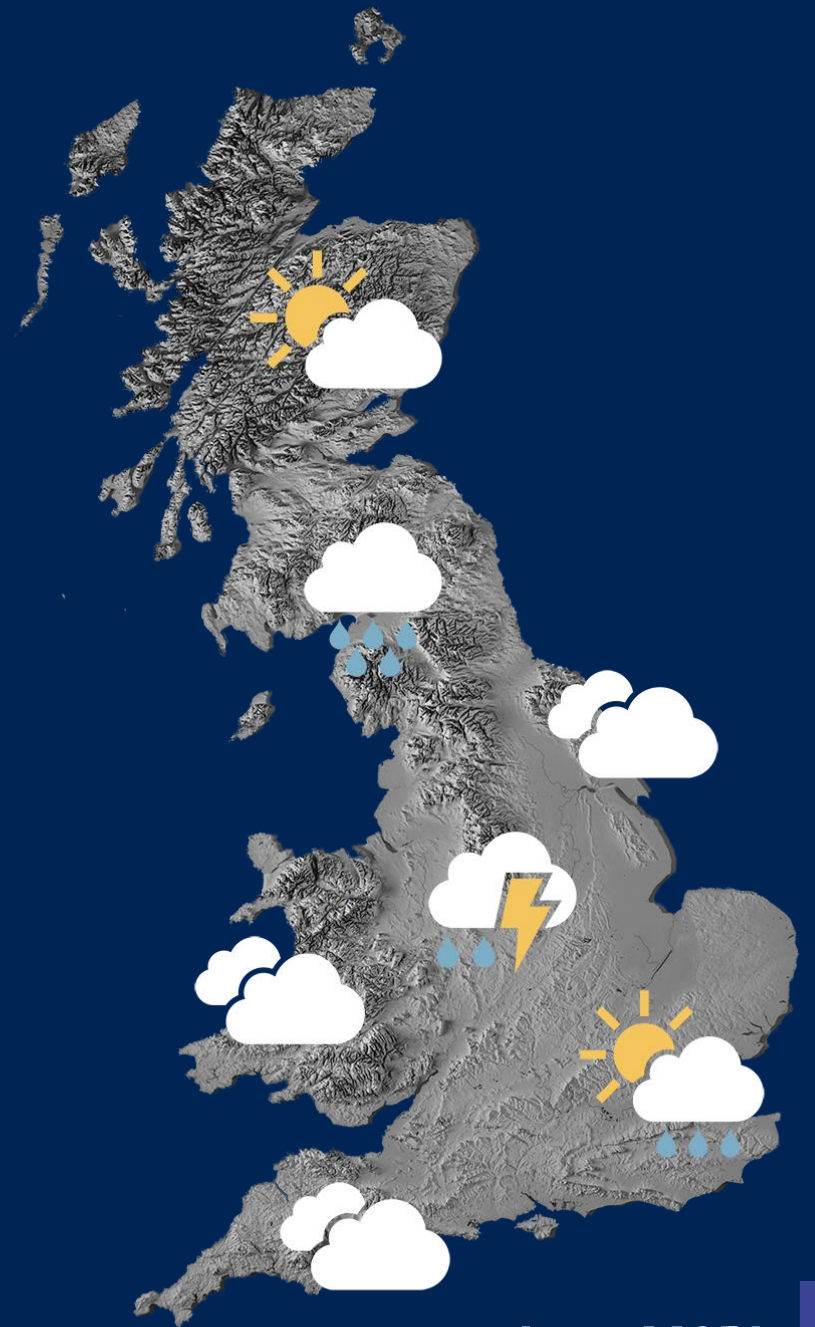


# IPSOS MORI ISSUES INDEX

October 2021

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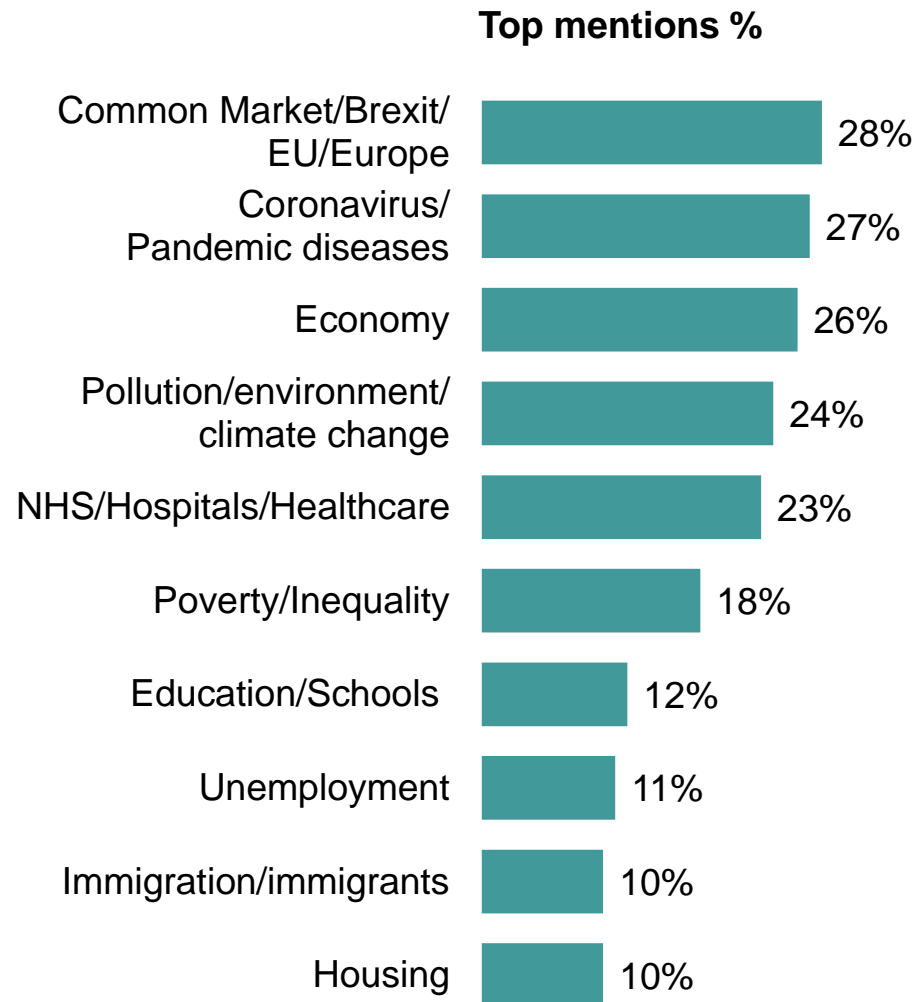


Ipsos MORI



# October 2021

What do you see as the most/other important issues facing Britain today?



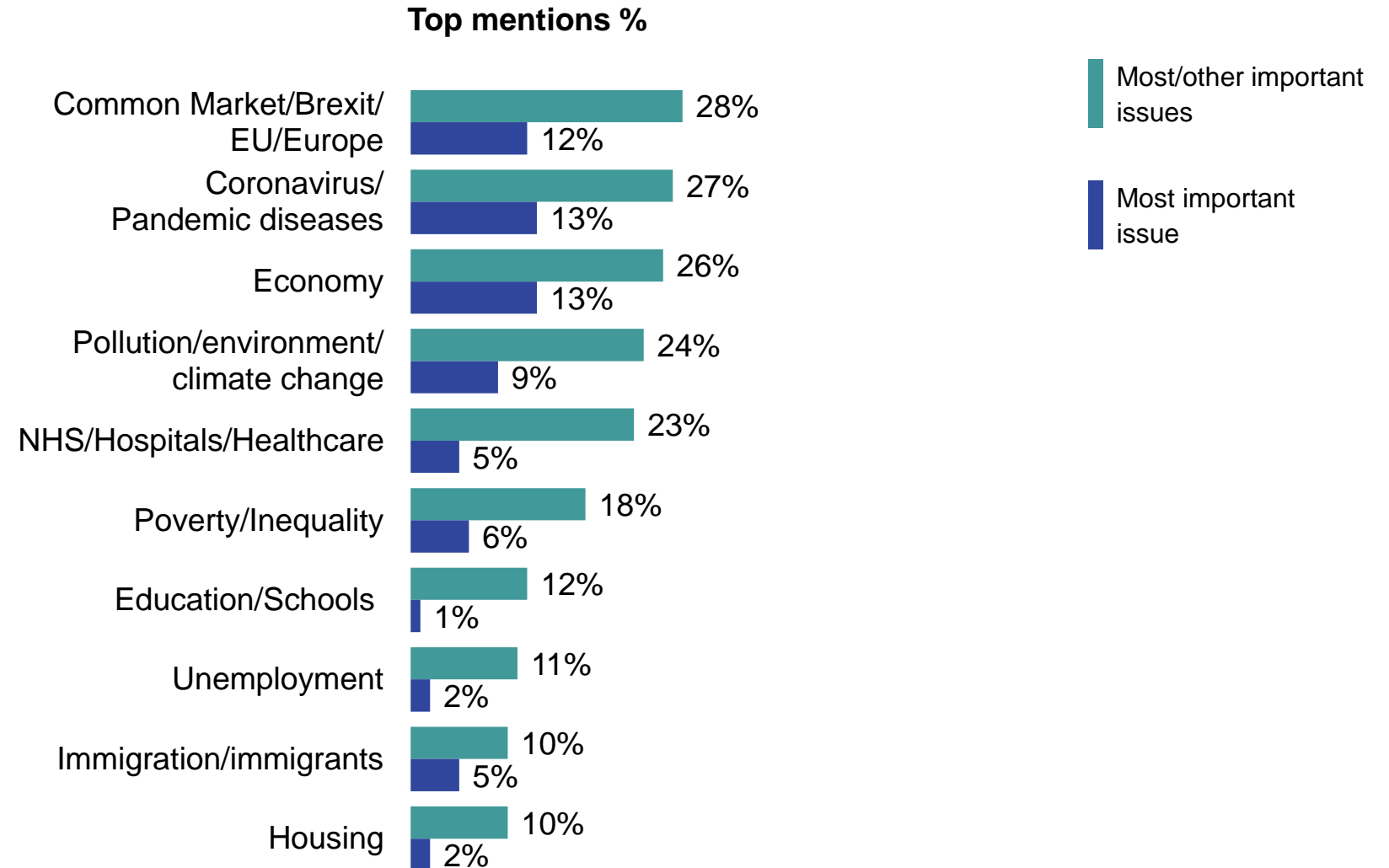
Base: 1,001 British adults 18+, 1 – 9 October 2021

Change since Sept:	
%	Position
+8	+4 ▲
-10	-1 ▼
+2	—
+1	—
-7	-3 ▼
+1	—
-2	+1 ▲
+1	+3 ▲
-6	-2 ▼
-3	-1 ▼

Source: Ipsos MORI Issues Index

# October 2021

What do you see as the most/other important issues facing Britain today?



