

Ipsos Issues Index

March 2022

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 new data points with previous months.

Ipsos interviewed a representative sample of 1,207 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 2 and 9 March 2022. 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: 1,207 British adults 18+	Q1 %	Q1/2 %
Defence/foreign affairs/terrorism	22	35
Economy	11	23
Inflation/Prices	6	21
Coronavirus/Pandemic diseases	5	16
Poverty/Inequality	5	15
Lack of faith in politics/politicians/government	7	15
NHS/Hospitals/Healthcare	3	14
Pollution/environment/climate change	4	11
Common Market/Brexit/EU/Europe	5	10
Housing	1	8
Immigration/immigrants	3	7
Nuclear weapons/nuclear war/disarmament	4	7
Petrol prices/fuel	1	7
Education/Schools	1	6
Crime/Law and Order/ASB	2	5
Low pay/Minimum Wage/Fair wages	1	5
Unemployment	1	4
Ageing population/Social care for elderly	*	3
Mental health/well-being	1	3
Race relations	1	3
Taxation	1	3
Population levels/overpopulation	*	3
Local government/council tax	1	3
Pensions/social security/benefits	1	3
Public services in general	*	2
UK Union/devolution/reform	1	2
Food production/farming	*	2
Drug abuse	*	2
International trade/trade deals	*	2
Morality/individual behaviour/lifestyle	*	1
Animal welfare	*	1
Transport/public transport	*	1
Trade unions/strikes	-	1
Northern Ireland	*	1
Nationalisation/Government control of institutions	*	1
Privatisation	*	*
Pound/Exchange rate/Value of pound	-	*
Countryside/rural life	*	*
Other	4	10
Don't know	5	15