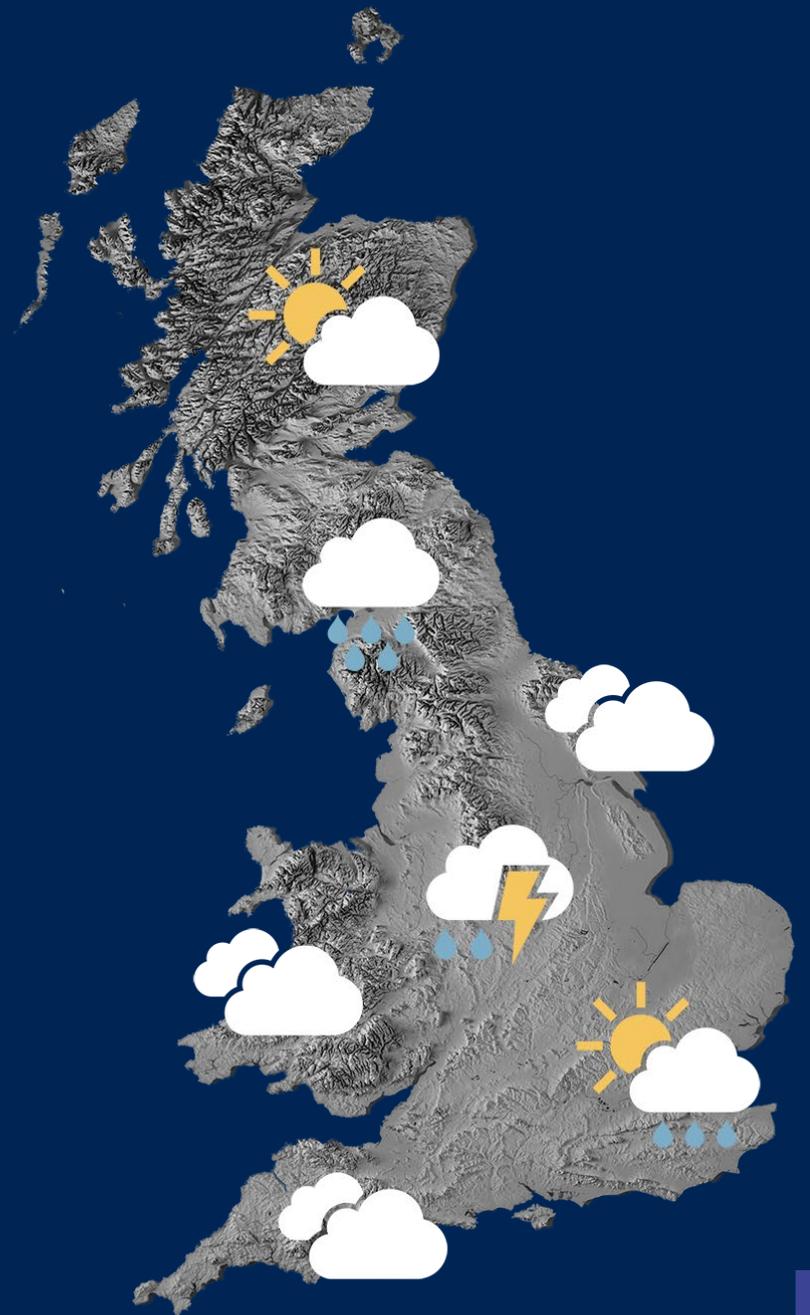


IPSOS ISSUES INDEX

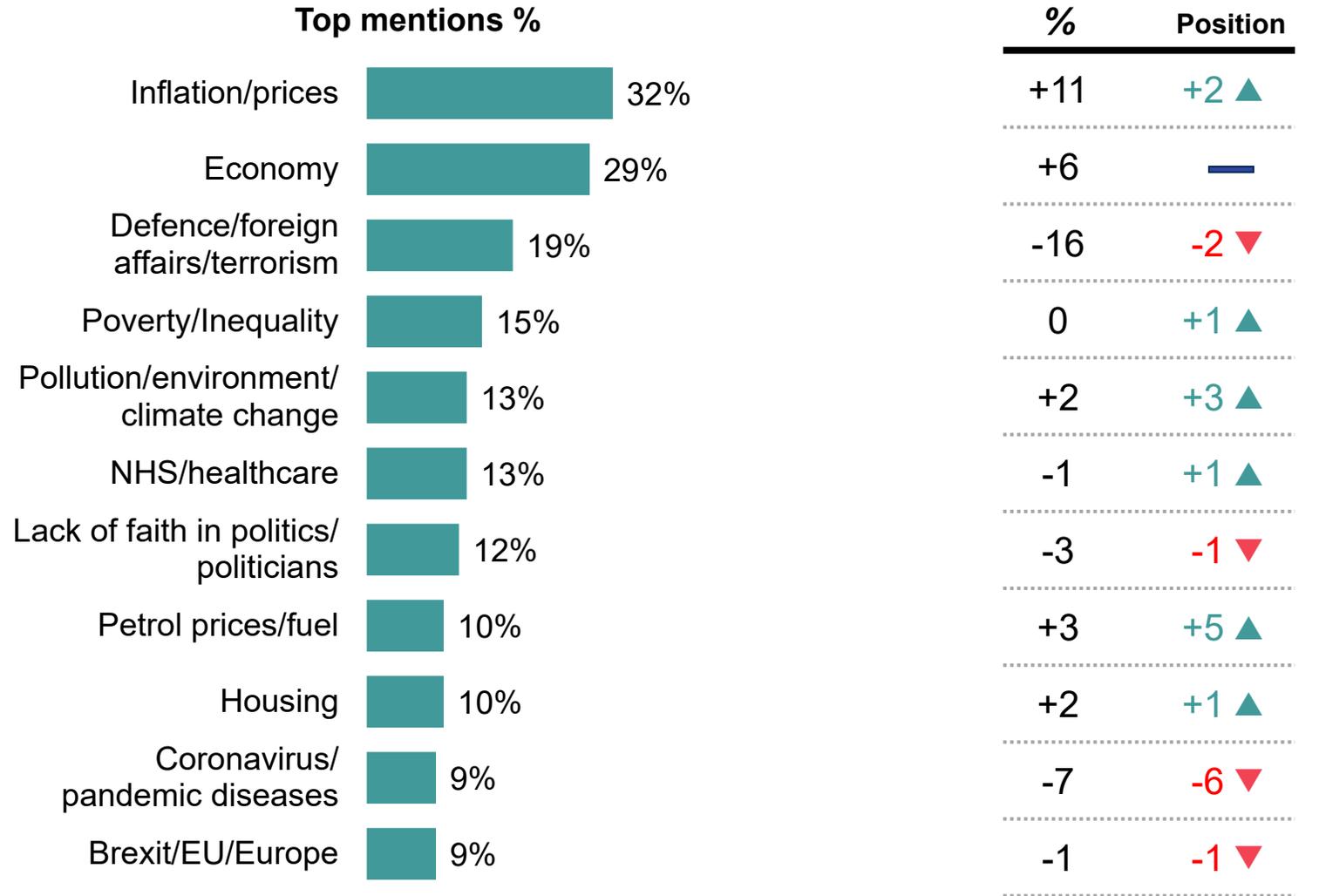
April 2022



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

April 2022

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

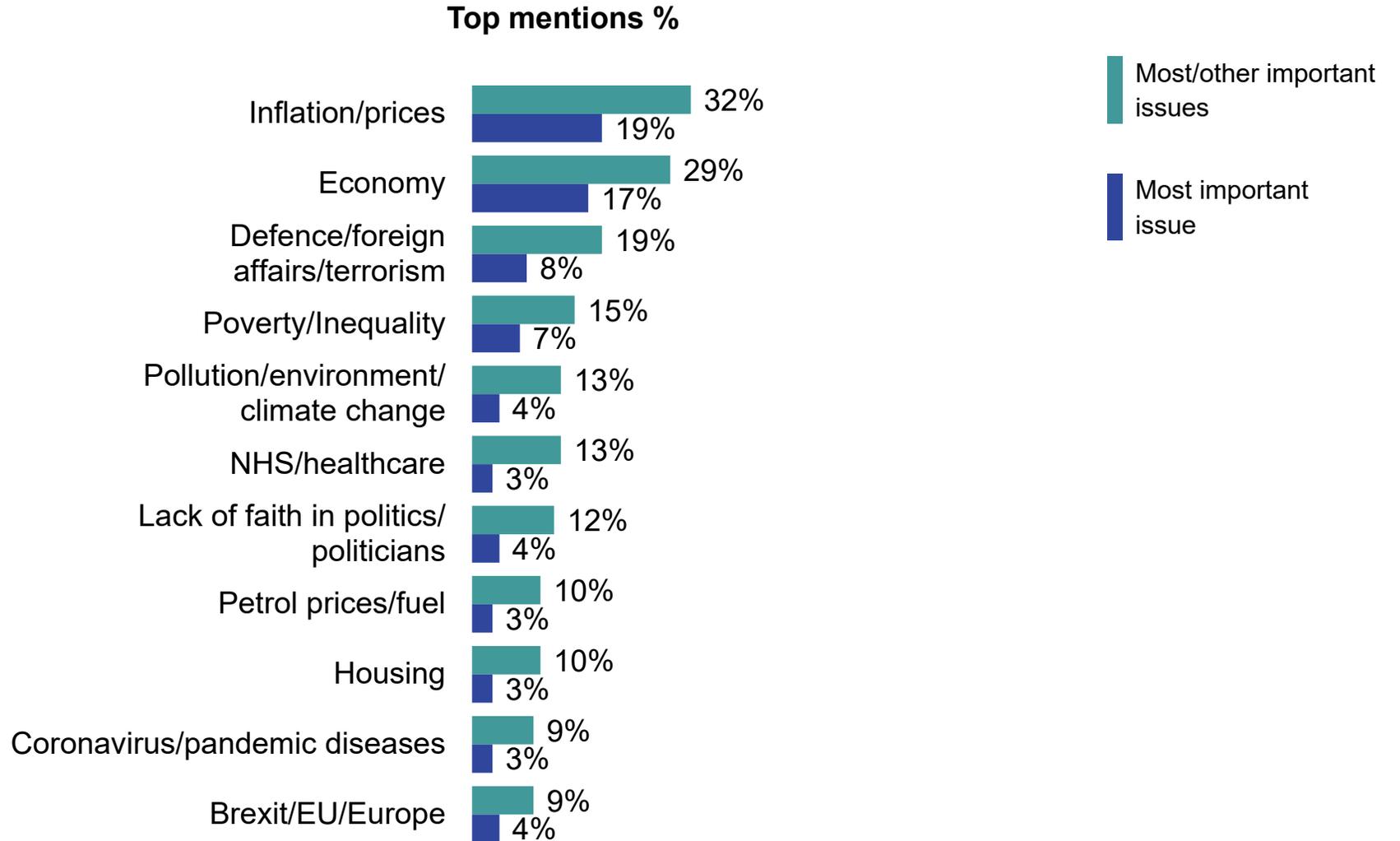


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

April 2022

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

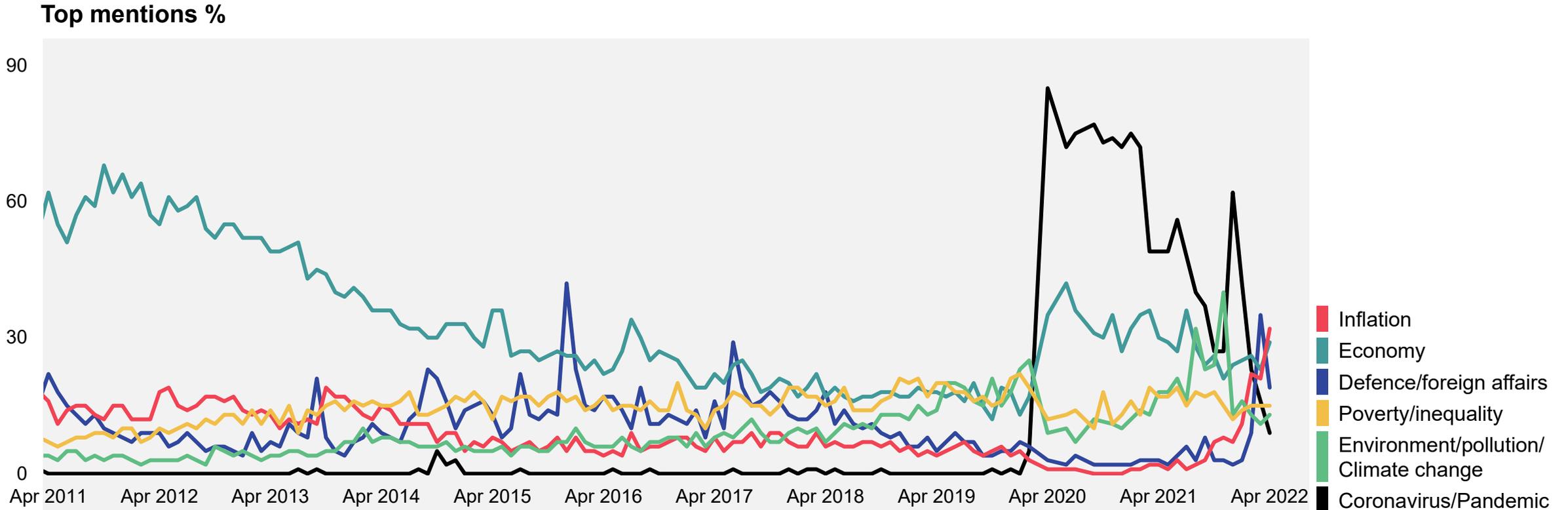


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Top five concerns for April 2022: trend data

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



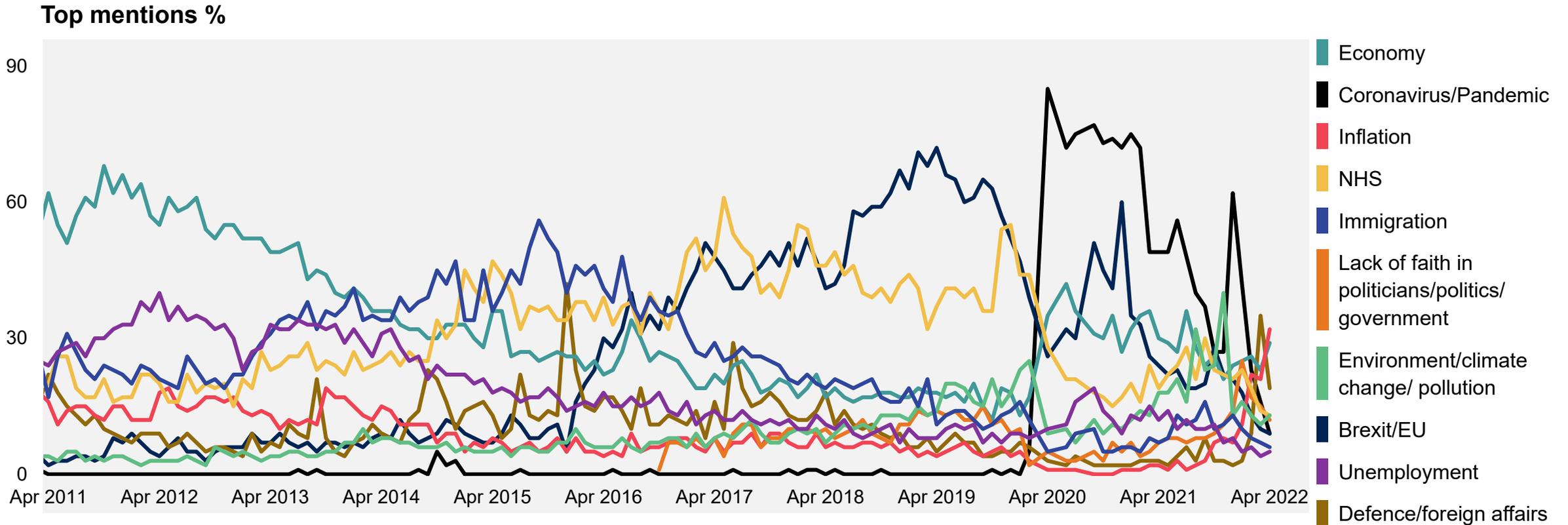
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Top concerns for the decade: trend data

