

ISSUES INDEX JULY 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)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Common Market/ Brexit/EU/Europe/ Euro	459 47%bd ioq	241 50%b	218 43%	56 44%	57 34%	74 48%d	82 48%d	74 51%di	118 52%zd i	112 39%	155 48%di	191 52%zd i	186 42%	273 51%	143 54%zn oq	142 50%oq	85 41%	89 38%	285 52%zn oq	174 40%	477 47%
National health service/Hospitals/ Healthcare	66 7%	26 5%	40 8%	8 7%	7 4%	12 8%	15 9%	12 9%	12 5%	15 5%	27 8%	24 6%	27 6%	39 7%	21 8%	20 7%	10 5%	16 7%	41 7%	26 6%	64 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	60 6%mp	31 6%	29 6%	5 4%	15 9%	7 5%	10 6%	5 3%	18 8%	20 7%	17 5%	23 6%	27 6%	33 6%	11 4%	10 4%	25 12%zlm p	14 6%	21 4%	39 9%zlm op	53 5%
Pollution/ Environment	47 5%oq	17 4%	30 6%	8 6%	11 7%	8 5%	7 4%	5 4%	8 3%	19 6%	15 5%	13 3%	27 6%	20 4%	27 10%zmn opq	12 4%	4 2%	5 2%	38 7%zmn oq	9 2%	49 5%
Immigration/ immigrants	41 4%l	14 3%	27 5%	3 2%	9 5%	3 2%	7 4%	8 5%	12 5%	12 4%	9 3%	20 5%	15 3%	26 5%	3 1%	15 5%lp	9 4%	15 6%l	18 3%l	23 5%l	40 4%
Poverty/Inequality	37 4%jo	17 3%	21 4%	4 4%	13 8%zef hj	2 1%	3 2%	10 7%ehj	5 2%	18 6%zeh j	5 2%	15 4%h	19 4%	18 3%	11 4%	10 4%	13 6%oq	3 1%	22 4%	16 4%o	38 4%
Lack of faith in politics / politicians / government	35 4%di	18 4%	17 3%	4 3%	1 *	6 4%	8 5%d	6 4%	11 5%di	5 2%	14 4%d	17 5%d	11 2%	24 5%	11 4%	8 3%	8 4%	9 4%	19 3%	17 4%	38 4%
Economy/Economic situation	30 3%hkq	13 3%	17 3%	5 4%	6 4%	4 3%	10 6%hk	3 2%	2 1%	11 4%	14 4%hk	5 1%	15 3%	15 3%	12 5%q	12 4%q	2 1%	3 1%	24 4%zq	6 1%	32 3%
Housing	16 2%hk	11 2%	5 1%	2 1%	7 4%zhk	* *	5 3%hk	1 1%	* *	9 3%hk	6 2%	1 *	9 2%	7 1%	1 *	4 2%	2 1%	9 4%zlp	5 1%	10 2%	14 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 18th July 2019
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Unemployment/ Factory closure/ Lack of industry	13 1%p	7 2%	6 1%	3 2%	3 2%	1 1%	3 2%	1 1%	2 1%	6 2%	4 1%	3 1%	7 2%	6 1%	2 1%	1 *	5 3%	4 2%	3 1%	10 2%	13 1%
Defence/Foreign affairs/ International terrorism	12 1%mp	6 1%	6 1%	3 2%	- -	3 2%	1 1%	1 1%	4 2%	3 1%	4 1%	5 1%	6 1%	6 1%	- -	* *	4 2%lmp	7 3%zlm p	* *	12 3%zlm p	10 1%
Drug abuse	11 1%p	4 1%	7 1%	1 1%	5 3%zk	* *	2 1%	2 1%	1 *	6 2%	2 1%	2 1%	6 1%	4 1%	- -	1 *	3 1%	7 3%zlm p	1 *	9 2%zlp	13 1%
Ageing population/ Social care for the elderly	10 1%a	1 *	10 2%za	2 2%	2 1%	3 2%	1 *	2 1%	1 1%	4 1%	4 1%	3 1%	6 1%	4 1%	3 1%	3 1%	1 1%	3 1%	6 1%	4 1%	11 1%
Inflation/Prices	9 1%	5 1%	4 1%	* *	2 1%	1 1%	3 2%	- -	3 1%	3 1%	4 1%	3 1%	4 1%	6 1%	- -	3 1%	3 2%	3 1%	3 1%	6 1%	11 1%
Morality/ Individual behaviour/ Lifestyle	9 1%	1 *	7 1%	* *	2 1%	1 *	- -	2 1%	4 2%	2 1%	1 *	6 2%	3 1%	6 1%	1 1%	4 1%	2 1%	1 *	6 1%	3 1%	12 1%
Race relations	9 1%k	5 1%	3 1%	* *	1 *	6 4%zgh ik	1 1%	- -	1 *	1 *	7 2%zfk	1 *	7 2%	1 *	3 1%	* *	1 1%	4 2%	4 1%lm	5 1%	7 1%
Low pay/Minimum wage/Fair wages	8 1%b	7 2%b	1 *	3 3%zhj k	3 2%	- -	1 1%	1 1%	- -	6 2%zhk	1 *	1 *	6 1%	2 *	- -	4 1%	1 *	4 2%	4 1%	4 1%	6 1%
Education/Schools	8 1%	2 *	6 1%	2 1%	1 1%	4 3%zhk	- -	1 1%	- -	3 1%	4 1%	1 *	7 2%	1 *	1 1%	3 1%	2 1%	2 1%	5 1%	3 1%	7 1%

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
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	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Population levels/ Overpopulation	8 1%	3 1%	5 1%	1 1%	2 1%	1 1%	- 1%	1 1%	3 1%	3 1%	1 *	4 1%	4 1%	4 1%	- 1%	4 1%	2 1%	2 1%	4 1%	4 1%	8 1%
Nationalisation/ Government control of institutions	6 1%	5 1%	1 *	* *	1 *	2 1%	- 1%	1 1%	2 1%	1 *	2 1%	4 1%	3 1%	4 1%	- 1%	3 1%	2 1%	1 1%	3 1%	3 1%	7 1%
Public services in general	5 1%	1 *	4 1%	* *	1 *	1 *	1 1%	1 *	2 1%	1 *	2 *	3 1%	2 *	4 1%	1 *	1 1%	2 1%	2 1%	2 *	3 1%	7 1%
Countryside/Rural life	5 *	4 1%	1 *	1 1%	* *	- 1%	2 1%	2 1%	- 1%	1 *	2 1%	2 *	1 *	4 1%	2 1%	* *	1 1%	2 1%	2 *	3 1%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	4 1%	- -	1 1%	* *	2 1%	- 1%	1 *	1 *	1 *	2 *	1 *	3 1%	1 *	1 *	1 *	2 1%	1 *	1 *	3 1%	5 *
Transport/Public transport	3 *	2 *	2 *	1 1%	1 1%	- 1%	1 *	- 1%	* 1%	2 1%	1 *	* 1%	2 *	1 *	- 1%	2 1%	1 1%	* 1%	2 *	2 *	4 *
Pensions/Social security/Benefits	3 *	2 *	1 *	- 1%	- 1%	1 1%	- 1%	1 1%	1 *	- 1%	1 *	2 1%	1 *	2 *	- 1%	2 1%	- 1%	1 *	2 *	1 *	3 *
Privatisation	1 *	1 *	- -	- 1%	- 1%	- 1%	- 1%	- 1%	1 1%	- 1%	- 1%	1 *	- 1%	1 *	1 *	- 1%	- 1%	- 1%	1 *	- 1%	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	* *	1 *	- 1%	- 1%	- 1%	- 1%	- 1%	1 *	- 1%	- 1%	1 *	- 1%	1 *	- 1%	1 *	- 1%	- 1%	1 *	* *	2 *
Local government/ Council tax	1 *	1 *	- -	- 1%	1 1%	- 1%	- 1%	- 1%	- 1%	1 *	- 1%	- 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

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	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Animal welfare	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	*
Petrol prices/Fuel	*	*	-	-	-	-	-	-	*	-	-	*	-	*	*	-	-	-	*	-	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	*	-	-	-	*	-	*
Taxation	*	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	*	-	1
	*	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	*	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14	7	7	1	3	1	3	3	2	5	4	5	6	8	5	2	3	3	7	7	15
	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	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	48	19	29	11	11	10	5	4	8	22	15	12	32	16	3	10	12	23	13	35	54
	5%klp	4%	6%	8%fgk	7%	7%	3%	3%	4%	7%zk	5%	3%	7%	3%	1%	4%	6%lp	10%zlm	2%	8%zlm	5%

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UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Personal finances (NET)	55 6%e	30 6%	25 5%	8 6%	18 11% jk	3 z	8 e	11 h	8 e	27 9% jk	10 z	18 e	29 h	26 e	12 4%	17 6%	17 8%	10 4%	29 5%	27 6%	56 6%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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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)	
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Common Market/ Brexit/EU/Europe/ Euro	459 47% _{nq}	399 47%	27 54%	33 39%	137 43%	104 45%	151 49%	124 48%	171 47%	63 46%	134 49%	71 51%	166 50% _{nq}	157 51% _{nq}	29 24%	99 49% _{nq}	323 50% _{zn} q	128 40% _n	477 47%
National health service/Hospitals/ Healthcare	66 7%	56 7%	4 9%	6 7%	22 7%	16 7%	16 5%	12 5%	28 8% _j	6 5%	15 5%	9 6%	25 8%	20 6%	9 8%	11 5%	45 7%	20 6%	64 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	60 6% _{mp}	57 7%	2 4%	1 1%	19 6%	18 8% _d	14 4%	11 4%	28 8%	9 6%	26 10% _{zc} fgh	17 13% _{zac} dfgh	20 6%	11 3%	15 13% _{zlm} p	15 7%	31 5%	30 9% _{zmp}	53 5%
Pollution/ Environment	47 5% _q	44 5%	1 2%	2 2%	11 3%	8 4%	11 4%	10 4%	25 7% _z	7 5%	15 6%	8 6%	16 5%	20 7% _{oq}	4 4%	4 2%	36 6%	8 3%	49 5%
Immigration/ immigrants	41 4% _m	34 4%	1 2%	6 7%	14 4%	8 3%	14 5%	13 5%	13 4%	6 4%	10 4%	4 3%	19 6% _{mp}	5 2%	8 6% _m	10 5%	24 4% _m	17 5% _m	40 4%
Poverty/Inequality	37 4%	37 4%	-	1 1%	9 3%	9 4%	13 4%	13 5%	15 4%	9 7%	12 4%	2 2%	11 3%	13 4%	8 6%	6 3%	24 4%	14 4%	38 4%
Lack of faith in politics / politicians / government	35 4% _{aho} q	26 3% _h	4 8% _{hj}	6 7% _h	19 6% _{zah} j	13 6% _{ahj}	11 4%	7 3%	5 1%	2 2%	5 2%	3 2%	16 5% _{oq}	14 5% _o	4 4%	1 *	30 5% _{zoq}	5 2% _o	38 4%
Economy/Economic situation	30 3%	25 3%	2 5%	3 4%	11 3%	7 3%	9 3%	7 3%	10 3%	6 4%	8 3%	2 2%	9 3%	10 3%	7 6%	4 2%	19 3%	11 3%	32 3%
Housing	16 2% _d	15 2% _d	1 2% _d	-	-	-	7 2% _{de}	6 2% _{de}	9 2% _{de}	5 4% _{zde}	9 3% _{de}	3 2% _{de}	2 1%	6 2%	1 1%	3 2%	8 1%	5 1%	14 1%

