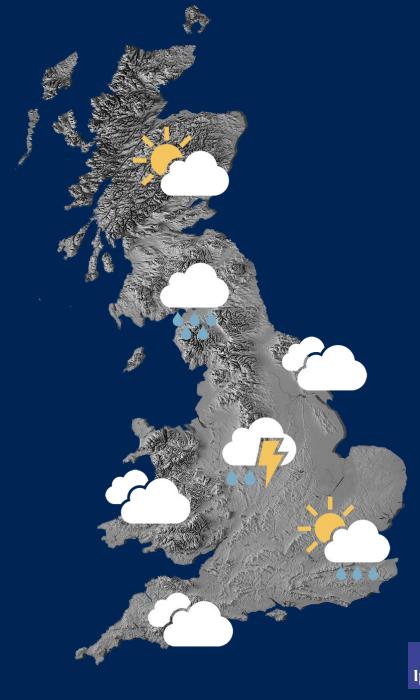
# IPSOS ISSUES INDEX

December 2023

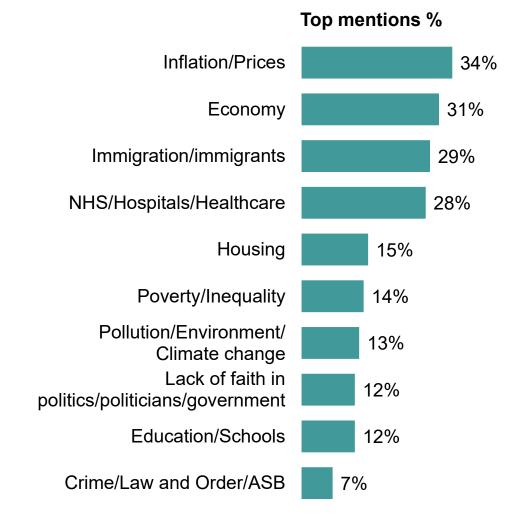
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#### December 2023

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

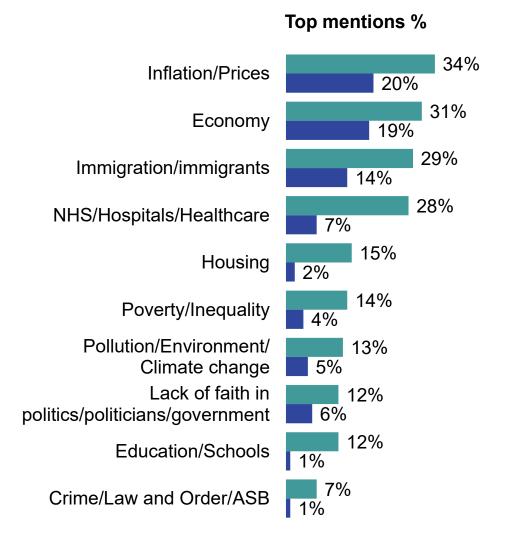


Change since November: % **Position** +9 ...... +7 +4 -3 +1 -3



#### December 2023

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



Most/other important issues

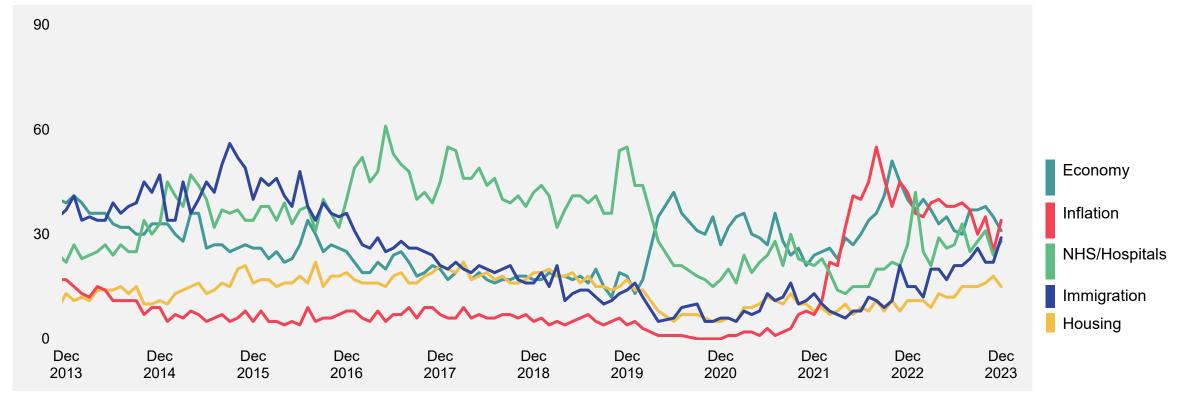
Most important issue



## Top five concerns for December 2023: trend data

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

#### Top mentions %

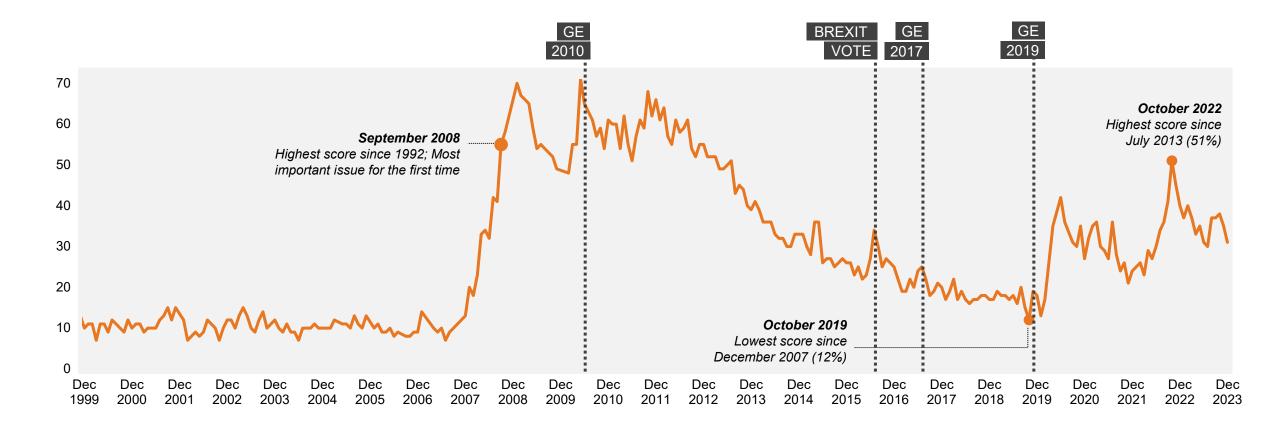


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### **Economy / Economic situation**

