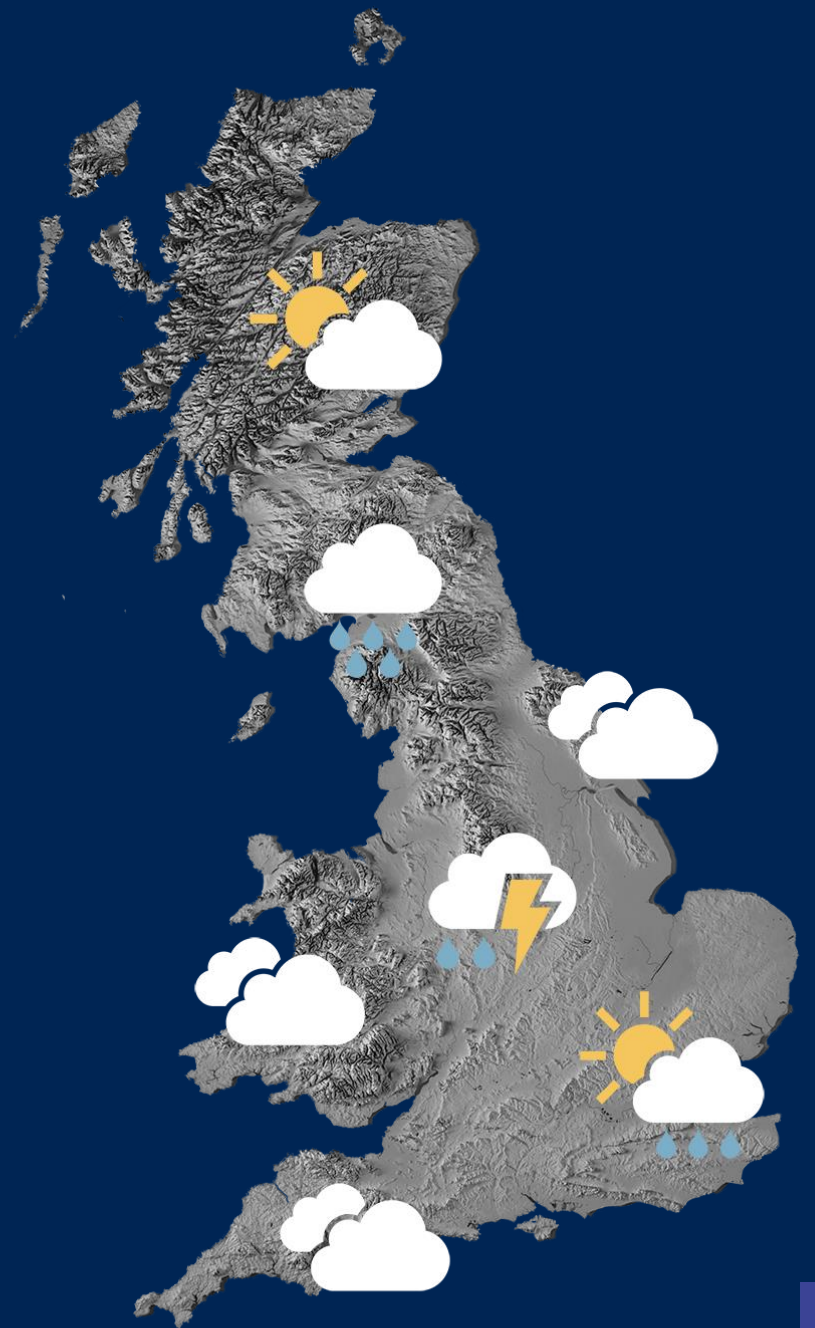


# IPSOS ISSUES INDEX

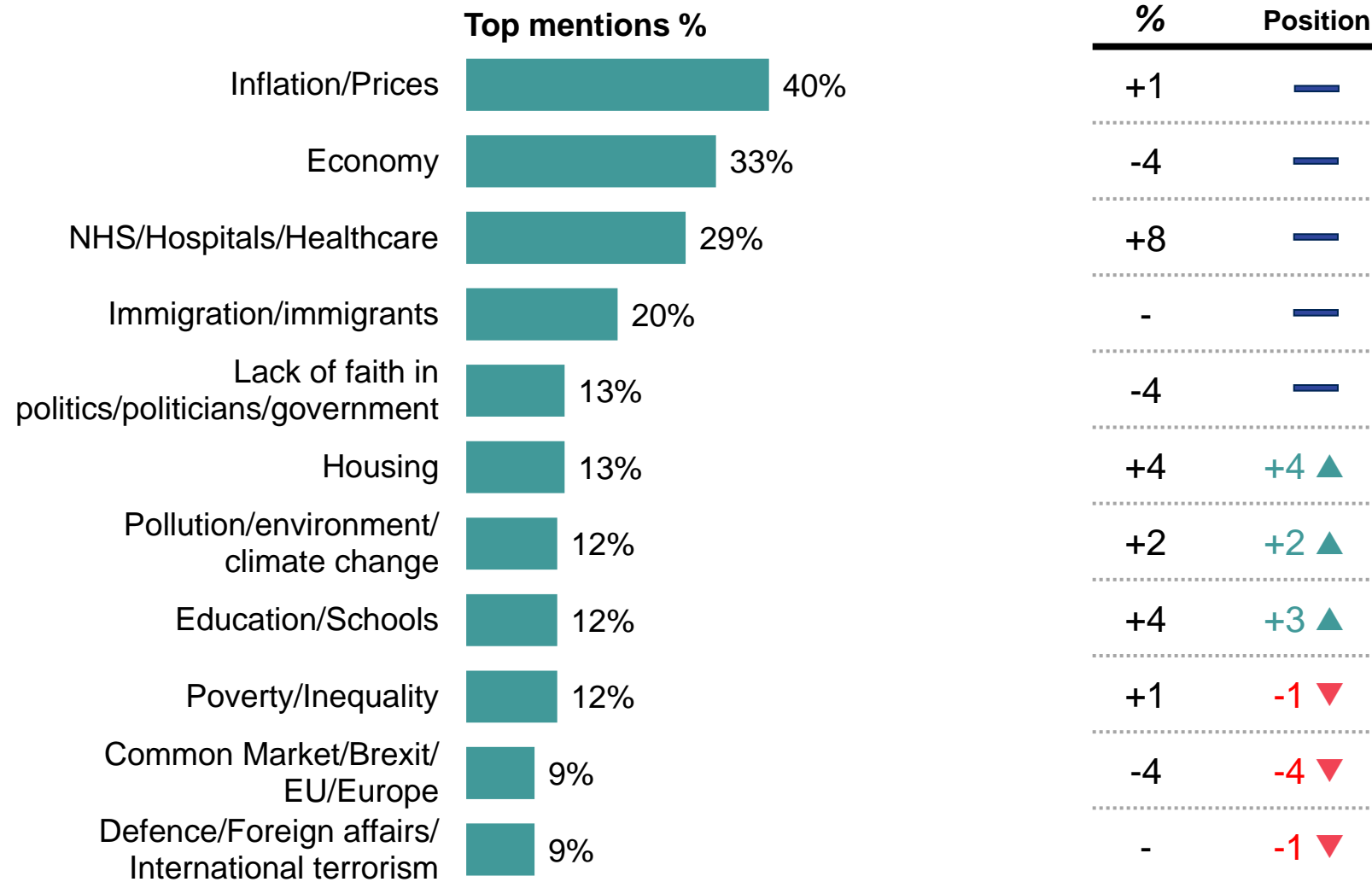
April 2023



© 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 2023

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

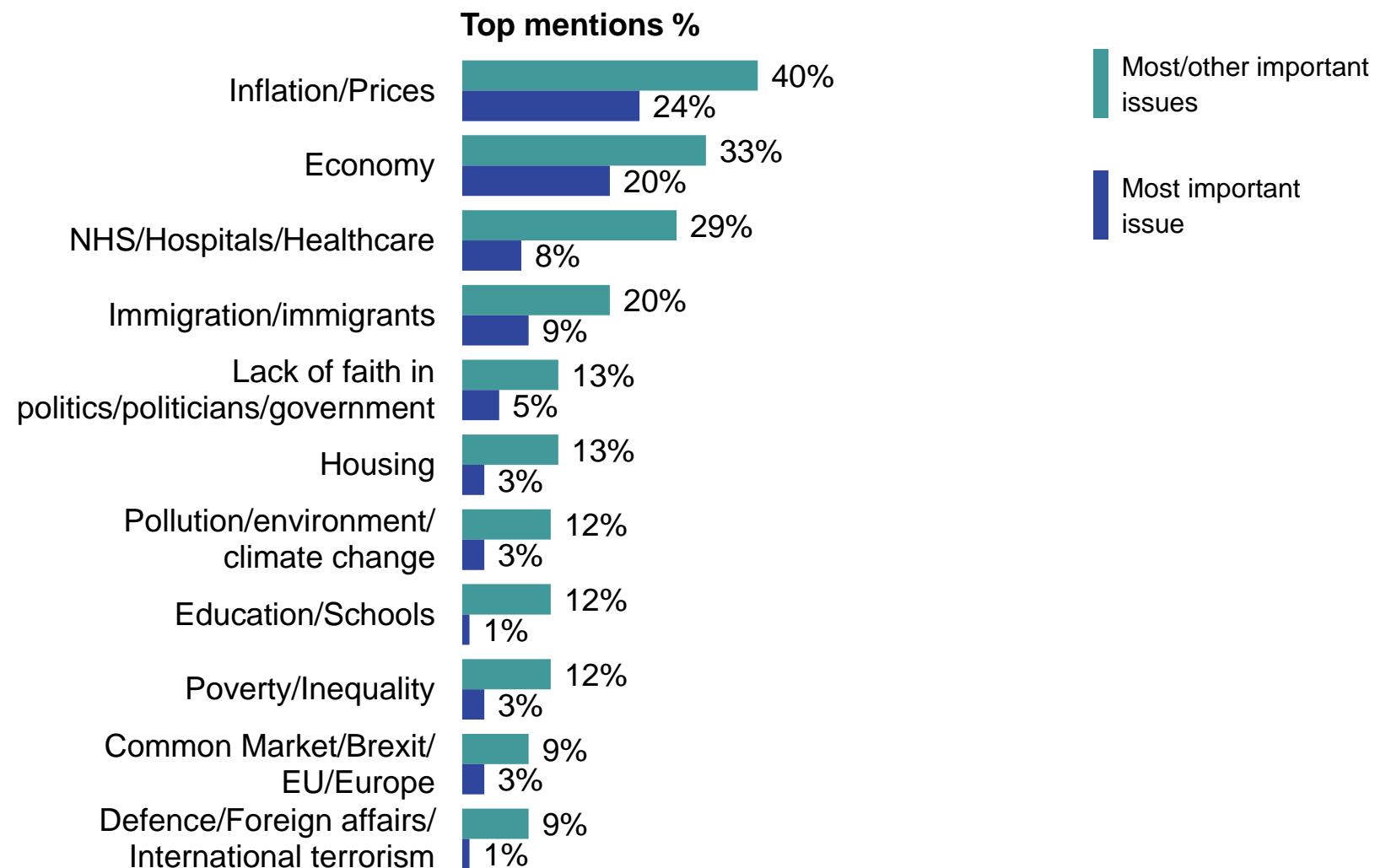


Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index

# April 2023

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



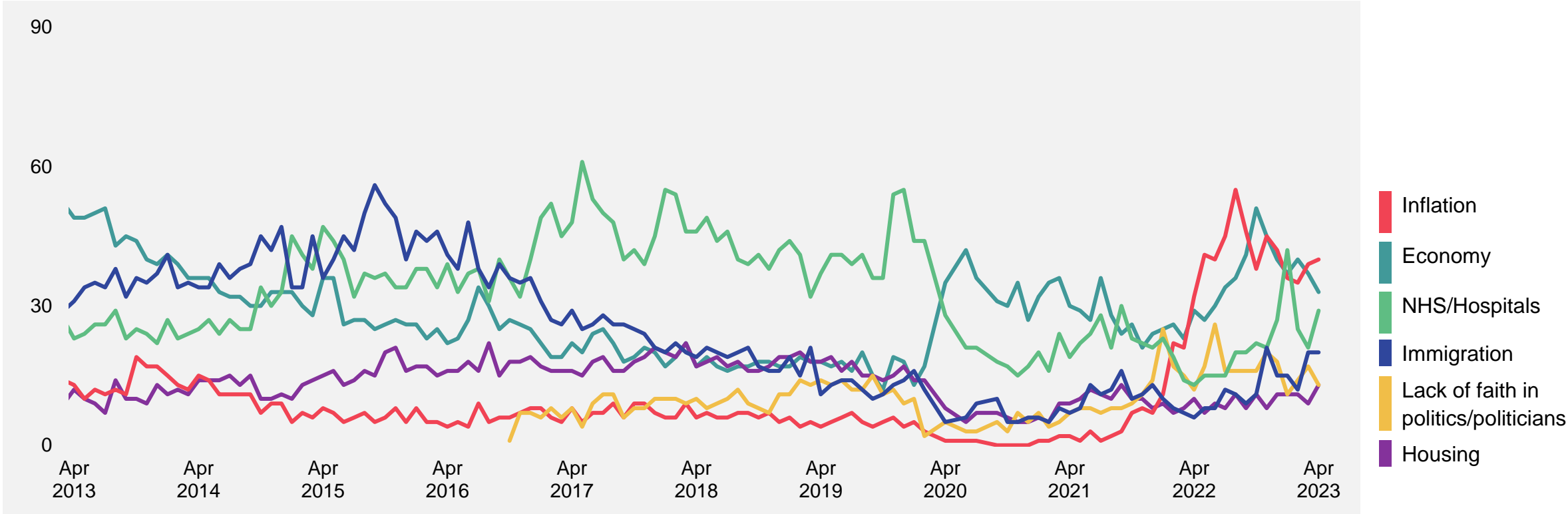
Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index

# Top five concerns for April 2023: trend data

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

## Top mentions %

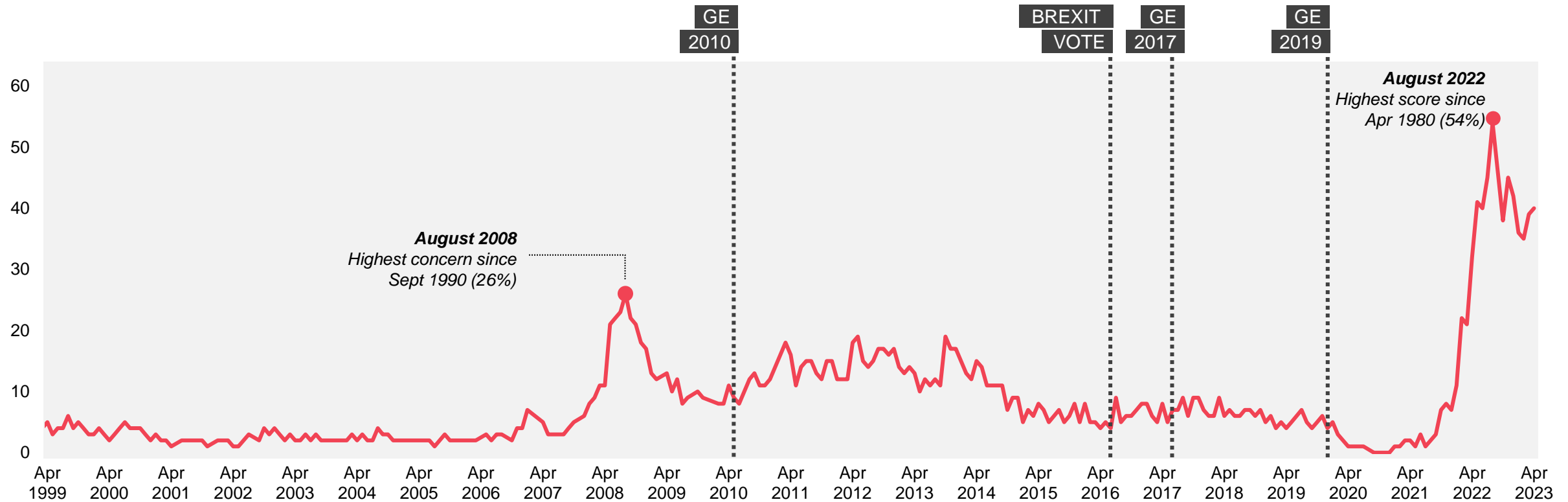


