

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

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

|                                                                                 | TOTAL<br>(z) | SEX         |                    | AGE          |              |                 |              |                     |              |              |              |                  |              |            | SOCIAL GRADE         |            |            |                  |              |                 | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------|-------------|--------------------|--------------|--------------|-----------------|--------------|---------------------|--------------|--------------|--------------|------------------|--------------|------------|----------------------|------------|------------|------------------|--------------|-----------------|----------------|
|                                                                                 |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e)    | 45-54<br>(f) | 55-64<br>(g)        | 65+<br>(h)   | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k)       | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)            | C1<br>(m)  | C2<br>(n)  | DE<br>(o)        | ABC1<br>(p)  | C2DE<br>(q)     |                |
| UNWEIGHTED BASE                                                                 | 1010         | 503         | 507                | 150          | 151          | 146             | 131          | 162                 | 270          | 301          | 277          | 432              | 447          | 563        | 263                  | 400        | 173        | 174              | 663          | 347             | 1010           |
| WEIGHTED BASE                                                                   | 981          | 483         | 498                | 121          | 166          | 152             | 169*         | 147*                | 226          | 287          | 322          | 372              | 439          | 541        | 264                  | 282        | 202        | 232              | 546          | 434             | 1010           |
|                                                                                 | 100%         | 49%         | 51%                | 12%          | 17%          | 16%             | 17%*         | 15%*                | 23%          | 29%          | 33%          | 38%              | 45%          | 55%        | 27%                  | 29%        | 21%        | 24%              | 56%          | 44%             | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 429<br>44%di | 227<br>47%  | 202<br>41%         | 45<br>37%    | 56<br>34%    | 74<br>49%di     | 75<br>44%    | 67<br>46%           | 111<br>49%di | 101<br>35%   | 150<br>46%di | 179<br>48%di     | 176<br>40%   | 254<br>47% | 143<br>54%zm<br>nopq | 112<br>40% | 85<br>42%  | 90<br>39%        | 255<br>47%zm | 175<br>40%      | 436<br>43%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 155<br>16%a  | 55<br>11%   | 101<br>20%za       | 26<br>22%eg  | 29<br>18%    | 17<br>11%       | 26<br>15%    | 17<br>11%           | 40<br>18%    | 55<br>19%    | 43<br>13%    | 57<br>15%        | 72<br>16%    | 83<br>15%  | 35<br>13%            | 47<br>17%  | 36<br>18%  | 37<br>16%        | 82<br>15%    | 73<br>17%       | 154<br>15%     |
| Poverty/Inequality                                                              | 45<br>5%     | 22<br>5%    | 23<br>5%           | 7<br>6%      | 13<br>8%     | 4<br>2%         | 7<br>4%      | 5<br>3%             | 9<br>4%      | 20<br>7%     | 11<br>3%     | 14<br>4%         | 24<br>5%     | 21<br>4%   | 15<br>6%             | 14<br>5%   | 7<br>4%    | 10<br>4%         | 28<br>5%     | 17<br>4%        | 45<br>4%       |
| Economy/Economic<br>situation                                                   | 41<br>4%     | 25<br>5%    | 15<br>3%           | 5<br>4%      | 5<br>3%      | 12<br>8%zhk     | 7<br>4%      | 6<br>4%             | 5<br>2%      | 10<br>3%     | 19<br>6%     | 11<br>3%         | 22<br>5%     | 18<br>3%   | 11<br>4%             | 10<br>4%   | 10<br>5%   | 8<br>4%          | 22<br>4%     | 19<br>4%        | 47<br>5%       |
| Immigration/<br>immigrants                                                      | 41<br>4%lp   | 24<br>5%    | 17<br>3%           | 3<br>3%      | 4<br>2%      | 2<br>1%         | 5<br>3%      | 15<br>10%zcd<br>eij | 12<br>5%     | 7<br>2%      | 7<br>2%      | 27<br>7%zei<br>j | 8<br>2%      | 32<br>6%   | 3<br>1%              | 9<br>3%    | 7<br>4%    | 22<br>9%zlm<br>p | 12<br>2%     | 29<br>7%zlp     | 34<br>3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 39<br>4%     | 21<br>4%    | 18<br>4%           | 3<br>2%      | 4<br>2%      | 6<br>4%         | 11<br>6%     | 4<br>3%             | 11<br>5%     | 7<br>2%      | 17<br>5%     | 15<br>4%         | 13<br>3%     | 26<br>5%   | 12<br>5%             | 10<br>4%   | 8<br>4%    | 9<br>4%          | 23<br>4%     | 16<br>4%        | 37<br>4%       |
| Pollution/<br>Environment                                                       | 28<br>3%     | 11<br>2%    | 17<br>3%           | 5<br>4%      | 6<br>4%      | 6<br>4%         | 3<br>2%      | 2<br>1%             | 6<br>2%      | 11<br>4%     | 9<br>3%      | 7<br>2%          | 17<br>4%     | 11<br>2%   | 10<br>4%             | 12<br>4%q  | 3<br>2%    | 3<br>1%          | 22<br>4%z    | 6<br>1%         | 42<br>4%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 26<br>3%p    | 14<br>3%    | 12<br>2%           | 2<br>2%      | 6<br>4%      | 5<br>3%         | 4<br>3%      | 2<br>1%             | 6<br>3%      | 9<br>3%      | 9<br>3%      | 8<br>2%          | 14<br>3%     | 12<br>2%   | 3<br>1%              | 6<br>2%    | 11<br>5%lp | 6<br>2%          | 9<br>2%      | 17<br>4%        | 31<br>3%       |
| Housing                                                                         | 16<br>2%amp  | 3<br>1%     | 13<br>3%a          | 1<br>1%      | *<br>*       | 7<br>5%zdh<br>i | 2<br>1%      | 5<br>3%i            | 1<br>*       | 1<br>1%      | 9<br>3%      | 6<br>2%h         | 9<br>2%      | 8<br>1%    | 1<br>*               | 1<br>*     | 2<br>1%    | 12<br>5%zlm<br>p | 2<br>*       | 14<br>3%<br>mnp | 17<br>2%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
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|                                                           | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |           |           |           |              |             | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|--------------|-------------|----------------|
|                                                           |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p)  | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                           | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663          | 347         | 1010           |
| WEIGHTED BASE                                             | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546          | 434         | 1010           |
|                                                           | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%          | 44%         | 103%           |
| Inflation/Prices                                          | 16<br>2%p    | 9<br>2%     | 7<br>1%            | 2<br>2%      | 4<br>3%      | -            | 7<br>4%k     | -            | 3<br>1%    | 6<br>2%      | 7<br>2%      | 3<br>1%    | 6<br>1%      | 10<br>2%   | -            | 4<br>1%   | 3<br>1%   | 9<br>4%lp | 4<br>1%      | 12<br>3%l   | 8<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry     | 16<br>2%b    | 13<br>3%zb  | 2<br>*             | 2<br>1%      | 7<br>4%zk    | 2<br>1%      | 3<br>2%      | 1<br>1%      | 1<br>1%    | 9<br>3%      | 4<br>1%      | 3<br>1%    | 10<br>2%     | 6<br>1%    | 6<br>2%      | 4<br>1%   | 5<br>3%   | 1<br>*    | 10<br>2%     | 6<br>1%     | 16<br>2%       |
| Education/Schools                                         | 12<br>1%q    | 4<br>1%     | 7<br>1%            | 1<br>1%      | 3<br>2%      | 2<br>2%      | 4<br>2%      | *<br>*       | 1<br>*     | 4<br>1%      | 7<br>2%      | 1<br>*     | 6<br>1%      | 6<br>1%    | 4<br>2%      | 7<br>2%zq | -         | 1<br>*    | 11<br>2%zq   | 1<br>*      | 14<br>1%       |
| Public services in<br>general                             | 11<br>1%     | 3<br>1%     | 8<br>2%            | 2<br>2%      | 1<br>1%      | 1<br>1%      | 3<br>2%      | 2<br>1%      | 2<br>1%    | 3<br>1%      | 4<br>1%      | 3<br>1%    | 4<br>1%      | 6<br>1%    | 2<br>1%      | 6<br>2%   | 2<br>1%   | 1<br>*    | 8<br>1%      | 3<br>1%     | 15<br>1%       |
| Low pay/Minimum<br>wage/Fair wages                        | 8<br>1%      | 3<br>1%     | 5<br>1%            | 2<br>1%      | 2<br>1%      | 2<br>1%      | 1<br>1%      | 1<br>1%      | 1<br>*     | 3<br>1%      | 3<br>1%      | 2<br>*     | 5<br>1%      | 3<br>1%    | 2<br>1%      | 2<br>1%   | 2<br>1%   | 1<br>*    | 4<br>1%      | 3<br>1%     | 11<br>1%       |
| Drug abuse                                                | 6<br>1%      | 3<br>1%     | 3<br>1%            | 1<br>1%      | 3<br>2%      | 1<br>*       | -            | 2<br>1%      | *<br>*     | 4<br>1%      | 1<br>*       | 2<br>1%    | 4<br>1%      | 2<br>*     | *<br>*       | 4<br>1%z  | -         | 2<br>1%   | 4<br>1%      | 2<br>*      | 7<br>1%        |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 6<br>1%      | 3<br>1%     | 3<br>1%            | -<br>-       | -<br>-       | 1<br>*       | 4<br>2%      | 2<br>1%      | -<br>-     | -<br>-       | 4<br>1%      | 2<br>1%    | 1<br>*       | 6<br>1%    | 4<br>2%      | 1<br>*    | 1<br>1%   | -<br>-    | 5<br>1%<br>m | 1<br>*      | 6<br>1%        |
| Population levels/<br>Overpopulation                      | 6<br>1%      | 4<br>1%     | 2<br>*             | 1<br>*       | 3<br>2%      | -            | 1<br>1%      | 2<br>1%      | -<br>-     | 3<br>1%      | 1<br>*       | 2<br>*     | 3<br>1%      | 3<br>*     | 1<br>*       | 1<br>*    | 3<br>1%   | 2<br>1%   | 2<br>*       | 4<br>1%     | 4<br>*         |
| Ageing population/<br>Social care for<br>the elderly      | 6<br>1%      | 2<br>*      | 4<br>1%            | -<br>-       | -<br>-       | *<br>*       | 1<br>1%      | 4<br>2%zi    | 1<br>*     | -<br>-       | 1<br>*       | 4<br>1%    | *<br>*       | 6<br>1%    | 1<br>*       | 3<br>1%   | -<br>-    | 3<br>1%   | 3<br>1%      | 3<br>1%     | 7<br>1%        |
| Nationalisation/<br>Government control<br>of institutions | 4<br>*       | 2<br>*      | 3<br>1%            | 1<br>1%      | -<br>-       | 2<br>1%      | -<br>-       | -<br>-       | 2<br>1%    | 1<br>*       | 2<br>1%      | 2<br>1%    | 2<br>1%      | 2<br>*     | 2<br>1%      | 1<br>*    | -<br>-    | 2<br>1%   | 3<br>1%      | 2<br>*      | 4<br>*         |
| Transport/Public<br>transport                             | 3<br>*       | 2<br>*      | 1<br>*             | -<br>-       | 1<br>1%      | -<br>-       | -<br>-       | 1<br>1%      | 1<br>*     | 1<br>*       | -<br>-       | 2<br>1%    | 1<br>*       | 2<br>*     | -<br>-       | 1<br>*    | 2<br>1%   | -<br>-    | 1<br>*       | 2<br>*      | 4<br>*         |

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|----------------------------------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                                                    |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                    | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| WEIGHTED BASE                                      | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                                                    | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 103%           |
| Animal welfare                                     | 3<br>*p      | 3<br>1%     | *<br>*             | -<br>-       | 3<br>2%zk    | -<br>-       | -<br>-       | -<br>-       | -<br>-     | 3<br>1%      | -<br>-       | -<br>-     | 3<br>1%      | -<br>-     | -<br>-       | *<br>*    | 3<br>1%   | -<br>-    | *<br>*      | 3<br>1%     | 2<br>*         |
| Taxation                                           | 3<br>*       | 2<br>*      | 1<br>*             | -<br>-       | 1<br>*       | 2<br>1%      | -<br>-       | -<br>-       | 1<br>*     | 1<br>*       | 2<br>*       | 1<br>*     | 2<br>*       | 1<br>*     | -<br>-       | 2<br>1%   | 1<br>*    | -<br>-    | 2<br>*      | 1<br>*      | 3<br>*         |
| Pensions/Social<br>security/Benefits               | 2<br>*       | 2<br>*      | -<br>-             | 1<br>1%      | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>*     | 1<br>*       | -<br>-       | 1<br>*     | 1<br>*       | 1<br>*     | -<br>-       | 1<br>*    | -<br>-    | 1<br>*    | 1<br>*      | 1<br>*      | 2<br>*         |
| Race relations                                     | 2<br>*       | -<br>-      | 2<br>*             | 1<br>1%      | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>*     | 1<br>*       | -<br>-       | 1<br>*     | 1<br>*       | 1<br>*     | -<br>-       | 2<br>1%z  | -<br>-    | -<br>-    | 2<br>*      | -<br>-      | 3<br>*         |
| Privatisation                                      | 1<br>*       | *<br>*      | 1<br>*             | 1<br>1%      | -<br>-       | -<br>-       | -<br>-       | *<br>*       | -<br>-     | 1<br>*       | -<br>-       | *<br>*     | 1<br>*       | *<br>*     | -<br>-       | 1<br>*    | -<br>-    | -<br>-    | 1<br>*      | -<br>-      | 2<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola       | 1<br>*       | 1<br>*      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>1%      | -<br>-     | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | 1<br>*     | *<br>*       | 1<br>*    | -<br>-    | -<br>-    | 1<br>*      | -<br>-      | 2<br>*         |
| Median                                             | 1            | 1           | 1                  | 1            | 1            | 1            | 1            | 1            | 1          | 1            | 1            | 1          | 1            | 1          | 1            | 1         | 1         | 1         | 1           | 1           | 1              |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle | 1<br>*       | -<br>-      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | 1<br>*       | -<br>-       | -<br>-     | -<br>-       | 1<br>*       | -<br>-     | -<br>-       | 1<br>*     | -<br>-       | 1<br>*    | -<br>-    | -<br>-    | 1<br>*      | -<br>-      | 1<br>*         |
| Countryside/Rural<br>life                          | *<br>*       | *<br>*      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | *<br>*     | -<br>-       | -<br>-       | *<br>*     | -<br>-       | *<br>*     | *<br>*       | -<br>-    | -<br>-    | -<br>-    | *<br>*      | -<br>-      | 1<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament    | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Foot and mouth<br>outbreak/Farming<br>crisis       | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |

