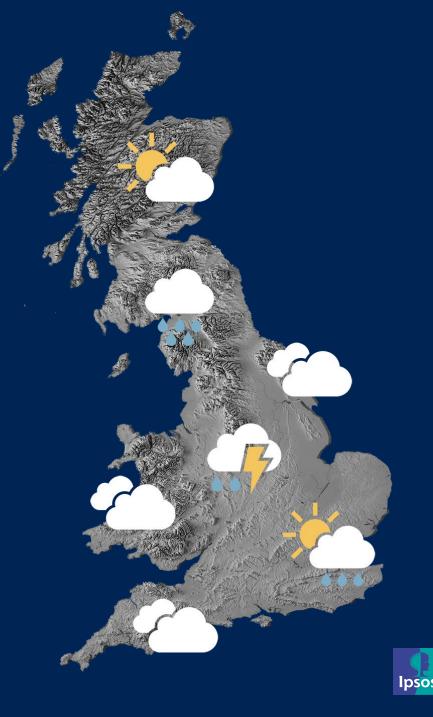
## IPSOS ISSUES INDEX

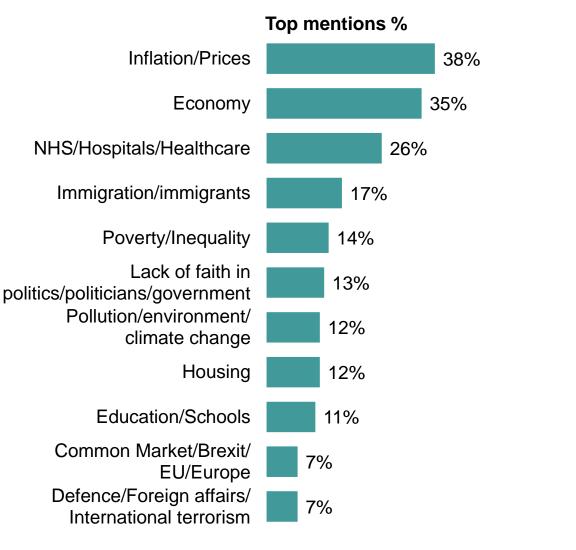
May 2023

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#### May 2023

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



Base: 1,014 British adults 18+, 3 – 9 May 2023

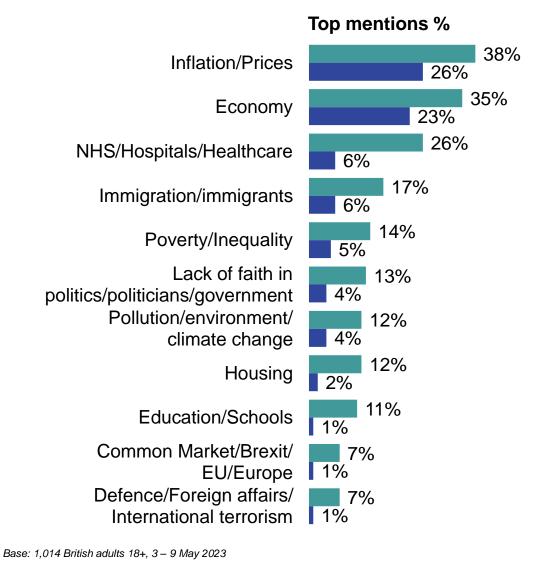
Change since April:	
%	Position
-2	
+2	
-3	
-3	
+2	+2 🔺
-	-1 🔻
-	
-1	-2 🔻
-1	-1 ▼
-2	
-2	

