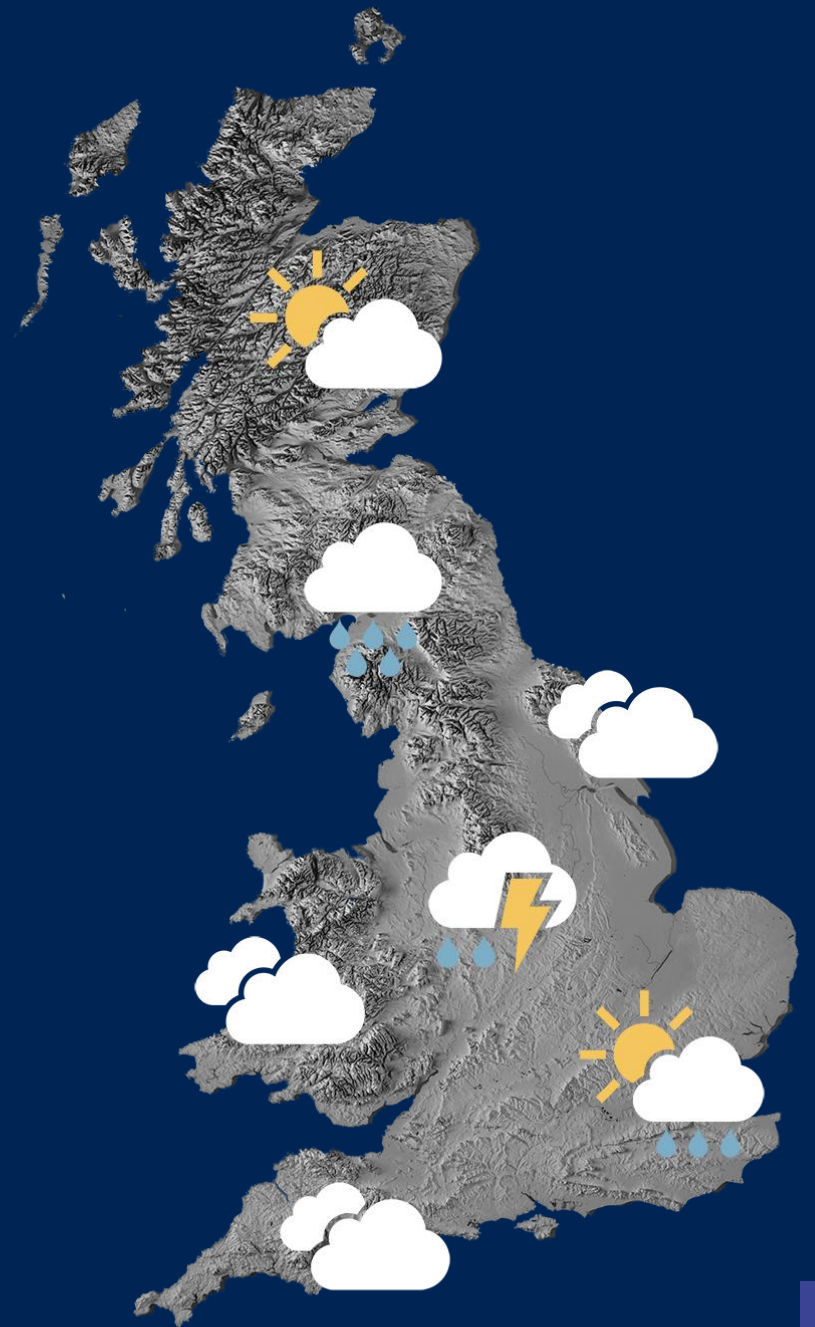


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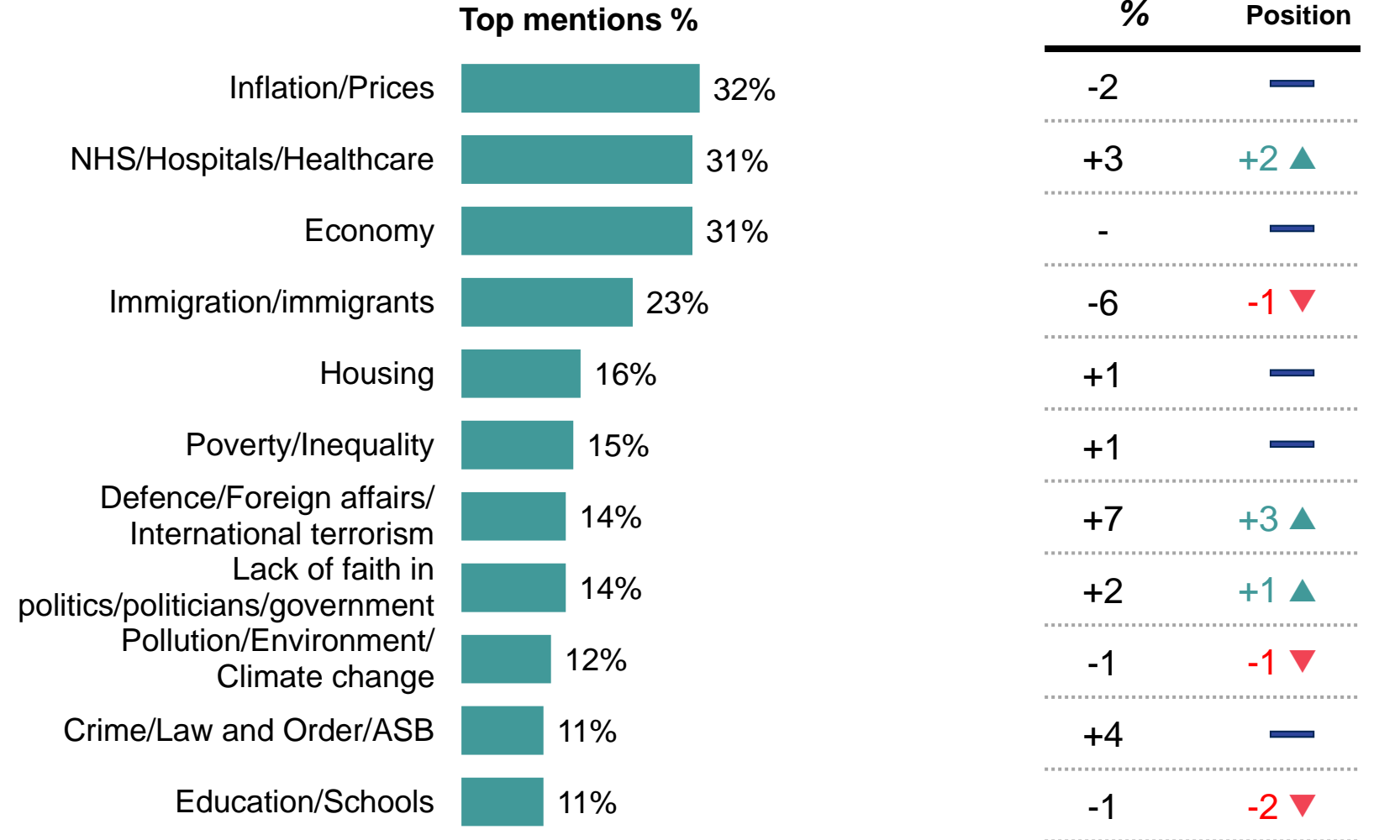
January 2024



