

# **Ipsos MORI Issues Index**

November 2017

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 999 adults aged 18+ at 195 sampling points across Great Britain. Interviews were conducted face-to-face between 3 and 14 November. 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	9	39
Immigration/immigrants	11	24
Economy	5	21
Education/Schools	3	21
Housing	4	19
Defence/foreign affairs/terrorism	4	16
Poverty/Inequality	3	15
Crime/Law and Order/ASB	3	14
Unemployment	3	11
Public services in general	1	10
Ageing population/Social care for elderly	2	9
Low pay/Minimum Wage/fair wages	2	9
Inflation/Prices	2	9
Pensions/social security/benefits	1	8
Lack of faith in politics/politicians/government	2	8
Pollution/environment	1	7
Taxation	1	7
Drug abuse	1	6
Morality/individual behaviour/lifestyle	1	6
Population levels/overpopulation	*	5
Pound/exchange rate/value of pound	*	4
Race relations	1	4
Transport/public transport	0	4
Local government/council tax	*	3
Petrol prices/fuel	1	3
Countryside/rural life	*	2
Animal welfare	*	2
Privatisation	0	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	0	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Other	1	3
Don't know	7	14