Source: Ipsos Issues Index



#### May 2023

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



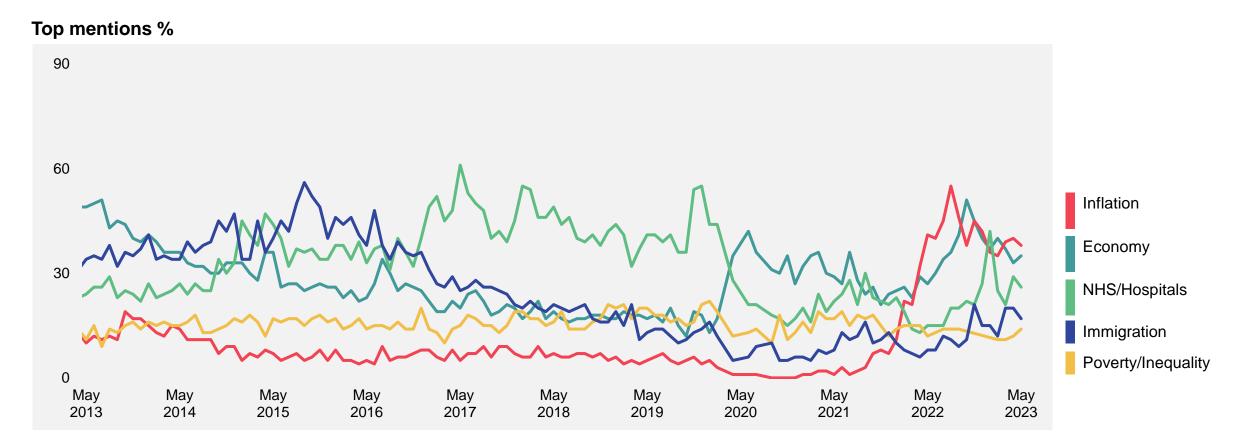
Most/other important issues

Most important issue



## Top five concerns for May 2023: trend data

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

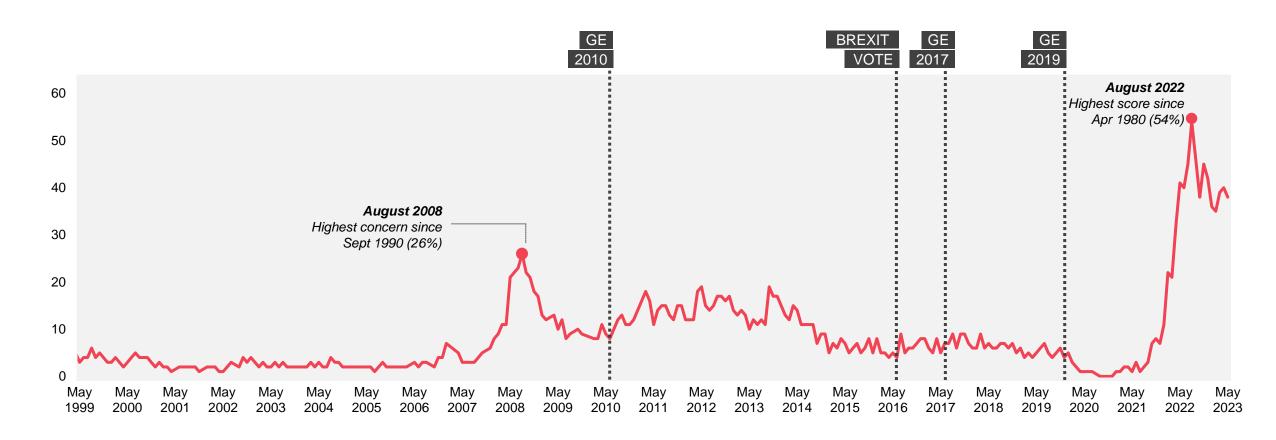


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



### Inflation/prices

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

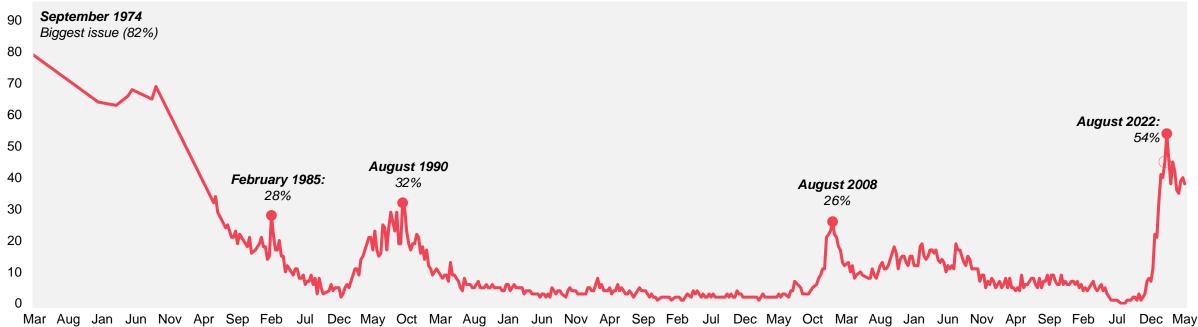


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## Inflation/prices – concern since 1974

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



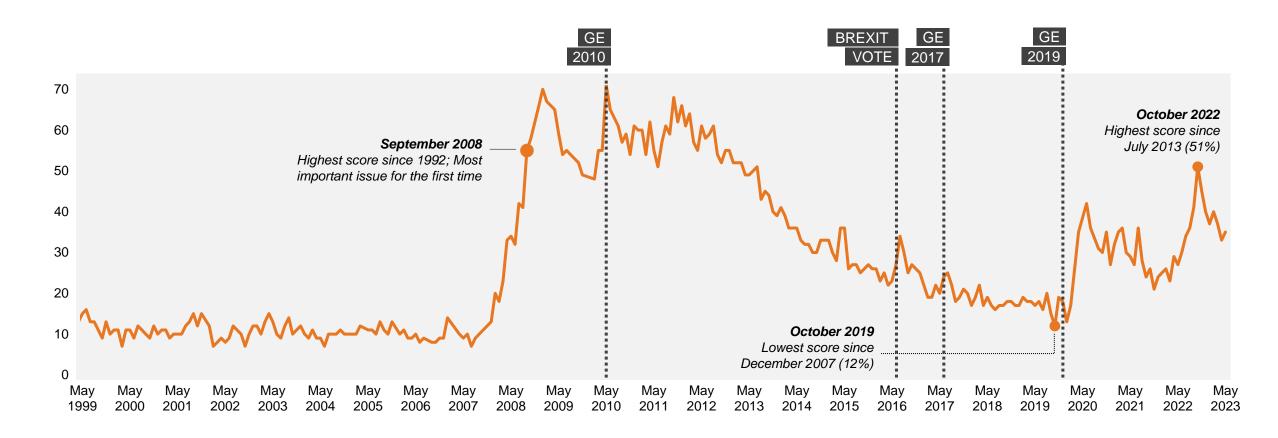
Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May 1975 1976 1978 1979 1980 1982 1983 1985 1986 1987 1989 1990 1992 1993 1995 1996 1997 1999 2000 2002 2003 2004 2006 2007 2009 2010 2012 2013 2014 2016 2017 2019 2020 2021 2023

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



## **Economy / Economic situation**

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

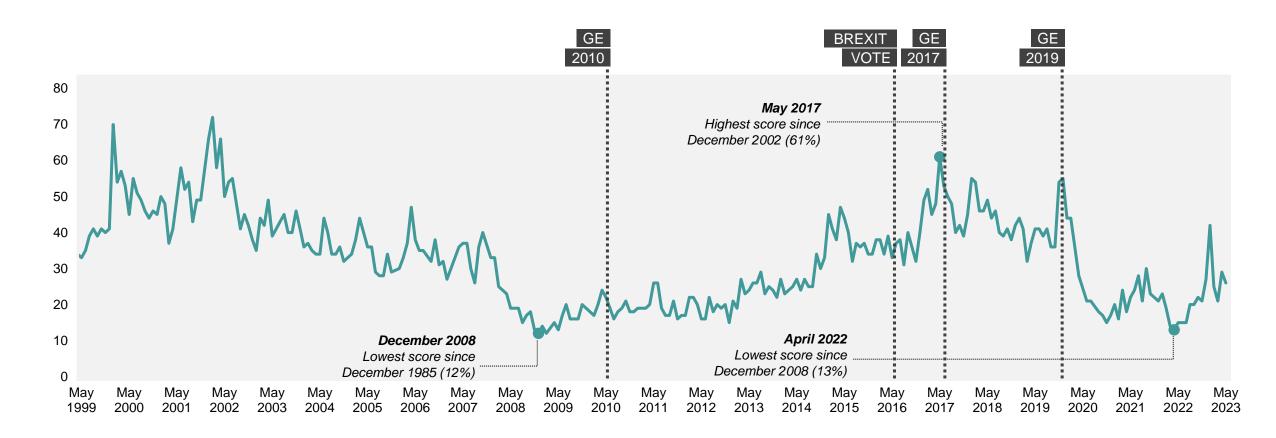


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **NHS / Hospitals / Healthcare**

