

# **Ipsos MORI Issues Index**

August 2019

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,003 adults aged 18+ at 162 sampling points across Great Britain. Interviews were conducted face-to-face between 2 and 15 August 2019. The data is weighted to match the profile of the population.

Where percentages do not sum to 100, this is 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: 1,003 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	47	60
NHS/Hospitals/Healthcare	8	43
Crime/Law and Order/ASB	6	29
Education/Schools	3	23
Economy	2	18
Poverty/Inequality	3	16
Pollution/environment	4	15
Housing	2	15
Immigration/immigrants	4	12
Public services in general	*	11
Lack of faith in politics/politicians/government	3	11
Unemployment	1	10
Ageing population/Social care for elderly	2	10
Drug abuse	2	10
Pensions/social security/benefits	*	7
Defence/foreign affairs/terrorism	2	7
Low pay/Minimum Wage/fair wages	1	7
Inflation/Prices	*	5
Taxation	*	5
Race relations	1	5
Transport/public transport	*	5
Morality/individual behaviour/lifestyle	*	4
Population levels/overpopulation	*	3
Nationalisation/Government control of institutions	*	3
Local government/council tax	*	3
Animal welfare	0	3
Privatisation	*	2
Pound/exchange rate/value of pound	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Petrol prices/fuel	0	2
Nuclear weapons/nuclear war/disarmament	*	1
Northern Ireland	*	1
Countryside/rural life	*	1
Trade Unions/Strikes	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
AIDS	0	*
Other	1	3
Don't know	5	13