

Ipsos MORI Issues Index

February 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,006 adults aged 18+ at 196 sampling points across Great Britain. Interviews were conducted face-to-face between 2 and 11 February. 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: 1,006 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	18	54
Common Market/Brexit/EU/Europe	34	52
Immigration/immigrants	7	22
Education/Schools	2	22
Housing	3	19
Economy	4	19
Poverty/Inequality	3	17
Crime/Law and Order/ASB	3	14
Ageing population/Social care for elderly	3	13
Defence/foreign affairs/terrorism	2	12
Low pay/Minimum Wage/fair wages	2	11
Lack of faith in politics/politicians/government	2	10
Unemployment	2	10
Pollution/environment	1	9
Public services in general	1	8
Pensions/social security/benefits	*	8
Drug abuse	2	8
Inflation/Prices	1	6
Race relations	1	6
Morality/individual behaviour/lifestyle	1	6
Population levels/overpopulation	*	5
Transport/public transport	*	5
Taxation	1	4
Local government/council tax	*	4
Petrol prices/fuel	*	3
Pound/exchange rate/value of pound	*	3
Privatisation	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Countryside/rural life	*	2
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	*	1
Northern Ireland	0	1
AIDS	*	*
Other	2	4
Don't know	4	11