

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Common Market/ Brexit/EU/Europe/ Euro	447	251	196	51	58	63	84	71	120	109	148	191	172	275	170	125	76	76	295	152	466
	45% ^{bd}	51% ^{zb}	39%	38%	34%	41%	49% ^{di}	49% ^{di}	54% ^{zc}	36%	45%	52% ^{zc}	38%	51%	63% ^{zm}	45% ^{oq}	37%	31%	54% ^{zm}	34%	45%
	inoq								dei			di			nopq				noq		
National health service/Hospitals/ Healthcare	118	38	79	18	19	16	19	18	29	37	34	47	52	65	16	33	29	39	49	69	132
	12% ^{alp}	8%	16% ^{za}	13%	11%	10%	11%	12%	13%	12%	10%	13%	11%	12%	6%	12% ^{lp}	14% ^l	16% ^{lp}	9% ^l	15% ^{zl}	13%
																				p	
Immigration/ immigrants	62	32	31	7	8	8	9	15	15	15	17	31	23	39	3	15	21	23	18	44	57
	6% ^{lp}	6%	6%	5%	5%	5%	5%	10% ^z	7%	5%	5%	8% ^z	5%	7%	1%	5% ^{lp}	10% ^{zlp}	9% ^{lp}	3% ^l	10% ^{zlm}	6%
																				p	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39	14	25	3	11	6	8	5	5	15	14	11	20	19	2	13	16	7	15	24	38
	4% ^{lp}	3%	5%	2%	7% ^h	4%	5%	4%	2%	5%	4%	3%	4%	3%	1%	5% ^{lp}	8% ^{zlo}	3%	3% ^l	5% ^{lo}	4%
																				p	
Housing	39	17	21	5	11	6	10	3	4	16	16	6	22	17	3	7	15	14	10	28	32
	4% ^{hkl}	3%	4%	4%	6% ^{hk}	4%	6% ^{hk}	2%	2%	5% ^{hk}	5% ^k	2%	5%	3%	1%	3%	7% ^{zlm}	6% ^{lp}	2%	6% ^{zlm}	3%
	p																			p	
Poverty/Inequality	38	16	22	8	10	7	6	3	4	18	13	7	25	12	15	14	3	5	30	8	32
	4% ^{hkq}	3%	4%	6% ^k	6% ^{hk}	5%	3%	2%	2%	6% ^{hk}	4%	2%	6%	2%	6% ^{nq}	5% ^q	1%	2%	5% ^{znq}	2%	3%
																				p	
Economy/Economic situation	30	22	8	3	9	9	7	1	*	12	16	2	21	9	8	8	4	10	16	14	27
	3% ^{bhk}	4% ^{zb}	2%	2%	5% ^{hk}	6% ^{hk}	4% ^{hk}	1%	*	4% ^{hk}	5% ^{hk}	*	5%	2%	3%	3%	2%	4%	3%	3%	3%
Lack of faith in politics / politicians / government	25	14	11	2	2	6	5	3	7	3	11	10	10	15	5	9	5	5	14	11	23
	2%	3%	2%	1%	1%	4%	3%	2%	3%	1%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%
Unemployment/ Factory closure/ Lack of industry	20	10	10	5	3	3	3	4	3	8	5	7	10	10	7	8	2	3	15	5	21
	2%	2%	2%	4%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	3%	3%	1%	1%	3%	1%	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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

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	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Ageing population/ Social care for the elderly	14 1%	4 1%	10 2%	- -	- -	4 3%i	3 1%	2 1%	5 2%i	- -	7 2%i	7 2%i	4 1%	10 2%	3 1%	3 1%	7 3%zop	1 *	6 1%	8 2%o	19 2%
Drug abuse	12 1%	6 1%	5 1%	1 1%	* *	1 1%	2 1%	4 3%zi	3 1%	1 *	3 1%	7 2%	3 1%	9 2%	1 *	4 1%	2 1%	4 2%	5 1%	7 2%	12 1%
Low pay/Minimum wage/Fair wages	11 1%	4 1%	7 1%	4 3%k	1 1%	4 2%	1 1%	- *	1 2%	6 1%	5 *	1 2%	9 *	2 *	3 1%	4 1%	3 2%	1 1%	7 1%	5 1%	10 1%
Defence/Foreign affairs/ International terrorism	11 1%	7 2%	3 1%	1 1%	3 2%	- -	1 *	2 1%	5 2%j	3 1%	1 *	7 2%	3 1%	7 1%	2 1%	2 1%	1 1%	5 2%	5 1%	6 1%	13 1%
Pollution/ Environment	10 1%	3 1%	7 1%	5 3%zhj	2 1%	- -	2 1%	1 1%	1 *	7 2%	2 1%	2 *	7 1%	4 1%	3 1%	4 1%	1 1%	2 1%	7 1%	3 1%	12 1%
Education/Schools	10 1%	2 1%	7 1%	2 1%	1 1%	2 2%	3 2%	- -	1 1%	3 1%	6 2%	1 *	5 1%	4 1%	5 2%	1 *	2 1%	1 1%	7 1%	3 1%	10 1%
Population levels/ Overpopulation	7 1%	3 1%	4 1%	- -	4 2%z	- -	1 1%	1 1%	2 1%	4 1%	1 *	2 1%	4 1%	3 1%	- -	1 *	2 1%	5 2%zlp	1 *	7 1%	7 1%
Inflation/Prices	6 1%	3 1%	2 *	2 1%	1 *	- -	- -	2 2%j	1 *	3 1%	- -	3 1%	3 1%	3 1%	2 1%	1 *	1 *	3 1%	2 *	4 *	6 1%
Public services in general	6 1%	2 *	3 1%	- -	1 1%	2 1%	1 1%	1 1%	* *	1 *	3 1%	1 *	3 1%	2 *	* *	3 1%	- -	3 1%	3 1%	3 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	6 1%	3 1%	3 1%	3 2%zj	1 1%	- -	- -	1 *	1 *	4 1%	- -	2 *	4 1%	2 *	- -	4 1%	2 1%	- -	4 1%	2 *	7 1%

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UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
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100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%	
Animal welfare	5*	3	2	-	1	4	-	-	-	1	4	-	5	-	1	-	1	3	1	4	3
		1%	*	-	1%	3%zhk	-	-	-	*	1%	-	1%	-	*	-	*	1%	*	1%	*
Race relations	4*	1	3	3	-	-	-	-	1	3	-	1	3	1	-	1	2	*	1	3	4
		*	1%	2%zjk	-	-	-	-	*	1%	-	*	1%	*	-	1%	1%	*	*	1%	*
Pensions/Social security/Benefits	3*	2	1	-	1	1	-	1	-	1	1	1	2	1	1	1	1	1	2	1	5
		*	*	-	1%	1%	-	1%	-	*	*	*	1%	*	*	*	*	*	*	*	*
Local government/Council tax	3*	2	1	-	2	-	-	-	1	2	-	1	2	1	-	1	1	1	1	2	4
		*	*	-	1%	-	-	-	*	1%	-	*	*	*	-	*	*	*	*	*	*
Taxation	2*	1	1	1	-	-	-	-	1	1	-	1	1	1	2	-	-	-	2	-	2
		*	*	1%	-	-	-	-	*	*	-	*	*	*	1%	-	-	-	*	-	*
Nationalisation/Government control of institutions	2*	1	1	1	-	1	-	1	-	1	1	1	1	1	-	-	1	1	-	2	3
		*	*	*	-	1%	-	*	-	*	*	*	*	*	-	-	1%	*	-	*	*
Privatisation	2*	1	1	-	1	-	-	1	-	1	-	1	1	1	1	1	-	-	2	-	2
		*	*	-	1%	-	-	1%	-	*	-	*	*	*	*	*	-	-	*	-	*
Scottish/Welsh assembly/Devolution/Constitutional reform	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
Countryside/Rural life	1*	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
		*	*	-	1%	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	*
Nuclear weapons/Nuclear war/Disarmament	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%	24%	55%	45%	103%
Transport/Public transport	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	*	1
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13	10	3	2	2	-	4	2	2	5	4	4	5	8	3	6	*	4	9	4	16
	1% ^b	2%	1%	2%	1%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	*	2%	2%	1%	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	54	20	34	8	14	13	4	4	12	22	17	16	34	20	12	12	5	25	24	30	51
	5%	4%	7%	6%	8% ^f	8%	2%	3%	5%	7%	5% ^f	4%	8%	4%	5%	4%	2%	10% ^{zlm}	4%	7% ^{on}	5%
Personal finances (NET)	55	23	32	14	13	11	7	5	6	26	18	11	37	18	20	19	7	10	39	16	48
	5% ^{hkq}	5%	6%	10% ^{zhk}	8% ^{hk}	7%	4%	4%	3%	9% ^{zhk}	5%	3%	8%	3%	7%	7%	3%	4%	7% ^{zq}	4%	5%

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Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 2
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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)
UNWEIGHTED BASE	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Common Market/ Brexit/EU/Europe/ Euro	447	385	24	38	126	88	132	107	190	50	130	80	179	139	32	85	318	117	466
	45%de nq	44%de	49%	45%	39%	37%	42%	41%	52%za defgi j	37%	47%ei	56%za defgi j	54%zn oq	49%no q	25%	38%n	52%zn oq	33%n	45%
National health service/Hospitals/ Healthcare	118	93	7	18	52	34	32	26	33	11	27	16	42	35	20	18	77	38	132
	12%a	11%	13%	21%za fghij	16%za h	14%	10%	10%	9%	8%	10%	11%	13%	12%	15%q	8%	13%	11%	13%
Immigration/ immigrants	62	59	1	2	29	27	21	20	12	4	12	7	18	8	19	17	26	36	57
	6%hmp	7%h	2%	3%	9%zc hj	11%zac dhij	7%	8%h	3%	3%	4%	5%	5%	3%	14%zlm pq	8%	4%	10%zlm p	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39	37	*	1	15	13	11	10	14	12	13	1	9	11	6	11	20	17	38
	4%k	4%k	1%	2%	4%	5%k	3%	4%	4%k	9%zaf hjk	5%k	1%	3%	4%	5%	5%	3%	5%	4%
Housing	39	35	4	-	7	7	9	5	23	16	22	6	2	7	6	21	9	28	32
	4%lp	4%	7%cg	-	2%	3%	3%	2%	6%za cdg	12%zac defghk	8%zac defgk	4%	1%	2%	5%lp	10%zlm p	1%l	8%zlm p	3%
Poverty/Inequality	38	35	1	2	10	8	14	13	14	7	7	1	12	17	3	7	28	9	32
	4%k	4%k	2%	2%	3%	3%	4%	5%k	4%jk	5%k	3%k	*	4%	6%	2%	3%	5%	3%	3%
Economy/Economic situation	30	27	2	1	6	5	17	16	6	2	6	4	6	11	2	9	17	11	27
	3%	3%	3%	1%	2%	2%	6%zad h	6%zad ehj	2%	1%	2%	3%	2%	4%	2%	4%	3%	3%	3%
Lack of faith in politics / politicians / government	25	18	-	6	12	6	4	4	8	4	6	2	5	8	5	8	12	12	23
	2%	2%	-	7%zaf ghjk	4%e	2%	1%	2%	2%	3%	2%	1%	1%	3%	4%	3%	2%	3%	2%

