

Economist/Ipsos MORI Issues Index

May 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 984 adults aged 18+ at 148 sampling points across Great Britain. Interviews were conducted face-to-face between 4th and 14th May 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: 984 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	44	61
Unemployment/Factory Closure/Lack of Industry	16	34
Race relations/immigration/immigrants	7	20
Inflation/Prices	4	19
National Health Service/Hospitals/Health care	1	16
Crime/law & order/violence/vandalism/ASB	2	15
Education/Schools	2	13
Poverty/Inequality	2	9
Pensions/social security/benefits	1	9
Low pay/minimum wage/fair wages	1	8
Morality/individual behaviour/lifestyle	1	8
Petrol prices/fuel	1	8
Ageing population/Social care for elderly	1	7
Common Market/EU/Europe/EURO	2	6
Defence/foreign affairs/international terrorism	1	6
Housing	1	6
Taxation	1	4
Transport/public transport	1	4
Local government/council tax	1	3
Pollution/environment	1	3
Population levels/overpopulation	1	3
Drug abuse	*	3
Public services in general	*	3
Nationalisation/Government control of institutions	*	2
Pound/exchange rate/value of pound	*	2
AIDS	1	1
Animal welfare	*	1
Countryside/rural life	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Privatisation	0	1
Foot and mouth outbreak/farming crisis	*	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	*
Other	1	4
Don't know	4	11