

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 1

Q.PL01

What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
WEIGHTED BASE	1020	496	517	108*	175*	162*	174	157	238	283	336	394	445	568	265	264	214	241	530	455	1020
	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Coronavirus/ pandemic diseases	576 56% ⁱ	290 58%	283 55%	55 51%	81 46%	99 61% ^{di}	92 53%	101 64% ^{di}	145 61% ^{di}	136 48%	191 57%	246 62% ^{zd}	235 53%	338 59%	148 56%	145 55%	129 61%	137 57%	293 55%	267 59%	578 57%
Economy/Economic situation	108 11%	56 11%	49 9%	8 7%	16 9%	19 12%	24 14%	15 9%	25 11%	24 8%	43 13%	40 10%	43 10%	65 11%	42 16% ^{zmq}	23 9%	21 10%	21 9%	65 12% ^m	42 9%	100 10%
Common Market/ Brexit/EU/Europe/ Euro	104 10% ^{bn}	65 13% ^{zb}	40 8%	9 9%	16 9%	16 10%	20 12%	17 11%	24 10%	25 9%	36 11%	41 10%	41 9%	61 11%	30 11% ⁿ	35 13% ⁿ	10 5%	28 12% ⁿ	65 12% ^{zn}	38 8% ⁿ	114 11%
Poverty/Inequality	46 4% ^{hk}	21 4%	25 5%	14 13% ^{zfg} ^{hjk}	12 7% ^{hk}	7 4%	5 3%	4 2%	4 1%	25 9% ^{zfg} ^{hjk}	12 4%	7 2%	32 7%	12 2%	7 2%	14 5%	11 5%	10 4%	20 4%	21 5%	49 5%
National health service/Hospitals/ Healthcare	33 3% ^a	1 *	31 6% ^{za}	6 6%	7 4%	1 1%	6 3%	7 4%	7 3%	13 5%	7 2%	13 3%	14 3%	19 3%	6 2%	8 3%	9 4%	9 4%	14 3%	18 4%	26 3%
Pollution/ Environment	24 2% ^o	10 2%	14 3%	2 2%	6 3%	3 2%	4 2%	3 2%	6 3%	7 3%	7 2%	10 2%	10 2%	13 2%	9 4% ^o	8 3% ^o	5 2%	* *	17 3% ^o	5 1%	30 3%
Unemployment/ Factory closure/ Lack of industry	20 2%	9 2%	11 2%	1 1%	7 4%	- -	4 2%	2 1%	6 3%	8 3%	4 1%	8 2%	8 2%	12 2%	3 1%	7 3%	1 *	8 3%	10 2%	8 2% ⁿ	19 2%
Housing	16 2% ^{kp}	5 1%	11 2%	2 2%	7 4% ^{fhk}	6 4% ^{fhk}	- -	- -	1 *	9 3% ^{hk}	6 2%	1 *	15 3%	1 *	2 1%	2 1%	7 3% ^p	6 2%	3 1%	12 3% ^p	8 1%
Lack of faith in politics / politicians / government	14 1%	6 1%	8 2%	- -	5 3%	3 2%	3 1%	3 2%	* *	5 2%	5 2%	4 1% ^h	8 2%	6 1%	4 2%	2 1%	3 1%	3 1%	6 1%	6 1%	14 1%
Immigration/ immigrants	11 1%	4 1%	7 1%	2 2%	2 1%	- -	3 2%	* *	3 1%	4 1%	3 1%	4 1%	4 1%	7 1%	1 *	7 2% ^{zp}	2 1%	1 1%	7 1%	3 1%	10 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small baseRespondent type : GB Adults 18+
Fieldwork dates : 22nd October - 29th October 2020
Source : Ipsos MORI (JN Q218)

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
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	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Education/Schools	10 1%	6 1%	4 1%	2 2%	3 2%	* *	2 1%	- -	2 1%	5 2%	2 1%	2 1%	5 1%	4 1%	3 1%	4 1%	* *	3 1%	6 1%	3 1%	13 1%
Public services in general	5 *	1 *	4 1%	- -	4 2%zk	1 *	- -	- -	* *	4 1%	1 *	* *	5 1%	* *	3 1%	1 *	- -	1 *	4 1%	1 *	5 *
Low pay/Minimum wage/Fair wages	3 *	3 1%	* *	- -	1 1%	* *	2 1%k	- -	- -	1 *	3 1%	- -	1 *	2 *	2 1%	1 *	- -	1 *	3 *	1 *	4 *
Morality/ Individual behaviour/ Lifestyle	3 *	2 *	1 *	- -	1 1%	- -	* *	- -	2 1%	1 *	* *	2 *	1 *	2 *	- -	1 *	* *	2 1%	1 *	2 1%	3 *
Animal welfare	3 *	2 *	1 *	2 2%z	- -	- -	* *	- -	* *	2 1%	* *	* *	2 *	1 *	- -	* *	* *	- -	* *	* *	3 *
Ageing population/ Social care for the elderly	3 *	2 *	1 *	- -	- -	* *	1 1%	1 1%	- -	- -	2 *	1 *	* *	2 *	- -	* *	1 1%	1 *	* *	2 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	3 *	- -	3 1%	1 1%	- -	- -	1 1%	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	3 1%p	- -	- -	3 1%	2 *
Race relations	2 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Pensions/Social security/Benefits	1 *	- -	1 *	- -	* *	- -	- -	- -	1 *	* *	- -	1 *	* *	1 *	* *	- -	- -	1 *	* *	1 *	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
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Defence/Foreign affairs/ International terrorism	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Population levels/ Overpopulation	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	1 *
Local government/ Council tax	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *
Nationalisation/ Government control of institutions	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *
Petrol prices/Fuel	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inflation/Prices	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
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Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	8	7	-	2	3	4	2	4	2	7	6	5	10	3	3	5	4	6	9	17
	2%	2%	1%	-	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	16	4	13	3	4	2	-	2	5	7	2	7	9	7	2	2	5	4	5	9	14
	2%p	1%	2%	3%	2%	1%	-	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%
Personal finances (NET)	50	24	26	14	13	7	7	4	4	27	15	7	34	15	8	15	11	11	23	22	54
	5%hk	5%	5%	13%zfg hjk	7%hk	5%	4%	2%	1%	9%zgh k	4%	2%	8%	3%	3%	6%	5%	5%	4%	5%	5%

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UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
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	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 2

Q.PL01

What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						EDUCATION				UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)		NONE (u)
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Coronavirus/ pandemic diseases	576 56%	495 56%	25 51%	56 62%	208 62%za hj	152 62%j	170 54%	145 55%	198 53%	74 54%	144 51%	125 53%	230 59%	191 56%	63 57%	59 52%	420 57%	122 54%	129 60%	111 54%	163 53%	113 60%	578 57%
Economy/Economic situation	108 11%	99 11%	1 3%	8 9%	28 8%	20 8%	41 13%	40 15%zd f	39 10%	10 7%	27 10%	29 12%	47 12%	35 10%	9 8%	15 14%	82 11%	24 11%	33 15%z	19 9%	27 9%	18 9%	100 10%
Common Market/ Brexit/EU/Europe/ Euro	104 10%	91 10%	8 15%	6 7%	28 9%	23 9%	28 9%	20 8%	48 13%	12 9%	34 12%	35 15%za g	41 10%	45 13%o	10 9%	5 4%	86 12%z	15 7%	16 7%	16 8%	42 14%zr	18 9%	114 11%
Poverty/Inequality	46 4%l	41 5%	2 4%	3 4%	15 5%	12 5%	17 5%	14 5%	14 4%	8 6%	13 5%	7 3%	10 3%	17 5%	6 5%	6 5%	27 4%	11 5%	7 3%	20 10%zrtu	13 4%	3 2%	49 5%
National health service/Hospitals/ Healthcare	33 3%p	25 3%	3 7%	5 6%	10 3%	5 2%	14 4%	11 4%	9 3%	2 1%	9 3%	7 3%	8 2%	5 2%	8 7%lmp p	10 9%zlm p	13 2%	18 8%zlm p	6 3%	7 3%	9 3%	8 4%	26 3%
Pollution/ Environment	24 2%	18 2%	4 7%	2 3%	4 1%	2 1%	8 2%g	4 2%	12 3%	6 4%	10 4%	6 3%	9 2%	12 4%	2 1%	1 1%	21 3%	3 1%	3 1%	5 2%	13 4%zu	- -	30 3%
Unemployment/ Factory closure/ Lack of industry	20 2%a	13 2%	- -	6 7%zaf ghjk	11 3%ae	5 2%	4 1%	4 1%	5 1%	2 2%	4 1%	2 1%	7 2%	4 1%	4 3%	3 3%	11 2%	7 3%	3 1%	1 1%	10 3%	4 2%	19 2%
Housing	16 2%al	10 1%	6 11%	- -	- -	- -	7 2%dg	2 1%	8 2%adk	6 5%zad eg	7 3%ade	2 1%	1 *	10 3%l	- -	1 1%	11 1%l	1 *	4 2%	3 1%	3 1%	6 3%	8 1%
Lack of faith in politics / politicians / government	14 1%d	13 2%	- -	* *	* *	- -	3 1%	3 1%	11 3%zad e	6 4%zad e	10 4%zad e	5 2%	4 1%	6 2%	- -	2 2%	10 1%	2 1%	1 1%	4 2%	5 1%	3 1%	14 1%