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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)	
UNWEIGHTED BASE	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Unemployment/ Factory closure/ Lack of industry	20 2%	17 2%	1 2%	2 2%	6 2%	4 2%	11 3%	10 4%h	4 1%	3 2%	4 1%	1 1%	6 2%	7 3%	2 2%	4 2%	13 2%	6 2%	21 2%
Ageing population/ Social care for the elderly	14 1%	10 1%	1 2%	3 3%	8 2%a	5 2%	3 1%	2 1%	2 1%	* *	1 1%	1 1%	8 3%z	3 1%	- -	3 1%	11 2%	3 1%	19 2%
Drug abuse	12 1%	9 1%	- -	2 3%j	3 1%e	1 *	8 2%ahj	8 3%zae hj	1 *	* *	* *	- -	6 2%	3 1%	3 2%	- -	9 1%	3 1%	12 1%
Low pay/Minimum wage/Fair wages	11 1%p	10 1%	1 1%	1 1%	3 1%	2 1%	5 2%	4 2%	4 1%	2 2%	4 1%	1 1%	- -	4 1%	1 1%	5 2%l	4 1%	6 2%l	10 1%
Defence/Foreign affairs/ International terrorism	11 1%	10 1%	1 1%	- -	4 1%	4 2%	4 1%	3 1%	3 1%	- -	3 1%	3 2%	3 1%	3 1%	3 3%	1 *	6 1%	4 1%	13 1%
Pollution/ Environment	10 1%	9 1%	* 1%	1 1%	3 1%	2 1%	3 1%	3 1%	3 1%	2 1%	3 1%	2 1%	5 2%	2 1%	1 *	2 1%	7 1%	3 1%	12 1%
Education/Schools	10 1%	9 1%	1 1%	- -	2 1%	2 1%	3 1%	2 1%	5 1%	2 2%	4 1%	2 1%	4 1%	3 1%	2 1%	1 1%	7 1%	3 1%	10 1%
Population levels/ Overpopulation	7 1%	6 1%	1 2%	- -	* *	* *	5 1%	4 1%	2 1%	1 1%	1 *	- -	2 *	2 1%	* *	3 2%	3 1%	4 1%	7 1%
Inflation/Prices	6 1%	6 1%	- -	- -	2 1%	2 1%	2 1%	2 1%	2 1%	1 *	1 *	- -	2 *	- -	2 2%mp	1 1%	2 *	4 1%	6 1%
Public services in general	6 1%	4 *	1 2%h	1 1%	3 1%	2 1%	3 1%	2 1%	* *	* *	* *	- -	1 *	2 1%	1 1%	2 1%	3 1%	3 1%	9 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 July 2018
Number of sample points : 163
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Morality/ Individual behaviour/ Lifestyle	6 1%	5 1%	1 1%	- -	4 1%	4 2%za	1 *	* *	1 *	- -	- -	- -	1 *	1 *	2 2%	1 *	3 *	3 1%	7 1%
Animal welfare	5 *	5 1%	- -	- -	1 *	1 *	3 1%	3 1%	1 *	1 *	1 *	- -	- -	- -	3 3%zlm	2 1%	- -	5 1%zp	3 *
Race relations	4 *	4 *	- -	1 1%	2 1%	1 1%	- -	- -	2 1%	2 2%f	2 1%	- -	1 *	- -	1 1%	2 1%	1 *	3 1%	4 *
Pensions/Social security/Benefits	3 *	3 *	* 1%	- -	3 1%	3 1%za	* -	- -	- -	- -	- -	- -	1 *	* *	* *	2 1%	1 *	2 1%	5 *
Local government/ Council tax	3 *	2 *	- -	1 1%	2 1%	1 *	- -	- -	1 *	1 1%	1 *	- -	1 *	- -	* *	2 1%	1 *	2 1%	4 *
Taxation	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	1 1%	2 1%	1 *	1 *	- -	- -	1 1%	1 *	1 *	2 *
Nationalisation/ Government control of institutions	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	2 2%zad	2 1%	- -	- -	1 1%	1 *	- -	1 *	1 *	3 *
Privatisation	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 1%	1 *	1 *	2 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	- -	1 2%zah	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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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	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
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	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Countryside/Rural life	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	1*	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	1*	1*	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	1*
Transport/Public transport	* *	* *	-	-	-	-	-	-	* *	* *	* *	-	-	-	-	* *	-	* *	1*
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 1%	12 1%	* 1%	-	2 1%	2 1%	4 1%	3 1%	7 2%	3 3%	7 3%	3 2%	4 1%	4 1%	-	3 2%	8 1%	3 1%	16 2%

Proportions/Mean: 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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	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	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
100%		86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
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
Don't know	54	47	4	3	18	15	15	11	21	6	18	12	12	11	15	9	23	25	51
	5%lp	5%	8%	4%	6%	6%	5%	4%	6%	5%	6%	8%	4%	4%	12%zlm opq	4%	4%	7%op	5%
Personal finances (NET)	55	51	2	3	15	12	20	19	20	10	12	2	13	20	6	14	33	19	48
	5%k	6%k	3%	3%	5%	5%	6%k	7%k	5%k	7%k	4%k	1%	4%	7%	5%	6%	5%	6%	5%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Overlap formulae used. * small base

ISSUES INDEX JULY 2018 (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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Common Market/ Brexit/EU/Europe/ Euro	447 45%bl	197 48%b	52 36%	198 45%	117 62%zg	125 44%	29 63%zg	147 35%	34 31%	68 42%	213 56%zm	102 35%	466 45%
National health service/Hospitals/ Healthcare	118 12%nl	37 9%	18 12%	63 14%za	16 8%	43 15%f	4 8%	51 12%	22 20%zn	25 15%nl	29 8%	28 10%	132 13%
Immigration/ immigrants	62 6%	22 5%	11 7%	30 7%	12 6%	14 5%	1 3%	29 7%	12 11%nl	13 8%	19 5%	20 7%	57 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39 4%	17 4%	10 7%c	12 3%	4 2%	8 3%	- -	24 6%	5 5%	7 4%	17 4%	19 6%	38 4%
Housing	39 4%fl	18 4%	8 6%	12 3%	- -	21 7%zf	1 1%	17 4%	5 5%	7 5%	15 4%	16 5%	32 3%
Poverty/Inequality	38 4%cf	23 6%c	4 3%	11 2%	- -	12 4%fl	3 7%fl	18 4%	3 3%	3 2%	19 5%	15 5%	32 3%
Economy/Economic situation	30 3%cl	20 5%zc	2 1%	8 2%	8 4%	7 2%	1 2%	14 3%	- -	5 3%	7 2%	14 5%	27 3%
Lack of faith in politics / politicians / government	25 2%	7 2%	5 3%	13 3%	3 1%	5 2%	- -	15 4%	2 2%	2 1%	7 2%	9 3%	23 2%
Unemployment/ Factory closure/ Lack of industry	20 2%	7 2%	4 2%	9 2%	4 2%	7 2%	2 5%	5 1%	4 3%	2 1%	6 2%	5 2%	21 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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ISSUES INDEX JULY 2018 (PUBLIC - FINAL)

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		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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
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	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Ageing population/ Social care for the elderly	14 1%	6 1%	2 1%	6 1%	2 1%	3 1%	* 1%	7 2%	2 2%	2 1%	5 1%	2 1%	19 2%
Drug abuse	12 1%	5 1%	- -	7 2%	4 2%	3 1%	1 2%	3 1%	1 1%	3 2%	2 *	4 1%	12 1%
Low pay/Minimum wage/Fair wages	11 1%	3 1%	6 4%zac	3 1%	5 3%	1 1%	- -	5 1%	- -	- -	4 1%	5 2%	10 1%
Defence/Foreign affairs/ International terrorism	11 1%	4 1%	- -	7 2%	3 1%	4 1%	- -	4 1%	2 1%	2 1%	4 1%	1 *	13 1%
Pollution/ Environment	10 1%	4 1%	3 2%	4 1%	2 1%	2 1%	- -	4 1%	* *	- -	4 1%	2 1%	12 1%
Education/Schools	10 1%	3 1%	5 3%zc	2 1%	2 1%	5 2%	- -	2 *	1 1%	3 2%	4 1%	6 2%	10 1%
Population levels/ Overpopulation	7 1%	2 1%	3 2%c	2 *	- -	1 *	- -	5 1%	- -	1 1%	1 *	4 1%	7 1%
Inflation/Prices	6 1%	2 1%	1 1%	2 1%	- -	2 1%	- -	4 1%	1 1%	- -	1 *	1 *	6 1%
Public services in general	6 1%	2 1%	* *	3 1%	* *	2 1%	- -	2 1%	1 1%	2 1%	1 *	2 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	6 1%	1 *	2 1%	3 1%	1 *	- -	- -	5 1%	1 1%	1 *	2 1%	2 1%	7 1%

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	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Animal welfare	5*	1*	-	4	-	-	-	5	1	3	-	4	3*
				1%	-	-	-	1%	1%	2%zn	-	1%	*
Race relations	4*	2	-	2	1	-	2	1	-	-	4	1	4*
		1%	-	*	*	-	5%zfg	*	-	-	1%	*	*
Pensions/Social security/Benefits	3*	1*	2	1	-	2	-	1	1	1	1	2	5*
		*	1%	*	-	1%	-	*	1%	1%	*	1%	*
Local government/Council tax	3*	1*	1	1	-	-	-	2	*	-	1	1	4*
		*	*	*	-	-	-	*	*	-	*	*	*
Taxation	2*	1*	-	1	1	1	-	-	-	-	2	-	2*
		*	-	*	*	*	-	-	-	-	1%	-	*
Nationalisation/Government control of institutions	2*	1*	-	1	-	2	-	-	-	-	1	-	3*
		*	-	*	-	1%	-	-	-	-	*	-	*
Privatisation	2*	1*	1	-	-	1	1	-	-	1	-	1	2*
		*	1%	-	-	*	2%zf	-	-	1%	-	*	*
Scottish/Welsh assembly/Devolution/Constitutional reform	1*	1*	-	-	-	-	-	-	-	1	-	1	1*
		*	-	-	-	-	-	-	-	1%	-	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Countryside/Rural life	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
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
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	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	-	1 *
Transport/Public transport	* *	-	*	-	-	-	-	*	-	*	-	*	1 *
Foot and mouth outbreak/Farming crisis	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Northern Ireland	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Pound/Exchange rate/Value of pound	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Trade unions/ Strikes	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Bird flu/Pandemic flu/Swine flu/ Ebola	- -	-	-	-	-	-	-	-	-	-	-	-	- -
AIDS	- -	-	-	-	-	-	-	-	-	-	-	-	- -
Other	13 1%	6 1%	-	7 2%	2 1%	6 2%	-	4 1%	-	6 3%z	5 1%	3 1%	16 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

