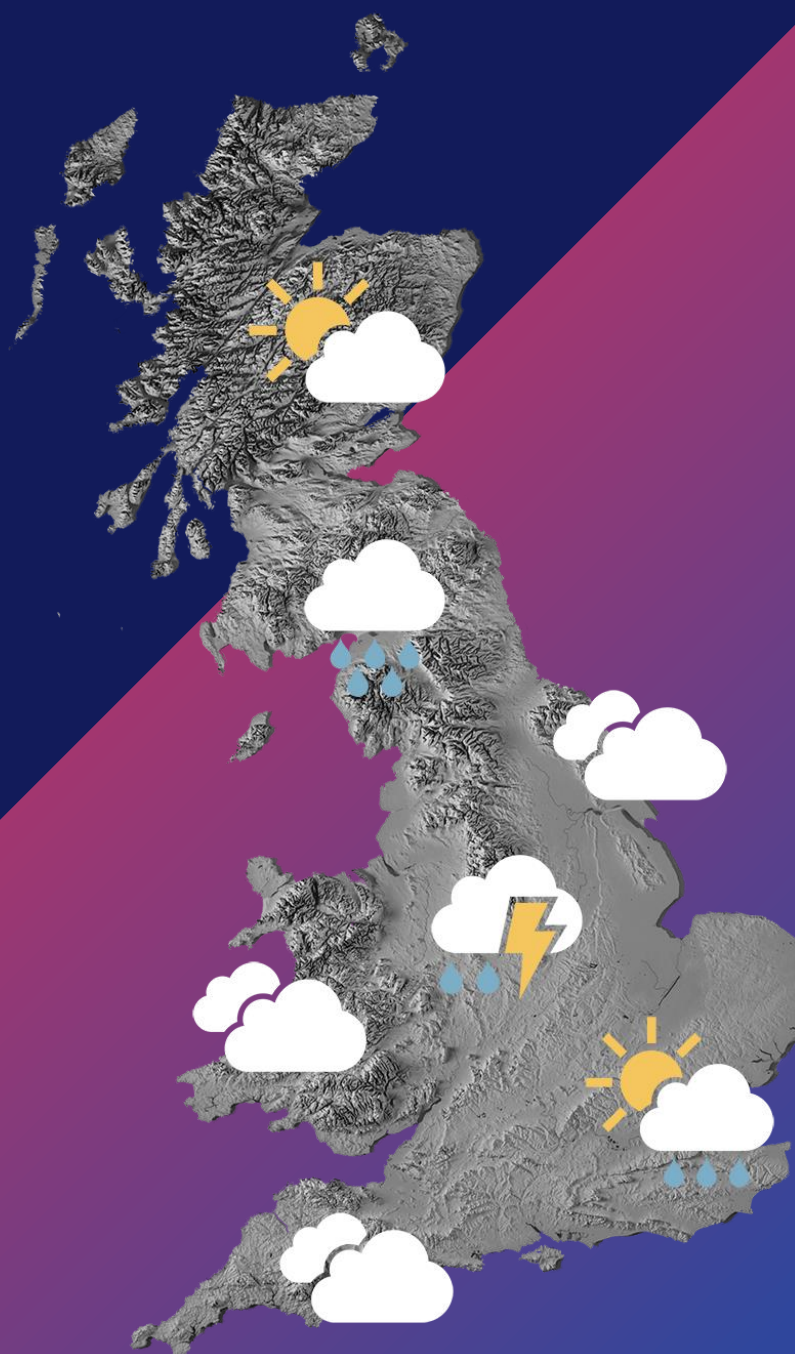


# Ipsos Issues Index

June 2024



# June 2024

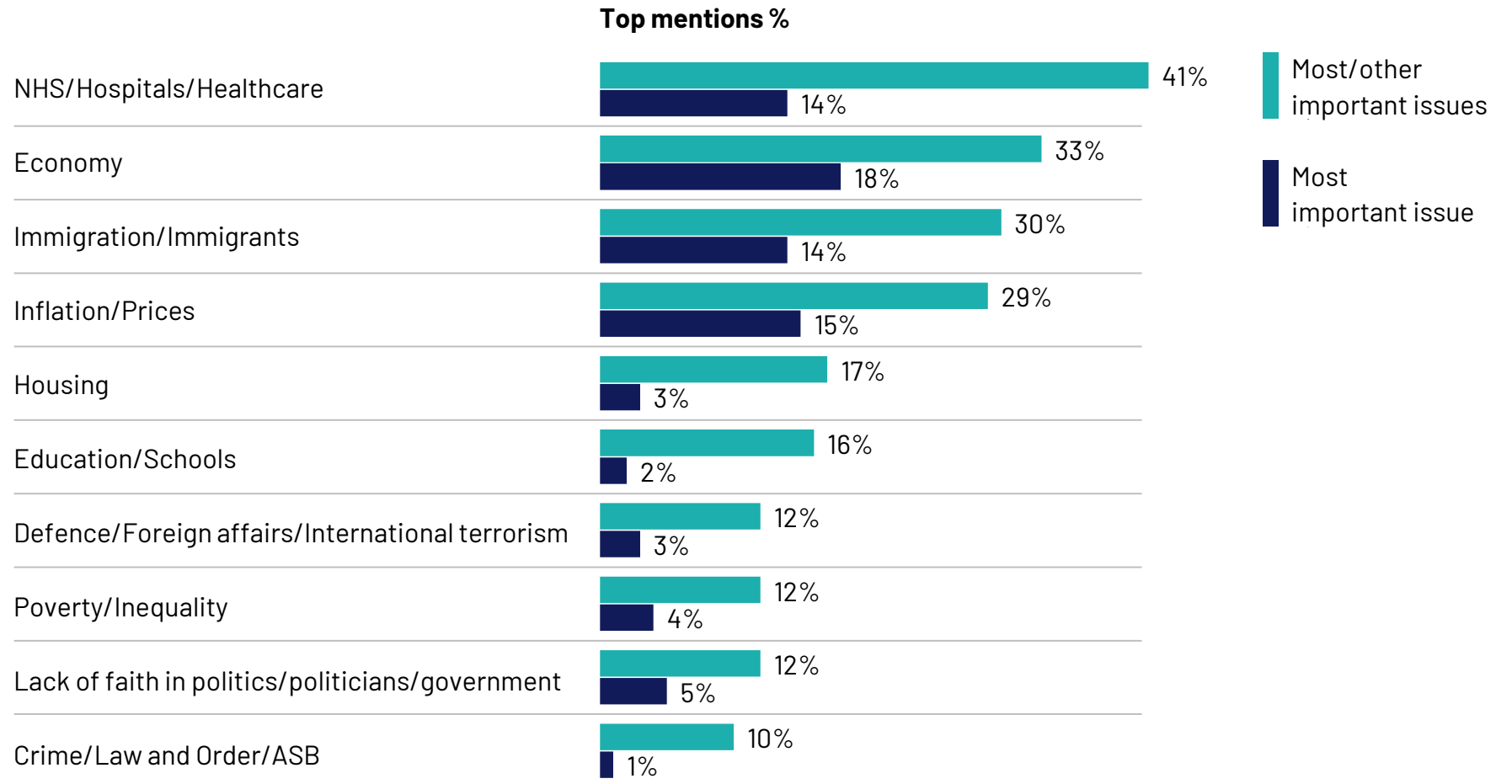
What do you see as the most/other important issues facing Britain today?

	Top mentions %	Change since May:	
		%	Position
NHS/Hospitals/Healthcare	41%	+6	—
Economy	33%	+5	+1 ▲
Immigration/Immigrants	30%	+3	+1 ▲
Inflation/Prices	29%	-	-2 ▼
Housing	17%	+2	—
Education/Schools	16%	+4	—
Defence/Foreign affairs/International terrorism	12%	+3	+4 ▲
Poverty/Inequality	12%	+2	+2 ▲
Lack of faith in politics/politicians/government	12%	-	-1 ▼
Crime/Law and Order/ASB	10%	-2	-4 ▼

Base: 1,000 British adults 18+, 5 - 11 June 2024

# June 2024

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



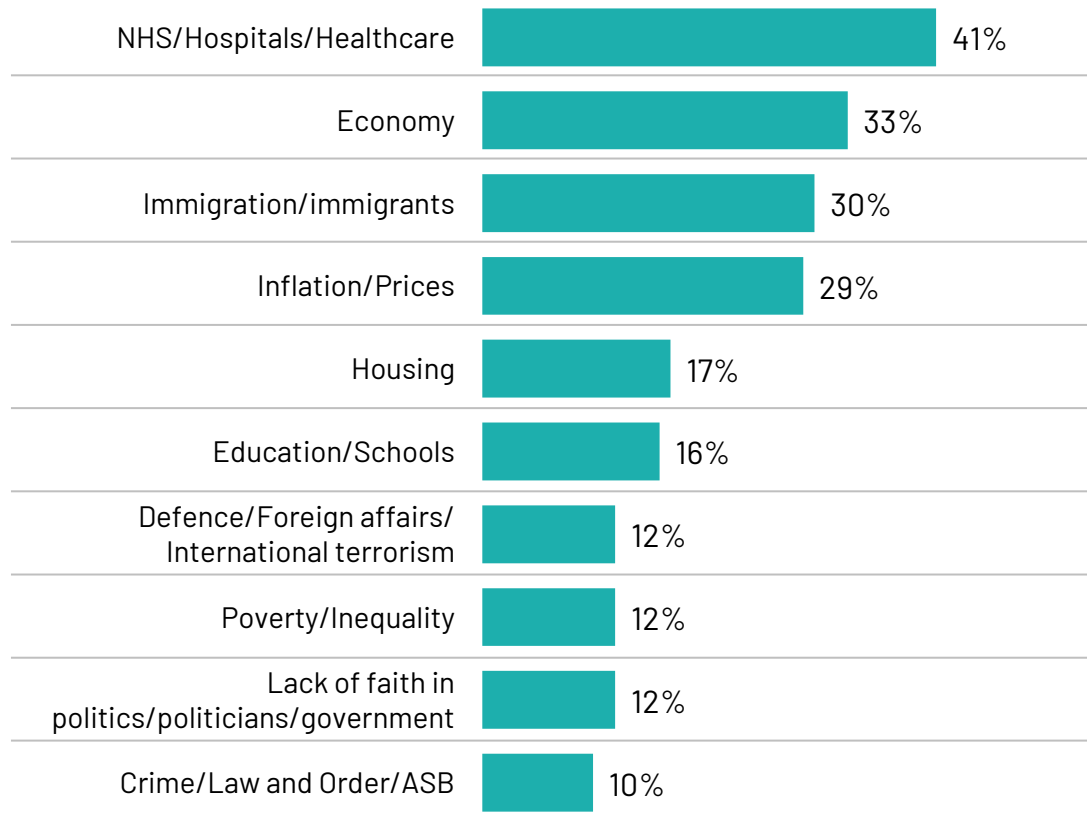
Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index

