

**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Common Market/ Brexit/EU/Europe/ Euro	<b>251</b>	147	104	32	19	45	53	37	66	50	97	103	95	156	104	76	29	42	180	71	286
	26%bd inoq	30%zb	21%	25%di	11%	29%di	30%di	26%d	30%di	17%d	30%di	29%di	21%	29%	40%zm nopq	28%no q	14%	17%	34%zm noq	16%	29%
National health service/Hospitals/ Healthcare	<b>131</b>	46	85	14	25	15	25	17	34	39	40	51	55	76	32	44	26	28	77	54	144
	13%a	9%	17%za	11%	15%	10%	14%	12%	16%	13%	12%	14%	12%	14%	13%	16%	13%	11%	14%	12%	14%
Immigration/ immigrants	<b>83</b>	35	48	5	7	15	7	20	30	12	22	49	27	56	15	14	22	33	29	55	77
	8%imp	7%	10%	4%	4%	10%	4%	14%zc dfij	13%zcd fij	4%	7%	14%zcd fij	6%	11%	6%	5%	11%	13%zlm p	5%	12%zlm p	8%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>78</b>	44	34	5	14	14	17	12	17	19	30	29	33	46	12	17	23	26	29	49	69
	8%lp	9%	7%	4%	8%	9%	10%	8%	8%	6%	9%	8%	7%	9%	5%	6%	11%lp	11%l	5%	11%lp	7%
Economy/Economic situation	<b>58</b>	38	20	9	12	12	9	7	7	22	21	15	34	24	14	20	10	13	35	23	58
	6%b	8%b	4%	7%	7%	8%	5%	5%	3%	7%	7%	4%	8%	4%	5%	7%	5%	5%	7%	5%	6%
Defence/Foreign affairs/ International terrorism	<b>55</b>	21	33	11	9	-	8	12	14	20	8	27	20	35	15	13	15	11	29	26	56
	6%ej	4%	7%	9%ej	6%e	-	4%e	9%ej	7%ej	7%ej	2%	7%ej	5%	6%	6%	5%	7%	5%	5%	6%	6%
Poverty/inequality	<b>38</b>	24	15	7	6	5	6	5	9	13	11	14	18	20	8	9	7	14	17	21	43
	4%	5%	3%	5%	4%	3%	4%	4%	4%	4%	3%	4%	4%	4%	3%	3%	3%	6%	3%	5%	4%
Ageing population/ Social care for the elderly	<b>32</b>	16	16	3	3	13	5	2	7	5	18	9	19	13	7	11	7	7	18	15	28
	3%	3%	3%	2%	2%	9%zdg ik	3%	1%	3%	2%	5%f	2%	4%	3%	3%	4%	4%	3%	3%	3%	3%
Housing	<b>27</b>	15	12	4	7	3	3	8	1	11	6	10	14	13	4	4	11	8	8	19	22
	3%hp	3%	2%	3%	4%h	2%	2%	6%zhk	1%	4%	2%	3%h	3%	2%	2%	1%	5%mp	3%	1%	4%p	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 - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Education/Schools	<b>20</b> <b>2%</b>	6 1%	14 3%	2 2%	10 6%zfg hjk	4 2%	* *	* *	3 1%	12 4%zk	4 1%	4 1%	16 4%	4 1%	6 2%	7 2%	7 4%o	- -	13 2%	7 2%	18 2%
Lack of faith in politics / politicians / government	<b>17</b> <b>2%</b>	9 2%	9 2%	- -	3 2%	6 4%	4 3%	2 2%	2 1%	3 1%	10 3%	4 1%	8 2%	9 2%	5 2%	7 2%	5 2%	1 *	12 2%	6 1%	21 2%
Inflation/Prices	<b>16</b> <b>2%k</b>	9 2%	7 1%	3 2%	6 4%hk	1 1%	5 3%hk	1 1%	- -	9 3%hk	6 2%	1 *	10 2%	6 1%	2 1%	8 3%	3 2%	2 1%	11 2%	6 1%	13 1%
Unemployment/ Factory closure/ Lack of industry	<b>15</b> <b>2%p</b>	10 2%	4 1%	5 4%	1 1%	3 2%	1 1%	2 2%	3 1%	6 2%	4 1%	6 2%	8 2%	6 1%	2 1%	2 1%	3 1%	8 3%p	4 1%	11 2%	14 1%
Public services in general	<b>9</b> <b>1%a</b>	1 *	8 2%	2 2%	* *	* *	2 1%	1 1%	2 1%	3 1%	3 1%	4 1%	3 1%	6 1%	2 1%	2 1%	2 1%	3 1%	4 1%	5 1%	14 1%
Low pay/Minimum wage/Fair wages	<b>9</b> <b>1%k</b>	3 1%	6 1%	- -	1 1%	2 1%	5 3%zhk	* *	- -	1 *	7 2%k	* *	3 1%	5 1%	4 1%	1 *	* *	4 2%	5 1%	4 1%	7 1%
Race relations	<b>8</b> <b>1%</b>	5 1%	4 1%	1 1%	2 1%	- -	3 1%	2 1%	1 1%	3 1%	3 1%	3 1%	3 1%	6 1%	2 1%	5 2%	1 1%	* *	7 1%	2 *	9 1%
Population levels/ Overpopulation	<b>7</b> <b>1%p</b>	4 1%	3 1%	- -	1 1%	- -	3 2%	3 2%	* *	1 *	3 1%	3 1%h	1 *	6 1%	- -	* *	7 3%zlm op	- -	* *	7 1%p	6 1%
Morality/ Individual behaviour/ Lifestyle	<b>7</b> <b>1%</b>	3 1%	3 1%	1 1%	- -	3 2%	- -	1 1%	2 1%	1 *	3 1%	2 1%	4 1%	2 *	4 2%	1 *	* *	1 *	5 1%	1 *	9 1%
Pollution/ Environment	<b>6</b> <b>1%</b>	2 *	5 1%	1 1%	- -	1 1%	2 1%	* *	1 1%	1 *	4 1%	2 *	2 1%	4 1%	3 1%	2 1%	2 1%	1 *	4 1%	2 1%	9 1%

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  
Overlap formulae used. \* small base

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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
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<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	2 *	4 1%	-	1 *	4 3%zk	-	1 *	*	1 *	4 1%	1 *	5 1%	1 *	1 *	2 1%	1 *	3 1%	3 1%	3 1%	6 1%
Nationalisation/ Government control of institutions	6 1%	5 1%	1 *	2 2%	-	1 1%	2 1%	-	*	2 1%	3 1%	*	3 1%	3 *	*	1 *	2 1%	2 1%	1 *	4 1%	4 *
Taxation	4 *	2 *	2 *	-	2 1%	1 1%	-	1 1%	-	2 1%	1 *	1 *	3 1%	1 *	-	4 1%zq	-	-	4 1%	-	3 *
Drug abuse	4 *	1 *	2 *	1 1%	1 1%	* *	1 1%	-	-	2 1%	2 1%	-	2 1%	1 *	* *	1 1%	1 *	1 *	1 *	2 1%	4 *
Animal welfare	4 *	1 *	2 *	1 1%	-	-	1 1%	-	1 1%	1 *	1 *	1 *	1 *	3 *	-	1 *	2 1%	-	1 *	2 1%	3 *
Pensions/Social security/Benefits	2 *	1 *	1 *	-	1 1%	* *	1 *	-	-	1 *	1 *	-	2 *	1 *	-	2 1%	1 *	-	2 *	1 *	4 *
Petrol prices/Fuel	2 *	-	2 *	-	-	-	-	-	2 1%z	-	-	2 1%	-	2 *	* *	-	-	2 1%	* *	2 *	2 *
AIDS	2 *	2 *	-	-	-	-	-	2 1%z	-	-	-	2 1%	-	2 *	-	-	-	2 1%	-	2 *	1 *
Trade unions/ Strikes	2 *	-	2 *	-	-	-	-	2 1%z	-	-	-	2 1%	-	2 *	-	-	-	2 1%	-	2 *	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	2 *	-	1 1%	-	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	-	-	2 *	-	2 *
Privatisation	1 *	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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<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
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	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Northern Ireland	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	-	*	1%	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	*
Pound/Exchange rate/Value of pound	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	*
Scottish/Welsh assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	10	14	3	5	1	9	1	4	8	10	6	9	14	5	6	4	8	11	12	23
	2%	2%	3%	2%	3%	1%	5%	1%	2%	3%	3%e	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%
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
Don't know	56	23	33	13	28	4	2	2	6	41	6	9	45	10	8	14	11	23	22	34	42
	6%fgh jklp	5%	7%	10%ef ghjk	17%zef ghjk	2%	1%	2%	3%	14%zef ghjk	2%	2%	10%	2%	3%	5%	5%	9%lp	4%	7%l	4%
Personal finances (NET)	66	35	30	9	14	9	16	7	11	23	25	18	32	34	15	18	11	22	33	33	65
	7%	7%	6%	7%	8%	6%	9%	5%	5%	8%	8%	5%	7%	6%	6%	7%	5%	9%	6%	7%	6%

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	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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  
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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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Common Market/ Brexit/EU/Europe/ Euro	<b>251</b>	223	10	17	70	53	73	62	108	30	73	43	93	100	13	43	193	56	286
	26%no	26%	21%	20%	22%	23%	23%	24%	30%z	23%	27%	30%	29%no	35%zn	10%	19%	32%zn	16%no	29%
National health service/Hospitals/ Healthcare	<b>131</b>	111	9	11	46	34	42	34	43	11	37	26	48	37	19	24	85	44	144
	13%	13%	17%	13%	14%	15%	14%	13%	12%	9%	14%	18%h	15%	13%	15%	11%	14%	12%	14%
Immigration/ immigrants	<b>83</b>	72	2	10	30	20	37	35	16	3	11	8	36	14	10	23	50	33	77
	8%hij	8%hij	3%	12%ij	10%hij	9%	12%za	13%zaf	5%	2%	4%	5%	11%mp	5%	8%	10%	8%o	9%	8%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>78</b>	75	1	2	25	23	23	21	31	26	31	5	26	17	15	20	44	34	69
	8%	9%zk	3%	2%	8%	10%	7%	8%	9%k	20%za	11%chk	3%	8%	6%	12%	9%	7%	10%	7%
Economy/Economic situation	<b>58</b>	55	1	1	16	15	16	15	25	10	18	8	16	13	9	20	29	29	58
	6%	6%	3%	1%	5%	6%	5%	6%	7%	8%	7%	6%	5%	5%	7%	9%	5%	8%	6%
Defence/Foreign affairs/ International terrorism	<b>55</b>	47	2	6	18	11	14	12	23	3	16	13	21	17	8	6	37	14	56
	6%	5%	3%	8%	6%	5%	5%	5%	7%i	2%	6%i	9%	6%	6%	6%	3%	6%	4%	6%
Poverty/Inequality	<b>38</b>	34	1	3	11	8	11	9	17	8	15	8	12	9	9	8	21	17	43
	4%	4%	3%	3%	3%	3%	3%	4%	5%	6%	6%	5%	4%	3%	7%	4%	3%	5%	4%
Ageing population/ Social care for the elderly	<b>32</b>	15	3	14	18	4	9	6	5	3	4	1	11	11	2	9	22	11	28
	3%ah	2%	7%	17%zad	6%zae	2%	3%g	2%	1%	2%	1%	1%	3%	4%	1%	4%	4%	3%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
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**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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Housing	<b>27</b> 3%d	27 3%df	- -	- -	3 1%	3 1%	4 1%	4 2%	20 6%zad efg	8 6%def	11 4%d	4 3%	10 3%	4 1%	5 4%	8 4%	14 2%	13 4%	22 2%
Education/Schools	<b>20</b> 2%q	18 2%	- -	2 2%	7 2%	5 2%	4 1%	4 2%	9 3%	3 2%	8 3%	5 4%	4 1%	14 5%zlo pq	2 1%	- -	18 3%zsq	2 *	18 2%
Lack of faith in politicians / government	<b>17</b> 2%	14 2%	* 1%	3 3%	9 3%	6 3%	3 1%	3 1%	5 1%	1 1%	2 1%	2 1%	4 1%	9 3%	2 2%	2 1%	13 2%	4 1%	21 2%
Inflation/Prices	<b>16</b> 2%	14 2%	1 2%	1 1%	6 2%	5 2%	6 2%	5 2%	4 1%	1 1%	2 1%	* *	2 *	6 2%	2 2%	6 3%	8 1%	8 2%	13 1%
Unemployment/Factory closure/Lack of industry	<b>15</b> 2%	14 2%	- -	1 1%	8 3%	7 3%	4 1%	4 2%	2 1%	- -	2 1%	2 2%	4 1%	4 1%	7 5%zlm opq	1 *	7 1%	8 2%o	14 1%
Public services in general	<b>9</b> 1%	9 1%	- -	- -	6 2%	6 3%zah	2 1%	2 1%	1 *	* *	1 *	* *	2 1%	2 1%	3 2%	3 1%	4 1%	6 2%	14 1%
Low pay/Minimum wage/Fair wages	<b>9</b> 1%a	3 *	4 7%	2 3%ae	2 1%	- -	6 2%ag	2 1%	1 *	1 1%	1 *	- -	4 1%	1 *	3 2%	2 1%	4 1%	4 1%	7 1%
Race relations	<b>8</b> 1%	8 1%	- -	- -	1 *	1 *	1 *	1 *	6 2%	2 2%	5 2%	3 2%	2 1%	3 1%	2 1%	2 1%	5 1%	4 1%	9 1%
Population levels/Overpopulation	<b>7</b> 1%	7 1%	- -	- -	1 *	1 *	- -	- -	6 2%	1 1%	6 2%zaf	5 3%zad	3 1%	- -	2 2%	2 1%	3 *	4 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; \*\* very small base (under 30) ineligible for sig testing

