

Ipsos MORI Issues Index

April 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 982 adults aged 18+ at 167 sampling points across Great Britain. Interviews were conducted face-to-face between the 10th and 20th April 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: 982 British adults 18+	Q1	Q1/2
	%	%
National Health Service/Hospitals/Health care	18	47
Immigration/immigrants	19	36
Economy/economic situation	19	36
Education/Schools	3	22
Unemployment/Factory Closure/Lack of Industry	6	18
Housing	3	15
Low pay/minimum wage/fair wages	3	13
Defence/foreign affairs/international terrorism	2	13
Poverty/Inequality	4	12
Pensions/social security/benefits	3	11
Crime/law & order/violence/vandalism/ASB	1	10
Inflation/Prices	1	8
Common Market/EU/Europe/Euro	2	7
Ageing population/Social care for elderly	1	7
Public services in general	1	7
Taxation	1	7
Drug abuse	1	6
Pollution/environment	1	5
Race relations	2	4
Morality/individual behaviour/lifestyle	1	4
Transport/public transport	*	4
Population levels/overpopulation	1	3
Privatisation	*	3
Countryside/rural life	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Petrol prices/fuel	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Local government/council tax	0	2
Pound/exchange rate/value of pound	*	1
Animal welfare	0	1
Trade Unions/Strikes	0	1
AIDS	*	*
Foot and mouth outbreak/farming crisis	*	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Northern Ireland	0	0
Other	2	6
Don't know	4	11