

Economist/Ipsos MORI Issues Index

March 2011

Technical Note

Ipsos MORI interviewed a representative quota sample of 984 adults aged 18+ at 157 sampling points across Great Britain. Interviews were conducted face-to-face between 4th - 10th March 2011. 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: 984 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	38	54
Race relations/immigration/immigrants	11	26
Unemployment/Factory Closure/Lack of Industry	11	25
National Health Service/Hospitals/Health care	3	19
Crime/law & order/violence/vandalism/ASB	4	18
Inflation/prices	3	18
Education/Schools	3	17
Defence/foreign affairs/international terrorism	4	16
Petrol prices/fuel	2	15
Poverty/inequality	2	8
Taxation	1	7
Pensions/social security/benefits	1	6
Housing	1	6
Morality/individual behaviour/lifestyle	1	6
Public services in general	1	5
Low pay/minimum wage/fair wages	1	5
Pollution/environment	1	4
Drug abuse	*	4
Population levels/overpopulation	1	4
Common Market/EU/Europe/EURO	1	4
Local government/council tax	1	4
Ageing population/Social care for elderly	1	4
Transport/public transport	*	3
Pound/exchange rate/value of pound	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Nuclear weapons/nuclear war/disarmament	*	1
Bird flu/Pandemic Flu/Swine Flu	*	1
Countryside/rural life	*	1
Trade Unions/Strikes	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Foot and mouth outbreak/farming crisis	*	1
Animal welfare	0	*
Northern Ireland	0	*
AIDS	*	*
Other	0	0
Don't know	2	9