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UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Unemployment/ Factory closure/ Lack of industry	13 1%	10 1%	- -	3 4%h	8 2%	5 2%	4 1%	4 1%	2 1%	1 1%	2 1%	1 1%	4 1%	4 1%	2 2%	3 1%	8 1%	5 2%	13 1%
Defence/Foreign affairs/ International terrorism	12 1%h	9 1%h	- -	3 4%hjk	8 2%zah j	4 2%h	4 1%	4 2%	* *	* *	* *	- -	3 1%	5 2%	2 2%	2 1%	8 1%	4 1%	10 1%
Drug abuse	11 1%p	10 1%	- -	1 1%	4 1%	3 1%	3 1%	3 1%	4 1%	2 2%	2 1%	- -	1 *	2 1%	4 4%zlm p	3 1%	3 1%	7 2%p	13 1%
Ageing population/ Social care for the elderly	10 1%a	3 *	1 2%	6 7%zad efghi jk	7 2%ae	1 *	2 1%	1 *	2 1%	1 1%	2 1%	1 1%	2 1%	4 1%	2 2%	3 1%	6 1%	4 1%	11 1%
Inflation/Prices	9 1%	8 1%	- -	1 2%	5 1%	3 1%	2 1%	2 1%	2 1%	2 2%	2 1%	- -	2 1%	4 1%	- -	3 1%	6 1%	3 1%	11 1%
Morality/ Individual behaviour/ Lifestyle	9 1%	8 1%	- -	1 1%	2 1%	1 1%	3 1%	3 1%	4 1%	2 2%	3 1%	1 1%	4 1%	2 1%	1 1%	2 1%	6 1%	3 1%	12 1%
Race relations	9 1%a	5 1%	- -	3 4%zae fghk	4 1%e	1 *	2 1%	2 1%	3 1%	3 2%	3 1%	- -	1 *	4 1%	2 2%	1 1%	5 1%	3 1%	7 1%
Low pay/Minimum wage/Fair wages	8 1%	8 1%	- -	- -	5 1%	5 2%	3 1%	3 1%	1 *	1 1%	1 *	- -	1 *	3 1%	- -	5 2%zlp	3 1%	5 1%	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 : 5th - 18th July 2019
 Number of sample points : 160
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ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

Table 2
Q.PL01
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
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	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Education/Schools	8 1%p	8 1%	- -	- -	1 *	1 *	2 1%	2 1%	6 2%	2 1%	6 2%zd	4 3%zde	1 *	1 *	3 3%zlm p	1 *	2 *	4 1%	7 1%
Population levels/ Overpopulation	8 1%	8 1%	- -	- -	2 1%	2 1%	2 1%	2 1%	4 1%	2 2%	2 1%	- -	4 1%	3 1%	1 1%	1 *	7 1%	1 *	8 1%
Nationalisation/ Government control of institutions	6 1%	6 1%	- -	- -	2 1%	2 1%	2 1%	2 1%	3 1%j	1 1%	1 *	- -	2 1%	3 1%	1 1%	* *	5 1%	2 *	7 1%
Public services in general	5 1%	5 1%	1 1%	- -	3 1%	3 1%	2 1%	2 1%	1 *	1 *	1 *	- -	3 1%	* *	1 1%	1 1%	3 1%	2 1%	7 1%
Countryside/Rural life	5 *	4 *	1 2%	- -	1 *	1 1%	2 1%	1 1%	2 *	- -	- -	- -	1 *	2 *	- -	2 1%	3 *	2 1%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *a	1 *	1 1%	2 3%zae hj	2 1%	- -	2 1%	1 *	- -	- -	- -	- -	1 *	2 *	* *	1 *	3 *	1 *	5 *
Transport/Public transport	3 *	3 *	- -	- -	2 1%	2 1%	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	1 1%	2 *	1 *	4 *
Pensions/Social security/Benefits	3 *	2 *	- -	1 2%h	2 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 1%	1 *	1 *	2 1%	3 *
Privatisation	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 1%	- -	- -	1 1%zp	- -	- -	1 *	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	2 *

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UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
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	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Local government/ Council tax	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
Animal welfare	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Petrol prices/Fuel	* *	- -	* 1%za	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	1 *
Taxation	* *	* *	- -	- -	- -	- -	- -	- -	* *	* *	* *	- -	- -	* *	- -	- -	* *	- -	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	14 1%	13 2%	- -	1 1%	2 1%	2 1%	6 2%	6 2%	6 2%	2 2%	3 1%	1 1%	5 1%	2 1%	1 *	7 3%zmp	7 1%	7 2%	15 1%

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	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48 5%lp	42 5%	4 7%	3 4%	15 5%	12 5%	18 6%	15 6%	15 4%	2 2%	12 4% i	9 7%	8 3%	12 4%	11 9%zlm p	15 7%lp	20 3%	25 8%zlp	54 5%
Personal finances (NET)	55 6%	53 6%k	* 1%	2 3%	19 6%	16 7%k	18 6%	17 7%	19 5%k	13 9%hjk	15 5%k	2 2%	15 4%	19 6%	8 6%	14 7%	34 5%	21 7%	56 6%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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 JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1011	373	140	498	137	219	113	407	128	154	368	271	1011
WEIGHTED BASE	983	407	153	424	139	195	110*	418	117*	148	373	291	1011
	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Common Market/ Brexit/EU/Europe/ Euro	459 47%g	193 47%	80 53%	185 44%	90 65%zg	75 39%	68 62%zg	169 40%	46 39%	61 41%	192 51%zl	130 45%	477 47%
National health service/Hospitals/ Healthcare	66 7%	31 8%	10 6%	25 6%	7 5%	13 7%	8 8%	33 8%	10 9%	8 6%	18 5%	20 7%	64 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	60 6%	21 5%	12 8%	27 6%	8 6%	12 6%	7 7%	30 7%	12 10%	11 7%	22 6%	14 5%	53 5%
Pollution/ Environment	47 5%	16 4%	10 7%	21 5%	5 3%	12 6%	7 6%	11 3%	5 4%	10 7%	19 5%	18 6%	49 5%
Immigration/ immigrants	41 4%h	14 4%	4 2%	23 5%	5 3%	4 2%	- -	23 5%	6 5%	6 4%	15 4%	8 3%	40 4%
Poverty/Inequality	37 4%	19 5%	3 2%	15 3%	1 1%	12 6%fh	1 1%	19 5%	4 3%	8 5%	12 3%	10 4%	38 4%
Lack of faith in politics / politicians / government	35 4%	11 3%	6 4%	18 4%	1 1%	9 4%	3 3%	18 4%	6 5%	6 4%	15 4%	12 4%	38 4%
Economy/Economic situation	30 3%	18 4%b	- -	12 3%	6 4%	10 5%	3 3%	9 2%	5 4%	4 3%	18 5%z	12 4%	32 3%
Housing	16 2%	9 2%	3 2%	4 1%	1 1%	3 2%	- -	11 3%	1 1%	2 1%	4 1%	6 2%	14 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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Unemployment/ Factory closure/ Lack of industry	13 1%	5 1%	2 1%	6 1%	1 1%	3 2%	1 1%	5 1%	3 2%	4 3%	3 1%	2 1%	13 1%
Defence/Foreign affairs/ International terrorism	12 1%	4 1%	1 1%	6 2%	1 1%	3 2%	* *	4 1%	3 2%	* *	3 1%	2 1%	10 1%
Drug abuse	11 1%	5 1%	2 1%	4 1%	* *	5 2%	1 1%	4 1%	1 1%	3 2%	3 1%	5 2%	13 1%
Ageing population/ Social care for the elderly	10 1%	5 1%	2 1%	4 1%	2 1%	1 *	3 3%	4 1%	2 1%	- -	7 2%	2 1%	11 1%
Inflation/Prices	9 1%	5 1%	1 *	3 1%	- -	3 2%	- -	5 1%	2 1%	2 1%	2 1%	4 1%	11 1%
Morality/ Individual behaviour/ Lifestyle	9 1%	3 1%	1 1%	5 1%	- -	3 2%	2 2%	2 *	1 1%	1 1%	4 1%	- -	12 1%
Race relations	9 1%	1 *	1 *	7 2%z	- -	1 1%	- -	6 2%	1 *	1 *	6 2%	7 2%	7 1%
Low pay/Minimum wage/Fair wages	8 1%	6 2%	1 1%	1 *	- -	1 *	- -	7 2%	- -	2 2%	1 *	7 3%	6 1%
Education/Schools	8 1%	1 *	- -	7 2%z	- -	4 2%z	2 2%	1 *	1 1%	3 2%	3 1%	6 2%	7 1%
Population levels/ Overpopulation	8 1%	2 1%	2 1%	4 1%	3 2%	- -	- -	4 1%	- -	1 *	3 1%	1 *	8 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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Nationalisation/ Government control of institutions	6 1%	1 *	2 1%	4 1%	2 1%	3 2%	- -	2 *	1 1%	1 1%	1 *	2 1%	7 1%
Public services in general	5 1%	2 1%	- -	3 1%	- -	1 *	1 *	3 1%	- -	* *	2 *	1 *	7 1%
Countryside/Rural life	5 *	3 1%	1 1%	1 *	- -	1 *	- -	3 1%	- -	1 1%	2 1%	- -	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	3 1%	- -	1 *	2 1%	- -	- -	* *	* -	- -	1 *	2 1%	5 *
Transport/Public transport	3 *	1 *	- -	2 *	- -	2 1%z	- -	1 *	* *	2 1%	1 *	1 *	4 *
Pensions/Social security/Benefits	3 *	1 *	- -	2 *	- -	- -	- -	3 1%	1 1%	1 1%	1 *	- -	3 *
Privatisation	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	- -	- -	1 *	* *	- -	1 1%	- -	- -	- -	* *	- -	2 *
Local government/ Council tax	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1

