

Ipsos MORI Issues Index

June 2016

Technical Note

Ipsos MORI interviewed a representative quota sample of 985 adults aged 18+ at 172 sampling points across Great Britain. Interviews were conducted face-to-face between the 3rd and 13th June 2016. 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: 979 British adults 18+

	Q1 %	Q1/2 %
Immigration/immigrants	27	48
NHS/Hospitals/Healthcare	9	37
Common Market/EU/Europe	20	32
Economy	8	27
Housing	3	18
Education/Schools	2	17
Unemployment	4	15
Poverty/Inequality	4	15
Defence/foreign affairs/terrorism	3	14
Crime/Law and Order/ASB	1	10
Low pay/Minimum Wage/fair wages	2	10
Ageing population/Social care for elderly	1	8
Public services in general	1	8
Pollution/environment	2	8
Pensions/social security/benefits	1	7
Taxation	*	5
Population levels/overpopulation	1	5
Morality/individual behaviour/lifestyle	1	5
Drug abuse	1	4
Race relations	1	4
Inflation/Prices	1	4
Transport/public transport	*	4
Local government/council tax	*	2
Petrol prices/fuel	1	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Nationalisation/Government control of institutions	*	2
Countryside/rural life	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Animal welfare	0	1
Pound/exchange rate/value of pound	0	1
Foot and mouth outbreak/farming crisis	*	*
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	0	*
Other	2	7
Don't know	4	12
