

Ipsos MORI Issues Index

November 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,015 adults aged 18+ at 178 sampling points across Great Britain. Interviews were conducted face-to-face between the 7th and 17th November 2014. 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: 1,015 British adults 18+	Q1	Q1/2
	%	%
Immigration/immigrants	21	37
Economy/economic situation	17	33
National Health Service/Hospitals/Health care	8	30
Unemployment/Factory Closure/Lack of Industry	8	22
Defence/foreign affairs/international terrorism	5	16
Poverty/Inequality	5	15
Crime/law & order/violence/vandalism/ASB	4	13
Education/Schools	2	13
Common Market/EU/Europe/Euro	5	12
Low pay/minimum wage/fair wages	2	11
Ageing population/Social care for elderly	2	10
Housing	2	10
Pensions/social security/benefits	1	10
Inflation/Prices	2	9
Pollution/environment	1	7
Drug abuse	*	7
Morality/individual behaviour/lifestyle	1	6
Population levels/overpopulation	1	6
Public services in general	1	6
Taxation	1	6
Race relations	1	5
Transport/public transport	*	4
Local government/council tax	1	3
Privatisation	*	3
Countryside/rural life	0	3
Petrol prices/fuel	0	3
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Animal welfare	*	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	*	1
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Other	3	5
Don't know	6	15