# Top ten concerns: June 2024 vs November 2019

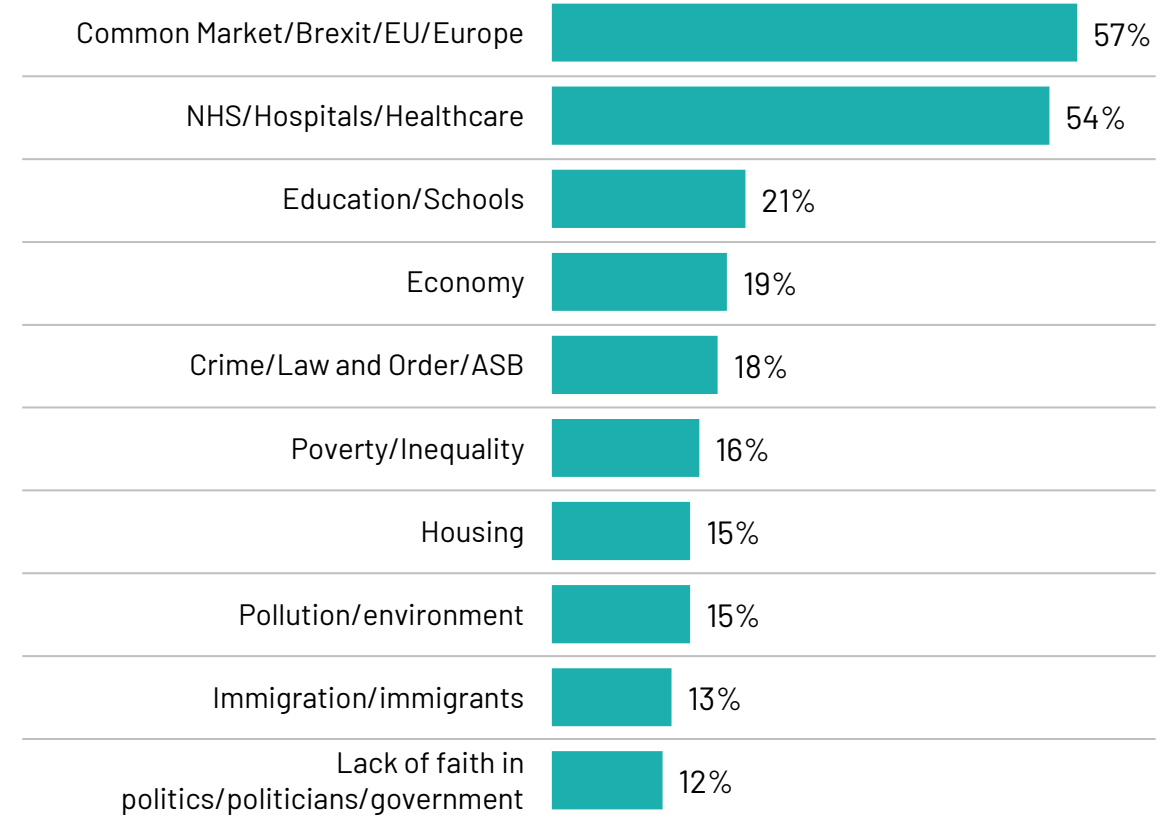
What do you see as the most/other important issues facing Britain today?

## June 2024



Base: 1,000 British adults 18+, 5 - 11 June 2024

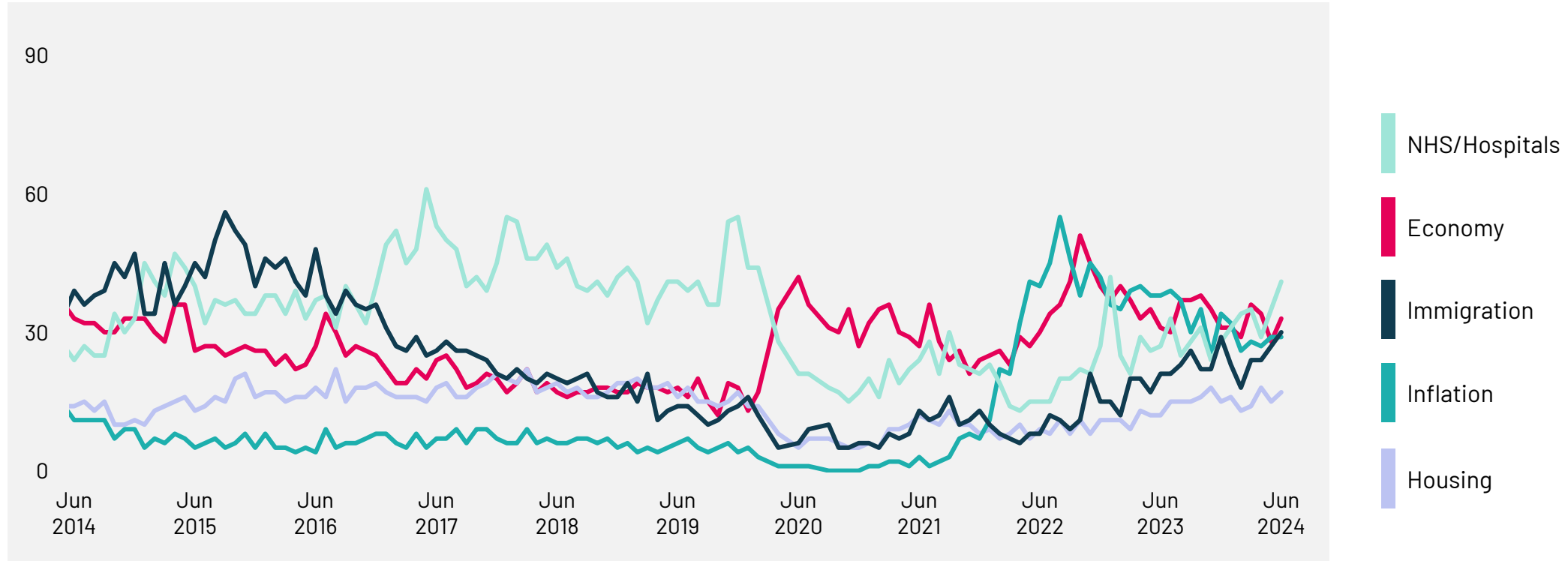
## November 2019



Base: 1,010 British adults 18+, 8 - 24 November 2019

# Top five concerns for June 2024: trend data

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

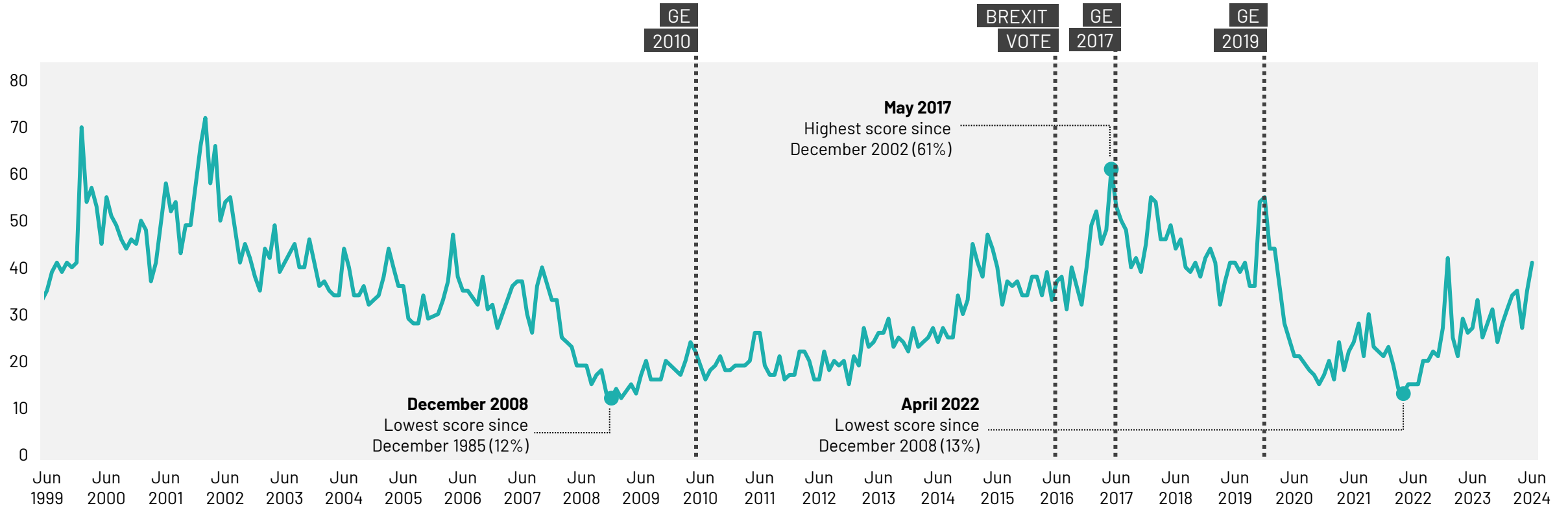


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# NHS/Hospitals/Healthcare

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

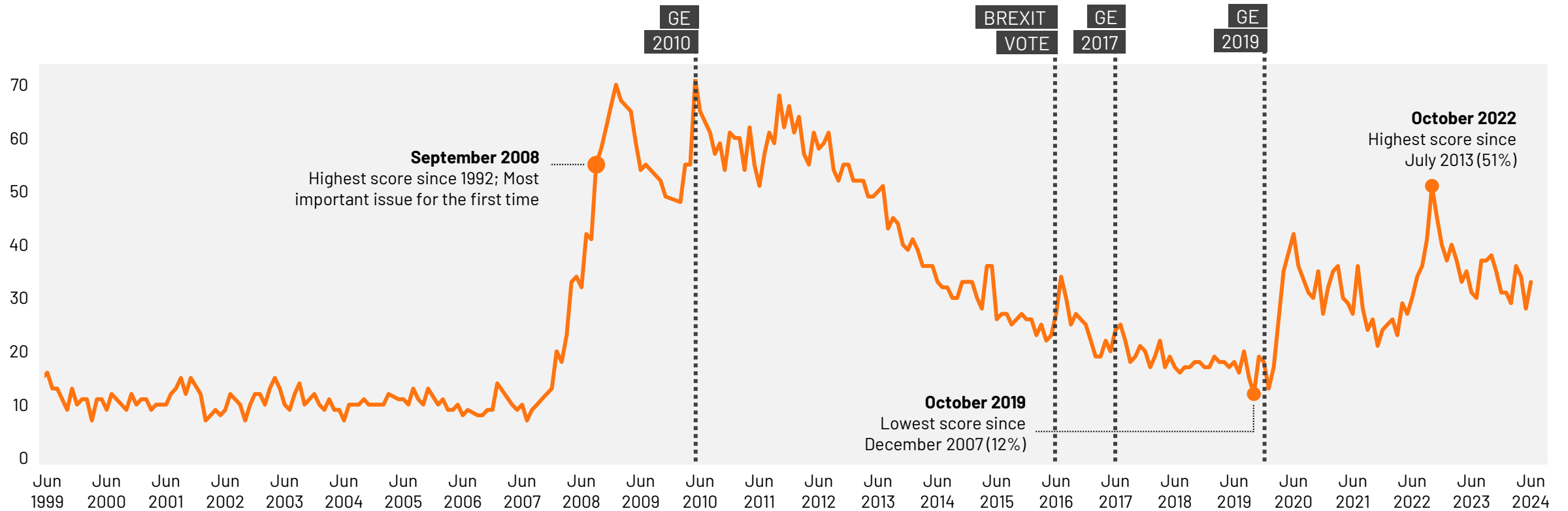


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Economy / Economic situation

