

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
<b>100%</b>		49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b> 54% <sup>bd</sup> ioq	287 59% <sup>zb</sup>	251 49%	63 46%	75 45%	82 53%	101 59% <sup>i</sup>	83 58% <sup>di</sup>	133 60% <sup>cd</sup>	138 45%	183 56% <sup>i</sup>	216 59% <sup>zc</sup>	220 48%	318 59%	168 63% <sup>zn</sup>	161 57% <sup>oq</sup>	104 50%	105 43%	329 60% <sup>zo</sup>	209 46%	560 57%
National health service/Hospitals/ Healthcare	<b>70</b> 7% <sup>a</sup>	22 4%	49 10% <sup>za</sup>	16 11%	12 7%	9 6%	8 5%	13 9%	12 6%	28 9%	18 5%	25 7%	37 8%	33 6%	13 5%	27 9% <sup>p</sup>	16 8%	15 6%	40 7%	30 7%	73 7%
Immigration/ immigrants	<b>69</b> 7% <sup>lp</sup>	31 6%	38 7%	10 7%	7 4%	13 9%	10 6%	10 7%	18 8%	17 6%	23 7%	28 8%	30 7%	38 7%	9 4%	17 6%	23 11% <sup>zlp</sup>	19 8%	27 5%	42 9% <sup>zlp</sup>	58 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>37</b> 4% <sup>ap</sup>	10 2%	27 5% <sup>za</sup>	4 3%	4 3%	4 2%	7 4%	9 7%	9 4%	9 3%	10 3%	18 5%	12 3%	25 5%	4 2%	7 2%	9 4%	17 7% <sup>zlm</sup>	11 2%	27 6% <sup>zlm</sup>	28 3%
Poverty/Inequality	<b>33</b> 3% <sup>a</sup>	7 2%	26 5% <sup>za</sup>	6 4%	10 6%	4 2%	6 4%	3 2%	5 2%	15 5%	10 3%	8 2%	19 4%	14 3%	15 6% <sup>nq</sup>	10 3%	2 1%	7 3%	25 5% <sup>n</sup>	9 2%	31 3%
Economy/Economic situation	<b>27</b> 3%	15 3%	12 2%	3 2%	8 5%	7 4%	4 2%	2 1%	3 2%	11 4%	11 3%	5 1%	17 4%	10 2%	7 3%	6 2%	7 3%	7 3%	13 2%	14 3%	27 3%
Unemployment/ Factory closure/ Lack of industry	<b>19</b> 2% <sup>m</sup>	12 3%	7 1%	5 4%	5 3%	4 2%	1 1%	1 1%	4 2%	10 3%	5 1%	5 1%	13 3%	6 1%	6 2%	1 1%	6 3%	7 3%	7 1% <sup>m</sup>	12 3%	17 2%
Lack of faith in politics / politicians / government	<b>18</b> 2%	10 2%	7 1%	1 1%	2 1%	3 2%	1 *	2 2%	9 4% <sup>z</sup>	3 1%	3 1%	11 3%	6 1%	12 2%	3 1%	7 2%	4 2%	5 2%	9 2%	8 2%	19 2%
Housing	<b>16</b> 2% <sup>hkg</sup>	4 1%	12 2%	6 4% <sup>zhk</sup>	3 2%	3 2%	3 2%	1 *	* *	9 3% <sup>hk</sup>	6 2%	1 *	11 2%	4 1%	6 2%	7 3% <sup>q</sup>	* *	2 1%	13 2% <sup>zq</sup>	2 1%	18 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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Pensions/Social security/Benefits	13	9	5	-	2	1	7	1	3	2	8	3	3	10	7	*	*	6	7	6	9
	1% <sub>m</sub>	2%	1%	-	1%	1%	4% <sub>z</sub>	*	1%	1%	2% <sub>e</sub>	1%	1%	2%	3% <sub>m</sub>	*	*	2% <sub>m</sub>	1% <sub>m</sub>	1% <sub>n</sub>	1%
Low pay/Minimum wage/Fair wages	13	7	7	2	7	-	4	-	-	9	4	-	9	4	-	2	3	9	2	11	8
	1% <sub>kp</sub>	1%	1%	1% <sub>k</sub>	4% <sub>zeg</sub>	-	2% <sub>k</sub>	-	-	3% <sub>zhk</sub>	1%	-	2%	1%	-	1%	1%	4% <sub>zlp</sub>	*	3% <sub>zlp</sub>	1%
					hk																
Pollution/Environment	10	5	5	1	1	2	4	2	*	1	6	2	4	6	6	1	2	2	7	4	10
	1%	1%	1%	1%	*	2%	2%	1%	*	*	2%	1%	1%	1%	2%	*	1%	1%	1% <sub>m</sub>	1%	1%
Ageing population/Social care for the elderly	10	4	6	-	1	1	2	-	6	1	4	6	2	8	4	1	3	2	5	5	10
	1%	1%	1%	-	*	1%	1%	-	2% <sub>zi</sub>	*	1%	2%	*	1%	2%	*	1%	1%	1% <sub>m</sub>	1%	1%
Education/Schools	10	3	7	4	1	2	3	-	-	4	5	-	6	3	-	5	2	3	5	5	8
	1%	1%	1%	3% <sub>hk</sub>	1%	1%	2% <sub>k</sub>	-	-	1% <sub>k</sub>	2% <sub>k</sub>	-	1%	1%	-	2%	1%	1%	1%	1%	1%
Inflation/Prices	8	8	-	1	2	2	1	2	-	3	3	2	5	4	-	-	3	6	-	8	5
	1%	2% <sub>zb</sub>	-	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	-	-	1% <sub>p</sub>	2% <sub>mp</sub>	-	2% <sub>zmp</sub>	1%
Drug abuse	8	6	1	1	3	2	1	-	-	4	3	-	6	1	1	2	1	4	3	5	8
	1%	1%	*	1%	2% <sub>k</sub>	1%	1%	-	-	1% <sub>k</sub>	1%	-	1%	*	*	1%	*	2%	*	1%	1%
Morality/Individual behaviour/Lifestyle	7	2	5	1	-	1	-	1	4	1	1	5	2	5	-	3	-	4	3	4	6
	1%	*	1%	1%	-	*	-	1%	2% <sub>z</sub>	*	*	1%	*	1%	-	1%	-	1%	1%	1%	1%
Public services in general	7	2	5	-	1	2	-	2	2	1	2	4	3	4	3	3	-	-	7	-	6
	1%	*	1%	-	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1% <sub>q</sub>	-	-	1%	-	1%
Transport/Public transport	6	1	4	-	3	1	-	1	-	3	1	1	5	1	1	1	-	3	2	3	3
	1%	*	1%	-	2%	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  
 Overlap formulae used. \* small base

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**Table 1**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
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	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Defence/Foreign affairs/International terrorism	5 1%p	4 1%	2 *	2 1%	1 1%	-	1 1%	-	1 *	3 1%	1 *	1 *	3 1%	2 *	1 *	-	3 2%p	2 1%	1 *	5 1%	5 1%
Petrol prices/Fuel	4 *	4 1%	-	-	-	4 2%zhi k	-	-	-	-	4 1%	-	4 1%	-	-	-	4 2%zmp	-	-	4 1%	2 *
Race relations	4 *	1 *	3 1%	1 1%	2 1%	-	-	1 *	-	3 1%	-	1 *	3 1%	1 *	2 1%	1 *	1 *	-	3 1%	1 *	4 *
Local government/ Council tax	3 *	2 *	2 *	1 1%	1 *	-	2 1%	-	1 *	1 *	2 *	1 *	1 *	2 *	-	2 1%	-	1 *	2 *	1 *	5 1%
Population levels/ Overpopulation	3 *	2 *	2 *	-	-	-	-	-	3 1%z	-	-	3 1%	-	3 1%	2 1%	-	2 1%	-	2 *	2 *	2 *
Taxation	3 *	3 1%	1 *	-	1 *	2 1%	-	-	1 *	1 *	2 *	1 *	2 *	1 *	-	-	2 1%	1 1%	-	3 1%	4 *
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 *	-	1 *
Animal welfare	1 *	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Countryside/Rural life	* *	- *	* *	- *	- *	- *	- *	- *	* *	- *	- *	* *	- *	* *	- *	- *	- *	- *	* *	- *	* *
Bird flu/Pandemic flu/Swine flu/ Ebola	* *	* *	- *	- *	- *	- *	- *	- *	* *	- *	- *	* *	- *	* *	* *	- *	- *	- *	* *	- *	1 *

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<b>UNWEIGHTED BASE</b>	<b>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
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	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	<b>16</b> <b>2%</b>	9 2%	6 1%	3 3%	4 2%	2 1%	1 1%	2 2%	4 2%	7 2%	3 1%	6 2%	9 2%	7 1%	6 2%	4 1%	4 2%	3 1%	9 2%	7 1%	15 2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>42</b> <b>4%l</b>	20 4%	22 4%	7 5%	13 8%zfh	6 4%	3 2%	7 5%	5 2%	20 7%zh	9 3%	12 3%	27 6%	15 3%	3 1%	15 5%lp	8 4%	16 7%l	17 3%l	24 5%l	39 4%

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>	984	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
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	100%	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Personal finances (NET)	59	26	32	9	19	9	12	6	5	28	21	10	37	22	15	12	11	21	27	32	46
	6%hk	5%	6%	6%	11%zgh	6%	7%	4%	2%	9%zhk	6%h	3%	8%	4%	6%	4%	5%	9%	5%	7%	5%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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**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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b> 54% <sup>oo</sup>	475 55%	22 45%	41 49%	179 55%	139 58%	156 50%	134 51%	202 55% <sup>i</sup>	64 47%	143 51%	78 55%	190 58% <sup>no</sup>	180 60% <sup>no</sup>	61 46%	99 45%	371 59% <sup>zn</sup>	160 45%	560 57%
National health service/Hospitals/ Healthcare	<b>70</b> 7%	57 7%	5 10%	9 10%	23 7%	14 6%	22 7%	17 7%	25 7%	7 5%	14 5%	7 5%	23 7%	25 8%	11 8%	10 4%	48 8%	21 6%	73 7%
Immigration/ immigrants	<b>69</b> 7% <sup>aa</sup>	46 5%	10 20% <sup>za</sup> efghi j	13 16% <sup>zad</sup> efghij	27 8% <sup>ae</sup>	14 6%	24 8% <sup>g</sup>	14 5%	18 5%	5 4%	16 6%	11 8%	24 7%	19 6%	12 9%	14 6%	43 7%	26 7%	58 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>37</b> 4% <sup>am</sup>	35 4%	- -	2 3%	14 4%	12 5%	9 3%	9 4%	14 4%	3 2%	14 5% <sup>i</sup>	11 8%	22 7% <sup>zmp</sup>	2 1%	6 5% <sup>m</sup>	7 3%	24 4% <sup>m</sup>	13 4% <sup>m</sup>	28 3%
Poverty/Inequality	<b>33</b> 3% <sup>fg</sup>	29 3% <sup>fg</sup>	1 1%	4 4%	13 4% <sup>f</sup>	9 4%	3 1%	3 1%	17 5% <sup>fg</sup>	12 8% <sup>zaf</sup> gh	16 6% <sup>fg</sup>	4 3%	8 2%	12 4%	2 1%	11 5%	20 3%	12 3%	31 3%
Economy/Economic situation	<b>27</b> 3%	23 3%	4 7% <sup>c</sup>	- -	10 3%	10 4%	8 3% <sup>g</sup>	4 2%	9 2%	2 2%	7 2%	4 3%	10 3%	7 2%	1 1%	9 4%	17 3%	10 3% <sup>n</sup>	27 3%
Unemployment/ Factory closure/ Lack of industry	<b>19</b> 2%	19 2%	- -	- -	3 1%	3 1%	12 4% <sup>z</sup>	12 4% <sup>zad</sup> h	4 1%	2 1%	4 1%	2 2%	3 1%	7 2%	4 3%	5 2%	9 1%	9 2%	17 2%
Lack of faith in politics / politicians / government	<b>18</b> 2%	16 2%	- -	2 2%	5 2%	4 1%	3 1%	3 1%	9 3%	6 4%	8 3%	3 2%	11 3% <sup>zop</sup>	2 1%	4 3%	1 *	13 2%	5 1% <sup>o</sup>	19 2%

