

Ipsos Issues Index

October 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 1,017 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 4 and 11 October 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: 1,017 British adults 18+	Q1 %	Q1/2 %
Economy	22	38
Inflation/Prices	18	35
NHS/Hospitals/Healthcare	8	31
Immigration/immigrants	10	22
Housing	3	16
Lack of faith in politics/politicians/government	7	16
Poverty/Inequality	5	14
Pollution/environment/climate change	6	14
Education/Schools	1	14
Crime/Law and Order/ASB	2	11
Common Market/Brexit/EU/Europe	2	7
Unemployment	1	6
Transport/public transport	*	5
Defence/foreign affairs/terrorism	*	5
Low pay/Minimum Wage/Fair wages	1	5
Public services in general	*	4
Taxation	1	3
Morality/individual behaviour/lifestyle	1	3
Ageing population/Social care for elderly	1	3
Petrol prices/fuel	*	3
Local government/council tax	*	2
Food production/farming	*	2
Trade unions/strikes	*	2
Nuclear weapons/nuclear war/disarmament	1	2
Mental health/well-being	*	2
Race relations	-	2
Pensions/social security/benefits	*	2
Coronavirus/Pandemic diseases	1	2
Population levels/overpopulation	*	2
Nationalisation/Government control of institutions	*	1
International trade/trade deals	*	1
UK Union/devolution/reform	*	1
Drug abuse	1	1
Countryside/rural life	*	1
Privatisation	-	1
Pound/Exchange rate/Value of pound	*	*
Animal welfare	-	*
Royal Family/Monarchy	-	*
Northern Ireland	-	*
Other	3	11
Don't know	4	12