

Ipsos MORI December Political Monitor

Topline Results

Fieldwork: 13-15 December 2014

Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13-15 December 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. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated.

Immigration

Q14. Do you think the number of immigrants coming to Britain should be increased, reduced or remain the same?*

	1995	2003	2008	2011	2013	Nov '14	Dec '14
	%	%	%	%	%	%	%
Increased a lot	1	2	2	1	2	3	2
Increased a little	3	4	2	2	2	5	4
Remain the same	27	16	17	18	17	33	34
Reduced a little	24	23	23	24	21	20	17
Reduced a lot	39	49	55	51	56	35	38
Don't know	6	7	1	1	1	5	4
Increased	4	6	4	3	4	8	6
Reduced	63	72	78	75	77	55	55

*All trend data from British Social Attitudes survey, full details available at:

<http://www.bsa-31.natcen.ac.uk/media/38108/immigration-bsa31.pdf>

Q15 Please tell me how strongly you agree or disagree with the following statement.

Base: each statement asked of approximately half the sample (c500 interviews)

	Strongly agree	Tend to agree	Neither/ nor	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
Britain is in danger of being swamped by people with different cultures (Dec 2014)	26	15	9	15	33	2	41	48
<i>Britain is in danger of being swamped by people with different cultures (April 1978 - Gallup)</i>	35	27	8	16	11	3	62	27
<i>Britain is in danger of being swamped by people with different cultures (Feb 1978 - Gallup)</i>	49	21	6	12	10	2	70	22
There are too many immigrants in Britain (Dec 2014)	36	17	14	17	15	1	53	32
<i>There are too many immigrants in Britain (June 2014 – Ipsos Global @dvisor)</i>	36	23	20	10	7	2	59	17
<i>There are too many immigrants in Britain (June 2013 – Ipsos Global @dvisor)</i>	36	28	17	9	9	2	64	18
<i>There are too many immigrants in Britain (June 2011 – Ipsos Global @dvisor)</i>	44	27	15	8	4	2	71	12

Q16 Generally speaking, do you think that the issue of immigration has been discussed in Britain too much, too little or about the right amount over the last few years?

	<i>April 2011</i>	<i>March 2014</i>	Dec 2014
	%	%	%
Too much	11	26	37
About the right amount	20	28	23
Too little	62	43	38
Don't know	7	2	2