

Ipsos Issues Index

May 2022

Technical Note

This month's Issues Index has been conducted over the phone, a methodology change which has been in place since the May 2020 wave. Mode effects should be kept in mind when comparing the new data points with previous months.

Ipsos interviewed a representative sample of 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 11 and 17 May 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.

© Ipsos UK
May 2022

Ipsos Issues Index

Ipsos interviewed a representative sample of 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 11 and 17 May 2022. 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: 1,013 British adults 18+

	Q1 %	Q1/2 %
Inflation/Prices	27	41
Economy	16	27
Defence/foreign affairs/terrorism	6	19
Lack of faith in politics/politicians/government	6	17
NHS/Hospitals/Healthcare	3	15
Pollution/environment/climate change	3	13
Poverty/Inequality	5	12
Common Market/Brexit/EU/Europe	2	10
Immigration/immigrants	3	8
Coronavirus/Pandemic diseases	3	8
Petrol prices/fuel	2	8
Education/Schools	1	8
Housing	1	7
Crime/Law and Order/ASB	2	6
Unemployment	1	4
Low pay/Minimum Wage/Fair wages	1	3
Nuclear weapons/nuclear war/disarmament	1	3
Ageing population/Social care for elderly	1	3
Local government/council tax	1	3
Race relations	*	3
Taxation	1	3
UK Union/devolution/reform	*	2
Food production/farming	*	2
Nationalisation/Government control of institutions	1	2
Public services in general	1	2
Pensions/social security/benefits	*	2
Morality/individual behaviour/lifestyle	*	1
Mental health/well-being	*	1
Transport/public transport	*	1
Northern Ireland	*	1
Population levels/overpopulation	*	1
Pound/Exchange rate/Value of pound	*	1
Drug abuse	*	1
Countryside/rural life	*	1
Privatisation	*	1
International trade/trade deals	-	1
Animal welfare	*	1
Trade unions/strikes	*	*
Other	2	11
Don't know	8	17