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 - 16th July 2018
Number of sample points : 163
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2018 (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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Don't know	54	16	7	31	3	7	1	44	9	3	6	25	51
	5% _{gm}	4%	5%	7%	2%	2%	1%	10%	8% _{mn}	2%	1%	9%	5%
Personal finances (NET)	55	28	11	16	5	16	3	26	4	3	24	21	48
	5% _{cm}	7%	7%	4%	3%	6%	7%	6%	4%	2%	6%	7%	5%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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 JULY 2018 (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	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Common Market/ Brexit/EU/Europe/ Euro	447	64	226	74	73	447	86	130	211	102	397	50	50	195	61	77	50	32	-	73	466
	45% ^{thv}	40%	49% ^{zac}	41%	37%	76% ^{zab}	49% ^t	46%	41%	52% ^{zh}	46%	39%	49%	44%	61% ^{zqr}	44%	45%	44%	-	55% ^{zv}	45%
National health service/Hospitals/ Healthcare	118	14	118	19	16	46	20	35	58	24	109	8	15	42	7	20	10	12	-	16	132
	12% ^{ev}	8%	25% ^{zac}	11%	8%	8%	12%	12%	11%	13%	13%	6%	14%	9%	7%	11%	9%	17%	-	12% ^v	13%
Immigration/ immigrants	62	2	16	10	62	17	7	12	36	14	57	6	7	27	3	17	9	8	62	-	57
	6% ^{abew}	1%	3%	5% ^a	32% ^{zabc}	3%	4%	4%	7%	7%	7%	4%	6%	6%	3%	10%	9%	10%	100% ^{zw}	-	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39	5	7	39	6	5	4	15	21	3	29	10	4	23	1	13	9	3	-	6	38
	4% ^{bej}	3% ^e	2%	21% ^{zabe}	3%	1%	2%	5%	4%	2%	3%	8% ^{zj}	4%	5%	1%	7% ^z	8% ^{zp}	5%	-	4%	4%
Housing	39	18	7	5	6	3	10	16	18	5	32	7	3	23	1	14	11	3	-	6	32
	4% ^{be}	11% ^{zbce}	1% ^e	3% ^e	3% ^e	1%	5% ^{be}	6%	4%	2%	4%	5%	3%	5%	1%	8% ^{zp}	10% ^{zp}	4%	-	5%	3%
Poverty/Inequality	38	7	19	6	4	16	13	16	17	5	33	3	4	22	4	2	2	-	-	4	32
	4% ^e	4%	4%	3%	2%	3%	7% ^{zet}	6%	3%	3%	4%	2%	4%	5%	4%	1%	2%	-	-	3%	3%
Economy/Economic situation	30	30	9	1	5	4	8	4	18	7	20	10	2	20	1	4	3	2	-	5	27
	3% ^{cej}	19% ^{zbce}	2%	1%	3% ^e	1%	5% ^{ce}	2%	4%	4%	2%	8% ^{zj}	2%	5%	1%	2%	3%	3%	-	4%	3%
Lack of faith in politics / politicians / government	25	2	12	8	3	6	6	9	8	7	22	2	*	11	4	3	2	1	-	3	23
	2% ^e	1%	3% ^e	4% ^e	2%	1%	4% ^e	3%	2%	4%	3%	2%	*	2%	4%	2%	1%	2%	-	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - 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 July 2018
Number of sample points : 163
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2018 (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	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Unemployment/ Factory closure/ Lack of industry	20 2% ^b	2 1%	4 1%	- -	1 1%	9 2%	* *	4 1%	12 2%	4 2%	15 2%	5 4%	1 1%	7 2%	3 3%	3 2%	3 3%	- -	- -	1 1%	21 2%
Ageing population/ Social care for the elderly	14 1%	1 1%	7 1%	2 1%	2 1%	5 1%	3 2%	3 1%	9 2%	2 1%	14 2%	- -	1 1%	5 1%	2 2%	3 2%	3 2%	- -	- -	2 2%	19 2%
Drug abuse	12 1% ^e	2 1%	4 1% ^e	2 1% ^e	1 *	* *	- -	3 1%	9 2%	- -	11 1%	* *	1 1%	3 1%	- -	4 3%	2 2%	3 4%	- -	1 *	12 1%
Low pay/Minimum wage/Fair wages	11 1% ^{b,e}	- -	1 *	3 2% ^e	2 1% ^e	- -	2 1% ^e	4 2%	6 1%	1 *	8 1%	3 2%	1 1%	7 2%	- -	- -	- -	- -	- -	2 2%	10 1%
Defence/Foreign affairs/ International terrorism	11 1%	1 1%	3 1%	2 1%	3 1%	5 1%	1 *	2 1%	4 1%	4 2%	9 1%	2 1%	1 1%	2 1%	1 1%	1 *	- -	1 1%	- -	3 2%	13 1%
Pollution/ Environment	10 1% ^e	1 1%	5 1%	1 *	* *	2 *	- -	2 1%	6 1%	2 1%	10 1%	- -	* *	5 1%	* 1%	- -	- -	- -	- -	* *	12 1%
Education/Schools	10 1% ^e	3 2%	6 1% ^e	4 2% ^e	3 2% ^e	2 *	10 6% ^z	1 *	7 1%	2 1%	7 1%	2 2%	1 1%	5 1%	2 2%	1 1%	1 1%	- -	- -	3 2%	10 1%
Population levels/ Overpopulation	7 1% ^e	* *	5 1% ^e	* *	1 1%	1 *	* *	- -	6 1%	1 *	7 1%	- -	1 1%	5 1%	- -	1 1%	1 1%	- -	- -	1 1%	7 1%
Inflation/Prices	6 1% ^e	1 *	3 1% ^e	- -	- -	1 *	- -	3 1%	3 1%	- -	5 1%	1 1%	1 1%	2 1%	- -	1 1%	- -	1 1%	- -	- -	6 1%
Public services in general	6 1%	2 1%	3 1%	2 1%	1 1%	2 *	1 1%	1 *	2 *	2 1%	5 1%	* *	1 1%	2 *	1 1%	- -	- -	- -	- -	1 1%	9 1%

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+
Fieldwork dates : 6th - 16th July 2018
Number of sample points : 163
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2018 (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	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027	
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027	
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%	
Morality/ Individual behaviour/ Lifestyle	6 1% ^e	*	-	-	-	1	1	3	2	1	5	1	-	2	-	*	*	-	-	-	7 1%	
Animal welfare	5 * ^e	1 1%	1 *	-	-	1 *	-	1 *	4 1%	-	4 *	1 *	1 1%	-	-	-	-	-	-	-	3 *	
Race relations	4 *	-	-	*	*	3 *	1 *	3 1%	1 *	-	4 *	-	-	3 1%	-	-	-	-	-	*	4 *	
Pensions/Social security/Benefits	3 *	1 *	2 *	-	-	1 *	-	-	3 1%	*	3 *	-	1 1%	2 *	-	-	-	-	-	-	5 *	
Local government/ Council tax	3 *	-	1 *	-	-	-	-	1 *	1 *	1 *	2 *	1 1%	1 1%	1 *	*	*	-	*	-	-	4 *	
Taxation	2 * ^j	-	1 *	-	1 *	-	-	-	2 *	-	1 *	1 1% ^j	-	1 *	-	-	-	-	-	-	1 1%	2 *
Nationalisation/ Government control of institutions	2 *	-	-	-	-	-	-	2 1%	-	-	1 *	1 *	-	1 *	1 1% ^z	1 1%	1 1% ^z	-	-	-	3 *	
Privatisation	2 *	-	1 *	-	-	-	-	2 1%	-	-	2 *	-	-	1 *	-	-	-	-	-	-	2 *	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	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	

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+
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ISSUES INDEX JULY 2018 (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	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Countryside/Rural life	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	-	1
Nuclear weapons/Nuclear war/Disarmament	1	-	1	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
Transport/Public transport	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	*	*	-	-	-	1
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13	2	1	2	1	3	2	3	8	2	10	2	*	6	1	3	1	2	-	1	16
	1%be	1%	*	1%	*	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	2%	1%	3%	-	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 JULY 2018 (PUBLIC - FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
	TOTAL (z)	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)
UNWEIGHTED BASE	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
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	54	3	*	*	2	2	-	10	38	7	43	11	4	19	3	6	1	4	-	2	51
	5%abcfe	2%be	*	*	1%	*	-	3%	7%zg	3%	5%	9%	4%	4%	3%	3%	1%	6%	-	2%	5%
Personal finances (NET)	55	8	23	9	7	17	15	23	26	6	46	7	7	31	4	3	2	1	-	7	48
	5%eq	5%	5%e	5%	3%	3%	9%bet	8%i	5%	3%	5%	5%	7%	7%	4%	2%	2%	1%	-	5%	5%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Common Market/ Brexit/EU/Europe/ Euro	585	305	279	71	82	80	109	99	143	153	189	242	233	351	201	171	109	104	372	213	617
	58% ^{bd}	62%	55%	53%	49%	52%	63% ^{di}	68% ^{zc}	64% ^{zd}	51%	58%	66% ^{zc}	51%	65%	74% ^{zm}	61% ^{oq}	53% ^{oq}	42%	67% ^{zm}	47% ^o	60%
	ioq						deij	ei			dei				no ^{pq}			no ^q			
National health service/Hospitals/ Healthcare	461	223	239	52	75	62	87	74	111	127	149	185	189	272	147	118	96	100	265	196	487
	46%	45%	47%	39%	45%	40%	51%	51%	49%	42%	45%	50% ^z	41%	50%	54% ^{zm}	42%	47%	41%	48% ^m	44%	47%
				op ^q																	
Immigration/ immigrants	195	104	90	15	32	27	38	35	48	47	65	83	74	121	44	52	49	50	96	99	196
	19% ^c	21%	18%	11%	19%	17%	22% ^c	24% ^{ci}	21% ^c	16%	20%	22% ^{ci}	16%	22%	16%	18%	24%	21%	17%	22%	19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182	88	94	11	32	29	42	26	43	43	71	68	71	110	43	53	47	39	96	86	198
	18% ^c	18%	19%	8%	19% ^{ci}	18% ^c	24% ^{ci}	18% ^c	19% ^c	14% ^c	22% ^{ci}	18% ^c	16%	20%	16%	19%	23%	16%	17%	19%	19%
Education/Schools	177	71	106	27	26	32	39	21	30	53	72	51	86	91	71	53	24	29	124	53	186
	18% ^{ah}	14%	21% ^{za}	20%	16%	21%	23% ^{hk}	15%	14%	18%	22% ^{hk}	14%	19%	17%	26% ^{zn}	19% ^{oq}	12%	12%	22% ^{zm}	12%	18%
	kno ^q														o ^q				no ^q		
Housing	166	79	87	28	34	20	44	16	24	61	65	40	82	84	48	38	39	41	86	80	157
	17% ^{hk}	16%	17%	20% ^{hk}	20% ^{gh}	13%	26% ^{ze}	11%	11%	20% ^{gh}	20% ^{eg}	11%	18%	16%	18%	14%	19%	17%	16%	18%	15%
				k			ghjk			k	hk										
Economy/Economic situation	161	94	67	17	30	27	44	17	25	47	72	42	75	86	50	49	30	32	99	62	159
	16% ^{bh}	19% ^{zb}	13%	13%	18%	17%	26% ^{zc}	12%	11%	16%	22% ^{zg}	11%	16%	16%	18%	17%	15%	13%	18%	14%	15%
	k						ghik			hk											
Poverty/Inequality	143	71	72	18	29	21	25	19	30	47	46	50	68	75	60	40	18	25	99	43	142
	14% ^{nq}	14%	14%	13%	17%	14%	14%	13%	14%	15%	14%	13%	15%	14%	22% ^{zm}	14%	9%	10%	18% ^{zm}	10%	14%
															no ^{pq}				no ^q		
Defence/Foreign affairs/ International terrorism	114	55	59	16	13	9	19	21	37	29	28	58	37	77	48	34	14	17	82	32	121
	11% ^{oq}	11%	12%	12%	7%	6%	11%	15% ^e	16% ^{zde}	9%	8%	16% ^{zde}	8%	14%	18% ^{zn}	12% ^q	7%	7%	15% ^{zno}	7%	12%
									ij			ij			o ^q				q		

