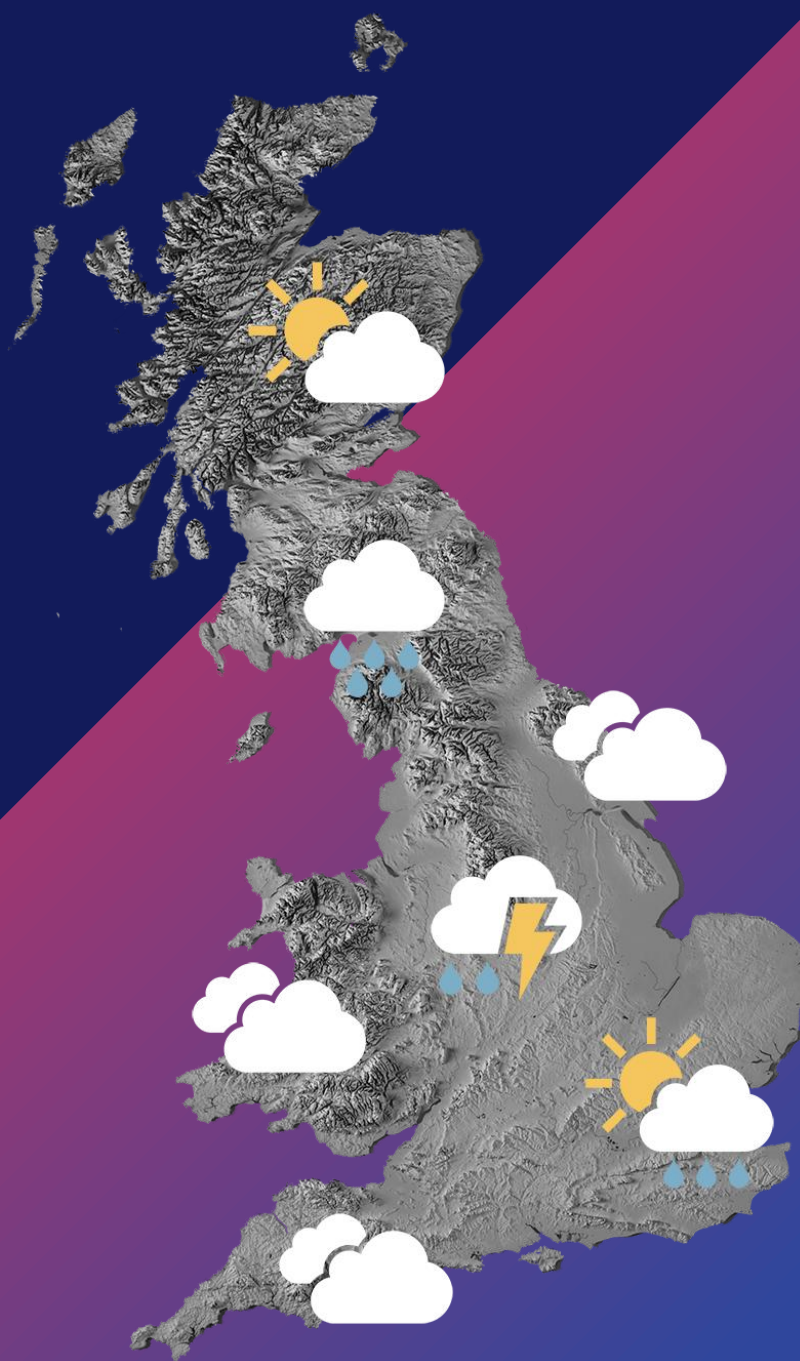


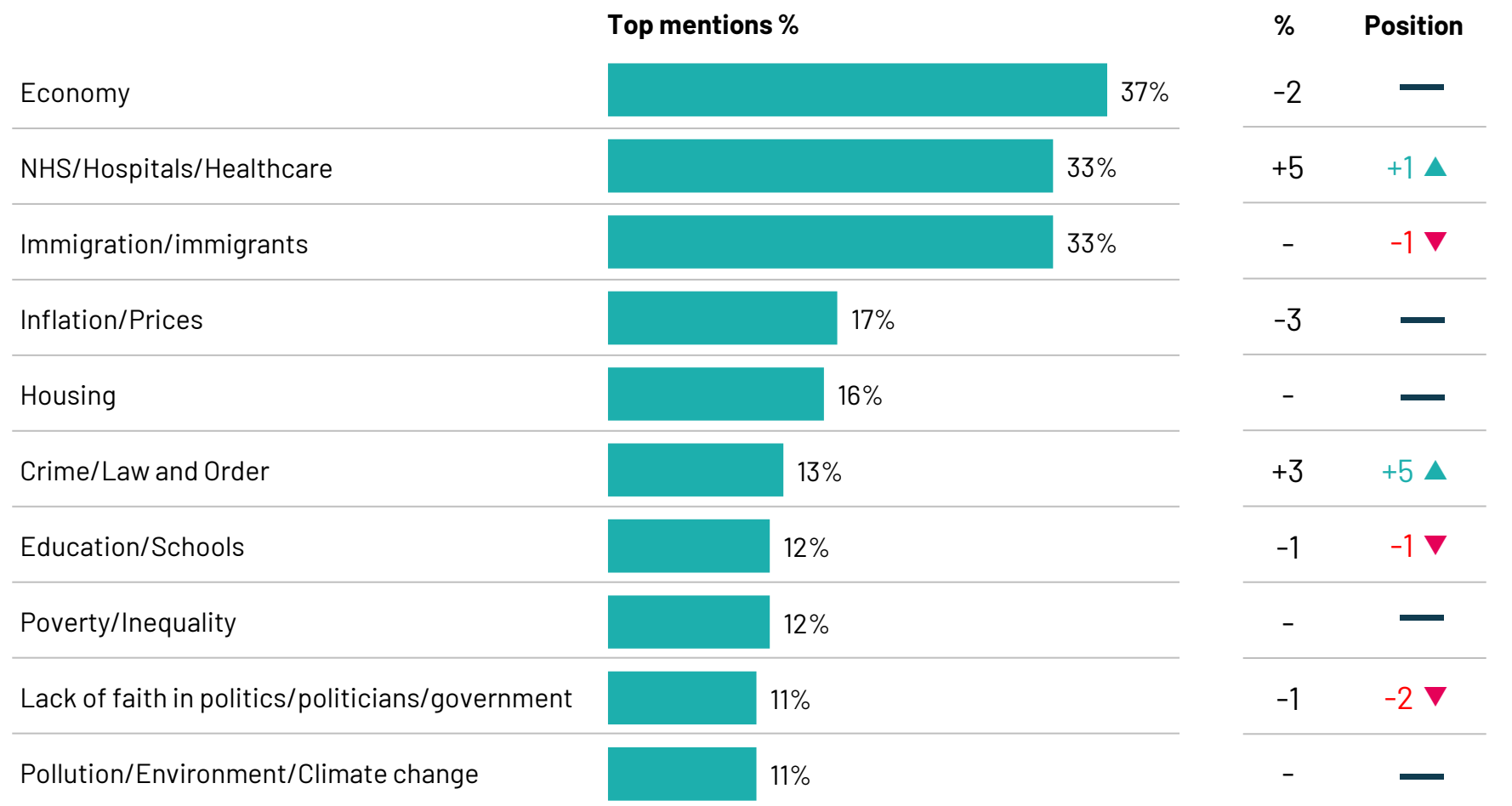
# Ipsos Issues Index

January 2025



# January 2025

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

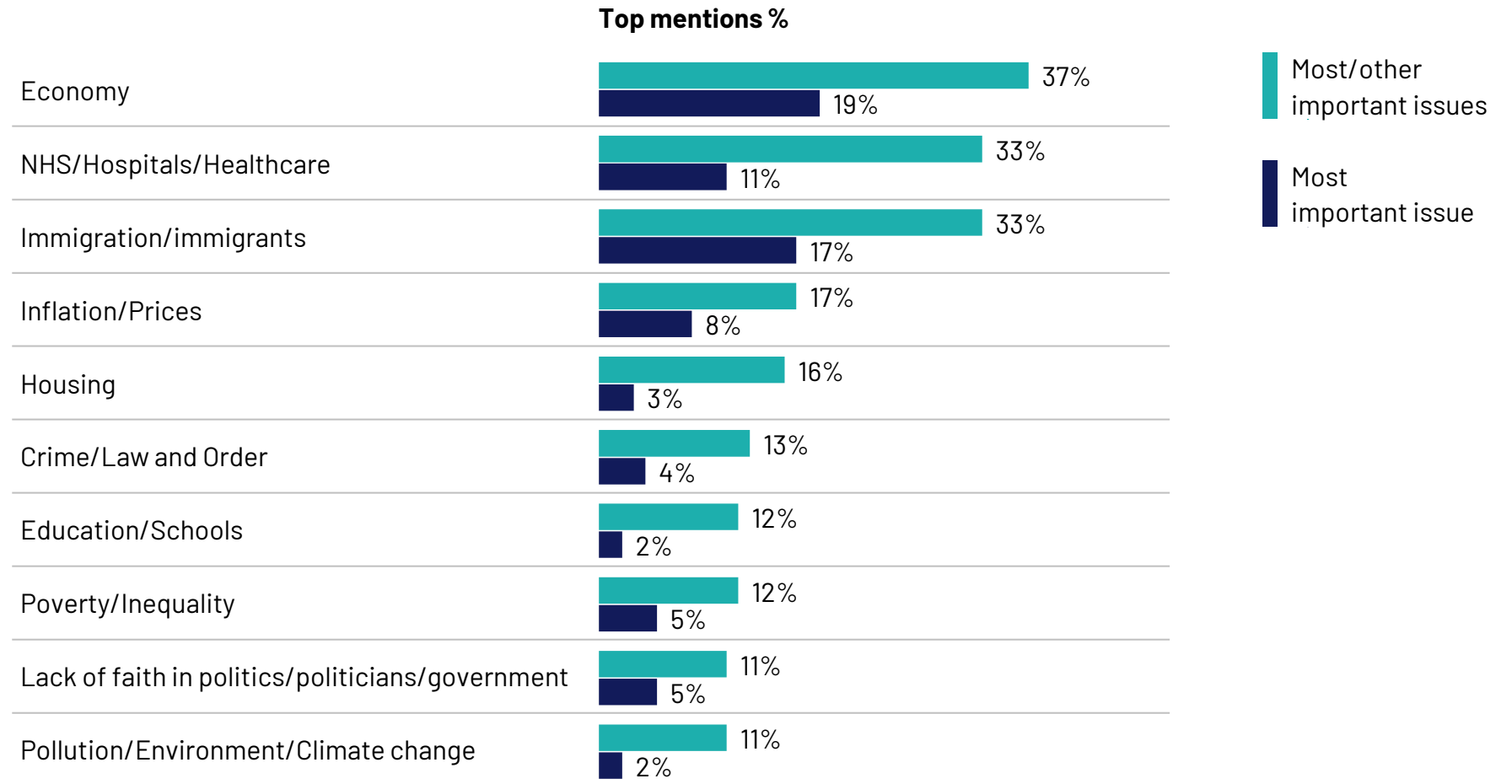


Base: 1,001 British adults 18+, 15 – 21 January 2025

Source: Ipsos Issues Index

# January 2025

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

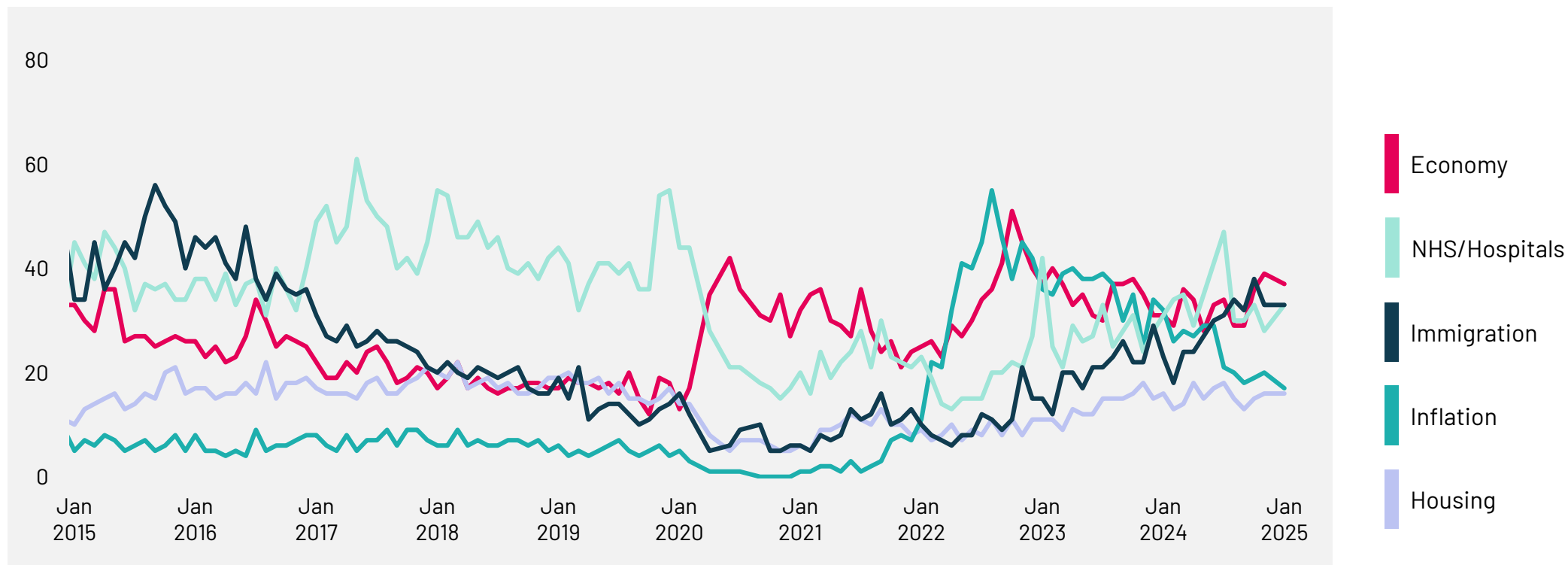


**Base:** 1,001 British adults 18+, 15 – 21 January 2025

**Source:** Ipsos Issues Index

# Top five concerns for January 2025: trend data

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

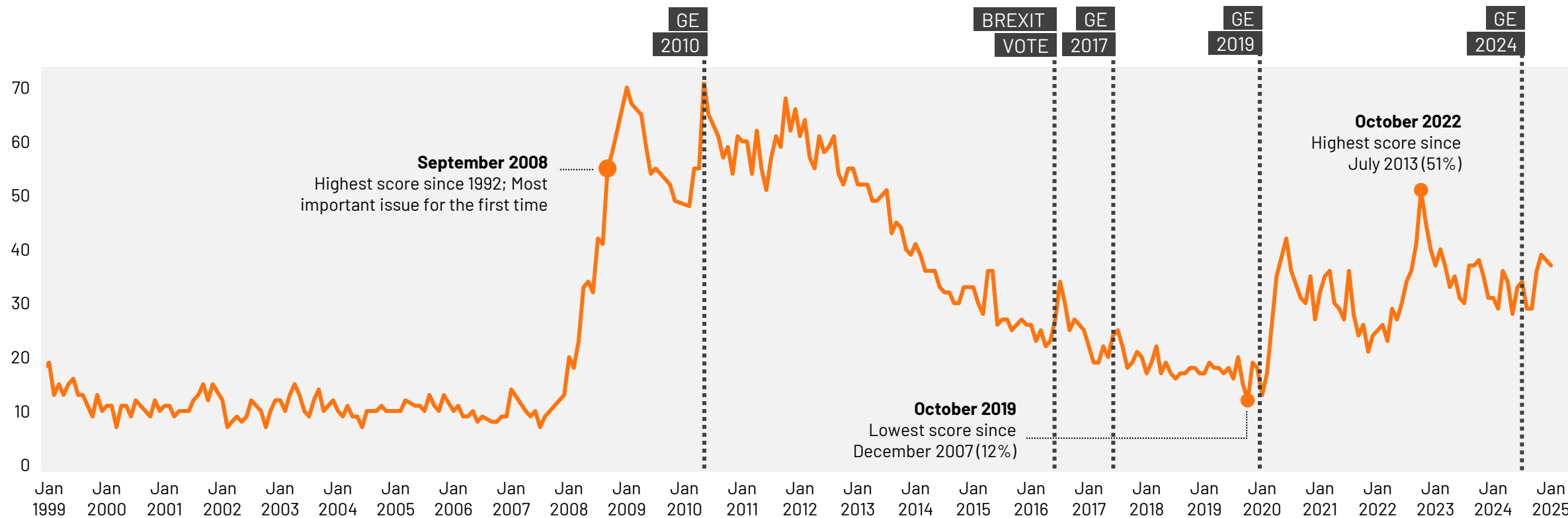


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Economy / Economic situation

