

# **Ipsos MORI Issues Index**

August 2014

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 995 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between the 1<sup>st</sup> and 11<sup>th</sup> August 2014. 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: 995 British adults 18+	Q1	Q1/2
	%	%
Race relations/immigration/immigrants	21	38
Economy/economic situation	14	32
Unemployment/Factory Closure/Lack of Industry	11	26
National Health Service/Hospitals/Health care	7	25
Defence/foreign affairs/international terrorism	5	14
Crime/law & order/violence/vandalism/ASB	3	14
Education/Schools	2	14
Poverty/Inequality	4	13
Housing	2	13
Pensions/social security/benefits	2	13
Inflation/Prices	3	11
Low pay/minimum wage/fair wages	3	11
Ageing population/Social care for elderly	2	9
Drug abuse	1	8
Common Market/EU/Europe/Euro	3	7
Morality/individual behaviour/lifestyle	1	7
Population levels/overpopulation	1	7
Pollution/environment	1	6
Taxation	1	6
Public services in general	1	5
Petrol prices/fuel	*	5
Scottish/Welsh Assembly/Devolution/Const. reform	2	4
Local government/council tax	*	4
Transport/public transport	*	4
Animal welfare	1	2
Nationalisation/Government control of institutions	1	2
Nuclear weapons/nuclear war/disarmament	*	2
Privatisation	0	2
AIDS	*	1
Countryside/rural life	*	1
Trade Unions/Strikes	*	1
Bird flu/Pandemic Flu/Swine Flu	0	1
Foot and mouth outbreak/farming crisis	0	1
Pound/exchange rate/value of pound	0	1
Northern Ireland	0	*
Other	1	5
Don't know	6	15