

Ipsos MORI Issues Index

October 2009

Technical Note

Ipsos MORI interviewed a representative quota sample of 980 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 15th – 20th October 2009. 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: 980 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	32	52
Crime/law & order/violence/vandalism/ASB	10	26
Race relations/immigration/immigrants	11	24
Unemployment/Factory Closure/Lack of Industry	10	22
National Health Service/Hospitals/Health care	3	16
Defence/foreign affairs/international terrorism	4	15
Education/Schools	2	14
Inflation/prices	4	10
Morality/individual behaviour/lifestyle	3	9
Pollution/environment	4	9
Poverty/inequality	2	6
Pensions/social security/benefits	1	6
Housing	1	5
Drug abuse	1	4
Low pay/minimum wage/fair wages	*	4
Local government/council tax	*	3
Common Market/EU/Europe/EURO	1	3
Public services in general	*	2
Taxation	*	2
Petrol prices/fuel	*	2
Nationalisation/Government control of institutions	1	2
Bird flu/Pandemic Flu/Swine Flu	1	1
Transport/public transport	-	1
Pound/exchange rate/value of pound	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	-	*
Trade Unions/Strikes	-	*
Scottish/Welsh Assembly/Devolution/Const. reform	*	*
Privatisation	*	*
Animal welfare	-	*
AIDS	*	*
GM/GM (Genetically Modified) foods	-	*
Northern Ireland	-	*
Foot and mouth outbreak/farming crisis	-	-
Other	3	8
Don't know	5	4