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Inflation/prices

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



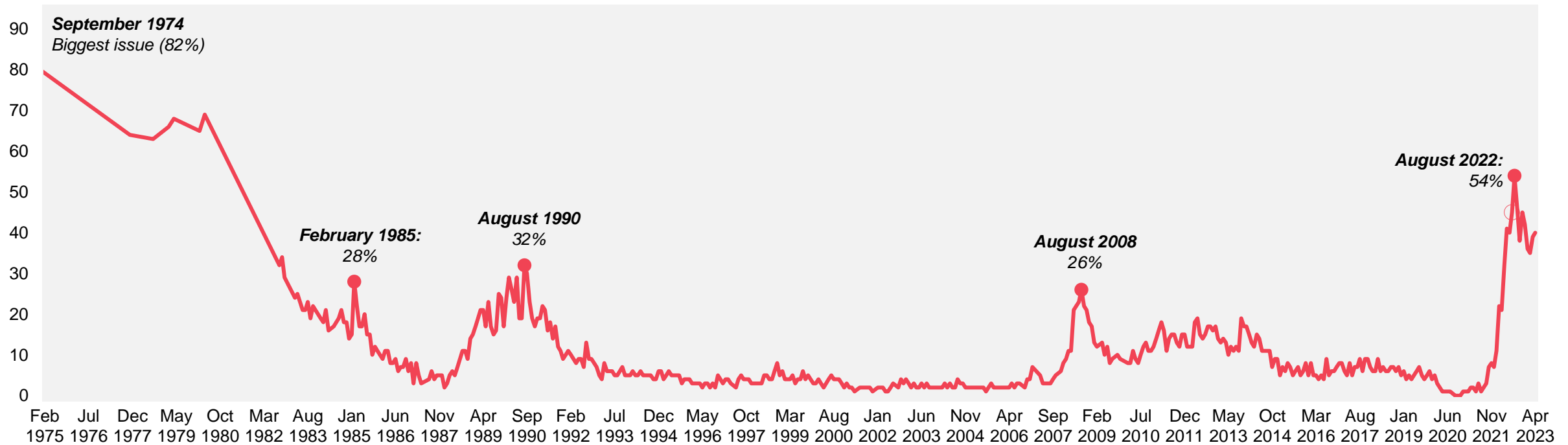
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Inflation/prices – concern since 1974

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

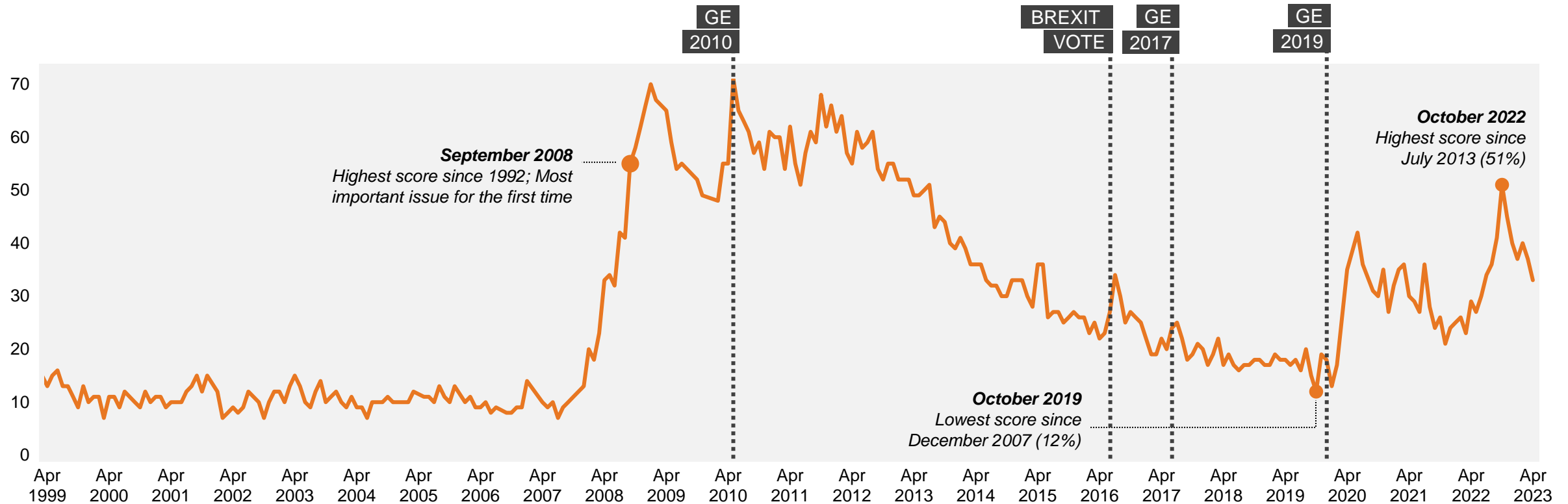


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Economy / Economic situation

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



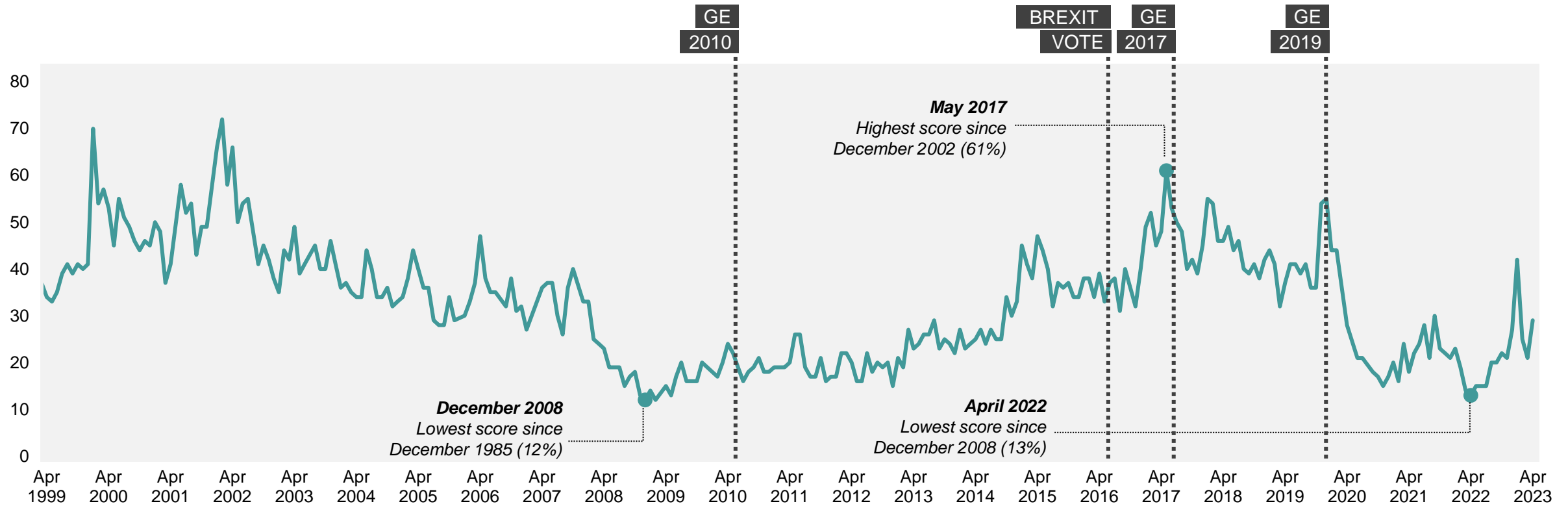
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# NHS / Hospitals / Healthcare

