

# **Ipsos Issues Index**

October 2022

# Technical Note

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This month's Issues Index has been conducted over the phone, a methodology change which has been in place since the April 2020 wave. Mode effects should be kept in mind when comparing the data since April 2020 with previous months.

Ipsos interviewed a representative sample of 1,014 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 12 and 18 October 2022. The data is weighted to match the profile of the population.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent, but more than zero.

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Ipsos interviewed a representative sample of 1,014 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 12 and 18 October 2022. Data are weighted to match the population profile.

## Q1 What would you say is the most important issue facing Britain today?

## Q2 What do you see as other important issues facing Britain today?

Base: 1,014 British adults 18+	Q1 %	Q1/2 %
Economy	34	51
Inflation/Prices	23	38
NHS/Hospitals/Healthcare	3	22
Lack of faith in politics/politicians/government	7	16
Pollution/environment/climate change	4	14
Poverty/Inequality	3	13
Immigration/immigrants	4	11
Housing	2	11
Education/Schools	1	10
Petrol prices/fuel	2	9
Defence/foreign affairs/terrorism	1	9
Crime/Law and Order/ASB	1	6
Common Market/Brexit/EU/Europe	1	6
Low pay/Minimum Wage/Fair wages	1	5
Unemployment	*	5
Public services in general	*	5
Taxation	*	4
Ageing population/Social care for elderly	*	4
Mental health/well-being	1	3
Pensions/social security/benefits	*	3
Race relations	1	3
Nationalisation/Government control of institutions	*	3
Coronavirus/Pandemic diseases	1	3
Nuclear weapons/nuclear war/disarmament	*	3
UK Union/devolution/reform	1	3
Local government/council tax	1	3
Food production/farming	-	3
Transport/public transport	*	2
Morality/individual behaviour/lifestyle	*	2
Pound/Exchange rate/Value of pound	*	2
Population levels/overpopulation	*	2
Drug abuse	*	2
Countryside/rural life	*	2
International trade/trade deals	*	1
Trade unions/strikes	*	1
Animal welfare	-	1
Privatisation	-	1
Royal family/monarchy	*	1
Northern Ireland	-	*
Other	3	10
Don't know	6	15