Ipsos MORI Issues Index

November 2015

Technical Note

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 30th October and 9th 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 i	mportant issues facing	Britain today?
QZ	Wilat do you see as offici i	important issues racing	g Diftaill today :

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