

Ipsos MORI Issues Index

October 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. Mode effects should be kept in mind when comparing the new data points with previous months.

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 1 and 9 October 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: 1,001 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	12	28
Coronavirus/Pandemic diseases	13	27
Economy	13	26
Pollution/environment/climate change	9	24
NHS/Hospitals/Healthcare	5	23
Poverty/Inequality	6	18
Education/Schools	1	12
Unemployment	2	11
Immigration/immigrants	5	10
Housing	2	10
Crime/Law and Order/ASB	3	10
Petrol prices/fuel	3	10
Lack of faith in politics/politicians/government	5	9
Inflation/Prices	2	7
Race relations	*	6
Low pay/Minimum Wage/Fair wages	1	5
Public services in general	*	4
Taxation	1	4
Transport/public transport	1	4
Pensions/social security/benefits	*	4
Ageing population/Social care for elderly	1	3
Defence/foreign affairs/terrorism	*	3
Mental health/well-being	1	3
Food production/farming	*	3
UK Union/devolution/reform	1	2
International trade/trade deals	1	2
Morality/individual behaviour/lifestyle	*	1
Local government/council tax	*	1
Nationalisation/Government control of institutions	*	1
Drug abuse	*	1
Population levels/overpopulation	*	1
Pound/Exchange rate/Value of pound	*	1
Privatisation	*	1
Animal welfare	-	*
Northern Ireland	-	*
Trade unions/strikes	*	*
Countryside/rural life	-	*
Other	4	17
Don't know	6	13