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



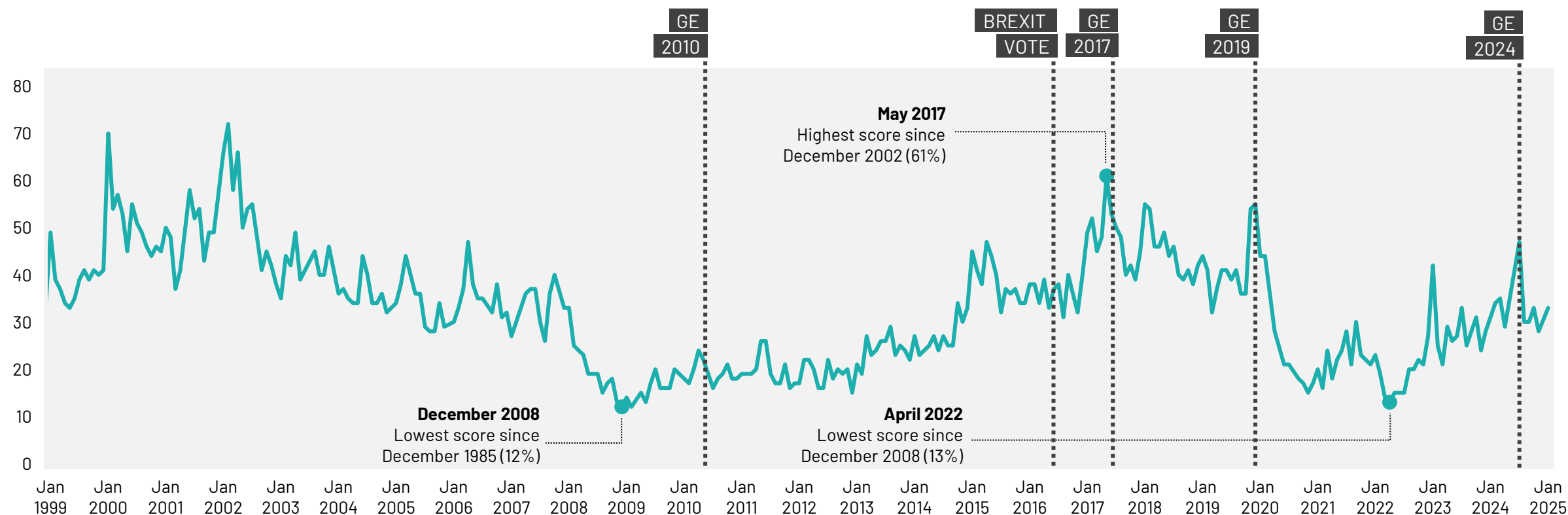
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# NHS/Hospitals/Healthcare

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



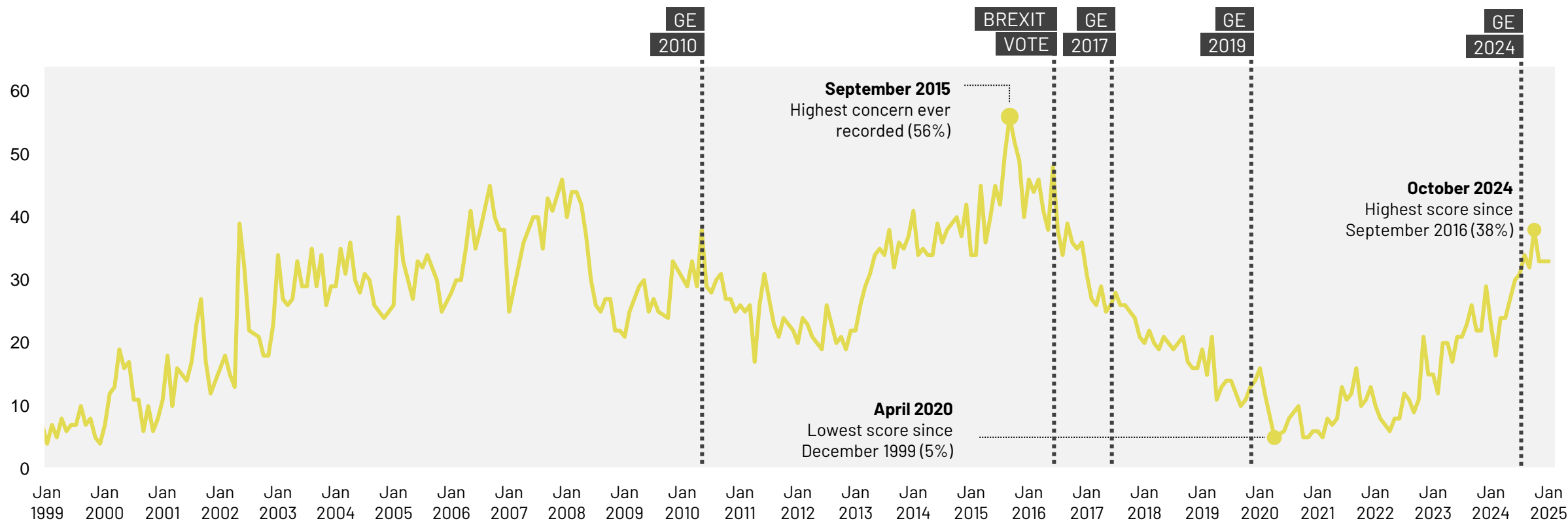
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Immigration/Immigrants

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



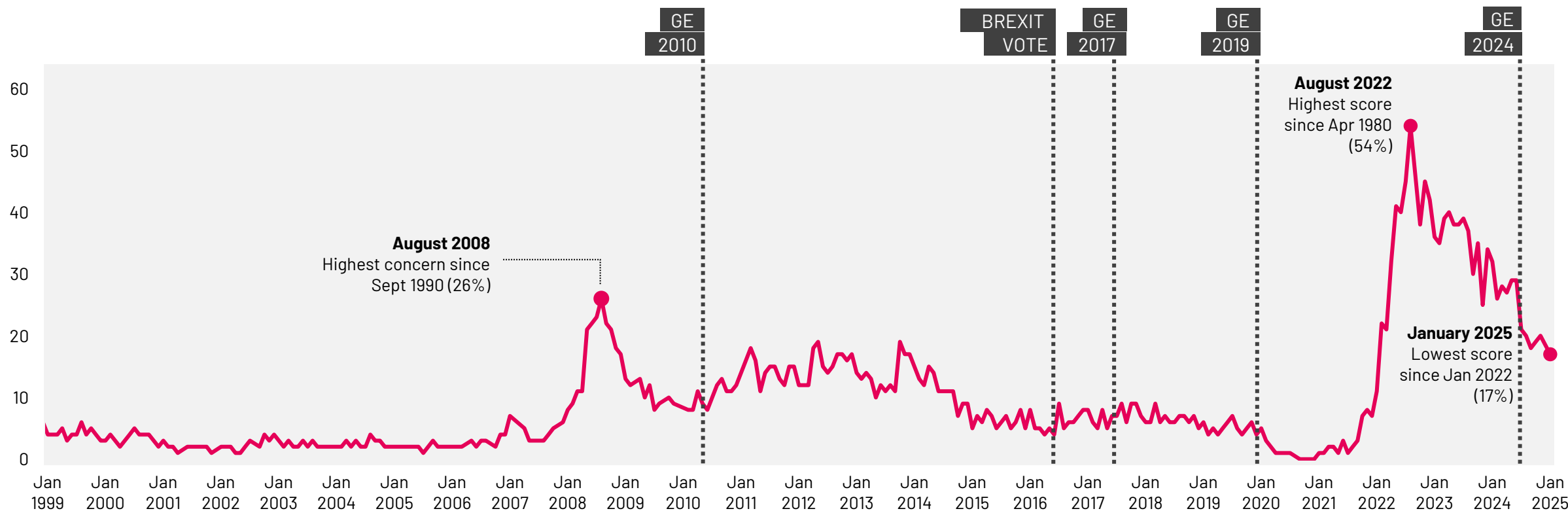
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

Up until September 2014 this was a combined code of "Race relations/Immigration", data onwards is split into two separate codes ("Immigration/Immigrants" and "Race Relations")