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	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Animal welfare	1	1	-	-	-	1	-	-	-	1	-	-	1
	*	*	-	-	-	*	-	-	-	1%	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	1	-	-	1	-	-	-	-	-	-	1	-	1
	*	-	-	*	-	-	-	-	-	-	*	-	*
Petrol prices/Fuel	*	-	-	*	-	*	-	-	-	-	-	-	1
	*	-	-	*	-	*	-	-	-	-	-	-	*
Taxation	*	-	-	*	-	-	-	*	-	-	-	-	1
	*	-	-	*	-	-	-	*	-	-	-	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14	7	2	5	1	6	*	3	1	2	4	2	15
	1%	2%	1%	1%	1%	3%	*	1%	1%	1%	1%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48	16	8	24	4	6	1	36	7	5	10	18	54
	5%hn	4%	5%	6%	3%	3%	1%	9%	6%	4%	3%	6%	5%

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 : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1011	373	140	498	137	219	113	407	128	154	368	271	1011
WEIGHTED BASE	983	407	153	424	139	195	110*	418	117*	148	373	291	1011
	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Personal finances (NET)	55	31	5	20	1	16	1	31	5	12	15	21	56
	6%fh	8%	3%	5%	1%	8%fh	1%	7%	5%	8%	4%	7%	6%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: 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

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Common Market/ Brexit/EU/Europe/ Euro	459 47%ctg ikv	71 44%	190 49%ct	97 40%	50 37%	459 78%zab cft	107 53%ct	140 41%	271 53%zgi	43 35%	416 49%zk	42 33%	49 53%	84 49%	60 56%zq	34 43%	- -	50 54%v	477 47%
National health service/Hospitals/ Healthcare	66 7%e	6 4%	66 17%zace ft	14 6%	5 3%	25 4%	14 7%	19 6%	30 6%	17 14%zgh	61 7%	5 4%	5 5%	14 8%	12 11%	4 5%	- -	5 5%	64 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	60 6%e	8 5%	21 6%e	60 25%zabe ft	7 6%	18 3%	7 3%	22 7%	32 6%	5 4%	55 6%	5 4%	5 5%	18 11%z	10 9%	9 11%	- -	7 8%	53 5%
Pollution/ Environment	47 5%ce	4 3%	16 4%c	3 1%	3 2%	21 4%c	9 5%	17 5%	21 4%	9 7%	41 5%	5 4%	9 10%zqr	5 3%	3 3%	2 3%	- -	3 3%	49 5%
Immigration/ immigrants	41 4%ce	7 4%e	12 3%e	4 1%	41 31%zabc ef	8 1%	5 3%	14 4%	23 4%	5 4%	37 4%	4 3%	3 4%	8 4%r	2 1%	6 8%	41 100%zw	- -	40 4%
Poverty/Inequality	37 4%eh	13 8%zcef	17 4%e	8 3%e	7 5%e	7 1%	7 3%e	20 6%zh	7 1%	10 8%zh	33 4%	5 4%	2 2%	8 4%	3 3%	5 6%	- -	7 8%	38 4%
Lack of faith in politics / politicians / government	35 4%e	6 4%	8 2%	17 7%zbe	10 8%zbe	13 2%	7 3%	11 3%	16 3%	8 7%	30 3%	6 5%	3 3%	6 3%	2 2%	4 5%	- -	10 11%z	38 4%
Economy/Economic situation	30 3%e	30 19%zbce ft	9 2%	5 2%	2 1%	9 2%	7 3%	15 4%	10 2%	5 4%	27 3%	3 3%	3 4%	2 1%	1 1%	1 1%	- -	2 2%	32 3%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 18th July 2019
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Housing	16 2%eg	-	5	3	-	2	6	1	13	2	14	2	3	2	2	-	-	-	14
		-	1%	1%	-	*	3%e	*	2%g	1%	2%	2%	3%	1%	2%	-	-	-	1%
Unemployment/ Factory closure/ Lack of industry	13 1%ej	2	3	4	1	2	2	8	5	-	8	5	-	1	1	-	-	1	13
		1%	1%	1%e	1%	*	1%	2%	1%	-	1%	4%z	-	1%	1%	-	-	1%	1%
Defence/Foreign affairs/ International terrorism	12 1%e	-	2	-	-	2	-	3	6	3	12	-	-	3	1	2	-	-	10
		-	*	-	-	*	-	1%	1%	3%	1%	-	-	2%	1%	2%	-	-	1%
Drug abuse	11 1%ehj	-	2	3	1	2	2	8	*	2	6	4	2	1	-	1	-	1	13
		-	1%	1%	1%	*	1%	2%zh	*	2%h	1%	3%z	2%	1%	-	2%	-	1%	1%
Ageing population/ Social care for the elderly	10 1%e	-	5	2	2	2	2	4	6	-	8	1	-	-	-	-	-	2	11
		-	1%	1%	1%	*	1%	1%	1%	-	1%	1%	-	-	-	-	-	2%	1%
Inflation/Prices	9 1%ej	1	3	*	1	1	2	5	4	-	5	4	*	1	-	1	-	1	11
		*	1%	*	*	*	1%	1%	1%	-	1%	3%z	*	*	-	1%	-	1%	1%
Morality/ Individual behaviour/ Lifestyle	9 1%e	1	2	3	-	2	3	4	4	1	7	1	1	*	*	-	-	-	12
		*	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	*	*	-	-	-	1%
Race relations	9 1%eh	-	-	3	-	-	3	8	1	-	6	3	-	2	-	2	-	-	7
		-	-	1%be	-	-	1%be	2%zh	*	-	1%	2%j	-	1%	-	2%	-	-	1%
Low pay/Minimum wage/Fair wages	8 1%e	-	2	3	-	1	1	2	6	-	6	2	-	-	-	-	-	-	6
		-	1%	1%	-	*	*	1%	1%	-	1%	1%	-	-	-	-	-	-	1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 18th July 2019
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Education/Schools	8 1%	1 1%	3 1%	4 2%	- -	2 *	8 4%z	2 1%	6 1%	- -	7 1%	2 1%	- -	1 *	- -	1 1%	- -	- -	7 1%
Population levels/ Overpopulation	8 1% e	- -	3 1%e	- -	1 *	- -	3 2%e	2 *	4 1%	2 2%	7 1%	1 *	- -	3 1%	3 2%	- -	- -	1 1%	8 1%
Nationalisation/ Government control of institutions	6 1% eh	- -	2 1%	1 1%	- -	1 *	2 1%	4 1%h	* *	2 2%h	4 1%	2 2%	- -	4 2%z	3 3%z	1 1%	- -	- -	7 1%
Public services in general	5 1% h	3 2%	3 1%	2 1%	2 1%	4 1%	3 1%	4 1%	1 *	1 1%	4 *	2 1%	- -	- -	- -	- -	- -	2 2%	7 1%
Countryside/Rural life	5 *	3 2%ze	2 1%	3 1%	2 1%	2 *	2 1%	- -	3 1%	2 2%g	4 1%	* *	1 1%	1 1%	1 1%	- -	- -	2 2%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	- -	1 *	1 *	- -	2 *	- -	* *	4 1%	- -	4 *	* *	- -	2 1%	- -	2 2%	- -	- -	5 *
Transport/Public transport	3 *	- -	1 *	- -	1 1%e	- -	- -	1 *	1 *	1 1%	2 *	1 1%	- -	- -	- -	- -	- -	1 1%	4 *
Pensions/Social security/Benefits	3 *	- -	- -	- -	- -	- -	- -	2 1%	1 *	- -	2 *	1 1%	- -	1 1%	- -	1 1%	- -	- -	3 *
Privatisation	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	- -	- -	- -	- -	- -	- -	* *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
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Number of sample points : 160
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ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Local government/ Council tax	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 1%z	1 *	1 1%	1 1%z	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	1 1%	- -	- -	- -	1 *
Petrol prices/Fuel	* *	- -	* *	- -	- -	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	1 *
Taxation	* *	- -	* *	* *	- -	* *	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AIDS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	14 1%bj	3 2%	2 *	3 1%	-	6 1%	2 1%	8 2%	6 1%	* *	8 1%	6 5%zj	4 4%zqr	1 *	-	1 1%	-	-	15 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORi (JN Q218)

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48 5%bcef tj	3 2%e	2 *	1 *	- -	1 *	- -	17 5%	25 5%	5 4%	35 4%	13 10%z	2 2%	5 3%	1 1%	3 4%	- -	- -	54 5%
Personal finances (NET)	55 6%eh	14 9%e	23 6%e	11 5%e	8 6%e	9 2%	9 5%e	26 8%h	17 3%	11 9%h	45 5%	11 8%	2 2%	8 5%	3 3%	5 7%	- -	8 8%	56 6%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

