

Ipsos MORI Issues Index

July 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 989 adults aged 18+ at 166 sampling points across Great Britain. Interviews were conducted face-to-face between 3rd and 12th July 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: 989 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	24	42
National Health Service/Hospitals/Health care	8	32
Economy/economic situation	13	27
Defence/foreign affairs/international terrorism	10	22
Poverty/Inequality	8	17
Unemployment/Factory Closure/Lack of Industry	6	16
Housing	4	14
Education/Schools	2	14
Low pay/minimum wage/fair wages	4	13
Pensions/social security/benefits	2	13
Common Market/EU/Europe/Euro	3	11
Crime/law & order/violence/vandalism/ASB	2	11
Ageing population/Social care for elderly	1	9
Taxation	1	6
Inflation/Prices	1	6
Pollution/environment	1	6
Public services in general	1	5
Morality/individual behaviour/lifestyle	*	5
Transport/public transport	0	5
Population levels/overpopulation	1	4
Drug abuse	*	4
Local government/council tax	*	3
Countryside/rural life	*	2
Petrol prices/fuel	*	2
Privatisation	0	2
Scottish/Welsh Assembly/Devolution/Const. reform	0	2
Animal welfare	*	1
Nationalisation/Government control of institutions	*	1
Trade Unions/Strikes	*	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Race relations	1	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	*	*
Pound/exchange rate/value of pound	*	*
Other	2	6
Don't know	4	13