

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Common Market/ Brexit/EU/Europe/ Euro	518 52%bc dioq	283 57%zb	235 47%	50 38%	63 37%	93 60%cd i	85 49%	91 63%zc di	135 61%zc di	113 38%	179 54%cd i	226 62%zc dfi	206 45%	312 58%	184 69%zm nopq	135 47%	102 51%oq	97 40%	319 58%zm oq	199 45%	513 51%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 8%hkm p	27 6%	48 10%za	10 8%	17 10%hk	14 9%	16 9%	9 6%	9 4%	27 9%h	30 9%	18 5%	41 9%	34 6%	16 6%	11 4%	10 5%	39 16%zlm npq	27 5%	49 11%zmn p	69 7%
National health service/Hospitals/ Healthcare	65 7%	25 5%	41 8%	10 8%	14 8%	8 5%	14 8%	7 5%	12 5%	24 8%	22 7%	19 5%	32 7%	33 6%	9 4%	30 11%zlp q	12 6%	14 6%	39 7%l	26 6%	70 7%
Immigration/ immigrants	53 5%l	25 5%	28 6%	3 3%	10 6%	5 3%	13 8%	5 4%	15 7%	13 4%	19 6%	21 6%	19 4%	34 6%	5 2%	20 7%lp	10 5%	17 7%l	26 5%l	27 6%	51 5%
Economy/Economic situation	33 3%o	16 3%	17 3%	6 5%	11 6%zfh j	5 4%	1 1%	6 4%	4 2%	17 6%zfh	6 2%	10 3%	22 5%	11 2%	9 3%	14 5%o	8 4%	2 1%	23 4%	11 2%	39 4%
Poverty/Inequality	32 3%	15 3%	17 3%	6 5%	6 3%	8 5%	4 3%	4 3%	4 2%	12 4%	13 4%	8 2%	20 4%	12 2%	10 4%	10 3%	6 3%	7 3%	19 3%	13 3%	31 3%
Housing	22 2%k	9 2%	12 2%	7 5%zeg hjk	8 4%egk	- -	5 3%	- -	2 1%	15 5%zeg hjk	5 1%	2 1%	15 3%	7 1%	4 1%	6 2%	5 3%	7 3%	9 2%	12 3%	19 2%
Pollution/ Environment	21 2%kq	10 2%	11 2%	6 5%zhk	4 2%	4 3%	4 2%	1 1%	2 1%	10 3%k	8 2%	3 1%	14 3%	7 1%	7 3%	11 4%zoq	3 1%	1 *	18 3%zoq	3 1%	20 2%
Unemployment/ Factory closure/ Lack of industry	20 2%k	12 2%	8 2%	6 5%zhj k	7 4%hk	1 1%	2 1%	2 1%	1 *	13 4%zhj k	3 1%	3 1%	14 3%	5 1%	2 1%	9 3%p	4 2%	5 2%	11 2%	9 2%	21 2%
Drug abuse	16 2%	8 2%	8 2%	4 3%	2 1%	4 3%	2 1%	- -	4 2%	6 2%	6 2%	4 1%	10 2%	6 1%	1 1%	4 2%	5 3%	5 2%	6 1%	10 2%	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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

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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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Inflation/Prices	14 1%mp	9 2%	6 1%	1 1%	3 2%	2 1%	4 2%	1 1%	4 2%	4 1%	5 2%	5 1%	6 1%	8 2%	- -	* *	5 2%lmp	9 4%zlm	* *	14 3%zlm	14 1%
Population levels/ Overpopulation	13 1%i	4 1%	9 2%	1 1%	- -	1 *	5 3%i	5 3%di	1 1%	1 *	6 2%	6 2%h	1 *	11 2%	1 *	4 1%	3 2%	4 2%	5 1%	8 2%	10 1%
Ageing population/ Social care for the elderly	12 1%	4 1%	8 2%	- -	2 1%	1 1%	- -	3 2%	6 3%zj	2 1%	1 *	10 3%zj	3 1%	10 2%	- -	9 3%zlp	1 *	2 1%	9 2%	3 1%	14 1%
Low pay/Minimum wage/Fair wages	9 1%p	5 1%	5 1%	4 3%zhk	3 2%k	2 1%	- -	- -	- -	7 2%zhk	2 1%	- -	9 2%	- -	- -	2 1%	4 2%	4 2%	2 *	7 2%	10 1%
Lack of faith in politics / politicians / government	8 1%	3 1%	5 1%	2 1%	3 2%	1 *	- -	- -	3 1%	5 2%	1 *	3 1%	5 1%	3 *	2 1%	4 2%	- -	2 1%	6 1%	2 *	11 1%
Defence/Foreign affairs/ International terrorism	7 1%	6 1%	2 *	- -	1 1%	- -	1 1%	- -	5 2%z	1 *	1 *	5 1%	1 *	6 1%	- -	1 1%	2 1%	4 2%	1 *	6 1%	5 1%
Education/Schools	7 1%	1 *	6 1%	1 *	4 2%zhk	1 1%	1 *	1 1%	- -	4 1%	2 1%	1 *	6 1%	1 *	3 1%	1 *	2 1%	* *	4 1%	3 1%	9 1%
Public services in general	7 1%	5 1%	2 *	2 1%	- -	- -	1 1%	2 2%	1 1%	2 1%	1 *	4 1%	2 *	5 1%	1 *	2 1%	* *	3 1%	3 1%	3 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	5 *	- -	5 1%	- -	- -	1 *	- -	2 1%	2 1%	- -	1 *	4 1%	1 *	4 1%	2 1%	1 *	* *	1 1%	3 1%	2 *	7 1%

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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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
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	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Pensions/Social security/Benefits	4*	-	4	-	3	1	-	-	-	3	1	-	4	-	1	-	3	-	1	3	3
		-	1%	-	2%zk	1%	-	-	-	1%	*	-	1%	-	*	-	1%z	-	*	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	3*	2	1	1	-	-	-	-	2	1	-	2	1	2	-	-	-	3	-	3	2
		*	*	1%	-	-	-	-	1%	*	-	1%	*	*	-	-	-	1%p	-	1%	*
Race relations	3*	1	2	1	-	1	-	-	1	1	1	1	2	1	1	1	-	1	2	1	5
		*	*	1%	-	1%	-	-	*	*	*	*	1%	*	*	1%	-	*	*	*	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	*	1	-	-	-	-	-	2	-	-	2	-	2	-	*	-	1	*	1	2
		*	*	-	-	-	-	-	1%	-	-	*	-	*	-	*	-	1%	*	*	*
Countryside/Rural life	2*	1	1	-	-	-	1	-	1	-	1	1	-	2	-	1	-	1	1	1	2
		*	*	-	-	-	1%	-	*	-	*	*	-	*	-	*	-	*	*	*	*
Pound/Exchange rate/Value of pound	1*	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	1
		-	*	-	-	-	-	1%	-	-	-	*	-	*	-	-	1%	-	-	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	1*	1	-	-	-	-	-	1	-	-	-	1	-	1	1	-	-	-	1	-	1
		*	-	-	-	-	-	1%	-	-	-	*	-	*	*	-	-	-	*	-	*
Taxation	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
Privatisation	1*	-	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1
		-	*	1%	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	*
Animal welfare	1*	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	1
		*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	*

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	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Local government/ Council tax	* *	- -	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	1 *
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	10 1%	4 1%	7 1%	3 2%	2 1%	2 1%	3 2%	- -	1 *	5 2%	4 1%	1 *	6 1%	4 1%	3 1%	2 1%	4 2%	1 1%	5 1%	5 1%	12 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	*	0.00	0.00	*	0.00	*	*	0.00	*	*	*	*	0.00	*	0.00	*	*	*	*
ERROR VARIANCE	*	*	*	0.00	0.00	*	0.00	*	*	0.00	*	*	*	*	0.00	*	0.00	*	*	*	*

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	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Don't know	29	19	11	5	9	-	9	2	4	14	9	6	14	16	6	4	8	11	11	19	28
	3%	4%	2%	4%	5%ek	-	5%e	2%	2%	5%ek	3%	2%	3%	3%	2%	2%	4%	4%	2%	4%	3%
Personal finances (NET)	55	29	27	11	12	12	8	5	8	23	20	12	35	20	10	12	14	20	21	34	55
	6%kp	6%	5%	8%k	7%	8%	5%	3%	3%	8%k	6%	3%	8%	4%	4%	4%	7%	8%p	4%	8%zp	6%

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Table 2
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What would you say is the most important issue facing Britain today?
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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Common Market/ Brexit/EU/Europe/ Euro	518 52%ef gnoq	435 51%fg	22 44%	60 69%za bdefg	168 52%ef g	107 45%	126 41%	103 40%	225 62%za bdefg	73 55%fg	165 60%za efg	92 64%za befg	216 66%zm nopq	150 52%no q	47 36%	91 40%	366 59%zm noq	138 39%	513 51%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 8%lp	70 8%d	2 5%	3 3%	16 5%	13 6%	35 11%zd ek	32 12%zac dehk	24 7%	16 12%dhj k	21 8%k	5 3%	13 4%	16 5%	26 20%zlm opq	20 9%lp	29 5%	46 13%zlm op	69 7%
National health service/Hospitals/ Healthcare	65 7%	51 6%	10 19%zac defghi jk	4 5%	19 6%	15 6%	27 9%ag	17 7%	19 5%	4 3%	15 5%	11 8%	18 6%	27 9%	9 7%	10 5%	45 7%	19 5%	70 7%
Immigration/ immigrants	53 5%	45 5%	4 8%	4 4%	16 5%	12 5%	23 7%	19 7%	14 4%	7 5%	11 4%	4 3%	17 5%	16 6%	6 5%	13 6%	34 5%	19 5%	51 5%
Economy/Economic situation	33 3%	31 4%	2 4%	1 1%	10 3%	9 4%	12 4%	10 4%	12 3%	4 3%	10 4%	6 4%	6 2%	16 6%l	3 2%	9 4%	22 4%l	12 3%	39 4%
Poverty/Inequality	32 3%l	29 3%	1 3%	2 2%	13 4%	11 5%	6 2%	5 2%	12 3%	7 5%	11 4%	4 3%	5 1%	10 3%	3 2%	15 6%zlp	15 2%	17 5%l	31 3%
Housing	22 2%lp	19 2%	1 3%	2 2%	7 2%	6 2%	7 2%	6 2%	7 2%	4 3%	5 2%	* *	2 1%	4 1%	7 6%zlm p	8 4%lp	6 1%	16 4%zlp	19 2%
Pollution/ Environment	21 2%	19 2%	1 2%	1 1%	4 1%	3 1%	12 4%	10 4%z	6 2%	3 2%	5 2%	2 2%	5 1%	8 3%	1 1%	8 3%	13 2%	8 2%	20 2%
Unemployment/ Factory closure/ Lack of industry	20 2%mp	18 2%	2 3%	* *	4 1%	4 2%	12 4%zah	10 4%zah	4 1%	2 1%	4 1%	2 1%	3 1%	1 *	5 4%mp	12 5%zlm p	3 1%	16 5%zlm p	21 2%

