

Ipsos MORI Issues Index

September 2020

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. 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 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 11 and 18 September 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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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: 1,013 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	55	77
Common Market/Brexit/EU/Europe	14	51
Economy	10	31
Unemployment	2	19
NHS/Hospitals/Healthcare	3	18
Education/Schools	1	13
Pollution/environment	3	12
Immigration/immigrants	3	10
Poverty/Inequality	2	10
Housing	*	7
Lack of faith in politics/politicians/government	1	5
Crime/Law and Order/ASB	*	5
Race relations	*	5
Low pay/Minimum Wage/fair wages	1	3
Public services in general	*	3
Defence/foreign affairs/terrorism	*	2
Ageing population/Social care for elderly	0	2
Taxation	0	2
Morality/individual behaviour/lifestyle	*	2
Pensions/social security/benefits	0	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Local government/council tax	*	2
Population levels/overpopulation	0	1
Transport/public transport	0	1
Privatisation	0	1
Countryside/rural life	0	1
Nationalisation/Government control of institutions	*	1
Inflation/Prices	0	*
Animal welfare	0	*
Pound/Exchange rate/Value of pound	0	*
Trade unions/ Strikes	0	*
Drug abuse	*	*
Nuclear weapons/Nuclear war/Disarmament	0	*
Foot and mouth outbreak/farming crisis	0	*
AIDS	0	*
Northern Ireland	0	*
Petrol prices/fuel	0	*
Other	1	9
Don't know	2	7