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

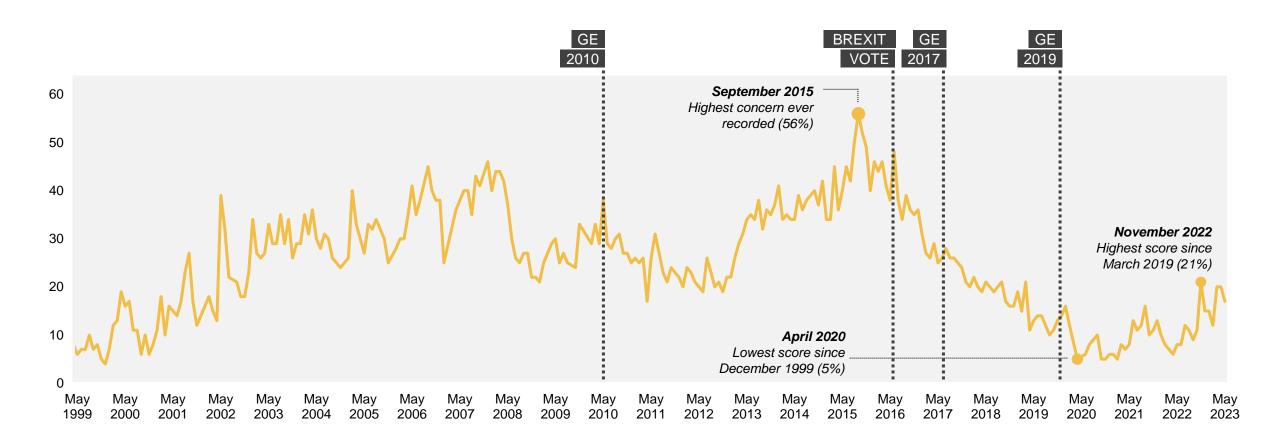


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Immigration / Immigrants**

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

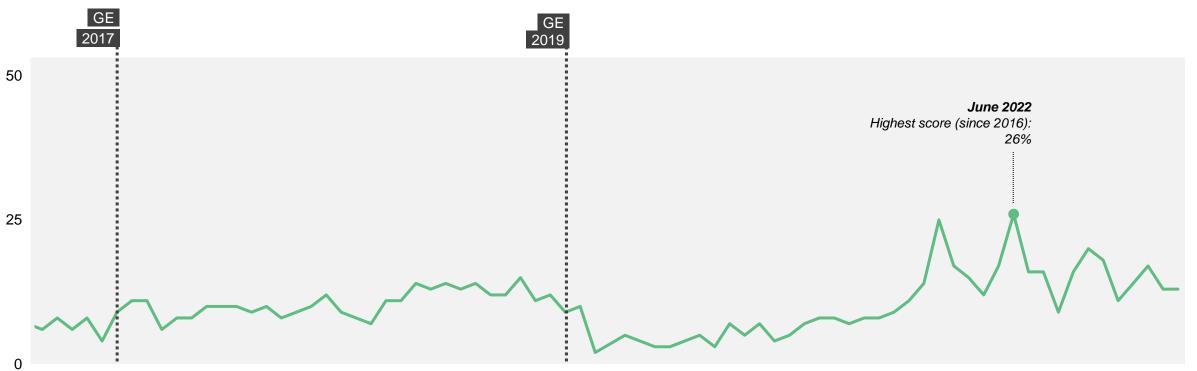


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## Lack of faith in politicians/politics

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



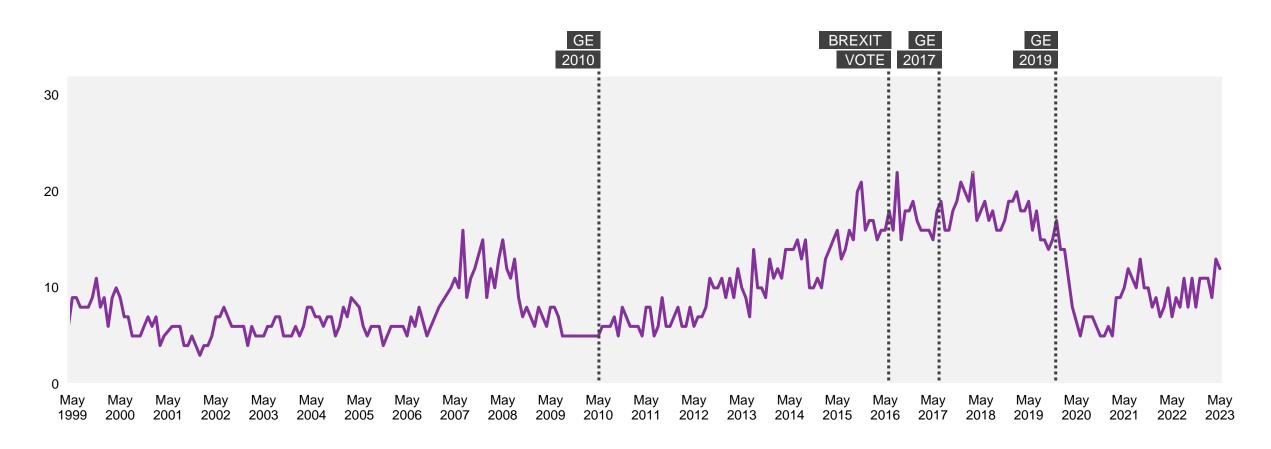
Jan 2017 May 2017 Sep 2017 Jan 2018 May 2018 Sep 2018 Jan 2019 May 2019 Sep 2019 Jan 2020 May 2020 Sep 2020 Jan 2021 May 2021 Sep 2021 Jan 2022 May 2022 Sep 2022 Jan 2023 May 2023