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January 2024

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

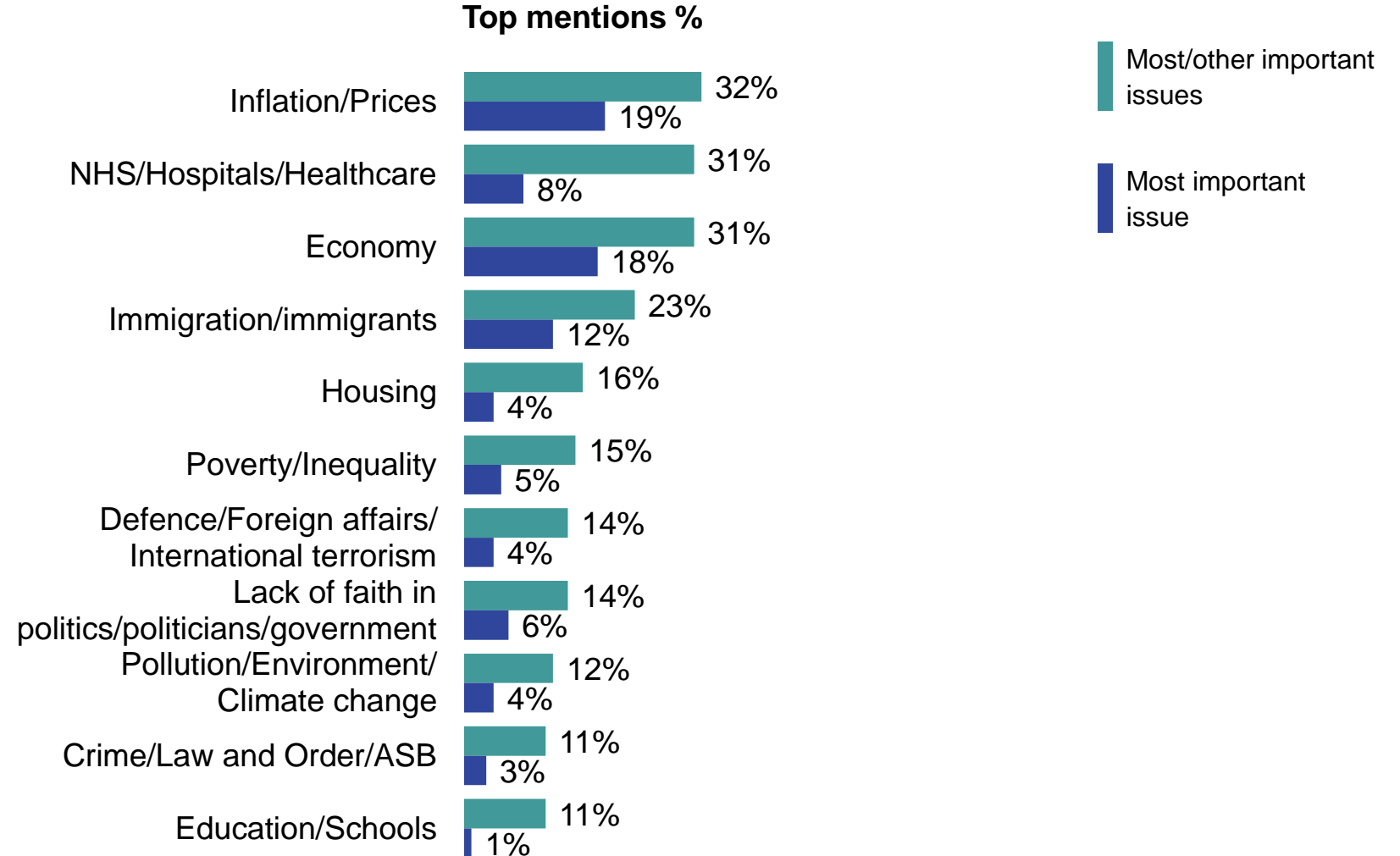


Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

January 2024

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



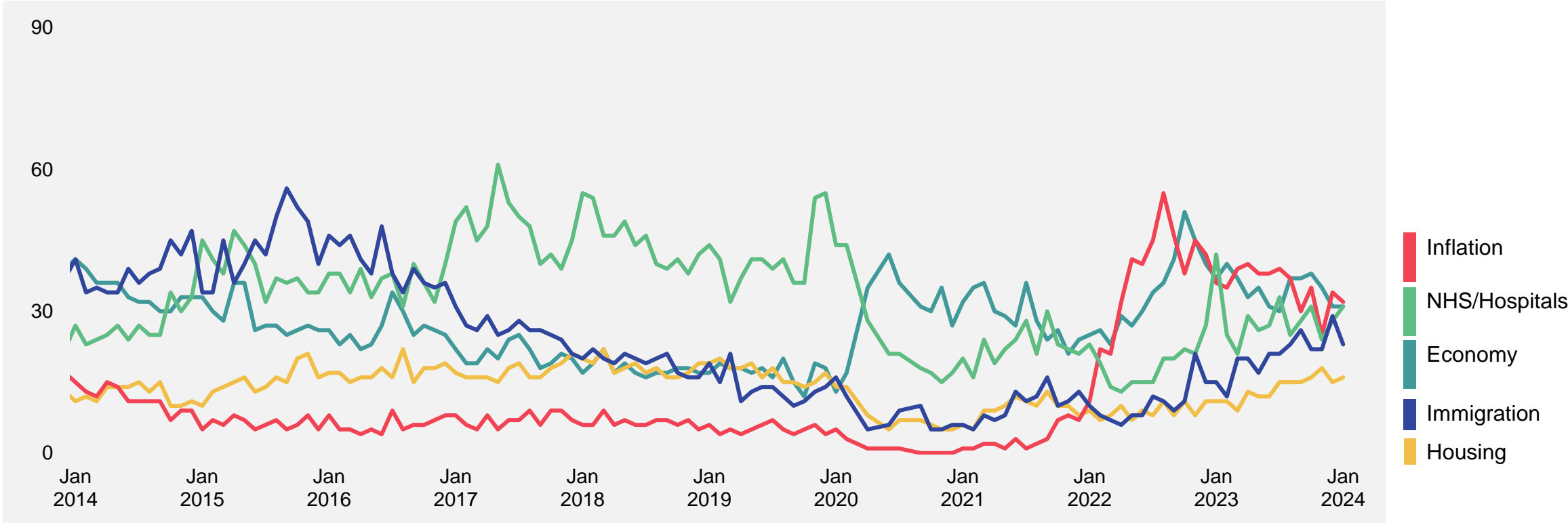
Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

Top five concerns for January 2024: trend data

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

Top mentions %



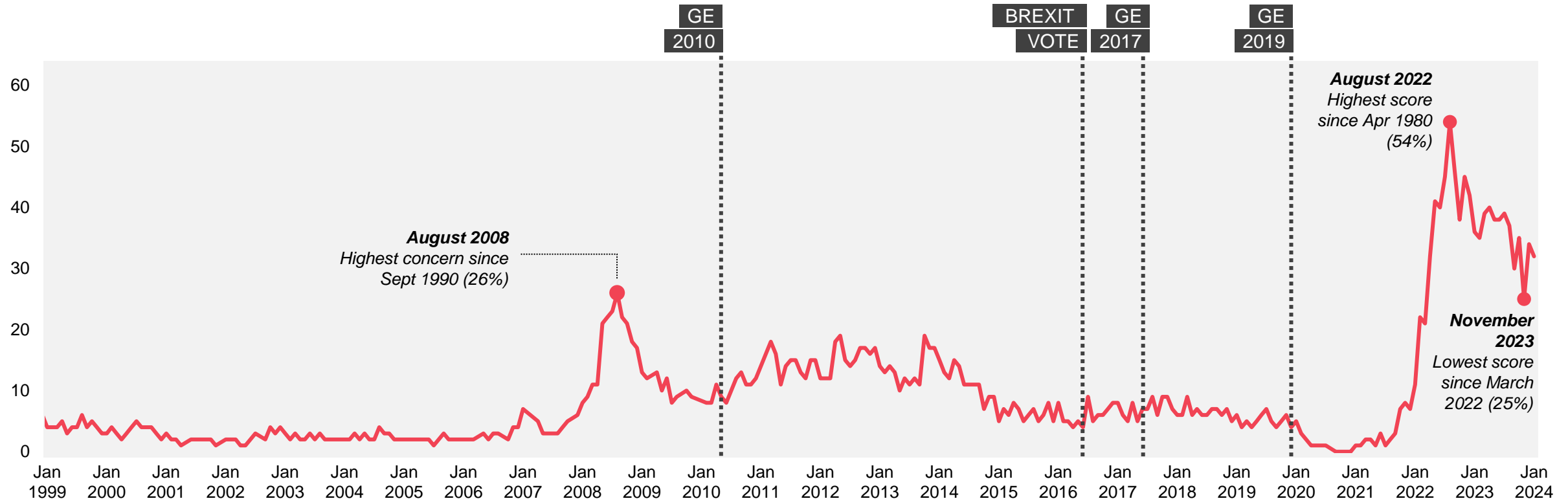
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices

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



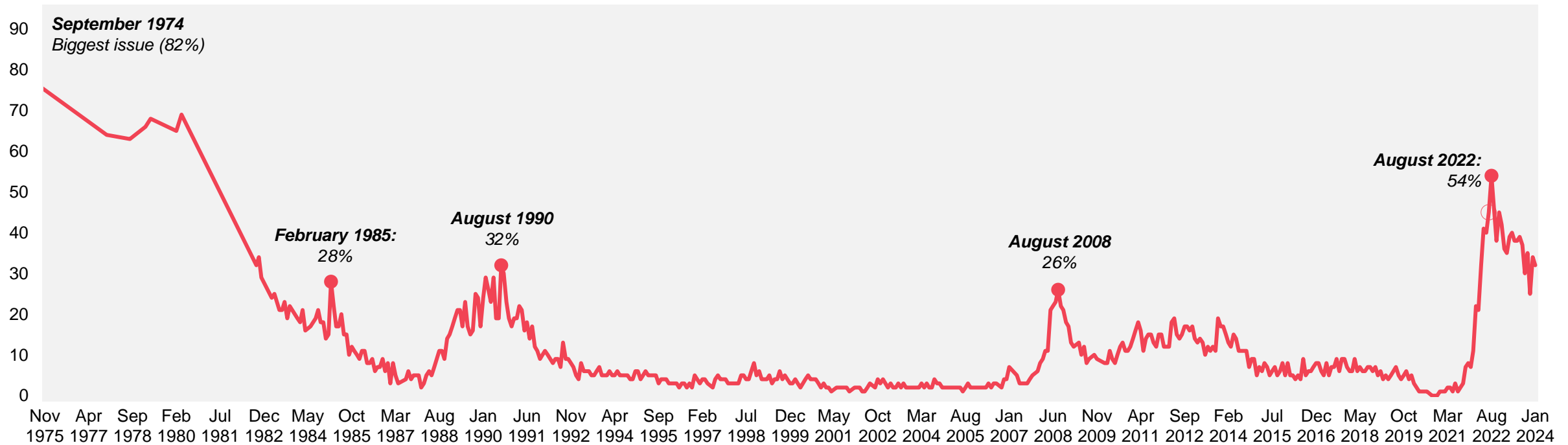
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices – concern since 1974

