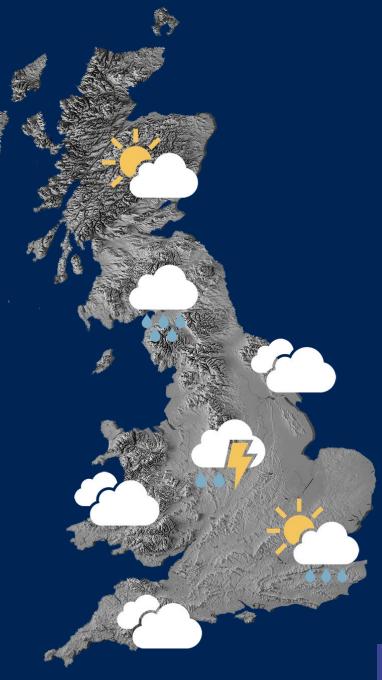
IPSOS ISSUES INDEX

January 2024

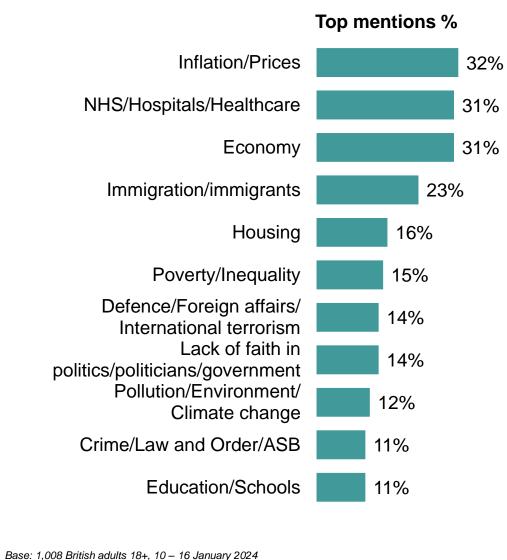
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January 2024

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

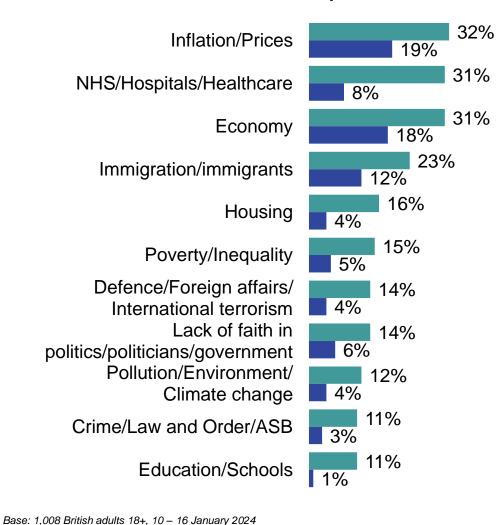


Change since December: % Position -2 +3 +2-6 -1 🔻 +1 +1 +7+3 +1 🔺 +2-1 -1 +4-1 -2