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Immigration/ immigrants	11 1%	10 1%	- -	1 1%	4 1%	3 1%	6 2%	6 2%	2 *	- -	1 *	2 1%	5 1%	2 1%	2 1%	2 2%	7 1%	4 2%	3 2%	3 2%	- -	3 2%	10 1%
Education/Schools	10 1%	9 1%	- -	1 1%	3 1%	2 1%	1 *	1 *	5 1%	- -	2 1%	5 2%	5 1%	3 1%	1 1%	1 1%	8 1%	2 1%	1 1%	3 2%	4 1%	1 1%	13 1%
Public services in general	5 *	5 1%	- -	- -	1 *	1 *	3 1%	3 1%	2 *	1 1%	1 *	1 *	- -	3 1%	* *	1 1%	3 *	2 1%	- -	- -	4 1%z	- -	5 *
Low pay/Minimum wage/Fair wages	3 *	3 *	- -	- -	1 *	1 *	* *	* *	2 1%	2 2%	2 1%	- -	2 1%	1 *	- -	- -	3 *	- -	1 *	2 1%	1 *	- -	4 *
Morality/ Individual behaviour/ Lifestyle	3 *	3 *	- -	* *	* *	- -	3 1%	3 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	3 *	- -	- -	- -	* *	2 1%	3 *
Animal welfare	3 *	3 *	- -	- -	- -	- -	2 1%	2 1%	* *	- -	* *	* *	* *	* *	- -	2 2%p	1 *	2 1%	2 1%	* *	- -	- -	3 *
Ageing population/ Social care for the elderly	3 *	3 *	- -	- -	2 *	2 1%	- -	- -	1 *	- -	1 *	1 *	1 *	* *	1 1%	- -	2 *	1 1%	- -	1 1%	* *	1 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	3 *	3 *	- -	- -	1 *	1 1%	- -	- -	1 *	1 1%	1 *	- -	1 *	* *	- -	- -	3 *	- -	- -	- -	3 1%	- -	2 *
Race relations	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 2%zp	- -	2 1%p	- -	- -	2 1%	- -	1 *
Pensions/Social security/Benefits	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	* *	1 *	* *	- -	- -	1 *	- -	1 *	- -	* *	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

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Table 2

Q.PL01

What would you say is the most important issue facing Britain today?

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Defence/Foreign affairs/ International terrorism	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Population levels/ Overpopulation	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *
Local government/ Council tax	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 1%	- -	- -	1 *	1 *	- -	- -	- -	1 *
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Inflation/Prices	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
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	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16 2%	15 2%	1 2%	- -	5 2%	5 2%	4 1%	3 1%	6 2%	1 1%	5 2%	5 2%	6 1%	4 1%	3 3%	1 1%	10 1%	4 2%	1 1%	6 3%	4 1%	1 1%	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	16 2%fp	16 2%fg	- -	1 1%	11 3%fg	10 4%zaf	1 *	1 *	5 1%	2 2%	5 2%	3 1%	6 2%	- -	2 2% _m	3 2% _m	6 1%	5 2% _m	3 2%	1 1%	2 1%	9 5%zt	14 1%

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	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Personal finances (NET)	50 5%	45 5%	2 4%	3 4%	16 5%	13 5%	17 6%	15 6%	16 4%	10 7%	16 6%	7 3%	13 3%	18 5%	6 5%	6 5%	31 4%	11 5%	8 4%	22 11%zrtu	14 5%	3 2%	54 5%
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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WEIGHTED BASE	1020	383	94*	432	250	307	61*	306	50*	96*	456	296	1020
	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Coronavirus/ pandemic diseases	576 56%	224 58%	52 55%	252 58%	157 63%	170 56%	32 53%	166 54%	24 48%	55 57%	255 56%	151 51%	578 57%
Economy/Economic situation	108 11%	43 11%	8 8%	41 10%	37 15%zh	29 10%	2 4%	29 9%	4 7%	11 12%	66 14%z	30 10%	100 10%
Common Market/ Brexit/EU/Europe/ Euro	104 10%	39 10%	7 7%	41 9%	31 13%	34 11%	8 13%	26 8%	6 11%	9 9%	50 11%	36 12%	114 11%
Poverty/Inequality	46 4%f	20 5%	6 6%	16 4%	3 1%	14 5%	3 4%	20 7%	- -	3 3%	16 4%	23 8%	49 5%
National health service/Hospitals/ Healthcare	33 3%af	4 1%	7 8%a	16 4%a	1 *	13 4%f	2 3%	10 3%	9 18%zmn	5 6%	9 2%	8 3%	26 3%
Pollution/ Environment	24 2%f	11 3%	3 3%	7 2%	- -	8 3%f	5 9%zf	5 1%	- -	2 2%	8 2%	6 2%	30 3%
Unemployment/ Factory closure/ Lack of industry	20 2%	7 2%	3 3%	9 2%	4 2%	9 3%	2 4%	3 1%	1 2%	1 1%	9 2%	2 1%	19 2%
Housing	16 2%	3 1%	- -	4 1%	- -	9 3%f	2 3%f	5 2%	- -	- -	11 2%	13 4%	8 1%
Lack of faith in politics / politicians / government	14 1%	7 2%	3 3%	3 1%	2 1%	5 2%	1 2%	5 2%	1 2%	3 3%	8 2%	4 1%	14 1%
Immigration/ immigrants	11 1%	4 1%	- -	7 2%	3 1%	- -	- -	3 1%	* 1%	2 2%	4 1%	4 1%	10 1%

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	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Education/Schools	10	2	-	5	2	1	-	6	-	*	3	3	13
	1%	1%	-	1%	1%	*	-	2%	-	*	1%	1%	1%
Public services in general	5	3	-	2	1	2	3	-	*	-	5	1	5
	*	1%	-	*	*	1%	4%zfg	-	1%	-	1%	*	*
Low pay/Minimum wage/Fair wages	3	3	-	-	*	1	-	2	-	1	1	*	4
	*	1%	-	-	*	*	-	1%	-	1%	*	*	*
Morality/Individual behaviour/Lifestyle	3	-	*	3	2	1	-	*	-	-	1	1	3
	*	-	*	1%	1%	*	-	*	-	-	*	*	*
Animal welfare	3	2	-	*	*	*	-	2	-	-	*	-	3
	*	1%	-	*	*	*	-	1%	-	-	*	-	*
Ageing population/Social care for the elderly	3	*	2	-	1	*	-	1	-	2	*	1	3
	*	*	3%zac	-	*	*	-	*	-	2%zn	*	*	*
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	3	1	1	-	-	-	-	1	-	-	1	1	2
	*	*	1%	-	-	-	-	*	-	-	*	*	*
Race relations	2	2	-	-	-	-	-	2	-	-	2	-	1
	*	*	-	-	-	-	-	1%	-	-	*	-	*
Pensions/Social security/Benefits	1	*	-	1	-	1	-	-	-	-	*	-	2
	*	*	-	*	-	*	-	-	-	-	*	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1

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Defence/Foreign affairs/ International terrorism	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Population levels/ Overpopulation	1 *	-	-	1 *	-	-	-	-	-	-	-	-	1 *
Local government/ Council tax	1 *	-	-	1 *	-	1 *	-	-	-	-	-	1 *	1 *
Nationalisation/ Government control of institutions	1 *	1 *	-	-	-	1 *	-	-	1 1%zn	-	-	-	1 *
Petrol prices/Fuel	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
Inflation/Prices	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-

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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	3	*	11	2	3	1	9	4	2	4	4	17
	2%	1%	*	2%z	1%	1%	1%	3%	8%zn	2%	1%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	16	2	2	13	2	4	-	10	1	-	2	7	14
	2%n	1%	2%	3%za	1%	1%	-	3%	1%	-	*	2%	1%

