

Ipsos Issues Index

April 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 1,035 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 14 and 18 April 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: 1,035 British adults 18+

	Q1 %	Q1/2 %
Economy	19	34
NHS/Hospitals/Healthcare	8	29
Inflation/Prices	15	27
Immigration/immigrants	11	24
Housing	4	18
Poverty/Inequality	5	13
Education/Schools	1	13
Lack of faith in politics/politicians/government	5	13
Defence/foreign affairs/terrorism	4	13
Pollution/environment/climate change	3	12
Crime/Law and Order/ASB	2	9
Public services in general	1	5
Low pay/Minimum Wage/Fair wages	2	5
Unemployment	*	5
Taxation	1	4
Pensions/social security/benefits	*	3
Transport/public transport	*	3
Common Market/Brexit/EU/Europe	1	3
Ageing population/Social care for elderly	*	3
Nuclear weapons/nuclear war/disarmament	1	3
Local government/council tax	1	2
Mental health/well-being	*	2
Race relations	*	2
Morality/individual behaviour/lifestyle	*	2
Population levels/overpopulation	1	2
Nationalisation/Government control of institutions	*	1
Food production/farming	*	1
UK Union/devolution/reform	*	1
Privatisation	*	1
Drug abuse	*	1
International trade/trade deals	*	1
Coronavirus/Pandemic diseases	*	*
Petrol prices/fuel	-	*
Pound/Exchange rate/Value of pound	*	*
Trade unions/strikes	*	*
Animal welfare	-	*
Royal Family/Monarchy	-	*
Northern Ireland	-	*
Countryside/rural life	-	*
Other	5	12
Don't know	8	16