

# **Ipsos MORI Issues Index**

July 2020

# 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. The Coronavirus pandemic 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 1,018 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 31 July and 5 August 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: 1,018 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	60	75
Economy	11	36
Common Market/Brexit/EU/Europe	6	30
NHS/Hospitals/Healthcare	2	21
Unemployment	3	16
Poverty/Inequality	3	14
Education/Schools	1	12
Immigration/immigrants	2	9
Race relations	1	9
Pollution/environment	2	7
Housing	1	7
Crime/Law and Order/ASB	*	4
Defence/foreign affairs/terrorism	*	4
Lack of faith in politics/politicians/government	1	3
Ageing population/Social care for elderly	*	3
Public services in general	*	2
Low pay/Minimum Wage/fair wages	*	2
Taxation	*	2
Pensions/social security/benefits	*	2
Morality/individual behaviour/lifestyle	1	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Population levels/overpopulation	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Inflation/Prices	0	1
Transport/public transport	0	1
Countryside/rural life	0	1
Drug abuse	*	*
Trade Unions/Strikes	*	*
Northern Ireland	*	*
Privatisation	0	*
Local government/council tax	0	*
Animal welfare	0	*
Petrol prices/fuel	0	*
AIDS	0	*
Nationalisation/Government control of institutions	0	0
Foot and mouth outbreak/farming crisis	0	0
Pound/exchange rate/value of pound	0	0
<i>Other</i>	2	8
<i>Don't know</i>	3	12