

Ipsos MORI Issues Index

December 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 993 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 10 and 23 December 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: 993 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	45	62
Economy	7	24
Common Market/Brexit/EU/Europe	6	21
NHS/Hospitals/Healthcare	5	21
Lack of faith in politics/politicians/government	6	14
Pollution/environment/climate change	5	13
Immigration/immigrants	4	13
Poverty/Inequality	4	12
Unemployment	1	8
Education/Schools	1	8
Housing	1	8
Inflation/Prices	1	7
Crime/Law and Order/ASB	1	6
Race relations	*	4
Ageing population/Social care for elderly	1	3
Taxation	*	3
Low pay/Minimum Wage/Fair wages	*	3
Public services in general	*	3
Mental health/well-being	*	3
UK Union/devolution/reform	*	3
Local government/council tax	*	3
Pensions/social security/benefits	*	2
International trade/trade deals	*	2
Morality/individual behaviour/lifestyle	1	2
Transport/public transport	*	2
Population levels/overpopulation	*	2
Defence/foreign affairs/terrorism	*	2
Nationalisation/Government control of institutions	*	2
Trade unions/strikes	*	2
Petrol prices/fuel	*	1
Food production/farming	*	1
Drug abuse	*	1
Animal welfare	*	1
Privatisation	*	1
Countryside/rural life	*	1
Pound/Exchange rate/Value of pound	-	1
Northern Ireland	-	*
Other	3	10
Don't know	5	14