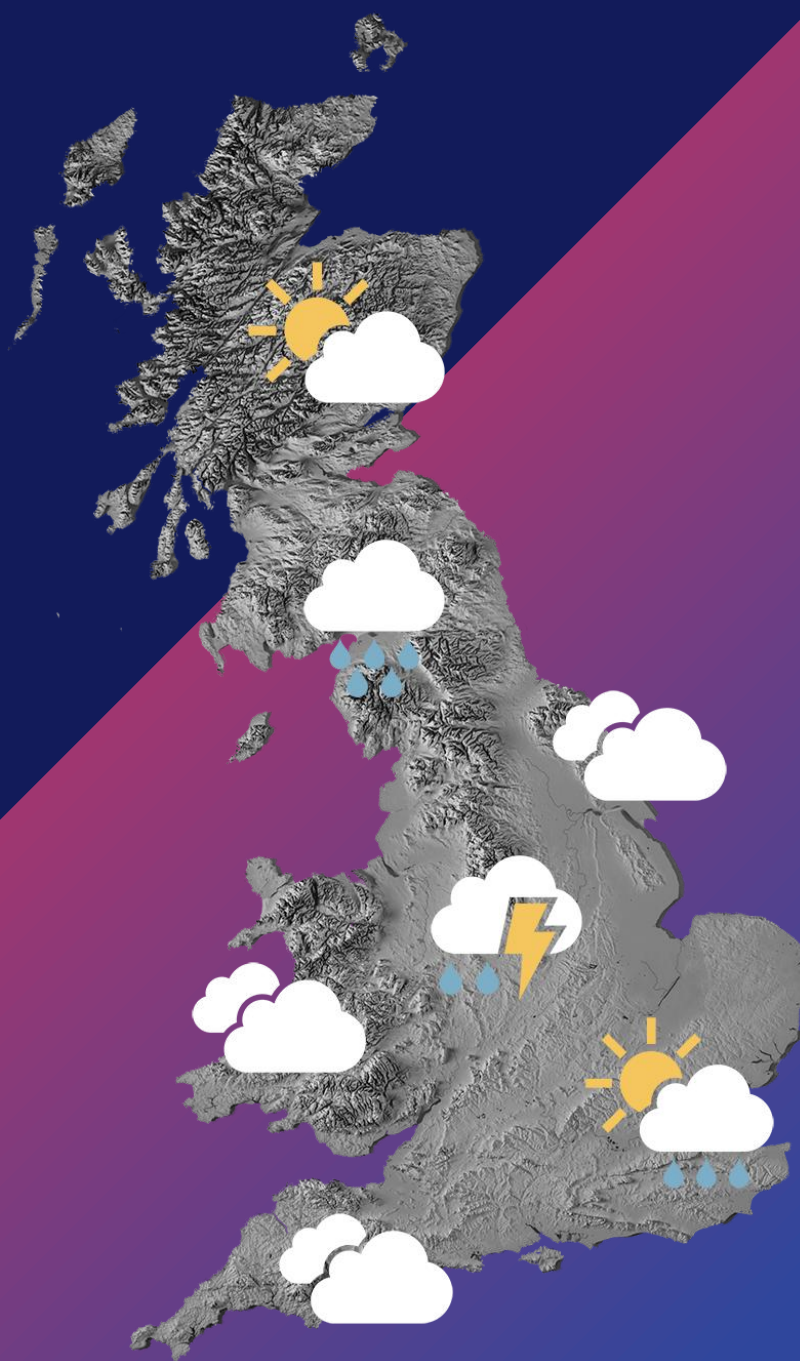


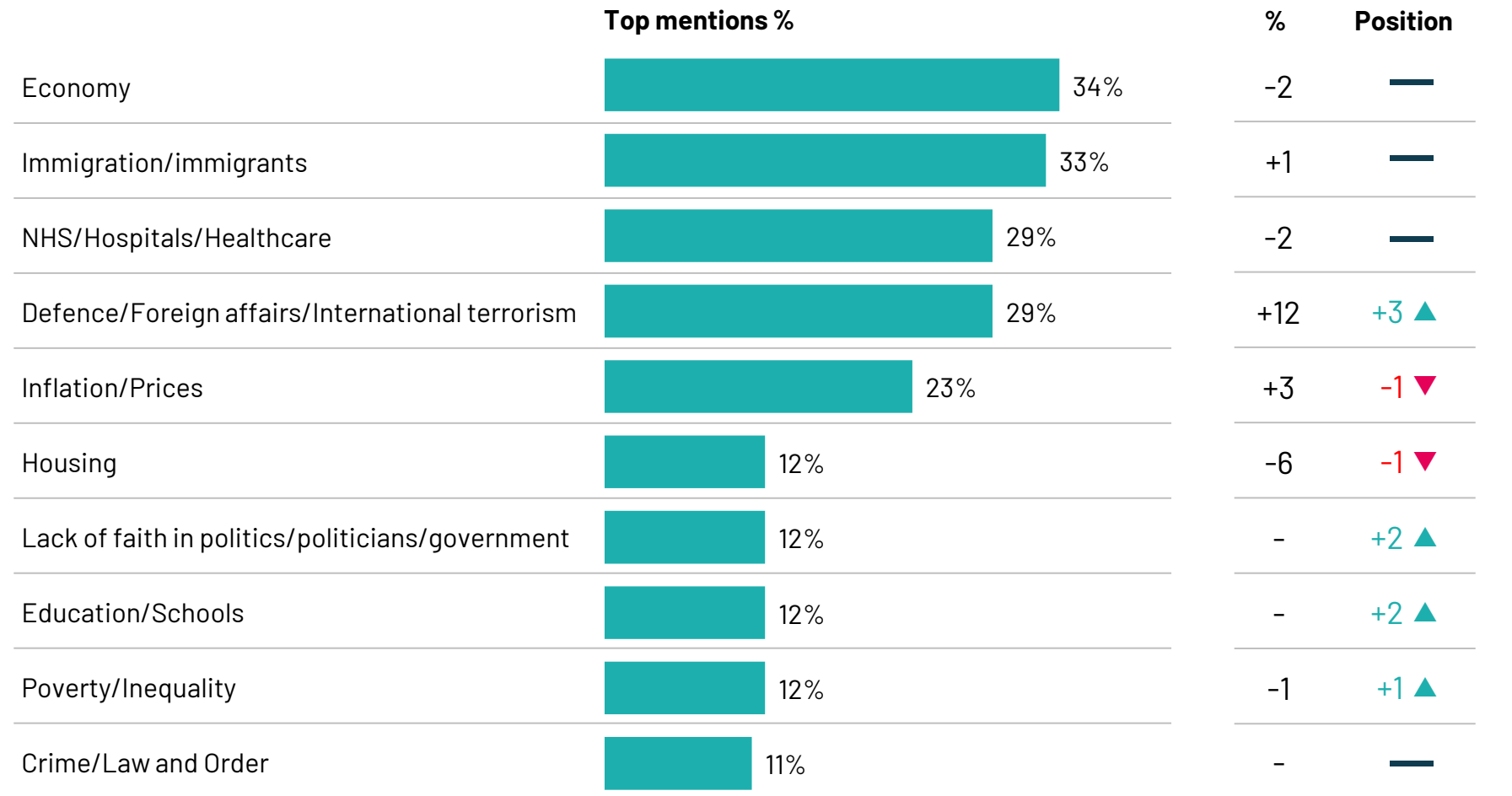
Ipsos Issues Index

April 2025



April 2025

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

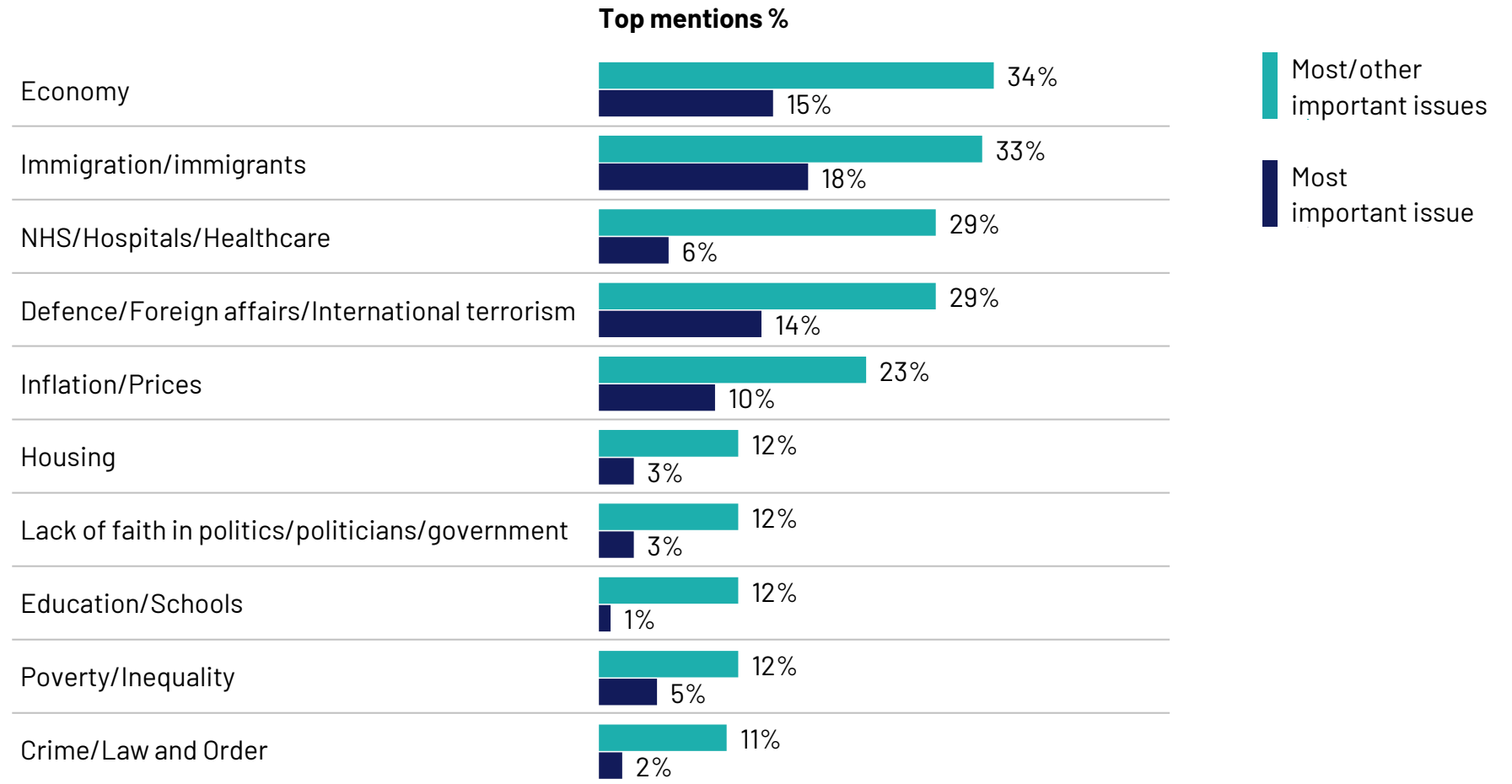


Base: XX British adults 18+, X – X April 2025

Source: Ipsos Issues Index

April 2025

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

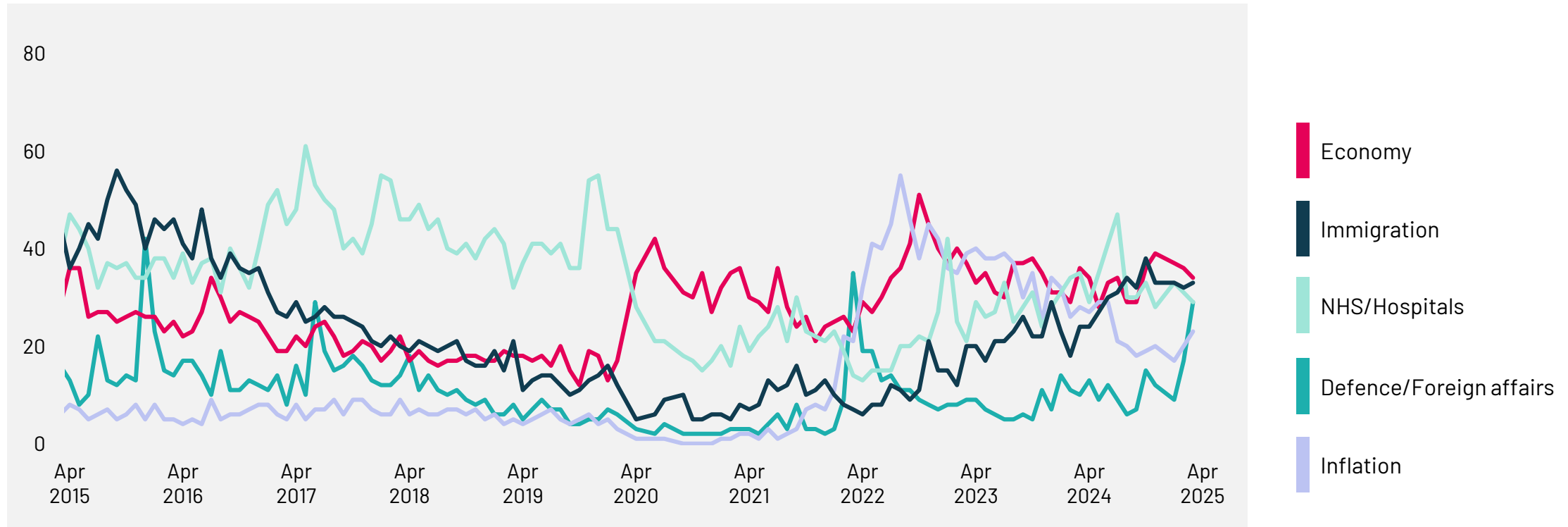


Base: XX British adults 18+, X - X April 2025

Source: Ipsos Issues Index

Top five concerns for April 2025: trend data

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

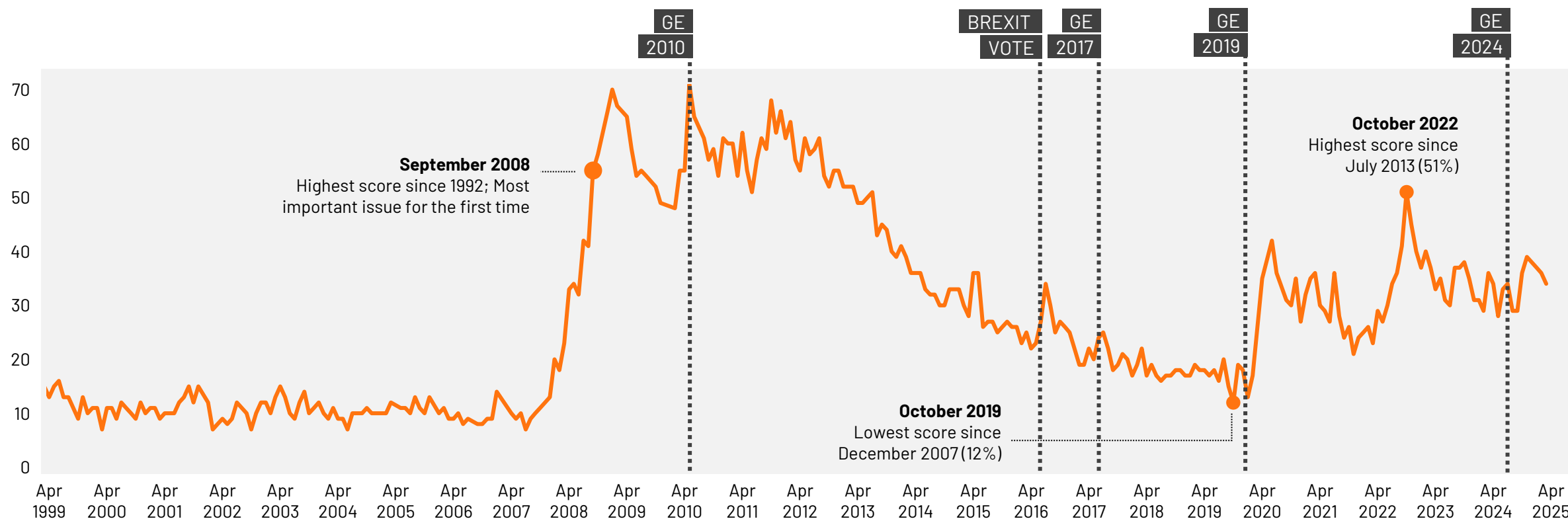


