

Economist/Ipsos MORI Issues Index

June 2011

Technical Note

Ipsos MORI interviewed a representative quota sample of 972 adults aged 18+ at 162 sampling points across Great Britain. Interviews were conducted face-to-face between 3rd - 9th June 2011. 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: 972 British adults 18+ Q1 Q1/2

	Q1	Q1/2
	%	%
Economy/economic situation	32	51
Race relations/immigration/immigrants	16	31
Unemployment/Factory Closure/Lack of Industry	11	28
National Health Service/Hospitals/Health care	5	26
Crime/law & order/violence/vandalism/ASB	6	22
Defence/foreign affairs/international terrorism	3	15
Education/Schools	2	14
Inflation/prices	4	14
Housing	1	8
Pensions/social security/benefits	1	8
Petrol prices/fuel	*	7
Poverty/inequality	2	7
Morality/individual behaviour/lifestyle	2	6
Low pay/minimum wage/fair wages	1	6
Ageing population/Social care for elderly	1	6
Public services in general	1	5
Pollution/environment	2	5
Taxation	1	4
Drug abuse	*	4
Population levels/overpopulation	2	4
Common Market/EU/Europe/EURO	*	3
Local government/council tax	*	3
Transport/public transport	*	2
Pound/exchange rate/value of pound	*	2
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	*	1
Nationalisation/Government control of institutions	0	1
Privatisation	0	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Animal welfare	*	*
Bird flu/Pandemic Flu/Swine Flu	*	*
AIDS	*	*
Trade Unions/Strikes	0	*
Foot and mouth outbreak/farming crisis	0	*
Northern Ireland	0	*
Other	1	3
Don't know	3	11