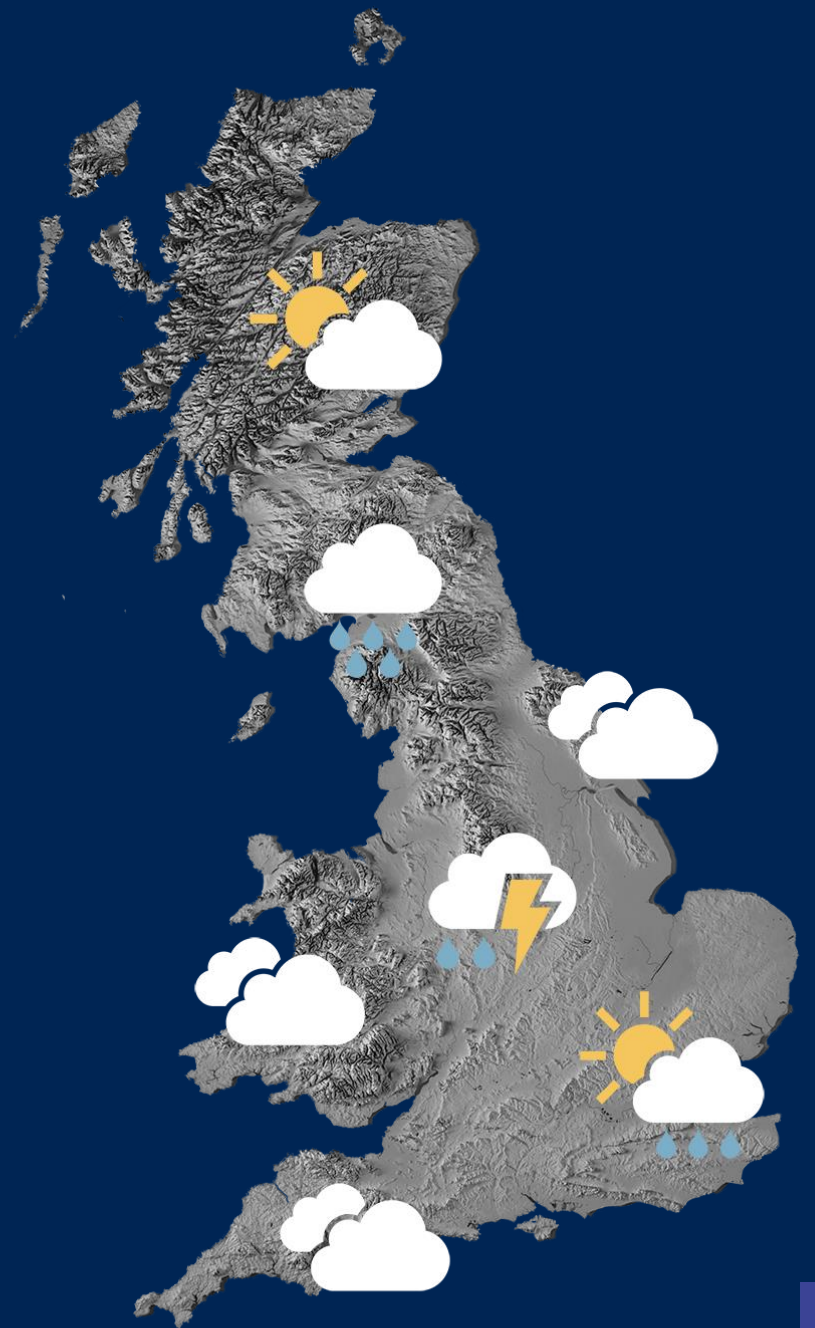


# IPSOS ISSUES INDEX

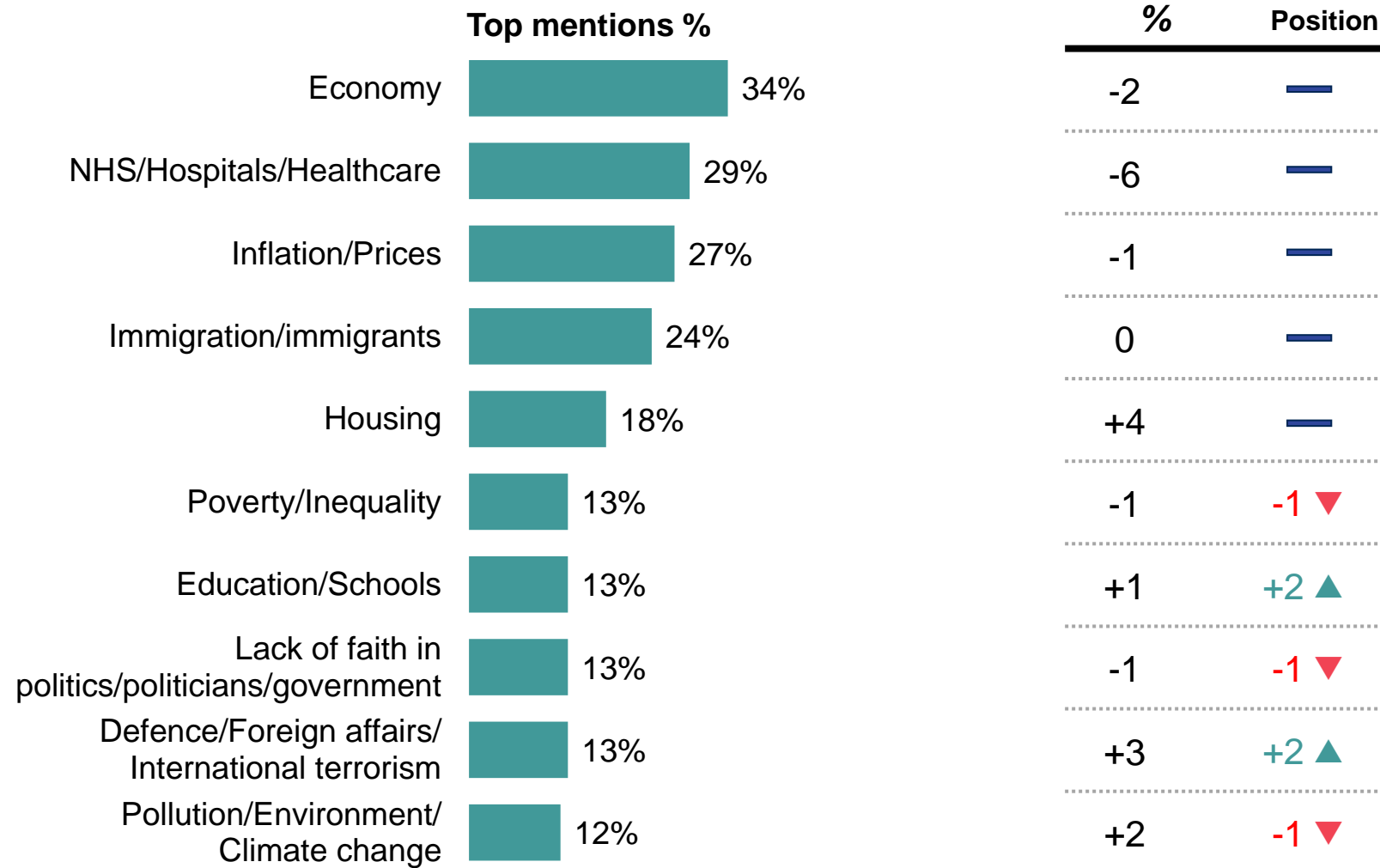
April 2024



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# April 2024

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



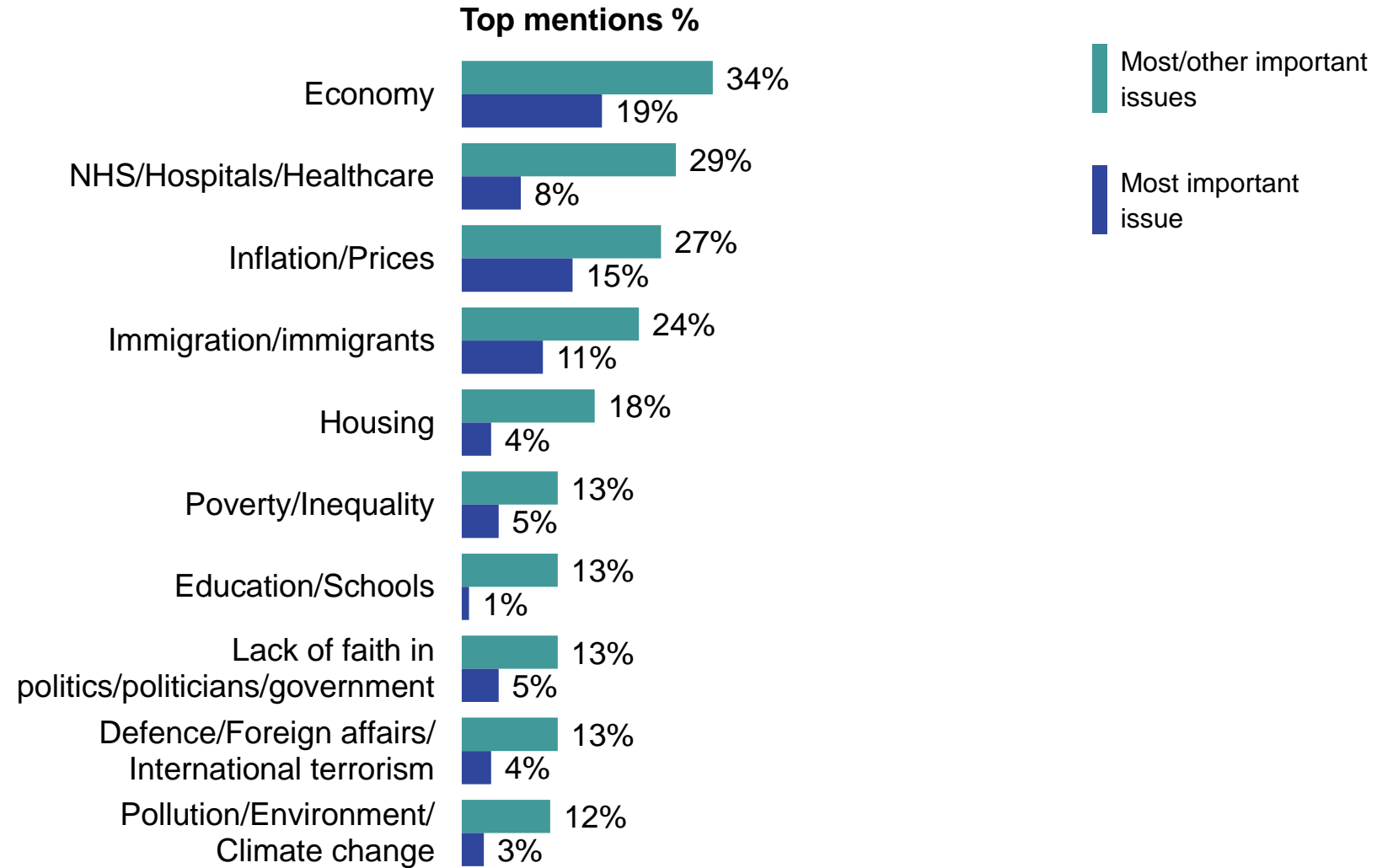
Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index



