January 2023

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>42%</td>
<td>+15</td>
</tr>
<tr>
<td>Economy</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Petrol prices/fuel</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Education/schools</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

Top mentions %

Change since December:

- NHS/Hospitals/Healthcare: +15 (▲)
- Economy: -3
- Inflation/Prices: -6 (▼)
- Immigration/immigrants: 0 (▲)
- Housing: +2 (▲)
- Pollution/environment/climate change: -3 (▲)
- Lack of faith in politics/politicians/government: -7 (▼)
- Poverty/Inequality: -2 (▼)
- Petrol prices/fuel: -2 (▼)
- Education/schools: -1 (▲)

Base: 1,012 British adults 18+, 11 – 17 January 2023

Source: Ipsos Issues Index
January 2023

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

<table>
<thead>
<tr>
<th>Top mentions %</th>
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<tr>
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<tr>
<td>Education/schools</td>
</tr>
</tbody>
</table>

Base: 1,012 British adults 18+, 11 – 17 January 2023

Source: Ipsos Issues Index
Top five concerns for January 2023: trend data

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 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
Economy / Economic situation

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

September 2008
Highest score since 1992; Most important issue for the first time

October 2019
Lowest score since December 2007 (12%)

October 2022
Highest score since July 2013 (51%)

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?

Source: Ipsos Issues Index

N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face
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?

Jan 1991: First Gulf War (65%)
Feb 1998: Bombing in Kosovo (26%)
May 1999: War in Iraq (26%)
March 2003: Invasion of Iraq (69%)
July 2005: "7/7" London bombing (56%)
9/11 (60%)
Dec 2015: Bataclan attack in Paris (42%)
March 2022: Russia invades Ukraine (35%)

April 1986: US bombs Libya (20%)

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?

Sept 1999:
Alastair Darling – “one child in three” living in poverty

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

January 2023:
lowest score since July 2013 (9%)

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?

November 2000
Widespread flooding during wet autumn

January 2007
Nine killed in gales across Britain

January 2007
COP26 Climate Change Summit
& Highest score recorded (since October 1988) 40%

November 2021

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?
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

October 2009
Height of H1N1 (Swine flu) pandemic

October 2014
Concern about Ebola

April 2020
Highest recorded score (85%)

December 2021
Highest score since February 2021 (62%)

September 2022
Lowest score since Jan 2020 (1%)
Unemployment / Factory closure / Lack of industry

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

December 2008
Unemployment in Britain rises to 5.5%

January 2012
Youth unemployment reaches 1 million

December 2000
Unemployment below 1 million for first time in 25 years

September 2022
Lowest ever score (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 Issues Index
EU / Europe / Brexit

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

- **June 2003**
  Treaty of Accession: ten new EU Member States

- **June 2005**
  France and Holland reject ratification of EU constitution

- **August 2010**
  Lowest score recorded (1%)

- **April 2019**
  Highest concern recorded since Sept 1974 (72%)

- **GE 2010**

- **GE 2017**

- **GE 2019**

- **December 2020**
  The UK leaves the EU (1 Jan)

- **October 2022**
  Lowest concern recorded since Dec 2015 (6%)

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
Trade unions/strikes—concern since 1974

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

February 1979
Biggest issue (73%)

October 1984:
41%

October 1992:
8%

November 2002:
11%

December 2022:
9%

Source: Ipsos 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
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?

**Top mentions %**

- **NHS/Hospitals/Healthcare**: 48% (Conservative) / 48% (Labour)
- **Economy**: 39% (Conservative) / 37% (Labour)
- **Inflation/Prices**: 29% (Conservative) / 44% (Labour)
- **Immigration/immigrants**: 5% (Conservative) / 29% (Labour)
- **Housing**: 7% (Conservative) / 10% (Labour)
- **Pollution/environment/climate change**: 7% (Conservative) / 13% (Labour)
- **Lack of faith in politics/politicians/government**: 3% (Conservative) / 12% (Labour)
- **Poverty/Inequality**: 4% (Conservative) / 11% (Labour)
- **Petrol prices/fuel**: 7% (Conservative) / 10% (Labour)
- **Education/schools**: 8% (Conservative) / 13% (Labour)