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|------------------------------------------------------------------------|------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|-------------------|--------------|------------|--------------|------------|--------------|------------|-----------|-----------|-------------|-------------|----------------|
|                                                                        |                        | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)      | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
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| <b>WEIGHTED BASE</b>                                                   | <b>981</b>             | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287               | 322          | 372        | 439          | 541        | 264          | 282        | 202       | 232       | 546         | 434         | 1010           |
|                                                                        | <b>100%</b>            | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%               | 33%          | 38%        | 45%          | 55%        | 27%          | 29%        | 21%       | 24%       | 56%         | 44%         | 103%           |
| Petrol prices/Fuel                                                     | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| Local government/<br>Council tax                                       | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| Trade unions/<br>Strikes                                               | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| AIDS                                                                   | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| Pound/Exchange<br>rate/Value of<br>pound                               | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |
| Other                                                                  | <b>12</b><br><b>1%</b> | 8<br>2%     | 4<br>1%            | 3<br>2%      | 3<br>2%      | 1<br>1%      | 1<br>1%      | 2<br>1%      | 2<br>1%    | 6<br>2%           | 2<br>1%      | 4<br>1%    | 7<br>2%      | 5<br>1%    | 3<br>1%      | 2<br>1%    | 3<br>2%   | 3<br>1%   | 6<br>1%     | 6<br>1%     | 13<br>1%       |
| MEAN NUMBER OF<br>MENTIONS                                             | <b>1.00</b>            | 1.00        | 1.00               | 1.00         | 1.00         | 1.00         | 1.00         | 1.00         | 1.00       | 1.00              | 1.00         | 1.00       | 1.00         | 1.00       | 1.00         | 1.00       | 1.00      | 1.00      | 1.00        | 1.00        | 1.00           |
| Don't know                                                             | <b>43</b><br><b>4%</b> | 16<br>3%    | 27<br>5%           | 6<br>5%      | 12<br>7%     | 7<br>4%      | 4<br>2%      | 6<br>4%      | 7<br>3%    | 19<br>6%          | 10<br>3%     | 14<br>4%   | 25<br>6%     | 17<br>3%   | 6<br>2%      | 16<br>6%lp | 9<br>4%   | 12<br>5%  | 22<br>4%    | 21<br>5%    | 42<br>4%       |
| Personal finances<br>(NET)                                             | <b>69</b><br><b>7%</b> | 33<br>7%    | 35<br>7%           | 11<br>9%     | 19<br>12%egk | 5<br>3%      | 15<br>9%     | 6<br>4%      | 13<br>6%   | 30<br>10%zeg<br>k | 20<br>6%e    | 19<br>5%   | 35<br>8%     | 34<br>6%   | 17<br>6%     | 20<br>7%   | 12<br>6%  | 20<br>9%  | 37<br>7%    | 32<br>7%    | 64<br>6%       |
| Northern Ireland                                                       | -                      | -           | -                  | -            | -            | -            | -            | -            | -          | -                 | -            | -          | -            | -          | -            | -          | -         | -         | -           | -           | -              |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
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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<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                   |                                     |                                     | TENURE             |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-------------------|-------------------------------------|-------------------------------------|--------------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                                 |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)         | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)       | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152               | 268                                 | 116                                 | 341                | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                                   | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*              | 274                                 | 141*                                | 333                | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                                 | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*              | 28%                                 | 14%*                                | 34%                | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 429<br>44%nq | 373<br>44%               | 23<br>46%    | 34<br>39%           | 134<br>42%                            | 100<br>43%                            | 138<br>46%                            | 115<br>46%          | 157<br>43%                  | 56<br>42%         | 112<br>41%                          | 57<br>40%                           | 175<br>53%zn<br>oq | 135<br>45%nq         | 33<br>28%                           | 81<br>40%n                       | 310<br>49%zn<br>oq             | 114<br>35%n                | 436<br>43%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 155<br>16%mp | 125<br>15%               | 8<br>16%     | 22<br>25%af<br>gi   | 65<br>20%za<br>fgi                    | 43<br>19%                             | 37<br>13%                             | 30<br>12%           | 52<br>14%                   | 13<br>10%         | 39<br>14%                           | 27<br>19%                           | 53<br>16%          | 32<br>11%            | 29<br>24%zm<br>p                    | 36<br>18%                        | 85<br>13%                      | 66<br>20%zm<br>p           | 154<br>15%     |
| Poverty/Inequality                                                              | 45<br>5%     | 34<br>4%                 | 4<br>9%      | 7<br>7%             | 17<br>5%                              | 11<br>5%                              | 13<br>4%                              | 9<br>3%             | 15<br>4%                    | 7<br>5%           | 11<br>4%                            | 4<br>3%                             | 19<br>6%           | 8<br>3%              | 6<br>5%                             | 10<br>5%                         | 27<br>4%                       | 17<br>5%                   | 45<br>4%       |
| Economy/Economic<br>situation                                                   | 41<br>4%     | 36<br>4%                 | 1<br>2%      | 4<br>5%             | 11<br>3%                              | 7<br>3%                               | 12<br>4%                              | 11<br>4%            | 18<br>5%                    | 10<br>8%          | 15<br>5%                            | 4<br>3%                             | 10<br>3%           | 16<br>5%             | 4<br>3%                             | 11<br>5%                         | 26<br>4%                       | 15<br>5%                   | 47<br>5%       |
| Immigration/<br>immigrants                                                      | 41<br>4%     | 37<br>4%                 | *<br>1%      | 3<br>4%             | 9<br>3%                               | 6<br>3%                               | 8<br>3%                               | 8<br>3%             | 23<br>6%z                   | 8<br>6%           | 18<br>6%                            | 10<br>7%                            | 14<br>4%           | 11<br>4%             | 8<br>7%                             | 6<br>3%                          | 26<br>4%                       | 15<br>5%                   | 34<br>3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 39<br>4%     | 29<br>3%                 | 3<br>7%      | 6<br>7%             | 16<br>5%                              | 10<br>4%                              | 12<br>4%                              | 9<br>3%             | 11<br>3%                    | 7<br>5%           | 11<br>4%                            | 4<br>3%                             | 14<br>4%           | 14<br>5%             | 3<br>3%                             | 4<br>2%                          | 28<br>4%                       | 8<br>2%                    | 37<br>4%       |
| Pollution/<br>Environment                                                       | 28<br>3%     | 26<br>3%                 | 1<br>1%      | 1<br>1%             | 11<br>3%                              | 10<br>4%                              | 7<br>2%                               | 6<br>3%             | 10<br>3%                    | 3<br>3%           | 6<br>2%                             | 3<br>2%                             | 8<br>2%            | 9<br>3%              | 1<br>1%                             | 7<br>4%                          | 17<br>3%                       | 8<br>3%                    | 42<br>4%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 26<br>3%     | 23<br>3%                 | 1<br>1%      | 2<br>2%             | 4<br>1%                               | 3<br>1%                               | 10<br>3%                              | 9<br>4%             | 12<br>3%                    | 10<br>7%zad<br>eh | 12<br>4%k                           | 2<br>1%                             | 8<br>2%            | 5<br>2%              | 4<br>3%                             | 8<br>4%                          | 14<br>2%                       | 12<br>4%                   | 31<br>3%       |
| Housing                                                                         | 16<br>2%p    | 16<br>2%                 | -<br>-       | 1<br>1%             | 2<br>1%                               | 1<br>*                                | 3<br>1%                               | 3<br>1%             | 11<br>3%z                   | 7<br>5%zad<br>efg | 10<br>4%zad<br>e                    | 3<br>2%                             | 3<br>1%            | 2<br>1%              | 7<br>6%zlm<br>p                     | 5<br>2%                          | 5<br>1%                        | 12<br>4%zlm<br>p           | 17<br>2%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            |      | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|------|----------------|
|                                                           |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |      |                |
| UNWEIGHTED BASE                                           | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010 |                |
| WEIGHTED BASE                                             | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010 |                |
|                                                           | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103% |                |
| Inflation/Prices                                          | 16           | 15                       | -            | 1                   | 12                                    | 11                                    | 4                                     | 4                   | *                           | *         | *                                   | -                                   | -            | 11                   | 2                                   | 4                                | 11                             | 5                          | 8    |                |
|                                                           | 2%hj         | 2%hj                     | -            | 1%                  | 4%zah<br>j                            | 5%zaf<br>hjk                          | 1%                                    | 2%                  | *                           | *         | *                                   | -                                   | -            | 4%zlp                | 1%l                                 | 2%l                              | 2%                             | 2%l                        | 1%   |                |
| Unemployment/<br>Factory closure/<br>Lack of industry     | 16           | 14                       | 1            | 1                   | 5                                     | 4                                     | 4                                     | 4                   | 6                           | 3         | 6                                   | 3                                   | 4            | 6                    | 1                                   | 4                                | 10                             | 5                          | 16   |                |
|                                                           | 2%           | 2%                       | 1%           | 1%                  | 2%                                    | 2%                                    | 1%                                    | 1%                  | 2%                          | 2%        | 2%                                  | 2%                                  | 1%           | 2%                   | 1%                                  | 2%                               | 2%                             | 1%                         | 2%   |                |
| Education/Schools                                         | 12           | 11                       | 1            | -                   | 2                                     | 2                                     | 5                                     | 4                   | 4                           | *         | 4                                   | 3                                   | 1            | 6                    | 1                                   | 3                                | 7                              | 4                          | 14   |                |
|                                                           | 1%           | 1%                       | 1%           | -                   | 1%                                    | 1%                                    | 2%                                    | 2%                  | 1%                          | *         | 1%                                  | 2%                                  | *            | 2%                   | 1%                                  | 1%                               | 1%                             | 1%                         | 1%   |                |
| Public services in<br>general                             | 11           | 9                        | 1            | -                   | 1                                     | 1                                     | 6                                     | 5                   | 3                           | 1         | 3                                   | 2                                   | 1            | 4                    | 2                                   | 3                                | 6                              | 5                          | 15   |                |
|                                                           | 1%           | 1%                       | 2%           | -                   | *                                     | *                                     | 2%                                    | 2%                  | 1%                          | 1%        | 1%                                  | 1%                                  | *            | 1%                   | 1%                                  | 2%                               | 1%                             | 2%                         | 1%   |                |
| Low pay/Minimum<br>wage/Fair wages                        | 8            | 6                        | 1            | 1                   | 3                                     | 3                                     | 3                                     | 2                   | 1                           | 1         | 1                                   | -                                   | 1            | 3                    | 1                                   | 3                                | 4                              | 3                          | 11   |                |
|                                                           | 1%           | 1%                       | 3%h          | 1%                  | 1%                                    | 1%                                    | 1%                                    | 1%                  | *                           | 1%        | *                                   | -                                   | *            | 1%                   | 1%                                  | 1%                               | 1%                             | 1%                         | 1%   |                |
| Drug abuse                                                | 6            | 5                        | -            | 1                   | 1                                     | 1                                     | *                                     | *                   | 5                           | -         | 3                                   | 3                                   | 2            | 1                    | 2                                   | 2                                | 3                              | 4                          | 7    |                |
|                                                           | 1%           | 1%                       | -            | 1%                  | *                                     | *                                     | *                                     | *                   | 1%                          | -         | 1%                                  | 2%                                  | 1%           | *                    | 2%                                  | 1%                               | *                              | 1%                         | 1%   |                |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 6            | 6                        | -            | -                   | 1                                     | 1                                     | 2                                     | 2                   | 3                           | -         | 2                                   | 2                                   | 1            | 5                    | 1                                   | -                                | 6                              | 1                          | 6    |                |
|                                                           | 1%           | 1%                       | -            | -                   | *                                     | 1%                                    | 1%                                    | 1%                  | 1%                          | -         | 1%                                  | 1%                                  | *            | 2%                   | 1%                                  | -                                | 1%                             | *                          | 1%   |                |
| Population levels/<br>Overpopulation                      | 6            | 6                        | -            | -                   | 1                                     | 1                                     | 3                                     | 3                   | 3                           | -         | 3                                   | 3                                   | 2            | 4                    | -                                   | -                                | 6                              | -                          | 4    |                |
|                                                           | 1%           | 1%                       | -            | -                   | *                                     | *                                     | 1%                                    | 1%                  | 1%                          | -         | 1%                                  | 2%                                  | *            | 1%                   | -                                   | -                                | 1%                             | -                          | *    |                |
| Ageing population/<br>Social care for<br>the elderly      | 6            | 6                        | -            | *                   | 1                                     | *                                     | 4                                     | 4                   | 2                           | 1         | 2                                   | 1                                   | 2            | 4                    | -                                   | -                                | 6                              | -                          | 7    |                |
|                                                           | 1%           | 1%                       | -            | *                   | *                                     | *                                     | 1%                                    | 1%                  | *                           | *         | 1%                                  | 1%                                  | *            | 1%                   | -                                   | -                                | 1%                             | -                          | 1%   |                |
| Nationalisation/<br>Government control<br>of institutions | 4            | 3                        | -            | 2                   | 3                                     | 1                                     | 2                                     | 2                   | -                           | -         | -                                   | -                                   | -            | 2                    | *                                   | 2                                | 2                              | 3                          | 4    |                |
|                                                           | *            | *                        | -            | 2%h                 | 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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|                                         | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |                      |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            |        | UNWTD<br>TOTAL |
|-----------------------------------------|--------------|--------------------------|----------------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|--------|----------------|
|                                         |              | ENG<br>LAND<br>(a)       | WALES<br>(b)         | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |        |                |
| UNWEIGHTED BASE                         | 1010         | 863                      | 53                   | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010   |                |
| WEIGHTED BASE                           | 981          | 844                      | 50*                  | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010   |                |
|                                         | 100%         | 86%                      | 5%*                  | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%   |                |
| Transport/Public transport              | 3*           | 2*                       | 1*<br>3%<br>zad<br>e | -<br>-              | -<br>-                                | -<br>-                                | 2<br>1%                               | 1<br>*              | 1<br>*                      | 1<br>1%   | 1<br>*                              | *<br>*                              | 1<br>*       | -<br>-               | 1<br>1%                             | 1<br>1%                          | 1<br>*                         | 2<br>1%                    | 4<br>* |                |
| Animal welfare                          | 3*           | 3*                       | -<br>-               | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | 3<br>1%<br>j        | *<br>*                      | *<br>*    | *<br>*                              | -<br>-                              | -<br>-       | 3<br>1%              | -<br>-                              | *<br>*                           | 3<br>*                         | *<br>*                     | 2<br>* |                |
| Taxation                                | 3*           | 2*                       | -<br>-               | 1<br>1%             | 1<br>*                                | -<br>-                                | 2<br>1%                               | 2<br>1%             | 1<br>*                      | 1<br>*    | 1<br>*                              | -<br>-                              | 1<br>*       | 2<br>1%              | -<br>-                              | -<br>-                           | 2<br>*                         | -<br>-                     | 3<br>* |                |
| Pensions/Social security/Benefits       | 2*           | 2*                       | -<br>-               | -<br>-              | 1<br>*                                | 1<br>*                                | 1<br>*                                | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | -<br>-               | 1<br>1%                             | -<br>-                           | 1<br>*                         | 1<br>*                     | 2<br>* |                |
| Race relations                          | 2*           | 2*                       | -<br>-               | *<br>1%             | 1<br>*                                | 1<br>*                                | 1<br>*                                | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | 1<br>1%                             | 1<br>1%                          | -<br>-                         | 2<br>1%                    | 3<br>* |                |
| Privatisation                           | 1*           | 1*                       | -<br>-               | -<br>-              | -<br>-                                | -<br>-                                | 1<br>*                                | 1<br>*              | *<br>*                      | *<br>*    | *<br>*                              | -<br>-                              | *<br>*       | -<br>-               | -<br>-                              | 1<br>*                           | *<br>*                         | 1<br>*                     | 2<br>* |                |
| Bird flu/Pandemic flu/Swine flu/Ebola   | 1*           | 1*                       | -<br>-               | -<br>-              | -<br>-                                | -<br>-                                | *<br>*                                | *<br>*              | 1<br>*                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | *<br>*               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-                     | 2<br>* |                |
| Median                                  | 1            | 1                        | 1                    | 1                   | 1                                     | 1                                     | 1                                     | 1                   | 1                           | 1         | 1                                   | 1                                   | 1            | 1                    | 1                                   | 1                                | 1                              | 1                          | 1      |                |
| Morality/Individual behaviour/Lifestyle | 1*           | 1*                       | -<br>-               | -<br>-              | -<br>-                                | -<br>-                                | 1<br>*                                | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | 1<br>*               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-                     | 1<br>* |                |
| Countryside/Rural life                  | *<br>*       | *<br>*                   | -<br>-               | -<br>-              | -<br>-                                | -<br>-                                | *<br>*                                | *<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | *<br>*       | -<br>-               | -<br>-                              | -<br>-                           | *<br>*                         | -<br>-                     | 1<br>* |                |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORi (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

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

|                                                                        | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                        | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                          | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Petrol prices/Fuel                                                     | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Local government/<br>Council tax                                       | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Trade unions/<br>Strikes                                               | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| AIDS                                                                   | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Pound/Exchange<br>rate/Value of<br>pound                               | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Other                                                                  | 12           | 11                       | 1            | -                   | 2                                     | 2                                     | 4                                     | 3                   | 6                           | -         | 6                                   | 6                                   | 3            | 4                    | 3                                   | *                                | 8                              | 3                          | 13             |
|                                                                        | 1%           | 1%                       | 2%           | -                   | 1%                                    | 1%                                    | 1%                                    | 1%                  | 2%                          | -         | 2%                                  | 4%za                                | 1%           | 1%                   | 2%                                  | *                                | 1%                             | 1%o                        | 1%             |
| MEAN NUMBER OF<br>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           |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

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

|                            | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|----------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                            |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE            | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE              | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                            | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Don't know                 | 43           | 38                       | 3            | 1                   | 14                                    | 13                                    | 14                                    | 11                  | 14                          | 4         | 9                                   | 5                                   | 9            | 10                   | 9                                   | 9                                | 19                             | 18                         | 42             |
|                            | 4%p          | 5%                       | 6%           | 1%                  | 4%                                    | 6%                                    | 5%                                    | 4%                  | 4%                          | 3%        | 3%                                  | 3%                                  | 3%           | 3%                   | 7%p                                 | 5%                               | 3%                             | 6%                         | 4%             |
| Personal finances<br>(NET) | 69           | 55                       | 6            | 8                   | 32                                    | 25                                    | 20                                    | 14                  | 16                          | 8         | 12                                  | 4                                   | 20           | 22                   | 9                                   | 17                               | 42                             | 26                         | 64             |
|                            | 7%h          | 7%                       | 12%          | 9%                  | 10%za                                 | 11%ahj                                | 7%                                    | 6%                  | 4%                          | 6%        | 4%                                  | 3%                                  | 6%           | 7%                   | 7%                                  | 8%                               | 7%                             | 8%                         | 6%             |
|                            |              |                          |              |                     | hjk                                   | k                                     |                                       |                     |                             |           |                                     |                                     |              |                      |                                     |                                  |                                |                            |                |
| Northern Ireland           | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
|                            | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**ISSUES INDEX NOVEMBER 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<br>(z)        | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|---------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                                 |                     | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>         | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>          | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                                 | <b>100%</b>         | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>429</b><br>44%gl | 192<br>45%          | 62<br>47%           | 176<br>41%                | 109<br>58%zg                | 77<br>35%         | 45<br>61%zg                        | 166<br>39%  | 41<br>33%             | 56<br>41%                  | 187<br>51%zl         | 111<br>42%     | 436<br>43%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>155</b><br>16%fn | 56<br>13%           | 27<br>21%           | 72<br>17%                 | 17<br>9%                    | 44<br>20%fh       | 4<br>6%                            | 75<br>18%   | 44<br>36%zm           | 25<br>18%                  | 41<br>11%            | 40<br>15%      | 154<br>15%     |
| Poverty/Inequality                                                              | <b>45</b><br>5%     | 20<br>5%            | 10<br>8%            | 15<br>4%                  | 6<br>3%                     | 18<br>8%z         | 4<br>5%                            | 15<br>4%    | 4<br>3%               | 7<br>5%                    | 18<br>5%             | 13<br>5%       | 45<br>4%       |
| Economy/Economic<br>situation                                                   | <b>41</b><br>4%cf   | 25<br>6%c           | 4<br>3%             | 11<br>3%                  | 2<br>1%                     | 14<br>6%f         | 6<br>8%f                           | 15<br>4%    | 4<br>3%               | 8<br>6%                    | 14<br>4%             | 15<br>6%       | 47<br>5%       |
| Immigration/<br>immigrants                                                      | <b>41</b><br>4%     | 15<br>4%            | 4<br>3%             | 22<br>5%                  | 16<br>8%zgh                 | 6<br>3%           | -<br>-                             | 16<br>4%    | 3<br>2%               | 4<br>3%                    | 9<br>3%              | 1<br>1%        | 34<br>3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>39</b><br>4%     | 18<br>4%            | 2<br>2%             | 19<br>4%                  | 6<br>3%                     | 8<br>4%           | 4<br>6%                            | 17<br>4%    | -<br>-                | 2<br>1%                    | 18<br>5%l            | 10<br>4%       | 37<br>4%       |
| Pollution/<br>Environment                                                       | <b>28</b><br>3%     | 11<br>3%            | 3<br>2%             | 14<br>3%                  | 3<br>1%                     | 6<br>3%           | 5<br>6%                            | 12<br>3%    | 2<br>2%               | 6<br>4%                    | 14<br>4%             | 8<br>3%        | 42<br>4%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>26</b><br>3%     | 12<br>3%            | 1<br>1%             | 13<br>3%                  | 4<br>2%                     | 9<br>4%           | 1<br>2%                            | 11<br>3%    | 4<br>3%               | 3<br>2%                    | 10<br>3%             | 7<br>2%        | 31<br>3%       |
| Housing                                                                         | <b>16</b><br>2%     | 4<br>1%             | 3<br>2%             | 10<br>2%                  | 2<br>1%                     | 3<br>1%           | 1<br>1%                            | 9<br>2%     | 4<br>3%               | -<br>-                     | 4<br>1%              | 9<br>3%        | 17<br>2%       |

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**ISSUES INDEX NOVEMBER 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<br>(z)    | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                 | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>     | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>      | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>     | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Inflation/Prices                                          | <b>16</b>       | 12                  | *                   | 4                         | -                           | 8                 | -                                  | 8           | -                     | 9                          | *                    | 11             | 8              |
|                                                           | 2% <sup>n</sup> | 3%                  | *                   | 1%                        | -                           | 4% <sup>f</sup>   | -                                  | 2%          | -                     | 7% <sup>zn</sup>           | *                    | 4%             | 1%             |
| Unemployment/<br>Factory closure/<br>Lack of industry     | <b>16</b>       | 11                  | -                   | 5                         | 1                           | 5                 | 1                                  | 7           | -                     | 3                          | 8                    | 6              | 16             |
|                                                           | 2%              | 3%                  | -                   | 1%                        | 1%                          | 2%                | 1%                                 | 2%          | -                     | 2%                         | 2%                   | 2%             | 2%             |
| Education/Schools                                         | <b>12</b>       | 6                   | 2                   | 3                         | 1                           | 4                 | -                                  | 6           | -                     | 1                          | 7                    | 6              | 14             |
|                                                           | 1%              | 1%                  | 2%                  | 1%                        | 1%                          | 2%                | -                                  | 1%          | -                     | *                          | 2%                   | 2%             | 1%             |
| Public services in<br>general                             | <b>11</b>       | 5                   | 1                   | 5                         | -                           | 2                 | 1                                  | 8           | 3                     | 1                          | 4                    | 3              | 15             |
|                                                           | 1%              | 1%                  | *                   | 1%                        | -                           | 1%                | 1%                                 | 2%          | 2%                    | 1%                         | 1%                   | 1%             | 1%             |
| Low pay/Minimum<br>wage/Fair wages                        | <b>8</b>        | 2                   | 2                   | 4                         | 2                           | -                 | 1                                  | 5           | 1                     | 3                          | 2                    | 3              | 11             |
|                                                           | 1%              | 1%                  | 1%                  | 1%                        | 1%                          | -                 | 1%                                 | 1%          | 1%                    | 2%                         | 1%                   | 1%             | 1%             |
| Drug abuse                                                | <b>6</b>        | 2                   | 2                   | 2                         | -                           | 1                 | -                                  | 5           | 1                     | 1                          | 1                    | 2              | 7              |
|                                                           | 1%              | 1%                  | 1%                  | 1%                        | -                           | *                 | -                                  | 1%          | 1%                    | 1%                         | *                    | 1%             | 1%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>6</b>        | 3                   | 1                   | 2                         | 3                           | 2                 | -                                  | 1           | 1                     | 1                          | 3                    | 3              | 6              |
|                                                           | 1%              | 1%                  | 1%                  | *                         | 2%                          | 1%                | -                                  | *           | 1%                    | 1%                         | 1%                   | 1%             | 1%             |
| Population levels/<br>Overpopulation                      | <b>6</b>        | 4                   | 1                   | 2                         | 3                           | -                 | -                                  | 3           | -                     | -                          | 5                    | -              | 4              |
|                                                           | 1%              | 1%                  | *                   | *                         | 1%                          | -                 | -                                  | 1%          | -                     | -                          | 1%                   | -              | *              |
| Ageing population/<br>Social care for<br>the elderly      | <b>6</b>        | 2                   | 1                   | 3                         | -                           | *                 | 1                                  | 5           | 3                     | *                          | 3                    | 1              | 7              |
|                                                           | 1%              | *                   | 1%                  | 1%                        | -                           | *                 | 1%                                 | 1%          | 2%                    | *                          | 1%                   | 1%             | 1%             |
| Nationalisation/<br>Government control<br>of institutions | <b>4</b>        | 3                   | -                   | 1                         | -                           | -                 | -                                  | 3           | -                     | -                          | 2                    | 3              | 4              |
|                                                           | *               | 1%                  | -                   | *                         | -                           | -                 | -                                  | 1%          | -                     | -                          | *                    | 1%             | *              |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
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|                                         | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                         |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                  | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                    | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                         | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Transport/Public transport              | 3*           | 1*                  | -                   | 2<br>1%                   | -                           | -                 | -                                  | 3<br>1%     | 1<br>1%               | -                          | 1*                   | -              | 4*             |
| Animal welfare                          | 3*           | 3<br>1%             | -                   | *<br>*                    | -                           | *<br>*            | -                                  | 3<br>1%     | -                     | -                          | 3<br>1%              | -              | 2*             |
| Taxation                                | 3*           | 3<br>1%             | -                   | -                         | 2<br>1%                     | 1*                | -                                  | -           | -                     | -                          | 2*                   | 2<br>1%        | 3*             |
| Pensions/Social security/Benefits       | 2*           | 1*                  | -                   | 1*                        | 1<br>1%                     | 1*                | -                                  | -           | -                     | -                          | -                    | -              | 2*             |
| Race relations                          | 2*           | -                   | 1<br>1%             | 1*                        | -                           | 2<br>1%           | -                                  | *<br>*      | 2<br>1%               | -                          | -                    | -              | 3*             |
| Privatisation                           | 1*           | -                   | -                   | 1*                        | -                           | *<br>*            | -                                  | 1*          | *<br>*                | -                          | -                    | -              | 2*             |
| Bird flu/Pandemic flu/Swine flu/Ebola   | 1*           | -                   | *<br>*              | 1*                        | 1<br>1%                     | -                 | -                                  | -           | -                     | -                          | *<br>*               | -              | 2*             |
| Median                                  | 1            | 1                   | 1                   | 1                         | 1                           | 1                 | 1                                  | 1           | 1                     | 1                          | 1                    | 1              | 1              |
| Morality/Individual behaviour/Lifestyle | 1*           | -                   | -                   | 1*                        | 1*                          | -                 | -                                  | -           | -                     | -                          | 1*                   | 1*             | 1*             |
| Countryside/Rural life                  | *<br>*       | -                   | -                   | *<br>*                    | -                           | *<br>*            | -                                  | -           | -                     | -                          | -                    | -              | 1*             |
| Nuclear weapons/Nuclear war/Disarmament | -<br>-       | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                        |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                        | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Petrol prices/Fuel                                                     | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Local government/<br>Council tax                                       | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Trade unions/<br>Strikes                                               | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| AIDS                                                                   | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Pound/Exchange<br>rate/Value of<br>pound                               | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Other                                                                  | <b>12</b>    | 2                   | 1                   | 9                         | 2                           | 1                 | 1                                  | 7           | -                     | 2                          | 4                    | 1              | 13             |
|                                                                        | <b>1%</b>    | *                   | *                   | 2%z                       | 1%                          | 1%                | 2%                                 | 2%          | -                     | 1%                         | 1%                   | *              | 1%             |
| MEAN NUMBER OF<br>MENTIONS                                             | <b>1.00</b>  | 1.00                | 1.00                | 1.00                      | 1.00                        | 1.00              | 1.00                               | 1.00        | 1.00                  | 1.00                       | 1.00                 | 1.00           | 1.00           |
| Don't know                                                             | <b>43</b>    | 12                  | 3                   | 28                        | 6                           | 6                 | -                                  | 29          | 6                     | 5                          | 5                    | 10             | 42             |
|                                                                        | 4%n          | 3%                  | 2%                  | 7%za                      | 3%                          | 3%                | -                                  | 7%          | 5%n                   | 4%                         | 1%                   | 4%             | 4%             |