# April 2024

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



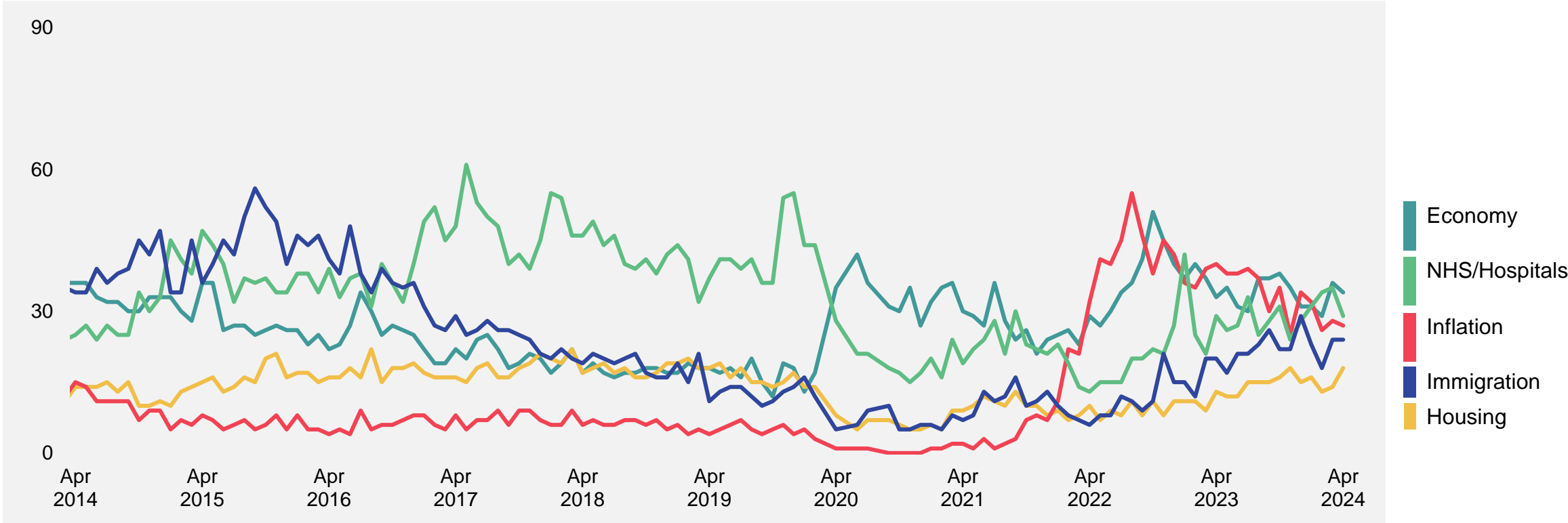
Base: 1,035 British adults 18+, 14 – 18 April 2024

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 %



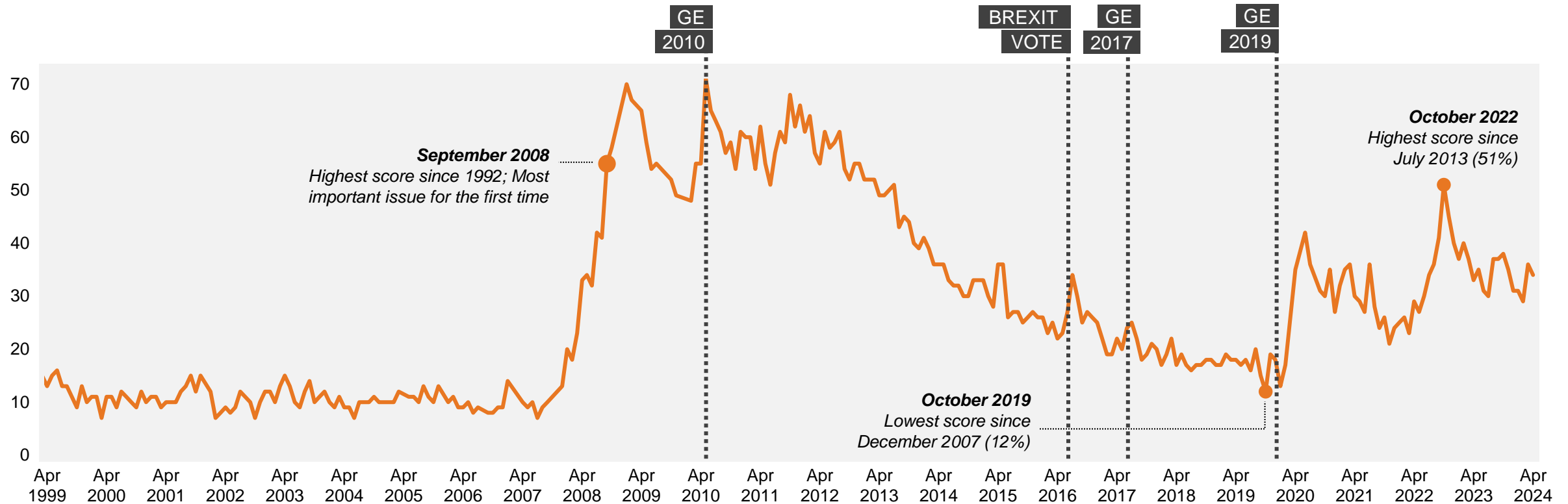
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Economy / Economic situation

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

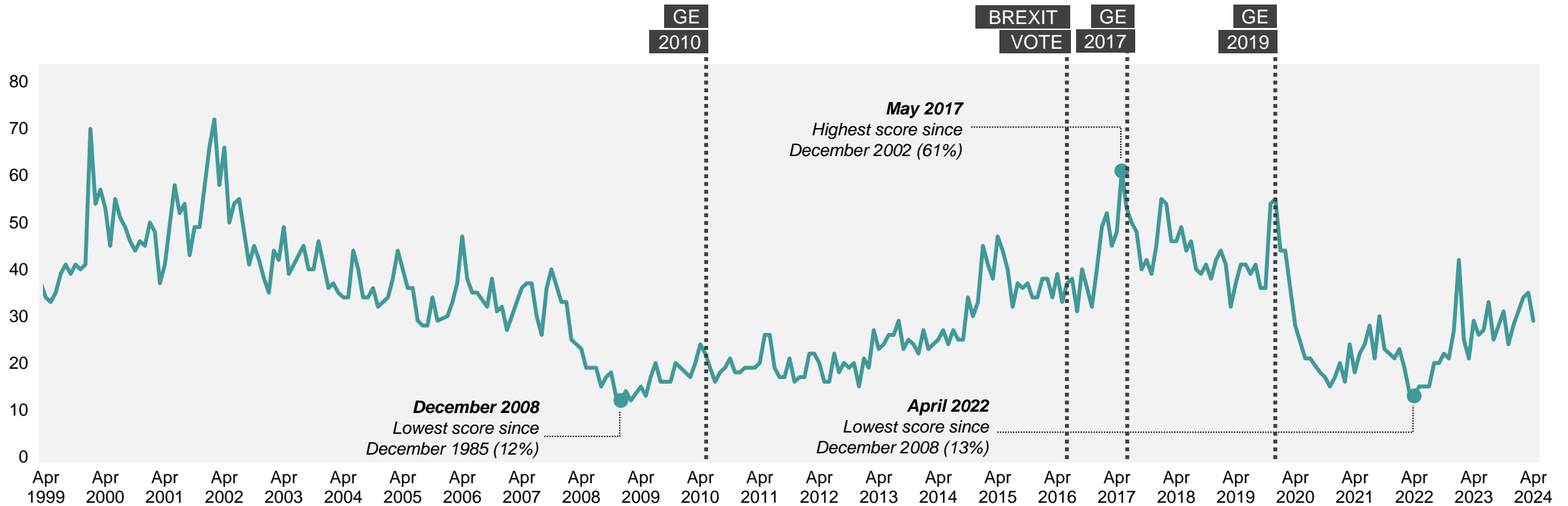


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# NHS / Hospitals / Healthcare

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

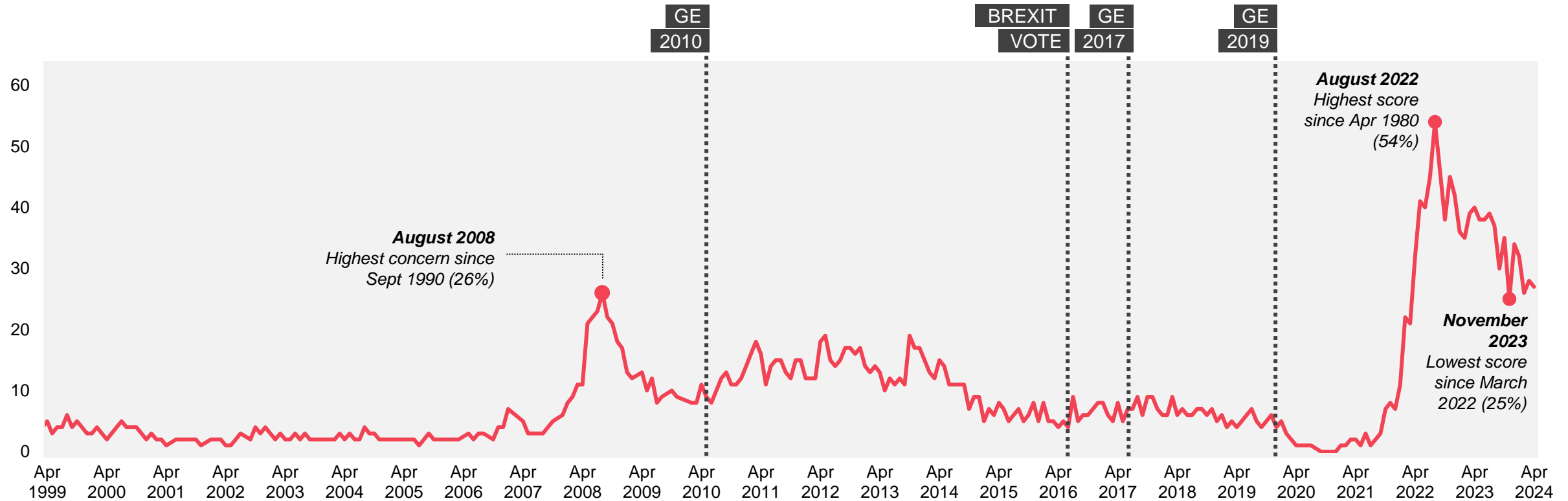


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Inflation/prices

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

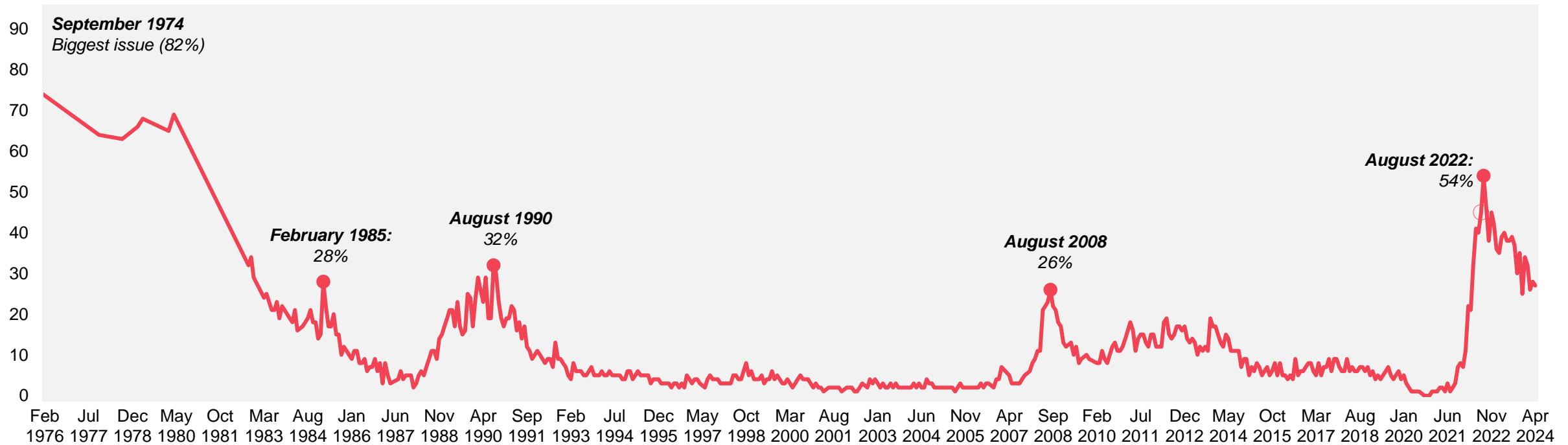


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Inflation/prices – concern since 1974