ISSUES INDEX JULY 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+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Common Market/ Brexit/EU/Europe/ Euro	592 60%di oq	297 62%	294 58%	75 59%i	78 47%	89 58%	111 66%di	90 62%d	148 66%zd i	153 53%	201 62%di	238 64%zd i	242 55%	349 65%	192 73%zm nopq	169 60%	112 55%	118 51%	361 66%zm noq	231 53%	616 61%
National health service/Hospitals/ Healthcare	386 39%ac ioq	158 33%	227 45%za	38 30%	54 33%	53 35%	82 48%zc deij	69 48%zc dei	90 40%	92 32%	135 42%ce i	159 43%zc di	145 33%	241 45%	115 44%oq	117 41%o	80 39%	73 31%	232 43%zo q	153 35%	391 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	245 25%ci p	125 26%	120 24%	16 13%	43 26%ci	43 28%c	32 19%	40 28%c	70 31%zc fi	59 20%c	75 23%c	110 30%zc fi	102 23%	143 27%	60 23%	60 21%	62 30%mp	62 27%	120 22%	125 28%mp	237 23%
Education/Schools	203 21%ac ioq	82 17%	122 24%za	17 13%	31 19%	38 25%c	41 25%c	37 26%ci	39 17%	47 16%	80 25%ci	76 21%h	85 19%	118 22%	67 25%oq	66 23%oq	37 18%	34 15%	133 24%zo q	70 16%	206 20%
Pollution/ Environment	187 19%ao q	65 14%	122 24%za	27 21%	32 19%	31 21%	32 19%	22 15%	41 18%	59 20%	64 20%	64 17%	91 20%	96 18%	79 30%zm nopq	57 20%oq	28 14%	23 10%	135 25%zm noq	52 12%	195 19%
Poverty/Inequality	182 18%eo q	87 18%	94 19%	24 19%	35 21%e	15 10%	36 22%ej	32 22%e	39 17%	59 20%e	51 16%e	71 19%e	74 17%	108 20%	59 22%oq	55 20%o	40 19%	28 12%	114 21%zo q	67 15%o	183 18%
Housing	173 18%h k	72 15%	101 20%	17 13%	32 19%	24 16%	37 22%h	33 23%ch	30 13%	49 17%	61 19%	63 17%h	73 16%	101 19%	40 15%	57 20%	36 17%	41 18%	97 18%	77 18%	161 16%
Economy/Economic situation	162 16%o	80 17%	82 16%	19 15%	35 21%hk	27 18%	30 18%	22 15%	29 13%	54 18%	57 18%	51 14%	81 18%	81 15%	55 21%oq	47 17%	35 17%	25 11%	102 19%zo	60 14%	154 15%
Immigration/ immigrants	135 14%lp	54 11%	80 16%z	11 8%	20 12%	14 9%	31 18%ci	26 18%ce i	33 15%	31 11%	45 14%e	59 16%c	45 10%	90 17%	24 9%	33 12%	39 19%zl	39 17%lp	57 10%	78 18%zl	129 13%

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.

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Lack of faith in politics / politicians / government	122 12%di	65 13%	56 11%	14 11%	11 6%	15 10%	28 17%di	19 13%	35 15%di	25 9%	43 13%di	54 15%di	40 9%	82 15%	37 14%	40 14%	23 11%	22 10%	76 14%	46 10%	133 13%
Drug abuse	111 11%lp	50 10%	61 12%	11 9%	21 13%	19 12%	17 10%	18 12%	25 11%	32 11%	35 11%	43 12%	51 11%	60 11%	19 7%	24 9%	33 16%zl mp	35 15%lmp	43 8%	68 16%zl mp	113 11%
Public services in general	106 11%q	50 10%	56 11%	8 7%	16 9%	19 12%	20 12%	20 14%	22 10%	24 8%	39 12%	43 12%	43 10%	63 12%	45 17%zmn opq	25 9%	18 9%	18 8%	70 13%zmq	36 8%	109 11%
Unemployment/ Factory closure/ Lack of industry	101 10%	40 8%	61 12%	16 13%	23 14%	10 6%	20 12%	10 7%	22 10%	39 14%	30 9%	32 9%	49 11%	52 10%	27 10%	22 8%	30 15%mp	22 10%	49 9%	53 12%	95 9%
Ageing population/ Social care for the elderly	91 9%	38 8%	53 11%	9 7%	10 6%	15 10%	15 9%	15 10%	26 12%i	19 7%	30 9%	41 11%	34 8%	57 11%	28 10%	24 8%	18 9%	22 9%	51 9%	40 9%	90 9%
Pensions/Social security/Benefits	82 8%i	32 7%	51 10%	7 5%	9 6%	10 7%	14 8%	22 15%zcd eij	20 9%	16 6%	24 7%	42 11%zhi	26 6%	56 10%	23 9%	23 8%	13 6%	23 10%	46 9%	36 8%	80 8%
Low pay/Minimum wage/Fair wages	74 8%	34 7%	40 8%	14 11%	19 11%hk	8 5%	11 7%	10 7%	12 5%	33 11%zhj k	19 6%	22 6%	41 9%	33 6%	22 9%	24 9%	12 6%	16 7%	46 9%	28 6%	67 7%
Defence/Foreign affairs/ International terrorism	70 7%bfi m	42 9%	27 5%	6 4%	7 4%	12 8%	4 2%	16 11%zcd fij	26 11%zcd fij	13 4%	15 5%f	42 11%zcd fij	25 6%	45 8%	24 9%mp	9 3%	15 8%mi	21 9%mi	33 6%mi	37 8%mi	69 7%
Inflation/Prices	64 7%	28 6%	36 7%	11 9%	9 6%	15 10%	10 6%	6 4%	13 6%	20 7%	25 8%	19 5%	35 8%	30 5%	19 7%	14 5%	15 7%	17 7%	32 6%	32 7%	60 6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Morality/ Individual behaviour/ Lifestyle	54 5% ^c	25 5%	29 6%	1 1%	10 6%	5 4%	12 7% ^c	10 7% ^c	15 7% ^c	11 4% ^c	17 5%	25 7% ^c	17 4%	37 7%	14 5%	16 6%	16 8%	9 4%	29 5%	25 6%	56 6%
Race relations	52 5% ^b	32 7%	20 4%	4 3%	8 5%	9 6%	11 6%	12 9%	8 4%	11 4%	20 6%	21 6% ^h	20 5%	32 6%	19 7%	15 5%	11 5%	8 3%	34 6%	18 4%	52 5%
Taxation	50 5%	30 6%	20 4%	3 3%	7 4%	11 7%	11 7%	8 6%	9 4%	10 4%	23 7%	17 5%	22 5%	29 5%	19 7% ^o	11 4%	15 7%	6 3%	30 5% ^m	21 5% ^o	50 5%
Transport/Public transport	47 5% ^c	26 5%	22 4%	2 1%	8 5%	2 1%	9 5%	11 8% ^{ce}	15 7% ^{ce}	9 3%	11 4%	26 7% ^{zce} ⁱ	12 3%	36 7%	18 7%	10 4%	10 5%	9 4%	29 5% ^m	19 4%	46 5%
Population levels/ Overpopulation	42 4%	17 4%	25 5%	5 4%	7 4%	6 4%	7 4%	5 4%	11 5%	13 4%	12 4%	17 5%	18 4%	24 4%	10 4%	12 4%	7 3%	13 6%	22 4%	20 5%	44 4%
Nationalisation/ Government control of institutions	40 4% ^b	26 5%	14 3%	4 3%	9 5%	8 5%	4 3%	5 3%	10 4%	13 5%	12 4%	14 4%	21 5%	19 3%	7 3%	11 4%	14 7%	7 3%	18 3%	22 5%	39 4%
Petrol prices/Fuel	39 4% ^{mp}	23 5%	17 3%	3 2%	8 5%	6 4%	6 4%	9 6%	8 3%	11 4%	12 4%	17 4%	17 4%	23 4%	10 4%	4 2%	16 8% ^{zmp}	9 4%	15 3%	25 6% ^{mp}	34 3%
Local government/ Council tax	30 3%	18 4%	12 2%	4 3%	4 2%	6 4%	4 2%	6 4%	6 2%	8 3%	10 3%	11 3%	14 3%	16 3%	5 2%	6 2%	12 6% ^{zmp}	6 2%	11 2%	18 4%	26 3%
Countryside/Rural life	29 3%	12 3%	17 3%	1 1%	6 4%	1 1%	7 4%	10 7% ^{zce} ^{hijk}	4 2%	8 3%	8 2%	14 4% ^h	9 2%	21 4%	10 4%	6 2%	7 4%	6 3%	16 3%	14 3%	26 3%
Animal welfare	22 2% ^a	4 1%	18 4% ^{za}	4 3%	6 4%	1 1%	4 2%	4 3%	3 2%	10 3%	5 2%	7 2%	11 2%	11 2%	6 2%	4 1%	7 3%	5 2%	10 2%	12 3%	19 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Pound/Exchange rate/Value of pound	22 2%	12 3%	10 2%	5 4%	3 2%	5 3%	5 3%	2 1%	3 1%	8 3%	9 3%	5 1%	13 3%	9 2%	6 2%	6 2%	7 4%	4 2%	11 2%	11 2%	21 2%
Privatisation	22 2%	12 3%	10 2%	1 1%	3 2%	1 1%	6 4%	6 4%	5 2%	3 1%	7 2%	11 3%	4 1%	18 3%	11 4%	3 1%	5 3%	3 1%	13 2%	8 2%	20 2%
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	7 1%	10 2%	1 1%	- -	- -	2 1%	7 5%	6 3%	1 *	2 1%	13 4%	1 *	15 3%	8 3%	2 1%	4 2%	3 1%	9 2%	7 2%	15 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11 1%	8 2%	3 1%	1 1%	2 1%	4 3%	2 1%	1 *	1 1%	3 1%	6 2%	2 1%	7 2%	4 1%	3 1%	3 1%	4 2%	2 1%	5 1%	5 1%	12 1%
Trade unions/ Strikes	10 1%	7 1%	3 1%	- -	- -	1 1%	2 1%	5 3%	2 1%	- -	3 1%	7 2%	1 *	9 2%	6 2%	4 1%	- -	1 *	10 2%	1 *	9 1%
Northern Ireland	8 1%	2 *	6 1%	2 2%	- -	- -	2 1%	3 2%	1 *	2 1%	2 1%	4 1%	2 1%	6 1%	3 1%	3 1%	1 *	1 1%	6 1%	2 *	8 1%
Foot and mouth outbreak/Farming crisis	6 1%	3 1%	3 1%	- -	- -	- -	2 1%	2 1%	2 1%	- -	2 1%	4 1%	- -	6 1%	2 1%	1 *	1 *	2 1%	3 1%	3 1%	5 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	2 *	- -	- -	- -	1 1%	1 1%	1 *	- -	1 *	2 1%	- -	3 1%	- -	1 1%	- -	2 1%	1 *	2 *	4 *
AIDS	3 *	1 *	2 *	- -	1 *	1 1%	1 1%	- -	- -	1 *	2 1%	- -	2 *	1 *	1 *	1 *	1 *	- -	2 *	1 *	3 *
Median	2	2	3	2	2	2	3	3	2	2	3	3	2	3	3	2	2	2	3	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1011	492	518	138	171	126	137	156	283	309	263	439	435	576	235	344	197	235	579	432	1011
WEIGHTED BASE	983	479	504	126	166	153	169	145	225	292	322	370	445	539	264	282	205	233	545	438	1011
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	38%	45%	55%	27%	29%	21%	24%	55%	45%	103%
Other	55	28	28	8	9	9	7	8	14	17	16	22	26	29	22	14	9	10	36	19	61
	6%	6%	5%	6%	5%	6%	4%	5%	6%	6%	5%	6%	6%	5%	8%	5%	5%	4%	7%	4%	6%
MEAN NUMBER OF MENTIONS	3.84c io	3.67	4.01	3.27	3.63	3.64	4.11	4.42z ci	3.90	3.47	3.88	4.10z ci	3.53	4.10	4.29z mop	3.64	4.02	3.44	3.95m	3.71	3.73
STANDARD ERROR	0.10	0.14	0.14	0.22	0.21	0.22	0.31	0.31	0.20	0.15	0.19	0.17	0.13	0.15	0.21	0.15	0.26	0.21	0.13	0.16	0.10
ERROR VARIANCE	0.01	0.02	0.02	0.05	0.04	0.05	0.10	0.10	0.04	0.02	0.04	0.03	0.02	0.02	0.05	0.02	0.07	0.04	0.02	0.03	0.01
Don't know	133	64	70	24	23	24	15	18	29	47	39	47	72	62	17	31	30	56	47	86	137
	14%lp	13%	14%	19%f	14%	16%	9%	13%	13%	16%	12%	13%	16%	11%	6%	11%p	15%lp	24%zlm npq	9%	20%zl mnp	14%
Personal finances (NET)	276	133	142	38	59	36	49	40	55	96	85	95	132	144	84	79	64	49	163	113	268
	28%o	28%	28%	30%	36%ze hk	24%	29%	27%	24%	33%zh k	26%	26%	30%	27%	32%o	28%	31%oq	21%	30%o	26%o	27%