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	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1020	362	92	493	252	319	65	285	58	93	451	270	1020
WEIGHTED BASE	1020	383	94*	432	250	307	61*	306	50*	96*	456	296	1020
	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Personal finances (NET)	50 5% ^f	24	6	16	4	15	3	22	-	4	17	23	54
		6%	6%	4%	1%	5%	4%	7%	-	4%	4%	8%	5%
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/l/m/n - z/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)**Table 4****Q.PL01****What would you say is the most important issue facing Britain today?****BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%**	45%	10%**	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Coronavirus/ pandemic diseases	576	151	82	17	25	279	49	264	187	124	514	59	60	248	-	25	578
	56%abk	49%	46%	57%	48%	61%zab	47% f	56%	57%	57%	58%zk	44%	58%	54%	-	60%	57%
Economy/Economic situation	108	108	21	-	3	30	8	51	28	30	93	16	10	55	-	3	100
	11%e	35%zbe ft	12%e	-	6%	7%	8%	11%	8%	14%	11%	12%	10%	12%	-	8%	10%
Common Market/ Brexit/EU/Europe/ Euro	104	17	9	3	9	104	7	53	28	23	94	10	8	53	-	9	114
	10%ab	5%	5%	9%	16%ab	23%zabf	7%	11%	9%	10%	11%	8%	8%	12%	-	21%z	11%
Poverty/Inequality	46	7	7	2	-	8	7	28	9	8	33	9	10	20	-	-	49
	4%ej	2%	4%	5%	-	2%	7%ae	6%	3%	4%	4%	7%	10%zm	4%	-	-	5%
National health service/Hospitals/ Healthcare	33	7	33	3	1	4	6	18	11	5	27	6	1	14	-	1	26
	3%el	2%	19%zae ft	11%	2%	1%	6%e	4%	3%	2%	3%	5%	1%	3%	-	3%	3%
Pollution/ Environment	24	2	2	-	-	9	3	10	9	5	22	2	4	12	-	-	30
	2%a	1%	1%	-	-	2%	3%	2%	3%	2%	3%	1%	3%	3%	-	-	3%
Unemployment/ Factory closure/ Lack of industry	20	2	4	-	1	8	4	10	4	5	13	7	*	9	-	1	19
	2%j	1%	2%	-	2%	2%	4%	2%	1%	2%	1%	5%zi	*	2%	-	2%	2%
Housing	16	2	1	-	-	-	1	2	13	-	10	6	-	11	-	-	8
	2%egj	1%	1%	-	-	-	1%	1%	4%zgi	-	1%	4%j	-	2%	-	-	1%
Lack of faith in politics / politicians / government	14	3	-	-	1	5	1	9	2	3	8	4	2	7	-	1	14
	1%j	1%	-	-	3%b	1%	1%	2%	1%	1%	1%	3%	2%	2%	-	4%	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
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 Source : Ipsos MORI (JN Q218)

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)**Table 4****Q.PL01****What would you say is the most important issue facing Britain today?****BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%**	45%	10%**	46%	32%	21%	86%	13%**	10%	45%	1%**	4%**	100%
Immigration/ immigrants	11 1%	* *	2 1%	* 2%	11 21% f	* zabe	- -	4 1%	3 1%	4 2%	11 1%	- -	* *	4 1%	11 100%	- -	10 1%
Education/Schools	10 1%	2 1%	3 2%	- -	- -	2 *	10 9% zabe t	4 1%	1 *	5 2%	10 1%	- -	2 1%	3 1%	- -	- -	13 1%
Public services in general	5 *	3 1%	4 2% z	- -	- -	3 1%	3 3% ze	1 *	3 1%	1 1%	5 1%	- -	1 1%	3 1%	- -	- -	5 *
Low pay/Minimum wage/Fair wages	3 * j	2 1%	2 1% e	- -	- -	- -	2 2% ze	* *	3 1%	- -	2 *	2 1%	2 2% z	2 *	- -	- -	4 *
Morality/ Individual behaviour/ Lifestyle	3 *	- -	- -	- -	- -	- -	- -	2 *	1 *	- -	3 *	- -	* *	- -	- -	- -	3 *
Animal welfare	3 *	* *	2 1%	- -	- -	- -	- -	* *	2 1%	- -	3 *	- -	* *	2 *	- -	- -	3 *
Ageing population/ Social care for the elderly	3 *	- -	- -	- -	- -	- -	- -	2 *	1 *	- -	3 *	- -	2 1% z	1 *	- -	- -	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	3 *	- -	- -	3 9%	- -	- -	- -	1 *	1 *	- -	3 *	- -	- -	3 1%	- -	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/h - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Ipsos MORI

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 4

Q.PL01

What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%*	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Race relations	2	-	-	-	-	-	-	-	2	-	-	2	-	2	-	-	1
	*	-	-	-	-	-	-	-	1%	-	-	1%zi	-	*	-	-	*
Pensions/Social security/Benefits	1	-	*	-	-	-	*	*	1	-	1	-	*	-	-	-	2
	*	-	*	-	-	-	*	*	*	-	*	-	*	-	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Defence/Foreign affairs/International terrorism	1	-	-	-	-	1	1	-	-	1	1	-	-	1	-	-	1
	*	-	-	-	-	*	1%z	-	-	*	*	-	-	*	-	-	*
Population levels/Overpopulation	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	1
	*	-	-	-	2%zae	-	-	-	*	-	*	-	-	-	-	2%z	*
Local government/Council tax	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	*
Nationalisation/Government control of institutions	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*
Petrol prices/Fuel	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1
	*	-	-	-	-	-	*	*	-	-	*	-	*z	-	-	-	*
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inflation/Prices	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/h - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%*	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/h - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

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UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%*	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	3	3	2	-	3	1	6	7	3	13	2	*	7	-	-	17
	2%	1%	2%	8%	-	1%	1%	1%	2%	1%	2%	2%	*	1%	-	-	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	16	*	*	-	-	-	*	6	8	2	8	8	1	3	-	-	14
	2%aej	*	*	-	-	-	*	1%	2%	1%	1%	6%zi	1%	1%	-	-	1%
Personal finances (NET)	50	10	9	2	-	8	9	29	12	8	35	11	12	22	-	-	54
	5%ej	3%	5%e	5%	-	2%	9%aet	6%	4%	4%	4%	8%	12%zm	5%	-	-	5%
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/h - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Ipsos MORI

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
WEIGHTED BASE	1020	496	517	108*	175*	162*	174	157	238	283	336	394	445	568	265	264	214	241	530	455	1020
	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Coronavirus/ pandemic diseases	748	373	371	70	107	130	130	128	179	176	260	307	306	437	191	207	159	169	398	328	764
	73%di	75%	72%	65%	61%	80%cd i	75%di	81%zc di	75%di	62%	77%cd i	78%zc di	69%	77%	72%	79%z	74%	70%	75%	72%	75%
Common Market/ Brexit/EU/Europe/ Euro	455	245	206	28	71	77	91	84	100	99	168	184	176	276	134	126	95	93	260	188	475
	45%bc i	49%zb	40%	26%	41%	48%ci i	53%zc i	54%zc i	42%c	35%c	50%zc i	47%ch i	40%	49%	50%o	48%	44%	38%	49%zo	41%	47%
Economy/Economic situation	311	163	143	24	37	45	68	56	76	61	113	132	107	200	93	79	56	74	171	130	316
	30%di	33%	28%	23%	21%	28%	39%zc dij	36%di	32%i	22%	34%di	34%di	24%	35%	35%	30%	26%	31%	32%	29%	31%
Poverty/Inequality	185	87	97	32	57	24	34	16	21	89	58	37	113	71	47	58	42	33	105	75	192
	18%gh k	18%	19%	29%ze ghjk	33%ze fghjk	15%	19%gh k	10%	9%	31%ze fghjk	17%hk	9%	25%	12%	18%	22%	20%	14%	20%	17%	19%
National health service/Hospitals/ Healthcare	178	66	111	24	21	29	42	24	34	46	71	58	75	100	54	50	36	28	104	64	183
	17%a	13%	22%za	23%	12%	18%	24%zd hk	15%	14%	16%	21%k	15%	17%	18%	21%o	19%	17%	12%	20%o	14%	18%
Unemployment/ Factory closure/ Lack of industry	147	76	70	17	30	14	25	27	31	47	39	59	61	84	30	35	31	41	65	72	141
	14%	15%	14%	15%	17%	9%	14%	18%	13%	16%	12%	15%	14%	15%	11%	13%	15%	17%	12%	16%	14%
Education/Schools	104	38	65	20	11	21	28	11	12	31	50	23	52	51	33	39	10	20	72	30	123
	10%ahk nq	8%	13%za	18%zdg hik	6%	13%hk	16%zdg hk	7%	5%	11%d	15%zdg hk	6%	12%	9%	12%nq	15%znq	5%	8%	14%znq	7%	12%
Pollution/ Environment	90	43	47	13	22	13	13	13	15	36	26	28	49	41	27	31	17	8	59	25	98
	9%oq	9%	9%	12%	13%	8%	8%	8%	6%	13%	8%	7%	11%	7%	10%o	12%zoq	8%	3%	11%zoq	5%	10%
Housing	62	18	44	11	15	15	9	3	10	26	24	13	41	21	16	13	15	15	29	30	53
	6%agk	4%	9%za	10%gk	9%gk	9%gk	5%	2%	4%	9%gk	7%gk	3%	9%	4%	6%	5%	7%	6%	5%	7%	5%
Immigration/ immigrants	52	25	27	5	10	8	8	7	14	15	16	21	23	29	12	18	11	8	29	19	56
	5%	5%	5%	5%	6%	5%	5%	5%	6%	5%	5%	5%	5%	5%	4%	7%	5%	3%	6%	4%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