# 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

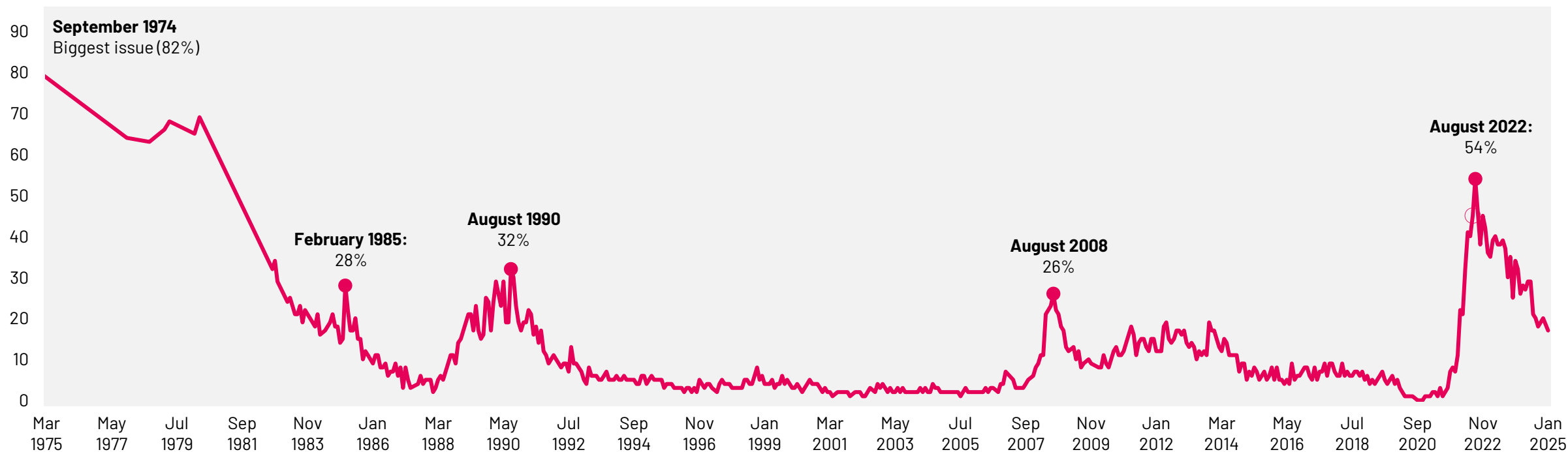
**Source:** Ipsos Issues Index





# Inflation/prices – concern since 1974

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



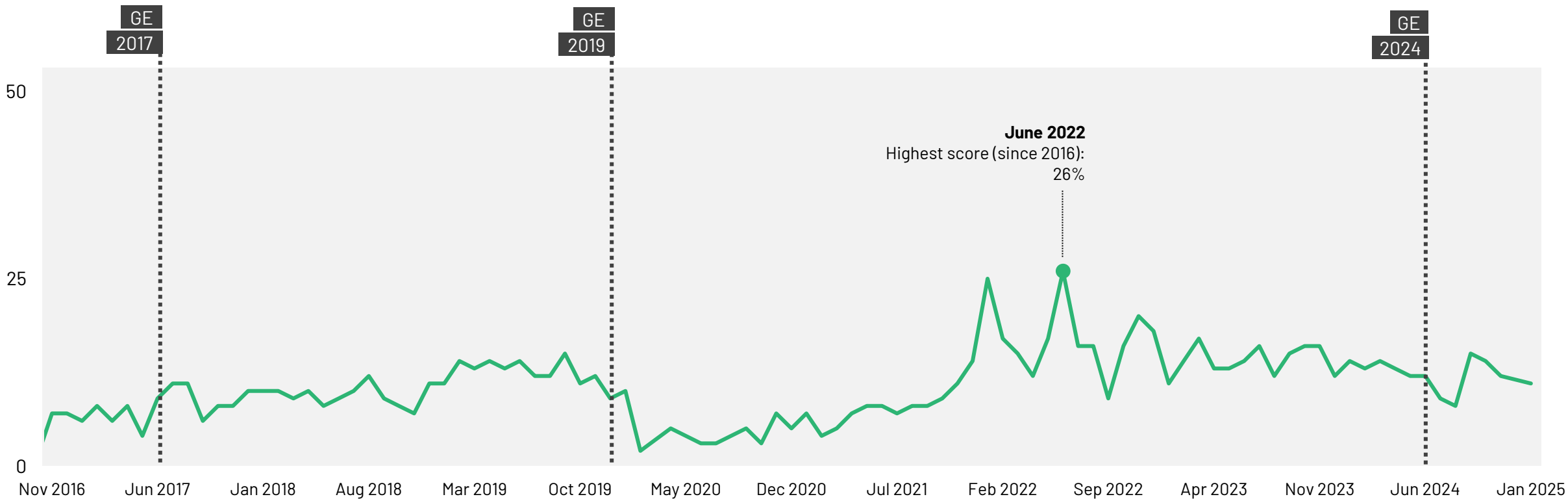
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Lack of faith in politicians/politics

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



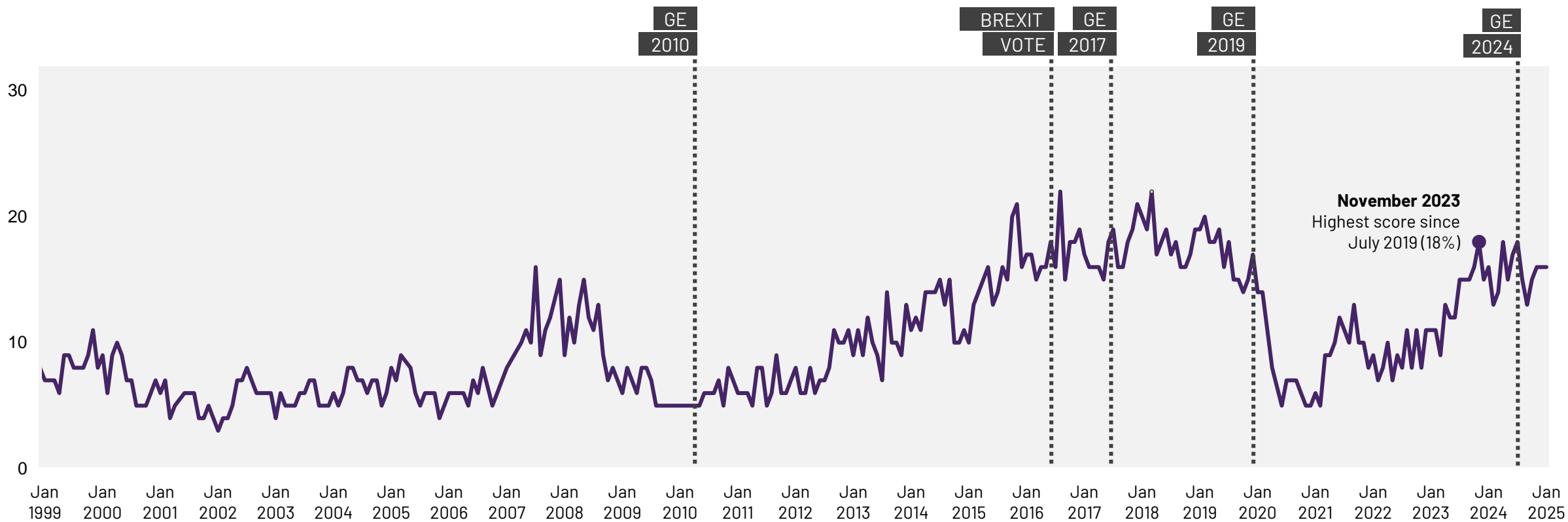
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Housing

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



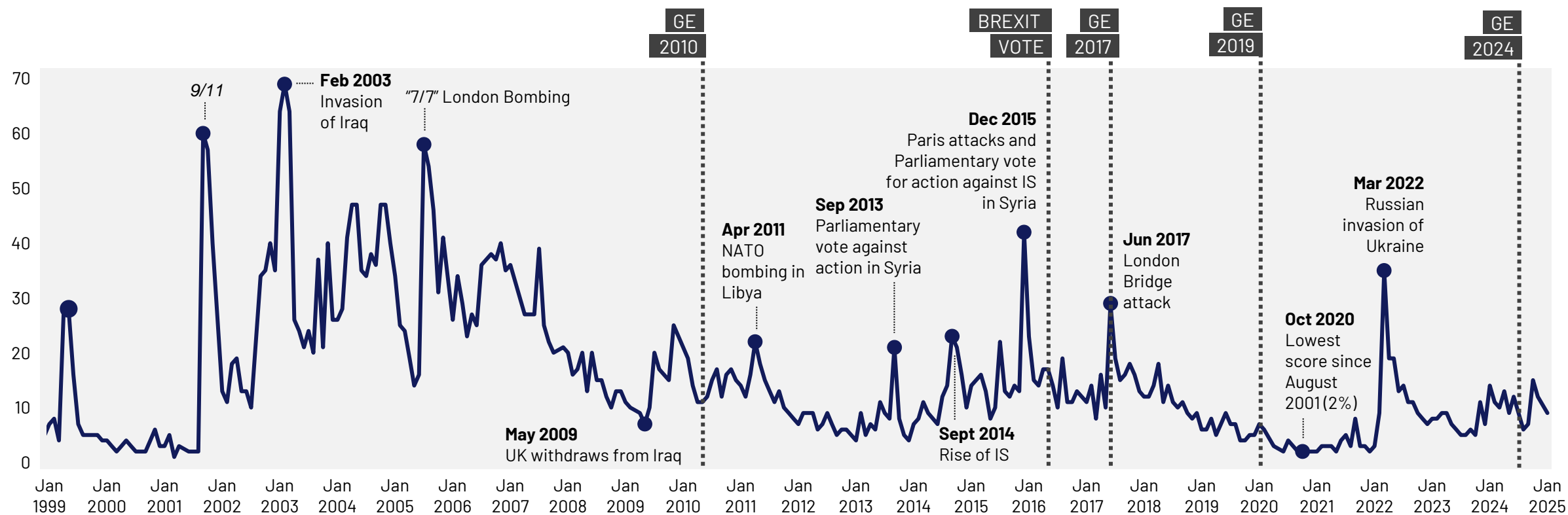
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Defence/Foreign Affairs /International Terrorism

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



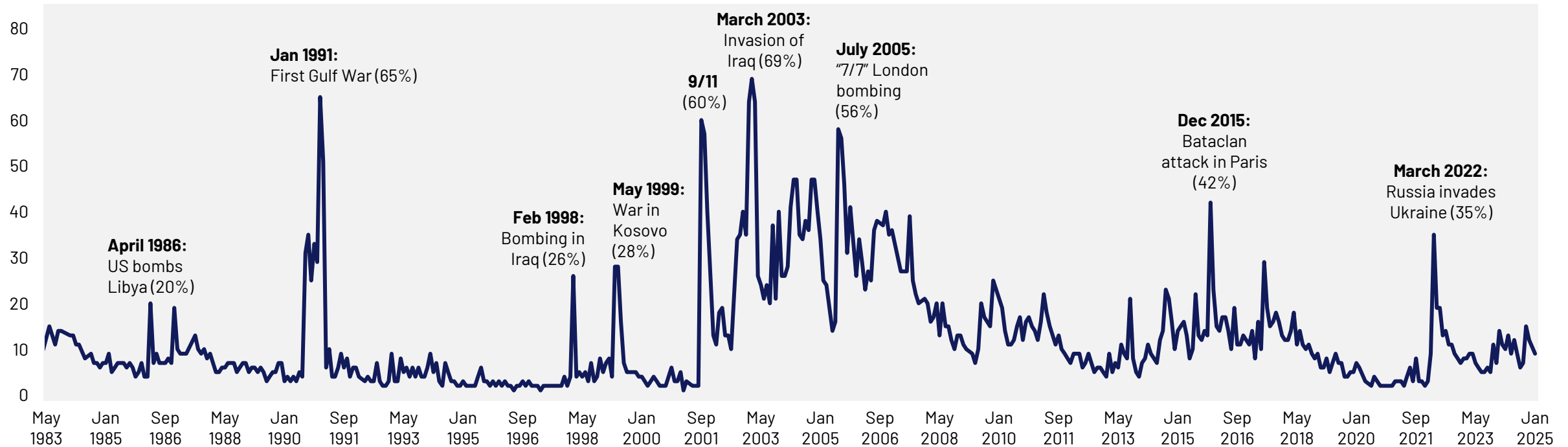
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Defence/Foreign Affairs – Concern Since 1982

