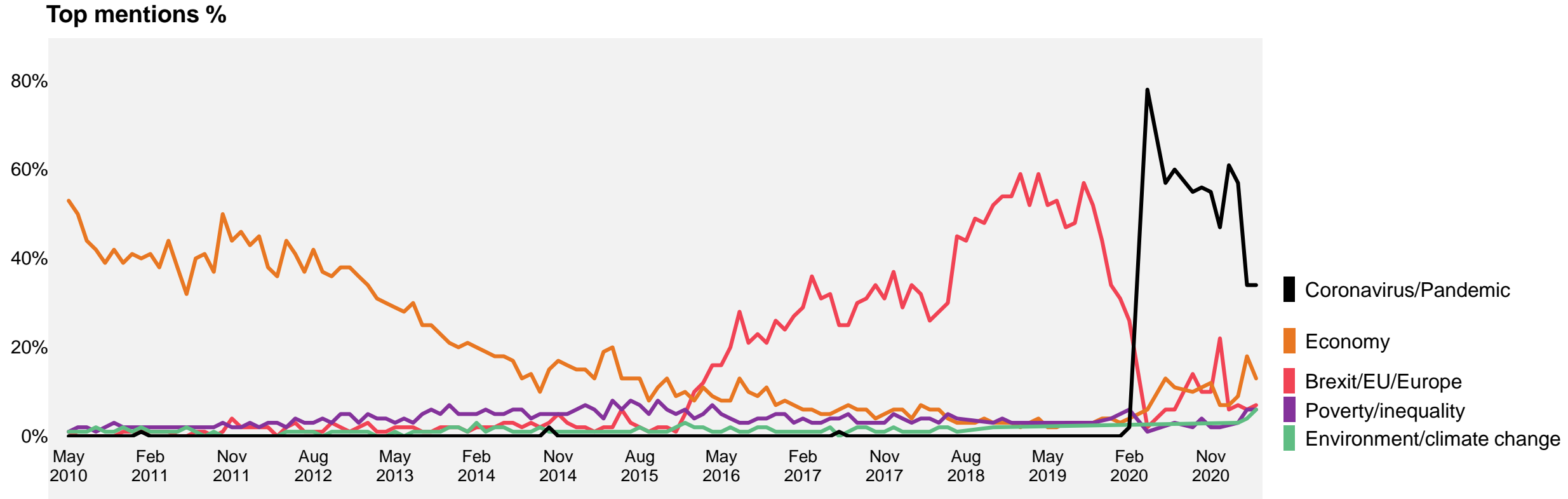


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Single Biggest Issue 2010 - 2021

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

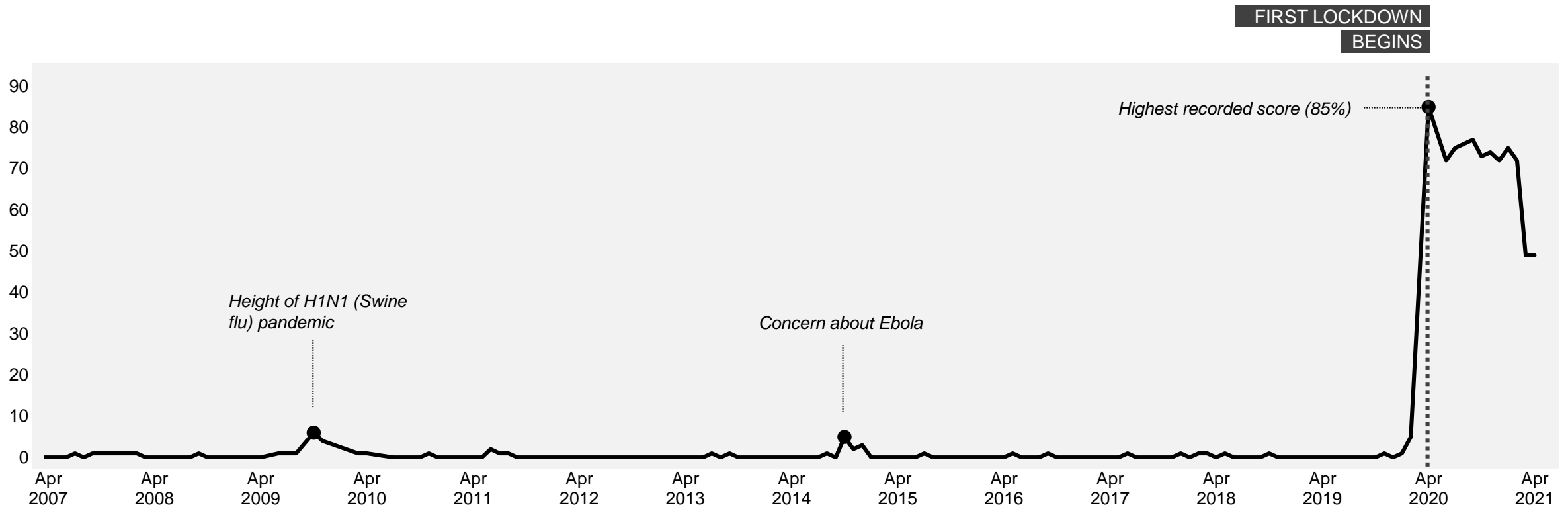


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Coronavirus/Pandemic diseases