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

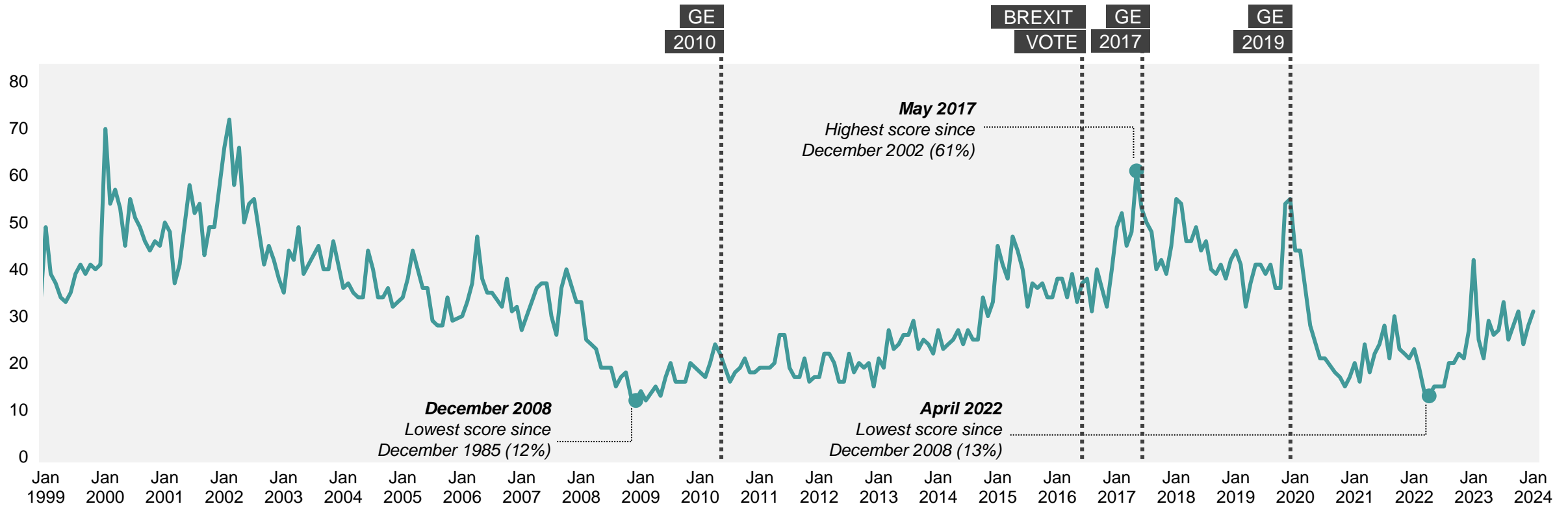


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS / Hospitals / Healthcare

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

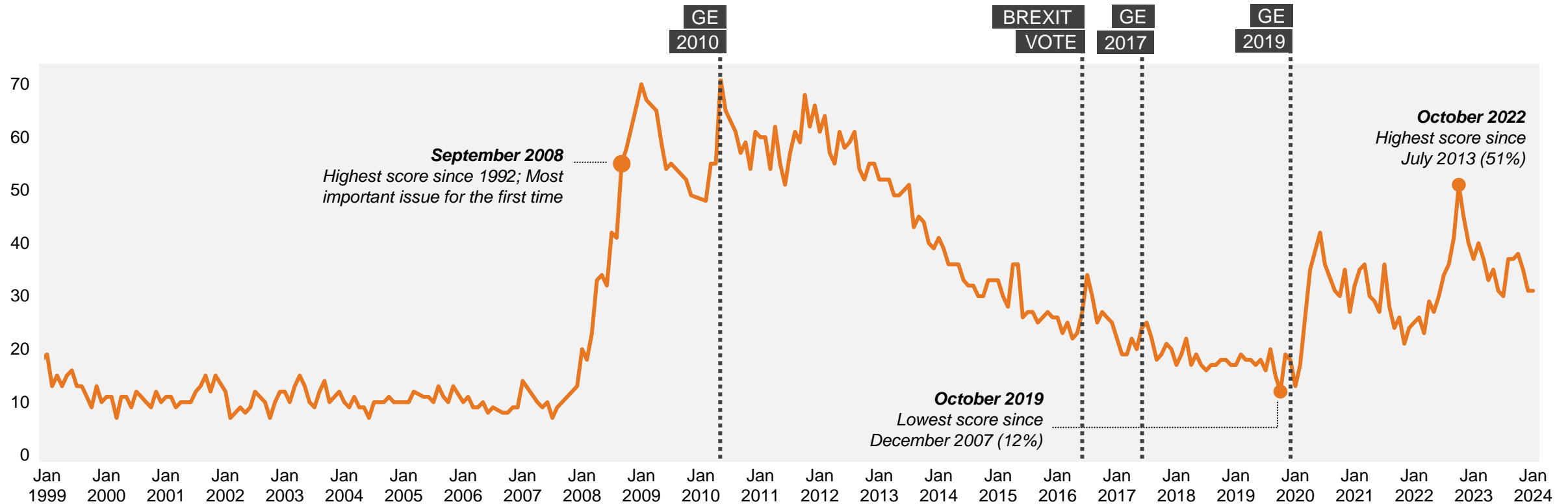


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

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



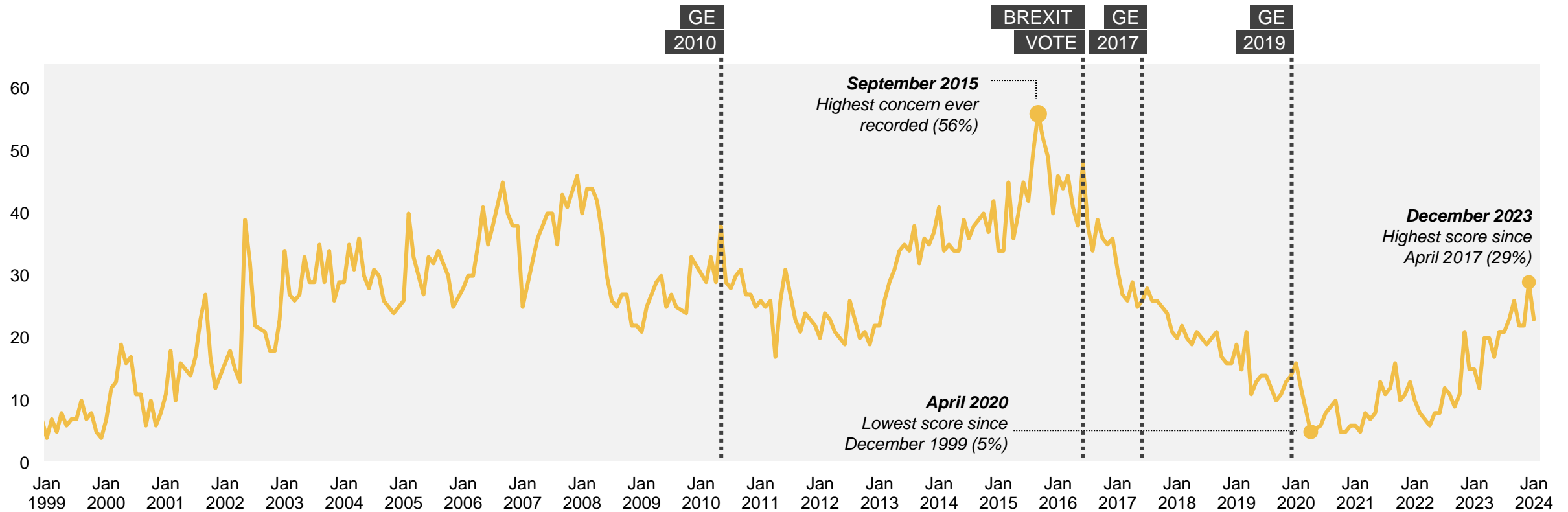
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Immigration / Immigrants

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

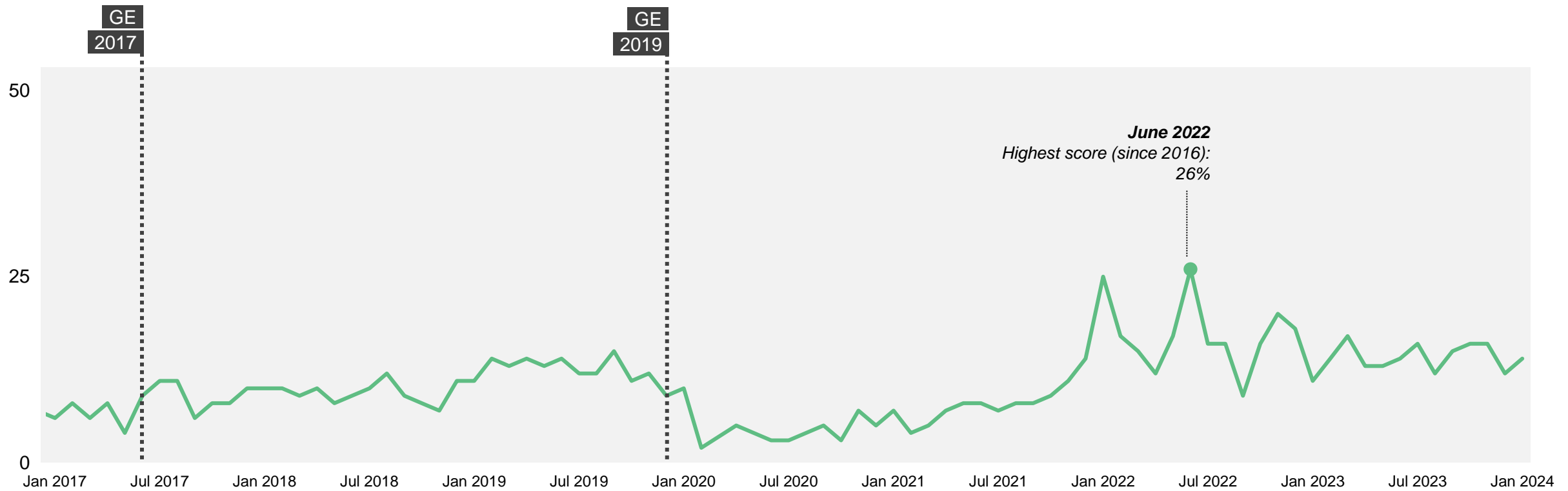


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

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

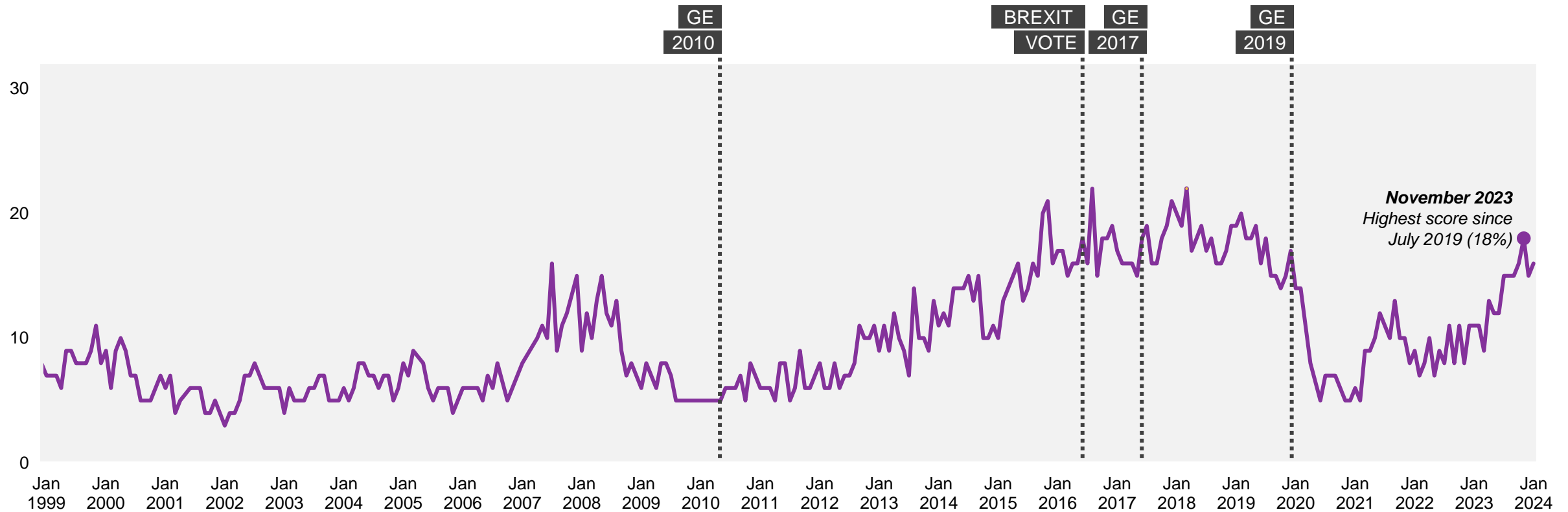


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

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

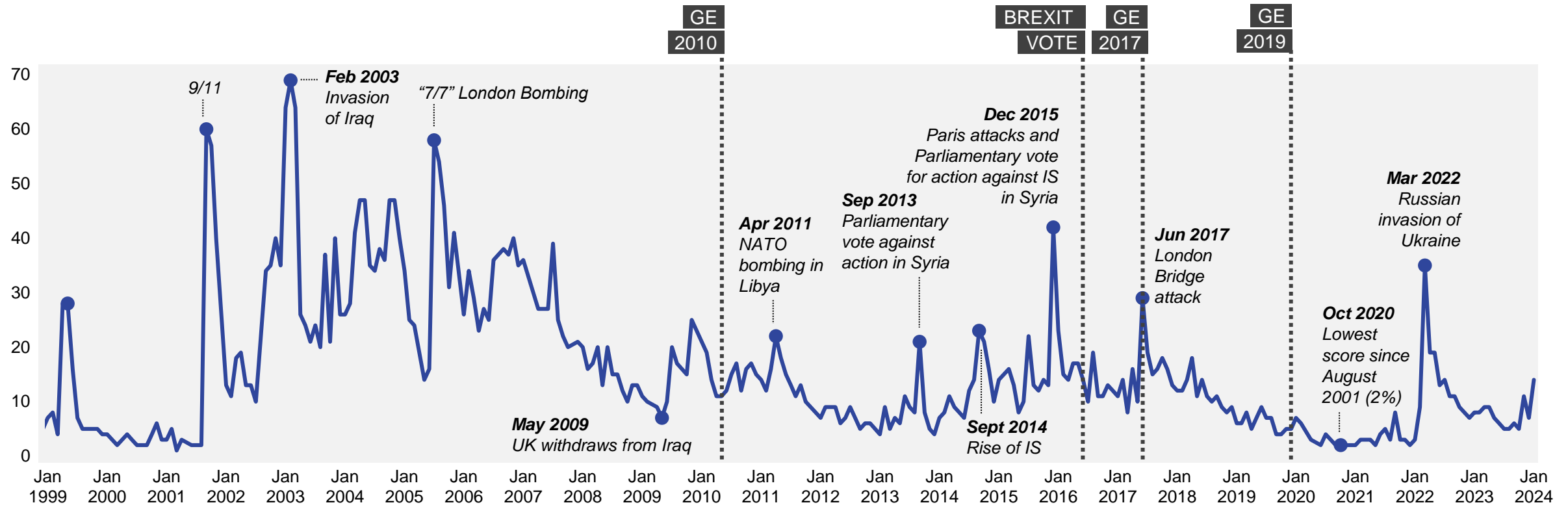


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence / Foreign Affairs / International terrorism

