

# **Ipsos MORI Issues Index**

September 2019

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,027 adults aged 18+ at 180 sampling points across Great Britain. Interviews were conducted face-to-face between 6 and 21 September 2019. The data is weighted to match the profile of the population.

Where percentages do not sum to 100, this September 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: 1,027 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	57	65
NHS/Hospitals/Healthcare	3	36
Crime/Law and Order/ASB	3	22
Education/Schools	1	21
Poverty/Inequality	3	17
Housing	2	15
Pollution/environment	3	15
Economy	3	15
Lack of faith in politics/politicians/government	4	15
Immigration/immigrants	3	10
Public services in general	1	8
Drug abuse	1	8
Ageing population/Social care for elderly	1	7
Unemployment	1	7
Low pay/Minimum Wage/fair wages	1	7
Pensions/social security/benefits	*	5
Race relations	*	5
Taxation	*	4
Inflation/Prices	1	4
Transport/public transport	*	4
Defence/foreign affairs/terrorism	1	4
Morality/individual behaviour/lifestyle	*	4
Population levels/overpopulation	1	3
Petrol prices/fuel	0	3
Pound/exchange rate/value of pound	*	3
Local government/council tax	*	3
Animal welfare	*	2
Privatisation	*	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Trade Unions/Strikes	0	1
Countryside/rural life	0	1
Northern Ireland	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
<i>Other</i>	3	7
<i>Don't know</i>	6	16