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

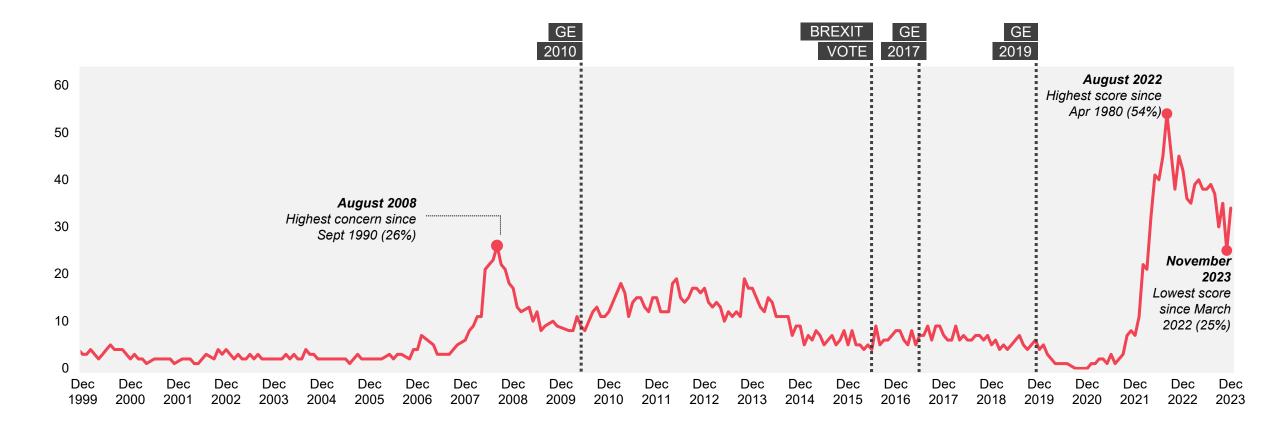


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### 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?



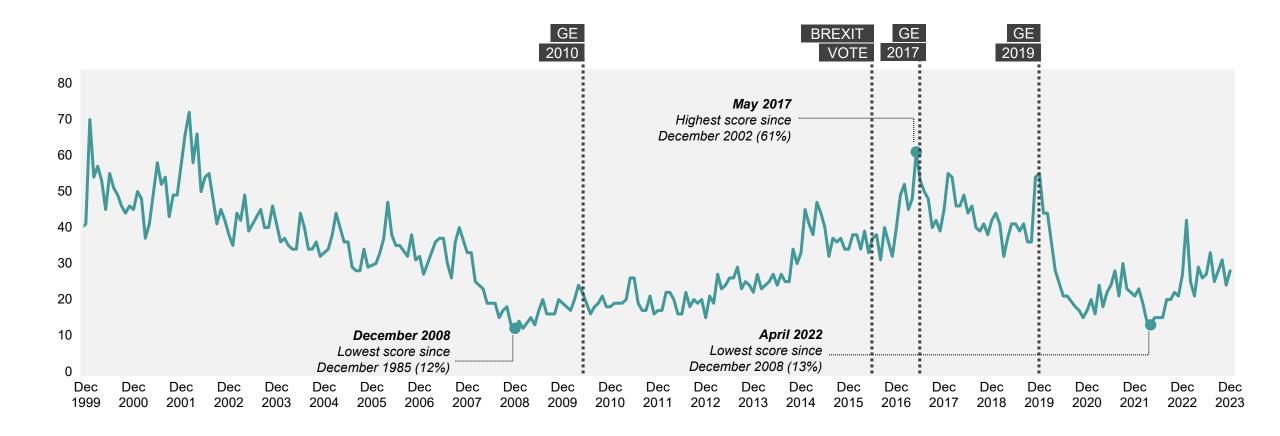
Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec 1975 1977 1978 1980 1981 1982 1984 1985 1987 1988 1989 1991 1992 1994 1995 1997 1998 1999 2001 2002 2004 2005 2006 2008 2009 2011 2012 2014 2015 2016 2018 2019 2021 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

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#### NHS / Hospitals / Healthcare

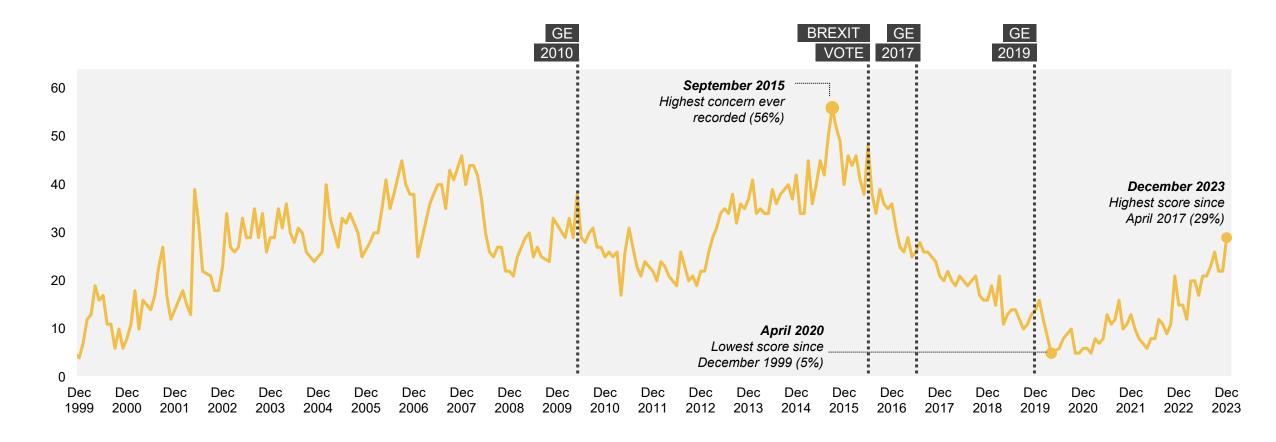
What do you see as the most/other important issues facing Britain today?