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+  
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**ISSUES INDEX NOVEMBER 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<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                            |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                            | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Personal finances<br>(NET) | <b>69</b>    | 34                  | 12                  | 22                        | 8                           | 26                | 4                                  | 28          | 5                     | 19                         | 21                   | 28             | 64             |
|                            | <b>7%</b>    | 8%                  | 10%                 | 5%                        | 4%                          | 12%zf             | 6%                                 | 7%          | 4%                    | 14%zn                      | 6%                   | 10%            | 6%             |
| Northern Ireland           | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                            | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |

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 NOVEMBER 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<br>(z)             | IMPORTANT ISSUES        |                              |                         |                         |                      |                     | AREA         |                      |               | ETHNIC        |               | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|-------------------------|------------------------------|-------------------------|-------------------------|----------------------|---------------------|--------------|----------------------|---------------|---------------|---------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |                          | ECON<br>OMY<br>(a)      | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c)            | IMMIG<br>RATION<br>(t)  | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f)  | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i)  | WHITE<br>(j)  | BME<br>(k)    | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>              | 188                     | 548                          | 185                     | 117                     | 575                  | 239                 | 335          | 567                  | 107           | 880           | 125           | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>               | 188                     | 531                          | 175                     | 125*                    | 558                  | 207                 | 295          | 585                  | 98*           | 849           | 123*          | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>              | 19%                     | 54%                          | 18%                     | 13%*                    | 57%                  | 21%                 | 30%          | 60%                  | 10%*          | 87%           | 13%*          | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>429</b><br><b>44%</b> | 77<br>41%               | 237<br>45%                   | 67<br>38%               | 50<br>40%               | 429<br>77%zab<br>cft | 110<br>53%zab<br>ct | 126<br>43%   | 266<br>46%           | 37<br>38%     | 382<br>45%z   | 45<br>37%     | 36<br>36%            | 122<br>49%         | 41<br>51%                  | 83<br>49%          | 55<br>52%                  | 33<br>45%                  | -<br>-                           | 50<br>59%z                     | 436<br>43%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>155</b><br>16%emq     | 21<br>11%               | 155<br>29%zac<br>eft         | 33<br>19%e              | 14<br>11%               | 46<br>8%             | 35<br>17%e          | 43<br>14%    | 101<br>17%           | 12<br>12%     | 139<br>16%    | 16<br>13%     | 22<br>22%<br>m       | 24<br>10%          | 19<br>23%<br>qrs           | 16<br>9%           | 12<br>12%                  | 5<br>7%                    | -<br>-                           | 14<br>16%                      | 154<br>15%     |
| Poverty/Inequality                                                              | <b>45</b><br>5%be        | 7<br>4%                 | 14<br>3%                     | 7<br>4%                 | 2<br>2%                 | 15<br>3%             | 8<br>4%             | 19<br>6%     | 24<br>4%             | 2<br>2%       | 37<br>4%      | 8<br>6%       | 3<br>3%              | 11<br>4%           | 4<br>6%                    | 4<br>3%            | 2<br>2%                    | 2<br>3%                    | -<br>-                           | 2<br>2%                        | 45<br>4%       |
| Economy/Economic<br>situation                                                   | <b>41</b><br>4%bej       | 41<br>22%<br>zbc<br>eft | 11<br>2%                     | 4<br>2%                 | 3<br>3%                 | 8<br>1%              | 8<br>4%<br>e        | 15<br>5%     | 23<br>4%             | 3<br>3%       | 30<br>4%      | 6<br>5%       | 4<br>4%              | 11<br>5%           | 3<br>4%                    | 14<br>8%<br>z      | 6<br>5%                    | 8<br>11%<br>z              | -<br>-                           | 3<br>4%                        | 47<br>5%       |
| Immigration/<br>immigrants                                                      | <b>41</b><br>4%ae        | 2<br>1%                 | 20<br>4%                     | 9<br>5%<br>a            | 41<br>32%<br>zabc<br>ef | 13<br>2%             | 6<br>3%             | 13<br>4%     | 21<br>4%             | 7<br>7%       | 36<br>4%      | 5<br>4%       | 7<br>7%              | 9<br>3%            | 2<br>2%                    | 13<br>8%           | 11<br>10%<br>z             | 3<br>4%                    | 41<br>100%                       | -<br>-                         | 34<br>3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>39</b><br>4%e         | 10<br>5%<br>e           | 16<br>3%                     | 3<br>2%                 | 6<br>4%                 | 12<br>2%             | 6<br>3%             | 11<br>4%     | 17<br>3%             | 8<br>8%<br>h  | 33<br>4%      | 4<br>3%       | 3<br>3%              | 10<br>4%           | 1<br>1%                    | 5<br>3%            | 4<br>4%                    | 1<br>1%                    | -<br>-                           | 6<br>7%                        | 37<br>4%       |
| Pollution/<br>Environment                                                       | <b>28</b><br>3%e         | 4<br>2%                 | 13<br>2%                     | 3<br>2%                 | -<br>-                  | 8<br>2%              | 3<br>2%             | 8<br>3%      | 12<br>2%             | 7<br>7%<br>zh | 28<br>3%<br>z | -<br>-        | 5<br>5%              | 5<br>2%            | 5<br>6%                    | 4<br>2%            | 3<br>3%                    | *<br>1%                    | -<br>-                           | -<br>-                         | 42<br>4%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>26</b><br>3%ej        | 6<br>3%<br>e            | 10<br>2%<br>e                | 26<br>15%<br>zabc<br>ft | *<br>*                  | 1<br>*               | 4<br>2%<br>e        | 7<br>2%      | 15<br>3%             | 3<br>3%       | 17<br>2%      | 8<br>7%<br>zj | 1<br>1%              | 9<br>3%            | -<br>-                     | 8<br>5%            | 3<br>3%                    | 6<br>9%<br>zp              | -<br>-                           | *<br>*                         | 31<br>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  
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|                                                           | TOTAL<br>(z)      | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |                   | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>       | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>        | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>       | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Housing                                                   | <b>16</b><br>2%e  | -                  | 11<br>2%e                    | 3<br>2%      | 2<br>1%                | 3<br>1%              | 2<br>1%            | 4<br>1%      | 10<br>2%             | 2<br>2%      | 13<br>2%     | 3<br>2%    | -                    | 6<br>2%            | 2<br>2%                    | 3<br>2%            | -                          | 3<br>5%                    | -                                | 2<br>2%                        | 17<br>2%       |
| Inflation/Prices                                          | <b>16</b><br>2%h  | 10<br>5%z          | 6<br>b                       | 10<br>z      | -<br>b                 | 8<br>1%              | -                  | 15<br>5%zh   | *<br>*               | 1<br>1%      | 7<br>1%      | 9<br>7%z   | 2<br>2%              | 8<br>3%            | -                          | -                  | -                          | -                          | -                                | -                              | 8<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry     | <b>16</b><br>2%ej | 2<br>1%            | 4<br>1%                      | 2<br>1%      | 2<br>1%                | 2<br>*               | 2<br>1%            | 6<br>2%      | 8<br>1%              | 2<br>2%      | 10<br>1%     | 5<br>4%    | 3<br>3%              | 6<br>2%            | -                          | 4<br>2%            | 4<br>4%                    | 1<br>1%                    | -                                | 2<br>2%                        | 16<br>2%       |
| Education/Schools                                         | <b>12</b><br>1%e  | -                  | 7<br>1%e                     | *<br>*       | -<br>-                 | 1<br>*               | 12<br>6%z          | 1<br>abc     | 9<br>2%              | 1<br>1%      | 10<br>1%     | 1<br>1%    | 5<br>5%zm            | 1<br>1%            | 1<br>1%                    | 3<br>2%            | 1<br>1%                    | 2<br>2%                    | -                                | -                              | 14<br>1%       |
| Public services in<br>general                             | <b>11</b><br>1%   | 1<br>*             | 5<br>1%                      | *<br>*       | 4<br>3%                | 3<br>1%              | 1<br>1%            | 3<br>1%      | 6<br>1%              | 2<br>2%      | 9<br>1%      | 1<br>1%    | 2<br>2%              | 2<br>1%            | 1<br>1%                    | 1<br>*             | -                          | 1<br>1%                    | -                                | 4<br>4%z                       | 15<br>1%       |
| Low pay/Minimum<br>wage/Fair wages                        | <b>8</b><br>1%e   | -                  | 2<br>*                       | 1<br>1%      | 1<br>1%                | 1<br>*               | 1<br>*             | 2<br>1%      | 4<br>1%              | 1<br>1%      | 5<br>1%      | 2<br>2%    | 2<br>2%              | 1<br>*             | -                          | 1<br>*             | 1<br>1%                    | -                          | -                                | 1<br>1%                        | 11<br>1%       |
| Drug abuse                                                | <b>6</b><br>1%be  | 1<br>*             | *<br>*                       | 1<br>1%      | -<br>-                 | 1<br>*               | -                  | 1<br>*       | 5<br>1%              | *<br>*       | 5<br>1%      | 1<br>1%    | 1<br>1%              | -                  | -                          | 3<br>2%            | 1<br>1%                    | 2<br>2%                    | -                                | -                              | 7<br>1%        |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>6</b><br>1%    | 1<br>1%            | 3<br>1%                      | -<br>-       | -<br>-                 | 2<br>*               | 1<br>1%            | -            | 5<br>1%              | 2<br>2%      | 5<br>1%      | 1<br>1%    | 2<br>2%              | 1<br>*             | -                          | -                  | -                          | -                          | -                                | -                              | 6<br>1%        |
| Population levels/<br>Overpopulation                      | <b>6</b><br>1%    | -                  | -                            | 3<br>2%be    | -                      | -                    | 2<br>1%be          | -            | 6<br>1%              | -            | 6<br>1%      | -          | -                    | 4<br>2%            | -                          | -                  | -                          | -                          | -                                | -                              | 4<br>*         |

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)



## ISSUES INDEX NOVEMBER 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<br>(z)          | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |                       | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>           | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Ageing population/<br>Social care for<br>the elderly      | <b>6</b><br><b>1%</b> | 1<br>*             | 5<br>1%                      | -<br>-       | -<br>-                 | 2<br>*               | 2<br>1%            | 1<br>*       | 5<br>1%              | -<br>-       | 6<br>1%      | *<br>*     | 1<br>1%              | 2<br>1%            | -<br>-                     | 3<br>2%            | 1<br>1%                    | 3<br>4%z                   | -<br>-                           | -<br>-                         | 7<br>1%        |
| Nationalisation/<br>Government control<br>of institutions | <b>4</b><br><b>*</b>  | 3<br>2%ze          | 2<br>*                       | -<br>-       | -<br>-                 | -<br>-               | *<br>*             | 2<br>1%      | 2<br>*               | -<br>-       | 4<br>1%      | -<br>-     | -<br>-               | 3<br>1%            | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 4<br>*         |
| Transport/Public<br>transport                             | <b>3</b><br><b>*</b>  | -<br>-             | 1<br>*                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | 1<br>*       | 2<br>*               | 1<br>1%      | 3<br>*       | -<br>-     | -<br>-               | 1<br>*             | 1<br>1%                    | 1<br>1%            | 1<br>1%                    | -<br>-                     | -<br>-                           | -<br>-                         | 4<br>*         |
| Animal welfare                                            | <b>3</b><br><b>*</b>  | -<br>-             | 3<br>1%                      | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | *<br>*       | 3<br>*               | -<br>-       | 3<br>*       | *<br>*     | -<br>-               | 3<br>1%            | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 2<br>*         |
| Taxation                                                  | <b>3</b><br><b>*</b>  | 1<br>*             | 2<br>*                       | -<br>-       | -<br>-                 | -<br>-               | 2<br>1%e           | 1<br>*       | 1<br>*               | 2<br>2%h     | 3<br>*       | -<br>-     | -<br>-               | 2<br>1%            | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 3<br>*         |
| Pensions/Social<br>security/Benefits                      | <b>2</b><br><b>*</b>  | -<br>-             | -<br>-                       | -<br>-       | 1<br>1%                | -<br>-               | -<br>-             | -<br>-       | 2<br>*               | -<br>-       | 2<br>*       | -<br>-     | -<br>-               | 1<br>*             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 1<br>1%                        | 2<br>*         |
| Race relations                                            | <b>2</b><br><b>*</b>  | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | *<br>*               | -<br>-             | *<br>*       | 2<br>*               | -<br>-       | 2<br>*       | -<br>-     | -<br>-               | 1<br>*             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 3<br>*         |
| Privatisation                                             | <b>1</b><br><b>*</b>  | -<br>-             | -<br>-                       | 1<br>*       | -<br>-                 | -<br>-               | -<br>-             | *<br>*       | 1<br>*               | -<br>-       | 1<br>*       | *<br>*     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 2<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | <b>1</b><br><b>*</b>  | -<br>-             | 1<br>*                       | 1<br>1%      | -<br>-                 | -<br>-               | 1<br>*             | -<br>-       | 1<br>*               | *<br>*       | 1<br>*       | -<br>-     | -<br>-               | *<br>*             | *<br>*                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 2<br>*         |
| Median                                                    | <b>1</b>              | 1                  | 1                            | 1            | 1                      | 1                    | 1                  | 1            | 1                    | 1            | 1            | 1          | 1                    | 1                  | 1                          | 1                  | 1                          | 1                          | 1                                | 1                              | 1              |

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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 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<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                        |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                        | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | 1<br>*       | -                  | -                            | -            | -                      | -                    | -                  | -            | 1<br>*               | -            | 1<br>*       | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | 1<br>*         |
| Countryside/Rural<br>life                                              | *<br>*       | -                  | -                            | -            | -                      | *                    | -                  | -            | -                    | *            | *            | -          | -                    | -                  | -                          | *                  | -                          | *                          | -                                | -                              | 1<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Petrol prices/Fuel                                                     | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Local government/<br>Council tax                                       | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Trade unions/<br>Strikes                                               | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| AIDS                                                                   | -<br>-       | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |

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  
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**ISSUES INDEX NOVEMBER 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<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                          |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                   | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                     | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                          | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Pound/Exchange<br>rate/Value of<br>pound | -            | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Other                                    | <b>12</b>    | -                  | 2                            | 1            | 1                      | 1                    | 1                  | 1            | 8                    | 3            | 11           | 1          | -                    | 2                  | *                          | 1                  | *                          | 1                          | -                                | 1                              | 13             |
|                                          | 1%be         | -                  | *                            | 1%           | 1%                     | *                    | *                  | *            | 1%                   | 3%           | 1%           | *          | -                    | 1%                 | 1%                         | 1%                 | *                          | 1%                         | -                                | 2%                             | 1%             |
| MEAN NUMBER OF<br>MENTIONS               | <b>1.00</b>  | 1.00               | 1.00                         | 1.00         | 1.00                   | 1.00                 | 1.00               | 1.00         | 1.00                 | 1.00         | 1.00         | 1.00       | 1.00                 | 1.00               | 1.00                       | 1.00               | 1.00                       | 1.00                       | 1.00                             | 1.00                           | 1.00           |
| Don't know                               | <b>43</b>    | -                  | 1                            | -            | -                      | 1                    | -                  | 13           | 28                   | 2            | 38           | 5          | 2                    | 6                  | -                          | 3                  | -                          | 3                          | -                                | -                              | 42             |
|                                          | 4%abce<br>f  | -                  | *                            | -            | -                      | *                    | -                  | 4%           | 5%                   | 2%           | 4%           | 4%         | 2%                   | 2%                 | -                          | 2%                 | -                          | 4%                         | -                                | -                              | 4%             |
| Personal finances<br>(NET)               | <b>69</b>    | 18                 | 22                           | 19           | 3                      | 24                   | 8                  | 36           | 29                   | 4            | 50           | 19         | 8                    | 20                 | 4                          | 5                  | 3                          | 2                          | -                                | 3                              | 64             |
|                                          | 7%behj       | 9%beft             | 4%                           | 11%beft      | 2%                     | 4%                   | 4%                 | 12%zhi       | 5%                   | 4%           | 6%           | 15%zi      | 7%                   | 8%                 | 6%                         | 3%                 | 2%                         | 3%                         | -                                | 3%                             | 6%             |
| Northern Ireland                         | -            | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                          | -            | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |

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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

