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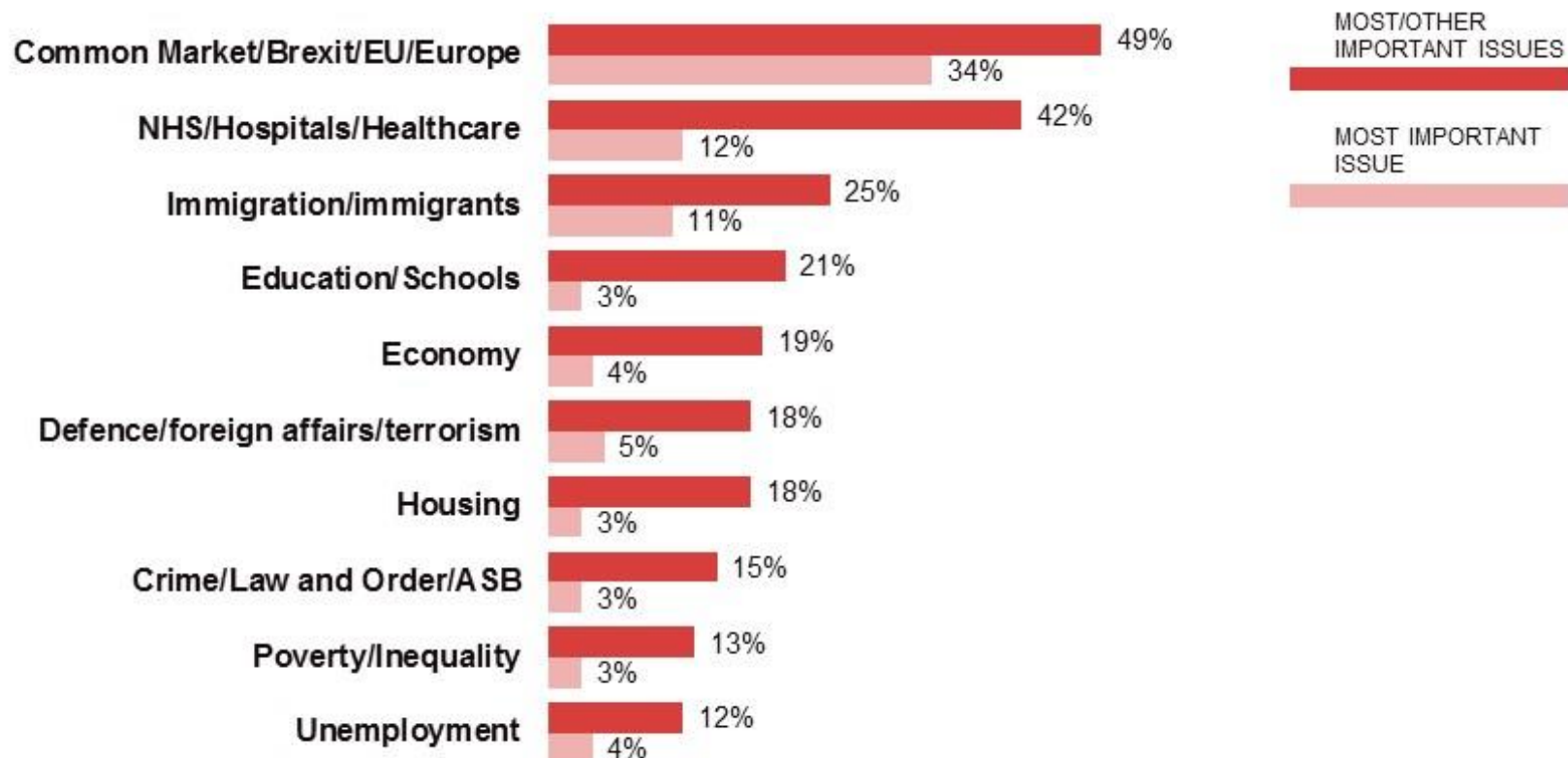


Issues Facing Britain – October

What do you see as the most/other important issues facing Britain today?

3

Top mentions %



Base: 983 British adults 18+, 6 – 16 October 2017

Source: Ipsos MORI Issues Index

Need to Know

- What are and will be the major questions the public and other decision makers have?
- Where are the data and analysis gaps?
- How well are we communicating what we know (and what we don't know)?



Key points

- Pre-empt the questions people have and what they want to use data for
- Make it easy to find the right figures *quickly*
- Explain trends and communicate clearly
- Small changes can make a big difference



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