

Ipsos MORI Issues Index

June 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 963 adults aged 18+ at 163 sampling points across Great Britain. Interviews were conducted face-to-face between 5th and 15th June 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: 963 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	26	45
National Health Service/Hospitals/Health care	12	40
Economy/economic situation	13	26
Unemployment/Factory Closure/Lack of Industry	5	18
Education/Schools	2	16
Poverty/Inequality	6	16
Common Market/EU/Europe/Euro	6	13
Housing	4	13
Pensions/social security/benefits	3	11
Low pay/minimum wage/fair wages	2	10
Defence/foreign affairs/international terrorism	2	10
Crime/law & order/violence/vandalism/ASB	2	9
Ageing population/Social care for elderly	2	8
Morality/individual behaviour/lifestyle	2	6
Drug abuse	1	6
Public services in general	1	6
Inflation/Prices	1	5
Taxation	1	5
Pollution/environment	1	4
Scottish/Welsh Assembly/Devolution/Const. reform	1	4
Race relations	1	3
Transport/public transport	*	3
Population levels/overpopulation	*	3
Local government/council tax	*	3
Nuclear weapons/nuclear war/disarmament	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Petrol prices/fuel	*	2
Animal welfare	*	1
Trade Unions/Strikes	*	1
Countryside/rural life	0	1
Pound/exchange rate/value of pound	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
AIDS	*	*
Foot and mouth outbreak/farming crisis	*	*
Northern Ireland	0	*
Other	2	7
Don't know	4	14