

Ipsos MORI Issues Index

January 2016

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,011 adults aged 18+ at 177 sampling points across Great Britain. Interviews were conducted face-to-face between 7th and 20th January 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: 1,011 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	25	46
NHS/Hospitals/Healthcare	11	38
Economy	10	26
Defence/foreign affairs/terrorism	8	23
Poverty/Inequality	6	17
Housing	4	17
Education/Schools	2	17
Common Market/EU/Europe/Euro	5	16
Unemployment	3	15
Low pay/Minimum Wage/fair wages	2	12
Crime/Law and Order/ASB	1	10
Pensions/social security/benefits	1	10
Pollution/environment	3	10
Ageing population/Social care for elderly	1	9
Inflation/Prices	2	8
Public services in general	1	6
Population levels/overpopulation	1	5
Taxation	*	5
Drug abuse	1	5
Morality/individual behaviour/lifestyle	1	5
Transport/public transport	1	5
Race relations	1	4
Local government/council tax	1	3
Privatisation	*	2
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	*	1
Animal welfare	*	1
Trade Unions/Strikes	*	1
Pound/exchange rate/value of pound	*	1
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Other	3	6
Don't know	5	11