

# **Ipsos MORI Issues Index**

January 2019

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 984 adults aged 18+ at 155 sampling points across Great Britain. Interviews were conducted face-to-face between 4 and 14 January. 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: 984 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	54	63
NHS/Hospitals/Healthcare	7	44
Education/Schools	1	21
Poverty/Inequality	3	20
Immigration/immigrants	7	19
Housing	2	19
Crime/Law and Order/ASB	4	17
Economy	3	17
Pollution/environment	1	12
Lack of faith in politics/politicians/government	2	11
Unemployment	2	10
Pensions/social security/benefits	1	9
Ageing population/Social care for elderly	1	9
Public services in general	1	9
Low pay/Minimum Wage/fair wages	1	9
Drug abuse	1	7
Defence/foreign affairs/terrorism	1	6
Inflation/Prices	1	6
Transport/public transport	1	6
Local government/council tax	*	4
Race relations	*	4
Morality/individual behaviour/lifestyle	1	4
Petrol prices/fuel	*	4
Taxation	*	4
Population levels/overpopulation	*	3
Animal welfare	*	3
Privatisation	0	3
Pound/exchange rate/value of pound	0	2
Countryside/rural life	*	2
Nuclear weapons/nuclear war/disarmament	0	2
Nationalisation/Government control of institutions	*	1
Trade Unions/Strikes	0	1
Northern Ireland	0	1
Foot and mouth outbreak/farming crisis	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	0	*
Other	2	5
Don't know	4	15