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

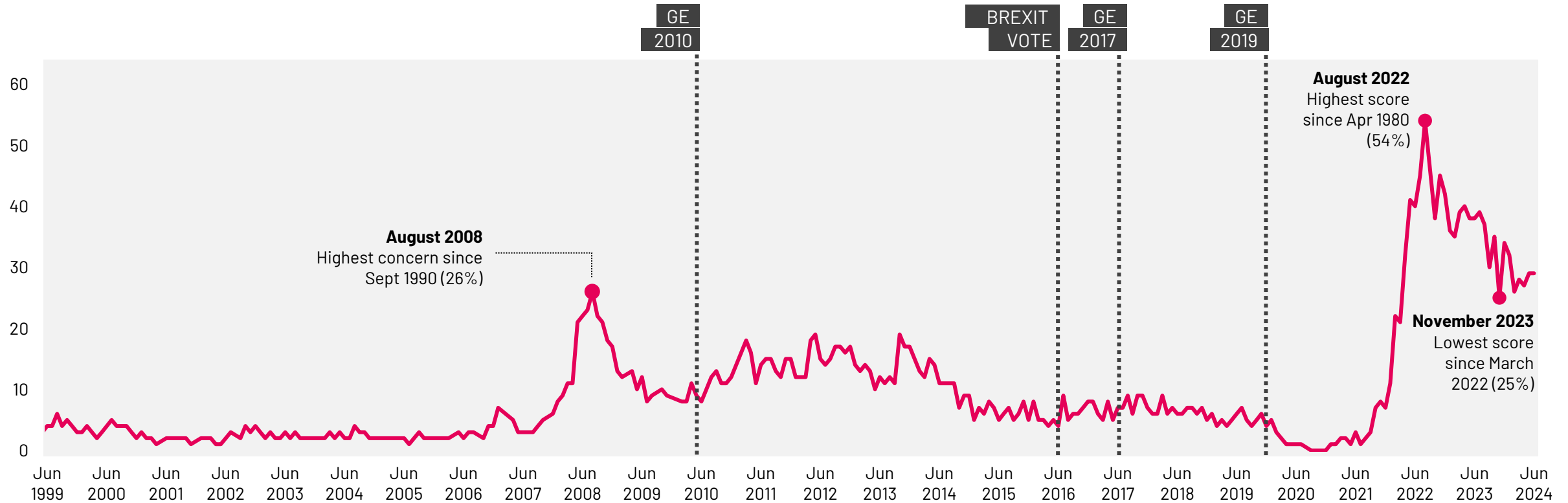


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Inflation/prices

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



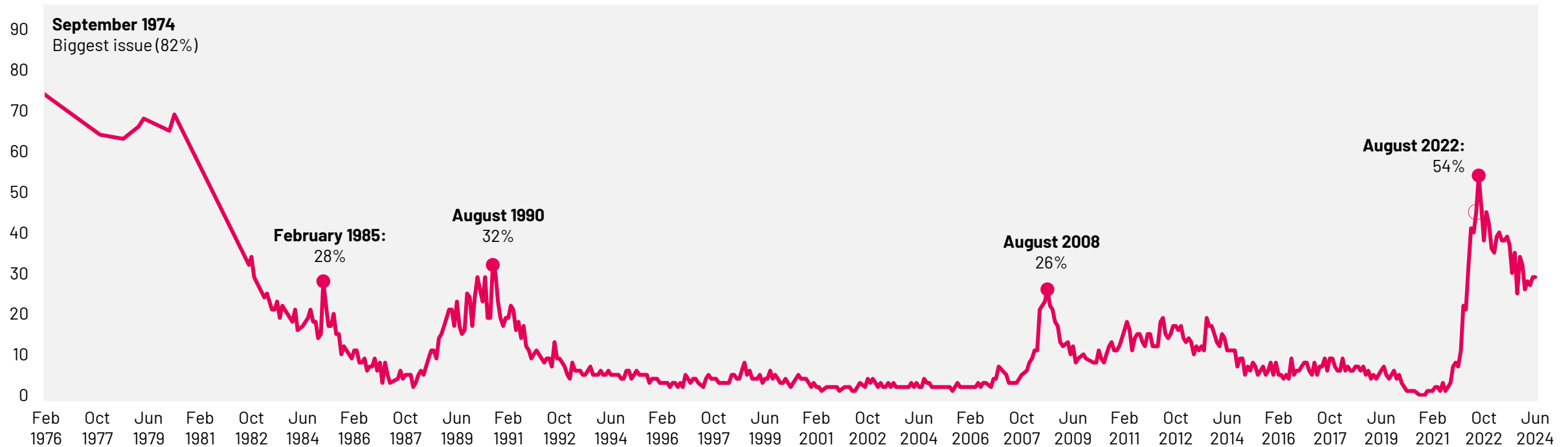
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Inflation/prices – concern since 1974

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

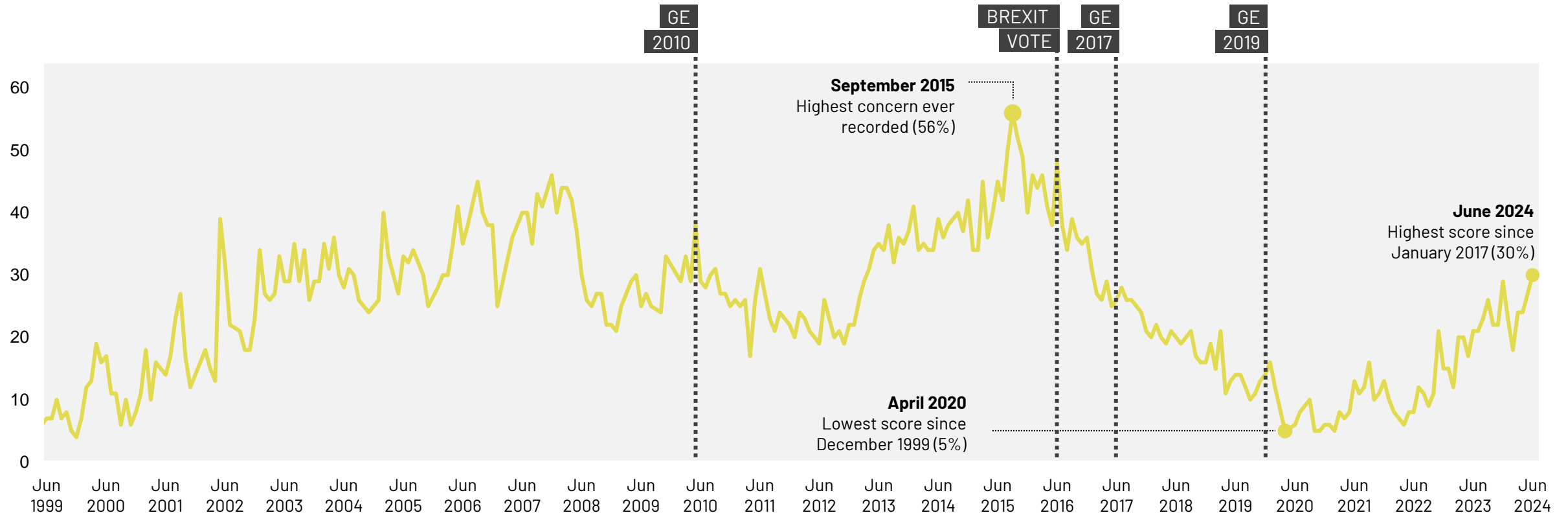


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Immigration/Immigrants

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

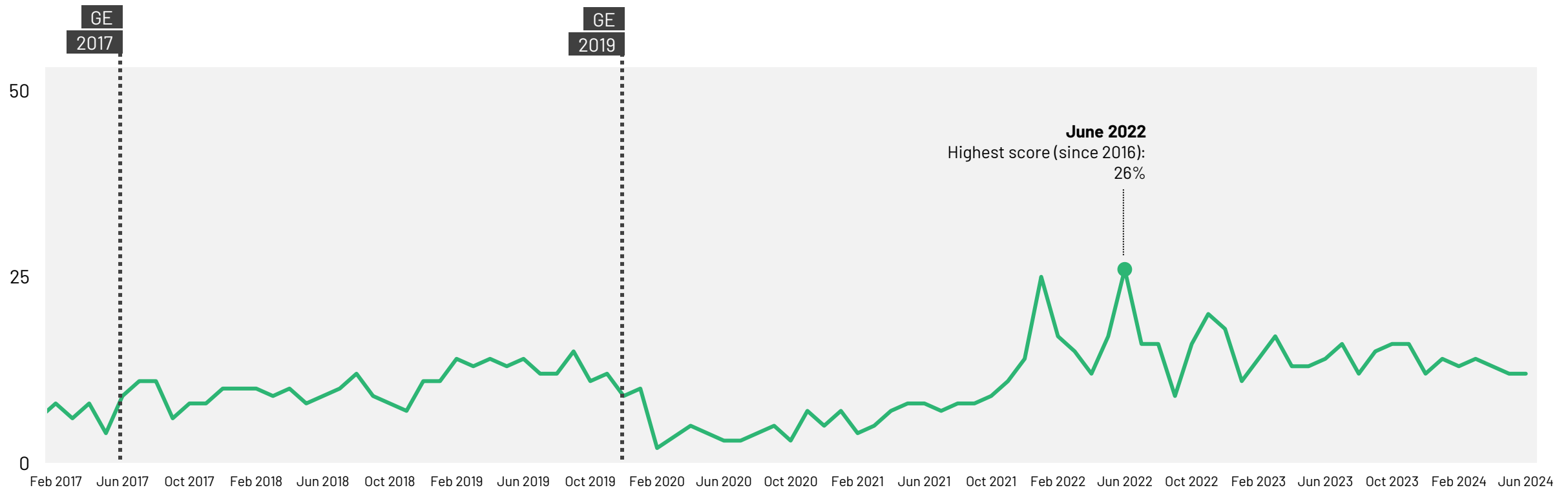


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Lack of faith in politicians/politics

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

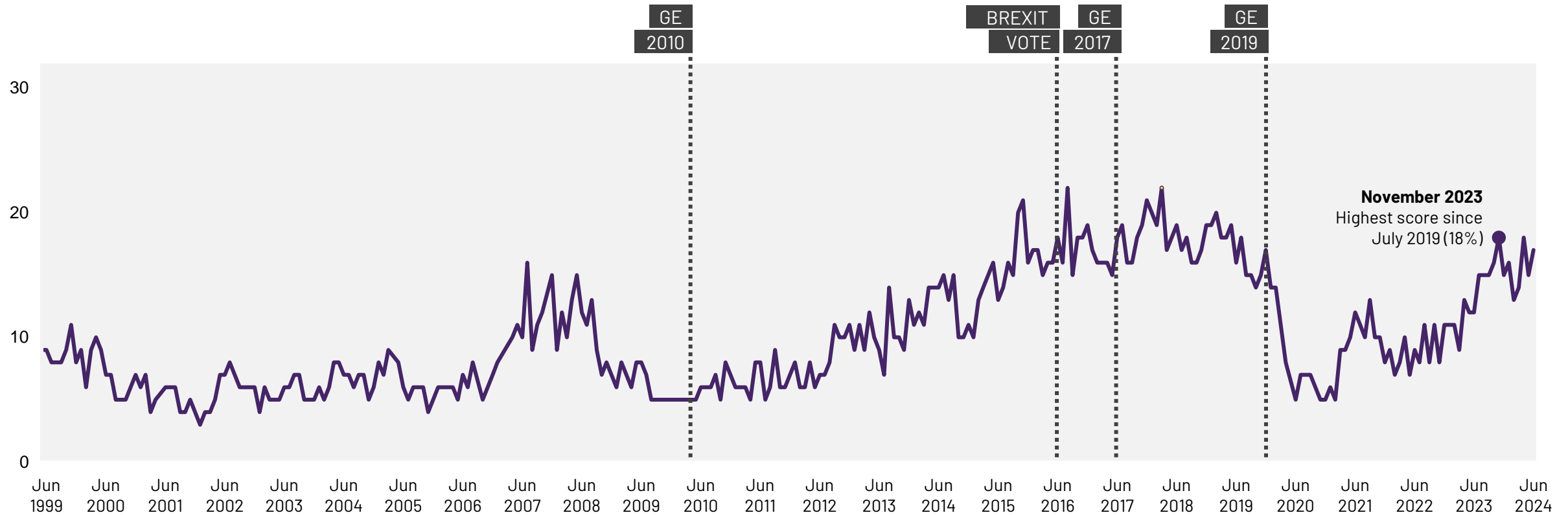


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Housing

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

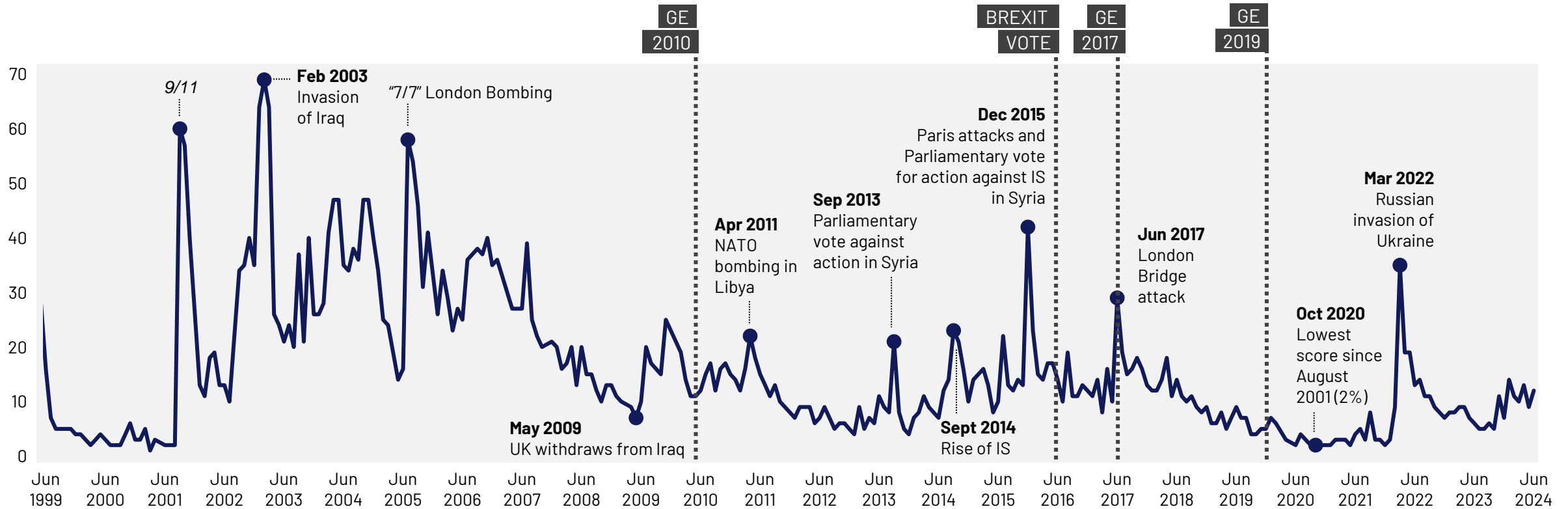


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Defence/Foreign Affairs /International Terrorism

