

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 1
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Common Market/ Brexit/EU/Europe/ Euro	340	180	160	30	52	56	69	55	77	82	125	132	138	202	126	89	61	64	215	124	362
	34%ci	37%	31%	23%	31%	36%	40%ci	39%ci	35%	27%	38%ci	36%ci	30%	38%	47%zm	32%	30%	26%	40%zm	28%	37%
		oq													nopq				noq		
National health service/Hospitals/ Healthcare	116	39	78	19	18	12	19	21	27	38	31	48	50	67	32	36	23	26	68	48	116
	12%a	8%	15%za	15%	11%	8%	11%	15%	12%	13%	9%	13%	11%	12%	12%	13%	11%	10%	13%	11%	12%
Immigration/ immigrants	111	56	55	9	7	18	19	20	36	16	37	57	35	76	22	26	32	31	48	63	100
	11%di	12%	11%	7%	4%	12%	11%	14%di	16%zcd	5%	11%di	16%zcd	8%	14%	8%	9%	16%lp	13%	9%	14%p	10%
		p							i			i									
Defence/Foreign affairs/ International terrorism	53	14	39	7	15	9	11	2	10	22	20	12	30	23	9	22	6	16	31	22	44
	5%agk	3%	8%za	5%	9%gk	6%	6%	2%	4%	7%g	6%	3%	7%	4%	3%	8%zln	3%	7%	6%l	5%	4%
																p					
Economy/Economic situation	42	25	18	7	5	7	11	7	6	12	18	12	19	23	13	13	9	7	26	17	45
	4%	5%	4%	5%	3%	4%	6%	5%	3%	4%	5%	3%	4%	4%	5%	5%	5%	3%	5%	4%	5%
Unemployment/ Factory closure/ Lack of industry	36	20	16	5	13	8	3	4	2	18	11	6	26	10	7	6	6	17	13	23	31
	4%hkp	4%	3%	4%	8%zhk	5%h	2%	3%	1%	6%hk	3%	2%	6%	2%	3%	2%	3%	7%zmp	2%	5%n	3%
Housing	34	21	13	2	16	5	4	2	4	19	9	6	24	10	7	12	9	5	20	15	35
	3%k	4%	3%	2%	10%zcf	3%	2%	1%	2%	6%zch	3%	2%	5%	2%	3%	4%	4%	2%	4%	3%	4%
					ghjk					k											
Poverty/Inequality	31	13	18	16	3	2	3	5	2	19	5	7	21	9	6	9	6	10	15	16	33
	3%h	3%	4%	12%zde	2%	2%	2%	3%	1%	6%zdh	2%	2%	5%	2%	2%	3%	3%	4%	3%	4%	3%
				fg hijk						jk											
Education/Schools	29	15	14	8	2	7	6	4	1	10	13	6	17	11	10	9	7	2	19	9	28
	3%h	3%	3%	6%hk	1%	5%h	3%	3%	1%	3%	4%h	2%	4%	2%	4%	3%	3%	1%	4%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 6th - 16th October 2017
Number of sample points : 201
Source : Ipsos MORI (JN Q218)

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Table 1
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Lack of faith in politics / politicians / government	27	12	15	2	4	2	2	4	12	6	5	17	8	19	5	4	9	9	10	17	22
	3%p	2%	3%	1%	2%	2%	1%	3%	5%zj	2%	1%	5%zj	2%	4%	2%	1%	4%	4%	2%	4%	2%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	25	14	11	-	1	2	6	4	12	1	8	16	3	22	1	5	8	11	6	19	17
	3%ip	3%	2%	-	1%	1%	4%i	3%	6%zce	*	2%	4%zci	1%	4%	1%	2%	4%lp	4%lp	1%	4%zlp	2%
Low pay/Minimum wage/Fair wages	18	12	6	4	-	7	5	2	-	4	12	2	11	7	2	6	1	9	8	10	11
	2%k	2%	1%	3%h	-	5%zdh	3%h	1%	-	1%	4%zkh	1%	2%	1%	1%	2%	1%	4%	1%	2%n	1%
Ageing population/ Social care for the elderly	13	9	4	-	-	1	1	3	9	-	2	12	1	13	1	3	4	5	4	9	21
	1%	2%	1%	-	-	*	1%	2%i	4%zdi	-	1%	3%zj	*	2%	*	1%	2%	2%	1%	2%	2%
Public services in general	9	5	4	3	2	-	1	1	2	5	1	3	5	4	3	5	-	-	9	-	9
	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	*	1%	1%	1%	1%q	2%q	-	-	2%zq	-	1%
Morality/ Individual behaviour/ Lifestyle	8	6	2	1	1	1	1	*	3	2	3	3	3	5	3	3	1	1	6	2	12
	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%
Population levels/ Overpopulation	7	6	2	2	2	-	-	-	4	4	-	4	4	4	4	1	3	-	4	3	6
	1%	1%	*	1%	1%	-	-	-	2%j	1%	-	1%	1%	1%	1%	*	2%	-	1%	1%	1%
Taxation	7	2	5	1	4	2	-	-	1	4	2	1	6	1	1	5	1	-	5	1	6
	1%	*	1%	*	2%	1%	-	-	*	1%	1%	*	1%	*	*	2%	1%	-	1%	*	1%
Pollution/ Environment	6	1	5	3	2	*	*	-	1	5	1	1	5	1	4	1	2	-	5	2	6
	1%	*	1%	2%k	1%	*	*	-	*	2%	*	*	1%	*	1%	*	1%	-	1%	*	1%

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UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Pensions/Social security/Benefits	5 1%	2 *	4 1%	1 1%	2 1%	1 1%	- 1%	1 *	* *	3 1%	1 *	1 *	4 1%	1 *	3 1%q	2 1%	- -	- -	5 1%	- -	7 1%
Inflation/Prices	4 *	1 *	3 1%	1 1%	- -	1 1%	- -	1 1%	* 1%	1 *	1 *	1 *	3 1%	1 *	- *	* *	1 *	3 1%	1 *	3 1%	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	3 *	1 *	2 *	1 1%	- -	- -	1 1%	* *	* *	1 *	1 *	1 *	1 *	2 *	* *	1 *	* *	1 1%	1 *	2 *	4 *
Drug abuse	3 *	2 *	1 *	1 1%	- -	- -	- -	1 1%	1 *	1 *	- -	2 1%	1 *	2 *	- -	2 1%	- -	1 *	2 *	1 *	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	3 1%	- -	1 1%	- -	- -	- -	- -	1 1%	1 *	- -	1 *	1 *	1 *	- -	1 1%	- -	1 1%	1 *	1 *	2 *
Local government/ Council tax	3 *	1 *	2 *	- -	1 *	1 1%	- -	1 *	* *	1 *	1 *	1 *	2 *	1 *	- -	- -	3 1%zp	- -	- -	3 1%	4 *
Petrol prices/Fuel	2 *	2 *	- -	- -	2 1%	- -	- -	- -	1 *	2 1%	- -	1 *	2 *	1 *	- -	1 *	2 1%	- -	1 *	2 *	2 *
Nationalisation/ Government control of institutions	2 *	2 *	- -	- -	- -	2 1%z	- -	- -	- -	- -	2 1%	- -	2 *	- -	- -	- -	- -	2 1%	- -	2 *	1 *
Countryside/Rural life	2 *	- -	2 *	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 1%	- -	- -	2 *	- -	2 *
Race relations	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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100%		49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Transport/Public transport	1*	-	1*	-	-	1*	-	-	-	-	1*	-	1*	-	-	1*	-	1*	-	-	1*
AIDS	1*	-	1*	-	-	1*	-	-	-	-	1*	-	1*	-	-	-	-	1*	-	1*	1*
Trade unions/ Strikes	1*	1*	-	-	-	-	-	1*	-	-	1*	-	1*	-	-	1*	-	-	-	1*	1*
Foot and mouth outbreak/Farming crisis	**	**	-	-	-	-	-	**	-	-	**	-	**	-	**	-	-	-	**	-	**
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	6	5	-	4	4	1	-	2	4	4	2	8	3	3	3	2	4	6	5	11
	1%	1%	1%	-	2%	2%	*	-	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

STANDARD ERROR * 0.00 * 0.00 0.00 * 0.00 0.00 0.00 0.00 * 0.00 * 0.00 * 0.00 0.00 0.00 * 0.00 *
 ERROR VARIANCE * 0.00 * 0.00 0.00 * 0.00 0.00 0.00 0.00 * 0.00 * 0.00 * 0.00 0.00 0.00 * 0.00 *