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

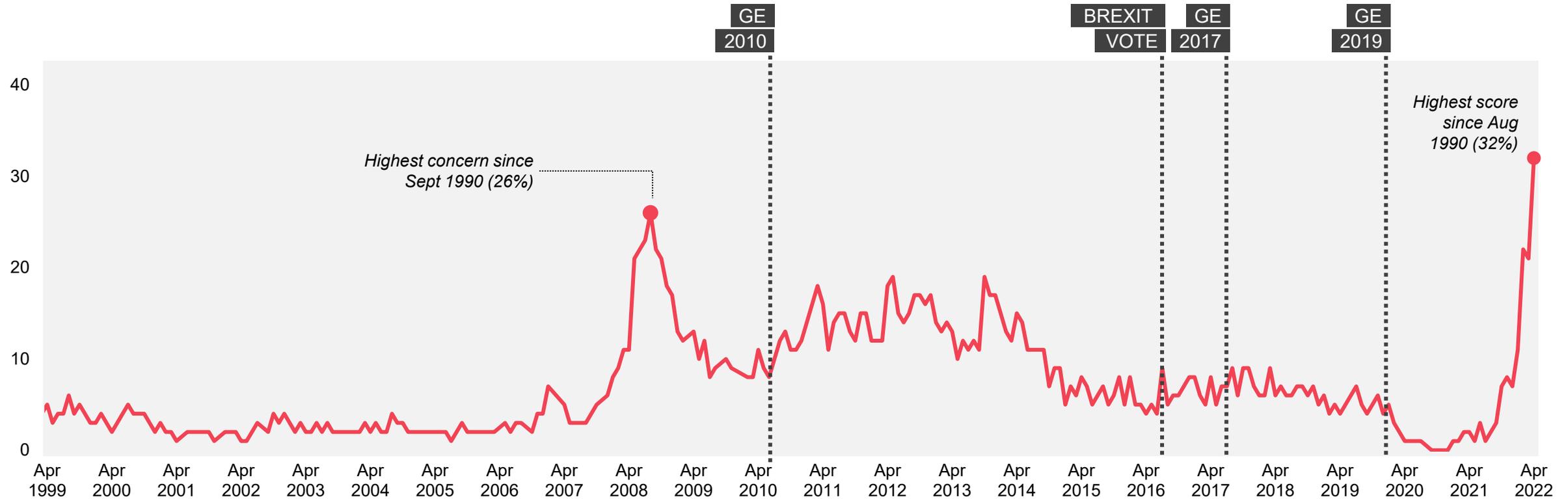


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices

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

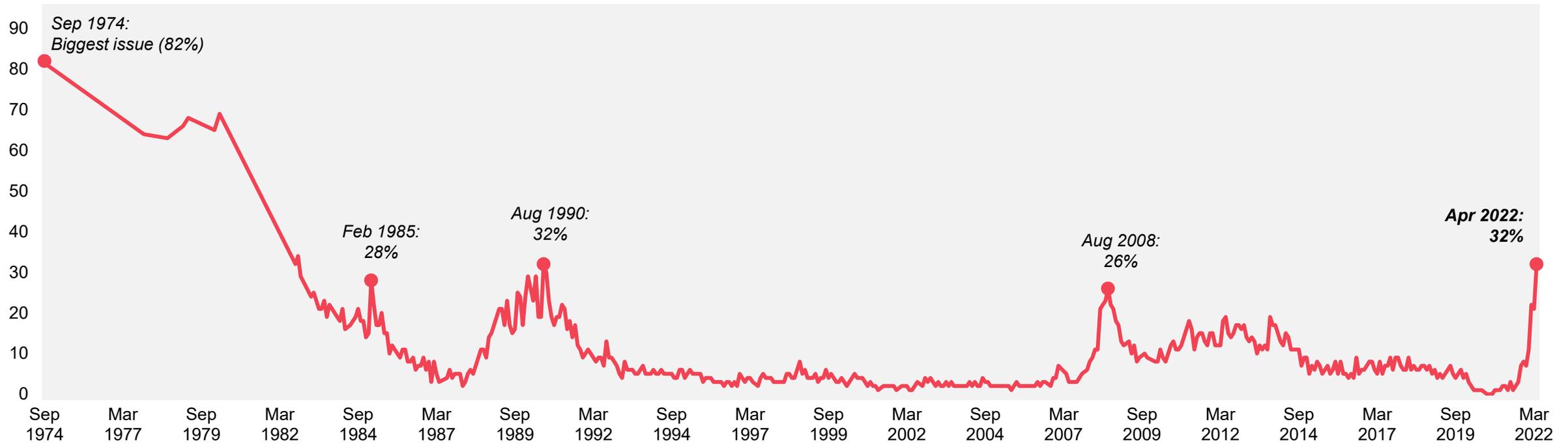


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices – concern since 1974

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

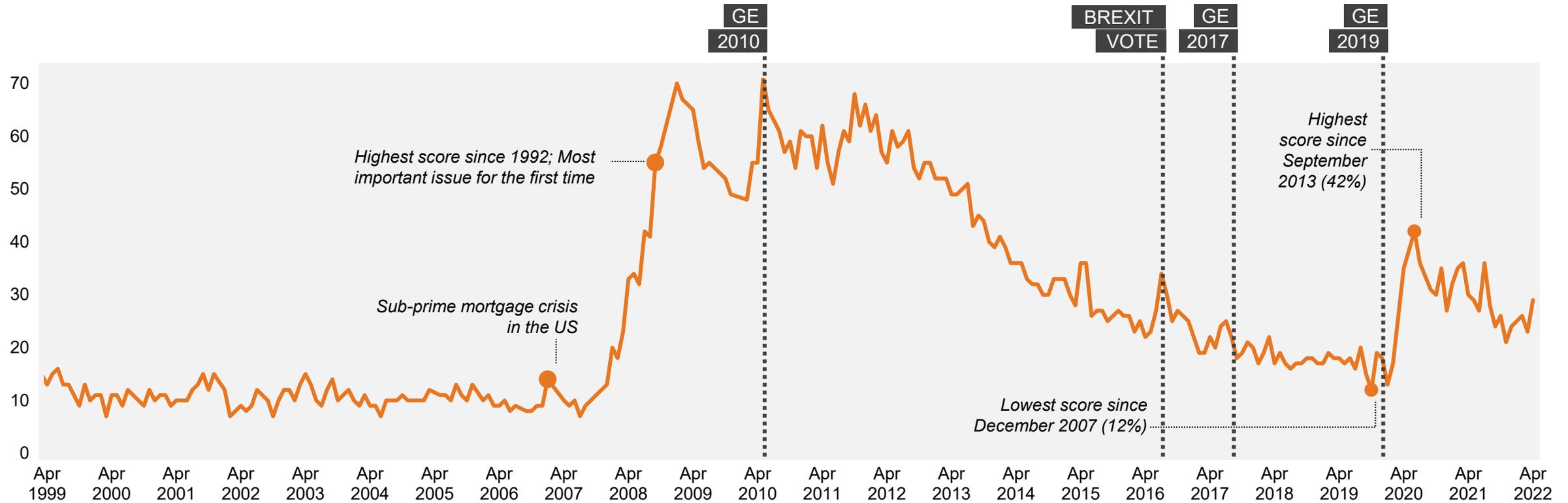


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

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

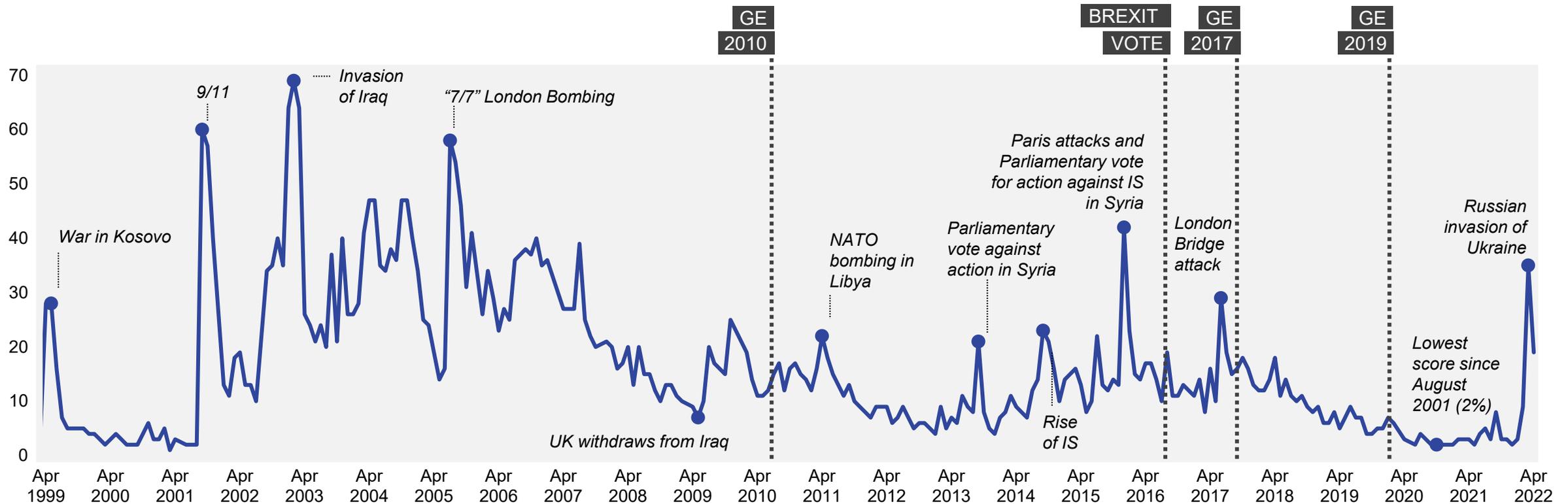


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence / Foreign Affairs / International terrorism

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

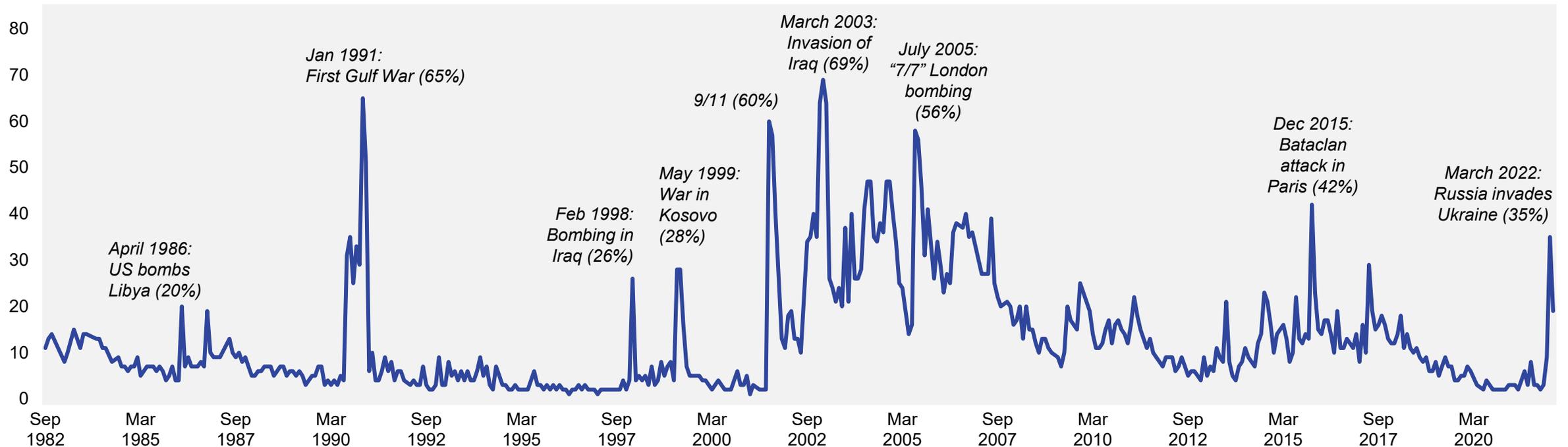


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/foreign affairs – concern since 1982

