

Ipsos Issues Index

September 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 1,018 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 21 and 27 September 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: 1,018 British adults 18+	Q1 %	Q1/2 %
Inflation/Prices	32	46
Economy	28	41
NHS/Hospitals/Healthcare	3	20
Pollution/environment/climate change	3	15
Poverty/Inequality	5	14
Defence/foreign affairs/terrorism	3	11
Petrol prices/fuel	4	11
Lack of faith in politics/politicians/government	3	9
Common Market/Brexit/EU/Europe	2	9
Education/Schools	1	9
Immigration/immigrants	3	9
Housing	1	8
Crime/Law and Order/ASB	1	6
Low pay/Minimum Wage/Fair wages	1	5
Taxation	1	4
Nuclear weapons/nuclear war/disarmament	*	4
Ageing population/Social care for elderly	*	2
Pensions/social security/benefits	*	2
Public services in general	*	2
Unemployment	*	2
Local government/council tax	*	2
Race relations	*	2
Mental health/well-being	*	2
Population levels/overpopulation	1	2
Transport/public transport	*	2
Nationalisation/Government control of institutions	*	1
UK Union/devolution/reform	*	1
Royal family/monarchy	-	1
Coronavirus/Pandemic diseases	*	1
International trade/trade deals	*	1
Food production/farming	-	1
Countryside/rural life	-	1
Trade unions/strikes	-	1
Drug abuse	*	1
Morality/individual behaviour/lifestyle	*	1
Privatisation	*	*
Pound/Exchange rate/Value of pound	*	*
Northern Ireland	-	*
Animal welfare	-	*
Other	2	8
Don't know	4	16