

ISSUES INDEX OCTOBER 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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Common Market/ Brexit/EU/Europe/ Euro	526 52%co q	272 55%	254 50%	52 39%	92 55%ci	78 50%	91 53%	90 61%ci	123 54%ci	144 48%ci	169 52%ci	213 57%ci	222 49%	304 56%	160 60%zo q	161 56%oq	107 52%	98 41%	321 58%zo q	206 46%	543 54%
National health service/Hospitals/ Healthcare	71 7%	30 6%	42 8%	5 4%	12 7%	9 6%	14 8%	13 9%	19 8%	17 6%	23 7%	31 8%	26 6%	45 8%	17 6%	18 6%	17 8%	20 8%	35 6%	36 8%	64 6%
Pollution/ Environment	52 5%oq	22 4%	30 6%	15 12%zdh ik	3 2%	10 6%	9 5%	7 4%	8 3%	19 6%ci	19 6%	14 4%	29 6%	24 4%	23 8%zoq	15 5%	10 5%	4 2%	38 7%zoq	15 3%	51 5%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40 4%lp	17 4%	23 4%	9 7%	6 4%	7 5%	3 2%	3 2%	11 5%	15 5%	11 3%	14 4%	23 5%	18 3%	1 *	9 3%lp	15 7%lp	15 6%lp	10 2%l	30 7%zlp	41 4%
Immigration/ immigrants	35 3%lp	20 4%	15 3%	5 4%	11 7%h	4 3%	5 3%	5 4%	4 2%	16 5%	10 3%	10 3%	20 4%	15 3%	2 1%	7 2%	8 4%	18 7%zlm p	9 2%	26 6%zlp	28 3%
Poverty/Inequality	34 3%	12 2%	22 4%	7 5%	5 3%	3 2%	8 4%	7 5%	5 2%	12 4%	10 3%	11 3%	15 3%	19 3%	15 5%	9 3%	5 2%	6 2%	24 4%	11 2%	41 4%
Economy/Economic situation	27 3%	15 3%	12 2%	1 1%	3 2%	11 7%zch ik	6 4%	3 2%	3 1%	4 1%	17 5%zik	6 2%	15 3%	12 2%	8 3%	9 3%	7 3%	3 1%	17 3%	10 2%	21 2%
Lack of faith in politics / politicians / government	21 2%	10 2%	11 2%	2 1%	1 1%	- -	3 2%	6 4%e	9 4%zei j	3 1%	3 1%	15 4%zei j	3 1%	18 3%	6 2%	3 1%	5 2%	6 3%	10 2%	11 2%	24 2%
Housing	20 2%klp	5 1%	14 3%	4 3%fi	5 3%	7 5%fgj k	- -	- -	3 1%	10 3%	7 2%	3 1%	17 4%	3 1%	* *	2 1%	8 4%lp	10 4%lmp	3 *	17 4%zlm p	17 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 : 11th - 24th October 2019
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Unemployment/ Factory closure/ Lack of industry	15 1%k	8 2%	7 1%	4 3%k	3 2%	2 1%	4 3%k	- -	1 *	7 2%k	6 2%	1 *	9 2%	6 1%	- -	7 3%lp	3 1%	5 2%	7 1%	8 2%	11 1%
Low pay/Minimum wage/Fair wages	10 1%	3 1%	6 1%	* *	4 2%	- -	2 1%	2 1%	2 1%	4 1%	2 1%	4 1%	4 1%	6 1%	* *	5 2%	2 1%	2 1%	6 1%	4 1%	9 1%
Public services in general	10 1%	7 1%	3 1%	1 1%	1 1%	2 1%	1 1%	2 2%	2 1%	2 1%	3 1%	5 1%	3 1%	6 1%	5 2%	3 1%	1 1%	* *	8 1%	2 *	11 1%
Race relations	8 1%	3 1%	5 1%	2 1%	2 1%	2 1%	- -	2 1%	* *	4 1%	2 *	3 1%	6 1%	3 *	1 1%	5 2%	- -	2 1%	6 1%	2 *	10 1%
Ageing population/ Social care for the elderly	8 1%	1 *	7 1%	- -	2 1%	- -	5 3%zh	1 1%	- -	2 1%	5 1%	1 *	2 *	6 1%	4 2%	2 1%	- -	2 1%	6 1%	2 *	6 1%
Education/Schools	7 1%	3 1%	4 1%	1 1%	1 1%	5 3%zk	- -	- -	1 *	2 1%	5 1%	1 *	7 2%	1 *	1 1%	2 1%	- -	4 2%	3 1%	4 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	7 1%	3 1%	5 1%	1 1%	- -	1 *	4 2%	- -	2 1%	1 *	4 1%	2 1%	1 *	6 1%	2 1%	3 1%	2 1%	- -	5 1%	2 *	7 1%
Drug abuse	7 1%	2 *	6 1%	1 *	2 1%	1 1%	- -	3 2%	- -	3 1%	1 *	3 1%	4 1%	3 1%	- -	2 1%	- -	5 2%zlp	2 *	5 1%	7 1%
Nationalisation/ Government control of institutions	5 *	4 1%	1 *	- -	1 *	- -	2 1%	- -	2 1%	1 *	2 1%	2 1%	1 *	4 1%	2 1%	1 *	2 1%	- -	3 1%	2 *	3 *
Population levels/ Overpopulation	4 *	3 1%	1 *	1 1%	1 *	2 1%	- -	- -	- -	1 *	2 1%	- -	4 1%	- -	- -	3 1%	- -	1 *	3 *	1 *	3 *

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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)	
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	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Pensions/Social security/Benefits	3	3	-	-	3	-	-	-	*	3	-	*	3	*	*	-	2	1	*	3	3
	*	1%	-	-	2%zjk	-	-	-	*	1%	-	*	1%	*	*	-	1%	*	*	1%	*
Petrol prices/Fuel	3	3	-	-	-	2	1	-	-	-	3	-	2	1	3	-	-	-	3	-	2
	*	1%	-	-	-	1%	1%	-	-	-	1%	-	*	*	1%	-	-	-	1%	-	*
Pound/Exchange rate/Value of pound	3	2	1	-	1	-	-	*	1	1	-	1	1	1	1	*	-	1	2	1	3
	*	*	*	-	1%	-	-	*	*	*	-	*	*	*	1%	*	-	*	*	*	*
Bird flu/Pandemic flu/Swine flu/Ebola	3	1	1	-	-	-	1	-	1	-	1	1	-	3	-	-	1	1	-	3	2
	*	*	*	-	-	-	1%	-	1%	-	*	*	-	*	-	-	1%	1%	-	1%	*
AIDS	2	2	-	2	-	-	-	-	-	2	-	-	2	-	2	-	-	-	2	-	1
	*	*	-	2%zjk	-	-	-	-	-	1%	-	-	1%	-	1%	-	-	-	*	-	*
Inflation/Prices	2	-	2	-	-	*	-	-	2	-	*	2	*	2	-	2	-	*	2	*	2
	*	-	*	-	-	*	-	-	1%	-	*	1%	*	*	-	1%	-	*	*	*	*
Defence/Foreign affairs/International terrorism	2	1	1	-	-	1	-	1	1	-	1	1	1	1	-	1	1	1	1	1	3
	*	*	*	-	-	*	-	*	*	-	*	*	*	*	-	*	*	*	*	*	*
Local government/Council tax	2	*	2	-	-	-	*	-	1	-	*	1	-	2	*	1	*	*	1	1	4
	*	*	*	-	-	-	*	-	1%	-	*	*	-	*	*	*	*	*	*	*	*
Taxation	2	1	1	1	1	-	-	-	1	1	-	1	1	1	-	1	1	1	1	1	3
	*	*	*	*	*	-	-	-	*	*	-	*	*	*	-	*	*	*	*	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trade unions/Strikes	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1
	*	-	*	-	-	*	-	-	-	-	*	-	*	-	*	-	-	-	*	-	*

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	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	1 *	- -	- -	- -	- -	- -	* *	* *	- -	- -	1 *	- -	1 *	* *	* *	- -	- -	1 *	- -	2 *
Animal welfare	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	16 2%	11 2%	5 1%	2 2%	1 1%	1 *	7 4%z	* *	4 2%	4 1%	8 2%e	4 1%	4 1%	11 2%	6 2%	4 2%	2 1%	3 1%	11 2%	5 1%	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Don't know	57	28	29	16	6	8	4	1	21	23	13	21	31	25	5	10	10	32	15	42	52
	6%g	6%	6%	12%zdf	4%	5%g	2%	*	9%zfg	8%dg	4%	6%g	7%	5%	2%	3%	5%	13%zlm	3%	9%zlm	5%
				gijk					jk								npq		np		
Personal finances (NET)	49	18	31	7	9	5	11	9	8	16	16	17	21	28	18	16	7	9	34	15	54
	5%	4%	6%	6%	5%	3%	6%	6%	4%	5%	5%	5%	5%	5%	7%	6%	3%	4%	6%	3%	5%

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Table 2
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What would you say is the most important issue facing Britain today?
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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
Common Market/ Brexit/EU/Europe/ Euro	526	462	28	36	176	140	158	130	192	56	143	87	191	180	48	97	370	145	543
	52%in q	53%i	56%	42%	54%i	58%cd i	51%	50%	53%i	42%	52%i	61%ch ij	57%no q	58%no q	40%	46%	57%zn oq	44%	54%
National health service/Hospitals/ Healthcare	71	55	5	11	23	12	23	18	26	3	14	12	22	22	16	12	43	28	64
	7%i	6%	11%i	12%i	7%e	5%	7%	7%	7%ij	2%	5%i	8%	7%	7%	14%zlm opq	6%	7%	8%o	6%
Pollution/ Environment	52	44	-	8	18	10	13	13	21	11	14	2	21	19	3	10	40	12	51
	5%	5%	-	9%k	5%	4%	4%	5%	6%k	8%jk	5%k	2%	6%	6%	2%	5%	6%	4%	5%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40	39	1	1	11	10	12	11	18	11	18	7	9	11	8	9	20	17	41
	4%	5%	1%	1%	3%	4%	4%	4%	5%	8%zc	6%	5%	3%	3%	6%	5%	3%	5%	4%
Immigration/ immigrants	35	27	2	5	14	9	13	11	8	4	4	-	10	4	6	11	13	17	28
	3%mp	3%	4%k	6%jk	4%k	4%	4%k	4%k	2%	3%	1%	-	3%	1%	5%m	5%m	2%	5%mp	3%
Poverty/Inequality	34	27	5	2	11	9	13	8	10	6	6	1	13	10	2	9	23	12	41
	3%	3%	10%zag hjk	2%	3%	4%	4%g	3%	3%	4%	2%	*	4%	3%	2%	4%	4%	4%	4%
Economy/Economic situation	27	26	-	*	6	5	4	4	16	9	14	5	4	6	5	11	10	17	21
	3%p	3%	-	1%	2%	2%	1%	2%	5%zf	7%zad fg	5%zf	3%	1%	2%	4%	5%zlp	2%	5%zlp	2%
Lack of faith in politics / politicians / government	21	20	*	1	11	10	2	2	7	4	4	1	13	4	1	3	17	4	24
	2%	2%	1%	1%	3%f	4%zaf g	1%	1%	2%	3%	2%	1%	4%z	1%	1%	1%	3%	1%	2%