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

|                                                                                 | SEX                            |                 |                  | AGE                    |                |                         |                      |                        |                 |                 |                      |                        |            |            | SOCIAL GRADE             |                      |            |                 |                         |                 | UNWTD TOTAL |
|---------------------------------------------------------------------------------|--------------------------------|-----------------|------------------|------------------------|----------------|-------------------------|----------------------|------------------------|-----------------|-----------------|----------------------|------------------------|------------|------------|--------------------------|----------------------|------------|-----------------|-------------------------|-----------------|-------------|
|                                                                                 | TOTAL (z)                      | MALE (a)        | FE-MALE (b)      | 18-24 (c)              | 25-34 (d)      | 35-44 (e)               | 45-54 (f)            | 55-64 (g)              | 65+ (h)         | 18-34 (i)       | 35-54 (j)            | 55+ (k)                | 18-44 (u)  | 45+ (v)    | AB (l)                   | C1 (m)               | C2 (n)     | DE (o)          | ABC1 (p)                | C2DE (q)        |             |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>                    | 503             | 507              | 150                    | 151            | 146                     | 131                  | 162                    | 270             | 301             | 277                  | 432                    | 447        | 563        | 263                      | 400                  | 173        | 174             | 663                     | 347             | 1010        |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>                     | 483             | 498              | 121                    | 166            | 152                     | 169*                 | 147*                   | 226             | 287             | 322                  | 372                    | 439        | 541        | 264                      | 282                  | 202        | 232             | 546                     | 434             | 1010        |
|                                                                                 | <b>100%</b>                    | 49%             | 51%              | 12%                    | 17%            | 16%                     | 17%*                 | 15%*                   | 23%             | 29%             | 33%                  | 38%                    | 45%        | 55%        | 27%                      | 29%                  | 21%        | 24%             | 56%                     | 44%             | 103%        |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>558</b><br>57%di<br>oq      | 288<br>60%      | 270<br>54%       | 64<br>53%              | 80<br>48%      | 91<br>60%               | 99<br>59%            | 91<br>62%<br>d         | 134<br>60%      | 143<br>50%      | 190<br>59%           | 225<br>60%<br>di       | 234<br>53% | 324<br>60% | 188<br>71%<br>zm<br>nopq | 151<br>54%           | 108<br>53% | 112<br>48%      | 339<br>62%<br>zm<br>oq  | 219<br>50%      | 575<br>57%  |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>531</b><br>54%a             | 234<br>48%      | 297<br>60%<br>za | 65<br>54%              | 77<br>46%      | 79<br>52%               | 89<br>53%            | 87<br>59%              | 133<br>59%<br>d | 142<br>49%      | 168<br>52%           | 221<br>59%<br>zd<br>i  | 221<br>50% | 310<br>57% | 160<br>60%<br>zq         | 151<br>53%           | 100<br>50% | 120<br>52%      | 310<br>57%<br>z         | 220<br>51%      | 548<br>54%  |
| Education/Schools                                                               | <b>207</b><br>21%<br>ad<br>noq | 84<br>17%       | 124<br>25%<br>za | 35<br>29%<br>zd<br>hik | 21<br>13%      | 47<br>31%<br>zd<br>hijk | 34<br>20%            | 29<br>20%              | 41<br>18%       | 56<br>20%<br>d  | 81<br>25%<br>d       | 70<br>19%              | 103<br>24% | 104<br>19% | 83<br>31%<br>zn<br>oq    | 67<br>24%<br>no<br>q | 25<br>13%  | 32<br>14%       | 149<br>27%<br>zm<br>noq | 58<br>13%       | 239<br>24%  |
| Economy/Economic<br>situation                                                   | <b>188</b><br>19%              | 103<br>21%      | 85<br>17%        | 27<br>23%              | 30<br>18%      | 39<br>26%<br>gk         | 33<br>19%            | 19<br>13%              | 39<br>18%       | 57<br>20%       | 71<br>22%            | 59<br>16%              | 96<br>22%  | 91<br>17%  | 63<br>24%<br>q           | 56<br>20%            | 35<br>17%  | 35<br>15%       | 118<br>22%<br>z         | 69<br>16%       | 188<br>19%  |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>175</b><br>18%              | 88<br>18%       | 87<br>18%        | 24<br>19%              | 24<br>15%      | 20<br>13%               | 32<br>19%            | 33<br>23%              | 42<br>18%       | 48<br>17%       | 52<br>16%            | 75<br>20%              | 68<br>15%  | 107<br>20% | 51<br>19%                | 45<br>16%            | 36<br>18%  | 43<br>19%       | 96<br>18%               | 79<br>18%       | 185<br>18%  |
| Poverty/Inequality                                                              | <b>162</b><br>16%<br>hk        | 79<br>16%       | 82<br>17%        | 23<br>19%<br>hk        | 31<br>19%<br>h | 23<br>15%               | 43<br>25%<br>zh<br>k | 21<br>15%              | 20<br>9%        | 55<br>19%<br>hk | 66<br>20%<br>eh<br>k | 41<br>11%              | 77<br>18%  | 84<br>16%  | 49<br>19%                | 44<br>15%            | 21<br>11%  | 47<br>20%<br>n  | 93<br>17%               | 68<br>16%<br>n  | 169<br>17%  |
| Housing                                                                         | <b>150</b><br>15%<br>a         | 53<br>11%       | 97<br>19%<br>za  | 26<br>22%<br>zh<br>k   | 26<br>16%      | 27<br>18%               | 26<br>15%            | 19<br>13%              | 25<br>11%       | 52<br>18%       | 53<br>16%            | 45<br>12%              | 79<br>18%  | 71<br>13%  | 44<br>16%                | 39<br>14%            | 19<br>9%   | 48<br>21%<br>nq | 83<br>15%               | 67<br>15%<br>n  | 149<br>15%  |
| Pollution/<br>Environment                                                       | <b>142</b><br>15%<br>gk<br>noq | 74<br>15%       | 68<br>14%        | 25<br>21%<br>gk        | 26<br>16%      | 29<br>19%<br>gk         | 22<br>13%            | 11<br>8%               | 29<br>13%       | 51<br>18%<br>gk | 51<br>16%            | 40<br>11%              | 80<br>18%  | 63<br>12%  | 64<br>24%<br>zn<br>oq    | 49<br>17%<br>no<br>q | 10<br>5%   | 19<br>8%        | 113<br>21%<br>zmn<br>oq | 30<br>7%        | 168<br>17%  |
| Immigration/<br>immigrants                                                      | <b>125</b><br>13%<br>bp        | 76<br>16%<br>zb | 49<br>10%        | 14<br>12%              | 14<br>8%       | 11<br>8%                | 19<br>11%            | 31<br>21%<br>zd<br>eij | 36<br>16%<br>e  | 28<br>10%       | 30<br>9%             | 67<br>18%<br>zde<br>ij | 39<br>9%   | 86<br>16%  | 25<br>9%                 | 31<br>11%            | 31<br>16%  | 38<br>16%       | 55<br>10%               | 70<br>16%<br>lp | 117<br>12%  |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
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**ISSUES INDEX NOVEMBER 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<br>(z)                        | SEX                   |                         | AGE                             |                          |                        |                                 |                         |            |                               |                         |                       |              |            | SOCIAL GRADE                    |                       |                       |                       |                               |                        | UNWTD<br>TOTAL |
|---------------------------------------------------------------|-------------------------------------|-----------------------|-------------------------|---------------------------------|--------------------------|------------------------|---------------------------------|-------------------------|------------|-------------------------------|-------------------------|-----------------------|--------------|------------|---------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|------------------------|----------------|
|                                                               |                                     | MALE<br>(a)           | FE-<br>MALE<br>(b)      | 18-24<br>(c)                    | 25-34<br>(d)             | 35-44<br>(e)           | 45-54<br>(f)                    | 55-64<br>(g)            | 65+<br>(h) | 18-34<br>(i)                  | 35-54<br>(j)            | 55+<br>(k)            | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)                       | C1<br>(m)             | C2<br>(n)             | DE<br>(o)             | ABC1<br>(p)                   | C2DE<br>(q)            |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>                         | 503                   | 507                     | 150                             | 151                      | 146                    | 131                             | 162                     | 270        | 301                           | 277                     | 432                   | 447          | 563        | 263                             | 400                   | 173                   | 174                   | 663                           | 347                    | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>                          | 483                   | 498                     | 121                             | 166                      | 152                    | 169*                            | 147*                    | 226        | 287                           | 322                     | 372                   | 439          | 541        | 264                             | 282                   | 202                   | 232                   | 546                           | 434                    | 1010           |
|                                                               | <b>100%</b>                         | 49%                   | 51%                     | 12%                             | 17%                      | 16%                    | 17%*                            | 15%*                    | 23%        | 29%                           | 33%                     | 38%                   | 45%          | 55%        | 27%                             | 29%                   | 21%                   | 24%                   | 56%                           | 44%                    | 103%           |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>120</b><br>12% <sup>d</sup>      | 71<br>15%             | 49<br>10%               | 19<br>16% <sup>di</sup>         | 11<br>6%                 | 15<br>10%              | 35<br>20% <sup>zd</sup><br>ehik | 20<br>13%               | 21<br>9%   | 30<br>11% <sup>d</sup>        | 49<br>15% <sup>de</sup> | 41<br>11%             | 45<br>10%    | 75<br>14%  | 39<br>15%                       | 28<br>10%             | 25<br>12%             | 29<br>12%             | 67<br>12%                     | 54<br>12%              | 113<br>11%     |
| Ageing population/<br>Social care for<br>the elderly          | <b>95</b><br>10% <sup>an</sup>      | 27<br>6%              | 68<br>14% <sup>za</sup> | 13<br>10%                       | 11<br>6%                 | 11<br>7%               | 18<br>11%                       | 15<br>10%               | 27<br>12%  | 23<br>8%                      | 30<br>9%                | 42<br>11%             | 34<br>8%     | 60<br>11%  | 38<br>14% <sup>znq</sup>        | 27<br>9%              | 9<br>4%               | 22<br>9%              | 65<br>12% <sup>zmn</sup><br>q | 30<br>7%               | 93<br>9%       |
| Public services in<br>general                                 | <b>92</b><br>9% <sup>hq</sup>       | 42<br>9%              | 50<br>10%               | 13<br>11% <sup>h</sup>          | 10<br>6%                 | 18<br>12% <sup>h</sup> | 20<br>12% <sup>h</sup>          | 20<br>14% <sup>hk</sup> | 10<br>4%   | 23<br>8%                      | 38<br>12% <sup>h</sup>  | 30<br>8% <sup>h</sup> | 41<br>9%     | 50<br>9%   | 45<br>17% <sup>zmn</sup><br>opq | 21<br>7%              | 12<br>6%              | 14<br>6%              | 66<br>12% <sup>zmq</sup>      | 26<br>6%               | 101<br>10%     |
| Low pay/Minimum<br>wage/Fair wages                            | <b>75</b><br>8% <sup>hk</sup>       | 29<br>6%              | 47<br>9%                | 20<br>17% <sup>ze</sup><br>ghjk | 17<br>10% <sup>hk</sup>  | 11<br>7% <sup>h</sup>  | 17<br>10% <sup>hk</sup>         | 8<br>5%                 | 3<br>1%    | 37<br>13% <sup>zgh</sup><br>k | 27<br>9% <sup>hk</sup>  | 11<br>3% <sup>h</sup> | 48<br>11%    | 27<br>5%   | 16<br>6%                        | 22<br>8%              | 14<br>7%              | 23<br>10%             | 38<br>7%                      | 37<br>9%               | 76<br>8%       |
| Drug abuse                                                    | <b>70</b><br>7%                     | 42<br>9%              | 28<br>6%                | 12<br>10%                       | 10<br>6%                 | 7<br>4%                | 20<br>12% <sup>h</sup>          | 12<br>8%                | 10<br>4%   | 22<br>8%                      | 26<br>8% <sup>e</sup>   | 22<br>6%              | 29<br>7%     | 41<br>8%   | 17<br>7%                        | 18<br>6%              | 14<br>7%              | 21<br>9%              | 35<br>6%                      | 35<br>8%               | 61<br>6%       |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>67</b><br>7% <sup>b</sup>        | 43<br>9% <sup>b</sup> | 24<br>5%                | 16<br>13% <sup>zhj</sup><br>k   | 15<br>9%                 | 9<br>6%                | 10<br>6%                        | 8<br>6%                 | 9<br>4%    | 31<br>11% <sup>zhk</sup>      | 19<br>6%                | 17<br>5%              | 40<br>9%     | 27<br>5%   | 20<br>8%                        | 24<br>8%              | 13<br>6%              | 11<br>5%              | 44<br>8%                      | 24<br>5%               | 73<br>7%       |
| Inflation/Prices                                              | <b>57</b><br>6% <sup>gkl</sup><br>p | 25<br>5%              | 33<br>7%                | 13<br>10% <sup>zg</sup><br>hk   | 16<br>10% <sup>ghk</sup> | 7<br>5%                | 13<br>8% <sup>k</sup>           | 2<br>2%                 | 6<br>3%    | 29<br>10% <sup>zgh</sup><br>k | 20<br>6% <sup>k</sup>   | 9<br>2%               | 36<br>8%     | 21<br>4%   | 6<br>2%                         | 16<br>6% <sup>p</sup> | 15<br>7% <sup>l</sup> | 20<br>9% <sup>l</sup> | 22<br>4%                      | 35<br>8% <sup>lp</sup> | 51<br>5%       |
| Transport/Public<br>transport                                 | <b>53</b><br>5% <sup>q</sup>        | 29<br>6%              | 24<br>5%                | 8<br>6%                         | 4<br>2%                  | 10<br>7%               | 10<br>6%                        | 8<br>6%                 | 13<br>6%   | 11<br>4%                      | 20<br>6%                | 21<br>6%              | 22<br>5%     | 31<br>6%   | 20<br>7% <sup>q</sup>           | 20<br>7% <sup>q</sup> | 7<br>3%               | 6<br>3%               | 40<br>7% <sup>zq</sup>        | 13<br>3%               | 57<br>6%       |
| Pensions/Social<br>security/Benefits                          | <b>49</b><br>5%                     | 23<br>5%              | 26<br>5%                | 11<br>9% <sup>zde</sup><br>i    | 4<br>3%                  | 4<br>3%                | 10<br>6%                        | 10<br>7%                | 10<br>4%   | 15<br>5% <sup>d</sup>         | 14<br>4%                | 20<br>5%              | 19<br>4%     | 30<br>5%   | 16<br>6%                        | 10<br>4%              | 11<br>5%              | 12<br>5%              | 26<br>5%                      | 23<br>5%               | 52<br>5%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z)           | SEX         |                    | AGE                       |              |              |                |              |            |                       |                |            |              |            | SOCIAL GRADE |           |           |                        |             |                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------------|-------------|--------------------|---------------------------|--------------|--------------|----------------|--------------|------------|-----------------------|----------------|------------|--------------|------------|--------------|-----------|-----------|------------------------|-------------|----------------|----------------|
|                                                           |                        | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)              | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f)   | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)          | 35-54<br>(j)   | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o)              | ABC1<br>(p) | C2DE<br>(q)    |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>            | 503         | 507                | 150                       | 151          | 146          | 131            | 162          | 270        | 301                   | 277            | 432        | 447          | 563        | 263          | 400       | 173       | 174                    | 663         | 347            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>             | 483         | 498                | 121                       | 166          | 152          | 169*           | 147*         | 226        | 287                   | 322            | 372        | 439          | 541        | 264          | 282       | 202       | 232                    | 546         | 434            | 1010           |
|                                                           | <b>100%</b>            | 49%         | 51%                | 12%                       | 17%          | 16%          | 17%*           | 15%*         | 23%        | 29%                   | 33%            | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%                    | 56%         | 44%            | 103%           |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>45</b><br><b>5%</b> | 26<br>5%    | 19<br>4%           | 6<br>5%                   | 3<br>2%      | 5<br>4%      | 7<br>4%        | 10<br>7%     | 14<br>6%   | 9<br>3%               | 12<br>4%       | 24<br>6%   | 15<br>3%     | 31<br>6%   | 16<br>6%     | 10<br>4%  | 10<br>5%  | 9<br>4%                | 26<br>5%    | 19<br>4%       | 48<br>5%       |
| Taxation                                                  | <b>34</b><br><b>3%</b> | 23<br>5%    | 11<br>2%           | 13<br>11%<br>zdf<br>ghijk | 3<br>2%      | 7<br>4%      | 4<br>2%        | 3<br>2%      | 5<br>2%    | 16<br>6%<br>dk        | 10<br>3%       | 8<br>2%    | 23<br>5%     | 11<br>2%   | 12<br>5%     | 11<br>4%  | 6<br>3%   | 5<br>2%                | 23<br>4%    | 11<br>3%       | 39<br>4%       |
| Local government/<br>Council tax                          | <b>29</b><br>3%<br>hp  | 13<br>3%    | 16<br>3%           | 7<br>6%<br>hk             | 2<br>1%      | 6<br>4%      | 7<br>4%        | 4<br>3%      | 2<br>1%    | 9<br>3%               | 14<br>4%       | 6<br>2%    | 15<br>4%     | 13<br>2%   | 3<br>1%      | 6<br>2%   | 2<br>1%   | 18<br>8%<br>zlm<br>npq | 9<br>2%     | 20<br>5%<br>np | 24<br>2%       |
| Race relations                                            | <b>29</b><br><b>3%</b> | 14<br>3%    | 15<br>3%           | 9<br>7%<br>zdf<br>hij     | 3<br>2%      | 4<br>2%      | 1<br>1%        | 7<br>5%      | 5<br>2%    | 12<br>4%              | 5<br>2%        | 11<br>3%   | 16<br>4%     | 13<br>2%   | 7<br>3%      | 10<br>4%  | 5<br>2%   | 7<br>3%                | 17<br>3%    | 11<br>3%       | 33<br>3%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>28</b><br>3%<br>p   | 15<br>3%    | 13<br>3%           | 6<br>5%<br>e              | 2<br>1%      | -<br>-       | 9<br>5%<br>e   | 3<br>2%      | 8<br>3%    | 9<br>3%               | 9<br>3%        | 10<br>3%   | 9<br>2%      | 19<br>4%   | 5<br>2%      | 5<br>2%   | 1<br>*    | 17<br>7%<br>zlm<br>npq | 10<br>2%    | 18<br>4%<br>n  | 22<br>2%       |
| Nationalisation/<br>Government control<br>of institutions | <b>27</b><br>3%<br>p   | 12<br>3%    | 15<br>3%           | 8<br>7%<br>zdf<br>gij     | 2<br>1%      | 4<br>3%      | 1<br>1%        | 2<br>2%      | 9<br>4%    | 10<br>4%<br>d         | 5<br>2%        | 12<br>3%   | 15<br>3%     | 13<br>2%   | 6<br>2%      | 4<br>1%   | 2<br>1%   | 16<br>7%<br>zlm<br>npq | 10<br>2%    | 18<br>4%<br>n  | 24<br>2%       |
| Population levels/<br>Overpopulation                      | <b>27</b><br>3%<br>j   | 14<br>3%    | 13<br>3%           | 6<br>5%<br>ej             | 7<br>4%<br>j | 1<br>1%      | 2<br>1%        | 5<br>4%      | 6<br>3%    | 13<br>5%<br>j         | 3<br>1%        | 11<br>3%   | 14<br>3%     | 13<br>2%   | 9<br>3%      | 9<br>3%   | 3<br>1%   | 7<br>3%                | 18<br>3%    | 9<br>2%        | 25<br>2%       |
| Petrol prices/Fuel                                        | <b>26</b><br>3%<br>hkp | 17<br>3%    | 9<br>2%            | 7<br>6%<br>zhk            | 3<br>2%      | 4<br>2%      | 10<br>6%<br>hk | 2<br>1%      | 1<br>*     | 10<br>4%<br>hk        | 13<br>4%<br>hk | 3<br>1%    | 14<br>3%     | 13<br>2%   | 4<br>2%      | 5<br>2%   | 3<br>2%   | 14<br>6%<br>zlp        | 9<br>2%     | 17<br>4%       | 18<br>2%       |
| Privatisation                                             | <b>24</b><br><b>2%</b> | 8<br>2%     | 15<br>3%           | 10<br>8%<br>zef<br>hjk    | 5<br>3%      | 2<br>1%      | 1<br>1%        | 4<br>2%      | 2<br>1%    | 15<br>5%<br>zfh<br>jk | 3<br>1%        | 5<br>1%    | 17<br>4%     | 6<br>1%    | 9<br>3%      | 6<br>2%   | 5<br>2%   | 4<br>2%                | 15<br>3%    | 9<br>2%        | 25<br>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  
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## ISSUES INDEX NOVEMBER 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<br>(z)                 | SEX         |                    | AGE                             |                      |              |              |              |            |                              |              |            |              |            | SOCIAL GRADE |           |                      |           |             |             | UNWTD<br>TOTAL |
|------------------------------------------------------------------|------------------------------|-------------|--------------------|---------------------------------|----------------------|--------------|--------------|--------------|------------|------------------------------|--------------|------------|--------------|------------|--------------|-----------|----------------------|-----------|-------------|-------------|----------------|
|                                                                  |                              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)                    | 25-34<br>(d)         | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)                 | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n)            | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                           | <b>1010</b>                  | 503         | 507                | 150                             | 151                  | 146          | 131          | 162          | 270        | 301                          | 277          | 432        | 447          | 563        | 263          | 400       | 173                  | 174       | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                             | <b>981</b>                   | 483         | 498                | 121                             | 166                  | 152          | 169*         | 147*         | 226        | 287                          | 322          | 372        | 439          | 541        | 264          | 282       | 202                  | 232       | 546         | 434         | 1010           |
|                                                                  | <b>100%</b>                  | 49%         | 51%                | 12%                             | 17%                  | 16%          | 17%*         | 15%*         | 23%        | 29%                          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%                  | 24%       | 56%         | 44%         | 103%           |
| Pound/Exchange rate/Value of pound                               | <b>18</b><br>2% <sup>k</sup> | 9<br>2%     | 9<br>2%            | 7<br>6% <sup>z</sup><br>hjk     | 6<br>3% <sup>k</sup> | 1<br>1%      | 2<br>1%      | 1<br>1%      | 1<br>*     | 13<br>4% <sup>zhj</sup><br>k | 3<br>1%      | 2<br>1%    | 13<br>3%     | 4<br>1%    | 4<br>1%      | 7<br>2%   | 2<br>1%              | 5<br>2%   | 10<br>2%    | 8<br>2%     | 19<br>2%       |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                  | <b>16</b><br>2%              | 6<br>1%     | 10<br>2%           | 7<br>6% <sup>zeh</sup><br>ijk   | 2<br>1%              | -            | 3<br>2%      | 3<br>2%      | 2<br>1%    | 9<br>3%                      | 3<br>1%      | 5<br>1%    | 9<br>2%      | 7<br>1%    | 2<br>1%      | 5<br>2%   | 3<br>1%              | 5<br>2%   | 8<br>1%     | 8<br>2%     | 15<br>1%       |
| Animal welfare                                                   | <b>15</b><br>2% <sup>p</sup> | 5<br>1%     | 10<br>2%           | 3<br>3% <sup>j</sup>            | 6<br>3% <sup>j</sup> | -            | -            | 3<br>2%      | 4<br>2%    | 9<br>3% <sup>zj</sup>        | -            | 6<br>2%    | 9<br>2%      | 6<br>1%    | *<br>*       | 5<br>2%   | 7<br>3% <sup>l</sup> | 3<br>1%   | 5<br>1%     | 10<br>2%    | 14<br>1%       |
| Countryside/Rural life                                           | <b>14</b><br>1%              | 7<br>1%     | 7<br>1%            | 2<br>1%                         | 5<br>3%              | 2<br>1%      | -            | 2<br>1%      | 4<br>2%    | 7<br>2%                      | 2<br>*       | 6<br>2%    | 8<br>2%      | 6<br>1%    | 4<br>1%      | 5<br>2%   | 5<br>3%              | 1<br>*    | 8<br>2%     | 6<br>1%     | 15<br>1%       |
| Scottish/Welsh assembly/<br>Devolution/<br>Constitutional reform | <b>7</b><br>1%               | 3<br>1%     | 4<br>1%            | 1<br>1%                         | -                    | -            | 3<br>2%      | 1<br>1%      | 1<br>1%    | 1<br>*                       | 3<br>1%      | 3<br>1%    | 1<br>*       | 6<br>1%    | 3<br>1%      | 4<br>1%   | 1<br>1%              | -         | 6<br>1%     | 1<br>*      | 11<br>1%       |
| Trade unions/<br>Strikes                                         | <b>6</b><br>1%               | 1<br>*      | 5<br>1%            | 5<br>4% <sup>zdf</sup><br>ghijk | -                    | 1<br>1%      | -            | -            | 1<br>*     | 5<br>2%                      | 1<br>*       | 1<br>*     | 5<br>1%      | 1<br>*     | -            | 2<br>1%   | 1<br>*               | 3<br>1%   | 2<br>*      | 4<br>1%     | 7<br>1%        |
| Foot and mouth outbreak/Farming crisis                           | <b>6</b><br>1%               | 2<br>*      | 4<br>1%            | 1<br>1%                         | 1<br>*               | 2<br>1%      | -            | 3<br>2%      | -          | 1<br>*                       | 2<br>*       | 3<br>1%    | 3<br>1%      | 3<br>1%    | 2<br>1%      | 1<br>*    | 2<br>1%              | 1<br>1%   | 2<br>*      | 3<br>1%     | 5<br>*         |
| Northern Ireland                                                 | <b>5</b><br>1%               | 2<br>*      | 3<br>1%            | 1<br>1%                         | -                    | 1<br>*       | 1<br>1%      | -            | 2<br>1%    | 1<br>*                       | 2<br>*       | 2<br>1%    | 2<br>*       | 3<br>1%    | 2<br>1%      | 2<br>1%   | -                    | 1<br>*    | 4<br>1%     | 1<br>*      | 7<br>1%        |
| Median                                                           | <b>2</b>                     | 2           | 2                  | 2                               | 2                    | 2            | 2            | 3            | 2          | 2                            | 2            | 2          | 2            | 2          | 3            | 2         | 2                    | 2         | 3           | 2           | 2              |
| Bird flu/Pandemic flu/Swine flu/<br>Ebola                        | <b>2</b><br>*                | 1<br>*      | 1<br>*             | 1<br>1%                         | -                    | -            | -            | 1<br>1%      | -          | 1<br>*                       | -            | 1<br>*     | 1<br>*       | 1<br>*     | *<br>*       | 1<br>*    | -                    | -         | 2<br>*      | -           | 3<br>*         |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORi (JN Q218)