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



## Housing

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

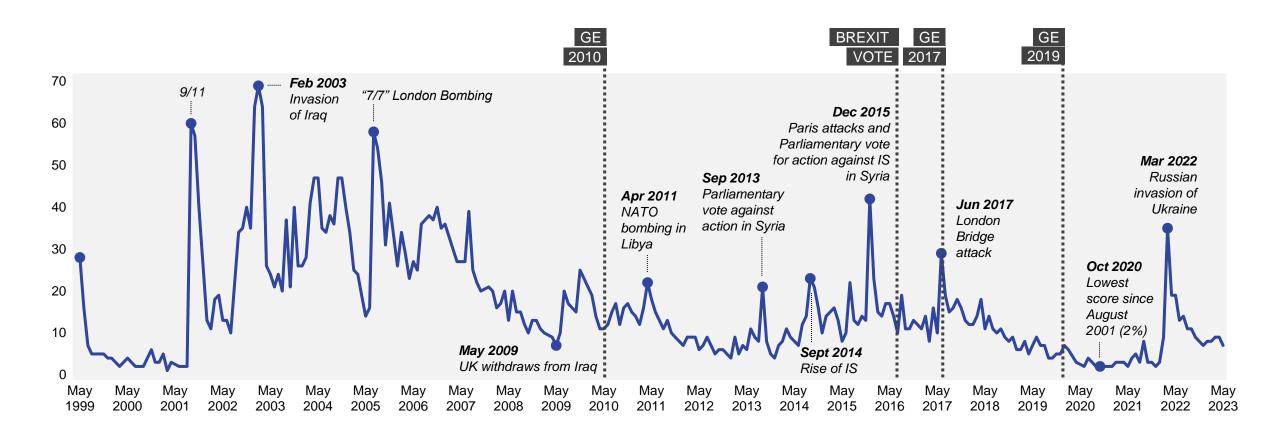


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Defence / Foreign Affairs / International terrorism**

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

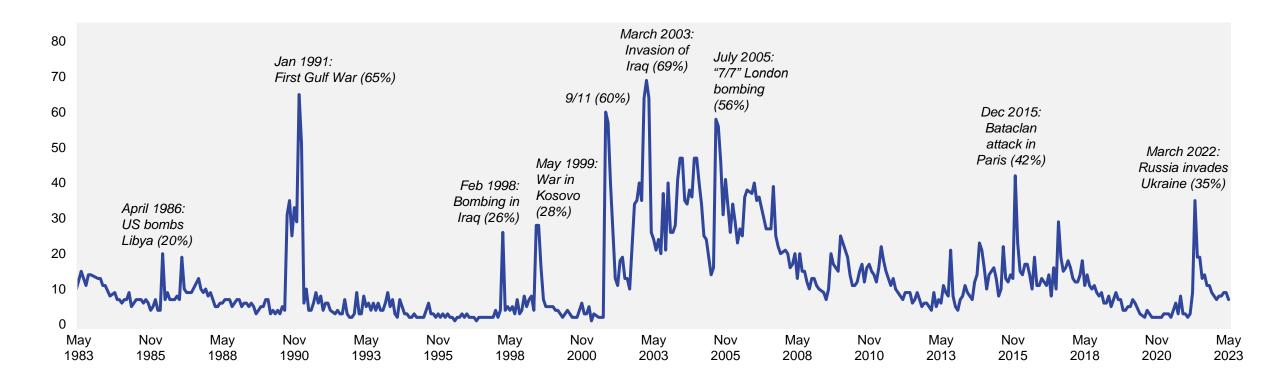


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### **Defence/foreign affairs – concern since 1982**