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UNWEIGHTED BASE	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
Housing	20 2%p	20 2%	-	* *	3 1%	3 1%	6 2%	6 2%	10 3%	5 4%	9 3%	3 2%	3 1%	4 1%	4 3%	9 4%zlp	7 1%	13 4%zlp	17 2%
Unemployment/ Factory closure/ Lack of industry	15 1%l	14 2%	-	1 1%	3 1%	2 1%	5 1%	5 2%	8 2%	7 5%zad eh	8 3%	1 1%	1 *	5 2%	5 4%zlp	2 1%	6 1%	8 2%	11 1%
Low pay/Minimum wage/Fair wages	10 1%	7 1%	-	3 3%fg	5 2%	2 1%	-	-	5 1%	3 2%fg	5 2%	2 2%	5 1%	3 1%	1 1%	1 *	8 1%	2 1%	9 1%
Public services in general	10 1%	9 1%	-	* *	3 1%	3 1%	4 1%	4 2%	2 1%	1 1%	1 *	-	2 1%	4 1%	2 1%	2 1%	6 1%	3 1%	11 1%
Race relations	8 1%	8 1%	-	-	4 1%	4 2%fg	-	-	4 1%	3 2%fg	4 1%	1 1%	* *	7 2%zl	* *	1 *	7 1%l	1 *	10 1%
Ageing population/ Social care for the elderly	8 1%	8 1%	-	-	* *	* *	4 1%	4 2%	3 1%	-	1 *	1 1%	- -	6 2%zl	2 1%	-	6 1%	2 *	6 1%
Education/Schools	7 1%	7 1%	-	1 1%	4 1%	4 1%	-	-	3 1%	1 1%	3 1%	1 1%	3 1%	2 1%	1 1%	2 1%	5 1%	3 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	7 1%	6 1%	-	1 1%	1 *	1 *	3 1%	3 1%	3 1%	-	2 1%	2 2%	3 1%	2 1%	1 1%	1 *	6 1%	2 *	7 1%
Drug abuse	7 1%	6 1%	-	1 1%	1 *	* *	4 1%	4 2%	2 1%	-	2 1%	2 1%	- -	3 1%	1 1%	3 1%	3 1%	4 1%	7 1%
Nationalisation/ Government control of institutions	5 *	3 *	2 4%zad egk	-	-	-	3 1%g	1 *	2 1%	2 2%ad	2 1%	-	4 1%	-	1 1%	-	4 1%	1 *	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
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Respondent type : GB Adults 18+
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		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	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
Population levels/ Overpopulation	4 *	3 *	- -	1 1%	1 *	- -	- -	- -	3 1%	1 *	3 1%	2 2%	- -	2 1%	1 1%	1 *	2 *	1 *	3 *
Pensions/Social security/Benefits	3 *	3 *	- -	* *	* *	- -	3 1%	3 1%	- -	- -	- -	- -	- -	- -	1 1%p	- -	- -	1 *	3 *
Petrol prices/Fuel	3 *a	1 *	2 3%zad fghj	- -	1 *	1 *	2 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	3 *	- -	2 *
Pound/Exchange rate/Value of pound	3 *a	1 *	* 1%	1 2%a	1 *	- -	* *	- -	1 *	- -	1 *	1 1%	- -	2 1%	- -	- -	2 *	- -	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *a	1 *	- -	1 2%ah	3 1%a	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	2 *
AIDS	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Inflation/Prices	2 *	2 *	- -	- -	* *	* *	2 1%	2 1%	- -	- -	- -	- -	2 1%	- -	- -	* *	2 *	* *	2 *
Defence/Foreign affairs/ International terrorism	2 *	2 *	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	3 *
Local government/ Council tax	2 *a	* *	- -	2 2%zah	2 *	- -	* *	* *	- -	- -	- -	- -	1 *	- -	1 1%	- -	1 *	1 *	4 *
Taxation	2 *	2 *	- -	- -	- -	- -	- -	- -	2 *	1 1%	2 1%	1 *	- -	1 *	- -	1 1%	1 *	1 *	3 *

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Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trade unions/ Strikes	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	1 1%	-	1 *	-	-	1 *	-	1 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	-	-	1 1%a	1 *	-	-	-	-	-	-	-	-	*	*	-	*	*	2 *
Animal welfare	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
Other	16	11	2	2	4	2	7	5	4	3	4	2	5	3	4	2	8	5	17
	2%	1%	4%	3%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	57	48	3	6	16	11	29	26	12	3	11	8	21	5	6	22	26	28	52
	6%hmp	6%h	6%	7%	5%	4%	9%za hij	10%zae hij	3%	3%	4%	5%	6%mp	2%	5%	10%zmp	4% m	8%zmp	5%
Personal finances (NET)	49	38	7	5	18	13	16	10	15	8	11	3	19	16	4	11	35	14	54
	5%	4%	14%za ghjk	6%	5%	5%	5%g	4%	4%	6%	4%	2%	6%	5%	3%	5%	5%	4%	5%

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	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Common Market/ Brexit/EU/Europe/ Euro	526	258	58	211	109	85	70	206	58	88	201	125	543
	52%cg	58%zc	48%	48%	58%g	44%	78%zf	48%	46%	58%	61%zl	46%	54%
National health service/Hospitals/ Healthcare	71	25	2	44	9	19	5	36	11	19	17	21	64
	7%b	6%	2%	10%zab	5%	10%	5%	8%	9%	13%zn	5%	8%	6%
Pollution/ Environment	52	21	9	22	5	10	8	15	2	1	24	20	51
	5%lm	5%	7%	5%	2%	5%	9%f	3%	1%	1%	7%lm	8%	5%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40	12	6	23	8	15	*	16	8	8	4	12	41
	4%n	3%	5%	5%	4%	8%zh	*	4%	6%n	5%n	1%	5%	4%
Immigration/ immigrants	35	11	7	16	15	5	-	9	8	5	7	15	28
	3%	3%	6%	4%	8%zgh	2%	-	2%	6%n	3%	2%	6%	3%
Poverty/Inequality	34	17	6	12	-	14	2	12	2	4	18	7	41
	3%f	4%	5%	3%	-	7%zf	2%	3%	2%	2%	5%	3%	4%
Economy/Economic situation	27	13	7	7	6	8	1	11	2	2	7	14	21
	3%c	3%	6%c	2%	3%	4%	1%	3%	2%	1%	2%	5%	2%
Lack of faith in politics / politicians / government	21	7	1	13	8	4	-	8	2	3	7	1	24
	2%	2%	1%	3%	4%	2%	-	2%	2%	2%	2%	1%	2%
Housing	20	9	4	6	-	3	1	15	3	1	8	4	17
	2%	2%	4%	1%	-	1%	1%	3%	2%	*	3%	2%	2%

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Unemployment/ Factory closure/ Lack of industry	15 1% ⁿ	5 1%	2 2%	7 2%	2 1%	4 2%	- -	6 1%	3 2%	2 1%	1 *	7 3%	11 1%
Low pay/Minimum wage/Fair wages	10 1%	4 1%	* *	6 1%	- -	3 1%	- -	6 1%	4 3% ^z	* *	3 1%	3 1%	9 1%
Public services in general	10 1%	5 1%	- -	4 1%	5 2%	1 1%	1 1%	3 1%	2 2%	* *	5 2%	2 1%	11 1%
Race relations	8 1% ^C	7 2%	* *	1 *	1 1%	3 2%	- -	3 1%	- -	2 1%	4 1%	4 2%	10 1%
Ageing population/ Social care for the elderly	8 1%	4 1%	- -	4 1%	2 1%	3 2%	- -	2 *	1 1%	1 1%	4 1%	4 2%	6 1%
Education/Schools	7 1%	3 1%	1 1%	3 1%	1 *	2 1%	- -	5 1%	- -	1 1%	2 1%	3 1%	9 1%
Morality/ Individual behaviour/ Lifestyle	7 1%	2 1%	1 *	4 1%	1 1%	1 *	- -	3 1%	2 2%	3 2%	1 *	1 *	7 1%
Drug abuse	7 1%	3 1%	2 2%	2 *	1 *	1 *	- -	6 1%	- -	1 1%	- -	2 1%	7 1%
Nationalisation/ Government control of institutions	5 *	- -	2 2% ^a	3 1%	- -	2 1%	- -	3 1%	- -	- -	2 1%	1 *	3 *
Population levels/ Overpopulation	4 *	2 *	- -	1 *	2 1%	- -	- -	1 *	- -	- -	1 *	3 1%	3 *

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Pensions/Social security/Benefits	3 *	3 1%	- -	* *	- -	1 1%	- -	2 *	- -	1 1%	2 1%	3 1%	3 *
Petrol prices/Fuel	3 *	3 1%	- -	- -	2 1%	- -	1 1%	- -	- -	- -	2 1%	- -	2 *
Pound/Exchange rate/Value of pound	3 *	2 *	- -	1 *	1 1%	* *	- -	1 *	1 1%	- -	1 *	- -	3 *
Bird flu/Pandemic flu/Swine flu/Ebola	3 *	1 *	- -	1 *	1 1%	- -	- -	1 *	- -	- -	1 *	1 *	2 *
AIDS	2 *	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	1 *
Inflation/Prices	2 *	- -	- -	2 1%	2 1%	- -	- -	* *	- -	- -	- -	* *	2 *
Defence/Foreign affairs/International terrorism	2 *	1 *	- -	1 *	2 1%	- -	- -	- -	1 1%	- -	- -	- -	3 *
Local government/Council tax	2 *	* *	- -	1 *	- -	1 *	- -	1 *	- -	* *	* *	- -	4 *
Taxation	2 *	- -	- -	2 *	- -	- -	- -	2 *	- -	1 *	- -	- -	3 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Trade unions/ Strikes	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *

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Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	*	-	*	-	-	-	-	-	-	1	*	2
		*	-	*	-	-	-	-	-	-	*	*	*
Animal welfare	1 *	-	-	1	-	1	-	-	1	-	-	-	1
		-	-	*	-	*	-	-	*	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	16 2%	6 1%	3 2%	7 2%	2 1%	2 1%	2 2%	9 2%	4 3% ^m	-	4 1%	1 *	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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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	1002	380	104	518	182	206	98	415	137	162	328	256	1002
WEIGHTED BASE	1003	444	121*	439	186	194	90*	432	125*	153	332	270	1002
	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Don't know	57	14	9	33	3	7	-	46	10	9	6	13	52
	6%afh n	3%	8%	8%za	2%	3%	-	11%	8%n	6%n	2%	5%	5%
Personal finances (NET)	49	24	6	19	4	17	3	18	6	4	22	11	54
	5%	5%	5%	4%	2%	9%zf	3%	4%	5%	3%	7%	4%	5%

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 OCTOBER 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		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Common Market/ Brexit/EU/Europe/ Euro	526	68	206	119	48	526	104	149	316	61	477	49	55	249	69	100	56	50	-	48	543
	52%k	54%	58%zct	49%	43%	83%zab cft	57%	47%	55%	51%	54%zk	40%	53%	56%	62%z	50%	54%	46%	-	63%	54%
National health service/Hospitals/ Healthcare	71	2	71	18	11	13	21	14	45	12	64	7	8	20	5	15	7	11	-	11	64
	7%aem	2%	20%zace ft	8%e	10%ae	2%	12%zae	5%	8%	10%	7%	6%	7%	4%	5%	7%	7%	10%	-	14%	6%
Pollution/ Environment	52	2	12	9	1	27	11	27	18	7	46	6	6	19	9	9	7	3	-	1	51
	5%h	2%	3%	4%	1%	4%	6%	8%zh	3%	6%	5%	5%	6%	4%	8%	5%	7%	3%	-	2%	5%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40	3	5	40	9	5	4	17	20	3	32	8	3	14	-	11	4	9	-	9	41
	4%bep	3%	1%	17%zabe f	8%be	1%	2%	6%	4%	2%	4%	7%	3%	3%	-	6%p	4%	8%p	-	12%z	4%
Immigration/ immigrants	35	-	13	9	35	11	1	19	14	2	30	5	3	16	2	11	2	9	35	-	28
	3%ef	-	4%ef	4%ef	32%zabc ef	2%	1%	6%zh	3%	2%	3%	4%	3%	4%	1%	6%r	2%	8%	100%	-	3%
Poverty/Inequality	34	4	12	9	-	9	8	13	14	8	33	1	5	16	6	6	5	2	-	-	41
	3%e	3%	4%e	4%e	-	1%	4%e	4%	2%	7%h	4%	1%	5%	4%	5%	3%	4%	2%	-	-	4%
Economy/Economic situation	27	27	7	2	2	5	7	11	11	5	20	6	1	19	4	3	2	1	-	2	21
	3%e	21%zbc ft	2%e	1%	2%	1%	4%ce	3%	2%	4%	2%	5%	1%	4%	3%	2%	2%	1%	-	3%	2%
Lack of faith in politics / politicians / government	21	4	1	2	2	3	1	6	11	4	20	1	1	7	2	6	4	3	-	2	24
	2%be	4%be	*	1%	2%	1%	1%	2%	2%	3%	2%	1%	1%	2%	1%	3%	4%	3%	-	3%	2%

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

Respondent type : GB Adults 18+
Fieldwork dates : 11th - 24th October 2019
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Housing	20 2%ej	1	3	5	-	2	2	6	12	2	12	8	1	13	2	5	3	3	-	-	17
		1%	1%	2%e	-	*	1%	2%	2%	2%	1%	6%zi	1%	3%	2%	3%	3%	2%	-	-	2%
Unemployment/ Factory closure/ Lack of industry	15 1%e	2	-	5	1	2	2	9	6	-	12	3	2	5	1	6	-	6	-	1	11
		2%be	-	2%be	1%	*	1%	3%	1%	-	1%	2%	2%	1%	1%	3%	-	6%zi	-	1%	1%
Low pay/Minimum wage/Fair wages	10 1%e	-	2	3	-	1	1	3	6	-	8	2	1	3	*	3	*	3	-	-	9
		-	1%	1%e	-	*	1%	1%	1%	-	1%	1%	1%	1%	*	1%	*	2%	-	-	1%
Public services in general	10 1%e	2	5	2	2	3	4	1	6	2	10	-	1	4	3	4	4	-	-	2	11
		2%	1%e	1%	2%	*	2%e	*	1%	2%	1%	-	1%	1%	3%	2%	4%zi	-	-	3%	1%
Race relations	8 1%ej	1	2	2	-	2	1	*	8	-	4	4	*	7	-	3	1	2	-	-	10
		1%	1%	1%	-	*	1%	-	1%	-	*	3%zi	*	2%	-	1%	1%	2%	-	-	1%
Ageing population/ Social care for the elderly	8 1%	3	3	4	-	5	6	1	6	-	8	-	*	6	-	-	-	-	-	-	6
		2%	1%	2%	-	1%	3%zbe	*	1%	-	1%	-	*	1%	-	-	-	-	-	-	1%
Education/Schools	7 1%e	-	5	1	-	2	7	2	5	-	6	1	1	4	-	1	1	-	-	-	9
		-	1%e	*	-	*	4%zabc e	1%	1%	-	1%	1%	1%	1%	-	*	1%	-	-	-	1%
Morality/ Individual behaviour/ Lifestyle	7 1%e	1	-	1	-	1	-	1	4	1	7	1	1	2	1	-	-	-	-	-	7
		1%	-	*	-	*	-	*	1%	1%	1%	*	1%	1%	1%	-	-	-	-	-	1%
Drug abuse	7 1%	-	-	3	-	3	1	*	6	1	6	1	3	2	1	3	3	-	-	-	7
		-	-	1%	-	1%	*	*	1%	*	1%	1%	3%zm	*	*	1%	3%zi	-	-	-	1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 11th - 24th October 2019
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Nationalisation/ Government control of institutions	5 *	-	1	-	-	-	-	1	2	2	4	1	-	2	-	2	-	2	-	-	3
		-	*	-	-	-	-	*	*	2%	1%	1%	-	1%	-	1%	-	2%	-	-	*
Population levels/ Overpopulation	4 *	-	2	1	-	-	-	-	4	-	4	-	-	2	1	-	-	-	-	-	3
		-	1%	*	-	-	-	-	1%	-	*	-	-	*	1%	-	-	-	-	-	*
Pensions/Social security/Benefits	3 * e	-	2	-	-	*	-	1	*	2	3	-	-	3	-	1	1	-	-	-	3
		-	1%	-	-	*	-	*	*	2%h	*	-	-	1%	-	1%	1%	-	-	-	*
Petrol prices/Fuel	3 *	2	-	-	-	1	-	1	-	2	3	-	-	3	-	-	-	-	-	-	2
		1%	-	-	-	*	-	*	-	1%h	*	-	-	1%	-	-	-	-	-	-	*
Pound/Exchange rate/Value of pound	3 *	1	*	-	-	1	-	*	2	-	3	-	*	1	-	-	-	-	-	-	3
		1%	*	-	-	*	-	*	*	-	*	-	*	*	-	-	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	-	-	-	-	1	-	1	1	-	3	-	-	1	-	-	-	-	-	-	2
		-	-	-	-	*	-	*	*	-	*	-	-	*	-	-	-	-	-	-	*
AIDS	2 *	-	-	-	-	-	-	-	2	-	2	-	-	2	2	-	-	-	-	-	1
		-	-	-	-	-	-	-	*	-	*	-	-	1%	2%z	-	-	-	-	-	*
Inflation/Prices	2 *	-	-	2	-	-	-	-	2	-	2	-	-	-	-	2	-	2	-	-	2
		-	-	1%	-	-	-	-	*	-	*	-	-	-	-	1%	-	2%	-	-	*
Defence/Foreign affairs/ International terrorism	2 *	-	1	1	-	1	-	-	1	1	2	-	1	-	1	-	-	-	-	-	3
		-	*	1%	-	*	-	-	*	1%	*	-	1%	-	1%	-	-	-	-	-	*
Local government/ Council tax	2 *	*	*	*	-	-	-	-	2	*	2	-	*	-	*	-	-	-	-	-	4
		*	*	*	-	-	-	-	*	*	*	-	*	-	*	-	-	-	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 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		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
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	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Taxation	2 *j	-	-	-	1	1	1	1	1	-	1	1	-	-	-	1	-	1	-	1	3
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trade unions/ Strikes	1 *	-	-	-	-	-	-	-	1	-	-	1	-	-	1	1	1	-	-	-	1
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	*	-	-	-	*	-	-	1	-	1	-	*	-	-	-	-	-	-	-	2
Animal welfare	1 *	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
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ISSUES INDEX OCTOBER 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		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)	
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	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	-	3	2	-	5	-	5	9	2	12	3	2	7	2	4	3	1	-	-	17
	2%e	-	1%	1%	-	1%	-	2%	2%	2%	1%	3%	1%	2%	2%	2%	3%	1%	-	-	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	57	1	-	-	-	2	-	23	31	3	41	13	5	18	2	2	-	2	-	-	52
	6%abce fjqr	1%	-	-	-	*	-	7%	5%	3%	5%	11%zj	5%	4%	2%	1%	-	2%	-	-	5%
Personal finances (NET)	49	5	15	14	-	11	9	17	22	10	46	3	6	21	6	10	5	6	-	-	54
	5%e	4%	4%e	6%e	-	2%	5%e	5%	4%	8%	5%	2%	6%	5%	5%	5%	5%	6%	-	-	5%

