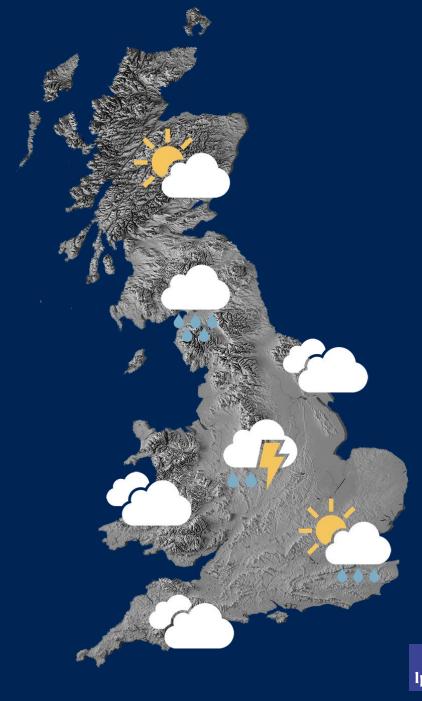
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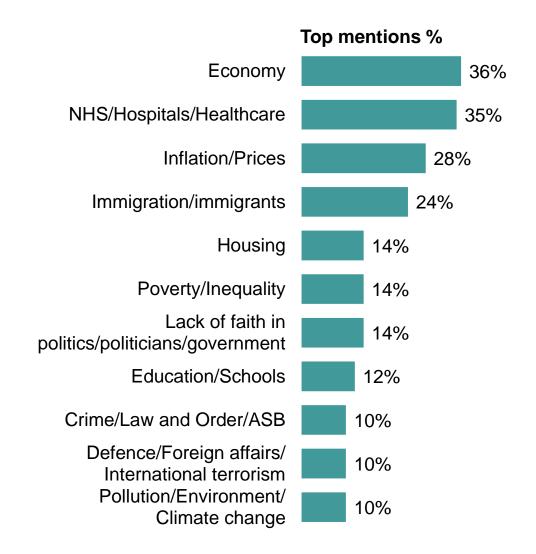
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March 2024

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



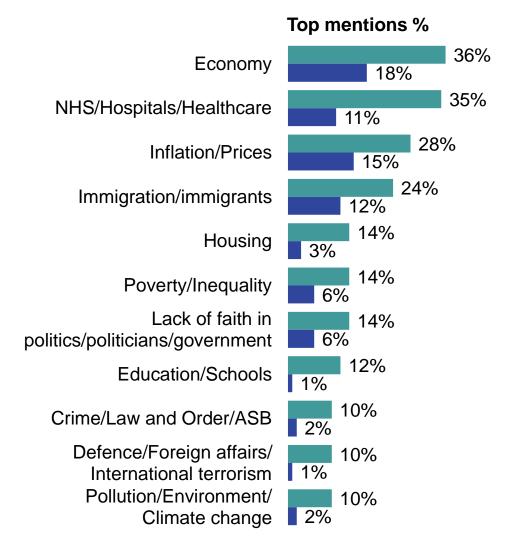
% **Position** +7 +2 +6 +2 +1 +2 +2

Change since February:



March 2024

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



Most/other important issues

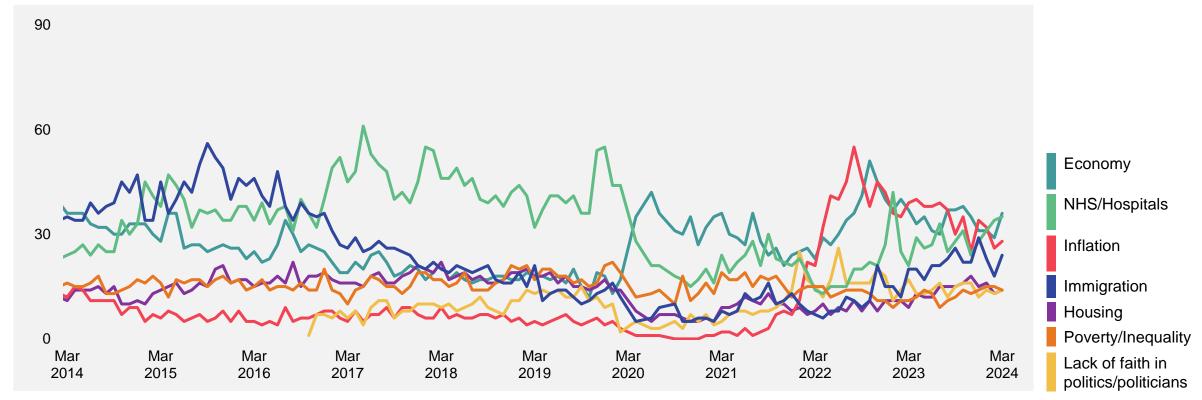
Most important issue



Top five concerns for March 2024: trend data

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

Top mentions %

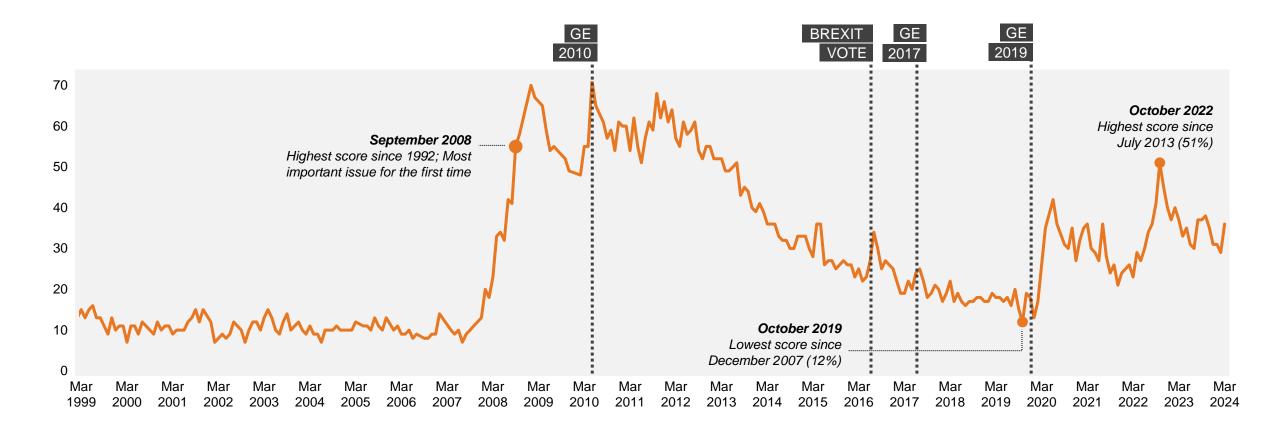


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Economy / Economic situation