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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 Number of sample points : 155  
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## ISSUES INDEX JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Housing	<b>16</b> <b>2%</b>	15 2%	- -	1 1%	3 1%	3 1%	3 1%	3 1%	9 3%	8 6%zad efgh	9 3%	2 1%	2 1%	4 1%	4 3%	5 2%	7 1%	9 3%	18 2%
Pensions/Social security/Benefits	<b>13</b> <b>1%</b>	12 1%	* 1%	1 1%	2 1%	1 *	3 1%	2 1%	9 2%	3 2%	9 3%za	6 4%zad e	3 1%	7 2%	4 3%o	- -	10 2%	4 1%	9 1%
Low pay/Minimum wage/Fair wages	<b>13</b> <b>1%<sup>ap</sup></b>	13 1%	1 2%	- -	- -	- -	8 3%de	8 3%zde	5 1%	5 4%deh	5 2%	- -	- -	2 1%	3 2%l	8 4%zlp	2 *	11 3%zlp	8 1%
Pollution/Environment	<b>10</b> <b>1%<sup>a</sup></b>	4 1%	4 7%zad eghjk	2 3%e	2 1%	- -	6 2%ag	3 1%	2 1%	1 1%	1 *	- -	2 *	2 1%	1 1%	3 1%	3 1%	3 1%	10 1%
Ageing population/Social care for the elderly	<b>10</b> <b>1%</b>	7 1%	2 3%g	1 1%	4 1%	3 1%	2 1%g	* *	4 1%	- -	3 1%	3 2%	3 1%	5 2%	1 1%	1 *	8 1%	2 *	10 1%
Education/Schools	<b>10</b> <b>1%</b>	9 1%	* 1%	- -	2 1%	2 1%	6 2%	5 2%	2 1%	2 1%	2 1%	- -	- -	5 2%	1 *	5 2%l	5 1%	5 1%	8 1%
Inflation/Prices	<b>8</b> <b>1%</b>	8 1%	- -	- -	3 1%	3 1%	4 1%	4 1%	2 *	- -	2 1%	2 1%	- -	- -	- -	8 4%zlm np	- -	8 2%zlm p	5 1%
Drug abuse	<b>8</b> <b>1%<sup>ap</sup></b>	8 1%	- -	- -	1 *	1 1%	4 1%	4 2%	2 *	2 1%	2 1%	- -	1 *	- -	2 1% <sup>p</sup>	5 2%zlm p	1 *	7 2%zlp	8 1%
Morality/Individual behaviour/Lifestyle	<b>7</b> <b>1%</b>	7 1%	- -	- -	2 1%	2 1%	4 1%	4 1%	2 *	- -	2 1%	2 1%	5 2%	- -	- -	2 1%	5 1%	2 *	6 1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (PUBLIC - FINAL)

**Table 2**  
**Q.PL01**  
**What would you say is the most important issue 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)
<b>UNWEIGHTED BASE</b>	<b>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Public services in general	7 1%	7 1%	- -	- -	2 1%	2 1%	1 *	1 *	3 1%	1 1%	1 *	- -	4 1%	3 1%	- -	- -	7 1%	- -	6 1%
Transport/Public transport	6 1%	6 1%	- -	- -	1 *	1 *	3 1%	3 1%	1 *	- -	- -	- -	1 *	1 *	- -	3 2%	2 *	3 1%	3 *
Defence/Foreign affairs/International terrorism	5 1%	5 1%	1 1%	- -	3 1%	3 1%	2 1%	1 *	* *	* *	* *	- -	3 1%	1 *	1 1%	- -	4 1%	1 *	5 1%
Petrol prices/Fuel	4 *	4 *	- -	- -	- -	- -	2 1%	2 1%	2 1%	2 1%	2 1%	- -	- -	- -	- -	4 2%zlp	- -	4 1%p	2 *
Race relations	4 *	4 *	- -	- -	1 *	1 1%	- -	- -	2 1%	2 1%	2 1%	1 *	1 *	- -	- -	2 1%	1 *	2 1%	4 *
Local government/Council tax	3 *	3 *	- -	1 1%	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	2 1%	1 *	2 1%	5 1%
Population levels/Overpopulation	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	2 1%	2 1%	3 1%	- -	- -	- -	3 1%	- -	2 *
Taxation	3 *	3 *	- -	1 1%	2 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	2 1%	1 *	3 1%	4 *
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 *
Animal welfare	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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<b>UNWEIGHTED BASE</b>	<b>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
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	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Countryside/Rural life	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	1
Bird flu/Pandemic flu/Swine flu/Ebola	*	*	-	-	-	-	-	-	*	*	*	-	*	-	-	-	*	-	1
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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<b>UNWEIGHTED BASE</b>	<b>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
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	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Other	<b>16</b>	13	-	2	5	3	6	6	4	2	3	1	4	5	3	4	9	7	15
	<b>2%</b>	2%	-	3%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>42</b>	36	1	5	12	8	17	15	13	8	11	3	5	11	12	12	16	24	39
	4% <sub>p</sub>	4%	2%	6%	4%	3%	5%	6%	3%	6%	4%	2%	2%	4%	9% <sub>zlm</sub>	6% <sub>l</sub>	3%	7% <sub>zip</sub>	4%
Personal finances (NET)	<b>59</b>	54	1	4	16	13	17	16	26	18	24	6	8	14	4	31	22	36	46
	6% <sub>p</sub>	6%	3%	4%	5%	5%	5%	6%	7%	13% <sub>zad</sub>	9% <sub>k</sub>	4%	2%	5%	3%	14% <sub>zlm</sub>	3%	10% <sub>zlm</sub>	5%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**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 (v)	LEAVE (w)		DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-.**	-.**	-.**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-.**	-.**	-.**	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b>	232	75	230	101	141	31	222	65	74	247	143	-	-	-	560
	54%	55%	55%	52%	64%zg	51%	78%zg	50%	43%	54%	62%zl	49%	-	-	-	57%
National health service/Hospitals/ Healthcare	<b>70</b>	27	9	34	4	27	-	31	15	8	22	26	-	-	-	73
	7%f	7%	7%	8%	2%	10%f	-	7%	10%	6%	5%	9%	-	-	-	7%
Immigration/ immigrants	<b>69</b>	25	5	39	13	7	4	33	15	12	20	20	-	-	-	58
	7%g	6%	4%	9%	8%g	3%	10%g	7%	10%	9%	5%	7%	-	-	-	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>37</b>	7	2	28	4	4	1	27	8	4	10	12	-	-	-	28
	4%ag	2%	2%	6%za	2%	1%	2%	6%	5%	3%	3%	4%	-	-	-	3%
Poverty/Inequality	<b>33</b>	13	6	14	-	24	-	6	5	1	20	12	-	-	-	31
	3%f	3%	4%	3%	-	9%zf	-	1%	3%	1%	5%	4%	-	-	-	3%
Economy/Economic situation	<b>27</b>	16	4	7	5	6	1	12	3	2	17	9	-	-	-	27
	3%	4%	3%	2%	3%	2%	3%	3%	2%	1%	4%	3%	-	-	-	3%
Unemployment/ Factory closure/ Lack of industry	<b>19</b>	11	4	5	1	8	1	10	4	2	4	5	-	-	-	17
	2%	3%	3%	1%	1%	3%	2%	2%	3%	1%	1%	2%	-	-	-	2%
Lack of faith in politics / politicians / government	<b>18</b>	4	1	13	3	8	-	5	5	5	6	2	-	-	-	19
	2%	1%	1%	3%z	2%	3%	-	1%	3%	4%	2%	1%	-	-	-	2%
Housing	<b>16</b>	2	2	11	3	6	-	6	2	1	8	5	-	-	-	18
	2%a	*	2%	3%za	2%	2%	-	1%	2%	1%	2%	2%	-	-	-	2%

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<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
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	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
Pensions/Social security/Benefits	<b>13</b>	7	*	6	9	1	-	3	3	1	8	2	-	-	-	9
	<b>1%</b>	2%	*	1%	5%zg	1%	-	1%	2%	1%	2%	1%	-	-	-	1%
Low pay/Minimum wage/Fair wages	<b>13</b>	8	3	2	-	6	-	8	5	-	2	7	-	-	-	8
	<b>1%<sup>c</sup></b>	2%	3%	*	-	2%	-	2%	4%zn	-	*	2%	-	-	-	1%
Pollution/Environment	<b>10</b>	6	4	1	-	2	-	6	2	2	5	1	-	-	-	10
	<b>1%<sup>c</sup></b>	1%	3% <sup>c</sup>	*	-	1%	-	1%	1%	2%	1%	*	-	-	-	1%
Ageing population/Social care for the elderly	<b>10</b>	2	3	5	-	4	1	4	3	1	5	2	-	-	-	10
	<b>1%</b>	1%	2%	1%	-	1%	2%	1%	2%	*	1%	1%	-	-	-	1%
Education/Schools	<b>10</b>	5	*	4	-	3	-	6	1	3	4	6	-	-	-	8
	<b>1%</b>	1%	*	1%	-	1%	-	1%	1%	2%	1%	2%	-	-	-	1%
Inflation/Prices	<b>8</b>	8	-	-	1	1	-	6	-	4	-	5	-	-	-	5
	<b>1%</b>	2% <sup>zc</sup>	-	-	1%	*	-	1%	-	3%zn	-	2%	-	-	-	1%
Drug abuse	<b>8</b>	4	2	2	1	2	-	4	1	2	1	4	-	-	-	8
	<b>1%</b>	1%	1%	*	1%	1%	-	1%	*	2%	*	1%	-	-	-	1%
Morality/Individual behaviour/Lifestyle	<b>7</b>	2	-	5	-	1	-	6	1	3	2	1	-	-	-	6
	<b>1%</b>	*	-	1%	-	*	-	1%	1%	2%	*	*	-	-	-	1%
Public services in general	<b>7</b>	3	1	2	3	2	1	1	-	-	4	3	-	-	-	6
	<b>1%</b>	1%	1%	1%	2%	1%	2%	*	-	-	1%	1%	-	-	-	1%
Transport/Public transport	<b>6</b>	5	-	1	-	-	-	6	-	-	1	3	-	-	-	3
	<b>1%</b>	1%	-	*	-	-	-	1%	-	-	*	1%	-	-	-	*

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<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-.**	-.**	-.**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-.**	-.**	-.**	98%
Defence/Foreign affairs/International terrorism	5 1%	3 1%	-	2 *	1 1%	2 1%	-	2 *	-	*	3 1%	2 1%	-	-	-	5 1%
Petrol prices/Fuel	4 *	4 1%	-	-	-	2 1%	-	2 *	2 1%	2 1%	-	2 1%	-	-	-	2 *
Race relations	4 *	2 *	1 1%	1 *	1 *	1 *	-	1 *	-	1 1%	2 1%	-	-	-	-	4 *
Local government/Council tax	3 *	1 *	-	3 1%	-	-	-	3 1%	-	1 *	1 *	1 *	-	-	-	5 1%
Population levels/Overpopulation	3 *	-	-	3 1%	2 1%	-	-	-	2 1%	2 1%	-	-	-	-	-	2 *
Taxation	3 *	1 *	1 *	1 *	-	2 1%	-	1 *	1 *	2 1%	1 *	2 1%	-	-	-	4 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	-	-	-	1
Nationalisation/Government control of institutions	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *
Animal welfare	1 *	-	-	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *
Countryside/Rural life	* *	-	-	* *	-	*	-	-	-	-	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/Ebola	* *	-	-	* *	-	-	*	-	* *	-	-	-	-	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 4th - 14th January 2019  
Number of sample points : 155  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (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 (v)	LEAVE (w)		DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-**	-**	-**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	<b>16</b>	6	2	8	5	5	-	5	3	2	4	5	-	-	-	15
	<b>2%</b>	1%	2%	2%	3%	2%	-	1%	2%	1%	1%	2%	-	-	-	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	1.00

