

Ipsos MORI Issues Index

January 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 966 adults aged 18+ at 159 sampling points across Great Britain. Interviews were conducted face-to-face between the 23rd January and 2nd February 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
January 2015

Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 966 adults aged 18+ at 159 sampling points across Great Britain. Interviews were conducted face-to-face between 23rd January and 2nd February 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: 966 British adults 18+	Q1	Q1/2
	%	%
National Health Service/Hospitals/Health care	18	45
Immigration/immigrants	16	34
Economy/economic situation	15	33
Unemployment/Factory Closure/Lack of Industry	8	22
Poverty/Inequality	6	16
Defence/foreign affairs/international terrorism	6	14
Education/Schools	3	14
Crime/law & order/violence/vandalism/ASB	2	12
Housing	2	10
Low pay/minimum wage/fair wages	3	9
Common Market/EU/Europe/Euro	2	9
Pensions/social security/benefits	1	9
Ageing population/Social care for elderly	2	8
Pollution/environment	1	6
Inflation/Prices	1	5
Morality/individual behaviour/lifestyle	1	5
Public services in general	1	5
Taxation	1	5
Population levels/overpopulation	1	4
Race relations	1	4
Transport/public transport	0	4
Drug abuse	1	3
Local government/council tax	*	2
Petrol prices/fuel	*	2
Privatisation	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Animal welfare	*	1
Countryside/rural life	*	1
Nationalisation/Government control of institutions	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Pound/exchange rate/value of pound	0	*
Trade Unions/Strikes	0	*
Northern Ireland	0	0
Other	4	8
Don't know	5	14