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

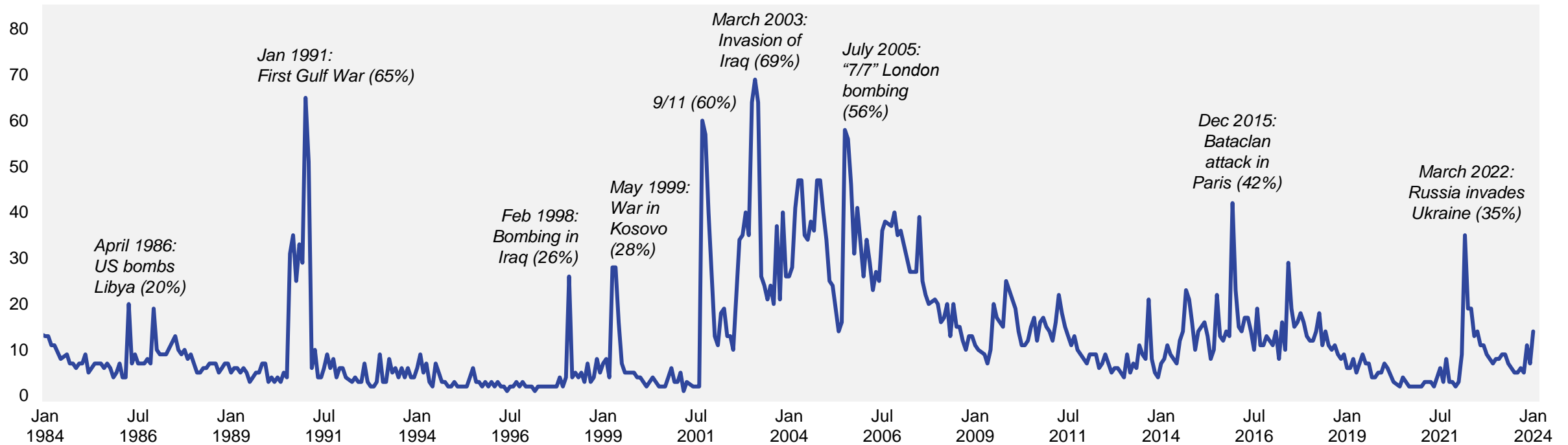


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/foreign affairs – concern since 1982

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

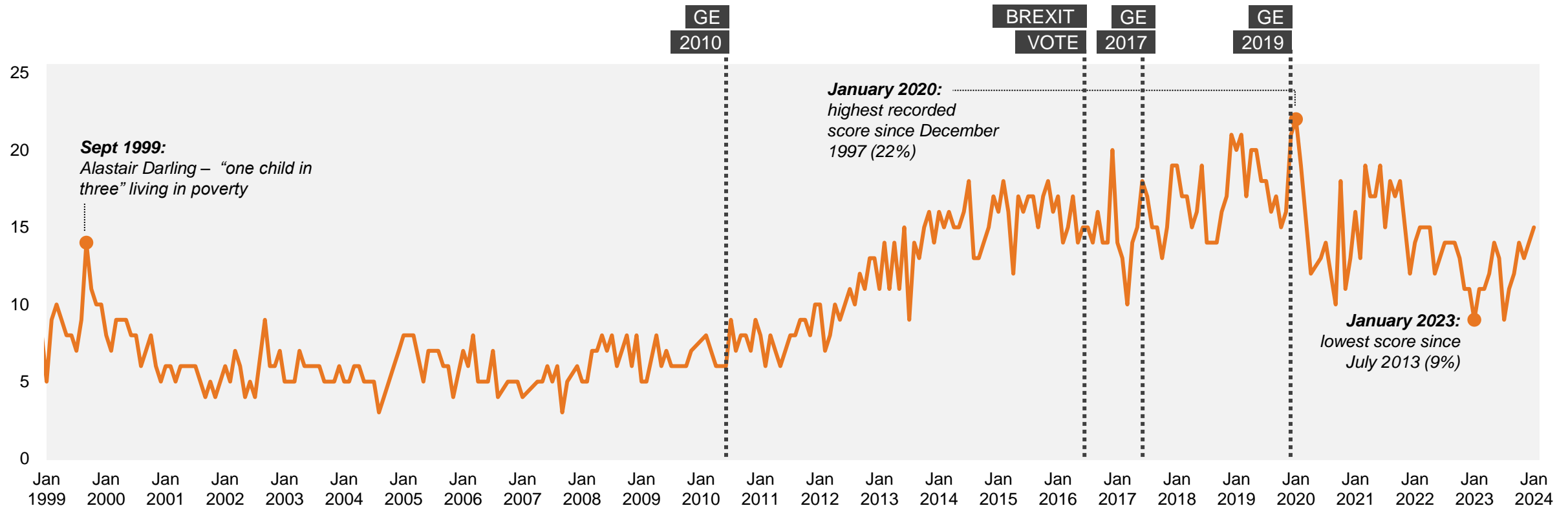


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/inequality

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

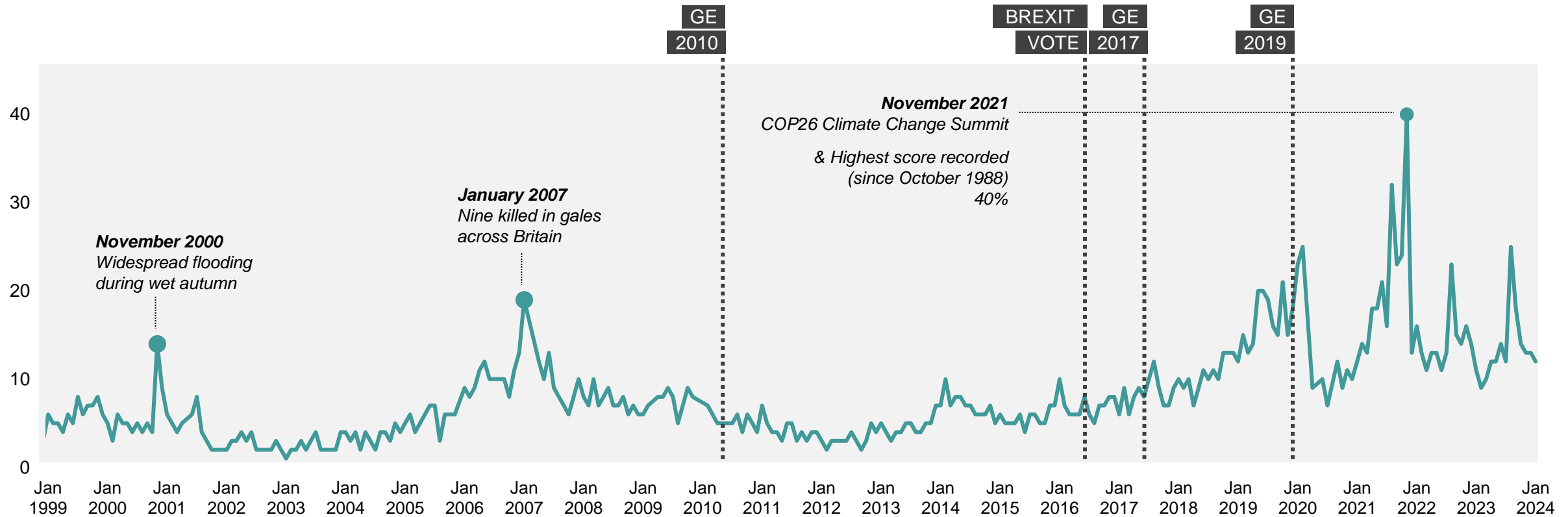


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution / Environment / Climate change

