

Ipsos Issues Index

August 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 989 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 10 and 16 August 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: 989 British adults 18+	Q1 %	Q1/2 %
Inflation/Prices	37	54
Economy	21	36
Pollution/environment/climate change	6	23
NHS/Hospitals/Healthcare	1	20
Petrol prices/fuel	3	17
Lack of faith in politics/politicians/government	4	16
Poverty/Inequality	4	14
Immigration/immigrants	2	11
Defence/foreign affairs/terrorism	1	11
Housing	2	11
Common Market/Brexit/EU/Europe	2	11
Education/Schools	1	10
Crime/Law and Order/ASB	*	6
Low pay/Minimum Wage/Fair wages	*	6
Taxation	1	6
Unemployment	*	5
Public services in general	*	5
Transport/public transport	*	5
Mental health/well-being	1	4
Food production/farming	*	4
Coronavirus/Pandemic diseases	*	4
Local government/council tax	*	3
Pensions/social security/benefits	*	3
Nuclear weapons/nuclear war/disarmament	1	3
Ageing population/Social care for elderly	*	3
Race relations	*	3
Nationalisation/Government control of institutions	1	3
Morality/individual behaviour/lifestyle	*	3
Drug abuse	*	3
UK Union/devolution/reform	1	3
International trade/trade deals	*	2
Privatisation	-	2
Trade unions/strikes	*	2
Pound/Exchange rate/Value of pound	-	2
Population levels/overpopulation	*	2
Countryside/rural life	-	1
Animal welfare	-	1
Northern Ireland	-	1
Other	4	10
Don't know	4	13