January 2024

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



Top mentions %

Source: Ipsos Issues Index

Most/other important

Most important

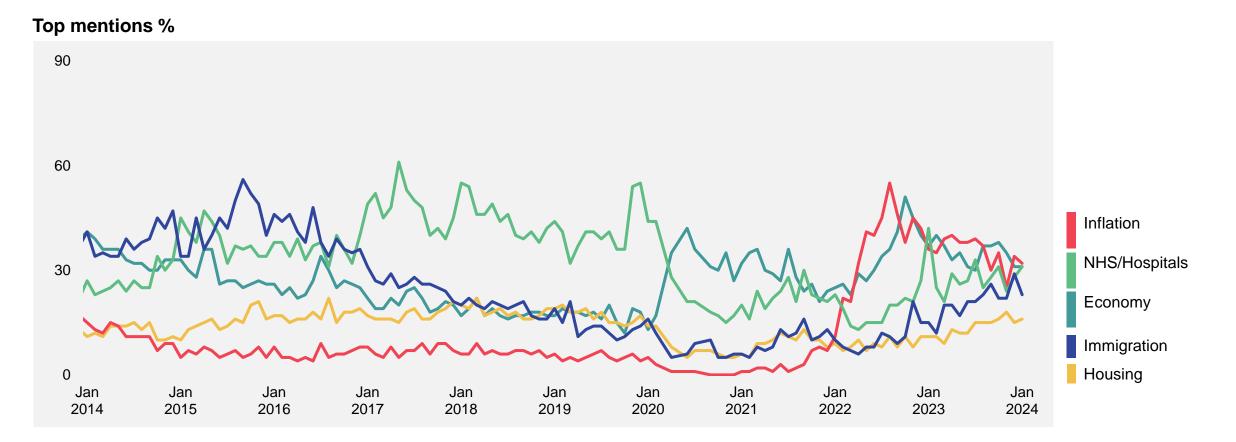
issues

issue



Top five concerns for January 2024: trend data

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

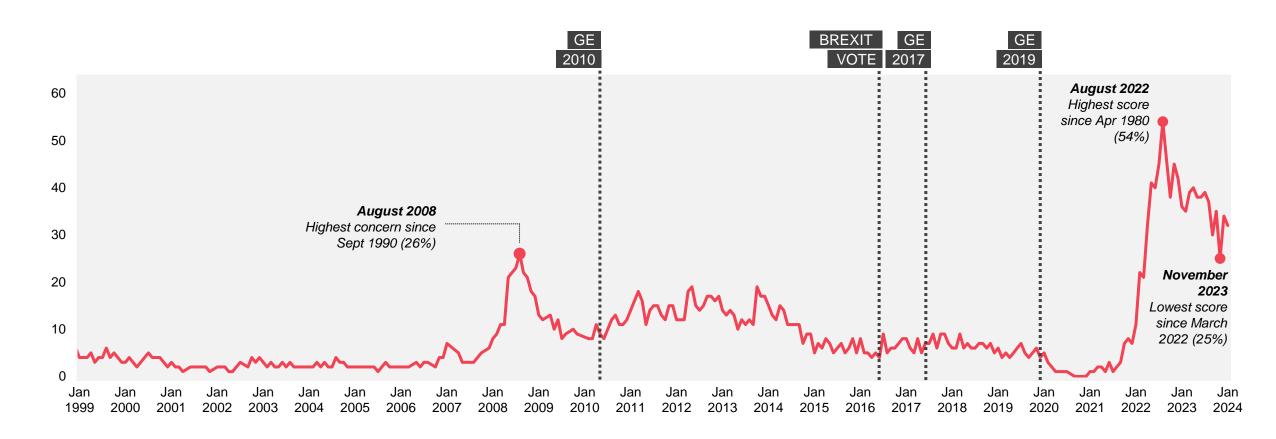


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices

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

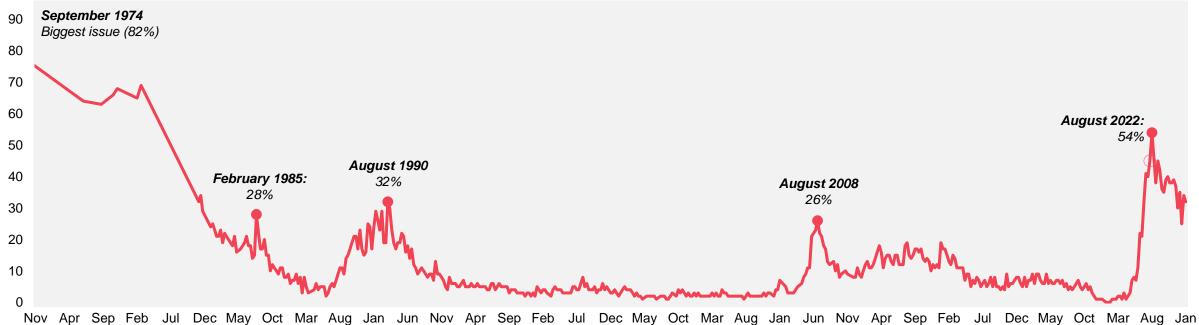


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices – concern since 1974

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



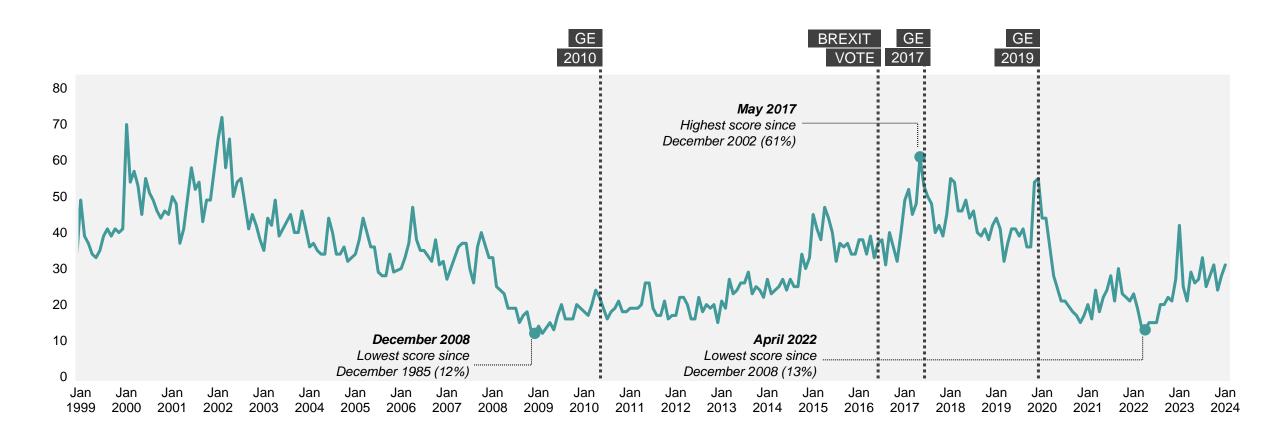
NOV APR Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan 1975 1977 1978 1980 1981 1982 1984 1985 1987 1988 1990 1991 1992 1994 1995 1997 1998 1999 2001 2002 2004 2005 2007 2008 2009 2011 2012 2014 2015 2016 2018 2019 2021 2022 2024

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?

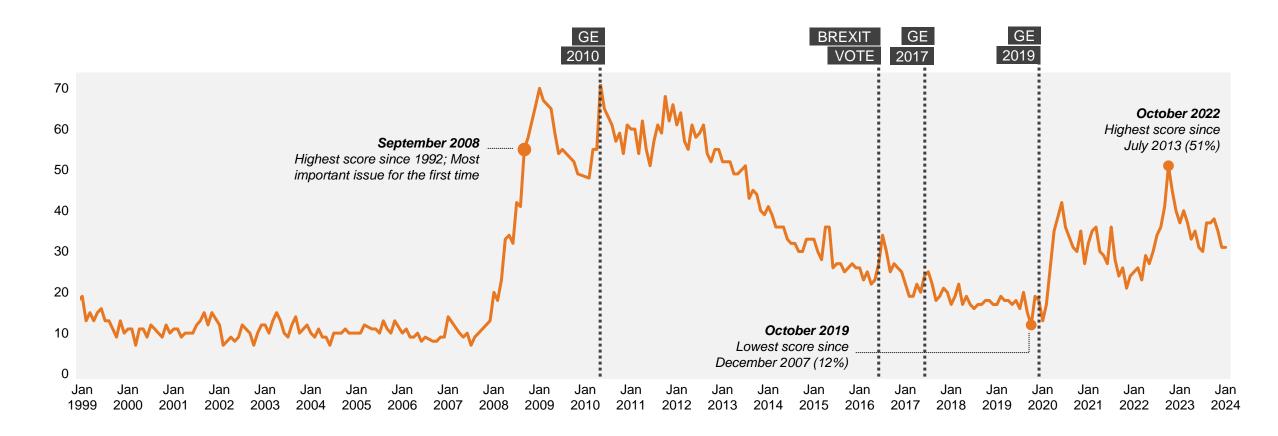


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Economy / Economic situation