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

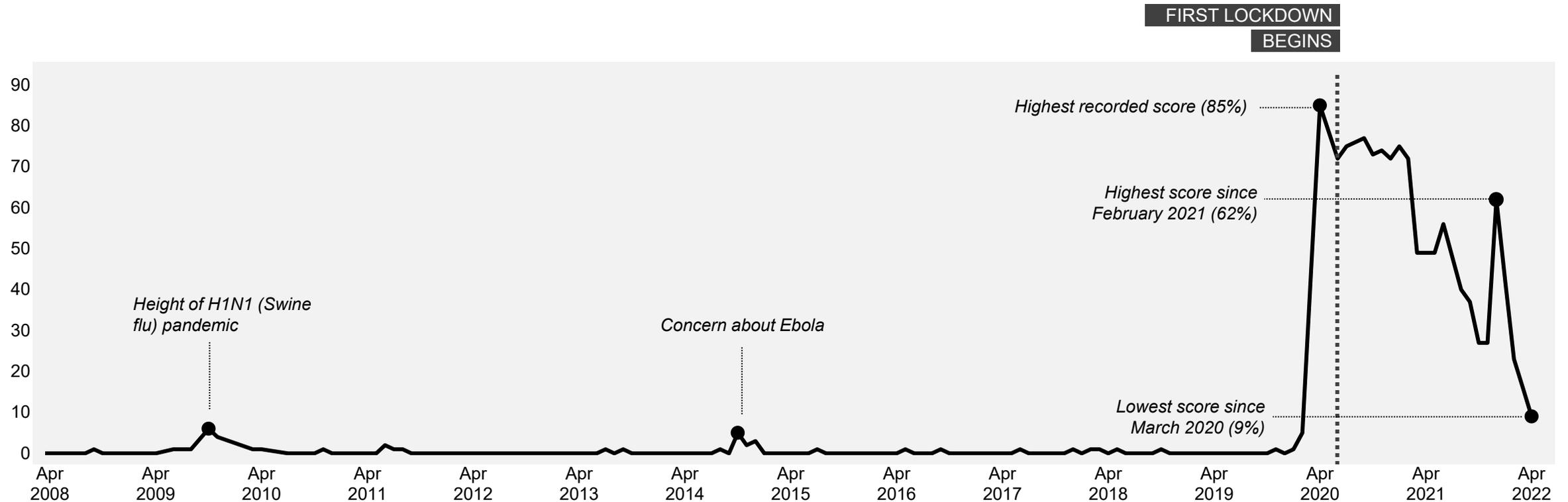


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

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

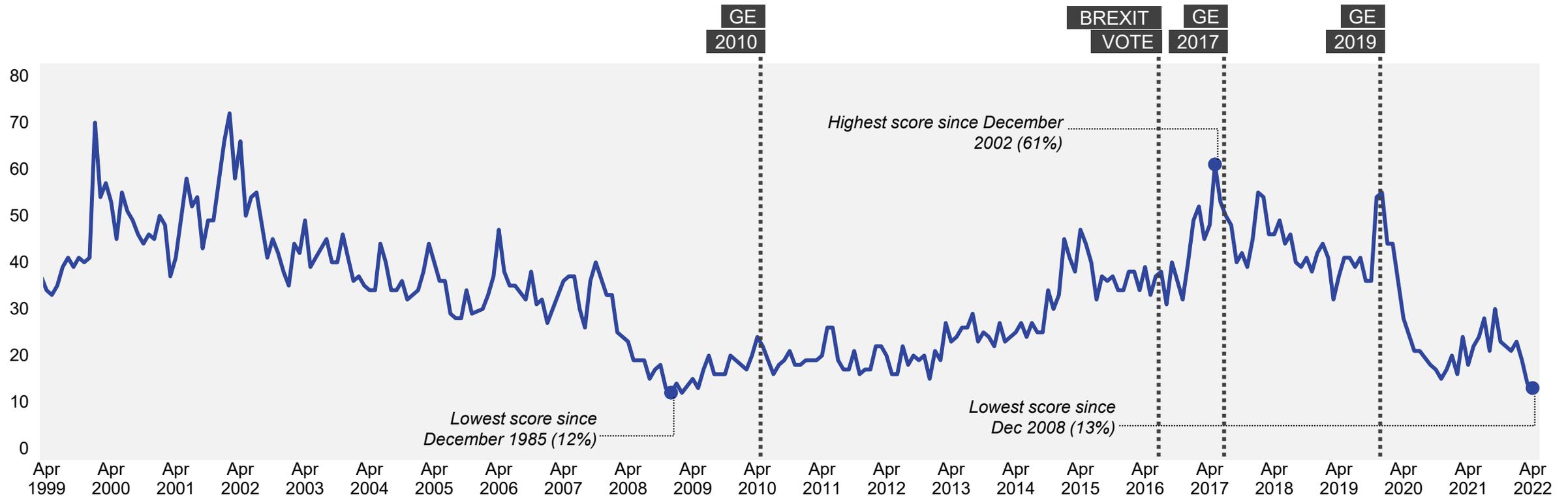


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS / Hospitals / Healthcare

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

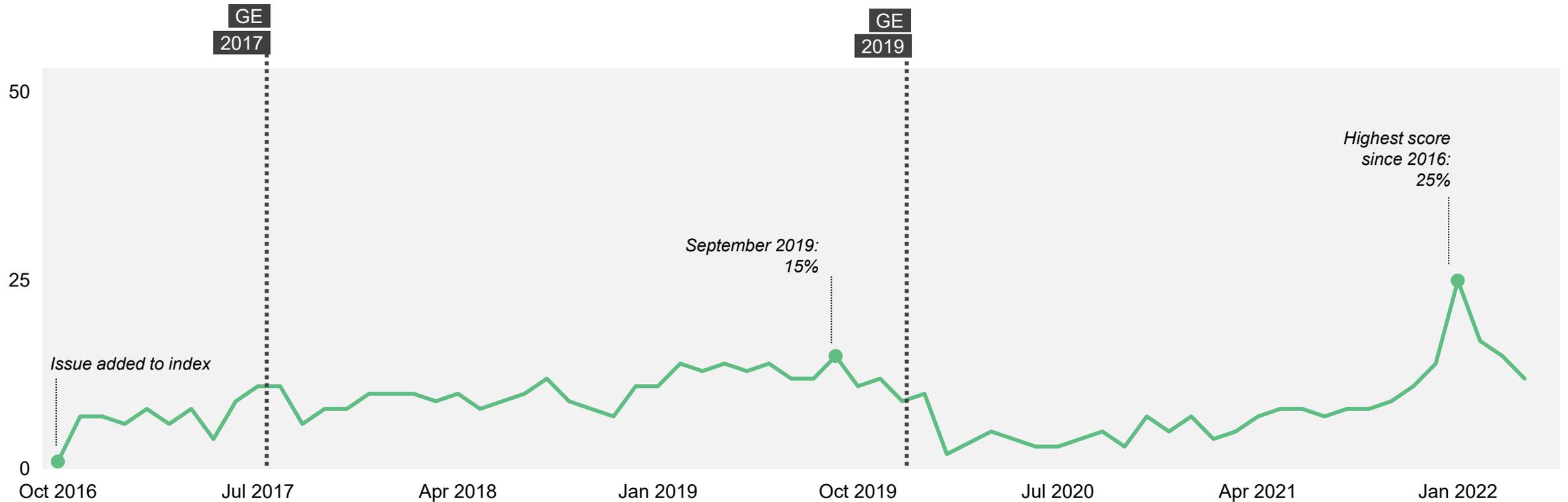


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

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

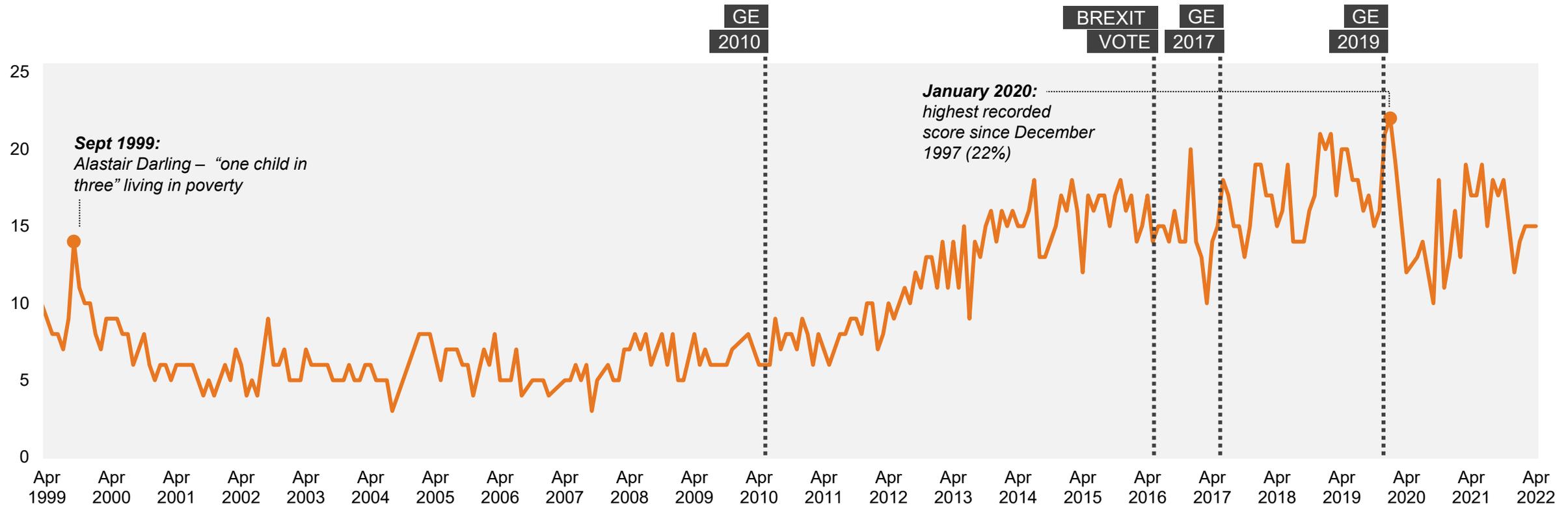


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/inequality

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

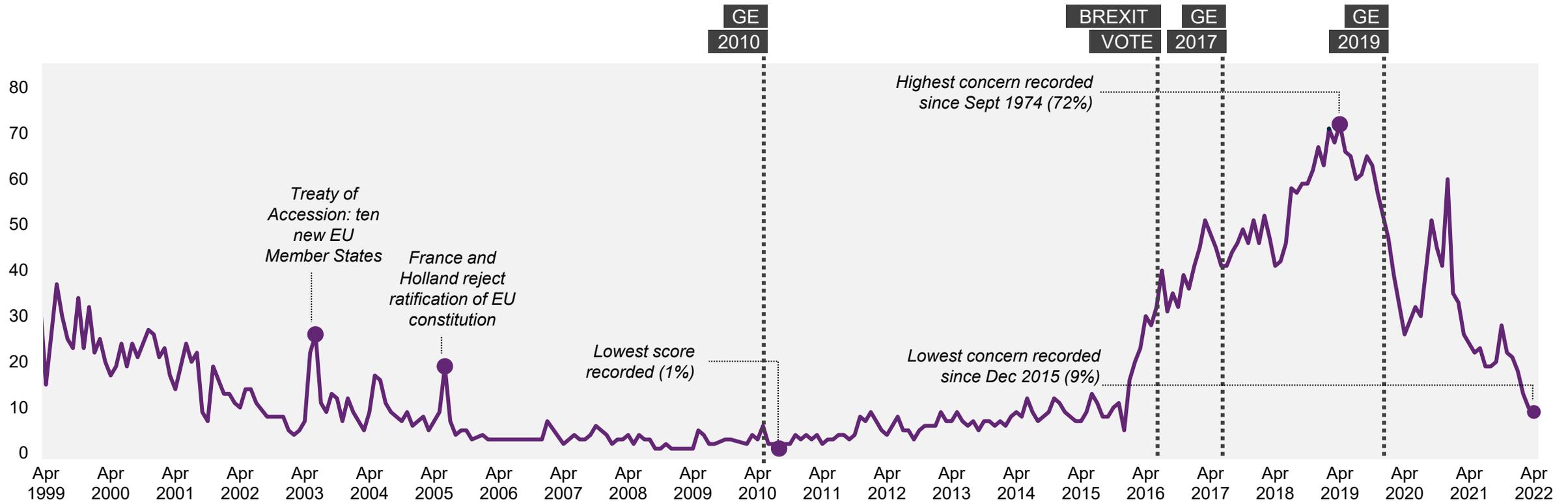


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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