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UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
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	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Don't know	38	13	25	5	12	6	5	3	7	17	11	9	23	15	3	9	8	18	12	26	31
	4% ^{lp}	3%	5%	4%	7%	4%	3%	2%	3%	6%	3%	3%	5%	3%	1%	3%	4%	7% ^{zlp}	2%	6% ^{zlp}	3%
Personal finances (NET)	54	28	27	22	4	10	8	8	3	26	18	10	36	18	8	16	9	22	23	31	51
	5% ^{hkl}	6%	5%	16% ^{zde}	3%	7% ^h	4%	5% ^h	1%	9% ^{zdh}	5% ^h	3% ^h	8%	3%	3%	6%	5%	9% ^l	4%	7%	5%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/l/g/h/i/j/k - z/l/m/n/o/p/q
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Table 2
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Common Market/ Brexit/EU/Europe/ Euro	340	300	9	31	94	63	94	85	151	52	112	61	122	107	33	70	229	104	362
	34%de	35%de	19%	36%	29%	27%	31%	33%	42%za bdef	38%b	41%za bdef	43%za bdef	37%n	37%	25%	31%	37%zn q	29%	37%
National health service/Hospitals/ Healthcare	116	102	5	10	42	32	29	24	46	12	32	20	44	35	16	19	79	35	116
	12%	12%	10%	11%	13%	14%	9%	9%	13%	9%	11%	14%	13%	12%	12%	9%	13%	10%	12%
Immigration/ immigrants	111	96	11	3	41	37	46	35	24	3	17	13	42	25	17	27	67	44	100
	11%hi j	11%hi j	23%zac hijk	4% ij	13%ch ij	16%za odhij	15%zc hij	13%chi j	7%	2%	6%	9%ij	13%	8%	13%	12%	11%	12%	10%
Defence/Foreign affairs/ International terrorism	53	49	2	2	12	10	26	24	15	4	10	5	10	13	11	18	23	30	44
	5%lp	6%	4%	2%	4%	4%	8%zdj	9%zad hj	4%	3%	3%	4%	3%	5%	9%lp	8%l	4%	8%zlp	4%
Economy/Economic situation	42	36	4	2	18	16	8	4	16	9	15	5	16	20	1	5	37	6	45
	4%gq	4%g	8%g	3%	6%	7%g	3%g	2%	5%	7%g	5%	4%	5%q	7%znq	1%	2%	6%znq	2%	5%
Unemployment/ Factory closure/ Lack of industry	36	30	1	5	14	9	12	11	10	6	8	2	4	10	7	15	14	22	31
	4%lp	4%	3%	5%	4%	4%	4%	4%	3%	4%	3%	1%	1%	3%	5%l	7%lp	2%	6%zlp	3%
Housing	34	31	*	3	5	2	14	13	16	11	14	3	5	10	5	14	15	19	35
	3%del p	4%de	1%	3%	1%	1%	5%e	5%de	4%e	e	8%zad	5%dek	2%	4%	4%	6%l	2%	5%l	4%
Poverty/Inequality	31	28	2	1	10	10	13	11	8	3	7	4	7	10	2	12	17	14	33
	3%	3%	4%	1%	3%	4%	4%	4%	2%	2%	3%	3%	2%	3%	1%	5%	3%	4%	3%
Education/Schools	29	23	2	3	8	4	11	9	10	3	7	4	5	16	4	4	21	8	28
	3%l	3%	4%	4%	2%	2%	4%	4%	3%	2%	3%	3%	1%	5%zlp	3%	2%	3%l	2%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Lack of faith in politics / politicians / government	27 3%	24 3%	2 3%	1 1%	12 4%	11 5%	6 2%	4 2%	9 2%	4 3%	9 3%	5 4%	12 4%	8 3%	6 4%	2 1%	20 3%	7 2%	22 2%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	25 3% ^m	20 2%	4 7% ^{de}	1 2%	5 1%	3 1%	8 3%	5 2%	12 3%	3 2%	9 3%	6 4%	15 5% ^{zmp}	1 *	5 4% ^m	4 2%	16 3% ^m	10 3%	17 2%
Low pay/Minimum wage/Fair wages	18 2% ^{aip}	11 1%	- -	7 8% ^{zad} efghj k	10 3% ^{ae}	3 1%	5 2%	5 2%	3 1%	2 1%	2 1%	- -	2 1%	1 *	9 7% ^{zlm} p	6 2%	4 1%	14 4% ^{zim} p	11 1%
Ageing population/ Social care for the elderly	13 1% ^{ah}	7 1%	3 7% ^{zae} hijk	3 3% ^{hj}	6 2%	3 1%	7 2% ^{agh}	4 1%	* *	- -	* *	* *	8 2% ^m	1 *	3 2%	2 1%	9 1% ^m	5 1%	21 2%
Public services in general	9 1%	7 1%	- -	2 2%	4 1%	2 1%	3 1%	3 1%	2 *	* *	2 1%	1 1%	3 1%	5 2%	- -	1 1%	7 1%	1 *	9 1%
Morality/ Individual behaviour/ Lifestyle	8 1%	7 1%	* 1%	1 1%	2 *	1 *	1 *	1 *	5 1%	3 2%	5 2%	2 1%	5 2%	1 *	- -	2 1%	6 1%	2 *	12 1%
Population levels/ Overpopulation	7 1%	7 1%	- -	- -	1 *	1 *	2 1%	2 1%	5 1%	2 1%	3 1%	1 1%	2 1%	4 1%	1 *	1 1%	6 1%	2 1%	6 1%
Taxation	7 1%	6 1%	- -	1 1%	6 2% ^{zf}	5 2% ^{zaf} gh	- -	- -	1 *	- -	1 *	1 *	3 1%	3 1%	1 1%	- -	6 1%	1 *	6 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 2
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
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	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Pollution/ Environment	6 1%	5 1%	- -	1 1%	3 1%	2 1%	1 *	1 *	3 1%	2 2%	3 1%	*	1 *	4 1%	- -	2 1%	5 1%	2 *	6 1%
Pensions/Social security/Benefits	5 1%	5 1%	1 1%	- -	3 1%	3 1%	2 1%	1 *	1 *	1 1%	1 *	-	3 1%	1 *	- -	- -	4 1%	- -	7 1%
Inflation/Prices	4 *	3 *	* 1%	1 1%	1 *	- -	2 1%	1 1%	1 *	1 *	1 *	-	2 1%	- -	2 1%	- -	2 *	2 *	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	3 *	2 *	1 3%zad ehj	- -	- -	- 1%a	3 1%	2 1%	- -	- -	- -	-	1 *	1 *	- -	1 1%	2 *	1 *	4 *
Drug abuse	3 *	2 *	- -	1 1%	2 1%	1 *	1 *	1 *	- -	- -	- -	-	1 *	2 1%	- -	- -	3 *	- -	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	- -	- -	3 3%zae fghj	3 1%a	- -	- -	- -	- -	- -	- -	-	1 *	- -	1 1%	- -	1 *	1 *	2 *
Local government/ Council tax	3 *	2 *	- -	1 1%	1 *	- -	1 *	1 *	1 *	1 1%	1 1%	*	1 *	1 *	- -	1 *	2 *	1 *	4 *
Petrol prices/Fuel	2 *	2 *	- -	1 1%	2 1%	2 1%	- -	- -	- -	- -	- -	-	- -	- -	- -	2 1%	- -	2 1%	2 *
Nationalisation/ Government control of institutions	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%za	- -	- -	- -	2 1%	- -	2 1%	1 *
Countryside/Rural life	2 *	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	2 1%	2 1%za	2 1%	- -	- -	- -	2 *	- -	2 *

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
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	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Race relations	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	1*	-	1*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Transport/Public transport	1*	1*	-	-	-	-	-	1*	-	1*	1*	-	-	1*	-	-	1*	-	1*
AIDS	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	1*	-	1*	1*
Trade unions/ Strikes	1*	1*	-	-	-	-	-	1*	-	-	-	-	1*	-	-	-	1*	-	1*
Foot and mouth outbreak/Farming crisis	* *	* *	-	-	-	-	* *	* *	-	-	-	-	-	* *	-	-	* *	-	1* *
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11 1%	9 1%	-	2 2%	4 1%	3 1%	3 1%	3 1%	4 1%	2 2%	2 1%	-	2 1%	5 2%	3 2%	1 *	7 1%	4 1%	11 1%

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	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
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	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*
ERROR VARIANCE	*	*	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*
Don't know	38	35	*	3	17	15	6	6	14	9	12	3	10	6	6	15	16	20	31
	4%p	4%	1%	3%	5%	6%f	2%	2%	4%	7%	4%k	2%	3%	2%	4%	7%p	3%	6%	3%
Personal finances (NET)	54	43	2	9	23	14	20	18	12	5	10	4	11	11	12	20	22	32	51
	5%hp	5%	5%	10%hjk	7%	6%	7%	7%	3%	4%	4%	3%	3%	4%	9%lmp	9%lp	4%	9%zlm	5%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 3
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	983	361	120	502	283	308	42	284	105	171	367	254	983
WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Common Market/ Brexit/EU/Europe/ Euro	340	151	52	136	111	105	25	85	32	49	165	95	362
	34% ^c	37%	37%	31%	42% ^{zg}	31%	69% ^{zfi}	30%	26%	32%	45% ^{zli}	32%	37%
National health service/Hospitals/ Healthcare	116	40	18	58	31	50	3	28	12	20	41	24	116
	12%	10%	13%	13%	12%	15%	8%	10%	10%	13%	11%	8%	12%
Immigration/ immigrants	111	44	7	59	39	26	2	31	19	19	21	22	100
	11% ^{gn}	11%	5%	13% ^b	15% ^g	8%	7%	11%	16% ⁿ	13% ⁿ	6%	7%	10%
Defence/Foreign affairs/ International terrorism	53	15	17	21	12	15	-	24	16	6	20	25	44
	5%	4%	12% ^{zac}	5%	4%	4%	-	8%	13% ^{zmn}	4%	6%	9%	4%
Economy/Economic situation	42	25	7	10	11	16	1	12	4	6	22	15	45
	4% ^c	6% ^c	5%	2%	4%	5%	2%	4%	3%	4%	6%	5%	5%
Unemployment/ Factory closure/ Lack of industry	36	23	4	10	4	16	-	13	3	8	12	9	31
	4% ^{cf}	6% ^{zc}	3%	2%	1%	5%	-	5%	3%	5%	3%	3%	3%
Housing	34	16	1	16	5	22	1	5	4	4	12	19	35
	3%	4%	1%	4%	2%	7% ^{zfi}	2%	2%	3%	3%	3%	6%	4%
Poverty/Inequality	31	12	8	11	1	17	-	12	5	-	7	8	33
	3% ^{ff}	3%	5%	2%	*	5% ^{fi}	-	4%	5% ^m	-	2%	3%	3%
Education/Schools	29	9	5	14	6	12	3	5	1	3	11	19	28
	3%	2%	4%	3%	2%	4%	10% ^{zfi}	2%	1%	2%	3%	6%	3%

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	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
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	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Lack of faith in politics / politicians / government	27	4	4	18	11	9	-	5	3	5	9	7	22
	3% ^a	1%	3%	4% ^{za}	4%	3%	-	2%	2%	3%	2%	2%	2%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	25	8	1	17	7	10	-	4	-	3	5	6	17
	3%	2%	1%	4%	3%	3%	-	1%	-	2%	1%	2%	2%
Low pay/Minimum wage/Fair wages	18	12	3	3	1	8	-	3	2	4	8	9	11
	2% ^c	3% ^c	2%	1%	1%	2%	-	1%	2%	3%	2%	3%	1%
Ageing population/ Social care for the elderly	13	-	*	13	3	3	-	4	3	4	3	1	21
	1%	-	*	3% ^{za}	1%	1%	-	1%	3%	3%	1%	*	2%
Public services in general	9	5	1	4	4	2	-	3	-	3	2	1	9
	1%	1%	*	1%	1%	1%	-	1%	-	2%	1%	*	1%
Morality/ Individual behaviour/ Lifestyle	8	3	2	4	3	1	1	1	2	1	2	1	12
	1%	1%	1%	1%	1%	*	4% ^g	*	2%	1%	1%	*	1%
Population levels/ Overpopulation	7	2	-	5	1	3	-	1	-	2	4	3	6
	1%	1%	-	1%	*	1%	-	*	-	1%	1%	1%	1%
Taxation	7	2	2	2	2	1	-	4	-	1	1	2	6
	1%	1%	2%	1%	1%	*	-	1%	-	1%	*	1%	1%
Pollution/ Environment	6	6	-	1	2	2	-	2	-	-	4	2	6
	1%	1%	-	*	1%	1%	-	1%	-	-	1%	1%	1%

