

Ipsos MORI Issues Index

June 2009

Technical Note

Ipsos MORI interviewed a representative quota sample of 983 adults aged 18+ at 180 sampling points across Great Britain. Ipsos MORI's Capibus vehicle was used for this survey. Interviews were conducted face-to-face between 26th Jun - 2nd July 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: 983 British adults 18+

	Q1	Q1/2
	%	%
Economy/economic situation	37	54
Crime/law & order/violence/vandalism/ASB	8	28
Unemployment/Factory Closure/Lack of Industry	8	25
Race relations/immigration/immigrants	12	25
National Health Service/Hospitals/Health care	2	17
Education/Schools	1	13
Inflation/prices	5	12
Morality/individual behaviour/lifestyle	3	11
Defence/foreign affairs/international terrorism	3	10
Drug abuse	2	10
Pollution/environment	3	9
Housing	2	7
Poverty/inequality	1	7
Local government/council tax	1	6
Public services in general	*	5
Pensions/social security/benefits	1	4
Common Market/EU/Europe/EURO	1	4
Taxation	1	4
Petrol prices/fuel	*	3
Low pay/minimum wage/fair wages	*	3
Nationalisation/Government control of institutions	*	3
Transport/public transport	*	3
Nuclear weapons/nuclear war/disarmament	*	2
Countryside/rural life	*	2
Pound/exchange rate/value of pound	*	1
Bird flu/Pandemic Flu/Swine Flu	1	1
Scottish/Welsh Assembly/Devolution/Const. reform	*	1
Privatisation	0	1
Foot and mouth outbreak/farming crisis	*	1
Northern Ireland	0	*
Animal welfare	*	*
Heathrow/third runway at Heathrow	0	*
AIDS	*	*
GM/GM (Genetically Modified) foods	0	*
Trade Unions/ Strikes	0	0
Other	1	3
Don't know	4	11