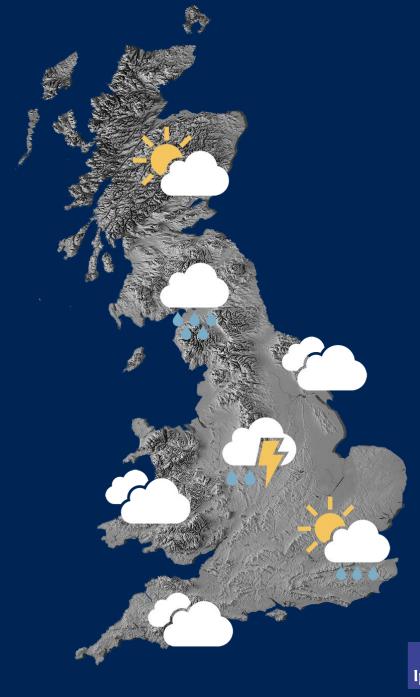
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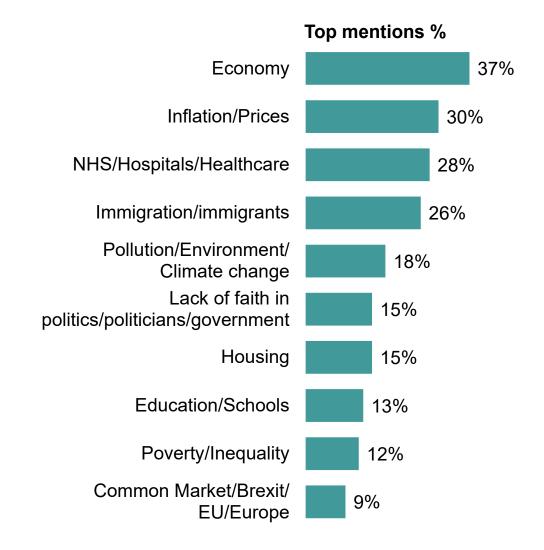
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September 2023

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



Base: 1,007 British adults 18+, 13 – 19 September 2023

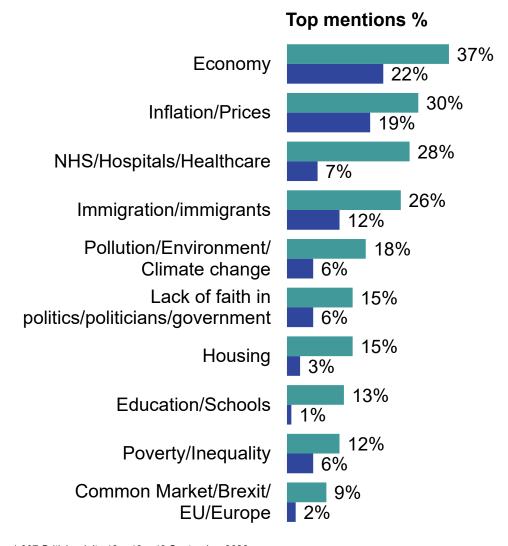
% **Position** +3 +3 -7 +3 +5 +2

Change since August:



September 2023

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



Most/other important issues

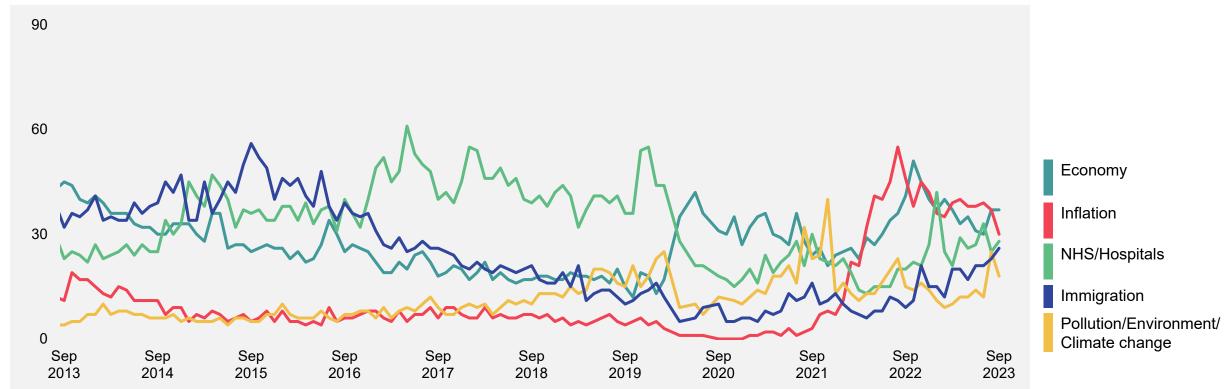
Most important issue



Top five concerns for September 2023: trend data

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

Top mentions %

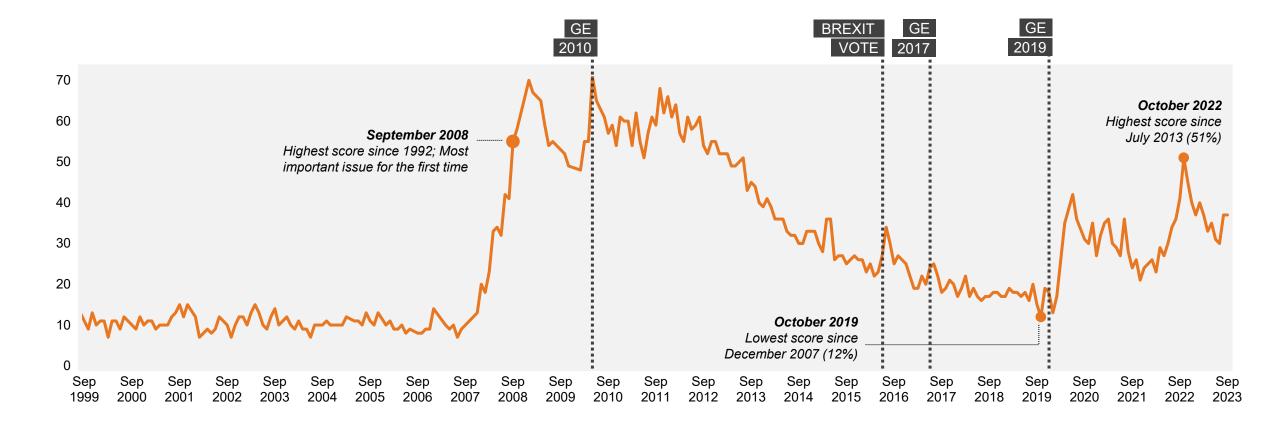


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Economy / Economic situation

