

**Ipsos MORI Issues Index**  
*40<sup>th</sup> anniversary edition*

September 2014

# Technical Note

---

Ipsos MORI interviewed a representative quota sample of 973 adults aged 18+ at 185 sampling points across Great Britain. Interviews were conducted face-to-face between the 29<sup>th</sup> August and 10<sup>th</sup> September 2014. 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.

© Ipsos MORI/Polls2014  
September 2014

## Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 973 adults aged 18+ at 185 sampling points across Great Britain. Interviews were conducted face-to-face between 29<sup>th</sup> August and 10<sup>th</sup> September 2014. Data are weighted to match the population profile.

### 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: 973 British adults 18+	Q1	Q1/2
	%	%
Race relations/immigration/immigrants	25	39
Economy/economic situation	10	30
National Health Service/Hospitals/Health care	6	25
Defence/foreign affairs/international terrorism	11	23
Unemployment/Factory Closure/Lack of Industry	8	21
Education/Schools	3	16
Housing	3	15
Crime/law & order/violence/vandalism/ASB	3	14
Poverty/Inequality	5	13
Inflation/Prices	3	11
Low pay/minimum wage/fair wages	2	11
Common Market/EU/Europe/Euro	2	8
Pensions/social security/benefits	1	8
Scottish/Welsh Assembly/Devolution/Const. reform	3	7
Morality/individual behaviour/lifestyle	2	7
Ageing population/Social care for elderly	1	7
Drug abuse	1	7
Pollution/environment	2	6
Population levels/overpopulation	1	5
Public services in general	*	5
Local government/council tax	*	4
Taxation	*	4
Transport/public transport	*	4
Petrol prices/fuel	*	3
Nationalisation/Government control of institutions	1	2
Nuclear weapons/nuclear war/disarmament	*	2
Privatisation	*	2
AIDS	*	1
Animal welfare	0	1
Countryside/rural life	0	1
Bird flu/Pandemic Flu/Swine Flu	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Pound/exchange rate/value of pound	0	*
Trade Unions/Strikes	0	*
Other	2	5
Don't know	4	13