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

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



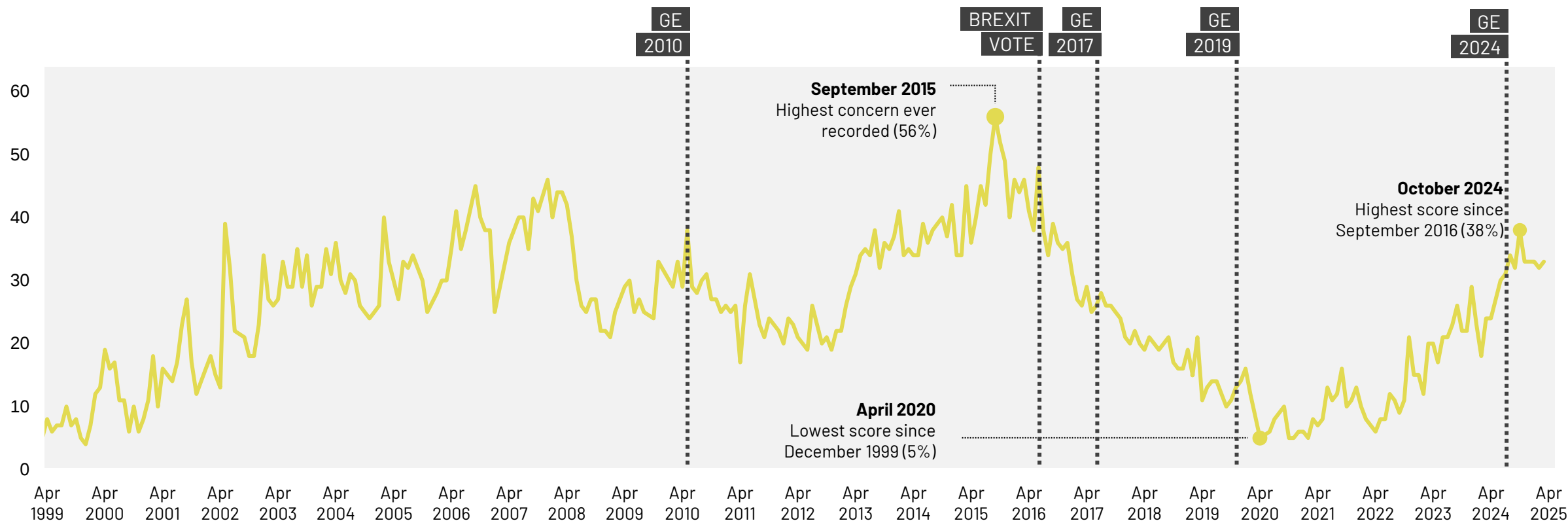
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Immigration/Immigrants

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



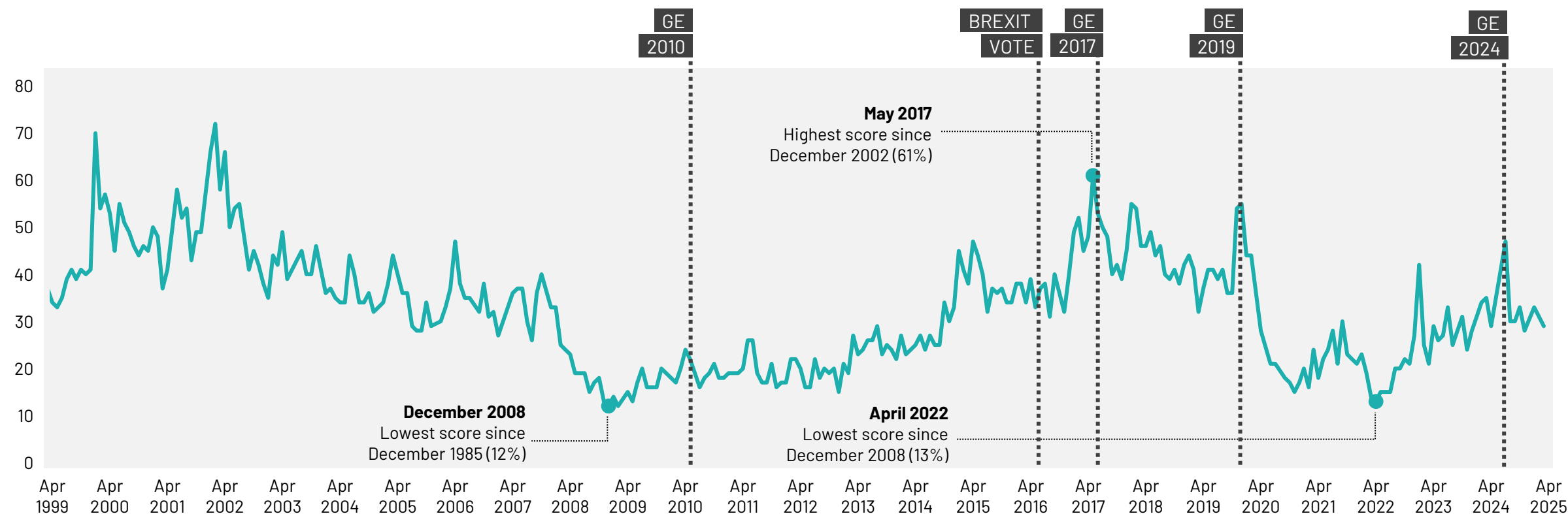
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

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")

NHS/Hospitals/Healthcare

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



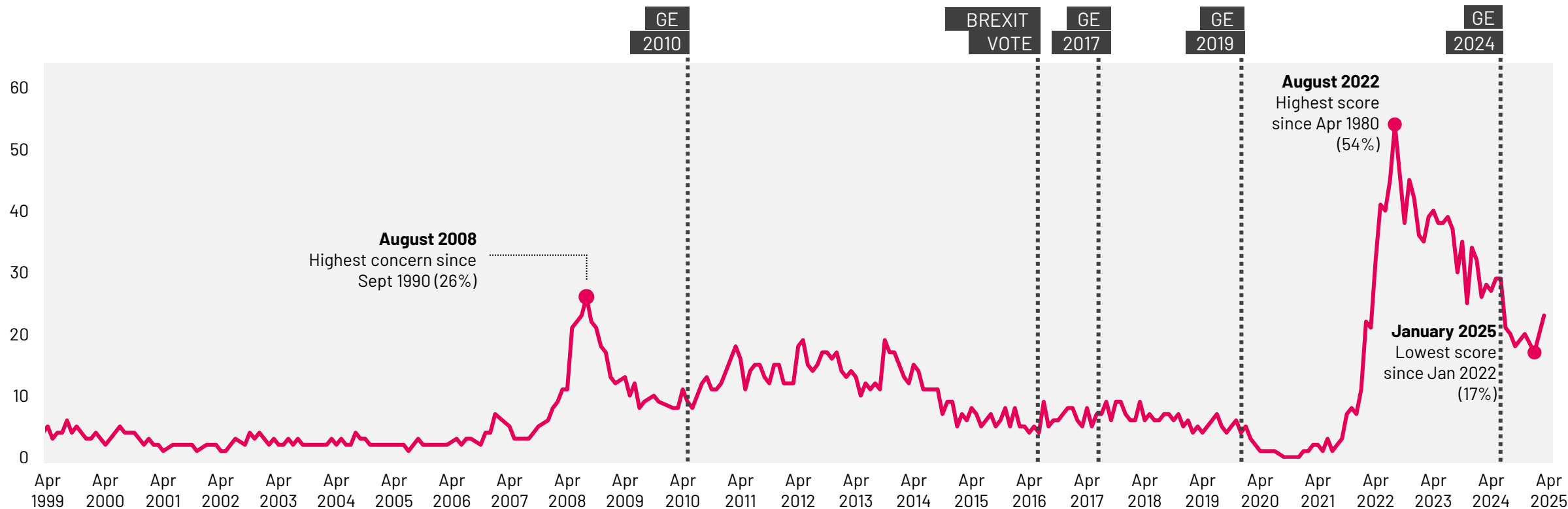
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices