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

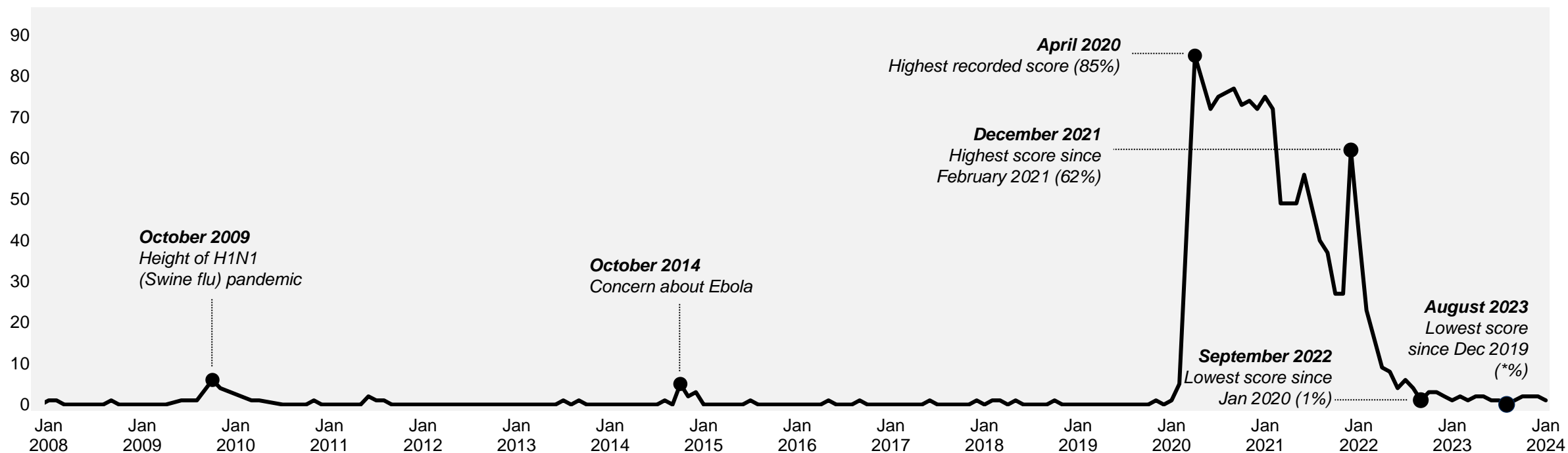


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

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

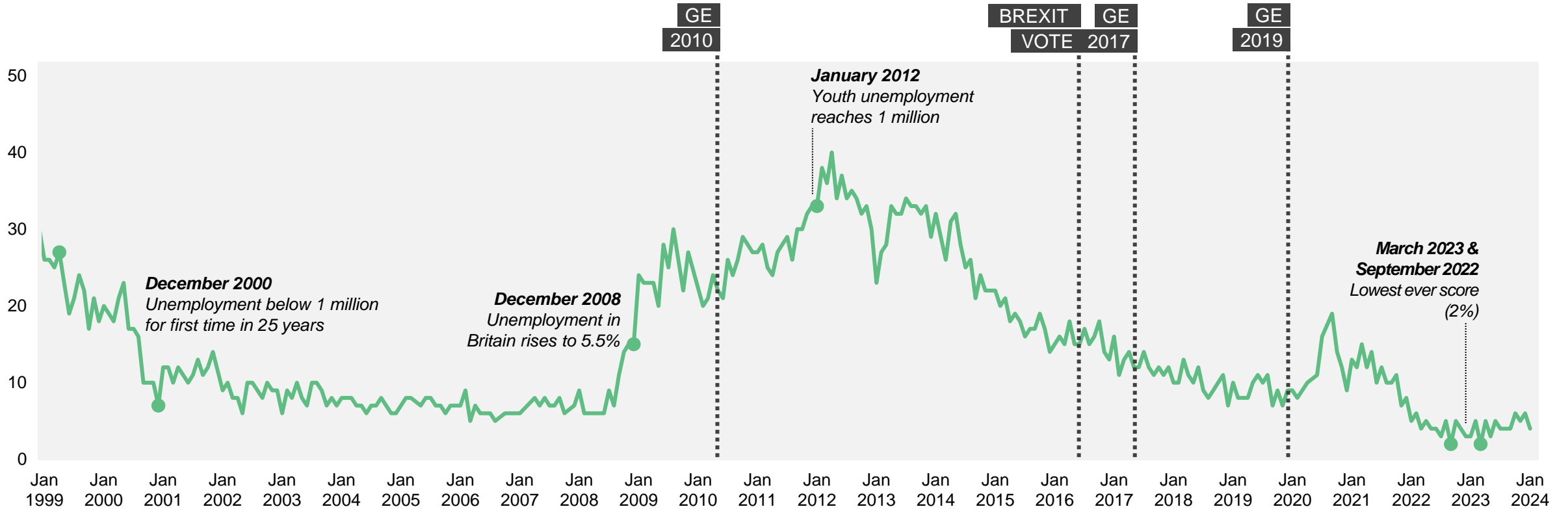


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

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

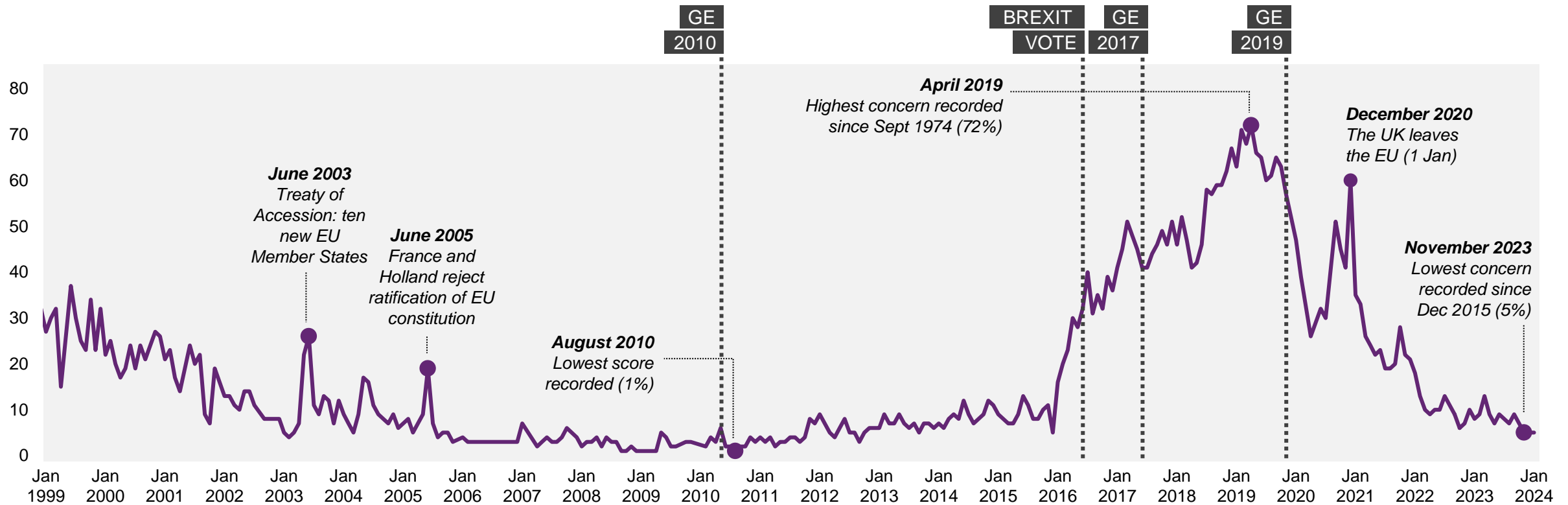


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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



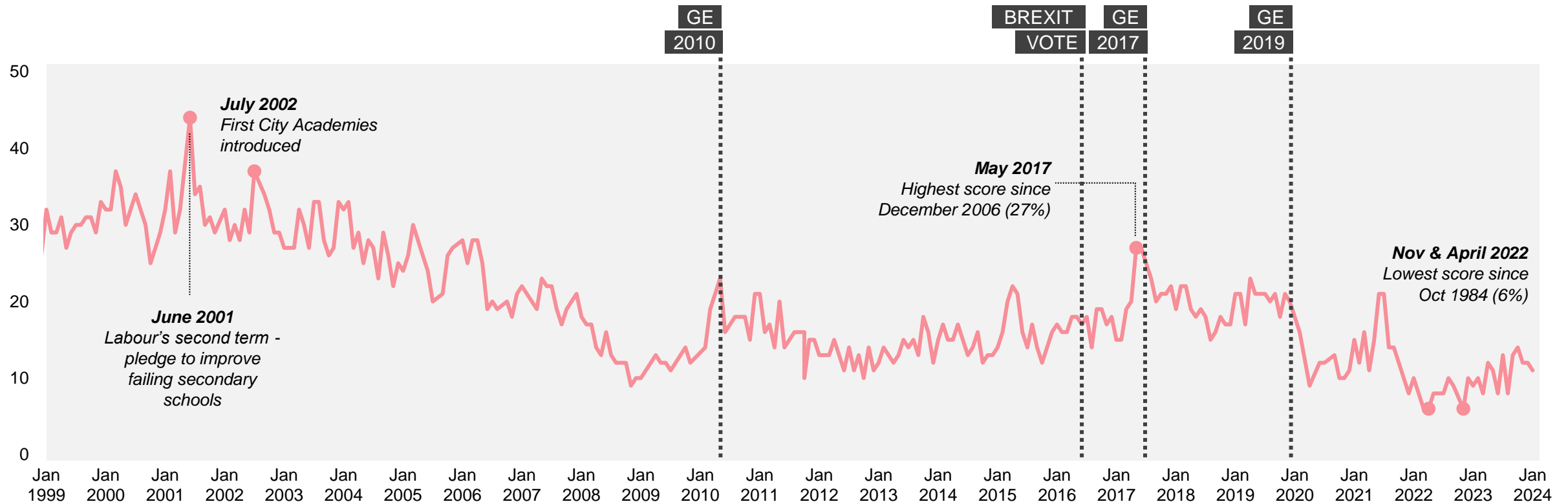
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Education / Schools

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

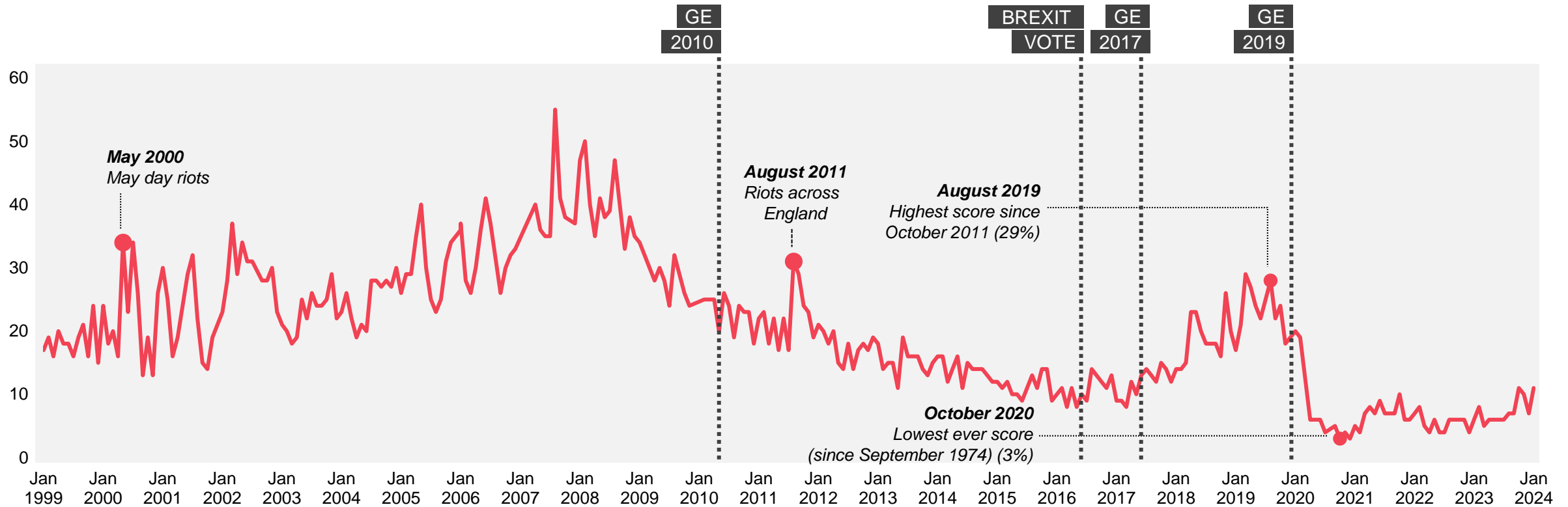


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime / Law & Order / Violence / Vandalism / ASB

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



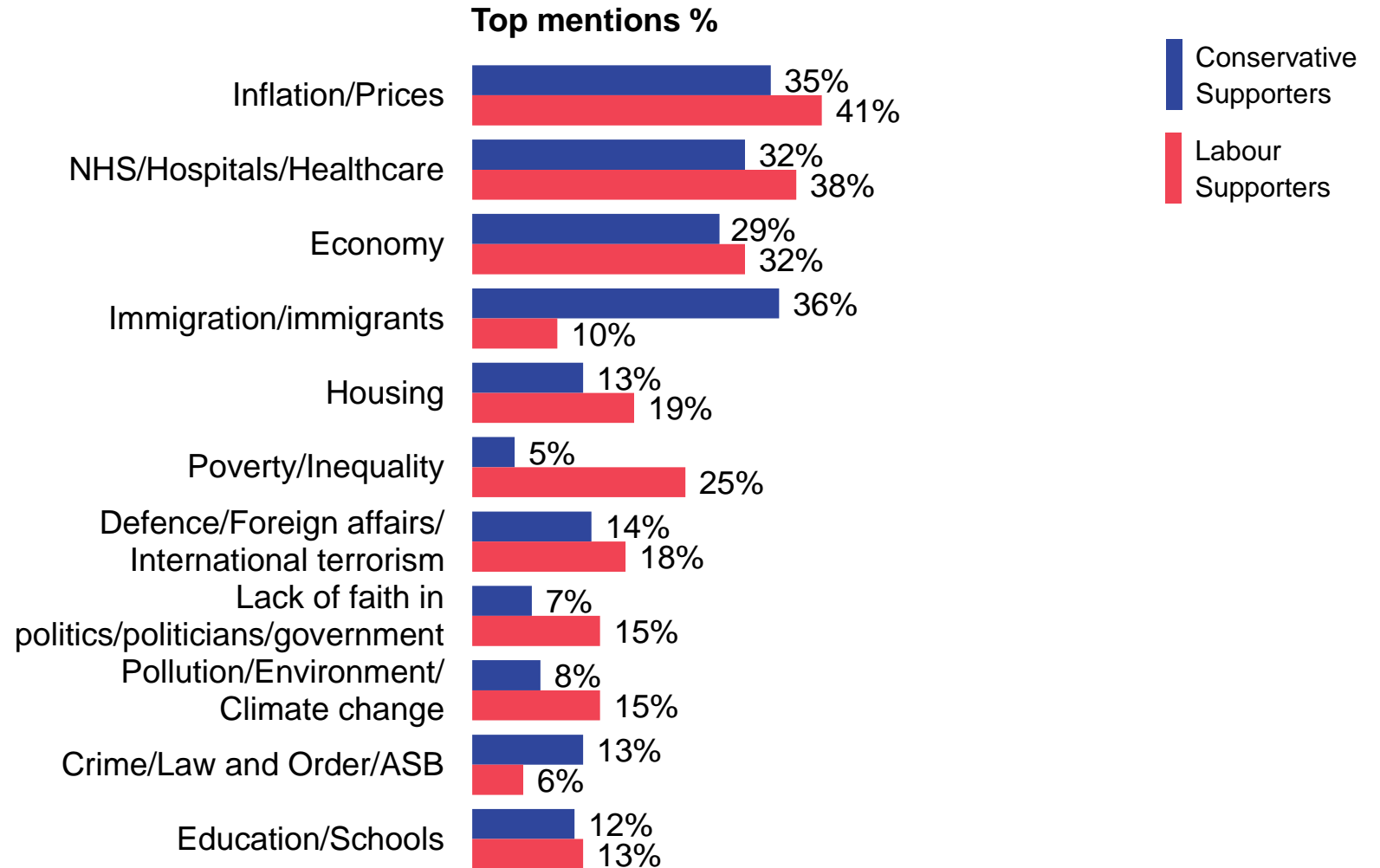
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Party support