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

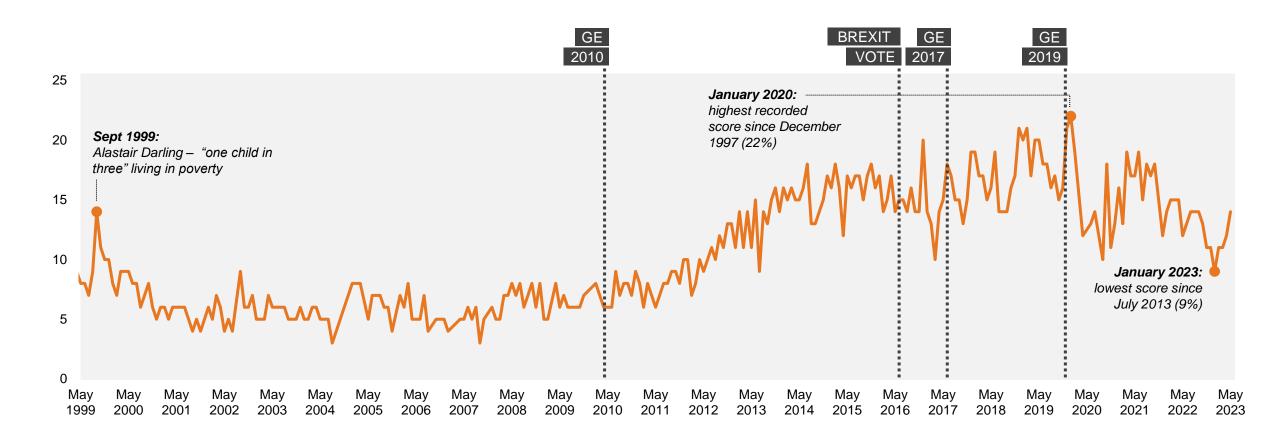


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Poverty/inequality**

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

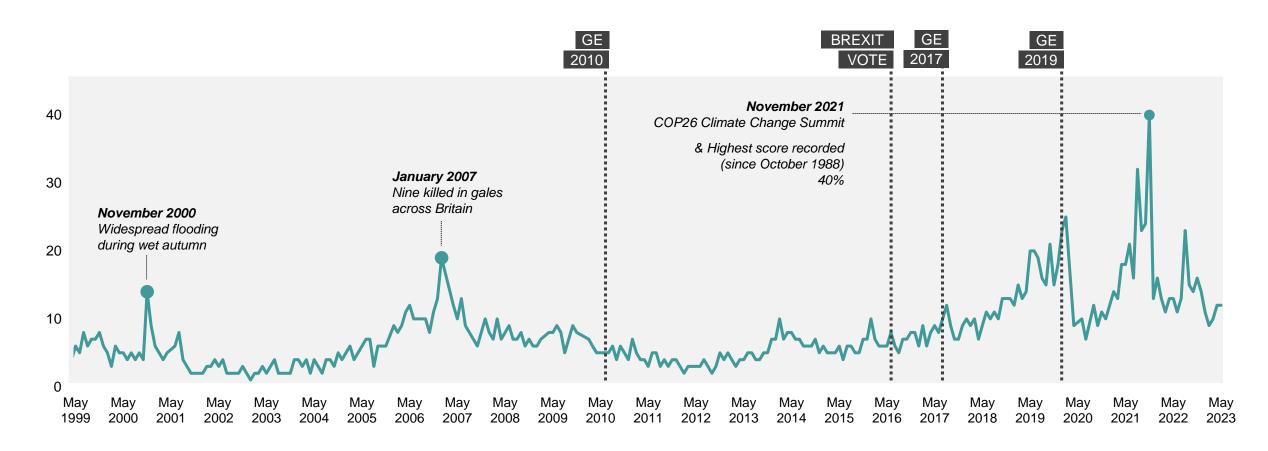


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Pollution / Environment / Climate change**

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

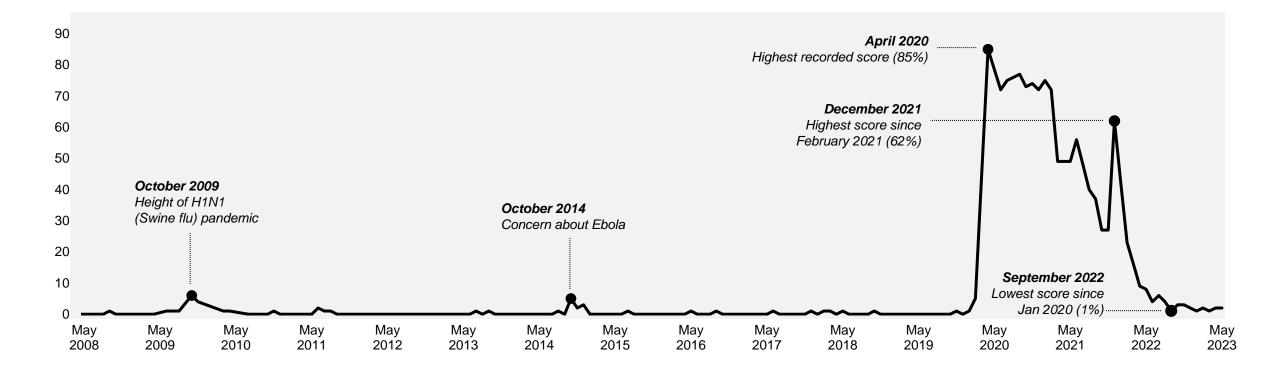


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### **Coronavirus/Pandemic diseases**

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

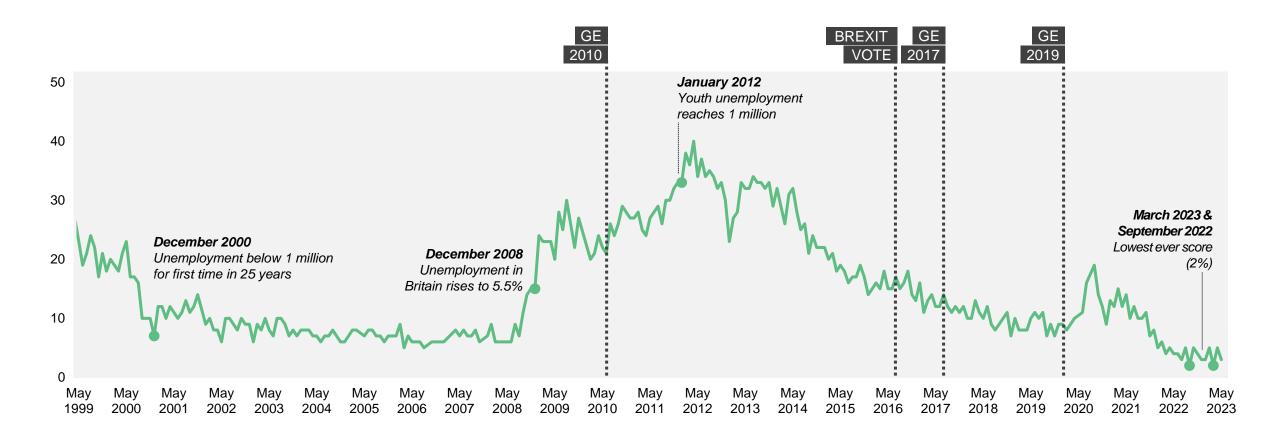


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Unemployment / Factory closure / Lack of industry**

