

Ipsos Issues Index

May 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 1,015 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 1 and 7 May. 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: 1,015 British adults 18+	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	11	35
Inflation/Prices	17	29
Economy	14	28
Immigration/immigrants	14	27
Housing	4	15
Lack of faith in politics/politicians/government	5	12
Crime/Law and Order/ASB	3	12
Education/Schools	3	12
Poverty/Inequality	4	10
Pollution/environment/climate change	3	10
Defence/foreign affairs/terrorism	2	9
Public services in general	1	7
Unemployment	1	5
Common Market/Brexit/EU/Europe	1	5
Taxation	1	5
Pensions/social security/benefits	*	4
Low pay/Minimum Wage/Fair wages	1	4
Transport/public transport	*	4
Local government/council tax	1	4
Mental health/well-being	1	3
Morality/individual behaviour/lifestyle	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Nationalisation/Government control of institutions	*	2
Population levels/overpopulation	1	2
Race relations	*	1
International trade/trade deals	*	1
Ageing population/Social care for elderly	*	1
Pound/Exchange rate/Value of pound	*	1
Drug abuse	*	1
Petrol prices/fuel	-	1
Food production/farming	*	1
Coronavirus/Pandemic diseases	-	1
Royal Family/Monarchy	-	*
Privatisation	*	*
UK Union/devolution/reform	*	*
Animal welfare	*	*
Countryside/rural life	*	*
Trade unions/strikes	-	*
Northern Ireland	-	*
Other	3	12
Don't know	6	14