

ISSUES INDEX AUGUST 2018 (PUBLIC - FINAL)

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

	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)	
UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Common Market/ Brexit/EU/Europe/ Euro	441 44%bd ioq	243 50%zb	198 39%	47 35%	60 35%	67 42%	84 48%di	69 48%i	115 di	107 51%zc	151 46%i	184 50%zc di	173 38%	268 49%	179 65%zm nopq	130 46%oq	78 38%oq	54 22%	309 56%zm noq	132 29%o	461 45%
National health service/Hospitals/ Healthcare	91 9%lp	37 7%	55 11%	9 6%	16 9%	13 8%	15 8%	19 13%	20 9%	25 8%	28 8%	39 11%	38 8%	54 10%	13 5%	26 9%	19 9%	34 14%zlp	38 7%	53 12%zlp	95 9%
Immigration/ immigrants	56 6%lp	34 7%	23 4%	9 7%	6 4%	7 4%	10 6%	10 7%	14 6%	16 5%	16 5%	24 6%	22 5%	34 6%	6 2%	17 6%l	21 10%zlp q	12 5%	23 4%l	33 7%l	57 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39 4%l	15 3%	23 5%	3 2%	6 4%	5 3%	7 4%	9 6%	8 4%	9 3%	12 4%	17 5%	14 3%	25 5%	5 2%	12 4%	6 3%	15 6%l	17 3%	21 5%	39 4%
Poverty/Inequality	34 3%a	9 2%	25 5%za	8 6%	6 3%	7 4%	6 3%	3 2%	5 2%	13 4%	12 4%	8 2%	20 4%	14 3%	14 5%	5 2%	8 4%	7 3%	19 3% m	15 3%	34 3%
Economy/Economic situation	31 3%k	11 2%	20 4%	7 5%k	9 5%gk	7 5%gk	4 2%	1 *	4 2%	16 5%gk	11 3%	5 1%	23 5%	8 1%	8 3%	8 3%	7 4%	7 3%	17 3%	14 3%	38 4%
Lack of faith in politics / politicians / government	30 3%	18 4%	12 2%	3 2%	5 3%	4 2%	3 2%	7 5%	8 4%	8 3%	7 2%	15 4%	12 3%	18 3%	3 1%	8 3%	10 5%l	9 4%	12 2%	18 4%	26 3%
Unemployment/ Factory closure/ Lack of industry	20 2%	8 2%	12 2%	1 1%	4 2%	5 3%	3 2%	5 3%	3 1%	5 2%	7 2%	8 2%	9 2%	11 2%	4 2%	7 3%	1 *	8 3%	11 2%	9 2% n	20 2%
Housing	18 2%	8 2%	11 2%	4 3%	3 2%	6 4%k	2 1%	1 1%	2 1%	7 2%	8 3%	3 1%	13 3%	5 1%	4 2%	3 1%	4 2%	7 3%	8 1%	11 2%	20 2%

Proportions/Mean: 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 : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

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		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	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Ageing population/ Social care for the elderly	18 2%b	15 3%zb	3 1%	1 1%	- -	3 2%	6 3%di	3 2%	4 2%	1 *	9 3%	7 2%	5 1%	13 2%	5 2%	3 1%	5 3%	5 2%	7 1%	11 2%	17 2%
Pollution/ Environment	18 2%	7 2%	10 2%	2 1%	6 4%	2 1%	3 2%	4 3%	1 1%	8 3%	4 1%	6 2%h	10 2%	8 2%	5 2%	9 3%	1 1%	4 1%	13 2%	5 1%	18 2%
Education/Schools	17 2%k	6 1%	11 2%	3 2%	4 2%	2 2%	6 3%k	- -	2 1%	7 2%	8 2%	2 1%	9 2%	8 1%	3 1%	3 1%	5 3%	6 2%	6 1%	11 2%	20 2%
Defence/Foreign affairs/ International terrorism	16 2%	11 2%	5 1%	2 1%	1 1%	5 3%f	- -	2 1%	5 2%	3 1%	5 2%	7 2%	9 2%	7 1%	4 1%	4 2%	3 1%	5 2%	8 1%	7 2%	15 1%
Inflation/Prices	15 2%p	10 2%	6 1%	2 2%	4 2%	2 1%	1 1%	2 1%	3 1%	6 2%	4 1%	5 1%	9 2%	7 1%	- -	4 1%	5 2%l	7 3%lp	4 1%	12 3%lo	13 1%
Population levels/ Overpopulation	14 1%	7 1%	7 1%	2 2%	2 1%	- -	3 2%	* *	6 2%	4 1%	3 1%	6 2%	4 1%	9 2%	2 1%	6 2%	4 2%	2 1%	7 1%	6 1%	14 1%
Race relations	13 1%k	7 1%	6 1%	2 2%	5 3%	5 3%k	- -	- -	2 1%	7 2%	5 1%	2 *	11 2%	2 *	3 1%	3 1%	1 *	6 2%	7 1%	6 1%n	12 1%
Drug abuse	9 1%p	6 1%	3 1%	1 1%	2 1%	- -	3 2%	- -	3 1%	3 1%	3 1%	3 1%	3 1%	6 1%	- -	1 *	- -	8 3%zlm np	1 *	8 2%p	7 1%
Local government/ Council tax	5 *	2 1%	2 *	3 2%zk	- -	1 1%	1 *	- -	- -	3 1%	2 1%	- -	4 1%	1 *	1 *	1 *	1 *	2 1%	2 *	2 1%	5 *
Morality/ Individual behaviour/ Lifestyle	5 *	2 *	2 *	- -	* *	- -	3 1%	1 1%	1 *	* *	3 1%	2 *	* *	4 1%	- -	2 1%	2 1%	* *	2 *	3 1%	6 1%

Proportions/Mean: 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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UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
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	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Taxation	4	2	2	-	-	2	-	1	2	-	2	2	2	2	3	-	-	1	3	1	4
	*	*	*	-	-	1%	-	1%	1%	-	1%	1%	*	*	1%	-	-	*	1%	*	*
Nationalisation/ Government control of institutions	4	*	3	-	-	*	-	2	1	-	*	3	*	3	1	2	-	1	3	1	6
	*	*	1%	-	-	*	-	1%	1%	-	*	1%	*	1%	*	1%	-	*	1%	*	1%
Low pay/Minimum wage/Fair wages	3	*	2	-	2	1	*	-	-	2	1	-	2	*	-	1	1	-	1	1	5
	*	*	*	-	1%	*	*	-	-	1%	*	-	*	*	-	1%	1%	-	*	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	2	2	-	-	-	2	-	-	*	-	2	*	2	*	-	-	2	-	-	2	2
	*	*	-	-	-	1%	-	-	*	-	1%	*	*	*	-	-	1%zp	-	-	1%	*
Transport/Public transport	2	1	1	-	-	1	1	-	*	-	2	*	1	1	-	1	-	1	1	1	3
	*	*	*	-	-	1%	*	-	*	-	1%	*	*	*	-	*	-	*	*	*	*
Public services in general	2	-	2	-	1	*	-	1	-	1	*	1	1	1	-	1	1	-	1	1	3
	*	-	*	-	*	*	-	*	-	*	*	*	*	*	-	*	*	-	*	*	*
Countryside/Rural life	1	-	1	-	-	-	-	1	1	-	-	1	-	1	1	-	-	-	1	-	2
	*	-	*	-	-	-	-	1%	*	-	-	*	-	*	1%	-	-	-	*	-	*
Pensions/Social security/Benefits	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1
	*	-	*	-	1%	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	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
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	*	*

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UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Pound/Exchange rate/Value of pound	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *
Privatisation	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18 2%	9 2%	9 2%	5 4%	4 2%	1 1%	4 2%	1 1%	3 1%	9 3%	5 1%	4 1%	10 2%	8 2%	2 1%	5 2%	6 3%	5 2%	8 1%	10 2%	17 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	75 7% aghlkp	19 4% gh	57 11% zab	21 15% zefghjk	21 12% zghj	10 6% jk	10 5%	4 3%	10 5%	42 14% zefghjk	19 6%	14 4%	51 11%	24 4%	8 3%	14 5%	12 6%	41 17% zlmnpq	22 4%	53 12% zlmnp	56 5%

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UNWEIGHTED BASE WEIGHTED BASE Personal finances (NET)	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)	
	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
	52	19	33	10	11	9	8	5	8	21	17	13	31	21	14	10	14	14	24	27	52
	5%	4%	6%	8%	7%	6%	4%	4%	4%	7%	5%	4%	7%	4%	5%	4%	7%	6%	4%	6%	5%

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Table 2
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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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Common Market/ Brexit/EU/Europe/ Euro	441 44%in q	387 45%i	19 39%	35 41%	133 41%	98 41%	133 43%	114 43%i	175 47%ij	44 32%	121 43%i	78 55%za deij	176 53%zn oq	141 50%zn q	23 18%	87 39%nq	317 51%zn oq	110 31%n	461 45%
National health service/Hospitals/ Healthcare	91 9%p	79 9%	5 10%	8 9%	29 9%	21 9%	24 8%	20 7%	38 10%	10 7%	30 11%	20 14%	27 8%	18 6%	21 16%zlm pq	19 8%	46 7%	40 11%	95 9%
Immigration/ immigrants	56 6%	51 6%	4 8%	1 2%	22 7%c	21 9%zc	17 5%	13 5%	18 5%	6 4%	15 5%	9 6%	19 6%	13 5%	13 10%zoq	8 4%	32 5%	21 6%	57 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39 4%p	34 4%k	* 1%	4 5%k	14 4%k	10 4%k	12 4%	12 4%k	12 3%	12 9%zah jk	12 4%k	- -	9 3%	9 3%	12 9%zlm p	9 4%	18 3%	20 6%	39 4%
Poverty/Inequality	34 3%	32 4%	- -	2 2%	15 4%	13 5%	8 3%	8 3%	11 3%	6 4%	10 4%	4 3%	12 3%	13 5%	2 2%	7 3%	25 4%	9 3%	34 3%
Economy/Economic situation	31 3%	25 3%	3 6%	3 3%	13 4%	10 4%	9 3%	6 2%	9 3%	4 3%	7 3%	3 2%	9 3%	12 4%	3 3%	7 3%	20 3%	10 3%	38 4%
Lack of faith in politics / politicians / government	30 3%	25 3%	1 3%	4 5%	14 4%	10 4%	8 3%	7 3%	7 2%	1 1%	7 2%	6 4%	10 3%	4 2%	5 4%	9 4%	14 2%	15 4%	26 3%
Unemployment/ Factory closure/ Lack of industry	20 2%h	17 2%h	- -	3 4%hk	13 4%zah jk	9 4%zah jk	5 2%	5 2%	2 1%	2 2%	2 1%	- -	5 1%	6 2%	4 3%	5 2%	11 2%	9 3%	20 2%