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.

ISSUES INDEX JULY 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Common Market/ Brexit/EU/Europe/ Euro	592 60% _{nq}	515 61%	32 66%	44 53%	183 58%	138 59%	180 59%	147 57%	229 64%	81 60%	181 66% _{zi}	100 72% _{za} cdefg h	212 64% _{nq}	206 66% _{zn} q	38 32%	126 62% _{nq}	418 65% _{zn} q	164 51% _n	616 61%
National health service/Hospitals/ Healthcare	386 39% _{io} q	334 39% _i	25 51% _{ci}	26 31%	119 38% _i	93 40% _i	121 40% _i	96 37%	145 40% _{ij}	36 27%	98 36% _i	62 44% _{ij}	143 43% _{oq}	138 45% _{zo} q	41 35%	56 28%	282 44% _{zo} q	97 30%	391 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	245 25% _c	224 26% _{zc}	11 23%	10 11%	71 22% _c	62 26% _{cd}	83 27% _c	72 28% _c	91 25% _c	27 20%	73 26% _{ci}	45 33% _{cd} hi	90 27%	75 24%	34 29%	42 21%	165 26%	76 24%	237 23%
Education/Schools	203 21% _{de} nq	185 22% _{zd} e	6 12%	12 14%	49 15%	37 16%	55 18%	49 19%	99 28% _{za} bcdef g	32 24%	73 27% _{za} bcdef g	41 30% _{za} bcdef g	75 23% _{nq}	78 25% _{no} q	13 11%	31 15%	153 24% _{zn} oq	44 14%	206 20%
Pollution/ Environment	187 19% _{do} q	167 20% _{de}	7 15%	13 15%	48 15%	35 15%	48 16%	41 16%	91 25% _{za} defg	36 27% _{za} defg	67 24% _{za} defg	30 22%	63 19%	81 26% _{zl} noq	15 12%	27 13%	143 22% _{zl} noq	41 13%	195 19%
Poverty/Inequality	182 18%	164 19%	6 11%	13 15%	53 17%	41 17%	54 18%	48 19%	74 21% _{jk}	30 22%	49 18%	19 14%	61 18%	64 20%	17 15%	38 19%	125 19%	55 17%	183 18%
Housing	173 18% _{cd} de	163 19% _{zc} de	5 11%	5 6%	38 12%	33 14%	50 16% _c	45 18% _c	85 23% _{za} cdefi	23 17% _c	59 21% _{cd}	36 26% _{zb} cdef	53 16%	57 18%	18 15%	41 20%	110 17%	59 18%	161 16%
Economy/Economic situation	162 16%	142 17%	8 17%	12 14%	48 15%	36 16%	46 15%	38 15%	67 19%	29 21%	54 20%	25 18%	54 16%	62 20%	13 11%	30 15%	116 18%	43 14%	154 15%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Immigration/ immigrants	135	122	6	7	54	47	48	42	34	12	27	15	51	45	15	22	96	37	129
	14%hj	14%hi j	11%	8%	17%ch ij	20%za cdhij k	16%h	16%hij	9%	8%	10%	11%	15%	15%	13%	11%	15%	12%	13%
Lack of faith in politics / politicians / government	122	101	9	11	47	35	37	27	38	13	32	19	50	42	11	18	92	29	133
	12%q	12%	19%	14%	15%	15%	12%	11%	11%	9%	12%	14%	15%q	13%	9%	9%	14%zq	9%	13%
Drug abuse	111	100	3	9	40	31	27	24	44	20	33	12	37	35	17	21	72	38	113
	11%	12%	5%	10%	13%	13%	9%	10%	12%	15%	12%	9%	11%	11%	14%	10%	11%	12%	11%
Public services in general	106	90	10	6	23	18	34	24	48	13	32	19	42	38	10	15	79	25	109
	11%cd	11%cd	21%zac defg	7%	7%	8%	11%g	9%	13%de	10%	12%	14%	13%	12%	8%	7%	12%z	8%	11%
Unemployment/ Factory closure/ Lack of industry	101	83	8	11	35	24	28	20	39	7	25	17	34	29	13	22	63	35	95
	10%i	10%	15%i	12%	11%	10%	9%	8%	11%ij	5%	9%i	12%	10%	9%	11%	11%	10%	11%	9%
Ageing population/ Social care for the elderly	91	74	3	15	33	18	24	21	34	4	18	14	34	33	10	14	67	24	90
	9%i	9%i	5%	17%za efgij	10%ei	8%	8%	8%	9%ij	3%	6%i	10%i	10%	11%	9%	7%	10%	7%	9%
Pensions/Social security/Benefits	82	74	2	6	26	20	23	21	33	5	17	12	32	28	9	12	60	21	80
	8%	9%i	4%	7%	8%	9%	8%	8%	9%ij	4%	6%	8%	10%	9%	7%	6%	9%	7%	8%
Low pay/Minimum wage/Fair wages	74	66	1	7	27	19	24	23	24	8	14	5	22	24	5	22	47	26	67
	8%	8%	2%	9%	8%	8%	8%	9%	7%j	6%	5%	4%	7%	8%	4%	11%	7%	8%n	7%
Defence/Foreign affairs/ International terrorism	70	59	1	11	36	25	11	11	23	4	13	9	39	21	4	6	60	10	69
	7%fgo	7%f	1%	13%bf gij	11%za bfgghi j	11%zaf gij	4%	4%	6%ij	3%	5%	6%	12%zmn opq	7%	3%	3%	9%zmn oq	3%	7%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Inflation/Prices	64	59	1	5	25	20	15	14	25	13	20	8	18	21	10	14	39	24	60
	7%	7%	2%	6%	8%	9%	5%	5%	7%	9%	7%	6%	6%	7%	8%	7%	6%	8%	6%
Morality/ Individual behaviour/ Lifestyle	54	53	-	1	22	21	16	16	16	5	9	5	26	14	4	9	41	13	56
	5%	6%zj	-	1%	7%c	9%zbc dhj	5%	6%	4%	3%	3%	3%	8%z	5%	3%	4%	6%	4%	6%
Race relations	52	46	2	5	14	9	14	12	25	14	19	5	14	28	4	4	43	8	52
	5%oq	5%	3%	5%	4%	4%	5%	5%	7%	10%zad efghjk	7%	4%	4%	9%zlo q	3%	2%	7%zlo q	3%	5%
Taxation	50	46	2	3	12	9	14	12	25	4	15	11	11	23	4	11	34	15	50
	5%	5%	3%	4%	4%	4%	4%	5%	7%i	3%	6%i	8%	3%	7%l	3%	6%	5%l	5%	5%
Transport/Public transport	47	35	10	2	9	7	17	7	21	4	7	4	26	13	1	8	38	9	46
	5%adn	4%	20%zac defghi jk	2%	3%	3%	6%g	3%	6%ij	3%	3%	3%	8%znq	4%	1%	4%	6%zn	3%	5%
Population levels/ Overpopulation	42	40	1	1	10	9	15	14	17	7	11	4	16	16	5	5	32	9	44
	4%	5%	1%	2%	3%	4%	5%	5%	5%	5%	4%	3%	5%	5%	4%	2%	5%	3%	4%
Nationalisation/ Government control of institutions	40	37	*	2	11	9	8	8	20	4	8	4	12	14	6	7	26	13	39
	4%	4%	1%	2%	3%	4%	3%	3%	6%j	3%	3%	3%	4%	5%	5%	4%	4%	4%	4%
Petrol prices/Fuel	39	37	1	1	11	10	8	7	20	2	9	7	15	15	3	6	30	9	34
	4%	4%	2%	2%	4%	4%	3%	3%	5%ij	2%	3%	5%	5%	5%	2%	3%	5%	3%	3%
Local government/ Council tax	30	24	1	4	12	7	8	7	10	1	6	5	9	11	6	3	20	9	26
	3%	3%	2%	5%	4%	3%	3%	3%	3%i	1%	2%i	4%	3%	3%	5%	2%	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 : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Countryside/Rural life	29	27	2	-	2	2	8	6	20	-	7	7	11	6	2	10	17	12	26
	3%de	3%dei	4%i	-	1%	1%	3%	2%	5%zadeij	-	3%	5%dei	3%	2%	2%	5%	3%	4%	3%
Animal welfare	22	18	-	5	11	7	2	2	9	2	3	1	8	8	3	2	16	5	19
	2%fg	2%f	-	5%fgj	4%fg	3%f	1%	1%	3%j	1%	1%	1%	2%	3%	2%	1%	3%	1%	2%
Pound/Exchange rate/Value of pound	22	21	-	1	10	9	3	3	9	3	6	2	4	11	2	5	15	7	21
	2%	2%f	-	2%	3%	4%f	1%	1%	3%	2%	2%	2%	1%	3%	2%	3%	2%l	2%	2%
Privatisation	22	18	2	2	5	3	6	5	11	-	4	4	7	10	3	2	17	5	20
	2%	2%	3%	3%	1%	1%	2%	2%	3%j	-	1%	3%	2%	3%	2%	1%	3%	1%	2%
Nuclear weapons/ Nuclear war/ Disarmament	16	16	-	-	4	4	2	2	11	-	2	2	10	3	1	1	14	2	15
	2%	2%	-	-	1%	2%	1%	1%	3%fj	-	1%	1%	3%zq	1%	1%	1%	2%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11	3	1	7	7	-	2	1	2	1	2	1	3	5	2	1	7	3	12
	1%a	*	1%	9%zade efghij k	2%zae	-	1%	*	1%	1%	1%	1%	1%	2%	2%	*	1%	1%	1%
Trade unions/ Strikes	10	10	-	-	1	1	2	2	8	1	2	1	7	3	-	-	10	-	9
	1%	1%	-	-	*	*	1%	1%	2%zj	1%	1%	1%	2%zq	1%	-	-	2%zq	-	1%
Northern Ireland	8	8	-	-	2	2	2	2	3	1	3	2	2	3	1	2	5	3	8
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	6	6	-	-	3	3	-	-	2	-	1	1	3	2	-	-	6	-	5
	1%	1%	-	-	1%	1%	-	-	1%	-	*	1%	1%	1%	-	-	1%	-	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORi (JN Q218)

