

# Ipsos MORI Issues Index

February 2014

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 968 adults aged 18+ at 172 sampling points across Great Britain. Interviews were conducted face-to-face between the 31<sup>st</sup> January and 10<sup>th</sup> February. 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: 968 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	20	39
Race relations/immigration/immigrants	17	34
Unemployment/Factory Closure/Lack of Industry	12	29
National Health Service/Hospitals/Health care	5	23
Education/Schools	3	17
Crime/law & order/violence/vandalism/ASB	4	16
Poverty/Inequality	5	15
Inflation/Prices	3	13
Housing	2	12
Pensions/social security/benefits	2	12
Low pay/minimum wage/fair wages	2	11
Pollution/environment	3	10
Ageing population/Social care for elderly	1	9
Defence/foreign affairs/international terrorism	2	8
Drug abuse	1	7
Morality/individual behaviour/lifestyle	1	7
Taxation	1	7
Common Market/EU/Europe/Euro	2	6
Population levels/overpopulation	2	6
Public services in general	1	6
Petrol prices/fuel	*	6
Scottish/Welsh Assembly/Devolution/Const. reform	2	5
Transport/public transport	*	4
Countryside/rural life	*	3
Local government/council tax	*	3
Privatisation	*	3
Nationalisation/Government control of institutions	1	2
Animal welfare	*	2
Nuclear weapons/nuclear war/disarmament	*	2
Pound/exchange rate/value of pound	0	2
AIDS	*	1
Trade Unions/Strikes	*	1
Foot and mouth outbreak/farming crisis	0	1
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	*
Other	3	6
Don't know	4	13