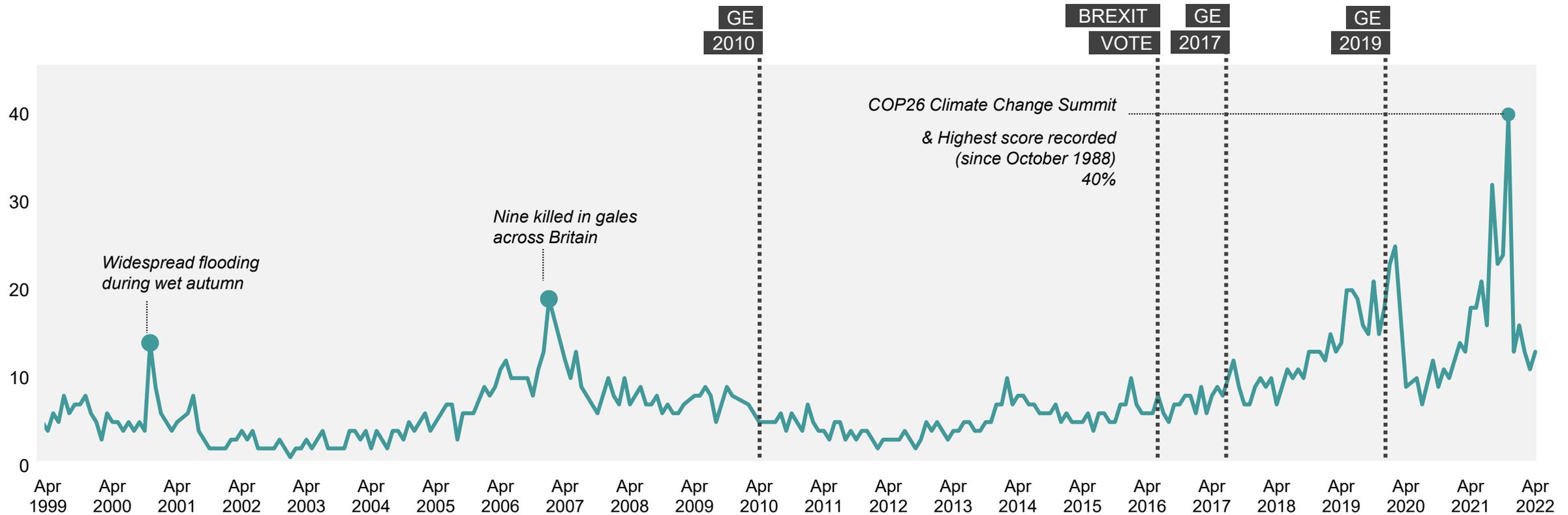


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution / Environment / Climate change

