

Ipsos Issues Index

May 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 1,014 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 3 and 9 May 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: 1,014 British adults 18+	Q1 %	Q1/2 %
Inflation/Prices	26	38
Economy	23	35
NHS/Hospitals/Healthcare	6	26
Immigration/immigrants	6	17
Poverty/Inequality	5	14
Lack of faith in politics/politicians/government	4	13
Pollution/environment/climate change	4	12
Housing	2	12
Education/Schools	1	11
Common Market/Brexit/EU/Europe	1	7
Defence/foreign affairs/terrorism	1	7
Crime/Law and Order/ASB	*	6
Low pay/Minimum Wage/Fair wages	1	6
Petrol prices/fuel	1	4
Public services in general	1	4
Taxation	2	3
Unemployment	*	3
Race relations	*	3
Trade unions/strikes	1	3
Ageing population/Social care for elderly	1	3
Mental health/well-being	*	2
Morality/individual behaviour/lifestyle	1	2
Population levels/overpopulation	1	2
Food production/farming	*	2
Pensions/social security/benefits	*	2
Coronavirus/Pandemic diseases	1	2
Animal welfare	*	1
Nationalisation/Government control of institutions	*	1
Local government/council tax	*	1
Transport/public transport	*	1
Drug abuse	1	1
Nuclear weapons/nuclear war/disarmament	*	1
International trade/trade deals	*	1
Royal Family/Monarchy	-	1
Countryside/rural life	*	1
UK Union/devolution/reform	*	1
Privatisation	*	1
Pound/Exchange rate/Value of pound	*	*
Northern Ireland	-	-
Other	4	12
Don't know	5	16