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

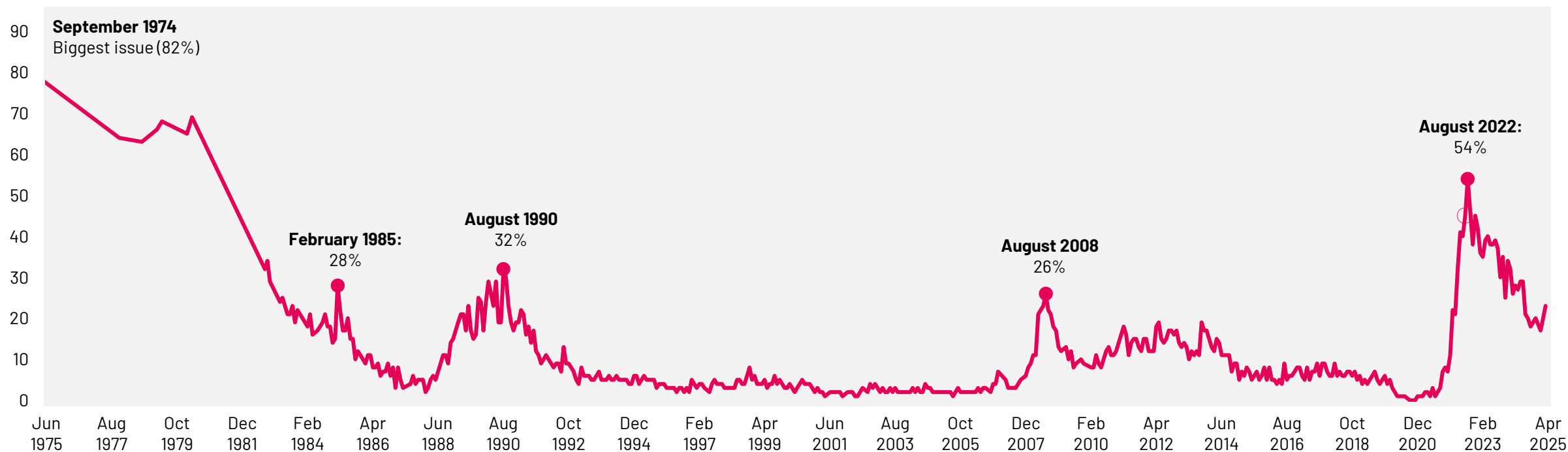


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices – concern since 1974

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



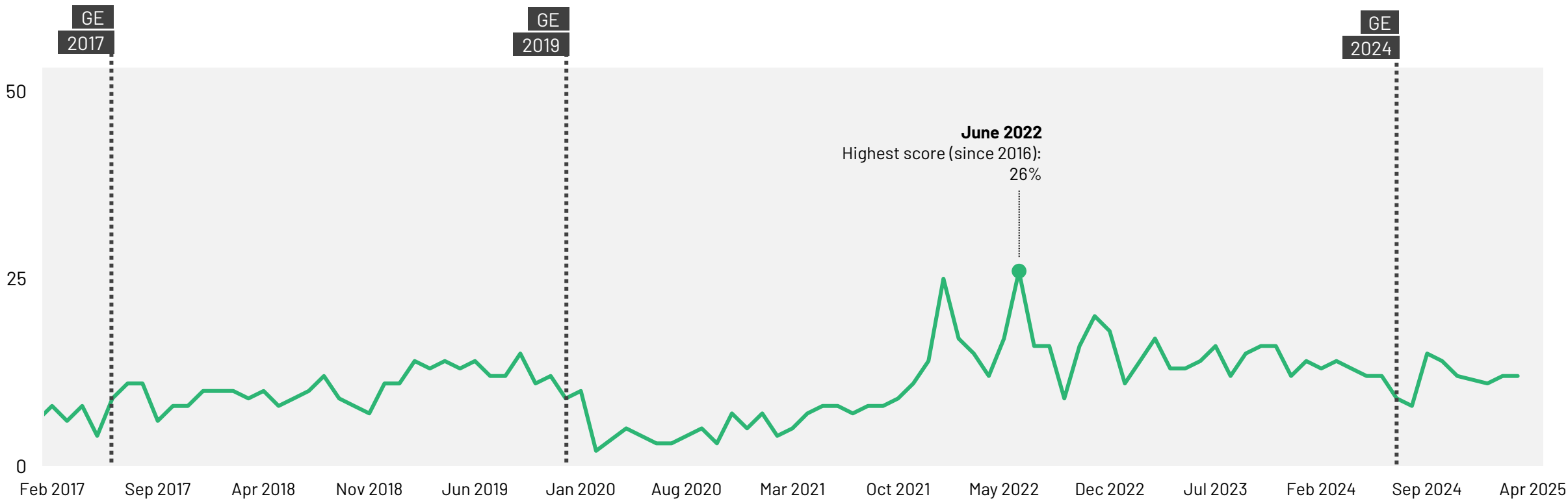
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Lack of faith in politicians/politics

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



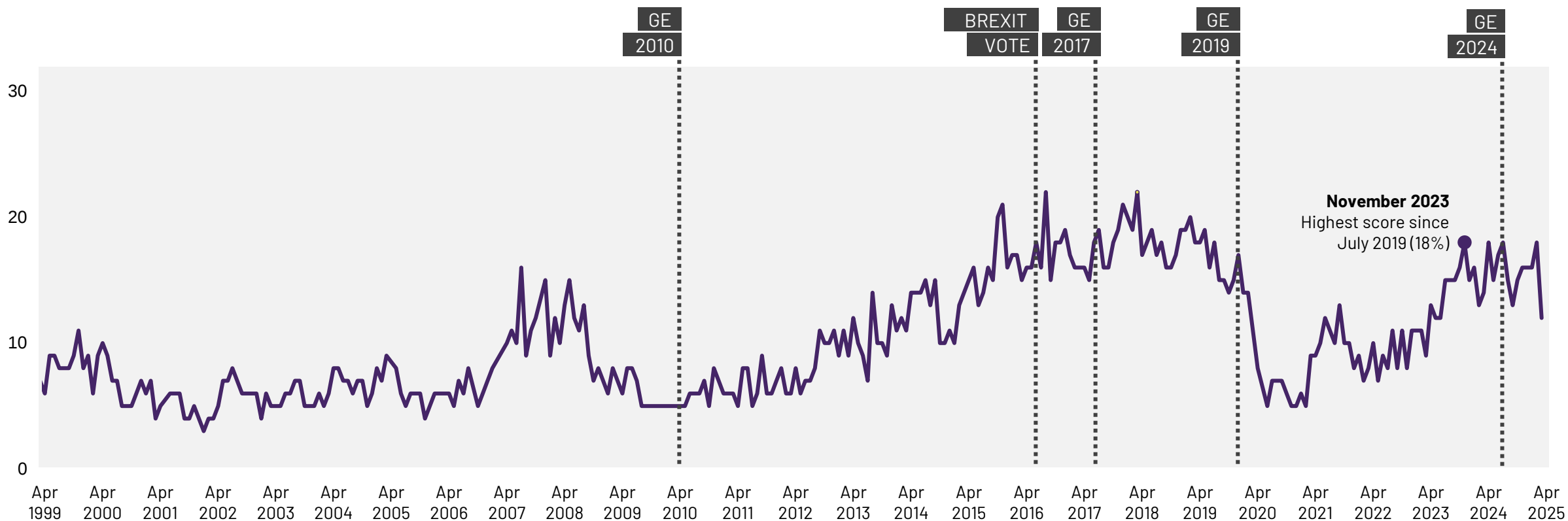
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Housing

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



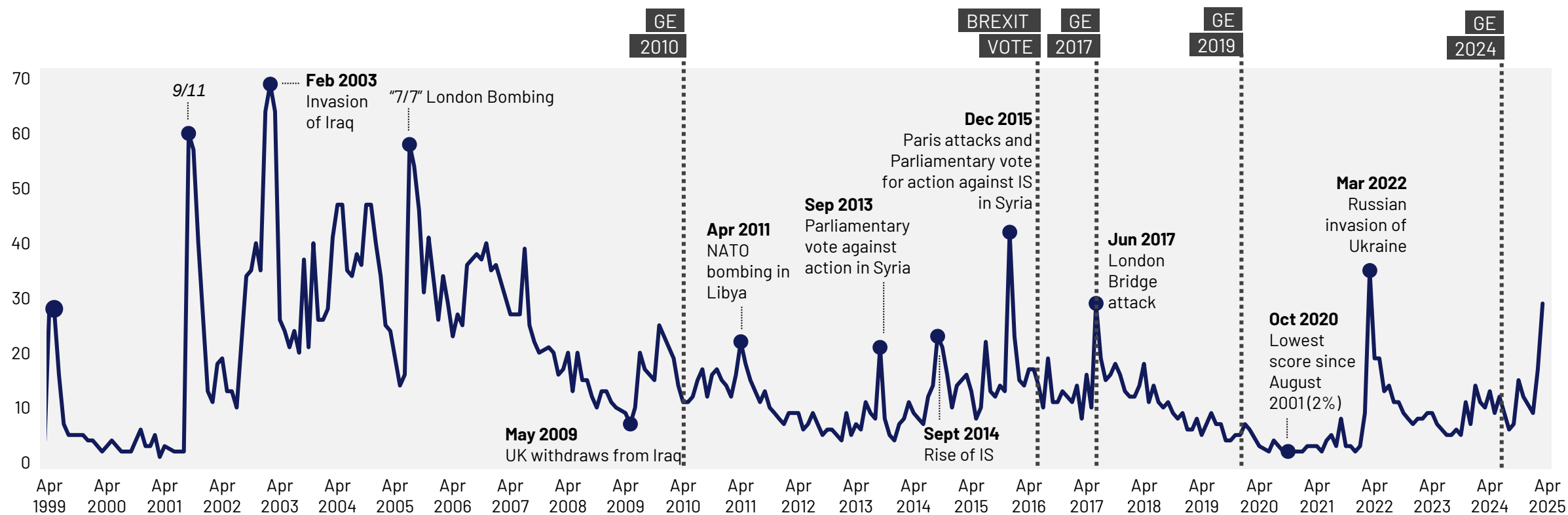
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs /International Terrorism