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

#### **Immigration / Immigrants**

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

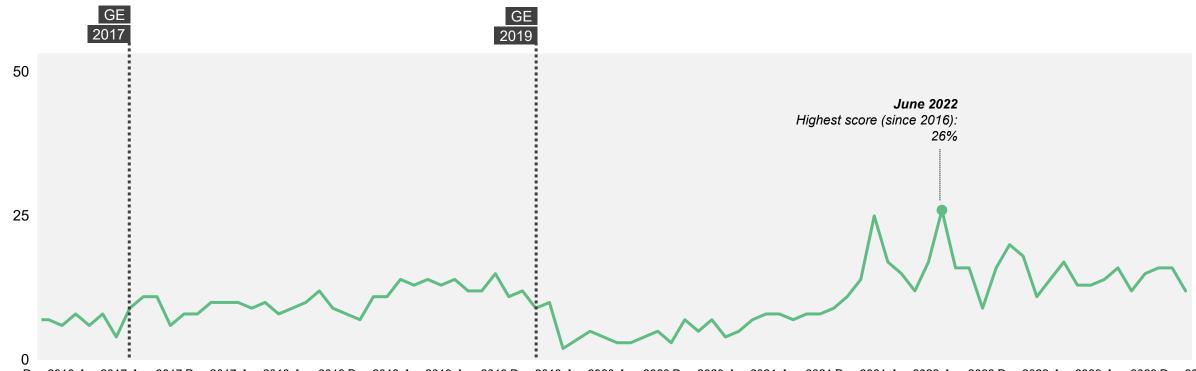


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## Lack of faith in politicians/politics

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



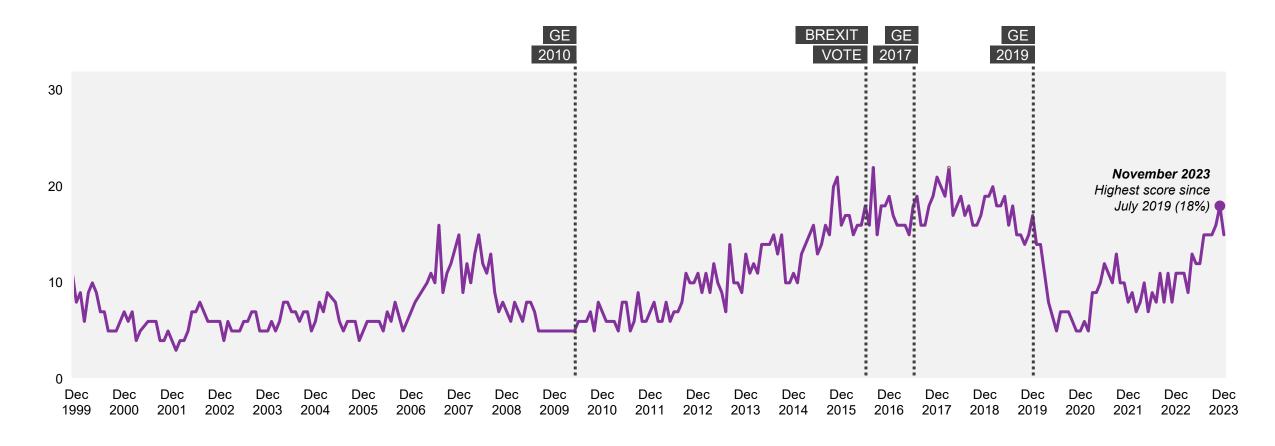
Dec 2016 Apr 2017 Aug 2017 Dec 2017 Apr 2018 Aug 2018 Dec 2018 Apr 2019 Aug 2019 Dec 2019 Apr 2020 Aug 2020 Dec 2020 Apr 2021 Aug 2021 Dec 2021 Apr 2022 Aug 2022 Dec 2022 Apr 2023 Aug 2023 Dec 2023

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?

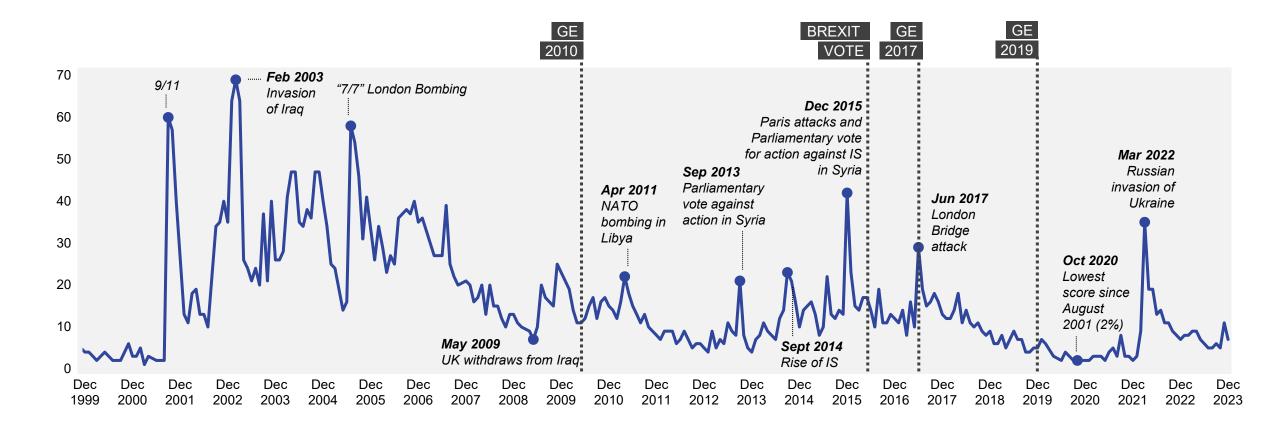


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### Defence / Foreign Affairs / International terrorism

