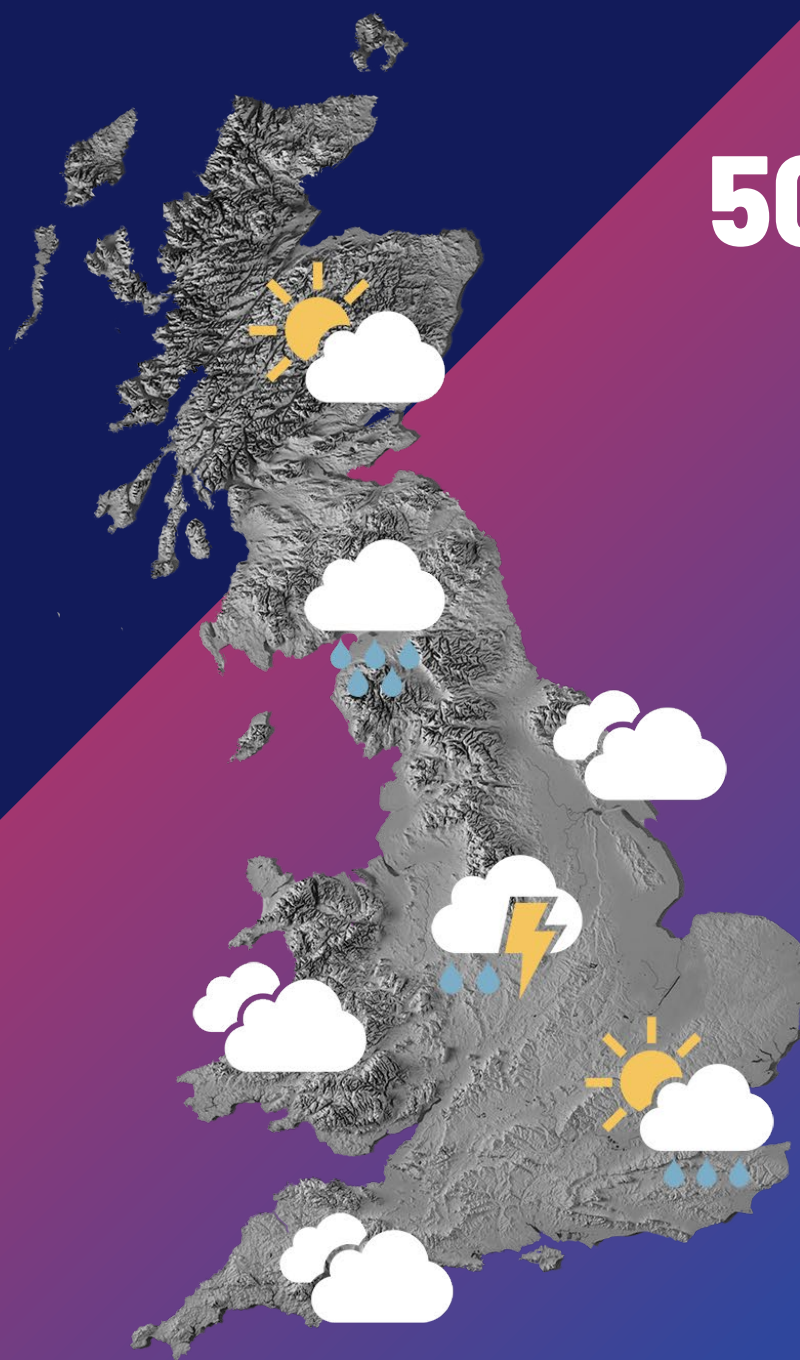


# Ipsos Issues Index

August 2024

## 50 years of the Issues Index 1974 - 2024



# August 2024

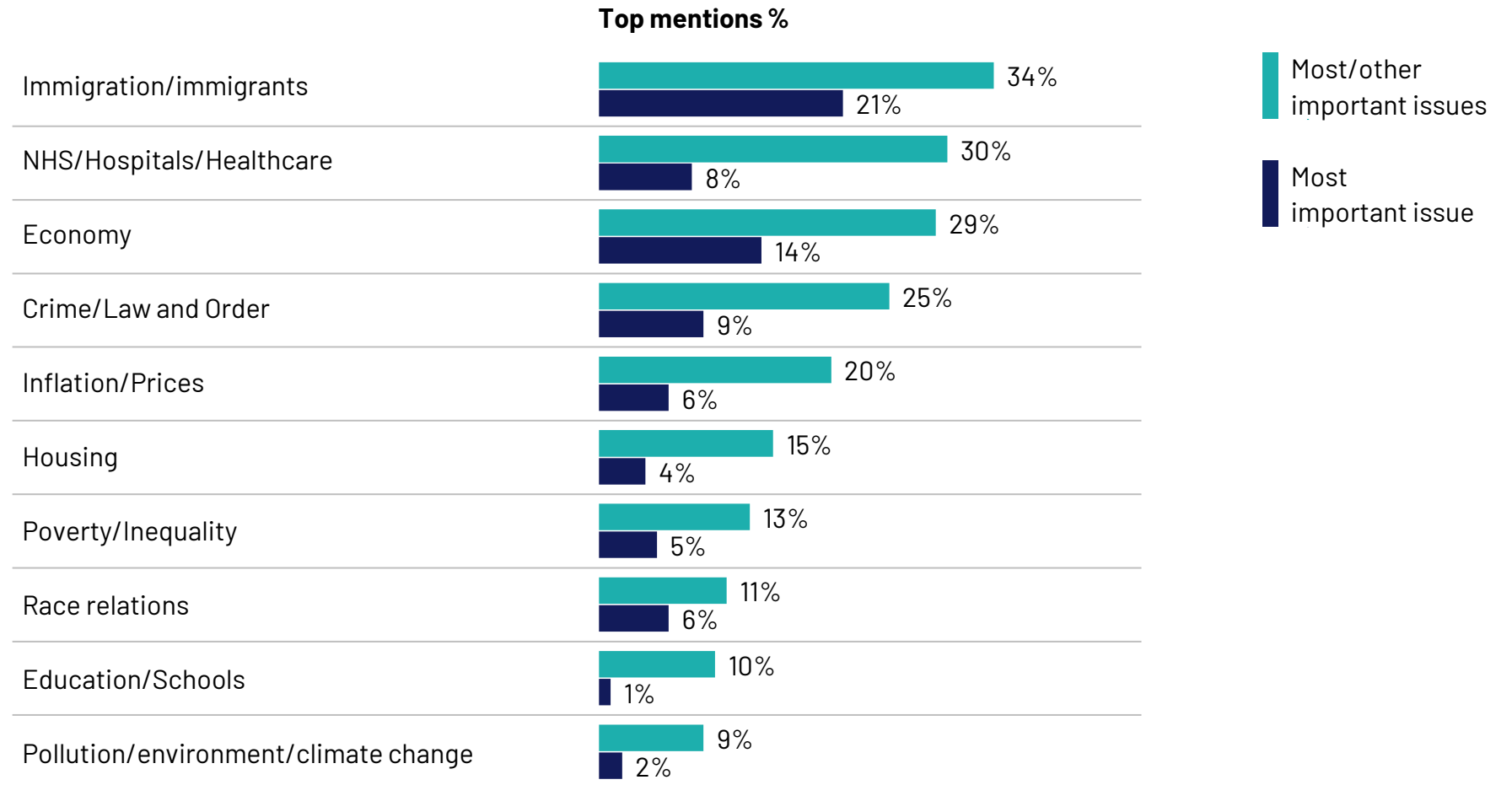
What do you see as the most/other important issues facing Britain today?

	Top mentions %	Change since July:	
		%	Position
Immigration/immigrants	34%	+3	+2 ▲
NHS/Hospitals/Healthcare	30%	-17	-1 ▼
Economy	29%	-5	-1 ▼
Crime/Law and Order	25%	+19	+10 ▲
Inflation/Prices	20%	-1	-1 ▼
Housing	15%	-3	-1 ▼
Poverty/Inequality	13%	+1	—
Race relations	11%	+10	+15 ▲
Education/Schools	10%	-6	-3 ▼
Pollution/environment/climate change	9%	-	—

