

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

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

	SEX			AGE											SOCIAL GRADE						UNWTD TOTAL
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Common Market/ Brexit/EU/Europe/ Euro	537	283	254	53	83	87	92	88	135	135	179	222	223	314	180	175	91	91	355	182	544
	54%bc inoq	59%zb	50%	39%	50%	56%c	54%c	61%ci	61%zc i	45%	55%ci	61%zc di	49%	59%	66%zn oq	63%zn oq	45%	39%	64%zn oq	41%	56%
National health service/Hospitals/ Healthcare	64	22	43	12	10	11	10	13	10	21	20	23	32	32	15	15	24	11	30	35	65
	7%a	5%	8%a	9%	6%	7%	6%	9%	5%	7%	6%	6%	7%	6%	5%	5%	12%zlm opq	5%	5%	8%o	7%
Immigration/ immigrants	50	20	30	3	9	3	13	9	12	12	16	22	15	34	9	12	8	22	21	29	47
	5%p	4%	6%	3%	5%	2%	7%	7%	6%	4%	5%e	6%	3%	6%	3%	4%	4%	9%zlp	4%	7%n	5%
Poverty/Inequality	43	16	27	10	9	3	12	2	6	19	16	8	23	21	7	13	9	14	20	23	41
	4%k	3%	5%	7%gk	6%	2%	7%k	2%	3%	6%k	5%e	2%	5%	4%	3%	5%	5%	6%	4%	5%	4%
Economy/Economic situation	35	21	13	7	5	9	2	8	4	12	10	12	21	14	12	4	12	7	16	18	30
	3%m	4%	3%	5%	3%	6%	1%	6%f	2%	4%	3%	3%h	5%	3%	4%	2%	6% m	3%	3% m	4%	3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31	19	12	3	3	10	7	3	5	6	18	8	16	15	9	8	5	9	17	14	25
	3%	4%	2%	2%	2%	7%zik	4%	2%	2%	2%	5%	2%	4%	3%	3%	3%	3%	4%	3%	3%	3%
Lack of faith in politics / politicians / government	20	6	14	3	1	1	5	4	7	4	6	10	5	15	6	5	4	4	11	8	22
	2%	1%	3%	2%	1%	1%	3%	3%	3%	1%	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%
Pollution/ Environment	19	7	12	4	6	5	2	*	2	10	7	2	15	4	7	5	7	-	12	7	19
	2%k	1%	2%	3%	3%k	3%k	1%	*	1%	3%k	2%	1%	3%	1%	2%	2%	4% ooq	-	2%	2%	2%
Housing	17	3	14	4	5	1	2	2	4	9	3	5	10	7	5	3	1	8	8	9	18
	2%a	1%	3%za	3%	3%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	1%	*	4%	1%	2% n	2%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th December 2018  
 Number of sample points : 182  
 Source : Ipsos MORI (JN Q218)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Defence/Foreign affairs/International terrorism	17 2% <sup>bp</sup>	13 3%	4 1%	2 1%	1 1%	-	9 5% <sup>zei</sup>	1 1%	4 2%	3 1%	9 3%	5 1%	3 1%	14 3%	1 *	3 1%	1 1%	12 5% <sup>zlm</sup>	4 1%	13 3% <sup>lnp</sup>	11 1%
Education/Schools	15 1% <sup>a</sup>	1 *	14 3% <sup>za</sup>	2 2%	3 2%	5 3%	-	2 2%	2 1%	6 2%	5 1%	5 1%	10 2%	5 1%	2 1%	7 3% <sup>n</sup>	-	6 2%	9 2%	6 1%	12 1%
Ageing population/Social care for the elderly	14 1%	4 1%	11 2%	1 1%	-	1 1%	1 *	1 1%	10 5% <sup>zde</sup>	1 *	1 *	12 3% <sup>zdg</sup>	2 *	12 2%	3 1%	3 1%	4 2%	4 2%	6 1%	8 2%	17 2%
Unemployment/Factory closure/Lack of industry	12 1% <sup>mp</sup>	8 2%	4 1%	3 2%	-	4 2%	3 1%	1 1%	2 1%	3 1%	6 2%	3 1%	7 2%	6 1%	2 1%	* *	5 2%	5 2%	3 1%	10 2% <sup>mp</sup>	9 1%
Race relations	11 1% <sup>p</sup>	4 1%	7 1%	3 2%	2 1%	-	3 2%	1 1%	1 *	5 2%	3 1%	2 1%	5 1%	5 1%	-	2 1%	4 2%	5 2%	2 *	8 2% <sup>p</sup>	8 1%
Low pay/Minimum wage/Fair wages	8 1% <sup>p</sup>	5 1%	3 1%	3 2%	2 1%	1 1%	-	1 *	2 1%	5 2%	1 *	3 1%	6 1%	3 *	1 *	* *	5 3% <sup>zmp</sup>	2 1%	1 *	7 2% <sup>p</sup>	6 1%
Pensions/Social security/Benefits	8 1% <sup>p</sup>	5 1%	4 1%	* 3% <sup>z</sup>	4 3% <sup>z</sup>	2 1%	-	* *	1 1%	5 2%	2 1%	2 *	7 1%	2 *	1 *	1 *	1 *	6 2% <sup>zp</sup>	2 *	7 1%	9 1%
Inflation/Prices	8 1%	5 1%	2 *	-	-	1 1%	3 2%	1 *	3 1%	-	4 1%	3 1%	1 *	6 1%	-	4 1%	2 1%	2 1%	4 1%	4 1%	7 1%
Drug abuse	7 1% <sup>k</sup>	2 *	5 1%	2 2% <sup>k</sup>	2 1%	2 1%	1 *	-	* *	4 1%	2 1%	* *	6 1%	1 *	-	3 1%	3 2%	1 1%	3 *	5 1%	8 1%
Public services in general	7 1%	4 1%	3 1%	1 1%	1 *	3 2%	1 1%	1 1%	-	1 *	5 1%	1 *	4 1%	2 *	1 *	2 1%	3 1%	-	4 1%	3 1%	7 1%
Population levels/Overpopulation	6 1%	4 1%	2 *	-	2 1%	2 1%	2 1%	-	1 *	2 1%	4 1%	1 *	3 1%	3 *	-	2 1%	1 *	3 1%	2 *	4 1%	7 1%

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

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<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Taxation	4	4	-	-	3	-	-	-	1	3	-	1	3	1	1	-	3	-	1	3	2
	*	1%	-	-	2%z	-	-	-	*	1%	-	*	1%	*	*	-	1%	-	*	1%	*
Petrol prices/Fuel	3	2	*	-	2	-	-	1	*	2	-	1	2	1	1	-	-	2	1	2	3
	*	*	*	-	1%	-	-	*	*	1%	-	*	*	*	*	-	-	1%	*	*	*
Morality/ Individual behaviour/ Lifestyle	2	*	2	-	2	-	-	*	-	2	-	*	2	*	-	*	-	2	*	2	2
	*	*	*	-	1%	-	-	*	-	1%	-	*	*	*	-	*	-	1%	*	*	*
Animal welfare	2	1	1	1	1	-	-	-	-	2	-	-	2	-	1	1	-	-	2	-	2
	*	*	*	1%	1%	-	-	-	-	1%	-	-	*	-	*	*	-	-	*	-	*
Privatisation	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	1
	*	*	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	1%	-	-	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Nationalisation/ Government control of institutions	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	1
	*	-	*	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	*	*
Scottish/Welsh assembly/ Devolution/ Constitutional reform	*	-	*	-	-	-	*	-	-	-	*	-	-	*	*	-	-	-	*	-	1
	*	-	*	-	-	-	*	-	-	-	*	-	-	*	*	-	-	-	*	-	*
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
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	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	<b>11</b>	7	4	4	-	1	2	2	3	4	2	5	4	6	6	*	1	3	6	4	11
	1% <sup>m</sup>	1%	1%	3%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	2% <sup>m</sup>	*	1%	1%	1% <sup>m</sup>	1%	1%
<b>MEAN NUMBER OF MENTIONS</b>	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>38</b>	19	19	12	13	2	3	3	5	25	5	8	27	11	2	10	8	18	12	26	36
	4% <sup>ijkl</sup>	4%	4%	9% <sup>zef</sup>	8% <sup>zeh</sup>	1%	2%	2%	2%	8% <sup>zef</sup>	2%	2%	6%	2%	1%	4% <sup>lp</sup>	4% <sup>l</sup>	8% <sup>zlp</sup>	2% <sup>l</sup>	6% <sup>zlp</sup>	4%
Personal finances (NET)	<b>62</b>	28	33	13	12	6	15	4	11	26	21	15	31	30	9	18	16	19	26	35	57
	6% <sup>klp</sup>	6%	7%	10% <sup>gk</sup>	7%	4%	9%	3%	5%	9% <sup>k</sup>	6%	4%	7%	6%	3%	6%	8%	8%	5%	8% <sup>l</sup>	6%

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	100%	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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## ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b> 54%fg inq	463 54%fg i	27 59%	47 55%	182 56%gi	135 57%gi	148 48%	121 46%	207 58%fg ij	57 43%	144 53%i	87 63%fg ij	206 63%zn oq	170 57%nq	45 36%	107 49%n	376 60%zn oq	152 44%n	544 56%
National health service/Hospitals/ Healthcare	<b>64</b> 7%a	49 6%	5 10%	11 13%zae	23 7%e	12 5%	21 7%	16 6%	20 6%	9 6%	15 5%	6 5%	18 5%	22 7%	6 4%	16 7%	40 6%	21 6%	65 7%
Immigration/ immigrants	<b>50</b> 5%	45 5%	3 7%	2 2%	14 4%	12 5%	23 7%z	20 8%	13 4%	5 4%	12 4%	6 5%	23 7%p	10 3%	6 4%	10 5%	34 5%	16 5%	47 5%
Poverty/Inequality	<b>43</b> 4%a	32 4%	2 5%	9 11%zah jk	20 6%e	10 4%	14 5%	12 4%	10 3%	5 4%	9 3%	3 3%	9 3%	12 4%	8 6%	14 6%	22 3%	22 6%	41 4%
Economy/Economic situation	<b>35</b> 3%	32 4%	-	2 2%	12 4%	10 4%	9 3%	9 4%	14 4%	9 7%	14 5%	5 3%	10 3%	9 3%	5 4%	10 4%	19 3%	15 4%	30 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>31</b> 3%a	31 4%a	-	-	4 1%	4 2%	13 4%a	13 5%a	15 4%a	8 6%de	12 4%a	4 3%	5 2%	13 4%	8 7%zla	5 2%	18 3%l	13 4%	25 3%
Lack of faith in politics / politicians / government	<b>20</b> 2%	19 2%	-	1 1%	8 3%	8 3%	4 1%	4 1%	8 2%	2 1%	6 2%	4 3%	7 2%	5 2%	3 2%	4 2%	12 2%	6 2%	22 2%
Pollution/ Environment	<b>19</b> 2%a	18 2%de	1 3%	-	1 *	1 *	6 2%	5 2%	12 3%de	9 7%zac defgh jk	9 3%de	-	1 *	9 3%l	1 1%	8 4%l	10 2%l	9 2%ln	19 2%