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

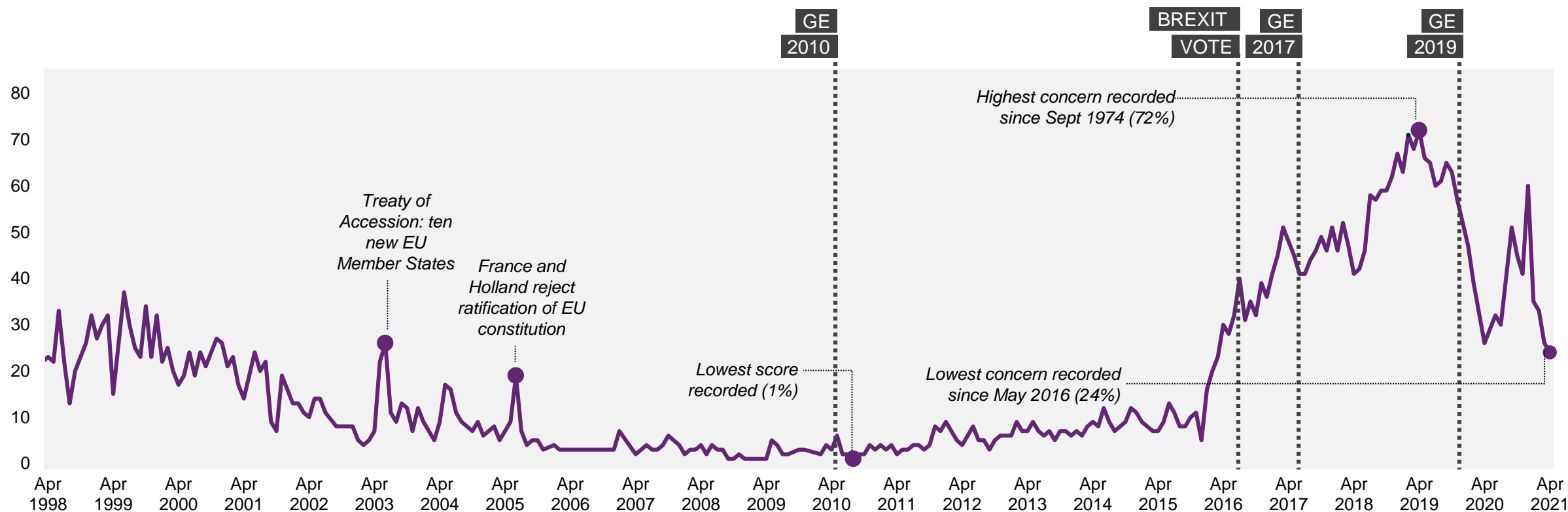


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

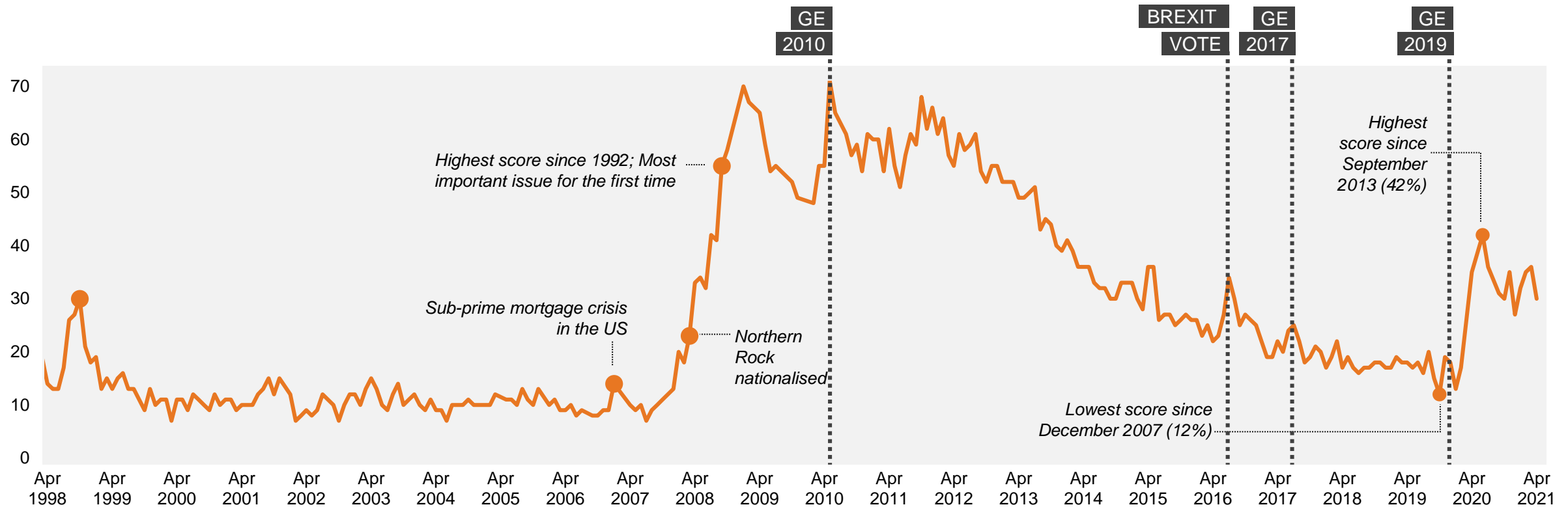


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

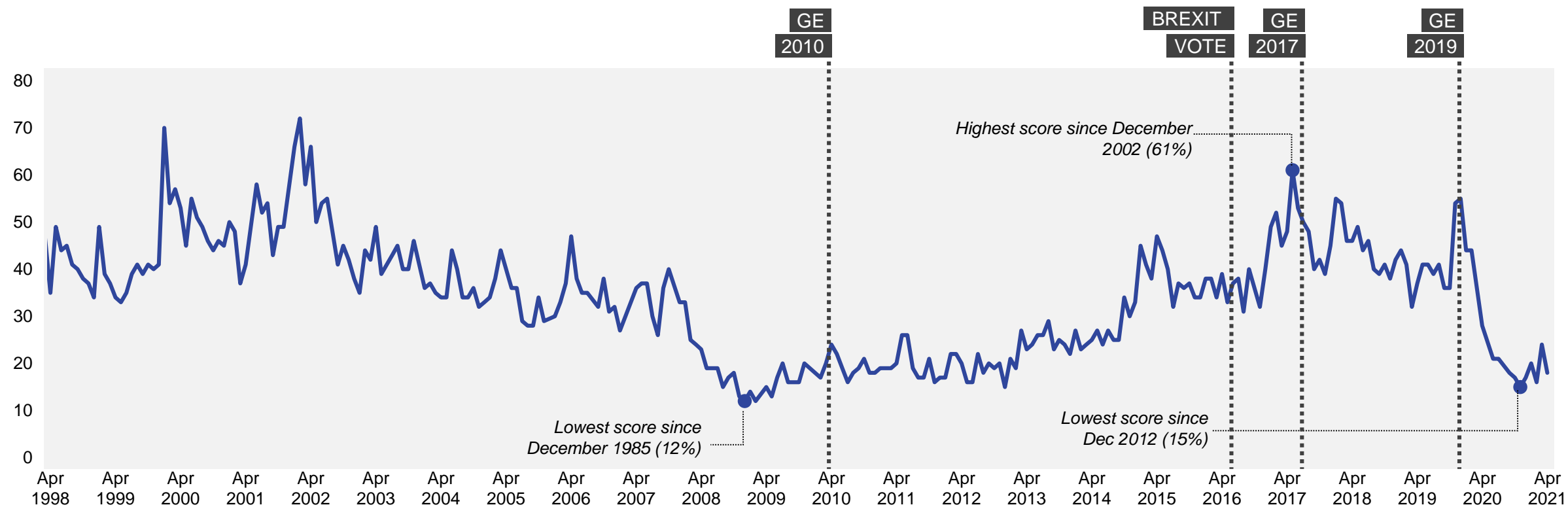


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

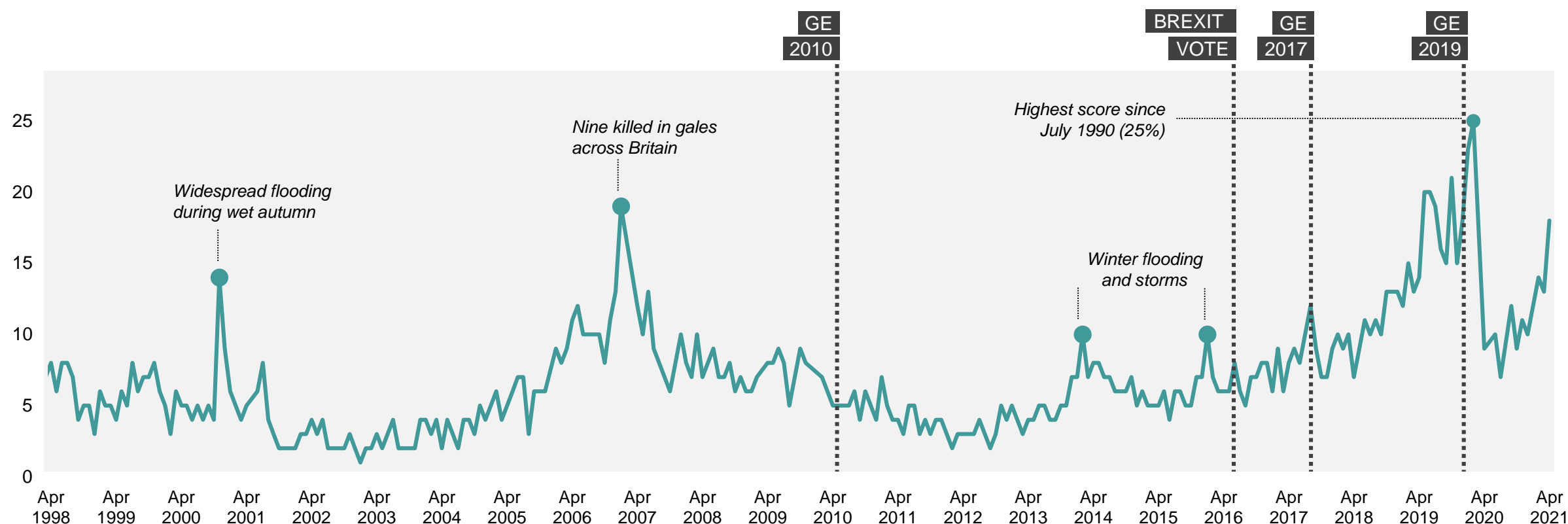


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Pollution / Environment / Climate change

