

Ipsos MORI Issues Index

March 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,020 adults aged 18+ at 236 sampling points across Great Britain. Interviews were conducted face-to-face between the 10 and 19 March 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: 1,020 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	36	51
NHS/Hospitals/Healthcare	13	45
Immigration/immigrants	11	26
Education/Schools	2	19
Economy	6	19
Housing	4	16
Unemployment	4	13
Poverty/Inequality	3	10
Ageing population/Social care for elderly	2	10
Defence/foreign affairs/terrorism	1	8
Crime/Law and Order/ASB	1	8
Lack of faith in politics/politicians/government	2	6
Public services in general	1	6
Pollution/environment	1	6
Low pay/Minimum Wage/fair wages	1	6
Inflation/Prices	1	5
Drug abuse	1	5
Pensions/social security/benefits	*	5
Scottish/Welsh Assembly/Devolution/Const. reform	1	5
Morality/individual behaviour/lifestyle	*	4
Population levels/overpopulation	1	4
Transport/public transport	*	4
Taxation	*	4
Race relations	1	4
Petrol prices/fuel	*	4
Pound/exchange rate/value of pound	*	3
Local government/council tax	*	3
Nationalisation/Government control of institutions	*	2
Animal welfare	*	1
Privatisation	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Countryside/rural life	0	1
Trade Unions/Strikes	0	1
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
AIDS	0	*
Other	1	3
Don't know	5	14