

Ipsos Issues Index

November 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 data since April 2020 with previous months.

Ipsos interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 9 and 16 November 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: 1,004 British adults 18+

	Q1 %	Q1/2 %
Economy	27	45
Inflation/Prices	27	45
NHS/Hospitals/Healthcare	3	21
Immigration/immigrants	7	21
Lack of faith in politics/politicians/government	6	20
Pollution/environment/climate change	5	16
Poverty/Inequality	3	11
Petrol prices/fuel	2	9
Housing	2	8
Defence/foreign affairs/terrorism	1	8
Common Market/Brexit/EU/Europe	2	7
Education/Schools	1	6
Crime/Law and Order/ASB	1	6
Public services in general	*	6
Low pay/Minimum Wage/Fair wages	*	5
Unemployment	1	4
Taxation	1	4
Local government/council tax	1	3
Pensions/social security/benefits	*	3
Coronavirus/Pandemic diseases	*	3
Ageing population/Social care for elderly	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Transport/public transport	-	2
Morality/individual behaviour/lifestyle	*	2
Mental health/well-being	*	2
Population levels/overpopulation	1	2
Trade unions/strikes	*	2
International trade/trade deals	*	2
Pound/Exchange rate/Value of pound	*	2
Food production/farming	*	2
Race relations	-	2
Nationalisation/Government control of institutions	*	1
Drug abuse	*	1
Privatisation	-	1
Countryside/rural life	-	1
UK Union/devolution/reform	*	1
Animal welfare	-	1
Royal family/monarchy	-	*
Northern Ireland	-	*
Other	2	11
Don't know	4	12