**ISSUES INDEX APRIL 2018 (PUBLIC - FINAL)**

**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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Morality/ Individual behaviour/ Lifestyle	7 1%	4 1%	2 3%	1 1%	3 1%	2 1%	3 1%g	1 *	1 *	1 *	1 *	- -	1 *	2 1%	1 *	2 1%	4 1%	3 1%	9 1%
Pollution/ Environment	6 1%	6 1%	- -	- -	2 1%	2 1%	3 1%	3 1%	1 *	1 *	1 *	- -	1 *	3 1%	1 1%	2 1%	4 1%	3 1%	9 1%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	6 1%	- -	- -	- -	2 1%	2 1%	4 1%	- -	4 1%	4 1%	3%zad e	* *	1% 1%	4 3%zlo pq	- -	2 *	4 1%	6 1%
Nationalisation/ Government control of institutions	6 1%	6 1%	- -	- -	- -	3 1%	3 1%	2 1%	2 2%	2 1%	- -	* *	3 1%	- -	2 1%	3 1%	2 1%	4 *	
Taxation	4 *a	1 *	2 3%	1 1%	2 1%	1 *	2 1%	- -	- -	- -	- -	- -	1 *	1 *	- -	2 1%	2 *	2 *	3 *
Drug abuse	4 *	2 *	- -	1 2%	1 *	- -	2 1%	2 1%	- -	- -	- -	- -	1 *	* *	1 1%	1 *	2 *	2 1%	4 *
Animal welfare	4 *	2 *	- -	1 2%	1 *	- -	2 1%	2 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	3 *	- -	3 *
Pensions/Social security/Benefits	2 *a	1 *	1 1%	1 1%	* *	* *	1 *	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	4 *
Petrol prices/Fuel	2 *	2 *	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 *
AIDS	2 *	2 *	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -	1 *

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Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 24th April 2018  
Number of sample points : 194  
Source : Ipsos MORI (JN Q218)



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**What would you say is the most important issue facing Britain today?**  
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	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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Trade unions/ Strikes	2 *	2 *	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	2 *	- -	- -	- -	- *	1 *	1 *	1 *	- -	1 *	1 1%	1 *	- -	- -	1 *	1 *	1 *	2 *
Privatisation	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
Northern Ireland	1 *	1 *	- -	- -	- -	- *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Pound/Exchange rate/Value of pound	1 *	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
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	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Other	<b>23</b>	22	-	1	6	4	11	11	7	5	6	*	7	4	2	8	12	10	23
	<b>2%</b>	3%	-	1%	2%	2%	4%	4%f	2%	4%	2%k	*	2%	2%	2%	4%	2%	3%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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
Don't know	<b>56</b>	41	11	4	17	13	23	12	16	9	13	4	9	8	9	28	17	37	42
	6% <sup>alm</sup>	5%	22%	4%	5%	6%	7% <sup>ag</sup>	4%	5%	7%	5%	3%	3%	3%	7% <sup>p</sup>	12% <sup>zlm</sup>	3%	10% <sup>zlm</sup>	4%
Personal finances (NET)	<b>66</b>	53	6	6	21	15	23	17	22	10	18	8	19	17	13	16	36	30	65
	<b>7%</b>	6%	12%	7%	7%	6%	7% <sup>g</sup>	6%	6%	8%	7%	6%	6%	6%	10%	7%	6%	8%	6%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Common Market/ Brexit/EU/Europe/ Euro	<b>251</b> <b>26%</b>	120 28%	26 23%	104 24%	66 30%	65 23%	20 48%zf	87 23%	26 19%	35 20%	124 35%zi	69 23%	286 29%
National health service/Hospitals/ Healthcare	<b>131</b> <b>13%</b>	48 11%	18 16%	65 15%	35 16%	47 17%	5 14%	41 11%	21 15%	22 12%	53 15%	43 14%	144 14%
Immigration/ immigrants	<b>83</b> 8% <sup>n</sup>	31 7%	9 8%	44 10%	27 12%zh	22 8%	- -	23 6%	17 13% <sup>n</sup>	23 13% <sup>n</sup>	16 4%	15 5%	77 8%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>78</b> 8% <sup>n</sup>	39 9%	4 4%	35 8%	15 7%	14 5%	1 4%	46 12%	16 12% <sup>n</sup>	10 6%	19 5%	30 10%	69 7%
Economy/Economic situation	<b>58</b> <b>6%</b>	33 7%	5 4%	20 5%	17 8%	20 7%	3 7%	16 4%	7 5%	13 7%	20 6%	16 5%	58 6%
Defence/Foreign affairs/ International terrorism	<b>55</b> <b>6%</b>	22 5%	4 4%	29 7%	19 9%	12 4%	4 10%	16 4%	5 4%	7 4%	23 7%	9 3%	56 6%
Poverty/Inequality	<b>38</b> 4% <sup>f</sup>	14 3%	3 3%	21 5%	2 1%	19 7%zf	1 3%	13 3%	4 3%	8 4%	15 4%	9 3%	43 4%
Ageing population/ Social care for the elderly	<b>32</b> <b>3%</b>	19 4%	2 2%	11 3%	8 4%	7 2%	* 1%	16 4%	4 3%	9 5%	8 2%	12 4%	28 3%
Housing	<b>27</b> 3% <sup>c</sup>	18 4%	3 2%	7 2%	3 1%	9 3%	- -	14 4%	4 3%	5 3%	9 3%	9 3%	22 2%

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	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Education/Schools	<b>20</b>	7	7	7	3	5	-	12	3	2	7	13	18
	<b>2%</b>	2%	6%zac	2%	1%	2%	-	3%	2%	1%	2%	4%	2%
Lack of faith in politics / politicians / government	<b>17</b>	12	1	5	1	5	1	7	1	4	9	7	21
	<b>2%</b>	3%	1%	1%	*	2%	2%	2%	1%	2%	2%	2%	2%
Inflation/Prices	<b>16</b>	5	2	9	4	8	-	2	3	1	9	9	13
	<b>2%</b>	1%	2%	2%	2%	3%	-	1%	3%	1%	2%	3%	1%
Unemployment/ Factory closure/ Lack of industry	<b>15</b>	7	1	7	5	1	-	8	4	1	4	3	14
	<b>2%</b>	2%	1%	2%	2%	*	-	2%	3%	*	1%	1%	1%
Public services in general	<b>9</b>	1	3	5	1	7	1	1	1	3	4	5	14
	<b>1%</b>	*	2%	1%	*	2%z	2%	*	1%	1%	1%	2%	1%
Low pay/Minimum wage/Fair wages	<b>9</b>	3	6	-	-	1	-	6	-	4	*	3	7
	<b>1%<sup>n</sup></b>	1%	6%zac	-	-	*	-	2%	-	2% <sup>n</sup>	*	1%	1%
Race relations	<b>8</b>	4	1	4	-	4	-	2	1	-	5	-	9
	<b>1%</b>	1%	1%	1%	-	1%	-	*	1%	-	1%	-	1%
Population levels/ Overpopulation	<b>7</b>	3	2	2	2	3	-	*	1	-	4	-	6
	<b>1%</b>	1%	1%	1%	1%	1%	-	*	1%	-	1%	-	1%
Morality/ Individual behaviour/ Lifestyle	<b>7</b>	4	-	2	1	2	1	3	2	2	2	3	9
	<b>1%</b>	1%	-	1%	*	1%	2%	1%	1%	1%	1%	1%	1%
Pollution/ Environment	<b>6</b>	2	2	2	*	2	-	4	1	*	2	1	9
	<b>1%</b>	1%	2%	1%	*	1%	-	1%	1%	*	1%	*	1%

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Nuclear weapons/ Nuclear war/ Disarmament	6 1%	- -	- -	6 1%za	* *	1 *	- -	5 1%	2 1%	- -	4 1%	2 1%	6 1%
Nationalisation/ Government control of institutions	6 1%	3 1%	2 2%c	* *	1 *	* *	- -	4 1%	- -	3 1%	1 *	5 2%	4 *
Taxation	4 *	3 1%	- -	1 *	- -	2 1%	- -	1 *	- -	2 1%	2 1%	- -	3 *
Drug abuse	4 *	1 *	1 1%	1 *	- -	- -	- -	2 1%	2 2%	- -	1 *	1 *	4 *
Animal welfare	4 *	1 *	- -	2 1%	1 1%	1 *	1 3%z	- -	- -	1 1%	- -	1 *	3 *
Pensions/Social security/Benefits	2 *	2 1%	- -	- -	1 1%	1 *	- -	1 *	1 *	- -	1 *	1 *	4 *
Petrol prices/Fuel	2 *	- -	* *	2 *	- -	* *	- -	2 *	- -	* *	- -	- -	2 *
AIDS	2 *	2 *	- -	- -	- -	- -	2 5%zfg	- -	- -	2 1%	- -	- -	1 *
Trade unions/ Strikes	2 *	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	- -	- -	2 *	- -	1 *	- -	- -	1 *	1 1%	- -	- -	2 *
Privatisation	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 1%	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/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 - 24th April 2018  
Number of sample points : 194  
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**ISSUES INDEX APRIL 2018 (PUBLIC - FINAL)**