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

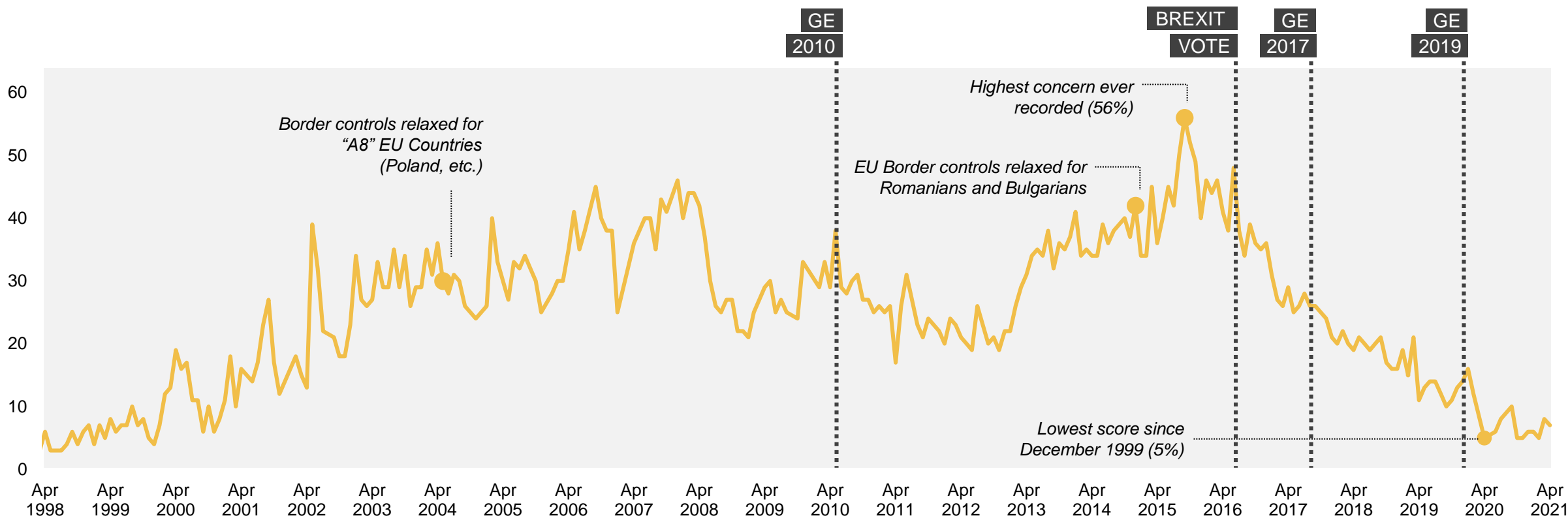


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

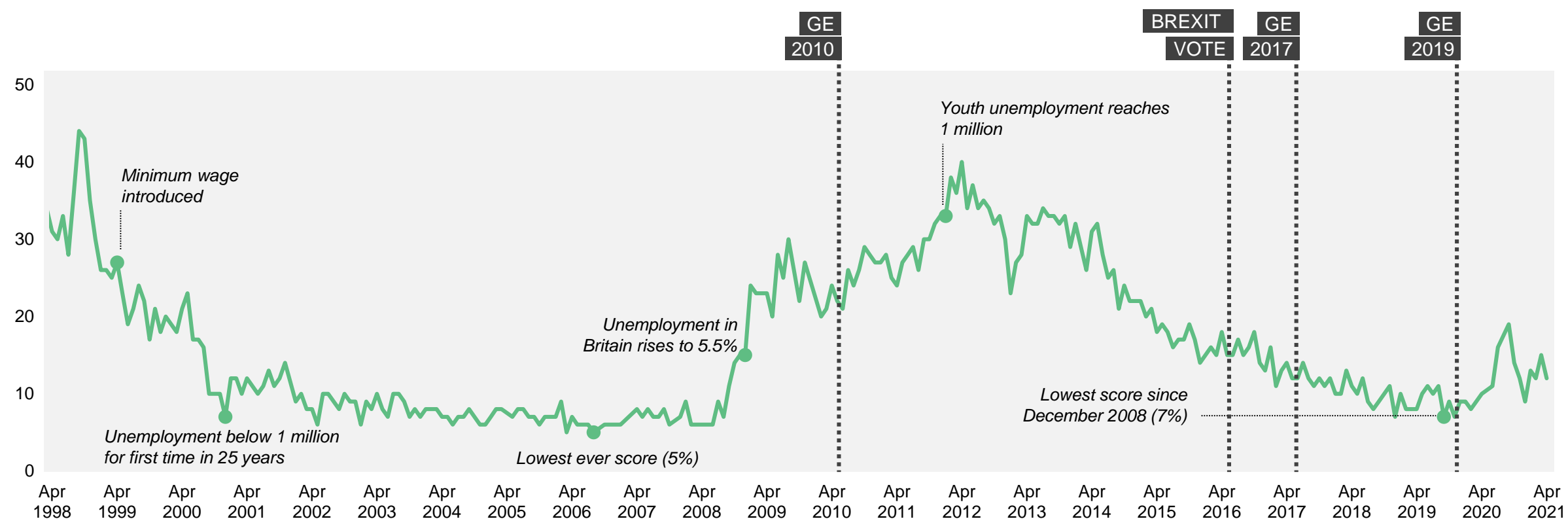


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

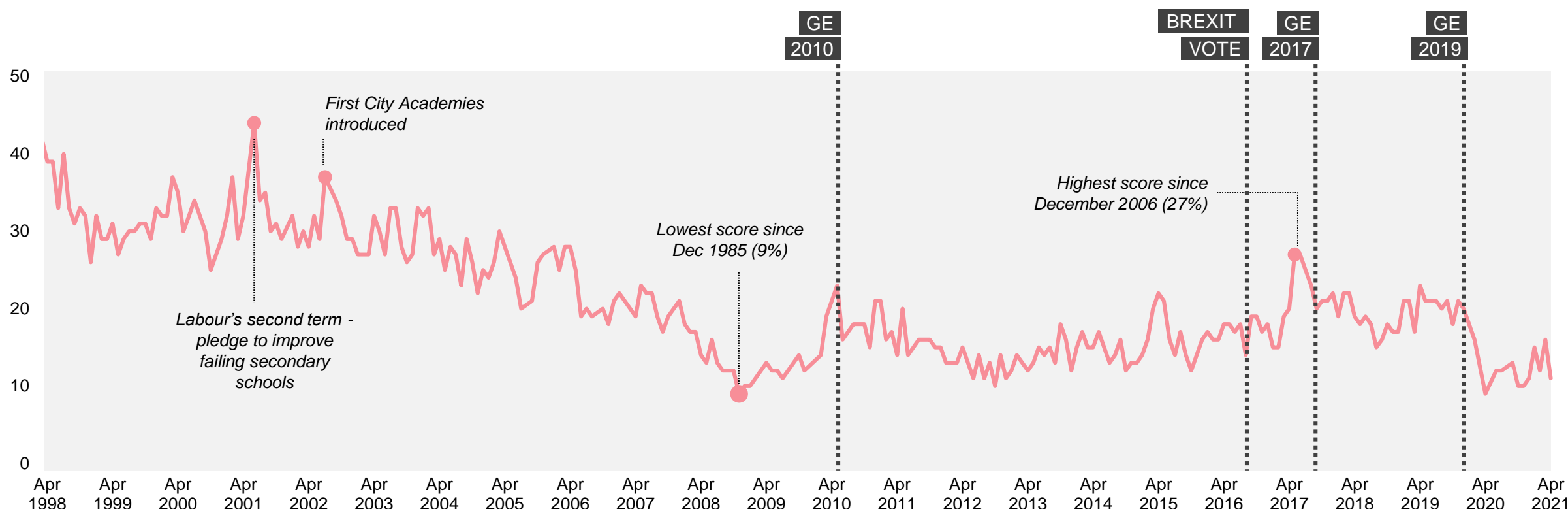


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Education / Schools

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

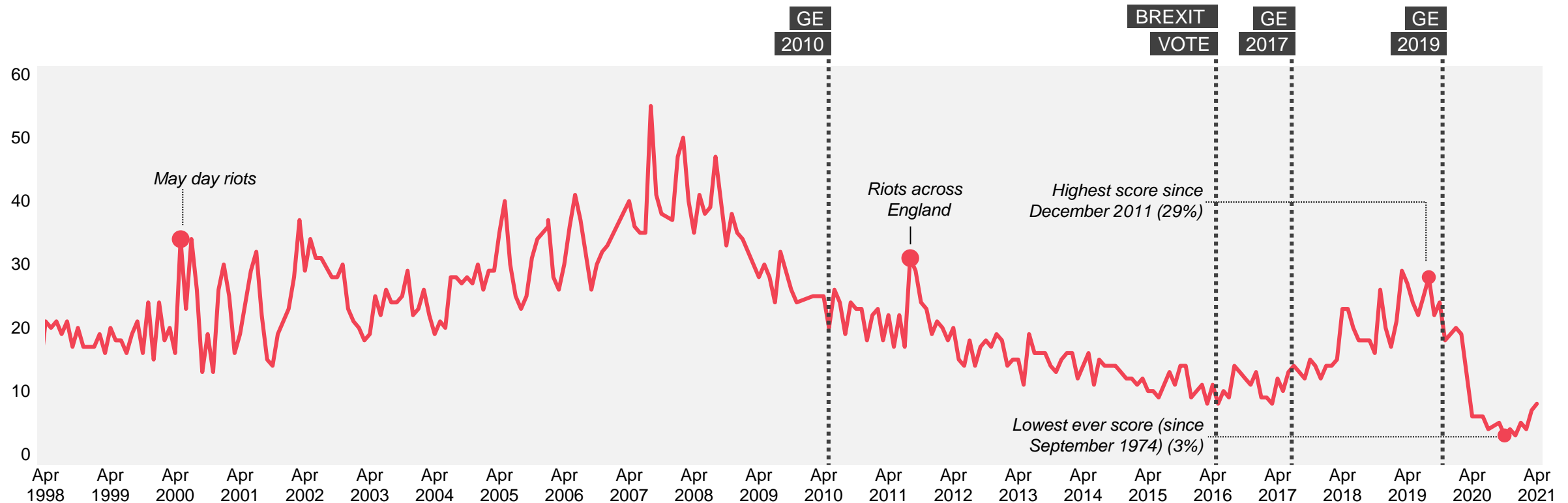


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

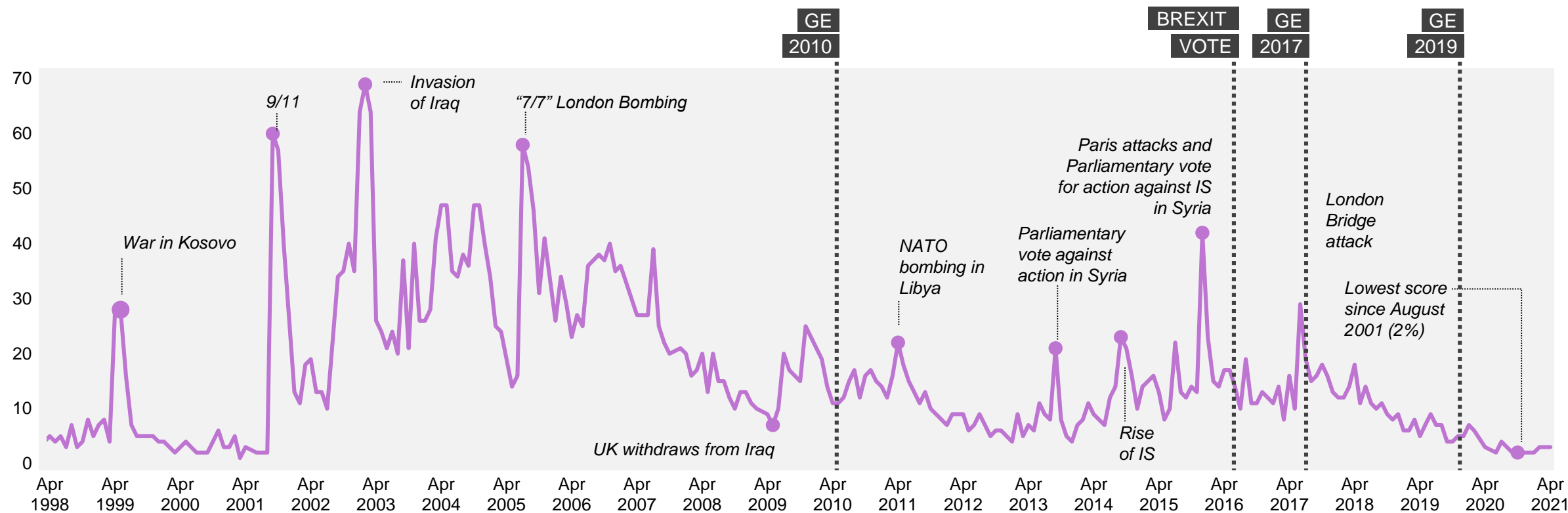


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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

