

Ipsos Issues Index

July 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 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 6 and 13 July 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: 1,007 British adults 18+

	Q1 %	Q1/2 %
Inflation/Prices	28	45
Economy	23	34
Lack of faith in politics/politicians/government	5	16
NHS/Hospitals/Healthcare	2	15
Defence/foreign affairs/terrorism	2	14
Poverty/Inequality	5	14
Common Market/Brexit/EU/Europe	4	13
Pollution/environment/climate change	3	13
Immigration/immigrants	3	12
Petrol prices/fuel	3	11
Education/Schools	1	8
Housing	2	8
Coronavirus/Pandemic diseases	2	6
Low pay/Minimum Wage/Fair wages	1	5
Taxation	1	5
Local government/council tax	1	4
Public services in general	*	4
Mental health/well-being	1	4
Crime/Law and Order/ASB	*	4
Nuclear weapons/nuclear war/disarmament	1	4
Transport/public transport	*	3
Unemployment	1	3
Ageing population/Social care for elderly	*	3
Food production/farming	-	2
Race relations	*	2
Pensions/social security/benefits	*	2
UK Union/devolution/reform	*	2
Nationalisation/Government control of institutions	1	2
Morality/individual behaviour/lifestyle	*	2
International trade/trade deals	*	1
Trade unions/strikes	*	1
Population levels/overpopulation	*	1
Drug abuse	-	1
Privatisation	*	1
Pound/Exchange rate/Value of pound	-	1
Animal welfare	*	1
Countryside/rural life	*	1
Northern Ireland	-	*
Other	3	11
Don't know	5	13