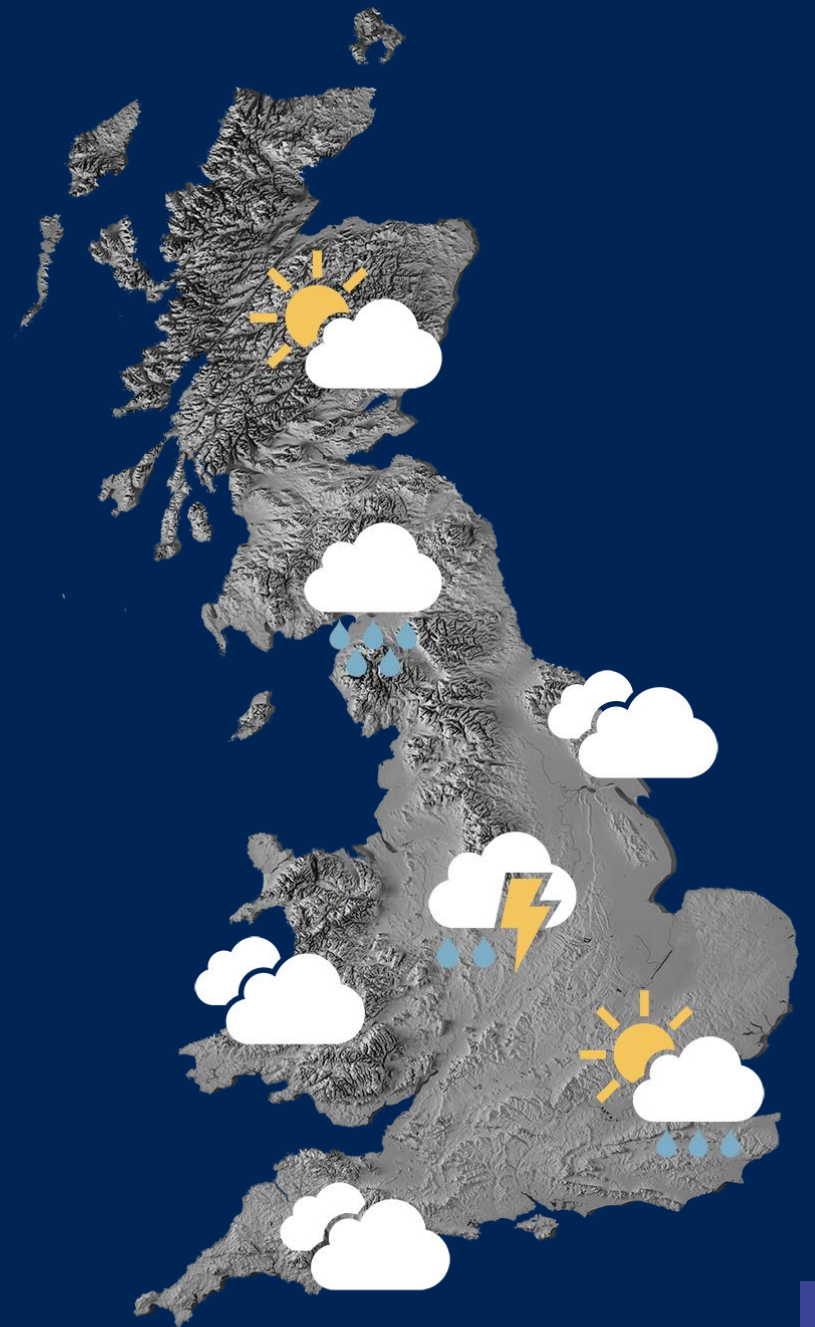


IPSOS ISSUES INDEX

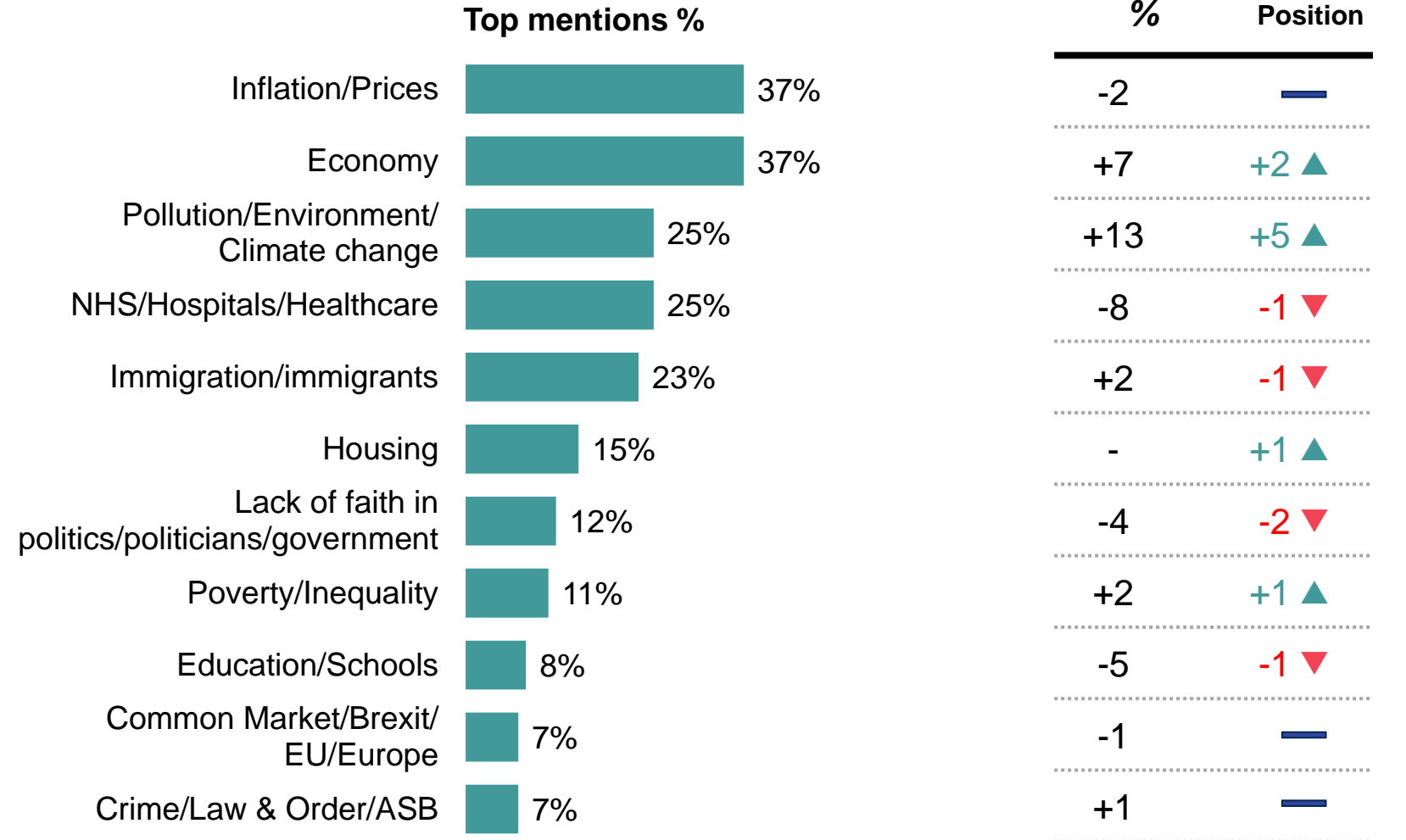
August 2023



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

August 2023

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

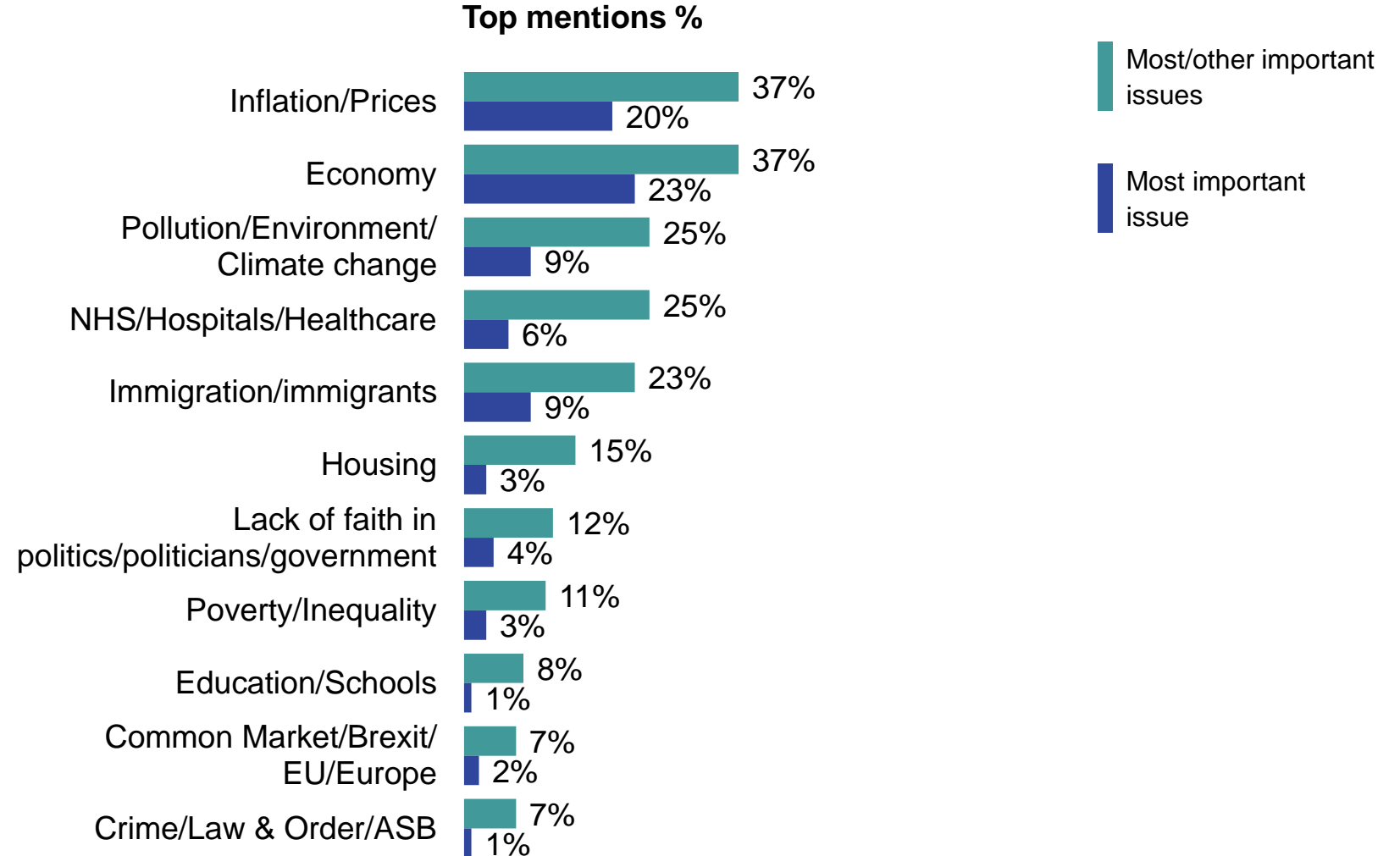


Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

August 2023

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



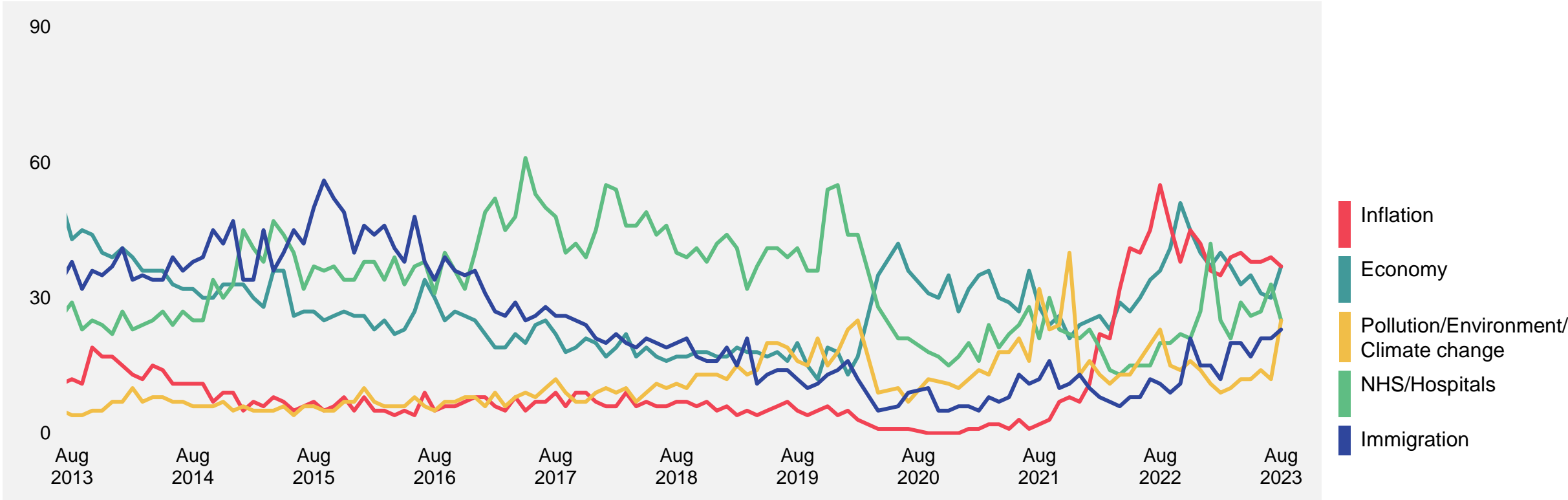
Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

