

# Economist/Ipsos MORI Issues Index

August 2011

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 956 adults aged 18+ at 159 sampling points across Great Britain. Interviews were conducted face-to-face between 5<sup>th</sup> - 11<sup>th</sup> August 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: 956 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	41	61
Crime/law & order/violence/vandalism/ASB	11	31
Unemployment/Factory Closure/Lack of Industry	11	26
Race relations/immigration/immigrants	10	23
National Health Service/Hospitals/Health care	2	17
Education/Schools	2	16
Inflation/Prices	4	15
Defence/foreign affairs/international terrorism	1	11
Pensions/social security/benefits	2	9
Poverty/Inequality	2	8
Morality/individual behaviour/lifestyle	1	6
Housing	*	6
Ageing population/Social care for elderly	4	5
Low pay/minimum wage/fair wages	1	5
Drug abuse	1	5
Petrol prices/fuel	*	5
Common Market/EU/Europe/EURO	1	4
Population levels/overpopulation	1	4
Public services in general	*	4
Taxation	1	3
Pollution/environment	*	3
Local government/council tax	*	3
Transport/public transport	*	2
Pound/exchange rate/value of pound	*	2
Phone Hacking/News International	*	1
Countryside/rural life	0	1
Nationalisation/Government control of institutions	0	1
Privatisation	0	1
Animal welfare	*	1
AIDS	*	*
Bird flu/Pandemic Flu/Swine Flu	*	*
Northern Ireland	*	*
Nuclear weapons/nuclear war/disarmament	0	*
Trade Unions/Strikes	0	*
Foot and mouth outbreak/farming crisis	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	0	*
Other	2	5
Don't know	4	11