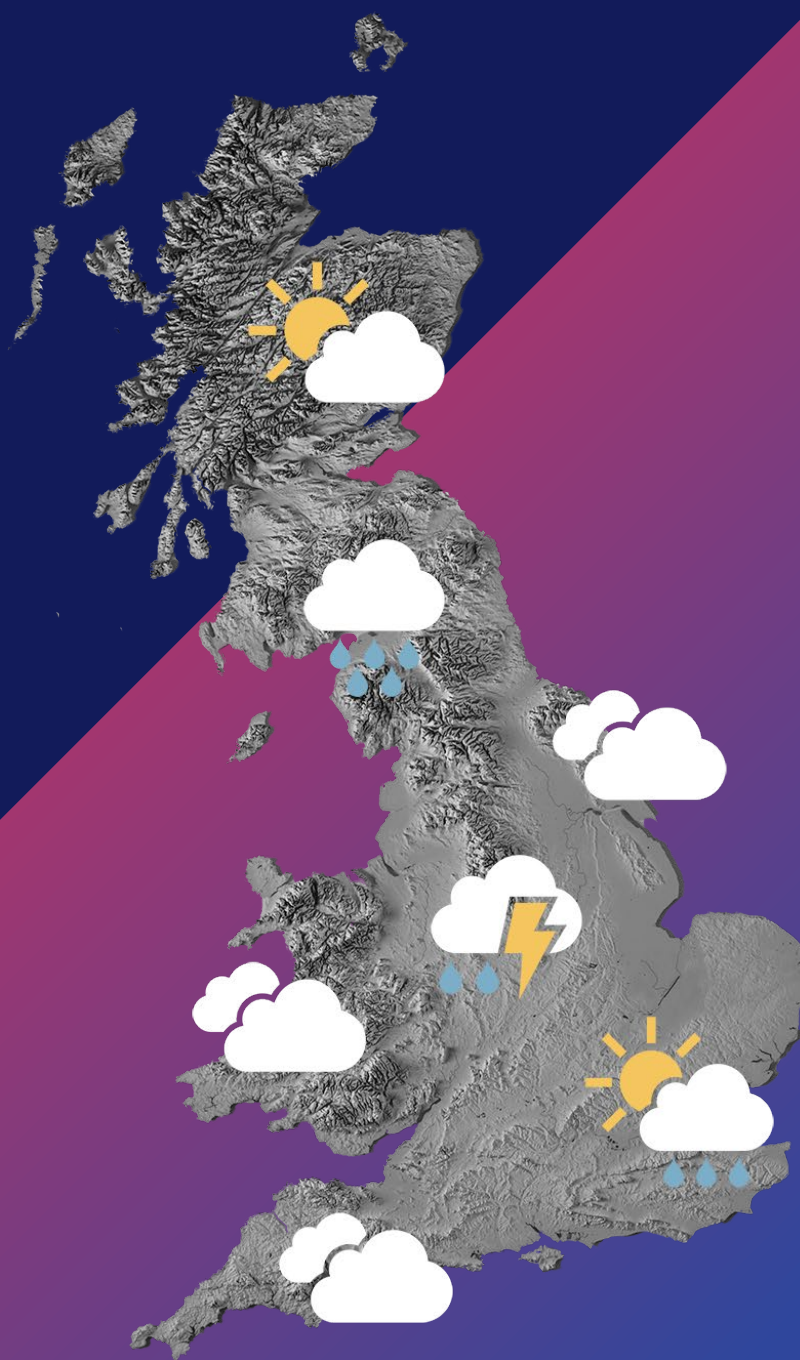


Ipsos Issues Index

May 2024



May 2024

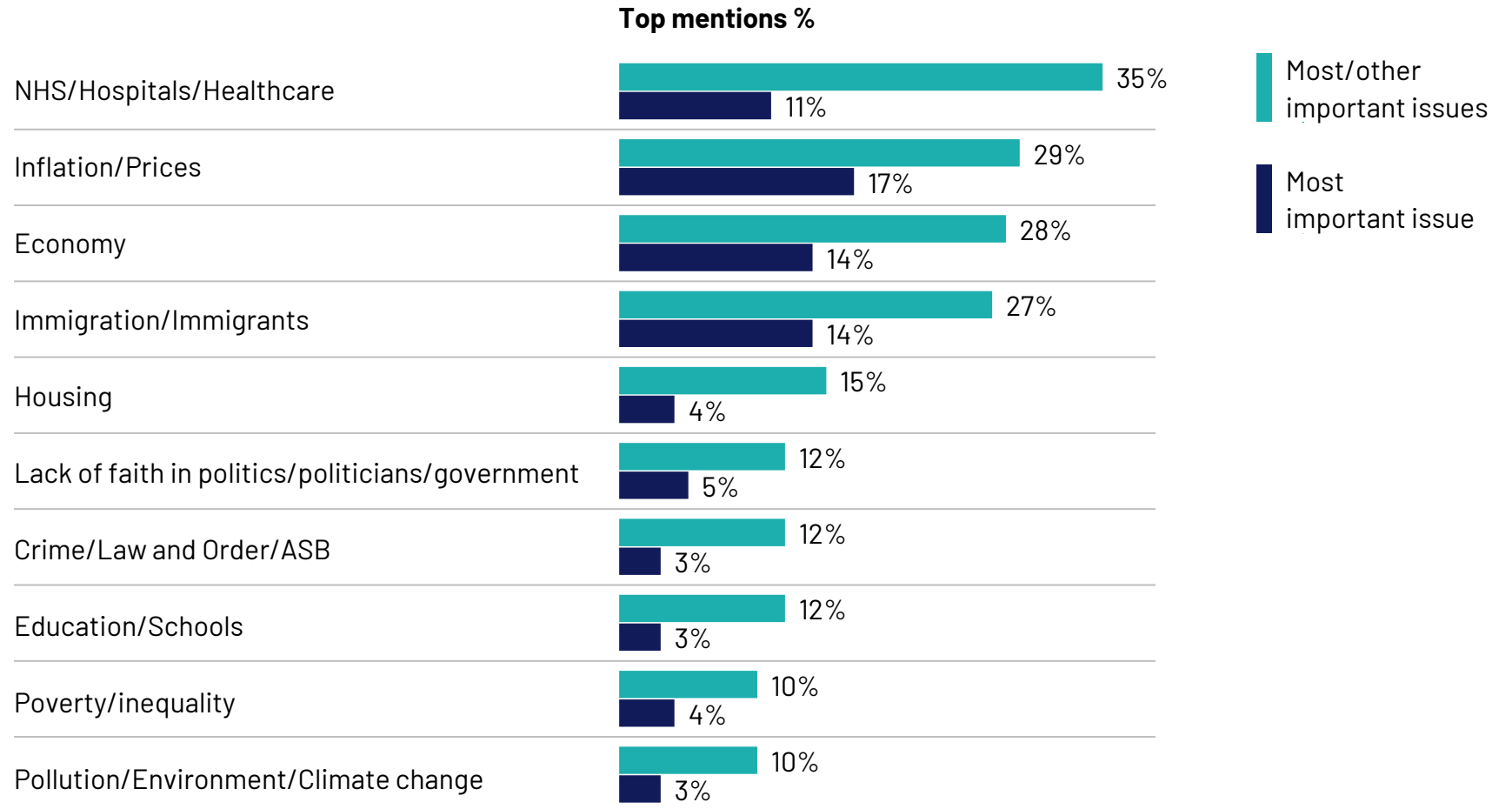
What do you see as the most/other important issues facing Britain today?

	Top mentions %	Change since April:	
		%	Position
NHS/Hospitals/Healthcare	35%	+6	+1 ▲
Inflation/Prices	29%	+2	+1 ▲
Economy	28%	-6	-2 ▼
Immigration/Immigrants	27%	+3	—
Housing	15%	-3	—
Lack of faith in politics/politicians/government	12%	-1	—
Crime/Law and Order/ASB	12%	+3	+5 ▲
Education/Schools	12%	-1	—
Poverty/inequality	10%	-3	-3 ▼
Pollution/Environment/Climate change	10%	-2	+1 ▲