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

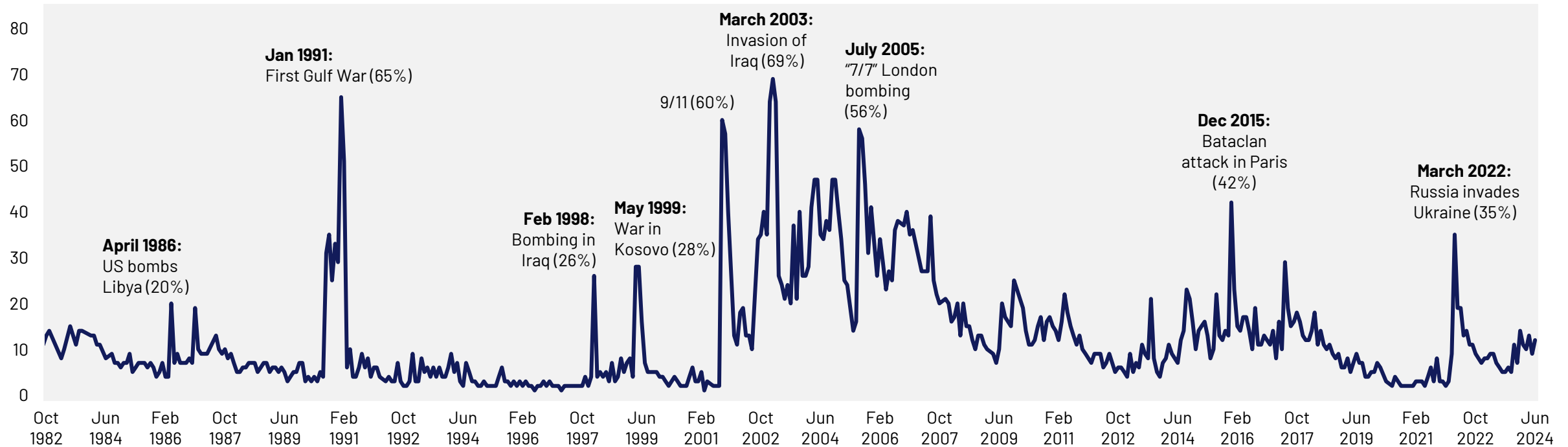


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Defence/Foreign Affairs – Concern Since 1982

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

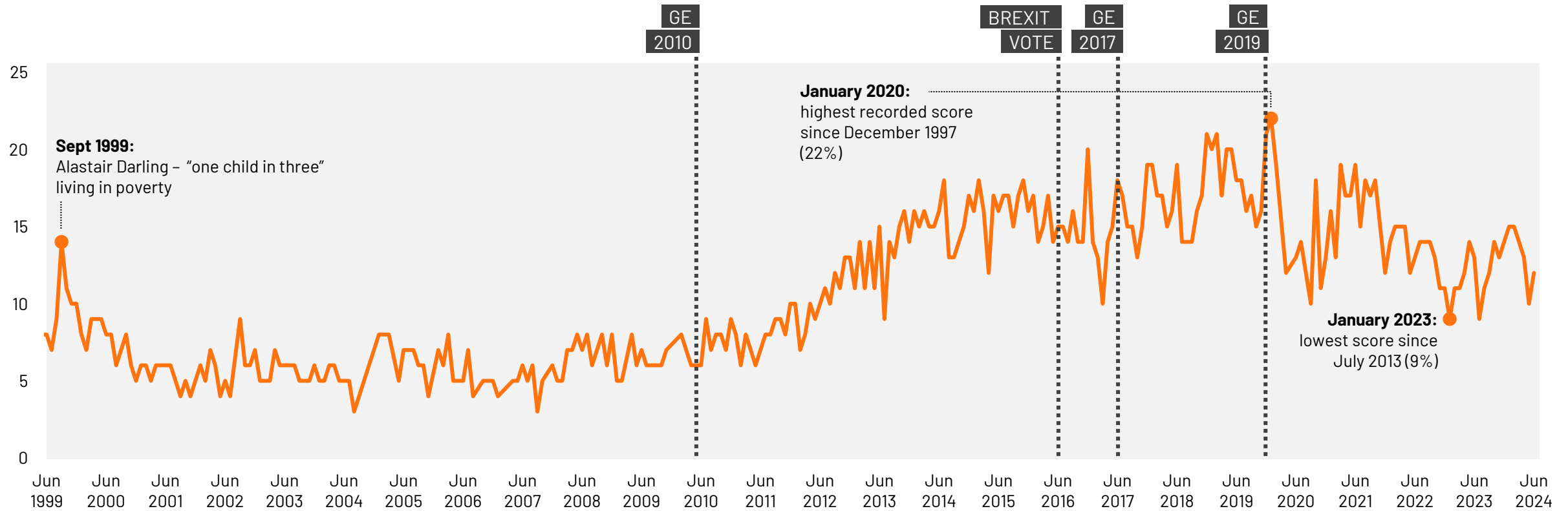


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Poverty/Inequality

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

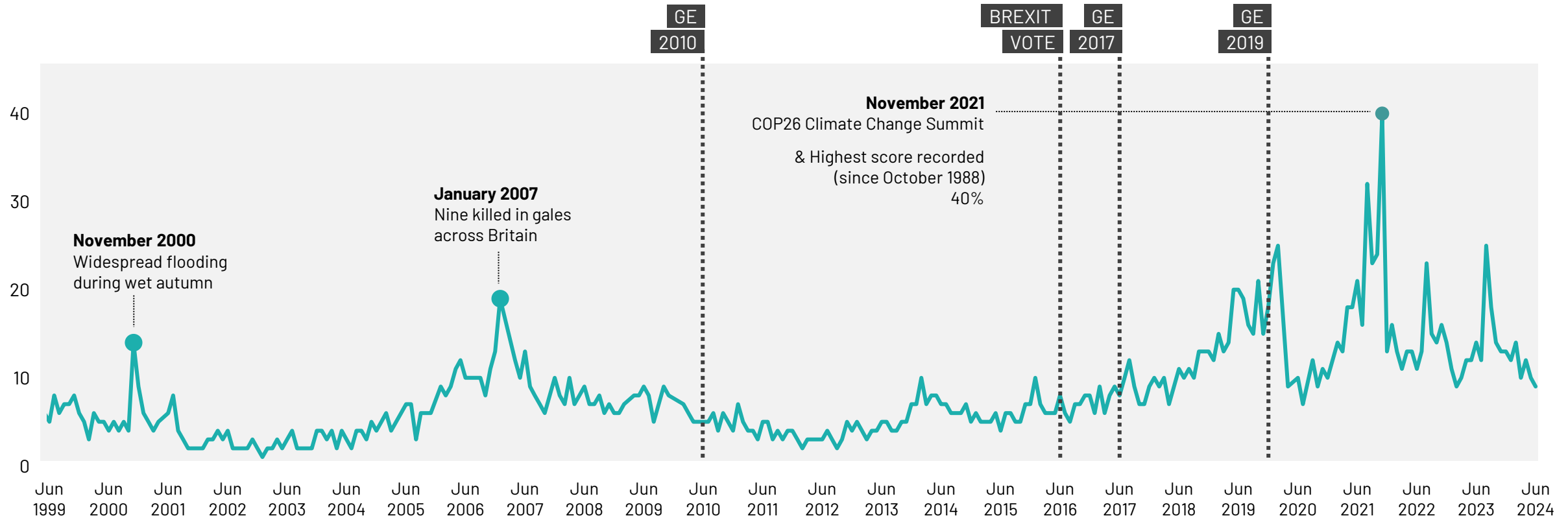


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Pollution/Environment/Climate change

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



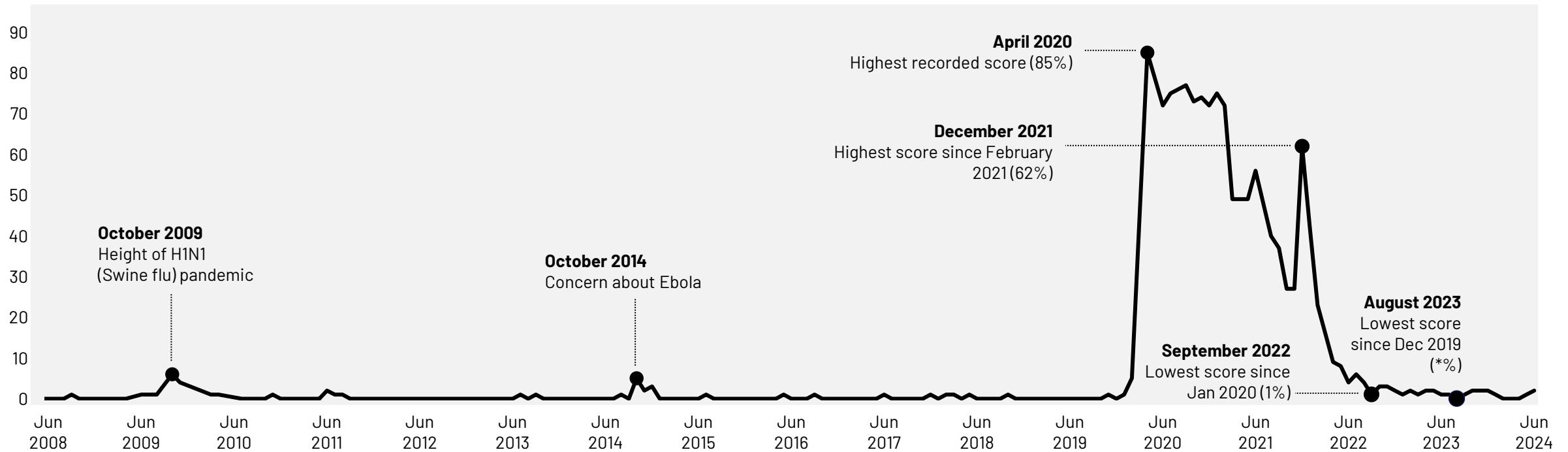
**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index



