

Ipsos MORI Issues Index

December 2016-January 2017

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,028 adults aged 18+ at 184 sampling points across Great Britain. Interviews were conducted face-to-face between the 2nd December 2016 and 15th January 2017. 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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January 2017

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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: 1,028 British adults 18+

	Q1 %	Q1/2 %
NHS/Hospitals/Healthcare	10	40
Common Market/Brexit/EU/Europe	24	36
Immigration/immigrants	19	36
Economy	8	25
Poverty/Inequality	5	20
Housing	3	19
Education/Schools	2	18
Unemployment	3	13
Crime/Law and Order/ASB	2	13
Defence/foreign affairs/terrorism	3	12
Ageing population/Social care for elderly	2	11
Low pay/Minimum Wage/fair wages	2	10
Pensions/social security/benefits	*	8
Inflation/Prices	1	8
Pollution/environment	1	8
Lack of faith in politics/politicians/government	1	7
Public services in general	*	7
Race relations	1	7
Drug abuse	*	6
Population levels/overpopulation	2	6
Taxation	*	5
Transport/public transport	*	4
Pound/exchange rate/value of pound	*	4
Morality/individual behaviour/lifestyle	1	4
Local government/council tax	*	3
Privatisation	0	3
Trade Unions/Strikes	0	3
Petrol prices/fuel	0	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Countryside/rural life	*	1
Animal welfare	*	1
Northern Ireland	0	0
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	*	*
Foot and mouth outbreak/farming crisis	*	*
<i>Other</i>	1	5
<i>Don't know</i>	4	11