

# **Ipsos MORI Issues Index**

January 2022

# 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. 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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### 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	23	42
Lack of faith in politics/politicians/government	13	25
Economy	10	25
NHS/Hospitals/Healthcare	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
Unemployment	1	5
Race relations	1	4
Public services in general	1	4
Ageing population/Social care for elderly	1	3
Defence/foreign affairs/terrorism	*	3
Low pay/Minimum Wage/Fair wages	*	3
Mental health/well-being	1	3
Taxation	*	2
Pensions/social security/benefits	*	2
Drug abuse	1	2
Transport/public transport	*	2
Nationalisation/Government control of institutions	1	2
Food production/farming	1	2
Morality/individual behaviour/lifestyle	1	2
UK Union/devolution/reform	1	2
Population levels/overpopulation	*	2
Local government/council tax	*	1
Trade unions/strikes	*	1
International trade/trade deals	*	1
Animal welfare	*	1
Privatisation	*	1
Countryside/rural life	*	1
Northern Ireland	-	*
Pound/Exchange rate/Value of pound	*	*
Other	4	11
Don't know	4	12