Top five concerns for August 2023: trend data

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

Top mentions %



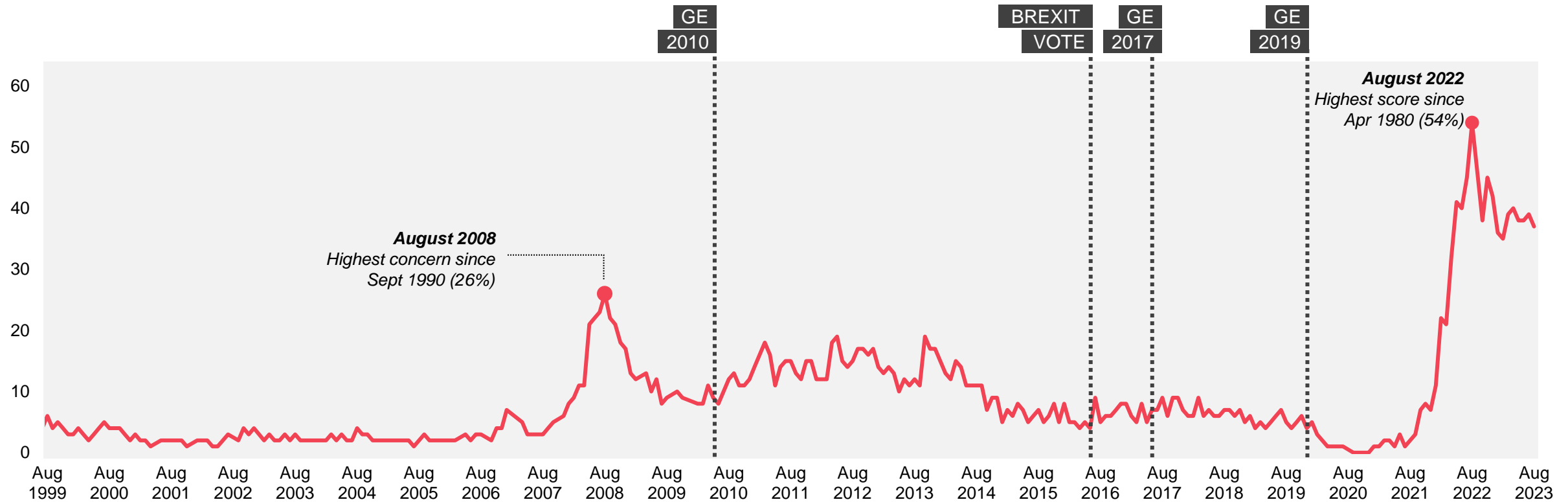
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices

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



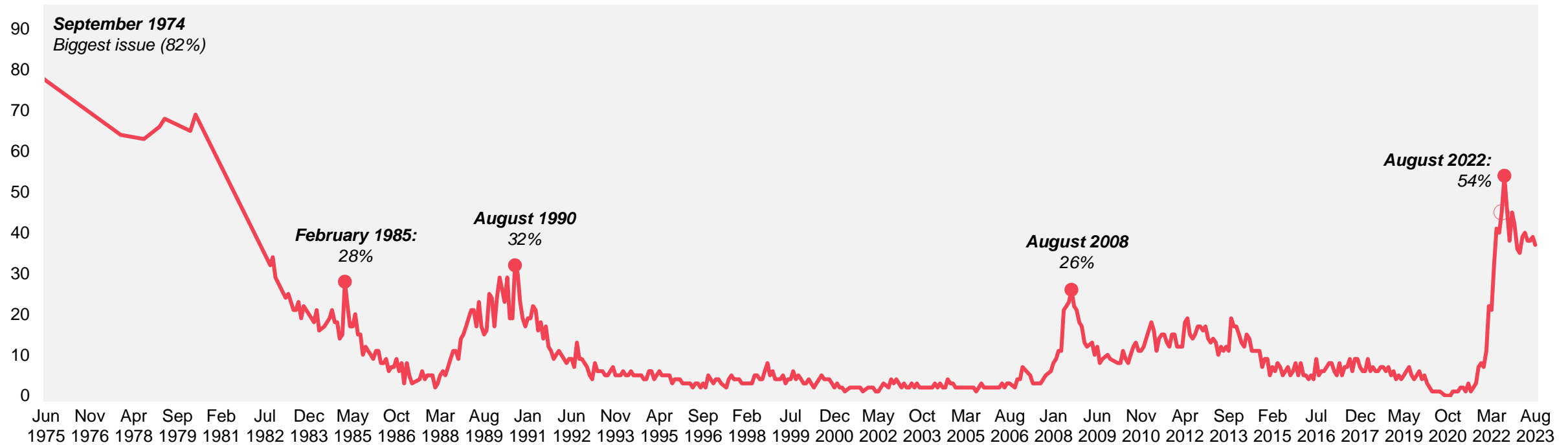
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices – concern since 1974

