

# **Ipsos MORI Issues Index**

February 2020

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,005 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between 7 and 23 February 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: 1,005 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	13	44
Common Market/Brexit/EU/Europe	26	39
Pollution/environment	10	25
Poverty/Inequality	6	19
Crime/Law and Order/ASB	6	19
Economy	4	17
Education/Schools	2	16
Housing	3	14
Immigration/immigrants	5	12
Ageing population/Social care for elderly	2	10
Transport/public transport	*	8
Drug abuse	2	8
Unemployment	1	8
Lack of faith in politics/politicians/government	3	8
Public services in general	1	8
Defence/foreign affairs/terrorism	1	6
Low pay/Minimum Wage/fair wages	1	6
Pandemic Flu/Diseases	2	5
Race relations	1	5
Taxation	*	5
Morality/individual behaviour/lifestyle	1	4
Pensions/social security/benefits	*	4
Inflation/Prices	*	3
Population levels/overpopulation	1	3
Animal welfare	*	3
Local government/council tax	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Pound/exchange rate/value of pound	*	2
Petrol prices/fuel	*	2
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Northern Ireland	0	1
AIDS	0	1
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	0	*
Other	3	7
Don't know	4	11