

Ipsos Issues Index

August 2024

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 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 10 July 2024. 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 1,010 adults aged 18+ across Great Britain.

Interviews were conducted by telephone between 7 and 13 August 2024.

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: 1,010 British adults 18+

	Q1 %	Q1/2 %
Immigration/immigrants	21	34
NHS/Hospitals/Healthcare	8	30
Economy	14	29
Crime/Law and Order/ASB	9	25
Inflation/Prices	6	20
Housing	4	15
Poverty/Inequality	5	13
Race relations	6	11
Education/Schools	1	10
Pollution/environment/climate change	2	9
Lack of faith in politics/politicians/government	4	8
Defence/foreign affairs/terrorism	1	6
Public services in general	1	6
Taxation	1	5
Unemployment	1	5
Ageing population/Social care for elderly	1	5
Pensions/social security/benefits	*	5
Low pay/Minimum Wage/Fair wages	2	4
Transport/public transport	1	4
Common Market/Brexit/EU/Europe	1	2
Morality/individual behaviour/lifestyle	1	2
Mental health/well-being	*	2
Local government/council tax	*	2
Petrol prices/fuel	-	2
Nationalisation/Government control of institutions	*	1
Food production/farming	*	1
Population levels/overpopulation	*	1
Pound/Exchange rate/Value of pound	*	1
Animal welfare	*	1
UK Union/devolution/reform	*	*
Nuclear weapons/nuclear war/disarmament	*	*
Coronavirus/Pandemic diseases	*	*
International trade/trade deals	-	*
Countryside/rural life	-	*
Drug abuse	-	*
Privatisation	-	*
Trade unions/strikes	-	*
Royal Family/Monarchy	-	-
Northern Ireland	-	-
Other	6	18
Don't know	3	9