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UNWEIGHTED BASE	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Housing	18	16	-	2	6	4	2	2	10	8	9	1	4	5	4	5	9	9	20
	2%	2%	-	3%	2%	2%	1%	1%	3%	6%zad efghj k	3%fk	1%	1%	2%	3%	2%	1%	2%	2%
Ageing population/ Social care for the elderly	18	16	-	2	5	3	5	5	8	2	8	7	7	9	3	-	15	3	17
	2%	2%	-	2%	2%	1%	1%	2%	2%	1%	3%	5%za	2%	3%o	2%	-	2%z	1%	2%
Pollution/ Environment	18	16	1	1	3	2	7	6	8	2	6	4	5	6	1	5	11	6	18
	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%
Education/Schools	17	12	-	5	9	5	3	3	5	1	2	2	2	9	4	2	12	5	20
	2%l	1%	-	5%zaf ghij	3%a	2%	1%	1%	1%	1%	1%	1%	1%	3%zl	3%	1%	2%l	2%	2%
Defence/Foreign affairs/ International terrorism	16	14	1	-	6	6	6	4	4	2	4	2	8	3	1	3	11	4	15
	2%	2%	3%	-	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
Inflation/Prices	15	11	2	2	4	2	7	5	4	*	*	-	3	3	2	6	6	9	13
	2%jp	1%	4%jk	3%j	1%	1%	2%	2%	1%j	*	*	-	1%	1%	2%	3%	1%	2%	1%
Population levels/ Overpopulation	14	13	*	-	-	-	6	5	8	4	7	3	7	4	1	2	11	3	14
	1%	2%d	1%	-	-	-	2%d	2%d	2%de	3%de	3%de	2%de	2%	1%	1%	1%	2%	1%	1%
Race relations	13	12	1	-	2	2	4	3	7	5	5	-	1	5	3	3	6	5	12
	1%l	1%	3%	-	1%	1%	1%	1%	2%	4%zad jk	2%	-	*	2%	2%	1%	1%l	1%	1%
Drug abuse	9	7	1	1	2	1	4	3	3	3	3	-	4	-	2	3	4	5	7
	1%	1%	2%	1%	*	*	1%	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	1%

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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UNWEIGHTED BASE	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Local government/ Council tax	5 *	3 *	- -	2 2%ehj	2 1%	- -	3 1%	3 1%	- -	- -	- -	- -	1 *	2 1%	2 2%	- -	3 *	2 1%	5 *
Morality/ Individual behaviour/ Lifestyle	5 *	4 *	* 1%	- -	2 1%	2 1%	2 1%	2 1%	* *	- -	* *	* *	3 1%	- -	- -	2 1%	3 *	2 *	6 1%
Taxation	4 *	4 *	- -	- -	- -	- -	2 1%	2 1%	2 1%	2 1%	2 1%	1 *	1 *	- -	- -	3 1%	1 *	3 1%	4 *
Nationalisation/ Government control of institutions	4 *	2 *	1 2%ade h	* *	* *	- -	3 1%	2 1%	* *	* *	* *	- -	1 *	1 *	1 *	* *	3 *	1 *	6 1%
Low pay/Minimum wage/Fair wages	3 *	2 *	- -	1 1%	1 *	* *	- -	- -	2 *	1 1%	1 *	- -	* *	1 *	1 1%	- -	2 *	1 *	5 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	2 *	- -	- -	* *	* *	2 1%	2 1%	- -	- -	- -	- -	* *	- -	- -	2 1%	* *	2 1%	2 *
Transport/Public transport	2 *	1 *	- -	1 1%	1 *	- -	- -	- -	1 *	1 1%	1 1%	- -	- -	2 1%	- -	- -	2 *	- -	3 *
Public services in general	2 *	1 *	- -	1 1%	1 *	* *	- -	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	1 *	3 *
Countryside/Rural life	1 *	1 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	2 *
Pensions/Social security/Benefits	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	1 *

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	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 2%zad eghj	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	- -	1 1%a	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Privatisation	1 *	- -	1 1%za	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18	10	6	2	5	3	7	2	5	4	4	-	6	1	4	6	7	10	17
	2%amp	1%	12%zac defghi jk	3%	2%	1%	2%g	1%	1%	3%	2%	-	2%	*	3%mp	3%	1%	3%mp	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
Don't know	75	68	1	6	19	13	29	28	27	16	19	2	9	12	16	32	20	49	56
	7%klm p	8%k	3%	7%	6%	6%	9%k	11%k	7%k	12%dhj k	7%k	2%	3%	4%	13%zlm mp	14%zlm p	3%	14%zlm p	5%
Personal finances (NET)	52	45	2	5	20	15	15	13	17	8	12	4	15	17	5	13	32	19	52
	5%	5%	4%	6%	6%	6%	5%	5%	5%	6%	4%	3%	5%	6%	4%	6%	5%	5%	5%

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WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Common Market/ Brexit/EU/Europe/ Euro	441 44%cl m	221 49%zc	47 43%	173 39%	103 65%zg h	124 41%	25 49%	166 37%	26 23%	51 34%	212 56%zl m	96 36%	461 45%
National health service/Hospitals/ Healthcare	91 9%nl	35 8%	4 4%	53 12%zb	8 5%	35 12%	4 8%	42 9%	13 12%n	18 12%n	20 5%	21 8%	95 9%
Immigration/ immigrants	56 6%	25 5%	4 3%	28 6%	9 6%	15 5%	2 3%	28 6%	13 11%zmn	5 4%	20 5%	13 5%	57 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39 4%	12 3%	3 3%	23 5%	4 2%	14 5%	- -	18 4%	9 8%zn	12 8%zn	9 2%	7 3%	39 4%
Poverty/Inequality	34 3%	9 2%	8 7%a	17 4%	5 3%	11 4%	3 5%	13 3%	2 2%	3 2%	16 4%	12 5%	34 3%
Economy/Economic situation	31 3%	18 4%	2 2%	11 2%	6 4%	10 3%	4 7%	9 2%	2 2%	6 4%	13 4%	17 6%	38 4%
Lack of faith in politics / politicians / government	30 3%	12 3%	2 2%	16 4%	4 3%	7 2%	- -	18 4%	6 5%	3 2%	8 2%	2 1%	26 3%
Unemployment/ Factory closure/ Lack of industry	20 2%	8 2%	3 3%	9 2%	2 1%	7 2%	2 3%	9 2%	7 6%zn	4 3%	3 1%	3 1%	20 2%
Housing	18 2%	6 1%	8 7%zac	5 1%	- -	9 3%f	1 2%	7 2%	5 4%	3 2%	6 2%	7 3%	20 2%

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	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Ageing population/ Social care for the elderly	18 2%	13 3%	- -	5 1%	3 2%	8 3%	3 6%z	3 1%	2 2%	5 4%	7 2%	3 1%	17 2%
Pollution/ Environment	18 2%	6 1%	6 5%zac	6 1%	- -	6 2%	* 1%	9 2%	3 2%	3 2%	7 2%	3 1%	18 2%
Education/Schools	17 2%	4 1%	2 2%	11 2%	- -	4 1%	1 1%	10 2%	3 3%	2 1%	4 1%	10 4%	20 2%
Defence/Foreign affairs/ International terrorism	16 2%	8 2%	1 1%	7 2%	3 2%	2 1%	- -	10 2%	- -	1 1%	7 2%	6 2%	15 1%
Inflation/Prices	15 2%	8 2%	1 1%	6 1%	2 1%	3 1%	2 4%	8 2%	3 3%	3 2%	4 1%	4 2%	13 1%
Population levels/ Overpopulation	14 1%	5 1%	1 1%	7 2%	1 1%	2 1%	2 3%	8 2%	3 2%	3 2%	4 1%	2 1%	14 1%
Race relations	13 1%	4 1%	3 2%	6 1%	- -	3 1%	1 3%f	6 1%	- -	1 1%	3 1%	5 2%	12 1%
Drug abuse	9 1%	3 1%	1 1%	5 1%	- -	3 1%	- -	4 1%	2 1%	* *	2 *	1 *	7 1%
Local government/ Council tax	5 *	1 *	- -	4 1%	- -	- -	- -	5 1%	1 1%	- -	- -	1 *	5 *
Morality/ Individual behaviour/ Lifestyle	5 *	3 1%	- -	2 *	1 1%	2 1%	* 1%	2 *	- -	* *	2 1%	- -	6 1%

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Taxation	4	3	-	1	-	1	2	1	-	-	1	2	4
	*	1%	-	*	-	*	3%zfg	*	-	-	*	1%	*
Nationalisation/ Government control of institutions	4	2	-	2	1	*	-	2	1	1	*	1	6
	*	*	-	*	*	*	-	*	1%	1%	*	*	1%
Low pay/Minimum wage/Fair wages	3	3	-	-	*	*	-	2	*	1	*	*	5
	*	1%	-	-	*	*	-	*	*	*	*	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	2	2	-	*	-	2	-	-	-	*	-	-	2
	*	*	-	*	-	1%	-	-	-	*	-	-	*
Transport/Public transport	2	2	-	*	*	1	-	1	-	-	1	2	3
	*	*	-	*	*	*	-	*	-	-	*	1%	*
Public services in general	2	1	-	1	-	1	-	1	-	-	-	1	3
	*	*	-	*	-	*	-	*	-	-	-	*	*
Countryside/Rural life	1	-	1	1	1	-	-	1	-	-	1	-	2
	*	-	1%	*	*	-	-	*	-	-	*	-	*
Pensions/Social security/Benefits	1	1	-	-	-	1	-	-	-	-	1	-	1
	*	*	-	-	-	*	-	-	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	1	-	-	1	-	1	-	-	-	-	-	-	1
	*	-	-	*	-	*	-	-	-	-	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1

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Pound/Exchange rate/Value of pound	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *
Privatisation	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18 2%a	2 1%	3 3%a	12 3%a	1 *	6 2%	- -	12 3%	1 1%	2 1%	6 2%	10 4%	17 2%

