

# **Ipsos MORI Issues Index**

July 2017

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,012 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 30 June and 10 July 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: 1,012 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	14	50
Common Market/Brexit/EU/Europe	25	41
Immigration/immigrants	10	28
Economy	7	25
Education/Schools	2	25
Defence/foreign affairs/terrorism	7	19
Housing	4	19
Poverty/Inequality	5	17
Crime/Law and Order/ASB	3	14
Ageing population/Social care for elderly	2	14
Unemployment	3	14
Public services in general	2	12
Low pay/Minimum Wage/fair wages	1	11
Lack of faith in politics/politicians/government	2	11
Pollution/environment	1	10
Pensions/social security/benefits	1	10
Race relations	1	8
Inflation/Prices	*	7
Taxation	1	6
Drug abuse	*	6
Transport/public transport	*	6
Population levels/overpopulation	1	6
Morality/individual behaviour/lifestyle	1	5
Nuclear weapons/nuclear war/disarmament	*	5
Privatisation	*	4
Pound/exchange rate/value of pound	0	4
Nationalisation/Government control of institutions	*	4
Local government/council tax	*	3
Petrol prices/fuel	*	3
Countryside/rural life	*	3
Animal welfare	1	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Trade Unions/Strikes	*	2
Northern Ireland	0	1
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	5
Don't know	3	9