

Ipsos MORI Issues Index

May 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,015 adults aged 18+ at 195 sampling points across Great Britain. Interviews were conducted face-to-face between 11 and 29 April. 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: 1,015 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	18	49
Common Market/Brexit/EU/Europe	28	42
Crime/Law and Order/ASB	6	23
Immigration/immigrants	7	21
Economy	6	19
Education/Schools	2	18
Housing	3	18
Poverty/Inequality	3	16
Ageing population/Social care for elderly	2	12
Defence/foreign affairs/terrorism	3	11
Unemployment	2	10
Low pay/Minimum Wage/fair wages	1	9
Pollution/environment	2	9
Drug abuse	2	8
Lack of faith in politics/politicians/government	2	8
Public services in general	1	8
Race relations	1	7
Inflation/Prices	1	7
Morality/individual behaviour/lifestyle	1	6
Pensions/social security/benefits	*	5
Population levels/overpopulation	1	5
Petrol prices/fuel	*	5
Local government/council tax	*	4
Transport/public transport	*	4
Taxation	*	4
Nationalisation/Government control of institutions	*	3
Animal welfare	*	3
Privatisation	*	2
Pound/exchange rate/value of pound	0	2
Nuclear weapons/nuclear war/disarmament	*	2
Countryside/rural life	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	0	1
AIDS	*	1
Northern Ireland	*	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Foot and mouth outbreak/farming crisis	*	*
<i>Other</i>	2	6
<i>Don't know</i>	5	12