*Source: Ipsos Issues Index*  
*Base: 1,012 British adults 18+, 11 – 17 January 2023*
**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>NHS/Hospitals/Healthcare</td>
<td>35%</td>
<td>49%</td>
</tr>
<tr>
<td>Economy</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Housing</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Petrol prices/fuel</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Education/schools</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Source: Ipsos Issues Index*

Base: 1,012 British adults 18+, 11 – 17 January 2023
### Top mentions %

<table>
<thead>
<tr>
<th>Issue</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>48%</td>
<td>37%</td>
</tr>
<tr>
<td>Economy</td>
<td>41%</td>
<td>33%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>33%</td>
<td>40%</td>
</tr>
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<td>Immigration/immigrants</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Housing</td>
<td>9%</td>
<td>15%</td>
</tr>
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<td>Pollution/environment/climate change</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Petrol prices/fuel</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Education/schools</td>
<td>11%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index

Base: 1,012 British adults 18+, 11 – 17 January 2023
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>NHS/Hospitals/Healthcare</td>
<td>45%</td>
<td>24%</td>
</tr>
<tr>
<td>Economy</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Petrol prices/fuel</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Education/schools</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: 1,012 British adults 18+, 11 – 17 January 2023

Source: Ipsos 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>NHS/Hospitals/Healthcare</td>
<td>26%</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>Economy</td>
<td>38%</td>
<td>30%</td>
<td>42%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>38%</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>5%</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Housing</td>
<td>10%</td>
<td>18%</td>
<td>23%</td>
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<td>Pollution/environment/climate change</td>
<td>13%</td>
<td>10%</td>
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<td>7%</td>
<td>13%</td>
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<td>Poverty/Inequality</td>
<td>10%</td>
<td>11%</td>
<td>6%</td>
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<tr>
<td>Petrol prices/fuel</td>
<td>7%</td>
<td>13%</td>
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<tr>
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<td>7%</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index
Base: 1,012 British adults 18+, 11 – 17 January 2023
Concern about the NHS by subgroup

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

Concern by key demographic groups:

- Overall: 42%
- Men: 35%
- Women: 49%
- CON: 48%
- LAB: 48%
- AB: 51%
- C1: 44%
- C2: 38%
- DE: 36%

Concern by age:

- 18-24: 16%
- 25-34: 32%
- 35-44: 48%
- 45-54: 41%
- 55-64: 53%
- 65+: 51%

Base: 1,012 British adults 18+, 11 – 17 January 2023

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:

- Overall: 37%
- Men: 42%
- Women: 32%
- CON: 39%
- LAB: 37%
- AB: 43%
- C1: 39%
- C2: 36%
- DE: 31%

Concern by age:

- 18-24: 34%
- 25-34: 41%
- 35-44: 50%
- 45-54: 35%
- 55-64: 30%
- 65+: 31%

Source: Ipsos Issues Index
Base: 1,012 British adults 18+, 11 – 17 January 2023
Concern about inflation/prices by subgroup

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

Concern by key demographic groups:

- Overall: 36%
- Men: 37%
- Women: 35%
- CON: 29%
- LAB: 44%
- AB: 33%
- C1: 33%
- C2: 39%
- DE: 40%

Concern by age:

- 18-24: 33%
- 25-34: 41%
- 35-44: 33%
- 45-54: 37%
- 55-64: 34%
- 65+: 38%

Concern by region:

- 35%
- 34%
- 39%
- 44%
- 32%

Source: Ipsos Issues Index

Base: 1,012 British adults 18+, 11 – 17 January 2023
Concern about immigration by subgroup

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

Concern by key demographic groups:

- Overall: 15%
- Men: 16%
- Women: 14%
- CON: 29%
- LAB: 5%
- AB: 12%
- C1: 17%
- C2: 20%
- DE: 13%

Concern by age:

- 18-24: 4%
- 25-34: 6%
- 35-44: 12%
- 45-54: 17%
- 55-64: 19%
- 65+: 25%

Concern by region:

- Source: Ipsos Issues Index

Base: 1,012 British adults 18+, 11 – 17 January 2023