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x  
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**ISSUES INDEX JANUARY 2019 (PUBLIC - FINAL)**

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<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-**	-**	-**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
Don't know	<b>42</b>	14	10	18	2	8	-	29	6	2	4	14	-	-	-	39
	4% <sup>n</sup>	3%	7%	4%	1%	3%	-	6%	4%	1%	1%	5%	-	-	-	4%
Personal finances (NET)	<b>59</b>	33	9	16	1	33	-	22	13	7	21	25	-	-	-	46
	6% <sup>cf</sup>	8% <sup>c</sup>	7%	4%	1%	12% <sup>zfh</sup>	-	5%	8%	5%	5%	9%	-	-	-	5%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**BASE: ALL ADULTS AGED 18+**

	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
	TOTAL (z)	ECON OMY (a)	NHS/ 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>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
<b>WEIGHTED BASE</b>	<b>1001</b>	171	436	171	194	630	215	268	573	159	871	125*	103	439	96*	208	119*	100*	69*	126	984
	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%*	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>537</b>	102	252	87	86	537	119	131	302	104	481	54	60	238	63	120	71	58	-	86	560
	54%tkv	60%t	58%zt	51%	44%	85%zab	55%t	49%	53%	66%zgh	55%zk	43%	59%	54%	66%z	58%	60%	58%	-	69%zv	57%
National health service/Hospitals/ Healthcare	<b>70</b>	5	70	8	17	22	20	18	36	15	59	11	10	27	5	8	6	3	-	17	73
	7%ae	3%	16%zace	5%	9%ae	3%	9%ae	7%	6%	10%	7%	9%	9%	6%	6%	4%	5%	3%	-	13%zv	7%
Immigration/ immigrants	<b>69</b>	6	33	4	69	13	5	17	44	9	67	1	4	28	1	20	10	10	69	-	58
	7%cefk	3%	8%acef	3%	35%zabc	2%	2%	6%	8%	5%	8%zk	1%	4%	6%	1%	9%p	8%p	10%p	100%zw	-	6%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>37</b>	4	11	37	4	3	1	9	27	1	33	4	2	7	-	10	4	6	-	4	28
	4%efim	3%e	3%e	22%zabe	2%e	1%	*	3%	5%i	*	4%	3%	2%	2%	-	5%	3%	6%p	-	3%	3%
Poverty/Inequality	<b>33</b>	1	14	3	2	9	9	13	18	2	23	10	2	16	7	6	4	3	-	2	31
	3%aej	*	3%e	2%	1%	1%	4%ae	5%	3%	1%	3%	8%zj	2%	4%	7%z	3%	4%	3%	-	2%	3%
Economy/Economic situation	<b>27</b>	27	14	6	4	10	5	5	17	5	26	1	5	15	3	8	4	3	-	4	27
	3%e	16%zbc	3%e	3%	2%	2%	2%	2%	3%	3%	3%	1%	5%	3%	3%	4%	4%	3%	-	3%	3%
Unemployment/ Factory closure/ Lack of industry	<b>19</b>	1	2	1	2	2	2	3	16	1	15	4	4	10	1	4	3	2	-	2	17
	2%be	*	1%	1%	1%	*	1%	1%	3%	1%	2%	3%	4%	2%	1%	2%	2%	2%	-	2%	2%
Lack of faith in politics / politicians / government	<b>18</b>	3	5	4	-	6	4	2	12	3	16	2	-	4	1	8	6	3	-	-	19
	2%e	2%	1%	2%	-	1%	2%	1%	2%	2%	2%	2%	-	1%	1%	4%z	5%z	3%	-	-	2%

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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)	
<b>UNWEIGHTED BASE</b>	<b>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
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	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Housing	<b>16</b> 2%e	1 *	8 2%e	* *	2 1%	5 1%	9 4%zabc e	8 3%zi	7 1%	- -	12 1%	4 3%	2 2%	2 1%	4 4%	2 1%	2 2%	* *	- -	2 2%	18 2%
Pensions/Social security/Benefits	<b>13</b> 1%be	- -	* *	* *	2 1%	3 *	6 3%be	3 1%	10 2%	* *	13 2%	- -	2 2%	6 1%	- -	- -	- -	- -	- -	2 1%	9 1%
Low pay/Minimum wage/Fair wages	<b>13</b> 1%be	5 3%bet	- -	- -	- -	- -	4 2%be	3 1%	11 2%	- -	10 1%	4 3%	- -	11 3%	- -	- -	- -	- -	- -	- -	8 1%
Pollution/Environment	<b>10</b> 1%	3 2%	4 1%	2 1%	- -	7 1%	4 2%	4 2%h	- -	6 4%zh	10 1%	- -	1 1%	6 1%	* *	2 1%	2 2%	- -	- -	- -	10 1%
Ageing population/Social care for the elderly	<b>10</b> 1%e	3 2%	4 1%	1 1%	1 1%	3 *	4 2%e	1 *	7 1%	2 1%	10 1%	- -	3 3%zm	2 *	- -	1 *	* *	1 1%	- -	1 1%	10 1%
Education/Schools	<b>10</b> 1%bej	2 1%	* *	- -	- -	1 *	10 4%zbc t	1 1%	6 1%	2 1%	4 *	5 4%zi	* *	5 1%	- -	- -	- -	- -	- -	- -	8 1%
Inflation/Prices	<b>8</b> 1%ej	- -	- -	- -	1 1%	- -	2 1%	5 2%z	3 1%	- -	5 1%	4 3%j	- -	8 2%	- -	3 1%	- -	3 3%	- -	1 1%	5 1%
Drug abuse	<b>8</b> 1%e	- -	1 *	2 1%e	- -	1 *	1 1%	5 2%	2 *	1 *	5 1%	1 *	* *	5 1%	- -	* *	- -	* *	- -	- -	8 1%
Morality/Individual behaviour/Lifestyle	<b>7</b> 1%e	- -	2 *	3 2%e	1 1%	1 *	- -	2 1%	5 1%	- -	7 1%	- -	- -	2 *	1 1%	* *	- -	* *	- -	1 1%	6 1%

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	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
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	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Public services in general	7 1%e	2 1%	2 *	1 *	- -	2 *	- -	2 1%	4 1%	1 *	7 1%	- -	1 1%	4 1%	2 2%	2 1%	2 1%	- -	- -	- -	6 1%
Transport/Public transport	6 1%	- -	- -	- -	- -	- -	- -	- -	6 1%	- -	6 1%	- -	- -	5 1%	2 2%zq	- -	- -	- -	- -	- -	3 *
Defence/Foreign affairs/ International terrorism	5 1%	1 1%	2 1%	1 1%	- -	- -	2 1%	4 1%	2 *	- -	4 *	1 1%	- -	3 1%	* *	3 1%	1 1%	2 2%	- -	- -	5 1%
Petrol prices/Fuel	4 *	2 1%e	- -	2 1%e	- -	- -	2 1%	2 1%	2 *	- -	- -	4 3%zi	- -	4 1%	- -	- -	- -	- -	- -	- -	2 *
Race relations	4 *	2 1%e	- -	- -	- -	- -	2 1%	2 *	- -	- -	3 *	1 1%	1 1%	2 *	2 2%z	1 *	1 *	- -	- -	- -	4 *
Local government/ Council tax	3 *	1 *	1 *	1 *	- -	- -	1 1%	1 *	2 *	1 1%	2 *	1 1%	- -	1 *	- -	1 *	- -	1 1%	- -	- -	5 1%
Population levels/ Overpopulation	3 *	- -	3 1%	3 2%ze	2 1%	2 *	2 1%	- -	2 *	2 1%	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Taxation	3 *	1 *	1 *	1 *	- -	- -	3 1%	1 *	- -	- -	2 *	1 1%	1 1%	1 *	- -	2 1%	2 1%	- -	- -	- -	4 *
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%zm	- -	- -	1 *	1 1%	- -	- -	- -	1 *
Animal welfare	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *

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Countryside/Rural life	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-	1
Bird flu/Pandemic flu/Swine flu/Ebola	*	-	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	1
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Number of sample points : 155  
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**ISSUES INDEX JANUARY 2019 (PUBLIC - FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
	TOTAL (z)	ECONOMY (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>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
<b>WEIGHTED BASE</b>	<b>1001</b>	171	436	171	194	630	215	268	573	159	871	125*	103	439	96*	208	119*	100*	69*	126	984
	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Other	<b>16</b>	-	3	1	*	-	1	8	6	2	14	2	-	8	1	1	1	-	-	*	15
	2%e	-	1%	*	*	-	*	3%	1%	1%	2%	1%	-	2%	1%	*	1%	-	-	*	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>42</b>	-	2	1	*	4	-	16	23	2	31	10	5	19	2	6	1	5	-	*	39
	4%abce	-	1%	1%	*	1%	-	6%i	4%	2%	4%	8%	4%	4%	2%	3%	1%	5%	-	*	4%
Personal finances (NET)	<b>59</b>	8	14	5	3	9	16	23	34	2	37	22	2	39	7	9	4	6	-	3	46
	6%beti	5%e	3%e	3%	2%	1%	8%bet	9%i	6%i	1%	4%	17%zi	2%	9%zi	7%	4%	4%	6%	-	3%	5%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - 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 JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>630</b>	333	297	72	91	100	114	96	157	163	214	253	263	367	196	189	122	123	386	245	657
	63%bc dioq	68%zb	58%	52%	54%	64%	66%i	67%ci	70%zc	53%	65%ci	69%zc	57%	68%	74%zn	67%oq	59%	50%	70%zn	54%	67%
National health service/Hospitals/ Healthcare	<b>436</b>	187	248	57	53	57	81	70	117	110	138	188	167	269	142	121	85	87	264	172	446
	44%ad ioq	38%	49%za	41%	31%	37%	47%d	49%di	53%zd	36%	42%	51%zd	36%	50%	53%zm	43%	41%	36%	48%zm	38%	45%
Education/Schools	<b>215</b>	95	120	39	31	33	48	27	36	70	81	63	104	111	96	53	33	33	149	66	216
	21%hk oq	19%	24%	28%hk	19%	22%	28%hk	19%	16%	23%	25%hk	17%	22%	21%	36%zm	19%	16%	13%	27%zm	15%	22%
Poverty/Inequality	<b>196</b>	80	116	35	30	27	47	27	30	65	74	57	92	103	70	57	27	40	128	68	201
	20%ah knq	16%	23%za	25%hk	18%	18%	27%hk	18%	14%	21%h	23%eh	15%	20%	19%	26%zn	20%	13%	17%	23%zn	15%	20%
Immigration/ immigrants	<b>194</b>	89	106	26	18	32	33	31	55	44	64	86	76	119	38	56	48	52	94	101	196
	19%di	18%	21%	19%	11%	20%	19%	22%d	25%zd	14%	20%	23%zd	16%	22%	14%	20%	23%l	22%	17%	22%l	20%
Housing	<b>189</b>	89	100	22	30	29	51	25	32	52	81	57	81	108	62	60	31	36	122	67	187
	19%hk q	18%	20%	16%	18%	19%	30%zc ghik	17%	14%	17%	25%ze hk	15%	18%	20%	23%q	21%	15%	15%	22%zo q	15%	19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>171</b>	85	86	15	23	26	29	27	51	38	55	78	64	107	34	40	45	53	73	98	167
	17%ip	17%	17%	11%	14%	17%	17%	19%	23%zc	12%	17%	21%zc	14%	20%	13%	14%	22%lp	22%lm	13%	22%zl	17%
Economy/Economic situation	<b>171</b>	98	73	13	32	21	45	23	37	45	66	60	66	105	61	38	32	40	99	72	174
	17%cm	20%	14%	9%	19%	14%	26%zc eik	16%	17%	15%c	20%ce	16%	14%	19%	23%zm	13%	16%	16%	18%m	16%	18%
Pollution/ Environment	<b>124</b>	59	64	17	18	21	34	15	19	35	55	34	56	68	63	24	21	16	87	37	121
	12%hk moq	12%	13%	12%	11%	14%	20%zh k	11%	9%	11%	17%zhk	9%	12%	13%	24%zmn	8%	10%	6%	16%zmo	8%	12%

