

Ipsos MORI Issues Index

December 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 959 adults aged 18+ at 215 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 17 December. 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: 959 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	37	51
NHS/Hospitals/Healthcare	11	45
Education/Schools	2	22
Immigration/immigrants	9	21
Housing	4	21
Economy	6	20
Poverty/Inequality	5	19
Defence/foreign affairs/terrorism	4	13
Crime/Law and Order/ASB	2	12
Unemployment	3	12
Ageing population/Social care for elderly	2	12
Lack of faith in politics/politicians/government	2	10
Pollution/environment	2	9
Low pay/Minimum Wage/fair wages	1	9
Public services in general	1	8
Pensions/social security/benefits	1	8
Inflation/Prices	1	7
Morality/individual behaviour/lifestyle	1	6
Transport/public transport	0	5
Race relations	1	5
Drug abuse	1	5
Taxation	*	4
Population levels/overpopulation	1	4
Privatisation	*	3
Countryside/rural life	*	3
Local government/council tax	*	3
Petrol prices/fuel	*	3
Pound/exchange rate/value of pound	*	3
Nuclear weapons/nuclear war/disarmament	*	2
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	0	2
Trade Unions/Strikes	*	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Northern Ireland	0	*
Foot and mouth outbreak/farming crisis	*	*
AIDS	0	*
Other	*	2
Don't know	4	9