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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Housing	<b>17</b> 2%fp	16 2%f	- -	1 2%	5 2%	4 2%	1 *	1 1%	10 3%f	8 6%zad efghj	10 4%zfg	2 1%	4 1%	- -	9 7%zlm opq	2 1%	4 1%	11 3%zmo p	18 2%
Defence/Foreign affairs/ International terrorism	<b>17</b> 2%	16 2%fhj	- -	1 1%	13 4%zaf ghij	12 5%zaf ghij	2 1%	2 1%	2 1%	- -	1 *	1 1%	7 2%	6 2%	3 2%	1 *	13 2%	4 1%	11 1%
Education/Schools	<b>15</b> 1%	15 2%	- -	- -	3 1%	3 1%	8 3%	8 3%	4 1%	2 1%	4 1%	2 2%	4 1%	6 2%	3 2%	3 1%	10 2%	5 1%	12 1%
Ageing population/ Social care for the elderly	<b>14</b> 1%	12 1%	- -	2 3%	5 1%	3 1%	4 1%	4 2%	5 1%	1 1%	4 1%	3 2%	7 2%	1 *	2 2%	4 2%	8 1%	6 2%	17 2%
Unemployment/ Factory closure/ Lack of industry	<b>12</b> 1%aa	8 1%	- -	5 6%zae fhjk	6 2%e	1 1%	4 1%	4 1%	3 1%	3 2%	3 1%	- -	2 1%	7 2%	1 1%	3 1%	9 1%l	4 1%	9 1%
Race relations	<b>11</b> 1%pp	11 1%	- -	- -	- -	5 2%	5 2% d	6 2%	2 2% d	2 2% d	6 2% d	3 2% d	1 *	2 1%	- -	5 2% p	3 *	5 2%	8 1%
Low pay/Minimum wage/Fair wages	<b>8</b> 1%	6 1%	2 4%zad ek	- -	* *	* *	6 2%	4 1%	2 1%	2 2%	2 1%	- -	2 1%	4 2%	1 1%	1 *	6 1%	2 1%	6 1%
Pensions/Social security/Benefits	<b>8</b> 1%pp	7 1%h	- -	1 1%	7 2%zah	6 3%zah j	1 *	1 *	* *	* *	* *	- -	1 *	1 *	6 5%zlm opq	- -	2 *	6 2%	9 1%
Inflation/Prices	<b>8</b> 1%	5 1%	2 5%zad ehijk	- -	- -	- -	8 2%zad ehj	5 2%zad hj	- -	- -	- -	- -	2 1%	4 1%	1 *	1 *	6 1%	1 *	7 1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th December 2018  
Number of sample points : 182  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Drug abuse	7 1%	6 1%	- -	1 1%	1 *	- -	5 1%	5 2%	2 *	2 1%	2 1%	- -	- -	- -	3 2%lmp	4 2%lp	- -	7 2%zlm	8 1%
Public services in general	7 1%p	6 1%	- -	1 1%	3 1%	2 1%	3 1%	3 1%	1 *	1 *	1 *	- -	- -	1 *	2 1%l	4 2%lp	1 *	5 2%lp	7 1%
Population levels/ Overpopulation	6 1%	6 1%	- -	- -	- -	- -	1 *	1 *	5 1%	3 2%zde	5 2%zd	2 2%	1 *	2 1%	1 1%	3 1%	2 *	4 1%	7 1%
Taxation	4 *	4 *	- -	- -	- -	- -	- -	- -	4 1%	- -	4 1%z	4 3%zad	1 *	- -	- -	3 1%	1 *	3 1%	2 *
Petrol prices/Fuel	3 *a	* *	2 5%zad	- efghi jk	* *	* *	2 1%	- -	- -	- -	- -	- -	1 *	2 1%	* *	- -	2 *	* *	3 *
Morality/ Individual behaviour/ Lifestyle	2 *	2 *	- -	- -	2 1%	2 1%	* *	* *	- -	- -	- -	- -	- -	- -	2 2%zlm	- -	- -	2 1%	2 *
Animal welfare	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Privatisation	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	1 1%zp	- -	- -	1 *	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *

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	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
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	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	*	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	-	*	1
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
Overlap formulae used. \* small base  
Respondent type : GB Adults 18+  
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**BASE: ALL ADULTS AGED 18+**

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
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<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Other	<b>11</b>	10	*	-	2	2	4	4	5	1	1	-	7	-	2	2	7	4	11
	<b>1%</b>	1%	1%	-	1%	1%	1%	1%	1%j	1%	*	-	2%zmp	-	2%	1%	1%	1%	1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>38</b>	35	1	2	12	10	15	14	11	5	11	6	5	11	8	13	16	21	36
	4%lp	4%	2%	3%	4%	4%	5%	5%	3%	4%	4%	4%	2%	4%	6%lp	6%l	3%	6%zp	4%
Personal finances (NET)	<b>62</b>	44	8	9	20	11	29	21	12	7	11	3	14	22	10	15	36	25	57
	6%ah	5%	19%za deghi jk	11%hk	6%	5%	9%zag hjk	8%ah	3%	5%	4%	3%	4%	7%	8%	7%	6%	7%	6%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	EU REFERENDUM			UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)		25000 PLUS (n)	REMAIN (o)	LEAVE (p)		DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b>	238	73	226	125	148	19	204	55	81	230	130	-	-	-	544
	<b>54%</b>	57%	55%	51%	66%zg	52%	64%	48%	45%	52%	64%zm	52%	-	-	-	56%
National health service/Hospitals/ Healthcare	<b>64</b>	18	11	35	11	26	2	23	13	6	23	18	-	-	-	65
	<b>7%</b>	4%	8%	8%	6%	9%	8%	5%	11% <sub>m</sub>	4%	6%	7%	-	-	-	7%
Immigration/ immigrants	<b>50</b>	21	10	19	15	13	1	18	10	12	14	7	-	-	-	47
	<b>5%</b>	5%	7%	4%	8%	5%	3%	4%	9%	8%	4%	3%	-	-	-	5%
Poverty/Inequality	<b>43</b>	16	4	23	2	24	2	12	7	12	10	7	-	-	-	41
	<b>4%</b> <sub>f</sub>	4%	3%	5%	1%	8% <sub>z</sub> <sub>f</sub>	8%	3%	5%	8% <sub>n</sub>	3%	3%	-	-	-	4%
Economy/Economic situation	<b>35</b>	16	9	9	6	12	2	13	2	5	15	3	-	-	-	30
	<b>3%</b> <sub>c</sub>	4%	7% <sub>c</sub>	2%	3%	4%	6%	3%	2%	3%	4%	1%	-	-	-	3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>31</b>	17	3	11	3	5	-	20	4	1	10	7	-	-	-	25
	<b>3%</b> <sub>m</sub>	4%	2%	2%	2%	2%	-	5%	3%	*	3%	3%	-	-	-	3%
Lack of faith in politics / politicians / government	<b>20</b>	8	2	11	4	2	-	13	2	7	5	4	-	-	-	22
	<b>2%</b>	2%	1%	2%	2%	1%	-	3%	2%	4%	1%	2%	-	-	-	2%
Pollution/ Environment	<b>19</b>	9	2	8	2	4	1	9	1	4	10	9	-	-	-	19
	<b>2%</b>	2%	1%	2%	1%	1%	3%	2%	1%	3%	3%	3%	-	-	-	2%
Housing	<b>17</b>	6	1	10	1	8	-	8	4	1	3	6	-	-	-	18
	<b>2%</b>	1%	1%	2%	*	3%	-	2%	4%	*	1%	3%	-	-	-	2%

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	WORKING STATUS			PARTY PREFERENCE				INCOME			EU REFERENDUM			UNWTD TOTAL		
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	REMAIN (o)		LEAVE (p)	DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Defence/Foreign affairs/International terrorism	<b>17</b>	6	1	9	1	6	-	10	1	1	2	5	-	-	-	11
	<b>2%</b>	2%	1%	2%	*	2%	-	2%	1%	1%	1%	2%	-	-	-	1%
Education/Schools	<b>15</b>	4	5	6	2	6	-	8	1	-	4	7	-	-	-	12
	<b>1%</b>	1%	4%	1%	1%	2%	-	2%	1%	-	1%	3%	-	-	-	1%
Ageing population/Social care for the elderly	<b>14</b>	2	-	13	5	2	-	6	2	2	3	1	-	-	-	17
	<b>1%</b>	*	-	3%za	2%	1%	-	2%	1%	1%	1%	*	-	-	-	2%
Unemployment/Factory closure/Lack of industry	<b>12</b>	6	3	3	*	4	-	7	*	2	1	6	-	-	-	9
	<b>1%</b>	2%	2%	1%	*	1%	-	2%	*	1%	*	2%	-	-	-	1%
Race relations	<b>11</b>	5	-	6	1	-	1	9	5	-	1	-	-	-	-	8
	<b>1%</b>	1%	-	1%	*	-	2%	2%	4%zmn	-	*	-	-	-	-	1%
Low pay/Minimum wage/Fair wages	<b>8</b>	4	-	4	-	-	-	8	-	2	4	5	-	-	-	6
	<b>1%</b>	1%	-	1%	-	-	-	2%	-	1%	1%	2%	-	-	-	1%
Pensions/Social security/Benefits	<b>8</b>	1	-	7	1	3	1	3	4	2	2	4	-	-	-	9
	<b>1%</b>	*	-	2%z	*	1%	2%	1%	3%zn	1%	*	1%	-	-	-	1%
Inflation/Prices	<b>8</b>	2	-	5	1	3	1	3	2	1	2	2	-	-	-	7
	<b>1%</b>	1%	-	1%	1%	1%	2%	1%	2%	1%	*	1%	-	-	-	1%
Drug abuse	<b>7</b>	3	1	3	-	1	-	4	1	-	3	2	-	-	-	8
	<b>1%</b>	1%	1%	1%	-	*	-	1%	1%	-	1%	1%	-	-	-	1%
Public services in general	<b>7</b>	3	2	1	-	6	-	1	-	4	3	4	-	-	-	7
	<b>1%</b>	1%	2%	*	-	2%z	-	*	-	2%z	1%	1%	-	-	-	1%

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	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Population levels/ Overpopulation	6 1%	4 1%	-	2 *	1 1%	-	*	5 1%	-	2 1%n	-	2 1%	-	-	-	7 1%
Taxation	4 *	3 1%	-	1 *	-	-	-	4 1%	-	3 2%z	1 *	-	-	-	-	2 *
Petrol prices/Fuel	3 *	2 *	-	1 *	-	*	-	2 1%	-	2 1%z	1 *	2 1%	-	-	-	3 *
Morality/ Individual behaviour/ Lifestyle	2 *	-	-	2 1%	-	-	*	2 *	-	2 1%zn	-	2 1%	-	-	-	2 *
Animal welfare	2 *	1 *	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	2 *
Privatisation	1 *	-	-	1 *	-	-	-	-	-	-	1 *	1 *	-	-	-	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	-	-	-	1
Nationalisation/ Government control of institutions	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	* *	* *	-	-	-	-	-	-	-	-	* *	-	-	-	-	1 *
Foot and mouth outbreak/Farming crisis	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	- -

Proportions/Means: 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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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	EU REFERENDUM			UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)		25000 PLUS (n)	REMAIN (o)	LEAVE (p)		DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	<b>11</b>	5	2	3	3	3	-	5	-	3	4	1	-	-	-	11
	<b>1%</b>	1%	2%	1%	1%	1%	-	1%	-	2%	1%	*	-	-	-	1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	1.00
Don't know	<b>38</b>	15	4	20	5	4	-	27	7	4	9	14	-	-	-	36
	<b>4%g</b>	4%	3%	4%	3%	2%	-	6%	6%	2%	3%	6%	-	-	-	4%