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



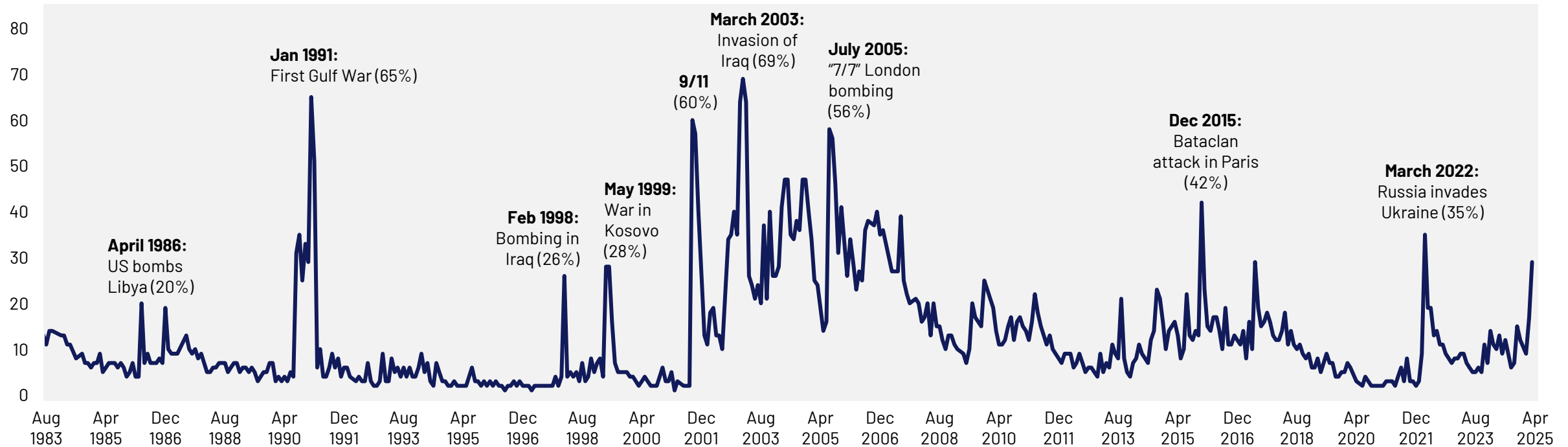
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs – Concern Since 1982

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

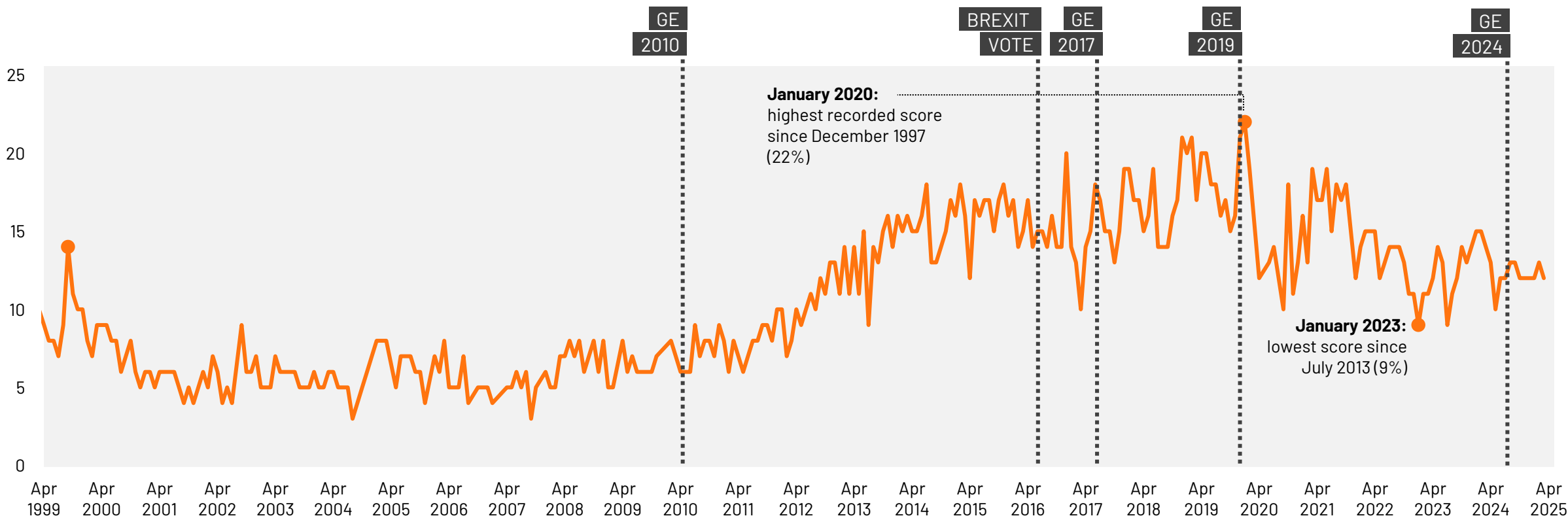


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/Inequality

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



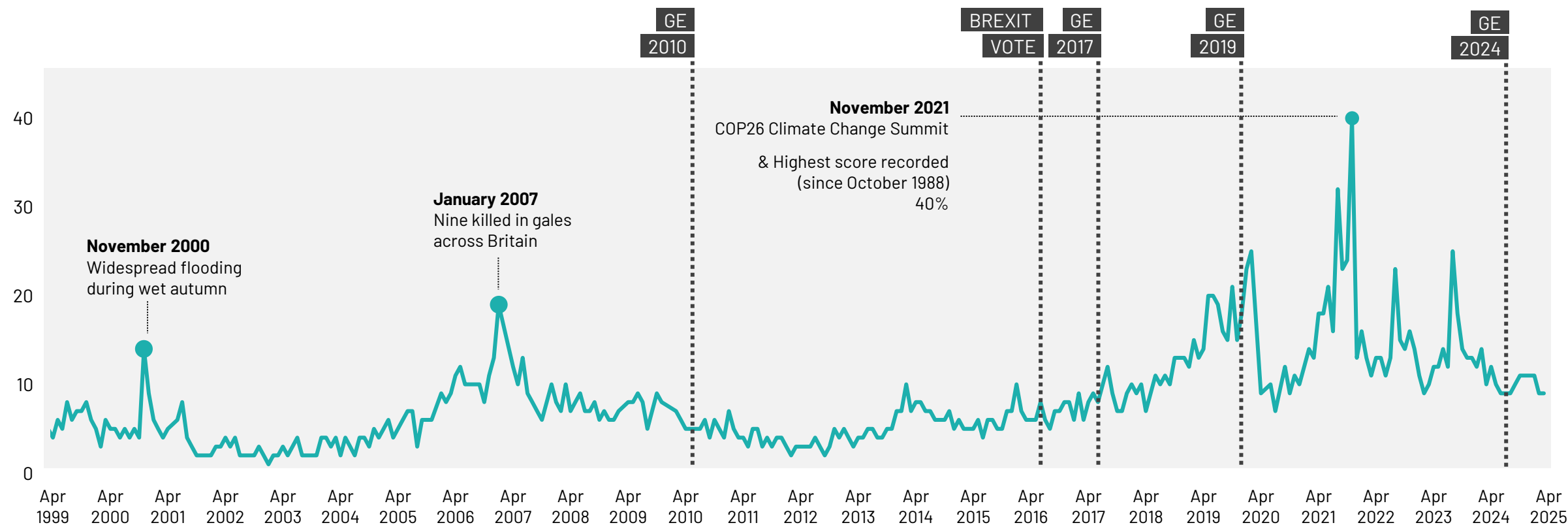
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Pollution/Environment/Climate change

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



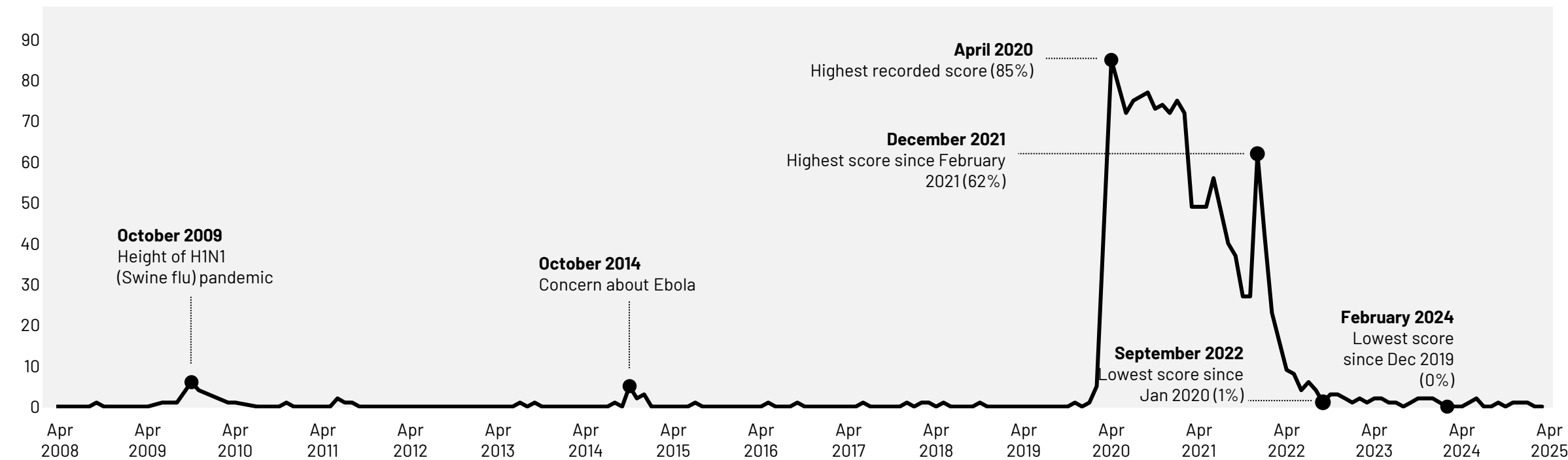
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Coronavirus/Pandemic diseases

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



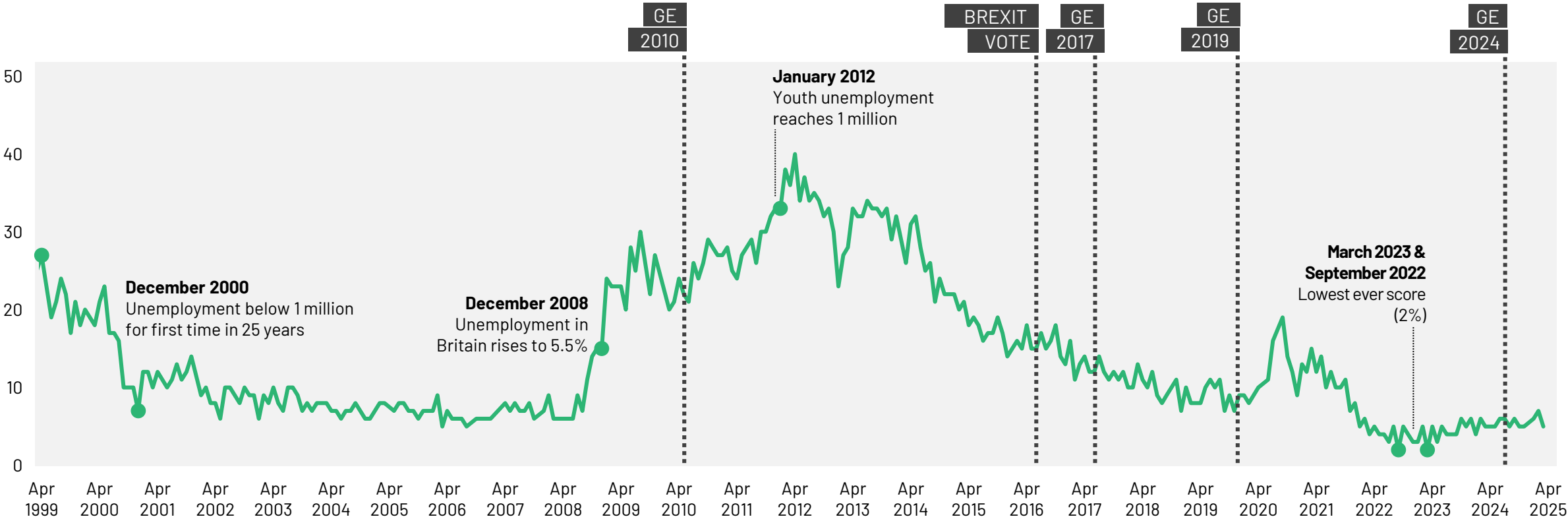
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Unemployment / Factory closure / Lack of industry