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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Lack of faith in politics / politicians / government	<b>113</b>	67	46	14	16	13	16	20	34	30	30	53	44	70	34	33	22	24	67	46	108
	<b>11%</b>	14%	9%	10%	10%	9%	9%	14%	15%	10%	9%	15%z	9%	13%	13%	12%	11%	10%	12%	10%	11%
Unemployment/ Factory closure/ Lack of industry	<b>97</b>	58	39	16	20	19	14	16	13	35	33	29	54	43	23	22	27	25	45	52	88
	<b>10%</b> h	12%	8%	11%	12%	12%	8%	11%	6%	12%h	10%	8%	12%	8%	9%	8%	13%	10%	8%	12%	9%
Pensions/Social security/Benefits	<b>91</b>	45	46	3	13	14	23	15	22	16	37	37	31	60	35	20	13	22	55	35	82
	<b>9%</b> ci	9%	9%	3%	8%	9%c	13%ci	10%c	10%c	5%	11%ci	10%ci	7%	11%	13%zmn	7%	6%	9%	10% <i>m</i>	8%	8%
Ageing population/ Social care for the elderly	<b>90</b>	43	46	8	8	7	20	23	24	16	27	47	23	66	27	26	23	14	53	37	98
	<b>9%</b> i	9%	9%	6%	5%	5%	11%	16%zc	11%i	5%	8%e	13%zde	5%	12%	10%	9%	11%	6%	10%	8%	10%
Public services in general	<b>87</b>	39	48	6	7	14	22	15	23	14	36	38	28	59	34	32	11	11	66	22	97
	<b>9%</b> loq	8%	9%	5%	4%	9%	12%di	10%i	10%i	4%	11%i	10%i	6%	11%	13%zn	11%oq	5%	4%	12%zno	5%	10%
Low pay/Minimum wage/Fair wages	<b>87</b>	43	44	17	29	12	12	8	9	46	24	17	58	28	16	26	13	32	42	45	75
	<b>9%</b> hk	9%	9%	12%hk	17%zef	8%	7%	5%	4%	15%zfg	7%	5%	13%	5%	6%	9%	6%	13%zl	8%	10% <i>n</i>	8%
Drug abuse	<b>69</b>	41	29	11	12	11	10	10	17	23	20	26	33	36	16	14	15	25	30	39	61
	<b>7%</b>	8%	6%	8%	7%	7%	6%	7%	7%	7%	6%	7%	7%	7%	6%	5%	7%	10%	5%	9%	6%
Defence/Foreign affairs/ International terrorism	<b>63</b>	38	25	7	9	6	6	15	19	16	12	35	22	40	24	14	13	12	38	25	69
	<b>6%</b>	8%	5%	5%	5%	4%	3%	11%zjf	9%j	5%	4%	10%zj	5%	8%	9%	5%	6%	5%	7% <i>m</i>	6%	7%
Inflation/Prices	<b>59</b>	39	19	11	14	11	9	8	5	25	21	13	36	23	8	12	23	15	21	38	57
	<b>6%</b> bhk	8%zb	4%	8%h	8%h	7%h	6%	6%	2%	8%hk	6%	4%	8%	4%	3%	4%	11%zlm	6%	4%	8%zlp	6%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
<b>100%</b>		49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Transport/Public transport	58	33	25	5	9	6	18	8	11	15	24	19	20	38	27	16	6	9	43	15	58
	6% <sub>q</sub>	7%	5%	4%	6%	4%	11%	6%	5%	5%	7% <sub>e</sub>	5%	4%	7%	10% <sub>zno</sub>	6%	3%	4%	8% <sub>zmn</sub>	3%	6%
Local government/Council tax	41	26	15	3	3	5	19	3	7	6	25	10	11	29	10	21	5	5	31	9	35
	4% <sub>q</sub>	5%	3%	2%	2%	4%	11% <sub>zcd</sub>	2%	3%	2%	7% <sub>zde</sub>	3%	2%	5%	4%	7% <sub>zno</sub>	2%	2%	6% <sub>zq</sub>	2%	4%
Race relations	40	21	19	10	17	3	4	3	3	27	7	6	30	10	18	11	6	5	29	11	34
	4% <sub>hk</sub>	4%	4%	7% <sub>hjk</sub>	10% <sub>zef</sub>	2%	3%	2%	1%	9% <sub>zeg</sub>	2%	2%	6%	2%	7% <sub>oq</sub>	4%	3%	2%	5%	3%	3%
Morality/Individual behaviour/Lifestyle	39	20	19	3	9	2	2	6	18	12	4	24	13	26	13	10	7	9	22	16	44
	4% <sub>ej</sub>	4%	4%	2%	5% <sub>j</sub>	1%	1%	4%	8% <sub>zce</sub>	4%	1%	6% <sub>zef</sub>	3%	5%	5%	3%	4%	4%	4%	4%	4%
Petrol prices/Fuel	38	22	15	1	10	5	12	5	4	12	18	8	17	20	8	12	10	8	20	17	29
	4%	5%	3%	1%	6%	4%	7% <sub>chk</sub>	3%	2%	4% <sub>c</sub>	5%	2%	4%	4%	3%	4%	5%	3%	4%	4%	3%
Taxation	37	27	10	1	5	10	7	5	8	6	17	13	17	20	13	8	8	8	21	16	33
	4% <sub>b</sub>	5% <sub>zb</sub>	2%	1%	3%	7% <sub>ci</sub>	4%	4%	4%	2%	5%	4%	4%	4%	5%	3%	4%	3%	4%	4%	3%
Population levels/Overpopulation	31	17	14	3	3	2	6	5	12	6	8	17	8	23	13	6	8	4	19	12	31
	3%	3%	3%	2%	2%	1%	4%	3%	5% <sub>z</sub>	2%	3%	5%	2%	4%	5%	2%	4%	2%	3%	3%	3%
Animal welfare	27	12	16	1	6	-	7	6	7	7	7	13	7	20	8	8	4	8	15	12	25
	3%	2%	3%	1%	4% <sub>e</sub>	-	4% <sub>e</sub>	4% <sub>e</sub>	3% <sub>e</sub>	2%	2%	4% <sub>e</sub>	2%	4%	3%	3%	2%	3%	3%	3%	3%
Privatisation	27	13	14	7	5	8	4	*	1	13	12	2	20	6	11	6	3	6	17	9	29
	3% <sub>hk</sub>	3%	3%	5% <sub>ghk</sub>	3% <sub>k</sub>	5% <sub>ghk</sub>	3%	*	1%	4% <sub>hk</sub>	4% <sub>hk</sub>	*	4%	1%	4%	2%	1%	3%	3%	2%	3%
Pound/Exchange rate/Value of pound	24	15	9	5	4	6	5	1	3	9	11	4	15	9	7	7	7	3	14	10	25
	2% <sub>kl</sub>	3%	2%	3%	2%	4%	3%	1%	1%	3%	3%	1%	3%	2%	3%	3%	4%	1%	3%	2%	3%

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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
<b>100%</b>		49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Countryside/Rural life	20	12	8	-	1	3	5	3	8	1	8	11	4	17	11	4	1	5	15	6	22
	2% <sup>i</sup>	3%	2%	-	*	2%	3% <sup>i</sup>	2% <sup>i</sup>	4% <sup>ci</sup>	*	3% <sup>i</sup>	3% <sup>i</sup>	1%	3%	4% <sup>zn</sup>	1%	*	2%	3% <sup>m</sup>	1%	2%
Nuclear weapons/ Nuclear war/ Disarmament	15	12	4	2	4	1	-	3	6	6	1	9	7	9	8	2	-	6	9	6	15
	2%	2%	1%	1%	2%	1%	-	2%	3% <sup>j</sup>	2%	*	2%	1%	2%	3% <sup>n</sup>	1%	-	3%	2% <sup>m</sup>	1%	2%
Nationalisation/ Government control of institutions	14	8	6	1	5	2	3	2	2	6	4	4	7	7	9	2	1	2	11	3	15
	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3% <sup>zq</sup>	1%	1%	1%	2% <sup>m</sup>	1%	2%
Trade unions/ Strikes	9	4	6	2	1	2	-	1	3	3	2	4	5	4	1	7	-	2	8	2	10
	1%	1%	1%	2%	*	2%	-	1%	1%	1%	1%	1%	1%	1%	*	2% <sup>znp</sup>	-	1%	1%	*	1%
																q					
Northern Ireland	7	3	4	-	1	1	2	1	2	1	3	3	2	5	4	1	1	2	5	2	8
	1%	1%	1%	-	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	6	4	2	1	-	-	-	-	5	1	-	5	1	5	1	1	-	5	1	5	6
	1%	1%	*	1%	-	-	-	-	2% <sup>zj</sup>	*	-	1% <sup>z</sup>	*	1%	*	*	-	2% <sup>zp</sup>	*	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6	3	3	-	-	*	3	-	3	-	3	3	*	6	4	2	-	1	5	1	7
	1%	1%	1%	-	-	*	2%	-	1%	-	1%	1%	*	1%	1%	1%	-	*	1%	*	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	4	4	-	*	-	-	-	1	2	*	-	3	*	3	2	1	-	1	3	1	5
	*	1%	-	*	-	-	-	1%	1%	*	-	1%	*	1%	1%	*	-	*	1%	*	1%
AIDS	4	4	-	*	2	-	-	-	1	3	-	1	3	1	-	*	-	3	*	3	3
	*	1%	-	*	1%	-	-	-	*	1%	-	*	1%	*	-	*	-	1%	*	1%	*
Median	2	2	2	2	2	3	3	2	2	2	3	2	2	2	3	2	2	2	3	2	2

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	490	494	142	146	143	119	153	281	288	262	434	431	553	242	341	192	209	583	401	984
<b>WEIGHTED BASE</b>	<b>1001</b>	490	511	138	168	156	173*	143	223	306	328	367	462	539	267	284	206	244	551	450	984
	<b>100%</b>	49%	51%	14%	17%	16%	17%*	14%	22%	31%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	98%
Other	<b>53</b>	28	25	10	4	10	7	9	12	14	17	22	25	29	22	14	10	7	36	17	55
	<b>5%</b>	6%	5%	7%	2%	7%	4%	7%	6%	5%	5%	6%	5%	5%	8%o	5%	5%	3%	7%	4%	6%
MEAN NUMBER OF MENTIONS	3.73q	3.86	3.60	3.46	3.44	3.52	4.26i	3.87	3.76	3.45	3.91e	3.80	3.48	3.95	4.44z	3.58	3.50	3.32	3.99z	3.41	3.79
															mnopq				moq		
STANDARD ERROR	<b>0.10</b>	0.15	0.12	0.19	0.24	0.18	0.29	0.27	0.21	0.15	0.17	0.17	0.12	0.14	0.22	0.16	0.16	0.21	0.13	0.13	0.10
ERROR VARIANCE	<b>0.01</b>	0.02	0.01	0.03	0.06	0.03	0.09	0.07	0.05	0.02	0.03	0.03	0.01	0.02	0.05	0.03	0.03	0.04	0.02	0.02	0.01
Don't know	<b>152</b>	81	71	31	37	24	17	21	21	69	40	42	93	59	17	40	42	54	57	95	136
		15%hk	17%	14%	23%zf	22%zf	15%	10%	15%	9%	23%zf	12%	12%	20%	6%	14%lp	20%lp	22%zl	10%l	21%zl	14%
		lp		hjk	hjk					hjk								mp		mp	
Personal finances (NET)	<b>295</b>	142	153	52	63	47	61	34	38	114	108	72	161	134	82	79	59	76	160	135	282
		29%hk	29%	30%	37%gh	37%gh	30%hk	35%hk	24%	17%	37%zg	33%hk	20%	35%	31%	28%	29%	31%	29%	30%	29%
				k	k					hk											