**Table 3**  
**Q.PL01**  
**What would you say is the most important issue 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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Northern Ireland	1	-	-	1	-	-	-	1	-	-	1	-	1
	*	-	-	*	-	-	-	*	-	-	*	-	*
Pound/Exchange rate/Value of pound	1	1	-	-	-	-	-	1	-	-	-	1	1
	*	*	-	-	-	-	-	*	-	-	-	*	*
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	6	3	14	5	8	1	8	6	9	3	8	23
	2% <sub>n</sub>	1%	3%	3%	2%	3%	1%	2%	5% <sub>n</sub>	5% <sub>n</sub>	1%	3%	2%
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
Don't know	56	25	9	21	1	14	-	40	3	10	9	26	42
	6% <sub>n</sub>	6%	8%	5%	*	5% <sub>f</sub>	-	10%	2%	6%	3%	9%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n  
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<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Personal finances (NET)	<b>66</b>	22	12	32	6	29	1	23	7	13	24	21	65
	7% <sup>l</sup>	5%	11%	7%	3%	10% <sup>z</sup>	3%	6%	5%	7%	7%	7%	6%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n  
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		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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Common Market/ Brexit/EU/Europe/ Euro	<b>251</b>	38	139	47	37	251	58	70	137	43	227	21	27	121	38	42	35	9	-	37	286
	26%sv	23%	31%zct	21%	19%	63%zab	31%ct	26%	26%	24%	27%z	17%	26%	27%	43%zqs	22% <sub>s</sub>	29%qs	11%	-	35%v	29%
National health service/Hospitals/ Healthcare	<b>131</b>	22	131	32	14	26	26	33	81	17	117	13	18	46	12	28	15	14	-	14	144
	13%etv	13%e	29%zac	14%e	7%	7%	14%e	12%	15%	10%	14%	11%	17%	10%	14%	15%	13%	16%	-	13%v	14%
Immigration/ immigrants	<b>83</b>	4	35	19	83	12	7	14	46	23	77	6	6	35	3	20	10	10	83	-	77
	8%aefw	3%	8%aef	8%ae	44%zabc	3%	4%	5%	9%	13%g	9%	5%	6%	8%	4%	10%	9%	11%	100%zw	-	8%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>78</b>	6	15	78	18	10	7	25	43	10	60	18	10	33	3	14	5	10	-	18	69
	8%abef	3%	3%	34%zab	10%abef	3%	4%	9%	8%	6%	7%	14%j	9%	7%	4%	7%r	4%	12%	-	17%zv	7%
Economy/Economic situation	<b>58</b>	58	20	6	11	16	17	22	29	6	46	11	2	36	7	11	9	3	-	11	58
	6%cel	35%zbc	4%	3%	6%	4%	9%bce	8%	5%	3%	5%	9%	2%	8%l	7%	6%	8%	3%	-	10%v	6%
Defence/Foreign affairs/ International terrorism	<b>55</b>	3	23	9	6	28	6	15	28	11	51	4	4	23	4	16	11	5	-	6	56
	6%a	2%	5%	4%	3%	7%a	3%	6%	5%	6%	6%	3%	4%	5%	5%	8%	9%	5%	-	6%	6%
Poverty/Inequality	<b>38</b>	6	11	3	3	11	8	12	21	6	32	6	6	9	3	9	6	7	-	3	43
	4%bcm	4%	2%	1%	2%	3%	5%	4%	4%	3%	4%	5%	6% <sub>m</sub>	2%	3%	5%	5%	8%	-	3%	4%
Ageing population/ Social care for the elderly	<b>32</b>	6	15	4	2	8	7	4	20	9	28	5	4	17	5	5	1	4	-	2	28
	3%	3%	3%	2%	1%	2%	4%	2%	4%	5%	3%	4%	4%	4%	6% <sub>r</sub>	2% <sub>r</sub>	1%	4%	-	2%	3%

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**What would you say is the most important issue facing Britain today?**  
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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/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Housing	<b>27</b>	2	10	1	1	7	2	6	16	5	20	7	*	20	1	9	5	4	-	1	22
	3% <sup>cj</sup>	2%	2%	*	*	2%	1%	2%	3%	3%	2%	6%	*	4% <sup>l</sup>	1%	5%	4%	5%	-	1%	2%
Education/Schools	<b>20</b>	4	7	-	2	5	20	5	10	5	14	6	4	8	1	3	3	-	-	2	18
	2% <sup>ej</sup>	2%	2%	-	1%	1%	11% <sup>zabc</sup>	2%	2%	3%	2%	5%	4%	2%	1%	1%	2%	-	-	1%	2%
Lack of faith in politics / politicians / government	<b>17</b>	2	8	2	2	4	5	4	6	6	17	1	2	10	2	2	1	2	-	2	21
	2%	1%	2%	1%	1%	1%	3%	2%	1%	3%	2%	1%	2%	2%	2%	1%	1%	2%	-	2%	2%
Inflation/Prices	<b>16</b>	1	5	1	1	1	3	6	8	2	10	6	1	8	-	1	-	1	-	1	13
	2% <sup>ej</sup>	1%	1%	*	1%	*	1%	2%	2%	1%	1%	5% <sup>j</sup>	1%	2%	-	*	-	1%	-	1%	1%
Unemployment/ Factory closure/ Lack of industry	<b>15</b>	1	2	3	2	1	-	2	10	3	14	1	1	7	-	5	2	3	-	2	14
	2% <sup>be</sup>	1%	*	1%	1%	*	-	1%	2%	2%	2%	1%	1%	2%	-	2%	2%	3%	-	2%	1%
Public services in general	<b>9</b>	2	2	5	-	1	2	2	6	1	8	1	2	3	*	1	*	*	-	-	14
	1%	1%	1%	2% <sup>e</sup>	-	*	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	-	-	1%
Low pay/Minimum wage/Fair wages	<b>9</b>	*	3	*	1	-	2	*	5	4	8	1	2	7	*	7	1	6	-	1	7
	1%	*	1%	*	*	-	1%	*	1%	2%	1%	1%	2%	2%	*	3% <sup>zr</sup>	1%	7% <sup>zp</sup>	-	*	1%
Race relations	<b>8</b>	1	4	*	1	5	3	2	5	1	5	4	2	3	4	1	-	1	-	1	9
	1% <sup>j</sup>	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	3%	2%	1%	5% <sup>zqr</sup>	*	-	1%	-	1%	1%
Population levels/ Overpopulation	<b>7</b>	2	1	4	-	-	-	1	5	1	6	1	-	4	*	3	2	3	-	-	6
	1%	1%	*	2% <sup>be</sup>	-	-	-	*	1%	1%	1%	1%	-	1%	*	2%	2%	3% <sup>z</sup>	-	-	1%

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		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)	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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	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Morality/ Individual behaviour/ Lifestyle	7 1%	-	3 1%	3 1%	-	1 *	2 1%	-	3 1%	4 2%	7 1%	-	1 1%	3 1%	1 1%	*	*	-	-	-	9 1%
Pollution/ Environment	6 1%	-	1 *	1 *	-	1 *	2 1%	2 1%	4 1%	1 *	6 1%	-	2 2%z	2 *	1 1%	1 *	1 *	1 1%	-	-	9 1%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	2 1%	-	-	*	1 *	-	-	5 1%	1 *	6 1%	-	-	-	-	-	-	-	-	*	6 1%
Nationalisation/ Government control of institutions	6 1%	-	2 *	1 *	-	-	2 1%	3 1%	3 1%	-	5 1%	1 1%	1 1%	4 1%	-	-	-	-	-	-	4 *
Taxation	4 *	1 1%	2 *	1 *	-	1 *	-	3 1%h	-	1 *	4 *	-	-	3 1%	-	1 *	-	1 1%	-	-	3 *
Drug abuse	4 *	1 1%	-	2 1%	-	1 *	*	1 *	*	2 1%	4 *	-	*	2 1%	-	-	-	-	-	-	4 *
Animal welfare	4 *	-	1 *	1 1%	-	1 *	-	-	2 *	1 1%	4 *	-	-	1 *	-	-	-	-	-	-	3 *
Pensions/Social security/Benefits	2 *	1 *	1 *	-	-	-	*	-	2 *	-	2 *	-	2 2%zm	-	-	-	-	-	-	-	4 *
Petrol prices/Fuel	2 *	-	-	-	*	-	-	*	2 *	-	2 *	-	-	*	-	*	-	*	-	*	2 *
AIDS	2 *	-	-	-	-	-	-	2 1%	-	-	2 *	-	2 2%zm	-	-	-	-	-	-	-	1 *

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<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
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Trade unions/ Strikes	2 *	-	-	-	-	2 *	-	-	2 *	-	2 *	-	-	-	-	2 1%	2 2%z	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	1 1%	-	-	1 *	-	-	1 *	1 *	-	2 *	-	-	-	-	-	-	-	-	1 1%	2 *
Privatisation	1 *	-	-	-	-	-	-	-	1 *	-	-	1 1%j	-	-	-	-	-	-	-	-	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Northern Ireland	1 *	1 1%	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Pound/Exchange rate/Value of pound	1 *	1 *	-	-	-	-	1 *	-	-	1 *	1 *	-	-	1 *	-	1 *	-	1 1%	-	-	1 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Other	<b>23</b>	-	5	5	1	2	3	13	8	2	20	3	1	9	1	4	4	*	-	1	23
	2% <sup>bce</sup>	-	1%	2%	1%	1%	2%	5% <sup>zh</sup>	1%	1%	2%	3%	1%	2%	1%	2%	3%	*	-	1%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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
Don't know	<b>56</b>	-	8	2	2	7	1	17	27	12	48	8	4	31	2	6	6	3	-	2	42
	6% <sup>abce</sup>	-	2%	1%	1%	2%	*	6%	5%	6%	6%	6%	4%	7%	2%	3%	5%	3%	-	2%	4%
Personal finances (NET)	<b>66</b>	8	18	4	5	12	13	18	36	11	53	13	9	24	3	17	8	14	-	5	65
	7% <sup>bce</sup>	5%	4%	2%	3%	3%	7% <sup>ce</sup>	7%	7%	6%	6%	10%	9%	5%	3%	9%	6%	16% <sup>zpq</sup>	-	5%	6%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
National health service/Hospitals/Healthcare	452	209	243	52	69	72	89	59	111	121	161	170	193	259	141	136	72	102	278	174	476
	46% <sub>nq</sub>	43%	49%	41%	41%	46%	51%	42%	51%	41%	49%	47%	43%	49%	55% <sub>zn</sub>	50% <sub>nq</sub>	35%	42%	52% <sub>zn</sub>	39%	48%
Common Market/Brexit/EU/Europe/Euro	401	224	177	57	39	63	74	61	106	97	137	167	159	242	146	122	57	77	267	134	429
	41% <sub>bd</sub>	46% <sub>zb</sub>	36%	46% <sub>di</sub>	24%	40% <sub>d</sub>	43% <sub>d</sub>	43% <sub>d</sub>	48% <sub>zd</sub>	33% <sub>d</sub>	42% <sub>d</sub>	46% <sub>zd</sub>	35%	45%	57% <sub>zm</sub>	44% <sub>no</sub>	28%	31%	50% <sub>zm</sub>	30%	43%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	230	109	121	18	35	32	40	37	67	54	72	104	86	144	59	56	50	64	115	115	241
	23% <sub>c</sub>	22%	24%	15%	21%	21%	23%	26%	31% <sub>zc</sub>	18%	22%	29% <sub>zc</sub>	19%	27%	23%	21%	24%	26%	22%	25%	24%
Immigration/immigrants	188	93	95	11	22	37	24	36	58	34	61	94	70	118	37	44	46	61	81	107	185
	19% <sub>ci</sub>	19%	19%	9%	13%	24% <sub>ci</sub>	14%	26% <sub>cd</sub>	27% <sub>zc</sub>	11%	18%	26% <sub>zc</sub>	16%	22%	14%	16%	23%	25% <sub>lp</sub>	15%	24% <sub>zi</sub>	18%
Education/Schools	185	71	115	17	35	43	42	20	28	53	85	48	96	89	82	55	24	25	136	49	203
	19% <sub>ah</sub>	15%	23% <sub>za</sub>	14%	21%	28% <sub>zc</sub>	24% <sub>hk</sub>	14%	13%	18%	26% <sub>zc</sub>	13%	21%	17%	32% <sub>zm</sub>	20% <sub>oq</sub>	12%	10%	26% <sub>zm</sub>	11%	20%
Defence/Foreign affairs/International terrorism	179	91	87	26	18	14	36	38	46	44	51	84	58	121	59	53	30	36	113	66	189
	18% <sub>de</sub>	19%	18%	21% <sub>e</sub>	11%	9%	21% <sub>ej</sub>	27% <sub>zd</sub>	21% <sub>de</sub>	15%	15% <sub>e</sub>	23% <sub>zd</sub>	13%	23%	23% <sub>zq</sub>	20%	15%	15%	21% <sub>zq</sub>	15%	19%
Housing	166	75	91	20	34	33	26	26	27	53	60	54	87	80	43	54	42	27	97	69	179
	17% <sub>h</sub>	15%	18%	16%	20%	22%	15%	19%	12%	18%	18%	15%	19%	15%	17%	20% <sub>o</sub>	20%	11%	18%	15%	18%
Economy/Economic situation	165	100	65	24	29	30	36	21	26	52	66	47	83	82	55	54	26	30	108	56	175
	17% <sub>bh</sub>	21% <sub>zb</sub>	13%	19%	17%	19%	21% <sub>h</sub>	15%	12%	18%	20% <sub>hk</sub>	13%	18%	15%	21% <sub>zo</sub>	20% <sub>q</sub>	13%	12%	20% <sub>zo</sub>	12%	17%
Poverty/Inequality	145	59	86	22	26	23	35	14	24	48	58	39	71	74	40	37	35	32	77	68	151
	15% <sub>kk</sub>	12%	17% <sub>z</sub>	17%	16%	15%	20% <sub>gh</sub>	10%	11%	16%	18% <sub>k</sub>	11%	16%	14%	16%	14%	17%	13%	15%	15%	15%

