

# Ipsos MORI Issues Index

February 2009



# Technical Note

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Ipsos MORI interviewed a representative quota sample of 995 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face on 19th – 24th February 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: 995 British adults 18+

	Q1	Q1/2
	%	%
Economy/economic situation	51	67
Crime/law & order/violence/vandalism/ASB	9	32
Race relations/immigration/immigrants	9	25
Unemployment/Factory Closure/Lack of Industry	7	23
National Health Service/Hospitals/Health care	1	12
Inflation/prices	4	12
Education/Schools	2	11
Defence/foreign affairs/international terrorism	2	10
Morality/individual behaviour/lifestyle	3	9
Housing	3	8
Pollution/environment	2	7
Poverty/inequality	1	5
Drug abuse	*	4
Pensions/social security/benefits	*	3
Public services in general	*	3
Local government/council tax	*	3
Pound/exchange rate/value of pound	*	2
Low pay/minimum wage/fair wages	*	2
Taxation	*	2
Transport/public transport	*	2
Petrol prices/fuel	*	1
Nationalisation/Government control of institutions	*	1
Common Market/EU/Europe/EURO	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Privatisation	-	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Countryside/rural life	-	*
Heathrow/third runway at Heathrow	*	*
Animal welfare	-	*
AIDS	-	*
Foot and mouth outbreak/farming crisis	-	*
Bird flu/Flu pandemic	-	*
Trade unions/strikes	-	-
GM/GM (Genetically Modified) foods	-	-
Northern Ireland	-	-
Other	2	7
Don't know	2	2