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

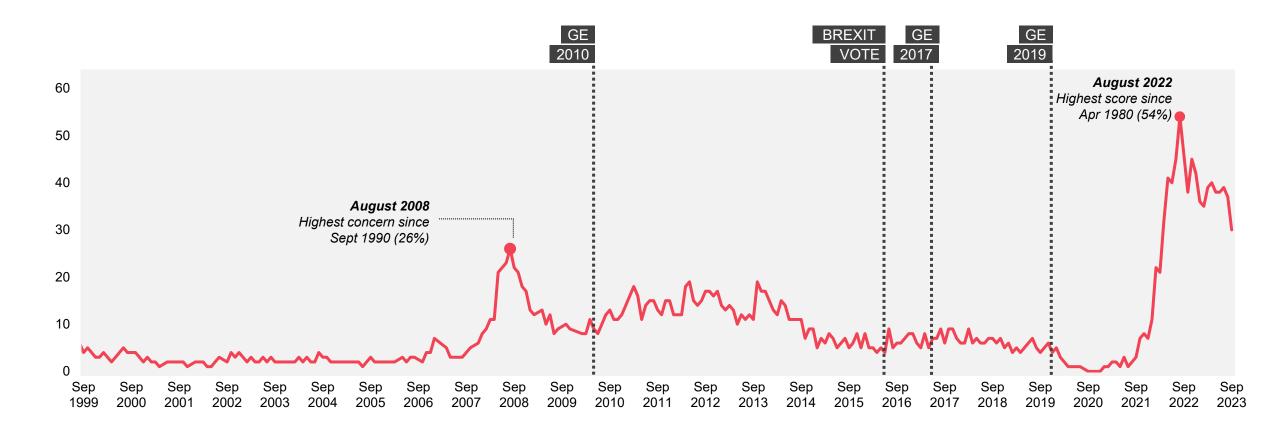


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices

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

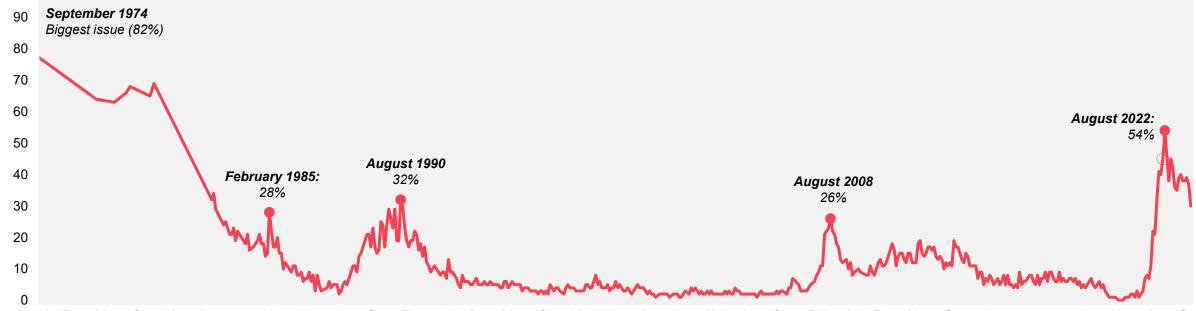


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices – concern since 1974

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



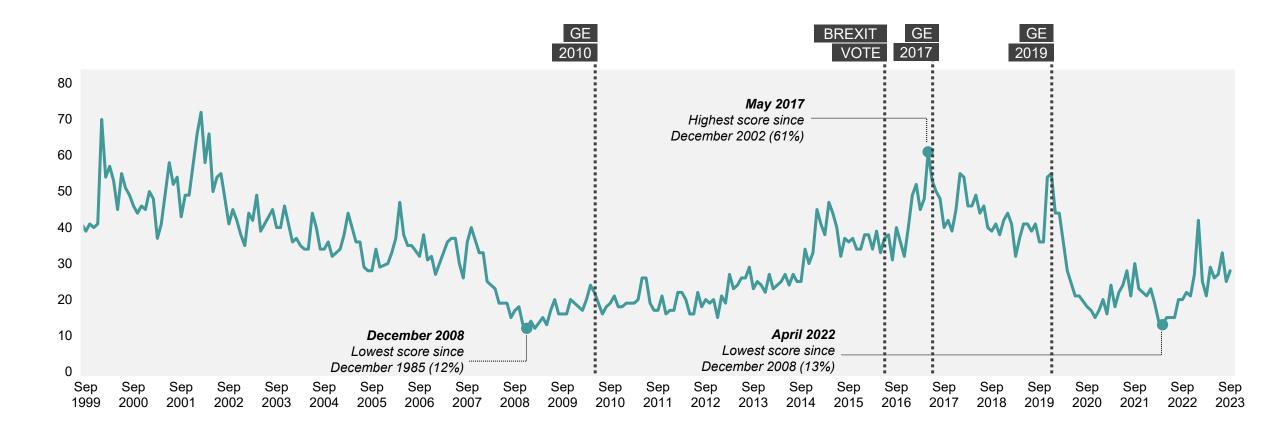
Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep 1975 1976 1978 1979 1981 1982 1984 1985 1986 1988 1989 1991 1992 1993 1995 1996 1998 1999 2001 2002 2003 2005 2006 2008 2009 2010 2012 2013 2015 2016 2018 2019 2020 2022 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



