

Ipsos MORI Issues Index

March 2019

Technical Note

Ipsos MORI interviewed a representative quota sample of 972 adults aged 18+ at 171 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 13 March 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.

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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: 972 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	52	68
NHS/Hospitals/Healthcare	6	32
Crime/Law and Order/ASB	6	29
Immigration/immigrants	5	21
Housing	2	18
Economy	3	18
Poverty/Inequality	3	17
Education/Schools	1	17
Pollution/environment	2	13
Lack of faith in politics/politicians/government	3	13
Public services in general	1	11
Ageing population/Social care for elderly	1	9
Unemployment	1	8
Defence/foreign affairs/terrorism	1	8
Drug abuse	*	7
Pensions/social security/benefits	1	7
Low pay/Minimum Wage/fair wages	*	6
Morality/individual behaviour/lifestyle	*	6
Race relations	*	6
Taxation	*	5
Inflation/Prices	2	5
Transport/public transport	1	4
Local government/council tax	*	3
Population levels/overpopulation	*	3
Petrol prices/fuel	-	3
Pound/exchange rate/value of pound	*	3
Countryside/rural life	*	2
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	-	2
Privatisation	-	2
Trade Unions/Strikes	-	1
Nuclear weapons/nuclear war/disarmament	-	1
Foot and mouth outbreak/farming crisis	*	1
Northern Ireland	-	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	-	*
AIDS	*	*
Other	2	6
Don't know	5	13