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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	1020	414	119	487	191	284	59	427	110	161	390	250	1020
WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
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	75 7% ⁿ	36 8%	9 8%	30 7%	2 1%	22 7% ^f	1 2%	50 11%	11 10%	19 13% ^{zn}	18 5%	32 12%	56 5%
Personal finances (NET)	52 5%	19 4%	9 8%	23 5%	8 5%	15 5%	5 9%	22 5%	6 5%	7 5%	21 6%	17 6%	52 5%

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

ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Common Market/ Brexit/EU/Europe/ Euro	441 44%cgk v	79 46%	189 47% c	66 36%	90 44%	441 77% zab cft	60 39%	90 35%	238 49% zg	113 44%	401 46% zk	40 32%	48 47%	219 49% z	54 61% z	80 49%	51 52%	34 47%	- -	90 60% zv	461 45%
National health service/Hospitals/ Healthcare	91 9%emv	12 7%	91 23% zace ft	13 7%	18 9% e	24 4%	12 8%	24 9%	40 8%	27 11%	85 10%	7 5%	7 7%	29 6%	6 7%	13 8%	6 6%	8 11%	- -	18 12% v	95 9%
Immigration/ immigrants	56 6%bepw	7 4%	14 4%	11 6%	56 27% zabc ef	20 3%	5 3%	15 6%	24 5%	17 7%	52 6%	4 3%	4 4%	24 5%	1 1%	14 9% p	8 8% p	6 9% p	56 100% zw	- -	57 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	39 4%e	5 3%	11 3% e	39 21% zabe ft	3 1%	7 1%	5 3%	21 8% zhi	14 3%	4 1%	31 3%	8 6%	3 2%	13 3%	3 3%	10 6%	4 4%	6 8%	- -	3 2%	39 4%
Poverty/Inequality	34 3%e	5 3%	15 4% e	8 5% et	2 1%	9 1%	11 7% zet	12 5%	15 3%	6 2%	29 3%	4 3%	2 2%	14 3%	1 1%	6 3%	4 4%	2 3%	- -	2 2%	34 3%
Economy/Economic situation	31 3%e	31 18% zbce ft	9 2%	4 2%	4 2%	9 2%	7 5% e	8 3%	15 3%	8 3%	26 3%	5 4%	8 8% zm	12 3%	6 7% z	4 2%	3 3%	1 1%	- -	4 3%	38 4%
Lack of faith in politics / politicians / government	30 3%e	2 1%	11 3% e	9 5% e	7 3%	7 1%	5 3%	5 2%	19 4%	6 3%	30 3%	- -	1 1%	12 3%	2 3%	4 2%	4 4%	- -	- -	7 5%	26 3%
Unemployment/ Factory closure/ Lack of industry	20 2%bej	3 2% e	3 1%	2 1%	3 2%	2 *	1 *	6 2%	10 2%	4 2%	14 2%	6 5% zj	4 4%	7 2%	2 2%	3 2%	1 1%	2 3%	- -	3 2%	20 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/i/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 : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Housing	18	3	8	1	2	4	2	5	12	1	11	7	2	11	-	5	3	2	-	2	20
	2%ej	2%	2%e	*	1%	1%	1%	2%	3%	*	1%	5%zj	2%	2%	-	3%	3%	3%	-	2%	2%
Ageing population/ Social care for the elderly	18	10	5	2	3	8	7	3	13	2	12	6	2	11	-	2	1	1	-	3	17
	2%j	6%zbce t	1%	1%	2%	1%	4%zbe	1%	3%	1%	1%	4%j	2%	3%	-	1%	1%	2%	-	2%	2%
Pollution/ Environment	18	-	3	-	1	8	3	4	10	5	17	1	1	11	1	-	-	-	-	1	18
	2%	-	1%	-	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	-	-	-	-	1%	2%
Education/Schools	17	1	7	3	-	3	17	3	12	2	16	1	4	2	1	1	*	1	-	-	20
	2%em	1%	2%e	2%	-	1%	11%zabc et	1%	3%	1%	2%	1%	4%zm	*	1%	1%	*	1%	-	-	2%
Defence/Foreign affairs/ International terrorism	16	2	6	2	4	5	2	6	8	2	14	2	1	7	1	1	1	-	-	4	15
	2%e	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	-	-	3%	1%
Inflation/Prices	15	*	6	2	1	3	3	5	6	4	15	*	1	5	-	6	2	4	-	1	13
	2%e	*	1%	1%	*	1%	2%	2%	1%	2%	2%	*	1%	1%	-	3%	2%	5%z	-	1%	1%
Population levels/ Overpopulation	14	2	5	6	1	2	5	3	5	5	10	3	2	4	3	*	*	-	-	1	14
	1%e	1%	1%	3%e	1%	*	3%e	1%	1%	2%	1%	3%	2%	1%	3%q	*	*	-	-	1%	1%
Race relations	13	3	3	1	4	7	-	6	4	3	7	5	-	7	1	1	-	1	-	4	12
	1%j	2%	1%	*	2%	1%	-	2%	1%	1%	1%	4%j	-	1%	1%	*	-	1%	-	3%	1%
Drug abuse	9	1	3	6	2	1	-	6	2	1	6	3	-	4	-	*	*	-	-	2	7
	1%ej	*	1%	3%zbe	1%	*	-	2%zh	*	*	1%	3%	-	1%	-	*	*	-	-	1%	1%
Local government/ Council tax	5	-	2	-	-	-	-	1	3	1	4	1	1	-	-	-	-	-	-	-	5
	*	-	*	-	-	-	-	*	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+
 Fieldwork dates : 3rd - 14th August 2018
 Number of sample points : 169
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ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Morality/ Individual behaviour/ Lifestyle	5 *	2 1%	2 1%	4 2%	2 1%	1 *	2 1%	- -	2 *	2 1%	3 *	2 1%	* *	3 1%	1 1%	- -	- -	- -	- -	2 1%	6 1%
Taxation	4 *	- -	- -	- -	- -	3 *	1 1%	- -	3 1%	1 *	3 *	1 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	4 *
Nationalisation/ Government control of institutions	4 *	1 1%	1 *	- -	- -	1 *	- -	* *	1 *	2 1%	3 *	* *	* *	- -	1 1%	1 1%	1 1%	- -	- -	- -	6 1%
Low pay/Minimum wage/Fair wages	3 *	- -	1 *	* *	- -	1 *	1 1%	1 *	2 *	- -	2 *	* *	2 2%zm	1 *	- -	- -	- -	- -	- -	- -	5 *
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	- -	- -	2 1%	* *	2 *	2 1%zb	* *	- -	2 1%	2 *	- -	- -	2 *	2 2%z	* *	* *	- -	- -	* *	2 *
Transport/Public transport	2 *	- -	1 *	- -	- -	- -	- -	* *	1 *	1 *	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	- -	3 *
Public services in general	2 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	* *	1 1%zm	- -	1 1%	- -	- -	- -	- -	- -	3 *
Countryside/Rural life	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	- -	1 1%zm	- -	- -	1 1%	1 1%	- -	- -	1 1%	2 *
Pensions/Social security/Benefits	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *

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
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ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *
Pound/Exchange rate/Value of pound	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Privatisation	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *z	- -	1 1%	1 *	1 1%	1 1%	- -	- -	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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
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Respondent type : GB Adults 18+
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ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Other	18	2	3	2	1	5	2	10	3	6	14	4	-	6	2	2	2	-	-	1	17
	2%beh	1%	1%	1%	*	1%	2%	4%zh	1%	2%	2%	3%	-	1%	2%	1%	2%	-	-	*	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	75	-	3	-	*	2	-	24	22	29	59	16	6	39	*	8	4	4	-	*	56
	7%abce fthjpw	-	1%	-	*	*	-	9%h	4%	11%h	7%	12%	6%	9%	*	5%	4%	5%	-	*	5%
Personal finances (NET)	52	6	22	11	3	13	15	18	24	10	46	5	6	20	1	11	6	6	-	3	52
	5%et	3%	6%et	6%et	2%	2%	10%zaet	7%	5%	4%	5%	4%	5%	4%	1%	7%	6%	8%	-	2%	5%

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 AUGUST 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+

	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)	
UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Common Market/ Brexit/EU/Europe/ Euro	575 57% ^{bd} ioq	314 64% ^{zb}	261 51%	64 47%	78 46%	92 58% ⁱ	102 59% ⁱ	99 68% ^{zc} di	140 62% ^{cd} i	142 47%	194 59% ^{di}	239 65% ^{zc} di	234 51%	341 63%	209 76% ^{zm} nopq	179 64% ^{zn} oq	108 53% ^{oq}	79 32%	388 70% ^{zm} noq	186 42% ^o	599 59%
National health service/Hospitals/ Healthcare	406 40% ^o	183 37%	222 43%	50 37%	57 33%	57 36%	76 44%	69 48% ^{di}	97 43%	107 35%	133 40%	166 45% ^{zd} i	164 36%	242 44%	114 41%	124 44% ^o	86 42% ^q	81 33%	238 43% ^o	168 37%	424 42%
Immigration/ immigrants	206 20%	111 23%	95 18%	25 19%	33 20%	24 15%	43 24%	31 21%	50 22%	58 19%	67 20%	81 22%	83 18%	123 23%	51 18%	62 22%	53 26% ^{zo} q	40 16%	112 20%	94 21%	205 20%
Housing	186 18%	95 19%	90 18%	31 23%	27 16%	27 17%	41 23%	27 19%	32 14%	58 19%	68 20%	60 16%	85 19%	100 18%	47 17%	59 21%	37 18%	43 17%	106 19%	79 18%	180 18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	91 19%	91 18%	18 13%	25 15%	33 21%	38 22%	26 18%	42 19%	43 14%	71 21%	68 18%	76 17%	106 19%	46 17%	50 18%	40 19%	47 19%	95 17%	87 19%	188 18%
Economy/Economic situation	170 17%	94 19%	76 15%	18 13%	36 21%	26 17%	37 21%	22 15%	30 14%	54 18%	63 19%	53 14%	80 17%	90 16%	52 19%	46 16%	37 18%	34 14%	98 18%	72 16%	180 18%
Education/Schools	153 15% ^{hk} o	84 17%	70 14%	19 14%	30 18%	19 12%	42 24% ^{ze} ghjk	18 12%	25 11%	50 16%	61 18% ^{eh} k	43 12%	68 15%	85 16%	54 19% ^{zo} q	45 16%	32 16% ^q	23 9%	98 18% ^{zo} q	55 12%	162 16%
Poverty/Inequality	142 14% ^{oq}	61 12%	81 16%	14 10%	19 11%	25 16%	40 23% ^{zc} dhik	19 13%	24 11%	32 11%	66 20% ^{zc} dhik	43 12%	58 13%	84 15%	57 21% ^{zm} opq	35 12%	32 16% ^{oq}	18 7%	92 16% ^{zm} oq	50 11% ^o	150 15%
Lack of faith in politics / politicians / government	117 12% ^f	62 13%	56 11%	10 8%	22 13%	17 11%	11 6%	22 15% ^f j	35 16% ^{zf} j	32 11%	28 8%	57 15% ^{zf} j	50 11%	67 12%	36 13%	35 13%	24 12%	23 9%	71 13%	47 10%	123 12%