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

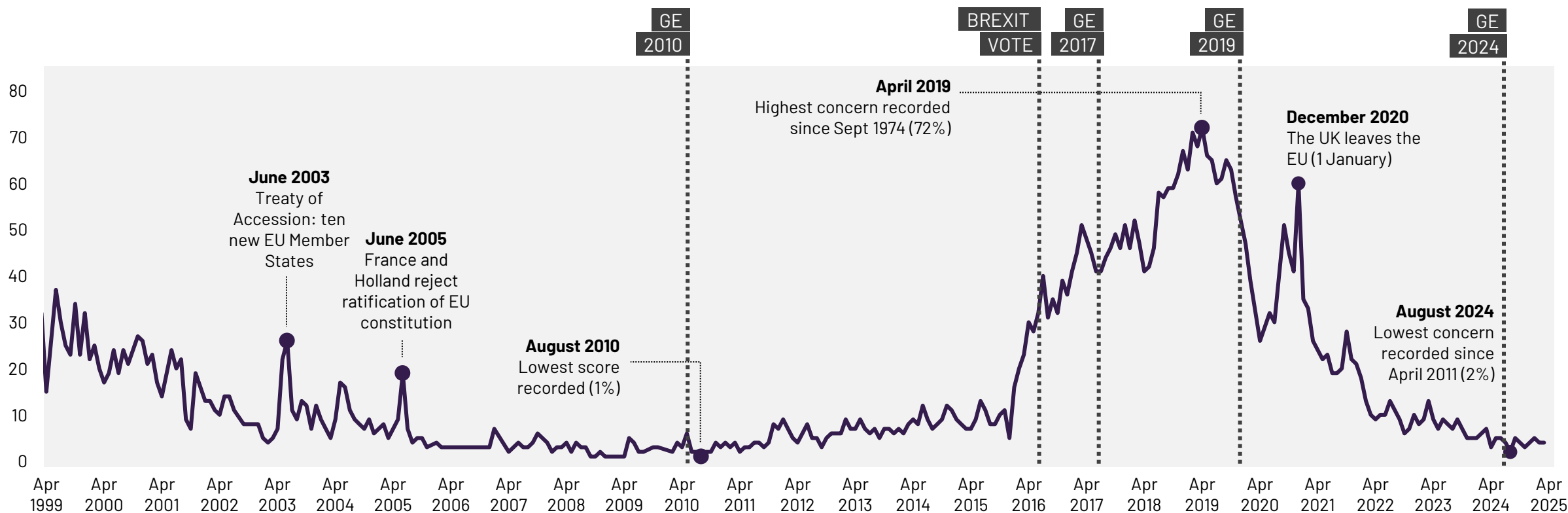


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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



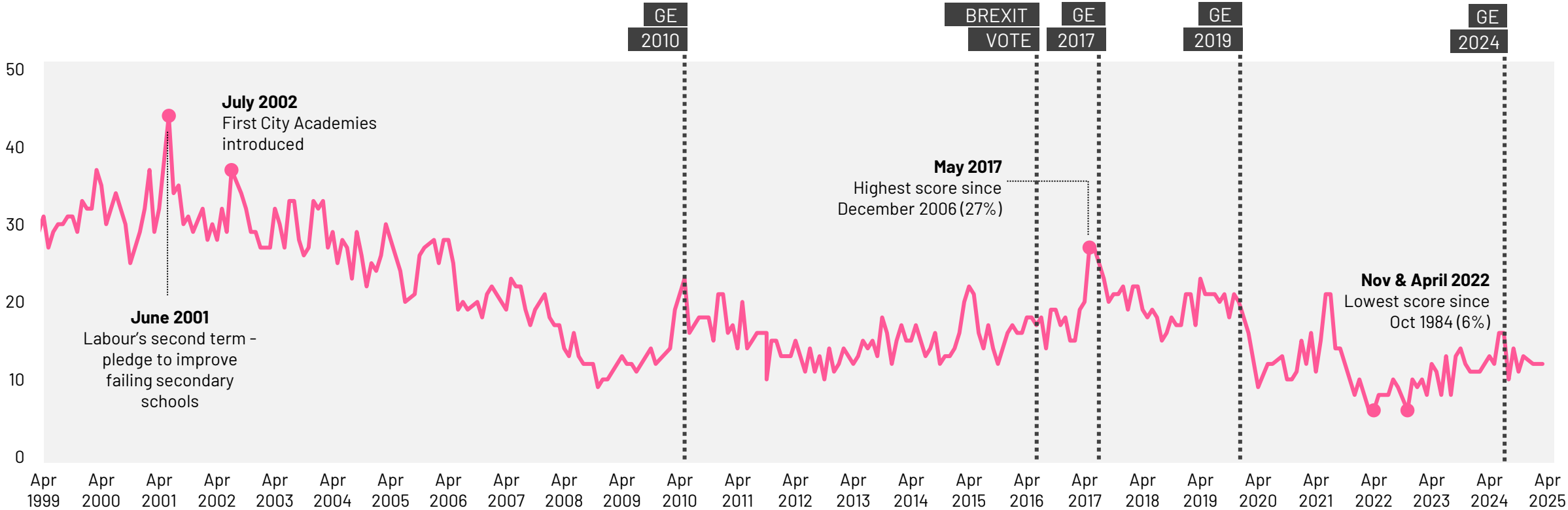
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Education/Schools

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



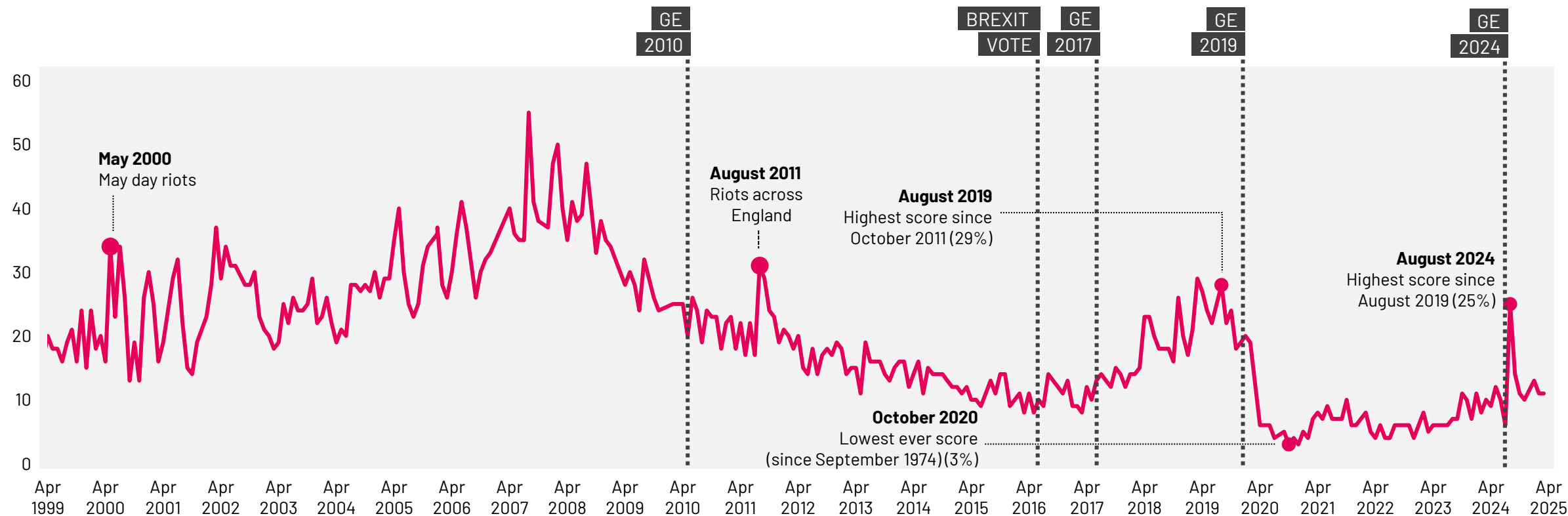
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Crime/Law & Order/Violence/Vandalism /ASB

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



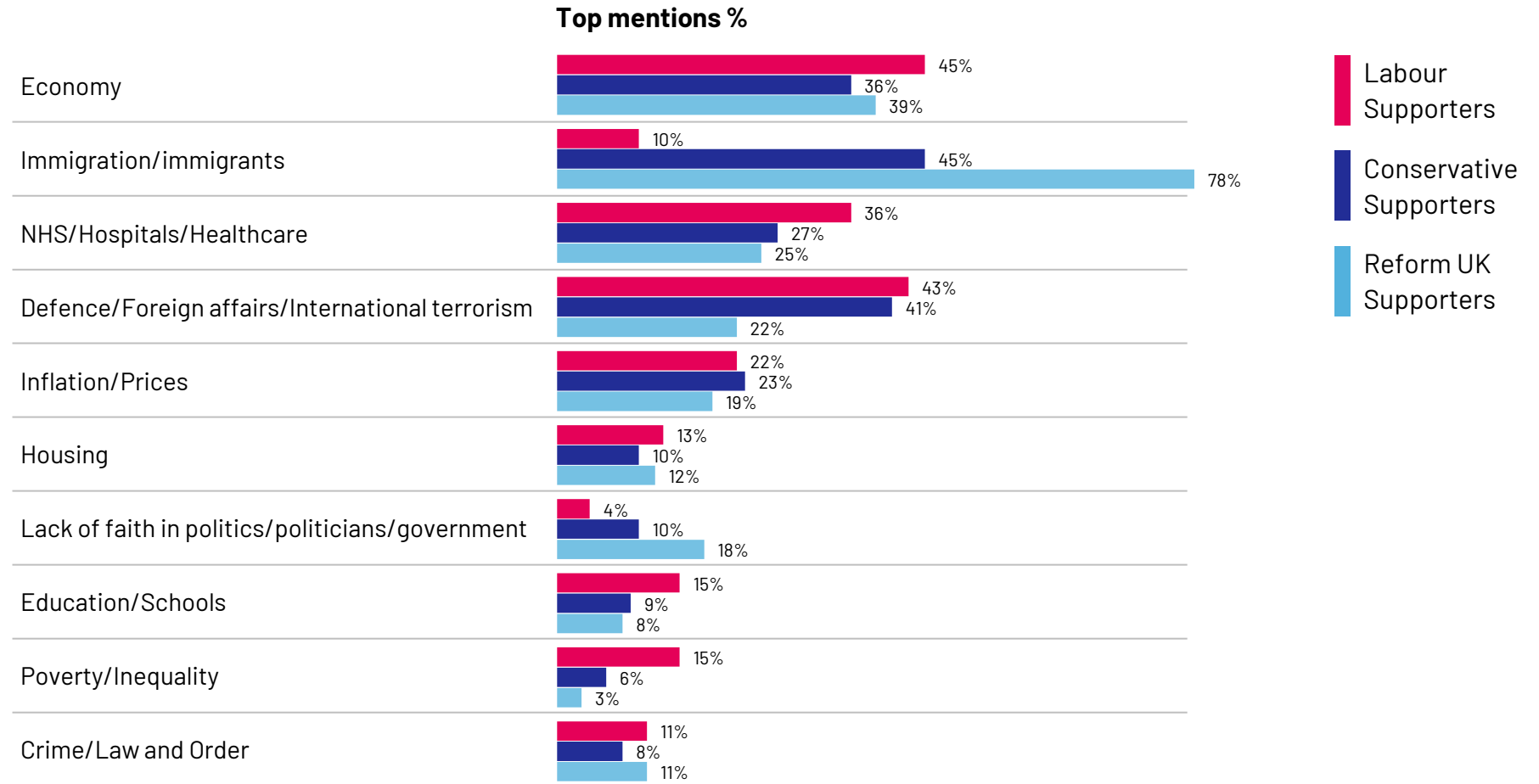
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Party support