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



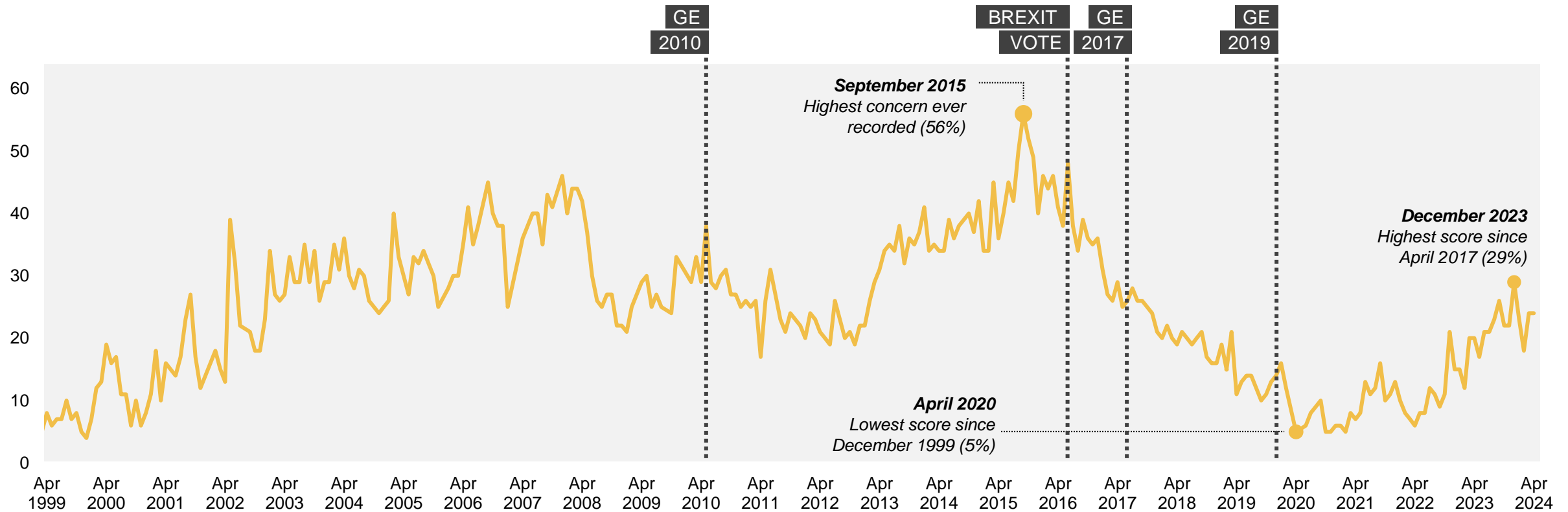
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Immigration / Immigrants

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

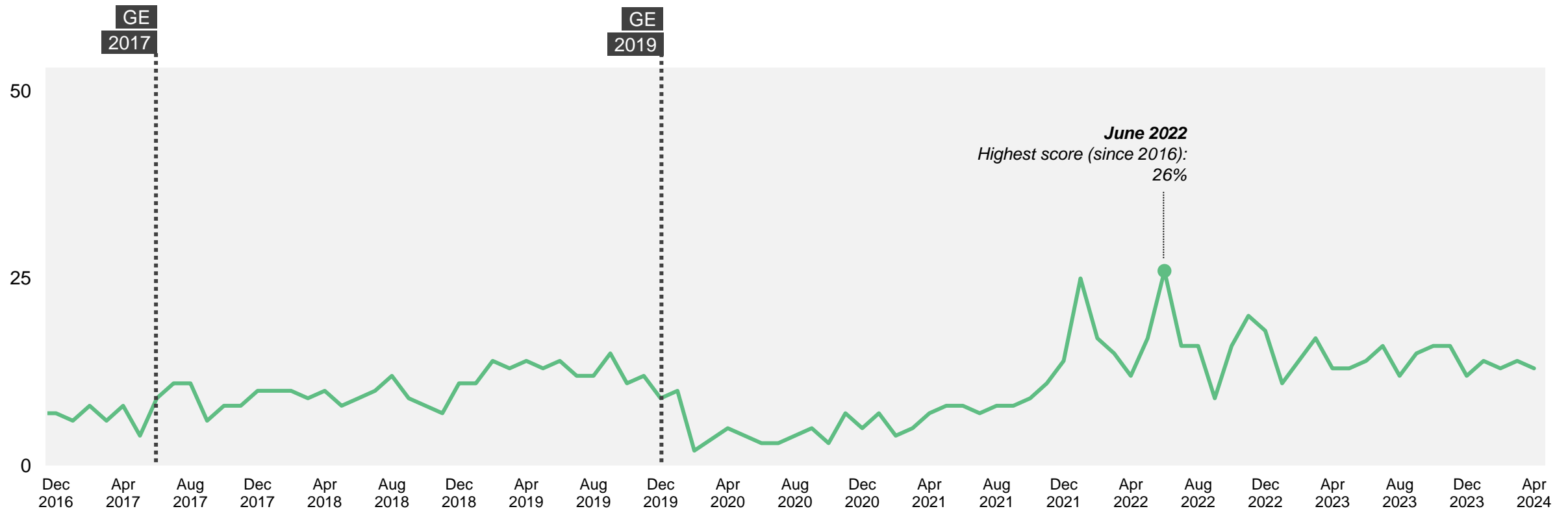


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Lack of faith in politicians/politics

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

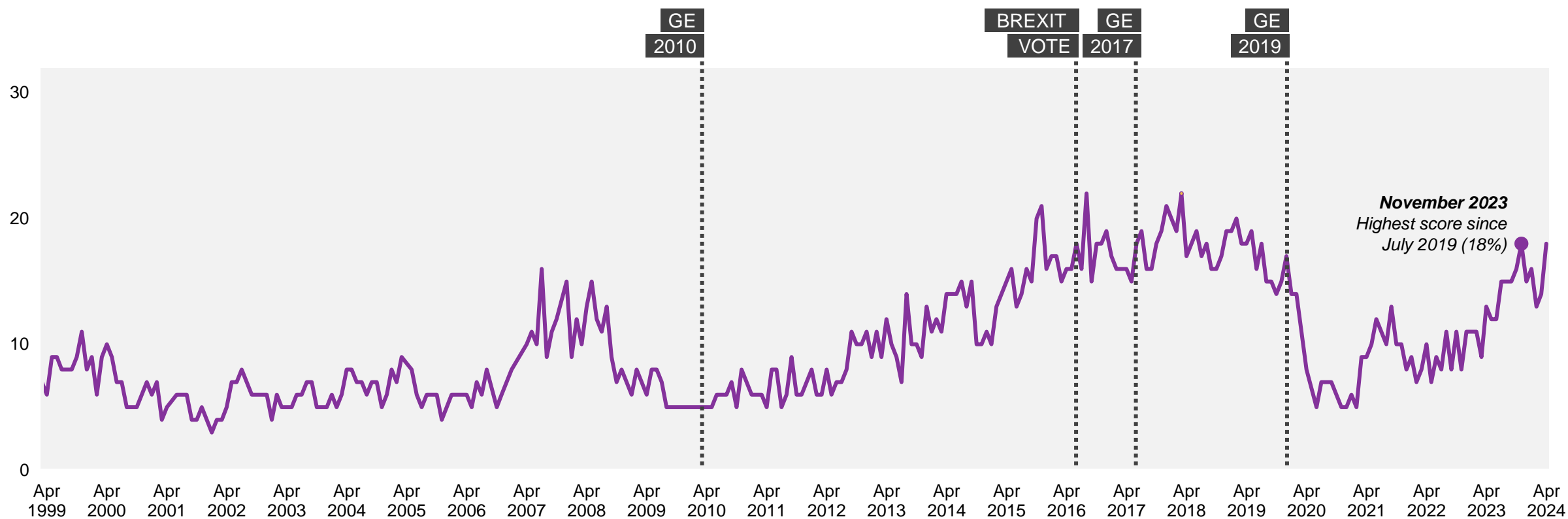


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Housing

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

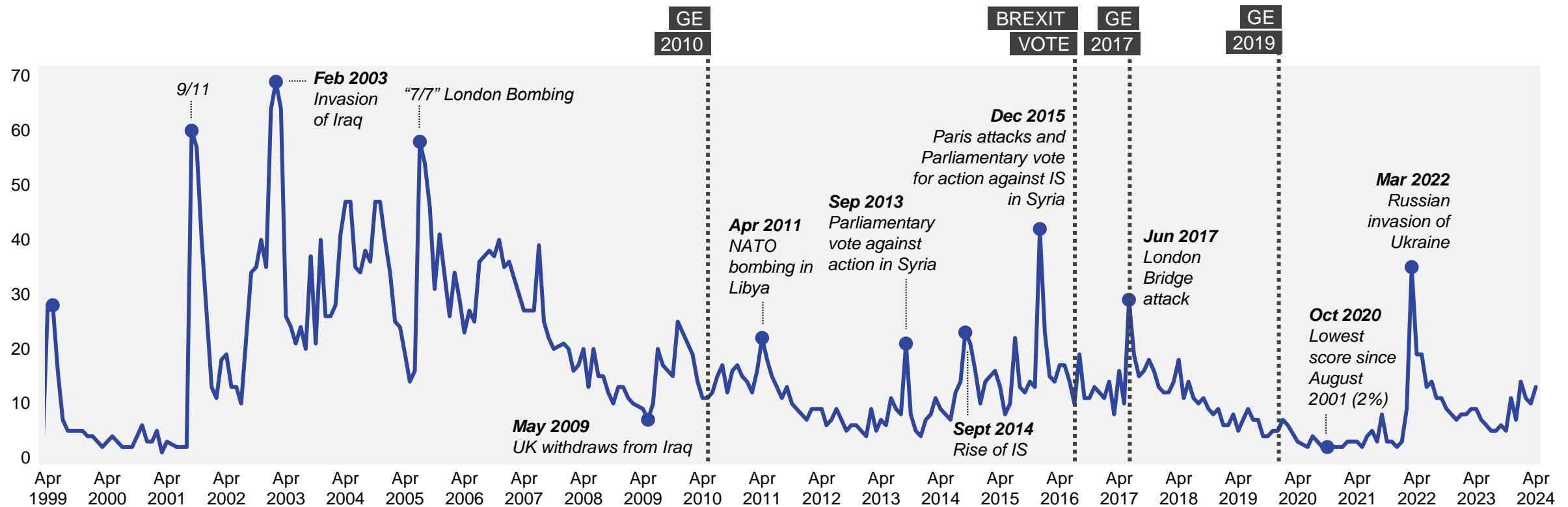


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Defence / Foreign Affairs / International terrorism