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

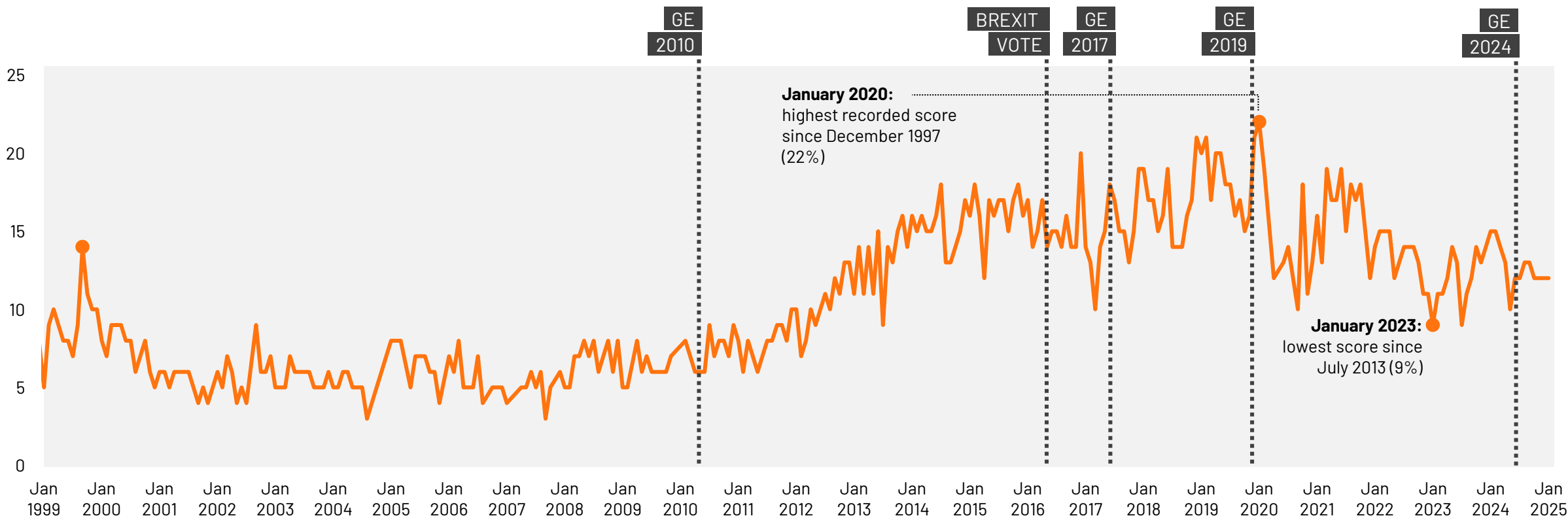


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Poverty/Inequality

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



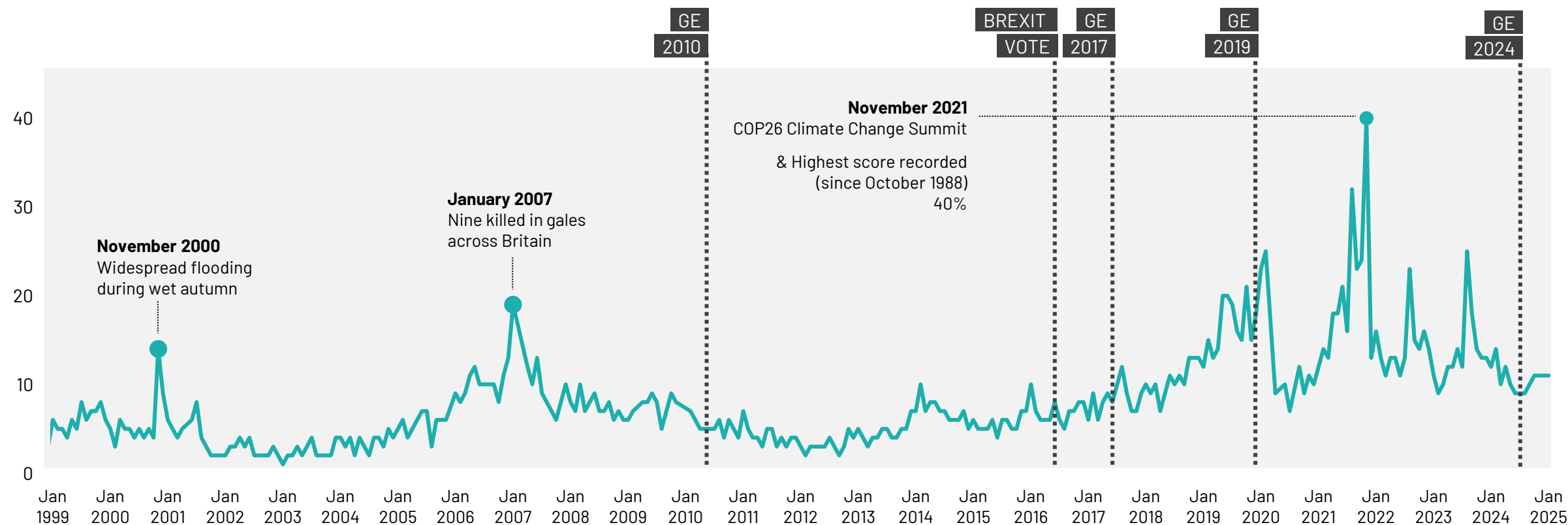
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Pollution/Environment/Climate change

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



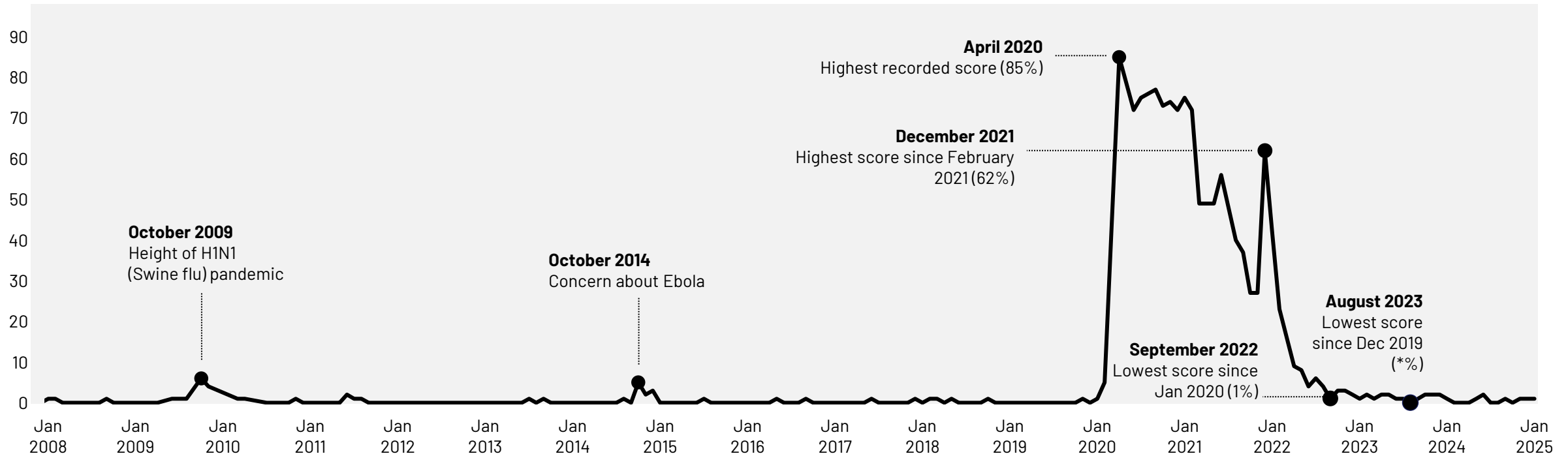
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Coronavirus/Pandemic diseases

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



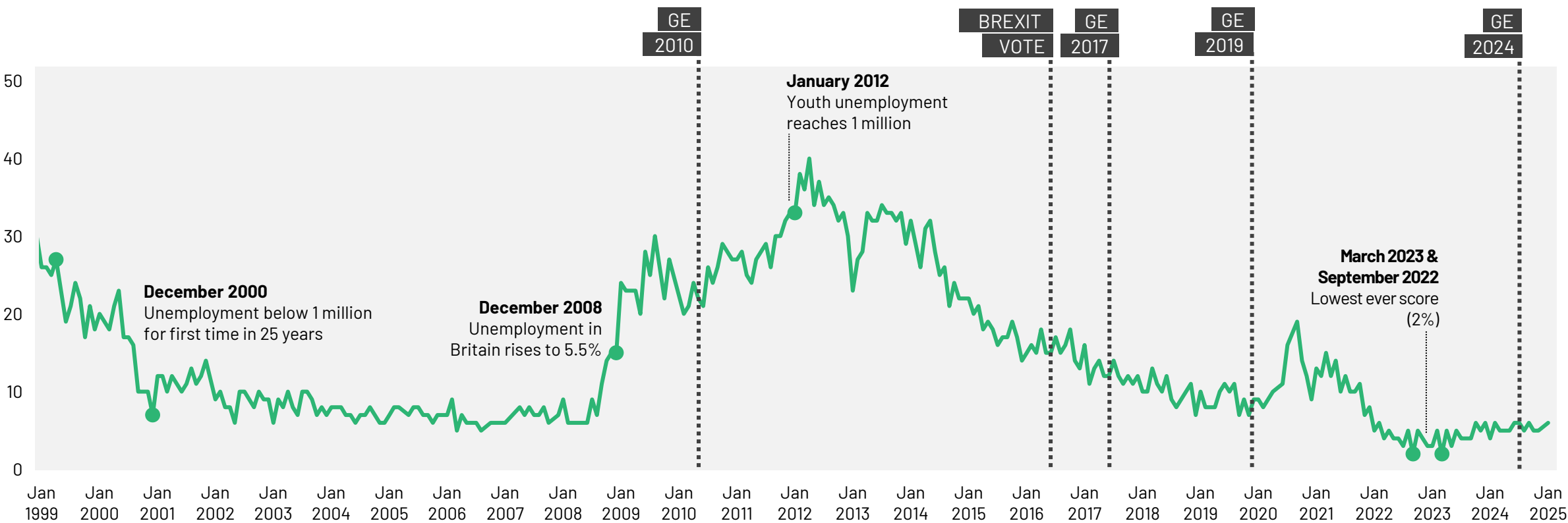
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Unemployment / Factory closure / Lack of industry