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

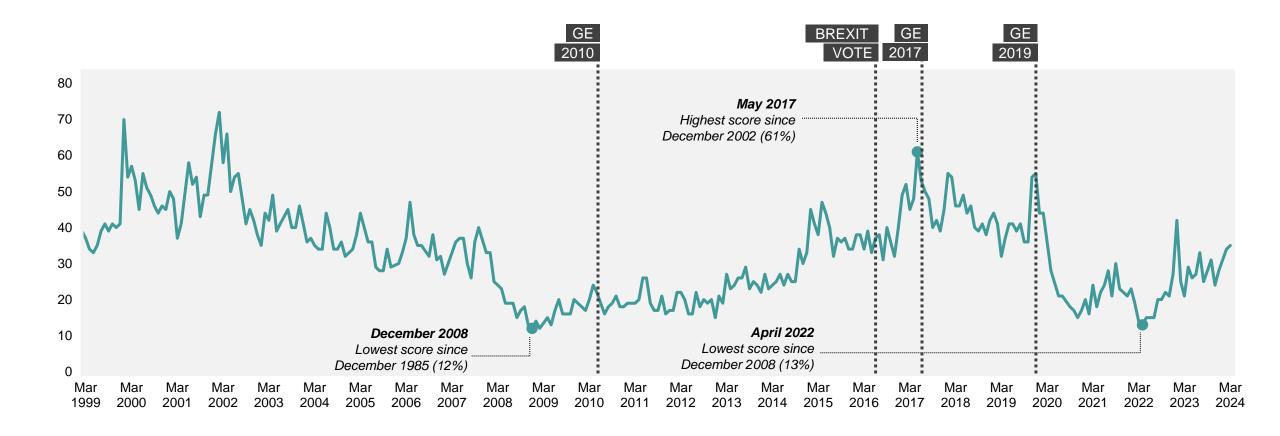


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



NHS / Hospitals / Healthcare

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

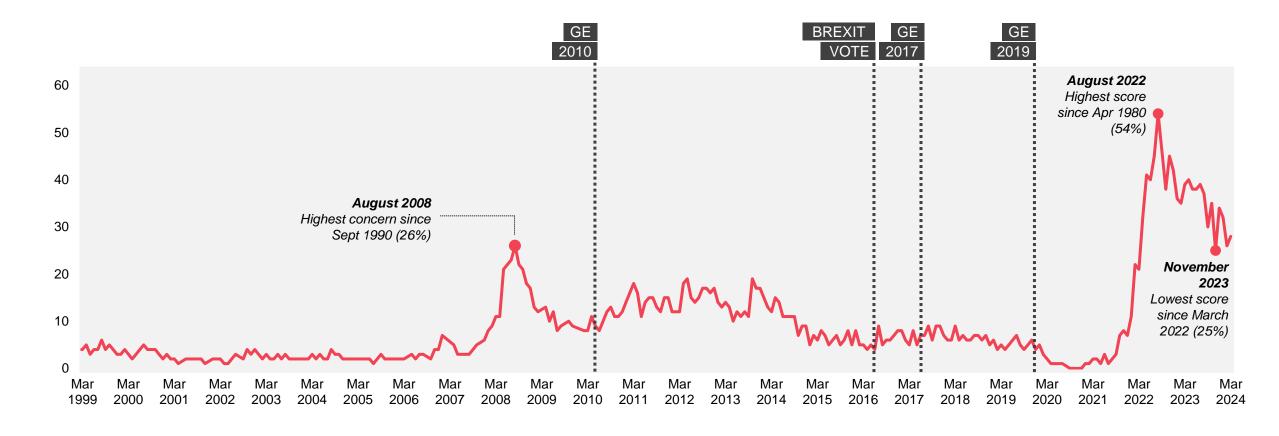


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices

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

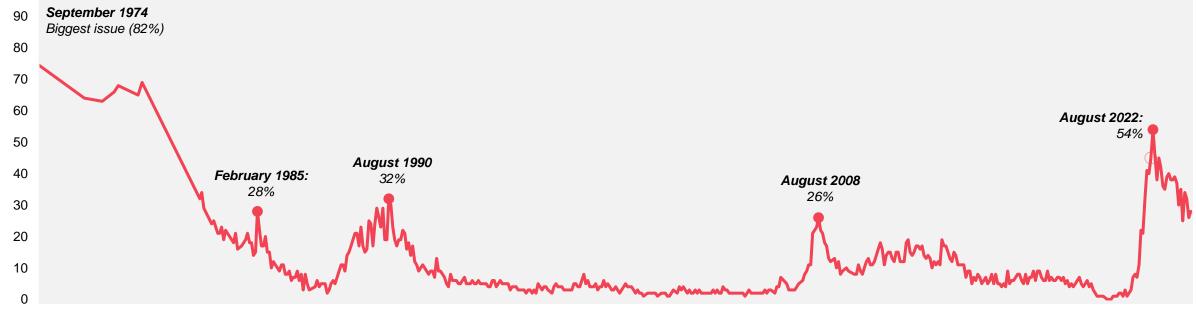


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Inflation/prices – concern since 1974