ISSUES INDEX JULY 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1011	873	53	85	343	258	317	264	351	155	278	123	373	287	132	199	660	331	1011
WEIGHTED BASE	983	850	49*	84*	317	233	306	256	360	136	276	140*	331	311	119	203	643	322	1011
	100%	86%	5%*	9%*	32%	24%	31%	26%	37%	14%	28%	14%*	34%	32%	12%	21%	65%	33%	103%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 1%	1 *	1 *	1 1%	- -	2 *	1 *	4 *
AIDS	3 *	3 *	- -	- -	- -	- -	1 *	1 *	2 *	1 1%	2 1%	1 1%	- -	3 1%	- -	- -	3 *	- -	3 *
Median	2	2	2	2	2	2	2	2	3	2	2	3	3	3	2	2	3	2	2
Other	55 6%	51 6%	1 2%	3 3%	15 5%	13 6%	23 7%	22 8%z	17 5%	6 5%	12 5%	6 4%	18 5%	15 5%	7 6%	13 6%	33 5%	20 6%	61 6%
MEAN NUMBER OF MENTIONS	3.84n oq	3.92i	3.47	3.26	3.67	3.82	3.62	3.64	4.19z cfij	3.40	3.78i	4.14	4.09n oq	4.21z noq	3.18	3.35	4.15z noq	3.29	3.73
STANDARD ERROR	0.10	0.11	0.39	0.28	0.17	0.20	0.17	0.19	0.18	0.16	0.17	0.31	0.17	0.21	0.25	0.17	0.14	0.14	0.10
ERROR VARIANCE	0.01	0.01	0.15	0.08	0.03	0.04	0.03	0.04	0.03	0.03	0.03	0.10	0.03	0.05	0.06	0.03	0.02	0.02	0.01
Don't know	133 14%mp	112 13%	6 12%	16 18%	47 15%	31 13%	47 15%	41 16%i	40 11%	11 8%	28 10%	17 12%	40 12%	27 9%	30 25%zl mp	33 16%mp	66 10%	64 20%zl mp	137 14%
Personal finances (NET)	276 28%b	248 29%b	6 12%	22 26%	87 28%b	65 28%b	79 26%b	73 28%bf	110 31%bj k	44 32%b	76 27%b	32 23%	86 26%	96 31%	27 22%	66 33%	181 28%	93 29%	268 27%

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

ISSUES INDEX JULY 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	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1011	373	140	498	137	219	113	407	128	154	368	271	1011
WEIGHTED BASE	983	407	153	424	139	195	110*	418	117*	148	373	291	1011
	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Common Market/ Brexit/EU/Europe/ Euro	592 60% ^c	255 63%	100 65%	237 56%	103 74% ^{zg}	112 58%	91 83% ^{zg}	210 50%	61 52%	82 55%	250 67% ^{zm}	167 57%	616 61%
National health service/Hospitals/ Healthcare	386 39% ^{gm}	163 40%	63 41%	160 38%	55 40%	64 33%	61 56% ^{zf} g	160 38%	44 37%	42 28%	166 45% ^{zm}	113 39%	391 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	245 25%	97 24%	33 21%	115 27%	39 28%	40 20%	33 30%	112 27%	29 25%	42 28%	104 28%	75 26%	237 23%
Education/Schools	203 21% ^l	94 23%	31 20%	78 19%	24 17%	45 23%	41 38% ^{zf} g	69 16%	9 7%	23 15%	109 29% ^{zl} m	75 26%	206 20%
Pollution/ Environment	187 19%	78 19%	37 24%	73 17%	23 16%	36 19%	30 27% ^z	64 15%	17 15%	29 19%	87 23% ^z	67 23%	195 19%
Poverty/Inequality	182 18% ^f	75 18%	33 21%	75 18%	15 11%	41 21% ^f	19 17%	76 18%	16 14%	30 20%	77 21%	51 17%	183 18%
Housing	173 18% ^l	74 18%	35 23%	65 15%	22 16%	31 16%	21 19%	76 18%	9 8%	31 21% ^l	76 20% ^l	51 17%	161 16%
Economy/Economic situation	162 16% ^c	87 21% ^{zc}	21 14%	53 13%	23 16%	29 15%	26 24% ^z	67 16%	12 10%	16 11%	90 24% ^{zl} m	51 18%	154 15%
Immigration/ immigrants	135 14% ^h	53 13%	16 10%	66 15%	26 19% ^{gh}	20 10%	5 4%	63 15%	21 18%	23 15%	53 14%	48 16%	129 13%

Proportions/Mean: 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 : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1011	373	140	498	137	219	113	407	128	154	368	271	1011
WEIGHTED BASE	983	407	153	424	139	195	110*	418	117*	148	373	291	1011
	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Lack of faith in politics / politicians / government	122 12%	48 12%	15 10%	58 14%	19 14%	20 10%	17 16%	49 12%	12 10%	17 12%	59 16%z	32 11%	133 13%
Drug abuse	111 11%	47 12%	16 11%	48 11%	10 7%	26 13%	6 6%	63 15%	11 9%	22 15%	38 10%	45 15%	113 11%
Public services in general	106 11% ^c	57 14% ^{zc}	17 11%	32 8%	16 11%	16 8%	15 13%	43 10%	7 6%	12 8%	50 14%	31 11%	109 11%
Unemployment/ Factory closure/ Lack of industry	101 10%	39 10%	10 6%	52 12%	9 7%	22 11%	13 12%	44 11%	13 11%	21 14%	41 11%	38 13%	95 9%
Ageing population/ Social care for the elderly	91 9%	40 10%	8 5%	43 10%	19 13%	15 8%	13 12%	38 9%	7 6%	10 7%	52 14% ^{zl}	19 7%	90 9%
Pensions/Social security/Benefits	82 8%	31 8%	12 8%	40 9%	9 7%	14 7%	10 9%	39 9%	10 8%	12 8%	43 11% ^z	21 7%	80 8%
Low pay/Minimum wage/Fair wages	74 8% ^f	39 10%	9 6%	26 6%	2 2%	14 7% ^f	8 8% ^f	36 9%	10 9%	15 10%	31 8%	30 10%	67 7%
Defence/Foreign affairs/ International terrorism	70 7%	25 6%	6 4%	40 9% ^z	14 10%	8 4%	7 7%	27 7%	4 3%	9 6%	39 10% ^{zl}	14 5%	69 7%
Inflation/Prices	64 7%	23 6%	12 8%	29 7%	4 3%	19 10% ^f	8 7%	30 7%	7 6%	16 11%	24 7%	23 8%	60 6%

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Morality/ Individual behaviour/ Lifestyle	54 5%	19 5%	8 5%	27 6%	7 5%	8 4%	5 5%	31 7%	9 8%	8 6%	22 6%	12 4%	56 6%
Race relations	52 5%	25 6%	7 5%	19 5%	5 3%	10 5%	9 8%	22 5%	2 2%	7 5%	35 9% ^z	24 8%	52 5%
Taxation	50 5%	26 6%	8 5%	16 4%	6 4%	14 7%	5 5%	22 5%	7 6%	10 7%	20 5%	23 8%	50 5%
Transport/Public transport	47 5%	21 5%	5 3%	21 5%	6 4%	10 5%	8 7%	17 4%	4 3%	8 6%	26 7% ^z	7 2%	46 5%
Population levels/ Overpopulation	42 4%	18 4%	8 5%	16 4%	6 4%	4 2%	3 3%	23 5%	3 3%	8 5%	17 5%	7 2%	44 4%
Nationalisation/ Government control of institutions	40 4%	16 4%	4 3%	19 4%	6 4%	7 4%	5 5%	17 4%	6 5%	6 4%	14 4%	11 4%	39 4%
Petrol prices/Fuel	39 4%	18 4%	7 4%	15 4%	4 3%	6 3%	5 5%	23 5%	6 5%	6 4%	12 3%	15 5%	34 3%
Local government/ Council tax	30 3%	16 4%	2 1%	12 3%	1 1%	5 2%	1 1%	20 5%	6 5%	5 4%	11 3%	16 5%	26 3%
Countryside/Rural life	29 3%^g	14 4%	4 3%	11 3%	5 4%	1 *	4 4% ^g	15 4%	4 3%	6 4%	14 4%	8 3%	26 3%
Animal welfare	22 2%	13 3%	- -	9 2%	3 2%	3 1%	2 2%	11 3%	3 2%	2 1%	11 3%	7 2%	19 2%

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	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Pound/Exchange rate/Value of pound	22	11	2	9	6	6	1	8	1	5	11	7	21
	2%	3%	1%	2%	5%	3%	1%	2%	1%	3%	3%	2%	2%
Privatisation	22	11	3	7	1	5	3	10	1	3	9	6	20
	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Nuclear weapons/ Nuclear war/ Disarmament	16	6	3	8	1	3	1	10	1	2	6	2	15
	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11	8	-	2	2	1	1	1	*	-	5	4	12
	1%	2%	-	1%	2%	*	1%	*	*	-	1%	1%	1%
Trade unions/ Strikes	10	5	3	2	1	1	1	5	1	2	2	2	9
	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Northern Ireland	8	2	2	4	-	2	1	5	1	-	5	3	8
	1%	*	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%
Foot and mouth outbreak/Farming crisis	6	2	-	3	-	-	1	5	-	-	2	1	5
	1%	1%	-	1%	-	-	1%	1%	-	-	*	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	1	-	2	*	-	1	1	1	-	1	1	4
	*	*	-	1%	*	-	1%	*	1%	-	*	*	*
AIDS	3	3	-	-	-	1	2	-	-	1	2	2	3
	*	1%	-	-	-	*	2%z	-	-	1%	1%	1%	*
Median	2	3	2	2	3	2	3	2	2	2	3	3	2