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

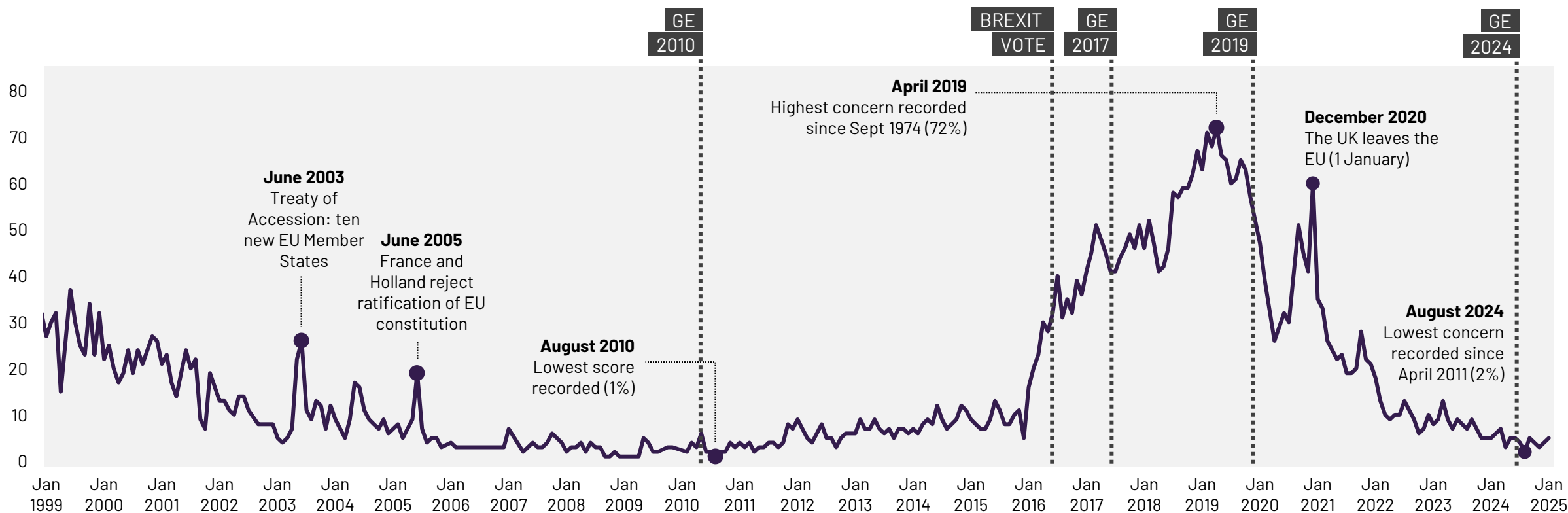


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# EU / Europe / Brexit

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



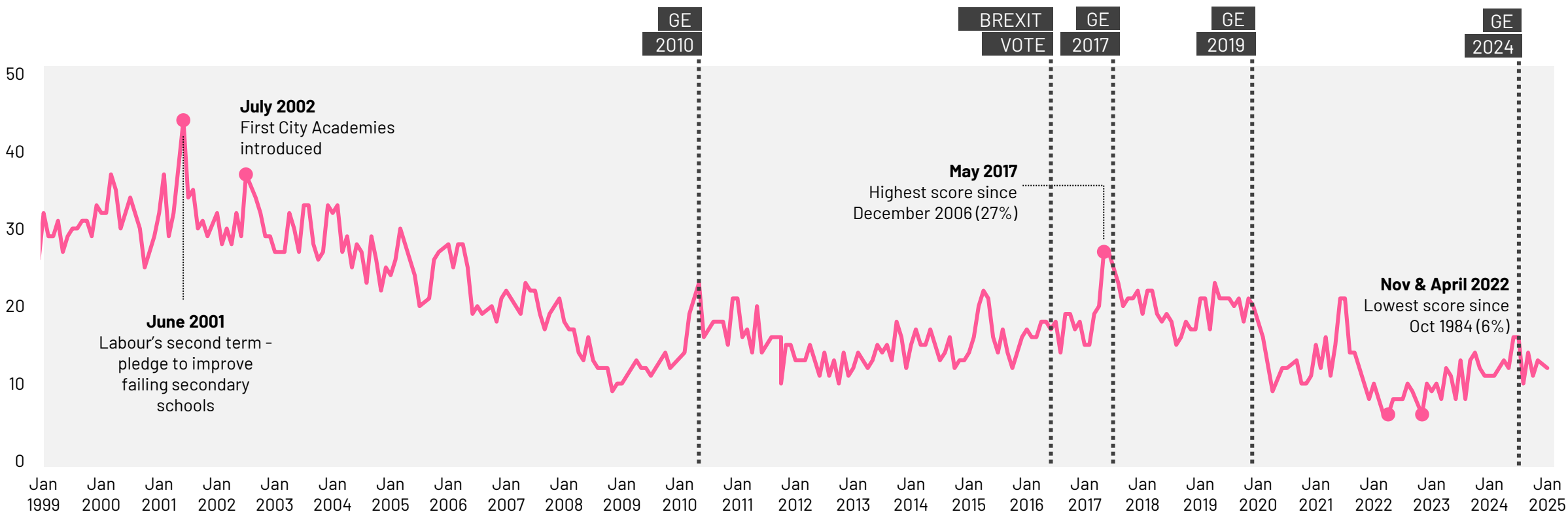
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Education/Schools

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



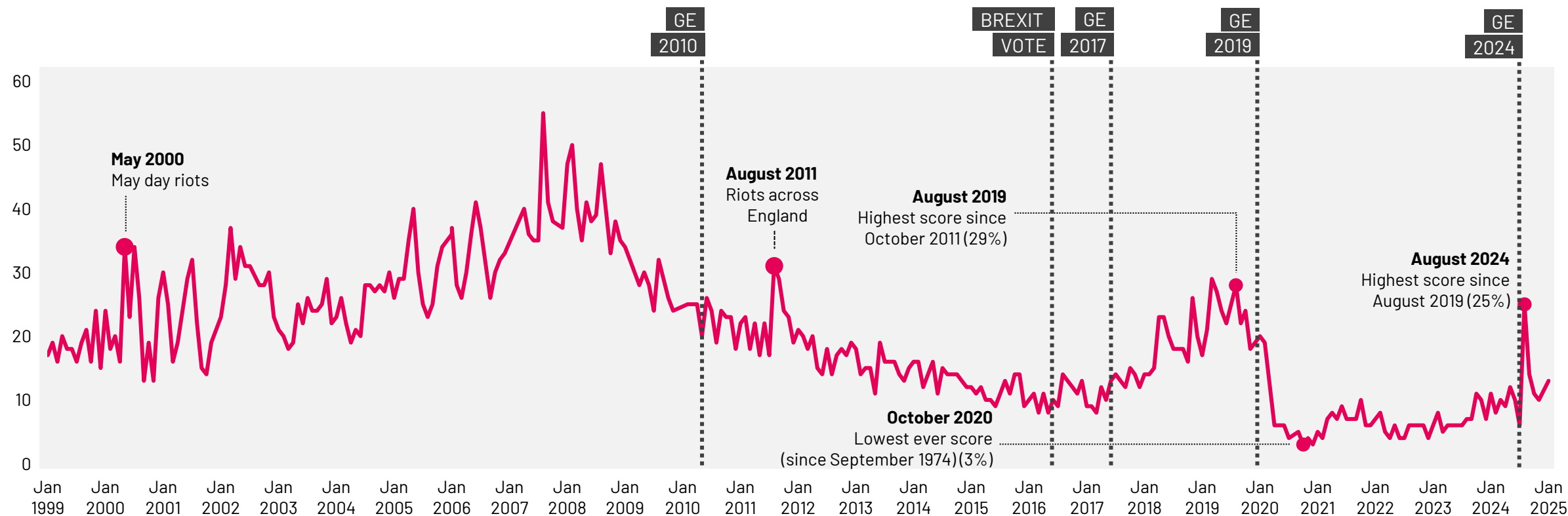
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



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

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

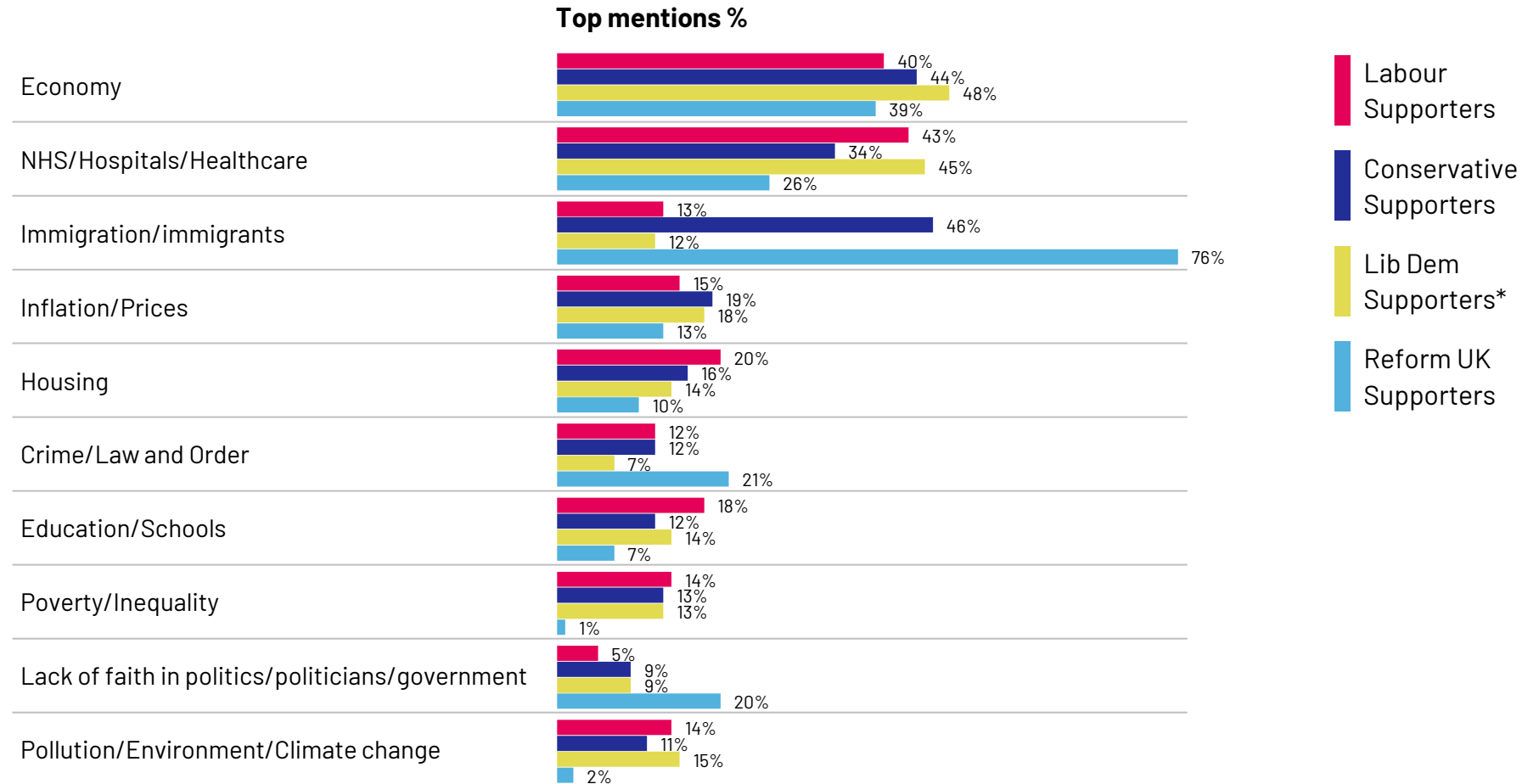


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Party support

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



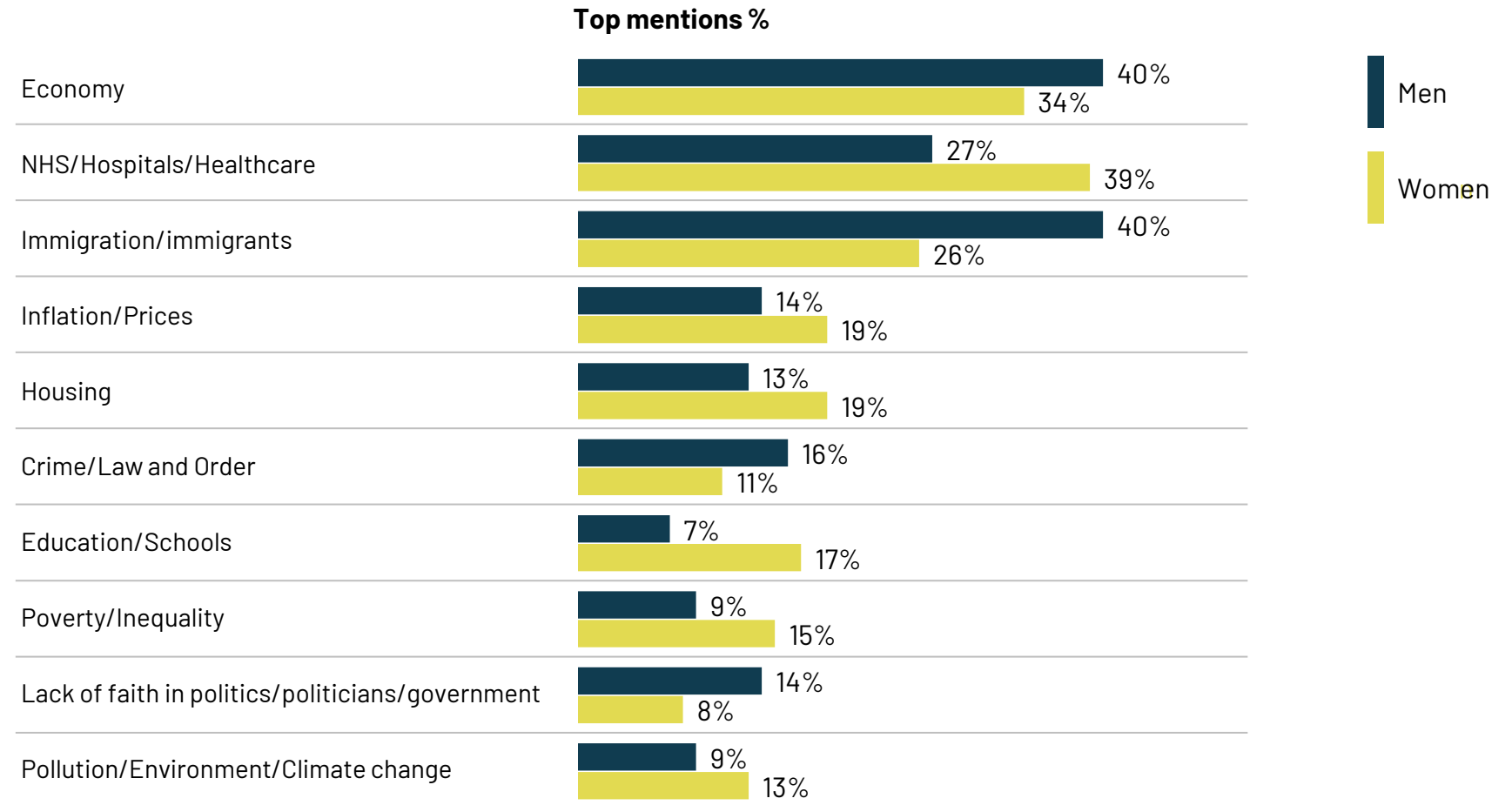
**Base: 1,001** British adults 18+, 15 – 21 January 2025

\*Liberal Democrat 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?