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



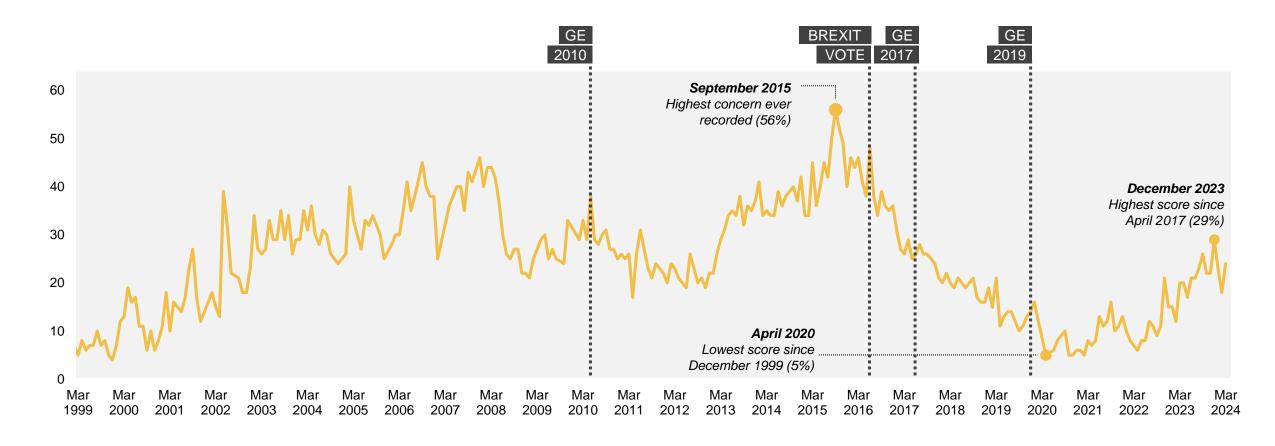
Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar 1976 1977 1978 1980 1981 1983 1984 1985 1987 1988 1990 1991 1993 1994 1995 1997 1998 2000 2001 2002 2004 2005 2007 2008 2010 2011 2012 2014 2015 2017 2018 2019 2021 2022 2024

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

lpsos

Immigration / Immigrants

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

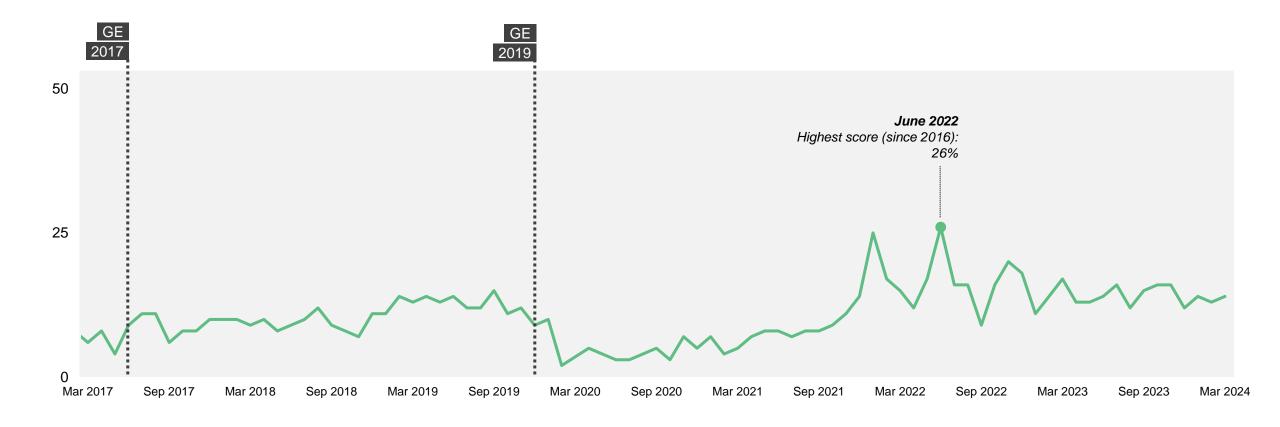


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Lack of faith in politicians/politics