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

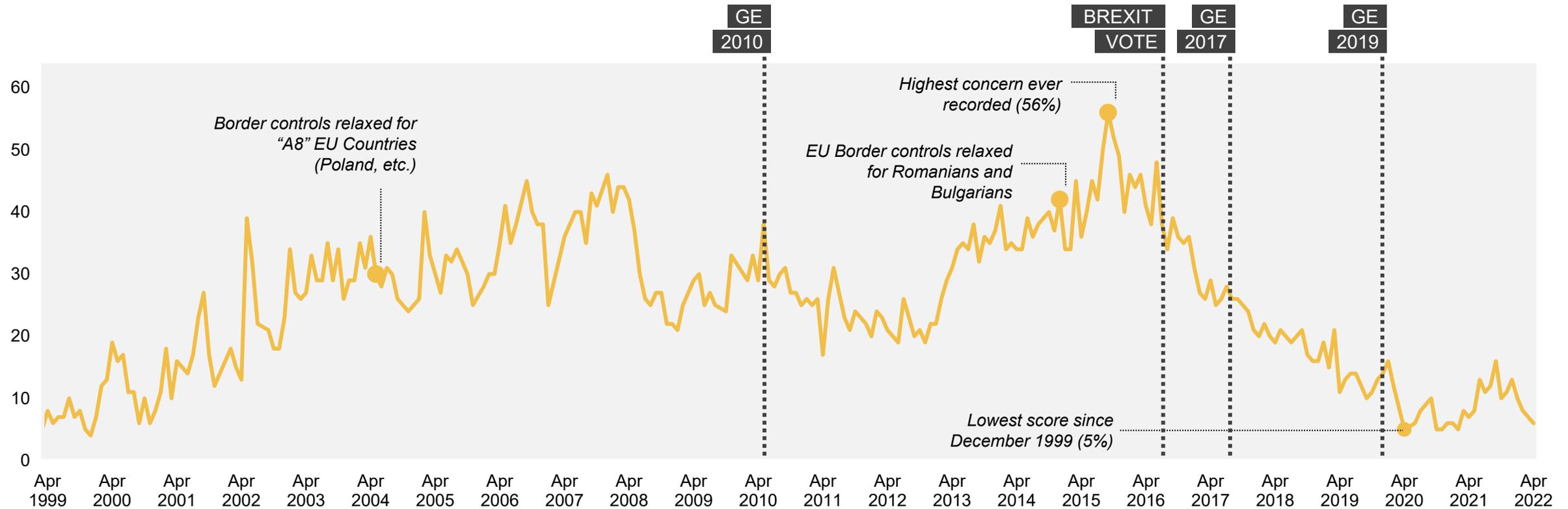


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration / Immigrants

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

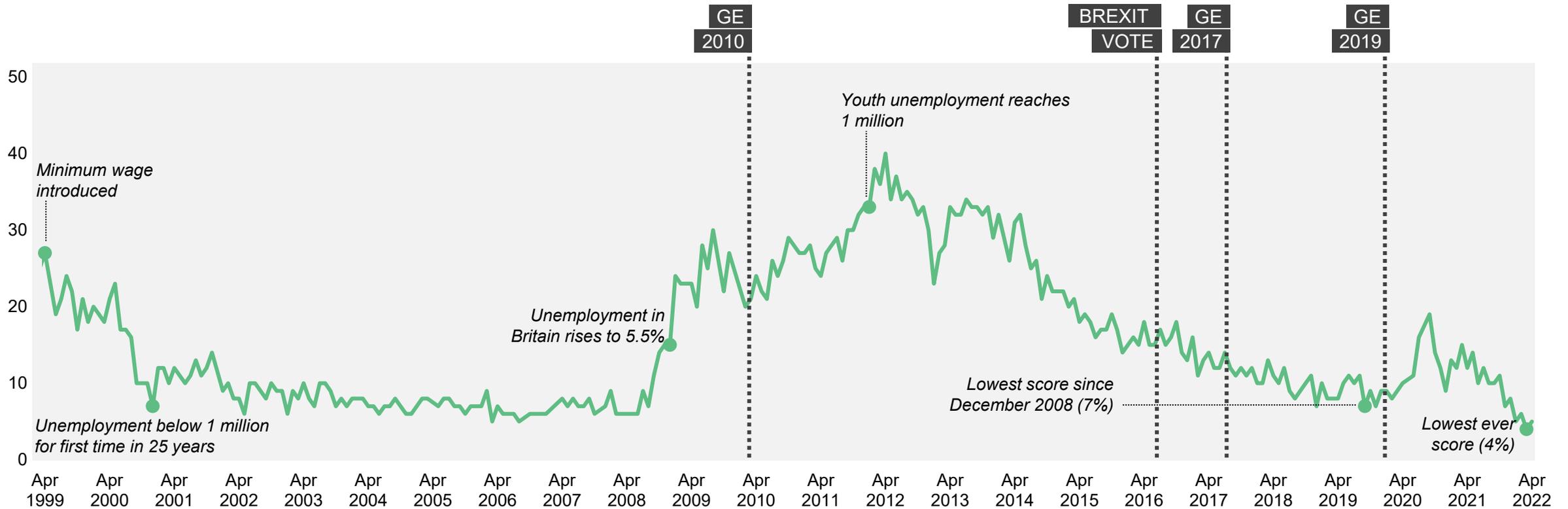


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

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

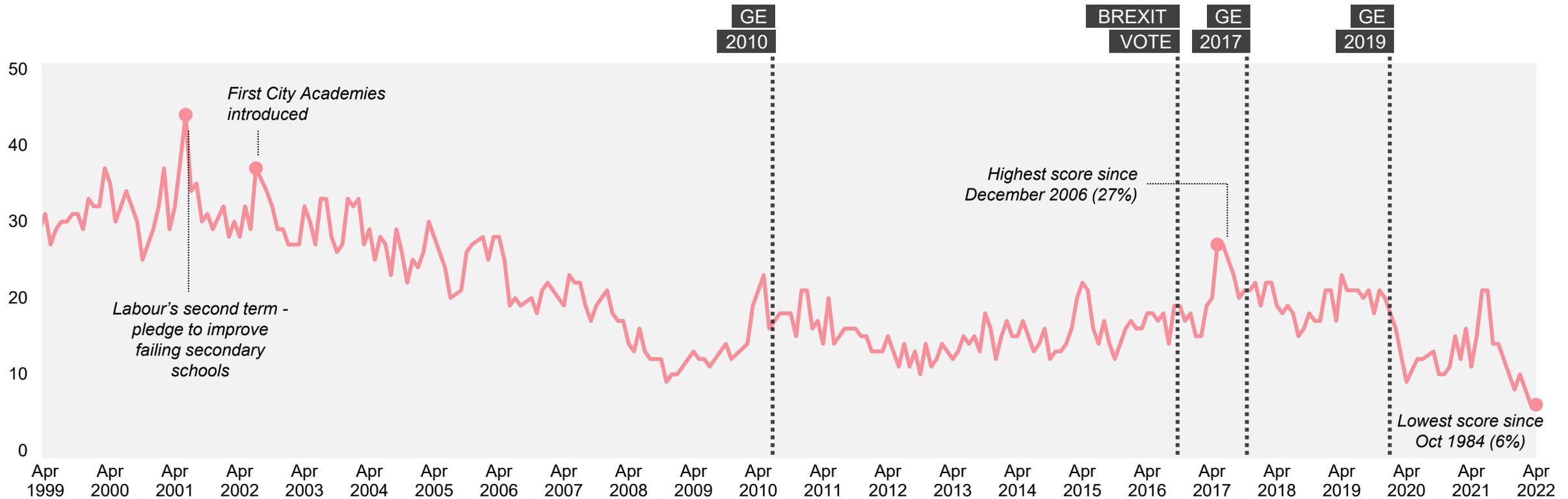


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education / Schools

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

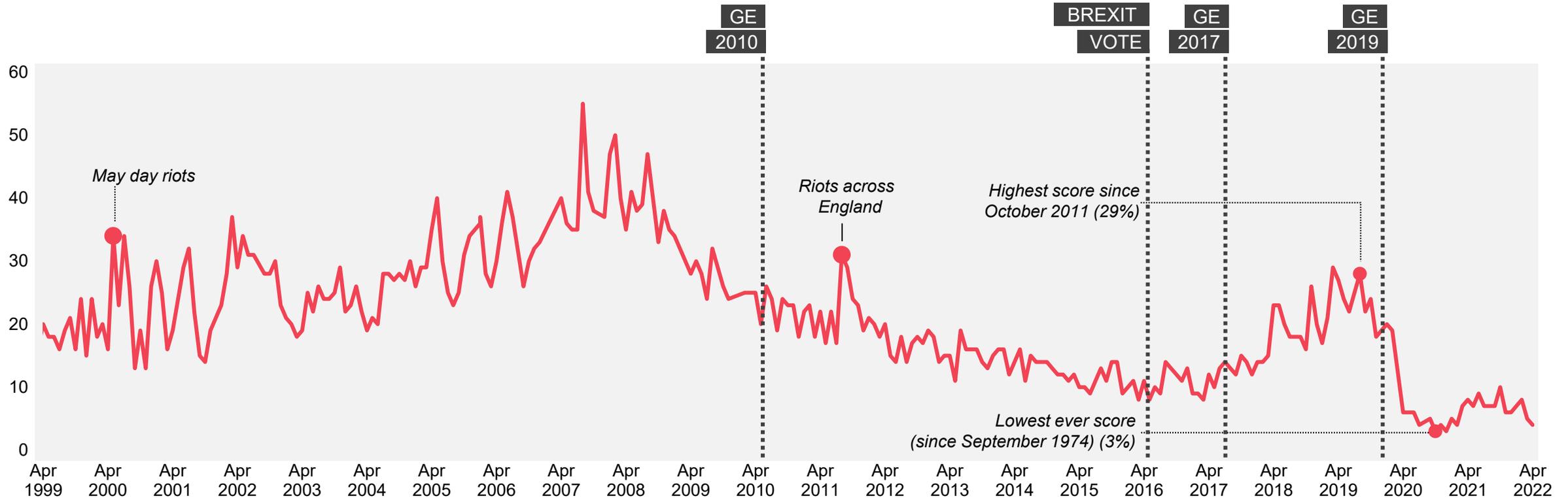


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