Proportions/Means: 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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	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Personal finances (NET)	<b>62</b>	24	4	34	3	27	3	26	9	17	16	16	-	-	-	57
	6%f	6%	3%	8%	2%	10%zf	10%	6%	7%	11%zn	4%	6%	-	-	-	6%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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<b>UNWEIGHTED BASE</b>	<b>971</b>	167	418	198	151	667	168	263	492	211	862	108	149	314	107	185	112	78	47	104	971	
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<b>100%</b>		17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%	
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b>	101	250	105	72	537	98	124	275	135	495	41	56	255	64	109	69	43	-	72	544	
		54%gkv	58%t	60%zt	54%	46%	81%zab cft	59%t	47%	54%	62%zg	57%zk	33%	54%	57%	64%	59%	61%	56%	-	68%zv	56%
National health service/Hospitals/ Healthcare	<b>64</b>	3	64	4	7	27	18	19	31	14	61	3	6	23	4	12	4	8	-	7	65	
		7%ace	2%	15%zace t	2%	5%	4%	11%zace	7%	6%	7%	3%	6%	5%	4%	6%	4%	10%	-	7%	7%	
Immigration/ immigrants	<b>50</b>	2	16	16	50	17	4	16	24	9	44	6	9	23	-	10	6	4	50	-	47	
		5%aepw	1%	4%	8%abe f	32%zabc ef	3%	2%	6%	5%	4%	5%	5%	9%z	5%	-	5%p	5%p	6%p	100%zw	-	5%
Poverty/Inequality	<b>43</b>	2	14	4	6	19	5	18	18	8	40	3	5	15	2	3	1	2	-	6	41	
		4%eq	1%	3%	2%	4%	3%	7%	3%	4%	5%	3%	5%	3%	2%	1%	1%	2%	-	6%	4%	
Economy/Economic situation	<b>35</b>	35	12	10	7	6	9	9	22	4	26	9	3	23	6	12	7	5	-	7	30	
		3%ej	20%zbce ft	3%e	5%e	5%e	1%	6%be	3%	4%	2%	3%	7%	3%	5%	6%	7%z	6%	7%	-	7%	3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>31</b>	8	12	31	1	11	1	12	16	3	24	7	2	18	2	9	7	2	-	1	25	
		3%ef	5%ef	3%f	16%zabe ft	1%	2%	1%	5%	3%	1%	3%	6%	2%	4%	2%	5%	6%	2%	-	1%	3%
Lack of faith in politics / politicians / government	<b>20</b>	3	4	3	3	10	4	2	11	6	19	1	3	7	6	2	2	-	-	3	22	
		2%b	2%	1%	2%	2%	1%	3%	1%	2%	3%	2%	1%	2%	2%	6%zq	1%	2%	-	-	3%	2%
Pollution/ Environment	<b>19</b>	4	8	1	-	10	1	13	3	3	13	6	1	8	3	-	-	-	-	-	19	
		2%hj	2%	2%	1%	-	1%	5%zh	1%	1%	1%	5%zj	1%	2%	3%q	-	-	-	-	-	2%	

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	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Housing	17	1	3	2	1	7	-	9	6	3	11	6	2	5	2	4	4	2	-	1	18
	2%bej	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	5%z	2%	1%	2%	2%	4%	3%	-	1%	2%
Defence/Foreign affairs/ International terrorism	17	1	1	-	-	*	1	4	10	3	13	4	-	8	1	1	-	1	-	-	11
	2%be	*	*	-	-	*	*	2%	2%	1%	2%	3%	-	2%	1%	1%	-	2%	-	-	1%
Education/Schools	15	1	6	3	-	-	15	2	8	4	14	1	2	7	1	2	2	-	-	-	12
	1%e	*	1%e	1%e	-	-	9%zabc et	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	-	-	-	1%
Ageing population/ Social care for the elderly	14	1	7	2	-	2	2	2	11	2	13	1	1	1	2	6	2	3	-	-	17
	1%em	*	2%e	1%	-	*	1%	1%	2%	1%	2%	1%	1%	*	1%	3%	2%	5%	-	-	2%
Unemployment/ Factory closure/ Lack of industry	12	5	1	-	*	5	-	3	5	5	11	1	-	9	-	-	-	-	-	*	9
	1%be	3%bcef	*	-	*	1%	-	1%	1%	2%	1%	1%	-	2%	-	-	-	-	-	*	1%
Race relations	11	-	1	2	1	1	1	2	9	-	5	6	1	3	1	-	-	-	-	1	8
	1%ej	-	*	1%	*	*	*	1%	2%	-	1%	5%z	1%	1%	1%	-	-	-	-	1%	1%
Low pay/Minimum wage/Fair wages	8	3	-	-	1	1	-	1	6	2	3	5	*	4	-	2	2	-	-	1	6
	1%ej	2%be	-	-	*	*	-	*	1%	1%	*	4%z	*	1%	-	1%	2%	-	-	1%	1%
Pensions/Social security/Benefits	8	-	1	-	-	1	-	-	8	-	8	-	1	-	-	1	-	1	-	-	9
	1%be	-	*	-	-	*	-	-	2%z	-	1%	-	1% <sup>m</sup>	-	-	*	-	1%	-	-	1%
Inflation/Prices	8	-	-	2	1	2	-	3	4	1	5	3	1	2	-	1	1	-	-	1	7
	1%e	-	-	1%	*	*	-	1%	1%	*	1%	2%	1%	*	-	1%	1%	-	-	1%	1%

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Drug abuse	7 1%be	1 *	* *	2 1%	- -	1 *	- -	2 1%	5 1%	* *	6 1%	1 1%	- -	4 1%	1 *	2 1%	2 1%	- -	- -	- -	8 1%
Public services in general	7 1%e	3 2%e	5 1%e	4 2%e	- -	1 *	2 1%	3 1%	3 1%	- -	5 1%	2 1%	1 1%	4 1%	3 3%z	2 1%	1 *	1 2%	- -	- -	7 1%
Population levels/ Overpopulation	6 1%e	- -	2 *e	1 *	2 1%e	* *	1 1%	3 1%	3 1%	- -	5 1%	1 1%	1 1%	3 1%	- -	- -	- -	- -	- -	2 2%	7 1%
Taxation	4 *	- -	1 *	- -	- -	- -	- -	- -	- -	4 2%zh	4 *	- -	- -	3 1%	1 1%	3 2%z	- -	3 4%z	- -	- -	2 *
Petrol prices/Fuel	3 *	- -	2 1%	- -	2 1%	1 *	2 1%ze	1 *	2 *	- -	3 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 2%	3 *
Morality/ Individual behaviour/ Lifestyle	2 *e	- -	- -	- -	- -	* *	- -	- -	2 *	* *	2 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Animal welfare	2 *	- -	1 *	1 *	- -	- -	1 1%	1 *	- -	1 *	1 *	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	2 *
Privatisation	1 *	- -	- -	- -	1 1%	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Nationalisation/ Government control of institutions	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *

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Scottish/Welsh assembly/ Devolution/ Constitutional reform	*	-	-	-	-	*	-	-	-	*	*	-	*	-	-	-	-	-	-	-	1
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	167	418	198	151	667	168	263	492	211	862	108	149	314	107	185	112	78	47	104	971
<b>WEIGHTED BASE</b>	<b>990</b>	173	416	197	155	664	167	264	506	217	867	122*	103	447	101*	186	114*	77*	50*	105*	971
	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	*	5	2	*	3	2	3	4	3	7	4	1	7	2	*	*	-	-	*	11
	1%ej	*	1%	1%	*	*	1%	1%	1%	2%	1%	3%	1%	2%	2%	*	*	-	-	*	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38	-	1	-	1	2	1	11	20	7	27	11	5	14	-	4	3	1	-	1	36
	4%abce	-	*	-	*	*	1%	4%	4%	3%	3%	9%zi	5%	3%	-	2%	3%	2%	-	1%	4%
Personal finances (NET)	62	5	16	6	9	22	7	21	30	10	50	11	6	23	2	6	4	2	-	9	57
	6%be	3%	4%	3%	6%	3%	4%	8%	6%	5%	6%	9%	6%	5%	2%	3%	3%	2%	-	9%	6%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>664</b>	340	325	73	100	110	123	105	154	173	233	258	283	381	226	206	120	111	433	231	667
	67%ci noq	70%	64%	55%	60%	71%ci	72%ci	73%cd i	70%ci	57%	72%cd i	71%zc di	62%	71%	83%zm nopq	74%zn oq	59%oq	47%	79%zm noq	53%	69%
National health service/Hospitals/ Healthcare	<b>416</b>	196	220	46	50	68	74	79	99	96	141	179	164	252	149	116	77	74	266	150	418
	42%di oq	41%	43%	34%	30%	44%di	43%	55%zc dij	45%di	32%	43%di di	49%zc	36%	47%	55%zm nopq	42%o di	38%	31%	48%zm noq	34%	43%
Poverty/Inequality	<b>209</b>	97	112	35	34	38	35	32	36	69	73	67	107	102	70	71	32	37	140	69	208
	21%hq	20%	22%	26%h	20%	25%	20%	22%	16%	23%	22%	18%	23%	19%	26%no q	25%zn oq	16%	16%	25%zn oq	16%	21%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>197</b>	108	89	17	25	39	44	27	44	42	83	72	81	116	70	63	28	36	133	64	198
	20%ci nq	22%	18%	12%	15%	25%ci	26%ci	19%	20%	14%	26%zc di	20%	18%	22%	26%zn oq	23%nq	14%	15%	24%zn oq	14%	20%
Housing	<b>189</b>	89	100	25	27	37	37	30	33	52	74	63	89	100	71	48	42	27	119	70	179
	19%o	18%	20%	19%	16%	24%	22%	21%	15%	17%	23%h	17%	20%	19%	26%zm oq	17%	21%oq	11%	22%zm o	16%o	18%
Economy/Economic situation	<b>173</b>	101	72	25	24	39	32	25	27	49	72	52	89	84	75	48	30	20	123	50	167
	17%bh koq	21%zb	14%	19%	15%	25%zd hk	19%	18%	12%	16%	22%hk	14%	19%	16%	27%zm nopq	17%oq	15%	9%	22%zm oq	11%	17%
Education/Schools	<b>167</b>	77	90	19	24	37	29	30	28	43	67	58	80	87	69	52	20	26	122	45	168
	17%hn oq	16%	18%	14%	14%	24%zh i	17%	21%h	13%	14%	21%h	16%h	18%	16%	26%zn oq	19%no q	10%	11%	22%zm noq	10%	17%
Immigration/ immigrants	<b>155</b>	77	78	12	16	25	33	29	41	28	57	70	53	102	43	34	31	47	76	79	151
	16%cd im	16%	15%	9%	9%	16%	19% i	20%cd i	18%cd i	9%	18% di	19%zc di	12%	19%	16%	12%	15%	20% m	14%	18%	16%
Pollution/ Environment	<b>132</b>	65	67	19	26	26	21	20	20	45	47	40	71	61	55	41	22	14	96	36	135
	13%ho q	13%	13%	14%	15%	17%h	12%	14%	9%	15%	14%	11%	16%	11%	20%zn oq	15%oq	11%	6%	17%zoq	8%	14%

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 : 7th - 20th December 2018  
 Number of sample points : 182  
 Source : Ipsos MORI (JN Q218)

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL						
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)					
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971					
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971					
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%					
Ageing population/ Social care for the elderly	<b>114</b>	52	62	8	7	26	20	17	36	16	46	52	42	72	54	30	14	15	85	29	116					
	12% oq	di	11%	12%	6%	4%	17% i	cd	11%	12% i	di	16% i	zcd	5%	14% i	zcd	9%	13%	20% oq	zm	11%	7%	6%	15% oq	zmn	7%
Lack of faith in politics / politicians / government	<b>107</b>	67	40	11	5	21	19	22	29	16	40	51	37	70	44	37	18	9	81	26	113					
	11% ioq	bd	14% zb	8%	8%	3%	14% di	11% d	15% di	13% di	5%	12% di	14% zdi	8%	13%	16% zo	13% oq	9%	4%	15% zoq	6%	12%				
Public services in general	<b>97</b>	47	50	6	14	17	20	20	20	20	37	39	37	59	37	31	13	16	68	29	103					
	10% q	ca	10%	10%	5%	8%	11%	12%	14% ci	9%	7%	11%	11%	8%	11%	14% zn	11%	6%	7%	12% znq	7%	11%				
Defence/Foreign affairs/ International terrorism	<b>90</b>	49	41	8	5	14	25	12	26	13	38	38	27	63	33	25	10	22	58	32	87					
	9% di	di	10%	8%	6%	3%	14% di	8%	12% di	4%	12% di	11% di	6%	12%	12% n	9%	5%	9%	11%	7%	9%					
Pensions/Social security/Benefits	<b>82</b>	44	38	6	12	16	13	16	19	18	29	35	34	48	22	24	12	24	46	36	88					
	8%	9%	8%	5%	7%	10%	8%	11%	9%	6%	9%	10%	7%	9%	8%	9%	6%	10%	8%	8%	9%					
Unemployment/ Factory closure/ Lack of industry	<b>74</b>	39	34	20	14	14	7	10	9	34	21	20	47	26	16	14	17	26	30	44	69					
	7% hkp	8%	7%	15% jk	zfh	8%	9%	4%	7%	4%	11% k	zfh	6%	5%	10%	5%	6%	5%	8%	11% mp	5%	10% mp	7%			
Drug abuse	<b>65</b>	33	32	6	9	23	9	9	8	15	32	17	38	27	18	16	12	18	35	30	64					
	7% h	7%	6%	5%	5%	15% fghijk	zcd	6%	6%	4%	5%	10% k	zfh	5%	8%	5%	7%	6%	6%	8%	6%	7%				
Low pay/Minimum wage/Fair wages	<b>59</b>	31	28	8	7	21	10	7	7	14	31	13	35	24	14	12	17	16	26	33	55					
	6% hk	6%	6%	6%	4%	14% hik	zdg	6%	5%	3%	5%	10% zhk	4%	8%	4%	5%	4%	9%	7%	5%	8%	6%				
Transport/Public transport	<b>58</b>	37	20	5	5	12	13	12	10	10	25	23	22	36	26	15	5	12	41	17	54					
	6% bi	8% zb	4%	4%	3%	8%	8%	9% i	5%	3%	8% i	6%	5%	7%	10% znq	5%	3%	5%	7% zmn	4%	6%					