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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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Pensions/Social security/Benefits	5 1%	2 1%	1 *	3 1%	1 *	2 1%	- -	2 1%	1 1%	1 *	2 1%	2 1%	7 1%
Inflation/Prices	4 *	1 *	1 1%	1 *	- -	1 *	- -	3 1%	* *	1 *	1 *	* *	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	3 *	* *	2 2%	* *	- -	1 *	- -	2 1%	- -	* *	1 *	- -	4 *
Drug abuse	3 *	2 *	- -	1 *	* *	1 *	- -	2 1%	- -	- -	1 *	- -	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	- -	- -	3 1%	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 *	2 *
Local government/ Council tax	3 *	2 *	1 *	* *	- -	2 1%	- -	* *	- -	1 1%	1 *	2 1%	4 *
Petrol prices/Fuel	2 *	2 *	- -	1 *	1 *	- -	- -	2 1%	1 *	- -	- -	2 1%	2 *
Nationalisation/ Government control of institutions	2 *	- -	- -	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	1 *
Countryside/Rural life	2 *	- -	1 1%	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	2 *
Race relations	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *

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Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Transport/Public transport	1 *	-	-	1 *	-	-	-	-	-	-	1 *	1 *	1 *
AIDS	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	1 *	1 *
Trade unions/ Strikes	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Foot and mouth outbreak/Farming crisis	* *	-	*	-	-	*	-	-	-	-	*	-	1 *
Pound/Exchange rate/Value of pound	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Northern Ireland	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Privatisation	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Bird flu/Pandemic flu/Swine flu/ Ebola	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Other	11 1%	7 2%	1 1%	3 1%	2 1%	3 1%	- -	5 2%	-	4 2%	6 2%	4 1%	11 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
Fieldwork dates : 6th - 16th October 2017
Number of sample points : 201
Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 3
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	983	361	120	502	283	308	42	284	105	171	367	254	983
WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
STANDARD ERROR	*	*	0.00	0.00	0.00	*	0.00	0.00	0.00	0.00	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	*	0.00	0.00	0.00	0.00	*	*	*
Don't know	38	13	3	22	5	9	-	21	11	6	3	20	31
	4%	3%	2%	5%	2%	3%	-	8%	9%	4%	1%	7%	3%
Personal finances (NET)	54	27	12	16	3	25	-	20	9	5	16	19	51
	5%	7%	8%	4%	1%	7%	-	7%	7%	3%	4%	6%	5%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Common Market/ Brexit/EU/Europe/ Euro	340	75	148	40	60	340	73	95	190	55	303	36	28	176	49	52	37	21	-	60	362
	34%tv	39%ct	35%t	27%	25%	70%zab	35%t	33%	35%	33%	35%	28%	28%	40%z	55%zqr	27%	32%q	24%	-	45%zv	37%
National health service/Hospitals/ Healthcare	116	12	116	18	14	39	30	41	55	20	99	18	17	39	9	20	12	8	-	14	116
	12%aetv	6%	28%zac	12%t	6%	8%	14%aet	14%	10%	12%	12%	13%	17% m	9%	10%	10%	10%	8%	-	10%v	12%
Immigration/ immigrants	111	16	38	15	111	24	11	36	59	15	101	9	9	42	1	33	18	15	111	-	100
	11%efpw	8%	9%e	10%e	45%zabc	5%	5%	13%	11%	9%	12%	7%	9%	9%	1%	17%z	16% p	17% p	100% zw	-	10%
Defence/Foreign affairs/ International terrorism	53	4	16	11	7	7	5	16	28	9	41	12	5	26	*	8	6	4	-	7	44
	5%aefp	2%	4%e	7%aet	3%	1%	2%	6%	5%	6%	5%	9%	5%	6%	*	4%	5%	4%	-	5%	4%
Economy/Economic situation	42	42	11	4	7	11	12	12	19	11	39	4	8	23	3	12	8	4	-	7	45
	4%e	22%zbc	3%	3%	3%	2%	5%e	4%	4%	6%	5%	3%	7%	5%	3%	6%	7%	4%	-	6%v	5%
Unemployment/ Factory closure/ Lack of industry	36	6	11	7	1	6	6	7	25	4	29	7	8	18	1	8	4	5	-	1	31
	4%et	3%et	3%e	5%et	*	1%	3%	3%	5%	2%	3%	5%	8% z	4%	2%	4%	3%	5%	-	1%	3%
Housing	34	10	12	4	5	6	8	15	16	3	28	6	2	15	4	10	9	1	-	5	35
	3%e	5%e	3%	3%	2%	1%	4%e	5%	3%	2%	3%	5%	2%	3%	4%	5%	8%zq	1%	-	4%	4%
Poverty/Inequality	31	3	7	1	7	4	6	10	17	4	29	1	4	16	4	3	2	1	-	7	33
	3%e	2%	2%	*	3%	1%	3%	4%	3%	2%	3%	1%	4%	4%	4%	1%	2%	1%	-	5%v	3%
Education/Schools	29	2	13	6	1	9	29	9	17	3	24	5	3	11	5	5	2	3	-	1	28
	3%t	1%	3%t	4%	1%	2%	14%zabc	3%	3%	2%	3%	4%	3%	3%	5%	2%	2%	3%	-	1%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Lack of faith in politics / politicians / government	27 3%b	6 3%	5 1%	3 2%	6 3%	10 2%	7 3%	4 1%	17 3%	6 4%	23 3%	3 2%	- -	10 2%	1 1%	4 2%	3 3%	1 1%	- -	6 5%	22 2%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	25 3%	3 1%	13 3%	25 17%zabef	5 2%	8 2%	5 2%	4 1%	15 3%	6 4%	21 2%	4 3%	1 1%	8 2%	1 2%	9 5%r	- -	9 10%zpr	- -	5 4%	17 2%
Low pay/Minimum wage/Fair wages	18 2%be	2 1%	2 1%	5 4%be	2 1%	* *	5 2%e	4 1%	9 2%	5 3%	17 2%	1 *	1 1%	14 3%	1 1%	7 4%r	1 1%	6 6%z	- -	2 2%	11 1%
Ageing population/ Social care for the elderly	13 1%	* *	5 1%	1 *	4 2%	5 1%	4 2%	- -	9 2%	4 2%g	13 2%	- -	* *	- -	- -	5 2%	2 2%	3 3%	- -	4 3%	21 2%
Public services in general	9 1%bej	1 1%	* *	2 1%	2 1%	1 *	1 *	1 1%	6 1%	1 1%	6 1%	3 2%	1 1%	4 1%	- -	2 1%	2 2%	2 2%	- -	2 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	8 1%e	4 2%e	2 *	1 1%	1 1%	* *	* *	4 1%	3 1%	1 1%	7 1%	1 1%	1 1%	3 1%	2 2%	2 1%	1 1%	2 2%	- -	1 1%	12 1%
Population levels/ Overpopulation	7 1%	- -	3 1%	1 1%	3 1%	3 1%	1 *	1 *	5 1%	2 1%	7 1%	- -	1 1%	2 *	1 1%	3 1%	2 1%	1 1%	- -	3 2%	6 1%
Taxation	7 1%j	- -	4 1%	- -	1 *	- -	- -	5 2%zh	- -	1 1%	3 *	4 3%zj	- -	5 1%	- -	1 *	- -	1 1%	- -	1 *	6 1%
Pollution/ Environment	6 1%	1 1%	- -	- -	* *	- -	1 1%	4 2%	1 *	1 *	6 1%	- -	1 1%	5 1%	1 1%	2 1%	2 1%	- -	- -	* *	6 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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 Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Pensions/Social security/Benefits	5 1%	1 *	3 1%	1 *	1 *	2 *	1 *	1 *	4 1%	1 *	3 *	2 2%	1 1%	2 *	2 2%	1 1%	1 1%	- -	- -	1 *	7 1%
Inflation/Prices	4 *j	1 *	- -	- -	* *	1 *	- -	3 1%	1 *	- -	2 *	2 2%	3 2%zm	- -	1 1%	2 1%	1 1%	1 1%	- -	* *	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	3 *	1 1%	* *	- -	- -	- -	2 1%	- -	1 *	2 1%	3 *	- -	2 2%zm	1 *	- -	- -	- -	- -	- -	- -	4 *
Drug abuse	3 *	- -	* *	- -	- -	1 *	- -	* *	2 *	1 *	3 *	- -	- -	2 *	1 1%	1 *	- -	1 1%	- -	- -	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	- -	1 *	- -	- -	1 *	- -	- -	- -	3 2%zn	3 *	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	2 *
Local government/ Council tax	3 *	1 1%	1 *	- -	- -	* *	- -	- -	2 *	1 *	3 *	- -	1 1%	2 *	* *	- -	- -	- -	- -	- -	4 *
Petrol prices/Fuel	2 *	- -	2 *	1 *	- -	1 *	- -	2 1%	- -	1 *	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	- -	2 *
Nationalisation/ Government control of institutions	2 *	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 2%z	- -	- -	- -	2 1%	- -	2 2%z	- -	- -	1 *
Countryside/Rural life	2 *	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
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	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Race relations	1*	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Transport/Public transport	1*	-	1	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1*
AIDS	1*	-	1	-	-	-	1	-	-	1	1	-	1	-	-	-	-	-	-	-	1*
Trade unions/ Strikes	1*	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1*
Foot and mouth outbreak/Farming crisis	* *	-	-	-	*	-	-	-	-	*	*	-	-	*	-	-	-	-	-	*	1*
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Other	11	1	2	1	2	5	5	3	7	1	10	1	1	7	2	-	-	-	-	2	11
	1%	*	*	1%	1%	1%	2% ^b	1%	1%	1%	1%	1%	1%	2%	2%	-	-	-	-	2%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
ERROR VARIANCE	*	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
Don't know	38	-	-	1	2	1	*	10	22	7	27	11	3	12	1	2	1	1	-	2	31
	4%	-	-	1%	1%	*	*	3%	4%	4%	3%	8% ^j	3%	3%	1%	1%	1%	1%	-	1%	3%
Personal finances (NET)	54	6	11	6	10	6	10	19	27	9	50	4	7	32	5	12	4	7	-	10	51
	5%	3% ^{be}	3%	4% ^e	4% ^e	1%	5% ^e	6%	5%	6%	6%	3%	7%	7%	6%	6% ^r	4%	8%	-	7% ^v	5%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Common Market/ Brexit/EU/Europe/ Euro	485	252	232	51	73	78	96	69	118	124	174	187	202	283	172	138	78	96	311	174	503
