

Ipsos MORI Issues Index

April 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,008 adults aged 18+ at 238 sampling points across Great Britain. Interviews were conducted face-to-face between the 31 March and 10 April 2017. The data is weighted to match the profile of the population.

Where percentages do not sum to 100, this may 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: 1,008 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	31	48
NHS/Hospitals/Healthcare	13	48
Immigration/immigrants	13	29
Economy	5	22
Education/Schools	2	20
Defence/foreign affairs/terrorism	5	16
Housing	3	16
Unemployment	4	14
Poverty/Inequality	3	14
Crime/Law and Order/ASB	2	12
Ageing population/Social care for elderly	2	11
Pollution/environment	1	8
Inflation/Prices	1	8
Pensions/social security/benefits	*	8
Lack of faith in politics/politicians/government	1	8
Public services in general	1	8
Low pay/Minimum Wage/fair wages	1	7
Drug abuse	1	6
Taxation	1	6
Race relations	*	5
Population levels/overpopulation	1	5
Scottish/Welsh Assembly/Devolution/Const. reform	1	5
Transport/public transport	*	5
Morality/individual behaviour/lifestyle	1	5
Local government/council tax	*	4
Privatisation	*	3
Petrol prices/fuel	*	3
Pound/exchange rate/value of pound	*	3
Nationalisation/Government control of institutions	0	2
Animal welfare	*	2
Countryside/rural life	*	2
Nuclear weapons/nuclear war/disarmament	0	1
Trade Unions/Strikes	0	1
AIDS	0	1
Northern Ireland	0	1
Foot and mouth outbreak/farming crisis	0	0
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
<i>Other</i>	<i>1</i>	<i>4</i>
<i>Don't know</i>	<i>5</i>	<i>12</i>