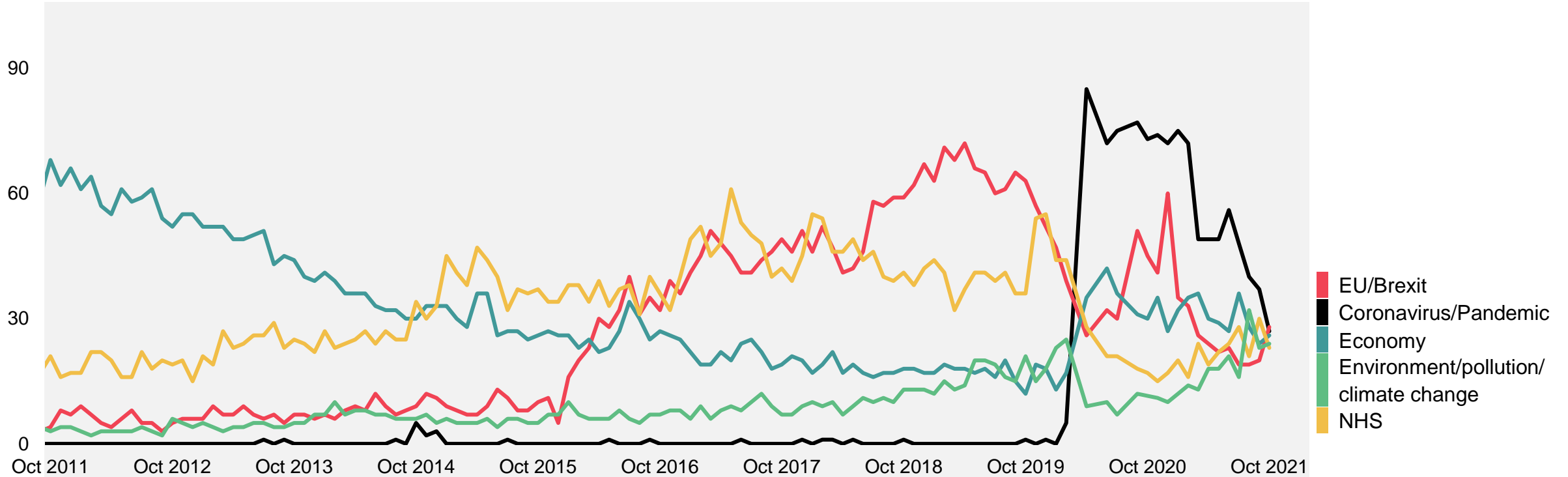
Base: 1,001 British adults 18+, 1 – 9 October 2021

Source: Ipsos MORI Issues Index

# Top five concerns: trend

What do you see as the most/other important issues facing Britain today?

## Top mentions %



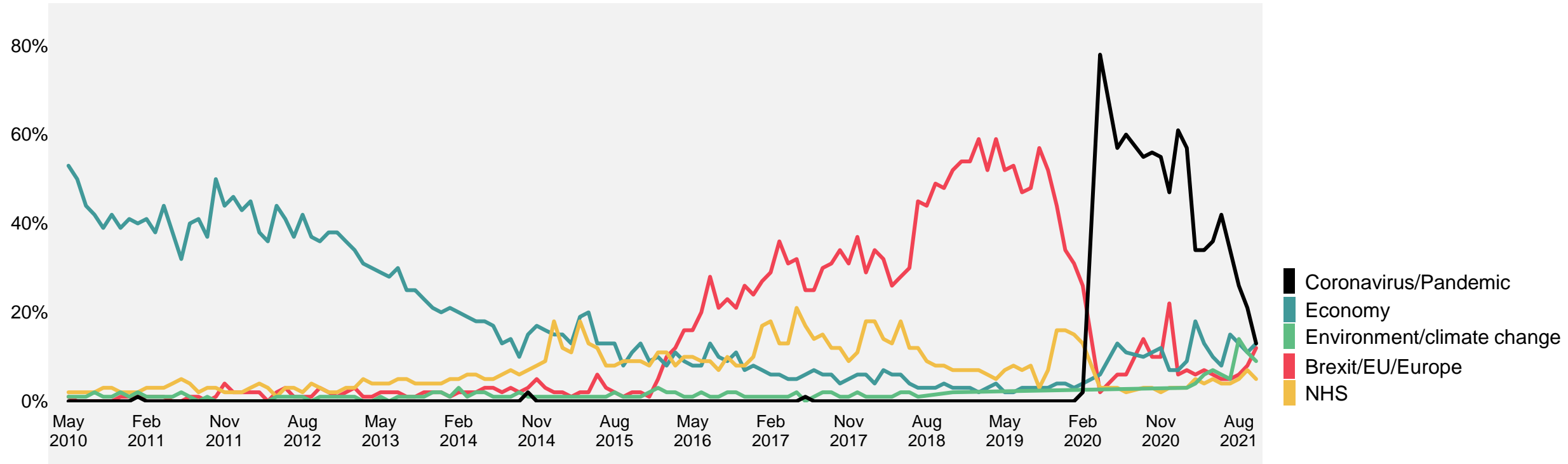
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Single Biggest Issue 2010 - 2021

What do you see as the **most important** issue facing Britain today?

Top mentions %

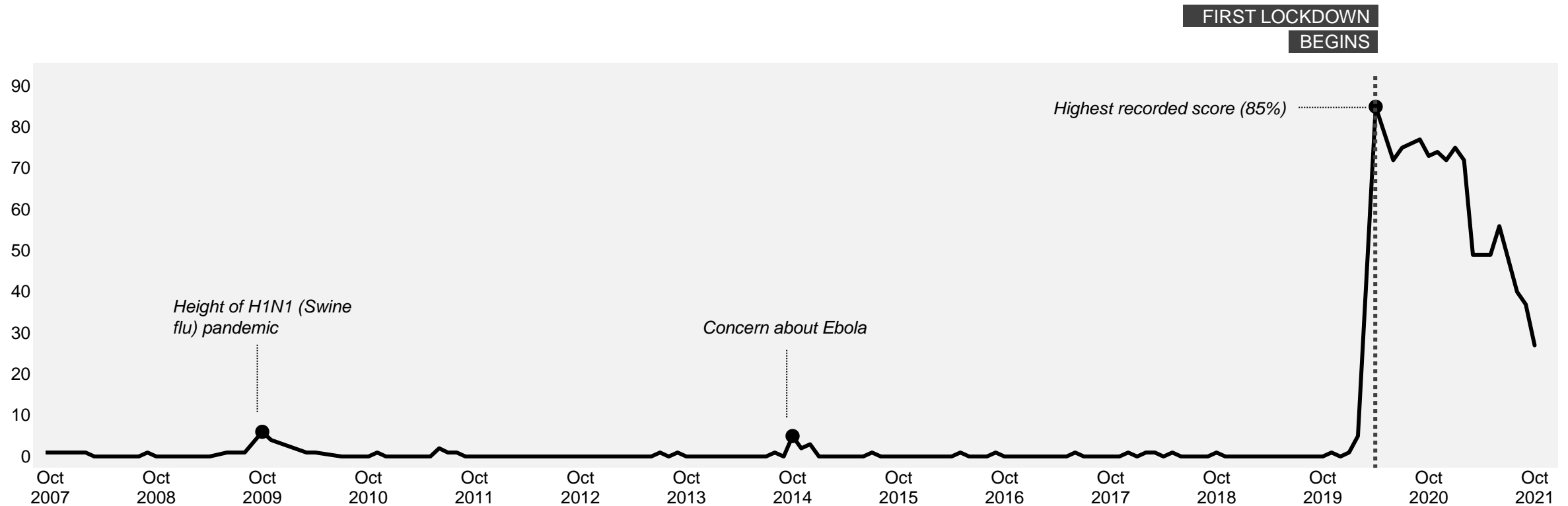


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Coronavirus/Pandemic diseases

What do you see as the most/other important issues facing Britain today?

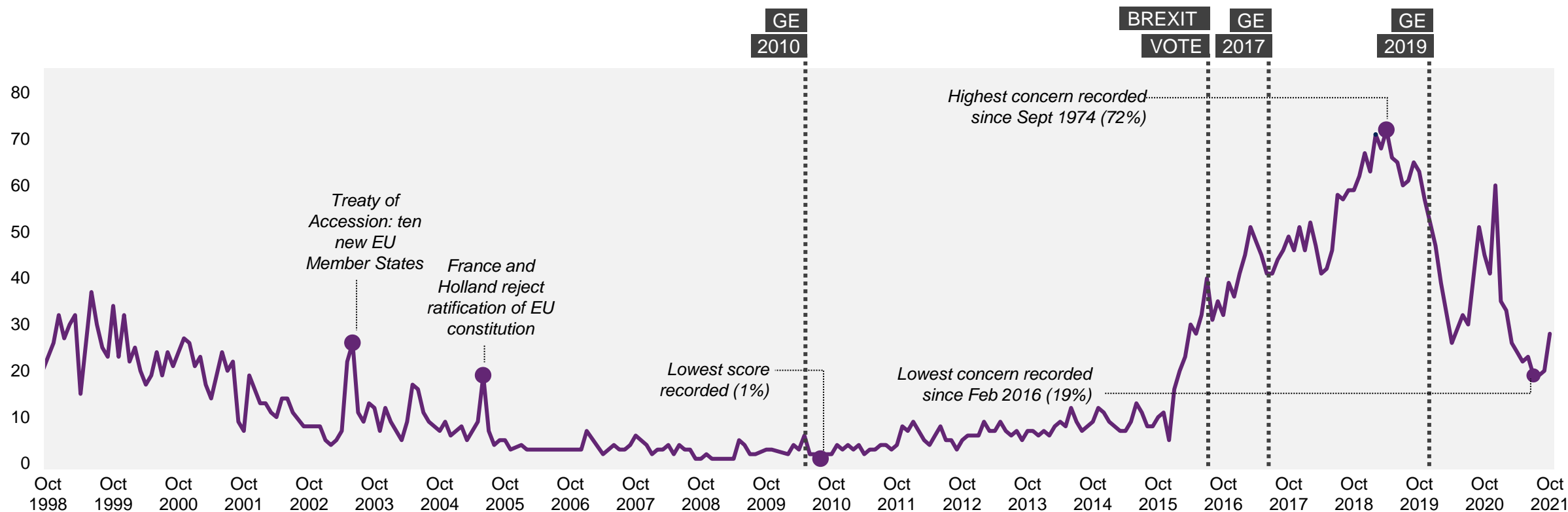


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# EU / Europe / Brexit

What do you see as the most/other important issues facing Britain today?

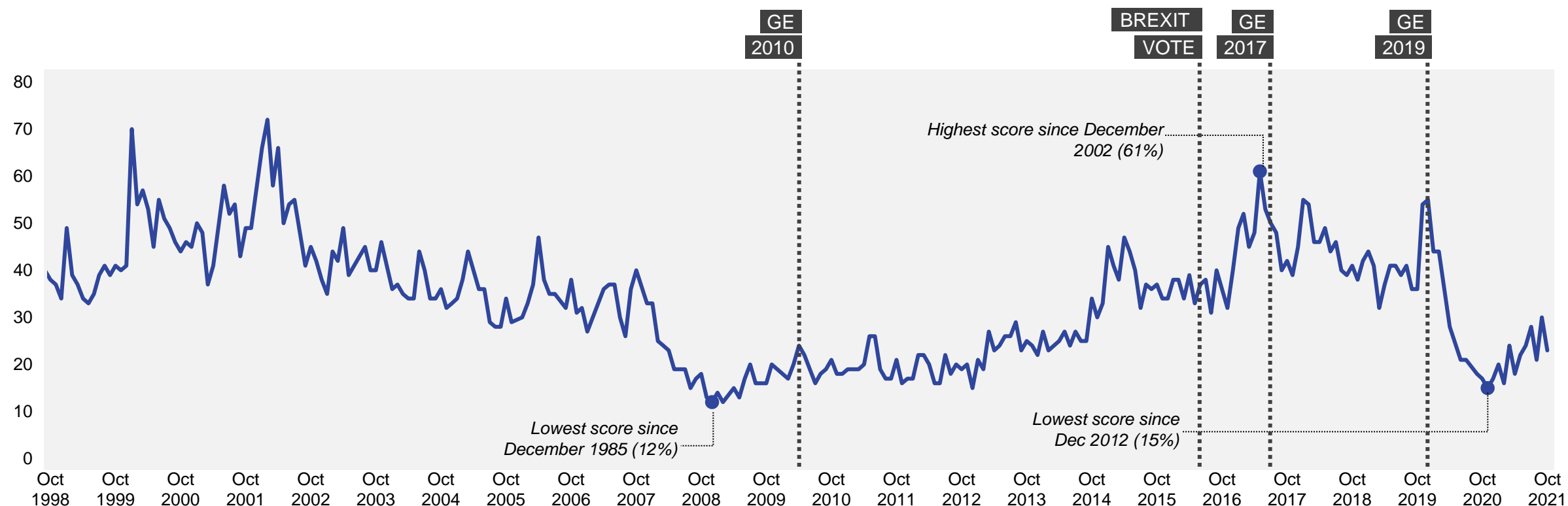


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# NHS / Hospitals / Healthcare

What do you see as the most/other important issues facing Britain today?