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

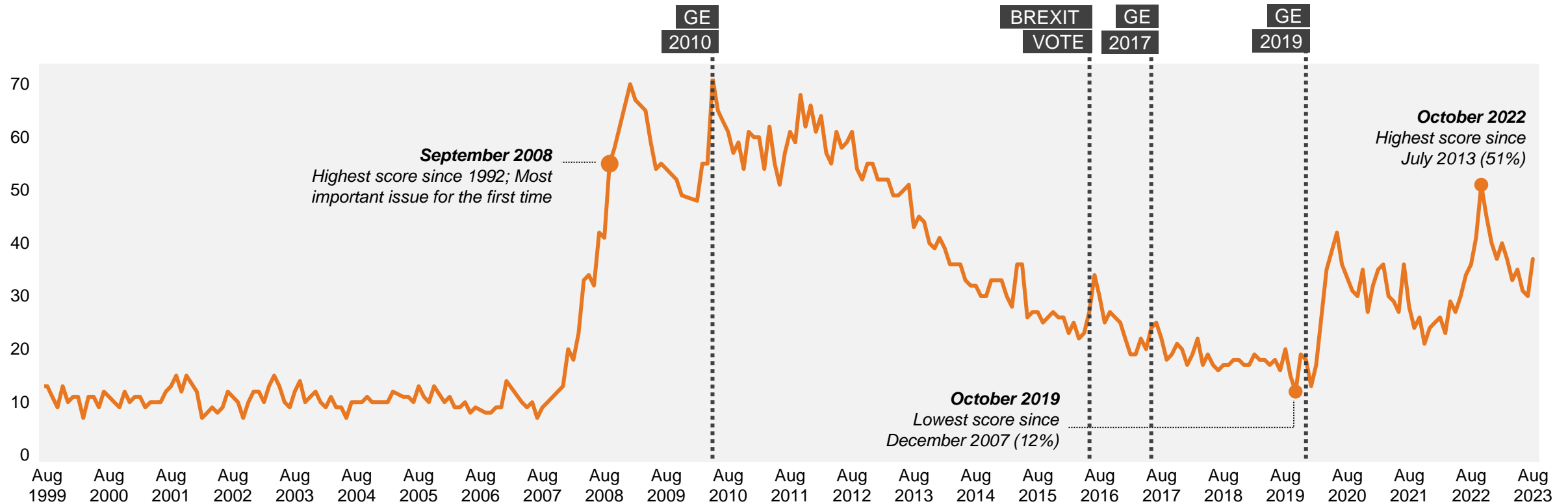


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

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

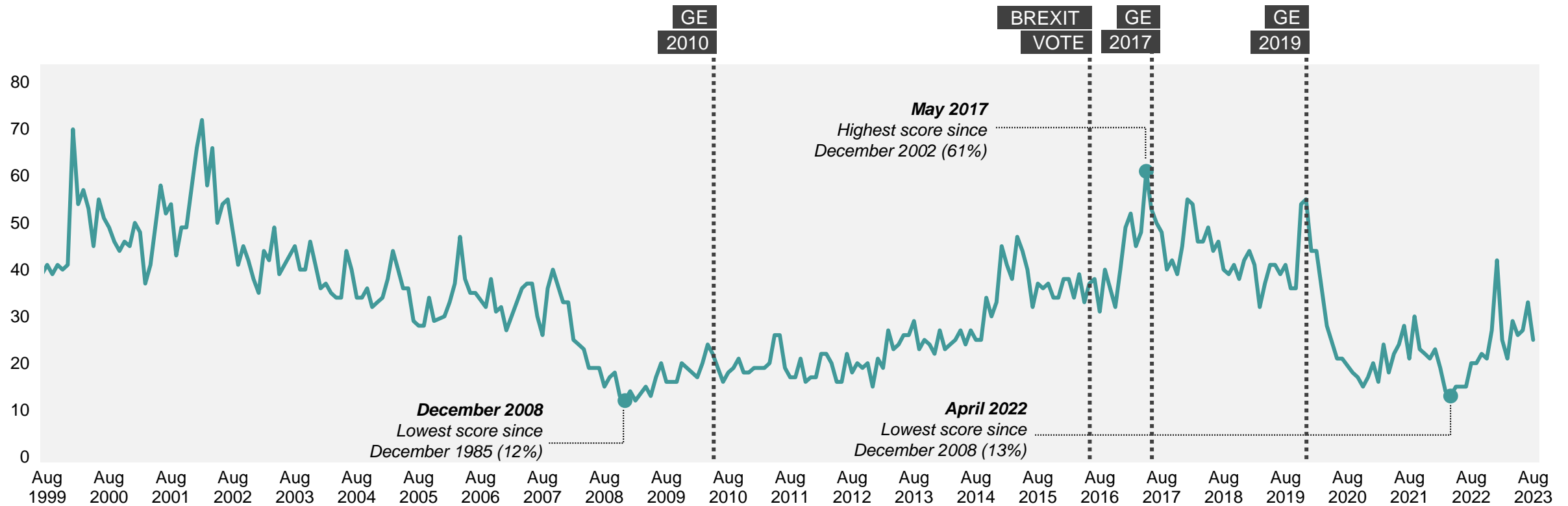


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS / Hospitals / Healthcare

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

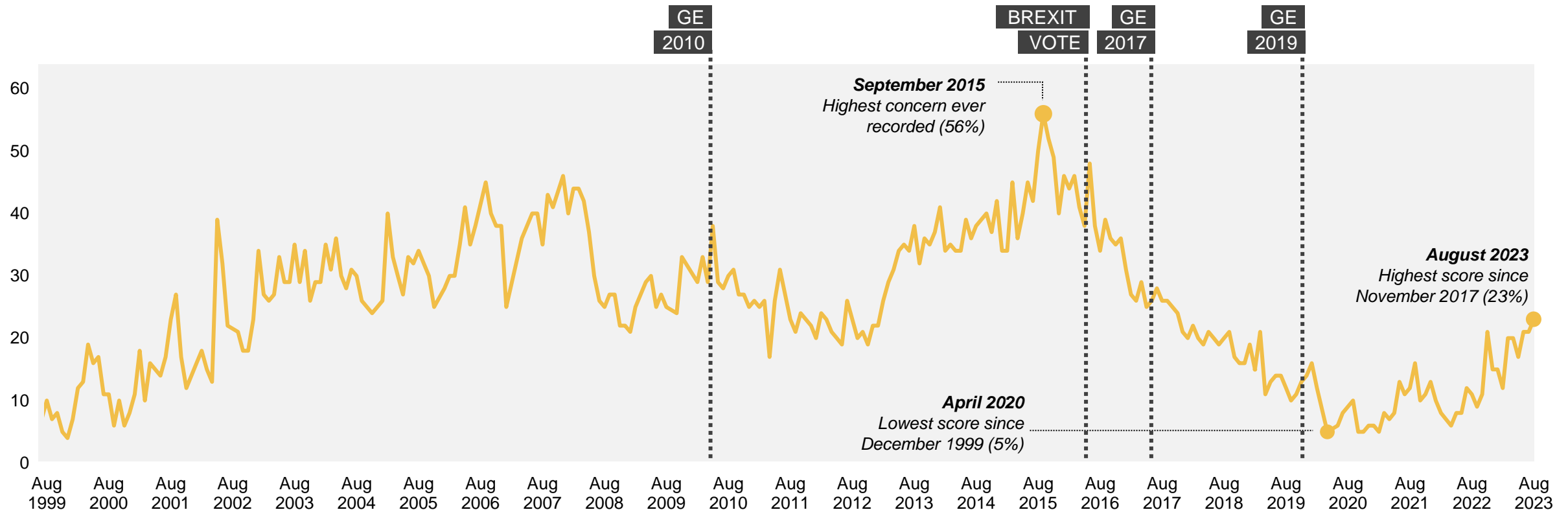


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration / Immigrants

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

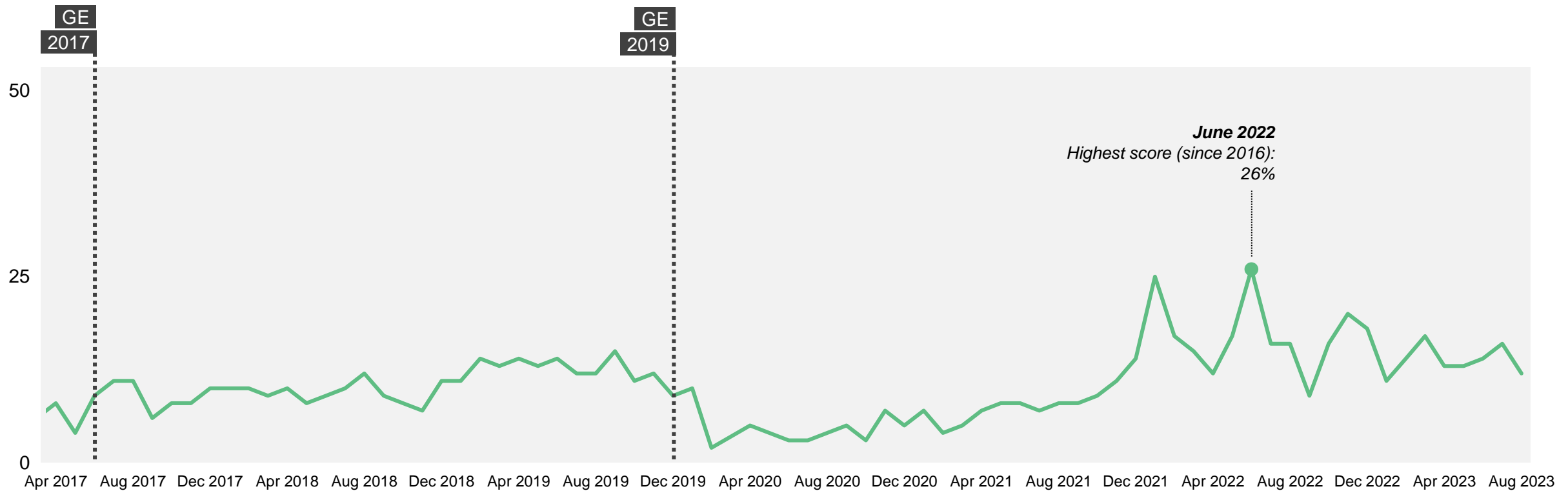


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

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

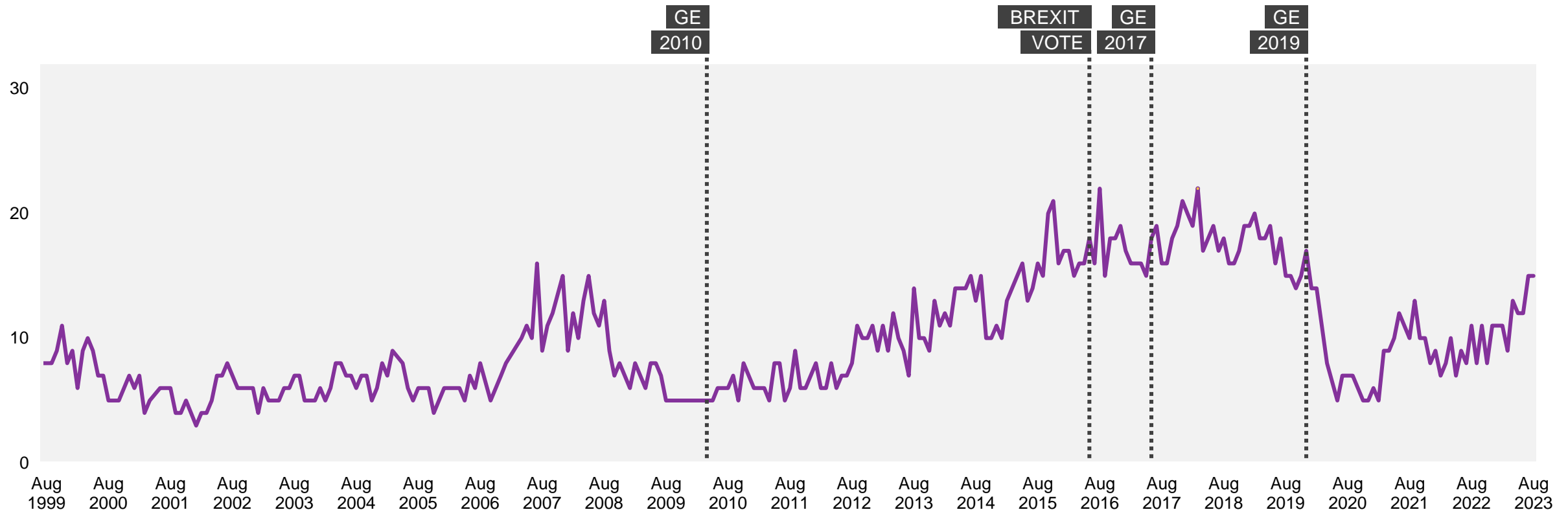


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

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

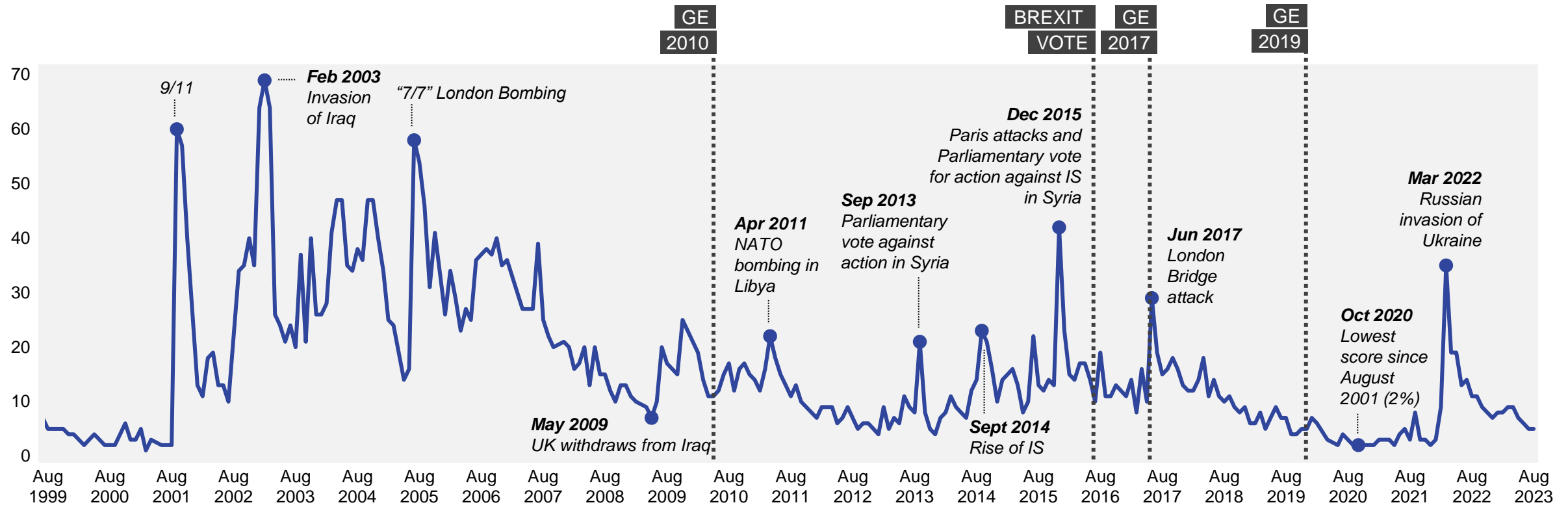


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence / Foreign Affairs / International terrorism

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

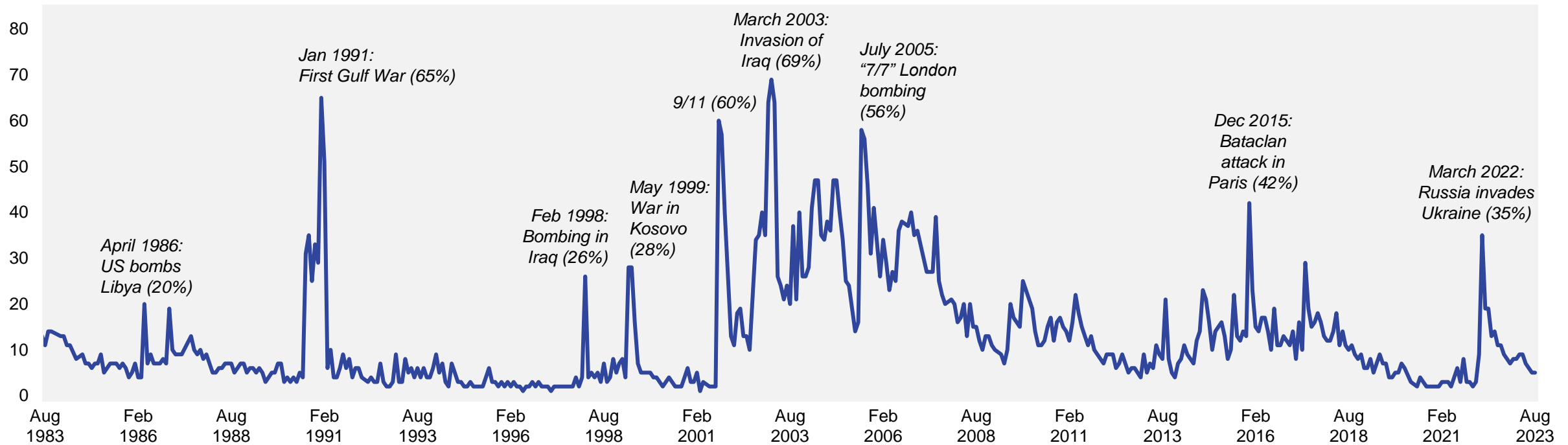


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/foreign affairs – concern since 1982

