

Ipsos MORI Issues Index

July 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,027 adults aged 18+ at 163 sampling points across Great Britain. Interviews were conducted face-to-face between 6 and 16 July. 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: 1.027 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	45	58
NHS/Hospitals/Healthcare	12	46
Immigration/immigrants	6	19
Crime/Law and Order/ASB	4	18
Education/Schools	1	18
Housing	4	17
Economy	3	16
Poverty/Inequality	4	14
Defence/foreign affairs/terrorism	1	11
Pollution/environment	1	10
Lack of faith in politics/politicians/government	2	10
Ageing population/Social care for elderly	1	9
Unemployment	2	9
Public services in general	1	8
Drug abuse	1	7
Inflation/Prices	1	6
Pensions/social security/benefits	*	6
Low pay/Minimum Wage/fair wages	1	6
Race relations	*	5
Transport/public transport	*	5
Taxation	*	4
Morality/individual behaviour/lifestyle	1	3
Population levels/overpopulation	1	3
Animal welfare	*	3
Privatisation	*	3
Petrol prices/fuel	*	3
Local government/council tax	*	3
Countryside/rural life	*	3
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Pound/exchange rate/value of pound	0	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Northern Ireland	0	1
Trade Unions/Strikes	0	1
AIDS	0	1
Foot and mouth outbreak/farming crisis	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
<i>Other</i>	1	5
<i>Don't know</i>	5	15