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

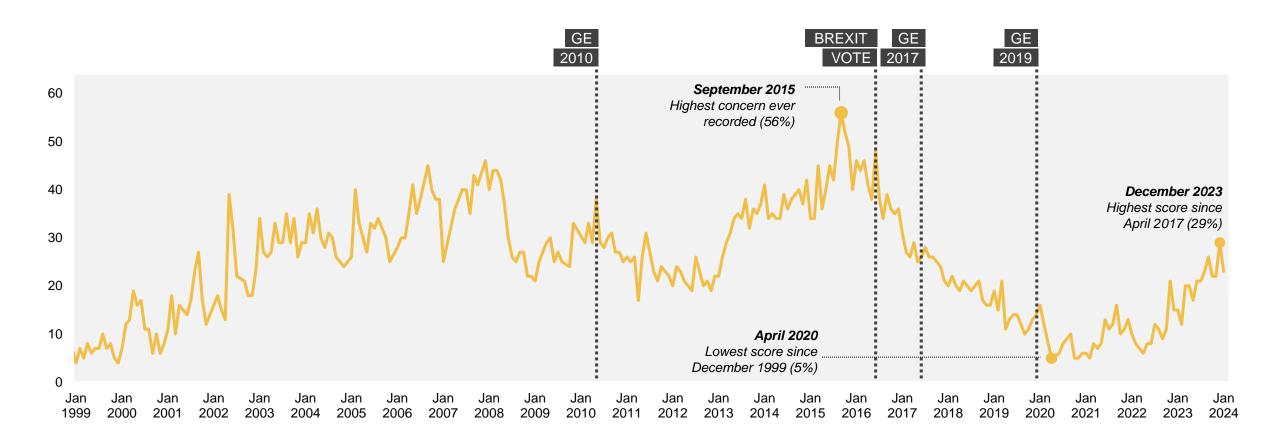


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Immigration / Immigrants

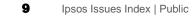
What do you see as the most/other important issues facing Britain today?



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

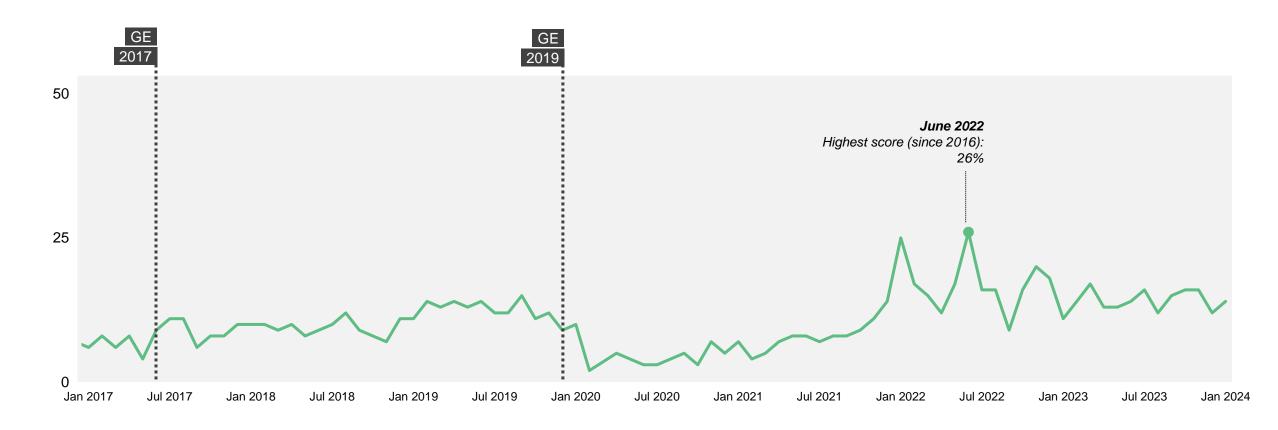
Source: Ipsos Issues Index

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Lack of faith in politicians/politics

