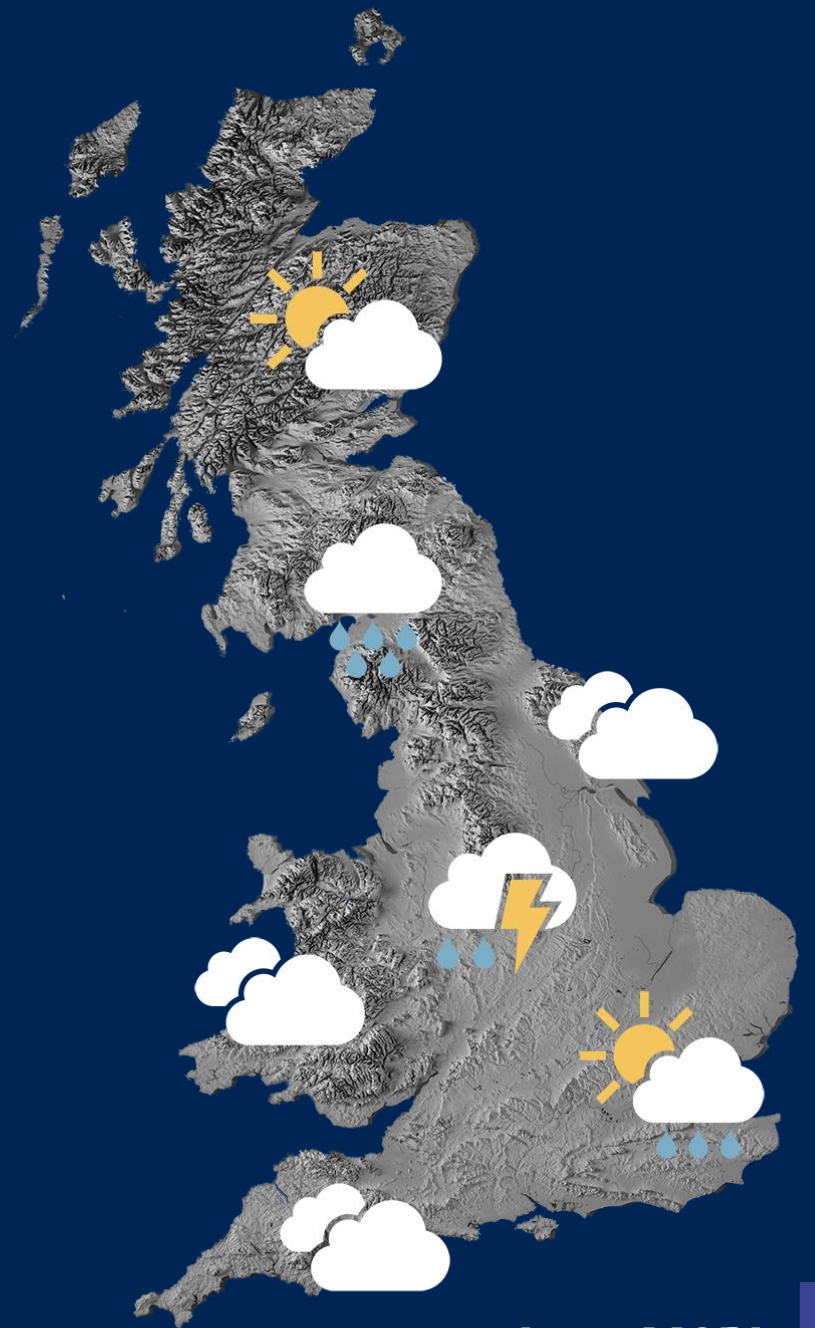


IPSOS MORI ISSUES INDEX

July 2021

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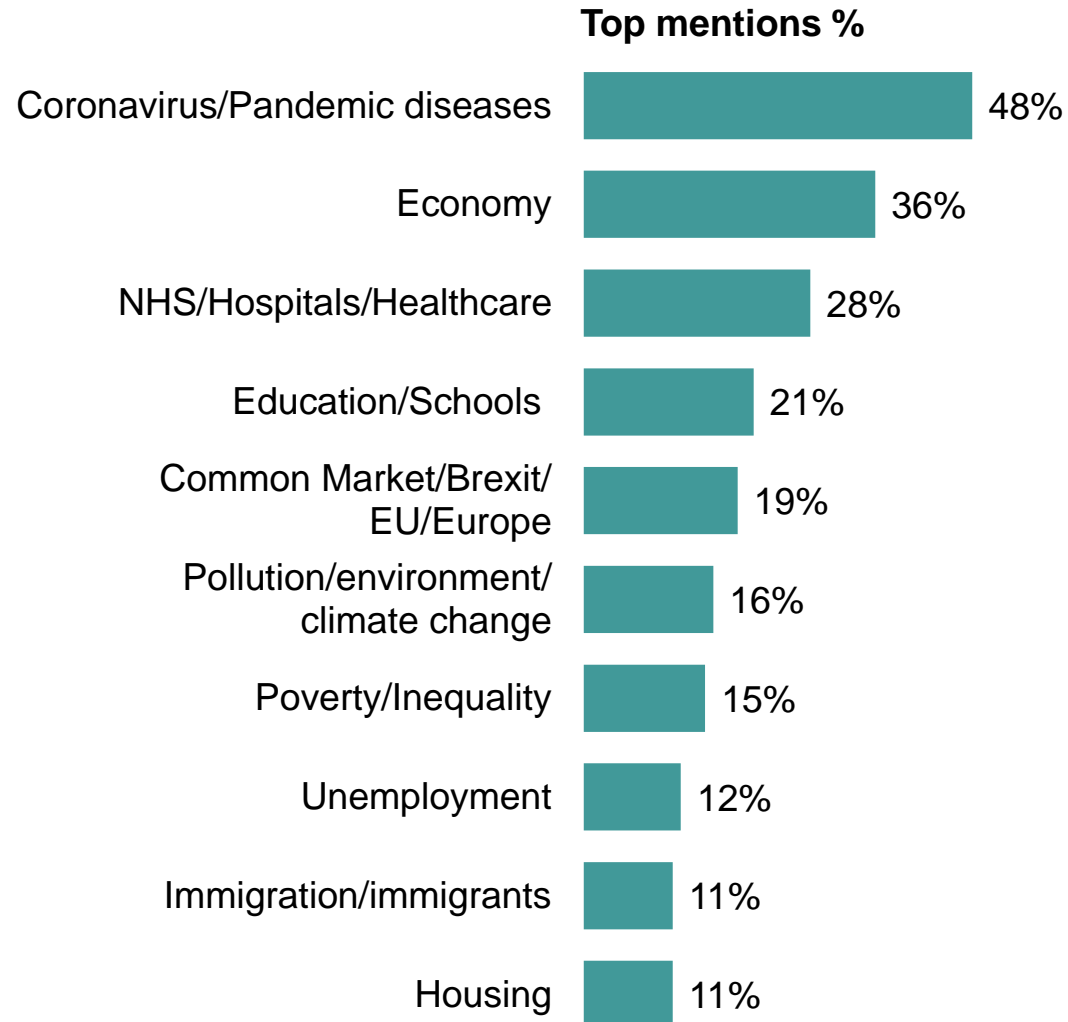


Ipsos MORI



July 2021

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



Base: 1,053 British adults 18+, 2 - 8 July 2021

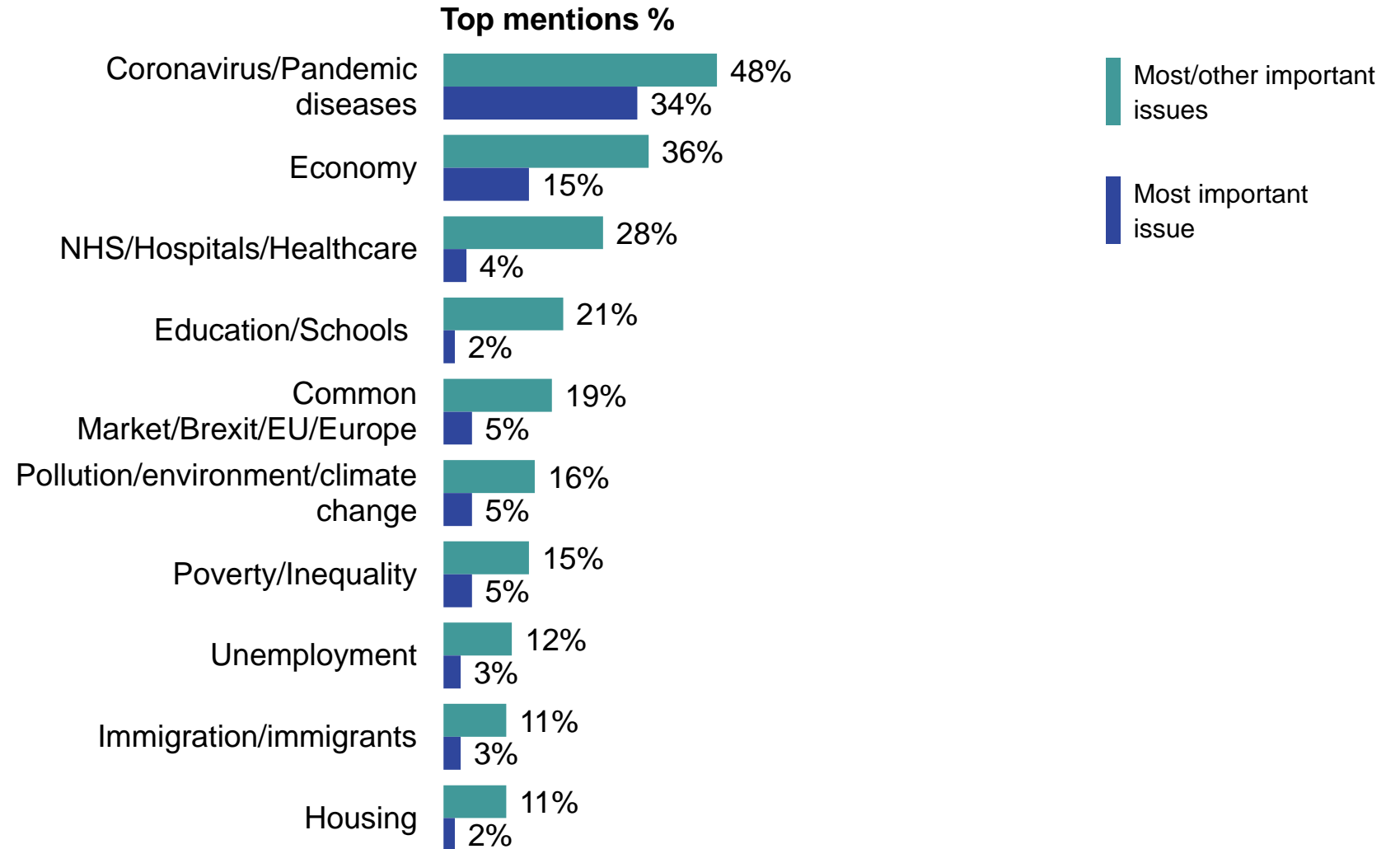
Change since June:

