

# **Ipsos MORI Issues Index**

February 2021

# Technical Note

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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 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 12 and 17 February 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: 1,005 British adults 18+	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	57	72
Economy	9	35
Common Market/Brexit/EU/Europe	7	33
NHS/Hospitals/Healthcare	3	16
Pollution/environment/climate change	3	14
Poverty/Inequality	3	13
Education/Schools	1	12
Unemployment	2	12
Race relations	*	6
Mental health/well-being	*	5
Housing	*	5
Immigration/immigrants	1	5
Lack of faith in politics/politicians/government	2	4
Crime/Law and Order/ASB	1	4
Defence/foreign affairs/terrorism	*	3
Ageing population/Social care for elderly	*	3
International trade/trade deals	*	3
Transport/public transport	*	2
UK Union/devolution/reform	1	2
Public services in general	*	2
Low pay/Minimum Wage/Fair wages	-	2
Taxation	*	2
Nationalisation/Government control of institutions	*	1
Morality/individual behaviour/lifestyle	*	1
Pensions/social security/benefits	*	1
Local government/council tax	*	1
Drug abuse	*	1
Inflation/Prices	*	1
Population levels/overpopulation	*	1
Animal welfare	-	1
Privatisation	*	1
Trade unions/strikes	-	*
Countryside/rural life	-	*
Food production/farming	-	*
Northern Ireland	-	*
Petrol prices/fuel	-	*
Pound/Exchange rate/Value of pound	-	*
Other	2	11
Don't know	4	12