

# **Ipsos MORI Issues Index**

May 2015

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 980 adults aged 18+ at 158 sampling points across Great Britain. Interviews were conducted face-to-face between 1<sup>st</sup> and 13<sup>th</sup> May 2015. Data are 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: 980 British adults 18+	Q1	Q1/2
	%	%
National Health Service/Hospitals/Health care	13	44
Immigration/immigrants	21	40
Economy/economic situation	20	36
Education/Schools	3	21
Unemployment/Factory Closure/Lack of Industry	6	19
Poverty/Inequality	8	17
Housing	4	16
Low pay/minimum wage/fair wages	3	11
Pensions/social security/benefits	2	11
Crime/law & order/violence/vandalism/ASB	2	10
Common Market/EU/Europe/Euro	2	9
Defence/foreign affairs/international terrorism	1	8
Taxation	1	8
Ageing population/Social care for elderly	2	7
Inflation/Prices	1	7
Pollution/environment	1	6
Public services in general	1	5
Drug abuse	1	4
Population levels/overpopulation	1	4
Transport/public transport	*	4
Morality/individual behaviour/lifestyle	*	4
Local government/council tax	1	3
Scottish/Welsh Assembly/Devolution/Const. reform	1	3
Race relations	*	3
Nuclear weapons/nuclear war/disarmament	*	2
Petrol prices/fuel	*	2
Privatisation	0	2
Animal welfare	*	1
Nationalisation/Government control of institutions	*	1
Pound/exchange rate/value of pound	*	1
AIDS	*	1
Countryside/rural life	*	*
Foot and mouth outbreak/farming crisis	0	*
Trade Unions/Strikes	0	*
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Other	1	4
Don't know	4	8