Proportions/Mean: 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 : 5th - 18th July 2019
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1011	373	140	498	137	219	113	407	128	154	368	271	1011
WEIGHTED BASE	983	407	153	424	139	195	110*	418	117*	148	373	291	1011
	100%	41%	16%	43%	14%	20%	11%*	43%	12%*	15%	38%	30%	103%
Other	55	23	9	23	5	18	6	14	6	10	23	12	61
	6%	6%	6%	6%	4%	9%z	5%	3%	5%	7%	6%	4%	6%
MEAN NUMBER OF MENTIONS	3.84l	4.01	3.74	3.73	3.71	3.57	4.53z	3.84	3.26	3.79	4.48z	3.97	3.73
STANDARD ERROR	0.10	0.18	0.26	0.14	0.19	0.16	0.36	0.19	0.26	0.27	0.19	0.20	0.10
ERROR VARIANCE	0.01	0.03	0.07	0.02	0.04	0.03	0.13	0.03	0.07	0.07	0.04	0.04	0.01
Don't know	133	46	24	64	16	21	6	79	21	22	32	41	137
	14%hn	11%	15%	15%	12%	11%	6%	19%	18%n	15%	9%	14%	14%
Personal finances (NET)	276	121	42	113	24	65	26	124	28	49	114	92	268
	28%f	30%	27%	27%	17%	33%f	24%	30%	24%	33%	30%	31%	27%

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

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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		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
WEIGHTED BASE	983	162	386	245	135*	592	203	345	509	123*	854	125	92*	172	107*	79*	41*	93*	1011
	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Common Market/ Brexit/EU/Europe/ Euro	592 60%gik v	103 64%	260 67%zct	139 57%	73 54%	592 100%zab cft	143 70%zct	191 55%	339 67%zgi	57 46%	531 62%zk	59 47%	72 78%zqr s	106 61%	70 65%	47 59%	8 19%	65 70%v	616 61%
National health service/Hospitals/ Healthcare	386 39%gk	72 45%	386 100%zac eft	114 47%z	61 45%	260 44%z	132 65%zac et	110 32%	219 43%zg	53 43%	354 41%zk	30 24%	40 43%	82 48%z	53 49%z	37 47%	12 30%	48 52%zv	391 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	245 25%v	48 30%	114 30%ze	245 100%zab eft	46 34%ze	139 24%	65 32%ze	79 23%	131 26%	35 29%	214 25%	30 24%	29 32%	57 33%z	37 34%z	25 32%	4 9%	43 46%zv	237 23%
Education/Schools	203 21%k	43 26%	132 34%zce t	65 27%z	33 24%	143 24%z	203 100%zab cet	67 19%	112 22%	20 16%	186 22%k	17 14%	24 25%	35 21%	25 23%	15 19%	5 13%	28 30%	206 20%
Pollution/ Environment	187 19%ckq s	47 29%zbc e	76 20%c	34 14%	29 22%	120 20%c	61 30%zbc e	73 21%	87 17%	26 22%	173 20%k	12 10%	22 24%qs	22 13%	15 14%	8 10%	5 12%	24 26%	195 19%
Poverty/Inequality	182 18%h	49 30%zbe	79 21%	54 22%	39 29%zbe	109 18%	57 28%zbe	75 22%h	71 14%	35 28%zh	162 19%	19 15%	20 22%	37 22%	22 20%	16 20%	6 16%	33 35%z	183 18%
Housing	173 18%g	47 29%ze	92 24%ze	60 24%ze	31 23%	107 18%	73 36%zbc et	48 14%	96 19%	27 22%	157 18%	16 13%	17 19%	25 15%	12 11%	14 17%	9 22%	21 23%	161 16%
Economy/Economic situation	162 16% eft	162 100%zbc	72 19%	48 20%	35 26%ze	103 17%	43 21%	58 17%	76 15%	27 22%	147 17%	15 12%	20 22%r	22 13%	11 11%	12 16%	7 17%	28 29%z	154 15%

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Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JULY 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		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)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1011	154	391	237	129	616	206	381	510	116	826	179	109	186	119	85	40	89	1011
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	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Immigration/ immigrants	135 14%p	35 21%ze	61 16%e	46 19%ze	135 100%zab cef	73 12%	33 16%	44 13%	71 14%	19 15%	118 14%	17 14%	6 7%	26 15%pr	11 10%	17 21%pr	41 100%z	93 100%z	129 13%
Lack of faith in politics / politicians / government	122 12%	27 16%	53 14%	47 19%ze	27 20%ze	75 13%	36 18%ze	38 11%	64 13%	19 16%	102 12%	18 14%	14 15%	21 12%	10 9%	12 15%	4 11%	22 24%z	133 13%
Drug abuse	111 11%ehj	31 19%zbe	48 13%e	61 25%zbe	36 27%zbe	56 9%	39 19%zbe	43 13%	47 9%	21 17%h	86 10%	25 20%z	12 13%	21 12%	14 13%	11 13%	9 22%z	27 29%z	113 11%
Public services in general	106 11%g	36 23%ze	68 18%ze	38 15%z	20 15%	75 13%z	45 22%zce	25 7%	58 11%	23 19%zg	94 11%	12 9%	14 15%	24 14%	18 17%z	8 10%	1 3%	19 20%zv	109 11%
Unemployment/ Factory closure/ Lack of industry	101 10%g	25 16%ze	50 13%ze	40 16%ze	20 15%	55 9%	34 17%ze	21 6%	65 13%zg	14 11%	91 11%	11 9%	7 7%	17 10%	13 12%	6 8%	5 11%	15 16%	95 9%
Ageing population/ Social care for the elderly	91 9%k	31 19%ze	60 16%ze	40 16%ze	24 18%ze	63 11%	42 21%ze	23 7%	54 11%	14 11%	85 10%k	5 4%	14 15%	19 11%	12 11%	10 13%	3 8%	21 22%z	90 9%
Pensions/Social security/Benefits	82 8%gk	25 16%ze	50 13%ze	35 14%ze	22 16%ze	54 9%	44 22%zbce	20 6%	44 9%	17 14%zg	78 9%k	4 3%	10 10%	23 13%z	11 10%	15 19%z	5 12%	17 18%z	80 8%
Low pay/Minimum wage/Fair wages	74 8%	19 12%e	31 8%	25 10%	17 13%ze	42 7%	35 17%zbce	28 8%	35 7%	12 9%	63 7%	11 9%	9 10%	15 9%	9 8%	8 10%	5 11%	13 13%	67 7%
Defence/Foreign affairs/ International terrorism	70 7%k	15 9%	29 8%	33 14%zbe	12 9%	46 8%	17 8%	17 5%	48 9%zg	5 4%	68 8%k	2 1%	7 8%	17 10%r	7 6%	11 13%z	2 4%	10 11%	69 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
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ISSUES INDEX JULY 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		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
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	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Inflation/Prices	64 7%h	17 10%be	22 6%	26 11%zbe	15 11%be	33 6%	23 11%zbe	37 11%zh	22 4%	5 4%	51 6%	13 11%z	11 11%	14 8%	11 10%	3 4%	2 4%	13 14%z	60 6%
Morality/ Individual behaviour/ Lifestyle	54 5%	14 9%e	26 7%	30 12%zbe	19 14%zbe	28 5%	18 9%e	18 5%	23 5%	12 10%zh	47 6%	6 5%	8 9%	10 6%	6 6%	5 7%	2 6%	17 18%z	56 6%
Race relations	52 5%h	16 10%ze	25 6%	23 9%ze	13 9%	30 5%	19 9%ze	28 8%zh	17 3%	8 6%	41 5%	11 9%z	6 7%	10 6%	5 5%	6 7%	- -	13 14%zv	52 5%
Taxation	50 5%	12 7%	25 7%	24 10%ze	14 10%z	34 6%	28 14%zabe	13 4%	26 5%	11 9%	39 5%	11 9%z	5 5%	11 6%	9 8%	6 7%	* 1%	13 14%zv	50 5%
Transport/Public transport	47 5%	15 9%ze	26 7%z	22 9%ze	8 6%	29 5%	21 10%ze	11 3%	21 4%	15 12%zgh	39 5%	7 5%	6 7%	11 7%	7 7%	6 7%	- -	8 9%	46 5%
Population levels/ Overpopulation	42 4%	12 7%	22 6%	14 6%	12 9%ze	23 4%	16 8%ze	13 4%	18 3%	11 9%zgh	39 5%	3 2%	3 4%	8 5%	6 5%	4 5%	2 4%	10 11%z	44 4%
Nationalisation/ Government control of institutions	40 4%g	14 9%ze	22 6%	16 6%	8 6%	23 4%	15 7%ze	7 2%	21 4%	12 9%zgh	36 4%	4 3%	6 7%	10 6%	6 6%	6 8%	2 4%	6 7%	39 4%
Petrol prices/Fuel	39 4%	13 8%ze	23 6%ze	25 10%zbe	12 9%ze	22 4%	21 10%zbe	9 3%	19 4%	12 10%zgh	35 4%	5 4%	6 7%	7 4%	5 4%	4 5%	- -	12 13%zv	34 3%
Local government/ Council tax	30 3%g	12 8%ze	17 5%e	18 8%ze	14 11%zbe	16 3%	15 7%ze	4 1%	17 3%	9 7%zg	27 3%	3 2%	1 1%	2 1%	1 1%	1 1%	3 8%	11 12%z	26 3%
Countryside/Rural life	29 3%g	12 8%ze	16 4%	15 6%ze	7 5%	17 3%	13 6%ze	2 1%	18 4%g	10 8%zg	27 3%	2 2%	1 1%	5 3%	3 3%	1 2%	- -	7 8%z	26 3%