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



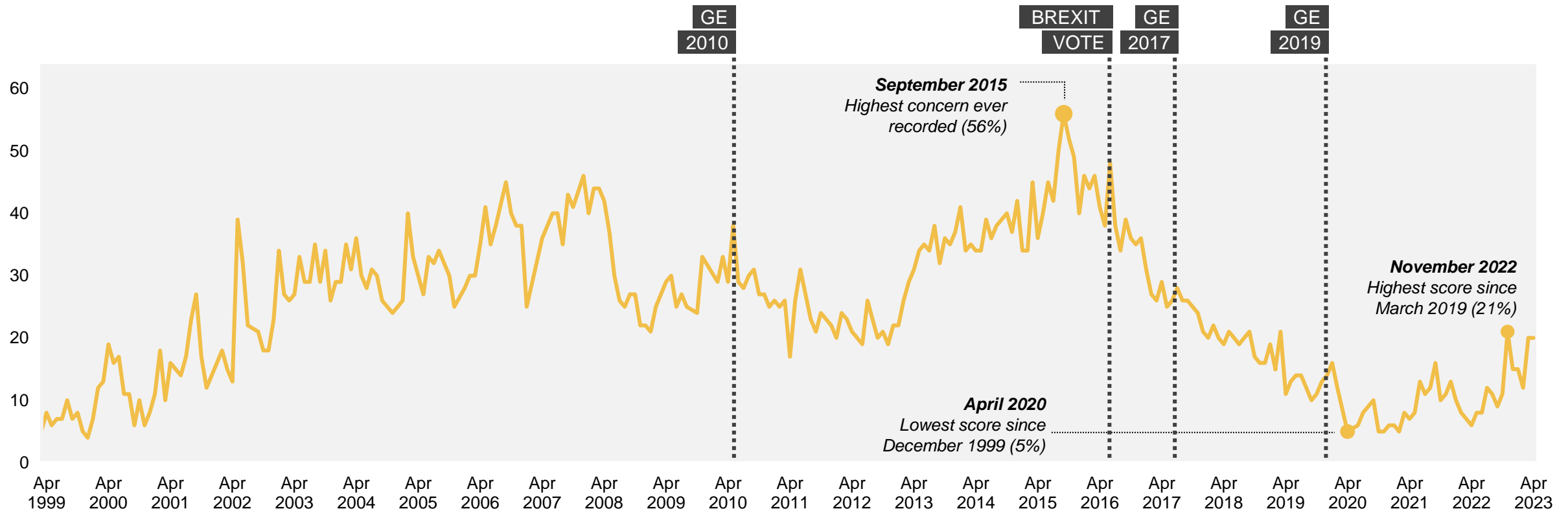
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Immigration / Immigrants

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

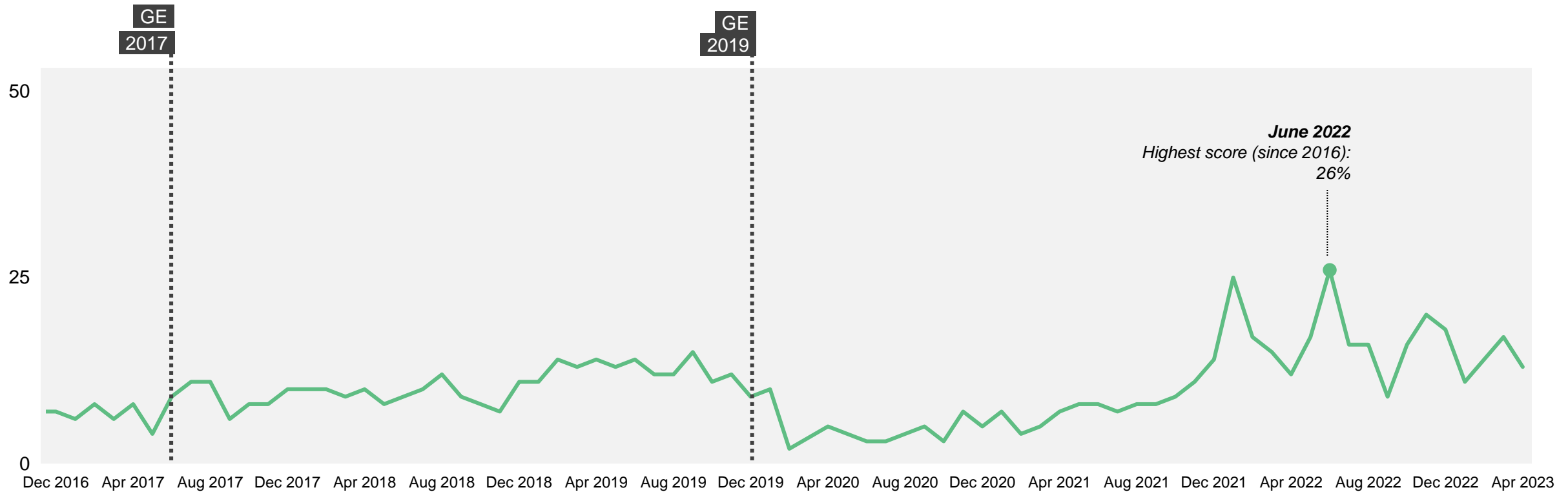


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Lack of faith in politicians/politics

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

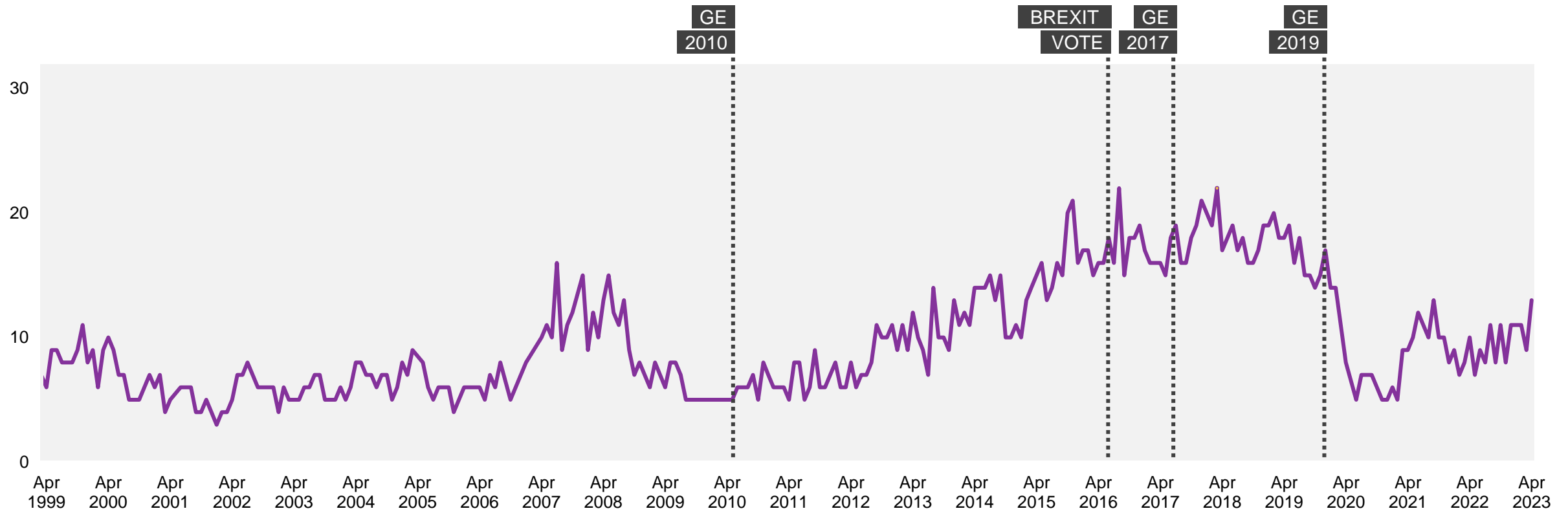


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Housing

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

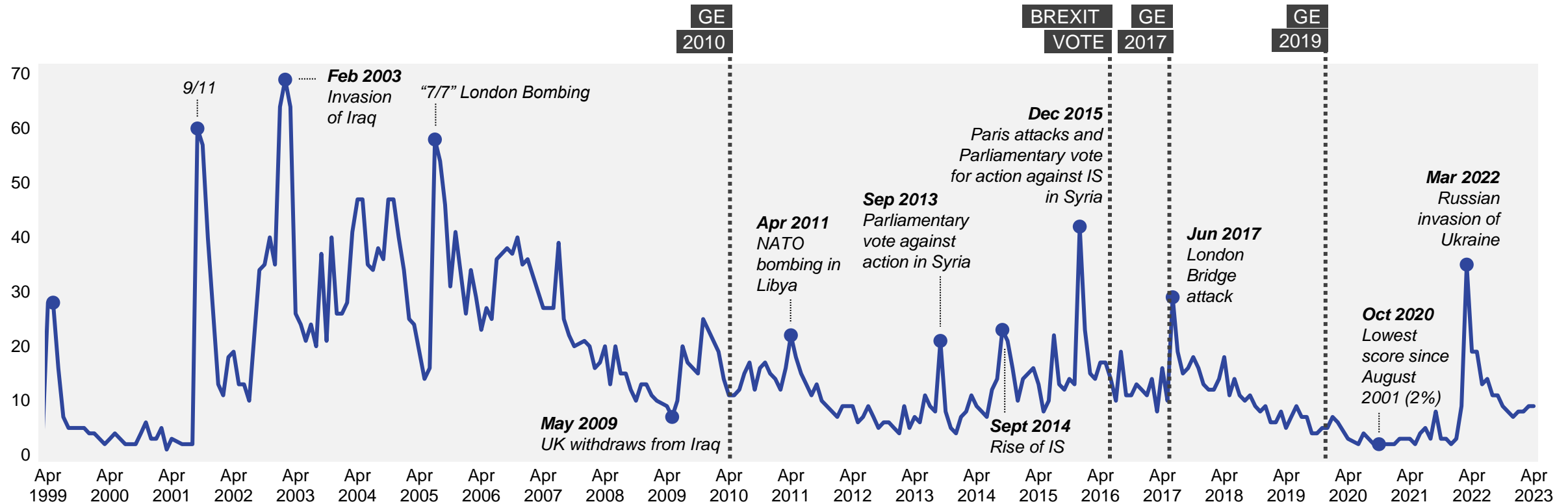


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Defence / Foreign Affairs / International terrorism