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

ISSUES INDEX OCTOBER 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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Common Market/ Brexit/EU/Europe/ Euro	631 63%bo q	331 67%zb	299 59%	73 55%	106 63%	94 60%	110 64%	108 73%zc hi	140 62%	179 59%	204 62%	248 66%h	273 60%	358 65%	191 71%zo q	191 67%oq	133 64%oq	117 48%	381 69%zo q	250 56%o	647 65%
National health service/Hospitals/ Healthcare	357 36%cd ioq	166 34%	191 37%	27 20%	45 27%	70 45%zc di	82 48%zc dhik	55 37%ci	78 34%ci	72 24%	152 46%zc dhik	133 35%ci	142 31%	215 39%	114 42%zo q	107 37%o	78 37%oq	58 24%	221 40%zo q	136 30%o	357 36%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	240 24%ci	124 25%	116 23%	19 15%	38 22%	38 25%	58 34%zc hik	37 25%	49 22%	57 19%	97 29%zc i	87 23%	95 21%	145 27%	61 23%	77 27%	52 25%	50 21%	138 25%	102 23%	221 22%
Pollution/ Environment	214 21%dn oq	100 20%	114 22%	38 29%di	25 15%	32 20%	45 26%d	29 20%	46 20%	63 21%d	76 23%	75 20%	94 21%	119 22%	86 32%zn oq	70 24%no q	28 14%	30 12%	156 28%zm noq	58 13%	218 22%
Education/Schools	181 18%ac dhioq	66 13%	114 22%za	14 11%	18 11%	49 32%zc dghik	41 24%cd hi	28 19%	30 13%	32 11%	91 28%zc dhik	58 15%	82 18%	99 18%	71 26%zn oq	60 21%oq	28 13%	22 9%	131 24%zn oq	50 11%	191 19%
Poverty/Inequality	153 15%	62 13%	90 18%z	26 20%	28 16%	18 12%	25 15%	26 17%	30 13%	54 18%	44 13%	55 15%	72 16%	81 15%	51 19%o	45 16%	30 15%	27 11%	96 17%	57 13%	177 18%
Housing	137 14%ah	54 11%	84 16%za	24 18%h	28 17%h	24 16%	19 11%	22 15%	20 9%	52 17%h	43 13%	43 11%	76 17%	61 11%	32 12%	41 14%	32 15%	33 13%	73 13%	65 14%	139 14%
Economy/Economic situation	124 12%bh noq	75 15%zb	49 10%	14 11%	14 8%	34 22%zc dhik	26 15%	18 12%	18 8%	28 9%	60 18%zd hik	37 10%	62 14%	62 11%	55 21%zn oq	38 13%oq	15 7%	16 7%	94 17%zmn oq	31 7%	127 13%
Immigration/ immigrants	111 11%bp	69 14%zb	42 8%	11 8%	22 13%	17 11%	17 10%	13 8%	32 14%	33 11%	33 10%	45 12%	49 11%	61 11%	26 10%	23 8%	28 13%	34 14%	49 9%	62 14%mp	93 9%

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 : 11th - 24th October 2019
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Lack of faith in politics / politicians / government	106 11%oq	56 11%	49 10%	15 11%	14 8%	14 9%	19 11%	17 11%	28 12%	29 10%	32 10%	45 12%	43 9%	63 12%	46 oq	32 17%zn	14 11%q	14 7%	77 14%zmn	28 6%	110 11%
Unemployment/ Factory closure/ Lack of industry	95 9%	51 10%	44 9%	17 13%	15 9%	15 9%	20 12%	15 10%	14 6%	32 11%	35 11%	29 8%	46 10%	49 9%	24 9%	24 8%	21 10%	26 11%	49 9%	47 10%	85 8%
Public services in general	73 7%oq	37 7%	36 7%	4 3%	11 7%	11 7%	19 11%c	15 10%	14 6%	15 5%	30 9%	28 8%	26 6%	47 9%	37 oq	20 14%zmn	12 7%oq	4 2%	58 10%zmo	15 3%o	77 8%
Drug abuse	70 7%elp	38 8%	32 6%	9 7%	14 9%	4 2%	11 7%	16 11%ej	14 6%	23 8%	15 5%	31 8%e	27 6%	42 8%	5 2%	24 9%lp	17 8%l	23 10%l	29 5%l	41 9%lp	68 7%
Low pay/Minimum wage/Fair wages	67 7%bhk	42 8%	26 5%	13 10%eh k	24 14%zeg hjk	4 3%	15 9%hk	7 5%	4 2%	36 12%zeg hjk	19 6%e	12 3%	41 9%	27 5%	16 6%	22 8%	9 4%	21 9%	38 7%	30 7%	61 6%
Ageing population/ Social care for the elderly	60 6%cio	25 5%	36 7%	1 1%	8 5%	6 4%	16 10%ci	10 7%c	18 8%ci	10 3%	23 7%c	28 7%ci	16 3%	44 8%	22 8%o	19 7%o	17 8%oq	3 1%	41 7%o	20 4%o	61 6%
Pensions/Social security/Benefits	51 5%	25 5%	26 5%	3 2%	9 5%	12 8%	5 3%	7 5%	15 7%	12 4%	18 5%	22 6%	24 5%	27 5%	14 5%	14 5%	16 8%o	6 3%	28 5%	23 5%o	53 5%
Inflation/Prices	50 5%	25 5%	25 5%	4 3%	9 5%	8 5%	13 7%	8 5%	8 4%	13 4%	21 6%	16 4%	22 5%	29 5%	7 3%	20 7%lp	7 4%	15 6%	28 5%l	22 5%	38 4%
Race relations	47 5%q	25 5%	22 4%	8 6%	11 6%	7 5%	4 2%	9 6%	8 4%	19 6%	11 3%	17 5%	26 6%	21 4%	18 7%nq	19 7%nq	4 2%	7 3%	37 7%znq	10 2%	48 5%
Transport/Public transport	45 4%oq	25 5%	20 4%	4 3%	4 2%	6 4%	9 5%	11 7%i	11 5%	8 3%	15 5%	22 6%	13 3%	31 6%	18 7%oq	17 6%oq	7 3%	4 2%	35 6%zoq	10 2%	50 5%

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 : 11th - 24th October 2019
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Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Defence/Foreign affairs/ International terrorism	42 4%ciq	24 5%	19 4%	1 *	6 3%	6 4%	11 6%ci	5 3%	15 6%ci	6 2%	16 5%ci	20 5%ci	12 3%	30 6%	16 6%q	16 6%q	5 2%	5 2%	32 6%zq	10 2%	42 4%
Morality/ Individual behaviour/ Lifestyle	39 4%	24 5%	15 3%	3 2%	4 2%	6 4%	13 7%i	4 3%	10 4%	6 2%	19 6%	14 4%	13 3%	26 5%	17 6%oq	11 4%	8 4%	4 1%	28 5%	11 2%	38 4%
Population levels/ Overpopulation	29 3%	18 4%	11 2%	5 4%	3 2%	3 2%	6 4%	2 1%	10 4%	8 3%	9 3%	12 3%	11 2%	18 3%	5 2%	11 4%	5 2%	9 4%	16 3%	13 3%	22 2%
Taxation	28 3%b	23 5%zb	6 1%	7 5%	4 2%	8 5%	2 1%	3 2%	4 2%	11 4%	11 3%	7 2%	19 4%	9 2%	7 3%	14 5%zq	3 2%	4 1%	21 4%	7 2%	28 3%
Nationalisation/ Government control of institutions	27 3%	18 4%	9 2%	2 2%	3 2%	3 2%	8 5%	3 2%	7 3%	6 2%	11 3%	10 3%	8 2%	18 3%	7 3%	6 2%	9 4%	4 2%	13 2%	14 3%	25 2%
Petrol prices/Fuel	22 2%	12 2%	10 2%	1 1%	3 2%	5 3%	3 2%	7 5%	3 1%	4 1%	8 2%	10 3%h	9 2%	13 2%	4 2%	7 2%	4 2%	7 3%	11 2%	11 2%	18 2%
Local government/ Council tax	20 2%i	12 2%	9 2%	* *	- -	5 3%i	3 2%	6 4%di	6 3%ci	* *	8 2%i	12 3%di	6 1%	15 3%	8 3%	4 1%	4 2%	4 2%	12 2%	8 2%	19 2%
Pound/Exchange rate/Value of pound	17 2%	12 2%	6 1%	2 1%	4 3%	4 3%	3 2%	3 2%	1 *	6 2%	7 2%	4 1%	10 2%	7 1%	3 1%	3 1%	6 3%	5 2%	7 1%	11 2%	17 2%
Animal welfare	15 1%	9 2%	6 1%	2 2%	2 1%	2 1%	6 3%	2 1%	1 1%	4 1%	8 2%	3 1%	6 1%	9 2%	7 3%	5 2%	1 *	2 1%	12 2%	3 1%	11 1%
Privatisation	12 1%	8 2%	4 1%	1 1%	3 2%	1 *	4 2%	2 2%	1 1%	4 1%	4 1%	4 1%	4 1%	7 1%	6 2%	4 1%	2 1%	- -	10 2%	2 *	15 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+
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ISSUES INDEX OCTOBER 2019 (PUBLIC - FINAL)

Table 5
Q.PL01/02
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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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
Countryside/Rural life	12	8	4	-	1	2	2	2	5	1	4	7	3	9	2	3	5	2	5	7	13
	1%	2%	1%	-	*	1%	1%	1%	2%	*	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Trade unions/ Strikes	11	7	4	-	-	1	1	2	6	-	2	8	1	10	6	5	*	-	10	*	8
	1%q	1%	1%	-	-	1%	1%	1%	3%zi	-	1%	2%zi	*	2%	2%q	2%q	*	-	2%zq	*	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10	8	1	1	2	-	3	1	2	3	3	3	3	6	6	2	-	1	9	1	12
	1%b	2%	*	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	2%zq	1%	-	*	2%	*	1%
Northern Ireland	9	6	3	1	3	-	5	-	*	4	5	*	4	5	6	2	1	*	8	1	7
	1%k	1%	1%	1%	2%k	-	3%zk	-	*	1%	1%	*	1%	1%	2%q	1%	*	*	1%	*	1%
Nuclear weapons/ Nuclear war/ Disarmament	6	5	1	1	-	-	1	-	4	1	1	4	1	6	3	3	-	-	6	-	5
	1%	1%	*	1%	-	-	1%	-	2%z	*	*	1%	*	1%	1%	1%q	-	-	1%	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	5	4	1	1	-	-	2	1	1	1	2	2	1	5	1	2	1	1	3	3	5
	1%	1%	*	*	-	-	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*
AIDS	4	4	-	2	-	-	1	-	-	2	1	-	2	1	2	1	-	-	4	-	2
	*	1%	-	2%zk	-	-	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
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	1
	*	*	-	-	-	-	1%	-	-	-	*	-	-	*	-	*	-	-	*	-	*
Other	64	34	30	4	3	9	17	9	22	7	26	31	16	47	25	15	15	9	40	24	65
	6%di	7%	6%	3%	2%	6%	10%cdi	6%	10%zcd	2%	8%di	8%di	4%	9%	9%o	5%	7%	4%	7%mi	5%	6%