NHS / Hospitals / Healthcare

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

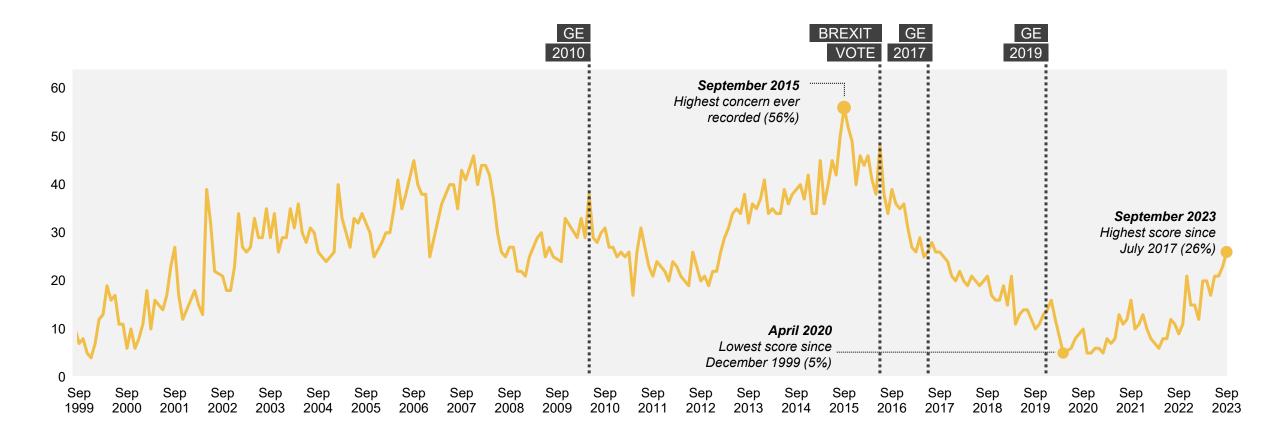


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Ipsos

Immigration / Immigrants

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

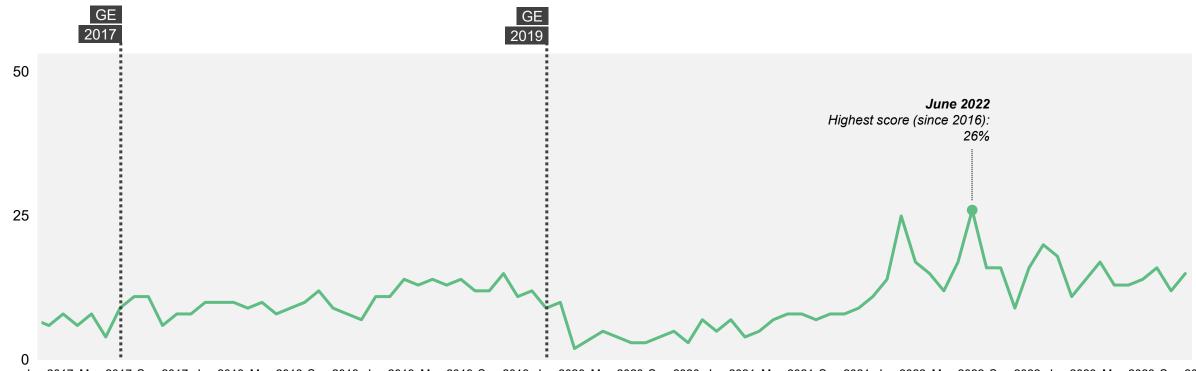


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Lack of faith in politicians/politics

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



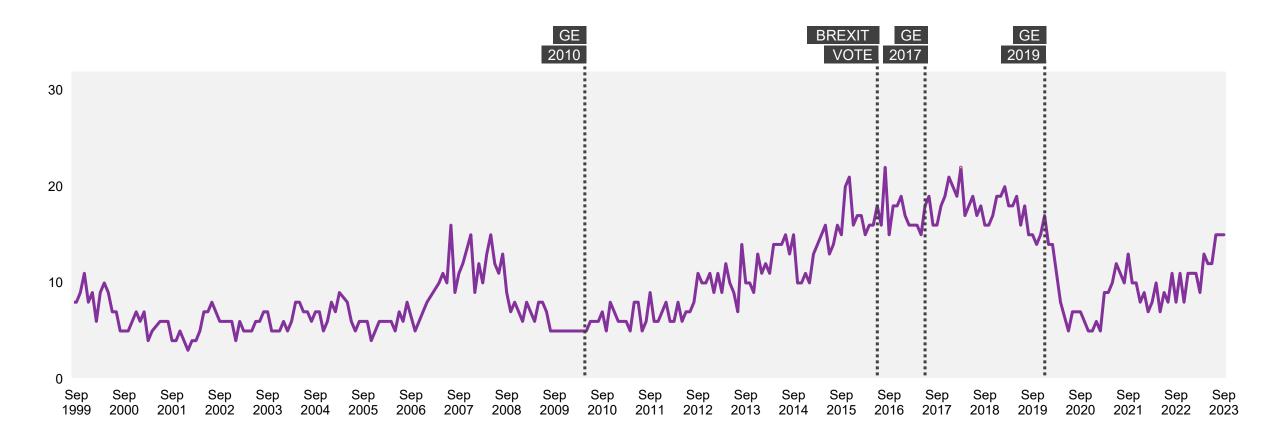
Jan 2017 May 2017 Sep 2017 Jan 2018 May 2018 Sep 2018 Jan 2019 May 2019 Sep 2019 Jan 2020 May 2020 Sep 2020 Jan 2021 May 2021 Sep 2021 Jan 2022 Sep 2022 Jan 2023 May 2023 Sep 2023

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?

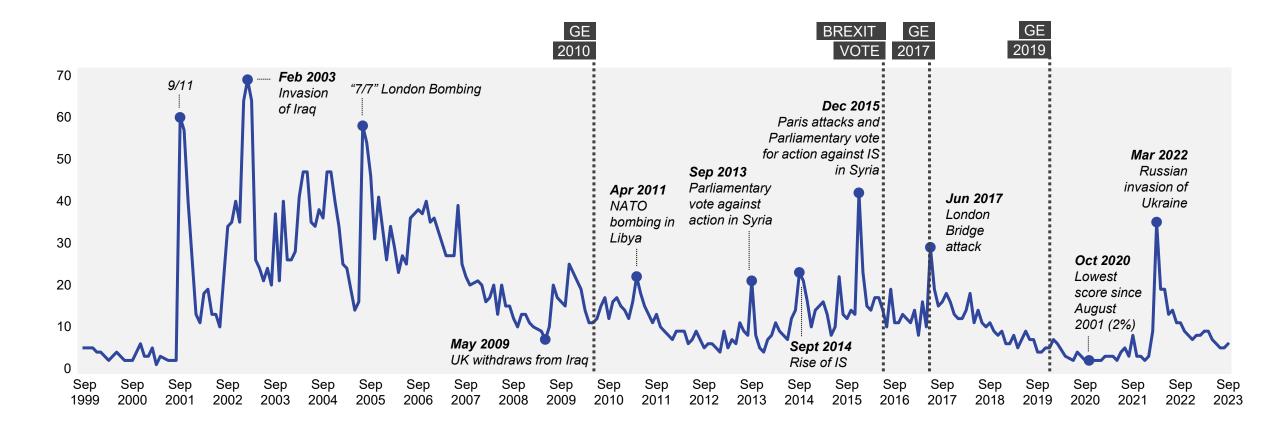


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence / Foreign Affairs / International terrorism