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

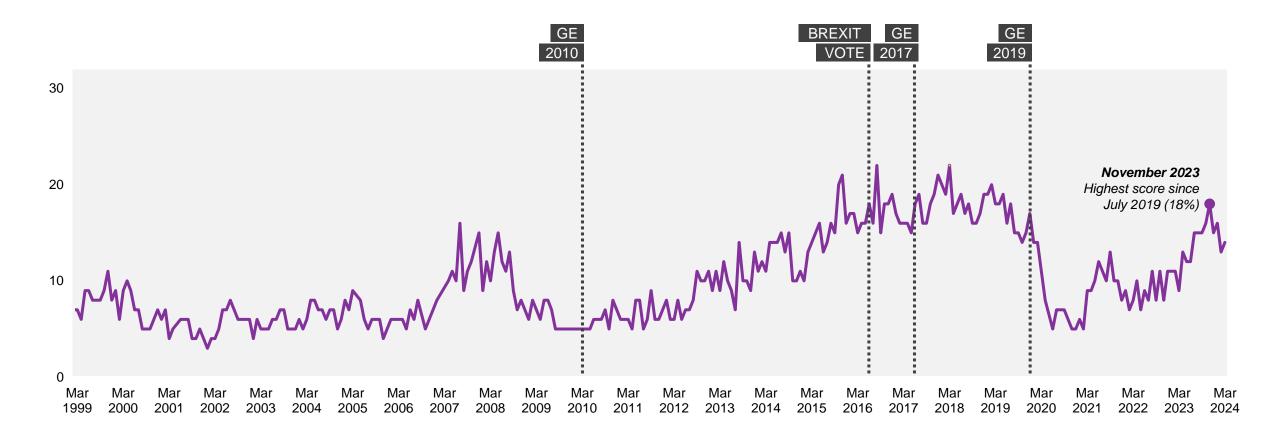


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Housing

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

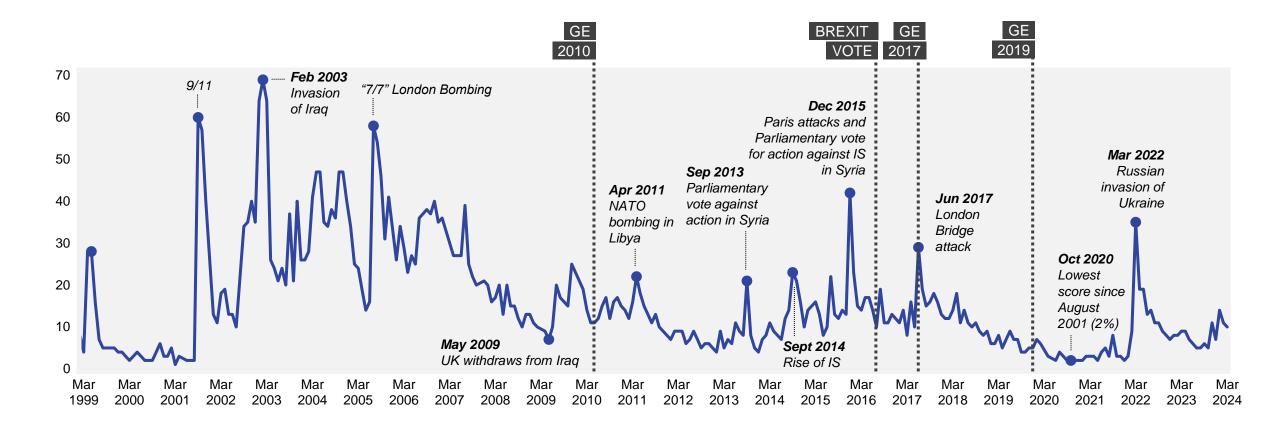


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence / Foreign Affairs / International terrorism

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

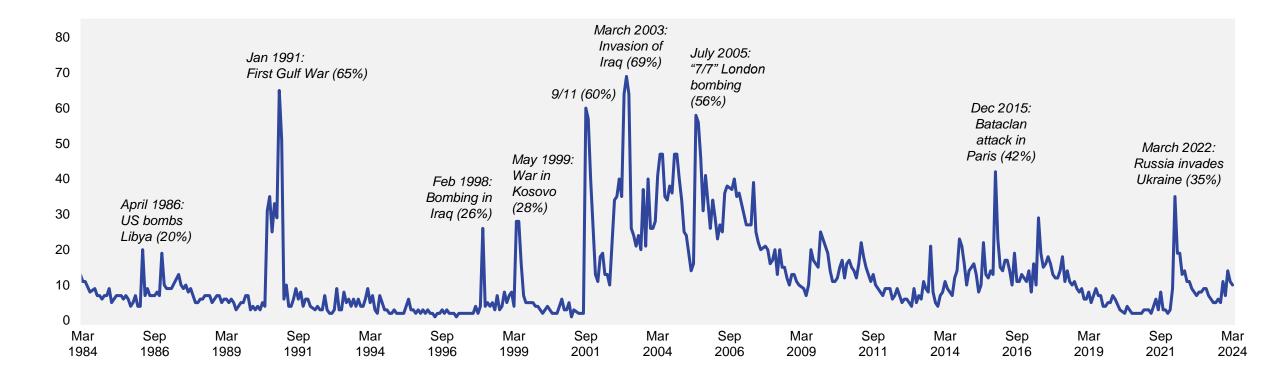


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Defence/foreign affairs – concern since 1982

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

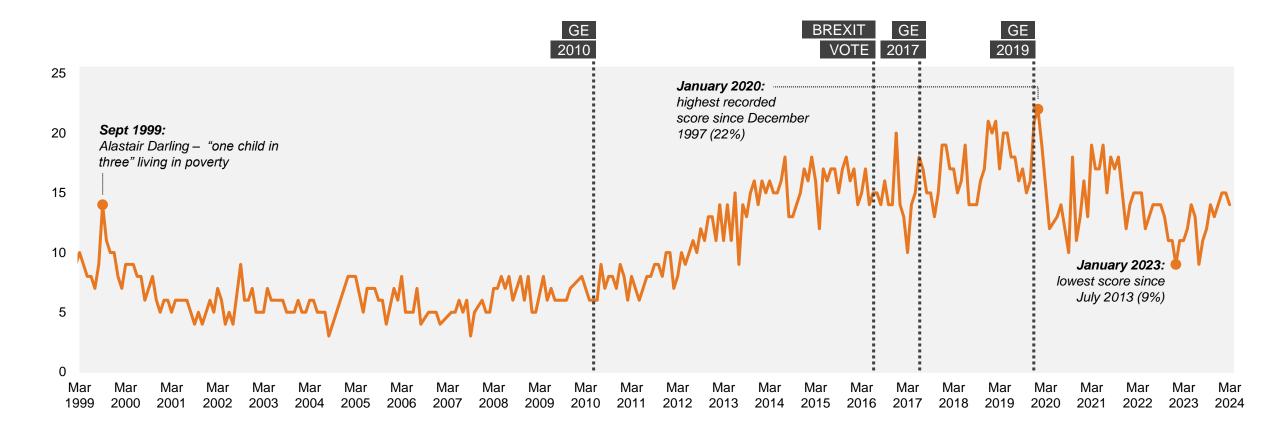


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Inses

Poverty/inequality

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

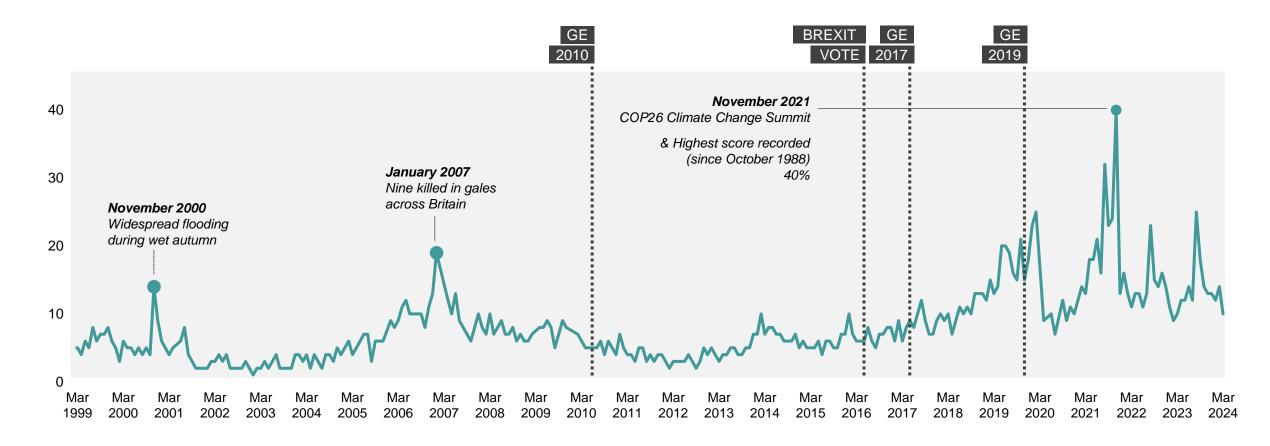


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Pollution / Environment / Climate change