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

|                            | TOTAL<br>(z)           | SEX         |                    | AGE                   |                         |                      |                 |              |                 |                         |                 |            |              |            | SOCIAL GRADE  |                 |                 |                |               |                      | UNWTD<br>TOTAL |
|----------------------------|------------------------|-------------|--------------------|-----------------------|-------------------------|----------------------|-----------------|--------------|-----------------|-------------------------|-----------------|------------|--------------|------------|---------------|-----------------|-----------------|----------------|---------------|----------------------|----------------|
|                            |                        | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)          | 25-34<br>(d)            | 35-44<br>(e)         | 45-54<br>(f)    | 55-64<br>(g) | 65+<br>(h)      | 18-34<br>(i)            | 35-54<br>(j)    | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)     | C1<br>(m)       | C2<br>(n)       | DE<br>(o)      | ABC1<br>(p)   | C2DE<br>(q)          |                |
| UNWEIGHTED BASE            | 1010                   | 503         | 507                | 150                   | 151                     | 146                  | 131             | 162          | 270             | 301                     | 277             | 432        | 447          | 563        | 263           | 400             | 173             | 174            | 663           | 347                  | 1010           |
| WEIGHTED BASE              | 981                    | 483         | 498                | 121                   | 166                     | 152                  | 169*            | 147*         | 226             | 287                     | 322             | 372        | 439          | 541        | 264           | 282             | 202             | 232            | 546           | 434                  | 1010           |
|                            | 100%                   | 49%         | 51%                | 12%                   | 17%                     | 16%                  | 17%*            | 15%*         | 23%             | 29%                     | 33%             | 38%        | 45%          | 55%        | 27%           | 29%             | 21%             | 24%            | 56%           | 44%                  | 103%           |
| AIDS                       | 2<br>*                 | 1<br>*      | 1<br>*             | 1<br>1%               | 1<br>1%                 | -<br>-               | -<br>-          | -<br>-       | -<br>-          | 2<br>1%                 | -<br>-          | -<br>-     | 2<br>*       | -<br>-     | 1<br>*        | 1<br>*          | -<br>-          | -<br>-         | 2<br>*        | -<br>-               | 2<br>*         |
| Other                      | 33<br>3%               | 19<br>4%    | 14<br>3%           | 3<br>3%               | 8<br>5%                 | 3<br>2%              | 6<br>4%         | 4<br>3%      | 8<br>3%         | 11<br>4%                | 9<br>3%         | 12<br>3%   | 15<br>3%     | 18<br>3%   | 15<br>6%      | 9<br>3%         | 4<br>2%         | 6<br>3%        | 24<br>4%z     | 10<br>2%             | 42<br>4%       |
| MEAN NUMBER OF<br>MENTIONS | 3.49n                  | 3.44        | 3.54               | 4.58z<br>dehij<br>k   | 3.14                    | 3.36                 | 3.63            | 3.50         | 3.16            | 3.75d                   | 3.50            | 3.29       | 3.61         | 3.40       | 4.01z<br>mnpq | 3.40            | 2.97            | 3.48           | 3.69z<br>mnq  | 3.24                 | 3.49           |
| STANDARD ERROR             | 0.09                   | 0.11        | 0.14               | 0.46                  | 0.19                    | 0.15                 | 0.22            | 0.16         | 0.10            | 0.24                    | 0.13            | 0.09       | 0.17         | 0.09       | 0.16          | 0.13            | 0.12            | 0.29           | 0.10          | 0.16                 | 0.08           |
| ERROR VARIANCE             | 0.01                   | 0.01        | 0.02               | 0.22                  | 0.04                    | 0.02                 | 0.05            | 0.02         | 0.01            | 0.06                    | 0.02            | 0.01       | 0.03         | 0.01       | 0.03          | 0.02            | 0.01            | 0.09           | 0.01          | 0.03                 | 0.01           |
| Don't know                 | 119<br>12%<br>fj<br>lp | 55<br>11%   | 64<br>13%          | 21<br>18%<br>ef<br>gj | 36<br>21%<br>zef<br>gjk | 13<br>8%             | 9<br>5%         | 10<br>7%     | 30<br>13%<br>fj | 57<br>20%<br>zef<br>gjk | 22<br>7%        | 40<br>11%  | 70<br>16%    | 49<br>9%   | 16<br>6%      | 34<br>12%<br>lp | 35<br>17%<br>lp | 34<br>14%<br>l | 50<br>9%<br>l | 69<br>16%<br>zl<br>p | 116<br>11%     |
| Personal finances<br>(NET) | 235<br>24%<br>hk       | 108<br>22%  | 128<br>26%         | 36<br>29%<br>hk       | 53<br>32%<br>zg<br>hk   | 38<br>25%<br>hk<br>k | 53<br>32%<br>gh | 26<br>18%    | 29<br>13%       | 89<br>31%<br>zg<br>hk   | 92<br>28%<br>hk | 55<br>15%  | 127<br>29%   | 108<br>20% | 63<br>24%     | 65<br>23%       | 44<br>22%       | 64<br>27%      | 128<br>23%    | 107<br>25%           | 246<br>24%     |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



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

|                                                                                 | TOTAL<br>(z)                         | GOVERNMENT OFFICE REGION  |              |                              |                                       |                                       |                                       |                              |                              |                                       |                                     |                                     | TENURE                         |                               |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------------------|---------------------------|--------------|------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|------------------------------|------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|--------------------------------|-------------------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                                 |                                      | ENG<br>LAND<br>(a)        | WALES<br>(b) | SCOT<br>LAND<br>(c)          | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g)          | SOUTH<br>INCL.<br>GL<br>(h)  | GL<br>(i)                             | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)                   | MORT<br>GAGED<br>(m)          | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>                          | 863                       | 53           | 94                           | 329                                   | 235                                   | 330                                   | 277                          | 351                          | 152                                   | 268                                 | 116                                 | 341                            | 243                           | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>                           | 844                       | 50*          | 87*                          | 320                                   | 233                                   | 298                                   | 249                          | 363                          | 133*                                  | 274                                 | 141*                                | 333                            | 299                           | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                                 | <b>100%</b>                          | 86%                       | 5%*          | 9%*                          | 33%                                   | 24%                                   | 30%                                   | 25%                          | 37%                          | 14%*                                  | 28%                                 | 14%*                                | 34%                            | 31%                           | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>558</b><br>57% <sub>nq</sub>      | 483<br>57%                | 27<br>54%    | 48<br>55%                    | 193<br>60%                            | 145<br>62%                            | 162<br>54%                            | 135<br>54%                   | 204<br>56%                   | 71<br>53%                             | 147<br>54%                          | 76<br>54%                           | 219<br>66% <sub>zn</sub><br>oq | 170<br>57% <sub>n</sub>       | 51<br>42%                           | 111<br>55% <sub>n</sub>          | 388<br>61% <sub>zn</sub><br>q  | 161<br>50% <sub>n</sub>    | 575<br>57%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>531</b><br>54% <sub>nq</sub>      | 448<br>53%                | 28<br>56%    | 55<br>63%                    | 187<br>58%                            | 132<br>57%                            | 153<br>51%                            | 126<br>50%                   | 190<br>52%                   | 62<br>47%                             | 140<br>51%                          | 78<br>55%                           | 197<br>59% <sub>nq</sub>       | 168<br>56% <sub>n</sub>       | 51<br>43%                           | 103<br>51%                       | 366<br>58% <sub>zn</sub><br>q  | 154<br>48%                 | 548<br>54%     |
| Education/Schools                                                               | <b>207</b><br>21% <sub>nq</sub>      | 187<br>22%                | 9<br>19%     | 11<br>13%                    | 59<br>19%                             | 48<br>21%                             | 56<br>19%                             | 47<br>19%                    | 91<br>25%                    | 43<br>32% <sub>za</sub><br>cdefg      | 72<br>26% <sub>c</sub>              | 29<br>21%                           | 78<br>23% <sub>nq</sub>        | 80<br>27% <sub>zn</sub><br>oq | 13<br>11%                           | 33<br>16%                        | 157<br>25% <sub>zn</sub><br>oq | 46<br>14%                  | 239<br>24%     |
| Economy/Economic<br>situation                                                   | <b>188</b><br>19% <sub>fn</sub><br>q | 171<br>20% <sub>zfg</sub> | 4<br>8%      | 12<br>14%                    | 66<br>21%                             | 54<br>23% <sub>f</sub>                | 42<br>14%                             | 38<br>15%                    | 80<br>22% <sub>f</sub>       | 38<br>28% <sub>za</sub><br>bfgjk      | 60<br>22% <sub>f</sub>              | 23<br>16%                           | 59<br>18% <sub>n</sub>         | 78<br>26% <sub>znq</sub>      | 9<br>7%                             | 37<br>18% <sub>nq</sub>          | 137<br>22% <sub>ln</sub><br>q  | 46<br>14% <sub>n</sub>     | 188<br>19%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>175</b><br>18% <sub>k</sub>       | 161<br>19% <sub>zk</sub>  | 5<br>11%     | 8<br>9%                      | 52<br>16%                             | 43<br>19%                             | 63<br>21% <sub>k</sub>                | 57<br>23% <sub>zc</sub><br>k | 61<br>17% <sub>k</sub>       | 38<br>29% <sub>za</sub><br>bcdhj<br>k | 52<br>19% <sub>k</sub>              | 14<br>10%                           | 66<br>20%                      | 50<br>17%                     | 18<br>15%                           | 38<br>19%                        | 116<br>18%                     | 56<br>17%                  | 185<br>18%     |
| Poverty/Inequality                                                              | <b>162</b><br>16% <sub>fg</sub>      | 136<br>16% <sub>fg</sub>  | 5<br>11%     | 21<br>24% <sub>fg</sub><br>k | 70<br>22% <sub>za</sub><br>fgk        | 49<br>21% <sub>fg</sub><br>k          | 30<br>10%                             | 24<br>10%                    | 62<br>17% <sub>fg</sub><br>k | 37<br>28% <sub>za</sub><br>fghjk      | 51<br>18% <sub>fg</sub><br>k        | 14<br>10%                           | 52<br>15%                      | 50<br>17%                     | 23<br>19%                           | 34<br>17%                        | 102<br>16%                     | 57<br>18%                  | 169<br>17%     |
| Housing                                                                         | <b>150</b><br>15% <sub>fg</sub>      | 135<br>16% <sub>fg</sub>  | 6<br>12%     | 9<br>11%                     | 48<br>15%                             | 39<br>17%                             | 33<br>11%                             | 27<br>11%                    | 69<br>19% <sub>zf</sub><br>g | 34<br>26% <sub>za</sub><br>cdfgh      | 54<br>20% <sub>fg</sub>             | 20<br>14%                           | 42<br>13%                      | 50<br>17%                     | 20<br>17%                           | 31<br>15%                        | 92<br>15%                      | 51<br>16%                  | 149<br>15%     |
| Pollution/<br>Environment                                                       | <b>142</b><br>15% <sub>nq</sub>      | 133<br>16% <sub>zf</sub>  | 4<br>8%      | 6<br>7%                      | 49<br>15% <sub>c</sub>                | 43<br>18% <sub>cd</sub>               | 33<br>11%                             | 30<br>12%                    | 61<br>17%                    | 25<br>19%                             | 47<br>17%                           | 22<br>16%                           | 54<br>16% <sub>n</sub>         | 52<br>17% <sub>nq</sub>       | 5<br>5%                             | 28<br>14% <sub>nq</sub>          | 106<br>17% <sub>nq</sub>       | 34<br>10% <sub>n</sub>     | 168<br>17%     |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z)     | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                       |                                     |                                     | TENURE           |                      |                                     |                                  |                                |                            |            | UNWTD<br>TOTAL |
|---------------------------------------------------------------|------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------|-------------------------------------|-------------------------------------|------------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|------------|----------------|
|                                                               |                  | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)             | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)     | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |            |                |
| UNWEIGHTED BASE                                               | 1010             | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                   | 268                                 | 116                                 | 341              | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010       |                |
| WEIGHTED BASE                                                 | 981              | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                  | 274                                 | 141*                                | 333              | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010       |                |
|                                                               | 100%             | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                  | 28%                                 | 14%*                                | 34%              | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%       |                |
| Immigration/<br>immigrants                                    | 125<br>13%       | 107<br>13%               | 6<br>13%     | 11<br>13%           | 36<br>11%                             | 25<br>11%                             | 36<br>12%                             | 29<br>12%           | 53<br>15%                   | 23<br>18%             | 42<br>15%                           | 19<br>13%                           | 57<br>17%zo      | 31<br>10%            | 17<br>14%                           | 20<br>10%                        | 88<br>14%                      | 37<br>11%                  | 117<br>12% |                |
| Lack of faith in<br>politics /<br>politicians /<br>government | 120<br>12%oq     | 107<br>13%               | 4<br>9%      | 9<br>11%            | 40<br>12%                             | 31<br>13%                             | 28<br>9%                              | 24<br>9%            | 52<br>14%                   | 22<br>17%             | 41<br>15%                           | 19<br>13%                           | 46<br>14%q       | 45<br>15%oq          | 10<br>8%                            | 16<br>8%                         | 91<br>14%oq                    | 26<br>8%                   | 113<br>11% |                |
| Ageing population/<br>Social care for<br>the elderly          | 95<br>10%no<br>q | 83<br>10%                | 6<br>12%     | 6<br>7%             | 26<br>8%                              | 20<br>9%                              | 30<br>10%                             | 23<br>9%            | 39<br>11%                   | 12<br>9%              | 28<br>10%                           | 16<br>12%                           | 43<br>13%no<br>q | 33<br>11%q           | 5<br>5%                             | 11<br>6%                         | 76<br>12%zno<br>q              | 17<br>5%                   | 93<br>9%   |                |
| Public services in<br>general                                 | 92<br>9%         | 85<br>10%                | 2<br>4%      | 5<br>6%             | 30<br>10%                             | 26<br>11%                             | 25<br>8%                              | 23<br>9%            | 36<br>10%                   | 12<br>9%              | 27<br>10%                           | 15<br>10%                           | 32<br>10%        | 35<br>12%            | 9<br>7%                             | 15<br>8%                         | 67<br>11%                      | 24<br>8%                   | 101<br>10% |                |
| Low pay/Minimum<br>wage/Fair wages                            | 75<br>8%fgl      | 69<br>8%fgk              | 2<br>4%      | 4<br>5%             | 35<br>11%zf<br>gk                     | 31<br>13%zaf<br>gk                    | 13<br>4%                              | 11<br>5%            | 27<br>7%k                   | 16<br>12%fgj<br>k     | 20<br>7%k                           | 4<br>3%                             | 13<br>4%         | 31<br>11%lp          | 7<br>6%                             | 24<br>12%zl                      | 44<br>7%l                      | 31<br>10%l                 | 76<br>8%   |                |
| Drug abuse                                                    | 70<br>7%         | 67<br>8%                 | 1<br>1%      | 3<br>3%             | 20<br>6%                              | 17<br>7%                              | 23<br>8%                              | 23<br>9%            | 27<br>8%                    | 14<br>11%             | 20<br>7%                            | 6<br>4%                             | 23<br>7%         | 26<br>9%             | 8<br>7%                             | 13<br>6%                         | 49<br>8%                       | 21<br>7%                   | 61<br>6%   |                |
| Unemployment/<br>Factory closure/<br>Lack of industry         | 67<br>7%g        | 54<br>6%g                | 7<br>15%fg   | 6<br>7%             | 22<br>7%                              | 16<br>7%                              | 15<br>5%g                             | 8<br>3%             | 30<br>8%g                   | 10<br>8%              | 24<br>9%g                           | 13<br>9%g                           | 22<br>7%         | 28<br>9%             | 7<br>5%                             | 9<br>4%                          | 50<br>8%                       | 16<br>5%                   | 73<br>7%   |                |
| Inflation/Prices                                              | 57<br>6%l        | 54<br>6%                 | 1<br>1%      | 2<br>2%             | 20<br>6%                              | 18<br>8%                              | 13<br>4%                              | 13<br>5%            | 24<br>7%k                   | 17<br>13%zac<br>fghjk | 20<br>7%k                           | 3<br>2%                             | 7<br>2%          | 22<br>7%lp           | 5<br>4%                             | 23<br>12%zln<br>p                | 29<br>5%l                      | 28<br>9%zln<br>p           | 51<br>5%   |                |
| Transport/Public<br>transport                                 | 53<br>5%         | 50<br>6%                 | 2<br>3%      | 1<br>1%             | 14<br>4%                              | 13<br>6%                              | 13<br>4%                              | 11<br>5%            | 26<br>7%                    | 11<br>8%              | 22<br>8%                            | 11<br>7%                            | 27<br>8%z        | 13<br>4%             | 5<br>4%                             | 8<br>4%                          | 40<br>6%                       | 13<br>4%                   | 57<br>6%   |                |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
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**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                     | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                             |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                     |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                   | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                     | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                         | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                       | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                        | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                     | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                        | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Pensions/Social security/Benefits                   | 49<br>5%k    | 40<br>5%k                | 2<br>3%      | 7<br>8%k            | 23<br>7%jk                            | 15<br>7%k                             | 14<br>5%k                             | 12<br>5%k           | 12<br>3%                    | 7<br>5%jk                   | 7<br>3%                             | -                                   | 18<br>5%     | 13<br>4%             | 11<br>9%                            | 7<br>4%                          | 31<br>5%                       | 18<br>5%                   | 52<br>5%       |
| Defence/Foreign affairs/International terrorism     | 45<br>5%o    | 43<br>5%                 | *<br>1%      | 2<br>2%             | 13<br>4%                              | 11<br>5%                              | 13<br>4%                              | 12<br>5%            | 19<br>5%                    | 10<br>8%                    | 15<br>5%                            | 5<br>3%                             | 18<br>5%     | 17<br>6%             | 6<br>5%                             | 4<br>2%                          | 36<br>6%                       | 9<br>3%                    | 48<br>5%       |
| Taxation                                            | 34<br>3%fq   | 31<br>4%f                | -<br>-       | 3<br>4%             | 9<br>3%                               | 6<br>2%                               | 4<br>1%                               | 4<br>2%             | 21<br>6%za<br>fg            | 13<br>10%zad<br>efg         | 18<br>7%zaf<br>g                    | 5<br>3%                             | 15<br>5%     | 11<br>4%             | 1<br>1%                             | 4<br>2%                          | 26<br>4%                       | 6<br>2%                    | 39<br>4%       |
| Local government/ Council tax                       | 29<br>3%     | 27<br>3%f                | -<br>-       | 1<br>2%             | 13<br>4%                              | 12<br>5%f                             | 4<br>1%                               | 4<br>1%             | 12<br>3%                    | 10<br>8%zaf<br>ghjk         | 11<br>4%k                           | 1<br>1%                             | 8<br>2%      | 13<br>4%             | 3<br>3%                             | 5<br>2%                          | 21<br>3%                       | 8<br>3%                    | 24<br>2%       |
| Race relations                                      | 29<br>3%     | 28<br>3%                 | -<br>-       | *<br>1%             | 6<br>2%                               | 5<br>2%                               | 6<br>2%                               | 6<br>2%             | 17<br>5%                    | 14<br>10%zac<br>defghj<br>k | 17<br>6%zad<br>fk                   | 3<br>2%                             | 9<br>3%      | 10<br>3%             | 2<br>1%                             | 9<br>4%                          | 18<br>3%                       | 10<br>3%                   | 33<br>3%       |
| Morality/ Individual behaviour/ Lifestyle           | 28<br>3%hq   | 26<br>3%h                | *<br>1%      | 1<br>2%             | 18<br>6%zaf<br>hjk                    | 16<br>7%zaf<br>ghjk                   | 5<br>2%                               | 5<br>2%             | 5<br>1%                     | 5<br>3%                     | 5<br>2%                             | -<br>-                              | 14<br>4%q    | 10<br>3%             | 1<br>1%                             | 2<br>1%                          | 24<br>4%q                      | 3<br>1%                    | 22<br>2%       |
| Nationalisation/ Government control of institutions | 27<br>3%     | 25<br>3%                 | -<br>-       | 2<br>3%             | 8<br>3%                               | 6<br>3%                               | 6<br>2%                               | 6<br>2%             | 13<br>4%                    | 7<br>5%                     | 10<br>4%                            | 3<br>2%                             | 11<br>3%     | 7<br>2%              | 3<br>2%                             | 6<br>3%                          | 18<br>3%                       | 9<br>3%                    | 24<br>2%       |
| Population levels/ Overpopulation                   | 27<br>3%oq   | 27<br>3%                 | -<br>-       | -<br>-              | 5<br>1%                               | 5<br>2%                               | 7<br>2%                               | 7<br>3%             | 16<br>4%j                   | 5<br>4%                     | 8<br>3%                             | 3<br>2%                             | 16<br>5%zoq  | 8<br>3%              | 2<br>2%                             | 1<br>*                           | 24<br>4%oq                     | 3<br>1%                    | 25<br>2%       |

