

Ipsos MORI Issues Index

May 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 998 adults aged 18+ at 193 sampling points across Great Britain. Interviews were conducted face-to-face between the 2nd and 12th May. 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: 998 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	19	36
Race relations/immigration/immigrants	19	34
Unemployment/Factory Closure/Lack of Industry	14	32
National Health Service/Hospitals/Health care	5	27
Education/Schools	2	17
Crime/law & order/violence/vandalism/ASB	2	16
Poverty/Inequality	5	15
Inflation/Prices	3	14
Housing	2	14
Pensions/social security/benefits	1	12
Low pay/minimum wage/fair wages	2	11
Ageing population/Social care for elderly	2	9
Morality/individual behaviour/lifestyle	2	9
Common Market/EU/Europe/Euro	3	8
Pollution/environment	2	8
Defence/foreign affairs/international terrorism	1	8
Population levels/overpopulation	1	7
Public services in general	1	7
Taxation	1	7
Drug abuse	1	6
Petrol prices/fuel	*	6
Transport/public transport	*	5
Scottish/Welsh Assembly/Devolution/Const. reform	2	4
Local government/council tax	*	4
Nationalisation/Government control of institutions	1	2
Privatisation	*	2
Animal welfare	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	0	1
Foot and mouth outbreak/farming crisis	0	1
Pound/exchange rate/value of pound	0	1
Trade Unions/Strikes	0	1
AIDS	*	*
Bird flu/Pandemic Flu/Swine Flu	*	*
Northern Ireland	0	*
Other	2	7
Don't know	4	11