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

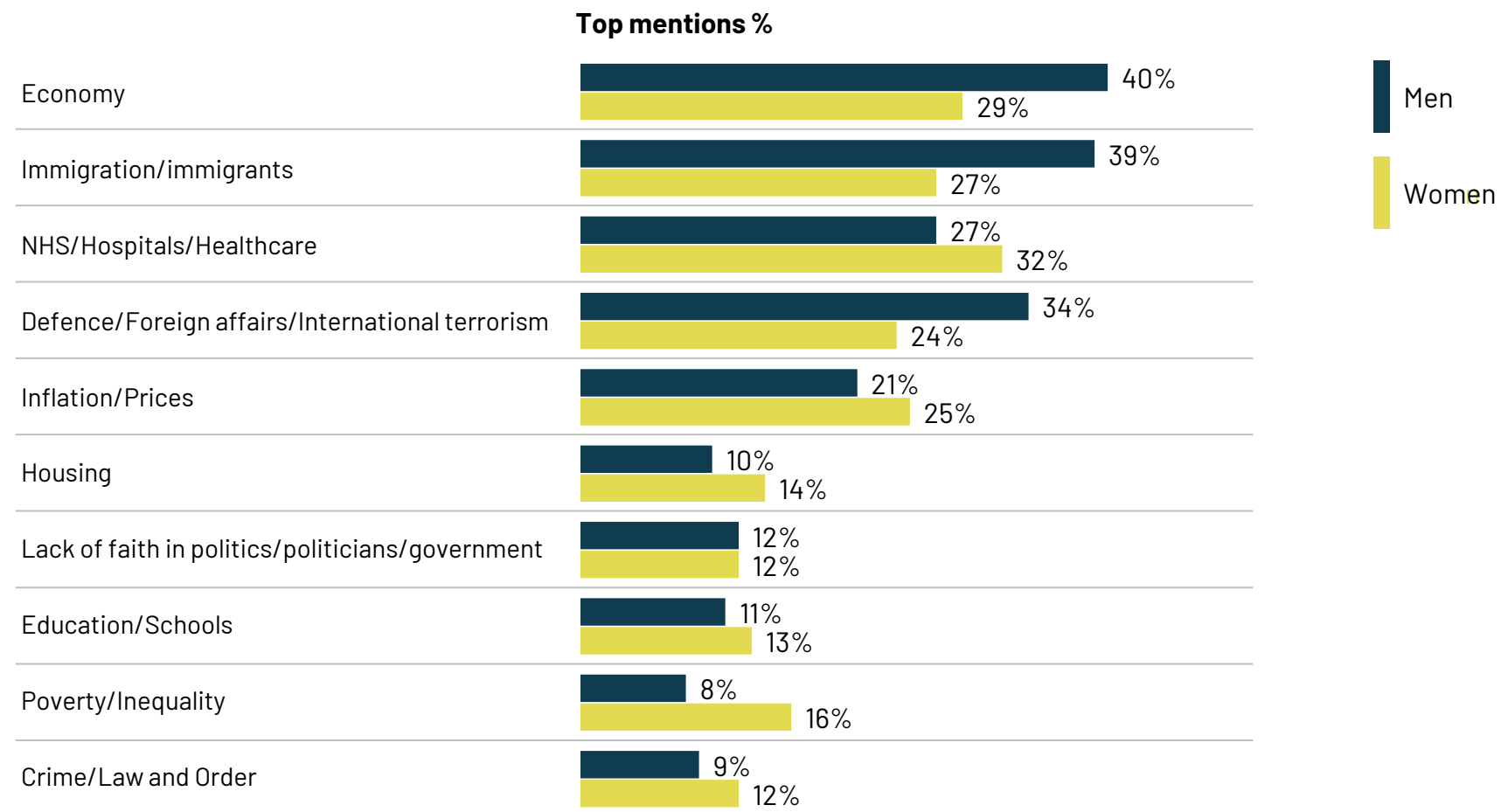


Base: XX British adults 18+, X - X April 2025

Source: Ipsos Issues Index

Men and women

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

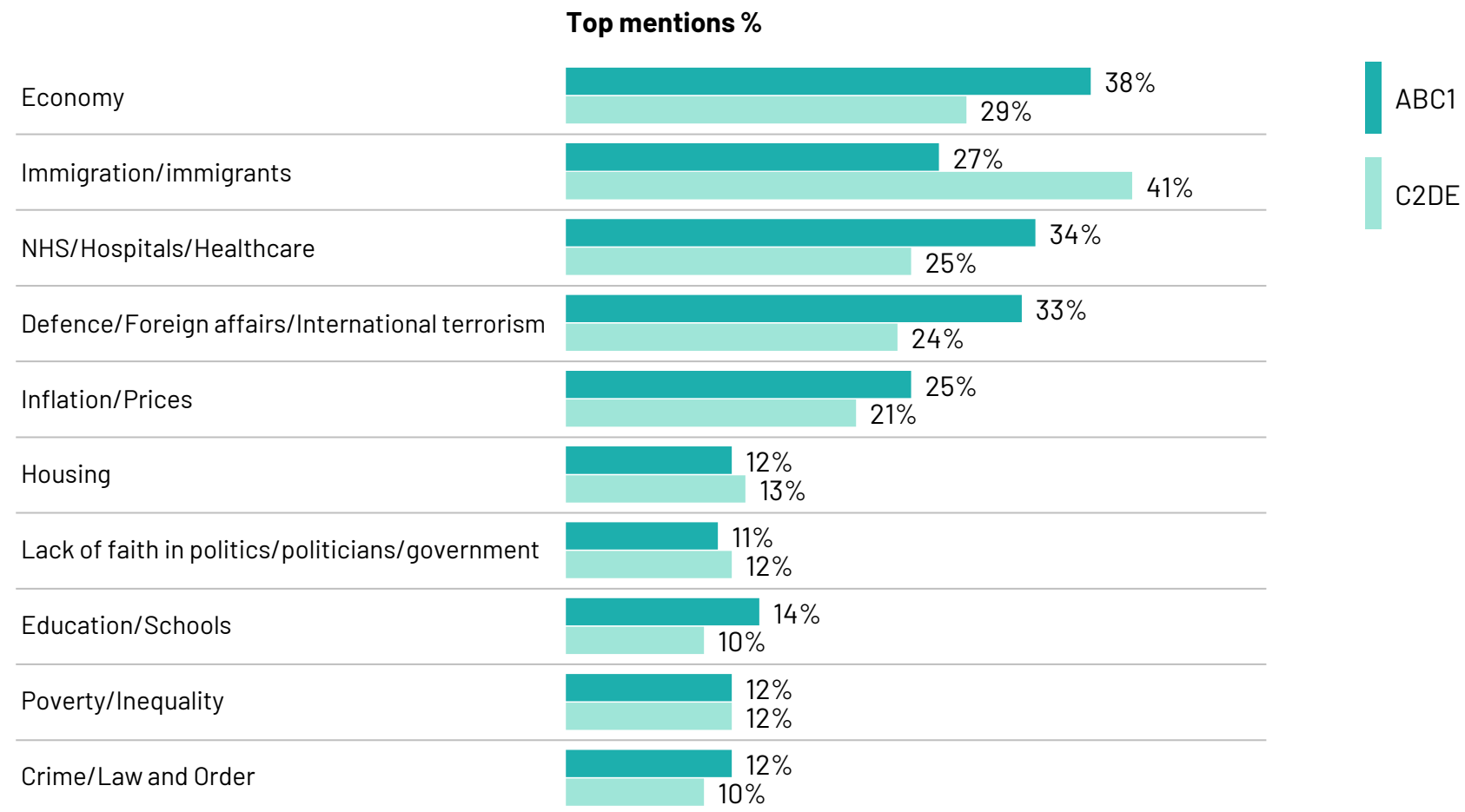


Base: XX British adults 18+, X - X April 2025

Source: Ipsos Issues Index

Social grade

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

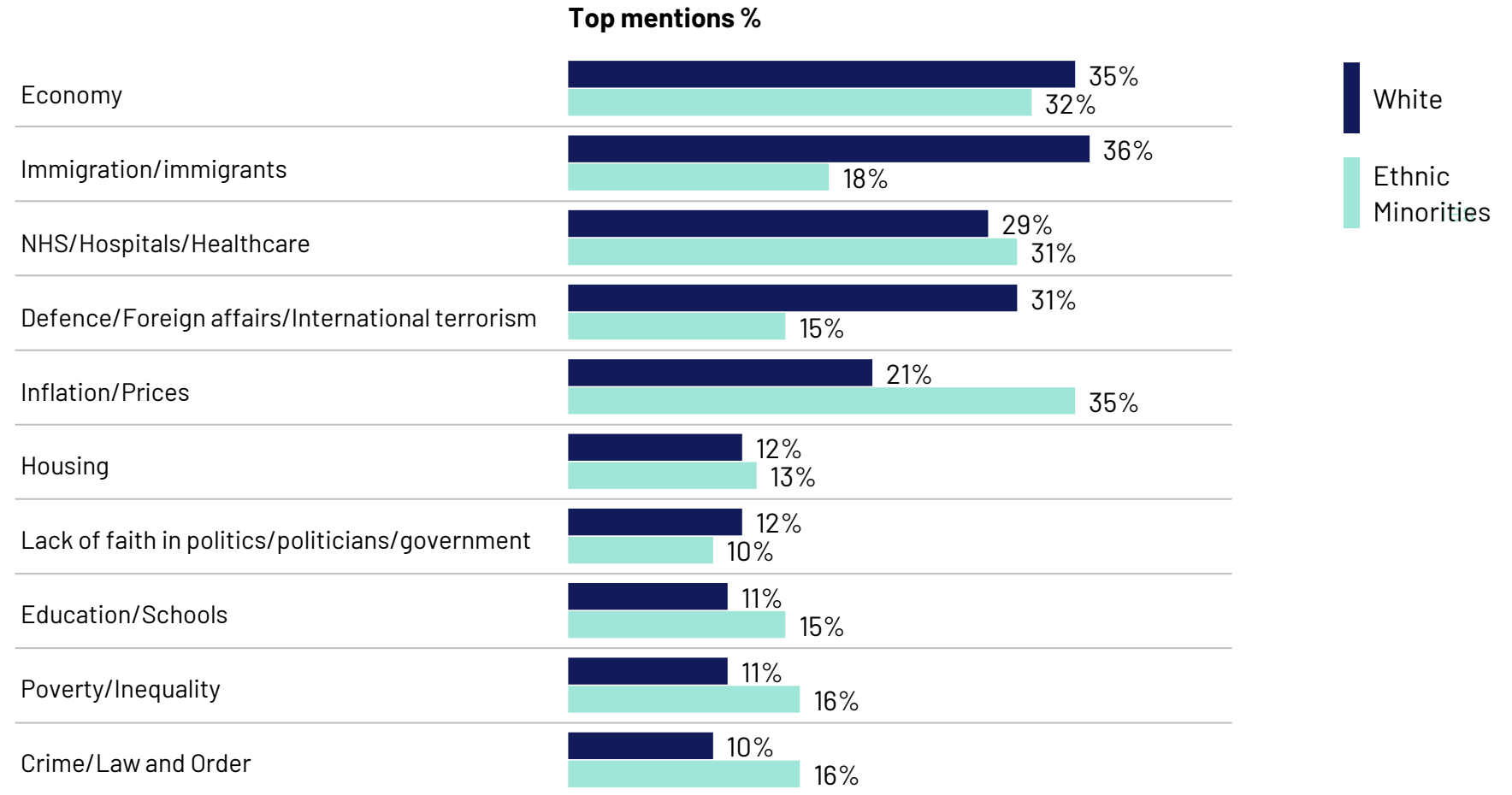


Base: XX British adults 18+, X - X April 2025

Source: Ipsos Issues Index

Ethnic background

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