%	Position
-9	—
+9	—
+4	—
-	+1 ▲
-4	-1 ▼
-5	—
-4	—
+2	+3 ▲
-2	-1 ▼
-1	-1 ▼

Source: Ipsos MORI Issues Index

July 2021

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



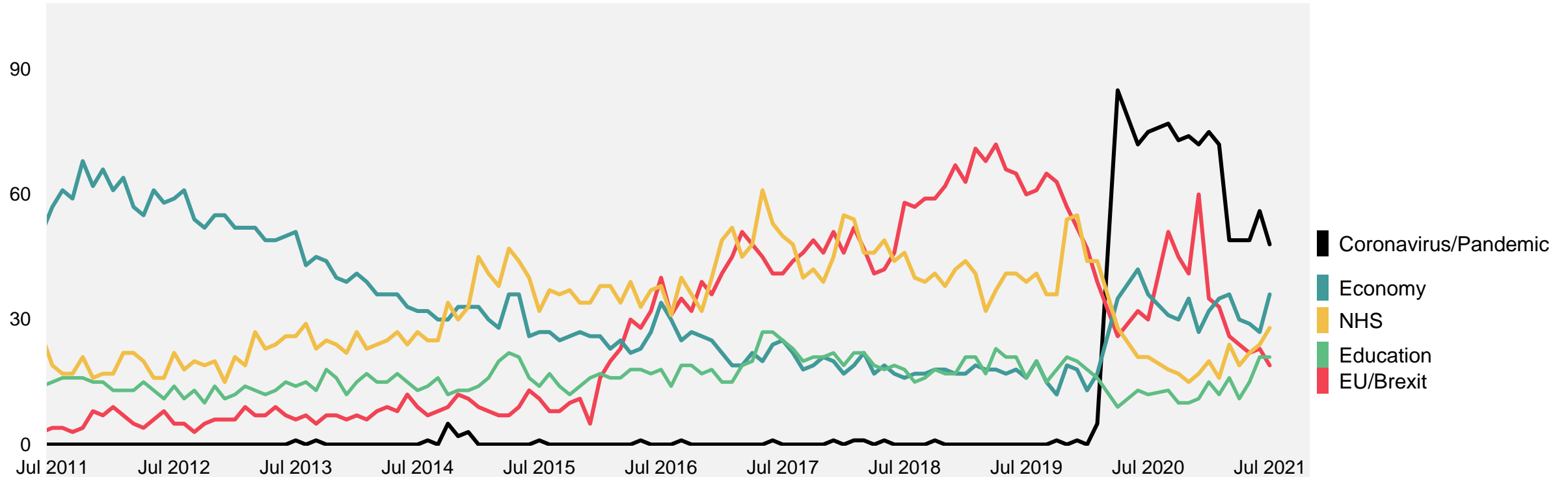
Base: 1,053 British adults 18+, 2 - 8 July 2021

Source: Ipsos MORI Issues Index

Top five concerns: trend

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

Top mentions %

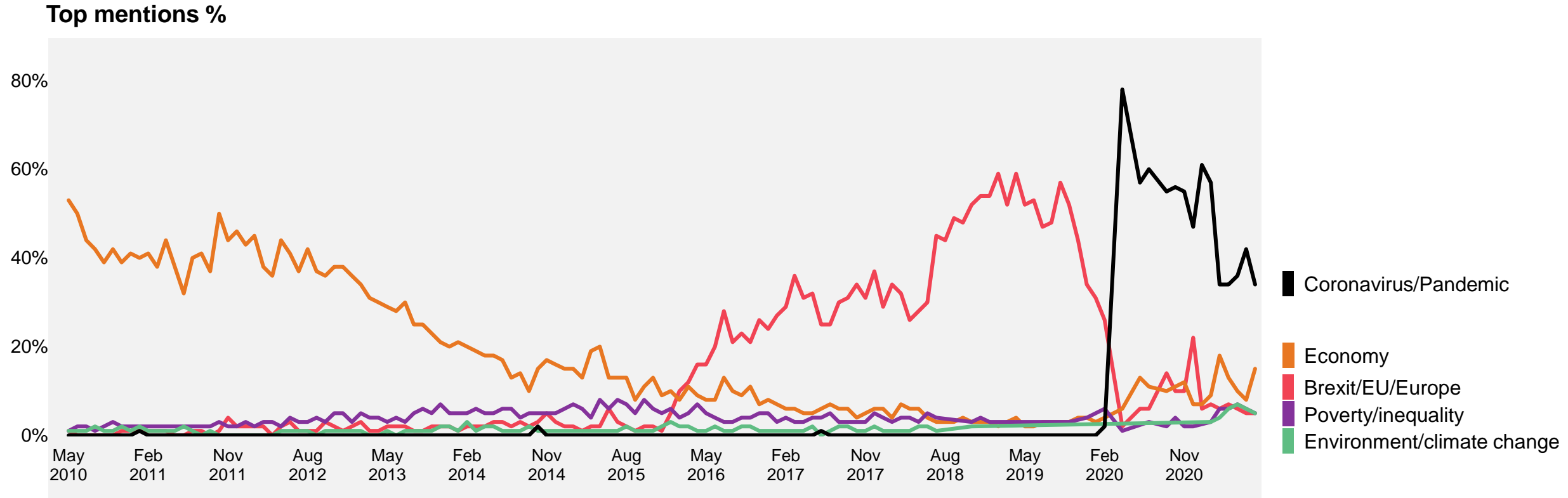


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Single Biggest Issue 2010 - 2021

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

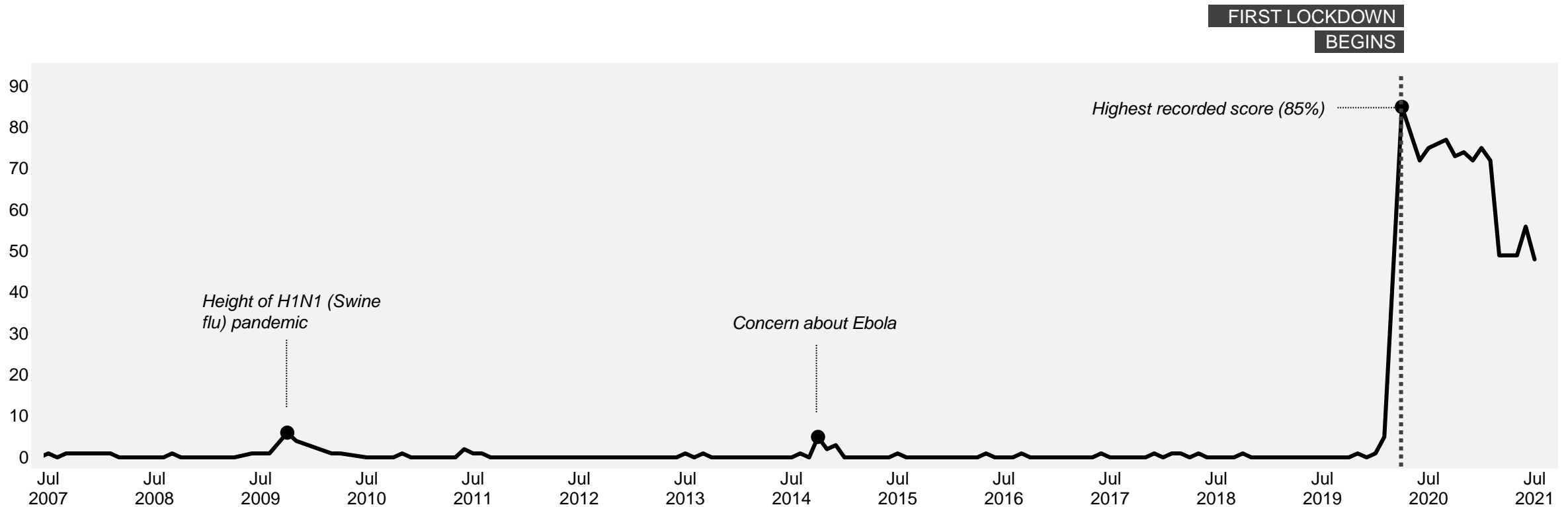


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Coronavirus/Pandemic diseases

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

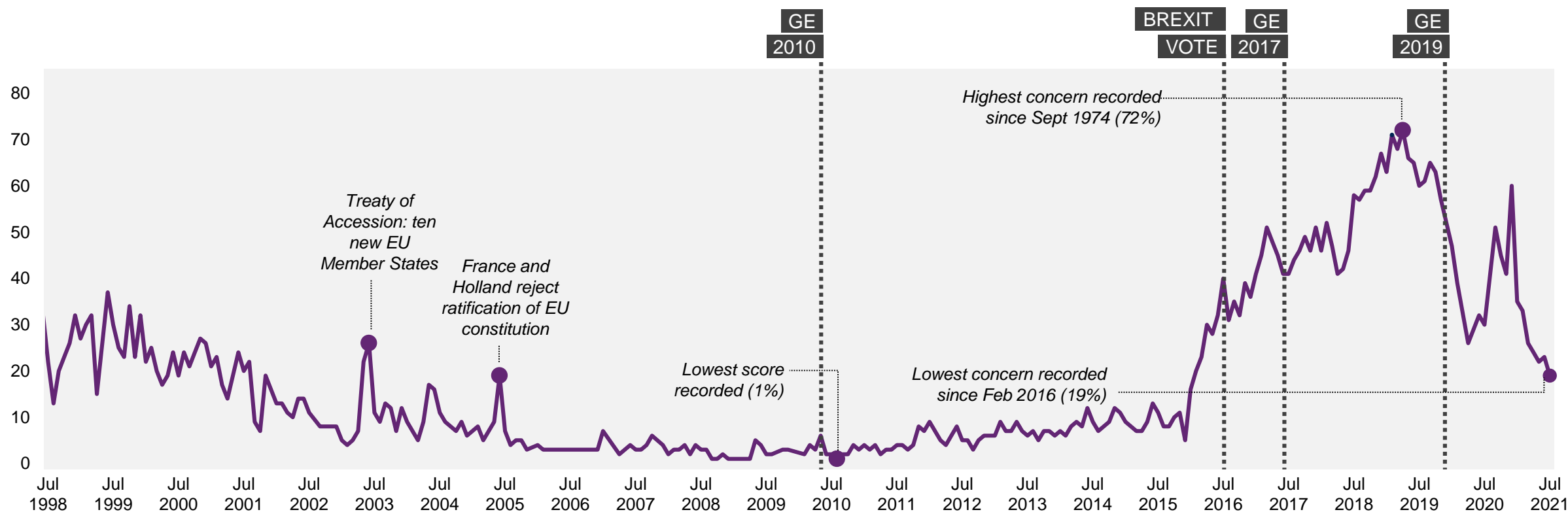


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

EU / Europe / Brexit

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

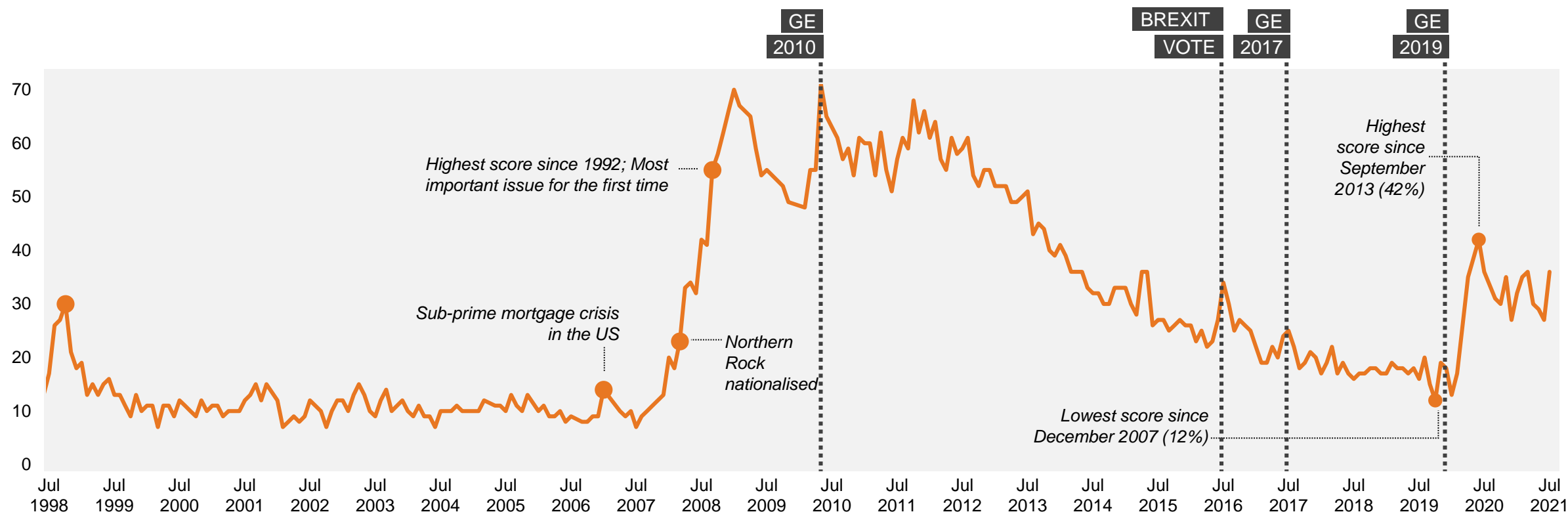


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Economy / Economic situation

