

Ipsos MORI Issues Index

July 2014

Technical Note

Ipsos MORI interviewed a representative quota sample of 989 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between the 4th and 14th July 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.

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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
	%	%
Race relations/immigration/immigrants	23	36
Economy/economic situation	13	32
National Health Service/Hospitals/Health care	6	27
Unemployment/Factory Closure/Lack of Industry	10	25
Poverty/Inequality	6	18
Crime/law & order/violence/vandalism/ASB	3	15
Housing	2	15
Education/Schools	2	13
Defence/foreign affairs/international terrorism	3	12
Inflation/Prices	3	11
Pensions/social security/benefits	2	11
Low pay/minimum wage/fair wages	2	10
Ageing population/Social care for elderly	1	9
Common Market/EU/Europe/Euro	2	9
Morality/individual behaviour/lifestyle	1	8
Pollution/environment	1	7
Drug abuse	1	6
Population levels/overpopulation	2	6
Public services in general	2	6
Scottish/Welsh Assembly/Devolution/Const. reform	2	5
Taxation	1	5
Petrol prices/fuel	1	4
Transport/public transport	*	4
Local government/council tax	*	3
Animal welfare	*	2
Nationalisation/Government control of institutions	*	2
Privatisation	*	2
Countryside/rural life	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Pound/exchange rate/value of pound	*	1
Trade Unions/Strikes	0	1
Foot and mouth outbreak/farming crisis	*	*
AIDS	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	*
Other	3	7
Don't know	4	11