

Ipsos MORI Issues Index

November 2016

Technical Note

Ipsos MORI interviewed a representative quota sample of 973 adults aged 18+ at 184 sampling points across Great Britain. Interviews were conducted face-to-face between the 4th November and 24th November 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: 973 British adults 18+

	Q1 %	Q1/2 %
Common Market/EU/Europe	26	39
Immigration/immigrants	18	35
NHS/Hospitals/Healthcare	8	32
Economy	7	26
Housing	5	18
Education/Schools	2	17
Unemployment	3	14
Poverty/Inequality	5	14
Defence/foreign affairs/terrorism	3	13
Crime/Law and Order/ASB	2	11
Low pay/Minimum Wage/fair wages	1	9
Pollution/environment	1	8
Inflation/Prices	1	7
Lack of faith in politics/politicians/government	1	7
Pensions/social security/benefits	1	7
Race relations	2	6
Ageing population/Social care for elderly	1	6
Morality/individual behaviour/lifestyle	1	6
Public services in general	1	5
Drug abuse	1	4
Pound/exchange rate/value of pound	1	4
Transport/public transport	*	4
Local government/council tax	1	3
Population levels/overpopulation	1	3
Taxation	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	0	2
Countryside/rural life	*	2
Petrol prices/fuel	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	0	1
Animal welfare	*	1
Privatisation	*	1
Trade Unions/Strikes	*	1
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	3
Don't know	5	13