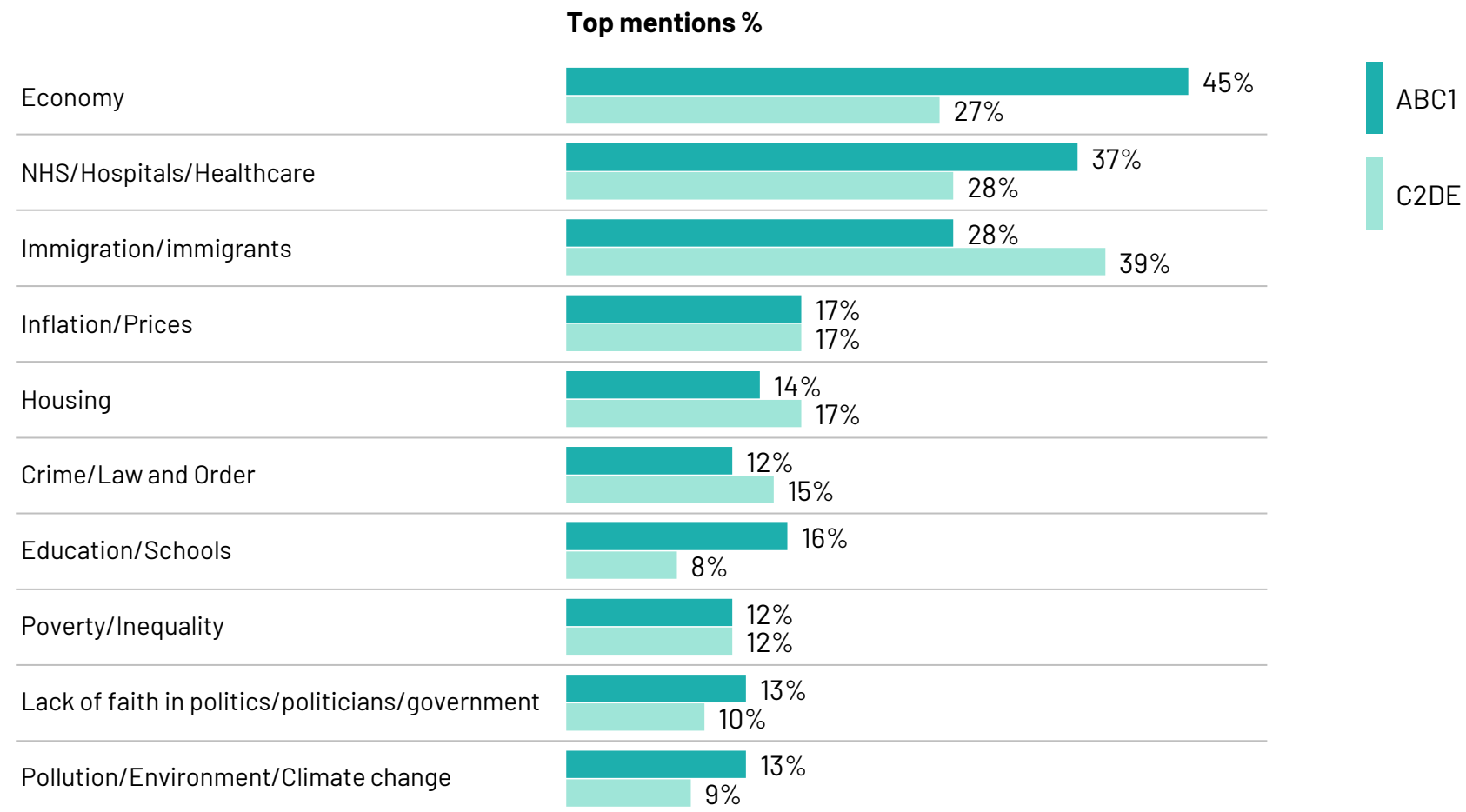


**Base:** 1,001 British adults 18+, 15 – 21 January 2025

**Source:** Ipsos Issues Index

# Social grade

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

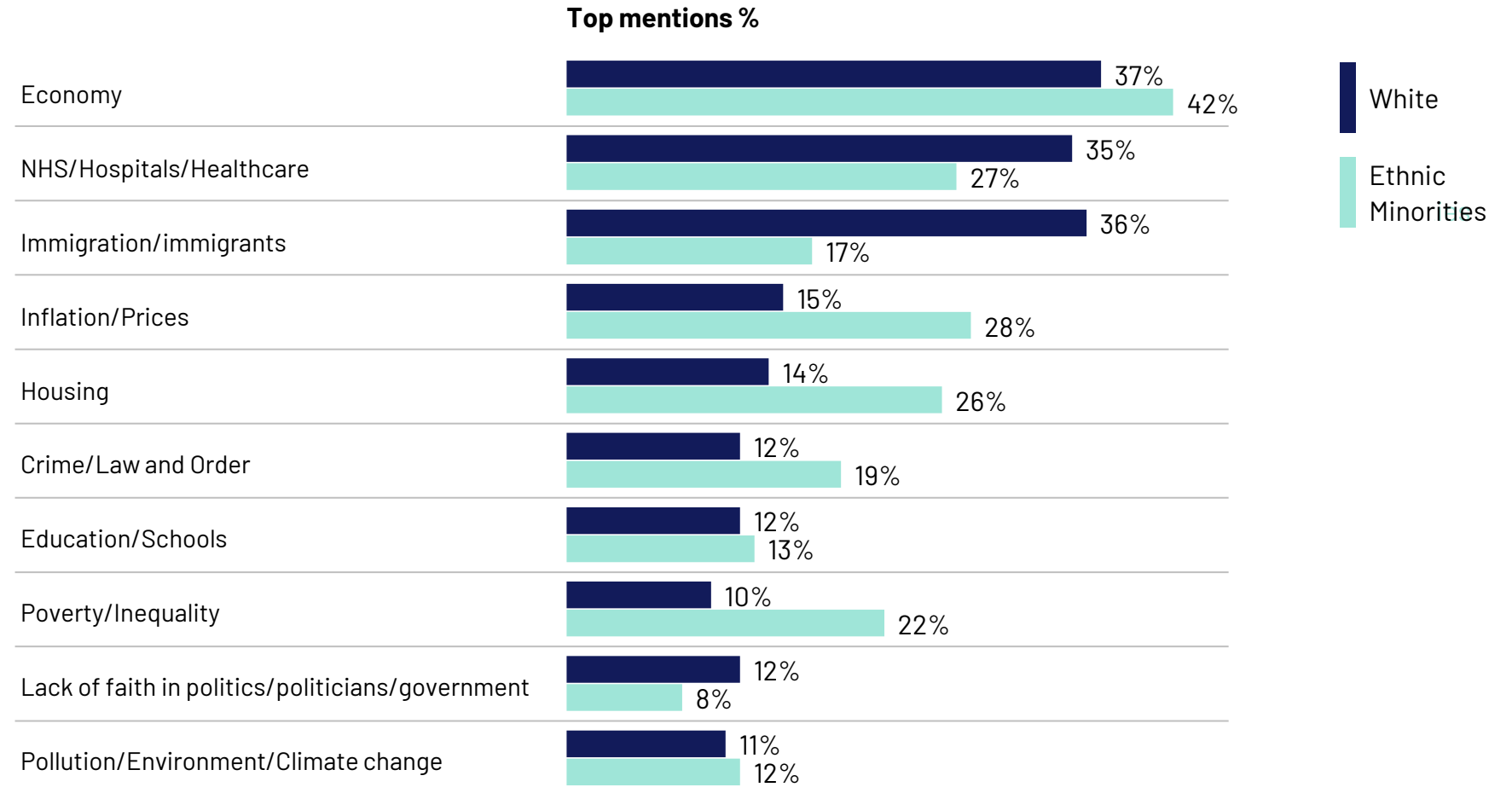


**Base:** 1,001 British adults 18+, 15 – 21 January 2025

**Source:** Ipsos Issues Index

# Ethnic background

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



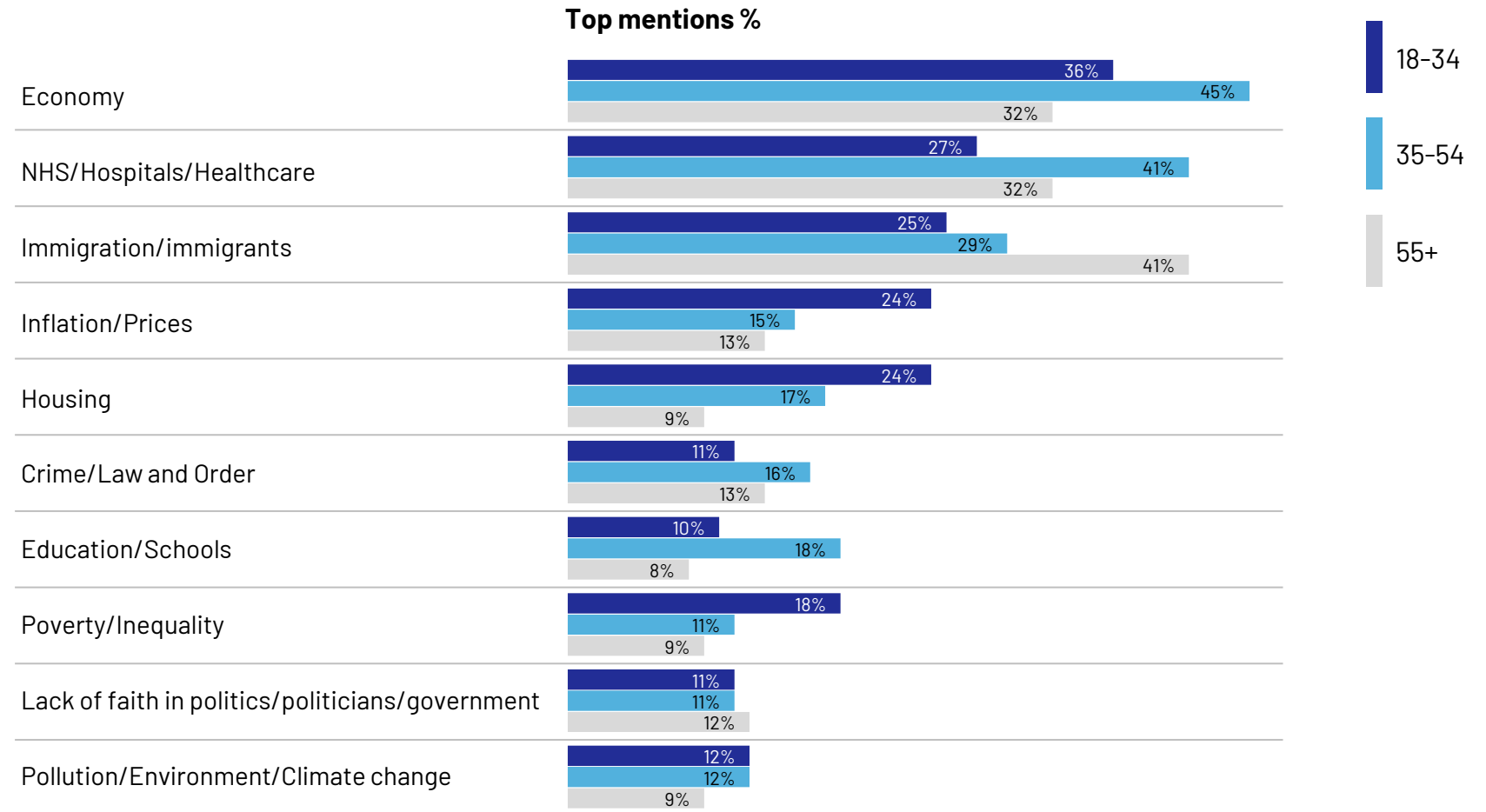
**Base:** 1,001 British adults 18+, 15 – 21 January 2025

