

Ipsos Issues Index

January 2023

Technical Note

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 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 11 and 17 January 2023. 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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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: 1,012 British adults 18+	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	15	42
Economy	22	37
Inflation/Prices	20	36
Immigration/immigrants	6	15
Lack of faith in politics/politicians/government	4	11
Housing	4	11
Pollution/environment/climate change	2	11
Poverty/Inequality	3	9
Petrol prices/fuel	2	9
Education/Schools	*	9
Trade unions/strikes	2	8
Common Market/Brexit/EU/Europe	1	8
Defence/foreign affairs/terrorism	1	8
Low pay/Minimum Wage/Fair wages	2	7
Crime/Law and Order/ASB	1	6
Public services in general	1	4
Morality/individual behaviour/lifestyle	1	3
Transport/public transport	*	3
Unemployment	*	3
Mental health/well-being	*	3
Local government/council tax	1	2
Food production/farming	1	2
Ageing population/Social care for elderly	*	2
Taxation	*	2
UK Union/devolution/reform	*	2
Pensions/social security/benefits	*	1
Race relations	*	1
Nationalisation/Government control of institutions	*	1
Coronavirus/Pandemic diseases	*	1
Population levels/overpopulation	-	1
International trade/trade deals	*	1
Privatisation	-	1
Nuclear weapons/nuclear war/disarmament	*	1
Drug abuse	*	1
Countryside/rural life	-	1
Animal welfare	-	1
Northern Ireland	-	1
Pound/Exchange rate/Value of pound	-	*
Royal family/monarchy	-	*
Other	3	10
Don't know	4	12