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

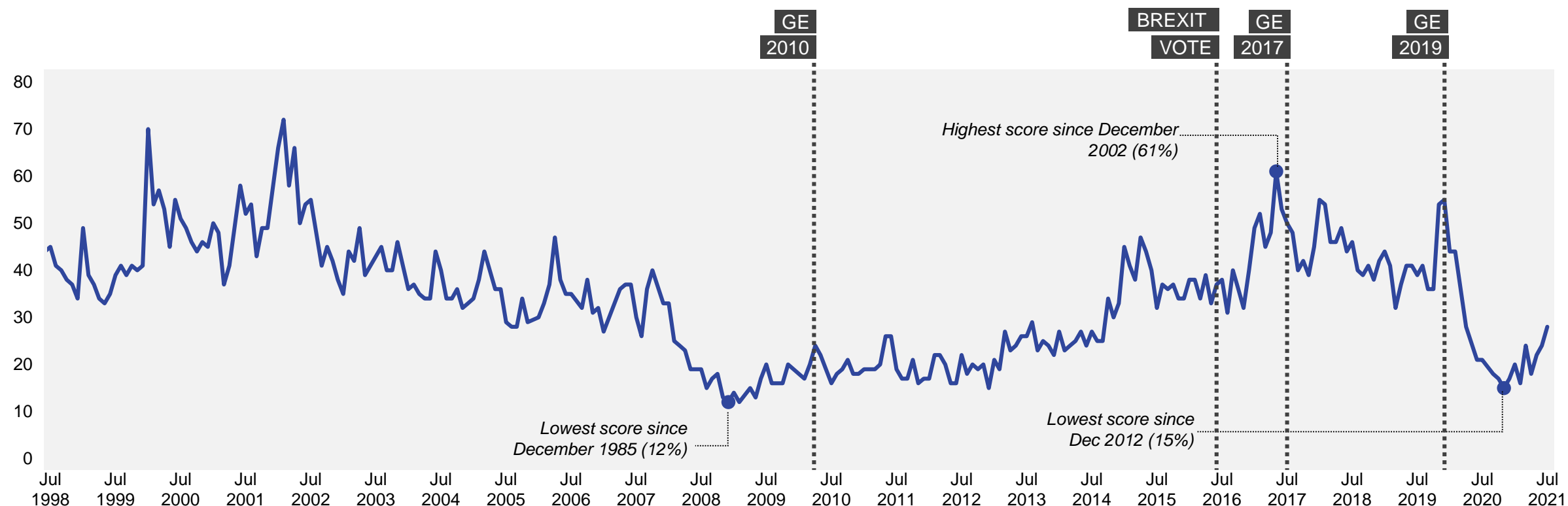


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

NHS / Hospitals / Healthcare

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

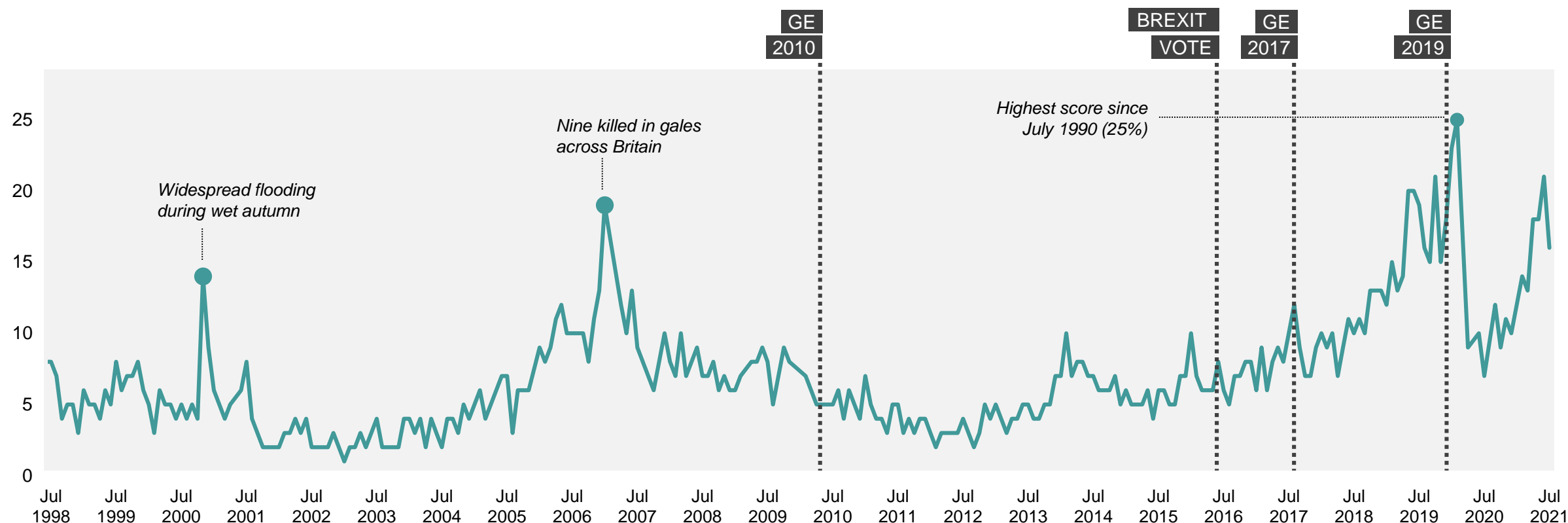


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Pollution / Environment / Climate change

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

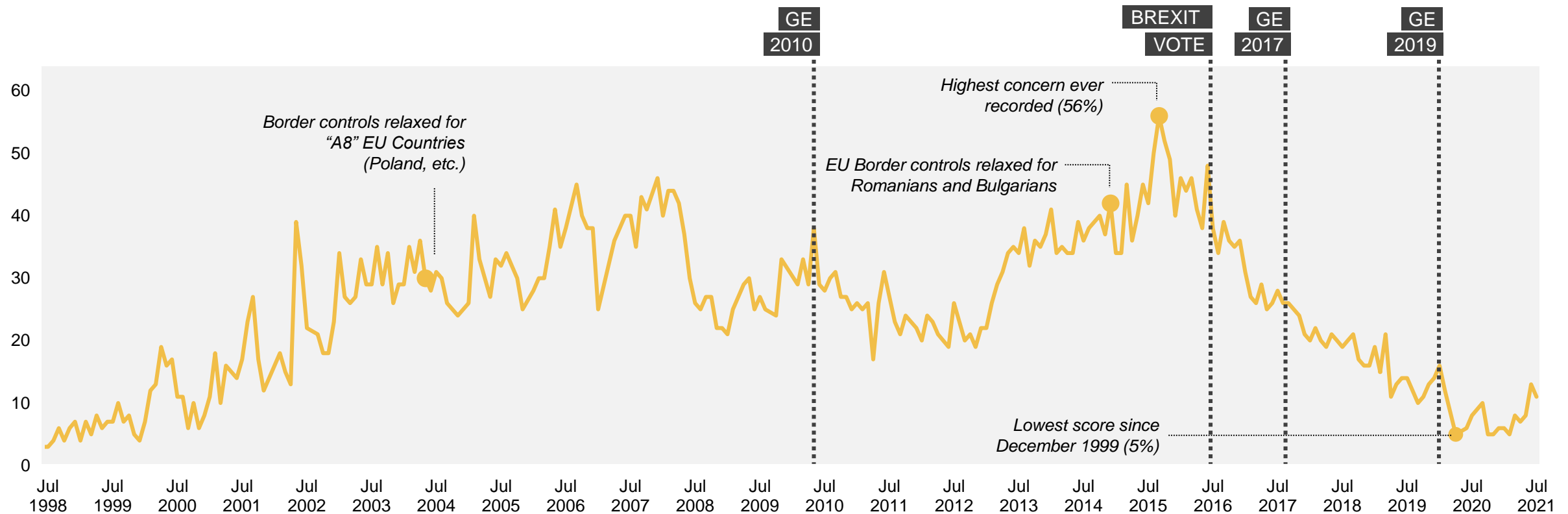


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Immigration / Immigrants

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

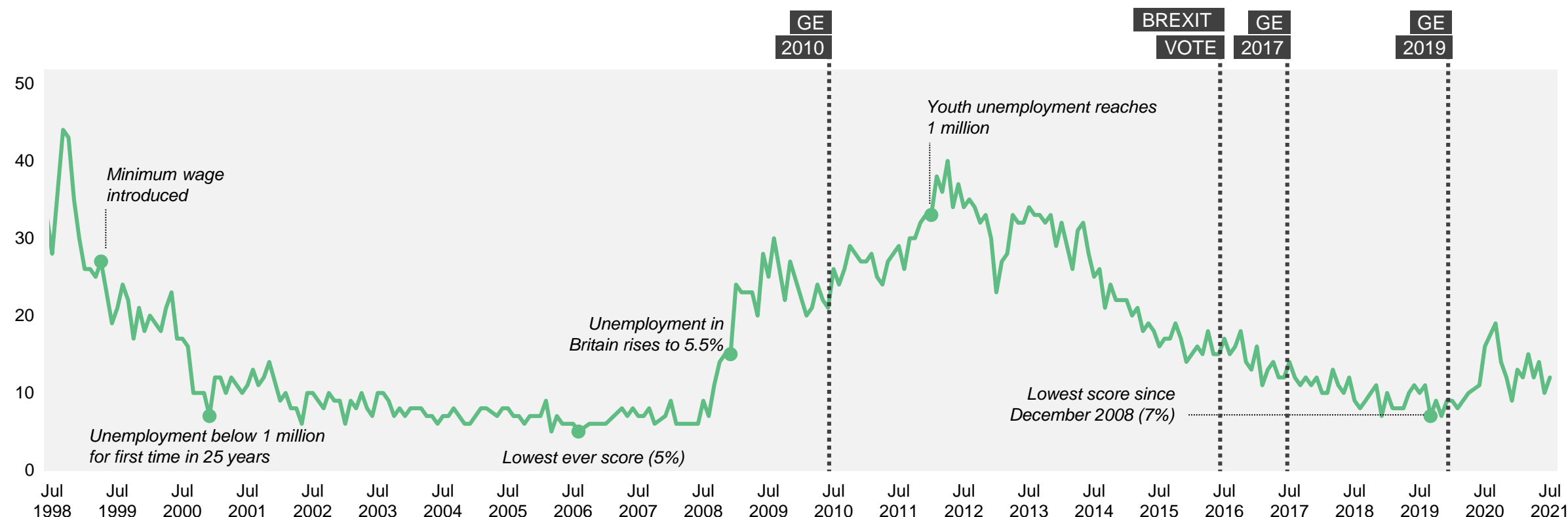


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Unemployment / Factory closure / Lack of industry