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

Respondent type : GB Adults 18+  
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|                                                                        | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                      |                                       |                                       |                                       |                     |                             |                      |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------------|--------------|----------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|----------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c)  | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)            | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 863                      | 53           | 94                   | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                  | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 844                      | 50*          | 87*                  | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                 | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | <b>100%</b>  | 86%                      | 5%*          | 9%*                  | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                 | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Petrol prices/Fuel                                                     | <b>26</b>    | 25                       | -            | 2                    | 12                                    | 10                                    | 3                                     | 3                   | 11                          | 5                    | 7                                   | 2                                   | 7            | 16                   | 2                                   | 2                                | 22                             | 4                          | 18             |
|                                                                        | 3%q          | 3%f                      | -            | 2%                   | 4%                                    | 4%f                                   | 1%                                    | 1%                  | 3%                          | 4%                   | 3%                                  | 1%                                  | 2%           | 5%zoq                | 2%                                  | 1%                               | 4%l                            | 1%                         | 2%             |
| Privatisation                                                          | <b>24</b>    | 23                       | -            | *                    | 3                                     | 3                                     | 7                                     | 7                   | 13                          | 10                   | 11                                  | 1                                   | 9            | 5                    | -                                   | 7                                | 14                             | 7                          | 25             |
|                                                                        | 2%           | 3%                       | -            | 1%                   | 1%                                    | 1%                                    | 2%                                    | 3%                  | 4%                          | 7%zad<br>efhjk       | 4%dk                                | 1%                                  | 3%           | 2%                   | -                                   | 3%                               | 2%                             | 2%                         | 2%             |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>18</b>    | 18                       | -            | *                    | 1                                     | 1                                     | 3                                     | 3                   | 14                          | 11                   | 13                                  | 2                                   | 6            | 6                    | -                                   | 6                                | 12                             | 6                          | 19             |
|                                                                        | 2%d          | 2%de                     | -            | *                    | *                                     | *                                     | 1%                                    | 1%                  | 4%zad<br>ef                 | 8%zac<br>defgh<br>jk | 5%zad<br>efgk                       | 2%                                  | 2%           | 2%                   | -                                   | 3%                               | 2%                             | 2%                         | 2%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>16</b>    | 14                       | -            | 2                    | 6                                     | 4                                     | 2                                     | 2                   | 8                           | 7                    | 7                                   | *                                   | 7            | 2                    | 3                                   | 4                                | 9                              | 7                          | 15             |
|                                                                        | 2%           | 2%                       | -            | 2%                   | 2%                                    | 2%                                    | 1%                                    | 1%                  | 2%                          | 5%zaf<br>gh          | 3%k                                 | *                                   | 2%           | 1%                   | 3%                                  | 2%                               | 1%                             | 2%                         | 1%             |
| Animal welfare                                                         | <b>15</b>    | 14                       | 1            | -                    | 2                                     | 2                                     | 5                                     | 4                   | 8                           | 1                    | 1                                   | -                                   | 5            | 7                    | 1                                   | 3                                | 12                             | 4                          | 14             |
|                                                                        | 2%           | 2%                       | 2%           | -                    | 1%                                    | 1%                                    | 2%                                    | 2%                  | 2%j                         | 1%                   | *                                   | -                                   | 1%           | 2%                   | 1%                                  | 1%                               | 2%                             | 1%                         | 1%             |
| Countryside/Rural<br>life                                              | <b>14</b>    | 14                       | -            | *                    | 1                                     | 1                                     | 7                                     | 7                   | 7                           | 1                    | 4                                   | 2                                   | 5            | 5                    | 3                                   | 1                                | 10                             | 4                          | 15             |
|                                                                        | 1%           | 2%                       | -            | 1%                   | *                                     | *                                     | 2%                                    | 3%d                 | 2%                          | 1%                   | 1%                                  | 2%                                  | 2%           | 2%                   | 3%                                  | 1%                               | 2%                             | 1%                         | 1%             |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>7</b>     | 2                        | *            | 5                    | 5                                     | -                                     | 2                                     | 2                   | 1                           | -                    | -                                   | -                                   | 4            | 2                    | *                                   | 1                                | 6                              | 1                          | 11             |
|                                                                        | 1%a          | *                        | 1%           | 6%zad<br>efghi<br>jk | 2%a                                   | -                                     | 1%                                    | 1%                  | *                           | -                    | -                                   | -                                   | 1%           | 1%                   | *                                   | 1%                               | 1%                             | *                          | 1%             |
| Trade unions/<br>Strikes                                               | <b>6</b>     | 5                        | -            | 1                    | 2                                     | 1                                     | 1                                     | 1                   | 4                           | 3                    | 4                                   | *                                   | 4            | 1                    | -                                   | 2                                | 5                              | 2                          | 7              |
|                                                                        | 1%           | 1%                       | -            | 1%                   | 1%                                    | *                                     | *                                     | *                   | 1%                          | 3%za                 | 1%                                  | *                                   | 1%           | *                    | -                                   | 1%                               | 1%                             | *                          | 1%             |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>6</b>     | 6                        | -            | -                    | -                                     | -                                     | 4                                     | 4                   | 2                           | 1                    | 2                                   | 2                                   | 3            | -                    | 1                                   | 1                                | 3                              | 3                          | 5              |
|                                                                        | 1%           | 1%                       | -            | -                    | -                                     | -                                     | 1%                                    | 1%                  | 1%                          | *                    | 1%                                  | 1%                                  | 1%           | -                    | 1%                                  | 1%                               | 1%                             | 1%                         | *              |

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|                                              | TOTAL<br>(z)                      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                          |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|----------------------------------------------|-----------------------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|--------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                              |                                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                       | <b>1010</b>                       | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                      | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                         | <b>981</b>                        | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                     | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                              | <b>100%</b>                       | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                     | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Northern Ireland                             | <b>5</b><br><b>1%</b>             | 4<br>*                   | 1<br>2%      | *<br>1%             | 1<br>*                                | *<br>*                                | 2<br>1%                               | 1<br>*              | 3<br>1%                     | 1<br>1%                  | 1<br>*                              | -<br>-                              | 1<br>*       | 1<br>*               | 1<br>1%                             | 2<br>1%                          | 2<br>*                         | 3<br>1%                    | 7<br>1%        |
| Median                                       | <b>2</b>                          | 2                        | 2            | 2                   | 3                                     | 3                                     | 2                                     | 2                   | 2                           | 2                        | 2                                   | 2                                   | 3            | 2                    | 2                                   | 2                                | 3                              | 2                          | 2              |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | <b>2</b><br><b>*</b>              | 2<br>*                   | -            | -                   | -                                     | -                                     | 1<br>*                                | 1<br>*              | 1<br>*                      | -                        | -                                   | -                                   | 1<br>*       | *                    | -                                   | 1<br>*                           | 1<br>*                         | 1<br>*                     | 3<br>*         |
| AIDS                                         | <b>2</b><br><b>*</b>              | 2<br>*                   | -            | -                   | -                                     | -                                     | 1<br>*                                | 1<br>*              | 1<br>*                      | 1<br>1%                  | 1<br>*                              | -                                   | -            | -                    | -                                   | 2<br>1%p                         | -                              | 2<br>1%                    | 2<br>*         |
| Other                                        | <b>33</b><br><b>3%</b>            | 30<br>4%                 | 2<br>5%      | 1<br>1%             | 12<br>4%                              | 11<br>5%                              | 10<br>3%                              | 7<br>3%             | 11<br>3%                    | 1<br>1%                  | 11<br>4%i                           | 10<br>7%hi                          | 13<br>4%     | 11<br>4%             | 4<br>3%                             | 5<br>2%                          | 24<br>4%                       | 9<br>3%                    | 42<br>4%       |
| MEAN NUMBER OF<br>MENTIONS                   | 3.49f<br>gnq                      | 3.59z<br>fg              | 2.68         | 3.02                | 3.58b<br>cf                           | 3.78b<br>cdfgk                        | 3.06                                  | 3.13                | 3.78f<br>gk                 | 4.59z<br>abcdf<br>ghjk   | 3.82f<br>gk                         | 3.10                                | 3.73n<br>q   | 3.80n<br>q           | 2.78                                | 3.23                             | 3.76z<br>nq                    | 3.06                       | 3.49           |
| STANDARD ERROR                               | <b>0.09</b>                       | 0.10                     | 0.17         | 0.15                | 0.12                                  | 0.16                                  | 0.12                                  | 0.14                | 0.19                        | 0.41                     | 0.24                                | 0.17                                | 0.17         | 0.17                 | 0.12                                | 0.19                             | 0.12                           | 0.13                       | 0.08           |
| ERROR VARIANCE                               | <b>0.01</b>                       | 0.01                     | 0.03         | 0.02                | 0.02                                  | 0.03                                  | 0.01                                  | 0.02                | 0.04                        | 0.17                     | 0.06                                | 0.03                                | 0.03         | 0.03                 | 0.02                                | 0.04                             | 0.01                           | 0.02                       | 0.01           |
| Don't know                                   | <b>119</b><br><b>12%p</b>         | 97<br>12%                | 7<br>13%     | 15<br>17%           | 38<br>12%                             | 23<br>10%                             | 40<br>13%                             | 33<br>13%           | 41<br>11%                   | 10<br>8%                 | 29<br>11%                           | 19<br>14%                           | 29<br>9%     | 31<br>10%            | 26<br>22%zl<br>mopq                 | 24<br>12%                        | 59<br>9%                       | 50<br>16%zl<br>op          | 116<br>11%     |
| Personal finances<br>(NET)                   | <b>235</b><br><b>24%fg<br/>kl</b> | 204<br>24%fg<br>k        | 7<br>15%     | 24<br>27%           | 93<br>29%zf<br>gk                     | 69<br>30%fg<br>k                      | 50<br>17%                             | 43<br>17%           | 92<br>25%fg<br>k            | 50<br>38%za<br>bghj<br>k | 71<br>26%fk                         | 21<br>15%                           | 64<br>19%    | 73<br>24%            | 31<br>26%                           | 65<br>32%zl<br>p                 | 137<br>22%                     | 96<br>30%zl<br>p           | 246<br>24%     |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORi (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z)             | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                                 |                          | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>              | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>               | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                                 | <b>100%</b>              | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>558</b><br><b>57%</b> | 248<br>58%          | 83<br>64%           | 228<br>53%                | 132<br>70%zg                | 116<br>53%        | 54<br>73%zg                        | 212<br>49%  | 61<br>49%             | 79<br>58%                  | 237<br>65%zl         | 147<br>55%     | 575<br>57%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>531</b><br><b>54%</b> | 228<br>54%          | 71<br>55%           | 231<br>54%                | 109<br>58%                  | 134<br>61%        | 38<br>52%                          | 209<br>49%  | 74<br>60%             | 86<br>63%                  | 207<br>57%           | 145<br>54%     | 548<br>54%     |
| Education/Schools                                                               | <b>207</b><br>21%cl      | 100<br>24%          | 31<br>24%           | 76<br>18%                 | 38<br>20%                   | 61<br>28%z        | 22<br>30%                          | 74<br>17%   | 9<br>7%               | 22<br>16%                  | 105<br>29%zl<br>m    | 70<br>26%      | 239<br>24%     |
| Economy/Economic<br>situation                                                   | <b>188</b><br>19%c       | 97<br>23%c          | 28<br>22%           | 63<br>15%                 | 30<br>16%                   | 59<br>27%zf       | 14<br>20%                          | 75<br>17%   | 19<br>16%             | 25<br>19%                  | 80<br>22%            | 66<br>25%      | 188<br>19%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>175</b><br><b>18%</b> | 86<br>20%           | 17<br>13%           | 71<br>17%                 | 44<br>23%                   | 41<br>19%         | 8<br>11%                           | 74<br>17%   | 23<br>18%             | 40<br>29%zn                | 59<br>16%            | 43<br>16%      | 185<br>18%     |
| Poverty/Inequality                                                              | <b>162</b><br>16%cf      | 78<br>18%c          | 30<br>23%c          | 53<br>12%                 | 12<br>6%                    | 65<br>30%zf       | 16<br>22%f                         | 51<br>12%   | 17<br>14%             | 28<br>21%                  | 73<br>20%            | 50<br>19%      | 169<br>17%     |
| Housing                                                                         | <b>150</b><br>15%mc      | 57<br>13%           | 31<br>24%za<br>c    | 62<br>14%                 | 24<br>13%                   | 45<br>20%         | 8<br>10%                           | 67<br>16%   | 27<br>22%mc           | 11<br>8%                   | 48<br>13%            | 52<br>20%      | 149<br>15%     |
| Pollution/<br>Environment                                                       | <b>142</b><br><b>15%</b> | 61<br>14%           | 20<br>15%           | 61<br>14%                 | 17<br>9%                    | 43<br>20%zf       | 20<br>26%zf                        | 54<br>12%   | 12<br>10%             | 15<br>11%                  | 77<br>21%zl<br>m     | 40<br>15%      | 168<br>17%     |
| Immigration/<br>immigrants                                                      | <b>125</b><br>13%al      | 40<br>9%            | 26<br>20%a          | 59<br>14%                 | 38<br>20%zgh                | 20<br>9%          | 6<br>8%                            | 50<br>12%   | 6<br>5%               | 27<br>20%zl<br>n           | 41<br>11%            | 20<br>7%       | 117<br>12%     |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 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<br>(z)  | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------|---------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                               |               | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>   | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>    | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                               | <b>100%</b>   | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>120</b>    | 52                  | 15                  | 53                        | 27                          | 25                | 13                                 | 48          | 9                     | 14                         | 56                   | 32             | 113            |
|                                                               | <b>12%</b>    | 12%                 | 12%                 | 12%                       | 15%                         | 11%               | 18%                                | 11%         | 7%                    | 10%                        | 15%                  | 12%            | 11%            |
| Ageing population/<br>Social care for<br>the elderly          | <b>95</b>     | 36                  | 18                  | 41                        | 17                          | 20                | 6                                  | 48          | 11                    | 8                          | 35                   | 20             | 93             |
|                                                               | <b>10%</b>    | 9%                  | 13%                 | 10%                       | 9%                          | 9%                | 8%                                 | 11%         | 9%                    | 6%                         | 10%                  | 7%             | 9%             |
| Public services in<br>general                                 | <b>92</b>     | 46                  | 18                  | 27                        | 11                          | 34                | 8                                  | 31          | 9                     | 7                          | 49                   | 25             | 101            |
|                                                               | 9% <b>c</b>   | 11%                 | 14% <b>c</b>        | 6%                        | 6%                          | 15% <b>z</b> f    | 11%                                | 7%          | 7%                    | 5%                         | 13% <b>z</b>         | 9%             | 10%            |
| Low pay/Minimum<br>wage/Fair wages                            | <b>75</b>     | 39                  | 18                  | 18                        | 5                           | 28                | 5                                  | 30          | 8                     | 18                         | 21                   | 37             | 76             |
|                                                               | 8% <b>c</b> f | 9% <b>c</b>         | 14% <b>z</b> c      | 4%                        | 3%                          | 13% <b>z</b> f    | 6%                                 | 7%          | 6%                    | 13% <b>n</b>               | 6%                   | 14%            | 8%             |
| Drug abuse                                                    | <b>70</b>     | 37                  | 13                  | 21                        | 7                           | 21                | 4                                  | 35          | 4                     | 20                         | 18                   | 28             | 61             |
|                                                               | 7% <b>c</b> n | 9%                  | 10%                 | 5%                        | 4%                          | 10% <b>f</b>      | 6%                                 | 8%          | 3%                    | 14% <b>z</b> ln            | 5%                   | 10%            | 6%             |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>67</b>     | 32                  | 9                   | 26                        | 7                           | 22                | 3                                  | 26          | 5                     | 8                          | 35                   | 19             | 73             |
|                                                               | 7%            | 7%                  | 7%                  | 6%                        | 4%                          | 10% <b>f</b>      | 4%                                 | 6%          | 4%                    | 6%                         | 10% <b>z</b>         | 7%             | 7%             |
| Inflation/Prices                                              | <b>57</b>     | 26                  | 7                   | 24                        | 4                           | 25                | 1                                  | 26          | 3                     | 17                         | 14                   | 32             | 51             |
|                                                               | 6% <b>f</b>   | 6%                  | 6%                  | 6%                        | 2%                          | 12% <b>z</b> fh   | 1%                                 | 6%          | 2%                    | 12% <b>z</b> ln            | 4%                   | 12%            | 5%             |
| Transport/Public<br>transport                                 | <b>53</b>     | 27                  | 11                  | 15                        | 13                          | 12                | 5                                  | 19          | 5                     | 4                          | 27                   | 17             | 57             |
|                                                               | 5% <b>c</b>   | 6%                  | 8%                  | 4%                        | 7%                          | 5%                | 7%                                 | 4%          | 4%                    | 3%                         | 8%                   | 6%             | 6%             |
| Pensions/Social<br>security/Benefits                          | <b>49</b>     | 15                  | 12                  | 21                        | 11                          | 11                | 3                                  | 14          | 8                     | 7                          | 18                   | 13             | 52             |
|                                                               | 5%            | 4%                  | 10% <b>a</b>        | 5%                        | 6%                          | 5%                | 4%                                 | 3%          | 6%                    | 5%                         | 5%                   | 5%             | 5%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism     | <b>45</b>     | 19                  | 9                   | 17                        | 10                          | 11                | 8                                  | 14          | 3                     | 12                         | 16                   | 12             | 48             |
|                                                               | 5%            | 4%                  | 7%                  | 4%                        | 5%                          | 5%                | 11% <b>z</b>                       | 3%          | 2%                    | 8%                         | 4%                   | 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  
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**ISSUES INDEX NOVEMBER 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<br>(z)          | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                       | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>           | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Taxation                                                  | <b>34</b>             | 15                  | 6                   | 13                        | 9                           | 10                | 1                                  | 10          | 1                     | 3                          | 16                   | 12             | 39             |
|                                                           | <b>3%</b>             | 3%                  | 5%                  | 3%                        | 5%                          | 5%                | 2%                                 | 2%          | 1%                    | 2%                         | 4%                   | 5%             | 4%             |
| Local government/<br>Council tax                          | <b>29</b>             | 14                  | 9                   | 6                         | 2                           | 17                | -                                  | 9           | 3                     | 10                         | 9                    | 13             | 24             |
|                                                           | <b>3%<sup>c</sup></b> | 3%                  | 7% <sup>zc</sup>    | 1%                        | 1%                          | 8% <sup>zfh</sup> | -                                  | 2%          | 2%                    | 7% <sup>zn</sup>           | 2%                   | 5%             | 2%             |
| Race relations                                            | <b>29</b>             | 13                  | 7                   | 9                         | 4                           | 9                 | 5                                  | 10          | 3                     | 7                          | 10                   | 6              | 33             |
|                                                           | <b>3%</b>             | 3%                  | 5%                  | 2%                        | 2%                          | 4%                | 6%                                 | 2%          | 3%                    | 5%                         | 3%                   | 2%             | 3%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>28</b>             | 8                   | 5                   | 14                        | 4                           | 12                | 1                                  | 9           | 3                     | 12                         | 5                    | 10             | 22             |
|                                                           | <b>3%<sup>n</sup></b> | 2%                  | 4%                  | 3%                        | 2%                          | 5%                | 2%                                 | 2%          | 2%                    | 9% <sup>zn</sup>           | 1%                   | 4%             | 2%             |
| Nationalisation/<br>Government control<br>of institutions | <b>27</b>             | 8                   | 9                   | 10                        | 6                           | 4                 | 1                                  | 15          | 4                     | 1                          | 7                    | 5              | 24             |
|                                                           | <b>3%</b>             | 2%                  | 7% <sup>zac</sup>   | 2%                        | 3%                          | 2%                | 1%                                 | 3%          | 3%                    | 1%                         | 2%                   | 2%             | 2%             |
| Population levels/<br>Overpopulation                      | <b>27</b>             | 11                  | 7                   | 9                         | 10                          | 7                 | -                                  | 9           | 3                     | -                          | 15                   | 2              | 25             |
|                                                           | <b>3%</b>             | 3%                  | 5%                  | 2%                        | 6% <sup>z</sup>             | 3%                | -                                  | 2%          | 3%                    | -                          | 4%                   | 1%             | 2%             |
| Petrol prices/Fuel                                        | <b>26</b>             | 15                  | 7                   | 4                         | 3                           | 13                | -                                  | 10          | -                     | 8                          | 8                    | 14             | 18             |
|                                                           | <b>3%<sup>c</sup></b> | 4% <sup>c</sup>     | 5% <sup>c</sup>     | 1%                        | 2%                          | 6% <sup>z</sup>   | -                                  | 2%          | -                     | 6% <sup>l</sup>            | 2%                   | 5%             | 2%             |
| Privatisation                                             | <b>24</b>             | 6                   | 11                  | 7                         | 1                           | 10                | 1                                  | 11          | 5                     | 1                          | 10                   | 3              | 25             |
|                                                           | <b>2%</b>             | 1%                  | 8% <sup>zac</sup>   | 2%                        | *                           | 5% <sup>f</sup>   | 2%                                 | 3%          | 4%                    | *                          | 3%                   | 1%             | 2%             |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>18</b>             | 8                   | 6                   | 4                         | *                           | 10                | 1                                  | 6           | 1                     | 3                          | 6                    | 5              | 19             |
|                                                           | <b>2%</b>             | 2%                  | 5% <sup>c</sup>     | 1%                        | *                           | 5% <sup>zf</sup>  | 2%                                 | 1%          | *                     | 2%                         | 2%                   | 2%             | 2%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | <b>16</b>             | 4                   | 7                   | 4                         | 1                           | 5                 | -                                  | 8           | 2                     | 2                          | 3                    | 4              | 15             |
|                                                           | <b>2%</b>             | 1%                  | 6% <sup>zac</sup>   | 1%                        | *                           | 2%                | -                                  | 2%          | 2%                    | 2%                         | 1%                   | 1%             | 1%             |