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UNWEIGHTED BASE	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Drug abuse	16	13	2	1	7	6	6	4	3	1	3	2	1	6	4	3	7	7	18
	2%l	2%	3%	1%	2%	3%	2%	2%	1%	1%	1%	1%	*	2%	3%l	1%	1%	2%	2%
Inflation/Prices	14	13	-	1	4	3	8	8	2	2	2	-	2	3	2	7	5	9	14
	1%	2%	-	1%	1%	1%	3%h	3%zah	*	1%	1%	-	1%	1%	2%	3%p	1%	3%	1%
Population levels/ Overpopulation	13	12	-	1	2	1	5	5	6	1	6	5	3	5	4	1	8	5	10
	1%	1%	-	1%	1%	1%	2%	2%	2%	1%	2%	4%	1%	2%	3%	*	1%	1%o	1%
Ageing population/ Social care for the elderly	12	10	2	-	1	1	6	3	6	-	4	4	8	2	2	-	10	2	14
	1%cd	1%	4%dei	-	*	*	2%	1%	2%	-	2%	3%cd	2%	1%	2%	-	2%	1%	1%
Low pay/Minimum wage/Fair wages	9	7	-	2	4	2	4	4	1	-	-	-	1	2	1	5	3	6	10
	1%	1%	-	2%	1%	1%	1%	2%	*	-	-	-	*	1%	1%	2%lp	*	2%	1%
Lack of faith in politics / politicians / government	8	7	-	1	2	2	1	1	4	2	3	1	3	3	*	2	6	2	11
	1%	1%	-	1%	1%	1%	*	*	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%
Defence/Foreign affairs/ International terrorism	7	7	-	-	6	6	1	1	-	-	-	-	5	1	1	-	6	1	5
	1%	1%	-	-	2%zh	3%zaf hj	*	*	-	-	-	-	2%	*	1%	-	1%	*	1%
Education/Schools	7	7	-	-	2	2	2	2	2	1	1	-	1	4	1	2	4	3	9
	1%	1%	-	-	1%	1%	1%	1%	1%	*	*	-	*	1%	1%	1%	1%	1%	1%
Public services in general	7	6	*	-	4	4	3	2	-	-	-	-	2	1	1	2	3	2	9
	1%	1%	1%	-	1%	2%h	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
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 18th November 2018
Number of sample points : 175
Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Morality/ Individual behaviour/ Lifestyle	5 *	2 *	1 1%	2 2%	2 1%	1 *	1 *	* *	1 *	1 *	1 *	- -	3 1%	- -	2 1%	- -	3 1%	2 *	7 1%
Pensions/Social security/Benefits	4 *	4 *	- -	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 *	2 1%	3 *
Nuclear weapons/ Nuclear war/ Disarmament	3 *	3 *	- -	- -	2 1%	2 1%	1 *	1 *	- -	- -	- -	- -	2 1%	- -	- -	1 1%	2 *	1 *	2 *
Race relations	3 *	2 *	- -	1 1%	2 1%	1 *	* *	* *	1 *	* *	1 *	1 *	- -	- -	3 2%zlm p	* *	- -	3 1%p	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *a	* *	- -	1 2%za	2 1%a	* *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 *
Countryside/Rural life	2 *	2 *	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%zp	- -	- -	1 *	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Taxation	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *

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	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Privatisation	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	1
	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	*	-	*	*
Animal welfare	1	1	-	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	-	*	1%	*	-	-	-	1%	-	-	*	*
Nationalisation/ Government control of institutions	1	1	-	-	-	-	-	-	1	-	1	1	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	-	*	*	*	-	-	-	*	-	*
Local government/ Council tax	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	*	1
	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	*	*
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 NOVEMBER 2018 (PUBLIC - FINAL)

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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
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UNWEIGHTED BASE	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Other	10	10	-	-	6	6	1	1	4	2	4	2	1	5	-	2	6	2	12
	1%	1%	-	-	2%	2% ^f	*	*	1%	2%	1%	1%	*	2%	-	1%	1%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.02 ^z aghj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.02	0.00	*	*	*	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	*	*	*
ERROR VARIANCE	*	*	*	0.00	*	*	*	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	*	*	*
Don't know	29	27	-	2	18	16	6	6	5	1	3	2	6	8	1	12	15	12	28
	3%	3% ^h	-	2%	6% ^{zaf} hij	7% ^{zaf} ghij	2%	2%	1%	1%	1%	1%	2%	3%	1%	5% ⁿ	2%	3% ⁿ	3%
Personal finances (NET)	55	49	1	5	21	17	19	17	15	8	13	4	8	15	7	26	23	33	55
	6% ^p	6%	3%	5%	7%	7%	6%	7%	4%	6%	5%	3%	2%	5%	5%	12% ^{zlm} p	4%	9% ^{zln} p	6%

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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ISSUES INDEX NOVEMBER 2018 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			EU REFERENDUM				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 (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH (j)	REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)	
UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Common Market/ Brexit/EU/Europe/ Euro	518 52%	231 55%	63 45%	224 51%	140 61%z	129 50%	35 65%	173 46%	58 45%	84 46%	202 55%	121 45%	-	-	-	513 51%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 8%g	30 7%	7 5%	38 9%	15 7%	10 4%	1 2%	43 11%	18 14%zn	21 11%	21 6%	28 10%	-	-	-	69 7%
National health service/Hospitals/ Healthcare	65 7%	24 6%	11 8%	30 7%	14 6%	25 10%z	2 4%	21 6%	7 5%	10 5%	29 8%	24 9%	-	-	-	70 7%
Immigration/ immigrants	53 5%	24 6%	4 3%	24 6%	20 9%zg	9 3%	4 8%	15 4%	7 5%	14 8%	20 5%	9 3%	-	-	-	51 5%
Economy/Economic situation	33 3%	12 3%	8 6%	13 3%	6 3%	12 5%	* 1%	13 3%	5 4%	9 5%	10 3%	8 3%	-	-	-	39 4%
Poverty/Inequality	32 3%	11 3%	9 6%	13 3%	2 1%	19 7%zf	2 4%	6 2%	8 6%	4 2%	13 3%	8 3%	-	-	-	31 3%
Housing	22 2%	7 2%	5 3%	10 2%	3 2%	7 3%	1 1%	9 3%	3 2%	- -	9 2%	8 3%	-	-	-	19 2%
Pollution/ Environment	21 2%	11 3%	2 1%	9 2%	3 1%	6 2%	- -	8 2%	2 2%	2 1%	11 3%	8 3%	-	-	-	20 2%
Unemployment/ Factory closure/ Lack of industry	20 2%	10 2%	3 2%	7 2%	- -	7 3%f	- -	12 3%	3 2%	5 3%	6 2%	10 4%	-	-	-	21 2%
Drug abuse	16 2%	7 2%	2 1%	7 2%	1 1%	3 1%	1 3%	9 2%	1 1%	4 2%	3 1%	3 1%	-	-	-	18 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
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UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Inflation/Prices	14	9	-	5	1	8	-	4	3	6	*	7	-	-	-	14
	1% ⁿ	2%	-	1%	*	3% ^z	-	1%	2% ⁿ	3% ⁿ	*	2%	-	-	-	1%
Population levels/ Overpopulation	13	3	7	3	6	2	3	1	1	1	5	1	-	-	-	10
	1%	1%	5% ^z ^a ^c	1%	3%	1%	6% ^z ^a ^c	*	1%	1%	1%	*	-	-	-	1%
Ageing population/ Social care for the elderly	12	3	3	7	1	4	1	5	1	3	7	1	-	-	-	14
	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	*	-	-	-	1%
Low pay/Minimum wage/Fair wages	9	7	2	1	-	-	-	7	-	3	1	5	-	-	-	10
	1% ^c	2% ^c	1%	*	-	-	-	2%	-	1%	*	2%	-	-	-	1%
Lack of faith in politics / politicians / government	8	2	-	6	2	2	-	3	*	3	4	3	-	-	-	11
	1%	*	-	1%	1%	1%	-	1%	*	1%	1%	1%	-	-	-	1%
Defence/Foreign affairs/ International terrorism	7	2	-	5	-	-	-	6	2	1	1	-	-	-	-	5
	1%	*	-	1%	-	-	-	2%	2%	1%	*	-	-	-	-	1%
Education/Schools	7	3	1	3	1	1	1	4	1	2	3	5	-	-	-	9
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	2%	-	-	-	1%
Public services in general	7	1	2	4	2	1	-	3	2	3	-	-	-	-	-	9
	1%	*	1%	1%	1%	*	-	1%	1%	2% ⁿ	-	-	-	-	-	1%
Morality/ Individual behaviour/ Lifestyle	5	2	1	3	-	1	-	2	1	*	3	-	-	-	-	7
	*	*	*	1%	-	*	-	1%	1%	*	1%	-	-	-	-	1%

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WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Pensions/Social security/Benefits	4	-	1	3	1	1	-	2	-	-	2	4	-	-	-	3
	*	-	1%	1%	*	*	-	1%	-	-	1%	1%	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	3	-	3	-	2	-	-	1	-	-	-	-	-	-	-	2
	*	-	2%zac	-	1%	-	-	*	-	-	-	-	-	-	-	*
Race relations	3	1	*	2	-	1	-	1	1	*	1	*	-	-	-	5
	*	*	*	*	-	1%	-	*	1%	*	*	*	-	-	-	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2	-	-	2	1	-	-	*	1	-	-	-	-	-	-	2
	*	-	-	*	1%	-	-	*	1%	-	-	-	-	-	-	*
Countryside/Rural life	2	1	-	1	-	-	1	1	-	-	-	-	-	-	-	2
	*	*	-	*	-	-	2%z	*	-	-	-	-	-	-	-	*
Pound/Exchange rate/Value of pound	1	-	-	1	-	-	-	1	1	-	-	-	-	-	-	1
	*	-	-	*	-	-	-	*	1%	-	-	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	-	*
Taxation	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1
	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	-	-	-	1
Privatisation	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1
	*	-	-	*	-	*	-	-	-	*	-	-	-	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/o/p/q
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Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 18th November 2018
 Number of sample points : 175
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ISSUES INDEX NOVEMBER 2018 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			EU REFERENDUM				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 (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH (j)	REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)	
UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Animal welfare	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1
	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*
Nationalisation/ Government control of institutions	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1
	*	-	-	*	-	-	-	*	-	-	*	-	-	-	-	*
Local government/ Council tax	*	-	-	*	-	*	-	-	*	-	-	*	-	-	-	1
	*	-	-	*	-	*	-	-	*	-	-	*	-	-	-	*
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	6	2	2	3	3	2	2	1	*	4	3	-	-	-	12
	1%C	2%	2%	*	1%	1%	3%	1%	1%	*	1%	1%	-	-	-	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	1.00

