

# **Ipsos MORI Issues Index**

January 2018

# Technical Note

---

Ipsos MORI interviewed a representative quota sample of 1,010 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 12 and 22 January. 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.

© Ipsos MORI/Polls2018  
January 2018

## Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 1,010 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 12 and 22 January 2018. Data are weighted to match the population profile.

### 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: 1,010 British adults 18+

	Q1	Q1/2
	%	%
NHS/Hospitals/Healthcare	18	55
Common Market/Brexit/EU/Europe	29	46
Immigration/immigrants	9	20
Housing	4	20
Education/Schools	2	19
Poverty/Inequality	4	19
Economy	6	17
Crime/Law and Order/ASB	2	14
Ageing population/Social care for elderly	3	14
Defence/foreign affairs/terrorism	2	12
Unemployment	2	10
Pollution/environment	1	10
Public services in general	1	10
Lack of faith in politics/politicians/government	3	10
Pensions/social security/benefits	1	9
Low pay/Minimum Wage/fair wages	1	8
Drug abuse	1	6
Morality/individual behaviour/lifestyle	1	6
Inflation/Prices	1	6
Race relations	1	5
Transport/public transport	0	5
Taxation	1	5
Local government/council tax	*	4
Population levels/overpopulation	1	4
Pound/exchange rate/value of pound	*	3
Animal welfare	*	3
Privatisation	*	3
Petrol prices/fuel	0	2
Countryside/rural life	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Northern Ireland	0	1
Foot and mouth outbreak/farming crisis	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	0	*
Other	1	3
Don't know	3	12