Base: 1,010 British adults 18+, 7 - 13 August 2024

# August 2024

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

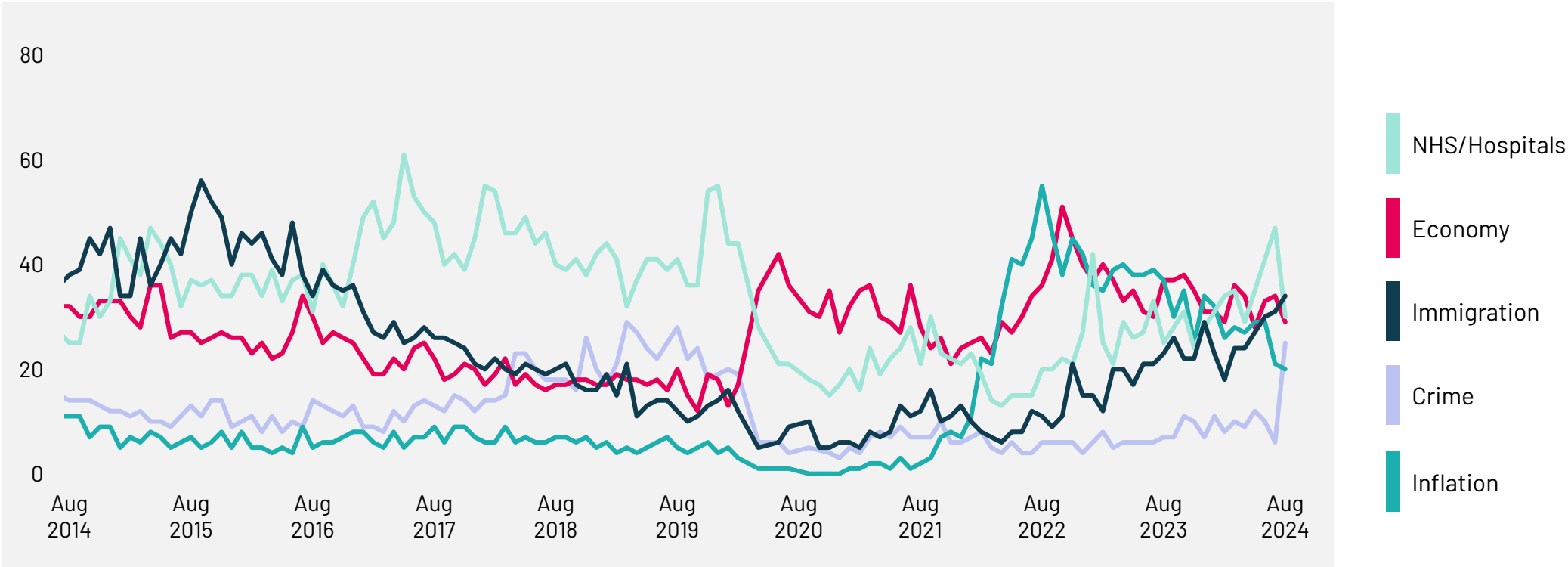


**Base:** 1,010 British adults 18+, 7 - 13 August 2024

**Source:** Ipsos Issues Index

# Top five concerns for August 2024: trend data

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

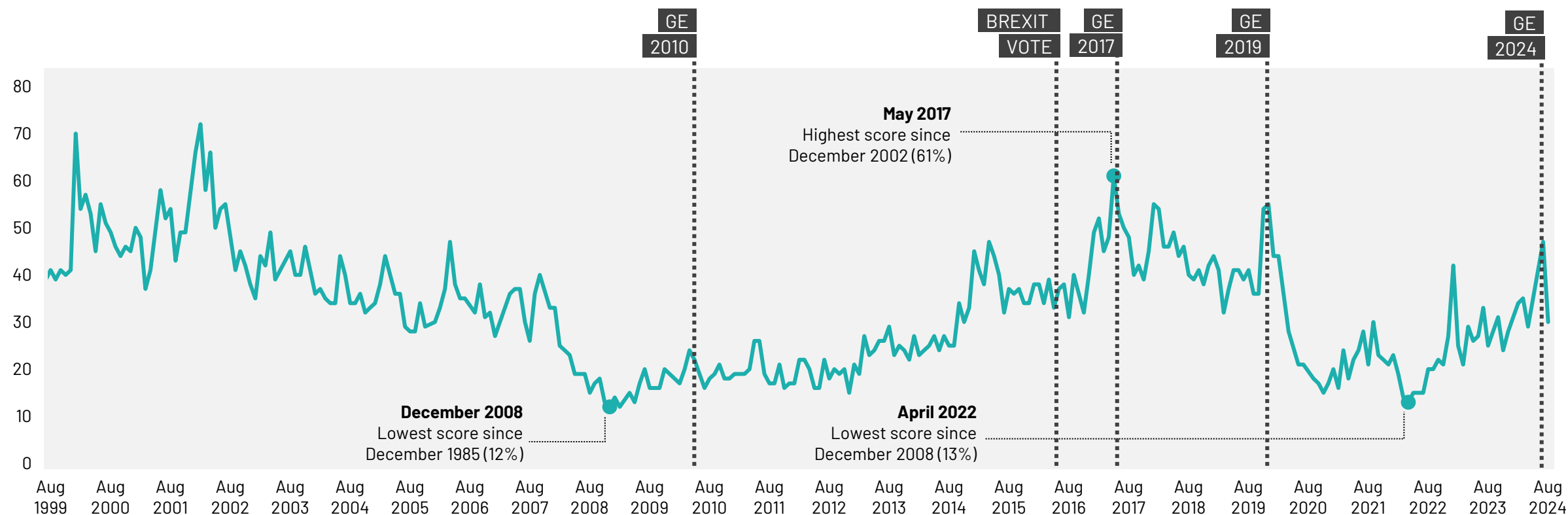


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# NHS/Hospitals/Healthcare

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



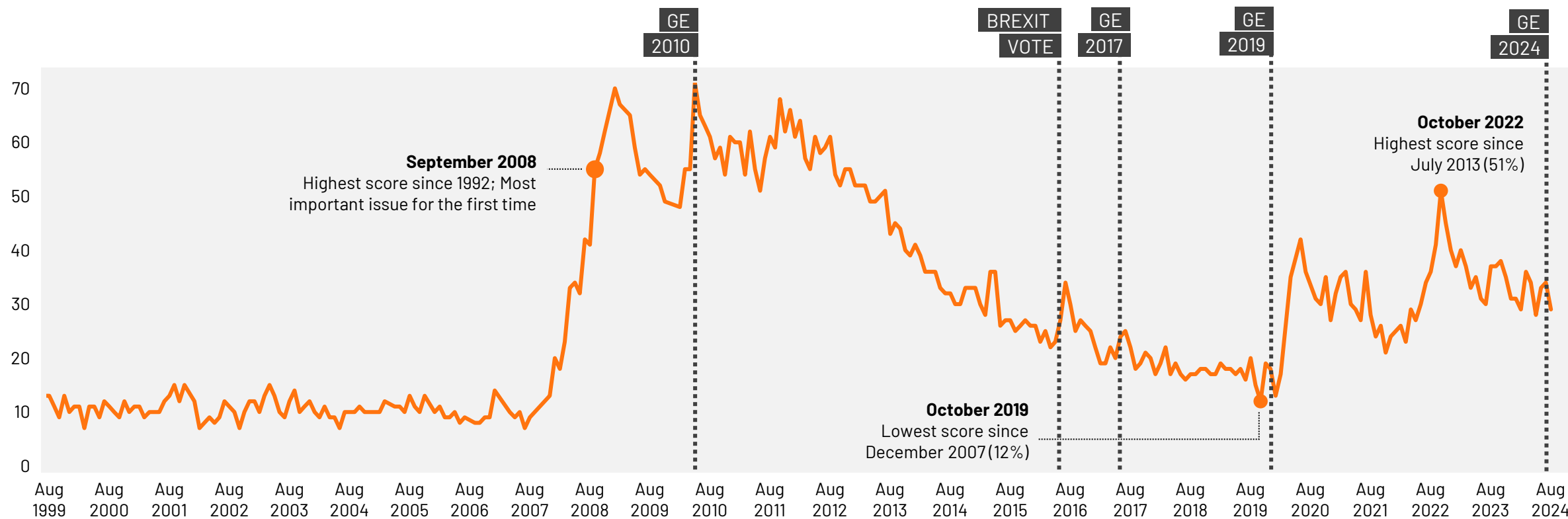
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Economy / Economic situation

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



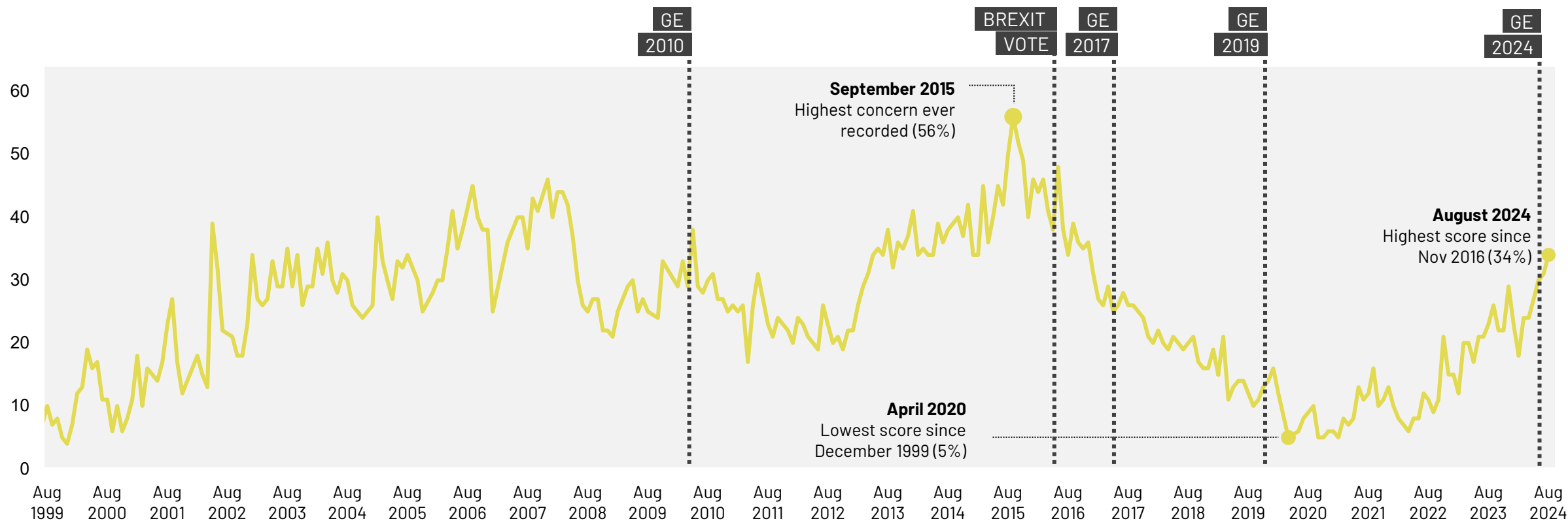
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Immigration/Immigrants

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

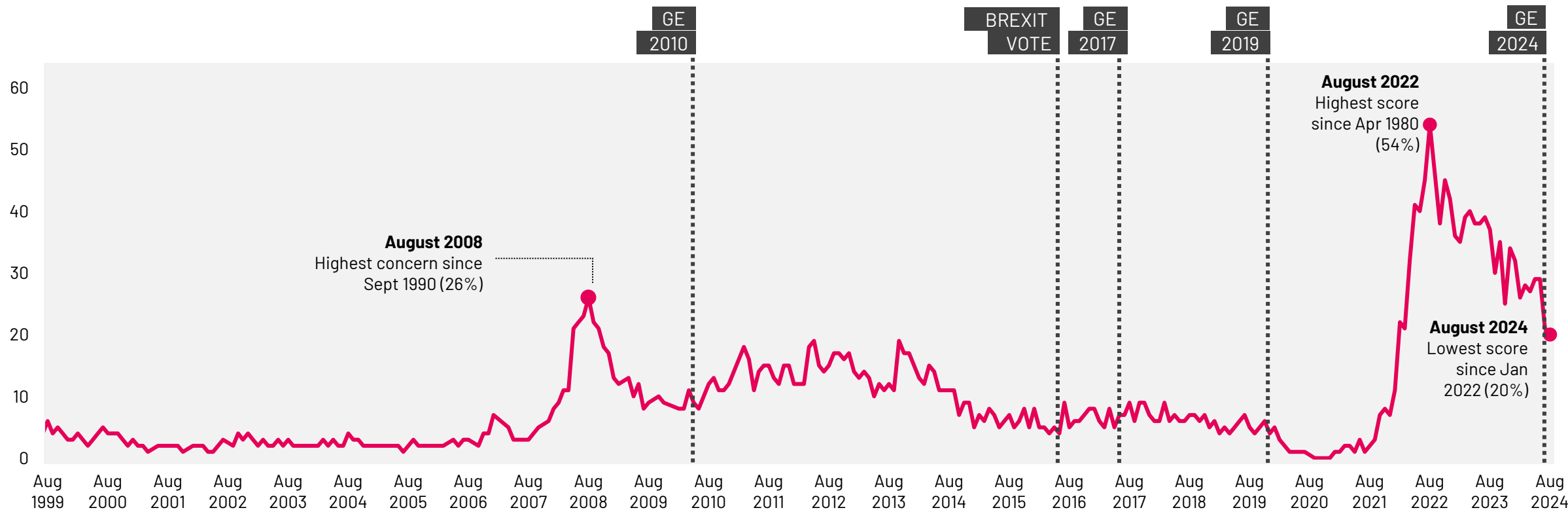


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Inflation/prices

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



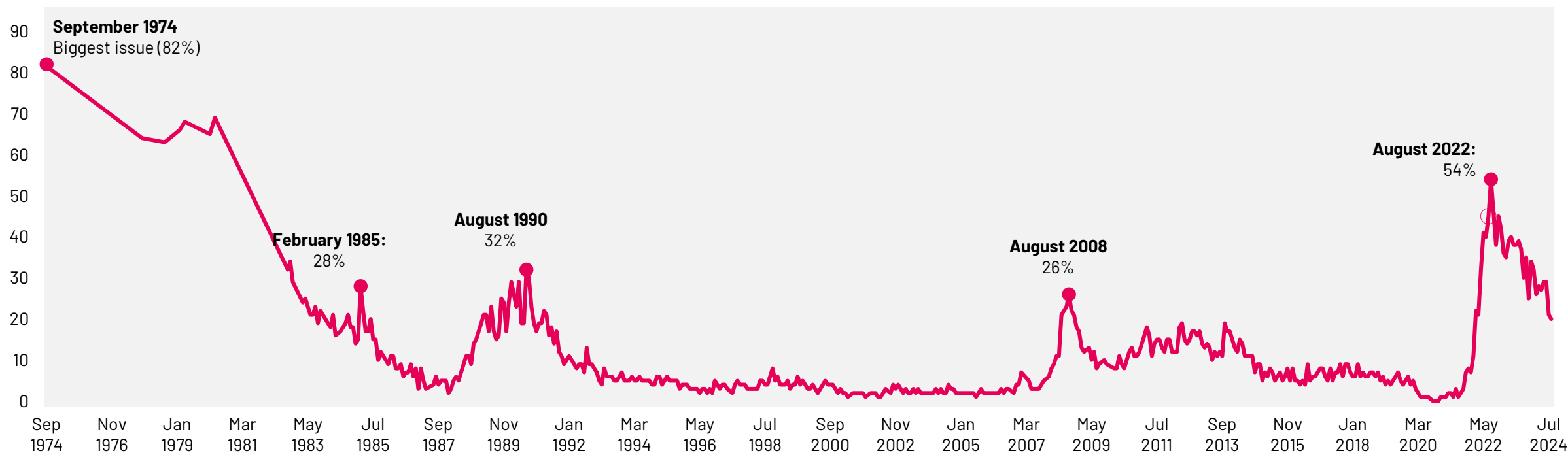
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Inflation/prices – concern since 1974

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



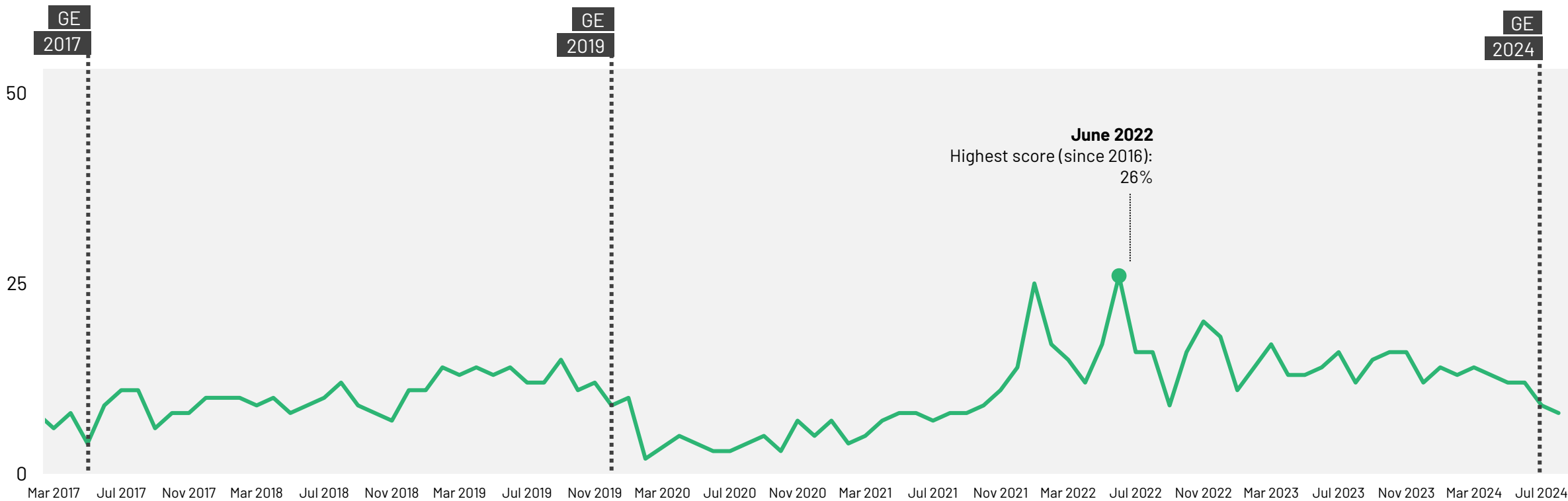
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Lack of faith in politicians/politics