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/o/p/q
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	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
STANDARD ERROR	*	*	0.01	*	0.00	*	0.00	*	0.00	*	0.00	0.00	-	-	-	*
ERROR VARIANCE	*	*	*	*	0.00	*	0.00	*	0.00	*	0.00	0.00	-	-	-	*
Don't know	29	11	5	13	4	6	-	19	1	7	10	12	-	-	-	28
	3%	3%	3%	3%	2%	2%	-	5%	1%	4%	3%	5%	-	-	-	3%
Personal finances (NET)	55	26	11	19	3	27	2	18	11	12	14	20	-	-	-	55
	6% ^f	6%	8%	4%	1%	11% ^z	4%	5%	8%	7%	4%	7%	-	-	-	6%

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ 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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
WEIGHTED BASE	995	175	381	260	158	622	169	305	447	237	875	116*	104	447	95*	164	89*	87*	53*	105*	998
	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Common Market/ Brexit/EU/Europe/ Euro	518 52%ctk v	87 50%	222 58%zcf t	112 43%	62 39%	518 83%zab cft	80 48%	163 53%	229 51%	124 52%	482 55%zk	35 30%	53 51%	235 53%	70 74%zqs	88 54%	52 59%	46 53%	- -	62 59%v	513 51%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 8%ej	10 6%	23 6%e	75 29%zabe ft	10 6%e	18 3%	7 4%	35 12%zi	30 7%	10 4%	53 6%	22 19%zi	5 5%	32 7%	2 2%	14 8% s	10 12% ep	3 4%	- -	10 9%	69 7%
National health service/Hospitals/ Healthcare	65 7%e	11 6%	65 17%zace ft	21 8%e	10 6%	20 3%	18 11%ze	15 5%	29 6%	21 9%	56 6%	9 8%	8 8%	27 6%	1 1%	12 7%	5 5%	7 8%	- -	10 9%	70 7%
Immigration/ immigrants	53 5%ew	4 2%	14 4%e	13 5%e	53 33%zabc ef	9 1%	4 2%	10 3%	28 6%	14 6%	47 5%	6 5%	9 9%	19 4%	3 3%	15 9%z	5 6%	10 11%z	53 100%zw	- -	51 5%
Economy/Economic situation	33 3%e	33 19%zbc ft	10 3%	5 2%	5 3%	7 1%	5 3%	9 3%	16 3%	9 4%	28 3%	6 5%	4 3%	17 4%	1 1%	4 2%	2 3%	3 3%	- -	5 5%	39 4%
Poverty/Inequality	32 3%e	6 3%	11 3%	7 3%	2 1%	10 2%	9 5%e	13 4%	13 3%	5 2%	28 3%	2 2%	2 2%	16 4%	3 3%	2 1%	2 2%	- -	- -	2 2%	31 3%
Housing	22 2%e	* 2%e	6 2%e	4 1%	- -	3 *	5 3%et	9 3%	9 2%	4 2%	21 2%	1 1%	- -	11 3%	3 3%	2 1%	* 1%	2 2%	- -	- -	19 2%
Pollution/ Environment	21 2%	2 1%	6 2%	2 1%	1 1%	11 2%	8 4%zbc e	5 2%	7 2%	10 4%	21 2%	- -	3 3%	10 2%	1 1%	1 1%	- -	1 1%	- -	1 1%	20 2%
Unemployment/ Factory closure/ Lack of industry	20 2%bej	1 *	1 *	- -	* *	4 1%	2 1%	9 3%	7 2%	3 1%	12 1%	8 7%zi	5 5%z	7 2%	1 1%	2 1%	1 1%	* 1%	- -	* *	21 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
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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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
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	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Drug abuse	16 2%e	4 2%e	3 1%	6 2%e	2 1%	3 *	4 2%e	6 2%	7 2%	3 1%	11 1%	4 3%	1 1%	8 2%	1 2%	1 *	1 1%	- -	- -	2 2%	18 2%
Inflation/Prices	14 1%ehj	2 1%e	2 1%	2 1%	- -	1 *	2 1%e	9 3%h	2 *	4 2%	6 1%	8 7%zi	1 1%	8 2%	- -	3 2%	3 3%	- -	- -	- -	14 1%
Population levels/ Overpopulation	13 1%be	1 *	1 *	3 1%e	5 3%be	1 *	4 2%be	- -	9 2%g	3 1%	12 1%	1 1%	1 1%	9 2%	- -	- -	- -	- -	- 5%z	10 1%	
Ageing population/ Social care for the elderly	12 1%e	2 1%	3 1%	2 1%	1 1%	1 *	1 1%	* *	9 2%	3 1%	12 1%	- -	* *	4 1%	- -	4 3%	- -	4 5%z	- -	1 1%	14 1%
Low pay/Minimum wage/Fair wages	9 1%e	1 1%	1 *	3 1%	1 *	2 *	3 2%	1 *	8 2%z	- -	9 1%	- -	* *	8 2%	1 1%	1 1%	- -	1 1%	- 1%	1 1%	10 1%
Lack of faith in politics / politicians / government	8 1%	1 1%	3 1%	- -	1 1%	2 *	2 1%	3 1%	2 1%	3 1%	8 1%	- -	1 1%	1 *	1 1%	3 2%	2 3%	1 1%	- 1%	1 1%	11 1%
Defence/Foreign affairs/ International terrorism	7 1%	1 1%	- -	- -	2 1%	3 *	- -	2 1%	5 1%	1 *	7 1%	- -	1 1%	1 *	- -	1 1%	- -	1 2%	- -	2 2%	5 1%
Education/Schools	7 1%e	1 1%	3 1%	- -	- -	2 *	7 4%zabc et	1 *	3 1%	3 1%	7 1%	- -	2 2%	2 *	- -	1 *	- -	1 1%	- -	- -	9 1%
Public services in general	7 1%e	1 *	1 *	2 1%	- -	* *	* *	3 1%	3 1%	1 1%	7 1%	- -	2 2%	1 *	1 1%	- -	- -	- -	- -	- -	9 1%

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	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Morality/ Individual behaviour/ Lifestyle	5 *	2 1%	2 *	2 1%	1 1%	2 *	4 2% zbe	2 1%	2 1%	1 *	5 1%	- -	1 1%	2 *	- -	1 *	- -	1 1%	- -	1 1%	7 1%
Pensions/Social security/Benefits	4 *	-	-	-	-	-	1 1%	-	3 1%	1 *	3 *	1 1%	-	1 *	-	2 1%	-	2 2% z	-	-	3 *
Nuclear weapons/ Nuclear war/ Disarmament	3 *	-	-	-	-	-	-	-	1 *	2 1%	3 *	-	-	3 1%	-	-	-	-	-	-	2 *
Race relations	3 *	-	*	*	1 1%	1 *	-	2 1%	1 *	-	3 *	1 1%	*	1 *	*	1 *	1 1%	-	-	1 1%	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	-	-	-	-	1 *	-	-	*	1 1%	2 *	-	-	-	-	1 1%	-	1 2% z	-	-	2 *
Countryside/Rural life	2 *	1 *	-	-	-	1 *	-	-	-	2 1%	2 *	-	-	1 *	-	-	-	-	-	-	2 *
Pound/Exchange rate/Value of pound	1 *	-	1 *	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	1 1%	-	1 1% z	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	1 1%	-	-	-	-	-	1 *

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Taxation	1 *	1 1%	-	-	-	-	-	-	1 *	-	1 *	-	1 1%zm	-	-	-	-	-	-	-	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Privatisation	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Animal welfare	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	1 1%	-	-	-	1 *
Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	1 *
Local government/ Council tax	* *	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	-	-	-	1 *
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	1	2	*	1	1	3	5	5	1	8	3	3	5	4	*	*	-	*	1	12
	1%e	*	1%	*	1%	*	2%e	2%	1%	*	1%	2%	3%z	1%	4%	*	*	-	1%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00
STANDARD ERROR	*	*	*	0.00	*	*	*	0.00	0.00	*	*	0.00	0.01	*	0.00	0.00	0.00	0.00	0.01	0.00	*
ERROR VARIANCE	*	*	*	0.00	*	*	*	0.00	0.00	*	*	0.00	*	*	0.00	0.00	0.00	0.00	*	0.00	*
Don't know	29	2	1	*	-	2	-	4	18	8	20	9	*	15	1	4	2	1	-	-	28
	3%bcef j	1%	*	*	-	*	-	1%	4%	3%	2%	8%zj	*	3%	2%	2%	3%	1%	-	-	3%
Personal finances (NET)	55	8	14	12	3	12	14	22	23	8	43	11	3	32	3	6	5	1	-	3	55
	6%etj	5%e	4%e	5%e	2%	2%	8%bet	7%	5%	4%	5%	9%	3%	7%	4%	4%	6%	1%	-	2%	6%