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

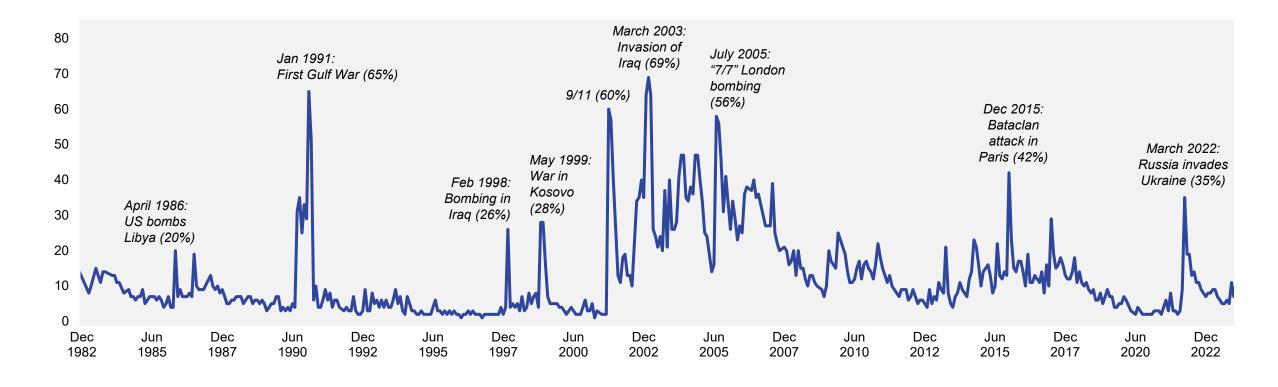


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Insos

## Defence/foreign affairs – concern since 1982

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

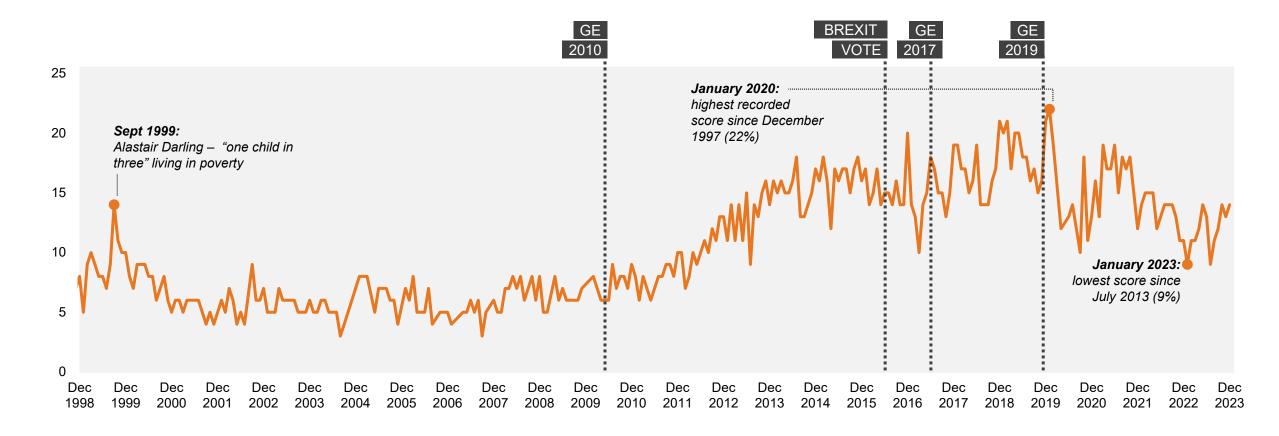


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **Poverty/inequality**

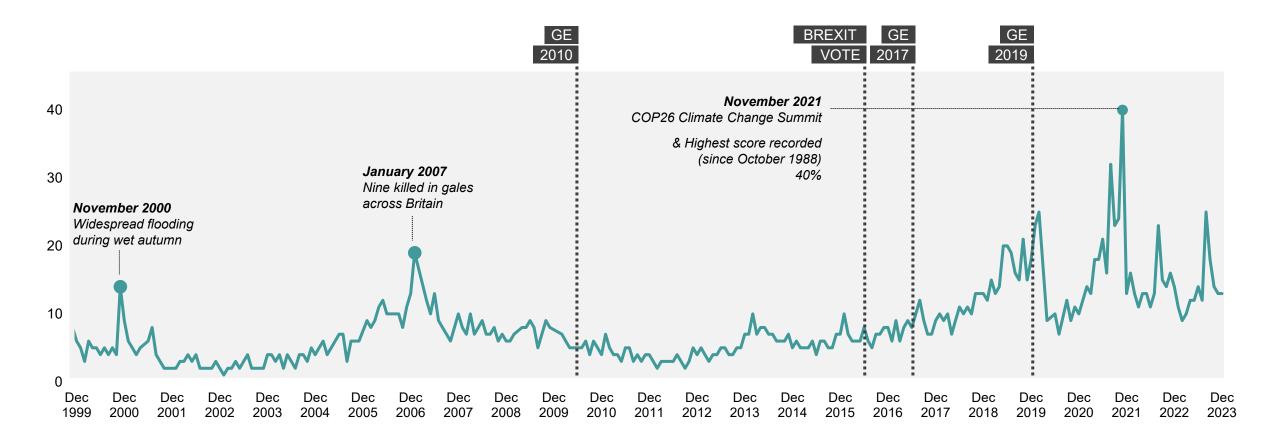
What do you see as the most/other important issues facing Britain today?



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?

