

Ipsos Issues Index

March 2025

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 1,000 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 11 March 2025. 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: 1,000 British adults 18+

	Q1 %	Q1/2 %
Economy	15	34
Immigration/immigrants	18	33
NHS/Hospitals/Healthcare	6	29
Defence/foreign affairs/terrorism	14	29
Inflation/Prices	10	23
Housing	3	12
Lack of faith in politics/politicians/government	3	12
Education/Schools	1	12
Poverty/Inequality	5	12
Crime/Law and Order/ASB	2	11
Pollution/environment/climate change	2	9
Taxation	1	7
Pensions/social security/benefits	1	6
Public services in general	1	5
Unemployment	1	5
Low pay/Minimum Wage/Fair wages	1	4
Common Market/Brexit/EU/Europe	1	4
Ageing population/Social care for elderly	*	4
Transport/public transport	*	3
Nuclear weapons/nuclear war/disarmament	1	3
Childcare services / support for young people	*	3
Race relations	*	3
Mental health/well-being	1	2
Food production/farming	*	2
Local government/council tax	*	2
Morality/individual behaviour/lifestyle	*	2
Nationalisation/Government control of institutions	*	2
International trade/trade deals	1	1
Population levels/overpopulation	*	1
Petrol prices/fuel	*	1
AI / Technology	-	1
Drug abuse	-	1
Trade unions/strikes	*	1
UK Union/devolution/reform	*	1
Media / social media	-	*
Countryside/rural life	-	*
Animal welfare	-	*
Privatisation	-	*
Pound/Exchange rate/Value of pound	-	*
Northern Ireland	-	*
Coronavirus/Pandemic diseases	-	*
Royal Family/Monarchy	-	-
Other	2	11
Don't know	6	11