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

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Common Market/ Brexit/EU/Europe/ Euro	622 62%bc dioq	341 69%zb	281 56%	67 51%	83 49%	115 74%zc dfij	102 59%	100 69%cd i	154 69%zc di	150 50%	217 66%cd fi	255 69%zc di	266 58%	356 66%	217 81%zm nopq	175 62%oq	118 60%oq	112 46%	392 71%zm noq	230 52%o	617 62%
National health service/Hospitals/ Healthcare	381 38%oq	179 36%	203 41%	52 40%	57 33%	51 33%	71 41%	62 43%	89 40%	108 36%	122 37%	151 41%	160 35%	222 41%	116 43%oq	131 46%zn oq	70 35%	65 26%	247 45%zn oq	134 30%	394 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	260 26%	118 24%	142 28%	28 22%	39 23%	30 20%	57 33%	41 29%	64 29%	67 22%	88 27%e	105 29%	98 22%	162 30%	70 26%	67 24%	46 23%	76 31%	137 25%	123 28%	269 27%
Economy/Economic situation	175 18%bh koq	102 21%b	73 15%	23 18%	34 20%h	25 16%	41 24%hk	27 18%	25 11%	57 19%h	67 20%h	52 14%	82 18%	93 17%	55 20%o	58 20%o	34 17%	29 12%	112 20%zo q	63 14%	181 18%
Education/Schools	169 17%ao	62 13%	106 21%za	28 21%	25 15%	33 21%	31 18%	20 14%	31 14%	53 18%	64 20%	52 14%	86 19%	83 15%	55 20%o	51 18%o	39 20%oq	24 10%	105 19%o	63 14%o	182 18%
Housing	166 17%h	71 14%	95 19%	20 15%	39 23%zh k	20 13%	36 21%h	28 20%hk	23 10%	59 20%h	56 17%	51 14%h	78 17%	87 16%	40 15%	41 14%	34 17%	51 21%	81 15%	85 19%	165 17%
Poverty/Inequality	165 17%	94 19%	71 14%	23 18%	34 20%	32 20%	24 14%	23 16%	30 14%	57 19%	55 17%	53 14%	89 20%	76 14%	51 19%	45 16%	34 17%	35 14%	97 18%	69 15%	171 17%
Immigration/ immigrants	158 16%i	72 15%	86 17%	14 10%	19 11%	21 14%	27 16%	22 15%	55 25%zc degij k	32 11%	48 15%	77 21%zc di	54 12%	104 19%	33 12%	47 17%	39 20%	39 16%	80 15%	78 18%	165 17%
Pollution/ Environment	129 13%hk oq	65 13%	64 13%	19 14%	22 13%	21 13%	32 19%hk	15 11%	19 9%	41 14%	53 16%hk	35 9%	62 14%	67 12%	57 21%zn oq	40 14%oq	19 10%	12 5%	98 18%zmn oq	31 7%	119 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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Unemployment/ Factory closure/ Lack of industry	109 11%lp	55 11%	53 11%	19 15%	19 11%	13 8%	25 14%	13 9%	19 9%	39 13%	38 12%	32 9%	52 11%	57 11%	14 5%	33 12%lp	27 13%l	36 15%lp	47 8%l	62 14%zl p	111 11%
Drug abuse	91 9%	41 8%	50 10%	14 11%	17 10%	6 4%	17 10%	14 10%	22 10%	32 11%	24 7%	36 10%	38 8%	53 10%	18 7%	24 9%	21 11%	28 11%	42 8%	49 11%	99 10%
Ageing population/ Social care for the elderly	89 9%ciq	41 8%	48 10%	4 3%	9 5%	7 5%	14 8%	22 15%zcd deij	32 14%zcd eij	13 4%	21 6%	54 15%zcd eij	20 4%	68 13%	28 10%	33 12%oq	16 8%	13 5%	60 11%zoq	28 6%	95 10%
Public services in general	80 8%bq	50 10%	30 6%	9 7%	17 10%	14 9%	9 5%	17 12%	14 6%	26 9%	23 7%	31 8%	40 9%	40 7%	18 7%	37 13%zlo pq	14 7%	11 5%	55 10%oq	25 6%	91 9%
Defence/Foreign affairs/ International terrorism	77 8%	45 9%	32 6%	9 7%	9 6%	9 6%	7 4%	12 8%	30 13%zdf ij	19 6%	16 5%	42 11%zfi j	28 6%	49 9%	29 11%	20 7%	14 7%	14 6%	50 9%	28 6%	84 8%
Lack of faith in politics / politicians / government	73 7%b	48 10%zb	25 5%	4 3%	12 7%	16 10%	7 4%	13 9%	21 10%c	17 6%	23 7%	34 9%c	32 7%	41 8%	22 8%	24 9%	13 6%	14 6%	46 8%	27 6%	79 8%
Low pay/Minimum wage/Fair wages	73 7%lp	37 7%	36 7%	9 7%	20 12%zej	6 4%	12 7%	12 8%	14 6%	29 10%	18 6%	25 7%	35 8%	38 7%	10 4%	21 8%p	21 11%lp	21 8%	31 6%	42 9%l	79 8%
Pensions/Social security/Benefits	71 7%	28 6%	43 9%	6 4%	16 9%	7 4%	15 8%	18 12%zch	11 5%	21 7%	21 6%	29 8%h	28 6%	43 8%	20 8%	21 8%	16 8%	14 6%	42 8%	30 7%	74 7%
Inflation/Prices	68 7%p	40 8%	28 6%	7 5%	19 11%zgk	8 5%	14 8%	4 3%	16 7%	26 9%	22 7%	20 5%	33 7%	34 6%	10 4%	16 6%	18 9%lp	24 10%lp	26 5%	42 9%zlp	67 7%
Taxation	59 6%bhk	39 8%b	21 4%	10 7%	17 10%zhk	7 5%	12 7%	6 4%	6 3%	27 9%zhk	20 6%	13 3%	34 8%	25 5%	21 8%	19 7%	9 5%	10 4%	40 7%	19 4%	55 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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Race relations	52	34	18	5	10	15	11	5	6	15	26	11	30	22	21	14	10	7	35	17	52
	5%bk	7%	4%	4%	6%	9%hk	7%	3%	3%	5%	8%hk	3%	7%	4%	8%	5%	5%	3%	6%	4%	5%
Morality/ Individual behaviour/ Lifestyle	44	15	29	3	3	7	6	10	15	6	13	25	13	31	10	15	9	10	25	19	47
	4%i	3%	6%	2%	2%	5%	3%	7%i	7%di	2%	4%	7%zcd i	3%	6%	4%	5%	5%	4%	4%	4%	5%
Petrol prices/Fuel	42	31	11	8	10	4	9	3	7	18	14	10	22	19	11	7	13	10	18	24	40
	4%b	6%zb	2%	6%	6%	3%	5%	2%	3%	6%	4%	3%	5%	4%	4%	3%	7% m	4%	3%	5%	4%
Transport/Public transport	40	27	14	6	5	6	6	7	11	10	12	18	16	24	11	13	11	6	23	17	52
	4%b	5%	3%	4%	3%	4%	4%	5%	5%	3%	4%	5%	4%	4%	4%	4%	6%	2%	4%	4%	5%
Population levels/ Overpopulation	30	16	15	3	4	1	7	6	10	7	8	16	8	23	6	9	9	6	15	15	31
	3%	3%	3%	2%	2%	1%	4%	4%	5%	2%	2%	4%	2%	4%	2%	3%	5%	2%	3%	3%	3%
Local government/ Council tax	27	12	15	2	8	5	2	3	7	10	8	10	15	12	1	9	8	9	10	16	31
	3%l	2%	3%	2%	5%	4%	1%	2%	3%	3%	2%	3%	3%	2%	*	3%p	4%l	4%	2%	4%l	3%
Animal welfare	21	7	14	3	5	1	8	2	2	9	8	3	9	11	5	8	3	5	13	8	22
	2%k	1%	3%	3%	3%	*	4%k	1%	1%	3%	3%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%
Nuclear weapons/ Nuclear war/ Disarmament	18	8	10	5	3	1	2	2	5	8	4	6	9	9	1	5	4	8	6	12	20
	2%	2%	2%	4%z	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	*	2%	2%	3%	1%	3%	2%
Nationalisation/ Government control of institutions	18	14	4	1	3	2	2	1	10	3	4	11	5	13	9	3	5	1	12	6	17
	2%b	3%b	1%	*	2%	1%	1%	1%	4%zci j	1%	1%	3%z	1%	2%	3%	1%	2%	*	2%	1%	2%
Privatisation	18	12	6	3	4	5	2	-	3	7	7	3	12	5	4	4	7	3	7	10	21
	2%	2%	1%	3%	2%	3%	1%	-	1%	2%	2%	1%	3%	1%	1%	1%	3%	1%	1%	2%	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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	9 2%	7 1%	-	2 1%	1 1%	4 2%	3 2%	5 2%	2 1%	6 2%	8 2%	3 1%	12 2%	7 3%	3 1%	2 1%	3 1%	9 2%	6 1%	15 2%
Pound/Exchange rate/Value of pound	13 1%	7 1%	6 1%	1 1%	4 2%	-	4 2%	4 3%	1 1%	4 1%	4 1%	5 1%	4 1%	9 2%	4 2%	3 1%	4 2%	3 1%	7 1%	6 1%	17 2%
Countryside/Rural life	10 1%	5 1%	5 1%	1 *	2 1%	1 1%	2 1%	-	5 2%	2 1%	3 1%	5 1%	4 1%	7 1%	1 1%	4 1%	4 2%	1 *	5 1%	5 1%	16 2%
Northern Ireland	7 1%	4 1%	3 1%	-	-	2 1%	1 1%	2 1%	2 1%	-	3 1%	4 1%	2 *	5 1%	3 1%	3 1%	2 1%	-	6 1%	2 *	9 1%
Trade unions/ Strikes	7 1%	4 1%	3 1%	-	1 1%	-	1 1%	-	5 2%	1 *	1 *	5 1%	1 *	5 1%	-	3 1%	4 2%	-	3 *	4 1%	7 1%
AIDS	4 *	3 1%	1 *	1 1%	-	-	2 1%	-	1 1%	1 *	2 1%	1 *	1 *	3 1%	-	3 1%	1 *	-	3 1%	1 *	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	2 *	-	-	-	1 1%	1 1%	1 *	-	1 *	2 1%	-	3 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
Foot and mouth outbreak/Farming crisis	2 *	1 *	1 *	-	-	-	1 1%	-	1 1%	-	1 *	1 *	-	2 *	-	1 *	1 *	-	1 *	1 *	2 *
Other	39 4%aq	12 2%	27 5%za	5 4%	6 4%	7 5%	7 4%	2 2%	12 5%	11 4%	14 4%	14 4%	18 4%	21 4%	19 7%zoq	13 4%	4 2%	3 1%	31 6%zoq	8 2%	36 4%
MEAN NUMBER OF MENTIONS	3.57o	3.68	3.46	3.30	3.60	3.35	3.74	3.69	3.65	3.47	3.56	3.66	3.43	3.69	3.80o	3.72o	3.70	3.04 o	3.76z	3.34	3.67

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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	479	519	140	166	116	134	150	292	306	250	442	422	576	213	317	228	240	530	468	998
WEIGHTED BASE	995	495	500	130	169	155*	174*	144	222	300	329	367	455	540	269	284	199	245	552	443	998
	100%	50%	50%	13%	17%	16%*	17%*	15%	22%	30%	33%	37%	46%	54%	27%	28%	20%	25%	55%	45%	100%
STANDARD ERROR	0.09	0.14	0.12	0.20	0.25	0.21	0.30	0.21	0.17	0.16	0.19	0.13	0.13	0.13	0.16	0.16	0.25	0.15	0.11	0.14	0.10
ERROR VARIANCE	0.01	0.02	0.01	0.04	0.06	0.04	0.09	0.04	0.03	0.03	0.04	0.02	0.02	0.02	0.03	0.02	0.06	0.02	0.01	0.02	0.01
Don't know	129	75	54	19	33	19	18	15	26	52	37	40	71	58	23	32	30	44	55	74	125
	13%p	15%	11%	15%	19%zg	12%	10%	10%	12%	17%zk	11%	11%	16%	11%	9%	11%	15%	18%zl	10%	17%zl	13%
					jk												p		p		
Personal finances (NET)	278	158	120	42	56	44	49	35	53	98	93	87	142	136	71	73	61	74	143	134	278
	28%bk	32%zb	24%	32%	33%k	28%	28%	24%	24%	33%zh	28%	24%	31%	25%	26%	26%	31%	30%	26%	30%	28%