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

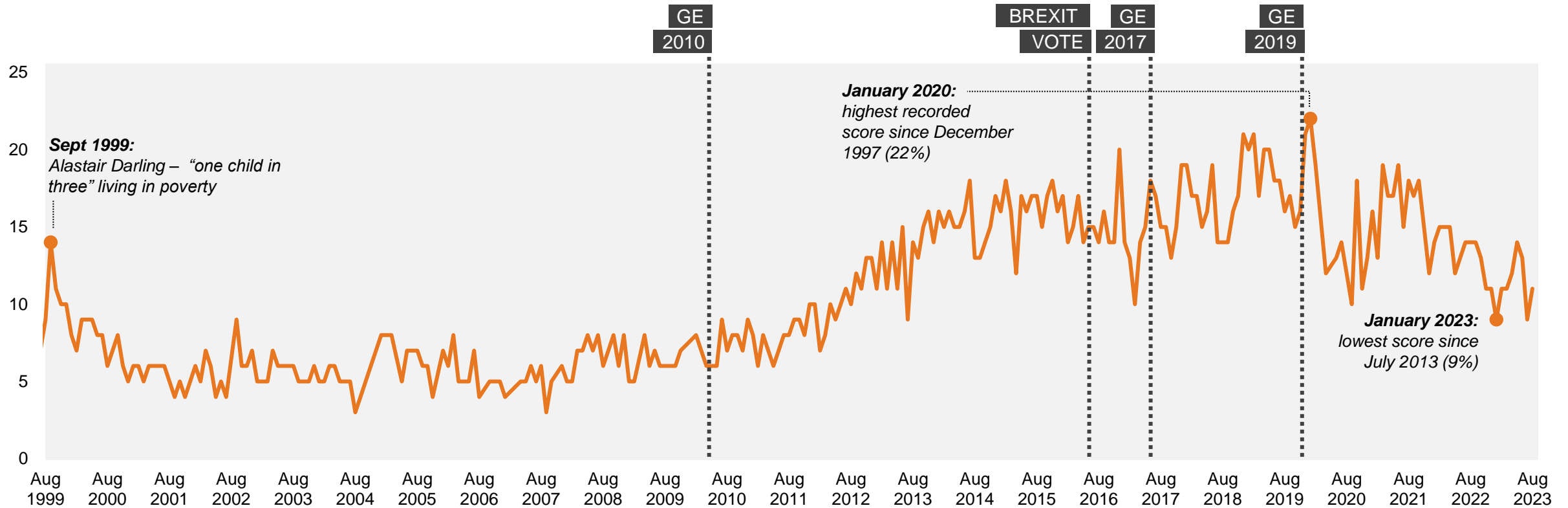


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/inequality

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

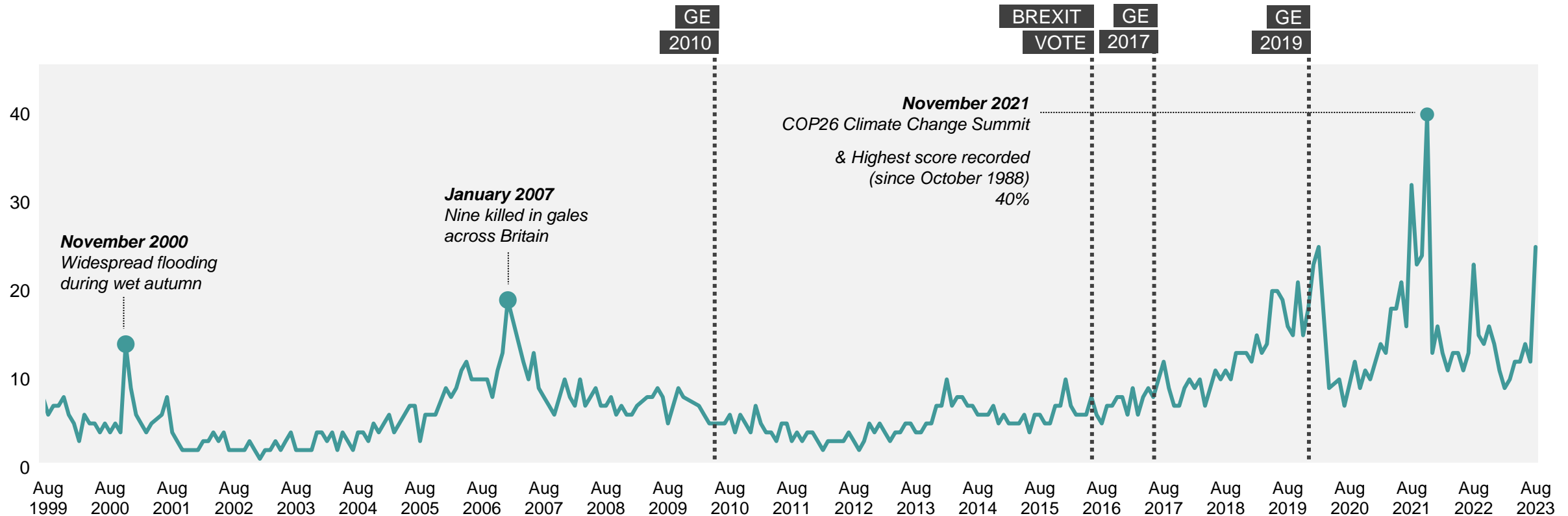


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution / Environment / Climate change

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

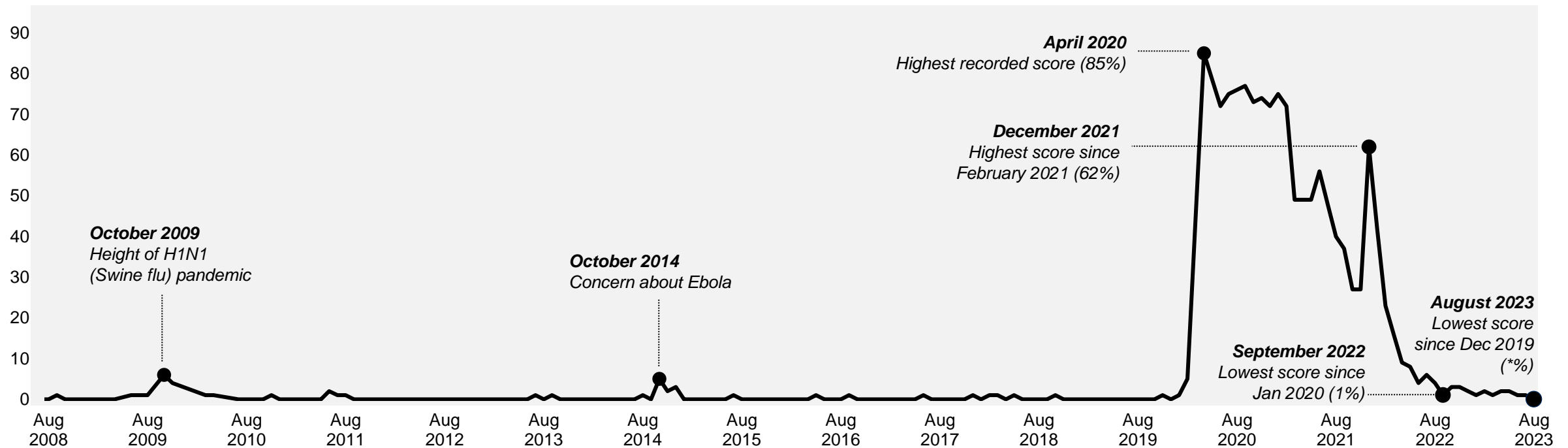


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

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

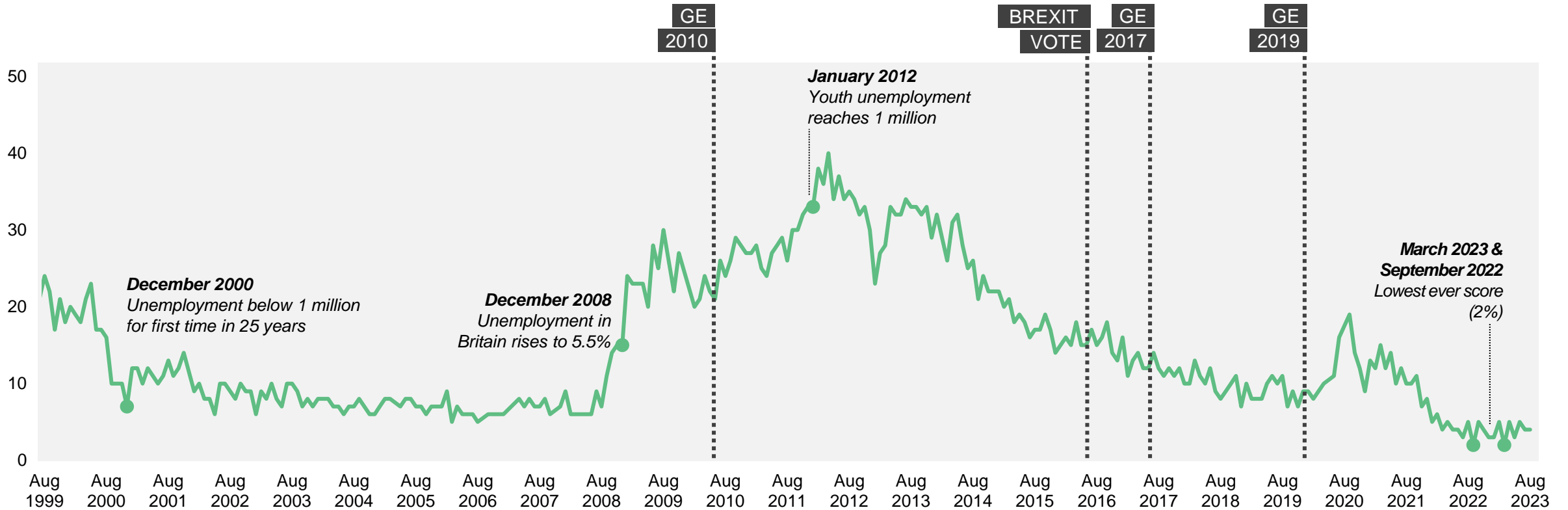


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

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

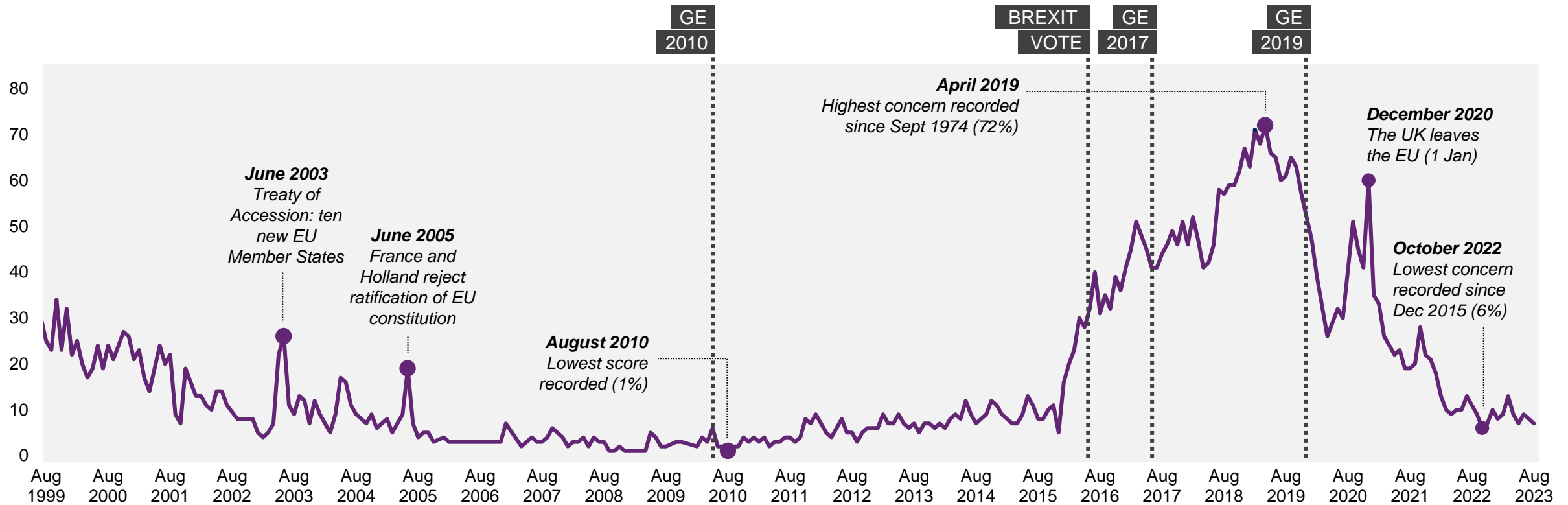


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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