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

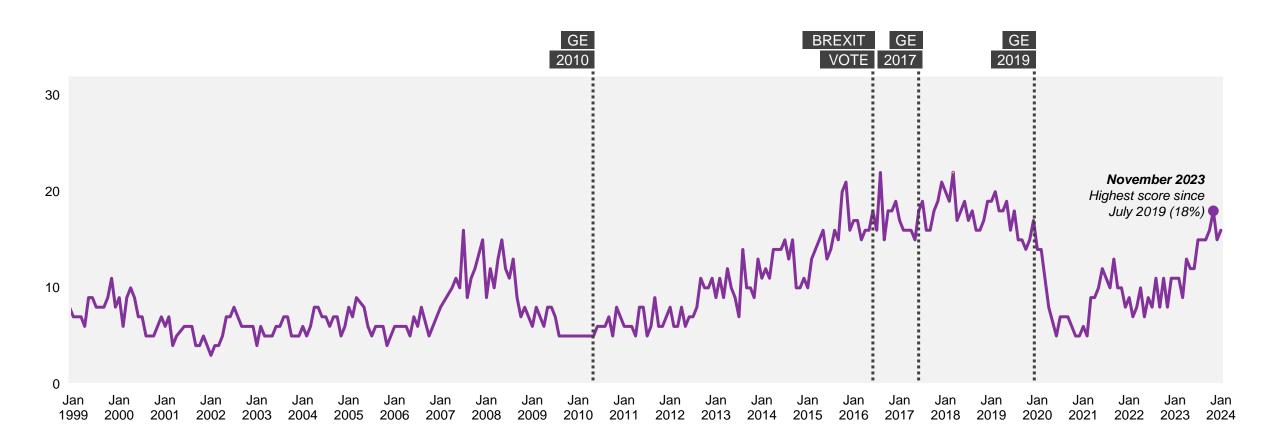


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Housing

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

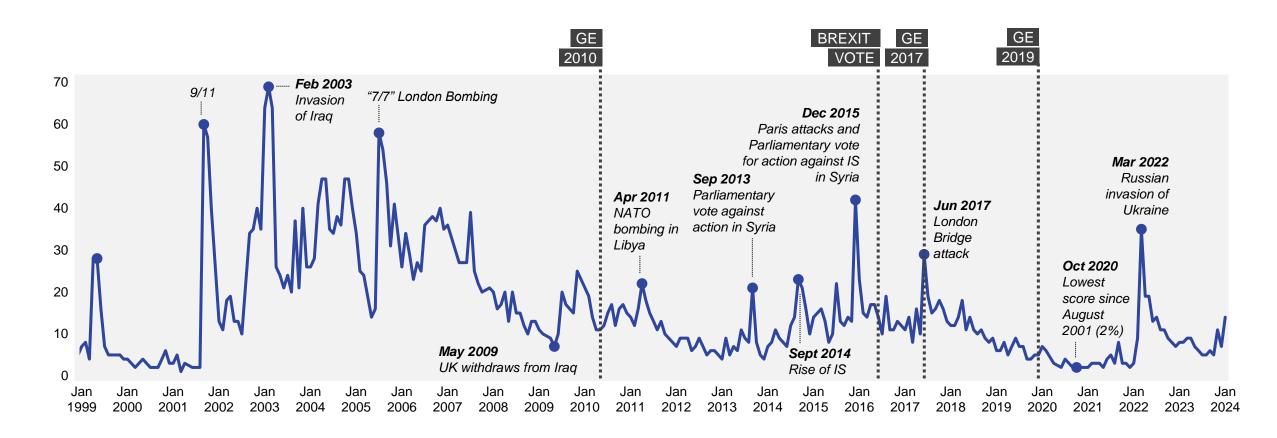


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence / Foreign Affairs / International terrorism

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

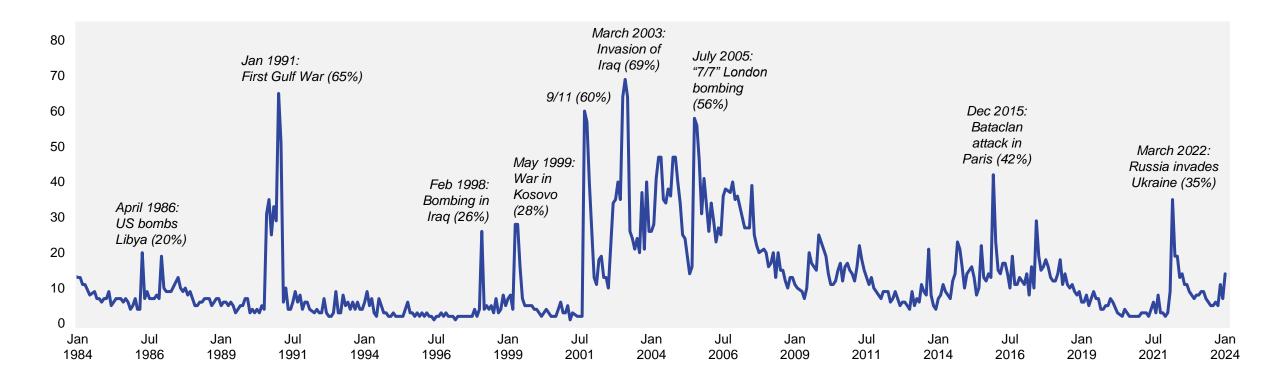


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence/foreign affairs – concern since 1982

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

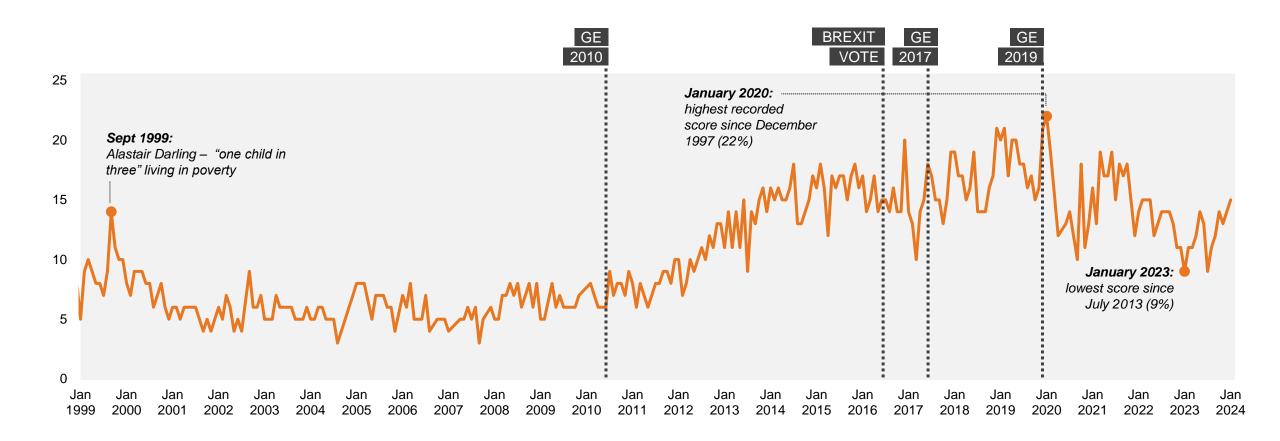


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Poverty/inequality

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

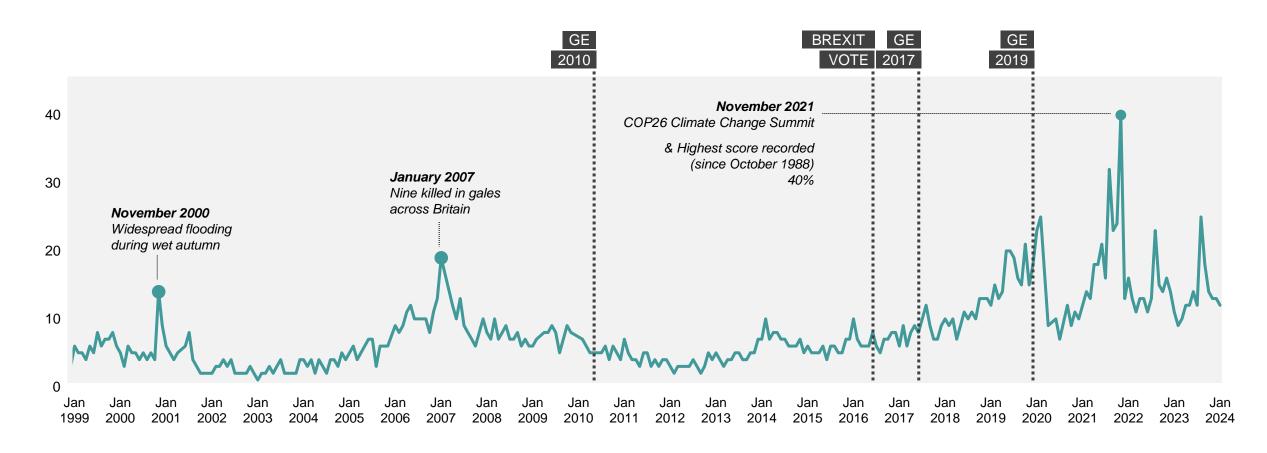


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Pollution / Environment / Climate change