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 NOVEMBER 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	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Common Market/ Brexit/EU/Europe/ Euro	622 62%ae fgnoq	520 61%ef g	36 71%ef g	67 76%za defg	189 59%e	123 52%	170 55%g	135 52%	262 72%za defg	92 69%ef g	197 71%za defg	105 73%ad efg	237 72%zn oq	194 67%no q	62 47%	113 50%	431 70%zn oq	175 49%	617 62%
National health service/Hospitals/ Healthcare	381 38%oq	320 37%	29 57%za cdefg hij	32 37%	117 36%	84 36%	121 39%g	92 36%	143 40%	48 36%	108 39%	60 41%	142 44%zn oq	130 45%zn oq	42 32%	63 28%	272 44%zn oq	105 29%	394 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	260 26%	228 27%	9 17%	23 26%	78 24%	56 24%	88 29%	80 31%	93 26%	46 35%zb hjk	76 28%	30 21%	87 27%	71 25%	45 34%z	55 25%	158 26%	100 28%	269 27%
Economy/Economic situation	175 18%q	147 17%	14 28%	14 17%	59 18%	44 19%	54 17%	40 15%	63 17%	30 23%	50 18%	20 14%	55 17%	69 24%zn q	16 12%	34 15%	124 20%zn q	50 14%	181 18%
Education/Schools	169 17%	140 16%	14 27%	16 18%	52 16%	36 15%	57 18%	43 17%	61 17%	23 17%	49 18%	26 18%	49 15%	68 23%zl nopq	18 14%	34 15%	117 19%l	52 15%	182 18%
Housing	166 17%l	145 17%	6 11%	15 17%	48 15%	33 14%	50 16%	44 17%	68 19%	32 24%zd e	55 20%	23 16%	33 10%	57 20%lp	29 22%l	47 21%l	90 15%l	76 21%zl p	165 17%
Poverty/Inequality	165 17%a	132 15%	11 22%	22 25%h	65 20%a	43 18%	51 16%	39 15%	50 14%	17 12%	41 15%	25 17%	52 16%	45 15%	20 15%	42 19%	97 16%	63 18%	171 17%
Immigration/ immigrants	158 16%h	134 16%h	12 24%hj	12 13%	50 16%	39 16%	65 21%za hj	53 21%za hj	42 12%	15 12%	34 12%	18 13%	62 19%o	48 16%	23 17%	25 11%	110 18%	48 13%	165 17%

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 : 2nd - 18th November 2018
Number of sample points : 175
Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Pollution/ Environment	129	110	7	12	31	19	37	30	60	25	42	17	46	57	8	18	103	25	119
	13%en oq	13%e	14%	13%	10%	8%	12%	12%	17%ad e	19%de	15%	12%	14%nq	20%zno q	6%	8%	17%zno q	7%	12%
Unemployment/ Factory closure/ Lack of industry	109	85	3	20	47	27	43	40	19	6	12	6	31	30	22	26	61	48	111
	11%ah ijk	10%hj	7%	23%za bdehi jk	15%za ehijk	11%hj	14%ah ijk	15%zah ijk	5%	4%	4%	4%	9%	10%	16%zp	12%	10%	13%	11%
Drug abuse	91	78	4	9	44	34	29	26	18	4	9	5	34	24	19	13	58	31	99
	9%hij	9%hij	7%	11%j	14%za hijk	15%zah ijk	9%ij	10%ij	5%j	3%	3%	4%	10%	8%	14%oq	6%	9%	9%o	10%
Ageing population/ Social care for the elderly	89	71	7	11	32	22	27	20	29	3	17	15	47	29	7	6	76	13	95
	9%ioq	8%i	14%i	12%i	10%i	9%i	9%i	8%	8%i	2%	6%i	10%i	14%zn oq	10%oq	5%	3%	12%zno q	4%	10%
Public services in general	80	70	4	6	32	26	27	23	21	8	16	8	27	38	8	6	65	14	91
	8%oq	8%	8%	7%	10%	11%	9%	9%	6%	6%	6%	6%	8%oq	13%zoq	6%	3%	10%zoq	4%	9%
Defence/Foreign affairs/ International terrorism	77	65	2	10	32	22	22	20	23	3	10	8	38	23	6	10	61	16	84
	8%ijq	8%ij	4%	12%ij	10%ij	9%ij	7%	8%	6%ij	2%	4%	6%	12%zno q	8%	4%	4%	10%zoq	4%	8%
Lack of faith in politics / politicians / government	73	63	4	6	24	18	26	22	23	7	22	15	26	26	11	10	52	21	79
	7%	7%	7%	7%	7%	7%	8%	8%	6%	5%	8%	10%	8%	9%	8%	4%	8%	6%	8%
Low pay/Minimum wage/Fair wages	73	60	4	9	33	24	24	20	16	3	10	7	19	26	14	14	45	27	79
	7%hj	7%j	9%	10%i	10%za hij	10%hij	8%	8%	4%	2%	4%	5%	6%	9%	10%	6%	7%	8%	8%

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 : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Pensions/Social security/Benefits	71	54	4	13	36	22	23	19	13	4	12	8	18	33	8	13	51	21	74
	7%ah	6%h	9%	15%za hij	11%za hij	10%ah	7%	7%	3%	3%	4%	5%	5%	11%zlq	6%	6%	8%l	6%	7%
Inflation/Prices	68	57	5	6	24	18	27	22	17	7	16	9	16	24	8	20	39	28	67
	7%	7%	10%	7%	7%	7%	9%	8%	5%	5%	6%	6%	5%	8%	6%	9%	6%	8%	7%
Taxation	59	50	2	8	22	15	10	9	27	14	23	9	14	30	7	9	43	16	55
	6%f	6%f	3%	9%	7%	6%	3%	3%	7%	11%zaf g	8%fg	6%	4%	10%zlo pq	5%	4%	7%l	4%	6%
Race relations	52	46	1	5	18	12	15	14	19	14	16	2	10	19	11	12	29	22	52
	5%	5%	2%	6%	5%	5%	5%	5%	5%k	10%zah jk	6%k	1%	3%	6%	8%l	5%	5%	6%	5%
Morality/ Individual behaviour/ Lifestyle	44	40	1	3	15	12	17	16	12	2	10	8	22	9	5	7	31	12	47
	4%	5%	1%	3%	5%	5%	5%	6%	3%	1%	4%	6%	7%z	3%	4%	3%	5%	3%	5%
Petrol prices/Fuel	42	36	2	4	15	11	11	9	16	4	9	4	9	21	4	8	30	12	40
	4%	4%	3%	5%	5%	5%	3%	3%	4%	3%	3%	3%	3%	7%zl	3%	3%	5%l	3%	4%
Transport/Public transport	40	34	2	5	16	12	11	9	13	8	10	1	14	13	7	5	27	12	52
	4%	4%	3%	5%	5%	5%	4%	4%	4%	6%	3%	1%	4%	5%	5%	2%	4%	3%	5%
Population levels/ Overpopulation	30	30	-	1	7	6	10	10	14	2	9	8	11	10	5	5	20	10	31
	3%	3%	-	1%	2%	3%	3%	4%	4%	1%	3%	5%	3%	3%	4%	2%	3%	3%	3%
Local government/ Council tax	27	25	-	2	10	9	7	7	9	3	9	7	8	14	4	1	23	4	31
	3%oq	3%	-	2%	3%	4%	2%	3%	3%	2%	3%	5%	2%	5%zoq	3%	*	4%o	1%o	3%
Animal welfare	21	17	2	2	8	6	5	4	7	1	4	3	5	11	1	3	16	4	22
	2%	2%	3%	3%	3%	3%	2%	1%	2%	1%	1%	2%	2%	4%	1%	1%	3%	1%	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
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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ISSUES INDEX NOVEMBER 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	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998	
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998	
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%	
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	12 1%	2 5%h	3 3%	9 3%	6 3%	5 2%	3 1%	3 1%	1 *	3 1%	3 2%	7 2%	8 3%	* *	2 1%	15 2%	2 1%	20 2%	
Nationalisation/ Government control of institutions	18 2%	15 2%	- -	3 3%	8 2%	5 2%	5 2%	5 2%	4 1%j	- -	1 *	1 *	8 2%	5 2%	2 2%	2 1%	14 2%	4 1%	17 2%	
Privatisation	18 2%	16 2%	* 1%	1 2%	6 2%	5 2%	8 3%	8 3%	4 1%	2 1%	4 1%	2 1%	2 1%	8 3%	3 2%	4 2%	10 2%l	7 2%	21 2%	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%aeq	6 1%	1 1%	9 10%zad efghij k	9 3%ae	* *	3 1%	3 1%	3 1%	- -	2 1%	2 1%	8 2%	6 2%	- -	2 1%	13 2%	2 *	15 2%	
Pound/Exchange rate/Value of pound	13 1%	10 1%	- -	4 4%j	8 2%	4 2%	2 1%	2 1%	3 1%j	- -	1 *	1 *	5 2%	5 2%	2 2%	1 *	10 2%	3 1%	17 2%	
Countryside/Rural life	10 1%	7 1%	1 2%e	2 2%	2 1%	- -	4 1%	3 1%	5 1%	1 1%	3 1%	2 1%	5 1%	3 1%	* *	2 1%	8 1%	2 1%	16 2%	
Northern Ireland	7 1%	6 1%	- -	2 2%	3 1%	1 *	4 1%	4 2%	* *	* *	* *	- -	3 1%	4 1%	* *	- -	7 1%	* *	9 1%	
Trade unions/ Strikes	7 1%	6 1%	- -	* *	3 1%	3 1%	3 1%	3 1%	- -	- -	- -	- -	2 1%	4 1%	- -	- -	7 1%	- -	7 1%	
AIDS	4 *	4 *	- -	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	- -	- -	1 *	2 1%	- -	1 *	3 1%	1 *	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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What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	998	851	55	92	351	259	331	276	316	120	234	114	357	240	179	205	597	384	998
WEIGHTED BASE	995	857	50*	88*	324	236	309	259	363	132*	276	144*	327	290	132	224	617	356	998
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%*	28%	14%*	33%	29%	13%	23%	62%	36%	100%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 *	- -	- -	- -	- -	2 1%	2 1%	1 *	- -	- -	- -	1 *	1 *	- -	1 1%	2 *	1 *	3 *
Median	2	2	3	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Other	39 4%	34 4%	1 2%	4 5%	11 3%	7 3%	7 2%	6 2%	21 6%	9 7%f	17 6%f	8 6%	12 4%	12 4%	1 1%	12 5%n	24 4%	13 4%n	36 4%
MEAN NUMBER OF MENTIONS	3.57o q	3.49	3.76	4.26h jk	3.80	3.64	3.58	3.55	3.35	3.39	3.33	3.28	3.70o q	4.15z noq	3.24	2.94	3.91z noq	3.05	3.67
STANDARD ERROR	0.09	0.10	0.30	0.37	0.18	0.21	0.17	0.20	0.11	0.17	0.13	0.20	0.14	0.24	0.18	0.12	0.13	0.10	0.10
ERROR VARIANCE	0.01	0.01	0.09	0.14	0.03	0.04	0.03	0.04	0.01	0.03	0.02	0.04	0.02	0.06	0.03	0.01	0.02	0.01	0.01
Don't know	129 13%bh jk	115 13%bhj k	2 3%	13 15%	64 20%za bfg ^h jk	51 22%za bfg ^h k	33 11%	32 12%	32 9%	16 12%	23 8%	7 5%	44 13%	27 9%	11 8%	37 17% ^m	71 11%	48 14% ⁿ	125 13%
Personal finances (NET)	278 28%	231 27%	16 32%	31 36%	100 31%	68 29%	88 28%	72 28%	90 25%	28 21%	70 25%	42 29%	77 24%	82 28%	38 29%	74 33% ^l	159 26%	113 32% ^l	278 28%