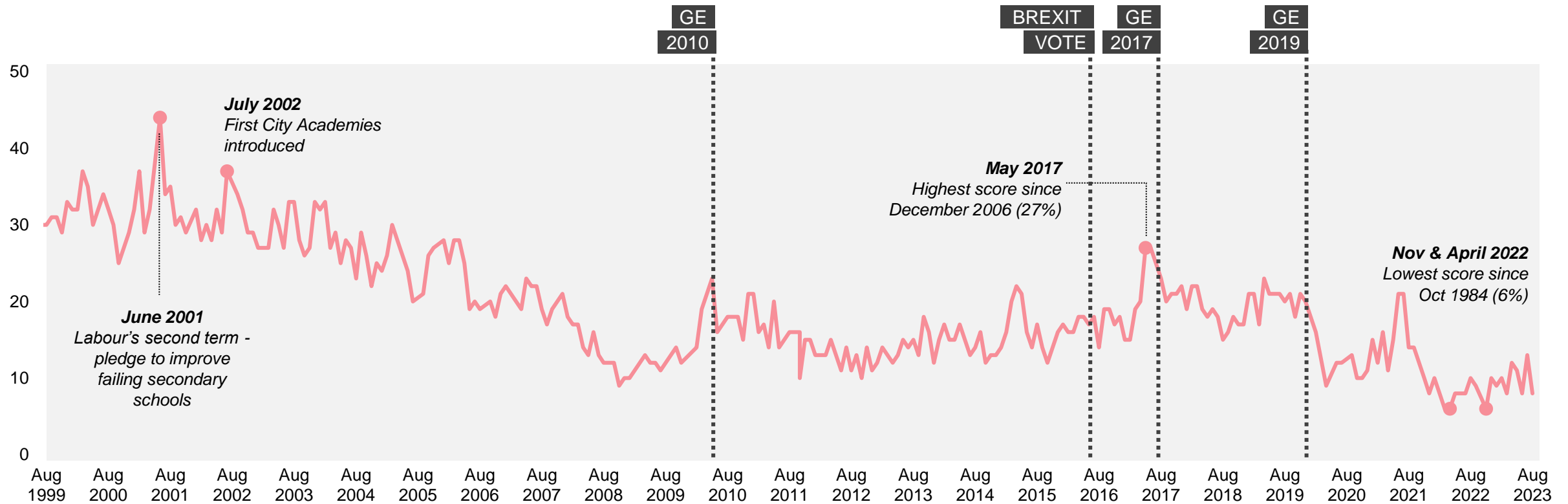


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education / Schools

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

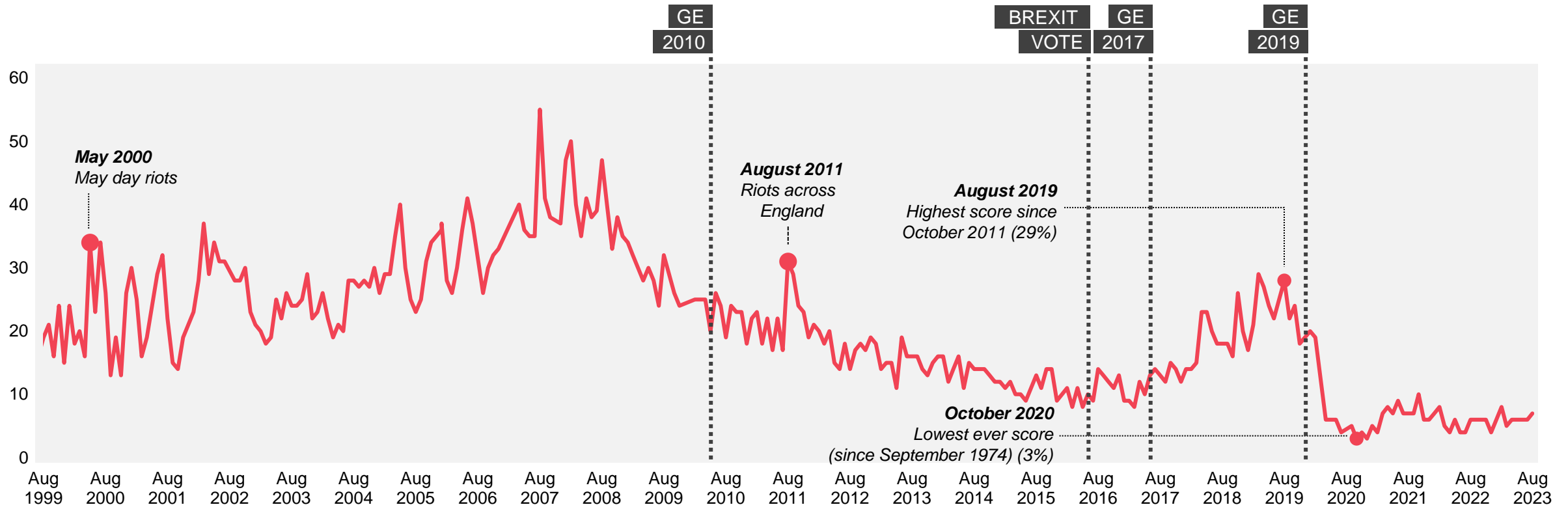


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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