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

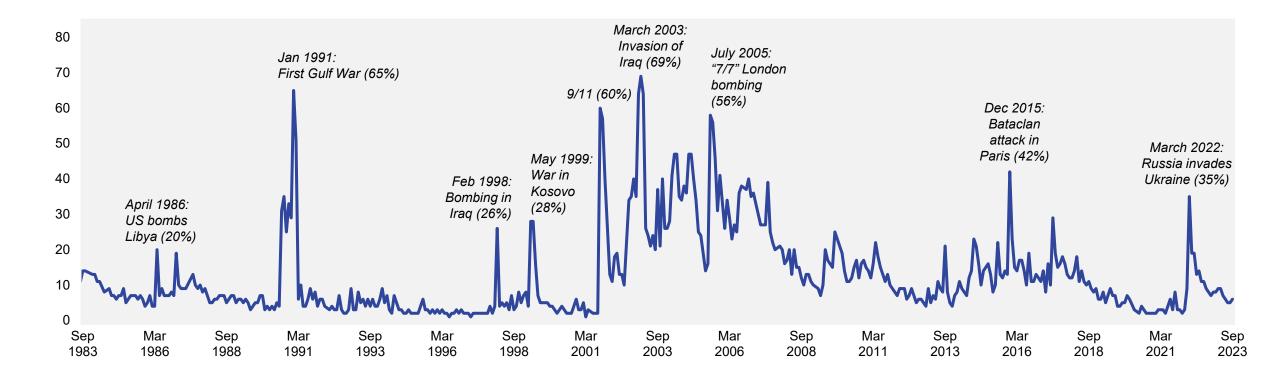


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence/foreign affairs – concern since 1982

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

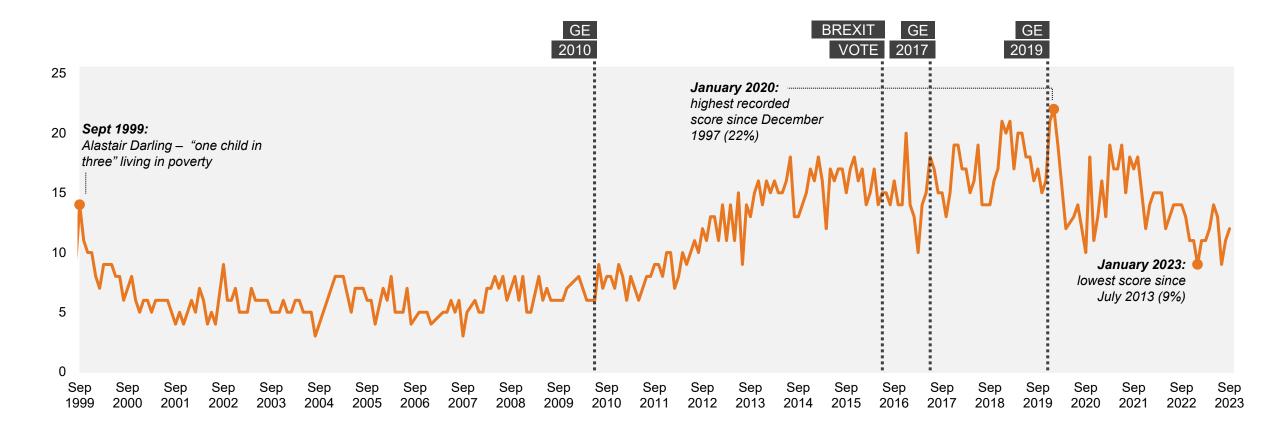


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Poverty/inequality

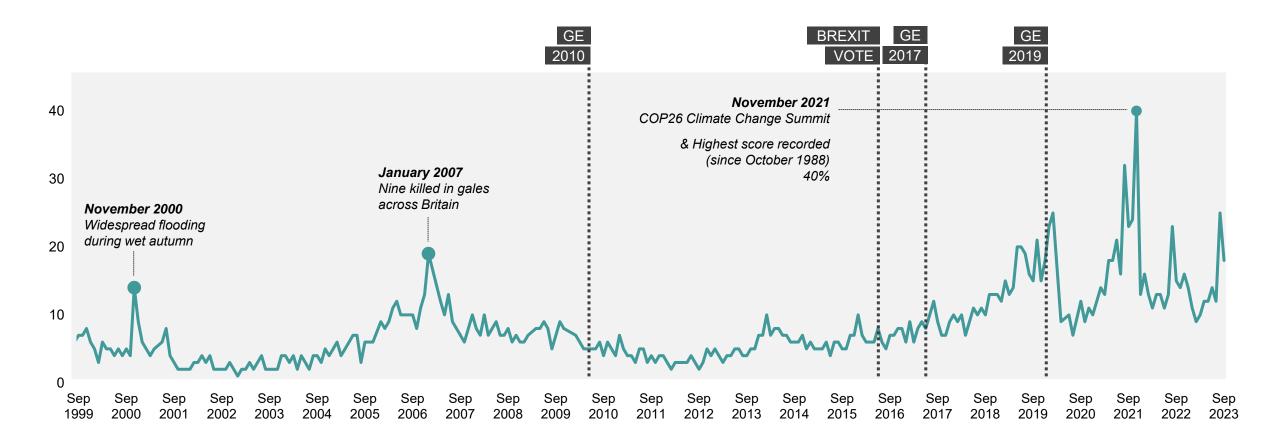
What do you see as the most/other important issues facing Britain today?



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?