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

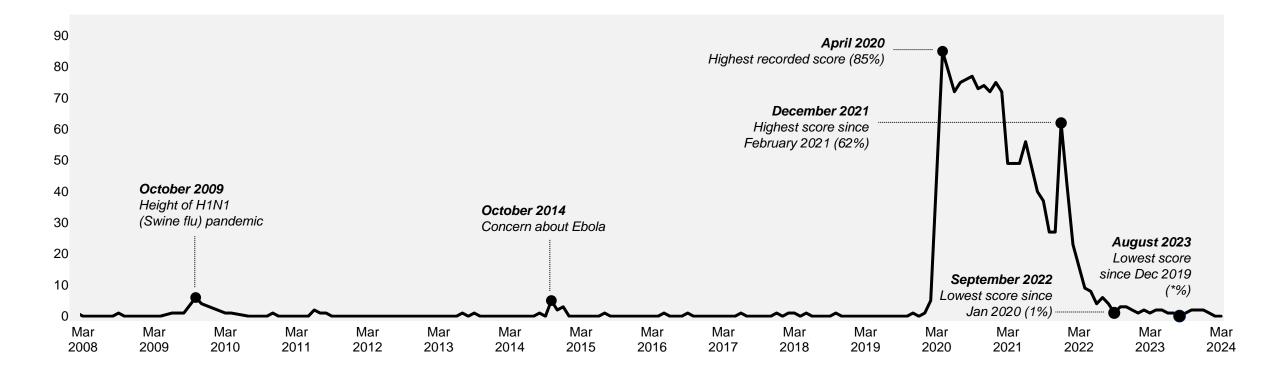


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

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Coronavirus/Pandemic diseases

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

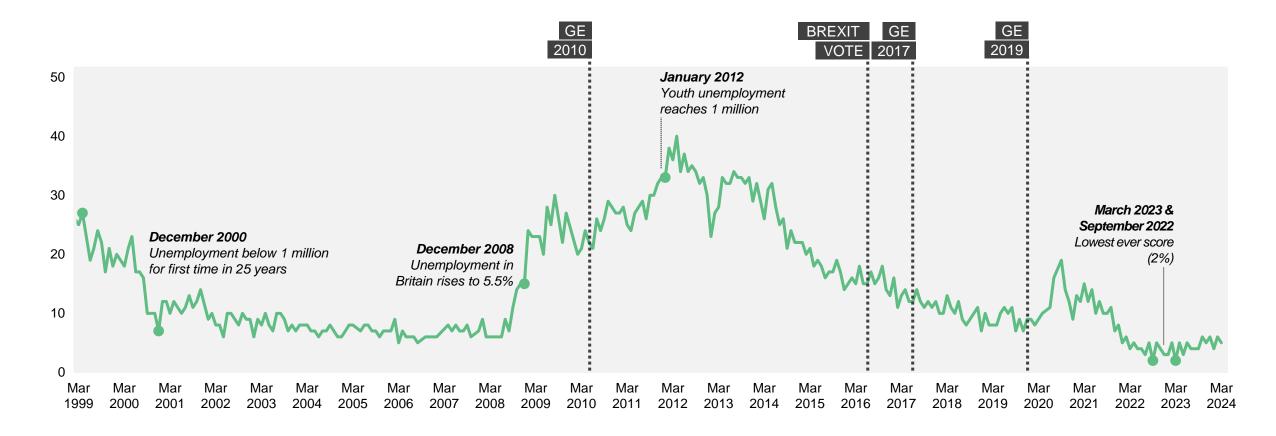


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Unemployment / Factory closure / Lack of industry