# Coronavirus/Pandemic diseases

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

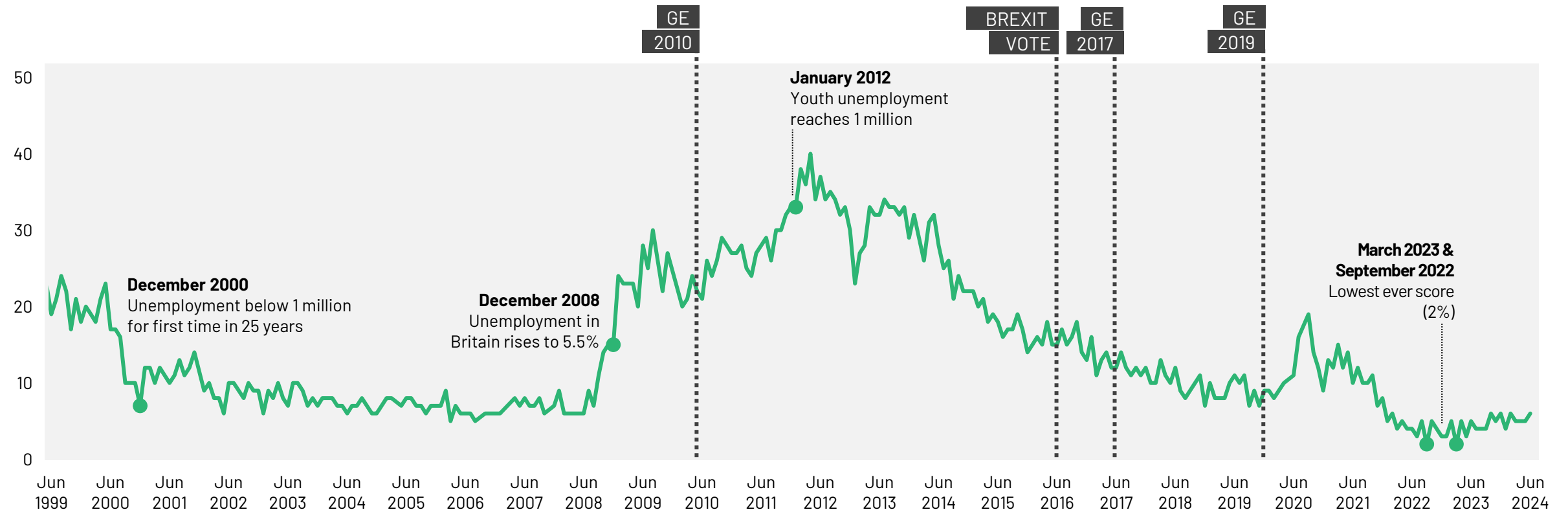


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Unemployment / Factory closure / Lack of industry

