July 2021

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 diseases</td>
<td>48%</td>
<td>-9</td>
</tr>
<tr>
<td>Economy</td>
<td>36%</td>
<td>+9</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>28%</td>
<td>+4</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>21%</td>
<td>-</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>19%</td>
<td>-4</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>16%</td>
<td>-5</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>15%</td>
<td>-4</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>+2</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>11%</td>
<td>-2</td>
</tr>
<tr>
<td>Housing</td>
<td>11%</td>
<td>-1</td>
</tr>
</tbody>
</table>

Change since June:

- Coronavirus/Pandemic diseases: -9
- Economy: +9
- NHS/Hospitals/Healthcare: +4
- Education/Schools: -
- Common Market/Brexit/EU/Europe: -4
- Pollution/environment/climate change: -5
- Poverty/Inequality: -4
- Unemployment: +2
- Immigration/immigrants: -2
- Housing: -1

Source: Ipsos MORI Issues Index
June 2021

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

- Coronavirus/Pandemic diseases: 48%
- Economy: 34%
- NHS/Hospitals/Healthcare: 28%
- Education/Schools: 21%
- Common Market/Brexit/EU/Europe: 19%
- Pollution/environment/climate change: 16%
- Poverty/Inequality: 15%
- Unemployment: 12%
- Immigration/immigrants: 11%
- Housing: 11%

Source: Ipsos MORI Issues Index
Base: 1,053 British adults 18+, 2 - 8 July 2021
Top five concerns: trend

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

Top mentions %

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
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?

- Treaty of Accession: ten new EU Member States
- France and Holland reject ratification of EU constitution
- Lowest score recorded (1%)
- Lowest concern recorded since Feb 2016 (19%)
- Highest concern recorded since Sept 1974 (72%)

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?

- Highest score since 1992; Most important issue for the first time
- Sub-prime mortgage crisis in the US
- Northern Rock nationalised
- Lowest score since December 2007 (12%)
- BREXIT VOTE
- GE 2010
- GE 2017
- GE 2019

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?

Lowest score since December 1985 (12%)

Highest score since December 2002 (61%)

Lowest score since Dec 2012 (15%)

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?

Widespread flooding during wet autumn

Nine killed in gales across Britain

Highest score since July 1990 (25%)

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
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?

- Labour's second term - pledge to improve failing secondary schools
- First City Academies introduced
- 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

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?

- Riots across England
- May day riots
- Highest score since December 2011 (29%)
- Lowest ever score (since September 1974) (3%)

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?

- War in Kosovo
- 9/11
- Invasion of Iraq
- "7/7" London Bombing
- UK withdraws from Iraq
- NATO bombing in Libya
- Parliamentary vote against action in Syria
- Paris attacks and Parliamentary vote for action against IS in Syria
- Rise of IS
- London Bridge attack
- Lowest score since August 2001 (2%)

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

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

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>Conservative Supporters</th>
<th>Labour Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic diseases</td>
<td>46%</td>
<td>52%</td>
</tr>
<tr>
<td>Economy</td>
<td>49%</td>
<td>28%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Housing</td>
<td>14%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 1,053 British adults 18+, 2 - 8 July 2021
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 diseases</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Economy</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>16%</td>
<td>26%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Housing</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top mentions %

Source: Ipsos MORI Issues Index
Base: 1,053 British adults 18+, 2 - 8 July 2021
Social grade

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

Coronavirus/Pandemic diseases: 47% (ABC1) 49% (C2DE)
Economy: 31% 42%
NHS/Hospitals/Healthcare: 25% 32%
Education/Schools: 17% 26%
Common Market/Brexit/EU/Europe: 15% 23%
Pollution/environment/climate change: 11% 21%
Poverty/Inequality: 13% 17%
Unemployment: 11% 13%
Immigration/immigrants: 11% 12%
Housing: 9% 12%

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>White</th>
<th>Ethnic minorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic diseases</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Economy</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>16%</td>
<td>30%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Housing</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/Pandemic diseases</td>
<td>55%</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>Economy</td>
<td>28%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>21%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>20%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>20%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>18%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>18%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Housing</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

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

<table>
<thead>
<tr>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>46%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Concern by age group:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>56%</td>
</tr>
<tr>
<td>25-34</td>
<td>54%</td>
</tr>
<tr>
<td>35-44</td>
<td>53%</td>
</tr>
<tr>
<td>45-54</td>
<td>45%</td>
</tr>
<tr>
<td>55-64</td>
<td>50%</td>
</tr>
<tr>
<td>65+</td>
<td>37%</td>
</tr>
</tbody>
</table>

Concern by region:

- 41%
- 48%
- 57%
- 43%

Source: Ipsos MORI Issues Index

Base: 1,053 British adults 18+, 2 - 8 July 2021
Concern about the economy by subgroup
What do you see as the most/other important issues facing Britain today?

Concern by key demographic groups:

- Overall: 36%
- Men: 38%
- Women: 36%
- CON: 49%
- LAB: 28%
- AB: 41%
- C1: 43%
- C2: 38%
- DE: 24%

Concern by age:

- 18-24: 23%
- 25-34: 32%
- 35-44: 34%
- 45-54: 43%
- 55-64: 40%
- 65+: 40%

Concern by region:

- 18-24: 35%
- 25-34: 38%
- 35-44: 36%
- 45-54: 33%
- 55-64: 41%
- 65+: 43%

Source: Ipsos MORI Issues Index
Base: 1,053 British adults 18+, 2 - 8 July 2021
Concern about pollution/climate change by subgroup

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

Concern by key demographic groups:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Political Party Support</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>25%</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Grade</th>
<th>A</th>
<th>B</th>
<th>C1</th>
<th>C2</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>25%</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Concern by age group:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>35-44</td>
<td>18%</td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
</tr>
<tr>
<td>55-64</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Concern by key demographic groups:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>19%</td>
</tr>
</tbody>
</table>

Concern by age group:

<table>
<thead>
<tr>
<th>Concern by age group:</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
</tr>
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</tr>
<tr>
<td>45-54</td>
</tr>
<tr>
<td>55-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Issues Index

Base: 1,053 British adults 18+, 2 - 8 July 2021
Concern about education by subgroup

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

Concern by key demographic groups:

- Overall: 21%
- Men: 16%
- Women: 26%
- CON: 19%
- LAB: 30%
- AB: 29%
- C1: 22%
- C2: 17%
- DE: 17%

Concern by age group:

- 18-24: 18%
- 25-34: 20%
- 35-44: 25%
- 45-54: 30%
- 55-64: 18%
- 65+: 16%

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

Source: Ipsos MORI Issues Index