

Ipsos MORI Issues Index

June 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 974 adults aged 18+ at 169 sampling points across Great Britain. Interviews were conducted face-to-face between 1 and 12 June. 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: 974 British adults 18+

| | Q1 % | Q1/2 % |
|--|---------|-----------|
| Common Market/Brexit/EU/Europe | 30 | 46 |
| NHS/Hospitals/Healthcare | 12 | 44 |
| Immigration/immigrants | 8 | 20 |
| Crime/Law and Order/ASB | 4 | 20 |
| Education/Schools | 2 | 19 |
| Housing | 3 | 19 |
| Poverty/Inequality | 5 | 19 |
| Economy | 4 | 17 |
| Defence/foreign affairs/terrorism | 3 | 14 |
| Unemployment | 2 | 12 |
| Pollution/environment | 2 | 11 |
| Ageing population/Social care for elderly | 2 | 10 |
| Low pay/Minimum Wage/fair wages | 1 | 10 |
| Public services in general | 1 | 9 |
| Lack of faith in politics/politicians/government | 1 | 9 |
| Drug abuse | * | 7 |
| Transport/public transport | * | 7 |
| Pensions/social security/benefits | 1 | 6 |
| Inflation/Prices | 1 | 6 |
| Race relations | 1 | 6 |
| Morality/individual behaviour/lifestyle | 1 | 5 |
| Taxation | 1 | 5 |
| Petrol prices/fuel | * | 5 |
| Countryside/rural life | * | 5 |
| Local government/council tax | * | 4 |
| Population levels/overpopulation | 1 | 4 |
| Privatisation | * | 3 |
| Pound/exchange rate/value of pound | * | 3 |
| Nuclear weapons/nuclear war/disarmament | * | 3 |
| Animal welfare | * | 3 |
| Nationalisation/Government control of institutions | * | 3 |
| Scottish/Welsh Assembly/Devolution/Const. reform | * | 2 |
| Northern Ireland | * | 1 |
| Foot and mouth outbreak/farming crisis | 0 | 1 |
| Trade Unions/Strikes | * | 1 |
| AIDS | * | 1 |
| Bird flu/Pandemic Flu/Swine Flu/Ebola | * | * |
| <i>Other</i> | 2 | 6 |
| <i>Don't know</i> | 8 | 17 |