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

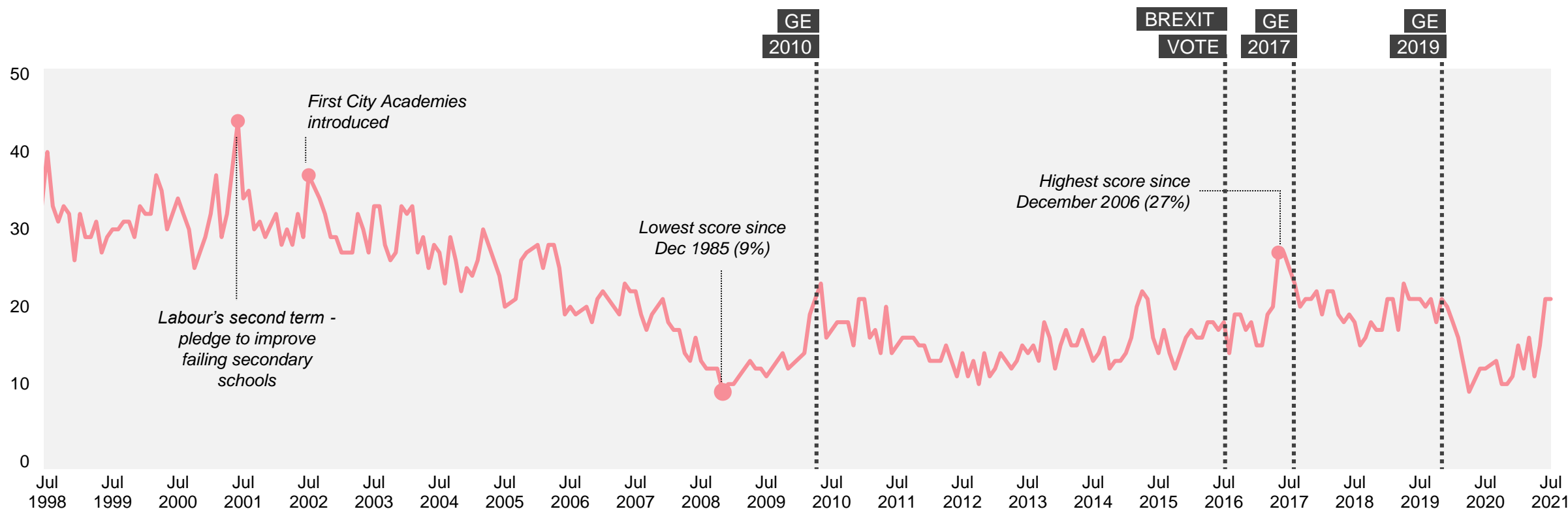


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Education / Schools

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

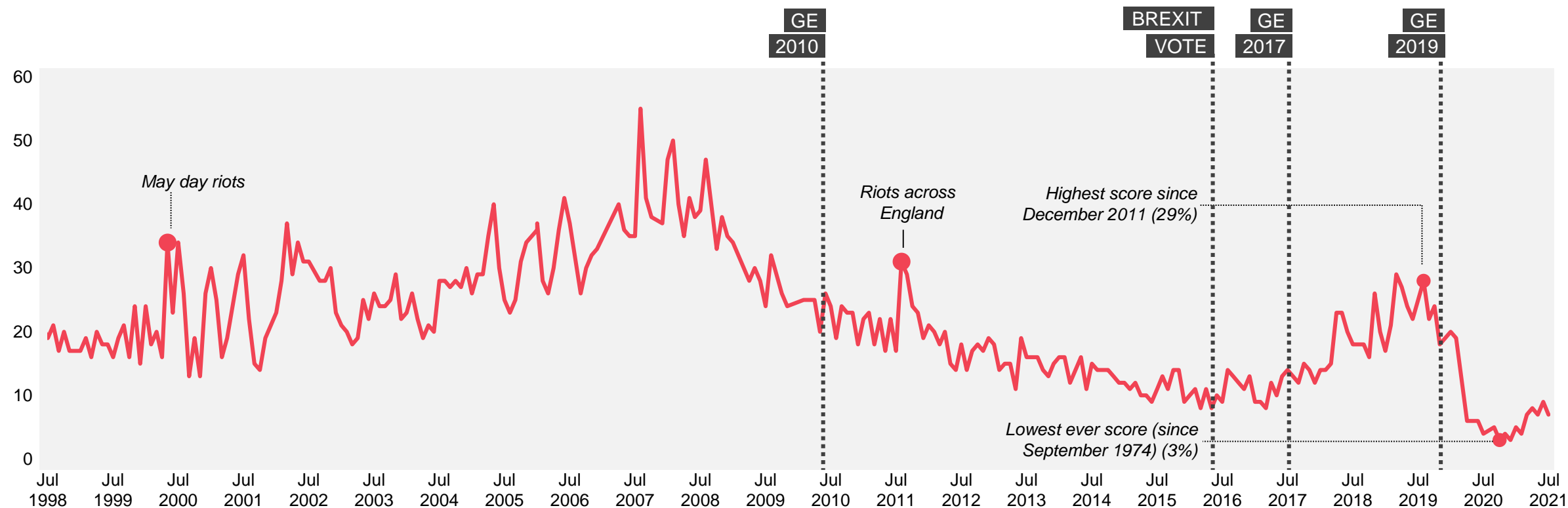


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

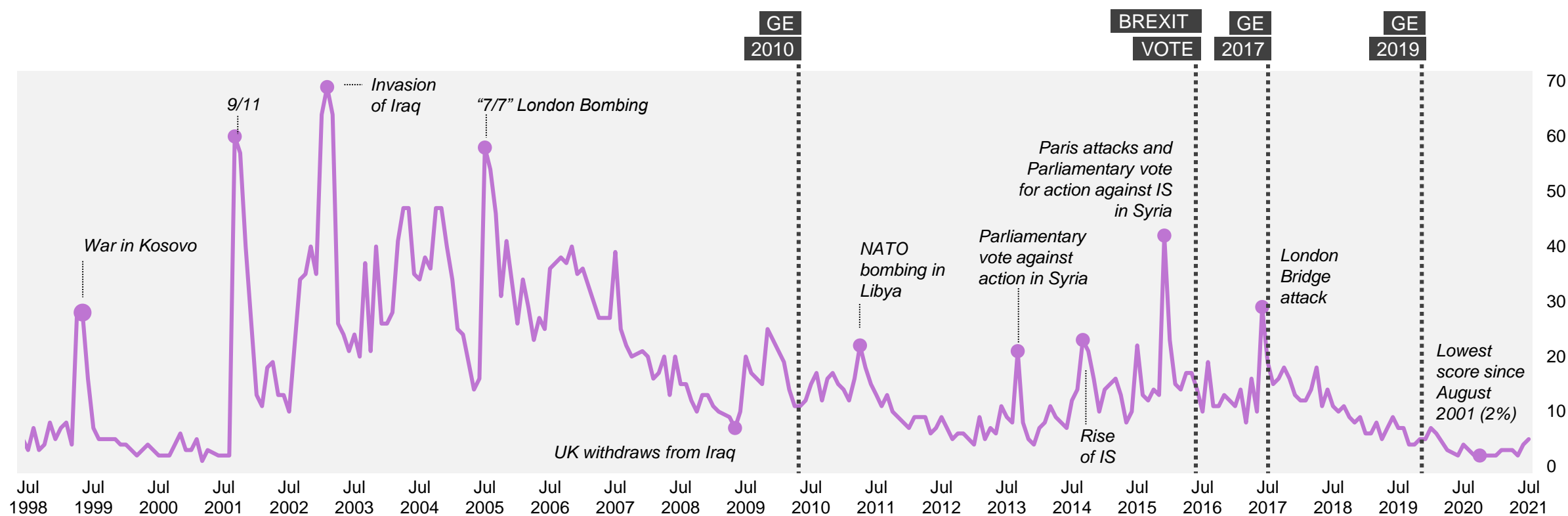


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Defence / Foreign Affairs / International terrorism