Base: 1,015 British adults 18+, 1 – 7 May 2024

May 2024

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

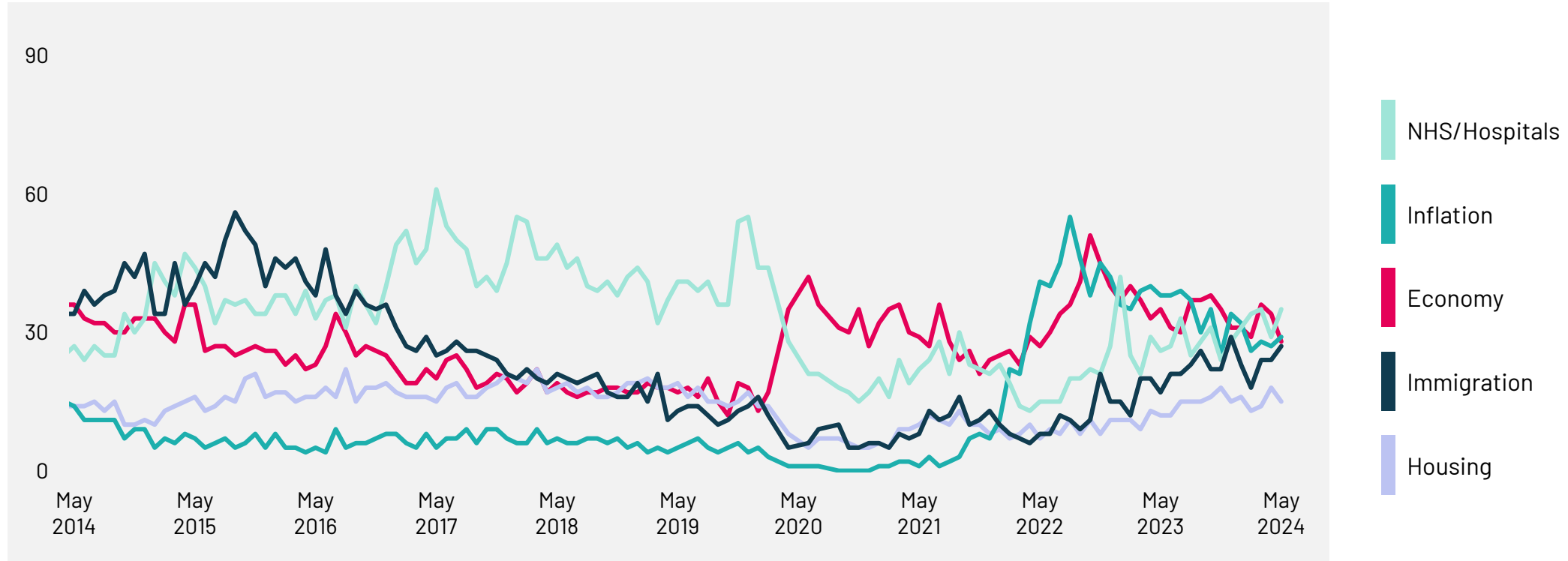


Base: 1,015 British adults 18+, 1 – 7 May 2024

Source: Ipsos Issues Index

Top five concerns for May 2024: trend data

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

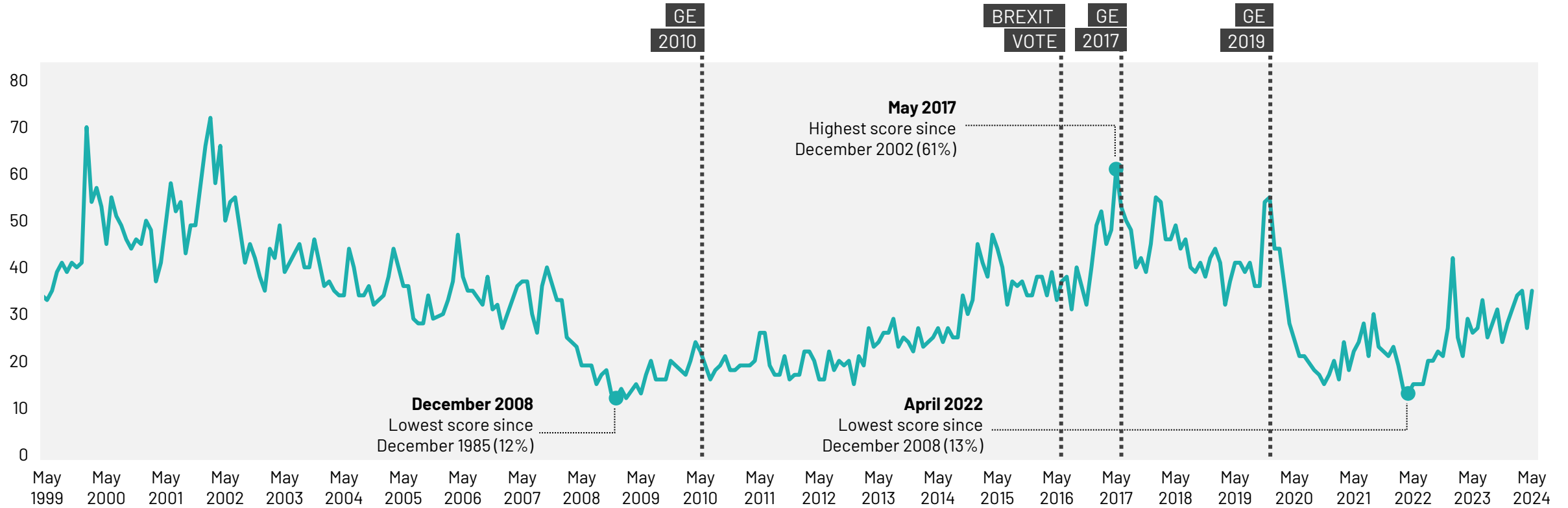


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS/Hospitals/Healthcare

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

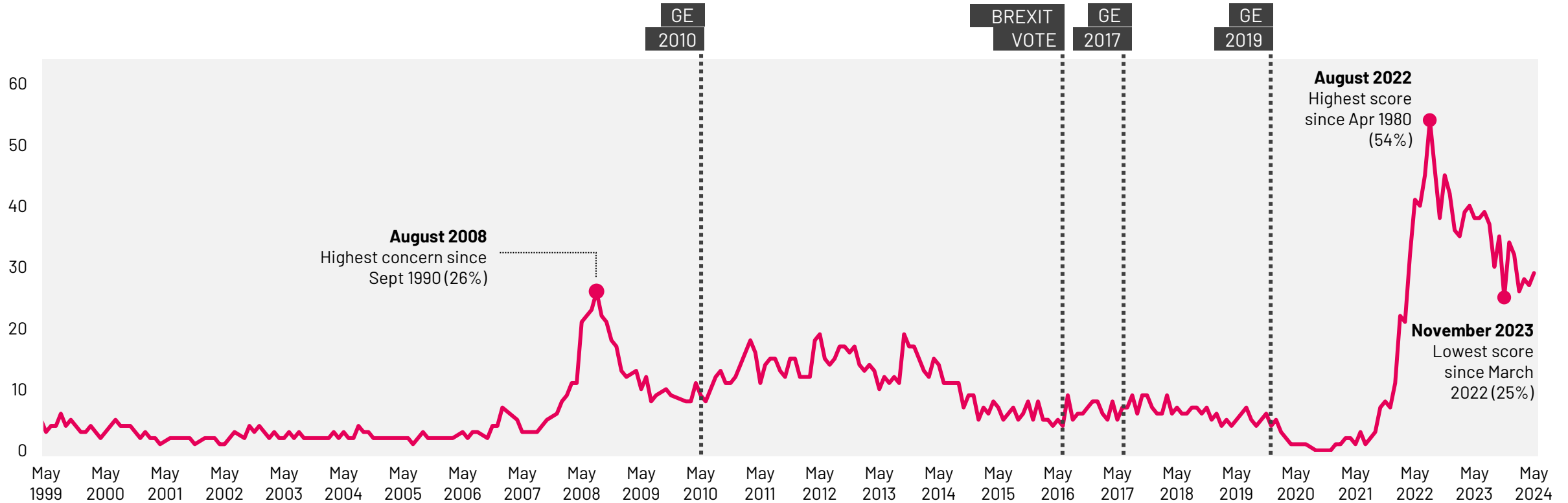


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices

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

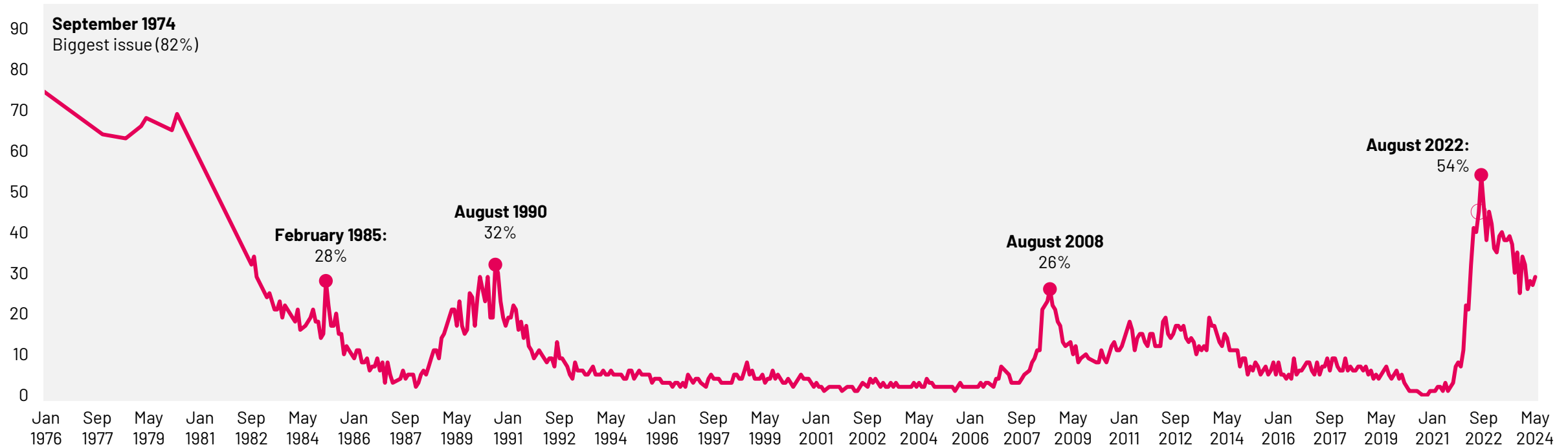


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices – concern since 1974

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

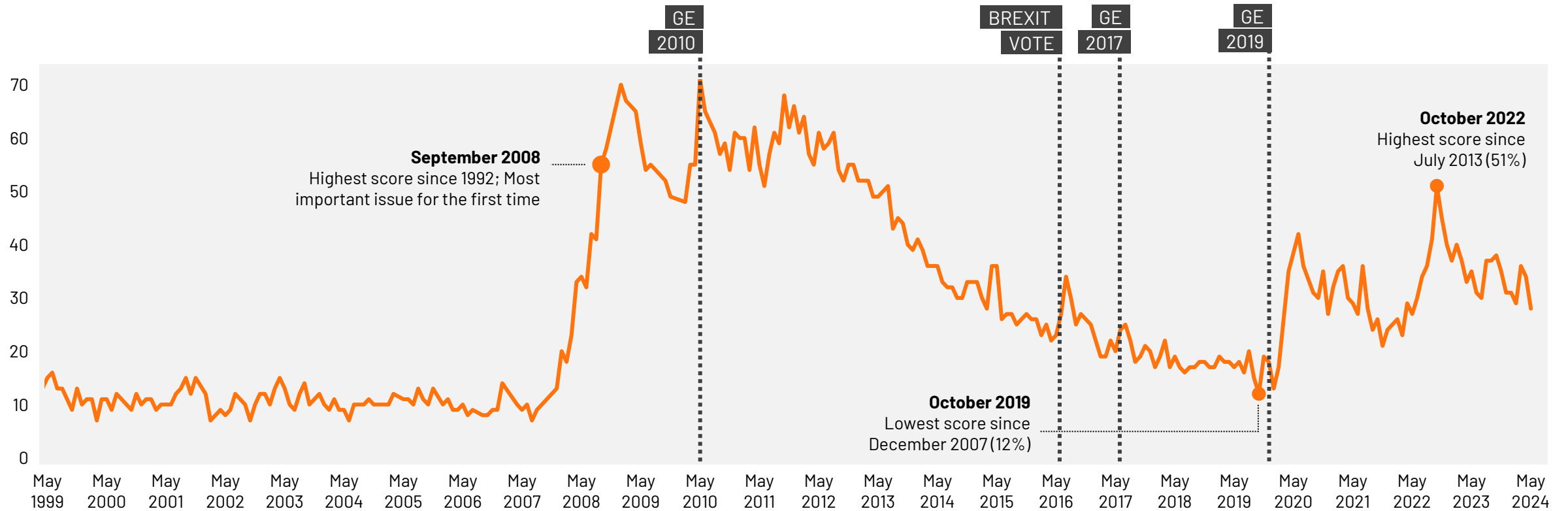


