April 2024

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>%</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>34%</td>
<td>-2</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>29%</td>
<td>-6</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>27%</td>
<td>-1</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>24%</td>
<td>0</td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td>+4</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>13%</td>
<td>-1</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>13%</td>
<td>+1</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>13%</td>
<td>-1</td>
</tr>
<tr>
<td>Defence/Foreign affairs/International terrorism</td>
<td>13%</td>
<td>+3</td>
</tr>
<tr>
<td>Pollution/Environment/Climate change</td>
<td>12%</td>
<td>+2</td>
</tr>
</tbody>
</table>

Change since March:

Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index
What do you see as the most/other important issues facing Britain today?

- Economy: 34% (19% most important)
- NHS/Hospitals/Healthcare: 29% (8% most important)
- Inflation/Prices: 27% (15% most important)
- Immigration/immigrants: 24% (11% most important)
- Housing: 18% (4% most important)
- Poverty/Inequality: 13% (5% most important)
- Education/Schools: 13% (1% most important)
- Lack of faith in politics/politicians/government: 13% (5% most important)
- Defence/Foreign affairs/International terrorism: 13% (4% most important)
- Pollution/Environment/Climate change: 12% (3% most important)

Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index
Top five concerns for April 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
Economy / Economic situation

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

Source: Ipsos Issues Index

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?
Inflation/prices

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

Source: Ipsos Issues Index

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?

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?

- Feb 2003: Invasion of Iraq
- May 2009: UK withdraws from Iraq
- "7/7" London Bombing
- Jun 2017: London Bridge attack
- Apr 2011: NATO bombing in Libya
- May 2009: UK withdraws from Iraq
- Sep 2013: Parliamentary vote against action in Syria
- Dec 2015: Paris attacks and Parliamentary vote for action against IS in Syria
- Apr 2011: NATO bombing in Libya
- Sep 2013: Parliamentary vote against action in Syria
- Dec 2015: Paris attacks and Parliamentary vote for action against IS in Syria
- Jun 2017: London Bridge attack
- Mar 2022: Russian invasion of Ukraine
- Oct 2020: Lowest score since August 2001 (2%)

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?

Sept 1999:
Alastair Darling – “one child in three” living in poverty

January 2020:
highest recorded score since December 1997 (22%)

January 2023:
lowest score since July 2013 (9%)

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?

November 2000
Widespread flooding during wet autumn

January 2007
Nine killed in gales across Britain

November 2021
COP26 Climate Change Summit
& Highest score recorded (since October 1988) 40%

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?

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**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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**Source:** Ipsos Issues Index
Unemployment / Factory closure / Lack of industry

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

December 2000
Unemployment below 1 million for first time in 25 years

December 2008
Unemployment in Britain rises to 5.5%

January 2012
Youth unemployment reaches 1 million

March 2023 & September 2022
Lowest ever score (2%)

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

June 2003
Treaty of Accession: ten new EU Member States

June 2005
France and Holland reject ratification of EU constitution

August 2010
Lowest score recorded (1%)

April 2019
Highest concern recorded since Sept 1974 (72%)

December 2020
The UK leaves the EU (1 Jan)

April 2024
Lowest concern recorded since Sept 2012 (3%)
Education / Schools

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

July 2002
First City Academies introduced

June 2001
Labour’s second term - pledge to improve failing secondary schools

May 2017
Highest score since December 2006 (27%)

Nov & April 2022
Lowest score since Oct 1984 (6%)

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?

August 2011
Riots across England

August 2019
Highest score since October 2011 (29%)

October 2020
Lowest ever score (since September 1974) (3%)

Source: Ipsos Issues Index

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

### Top mentions %

- **Economy**
  - Conservative: 30%
  - Labour: 39%

- **NHS/Hospitals/Healthcare**
  - Conservative: 30%
  - Labour: 33%

- **Inflation/Prices**
  - Conservative: 25%
  - Labour: 28%

- **Immigration/immigrants**
  - Conservative: 14%
  - Labour: 40%

- **Housing**
  - Conservative: 12%
  - Labour: 21%

- **Poverty/Inequality**
  - Conservative: 5%
  - Labour: 16%

- **Education/Schools**
  - Conservative: 7%
  - Labour: 16%

- **Lack of faith in politics/politicians/government**
  - Conservative: 7%
  - Labour: 12%

- **Defence/Foreign affairs/International terrorism**
  - Conservative: 16%
  - Labour: 16%

- **Pollution/Environment/Climate change**
  - Conservative: 11%
  - Labour: 16%

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
Men and women

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top mentions %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>23%</td>
<td>34%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Housing</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Defence/Foreign affairs/International terrorism</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Pollution/Environment/Climate change</td>
<td>10%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
Social grade