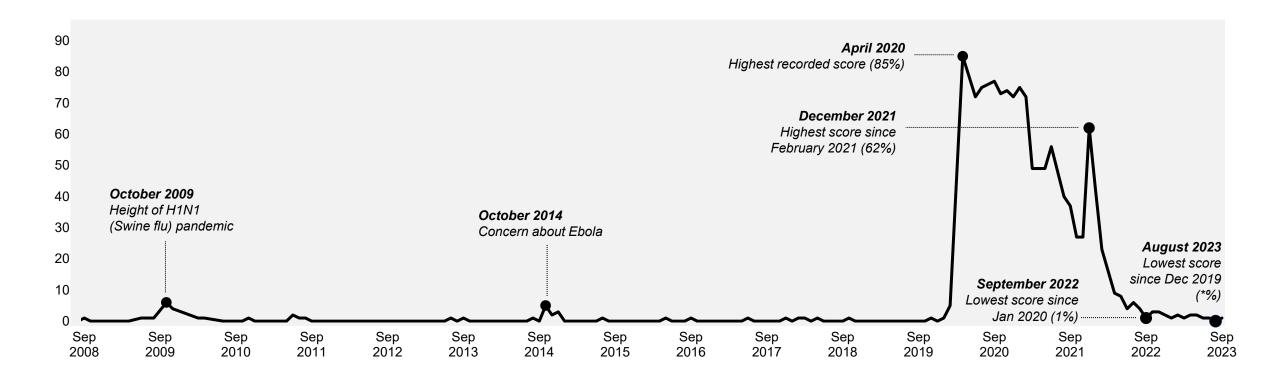


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

lpsos

Coronavirus/Pandemic diseases

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

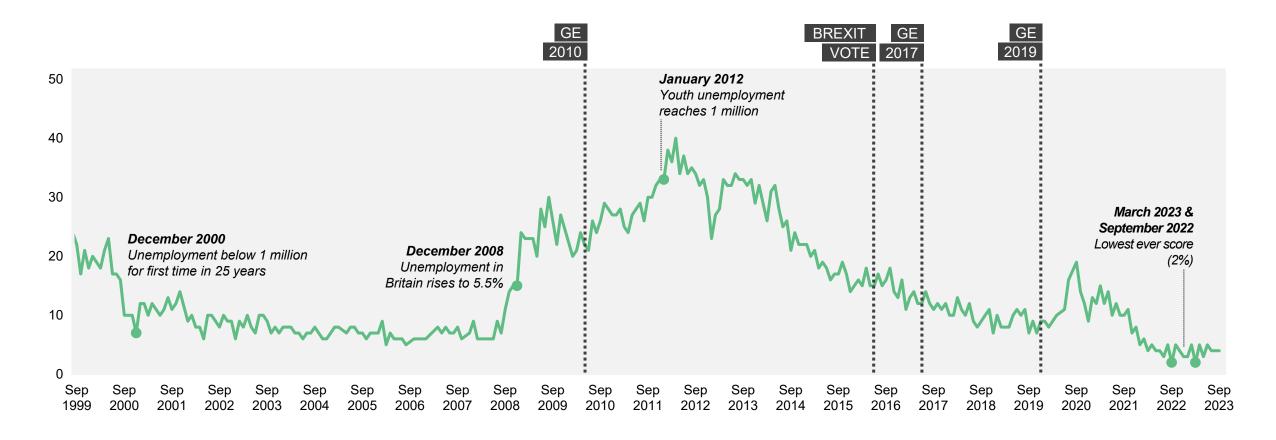


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Unemployment / Factory closure / Lack of industry