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 NOVEMBER 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			EU REFERENDUM				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 (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH (j)	REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)	
UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Common Market/ Brexit/EU/Europe/ Euro	622	284	75	263	163	159	41	207	69	94	257	158	-	-	-	617
	62%bm	68%zb	53%	60%	71%z	62%	76%	55%	54%	51%	70%zl	59%	-	-	-	62%
National health service/Hospitals/ Healthcare	381	150	61	170	94	113	30	118	41	59	171	105	-	-	-	394
	38%	36%	43%	39%	41%	44%z	55%z	31%	32%	32%	47%zl	39%	-	-	-	39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	260	102	29	128	69	50	16	110	39	56	95	64	-	-	-	269
	26%g	24%	21%	29%z	30%g	19%	30%	29%	30%	31%	26%	24%	-	-	-	27%
Economy/Economic situation	175	93	25	57	41	52	5	57	20	37	70	50	-	-	-	181
	18%c	22%zc	18%	13%	18%	20%	10%	15%	15%	20%	19%	19%	-	-	-	18%
Education/Schools	169	70	24	75	36	50	12	54	19	28	77	59	-	-	-	182
	17%	17%	17%	17%	15%	20%	22%	14%	14%	15%	21%z	22%	-	-	-	18%
Housing	166	75	32	58	35	49	11	52	17	39	67	49	-	-	-	165
	17%c	18%	23%c	13%	15%	19%	20%	14%	13%	21%	18%	18%	-	-	-	17%
Poverty/Inequality	165	74	24	68	23	65	9	49	29	29	63	34	-	-	-	171
	17%f	18%	17%	16%	10%	25%zf	16%	13%	22%	16%	17%	13%	-	-	-	17%
Immigration/ immigrants	158	64	22	72	62	26	8	45	21	35	70	29	-	-	-	165
	16%g	15%	15%	17%	27%zg	10%	15%	12%	16%	19%	19%	11%	-	-	-	17%
Pollution/ Environment	129	61	23	45	28	36	11	37	10	14	67	42	-	-	-	119
	13%c	14%	16%	10%	12%	14%	20%	10%	8%	8%	18%zl	15%	-	-	-	12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 18th November 2018
 Number of sample points : 175
 Source : Ipsos MORI (JN Q218)

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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 (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH (j)	REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)	
UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Unemployment/ Factory closure/ Lack of industry	109 11% ^f	50 12%	13 9%	47 11%	11 5%	32 12% ^f	3 5%	47 13%	23 18% ^{zn}	24 13%	37 10%	33 12%	-	-	-	111 11%
Drug abuse	91 9%	34 8%	14 10%	43 10%	21 9%	18 7%	2 4%	40 11%	11 8%	16 9%	32 9%	23 9%	-	-	-	99 10%
Ageing population/ Social care for the elderly	89 9% ^{gl}	38 9%	8 6%	43 10%	28 12% ^g	13 5%	5 9%	27 7%	5 4%	18 10%	39 11% ^l	16 6%	-	-	-	95 10%
Public services in general	80 8%	37 9%	12 8%	32 7%	18 8%	22 9%	6 12%	23 6%	9 7%	12 6%	41 11% ^z	23 9%	-	-	-	91 9%
Defence/Foreign affairs/ International terrorism	77 8% ^{gm}	33 8%	5 4%	39 9%	24 10% ^g	10 4%	4 7%	32 9%	8 6%	5 3%	39 11% ^{zm}	11 4%	-	-	-	84 8%
Lack of faith in politics / politicians / government	73 7% ^b	29 7% ^b	2 1%	43 10% ^{zb}	17 7%	14 6%	4 8%	32 8%	10 8%	12 7%	31 8%	23 9%	-	-	-	79 8%
Low pay/Minimum wage/Fair wages	73 7% ^{cl}	36 9% ^c	19 13% ^{zc}	18 4%	9 4%	15 6%	7 13% ^f	35 9%	* *	18 10% ^l	27 7% ^l	20 7%	-	-	-	79 8%
Pensions/Social security/Benefits	71 7%	31 7%	7 5%	33 8%	15 6%	18 7%	5 9%	23 6%	5 4%	14 7%	27 7%	22 8%	-	-	-	74 7%
Inflation/Prices	68 7% ^f	35 8%	6 4%	27 6%	3 1%	28 11% ^{zf}	2 4%	31 8%	13 10%	23 12% ^{zn}	20 5%	22 8%	-	-	-	67 7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/o/p/q
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Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 18th November 2018
 Number of sample points : 175
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ISSUES INDEX NOVEMBER 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	EU REFERENDUM			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 (i)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)	
UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	**	**	**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	**	**	**	%
Taxation	59	39	6	14	18	19	3	18	3	9	29	14	-	-	-	55
	6% _c	9% _{zc}	4%	3%	8%	7%	6%	5%	2%	5%	8%	5%	-	-	-	6%
Race relations	52	25	12	15	9	17	6	17	4	4	33	11	-	-	-	52
	5% _c	6%	8% _c	3%	4%	7%	11%	5%	3%	2%	9% _{zm}	4%	-	-	-	5%
Morality/ Individual behaviour/ Lifestyle	44	16	3	25	12	8	1	18	5	8	25	4	-	-	-	47
	4%	4%	2%	6%	5%	3%	3%	5%	4%	5%	7% _z	2%	-	-	-	5%
Petrol prices/Fuel	42	30	4	8	10	13	1	14	5	7	18	17	-	-	-	40
	4% _c	7% _{zc}	3%	2%	5%	5%	3%	4%	4%	4%	5%	6%	-	-	-	4%
Transport/Public transport	40	19	4	17	6	12	3	14	6	8	16	8	-	-	-	52
	4%	5%	3%	4%	3%	5%	6%	4%	5%	4%	4%	3%	-	-	-	5%
Population levels/ Overpopulation	30	12	8	11	14	5	5	6	2	2	17	1	-	-	-	31
	3%	3%	6%	2%	6% _z	2%	9% _g	2%	2%	1%	5%	*	-	-	-	3%
Local government/ Council tax	27	10	4	13	4	7	1	13	2	3	10	8	-	-	-	31
	3%	2%	3%	3%	2%	3%	3%	4%	1%	1%	3%	3%	-	-	-	3%
Animal welfare	21	12	4	5	5	5	-	9	1	1	13	3	-	-	-	22
	2%	3%	3%	1%	2%	2%	-	2%	1%	*	3%	1%	-	-	-	2%
Nuclear weapons/ Nuclear war/ Disarmament	18	9	4	4	6	3	-	6	1	2	9	2	-	-	-	20
	2%	2%	3%	1%	2%	1%	-	2%	1%	1%	3%	1%	-	-	-	2%
Nationalisation/ Government control of institutions	18	7	3	7	4	6	1	2	1	2	11	4	-	-	-	17
	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	3%	2%	-	-	-	2%

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UNWEIGHTED BASE	998	344	127	527	225	280	47	368	150	186	334	236	-	-	-	998
WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Privatisation	18	9	1	8	*	8	1	6	3	3	8	4	-	-	-	21
	2%	2%	1%	2%	*	3% ^f	3%	2%	3%	2%	2%	1%	-	-	-	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	8	2	5	6	4	1	3	1	1	8	5	-	-	-	15
	2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	2%	2%	-	-	-	2%
Pound/Exchange rate/Value of pound	13	7	1	6	3	2	1	7	1	2	4	5	-	-	-	17
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	-	-	2%
Countryside/Rural life	10	4	1	5	1	1	1	5	1	2	3	1	-	-	-	16
	1%	1%	1%	1%	1%	*	2%	1%	*	1%	1%	*	-	-	-	2%
Northern Ireland	7	4	*	3	*	3	2	2	-	1	4	2	-	-	-	9
	1%	1%	*	1%	*	1%	3%	1%	-	*	1%	1%	-	-	-	1%
Trade unions/ Strikes	7	2	1	4	2	1	1	2	-	-	5	-	-	-	-	7
	1%	1%	*	1%	1%	*	3%	1%	-	-	1%	-	-	-	-	1%
AIDS	4	2	-	2	-	-	-	4	1	-	-	-	-	-	-	4
	*	*	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	2	-	1	1	-	-	2	-	-	1	-	-	-	-	3
	*	1%	-	*	1%	-	-	*	-	-	*	-	-	-	-	*
Median	2	2	2	2	2	2	2	2	2	2	3	2	-	-	-	2
Foot and mouth outbreak/Farming crisis	2	1	-	1	1	-	-	1	1	-	-	-	-	-	-	2
	*	*	-	*	*	-	-	*	1%	-	-	-	-	-	-	*