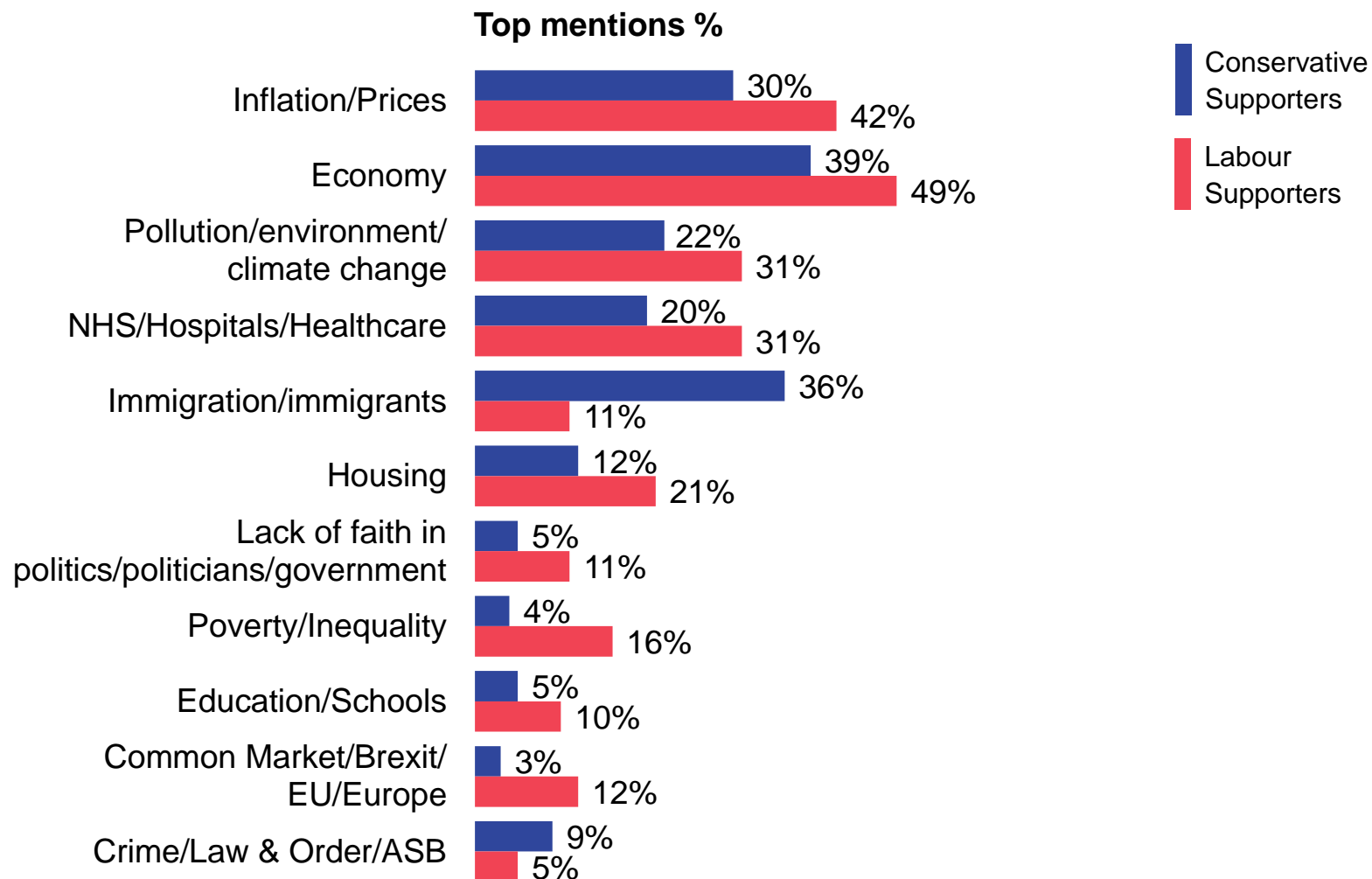


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

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

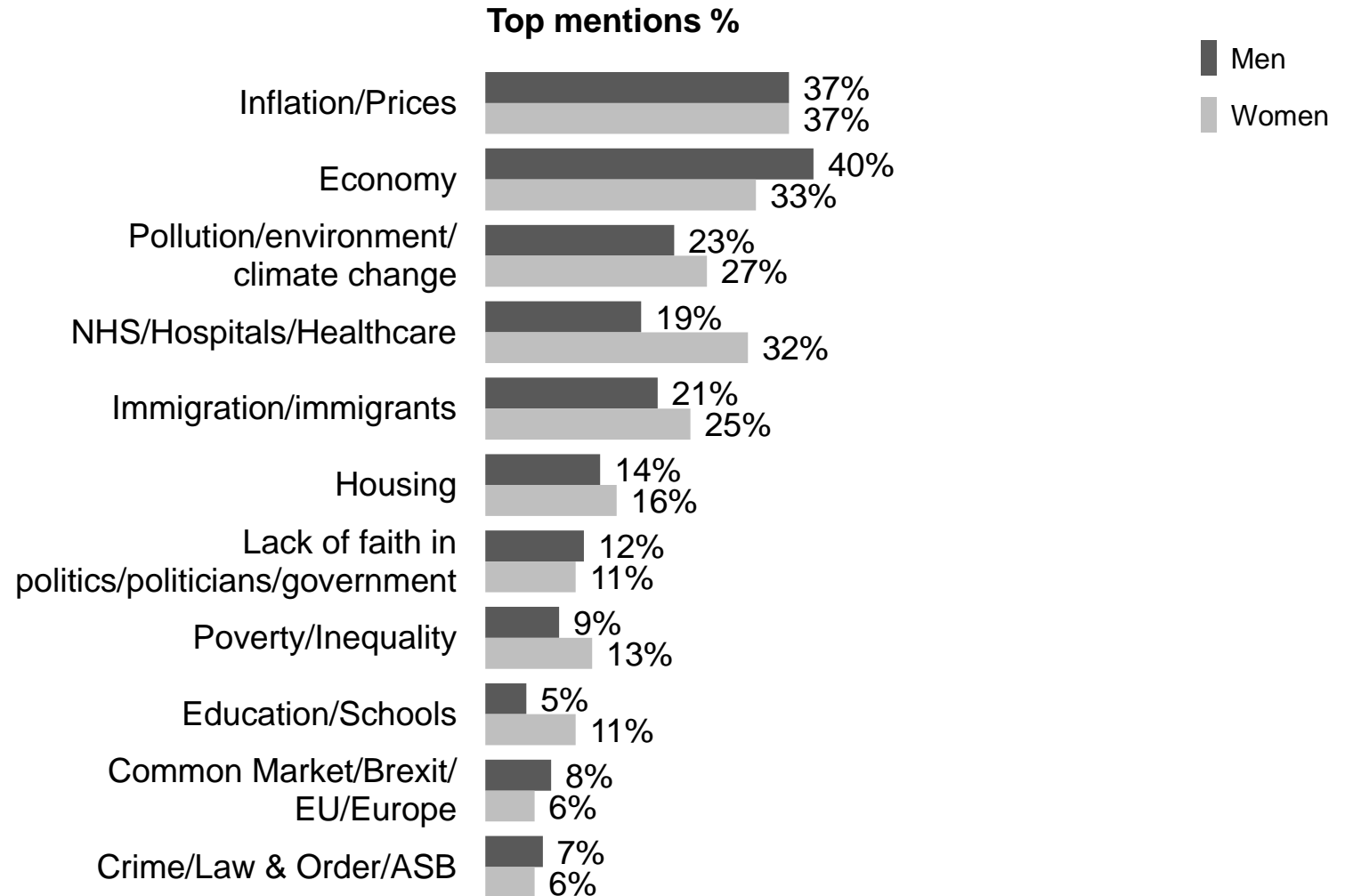


Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

Men and women

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

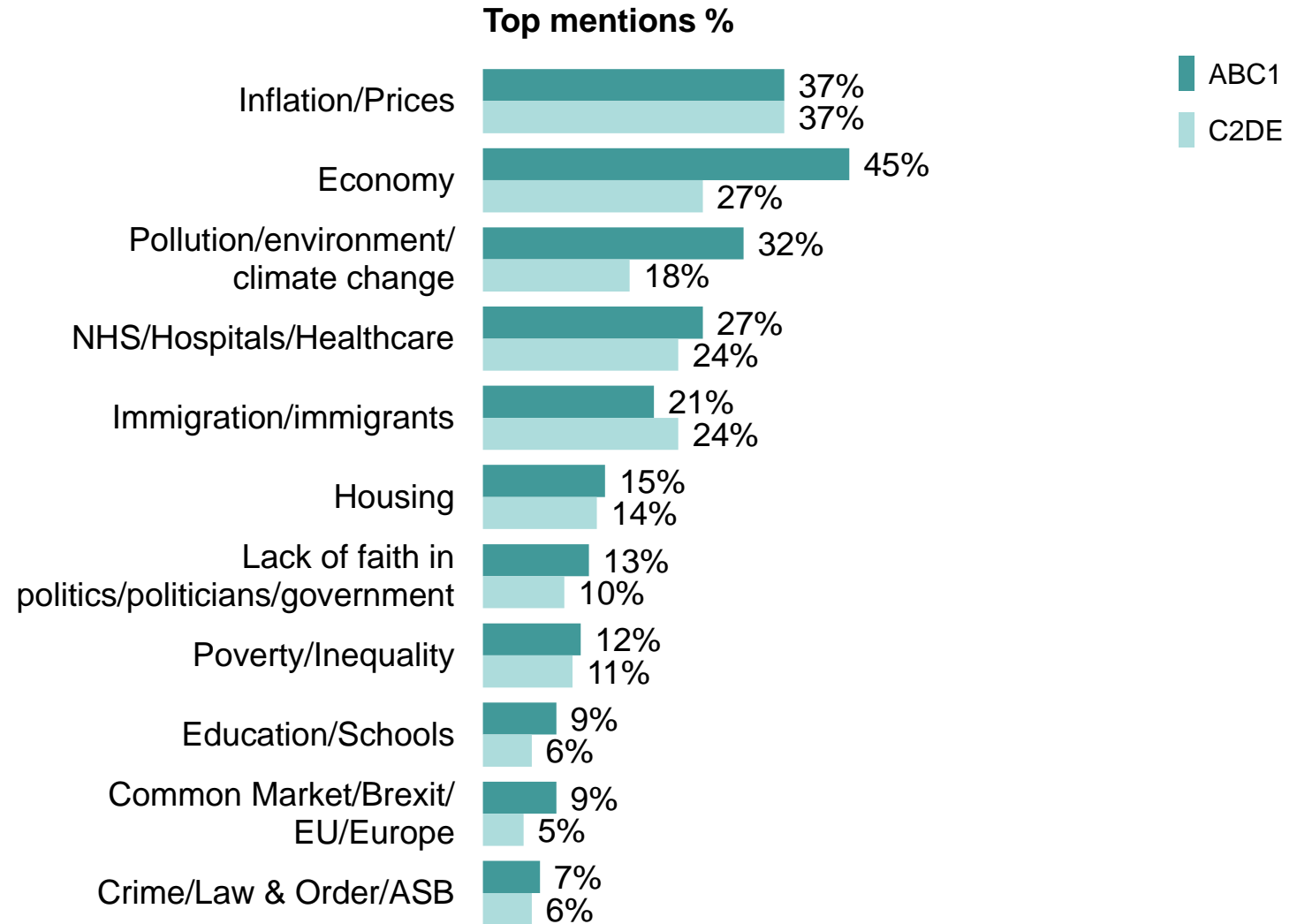


Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

Social grade

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

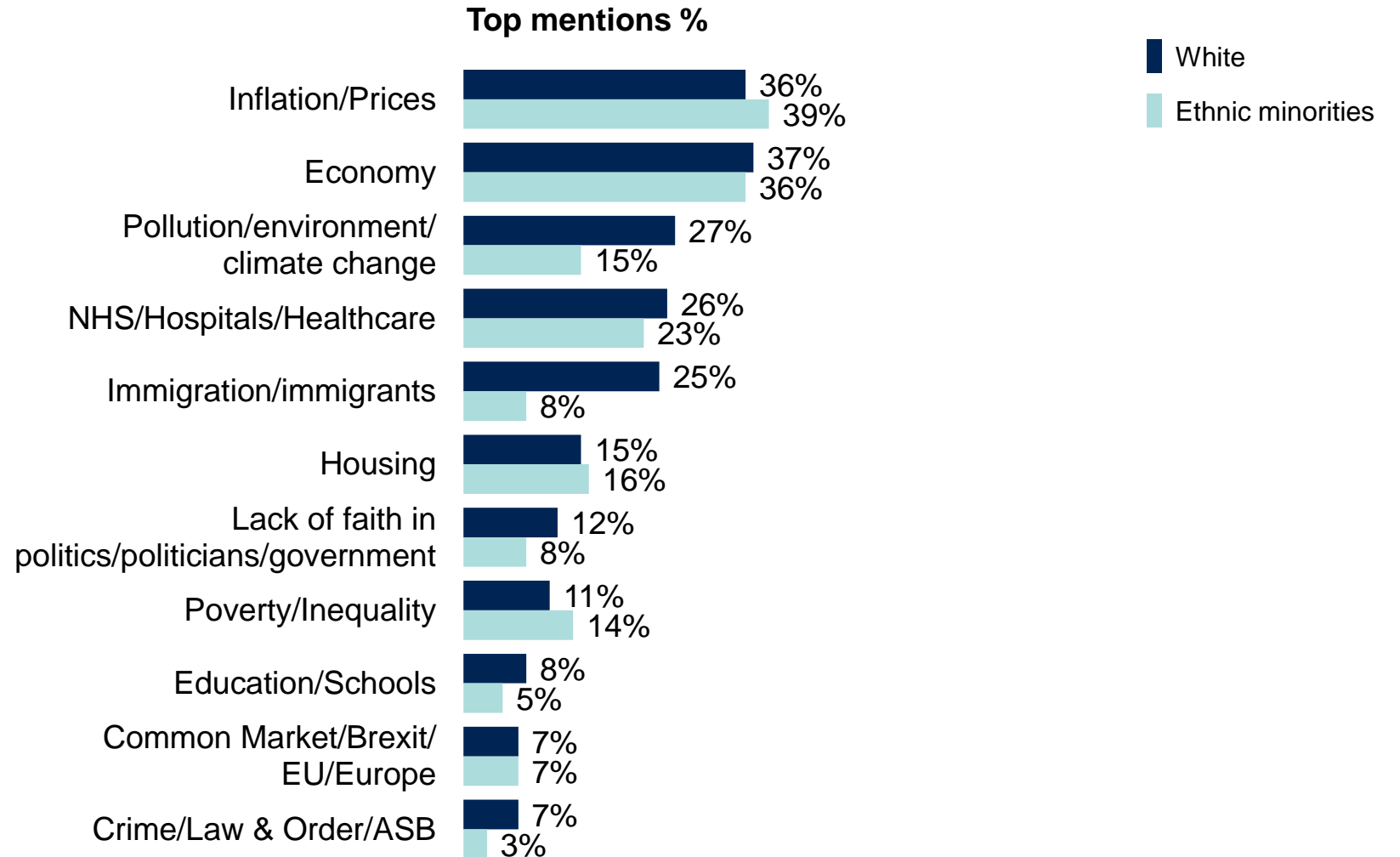


Source: Ipsos Issues Index

Base: 1,004 British adults 18+, 2 – 7 August 2023

Ethnic background

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

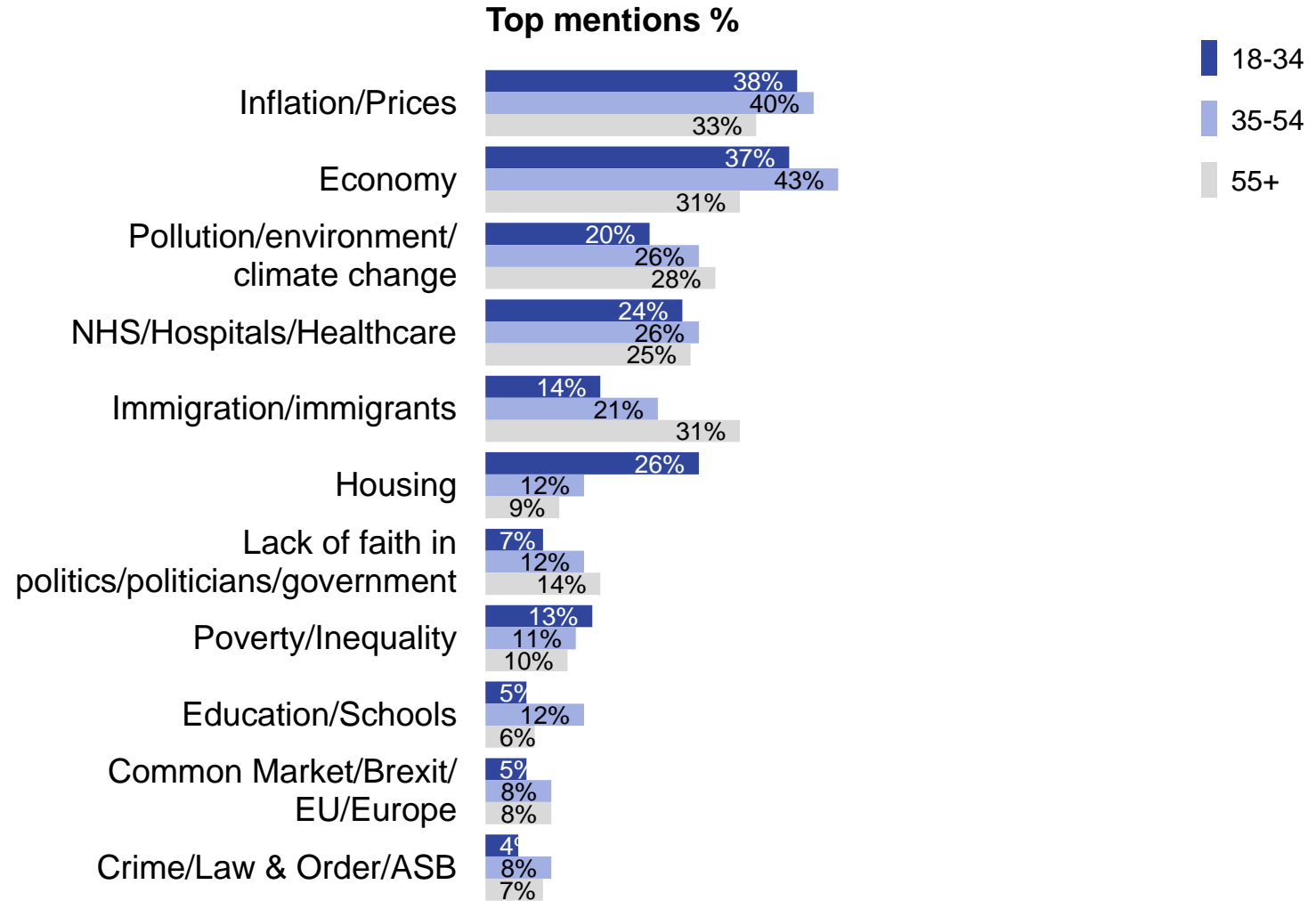


Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

Age group

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



Source: Ipsos Issues Index

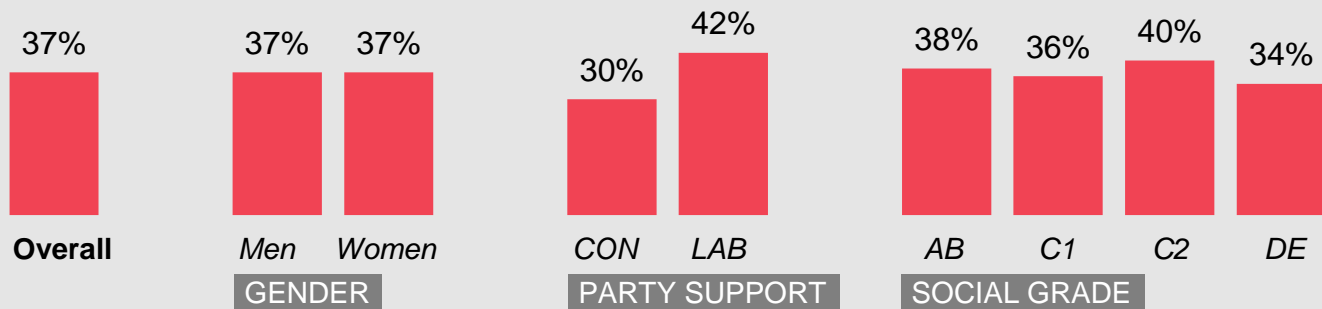
Base: 1,004 British adults 18+, 2 – 7 August 2023