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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	1002	489	513	146	159	138	138	147	274	305	276	421	443	559	249	338	189	226	587	415	1002
WEIGHTED BASE	1003	493	510	132	169	156	172	148	227	301	328	375	457	547	269	285	207	242	554	449	1002
	100%	49%	51%	13%	17%	16%	17%	15%	23%	30%	33%	37%	46%	54%	27%	28%	21%	24%	55%	45%	100%
MEAN NUMBER OF MENTIONS	3.34i	3.45	3.23	2.96	3.06	3.48c	3.85z	3.53c	3.17	3.02	3.67z	3.31	3.17	3.48	3.86z	3.55o	3.17o	2.66	3.70z	2.90o	3.32
	oq					i	cdi	di			cdi				noq	q	q		noq		
STANDARD ERROR	0.07	0.12	0.08	0.16	0.13	0.14	0.30	0.15	0.13	0.10	0.17	0.10	0.08	0.11	0.14	0.16	0.12	0.11	0.11	0.08	0.07
ERROR VARIANCE	0.01	0.01	0.01	0.02	0.02	0.02	0.09	0.02	0.02	0.01	0.03	0.01	0.01	0.01	0.02	0.02	0.02	0.01	0.01	0.01	*
Don't know	168	73	95	32	36	22	15	19	43	68	38	62	90	77	13	33	43	79	46	122	152
	17% fj lmp	15%	19%	24% zf gj	21% fj	14%	9%	13%	19% fj	23% zf gj	11%	17%	20%	14%	5%	11% lp	21% lm p	33% zlm npq	8% l mnp	27% zl mnp	15%
Personal finances (NET)	247	116	131	36	55	33	43	37	44	91	76	80	124	123	73	78	42	54	151	96	248
	25% h	24%	26%	27%	33% zh k	21%	25%	25%	19%	30% zh k	23%	21%	27%	23%	27%	27%	20%	22%	27% z	21%	25%

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

ISSUES INDEX OCTOBER 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	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
Common Market/ Brexit/EU/Europe/ Euro	631 63%in q	544 63%i	32 63%	55 64%	216 66%i	161 67%i	189 61%	158 60%	225 62%i	70 52%	168 61%i	98 69%ij	222 66%nq	212 68%zn q	56 46%	122 59%n	434 67%zn oq	178 54%n	647 65%
National health service/Hospitals/ Healthcare	357 36%io q	312 36%i	18 36%	27 31%	125 38%i	99 41%i	104 33%	86 33%	127 35%i	31 23%	92 33%i	61 43%hi j	116 35%	142 46%zl nopq	39 32%	53 25%	257 40%zl oq	91 28%	357 36%
Crime/Law & order/ Violence/Anti- social (yob) behaviour	240 24%bc nq	229 26%zbc d	4 9%	7 8%	67 20%c	60 25%bc d	68 22%bc	64 24%bc	105 29%zb cd	39 29%bc	79 29%bc	40 28%bc	77 23%	98 32%zl nopq	18 15%	44 21%	174 27%zl nq	62 19%	221 22%
Pollution/ Environment	214 21%fg n	188 22%fg	7 13%	19 23%	71 22%	51 21%	48 15%	41 16%	95 26%za fgj	28 21%	61 22%	33 23%	76 23%n	78 25%n	15 12%	44 21%	154 24%zn	59 18%n	218 22%
Education/Schools	181 18%oq	164 19%	7 14%	10 11%	53 16%	43 18%	53 17%	46 18%	75 21%	27 20%	63 23%z	37 26%zc	52 16%	85 28%zl nopq	17 14%	23 11%	137 21%zl oq	40 12%	191 19%
Poverty/Inequality	153 15%	127 15%	9 17%	17 20%	59 18%	42 18%	39 12%	30 11%	55 15%k	27 20%gj k	40 15%k	13 9%	53 16%	53 17%	15 13%	31 15%	106 16%	47 14%	177 18%
Housing	137 14%de	124 14%de	5 10%	9 10%	31 9%	22 9%	34 11%	29 11%	73 20%za defg	29 22%za defg	56 20%za defg	27 19%de	38 11%	44 14%	17 14%	38 18%	82 13%	54 16%	139 14%
Economy/Economic situation	124 12%	113 13%d	5 10%	6 7%	29 9%	23 10%	33 11%	28 11%	62 17%za def	29 21%za cdefg	47 17%zd e	18 13%	30 9%	49 16%lp	15 13%	28 14%	79 12%l	44 13%	127 13%

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

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	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE							UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002	
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002	
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%	
Immigration/ immigrants	111	98	3	10	42	32	32	29	37	16	26	10	40	29	16	21	69	37	93	
	11%	11%	6%	11%	13%	13%	10%	11%	10%	12%	9%	7%	12%	9%	14%	10%	11%	11%	9%	
Lack of faith in politics / politicians / government	106	98	1	6	40	34	13	12	52	15	34	19	42	34	3	24	77	27	110	
	11%fg n	11%fg	2%	7%	12%fg	14%bfg	4%	5%	14%zb fg	12%fg	13%fg	13%fg	13%n	11%n	2%	12%nq	12%n	8%n	11%	
Unemployment/ Factory closure/ Lack of industry	95	74	5	17	37	21	31	26	27	11	16	5	35	31	12	15	66	27	85	
	9%ajk	8%	10%	19%za ehijk	11%ejk	9%	10%	10%	7%	8%	6%	4%	11%	10%	10%	7%	10%	8%	8%	
Public services in general	73	71	*	2	26	24	21	21	26	12	18	6	25	26	6	15	51	22	77	
	7%	8%z	1%	2%	8%	10%	7%	8%	7%	9%	6%	4%	7%	9%	5%	7%	8%	7%	8%	
Drug abuse	70	60	2	7	16	9	26	24	27	13	23	9	22	17	12	16	39	28	68	
	7%e	7%e	4%	9%	5%	4%	8%	9%e	8%	10%e	8%	7%	7%	5%	10%	8%	6%	8%	7%	
Low pay/Minimum wage/Fair wages	67	57	1	10	21	11	15	14	31	16	27	11	10	31	6	17	40	22	61	
	7%l	7%	3%	11%	6%e	5%	5%	5%	9%	12%za efg	10%a	8%	3%	10%zlp	5%	8%l	6%l	7%l	6%	
Ageing population/ Social care for the elderly	60	54	*	6	16	9	15	14	30	9	20	11	25	27	4	5	52	9	61	
	6%oq	6%	1%	7%	5%	4%	5%	5%	8%	6%	7%	8%	7%oq	9%oq	4%	2%	8%zoq	3%	6%	
Pensions/Social security/Benefits	51	43	2	5	18	13	13	10	20	10	14	4	17	17	6	9	34	15	53	
	5%	5%	5%	6%	5%	5%	4%	4%	6%	8%	5%	3%	5%	5%	5%	4%	5%	4%	5%	
Inflation/Prices	50	47	1	2	10	8	17	15	24	14	19	5	12	23	9	7	34	16	38	
	5%	5% d	3%	2%	3%	3%	5%	6%	7%	11% zad e	7%	4%	4%	7%	7%	3%	5%	5%	4%	

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

Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 24th October 2019
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002	
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002	
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%	
Race relations	47	45	1	1	13	12	6	5	29	15	22	8	12	24	4	8	35	12	48	
	5%fg	5%fg	3%	1%	4%	5%	2%	2%	8%zafg	11%zadfg	8%zafg	5%	3%	8%z	4%	4%	5%l	4%	5%	
Transport/Public transport	45	42	1	2	11	9	21	20	12	5	10	6	21	15	2	4	36	7	50	
	4%q	5%	2%	2%	3%	4%	7%z	8%zah	3%	3%	4%	4%	6%q	5%	2%	2%	6%q	2%	5%	
Defence/Foreign affairs/ international terrorism	42	40	-	2	13	11	10	10	19	3	12	9	20	18	1	4	37	5	42	
	4%nq	5%	-	2%	4%	5%	3%	4%	5%	2%	4%	6%	6%nq	6%nq	1%	2%	6%znq	1%	4%	
Morality/ Individual behaviour/ Lifestyle	39	36	-	3	9	6	13	13	17	4	7	3	13	17	2	6	29	8	38	
	4%	4%	-	3%	3%	2%	4%	5%	5%j	3%	2%	2%	4%	5%	2%	3%	5%	2%	4%	
Population levels/ Overpopulation	29	26	2	1	4	2	10	8	15	4	9	6	9	10	6	2	19	8	22	
	3%d	3%	4%	2%	1%	1%	3%	3%	4%	3%	3%	4%	3%	3%	5%oq	1%	3%	3%o	2%	
Taxation	28	26	2	-	7	7	7	5	14	5	11	6	4	12	1	6	16	7	28	
	3%	3%	4%	-	2%	3%	2%	2%	4%	4%	4%	4%	1%	4%	1%	3%	3%l	2%	3%	
Nationalisation/ Government control of institutions	27	22	2	3	6	3	11	9	10	4	7	3	13	6	4	4	19	8	25	
	3%	3%	4%	4%	2%	1%	3%	3%	3%	3%	3%	2%	4%	2%	3%	2%	3%	2%	2%	
Petrol prices/Fuel	22	19	2	1	6	5	10	9	6	1	4	3	4	11	1	3	16	5	18	
	2%	2%	3%	1%	2%	2%	3%	3%	2%	1%	1%	2%	1%	4%	1%	2%	2%	1%	2%	
Local government/ Council tax	20	18	*	2	7	5	6	6	7	2	2	-	8	5	2	5	13	7	19	
	2%	2%	1%	2%	2%	2%	2%	2%	2%j	2%	1%	-	2%	2%	2%	2%	2%	2%	2%	

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ISSUES INDEX OCTOBER 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+