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UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
WEIGHTED BASE	1020	496	517	108*	175*	162*	174	157	238	283	336	394	445	568	265	264	214	241	530	455	1020
	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Race relations	44 4%k	21 4%	22 4%	5 5%	16 9%zhk	5 3%	8 4%	4 2%	6 3%	21 7%k	13 4%	10 3%	26 6%	18 3%	15 6%	11 4%	8 4%	9 4%	26 5%	17 4%	43 4%
Low pay/Minimum wage/Fair wages	39 4%hk	20 4%	19 4%	6 5%	12 7%hk	7 4%	6 4%	4 2%	3 1%	17 6%hk	13 4%	7 2%	24 5%	13 2%	8 3%	15 6%	8 4%	7 3%	23 4%	15 3%	34 3%
Lack of faith in politics / politicians / government	32 3%	15 3%	17 3%	- -	12 7%c	3 2%	5 3%	6 4%	5 2%	12 4%	9 3%	12 3%	15 3%	17 3%	9 4%	12 4%	5 2%	3 1%	21 4%	9 2%	37 4%
Public services in general	31 3%k	13 3%	17 3%	2 2%	8 4%	11 7%zhk	4 2%	3 2%	3 1%	10 4%	15 4%fk	6 2%	21 5%	10 2%	10 4%	7 3%	9 4%	4 2%	18 3%	13 3%	33 3%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	30 3%hk	13 3%	17 3%	8 8%zhj k	9 5%hk	4 2%	4 2%	3 2%	2 1%	17 6%zhk	8 2%	5 1%	21 5%	9 2%	4 2%	9 4%	12 6%	4 2%	14 3%	16 4%	25 2%
Defence/Foreign affairs/ International terrorism	21 2%b	16 3%b	5 1%	3 3%	2 1%	3 2%	9 5%zgh k	1 *	3 1%	5 2%	12 3%	4 1%	7 2%	13 2%	5 2%	7 3%	5 3%	4 2%	11 2%	9 2%	20 2%
Transport/Public transport	19 2%	8 2%	11 2%	3 3%	2 1%	4 2%	5 3%	1 *	4 2%	5 2%	9 3%	5 1%	9 2%	10 2%	4 2%	3 1%	3 2%	9 4%	7 1%	12 3%	18 2%
Morality/ Individual behaviour/ Lifestyle	17 2%	9 2%	7 1%	2 2%	2 1%	2 1%	5 3%	3 2%	3 1%	4 1%	7 2%	6 2%	6 1%	12 2%	1 *	7 3%	4 2%	5 2%	8 2%	9 2%	17 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
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	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17 2%bp	14 3%zb	3 1%	1 1%	6 3%	1 *	6 3%hk	2 1%	1 *	7 3%	7 2%	3 1%	8 2%	9 2%	2 1%	2 1%	4 2%	9 4%mp	4 1%	13 3%p	12 1%
Taxation	16 2%q	9 2%	6 1%	- -	5 3%	- -	7 4%zeh jk	3 2%	1 1%	5 2%	7 2%	4 1%	5 1%	11 2%	5 2%	9 3%zoq	2 1%	1 *	14 3%zq	2 *	18 2%
Pensions/Social security/Benefits	15 2%ap	- -	15 3%za	- -	6 3%	4 3%	* *	- -	4 2%	6 2%	5 1%f	4 1%	11 2%	5 1%	1 *	2 1%	7 3%lp	5 2%	3 1%	12 3%p	9 1%
Ageing population/ Social care for the elderly	13 1%	3 1%	10 2%	- -	2 1%	3 2%	3 2%	2 1%	4 2%	2 1%	6 2%	5 1%	5 1%	9 1%	2 1%	5 2%	4 2%	2 1%	7 1%	6 1%	16 2%
Animal welfare	10 1%	7 1%	2 *	3 2%	3 2%	- -	1 *	1 1%	2 1%	6 2%	1 *	3 1%	6 1%	4 1%	1 *	3 1%	3 1%	* *	4 1%	4 1%	12 1%
Countryside/Rural life	9 1%	5 1%	4 1%	1 1%	1 1%	1 1%	1 *	2 1%	4 2%	2 1%	2 *	6 1%	3 1%	7 1%	3 1%	5 2%	2 1%	- -	7 1%	2 *	14 1%
Local government/ Council tax	9 1%kp	6 1%	2 *	1 1%	2 1%	2 1%	4 2%k	- -	* *	2 1%	6 2%k	* *	5 1%	4 1%	- -	1 *	6 3%zlp	2 1%	1 *	7 2%p	8 1%
Population levels/ Overpopulation	8 1%	6 1%	3 1%	3 3%	- -	- -	3 2%	* *	2 1%	3 1%	3 1%	3 1%	3 1%	6 1%	3 1%	3 1%	2 1%	* *	6 1%	2 *	11 1%
Nationalisation/ Government control of institutions	8 1%	4 1%	4 1%	- -	2 1%	1 1%	1 *	3 2%	1 *	2 1%	2 1%	4 1%	3 1%	5 1%	2 1%	3 1%	1 1%	1 1%	5 1%	2 1%	9 1%
Pound/Exchange rate/Value of pound	5 1%	3 1%	1 *	1 1%	- -	1 1%	2 1%	- -	1 *	1 *	3 1%	1 *	2 1%	3 1%	2 1%	2 1%	- -	1 *	4 1%	1 *	5 *

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UNWEIGHTED BASE	1020	485	528	85	130	146	194	181	277	215	340	458	361	652	230	344	185	217	574	402	1020
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	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
Drug abuse	5 *	4 1%	1 *	2 2%k	2 1%	- -	1 1%	- -	- -	4 1%	1 *	- -	4 1%	1 *	2 1%	2 1%	1 *	- -	4 1%	1 *	3 *
Privatisation	3 *	3 1%	* *	- -	2 1%	- -	1 1%	- -	- -	2 1%	1 *	- -	2 *	1 *	1 *	2 1%	- -	- -	3 1%	- -	4 *
Trade unions/ Strikes	3 *	3 1%	- -	- -	- -	- -	1 1%	1 1%	1 *	- -	1 *	2 *	- -	3 1%	- -	1 1%	2 1%	- -	1 *	2 *	3 *
Inflation/Prices	2 *	1 *	2 *	- -	1 *	- -	- -	- -	2 1%	1 *	- -	2 *	1 *	2 *	- -	1 *	1 *	1 *	1 *	1 *	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
AIDS	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 *
Foot and mouth outbreak/Farming crisis	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Petrol prices/Fuel	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	88 9%	47 9%	40 8%	6 6%	27 15%zf gk	17 10%	11 6%	10 6%	18 8%	33 12%c	28 8%	28 7%	50 11%	39 7%	28 11%	23 9%	18 9%	17 7%	51 10%	36 8%	89 9%
MEAN NUMBER OF MENTIONS	2.82h koq	2.85	2.78	2.81h k	3.01h k	2.87h k	3.09z ghk	2.73	2.49	2.94h k	2.98z hk	2.59h	2.91	2.74	2.87o	3.03z oq	2.79	2.58	2.95z oq	2.68	2.86
STANDARD ERROR	0.04	0.06	0.06	0.13	0.12	0.10	0.10	0.09	0.06	0.09	0.07	0.05	0.07	0.05	0.09	0.07	0.09	0.08	0.05	0.06	0.04