**Source:** Ipsos Issues Index



# Age group

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

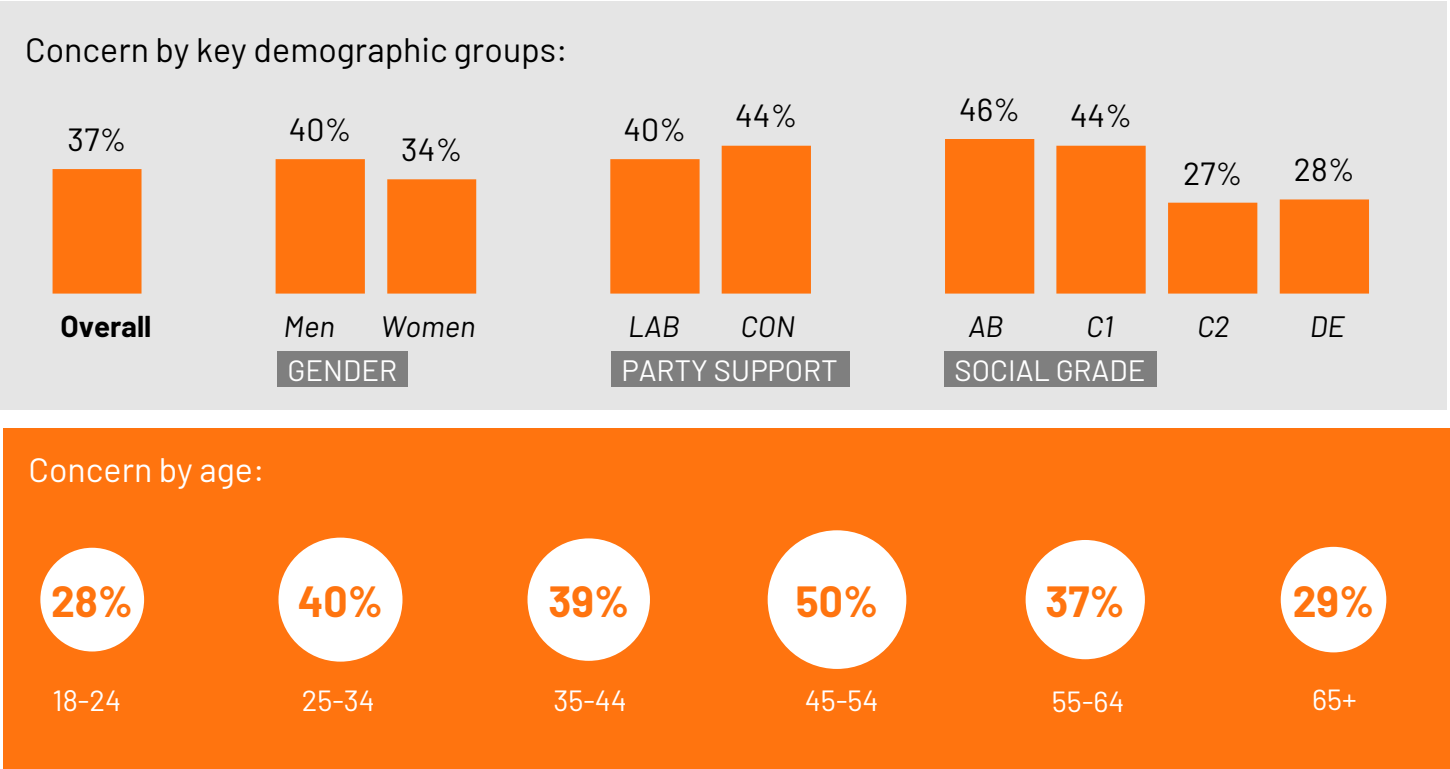


**Base:** 1,001 British adults 18+, 15 – 21 January 2025

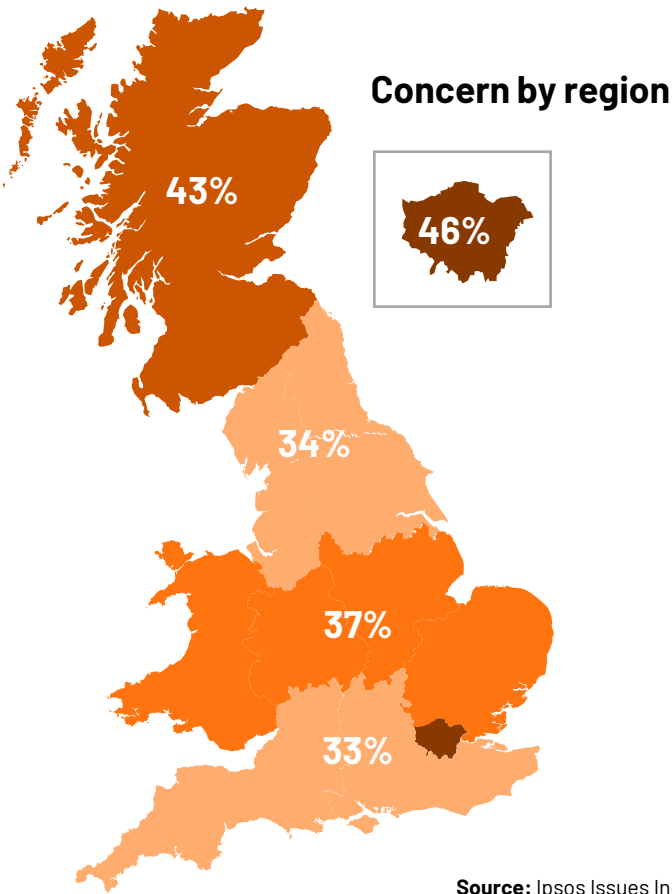
**Source:** Ipsos Issues Index

# Concern about the economy by subgroup

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



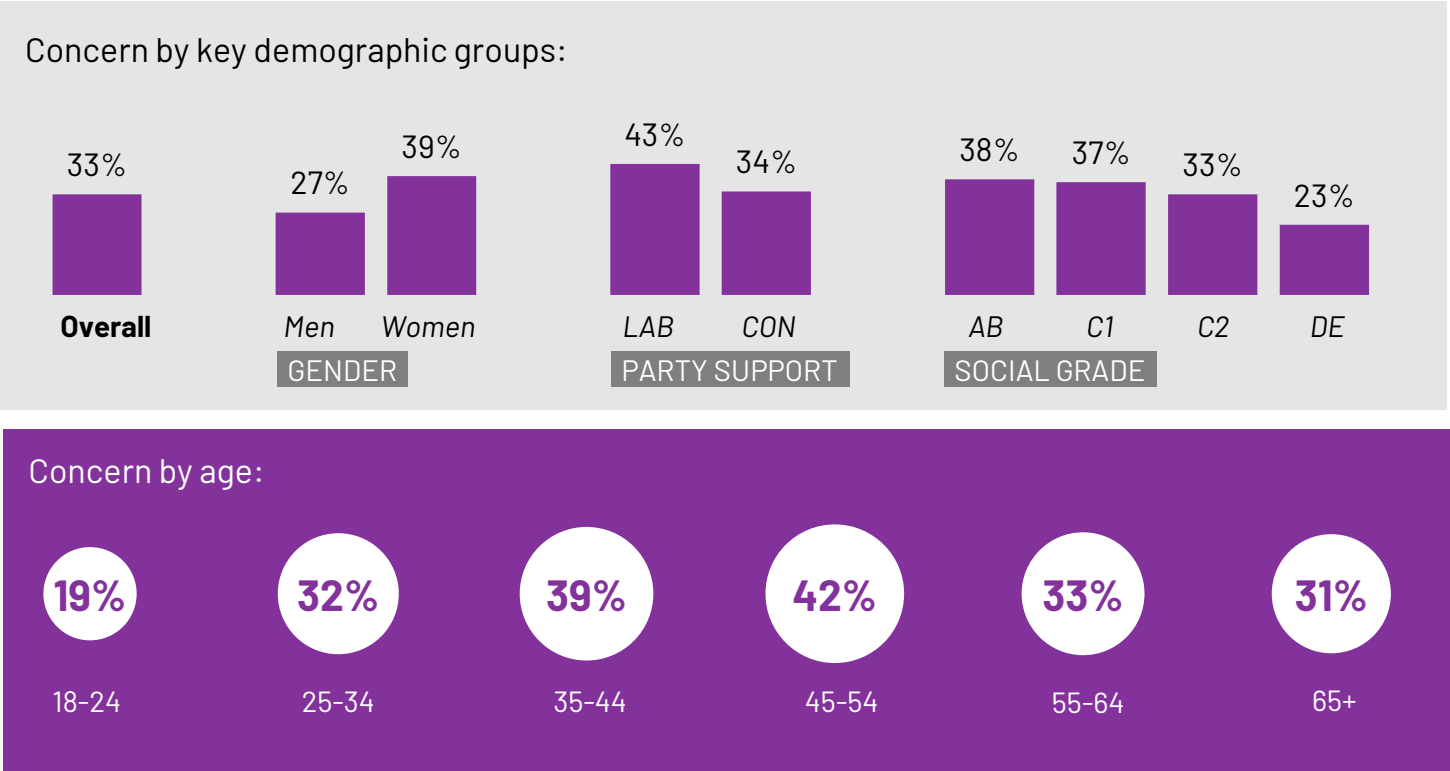
Base: 1,001 British adults 18+, 15 – 21 January 2025



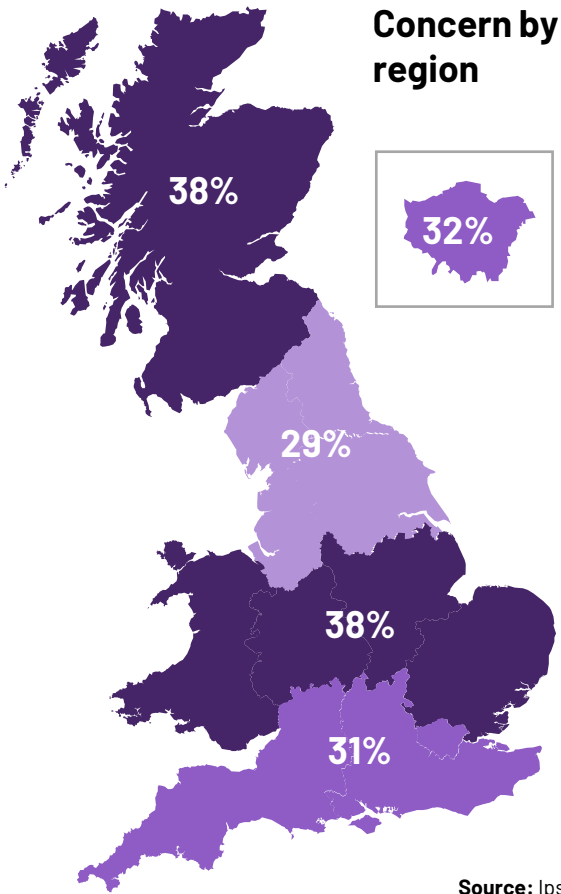
Source: Ipsos Issues Index

# Concern about the NHS by subgroup

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



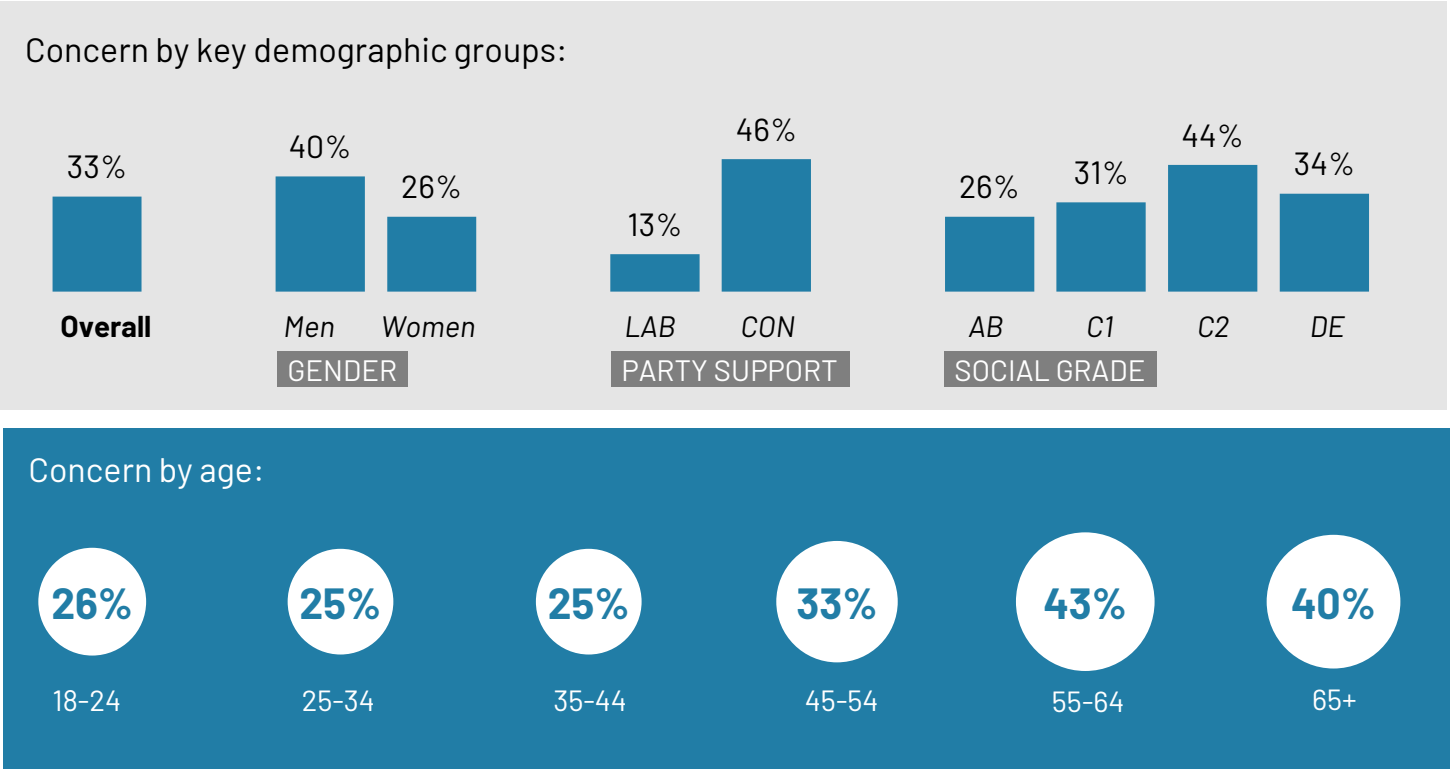
Base: 1,001 British adults 18+, 15 – 21 January 2025