	49%ci noq	52%	46%	38%	44%	50%	56%ci	49%	53%ci	41%	53%ci	51%ci	44%	53%	64%zm nopq	50%nq	38%	39%	57%zm noq	39%	51%
National health service/Hospitals/ Healthcare	418	189	229	50	62	62	77	73	95	112	139	168	174	244	123	113	89	94	235	183	415
	42%	39%	45%	38%	37%	40%	44%	51%zd i	43%	37%	42%	46%	38%	46%	46%	41%	44%	38%	43%	41%	42%
Immigration/ immigrants	244	126	118	28	14	36	43	43	80	41	79	124	77	167	50	58	64	71	108	135	243
	25%di lp	26%	23%	21%di	8%	23%di	25%di	31%di	36%zc defij	14% d	24%di	34%zc deij	17%	31%	19%	21%	32%zl mp	29%lp	20%	30%zl mp	25%
Education/Schools	212	100	112	34	25	52	41	28	32	58	93	60	111	101	73	55	44	39	128	84	202
	21%hk	21%	22%	25%h	15%	34%zd ghik	24%h	20%	14%	20%	28%zd hik	17%	24%	19%	27%zo q	20%	22%	16%	24%	19%	21%
Economy/Economic situation	193	105	88	27	33	30	39	27	37	60	69	64	90	103	64	55	42	32	120	73	198
	19%o	22%	17%	20%	20%	19%	23%	19%	17%	20%	21%	18%	20%	19%	24%oq	20%	20%q	13%	22%zo	16%	20%
Defence/Foreign affairs/ International terrorism	178	78	100	24	34	37	30	16	37	58	68	52	95	83	54	47	40	37	100	78	179
	18%gk	16%	20%	18%	21%	24%gk	18%	11%	17%	19%	21%g	14%	21%	15%	20%	17%	20%	15%	18%	17%	18%
Housing	175	89	86	20	35	30	32	26	33	54	62	58	84	91	44	47	55	28	92	83	180
	18%o	18%	17%	15%	21%	19%	19%	18%	15%	18%	19%	16%	18%	17%	17%	17%	27%zl mopq	11%	17%	19%o	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148	75	73	14	12	29	15	30	48	26	44	78	55	93	30	33	38	47	63	85	145
	15%df ip	15%	14%	11%	7%	18%dfi j	9%	21%zc dfi	22%zcd tij	9%	13%f	21%zc dfij	12%	17%	11%	12%	19%lp	19%p	12%	19%zl mp	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Poverty/Inequality	131	59	71	36	25	23	23	14	11	60	46	24	83	48	38	47	21	24	86	45	131
	13%hk	12%	14%	27%z	15%hk	14%hk	13%hk	10%	5%	20%zg	14%hk	7%	18%	9%	14%	17%zq	10%	10%	16%zq	10%	13%
	q			efghi						hk											
Unemployment/ Factory closure/ Lack of industry	115	71	44	17	29	22	17	15	15	47	39	30	69	47	31	21	26	37	52	63	107
	12%bh	15%zb	9%	13%	18%hk	14%h	10%	10%	7%	16%hk	12%	8%	15%	9%	12%	7%	13%	15%am	10%	14%am	11%
	kmp																				
Ageing population/ Social care for the elderly	102	47	55	6	9	9	23	20	36	15	32	56	24	79	29	30	26	17	59	44	119
	10%ci	10%	11%	4%	6%	5%	13%ce	14%cd	16%zcd	5%	10%e	15%zcd	5%	15%	11%	11%	13%	7%	11%	10%	12%
							i	ei	ei		ei										
Inflation/Prices	87	43	44	9	27	14	13	8	15	37	27	23	51	36	19	25	26	17	44	43	79
	9%k	9%	9%	7%	16%zgh	9%	7%	6%	7%	12%ck	8%	6%	11%	7%	7%	9%	13%q	7%	8%	10%	8%
				jk																	
Pensions/Social security/Benefits	80	38	42	9	13	12	15	13	19	22	26	32	34	47	20	15	24	21	36	44	73
	8%p	8%	8%	7%	8%	7%	8%	9%	9%	7%	8%	9%	7%	9%	8%	6%	12%mp	8%	7%	10%	7%
Low pay/Minimum wage/Fair wages	79	43	36	20	15	14	17	9	4	35	31	13	49	30	12	22	23	23	33	46	73
	8%hkl	9%	7%	15%zhk	9%hk	9%hk	10%hk	6%hk	2%	12%zh	10%hk	4%h	11%	6%	4%	8%	11%lp	9%	6%	10%al	7%
	p									k											
Lack of faith in politics / politicians / government	75	39	36	7	11	7	12	10	28	18	19	38	25	50	13	21	21	20	34	41	77
	8%	8%	7%	5%	7%	4%	7%	7%	12%zei	6%	6%	10%z	5%	9%	5%	8%	10%l	8%	6%	9%	8%
									j												
Pollution/ Environment	72	30	42	17	10	9	13	12	10	28	22	23	37	35	22	24	18	8	46	26	67
	7%o	6%	8%	13%zhk	6%	6%	7%	9%	5%	9%	7%	6%	8%	7%	8%	9%o	9%q	3%	9%o	6%	7%
Public services in general	65	30	35	8	11	11	10	11	15	19	21	25	29	35	20	24	13	8	43	21	70
	7%	6%	7%	6%	6%	7%	6%	8%	7%	6%	6%	7%	6%	7%	7%	9%o	7%	3%	8%	5%	7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE												SOCIAL GRADE						UNWTD TOTAL
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Taxation	46	27	19	12	10	7	5	6	7	22	12	13	28	18	10	14	14	10	23	23	44
	5%	6%	4%	9%zhk	6%	4%	3%	4%	3%	7%	4%	4%	6%	3%	4%	5%	7%	4%	4%	5%	4%
Drug abuse	45	24	22	9	5	10	4	11	7	14	14	18	23	22	8	10	9	19	18	28	43
	5%p	5%	4%	7%	3%	6%	2%	8%	3%	5%	4%	5%	5%	4%	3%	3%	4%	8%p	3%	6%	4%
Race relations	44	25	19	14	6	2	7	9	6	19	9	15	22	22	9	11	11	13	20	24	43
	4%	5%	4%	10%zeh	3%	1%	4%	6%	3%	6%	3%	4%	5%	4%	3%	4%	5%	5%	4%	5%	4%
				jk																	
Pound/Exchange rate/Value of pound	38	18	21	3	8	6	5	12	5	11	12	16	17	21	13	14	4	7	27	11	33
	4%	4%	4%	2%	5%	4%	3%	8%zhk	2%	4%	4%	4%h	4%	4%	5%	5%	2%	3%	5%	3%	3%
Population levels/Overpopulation	36	23	13	6	5	3	6	7	9	11	9	16	14	22	12	11	11	3	23	13	37
	4%	5%	3%	5%	3%	2%	4%	5%	4%	4%	3%	4%	3%	4%	4%	4%	5%q	1%	4%	3%	4%
Morality/Individual behaviour/Lifestyle	36	17	19	1	4	6	4	8	12	6	10	20	12	24	13	5	6	12	19	17	46
	4%	4%	4%	1%	3%	4%	2%	6%	5%	2%	3%	5%z	3%	4%	5%	2%	3%	5%	3%m	4%	5%
Transport/Public transport	32	18	15	7	8	5	3	7	2	15	8	9	20	12	10	8	11	3	18	14	31
	3%h	4%	3%	5%h	5%	3%	2%	5%hk	1%	5%h	3%	3%h	4%	2%	4%	3%	6%oq	1%	3%	3%	3%
Petrol prices/Fuel	31	14	17	4	6	1	7	7	5	11	8	12	12	20	5	10	9	8	14	17	32
	3%	3%	3%	3%	4%	1%	4%	5%e	2%	4%	3%e	3%	3%	4%	2%	3%	4%	3%	3%	4%	3%
Local government/Council tax	30	9	21	3	6	2	4	8	7	9	6	15	11	19	3	6	8	12	10	20	31
	3%p	2%	4%	2%	4%	1%	2%	6%zj	3%	3%	2%	4%	2%	4%	1%	2%	4%	5%	2%	4%p	3%
Nuclear weapons/Nuclear war/Disarmament	27	13	13	6	4	2	3	7	5	10	5	12	12	15	6	6	5	9	13	14	29
	3%	3%	3%	4%	2%	1%	2%	5%	2%	3%	2%	3%	3%	3%	2%	2%	3%	4%	2%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Privatisation	24	13	11	4	4	4	6	6	1	8	10	6	12	13	5	10	8	1	15	9	19
	2%h	3%	2%	3%	3%	2%	4%	4%hk	*	3%	3%	2%h	3%	2%	2%	4%o	4%oq	*	3%	2%o	2%
Trade unions/ Strikes	21	12	9	3	6	7	-	1	4	9	7	5	17	5	1	11	5	5	11	10	14
	2%l	2%	2%	2%	4%	5%fjk	-	1%	2%	3%	2%	1%	4%	1%	*	4%zlp	2%	2%	2%l	2%	1%
Countryside/Rural life	16	9	7	-	3	1	4	3	5	3	5	8	3	12	4	6	2	3	10	6	15
	2%	2%	1%	-	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%
Nationalisation/ Government control of institutions	15	9	6	-	4	2	5	3	1	4	8	3	6	9	2	6	3	3	8	7	12
	2%	2%	1%	-	2%	1%	3%h	2%	*	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%
Animal welfare	14	6	8	1	2	5	3	*	3	3	8	3	8	6	1	6	4	3	7	7	13
	1%	1%	2%	1%	1%	3%	2%	*	1%	1%	2%	1%	2%	1%	*	2%	2%	1%	1%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12	10	2	3	2	-	1	*	5	5	1	6	5	7	*	5	1	5	6	6	10
	1%b	2%zb	*	2%	1%	-	1%	*	2%	2%	*	2%	1%	1%	*	2%	1%	2%	1%l	1%	1%
AIDS	4	1	3	-	3	2	-	-	-	3	2	-	4	-	2	1	1	1	3	2	4
	*	*	1%	-	2%k	1%	-	-	-	1%	*	-	1%	-	1%	*	1%	*	*	*	*
Foot and mouth outbreak/Farming crisis	4	3	1	1	1	-	-	-	2	2	-	2	2	2	*	-	2	1	*	4	4
	*p	1%	*	1%	1%	-	-	-	1%	1%	-	1%	1%	*	*	-	1%	1%	*	1%	*
Northern Ireland	4	4	-	1	1	-	-	-	1	2	-	1	2	1	-	-	2	1	-	4	3
	*	1%	-	1%	1%	-	-	-	1%	1%	-	*	*	*	-	-	1%p	1%	-	1%	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	3	-	-	1	-	-	-	2	1	-	2	1	2	*	-	1	1	*	3	3
	*	1%	-	-	1%	-	-	-	1%	*	-	1%	*	*	*	-	1%	1%	*	1%	*
Median	2	2	2	2	2	3	3	2	2	2	3	2	2	2	3	2	3	2	3	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	983	514	469	108	130	137	137	189	282	238	274	471	375	608	276	327	192	188	603	380	983
WEIGHTED BASE	992	483	509	132*	167*	156	173	142	222	299	329	364	455	537	268	276	203	245	544	448	983
	100%	49%	51%	13%*	17%*	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	99%
Other	31	15	16	1	6	5	6	5	8	7	11	13	12	19	14	10	2	5	24	7	36
	3% ^a	3%	3%	1%	4%	3%	4%	3%	4%	2%	3%	4%	3%	4%	5% ^{nq}	4%	1%	2%	4% ^{znq}	2%	4%
MEAN NUMBER OF MENTIONS	3.53	3.61	3.45	3.59	3.44	3.57	3.52	3.77	3.38	3.50	3.54	3.53	3.52	3.53	3.57	3.47	3.88 ^q	3.24	3.52	3.53	3.53
STANDARD ERROR	0.08	0.12	0.11	0.21	0.32	0.18	0.18	0.20	0.12	0.20	0.13	0.11	0.14	0.09	0.11	0.13	0.25	0.18	0.08	0.15	0.08
ERROR VARIANCE	0.01	0.01	0.01	0.04	0.10	0.03	0.03	0.04	0.02	0.04	0.02	0.01	0.02	0.01	0.01	0.02	0.06	0.03	0.01	0.02	0.01
Don't know	124	57	67	19	40	13	16	10	25	60	29	35	73	51	19	34	21	50	53	71	110
	13% ^{jk}	12%	13%	15%	24% ^{zef}	9%	9%	7%	11%	20% ^{zef}	9%	10%	16%	9%	7%	12%	10%	20% ^{zl}	10%	16% ^{zl}	11%
	lp			ghjk	ghjk				ghjk	ghjk							mnp		np		
Personal finances (NET)	263	124	140	57	56	44	48	29	30	113	92	59	156	107	63	82	59	60	144	119	249
	27% ^{hk}	26%	27%	43% ^{ze}	33% ^{gh}	28% ^{hk}	28% ^{hk}	20%	14%	38% ^{zg}	28% ^{hk}	16%	34%	20%	23%	30%	29%	25%	27%	26%	25%
				fghjk	k					hjk											