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	100%	49%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	44%	56%	26%	26%	21%	24%	52%	45%	100%
ERROR VARIANCE	*	*	*	0.02	0.01	0.01	0.01	0.01	*	0.01	0.01	*	*	*	0.01	*	0.01	0.01	*	*	*
Don't know	95	49	45	13	25	15	2	12	28	38	18	39	53	42	14	11	17	47	25	65	74
	9% fj Imp	10%	9%	12% fj	14% fj	9% fj	1%	7% f	12% fj	13% fj	5% f	10% fj	12%	7%	5%	4%	8%	20% zlm npq	5%	14% zlm np	7%
Personal finances (NET)	211	102	108	34	63	30	37	19	25	97	68	44	128	82	51	67	50	38	118	89	216
	21% gh k	21%	21%	31% zg hk	36% ze fghjk	19%	21% hk	12%	11%	34% ze fghjk	20% hk	11%	29%	14%	19%	25% zo	24%	16%	22%	20%	21%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						EDUCATION				UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)		NONE (u)
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Coronavirus/ pandemic diseases	748 73%q	653 74%j	30 61%	65 73%	265 80%za fghij	200 82%za fghij	217 69%	186 71%	267 71%	91 66%	193 68%	176 74%	292 75%q	264 77%no q	72 66%	73 64%	556 76%zn oq	145 65%	165 76%	149 73%	225 74%	127 67%	764 75%
Common Market/ Brexit/EU/Europe/ Euro	455 45%nr	392 44%	20 40%	43 49%	152 46%	109 45%	134 43%	114 43%	169 45%	55 40%	127 45%	114 48%	179 46%nr	177 52%zn oq	32 29%	39 34%	355 49%zn oq	71 32%	71 33%	82 40%	172 56%zr su	74 39%	475 47%
Economy/Economic situation	311 30%	272 31%	10 20%	29 32%	104 31%	75 31%	97 31%	87 33%	110 29%	40 29%	79 28%	70 30%	131 34%q	107 31%	29 26%	25 22%	238 33%	54 24%	77 36%r	48 24%	91 30%	62 32%	316 31%
Poverty/Inequality	185 18%lu	157 18%	14 29%	13 15%	58 18%	45 18%	58 18%g	43 16%	68 18%	27 20%	59 21%	42 18%	58 15%	78 23%zl p	18 16%	19 17%	135 19%l	37 16%	40 18%	49 24%zu	61 20%u	18 9%	192 19%
National health service/Hospitals/ Healthcare	178 17%de	159 18%de	10 20%	9 10%	39 12%	31 13%	60 19%de	50 19%de	78 21%de	28 20%de	55 19%de	50 21%de	69 18%	55 16%	19 17%	26 22%	124 17%	45 20%	38 17%	32 16%	67 22%z	25 13%	183 18%
Unemployment/ Factory closure/ Lack of industry	147 14%hk	119 14%k	7 13%	21 23%hjk	62 19%za hjk	41 17%k	45 14%	38 14%k	40 11%k	21 16%k	31 11%	18 8%	47 12%	52 15%	13 11%	22 19%	99 14%	34 15%	35 16%	24 12%	52 17%	24 13%	141 14%
Education/Schools	104 10%u	95 11%	2 4%	7 8%	29 9%	21 9%	30 9%	28 11%	45 12%	18 13%	35 12%	27 11%	34 9%	35 10%	14 12%	12 10%	70 10%	25 11%	23 11%u	21 10%	46 15%zu	6 3%	123 12%
Pollution/ Environment	90 9%u	77 9%	6 13%	6 7%	22 7%	15 6%	26 8%	19 7%	42 11%	17 13%	33 12%	25 10%	34 9%	39 12%	5 4%	10 9%	73 10%	14 6%	14 6%	15 8%	49 16%zrs u	5 3%	98 10%
Housing	62 6%l	51 6%	10 20%	1 1%	13 4%	12 5%	26 8%g	17 6%	23 6%k	14 11%acd hk	21 7%k	9 4%	13 3%	29 9%lp	4 4%	11 9%l	43 6%l	15 7%	19 9%	10 5%	18 6%	11 6%	53 5%

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	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Immigration/ immigrants	52 5%	48 6%	2 5%	1 1%	12 4%	11 4%	20 6%	18 7%	19 5%	5 4%	10 4%	14 6%	22 6%	13 4%	6 5%	8 7%	35 5%	13 6%	11 5%	9 4%	15 5%	9 5%	56 5%
Race relations	44 4%	39 4%	2 4%	3 3%	8 2%	5 2%	19 6%	17 6%	18 5%	6 5%	16 6%	11 5%	17 4%	9 3%	1 1%	13 11%zlm npq	26 4%	14 6% n	12 6%	9 4%	15 5%	2 1%	43 4%
Low pay/Minimum wage/Fair wages	39 4%	32 4%	2 3%	4 5%	9 3%	5 2%	19 6%	17 6% zae	11 3%	5 4%	9 3%	6 2%	15 4%	13 4%	2 2%	6 5%	28 4%	8 4%	13 6%	9 4%	9 3%	6 3%	34 3%
Lack of faith in politics / politicians / government	32 3%	30 3%	1 1%	2 2%	8 2%	5 2%	10 3%	9 3%	15 4%	8 6%	14 5%	7 3%	12 3%	14 4%	1 1%	4 3%	26 4%	5 2%	4 2%	7 4%	13 4%	4 2%	37 4%
Public services in general	31 3%	30 3%	1 1%	- -	7 2%	7 3%	10 3%	9 4%	13 4%	6 5%	8 3%	7 3%	8 2%	10 3%	2 2%	8 7%lp	18 2%	10 5%	4 2%	8 4%u	18 6%zu	- -	33 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	30 3%	26 3%	3 7%	1 1%	4 1%	3 1%	16 5% d	12 5% d	10 3%	7 5% d	8 3%	4 1%	6 2%	16 5%	5 4%	4 3%	22 3% l	8 4%	5 2%	14 7%ztu	7 2%	1 1%	25 2%
Defence/Foreign affairs/ International terrorism	21 2%	20 2%	* 1%	- -	6 2%	6 3%	8 3%	8 3%	6 2%	2 2%	5 2%	3 1%	7 2%	8 2%	1 1%	- -	15 2%	1 *	6 3%	1 *	8 3%	1 1%	20 2%
Transport/Public transport	19 2%	16 2%	2 4%	1 1%	3 1%	2 1%	5 2%	3 1%	11 3% k	9 7% zad efghj k	10 4% zad k	2 1%	7 2%	3 1%	7 6% zlm p	1 1%	11 1%	8 4%	6 3%	4 2%	6 2%	2 1%	18 2%

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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						EDUCATION				UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Morality/ Individual behaviour/ Lifestyle	17 2%	17 2%	- -	* *	3 1%	3 1%	7 2%	7 3%	8 2%	- -	4 1%	8 3%	8 2%	7 2%	1 1%	1 1%	15 2%	2 1%	4 2%	7 3%	4 1%	2 1%	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17 2%ah	4 *	2 4%	11 12%zad efghijk	12 4%zae hjk	1 *	5 2%ah	3 1%	- -	- -	- -	- -	4 1%	9 3%	4 3%	- -	13 2%	4 2%	6 3%	2 1%	5 2%	5 2%	12 1%
Taxation	16 2%	12 1%	- -	4 4%	8 2%	4 2%	3 1%	3 1%	5 1%	2 2%	3 1%	3 1%	7 2%	8 2%	1 1%	- -	15 2%	1 *	3 1%	- -	12 4%zsu	- -	18 2%
Pensions/Social security/Benefits	15 2%alt	10 1%	6 11%	- -	4 1%	4 1%	6 2%	- -	6 2%	4 3%g	6 2%g	2 1%	2 *	6 2%	8 7%zlm opq	- -	8 1%	8 3%l	6 3%t	- -	* *	8 4%st	9 1%
Ageing population/ Social care for the elderly	13 1%	13 1%	- -	1 1%	3 1%	2 1%	4 1%	4 1%	7 2%	4 3%	6 2%	3 1%	6 2%	2 1%	1 1%	2 2%	9 1%	3 1%	1 1%	4 2%	6 2%	1 1%	16 2%
Animal welfare	10 1%	10 1%	- -	- -	- -	- -	4 1%	4 1%	6 2%	1 1%	4 2%	4 2% ^d	3 1%	4 1%	- -	3 2%	7 1%	3 1%	4 2%	3 2%	1 *	- -	12 1%
Countryside/Rural life	9 1%	8 1%	1 2%	- -	* *	* *	4 1%	3 1%	5 1%	1 1%	4 1%	3 1%	3 1%	5 2%	- -	1 1%	8 1%	1 1%	1 1%	2 1%	3 1%	- -	14 1%
Local government/ Council tax	9 1% ^p	7 1%	2 3%	* *	2 1%	2 1%	3 1%	1 1%	3 1%	2 2%	3 1%	1 1%	3 1%	* *	2 1%	3 3%mp	3 *	5 2%	- -	5 2%z	4 1%	- -	8 1%
Population levels/ Overpopulation	8 1%	8 1%	- -	- -	2 1%	2 1%	4 1%	4 1%	2 1%	* *	1 *	2 1%	5 1%	3 1%	- -	1 1%	7 1%	1 *	2 1%	5 3%zt	* *	- -	11 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

