

Ipsos MORI Issues Index

July 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 1,053 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 2 and 8 July 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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Ipsos MORI interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 4 and 14 June 2021. Data are weighted to match the population profile.

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: 1,003 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	34	48
Economy	15	36
NHS/Hospitals/Healthcare	4	28
Education/Schools	2	21
Common Market/Brexit/EU/Europe	5	19
Pollution/environment/climate change	5	16
Poverty/Inequality	5	15
Unemployment	3	12
Immigration/immigrants	3	11
Housing	2	11
Lack of faith in politics/politicians/government	2	7
Crime/Law and Order/ASB	1	7
Race relations	1	6
Defence/foreign affairs/terrorism	1	5
Mental health/well-being	1	4
International trade/trade deals	1	4
Ageing population/Social care for elderly	1	4
Low pay/Minimum Wage/Fair wages	1	4
Public services in general	*	3
UK Union/devolution/reform	1	3
Pensions/social security/benefits	1	3
Taxation	*	2
Transport/public transport	-	2
Food production/farming	*	2
Trade unions/strikes	*	2
Nationalisation/Government control of institutions	*	1
Morality/individual behaviour/lifestyle	*	1
Northern Ireland	-	1
Population levels/overpopulation	1	1
Countryside/rural life	-	1
Animal welfare	-	1
Inflation/Prices	-	1
Privatisation	-	1
Petrol prices/fuel	-	*
Local government/council tax	*	*
Drug abuse	-	*
Pound/Exchange rate/Value of pound	-	*
Other	5	19
Don't know	4	10