

# **Ipsos MORI Issues Index**

February 2016

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1,009 adults aged 18+ at 166 sampling points across Great Britain. Interviews were conducted face-to-face between 5<sup>th</sup> and 23<sup>rd</sup> February 2016. 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: 1,009 British adults 18+

	Q1 %	Q1/2 %
Immigration/immigrants	27	44
NHS/Hospitals/Healthcare	11	38
Economy	8	23
Common Market/EU/Europe	10	20
Housing	3	17
Education/Schools	1	16
Unemployment	5	16
Defence/foreign affairs/terrorism	5	15
Poverty/Inequality	4	14
Crime/Law and Order/ASB	2	11
Ageing population/Social care for elderly	2	10
Pensions/social security/benefits	1	10
Low pay/Minimum Wage/fair wages	2	9
Pollution/environment	2	7
Public services in general	1	7
Taxation	1	6
Inflation/Prices	2	5
Drug abuse	1	5
Morality/individual behaviour/lifestyle	1	5
Population levels/overpopulation	1	5
Race relations	*	3
Transport/public transport	*	3
Nationalisation/Government control of institutions	1	2
Local government/council tax	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Privatisation	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Animal welfare	*	1
Countryside/rural life	*	1
Foot and mouth outbreak/farming crisis	*	1
Petrol prices/fuel	*	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	*	1
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Northern Ireland	0	0
Other	1	5
Don't know	6	13