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
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	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Race relations	<b>57</b>	31	26	12	4	7	14	11	10	16	21	21	23	35	18	18	5	17	35	22	52
	<b>6%</b>	6%	5%	9% <sup>di</sup>	2%	5%	8%	7%	5%	5% <sup>d</sup>	6%	6%	5%	6%	7%	6%	2%	7%	6%	5% <sup>n</sup>	5%
Population levels/ Overpopulation	<b>52</b>	31	22	3	4	13	11	6	15	7	24	21	21	32	24	13	7	8	37	15	49
	<b>5%</b> <sup>i</sup>	6%	4%	2%	2%	9% <sup>di</sup>	6%	4%	7% <sup>i</sup>	2%	7% <sup>i</sup>	6%	5%	6%	9% <sup>zno</sup>	5%	3%	4%	7% <sup>zm</sup>	3%	5%
Inflation/Prices	<b>45</b>	26	19	5	3	12	8	6	11	8	20	17	20	25	11	15	11	9	26	20	52
	<b>5%</b>	5%	4%	4%	2%	8% <sup>di</sup>	5%	4%	5%	3%	6%	5%	4%	5%	4%	5%	5%	4%	5%	5%	5%
Taxation	<b>44</b>	28	16	3	6	10	8	11	6	9	18	17	19	24	9	15	13	7	24	20	39
	<b>4%</b>	6%	3%	2%	4%	7%	5%	8% <sup>h</sup>	3%	3%	6%	5% <sup>h</sup>	4%	5%	3%	5%	6%	3%	4%	5%	4%
Local government/ Council tax	<b>38</b>	22	16	1	2	14	8	6	7	3	22	13	17	21	15	9	8	6	25	14	34
	<b>4%</b> <sup>ci</sup>	5%	3%	*	1%	9% <sup>zcd</sup>	5% <sup>i</sup>	4% <sup>i</sup>	3%	1%	7% <sup>zcd</sup>	4%	4%	4%	6%	3%	4%	3%	4%	3%	4%
Petrol prices/Fuel	<b>29</b>	23	7	2	10	9	3	3	3	12	12	6	21	8	6	10	6	8	16	14	27
	<b>3%</b> <sup>bk</sup>	5% <sup>zb</sup>	1%	2%	6% <sup>hk</sup>	6% <sup>hk</sup>	1%	2%	1%	4%	4%	2%	5%	2%	2%	4%	3%	3%	3%	3%	3%
Morality/ Individual behaviour/ Lifestyle	<b>27</b>	18	9	3	5	3	3	5	7	8	6	12	11	16	11	9	2	5	19	8	33
	<b>3%</b>	4%	2%	2%	3%	2%	2%	4%	3%	3%	2%	3%	2%	3%	4%	3%	1%	2%	3%	2%	3%
Animal welfare	<b>24</b>	3	21	3	6	5	3	5	2	9	8	7	14	10	6	9	3	5	15	9	23
	<b>2%</b> <sup>a</sup>	1%	4% <sup>za</sup>	3%	4%	3%	2%	4%	1%	3%	2%	2% <sup>h</sup>	3%	2%	2%	3%	2%	2%	3%	2%	2%
Nationalisation/ Government control of institutions	<b>22</b>	13	10	3	3	6	1	5	4	6	8	9	12	10	8	9	3	2	17	5	25
	<b>2%</b>	3%	2%	2%	2%	4%	1%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	1%	3% <sup>z</sup>	1%	3%
Countryside/Rural life	<b>17</b>	11	7	2	1	6	1	1	6	4	7	7	10	7	11	5	1	1	16	1	17
	<b>2%</b> <sup>q</sup>	2%	1%	2%	1%	4%	*	1%	3%	1%	2%	2%	2%	1%	4% <sup>zno</sup>	2%	*	*	3% <sup>zmq</sup>	*	2%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th December 2018  
 Number of sample points : 182  
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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
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	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	11 2%	4 1%	2 1%	-	2 1%	1 1%	3 2%	7 3%zdi	2 1%	3 1%	10 3%z	4 1%	11 2%	5 2%	2 1%	2 1%	6 3%	7 1%	8 2%	17 2%
Privatisation	14 1%	10 2%	4 1%	3 2%	1 *	3 2%	5 3%	1 1%	1 1%	3 1%	8 2%	3 1%	6 1%	8 1%	5 2%	2 1%	3 2%	4 2%	7 1%	7 2%	15 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	7 1%	7 1%	-	2 1%	6 4%	-	3 2%	3 1%	2 1%	6 2%	6 2%	7 2%	6 1%	7 3%	3 1%	2 1%	1 1%	10 2%	3 1%	14 1%
Trade unions/ Strikes	11 1%	6 1%	4 1%	3 2%	1 1%	* *	-	2 1%	4 2%	4 1%	* *	6 2%	5 1%	6 1%	6 2%	2 1%	* *	2 1%	9 2%	2 *	15 2%
Northern Ireland	9 1%	5 1%	4 1%	2 1%	2 1%	-	1 *	3 2%	2 1%	4 1%	1 *	5 1%	4 1%	5 1%	3 1%	2 1%	1 *	4 2%	5 1%	4 1%	11 1%
Pound/Exchange rate/Value of pound	7 1%	5 1%	2 *	2 2%	1 1%	1 1%	1 *	* *	1 1%	4 1%	2 *	2 *	5 1%	2 *	2 1%	3 1%	2 1%	-	5 1%	2 *	8 1%
AIDS	3 *	1 *	2 *	-	1 1%	2 1%	-	-	-	1 *	2 1%	-	3 1%	-	2 1%	-	1 *	-	2 *	1 *	2 *
Median	2	2	2	2	2	3	3	3	2	2	3	2	2	2	3	2	2	2	3	2	2
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	-	2 *	-	-	1 1%	-	1 1%	-	-	1 *	1 *	1 *	1 *	1 *	-	1 *	-	1 *	1 *	2 *
Foot and mouth outbreak/Farming crisis	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	-	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	512	459	137	139	128	130	160	277	276	258	437	404	567	248	346	184	193	594	377	971
<b>WEIGHTED BASE</b>	<b>990</b>	483	507	134	167	155	171*	143	221	301	325	364	456	534	272	279	203	236	551	439	971
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	30%	33%	37%	46%	54%	27%	28%	21%	24%	56%	44%	98%
Other	<b>46</b>	20	26	11	5	6	12	3	8	16	18	11	22	23	14	15	6	10	29	17	45
	<b>5%</b>	4%	5%	8%k	3%	4%	7%	2%	4%	5%	6%	3%	5%	4%	5%	5%	3%	4%	5%	4%	5%
MEAN NUMBER OF MENTIONS	3.70d	3.90	3.52	3.31	2.98	4.55z	3.86d	4.10d	3.52	3.13	4.19z	3.75d	3.61	3.78	4.66z	3.84n	3.10	2.96	4.25z	3.02	3.76
	inoq					cdhik	i	i			cdhi	i			mnoqq	oq			mnoq		
STANDARD ERROR	<b>0.10</b>	0.13	0.14	0.28	0.16	0.35	0.21	0.25	0.18	0.16	0.20	0.15	0.16	0.12	0.22	0.18	0.15	0.16	0.14	0.11	0.10
ERROR VARIANCE	<b>0.01</b>	0.02	0.02	0.08	0.03	0.12	0.04	0.06	0.03	0.02	0.04	0.02	0.03	0.01	0.05	0.03	0.02	0.03	0.02	0.01	0.01
Don't know	<b>142</b>	67	75	34	37	13	16	8	34	71	29	43	84	58	13	42	33	54	55	87	130
	14%gjl	14%	15%	25%ze	22%zef	8%	9%	6%	16%gj	23%zef	9%	12%g	18%	11%	5%	15%lp	16%l	23%zl	10%l	20%zl	13%
	lp			fghjk	gjk			k	ghjk								mp		p		
Personal finances (NET)	<b>281</b>	143	137	41	45	55	48	41	50	87	103	91	142	139	81	85	55	59	166	115	276
	28%h	30%	27%	31%	27%	35%hk	28%	29%	22%	29%	32%h	25%	31%	26%	30%	31%	27%	25%	30%	26%	28%

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

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>664</b> 67%fg noq	572 67%fg	32 70%	60 70%	218 67%	158 66%	189 61%	157 60%	258 72%af gij	80 59%	184 67% i	104 75%fg ij	248 76%zn oq	216 73%no q	56 44%	132 60% nq	464 74%zn oq	188 54% n	667 69%
National health service/Hospitals/ Healthcare	<b>416</b> 42%gn q	354 41%g	24 51%	39 45%	132 41%	93 39%	116 38%	92 35%	169 47%af gi	48 36%	121 44% i	73 52%za efgi	156 48%zn oq	136 46% nq	34 27%	82 37%	292 47%zn oq	116 33% n	418 43%
Poverty/Inequality	<b>209</b> 21% f	174 20%	5 11%	30 35%za bdefg hijk	78 24% ef	48 20%	51 17%	46 18%	79 22%	28 21%	54 20%	26 19%	60 18%	73 24%	19 15%	52 23%	133 21% l	70 20% n	208 21%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>197</b> 20%	174 20%	7 16%	16 18%	64 20%	48 20%	65 21%	57 22%	68 19%	25 19%	50 18%	25 18%	69 21%	66 22%	25 20%	33 15%	134 21%	58 17%	198 20%
Housing	<b>189</b> 19%fg l	168 20%fg	6 13%	15 17%	53 16%	38 16%	44 14%	37 14%	92 26%za defg	29 22%	75 27%za defgi	46 33%za bcdef g	51 15%	58 19%	28 22%	45 21%	108 17%	74 21%	179 18%
Economy/Economic situation	<b>173</b> 17% nq	150 18%	6 14%	16 19%	53 16%	36 15%	50 16%	43 17%	71 20%	26 19%	54 20%	28 20%	47 14%	77 26% zln opq	10 8%	36 16%	124 20% zl nq	46 13% n	167 17%
Education/Schools	<b>167</b> 17% nq	141 16%	7 15%	20 23%	49 15% e	30 12%	52 17%	45 17%	66 18% ij	15 11%	43 16%	27 20%	54 17%	66 22% zn oq	14 11%	30 13%	121 19% zn q	43 12%	168 17%
Immigration/ immigrants	<b>155</b> 16% i	135 16% hi	12 25% hi	9 10%	54 17%	45 19% i	57 19% hi	46 17% i	44 12%	12 9%	37 14% i	25 18%	65 20% zo	46 15%	16 12%	27 12%	111 18%	42 12%	151 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th December 2018  
 Number of sample points : 182  
 Source : Ipsos MORI (JN Q218)

