

Economist/Ipsos MORI Issues Index

April 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 989 adults aged 18+ at 164 sampling points across Great Britain. Interviews were conducted face-to-face between 30th March – 10th April 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: 989 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	36	55
Unemployment/Factory Closure/Lack of Industry	19	40
Race relations/immigration/immigrants	9	21
Crime/law & order/violence/vandalism/ASB	4	20
National Health Service/Hospitals/Health care	3	20
Inflation/Prices	4	18
Education/Schools	2	15
Petrol prices/fuel	2	15
Poverty/Inequality	3	10
Defence/foreign affairs/international terrorism	2	9
Pensions/social security/benefits	1	8
Housing	1	8
Low pay/minimum wage/fair wages	1	7
Morality/individual behaviour/lifestyle	2	6
Drug abuse	1	6
Ageing population/Social care for elderly	1	6
Taxation	1	5
Common Market/EU/Europe/EURO	*	4
Public services in general	*	4
Transport/public transport	1	3
Population levels/overpopulation	1	3
Pollution/environment	*	3
Local government/council tax	*	3
Nationalisation/Government control of institutions	1	2
Animal welfare	*	2
Privatisation	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Countryside/rural life	*	1
AIDS	*	1
Pound/exchange rate/value of pound	0	1
Nuclear weapons/nuclear war/disarmament	0	1
Trade Unions/Strikes	*	*
Northern Ireland	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	1	6
Don't know	2	11