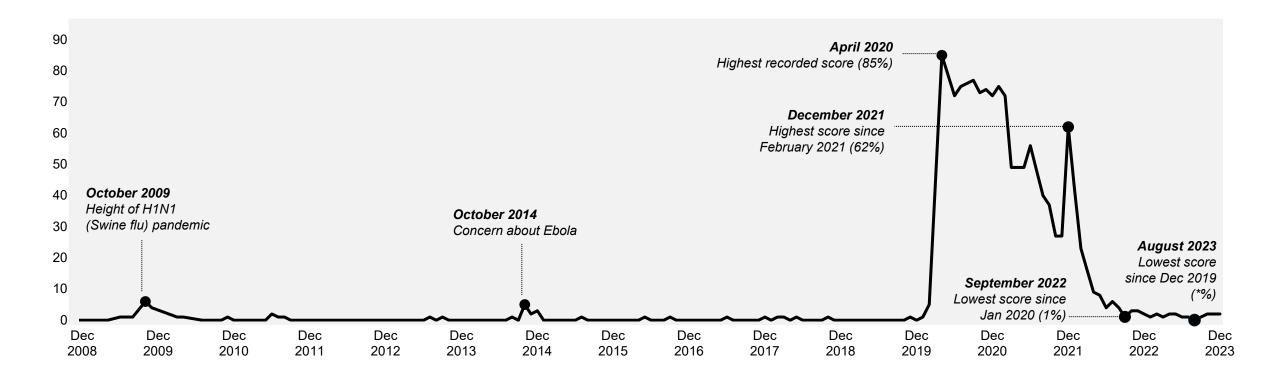


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

lpsos

#### Coronavirus/Pandemic diseases

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

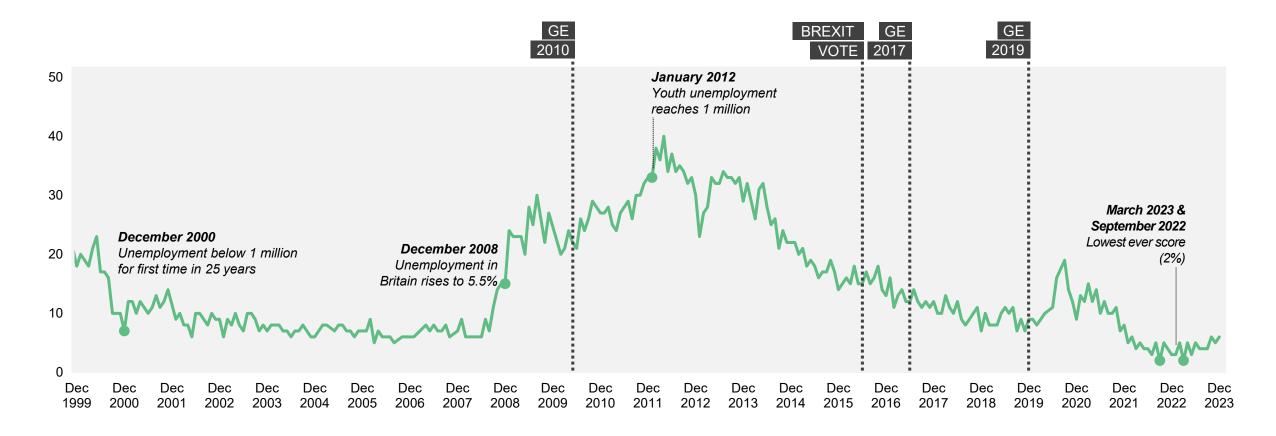


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

lpsos

## **Unemployment / Factory closure / Lack of industry**

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

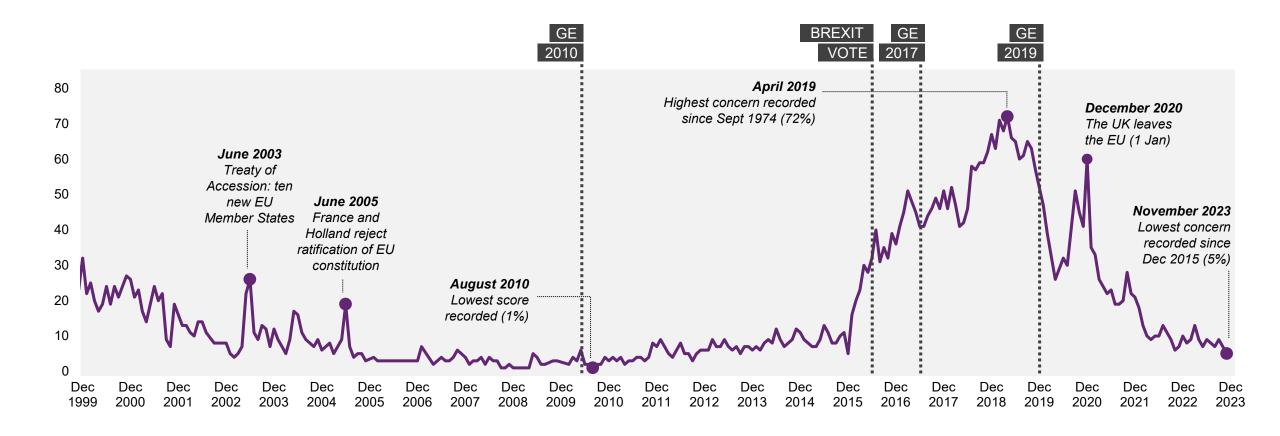


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



## **EU / Europe / Brexit**

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

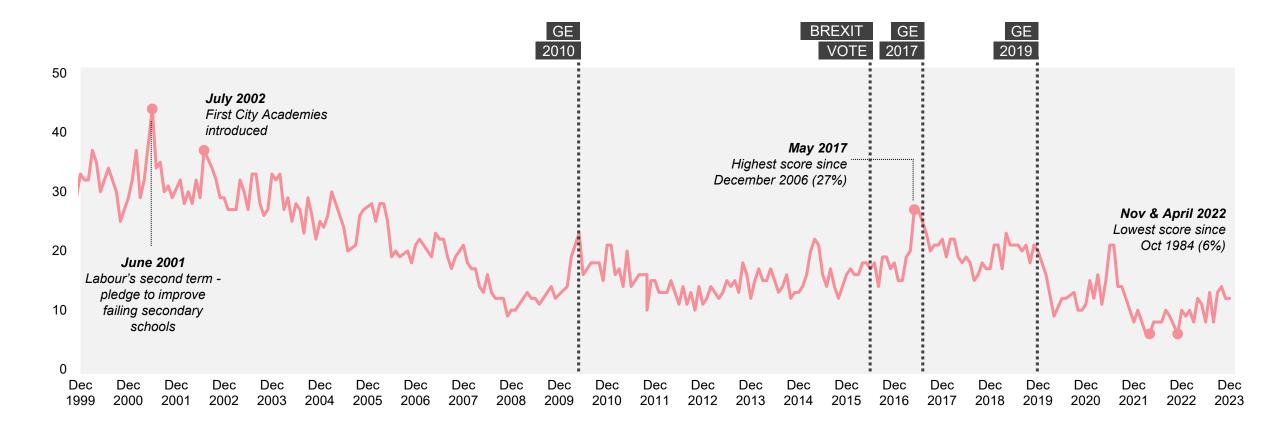


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



#### **Education / Schools**

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