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Common Market/ Brexit/EU/Europe/ Euro	485 49%de fnq	424 50%de fg	20 40%	41 47%	136 42%	95 40%	129 42%	109 43%	219 60%za bdefg	70 52%	162 59%za defg	92 65%za bcdef gj	177 54%zn oq	156 53%nq	46 35%	96 42%	333 54%zn oq	142 40%	503 51%
National health service/Hospitals/ Healthcare	418 42%iq	373 44%i	18 37%	27 31%	124 38%	97 41%	127 42%	109 43%	167 46%ci j	40 30%	116 42%i	76 54%za cdefh ij	153 46%oq	132 45%	50 38%	79 35%	284 46%zo q	129 36%	415 42%
Immigration/ immigrants	244 25%i	201 23%i	26 53%za cdefg hijk	17 20%	78 24%i	61 26%i	88 29%ag i	62 24%i	77 21%i	14 10%	59 22%i	46 32%za hij	97 29%zm p	62 21%	35 27%	49 22%	159 26%m	84 23%	243 25%
Education/Schools	212 21%eo	173 20%e	14 29%	25 29%de	61 19%e	36 15%	73 24%e	59 23%	79 22%	24 18%	54 20%	30 21%	64 19%	83 28%zl opq	32 24%q	32 14%	147 24%zl o	64 18%	202 21%
Economy/Economic situation	193 19%nq	172 20%	9 19%	12 14%	63 20%	51 22%	51 17%	42 16%	78 22%	41 30%za cfgh	66 24%k	26 18%	72 22%nq	71 24%znq	11 8%	37 16%	143 23%zn q	48 13%	198 20%
Defence/Foreign affairs/ International terrorism	178 18%di	163 19%d	7 15%	8 9%	42 13%	34 14%	55 18%	48 19%	81 22%zc de	23 17%	59 21%cd	36 25%zc de	54 16%	54 18%	28 21%	42 18%	108 17%	70 19%	179 18%
Housing	175 18%de p	159 19%de	5 11%	10 11%	35 11%	25 11%	60 19%de	54 21%de	80 22%zd e	37 27%za cde	68 25%za cde	31 22%de	48 15%	49 17%	26 20%	49 22%	98 16%	75 21%	180 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
 Number of sample points : 201
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15% ^m	125 15%	10 22%	13 14%	39 12%	27 11%	52 17%	42 16%	56 15%	21 16%	43 15%	21 15%	62 19% ^{zm} op	29 10%	34 26% ^{zmo} pq	21 9%	91 15% ^m	56 16% ^o	145 15%
Poverty/Inequality	131 13% ^l	114 13%	5 11%	12 13%	40 12%	28 12%	42 14%	37 14%	49 13%	22 16%	36 13%	14 10%	28 9%	49 17% ^{lnp}	9 7%	42 19% ^{ln}	77 12% ^l	52 14% ⁿ	131 13%
Unemployment/ Factory closure/ Lack of industry	115 12% ^{ak}	90 11%	11 22% ^{ah} jk	14 17% ^k	41 13% ^k	27 11%	37 12%	26 10%	37 10% ^k	19 14%	27 10% ^k	8 6%	31 9%	35 12%	18 14%	31 13%	66 11%	49 14%	107 11%
Ageing population/ Social care for the elderly	102 10% ^q	86 10%	8 16%	9 10%	33 10%	24 10%	30 10%	22 9%	39 11%	15 11%	31 11%	16 11%	59 18% ^{zmn} opq	21 7%	9 7%	13 6%	80 13% ^{zmo} q	22 6%	119 12%
Inflation/Prices	87 9% ^{lp}	72 8%	2 5%	12 14% ^f	27 8%	15 6%	19 6%	16 6%	41 11% ^a	19 14% ^f	31 11%	12 8%	19 6%	27 9%	13 10%	28 12% ^l	45 7%	41 11% ^l	79 8%
Pensions/Social security/Benefits	80 8% ^{hjk}	68 8% ^{hj}	6 13% ^{hjk}	6 7%	26 8%	19 8%	39 13% ^{za} hijk	32 13% ^{zah} ijk	16 4%	5 4%	10 4%	5 4%	30 9%	26 9%	10 7%	14 6%	55 9%	24 7%	73 7%
Low pay/Minimum wage/Fair wages	79 8% ^{lp}	62 7%	3 7%	13 16% ^{zae} hk	29 9% ^e	16 7%	23 8%	20 8%	26 7%	15 11%	22 8%	8 5%	16 5%	21 7%	18 14% ^{zl} p	24 10%	37 6%	41 12% ^{zlp}	73 7%
Lack of faith in politics / politicians / government	75 8% ^{go}	59 7% ^g	8 17% ^{zaf} g	7 8%	32 10% ^g	24 10% ^{ag}	18 6% ^g	9 4%	26 7%	9 6%	22 8%	14 10% ^g	37 11% ^{zmo} pq	18 6%	10 8%	7 3%	55 9% ^{zmo}	18 5%	77 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Pollution/ Environment	72 7% ^{dn}	62 7%	5 11%	5 5%	15 5%	10 4%	18 6%	13 5%	39 11% ^{zad} eg	10 8%	28 10% ^{de}	18 12% ^{zad} efg	21 6%	33 11% ^{znq}	2 2%	16 7%	54 9% ^{zln}	18 5% ⁿ	67 7%
Public services in general	65 7%	60 7%	1 3%	4 4%	19 6%	15 7%	16 5%	15 6%	30 8%	9 7%	25 9%	16 12% ^{zaf}	23 7%	28 9% ^{znq}	4 3%	11 5%	51 8% ^{zq}	14 4%	70 7%
Taxation	46 5%	40 5%	4 9%	3 3%	18 5%	15 6%	15 5%	11 4%	13 4%	7 5%	13 5%	6 4%	14 4%	17 6%	4 3%	11 5%	31 5%	15 4%	44 4%
Drug abuse	45 5%	39 5%	3 7%	3 3%	15 5%	12 5%	19 6%	16 6%	11 3%	3 2%	10 4%	7 5%	13 4%	19 7%	5 4%	8 4%	32 5%	14 4%	43 4%
Race relations	44 4%	39 5%	4 7%	1 2%	10 3%	9 4%	22 7% ^z	18 7%	12 3%	4 3%	8 3%	4 3%	15 5%	13 4%	5 3%	11 5%	28 4%	16 4%	43 4%
Pound/Exchange rate/Value of pound	38 4%	32 4%	4 8%	2 3%	15 5%	13 6%	12 4%	8 3%	11 3%	6 4%	11 4%	6 4%	15 4%	14 5%	1 1%	9 4%	28 5%	10 3% ⁿ	33 3%
Population levels/ Overpopulation	36 4% ^d	33 4% ^{de}	3 6%	1 1%	4 1%	3 1%	13 4%	10 4%	20 5% ^{de}	3 2%	14 5% ^d	11 8% ^{zac} dej	9 3%	17 6% ^z	2 2%	8 3%	26 4%	10 3%	37 4%
Morality/ Individual behaviour/ Lifestyle	36 4%	29 3%	5 11% ^{zaf} g	2 2%	12 4%	10 4%	10 3% ^g	5 2%	14 4%	6 4%	12 4%	6 4%	19 6% ^{zq}	12 4%	2 2%	4 2%	30 5% ^{zq}	6 2%	46 5%
Transport/Public transport	32 3% ^{cd}	29 3% ^d	2 5%	1 1%	4 1%	3 1%	10 3%	7 3%	19 5% ^d	7 5%	13 5% ^d	6 4%	10 3%	12 4%	2 1%	8 4%	22 4%	10 3%	31 3%

