

Ipsos MORI Issues Index

November 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 998 adults aged 18+ at 175 sampling points across Great Britain. Interviews were conducted face-to-face between 2 and 18 November. 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. Throughout the volume, an asterisk (*) denotes any value of less than half a per cent.

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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: 998 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	52	62
NHS/Hospitals/Healthcare	7	38
Crime/Law and Order/ASB	8	26
Economy	3	18
Education/Schools	1	17
Housing	2	17
Poverty/Inequality	3	17
Immigration/immigrants	5	16
Pollution/environment	2	13
Unemployment	2	11
Drug abuse	2	9
Ageing population/Social care for elderly	1	9
Public services in general	1	8
Defence/foreign affairs/terrorism	1	8
Lack of faith in politics/politicians/government	1	7
Low pay/Minimum Wage/fair wages	1	7
Pensions/social security/benefits	*	7
Inflation/Prices	1	7
Taxation	*	6
Race relations	*	5
Morality/individual behaviour/lifestyle	*	4
Petrol prices/fuel	0	4
Transport/public transport	0	4
Population levels/overpopulation	1	3
Local government/council tax	*	3
Animal welfare	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Pound/exchange rate/value of pound	*	1
Countryside/rural life	*	1
Northern Ireland	0	1
Trade Unions/Strikes	0	1
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
Foot and mouth outbreak/farming crisis	0	*
Other	1	4
Don't know	3	13