

Ipsos MORI Issues Index

January 2013

Technical Note

Ipsos MORI interviewed a representative quota sample of 965 adults aged 18+ at 150 sampling points across Great Britain. Interviews were conducted face-to-face between the 4th and 10th January 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: 965 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	36	52
Unemployment/Factory Closure/Lack of Industry	12	29
Race relations/immigration/immigrants	11	22
National Health Service/Hospitals/Health care	3	21
Crime/law & order/violence/vandalism/ASB	4	18
Inflation/Prices	4	14
Education/Schools	1	12
Poverty/Inequality	3	11
Pensions/social security/benefits	2	10
Housing	3	9
Ageing population/Social care for elderly	2	8
Morality/individual behaviour/lifestyle	2	7
Population levels/overpopulation	2	7
Low pay/minimum wage/fair wages	1	7
Common Market/EU/Europe/Euro	2	6
Drug abuse	1	5
Pollution/environment	1	5
Public services in general	1	5
Defence/foreign affairs/international terrorism	1	4
Petrol prices/fuel	*	4
Local government/council tax	*	3
Countryside/rural life	1	2
Taxation	*	2
Transport/public transport	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	1	1
Animal welfare	*	1
Nationalisation/Government control of institutions	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Privatisation	*	1
Pound/exchange rate/value of pound	0	1
AIDS	*	*
Bird flu/Pandemic Flu/Swine Flu	*	*
Foot and mouth outbreak/farming crisis	*	*
Northern Ireland	0	*
Trade Unions/Strikes	0	*
Other	1	4
Don't know	4	13