

Ipsos MORI Issues Index

July 2019

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,001 adults aged 18+ at 160 sampling points across Great Britain. Interviews were conducted face-to-face between 5 and 18 July 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: 1,001 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	47	60
NHS/Hospitals/Healthcare	7	39
Crime/Law and Order/ASB	6	25
Education/Schools	1	21
Pollution/environment	5	19
Poverty/Inequality	4	18
Housing	2	18
Economy	3	16
Immigration/immigrants	4	14
Lack of faith in politics/politicians/government	4	12
Drug abuse	1	11
Public services in general	1	11
Unemployment	1	10
Ageing population/Social care for elderly	1	9
Pensions/social security/benefits	*	8
Low pay/Minimum Wage/fair wages	1	8
Defence/foreign affairs/terrorism	1	7
Inflation/Prices	1	7
Morality/individual behaviour/lifestyle	1	5
Race relations	1	5
Taxation	*	5
Transport/public transport	*	5
Population levels/overpopulation	1	4
Nationalisation/Government control of institutions	1	4
Petrol prices/fuel	*	4
Local government/council tax	*	3
Countryside/rural life	*	3
Animal welfare	*	2
Pound/exchange rate/value of pound	-	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	-	1
Northern Ireland	-	1
Foot and mouth outbreak/farming crisis	-	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	-	*
Other	1	6
Don't know	5	14