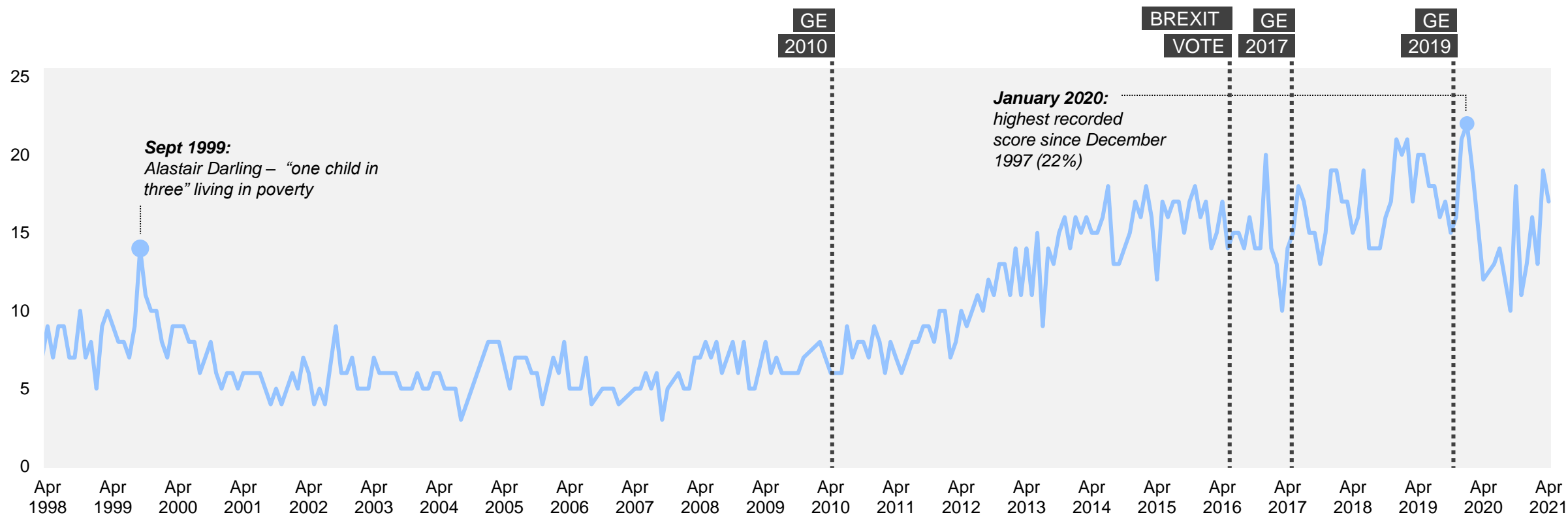


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Poverty/inequality

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

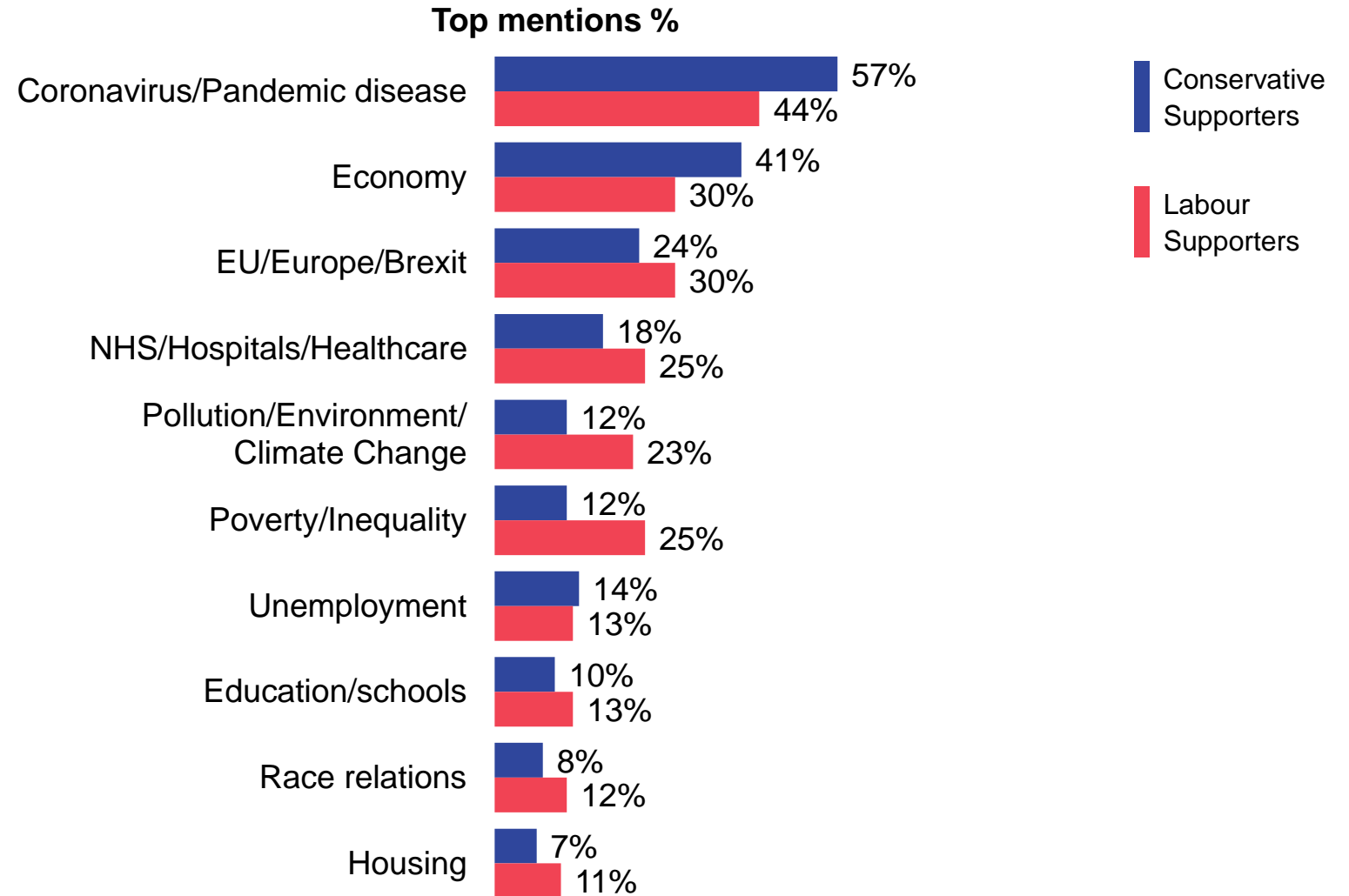


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Party support

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

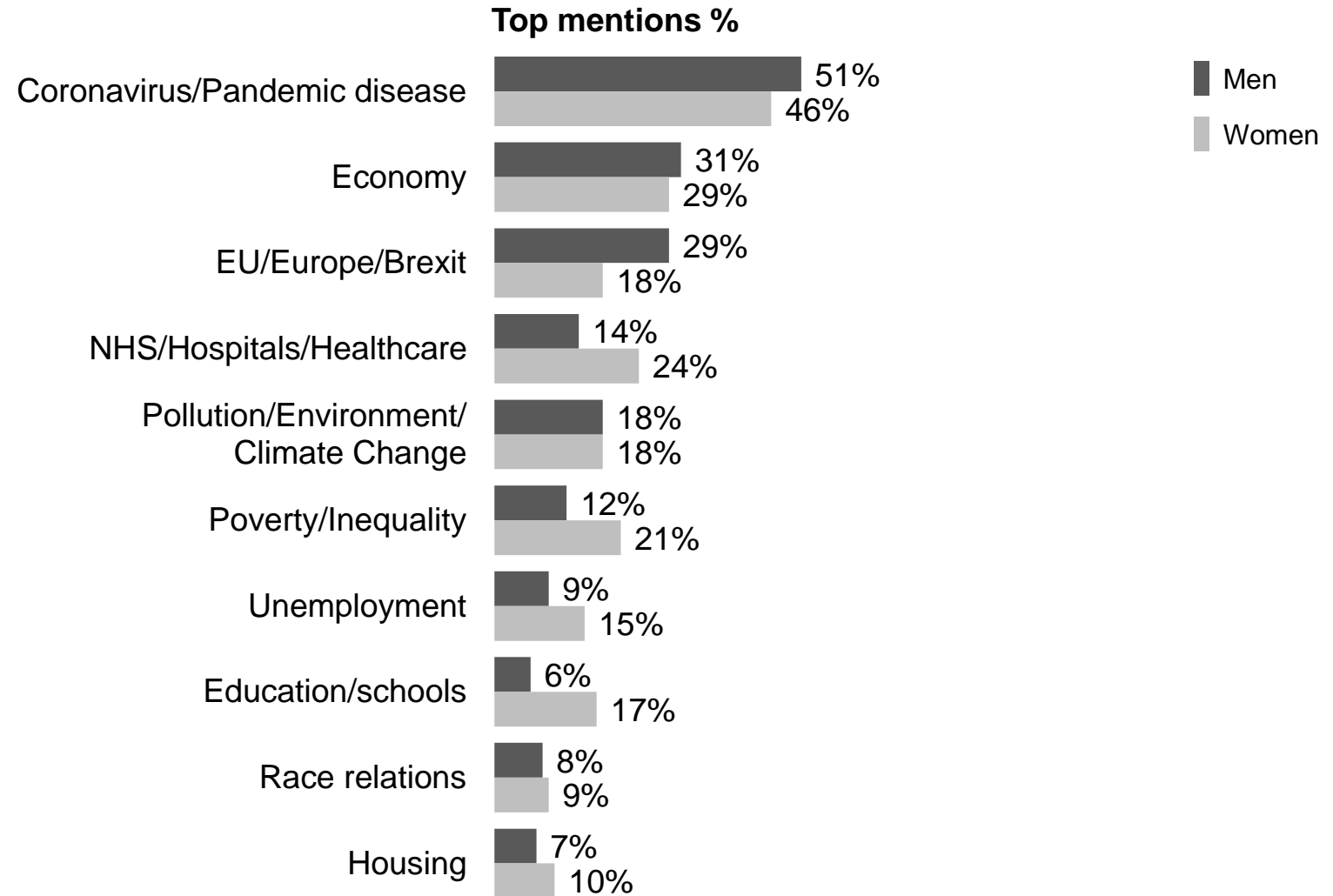


Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Men and women