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 JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>630</b>	548	33	49	206	157	183	149	242	80	172	92	223	208	74	116	431	190	657
	63%oq	63%g	67%	59%	64%	65%	59%	57%	66%ij	58%	62%	65%	67%no q	69%zn oq	56%	52%	68%zn oq	54%	67%
National health service/Hospitals/ Healthcare	<b>436</b>	372	30	34	137	103	123	93	176	45	127	81	172	157	38	65	329	103	446
	44%gi noq	43%gi	60%fg i	41%	42%	43%	39%g	36%	48%ag i	33%	45%i	57%za defgh ij	52%zn oq	52%zn oq	29%	29%	52%zn oq	29%	45%
Education/Schools	<b>215</b>	186	10	19	75	55	54	44	86	31	68	38	64	95	16	39	160	55	216
	21%cnq	21%	19%	23%	23%	23%	17%	17%	24%	22%	24%	26%	19%	32%zl nopq	12%	18%	25%zl nq	16%	22%
Poverty/Inequality	<b>196</b>	177	1	17	85	68	32	31	78	33	58	24	50	75	26	44	124	70	201
	20%bf gl	20%bfg	2%	21%bf	26%za bfg	28%za bfg	10%	12%	21%bf g	25%bf g	21%bf g	17%b	15%	25%zl p	20%	20%	20%l	20%	20%
Immigration/ immigrants	<b>194</b>	153	20	21	71	50	67	48	56	15	44	29	73	61	30	27	135	57	196
	19%ah io	18%	40%za defgh ijk	25%i	22%i	21%i	22%gi	18%	15%	11%	16%	20%	22%o	20%o	23%oq	12%	21%o	16%o	20%
Housing	<b>189</b>	166	9	14	58	44	41	32	90	42	77	35	53	73	22	39	126	62	187
	19%fg	19%fg	18%	17%	18%	18%	13%	12%	25%za fg	31%za defg	28%za defg	25%fg	16%	24%zl	17%	18%	20%l	17%	19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>171</b>	155	5	11	68	56	43	38	60	13	49	37	79	36	25	30	115	56	167
	17%im	18%i	10%	14%	21%fi	23%za fgi	14%	15%	16%i	9%	18%i	26%zf ghij	24%zm opq	12%	19%	14%	18%m	16%	17%
Economy/Economic situation	<b>171</b>	149	10	11	50	39	44	34	76	27	61	34	57	57	20	37	114	57	174
	17%	17%	21%	14%	16%	16%	14%	13%	21%g	20%	22%g	24%fg	17%	19%	15%	17%	18%	16%	18%

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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Pollution/ Environment	<b>124</b> 12%fg nq	104 12%fg	9 19%fg	10 12%	43 13%fg	33 14%fg	24 8%g	14 5%	56 15%af g	24 18%fg	40 14%fg	16 11%	39 12%fn	52 17%znq	5 4%	24 11%fn	92 15%znq	28 8%fn	121 12%
Lack of faith in politics / politicians / government	<b>113</b> 11%fg	100 11%fg	2 4%	12 14%fg	37 11%fg	25 11%	17 6%	16 6%	59 16%za fg	16 12%	50 18%za befgi	34 24%za bdefg hi	43 13%	32 11%	17 13%	19 9%	74 12%	37 10%	108 11%
Unemployment/ Factory closure/ Lack of industry	<b>97</b> 10%hjk	81 9%hjk	4 8%	12 14%hi jk	51 16%za thijk	39 16%zaf hijk	29 9%hj	25 10%hj	16 4%	6 4%	10 4%	4 3%	28 8%	36 12%	12 9%	19 9%	64 10%	31 9%	88 9%
Pensions/Social security/Benefits	<b>91</b> 9%fgo	80 9%fg	2 4%	9 11%	39 12%fg	30 13%fg	16 5%	14 5%	36 10%	8 6%	28 10%i	20 14%fg	32 10%o	36 12%o	14 11%oq	9 4%	67 11%o	23 7%o	82 8%
Ageing population/ Social care for the elderly	<b>90</b> 9%fg	78 9%fg	2 4%	9 11%fg	36 11%fg	27 11%fg	12 4%	10 4%	41 11%fgi	8 6%	32 11%fg i	23 16%za fgi	41 12%zq	25 8%	9 7%	15 7%	65 10%	24 7%	98 10%
Public services in general	<b>87</b> 9%fgo q	71 8%fg	6 12%	11 13%fg	35 11%fg	24 10%g	15 5%g	10 4%	37 10%fg	13 10%g	24 9%	11 8%	37 11%oq	32 11%oq	7 5%	10 4%	70 11%zoq	16 5%	97 10%
Low pay/Minimum wage/Fair wages	<b>87</b> 9%gl	73 8%	4 9%	10 12%	29 9%	20 8%	30 9%	25 10%	28 8%	9 7%	22 8%	12 9%	16 5%	28 9%	13 10%	28 12%ljp	45 7%l	41 12%zlp	75 8%
Drug abuse	<b>69</b> 7%ahk	53 6%h	4 7%	13 16%za fghjk	40 12%za fghjk	26 11%zaf ghjk	17 5%	13 5%	13 4%	9 6%	11 4%	3 2%	30 9%	18 6%	10 8%	11 5%	48 8%	21 6%	61 6%
Defence/Foreign affairs/ International terrorism	<b>63</b> 6%agq	48 6%g	7 15%afg jk	7 9%g	28 9%ag	20 8%g	13 4%g	6 2%	21 6%	8 6%	12 4%	5 3%	32 10%zoq	19 6%	5 4%	8 3%	50 8%zq	12 3%	69 7%

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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Inflation/Prices	<b>59</b>	56	-	3	24	22	13	13	21	10	18	8	13	16	9	21	28	30	57
	6%ap	6%	-	3%	8%	9%	4%	5%	6%	7%	6%	5%	4%	5%	7%	10%zlp	4%	9%zlp	6%
Transport/Public transport	<b>58</b>	48	3	7	21	14	12	9	25	6	19	12	22	23	3	10	45	13	58
	6%	6%	6%	8%	6%	6%	4%	4%	7%	5%	7%	9%	7%	8%	2%	5%	7%	4%	6%
Local government/ Council tax	<b>41</b>	34	1	5	12	7	9	8	19	8	15	7	10	18	1	11	28	12	35
	4%	4%	2%	6%	4%	3%	3%	3%	5%	6%	5%	5%	3%	6% <sup>n</sup>	1%	5%	4%	3% <sup>n</sup>	4%
Race relations	<b>40</b>	38	-	3	16	14	2	2	22	14	21	7	7	17	4	13	24	16	34
	4%fgl	4%fg	-	3%	5%fg	6%fg	1%	1%	6%fg	10%zaf	7%zaf	5%fg	2%	6%	3%	6%	4%l	5%	3%
Morality/ Individual behaviour/ Lifestyle	<b>39</b>	31	2	6	15	9	11	8	14	4	13	9	25	5	2	6	30	8	44
	4%	4%	5%	7%	5%	4%	3%	3%	4%	3%	4%	6%	8%zmn	2%	2%	3%	5% <sup>m</sup>	2%	4%
Petrol prices/Fuel	<b>38</b>	34	-	4	15	11	7	7	16	5	14	9	8	18	5	6	26	11	29
	4%	4%	-	5%	5%	4%	2%	3%	4%	3%	5%	7%	3%	6%	4%	3%	4%l	3%	3%
Taxation	<b>37</b>	32	-	5	14	9	6	6	17	4	13	9	10	11	5	10	21	16	33
	4%	4%	-	6%	4%	4%	2%	2%	5%	3%	5%	6%	3%	4%	4%	5%	3%	4%	3%
Population levels/ Overpopulation	<b>31</b>	26	1	5	9	4	4	3	18	4	12	8	14	11	2	4	25	6	31
	3%f	3%	1%	6%fg	3%	2%	1%	1%	5%afg	3%	4%	6%f	4%	4%	2%	2%	4%	2%	3%
Animal welfare	<b>27</b>	23	2	3	16	13	6	4	6	2	4	3	15	8	3	1	23	4	25
	3%oq	3%	4%	3%	5%zah	6%zaf	2%	1%	2%	1%	2%	2%	4%oq	3%	2%	1%	4%	1%	3%
Privatisation	<b>27</b>	24	1	2	11	10	5	4	11	4	9	4	6	10	3	7	17	10	29
	3%	3%	1%	2%	3%	4%	1%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Pound/Exchange rate/Value of pound	<b>24</b>	19	1	5	9	5	4	4	10	1	8	8	4	13	3	4	17	7	25
	<b>2%</b>	2%	1%	6%fi	3%	2%	1%	1%	3%i	*	3%i	5%	1%	4%	2%	2%	3%l	2%	3%
Countryside/Rural life	<b>20</b>	13	6	1	3	2	8	2	10	2	8	6	11	6	2	-	16	2	22
	<b>2%aq</b>	2%	12%zac defghi j	1%	1%	1%	3%g	1%	3%	1%	3%	4%	3%oq	2%	1%	-	3%oq	*	2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>15</b>	11	2	3	10	8	2	-	3	2	2	-	7	3	4	1	10	5	15
	<b>2%</b>	1%	4%g	4%g	3%zaf g	3%ag	1%	-	1%	2%	1%	-	2%	1%	3%o	*	2%	1%o	2%
Nationalisation/ Government control of institutions	<b>14</b>	13	-	1	4	3	3	3	7	4	6	2	4	8	1	1	12	2	15
	<b>1%</b>	2%	-	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	3%	1%	*	2%	1%	2%
Trade unions/ Strikes	<b>9</b>	9	-	-	6	6	2	2	2	2	2	-	4	2	1	2	6	3	10
	<b>1%</b>	1%	-	-	2%	2%z	1%	1%	*	1%	1%	-	1%	1%	*	1%	1%	1%	1%
Northern Ireland	<b>7</b>	6	-	1	2	1	1	1	4	2	4	2	5	1	1	-	6	1	8
	<b>1%</b>	1%	-	2%	1%	*	*	*	1%	2%	1%	1%	2%	*	*	-	1%	*	1%
Foot and mouth outbreak/Farming crisis	<b>6</b>	2	3	1	2	1	3	-	1	1	1	-	5	-	-	1	5	1	6
	<b>1%a</b>	*	6%zad efghi jk	2%a	1%	*	1%	-	*	*	*	-	2%z	-	-	*	1%	*	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>6</b>	3	1	2	3	1	1	-	3	2	2	-	6	-	-	*	6	*	7
	<b>1%a</b>	*	1%	3%zaf g	1%e	*	*	-	1%	2%	1%	-	2%z	-	-	*	1%	*	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (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>984</b>	849	52	83	314	231	310	258	360	135	261	126	361	234	161	211	595	372	984
<b>WEIGHTED BASE</b>	<b>1001</b>	868	50*	83*	323	240	312	262	366	137*	279	142*	331	300	132	222	631	354	984
	<b>100%</b>	87%	5%*	8%*	32%	24%	31%	26%	37%	14%*	28%	14%*	33%	30%	13%	22%	63%	35%	98%
Bird flu/Pandemic flu/Swine flu/Ebola	4 * <sub>a</sub>	1 *	- -	2 3%zaf gh	3 1%e	1 *	- -	- -	1 *	* *	* *	- -	3 1%	- -	- -	* *	3 *	* *	5 1%
AIDS	4 *	4 *	- -	- -	3 1%	3 1%	- -	- -	* *	- -	- -	- -	1 *	- -	2 2%zmp	* *	1 *	3 1%	3 *
Median	2	2	2	2	2	3	2	2	3	2	3	3	2	3	2	2	2	2	2
Other	53 5%	45 5%	1 2%	7 8%	16 5%	9 4%	17 5%	16 6%	20 6%	8 6%	14 5%	6 4%	17 5%	14 5%	9 7%	13 6%	30 5%	23 6%	55 6%
MEAN NUMBER OF MENTIONS	3.73f goq	3.69f g	3.72f g	4.19f g	4.18z afg	4.18z afg	3.02g	2.88	3.94f g	3.61f g	3.95f gi	4.28a fg	3.91o q	4.21z noq	3.25	3.18	4.05z noq	3.21	3.79
STANDARD ERROR	0.10	0.10	0.40	0.52	0.22	0.24	0.10	0.10	0.15	0.19	0.16	0.27	0.19	0.19	0.22	0.13	0.14	0.12	0.10
ERROR VARIANCE	0.01	0.01	0.16	0.27	0.05	0.06	0.01	0.01	0.02	0.03	0.03	0.07	0.04	0.04	0.05	0.02	0.02	0.01	0.01
Don't know	152 15% <sub>hk</sub> lp	135 16% <sub>hjk</sub>	4 8%	12 15%	47 15%	35 15%	65 21% <sub>za</sub> hjk	61 23% <sub>za</sub> defhj k	39 11%	21 15%	31 11%	10 7%	31 9%	38 13%	26 19% <sub>lp</sub>	52 23% <sub>zl</sub> mp	69 11%	78 22% <sub>zl</sub> mp	136 14%
Personal finances (NET)	295 29% <sub>bf</sub> lp	266 31% <sub>bf</sub>	5 10%	24 29% <sub>b</sub>	115 36% <sub>zb</sub> f	91 38% <sub>za</sub> bfighk	75 24% <sub>b</sub>	70 27% <sub>bf</sub>	105 29% <sub>b</sub>	45 33% <sub>b</sub>	79 29% <sub>b</sub>	35 24%	65 20%	102 34% <sub>lp</sub>	37 28%	88 40% <sub>zl</sub> p	167 27% <sub>l</sub>	124 35% <sub>zl</sub> np	282 29%