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

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

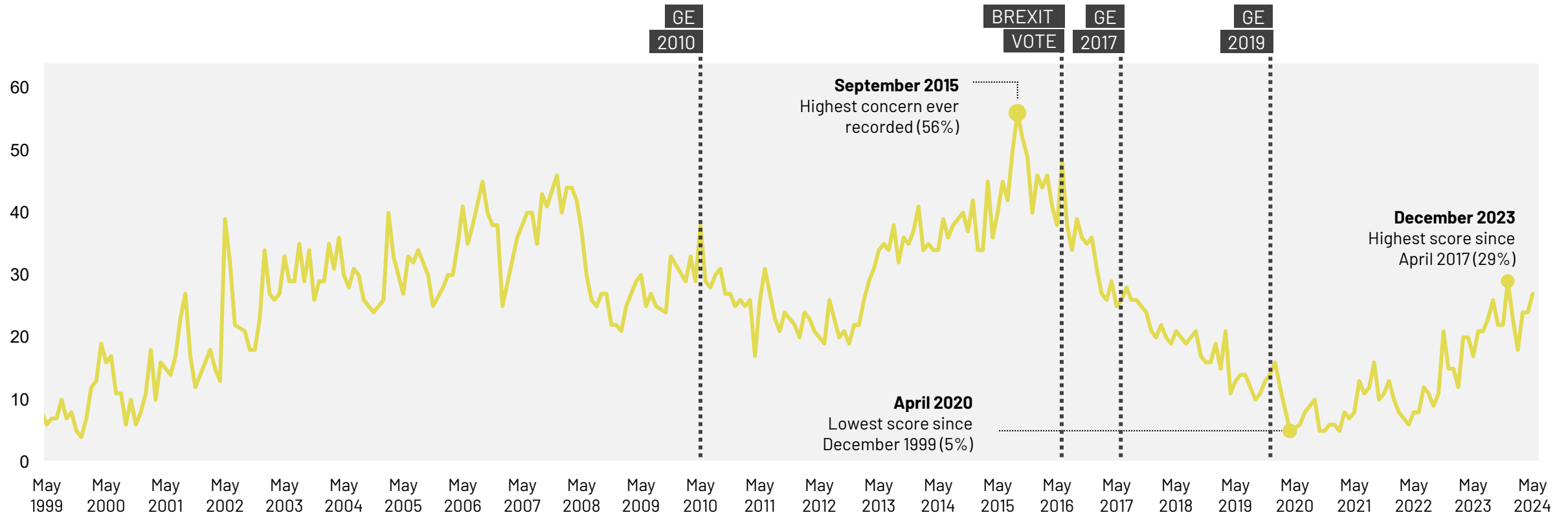


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration/Immigrants

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

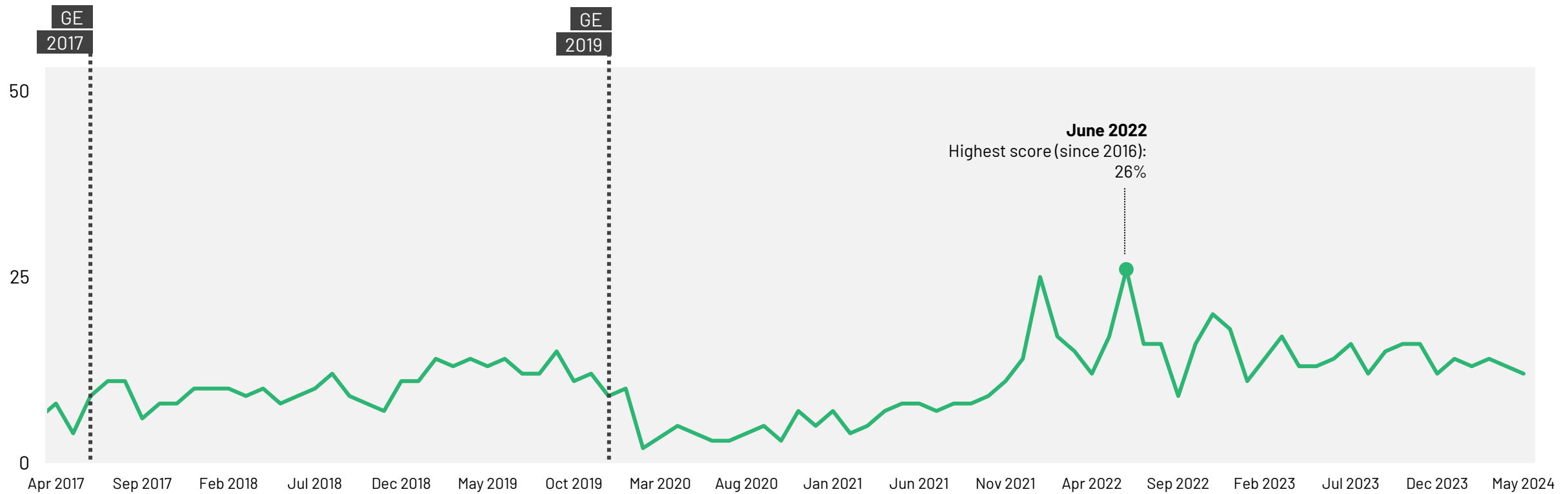


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

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

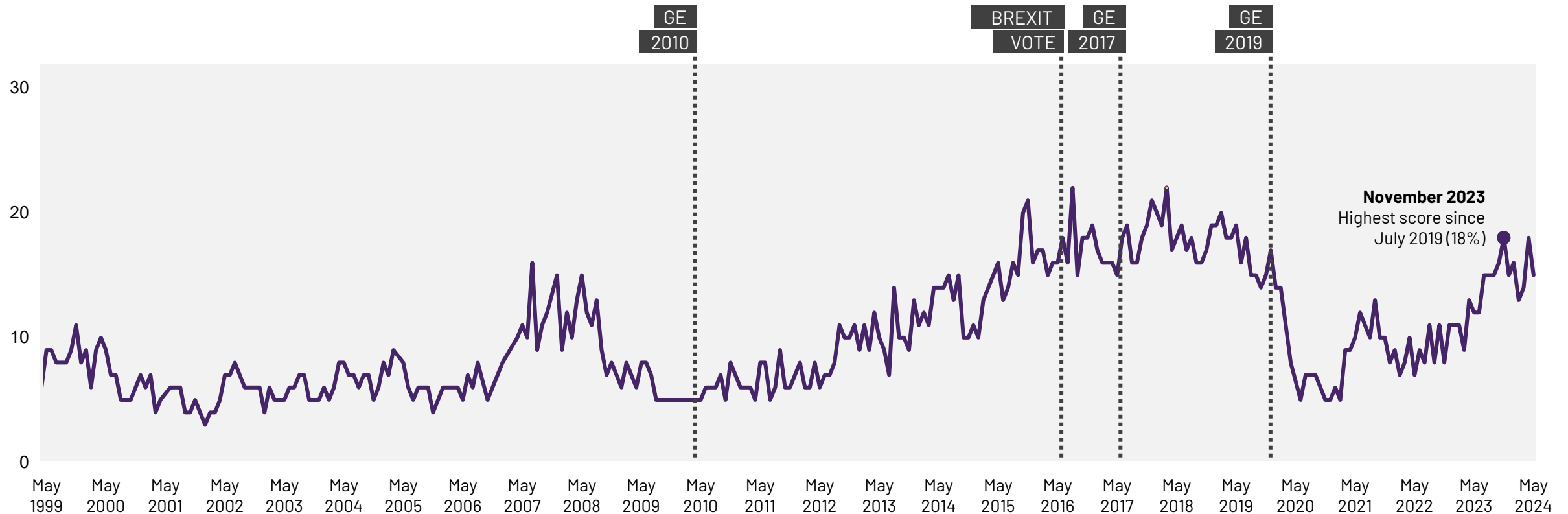


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

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

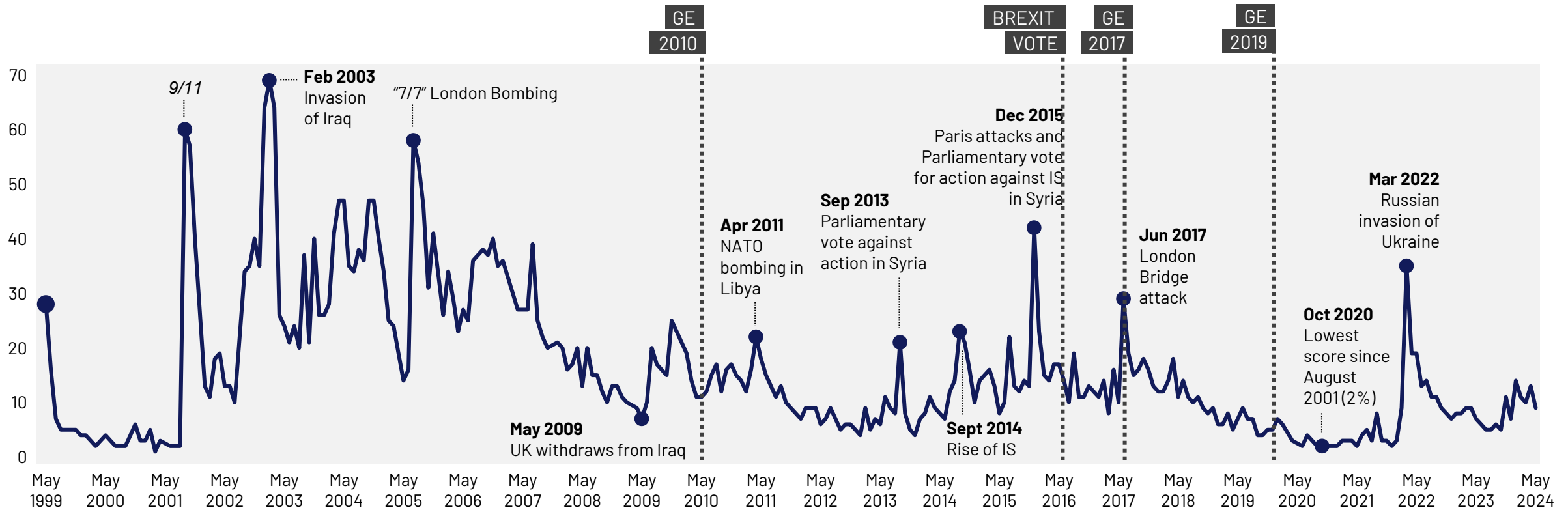


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/Foreign Affairs /International Terrorism

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

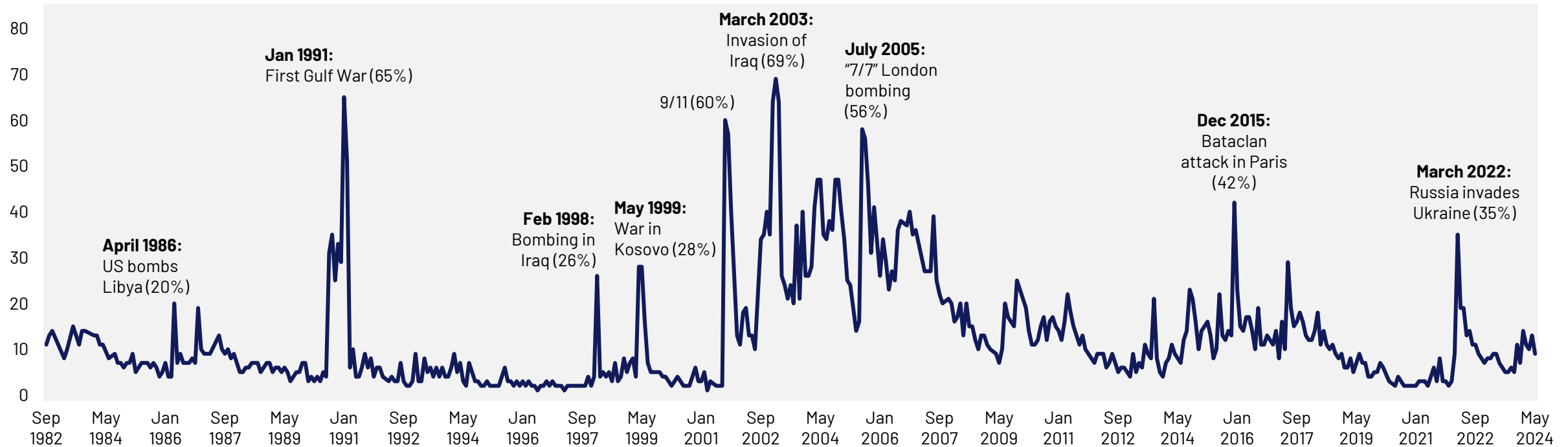


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/Foreign Affairs – Concern Since 1982