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

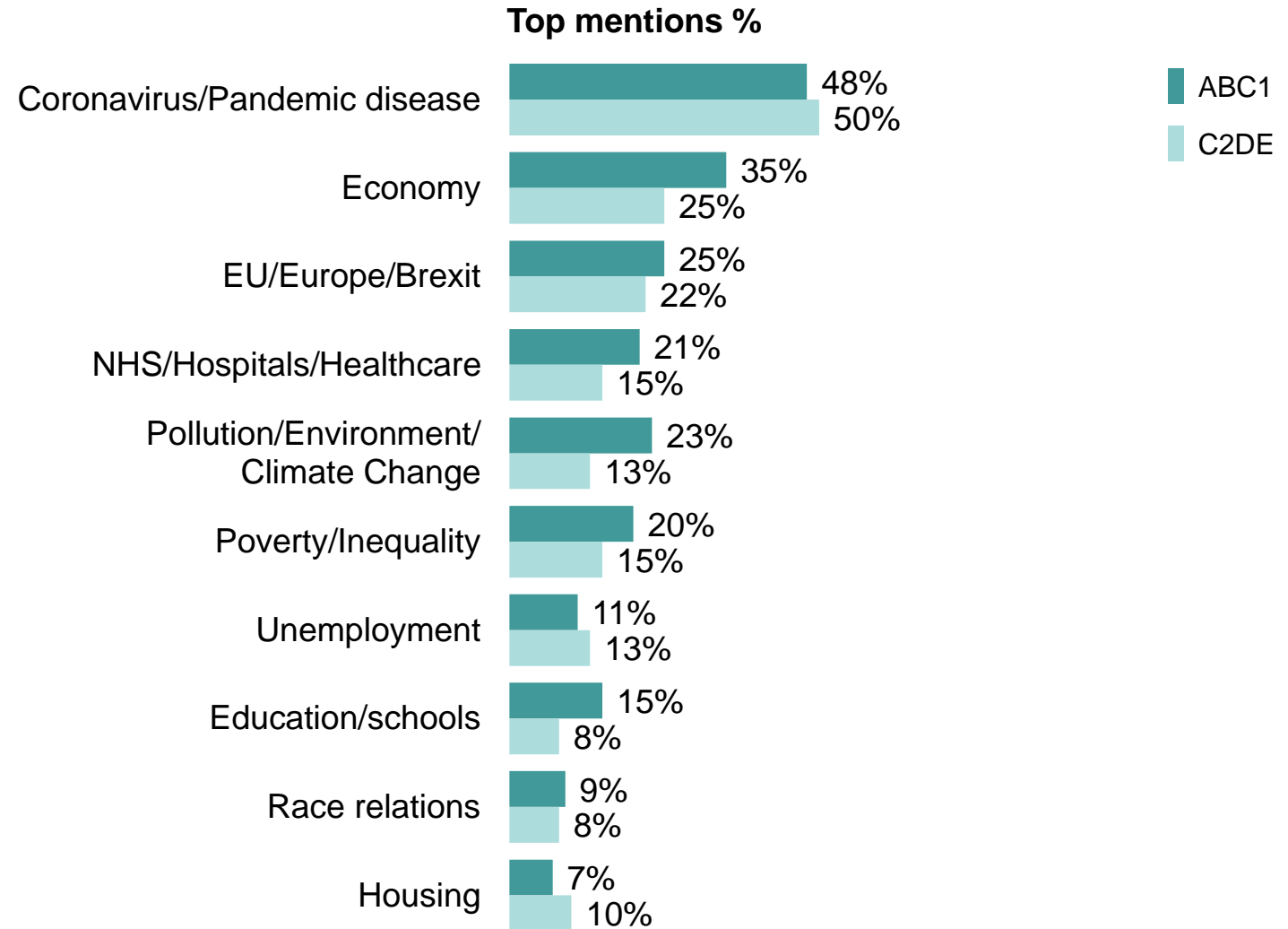


Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Social grade

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

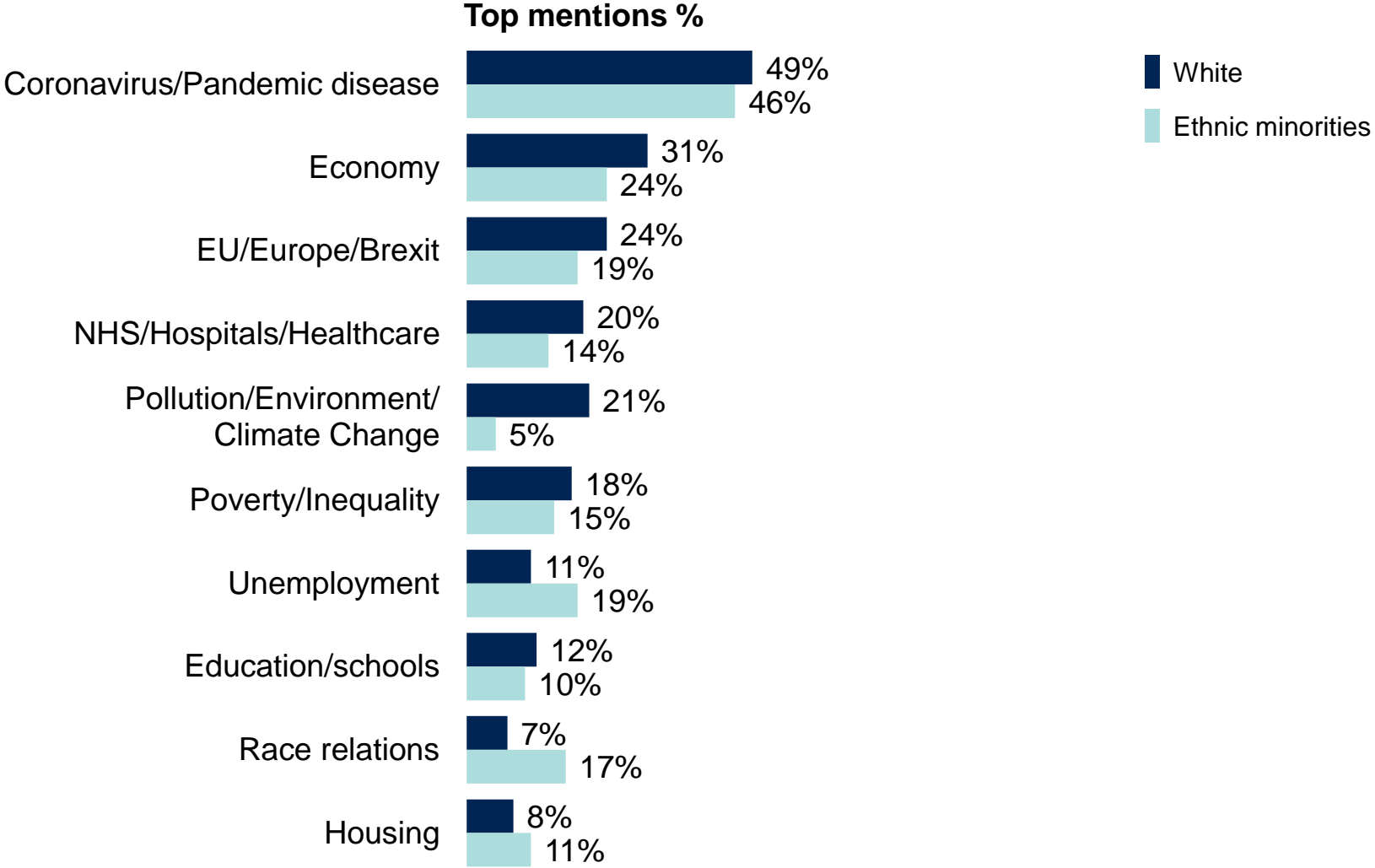


Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Ethnic background

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