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



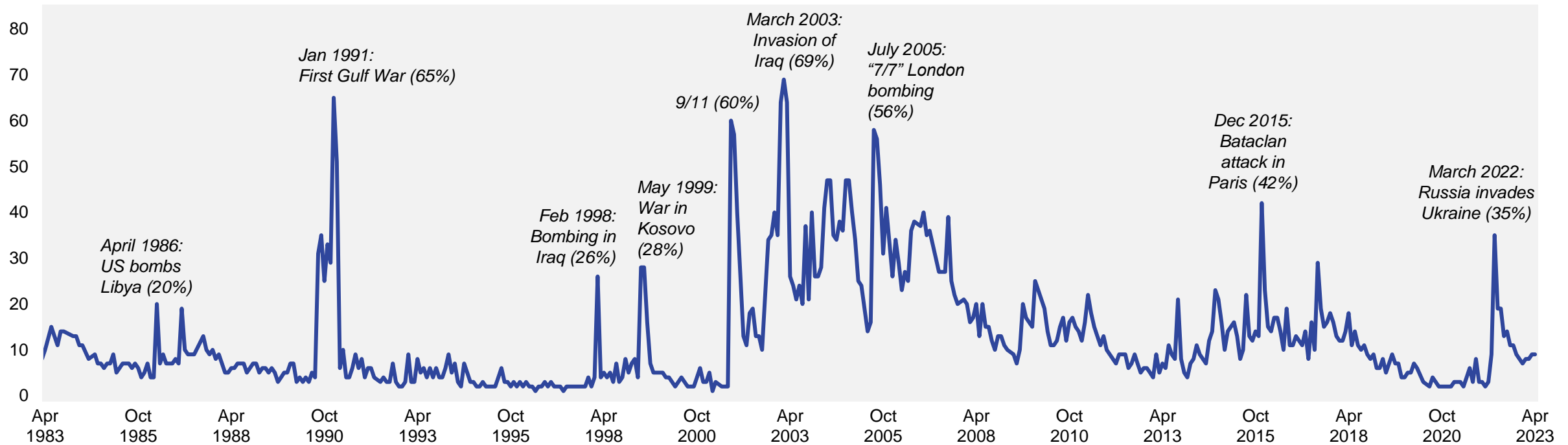
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Defence/foreign affairs – concern since 1982

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

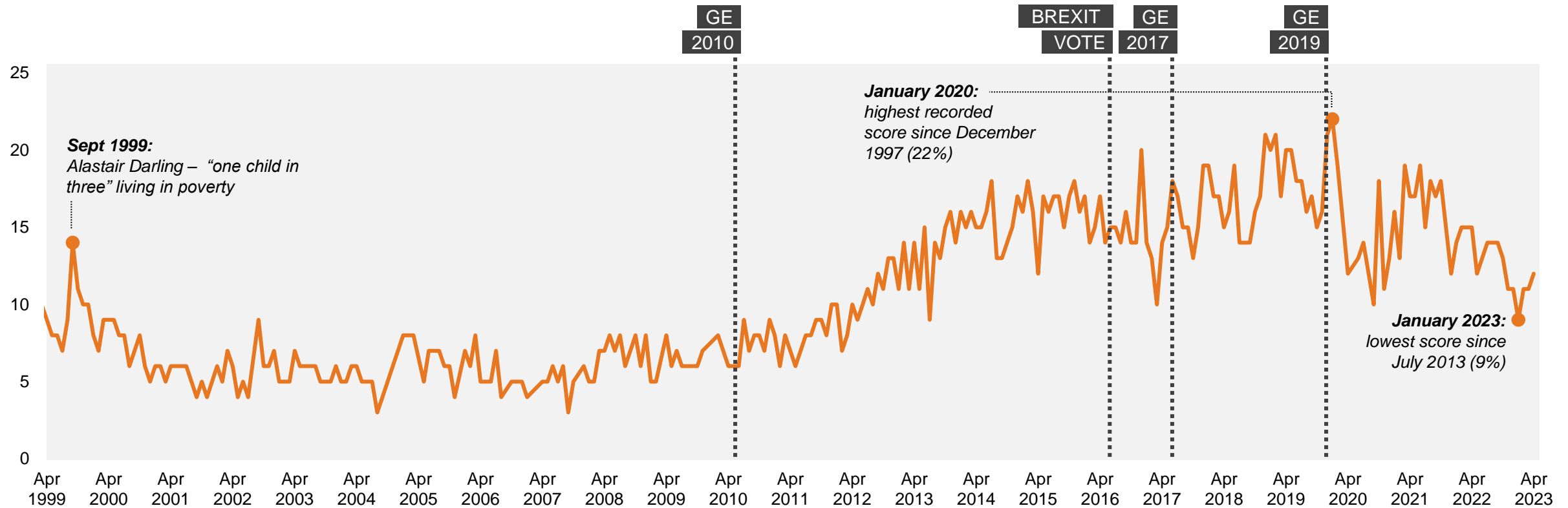


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Poverty/inequality

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

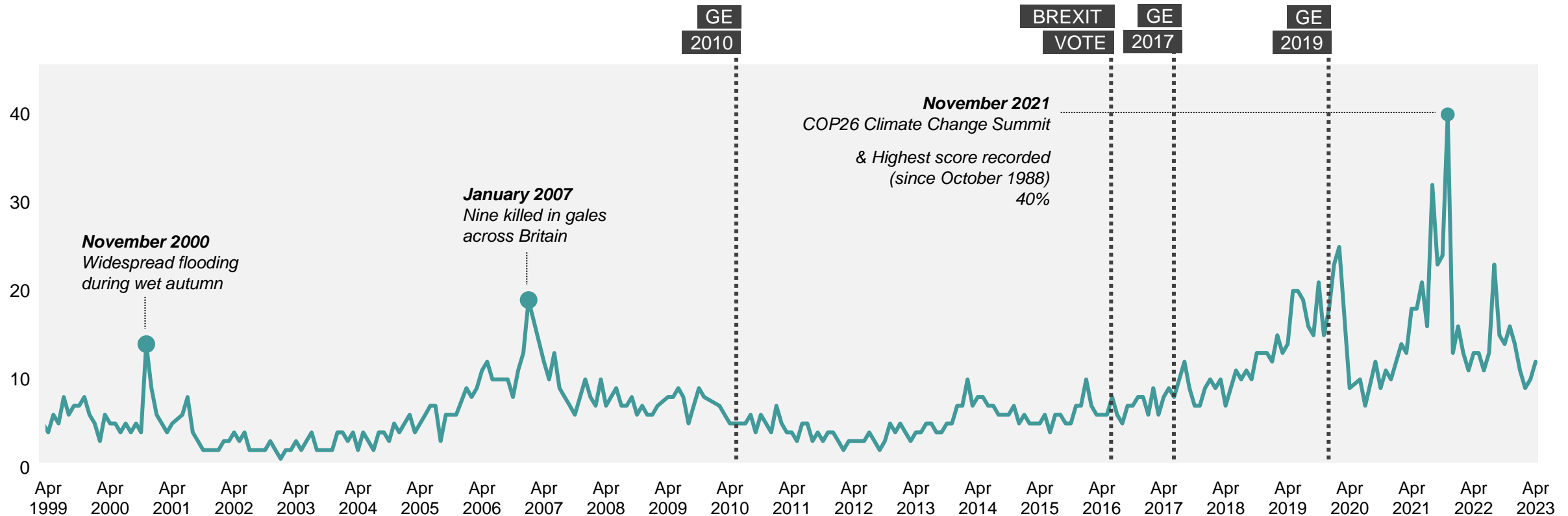


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Pollution / Environment / Climate change

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

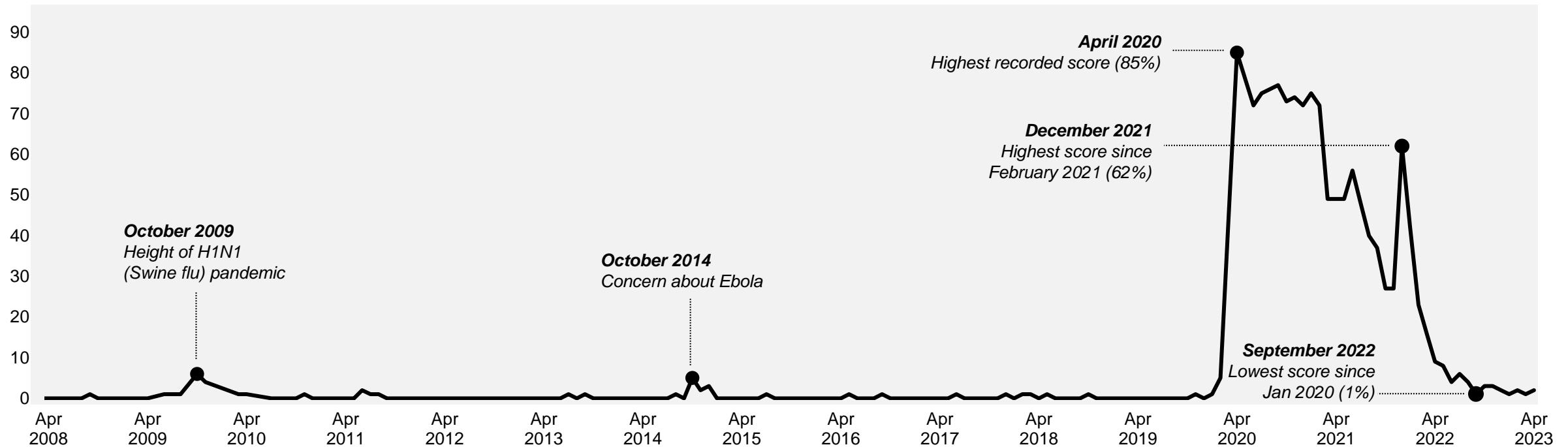


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Coronavirus/Pandemic diseases

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



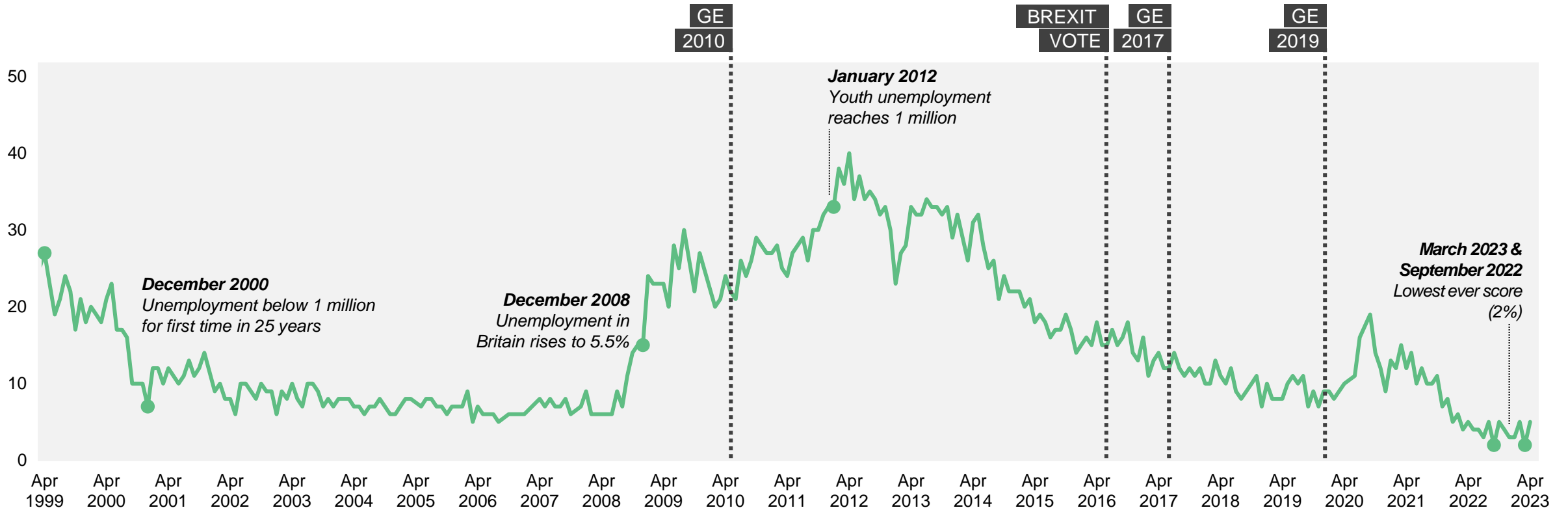
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Unemployment / Factory closure / Lack of industry