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  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Unemployment/ Factory closure/ Lack of industry	<b>106</b>	43	63	10	17	20	24	20	14	26	45	35	47	59	19	28	22	36	47	58	95
	11% <sup>hlp</sup>	9%	13%	8%	10%	13%	14% <sup>h</sup>	14% <sup>h</sup>	7%	9%	14% <sup>h</sup>	10% <sup>h</sup>	10%	11%	7%	10%	11%	15% <sup>l</sup>	9%	13%	9%
Lack of faith in politics / politicians / government	<b>99</b>	60	39	6	9	32	19	18	15	15	50	33	47	52	28	27	28	16	55	44	105
	10% <sup>bi</sup>	12%	8%	5%	6%	20% <sup>zc</sup> dhik	11%	13% <sup>i</sup>	7%	5%	15% <sup>zcd</sup> fhik	9%	11%	10%	11%	10%	13%	7%	10%	10%	10%
Ageing population/ Social care for the elderly	<b>97</b>	37	60	3	7	24	21	19	24	10	44	43	33	64	32	24	19	21	56	41	106
	10% <sup>cdi</sup>	8%	12% <sup>z</sup>	2%	4%	15% <sup>cd</sup> i	12% <sup>cd</sup> i	13% <sup>cd</sup> i	11% <sup>ci</sup>	3%	13% <sup>cd</sup> i	12% <sup>cdi</sup>	7%	12%	13%	9%	9%	9%	11%	9%	11%
Public services in general	<b>94</b>	41	53	6	16	18	21	12	21	22	39	33	40	54	34	29	12	19	63	32	111
	10%	8%	11%	5%	10%	11%	12%	9%	9%	8%	12%	9%	9%	10%	13% <sup>zn</sup> q	11%	6%	8%	12% <sup>zq</sup>	7%	11%
Low pay/Minimum wage/Fair wages	<b>73</b>	25	48	7	19	13	11	17	6	26	25	22	39	34	15	13	23	22	28	45	67
	7% <sup>ahm</sup> p	5%	10% <sup>za</sup>	6%	11% <sup>h</sup>	9% <sup>h</sup>	6%	12% <sup>hk</sup>	3%	9% <sup>h</sup>	7% <sup>h</sup>	6% <sup>h</sup>	9%	6%	6%	5%	11% <sup>mp</sup>	9%	5%	10% <sup>mp</sup>	7%
Pollution/ Environment	<b>71</b>	34	37	7	5	19	17	8	14	12	36	22	31	40	33	16	14	7	49	22	76
	7% <sup>o</sup>	7%	7%	6%	3%	12% <sup>di</sup>	10% <sup>d</sup>	6%	6%	4%	11% <sup>zdi</sup>	6%	7%	7%	13% <sup>zmo</sup> pq	6%	7%	3%	9% <sup>zmo</sup> q	5%	8%
Pensions/Social security/Benefits	<b>58</b>	30	28	5	5	8	11	14	14	10	20	28	19	39	19	19	9	12	37	20	71
	6%	6%	6%	4%	3%	5%	7%	10% <sup>di</sup>	6%	4%	6%	8%	4%	7%	7%	7%	4%	5%	7%	5%	7%
Inflation/Prices	<b>57</b>	29	28	10	11	11	11	2	11	21	22	13	32	25	10	17	10	19	27	30	49
	6% <sup>gk</sup>	6%	6%	8% <sup>g</sup>	7%	7%	7%	1%	5%	7% <sup>g</sup>	7% <sup>g</sup>	4%	7%	5%	4%	6%	5%	8%	5%	7%	5%
Drug abuse	<b>50</b>	26	24	3	5	12	11	7	12	8	23	19	20	30	9	18	9	14	27	22	53
	5%	5%	5%	2%	3%	8%	6%	5%	6%	3%	7%	5%	4%	6%	4%	7%	4%	6%	5%	5%	5%
Local government/ Council tax	<b>46</b>	29	18	1	9	8	13	4	12	10	20	16	18	29	10	11	12	13	22	25	36
	5%	6%	4%	1%	5%	5%	7% <sup>c</sup>	3%	5%	3%	6%	4%	4%	5%	4%	4%	6%	5%	4%	6%	4%

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  
 Overlap formulae used. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 24th April 2018  
 Number of sample points : 194  
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**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Race relations	<b>44</b>	27	17	2	7	7	14	6	7	10	21	13	17	28	15	11	9	9	26	19	45
	<b>5%</b>	6%	4%	2%	4%	4%	8%	4%	3%	3%	6%	4%	4%	5%	6%	4%	5%	4%	5%	4%	4%
Transport/Public transport	<b>40</b>	23	17	-	5	8	11	8	7	5	19	16	13	27	13	7	9	10	21	19	33
	<b>4%</b>	5%	3%	-	3%	5%	7%ci	6%ci	3%	2%	6%ci	4%ci	3%	5%	5%	3%	4%	4%	4%	4%	3%
Taxation	<b>37</b>	26	11	1	10	5	8	3	10	11	12	13	16	21	11	9	9	8	20	17	37
	<b>4%b</b>	5%b	2%	1%	6%	3%	4%	2%	5%	4%ci	4%	4%	4%	4%	4%	3%	5%	3%	4%	4%	4%
Morality/ Individual behaviour/ Lifestyle	<b>36</b>	13	22	4	-	7	8	5	11	4	15	16	11	25	13	13	5	5	26	10	50
	<b>4%i</b>	3%	5%	3%	-	5%di	5%di	4%di	5%di	1%	5%di	5%di	2%	5%	5%	5%	2%	2%	5%z	2%	5%
Nationalisation/ Government control of institutions	<b>31</b>	15	16	3	7	5	9	1	7	10	13	9	14	17	4	5	9	13	9	22	27
	<b>3%p</b>	3%	3%	2%	4%	3%	5%	1%	3%	3%	4%	2%	3%	3%	2%	2%	4%	5%p	2%	5%p	3%
Population levels/ Overpopulation	<b>30</b>	17	14	2	3	3	4	13	5	5	7	18	9	21	3	5	11	11	8	22	30
	<b>3%lp</b>	3%	3%	2%	2%	2%	2%	9%zcd efhij k	2%	2%	2%	5%zh	2%	4%	1%	2%	5%lp	5%	2%	5%lp	3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b>	9	21	3	2	7	4	7	8	5	10	15	11	19	3	11	9	7	15	16	34
	<b>3%</b>	2%	4%	2%	1%	4%	2%	5%	4%	2%	3%	4%	3%	4%	1%	4%	4%	3%	3%	3%	3%
Petrol prices/Fuel	<b>27</b>	18	9	3	3	5	8	2	7	6	12	9	11	17	5	4	11	7	9	18	19
	<b>3%p</b>	4%	2%	2%	2%	3%	4%	2%	3%	2%	4%	3%	2%	3%	2%	1%	5%mp	3%	2%	4%	2%
Animal welfare	<b>24</b>	7	16	4	1	4	7	3	5	5	11	8	9	15	5	10	5	4	14	9	23
	<b>2%</b>	2%	3%	3%	*	3%	4%	2%	2%	2%	3%	2%	2%	3%	2%	4%	3%	2%	3%	2%	2%
Countryside/Rural life	<b>21</b>	13	8	*	-	10	3	2	6	*	13	8	11	11	10	4	3	4	14	7	21
	<b>2%i</b>	3%	2%	*	-	7%zcd ik	2%	1%	3%i	*	4%di	2%	2%	2%	4%z	1%	2%	2%	3%m	2%	2%

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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**What do you see as the main/other important issues facing Britain today?**  
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
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<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
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	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
Privatisation	<b>18</b>	10	8	3	3	5	3	2	2	6	8	4	11	7	4	9	4	1	13	5	25
	<b>2%</b>	2%	2%	2%	2%	4%	2%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	*	2%	1%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>10</b>	6	4	-	3	2	5	-	*	3	7	*	5	5	4	2	4	-	6	4	8
	<b>1%k</b>	1%	1%	-	2%	1%	3%k	-	*	1%	2%k	*	1%	1%	1%	1%	2%	-	1%	1%	1%
Pound/Exchange rate/Value of pound	<b>9</b>	6	4	1	2	1	1	1	3	3	2	4	4	5	2	1	4	1	4	6	11
	<b>1%</b>	1%	1%	*	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Trade unions/ Strikes	<b>8</b>	3	5	1	1	*	2	-	4	2	2	4	2	6	4	*	1	2	4	4	12
	<b>1%</b>	1%	1%	1%	1%	*	1%	-	2%	1%	1%	1%	*	1%	1%	*	1%	1%	1% <sub>m</sub>	1%	1%
Foot and mouth outbreak/Farming crisis	<b>6</b>	3	3	-	-	1	2	2	1	-	3	3	1	5	2	2	2	-	4	2	4
	<b>1%</b>	1%	1%	-	-	1%	1%	1%	*	-	1%	1%	*	1%	1%	1%	1%	-	1%	*	*
Northern Ireland	<b>5</b>	3	2	2	-	-	1	2	*	2	1	2	2	3	2	2	1	-	4	1	6
	<b>*</b>	1%	*	1%	-	-	1%	1%	*	1%	*	1%	*	1%	1%	1%	*	-	1%	*	1%
AIDS	<b>4</b>	3	1	-	1	1	-	2	*	1	1	2	2	2	1	1	-	2	2	2	4
	<b>*</b>	1%	*	-	1%	1%	-	1%	*	*	*	1%	*	*	1%	*	-	1%	*	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>3</b>	2	1	1	-	-	-	-	2	1	-	2	1	2	1	1	-	1	2	1	3
	<b>*</b>	*	*	1%	-	-	-	-	1%	*	-	1%	*	*	*	*	-	1%	*	*	*
Median	<b>2</b>	2	2	2	2	3	3	2	2	2	3	2	2	2	3	2	2	2	3	2	2
Other	<b>46</b>	21	25	4	10	5	14	5	8	14	18	13	19	27	18	13	5	10	30	15	51
	<b>5%</b>	4%	5%	3%	6%	3%	8%	4%	4%	5%	6%	4%	4%	5%	7%	5%	2%	4%	6%	3%	5%
MEAN NUMBER OF MENTIONS	3.48c	3.42	3.54	2.86	3.10	3.83c	3.94z	3.61c	3.43	3.00	3.89z	3.50c	3.29	3.64	3.92z	3.48	3.25	3.21	3.70z	3.23	3.54
	iq					di	cdi	i			cdi	i			mnopq				mnoq		

