

Ipsos MORI Issues Index

August 2018

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,020 adults aged 18+ at 169 sampling points across Great Britain. Interviews were conducted face-to-face between 3 and 14 August. 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: 1,020 British adults 18+

	Q1 %	Q1/2 %
Common Market/Brexit/EU/Europe	44	57
NHS/Hospitals/Healthcare	9	40
Immigration/immigrants	6	20
Housing	2	18
Crime/Law and Order/ASB	4	18
Economy	3	17
Education/Schools	2	15
Poverty/Inequality	3	14
Lack of faith in politics/politicians/government	3	12
Pollution/environment	2	11
Ageing population/Social care for elderly	2	10
Defence/foreign affairs/terrorism	2	10
Public services in general	*	9
Unemployment	2	8
Drug abuse	1	8
Inflation/Prices	2	7
Low pay/Minimum Wage/fair wages	*	7
Petrol prices/fuel	0	6
Pensions/social security/benefits	*	5
Transport/public transport	*	5
Morality/individual behaviour/lifestyle	*	5
Population levels/overpopulation	1	5
Race relations	1	4
Local government/council tax	*	4
Taxation	*	3
Privatisation	*	3
Nationalisation/Government control of institutions	*	3
Pound/exchange rate/value of pound	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Countryside/rural life	*	2
Animal welfare	0	2
Nuclear weapons/nuclear war/disarmament	*	1
Trade Unions/Strikes	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
Northern Ireland	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
<i>Other</i>	2	5
<i>Don't know</i>	7	18