

Ipsos Issues Index

November 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 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 6 and 12 November 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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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 %
Economy	21	39
Immigration/immigrants	19	33
NHS/Hospitals/Healthcare	8	28
Inflation/Prices	9	20
Housing	3	16
Education/Schools	2	13
Lack of faith in politics/politicians/government	4	12
Poverty/Inequality	4	12
Defence/foreign affairs/terrorism	3	12
Pollution/environment/climate change	3	11
Crime/Law and Order/ASB	2	10
Taxation	1	8
Public services in general	2	6
Pensions/social security/benefits	1	6
Unemployment	1	5
Race relations	1	4
Transport/public transport	*	4
Ageing population/Social care for elderly	*	4
Morality/individual behaviour/lifestyle	1	3
Childcare services / support for young people	1	3
Common Market/Brexit/EU/Europe	1	3
Low pay/Minimum Wage/Fair wages	1	3
Mental health/well-being	*	3
Nuclear weapons/nuclear war/disarmament	*	2
Local government/council tax	-	2
Nationalisation/Government control of institutions	1	2
Media / social media	*	1
International trade/trade deals	*	1
Food production/farming	*	1
Coronavirus/Pandemic diseases	*	1
Population levels/overpopulation	*	1
Privatisation	-	1
Drug abuse	*	1
UK Union/devolution/reform	*	1
AI / Technology	-	1
Pound/Exchange rate/Value of pound	*	*
Petrol prices/fuel	-	*
Countryside/rural life	-	*
Animal welfare	*	*
Royal Family/Monarchy	*	*
Trade unions/strikes	-	-
Northern Ireland	-	-
Other	3	8
Don't know	5	11