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 - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	485	516	108	138	135	150	175	295	246	285	470	381	620	297	340	184	180	637	364	1001
<b>WEIGHTED BASE</b>	<b>981</b>	486	495	126*	167*	155*	173	141	220	293	328	360	448	533	258	273	206	244	531	450	1001
	<b>100%</b>	50%	50%	13%*	17%*	16%*	18%	14%	22%	30%	33%	37%	46%	54%	26%	28%	21%	25%	54%	46%	102%
STANDARD ERROR	<b>0.07</b>	0.08	0.12	0.13	0.15	0.18	0.23	0.16	0.16	0.10	0.15	0.12	0.09	0.11	0.13	0.13	0.14	0.19	0.09	0.12	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.01	0.02	0.02	0.03	0.05	0.03	0.03	0.01	0.02	0.01	0.01	0.01	0.02	0.02	0.02	0.04	0.01	0.01	0.01
Don't know	<b>123</b>	56	67	21	47	8	17	9	20	68	25	30	76	47	17	30	24	52	47	76	101
	13% <sup>eg</sup>	12%	14%	17% <sup>eg</sup>	28% <sup>zef</sup>	5%	10%	7%	9%	23% <sup>zef</sup>	8%	8%	17%	9%	7%	11%	12%	21% <sup>zlm</sup>	9%	17% <sup>zl</sup>	10%
	jk <sup>lp</sup>			jk	ghjk					ghjk								p		np	
Personal finances (NET)	<b>241</b>	105	136	38	42	45	52	27	37	80	97	64	125	116	58	62	61	59	121	120	229
	25% <sup>hk</sup>	22%	27%	30% <sup>hk</sup>	25%	29% <sup>hk</sup>	30% <sup>hk</sup>	19%	17%	27% <sup>hk</sup>	29% <sup>hk</sup>	18%	28%	22%	23%	23%	30%	24%	23%	27%	23%

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 APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
National health service/Hospitals/ Healthcare	<b>452</b>	386	28	38	147	109	132	104	173	50	127	78	150	158	45	93	308	138	476
	46%gnq	45%g	57%	46%	47%	47%	42%g	40%	49%i	39%	47%i	55%fgij	46%	55%zn	35%	41%	50%zlnq	39%	48%
Common Market/Brexit/EU/Europe/Euro	<b>401</b>	353	18	30	125	96	110	92	166	46	118	72	152	147	20	77	299	97	429
	41%fgnq	42%fg	36%	36%	40%	41%	35%	35%	47%zfgi	36%	44%i	51%zfgij	46%znoq	52%znoq	16%	34%nq	49%znoq	27%noq	43%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>230</b>	211	7	12	78	66	69	62	83	47	73	27	87	53	42	47	140	90	241
	23%	25%z	14%	14%	25%cd	29%cd	22%	24%fg	23%	36%zacfghjk	27%hk	19%	27%pk	19%	33%zmpq	21%	23%	25%	24%
Immigration/immigrants	<b>188</b>	171	3	15	64	49	66	63	59	17	42	25	86	42	20	39	128	59	185
	19%mn	20%	5%	18%	20%	21%	21%	24%zfhij	16%	13%	16%	18%	26%zmn	15%	16%	17%	21%mp	17%	18%
Education/Schools	<b>185</b>	166	3	17	65	48	49	45	72	26	52	25	44	91	17	33	134	50	203
	19%lq	20%	7%	20%	21%	21%	16%	17%fg	20%	21%	19%	18%	13%	32%zlnopq	14%	14%	22%zlnq	14%	20%
Defence/Foreign affairs/ International terrorism	<b>179</b>	156	10	13	39	26	69	59	71	11	53	41	72	51	23	29	123	52	189
	18%de	18%de	20%	15%	12%	11%	22%de	23%de	20%dei	9%	20%ei	29%zadehij	22%oq	18%	18%	13%	20%	15%	19%
Housing	<b>166</b>	158	3	5	26	21	39	36	101	31	77	46	42	51	24	49	93	73	179
	17%cd	19%zcd	7%	6%	8%	9%	13%	14%	28%zacfde	24%cd	29%zacfde	33%zacfde	13%	18%	19%	21%l	15%	20%l	18%
Economy/Economic situation	<b>165</b>	150	5	10	57	48	42	38	65	25	50	25	56	52	18	39	108	57	175
	17%	18%fg	9%	12%	18%	21%	14%	14%	18%	19%	19%	18%	17%	18%	15%	17%	18%	16%	17%

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; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Poverty/Inequality	<b>145</b>	128	5	12	46	34	41	35	58	23	48	25	42	42	20	39	84	59	151
	<b>15%</b>	15%	11%	14%	15%	15%	13%	14%	16%	18%	18%	18%	13%	15%	15%	17%	14%	17%	15%
Unemployment/ Factory closure/ Lack of industry	<b>106</b>	90	4	11	37	26	42	37	27	10	23	14	39	21	22	23	60	45	95
	<b>11%h</b>	11%h	9%	13%	12%	11%	13%h	14%ah	8%	7%	9%	10%	12%	7%	17%zm	10%	10%	13%	9%
Lack of faith in politics / politicians / government	<b>99</b>	83	1	15	42	27	30	29	27	8	20	12	24	34	18	23	58	41	105
	<b>10%</b>	10%	3%	18%hi	13%h	12%	10%	11%f	8%	7%	8%	8%	7%	12%	14%l	10%	9%	12%	10%
Ageing population/ Social care for the elderly	<b>97</b>	71	5	21	42	21	23	19	31	15	25	10	38	34	7	18	71	25	106
	<b>10%a</b>	8%	9%	25%za	13%zae	9%	8%	7%	9%	11%	9%	7%	12%	12%	5%	8%	12%z	7%	11%
Public services in general	<b>94</b>	87	2	5	41	35	15	13	39	13	28	15	27	34	15	18	61	33	111
	<b>10%fg</b>	10%fg	3%	6%	13%fg	15%zaf	5%	5%	11%fg	10%	10%f	11%	8%	12%	12%	8%	10%	9%	11%
Low pay/Minimum wage/Fair wages	<b>73</b>	59	4	10	21	11	30	26	22	7	13	6	24	17	11	18	41	30	67
	<b>7%</b>	7%	8%	12%	7%e	5%	10%	10%a	6%	5%	5%	4%	7%	6%	9%	8%	7%	8%	7%
Pollution/ Environment	<b>71</b>	66	2	3	22	19	21	20	27	11	23	11	19	31	4	16	50	20	76
	<b>7%</b>	8%	4%	4%	7%	8%	7%	8%	8%	9%	8%	8%	6%	11%zn	3%	7%	8%l	6%	8%
Pensions/Social security/Benefits	<b>58</b>	53	1	4	26	22	14	13	18	9	13	4	19	22	6	8	41	15	71
	<b>6%</b>	6%	2%	5%	8%	10%z	5%	5%	5%	7%	5%	3%	6%	8%	5%	4%	7%	4%	7%
Inflation/Prices	<b>57</b>	48	5	4	21	17	24	19	12	3	4	1	18	15	9	14	33	24	49
	<b>6%hjk</b>	6%hj	10%	5%	7%jk	7%jk	8%hjk	7%jk	3%j	2%	2%	1%	6%	5%	7%	6%	5%	7%	5%

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; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 24th April 2018  
Number of sample points : 194  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Drug abuse	<b>50</b> 5%hk	42 5%hk	-	8 10%hjk	21 7%hk	13 6%k	19 6%k	19 7%fhj k	10 3%	7 5%	7 3%k	1 *	16 5%	20 7%	8 6%	7 3%	36 6%	14 4%	53 5%
Local government/ Council tax	<b>46</b> 5%f	42 5%fg	-	4 5%	23 7%zfg i	19 8%zaf gi	7 2%	7 3%	17 5%i	1 1%	15 6%i	14 10%zaf ghij	13 4%	14 5%	12 9%zq	7 3%	27 4%	19 5%	36 4%
Race relations	<b>44</b> 5%	43 5%z	-	1 1%	16 5%	15 6%	12 4%	12 5%f	16 4%	8 6%	13 5%	5 4%	13 4%	14 5%	7 6%	10 4%	26 4%	17 5%	45 4%
Transport/Public transport	<b>40</b> 4%f	33 4%f	-	7 8%fg	13 4%	7 3%	6 2%	6 2%	21 6%fi	2 2%	12 5%	10 7%f	11 3%	19 7%zq	2 2%	7 3%	30 5%	9 3%	33 3%
Taxation	<b>37</b> 4%	34 4%	2 3%	2 2%	18 6%	16 7%zah j	9 3%	8 3%	10 3%	3 2%	5 2%	2 2%	14 4%	11 4%	4 3%	8 3%	25 4%	12 3%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>36</b> 4%	32 4%	3 7%	1 1%	11 4%	11 5%	13 4%	10 4%	11 3%	5 4%	9 3%	4 3%	14 4%	9 3%	4 3%	9 4%	23 4%	13 4%	50 5%
Nationalisation/ Government control of institutions	<b>31</b> 3%	28 3%	3 6%	* 1%	9 3%	8 4%	10 3%g	7 3%	13 4%	8 6%	13 5%	5 3%	10 3%	6 2%	5 4%	11 5%	16 3%	16 4%	27 3%
Population levels/ Overpopulation	<b>30</b> 3%	24 3%	-	6 7%	14 5%	8 4%	7 2%	7 3%	9 3%	1 1%	7 3%	6 4%	12 4%	7 3%	3 3%	6 3%	20 3%	9 3%	30 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> 3%	26 3%	3 6%	1 1%	7 2%	6 3%	14 4%	11 4%	9 3%	3 2%	8 3%	5 3%	13 4%	6 2%	6 5%	4 2%	19 3%	11 3%	34 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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Petrol prices/Fuel	27	22	3	3	18	16	9	6	1	-	-	-	11	3	2	11	14	14	19
	3% <sup>hjm</sup>	3% <sup>hj</sup>	6%	3% <sup>hj</sup>	6% <sup>zah</sup> ijk	7% <sup>zag</sup> hijk	3% <sup>ghj</sup>	2% <sup>hj</sup>	*	-	-	-	3%	1%	2%	5% <sup>m</sup>	2%	4%	2%
Animal welfare	24	19	-	5	11	6	7	7	6	5	5	*	10	4	4	5	14	9	23
	2%	2%	-	6% <sup>k</sup>	3%	3%	2%	3%	2%	4%	2%	*	3%	1%	3%	2%	2%	3%	2%
Countryside/Rural life	21	15	2	4	8	4	9	7	4	-	1	1	11	7	1	3	18	4	21
	2%	2%	3%	5% <sup>ij</sup>	3%	2%	3%	3%	1% <sup>j</sup>	-	*	1%	3%	2%	1%	1%	3%	1%	2%
Privatisation	18	17	-	1	7	6	6	6	5	1	4	3	5	5	2	6	10	8	25
	2%	2%	-	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10	5	-	4	4	-	3	3	3	2	2	-	1	4	-	5	5	5	8
	1% <sup>a</sup>	1%	-	5% <sup>zad</sup> efhjk	1%	-	1%	1%	1%	2%	1%	-	*	1%	-	2%	1%	1%	1%
Pound/Exchange rate/Value of pound	9	8	-	1	3	2	1	1	5	3	3	-	2	6	1	-	8	1	11
	1%	1%	-	1%	1%	1%	*	1%	1%	3%	1%	-	1%	2%	1%	-	1%	*	1%
Trade unions/ Strikes	8	6	1	1	4	3	1	*	3	-	*	*	4	2	2	-	6	2	12
	1%	1%	1%	1%	1%	1%	*	*	1% <sup>j</sup>	-	*	*	1%	1%	1%	-	1%	*	1%
Foot and mouth outbreak/Farming crisis	6	3	2	1	1	-	2	-	3	-	2	2	4	2	-	-	6	-	4
	1% <sup>a</sup>	*	4%	1%	*	-	1%	-	1%	-	1%	1%	1%	1%	-	-	1%	-	*
Northern Ireland	5	5	-	-	1	1	2	2	3	1	1	-	2	1	-	2	3	2	6
	*	1%	-	-	*	*	*	1%	1%	1%	*	-	1%	*	-	1%	1%	*	1%
AIDS	4	4	-	-	1	1	2	2	1	-	-	-	1	1	-	2	2	2	4
	*	*	-	-	*	1%	1%	1%	*	-	-	-	*	*	-	1%	*	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  
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 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	868	45	88	337	249	322	277	342	135	253	118	391	266	166	166	657	332	1001
<b>WEIGHTED BASE</b>	<b>981</b>	848	50**	83*	314	232	311	261	356	128*	269	140*	327	286	128	229	613	356	1001
	<b>100%</b>	86%	5%**	8%*	32%	24%	32%	27%	36%	13%*	27%	14%*	33%	29%	13%	23%	62%	36%	102%
Bird flu/Pandemic flu/Swine flu/Ebola	<b>3</b>	3	-	-	-	-	2	2	1	-	1	1	2	-	-	1	2	1	3
	*	*	-	-	-	-	1%	1%	*	-	*	1%	1%	-	-	*	*	*	*
Median	<b>2</b>	2	2	2	2	2	2	2	3	2	3	3	2	3	2	2	3	2	2
Other	<b>46</b>	43	*	3	12	9	13	13	21	10	14	4	11	16	4	13	27	17	51
	<b>5%</b>	5%	1%	3%	4%	4%	4%	5%	6%	8%	5%	3%	4%	6%	3%	5%	4%	5%	5%
MEAN NUMBER OF MENTIONS	<b>3.48</b>	3.52f	2.85	3.43	3.62	3.69	3.26	3.33	3.56	3.36	3.52	3.67	3.53	3.76z	3.18	3.27	3.64z	3.24	3.54
														noq			q		
STANDARD ERROR	<b>0.07</b>	0.08	0.23	0.21	0.14	0.17	0.13	0.15	0.11	0.20	0.13	0.16	0.13	0.11	0.17	0.18	0.09	0.12	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.05	0.04	0.02	0.03	0.02	0.02	0.01	0.04	0.02	0.03	0.02	0.01	0.03	0.03	0.01	0.02	0.01
Don't know	<b>123</b>	100	17	7	33	26	45	28	45	21	35	14	34	27	15	45	61	60	101
	13%p	12%	34%	8%	10%	11%	15%g	11%	13%	16%	13%	10%	10%	9%	12%	20%zl	10%	17%zl	10%
															mp		mp		
Personal finances (NET)	<b>241</b>	206	14	21	80	59	78	64	82	28	59	31	73	68	32	64	141	95	229
	<b>25%</b>	24%	28%	25%	26%	26%	25%	25%	23%	22%	22%	22%	22%	24%	25%	28%	23%	27%	23%