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

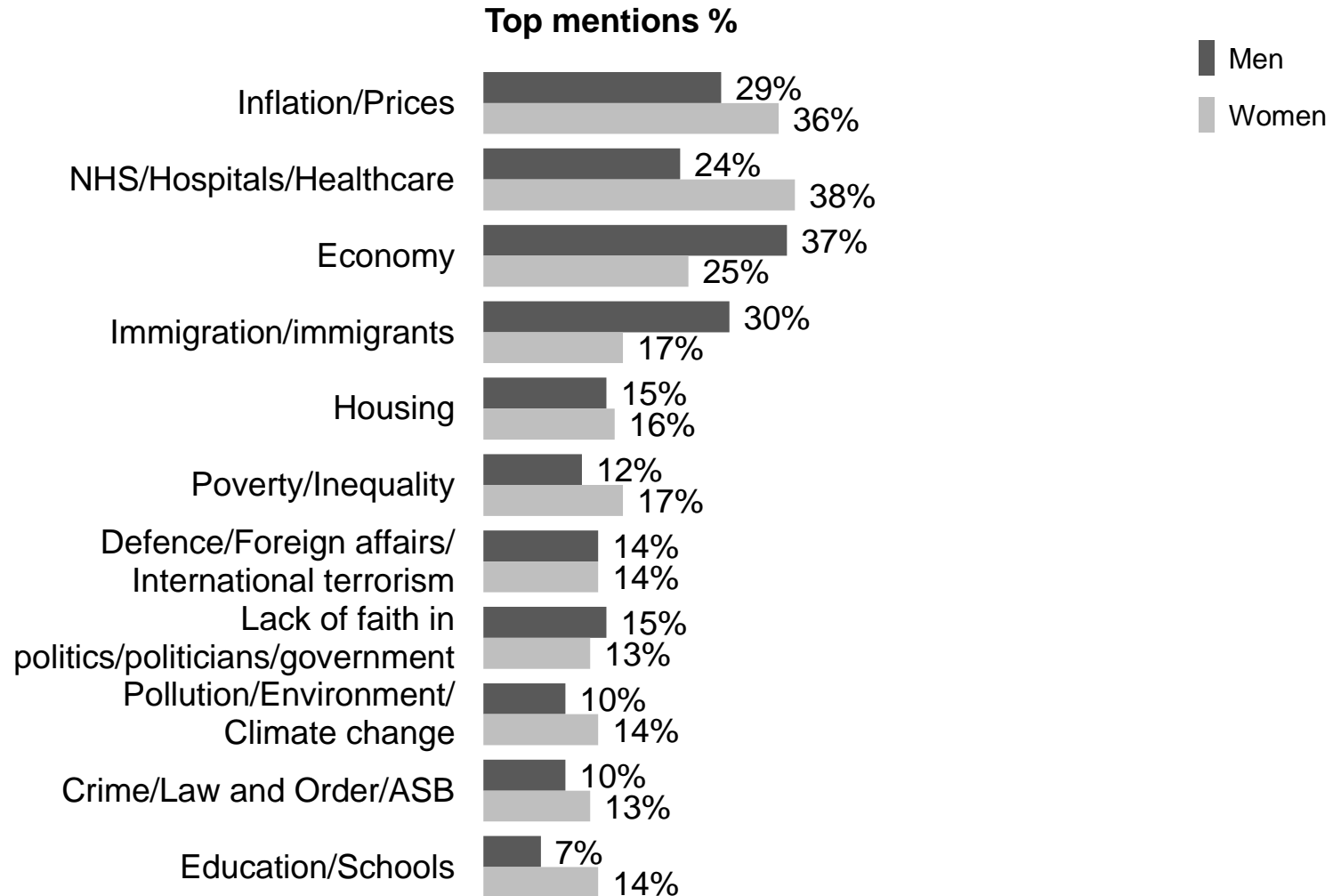


Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

Men and women

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

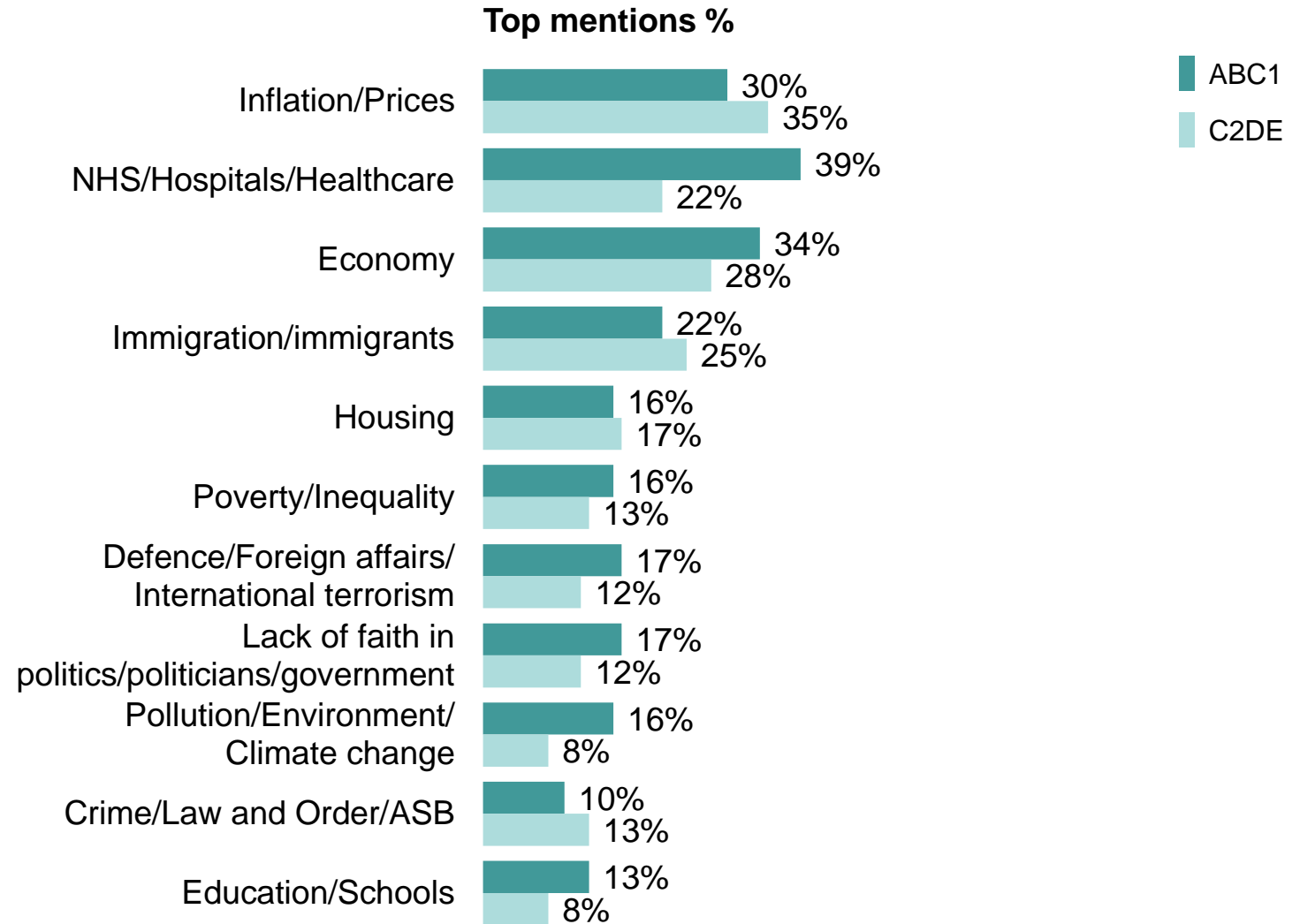


Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

Social grade

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

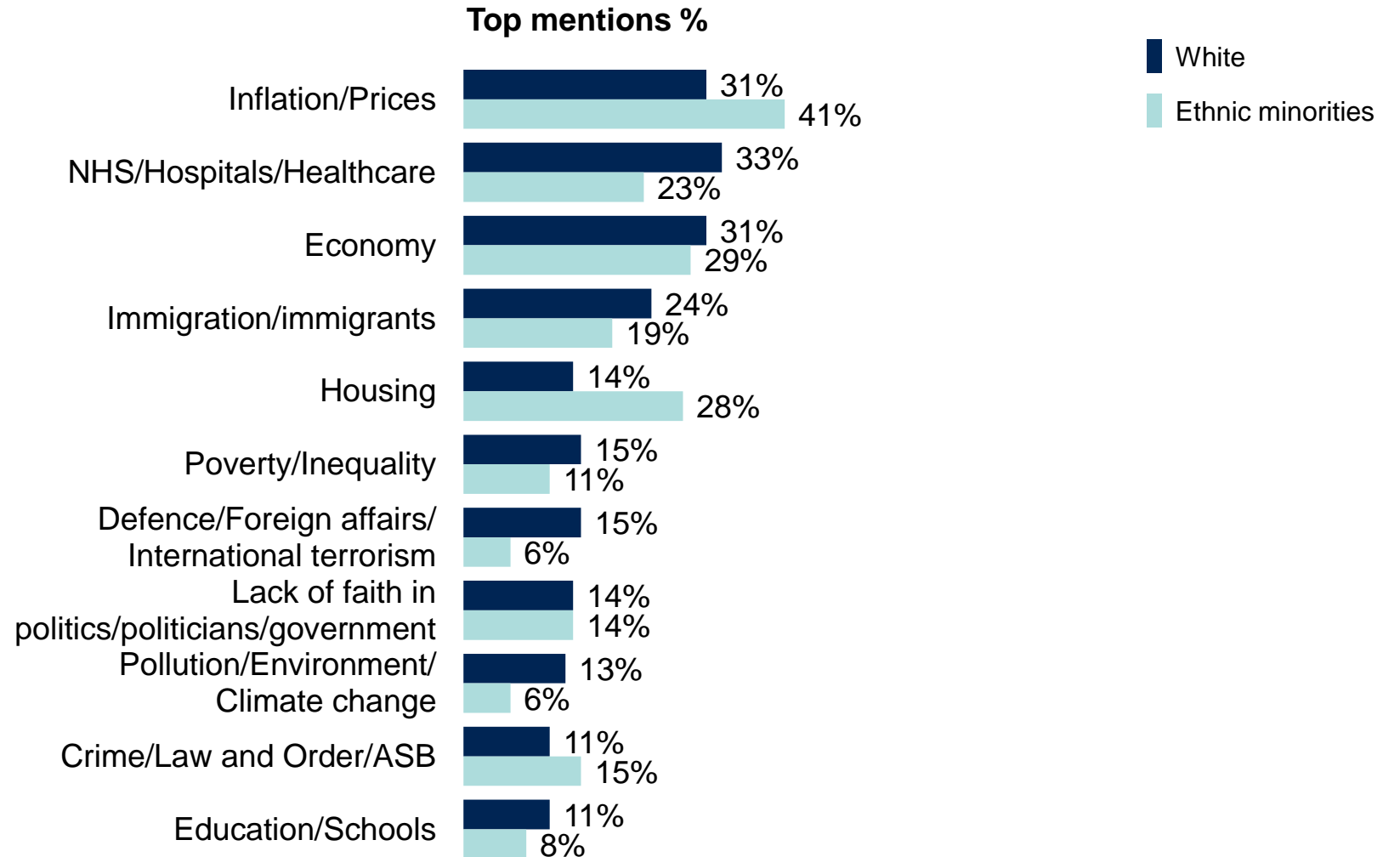


Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

Ethnic background

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

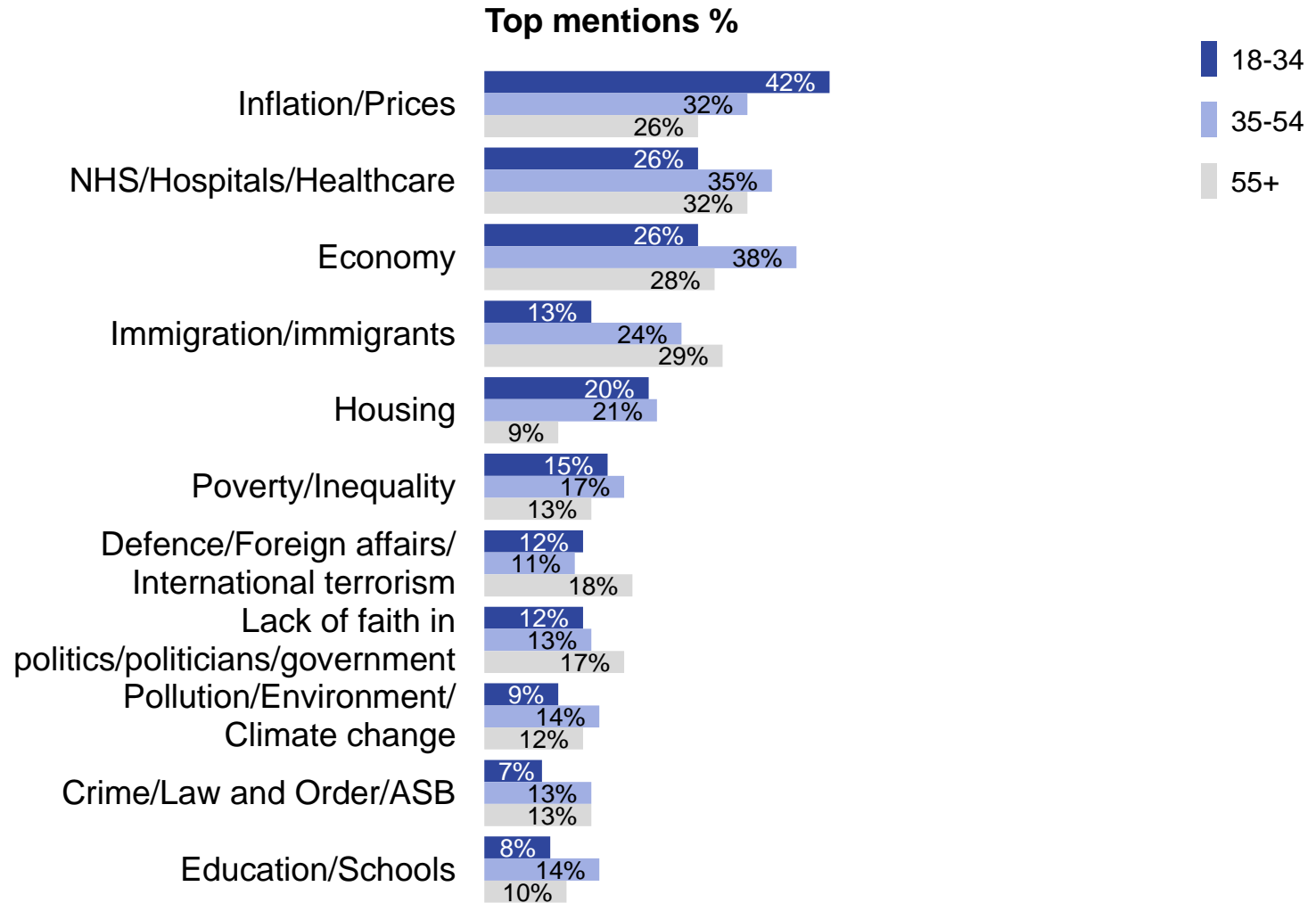


Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