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

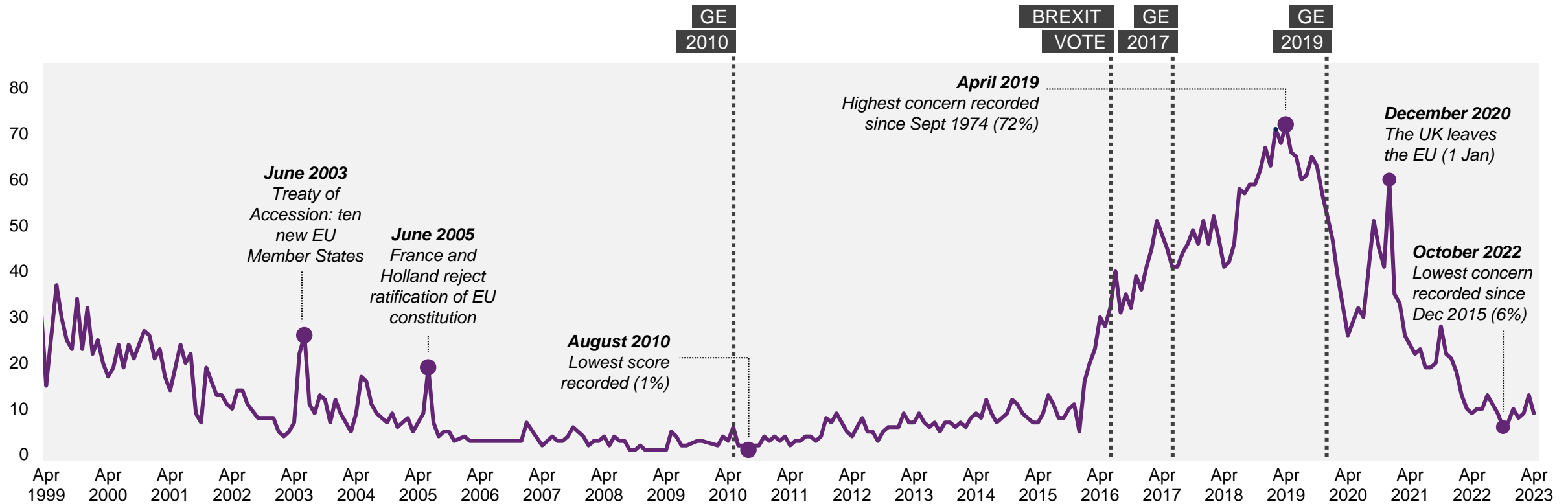


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# EU / Europe / Brexit

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



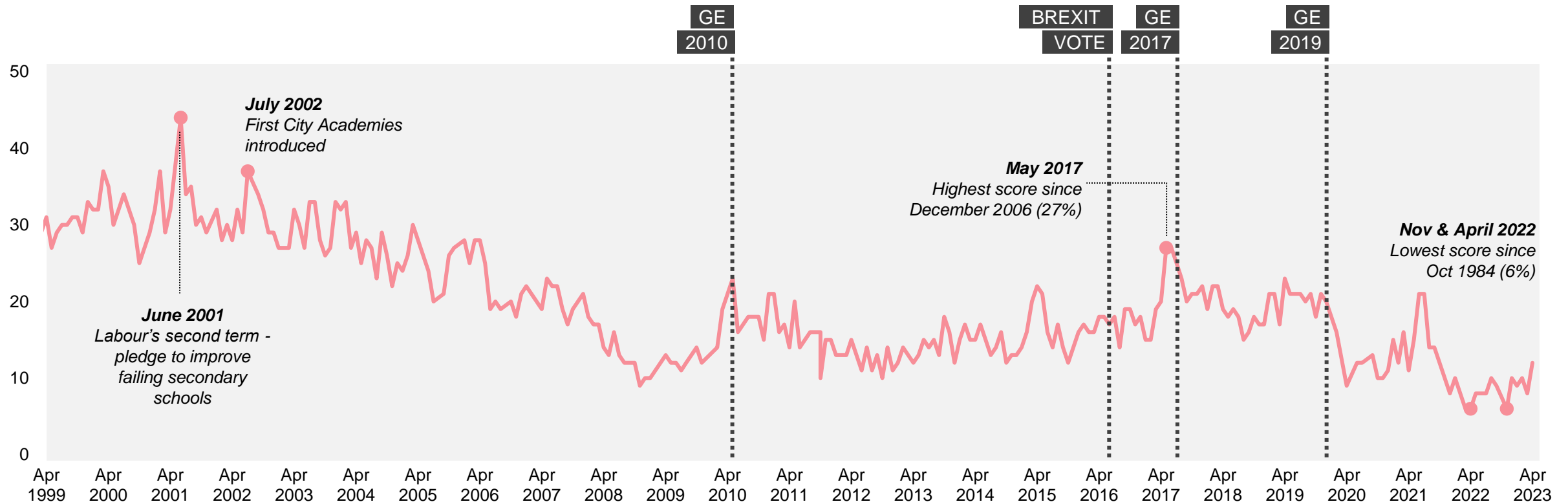
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Education / Schools

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

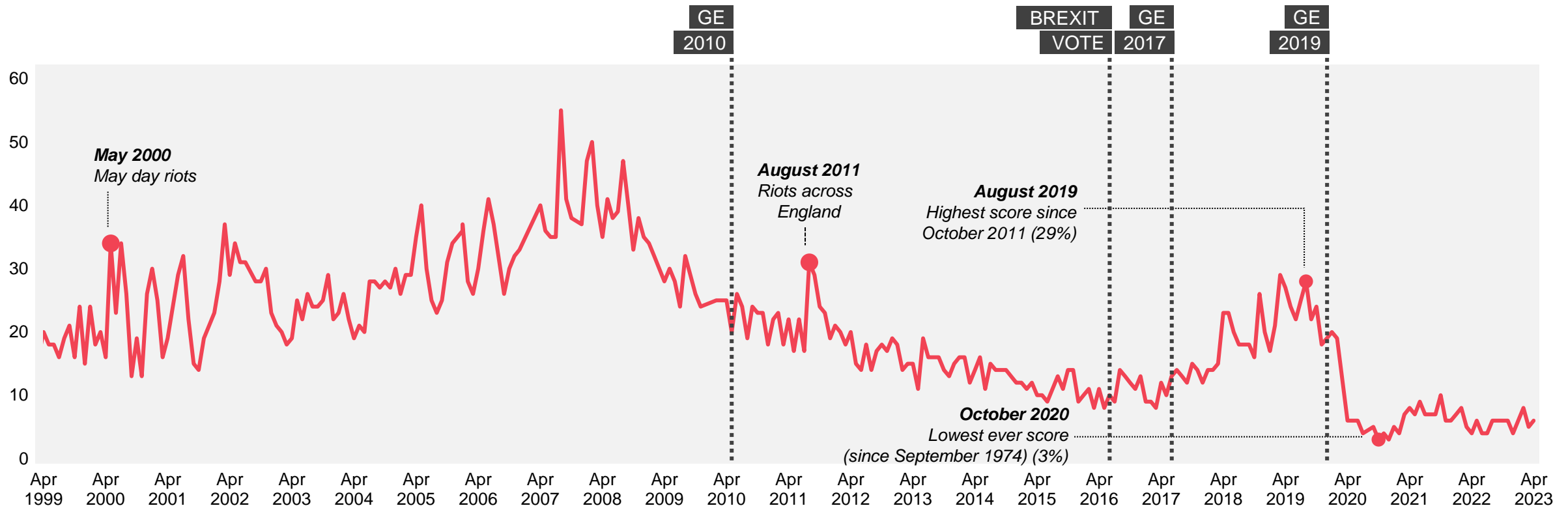


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Crime / Law & Order / Violence / Vandalism / ASB

