

# **Ipsos MORI Issues Index**

November 2019

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,010 adults aged 18+ at 188 sampling points across Great Britain. Interviews were conducted face-to-face between 8 and 24 November 2019. The data is weighted to match the profile of the population.

Where percentages do not sum to 100, this November 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: 1,010 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	44	57
NHS/Hospitals/Healthcare	16	54
Education/Schools	1	21
Economy	4	19
Crime/Law and Order/ASB	3	18
Poverty/Inequality	5	16
Housing	2	15
Pollution/environment	3	15
Immigration/immigrants	4	13
Lack of faith in politics/politicians/government	4	12
Ageing population/Social care for elderly	1	10
Public services in general	1	9
Low pay/Minimum Wage/fair wages	1	8
Drug abuse	1	7
Unemployment	2	7
Inflation/Prices	2	6
Transport/public transport	*	5
Pensions/social security/benefits	*	5
Defence/foreign affairs/terrorism	1	5
Taxation	*	3
Local government/council tax	0	3
Race relations	*	3
Morality/individual behaviour/lifestyle	*	3
Nationalisation/Government control of institutions	*	3
Population levels/overpopulation	1	3
Petrol prices/fuel	0	3
Privatisation	*	2
Pound/exchange rate/value of pound	0	2
Nuclear weapons/nuclear war/disarmament	0	2
Animal welfare	*	2
Countryside/rural life	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	0	1
Northern Ireland	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	0	*
Other	1	3
Don't know	4	12