

Ipsos MORI Issues Index

February 2015

Technical Note

Ipsos MORI interviewed a representative quota sample of 965 adults aged 18+ at 163 sampling points across Great Britain. Interviews were conducted face-to-face between the 6th and 15th February 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: 965 British adults 18+	Q1	Q1/2
	%	%
National Health Service/Hospitals/Health care	12	41
Immigration/immigrants	18	34
Economy/economic situation	15	30
Unemployment/Factory Closure/Lack of Industry	8	20
Poverty/Inequality	7	18
Education/Schools	2	16
Defence/foreign affairs/international terrorism	6	15
Housing	4	13
Low pay/minimum wage/fair wages	2	12
Crime/law & order/violence/vandalism/ASB	3	11
Ageing population/Social care for elderly	3	10
Pensions/social security/benefits	2	10
Common Market/EU/Europe/Euro	2	8
Taxation	2	8
Inflation/Prices	2	7
Population levels/overpopulation	1	6
Public services in general	1	6
Drug abuse	1	5
Morality/individual behaviour/lifestyle	1	5
Pollution/environment	1	5
Local government/council tax	1	4
Race relations	1	4
Privatisation	*	3
Transport/public transport	*	3
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Countryside/rural life	*	1
Foot and mouth outbreak/farming crisis	*	1
Petrol prices/fuel	*	1
AIDS	0	1
Pound/exchange rate/value of pound	0	1
Trade Unions/Strikes	0	1
Bird flu/Pandemic Flu/Swine Flu/Ebola	*	*
Northern Ireland	0	*
<i>Other</i>	3	7
<i>Don't know</i>	3	13