

# Ipsos MORI Issues Index

February 2010

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 1005 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 4<sup>th</sup>-9<sup>th</sup> Feb 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: 1,005 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	29	48
Race relations/immigration/immigrants	13	29
Crime/law & order/violence/vandalism/ASB	9	25
Unemployment/Factory Closure/Lack of Industry	10	20
Defence/foreign affairs/international terrorism	6	19
National Health Service/Hospitals/Health care	3	17
Education/Schools	3	14
Morality/individual behaviour/lifestyle	3	9
Inflation/prices	3	8
Poverty/inequality	4	8
Pollution/environment	2	7
Housing	2	5
Pensions/social security/benefits	1	5
Low pay/minimum wage/fair wages	1	5
Drug abuse	1	4
Taxation	1	4
Public services in general	1	4
Population levels/overpopulation	2	3
Local government/council tax	*	3
Petrol prices/fuel	1	2
Common Market/EU/Europe/EURO	*	2
Transport/public transport	*	2
Nationalisation/Government control of institutions	1	2
Nuclear weapons/nuclear war/disarmament	0	1
Pound/exchange rate/value of pound	*	1
Countryside/rural life	*	1
Scottish/Welsh Assembly/Devolution/Const. reform	0	1
Bird flu/Pandemic Flu/Swine Flu	*	*
Privatisation	*	*
AIDS	0	*
Animal welfare	*	*
GM/GM (Genetically Modified) foods	0	*
Foot and mouth outbreak/farming crisis	0	*
Trade Unions/Strikes	0	0
Northern Ireland	0	0
Other	3	7
Don't know	3	2