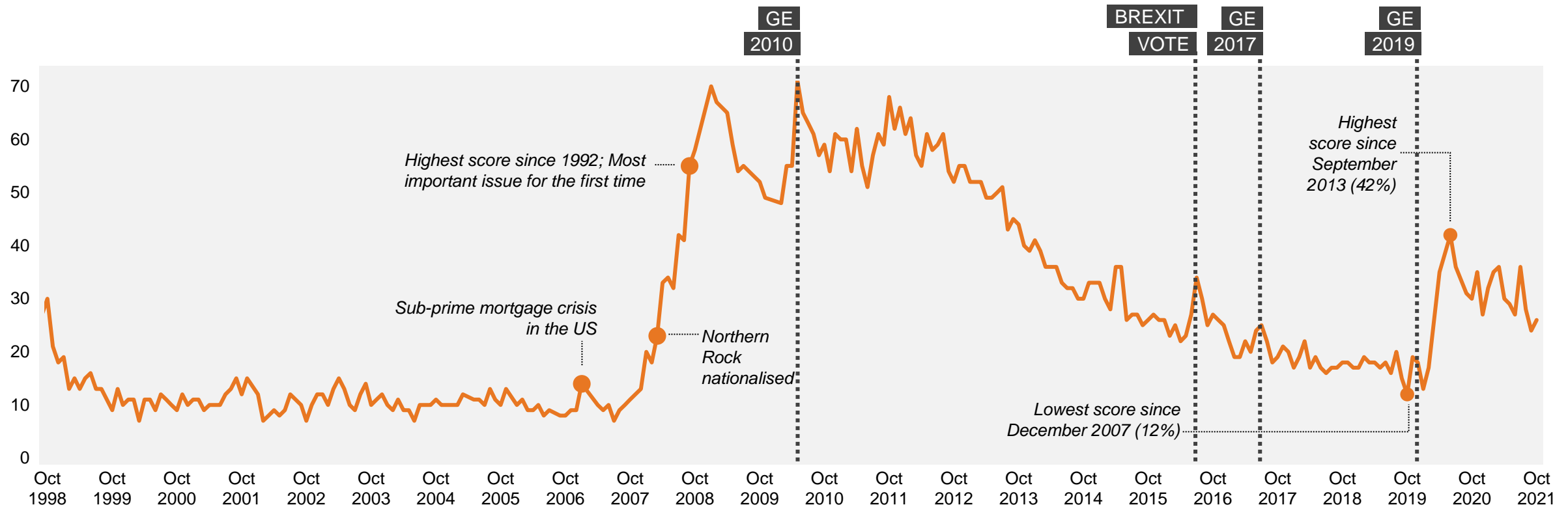
Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index



# Economy / Economic situation

What do you see as the most/other important issues facing Britain today?

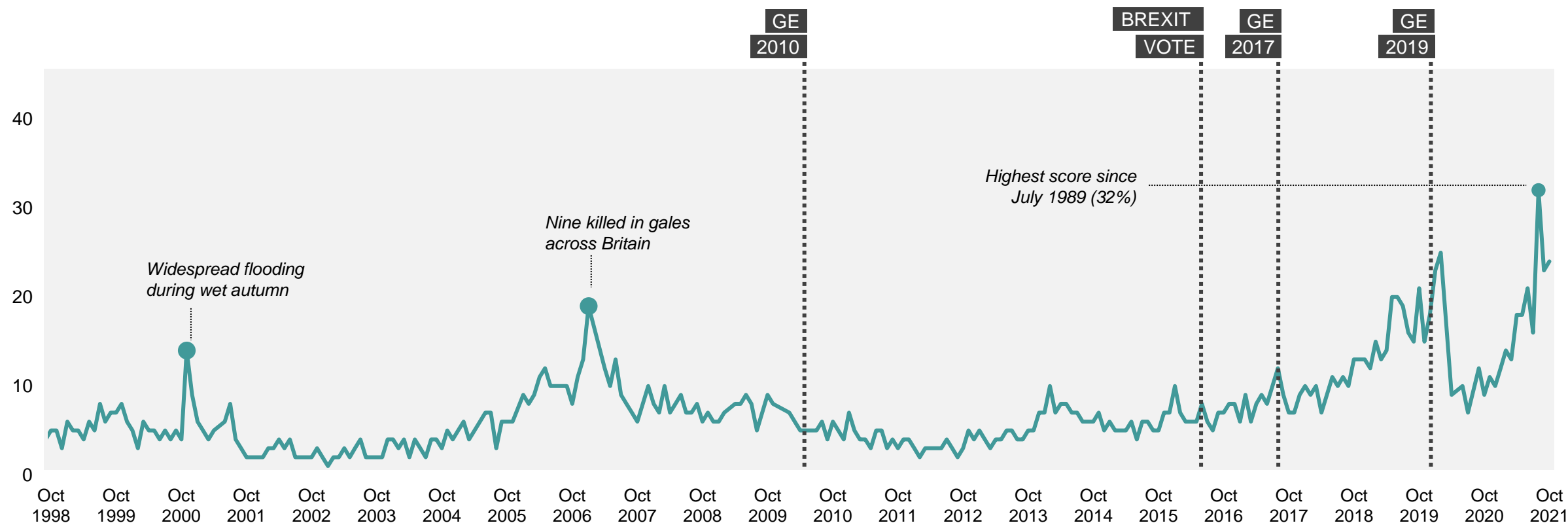


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Pollution / Environment / Climate change

What do you see as the most/other important issues facing Britain today?

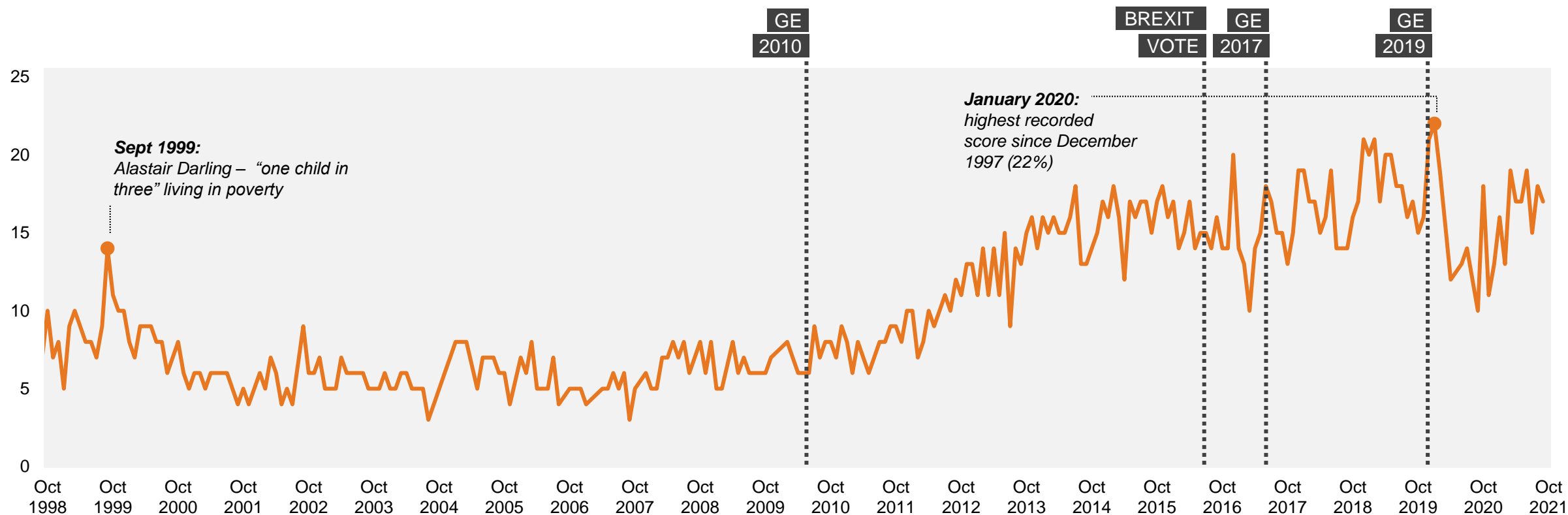


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Poverty/inequality

What do you see as the most/other important issues facing Britain today?

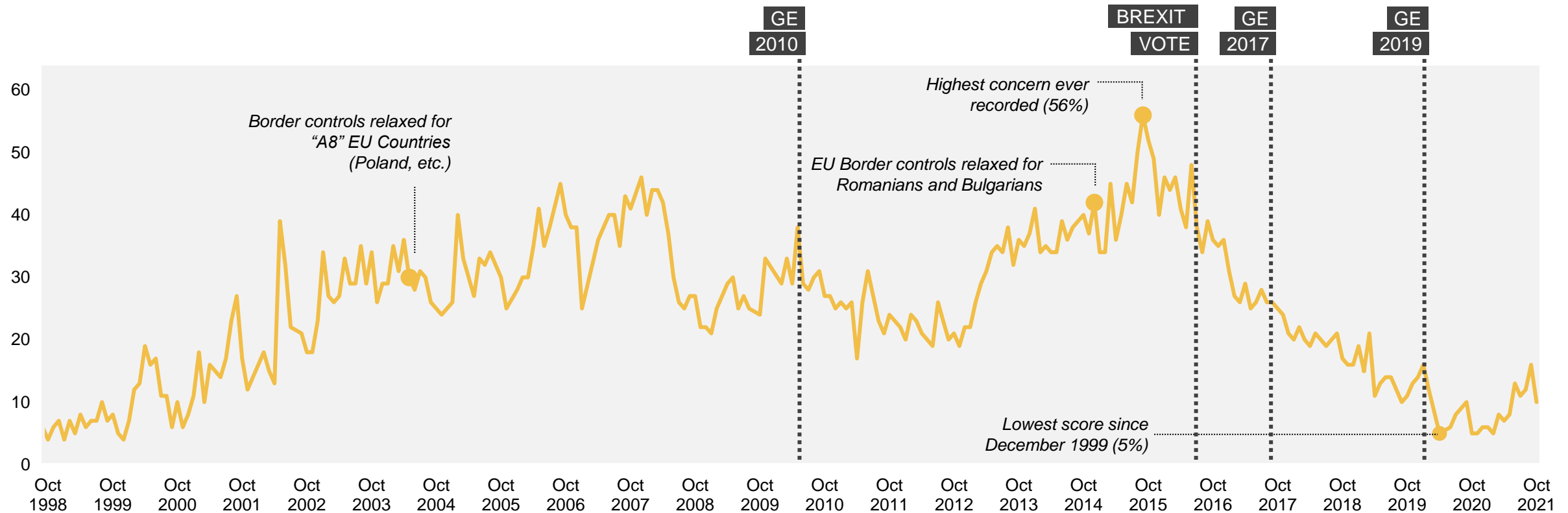


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Immigration / Immigrants

What do you see as the most/other important issues facing Britain today?