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 : 4th - 14th January 2019  
Number of sample points : 155  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (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 (v)	LEAVE (w)		DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-.**	-.**	-.**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-.**	-.**	-.**	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>630</b>	269	87	275	116	172	32	254	88	83	290	167	-	-	-	657
	<b>63%</b>	64%	64%	62%	74%zg	63%	79%z	57%	57%	61%	72%zm	57%	-	-	-	67%
National health service/Hospitals/ Healthcare	<b>436</b>	177	60	198	75	131	19	171	61	60	204	131	-	-	-	446
	<b>44%</b>	42%	44%	44%	48%	48%	47%	38%	40%	44%	51%z	45%	-	-	-	45%
Education/Schools	<b>215</b>	100	33	81	37	81	16	60	18	22	133	76	-	-	-	216
	<b>21%</b> cl	24%	25%	18%	24%	30%z	40%z	14%	12%	16%	33%zl	26%	-	-	-	22%
Poverty/Inequality	<b>196</b>	80	42	74	20	99	13	50	28	24	101	56	-	-	-	201
	<b>20%</b> cf	19%	31%za	16%	13%	36%zf	33%fc	11%	18%	17%	25%z	19%	-	-	-	20%
Immigration/ immigrants	<b>194</b>	72	27	95	40	36	8	87	33	26	84	54	-	-	-	196
	<b>19%</b> g	17%	20%	21%	26%g	13%	19%	20%	21%	19%	21%	19%	-	-	-	20%
Housing	<b>189</b>	91	30	68	25	78	10	61	26	14	102	62	-	-	-	187
	<b>19%</b> cm	22% <sup>c</sup>	22%	15%	16%	28%zf	24%	14%	17%	10%	25%zm	21%	-	-	-	19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>171</b>	53	19	99	40	39	5	76	28	23	73	47	-	-	-	167
	<b>17%</b> a	13%	14%	22%za	25%zg	14%	12%	17%	18%	17%	18%	16%	-	-	-	17%
Economy/Economic situation	<b>171</b>	85	26	60	30	42	8	72	21	16	97	56	-	-	-	174
	<b>17%</b> c	20% <sup>c</sup>	19%	13%	19%	15%	20%	16%	14%	11%	24%zl	19%	-	-	-	18%
Pollution/ Environment	<b>124</b>	56	22	46	21	44	7	38	11	8	82	36	-	-	-	121
	<b>12%</b> m	13%	16%	10%	13%	16%	17%	8%	7%	6%	20%zl	12%	-	-	-	12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 4th - 14th January 2019  
Number of sample points : 155  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2019 (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 (v)	LEAVE (w)		DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	..	..	..	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	..	..	..	98%
Lack of faith in politics / politicians / government	<b>113</b>	50	15	48	9	38	6	47	18	18	55	24	-	-	-	108
	11% <sup>f</sup>	12%	11%	11%	6%	14% <sup>f</sup>	15%	11%	12%	13%	14%	8%	-	-	-	11%
Unemployment/ Factory closure/ Lack of industry	<b>97</b>	50	12	35	10	33	3	44	9	12	50	31	-	-	-	88
	10%	12%	9%	8%	7%	12%	8%	10%	6%	9%	13%	11%	-	-	-	9%
Pensions/Social security/Benefits	<b>91</b>	41	11	38	24	23	4	33	16	14	46	25	-	-	-	82
	9%	10%	8%	9%	15% <sup>z</sup>	8%	10%	7%	11%	10%	11%	9%	-	-	-	8%
Ageing population/ Social care for the elderly	<b>90</b>	37	12	40	22	19	4	33	14	5	54	21	-	-	-	98
	9% <sup>m</sup>	9%	9%	9%	14% <sup>g</sup>	7%	9%	8%	9%	4%	13% <sup>zm</sup>	7%	-	-	-	10%
Public services in general	<b>87</b>	44	10	33	24	27	7	21	7	8	47	22	-	-	-	97
	9%	11%	7%	7%	15% <sup>z</sup>	10%	17%	5%	4%	6%	12% <sup>zl</sup>	8%	-	-	-	10%
Low pay/Minimum wage/Fair wages	<b>87</b>	54	13	20	3	39	9	33	14	9	38	33	-	-	-	75
	9% <sup>cf</sup>	13% <sup>zc</sup>	9%	4%	2%	14% <sup>zf</sup>	22% <sup>zf</sup>	7%	9%	7%	9%	11%	-	-	-	8%
Drug abuse	<b>69</b>	27	5	37	11	18	2	30	10	9	33	22	-	-	-	61
	7%	6%	4%	8%	7%	7%	5%	7%	6%	7%	8%	8%	-	-	-	6%
Defence/Foreign affairs/ International terrorism	<b>63</b>	27	5	31	16	18	5	17	5	5	44	13	-	-	-	69
	6%	7%	4%	7%	10%	6%	13%	4%	4%	3%	11% <sup>zlm</sup>	5%	-	-	-	7%
Inflation/Prices	<b>59</b>	33	10	16	11	20	2	23	4	12	27	19	-	-	-	57
	6% <sup>c</sup>	8% <sup>c</sup>	7%	4%	7%	7%	5%	5%	3%	9%	7%	6%	-	-	-	6%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 4th - 14th January 2019  
Number of sample points : 155  
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## ISSUES INDEX JANUARY 2019 (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 (v)		LEAVE (w)	DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-**	-**	-**	984
<b>100%</b>		42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
Transport/Public transport	<b>58</b>	36	8	14	17	13	2	21	5	6	39	18	-	-	-	58
	6%c	9%zc	6%	3%	11%zg	5%	5%	5%	4%	5%	10%zl	6%	-	-	-	6%
Local government/Council tax	<b>41</b>	23	6	11	10	18	1	9	1	2	29	15	-	-	-	35
	4%cl	6%	5%	2%	6%	7%z	3%	2%	1%	1%	7%zlm	5%	-	-	-	4%
Race relations	<b>40</b>	18	7	16	2	18	4	14	-	3	29	15	-	-	-	34
	4%l	4%	5%	4%	1%	7%zf	10%f	3%	-	2%	7%zl	5%	-	-	-	3%
Morality/Individual behaviour/Lifestyle	<b>39</b>	14	3	22	7	9	-	20	4	5	21	6	-	-	-	44
	4%	3%	2%	5%	5%	3%	-	4%	3%	4%	5%	2%	-	-	-	4%
Petrol prices/Fuel	<b>38</b>	24	5	9	8	14	-	15	5	3	22	10	-	-	-	29
	4%c	6%c	4%	2%	5%	5%	-	3%	3%	2%	5%	4%	-	-	-	3%
Taxation	<b>37</b>	21	7	9	8	16	1	11	2	6	24	11	-	-	-	33
	4%c	5%	5%	2%	5%	6%	1%	2%	1%	4%	6%zl	4%	-	-	-	3%
Population levels/Overpopulation	<b>31</b>	11	4	15	13	8	1	5	5	5	16	6	-	-	-	31
	3%	3%	3%	3%	8%zg	3%	1%	1%	3%	3%	4%	2%	-	-	-	3%
Animal welfare	<b>27</b>	12	1	14	8	6	1	13	4	1	22	3	-	-	-	25
	3%	3%	1%	3%	5%	2%	1%	3%	3%	1%	5%zm	1%	-	-	-	3%
Privatisation	<b>27</b>	13	4	10	3	19	1	3	1	3	18	8	-	-	-	29
	3%	3%	3%	2%	2%	7%z	1%	1%	1%	2%	5%zl	3%	-	-	-	3%
Pound/Exchange rate/Value of pound	<b>24</b>	13	5	6	8	8	1	6	1	4	18	10	-	-	-	25
	2%	3%	3%	1%	5%z	3%	1%	1%	*	3%	4%zl	3%	-	-	-	3%
Countryside/Rural life	<b>20</b>	10	-	11	6	5	1	7	2	4	11	4	-	-	-	22
	2%	2%	-	2%	4%	2%	2%	1%	1%	3%	3%	1%	-	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x  
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## ISSUES INDEX JANUARY 2019 (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 (v)	LEAVE (w)		DID NOT VOTE (x)
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-**	-**	-**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
Nuclear weapons/ Nuclear war/ Disarmament	<b>15</b> <b>2%</b>	5 1%	- -	10 2%	1 1%	6 2%	2 5%	5 1%	2 1%	- -	13 3%z	3 1%	- -	- -	- -	15 2%
Nationalisation/ Government control of institutions	<b>14</b> <b>1%</b>	8 2%	3 2%	3 1%	1 1%	7 2%	2 5%	2 *	1 1%	1 1%	10 3%	6 2%	- -	- -	- -	15 2%
Trade unions/ Strikes	<b>9</b> <b>1%</b>	2 *	2 2%	5 1%	5 3%z	4 1%	- -	1 *	1 1%	1 1%	5 1%	2 1%	- -	- -	- -	10 1%
Northern Ireland	<b>7</b> <b>1%</b>	4 1%	1 *	2 1%	1 1%	1 *	1 3%	4 1%	- -	- -	6 2%	1 *	- -	- -	- -	8 1%
Foot and mouth outbreak/Farming crisis	<b>6</b> <b>1%</b>	1 *	- -	5 1%	1 1%	1 *	- -	4 1%	2 1%	1 1%	2 *	- -	- -	- -	- -	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>6</b> <b>1%</b>	4 1%	- -	2 *	1 1%	* *	- -	4 1%	- -	1 1%	4 1%	1 *	- -	- -	- -	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>4</b> <b>*</b>	2 1%	- -	1 *	- -	1 *	* 1%	1 *	* *	- -	3 1%	- -	- -	- -	- -	5 1%
AIDS	<b>4</b> <b>*</b>	- -	- -	4 1%	- -	1 *	- -	2 1%	- -	- -	4 1%	- -	- -	- -	- -	3 *
Median	<b>2</b>	3	2	2	2	3	3	2	2	2	3	2	-	-	-	2