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

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Pollution/ Environment	<b>132</b>	112	6	14	38	24	42	36	52	23	35	12	40	52	6	32	91	38	135
	13%n	13%	13%	16%	12%	10%	14%	14%	15%	17%	13%	9%	12%n	17%n	4%	15% <sup>nq</sup>	15% <sup>ln</sup>	11% <sup>n</sup>	14%
Ageing population/ Social care for the elderly	<b>114</b>	96	4	15	25	11	40	36	49	8	26	18	41	32	11	28	73	39	116
	12% <sup>de</sup>	11% <sup>e</sup>	8%	17% <sup>dei</sup>	8% <sup>e</sup>	5%	13% <sup>e</sup>	14% <sup>de</sup>	14% <sup>dei</sup>	6%	9% <sup>i</sup>	13% <sup>ee</sup>	12%	11%	8%	13%	12%	11%	12%
Lack of faith in politics / politicians / government	<b>107</b>	95	4	8	32	24	34	30	41	5	24	19	44	38	9	12	82	21	113
	11% <sup>io</sup>	11% <sup>i</sup>	10%	9%	10%	10%	11% <sup>i</sup>	11% <sup>i</sup>	11% <sup>ij</sup>	4%	9% <sup>i</sup>	14% <sup>i</sup>	13% <sup>oq</sup>	13% <sup>oq</sup>	8%	5%	13% <sup>zoq</sup>	6%	12%
Public services in general	<b>97</b>	82	8	6	24	18	36	28	36	12	20	8	36	33	8	19	69	27	103
	<b>10%</b>	10%	18% <sup>djk</sup>	7%	8%	8%	12%	11%	10% <sup>j</sup>	9%	7%	6%	11%	11%	6%	9%	11%	8%	11%
Defence/Foreign affairs/ International terrorism	<b>90</b>	74	6	9	40	30	27	21	23	2	9	6	45	24	8	11	69	20	87
	9% <sup>ijo</sup>	9% <sup>ij</sup>	13% <sup>ij</sup>	11% <sup>ij</sup>	12% <sup>za</sup>	13% <sup>ahi</sup>	9% <sup>ij</sup>	8% <sup>ij</sup>	6% <sup>ij</sup>	2%	3%	5%	14% <sup>zno</sup>	8%	7%	5%	11% <sup>zoq</sup>	6%	9%
Pensions/Social security/Benefits	<b>82</b>	68	7	8	27	20	29	22	26	5	19	14	27	17	20	13	44	33	88
	<b>8%</b>	8%	14% <sup>i</sup>	9%	8%	8%	9%	9%	7%	4%	7% <sup>i</sup>	10%	8%	6%	16% <sup>zlm</sup>	6%	7%	10% <sup>o</sup>	9%
Unemployment/ Factory closure/ Lack of industry	<b>74</b>	61	2	11	28	16	17	15	29	16	21	5	22	20	13	18	42	30	69
	<b>7%</b>	7%	4%	13% <sup>fk</sup>	9%	7%	6%	6%	8% <sup>k</sup>	12% <sup>afj</sup>	8% <sup>k</sup>	3%	7%	7%	10%	8%	7%	9%	7%
Drug abuse	<b>65</b>	54	1	9	16	6	30	29	19	11	17	5	16	21	7	20	37	27	64
	7% <sup>e</sup>	6% <sup>ee</sup>	2%	11% <sup>de</sup>	5% <sup>e</sup>	3%	10% <sup>za</sup>	11% <sup>zad</sup>	5%	8% <sup>e</sup>	6%	4%	5%	7%	5%	9%	6%	8%	7%
Low pay/Minimum wage/Fair wages	<b>59</b>	51	3	5	18	13	25	22	17	6	8	2	14	17	11	16	31	28	55
	6% <sup>i</sup>	6% <sup>cjk</sup>	6%	6%	5%	5%	8% <sup>ijk</sup>	8% <sup>cjk</sup>	5% <sup>j</sup>	5%	3%	1%	4%	6%	9%	7%	5%	8%	6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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## ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Transport/Public transport	<b>58</b>	50	2	6	20	14	13	11	26	4	17	13	20	25	2	6	45	9	54
	6% <sub>nq</sub>	6%	4%	7%	6%	6%	4%	4%	7% <sub>ei</sub>	3%	6% <sub>ei</sub>	10%	6% <sub>q</sub>	8% <sub>noq</sub>	2%	3%	7% <sub>nq</sub>	2%	6%
Race relations	<b>57</b>	56	1	1	8	8	18	17	31	9	26	17	14	20	4	13	34	17	52
	6% <sub>d</sub>	6% <sub>zde</sub>	2%	1%	3%	3%	6%	6% <sub>d</sub>	9% <sub>zcd</sub>	7% <sub>d</sub>	10% <sub>zcd</sub>	12% <sub>zac</sub>	4%	7%	3%	6%	5%	5%	
Population levels/Overpopulation	<b>52</b>	47	1	4	7	3	18	17	27	7	23	16	22	12	6	8	34	14	49
	5% <sub>de</sub>	6% <sub>de</sub>	2%	5%	2% <sub>e</sub>	1%	6% <sub>de</sub>	7% <sub>de</sub>	8% <sub>de</sub>	5% <sub>e</sub>	8% <sub>zde</sub>	12% <sub>zad</sub>	7%	4%	5%	4%	5%	4%	
Inflation/Prices	<b>45</b>	36	4	5	13	8	25	21	7	6	6	-	18	8	7	12	25	19	52
	5% <sub>hk</sub>	4% <sub>h</sub>	10% <sub>hjk</sub>	6% <sub>k</sub>	4%	4%	8% <sub>zae</sub>	8% <sub>zah</sub>	2%	5% <sub>hjk</sub>	2%	-	5%	3%	6%	5%	4%	6%	
Taxation	<b>44</b>	37	1	5	9	3	16	14	19	4	15	11	12	12	6	10	24	15	39
	4% <sub>e</sub>	4% <sub>e</sub>	3%	6%	3% <sub>e</sub>	1%	5% <sub>e</sub>	6% <sub>e</sub>	5% <sub>e</sub>	3%	6% <sub>ei</sub>	8% <sub>de</sub>	4%	4%	5%	4%	4%	4%	
Local government/Council tax	<b>38</b>	31	-	7	12	5	7	7	19	4	11	7	11	15	5	6	27	12	34
	4%	4%	-	8% <sub>f</sub>	4% <sub>e</sub>	2%	2%	3%	5%	3%	4%	5%	3%	5%	4%	3%	4%	3%	
Petrol prices/Fuel	<b>29</b>	24	4	2	4	2	15	11	10	7	10	3	7	5	2	15	12	17	27
	3% <sub>dep</sub>	3%	8% <sub>de</sub>	2%	1%	1%	5% <sub>ade</sub>	4% <sub>de</sub>	3%	5% <sub>de</sub>	4%	2%	2%	2%	2%	7% <sub>zlm</sub>	2%	5% <sub>znp</sub>	
Morality/Individual behaviour/Lifestyle	<b>27</b>	22	-	5	11	6	8	8	8	2	4	2	17	1	5	3	18	9	33
	3% <sub>m</sub>	3%	-	5%	3%	3%	3%	3%	2%	2%	2%	1%	5% <sub>zmp</sub>	*	4% <sub>m</sub>	2%	3% <sub>m</sub>	2%	
Animal welfare	<b>24</b>	20	2	2	8	6	7	5	9	5	5	-	6	7	1	10	12	11	23
	2%	2%	4% <sub>k</sub>	3%	3%	3%	2%	2%	2%	4%	2%	-	2%	2%	1%	5%	2%	3% <sub>n</sub>	2%

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**What do you see as the main/other important issues facing Britain today?**  
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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
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	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Nationalisation/ Government control of institutions	<b>22</b> <b>2%</b>	20 2%	1 3%	1 1%	7 2%	6 3%	8 3%	7 3%	7 2%j	2 2%	2 1%	- -	6 2%	9 3%	1 1%	6 3%	14 2%	7 2%	25 3%
Countryside/Rural life	<b>17</b> <b>2%</b> fgq	14 2%g	1 2%	3 3%fg	4 1%e	1 *	1 *g	*	12 3%zae fgi	1 1%	7 3%gi	6 4%aef g	8 2%	7 2%	1 1%	1 *	15 2%	2 1%	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>15</b> <b>2%</b> al	5 1%	* 1%	10 11%zad efghij k	11 4%zae fghj	2 1%	1 *	1 *	2 1%	- -	1 *	1 *	10 3%zop q	2 1%	3 2%	- -	12 2%	3 1%	17 2%
Privatisation	<b>14</b> <b>1%</b>	12 1%	1 2%	1 1%	1 *	* *	3 1%	2 1%	10 3%zad e	8 6%zad efghj k	8 3%de	- -	2 1%	3 1%	2 2%	5 2%	5 1%	7 2%	15 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>14</b> <b>1%</b>	11 1%	- -	3 4%	5 2%	2 1%	4 1%	4 1%	5 1%	2 2%	3 1%	1 *	5 2%	5 2%	2 2%	1 *	11 2%	3 1%	14 1%
Trade unions/ Strikes	<b>11</b> <b>1%</b>	10 1%	- -	1 1%	2 1%	1 *	4 1%	4 1%	6 2%	3 2%	5 2%	2 1%	4 1%	1 *	1 1%	4 2%	5 1%	5 1%	15 2%
Northern Ireland	<b>9</b> <b>1%</b>	8 1%	1 1%	1 1%	2 1%	1 1%	3 1%	2 1%	4 1%	4 3%	4 1%	- -	4 1%	1 *	1 *	4 2%	5 1%	4 1%	11 1%
Pound/Exchange rate/Value of pound	<b>7</b> <b>1%</b>	5 1%	1 2%g	1 1%	4 1%	2 1%	1 *	- -	2 1%	- -	2 1%	2 1%	3 1%	2 1%	* *	2 1%	4 1%	2 1%	8 1%
AIDS	<b>3</b> <b>*</b>	3 *	- -	- -	2 1%	2 1%	- -	- -	1 *	1 1%	1 *	- -	- -	2 1%	- -	1 *	2 *	1 *	2 *

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**BASE: ALL ADULTS AGED 18+**

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL		
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	846	44	81	329	248	327	283	315	141	240	99	361	229	167	199	590	366	971	
<b>WEIGHTED BASE</b>	<b>990</b>	858	46*	86*	324	238	307	261	359	135	273	139*	327	298	126	220	625	346	971	
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	14%	28%	14%*	33%	30%	13%	22%	63%	35%	98%	
Median	<b>2</b>	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Bird flu/Pandemic flu/Swine flu/Ebola	<b>2</b>	1	-	1	1	-	-	-	1	-	1	1	1	1	-	-	2	-	2	
	*	*	-	1%	*	-	-	-	*	-	*	1%	*	*	-	-	*	-	*	
Foot and mouth outbreak/Farming crisis	<b>1</b>	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	1	
	*	*	-	-	-	-	*	*	-	-	-	-	*	-	-	-	*	-	*	
Other	<b>46</b>	42	1	2	15	13	10	8	21	6	14	8	14	16	7	9	30	16	45	
	<b>5%</b>	5%	3%	2%	5%	5%	3%	3%	6%	4%	5%	6%	4%	5%	6%	4%	5%	5%	5%	
MEAN NUMBER OF MENTIONS	3.70e	3.65	3.72	4.23d	3.56e	3.32	3.63	3.61	3.90e	3.32	3.62	3.91	3.84n	3.94n	2.96	3.47	3.89z	3.28	3.76	
	nq			e					ij				q	q			nq			
STANDARD ERROR	<b>0.10</b>	0.10	0.53	0.41	0.15	0.14	0.19	0.20	0.16	0.20	0.18	0.30	0.16	0.19	0.17	0.21	0.12	0.14	0.10	
ERROR VARIANCE	<b>0.01</b>	0.01	0.28	0.17	0.02	0.02	0.04	0.04	0.03	0.04	0.03	0.09	0.03	0.04	0.03	0.05	0.02	0.02	0.01	
Don't know	<b>142</b>	117	9	16	60	44	50	41	32	20	29	10	39	30	24	41	69	65	130	
	14%hk	14%h	20%k	18%hk	18%za	19%ah	16%hk	16%hk	9%	15%h	11%	7%	12%	10%	19%mp	19%mp	11%	19%z	13%	
	p			hjk	jk													mp		
Personal finances (NET)	<b>281</b>	237	13	31	91	60	90	77	100	41	69	29	80	90	32	73	171	104	276	
	<b>28%</b>	28%	29%	36%	28%	25%	29%	29%	28%	30%	25%	21%	25%	30%	25%	33%	27%	30%	28%	

