

Ipsos MORI Issues Index

June 2019

Technical Note

Ipsos MORI interviewed a representative quota sample of 980 adults aged 18+ at 160 sampling points across Great Britain. Interviews were conducted face-to-face between 7 and 20 June 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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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: 980 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	53	65
NHS/Hospitals/Healthcare	8	41
Crime/Law and Order/ASB	5	22
Education/Schools	2	21
Pollution/environment	5	20
Economy	2	18
Poverty/Inequality	3	18
Housing	1	16
Immigration/immigrants	3	14
Lack of faith in politics/politicians/government	3	14
Unemployment	1	11
Ageing population/Social care for elderly	1	10
Defence/foreign affairs/terrorism	1	9
Public services in general	1	9
Low pay/Minimum Wage/fair wages	1	8
Drug abuse	*	8
Pensions/social security/benefits	*	6
Inflation/Prices	1	6
Race relations	*	5
Taxation	*	5
Transport/public transport	*	5
Morality/individual behaviour/lifestyle	*	4
Local government/council tax	*	4
Population levels/overpopulation	*	3
Nationalisation/Government control of institutions	*	3
Petrol prices/fuel	*	3
Animal welfare	1	2
Countryside/rural life	*	2
Privatisation	*	2
Pound/exchange rate/value of pound	0	2
Nuclear weapons/nuclear war/disarmament	*	2
Northern Ireland	0	1
Foot and mouth outbreak/farming crisis	0	1
Trade Unions/Strikes	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	0	*
Other	2	7
Don't know	4	13