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

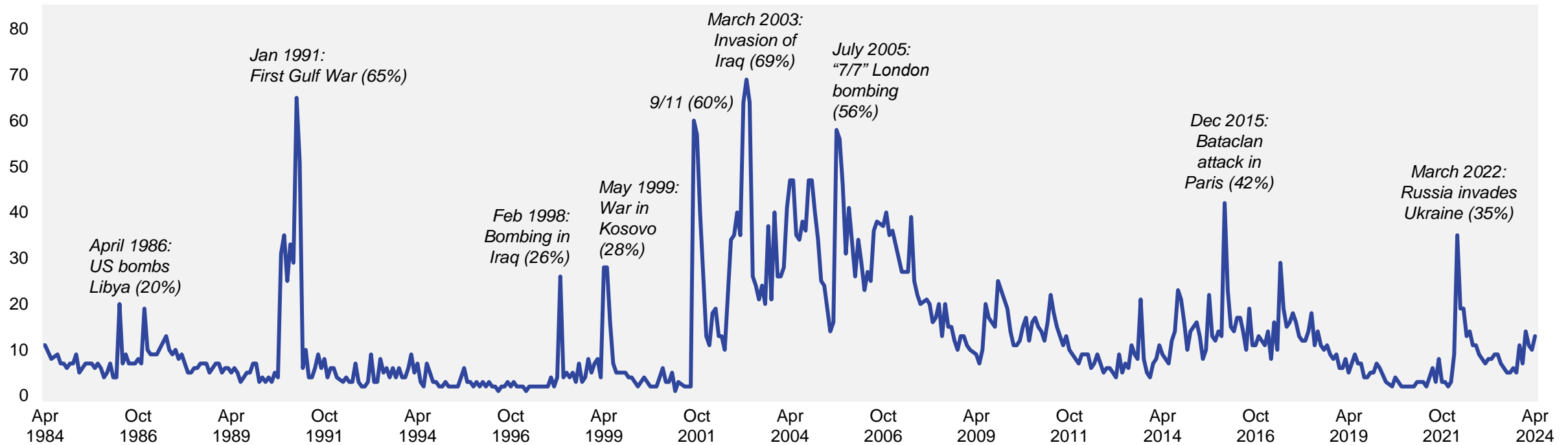


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Defence/foreign affairs – concern since 1982

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

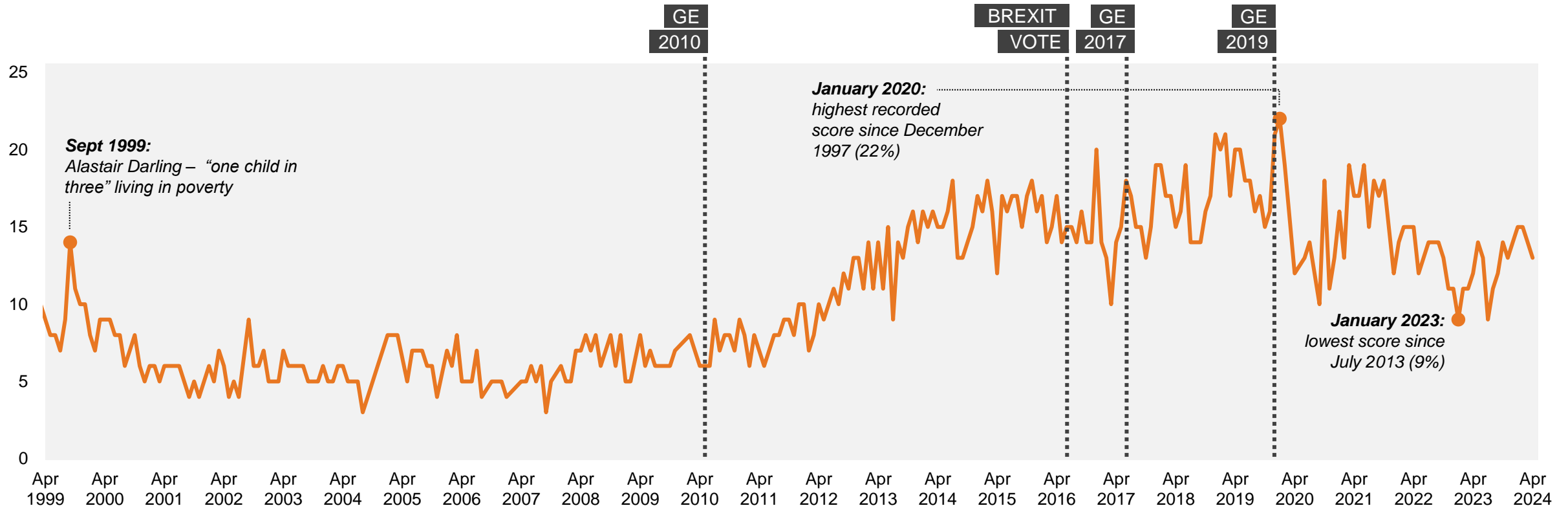


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Poverty/inequality

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

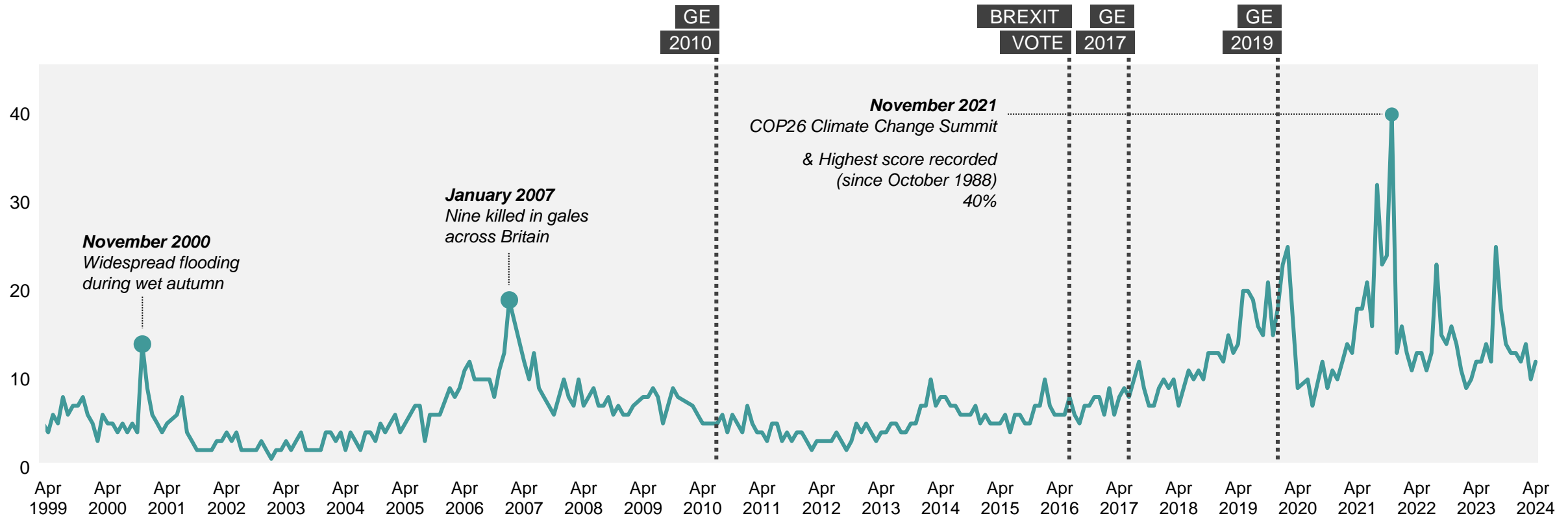


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Pollution / Environment / Climate change

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

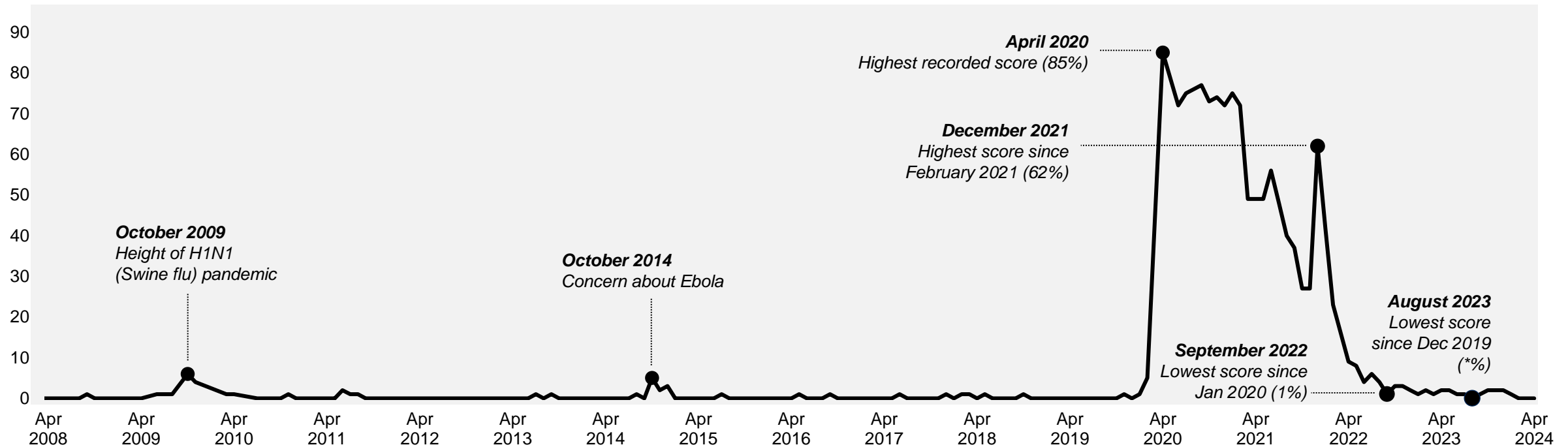


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Coronavirus/Pandemic diseases

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



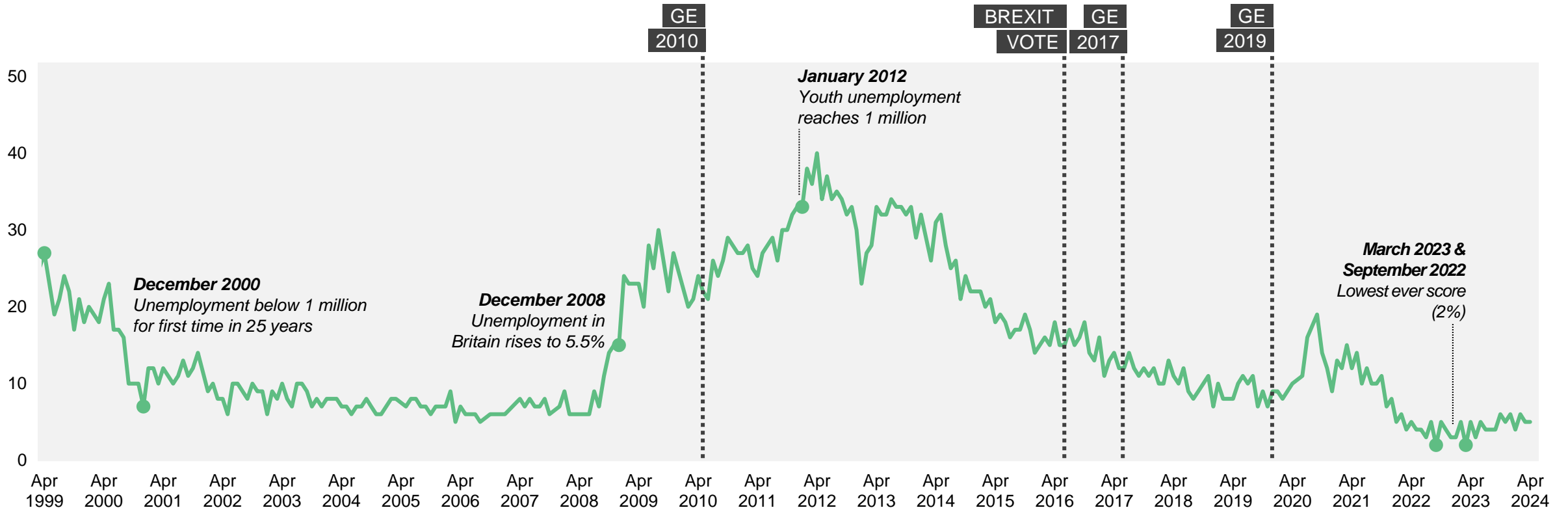
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



