

# Economist/Ipsos MORI Issues Index

November 2010

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 983 adults aged 18+ at 170 sampling points across Great Britain. Interviews were conducted face-to-face between 5<sup>th</sup>-11<sup>th</sup> November 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: 983 British adults 18+

	Q1	Q1/2
	%	%
Economy/economic situation	39	54
Unemployment/Factory Closure/Lack of Industry	10	28
Race relations/immigration/immigrants	12	27
Crime/law & order/violence/vandalism/ASB	7	23
National Health Service/Hospitals/Health care	2	18
Defence/foreign affairs/international terrorism	3	17
Education/Schools	2	15
Inflation/prices	3	11
Pensions/social security/benefits	2	11
Housing	2	8
Poverty/inequality	2	7
Morality/individual behaviour/lifestyle	1	6
Public services in general	*	6
Taxation	1	6
Pollution/environment	2	5
Low pay/minimum wage/fair wages	1	5
Drug abuse	1	4
Common Market/EU/Europe/EURO	1	4
Population levels/overpopulation	1	3
Local government/council tax	1	3
Petrol prices/fuel	*	2
Nationalisation/Government control of institutions	*	2
Pound/exchange rate/value of pound	1	2
Transport/public transport	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	*	1
Animal welfare	*	1
AIDS	0	1
GM/GM (Genetically Modified) foods	0	1
Privatisation	0	*
Foot and mouth outbreak/farming crisis	*	*
Trade Unions/Strikes	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	0	*
Bird flu/Pandemic Flu/Swine Flu	0	*
Northern Ireland	0	0
Other	1	5
Don't know	3	10