

Ipsos MORI Issues Index

December 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 971 adults aged 18+ at 182 sampling points across Great Britain. Interviews were conducted face-to-face between 7 and 20 December. 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: 971 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	54	67
NHS/Hospitals/Healthcare	7	42
Poverty/Inequality	4	21
Crime/Law and Order/ASB	3	20
Housing	2	19
Economy	3	17
Education/Schools	1	17
Immigration/immigrants	5	16
Pollution/environment	2	13
Ageing population/Social care for elderly	1	12
Lack of faith in politics/politicians/government	2	11
Public services in general	1	10
Defence/foreign affairs/terrorism	2	9
Pensions/social security/benefits	1	8
Unemployment	1	7
Drug abuse	1	7
Low pay/Minimum Wage/fair wages	1	6
Transport/public transport	0	6
Race relations	1	6
Population levels/overpopulation	1	5
Inflation/Prices	1	5
Taxation	*	4
Local government/council tax	0	4
Petrol prices/fuel	*	3
Morality/individual behaviour/lifestyle	*	3
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Countryside/rural life	0	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Privatisation	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Trade Unions/Strikes	0	1
Northern Ireland	0	1
Pound/exchange rate/value of pound	0	1
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
<i>Other</i>	1	5
<i>Don't know</i>	4	14