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WEIGHTED BASE	995	419	141*	436	231	256	54*	374	128	182	366	269	-**	-**	-**	998
	100%	42%	14%*	44%	23%	26%	5%*	38%	13%	18%	37%	27%	-**	-**	-**	%
Other	39	18	8	13	11	6	5	8	3	9	20	10	-	-	-	36
	4%	4%	6%	3%	5%	2%	9%g	2%	2%	5%	5%	4%	-	-	-	4%
MEAN NUMBER OF MENTIONS	3.57	3.80	3.43	3.39	3.61	3.58	4.00	3.34	3.15	3.39	4.09z lm	3.40	-	-	-	3.67
STANDARD ERROR	0.09	0.18	0.18	0.11	0.16	0.16	0.53	0.16	0.16	0.15	0.19	0.16	-	-	-	0.10
ERROR VARIANCE	0.01	0.03	0.03	0.01	0.03	0.02	0.28	0.03	0.03	0.02	0.03	0.03	-	-	-	0.01
Don't know	129	60	18	52	22	30	*	73	15	23	32	32	-	-	-	125
	13%hn	14%	13%	12%	9%	12%h	1%	20%	12%	13%	9%	12%	-	-	-	13%
Personal finances (NET)	278	132	44	102	40	99	17	97	42	56	103	74	-	-	-	278
	28%cf	32%c	31%	23%	17%	38%zf	31%	26%	33%	31%	28%	27%	-	-	-	28%

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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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
WEIGHTED BASE	995	175	381	260	158	622	169	305	447	237	875	116*	104	447	95*	164	89*	87*	53*	105*	998
	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Common Market/ Brexit/EU/Europe/ Euro	622 62%tkv	117 67%t	274 72%zcf t	149 57%	81 51%	622 100%zab cft	102 60%	193 63%	267 60%	156 66%	576 66%zk	45 39%	64 62%	288 64%	81 85%zqr s	98 60%	56 63%	53 61%	9 16%	72 69%cv	617 62%
National health service/Hospitals/ Healthcare	381 38%	82 47%z	381 100%zac eft	114 44%	63 40%	274 44%z	106 63%zac et	110 36%	167 37%	103 44%	346 40%	35 30%	42 41%	165 37%	34 35%	62 38%	30 33%	40 46%	14 26%	49 46%v	394 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	260 26%j	45 26%	114 30%e	260 100%zab eft	53 34%e	149 24%	47 28%	95 31%i	114 26%	50 21%	216 25%	42 36%zj	27 26%	103 23%	18 19%	49 30%	25 28%	26 29%	13 25%	40 38%z	269 27%
Economy/Economic situation	175 18%	175 100%zbc eft	82 22%z	45 17%	27 17%	117 19%	44 26%zce	60 20%	76 17%	40 17%	150 17%	25 22%	22 21%	94 21%	22 23%	25 15%	14 16%	14 16%	4 7%	24 22%	181 18%
Education/Schools	169 17%g	44 25%ze	106 28%zce t	47 18%	27 17%	102 16%	169 100%zab cet	37 12%	77 17%	55 23%zg	153 17%	16 14%	27 26%zm	66 15%	13 14%	19 11%	11 12%	12 14%	4 8%	23 22%	182 18%
Housing	166 17%e	44 25%zbe t	63 17%	49 19%e	19 12%	86 14%	40 24%zbe t	57 19%	71 16%	36 15%	137 16%	27 23%	19 18%	85 19%	19 20%	24 15%	15 17%	10 12%	3 6%	16 15%	165 17%
Poverty/Inequality	165 17%	44 25%zet	73 19%	59 23%zet	22 14%	100 16%	45 27%zbe t	63 21%i	71 16%	30 13%	149 17%	14 12%	21 20%	75 17%	15 16%	20 12%	15 17%	8 9%	5 9%	17 16%	171 17%
Immigration/ immigrants	158 16%eg	27 16%	63 16%	53 20%ze	158 100%zab cef	81 13%	27 16%	32 10%	80 18%g	46 19%g	146 17%	12 10%	20 19%	66 15%	7 7%	40 24%zp	16 18%	23 27%zp	53 100%z	105 100%z	165 17%

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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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
WEIGHTED BASE	995	175	381	260	158	622	169	305	447	237	875	116*	104	447	95*	164	89*	87*	53*	105*	998
	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Pollution/ Environment	129	33	72	31	11	92	39	35	56	38	125	4	15	67	17	17	14	8	1	10	119
	13%tkv	19%zt	19%zce	12%	7%	15%t	23%zce	12%	12%	16%	14%zk	3%	14%	15%	18%	11%	16%	9%	2%	9%	12%
Unemployment/ Factory closure/ Lack of industry	109	23	45	32	24	55	25	46	41	22	90	18	12	50	6	22	17	10	5	19	111
	11%e	13%	12%	12%	15%e	9%	15%e	15%zh	9%	9%	10%	15%	11%	11%	6%	13%	19%zp	11%	9%	18%z	11%
Drug abuse	91	21	46	48	25	41	22	37	34	20	81	9	11	38	6	14	7	8	4	21	99
	9%e	12%e	12%ze	19%zbe	16%ze	7%	13%e	12%	8%	8%	9%	8%	11%	8%	6%	9%	8%	10%	7%	20%z	10%
Ageing population/ Social care for the elderly	89	33	56	30	16	55	34	12	40	37	87	2	10	36	9	15	6	9	*	16	95
	9%gk	19%zce	15%ze	11%	10%	9%	20%zce	4%	9%g	16%zgh	10%zk	1%	9%	8%	10%	9%	7%	11%	1%	15%v	10%
Public services in general	80	26	49	20	12	53	26	20	37	23	72	7	11	36	9	16	11	9	2	10	91
	8%	15%zce	13%zce	8%	7%	9%	15%zce	6%	8%	10%	8%	6%	11%	8%	10%	10%	12%	10%	4%	9%	9%
Defence/Foreign affairs/ International terrorism	77	26	34	30	21	58	16	16	31	30	76	1	10	28	3	10	4	6	4	18	84
	8%k	15%zbe	9%	12%z	14%z	9%	10%	5%	7%	13%zgh	9%zk	1%	10%	6%	3%	6%	4%	7%	7%	17%z	8%
Lack of faith in politics / politicians / government	73	21	39	36	15	50	19	15	32	27	71	3	7	24	5	15	11	6	4	11	79
	7%k	12%z	10%z	14%ze	10%	8%	11%	5%	7%	11%zg	8%	2%	7%	5%	5%	9%	13%	7%	8%	10%	8%
Low pay/Minimum wage/Fair wages	73	19	40	25	17	41	21	17	42	14	71	2	13	41	3	18	6	14	4	14	79
	7%k	11%	10%ze	9%	11%	7%	13%ze	5%	9%z	6%	8%k	2%	13%z	9%	4%	11%	7%	16%zp	7%	13%z	8%

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	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Pensions/Social security/Benefits	71	26	42	22	19	44	23	15	29	27	66	6	15	24	7	17	6	15	5	15	74
	7%	15%ze	11%ze	9%	12%z	7%	14%ze	5%	7%	11%zg	7%	5%	14%zm	5%	7%	11%	7%	18%zq	9%	14%z	7%
Inflation/Prices	68	28	28	16	11	30	19	29	23	15	46	22	4	36	1	14	8	8	4	7	67
	7%ej	16%zbce	7%e	6%	7%	5%	11%ze	9%	5%	6%	5%	19%zj	4%	8%	1%	9%p	9%	10%p	8%	7%	7%
Taxation	59	22	33	14	13	41	12	19	25	16	46	14	4	40	7	14	9	8	4	9	55
	6%j	12%zce	9%z	5%	8%	7%	7%	6%	5%	7%	5%	12%zj	4%	9%z	8%	9%	10%	9%	7%	9%	6%
Race relations	52	18	30	25	17	39	12	20	22	10	48	4	5	29	6	8	3	5	3	14	52
	5%	10%z	8%z	10%ze	11%z	6%	7%	6%	5%	4%	6%	3%	5%	6%	7%	5%	3%	6%	6%	13%z	5%
Morality/ Individual behaviour/ Lifestyle	44	15	24	27	12	24	17	9	22	13	38	6	3	16	3	10	5	6	2	10	47
	4%	8%ze	6%e	10%zbe	7%	4%	10%ze	3%	5%	5%	4%	5%	3%	4%	3%	6%	5%	7%	3%	9%z	5%
Petrol prices/Fuel	42	17	22	15	12	25	16	11	22	9	31	10	3	31	1	9	4	8	1	10	40
	4%j	10%ze	6%	6%	7%	4%	9%ze	3%	5%	4%	4%	9%zj	2%	7%z	1%	5%	5%	9%p	3%	10%z	4%
Transport/Public transport	40	21	28	10	7	32	17	13	13	14	37	4	2	22	6	8	5	5	2	5	52
	4%	12%zce	7%z	4%	5%	5%	10%zce	4%	3%	6%	4%	3%	2%	5%	7%	5%	5%	6%	4%	5%	5%
Population levels/ Overpopulation	30	6	11	12	16	17	7	1	15	14	29	1	3	17	1	2	2	-	*	16	31
	3%g	3%	3%	5%	10%zabc	3%	4%	*	3%g	6%zg	3%	1%	3%	4%	1%	1%	3%	-	1%	15%zv	3%
Local government/ Council tax	27	13	20	12	9	18	8	4	14	9	25	2	2	12	2	3	3	1	1	7	31
	3%	8%ze	5%ze	5%	6%	3%	5%	1%	3%	4%	3%	2%	2%	3%	2%	2%	3%	1%	3%	7%z	3%
Animal welfare	21	5	12	7	7	10	10	3	13	5	21	-	3	11	-	4	2	2	1	6	22
	2%	3%	3%e	3%	4%e	2%	6%ze	1%	3%	2%	2%	-	3%	2%	-	2%	2%	2%	2%	6%z	2%

