

# Ipsos MORI Issues Index

February 2013

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 973 adults aged 18+ at 152 sampling points across Great Britain. Interviews were conducted face-to-face between the 8<sup>th</sup> and 11<sup>th</sup> February 2013. 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: 973 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	34	52
Unemployment/Factory Closure/Lack of Industry	12	27
Race relations/immigration/immigrants	12	26
National Health Service/Hospitals/Health care	3	19
Poverty/Inequality	5	14
Crime/law & order/violence/vandalism/ASB	3	14
Education/Schools	2	14
Inflation/Prices	4	13
Housing	3	11
Pensions/social security/benefits	2	11
Common Market/EU/Europe/Euro	3	9
Defence/foreign affairs/international terrorism	1	9
Low pay/minimum wage/fair wages	1	8
Morality/individual behaviour/lifestyle	2	7
Public services in general	1	5
Ageing population/Social care for elderly	1	4
Drug abuse	1	4
Pollution/environment	1	4
Population levels/overpopulation	1	4
Taxation	1	4
Petrol prices/fuel	*	4
Local government/council tax	*	3
Transport/public transport	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	1	1
AIDS	*	1
Nationalisation/Government control of institutions	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Animal welfare	0	1
Countryside/rural life	0	1
Privatisation	0	1
Bird flu/Pandemic Flu/Swine Flu	*	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Trade Unions/Strikes	0	*
Other	1	4
Don't know	5	13