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

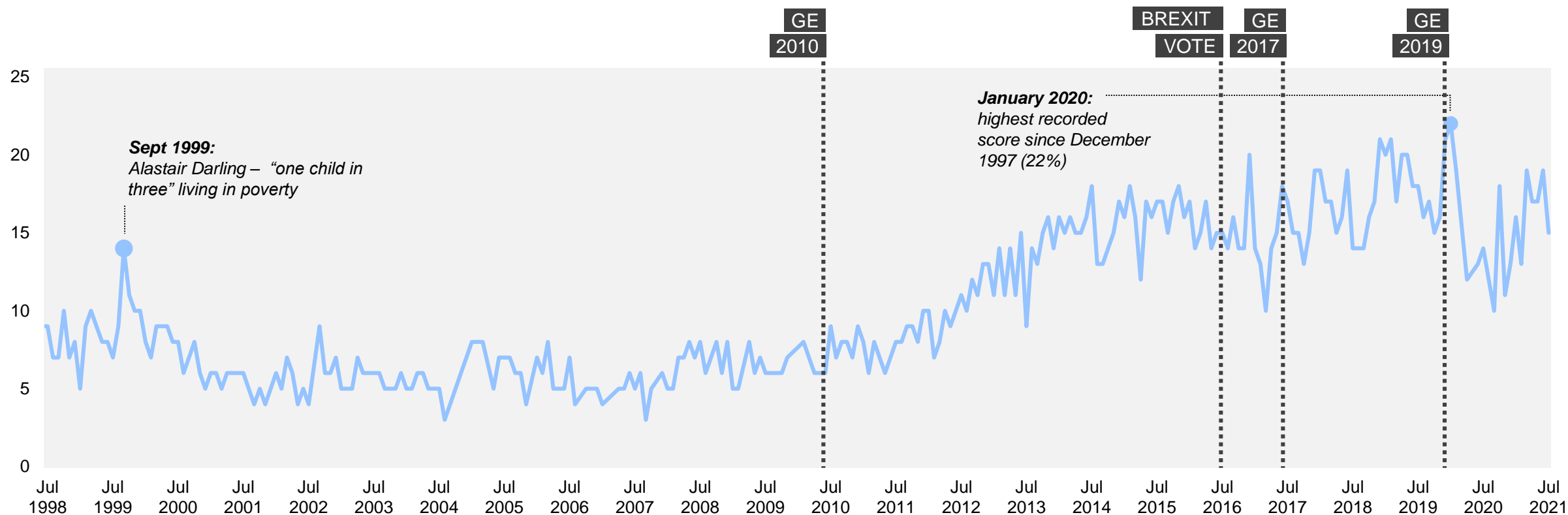


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Poverty/inequality

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

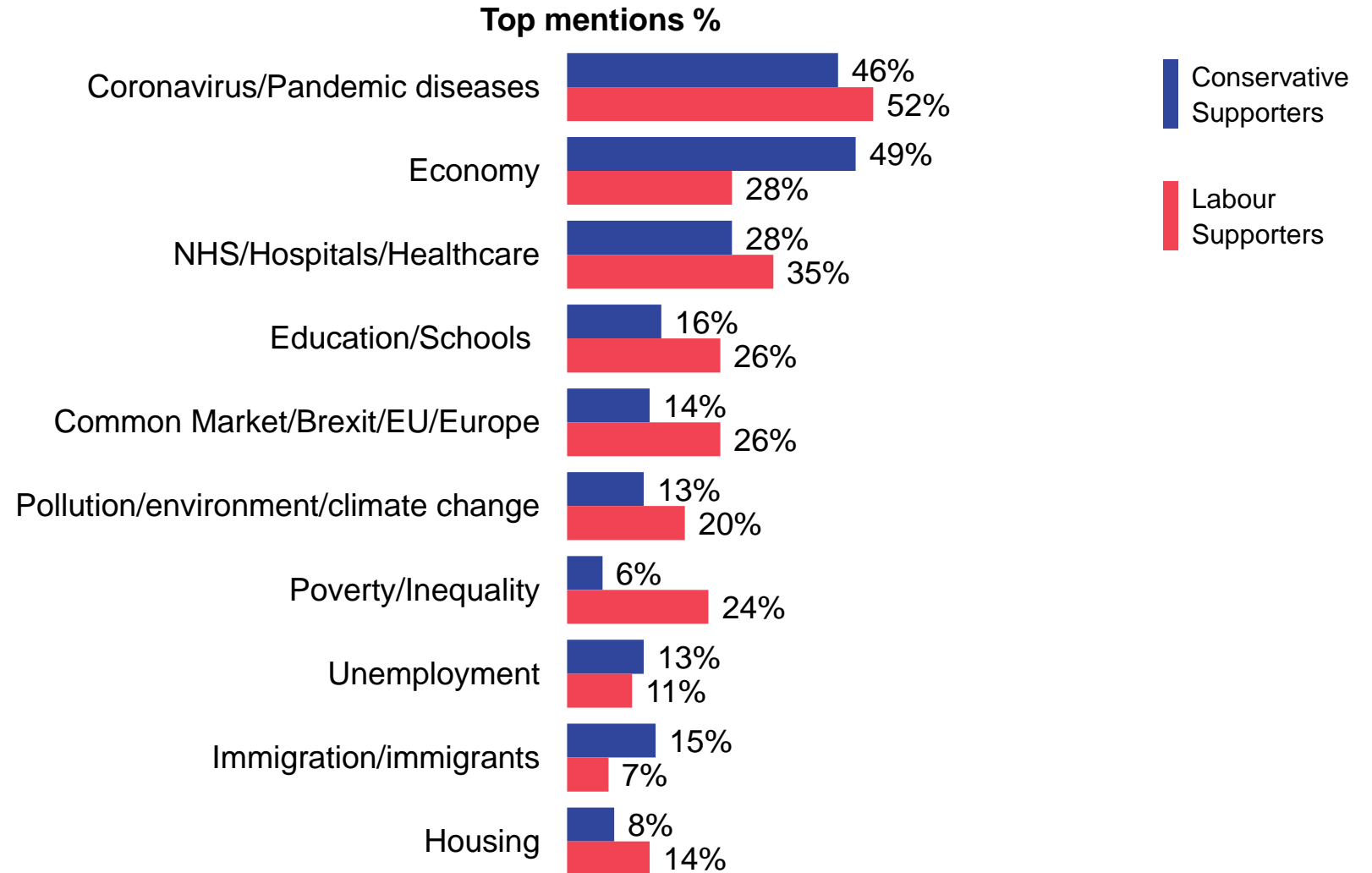


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

Party support

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

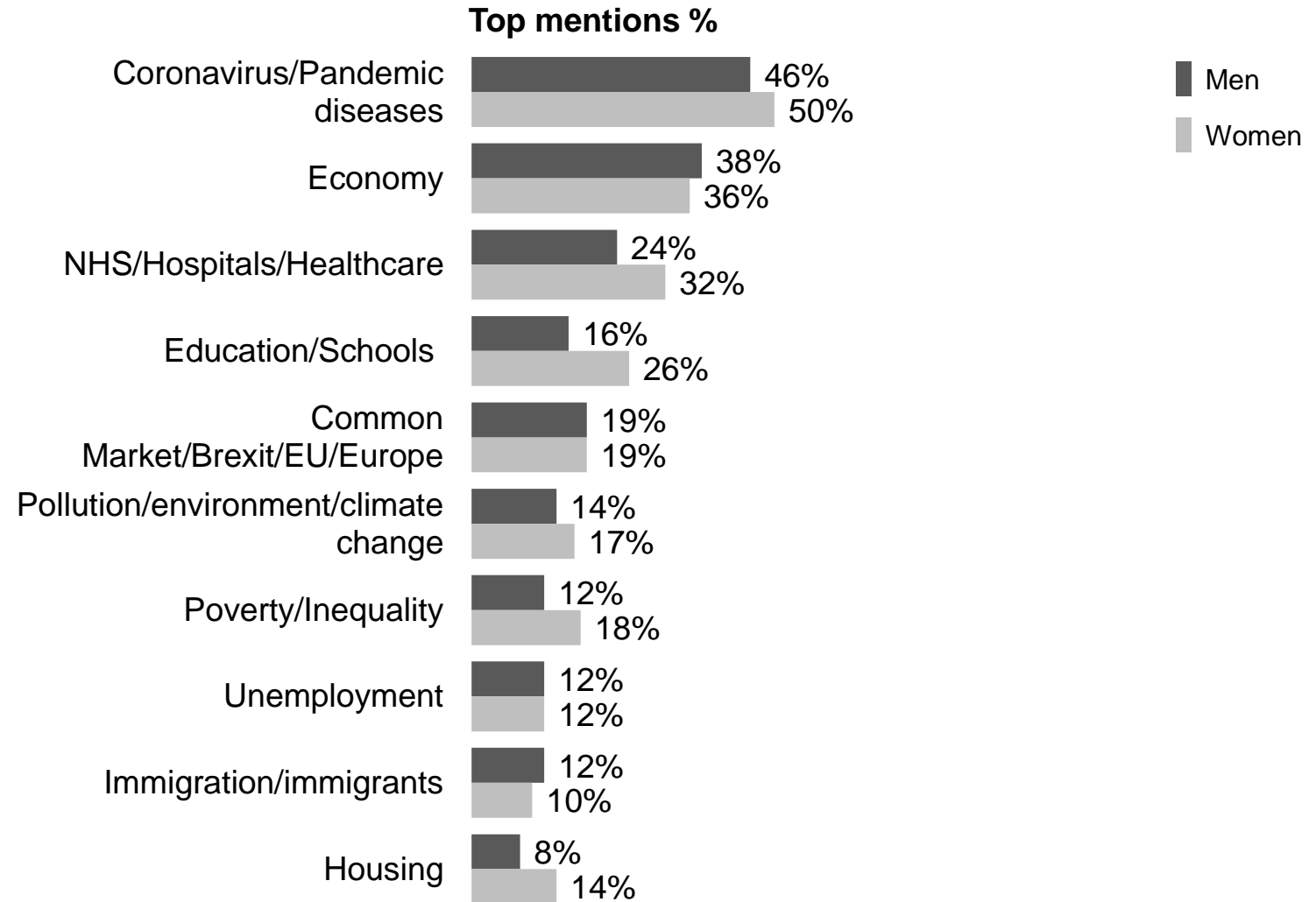


Base: 1,053 British adults 18+, 2 - 8 July 2021

Source: Ipsos MORI Issues Index

Men and women

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

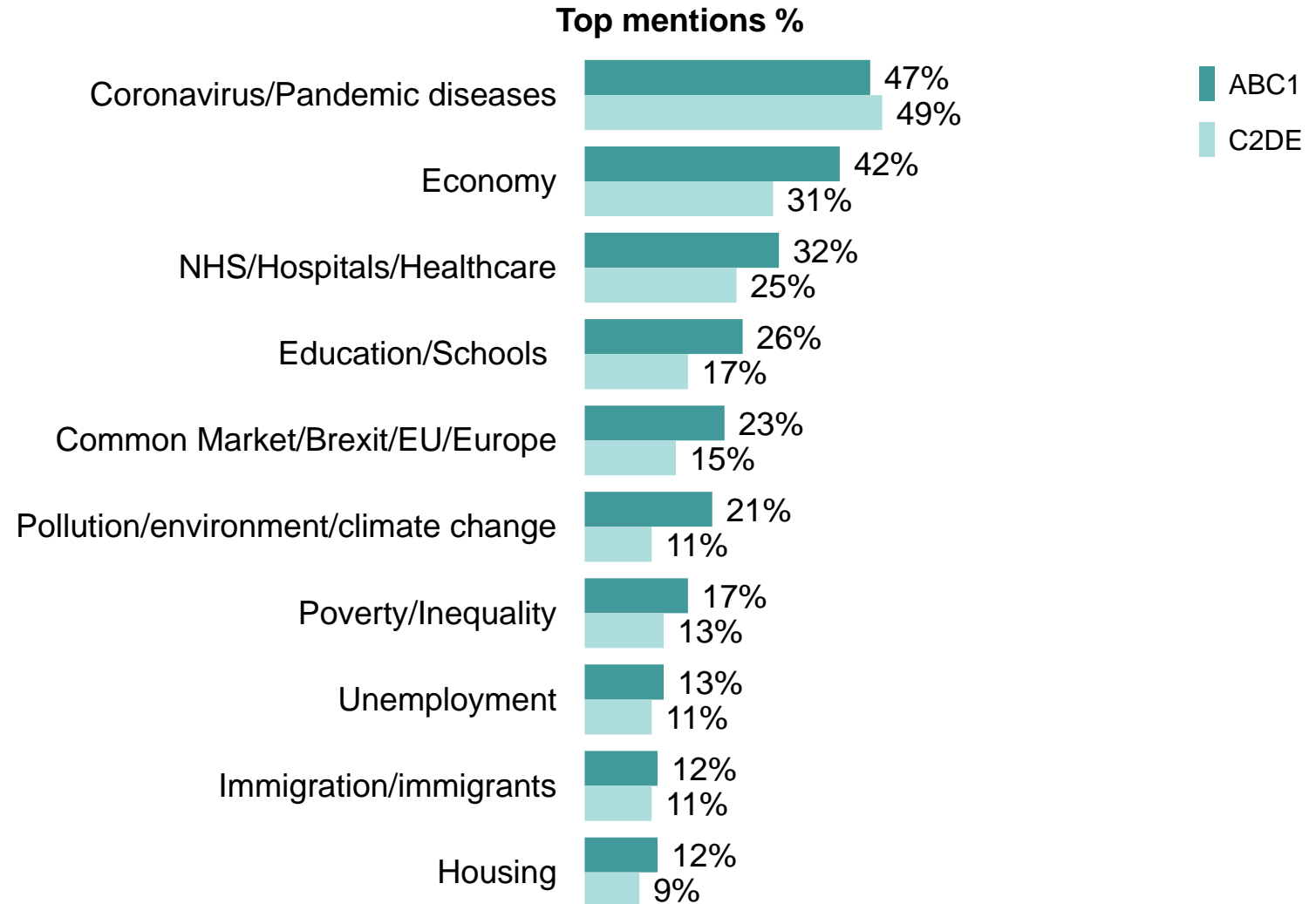