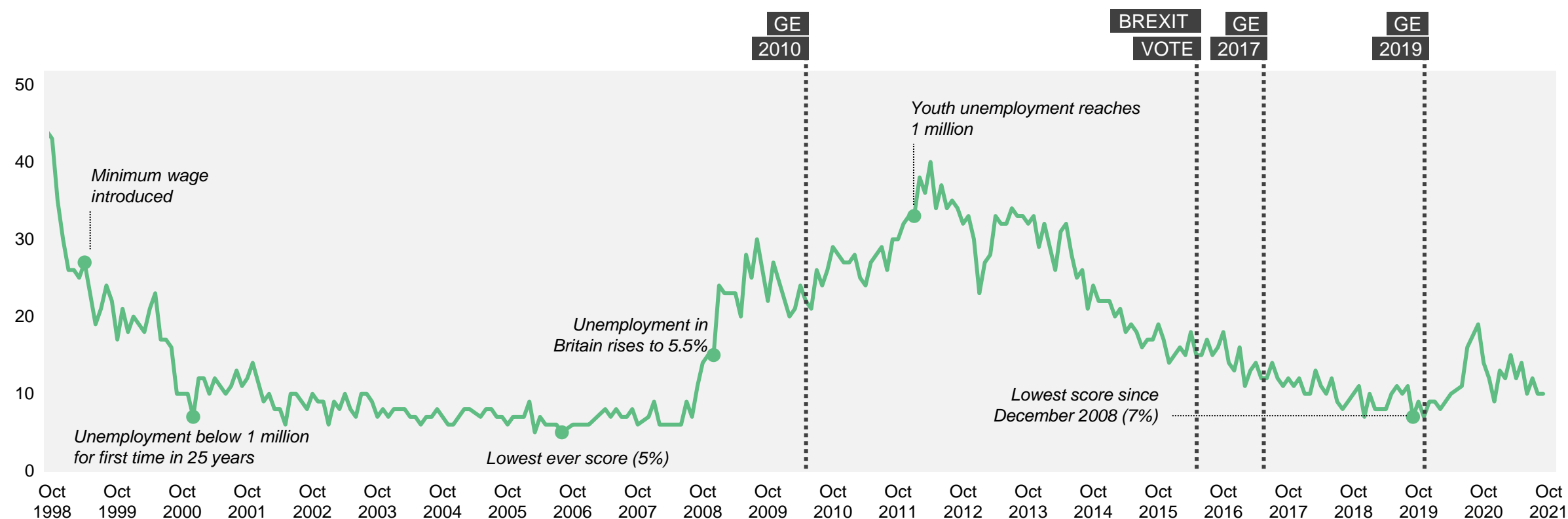


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Unemployment / Factory closure / Lack of industry

What do you see as the most/other important issues facing Britain today?

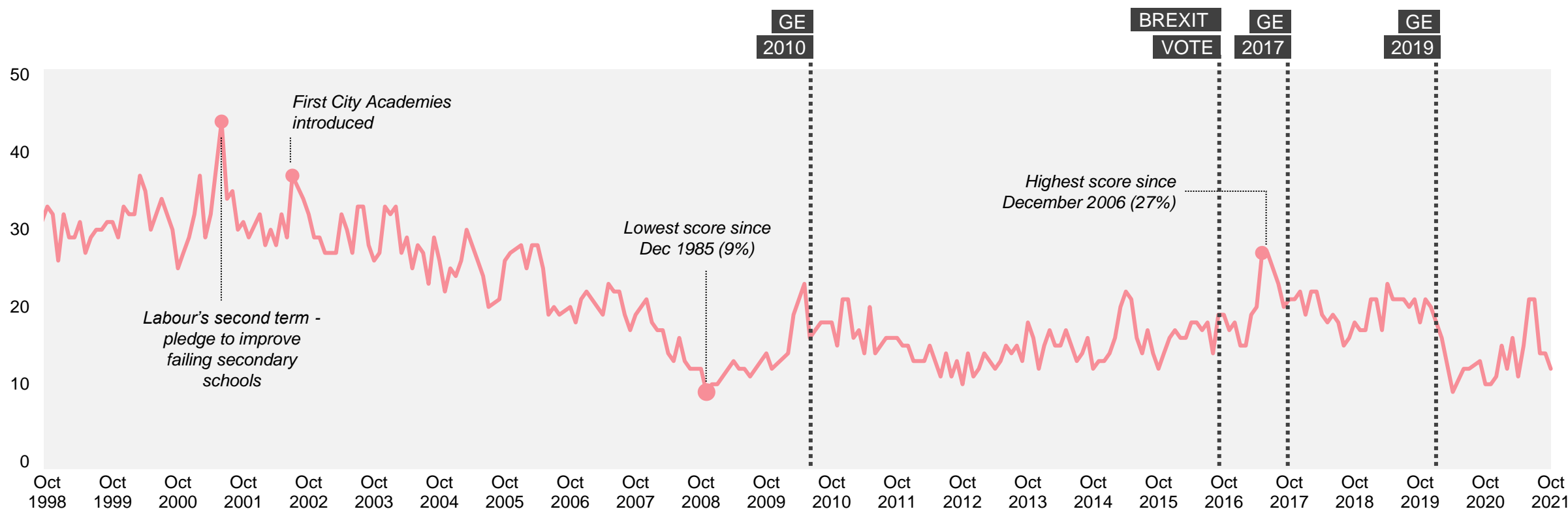


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Education / Schools

What do you see as the most/other important issues facing Britain today?

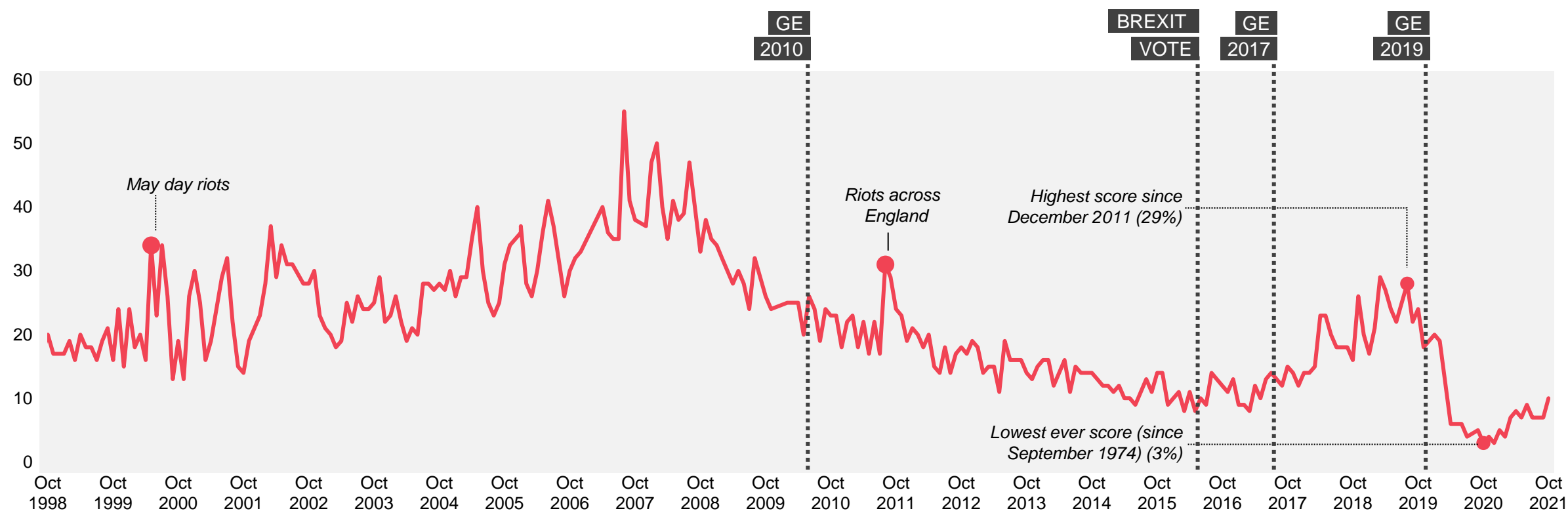


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Crime / Law & Order / Violence / Vandalism / ASB

What do you see as the most/other important issues facing Britain today?

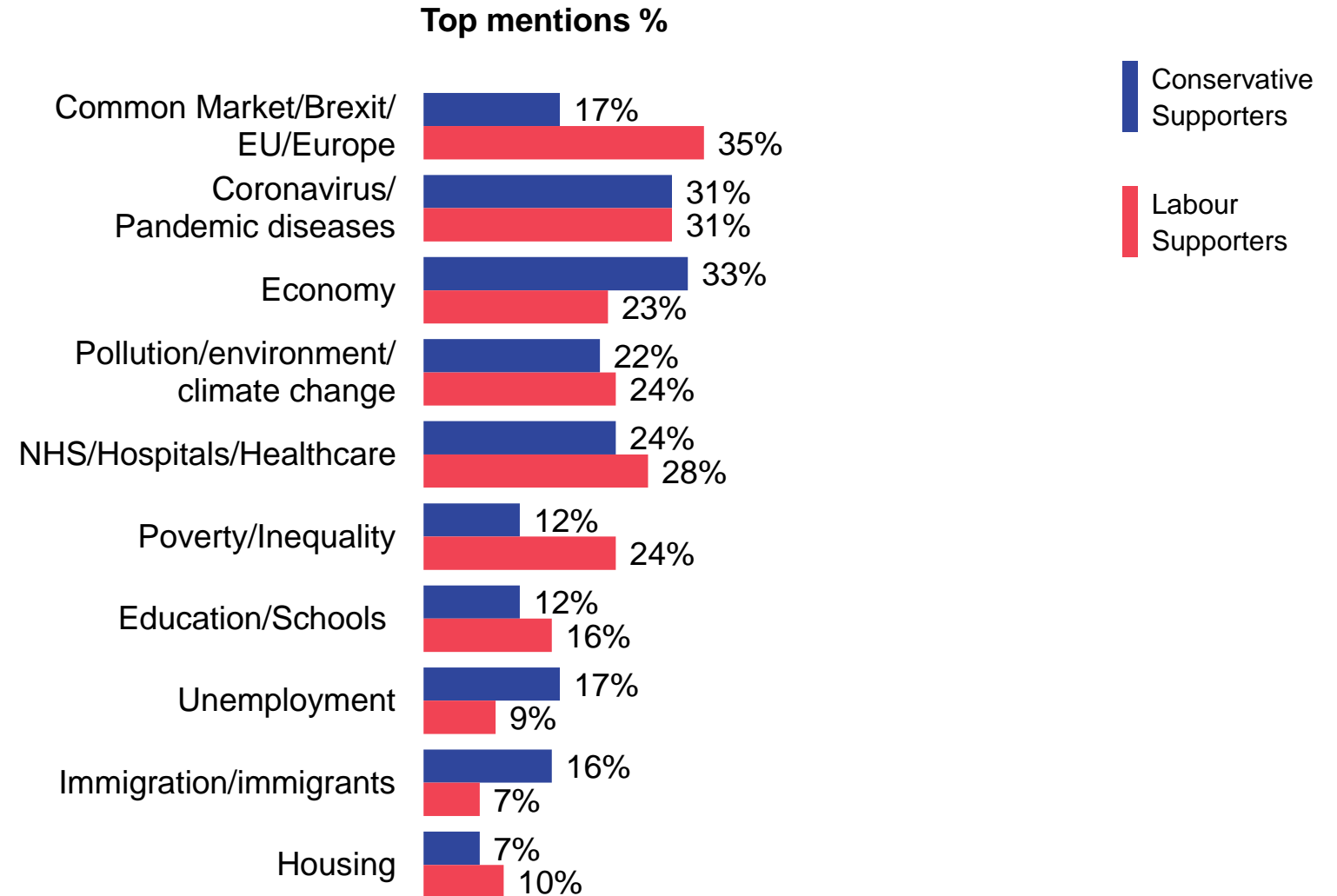


Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index

# Party support

What do you see as the most/other important issues facing Britain today?



