

# **Ipsos MORI Issues Index**

September 2015

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 969 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between 4<sup>th</sup> and 17<sup>th</sup> September 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: 969 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	40	56
National Health Service/Hospitals/Health care	9	36
Economy/economic situation	8	25
Unemployment/Factory Closure/Lack of Industry	5	17
Poverty/Inequality	5	15
Housing	3	15
Low pay/minimum wage/fair wages	4	14
Education/Schools	2	14
Defence/foreign affairs/international terrorism	4	12
Crime/law & order/violence/vandalism/ASB	2	11
Pensions/social security/benefits	2	10
Ageing population/Social care for elderly	2	8
Common Market/EU/Europe/Euro	1	8
Taxation	1	7
Public services in general	1	6
Race relations	1	5
Pollution/environment	1	5
Population levels/overpopulation	1	5
Drug abuse	*	5
Morality/individual behaviour/lifestyle	1	5
Inflation/Prices	*	5
Privatisation	1	3
Transport/public transport	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	*	3
Local government/council tax	*	2
Trade Unions/Strikes	*	2
Nationalisation/Government control of institutions	*	2
Petrol prices/fuel	*	2
Countryside/rural life	*	2
Nuclear weapons/nuclear war/disarmament	0	2
Animal welfare	0	1
Pound/exchange rate/value of pound	*	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu/Ebola	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Other	1	5
Don't know	5	11