

Ipsos Issues Index

February 2024

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 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 7 and 13 February 2024. 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: 1,008 British adults 18+	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	10	34
Economy	16	29
Inflation/Prices	15	26
Immigration/immigrants	10	18
Poverty/Inequality	7	15
Pollution/environment/climate change	5	14
Lack of faith in politics/politicians/government	4	13
Housing	3	13
Defence/foreign affairs/terrorism	2	11
Education/Schools	1	11
Crime/Law and Order/ASB	2	8
Public services in general	2	6
Unemployment	1	6
Common Market/Brexit/EU/Europe	2	6
Taxation	1	4
Low pay/Minimum Wage/Fair wages	1	4
Ageing population/Social care for elderly	1	4
Mental health/well-being	*	3
Transport/public transport	*	3
Local government/council tax	1	3
Nuclear weapons/nuclear war/disarmament	1	3
Race relations	*	3
Pensions/social security/benefits	1	3
Food production/farming	*	2
International trade/trade deals	-	2
Morality/individual behaviour/lifestyle	1	2
Nationalisation/Government control of institutions	*	1
Pound/Exchange rate/Value of pound	1	1
Petrol prices/fuel	-	1
Population levels/overpopulation	*	1
Drug abuse	*	1
UK Union/devolution/reform	*	1
Trade unions/strikes	*	1
Privatisation	-	1
Royal Family/Monarchy	*	1
Countryside/rural life	-	1
Coronavirus/Pandemic diseases	*	*
Animal welfare	*	*
Northern Ireland	-	-
Other	4	12
Don't know	7	15