

# Ipsos MORI Issues Index

November 2008



# Technical Note

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Ipsos MORI interviewed a representative quota sample of 995 adults aged 18+ at 203 sampling points across Great Britain. Interviews were conducted face-to-face on 13<sup>th</sup> – 19<sup>th</sup> November 2008. 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	43	62
Crime/law & order/violence/ vandalism/anti-social (yob) behaviour	12	38
Race relations/immigration/immigrants	9	22
Inflation/prices	7	18
Unemployment/Factory Closure/Lack of Industry	5	15
National Health Service/Hospitals/ Health care	2	13
Defence/foreign affairs/international terrorism	2	13
Education/Schools	1	9
Housing	1	8
Morality/individual behaviour	2	8
Pollution/environment	1	7
Poverty/inequality	1	6
Drug abuse	1	5
Pensions/social security/benefits	1	4
Petrol prices/fuel	*	3
Low pay/minimum wage/fair wages	1	3
Taxation	*	3
Public services in general	*	2
Local government/council tax	*	2
Transport/public transport	0	2
Pound/exchange rate/value of pound	2	2
Common Market/EU/Europe/EURO	*	2
Nationalisation	*	1
Nuclear weapons/nuclear war/disarmament	0	1
Countryside/rural life	0	*
Privatisation	0	*
Trade unions/strikes	0	*
Scottish/Welsh Assembly/Devolution Constitutional reform	*	*

AIDS	0	*
Animal welfare	0	*
GM/GM (Genetically Modified) foods	*	*
Northern Ireland	0	*
Foot and mouth outbreak/farming	0	0
Bird flu/Flu pandemic	0	0
Other	2	6
Don't Know	4	4