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

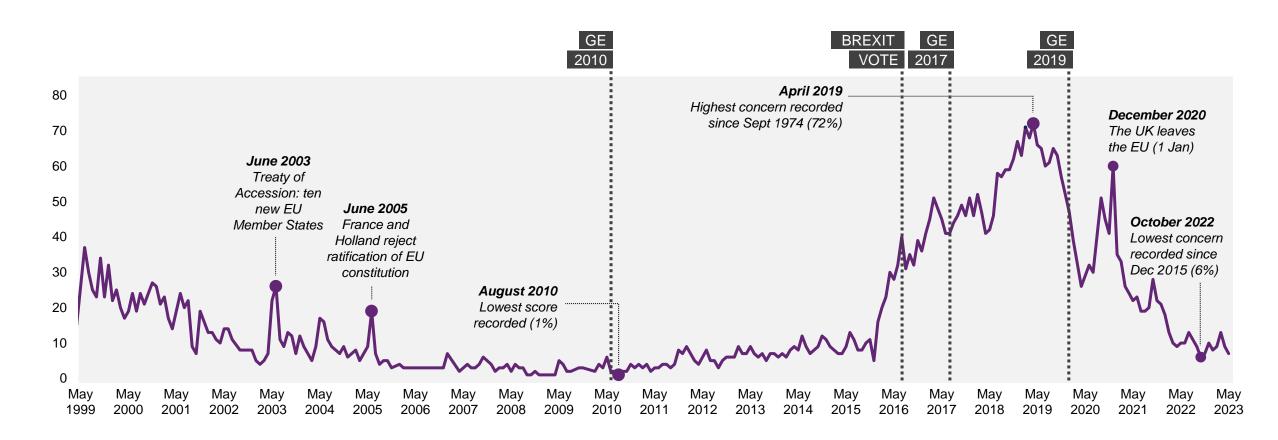


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## EU / Europe / Brexit

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

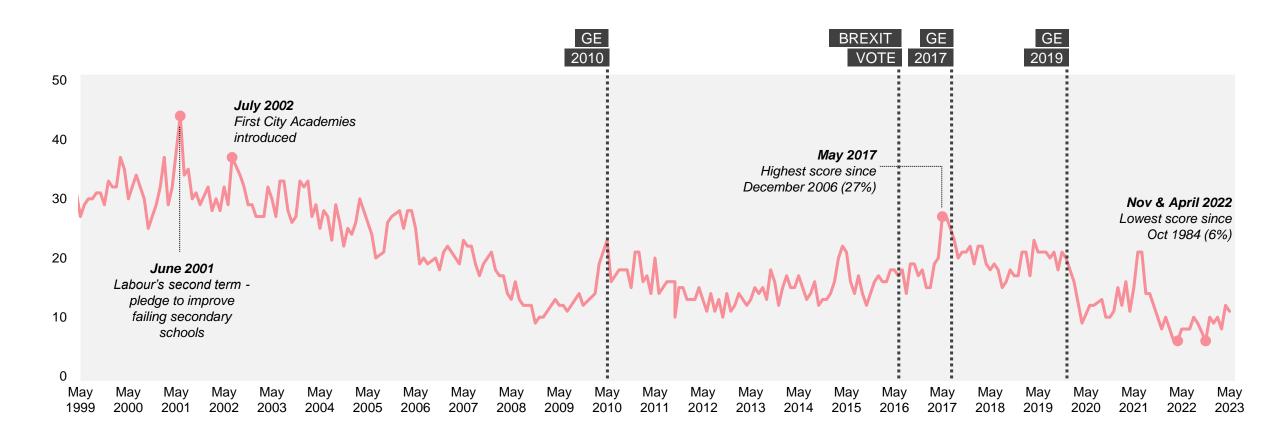


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### **Education / Schools**

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

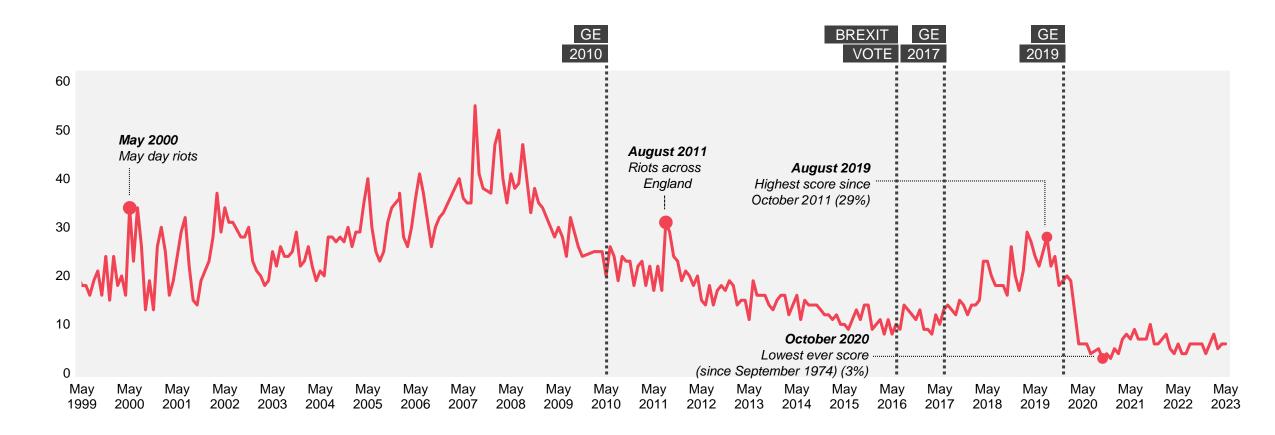


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



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

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

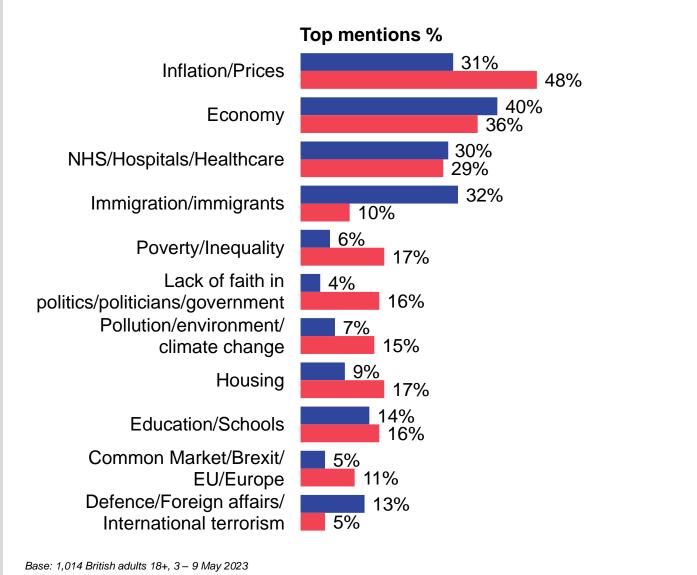


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### Party support

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

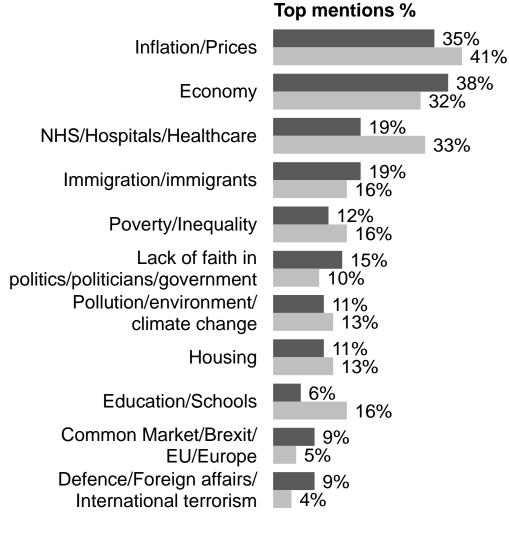


Labour Supporters



