

Ipsos MORI Issues Index

October 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 1,020 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 22 and 29 October 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: 1,020 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	56	73
Common Market/Brexit/EU/Europe	10	45
Economy	11	30
Poverty/Inequality	4	18
NHS/Hospitals/Healthcare	3	17
Unemployment	2	14
Education/Schools	1	10
Pollution/environment	2	9
Housing	2	6
Immigration/immigrants	1	5
Race relations	*	4
Low pay/Minimum Wage/fair wages	*	4
Lack of faith in politics/politicians/government	1	3
Public services in general	*	3
Crime/Law and Order/ASB	*	3
Defence/foreign affairs/terrorism	*	2
Transport/public transport	0	2
Morality/individual behaviour/lifestyle	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	0	2
Taxation	0	2
Pensions/social security/benefits	*	2
Ageing population/Social care for elderly	*	1
Animal welfare	*	1
Countryside/rural life	0	1
Local government/council tax	*	1
Population levels/overpopulation	*	1
Nationalisation/Government control of institutions	*	1
Pound/Exchange rate/Value of pound	0	1
Drug abuse	0	*
Privatisation	0	*
Trade unions/ Strikes	0	*
Inflation/Prices	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Petrol prices/fuel	*	*
Nuclear weapons/Nuclear war/Disarmament	0	0
Northern Ireland	0	0
Other	2	9
Don't know	2	9