

# **Ipsos Issues Index**

September 2023

# 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 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 13 and 19 September 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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## Ipsos Issues Index

Ipsos interviewed a representative sample of 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 13 and 19 September 2023. 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: 1,007 British adults 18+	Q1 %	Q1/2 %
Economy	22	37
Inflation/Prices	19	30
NHS/Hospitals/Healthcare	7	28
Immigration/immigrants	12	26
Pollution/environment/climate change	6	18
Lack of faith in politics/politicians/government	6	15
Housing	3	15
Education/Schools	1	13
Poverty/Inequality	6	12
Common Market/Brexit/EU/Europe	2	9
Crime/Law and Order/ASB	1	7
Defence/foreign affairs/terrorism	1	6
Public services in general	1	5
Unemployment	*	4
Low pay/Minimum Wage/Fair wages	1	4
Transport/public transport	-	3
Taxation	1	3
Morality/individual behaviour/lifestyle	1	3
Petrol prices/fuel	*	2
Pensions/social security/benefits	-	2
Ageing population/Social care for elderly	*	2
Mental health/well-being	*	2
Race relations	*	2
Local government/council tax	*	2
Food production/farming	*	1
Population levels/overpopulation	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Coronavirus/Pandemic diseases	*	1
Nationalisation/Government control of institutions	*	1
Trade unions/strikes	-	1
Drug abuse	*	1
International trade/trade deals	*	1
UK Union/devolution/reform	*	1
Pound/Exchange rate/Value of pound	*	*
Countryside/rural life	*	*
Privatisation	*	*
Animal welfare	-	*
Royal Family/Monarchy	-	*
Northern Ireland	-	-
Other	3	13
Don't know	4	13