Proportions/Mean: 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 : 3rd - 14th August 2018
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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+

	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)	
UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Pollution/ Environment	111 11%oq	49 10%	62 12%	12 9%	20 12%	12 8%	18 10%	30 21%zce fhijk	20 9%	32 11%	30 9%	49 13%h	44 10%	67 12%	49 18%zn oq	34 12%oq	19 9%oq	9 4%	83 15%zoq	28 6%o	126 12%
Ageing population/ Social care for the elderly	103 10%	55 11%	48 9%	6 4%	18 11%	15 10%	24 14%c	13 9%	28 12%c	24 8%	39 12%	41 11%	39 8%	64 12%	33 12%	34 12%	21 10%	16 7%	66 12%	37 8%	102 10%
Defence/Foreign affairs/ International terrorism	100 10%b	60 12%b	40 8%	11 8%	17 10%	16 11%	15 9%	14 9%	27 12%	28 9%	32 10%	41 11%	44 10%	56 10%	28 10%	33 12%	21 10%	19 8%	61 11%	39 9%	106 10%
Public services in general	88 9%coq	46 9%	42 8%	3 2%	22 13%ci	14 9%c	19 11%c	15 10%c	16 7%	25 8%c	33 10%c	31 8%c	38 8%	50 9%	38 14%zo q	28 10%oq	16 8%oq	6 2%	66 12%zoq	22 5%o	93 9%
Unemployment/ Factory closure/ Lack of industry	82 8%h	48 10%	35 7%	14 10%	14 9%	10 6%	20 11%h	14 10%	10 5%	28 9%	30 9%	24 7%h	38 8%	44 8%	20 7%	24 9%	15 7%	23 9%	45 8%	38 8%	81 8%
Drug abuse	81 8%	40 8%	41 8%	14 10%	11 7%	10 7%	16 9%	13 9%	16 7%	25 8%	26 8%	30 8%	35 8%	46 8%	16 6%	23 8%	21 10%	21 9%	39 7%	42 9%	76 7%
Inflation/Prices	68 7%b	44 9%zb	24 5%	8 6%	14 8%	14 9%	9 5%	11 8%	11 5%	22 7%	24 7%	22 6%	36 8%	31 6%	12 4%	21 8%	17 9%	17 7%	33 6%	35 8%	68 7%
Low pay/Minimum wage/Fair wages	67 7%	33 7%	34 7%	10 7%	11 7%	8 5%	18 11%h	10 7%	10 4%	21 7%	26 8%	19 5%	29 6%	38 7%	17 6%	18 6%	23 11%zoq	8 3%	36 6%	31 7%o	65 6%
Petrol prices/Fuel	58 6%bk	40 8%zb	18 4%	7 5%	12 7%	7 4%	19 11%zgh k	4 3%	9 4%	19 6%	26 8%ek	13 3%	26 6%	32 6%	16 6%	11 4%	19 9%zmp	11 5%	28 5%	30 7%	48 5%
Pensions/Social security/Benefits	54 5%	28 6%	26 5%	3 3%	8 5%	4 2%	12 7%	8 6%	18 8%e	12 4%	16 5%	26 7%	16 3%	38 7%	13 5%	17 6%	13 7%	11 4%	30 5%	24 5%	60 6%

Proportions/Mean: 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 : 3rd - 14th August 2018
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Population levels/ Overpopulation	53 5%ei	27 6%	26 5%	4 3%	5 3%	1 1%	18 10%zcd eij	7 5%e	19 8%zde i	8 3%	19 6%e	26 7%ei	9 2%	44 8%	17 6%	16 6%	14 7%oq	6 2%	33 6%	20 5%	54 5%
Transport/Public transport	52 5%mi	31 6%	21 4%	5 3%	7 4%	3 2%	16 9%ei	9 6%	13 6%	11 4%	19 6%e	22 6%	15 3%	38 7%	17 6%	8 3%	19 10%zmo pq	8 3%	25 4%	27 6%o	55 5%
Morality/ Individual behaviour/ Lifestyle	51 5%ci	26 5%	25 5%	1 1%	7 4%	7 5%	9 5%	6 4%	21 9%zci	8 2%	17 5%	27 7%zci	15 3%	36 7%	15 6%	14 5%	15 7%q	7 3%	30 5%	21 5%	57 6%
Race relations	44 4%	21 4%	23 5%	7 5%	11 7%	10 6%	5 3%	3 2%	9 4%	18 6%	15 4%	11 3%	28 6%	17 3%	17 6%	10 4%	7 3%	11 4%	27 5%	17 4%	44 4%
Local government/ Council tax	40 4%	23 5%	17 3%	5 4%	7 4%	3 2%	12 7%	7 5%	6 3%	11 4%	15 5%	13 4%	15 3%	25 5%	16 6%	8 3%	9 5%	7 3%	24 4%	16 4%	43 4%
Taxation	33 3%bo	25 5%zb	9 2%	5 4%	8 5%	8 5%	4 3%	3 2%	6 2%	13 4%	12 4%	8 2%	20 4%	13 2%	15 6%zo	8 3%	10 5%oq	1 *	23 4%o	11 2%o	30 3%
Nationalisation/ Government control of institutions	28 3%	16 3%	13 2%	3 3%	4 2%	3 2%	4 3%	5 3%	9 4%	7 2%	7 2%	14 4%	10 2%	18 3%	8 3%	8 3%	10 5%q	3 1%	16 3%	13 3%	29 3%
Pound/Exchange rate/Value of pound	28 3%	17 4%	11 2%	1 1%	4 2%	3 2%	11 6%zi	4 3%	5 2%	5 2%	14 4%	9 2%	8 2%	20 4%	13 5%z	6 2%	5 2%	4 1%	20 4%	9 2%	29 3%
Privatisation	27 3%o	18 4%	9 2%	3 2%	4 2%	4 2%	9 5%	3 2%	4 2%	7 2%	13 4%	7 2%	10 2%	17 3%	14 5%zoq	6 2%	6 3%	1 *	20 4%o	7 2%	27 3%
Animal welfare	16 2%	10 2%	7 1%	1 1%	2 1%	1 1%	2 1%	4 3%	6 3%	3 1%	3 1%	10 3%z	4 1%	12 2%	3 1%	8 3%	4 2%	1 *	11 2%	6 1%	18 2%

Proportions/Mean: 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 : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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+

	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)
UNWEIGHTED BASE	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16 2%b	13 3%zb	3 1%	2 2%	5 3%	2 1%	1 1%	3 2%	2 1%	7 2%	3 1%	6 2%	9 2%	7 1%	4 1%	6 2%	3 1%	2 1%	10 2%	5 1%	16 2%
Countryside/Rural life	15 2%	7 1%	9 2%	- -	1 1%	3 2%	1 *	3 2%	8 3%zi	1 *	4 1%	11 3%zi	4 1%	11 2%	4 1%	8 3%q	1 1%	2 1%	12 2%	3 1%	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	8 2%	6 1%	- -	1 *	3 2%	1 1%	3 2%	6 2%i	1 *	4 1%	9 2%i	4 1%	10 2%	6 2%	3 1%	5 2%	1 *	9 2%	5 1%	14 1%
Trade unions/ Strikes	14 1%q	9 2%	4 1%	4 3%	- -	1 1%	4 3%	- -	4 2%	4 1%	5 2%	4 1%	5 1%	9 2%	9 3%zoq	3 1%	1 1%	- -	12 2%zmq	1 *	10 1%
AIDS	4 *	3 1%	1 *	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	3 1%	1 *	3 *	1 *	2 1%	1 *	- -	3 1%	1 *	5 *
Foot and mouth outbreak/Farming crisis	3 *	2 *	1 *	1 1%	- -	- -	- -	1 *	1 1%	1 *	- -	2 1%	1 *	2 *	- -	2 1%	1 1%	- -	2 *	1 *	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 1%	- -	- -	- 1%	2 1%	- -	1 1%	* *	- -	2 1%	1 *	2 *	1 *	- -	1 *	2 1%	- -	1 *	2 1%	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
Northern Ireland	1 *	1 *	- -	- -	- -	- -	- -	1 1%	- 1%	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Other	49 5%	28 6%	20 4%	7 5%	8 5%	5 3%	11 6%	6 4%	11 5%	15 5%	16 5%	17 5%	20 4%	28 5%	15 5%	19 7%	7 4%	8 3%	34 6%	15 3%	57 6%
MEAN NUMBER OF MENTIONS	3.61b oq	3.87z b	3.35	3.20	3.47	3.27	4.22z cei	3.81	3.59	3.35	3.77e	3.67	3.32	3.85	4.03z oq	3.72o q	3.90o	2.76	3.87z oq	3.28o	3.64

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 : 3rd - 14th August 2018
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	501	519	109	165	141	164	153	288	274	305	441	415	605	283	317	205	215	600	420	1020
WEIGHTED BASE	1005	491	514	135*	169	157	174	145	225	304	331	370	461	544	275	281	204	245	556	449	1020
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	37%	46%	54%	27%	28%	20%	24%	55%	45%	102%
STANDARD ERROR	0.10	0.16	0.11	0.21	0.20	0.21	0.31	0.28	0.19	0.15	0.19	0.16	0.12	0.15	0.20	0.18	0.25	0.12	0.14	0.14	0.09
ERROR VARIANCE	0.01	0.03	0.01	0.04	0.04	0.04	0.10	0.08	0.04	0.02	0.04	0.03	0.01	0.02	0.04	0.03	0.06	0.01	0.02	0.02	0.01
Don't know	185	76	109	42	39	26	25	17	36	81	51	53	107	78	27	32	38	88	59	126	160
	18%ag klmp	16%	21%za	31%ze fghjk	23%gk	16%	14%	11%	16%	27%ze fghjk	15%	14%	23%	14%	10%	11%	18%lm p	36%zl mnpq	11%	28%zl mnp	16%
Personal finances (NET)	252	124	127	31	44	48	55	30	43	75	103	73	123	129	79	64	65	44	143	109	259
	25%hk o	25%	25%	23%	26%	31%hk	32%hk	21%	19%	25%	31%zg hk	20%	27%	24%	29%o	23%	32%zm oq	18%	26%	24%o	25%

