

Ipsos MORI Issues Index

April 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 992 adults aged 18+ at 191 sampling points across Great Britain. Interviews were conducted face-to-face between the 11th-17th April. 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: 992 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	18	36
Race relations/immigration/immigrants	19	34
Unemployment/Factory Closure/Lack of Industry	14	31
National Health Service/Hospitals/Health care	6	25
Education/Schools	3	15
Inflation/Prices	4	15
Poverty/Inequality	5	15
Crime/law & order/violence/vandalism/ASB	4	14
Housing	1	14
Low pay/minimum wage/fair wages	2	10
Pensions/social security/benefits	2	10
Defence/foreign affairs/international terrorism	1	9
Common Market/EU/Europe/Euro	2	9
Pollution/environment	2	8
Ageing population/Social care for elderly	1	7
Drug abuse	1	7
Morality/individual behaviour/lifestyle	2	6
Taxation	1	6
Petrol prices/fuel	1	6
Public services in general	1	5
Scottish/Welsh Assembly/Devolution/Const. reform	2	5
Population levels/overpopulation	1	5
Transport/public transport	*	4
Local government/council tax	*	3
Nationalisation/Government control of institutions	1	2
Privatisation	0	2
Countryside/rural life	*	2
Nuclear weapons/nuclear war/disarmament	*	1
Animal welfare	0	1
Northern Ireland	*	*
Pound/exchange rate/value of pound	0	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Foot and mouth outbreak/farming crisis	*	*
Trade Unions/Strikes	0	*
Other	3	6
Don't know	3	11