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 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
Petrol prices/Fuel	31	23	2	7	10	4	13	11	8	1	5	4	11	8	3	10	19	13	32
	3%	3%	4%	8% ^{zad} ehij	3% ^e	2%	4%	4%	2%	1%	2%	3%	3%	3%	2%	4%	3%	4%	3%
Local government/ Council tax	30	23	2	4	10	5	9	7	11	7	9	2	11	5	6	8	16	14	31
	3%	3%	5%	5%	3%	2%	3%	3%	3%	5%	3%	2%	3%	2%	5%	3%	3%	4%	3%
Nuclear weapons/ Nuclear war/ Disarmament	27	23	3	1	6	5	16	13	5	-	4	4	8	8	6	4	17	10	29
	3%	3%	6% ⁱ	2%	2%	2%	5% ^{zah} ij	5% ^{zah} ij	1%	-	1%	3%	3%	3%	4%	2%	3%	3%	3%
Privatisation	24	23	2	-	7	7	8	7	9	5	9	4	5	13	3	3	18	6	19
	2%	3%	3%	-	2%	3%	3%	3%	2%	4%	3%	3%	2%	4% ^z	2%	1%	3% ^l	2%	2%
Trade unions/ Strikes	21	17	-	4	5	1	7	7	9	4	5	1	5	5	3	9	9	12	14
	2% ^p	2%	-	4% ^e	2% ^e	1%	2%	3%	2%	3%	2%	1%	1%	2%	2%	4%	1%	3%	1%
Countryside/Rural life	16	12	3	-	1	1	7	3	9	1	7	6	13	2	*	-	15	*	15
	2% ^{dq}	1% ^d	7% ^{zac} deg	-	*	*	2% ^g	1%	2% ^d	1%	2% ^d	4% ^{zad} e	4% ^{zmo} pq	1%	*	-	2% ^{zmq}	*	2%
Nationalisation/ Government control of institutions	15	14	-	1	3	2	2	2	10	3	10	8	8	3	-	5	10	5	12
	2%	2%	-	1%	1%	1%	1%	1%	3%	2%	4% ^{zaf}	5% ^{zad} efgh	2%	1%	-	2%	2%	1%	1%
Animal welfare	14	11	3	-	3	3	8	5	3	1	3	2	6	5	4	-	10	4	13
	1%	1%	5% ^h	-	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	3%	-	2%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12	3	1	7	7	-	1	-	3	*	2	1	5	1	3	2	6	6	10
	1% ^{al}	*	3% ^{aeg}	9% ^{zad} efghi jk	2% ^{aeg}	-	*	-	1%	*	1%	1%	1%	*	3%	1%	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	983	840	51	92	327	235	314	263	342	111	269	158	401	284	131	155	685	286	983
WEIGHTED BASE	992	857	48*	87*	323	236	306	257	363	134*	277	142	329	293	131*	227	622	359	983
	100%	86%	5%*	9%*	33%	24%	31%	26%	37%	14%*	28%	14%	33%	30%	13%*	23%	63%	36%	99%
AIDS	4	4	-	-	-	-	1	1	4	3	4	1	1	1	-	2	2	2	4
	*	1%	-	-	-	-	*	*	1%	2%	1%	1%	*	*	-	1%	*	1%	*
Foot and mouth outbreak/Farming crisis	4	3	1	-	-	-	3	2	1	-	1	1	1	3	-	-	4	-	4
	*	*	3%ade	-	-	-	1%	1%	*	-	*	1%	*	1%	-	-	1%	-	*
Northern Ireland	4	2	1	-	1	1	1	-	1	-	1	1	1	2	-	-	4	-	3
	*	*	3%zag	-	*	*	*	-	*	-	*	1%	*	1%	-	-	1%	-	*
Bird flu/Pandemic flu/Swine flu/Ebola	3	2	1	-	-	-	2	*	1	-	1	1	2	1	-	-	3	-	3
	*	*	3%zade	-	-	-	1%g	*	*	-	*	1%	1%	*	-	-	*	-	*
Median	2	2	3	2	2	2	2	2	3	2	3	3	2	3	2	2	2	2	2
Other	31	27	-	4	10	5	9	9	13	4	10	6	12	10	3	6	22	9	36
	3%	3%	-	5%	3%	2%	3%	3%	4%	3%	3%	4%	4%	3%	2%	3%	4%	3%	4%
MEAN NUMBER OF MENTIONS	3.53d	3.50d	4.35c	3.27	3.20	3.18	3.57g	3.43	3.77a	3.51	3.78d	4.04z	3.66	3.72	3.25	3.29	3.69z	3.27	3.53
	e	e	deg						de		e	ade							
STANDARD ERROR	0.08	0.09	0.47	0.17	0.11	0.14	0.13	0.13	0.16	0.22	0.20	0.32	0.13	0.17	0.14	0.17	0.11	0.11	0.08
ERROR VARIANCE	0.01	0.01	0.22	0.03	0.01	0.02	0.02	0.02	0.03	0.05	0.04	0.10	0.02	0.03	0.02	0.03	0.01	0.01	0.01
Don't know	124	112	4	8	53	45	27	23	44	19	35	16	30	26	20	47	56	66	110
	13%lm	13%fg	8%	9%	17%zf	19%zaf	9%	9%	12%	14%	13%	11%	9%	9%	15%	20%zlm	9%	18%zl	11%
	p			g	gh										p		mp		
Personal finances (NET)	263	219	10	34	84	50	78	68	101	49	76	27	60	80	38	83	140	121	249
	27%kl	26%	21%	40%za	26%e	21%	26%	26%	28%k	36%za	27%k	19%	18%	27%lp	29%l	36%zl	23%l	34%zl	25%
	p			defk						ejk					p		p		

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Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	983	361	120	502	283	308	42	284	105	171	367	254	983
WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Common Market/ Brexit/EU/Europe/ Euro	485	212	63	209	161	157	29	108	43	75	225	135	503
	49% ^l	52%	44%	47%	61% ^z _g	46%	78% ^z _g	38%	36%	49%	62% ^z _l	46%	51%
National health service/Hospitals/ Healthcare	418	154	73	191	113	158	16	104	44	68	167	116	415
	42%	38%	52% ^a	43%	42%	47%	45%	37%	36%	45%	46%	39%	42%
Immigration/ immigrants	244	90	28	126	92	54	10	58	35	38	77	59	243
	25% ^g	22%	20%	28% ^z	35% ^z _g	16%	27%	20%	29%	25%	21%	20%	25%
Education/Schools	212	97	30	85	49	77	10	53	22	31	97	93	202
	21%	24%	21%	19%	18%	23%	28%	19%	18%	20%	27% ^z	31%	21%
Economy/Economic situation	193	100	22	71	58	75	4	47	19	28	96	57	198
	19% ^c	25% ^z _c	15%	16%	22%	22%	11%	16%	15%	18%	26% ^z	19%	20%
Defence/Foreign affairs/ International terrorism	178	74	30	74	51	55	6	56	21	35	90	66	179
	18%	18%	22%	17%	19%	16%	16%	20%	17%	23%	25% ^z	22%	18%
Housing	175	78	22	75	37	72	9	39	23	30	62	64	180
	18%	19%	15%	17%	14%	21%	24%	14%	19%	19%	17%	21%	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148	53	14	80	49	46	5	31	15	28	51	34	145
	15%	13%	10%	18% ^z	18%	14%	14%	11%	12%	18%	14%	11%	15%
Poverty/Inequality	131	66	20	44	18	59	6	40	12	16	52	38	131
	13% ^c _f	16% ^c	14%	10%	7%	17% ^z _f	15%	14%	10%	10%	14%	13%	13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 6th - 16th October 2017
Number of sample points : 201
Source : Ipsos MORI (JN Q218)

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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	983	361	120	502	283	308	42	284	105	171	367	254	983
WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Unemployment/ Factory closure/ Lack of industry	115 12%	63 15%zbc	8 6%	45 10%	23 9%	55 16%zfh	1 3%	23 8%	12 10%	17 11%	48 13%	26 9%	107 11%
Ageing population/ Social care for the elderly	102 10%	40 10%	9 6%	54 12%	33 12%	27 8%	5 14%	23 8%	9 7%	21 14%	47 13%	16 6%	119 12%
Inflation/Prices	87 9% _c	42 10% _c	19 14% _c	26 6%	20 8%	39 11%	1 3%	23 8%	4 3%	13 9%	45 12% _z _l	26 9%	79 8%
Pensions/Social security/Benefits	80 8%	36 9%	5 4%	39 9%	27 10%	30 9%	2 4%	17 6%	14 11%	15 10%	34 9%	26 9%	73 7%
Low pay/Minimum wage/Fair wages	79 8% _{cf}	51 12% _{zc}	10 7%	18 4%	12 4%	32 10% _f	1 2%	19 7%	11 9%	11 7%	33 9%	33 11%	73 7%
Lack of faith in politics / politicians / government	75 8%	25 6%	7 5%	44 10% _z	25 10%	19 6%	2 6%	18 6%	4 3%	16 10%	23 6%	20 7%	77 8%
Pollution/ Environment	72 7% _l	34 8%	13 9%	25 6%	16 6%	25 7%	* 1%	22 8%	2 2%	7 5%	37 10% _z _l	23 8%	67 7%
Public services in general	65 7%	34 8%	5 3%	26 6%	22 8%	17 5%	* 1%	17 6%	7 6%	11 7%	27 7%	21 7%	70 7%
Taxation	46 5%	21 5%	4 3%	21 5%	10 4%	19 6%	1 2%	13 4%	2 1%	9 6%	14 4%	11 4%	44 4%
Drug abuse	45 5%	18 4%	7 5%	21 5%	12 5%	13 4%	1 4%	13 5%	6 5%	8 5%	11 3%	12 4%	43 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
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Respondent type : GB Adults 18+
Fieldwork dates : 6th - 16th October 2017
Number of sample points : 201
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	983	361	120	502	283	308	42	284	105	171	367	254	983
WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Race relations	44	15	4	24	13	17	2	6	8	13	11	9	43
	4%	4%	3%	5%	5%	5%	6%	2%	6%	8%zn	3%	3%	4%
Pound/Exchange rate/Value of pound	38	18	5	15	16	7	2	9	1	3	18	8	33
	4%	5%	4%	3%	6%	2%	6%	3%	1%	2%	5%	3%	3%
Population levels/Overpopulation	36	17	5	15	11	9	-	9	2	7	19	9	37
	4%	4%	3%	3%	4%	3%	-	3%	2%	4%	5%	3%	4%
Morality/Individual behaviour/Lifestyle	36	10	8	18	14	10	3	6	4	4	13	11	46
	4%	2%	6%	4%	5%	3%	7%	2%	4%	3%	4%	4%	5%
Transport/Public transport	32	21	1	10	9	11	2	8	4	1	16	13	31
	3%	5%z	1%	2%	3%	3%	4%	3%	3%	1%	4%	4%	3%
Petrol prices/Fuel	31	17	2	13	9	11	1	8	5	6	11	12	32
	3%	4%	1%	3%	3%	3%	2%	3%	4%	4%	3%	4%	3%
Local government/Council tax	30	9	3	17	10	10	-	6	5	3	9	3	31
	3%	2%	2%	4%	4%	3%	-	2%	4%	2%	3%	1%	3%
Nuclear weapons/Nuclear war/Disarmament	27	12	3	12	11	5	-	8	5	4	10	3	29
	3%	3%	2%	3%	4%	1%	-	3%	4%	2%	3%	1%	3%
Privatisation	24	15	7	3	7	11	-	-	4	2	9	8	19
	2%^c	4% ^c	5% ^c	1%	3%	3%	-	-	3%	1%	3%	3%	2%
Trade unions/Strikes	21	8	5	9	4	13	-	2	5	1	9	7	14
	2%	2%	3%	2%	1%	4%z	-	1%	4%	1%	2%	2%	1%

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	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
Countryside/Rural life	16	5	2	9	3	3	-	2	-	4	3	5	15
	2%	1%	1%	2%	1%	1%	-	1%	-	2%	1%	2%	2%
Nationalisation/ Government control of institutions	15	9	1	5	4	4	-	3	1	-	6	4	12
	2%	2%	1%	1%	1%	1%	-	1%	*	-	2%	1%	1%
Animal welfare	14	3	3	8	2	7	-	3	1	1	6	6	13
	1%	1%	2%	2%	1%	2%	-	1%	1%	1%	2%	2%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12	1	*	10	3	2	*	4	3	3	3	1	10
	1%	*	*	2%za	1%	1%	1%	1%	3%	2%	1%	*	1%
AIDS	4	4	-	1	1	2	-	1	-	1	2	2	4
	*	1%	-	*	*	*	-	*	-	1%	1%	1%	*
Foot and mouth outbreak/Farming crisis	4	1	*	2	-	*	-	2	-	-	2	1	4
	*	*	*	1%	-	*	-	1%	-	-	1%	*	*
Northern Ireland	4	1	-	2	-	-	-	2	-	-	1	-	3
	*	*	-	1%	-	-	-	1%	-	-	*	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	1	-	2	*	-	-	1	-	*	1	-	3
	*	*	-	*	*	-	-	*	-	*	*	-	*
Median	2	3	2	2	3	3	2	2	2	3	3	2	2
Other	31	13	5	13	10	4	4	12	1	7	17	9	36
	3%g	3%	4%	3%	4%	1%	11%zgi	4%	1%	4%	5%	3%	4%