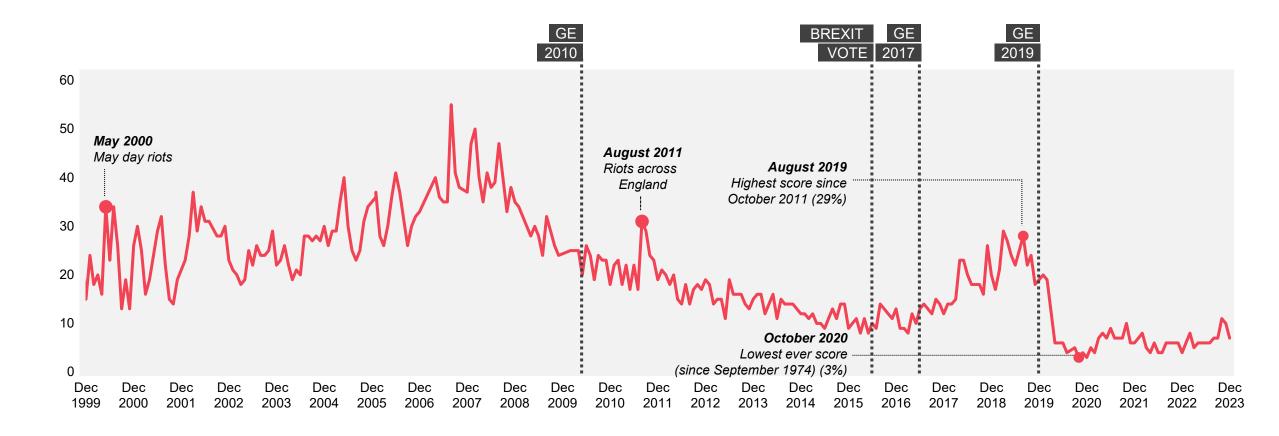
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

\_\_\_\_



#### Crime / Law & Order / Violence / Vandalism / ASB

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

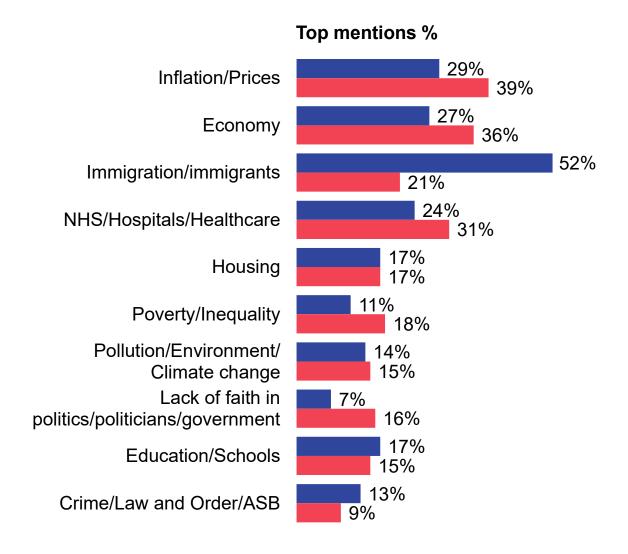


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



# Party support

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



Conservative
Supporters
Labour
Supporters

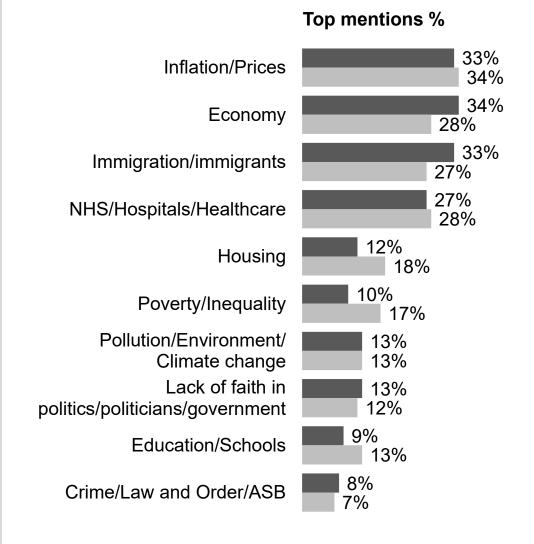
Source: Ipsos Issues Index

Base: 1,005 British adults 18+, 8 - 13 December 2023



# Men and women

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



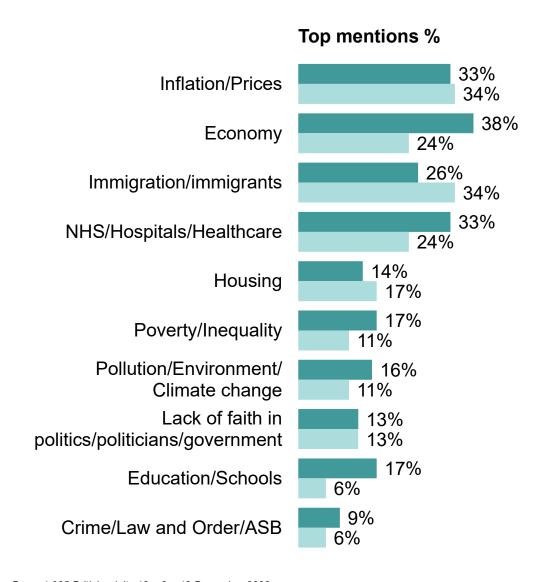
Men

Women



## Social grade

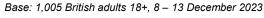
What do you see as the most/other important issues facing Britain today?