Proportions/Mean: 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 AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Common Market/ Brexit/EU/Europe/ Euro	575 57%in q	504 58%i	26 52%	46 53%	180 55%	134 56%	168 54%	142 54%	228 62%i	62 45%	164 59%i	102 71%za bcdef ghij	229 69%zn opq	173 61%no q	44 34%	110 49%n	402 65%zn oq	154 44%n	599 59%
National health service/Hospitals/ Healthcare	406 40%f	360 41%fg	16 33%	30 34%	132 41%	102 43%	107 34%	90 35%	167 45%zf gij	50 36%	113 40%	62 44%	147 44%oq	119 42%	51 40%	73 32%	266 43%zo q	124 35%	424 42%
immigration/ immigrants	206 20%cd	187 22%cd	10 20%	9 10%	68 21%cd	59 25%cd i	56 18%	46 17%	83 22%ci	21 15%	66 24%ci	45 32%za cdefgh ij	72 22%	54 19%	30 23%	41 18%	126 21%	70 20%	205 20%
Housing	186 18%de fgl	164 19%de fg	8 15%	14 17%	42 13%	28 12%	40 13%	33 12%	103 28%za cdefg	38 27%za defg	77 28%za defg	40 28%za defg	47 14%	60 21%l	22 17%	50 22%l	106 17%l	72 21%	180 18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%k	165 19%jk	4 8%	13 16%	67 21%bk	53 22%bj k	55 18%bk	51 19%k	61 16%k	28 20%jk	40 14%k	12 8%	53 16%	61 22%	28 22%	39 17%	115 19%	67 19%	188 18%
Economy/Economic situation	170 17%	150 17%	11 22%	9 11%	58 18%	48 20%	44 14%	34 13%	67 18%	21 15%	46 16%	25 17%	52 16%	62 22%zn q	14 11%	36 16%	114 18%l	49 14%	180 18%
Education/Schools	153 15%cd	135 16%	8 17%	10 12%	44 13%	33 14%	51 16%	43 16%	58 16%j	16 11%	35 13%	20 14%	48 15%	66 23%zl nopq	13 10%	26 12%	114 18%zl nq	39 11%	162 16%

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
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Poverty/Inequality	142	131	2	8	47	38	37	35	58	31	42	11	52	56	11	21	108	32	150
	14%q	15%k	5%	10%	14%	16%b	12%	13%	16%bk	22%za bcfgh jk	15%k	8%	16%q	20%zno q	9%	9%	18%zno q	9%	15%
Lack of faith in politics / politicians / government	117	100	4	13	56	43	24	20	37	15	28	13	44	28	13	28	72	40	123
	12%fg	12%fg	9%	15%	17%za fghjk	18%zaf ghjk	8%	8%	10%	11%	10%	9%	13%	10%	10%	12%	12%	11%	12%
Pollution/ Environment	111	100	4	7	31	23	25	21	55	16	34	18	45	43	7	12	88	20	126
	11%oq	11%	8%	8%	9%	10%	8%	8%	15%za fgj	12%	12%	13%	14%no q	15%zno q	6%	6%	14%zno q	6%	12%
Ageing population/ Social care for the elderly	103	91	5	7	29	22	31	26	43	10	30	20	42	33	9	17	75	26	102
	10%	10%	11%	9%	9%	9%	10%	10%	12%i	7%	11%	14%	13%	12%	7%	8%	12%z	7%	10%
Defence/Foreign affairs/ International terrorism	100	86	5	10	52	42	22	18	26	3	13	10	44	33	4	17	78	21	106
	10%hi jnq	10%hij	9%i	12%ij	16%za fghij k	18%zaf ghijk	7%	7%	7%ij	2%	5%i	7%	13%zn q	12%nq	3%	8%	13%znq	6%	10%
Public services in general	88	84	-	4	25	21	17	17	46	14	28	14	29	30	8	17	59	24	93
	9%bf	10%bf	-	5%	8%	9%b	6%	7%	12%zb fgj	10%b	10%b	10%b	9%	11%	6%	7%	10%	7%	9%
Unemployment/ Factory closure/ Lack of industry	82	71	2	9	35	27	21	19	26	12	19	7	22	28	15	17	50	32	81
	8%	8%	4%	10%	11%z	11%	7%	7%	7%	8%	7%	5%	7%	10%	12%	8%	8%	9%	8%
Drug abuse	81	70	7	5	27	22	30	23	24	15	19	4	29	19	9	23	49	32	76
	8%k	8%k	13%k	6%	8%	9%k	10%k	9%	6%	11%hjk	7%k	3%	9%	7%	7%	10%	8%	9%	7%

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
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 14th August 2018
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Inflation/Prices	68	59	3	5	19	14	26	23	23	9	11	2	22	16	9	18	38	28	68
	7% _k	7% _{jk}	6%	6%	6%	6%	8% _k	9% _k	6% _{jk}	7%	4% _k	1%	7%	6%	7%	8%	6%	8%	7%
Low pay/Minimum wage/Fair wages	67	56	-	11	32	21	20	20	15	5	6	1	25	20	7	14	45	22	65
	7% _{hjk}	6% _{hjk}	-	13% _{za bhijk}	10% _{zab hijk}	9% _{bhj k}	7% _{jk}	8% _{jk}	4% _{jk}	4%	2%	1%	8%	7%	6%	6%	7%	6%	6%
Petrol prices/Fuel	58	53	2	3	8	5	19	16	32	5	24	19	16	22	6	13	38	19	48
	6% _{de}	6% _{de}	4%	3%	2%	2%	6%	6%	9% _{zad ei}	3%	9% _{de i}	14% _{zac defghi j}	5%	8%	5%	6%	6%	5%	5%
Pensions/Social security/Benefits	54	44	4	6	26	20	12	8	16	2	7	5	22	16	4	7	38	11	60
	5% _j	5% _j	9% _{ij}	7%	8% _{zag ij}	9% _{zaf gij}	4%	3%	4% _j	2%	3%	4%	7%	6%	4%	3%	6%	3%	6%
Population levels/ Overpopulation	53	49	1	3	8	5	17	16	28	8	14	6	27	19	1	5	46	6	54
	5% _{den q}	6% _{de}	3%	4%	3%	2%	6%	6%	8% _{dej}	6%	5%	4%	8% _{zno q}	7% _{nq}	1%	2%	7% _{zno q}	2%	5%
Transport/Public transport	52	45	3	4	14	10	15	13	23	6	9	3	22	18	4	7	39	12	55
	5%	5%	5%	5%	4%	4%	5%	5%	6% _{jk}	4%	3%	2%	7%	6%	3%	3%	6% _z	3%	5%
Morality/ Individual behaviour/ Lifestyle	51	45	4	3	13	11	21	18	17	5	11	6	23	9	3	12	33	16	57
	5%	5%	7%	3%	4%	4%	7%	7%	4%	4%	4%	4%	7% _{zmp}	3%	3%	5%	5%	4%	6%
Race relations	44	40	2	2	10	8	13	11	21	15	16	1	11	17	4	9	28	14	44
	4%	5%	5%	2%	3%	3%	4%	4%	6% _k	11% _{zac defghj k}	6% _k	1%	3%	6%	3%	4%	5%	4%	4%

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
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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ISSUES INDEX AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Local government/ Council tax	40 4%	32 4%	2 3%	6 7%j	13 4%	7 3%	13 4%	11 4%	14 4%j	3 2%	6 2%	3 2%	17 5%	13 5%	6 4%	3 1%	31 5%z	9 3%	43 4%
Taxation	33 3%	29 3%	- -	4 5%	8 2%	3 1%	7 2%	7 3%	19 5%aek efgjk	11 8%zad 5%k	13 5%k	2 1%	9 3%	9 3%	3 2%	11 5%	19 3%	14 4%	30 3%
Nationalisation/ Government control of institutions	28 3%j	22 3%j	3 5%ijk	4 5%ij	13 4%j	9 4%j	9 3%j	7 3%	6 2%j	* *	1 *	1 *	14 4%	8 3%	3 2%	3 1%	23 4%z	6 2%	29 3%
Pound/Exchange rate/Value of pound	28 3%q	24 3%j	* 1%	3 4%	7 2%	4 2%	9 3%	9 3%	12 3%jk	2 2%	3 1%	* *	10 3%	13 5%zno q	1 *	2 1%	23 4%zq	2 1%	29 3%
Privatisation	27 3%q	24 3%	1 1%	2 3%	9 3%	7 3%	5 2%	5 2%	13 3%jk	4 3%	5 2%	1 1%	9 3%	15 5%zno q	- -	2 1%	24 4%znq	2 1%	27 3%
Animal welfare	16 2%j	16 2%j	- -	1 1%	8 2%j	7 3%j	5 2%	5 2%	3 1%j	- -	1 *	1 *	12 4%zmp q	2 1%	1 1%	1 1%	14 2%zm	2 1%	18 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16 2%af	4 1%	1 2%gj	10 12%zab defghi jk	13 4%zae fghij k	3 1%	1 *	- -	2 *	- -	- -	- -	5 2%	4 2%	1 1%	5 2%	10 2%	6 2%	16 2%
Countryside/Rural life	15 2%	12 1%	2 3%i	1 2%	4 1%	3 1%	7 2%	5 2%	4 1%j	- -	1 *	1 1%	10 3%zq	4 2%	- -	1 *	14 2%zq	1 *	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	12 1%	1 2%	* 1%	5 1%	4 2%	5 1%	3 1%	5 1%	4 3%	4 1%	- -	10 3%z	2 1%	- -	3 1%	11 2%m	3 1%	14 1%