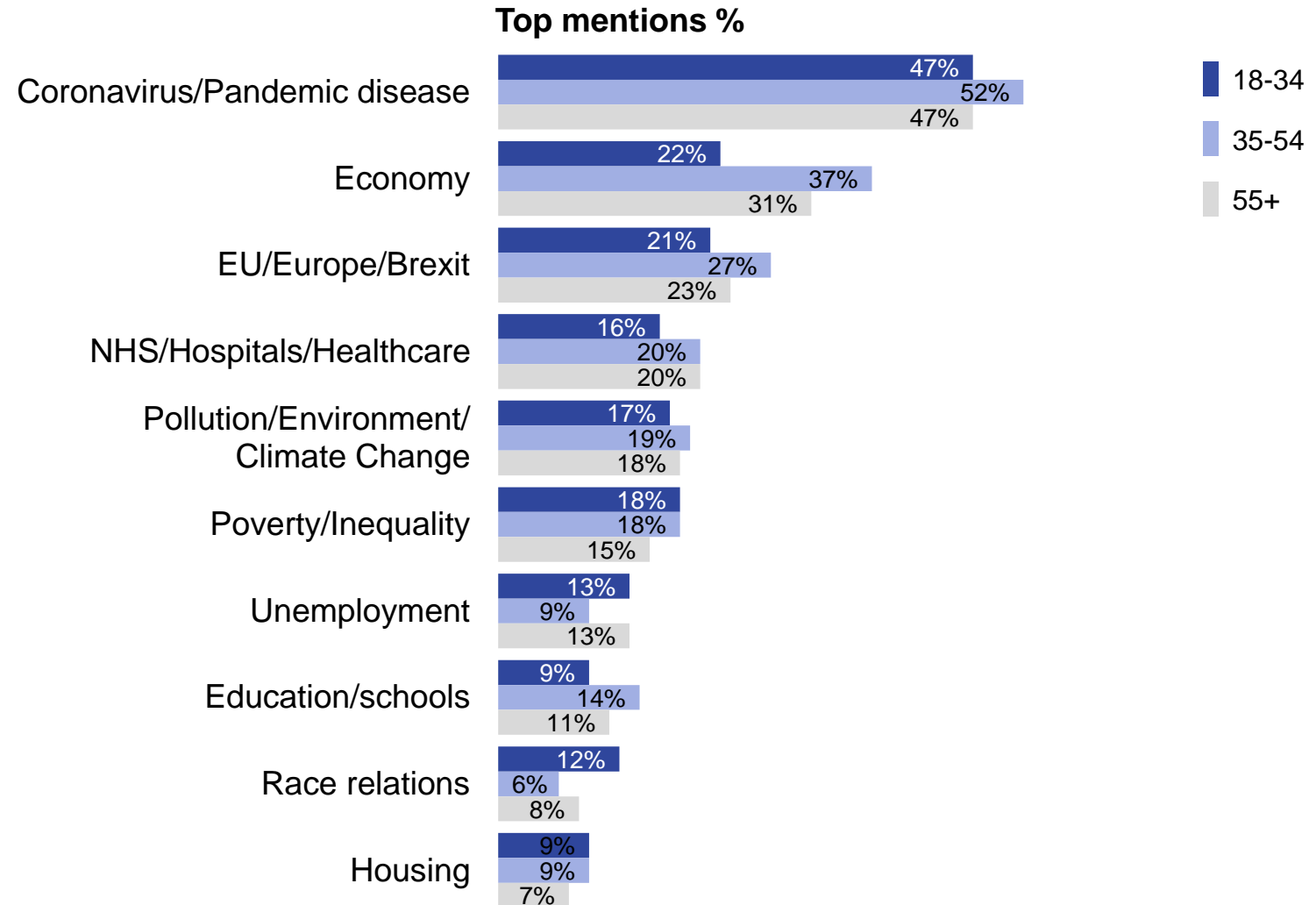


Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Age group

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

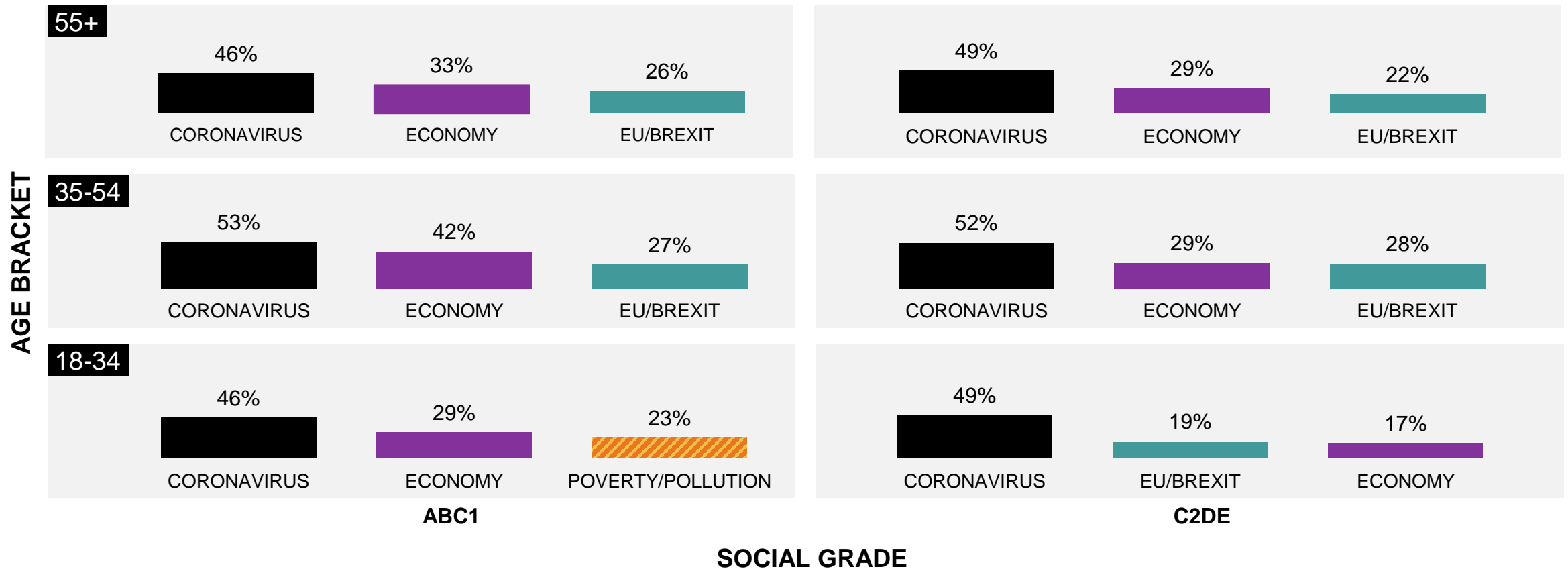


Base: 1,012 British adults 18+, 9 - 25 April 2021

Source: Ipsos MORI Issues Index

Age and social grade

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

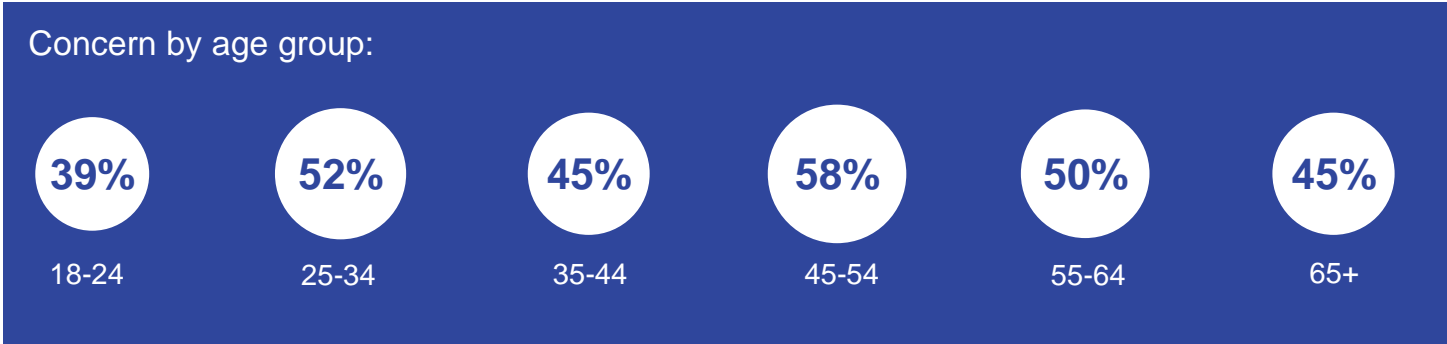
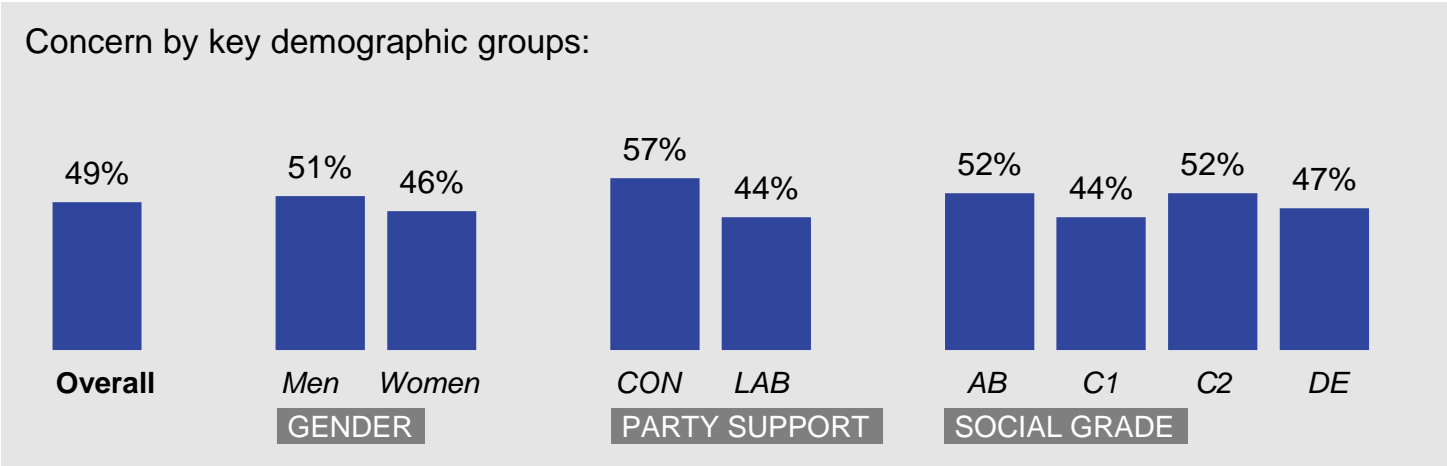