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

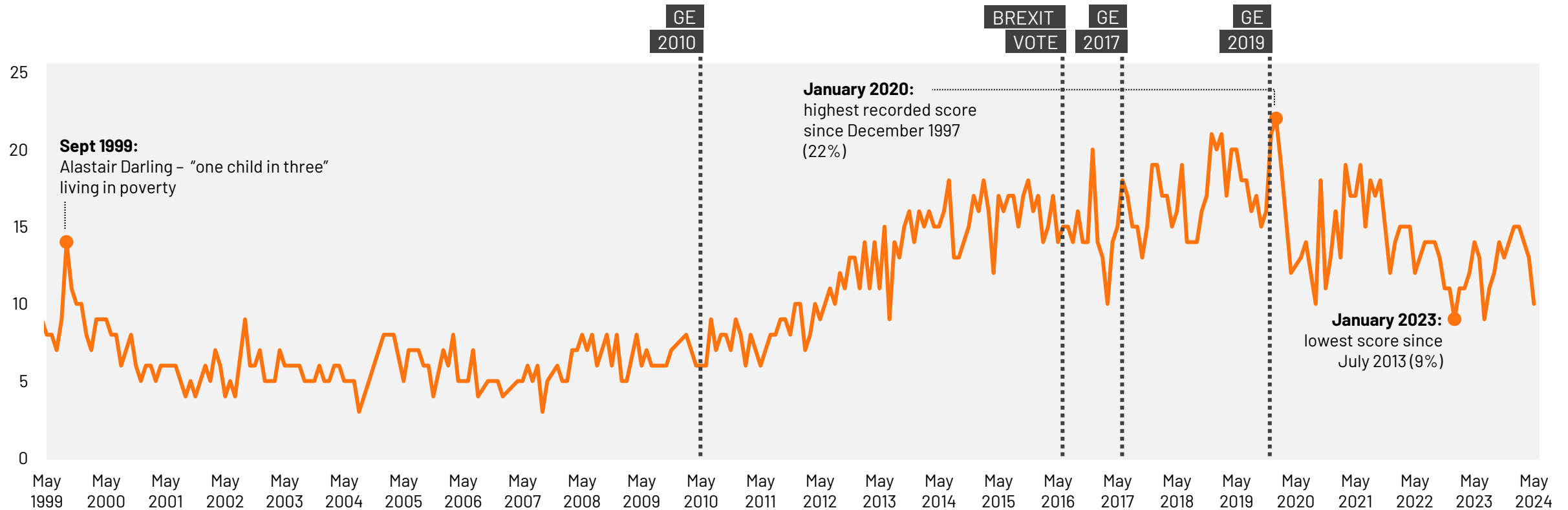


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/Inequality

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

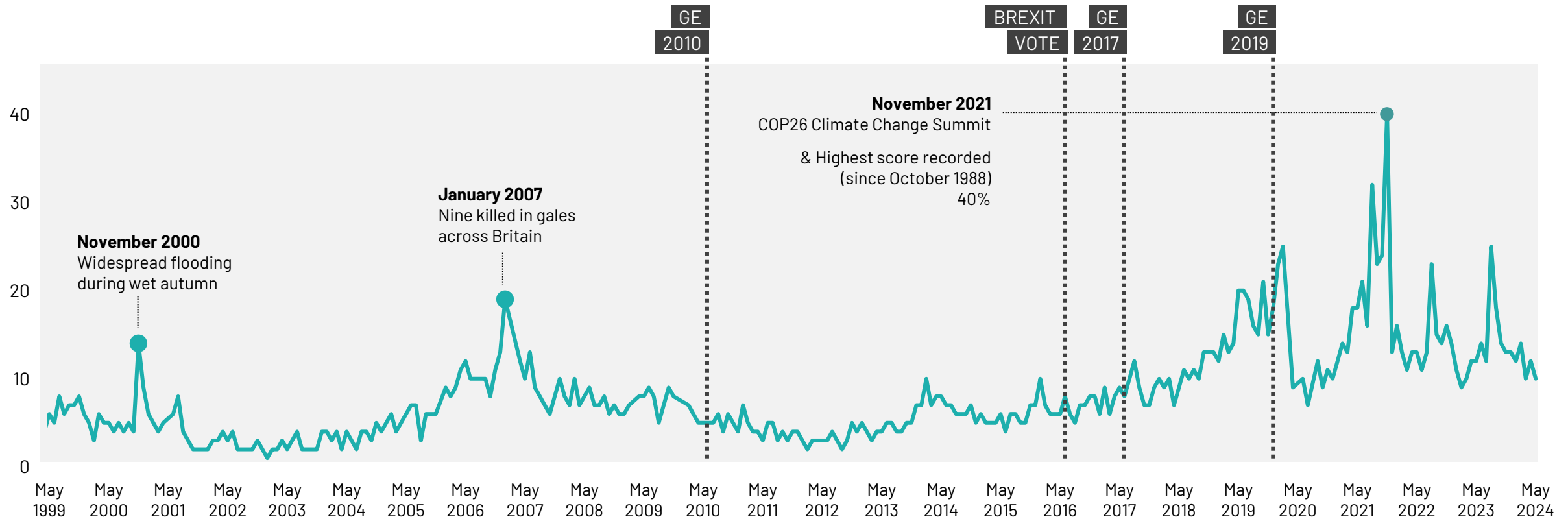


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution/Environment/Climate change

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

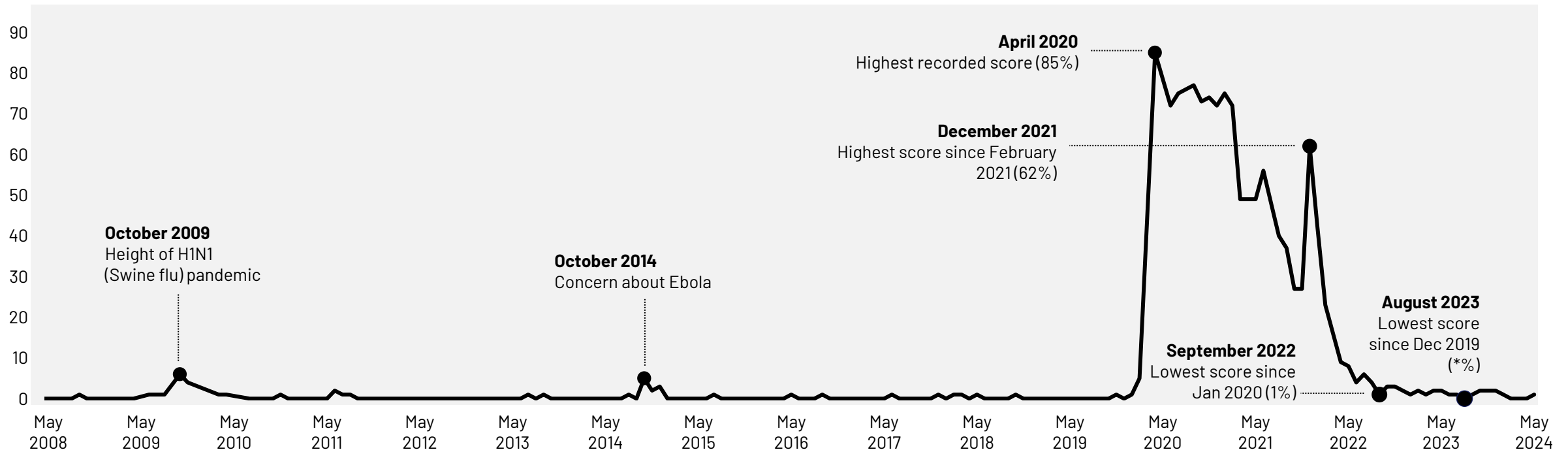


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

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

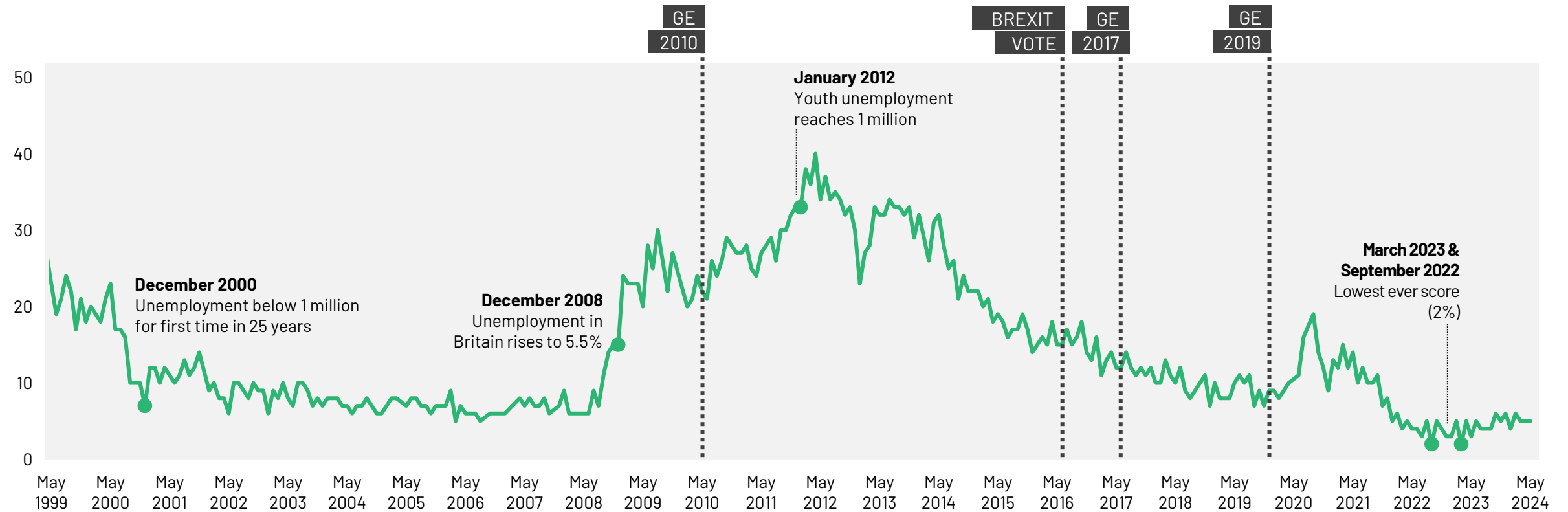


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

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

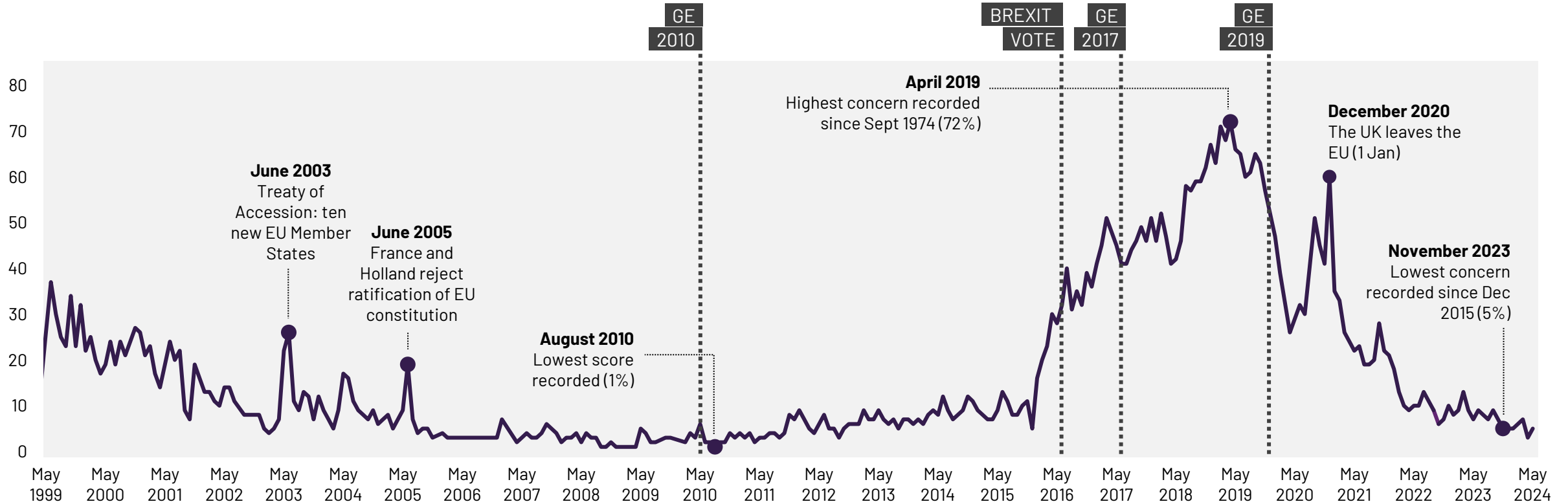


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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

