

Ipsos MORI Issues Index

December 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,003 adults aged 18+ at 171 sampling points across Great Britain. Interviews were conducted face-to-face between 27th November and 10th December 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: 1,003 British adults 18+	Q1	Q1/2
	%	%
Defence/foreign affairs/terrorism	25	42
Immigration/immigrants	20	40
NHS/Hospitals/Healthcare	8	34
Economy	9	26
Poverty/Inequality	5	16
Education/Schools	3	16
Housing	3	16
Unemployment	3	14
Low pay/Minimum Wage/fair wages	2	11
Ageing population/Social care for elderly	1	10
Crime/Law and Order/ASB	2	9
Pensions/social security/benefits	1	9
Pollution/environment	2	7
Public services in general	1	7
Population levels/overpopulation	1	7
Morality/individual behaviour/lifestyle	1	6
Common Market/EU/Europe/Euro	1	5
Taxation	1	5
Inflation/Prices	1	5
Drug abuse	*	5
Race relations	1	5
Local government/council tax	*	3
Nuclear weapons/nuclear war/disarmament	*	3
Transport/public transport	*	3
Nationalisation/Government control of institutions	*	3
Petrol prices/fuel	*	2
Privatisation	*	2
Countryside/rural life	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Animal welfare	0	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	0	1
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Northern Ireland	0	*
Other	2	5
Don't know	5	13