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

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

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			EU REFERENDUM			UNWTD TOTAL		
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	REMAIN (o)		LEAVE (p)	DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>664</b>	298	91	275	149	193	25	246	67	92	289	156	-	-	-	667
	67%cl m	72%cl c	69%	62%	79%zg	68%	86%	58%	55%	58%	80%zl m	63%	-	-	-	69%
National health service/Hospitals/ Healthcare	<b>416</b>	168	63	185	94	128	16	154	38	60	175	101	-	-	-	418
	42%l	40%	47%	42%	50%z	45%	56%	36%	31%	38%	49%zl m	41%	-	-	-	43%
Poverty/Inequality	<b>209</b>	80	39	91	27	81	12	74	17	40	89	46	-	-	-	208
	21%f	19%	29%za	21%	14%	29%zf	40%	17%	14%	25%l	25%l	18%	-	-	-	21%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>197</b>	87	30	79	51	40	6	87	19	31	86	39	-	-	-	198
	20%g	21%	23%	18%	27%zg	14%	19%	20%	16%	20%	24%z	16%	-	-	-	20%
Housing	<b>189</b>	86	24	78	26	66	9	78	20	37	75	42	-	-	-	179
	19%	21%	18%	18%	14%	23%f	29%	18%	16%	23%	21%	17%	-	-	-	18%
Economy/Economic situation	<b>173</b>	99	19	55	31	55	8	68	8	21	90	42	-	-	-	167
	17%cl	24%zc	15%	12%	16%	19%	27%	16%	6%	13%	25%zl m	17%	-	-	-	17%
Education/Schools	<b>167</b>	65	32	70	35	52	9	60	15	19	79	59	-	-	-	168
	17%	16%	24%	16%	18%	18%	29%	14%	12%	12%	22%zl m	24%	-	-	-	17%
Immigration/ immigrants	<b>155</b>	62	22	71	44	36	3	64	23	26	59	42	-	-	-	151
	16%	15%	17%	16%	24%zg	13%	11%	15%	19%	16%	16%	17%	-	-	-	16%
Pollution/ Environment	<b>132</b>	68	16	48	19	45	5	54	14	16	63	31	-	-	-	135
	13%cl	16%cl	12%	11%	10%	16%	18%	13%	11%	10%	18%z	13%	-	-	-	14%

Proportions/Means: 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 : 7th - 20th December 2018  
Number of sample points : 182  
Source : Ipsos MORI (JN Q218)

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

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	EU REFERENDUM			UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)		25000 PLUS (n)	REMAIN (o)	LEAVE (p)		DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-.**	-.**	-.**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-.**	-.**	-.**	98%
Ageing population/ Social care for the elderly	<b>114</b>	38	14	62	28	24	1	50	13	17	50	24	-	-	-	116
	<b>12%</b>	9%	11%	14%z	15%	8%	4%	12%	11%	11%	14%	10%	-	-	-	12%
Lack of faith in politics / politicians / government	<b>107</b>	53	13	41	25	23	3	49	7	19	54	16	-	-	-	113
	<b>11%</b>	13%	10%	9%	13%	8%	11%	11%	5%	12%	15%zl	7%	-	-	-	12%
Public services in general	<b>97</b>	44	14	38	22	38	6	28	7	15	64	13	-	-	-	103
	<b>10%</b>	11%	11%	9%	12%	14%z	21%	7%	6%	9%	18%zlm	5%	-	-	-	11%
Defence/Foreign affairs/ International terrorism	<b>90</b>	33	19	38	26	18	3	36	13	16	37	21	-	-	-	87
	<b>9%</b>	8%	14%	9%	14%zg	6%	11%	8%	10%	10%	10%	8%	-	-	-	9%
Pensions/Social security/Benefits	<b>82</b>	29	9	44	13	18	1	45	15	12	31	19	-	-	-	88
	<b>8%</b>	7%	7%	10%	7%	6%	5%	10%	12%	8%	9%	7%	-	-	-	9%
Unemployment/ Factory closure/ Lack of industry	<b>74</b>	25	15	34	10	25	5	30	7	12	27	18	-	-	-	69
	<b>7%</b>	6%	11%	8%	5%	9%	17%	7%	6%	7%	8%	7%	-	-	-	7%
Drug abuse	<b>65</b>	26	16	23	14	23	-	25	12	9	26	21	-	-	-	64
	<b>7%</b>	6%	12%zc	5%	7%	8%	-	6%	10%	6%	7%	8%	-	-	-	7%
Low pay/Minimum wage/Fair wages	<b>59</b>	26	12	20	4	21	2	26	5	19	22	22	-	-	-	55
	<b>6%f</b>	6%	9%	5%	2%	7%f	8%	6%	4%	12%zln	6%	9%	-	-	-	6%
Transport/Public transport	<b>58</b>	36	7	15	10	22	3	21	1	9	25	9	-	-	-	54
	<b>6%cl</b>	9%zc	5%	3%	5%	8%	9%	5%	1%	6%	7%l	4%	-	-	-	6%

Proportions/Means: 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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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			EU REFERENDUM			UNWTD TOTAL		
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	REMAIN (o)		LEAVE (p)	DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Race relations	<b>57</b>	22	6	30	6	19	1	30	13	6	17	8	-	-	-	52
	<b>6%</b>	5%	4%	7%	3%	7%	2%	7%	11%zmn	4%	5%	3%	-	-	-	5%
Population levels/ Overpopulation	<b>52</b>	20	9	23	12	5	*	31	3	8	16	8	-	-	-	49
	<b>5%g</b>	5%	7%	5%	6%g	2%	1%	7%	2%	5%	4%	3%	-	-	-	5%
Inflation/Prices	<b>45</b>	15	3	27	10	18	1	16	9	9	11	11	-	-	-	52
	<b>5%</b>	4%	3%	6%z	5%	6%	2%	4%	8%	6%	3%	4%	-	-	-	5%
Taxation	<b>44</b>	31	3	11	4	12	1	24	4	10	12	13	-	-	-	39
	<b>4%c</b>	7%zc	2%	2%	2%	4%	3%	6%	3%	6%	3%	5%	-	-	-	4%
Local government/ Council tax	<b>38</b>	22	4	12	9	11	1	12	4	8	16	13	-	-	-	34
	<b>4%</b>	5%	3%	3%	5%	4%	3%	3%	4%	5%	5%	5%	-	-	-	4%
Petrol prices/Fuel	<b>29</b>	18	6	6	6	6	-	17	2	6	14	5	-	-	-	27
	<b>3%c</b>	4%c	4%	1%	3%	2%	-	4%	2%	4%	4%	2%	-	-	-	3%
Morality/ Individual behaviour/ Lifestyle	<b>27</b>	10	3	14	6	5	*	13	4	5	15	3	-	-	-	33
	<b>3%</b>	2%	2%	3%	3%	2%	1%	3%	3%	3%	4%	1%	-	-	-	3%
Animal welfare	<b>24</b>	10	4	11	6	8	1	6	3	8	4	7	-	-	-	23
	<b>2%</b>	2%	3%	2%	3%	3%	3%	1%	3%	5%n	1%	3%	-	-	-	2%
Nationalisation/ Government control of institutions	<b>22</b>	12	3	8	3	11	1	7	3	7	10	6	-	-	-	25
	<b>2%</b>	3%	2%	2%	2%	4%	4%	2%	2%	4%	3%	2%	-	-	-	3%
Countryside/Rural life	<b>17</b>	11	1	6	5	3	-	7	-	3	9	2	-	-	-	17
	<b>2%</b>	3%	1%	1%	3%	1%	-	2%	-	2%	2%	1%	-	-	-	2%

Proportions/Means: 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 : 7th - 20th December 2018  
Number of sample points : 182  
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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	EU REFERENDUM			UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)		25000 PLUS (n)	REMAIN (o)	LEAVE (p)		DID NOT VOTE (q)
<b>UNWEIGHTED BASE</b>	<b>971</b>	341	119	511	188	280	37	401	125	170	354	211	-	-	-	971
<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>15</b> <b>2%</b>	7 2%	- -	8 2%	4 2%	3 1%	1 2%	5 1%	- -	4 3%	5 1%	3 1%	- -	- -	- -	17 2%
Privatisation	<b>14</b> <b>1%</b>	7 2%	1 1%	6 1%	- -	10 4%zf	- -	2 1%	1 1%	1 1%	8 2%	2 1%	- -	- -	- -	15 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>14</b> <b>1%</b>	4 1%	2 1%	8 2%	1 1%	6 2%	1 3%	3 1%	2 2%	4 3%	4 1%	5 2%	- -	- -	- -	14 1%
Trade unions/ Strikes	<b>11</b> <b>1%</b>	3 1%	2 1%	6 1%	2 1%	4 1%	1 2%	4 1%	1 1%	1 1%	6 2%	1 *	- -	- -	- -	15 2%
Northern Ireland	<b>9</b> <b>1%</b>	4 1%	- -	5 1%	3 1%	2 1%	1 2%	4 1%	1 1%	2 1%	5 1%	1 *	- -	- -	- -	11 1%
Pound/Exchange rate/Value of pound	<b>7</b> <b>1%</b>	5 1%	1 1%	1 *	3 1%	2 1%	- -	2 *	- -	1 *	5 1%	- -	- -	- -	- -	8 1%
AIDS	<b>3</b> <b>*</b>	1 *	- -	2 *	- -	3 1%	- -	- -	- -	- -	1 *	2 1%	- -	- -	- -	2 *
Median	<b>2</b>	2	3	2	3	2	3	2	2	2	3	2	-	-	-	2
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> <b>*</b>	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	2 *
Foot and mouth outbreak/Farming crisis	<b>1</b> <b>*</b>	- -	- -	1 *	- -	- -	1 2%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	EU REFERENDUM			UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		REMAIN (o)	LEAVE (p)	DID NOT VOTE (q)		
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<b>WEIGHTED BASE</b>	<b>990</b>	417	132*	441	188	282	29**	427	122*	157	359	248	-**	-**	-**	971
	<b>100%</b>	42%	13%*	45%	19%	29%	3%**	43%	12%*	16%	36%	25%	-**	-**	-**	98%
Other	<b>46</b>	25	6	15	9	12	1	21	7	6	25	13	-	-	-	45
	<b>5%</b>	6%	4%	3%	5%	4%	4%	5%	6%	4%	7%z	5%	-	-	-	5%
MEAN NUMBER OF MENTIONS	3.70c	3.83	3.99	3.50	3.92	3.82	4.35	3.45	3.17	3.66	4.33z	3.48	-	-	-	3.76
STANDARD ERROR	<b>0.10</b>	0.16	0.32	0.13	0.22	0.18	0.42	0.15	0.23	0.24	0.18	0.18	-	-	-	0.10
ERROR VARIANCE	<b>0.01</b>	0.02	0.11	0.02	0.05	0.03	0.18	0.02	0.05	0.06	0.03	0.03	-	-	-	0.01
Don't know	<b>142</b>	44	18	80	23	33	*	78	29	19	29	39	-	-	-	130
	<b>14%an</b>	11%	13%	18%za	12%	12%	2%	18%	23%zm	12%	8%	16%	-	-	-	13%
Personal finances (NET)	<b>281</b>	113	46	122	40	101	14	110	25	60	109	70	-	-	-	276
	<b>28%f</b>	27%	35%	28%	21%	36%zf	47%	26%	20%	38%zl	30%	28%	-	-	-	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/o/p/q  
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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>971</b>	167	418	198	151	667	168	263	492	211	862	108	149	314	107	185	112	78	47	104	971
<b>WEIGHTED BASE</b>	<b>990</b>	173	416	197	155	664	167	264	506	217	867	122*	103	447	101*	186	114*	77*	50*	105*	971
	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>664</b>	125	309	140	106	664	120	170	334	158	611	52	76	314	78	127	83	48	17	90	667
	67%kv	72%	74%z	71%	68%	100%zab cft	72%	64%	66%	73%	70%zk	43%	74%	70%	77%zs	69%	73%	62%	34%	85%zv	69%
National health service/Hospitals/ Healthcare	<b>416</b>	89	416	108	72	309	117	108	200	105	382	34	57	173	44	81	46	39	16	56	418
	42%k	51%z	100%zac eft	55%ze	46%	46%z	70%zac et	41%	40%	48%	44%zk	28%	55%zm	39%	43%	44%	40%	51%	32%	53%zv	43%
Poverty/Inequality	<b>209</b>	51	106	47	32	153	53	65	94	50	193	16	22	97	36	27	13	17	5	27	208
	21%qr	29%z	26%z	24%	20%	23%	32%zet	25%	19%	23%	22%z	13%	21%	22%	36%zqr	14%	11%	22%q	9%	26%	21%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>197</b>	61	108	197	47	140	47	59	105	32	173	24	22	96	18	44	30	16	16	30	198
	20%	36%zbe	26%ze	100%zab eft	30%ze	21%	28%ze	22%	21%	15%	20%	19%	21%	21%	18%	24%	27%	20%	33%z	29%	20%
Housing	<b>189</b>	54	99	47	37	138	56	48	95	47	171	17	17	95	25	42	28	16	7	30	179
	19%	31%ze	24%z	24%	24%	21%	33%zbc e	18%	19%	21%	20%	14%	17%	21%	25%	22%	25%	21%	14%	29%z	18%
Economy/Economic situation	<b>173</b>	173	89	61	29	125	48	43	95	34	149	24	16	104	30	29	19	11	2	27	167
	17%v	100%zbc eft	21%z	31%zbe t	19%	19%	29%zbe t	16%	19%	16%	17%	19%	16%	23%z	29%zqr s	16%	17%	14%	4%	26%zv	17%
Education/Schools	<b>167</b>	48	117	47	30	120	167	41	74	52	156	11	23	76	23	18	9	9	4	26	168
	17%kqr	28%ze	28%zet	24%z	19%	18%	100%zab cet	16%	15%	24%zh	18%zk	9%	22%	17%	23%qqr	10%	8%	12%	8%	25%v	17%
Immigration/ immigrants	<b>155</b>	29	72	47	155	106	30	36	84	35	141	13	21	65	11	37	18	20	50	105	151
	16%	17%	17%	24%zb e	100%zab cef	16%	18%	14%	17%	16%	16%	11%	20%	15%	11%	20%	16%	26%zpd	100%z	100%z	16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
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**ISSUES INDEX DECEMBER 2018 (PUBLIC - FINAL)**