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**ISSUES INDEX NOVEMBER 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<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                  |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                           | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                             | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                  | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Animal welfare                                                   | <b>15</b>    | 5                   | 2                   | 8                         | *                           | 2                 | -                                  | 12          | 4                     | *                          | 4                    | 3              | 14             |
|                                                                  | <b>2%</b>    | 1%                  | 1%                  | 2%                        | *                           | 1%                | -                                  | 3%          | 4%                    | *                          | 1%                   | 1%             | 1%             |
| Countryside/Rural life                                           | <b>14</b>    | 9                   | 1                   | 5                         | *                           | 3                 | 4                                  | 6           | 1                     | -                          | 8                    | 1              | 15             |
|                                                                  | <b>1%</b>    | 2%                  | *                   | 1%                        | *                           | 1%                | 6%zf                               | 1%          | 1%                    | -                          | 2%                   | 1%             | 1%             |
| Scottish/Welsh assembly/<br>Devolution/<br>Constitutional reform | <b>7</b>     | -                   | 3                   | 4                         | 1                           | 2                 | -                                  | *           | *                     | 1                          | 4                    | 2              | 11             |
|                                                                  | <b>1%</b>    | -                   | 3%a                 | 1%                        | *                           | 1%                | -                                  | *           | *                     | 1%                         | 1%                   | 1%             | 1%             |
| Trade unions/<br>Strikes                                         | <b>6</b>     | 1                   | 3                   | 2                         | *                           | 4                 | 1                                  | *           | 1                     | -                          | 2                    | 1              | 7              |
|                                                                  | <b>1%</b>    | *                   | 2%                  | *                         | *                           | 2%                | 1%                                 | *           | *                     | -                          | *                    | *              | 1%             |
| Foot and mouth outbreak/Farming crisis                           | <b>6</b>     | -                   | -                   | 6                         | 2                           | 1                 | -                                  | 3           | -                     | 1                          | -                    | 1              | 5              |
|                                                                  | <b>1%</b>    | -                   | -                   | 1%za                      | 1%                          | 1%                | -                                  | 1%          | -                     | *                          | -                    | *              | *              |
| Northern Ireland                                                 | <b>5</b>     | 2                   | -                   | 3                         | 1                           | 1                 | 1                                  | 2           | *                     | 1                          | 2                    | 1              | 7              |
|                                                                  | <b>1%</b>    | *                   | -                   | 1%                        | 1%                          | *                 | 1%                                 | *           | *                     | 1%                         | *                    | *              | 1%             |
| Median                                                           | <b>2</b>     | 2                   | 3                   | 2                         | 2                           | 3                 | 2                                  | 2           | 2                     | 3                          | 3                    | 2              | 2              |
| Bird flu/Pandemic flu/Swine flu/<br>Ebola                        | <b>2</b>     | -                   | *                   | 1                         | 1                           | 1                 | -                                  | -           | -                     | -                          | *                    | -              | 3              |
|                                                                  | <b>*</b>     | -                   | *                   | *                         | 1%                          | *                 | -                                  | -           | -                     | -                          | *                    | -              | *              |
| AIDS                                                             | <b>2</b>     | -                   | 1                   | 1                         | -                           | 1                 | -                                  | 1           | -                     | -                          | 1                    | -              | 2              |
|                                                                  | <b>*</b>     | -                   | 1%                  | *                         | -                           | *                 | -                                  | *           | -                     | -                          | *                    | -              | *              |
| Other                                                            | <b>33</b>    | 11                  | 3                   | 19                        | 7                           | 6                 | 5                                  | 14          | 1                     | 6                          | 14                   | 8              | 42             |
|                                                                  | <b>3%</b>    | 3%                  | 2%                  | 4%                        | 4%                          | 3%                | 7%                                 | 3%          | 1%                    | 4%                         | 4%                   | 3%             | 4%             |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                            |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                            | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| MEAN NUMBER OF<br>MENTIONS | 3.49c        | 3.52                | 4.39z<br>ac         | 3.19                      | 3.38                        | 4.23z<br>f        | 3.59                               | 3.17        | 2.96                  | 3.78l                      | 3.70l                | 3.70           | 3.49           |
| STANDARD ERROR             | <b>0.09</b>  | 0.12                | 0.45                | 0.10                      | 0.13                        | 0.28              | 0.21                               | 0.11        | 0.14                  | 0.21                       | 0.12                 | 0.17           | 0.08           |
| ERROR VARIANCE             | <b>0.01</b>  | 0.01                | 0.20                | 0.01                      | 0.02                        | 0.08              | 0.04                               | 0.01        | 0.02                  | 0.05                       | 0.01                 | 0.03           | 0.01           |
| Don't know                 | <b>119</b>   | 40                  | 16                  | 63                        | 24                          | 19                | 2                                  | 71          | 20                    | 15                         | 17                   | 28             | 116            |
|                            | 12%hn        | 9%                  | 12%                 | 15%z                      | 13%h                        | 9%                | 2%                                 | 16%         | 16%n                  | 11%                        | 5%                   | 11%            | 11%            |
| Personal finances<br>(NET) | <b>235</b>   | 115                 | 40                  | 81                        | 22                          | 84                | 18                                 | 89          | 24                    | 43                         | 96                   | 81             | 246            |
|                            | 24%cf        | 27%c                | 31%c                | 19%                       | 12%                         | 38%zf             | 25%f                               | 21%         | 20%                   | 31%                        | 26%                  | 31%            | 24%            |

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

**ISSUES INDEX NOVEMBER 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<br>(z)  | IMPORTANT ISSUES   |                              |                |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|---------------|--------------------|------------------------------|----------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |               | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c)   | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>   | 188                | 548                          | 185            | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>    | 188                | 531                          | 175            | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>   | 19%                | 54%                          | 18%            | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>558</b>    | 116                | 320                          | 98             | 73                     | 558                  | 131                | 172          | 331                  | 55           | 498          | 59         | 55                   | 152                | 54                         | 103                | 66                         | 41                         | 13                               | 60                             | 575            |
|                                                                                 | <b>57%</b>    | 62%                | 60%                          | 56%            | 59%                    | 100%zab<br>cft       | 63%                | 58%          | 57%                  | 56%          | 59%z         | 48%        | 55%                  | 60%                | 67%                        | 60%                | 62%                        | 56%                        | 33%                              | 71%z                           | 57%            |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>531</b>    | 102                | 531                          | 117            | 79                     | 320                  | 157                | 156          | 320                  | 55           | 457          | 71         | 65                   | 122                | 47                         | 91                 | 56                         | 41                         | 20                               | 59                             | 548            |
|                                                                                 | <b>54%</b>    | 55%                | 100%zac<br>eft               | 67%zae         | 63%                    | 57%                  | 76%zae<br>t        | 53%          | 55%                  | 56%          | 54%          | 58%        | 65%<br>m             | 49%                | 59%                        | 54%                | 54%                        | 56%                        | 50%                              | 69%z                           | 54%            |
| Education/Schools                                                               | <b>207</b>    | 51                 | 157                          | 42             | 26                     | 131                  | 207                | 71           | 114                  | 22           | 170          | 38         | 29                   | 62                 | 26                         | 34                 | 22                         | 16                         | 6                                | 20                             | 239            |
|                                                                                 | <b>21%j</b>   | 27%                | 30%ze                        | 24%            | 21%                    | 24%                  | 100%zab<br>cet     | 24%          | 20%                  | 23%          | 20%          | 31%        | 29%                  | 25%                | 32%zq                      | 20%                | 21%                        | 21%                        | 15%                              | 23%                            | 24%            |
| Economy/Economic<br>situation                                                   | <b>188</b>    | 188                | 102                          | 42             | 21                     | 116                  | 51                 | 66           | 103                  | 19           | 145          | 35         | 18                   | 62                 | 19                         | 39                 | 26                         | 16                         | 2                                | 19                             | 188            |
|                                                                                 | <b>19%j</b>   | 100%zbc<br>eft     | 19%                          | 24%            | 16%                    | 21%                  | 24%                | 22%          | 18%                  | 19%          | 17%          | 28%j       | 18%                  | 25%z               | 24%                        | 23%                | 25%                        | 22%                        | 5%                               | 22%                            | 19%            |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>175</b>    | 42                 | 117                          | 175            | 32                     | 98                   | 42                 | 76           | 89                   | 10           | 136          | 39         | 17                   | 55                 | 8                          | 42                 | 27                         | 20                         | 9                                | 22                             | 185            |
|                                                                                 | <b>18%hij</b> | 23%                | 22%ze                        | 100%zab<br>eft | 25%                    | 18%                  | 20%                | 26%zhi       | 15%                  | 10%          | 16%          | 32%zj      | 17%                  | 22%                | 11%                        | 25%p               | 26%p                       | 27%p                       | 23%                              | 26%                            | 18%            |
| Poverty/Inequality                                                              | <b>162</b>    | 45                 | 88                           | 38             | 18                     | 84                   | 40                 | 69           | 85                   | 7            | 133          | 28         | 16                   | 47                 | 18                         | 25                 | 19                         | 8                          | 3                                | 15                             | 169            |
|                                                                                 | <b>16%i</b>   | 24%zbe             | 17%                          | 22%e           | 14%                    | 15%                  | 19%                | 23%zhi       | 15%                  | 8%           | 16%          | 23%        | 16%                  | 19%                | 23%                        | 15%                | 18%                        | 10%                        | 6%                               | 18%                            | 17%            |
| Housing                                                                         | <b>150</b>    | 50                 | 90                           | 29             | 26                     | 71                   | 39                 | 53           | 85                   | 11           | 127          | 21         | 19                   | 34                 | 13                         | 35                 | 24                         | 13                         | 5                                | 21                             | 149            |
|                                                                                 | <b>15%e</b>   | 27%zbc<br>e        | 17%e                         | 16%            | 21%                    | 13%                  | 19%e               | 18%          | 15%                  | 11%          | 15%          | 17%        | 19%                  | 13%                | 17%                        | 20%                | 23%                        | 18%                        | 11%                              | 25%z                           | 15%            |
| Pollution/<br>Environment                                                       | <b>142</b>    | 38                 | 88                           | 30             | 19                     | 97                   | 55                 | 52           | 72                   | 18           | 127          | 16         | 17                   | 43                 | 14                         | 22                 | 17                         | 7                          | 2                                | 17                             | 168            |
|                                                                                 | <b>15%</b>    | 20%                | 17%                          | 17%            | 15%                    | 17%z                 | 26%zbc<br>et       | 18%          | 12%                  | 18%          | 15%          | 13%        | 17%                  | 17%                | 17%                        | 13%                | 16%                        | 9%                         | 4%                               | 21%                            | 17%            |