Source: Ipsos Issues Index

ABC1

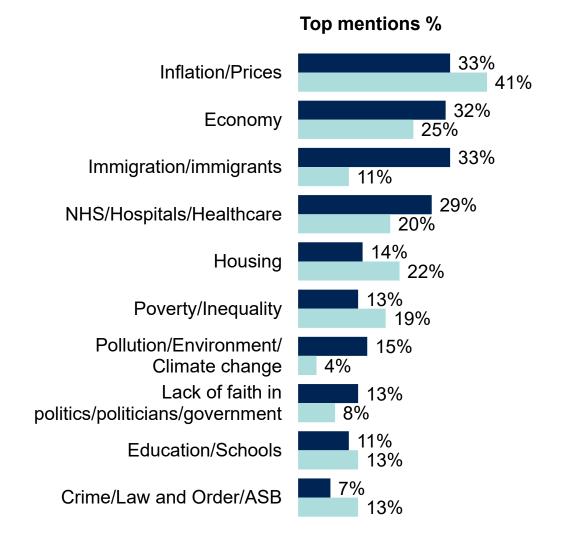
C2DE





# **Ethnic** background

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



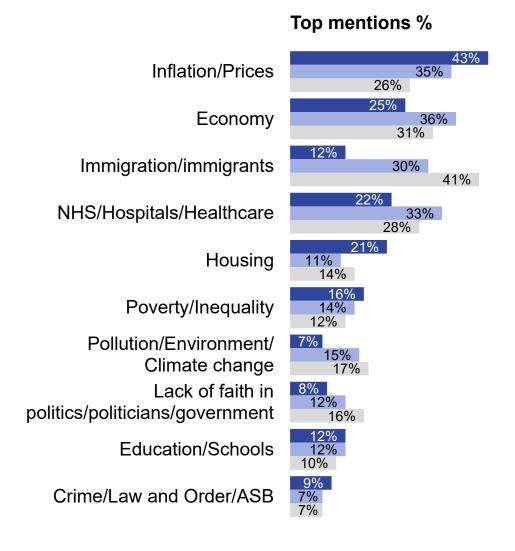
White

**Ethnic minorities** 



## Age group

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

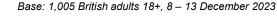


Source: Ipsos Issues Index

18-34

35-54

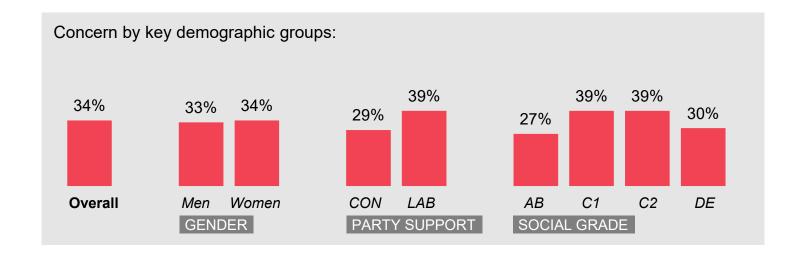
55+

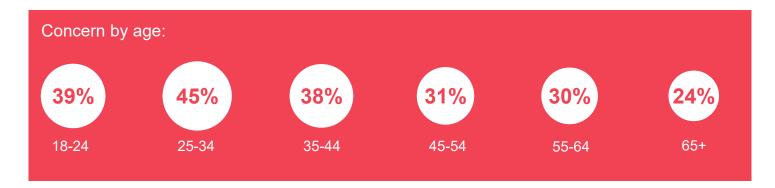




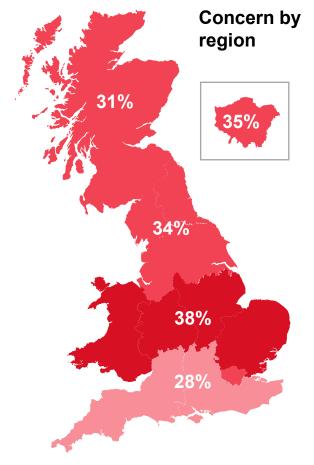
## Concern about inflation/prices by subgroup

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





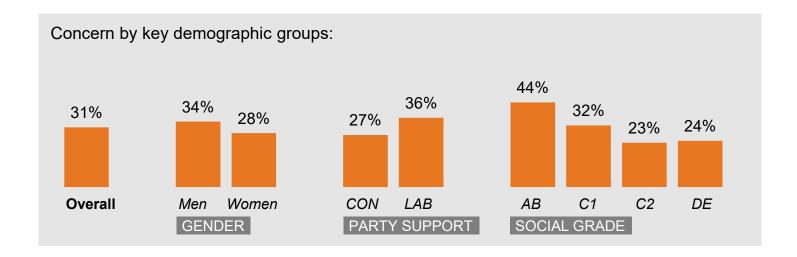
Base: 1.005 British adults 18+. 8 - 13 December 2023

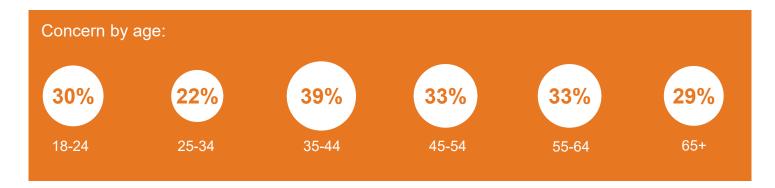




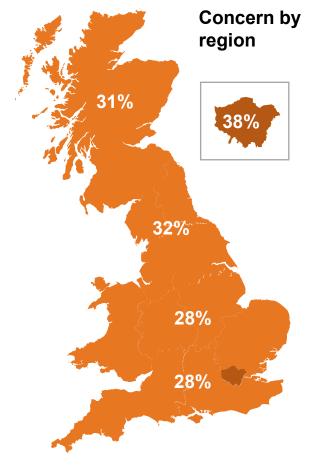
#### Concern about the economy by subgroup