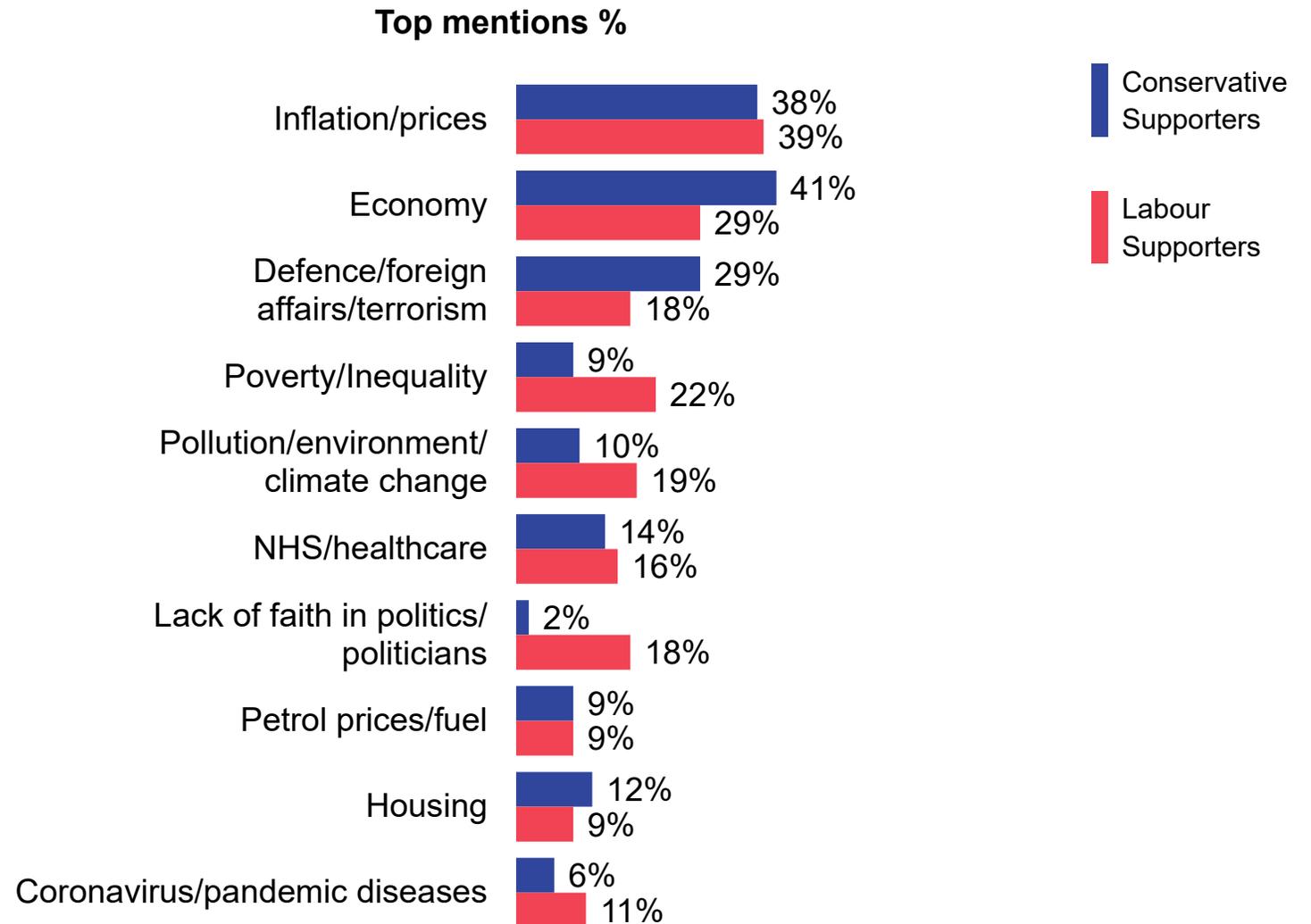


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

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

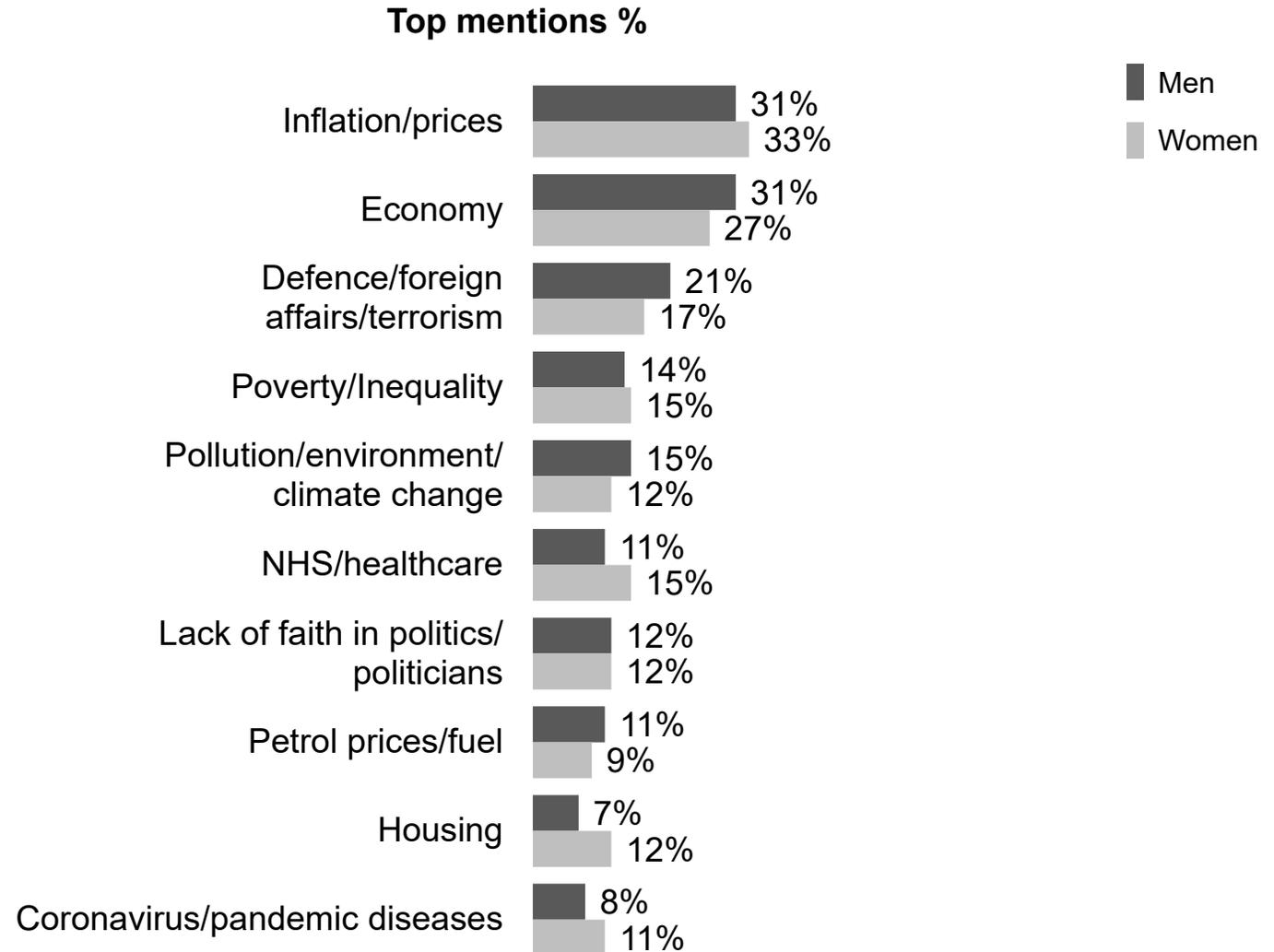


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Men and women

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

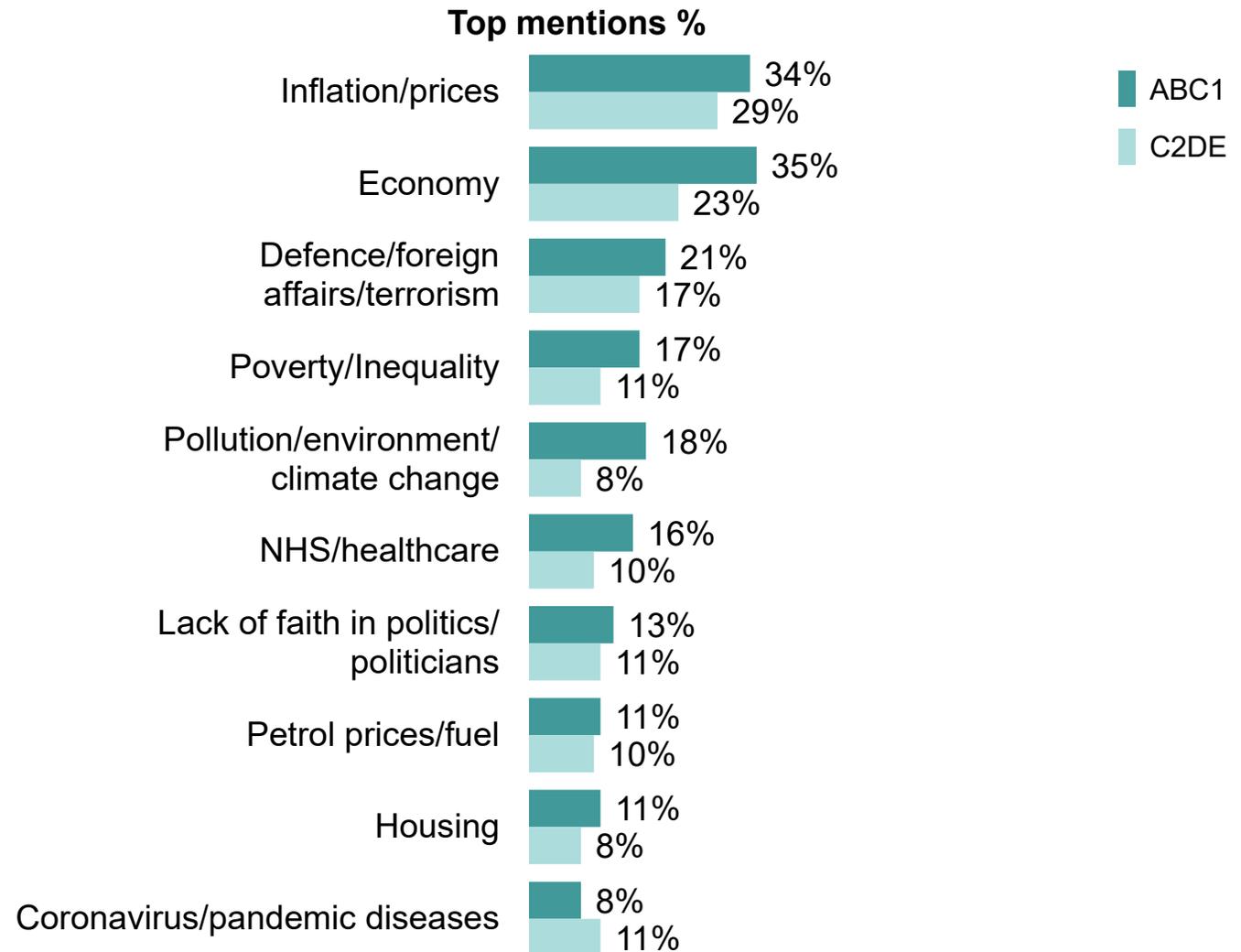


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Social grade

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

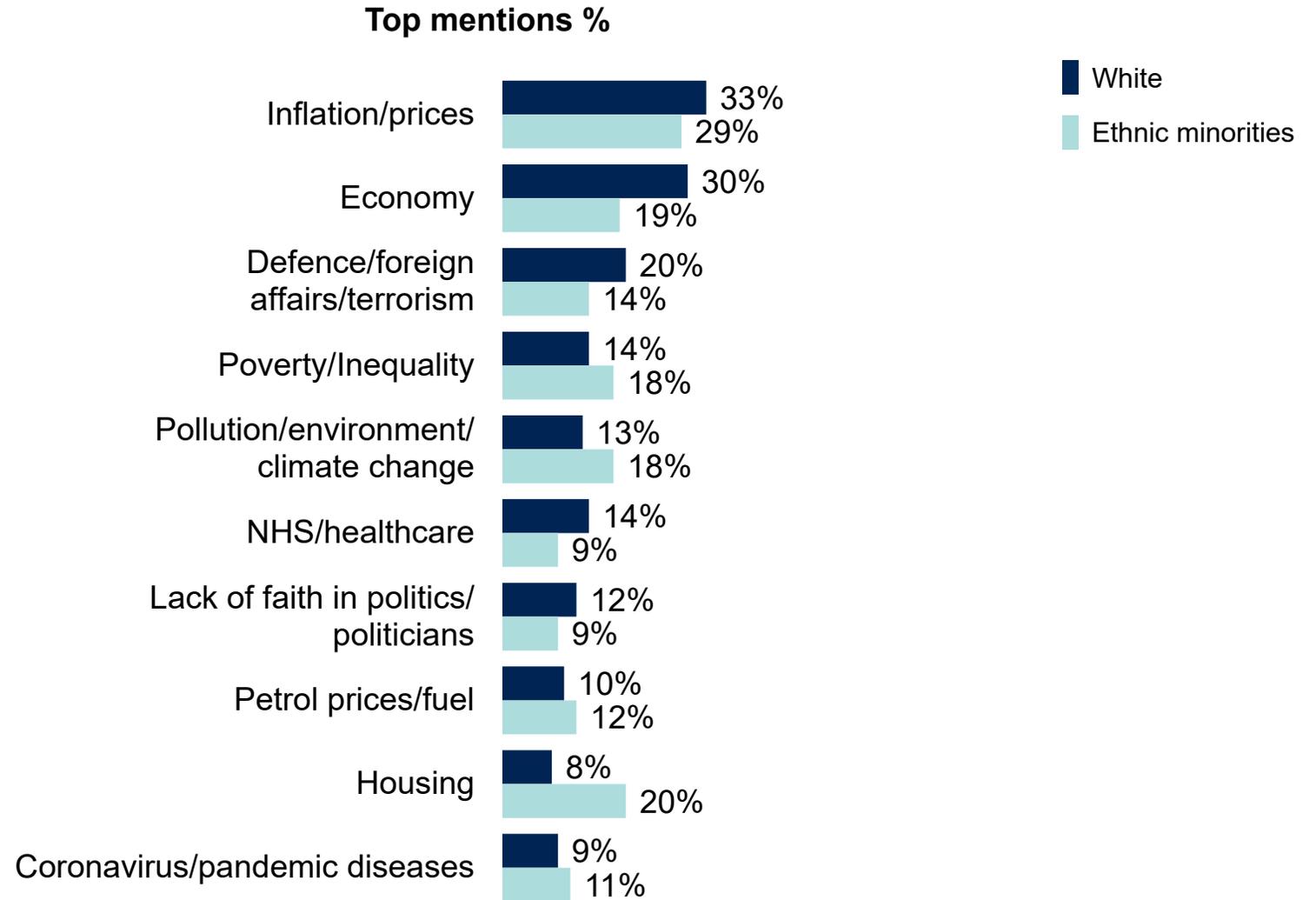


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Ethnic background

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