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; \*\* very small base (under 30) ineligible for sig testing

**ISSUES INDEX APRIL 2018 (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+**

	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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
National health service/Hospitals/ Healthcare	<b>452</b> <b>46%</b>	197 45%	51 46%	203 47%	114 53%	161 57%z	27 66%z	132 35%	62 45%	78 44%	185 52%z	150 50%	476 48%
Common Market/ Brexit/EU/Europe/ Euro	<b>401</b> 41%l	189 43%	43 38%	169 39%	100 46%	118 42%	28 69%zf g	134 35%	34 25%	68 39%l	189 53%zl m	100 33%	429 43%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>230</b> 23%g	88 20%	18 16%	123 28%za b	63 29%g	49 18%	8 19%	101 26%	43 31%	45 26%	76 21%	66 22%	241 24%
Immigration/ immigrants	<b>188</b> <b>19%</b>	76 17%	25 22%	87 20%	52 24%	45 16%	5 11%	71 19%	24 18%	41 23%	67 19%	47 16%	185 18%
Education/Schools	<b>185</b> 19%cl	93 21%c	29 26%c	63 15%	31 14%	69 24%zf	17 42%zf g	61 16%	15 11%	28 16%	104 29%zl m	88 29%	203 20%
Defence/Foreign affairs/ International terrorism	<b>179</b> <b>18%</b>	74 17%	17 15%	88 20%	60 28%zg	44 16%	10 24%	55 14%	24 18%	31 18%	70 20%	37 12%	189 19%
Housing	<b>166</b> 17%c	82 19%	23 21%	61 14%	28 13%	59 21%f	16 38%zf g	58 15%	19 14%	28 16%	72 20%	59 20%	179 18%
Economy/Economic situation	<b>165</b> <b>17%</b>	85 19%	16 14%	64 15%	45 20%	54 19%	9 22%	50 13%	15 11%	32 18%	78 22%zl	51 17%	175 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/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 - 24th April 2018  
Number of sample points : 194  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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+**

	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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Poverty/Inequality	<b>145</b>	62	13	70	13	64	5	53	16	29	62	41	151
	15% <sup>f</sup>	14%	12%	16%	6%	23% <sup>z</sup>	13%	14%	12%	17%	18%	14%	15%
Unemployment/ Factory closure/ Lack of industry	<b>106</b>	44	15	47	18	31	3	40	26	16	40	32	95
	11%	10%	13%	11%	8%	11%	7%	10%	19% <sup>zm</sup>	9%	11%	11%	9%
Lack of faith in politics / politicians / government	<b>99</b>	46	10	42	23	25	2	39	20	11	40	43	105
	10%	11%	9%	10%	11%	9%	6%	10%	14% <sup>m</sup>	6%	11%	14%	10%
Ageing population/ Social care for the elderly	<b>97</b>	45	9	43	31	22	2	38	11	25	36	27	106
	10%	10%	8%	10%	14% <sup>z</sup>	8%	4%	10%	8%	14%	10%	9%	11%
Public services in general	<b>94</b>	41	15	38	15	41	4	31	11	13	48	36	111
	10%	9%	14%	9%	7%	15% <sup>z</sup>	10%	8%	8%	7%	14% <sup>z</sup>	12%	11%
Low pay/Minimum wage/Fair wages	<b>73</b>	37	15	21	13	25	2	26	10	17	36	22	67
	7% <sup>c</sup>	9%	13% <sup>zc</sup>	5%	6%	9%	4%	7%	8%	10%	10% <sup>z</sup>	7%	7%
Pollution/ Environment	<b>71</b>	34	17	20	10	28	7	18	5	11	33	24	76
	7% <sup>c</sup>	8%	15% <sup>zc</sup>	5%	5%	10%	18% <sup>z</sup>	5%	3%	6%	9%	8%	8%
Pensions/Social security/Benefits	<b>58</b>	26	5	27	18	15	4	20	8	10	27	11	71
	6%	6%	5%	6%	8%	5%	10%	5%	6%	5%	8%	4%	7%
Inflation/Prices	<b>57</b>	17	13	26	11	28	-	15	8	9	28	23	49
	6%	4%	12% <sup>za</sup>	6%	5%	10% <sup>z</sup>	-	4%	6%	5%	8%	8%	5%
Drug abuse	<b>50</b>	23	5	22	9	14	5	20	9	8	17	23	53
	5%	5%	4%	5%	4%	5%	12%	5%	7%	5%	5%	8%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n  
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**ISSUES INDEX APRIL 2018 (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+**

	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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Local government/ Council tax	<b>46</b> 5%	21 5%	5 4%	21 5%	9 4%	14 5%	1 4%	20 5%	6 4%	14 8%	17 5%	17 6%	36 4%
Race relations	<b>44</b> 5%	18 4%	7 6%	19 4%	9 4%	12 4%	3 6%	15 4%	4 3%	11 6%	20 6%	16 5%	45 4%
Transport/Public transport	<b>40</b> 4%	23 5%	6 5%	12 3%	12 5%	8 3%	3 7%	14 4%	3 2%	8 5%	22 6%z	15 5%	33 3%
Taxation	<b>37</b> 4%	21 5%	3 3%	13 3%	14 6%	10 3%	1 2%	10 3%	4 3%	12 7%	17 5%	10 3%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>36</b> 4%	12 3%	6 5%	17 4%	9 4%	13 4%	2 4%	9 2%	4 3%	11 6%	15 4%	12 4%	50 5%
Nationalisation/ Government control of institutions	<b>31</b> 3%	10 2%	7 6%	15 3%	3 2%	12 4%	- -	13 3%	6 4%	10 6%	11 3%	14 5%	27 3%
Population levels/ Overpopulation	<b>30</b> 3%	12 3%	7 7%	11 2%	9 4%	8 3%	- -	11 3%	4 3%	10 6%	12 3%	4 1%	30 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> 3%	7 2%	4 3%	20 5%za	7 3%	8 3%	- -	13 3%	3 2%	7 4%	15 4%	7 2%	34 3%
Petrol prices/Fuel	<b>27</b> 3%	12 3%	4 4%	11 3%	2 1%	10 3%	- -	12 3%	3 2%	7 4%	7 2%	8 3%	19 2%
Animal welfare	<b>24</b> 2%	12 3%	2 2%	10 2%	5 2%	5 2%	2 5%	8 2%	2 1%	8 5%	5 1%	5 2%	23 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n  
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**Table 7**  
**Q.PL01/02**  
**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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Countryside/Rural life	<b>21</b> 2%	11 3%	2 2%	8 2%	6 3%	7 2%	2 4%	5 1%	4 3%	4 2%	7 2%	10 3%	21 2%
Privatisation	<b>18</b> 2%	7 2%	4 3%	7 2%	3 2%	6 2%	2 6%	5 1%	2 1%	4 2%	7 2%	8 3%	25 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>10</b> 1%	6 1%	1 1%	3 1%	2 1%	4 2%	1 1%	2 1%	- -	- -	8 2%	7 2%	8 1%
Pound/Exchange rate/Value of pound	<b>9</b> 1%	4 1%	- -	5 1%	1 1%	2 1%	* 1%	5 1%	1 1%	1 *	4 1%	1 *	11 1%
Trade unions/ Strikes	<b>8</b> 1%	2 *	1 1%	5 1%	2 1%	3 1%	- -	3 1%	- -	1 1%	4 1%	3 1%	12 1%
Foot and mouth outbreak/Farming crisis	<b>6</b> 1%	3 1%	- -	3 1%	3 1%	- -	- -	1 *	- -	2 1%	3 1%	- -	4 *
Northern Ireland	<b>5</b> *	2 *	1 1%	2 *	- -	2 1%	1 3%f	1 *	1 *	1 1%	3 1%	- -	6 1%
AIDS	<b>4</b> *	4 1%	- -	* *	1 *	1 *	2 5%zfg	- -	- -	2 1%	1 *	- -	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>3</b> *	- -	- -	3 1%	- -	1 *	- -	1 *	1 *	1 1%	- -	- -	3 *
Median	<b>2</b>	3	3	2	3	3	3	2	2	3	3	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/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 - 24th April 2018  
Number of sample points : 194  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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+**

