

Ipsos Issues Index

March 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 1,010 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 13 and 21 March 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: 1,010 British adults 18+	Q1 %	Q1/2 %
Economy	18	36
NHS/Hospitals/Healthcare	11	35
Inflation/Prices	15	28
Immigration/immigrants	12	24
Housing	3	14
Poverty/Inequality	6	14
Lack of faith in politics/politicians/government	6	14
Education/Schools	1	12
Crime/Law and Order/ASB	2	10
Defence/foreign affairs/terrorism	1	10
Pollution/environment/climate change	2	10
Public services in general	1	9
Common Market/Brexit/EU/Europe	1	7
Low pay/Minimum Wage/Fair wages	1	6
Taxation	1	5
Unemployment	1	5
Transport/public transport	*	4
Ageing population/Social care for elderly	1	4
Local government/council tax	*	3
Population levels/overpopulation	1	3
Mental health/well-being	1	3
Pensions/social security/benefits	1	3
Race relations	*	2
Morality/individual behaviour/lifestyle	*	2
Nuclear weapons/nuclear war/disarmament	1	2
Food production/farming	*	2
Nationalisation/Government control of institutions	1	2
Petrol prices/fuel	*	1
Drug abuse	*	1
UK Union/devolution/reform	*	1
Animal welfare	*	1
Trade unions/strikes	-	1
Privatisation	*	1
International trade/trade deals	-	1
Royal Family/Monarchy	-	1
Countryside/rural life	*	1
Coronavirus/Pandemic diseases	*	*
Pound/Exchange rate/Value of pound	-	*
Northern Ireland	-	*
Other	4	11
Don't know	4	11