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





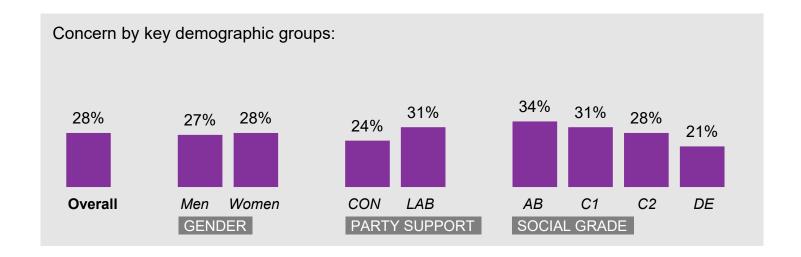
Base: 1.005 British adults 18+. 8 - 13 December 2023

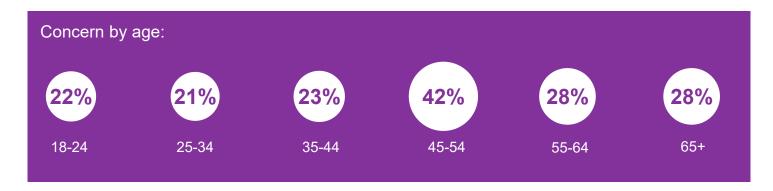




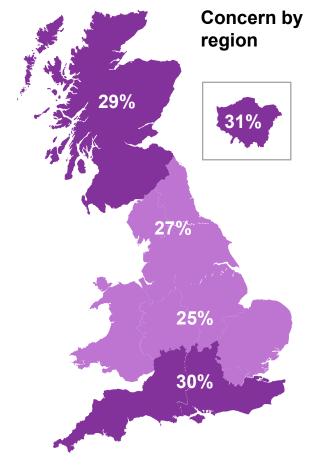
#### Concern about the NHS by subgroup

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





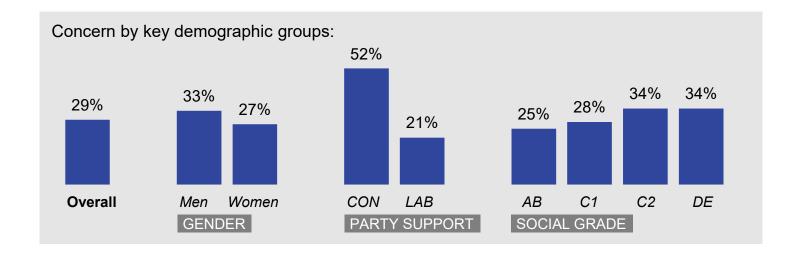


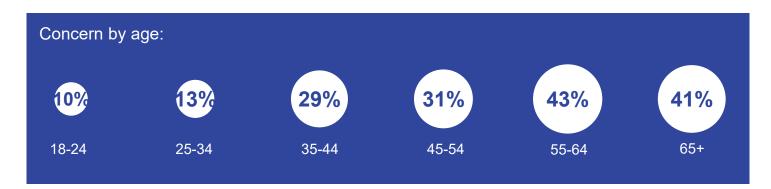




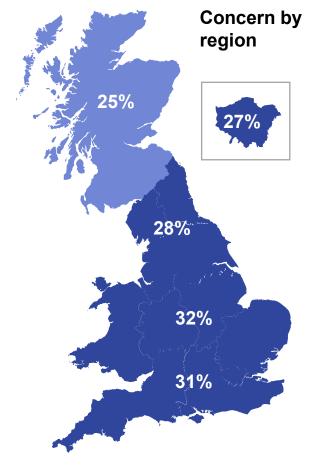
#### Concern about immigration by subgroup

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





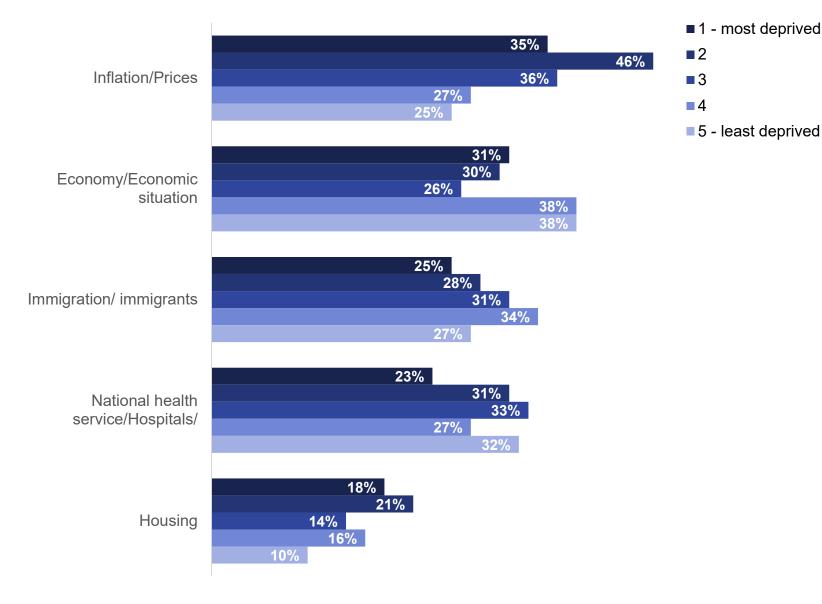
Base: 1.005 British adults 18+. 8 - 13 December 2023





# 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: 1,005 British adults 18+, 8 - 13 December 2023



# IPSOS ISSUES INDEX

December 2023

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Michael.Clemence@ipsos.com

