

# **Ipsos MORI Issues Index**

November 2015

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 970 adults aged 18+ at 170 sampling points across Great Britain. Interviews were conducted face-to-face between 30<sup>th</sup> October and 9<sup>th</sup> November 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: 970 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	31	49
NHS/Hospitals/Healthcare	9	34
Economy	13	27
Housing	5	21
Poverty/Inequality	6	18
Unemployment	5	17
Low pay/Minimum Wage/fair wages	3	15
Crime/Law and Order/ASB	2	14
Education/Schools	2	14
Defence/foreign affairs/terrorism	2	13
Pensions/social security/benefits	2	12
Common Market/EU/Europe/Euro	2	11
Ageing population/Social care for elderly	2	11
Taxation	1	8
Inflation/Prices	1	8
Population levels/overpopulation	1	7
Pollution/environment	1	7
Drug abuse	1	6
Public services in general	*	6
Morality/individual behaviour/lifestyle	1	5
Race relations	1	4
Transport/public transport	*	4
Scottish/Welsh Assembly/Devolution/Const. reform	*	3
Local government/council tax	*	3
Petrol prices/fuel	0	3
Nationalisation/Government control of institutions	1	2
Countryside/rural life	*	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	0	2
Trade Unions/Strikes	0	2
Pound/exchange rate/value of pound	*	1
AIDS	*	1
Animal welfare	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	0
Other	2	5
Don't know	5	12