July 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>Inflation/Prices</td>
<td>39%</td>
<td>+1</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>33%</td>
<td>+6</td>
</tr>
<tr>
<td>Economy</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>21%</td>
<td>-1</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>16%</td>
<td>+2</td>
</tr>
<tr>
<td>Housing</td>
<td>15%</td>
<td>+3</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>13%</td>
<td>+5</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>12%</td>
<td>-2</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td>-4</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>8%</td>
<td>-1</td>
</tr>
</tbody>
</table>

Change since June:

- Inflation/Prices: +1
- NHS/Hospitals/Healthcare: +6
- Economy: -1
- Immigration/immigrants: -1
- Lack of faith in politics/politicians/government: +2
- Housing: +3
- Education/Schools: +5
- Pollution/environment/climate change: -2
- Poverty/Inequality: -4
- Common Market/Brexit/EU/Europe: -1

Base: 1,008 British adults 18+, 5 – 11 July 2023

Source: Ipsos Issues Index
July 2023

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

**Top mentions %**

- Inflation/Prices: 39%
- NHS/Hospitals/Healthcare: 33%
- Economy: 30%
- Immigration/immigrants: 21%
- Lack of faith in politics/politicians/government: 16%
- Housing: 15%
- Education/Schools: 13%
- Pollution/environment/climate change: 12%
- Poverty/Inequality: 9%
- Common Market/Brexit/EU/Europe: 8%

Source: Ipsos Issues Index
Base: 1,061 British adults 18+, 7 – 13 July 2023
Top five concerns for July 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?

August 2008
Highest concern since
Sept 1990 (26%)

August 2022
Highest score since
Apr 1980 (54%)

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
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?

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?

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?

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%)

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?

- December 2000: Unemployment below 1 million for first time in 25 years
- December 2008: Unemployment in Britain rises to 5.5%
- January 2012: Youth unemployment reaches 1 million
- March 2023 & 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?

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?

- July 2002: First City Academies introduced
- June 2001: Labour’s second term - pledge to improve failing secondary schools
- May 2017: Highest score since December 2006 (27%)
- Nov & April 2022: Lowest score since Oct 1984 (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
Crime / Law & Order / Violence / Vandalism / ASB

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

August 2011
Riots across England

August 2019
Highest score since October 2011 (29%)

October 2020
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 Issues Index
Party support

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

**Top mentions %**

- Inflation/Prices: Conservative 34%, Labour 43%
- NHS/Hospitals/Healthcare: Conservative 35%, Labour 42%
- Economy: Conservative 32%, Labour 38%
- Immigration/immigrants: Conservative 13%, Labour 43%
- Lack of faith in politics/politicians/government: Conservative 7%, Labour 21%
- Housing: Conservative 14%, Labour 23%
- Education/Schools: Conservative 11%, Labour 14%
- Pollution/environment/climate change: Conservative 6%, Labour 15%
- Poverty/Inequality: Conservative 4%, Labour 11%
- Common Market/Brexit/EU/Europe: Conservative 4%, Labour 9%

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 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>Inflation/Prices</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Economy</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Housing</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Pollution/environment/climate change</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 2023
Social grade

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

Top mentions %

- Inflation/Prices: ABC1 38%, C2DE 39%
- NHS/Hospitals/Healthcare: ABC1 39%, C2DE 39%
- Economy: ABC1 33%, C2DE 27%
- Immigration/immigrants: ABC1 19%, C2DE 25%
- Lack of faith in politics/politicians/government: ABC1 12%, C2DE 19%
- Housing: ABC1 15%, C2DE 15%
- Education/Schools: ABC1 16%, C2DE 9%
- Pollution/environment/climate change: ABC1 14%, C2DE 8%
- Poverty/Inequality: ABC1 9%, C2DE 10%
- Common Market/Brexit/EU/Europe: ABC1 11%, C2DE 4%

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 2023
Ethnic background

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

Top mentions %

- Inflation/Prices: 38% (White), 43% (Ethnic minorities)
- NHS/Hospitals/Healthcare: 35% (White), 21% (Ethnic minorities)
- Economy: 30% (White), 27% (Ethnic minorities)
- Immigration/immigrants: 23% (White), 12% (Ethnic minorities)
- Lack of faith in politics/politicians/government: 16% (White), 12% (Ethnic minorities)
- Housing: 15% (White), 17% (Ethnic minorities)
- Education/Schools: 13% (White), 9% (Ethnic minorities)
- Pollution/environment/climate change: 12% (White), 9% (Ethnic minorities)
- Poverty/Inequality: 9% (White), 10% (Ethnic minorities)
- Common Market/Brexit/EU/Europe: 8% (White), 9% (Ethnic minorities)

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 2023
## 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>Inflation/Prices</td>
<td>41%</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>24%</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Economy</td>
<td>31%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>9%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>9%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>10%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Pollution/environment/ climate change</td>
<td>11%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>9%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Common Market/Brexit/EU/Europe</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 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**
  - Men: 39%
  - Women: 39%

- **CON**
  - Men: 34%
  - Women: 43%

- **LAB**
  - Men: 34%
  - Women: 43%

- **AB**
  - Men: 34%
  - Women: 42%

- **C1**
  - Men: 34%
  - Women: 42%

- **C2**
  - Men: 34%
  - Women: 42%

- **DE**
  - Men: 34%
  - Women: 42%

Concern by age:

- **18-24**
  - Men: 49%
  - Women: 52%

- **25-34**
  - Men: 46%
  - Women: 36%

- **35-44**
  - Men: 32%
  - Women: 24%

- **45-54**
  - Men: 32%
  - Women: 24%

- **55-64**
  - Men: 32%
  - Women: 24%

- **65+**
  - Men: 32%
  - Women: 24%

Source: Ipsos Issues Index

Base: 1,008 British adults 18+, 5 – 11 July 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:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33%</td>
<td>28%</td>
<td>38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party Support</th>
<th>Overall</th>
<th>CON</th>
<th>LAB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42%</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Grade</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44%</td>
<td>35%</td>
<td>31%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Concern by age:

- 18-24: 23%
- 25-34: 25%
- 35-44: 38%
- 45-54: 39%
- 55-64: 36%
- 65+: 35%

Source: Ipsos Issues Index
Base: 1,008 British adults 18+, 5 – 11 July 2023
## Concern about the economy 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>PARTY SUPPORT</th>
<th>SOCIAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>Women</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>CON</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>LAB</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>AB</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>C1</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>DE</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

### Concern by age:

<table>
<thead>
<tr>
<th>Age</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>30%</td>
</tr>
<tr>
<td>25-34</td>
<td>32%</td>
</tr>
<tr>
<td>35-44</td>
<td>32%</td>
</tr>
<tr>
<td>45-54</td>
<td>27%</td>
</tr>
<tr>
<td>55-64</td>
<td>28%</td>
</tr>
<tr>
<td>65+</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: 1,008 British adults 18+, 5 – 11 July 2023

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:

- Overall: 21%
- Men: 23%
- Women: 20%
- CON: 43%
- LAB: 13%
- AB: 17%
- C1: 21%
- C2: 26%
- DE: 25%

Concern by age:

- 18-24: 10%
- 25-34: 8%
- 35-44: 15%
- 45-54: 24%
- 55-64: 29%
- 65+: 35%

Source: Ipsos Issues Index
Base: 1,008 British adults 18+, 5 – 11 July 2023
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 – 11 July 2023