

Ipsos MORI Issues Index

May 2019

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,006 adults aged 18+ at 164 sampling points across Great Britain. Interviews were conducted face-to-face between 3 and 19 May 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: 1,006 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	52	66
NHS/Hospitals/Healthcare	7	41
Crime/Law and Order/ASB	4	24
Education/Schools	1	21
Pollution/environment	4	20
Poverty/Inequality	5	20
Housing	2	19
Economy	2	17
Immigration/immigrants	3	13
Lack of faith in politics/politicians/government	3	13
Unemployment	2	10
Ageing population/Social care for elderly	1	9
Drug abuse	1	9
Public services in general	1	9
Defence/foreign affairs/terrorism	1	7
Low pay/Minimum Wage/fair wages	1	7
Morality/individual behaviour/lifestyle	1	6
Pensions/social security/benefits	*	6
Race relations	*	6
Inflation/Prices	*	5
Local government/council tax	1	5
Population levels/overpopulation	1	4
Transport/public transport	0	4
Taxation	*	4
Petrol prices/fuel	*	3
Countryside/rural life	*	3
Animal welfare	*	3
Privatisation	0	3
Nuclear weapons/nuclear war/disarmament	0	2
Pound/exchange rate/value of pound	0	2
Nationalisation/Government control of institutions	*	1
Trade Unions/Strikes	0	1
Northern Ireland	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
AIDS	0	*
Foot and mouth outbreak/farming crisis	*	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
<i>Other</i>	2	4
<i>Don't know</i>	5	14