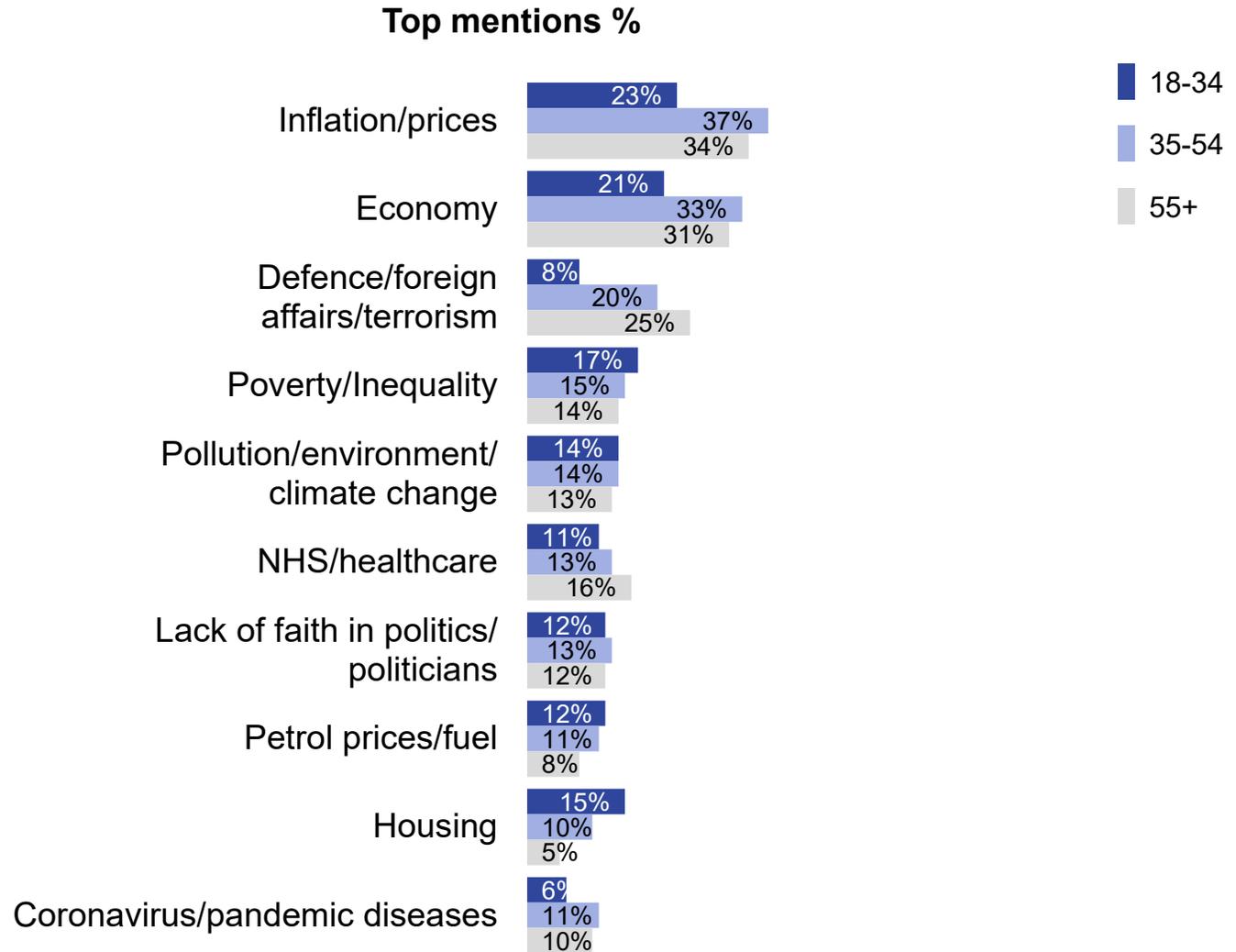


Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Age group

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



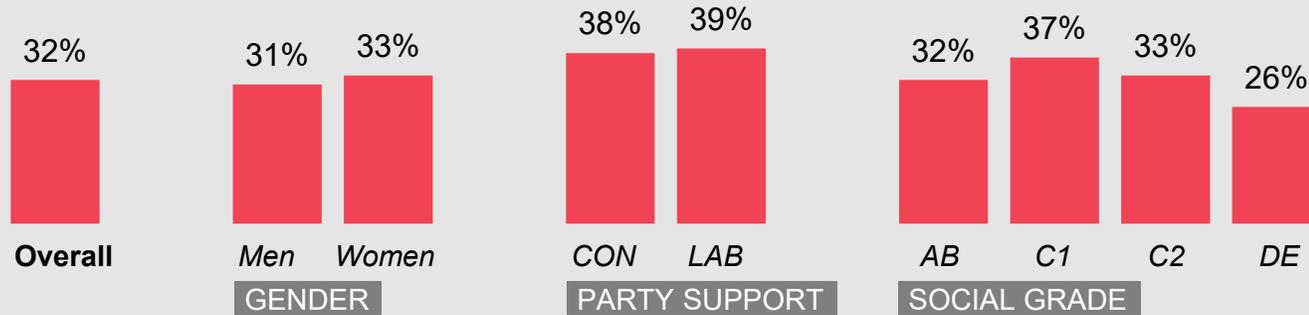
Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Concern about inflation/prices by subgroup

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

Concern by key demographic groups:

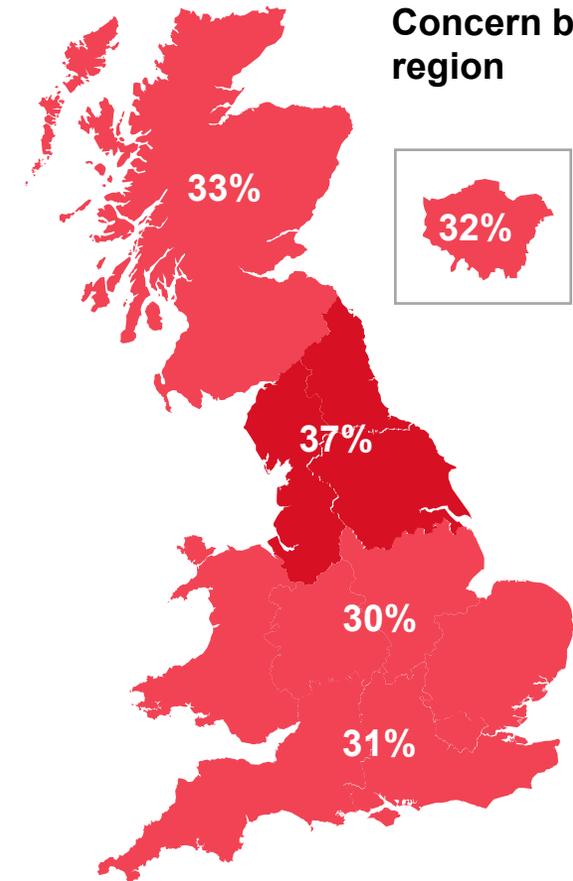


Concern by age:



Base: 982 British adults 18+, 6 – 12 April 2022

Concern by region

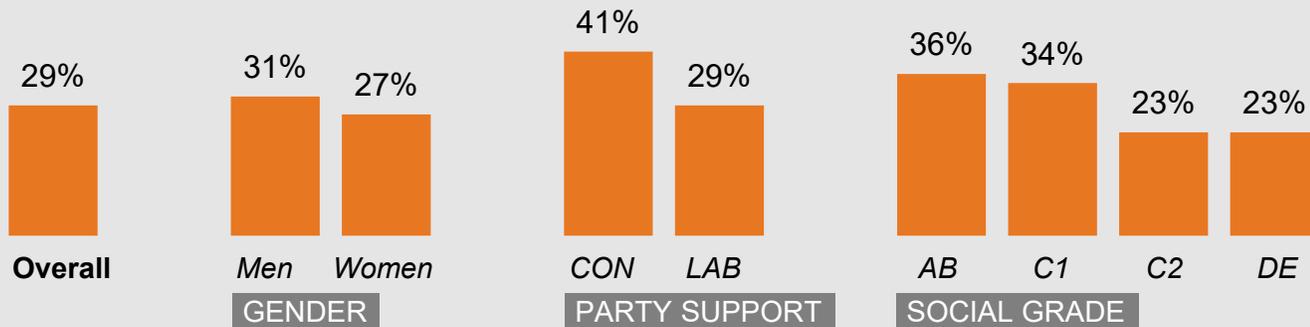


Source: Ipsos Issues Index

Concern about the economy by subgroup

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

