

# Ipsos MORI Issues Index

June 2014

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 963 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between the 6<sup>th</sup> and 15<sup>th</sup> June. 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: 963 British adults 18+                       | Q1 | Q1/2 |
|--|----|------|
|  | %  | %    |
| Race relations/immigration/immigrants              | 23 | 39   |
| Economy/economic situation                         | 17 | 33   |
| Unemployment/Factory Closure/Lack of Industry      | 12 | 28   |
| National Health Service/Hospitals/Health care      | 5  | 24   |
| Poverty/Inequality                                 | 6  | 16   |
| Education/Schools                                  | 2  | 15   |
| Housing  | 1  | 14   |
| Common Market/EU/Europe/Euro                       | 3  | 12   |
| Inflation/Prices                                   | 4  | 11   |
| Pensions/social security/benefits                  | 2  | 11   |
| Crime/law & order/violence/vandalism/ASB           | 1  | 11   |
| Ageing population/Social care for elderly          | 2  | 10   |
| Low pay/minimum wage/fair wages                    | 2  | 8    |
| Morality/individual behaviour/lifestyle            | 3  | 7    |
| Defence/foreign affairs/international terrorism    | 1  | 7    |
| Pollution/environment                              | 1  | 7    |
| Drug abuse   | 1  | 6    |
| Population levels/overpopulation                   | 1  | 6    |
| Public services in general                         | 1  | 6    |
| Taxation   | 1  | 6    |
| Petrol prices/fuel                                 | *  | 6    |
| Scottish/Welsh Assembly/Devolution/Const. reform   | 2  | 4    |
| Transport/public transport                         | *  | 4    |
| Local government/council tax                       | *  | 2    |
| Nationalisation/Government control of institutions | *  | 2    |
| Privatisation                                      | *  | 2    |
| AIDS   | *  | 1    |
| Animal welfare                                     | *  | 1    |
| Countryside/rural life                             | *  | 1    |
| Nuclear weapons/nuclear war/disarmament            | *  | 1    |
| Pound/exchange rate/value of pound                 | 0  | 1    |
| Trade Unions/Strikes                               | 0  | 1    |
| Bird flu/Pandemic Flu/Swine Flu                    | 0  | *    |
| Foot and mouth outbreak/farming crisis             | 0  | *    |
| Northern Ireland                                   | 0  | 0    |
| Other  | 2  | 5    |
| Don't know   | 4  | 12   |