

Ipsos MORI Issues Index

March 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 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 11 March 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: 1,009 British adults 18+	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	34	49
Economy	18	36
Common Market/Brexit/EU/Europe	6	26
NHS/Hospitals/Healthcare	5	24
Poverty/Inequality	6	19
Education/Schools	2	16
Unemployment	4	15
Pollution/environment/climate change	4	13
Housing	1	9
Immigration/immigrants	2	8
Public services in general	*	8
Crime/Law and Order/ASB	1	7
Race relations	*	5
Ageing population/Social care for elderly	1	5
Mental health/well-being	1	5
Lack of faith in politics/politicians/government	2	5
Low pay/Minimum Wage/Fair wages	1	5
Taxation	1	4
International trade/trade deals	1	4
Transport/public transport	*	3
UK Union/devolution/reform	*	3
Defence/foreign affairs/terrorism	*	3
Pensions/social security/benefits	*	2
Inflation/Prices	1	2
Local government/council tax	*	2
Drug abuse	-	2
Nationalisation/Government control of institutions	*	1
Population levels/overpopulation	*	1
Morality/individual behaviour/lifestyle	1	1
Trade unions/strikes	*	1
Pound/Exchange rate/Value of pound	-	1
Privatisation	-	1
Petrol prices/fuel	-	1
Northern Ireland	-	1
Countryside/rural life	-	1
Food production/farming	-	1
Animal welfare	-	*
Other	4	16
Don't know	4	11