

Ipsos MORI Issues Index

October 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,050 adults aged 18+ at 144 sampling points across Great Britain. Interviews were conducted face-to-face between 5th and 22nd October 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: 1,050 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	36	52
Unemployment/Factory Closure/Lack of Industry	16	32
Race relations/immigration/immigrants	7	21
National Health Service/Hospitals/Health care	3	19
Crime/law & order/violence/vandalism/ASB	4	18
Inflation/Prices	5	17
Poverty/Inequality	3	11
Housing	4	10
Education/Schools	1	10
Ageing population/Social care for elderly	2	9
Pensions/social security/benefits	2	9
Low pay/minimum wage/fair wages	1	8
Morality/individual behaviour/lifestyle	2	6
Defence/foreign affairs/international terrorism	1	6
Petrol prices/fuel	*	6
Common Market/EU/Europe/Euro	3	5
Drug abuse	1	5
Public services in general	1	5
Population levels/overpopulation	2	4
Transport/public transport	1	4
Local government/council tax	*	4
Pollution/environment	1	3
Countryside/rural life	*	3
Nationalisation/Government control of institutions	*	2
Pound/exchange rate/value of pound	*	2
Taxation	0	2
Trade Unions/Strikes	0	1
Privatisation	*	1
Animal welfare	*	1
Foot and mouth outbreak/farming crisis	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Northern Ireland	*	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Other	1	2
Don't know	3	11