

# Ipsos MORI Issues Index

November 2013

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 998 adults aged 18+ at 190 sampling points across Great Britain. Interviews were conducted face-to-face between the 1<sup>st</sup> and 10<sup>th</sup> November. 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	21	40
Race relations/immigration/immigrants	18	35
Unemployment/Factory Closure/Lack of Industry	13	33
National Health Service/Hospitals/Health care	4	24
Inflation/Prices	6	17
Poverty/Inequality	7	16
Education/Schools	2	16
Crime/law & order/violence/vandalism/ASB	3	13
Pensions/social security/benefits	2	11
Low pay/minimum wage/fair wages	1	10
Housing	1	9
Morality/individual behaviour/lifestyle	3	8
Ageing population/Social care for elderly	2	8
Common Market/EU/Europe/Euro	2	7
Petrol prices/fuel	1	7
Pollution/environment	2	5
Defence/foreign affairs/international terrorism	1	5
Drug abuse	1	5
Population levels/overpopulation	1	5
Public services in general	1	5
Taxation	1	4
Local government/council tax	1	3
Transport/public transport	1	3
Privatisation	*	3
Nationalisation/Government control of institutions	*	2
AIDS	*	1
Animal welfare	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Trade Unions/Strikes	*	1
Countryside/rural life	0	1
Foot and mouth outbreak/farming crisis	0	1
Pound/exchange rate/value of pound	0	1
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu	0	0
Other	3	8
Don't know	3	11