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
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WEIGHTED BASE	992	406	141*	444	266	338	36*	282	121*	153	363	297	983
	100%	41%	14%*	45%	27%	34%	4%*	28%	12%*	15%	37%	30%	99%
MEAN NUMBER OF MENTIONS	3.53	3.72	3.23	3.44	3.68	3.50	3.39	3.12	3.11	3.60	3.91z	3.48	3.53
STANDARD ERROR	0.08	0.16	0.16	0.10	0.14	0.10	0.41	0.13	0.18	0.16	0.12	0.14	0.08
ERROR VARIANCE	0.01	0.03	0.03	0.01	0.02	0.01	0.16	0.02	0.03	0.03	0.01	0.02	0.01
Don't know	124	42	14	67	25	29	1	64	27	17	17	46	110
	13% ^{gh}	10%	10%	15% ^z	10%	9%	1%	23%	22% ^{zm}	11% ⁿ	5%	16%	11%
Personal finances (NET)	263	130	46	86	44	112	7	76	26	35	109	85	249
	27% ^{cf}	32% ^{zc}	33% ^c	19%	17%	33% ^{zf}	19%	27%	22%	23%	30%	29%	25%

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Q.PL01/02
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Common Market/ Brexit/EU/Europe/ Euro	485	111	223	69	102	485	120	123	275	86	442	41	41	236	63	85	58	34	24	78	503
	49%tkl v	58%zt	53%zt	47%	42%	100%zab cft	57%zt	43%	51%	51%	52%zk	31%	40%	53%l	71%zqr s	44%	50%q	38%	22%	58%zv	51%
National health service/Hospitals/ Healthcare	418	81	418	74	87	223	125	107	232	79	369	47	40	183	33	74	38	39	38	49	415
	42%r	42%	100%zac eft	50%t	36%	46%zt	59%zae t	37%	43%	47%	43%	36%	39%	41%	37%	38%r	33%	44%	34%	37%	42%
Immigration/ immigrants	244	42	87	43	244	102	40	56	149	39	225	18	18	99	14	62	36	27	111	133	243
	25%bek p	22%	21%	29%bf	100%zab cef	21%	19%	20%	28%zg	23%	26%zk	13%	18%	22%	15%	32%zp	31%p	29%	100%z	100%z	25%
Education/Schools	212	46	125	41	40	120	212	39	128	45	183	28	25	98	25	35	18	22	11	28	202
	21%gv	24%	30%zet	28%t	16%	25%zt	100%zab cet	14%	24%g	27%g	21%	21%	25%	22%	28%r	18%	16%	24%	10%	21%	21%
Economy/Economic situation	193	193	81	32	42	111	46	53	103	36	170	22	23	97	21	42	27	18	16	26	198
	19%	100%zbc eft	19%	22%	17%	23%z	22%	19%	19%	22%	20%	17%	23%	22%	23%	22%	24%	20%	14%	20%	20%
Defence/Foreign affairs/ International terrorism	178	34	70	41	41	94	26	49	90	39	152	24	18	85	16	36	28	11	12	30	179
	18%f	18%	17%	28%zab eft	17%	19%f	12%	17%	17%	23%	18%	18%	18%	19%	18%	18%	24%q	12%	11%	22%	18%
Housing	175	47	81	24	45	94	55	63	92	20	151	22	14	84	22	37	26	12	17	28	180
	18%	25%z	19%	16%	19%	19%	26%zbe	22%i	17%	12%	18%	17%	14%	19%	25%	19%	22%	14%	16%	21%	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148	32	74	148	43	69	41	31	91	26	125	21	12	58	12	37	12	27	15	28	145
	15%	17%	18%	100%zab eft	18%	14%	19%	11%	17%	15%	15%	16%	12%	13%	13%	19%r	11%	30%zpq r	14%	21%	15%

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
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	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Poverty/Inequality	131	30	52	14	20	56	39	41	62	27	112	16	13	70	16	16	13	7	5	15	131
	13%tv	15%t	12%	9%	8%	12%	19%zbc et	14%	12%	16%	13%	12%	13%	16%	18%q	8%	12%q	7%	5%	11%	13%
Unemployment/ Factory closure/ Lack of industry	115	32	42	33	25	37	29	29	71	15	92	22	19	52	6	35	21	17	12	13	107
	12%ej	17%zbe	10%	22%zbe t	10%	8%	14%e	10%	13%	9%	11%	17%	18%z	12%	7%	18%zp	18%zp	18%	11%	10%	11%
Ageing population/ Social care for the elderly	102	34	61	25	29	55	38	21	54	28	98	3	7	42	11	22	10	12	3	26	119
	10%kv	18%ze	15%z	17%z	12%	11%	18%ze	7%	10%	17%zgh	11%zk	2%	7%	10%	12%	11%	9%	13%	3%	20%zv	12%
Inflation/Prices	87	30	36	17	20	47	15	30	43	13	69	17	8	51	8	20	8	12	7	13	79
	9%	15%zbe t	9%	12%	8%	10%	7%	11%	8%	8%	8%	13%	8%	11%	9%	10%r	7%	14%	6%	10%	8%
Pensions/Social security/Benefits	80	29	40	20	22	39	24	19	42	19	67	12	6	39	6	13	7	6	9	13	73
	8%	15%zbe	10%	14%z	9%	8%	11%	7%	8%	11%	8%	9%	6%	9%	7%	7%	6%	6%	8%	10%	7%
Low pay/Minimum wage/Fair wages	79	24	34	15	11	26	25	29	31	19	67	10	10	50	8	19	8	12	1	11	73
	8%ehv	13%zet	8%e	10%et	5%	5%	12%et	10%	6%	11%h	8%	8%	10%	11%z	9%	10%r	7%	14%	1%	8%v	7%
Lack of faith in politics / politicians / government	75	20	26	18	23	40	22	17	41	16	68	5	3	30	6	13	10	5	1	22	77
	8%lv	10%	6%	12%b	9%	8%	10%	6%	8%	10%	8%	4%	3%	7%	6%	7%	9%	5%	1%	17%zv	8%
Pollution/ Environment	72	20	39	18	20	39	27	20	33	19	62	9	7	38	9	10	7	3	3	16	67
	7%	10%	9%	12%	8%	8%	13%ze	7%	6%	12%	7%	7%	7%	8%	10%	5%	6%	3%	3%	12%v	7%
Public services in general	65	21	37	14	24	32	25	16	37	12	57	7	9	29	6	10	7	6	7	17	70
	7%	11%ze	9%z	10%	10%	7%	12%ze	6%	7%	7%	7%	5%	9%	7%	6%	5%	6%	7%	6%	13%z	7%