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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Pollution/ Environment	104	49	55	19	16	9	20	20	20	34	30	40	43	60	42	28	15	18	70	33	104
	10% ^q	10%	11%	14%	9%	6%	12%	14%	9%	11%	9%	11%	9%	11%	16% ^{zn}	10%	7%	7%	13% ^{zmq}	7%	10%
Lack of faith in politics / politicians / government	100	61	40	6	16	19	23	12	26	22	42	37	40	60	31	30	24	16	60	40	105
	10% ^{bc}	12% ^b	8%	4%	9%	12%	13% ^c	8%	11% ^c	7%	13% ^c	10%	9%	11%	11%	11%	12%	7%	11%	9%	10%
Ageing population/ Social care for the elderly	95	43	52	1	10	15	17	24	27	11	32	51	26	69	33	24	22	16	57	38	105
	9% ^{ci}	9%	10%	1%	6%	10% ^{ci}	10% ^{ci}	17% ^{zcd}	12% ^{ci}	4% ^c	10% ^{ci}	14% ^{zcd}	6%	13%	12%	8%	11%	7%	10%	8%	10%
Unemployment/ Factory closure/ Lack of industry	94	48	46	18	16	8	22	15	16	33	30	31	41	53	25	20	23	26	45	50	100
	9%	10%	9%	13% ^{ee}	9%	5%	13% ^{ej}	10%	7%	11%	9% ^{ee}	8%	9%	10%	9%	7%	11%	11%	8%	11%	10%
Public services in general	84	57	27	9	14	13	19	16	12	23	32	28	36	48	22	25	17	20	47	37	95
	8% ^{bh}	11% ^{zb}	5%	7%	9%	9%	11%	11%	5%	8%	10%	8% ^h	8%	9%	8%	9%	8%	8%	9%	8%	9%
Drug abuse	68	34	34	8	11	6	13	12	18	19	19	30	24	43	12	12	29	15	24	44	69
	7% ^{mp}	7%	7%	6%	6%	4%	8%	8%	8%	6%	6%	8%	5%	8%	4%	4%	14% ^{zlm}	6%	4%	10% ^{zlm}	7%
Inflation/Prices	62	33	29	10	17	8	12	6	8	28	20	14	36	26	9	10	23	20	18	43	55
	6% ^{hkl}	7%	6%	8%	10% ^{zhk}	5%	7%	4%	3%	9% ^{zhk}	6%	4%	8%	5%	3%	3%	11% ^{zlm}	8% ^{lmp}	3%	10% ^{zlm}	5%
Pensions/Social security/Benefits	60	31	29	3	6	6	13	17	15	9	19	32	15	45	23	12	14	12	34	26	70
	6% ⁱ	6%	6%	2%	4%	4%	7%	12% ^{zcd}	6%	3%	6%	9% ^{zch}	3%	8%	8%	4%	7%	5%	6% ^m	6%	7%
Low pay/Minimum wage/Fair wages	58	32	26	11	13	11	8	5	10	24	19	15	35	23	11	17	19	11	27	31	59
	6% ^k	6%	5%	8%	7%	7%	5%	3%	5%	8%	6%	4%	8%	4%	4%	6%	9% ^{zlp}	5%	5%	7%	6%

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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Race relations	53	23	30	11	8	7	12	5	9	19	19	15	26	26	20	20	7	6	41	12	51
	5%oq	5%	6%	8%	5%	5%	7%	4%	4%	6%	6%	4%	6%	5%	7%oq	7%oq	3%	2%	7%zoq	3%	5%
Transport/Public transport	52	26	26	7	12	6	7	7	14	19	12	21	25	28	21	11	10	11	31	21	54
	5%	5%	5%	5%	7%	4%	4%	5%	6%	6%	4%	6%	5%	5%	8%	4%	5%	5%	6% _m	5%	5%
Taxation	44	31	14	9	10	1	11	5	8	19	12	13	20	24	17	10	10	7	28	17	42
	4% _{be}	6% _{zb}	3%	7% _e	6% _e	1%	6% _{ej}	4%	3%	6% _e	4%	4%	4%	4%	6%	4%	5%	3%	5%	4%	4%
Morality/ Individual behaviour/ Lifestyle	34	18	16	4	3	1	7	11	8	7	8	19	8	26	7	11	10	6	18	16	38
	3%	4%	3%	3%	2%	1%	4%	8% _{zde}	3%	2%	2%	5% _{zeh}	2%	5%	3%	4%	5%	2%	3%	4%	4%
Population levels/ Overpopulation	34	23	11	1	8	2	6	5	12	9	8	18	10	24	9	8	6	10	18	16	37
	3% _b	5%	2%	*	5%	1%	4%	4%	5% _{zc}	3% _c	2%	5% _c	2%	4%	3%	3%	3%	4%	3%	4%	4%
Animal welfare	34	16	18	-	11	4	8	5	6	11	11	11	15	18	6	6	9	12	12	21	28
	3% _p	3%	4%	-	7% _{zci}	3%	4% _c	4%	3%	4%	3%	3%	3%	3%	2%	2%	4%	5%	2%	5%	3%
Privatisation	33	21	12	6	7	2	8	6	5	12	10	11	14	19	16	9	3	5	25	8	33
	3% _q	4%	2%	4%	4%	1%	5%	4%	2%	4%	3%	3%	3%	3%	6% _{znq}	3%	1%	2%	5% _{zq}	2%	3%
Petrol prices/Fuel	32	17	14	3	7	7	6	5	5	10	12	10	16	15	9	6	13	4	15	17	32
	3%	4%	3%	2%	4%	4%	3%	3%	2%	3%	4%	3%	4%	3%	3%	2%	6% _{zmo}	2%	3%	4% _o	3%
Local government/ Council tax	30	19	11	-	7	2	6	7	7	7	8	15	9	21	4	5	11	9	10	20	38
	3% _p	4%	2%	-	4% _c	1%	3%	5% _c	3%	2%	2%	4% _c	2%	4%	2%	2%	6% _{lp}	4%	2%	5% _{zp}	4%
Countryside/Rural life	25	14	11	1	3	1	6	7	7	4	7	14	5	20	9	8	7	2	16	9	28
	3%	3%	2%	1%	2%	*	4%	5% _e	3%	1%	2%	4%	1%	4%	3%	3%	3%	1%	3%	2%	3%
Nationalisation/ Government control of institutions	20	10	10	2	3	6	2	3	4	6	8	7	11	9	7	4	4	4	12	9	24
	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
Nuclear weapons/ Nuclear war/ Disarmament	19 2%	13 3%	6 1%	2 1%	2 1%	-	5 3%	4 3%	6 3%	4 1%	5 1%	10 3%	4 1%	15 3%	8 3%	3 1%	5 2%	2 1%	12 2%	7 2%	17 2%
Pound/Exchange rate/Value of pound	16 2%k	10 2%	5 1%	6 4%zek	4 2%	-	4 2%	1 *	2 1%	9 3%zk	4 1%	3 1%	9 2%	6 1%	5 2%	6 2%	3 1%	2 1%	11 2%	5 1%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%bhk	12 2%b	3 1%	-	3 2%	-	10 6%zce hijk	2 1%	* *	3 1%	10 3%hk	2 1%	3 1%	12 2%	1 *	4 1%	7 3%lp	3 1%	5 1%	10 2%	12 1%
Northern Ireland	8 1%b	8 2%b	1 *	-	3 2%	-	1 *	1 1%	4 2%	3 1%	1 *	5 1%	3 1%	5 1%	5 2%	1 1%	1 *	2 1%	6 1%	2 *	8 1%
Trade unions/ Strikes	8 1%b	7 1%	1 *	1 *	2 1%	1 1%	-	* *	4 2%	3 1%	1 *	4 1%	3 1%	4 1%	3 1%	2 1%	2 1%	1 *	5 1%	3 1%	9 1%
AIDS	7 1%	4 1%	3 1%	2 2%k	3 2%k	1 1%	* *	-	-	5 2%k	2 *	-	6 1%	* *	3 1%	1 1%	1 *	2 1%	4 1%	3 1%	6 1%
Foot and mouth outbreak/Farming crisis	6 1%	3 1%	3 *	-	1 1%	-	1 1%	-	3 2%z	1 *	1 *	3 1%	1 *	4 1%	2 1%	1 1%	3 1%	-	3 1%	3 1%	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	3 1%	1 *	2 1%	1 1%	-	-	-	1 *	3 1%	-	1 *	3 1%	1 *	-	2 1%	-	2 1%	2 *	2 *	3 *
Median	2	2	2	2	2	2	3	3	2	2	2	2	2	2	3	2	2	2	2	2	2
Other	48 5%b	32 6%b	16 3%	5 4%	7 4%	5 3%	11 6%	8 6%	12 5%	12 4%	15 5%	20 6%	16 4%	31 6%	13 5%	16 6%	9 4%	9 4%	30 5%	18 4%	54 5%

