

# Ipsos MORI Issues Index

August 2009

# Technical Note

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Ipsos MORI interviewed a representative quota sample of 978 adults aged 18+ at 206 sampling points across Great Britain. Interviews were conducted face-to-face between 13<sup>th</sup> – 18<sup>th</sup> August 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: 978 British adults 18+	Q1	Q1/2
	%	%
Economy/economic situation	34	54
Crime/law & order/violence/vandalism/ASB	11	32
Unemployment/Factory Closure/Lack of Industry	14	30
Race relations/immigration/immigrants	11	25
Defence/foreign affairs/international terrorism	5	17
National Health Service/Hospitals/Health care	2	16
Education/Schools	1	12
Morality/individual behaviour/lifestyle	2	10
Inflation/prices	3	9
Drug abuse	1	7
Poverty/inequality	2	6
Pollution/environment	1	5
Housing	1	5
Bird flu/Pandemic Flu/Swine Flu	1	4
Pensions/social security/benefits	1	3
Public services in general	1	3
Taxation	*	2
Local government/council tax	*	2
Common Market/EU/Europe/EURO	*	2
Low pay/minimum wage/fair wages	*	1
Petrol prices/fuel	*	1
Nationalisation/Government control of institutions	0	1
Transport/public transport	*	1
Pound/exchange rate/value of pound	*	1
Countryside/rural life	0	1
Trade Unions/Strikes	0	*
Scottish/Welsh Assembly/Devolution/Const. reform	*	*
Nuclear weapons/nuclear war/disarmament	*	*
Privatisation	0	*
Animal welfare	*	*
AIDS	*	*
Foot and mouth outbreak/farming crisis	*	*
GM/GM (Genetically Modified) foods	*	*
Northern Ireland	0	0
Other	3	8
Don't know	4	3