Base: 1,053 British adults 18+, 2 - 8 July 2021

Source: Ipsos MORI Issues Index

Social grade

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

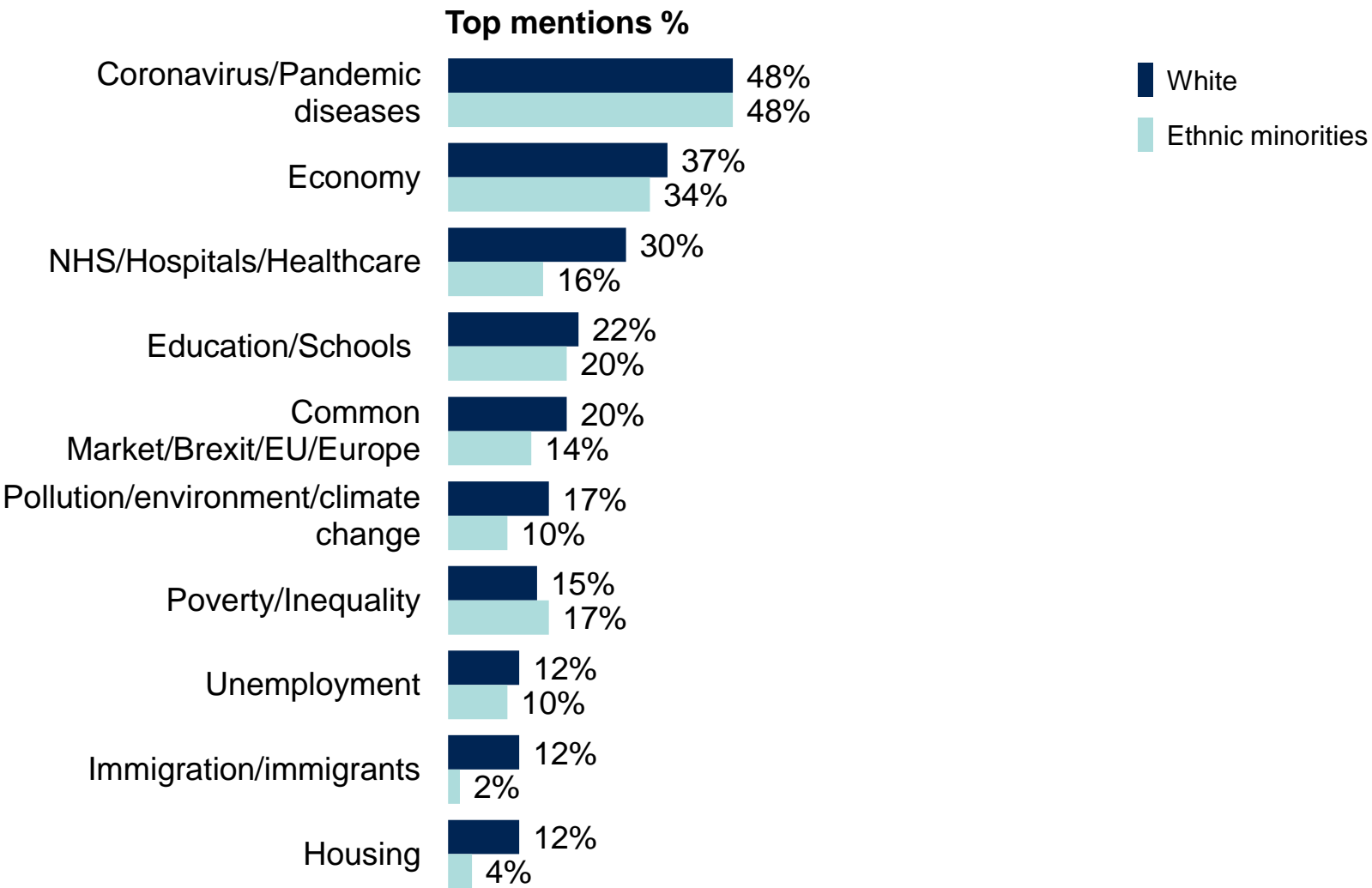


Base: 1,053 British adults 18+, 2 - 8 July 2021

Source: Ipsos MORI Issues Index

Ethnic background

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

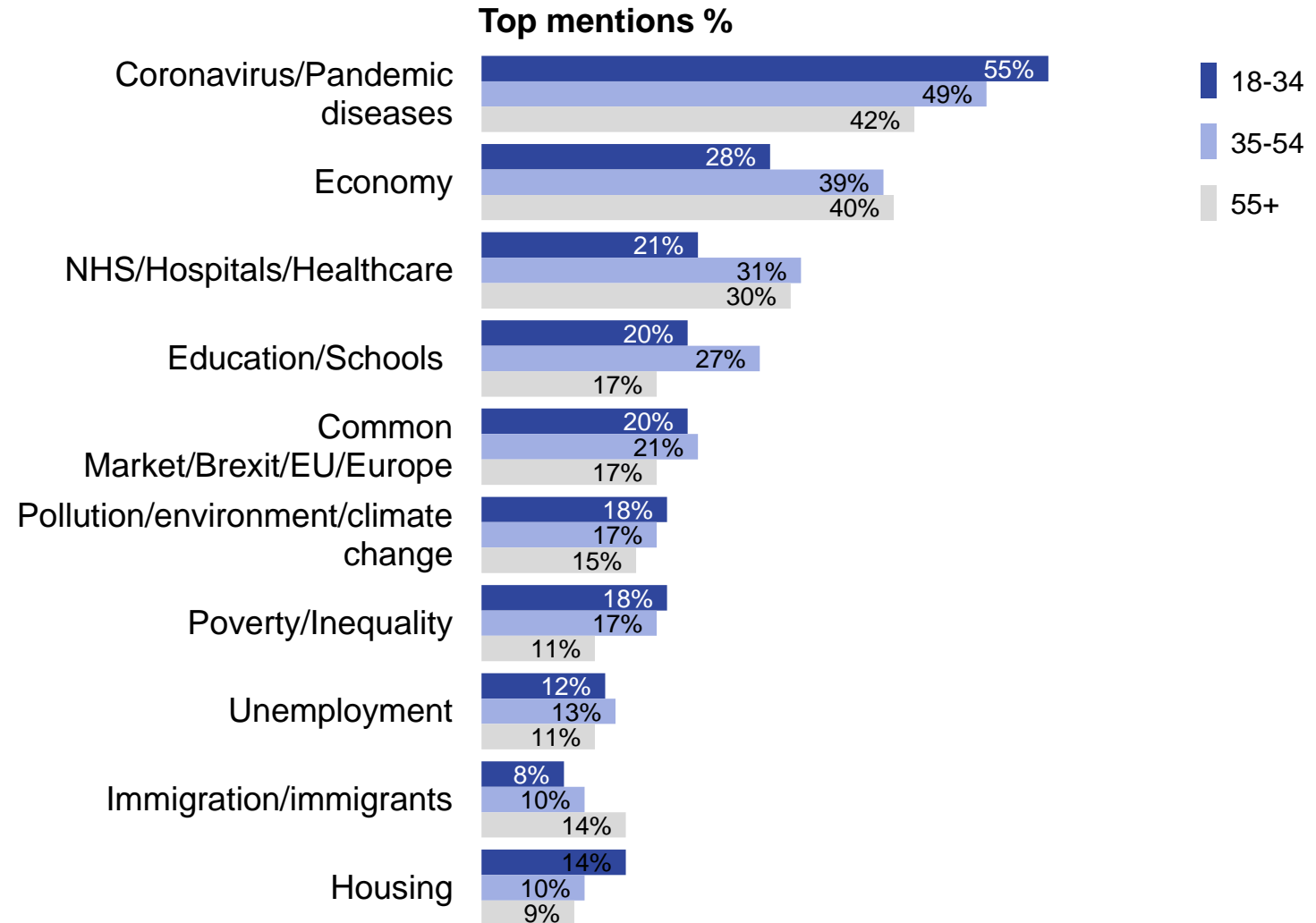


Base: 1,053 British adults 18+, 2 - 8 July 2021

Source: Ipsos MORI Issues Index

Age group

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

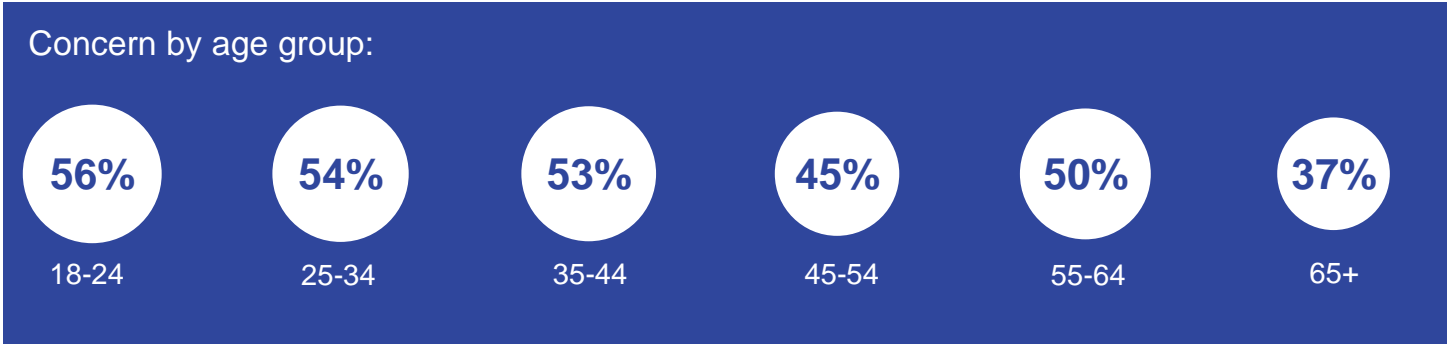
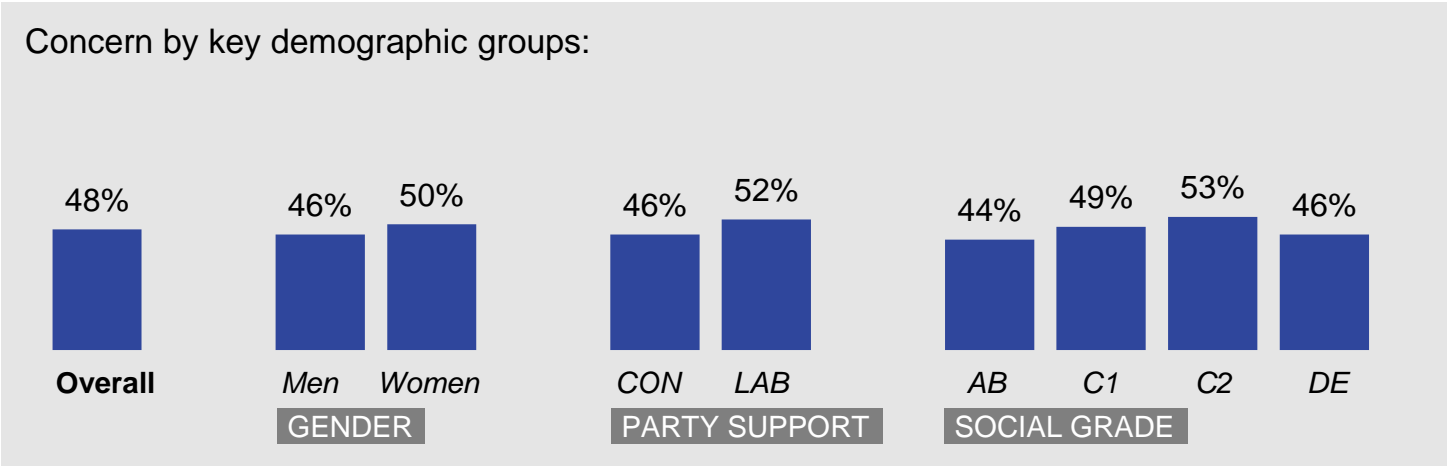