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		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	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002	
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002	
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%	
Pound/Exchange rate/Value of pound	17	14	2	2	5	3	5	4	7	5	7	2	3	7	1	6	10	6	17	
	2%	2%	3%	2%	2%	1%	2%	1%	2%	4%	3%	1%	1%	2%	1%	3%	2%	2%	2%	
Animal welfare	15	15	-	-	1	1	7	7	6	1	5	3	6	8	1	-	14	1	11	
	1%q	2%	-	-	*	1%	2%	3%d	2%	1%	2%	2%	2%	3%	1%	-	2%	*	1%	
Privatisation	12	12	-	-	4	4	3	3	4	1	2	1	3	7	1	1	10	2	15	
	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	
Countryside/Rural life	12	9	2	1	2	1	4	2	6	-	2	2	6	3	2	1	9	2	13	
	1%	1%	4%i	1%	1%	1%	1%	1%	2%j	-	1%	1%	2%	1%	1%	*	1%	1%	1%	
Trade unions/ Strikes	11	11	-	-	-	-	1	1	9	4	4	1	8	2	-	-	11	-	8	
	1%	1%	-	-	-	-	*	*	3%zad	3%de	2%	1%	2%zq	1%	-	-	2%q	-	1%	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10	5	-	5	5	-	2	2	3	2	2	-	4	3	1	1	7	2	12	
	1%a	1%	-	6%zad	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	
				efghj																
				k																
Northern Ireland	9	9	-	-	2	2	2	2	4	3	3	-	2	5	*	1	8	1	7	
	1%	1%	-	-	1%	1%	1%	1%	1%	2%	1%	-	1%	2%	*	*	1%	*	1%	
Nuclear weapons/ Nuclear war/ Disarmament	6	6	-	-	*	*	2	2	4	-	1	1	4	1	-	1	6	1	5	
	1%	1%	-	-	*	*	1%	1%	1%j	-	*	1%	1%	*	-	*	1%	*	*	
Bird flu/Pandemic flu/Swine flu/ Ebola	5	4	-	1	3	1	2	2	1	-	-	-	-	2	-	2	2	2	5	
	1%	*	-	2%	1%	*	1%	1%	*	-	-	-	-	1%	-	1%	*	1%	*	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	1002	847	57	98	350	252	320	263	332	131	250	119	328	274	163	214	602	377	1002
WEIGHTED BASE	1003	867	50*	86*	326	240	312	262	365	133*	276	142*	335	309	121	209	644	330	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	14%*	33%	31%	12%	21%	64%	33%	100%
AIDS	4	4	-	-	-	-	4	4	-	-	-	-	2	1	-	-	4	-	2
	*	*	-	-	-	-	1%z	1%za	-	-	-	-	1%	*	-	-	1%	-	*
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	*	*	-	-	-	-	-	*	-	-	*	-	*
Other	64	50	9	5	20	15	24	15	20	6	13	7	29	15	8	8	45	16	65
	6%	6%	18%zad efghij k	6%	6%	6%	8%g	6%	5%	4%	5%	5%	9%	5%	6%	4%	7%	5%	6%
MEAN NUMBER OF MENTIONS	3.34n oq	3.41z	2.80	2.92	3.17	3.26	3.18	3.25	3.63z bcdij	3.56b c	3.47b	3.39	3.34n q	3.87z lnopq	2.78	2.98	3.60z lnoq	2.90	3.32
STANDARD ERROR	0.07	0.08	0.16	0.14	0.09	0.11	0.15	0.18	0.12	0.18	0.12	0.17	0.11	0.18	0.11	0.11	0.10	0.08	0.07
ERROR VARIANCE	0.01	0.01	0.03	0.02	0.01	0.01	0.02	0.03	0.02	0.03	0.01	0.03	0.01	0.03	0.01	0.01	0.01	0.01	*
Don't know	168	145	14	9	39	30	87	73	42	14	31	17	56	28	31	48	84	79	152
	17%dh jmp	17%dh j	29%zc dehij k	10%	12%	13%	28%za cdehi jk	28%za cdehi jk	11%	10%	11%	12%	17%mp	9%	26%zl mp	23%zm p	13%ml	24%zm p	15%
Personal finances (NET)	247	211	12	25	82	57	64	52	102	49	79	31	72	93	26	49	165	75	248
	25%	24%	23%	29%	25%	24%	20%	20%	28%	36%za defgh jk	29%gk	22%	22%	30%zl	21%	23%	26%l	23%	25%

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ISSUES INDEX OCTOBER 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	1002	380	104	518	182	206	98	415	137	162	328	256	1002
WEIGHTED BASE	1003	444	121*	439	186	194	90*	432	125*	153	332	270	1002
	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Common Market/ Brexit/EU/Europe/ Euro	631 63%cg l	309 70%zb c	69 57%	252 57%	123 66%	107 55%	79 88%zf g	245 57%	65 52%	102 67%l	240 72%zl	154 57%	647 65%
National health service/Hospitals/ Healthcare	357 36%	171 39%	41 34%	144 33%	80 43%z	76 39%	35 39%	136 31%	42 34%	52 34%	148 45%z	95 35%	357 36%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	240 24%	121 27%	25 20%	94 21%	69 37%zg	46 24%	24 26%	80 19%	27 22%	32 21%	85 26%	61 23%	221 22%
Pollution/ Environment	214 21%	95 21%	29 24%	89 20%	33 18%	43 22%	36 40%zf g	65 15%	20 16%	24 16%	87 26%zl m	55 21%	218 22%
Education/Schools	181 18%cl	91 21%	22 19%	67 15%	42 23%	39 20%	21 24%	66 15%	9 7%	29 19%l	86 26%zl	62 23%	191 19%
Poverty/Inequality	153 15%f	70 16%	24 20%	58 13%	11 6%	48 25%zf	20 22%f	53 12%	15 12%	19 12%	68 20%z	27 10%	177 18%
Housing	137 14%	67 15%	17 14%	54 12%	22 12%	30 15%	20 22%z	54 13%	16 13%	19 13%	47 14%	31 12%	139 14%
Economy/Economic situation	124 12%c	66 15%c	19 16%	40 9%	27 15%	30 15%	11 13%	43 10%	9 7%	16 10%	54 16%zl	47 18%	127 13%
Immigration/ immigrants	111 11%h	44 10%	11 10%	55 13%	35 19%zgh	18 9%	3 3%	40 9%	18 15%	19 13%	29 9%	30 11%	93 9%

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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WEIGHTED BASE	1003	444	121*	439	186	194	90*	432	125*	153	332	270	1002
	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Lack of faith in politics / politicians / government	106	53	11	43	24	19	14	31	9	12	42	22	110
	11%	12%	9%	10%	13%	10%	16%	7%	7%	8%	13%	8%	11%
Unemployment/ Factory closure/ Lack of industry	95	43	21	31	21	13	4	38	12	11	26	19	85
	9%^c	10%	17% ^{zc}	7%	11%	7%	5%	9%	10%	7%	8%	7%	8%
Public services in general	73	35	13	25	16	19	9	22	6	15	34	14	77
	7%	8%	11%	6%	9%	10%	10%	5%	5%	10%	10% ^z	5%	8%
Drug abuse	70	28	9	33	19	7	1	37	10	18	10	16	68
	7%^{hn}	6%	7%	7%	10% ^{gh}	4%	1%	9%	8%	11% ^{zn}	3%	6%	7%
Low pay/Minimum wage/Fair wages	67	45	5	17	2	21	5	31	9	8	17	21	61
	7%^{cf}	10% ^{zc}	4%	4%	1%	11% ^{zf}	6%	7%	7%	5%	5%	8%	6%
Ageing population/ Social care for the elderly	60	26	5	29	10	12	13	20	4	13	24	18	61
	6%	6%	4%	7%	5%	6%	15% ^{zfg}	5%	4%	9%	7%	7%	6%
Pensions/Social security/Benefits	51	23	4	23	15	9	3	19	6	8	21	15	53
	5%	5%	4%	5%	8%	5%	4%	4%	5%	5%	6%	5%	5%
Inflation/Prices	50	31	4	16	8	10	-	26	6	6	14	17	38
	5%^h	7%	3%	4%	5%	5% ^h	-	6%	5%	4%	4%	6%	4%
Race relations	47	32	2	14	5	18	6	17	2	7	20	11	48
	5%^c	7% ^{zc}	1%	3%	3%	9% ^{zf}	7%	4%	1%	5%	6%	4%	5%
Transport/Public transport	45	23	4	18	6	7	6	23	5	3	20	10	50
	4%	5%	3%	4%	3%	4%	7%	5%	4%	2%	6%	4%	5%

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WEIGHTED BASE	1003	444	121*	439	186	194	90*	432	125*	153	332	270	1002
	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Defence/Foreign affairs/ International terrorism	42 4%	16 4%	4 4%	22 5%	11 6%	5 3%	5 6%	19 4%	5 4%	7 5%	17 5%	9 3%	42 4%
Morality/ Individual behaviour/ Lifestyle	39 4%	15 3%	1 1%	23 5%	12 6%	4 2%	1 1%	17 4%	2 2%	5 4%	17 5%	10 4%	38 4%
Population levels/ Overpopulation	29 3%g	10 2%	3 2%	16 4%	7 3%g	* *	3 3%g	18 4%	1 1%	8 5%	11 3%	9 3%	22 2%
Taxation	28 3%	17 4%	2 2%	9 2%	7 4%	9 5%	2 3%	10 2%	3 3%	5 3%	14 4%	8 3%	28 3%
Nationalisation/ Government control of institutions	27 3%	13 3%	4 3%	10 2%	5 3%	6 3%	1 1%	10 2%	4 3%	5 3%	6 2%	4 1%	25 2%
Petrol prices/Fuel	22 2%	15 3%	1 1%	6 1%	6 3%	1 1%	2 3%	12 3%	1 1%	4 2%	10 3%	5 2%	18 2%
Local government/ Council tax	20 2%	7 2%	5 4%	8 2%	- -	7 4%†	2 2%	11 3%	* *	2 1%	5 1%	5 2%	19 2%
Pound/Exchange rate/Value of pound	17 2% ^c	12 3%	2 1%	4 1%	6 3%	5 2%	- -	7 2%	2 2%	2 2%	9 3%	6 2%	17 2%
Animal welfare	15 1% ^c	12 3% ^c	1 1%	2 *	2 1%	5 3%	- -	5 1%	3 2%	2 1%	8 2%	4 1%	11 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
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ISSUES INDEX OCTOBER 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	1002	380	104	518	182	206	98	415	137	162	328	256	1002
WEIGHTED BASE	1003	444	121*	439	186	194	90*	432	125*	153	332	270	1002
	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Privatisation	12	6	3	3	-	7	1	2	2	*	7	1	15
	1%	1%	2%	1%	-	3%zf	1%	1%	1%	*	2%	*	1%
Countryside/Rural life	12	5	1	6	2	2	1	4	2	2	4	2	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	11	3	*	7	2	2	2	5	1	3	3	1	8
	1%	1%	*	2%	1%	1%	2%	1%	1%	2%	1%	*	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10	5	-	5	-	-	5	2	1	1	5	2	12
	1%	1%	-	1%	-	-	6%zfg	*	1%	1%	2%	1%	1%
Northern Ireland	9	6	2	1	-	3	2	1	*	-	6	4	7
	1%^c	1%	2%	*	-	2%	3% ^f	*	*	-	2%	2%	1%
Nuclear weapons/ Nuclear war/ Disarmament	6	1	-	5	-	1	-	5	-	*	1	-	5
	1%	*	-	1%	-	1%	-	1%	-	*	*	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	5	3	-	2	1	-	-	4	-	-	4	1	5
	1%	1%	-	*	1%	-	-	1%	-	-	1%	*	*
AIDS	4	4	-	-	-	-	-	4	-	-	1	-	2
	*	1%	-	-	-	-	-	1%	-	-	*	-	*
Median	2	3	2	2	3	2	3	2	2	2	3	2	2
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	*	-	-	*	-	*