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



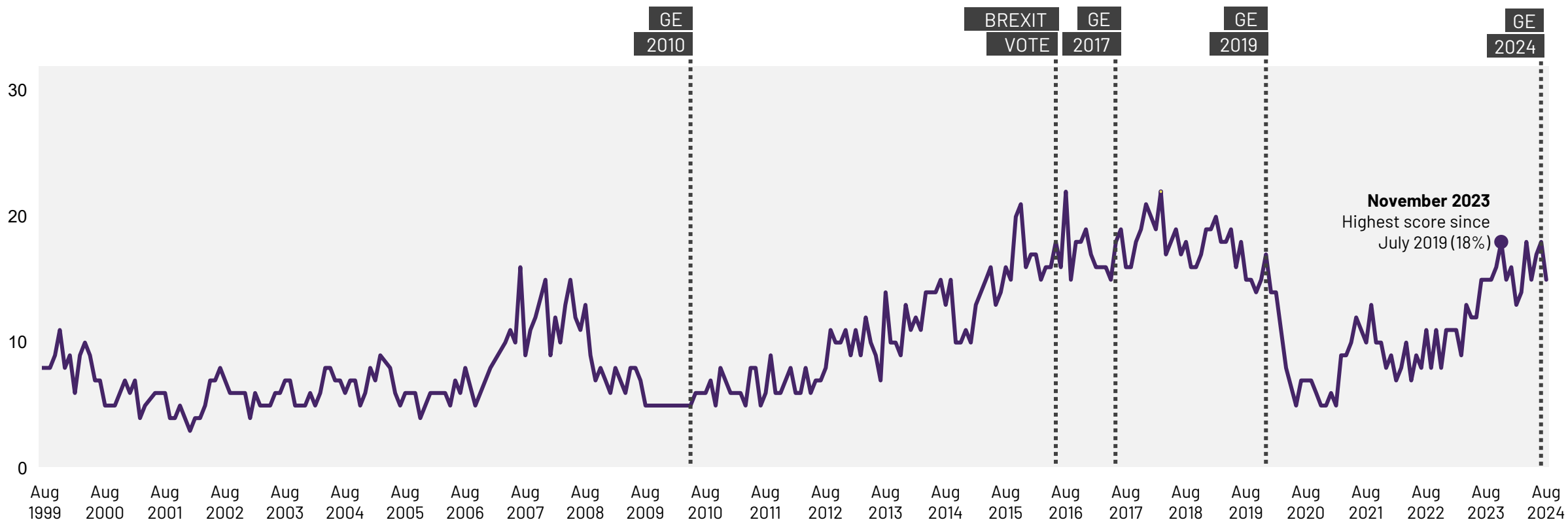
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Housing

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



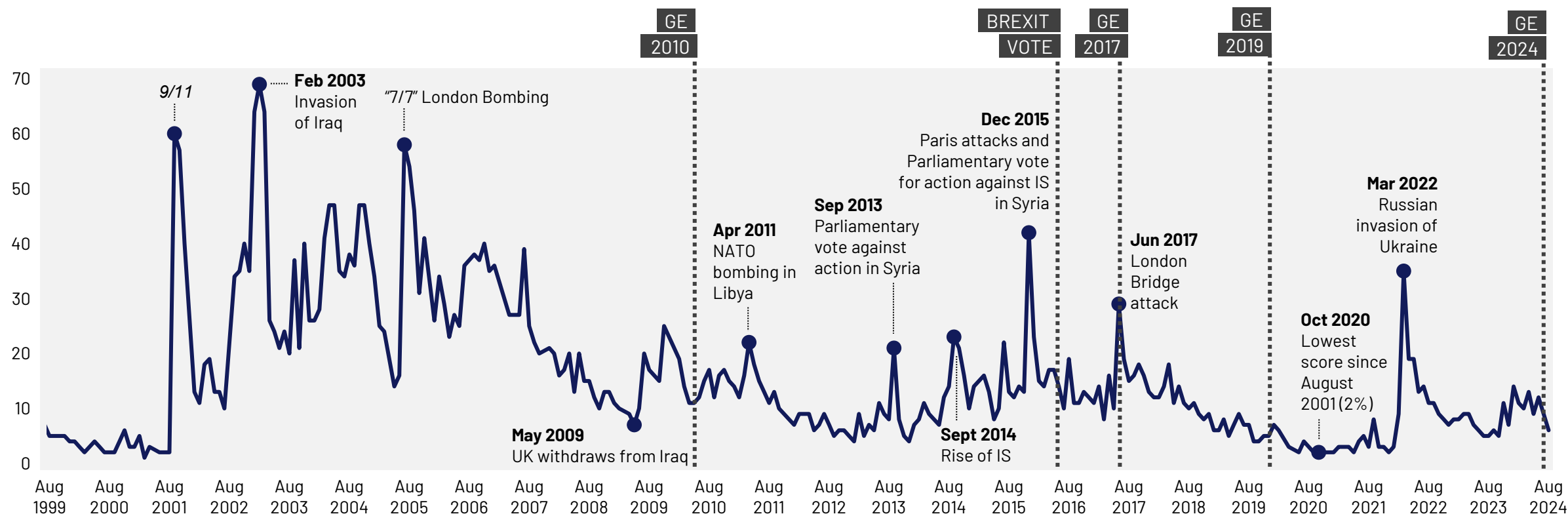
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Defence/Foreign Affairs /International Terrorism

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



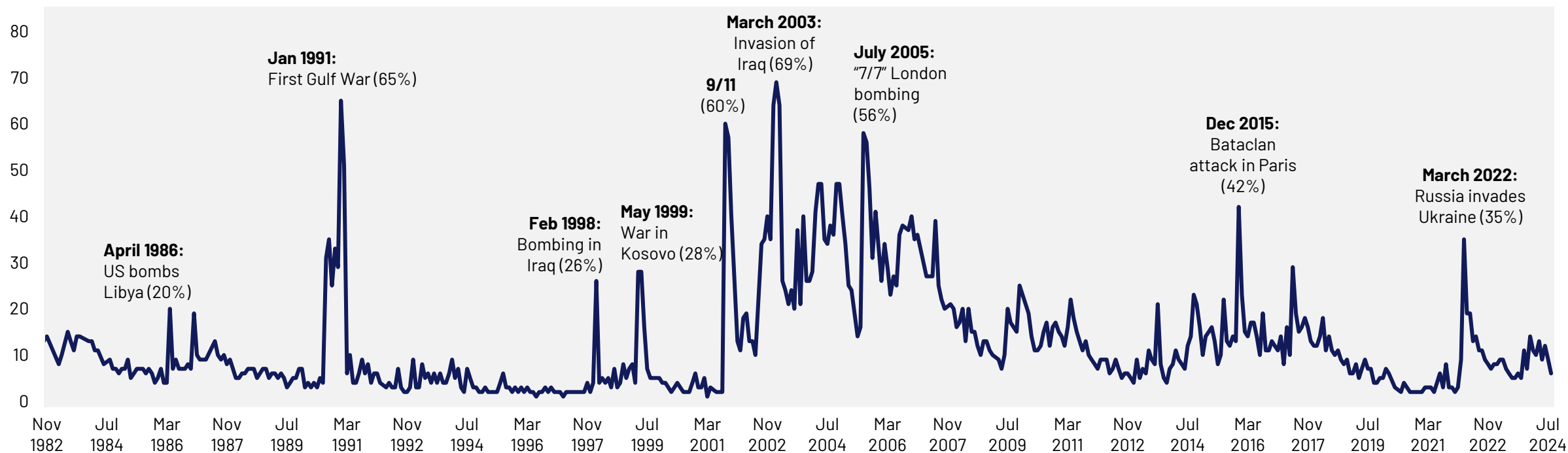
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Defence/Foreign Affairs – Concern Since 1982

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



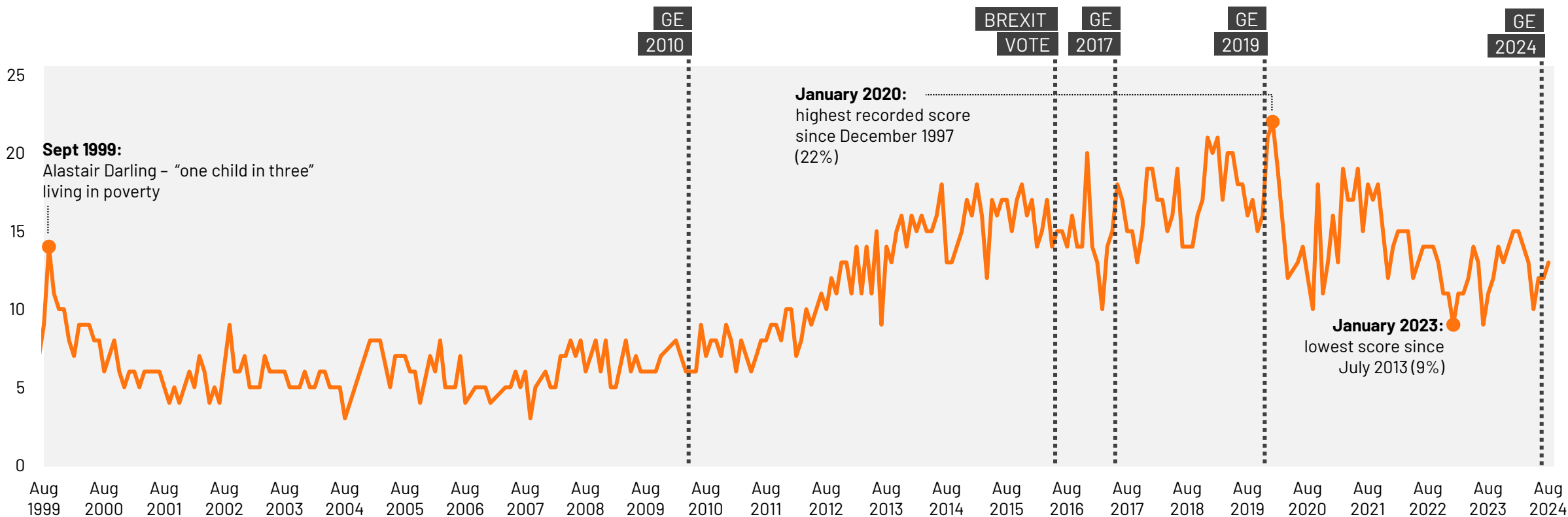
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Poverty/Inequality

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



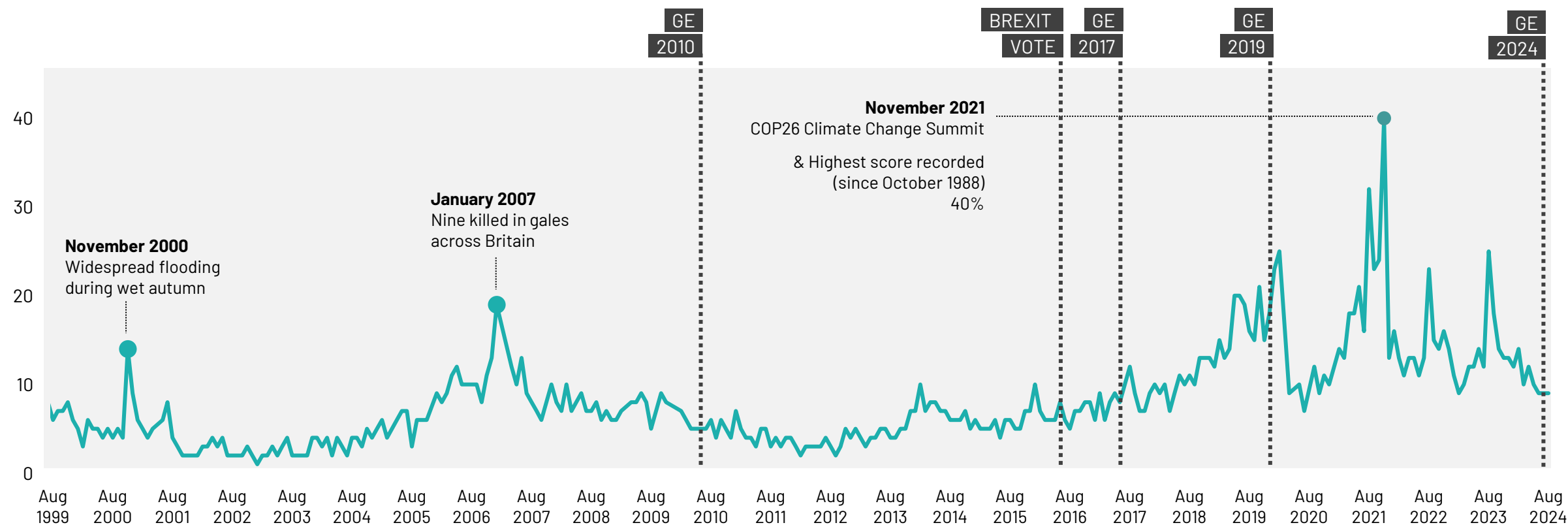
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Pollution/Environment/Climate change