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

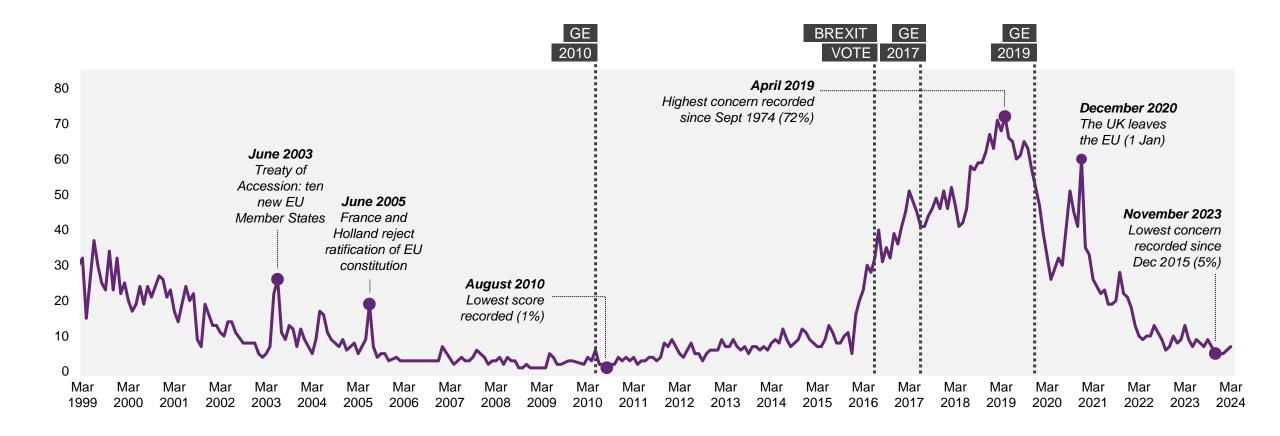


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



EU / Europe / Brexit

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

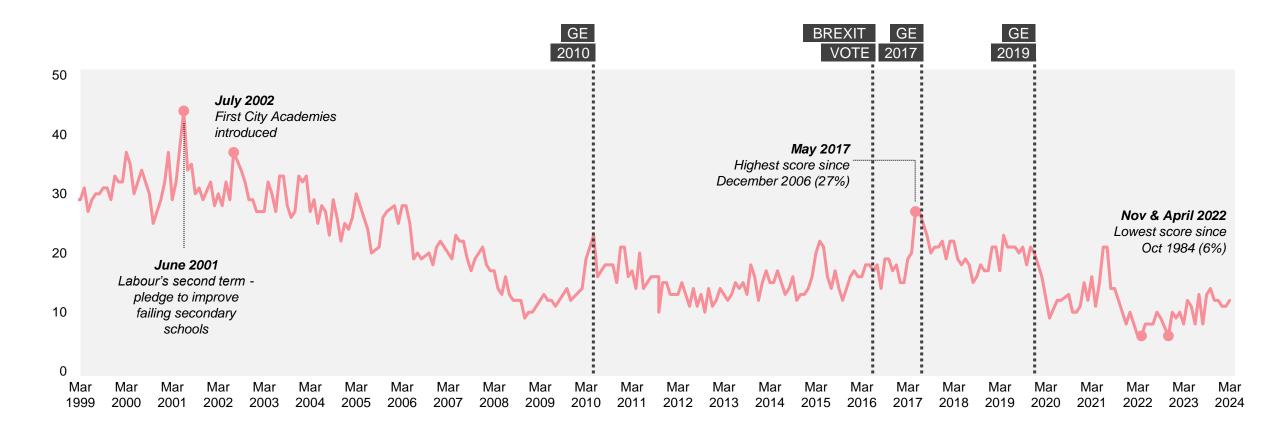


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Education / Schools

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



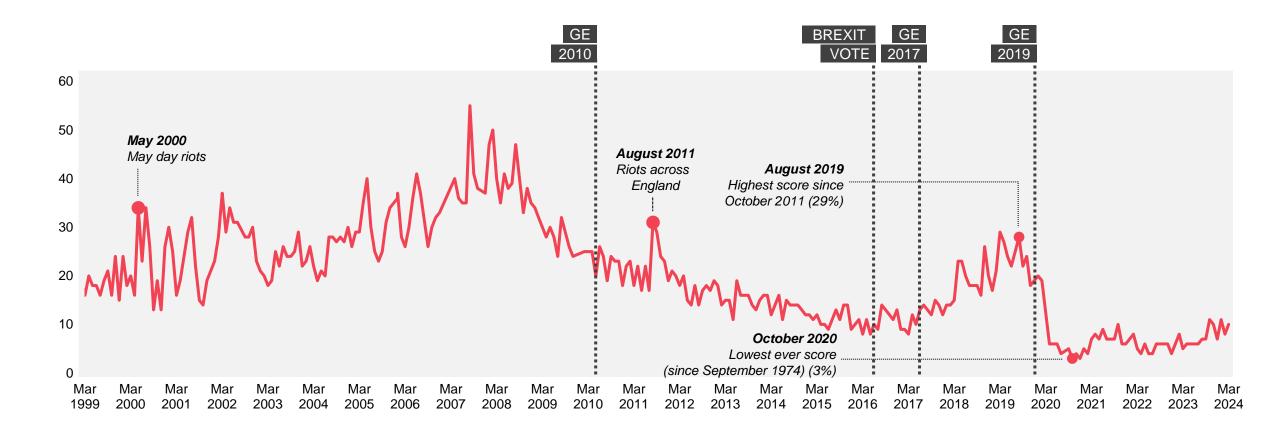
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