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	100%	44%	12%*	44%	19%	19%	9%*	43%	12%*	15%	33%	27%	100%
Other	64	24	7	33	10	10	10	26	8	12	27	9	65
	6%	5%	6%	7%	5%	5%	11%	6%	6%	8%	8%	3%	6%
MEAN NUMBER OF MENTIONS	3.34c	3.61z	3.24	3.09	3.54	3.44	3.90z	3.06	2.78	3.24l	3.78z	3.17	3.32
STANDARD ERROR	0.07	0.13	0.18	0.09	0.14	0.13	0.20	0.13	0.13	0.14	0.16	0.12	0.07
ERROR VARIANCE	0.01	0.02	0.03	0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.01	*
Don't know	168	55	21	92	19	28	2	114	21	21	27	51	152
	17%af hn	12%	17%	21%za	10%h	14%h	2%	26%	17%n	14%	8%	19%	15%
Personal finances (NET)	247	126	32	88	26	67	26	97	29	33	93	59	248
	25%cf	28%c	27%	20%	14%	34%zf	29%f	23%	23%	22%	28%	22%	25%

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UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Common Market/ Brexit/EU/Europe/ Euro	631 63%k	81 65%	241 68%	145 60%	61 55%	631 100%zab cft	131 72%zct	185 59%	378 66%z	68 58%	569 65%zk	60 50%	68 65%	294 66%	83 74%zqs	124 62%	68 65%	62 57%	11 32%	50 66%	647 65%
National health service/Hospitals/ Healthcare	357 36%k	41 33%	357 100%zac eft	120 50%zae	50 45%	241 38%z	130 72%zac et	117 37%	201 35%	38 32%	332 38%zk	24 20%	43 42%	161 36%	47 42%	67 34%	38 36%	34 31%	13 36%	37 49%	357 36%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	240 24%	24 19%	120 34%zae	240 100%zab eft	38 34%a	145 23%	59 33%zae	75 24%	141 25%	25 21%	211 24%	29 24%	23 23%	122 27%	23 21%	67 34%zp	33 32%	38 35%z	9 25%	29 38%z	221 22%
Pollution/ Environment	214 21%h	34 27%	73 21%	53 22%	19 18%	164 26%zb	53 29%zb	85 27%zh	95 17%	34 29%h	196 22%	18 15%	23 22%	83 19%	39 34%zqr s	32 16%	20 19%	12 11%	- -	19 26%	218 22%
Education/Schools	181 18%qs	28 22%t	130 36%zac et	59 25%zt	10 9%	131 21%zt	181 100%zab cet	59 19%	103 18%	19 16%	162 18%	18 15%	26 25%z	87 20%	25 23%qs	19 10%	15 14%q	8 8%	1 3%	9 12%	191 19%
Poverty/Inequality	153 15%hk	26 21%t	59 17%t	36 15%	8 7%	101 16%	29 16%	67 21%zh	67 12%	19 16%	144 16%zk	8 7%	20 20%	61 14%	31 27%zqr s	21 11%	14 13%	9 9%	1 3%	7 9%	177 18%
Housing	137 14%	24 19%	56 16%	38 16%	14 13%	88 14%	26 14%	45 14%	82 14%	10 9%	120 14%	18 15%	18 18%	66 15%	18 16%	33 17%	20 19%	16 14%	3 9%	11 15%	139 14%
Economy/Economic situation	124 12%	124 100%zbc eft	41 11%	24 10%	16 15%	81 13%	28 15%	46 15%	61 11%	18 15%	105 12%	19 15%	11 11%	73 16%z	17 16%z	17 9%	14 14%qs	5 4%	- -	16 21%	127 13%

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	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Immigration/ immigrants	111	16	50	38	111	61	10	50	52	9	99	12	10	44	8	38	15	22	35	76	93
	11% ^f	13% ^f	14% ^{ef}	16% ^{ze} f	100% ^{zab} cef	10%	6%	16% ^{zh}	9%	7%	11%	10%	10%	10%	7%	19% ^{zp}	15%	20% ^{zp}	100%	100% ^z	9%
Lack of faith in politics / politicians / government	106	30	39	30	12	67	21	32	64	10	97	8	8	55	14	22	16	8	*	12	110
	11%	24% ^{zbc} eft	11%	12%	11%	11%	12%	10%	11%	8%	11%	6%	8%	12%	12%	11%	15%	7%	1%	16%	11%
Unemployment/ Factory closure/ Lack of industry	95	14	34	31	16	50	18	31	58	7	82	13	14	45	8	21	10	15	6	11	85
	9%	11%	9%	13% ^e	15%	8%	10%	10%	10%	6%	9%	11%	13%	10%	7%	11%	9%	14%	16%	14%	8%
Public services in general	73	9	44	25	6	49	22	29	36	7	67	6	12	34	17	14	12	3	-	6	77
	7%	7%	12% ^{ze}	10%	5%	8%	12% ^{ze}	9%	6%	6%	8%	5%	11%	8%	15% ^{zqs}	7%	12% ^{qs}	3%	-	8%	8%
Drug abuse	70	9	30	36	13	31	6	22	43	5	59	10	12	25	8	18	9	11	7	6	68
	7% ^e	7%	8% ^{ef}	15% ^{zbe} f	12% ^{ef}	5%	4%	7%	7%	4%	7%	8%	11%	6%	7%	9%	9%	10%	20%	8%	7%
Low pay/Minimum wage/Fair wages	67	7	22	31	15	35	12	26	33	8	58	10	10	40	8	23	10	15	5	11	61
	7%	6%	6%	13% ^{zbe} f	14% ^{zbe}	6%	7%	8%	6%	7%	7%	8%	10%	9%	7%	12% ^z	9%	14% ^z	13%	14%	6%
Ageing population/ Social care for the elderly	60	11	31	15	10	34	19	21	36	3	59	1	7	27	13	10	7	4	-	10	61
	6% ^k	9%	9% ^{ze}	6%	9%	5%	10% ^{ze}	7%	6%	3%	7% ^k	1%	6%	6%	11% ^z	5%	7%	4%	-	13%	6%
Pensions/Social security/Benefits	51	13	27	13	13	28	20	21	26	4	49	2	5	22	5	11	8	6	3	10	53
	5%	10% ^{ze}	7% ^{ze}	5%	12% ^{ze}	4%	11% ^{zce}	7%	5%	4%	6%	2%	5%	5%	4%	5%	8%	5%	7%	14% ^z	5%
Inflation/Prices	50	8	20	26	13	25	11	16	30	4	43	7	5	30	1	22	11	11	-	13	38
	5% ^p	6%	6%	11% ^{zbe}	12% ^{ze}	4%	6%	5%	5%	4%	5%	6%	5%	7%	1%	11% ^{zp}	10% ^{zp}	10% ^p	-	17% ^z	4%

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	100%	12%	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Race relations	47	9	19	17	9	28	16	20	22	5	33	14	2	32	5	9	6	3	1	8	48
	5%j	7%	5%	7%	8%	4%	9%zbe	6%	4%	4%	4%	11%zj	2%	7%zj	5%	5%	5%	3%	3%	10%	5%
Transport/Public transport	45	7	23	10	1	33	18	16	25	4	42	3	2	25	7	9	6	5	-	1	50
	4%	5%	7%	4%	1%	5%	10%zcoet	5%	4%	4%	5%	2%	2%	6%	6%	5%	5%	4%	-	2%	5%
Defence/Foreign affairs/International terrorism	42	12	26	26	10	34	11	15	21	6	41	1	6	11	8	8	8	*	-	10	42
	4%	9%z	7%z	11%ze	9%	5%z	6%	5%	4%	5%	5%	1%	6%	3%	7%zs	4%zs	8%qs	*	-	14%z	4%
Morality/Individual behaviour/Lifestyle	39	14	18	15	9	18	7	9	22	8	37	1	3	18	3	5	5	-	-	9	38
	4%	11%zbef	5%e	6%e	8%e	3%	4%	3%	4%	6%	4%	1%	3%	4%	3%	3%	5%q	-	-	12%z	4%
Population levels/Overpopulation	29	7	16	9	12	21	8	3	20	5	27	2	*	13	5	9	6	3	-	12	22
	3%g	5%	5%	4%	10%ze	3%	4%	1%	4%	4%	3%	2%	*	3%	5%	4%	6%	2%	-	15%z	2%
Taxation	28	9	18	6	4	21	11	11	15	2	24	5	2	17	5	7	5	2	1	3	28
	3%	7%ze	5%z	2%	3%	3%	6%z	3%	3%	2%	3%	4%	2%	4%	4%	4%	4%	2%	3%	4%	3%
Nationalisation/Government control of institutions	27	4	11	4	3	15	1	9	14	3	26	1	1	15	6	11	5	8	-	3	25
	3%	3%	3%f	2%	3%	2%	1%	3%	2%	3%	3%	1%	1%	3%	5%	6%z	5%	7%z	-	4%	2%
Petrol prices/Fuel	22	3	10	5	4	15	5	4	12	7	20	2	5	11	2	6	4	2	-	4	18
	2%	2%	3%	2%	3%	2%	3%	1%	2%	6%zg	2%	2%	5%	2%	2%	3%	4%	2%	-	5%	2%
Local government/Council tax	20	10	7	10	4	12	5	7	13	1	16	5	3	9	*	9	9	1	-	4	19
	2%	8%zbe	2%	4%	4%	2%	3%	2%	2%	1%	2%	4%	3%	2%	*	5%zs	8%zpqqs	1%	-	6%	2%