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

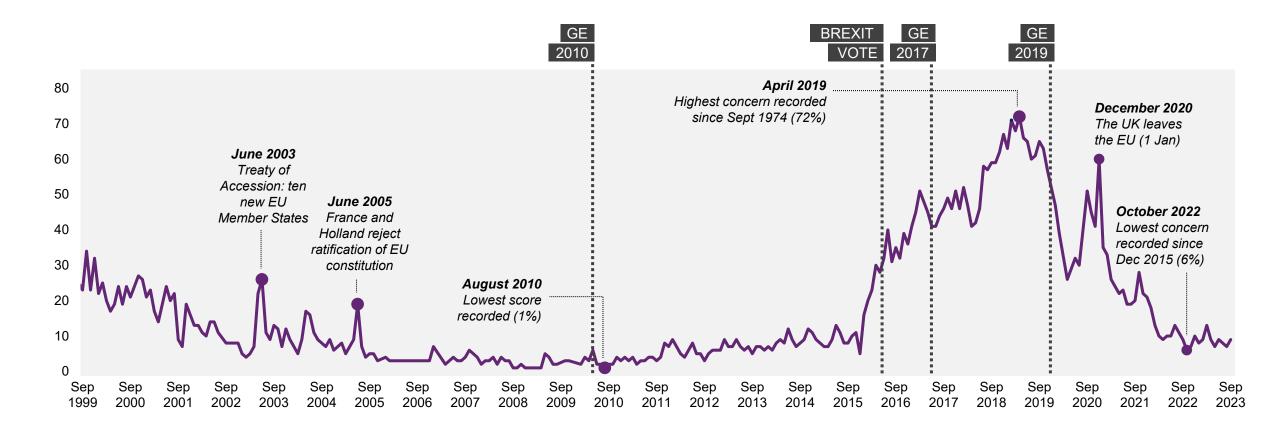


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



EU / Europe / Brexit

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

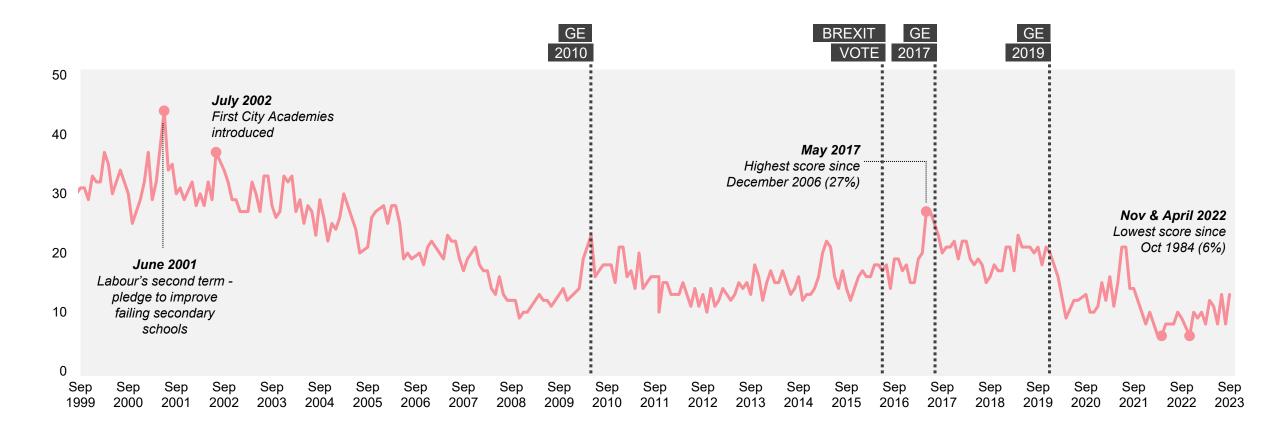


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Ipsos

Education / Schools

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

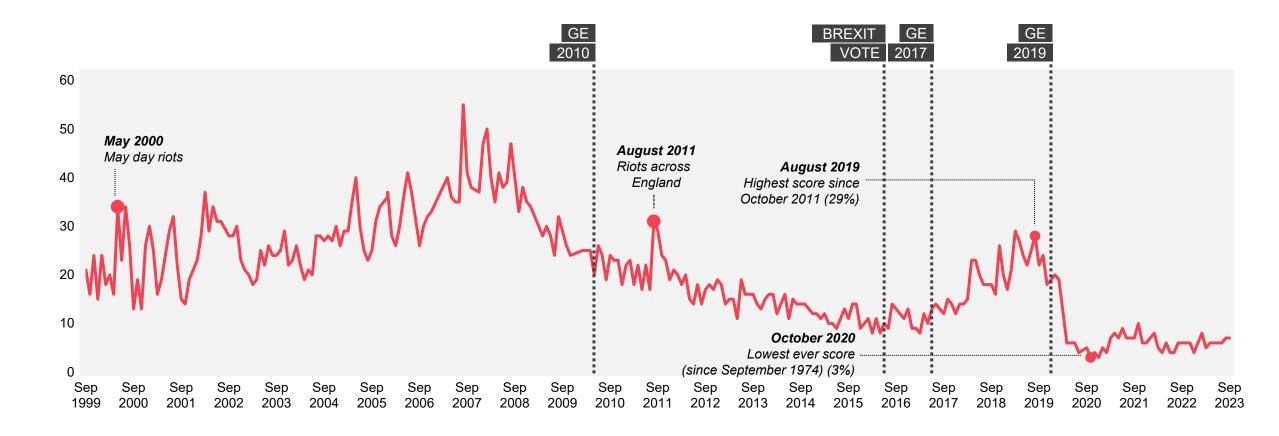


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

lpsos

Crime / Law & Order / Violence / Vandalism / ASB

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

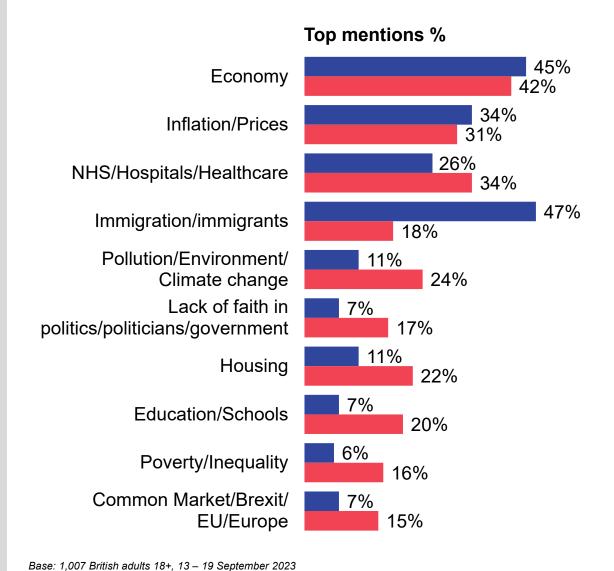


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Party support

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



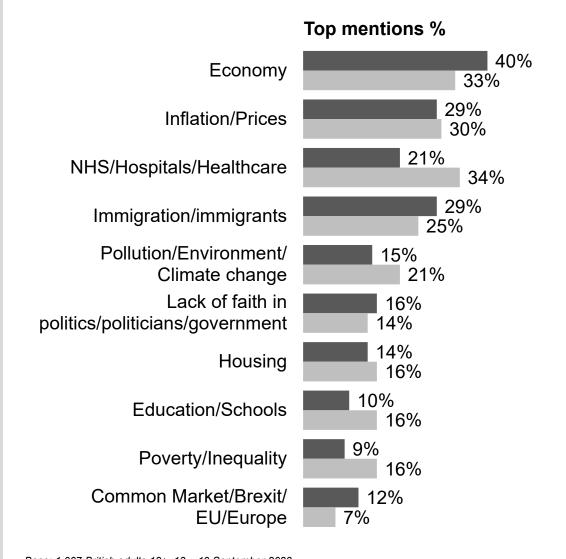
Conservative
Supporters

Labour
Supporters



Men and women

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



Source: Ipsos Issues Index

