

Ipsos MORI Issues Index

December 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,174 adults aged 18+ at 140 sampling points across Great Britain. Interviews were conducted face-to-face between 30th November and 14th December 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.

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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: 1,174 British adults 18+ Q1 Q1/2

| | Q1 | Q1/2 |
|--|----|------|
| | % | % |
| Economy/economic situation | 38 | 55 |
| Unemployment/Factory Closure/Lack of Industry | 12 | 30 |
| Race relations/immigration/immigrants | 10 | 22 |
| Crime/law & order/violence/vandalism/ASB | 5 | 19 |
| Inflation/Prices | 6 | 17 |
| National Health Service/Hospitals/Health care | 2 | 15 |
| Poverty/Inequality | 5 | 13 |
| Education/Schools | 1 | 11 |
| Housing | 3 | 11 |
| Pensions/social security/benefits | 1 | 8 |
| Low pay/minimum wage/fair wages | 1 | 7 |
| Morality/individual behaviour/lifestyle | 1 | 7 |
| Ageing population/Social care for elderly | 1 | 6 |
| Common Market/EU/Europe/Euro | 1 | 6 |
| Defence/foreign affairs/international terrorism | 1 | 5 |
| Petrol prices/fuel | * | 5 |
| Public services in general | * | 5 |
| Pollution/environment | 1 | 4 |
| Population levels/overpopulation | 1 | 4 |
| Taxation | * | 4 |
| Local government/council tax | 1 | 3 |
| Drug abuse | * | 3 |
| Nationalisation/Government control of institutions | * | 2 |
| Transport/public transport | 1 | 2 |
| Countryside/rural life | * | 1 |
| Pound/exchange rate/value of pound | * | 1 |
| Privatisation | * | 1 |
| Scottish/Welsh Assembly/Devolution/Const. reform | * | 1 |
| Animal welfare | 0 | 1 |
| Nuclear weapons/nuclear war/disarmament | 0 | 1 |
| AIDS | * | * |
| Foot and mouth outbreak/farming crisis | * | * |
| Trade Unions/Strikes | * | * |
| Northern Ireland | * | * |
| Bird flu/Pandemic Flu/Swine Flu | 0 | * |
| Other | 2 | 6 |
| Don't know | 5 | 12 |