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**Q.PL01/02**  
**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/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	167	418	198	151	667	168	263	492	211	862	108	149	314	107	185	112	78	47	104	971
<b>WEIGHTED BASE</b>	<b>990</b>	173	416	197	155	664	167	264	506	217	867	122*	103	447	101*	186	114*	77*	50*	105*	971
	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Pollution/ Environment	<b>132</b> 13% <sup>q</sup>	34 20% <sup>z</sup>	61 15%	34 17%	20 13%	109 16% <sup>z</sup>	37 22% <sup>zbt</sup>	42 16%	63 12%	27 12%	121 14%	11 9%	17 16%	68 15%	19 19% <sup>qr</sup>	15 8%	9 8%	6 8%	1 3%	19 18% <sup>v</sup>	135 14%
Ageing population/ Social care for the elderly	<b>114</b> 12%	31 18% <sup>ze</sup>	82 20% <sup>ze</sup>	43 22% <sup>ze</sup>	27 18% <sup>z</sup>	80 12%	47 28% <sup>zab</sup> et	28 11%	56 11%	30 14%	107 12% <sup>z</sup>	7 5%	16 16% <sup>m</sup>	38 9%	13 13%	24 13%	10 9%	14 19%	6 11%	22 20% <sup>z</sup>	116 12%
Lack of faith in politics / politicians / government	<b>107</b> 11% <sup>k</sup>	36 21% <sup>zbe</sup>	49 12%	46 23% <sup>zbe</sup>	25 16%	91 14% <sup>z</sup>	30 18% <sup>zb</sup>	24 9%	54 11%	28 13%	103 12% <sup>zk</sup>	4 4%	13 13%	55 12%	23 23% <sup>zqr</sup>	17 9%	10 9%	8 11%	7 14%	18 17%	113 12%
Public services in general	<b>97</b> 10%	33 19% <sup>ze</sup>	65 16% <sup>ze</sup>	33 17% <sup>ze</sup>	20 13%	72 11%	35 21% <sup>ze</sup>	29 11%	43 9%	23 11%	90 10%	6 5%	10 10%	52 12%	13 13%	19 10%	12 11%	7 10%	4 7%	16 16%	103 11%
Defence/Foreign affairs/ International terrorism	<b>90</b> 9%	28 16% <sup>ze</sup>	49 12% <sup>z</sup>	36 18% <sup>zbe</sup>	19 12%	63 9%	33 20% <sup>zbe</sup>	18 7%	40 8%	31 14% <sup>zgh</sup>	84 10%	5 4%	10 10%	42 9%	13 13%	18 10%	11 9%	8 11%	2 4%	17 16% <sup>z</sup>	87 9%
Pensions/Social security/Benefits	<b>82</b> 8% <sup>gk</sup>	22 13%	49 12% <sup>z</sup>	29 15% <sup>ze</sup>	28 18% <sup>zbe</sup>	62 9%	20 12%	13 5%	47 9%	20 9%	80 9% <sup>zk</sup>	1 1%	9 9%	30 7%	5 5%	19 10% <sup>r</sup>	7 6%	13 17% <sup>zpr</sup>	4 9%	24 23% <sup>z</sup>	88 9%
Unemployment/ Factory closure/ Lack of industry	<b>74</b> 7% <sup>l</sup>	25 15% <sup>zbe</sup>	27 7%	19 10%	17 11%	49 7%	14 8%	26 10%	34 7%	14 7%	61 7%	13 10%	3 3%	37 8%	5 5%	13 7%	5 5%	10 13% <sup>q</sup>	6 11%	11 11%	69 7%
Drug abuse	<b>65</b> 7%	20 12% <sup>zbe</sup>	27 6%	37 19% <sup>zbe</sup>	25 16% <sup>zbe</sup>	45 7%	20 12% <sup>zbe</sup>	20 8%	28 6%	16 7%	61 7%	4 3%	11 11% <sup>z</sup>	31 7%	7 7%	12 7%	6 5%	8 11%	9 18% <sup>z</sup>	16 16% <sup>z</sup>	64 7%
Low pay/Minimum wage/Fair wages	<b>59</b> 6%	22 13% <sup>zbe</sup>	26 6%	15 8%	12 7%	37 6%	19 12% <sup>zbe</sup>	13 5%	32 6%	14 6%	47 5%	12 10%	7 7%	33 7%	10 10%	9 5%	6 5%	4 6%	-	12 11% <sup>v</sup>	55 6%

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**Q.PL01/02**  
**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/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	167	418	198	151	667	168	263	492	211	862	108	149	314	107	185	112	78	47	104	971
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	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Transport/Public transport	<b>58</b> 6%kq	26 15%zet	43 10%ze	20 10%z	12 7%	47 7%z	22 13%ze	13 5%	29 6%	16 7%	57 7%zk	*	7 6%	37 8%	9 9%qr	3 2%	2 2%	2 3%	1 3%	10 10%	54 6%
Race relations	<b>57</b> 6%j	15 9%	24 6%	22 11%zbe	13 8%	33 5%	16 9%ee	14 5%	36 7%	6 3%	42 5%	15 12%zj	4 4%	25 6%	9 9%	7 4%	4 4%	3 4%	-	13 12%zv	52 5%
Population levels/Overpopulation	<b>52</b> 5%	20 11%ze	33 8%z	31 16%zbe	24 16%zbe	40 6%	24 14%zbe	11 4%	26 5%	15 7%	50 6%	3 2%	3 3%	27 6%	4 4%	12 6%	6 6%	6 8%	5 10%	20 19%z	49 5%
Inflation/Prices	<b>45</b> 5%j	15 9%ze	20 5%	15 8%ze	8 5%	27 4%	7 4%	17 7%	20 4%	8 4%	30 3%	16 13%zj	5 5%	14 3%	6 6%	9 5%	5 4%	5 6%	2 3%	6 6%	52 5%
Taxation	<b>44</b> 4%	12 7%	28 7%ze	10 5%	9 6%	25 4%	13 8%ze	10 4%	19 4%	14 6%	41 5%	2 2%	4 3%	30 7%	7 7%	9 5%r	2 2%	7 9%qr	1 3%	7 7%	39 4%
Local government/Council tax	<b>38</b> 4%	18 11%ze	28 7%z	17 9%ze	10 6%	31 5%	10 6%	5 2%	19 4%	14 7%g	36 4%	3 2%	3 3%	23 5%	6 6%	6 3%	3 3%	4 5%	-	10 9%z	34 4%
Petrol prices/Fuel	<b>29</b> 3%	10 6%z	13 3%	12 6%ze	14 9%zbe	20 3%	13 8%zbe	10 4%	14 3%	5 2%	26 3%	3 2%	2 2%	22 5%z	2 2%	9 5%r	2 2%	8 10%zpq	3 7%	10 10%z	27 3%
Morality/Individual behaviour/Lifestyle	<b>27</b> 3%	8 5%	12 3%	18 9%zbe	6 4%	21 3%	7 4%	7 3%	11 2%	10 4%	23 3%	4 4%	2 2%	11 2%	4 4%	6 3%	4 4%	3 4%	-	6 6%	33 3%
Animal welfare	<b>24</b> 2%	5 3%	16 4%z	10 5%z	5 3%	18 3%	10 6%ze	8 3%	9 2%	8 4%	22 3%	2 2%	2 2%	11 3%	1 1%	1 1%	1 1%	-	2 5%	3 3%	23 2%
Nationalisation/Government control of institutions	<b>22</b> 2%	8 5%	12 3%	9 5%	7 4%	18 3%	5 3%	5 2%	15 3%	3 1%	18 2%	4 3%	2 2%	13 3%	11 11%zqrs	2 1%	2 2%	1 1%	*	6 6%z	25 3%

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	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Countryside/Rural life	17 2%	10 6%zet	13 3%z	11 6%zet	2 1%	17 3%z	6 3%	3 1%	6 1%	8 4%z	17 2%	-	2 2%	11 2%	3 3%	2 1%	2 1%	-	-	2 2%	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%g	4 2%	12 3%z	5 2%	3 2%	12 2%	5 3%	* *	5 1%	9 4%zgh	15 2%	-	* *	6 1%	3 3%	3 2%	3 3%	2 3%	1 3%	2 2%	17 2%
Privatisation	14 1%h	10 6%zbc	7 2%	3 2%	2 1%	12 2%	6 3%z	11 4%zhi	2 *	1 1%	14 2%	-	3 3%	7 2%	2 2%	2 1%	1 1%	1 1%	-	2 2%	15 2%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	7 4%z	9 2%	9 5%ze	7 4%ze	11 2%	9 5%zbe	6 2%	4 1%	4 2%	12 1%	2 2%	-	6 1%	4 4%q	1 *	1 1%	-	-	7 6%z	14 1%
Trade unions/ Strikes	11 1%	6 3%z	7 2%	4 2%	5 3%	11 2%	5 3%z	4 1%	5 1%	2 1%	10 1%	1 1%	1 1%	4 1%	6 6%z	3 1%	3 2%	1 1%	-	5 4%z	15 2%
Northern Ireland	9 1%	6 3%ze	7 2%	3 1%	3 2%	8 1%	6 4%ze	5 2%	2 *	2 1%	9 1%	-	1 1%	3 1%	2 2%	1 1%	1 1%	-	1 3%	1 1%	11 1%
Pound/Exchange rate/Value of pound	7 1%	5 3%z	6 1%	6 3%ze	3 2%	7 1%	1 1%	2 1%	2 *	3 1%	5 1%	2 1%	3 3%zm	3 1%	1 1%	4 2%z	2 2%	2 2%	-	3 3%z	8 1%
AIDS	3 *	3 2%ze	3 1%	2 1%	2 1%	2 *	2 1%	3 1%h	-	-	3 *	-	-	1 *	-	-	-	-	-	2 2%z	2 *
Median	2	4	3	4	3	3	4	2	2	3	2	2	3	2	2	2	2	3	2	4	2
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	-	2 1%	-	-	2 *	2 1%z	-	-	2 1%	2 *	-	1 1%zm	-	-	-	-	-	-	-	2 *