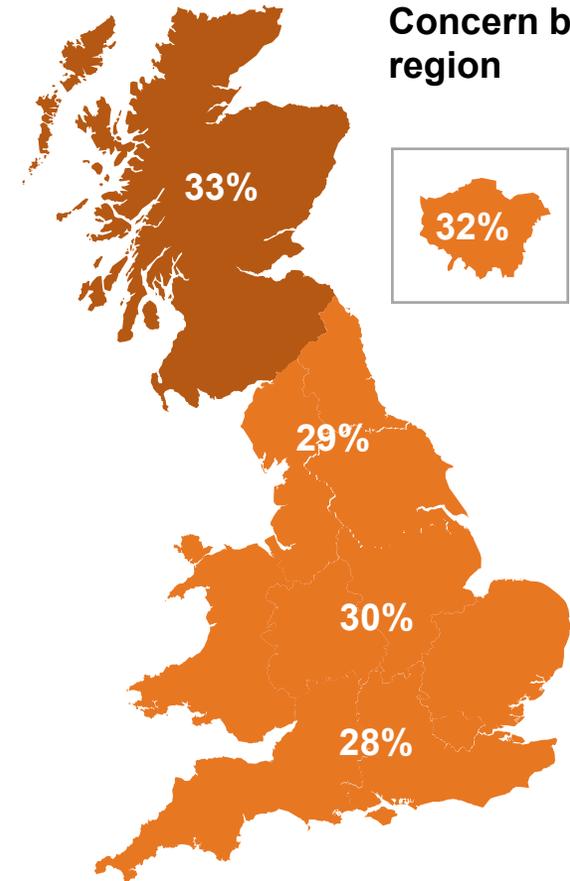
Concern by key demographic groups:



Concern by age:



Concern by region



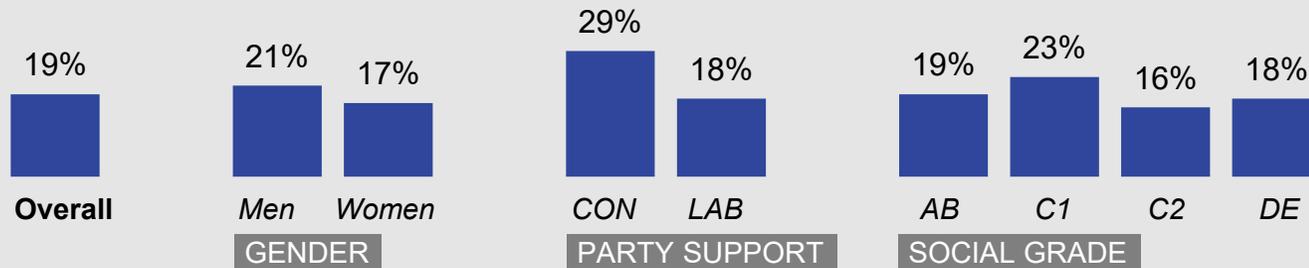
Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

Concern about defence/foreign affairs by subgroup

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

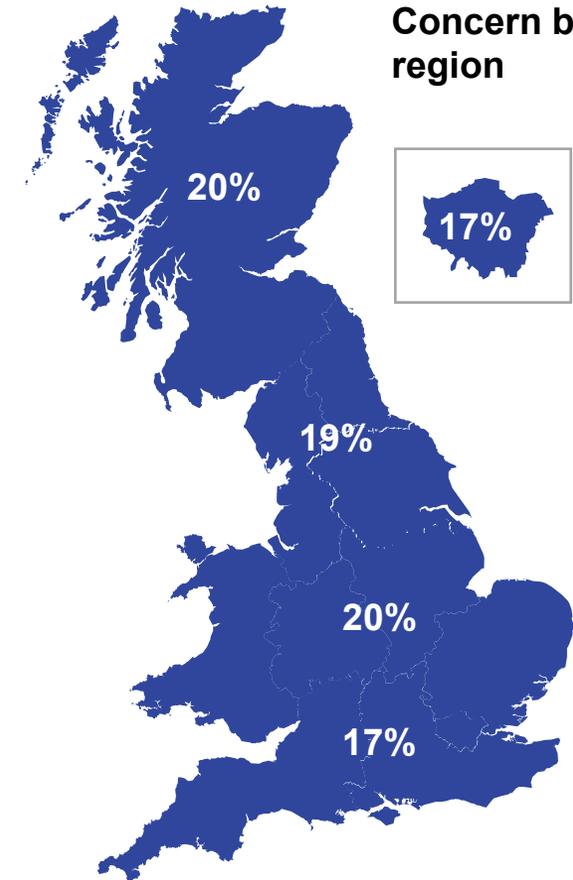
Concern by key demographic groups:



Concern by age group:



Concern by region



Base: 982 British adults 18+, 6 – 12 April 2022

Source: Ipsos Issues Index

IPSOS ISSUES INDEX

April 2022

For more information contact:

Gideon.Skinner@ipsos.com

Michael.Clemence@ipsos.com