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



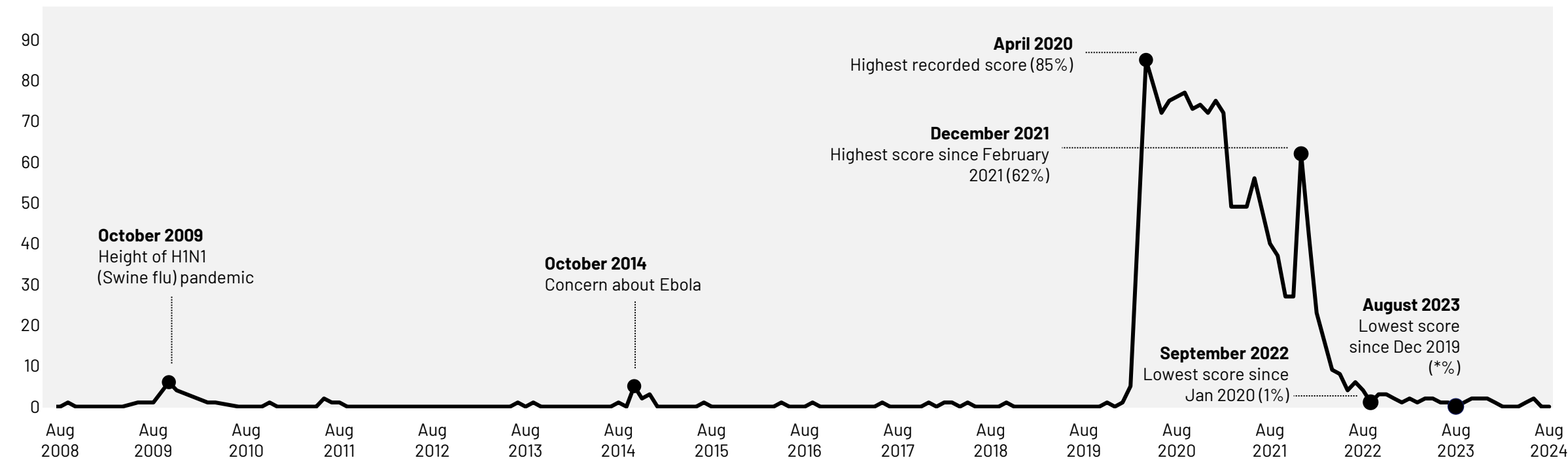
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**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

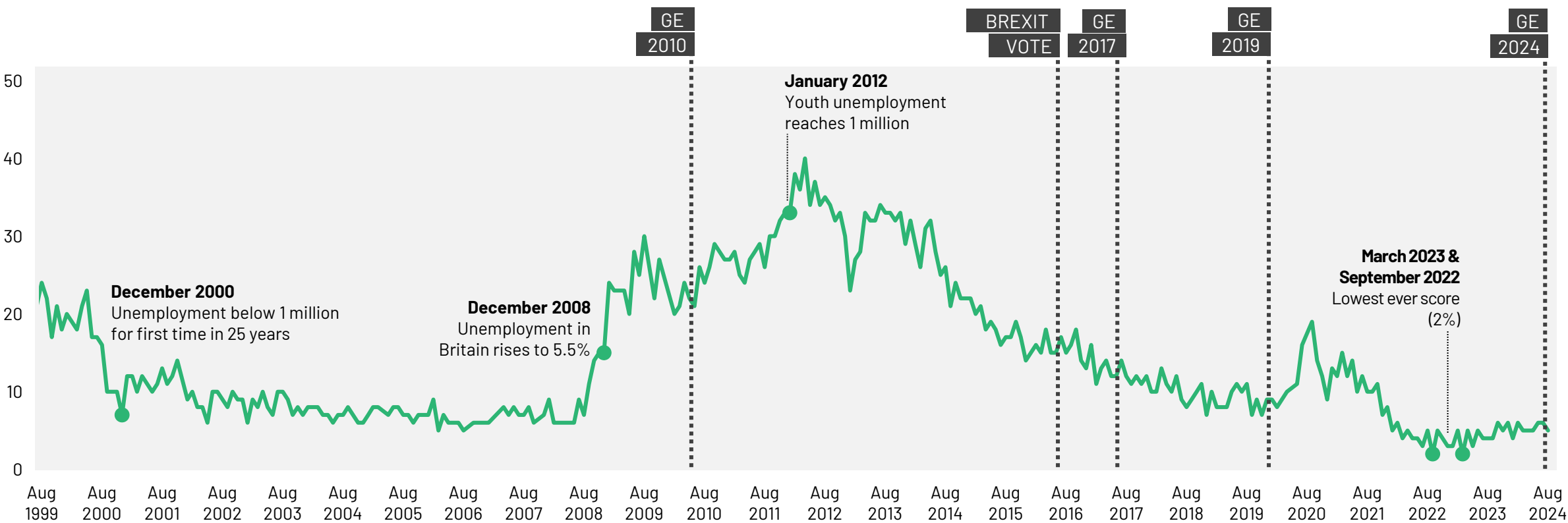
**Source:** Ipsos Issues Index





# Unemployment / Factory closure / Lack of industry

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



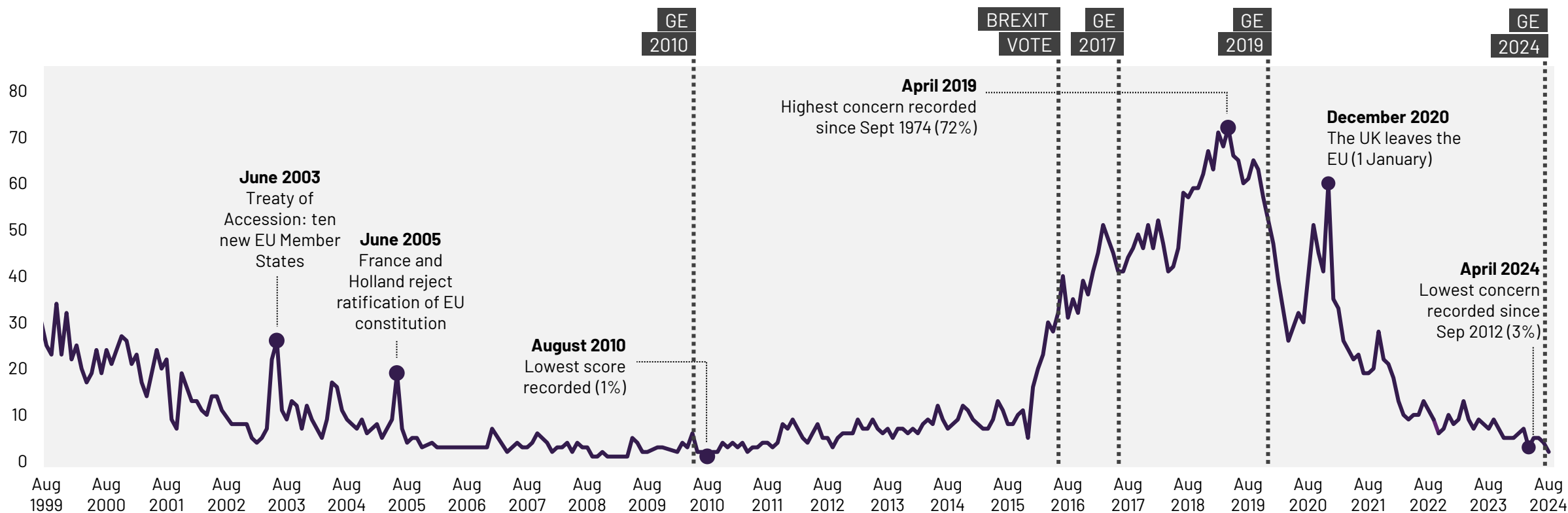
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# EU / Europe / Brexit

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



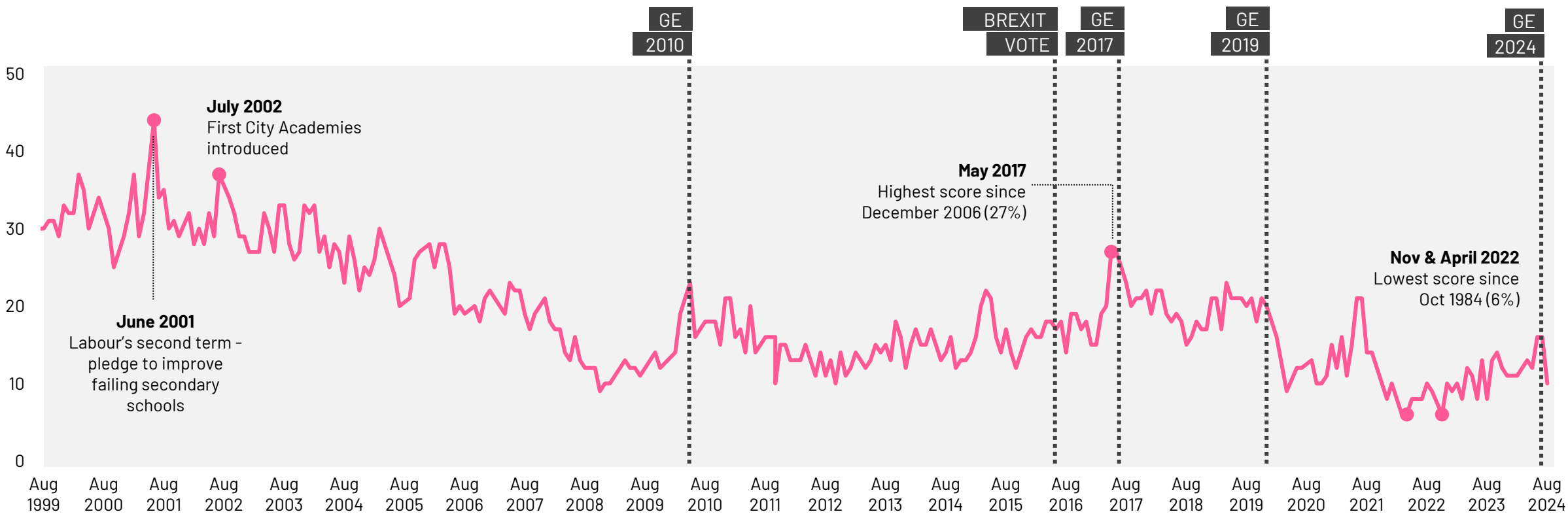
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Education/Schools

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



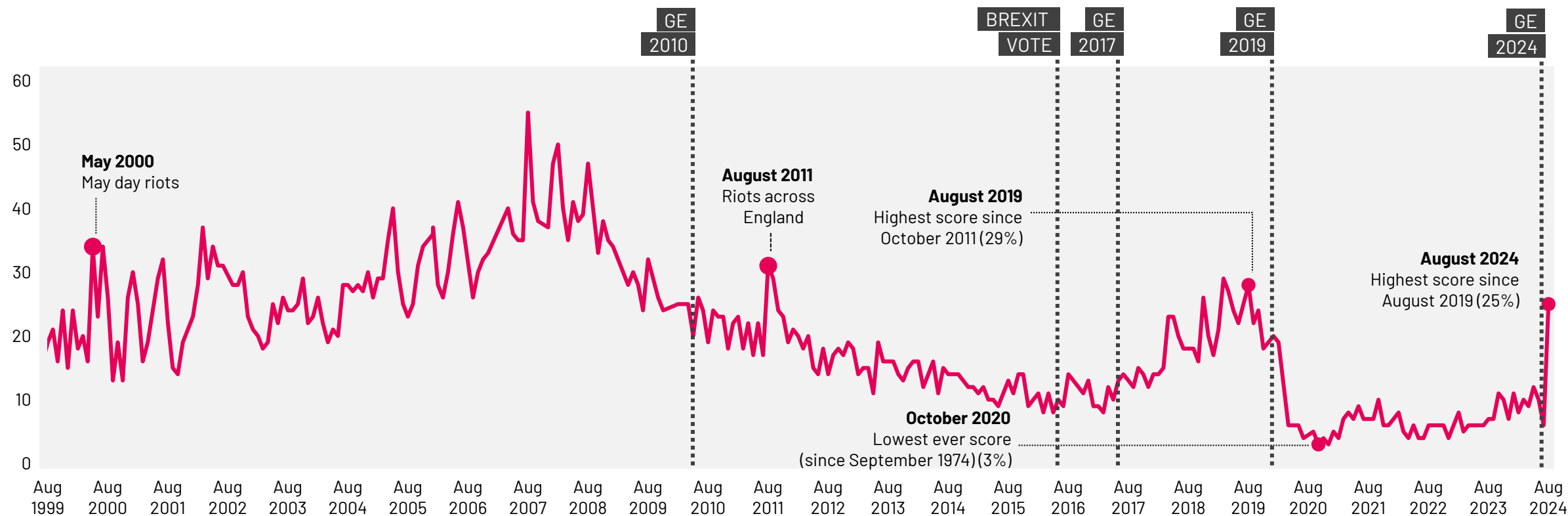
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