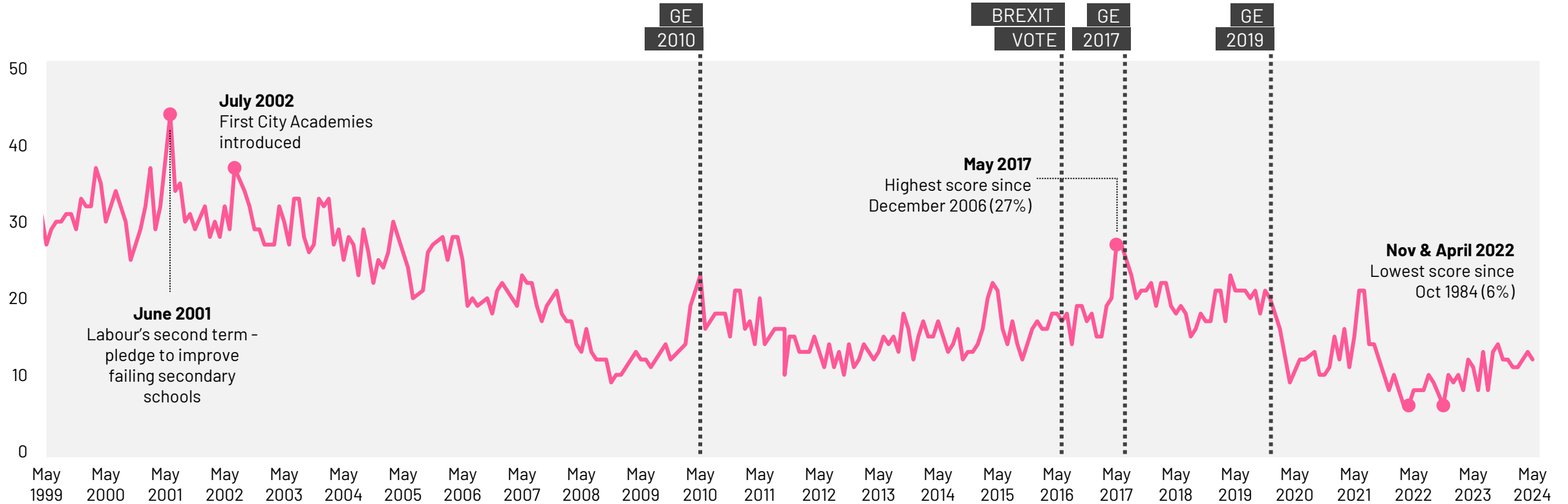


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education/Schools

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

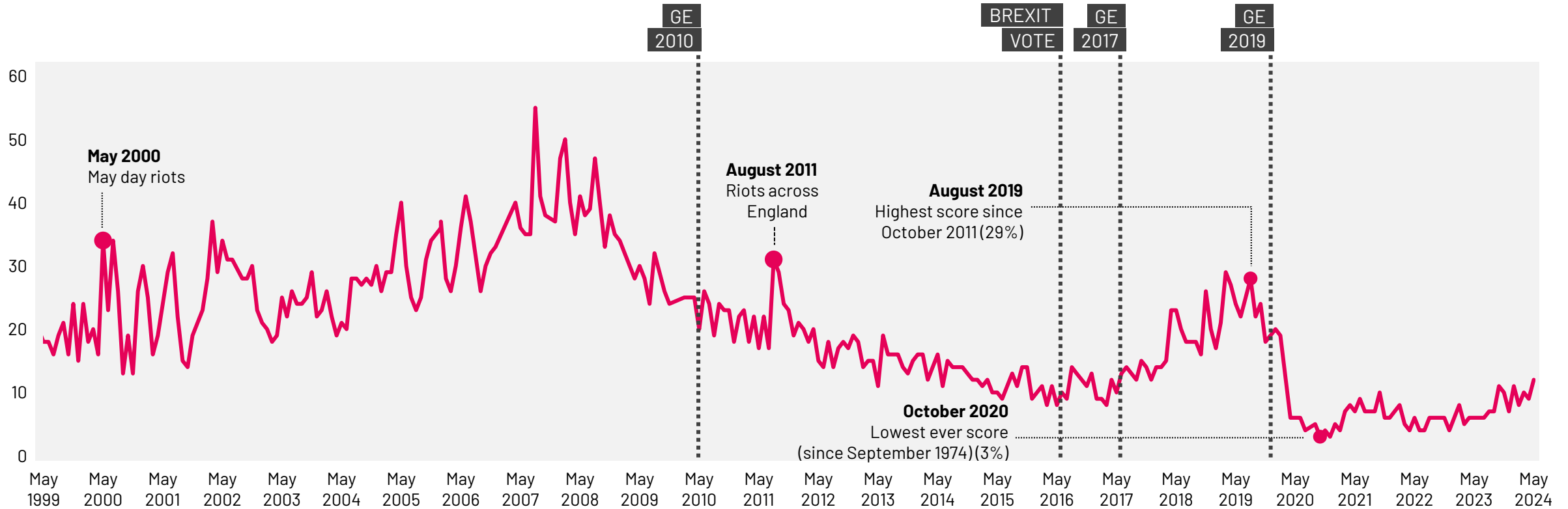


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime/Law & Order/Violence/Vandalism /ASB

