

Ipsos MORI Issues Index

January 2020

Technical Note

Ipsos MORI interviewed a representative quota sample of 954 adults aged 18+ at 188 sampling points across Great Britain. Interviews were conducted face-to-face between 10 and 21 January 2020. 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: 954 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	31	47
NHS/Hospitals/Healthcare	15	44
Pollution/environment	9	23
Poverty/Inequality	5	22
Crime/Law and Order/ASB	3	20
Education/Schools	1	18
Immigration/immigrants	5	16
Housing	3	14
Economy	3	13
Ageing population/Social care for elderly	2	10
Public services in general	1	10
Lack of faith in politics/politicians/government	3	10
Unemployment	1	9
Drug abuse	1	8
Defence/foreign affairs/terrorism	1	7
Pensions/social security/benefits	1	7
Low pay/Minimum Wage/fair wages	1	6
Taxation	1	6
Transport/public transport	*	6
Inflation/Prices	1	5
Race relations	*	5
Population levels/overpopulation	1	4
Morality/individual behaviour/lifestyle	*	3
Local government/council tax	*	3
Privatisation	*	3
Petrol prices/fuel	0	2
Animal welfare	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Nationalisation/Government control of institutions	0	2
Countryside/rural life	*	2
Pound/exchange rate/value of pound	0	1
Nuclear weapons/nuclear war/disarmament	0	1
AIDS	*	1
Trade Unions/Strikes	0	1
Northern Ireland	0	*
Pandemic Flu/Diseases	*	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	8
Don't know	8	17