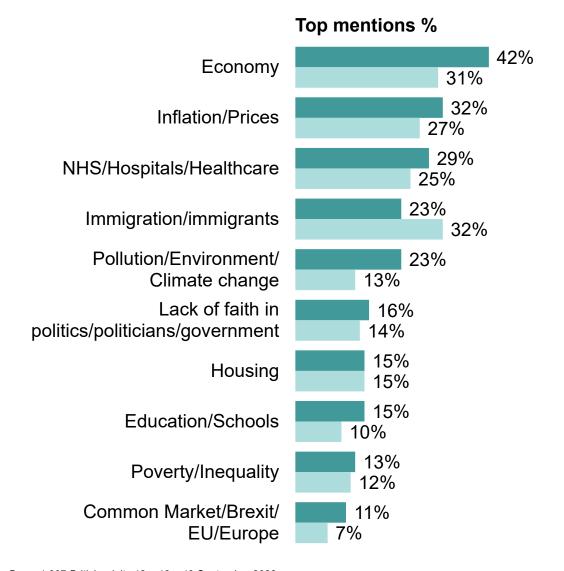
Men

Women



Social grade

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



Source: Ipsos Issues Index

ABC1

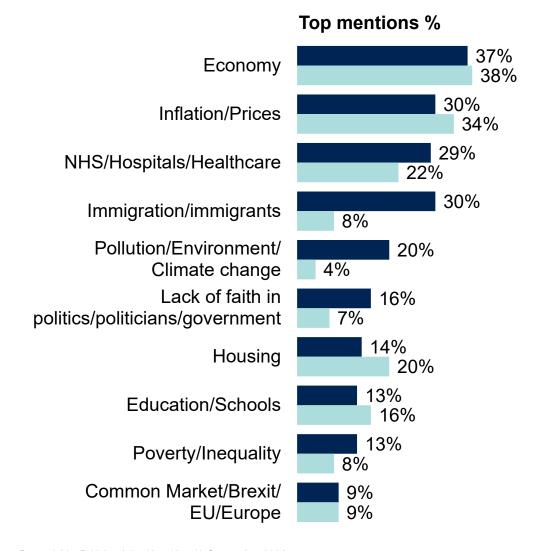
C2DE



Base: 1,007 British adults 18+, 13 - 19 September 2023

Ethnic background

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



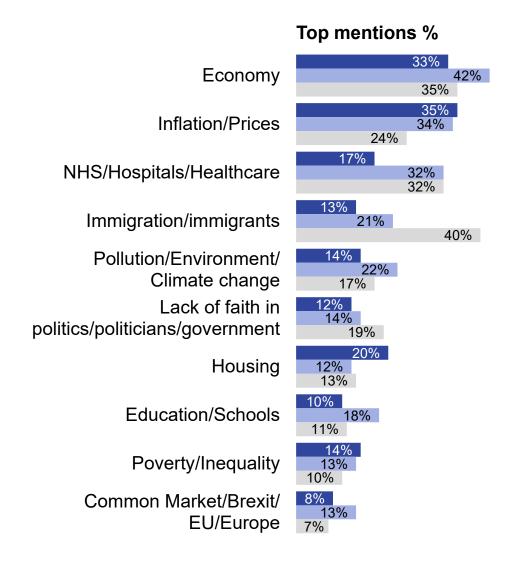
White

Ethnic minorities



Age group

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

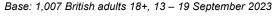


Source: Ipsos Issues Index

18-34

35-54

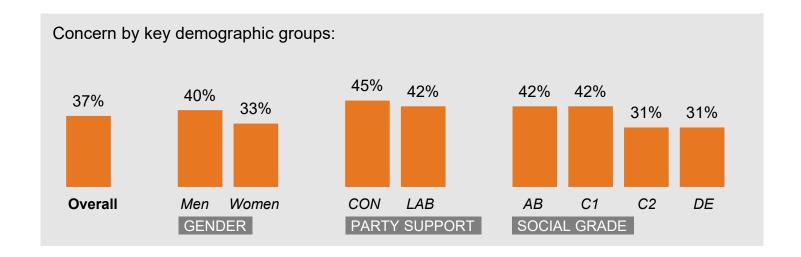
55+

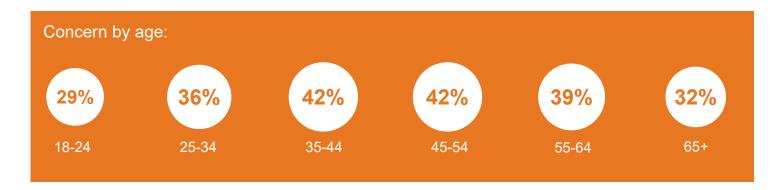




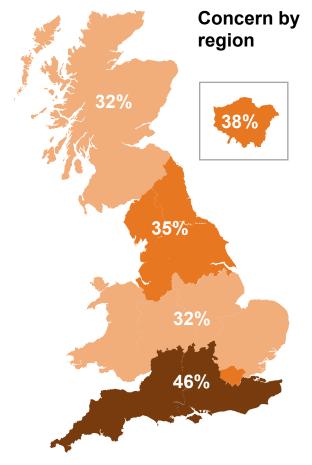
Concern about the economy by subgroup

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





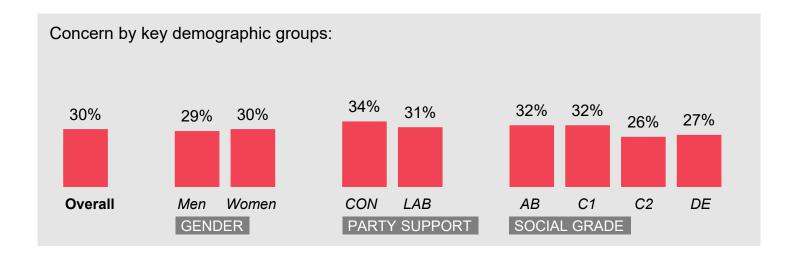


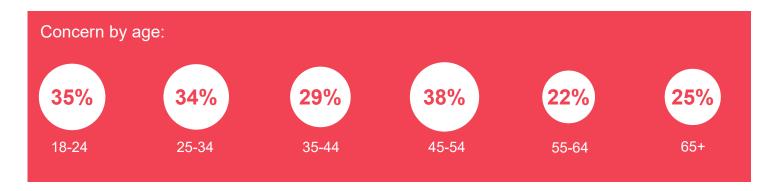




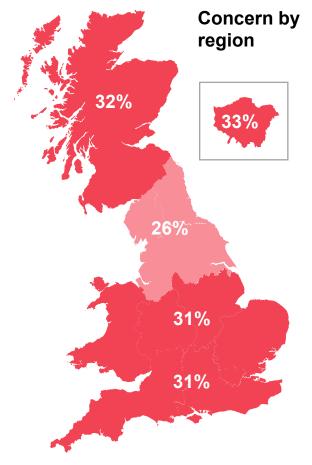
Concern about inflation/prices by subgroup