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

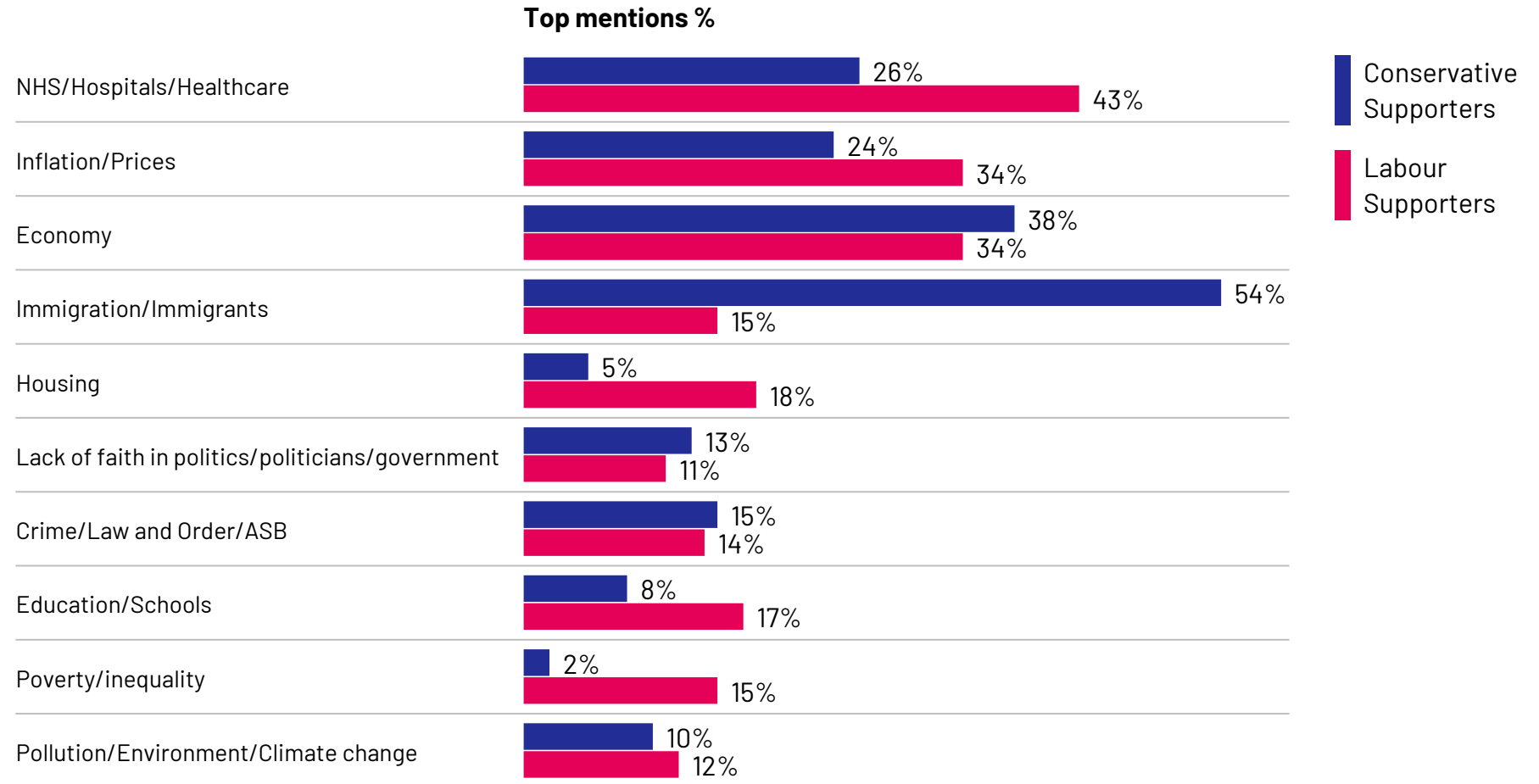


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

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

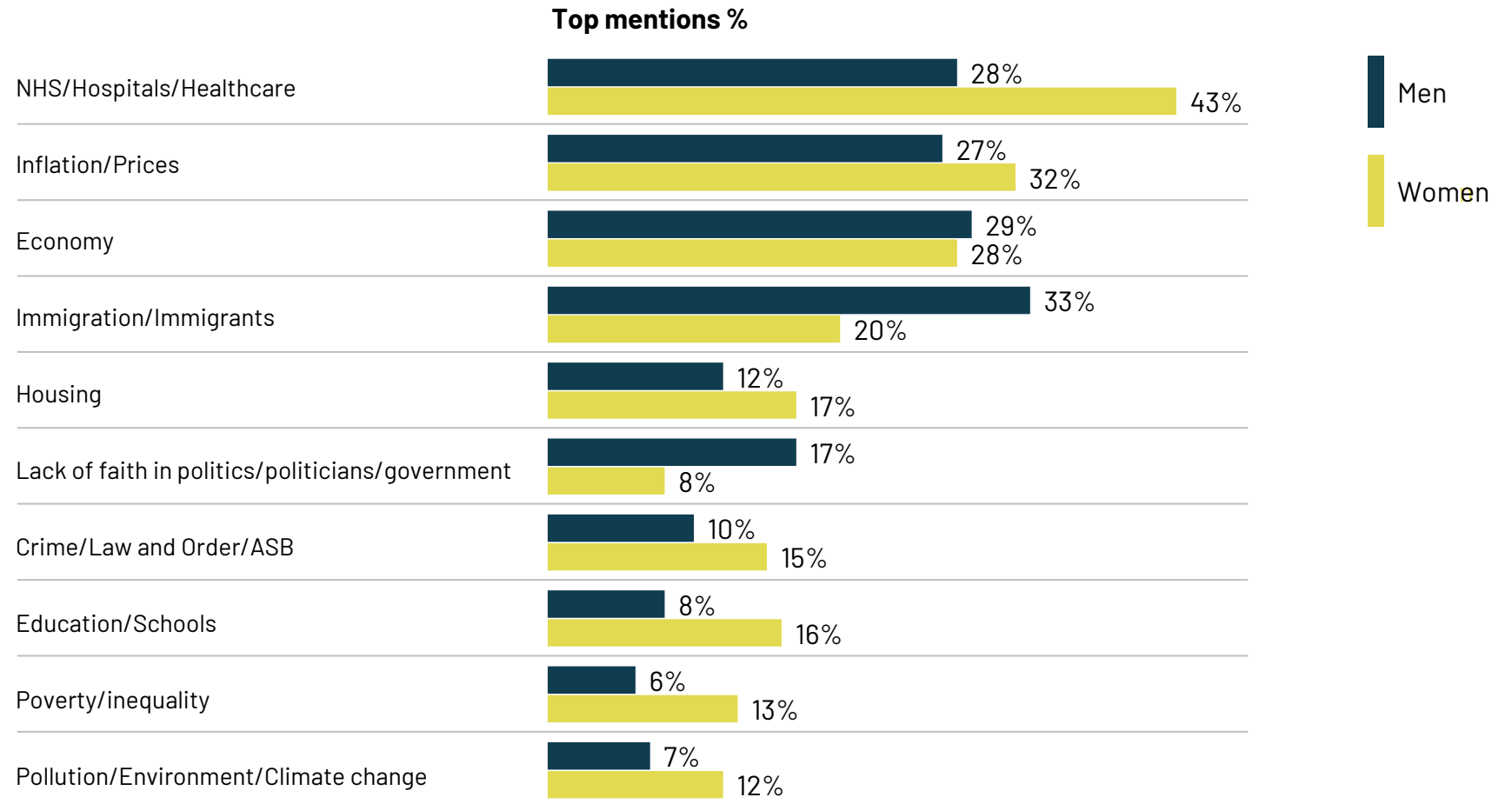


Base: 1,015 British adults 18+, 1 – 7 May 2024

Source: Ipsos Issues Index

Men and women

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

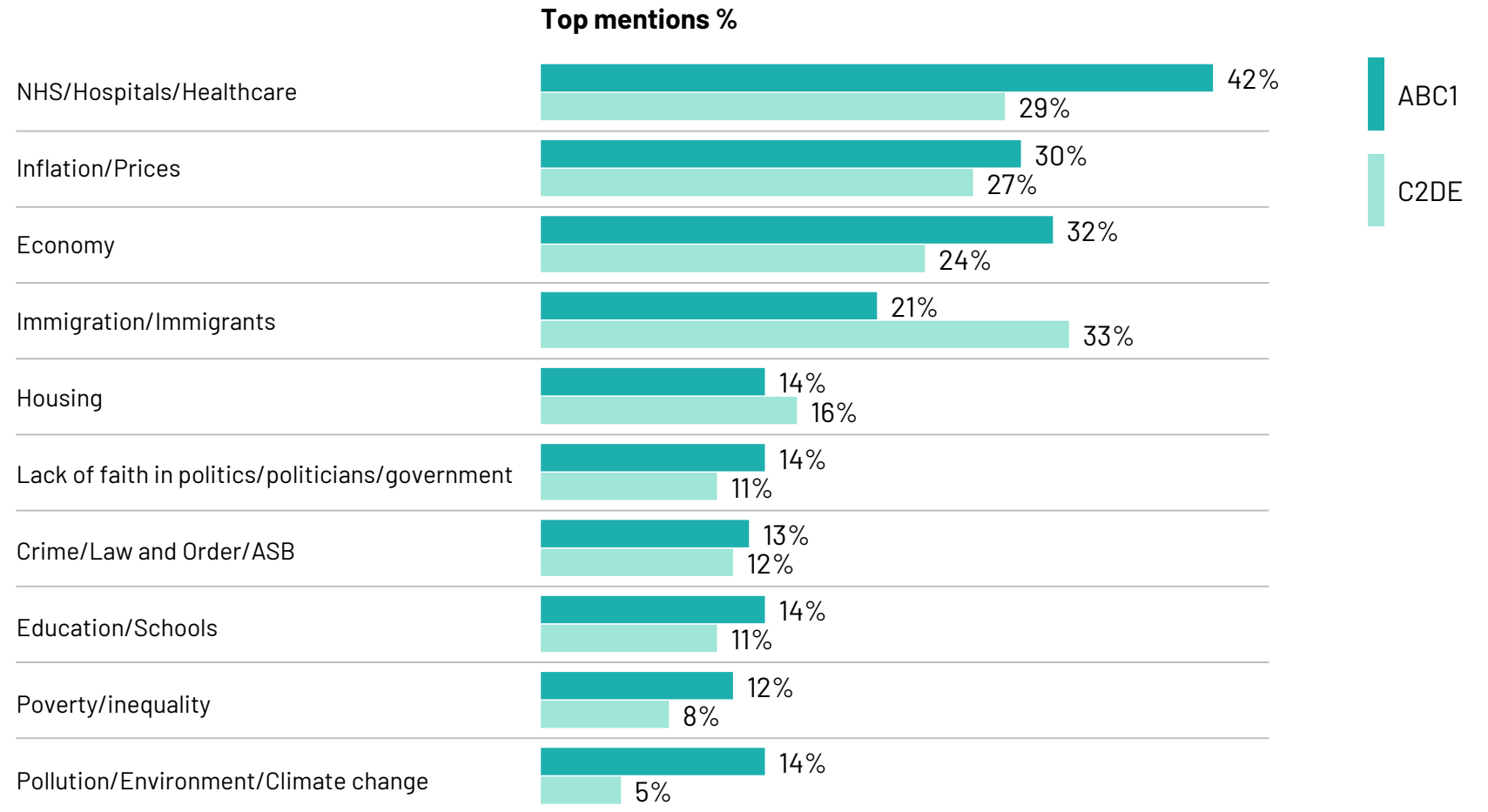


Base: 1,015 British adults 18+, 1 – 7 May 2024

Source: Ipsos Issues Index

Social grade

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

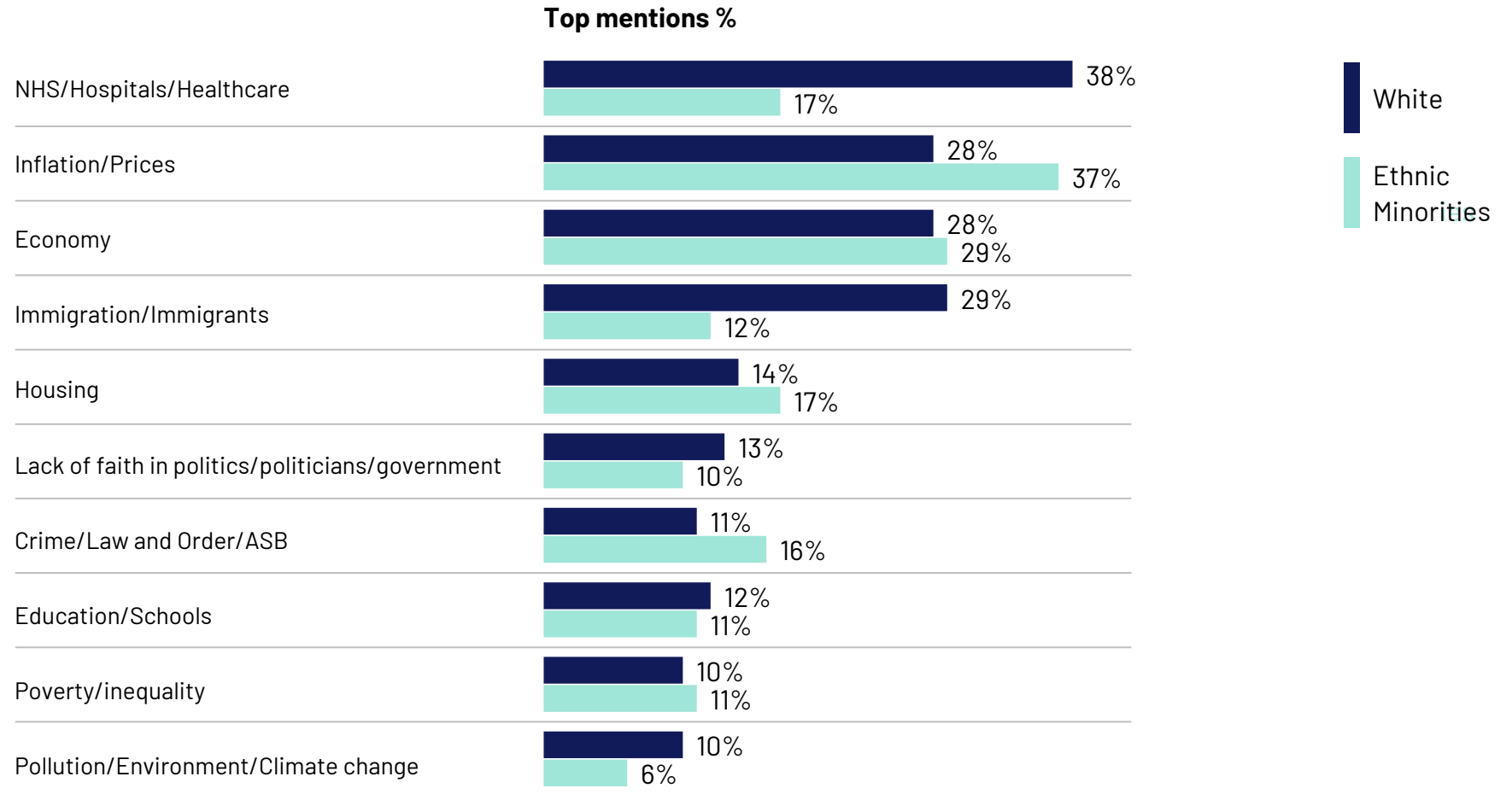


Base: 1,015 British adults 18+, 1 – 7 May 2024

Source: Ipsos Issues Index

Ethnic background

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

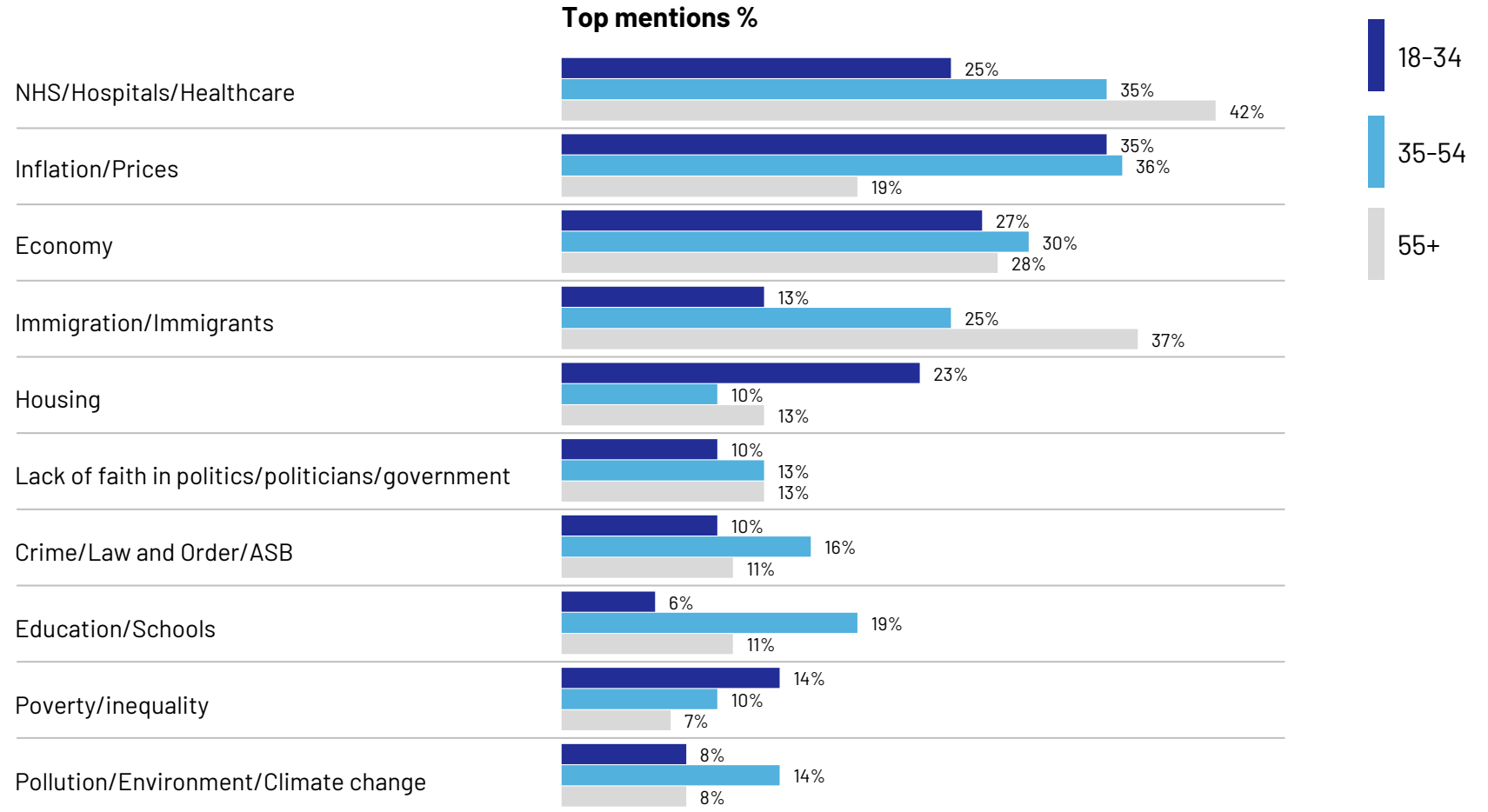