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

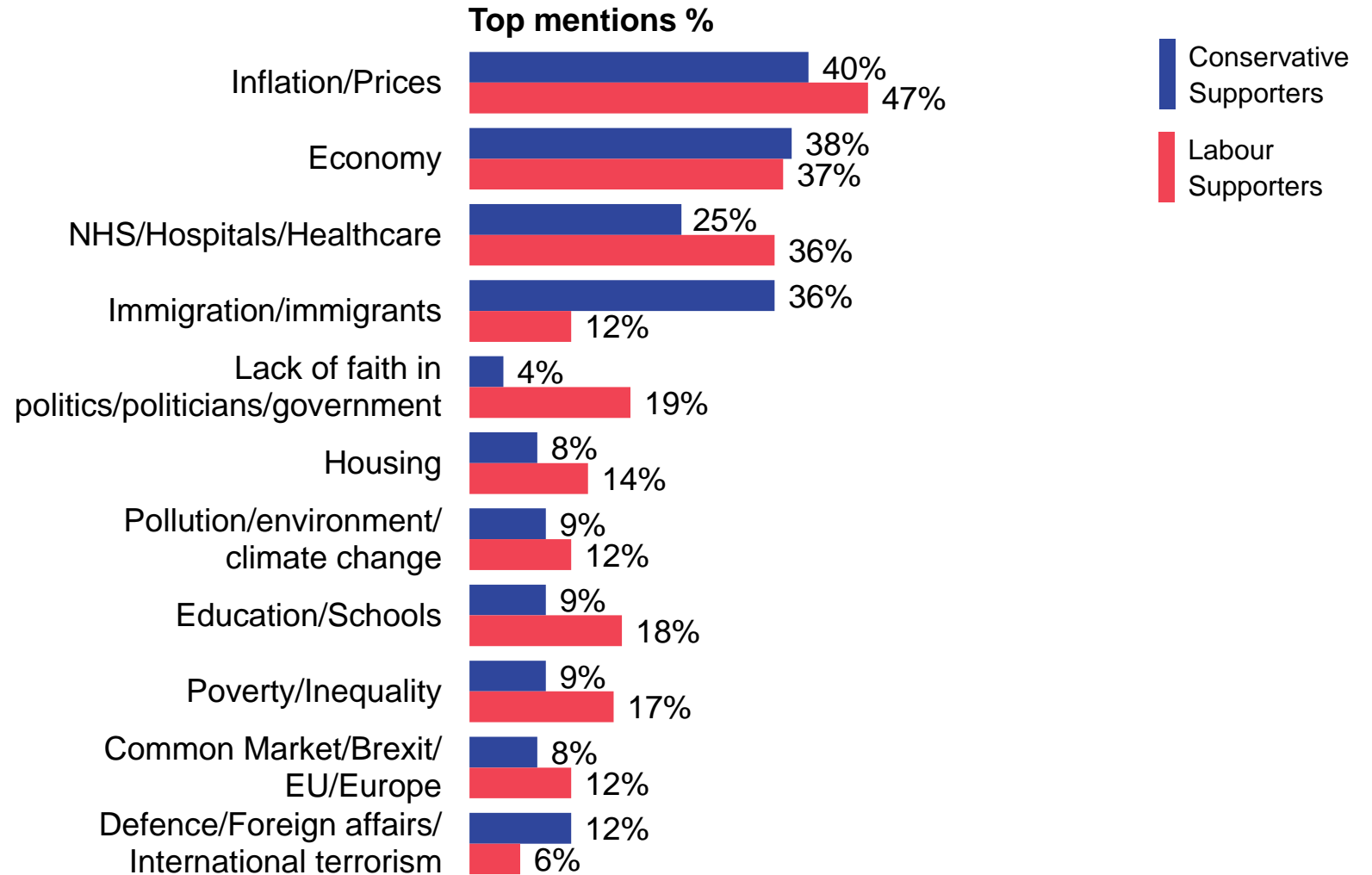


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Party support

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

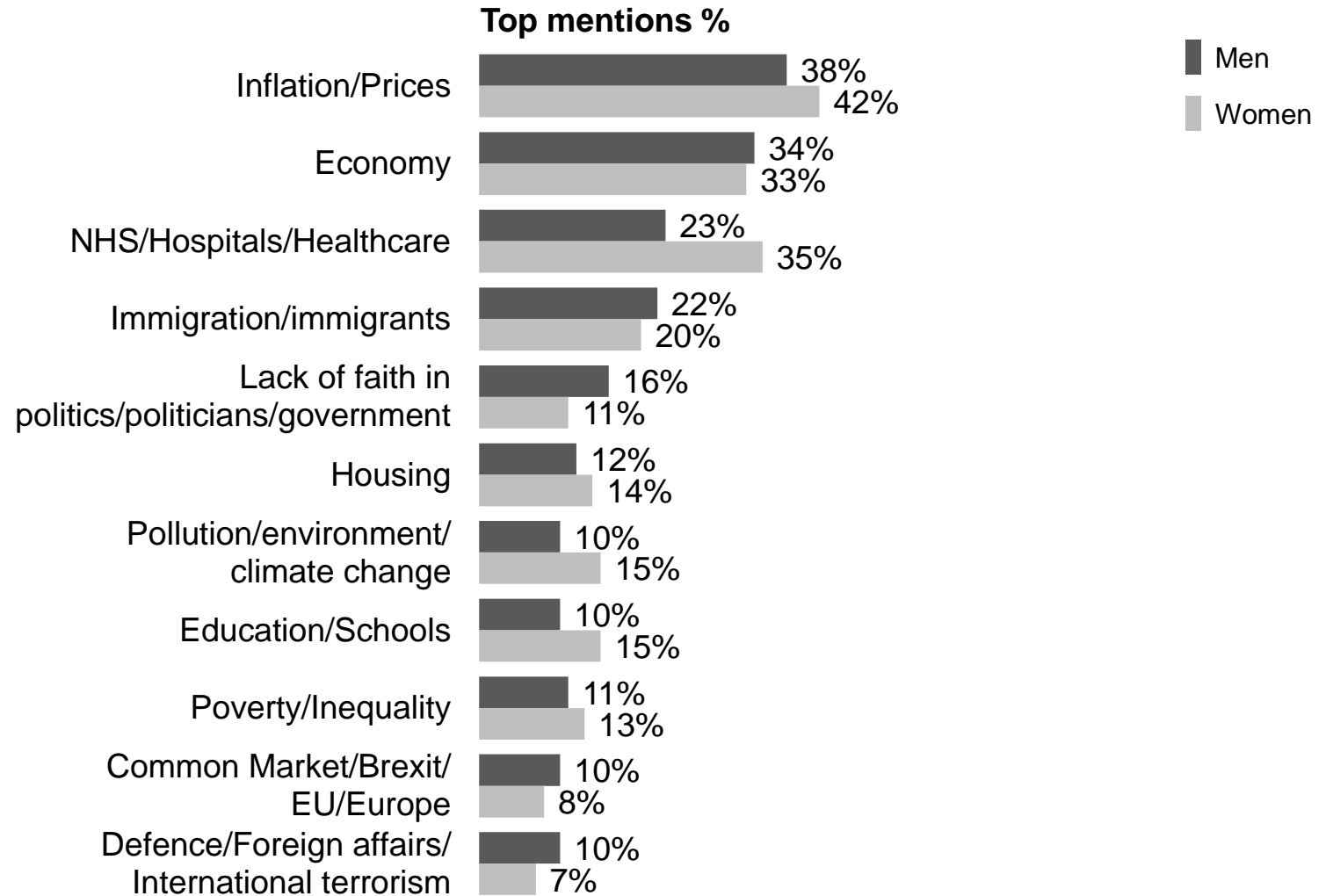


Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index

# Men and women

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

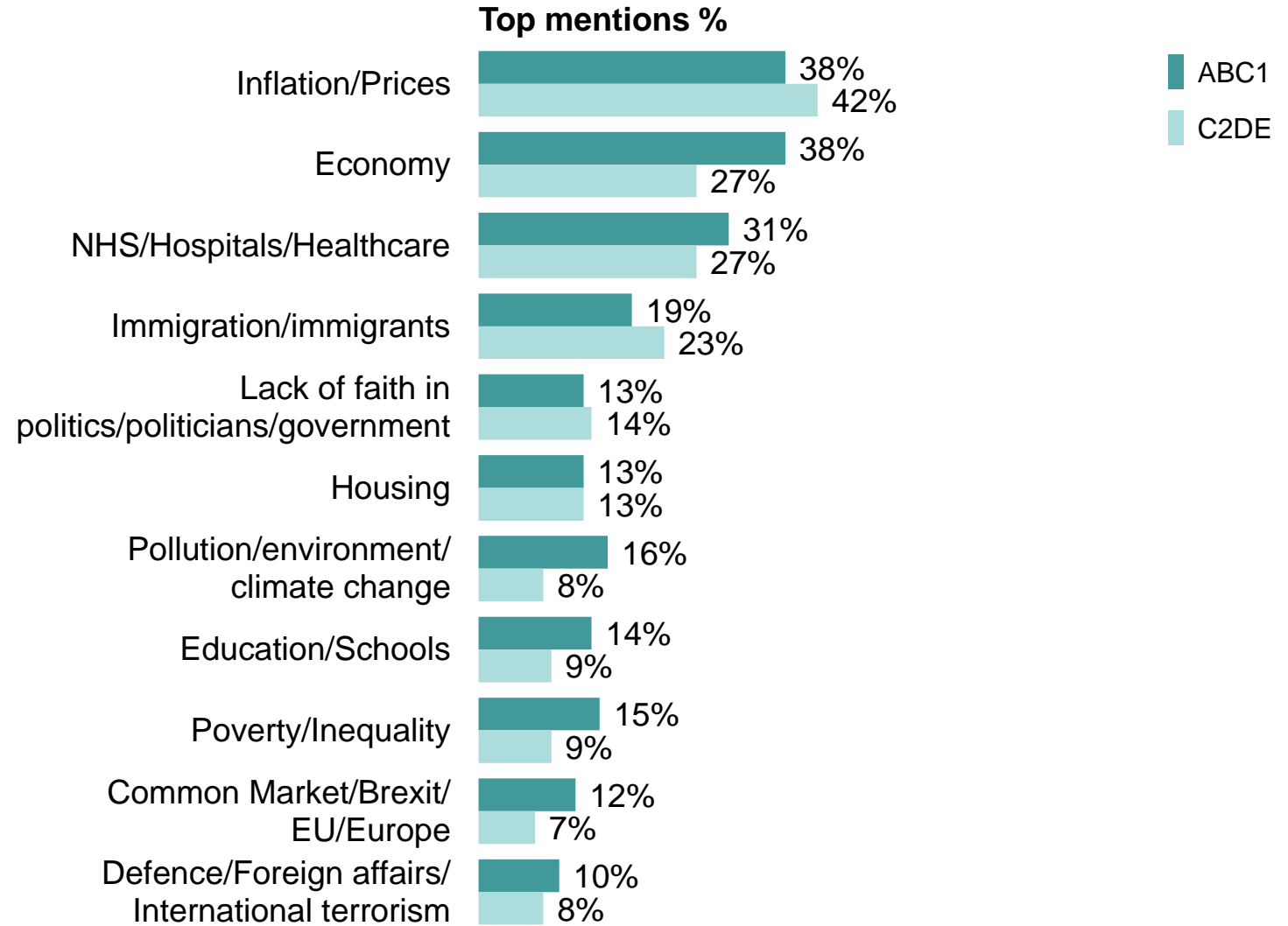


Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index

# Social grade

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

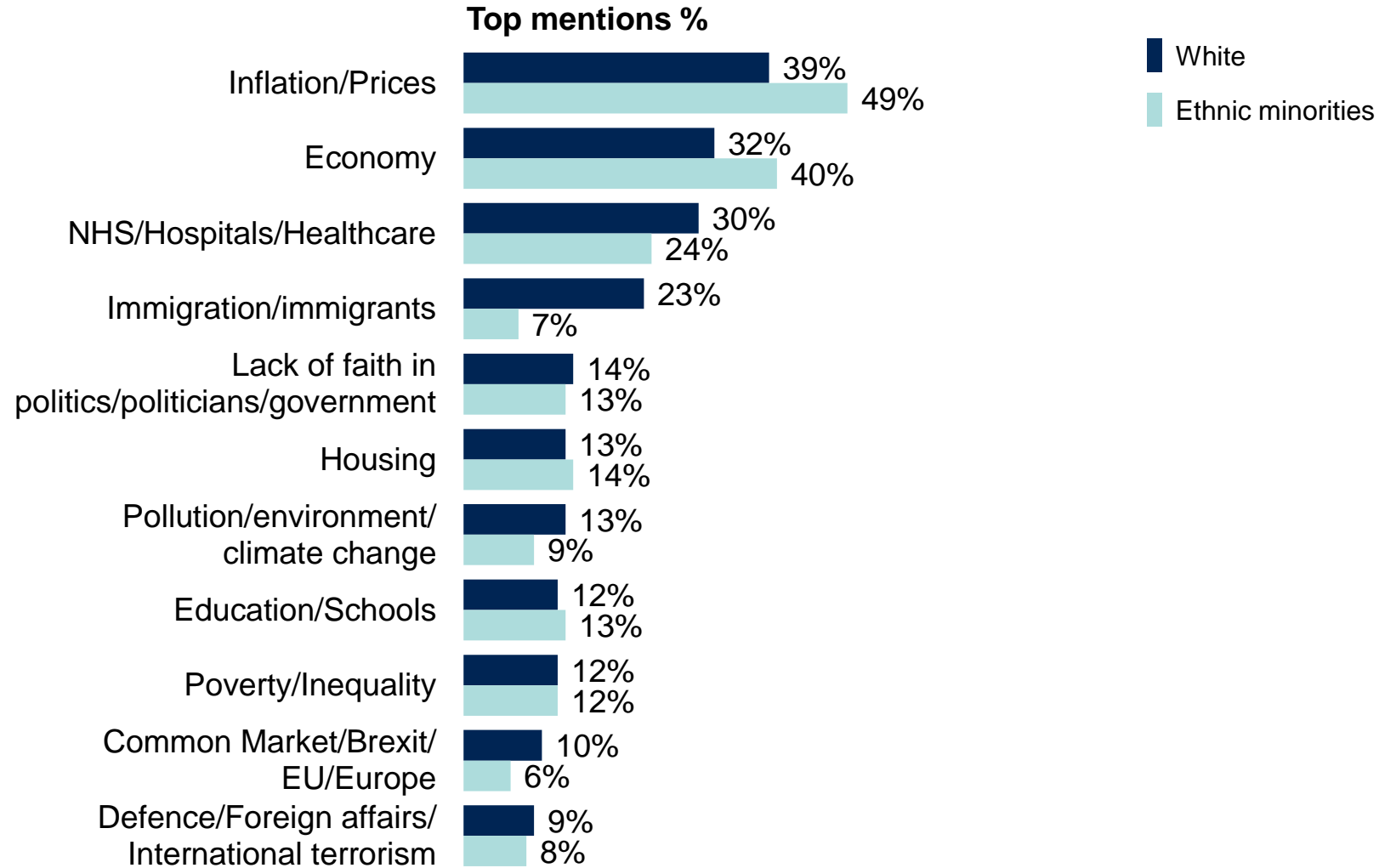


Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index

# Ethnic background

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