30 Oct 2020

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						EDUCATION				UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)		NONE (u)
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Nationalisation/ Government control of institutions	8 1%	6 1%	1 2%	* *	1 *	1 *	1 *	- -	5 1%j	* *	1 *	5 2%zag j	3 1%	2 1%	1 1%	- -	6 1%	1 *	1 *	2 1%	5 2%	- -	9 1%
Pound/Exchange rate/Value of pound	5 1%	5 1%	- -	- -	- -	- -	2 1%	2 1%	3 1%	1 1%	3 1%	2 1%	2 *	2 1%	- -	1 1%	4 1%	1 *	3 2%	- -	1 *	- -	5 *
Drug abuse	5 *	3 *	2 4%	- -	1 *	1 *	4 1%a	2 1%	- -	- -	- -	- -	- -	5 1%	- -	- -	5 1%	- -	- -	3 2%	2 1%	- -	3 *
Privatisation	3 *	3 *	- -	* *	* *	- -	1 *	1 *	2 *	2 1%	2 1%	- -	- -	3 1%	- -	- -	3 *	- -	* *	- -	3 1%	- -	4 *
Trade unions/ Strikes	3 *	3 *	- -	- -	2 1%	2 1%	- -	- -	1 *	- -	1 *	1 *	3 1%	- -	- -	- -	3 *	- -	1 1%	- -	2 *	- -	3 *
Inflation/Prices	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 1%	- -	1 *	1 *	- -	1 *	1 *	- -	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 1%	- -	- -	- -	- -	1 1%p	- -	1 1%	- -	- -	1 *	- -	1 *
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

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Q.PL01/02
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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						EDUCATION				UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1020	894	47	79	303	224	312	265	405	131	305	274	427	316	114	98	743	212	227	193	372	110	1020
WEIGHTED BASE	1020	881	50**	89*	333	244	314	264	373	137*	281	236	389	342	110*	114*	731	224	217	204	306	190*	1020
	100%	86%	5%**	9%*	33%	24%	31%	26%	37%	13%*	28%	23%	38%	34%	11%*	11%*	72%	22%	21%	20%	30%	19%*	100%
Other	88 9% ^d	83 9% ^{zd}	4 7%	2 2%	16 5%	14 6%	27 9%	23 9%	45 12% ^{zc}	20 15% ^{zc}	38 13% ^{za}	25 11% ^{cd}	30 8%	34 10%	13 12%	8 7%	64 9%	21 9%	18 8%	25 12% ^u	25 8%	6 3%	89 9%
MEAN NUMBER OF MENTIONS	2.82 ^d nqu	2.83 ^d	2.83	2.66	2.67	2.67	2.85	2.86	2.92 ^d	3.00 ^d e	2.91	2.87	2.75	3.04 ^z lnopq	2.50	2.68	2.89 ^z lnq	2.59	2.82 ^u	2.80 ^u	3.14 ^z rsu	2.32	2.86
STANDARD ERROR	0.04	0.04	0.16	0.10	0.06	0.08	0.07	0.08	0.07	0.13	0.08	0.08	0.06	0.08	0.10	0.11	0.05	0.07	0.08	0.09	0.08	0.09	0.04
ERROR VARIANCE	*	*	0.03	0.01	*	0.01	0.01	0.01	*	0.02	0.01	0.01	*	0.01	0.01	0.01	*	0.01	0.01	0.01	0.01	0.01	*
Don't know	95 9% ^t	81 9%	2 4%	12 13%	31 9%	19 8%	22 7%	21 8%	42 11%	9 7%	30 11%	32 14% ^{za} f	38 10%	25 7%	17 15% ^{mq}	7 6%	63 9%	23 10%	18 8%	18 9%	12 4%	43 22% ^{zrs} t	74 7%
Personal finances (NET)	211 21% ^{lu}	180 20%	14 29%	16 18%	67 20%	50 21%	69 22%	55 21%	75 20%	30 22%	65 23%	45 19%	65 17%	88 26% ^{zl} p	19 17%	25 21%	153 21% ^l	43 19%	49 23% ^u	55 27% ^{zu}	68 22% ^u	22 11%	216 21%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

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Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1020	362	92	493	252	319	65	285	58	93	451	270	1020
WEIGHTED BASE	1020	383	94*	432	250	307	61*	306	50*	96*	456	296	1020
	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Coronavirus/ pandemic diseases	748 73%l	294 77%	69 73%	313 72%	195 78%	226 74%	47 77%	207 67%	30 59%	71 74%	341 75%l	217 73%	764 75%
Common Market/ Brexit/EU/Europe/ Euro	455 45%c	197 51%zc	42 44%	170 39%	142 57%z	150 49%	28 46%	97 32%	17 34%	34 35%	228 50%zm	123 41%	475 47%
Economy/Economic situation	311 30%	102 27%	37 40%	128 30%	86 34%	88 29%	21 34%	89 29%	9 18%	32 34%	157 34%l	75 25%	316 31%
Poverty/Inequality	185 18%f	77 20%	17 18%	69 16%	21 9%	83 27%zf	11 18%	50 16%	7 13%	19 19%	92 20%	72 24%	192 19%
National health service/Hospitals/ Healthcare	178 17%f	55 14%	36 38%za c	71 16%	30 12%	58 19%	17 28%f	55 18%	12 25%	15 16%	77 17%	54 18%	183 18%
Unemployment/ Factory closure/ Lack of industry	147 14%	53 14%	16 17%	65 15%	43 17%	44 14%	6 9%	42 14%	7 15%	16 17%	61 13%	29 10%	141 14%
Education/Schools	104 10%f	43 11%	16 17%	39 9%	14 6%	41 13%f	7 11%	33 11%	4 9%	7 7%	48 11%	36 12%	123 12%
Pollution/ Environment	90 9%cf	46 12%zc	10 11%	27 6%	6 2%	46 15%zf	8 13%f	18 6%	2 5%	11 12%	46 10%	24 8%	98 10%
Housing	62 6%f	18 5%	6 6%	27 6%	6 3%	23 8%f	3 5%	23 7%	3 7%	7 7%	24 5%	28 9%	53 5%
Immigration/ immigrants	52 5%	19 5%	3 3%	28 6%	20 8%z	14 5%	* 1%	11 3%	6 11%	3 4%	20 4%	13 5%	56 5%
Race relations	44 4%	18 5%	3 3%	16 4%	6 3%	20 6%	1 2%	12 4%	2 4%	4 4%	27 6%	12 4%	43 4%