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

Top mentions %

- Economy: 39% (ABC1), 29% (C2DE)
- NHS/Hospitals/Healthcare: 33% (ABC1), 25% (C2DE)
- Inflation/Prices: 26% (ABC1), 27% (C2DE)
- Immigration/immigrants: 23% (ABC1), 25% (C2DE)
- Housing: 19% (ABC1), 19% (C2DE)
- Poverty/Inequality: 13% (ABC1), 13% (C2DE)
- Education/Schools: 17% (ABC1), 8% (C2DE)
- Lack of faith in politics/politicians/government: 12% (ABC1), 13% (C2DE)
- Defence/Foreign affairs/International terrorism: 14% (ABC1), 11% (C2DE)
- Pollution/Environment/Climate change: 16% (ABC1), 8% (C2DE)

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
Ethnic background

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>White</th>
<th>Ethnic minorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>24%</td>
<td>43%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Defence/Foreign affairs/International terrorism</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Pollution/Environment/Climate change</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index
Base: 1,035 British adults 18+, 14 – 18 April 2024
What do you see as the most/other important issues facing Britain today?

**Top mentions %**

<table>
<thead>
<tr>
<th>Issue</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>32%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>NHS/Hospitals/Healthcare</td>
<td>21%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Inflation/Prices</td>
<td>16%</td>
<td>29%</td>
<td>39%</td>
</tr>
<tr>
<td>Immigration/immigrants</td>
<td>14%</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td>Housing</td>
<td>19%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>Poverty/Inequality</td>
<td>11%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Education/Schools</td>
<td>8%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of faith in politics/politicians/government</td>
<td>11%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Defence/Foreign affairs/International terrorism</td>
<td>10%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Pollution/Environment/Climate change</td>
<td>10%</td>
<td>13%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
Concern about the economy by subgroup

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

Concern by key demographic groups:

<table>
<thead>
<tr>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
<th>CON</th>
<th>LAB</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>36%</td>
<td>31%</td>
<td>30%</td>
<td>39%</td>
<td>38%</td>
<td>39%</td>
<td>31%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Concern by age:

<table>
<thead>
<tr>
<th>Age</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>33%</td>
</tr>
<tr>
<td>25-34</td>
<td>31%</td>
</tr>
<tr>
<td>35-44</td>
<td>29%</td>
</tr>
<tr>
<td>45-54</td>
<td>37%</td>
</tr>
<tr>
<td>55-64</td>
<td>38%</td>
</tr>
<tr>
<td>65+</td>
<td>33%</td>
</tr>
</tbody>
</table>

Base: 1,035 British adults 18+, 14 – 18 April 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:

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>CON</td>
</tr>
<tr>
<td>DE</td>
</tr>
</tbody>
</table>

- **Overall**: 29%, 23%, 34%
- **Men**: 30%, 33%
- **Women**: 34%, 31%, 26%, 24%
- **CON**: 32%
- **LAB**: 31%
- **AB**: 30%
- **C1**: 29%
- **C2**: 32%
- **DE**: 22%

### Concern by age:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>17%</td>
</tr>
<tr>
<td>25-34</td>
<td>23%</td>
</tr>
<tr>
<td>35-44</td>
<td>33%</td>
</tr>
<tr>
<td>45-54</td>
<td>29%</td>
</tr>
<tr>
<td>55-64</td>
<td>41%</td>
</tr>
<tr>
<td>65+</td>
<td>28%</td>
</tr>
</tbody>
</table>

- **18-24**: 17%
- **25-34**: 23%
- **35-44**: 33%
- **45-54**: 29%
- **55-64**: 41%
- **65+**: 28%

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
## Concern about inflation/prices by subgroup

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

### Concern by key demographic groups:

<table>
<thead>
<tr>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
<th>CON</th>
<th>LAB</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>27%</td>
<td>26%</td>
<td>25%</td>
<td>28%</td>
<td>25%</td>
<td>26%</td>
<td>30%</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Concern by age:

<table>
<thead>
<tr>
<th>Age</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>41%</td>
</tr>
<tr>
<td>25-34</td>
<td>38%</td>
</tr>
<tr>
<td>35-44</td>
<td>28%</td>
</tr>
<tr>
<td>45-54</td>
<td>30%</td>
</tr>
<tr>
<td>55-64</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>16%</td>
</tr>
</tbody>
</table>

---

Base: 1,035 British adults 18+, 14 – 18 April 2024

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:

- Overall: 24%
- Men: 26%
- Women: 22%
- CON: 40%
- LAB: 14%
- AB: 23%
- C1: 23%
- C2: 28%
- DE: 22%

Concern by age:

- 18-24: 11%
- 25-34: 16%
- 35-44: 22%
- 45-54: 21%
- 55-64: 25%
- 65+: 38%

Source: Ipsos Issues Index

Base: 1,035 British adults 18+, 14 – 18 April 2024
Top five concerns by IMD quintile

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

- Economy/Economic situation
- National health service/Hospitals/
- Inflation/Prices
- Immigration/immigrants
- Housing

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

Base: 1,035 British adults 18+, 14 – 18 April 2024