

Ipsos MORI Issues Index

August 2013

Technical Note

Ipsos MORI interviewed a representative quota sample of 967 adults aged 18+ at 166 sampling points across Great Britain. Interviews were conducted face-to-face between the 8th and 12th August. 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: 967 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	25	43
Race relations/immigration/immigrants	20	38
Unemployment/Factory Closure/Lack of Industry	14	33
National Health Service/Hospitals/Health care	5	29
Crime/law & order/violence/vandalism/ASB	3	16
Education/Schools	1	15
Poverty/Inequality	5	14
Housing	2	14
Pensions/social security/benefits	1	13
Inflation/Prices	3	12
Low pay/minimum wage/fair wages	1	9
Defence/foreign affairs/international terrorism	2	8
Ageing population/Social care for elderly	1	8
Common Market/EU/Europe/Euro	1	7
Drug abuse	1	7
Petrol prices/fuel	*	7
Morality/individual behaviour/lifestyle	1	6
Public services in general	1	6
Taxation	1	6
Pollution/environment	1	4
Population levels/overpopulation	1	3
Transport/public transport	*	3
Local government/council tax	1	2
Countryside/rural life	*	2
Nationalisation/Government control of institutions	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Privatisation	0	2
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Animal welfare	0	1
Bird flu/Pandemic Flu/Swine Flu	*	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Trade Unions/Strikes	0	*
Other	2	8
Don't know	4	14