Base: 1,053 British adults 18+, 2 - 8 July 2021

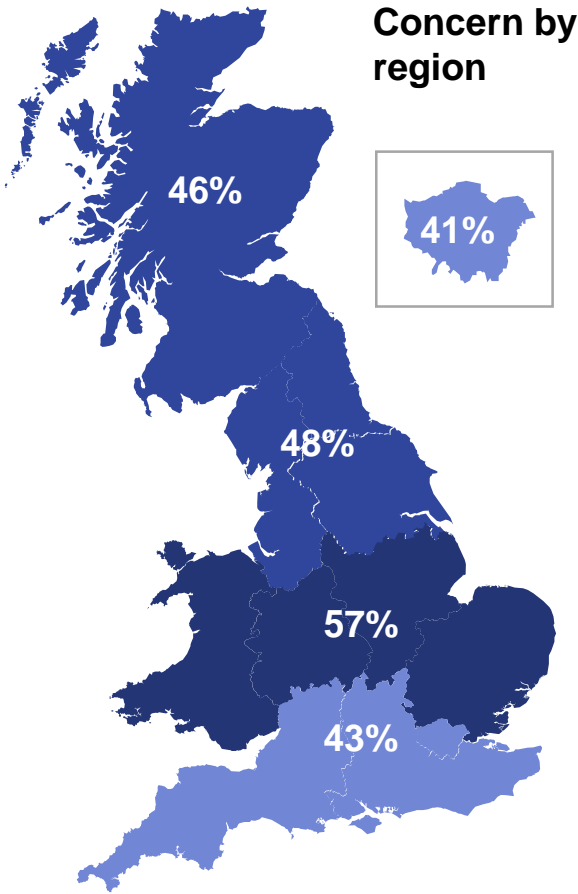
Source: Ipsos MORI Issues Index

Concern about coronavirus/pandemic disease by subgroup

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



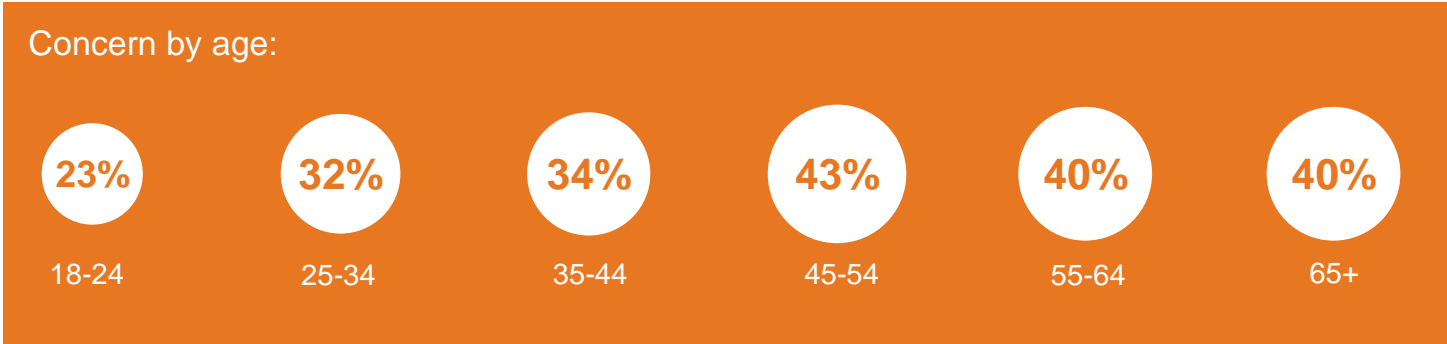
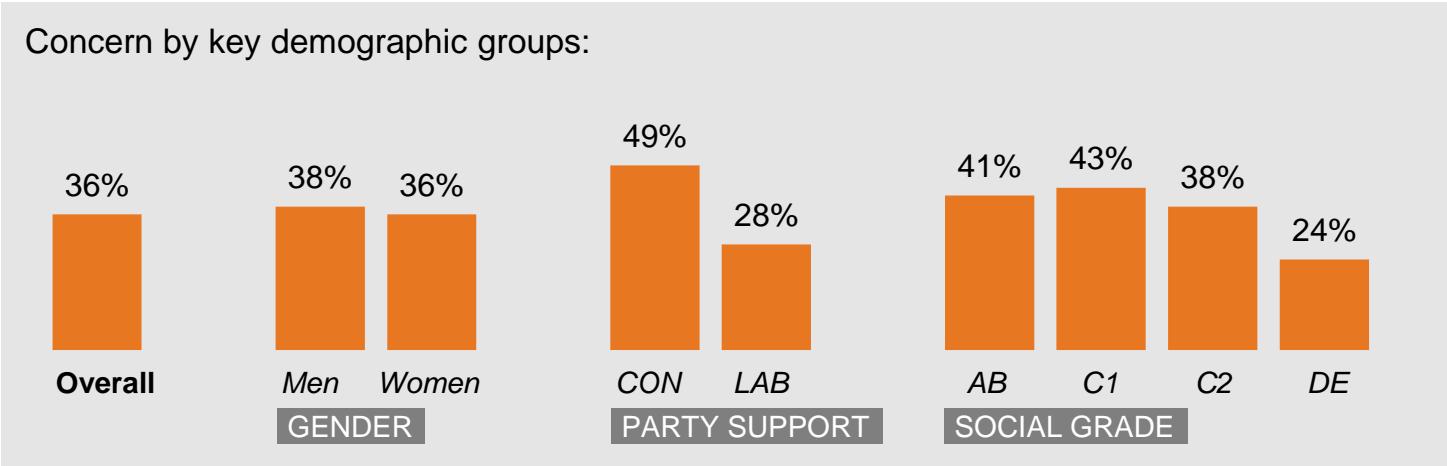
Base: 1,053 British adults 18+, 2 - 8 July 2021



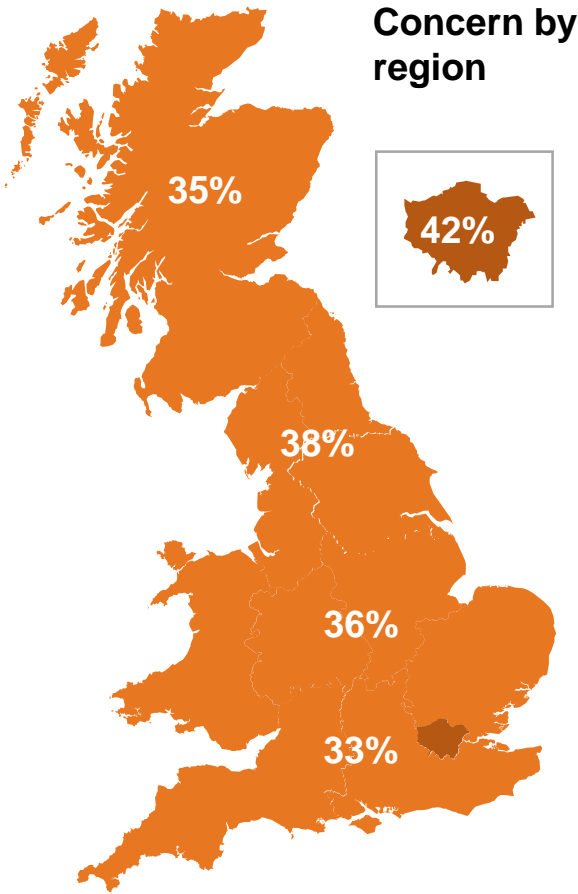
Source: Ipsos MORI Issues Index

Concern about the economy by subgroup

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



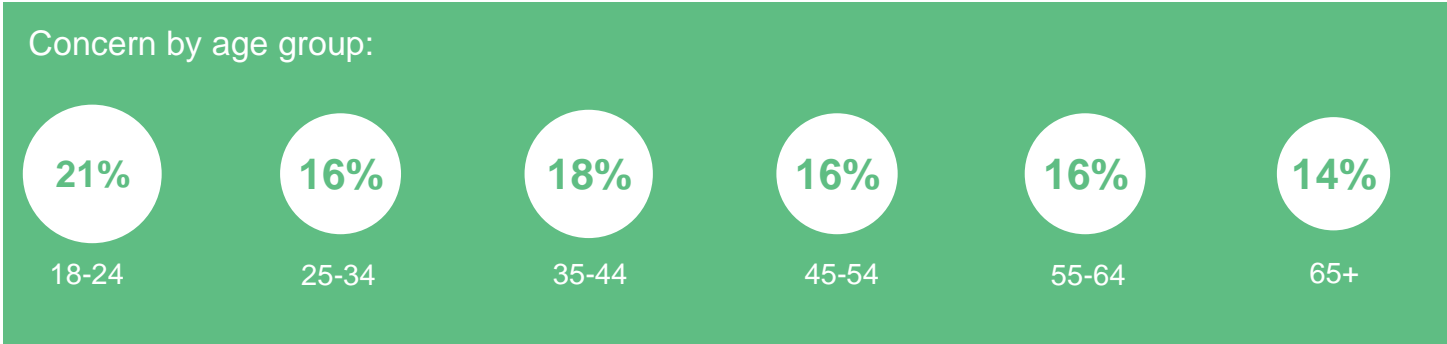
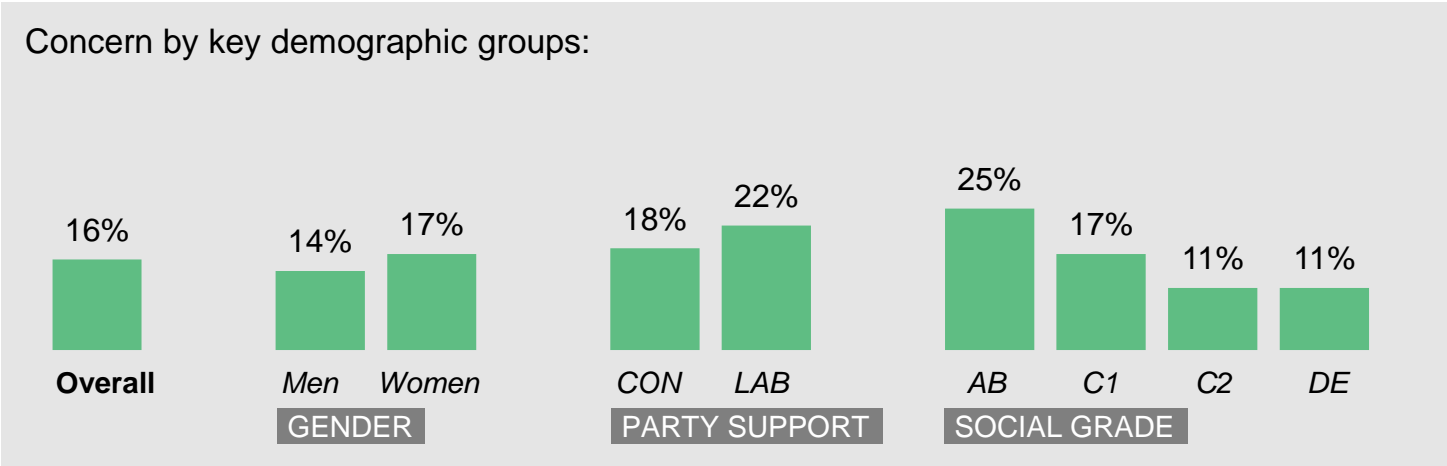
Base: 1,053 British adults 18+, 2 - 8 July 2021