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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Respondent type : GB Adults 18+
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 Number of sample points : 163
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ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	486	541	115	164	140	149	164	295	279	289	459	419	608	275	325	191	236	600	427	1027
WEIGHTED BASE	1001	493	508	135*	168	156*	173	145	225	303	329	370	458	542	270	281	205	245	552	449	1027
	100%	49%	51%	13%*	17%	16%*	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	103%
MEAN NUMBER OF MENTIONS	3.57 ^o	3.74	3.41	3.17	3.61	3.05	4.14 ^z	3.81 ^e	3.55	3.42	3.63 ^e	3.65	3.29	3.81	4.13 ^z	3.38	3.68	3.09	3.75 ^m	3.36	3.60
STANDARD ERROR	0.10	0.17	0.11	0.23	0.33	0.15	0.29	0.22	0.20	0.21	0.17	0.15	0.15	0.13	0.21	0.17	0.23	0.19	0.14	0.15	0.10
ERROR VARIANCE	0.01	0.03	0.01	0.05	0.11	0.02	0.08	0.05	0.04	0.04	0.03	0.02	0.02	0.02	0.04	0.03	0.05	0.04	0.02	0.02	0.01
Don't know	147	57	90	26	29	29	11	15	38	55	40	53	84	63	31	31	20	65	62	85	143
	15% ^{af}	12%	18% ^{za}	19% ^f	17% ^f	18% ^{fj}	6%	10%	17% ^f	18% ^{fg}	12% ^f	14% ^f	18%	12%	12%	11%	10%	27% ^{zl}	11%	19% ^{zl}	14%
Personal finances (NET)	224	105	120	35	47	37	35	29	43	81	72	72	118	106	73	55	50	46	128	96	222
	22%	21%	24%	26%	28% ^k	24%	20%	20%	19%	27% ^k	22%	19%	26%	20%	27%	20%	25%	19%	23% ^m	21%	22%

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 JULY 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. (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	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Common Market/ Brexit/EU/Europe/ Euro	585 58%in oq	500 58%i	35 70%de fi	49 58%	176 54%	126 53%	178 57%	143 55%	231 63%za deij	64 48%	158 57%i	94 66%de ij	223 67%zn oq	191 67%zn oq	53 40%	102 46%	414 67%zn oq	155 44%	617 60%
National health service/Hospitals/ Healthcare	461 46%ig	392 45%i	24 49%i	44 52%i	159 49%i	115 48%i	135 43%i	110 42%	167 46%ij	42 31%	112 40%i	70 49%ij	171 52%zn oq	146 51%oq	53 41%	86 39%	316 51%zn oq	139 39%	487 47%
Immigration/ immigrants	195 19%	169 19%	13 26%	13 16%	67 21%	54 23%	65 21%	52 20%	62 17%	21 16%	51 19%	30 21%	62 19%	48 17%	32 25%	47 21%	110 18%	79 22%	196 19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%c	170 20%zc	5 10%	7 8%	57 17%c	50 21%cd	53 17%	48 18%	72 20%c	35 26%zb cfh	63 23%zb ch	28 20%c	66 20%	55 19%	23 18%	33 15%	120 20%	56 16%	198 19%
Education/Schools	177 18%g	152 18%g	12 25%fg	12 15%	55 17%	43 18%	46 15%	34 13%	75 20%gj	21 16%	45 16%	24 17%	55 17%	66 23%zn q	16 12%	36 16%	121 20%zl	53 15%	186 18%
Housing	166 17%cf glp	151 17%cd fg	10 21%cfg	4 5%	43 13%c	39 16%cd	38 12%	27 10%	85 23%za cdfg	41 30%za cdefg h	70 26%za cdefg	30 21%cf g	44 13%	45 16%	21 16%	49 22%lp	89 14%	70 20%l	157 15%
Economy/Economic situation	161 16%h	133 15%	15 30%za defgh jk	13 15%	44 14%	31 13%	58 19%	43 17%	59 16%	27 20%	44 16%	18 12%	55 17%n	53 19%n	9 7%	41 18%n	108 18%n	50 14%n	159 15%
Poverty/Inequality	143 14%kn q	118 14%k	6 12%	19 22%fg jk	53 16%k	33 14%k	37 12%k	31 12%k	53 15%jk	24 18%jk	31 11%k	7 5%	48 14%n	59 21%zno q	9 7%	25 11%	107 17%zl nq	35 10%	142 14%

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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Defence/Foreign affairs/ International terrorism	114 11%lo q	103 12%ij	6 12%i	5 6%	41 13%i	36 15%ij	35 11%i	29 11%i	38 10%ij	2 2%	22 8%i	20 14%ij	61 18%zm nopq	29 10%o	11 8%	9 4%	90 15%zmo	20 6%	121 12%
Pollution/ Environment	104 10%n	93 11%	3 7%	8 9%	25 8%	18 7%	27 9%	24 9%	52 14%za dejk	17 13%	28 10%	11 8%	42 13%nq	34 12%n	6 5%	20 9%	76 12%znq	26 7%	104 10%
Lack of faith in politics / politicians / government	100 10%	86 10%	1 2%	14 16%bf	39 12%b	26 11%	22 7%	21 8%	39 11%	18 13%b	31 11%	13 9%	33 10%	36 13%	8 6%	23 10%	69 11%	31 9%	105 10%
Ageing population/ Social care for the elderly	95 9%aj n oq	69 8%	9 19%za fghij k	16 19%za efghi jk	39 12%aej	23 9%	30 10%g	20 8%	26 7%	9 7%	16 6%	7 5%	48 15%zn oq	31 11%oq	6 5%	10 4%	79 13%zno	16 4%	105 10%
Unemployment/ Factory closure/ Lack of industry	94 9%hjk	82 9%hj k	6 12%k	6 7%	39 12%hj k	32 14%za hjk	33 11%jk	27 10%k	23 6%k	12 9%jk	15 5%k	3 2%	30 9%	33 11%	10 8%	18 8%	63 10%	28 8%	100 10%
Public services in general	84 8%	68 8%	7 14%	10 11%	34 10%	24 10%	27 9%	21 8%	22 6%	9 7%	20 7%	11 8%	27 8%	28 10%	9 7%	21 9%	55 9%	29 8%	95 9%
Drug abuse	68 7%hjk	55 6%jk	* 1%	12 14%zab hjk	30 9%ahj k	18 8%k	22 7%k	21 8%k	16 4%k	9 7%jk	10 4%k	1 *	29 9%	17 6%	10 8%	10 5%	46 8%	21 6%	69 7%
Inflation/Prices	62 6%hkl p	55 6%hk	2 4%k	5 6%k	26 8%hk	21 9%hjk	22 7%k	20 8%hk	13 4%k	11 8%hjk	11 4%k	- -	12 4%	17 6%	9 7%	22 10%lp	29 5%	32 9%zlp	55 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

Respondent type : GB Adults 18+
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ISSUES INDEX JULY 2018 (PUBLIC - FINAL)

Table 6
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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	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
100%		86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Pensions/Social security/Benefits	60	53	1	6	25	19	16	16	19	2	10	8	30	17	7	6	47	12	70
	6%iq	6%i	2%	7%	8%i	8%i	5%	6%	5%ij	1%	4%	6%	9%zoq	6%	5%	3%	8%zoq	4%	7%
Low pay/Minimum wage/Fair wages	58	47	3	9	23	14	18	15	17	13	15	2	18	12	5	19	30	25	59
	6%k	5%k	6%	10%k	7%k	6%	6%	6%	5%k	10%ahj	6%k	2%	5%	4%	4%	9%	5%	7%	6%
Race relations	53	49	1	3	13	10	10	9	30	20	26	5	18	17	5	12	35	16	51
	5%	6%f	2%	4%	4%	4%	3%	3%	8%za	15%zab	9%zad	4%	5%	6%	4%	5%	6%	5%	5%
Transport/Public transport	52	40	4	9	20	11	13	10	20	11	14	4	22	14	3	13	37	16	54
	5%	5%	7%	10%agk	6%	5%	4%	4%	5%	8%	5%k	2%	7%	5%	2%	6%	6%	5%	5%
Taxation	44	37	1	6	19	13	13	12	13	3	5	2	15	19	4	6	34	10	42
	4%j	4%j	2%	7%jk	6%j	5%j	4%	5%	4%j	2%	2%	1%	4%	7%	3%	3%	6%z	3%	4%
Morality/Individual behaviour/Lifestyle	34	31	1	3	22	19	10	9	3	1	1	1	16	12	4	2	28	6	38
	3%hjk	4%hij	1%	3%	7%zah	8%zaf	3%j	3%hj	1%	*	*	*	5%oq	4%	3%	1%	5%zo	2%	4%
Population levels/Overpopulation	34	32	1	1	9	8	12	11	12	4	8	4	14	12	3	4	27	7	37
	3%	4%	3%	1%	3%	4%	4%	4%	3%	3%	3%	3%	4%	4%	2%	2%	4%	2%	4%
Animal welfare	34	32	-	2	11	9	16	16	7	1	4	3	7	10	6	11	17	17	28
	3%j	4%hij	-	3%	3%	4%	5%ij	6%zah	2%	*	1%	2%	2%	3%	5%	5%	3%	5%	3%
Privatisation	33	27	-	5	14	8	9	9	10	8	8	1	12	11	3	4	24	8	33
	3%	3%	-	6%k	4%	3%	3%	3%	3%k	6%hjk	3%k	*	4%	4%	3%	2%	4%	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
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th July 2018
 Number of sample points : 163
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ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%
Petrol prices/Fuel	32 3%j	28 3%j	- -	4 5%jk	18 6%zaf hijk	14 6%zaf ghijk	5 2%	5 2%	8 2%j	1 1%	1 *	- -	7 2%	16 6%z	3 2%	6 3%	23 4%l	9 2%	32 3%
Local government/ Council tax	30 3%a	21 2%	1 3%	8 9%zaf ghjk	17 5%zah jk	10 4%	7 2%	6 2%	5 2%	3 2%	4 2%	1 1%	11 3%	7 3%	5 4%	6 3%	18 3%	12 3%	38 4%
Countryside/Rural life	25 3%hj	22 3%hj	3 5%hij k	1 1%	10 3%hj	9 4%hij k	12 4%hij k	9 4%hjk	3 1%	- -	- -	- -	15 4%zoq	6 2%	2 2%	2 1%	21 3%z	4 1%	28 3%
Nationalisation/ Government control of institutions	20 2%	16 2%	2 5%k	1 2%	9 3%	7 3%	5 2%	3 1%	6 2%	5 4%k	5 2%	- -	8 2%	6 2%	3 2%	4 2%	14 2%	6 2%	24 2%
Nuclear weapons/ Nuclear war/ Disarmament	19 2%	18 2%	* *	- -	3 1%	3 1%	6 2%	6 2%	10 3%jk	1 1%	2 1%	1 1%	10 3%o	6 2%	3 2%	- -	16 3%z	3 1%	17 2%
Pound/Exchange rate/Value of pound	16 2%j	11 1%	1 1%	4 4%hjk	8 2%j	4 2%	5 2%	4 2%	3 1%j	1 *	1 *	- -	5 1%	9 3%q	1 1%	1 1%	13 2%	2 1%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%ah	5 1%	- -	10 12%zab defghi jk	12 4%zae fghij	2 1%	1 *	1 1%	1 *	- -	1 *	1 1%	5 1%	6 2%	2 2%	2 1%	10 2%	5 1%	12 1%
Northern Ireland	8 1%	8 1%	- -	- -	3 1%	3 1%	4 1%	4 2%	1 *	1 1%	1 *	- -	5 2%	1 *	1 1%	2 1%	6 1%	2 1%	8 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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	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	1027	874	65	88	347	259	324	259	356	136	277	141	399	274	157	164	673	321	1027	
WEIGHTED BASE	1001	866	50*	85*	325	240	311	261	365	134	276	142	331	284	131	223	615	353	1027	
100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	28%	14%	33%	28%	13%	22%	61%	35%	103%		
Trade unions/ Strikes	8 1%	7 1%	* 1%	- -	2 1%	2 1%	4 1%	4 2%	1 *	1 1%	1 *	* *	5 2%zq	2 1%	* *	- -	7 1%	* *	9 1%	
AIDS	7 1%	5 1%	- -	1 2%	3 1%	2 1%	1 *	1 1%	2 *	2 1%	2 1%	- -	5 1%	- -	1 *	1 1%	5 1%	2 1%	6 1%	
Foot and mouth outbreak/Farming crisis	6 1%	6 1%	- -	- -	1 *	1 *	3 1%	3 1%	1 *	- -	1 1%	1 1%	3 1%	3 1%	- -	- -	6 1%	- -	4 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	4 *	- -	- -	2 1%	2 1%	1 *	1 1%	1 *	- -	1 *	1 *	4 1%z	- -	- -	- -	4 1%	- -	3 *	
Median	2	2	3	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
Other	48 5%	44 5%	1 2%	3 3%	19 6%	17 7%f	9 3%	8 3%	19 5%	7 5%	17 6%	9 7%	19 6%	14 5%	3 2%	11 5%	32 5%	14 4%	54 5%	
MEAN NUMBER OF MENTIONS	3.57n q	3.55	3.62k	3.81	3.81j k	3.81k	3.41	3.37	3.50j k	3.46	3.26	3.06	3.92z noq	3.92n oq	2.96	3.14	3.92z noq	3.08	3.60	
STANDARD ERROR	0.10	0.11	0.24	0.37	0.20	0.23	0.21	0.25	0.11	0.18	0.11	0.12	0.20	0.18	0.24	0.17	0.14	0.14	0.10	
ERROR VARIANCE	0.01	0.01	0.06	0.14	0.04	0.05	0.04	0.06	0.01	0.03	0.01	0.02	0.04	0.03	0.06	0.03	0.02	0.02	0.01	
Don't know	147 15%mp	133 15%	5 11%	9 11%	46 14%	37 16%	51 16%	45 17%	50 14%	18 13%	43 16%	25 18%	40 12%	25 9%	37 28%zl	32 14%	65 11%	69 20%zl	143 14%	
Personal finances (NET)	224 22%kl	190 22%k	10 20%k	25 29%k	80 24%k	55 23%k	66 21%k	55 21%k	79 22%jk	41 30%za hjk	49 18%k	9 6%	62 19%	81 29%zl np	21 16%	55 25%	143 23%l	76 22%n	222 22%	