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

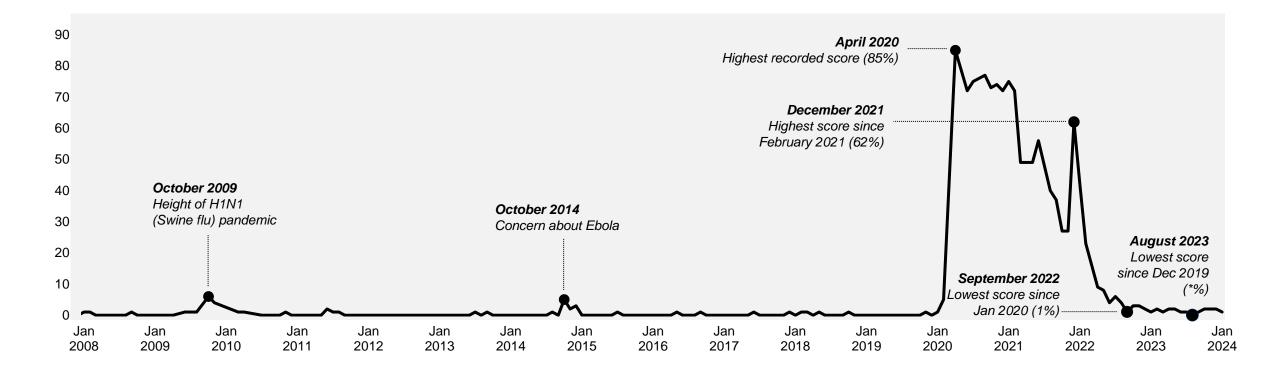


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Coronavirus/Pandemic diseases