Base: 1,012 British adults 18+, 9 - 25 April 2021

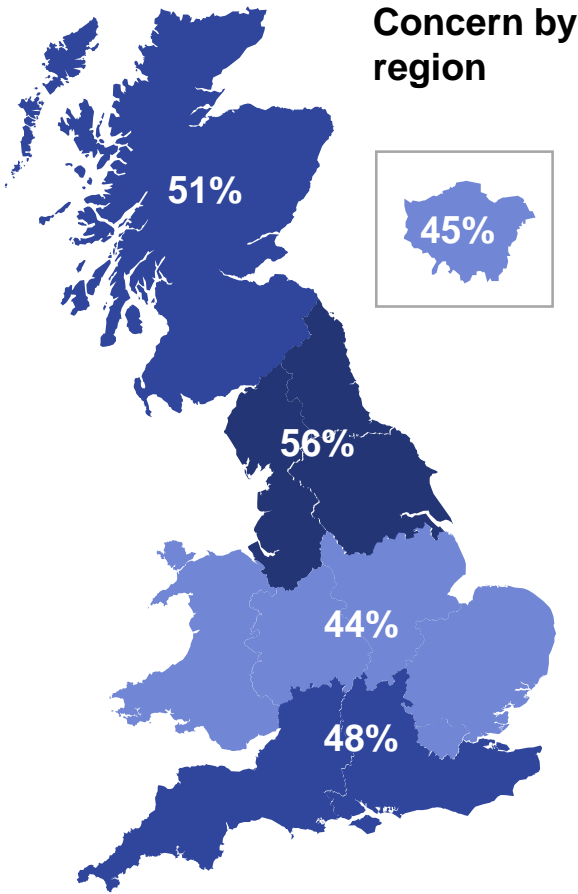
Source: Ipsos MORI Issues Index

Concern about coronavirus/pandemic disease by subgroup

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



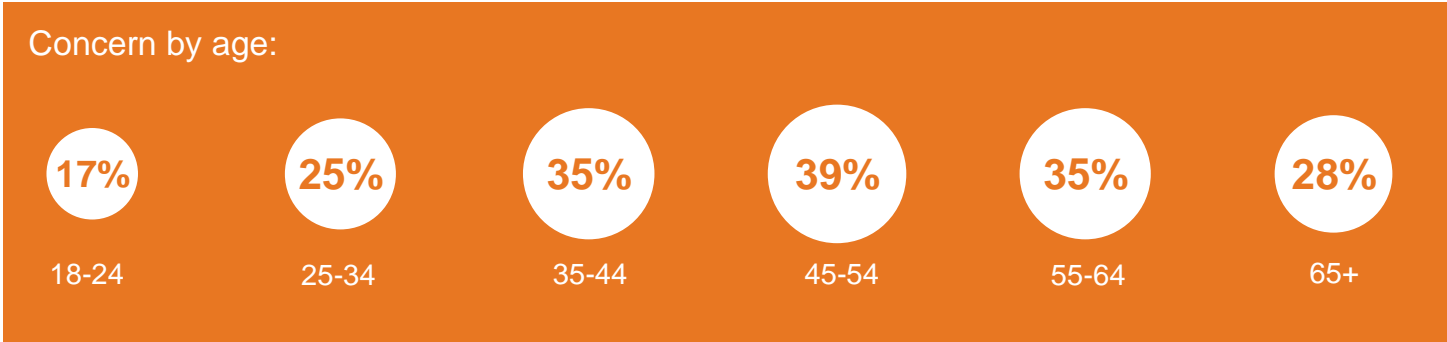
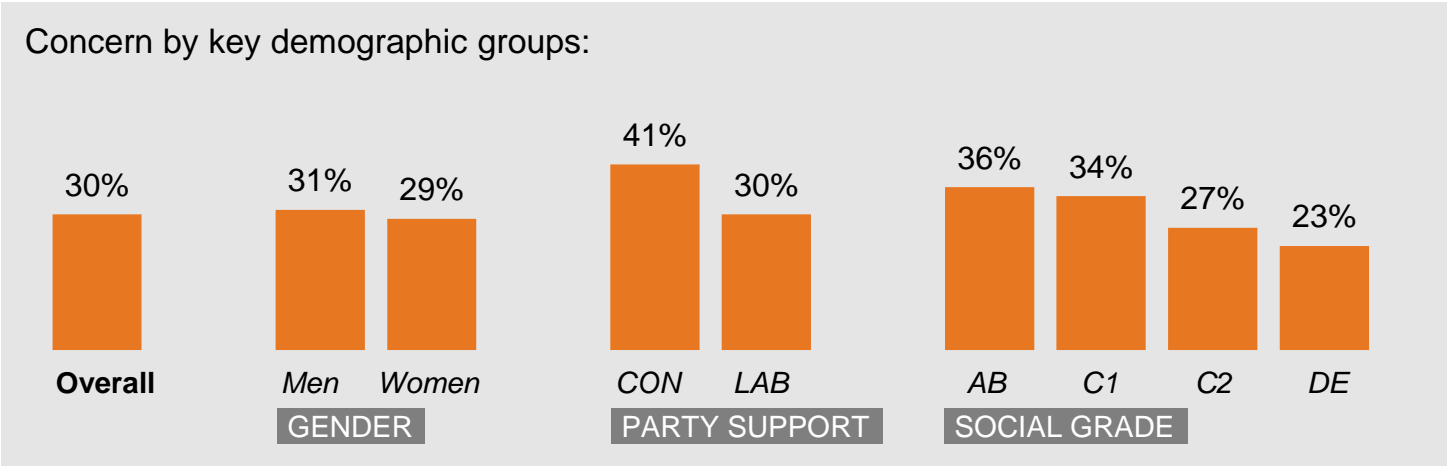
Base: 1,012 British adults 18+, 9 - 25 April 2021



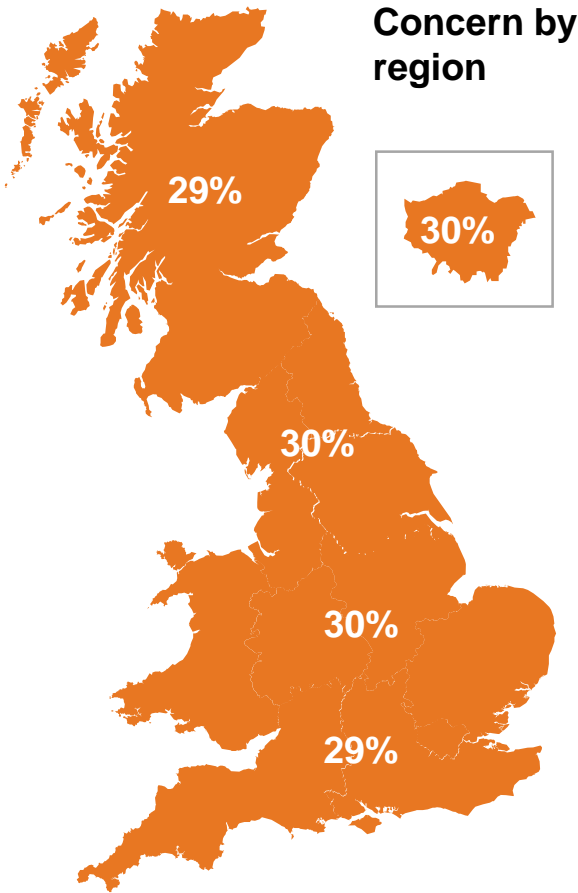
Source: Ipsos MORI Issues Index

Concern about the economy by subgroup

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



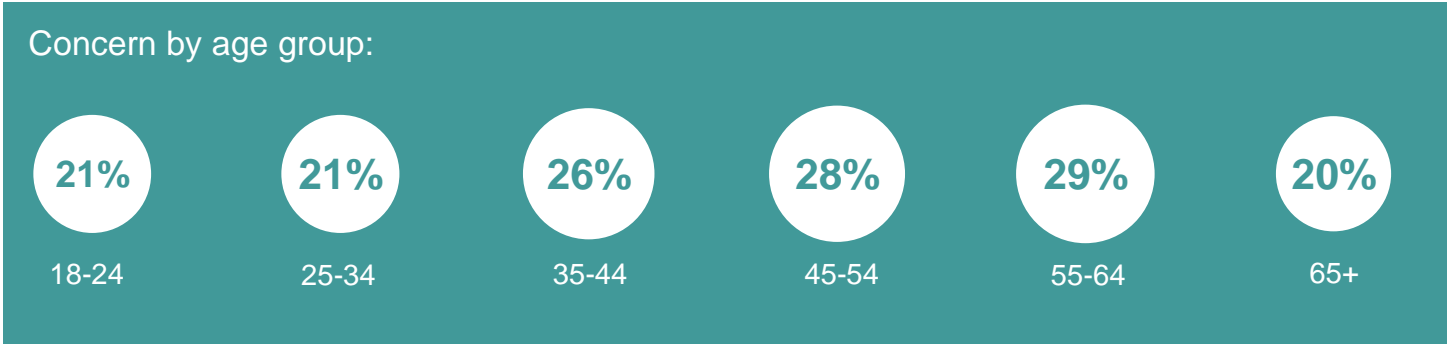
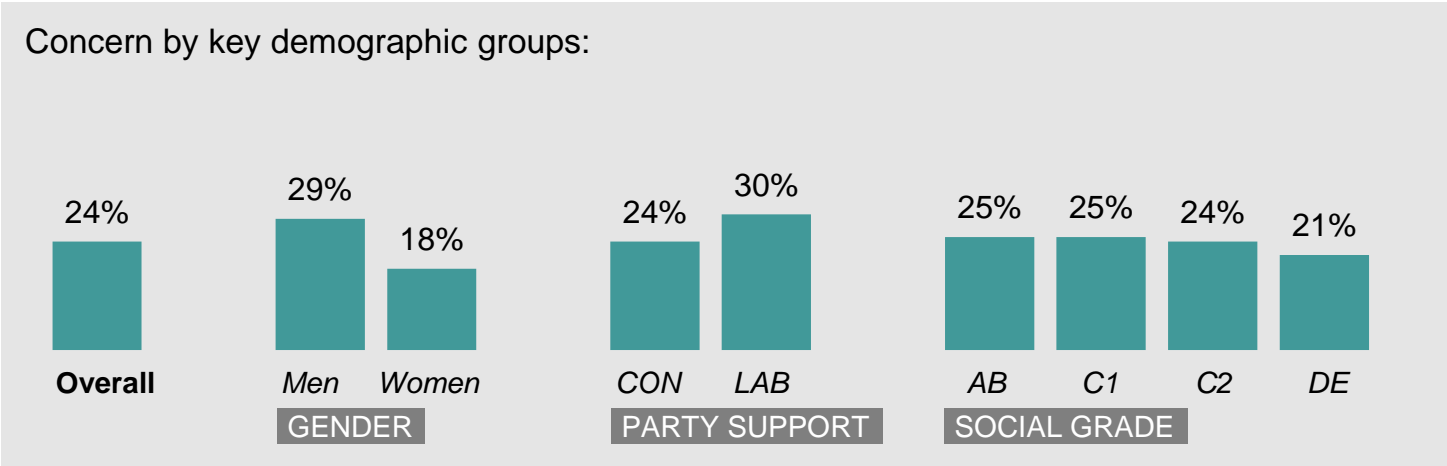
Base: 1,012 British adults 18+, 9 - 25 April 2021