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	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
Pound/Exchange rate/Value of pound	17 2%j	6	6	6	4	10	3	6	10	1	11	7	1	13	-	2	2	-	2	3	17
		5%ze	2%	3%	4%	2%	2%	2%	2%	1%	1%	6%zj	1%	3%	-	1%	2%	-	5%	3%	2%
Animal welfare	15 1%	2	7	4	3	9	4	3	9	2	14	1	1	10	4	3	3	-	-	3	11
		2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	*	1%	2%	4%	1%	3%	-	-	4%	1%
Privatisation	12 1%	3	8	4	1	10	4	5	7	-	11	1	3	6	3	2	2	-	-	1	15
		3%	2%	2%	1%	2%	2%	2%	1%	-	1%	1%	3%	1%	3%	1%	2%	-	-	2%	1%
Countryside/Rural life	12 1%	5	4	5	2	9	2	-	6	5	12	-	1	5	3	3	3	-	-	2	13
		4%z	1%	2%	2%	1%	1%	-	1%	4%zgh	1%	-	1%	1%	3%	1%	3%	-	-	3%	1%
Trade unions/ Strikes	11 1%	4	8	8	4	10	4	3	7	-	9	2	*	3	3	5	5	-	-	4	8
		4%z	2%	3%z	4%z	2%	2%	1%	1%	-	1%	2%	*	1%	3%	3%	5%zq	-	-	6%z	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10 1%	1	2	1	1	9	1	2	7	-	10	-	*	5	-	2	1	*	-	1	12
		1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	*	1%	-	1%	1%	*	-	2%	1%
Northern Ireland	9 1%	1	9	4	1	8	4	3	6	-	9	-	1	7	4	3	3	-	-	1	7
		1%	2%z	2%	1%	1%	2%	1%	1%	-	1%	-	1%	2%	4%z	2%	3%z	-	-	2%	1%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	4	5	5	4	5	2	*	6	-	6	-	-	1	*	5	5	-	-	4	5
		4%ze	1%	2%z	4%ze	1%	1%	*	1%	-	1%	-	-	*	*	3%z	5%zq	-	-	6%z	*
Bird flu/Pandemic flu/Swine flu/ Ebola	5 1%	1	2	2	1	4	1	2	3	-	5	1	-	3	-	1	1	-	-	1	5
		1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	-	1%	-	1%	1%	-	-	2%	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 24th October 2019
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX OCTOBER 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
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1002	127	357	221	93	647	191	327	554	121	863	136	146	331	134	187	112	89	28	65	1002
WEIGHTED BASE	1003	124*	357	240	111*	631	181	314	570	119*	879	120*	104	445	113	198	105*	109*	35**	76*	1002
	100%	12%*	36%	24%	11%*	63%	18%	31%	57%	12%*	88%	12%*	10%	44%	11%	20%	10%*	11%*	3%**	8%*	100%
AIDS	4 *	1 1%	1 *	1 1%	1 1%	1 *	1 1%	- -	4 1%	- -	4 *	- -	- -	4 1%	2 2%z	1 1%	1 1%	- -	- -	1 2%	2 *
Median	2	3	4	3	3	3	4	2	2	2	2	2	3	2	3	2	2	2	2	4	2
Foot and mouth outbreak/Farming crisis	1 *	1 1%	1 *	1 1%	1 1%	1 *	1 1%	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 1%	1 1%z	- -	- -	1 2%z	1 *
Other	64 6%	4 3%	25 7%	9 4%	3 3%	36 6%	11 6%	19 6%	39 7%	6 5%	58 7%	5 4%	6 6%	25 6%	6 6%	11 6%	10 10%q	4 4%	- -	3 4%	65 6%
MEAN NUMBER OF MENTIONS	3.34k	4.95ze	4.52ze	4.63ze	4.68ze	3.70z	4.97zbe	3.53	3.29	3.08	3.42zk	2.82	3.58	3.50	3.90zs	3.54s	4.12zqs	2.96	2.96	5.47z	3.32
STANDARD ERROR	0.07	0.39	0.16	0.23	0.44	0.10	0.24	0.12	0.11	0.14	0.08	0.16	0.16	0.14	0.19	0.25	0.43	0.15	0.21	0.61	0.07
ERROR VARIANCE	0.01	0.15	0.02	0.05	0.19	0.01	0.06	0.01	0.01	0.02	0.01	0.03	0.03	0.02	0.04	0.06	0.19	0.02	0.04	0.37	*
Don't know	168 17%abce ftjimpw	7 6%cf	11 3%	3 1%	7 6%cf	61 10%bcf	1 *	47 15%	100 18%	21 17%	136 15%	30 25%zj	18 17%	58 13%	7 6%	30 15%p	19 18%p	15 14%	7 19%	- -	152 15%
Personal finances (NET)	247 25%h	37 30%	93 26%	76 32%ze	32 29%	147 23%	45 25%	93 30%zh	120 21%	33 28%	226 26%	20 17%	29 28%	117 26%	36 32%	53 26%	26 25%	29 27%	6 17%	26 34%	248 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX OCTOBER 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	172	133	177	99	238	183	1002
WEIGHTED BASE	1003	156	144*	212	116*	186	189	1002
	100%	16%	14%*	21%	12%*	19%	19%	100%
Common Market/ Brexit/EU/Europe/ Euro	631 63%bd	103 66%bd	76 53%	147 69%bd	58 50%	132 71%zb d	116 62%	647 65%
National health service/Hospitals/ Healthcare	357 36%ab	44 28%	28 19%	104 49%za bf	47 41%b	72 39%b	60 32%b	357 36%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	240 24%	28 18%	29 20%	61 29%a	36 31%a	49 26%	38 20%	221 22%
Pollution/ Environment	214 21%df	38 25%df	24 17%	64 30%zb df	12 11%	53 29%zb df	21 11%	218 22%
Education/Schools	181 18%bf	22 14%	10 7%	70 33%za bdef	21 18%b	39 21%bf	19 10%	191 19%
Poverty/Inequality	153 15%	28 18%	26 18%	34 16%	10 9%	35 19%	21 11%	177 18%
Housing	137 14%	27 17%	25 17%	23 11%	20 17%	23 12%	20 10%	139 14%
Economy/Economic situation	124 12%bf	20 13%f	8 6%	46 22%zb f	14 12%	28 15%bf	9 5%	127 13%
Immigration/ immigrants	111 11%c	17 11%	15 11%	12 6%	22 19%zc	20 11%	25 13%cd	93 9%

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 : 11th - 24th October 2019
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ISSUES INDEX OCTOBER 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	172	133	177	99	238	183	1002
WEIGHTED BASE	1003	156	144*	212	116*	186	189	1002
	100%	16%	14%*	21%	12%*	19%	19%	100%
Lack of faith in politics / politicians / government	106 11%	18 11%	11 8%	28 13% ^d	4 4%	31 17% ^{zbd} f	13 7%	110 11%
Unemployment/ Factory closure/ Lack of industry	95 9% ^{af}	5 3%	27 18% ^{za} f	21 10% ^{af}	14 12% ^{af}	23 12% ^{af}	6 3%	85 8%
Public services in general	73 7%	10 6%	5 4%	26 12% ^{zbd} f	3 3%	21 12% ^{zbd} f	7 4%	77 8%
Drug abuse	70 7% ^c	8 5%	16 11% ^c	7 3%	9 7%	15 8%	16 9%	68 7%
Low pay/Minimum wage/Fair wages	67 7% ^e	19 12% ^{ze} f	18 12% ^{zef}	14 7%	5 4%	4 2%	7 4%	61 6%
Ageing population/ Social care for the elderly	60 6%	5 3%	4 3%	20 10% ^a	3 2%	15 8%	13 7%	61 6%
Pensions/Social security/Benefits	51 5%	6 4%	6 4%	13 6%	4 4%	10 5%	12 6%	53 5%
Inflation/Prices	50 5%	5 3%	8 6%	13 6%	8 7%	10 5%	6 3%	38 4%
Race relations	47 5%	14 9% ^{zdf}	5 3%	11 5%	- -	12 6% ^d	5 3%	48 5%
Transport/Public transport	45 4%	4 3%	3 2%	14 6%	1 1%	17 9% ^{zab} df	6 3%	50 5%

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

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	172	133	177	99	238	183	1002
WEIGHTED BASE	1003	156	144*	212	116*	186	189	1002
	100%	16%	14%*	21%	12%*	19%	19%	100%
Defence/Foreign affairs/ International terrorism	42 4%	5 3%	1 1%	13 6%	4 3%	15 8%zbf	5 3%	42 4%
Morality/ Individual behaviour/ Lifestyle	39 4%	3 2%	3 2%	14 7%	4 4%	10 5%	4 2%	38 4%
Population levels/ Overpopulation	29 3%	2 1%	6 4%	7 3%	3 2%	7 4%	5 2%	22 2%
Taxation	28 3%	8 5%	3 2%	9 4%	2 1%	4 2%	3 1%	28 3%
Nationalisation/ Government control of institutions	27 3%	2 1%	4 3%	6 3%	5 4%	5 3%	5 3%	25 2%
Petrol prices/Fuel	22 2%	2 1%	2 2%	8 4%	* *	2 1%	8 4%	18 2%
Local government/ Council tax	20 2%	- -	* *	5 2%	3 3%	8 4%a	4 2%	19 2%
Pound/Exchange rate/Value of pound	17 2%	2 1%	4 3%	4 2%	3 3%	1 *	3 2%	17 2%
Animal welfare	15 1%	2 2%	2 1%	7 3%	1 1%	3 1%	1 *	11 1%
Privatisation	12 1%	2 1%	2 1%	4 2%	- -	4 2%	- -	15 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
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WEIGHTED BASE	1003	156	144*	212	116*	186	189	1002
	100%	16%	14%*	21%	12%*	19%	19%	100%
Countryside/Rural life	12 1%	1 *	- -	2 1%	2 2%	2 1%	5 3%	13 1%
Trade unions/ Strikes	11 1%	- -	- -	2 1%	* *	8 4%zab f	- -	8 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10 1%	3 2%	1 *	3 1%	* *	3 2%	- -	12 1%
Northern Ireland	9 1%	3 2%	1 *	5 2%	- -	- -	* *	7 1%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	1 *	- -	1 1%	- -	4 2%z	- -	5 *
Bird flu/Pandemic flu/Swine flu/ Ebola	5 1%	1 *	- -	1 1%	1 1%	1 1%	1 1%	5 *
AIDS	4 *	2 2%z	- -	1 1%	- -	- -	- -	2 *
Median	2	2	2	3	2	3	2	2
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	1 1%	- -	- -	- -	1 *
Other	64 6%b	5 3%	2 1%	14 7%b	12 10%b	20 11%zab	10 5%	65 6%

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

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ISSUES INDEX OCTOBER 2019 (PUBLIC - FINAL)

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Q.PL01/02
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	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
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	100%	16%	14%*	21%	12%*	19%	19%	100%
MEAN NUMBER OF MENTIONS	3.34b f	3.12	2.91	4.00z abdf	3.08	3.85z abdf	2.78	3.32
STANDARD ERROR	0.07	0.13	0.16	0.24	0.15	0.15	0.12	0.07
ERROR VARIANCE	0.01	0.02	0.03	0.06	0.02	0.02	0.01	*
Don't know	168	23	45	12	26	11	51	152
	17%ce	15%ce	31%zac e	6%	22%ce	6%	27%za ce	15%
Personal finances (NET)	247	46	45	56	20	49	31	248
	25%f	30%f	31%df	26%	17%	26%f	17%	25%

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+	1002
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002