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

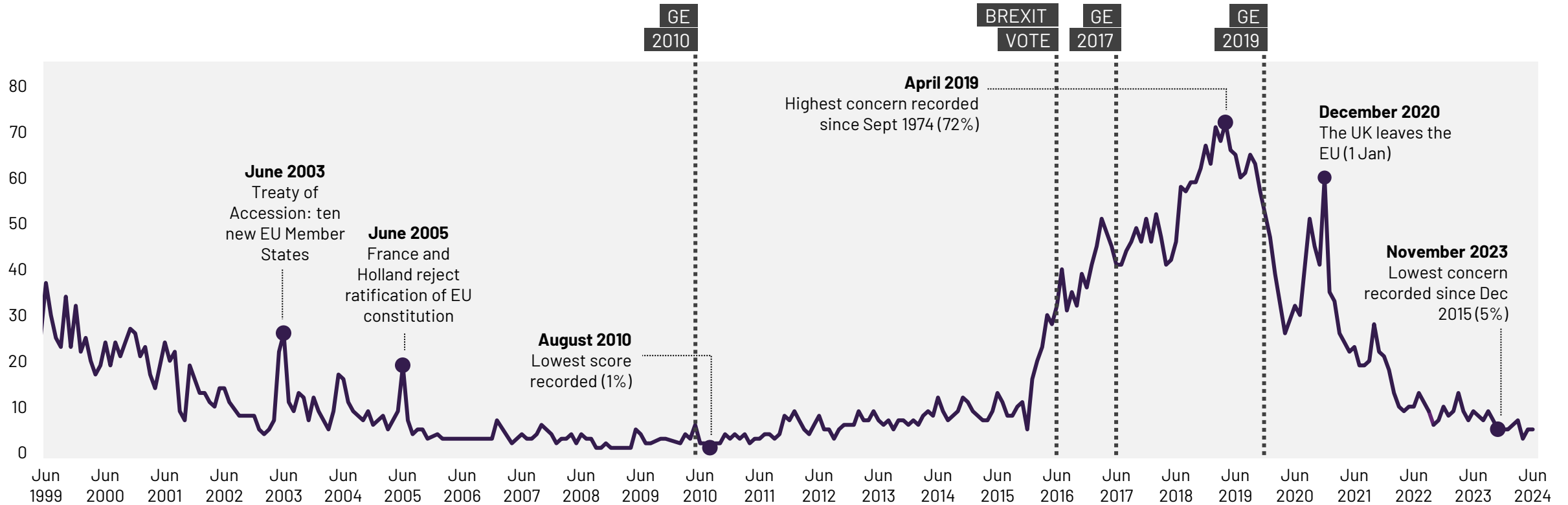


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# EU / Europe / Brexit

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

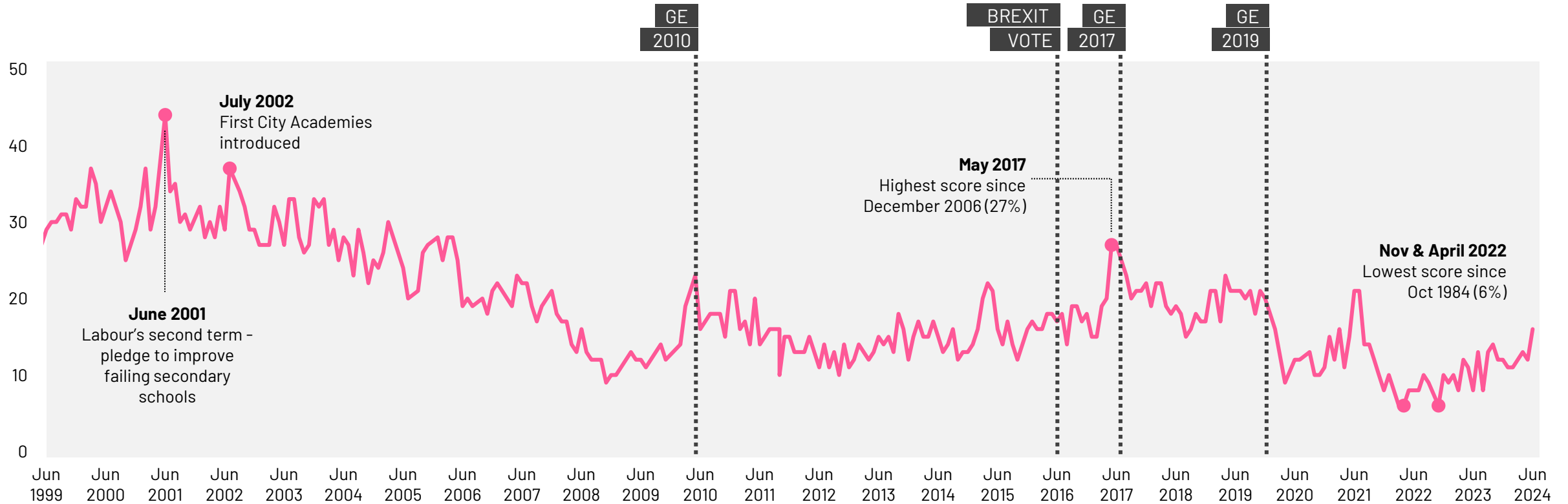


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Education/Schools

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

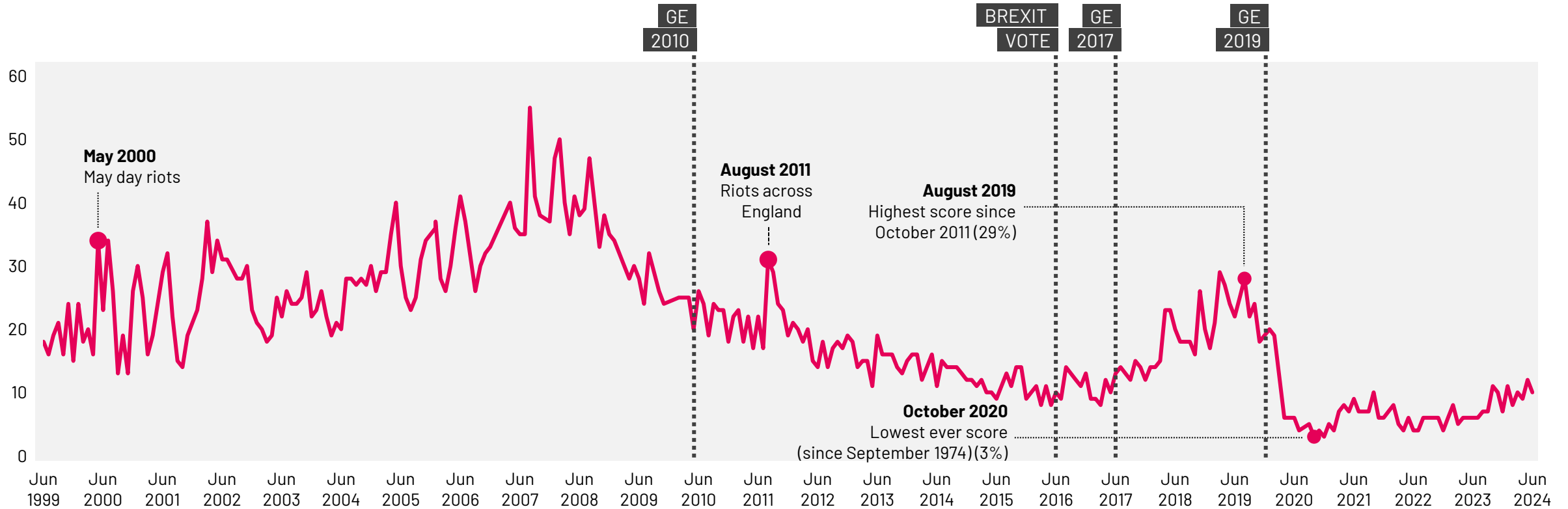


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

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

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

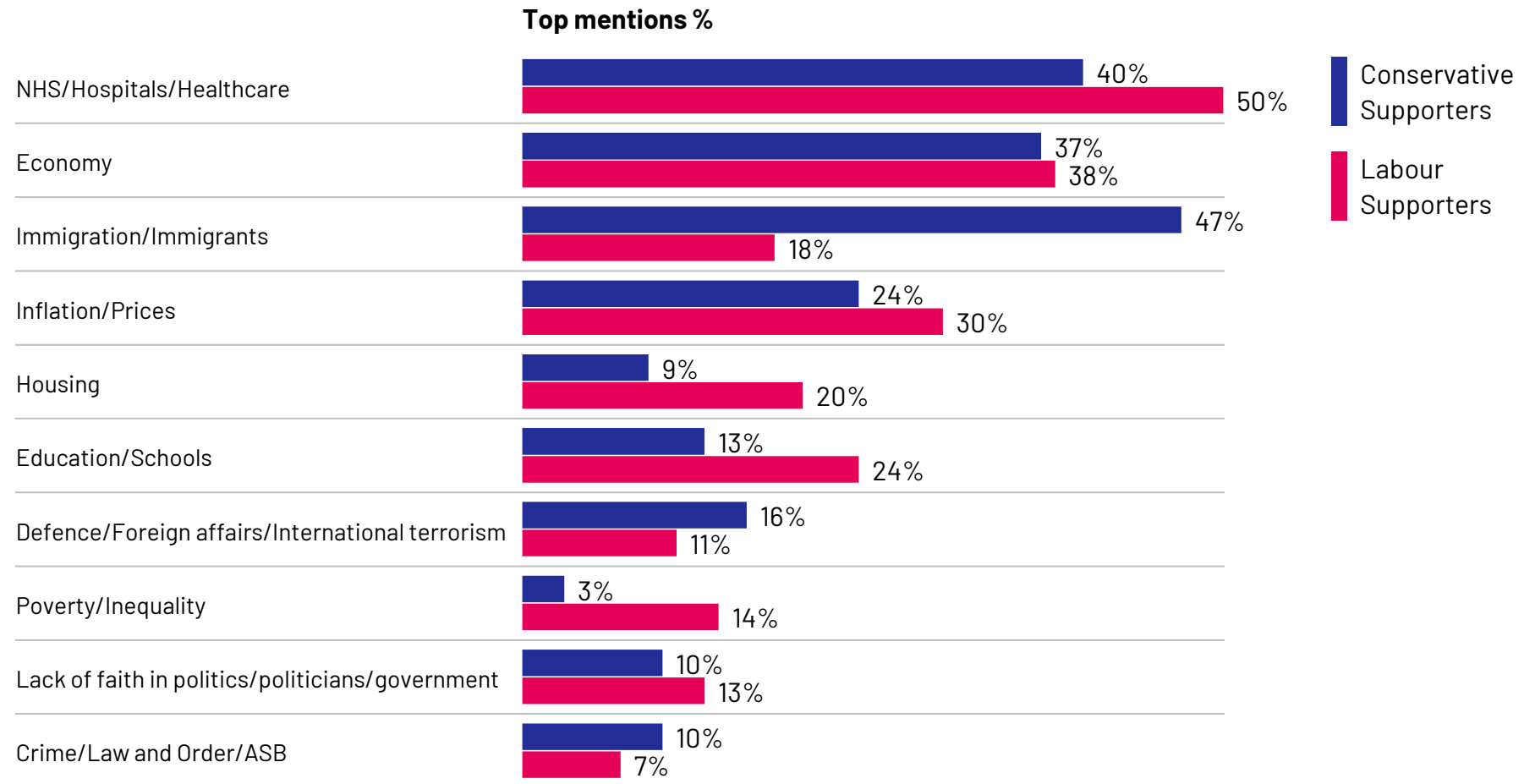


**Base:** representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

**Source:** Ipsos Issues Index

# Party support

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

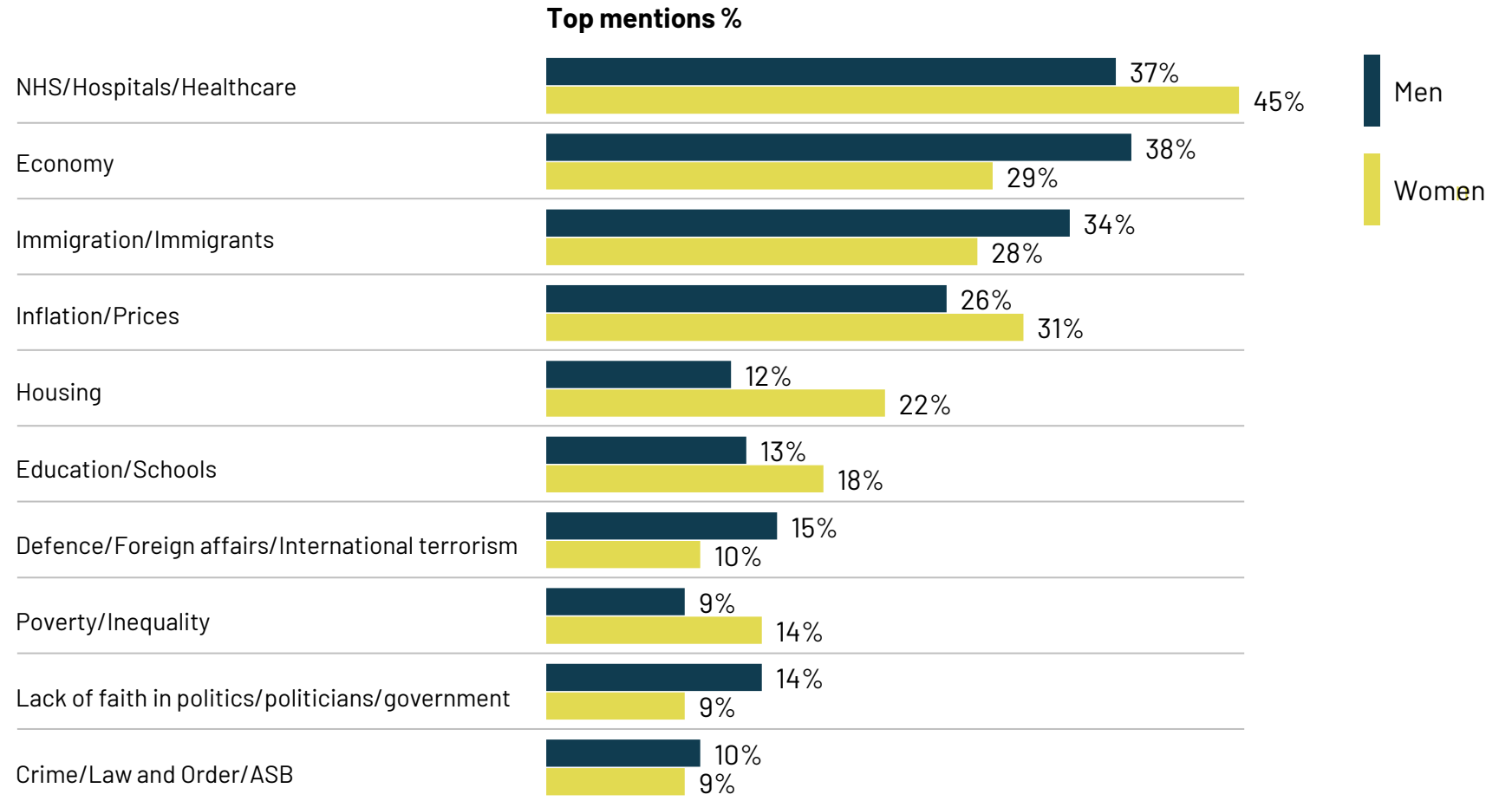


Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index

# Men and women

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

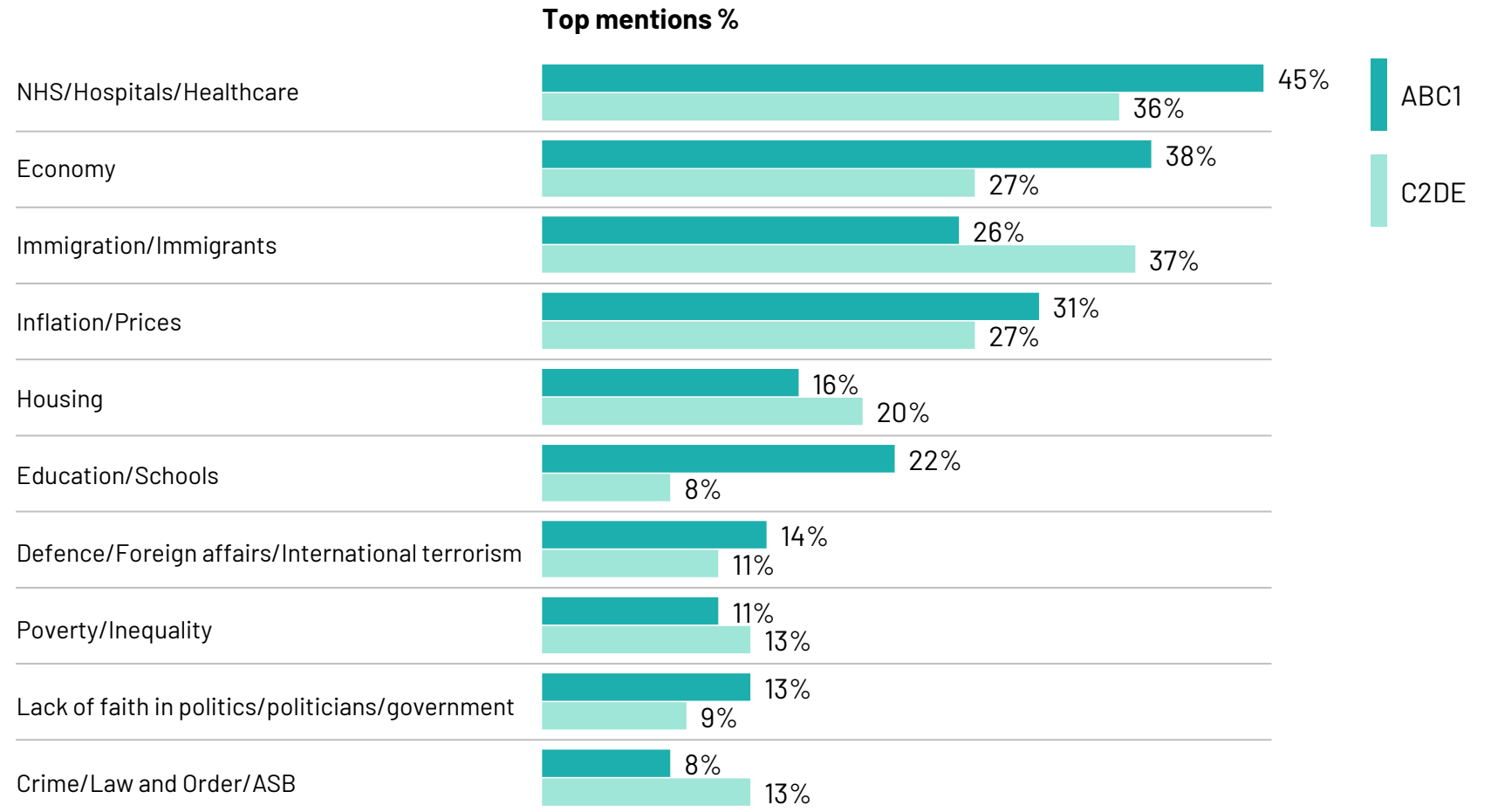


Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index

# Social grade

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



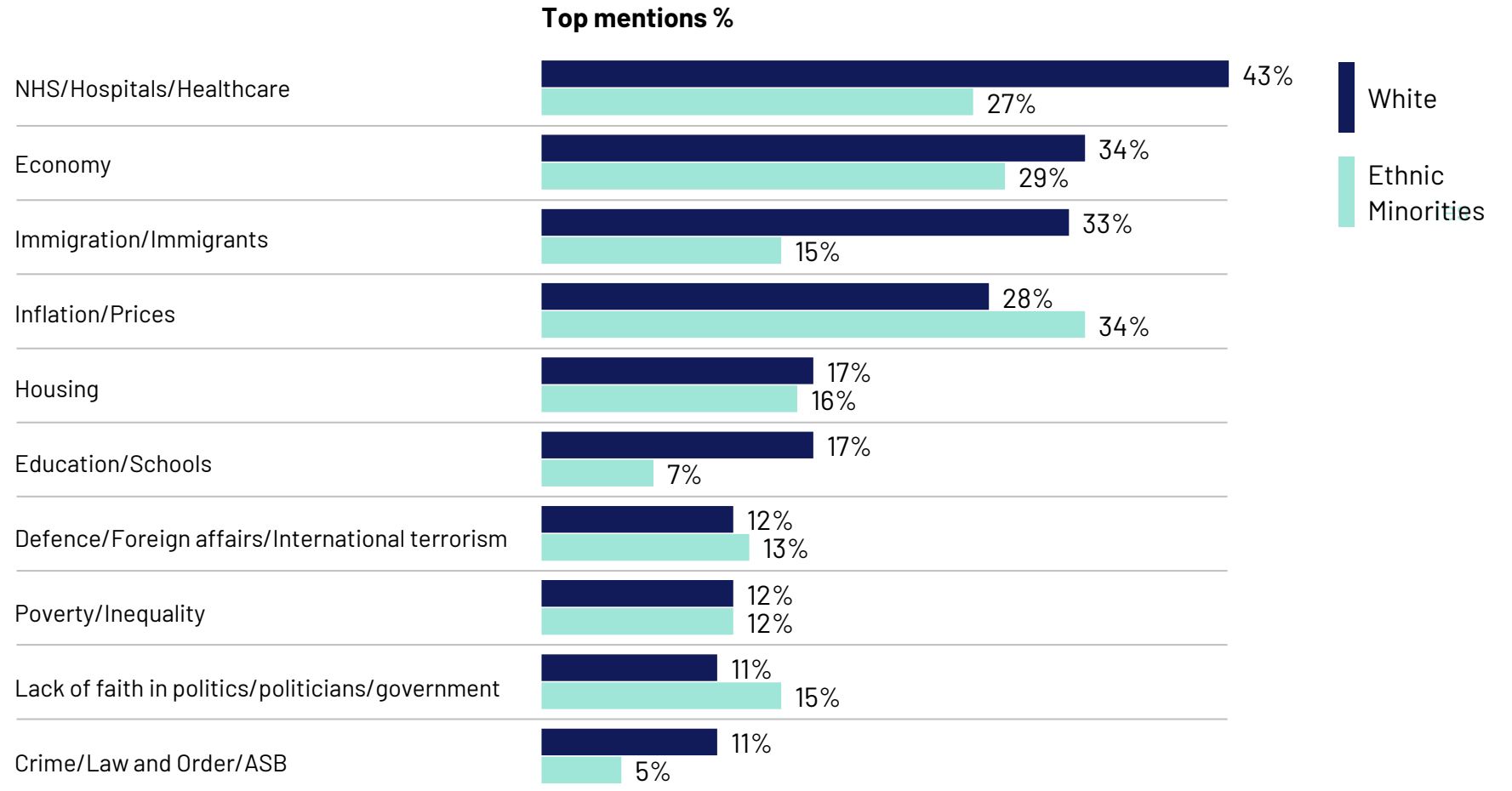
Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index