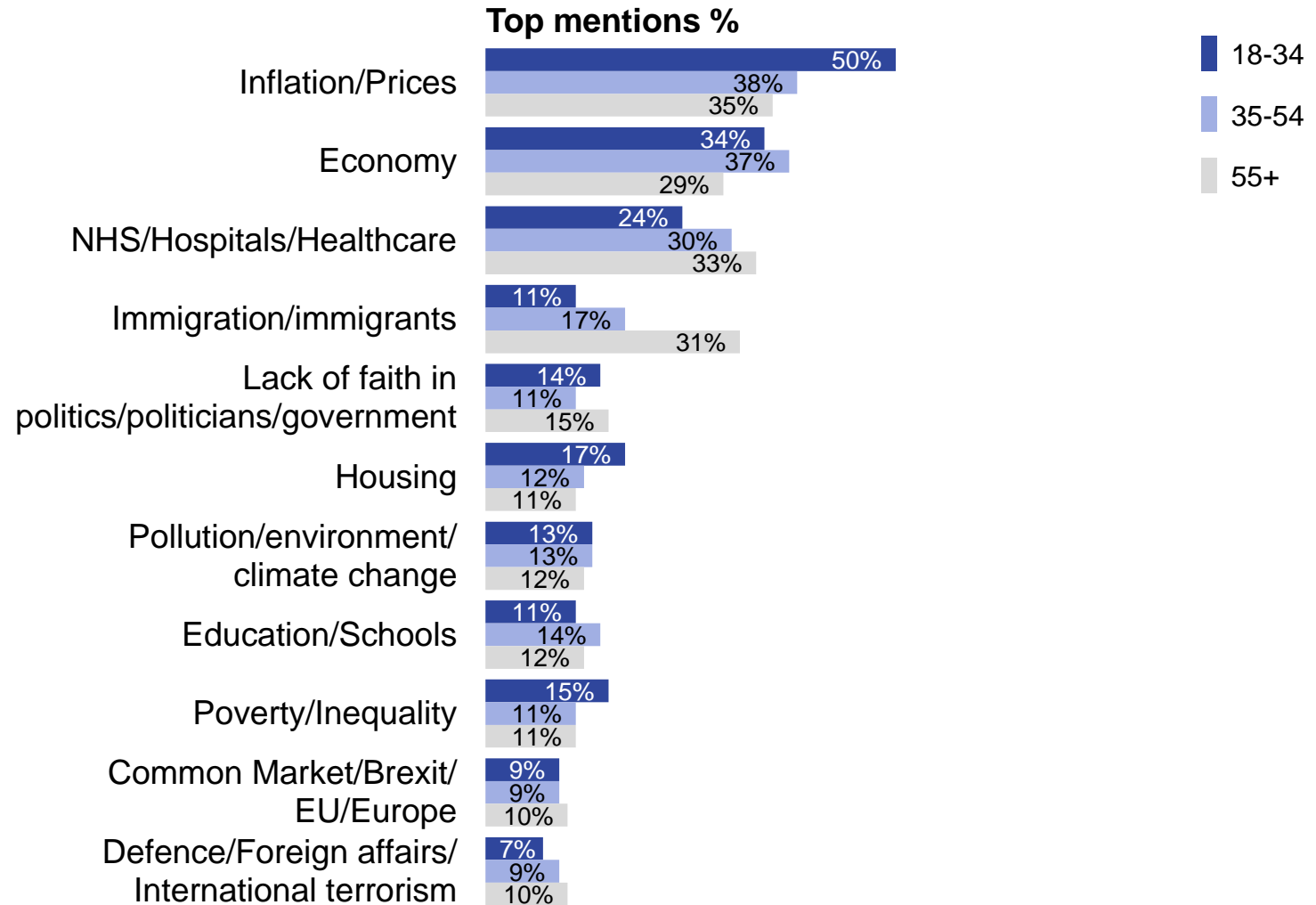
Base: 1,008 British adults 18+, 5 – 12 April 2023

Source: Ipsos Issues Index



# Age group

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



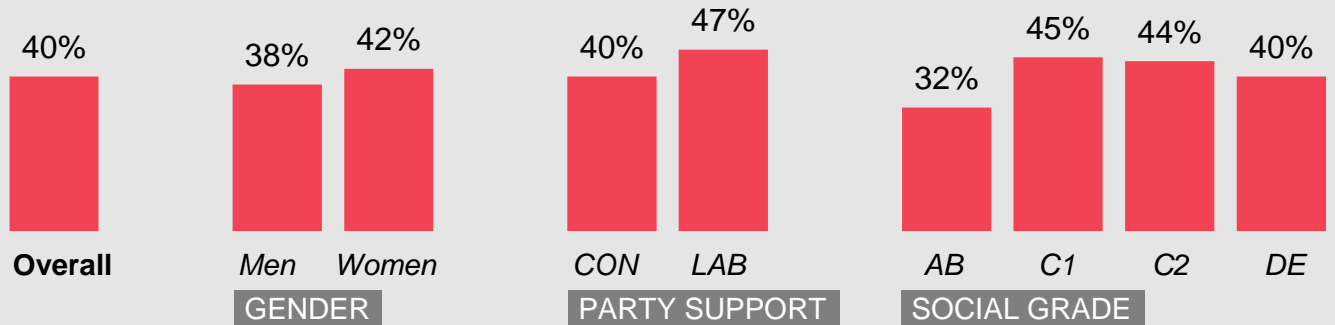
Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 12 April 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:

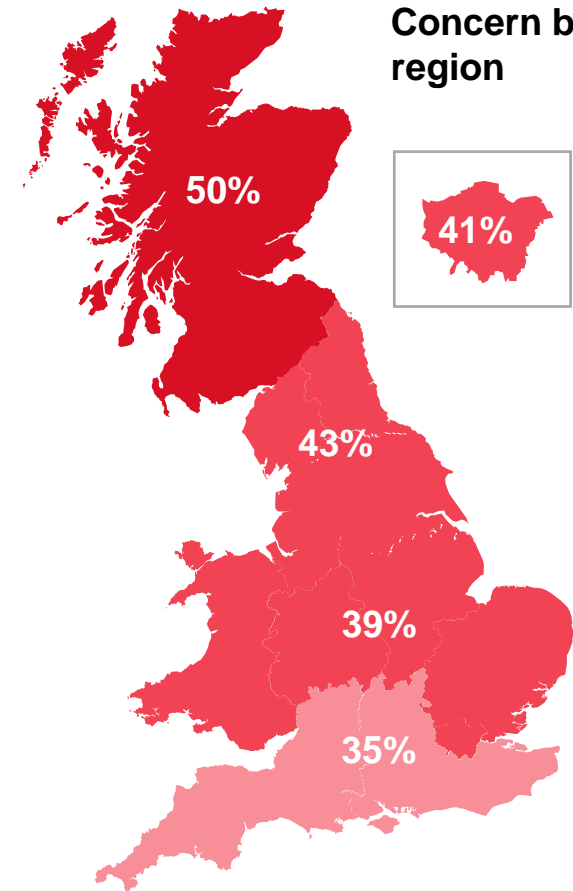


Concern by age:



Base: 1,008 British adults 18+, 5 – 12 April 2023

Concern by region

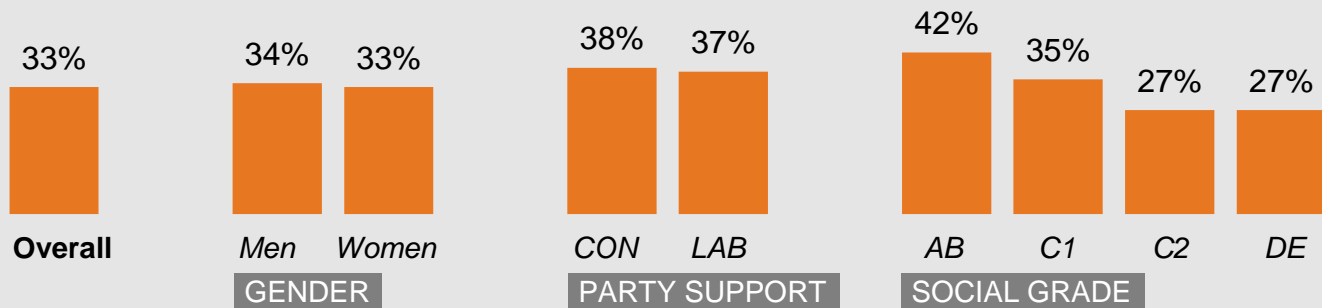


Source: Ipsos Issues Index

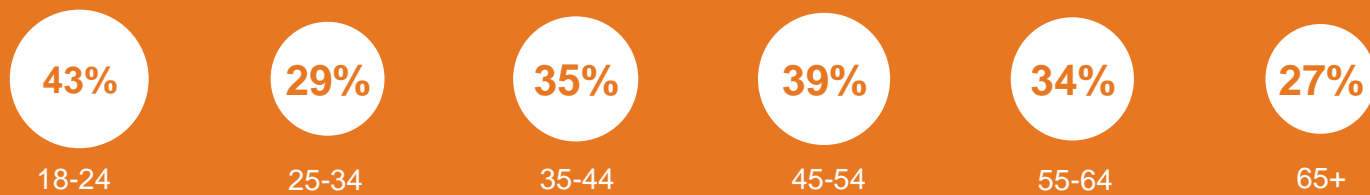
# Concern about the economy by subgroup

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

Concern by key demographic groups:

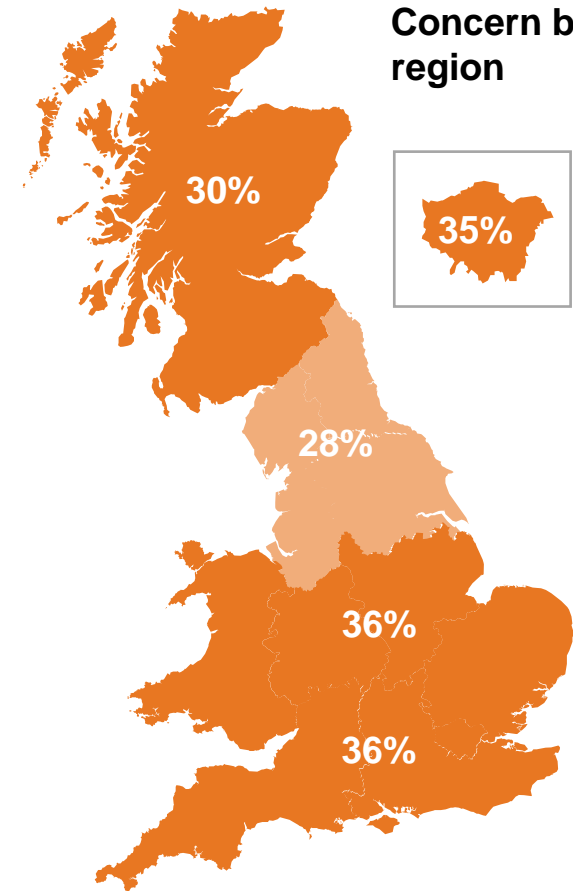


Concern by age:



Base: 1,008 British adults 18+, 5 – 12 April 2023

Concern by region

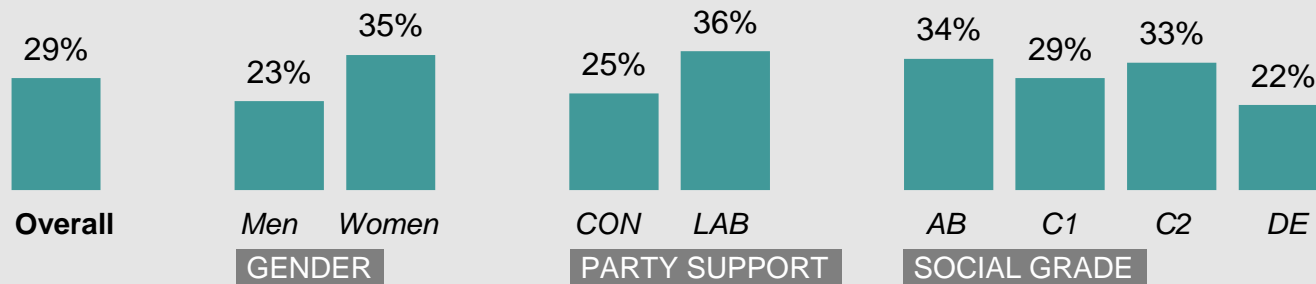


Source: Ipsos Issues Index

# Concern about the NHS by subgroup

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

Concern by key demographic groups:

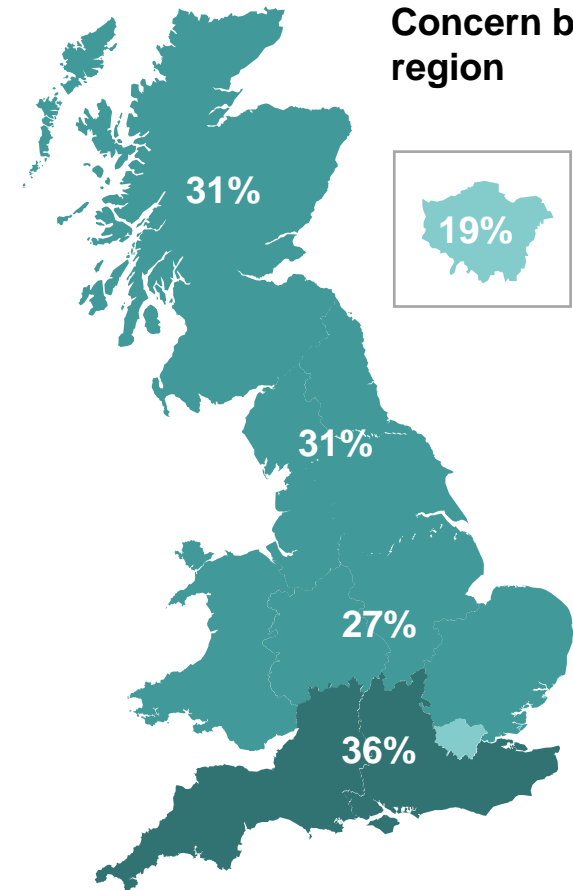


Concern by age:



Base: 1,008 British adults 18+, 5 – 12 April 2023

Concern by region

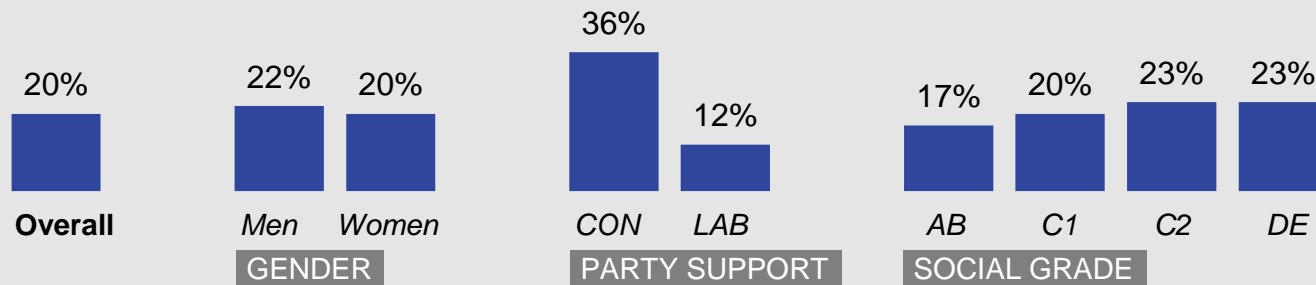


Source: Ipsos Issues Index

# Concern about immigration by subgroup

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

Concern by key demographic groups:

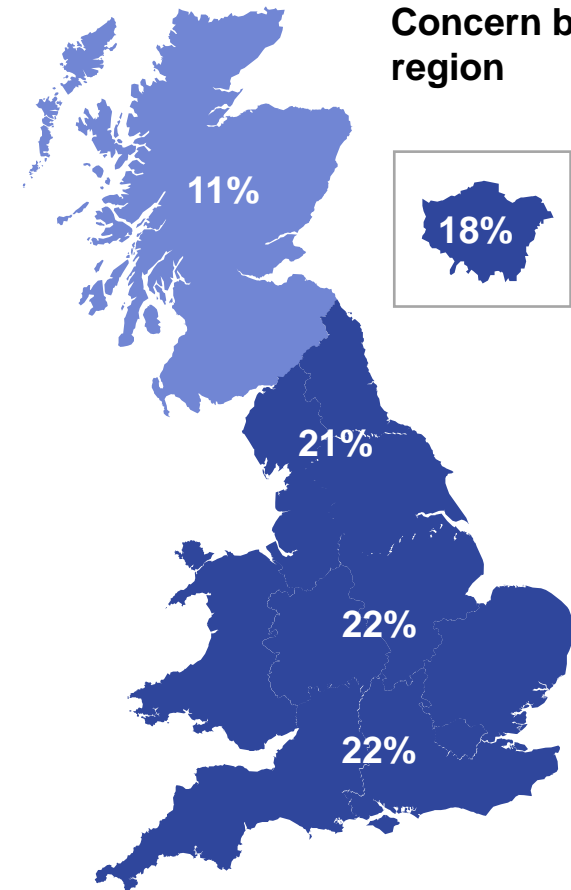


Concern by age:



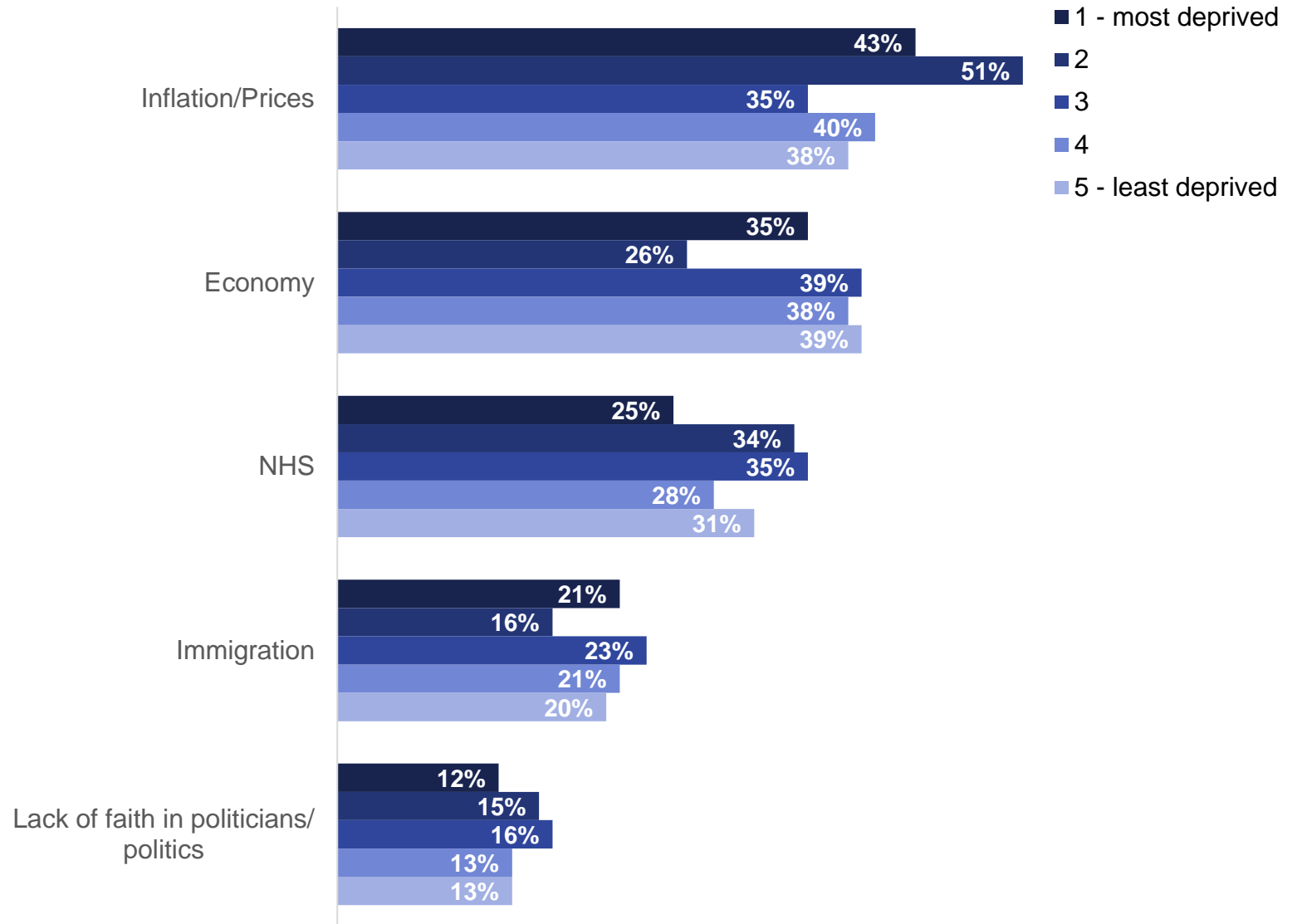
Base: 1,008 British adults 18+, 5 – 12 April 2023

Concern by region



Source: Ipsos Issues Index

# Top five concerns by IMD quintile



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

"IMD" are the Indices of Multiple Deprivation, a measure of multiple deprivation of small areas

Base: 1,008 British adults 18+, 5 – 12 April 2023

# IPSOS ISSUES INDEX

April 2023

For more information contact:

*Gideon.Skinner@ipsos.com*

*Michael.Clemence@ipsos.com*