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

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

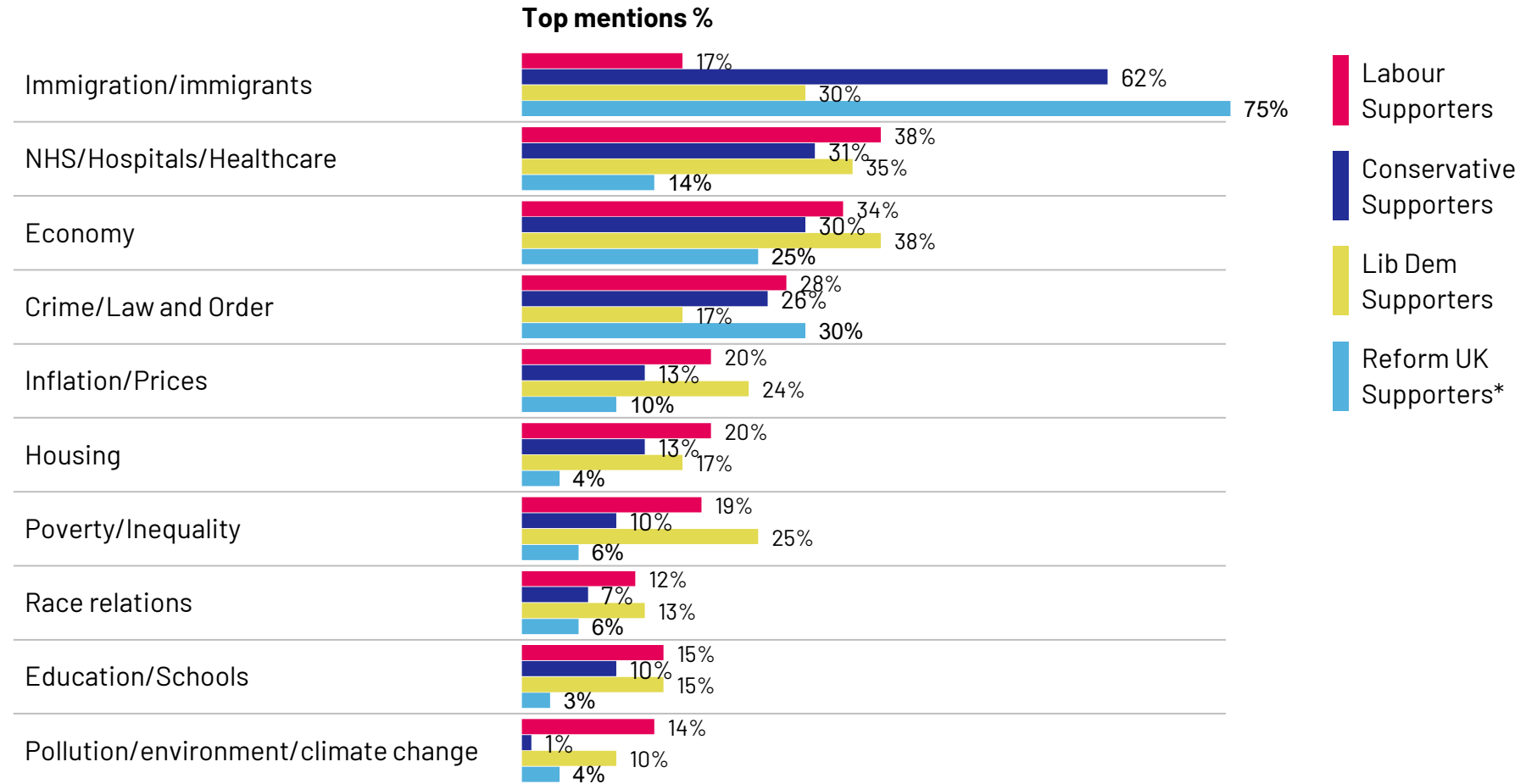


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Party support

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



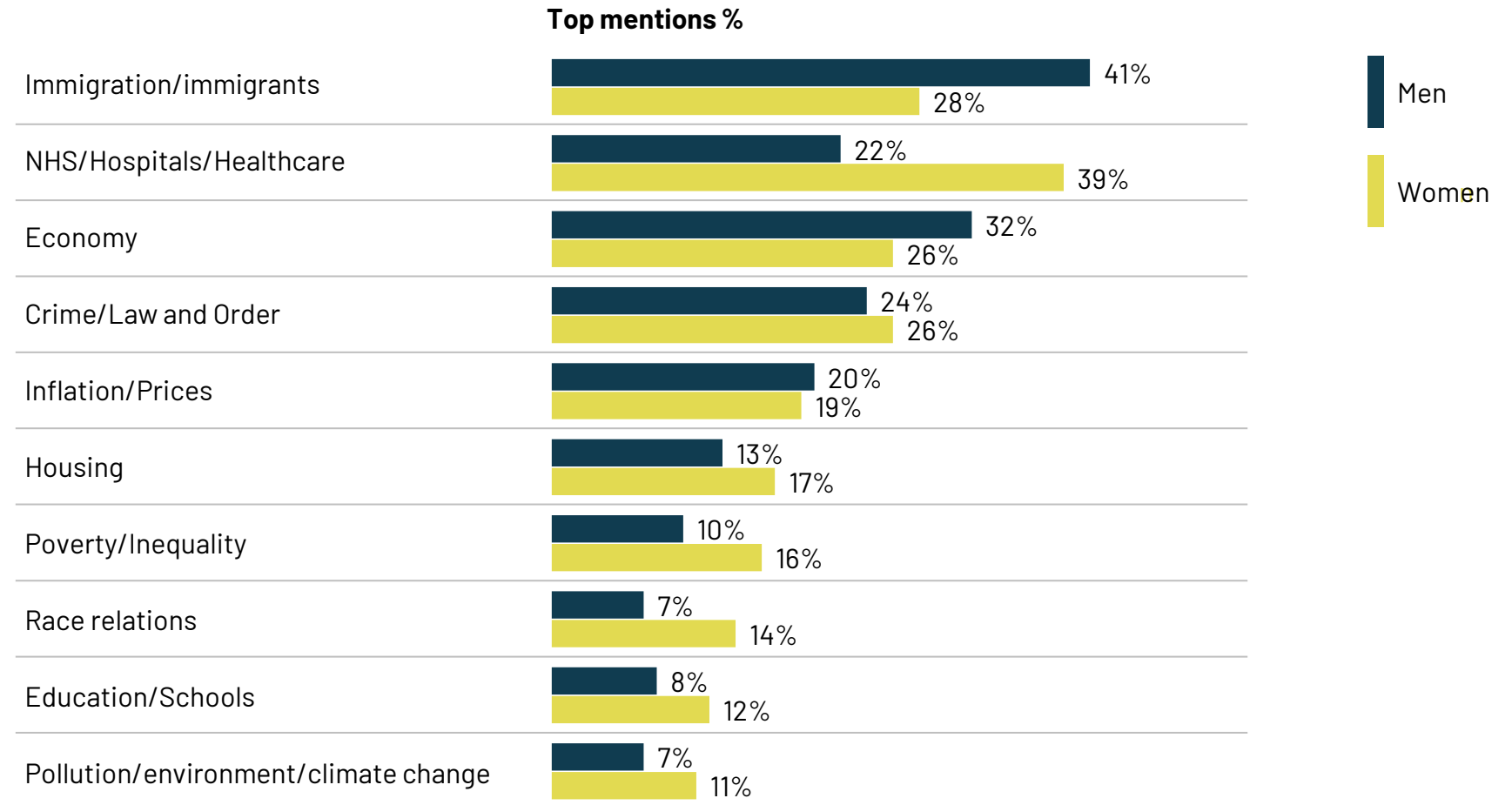
**Base: 1,010** British adults 18+, 7 - 13 August 2024