•



Crime / Law & Order / Violence / Vandalism / ASB

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

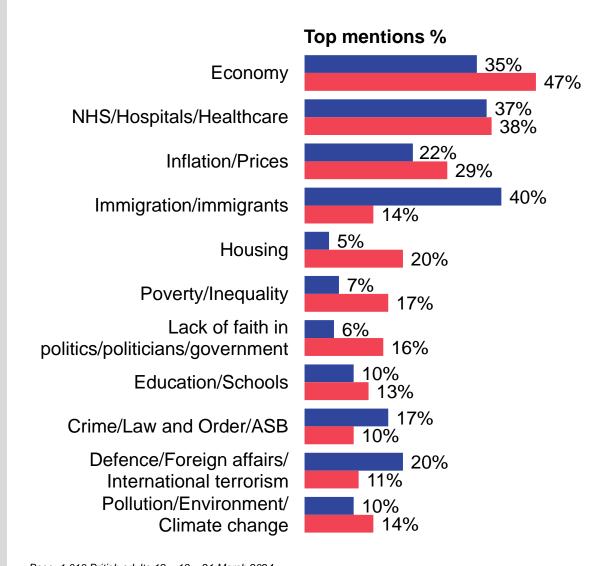


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face



Party support

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



Conservative
Supporters
Labour

Labour Supporters

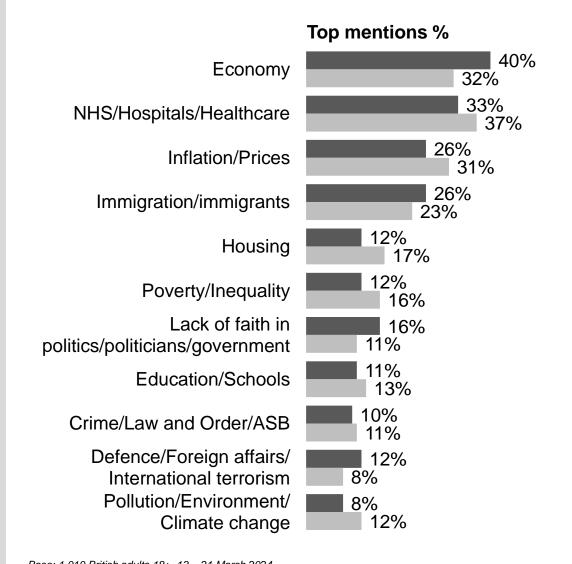
Source: Ipsos Issues Index



Base: 1,010 British adults 18+, 13 - 21 March 2024

Men and women

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



Men

Women

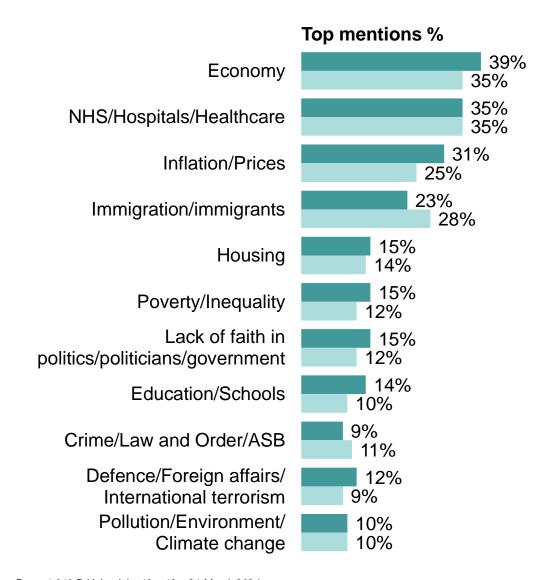
Source: Ipsos Issues Index



Base: 1,010 British adults 18+, 13 - 21 March 2024

Social grade

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



Source: Ipsos Issues Index

ABC1

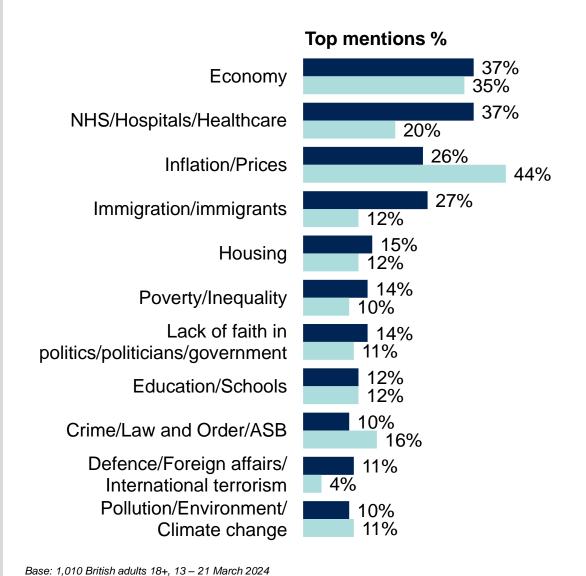
C2DE



Base: 1,010 British adults 18+, 13 - 21 March 2024

Ethnic background

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



Source: Ipsos Issues Index

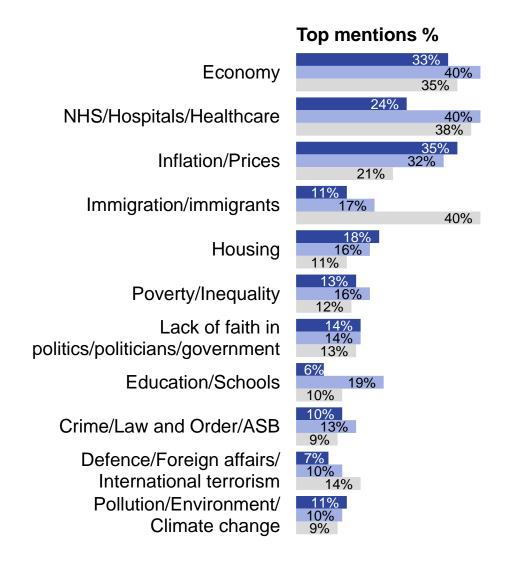
White

Ethnic minorities



Age group

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

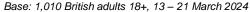


Source: Ipsos Issues Index

18-34

35-54

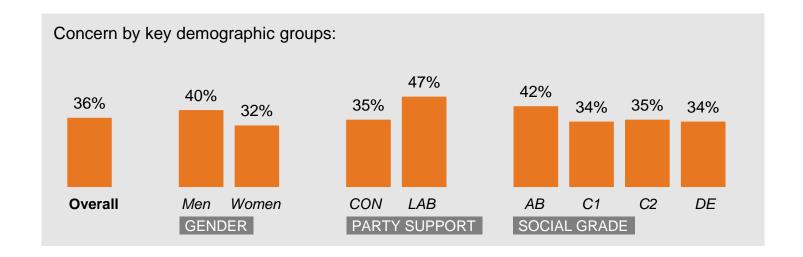
55+

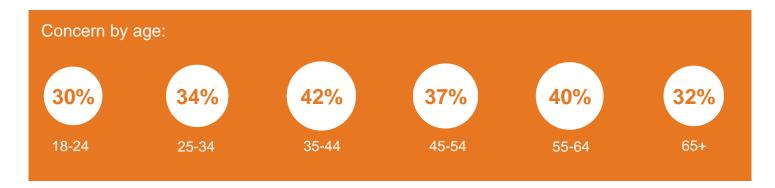




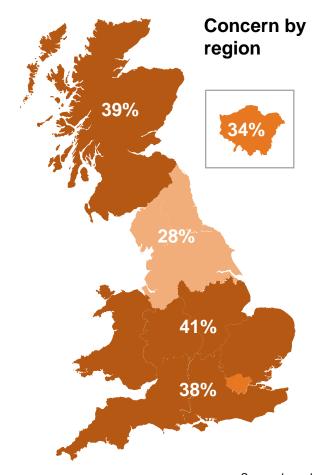
Concern about the economy by subgroup

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





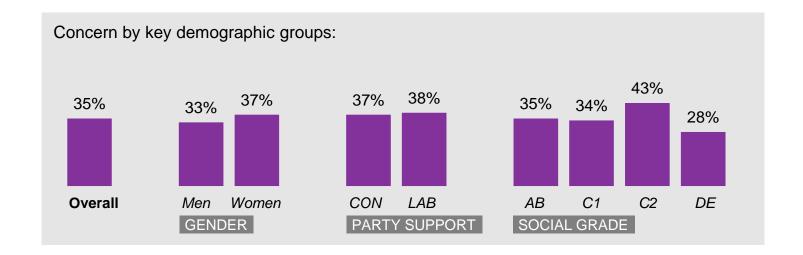
Base: 1.010 British adults 18+. 13 - 21 March 2024