Concern about inflation/prices by subgroup

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

Concern by key demographic groups:

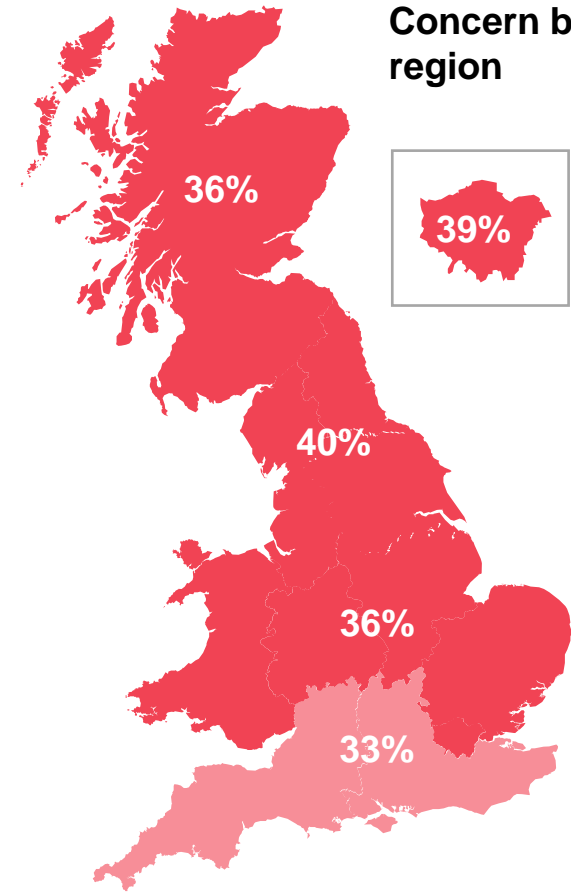


Concern by age:



Base: 1,004 British adults 18+, 2 – 7 August 2023

Concern by region

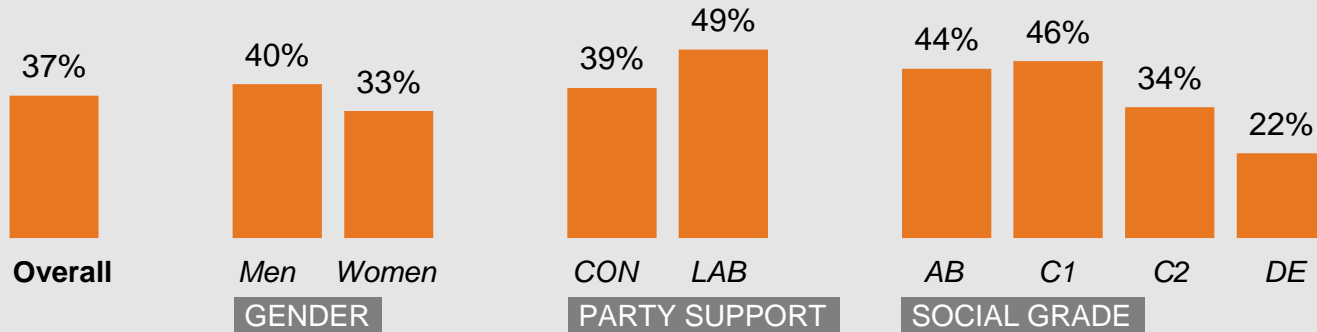


Source: Ipsos Issues Index

Concern about the economy by subgroup

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

Concern by key demographic groups:

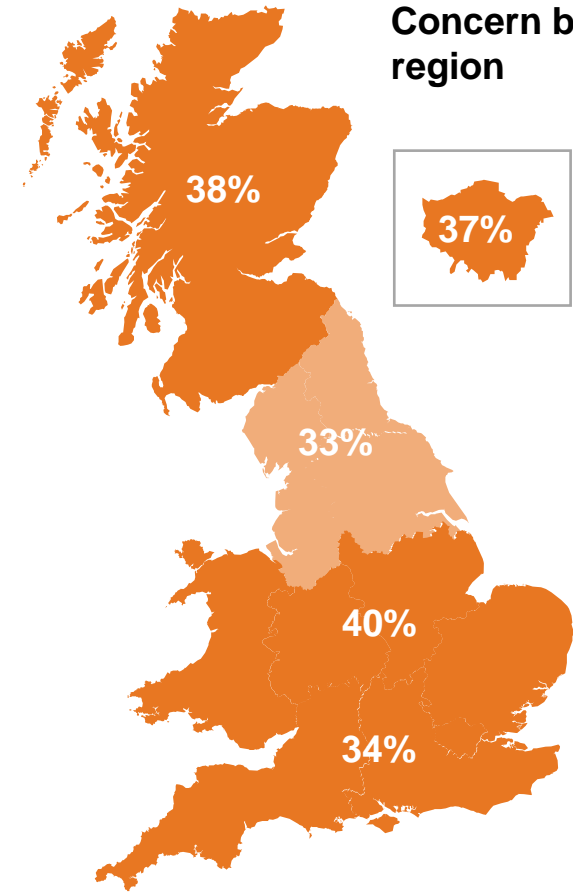


Concern by age:



Base: 1,004 British adults 18+, 2 – 7 August 2023

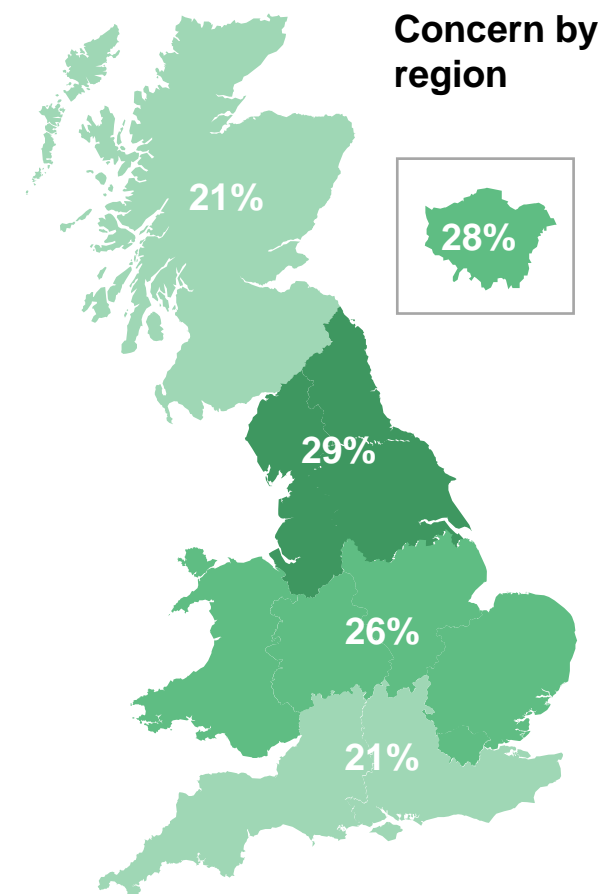
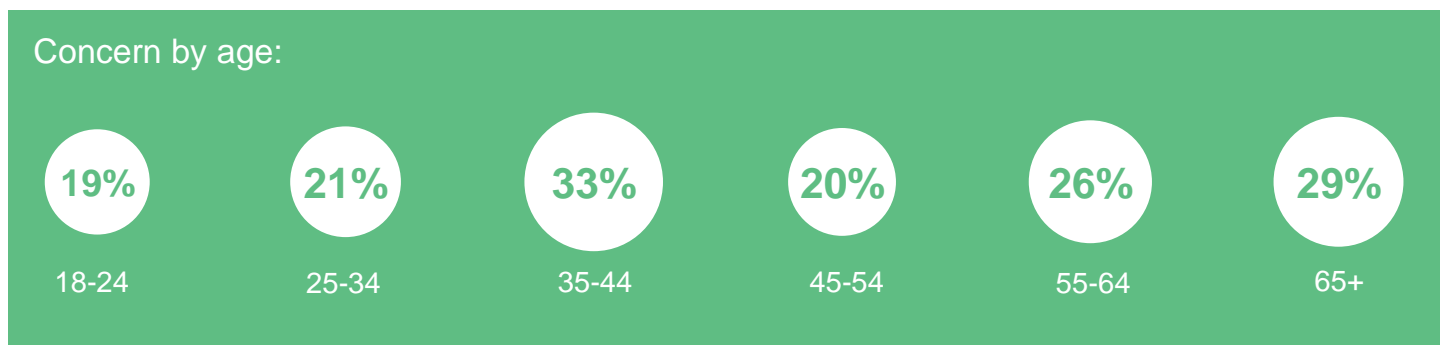
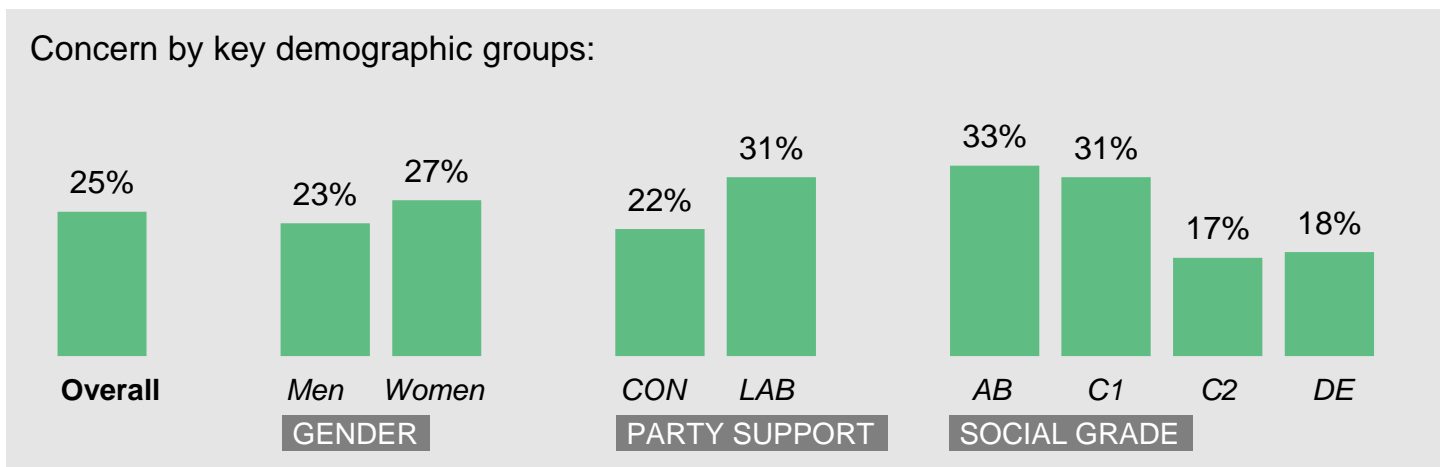
Concern by region



