

Ipsos MORI Issues Index

January 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 952 adults aged 18+ at 169 sampling points across Great Britain. Interviews were conducted face-to-face between the 10th and 19th January. 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: 952 British adults 18+	Q1	Q1/2
	%	%
Race relations/immigration/immigrants	21	41
Economy/economic situation	21	41
Unemployment/Factory Closure/Lack of Industry	13	32
National Health Service/Hospitals/Health care	5	27
Poverty/Inequality	5	16
Crime/law & order/violence/vandalism/ASB	3	16
Pensions/social security/benefits	2	16
Inflation/Prices	5	15
Education/Schools	2	15
Housing	2	11
Low pay/minimum wage/fair wages	2	9
Morality/individual behaviour/lifestyle	2	9
Ageing population/Social care for elderly	2	8
Common Market/EU/Europe/Euro	1	7
Defence/foreign affairs/international terrorism	1	7
Pollution/environment	1	7
Taxation	1	7
Drug abuse	1	6
Public services in general	1	6
Petrol prices/fuel	*	6
Population levels/overpopulation	1	5
Transport/public transport	*	5
Local government/council tax	*	3
Scottish/Welsh Assembly/Devolution/Const. reform	1	2
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Countryside/rural life	0	2
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	0	1
Bird flu/Pandemic Flu/Swine Flu	*	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Other	2	7
Don't know	3	10