

# **Ipsos Issues Index**

June 2024

# Technical Note

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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 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 11 June 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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Ipsos interviewed a representative sample of 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 11 June 2024. Data are weighted to match the population profile.

## 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: 1,000 British adults 18+	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	14	41
Economy	18	33
Immigration/immigrants	14	30
Inflation/Prices	15	29
Housing	3	17
Education/Schools	2	16
Defence/foreign affairs/terrorism	3	12
Poverty/Inequality	4	12
Lack of faith in politics/politicians/government	5	12
Crime/Law and Order/ASB	1	10
Pollution/environment/climate change	2	9
Taxation	2	7
Unemployment	1	6
Transport/public transport	1	6
Ageing population/Social care for elderly	1	6
Public services in general	1	6
Common Market/Brexit/EU/Europe	1	5
Low pay/Minimum Wage/Fair wages	1	5
Pensions/social security/benefits	1	4
Local government/council tax	*	2
Race relations	*	2
Mental health/well-being	*	2
Coronavirus/Pandemic diseases	-	2
Morality/individual behaviour/lifestyle	*	2
Food production/farming	*	1
Population levels/overpopulation	*	1
Nationalisation/Government control of institutions	*	1
UK Union/devolution/reform	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Petrol prices/fuel	-	1
Animal welfare	-	1
Drug abuse	*	1
Privatisation	-	1
Northern Ireland	*	*
International trade/trade deals	-	*
Pound/Exchange rate/Value of pound	-	*
Royal Family/Monarchy	-	*
Countryside/rural life	-	*
Trade unions/strikes	-	*
Other	4	11
Don't know	6	14