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
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
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 Number of sample points : 169
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ISSUES INDEX AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Trade unions/ Strikes	14 1%	14 2%	- -	- -	2 1%	2 1%	2 1%	2 1%	10 3%zj	1 1%	2 1%	1 *	5 1%	8 3%q	- -	1 *	13 2%z	1 *	10 1%
AIDS	4 *	4 *	- -	- -	2 1%	2 1%	1 *	1 *	1 *	* *	1 *	1 *	3 1%z	* *	- -	- -	4 1%	- -	5 *
Foot and mouth outbreak/Farming crisis	3 *	2 *	1 3%zad efg	- -	- -	- -	1 *	- -	2 1%	- -	1 1%	1 1%	- -	2 1%	1 1%	- -	2 *	1 *	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 *	- -	- -	1 *	1 1%	2 1%	2 1%	- -	- -	- -	- -	1 *	- -	- -	2 1%	1 *	2 1%	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2
Northern Ireland	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Other	49 5%a	34 4%	8 17%zad efghij k	6 7%	20 6%	13 6%	17 6%g	9 3%	12 3%	9 6%h	11 4%	2 1%	19 6%	15 5%	7 6%	6 3%	34 6%	13 4%	57 6%
MEAN NUMBER OF MENTIONS	3.61n q	3.67	3.13	3.30	3.63	3.75	3.32	3.35	3.83i jk	3.40	3.38	3.37	3.89z noq	4.03z noq	2.92	3.17	3.95z noq	3.08	3.64
STANDARD ERROR	0.10	0.11	0.23	0.21	0.19	0.25	0.15	0.17	0.17	0.18	0.12	0.16	0.19	0.20	0.16	0.17	0.14	0.12	0.09
ERROR VARIANCE	0.01	0.01	0.05	0.04	0.04	0.06	0.02	0.03	0.03	0.03	0.01	0.03	0.04	0.04	0.03	0.03	0.02	0.01	0.01
Don't know	185 18%lp	166 19%	5 10%	13 16%	49 15%	35 15%	77 25%za bcdehj k	72 27%za bcdeh jk	59 16%	28 20%	47 17%	19 14%	40 12%	41 15%	34 27%zl mp	59 26%zl mp	82 13%	94 27%zl mp	160 16%

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
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	864	60	96	341	245	332	272	347	145	273	128	412	287	138	153	699	291	1020
WEIGHTED BASE	1005	870	49*	86*	324	238	311	262	370	138	280	142*	332	283	128	225	616	352	1020
	100%	87%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	33%	28%	13%	22%	61%	35%	102%
Personal finances	252	224	6	21	72	51	79	73	100	43	75	32	83	83	28	55	166	82	259
(NET)	25%b	26%b	13%	25%	22%	21%	25%b	28%b	27%b	31%b	27%b	23%	25%	29%	22%	24%	27%	23%	25%

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
 Overlap formulae used. * small base

ISSUES INDEX AUGUST 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	1020	414	119	487	191	284	59	427	110	161	390	250	1020
WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Common Market/ Brexit/EU/Europe/ Euro	575 57%cl m	279	61	235	124	163	36	218	51	68	257	126	599
		62%zc	56%	53%	79%zg	54%	68%	49%	45%	46%	68%zl m	48%	59%
National health service/Hospitals/ Healthcare	406 40%	166	43	196	71	141	21	159	44	54	147	112	424
		37%	40%	44%z	45%	47%z	41%	36%	39%	36%	39%	42%	42%
Immigration/ immigrants	206 20%h	98	19	89	36	70	4	87	22	37	86	48	205
		22%	18%	20%	23%h	23%h	8%	20%	19%	25%	23%	18%	20%
Housing	186 18%	91	17	78	26	72	13	65	19	23	81	50	180
		20%	16%	17%	17%	24%z	26%	15%	17%	15%	21%	19%	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	75	16	92	37	60	11	65	22	35	78	48	188
		17%	14%	21%	24%	20%	21%	15%	20%	23%	21%	18%	18%
Economy/Economic situation	170 17%c	91	17	62	27	57	14	61	12	25	87	50	180
		20%c	15%	14%	17%	19%	27%z	14%	11%	17%	23%zl	19%	18%
Education/Schools	153 15%	79	11	63	33	52	9	52	10	15	79	55	162
		18%	10%	14%	21%z	17%	18%	12%	9%	10%	21%zl m	21%	16%
Poverty/Inequality	142 14%	57	23	62	16	55	15	48	16	15	72	45	150
		13%	21%	14%	10%	18%l	29%zf	11%	14%	10%	19%zm	17%	15%
Lack of faith in politics / politicians / government	117 12%	47	13	57	20	36	3	52	13	23	47	20	123
		10%	12%	13%	13%	12%	5%	12%	12%	16%	13%	8%	12%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/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+
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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)		
UNWEIGHTED BASE	1020	414	119	487	191	284	59	427	110	161	390	250	1020
WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Pollution/ Environment	111	43	19	49	28	29	10	36	7	14	57	20	126
	11%	10%	17%a	11%	18%zg	9%	19%	8%	6%	9%	15%zl	8%	12%
Ageing population/ Social care for the elderly	103	41	16	47	18	47	6	29	7	13	51	28	102
	10%	9%	15%	10%	11%	15%z	12%	7%	6%	9%	14%z	11%	10%
Defence/Foreign affairs/ International terrorism	100	41	10	49	24	21	4	45	7	18	52	26	106
	10%	9%	9%	11%	15%zg	7%	9%	10%	6%	12%	14%z	10%	10%
Public services in general	88	45	16	27	11	41	7	26	6	6	47	32	93
	9% c	10%	15%zc	6%	7%	13%z	14%	6%	6%	4%	12%zm	12%	9%
Unemployment/ Factory closure/ Lack of industry	82	36	11	35	8	38	3	30	13	13	35	20	81
	8%	8%	10%	8%	5%	12%zf	6%	7%	11%	9%	9%	7%	8%
Drug abuse	81	35	8	38	14	27	6	28	3	13	25	19	76
	8% l	8%	8%	9%	9%	9%	11%	6%	2%	9%	7%	7%	7%
Inflation/Prices	68	35	6	27	6	22	3	36	11	8	28	18	68
	7%	8%	5%	6%	4%	7%	5%	8%	9%	5%	7%	7%	7%
Low pay/Minimum wage/Fair wages	67	35	6	25	6	29	6	25	3	16	30	16	65
	7%	8%	6%	6%	4%	9%	11%	6%	3%	11%l	8%	6%	6%
Petrol prices/Fuel	58	39	5	15	7	24	2	25	1	5	42	20	48
	6% cl	9%zc	4%	3%	4%	8%	5%	6%	1%	3%	11%zlm	8%	5%
Pensions/Social security/Benefits	54	19	5	30	12	16	2	20	3	11	28	9	60
	5%	4%	5%	7%	8%	5%	4%	4%	3%	7%	7%	3%	6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n
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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Population levels/ Overpopulation	53	19	8	27	20	10	2	21	5	6	28	13	54
	5%	4%	7%	6%	13%zg	3%	3%	5%	5%	4%	7%	5%	5%
Transport/Public transport	52	25	6	21	9	20	5	17	2	6	28	16	55
	5%	6%	5%	5%	6%	7%	9%	4%	1%	4%	7%zl	6%	5%
Morality/ Individual behaviour/ Lifestyle	51	20	7	25	10	18	3	18	7	8	23	11	57
	5%	4%	6%	6%	6%	6%	6%	4%	6%	5%	6%	4%	6%
Race relations	44	23	5	16	4	17	4	14	3	2	16	12	44
	4%	5%	4%	4%	3%	6%	7%	3%	3%	1%	4%	4%	4%
Local government/ Council tax	40	16	1	22	6	16	-	15	2	7	19	14	43
	4%	4%	1%	5%	4%	5%	-	3%	2%	5%	5%	5%	4%
Taxation	33	24	1	8	4	16	3	9	-	2	20	14	30
	3%^c	5%zc	1%	2%	3%	5%	5%	2%	-	1%	5%zl	5%	3%
Nationalisation/ Government control of institutions	28	12	2	14	3	14	-	8	3	5	13	9	29
	3%	3%	2%	3%	2%	4%	-	2%	3%	3%	3%	3%	3%
Pound/Exchange rate/Value of pound	28	15	3	10	8	10	2	8	-	3	20	13	29
	3%	3%	2%	2%	5%	3%	4%	2%	-	2%	5%zl	5%	3%
Privatisation	27	19	1	7	2	15	4	4	2	1	18	6	27
	3%^c	4% ^c	1%	1%	1%	5% ^z	7% ^f	1%	2%	*	5% ^{zm}	2%	3%
Animal welfare	16	5	-	11	5	4	1	5	1	1	8	2	18
	2%	1%	-	2%	3%	1%	2%	1%	1%	1%	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/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 : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	414	119	487	191	284	59	427	110	161	390	250	1020
WEIGHTED BASE	1005	451	108*	445	157	303	52*	444	114*	148	377	265	1020
	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16 2%	8 2%	3 2%	5 1%	2 1%	3 1%	- -	5 1%	2 1%	4 3%	8 2%	2 1%	16 2%
Countryside/Rural life	15 2%	5 1%	2 2%	8 2%	6 4%z	4 1%	- -	5 1%	1 1%	3 2%	7 2%	2 1%	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	6 1%	1 1%	7 2%	2 1%	5 2%	2 3%	5 1%	1 1%	2 1%	7 2%	3 1%	14 1%
Trade unions/ Strikes	14 1%	8 2%	- -	5 1%	2 1%	8 3%	2 4%	1 *	- -	1 1%	11 3%z	6 2%	10 1%
AIDS	4 *	* *	- -	3 1%	1 1%	1 *	- -	1 *	1 1%	- -	3 1%	- -	5 *
Foot and mouth outbreak/Farming crisis	3 *	1 *	1 1%	1 *	- -	- -	- -	3 1%	- -	- -	- -	1 1%	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	2 *	- -	1 *	- -	2 1%	- -	1 *	- -	* *	1 *	- -	3 *
Median	2	2	2	2	2	3	3	2	2	2	3	2	2
Northern Ireland	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *
Other	49 5%	17 4%	7 7%	24 5%	8 5%	15 5%	3 5%	20 5%	2 2%	6 4%	24 6%	17 6%	57 6%