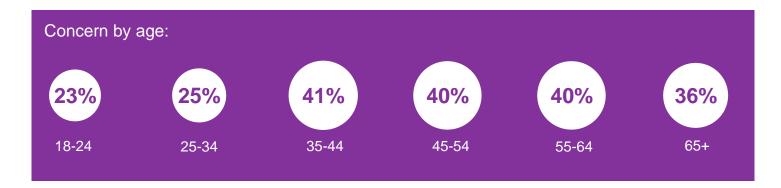




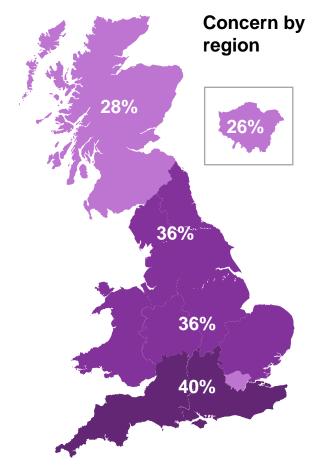
Concern about the NHS by subgroup

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





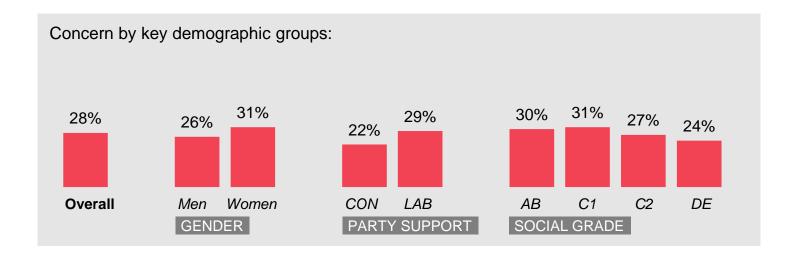
Base: 1,010 British adults 18+, 13 - 21 March 2024

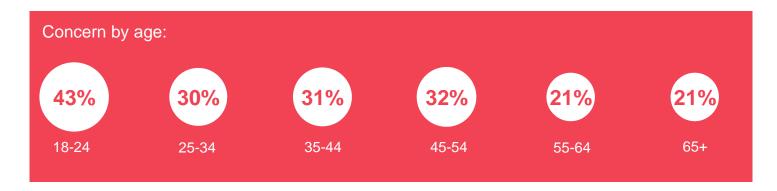




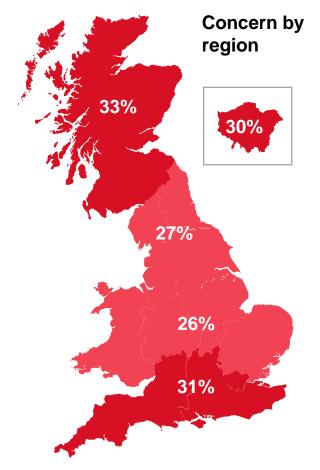
Concern about inflation/prices by subgroup

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





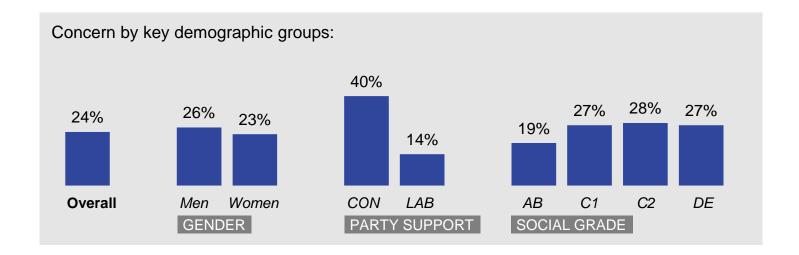






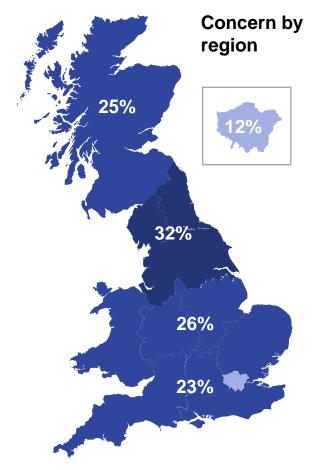
Concern about immigration by subgroup

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





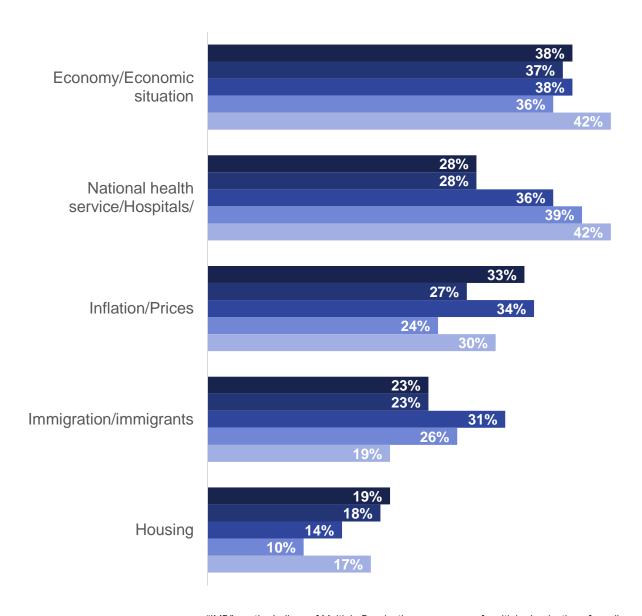
Base: 1,010 British adults 18+, 13 - 21 March 2024





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: 1,010 British adults 18+, 13 - 21 March 2024



■1 - most deprived

■ 5 - least deprived

2

3

4

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