

Ipsos MORI Issues Index

April 2010

Technical Note

Ipsos MORI interviewed a representative quota sample of 977 adults aged 18+ at 181 sampling points across Great Britain. Interviews were conducted face-to-face between 9th-15th April 2010. 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: 977 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	39	55
Race relations/immigration/immigrants	14	29
Crime/law & order/violence/vandalism/ASB	6	25
Unemployment/Factory Closure/Lack of Industry	10	24
National Health Service/Hospitals/Health care	3	24
Education/Schools	3	21
Defence/foreign affairs/international terrorism	2	11
Inflation/prices	3	11
Morality/individual behaviour/lifestyle	2	8
Drug abuse	1	7
Pensions/social security/benefits	1	7
Petrol prices/fuel	1	7
Poverty/inequality	2	6
Taxation	1	6
Pollution/environment	1	5
Housing	1	5
Low pay/minimum wage/fair wages	*	4
Public services in general	1	4
Population levels/overpopulation	1	4
Local government/council tax	1	4
Common Market/EU/Europe/EURO	1	3
Transport/public transport	*	3
Pound/exchange rate/value of pound	1	2
Nationalisation/Government control of institutions	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	0	1
Privatisation	*	*
Bird flu/Pandemic Flu/Swine Flu	0	*
AIDS	0	*
Animal welfare	*	*
GM/GM (Genetically Modified) foods	0	*
Foot and mouth outbreak/farming crisis	0	*
Trade Unions/Strikes	0	*
Northern Ireland	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	0	*
Other	1	5
Don't know	3	10