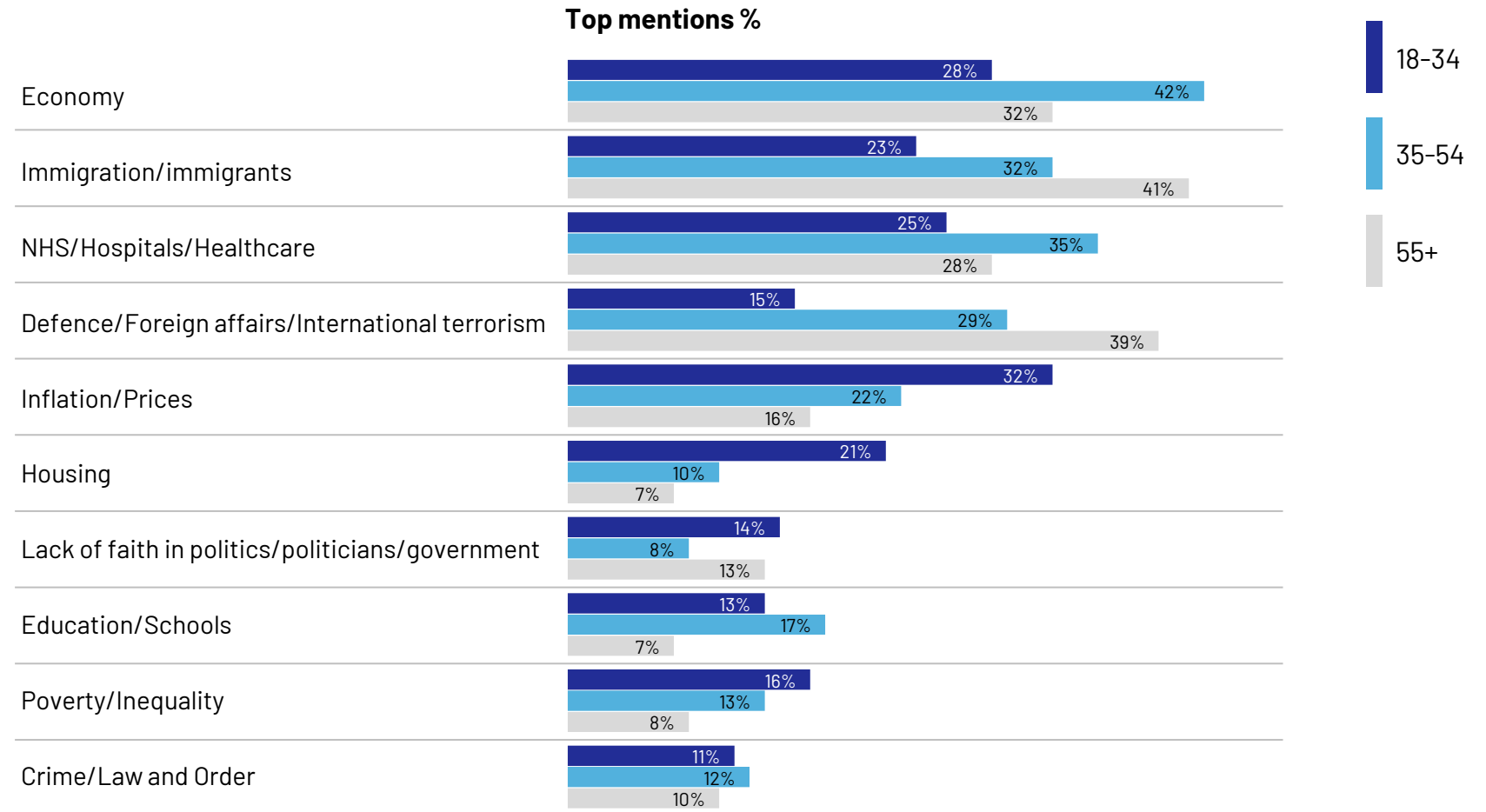


Base: XX British adults 18+, X - X April 2025

Source: Ipsos Issues Index

Age group

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

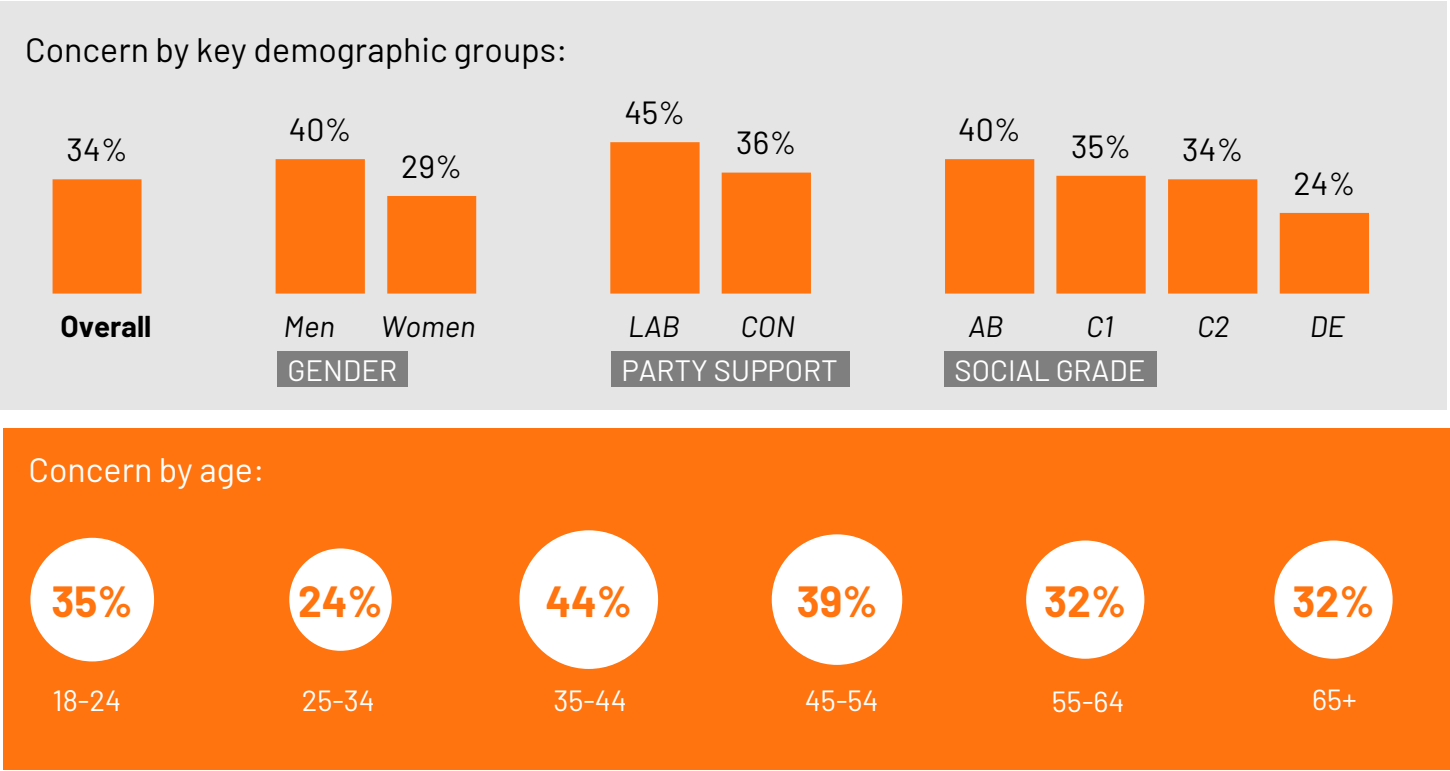


Base: XX British adults 18+, X - X April 2025

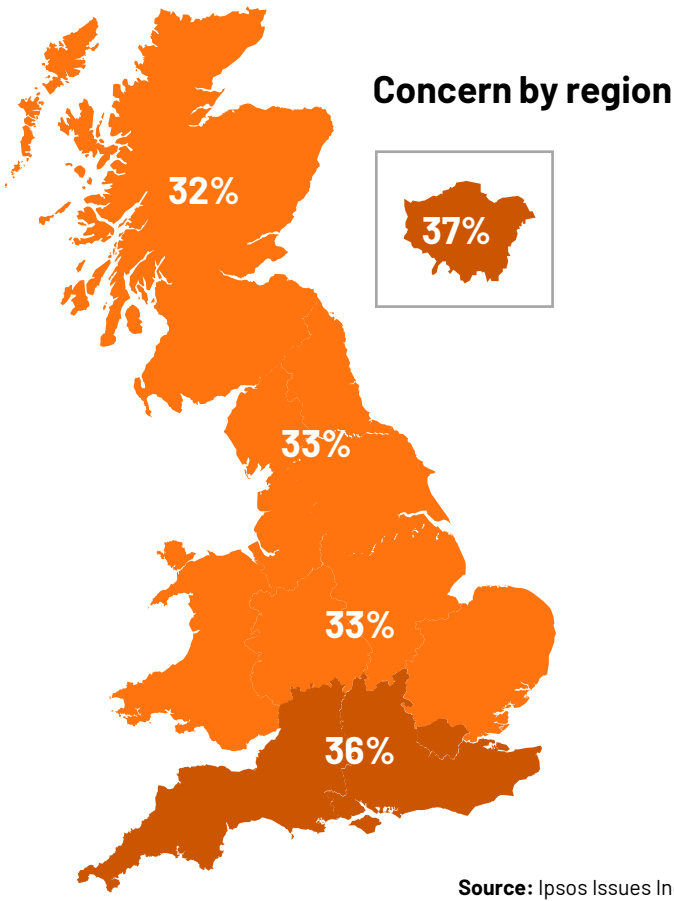
Source: Ipsos Issues Index

Concern about the economy by subgroup

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

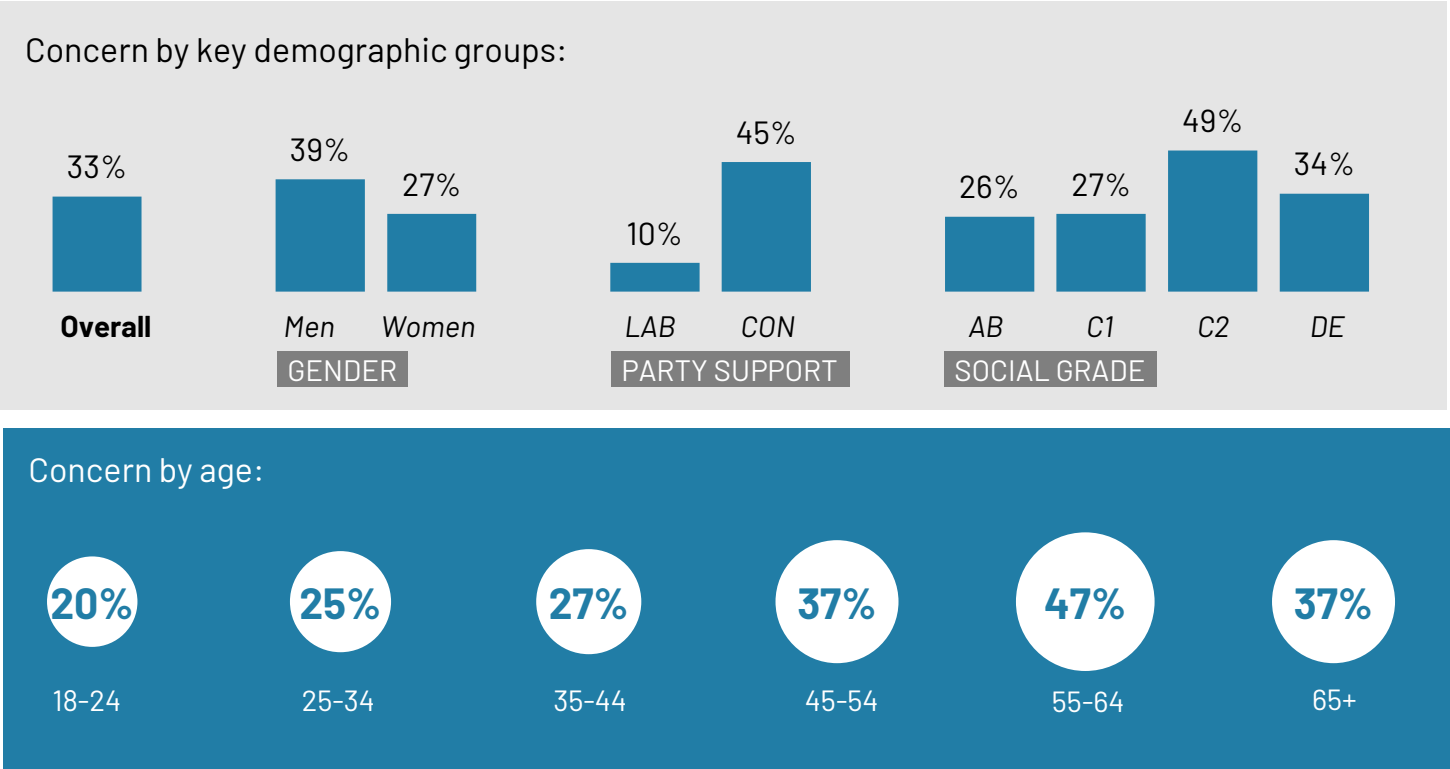


Base: XX British adults 18+, X - X April 2025

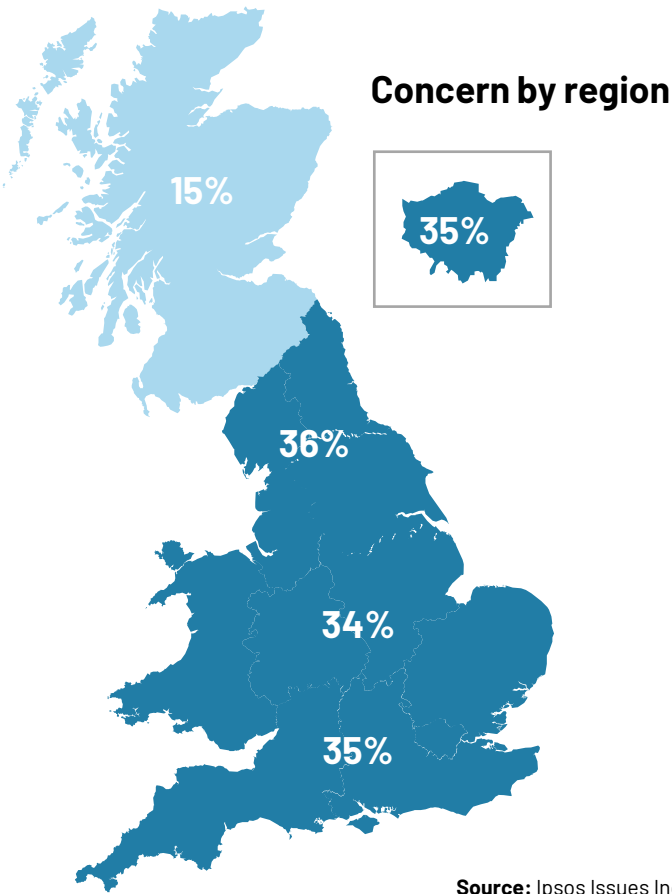