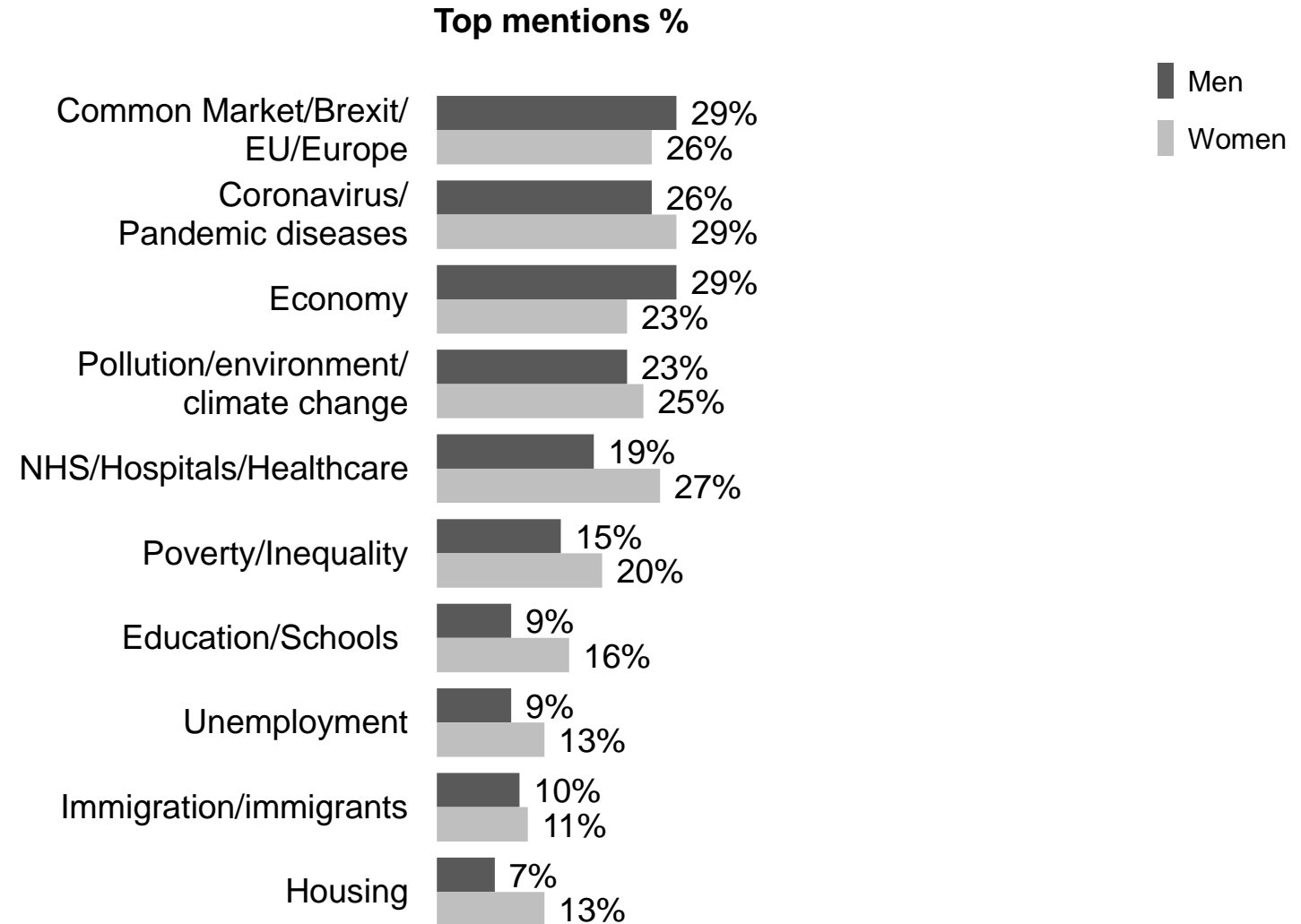
Base: 1,001 British adults 18+, 1 – 9 October 2021

Source: Ipsos MORI Issues Index



# Men and women

What do you see as the most/other important issues facing Britain today?

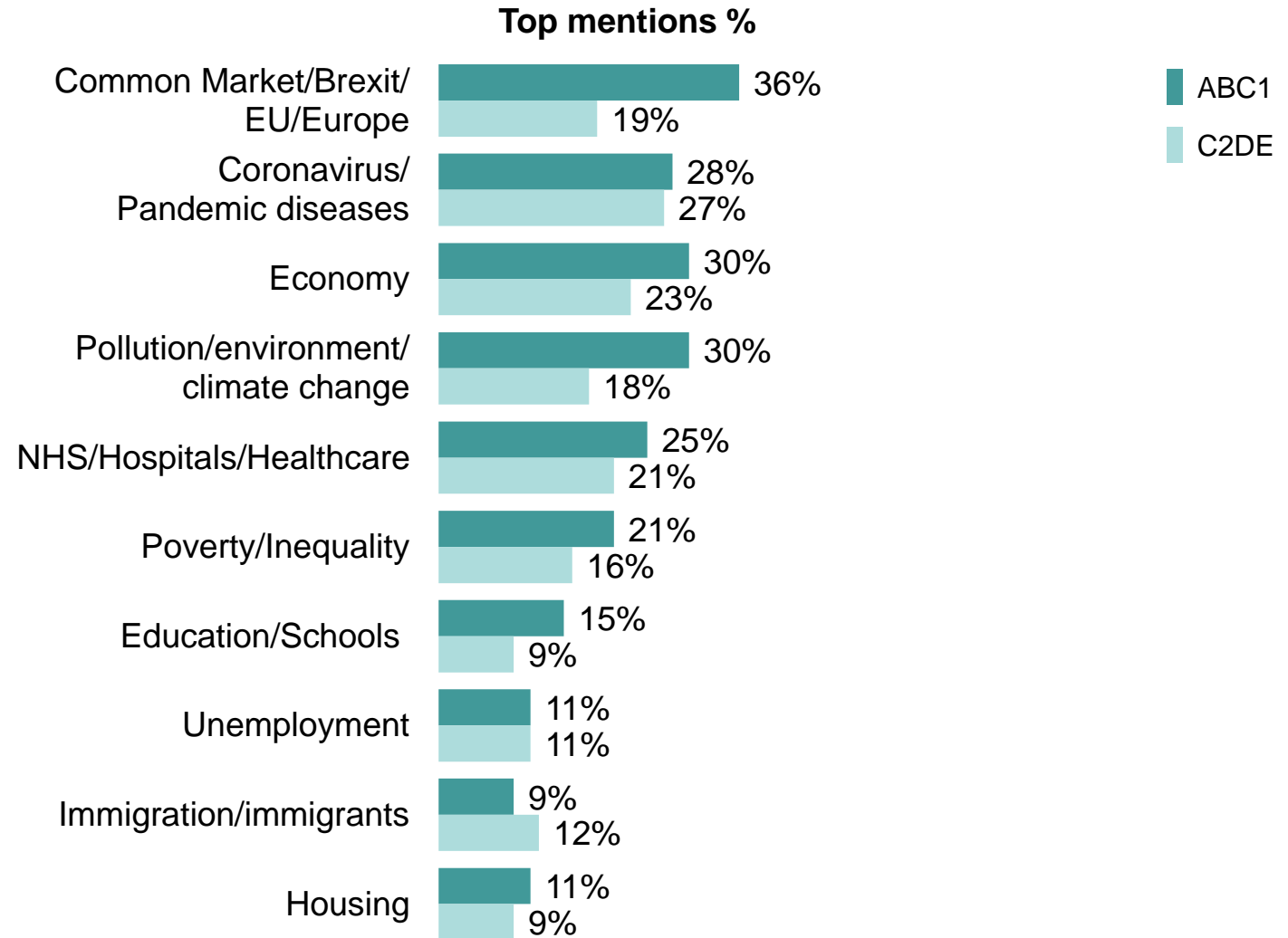


Base: 1,001 British adults 18+, 1 – 9 October 2021

Source: Ipsos MORI Issues Index

# Social grade

What do you see as the most/other important issues facing Britain today?

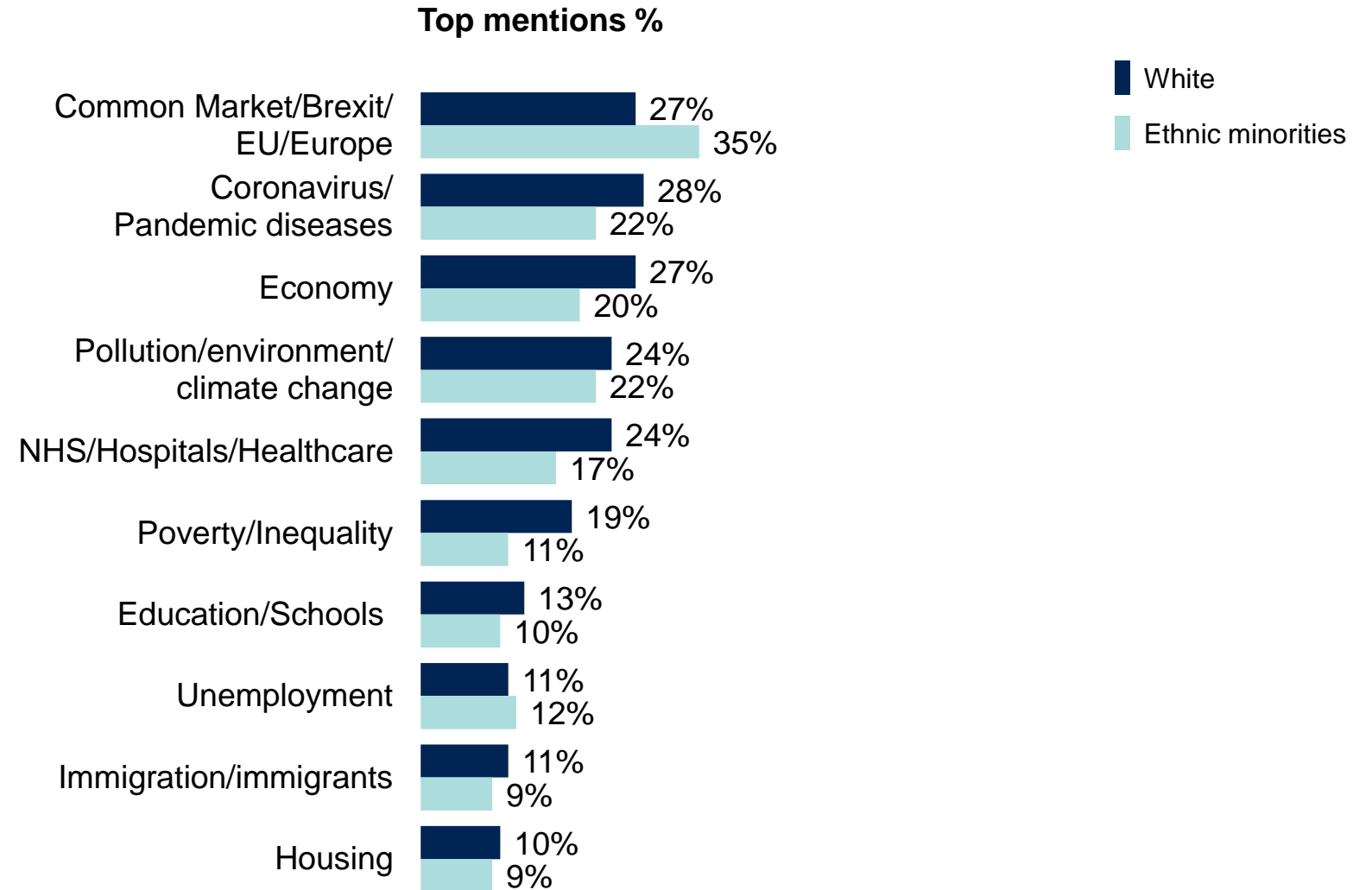


Base: 1,001 British adults 18+, 1 – 9 October 2021

Source: Ipsos MORI Issues Index

# Ethnic background

What do you see as the most/other important issues facing Britain today?