## Men and women

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

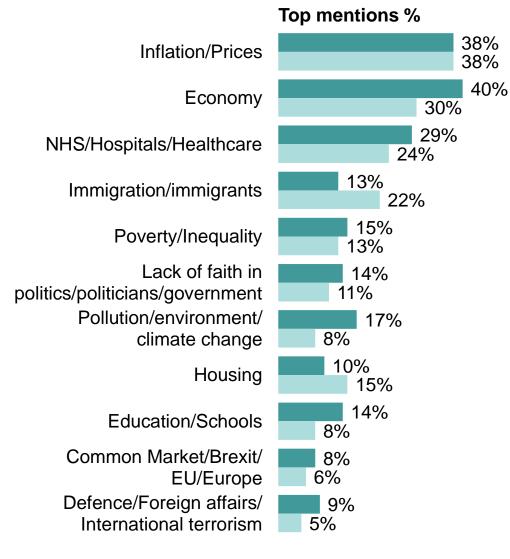


Women



#### **Social grade**

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

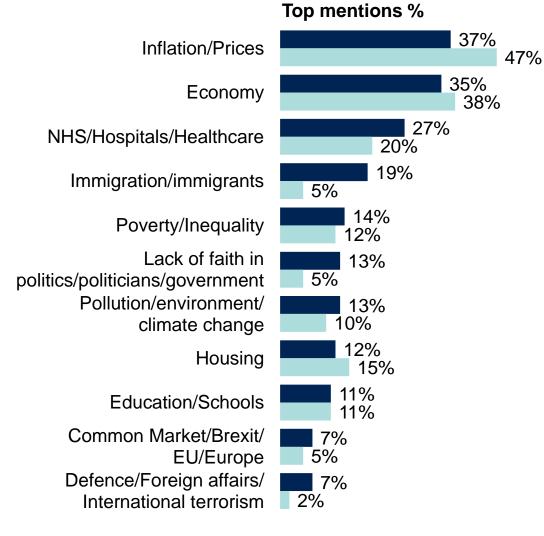


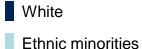
ABC1



## Ethnic background

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





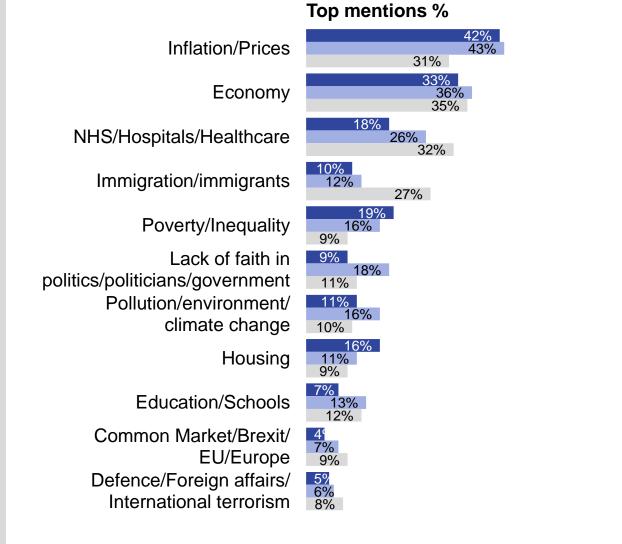
Source: Ipsos Issues Index



Base: 1,014 British adults 18+, 3 – 9 May 2023

#### Age group

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





Source: Ipsos Issues Index

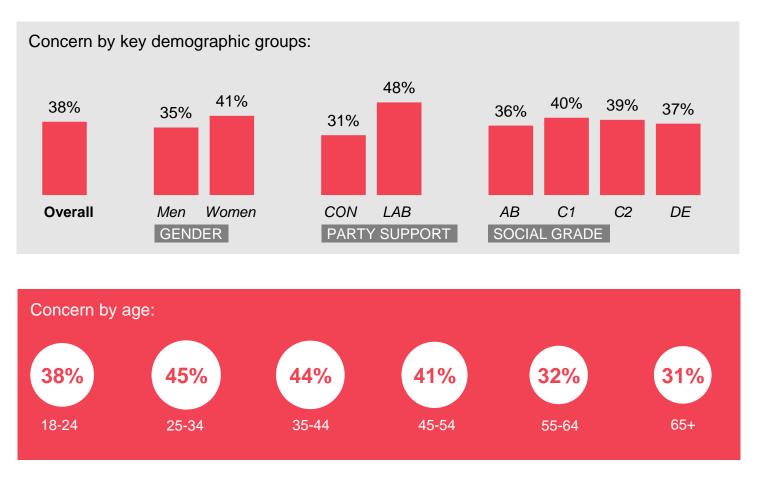
18-34

35-54

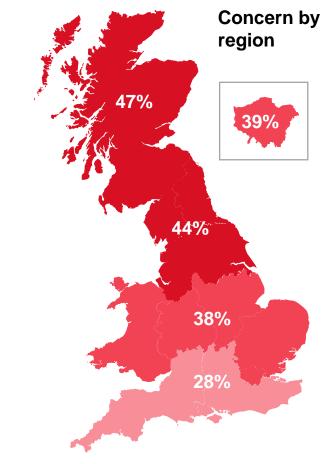
55+

## **Concern about inflation/prices by subgroup**

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



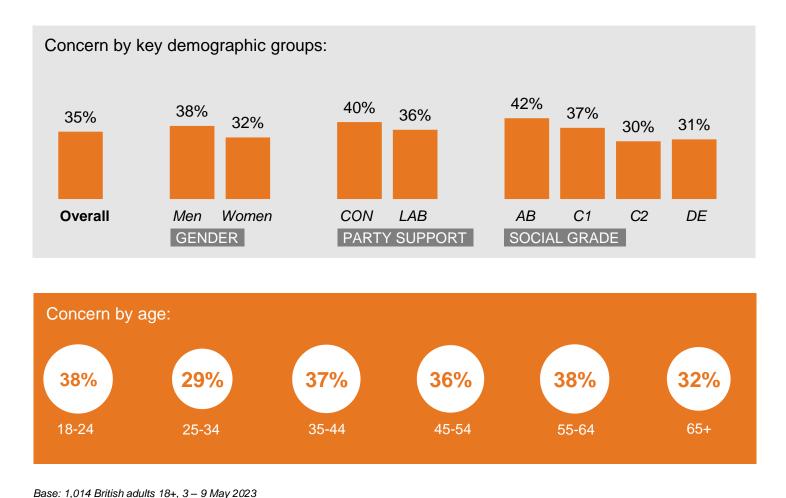
Base: 1,014 British adults 18+, 3 - 9 May 2023