Concern about immigration by subgroup

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



Base: XX British adults 18+, X - X April 2025

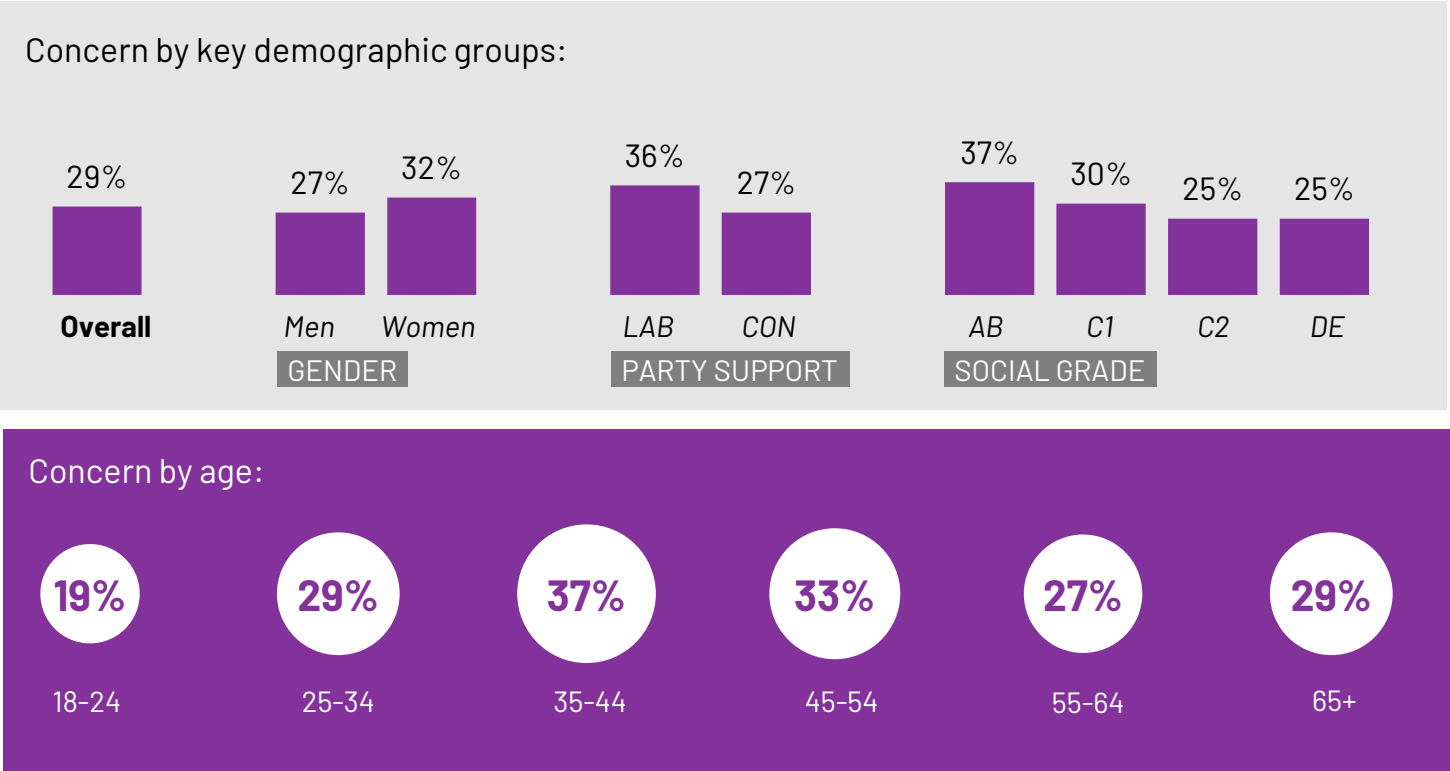


Source: Ipsos Issues Index

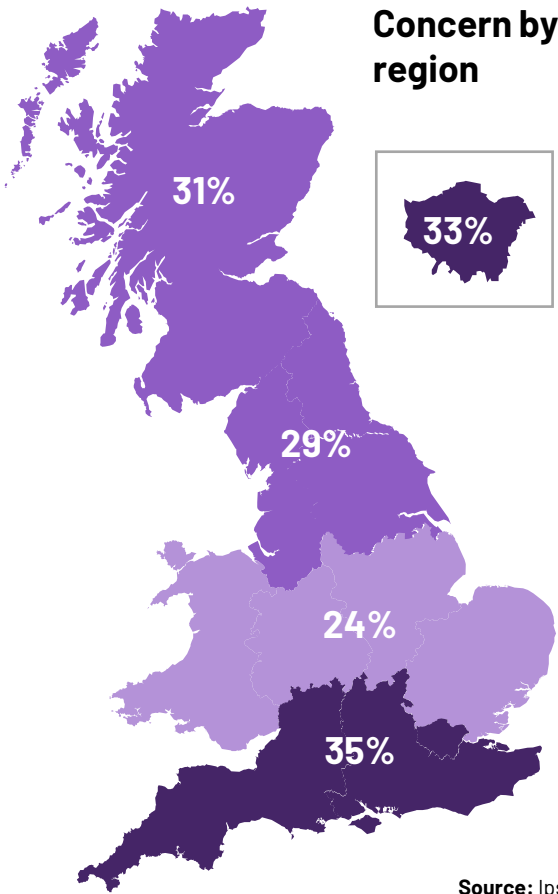


Concern about the NHS by subgroup

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



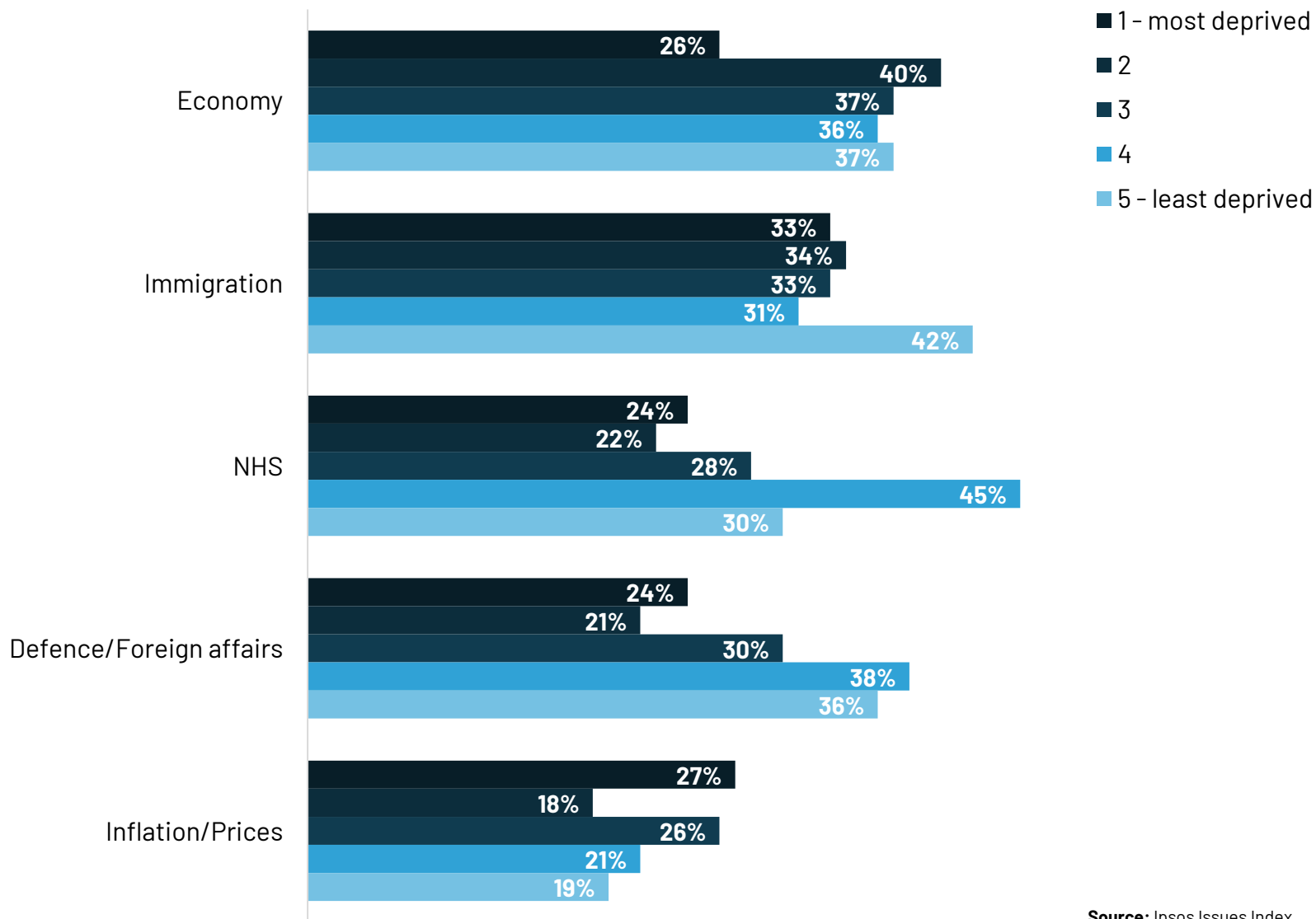
Base: XX British adults 18+, X - X April 2025



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: XX British adults 18+, X - X April 2025



Issues Index April 2025

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