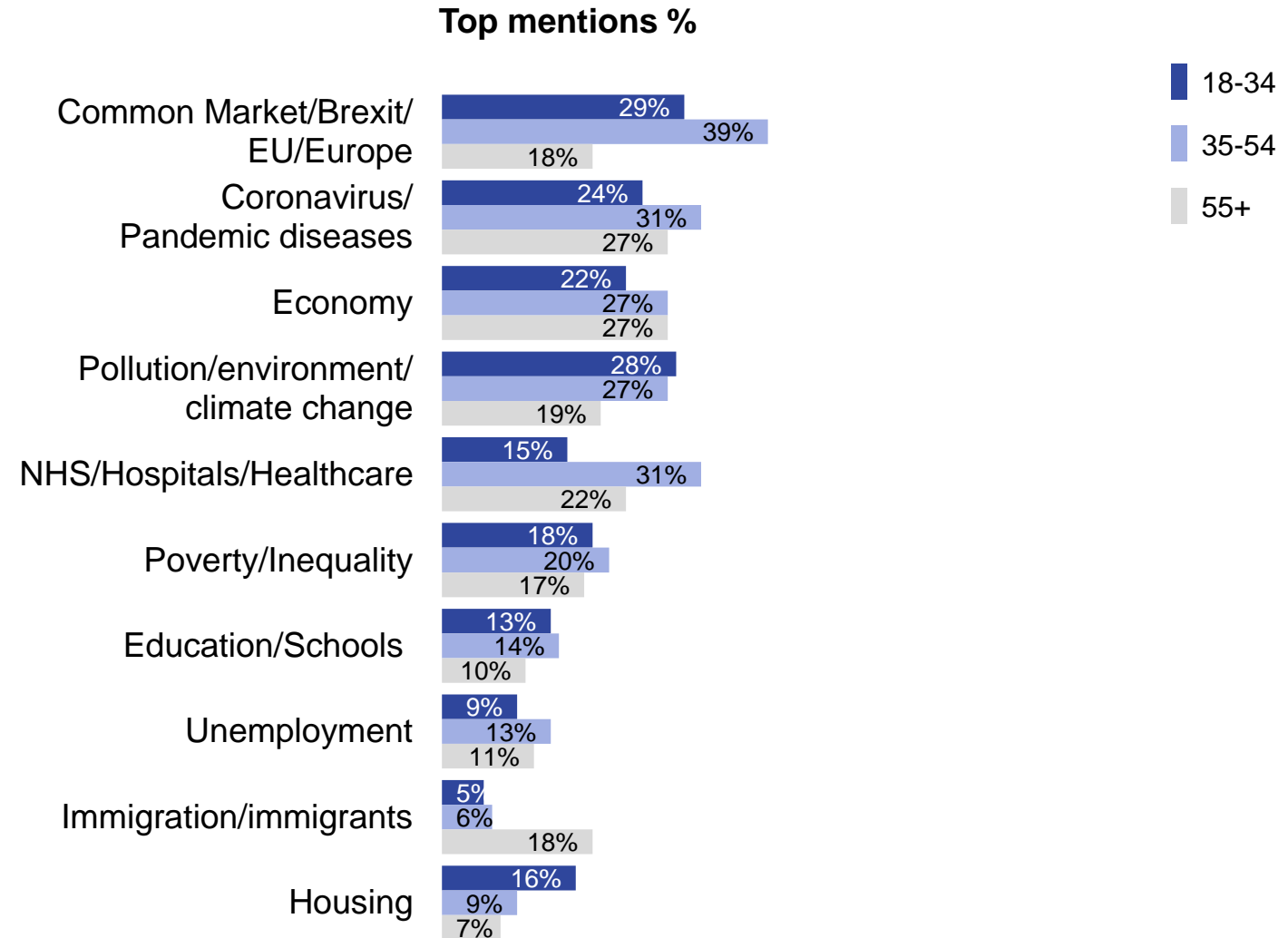


Base: 1,001 British adults 18+, 1 – 9 October 2021

Source: Ipsos MORI Issues Index

# Age group

What do you see as the most/other important issues facing Britain today?

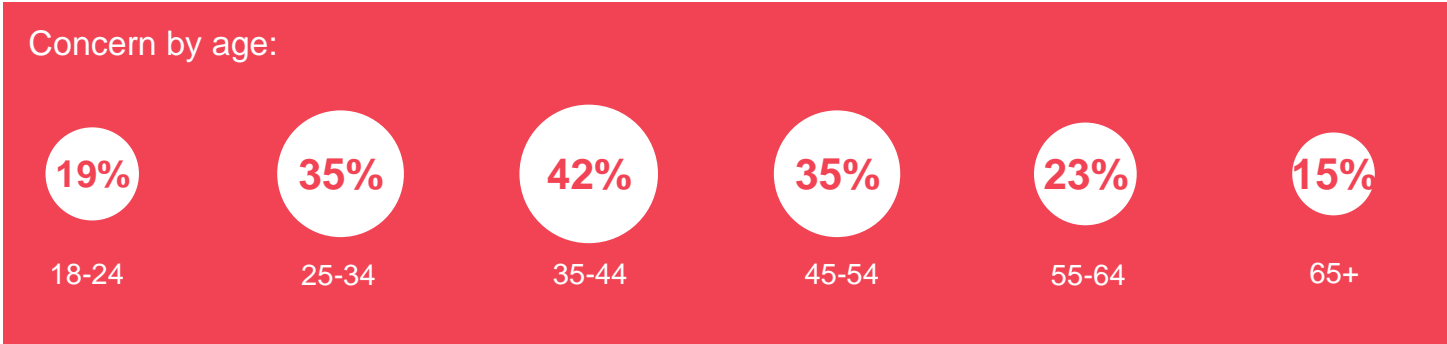
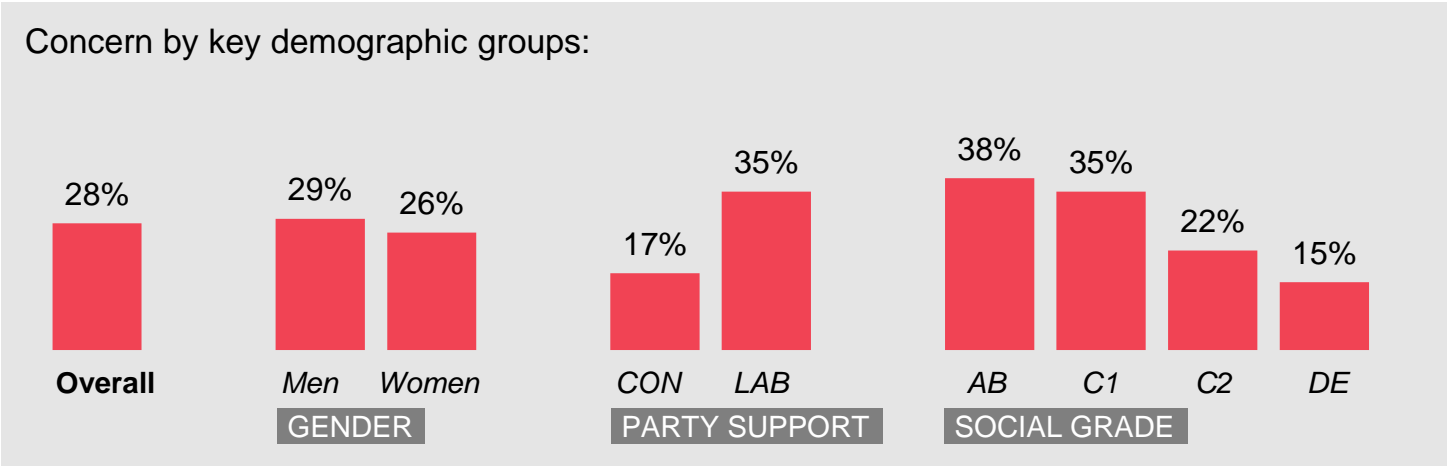


Base: 1,001 British adults 18+, 1 – 9 October 2021

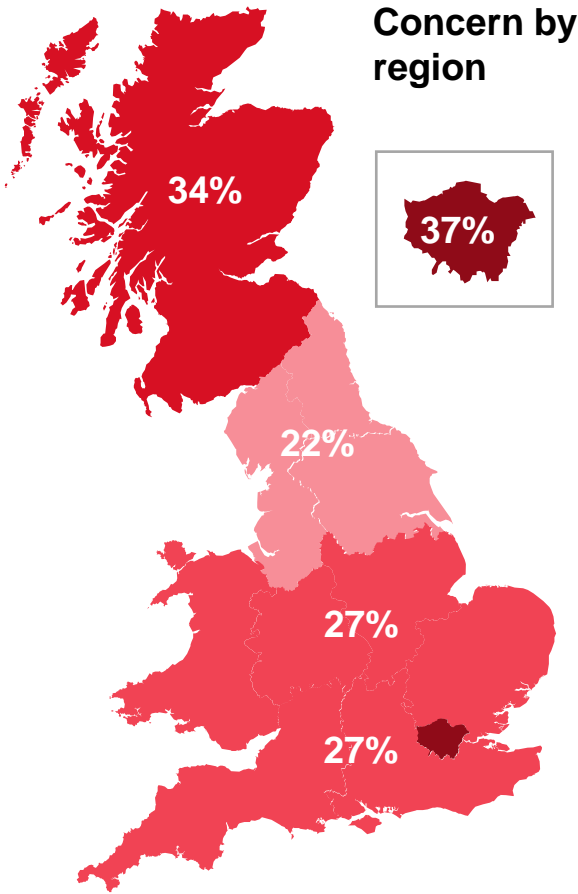
Source: Ipsos MORI Issues Index

# Concern about Brexit and EU by subgroup

What do you see as the most/other important issues facing Britain today?