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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
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UNWEIGHTED BASE	1020	362	92	493	252	319	65	285	58	93	451	270	1020
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	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Low pay/Minimum wage/Fair wages	39 4%	17 5%	5 6%	11 3%	4 2%	18 6%f	1 2%	13 4%	1 2%	6 6%	16 4%	11 4%	34 3%
Lack of faith in politics / politicians / government	32 3%	14 4%	4 5%	12 3%	3 1%	10 3%	2 3%	13 4%	2 4%	5 5%	19 4%	7 2%	37 4%
Public services in general	31 3% c	19 5% c	5 5%	6 1%	7 3%	15 5%	3 5%	4 1%	* 1%	2 2%	24 5% z	9 3%	33 3%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	30 3%	16 4%	1 1%	11 3%	7 3%	7 2%	- -	14 4%	5 10% zn	2 2%	9 2%	13 4%	25 2%
Defence/Foreign affairs/ International terrorism	21 2%	12 3%	2 2%	6 1%	6 2%	8 2%	1 2%	4 1%	1 2%	2 2%	11 2%	5 2%	20 2%
Transport/Public transport	19 2% f	6 1%	6 6% zac	6 1%	* *	4 1%	1 1%	11 4%	2 3%	3 3%	6 1%	10 3%	18 2%
Morality/ Individual behaviour/ Lifestyle	17 2%	6 2%	2 2%	6 1%	3 1%	4 1%	- -	9 3%	2 3%	3 3%	6 1%	8 3%	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17 2%	7 2%	* *	5 1%	6 2%	3 1%	1 2%	1 *	2 5%	- -	10 2%	1 *	12 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Taxation	16 2% ^c	8 2% ^c	4 4% ^c	1 *	4 2%	7 2%	- -	1 *	1 1%	2 2%	13 3%	4 1%	18 2%
Pensions/Social security/Benefits	15 2% ^a	1 *	3 4% ^a	4 1%	* *	8 3%	* *	6 2%	2 4%	* *	6 1%	10 3%	9 1%
Ageing population/ Social care for the elderly	13 1%	2 *	6 6% ^z	5 1%	4 1%	3 1%	- -	5 2%	1 2%	4 5% ^z	5 1%	3 1%	16 2%
Animal welfare	10 1%	6 2%	* *	4 1%	4 2%	3 1%	- -	3 1%	* 1%	1 1%	6 1%	2 1%	12 1%
Countryside/Rural life	9 1%	3 1%	2 3%	4 1%	3 1%	2 1%	- -	3 1%	- -	- -	7 1%	1 *	14 1%
Local government/ Council tax	9 1%	4 1%	- -	4 1%	2 1%	3 1%	* 1%	3 1%	3 5% ^z	- -	5 1%	5 2%	8 1%
Population levels/ Overpopulation	8 1%	4 1%	1 1%	4 1%	3 1%	3 1%	- -	1 *	* 1%	1 1%	6 1%	3 1%	11 1%
Nationalisation/ Government control of institutions	8 1%	4 1%	- -	2 *	1 *	3 1%	1 1%	2 1%	1 3%	- -	4 1%	- -	9 1%
Pound/Exchange rate/Value of pound	5 1%	2 1%	- -	2 *	2 1%	2 1%	- -	1 *	- -	1 1%	2 *	2 1%	5 *
Drug abuse	5 *	4 1%	- -	1 *	2 1%	- -	- -	2 1%	- -	- -	3 1%	5 2%	3 *
Privatisation	3 *	1 *	- -	- -	- -	1 *	* 1%	1 *	- -	1 1%	2 *	1 *	4 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/i/m/n - z/v/w/x
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	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Trade unions/ Strikes	3 *	1 *	- -	1 *	1 *	1 *	- -	1 *	- -	- -	2 *	- -	3 *
Inflation/Prices	2 *	- -	- -	1 *	- -	1 *	1 1%	- -	1 1% ⁿ	1 1%	- -	- -	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2
AIDS	1 *	- -	1 2% ^{zc}	- -	- -	- -	- -	1 *	- -	1 1% ^{zn}	- -	1 *	1 *
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	1 *	- -	- -	1 1% ^z	- -	- -	- -	1 *	1 *	1 *
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	88 9% ^c	35 9%	6 7%	29 7%	19 7%	26 8%	3 4%	35 11%	8 17%	8 8%	44 10%	27 9%	89 9%
MEAN NUMBER OF MENTIONS	2.82 ^c	2.92 ^c	3.26 ^z _c	2.61	2.67	3.08 ^z _f	2.81	2.68	2.72	2.81	2.98 ^z	2.83	2.86
STANDARD ERROR	0.04	0.07	0.17	0.05	0.07	0.08	0.16	0.07	0.15	0.13	0.06	0.08	0.04
ERROR VARIANCE	*	*	0.03	*	*	0.01	0.02	0.01	0.02	0.02	*	0.01	*
Don't know	95 9% ^{gn}	26 7%	2 2%	48 11% ^b	18 7%	18 6%	7 12%	48 16%	5 10%	10 10%	29 6%	27 9%	74 7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1020	362	92	493	252	319	65	285	58	93	451	270	1020
WEIGHTED BASE	1020	383	94*	432	250	307	61*	306	50*	96*	456	296	1020
	100%	38%	9%*	42%	25%	30%	6%*	30%	5%*	9%*	45%	29%	100%
Personal finances (NET)	211 21% ^{cf}	93	19	77	24	96	12	58	7	22	102	80	216
		24%	20%	18%	10%	31% ^{zf}	20%	19%	15%	23%	22%	27%	21%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n - z/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%**	45%	10%**	46%	32%	21%	86%	13%**	10%	45%	1%**	4%**	100%
Coronavirus/ pandemic diseases	748	215	103	18	34	372	61	343	242	163	666	77	75	340	5	29	764
	73%bfc	69%b	58%	59%	65%	82%zab ft	59%	72%	74%	74%	76%zk	58%	72%	74%	47%	70%	75%
Common Market/ Brexit/EU/Europe/ Euro	455	119	66	9	20	455	37	214	142	99	413	40	44	227	*	19	475
	45%ak	38%	37%	28%	38%	100%zab ft	36%	45%	43%	45%	47%zk	30%	42%	50%	5%	47%	47%
Economy/Economic situation	311	311	71	4	13	119	30	126	97	87	267	41	34	142	*	12	316
	30%eg ft	100%zbe	40%zef	15%	24%	26%	29%	27%	30%	40%zgh	30%	31%	32%	31%	5%	30%	31%
Poverty/Inequality	185	41	27	6	9	56	26	95	56	33	155	26	28	84	2	7	192
	18%ae	13%	15%	19%	18%	12%	25%abe	20%	17%	15%	18%	20%	26%zm	18%	21%	18%	19%
National health service/Hospitals/ Healthcare	178	71	178	11	8	66	51	81	55	42	151	26	16	81	2	6	183
	17%	23%ze	100%zae ft	36%	15%	15%	49%zae t	17%	17%	19%	17%	19%	15%	18%	19%	14%	18%
Unemployment/ Factory closure/ Lack of industry	147	56	31	4	4	48	18	66	47	33	129	17	14	67	-	4	141
	14%e	18%e	18%e	12%	9%	11%	18%e	14%	15%	15%	15%	13%	13%	15%	-	11%	14%
Education/Schools	104	30	51	2	2	37	104	54	28	21	92	11	19	43	-	2	123
	10%	10%	28%zaet	6%	4%	8%	100%zab et	11%	9%	10%	10%	8%	18%zm	9%	-	5%	12%
Pollution/ Environment	90	14	15	3	4	45	11	43	27	20	84	6	10	48	-	4	98
	9%a	5%	9%	11%	7%	10%a	11%a	9%	8%	9%	10%	5%	9%	10%	-	9%	10%
Housing	62	11	19	1	7	19	13	28	29	5	47	15	4	29	-	7	53
	6%aij	3%	11%zae	4%	13%ae	4%	13%zae	6%	9%zi	2%	5%	11%zi	3%	6%	-	16%z	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%*	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Immigration/ immigrants	52 5%	13 4%	8 4%	2 6%	52 100%zabe f	20 4%	2 2%	22 5%	17 5%	12 6%	42 5%	8 6%	3 3%	16 3%	11 100%	41 100%z	56 5%
Race relations	44 4%j	12 4%	8 5%	3 9%	6 12%zae	13 3%	8 7%e	13 3%	22 7%g	9 4%	25 3%	19 14%zi	5 5%	23 5%	1 8%	5 13%z	43 4%
Low pay/Minimum wage/Fair wages	39 4%e	11 3%	5 3%	2 8%	2 3%	8 2%	6 6%e	12 3%	20 6%zg	6 3%	30 3%	7 5%	5 5%	20 4%	-	2 4%	34 3%
Lack of faith in politics / politicians / government	32 3%j	7 2%	5 3%	1 4%	3 5%	10 2%	6 6%	18 4%	7 2%	7 3%	23 3%	8 6%	3 3%	15 3%	-	3 6%	37 4%
Public services in general	31 3%	13 4%	17 10%zaet	-	-	15 3%	7 7%z	17 4%	11 3%	3 1%	28 3%	3 2%	3 3%	19 4%	-	-	33 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	30 3%j	4 1%	11 6%zae	30 100%	2 4%	9 2%	2 2%	10 2%	14 4%	7 3%	21 2%	9 7%j	1 1%	19 4%	*	1 3%	25 2%
Defence/Foreign affairs/ International terrorism	21 2%	6 2%	4 2%	1 4%	1 2%	9 2%	4 3%	6 1%	7 2%	7 3%	21 2%	-	1 1%	14 3%	-	1 2%	20 2%
Transport/Public transport	19 2%ej	4 1%	11 6%zae	2 5%	2 3%	3 1%	8 8%zae	10 2%	4 1%	5 2%	12 1%	7 5%zi	3 3%	8 2%	-	2 4%	18 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
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Table 8
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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%**	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Morality/ Individual behaviour/ Lifestyle	17 2%	6 2%	5 3%	4 12%	1 2%	8 2%	2 2%	7 1%	3 1%	8 3%	14 2%	3 2%	1 1%	9 2%	- -	1 2%	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17 2%	7 2%	1 1%	- -	- -	13 3%z	1 1%	12 2%	5 2%	- -	16 2%	1 1%	* *	10 2%	- -	- -	12 1%
Taxation	16 2%	3 1%	3 2%	* 2%	2 4%	7 2%	1 1%	7 1%	6 2%	3 1%	16 2%	* *	4 3%z	10 2%	* 4%	2 4%	18 2%
Pensions/Social security/Benefits	15 2%ae	* *	4 2%ae	* 2%	* 1%	* *	4 4%ae	8 2%	7 2%	* *	12 1%	3 2%	1 1%	10 2%	* 4%	- -	9 1%
Ageing population/ Social care for the elderly	13 1%j	2 1%	4 2%	- -	2 3%	5 1%	2 2%	6 1%	4 1%	3 1%	9 1%	5 3%	2 2%	3 1%	- -	2 4%	16 2%
Animal welfare	10 1%	2 1%	3 2%	- -	- -	1 *	1 1%	4 1%	5 2%	1 *	10 1%	- -	1 1%	5 1%	- -	- -	12 1%
Countryside/Rural life	9 1%	3 1%	2 1%	- -	1 2%	6 1%	3 3%	6 1%	1 *	3 1%	9 1%	- -	1 1%	5 1%	- -	1 3%	14 1%
Local government/ Council tax	9 1%	- -	3 2%	3 8%	- -	3 1%	* *	6 1%	1 *	2 1%	7 1%	2 1%	* *	5 1%	- -	- -	8 1%
Population levels/ Overpopulation	8 1%	1 *	3 2%	- -	1 3%	3 1%	3 3%za	6 1%	1 *	1 1%	8 1%	- -	1 1%	3 1%	- -	1 3%	11 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
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Ipsos MORI

