

# **Ipsos Issues Index**

December 2023

# Technical Note

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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 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 8 and 13 December 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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Ipsos interviewed a representative sample of 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 8 and 13 December 2023. Data are weighted to match the population profile.

## 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: 1,005 British adults 18+	Q1 %	Q1/2 %
Inflation/Prices	20	34
Economy	19	31
Immigration/immigrants	14	29
NHS/Hospitals/Healthcare	7	28
Housing	2	15
Poverty/Inequality	4	14
Pollution/environment/climate change	5	13
Lack of faith in politics/politicians/government	6	12
Education/Schools	1	12
Crime/Law and Order/ASB	1	7
Defence/foreign affairs/terrorism	2	7
Unemployment	2	6
Common Market/Brexit/EU/Europe	2	5
Public services in general	1	4
Transport/public transport	*	4
Race relations	1	4
Ageing population/Social care for elderly	1	4
Taxation	1	4
Low pay/Minimum Wage/Fair wages	1	4
Pensions/social security/benefits	*	3
Local government/council tax	*	2
Coronavirus/Pandemic diseases	*	2
Nationalisation/Government control of institutions	*	2
Population levels/overpopulation	*	2
Petrol prices/fuel	*	1
Mental health/well-being	*	1
International trade/trade deals	1	1
Morality/individual behaviour/lifestyle	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Drug abuse	*	1
Food production/farming	-	1
Trade unions/strikes	-	1
UK Union/devolution/reform	*	1
Countryside/rural life	*	1
Privatisation	-	1
Pound/Exchange rate/Value of pound	-	1
Northern Ireland	-	*
Animal welfare	-	*
Royal Family/Monarchy	-	*
Other	3	9
Don't know	5	15