

# Ipsos MORI Issues Index

March 2014

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 986 adults aged 18+ at 162 sampling points across Great Britain. Interviews were conducted face-to-face between the 28<sup>th</sup> February and 9<sup>th</sup> March. 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: 986 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	19	36
Race relations/immigration/immigrants	20	35
Unemployment/Factory Closure/Lack of Industry	12	26
National Health Service/Hospitals/Health care	6	24
Poverty/Inequality	6	16
Education/Schools	3	15
Inflation/Prices	4	12
Crime/law & order/violence/vandalism/ASB	2	12
Pensions/social security/benefits	2	12
Defence/foreign affairs/international terrorism	4	11
Housing	1	11
Common Market/EU/Europe/Euro	2	8
Ageing population/Social care for elderly	2	7
Morality/individual behaviour/lifestyle	2	7
Low pay/minimum wage/fair wages	1	7
Pollution/environment	1	7
Drug abuse	1	6
Public services in general	1	6
Scottish/Welsh Assembly/Devolution/Const. reform	2	5
Population levels/overpopulation	1	5
Taxation	1	5
Petrol prices/fuel	*	4
Transport/public transport	*	3
Local government/council tax	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	1	1
Animal welfare	*	1
Countryside/rural life	*	1
Northern Ireland	*	1
Pound/exchange rate/value of pound	*	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Foot and mouth outbreak/farming crisis	0	*
Trade Unions/Strikes	0	*
Other	1	4
Don't know	4	14