

Ipsos MORI Issues Index

March 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,032 adults aged 18+ at 160 sampling points across Great Britain. Interviews were conducted face-to-face between the 27th February and 11th March 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: 1,032 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	27	45
National Health Service/Hospitals/Health care	11	38
Economy/economic situation	13	28
Unemployment/Factory Closure/Lack of Industry	5	21
Education/Schools	4	20
Poverty/Inequality	6	16
Defence/foreign affairs/international terrorism	5	16
Housing	3	14
Pensions/social security/benefits	3	13
Low pay/minimum wage/fair wages	3	12
Crime/law & order/violence/vandalism/ASB	2	12
Ageing population/Social care for elderly	2	8
Common Market/EU/Europe/Euro	1	7
Drug abuse	1	7
Taxation	1	7
Inflation/Prices	1	6
Morality/individual behaviour/lifestyle	1	6
Public services in general	1	6
Pollution/environment	1	5
Race relations	1	5
Transport/public transport	*	5
Petrol prices/fuel	*	3
Population levels/overpopulation	*	3
Privatisation	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	1	2
Local government/council tax	*	2
Animal welfare	*	1
Countryside/rural life	*	1
Nationalisation/Government control of institutions	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	0	1
Foot and mouth outbreak/farming crisis	*	*
Trade Unions/Strikes	*	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Northern Ireland	0	*
Other	2	7
Don't know	3	11