

Ipsos MORI Issues Index

November 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 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 5 and 11 November 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: 1,009 British adults 18+	Q1 %	Q1/2 %
Pollution/environment/climate change	21	40
Coronavirus/Pandemic diseases	13	27
Common Market/Brexit/EU/Europe	10	22
NHS/Hospitals/Healthcare	6	22
Economy	9	21
Poverty/Inequality	6	15
Lack of faith in politics/politicians/government	4	11
Immigration/immigrants	4	11
Education/Schools	1	10
Housing	1	10
Inflation/Prices	2	8
Unemployment	1	7
Crime/Law and Order/ASB	1	6
Low pay/Minimum Wage/Fair wages	1	6
Race relations	1	5
Ageing population/Social care for elderly	*	4
Mental health/well-being	1	3
Taxation	1	3
Public services in general	*	3
Defence/foreign affairs/terrorism	1	3
Population levels/overpopulation	1	3
Transport/public transport	-	3
Pensions/social security/benefits	*	3
Petrol prices/fuel	1	2
Local government/council tax	*	1
Nationalisation/Government control of institutions	*	1
Privatisation	*	1
International trade/trade deals	-	1
Morality/individual behaviour/lifestyle	*	1
Food production/farming	*	1
UK Union/devolution/reform	*	1
Northern Ireland	-	1
Countryside/rural life	*	1
Drug abuse	*	1
Animal welfare	*	*
Trade unions/strikes	-	*
Pound/Exchange rate/Value of pound	-	*
Other	6	14
Don't know	5	14