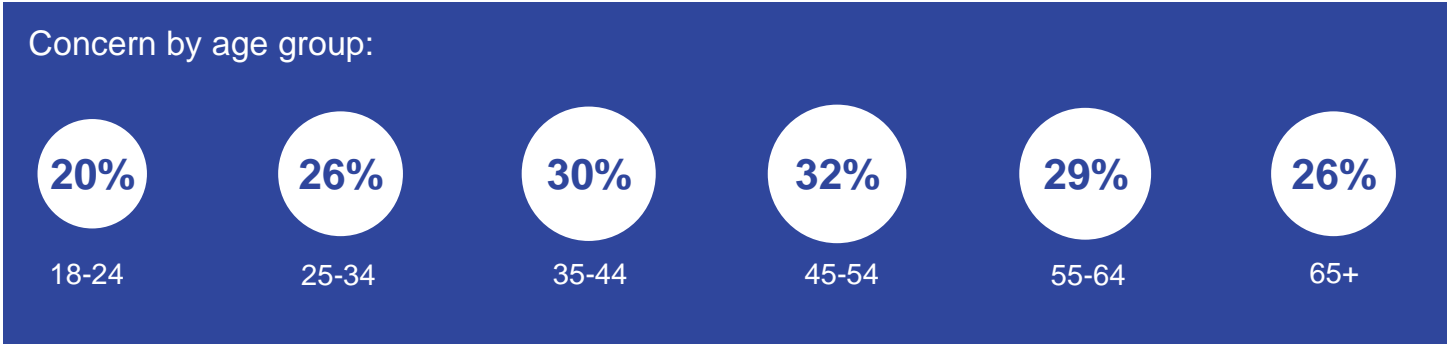
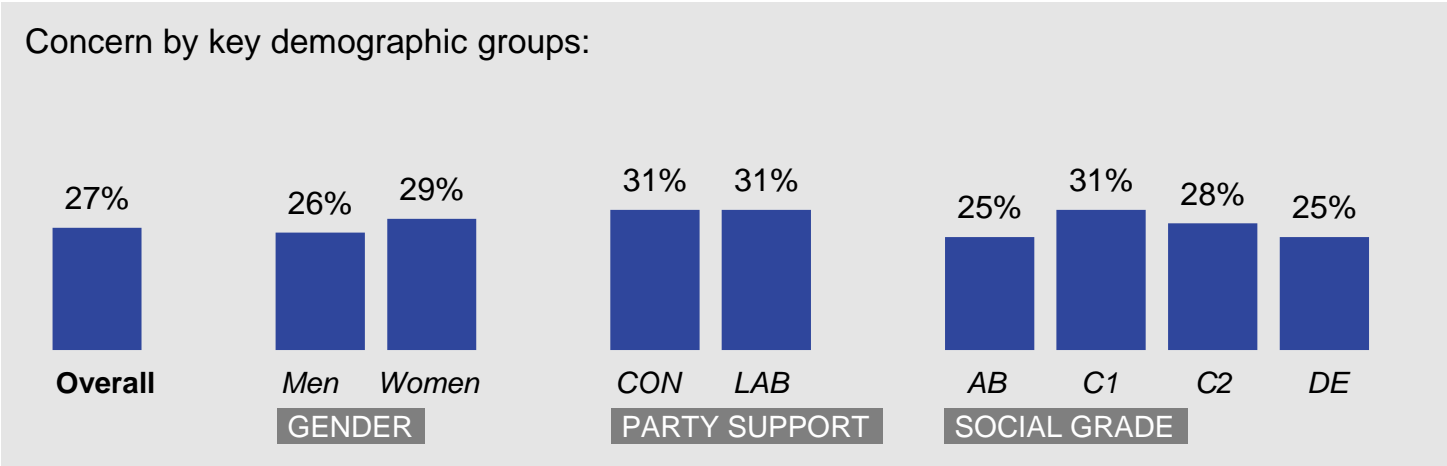
Base: 1,001 British adults 18+, 1 – 9 October 2021



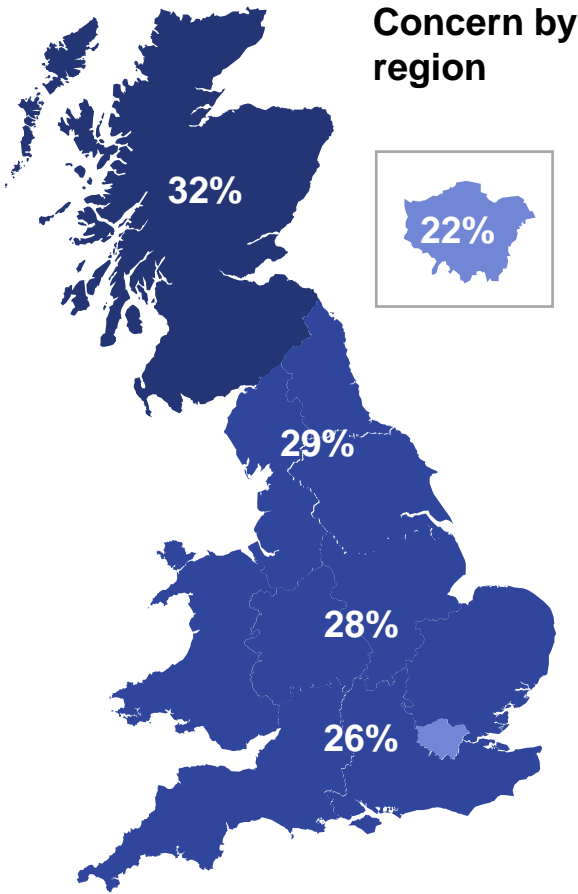
Source: Ipsos MORI Issues Index

# Concern about coronavirus/pandemic disease by subgroup

What do you see as the most/other important issues facing Britain today?



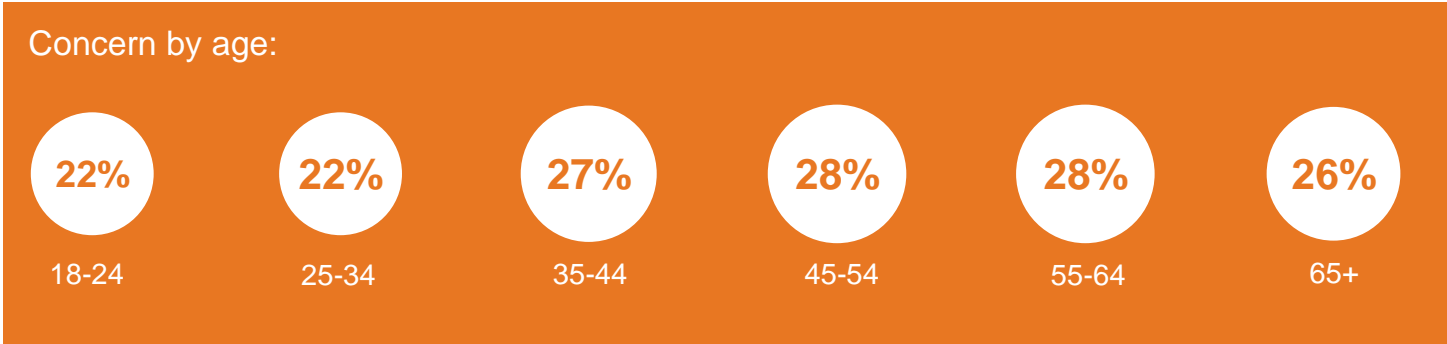
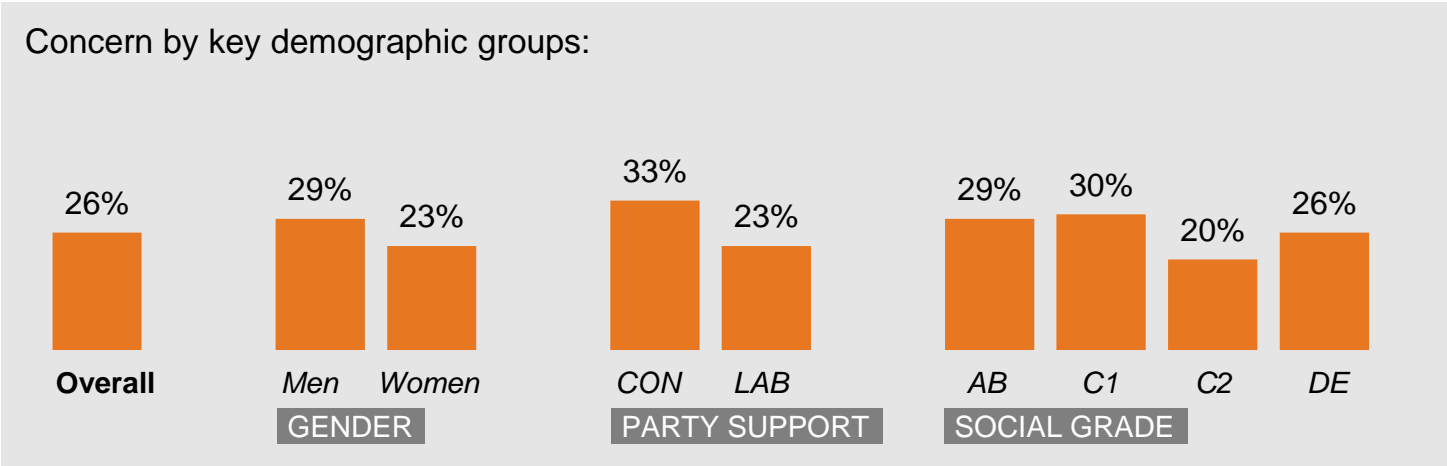
Base: 1,001 British adults 18+, 1 – 9 October 2021



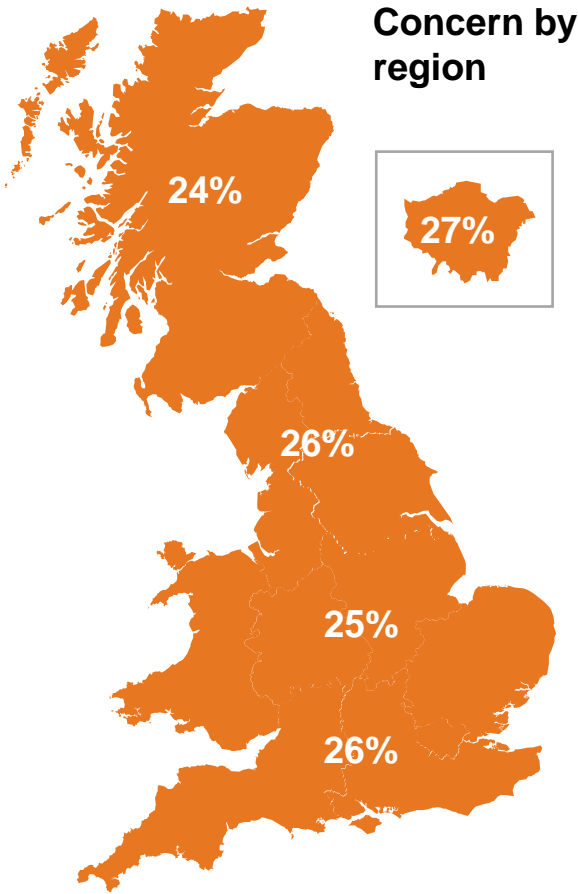
Source: Ipsos MORI Issues Index

# Concern about the economy by subgroup

What do you see as the most/other important issues facing Britain today?