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

Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 18th November 2018
Number of sample points : 175
Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
WEIGHTED BASE	995	175	381	260	158	622	169	305	447	237	875	116*	104	447	95*	164	89*	87*	53*	105*	998
	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	8 5%ze	13 4%ze	6 2%	7 5%ze	10 2%	11 6%zce	6 2%	7 2%	5 2%	18 2%	- -	3 3%	10 2%	- -	3 2%	2 2%	3 3%	* 1%	7 7%z	20 2%
Nationalisation/ Government control of institutions	18 2%	3 2%	6 2%	6 2%	9 6%zbe	13 2%	6 4%	4 1%	6 1%	8 3%	17 2%	* *	1 1%	9 2%	1 1%	- -	- -	- -	1 2%	8 8%z	17 2%
Privatisation	18 2%	10 5%zce	14 4%z	5 2%	4 2%	15 2%	9 5%ze	4 1%	7 2%	6 3%	16 2%	2 1%	3 2%	7 2%	1 1%	1 *	1 1%	- -	- -	4 3%	21 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%h	4 2%	10 3%	7 3%	6 4%z	12 2%	5 3%	4 1%	2 1%	9 4%zh	15 2%	- -	3 2%	8 2%	2 2%	4 3%	- -	4 5%z	1 2%	5 5%z	15 2%
Pound/Exchange rate/Value of pound	13 1%	7 4%ze	11 3%ze	6 2%	3 2%	8 1%	7 4%ze	4 1%	3 1%	7 3%	13 1%	1 1%	3 3%	5 1%	- -	3 2%	- -	3 4%	1 2%	2 2%	17 2%
Countryside/Rural life	10 1%	5 3%z	4 1%	3 1%	1 1%	9 1%	5 3%zb	1 *	3 1%	6 3%g	10 1%	- -	2 2%	3 1%	1 1%	- -	- -	- -	- -	1 1%	16 2%
Northern Ireland	7 1%	4 2%	7 2%z	6 2%z	3 2%	7 1%	7 4%ze	3 1%	3 1%	1 1%	7 1%	* *	* *	4 1%	1 1%	1 1%	- -	1 1%	- -	3 3%z	9 1%
Trade unions/ Strikes	7 1%	6 4%ze	6 2%z	5 2%	4 3%z	6 1%	2 1%	1 *	3 1%	3 1%	7 1%	- -	- -	3 1%	- -	2 1%	2 2%	- -	- -	4 4%z	7 1%
AIDS	4 *	3 2%ze	2 *	2 1%	1 1%	2 *	2 1%	2 1%	1 *	1 *	3 *	- -	- -	2 *	1 1%	2 1%	1 1%	1 2%	- -	1 1%	4 *

Proportions/Mean: 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 : 2nd - 18th November 2018
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ISSUES INDEX NOVEMBER 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	998	181	394	269	165	617	182	294	458	238	872	122	140	325	95	172	97	88	51	114	998
WEIGHTED BASE	995	175	381	260	158	622	169	305	447	237	875	116*	104	447	95*	164	89*	87*	53*	105*	998
	100%	18%	38%	26%	16%	62%	17%	31%	45%	24%	88%	12%*	10%	45%	10%*	16%	9%*	9%*	5%*	11%*	100%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	2 1%	2 *	1 *	1 1%	2 *	2 1%	1 *	- -	2 1%	3 *	- -	- -	2 *	1 1%	- -	- -	- -	- -	1 1%	3 *
Median	2	3	3	3	3	2	4	2	2	2	2	2	3	2	2	2	2	2	2	4	2
Foot and mouth outbreak/Farming crisis	2 *	1 1%	1 *	1 *	1 1%	2 *	1 1%	1 *	- -	1 *	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	2 *
Other	39 4%	4 2%	10 3%	7 3%	8 5%	22 4%	8 5%	14 5%	18 4%	7 3%	34 4%	4 4%	7 7%	19 4%	12 12%zqrs	3 2%	1 2%	2 2%	3 5%	5 5%	36 4%
MEAN NUMBER OF MENTIONS	3.57	5.77z bce	4.93ze	4.80ze	4.87ze	3.91z	5.86z bce	3.45	3.45	4.00z	3.64	3.08	3.93	3.66	3.50	3.58	3.58	3.84	3.11	5.76zv	3.67
STANDARD ERROR	0.09	0.38	0.20	0.25	0.37	0.13	0.34	0.14	0.13	0.23	0.10	0.16	0.25	0.17	0.21	0.19	0.25	0.32	0.28	0.51	0.10
ERROR VARIANCE	0.01	0.14	0.04	0.06	0.14	0.02	0.11	0.02	0.02	0.05	0.01	0.03	0.06	0.03	0.05	0.04	0.06	0.10	0.08	0.26	0.01
Don't know	129 13%abce ftqw	3 2%	5 1%	4 2%	7 4%	63 10%abcf	2 1%	40 13%	56 12%	34 14%	109 12%	20 17%	11 10%	65 14%	12 12%	12 8%	7 8%	5 6%	7 13%w	- -	125 13%
Personal finances (NET)	278 28%ei t	73 42%zbe	118 31%e	87 33%e	41 26%	154 25%	71 42%zbe t	93 30%i	133 30%i	49 21%	236 27%	40 34%	31 30%	143 32%	17 18%	47 29%	25 28%	26 29%	10 19%	31 30%	278 28%

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 NOVEMBER 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	998	144	162	138	112	248	194	998
WEIGHTED BASE	995	150	150	199	130*	203	164	998
	100%	15%	15%	20%	13%*	20%	16%	100%
Common Market/ Brexit/EU/Europe/ Euro	622 62%bd	84 56%	66 44%	154 77%za bdf	63 48%	154 76%za bdf	101 62%b	617 62%
National health service/Hospitals/ Healthcare	381 38%bd	63 42%d	46 31%	88 44%bd	34 27%	96 48%zb df	54 33%	394 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	260 26%a	27 18%	40 27%	47 24%	40 31%	63 31%a	42 26%	269 27%
Economy/Economic situation	175 18%	32 21%	25 17%	49 25%zf	17 13%	31 15%	21 13%	181 18%
Education/Schools	169 17%f	26 17%f	27 18%f	37 19%f	27 21%f	42 21%f	9 6%	182 18%
Housing	166 17%	23 15%	36 24%ze f	28 14%	27 21%	29 14%	22 13%	165 17%
Poverty/Inequality	165 17%f	30 20%f	28 18%	32 16%	23 18%	35 17%	18 11%	171 17%
Immigration/ immigrants	158 16%a	7 5%	26 17%a	32 16%a	16 12%	41 20%a	36 22%za	165 17%
Pollution/ Environment	129 13%f	29 19%zbf	12 8%	41 21%zbf	12 9%	27 14%f	7 4%	119 12%
Unemployment/ Factory closure/ Lack of industry	109 11%	17 11%	22 14%c	12 6%	26 20%zce f	18 9%	15 9%	111 11%

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 : 2nd - 18th November 2018
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	998	144	162	138	112	248	194	998
WEIGHTED BASE	995	150	150	199	130*	203	164	998
	100%	15%	15%	20%	13%*	20%	16%	100%
Drug abuse	91	10	22	12	11	19	16	99
	9%	7%	14%zac	6%	9%	10%	10%	10%
Ageing population/ Social care for the elderly	89	8	5	12	9	40	14	95
	9%b	6%	3%	6%	7%	20%zab cdf	9%	10%
Public services in general	80	15	11	19	5	21	10	91
	8%	10%	7%	9%	4%	10%	6%	9%
Defence/Foreign affairs/ International terrorism	77	9	9	13	4	27	15	84
	8%	6%	6%	6%	3%	14%zab d	9%	8%
Lack of faith in politics / politicians / government	73	9	8	13	9	24	10	79
	7%	6%	5%	7%	7%	12%zb	6%	8%
Low pay/Minimum wage/Fair wages	73	12	18	7	11	12	13	79
	7%	8%	12%zc	3%	9%	6%	8%	8%
Pensions/Social security/Benefits	71	10	11	15	6	17	12	74
	7%	7%	8%	7%	5%	8%	7%	7%
Inflation/Prices	68	9	17	10	13	8	12	67
	7%	6%	11%ze	5%	10%	4%	8%	7%
Taxation	59	14	13	17	3	9	3	55
	6%f	9%f	9%f	8%f	2%	5%	2%	6%
Race relations	52	9	6	18	8	8	3	52
	5%f	6%	4%	9%f	6%	4%	2%	5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	100%	15%	15%	20%	13%*	20%	16%	100%
Morality/ Individual behaviour/ Lifestyle	44 4%a	1 1%	5 3%	4 2%	9 7%a	19 10%zab cf	6 4%	47 5%
Petrol prices/Fuel	42 4%	4 3%	14 9%zae f	9 4%	5 4%	5 3%	5 3%	40 4%
Transport/Public transport	40 4%	3 2%	7 5%	8 4%	4 3%	13 6%	6 3%	52 5%
Population levels/ Overpopulation	30 3%	3 2%	4 2%	3 1%	5 4%	10 5%	6 4%	31 3%
Local government/ Council tax	27 3%	2 1%	8 5%	3 1%	5 4%	5 3%	4 3%	31 3%
Animal welfare	21 2%	5 3%	4 2%	6 3%	3 2%	2 1%	2 1%	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	1 1%	7 4%z	3 1%	1 1%	2 1%	4 3%	20 2%
Nationalisation/ Government control of institutions	18 2%	2 1%	1 1%	2 1%	2 2%	9 4%z	2 1%	17 2%
Privatisation	18 2%	4 3%	3 2%	2 1%	5 4%	1 1%	2 1%	21 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	2 1%	- -	3 2%	2 2%	4 2%	4 2%	15 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	995	150	150	199	130*	203	164	998
	100%	15%	15%	20%	13%*	20%	16%	100%
Pound/Exchange rate/Value of pound	13	2	3	3	1	3	3	17
	1%	1%	2%	1%	1%	1%	2%	2%
Countryside/Rural life	10	1	1	1	2	3	1	16
	1%	1%	1%	1%	2%	2%	1%	2%
Northern Ireland	7	-	-	2	1	4	*	9
	1%	-	-	1%	1%	2%	*	1%
Trade unions/ Strikes	7	-	1	-	1	3	2	7
	1%	-	1%	-	1%	1%	1%	1%
AIDS	4	1	-	1	1	1	-	4
	*	1%	-	*	1%	1%	-	*
Bird flu/Pandemic flu/Swine flu/Ebola	3	-	-	-	1	2	-	3
	*	-	-	-	1%	1%	-	*
Median	2	2	2	2	2	3	2	2
Foot and mouth outbreak/Farming crisis	2	-	-	-	1	1	-	2
	*	-	-	-	1%	1%	-	*
Other	39	9	2	9	5	13	1	36
	4%f	6%bf	1%	5%	3%	6%bf	1%	4%
MEAN NUMBER OF MENTIONS	3.57f	3.41	3.53	3.65	3.42	4.12z	3.10	3.67
					af			
STANDARD ERROR	0.09	0.19	0.27	0.23	0.32	0.17	0.19	0.10
ERROR VARIANCE	0.01	0.03	0.07	0.05	0.10	0.03	0.04	0.01

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	995	150	150	199	130*	203	164	998
	100%	15%	15%	20%	13%*	20%	16%	100%
Don't know	129	28	24	13	24	14	27	125
	13%ce	19%zc	16%ce	6%	18%ce	7%	16%ce	13%
	e							
Personal finances (NET)	278	46	52	48	44	49	38	278
	28%	31%	34%	24%	34%	24%	23%	28%

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