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	100%	45%	11%*	44%	16%	30%	5%*	44%	11%*	15%	38%	26%	102%
MEAN NUMBER OF MENTIONS	3.61l	3.68	3.53	3.56	4.09z	4.03z	4.02	3.10	2.85	3.41	4.32z lm	3.61	3.64
STANDARD ERROR	0.10	0.16	0.23	0.14	0.24	0.21	0.27	0.13	0.23	0.19	0.21	0.21	0.09
ERROR VARIANCE	0.01	0.02	0.05	0.02	0.06	0.05	0.07	0.02	0.05	0.03	0.04	0.04	0.01
Don't know	185	80	13	92	24	45	4	108	21	37	49	55	160
	18%hn	18%	12%	21%	15%	15%	8%	24%	18%	25% n	13%	21%	16%
Personal finances (NET)	252	121	32	99	28	95	18	102	24	35	119	71	259
	25% f	27%	29%	22%	18%	31% z	35% f	23%	21%	24%	32% z	27%	25%

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UNWEIGHTED BASE	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Common Market/ Brexit/EU/Europe/ Euro	575 57%gkv	108 64%c	254 63%zc	97 53%	130 63%	575 100%zab cft	90 59%	128 49%	304 62%zg	143 56%	520 59%zk	55 43%	57 55%	280 63%z	64 72%zqs	98 60%	64 65%	40 55%	20 35%	110 73%zv	599 59%
National health service/Hospitals/ Healthcare	406 40%k	78 46%	406 100%zac eft	94 52%z	90 44%	254 44%z	93 61%zae t	93 36%	211 43%	102 40%	374 43%zk	32 25%	43 41%	164 37%	43 49%	66 41%	41 42%	28 39%	14 26%	76 50%zv	424 42%
Immigration/ immigrants	206 20%p	51 30%zbe	90 22%	53 29%zb	206 100%zab cef	130 23%	42 28%z	44 17%	116 24%z	46 18%	177 20%	29 23%	16 15%	101 23%	9 10%	49 30%zp	33 34%zp	17 24%p	56 100%z	150 100%z	205 20%
Housing	186 18%j	61 36%zbc e	96 24%ze	47 26%ze	57 28%ze	106 18%	55 36%zbc e	39 15%	112 23%zgi	35 14%	148 17%	37 30%zj	16 15%	94 21%	13 15%	33 20%	21 22%	12 17%	7 12%	50 33%zv	180 18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	49 29%ze	94 23%ze	182 100%zab eft	53 26%ze	97 17%	51 33%zbe	58 23%i	88 18%	36 14%	152 17%	30 23%	21 20%	70 16%	17 20%	35 21%	18 18%	18 25%	11 19%	43 28%z	188 18%
Economy/Economic situation	170 17%	170 100%zbc eft	78 19%	49 27%zbe	51 25%z	108 19%	52 34%zbe	37 14%	93 19%	40 16%	145 17%	25 19%	20 19%	87 19%	21 23%	27 17%	17 17%	12 17%	7 12%	45 30%zv	180 18%
Education/Schools	153 15%qr	52 31%zbe t	93 23%ze	51 28%ze	42 21%	90 16%	153 100%zab cet	31 12%	95 19%zgi	27 11%	134 15%	19 15%	22 21%z	65 15%	20 22%qrs	12 7%	7 8%	5 6%	5 9%	37 25%zv	162 16%
Poverty/Inequality	142 14%i	35 21%ze	74 18%ze	41 23%ze	33 16%	76 13%	39 26%zbe t	45 17%i	73 15%	24 9%	126 14%	15 12%	19 19%	59 13%	14 15%	21 13%	15 15%	7 10%	7 12%	27 18%	150 15%

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What do you see as the main/other important issues 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/ 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Lack of faith in politics / politicians / government	117	25	48	33	37	61	25	27	60	31	107	9	11	47	16	17	13	4	10	26	123
	12%	15%	12%	18%zbe	18%zbe	11%	16%	10%	12%	12%	12%	7%	10%	11%	18% _s	11%	13%	6%	18%	18% _z	12%
Pollution/ Environment	111	33	50	26	25	85	32	25	65	21	102	9	12	51	16	13	8	5	3	22	126
	11%	19%zbt	12%	14%	12%	15% _z	21%zbt	10%	13%	8%	12%	7%	12%	11%	18% _{zqs}	8%	9%	7%	5%	14%	12%
Ageing population/ Social care for the elderly	103	42	54	34	39	71	42	15	63	26	89	13	6	52	14	11	7	4	4	34	102
	10% _{gl}	25%zbe	13% _z	19%ze	19%ze	12% _z	28%zbe	6%	13% _{zg}	10%	10%	11%	6%	12%	15% _q	7%	7%	6%	8%	23% _{zv}	10%
Defence/Foreign affairs/ International terrorism	100	34	45	39	29	63	24	16	64	20	94	6	12	39	14	14	11	5	3	26	106
	10% _{gk}	20%zbe	11%	21%zbe	14%	11%	15% _z	6%	13% _{zg}	8%	11%	4%	12%	9%	16%	9%	11%	8%	5%	17% _z	10%
Public services in general	88	28	65	23	26	69	31	14	53	21	78	10	18	42	12	10	7	3	4	21	93
	9% _g	16% _z	16%ze	12%	12%	12% _z	20%ze	5%	11% _g	8%	9%	8%	17% _{zm}	9%	14% _{qs}	6%	8%	4%	7%	14% _z	9%
Unemployment/ Factory closure/ Lack of industry	82	28	38	34	28	36	24	25	42	15	65	18	10	38	6	11	7	4	5	23	81
	8% _{ej}	17%zbe	9% _e	18%zbe	14%ze	6%	16%zbe	10%	9%	6%	7%	14% _{zi}	9%	8%	7%	7%	7%	6%	9%	16% _z	8%
Drug abuse	81	20	33	46	35	33	23	25	36	20	68	13	5	40	10	14	5	10	10	25	76
	8% _e	12% _e	8%	25% _{zab} eft	17%zbe	6%	15%zbe	10%	7%	8%	8%	10%	5%	9%	11%	9% _r	5%	13%	18% _z	17% _z	7%
Inflation/Prices	68	24	33	24	19	35	21	22	29	17	58	10	8	30	2	11	5	6	1	18	68
	7%	14%zbe	8%	13%ze	9%	6%	14%zbe	9%	6%	7%	7%	8%	7%	7%	3%	7%	5%	8%	3%	12% _z	7%
Low pay/Minimum wage/Fair wages	67	27	36	26	28	39	20	12	36	19	63	4	7	34	7	9	5	3	4	24	65
	7%	16%zbe	9% _z	14%zbe	14%ze	7%	13%ze	4%	7%	8%	7%	3%	7%	8%	7%	5%	5%	5%	7%	16% _z	6%

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UNWEIGHTED BASE	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
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	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Petrol prices/Fuel	58	24	25	17	32	41	27	12	31	15	48	10	2	39	4	13	8	5	6	27	48
	6%l	14%zbe	6%	9%	16%zbe	7%	18%zbe	5%	6%	6%	6%	8%	2%	9%z	4%	8%	8%	7%	10%	18%z	5%
Pensions/Social security/Benefits	54	23	39	23	26	41	19	7	35	11	52	2	4	20	3	11	8	4	2	24	60
	5%g	13%ze	10%z	13%ze	13%ze	7%z	12%ze	3%	7%zg	4%	6%	1%	4%	4%	4%	7%	8%	6%	4%	16%z	6%
Population levels/Overpopulation	53	18	35	24	20	36	21	8	29	16	49	4	5	24	8	7	4	3	1	19	54
	5%	10%z	9%z	13%ze	10%z	6%	14%zbe	3%	6%	6%	6%	3%	4%	5%	9%	4%	4%	4%	1%	13%zv	5%
Transport/Public transport	52	19	38	21	19	34	18	8	31	14	48	5	4	27	6	5	2	3	3	16	55
	5%	11%ze	9%ze	11%ze	9%z	6%	11%ze	3%	6%	5%	5%	4%	4%	6%	7%	3%	2%	4%	5%	11%z	5%
Morality/Individual behaviour/Lifestyle	51	14	26	23	14	31	16	7	21	23	42	8	4	21	6	9	8	2	3	12	57
	5%g	8%	6%	13%zbe	7%	5%	10%ze	3%	4%	9%zgh	5%	6%	4%	5%	7%	6%	8%	2%	5%	8%	6%
Race relations	44	11	18	10	14	29	9	13	18	13	32	11	3	23	3	1	-	1	2	12	44
	4%lqr	6%	4%	5%	7%	5%	6%	5%	4%	5%	4%	9%z	3%	5%	4%	1%	-	1%	3%	8%	4%
Local government/Council tax	40	16	27	14	16	22	22	5	27	8	36	3	4	13	7	4	1	3	1	15	43
	4%	10%ze	7%ze	8%ze	8%ze	4%	14%zbe	2%	6%zg	3%	4%	3%	4%	3%	8%qr	2%	1%	4%	2%	10%z	4%
Taxation	33	19	17	13	16	21	12	8	19	6	28	6	3	23	2	5	5	-	4	12	30
	3%	11%zbe	4%	7%ze	8%ze	4%	8%ze	3%	4%	2%	3%	5%	3%	5%	2%	3%	5%	-	7%	8%z	3%
Nationalisation/Government control of institutions	28	17	18	13	11	18	13	4	19	6	28	*	2	11	1	5	3	2	1	10	29
	3%	10%zbe	4%z	7%ze	5%z	3%	9%zbe	1%	4%	2%	3%	*	1%	3%	2%	3%	3%	3%	2%	7%z	3%
Pound/Exchange rate/Value of pound	28	15	16	14	12	25	15	5	13	10	27	1	2	15	4	3	3	-	-	12	29
	3%	9%zbe	4%	8%z	6%z	4%z	10%zbe	2%	3%	4%	3%	1%	2%	3%	4%	2%	3%	-	-	8%z	3%

