

Ipsos Issues Index

April 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 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 12 April 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: 1,008 British adults 18+ | Q1 % | Q1/2 % |
|--|---------|-----------|
| Inflation/Prices | 24 | 40 |
| Economy | 20 | 33 |
| NHS/Hospitals/Healthcare | 8 | 29 |
| Immigration/immigrants | 9 | 20 |
| Lack of faith in politics/politicians/government | 5 | 13 |
| Housing | 3 | 13 |
| Pollution/environment/climate change | 3 | 12 |
| Education/Schools | 1 | 12 |
| Poverty/Inequality | 3 | 12 |
| Common Market/Brexit/EU/Europe | 3 | 9 |
| Defence/foreign affairs/terrorism | 1 | 9 |
| Public services in general | 1 | 7 |
| Crime/Law and Order/ASB | 1 | 6 |
| Petrol prices/fuel | 1 | 6 |
| Low pay/Minimum Wage/Fair wages | 1 | 6 |
| Unemployment | * | 5 |
| Transport/public transport | * | 4 |
| Mental health/well-being | * | 4 |
| Pensions/social security/benefits | 1 | 4 |
| Local government/council tax | * | 3 |
| Ageing population/Social care for elderly | 1 | 3 |
| Race relations | * | 3 |
| Trade unions/strikes | * | 3 |
| UK Union/devolution/reform | * | 3 |
| Food production/farming | * | 3 |
| Taxation | * | 3 |
| International trade/trade deals | * | 3 |
| Population levels/overpopulation | 1 | 3 |
| Morality/individual behaviour/lifestyle | * | 2 |
| Coronavirus/Pandemic diseases | 1 | 2 |
| Nationalisation/Government control of institutions | * | 2 |
| Drug abuse | * | 2 |
| Privatisation | * | 2 |
| Nuclear weapons/nuclear war/disarmament | * | 2 |
| Pound/Exchange rate/Value of pound | - | 1 |
| Royal Family/Monarchy | * | 1 |
| Countryside/rural life | * | 1 |
| Animal welfare | - | 1 |
| Northern Ireland | - | 1 |
| Other | 3 | 12 |
| Don't know | 7 | 18 |