

Economist/Ipsos MORI Issues Index

June 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 980 adults aged 18+ at 139 sampling points across Great Britain. Interviews were conducted face-to-face between 1st and 14th June 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: 980 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	41	58
Unemployment/Factory Closure/Lack of Industry	17	37
Race relations/immigration/immigrants	8	19
National Health Service/Hospitals/Health care	3	16
Inflation/Prices	4	15
Crime/law & order/violence/vandalism/ASB	2	14
Education/Schools	1	11
Poverty/Inequality	4	10
Common Market/EU/Europe/EURO	3	8
Pensions/social security/benefits	2	7
Defence/foreign affairs/international terrorism	2	7
Morality/individual behaviour/lifestyle	1	7
Housing	1	7
Low pay/minimum wage/fair wages	1	6
Population levels/overpopulation	2	4
Public services in general	1	4
Petrol prices/fuel	*	4
Ageing population/Social care for elderly	*	4
Transport/public transport	*	4
Taxation	*	3
Local government/council tax	*	3
Drug abuse	*	3
Pollution/environment	1	3
Nationalisation/Government control of institutions	*	2
Pound/exchange rate/value of pound	*	2
Privatisation	*	2
AIDS	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Countryside/rural life	0	1
Foot and mouth outbreak/farming crisis	*	*
Animal welfare	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	*
Nuclear weapons/nuclear war/disarmament	0	*
Other	2	4
Don't know	3	10