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	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Taxation	46 5%e	15 8%ze	25 6%e	12 8%e	11 5%	16 3%	11 5%	17 6%	21 4%	9 5%	36 4%	9 7%	2 2%	23 5%	3 4%	5 3%	5 4%	3 3%	2 2%	9 7%	44 4%
Drug abuse	45 5%e	11 5%e	22 5%e	16 11%zbe	18 7%e	12 3%	13 6%e	16 5%	24 4%	6 4%	38 4%	6 4%	4 4%	21 5%	6 7%	8 4%	3 3%	7 8%	5 5%	13 9%z	43 4%
Race relations	44 4%j	12 6%	17 4%	15 10%zbe	16 7%	21 4%	10 5%	17 6%	22 4%	5 3%	31 4%	11 9%j	4 3%	15 3%	4 4%	7 3%	6 5%	4 4%	8 7%	8 6%	43 4%
Pound/Exchange rate/Value of pound	38 4%	18 9%ze	25 6%z	10 7%	13 5%	22 5%	15 7%z	13 5%	18 3%	7 4%	33 4%	5 3%	3 3%	20 5%	6 6%	6 3%	4 3%	2 2%	2 2%	11 8%z	33 3%
Population levels/Overpopulation	36 4%g	11 6%	17 4%	8 5%	18 7%ze	18 4%	10 5%	2 1%	22 4%g	12 7%zg	33 4%	2 2%	5 5%	17 4%	3 4%	9 5%	6 5%	3 4%	3 3%	15 11%zv	37 4%
Morality/Individual behaviour/Lifestyle	36 4%	18 9%zbe	15 4%	11 7%	11 4%	18 4%	9 4%	9 3%	24 4%	3 2%	31 4%	3 3%	2 2%	16 4%	4 4%	7 3%	3 3%	4 4%	1 1%	9 7%	46 5%
Transport/Public transport	32 3%j	12 6%z	17 4%	6 4%	6 3%	18 4%	18 9%zbe	12 4%	13 2%	7 4%	24 3%	7 5%	4 3%	19 4%	4 5%	9 5%	8 7%zq	1 1%	1 1%	5 4%	31 3%
Petrol prices/Fuel	31 3%g	10 5%	17 4%	9 6%	8 3%	13 3%	10 5%	2 1%	17 3%	13 8%zgh	28 3%	2 2%	5 5%	14 3%	* *	5 2%	2 1%	3 3%	4 3%	5 3%	32 3%
Local government/Council tax	30 3%	13 7%ze	20 5%z	11 7%ze	12 5%	15 3%	12 5%	9 3%	16 3%	5 3%	26 3%	2 1%	3 3%	13 3%	4 5%	8 4%	4 3%	5 5%	3 3%	8 6%	31 3%
Nuclear weapons/Nuclear war/Disarmament	27 3%g	6 3%	15 4%	12 8%zabe	6 2%	14 3%	12 6%z	2 1%	17 3%	7 4%g	23 3%	2 1%	4 4%	14 3%	* 1%	5 3%	2 2%	5 5%	1 1%	5 3%	29 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th October 2017
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Privatisation	24 2%	5 2%	14 3%	7 5%e	6 3%	8 2%	11 5%ze	13 4%i	11 2%	* *	21 2%	2 2%	3 2%	19 4%z	4 5%	8 4%	5 4%	3 4%	- -	6 5%	19 2%
Trade unions/ Strikes	21 2%	7 2%j	8 2%	7 5%t	3 1%	10 2%	7 3%	3 1%	15 3%	4 2%	13 1%	7 5%j	* *	10 2%	4 4%	4 2%	2 1%	3 3%	- -	3 2%	14 1%
Countryside/Rural life	16 2%	5 3%	10 2%	5 3%	7 3%	11 2%	6 3%	1 *	10 2%	5 3%g	14 2%	1 1%	2 2%	5 1%	1 1%	2 1%	1 1%	1 1%	- -	7 5%zv	15 2%
Nationalisation/ Government control of institutions	15 2%	4 2%j	9 2%	5 3%	6 2%	9 2%	8 4%z	4 1%	10 2%	2 1%	9 1%	5 4%	1 1%	9 2%	2 2%	6 3%	3 3%	3 4%	- -	6 5%z	12 1%
Animal welfare	14 1%	4 2%	6 2%	8 5%zbt	3 1%	5 1%	8 4%ze	2 1%	12 2%	- -	10 1%	2 2%	* *	6 1%	3 3%	5 3%r	1 1%	4 4%	- -	3 3%	13 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12 1%	2 1%	8 2%	1 1%	4 2%	10 2%z	3 1%	* *	7 1%	4 2%g	9 1%	1 1%	* *	1 *	* *	5 3%	3 2%	2 2%	- -	4 3%	10 1%
AIDS	4 *j	4 2%z	2 *	4 3%zb	1 1%	4 1%	3 1%	3 1%	1 *	1 *	2 *	1 1%	1 1%	3 1%	2 2%	- -	- -	- -	- -	1 1%	4 *
Foot and mouth outbreak/Farming crisis	4 *	1 1%	1 *	1 1%	3 1%	3 1%	2 1%	- -	4 1%	* *	3 *	- -	- -	2 *	1 1%	1 1%	1 1%	- -	- -	3 2%z	4 *
Northern Ireland	4 *	1 1%	2 1%	1 1%	3 1%	3 1%	1 1%	1 *	3 *	- -	2 *	- -	- -	1 *	- -	1 1%	1 1%	- -	- -	3 2%z	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
UNWEIGHTED BASE	983	198	415	145	243	503	202	260	546	177	884	95	155	325	116	200	133	79	100	143	983
WEIGHTED BASE	992	193	418	148*	244	485	212	288	537	168	857	132*	102	443	89*	194	115*	90*	111*	133*	983
	100%	19%	42%	15%*	25%	49%	21%	29%	54%	17%	86%	13%*	10%	45%	9%*	20%	12%*	9%*	11%*	13%*	99%
Bird flu/Pandemic flu/Swine flu/Ebola	3 *	2 1%	2 *	2 1%	3 1%z	3 1%	1 1%	- -	3 *	* *	2 *	- -	- -	1 *	- -	1 1%	1 1%	- -	- -	3 2%z	3 *
Median	2	4	3	4	3	3	4	2	2	3	2	2	2	2	3	2	3	2	2	3	2
Other	31 3%	6 3%	11 3%	2 1%	9 4%	14 3%	7 3%	10 3%	17 3%	4 2%	29 3%	2 1%	3 3%	15 3%	5 6%	4 2%	3 3%	* *	3 3%	6 4%	36 4%
MEAN NUMBER OF MENTIONS	3.53g	5.17zb et	4.30z et	5.44zb et	4.17z	4.01z	5.13zb et	3.20	3.60	3.85g	3.53	3.19	3.23	3.68	3.89	3.56	3.56	3.67	3.05	5.11zv	3.53
STANDARD ERROR	0.08	0.28	0.15	0.38	0.25	0.14	0.28	0.12	0.12	0.16	0.08	0.21	0.14	0.16	0.26	0.17	0.16	0.33	0.18	0.40	0.08
ERROR VARIANCE	0.01	0.08	0.02	0.15	0.06	0.02	0.08	0.01	0.02	0.03	0.01	0.04	0.02	0.03	0.07	0.03	0.03	0.11	0.03	0.16	0.01
Don't know	124 13% ftijw	3 2%	10 2%	4 3%	13 5%	28 6%b	4 2%	40 14%	72 13%	12 7%	96 11%	28 21%z	10 9%	50 11%	10 11%	18 9%	10 9%	9 10%	11 10%w	2 1%	110 11%
Personal finances (NET)	263 27% thv et	70 36% zbc	108 26% t	38 25%	44 18%	115 24%	69 32% et	90 31% h	120 22%	53 32% h	227 26%	34 26%	27 26%	145 33% z	25 29%	51 26%	28 24%	29 32%	14 13%	30 23%	249 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2017 (PUBLIC - FINAL)

Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	983	142	96	182	92	279	192	983
WEIGHTED BASE	992	159	140*	210	119*	175	189	983
	100%	16%	14%*	21%	12%*	18%	19%	99%
Common Market/ Brexit/EU/Europe/ Euro	485 49% ^{bd}	78 49% ^b	46 33%	130 62% ^{za} bdf	43 36%	102 58% ^{zb} df	85 45%	503 51%
National health service/Hospitals/ Healthcare	418 42%	61 39%	51 36%	94 45%	44 37%	80 46%	88 46%	415 42%
Immigration/ immigrants	244 25% ^a	14 9%	28 20% ^a	46 22% ^a	33 27% ^a	49 28% ^a	75 40% ^{za} bce	243 25%
Education/Schools	212 21%	34 22%	24 17%	65 31% ^{zb} ef	29 24%	29 17%	31 16%	202 21%
Economy/Economic situation	193 19%	42 26% ^b	19 13%	46 22%	22 19%	32 18%	32 17%	198 20%
Defence/Foreign affairs/ International terrorism	178 18%	31 19%	27 19%	43 21%	25 21%	26 15%	26 14%	179 18%
Housing	175 18%	24 15%	31 22%	38 18%	24 20%	30 17%	29 15%	180 18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	15 9%	11 8%	25 12%	19 16%	23 13%	55 29% ^{za} bcde	145 15%
Poverty/Inequality	131 13% ^f	35 22% ^{zd} ef	25 18% ^f	34 16% ^f	12 10%	16 9%	8 4%	131 13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base

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Q.PL01/02
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	983	142	96	182	92	279	192	983
WEIGHTED BASE	992	159	140*	210	119*	175	189	983
	100%	16%	14%*	21%	12%*	18%	19%	99%
Unemployment/ Factory closure/ Lack of industry	115 12%e	20 13%	26 19%e	20 9%	19 16%e	12 7%	17 9%	107 11%
Ageing population/ Social care for the elderly	102 10%a	6 4%	9 7%	26 12%a	6 5%	27 15%za d	29 15%ad	119 12%
Inflation/Prices	87 9%e	19 12%e	18 13%e	17 8%	10 8%	8 5%	15 8%	79 8%
Pensions/Social security/Benefits	80 8%e	8 5%	14 10%	20 10%	6 5%	7 4%	25 13%zae	73 7%
Low pay/Minimum wage/Fair wages	79 8%ef	14 9%	21 15%zef	14 6%	18 15%zce f	6 3%	7 4%	73 7%
Lack of faith in politics / politicians / government	75 8%	10 6%	8 6%	11 5%	8 6%	13 7%	25 13%zc	77 8%
Pollution/ Environment	72 7%	15 9%	13 9%	19 9%	3 3%	13 7%	10 5%	67 7%
Public services in general	65 7%	14 9%	5 3%	16 8%	4 4%	13 7%	12 7%	70 7%
Taxation	46 5%e	12 8%e	10 7%	8 4%	3 3%	3 2%	10 5%	44 4%
Drug abuse	45 5%	4 3%	9 7%	4 2%	10 8%c	9 5%	9 5%	43 4%
Race relations	44 4%	9 6%	10 8%	6 3%	3 3%	5 3%	10 5%	43 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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UNWEIGHTED BASE	983	142	96	182	92	279	192	983
WEIGHTED BASE	992	159	140*	210	119*	175	189	983
	100%	16%	14%*	21%	12%*	18%	19%	99%
Pound/Exchange rate/Value of pound	38 4%	7 4%	4 3%	10 5%	2 1%	11 6%	6 3%	33 3%
Population levels/Overpopulation	36 4%	7 4%	4 3%	5 2%	4 4%	11 6%z	5 3%	37 4%
Morality/Individual behaviour/Lifestyle	36 4%	3 2%	2 2%	5 2%	5 4%	10 6%	10 5%	46 5%
Transport/Public transport	32 3%	6 4%	9 6%	6 3%	3 2%	7 4%	3 2%	31 3%
Petrol prices/Fuel	31 3%	5 3%	5 4%	6 3%	2 2%	3 2%	9 5%	32 3%
Local government/Council tax	30 3% c	4 2%	5 4%	1 1%	5 4%	5 3%	10 6% c	31 3%
Nuclear weapons/Nuclear war/Disarmament	27 3%	7 4%	3 2%	3 1%	2 2%	3 2%	9 5%	29 3%
Privatisation	24 2%	3 2%	5 4%	8 4%	2 2%	4 2%	2 1%	19 2%
Trade unions/ Strikes	21 2%	4 3%	5 3%	6 3%	1 1%	1 *	4 2%	14 1%
Countryside/Rural life	16 2%	1 *	2 1%	5 3%	- -	4 2%	4 2%	15 2%
Nationalisation/Government control of institutions	15 2%	3 2%	1 1%	4 2%	3 3%	1 1%	2 1%	12 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	992	159	140*	210	119*	175	189	983
	100%	16%	14%*	21%	12%*	18%	19%	99%
Animal welfare	14 1%	1 1%	2 1%	6 3%	2 2%	* *	3 1%	13 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12 1%	2 1%	3 2%	1 1%	- -	2 1%	3 2%	10 1%
AIDS	4 *	2 1%	1 1%	1 *	1 1%	- -	- -	4 *
Foot and mouth outbreak/Farming crisis	4 *	-	2 2%	-	-	* *	1 1%	4 *
Northern Ireland	4 *	-	2 2%	-	-	-	1 1%	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	-	1 1%	-	-	* *	1 1%	3 *
Median	2	2	2	3	3	2	2	2
Other	31 3%	5 3%	3 2%	9 4%	2 2%	11 6%zf	2 1%	36 4%
MEAN NUMBER OF MENTIONS	3.53	3.44	3.57	3.68	3.30	3.40	3.65	3.53
STANDARD ERROR	0.08	0.17	0.41	0.17	0.19	0.11	0.20	0.08
ERROR VARIANCE	0.01	0.03	0.16	0.03	0.03	0.01	0.04	0.01

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UNWEIGHTED BASE	983	142	96	182	92	279	192	983
WEIGHTED BASE	992	159	140*	210	119*	175	189	983
	100%	16%	14%*	21%	12%*	18%	19%	99%
Don't know	124	24	36	11	18	18	17	110
	13% ^c	15% ^c	26% ^{zce}	5% ^f	15% ^c	10% ^e	9% ^f	11%
Personal finances (NET)	263	58	55	54	37	32	27	249
	27% ^{ef}	37% ^{ze}	39% ^{ze}	26% ^f	31% ^{ef}	18% ^e	14% ^f	25%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base