30 Oct 2020

ISSUES INDEX OCTOBER 2020 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%**	45%	10%**	46%	32%	21%	86%	13%**	10%	45%	1%**	4%**	100%
Nationalisation/ Government control of institutions	8 1%	2 1%	1 *	- -	* 1%	2 *	2 2%	4 1%	1 *	3 1%	7 1%	1 1%	- -	5 1%	* 4%	- -	9 1%
Pound/Exchange rate/Value of pound	5 1%	2 1%	1 1%	- -	1 2%	3 1%	1 1%	3 1%	1 *	1 1%	4 *	1 1%	- -	2 1%	- -	1 2%	5 *
Drug abuse	5 *	1 *	1 1%	4 13%	- -	2 *	1 1%	1 *	2 1%	2 1%	3 *	2 2%	- -	4 1%	- -	- -	3 *
Privatisation	3 *	- -	1 1%	1 4%	- -	1 *	1 1%	3 1%	- -	- -	3 *	- -	1 1%	1 *	- -	- -	4 *
Trade unions/ Strikes	3 *	- -	1 1%	- -	- -	3 1%	- -	1 *	1 *	1 1%	3 *	- -	- -	1 *	- -	- -	3 *
Inflation/Prices	2 *	1 *	- -	- -	- -	1 *	- -	1 *	2 *	- -	2 *	- -	- -	1 *	- -	- -	3 *
Median	2	2	3	4	3	2	3	2	2	2	2	2	2	2	2	3	2
AIDS	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 1%j	- -	- -	- -	- -	1 *
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *
Petrol prices/Fuel	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *z	- -	- -	- -	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/h - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
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Ipsos MORI

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Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1020	316	183	25	56	475	123	471	325	224	908	104	227	283	10	46	1020
WEIGHTED BASE	1020	311	178	30**	52*	455	104*	474	327	219	878	134*	104	459	11**	41*	1020
	100%	30%	17%	3%**	5%*	45%	10%*	46%	32%	21%	86%	13%*	10%	45%	1%**	4%*	100%
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	88 9%j	25 8%	20 11%	9 31%	4 9%	33 7%	10 10%	37 8%	28 8%	23 10%	64 7%	23 18%zj	8 8%	51 11%	1 10%	3 8%	89 9%
MEAN NUMBER OF MENTIONS	2.82	3.22z	3.85za e	4.02	3.47z	3.10z	4.13za et	2.78	2.84	2.86	2.81	2.86	2.86	2.96z	2.32	3.78z	2.86
STANDARD ERROR	0.04	0.07	0.12	0.24	0.19	0.06	0.16	0.06	0.07	0.09	0.04	0.13	0.08	0.08	0.25	0.21	0.04
ERROR VARIANCE	*	0.01	0.01	0.06	0.04	*	0.03	*	*	0.01	*	0.02	0.01	0.01	0.06	0.05	*
Don't know	95 9%abef t	8 3%	1 1%	1 4%	-	11 2%	2 2%	47 10%	32 10%	15 7%	77 9%	18 13%	10 10%	38 8%	-	-	74 7%
Personal finances (NET)	211 21%ae	47 15%	29 16%	8 27%	9 18%	62 14%	30 29%abe	102 21%	74 23%	36 16%	174 20%	32 24%	31 29%z	99 22%	2 21%	7 18%	216 21%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)

30 Oct 2020

Table 9

Q.PL01/02

What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1020	120	78	225	107	227	213	1020
WEIGHTED BASE	1020	148*	119*	207	123*	172	208	1020
	100%	15%*	12%*	20%	12%*	17%	20%	100%
Coronavirus/ pandemic diseases	748 73%b	100	69	163	95	132	162	764 75%
Common Market/ Brexit/EU/Europe/ Euro	455 45%	52	44	119	48	86	94	475 47%
Economy/Economic situation	311 30%	37	23	70	40	63	64	316 31%
Poverty/Inequality	185 18%ef	46	41	41	16	18	19	192 19%
National health service/Hospitals/ Healthcare	178 17%	27	14	47	22	30	26	183 18%
Unemployment/ Factory closure/ Lack of industry	147 14%	19	24	21	16	24	32	141 14%
Education/Schools	104 10%f	23	7	36	13	12	9	123 12%
Pollution/ Environment	90 9%	24	7	21	5	13	13	98 10%
Housing	62 6%f	9	15	12	10	8	4	53 5%
Immigration/ immigrants	52 5%	11	4	8	7	11	8	56 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small baseRespondent type : GB Adults 18+
Fieldwork dates : 22nd October - 29th October 2020
Source : Ipsos MORI (JN Q218)

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Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1020	120	78	225	107	227	213	1020
WEIGHTED BASE	1020	148*	119*	207	123*	172	208	1020
	100%	15%*	12%*	20%	12%*	17%	20%	100%
Race relations	44	14	6	8	5	4	6	43
	4%	9%zef	5%	4%	4%	3%	3%	4%
Low pay/Minimum wage/Fair wages	39	11	5	8	5	3	4	34
	4%	8%ef	4%	4%	4%	2%	2%	3%
Lack of faith in politics / politicians / government	32	10	2	3	4	8	3	37
	3%	7%zcf	1%	2%	3%	4%	2%	4%
Public services in general	31	6	3	8	7	3	3	33
	3%	4%	3%	4%	5%	2%	1%	3%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	30	10	7	1	7	3	2	25
	3%cd	7%zcef	6%cd	*	5%cd	2%	1%	2%
Defence/Foreign affairs/ International terrorism	21	*	4	9	2	2	2	20
	2%	*	4%	4%z	2%	1%	1%	2%
Transport/Public transport	19	3	2	2	7	2	2	18
	2%	2%	2%	1%	6%zc	1%	1%	2%
Morality/ Individual behaviour/ Lifestyle	17	4	-	3	4	1	5	17
	2%	3%	-	2%	3%	1%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd October - 29th October 2020
 Source : Ipsos MORI (JN Q218)

30 Oct 2020

Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1020	120	78	225	107	227	213	1020
WEIGHTED BASE	1020	148*	119*	207	123*	172	208	1020
	100%	15%*	12%*	20%	12%*	17%	20%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17 2%	3 2%	4 4%	- -	7 6%zce f	1 1%	2 1%	12 1%
Taxation	16 2%	5 3%f	1 *	5 2%	2 1%	4 2%f	- -	18 2%
Pensions/Social security/Benefits	15 2%	* *	6 5%c	* *	4 4%	2 1%	2 1%	9 1%
Ageing population/ Social care for the elderly	13 1%	2 1%	- -	4 2%	3 2%	2 1%	4 2%	16 2%
Animal welfare	10 1%	2 1%	2 2%	1 *	- -	1 1%	2 1%	12 1%
Countryside/Rural life	9 1%	2 1%	- -	2 1%	- -	4 2%	2 1%	14 1%
Local government/ Council tax	9 1%	- -	2 1%	* *	6 5%zac ef	* *	- -	8 1%
Population levels/ Overpopulation	8 1%	3 2%	- -	2 1%	1 1%	1 1%	1 1%	11 1%
Nationalisation/ Government control of institutions	8 1%	2 1%	- -	2 1%	- -	1 1%	2 1%	9 1%
Pound/Exchange rate/Value of pound	5 1%	- -	1 1%	3 2%z	- -	1 *	- -	5 *

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	100%	15%*	12%*	20%	12%*	17%	20%	100%
Drug abuse	5	4	-	-	1	-	-	3
	*	3%z	-	-	1%	-	-	*
Privatisation	3	2	-	1	-	-	-	4
	*	1%	-	*	-	-	-	*
Trade unions/ Strikes	3	-	-	1	-	-	2	3
	*	-	-	1%	-	-	1%	*
Inflation/Prices	2	-	1	-	-	1	1	3
	*	-	*	-	-	*	*	*
Median	2	2	2	2	2	2	2	2
AIDS	1	-	-	-	1	-	-	1
	*	-	-	-	1%	-	-	*
Foot and mouth outbreak/Farming crisis	1	-	-	1	-	-	-	1
	*	-	-	*	-	-	-	*
Petrol prices/Fuel	1	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Other	88	20	12	13	14	17	9	89
	9%f	14%f	10%	6%	12%	10%	5%	9%
MEAN NUMBER OF MENTIONS	2.82f	3.14z	2.74	3.00z	2.94f	2.72	2.49	2.86
		ef		ef				
STANDARD ERROR	0.04	0.13	0.13	0.09	0.14	0.08	0.07	0.04

ERROR VARIANCE * 0.02 0.02 0.01 0.02 0.01 0.01 *

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	100%	15%*	12%*	20%	12%*	17%	20%	100%
Don't know	95	13	21	5	12	7	31	74
	9%ce	9%ce	18%zce	3%	10%ce	4%	15%zce	7%
Personal finances (NET)	211	49	46	47	19	22	23	216
	21%ef	33%zd	38%zc	23%ef	15%	13%	11%	21%
		ef	def					
Northern Ireland	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

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