

Ipsos MORI Issues Index

September 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 999 adults aged 18+ at 193 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 13 September. 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: 999 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	31	46
NHS/Hospitals/Healthcare	12	40
Immigration/immigrants	10	26
Education/Schools	4	20
Economy	6	18
Housing	2	16
Defence/foreign affairs/terrorism	5	16
Poverty/Inequality	3	15
Crime/Law and Order/ASB	3	12
Ageing population/Social care for elderly	2	12
Unemployment	2	11
Public services in general	2	10
Pollution/environment	2	9
Pensions/social security/benefits	1	8
Drug abuse	1	8
Low pay/Minimum Wage/fair wages	1	7
Lack of faith in politics/politicians/government	1	6
Inflation/Prices	1	6
Nuclear weapons/nuclear war/disarmament	*	5
Race relations	1	5
Morality/individual behaviour/lifestyle	1	5
Transport/public transport	*	4
Population levels/overpopulation	1	4
Pound/exchange rate/value of pound	0	4
Taxation	0	4
Petrol prices/fuel	*	3
Trade Unions/Strikes	0	2
Countryside/rural life	*	2
Local government/council tax	*	2
Privatisation	*	2
Animal welfare	*	2
Nationalisation/Government control of institutions	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
AIDS	1	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Foot and mouth outbreak/farming crisis	*	1
Northern Ireland	0	*
Other	1	3
Don't know	6	14