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x  
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## ISSUES INDEX JANUARY 2019 (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 (v)	LEAVE (w)	DID NOT VOTE (x)	
<b>UNWEIGHTED BASE</b>	<b>984</b>	341	132	511	168	274	41	414	153	146	378	247	-	-	-	984
<b>WEIGHTED BASE</b>	<b>1001</b>	419	136*	446	157	274	40*	445	153	138	402	292	-**	-**	-**	984
	<b>100%</b>	42%	14%*	45%	16%	27%	4%*	44%	15%	14%	40%	29%	-**	-**	-**	98%
Other	<b>53</b>	19	6	28	21	11	2	15	9	14	18	16	-	-	-	55
	<b>5%</b>	5%	4%	6%	13%zg	4%	5%	3%	6%	10%zn	5%	6%	-	-	-	6%
MEAN NUMBER OF MENTIONS	3.73c	3.93	3.85	3.51	4.25z	4.18z	4.50	3.19	3.18	3.22	4.74z lm	3.71	-	-	-	3.79
STANDARD ERROR	<b>0.10</b>	0.17	0.25	0.13	0.28	0.19	0.55	0.12	0.16	0.15	0.20	0.17	-	-	-	0.10
ERROR VARIANCE	<b>0.01</b>	0.03	0.06	0.02	0.08	0.04	0.30	0.01	0.02	0.02	0.04	0.03	-	-	-	0.01
Don't know	<b>152</b>	56	21	74	11	26	3	107	30	16	28	54	-	-	-	136
	<b>15%gn</b>	13%	16%	17%	7%	9%	8%	24%	20%n	12%	7%	19%	-	-	-	14%
Personal finances (NET)	<b>295</b>	141	55	99	35	126	15	103	40	39	132	101	-	-	-	282
	<b>29%c</b>	34%c	41%zc	22%	23%	46%zf	36%	23%	27%	28%	33%	35%	-	-	-	29%

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

**ISSUES INDEX JANUARY 2019 (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+**

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
	TOTAL (z)	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>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
<b>WEIGHTED BASE</b>	<b>1001</b>	171	436	171	194	630	215	268	573	159	871	125*	103	439	96*	208	119*	100*	69*	126	984
	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>630</b>	120	305	101	111	630	142	163	344	123	570	58	70	274	72	140	83	65	13	98	657
	63%kv	70%ct	70%zct	59%	57%	100%zab cft	66%	61%	60%	77%zgh	65%zk	46%	68%	62%	75%z	67%	70%	65%	19%	78%zv	67%
National health service/Hospitals/ Healthcare	<b>436</b>	94	436	92	101	305	142	110	233	92	391	43	57	177	38	79	48	35	33	68	446
	44%	55%z	100%zac eft	54%z	52%z	48%z	66%zac et	41%	41%	58%zgh	45%z	35%	55%zm	40%	40%	38%	41%	35%	48%	54%z	45%
Education/Schools	<b>215</b>	52	142	47	40	142	215	56	109	50	186	29	34	93	26	28	14	16	5	35	216
	21%qrv	30%zet	33%zet	28%	21%	23%	100%zab cet	21%	19%	31%zgh	21%	23%	33%zm	21%	28%qr	13%	12%	16%	7%	28%v	22%
Poverty/Inequality	<b>196</b>	45	105	40	32	122	62	60	106	29	172	23	27	87	26	23	13	13	9	23	201
	20%qr	26%zet	24%zet	23%	17%	19%	29%zet	22%	19%	18%	20%	19%	26%z	20%	27%qrs	11%	11%	13%	13%	18%	20%
Immigration/ immigrants	<b>194</b>	31	101	34	194	111	40	41	121	32	181	13	21	78	15	54	25	31	69	126	196
	19%k	18%	23%ze	20%	100%zab cef	18%	19%	15%	21%	20%	21%zk	11%	21%	18%	16%	26%z	21%	31%zp	100%z	100%z	20%
Housing	<b>189</b>	42	117	47	41	127	71	62	96	32	162	27	21	94	26	43	31	17	11	31	187
	19%	24%	27%ze	28%ze	21%	20%	33%zet	23%	17%	20%	19%	21%	20%	21%	27%	21%	26%	17%	16%	24%	19%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>171</b>	44	92	171	34	101	47	35	110	26	153	18	15	55	12	46	25	26	4	30	167
	17%lm	26%ze	21%ze	100%zab eft	18%	16%	22%e	13%	19%	16%	18%	15%	15%	12%	13%	22%	21%	26%zp	6%	24%v	17%
Economy/Economic situation	<b>171</b>	171	94	44	31	120	52	31	107	33	141	29	20	87	20	38	23	19	6	25	174
	17%g	100%zbc eft	21%z	26%zt	16%	19%z	24%z	11%	19%g	21%g	16%	23%	20%	20%	21%	18%	19%	19%	8%	20%	18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - 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 : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2019 (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
		ECONOMY (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>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
<b>WEIGHTED BASE</b>	<b>1001</b>	171	436	171	194	630	215	268	573	159	871	125*	103	439	96*	208	119*	100*	69*	126	984
	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%*	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Pollution/ Environment	<b>124</b>	38	75	38	15	94	48	46	46	32	115	8	11	59	16	12	7	6	3	12	121
	12%hq	22%zet	17%zt	22%zet	8%	15%zt	22%zet	17%zh	8%	20%zh	13%z	7%	11%	13%	16%qrs	6%	6%	6%	5%	10%	12%
Lack of faith in politics / politicians / government	<b>113</b>	36	64	35	20	75	31	19	74	21	103	10	6	55	11	30	20	13	6	14	108
	11%gl	21%zbe	15%z	21%zet	10%	12%	15%	7%	13%g	13%	12%	8%	5%	13%l	12%	14%	17%	13%	8%	11%	11%
Unemployment/ Factory closure/ Lack of industry	<b>97</b>	17	37	28	24	50	34	13	67	17	86	10	12	49	9	22	16	9	7	17	88
	10%eg	10%	9%	16%zbe	12%	8%	16%zbe	5%	12%g	11%g	10%	8%	12%	11%	9%	11%	14%	9%	11%	13%	9%
Pensions/Social security/Benefits	<b>91</b>	24	46	30	27	62	29	12	67	12	84	7	10	37	7	21	6	16	7	20	82
	9%g	14%z	10%	18%zbe	14%z	10%	14%z	4%	12%zg	8%	10%	5%	10%	9%	8%	10%r	5%	16%r	10%	16%z	8%
Ageing population/ Social care for the elderly	<b>90</b>	46	59	39	24	61	35	15	53	22	78	12	9	40	8	16	11	6	1	23	98
	9%g	27%zbe	14%ze	23%zbe	12%	10%	16%ze	6%	9%	14%zg	9%	9%	9%	9%	9%	8%	10%	6%	1%	18%zv	10%
Public services in general	<b>87</b>	29	56	32	22	63	36	28	35	24	81	7	15	39	10	15	12	5	6	16	97
	9%h	17%ze	13%z	19%ze	12%	10%	17%ze	10%	6%	15%zh	9%	5%	14%z	9%	11%	7%	10%	5%	9%	13%	10%
Low pay/Minimum wage/Fair wages	<b>87</b>	26	36	21	15	41	35	16	54	16	76	10	6	55	6	11	7	6	4	11	75
	9%e	15%zbe	8%	12%e	8%	7%	16%zbe	6%	9%	10%	9%	8%	6%	13%z	6%	5%	6%	6%	6%	9%	8%
Drug abuse	<b>69</b>	28	36	35	20	32	25	18	37	15	60	8	2	28	7	19	7	13	9	11	61
	7%el	16%zbe	8%e	21%zbe	10%e	5%	11%ze	7%	6%	9%	7%	6%	2%	6%	8%	9%	6%	13%	13%	8%	6%
Defence/Foreign affairs/ International terrorism	<b>63</b>	24	37	28	17	45	28	16	31	16	60	2	7	26	1	17	7	11	2	15	69
	6%	14%zbe	8%z	17%zbe	9%	7%	13%zbe	6%	5%	10%z	7%	2%	6%	6%	1%	8%p	6%	11%p	2%	12%z	7%

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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/ 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>984</b>	174	446	167	196	657	216	283	527	174	874	106	162	301	105	212	129	93	58	138	984
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	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Inflation/Prices	<b>59</b>	15	28	23	18	25	17	19	32	9	43	16	7	35	5	19	12	9	3	15	57
	6%ej	9%e	6%e	14%zbe	9%e	4%	8%e	7%	5%	5%	5%	13%zj	7%	8%	5%	9%	10%	9%	4%	12%z	6%
Transport/Public transport	<b>58</b>	14	36	17	12	44	27	10	38	10	54	4	8	35	9	8	6	4	1	11	58
	6%	8%	8%z	10%	6%	7%	12%zet	4%	7%	6%	6%	3%	8%	8%	10%	4%	5%	4%	2%	9%	6%
Local government/ Council tax	<b>41</b>	11	22	11	9	32	21	4	21	15	30	10	4	24	1	10	8	3	2	6	35
	4%gj	7%	5%	7%	5%	5%z	10%zbe	2%	4%	9%zgh	3%	8%j	4%	6%	1%	5%	6%	3%	4%	5%	4%
Race relations	<b>40</b>	13	18	13	11	23	25	17	20	3	28	12	5	18	7	6	5	1	4	7	34
	4%j	8%ze	4%	7%ze	5%	4%	12%zbet	6%zi	4%	2%	3%	10%zi	5%	4%	7%	3%	4%	1%	5%	6%	3%
Morality/ Individual behaviour/ Lifestyle	<b>39</b>	15	20	21	9	25	11	7	21	10	34	5	5	11	4	10	7	4	-	9	44
	4%	9%zbe	5%	12%zbeft	5%	4%	5%	3%	4%	6%	4%	4%	5%	2%	4%	5%	6%	4%	-	7%	4%
Petrol prices/Fuel	<b>38</b>	17	18	17	11	19	19	6	24	8	29	8	2	27	5	5	2	4	2	9	29
	4%	10%zbe	4%	10%zbe	6%	3%	9%zbe	2%	4%	5%	3%	7%	2%	6%z	5%	2%	1%	4%	2%	8%z	3%
Taxation	<b>37</b>	9	14	14	9	23	17	7	22	8	34	3	3	23	1	9	6	3	-	9	33
	4%	5%	3%	8%zbe	4%	4%	8%zbe	3%	4%	5%	4%	3%	3%	5%	1%	4%	5%	3%	-	7%	3%
Population levels/ Overpopulation	<b>31</b>	11	24	20	11	18	16	5	13	13	27	4	*	15	1	6	3	3	3	8	31
	3%l	6%ze	5%ze	12%zbe	6%	3%	8%ze	2%	2%	8%zgh	3%	3%	*	4%	1%	3%	3%	3%	4%	7%z	3%
Animal welfare	<b>27</b>	13	20	18	6	14	10	5	15	7	27	1	4	10	2	6	6	1	2	4	25
	3%	7%ze	5%ze	10%zbeft	3%	2%	5%e	2%	3%	5%	3%	1%	4%	2%	2%	3%	5%	1%	3%	3%	3%
Privatisation	<b>27</b>	13	20	10	7	20	16	11	11	4	23	3	3	12	3	*	-	*	2	5	29
	3%q	8%ze	5%z	6%z	3%	3%	8%ze	4%	2%	2%	3%	3%	3%	3%	3%	*	-	*	2%	4%	3%