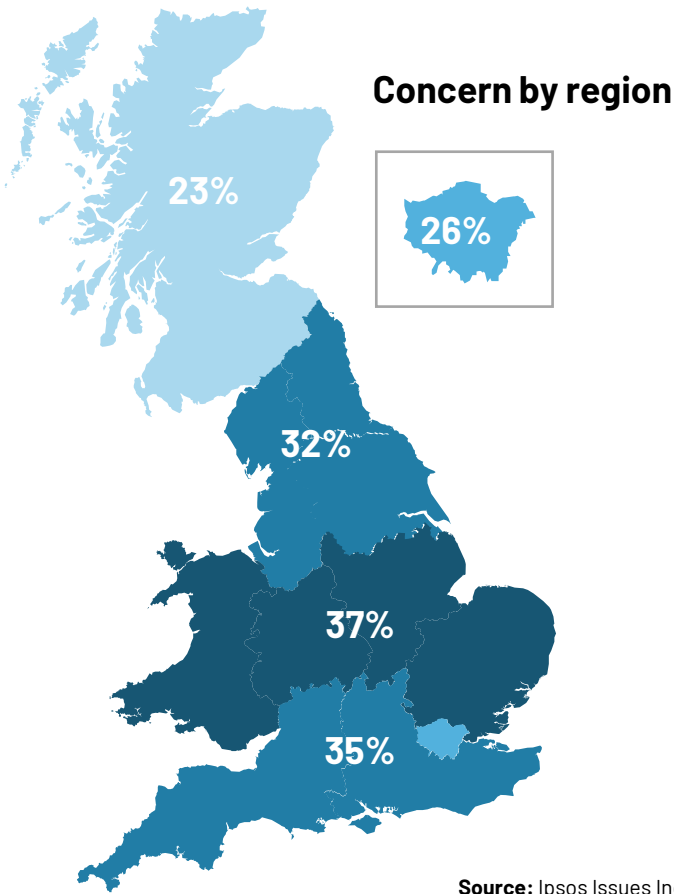
Source: Ipsos Issues Index

# Concern about immigration by subgroup

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



Base: 1,001 British adults 18+, 15 – 21 January 2025

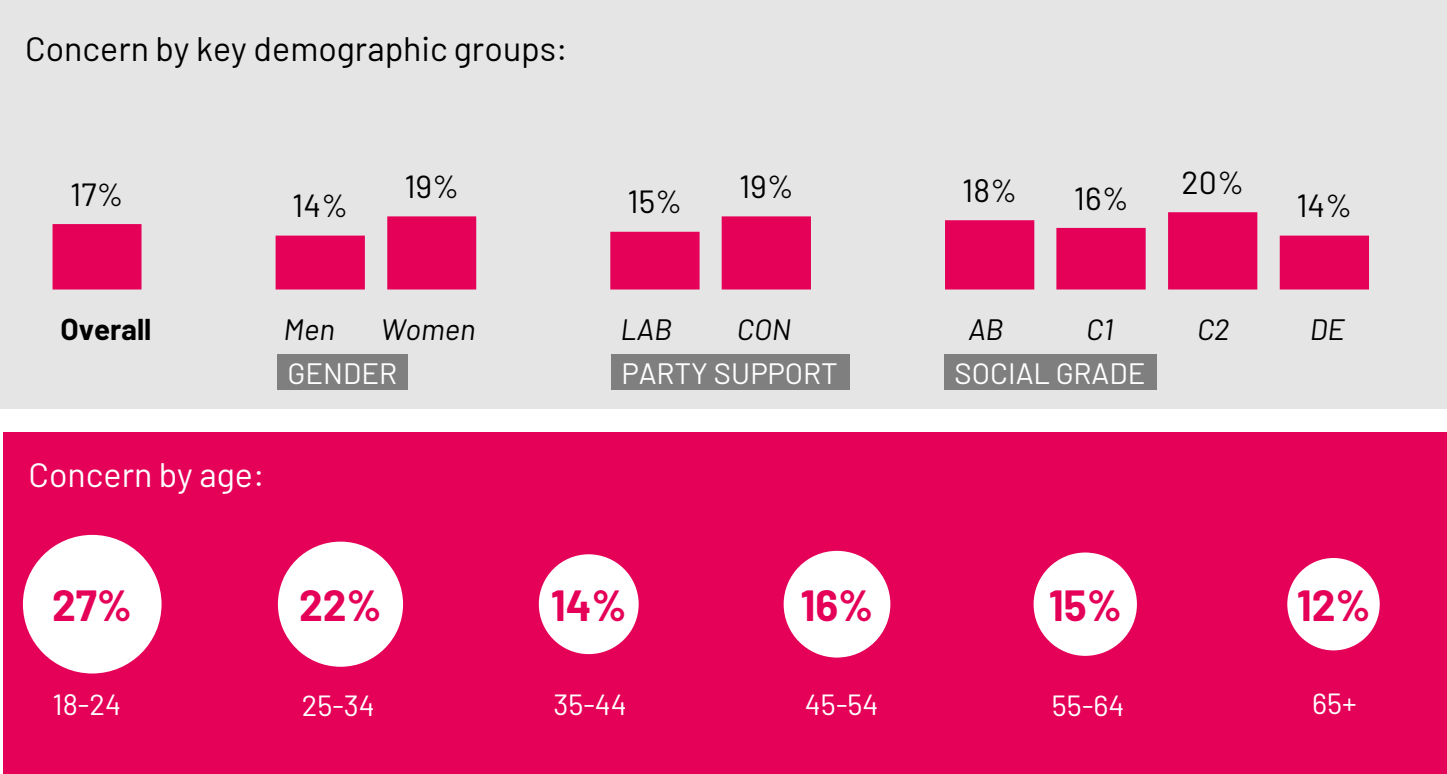


Source: Ipsos Issues Index

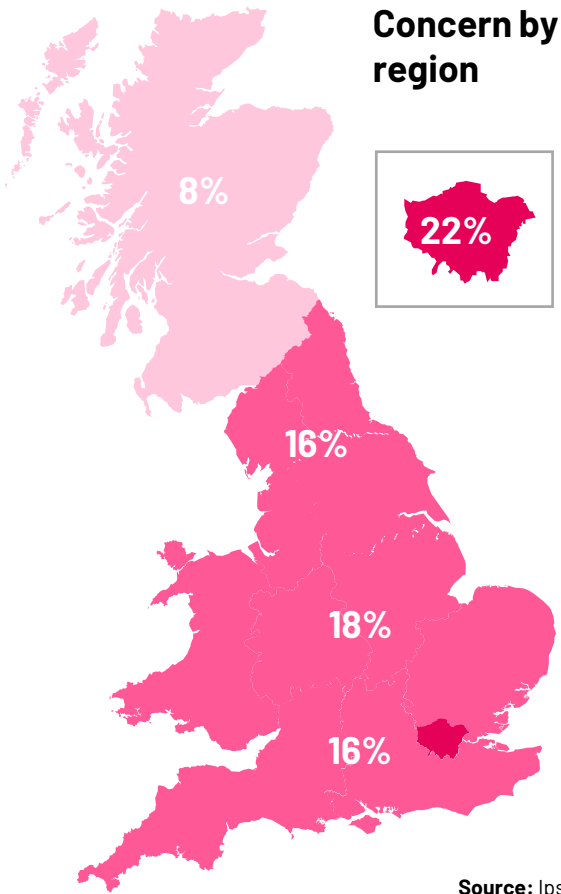


# Concern about inflation/prices by subgroup

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



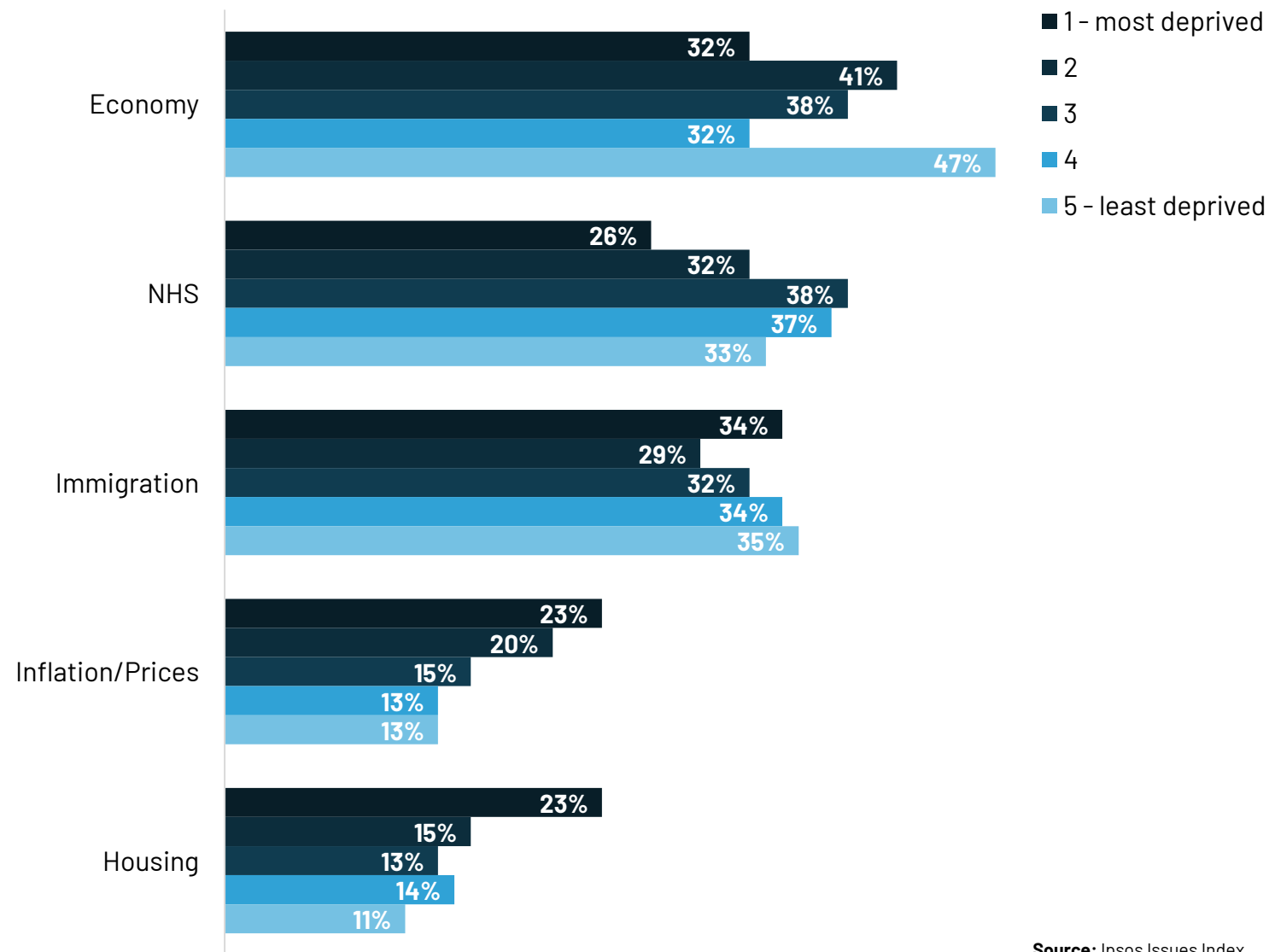
Base: 1,001 British adults 18+, 15 – 21 January 2025



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: 1,001 British adults 18+, 15 - 21 January 2025



## Issues Index January 2025

### For more information

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