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

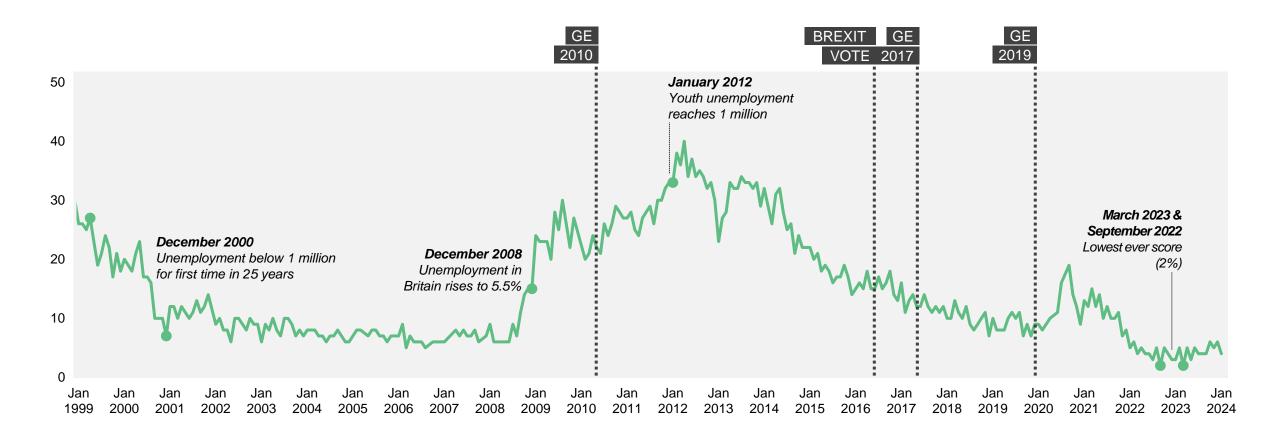


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



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

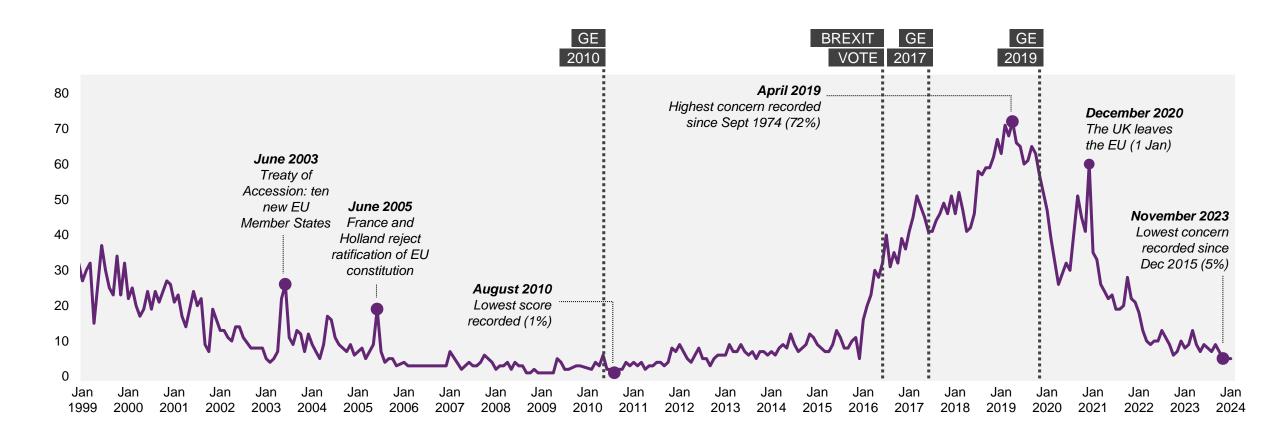
Source: Ipsos Issues Index

DSO



EU / Europe / Brexit

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

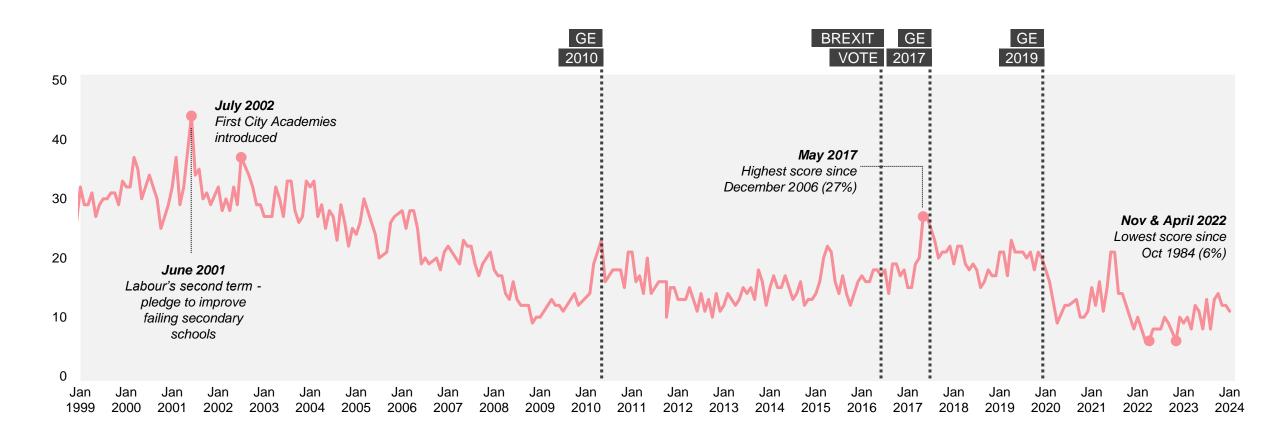


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Education / Schools

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

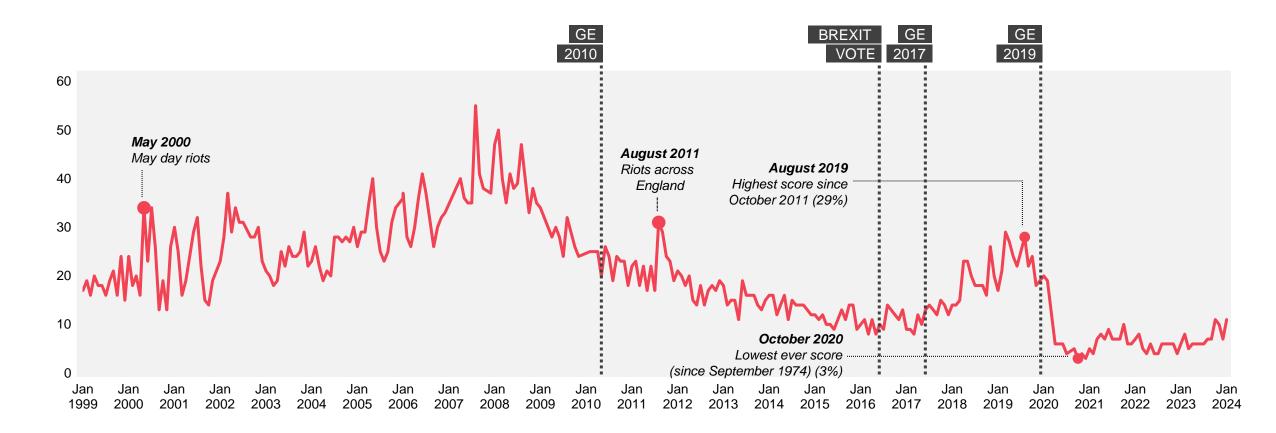


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



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?

Top mentions % 35% Inflation/Prices 41% 32% NHS/Hospitals/Healthcare 38% 29% Economy 32% 36% Immigration/immigrants 10% 13% Housing 19% 5% Poverty/Inequality 25% Defence/Foreign affairs/ 14% 18% International terrorism Lack of faith in 7% politics/politicians/government 15% Pollution/Environment/ 8% Climate change 15% 13% Crime/Law and Order/ASB 6%

12%

13%

Conservative Supporters

> Labour Supporters

> > Source: Ipsos Issues Index



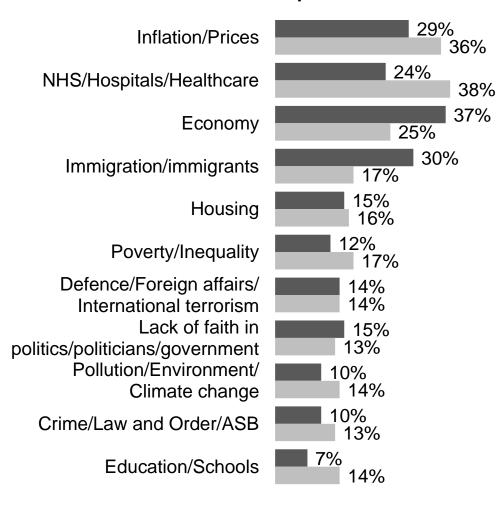
Base: 1,008 British adults 18+, 10 - 16 January 2024

Education/Schools

Men and women

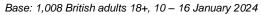
What do you see as the most/other important issues facing Britain today?

