Ipsos MORI Issues Index

July 2013

Technical Note

Ipsos MORI interviewed a representative quota sample of 956 adults aged 18+ at 176 sampling points across Great Britain. Interviews were conducted face-to-face between the 28th June and 4th July. 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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Ipsos MORI interviewed a representative quota sample of 956 adults aged 18+ at 176 sampling points across Great Britain. Interviews were conducted face-to-face between the 28th June and 4th July. Data are weighted to match the population profile.

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?

Economy/economic situation 30 51 Race relations/immigration/immigrants 15 34 Unemployment/Factory Closure/Lack of Industry 14 34 National Health Service/Hospitals/Health care 5 26 Crime/law & order/violence/vandalism/ASB 3 16 Education/Schools 2 14 Pensions/social security/benefits 3 12 Inflation/Prices 2 11 Poverty/Inequality 3 9 Defence/foreign affairs/international terrorism 2 9 Morality/individual behaviour/lifestyle 2 8 Low pay/minimum wage/fair wages 1 8 Ageing population/Social care for elderly 2 7 Taxation 1 7 Taxation 1 7 Petrol prices/fuel * 7 Common Market/EU/Europe/Euro 2 6 Drug abuse 1 5 Pollution/environment 1 5 Population levels/overpopulation 1 4 Transport/public transport * 4 Nationalisation/Government control of institutions 1 3 Local government/council tax * 3 Scottish/Welsh Assembly/Devolution/Const. 1 2 Pound/exchange rate/value of pound * 2 Privatisation * 2 Animal welfare * 1 Trade Unions/Strikes * 1 Nuclear weapons/nuclear war/disarmament 0 1 Nuclear weapons/nuclear war/disarmament 0 0 Other 2 7 Don't know 3 11	Base: 956 British adults 18+	Q1	Q1/2
Economy/economic situation 30 51 Race relations/immigration/immigrants 15 34 Unemployment/Factory Closure/Lack of Industry 14 34 National Health Service/Hospitals/Health care 5 26 Crime/law & order/violence/vandalism/ASB 3 16 Education/Schools 2 14 Pensions/social security/benefits 3 12 Inflation/Prices 2 11 Poverty/Inequality 3 9 Defence/foreign affairs/international terrorism 2 9 Morality/individual behaviour/lifestyle 2 8 Low pay/minimum wage/fair wages 1 8 Ageing population/Social care for elderly 2 7 Housing 1 7 Taxation 1 7 Petrol prices/fuel * 7 Common Market/EU/Europe/Euro 2 6 Drug abuse 1 5 Pollution/environment 1 5 Population levels/overpopulation 1 4 Public services in general 1 4 Transport/public transport * 4 Nationalisation/Government control of institutions 1 3 Local government/council tax * 3 Scottish/Welsh Assembly/Devolution/Const. 1 2 Pound/exchange rate/value of pound * 2 Privatisation * 2 Animal welfare * 1 Ridd flu/Pandemic Flu/Swine Flu 0 1 Nuclear weapons/nuclear war/disarmament 0 0 Other 2 7			
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Education/Schools	National Health Service/Hospitals/Health care		26
Pensions/social security/benefits	Crime/law & order/violence/vandalism/ASB		16
Inflation/Prices	Education/Schools		14
Poverty/Inequality 3 9	Pensions/social security/benefits		12
Defence/foreign affairs/international terrorism 2 9 Morality/individual behaviour/lifestyle 2 8 Low pay/minimum wage/fair wages 1 8 Ageing population/Social care for elderly 2 7 Housing 1 7 Taxation 1 7 Taxation 1 7 Petrol prices/fuel * 7 Common Market/EU/Europe/Euro 2 6 Drug abuse 1 5 Pollution/environment 1 5 Population levels/overpopulation 1 4 Transport/public transport * 4 Nationalisation/Government control of institutions 1 3 Local government/council tax * 3 Scottish/Welsh Assembly/Devolution/Const. 1 2 Pound/exchange rate/value of pound * 2 Pound/exchange rate/value of pound * 2 Privatisation * 2 Animal welfare * 1 Trade Unions/Strikes * 1 Bird flu/Pandemic Flu/Swine Flu 0 1 Nuclear weapons/nuclear war/disarmament 0 1 Nuclear weapons/nuclear war/disarmament 0 0 Other 2 7	Inflation/Prices	2	11
Morality/individual behaviour/lifestyle	Poverty/Inequality	3	9
Low pay/minimum wage/fair wages	Defence/foreign affairs/international terrorism	2	9
Ageing population/Social care for elderly	Morality/individual behaviour/lifestyle	2	8
Ageing population/Social care for elderly	Low pay/minimum wage/fair wages	1	8
Taxation		2	7
Petrol prices/fuel	Housing	1	7
Common Market/EU/Europe/Euro 2 6	Taxation	1	7
Common Market/EU/Europe/Euro 2 6 Drug abuse 1 5 Pollution/environment 1 5 Population levels/overpopulation 1 4 Public services in general 1 4 Transport/public transport * 4 Nationalisation/Government control of institutions 1 3 Local government/council tax * 3 Scottish/Welsh Assembly/Devolution/Const. 1 2 reform Countryside/rural life * 2 Pound/exchange rate/value of pound * 2 Privatisation * 2 Animal welfare * 1 Trade Unions/Strikes * 1 Nuclear weapons/nuclear war/disarmament 0 1 Nuclear weapons/nuclear war/disarmament 0 1 AIDS 0 * Foot and mouth outbreak/farming crisis 0 Other 2 7	Petrol prices/fuel	*	7
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