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ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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What do you see as the main/other important issues facing Britain today?
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	100%	16%	39%	25%	14%*	60%	21%	35%	52%	12%*	87%	13%	9%*	18%	11%*	8%*	4%*	10%*	103%
Animal welfare	22	8	16	6	8	13	12	7	13	2	21	1	5	3	2	2	3	6	19
	2%	5%z	4%ze	3%	6%ze	2%	6%zce	2%	3%	2%	2%	1%	6%z	2%	2%	2%	6%	6%z	2%
Pound/Exchange rate/Value of pound	22	7	10	10	9	20	12	6	16	-	18	4	2	3	1	3	1	8	21
	2%	5%	2%	4%	7%zb	3%z	6%zb	2%	3%	-	2%	3%	2%	2%	1%	3%	2%	9%z	2%
Privatisation	22	12	14	11	8	14	16	5	7	10	21	1	1	3	1	2	1	7	20
	2%	7%zbe	4%	5%z	6%ze	2%	8%zbe	1%	1%	8%zgh	2%	1%	1%	2%	1%	2%	3%	7%z	2%
Nuclear weapons/ Nuclear war/ Disarmament	16	6	9	10	8	10	9	1	10	5	15	1	4	4	2	3	-	8	15
	2%g	4%z	2%	4%ze	6%zbe	2%	5%ze	*	2%	4%g	2%	1%	4%	2%	2%	4%	-	9%z	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11	4	5	3	1	6	2	3	8	-	9	2	-	2	-	2	-	1	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	-	1%	-	2%	-	1%	1%
Trade unions/ Strikes	10	5	6	6	2	3	7	3	2	5	8	2	2	4	4	2	-	2	9
	1%h	3%e	1%e	2%e	2%	1%	3%ze	1%	*	4%zgh	1%	2%	2%	2%	4%z	2%	-	3%	1%
Northern Ireland	8	2	3	3	3	8	4	2	6	-	6	2	1	-	-	-	-	3	8
	1%	1%	1%	1%	3%	1%	2%	1%	1%	-	1%	1%	1%	-	-	-	-	4%z	1%
Foot and mouth outbreak/Farming crisis	6	4	3	4	5	3	6	2	2	2	5	1	-	1	1	-	-	5	5
	1%	3%ze	1%	2%	4%zbe	1%	3%zbe	1%	*	1%	1%	1%	-	*	1%	-	-	5%z	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	1	2	2	2	2	2	2	1	-	2	1	-	-	-	-	-	2	4
	*	1%	1%	1%	2%	*	1%	*	*	-	*	1%	-	-	-	-	-	2%z	*

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AIDS	3 *	3 2%ze	3 1%	2 1%	2 1%	2 *	3 1%z	2 1%	1 *	- -	2 *	1 1%	2 2%z	1 *	1 1%	1 1%	- -	2 2%z	3 *
Median	2	4	4	4	4	3	5	2	2	2	2	2	3	3	3	3	2	5	2
Other	55 6%	13 8%	20 5%	11 4%	4 3%	31 5%	11 6%	23 7%	27 5%	4 4%	43 5%	11 9%z	7 8%	11 7%	7 7%	5 6%	* 1%	4 4%	61 6%
MEAN NUMBER OF MENTIONS	3.84gk	6.31zb e	5.15ze	5.75ze	6.23zb e	4.26z	6.77zb ce	3.52	3.85	4.72zg h	3.92k	3.33	4.53z	4.08	4.04	4.31	3.68	7.35zv	3.73
STANDARD ERROR	0.10	0.43	0.20	0.31	0.51	0.14	0.35	0.13	0.14	0.43	0.11	0.26	0.32	0.24	0.27	0.42	0.35	0.69	0.10
ERROR VARIANCE	0.01	0.18	0.04	0.10	0.26	0.02	0.12	0.02	0.02	0.18	0.01	0.07	0.10	0.06	0.07	0.17	0.12	0.48	0.01
Don't know	133 14%abce fthpqrw	3 2%	9 2%	3 1%	4 3%	42 7%abcf	1 *	55 16%h	54 11%	23 19%h	109 13%	23 19%z	4 5%	14 8%r	5 4%	9 12%	4 10%w	- -	137 14%
Personal finances (NET)	276 28%h	70 43%zbe	111 29%	91 37%zbe	52 39%zbe	152 26%	83 41%zbe	115 33%zh	114 22%	45 37%h	240 28%	35 28%	31 34%	53 31%	33 31%	23 29%	9 21%	44 47%zv	268 27%

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

ISSUES INDEX JULY 2019 (PUBLIC - FINAL)

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		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1011	175	134	162	101	242	197	1011
WEIGHTED BASE	983	155	136	193	129*	197	173	1011
	100%	16%	14%	20%	13%*	20%	18%	103%
Common Market/ Brexit/EU/Europe/ Euro	592 60%b	90 58%	63 46%	132 68%zb df	69 53%	139 70%za bdf	99 57%	616 61%
National health service/Hospitals/ Healthcare	386 39%	50 32%	42 31%	87 45%ab	48 37%	96 49%za bf	63 37%	391 39%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	245 25%a	26 17%	33 24%	38 20%	38 29%a	56 29%a	54 31%za c	237 23%
Education/Schools	203 21%bf	30 20%	17 12%	52 27%zb f	28 21%	51 26%bf	26 15%	206 20%
Pollution/ Environment	187 19%bf	46 30%zb df	13 10%	48 25%bd f	16 13%	42 21%bf	22 13%	195 19%
Poverty/Inequality	182 18%	36 23%f	23 17%	32 17%	19 15%	46 23%zf	25 15%	183 18%
Housing	173 18%a	18 12%	31 22%a	42 22%a	19 15%	36 18%	27 16%	161 16%
Economy/Economic situation	162 16%	30 19%	24 18%	43 22%zd f	14 11%	29 15%	22 13%	154 15%
Immigration/ immigrants	135 14%a	13 8%	18 13%	21 11%	24 19%a	23 12%	36 21%za ce	129 13%

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 : 5th - 18th July 2019
 Number of sample points : 160
 Source : Ipsos MORI (JN Q218)

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	100%	16%	14%	20%	13%*	20%	18%	103%
Lack of faith in politics / politicians / government	122	15	10	27	16	34	19	133
	12%	10%	7%	14%	13%	17%za b	11%	13%
Drug abuse	111	11	21	14	21	18	26	113
	11%	7%	16%ac	7%	16%ac	9%	15%ac	11%
Public services in general	106	12	11	29	10	28	14	109
	11%	8%	8%	15%	8%	14%	8%	11%
Unemployment/ Factory closure/ Lack of industry	101	17	23	19	11	13	19	95
	10%	11%	17%ze	10%	8%	7%	11%	9%
Ageing population/ Social care for the elderly	91	8	11	20	10	23	18	90
	9%	5%	8%	10%	8%	12%a	11%	9%
Pensions/Social security/Benefits	82	9	8	19	5	19	23	80
	8%	6%	6%	10%	4%	10%	13%zab d	8%
Low pay/Minimum wage/Fair wages	74	21	12	14	5	11	12	67
	8%	14%zde f	9%	7%	4%	6%	7%	7%
Defence/Foreign affairs/ International terrorism	70	6	7	6	10	22	20	69
	7%c	4%	5%	3%	7%	11%za c	12%zac	7%
Inflation/Prices	64	12	8	14	11	6	13	60
	7%e	8%e	6%	7%	8%	3%	8%e	6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	100%	16%	14%	20%	13%*	20%	18%	103%
Morality/ Individual behaviour/ Lifestyle	54 5%	5 3%	6 5%	9 5%	9 7%	16 8%	10 6%	56 6%
Race relations	52 5%	5 3%	7 5%	15 8%	5 4%	14 7%	7 4%	52 5%
Taxation	50 5%	4 2%	7 5%	16 8%a	7 5%	10 5%	7 4%	50 5%
Transport/Public transport	47 5%d	3 2%	6 5%d	11 6%d	- -	14 7%ad	12 7%ad	46 5%
Population levels/ Overpopulation	42 4%	4 3%	8 6%	10 5%	2 2%	7 4%	10 6%	44 4%
Nationalisation/ Government control of institutions	40 4%	6 4%	7 5%	5 3%	7 5%	7 3%	8 4%	39 4%
Petrol prices/Fuel	39 4%	3 2%	7 5%	2 1%	10 7%c	9 5%	8 4%	34 3%
Local government/ Council tax	30 3%	2 1%	5 4%	4 2%	6 5%	5 3%	6 4%	26 3%
Countryside/Rural life	29 3%	3 2%	5 4%	5 3%	2 2%	8 4%	6 4%	26 3%
Animal welfare	22 2%	4 3%	6 4%	4 2%	1 1%	2 1%	6 3%	19 2%
Pound/Exchange rate/Value of pound	22 2%e	5 3%e	3 2%	5 3%	4 3%	1 *	4 2%	21 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	100%	16%	14%	20%	13%*	20%	18%	103%
Privatisation	22	-	3	6	1	7	4	20
	2%	-	2%	3%a	1%	4%a	2%	2%
Nuclear weapons/ Nuclear war/ Disarmament	16	-	1	2	-	7	6	15
	2%	-	1%	1%	-	4%za	4%a	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11	*	3	3	3	2	-	12
	1%	*	2%	2%	2%	1%	-	1%
Trade unions/ Strikes	10	-	-	3	-	6	1	9
	1%	-	-	2%	-	3%za	*	1%
Northern Ireland	8	2	-	2	-	2	2	8
	1%	2%	-	1%	-	1%	1%	1%
Foot and mouth outbreak/Farming crisis	6	-	-	1	1	2	2	5
	1%	-	-	*	1%	1%	1%	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3	-	-	1	-	1	2	4
	*	-	-	*	-	*	1%	*
AIDS	3	-	1	2	-	-	-	3
	*	-	1%	1%	-	-	-	*
Median	2	2	2	3	2	3	2	2
Other	55	11	6	13	3	12	9	61
	6%	7%	4%	7%	3%	6%	5%	6%
MEAN NUMBER OF MENTIONS	3.84	3.41	3.54	4.10	3.55	4.23a	3.96	3.73

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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STANDARD ERROR	0.10	0.18	0.26	0.28	0.23	0.19	0.30	0.10
ERROR VARIANCE	0.01	0.03	0.07	0.08	0.05	0.04	0.09	0.01
Don't know	133	20	27	16	23	11	36	137
	14%ce	13%e	20%ce	8%	18%ce	6%	21%zc	14%
Personal finances (NET)	276	55	41	51	34	57	38	268
	28%	36%zf	30%	26%	26%	29%	22%	27%

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

	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011