Source: Ipsos Issues Index

Concern about the environment by subgroup

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



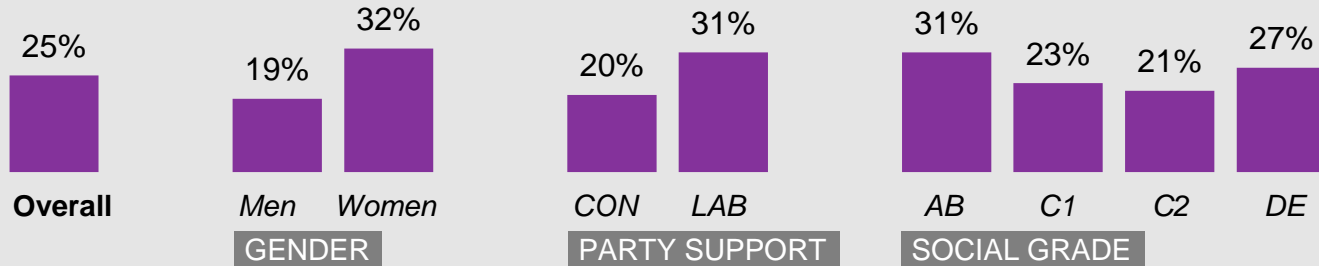
Base: 1,004 British adults 18+, 2 – 7 August 2023

Source: Ipsos Issues Index

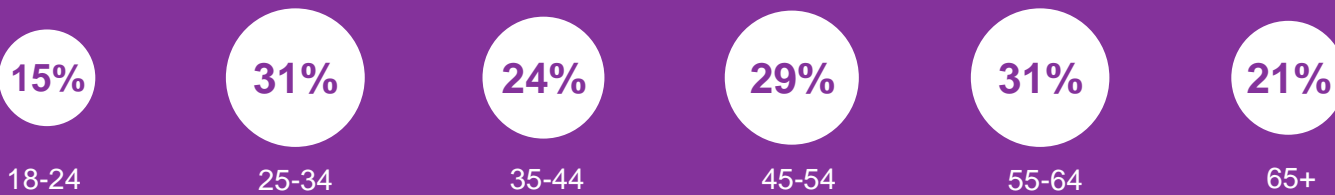
Concern about the NHS by subgroup

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

Concern by key demographic groups:

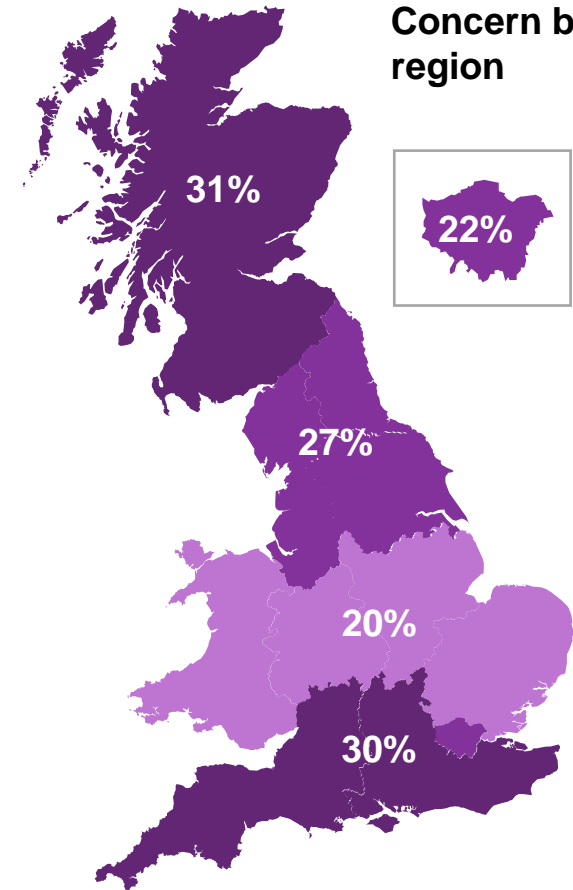


Concern by age:



Base: 1,004 British adults 18+, 2 – 7 August 2023

Concern by region

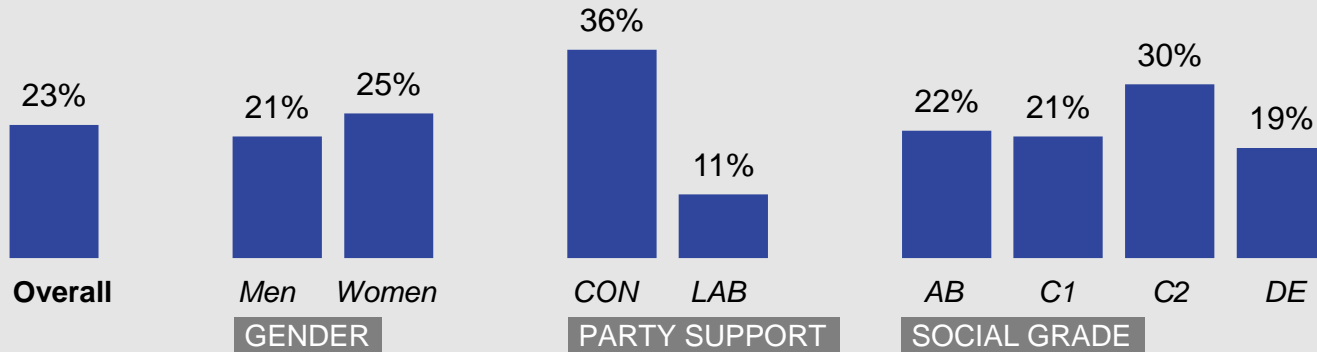


Source: Ipsos Issues Index

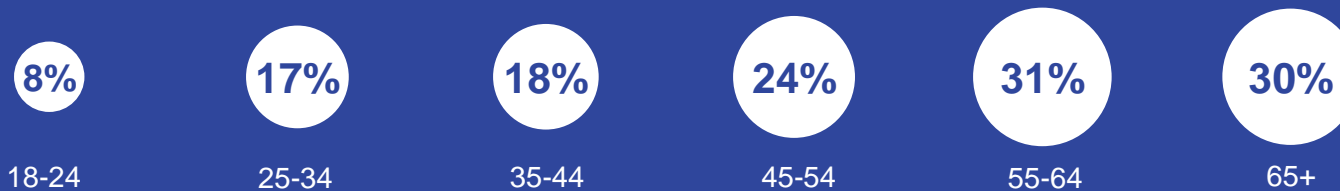
Concern about immigration by subgroup

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

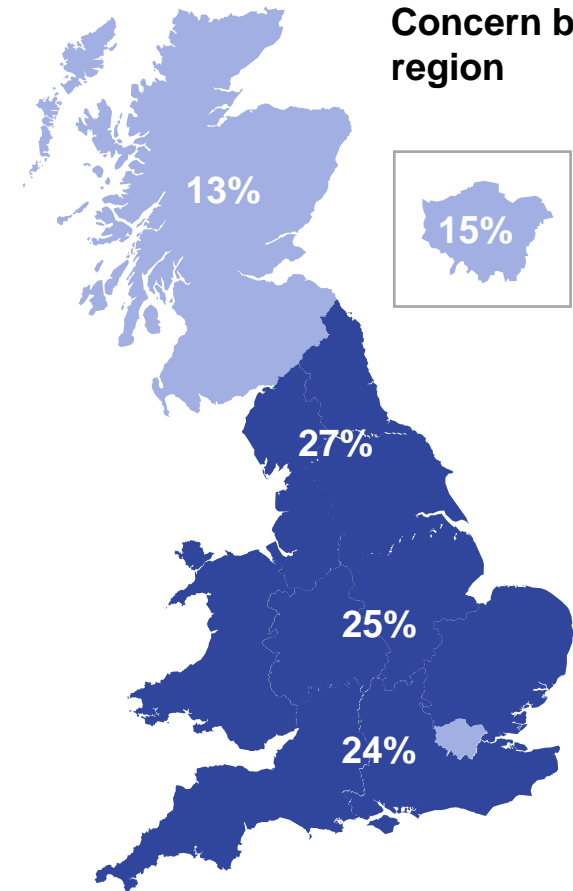
Concern by key demographic groups:



Concern by age:



Concern by region

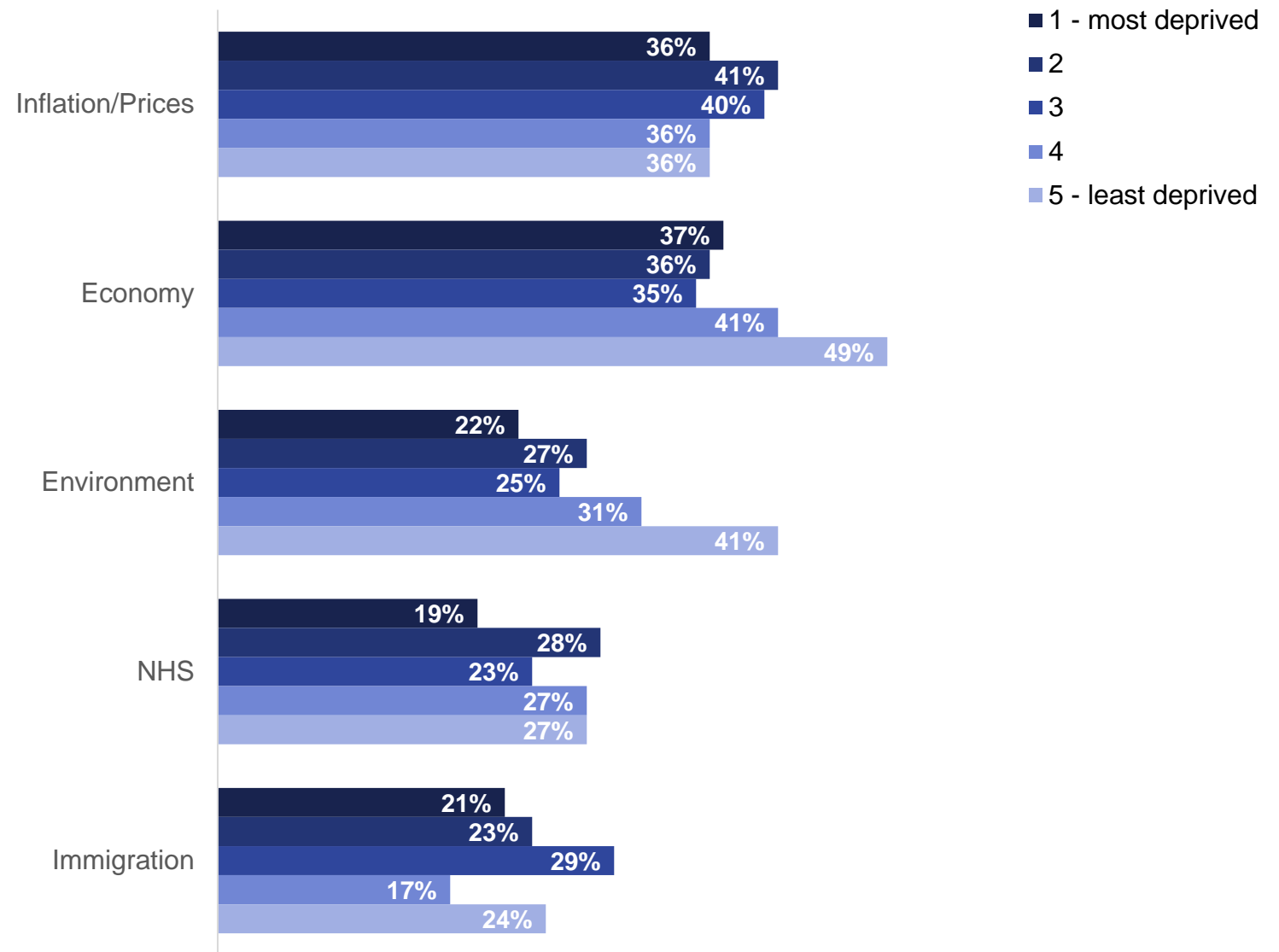


Base: 1,004 British adults 18+, 2 – 7 August 2023

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: 1,004 British adults 18+, 2 – 7 August 2023

IPSOS ISSUES INDEX

August 2023

For more information contact:

Gideon.Skinner@ipsos.com

Michael.Clemence@ipsos.com