

# **Ipsos MORI Issues Index**

March 2018

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 986 adults aged 18+ at 209 sampling points across Great Britain. Interviews were conducted face-to-face between 2 and 21 March. 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: 986 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	32	47
NHS/Hospitals/Healthcare	14	46
Economy	7	22
Housing	4	22
Education/Schools	3	22
Immigration/immigrants	7	20
Poverty/Inequality	4	17
Crime/Law and Order/ASB	3	15
Defence/foreign affairs/terrorism	3	14
Unemployment	3	13
Public services in general	1	11
Pollution/environment	1	10
Ageing population/Social care for elderly	2	10
Lack of faith in politics/politicians/government	2	9
Low pay/Minimum Wage/fair wages	1	9
Inflation/Prices	2	9
Pensions/social security/benefits	1	8
Drug abuse	1	7
Race relations	*	6
Morality/individual behaviour/lifestyle	*	5
Transport/public transport	*	5
Taxation	*	5
Population levels/overpopulation	*	4
Local government/council tax	1	4
Privatisation	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Petrol prices/fuel	0	2
Countryside/rural life	0	2
Animal welfare	*	2
Pound/exchange rate/value of pound	0	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Trade Unions/Strikes	*	1
Northern Ireland	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Foot and mouth outbreak/farming crisis	0	1
AIDS	0	*
Other	1	4
Don't know	5	11