

Economist/Ipsos MORI Issues Index

April 2011

Technical Note

Ipsos MORI interviewed a representative quota sample of 988 adults aged 18+ at 157 sampling points across Great Britain. Interviews were conducted face-to-face between 1st - 7th April 2011. 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: 988 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	44	62
Unemployment/Factory Closure/Lack of Industry	10	24
Crime/law & order/violence/vandalism/ASB	6	22
Defence/foreign affairs/international terrorism	5	22
National Health Service/Hospitals/Health care	3	20
Race relations/immigration/immigrants	9	17
Inflation/prices	4	16
Education/Schools	2	14
Petrol prices/fuel	1	9
Poverty/inequality	2	7
Taxation	1	6
Pensions/social security/benefits	*	6
Public services in general	1	6
Housing	1	5
Morality/individual behaviour/lifestyle	1	5
Low pay/minimum wage/fair wages	1	5
Pollution/environment	1	4
Drug abuse	1	4
Ageing population/Social care for elderly	*	4
Local government/council tax	*	3
Transport/public transport	*	3
Population levels/overpopulation	1	2
Common Market/EU/Europe/EURO	1	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	1	2
Countryside/rural life	*	2
Pound/exchange rate/value of pound	*	1
Animal welfare	*	1
Bird flu/Pandemic Flu/Swine Flu	*	*
Trade Unions/Strikes	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	0	*
Foot and mouth outbreak/farming crisis	0	*
AIDS	0	*
Northern Ireland	0	0
Other	2	4
Don't know	4	10