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





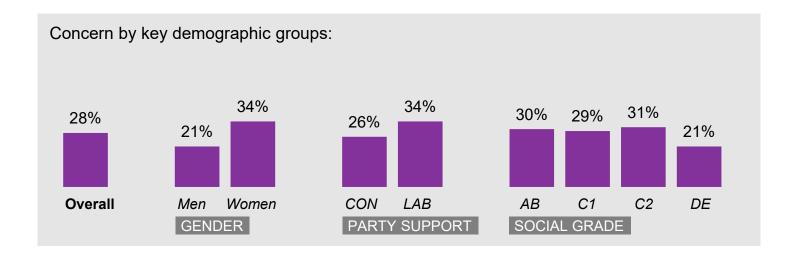


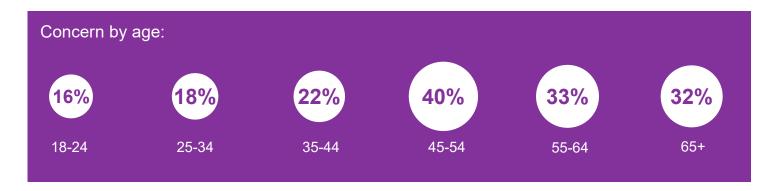


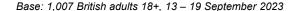


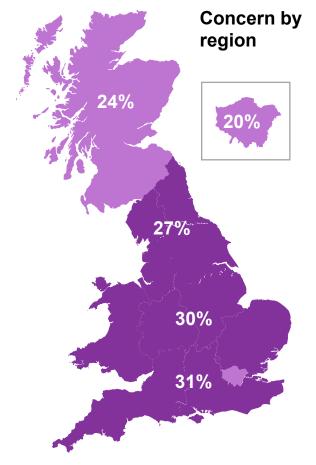
Concern about the NHS by subgroup

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





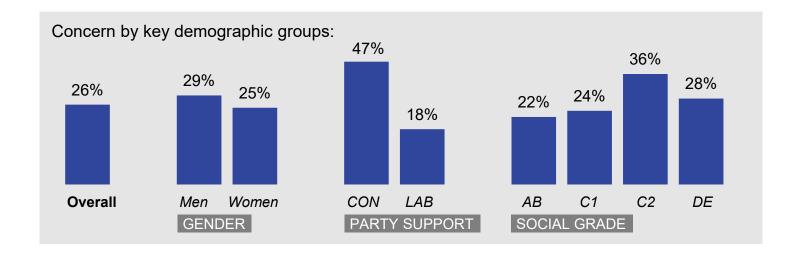


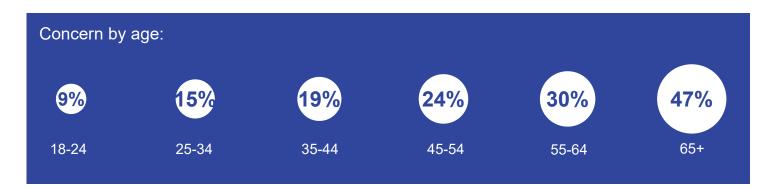




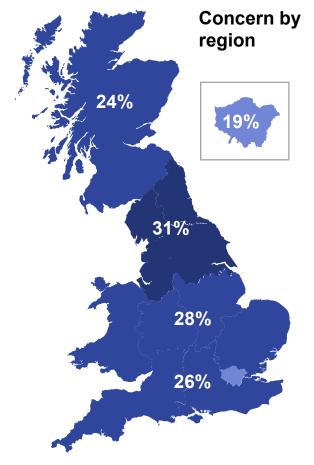
Concern about immigration by subgroup

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





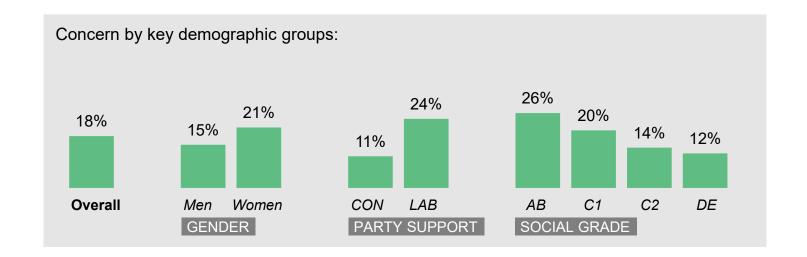
Base: 1.007 British adults 18+. 13 - 19 September 2023





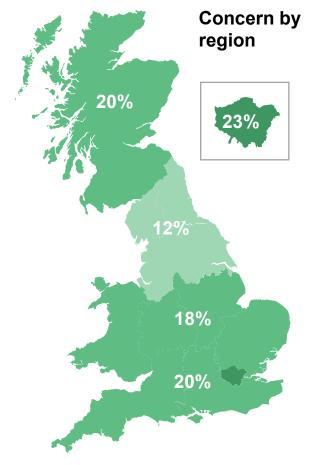
Concern about the environment by subgroup

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





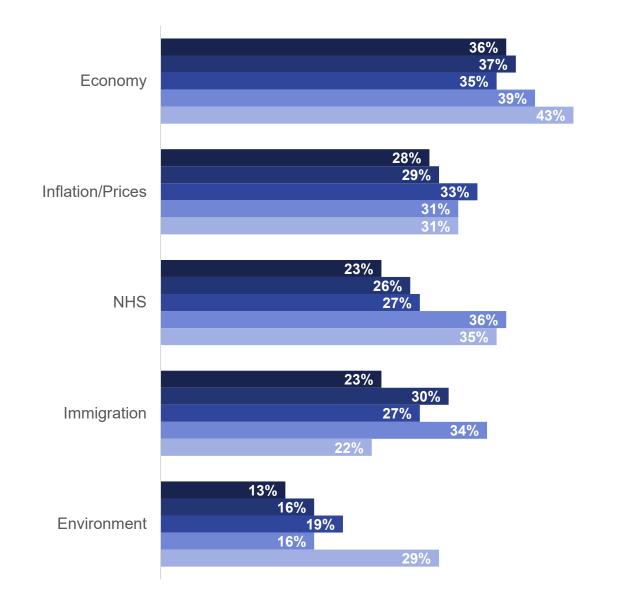
Base: 1.007 British adults 18+. 13 - 19 September 2023





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: 1,007 British adults 18+, 13 - 19 September 2023



■1 - most deprived

■5 - least deprived

2

3

4

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For more information contact:

Gideon.Skinner@ipsos.com

Michael.Clemence@ipsos.com

