

# Ipsos MORI Issues Index

December 2013

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 980 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between the 29<sup>th</sup> November and 5<sup>th</sup> December. 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: 980 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	20	39
Race relations/immigration/immigrants	20	37
Unemployment/Factory Closure/Lack of Industry	13	29
National Health Service/Hospitals/Health care	4	22
Inflation/Prices	5	17
Crime/law & order/violence/vandalism/ASB	2	15
Poverty/Inequality	5	14
Housing	2	13
Education/Schools	2	12
Low pay/minimum wage/fair wages	3	12
Pensions/social security/benefits	2	10
Ageing population/Social care for elderly	2	7
Pollution/environment	2	7
Common Market/EU/Europe/Euro	2	6
Petrol prices/fuel	*	6
Population levels/overpopulation	*	6
Morality/individual behaviour/lifestyle	1	5
Taxation	1	5
Drug abuse	*	5
Public services in general	*	5
Defence/foreign affairs/international terrorism	1	4
Transport/public transport	1	4
Scottish/Welsh Assembly/Devolution/Const. reform	2	3
Local government/council tax	1	3
Privatisation	*	3
Nationalisation/Government control of institutions	1	2
Animal welfare	*	1
Countryside/rural life	*	1
Pound/exchange rate/value of pound	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Bird flu/Pandemic Flu/Swine Flu	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Trade Unions/Strikes	0	*
AIDS	0	0
Other	3	9
Don't know	4	10