

Ipsos MORI Issues Index

January 2021

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. The Coronavirus pandemic means face-to-face fieldwork is currently not an option for public opinion polling. Mode effects should be kept in mind when comparing the new data points with previous months.

Ipsos MORI interviewed a representative sample of 1,032 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 22 and 27 January 2021. 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: 1,032 British adults 18+	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	61	75
Common Market/Brexit/EU/Europe	6	35
Economy	7	32
NHS/Hospitals/Healthcare	3	20
Poverty/Inequality	5	16
Education/Schools	1	15
Unemployment	1	13
Pollution/environment/climate change	3	12
Lack of faith in politics/politicians/government	2	7
Housing	1	6
Immigration/immigrants	2	6
Crime/Law and Order/ASB	1	5
Race relations	*	5
Low pay/Minimum Wage/Fair wages	1	4
Public services in general	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	*	3
Taxation	*	2
Pensions/social security/benefits	-	2
Ageing population/Social care for elderly	*	2
Defence/foreign affairs/terrorism	-	2
Trade unions/strikes	*	2
Transport/public transport	-	2
Morality/individual behaviour/lifestyle	*	2
Population levels/overpopulation	*	1
Local government/council tax	-	1
Inflation/Prices	*	1
Nationalisation/Government control of institutions	*	1
Drug abuse	*	1
Animal welfare	-	1
Pound/Exchange rate/Value of pound	-	1
Privatisation	-	1
Foot and mouth outbreak/farming crisis	*	*
Countryside/rural life	*	*
Petrol prices/fuel	-	*
Northern Ireland	-	*
Nuclear weapons/Nuclear war/Disarmament	-	*
AIDS	-	-
Other	3	14
Don't know	2	10