\*Reform UK base size is under 100 people

**Source:** Ipsos Issues Index

# Men and women

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

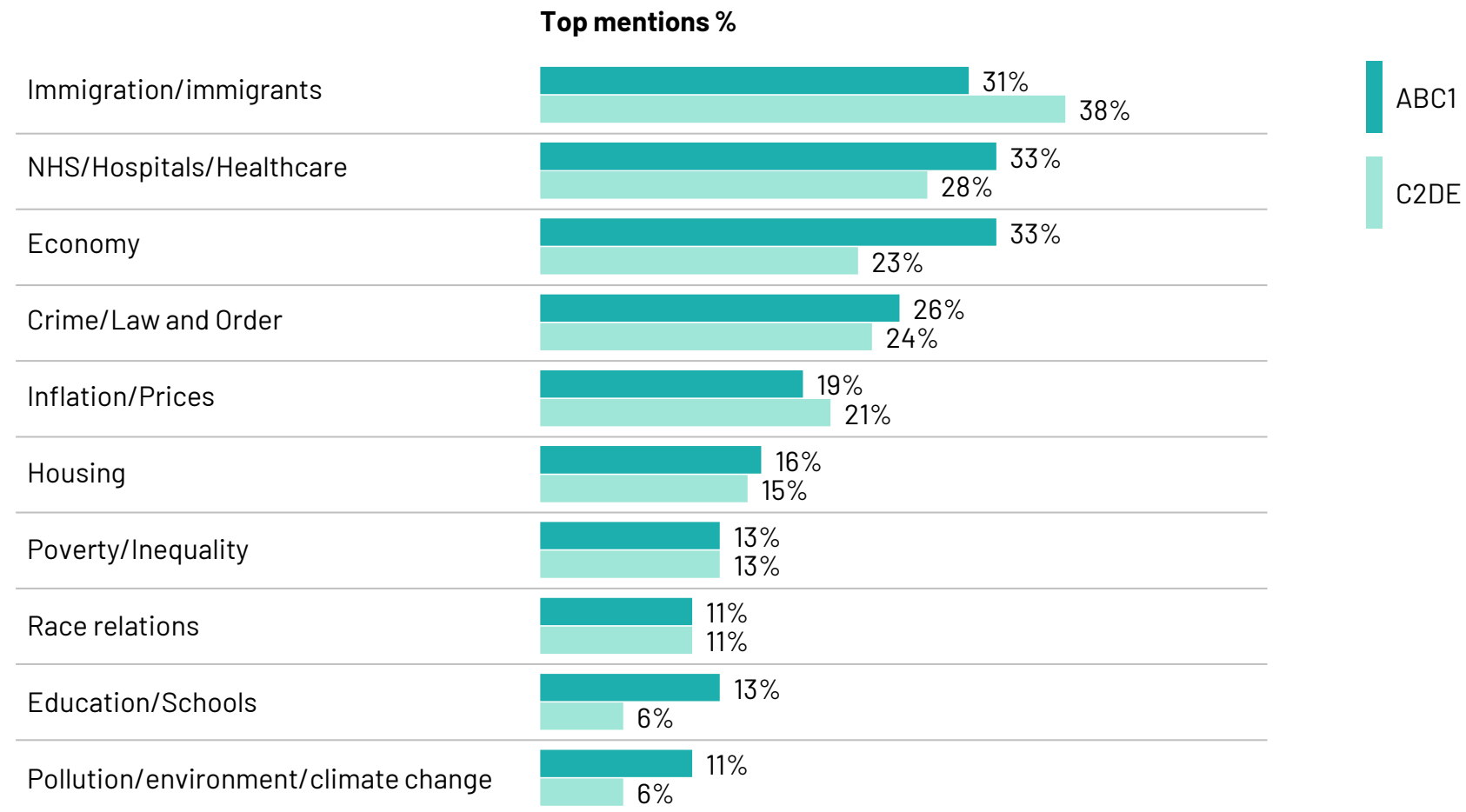


Base: 1,010 British adults 18+, 7 - 13 August 2024

Source: Ipsos Issues Index

# Social grade

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

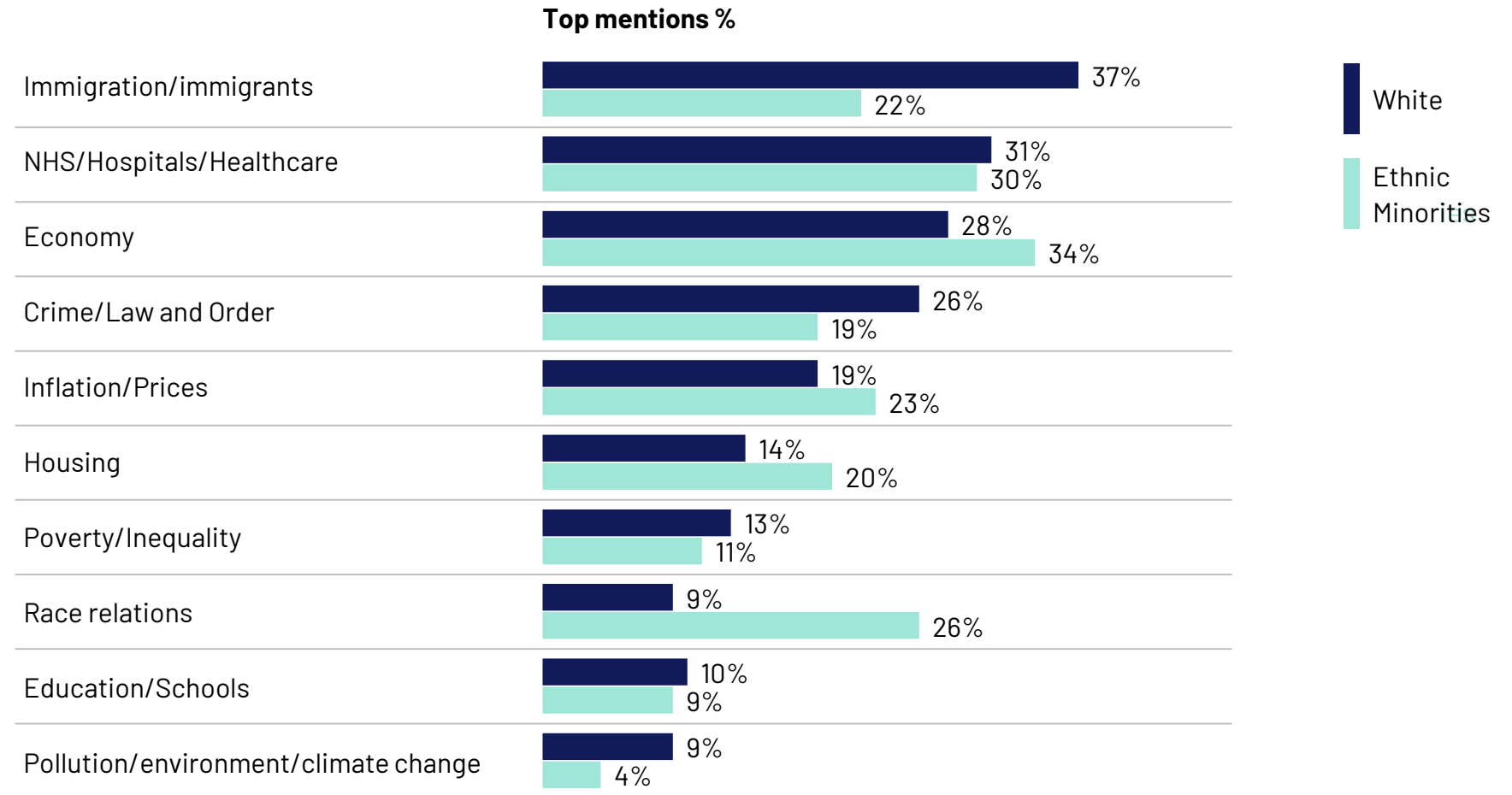


**Base:** 1,010 British adults 18+, 7 - 13 August 2024

**Source:** Ipsos Issues Index

# Ethnic background

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



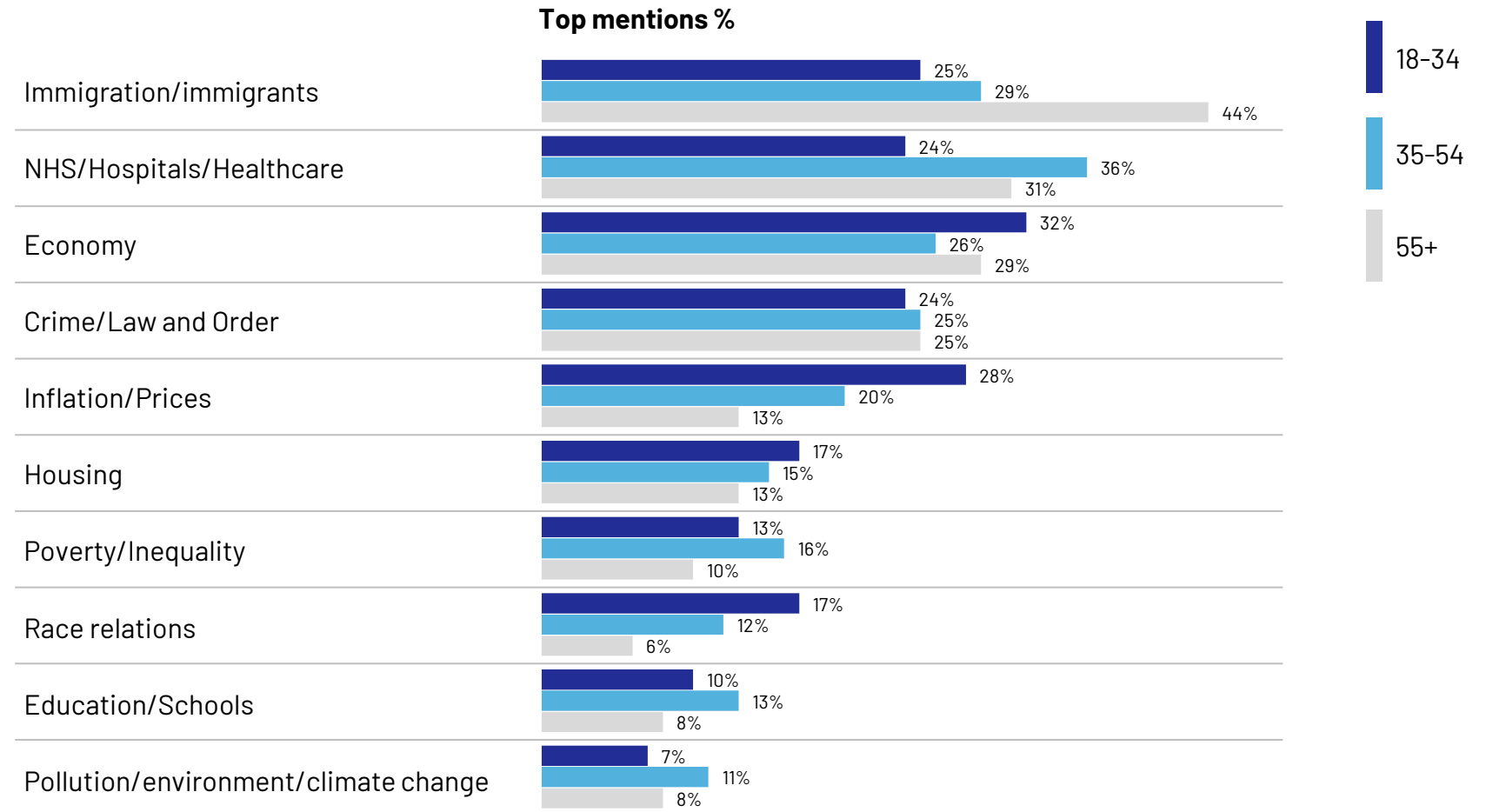
**Base:** 1,010 British adults 18+, 7 - 13 August 2024