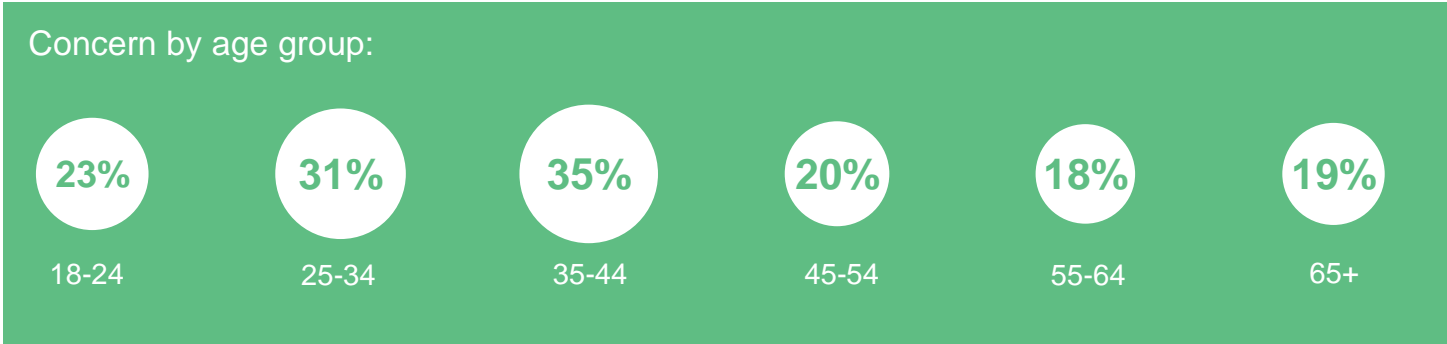
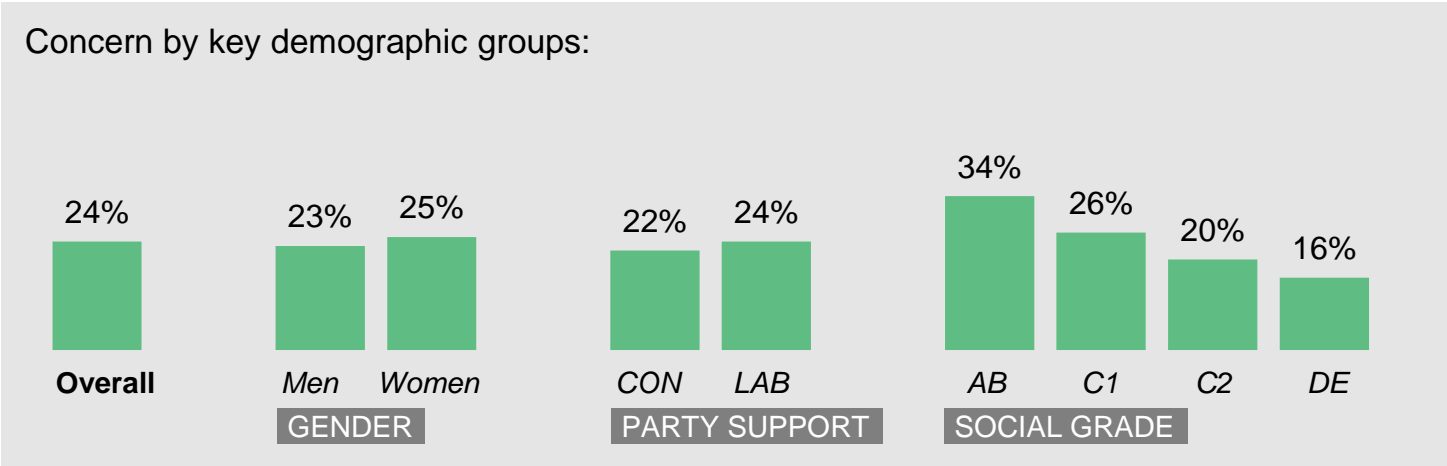
Base: 1,001 British adults 18+, 1 – 9 October 2021



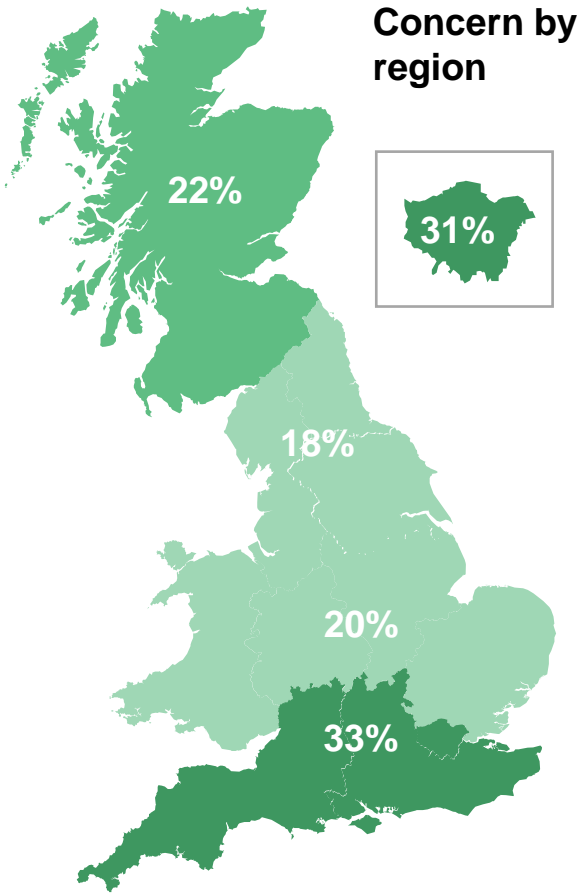
Source: Ipsos MORI Issues Index

# Concern about pollution/climate change by subgroup

What do you see as the most/other important issues facing Britain today?



Base: 1,001 British adults 18+, 1 – 9 October 2021

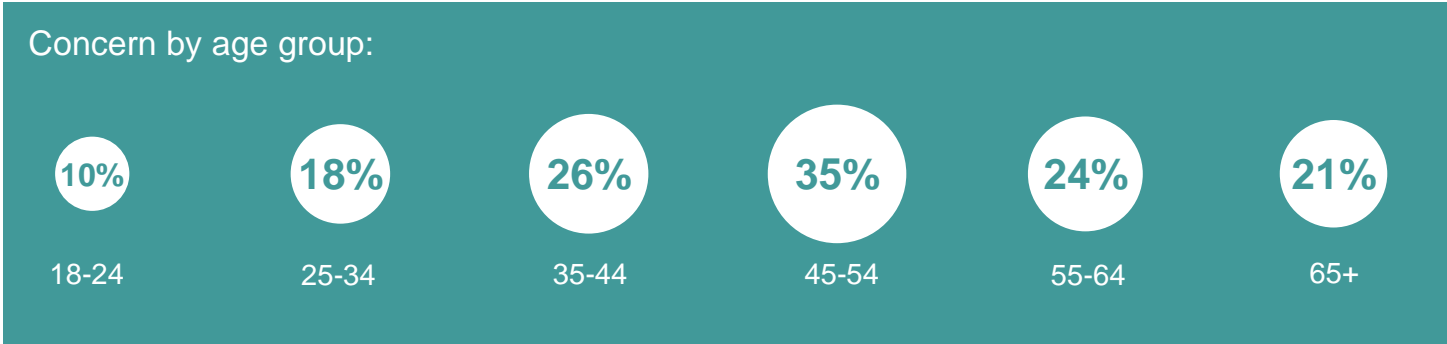
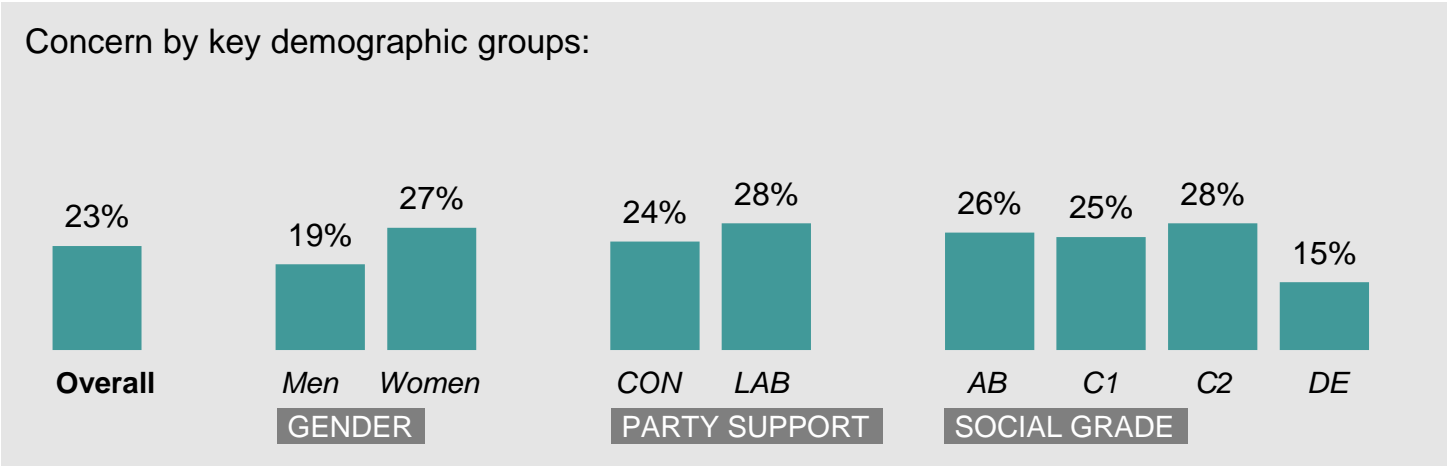


Source: Ipsos MORI Issues Index

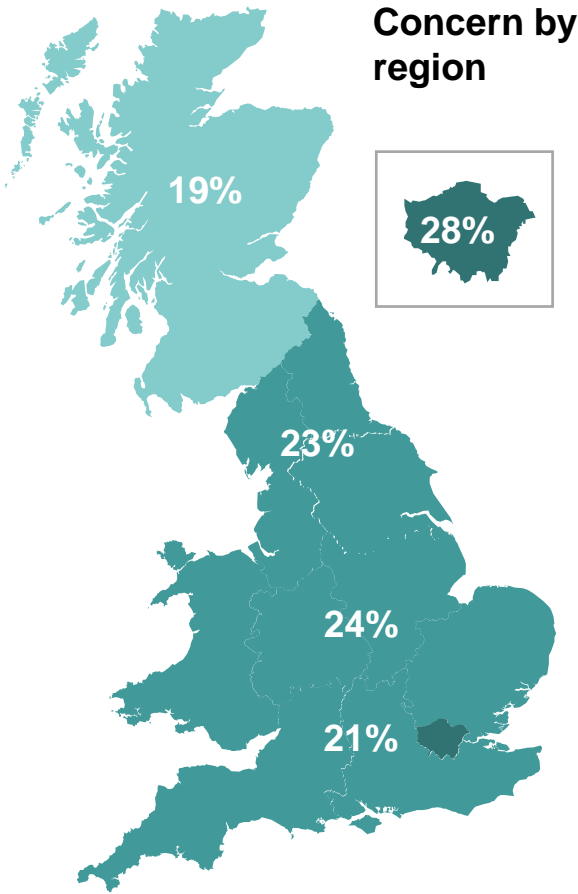


# Concern about the NHS/hospitals by subgroup

What do you see as the most/other important issues facing Britain today?



Base: 1,001 British adults 18+, 1 – 9 October 2021



Source: Ipsos MORI Issues Index

# IPSOS MORI ISSUES INDEX

October 2021

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*Michael.Clemence@ipsos.com*

Ipsos MORI

