

Ipsos MORI Issues Index

October 2008

Technical Note

Ipsos MORI interviewed a representative quota sample of 1,031 adults aged 18+ at 203 sampling points across Great Britain. Interviews were conducted face-to-face on 16th – 21st October 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: 1,031 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	42	58
Crime/law & order/violence/ vandalism/anti-social (yob) behaviour	10	33
Race relations/immigration/immigrants	11	27
Inflation/prices	8	21
National Health Service/Hospitals/ Health care	4	18
	1	12
Defence/foreign affairs/international terrorism	2	10
Poverty/inequality	3	8
Housing	2	7
Morality/individual behaviour	2	7
Pollution/environment	1	6
Drug abuse	1	6
Petrol prices/fuel	*	4
Pensions/social security/benefits	1	4
Low pay/minimum wage/fair wages	1	4
Taxation	1	3
Public services in general	*	3
Local government/council tax	0	2
Transport/public transport	*	2
Pound/exchange rate/value of pound	1	2
Common Market/EU/Europe/EURO	0	1
Countryside/rural life	*	1
Privatisation	*	1
Nationalisation	*	1
Nuclear weapons/nuclear war/disarmament	0	0
Trade unions/strikes	0	0
Scottish/Welsh Assembly/Devolution Constitutional reform	0	*

Foot and mouth outbreak/farming	0	*
AIDS	*	*
Animal welfare	0	*
Bird flu/Flu pandemic	0	*
GM/GM (Genetically Modified) foods	0	*
Northern Ireland	0	*
Other	2	6
Don't Know	3	3