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	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%*	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
Pound/Exchange rate/Value of pound	<b>24</b>	9	15	15	7	18	18	2	16	5	24	-	2	15	1	7	5	6	-	7	25
	<b>2%</b>	5%z	3%	9%zbe	4%	3%	8%zbe	1%	3%	3%	3%	-	2%	3%	1%	4%	4%	6%	-	6%z	3%
Countryside/Rural life	<b>20</b>	12	16	10	3	16	11	2	10	9	19	-	2	5	2	3	3	1	1	2	22
	<b>2%</b>	7%zet	4%z	6%zet	2%	3%	5%z	1%	2%	6%zgh	2%	-	2%	1%	2%	2%	2%	1%	1%	2%	2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>15</b>	10	9	11	3	11	12	5	6	5	15	-	1	4	1	4	3	1	-	3	15
	<b>2%</b>	6%zbe	2%	6%zbet	2%	2%	6%zbet	2%	1%	3%	2%	-	1%	1%	1%	2%	3%	1%	-	3%	2%
Nationalisation/ Government control of institutions	<b>14</b>	7	8	3	6	11	9	6	7	1	14	-	3	8	1	1	1	-	2	4	15
	<b>1%</b>	4%z	2%	2%	3%	2%	4%zbe	2%	1%	1%	2%	-	3%	2%	1%	*	1%	-	2%	3%	2%
Trade unions/ Strikes	<b>9</b>	4	3	3	2	8	4	1	9	-	9	-	*	4	2	4	3	*	-	2	10
	<b>1%</b>	3%	1%	2%	1%	1%	2%	*	2%	-	1%	-	*	1%	2%	2%	3%	*	-	2%	1%
Northern Ireland	<b>7</b>	4	5	3	1	7	3	2	3	2	7	-	1	4	1	1	1	1	-	1	8
	<b>1%</b>	3%z	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Foot and mouth outbreak/Farming crisis	<b>6</b>	4	6	4	1	4	5	2	-	4	6	-	-	1	-	4	4	1	-	1	6
	<b>1%</b>	2%ze	1%z	2%z	1%	1%	2%ze	1%	-	3%zh	1%	-	-	*	-	2%	3%z	1%	-	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>6</b>	2	5	2	1	5	2	2	2	2	6	-	1	3	*	1	1	1	-	1	7
	<b>1%</b>	1%	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	*	1%	1%	1%	-	1%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>4</b>	3	3	3	1	2	3	-	1	2	4	-	-	2	1	1	1	1	-	1	5
	<b>*</b>	2%ze	1%	2%	*	*	1%ze	-	*	1%	*	-	-	*	1%	*	1%	1%	-	*	1%

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	<b>100%</b>	17%	44%	17%	19%	63%	21%	27%	57%	16%	87%	13%*	10%	44%	10%*	21%	12%*	10%*	7%*	13%	98%
AIDS	<b>4</b>	1	1	3	1	4	1	-	4	-	4	-	-	-	1	-	-	-	-	1	3
	*	*	*	2%zb	*	1%	*	-	1%	-	*	-	-	-	1%	-	-	-	-	*	*
Median	<b>2</b>	4	3	4	3	3	4	2	2	3	2	2	3	2	3	2	2	2	2	4	2
Other	<b>53</b>	4	13	3	4	26	12	19	27	7	50	3	2	22	8	5	3	3	1	3	55
	5%bce	2%	3%	2%	2%	4%	5%	7%	5%	4%	6%	3%	2%	5%	8%q	2%	3%	3%	1%	3%	6%
MEAN NUMBER OF MENTIONS	<b>3.73</b>	6.19zb	4.93ze	6.42zb	4.68ze	4.12z	6.24zb	3.45	3.61	4.63zg	3.80	3.32	3.96	3.82	3.87	3.59	3.75	3.66	3.23	5.47zv	3.79
		et		et		et				h											
STANDARD ERROR	<b>0.10</b>	0.40	0.18	0.41	0.29	0.13	0.32	0.13	0.13	0.31	0.11	0.21	0.25	0.17	0.29	0.22	0.31	0.37	0.27	0.39	0.10
ERROR VARIANCE	<b>0.01</b>	0.16	0.03	0.17	0.08	0.02	0.10	0.02	0.02	0.10	0.01	0.04	0.06	0.03	0.08	0.05	0.09	0.14	0.08	0.15	0.01
Don't know	<b>152</b>	3	9	13	6	59	5	53	80	19	119	30	11	69	5	22	9	13	5	*	136
	15%abce	2%	2%	7%ab	3%	9%abft	3%	20%z	14%	12%	14%	24%zj	10%	16%	6%	10%	7%	13%	8%w	*	14%
		fjprw																			
Personal finances (NET)	<b>295</b>	70	143	65	55	164	89	88	162	45	252	43	35	151	31	46	26	25	14	41	282
	29%eq	41%zbe	33%e	38%ze	28%	26%	42%zbe	33%	28%	28%	29%	35%	34%	34%z	33%	22%	22%	25%	20%	33%	29%
		t					t														

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - 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 JANUARY 2019 (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)	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>984</b>	168	120	172	90	243	191	984
<b>WEIGHTED BASE</b>	<b>1001</b>	168	137*	209	119*	173	194	984
	<b>100%</b>	17%	14%*	21%	12%*	17%	19%	98%
Common Market/ Brexit/EU/Europe/ Euro	<b>630</b> 63%b	99 59%	64 47%	149 71%za bd	65 54%	137 79%za bdf	116 60%	657 67%
National health service/Hospitals/ Healthcare	<b>436</b> 44%bd	66 39%	44 32%	105 50%bd	33 28%	93 54%za bd	95 49%bd	446 45%
Education/Schools	<b>215</b> 21%f	47 28%f	23 17%	62 30%zb df	19 16%	39 23%f	24 12%	216 22%
Poverty/Inequality	<b>196</b> 20%f	38 23%f	27 20%	55 26%zf	19 16%	35 20%f	22 11%	201 20%
Immigration/ immigrants	<b>194</b> 19%	23 14%	21 15%	37 18%	27 23%	34 19%	52 27%za b	196 20%
Housing	<b>189</b> 19%f	32 19%	20 15%	59 28%zb ef	22 18%	32 18%	25 13%	187 19%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>171</b> 17%a	15 9%	23 16%	24 11%	31 26%za c	34 20%ac	44 23%ac	167 17%
Economy/Economic situation	<b>171</b> 17%	25 15%	20 14%	41 19%	25 21%	33 19%	27 14%	174 18%
Pollution/ Environment	<b>124</b> 12%f	21 12%f	14 10%	40 19%zf	14 12%f	26 15%f	9 4%	121 12%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th - 14th January 2019  
 Number of sample points : 155  
 Source : Ipsos MORI (JN Q218)

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	<b>100%</b>	17%	14%*	21%	12%*	17%	19%	98%
Lack of faith in politics / politicians / government	<b>113</b> <b>11%</b>	20 12%	10 8%	23 11%	7 6%	25 14%	29 15%	108 11%
Unemployment/ Factory closure/ Lack of industry	<b>97</b> <b>10%</b>	13 8%	22 16%ze	19 9%	14 11%	12 7%	16 8%	88 9%
Pensions/Social security/Benefits	<b>91</b> 9%a	6 4%	10 7%	29 14%za	8 7%	20 12%a	17 9%	82 8%
Ageing population/ Social care for the elderly	<b>90</b> 9%a	5 3%	11 8%	21 10%a	5 5%	27 15%za	20 10%a	98 10%
Public services in general	<b>87</b> 9%f	8 5%	6 4%	29 14%zab f	7 6%	29 17%zab df	9 4%	97 10%
Low pay/Minimum wage/Fair wages	<b>87</b> 9%f	19 11%f	27 20%zce f	12 6%	12 10%f	11 6%	6 3%	75 8%
Drug abuse	<b>69</b> 7%	9 5%	14 10%	10 5%	10 8%	11 6%	15 8%	61 6%
Defence/Foreign affairs/ International terrorism	<b>63</b> 6%	7 4%	8 6%	10 5%	2 1%	20 12%zac d	15 8%	69 7%
Inflation/Prices	<b>59</b> 6%	6 4%	19 14%zac ef	8 4%	13 11%	7 4%	7 4%	57 6%

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	<b>100%</b>	17%	14%*	21%	12%*	17%	19%	98%
Transport/Public transport	<b>58</b> 6%f	9 5%	6 4%	19 9%f	5 4%	15 9%f	4 2%	58 6%
Local government/ Council tax	<b>41</b> 4%f	4 2%	2 2%	20 9%zab f	5 4%	8 5%	2 1%	35 4%
Race relations	<b>40</b> 4%f	19 11%zcd ef	8 6%f	6 3%	1 1%	4 3%	2 1%	34 3%
Morality/ Individual behaviour/ Lifestyle	<b>39</b> 4%	4 2%	7 5%	4 2%	- -	14 8%zac d	9 5%	44 4%
Petrol prices/Fuel	<b>38</b> 4%	5 3%	7 5%	11 5%	6 5%	5 3%	4 2%	29 3%
Taxation	<b>37</b> 4%a	1 1%	5 4%	11 5%a	6 5%	9 5%a	5 2%	33 3%
Population levels/ Overpopulation	<b>31</b> 3%	1 1%	5 3%	6 3%	2 2%	11 6%za	5 3%	31 3%
Animal welfare	<b>27</b> 3%	1 1%	6 5%	7 3%	1 *	8 4%	5 3%	25 3%
Privatisation	<b>27</b> 3%ef	5 3%	8 6%ef	12 6%zef	1 *	1 1%	1 *	29 3%
Pound/Exchange rate/Value of pound	<b>24</b> 2%	4 2%	5 4%	7 3%	4 4%	3 2%	1 *	25 3%
Countryside/Rural life	<b>20</b> 2%	1 *	- -	8 4%	- -	6 3%	6 3%	22 2%

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	<b>100%</b>	17%	14%*	21%	12%*	17%	19%	98%
Nuclear weapons/ Nuclear war/ Disarmament	15 2%	2 1%	4 3%	1 1%	- -	6 4%zc	3 1%	15 2%
Nationalisation/ Government control of institutions	14 1%	4 2%	2 1%	4 2%	1 *	3 2%	1 *	15 2%
Trade unions/ Strikes	9 1%	2 1%	1 *	2 1%	- -	3 2%	1 1%	10 1%
Northern Ireland	7 1%	- -	1 *	2 1%	1 1%	3 1%	1 *	8 1%
Foot and mouth outbreak/Farming crisis	6 1%	- -	1 1%	- -	- -	1 1%	4 2%	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	- -	- -	3 2%	- -	2 1%	1 *	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	* *	- -	- -	- -	3 1%z	1 *	5 1%
AIDS	4 *	* *	2 2%z	- -	- -	- -	1 *	3 *
Median	2	2	2	3	2	3	2	2
Other	53 5%	9 5%	6 4%	14 7%	3 2%	13 8%	9 4%	55 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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	<b>100%</b>	17%	14%*	21%	12%*	17%	19%	98%
MEAN NUMBER OF MENTIONS	<b>3.73</b>	3.34	3.59	4.22z adf	3.35	4.36z adf	3.31	3.79
STANDARD ERROR	<b>0.10</b>	0.15	0.30	0.24	0.20	0.27	0.19	0.10
ERROR VARIANCE	<b>0.01</b>	0.02	0.09	0.06	0.04	0.07	0.04	0.01
Don't know	<b>152</b>	33 15%ce	35 20%ce	11 26%zce	29 5% 25%zce	12 7%	30 16%ce	136 14%
Personal finances (NET)	<b>295</b>	51 29%ef	63 30%f	69 46%za	39 33%f	40 23%	33 17%	282 29%

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