Top mentions %





Women





Social grade

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

30% Inflation/Prices 35% NHS/Hospitals/Healthcare 22% 34% Economy 28% 22% Immigration/immigrants 25% 16% Housing 17% 16% Poverty/Inequality 13% Defence/Foreign affairs/ 17% 12% International terrorism Lack of faith in 17% 12% politics/politicians/government Pollution/Environment/ 16% 8% Climate change 10% Crime/Law and Order/ASB 13% 13% Education/Schools 8%

39%



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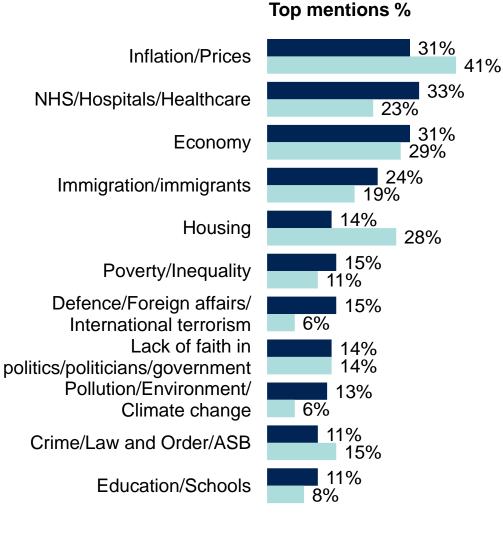
ABC1

C2DE

Base: 1,008 British adults 18+, 10 - 16 January 2024

Ethnic background

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





Ethnic minorities

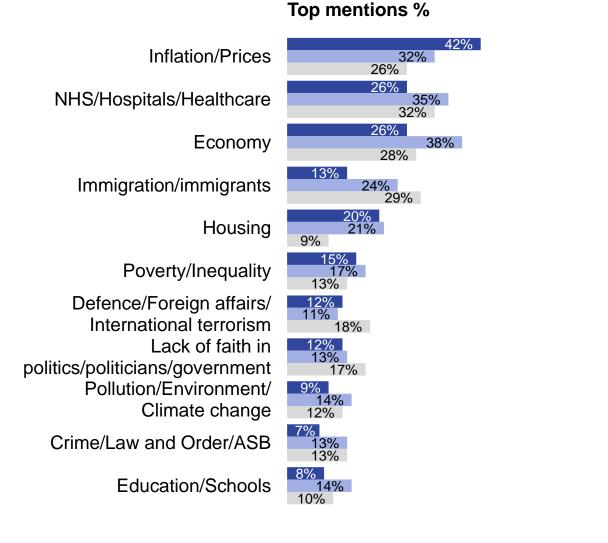
Source: Ipsos Issues Index



Base: 1,008 British adults 18+, 10 – 16 January 2024

Age group

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



Source: Ipsos Issues Index

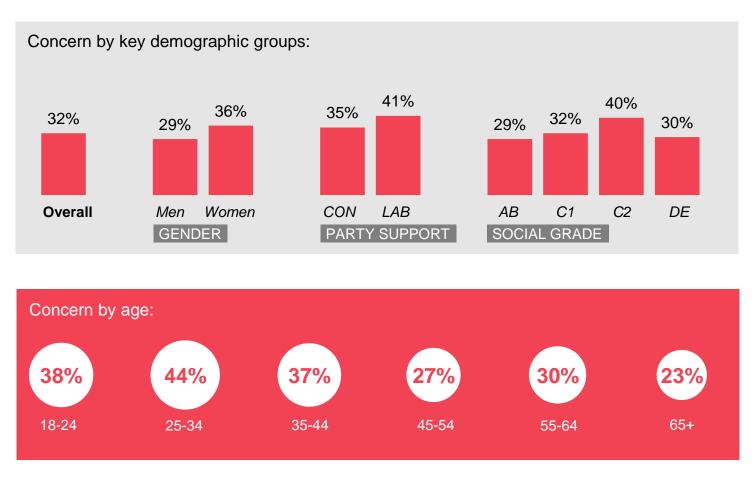
18-34

35-54

55+

Concern about inflation/prices by subgroup

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



Concern by region 26% 30% 37% 34% 30%

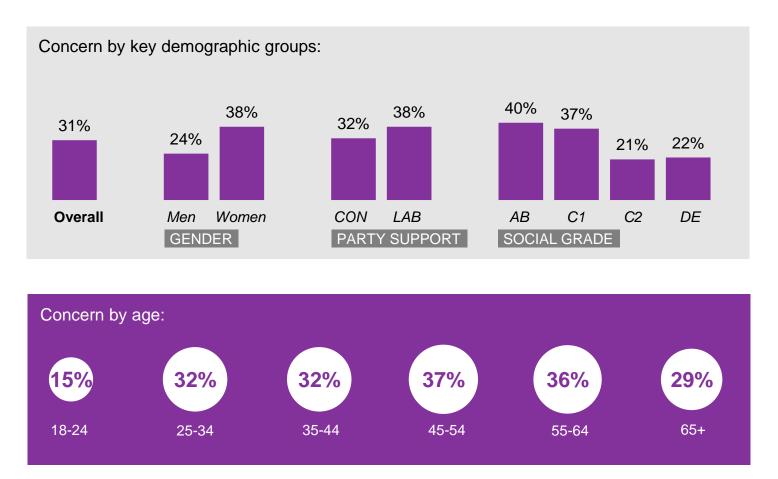
Source: Ipsos Issues Index



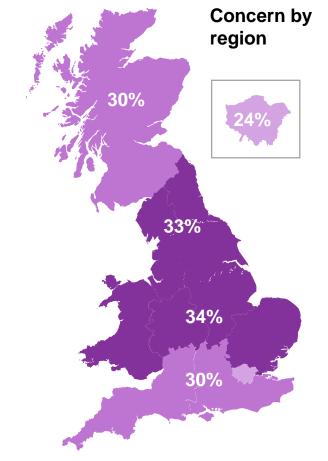
Base: 1,008 British adults 18+, 10 – 16 January 2024

