

Ipsos MORI Issues Index

December 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 970 adults aged 18+ at 180 sampling points across Great Britain. Interviews were conducted face-to-face between the 28th November and 10th December 2014. 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	25	42
Economy/economic situation	16	33
National Health Service/Hospitals/Health care	9	33
Unemployment/Factory Closure/Lack of Industry	8	22
Poverty/Inequality	5	17
Education/Schools	2	13
Crime/law & order/violence/vandalism/ASB	2	12
Pensions/social security/benefits	2	12
Common Market/EU/Europe/Euro	3	11
Low pay/minimum wage/fair wages	3	11
Housing	2	11
Defence/foreign affairs/international terrorism	3	10
Inflation/Prices	2	9
Drug abuse	1	8
Taxation	1	8
Ageing population/Social care for elderly	2	7
Population levels/overpopulation	1	7
Transport/public transport	*	6
Race relations	2	5
Morality/individual behaviour/lifestyle	1	5
Pollution/environment	1	5
Public services in general	1	5
Petrol prices/fuel	*	4
Scottish/Welsh Assembly/Devolution/Const. reform	1	3
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	3
Animal welfare	*	2
Local government/council tax	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Countryside/rural life	0	2
AIDS	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	*	1
Foot and mouth outbreak/farming crisis	0	1
Northern Ireland	0	*
Other	2	7
Don't know	5	14