Ipsos MORI Issues Index

January 2022

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 12 and 18 January 2022. 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 Issues Index

Ipsos MORI interviewed a representative sample of 993 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 12 and 18 January 2022. 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?

Coronavirus/Pandemic diseases 23 42 Lack of faith in politics/politicians/government 13 25 Economy 10 25 Economy 10 25 NHS/Hospitals/Heatthcare 6 23 Common Market/Brexit/EU/Europe 5 18 Pollution/environment/climate change 7 16 Poverty/Inequality 6 14 Inflation/Prices 3 11 Immigration/Immigrants 4 10 Education/Schools 1 10 Housing 1 9 Crime/Law and Order/ASB 1 7 Petrol prices/fuel 1 5 Race relations 1 4 Ageing population/Social care for elderly 1 3 Defence/foreign affairs/terrorism 3 1 3 Low pay/Minimum Wage/Fair wages 3 2 1 2 Pensions/social security/benefits 2 2 1 2 Morality/individual behaviour/life	Base: 993 British adults 18+	Q1 %	Q1/2 %
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	Pound/Exchange rate/Value of pound	*	*
Don't know 4 12	Other	4	11
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