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ISSUES INDEX JULY 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+

	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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Common Market/ Brexit/EU/Europe/ Euro	585 58% ^b	258 63% ^b	68 47%	258 58% ^b	139 73% ^{zg}	172 60%	40 87% ^{zg}	190 46%	56 52%	89 55%	265 70% ^{zl}	138 47%	617 60%
National health service/Hospitals/ Healthcare	461 46%	183 45%	62 43%	215 48%	98 52%	154 54% ^z	23 51%	156 37%	49 46%	73 45%	190 50%	129 44%	487 47%
Immigration/ immigrants	195 19%	86 21%	32 22%	77 17%	43 23%	49 17%	6 14%	79 19%	27 25%	38 23%	80 21%	52 18%	196 19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	74 18%	30 20%	78 17%	41 21%	45 16%	5 10%	80 19%	18 17%	33 21%	82 22%	68 23%	198 19%
Education/Schools	177 18%	65 16%	36 25% ^{za}	75 17%	44 23% ^z	57 20%	6 13%	59 14%	14 13%	26 16%	84 22% ^{zl}	60 20%	186 18%
Housing	166 17% ^{cf}	77 19%	26 18%	63 14%	19 10%	70 24% ^{zf}	7 15%	64 15%	10 9%	22 14%	88 23% ^{zl}	54 18%	157 15%
Economy/Economic situation	161 16% ^c	83 20% ^{zc}	18 13%	60 14%	33 17%	53 18%	8 17%	57 14%	13 12%	26 16%	76 20% ^z	47 16%	159 15%
Poverty/Inequality	143 14% ^{fi}	68 17%	19 13%	56 13%	11 6%	61 21% ^{zf}	9 20% ^{fi}	46 11%	13 12%	20 12%	80 21% ^{zm}	32 11%	142 14%
Defence/Foreign affairs/ International terrorism	114 11% ^g	41 10%	17 12%	56 13%	44 23% ^{zgh}	21 7%	4 8%	41 10%	10 9%	21 13%	50 13%	19 7%	121 12%

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 - 16th July 2018
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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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Pollution/ Environment	104	44	15	45	23	36	6	29	10	10	55	29	104
	10%	11%	10%	10%	12%	13%	13%	7%	9%	6%	14%zm	10%	10%
Lack of faith in politics / politicians / government	100	44	10	46	14	31	5	40	6	17	51	36	105
	10%	11%	7%	10%	7%	11%	11%	10%	5%	11%	13%zl	12%	10%
Ageing population/ Social care for the elderly	95	42	16	37	26	21	6	33	6	12	51	27	105
	9%	10%	11%	8%	13%g	7%	12%	8%	6%	7%	13%z	9%	10%
Unemployment/ Factory closure/ Lack of industry	94	31	15	48	16	33	3	30	14	12	39	25	100
	9%	7%	11%	11%	9%	12%	7%	7%	13%	8%	10%	9%	10%
Public services in general	84	42	12	30	17	25	3	32	6	13	48	22	95
	8%	10%	8%	7%	9%	9%	7%	8%	6%	8%	13%z	7%	9%
Drug abuse	68	27	8	32	17	16	4	26	6	15	25	13	69
	7%	7%	5%	7%	9%	6%	9%	6%	6%	9%	7%	4%	7%
Inflation/Prices	62	33	10	19	10	18	*	27	7	10	29	20	55
	6% ^c	8% ^c	7%	4%	5%	6%	1%	7%	7%	6%	8%	7%	5%
Pensions/Social security/Benefits	60	24	12	24	17	20	*	18	7	9	31	14	70
	6%	6%	8%	5%	9%	7%	1%	4%	7%	5%	8%	5%	7%
Low pay/Minimum wage/Fair wages	58	30	12	15	12	19	1	18	4	10	25	20	59
	6% ^c	7% ^c	8% ^c	3%	6%	7%	2%	4%	3%	6%	7%	7%	6%
Race relations	53	27	7	19	9	13	8	19	3	8	33	18	51
	5%	6%	5%	4%	5%	5%	17%zfg	5%	2%	5%	9%zl	6%	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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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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Transport/Public transport	52 5%	18 4%	17 12%zac	18 4%	14 7%	16 6%	1 2%	16 4%	5 4%	9 6%	27 7%	16 5%	54 5%
Taxation	44 4%cl	28 7%zc	6 4%	11 2%	15 8%z	12 4%	1 3%	12 3%	- -	6 4%	27 7%zl	11 4%	42 4%
Morality/ Individual behaviour/ Lifestyle	34 3%	9 2%	11 8%zac	14 3%	9 5%	7 2%	1 1%	15 4%	3 3%	8 5%	16 4%	4 1%	38 4%
Population levels/ Overpopulation	34 3%	14 3%	7 5%	13 3%	9 5%	7 2%	* 1%	14 3%	5 5%	2 1%	16 4%	8 3%	37 4%
Animal welfare	34 3%	10 2%	8 6%	16 4%	4 2%	10 4%	- -	16 4%	2 2%	8 5%	11 3%	12 4%	28 3%
Privatisation	33 3%	16 4%	4 3%	12 3%	3 1%	10 4%	3 7%t	9 2%	4 3%	2 1%	15 4%	7 2%	33 3%
Petrol prices/Fuel	32 3%	16 4%	6 4%	10 2%	7 3%	7 2%	- -	14 3%	2 2%	7 4%	14 4%	11 4%	32 3%
Local government/ Council tax	30 3%	11 3%	5 4%	14 3%	7 3%	5 2%	2 4%	10 2%	4 4%	4 3%	15 4%	6 2%	38 4%
Countryside/Rural life	25 3%	7 2%	6 4%	12 3%	9 5%	6 2%	- -	9 2%	2 2%	3 2%	14 4%	4 1%	28 3%
Nationalisation/ Government control of institutions	20 2%	10 3%	3 2%	7 2%	3 2%	6 2%	* 1%	7 2%	1 1%	3 2%	6 2%	7 2%	24 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 - 16th July 2018
Number of sample points : 163
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)		
UNWEIGHTED BASE	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Nuclear weapons/ Nuclear war/ Disarmament	19 2%	8 2%	3 2%	7 2%	4 2%	8 3%	- -	6 1%	3 3%	2 1%	8 2%	5 2%	17 2%
Pound/Exchange rate/Value of pound	16 2%	7 2%	2 2%	6 1%	6 3%	3 1%	- -	4 1%	- -	1 1%	11 3%z	2 1%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1% ^c	12 3% ^{zc}	- -	3 1%	- -	2 1%	1 3% ^f	6 1%	- -	1 1%	10 3%	7 2%	12 1%
Northern Ireland	8 1%	3 1%	3 2% ^c	2 *	3 2%	3 1%	1 2%	1 *	1 1%	1 *	4 1%	1 *	8 1%
Trade unions/ Strikes	8 1%	3 1%	2 1%	2 1%	4 2% ^z	1 1%	- -	2 *	- -	2 1%	4 1%	1 *	9 1%
AIDS	7 1% ^c	5 1%	1 1%	1 *	- -	2 1%	- -	3 1%	- -	- -	5 1%	1 *	6 1%
Foot and mouth outbreak/Farming crisis	6 1%	1 *	3 2%	1 *	3 2%	- -	1 3% ^{zg}	1 *	1 1%	- -	2 1%	- -	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	3 1%	- -	1 *	1 *	- -	- -	3 1%	- -	- -	2 1%	- -	3 *
Median	2	2	2	2	2	2	3	2	2	2	3	2	2