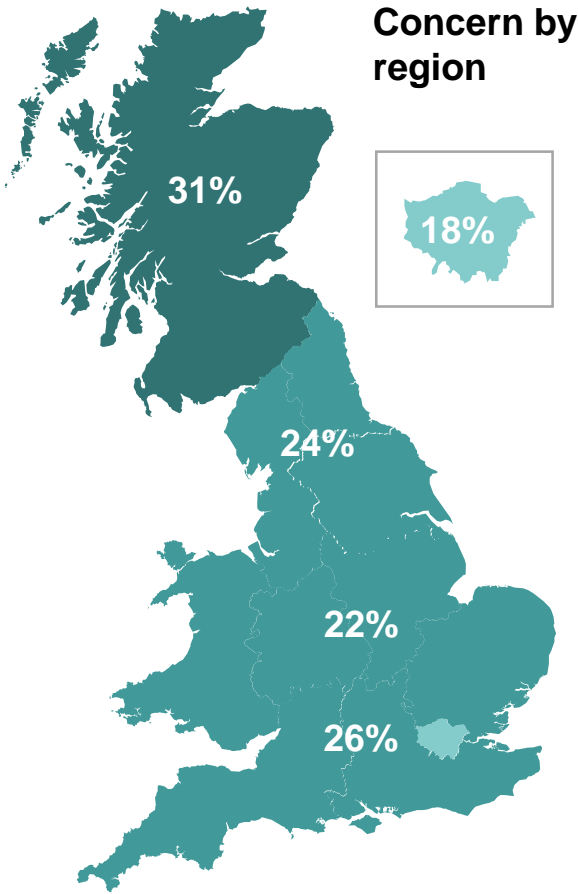
Source: Ipsos MORI Issues Index

Concern about Brexit/EU by subgroup

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



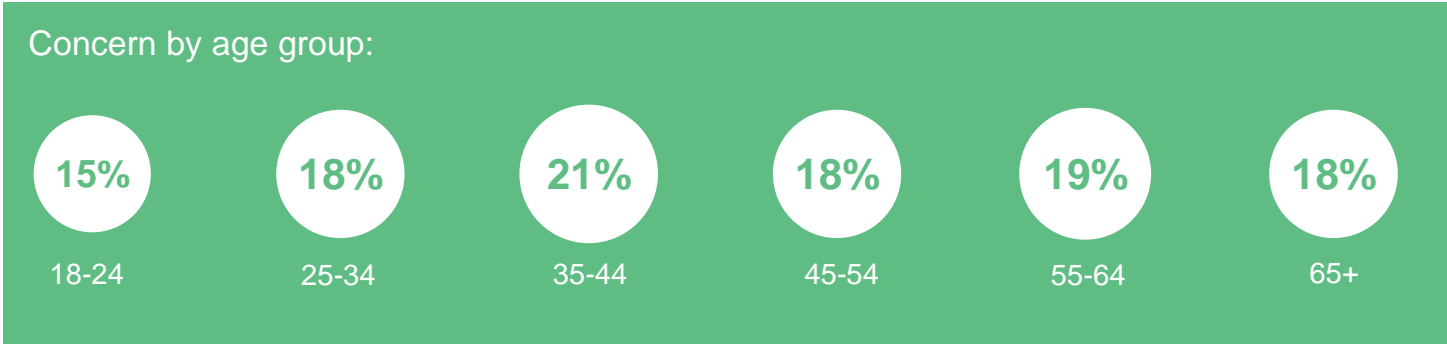
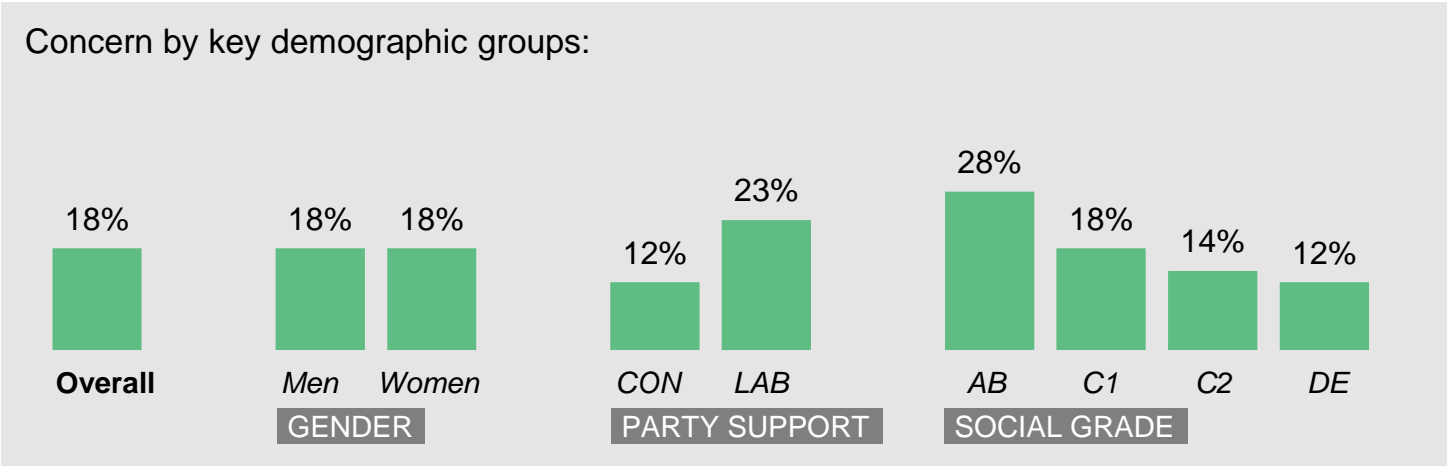
Base: 1,012 British adults 18+, 9 - 25 April 2021



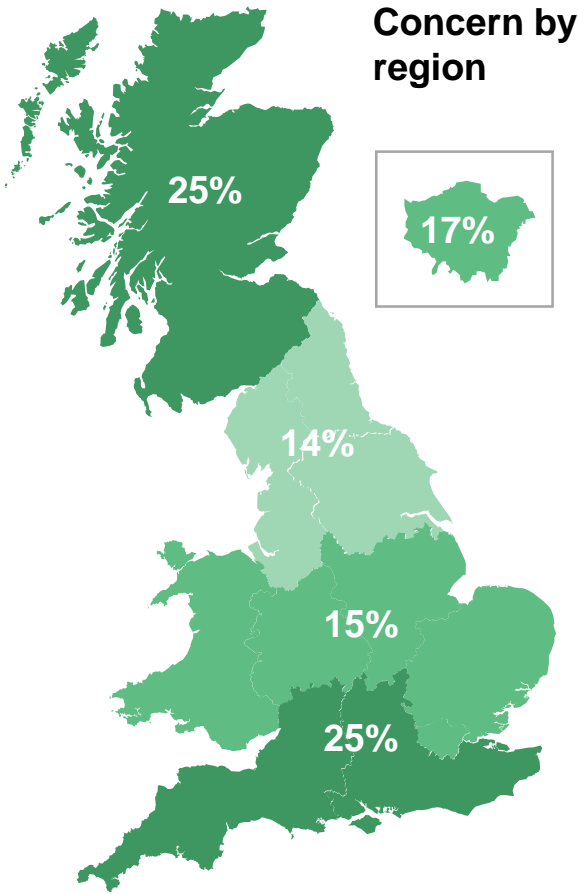
Source: Ipsos MORI Issues Index

Concern about pollution/climate change by subgroup

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



Base: 1,012 British adults 18+, 9 - 25 April 2021



Source: Ipsos MORI Issues Index

IPSOS MORI ISSUES INDEX

April 2021

For more information contact:

Gideon.Skinner@ipsos.com

Michael.Clemence@ipsos.com

Ipsos MORI

