

Ipsos Issues Index

August 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 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 2 and 7 August 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: 1,004 British adults 18+	Q1 %	Q1/2 %
Inflation/Prices	20	37
Economy	23	37
Pollution/environment/climate change	9	25
NHS/Hospitals/Healthcare	6	25
Immigration/immigrants	9	23
Housing	3	15
Lack of faith in politics/politicians/government	4	12
Poverty/Inequality	3	11
Education/Schools	1	8
Common Market/Brexit/EU/Europe	2	7
Crime/Law and Order/ASB	1	7
Defence/foreign affairs/terrorism	1	5
Low pay/Minimum Wage/Fair wages	1	5
Public services in general	*	4
Unemployment	1	4
Taxation	*	4
Petrol prices/fuel	*	3
Pensions/social security/benefits	*	3
Transport/public transport	*	3
Trade unions/strikes	*	2
Mental health/well-being	*	2
Race relations	*	2
Population levels/overpopulation	1	2
Morality/individual behaviour/lifestyle	*	1
Nuclear weapons/nuclear war/disarmament	*	1
UK Union/devolution/reform	*	1
Food production/farming	*	1
Nationalisation/Government control of institutions	*	1
Ageing population/Social care for elderly	*	1
Local government/council tax	*	1
International trade/trade deals	*	1
Pound/Exchange rate/Value of pound	*	1
Countryside/rural life	*	*
Coronavirus/Pandemic diseases	-	*
Privatisation	-	*
Drug abuse	-	*
Royal Family/Monarchy	*	*
Animal welfare	-	*
Northern Ireland	-	-
Other	2	10
Don't know	8	16