

Economist/Ipsos MORI Issues Index

March 2012

Technical Note

Ipsos MORI interviewed a representative quota sample of 944 adults aged 18+ at 147 sampling points across Great Britain. Interviews were conducted face-to-face between 2nd – 13th March 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: 944 British adults 18+

	Q1	Q1/2
	%	%
Economy/economic situation	38	57
Unemployment/Factory Closure/Lack of Industry	18	36
Race relations/immigration/immigrants	10	23
National Health Service/Hospitals/Health care	4	22
Crime/law & order/violence/vandalism/ASB	3	18
Education/Schools	2	13
Petrol prices/fuel	1	13
Inflation/Prices	3	12
Defence/foreign affairs/international terrorism	2	9
Poverty/Inequality	3	8
Pensions/social security/benefits	1	7
Morality/individual behaviour/lifestyle	1	7
Housing	1	6
Common Market/EU/Europe/EURO	2	5
Low pay/minimum wage/fair wages	1	5
Drug abuse	1	4
Ageing population/Social care for elderly	1	4
Transport/public transport	1	4
Public services in general	*	3
Taxation	*	3
Pollution/environment	*	3
Population levels/overpopulation	1	2
Local government/council tax	*	2
Scottish/Welsh Assembly/Devolution/Const. reform	*	2
Nationalisation/Government control of institutions	*	2
Pound/exchange rate/value of pound	*	2
Countryside/rural life	*	1
Animal welfare	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Privatisation	0	1
Northern Ireland	*	*
Trade Unions/Strikes	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
AIDS	0	*
Foot and mouth outbreak/farming crisis	0	*
Other	2	5
Don't know	4	11