

Ipsos Issues Index

July 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 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 10 July 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.

© Ipsos UK
July 2024

Ipsos Issues Index

Ipsos interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 10 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: 1,009 British adults 18+	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	17	47
Economy	19	34
Immigration/immigrants	14	31
Inflation/Prices	11	21
Housing	3	18
Education/Schools	1	16
Poverty/Inequality	3	12
Defence/foreign affairs/terrorism	2	9
Lack of faith in politics/politicians/government	5	9
Pollution/environment/climate change	3	9
Taxation	2	8
Public services in general	2	6
Unemployment	2	6
Crime/Law and Order/ASB	1	6
Common Market/Brexit/EU/Europe	1	4
Low pay/Minimum Wage/Fair wages	1	4
Pensions/social security/benefits	1	3
Ageing population/Social care for elderly	*	3
Transport/public transport	-	3
Mental health/well-being	*	2
Nationalisation/Government control of institutions	1	2
Food production/farming	*	2
Race relations	*	1
Morality/individual behaviour/lifestyle	*	1
Local government/council tax	*	1
Population levels/overpopulation	1	1
Petrol prices/fuel	*	1
UK Union/devolution/reform	*	1
Nuclear weapons/nuclear war/disarmament	*	1
International trade/trade deals	*	1
Countryside/rural life	*	1
Drug abuse	*	1
Privatisation	*	*
Coronavirus/Pandemic diseases	-	*
Pound/Exchange rate/Value of pound	*	*
Animal welfare	-	*
Trade unions/strikes	-	*
Royal Family/Monarchy	-	*
Northern Ireland	-	*
Other	3	9
Don't know	6	13