

Ipsos MORI Issues Index

August 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,018 adults aged 18+ at 192 sampling points across Great Britain. Interviews were conducted face-to-face between 4 and 10 August. 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: 1,018 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	15	48
Common Market/Brexit/EU/Europe	30	44
Immigration/immigrants	11	26
Education/Schools	3	23
Economy	6	22
Housing	3	16
Defence/foreign affairs/terrorism	4	15
Poverty/Inequality	3	15
Crime/Law and Order/ASB	3	13
Pollution/environment	2	12
Ageing population/Social care for elderly	1	12
Unemployment	2	12
Lack of faith in politics/politicians/government	2	11
Public services in general	1	9
Low pay/Minimum Wage/fair wages	1	9
Inflation/Prices	1	9
Pensions/social security/benefits	1	8
Drug abuse	1	6
Taxation	1	6
Transport/public transport	0	5
Morality/individual behaviour/lifestyle	1	5
Population levels/overpopulation	1	5
Race relations	1	5
Pound/exchange rate/value of pound	*	4
Privatisation	*	4
Local government/council tax	*	4
Nationalisation/Government control of institutions	*	3
Petrol prices/fuel	0	3
Countryside/rural life	0	3
Nuclear weapons/nuclear war/disarmament	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Trade Unions/Strikes	*	2
Animal welfare	*	2
Northern Ireland	0	1
AIDS	*	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	5
Don't know	6	14