

Ipsos MORI Issues Index

August 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,054 adults aged 18+ at 179 sampling points across Great Britain. Interviews were conducted face-to-face between 31st July and 9th August 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.

© Ipsos MORI/Polls2015
August 2015

Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 1,054 adults aged 18+ at 179 sampling points across Great Britain. Interviews were conducted face-to-face between 31st July and 9th August 2015. Data are weighted to match the population profile.

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: 1,054 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	32	50
National Health Service/Hospitals/Health care	8	37
Economy/economic situation	13	27
Poverty/Inequality	7	17
Unemployment/Factory Closure/Lack of Industry	5	17
Education/Schools	2	17
Housing	3	16
Defence/foreign affairs/international terrorism	4	13
Crime/law & order/violence/vandalism/ASB	2	13
Low pay/minimum wage/fair wages	3	12
Pensions/social security/benefits	2	12
Ageing population/Social care for elderly	2	9
Common Market/EU/Europe/Euro	2	8
Taxation	1	8
Public services in general	*	8
Inflation/Prices	1	7
Drug abuse	1	7
Pollution/environment	2	6
Race relations	1	5
Population levels/overpopulation	1	5
Morality/individual behaviour/lifestyle	1	4
Transport/public transport	*	4
Local government/council tax	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Animal welfare	*	3
Nationalisation/Government control of institutions	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	*	3
Privatisation	*	2
Petrol prices/fuel	*	2
Pound/exchange rate/value of pound	*	1
Countryside/rural life	0	1
Trade Unions/Strikes	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
Northern Ireland	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	6
Don't know	3	8