# Unemployment / Factory closure / Lack of industry

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

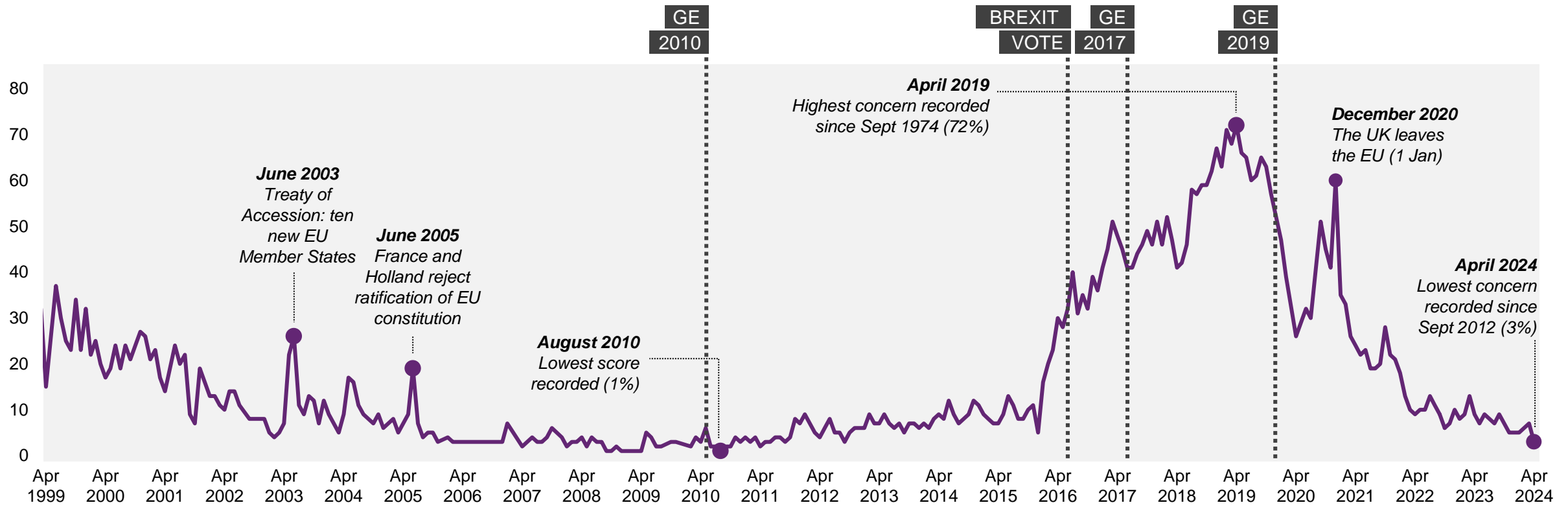


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# EU / Europe / Brexit

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

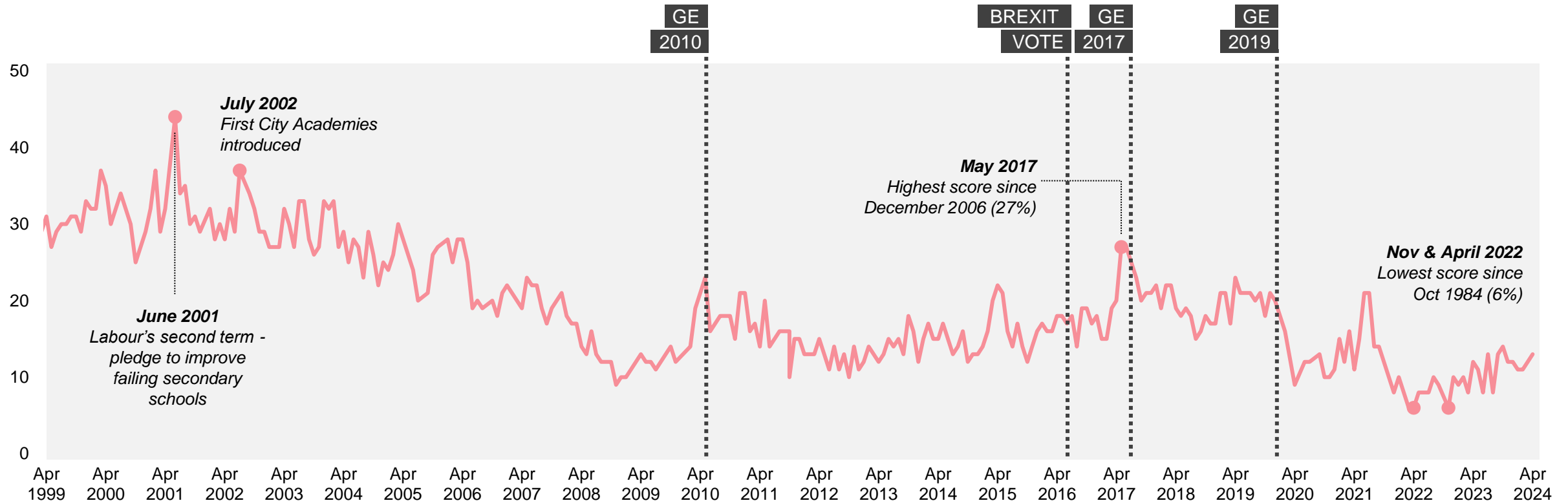


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Education / Schools

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

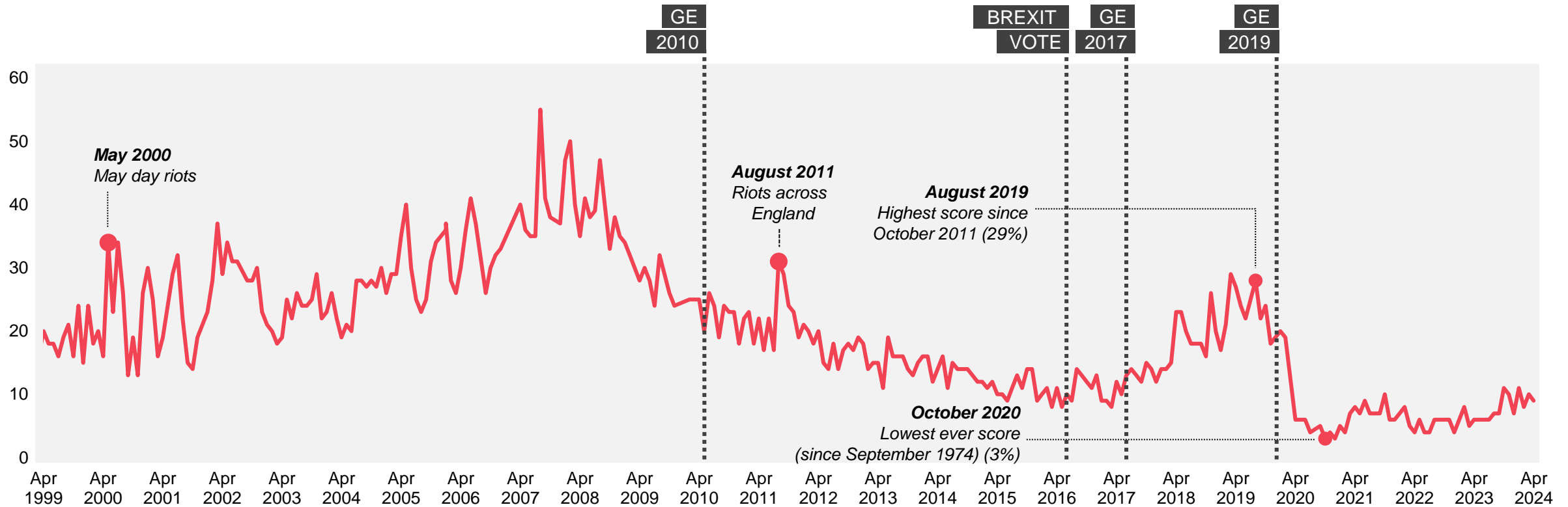


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

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

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

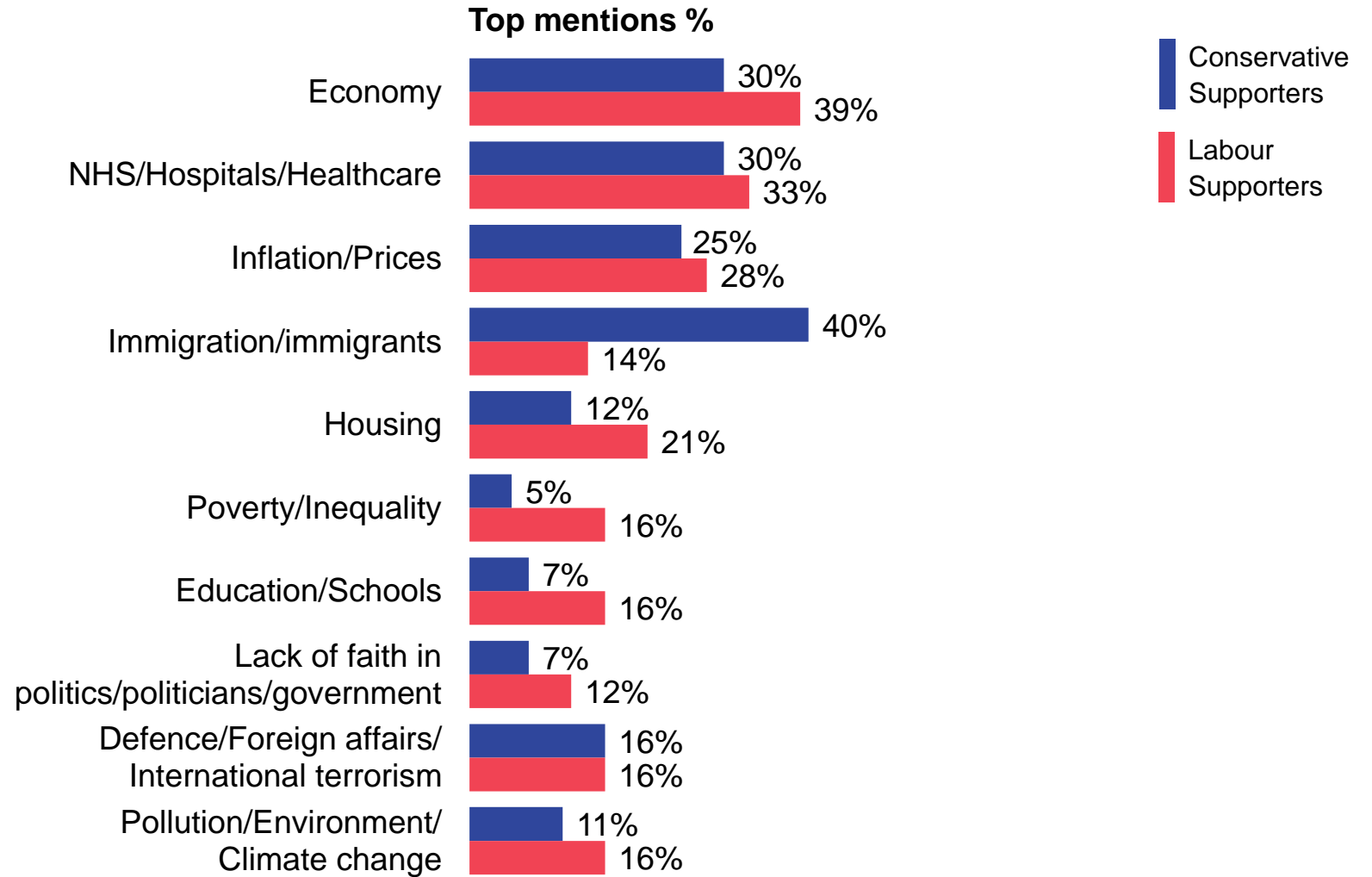


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Party support

