

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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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: 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. reform	1	2
Countryside/rural life	*	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
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	0
Other	2	7
Don't know	3	11