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	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	1027	365	147	515	204	304	51	404	116	168	385	280	1027
WEIGHTED BASE	1001	410	146	445	190	286	46*	417	108*	162	380	296	1027
	100%	41%	15%	44%	19%	29%	5%*	42%	11%*	16%	38%	30%	103%
Other	48	21	4	23	7	24	3	11	4	6	30	11	54
	5%	5%	3%	5%	4%	8%z	7%	3%	3%	4%	8%z	4%	5%
MEAN NUMBER OF MENTIONS	3.57	3.71	3.75	3.39	4.00	3.75	3.55	3.12	3.12	3.40	4.33z	3.33	3.60
STANDARD ERROR	0.10	0.17	0.33	0.12	0.27	0.16	0.27	0.16	0.24	0.17	0.19	0.16	0.10
ERROR VARIANCE	0.01	0.03	0.11	0.01	0.07	0.03	0.07	0.02	0.06	0.03	0.04	0.03	0.01
Don't know	147	39	28	81	20	25	3	96	22	25	27	49	143
	15%agn	9%	19%a	18%za	10%	9%	6%	23%	20%n	15%n	7%	17%	14%
Personal finances (NET)	224	107	37	81	26	87	11	83	22	35	111	64	222
	22%cf	26%c	25%	18%	14%	30%zf	24%	20%	21%	22%	29%z	21%	22%

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ISSUES INDEX JULY 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)	
UNWEIGHTED BASE	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Common Market/ Brexit/EU/Europe/ Euro	585	89	305	101	108	585	110	166	280	132	523	59	64	258	72	89	55	40	17	91	617
	58%hkv	55%	66%zac	56%	55%	100%zab	62%	58%	55%	68%zh	60%zk	47%	62%	58%	72%zqr	51%	50%	54%	27%	68%zv	60%
National health service/Hospitals/ Healthcare	461	83	461	95	90	305	121	121	235	105	430	30	50	193	53	59	35	27	16	74	487
	46%kqr	51%	100%zac	52%	46%	52%z	68%zac	42%	46%	54%zg	49%zk	24%	49%	43%	54%qrs	34%	31%	37%	26%	56%zv	47%
Immigration/ immigrants	195	41	90	50	195	108	41	46	99	49	176	18	26	92	19	51	39	14	62	132	196
	19%	25%	20%	27%zb	100%zab	18%	23%	16%	19%	25%zg	20%	14%	26%z	21%	20%	29%zs	35%zps	19%	100%z	100%z	19%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	182	43	95	182	50	101	46	58	97	25	154	28	23	79	22	42	34	11	10	40	198
	18%	27%ze	21%	100%zab	25%ze	17%	26%ze	20%	19%	13%	18%	22%	22%	18%	22%	24%e	31%zqs	15%	15%	30%z	19%
Education/Schools	177	51	121	46	41	110	177	52	82	42	153	22	19	83	21	21	16	6	7	34	186
	18%	31%zet	26%ze	25%ze	21%	19%	100%zab	18%	16%	21%	18%	18%	18%	19%	21%qs	12%	14%	9%	11%	26%zv	18%
Housing	166	44	78	39	50	85	50	60	77	30	143	21	22	80	18	37	31	8	9	40	157
	17%	27%zbe	17%	22%e	26%zbe	14%	28%zbe	21%z	15%	15%	16%	17%	21%	18%	18%	21%e	28%zqs	10%	15%	31%zv	15%
Economy/Economic situation	161	161	83	43	41	89	51	42	77	42	140	22	20	78	20	24	23	2	2	39	159
	16%sv	100%zbc	18%	24%ze	21%e	15%	29%zbe	15%	15%	21%z	16%	17%	20%	18%	20%e	14%e	21%qs	3%	3%	29%zv	15%
Poverty/Inequality	143	35	83	29	28	89	42	55	67	20	125	15	19	66	23	18	14	3	3	25	142
	14%sv	22%ze	18%z	16%	14%	15%	24%zce	19%zhi	13%	10%	14%	12%	18%	15%	24%zqr	10%	13%	5%	4%	19%v	14%

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ISSUES INDEX JULY 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)	
UNWEIGHTED BASE	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Defence/Foreign affairs/ International terrorism	114	30	63	41	36	92	32	21	54	36	111	2	11	45	19	20	14	6	7	30	121
	11%gk	19%z	14%	23%zbe	19%z	16%z	18%z	8%	11%	19%zgh	13%zk	2%	11%	10%	20%z	11%	13%	9%	10%	22%z	12%
Pollution/ Environment	104	26	68	28	22	75	32	34	42	27	95	6	11	45	22	11	11	1	1	21	104
	10%hks	16%z	15%z	16%z	11%	13%z	18%z	12%	8%	14%h	11%	4%	11%	10%	22%zqrs	7%z	10%qs	1%	2%	15%v	10%
Lack of faith in politics / politicians / government	100	33	58	45	25	51	29	32	49	20	89	9	10	42	17	11	8	3	3	22	105
	10%	21%zbe	13%ze	25%zbe	13%	9%	16%ze	11%	9%	10%	10%	7%	10%	9%	17%zqrs	6%	7%	4%	5%	17%zv	10%
Ageing population/ Social care for the elderly	95	32	70	34	37	67	32	23	43	29	92	2	8	48	15	20	16	4	2	35	105
	9%k	20%ze	15%ze	19%ze	19%ze	11%z	18%ze	8%	8%	15%zgh	11%zk	2%	7%	11%	16%z	12%	15%	6%	3%	26%zv	10%
Unemployment/ Factory closure/ Lack of industry	94	16	47	20	19	62	26	23	50	21	80	14	12	31	10	9	8	1	5	14	100
	9%e	10%	10%	11%	10%	11%	15%z	8%	10%	11%	9%	11%	12%	7%	10%z	5%	7%	1%	8%	11%	10%
Public services in general	84	25	59	33	20	52	28	26	37	21	74	10	15	37	11	12	8	4	4	16	95
	8%	16%ze	13%ze	18%zet	10%	9%	16%ze	9%	7%	11%	8%	8%	15%zm	8%	11%	7%	7%	5%	6%	12%	9%
Drug abuse	68	18	42	32	22	33	18	17	36	13	63	4	13	23	6	14	6	8	6	17	69
	7%	11%e	9%ze	18%zbe	12%ze	6%	10%e	6%	7%	7%	7%	3%	12%zm	5%	6%	8%	5%	11%	9%	13%z	7%
Inflation/Prices	62	26	27	25	19	25	16	22	33	6	55	7	9	35	1	18	15	5	4	14	55
	6%eip	16%zbe	6%	14%zbe	10%e	4%	9%e	8%i	7%	3%	6%	5%	9%	8%	1%	10%zp	14%zp	6%	7%	11%z	5%
Pensions/Social security/Benefits	60	20	45	29	26	43	26	10	36	14	57	3	14	22	2	11	8	4	3	24	70
	6%g	13%ze	10%z	16%zbe	14%ze	7%	15%zbe	3%	7%	7%	7%	2%	13%zm	5%	2%	6%	7%	5%	5%	18%zv	7%

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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)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Low pay/Minimum wage/Fair wages	58 6%e	21 13%zbe	28 6%e	19 10%zbe	22 12%zbe	21 4%	21 12%zbe	20 7%	28 5%	10 5%	51 6%	6 5%	10 10%z	31 7%	3 3%	14 8% _s	13 12%zpq _s	1 1%	3 4%	20 15%z	59 6%
Race relations	53 5%j	18 11%z	33 7%z	20 11%ze	13 7%	38 6%	25 14%zbe _t	22 8% _h	20 4%	11 6%	41 5%	12 9%	3 3%	30 7%	7 7% _s	9 5%	9 8% _s	-	* 1%	13 10%z _v	51 5%
Transport/Public transport	52 5%h	13 8%	42 9%ze	15 8%	12 6%	33 6%	27 15%zabc _{et}	15 5%	16 3%	22 11%zgh	46 5%	6 5%	6 5%	29 7%	15 15%zq _s	11 7%	10 9%	3 4%	3 5%	9 7%	54 5%
Taxation	44 4%g	21 13%zbe	24 5%	19 10%zbe	15 8%z	30 5%	16 9%zbe	5 2%	26 5%g	14 7%g	40 5%	4 3%	9 8%z	25 6%	2 2%	4 2%	4 4%	-	3 4%	13 10%z	42 4%
Morality/Individual behaviour/Lifestyle	34 3%	10 6%	15 3%	15 9%zbe	13 7%zb	23 4%	12 7%zb	11 4%	16 3%	7 3%	33 4%	1 1%	5 5%	14 3%	1 1%	7 4%	7 7% _p	-	-	13 10%z _v	38 4%
Population levels/Overpopulation	34 3%	10 6%	26 6%z	11 6%z	13 6%z	24 4%	13 7%z	8 3%	18 4%	8 4%	34 4%z	-	6 6%	15 3%	3 3%	5 3%	4 4%	* 1%	2 3%	11 8%z	37 4%
Animal welfare	34 3%g	11 7%ze	24 5%ze	12 6%ze	13 6%ze	15 3%	8 4%	4 1%	22 4%	9 4%	33 4%	1 *	3 3%	15 3%	3 3%	6 3%	4 4%	1 2%	2 3%	11 8%z	28 3%
Privatisation	33 3%	13 8%ze	28 6%z	14 8%ze	14 7%z	25 4%	18 10%zbe	15 5%	13 3%	5 3%	29 3%	3 3%	6 6%z	13 3%	3 3%	4 2%	4 4%	-	1 1%	13 10%z	33 3%
Petrol prices/Fuel	32 3%	10 6%	22 5%z	13 7%ze	11 6%	18 3%	15 8%zbe	4 2%	21 4%	6 3%	31 4%	1 1%	8 7%zm	14 3%	2 2%	5 3%	5 4%	-	2 4%	9 7%z	32 3%
Local government/Council tax	30 3%	13 8%zbe	20 4%	15 9%zbe	15 8%ze	18 3%	14 8%zbe	7 2%	15 3%	8 4%	28 3%	2 2%	9 8%zm	8 2%	4 4%	7 4%	5 5%	2 2%	2 4%	13 9%z	38 4%

