

Ipsos Issues Index

July 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 11 July 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	39
NHS/Hospitals/Healthcare	8	33
Economy	18	30
Immigration/immigrants	9	21
Lack of faith in politics/politicians/government	6	16
Housing	3	15
Education/Schools	2	13
Pollution/environment/climate change	3	12
Poverty/Inequality	3	9
Common Market/Brexit/EU/Europe	2	8
Crime/Law and Order/ASB	2	6
Defence/foreign affairs/terrorism	1	5
Low pay/Minimum Wage/Fair wages	1	5
Unemployment	1	4
Public services in general	*	4
Transport/public transport	*	4
Trade unions/strikes	1	4
Taxation	1	3
Petrol prices/fuel	*	3
Morality/individual behaviour/lifestyle	*	3
Pensions/social security/benefits	*	2
Ageing population/Social care for elderly	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Local government/council tax	*	2
Nationalisation/Government control of institutions	*	2
Race relations	*	2
Mental health/well-being	*	2
International trade/trade deals	*	2
Food production/farming	*	1
UK Union/devolution/reform	1	1
Coronavirus/Pandemic diseases	*	1
Population levels/overpopulation	1	1
Drug abuse	1	1
Pound/Exchange rate/Value of pound	*	1
Privatisation	*	1
Countryside/rural life	-	*
Royal Family/Monarchy	*	*
Animal welfare	-	*
Northern Ireland	-	*
Other	3	11
Don't know	6	18