

Ipsos MORI Issues Index

November 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 means 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 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone between 20 and 27 November 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: 1,004 British adults 18+

	Q1 %	Q1/2 %
Coronavirus/Pandemic diseases	55	74
Common Market/Brexit/EU/Europe	10	41
Economy	12	35
NHS/Hospitals/Healthcare	2	15
Unemployment	2	12
Pollution/environment/climate change	3	11
Poverty/Inequality	2	11
Education/Schools	1	10
Lack of faith in politics/politicians/government	2	7
Race relations	1	6
Housing	*	5
Immigration/immigrants	1	5
Crime/Law and Order/ASB	1	4
Defence/foreign affairs/terrorism	*	2
Public services in general	*	2
Transport/public transport	-	2
Morality/individual behaviour/lifestyle	*	2
Low pay/Minimum Wage/fair wages	*	1
Ageing population/Social care for elderly	*	1
Pensions/social security/benefits	-	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Taxation	-	1
Animal welfare	*	1
Local government/council tax	*	1
Population levels/overpopulation	*	1
Nationalisation/Government control of institutions	*	1
Drug abuse	*	1
Privatisation	*	1
Countryside/rural life	*	*
Trade unions/strikes	*	*
Inflation/Prices	*	*
Foot and mouth outbreak/farming crisis	*	*
Petrol prices/fuel	-	*
Nuclear weapons/Nuclear war/Disarmament	*	*
Northern Ireland	-	*
Pound/Exchange rate/Value of pound	-	-
AIDS	-	-
Other	2	8
Don't know	3	8