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	<b>100%</b>	17%	42%	20%	16%	67%	17%	27%	51%	22%	88%	12%*	10%	45%	10%*	19%	11%*	8%*	5%*	11%*	98%
Foot and mouth outbreak/Farming crisis	<b>1</b> *	-	1	-	-	1	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1
Other	<b>46</b> 5% <sup>a</sup>	1	18	5	6	28	7	9	18	18	39	7	5	26	6	8	4	4	1	5	45
		1%	4% <sup>a</sup>	2%	4%	4% <sup>a</sup>	4% <sup>a</sup>	4%	4%	8% <sup>zh</sup>	5%	5%	4%	6%	6%	5%	4%	5%	1%	5%	5%
MEAN NUMBER OF MENTIONS	3.70k	6.21z <sup>b</sup>	4.98z <sup>e</sup>	6.08z <sup>b</sup>	5.47z <sup>e</sup>	4.23z	6.41z <sup>b</sup>	3.67	3.54	4.14z <sup>h</sup>	3.82z <sup>k</sup>	2.88	4.00	3.88	4.58z <sup>q</sup>	3.62	3.48	4.07	3.64	6.32z <sup>v</sup>	3.76
STANDARD ERROR	<b>0.10</b>	0.39	0.19	0.34	0.38	0.13	0.37	0.19	0.13	0.23	0.11	0.20	0.23	0.18	0.41	0.24	0.30	0.43	0.37	0.51	0.10
ERROR VARIANCE	<b>0.01</b>	0.15	0.03	0.11	0.14	0.02	0.14	0.04	0.02	0.05	0.01	0.04	0.05	0.03	0.17	0.06	0.09	0.18	0.14	0.26	0.01
Don't know	<b>142</b> 14% <sup>abce</sup> ftjpw	3	5	1	8	57	3	39	70	34	110	32	11	51	5	32	23	11	7	1	130
		2%	1%	1%	5% <sup>bc</sup>	9% <sup>abcf</sup>	2%	15%	14%	15%	13%	27% <sup>zj</sup>	11%	11%	5%	17% <sup>p</sup>	20% <sup>p</sup>	14%	14% <sup>w</sup>	1%	13%
Personal finances (NET)	<b>281</b> 28% <sup>r</sup>	65	124	55	43	191	61	84	135	62	245	35	28	133	40	41	21	24	8	35	276
		38% <sup>ze</sup>	30%	28%	28%	29%	36% <sup>ze</sup>	32%	27%	29%	28%	29%	28%	30%	40% <sup>zqr</sup>	22%	18%	31%	16%	33%	28%

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



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**Q.PL01/02**  
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	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>971</b>	171	105	154	104	269	168	971
<b>WEIGHTED BASE</b>	<b>990</b>	161	140*	183	143*	207	156	971
	<b>100%</b>	16%	14%*	18%	14%*	21%	16%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>664</b> 67% <sup>bd</sup> f	108 67% <sup>b</sup>	65 46%	157 86% <sup>za</sup> bdf	76 53%	168 81% <sup>za</sup> bdf	90 58%	667 69%
National health service/Hospitals/ Healthcare	<b>416</b> 42% <sup>abd</sup> d	55 34%	41 29%	101 55% <sup>za</sup> bd	40 28%	109 53% <sup>za</sup> bd	69 44% <sup>bd</sup>	418 43%
Poverty/Inequality	<b>209</b> 21% <sup>f</sup>	44 27% <sup>f</sup>	25 18%	49 27% <sup>f</sup>	24 17%	48 23% <sup>f</sup>	20 12%	208 21%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>197</b> 20% <sup>b</sup>	32 20% <sup>b</sup>	9 7%	53 29% <sup>zb</sup> f	31 21% <sup>b</sup>	48 23% <sup>b</sup>	24 15%	198 20%
Housing	<b>189</b> 19% <sup>f</sup>	32 20%	19 14%	45 24% <sup>f</sup>	30 21%	42 21%	20 13%	179 18%
Economy/Economic situation	<b>173</b> 17% <sup>bf</sup>	36 22% <sup>bf</sup>	14 10%	47 26% <sup>zb</sup> f	25 17% <sup>f</sup>	40 19% <sup>bf</sup>	12 8%	167 17%
Education/Schools	<b>167</b> 17% <sup>f</sup>	28 17% <sup>f</sup>	15 11%	49 27% <sup>zb</sup> df	18 12%	45 21% <sup>zbf</sup>	13 8%	168 17%
Immigration/ immigrants	<b>155</b> 16% <sup>a</sup>	11 7%	17 12%	31 17% <sup>a</sup>	27 19% <sup>a</sup>	35 17% <sup>a</sup>	35 22% <sup>za</sup>	151 16%
Pollution/ Environment	<b>132</b> 13% <sup>f</sup>	30 19% <sup>zf</sup>	15 10%	33 18% <sup>f</sup>	14 9%	32 15% <sup>f</sup>	8 5%	135 14%
Ageing population/ Social care for the elderly	<b>114</b> 12% <sup>abd</sup>	10 6%	6 4%	39 22% <sup>zab</sup> df	7 5%	36 17% <sup>za</sup> bd	16 11%	116 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
Overlap formulae used. \* small base  
Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th December 2018  
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	<b>100%</b>	16%	14%*	18%	14%*	21%	16%	98%
Lack of faith in politics / politicians / government	<b>107</b> 11% <sup>bd</sup>	11 7%	5 4%	35 19% <sup>zab</sup> df	6 4%	35 17% <sup>za</sup> bd	16 10%	113 12%
Public services in general	<b>97</b> 10% <sup>b</sup>	17 11% <sup>b</sup>	3 2%	23 13% <sup>b</sup>	14 10%	27 13% <sup>b</sup>	12 8%	103 11%
Defence/Foreign affairs/ International terrorism	<b>90</b> 9%	8 5%	5 4%	22 12% <sup>ab</sup>	17 12%	28 14% <sup>zab</sup> f	10 6%	87 9%
Pensions/Social security/Benefits	<b>82</b> 8%	8 5%	10 7%	18 10%	11 8%	21 10%	14 9%	88 9%
Unemployment/ Factory closure/ Lack of industry	<b>74</b> 7% <sup>e</sup>	16 10% <sup>ce</sup>	17 12% <sup>ce</sup>	6 3%	14 10%	8 4%	12 8%	69 7%
Drug abuse	<b>65</b> 7%	10 6%	6 4%	14 7%	18 13% <sup>zf</sup>	12 6%	6 4%	64 7%
Low pay/Minimum wage/Fair wages	<b>59</b> 6% <sup>a</sup>	4 3%	10 7%	15 8% <sup>a</sup>	17 12% <sup>zaf</sup> f	7 3%	6 4%	55 6%
Transport/Public transport	<b>58</b> 6% <sup>b</sup>	9 5%	1 1%	16 9% <sup>b</sup>	9 6%	16 8% <sup>b</sup>	7 4%	54 6%
Race relations	<b>57</b> 6%	11 7%	5 3%	11 6%	10 7%	13 6%	7 5%	52 5%
Population levels/ Overpopulation	<b>52</b> 5%	4 2%	3 2%	17 9% <sup>zaf</sup>	8 5%	17 8% <sup>zaf</sup>	4 3%	49 5%

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Inflation/Prices	<b>45</b> <b>5%</b>	6 4%	2 2%	11 6%	9 6%	8 4%	8 5%	52 5%
Taxation	<b>44</b> <b>4%</b>	5 3%	4 3%	6 3%	12 8%	12 6%	4 3%	39 4%
Local government/ Council tax	<b>38</b> 4% <sup>a</sup>	2 1%	1 1%	14 8% <sup>zab</sup>	8 6%	9 4%	4 3%	34 4%
Petrol prices/Fuel	<b>29</b> <b>3%</b>	4 3%	8 5% <sup>f</sup>	7 4%	5 4%	5 2%	1 1%	27 3%
Morality/ Individual behaviour/ Lifestyle	<b>27</b> <b>3%</b>	5 3%	3 2%	4 2%	2 2%	10 5% <sup>z</sup>	2 1%	33 3%
Animal welfare	<b>24</b> <b>2%</b>	4 2%	5 4%	5 3%	2 1%	6 3%	1 1%	23 2%
Nationalisation/ Government control of institutions	<b>22</b> <b>2%</b>	5 3%	1 1%	8 4%	- -	5 2%	4 2%	25 3%
Countryside/Rural life	<b>17</b> <b>2%</b>	4 2%	- -	6 3%	1 1%	6 3%	1 *	17 2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>15</b> <b>2%</b>	2 1%	- -	* *	3 2%	5 2%	5 3%	17 2%
Privatisation	<b>14</b> <b>1%</b>	2 1%	1 1%	3 1%	5 4%	2 1%	* *	15 2%

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	<b>100%</b>	<b>16%</b>	<b>14%*</b>	<b>18%</b>	<b>14%*</b>	<b>21%</b>	<b>16%</b>	<b>98%</b>
Nuclear weapons/ Nuclear war/ Disarmament	<b>14</b> <b>1%</b>	2 1%	- -	3 2%	2 1%	5 2%	1 1%	14 1%
Trade unions/ Strikes	<b>11</b> <b>1%</b>	3 2%	1 1%	- -	* *	6 3%zc	* *	15 2%
Northern Ireland	<b>9</b> <b>1%</b>	3 2%	1 1%	- -	1 *	2 1%	2 2%	11 1%
Pound/Exchange rate/Value of pound	<b>7</b> <b>1%</b>	2 1%	2 1%	2 1%	- -	1 1%	* *	8 1%
AIDS	<b>3</b> <b>*</b>	- -	1 1%	2 1%	- -	- -	- -	2 *
Median	<b>2</b>	2	2	3	2	3	2	2
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> <b>*</b>	- -	- -	1 1%	- -	- -	1 1%	2 *
Foot and mouth outbreak/Farming crisis	<b>1</b> <b>*</b>	- -	- -	- -	- -	- -	1 *	1 *
Other	<b>46</b> <b>5%</b>	10 6%	5 4%	12 7%	6 4%	6 3%	5 3%	45 5%
MEAN NUMBER OF MENTIONS	3.70b f	3.55b	2.63	4.78z abdf	3.43b	4.31z abdf	3.00	3.76
STANDARD ERROR	<b>0.10</b>	0.23	0.18	0.30	0.23	0.21	0.17	0.10
ERROR VARIANCE	<b>0.01</b>	0.05	0.03	0.09	0.05	0.04	0.03	0.01

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	<b>100%</b>	16%	14%*	18%	14%*	21%	16%	98%
Don't know	<b>142</b>	29	41	10	19	16	26	130
		14% <sup>ce</sup>	18% <sup>ce</sup>	30% <sup>zcd</sup>	5%	14%	8%	17% <sup>ce</sup>
Personal finances (NET)	<b>281</b>	47	40	60	43	59	32	276
		28% <sup>f</sup>	29%	28%	33% <sup>f</sup>	30%	28%	20%

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