

# **Ipsos MORI Issues Index**

February 2019

# Technical Note

---

Ipsos MORI interviewed a representative quota sample of 1,001 adults aged 18+ at 169 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 12 February 2019. 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.

© Ipsos MORI/Polls2019  
February 2019

## Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 1001 adults aged 18+ at 169 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 12 February 2019. Data are weighted to match the population profile.

**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: 1,001 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	59	71
NHS/Hospitals/Healthcare	7	41
Crime/Law and Order/ASB	2	21
Education/Schools	1	21
Poverty/Inequality	3	21
Housing	2	20
Economy	2	19
Immigration/immigrants	4	15
Pollution/environment	2	15
Lack of faith in politics/politicians/government	2	14
Public services in general	1	13
Ageing population/Social care for elderly	1	10
Unemployment	1	8
Drug abuse	1	8
Pensions/social security/benefits	0	7
Low pay/Minimum Wage/fair wages	*	7
Race relations	*	7
Defence/foreign affairs/terrorism	*	6
Morality/individual behaviour/lifestyle	1	6
Transport/public transport	0	6
Inflation/Prices	1	4
Taxation	*	4
Local government/council tax	0	4
Population levels/overpopulation	1	4
Petrol prices/fuel	0	3
Animal welfare	0	3
Privatisation	0	3
Nationalisation/Government control of institutions	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Pound/exchange rate/value of pound	0	3
Countryside/rural life	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Northern Ireland	0	1
Trade Unions/Strikes	0	*
Foot and mouth outbreak/farming crisis	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	0	*
Other	2	6
Don't know	5	15