

# **Ipsos MORI Issues Index**

April 2018

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,001 adults aged 18+ at 194 sampling points across Great Britain. Interviews were conducted face-to-face between 6 and 24 April. 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: 1,001 British adults 18+

|  | Q1<br>% | Q1/2<br>% |
|--|---------|-----------|
| NHS/Hospitals/Healthcare                           | 13      | 46        |
| Common Market/Brexit/EU/Europe                     | 26      | 41        |
| Crime/Law and Order/ASB                            | 8       | 23        |
| Immigration/immigrants                             | 8       | 19        |
| Education/Schools                                  | 2       | 19        |
| Defence/foreign affairs/terrorism                  | 6       | 18        |
| Housing  | 3       | 17        |
| Economy  | 6       | 17        |
| Poverty/Inequality                                 | 4       | 15        |
| Unemployment                                       | 2       | 11        |
| Lack of faith in politics/politicians/government   | 2       | 10        |
| Ageing population/Social care for elderly          | 3       | 10        |
| Public services in general                         | 1       | 10        |
| Low pay/Minimum Wage/fair wages                    | 1       | 7         |
| Pollution/environment                              | 1       | 7         |
| Pensions/social security/benefits                  | *       | 6         |
| Inflation/Prices                                   | 2       | 6         |
| Drug abuse   | *       | 5         |
| Local government/council tax                       | 0       | 5         |
| Race relations                                     | 1       | 5         |
| Transport/public transport                         | 0       | 4         |
| Taxation   | *       | 4         |
| Morality/individual behaviour/lifestyle            | 1       | 4         |
| Nationalisation/Government control of institutions | 1       | 3         |
| Population levels/overpopulation                   | 1       | 3         |
| Nuclear weapons/nuclear war/disarmament            | 1       | 3         |
| Petrol prices/fuel                                 | *       | 3         |
| Animal welfare                                     | *       | 2         |
| Countryside/rural life                             | 0       | 2         |
| Privatisation                                      | *       | 2         |
| Scottish/Welsh Assembly/Devolution/Const. reform   | 0       | 1         |
| Pound/exchange rate/value of pound                 | *       | 1         |
| Trade Unions/Strikes                               | *       | 1         |
| Foot and mouth outbreak/farming crisis             | 0       | 1         |
| Northern Ireland                                   | *       | *         |
| AIDS   | *       | *         |
| Bird flu/Pandemic Flu/Swine Flu/Ebola              | *       | *         |
| Other  | 2       | 5         |
| Don't know   | 6       | 13        |