	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)		
<b>UNWEIGHTED BASE</b>	<b>1001</b>	390	107	504	241	290	44	364	131	188	375	260	1001
<b>WEIGHTED BASE</b>	<b>981</b>	437	112*	432	218	282	41*	382	138*	176	354	302	1001
	<b>100%</b>	45%	11%*	44%	22%	29%	4%*	39%	14%*	18%	36%	31%	102%
Other	<b>46</b>	21	7	18	9	13	3	14	8	13	17	17	51
	<b>5%</b>	5%	6%	4%	4%	5%	7%	4%	6%	7%	5%	6%	5%
MEAN NUMBER OF MENTIONS	<b>3.48</b>	3.48	3.80	3.40	3.53	3.75z	4.31z	3.15	3.17	3.63	4.04z	3.58	3.54
STANDARD ERROR	<b>0.07</b>	0.10	0.27	0.11	0.12	0.12	0.30	0.14	0.16	0.14	0.13	0.15	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.07	0.01	0.01	0.02	0.09	0.02	0.03	0.02	0.02	0.02	0.01
Don't know	<b>123</b>	53	19	51	10	28	1	80	21	15	27	43	101
	13% <sup>fh</sup> n	12%	17%	12%	4%	10% <sup>f</sup>	1%	21%	15% <sup>n</sup>	9%	8%	14%	10%
Personal finances (NET)	<b>241</b>	104	35	102	36	100	6	82	27	57	100	74	229
	25% <sup>f</sup>	24%	31%	24%	17%	35% <sup>zf</sup> h	14%	21%	20%	32% <sup>zl</sup>	28%	24%	23%

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

**ISSUES INDEX APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
National health service/Hospitals/ Healthcare	<b>452</b> <b>46%</b>	72 44%	452 100%zact	97 42%	85 45%	215 54%zact	123 66%zact	126 47%	259 48%	67 38%	402 47%	49 39%	50 49%	195 44%	56 62%zqrs	77 41%	48 41%	31 36%	35 42%	50 48%	476 48%
Common Market/ Brexit/EU/Europe/ Euro	<b>401</b> 41%cksv	80 49%ct	215 48%zct	74 32%	65 34%	401 100%zab	93 50%zct	107 40%	224 42%	70 39%	363 42%zk	36 29%	41 40%	188 42%	56 63%zqs	73 38%es	60 51%qs	19 21%	12 14%	53 51%v	429 43%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>230</b> 23%em	34 20%	97 21%	230 100%zab	52 28%e	74 18%	39 21%	74 28%	119 22%	36 20%	192 22%	36 29%	24 24%	79 18%	21 24%	46 24%	29 24%	21 25%	19 22%	34 32%	241 24%
Immigration/ immigrants	<b>188</b> <b>19%</b>	25 15%	85 19%	52 23%e	188 100%zab	65 16%	28 15%	41 15%	104 19%	44 25%g	168 20%	21 17%	14 14%	88 20%	12 13%	43 23%	25 21%	18 21%	83 100%z	105 100%z	185 18%
Education/Schools	<b>185</b> 19%jqs	51 31%zct	123 27%zct	39 17%	28 15%	93 23%zt	185 100%zab	63 24%z	96 18%	26 15%	152 18%	34 27%	34 33%zm	85 19%	25 28%zqrs	21 11%	17 14%	5 6%	7 8%	21 20%	203 20%
Defence/Foreign affairs/ International terrorism	<b>179</b> 18%kl	26 16%	86 19%f	49 21%f	36 19%	111 28%zab	24 13%	45 17%	94 18%	40 22%	171 20%zk	8 6%	12 12%	80 18%	17 20%	38 20%	23 20%	15 17%	15 18%	21 20%	189 19%
Housing	<b>166</b> 17%jv	33 20%	98 22%zct	34 15%	27 14%	69 17%	51 27%zct	43 16%	101 19%	23 13%	135 16%	31 25%	18 18%	87 19%	22 25%st	34 18%st	26 22%	9 10%	5 6%	21 20%v	179 18%
Economy/Economic situation	<b>165</b> 17%ijv	165 100%zbc	72 16%	34 15%	25 13%	80 20%	51 27%zbc	52 20%i	95 18%	18 10%	134 16%	30 24%	14 13%	86 19%	20 23%	28 15%	23 20%	13 15%	4 5%	21 20%v	175 17%

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 - 24th April 2018  
 Number of sample points : 194  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX APRIL 2018 (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/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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Poverty/Inequality	<b>145</b>	29	68	34	23	57	39	46	75	24	126	19	24	51	16	28	20	12	3	20	151
	15%v	18%	15%	15%	12%	14%	21%zbe	17%	14%	13%	15%	15%	24%zm	11%	18%	15%	17%	14%	3%	19%v	15%
Unemployment/ Factory closure/ Lack of industry	<b>106</b>	25	56	26	26	36	33	27	60	19	93	12	10	50	6	28	16	13	11	15	95
	11%	15%e	12%e	11%	14%	9%	18%zbe	10%	11%	11%	11%	10%	10%	11%	6%	15%	14%	15%	13%	14%	9%
Lack of faith in politics / politicians / government	<b>99</b>	23	54	27	18	47	26	33	49	16	87	12	10	49	12	19	14	5	3	15	105
	10%	14%	12%	12%	10%	12%	14%	12%	9%	9%	10%	9%	10%	11%	13%	10%	12%	6%	4%	14%	10%
Ageing population/ Social care for the elderly	<b>97</b>	24	65	23	20	42	36	27	47	23	83	13	11	42	16	15	10	6	8	12	106
	10%	14%	14%ze	10%	11%	10%	19%zce	10%	9%	13%	10%	11%	10%	9%	18%zqrs	8%	8%	6%	10%	11%	11%
Public services in general	<b>94</b>	26	64	22	16	45	28	27	58	9	82	12	14	43	14	8	6	3	3	13	111
	10%q	16%z	14%z	9%	8%	11%	15%z	10%	11%	5%	10%	10%	13%	10%	15%qrs	4%	5%	3%	4%	12%	11%
Low pay/Minimum wage/Fair wages	<b>73</b>	17	29	12	13	26	19	15	37	21	68	5	11	44	6	17	7	13	7	6	67
	7%	11%	6%	5%	7%	7%	10%b	6%	7%	12%	8%	4%	11%	10%	7%	9%	6%	15%z	8%	6%	7%
Pollution/ Environment	<b>71</b>	11	38	20	11	31	23	24	38	8	63	7	8	42	13	10	8	3	3	8	76
	7%	6%	8%	9%	6%	8%	12%zt	9%	7%	5%	7%	5%	8%	9%	15%zqs	5%	7%	4%	3%	8%	8%
Pensions/Social security/Benefits	<b>58</b>	16	35	29	12	33	20	22	29	7	48	9	9	19	5	12	9	3	2	10	71
	6%	9%	8%	12%z	6%	8%z	11%z	8%	5%	4%	6%	8%	9% <sup>m</sup>	4%	6%	6%	8%	4%	2%	10%	7%
Inflation/Prices	<b>57</b>	8	21	12	17	16	14	18	28	11	43	13	3	28	2	9	3	6	4	13	49
	6%j	5%	5%	5%	9%e	4%	7%	7%	5%	6%	5%	11%	3%	6%	2%	5%	2%	7%	5%	12%z	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/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

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**ISSUES INDEX APRIL 2018 (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)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Drug abuse	<b>50</b>	11	24	24	12	14	16	18	20	12	37	13	9	18	2	6	4	2	3	9	53
	5% <sub>j</sub>	7%	5%	10% <sub>zbe</sub>	6%	3%	9% <sub>ze</sub>	7%	4%	7%	4%	10% <sub>j</sub>	8%	4%	2%	3%	3%	3%	4%	8%	5%
Local government/ Council tax	<b>46</b>	9	21	22	7	18	19	10	31	5	46	*	6	19	*	4	4	4	4	4	36
	5% <sub>p</sub>	6%	5%	9% <sub>zbe</sub>	4%	4%	10% <sub>zbet</sub>	4%	6%	3%	5% <sub>z</sub>	*	6%	4%	*	2%	3%	5%	4%	4%	4%
Race relations	<b>44</b>	10	18	20	9	21	13	17	23	4	35	9	4	21	8	9	5	6	1	8	45
	5%	6%	4%	9% <sub>zb</sub>	5%	5%	7%	6%	4%	3%	4%	7%	4%	5%	9% <sub>z</sub>	5%	4%	7%	1%	8%	4%
Transport/Public transport	<b>40</b>	5	30	5	11	19	10	4	25	11	35	5	3	27	-	6	5	1	7	4	33
	4% <sub>g</sub>	3%	7% <sub>zc</sub>	2%	6%	5%	6%	2%	5%	6% <sub>g</sub>	4%	4%	3%	6%	-	3%	4%	2%	9%	4%	3%
Taxation	<b>37</b>	12	20	6	10	15	11	13	18	6	33	4	3	20	4	6	3	3	2	8	37
	4%	7% <sub>zc</sub>	4%	3%	5%	4%	6%	5%	3%	3%	4%	3%	3%	5%	5%	3%	3%	4%	3%	7%	4%
Morality/ Individual behaviour/ Lifestyle	<b>36</b>	4	20	19	6	15	9	13	16	7	32	4	5	13	6	8	7	1	1	4	50
	4%	2%	5%	8% <sub>zae</sub>	3%	4%	5%	5%	3%	4%	4%	3%	5%	3%	6%	4%	6%	1%	2%	4%	5%
Nationalisation/ Government control of institutions	<b>31</b>	9	14	9	4	13	9	12	16	3	26	6	4	12	1	6	5	5	-	4	27
	3%	5%	3%	4%	2%	3%	5%	5%	3%	2%	3%	4%	4%	3%	2%	3%	4%	6%	-	4%	3%
Population levels/ Overpopulation	<b>30</b>	5	16	7	13	9	5	6	15	9	29	1	3	17	1	8	7	3	7	6	30
	3%	3%	3%	7% <sub>ze</sub>	2%	3%	3%	2%	3%	5%	3%	1%	3%	4%	1%	4%	6%	3%	8%	6%	3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b>	6	14	10	4	14	6	8	18	4	29	1	2	8	4	6	2	4	*	4	34
	3%	4%	3%	5%	2%	3%	3%	3%	3%	2%	3%	1%	2%	2%	4%	3%	2%	4%	*	4%	3%
Petrol prices/Fuel	<b>27</b>	8	7	14	4	4	10	7	17	4	23	4	1	16	-	1	1	*	1	3	19
	3% <sub>e</sub>	5% <sub>be</sub>	2%	6% <sub>zbe</sub>	2%	1%	6% <sub>zbe</sub>	2%	3%	2%	3%	4%	1%	3%	-	1%	*	1%	1%	3%	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 APRIL 2018 (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/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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Animal welfare	<b>24</b>	4	10	9	3	7	7	10	9	5	22	2	2	12	2	4	2	2	1	1	23
	<b>2%</b>	2%	2%	4%	1%	2%	4%	4%	2%	3%	3%	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%
Countryside/Rural life	<b>21</b>	2	15	7	7	9	5	1	9	10	21	-	2	12	3	3	2	*	1	7	21
	<b>2%g</b>	1%	3%	3%	4%	2%	3%	1%	2%	6%zgh	2%	-	2%	3%	4%	1%	2%	*	1%	6%z	2%
Privatisation	<b>18</b>	7	10	7	3	10	6	6	8	4	17	1	3	8	6	1	*	*	1	2	25
	<b>2%</b>	4%z	2%	3%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	6%zqr	*	*	*	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>10</b>	4	5	1	1	6	4	5	4	1	7	3	1	6	1	2	2	-	-	1	8
	<b>1%</b>	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	1%	1%
Pound/Exchange rate/Value of pound	<b>9</b>	2	6	6	3	4	2	4	4	1	7	2	*	4	-	1	1	1	*	3	11
	<b>1%</b>	1%	1%	3%z	2%	1%	1%	2%	1%	*	1%	2%	*	1%	-	1%	1%	1%	*	3%	1%
Trade unions/ Strikes	<b>8</b>	1	5	1	2	4	4	1	6	1	8	-	2	-	-	3	3	-	1	1	12
	<b>1%</b>	1%	1%	*	1%	1%	2%z	*	1%	*	1%	-	2% <sup>m</sup>	-	-	1%	2%	-	1%	1%	1%
Foot and mouth outbreak/Farming crisis	<b>6</b>	-	4	2	1	5	2	2	2	2	6	-	-	3	3	2	2	-	-	1	4
	<b>1%</b>	-	1%	1%	*	1%	1%	1%	*	1%	1%	-	-	1%	4%z	1%	2%	-	-	1%	*
Northern Ireland	<b>5</b>	3	3	1	-	4	1	2	3	-	5	-	-	3	3	-	-	-	-	-	6
	<b>*</b>	2%	1%	*	-	1%	*	1%	1%	-	1%	-	-	1%	3%zq	-	-	-	-	-	1%
AIDS	<b>4</b>	*	1	-	-	1	1	2	2	-	4	-	3	1	-	-	-	-	-	-	4
	<b>*</b>	*	*	-	-	*	1%	1%	*	-	*	-	3%zm	*	-	-	-	-	-	-	*