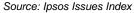
Concern about the NHS by subgroup

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



Base: 1,008 British adults 18+, 10 - 16 January 2024

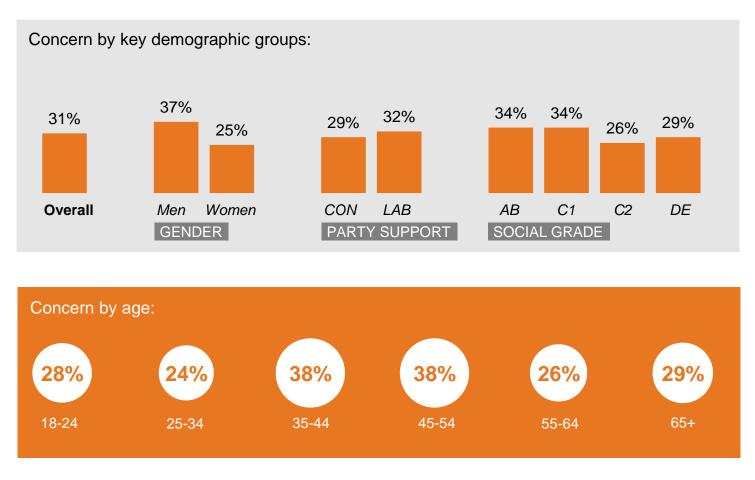




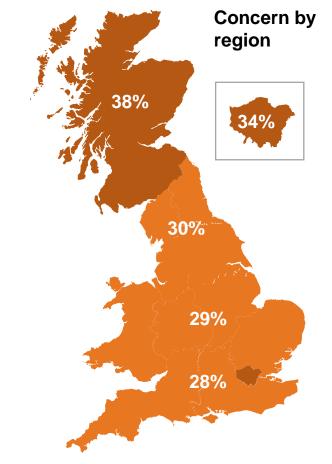


Concern about the economy by subgroup

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



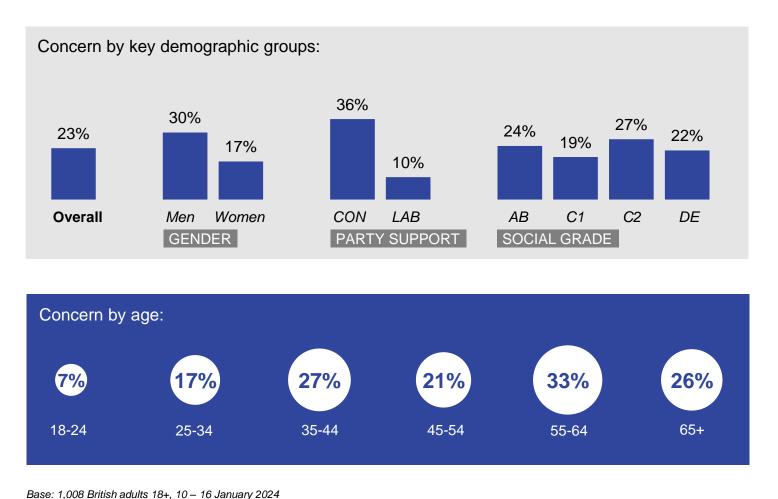
Base: 1,008 British adults 18+, 10 - 16 January 2024

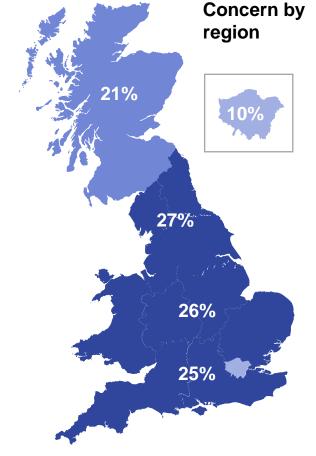




Concern about immigration by subgroup

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

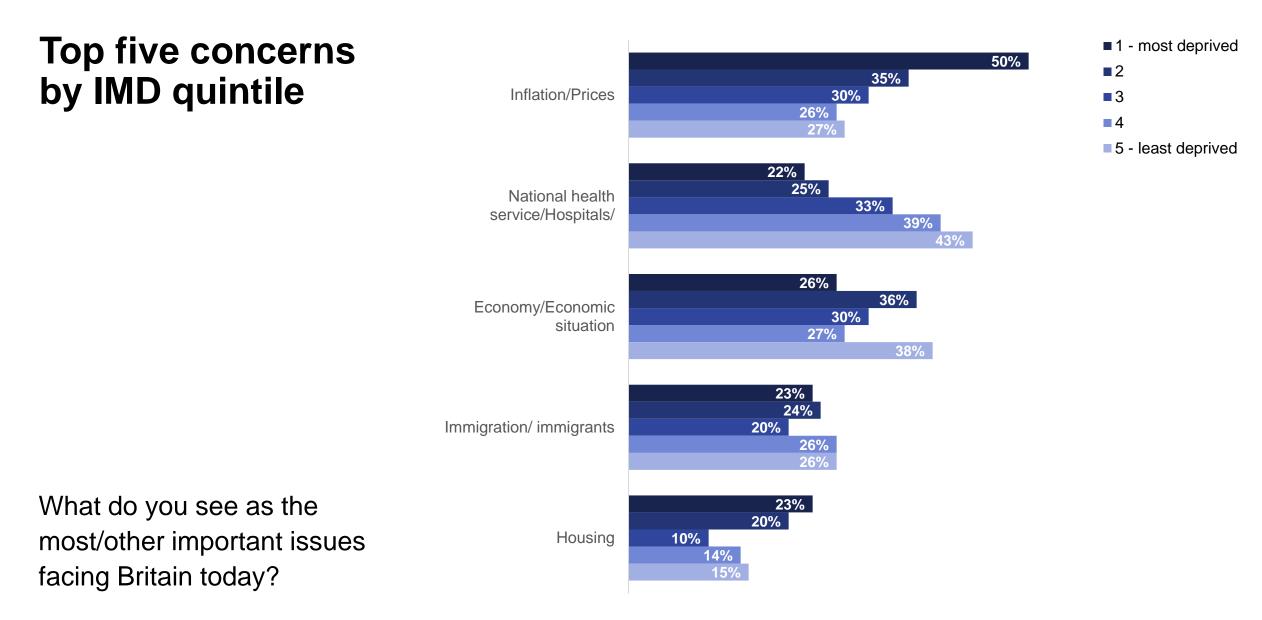




Source: Ipsos Issues Index



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

Base: 1,008 British adults 18+, 10 - 16 January 2024



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January 2024

For more information contact:

Gideon.Skinner@ipsos.com Michael.Clemence@ipsos.com