# Ethnic background

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

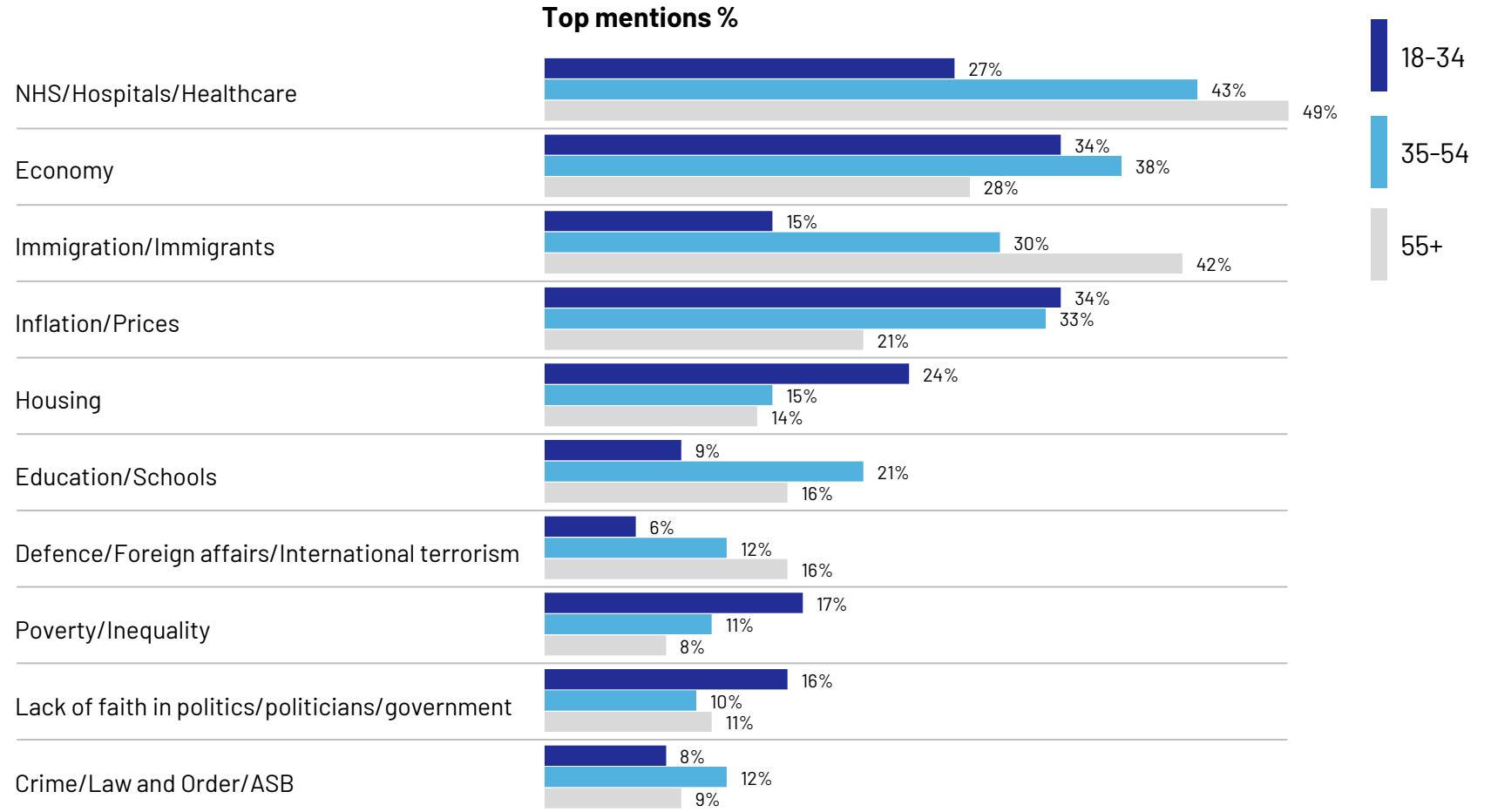


Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index

# Age group

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



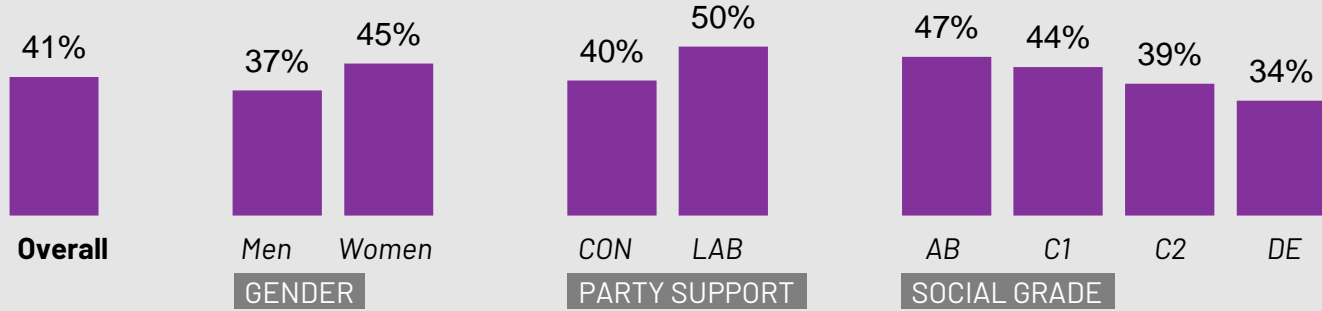
Base: 1,000 British adults 18+, 5 - 11 June 2024

Source: Ipsos Issues Index

# Concern about the NHS by subgroup

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

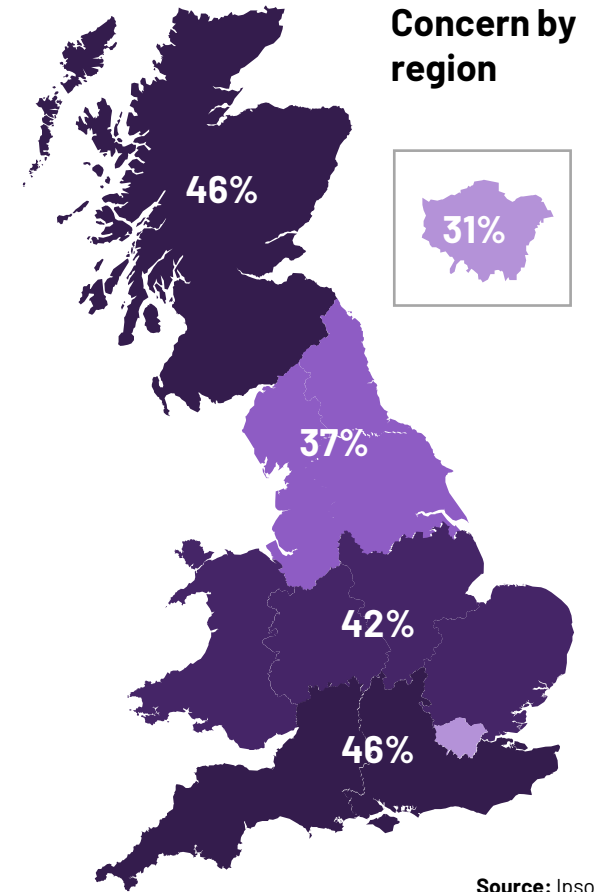
Concern by key demographic groups:



Concern by age:



Base: 1,000 British adults 18+, 5 - 11 June 2024

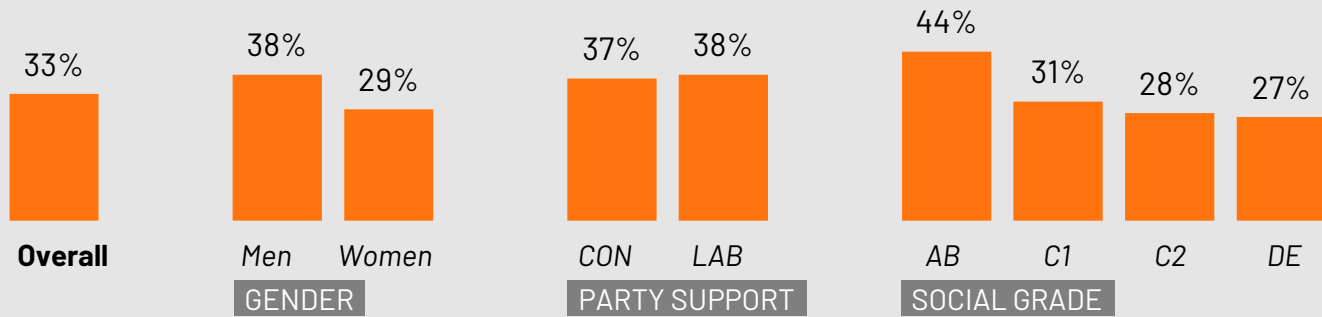


Source: Ipsos Issues Index

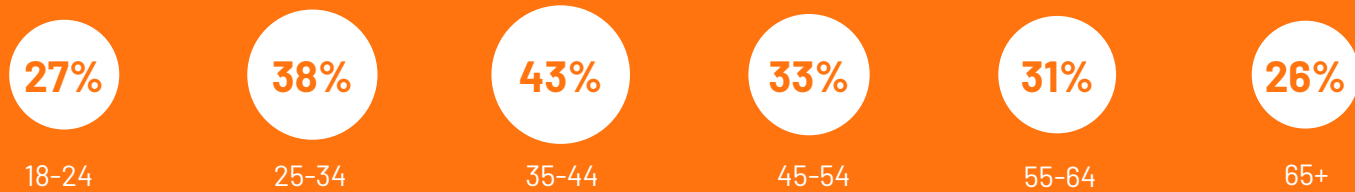
# Concern about the economy by subgroup

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

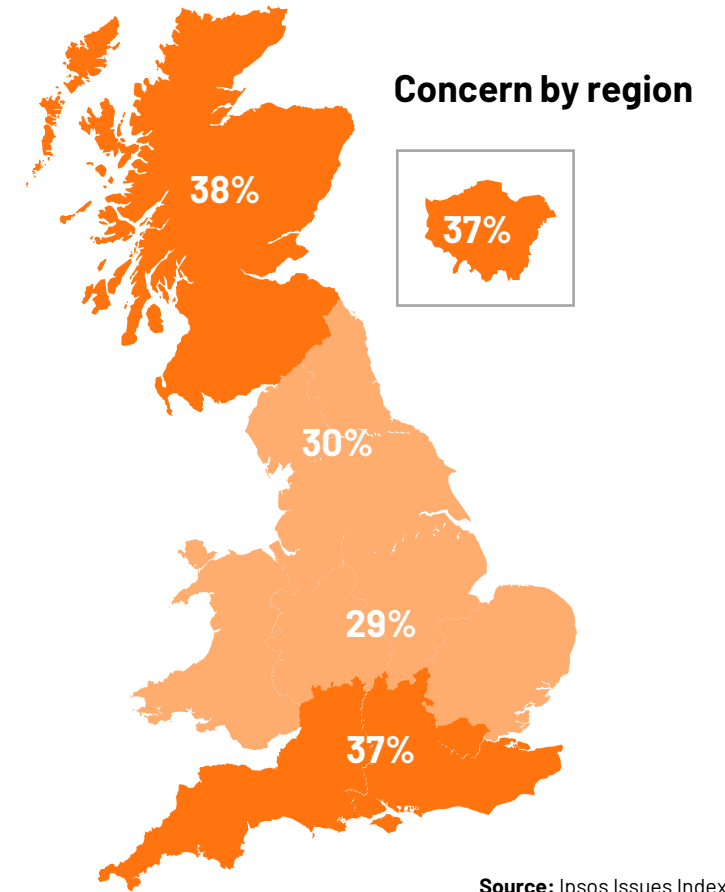
Concern by key demographic groups:



Concern by age:



Base: 1,000 British adults 18+, 5 - 11 June 2024

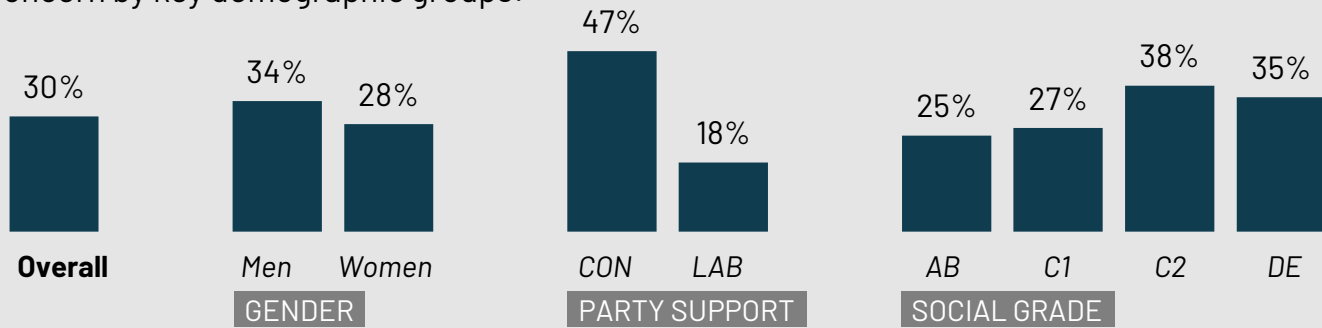


Source: Ipsos Issues Index

# Concern about immigration by subgroup

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

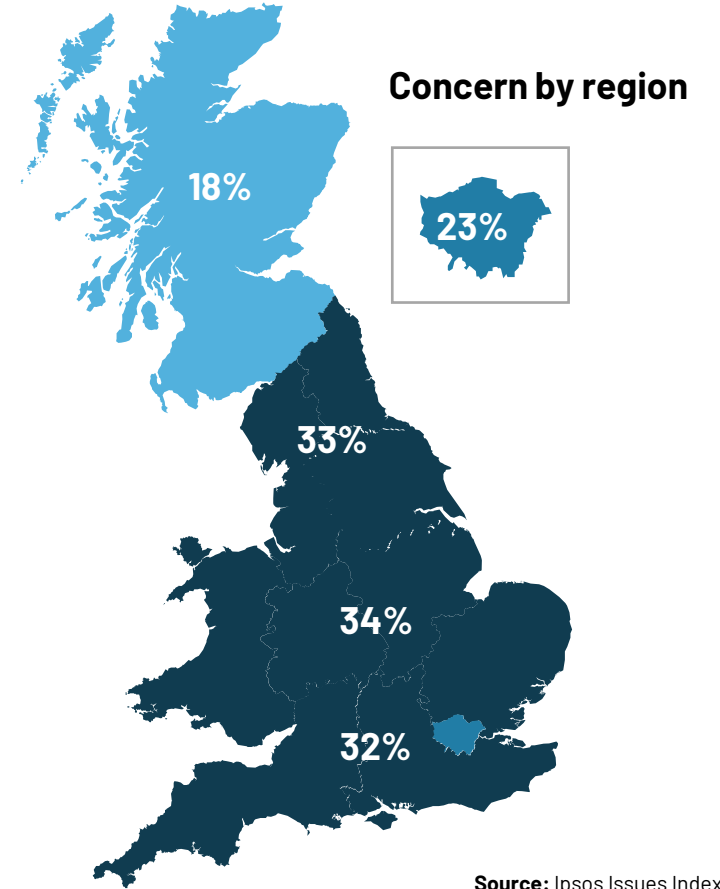
Concern by key demographic groups:



Concern by age:



Base: 1,000 British adults 18+, 5 - 11 June 2024

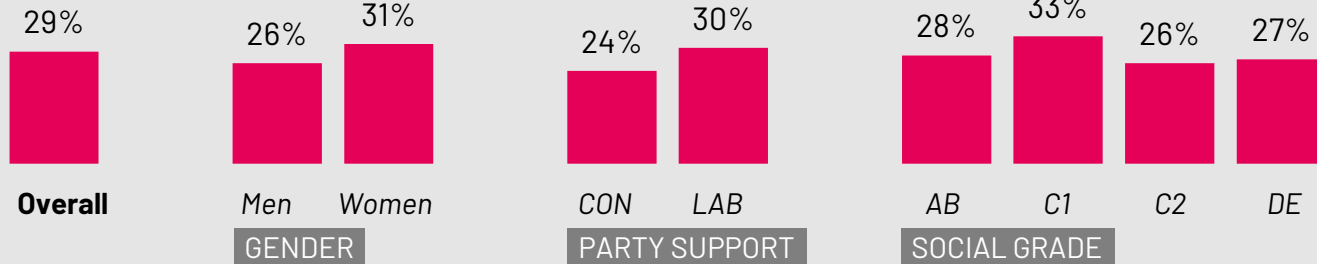


Source: Ipsos Issues Index

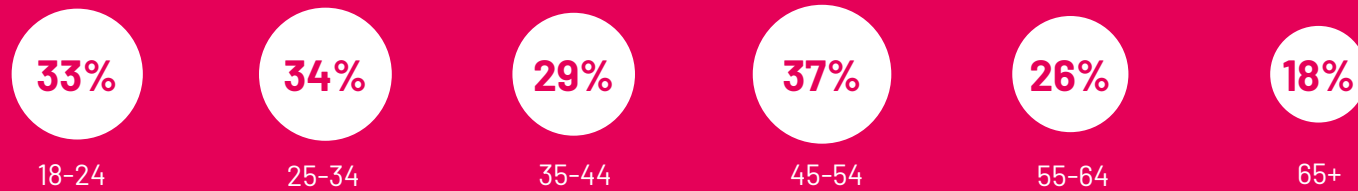
# Concern about inflation/prices by subgroup

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

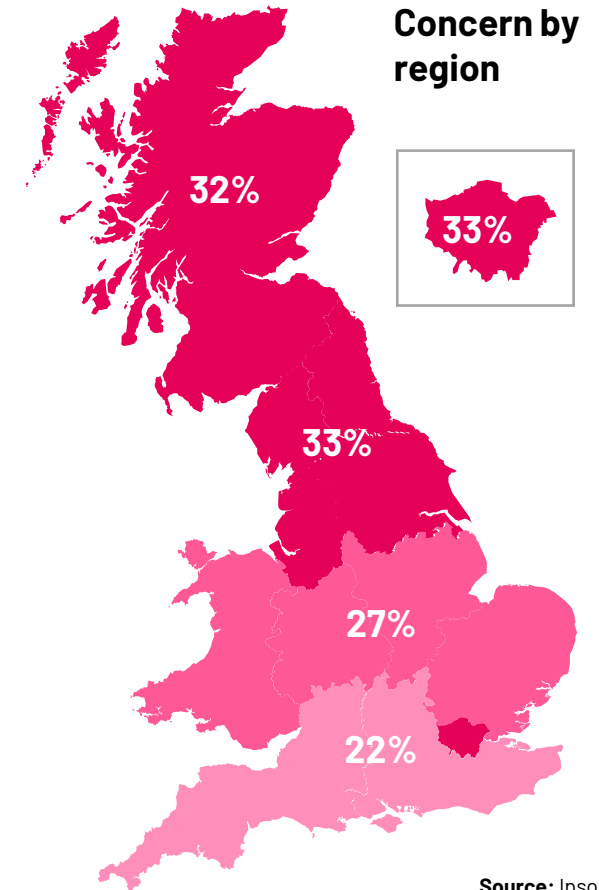
Concern by key demographic groups:



Concern by age:



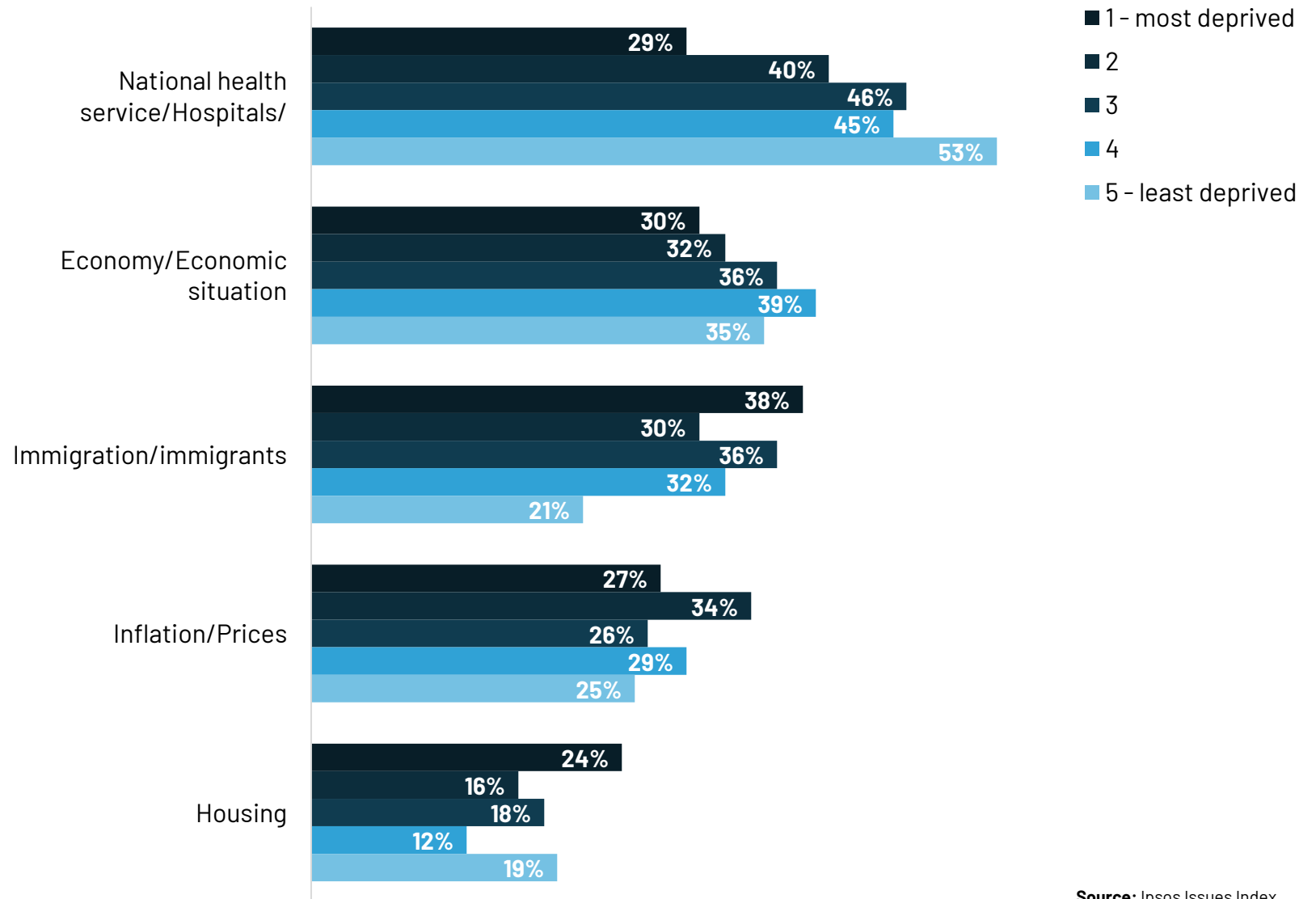
Base: 1,000 British adults 18+, 5 - 11 June 2024



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: 1,000 British adults 18+, 5 - 11 June 2024



## Issues Index June 2024

### For more information

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