Base: 1,015 British adults 18+, 1 – 7 May 2024

Source: Ipsos Issues Index

Age group

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

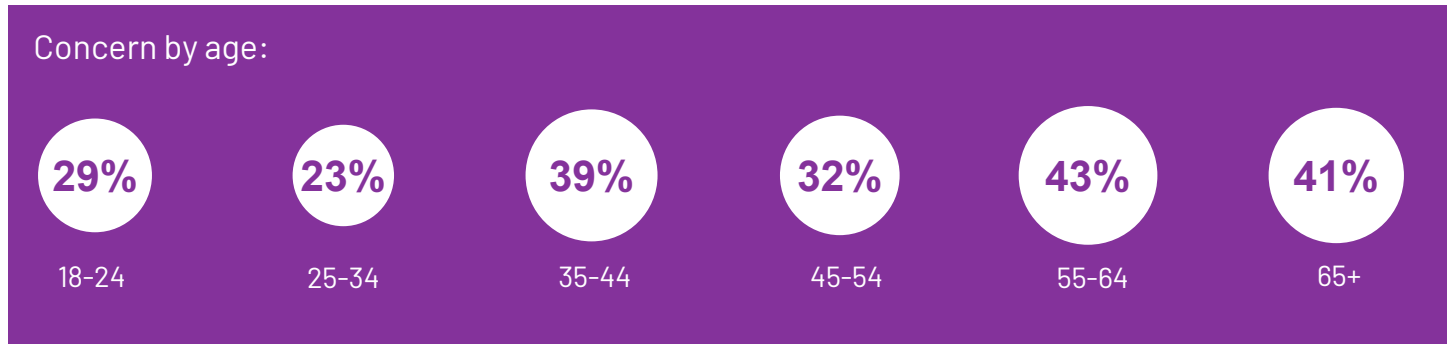
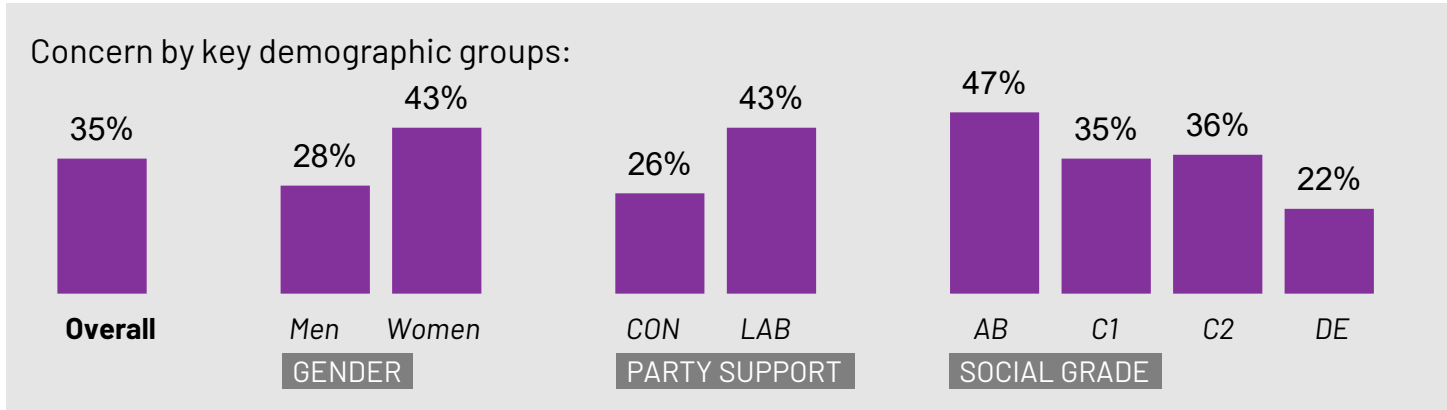


Base: 1,015 British adults 18+, 1 – 7 May 2024

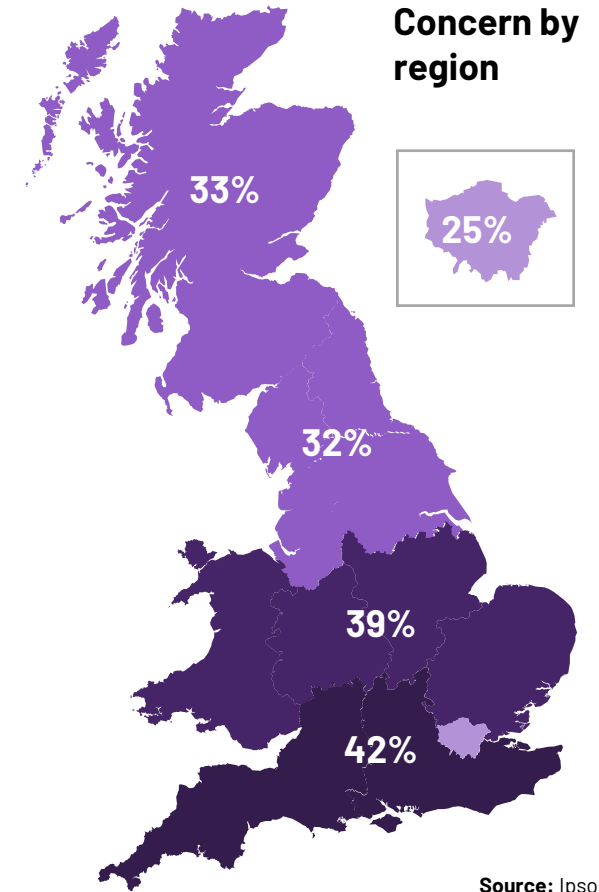
Source: Ipsos Issues Index

Concern about the NHS by subgroup

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



Base: 1,015 British adults 18+, 1 – 7 May 2024

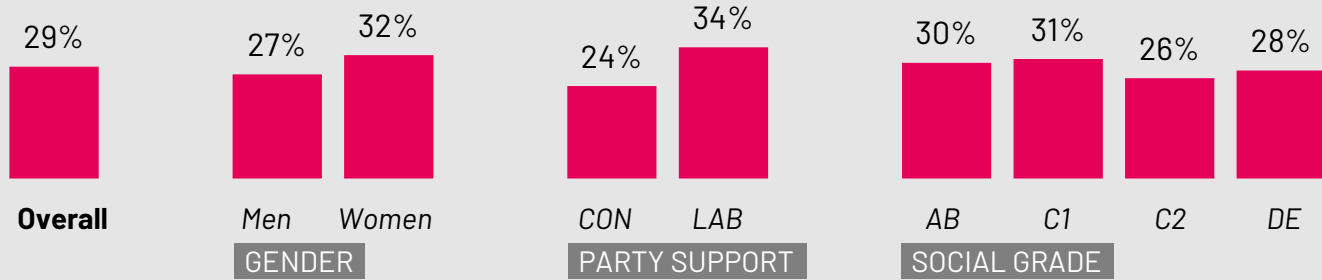


Source: Ipsos Issues Index

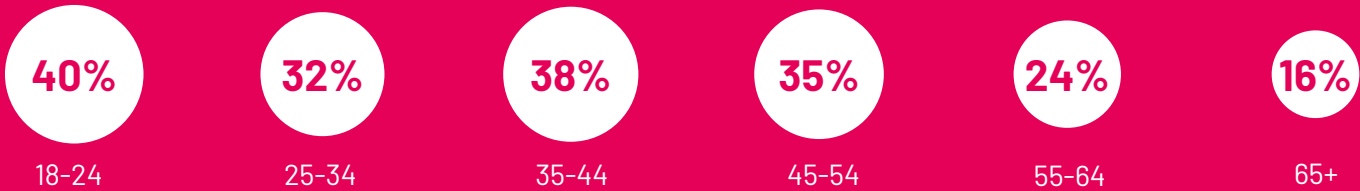
Concern about inflation/prices by subgroup

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

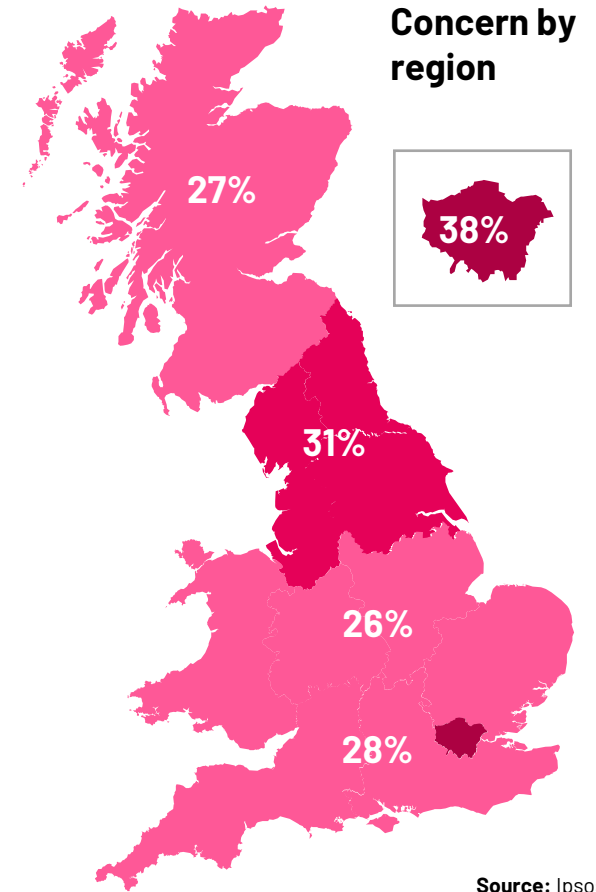
Concern by key demographic groups:



Concern by age:



Base: 1,015 British adults 18+, 1 – 7 May 2024

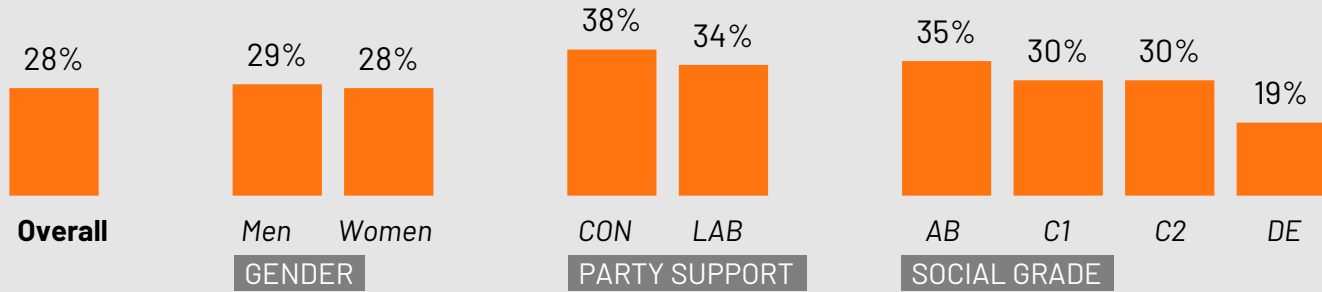


Source: Ipsos Issues Index

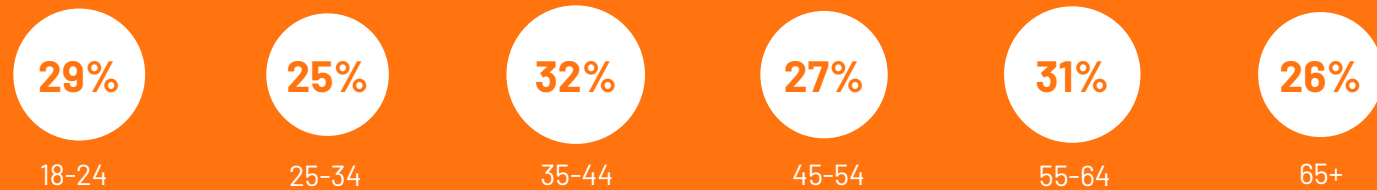
Concern about the economy by subgroup

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

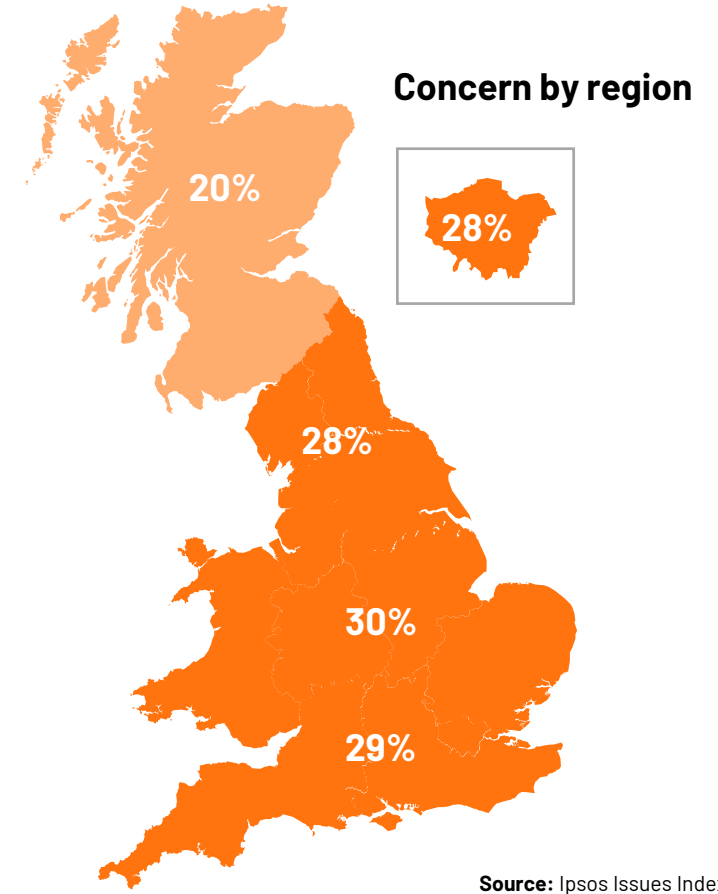
Concern by key demographic groups:



Concern by age:



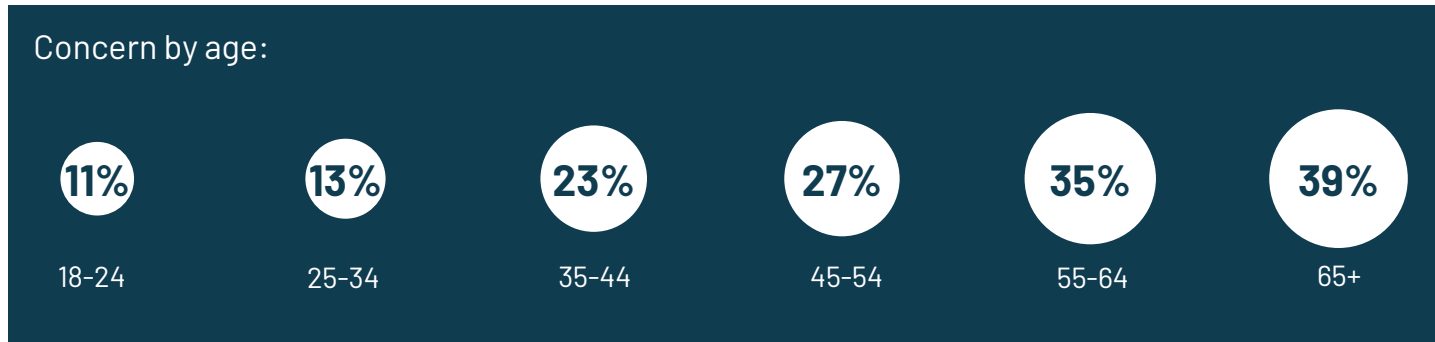
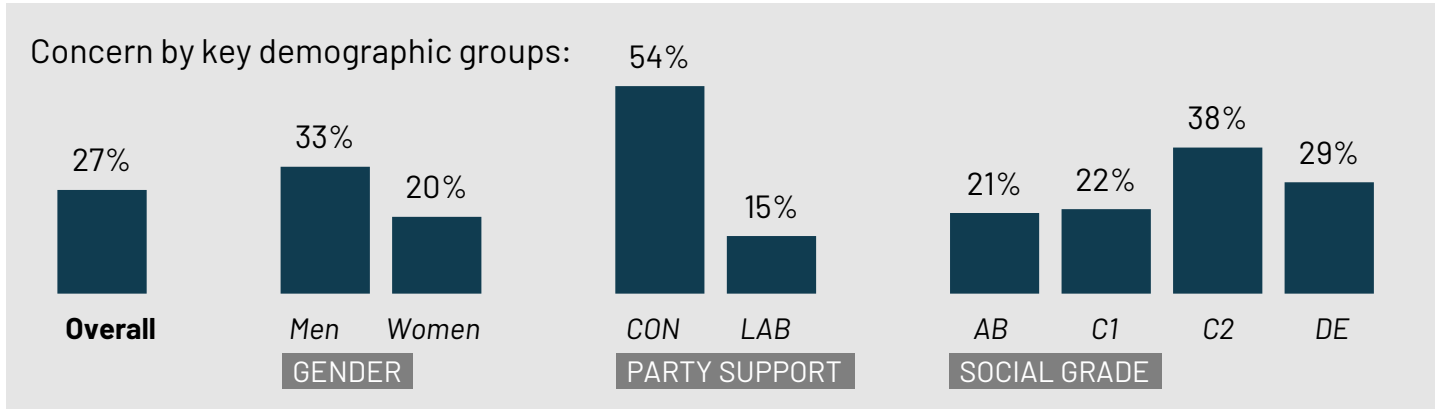
Base: 1,015 British adults 18+, 1-7 May 2024



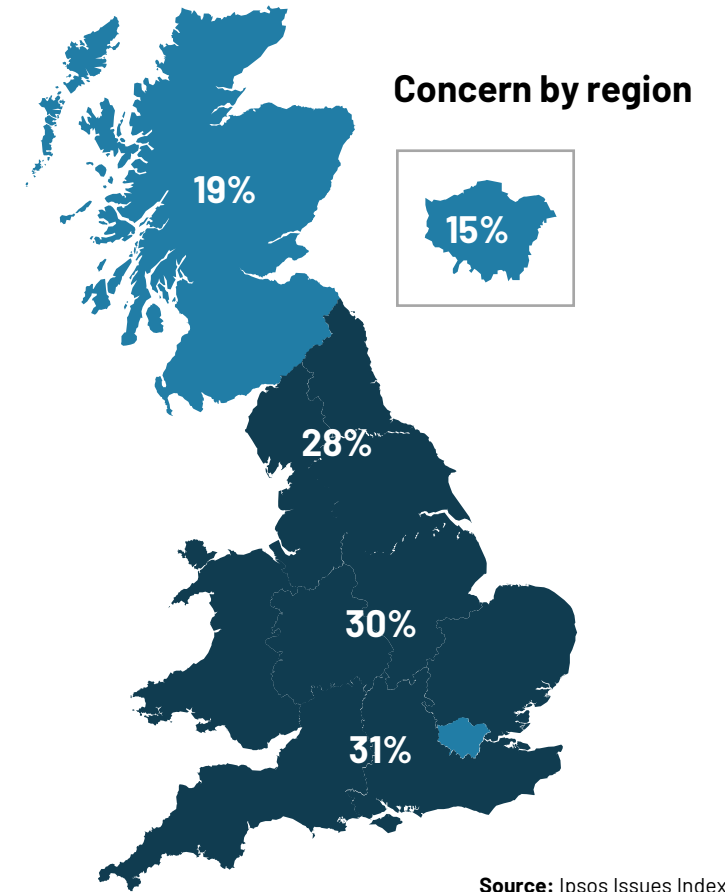
Source: Ipsos Issues Index

Concern about immigration by subgroup

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



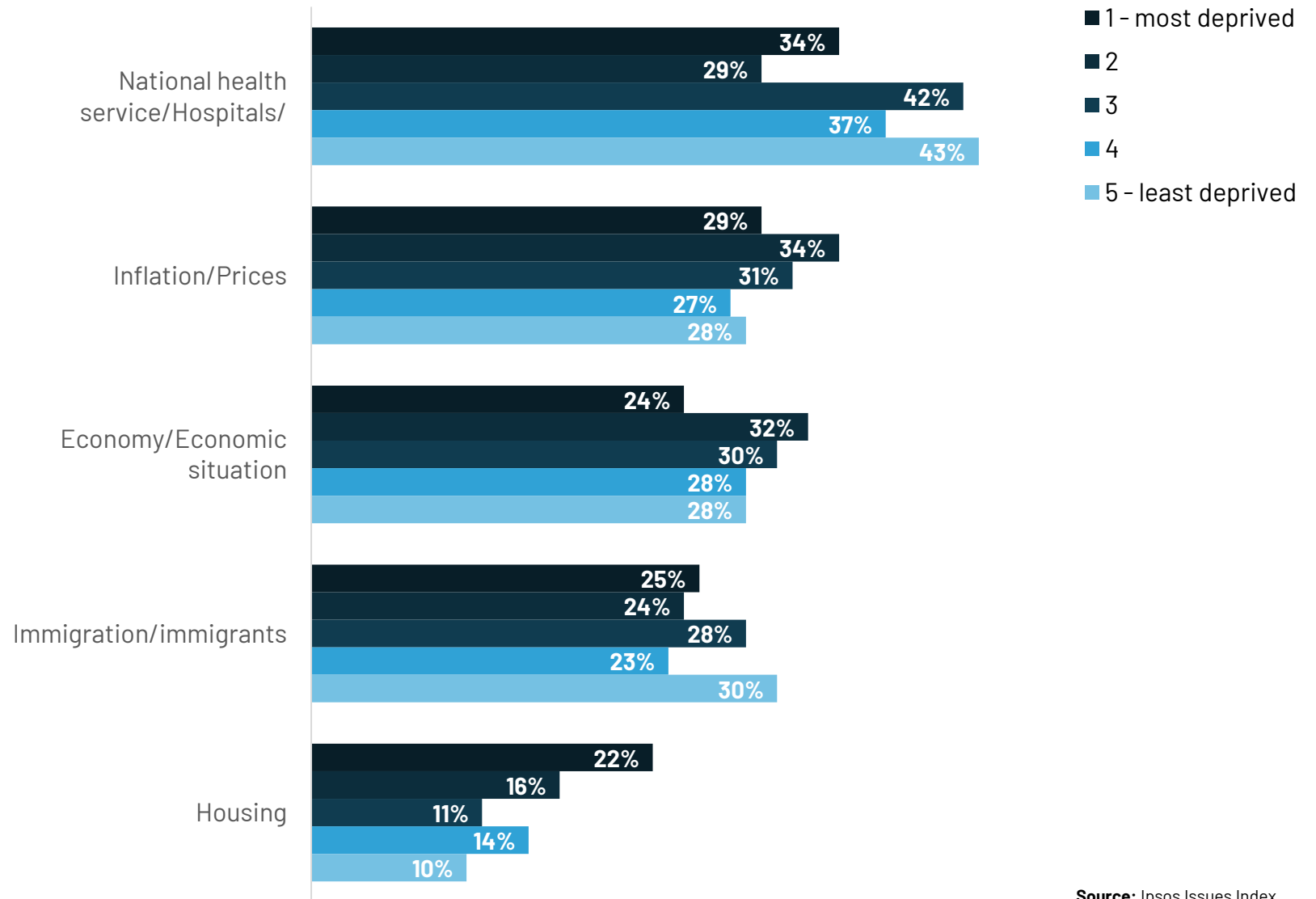
Base: 1,015 British adults 18+, 1 – 7 May 2024



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: 1,015 British adults 18+, 1 - 7 May 2024

IPSOS

Issues Index May 2024

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Michael Clemence

Engagement Lead

michael.clemence@ipsos.com

Laura King

Research Executive

laura.king@ipsos.com