**Source:** Ipsos Issues Index



# Age group

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

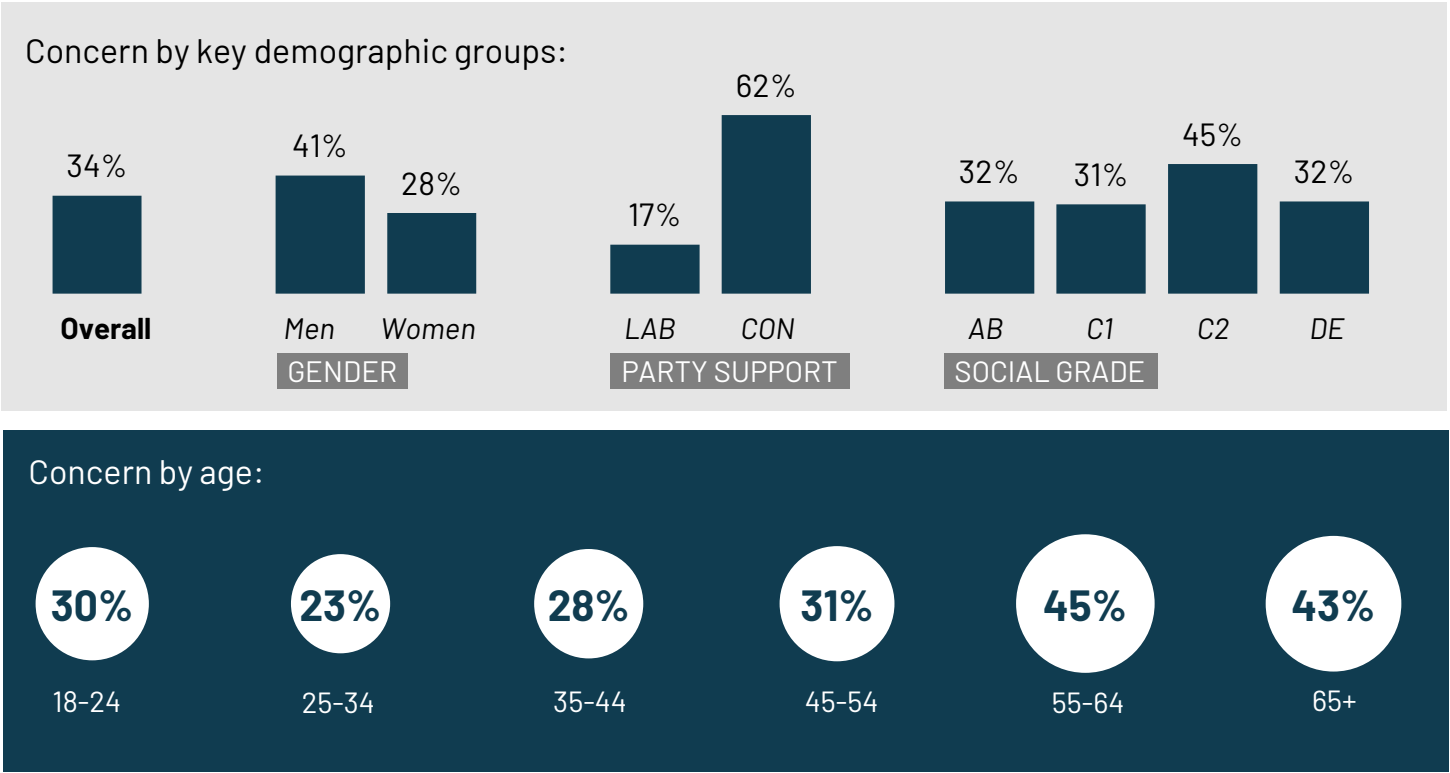


**Base:** 1,010 British adults 18+, 7 - 13 August 2024

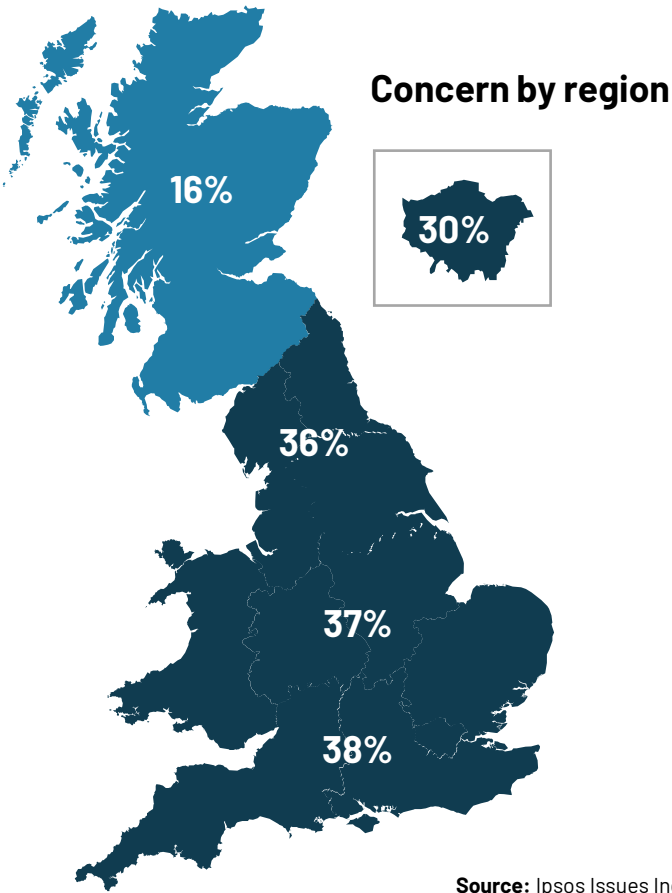
**Source:** Ipsos Issues Index

# Concern about immigration by subgroup

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



Base: 1,010 British adults 18+, 7 - 13 August 2024

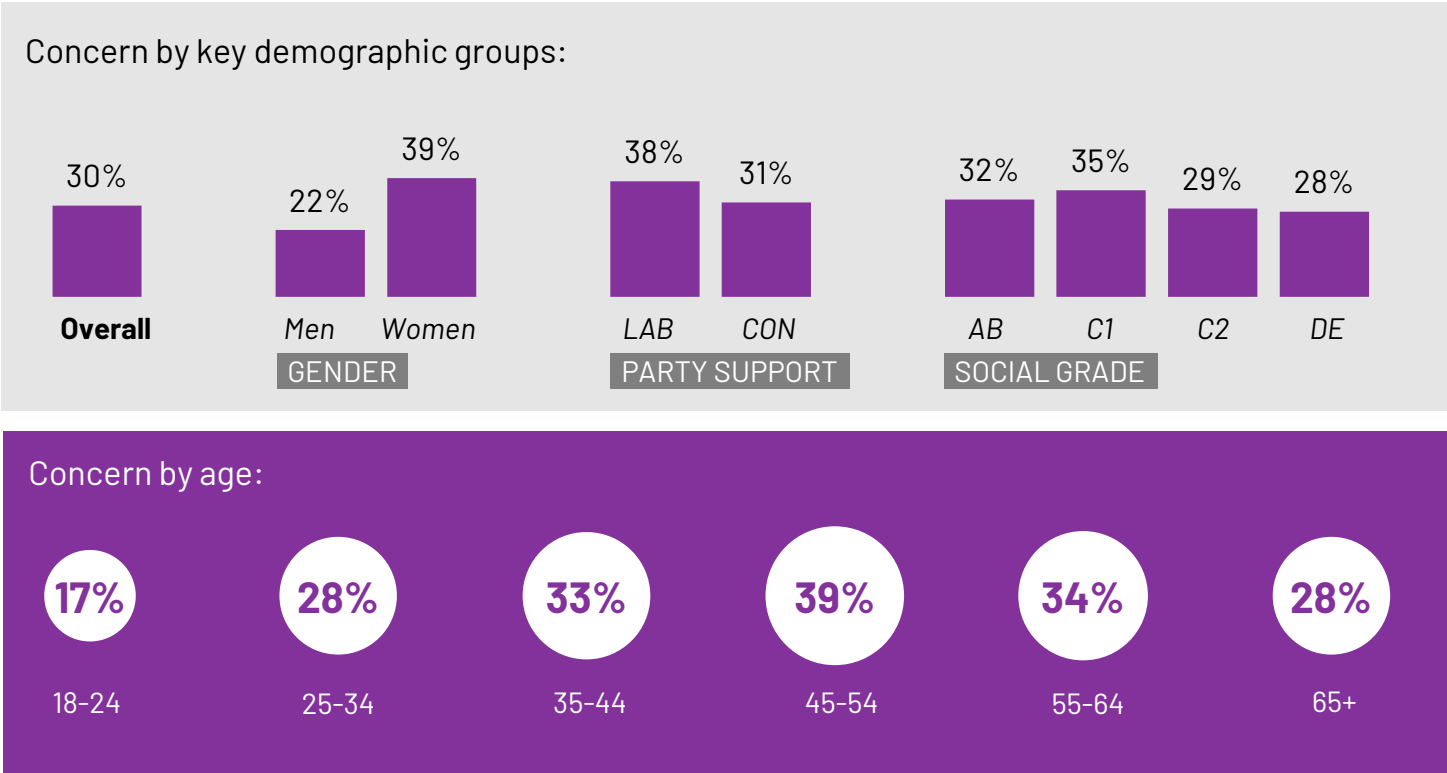


Source: Ipsos Issues Index

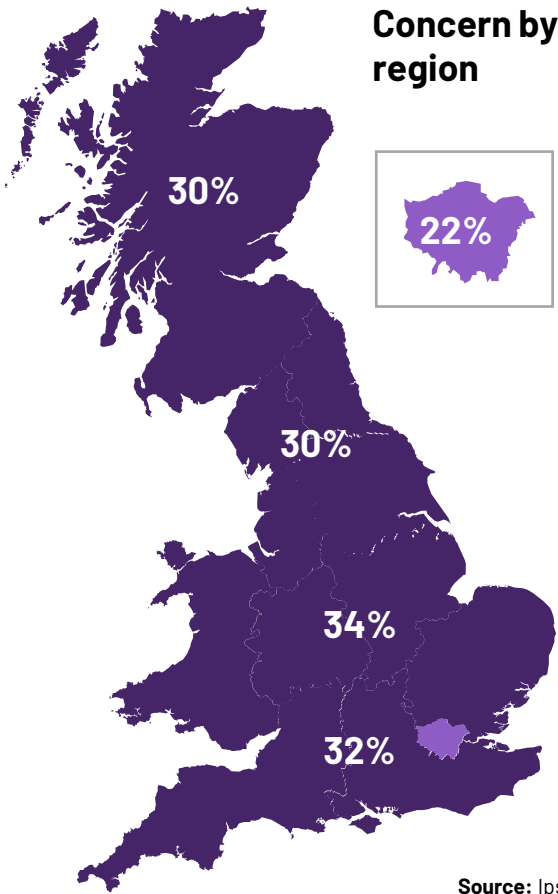


# Concern about the NHS by subgroup

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



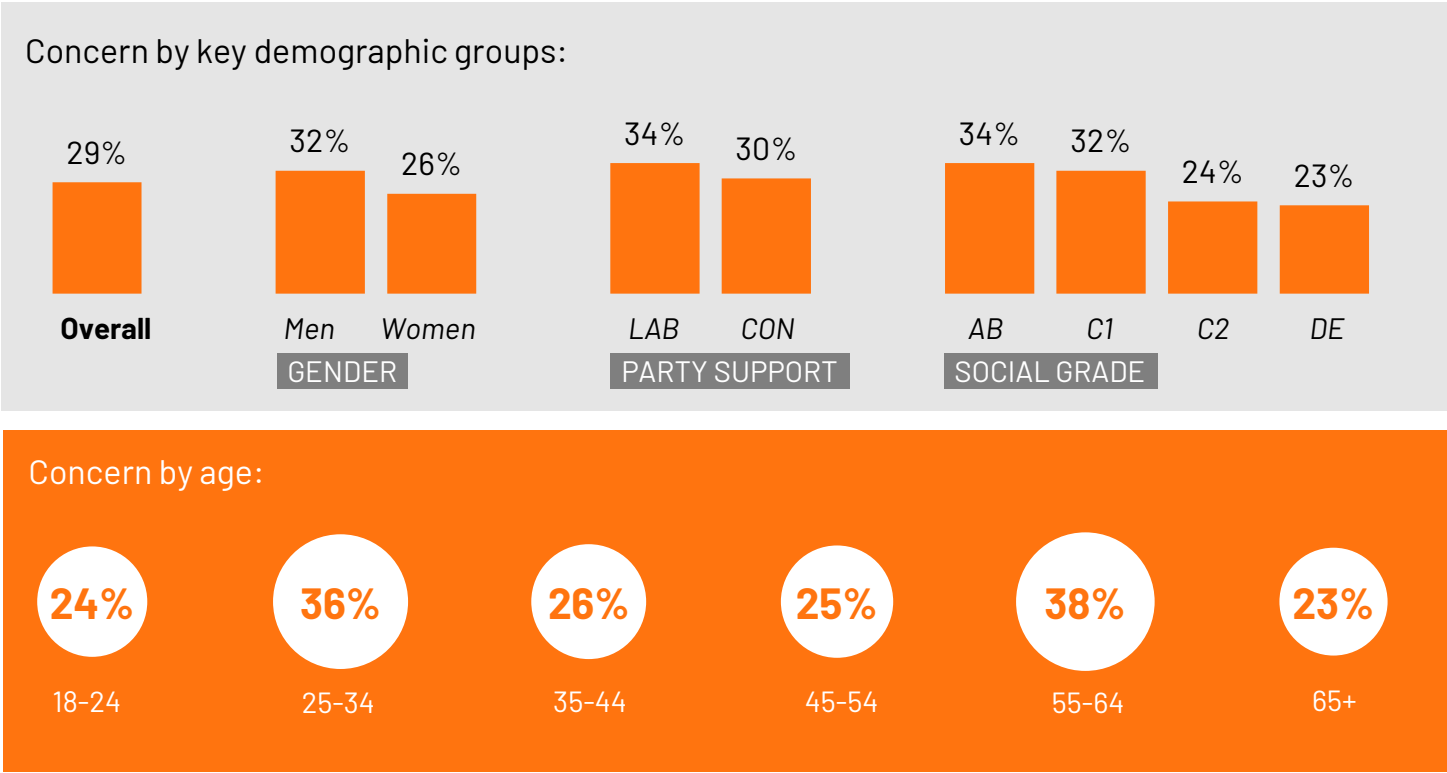
Base: 1,010 British adults 18+, 7 - 13 August 2024



