

# Ipsos MORI Issues Index

August 2012

# Technical Note

---

Ipsos MORI interviewed a representative quota sample of 992 adults aged 18+ at 154 sampling points across Great Britain. Interviews were conducted face-to-face between 3<sup>rd</sup> and 9<sup>th</sup> August 2012. 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.

© Ipsos MORI/Polls2012  
August 2012

## Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 992 adults aged 18+ at 154 sampling points across Great Britain. Interviews were conducted face-to-face between 3<sup>rd</sup> and 9<sup>th</sup> August 2012. Data are weighted to match the profile of the population.

### 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	42	61
Unemployment/Factory Closure/Lack of Industry	15	35
Race relations/immigration/immigrants	10	23
National Health Service/Hospitals/Health care	2	18
Inflation/Prices	3	15
Crime/law & order/violence/vandalism/ASB	2	14
Education/Schools	1	11
Poverty/Inequality	3	10
Morality/individual behaviour/lifestyle	3	9
Housing	2	8
Pensions/social security/benefits	1	8
Defence/foreign affairs/international terrorism	1	7
Ageing population/Social care for elderly	1	6
Public services in general	1	6
Population levels/overpopulation	2	5
Common Market/EU/Europe/Euro	1	5
Transport/public transport	1	5
Low pay/minimum wage/fair wages	*	5
Drug abuse	1	4
Taxation	*	4
Local government/council tax	*	4
Petrol prices/fuel	0	4
Pollution/environment	1	3
Nationalisation/Government control of institutions	1	2
Pound/exchange rate/value of pound	*	2
Privatisation	*	1
Countryside/rural life	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Northern Ireland	0	0
AIDS	*	*
Animal welfare	*	*
Foot and mouth outbreak/farming crisis	*	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Trade Unions/Strikes	0	*
Other	1	4
Don't know	4	14