Age group

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



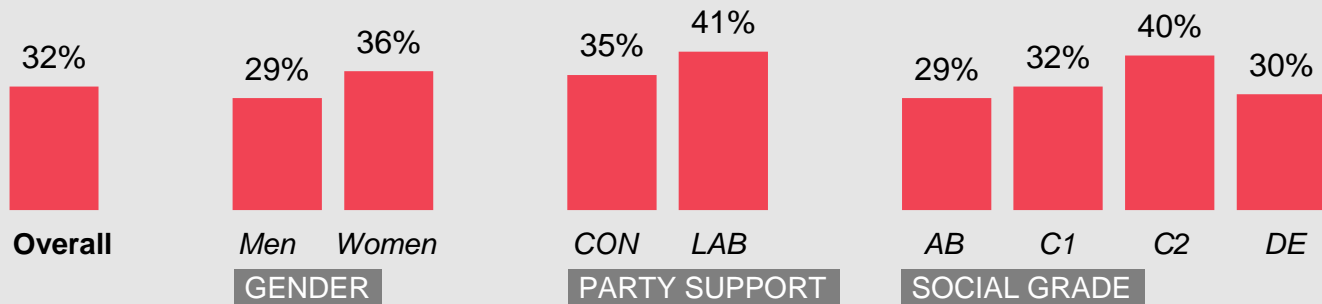
Base: 1,008 British adults 18+, 10 – 16 January 2024

Source: Ipsos Issues Index

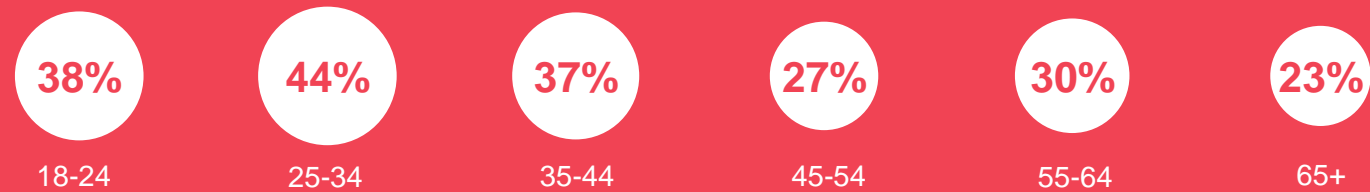
Concern about inflation/prices by subgroup

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

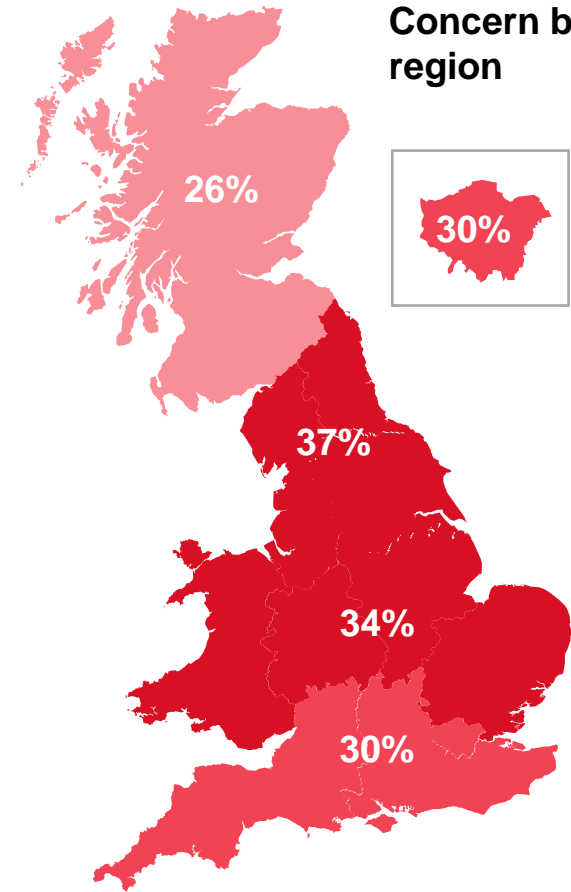
Concern by key demographic groups:



Concern by age:



Concern by region



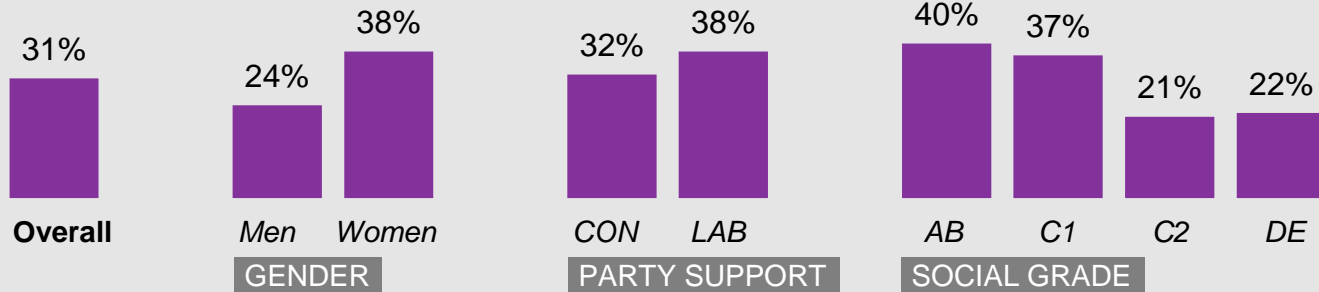
Base: 1,008 British adults 18+, 10 – 16 January 2024

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:

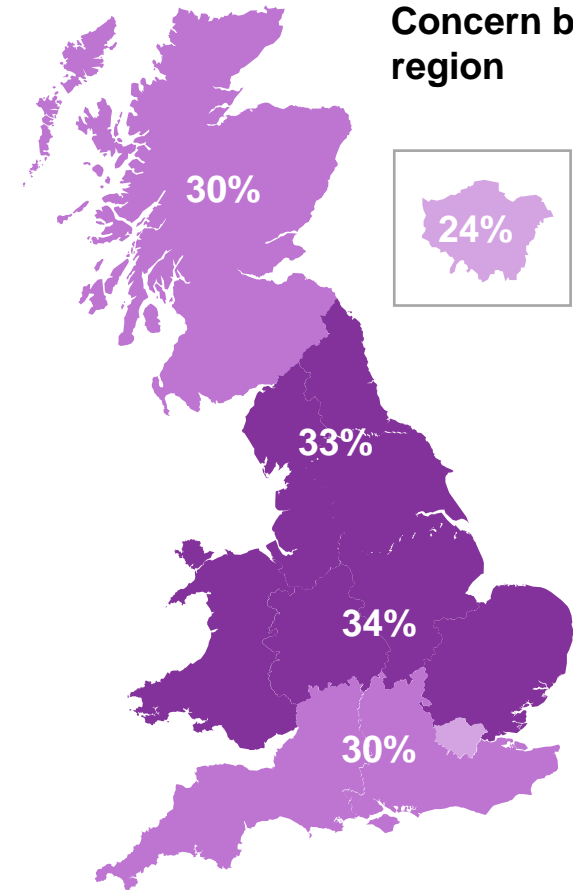


Concern by age:



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

Concern by region

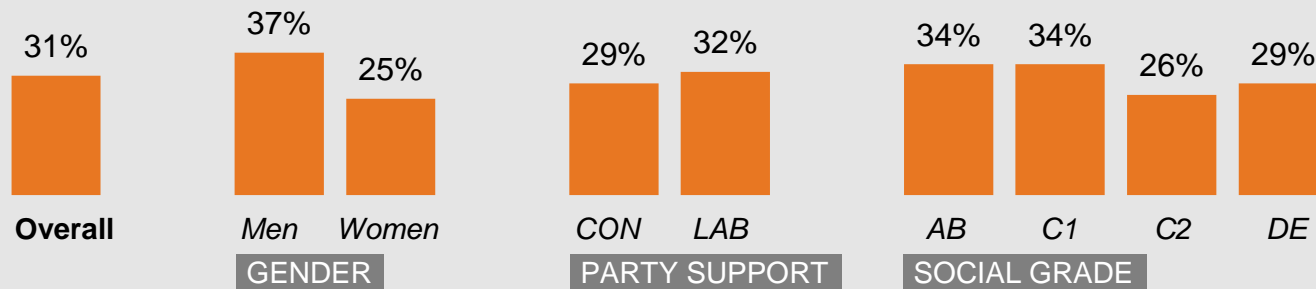


Source: Ipsos Issues Index

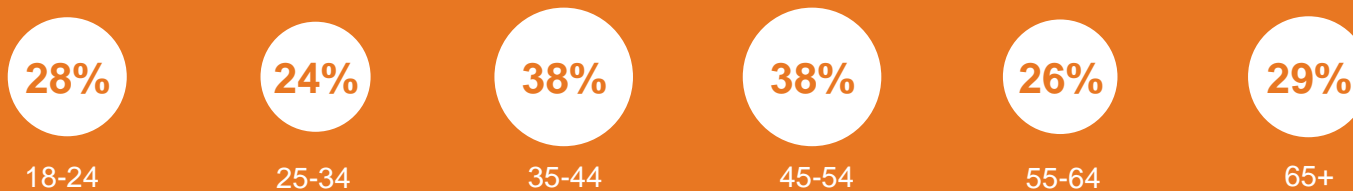
Concern about the economy by subgroup

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

Concern by key demographic groups:

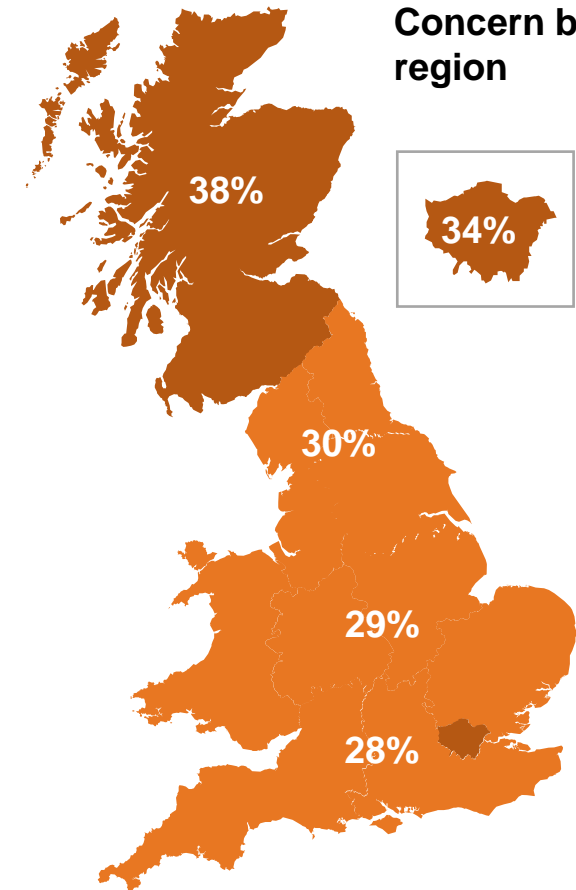


Concern by age:



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

Concern by region

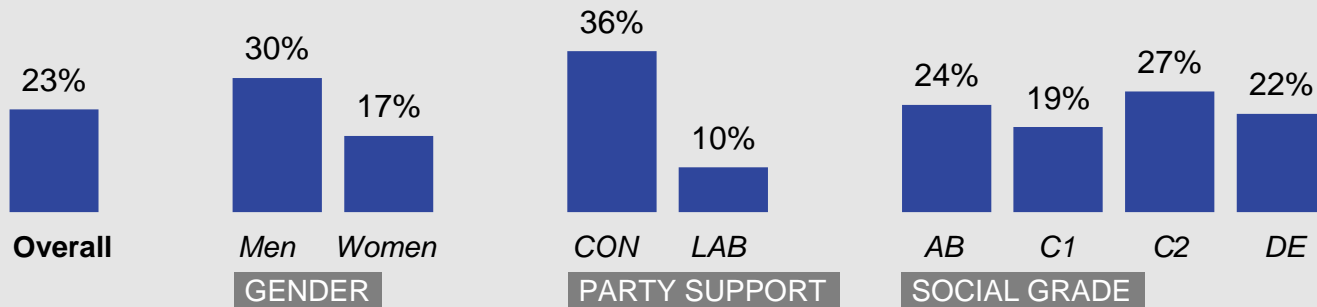


Source: Ipsos Issues Index

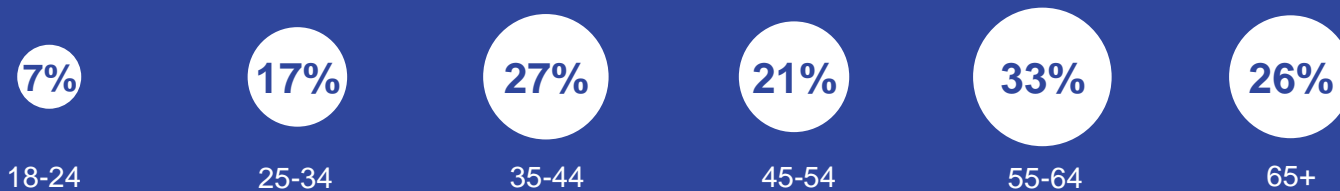
Concern about immigration by subgroup

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

Concern by key demographic groups:

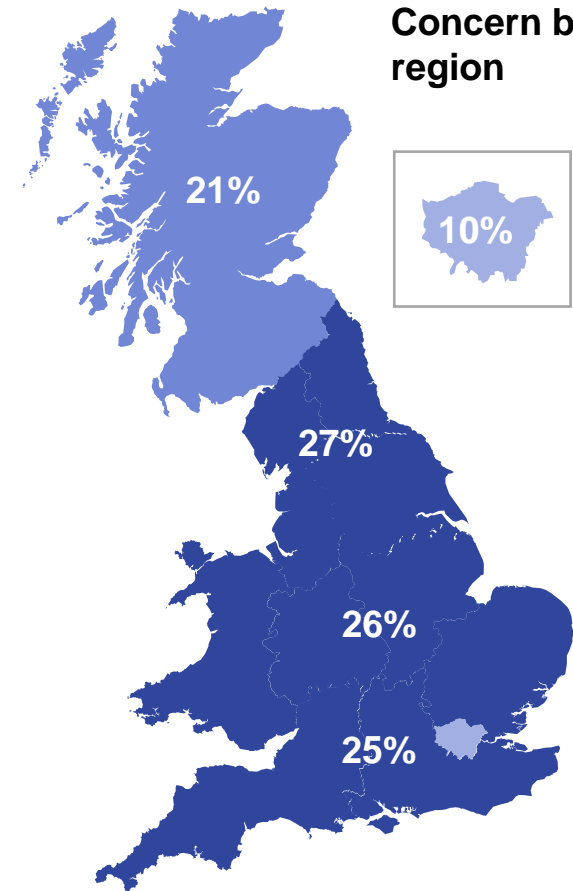


Concern by age:



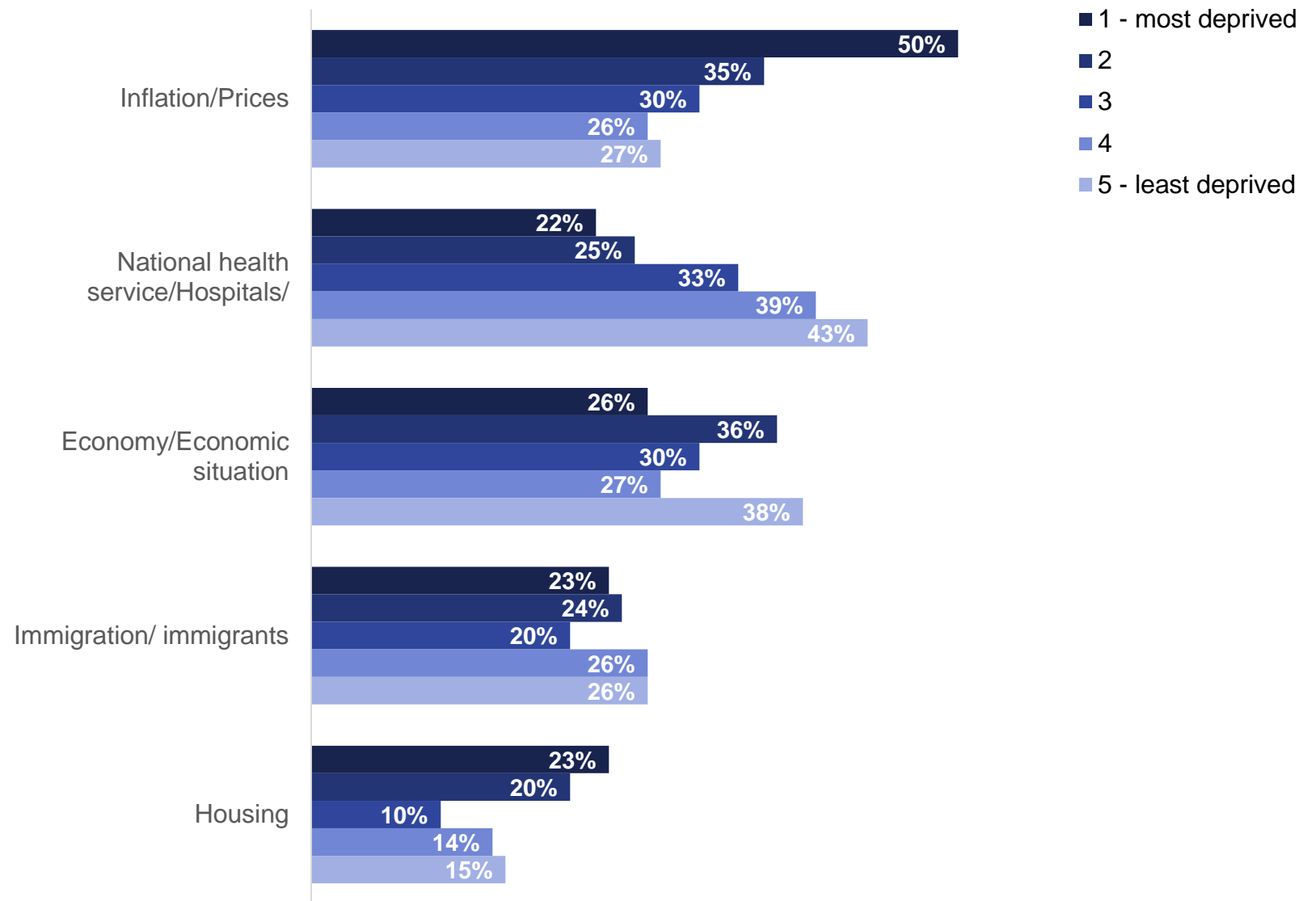
Base: 1,008 British adults 18+, 10 – 16 January 2024

Concern by region



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

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