

Ipsos MORI Issues Index

December 2019

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,008 adults aged 18+ at 188 sampling points across Great Britain. Interviews were conducted face-to-face between 6 and 29 December 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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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. Data are weighted to match the population profile.

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 % |
|--|---------|-----------|
| NHS/Hospitals/Healthcare | 16 | 55 |
| Common Market/Brexit/EU/Europe | 34 | 52 |
| Poverty/Inequality | 4 | 21 |
| Education/Schools | 3 | 20 |
| Crime/Law and Order/ASB | 3 | 19 |
| Economy | 4 | 18 |
| Pollution/environment | 5 | 18 |
| Housing | 2 | 17 |
| Immigration/immigrants | 5 | 14 |
| Public services in general | 2 | 14 |
| Lack of faith in politics/politicians/government | 2 | 9 |
| Unemployment | 3 | 9 |
| Ageing population/Social care for elderly | 2 | 8 |
| Drug abuse | 1 | 6 |
| Pensions/social security/benefits | 1 | 6 |
| Transport/public transport | * | 6 |
| Low pay/Minimum Wage/fair wages | * | 6 |
| Defence/foreign affairs/terrorism | * | 5 |
| Race relations | 1 | 4 |
| Taxation | * | 4 |
| Inflation/Prices | * | 4 |
| Morality/individual behaviour/lifestyle | * | 3 |
| Privatisation | * | 3 |
| Nationalisation/Government control of institutions | 1 | 3 |
| Population levels/overpopulation | * | 3 |
| Local government/council tax | 0 | 2 |
| Pound/exchange rate/value of pound | * | 2 |
| Petrol prices/fuel | * | 2 |
| Animal welfare | * | 2 |
| Countryside/rural life | * | 1 |
| Scottish/Welsh Assembly/Devolution/Const. reform | * | 1 |
| Trade Unions/Strikes | * | 1 |
| Nuclear weapons/nuclear war/disarmament | * | 1 |
| Bird flu/Pandemic Flu/Swine Flu/Ebola | 0 | 1 |
| AIDS | * | 1 |
| Northern Ireland | 0 | 1 |
| Foot and mouth outbreak/farming crisis | 0 | * |
| Other | 2 | 6 |
| Don't know | 6 | 11 |