

Ipsos MORI Issues Index

November 2009

Technical Note

Ipsos MORI interviewed a representative quota sample of 968 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 13th – 19th November 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.

© Ipsos MORI/Polls2009
November 2009

Ipsos MORI Issues Index

Ipsos MORI interviewed a representative quota sample of 968 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 13th – 19th November 2009. Data are weighted to match the profile of the population.

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: 968 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	31	49
Race relations/immigration/immigrants	16	33
Unemployment/Factory Closure/Lack of Industry	11	27
Defence/foreign affairs/international terrorism	10	25
Crime/law & order/violence/vandalism/ASB	6	24
National Health Service/Hospitals/Health care	2	20
Education/Schools	2	12
Morality/individual behaviour/lifestyle	2	11
Inflation/prices	3	9
Pollution/environment	2	8
Poverty/inequality	2	7
Pensions/social security/benefits	1	5
Housing	1	5
Public services in general	1	4
Drug abuse	1	3
Low pay/minimum wage/fair wages	1	3
Common Market/EU/Europe/EURO	1	3
Taxation	1	3
Local government/council tax	1	2
Petrol prices/fuel	*	2
Transport/public transport	*	2
Nationalisation/Government control of institutions	*	1
Bird flu/Pandemic Flu/Swine Flu	*	1
Pound/exchange rate/value of pound	*	1
Nuclear weapons/nuclear war/disarmament	*	1
Countryside/rural life	*	1
Privatisation	*	1
Trade Unions/Strikes	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	*	*
Animal welfare	0	*
GM/GM (Genetically Modified) foods	*	*
Northern Ireland	0	*
Foot and mouth outbreak/farming crisis	0	*
Heathrow/Third runway at Heathrow	0	0
AIDS	0	0
Other	2	6
Don't know	3	2