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WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Countryside/Rural life	25	12	16	15	11	21	15	5	10	10	25	-	5	8	2	5	4	*	1	10	28
	3%	8%zbe	4%	8%zbe	6%z	4%z	8%zbe	2%	2%	5%z	3%	-	5%zm	2%	2%	3%	4%	1%	2%	8%z	3%
Nationalisation/ Government control of institutions	20	7	13	10	7	15	8	9	7	4	20	1	5	8	6	3	3	1	2	4	24
	2%	4%	3%	6%ze	3%	3%	5%z	3%	1%	2%	2%	*	5%z	2%	6%zqs	2%	3%	-	3%	3%	2%
Nuclear weapons/ Nuclear war/ Disarmament	19	5	17	9	7	14	9	3	8	7	18	1	2	9	1	3	3	-	1	6	17
	2%	3%	4%z	5%ze	4%	2%	5%z	1%	2%	4%	2%	*	2%	2%	1%	1%	2%	-	2%	5%z	2%
Pound/Exchange rate/Value of pound	16	13	14	8	7	14	10	1	8	7	15	1	6	4	3	2	2	-	-	7	14
	2%	8%zbe	3%z	4%z	4%z	2%z	6%zbe	*	2%	4%zg	2%	1%	6%zm	1%	3%	1%	2%	-	-	5%z	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	7	9	6	5	12	8	2	7	6	15	-	4	8	4	-	-	-	-	5	12
	1%	4%z	2%	3%z	3%	2%	5%zbe	1%	1%	3%	2%	-	4%z	2%	4%q	-	-	-	-	4%z	1%
Northern Ireland	8	4	8	6	5	6	4	2	3	3	8	-	2	5	1	3	2	1	1	4	8
	1%	3%z	2%z	3%ze	3%z	1%	2%z	1%	1%	1%	1%	-	2%	1%	1%	2%	2%	1%	1%	3%z	1%
Trade unions/ Strikes	8	5	6	5	5	7	5	1	4	3	8	-	2	3	1	4	4	*	-	5	9
	1%	3%z	1%	2%z	2%z	1%	3%z	*	1%	2%	1%	-	2%	1%	1%	2%z	3%z	*	-	4%z	1%
AIDS	7	1	6	3	3	2	4	3	3	-	6	1	2	4	1	-	-	-	-	3	6
	1%	1%	1%e	1%	1%	*	2%ze	1%	1%	-	1%	*	2%	1%	1%	-	-	-	-	2%	1%
Foot and mouth outbreak/Farming crisis	6	3	6	3	5	6	4	1	3	2	6	-	1	3	-	2	2	-	-	5	4
	1%	2%z	1%z	2%z	2%z	1%	3%z	*	1%	1%	1%	-	1%	1%	-	1%	2%	-	-	4%z	*

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 July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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)
UNWEIGHTED BASE	1027	159	487	198	196	617	186	283	517	219	904	119	174	333	121	186	119	76	57	139	1027
WEIGHTED BASE	1001	161	461	182	195	585	177	285	514	195	870	127*	103	445	99*	174	111*	73*	62*	132	1027
	100%	16%	46%	18%	19%	58%	18%	28%	51%	20%	87%	13%*	10%	44%	10%*	17%	11%*	7%*	6%*	13%	103%
Bird flu/Pandemic flu/Swine flu/Ebola	4 *	1 1%	4 1%	2 1%	1 1%	1 *	2 1%	- -	4 1%	- -	4 *	- -	1 1%z	2 *	1 1%	1 *	1 1%	- -	- -	1 1%	3 *
Median	2	4	3	4	3	3	4	2	2	2	2	2	2	2	3	2	2	2	2	4	2
Other	48 5%	7 4%	17 4%	6 3%	9 5%	28 5%	6 3%	13 4%	31 6%	5 2%	42 5%	4 4%	4 4%	21 5%	8 8%	10 6%	4 4%	6 9%	6 9%	4 3%	54 5%
MEAN NUMBER OF MENTIONS	3.57ks	6.11zb	4.72ze	6.06zb	5.38ze	4.09z	6.34zb	3.52	3.41	4.13zh	3.69zk	2.71	4.50zm	3.53	4.33zq	3.40s	3.95qs	2.47	3.19	6.41zv	3.60
STANDARD ERROR	0.10	0.47	0.19	0.42	0.40	0.15	0.43	0.15	0.15	0.26	0.11	0.15	0.42	0.16	0.25	0.25	0.38	0.12	0.36	0.53	0.10
ERROR VARIANCE	0.01	0.22	0.04	0.18	0.16	0.02	0.19	0.02	0.02	0.07	0.01	0.02	0.17	0.02	0.06	0.06	0.15	0.02	0.13	0.28	0.01
Don't know	147 15%abce ftjmrw	6 4%f	6 1%	5 3%f	13 7%bf	51 9%abcf	-	43 15%	74 14%	30 15%	118 14%	29 23%zj	17 17%	47 11%	7 7%	24 14%r	5 5%	18 25%zpq	10 17%w	2 2%	143 14%
Personal finances (NET)	224 22%i	53 33%zbe	107 23%	48 27%e	45 23%	118 20%	56 32%zbe	86 30%zhi	105 20%	32 16%	194 22%	28 22%	30 29%	112 25%	24 25%	42 24% s	35 32%zqs	9 12%	8 13%	37 28% v	222 22%

Proportions/Mean: 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 JULY 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)	
UNWEIGHTED BASE	1027	158	121	174	115	268	191	1027
WEIGHTED BASE	1001	170	133*	188	140*	193	176	1027
	100%	17%	13%*	19%	14%*	19%	18%	103%
Common Market/ Brexit/EU/Europe/ Euro	585 58% ^{bd}	95 56%	58 44%	127 67% ^{zb} df	63 45%	151 78% ^{za} bcdf	92 52%	617 60%
National health service/Hospitals/ Healthcare	461 46%	74 43%	54 40%	92 49%	57 41%	99 51%	85 48%	487 47%
Immigration/ immigrants	195 19%	23 14%	24 18%	40 21%	25 18%	33 17%	50 29% ^{za} e	196 19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	22 13%	20 15%	37 20%	34 24% ^{aa}	37 19%	32 18%	198 19%
Education/Schools	177 18% ^f	38 23% ^{bf}	15 11%	45 24% ^{zb} f	26 19% ^f	40 21% ^{bf}	11 6%	186 18%
Housing	166 17% ^e	31 19% ^{ee}	30 22% ^{ef}	35 18% ^{ee}	30 21% ^{ee}	20 10%	21 12%	157 15%
Economy/Economic situation	161 16% ^f	31 18% ^f	16 12%	39 21% ^f	33 23% ^f	28 15% ^f	14 8%	159 15%
Poverty/Inequality	143 14%	35 21% ^{zbd} f	12 9%	35 19% ^{bd}	11 8%	29 15%	21 12%	142 14%
Defence/Foreign affairs/ International terrorism	114 11% ^b	23 13% ^b	6 4%	20 10%	8 6%	40 21% ^{zb} cdf	18 10%	121 12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 16th July 2018
 Number of sample points : 163
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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
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UNWEIGHTED BASE	1027	158	121	174	115	268	191	1027
WEIGHTED BASE	1001	170	133*	188	140*	193	176	1027
	100%	17%	13%*	19%	14%*	19%	18%	103%
Pollution/ Environment	104 10% ^b	30 18% ^{zbc} f	4 3%	16 8%	14 10%	25 13% ^b	15 9%	104 10%
Lack of faith in politics / politicians / government	100 10% ^b	17 10% ^b	4 3%	24 13% ^b	17 12% ^b	19 10% ^b	18 10% ^b	105 10%
Ageing population/ Social care for the elderly	95 9% ^{ab}	7 4%	5 3%	19 10% ^a	13 9%	31 16% ^{za} b	21 12% ^{ab}	105 10%
Unemployment/ Factory closure/ Lack of industry	94 9%	20 12%	14 10%	10 5%	20 15% ^c	15 8%	15 9%	100 10%
Public services in general	84 8%	14 8%	9 7%	16 9%	16 12%	17 9%	11 6%	95 9%
Drug abuse	68 7% ^c	8 4%	11 8% ^c	3 2%	15 11% ^c	13 7% ^c	17 10% ^c	69 7%
Inflation/Prices	62 6% ^c	9 5% ^c	19 14% ^{zac} ef	1 1%	19 13% ^{zce} f	8 4%	6 4%	55 5%
Pensions/Social security/Benefits	60 6%	6 3%	3 3%	11 6%	8 6%	17 9% ^{zab}	14 8%	70 7%
Low pay/Minimum wage/Fair wages	58 6%	10 6%	13 10% ^e	9 5%	10 7%	8 4%	7 4%	59 6%
Race relations	53 5% ^f	14 8% ^f	5 4%	16 8% ^f	4 3%	11 6%	4 2%	51 5%

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

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WEIGHTED BASE	1001	170	133*	188	140*	193	176	1027
	100%	17%	13%*	19%	14%*	19%	18%	103%
Transport/Public transport	52 5%	12 7%	7 6%	4 2%	8 6%	15 8%zc	6 3%	54 5%
Taxation	44 4% ^f	10 6%	9 7% ^f	7 4%	5 3%	10 5%	3 2%	42 4%
Morality/ Individual behaviour/ Lifestyle	34 3% ^c	6 3%	2 1%	1 1%	6 5%	11 6%zc	8 5% ^c	38 4%
Population levels/ Overpopulation	34 3%	4 2%	5 4%	4 2%	4 3%	10 5%	8 4%	37 4%
Animal welfare	34 3%	4 3%	7 5%	3 1%	9 6%	5 3%	6 3%	28 3%
Privatisation	33 3%	11 7%zb	1 1%	7 4%	3 2%	7 4%	3 2%	33 3%
Petrol prices/Fuel	32 3%	5 3%	5 4%	6 3%	6 4%	4 2%	6 3%	32 3%
Local government/ Council tax	30 3%	3 1%	5 4%	2 1%	6 4%	5 3%	10 6% ^c	38 4%
Countryside/Rural life	25 3%	2 1%	2 2%	4 2%	3 2%	10 5%z	4 2%	28 3%
Nationalisation/ Government control of institutions	20 2%	1 1%	4 3%	6 3%	2 1%	4 2%	3 2%	24 2%
Nuclear weapons/ Nuclear war/ Disarmament	19 2%	3 2%	2 1%	2 1%	3 2%	7 4%z	2 1%	17 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	1001	170	133*	188	140*	193	176	1027
	100%	17%	13%*	19%	14%*	19%	18%	103%
Pound/Exchange rate/Value of pound	16 2%	8 4%zcf	2 1%	* *	3 2%	3 1%	- -	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%	1 1%	2 1%	2 1%	7 5%zef	1 *	1 1%	12 1%
Northern Ireland	8 1%	2 1%	1 *	- -	1 1%	4 2%z	1 *	8 1%
Trade unions/ Strikes	8 1%	2 1%	* *	- -	1 1%	3 1%	2 1%	9 1%
AIDS	7 1%	3 2%	2 2%	1 1%	* *	- -	- -	6 1%
Foot and mouth outbreak/Farming crisis	6 1%	1 1%	- -	- -	1 1%	2 1%	1 1%	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	1 1%	2 1%	- -	- -	1 *	- -	3 *
Median	2	2	2	2	2	2	2	2
Other	48 5%	8 5%	4 3%	11 6%	4 3%	11 6%	10 5%	54 5%
MEAN NUMBER OF MENTIONS	3.57	3.65	3.12	3.61	3.65	3.96z b	3.31	3.60
STANDARD ERROR	0.10	0.32	0.25	0.17	0.34	0.21	0.20	0.10

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	1001	170	133*	188	140*	193	176	1027
	100%	17%	13%*	19%	14%*	19%	18%	103%
ERROR VARIANCE	0.01	0.10	0.06	0.03	0.11	0.05	0.04	0.01
Don't know	147	26	29	21	18	15	37	143
	15% ^e	15% ^e	22% ^{zc}	11%	13%	8%	21% ^{zc}	14%
			e				e	
Personal finances (NET)	224	48	34	44	27	36	35	222
	22%	28% ^e	26%	24%	19%	19%	20%	22%

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