

Ipsos MORI Issues Index

April 2013

Technical Note

Ipsos MORI interviewed a representative quota sample of 936 adults aged 18+ at 200 sampling points across Great Britain. Interviews were conducted face-to-face between the 5th and 25th April 2013. 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: 966 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	30	49
Unemployment/Factory Closure/Lack of Industry	18	33
Race relations/immigration/immigrants	13	31
National Health Service/Hospitals/Health care	4	23
Crime/law & order/violence/vandalism/ASB	2	15
Poverty/Inequality	4	14
Inflation/Prices	3	13
Education/Schools	1	12
Housing	2	12
Pensions/social security/benefits	2	12
Ageing population/Social care for elderly	1	8
Common Market/EU/Europe/Euro	1	7
Defence/foreign affairs/international terrorism	1	7
Low pay/minimum wage/fair wages	1	7
Morality/individual behaviour/lifestyle	2	6
Public services in general	1	6
Taxation	1	5
Drug abuse	*	5
Petrol prices/fuel	*	5
Pollution/environment	*	4
Population levels/overpopulation	1	4
Local government/council tax	*	3
Privatisation	*	3
Transport/public transport	*	3
Nationalisation/Government control of institutions	*	2
Foot and mouth outbreak/farming crisis	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Animal welfare	0	1
Countryside/rural life	0	1
AIDS	*	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	*
Other	2	6
Don't know	5	12