

Ipsos Issues Index

January 2026

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 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 7 and 13 January 2026. 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: 1,004 British adults 18+	Q1 %	Q1/2 %
Immigration/immigrants	24	41
Economy	18	34
NHS/Hospitals/Healthcare	6	24
Defence/foreign affairs/terrorism	8	24
Inflation/Prices	9	23
Lack of faith in politics/politicians/government	5	15
Housing	3	14
Poverty/Inequality	4	13
Taxation	1	11
Education/Schools	1	9
Crime/Law and Order/ASB	2	8
Unemployment	2	8
Pensions/social security/benefits	1	7
Pollution/environment/climate change	2	7
Public services in general	1	6
Race relations	1	6
Morality/individual behaviour/lifestyle	1	4
Common Market/Brexit/EU/Europe	*	4
Childcare services / support for young people	*	3
Transport/public transport	*	3
Low pay/Minimum Wage/Fair wages	1	3
Ageing population/Social care for elderly	1	3
Mental health/well-being	*	2
Local government/council tax	*	2
AI / Technology	*	2
Population levels/overpopulation	1	1
International trade/trade deals	*	1
Social media	*	1
Food production/farming	*	1
UK Union/devolution/reform	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Petrol prices/fuel	-	1
Nationalisation/Government control of institutions	*	1
Pound/Exchange rate/Value of pound	-	1
Animal welfare	-	*
Privatisation	-	*
Countryside/rural life	*	*
Coronavirus/Pandemic diseases	-	*
Drug abuse	-	*
Trade unions/strikes	-	*
Northern Ireland	-	-
Royal Family/Monarchy	-	-
Other	2	9
Don't know	5	9