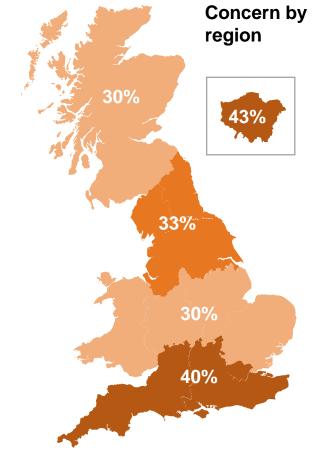




## Concern about the economy by subgroup

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

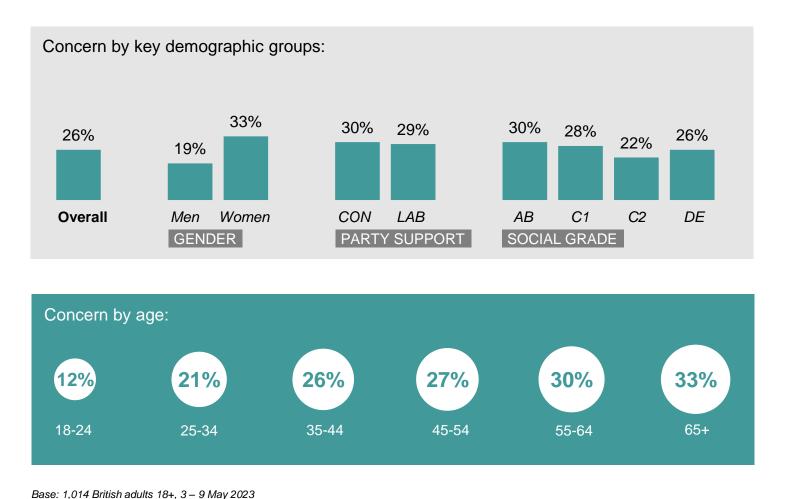






## Concern about the NHS by subgroup

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

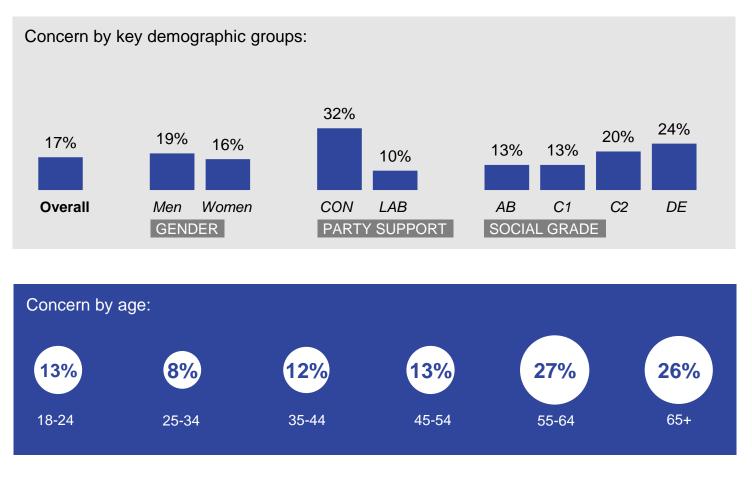


Concern by region 24% 18% 28% 27% 28%

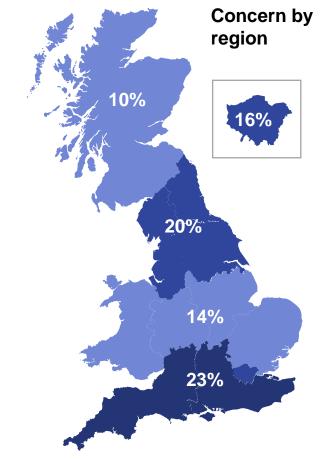


## **Concern about immigration by subgroup**

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

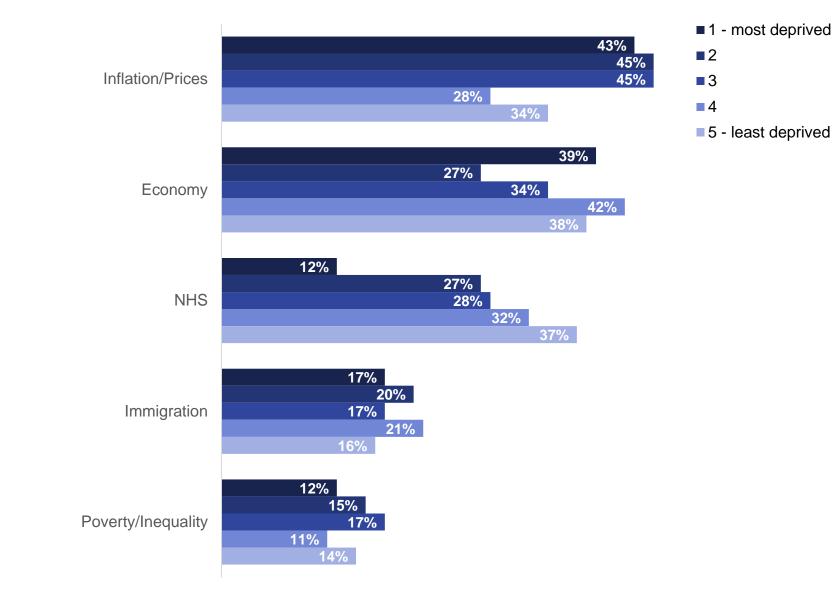


Base: 1,014 British adults 18+, 3 – 9 May 2023





#### Top five concerns by IMD quintile



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

Base: 1,014 British adults 18+, 3 – 9 May 2023



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What do you see as the

facing Britain today?

most/other important issues

# IPSOS ISSUES INDEX

May 2023

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