

# **Ipsos MORI Issues Index**

April 2020

# Technical Note

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This month's Issues Index is the first in the poll's 46-year history to be conducted over the phone; lockdown conditions mean face-to-face fieldwork is currently not an option for public opinion polling. Mode effects should be kept in mind when comparing the new data points with previous months.

Ipsos MORI interviewed a representative sample of 999 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 3 and 8 April 2020. 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

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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: 999 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	78	85
Economy	3	35
NHS/Hospitals/Healthcare	6	28
Common Market/Brexit/EU/Europe	2	26
Poverty/Inequality	1	12
Unemployment	1	10
Education/Schools	1	9
Pollution/environment	1	9
Housing	*	8
Crime/Law and Order/ASB	*	6
Immigration/immigrants	1	5
Lack of faith in politics/politicians/government	1	5
Public services in general	*	4
Pensions/social security/benefits	*	4
Low pay/Minimum Wage/fair wages	1	3
Morality/individual behaviour/lifestyle	1	3
Defence/foreign affairs/terrorism	*	3
Taxation	*	2
Ageing population/Social care for elderly	0	2
Race relations	*	2
Transport/public transport	0	2
Nationalisation/Government control of institutions	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Inflation/Prices	0	1
Population levels/overpopulation	*	1
Local government/council tax	0	1
Drug abuse	0	1
Privatisation	*	*
Trade Unions/Strikes	0	*
Countryside/rural life	0	*
Animal welfare	*	*
Pound/exchange rate/value of pound	0	*
Petrol prices/fuel	0	*
Northern Ireland	0	*
Foot and mouth outbreak/farming crisis	0	*
Nuclear weapons/nuclear war/disarmament	0	0
AIDS	0	0
Other	1	11
Don't know	1	10