

Ipsos MORI Issues Index

August 2016

Technical Note

Ipsos MORI interviewed a representative quota sample of 983 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between the 1st and 11th August 2016. 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: 983 British adults 18+

	Q1	Q1/2
	%	%
Immigration/immigrants	17	34
Common Market/EU/Europe	21	31
NHS/Hospitals/Healthcare	7	31
Economy	10	30
Housing	5	22
Defence/foreign affairs/terrorism	7	19
Unemployment	4	15
Poverty/Inequality	3	14
Education/Schools	2	14
Crime/Law and Order/ASB	3	14
Low pay/Minimum Wage/fair wages	1	8
Pensions/social security/benefits	1	8
Ageing population/Social care for elderly	1	7
Public services in general	1	6
Race relations	1	6
Drug abuse	1	6
Inflation/Prices	1	5
Pollution/environment	1	5
Population levels/overpopulation	1	3
Nationalisation/Government control of institutions	1	3
Transport/public transport	*	3
Pound/exchange rate/value of pound	*	3
Morality/individual behaviour/lifestyle	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	1	2
Taxation	*	2
Local government/council tax	*	2
Petrol prices/fuel	*	2
Countryside/rural life	*	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Animal welfare	*	2
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	0	*
Other	3	9
<i>Don't know</i>	5	12

