

Ipsos Issues Index

March 2023

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 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 1 and 7 March 2023. 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: 1,001 British adults 18+

	Q1 %	Q1/2 %
Inflation/Prices	24	39
Economy	24	37
NHS/Hospitals/Healthcare	4	21
Immigration/immigrants	6	20
Lack of faith in politics/politicians/government	5	17
Common Market/Brexit/EU/Europe	4	13
Poverty/Inequality	3	11
Pollution/environment/climate change	3	10
Housing	3	9
Defence/foreign affairs/terrorism	2	9
Education/Schools	1	8
Low pay/Minimum Wage/Fair wages	2	6
Crime/Law and Order/ASB	1	5
Ageing population/Social care for elderly	1	4
Petrol prices/fuel	1	4
Public services in general	*	3
Transport/public transport	*	3
Unemployment	1	2
Trade unions/strikes	1	2
Food production/farming	1	2
Race relations	*	2
Population levels/overpopulation	1	2
International trade/trade deals	*	2
Taxation	*	2
UK Union/devolution/reform	*	2
Pensions/social security/benefits	*	2
Local government/council tax	*	2
Coronavirus/Pandemic diseases	*	1
Nationalisation/Government control of institutions	1	1
Mental health/well-being	*	1
Morality/individual behaviour/lifestyle	*	1
Privatisation	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	-	1
Animal welfare	*	1
Drug abuse	-	*
Pound/Exchange rate/Value of pound	*	*
Northern Ireland	-	*
Royal family/Monarchy	-	*
Other	2	11
Don't know	6	15