

Economist/Ipsos MORI Issues Index

July 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 957 adults aged 18+ at 150 sampling points across Great Britain. Interviews were conducted face-to-face between 6th and 12th July 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: 957 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	37	59
Unemployment/Factory Closure/Lack of Industry	15	34
Race relations/immigration/immigrants	10	26
National Health Service/Hospitals/Health care	3	22
Crime/law & order/violence/vandalism/ASB	4	18
Inflation/Prices	4	14
Education/Schools	3	14
Poverty/Inequality	3	11
Pensions/social security/benefits	2	10
Defence/foreign affairs/international terrorism	2	9
Morality/individual behaviour/lifestyle	2	8
Housing	2	7
Low pay/minimum wage/fair wages	1	7
Petrol prices/fuel	*	6
Ageing population/Social care for elderly	*	6
Common Market/EU/Europe/EURO	1	5
Taxation	1	5
Population levels/overpopulation	1	4
Public services in general	1	4
Transport/public transport	1	4
Pollution/environment	1	4
Drug abuse	*	4
Local government/council tax	1	3
Pound/exchange rate/value of pound	*	2
Privatisation	*	2
Nationalisation/Government control of institutions	0	2
Countryside/rural life	*	1
Animal welfare	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
Trade Unions/Strikes	0	1
Nuclear weapons/nuclear war/disarmament	0	1
Northern Ireland	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Bird flu/Pandemic Flu/Swine Flu	0	0
Other	2	5
Don't know	3	12