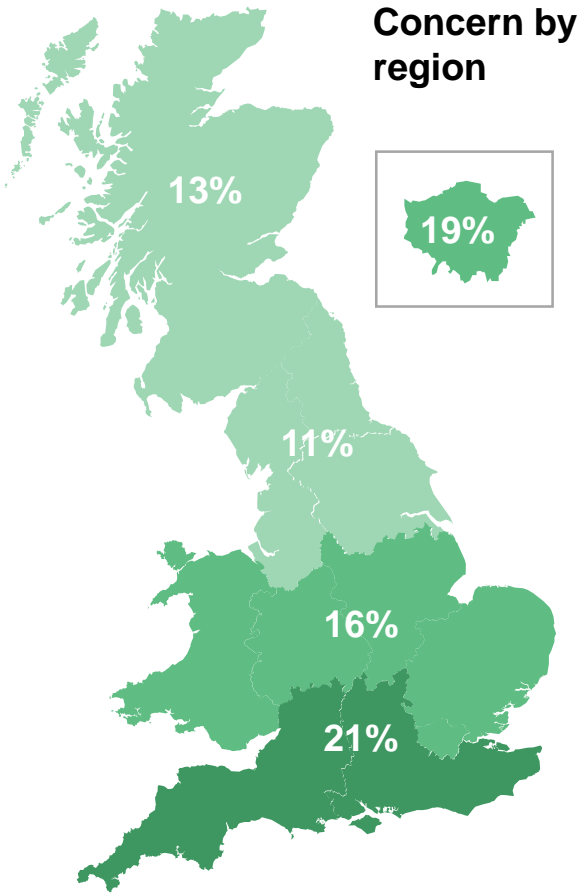
Source: Ipsos MORI Issues Index

Concern about pollution/climate change by subgroup

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



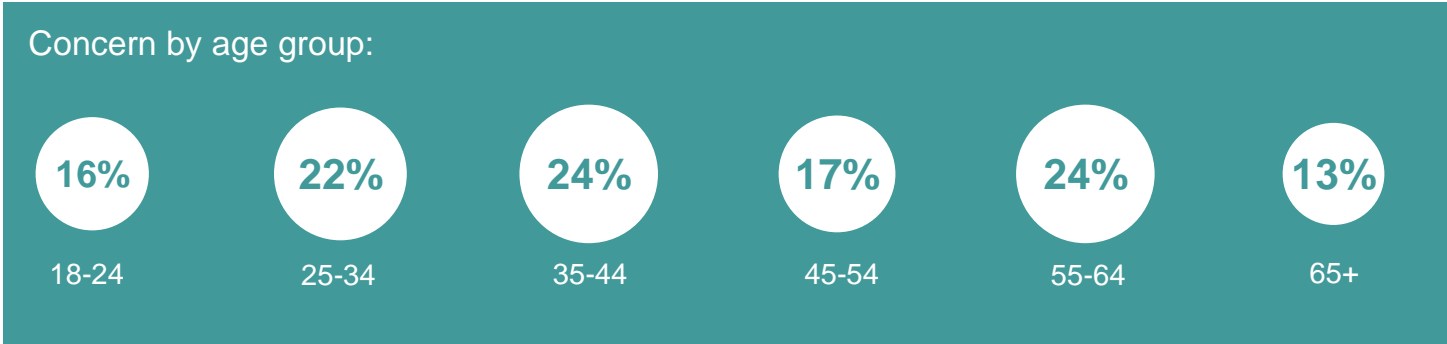
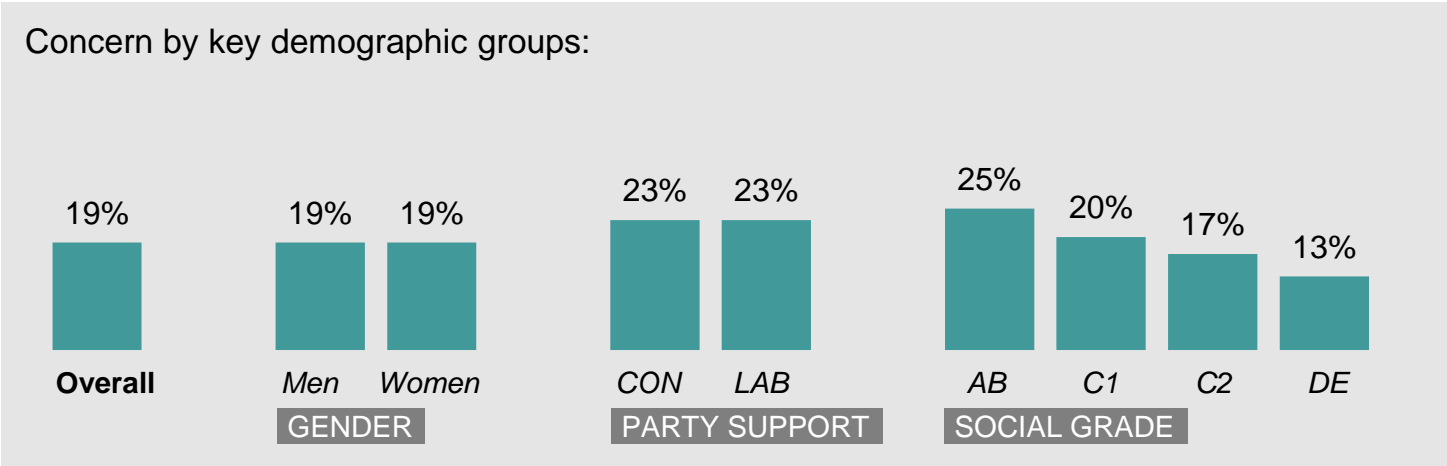
Base: 1,053 British adults 18+, 2 - 8 July 2021



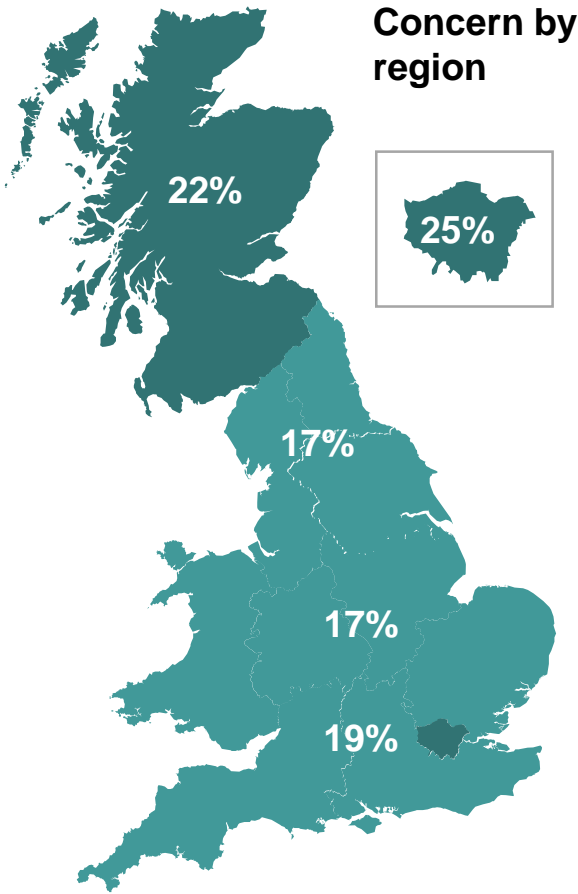
Source: Ipsos MORI Issues Index

Concern about Brexit/EU by subgroup

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



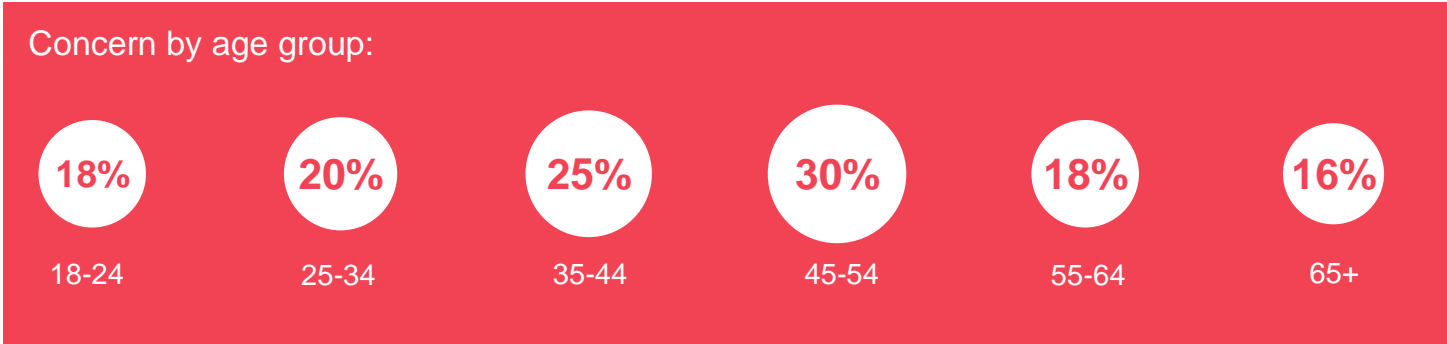
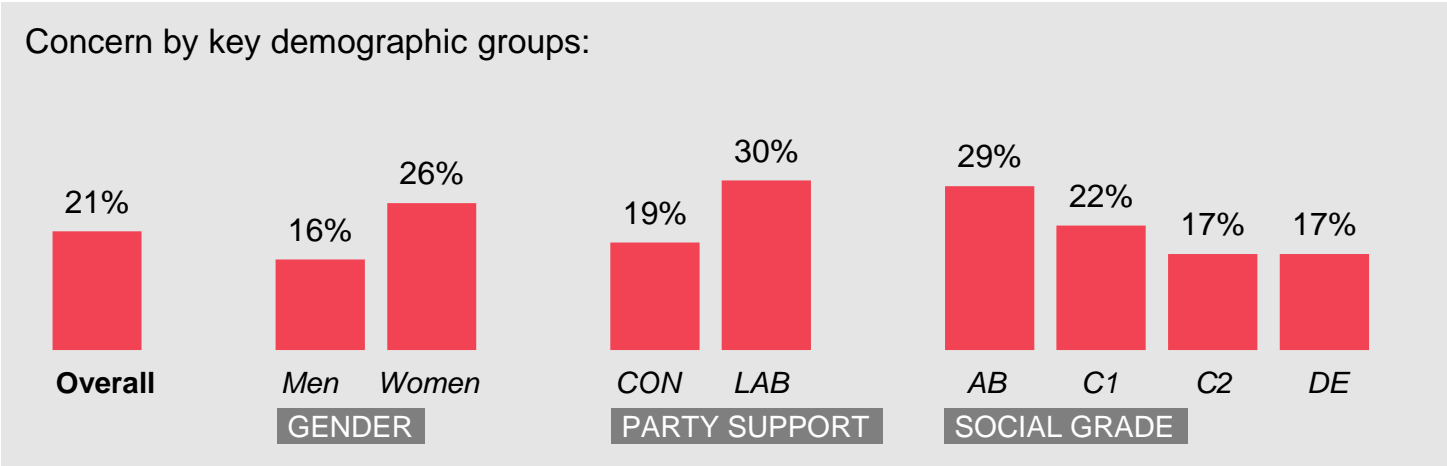
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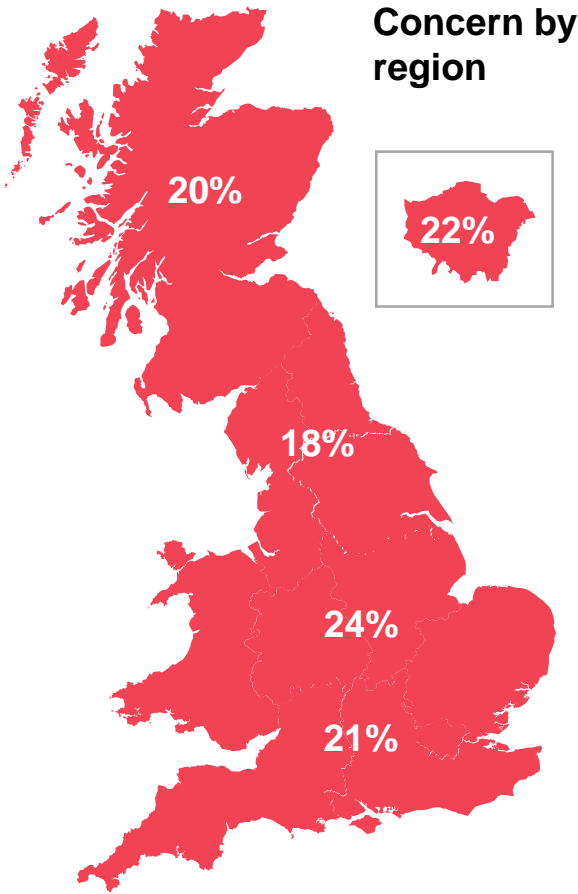
Source: Ipsos MORI Issues Index

Concern about education by subgroup

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



Base: 1,053 British adults 18+, 2 - 8 July 2021



Source: Ipsos MORI Issues Index

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July 2021

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Michael.Clemence@ipsos.com

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