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

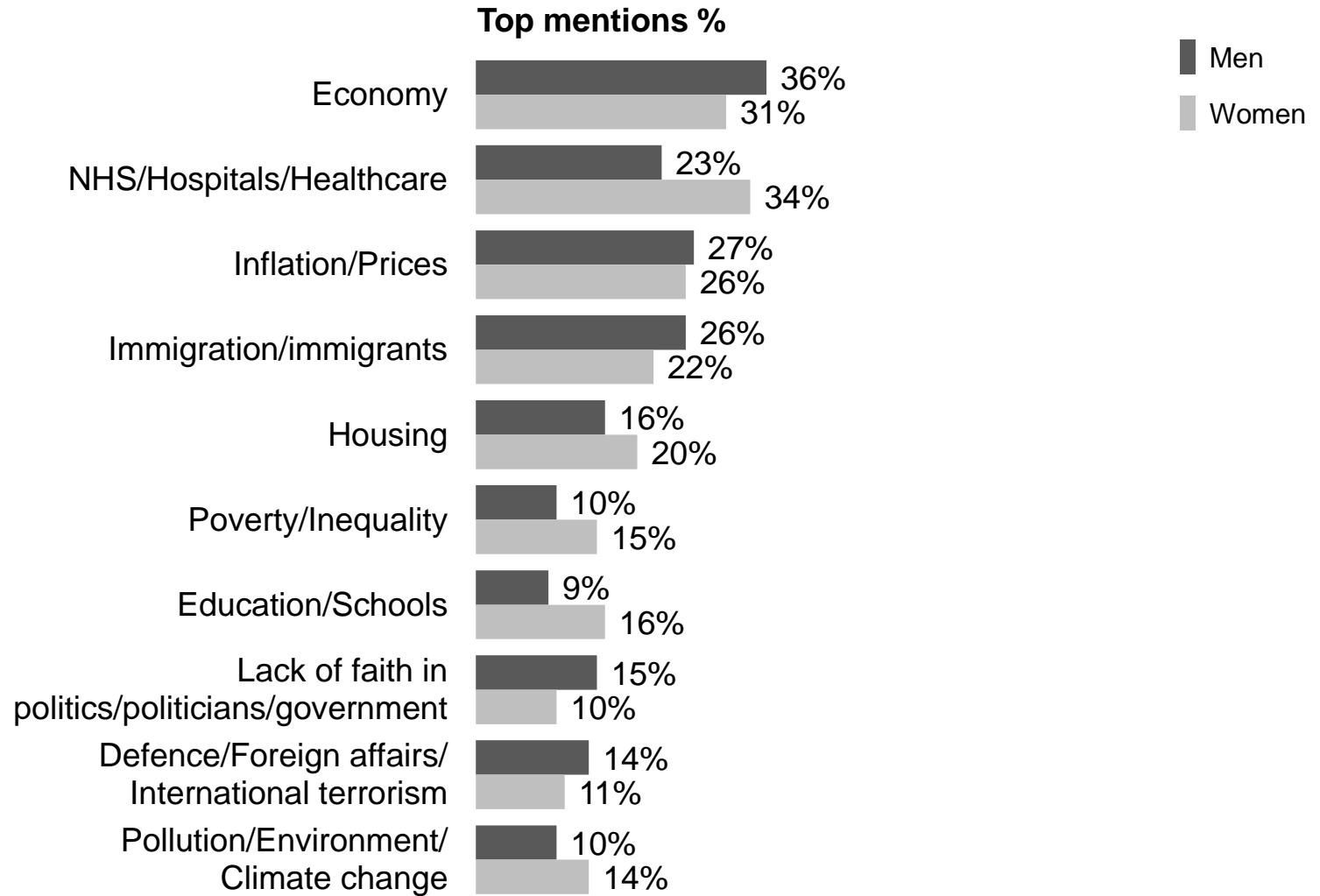


Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index

# Men and women

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

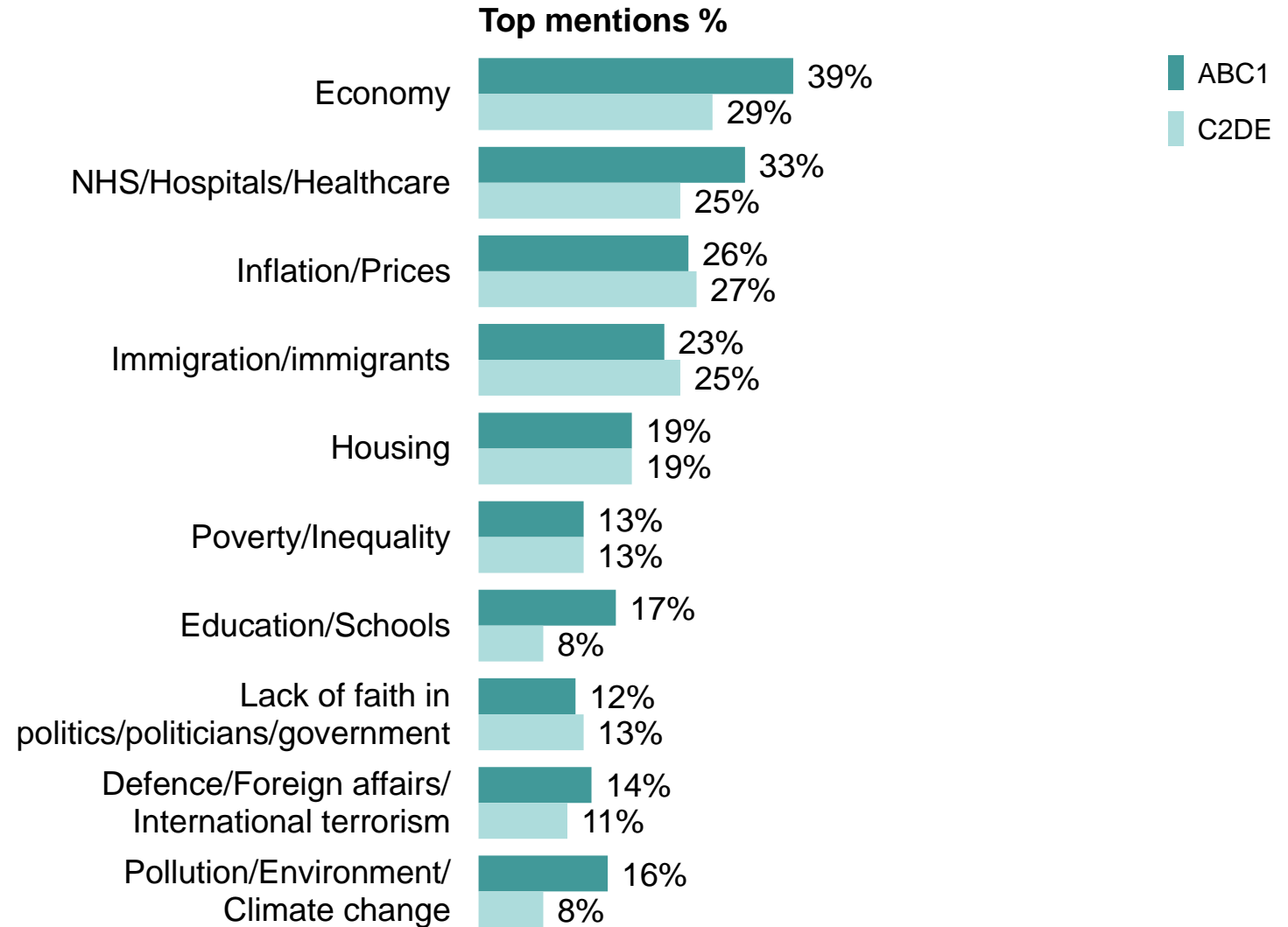


Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index

# Social grade

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

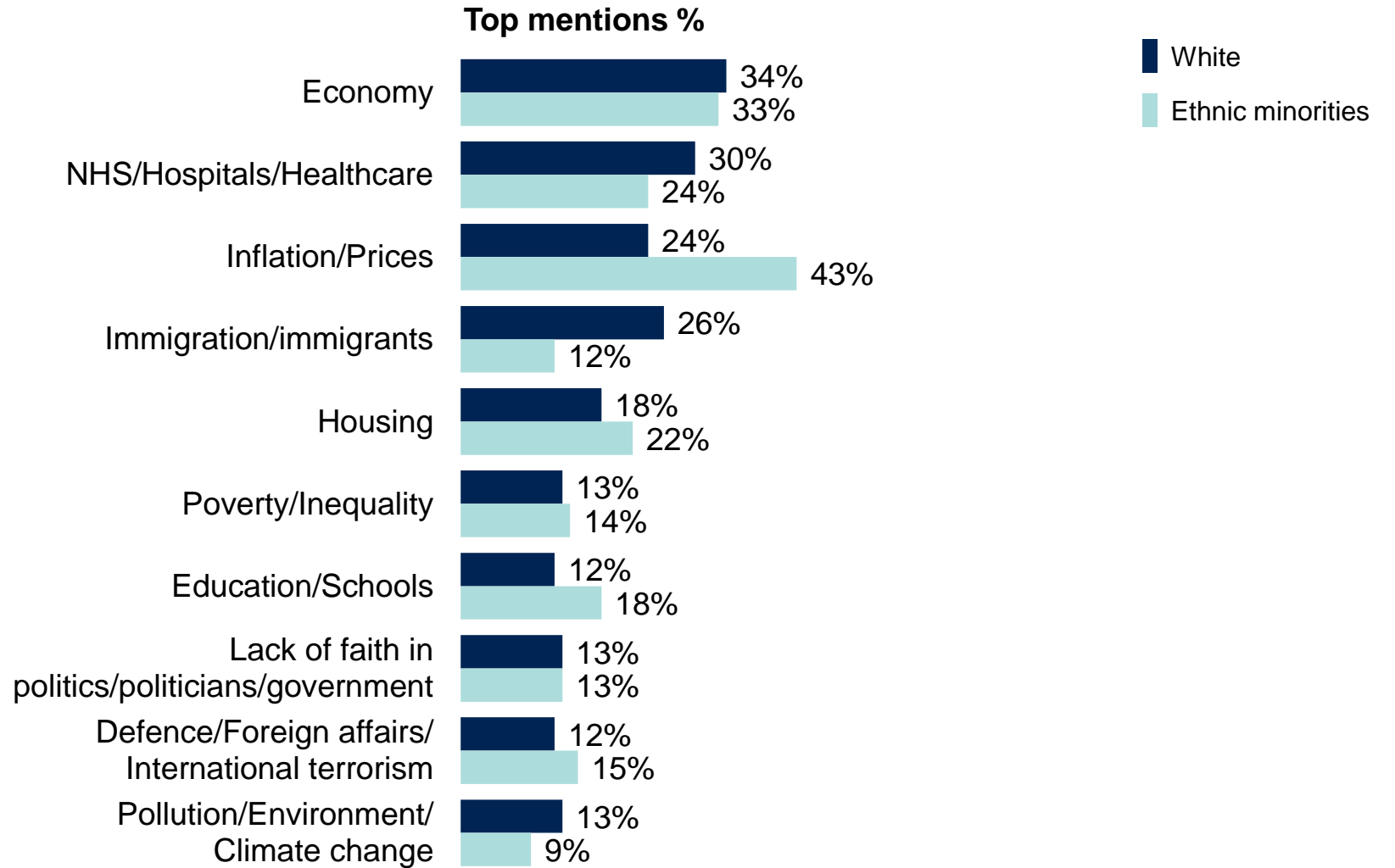


Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index

# Ethnic background

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



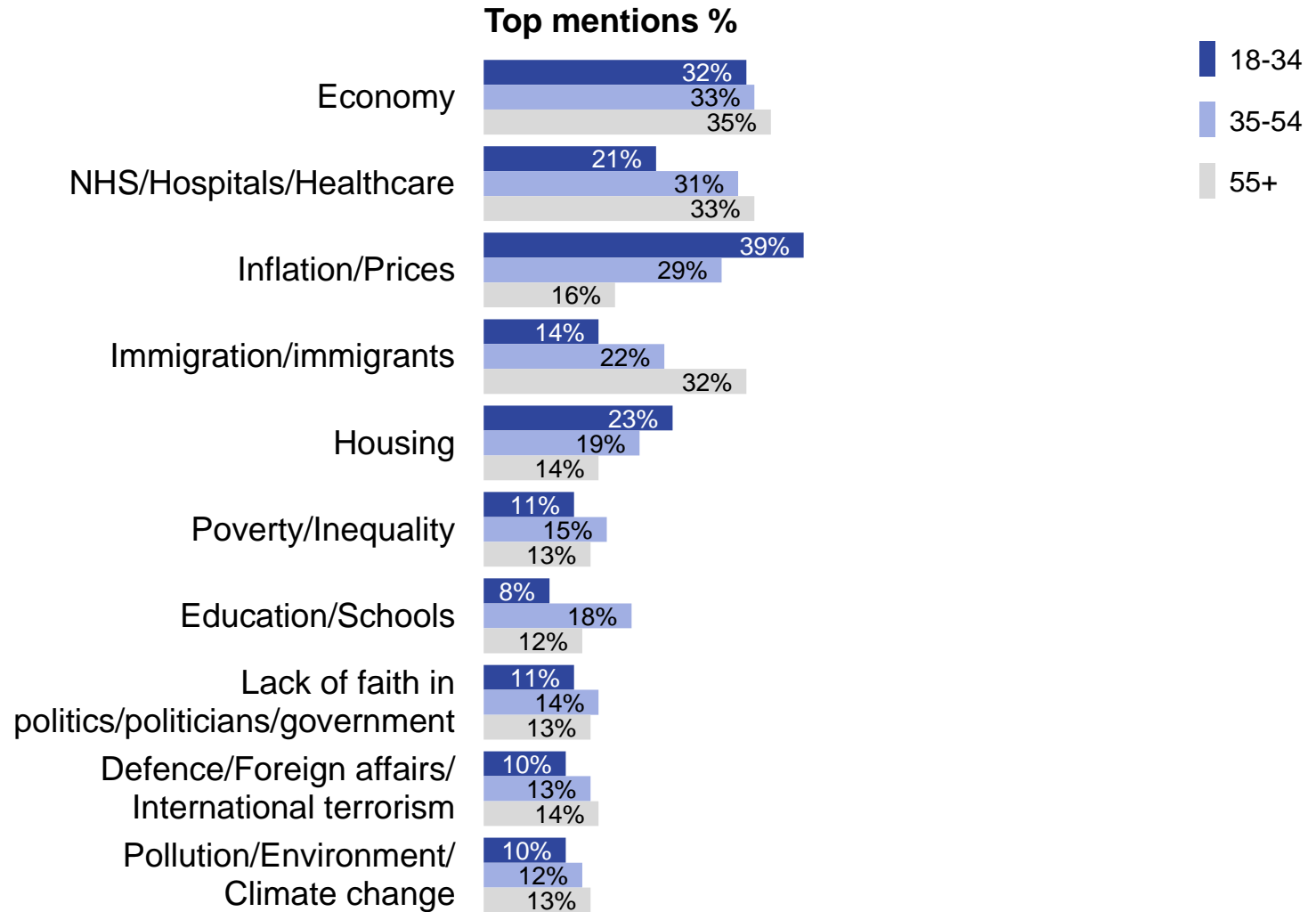
Base: 1,035 British adults 18+, 14 – 18 April 2024

Source: Ipsos Issues Index