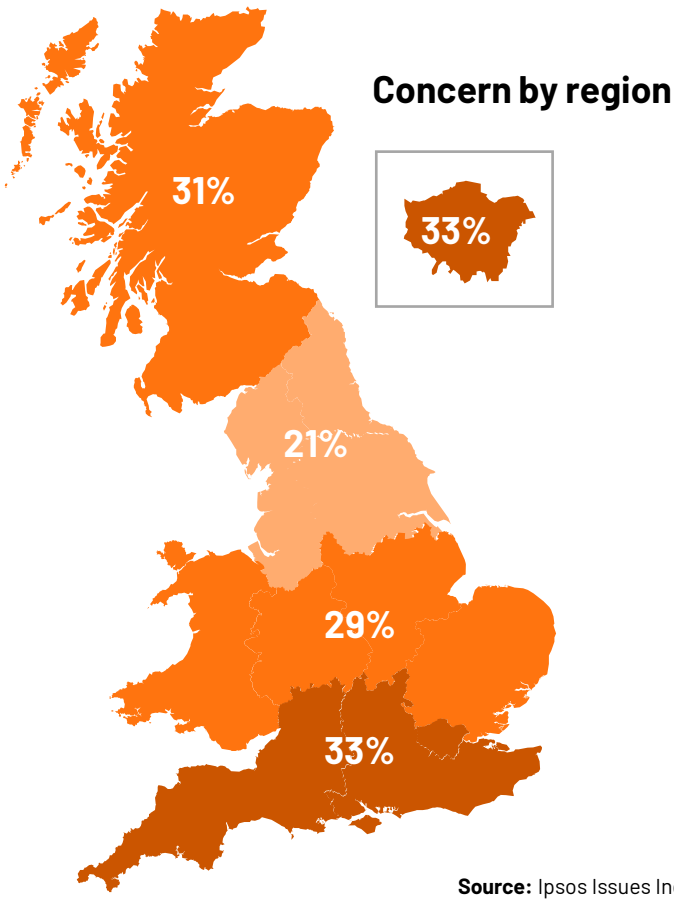
Source: Ipsos Issues Index

# Concern about the economy by subgroup

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

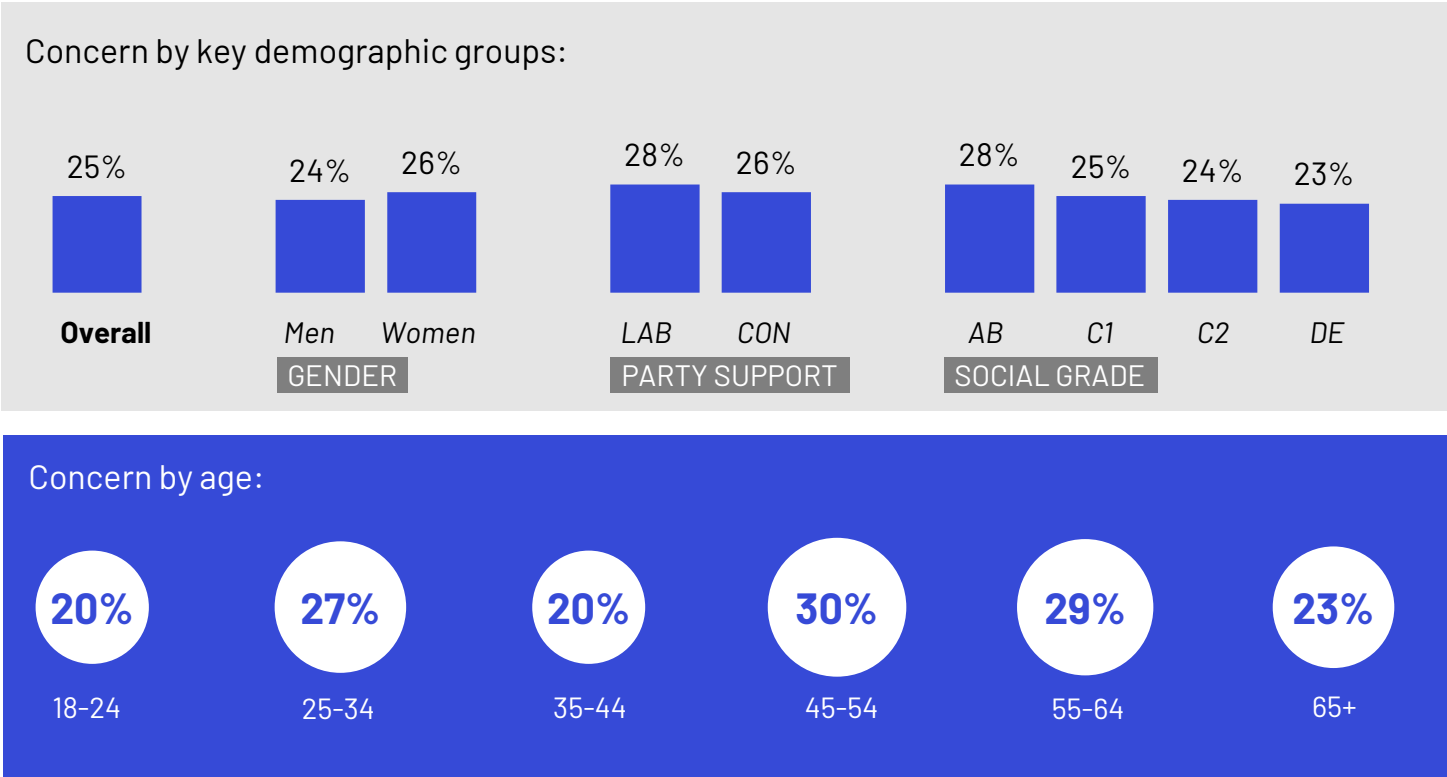


Base: 1,010 British adults 18+, 7 - 13 August 2024

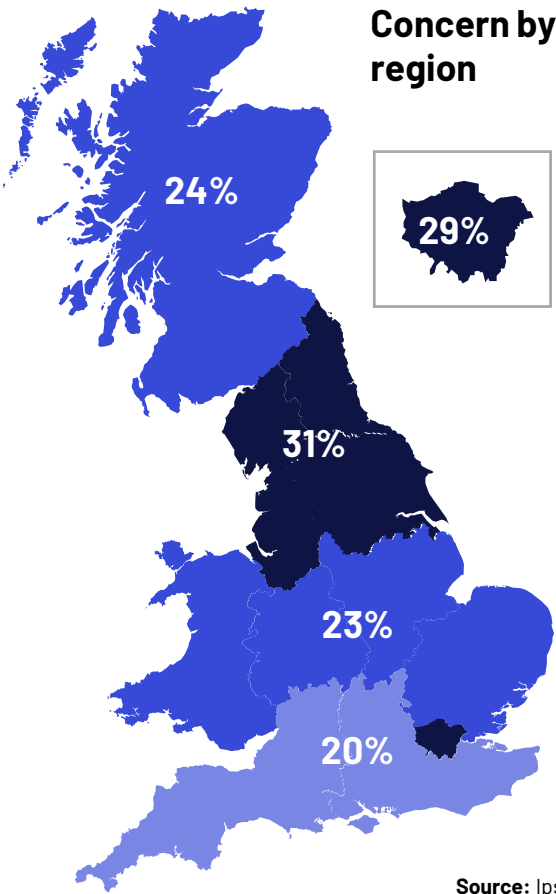


# Concern about crime/law and order by subgroup

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



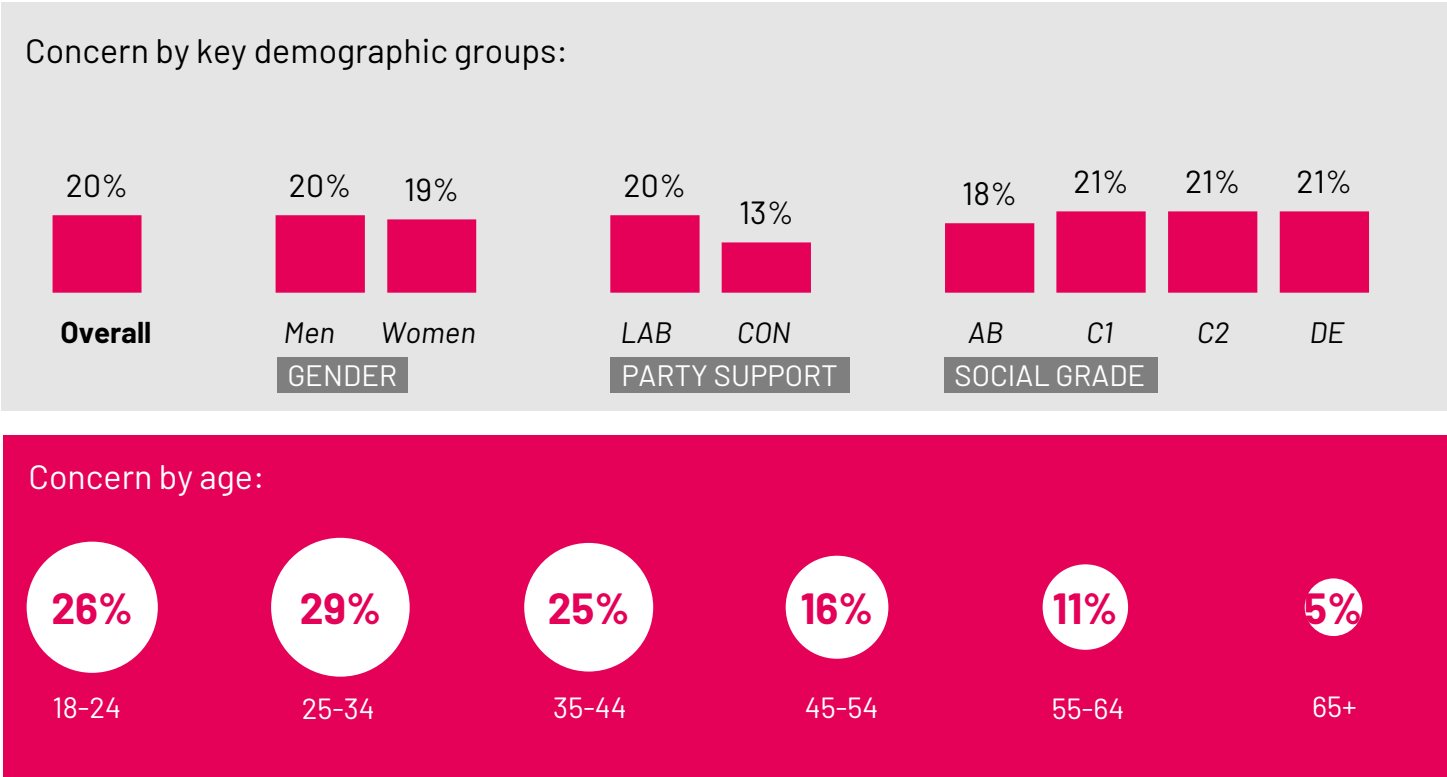
Base: 1,010 British adults 18+, 7 - 13 August 2024



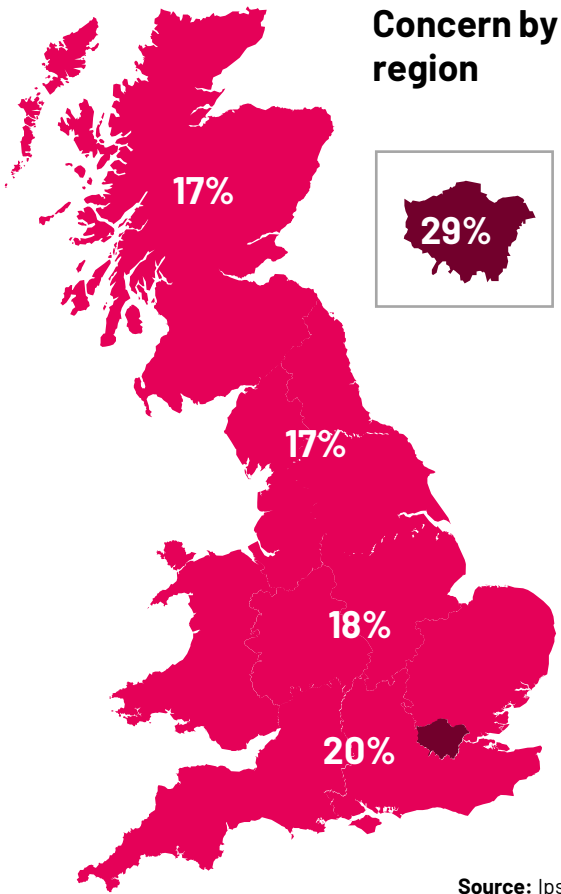
Source: Ipsos Issues Index

# Concern about inflation/prices by subgroup

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



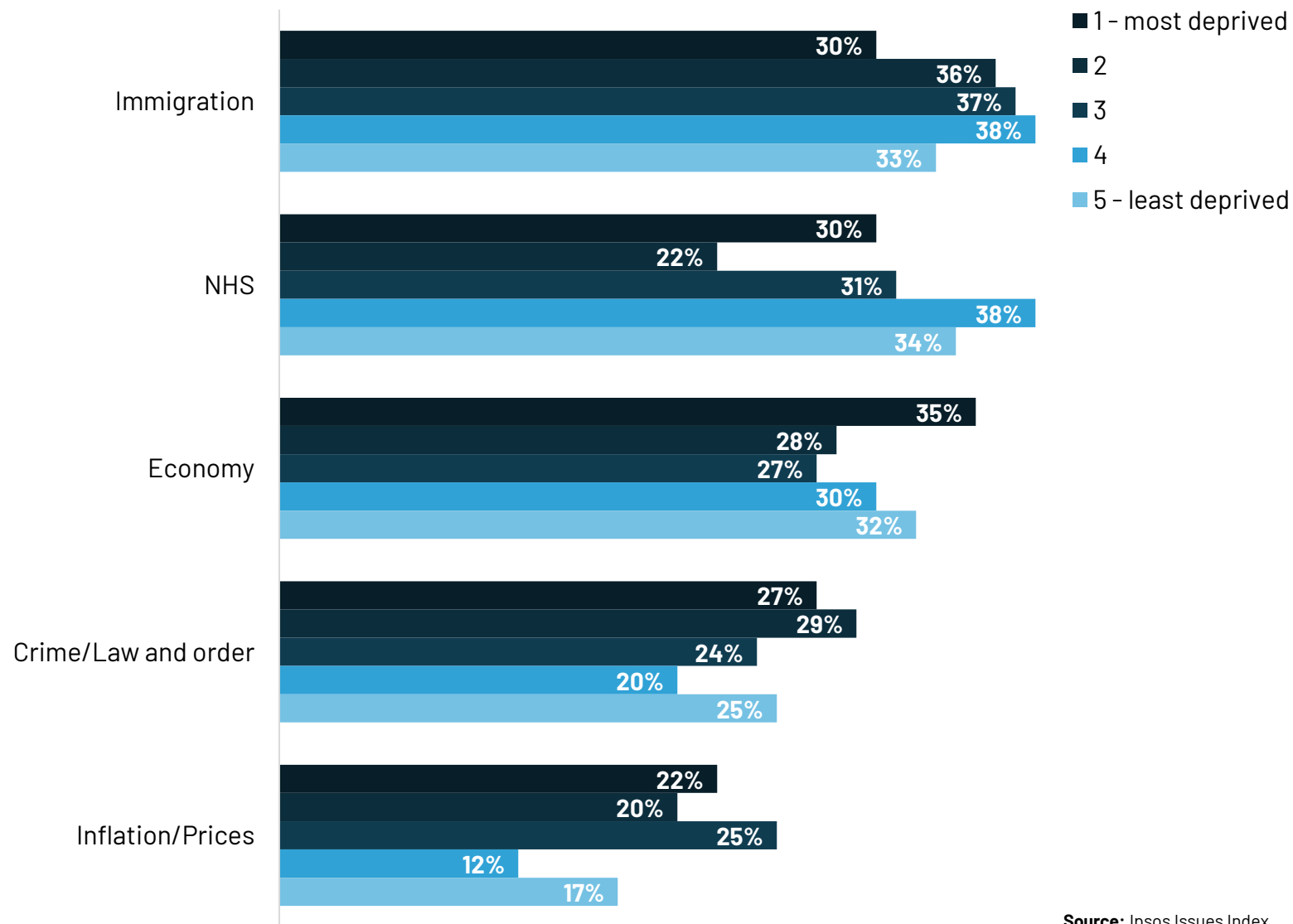
Base: 1,010 British adults 18+, 7 - 13 August 2024



Source: Ipsos Issues Index

# Top five concerns by IMD quintile

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



Source: Ipsos Issues Index

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

Base: 1,010 British adults 18+, 7 - 13 August 2024

# Ipsos

**Issues Index  
August 2024**

# 50 years of the Issues Index 1974 - 2024

**For more information**

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