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	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Privatisation	27	11	18	17	12	21	14	6	17	4	23	4	6	15	5	4	2	3	1	11	27
	3%	7%z	4%z	9%zbe	6%z	4%	9%zbe	2%	4%	2%	3%	3%	5%z	3%	6%	2%	2%	4%	2%	7%z	3%
Animal welfare	16	10	11	8	7	10	8	1	12	3	16	-	1	5	1	2	2	-	2	5	18
	2%	6%ze	3%z	4%z	4%	2%	5%ze	*	3%	1%	2%	-	1%	1%	2%	1%	2%	-	4%	3%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16	4	4	2	5	13	1	3	4	8	16	-	*	10	3	2	2	-	-	5	16
	2%	2%	1%	1%	2%	2%	1%	1%	1%	3%	2%	-	*	2%	3%	1%	2%	-	-	3%	2%
Countryside/Rural life	15	8	12	5	5	12	8	1	10	4	15	-	3	4	4	1	1	1	-	5	22
	2%	5%ze	3%z	3%	3%	2%	5%z	1%	2%	2%	2%	-	3%	1%	4%	1%	1%	1%	-	4%	2%
Nuclear weapons/ Nuclear war/ Disarmament	14	4	7	6	7	8	6	2	8	5	14	-	1	6	2	*	*	-	1	6	14
	1%	3%	2%	3%	3%z	1%	4%z	1%	2%	2%	2%	-	1%	1%	2%	*	*	-	1%	4%z	1%
Trade unions/ Strikes	14	7	9	11	7	10	6	1	11	2	13	1	-	8	2	4	2	1	-	7	10
	1%	4%z	2%	6%zbe	3%z	2%	4%z	*	2%z	1%	1%	1%	-	2%	3%	2%	2%	2%	-	5%z	1%
AIDS	4	3	3	3	3	3	3	*	3	1	3	*	*	-	1	-	-	-	1	2	5
	*	2%z	1%	2%z	1%	1%	2%z	*	1%	*	*	*	*	-	1%	-	-	-	1%	1%	*
Foot and mouth outbreak/Farming crisis	3	2	1	-	3	1	2	-	2	1	3	-	1	1	-	-	-	-	2	1	3
	*	1%	*	-	2%zbe	*	1%	-	*	1%	*	-	1%	*	-	-	-	-	4%z	1%	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	1	1	3	1	3	3	*	1	2	3	-	-	2	3	*	*	-	-	1	3
	*	*	*	2%zb	1%	*	2%zb	*	*	1%	*	-	-	*	3%z	*	*	-	-	1%	*
Median	2	4	3	4	4	3	4	2	2	2	2	2	2	2	3	2	2	2	2	4	2

Proportions/Mean: 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 : 3rd - 14th August 2018
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX AUGUST 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	1020	180	424	188	205	599	162	269	498	253	896	121	183	341	108	182	115	76	57	148	1020
WEIGHTED BASE	1005	170	406	182	206	575	153	259	490	256	876	126*	104	448	88*	163	98*	73*	56*	150	1020
	100%	17%	40%	18%	20%	57%	15%	26%	49%	25%	87%	13%*	10%	45%	9%*	16%	10%*	7%*	6%*	15%	102%
Northern Ireland	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 1%	1 *
Other	49 5%bh	5 3%	9 2%	6 3%	5 2%	31 5%b	6 4%	17 7%	16 3%	15 6%	42 5%	7 5%	5 5%	19 4%	5 5%	8 5%	6 6%	3 3%	- -	5 3%	57 6%
MEAN NUMBER OF MENTIONS	3.61g	6.49zb e	4.78ze	6.28zb e	5.70zb e	4.16z	6.85zb e	3.18	3.95zg	3.39	3.65	3.34	3.52	3.70	4.22qs	3.47	3.65	3.17	3.75	6.44zv	3.64
STANDARD ERROR	0.10	0.41	0.20	0.41	0.36	0.15	0.44	0.13	0.16	0.17	0.11	0.19	0.20	0.17	0.32	0.18	0.25	0.20	0.36	0.46	0.09
ERROR VARIANCE	0.01	0.17	0.04	0.17	0.13	0.02	0.20	0.02	0.03	0.03	0.01	0.03	0.04	0.03	0.10	0.03	0.06	0.04	0.13	0.22	0.01
Don't know	185 18%abce fthpw	2 1%	14 3%	12 7%a	10 5%	48 8%ab	5 3%	57 22%h	70 14%	58 23%h	156 18%	28 22%	14 14%	79 18%	6 7%	30 19%pr	12 13%	18 25%p	10 18%w	* *	160 16%
Personal finances (NET)	252 25%	67 40%zbe	112 28%	60 33%ze	65 32%ze	140 24%	63 41%zbe	68 26%	125 26%	58 23%	217 25%	35 28%	29 28%	120 27%	21 24%	41 25%	24 25%	18 25%	14 26%	51 34%z	259 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/i/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 AUGUST 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	1020	154	120	197	108	249	192	1020
WEIGHTED BASE	1005	167	137*	201	130*	188	182	1020
	100%	17%	14%*	20%	13%*	19%	18%	102%
Common Market/ Brexit/EU/Europe/ Euro	575 57%bd	92 55%bd	50 37%	149 74%za bdf	45 34%	147 78%za bdf	92 50%bd	599 59%
National health service/Hospitals/ Healthcare	406 40%b	65 39%	42 30%	90 45%b	43 33%	83 44%b	83 46%b	424 42%
Immigration/ immigrants	206 20%	35 21%	23 17%	37 18%	30 23%	40 21%	41 23%	205 20%
Housing	186 18%	33 20%	25 19%	42 21%	26 20%	32 17%	28 15%	180 18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	182 18%	29 17%	14 11%	37 19%	34 26%b	29 16%	38 21%b	188 18%
Economy/Economic situation	170 17%f	27 16%	26 19%	38 19%	25 19%	32 17%	21 11%	180 18%
Education/Schools	153 15%f	32 19%f	17 13%	41 20%f	20 15%	25 13%	18 10%	162 16%
Poverty/Inequality	142 14%f	22 13%	10 7%	40 20%zb f	25 19%bf	29 15%f	15 8%	150 15%
Lack of faith in politics / politicians / government	117 12%	21 13%	11 8%	21 10%	7 6%	29 15%d	28 15%d	123 12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 14th August 2018
 Number of sample points : 169
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ISSUES INDEX AUGUST 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	1020	154	120	197	108	249	192	1020
WEIGHTED BASE	1005	167	137*	201	130*	188	182	1020
	100%	17%	14%*	20%	13%*	19%	18%	102%
Pollution/ Environment	111 11%d	24 14%d	8 6%	26 13%d	4 3%	34 18%zbd f	16 9%	126 12%
Ageing population/ Social care for the elderly	103 10%	16 9%	8 6%	28 14%	11 8%	23 12%	17 10%	102 10%
Defence/Foreign affairs/ International terrorism	100 10%	14 8%	14 10%	22 11%	10 8%	26 14%	15 8%	106 10%
Public services in general	88 9%	20 12%b	5 4%	28 14%zbd f	5 4%	19 10%	12 7%	93 9%
Unemployment/ Factory closure/ Lack of industry	82 8%	17 10%	11 8%	15 7%	15 12%	13 7%	11 6%	81 8%
Drug abuse	81 8%	13 8%	12 9%	14 7%	12 9%	12 6%	18 10%	76 7%
Inflation/Prices	68 7%	9 5%	13 10%	14 7%	9 7%	10 5%	12 7%	68 7%
Low pay/Minimum wage/Fair wages	67 7%	11 6%	10 8%	18 9%	9 7%	7 4%	12 7%	65 6%
Petrol prices/Fuel	58 6%e	6 3%	13 10%e	17 8%e	9 7%	5 3%	8 4%	48 5%
Pensions/Social security/Benefits	54 5%	6 4%	6 4%	13 7%	3 2%	11 6%	16 9%d	60 6%

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

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	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
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WEIGHTED BASE	1005	167	137*	201	130*	188	182	1020
	100%	17%	14%*	20%	13%*	19%	18%	102%
Population levels/ Overpopulation	53 5%	6 4%	2 2%	12 6%	7 5%	15 8%b	12 6%	54 5%
Transport/Public transport	52 5%	6 4%	5 4%	9 5%	10 8%	10 5%	12 7%	55 5%
Morality/ Individual behaviour/ Lifestyle	51 5%	4 2%	4 3%	13 7%	4 3%	13 7%	14 8%a	57 6%
Race relations	44 4%	14 8%ze	4 3%	8 4%	7 5%	5 3%	6 4%	44 4%
Local government/ Council tax	40 4%	7 4%	5 4%	11 5%	4 3%	6 3%	7 4%	43 4%
Taxation	33 3%	8 5% ^d	5 4%	12 6% ^{de}	- -	3 2%	5 3%	30 3%
Nationalisation/ Government control of institutions	28 3%	2 1%	5 4%	6 3%	1 1%	8 4%	6 3%	29 3%
Pound/Exchange rate/Value of pound	28 3%	4 2%	2 1%	12 6% ^z	2 2%	4 2%	5 3%	29 3%
Privatisation	27 3%	5 3%	1 1%	10 5% ^z	3 2%	4 2%	3 2%	27 3%
Animal welfare	16 2%	1 1%	2 1%	3 1%	- -	6 3% ^z	4 2%	18 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	1005	167	137*	201	130*	188	182	1020
	100%	17%	14%*	20%	13%*	19%	18%	102%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16 2%	3 2%	4 3%	3 1%	- -	5 3%	1 *	16 2%
Countryside/Rural life	15 2%	* *	1 *	3 1%	1 1%	9 5%zaf	1 1%	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	1 1%	- -	3 1%	1 1%	5 3%	4 2%	14 1%
Trade unions/ Strikes	14 1%	4 2%	- -	5 3%	- -	3 2%	1 1%	10 1%
AIDS	4 *	1 1%	- -	- -	- -	2 1%	1 *	5 *
Foot and mouth outbreak/Farming crisis	3 *	- -	1 1%	- -	- -	2 1%	- -	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	- -	- -	- -	2 1%	1 *	* *	3 *
Median	2	3	2	2	2	2	2	2
Northern Ireland	1 *	- -	- -	- -	- -	- -	1 *	1 *
Other	49 5%	7 4%	8 6%	13 7%	3 2%	13 7%	4 2%	57 6%
MEAN NUMBER OF MENTIONS	3.61	3.57	3.08	4.11z b	3.25	3.89b	3.45	3.64

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	1005	167	137*	201	130*	188	182	1020
	100%	17%	14%*	20%	13%*	19%	18%	102%
STANDARD ERROR	0.10	0.21	0.20	0.28	0.22	0.20	0.25	0.09
ERROR VARIANCE	0.01	0.04	0.04	0.08	0.05	0.04	0.06	0.01
Don't know	185	30	51	15	36	14	39	160
	18% ^{ce}	18% ^{ce}	37% ^{zac} ef	7%	27% ^{zce}	7%	21% ^{ce}	16%
Personal finances (NET)	252	40	35	63	40	39	34	259
	25%	24%	25%	31% ^{ze} f	31% ^f	21%	19%	25%

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