# Age group

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



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

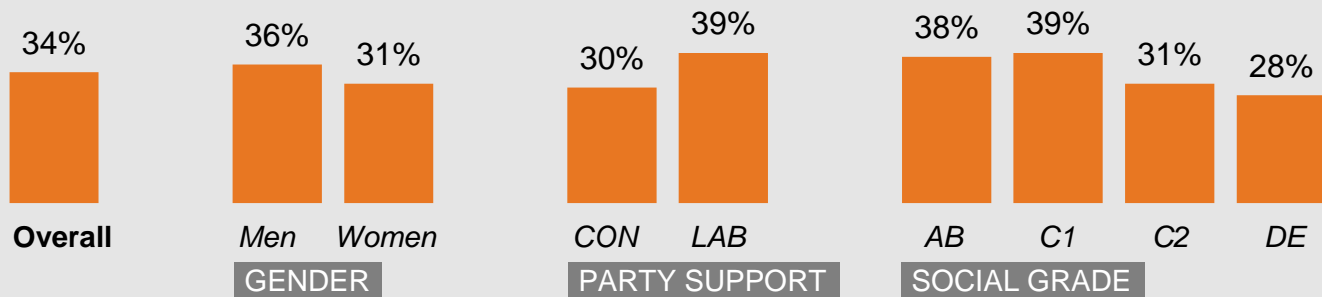
Source: Ipsos Issues Index



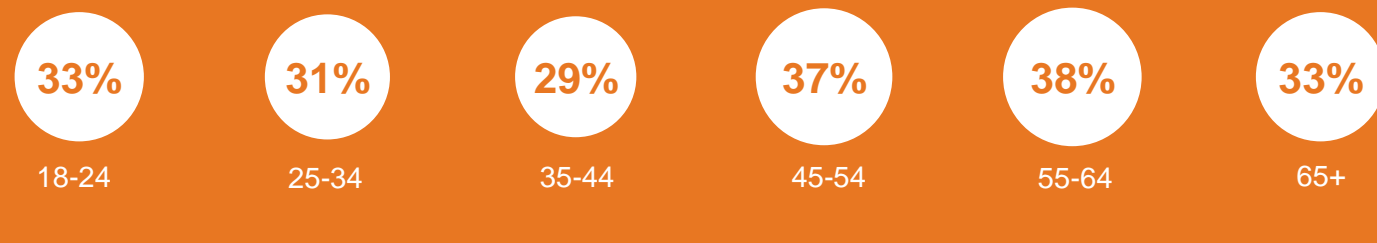
# Concern about the economy by subgroup

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

Concern by key demographic groups:

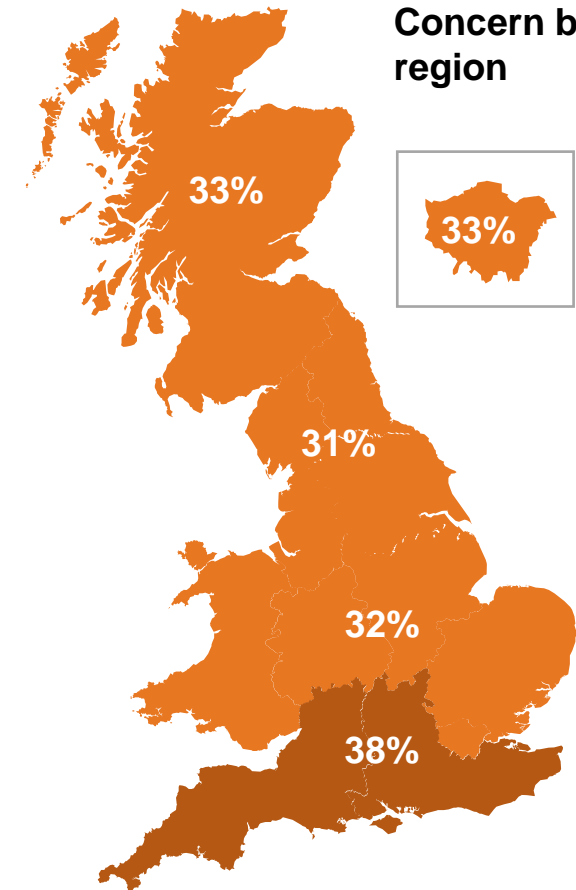


Concern by age:



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

Concern by region



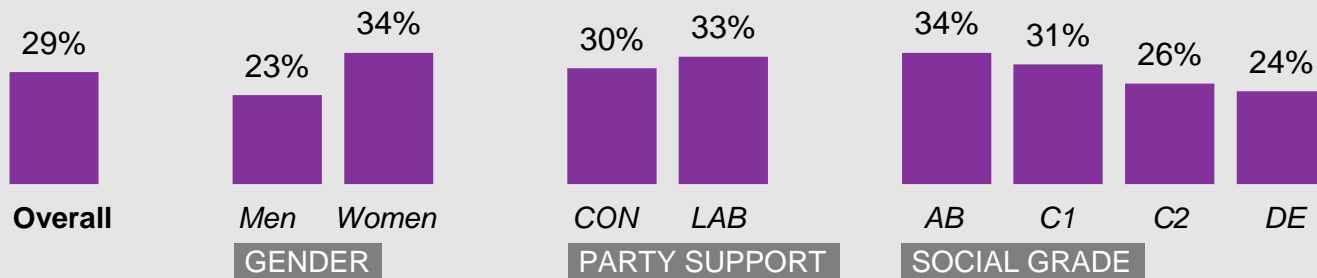
Source: Ipsos Issues Index



# Concern about the NHS by subgroup

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

Concern by key demographic groups:

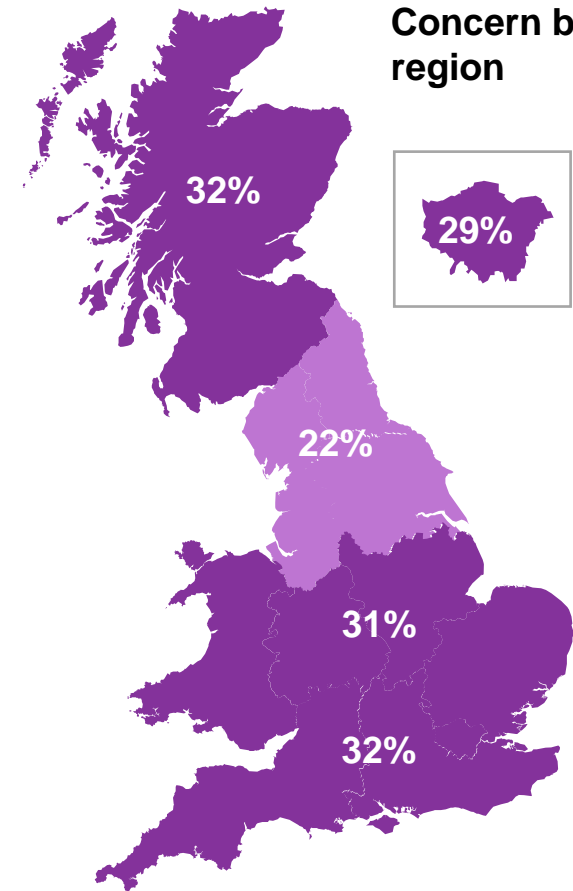


Concern by age:



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

Concern by region

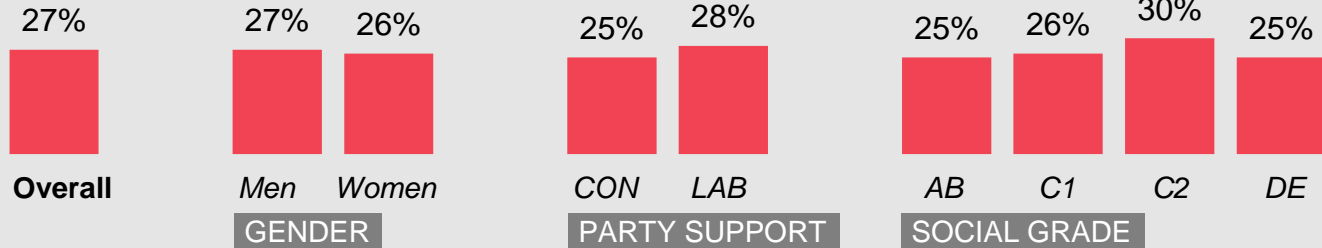


Source: Ipsos Issues Index

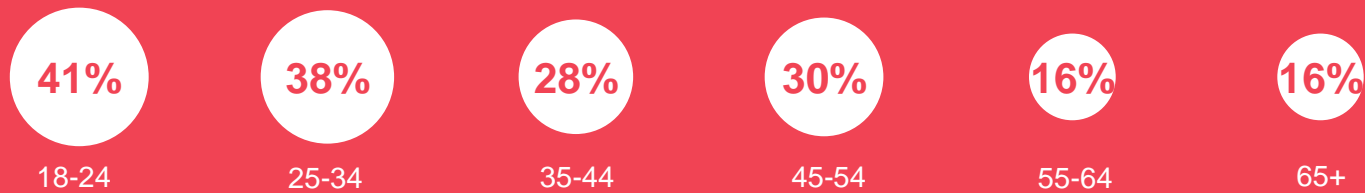
# Concern about inflation/prices by subgroup

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

Concern by key demographic groups:

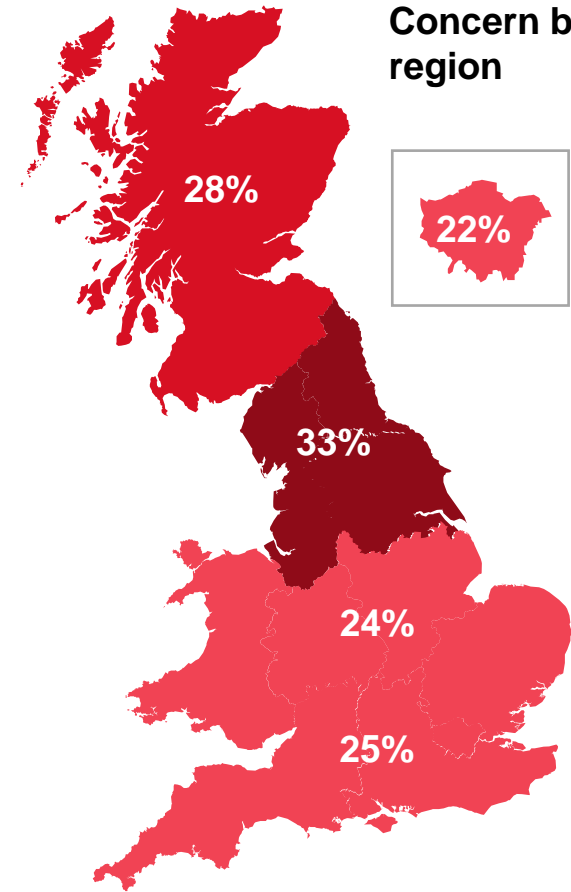


Concern by age:



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

Concern by region

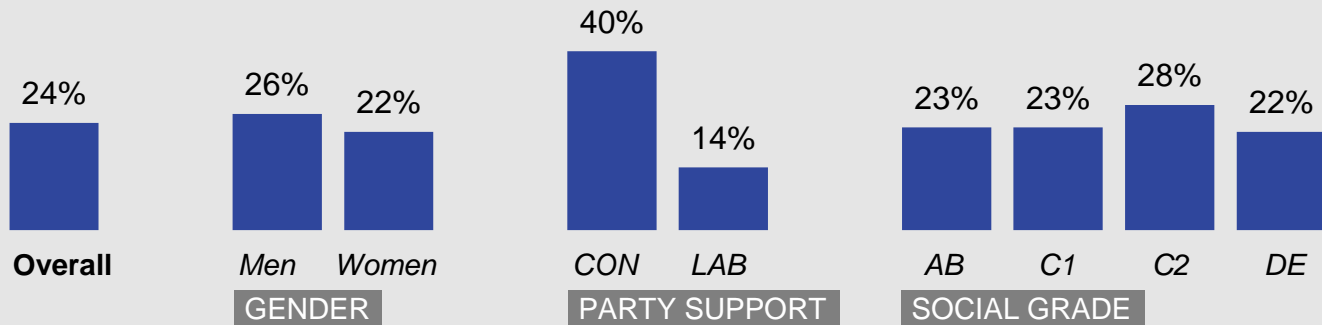


Source: Ipsos Issues Index

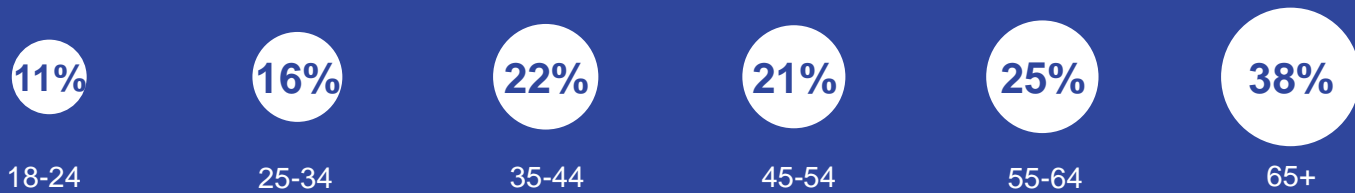
# Concern about immigration by subgroup

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

Concern by key demographic groups:

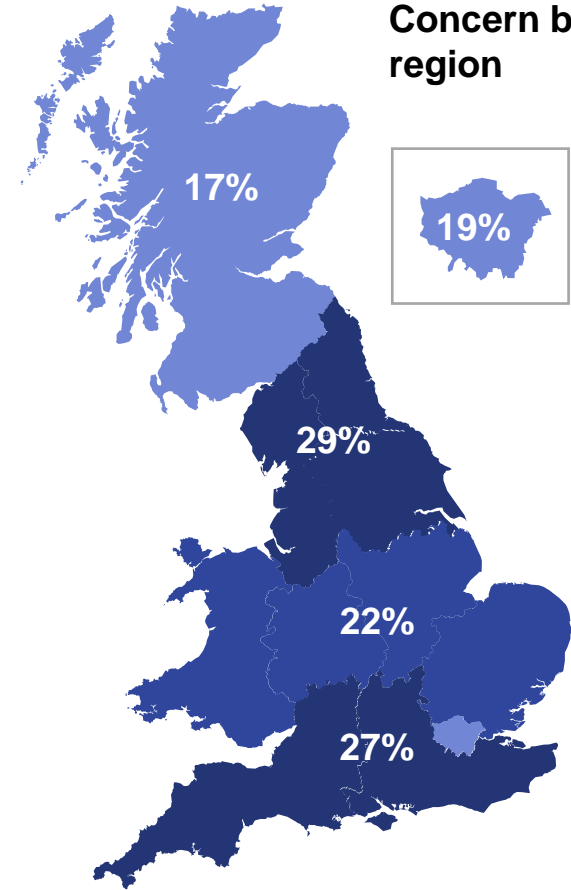


Concern by age:



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

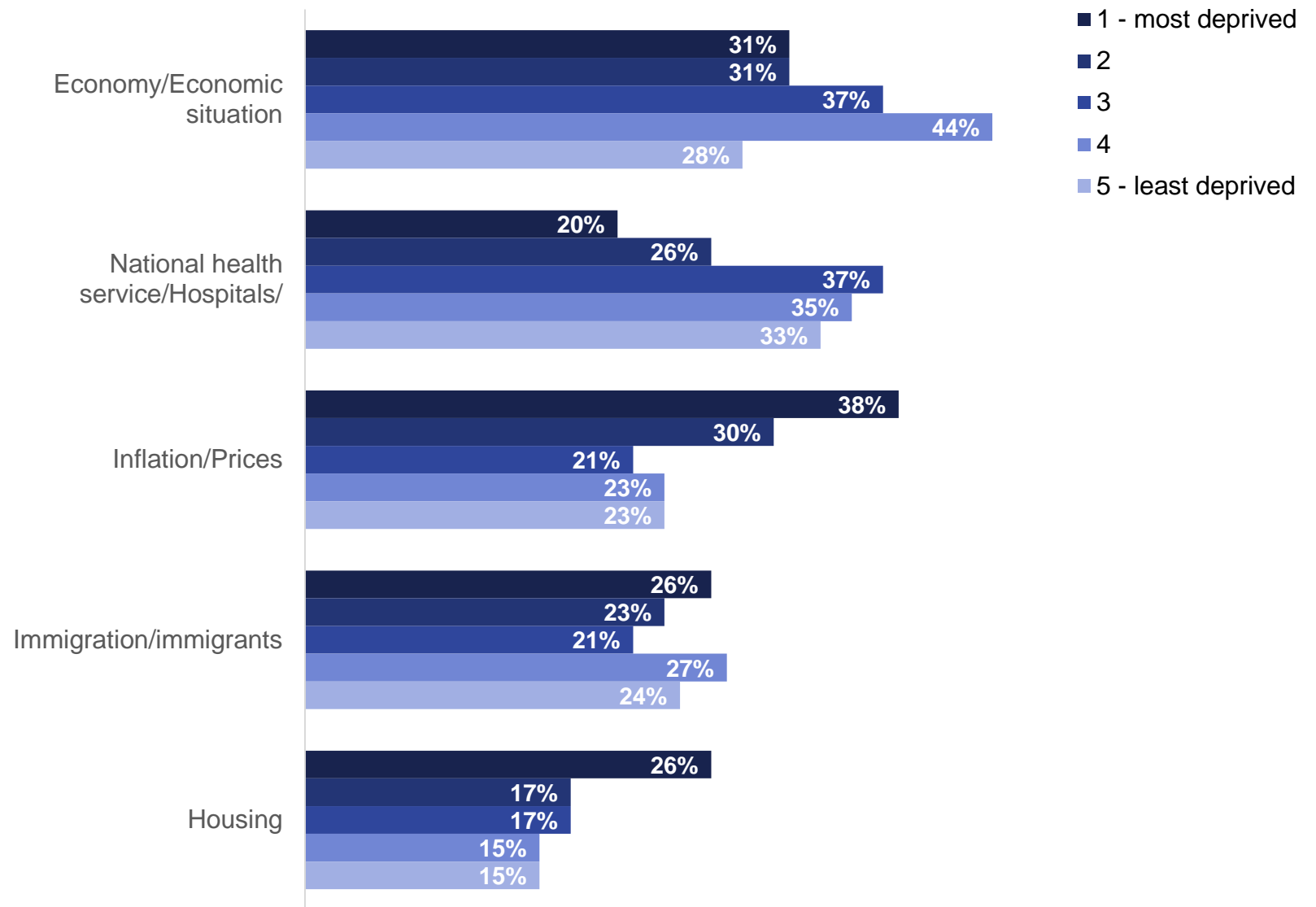
Concern by region



Source: Ipsos Issues Index

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

# IPSOS ISSUES INDEX

April 2024

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