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 APRIL 2018 (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/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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1001</b>	175	476	241	185	429	203	272	542	187	907	90	176	320	108	198	128	84	77	108	1001
<b>WEIGHTED BASE</b>	<b>981</b>	165	452	230	188	401	185	266	537	178	854	125*	102	446	89*	190	118*	87*	83*	105*	1001
	<b>100%</b>	17%	46%	23%	19%	41%	19%	27%	55%	18%	87%	13%*	10%	45%	9%*	19%	12%*	9%*	8%*	11%*	102%
Bird flu/Pandemic flu/Swine flu/Ebola	<b>3</b>	1	1	1	2	-	1	1	2	-	3	-	-	-	-	-	-	-	-	2	3
	*	1%	*	1%	1%	-	1%	*	*	-	*	-	-	-	-	-	-	-	-	2%z	*
Median	<b>2</b>	4	3	3	3	3	4	3	2	2	2	2	3	3	3	2	2	2	2	3	2
Other	<b>46</b>	2	15	10	4	13	11	20	20	5	37	7	7	20	4	7	7	1	1	3	51
	5%a	1%	3%	4%	2%	3%	6%a	8%z	4%	3%	4%	6%	7%	5%	5%	4%	6%	1%	1%	3%	5%
MEAN NUMBER OF MENTIONS	3.48s	4.68ze	4.29z	4.36z	4.12z	4.14z	5.34zb cet	3.73	3.43	3.26	3.49	3.39	3.65	3.50	4.16zq	3.25s	3.55qs	2.83	3.11	4.93zv	3.54
STANDARD ERROR	<b>0.07</b>	0.22	0.13	0.22	0.25	0.12	0.24	0.16	0.09	0.16	0.08	0.21	0.16	0.12	0.24	0.14	0.19	0.16	0.18	0.40	0.07
ERROR VARIANCE	<b>0.01</b>	0.05	0.02	0.05	0.06	0.01	0.06	0.03	0.01	0.03	0.01	0.05	0.03	0.01	0.06	0.02	0.04	0.03	0.03	0.16	0.01
Don't know	<b>123</b>	3	20	9	6	14	3	39	59	25	111	12	6	66	4	27	13	17	4	2	101
	13%abce ftlpw	2%	4%	4%	3%	4%	2%	15%	11%	14%	13%	9%	6%	15%l	4%	14%p	11%	19%p	5%	2%	10%
Personal finances (NET)	<b>241</b>	49	104	53	44	88	56	70	123	48	209	32	32	108	20	46	27	27	14	31	229
	25%	30%e	23%	23%	24%	22%	30%be	26%	23%	27%	24%	25%	32%z	24%	22%	24%	23%	31%	16%	29%	23%

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**ISSUES INDEX APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	144	102	189	96	304	166	1001
<b>WEIGHTED BASE</b>	<b>981</b>	139	154*	202	126*	189	171	1001
	<b>100%</b>	14%	16%*	21%	13%*	19%	17%	102%
National health service/Hospitals/Healthcare	<b>452</b>	66	55	116	45	95	75	476
	<b>46%</b>	48%	36%	57%zb df	35%	50%bd	44%	48%
Common Market/Brexit/EU/Europe/Euro	<b>401</b>	52	45	116	21	99	68	429
	41%bd	37%d	29%	57%za bdf	16%	52%za bdf	40%d	43%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	<b>230</b>	26	27	30	42	58	46	241
	23%c	19%	18%	15%	33%ab c	31%za bc	27%c	24%
Immigration/immigrants	<b>188</b>	19	15	20	41	43	52	185
	19%bc	13%	10%	10%	32%za bc	23%ab c	30%za bc	18%
Education/Schools	<b>185</b>	29	24	73	12	35	13	203
	19%f	21%f	16%	36%za bdef	10%	19%f	7%	20%
Defence/Foreign affairs/International terrorism	<b>179</b>	24	20	37	13	51	33	189
	<b>18%</b>	18%	13%	18%	11%	27%zb d	19%	19%
Housing	<b>166</b>	27	26	36	24	34	20	179
	<b>17%</b>	20%	17%	18%	19%	18%	11%	18%
Economy/Economic situation	<b>165</b>	27	25	51	15	30	16	175
	17%f	20%f	16%	25%zd ef	12%	16%	9%	17%
Poverty/Inequality	<b>145</b>	24	24	35	24	19	20	151
	15%e	17%	15%	17%e	19%	10%	12%	15%

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 Overlap formulae used. \* small base

Respondent type : GB Adults 18+  
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**ISSUES INDEX APRIL 2018 (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)	
<b>UNWEIGHTED BASE</b>	<b>1001</b>	144	102	189	96	304	166	1001
<b>WEIGHTED BASE</b>	<b>981</b>	139	154*	202	126*	189	171	1001
	<b>100%</b>	14%	16%*	21%	13%*	19%	17%	102%
Unemployment/ Factory closure/ Lack of industry	<b>106</b> 11% <sup>e</sup>	12 8%	15 10%	27 13% <sup>ee</sup>	18 14% <sup>ee</sup>	9 5%	26 15% <sup>ee</sup>	95 9%
Lack of faith in politics / politicians / government	<b>99</b> 10% <sup>b</sup>	10 7%	6 4%	31 15% <sup>za</sup> be	19 15% <sup>b</sup>	15 8%	18 11%	105 10%
Ageing population/ Social care for the elderly	<b>97</b> 10% <sup>b</sup>	9 6% <sup>b</sup>	1 1%	26 13% <sup>b</sup>	19 15% <sup>b</sup>	22 12% <sup>b</sup>	21 12% <sup>b</sup>	106 11%
Public services in general	<b>94</b> 10%	16 11%	6 4%	26 13% <sup>b</sup>	13 10%	20 11%	13 7%	111 11%
Low pay/Minimum wage/Fair wages	<b>73</b> 7% <sup>e</sup>	11 8%	15 10% <sup>e</sup>	11 5%	14 11% <sup>ee</sup>	6 3%	17 10% <sup>ee</sup>	67 7%
Pollution/ Environment	<b>71</b> 7%	8 6%	4 3%	27 13% <sup>zab</sup> f	9 7%	14 7%	8 5%	76 8%
Pensions/Social security/Benefits	<b>58</b> 6%	6 4%	5 3%	14 7%	6 5%	18 10% <sup>z</sup>	10 6%	71 7%
Inflation/Prices	<b>57</b> 6%	6 4%	16 10%	14 7%	8 7%	7 4%	6 3%	49 5%
Drug abuse	<b>50</b> 5%	4 3%	4 3%	16 8%	6 5%	7 4%	12 7%	53 5%
Local government/ Council tax	<b>46</b> 5%	5 3%	5 3%	10 5%	11 8%	7 4%	9 5%	36 4%
Race relations	<b>44</b> 5%	4 3%	6 4%	14 7%	7 6%	7 4%	6 4%	45 4%

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	<b>100%</b>	14%	16%*	21%	13%*	19%	17%	102%
Transport/Public transport	<b>40</b> <b>4%</b>	3 2%	2 2%	12 6%	6 5%	5 3%	10 6%	33 3%
Taxation	<b>37</b> <b>4%</b>	6 4%	5 3%	8 4%	4 3%	5 3%	8 5%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>36</b> <b>4%</b>	4 3%	- -	13 6%b	3 2%	10 5%b	7 4%	50 5%
Nationalisation/ Government control of institutions	<b>31</b> <b>3%</b>	2 2%	7 5%	4 2%	9 7%e	3 2%	6 3%	27 3%
Population levels/ Overpopulation	<b>30</b> <b>3%</b>	- -	5 4%	4 2%	3 3%	4 2%	13 8%zac e	30 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> <b>3%</b>	1 1%	4 2%	6 3%	4 3%	7 4%	8 5%	34 3%
Petrol prices/Fuel	<b>27</b> <b>3%</b>	* *	6 4%	4 2%	8 6%a	4 2%	5 3%	19 2%
Animal welfare	<b>24</b> <b>2%</b>	4 3%	1 1%	7 3%	4 3%	4 2%	4 3%	23 2%
Countryside/Rural life	<b>21</b> <b>2%</b>	* *	- -	10 5%zab	3 2%	3 2%	5 3%	21 2%
Privatisation	<b>18</b> <b>2%</b>	4 3%f	1 1%	4 2%	4 3%	4 2%	- -	25 2%

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	<b>100%</b>	14%	16%*	21%	13%*	19%	17%	102%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>10</b> <b>1%</b>	-	3 2%	6 3%z	1 1%	* *	- -	8 1%
Pound/Exchange rate/Value of pound	<b>9</b> <b>1%</b>	2 2%	1 *	- -	2 2%	1 1%	3 2%	11 1%
Trade unions/ Strikes	<b>8</b> <b>1%</b>	2 1%	- -	2 1%	* *	1 *	3 2%	12 1%
Foot and mouth outbreak/Farming crisis	<b>6</b> <b>1%</b>	- -	- -	3 2%	- -	1 *	2 1%	4 *
Northern Ireland	<b>5</b> <b>*</b>	1 *	1 1%	1 1%	- -	2 1%	- -	6 1%
AIDS	<b>4</b> <b>*</b>	1 1%	- -	1 *	- -	* *	2 1%	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>3</b> <b>*</b>	1 *	- -	- -	- -	1 *	1 1%	3 *
Median	<b>2</b>	2	2	3	2	2	2	2
Other	<b>46</b> <b>5%</b>	10 7%	5 3%	12 6%	6 5%	8 4%	5 3%	51 5%
MEAN NUMBER OF MENTIONS	3.48b	3.19	2.82	4.16z abef	3.46	3.57b	3.42	3.54
STANDARD ERROR	<b>0.07</b>	0.13	0.16	0.19	0.22	0.13	0.22	0.07

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	<b>100%</b>	14%	16%*	21%	13%*	19%	17%	102%
ERROR VARIANCE	<b>0.01</b>	0.02	0.02	0.04	0.05	0.02	0.05	0.01
Don't know	<b>123</b>	19	49	13	12	15	15	101
	13% <sub>ce</sub>	14%	32% <sub>zac</sub>	7%	10%	8%	9%	10%
			def					
Personal finances (NET)	<b>241</b>	36	44	56	41	29	35	229
	25% <sub>e</sub>	26% <sub>e</sub>	29% <sub>e</sub>	28% <sub>e</sub>	32% <sub>e</sub>	15%	21%	23%

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