

# **Ipsos MORI Issues Index**

August 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 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 6 and 13 August 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: 1,013 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	26	40
Pollution/environment/climate change	14	32
Economy	13	28
NHS/Hospitals/Healthcare	5	21
Common Market/Brexit/EU/Europe	6	19
Poverty/Inequality	4	18
Education/Schools	2	14
Immigration/immigrants	4	12
Housing	2	10
Unemployment	2	10
Lack of faith in politics/politicians/government	3	8
Race relations	1	8
Crime/Law and Order/ASB	2	7
Low pay/Minimum Wage/Fair wages	1	5
Transport/public transport	*	4
Mental health/well-being	*	3
Defence/foreign affairs/terrorism	*	3
Public services in general	*	3
Ageing population/Social care for elderly	*	3
Pensions/social security/benefits	*	2
Inflation/Prices	*	2
UK Union/devolution/reform	*	2
Morality/individual behaviour/lifestyle	1	2
Taxation	*	2
International trade/trade deals	*	2
Drug abuse	*	1
Population levels/overpopulation	*	1
Nationalisation/Government control of institutions	*	1
Food production/farming	*	1
Local government/council tax	*	1
Privatisation	-	*
Animal welfare	-	*
Trade unions/strikes	-	*
Pound/Exchange rate/Value of pound	-	*
Countryside/rural life	*	*
Petrol prices/fuel	-	*
Northern Ireland	-	-
Other	5	13
Don't know	5	13