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 NOVEMBER 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<br>(z) | IMPORTANT ISSUES   |                              |                  |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------|--------------|--------------------|------------------------------|------------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                               |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c)     | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>  | 188                | 548                          | 185              | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>   | 188                | 531                          | 175              | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                               | <b>100%</b>  | 19%                | 54%                          | 18%              | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Immigration/<br>immigrants                                    | <b>125</b>   | 21                 | 79                           | 32               | 125                    | 73                   | 26                 | 45           | 66                   | 14           | 108          | 17         | 16                   | 31                 | 10                         | 39                 | 32                         | 9                          | 41                               | 85                             | 117            |
|                                                               | <b>13%</b>   | 11%                | 15%                          | 18%              | 100%<br>cef            | 13%                  | 12%                | 15%          | 11%                  | 14%          | 13%          | 14%        | 16%                  | 13%                | 13%                        | 23%<br>zs          | 31%<br>zpq<br>s            | 12%                        | 100%                             | 100%<br>z                      | 12%            |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>120</b>   | 31                 | 59                           | 31               | 19                     | 74                   | 30                 | 41           | 61                   | 15           | 103          | 15         | 7                    | 38                 | 11                         | 27                 | 23                         | 5                          | -                                | 19                             | 113            |
|                                                               | <b>12%</b>   | 17%                | 11%                          | 18%<br>zb        | 15%                    | 13%                  | 14%                | 14%          | 10%                  | 15%          | 12%          | 13%        | 7%                   | 15%                | 14%                        | 16%<br>s           | 22%<br>zqs                 | 7%                         | -                                | 22%<br>z                       | 11%            |
| Ageing population/<br>Social care for<br>the elderly          | <b>95</b>    | 30                 | 77                           | 24               | 21                     | 59                   | 37                 | 21           | 63                   | 8            | 86           | 8          | 15                   | 19                 | 13                         | 21                 | 14                         | 7                          | 2                                | 19                             | 93             |
|                                                               | <b>10%</b>   | 16%<br>z           | 15%<br>ze                    | 14%              | 17%<br>z               | 11%                  | 18%<br>ze          | 7%           | 11%                  | 8%           | 10%          | 7%         | 15%                  | 8%                 | 16%<br>z                   | 12%                | 14%                        | 10%                        | 6%                               | 23%<br>z                       | 9%             |
| Public services in<br>general                                 | <b>92</b>    | 27                 | 59                           | 18               | 12                     | 51                   | 35                 | 24           | 57                   | 10           | 80           | 12         | 12                   | 33                 | 9                          | 11                 | 5                          | 6                          | 2                                | 9                              | 101            |
|                                                               | <b>9%</b>    | 15%<br>ze          | 11%                          | 10%              | 9%                     | 9%                   | 17%<br>zbe         | 8%           | 10%                  | 11%          | 9%           | 10%        | 12%                  | 13%                | 12%                        | 6%                 | 5%                         | 8%                         | 6%                               | 11%                            | 10%            |
| Low pay/Minimum<br>wage/Fair wages                            | <b>75</b>    | 34                 | 47                           | 26               | 12                     | 47                   | 29                 | 34           | 39                   | 2            | 52           | 24         | 9                    | 22                 | 6                          | 13                 | 13                         | 1                          | -                                | 12                             | 76             |
|                                                               | <b>8%ij</b>  | 18%<br>zbe         | 9%                           | 15%<br>zbe       | 10%                    | 8%                   | 14%<br>zbe         | 12%<br>zhi   | 7%                   | 2%           | 6%           | 19%<br>zj  | 9%                   | 9%                 | 8%                         | 8%<br>s            | 12%<br>qs                  | 2%                         | -                                | 14%                            | 8%             |
| Drug abuse                                                    | <b>70</b>    | 28                 | 38                           | 42               | 19                     | 42                   | 20                 | 37           | 30                   | 3            | 45           | 20         | 8                    | 22                 | 3                          | 21                 | 12                         | 11                         | 4                                | 15                             | 61             |
|                                                               | <b>7%hi</b>  | 15%<br>zbe         | 7%                           | 24%<br>zab<br>ef | 15%<br>zbe             | 7%                   | 10%                | 13%<br>zhi   | 5%                   | 3%           | 5%           | 17%<br>zj  | 8%                   | 9%                 | 4%                         | 12%<br>zp          | 11%                        | 15%                        | 10%                              | 17%<br>z                       | 6%             |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>67</b>    | 17                 | 41                           | 13               | 7                      | 36                   | 25                 | 23           | 39                   | 5            | 47           | 20         | 8                    | 20                 | 2                          | 17                 | 13                         | 7                          | -                                | 7                              | 73             |
|                                                               | <b>7%j</b>   | 9%                 | 8%                           | 7%               | 6%                     | 7%                   | 12%<br>zbe         | 8%           | 7%                   | 6%           | 6%           | 16%<br>zj  | 8%                   | 8%                 | 2%                         | 10%<br>p           | 12%<br>p                   | 10%                        | -                                | 9%                             | 7%             |
| Inflation/Prices                                              | <b>57</b>    | 34                 | 28                           | 23               | 8                      | 27                   | 15                 | 39           | 14                   | 4            | 28           | 29         | 5                    | 19                 | 3                          | 9                  | 8                          | 4                          | -                                | 8                              | 51             |
|                                                               | <b>6%hi</b>  | 18%<br>zbe<br>t    | 5%                           | 13%<br>zbe       | 6%                     | 5%                   | 7%                 | 13%<br>zhi   | 2%                   | 4%           | 3%           | 24%<br>zj  | 5%                   | 7%                 | 4%                         | 5%                 | 8%                         | 5%                         | -                                | 10%                            | 5%             |
| Transport/Public<br>transport                                 | <b>53</b>    | 16                 | 41                           | 15               | 12                     | 37                   | 24                 | 19           | 27                   | 7            | 47           | 5          | 4                    | 23                 | 9                          | 8                  | 8                          | *                          | -                                | 12                             | 57             |
|                                                               | <b>5%</b>    | 9%                 | 8%<br>z                      | 9%               | 9%                     | 7%                   | 12%<br>zbe         | 6%           | 5%                   | 7%           | 6%           | 4%         | 4%                   | 9%<br>z            | 12%<br>zqs                 | 5%<br>s            | 8%<br>s                    | *                          | -                                | 14%<br>z                       | 6%             |

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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|                                                    | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                    |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                             | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                               | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                    | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Pensions/Social security/Benefits                  | <b>49</b>    | 15                 | 33                           | 14           | 11                     | 28                   | 16                 | 20           | 27                   | 2            | 43           | 6          | 2                    | 14                 | 6                          | 9                  | 8                          | 3                          | 1                                | 11                             | 52             |
|                                                    | <b>5%</b>    | 8%                 | 6%                           | 8%           | 9%                     | 5%                   | 8%                 | 7%           | 5%                   | 2%           | 5%           | 5%         | 2%                   | 6%                 | 8%                         | 5%                 | 7%                         | 4%                         | 2%                               | 12%z                           | 5%             |
| Defence/Foreign affairs/International terrorism    | <b>45</b>    | 19                 | 26                           | 14           | 10                     | 31                   | 14                 | 18           | 25                   | 2            | 40           | 6          | 4                    | 9                  | 4                          | 8                  | 7                          | 1                          | 1                                | 8                              | 48             |
|                                                    | <b>5%</b>    | 10%zbe             | 5%                           | 8%           | 8%                     | 6%                   | 7%                 | 6%           | 4%                   | 2%           | 5%           | 5%         | 4%                   | 4%                 | 5%                         | 5%                 | 7%                         | 1%                         | 3%                               | 10%                            | 5%             |
| Taxation                                           | <b>34</b>    | 16                 | 19                           | 10           | 8                      | 23                   | 18                 | 16           | 15                   | 3            | 22           | 12         | 3                    | 10                 | 8                          | 10                 | 10                         | 2                          | -                                | 8                              | 39             |
|                                                    | <b>3%j</b>   | 9%zbe              | 4%                           | 6%           | 7%                     | 4%                   | 9%zbe              | 5%           | 3%                   | 3%           | 3%           | 9%zj       | 3%                   | 4%                 | 11%z                       | 6%                 | 9%z                        | 2%                         | -                                | 10%z                           | 4%             |
| Local government/Council tax                       | <b>29</b>    | 18                 | 22                           | 16           | 6                      | 23                   | 12                 | 18           | 9                    | 2            | 14           | 15         | 2                    | 13                 | 3                          | 8                  | 5                          | 4                          | 1                                | 5                              | 24             |
|                                                    | <b>3%hi</b>  | 9%zbe              | 4%                           | 9%zbe        | 5%                     | 4%                   | 6%zj               | 6%zh         | 1%                   | 2%           | 2%           | 12%zj      | 2%                   | 5%                 | 4%                         | 5%                 | 5%                         | 5%                         | 2%                               | 6%                             | 2%             |
| Race relations                                     | <b>29</b>    | 13                 | 20                           | 13           | 11                     | 19                   | 12                 | 20           | 8                    | 1            | 24           | 5          | 5                    | 9                  | 4                          | 7                  | 7                          | -                          | -                                | 11                             | 33             |
|                                                    | <b>3%h</b>   | 7%z                | 4%                           | 8%zbe        | 9%zbe                  | 3%                   | 6%zj               | 7%zhi        | 1%                   | 1%           | 3%           | 4%         | 5%                   | 4%                 | 5%                         | 4%                 | 7%                         | -                          | -                                | 13%z                           | 3%             |
| Morality/Individual behaviour/Lifestyle            | <b>28</b>    | 12                 | 18                           | 17           | 5                      | 19                   | 8                  | 18           | 6                    | *            | 16           | 12         | 1                    | 11                 | *                          | 8                  | 5                          | 4                          | -                                | 5                              | 22             |
|                                                    | <b>3%hi</b>  | 7%z                | 3%                           | 10%zbe       | 4%                     | 3%                   | 4%                 | 6%zhi        | 1%                   | *            | 2%           | 10%zj      | 1%                   | 4%                 | *                          | 5%                 | 5%                         | 6%                         | -                                | 6%                             | 2%             |
| Nationalisation/Government control of institutions | <b>27</b>    | 17                 | 14                           | 6            | 11                     | 20                   | 11                 | 11           | 13                   | 4            | 21           | 6          | -                    | 8                  | 4                          | 13                 | 11                         | 2                          | 2                                | 10                             | 24             |
|                                                    | <b>3%</b>    | 9%zbe              | 3%                           | 4%           | 9%zbe                  | 4%                   | 6%zb               | 4%           | 2%                   | 4%           | 3%           | 5%         | -                    | 3%                 | 5%                         | 7%z                | 10%z                       | 3%                         | 4%                               | 11%z                           | 2%             |
| Population levels/Overpopulation                   | <b>27</b>    | 11                 | 15                           | 13           | 6                      | 17                   | 8                  | 8            | 18                   | 1            | 21           | 6          | 3                    | 11                 | 2                          | 8                  | 6                          | 2                          | 1                                | 5                              | 25             |
|                                                    | <b>3%</b>    | 6%z                | 3%                           | 7%zbe        | 5%                     | 3%                   | 4%                 | 3%           | 3%                   | 1%           | 2%           | 5%         | 3%                   | 4%                 | 3%                         | 5%                 | 6%                         | 3%                         | 2%                               | 6%                             | 2%             |
| Petrol prices/Fuel                                 | <b>26</b>    | 19                 | 18                           | 17           | 6                      | 18                   | 14                 | 17           | 6                    | 3            | 11           | 15         | 4                    | 13                 | 1                          | 8                  | 4                          | 5                          | 1                                | 6                              | 18             |
|                                                    | <b>3%hj</b>  | 10%zbe             | 3%                           | 10%zbe       | 5%                     | 3%                   | 7%zbe              | 6%zh         | 1%                   | 3%           | 1%           | 12%zj      | 4%                   | 5%zj               | 1%                         | 5%                 | 4%                         | 6%                         | 2%                               | 7%                             | 2%             |

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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 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<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                        |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                        | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Privatisation                                                          | <b>24</b>    | 14                 | 18                           | 7            | 5                      | 21                   | 10                 | 10           | 9                    | 5            | 19           | 5          | 2                    | 6                  | 4                          | 3                  | 3                          | -                          | -                                | 5                              | 25             |
|                                                                        | <b>2%</b>    | 7%zb               | 3%                           | 4%           | 4%                     | 4%z                  | 5%z                | 3%           | 1%                   | 5%h          | 2%           | 4%         | 2%                   | 2%                 | 5%                         | 2%                 | 3%                         | -                          | -                                | 6%                             | 2%             |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>18</b>    | 13                 | 12                           | 8            | 8                      | 11                   | 11                 | 11           | 4                    | 3            | 9            | 9          | -                    | 6                  | 3                          | 6                  | 6                          | 1                          | -                                | 8                              | 19             |
|                                                                        | <b>2%hi</b>  | 7%zbe              | 2%                           | 5%z          | 7%zbe                  | 2%                   | 5%zbe              | 4%zh         | 1%                   | 3%h          | 1%           | 7%z        | -                    | 2%                 | 4%                         | 4%                 | 6%z                        | 2%                         | -                                | 10%z                           | 2%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>16</b>    | 10                 | 11                           | 8            | 5                      | 14                   | 6                  | 13           | 3                    | -            | 11           | 5          | -                    | 4                  | 2                          | 5                  | 3                          | 2                          | -                                | 5                              | 15             |
|                                                                        | <b>2%hi</b>  | 6%zb               | 2%                           | 5%z          | 4%                     | 3%                   | 3%                 | 5%zh         | *                    | -            | 1%           | 4%         | -                    | 2%                 | 2%                         | 3%                 | 3%                         | 3%                         | -                                | 6%z                            | 1%             |
| Animal welfare                                                         | <b>15</b>    | 6                  | 9                            | 2            | 1                      | 5                    | 2                  | 1            | 11                   | 3            | 15           | *          | 1                    | 5                  | *                          | 3                  | 1                          | 3                          | *                                | 1                              | 14             |
|                                                                        | <b>2%</b>    | 3%e                | 2%                           | 1%           | 1%                     | 1%                   | 1%                 | *            | 2%                   | 3%g          | 2%           | *          | 1%                   | 2%                 | *                          | 2%                 | 1%                         | 4%                         | 1%                               | 1%                             | 1%             |
| Countryside/Rural<br>life                                              | <b>14</b>    | 5                  | 6                            | 6            | 3                      | 6                    | 4                  | 3            | 6                    | 5            | 12           | 2          | 1                    | 6                  | 1                          | 4                  | 2                          | 3                          | *                                | 2                              | 15             |
|                                                                        | <b>1%</b>    | 3%                 | 1%                           | 3%e          | 2%                     | 1%                   | 2%                 | 1%           | 1%                   | 6%zgh        | 1%           | 2%         | 1%                   | 2%                 | 1%                         | 2%                 | 2%                         | 5%                         | 1%                               | 3%                             | 1%             |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>7</b>     | 2                  | 5                            | 1            | 1                      | 7                    | 2                  | 4            | 3                    | 1            | 7            | -          | -                    | -                  | 1                          | *                  | *                          | -                          | -                                | 1                              | 11             |
|                                                                        | <b>1%</b>    | 1%                 | 1%                           | *            | 1%                     | 1%                   | 1%                 | 1%           | 1%                   | 1%           | 1%           | -          | -                    | -                  | 1%                         | *                  | *                          | -                          | -                                | 1%                             | 1%             |
| Trade unions/<br>Strikes                                               | <b>6</b>     | 4                  | 5                            | 6            | 5                      | 6                    | 6                  | 5            | 1                    | -            | 2            | 4          | -                    | 4                  | 1                          | 4                  | 4                          | -                          | -                                | 5                              | 7              |
|                                                                        | <b>1%hi</b>  | 2%z                | 1%                           | 3%zb         | 4%zbe                  | 1%                   | 3%zb               | 2%zh         | *                    | -            | *            | 3%z        | -                    | 1%                 | 1%                         | 2%                 | 4%z                        | -                          | -                                | 6%z                            | 1%             |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>6</b>     | 1                  | 4                            | 4            | 4                      | 2                    | 2                  | 1            | 2                    | 3            | 5            | 1          | -                    | -                  | -                          | 2                  | -                          | 2                          | 1                                | 3                              | 5              |
|                                                                        | <b>1%</b>    | 1%                 | 1%                           | 2%ze         | 3%zbe                  | *                    | 1%                 | *            | *                    | 3%zh         | 1%           | *          | -                    | -                  | -                          | 1%                 | -                          | 2%                         | 3%                               | 3%z                            | *              |
| Northern Ireland                                                       | <b>5</b>     | 3                  | 5                            | 1            | 1                      | 5                    | 2                  | 2            | 2                    | 1            | 5            | -          | -                    | 1                  | 1                          | 1                  | *                          | 1                          | -                                | 1                              | 7              |
|                                                                        | <b>1%</b>    | 2%                 | 1%                           | 1%           | 1%                     | 1%                   | 1%                 | 1%           | *                    | 1%           | 1%           | -          | -                    | *                  | 1%                         | 1%                 | *                          | 1%                         | -                                | 1%                             | 1%             |
| Median                                                                 | <b>2</b>     | 4                  | 3                            | 4            | 3                      | 3                    | 4                  | 3            | 2                    | 2            | 2            | 2          | 3                    | 2                  | 3                          | 2                  | 3                          | 2                          | 2                                | 4                              | 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+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
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**ISSUES INDEX NOVEMBER 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<br>(z)                     | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |             | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------------------------|----------------------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|-------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                              |                                  | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k)  | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                       | <b>1010</b>                      | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125         | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                         | <b>981</b>                       | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*        | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                              | <b>100%</b>                      | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*        | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | <b>2</b><br>*                    | 1<br>*             | 2<br>*                       | 2<br>1%      | 1<br>1%                | 1<br>*               | 1<br>1%            | 1<br>*       | 1<br>*               | *<br>*       | 2<br>*       | -<br>-      | -<br>-               | *<br>*             | *<br>*                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 1<br>1%                        | 3<br>*         |
| AIDS                                         | <b>2</b><br>*                    | 2<br>1%            | 2<br>*                       | 1<br>*       | 2<br>1%                | 2<br>*               | 2<br>1%            | 2<br>1%      | -<br>-               | -<br>-       | 2<br>*       | -<br>-      | -<br>-               | -<br>-             | 1<br>1%z                   | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 2<br>2%z                       | 2<br>*         |
| Other                                        | <b>33</b><br>3%                  | 3<br>1%            | 12<br>2%                     | 7<br>4%      | 3<br>2%                | 13<br>2%             | 8<br>4%            | 8<br>3%      | 21<br>4%             | 5<br>5%      | 30<br>4%     | 3<br>3%     | 2<br>2%              | 6<br>2%            | 5<br>6%                    | 4<br>2%            | 3<br>3%                    | 1<br>1%                    | *<br>1%                          | 2<br>3%                        | 42<br>4%       |
| MEAN NUMBER OF<br>MENTIONS                   | 3.49hj<br>e                      | 5.74zb             | 4.24z                        | 5.54zb<br>e  | 5.16zb<br>e            | 4.03z                | 5.47zb<br>e        | 4.21zh       | 3.17                 | 3.29         | 3.32         | 4.75zj      | 3.52                 | 3.87               | 4.06                       | 3.98               | 4.53z                      | 3.47                       | 3.00                             | 6.19z                          | 3.49           |
| STANDARD ERROR                               | <b>0.09</b>                      | 0.37               | 0.14                         | 0.37         | 0.50                   | 0.14                 | 0.31               | 0.23         | 0.08                 | 0.16         | 0.08         | 0.46        | 0.20                 | 0.25               | 0.34                       | 0.33               | 0.48                       | 0.33                       | 0.30                             | 0.69                           | 0.08           |
| ERROR VARIANCE                               | <b>0.01</b>                      | 0.14               | 0.02                         | 0.13         | 0.25                   | 0.02                 | 0.09               | 0.05         | 0.01                 | 0.03         | 0.01         | 0.22        | 0.04                 | 0.06               | 0.11                       | 0.11               | 0.23                       | 0.11                       | 0.09                             | 0.47                           | 0.01           |
| Don't know                                   | <b>119</b><br>12%abce<br>ftlpqrw | 1<br>*             | 12<br>2%                     | 1<br>1%      | 4<br>3%f               | 36<br>7%abcf         | -<br>-             | 37<br>13%    | 69<br>12%            | 13<br>14%    | 102<br>12%   | 16<br>13%   | 5<br>5%              | 32<br>13%          | 3<br>4%                    | 10<br>6%           | 4<br>4%                    | 7<br>9%                    | 4<br>9%                          | -<br>-                         | 116<br>11%     |
| Personal finances<br>(NET)                   | <b>235</b><br>24%ehi<br>j        | 72<br>38%zbe<br>t  | 121<br>23%                   | 56<br>32%zbe | 27<br>21%              | 113<br>20%           | 63<br>30%zbe       | 98<br>33%zhi | 123<br>21%           | 14<br>15%    | 186<br>22%   | 50<br>40%zj | 25<br>25%            | 65<br>26%          | 23<br>29%                  | 35<br>20%          | 27<br>26%                  | 11<br>14%                  | 3<br>8%                          | 24<br>28%                      | 246<br>24%     |

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

**ISSUES INDEX NOVEMBER 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<br>(z)       | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                     |                    | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|-------------------------|----------------------|----------------------|----------------------|---------------------|--------------------|----------------|
|                                                                                 |                    | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e)  | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>        | 202                     | 99                   | 188                  | 89                   | 273                 | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>         | 166                     | 122*                 | 201                  | 120*                 | 179                 | 193*               | 1010           |
|                                                                                 | <b>100%</b>        | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                 | 20%*               | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>558</b><br>57%b | 89<br>54%               | 54<br>45%            | 125<br>62%b          | 65<br>54%            | 125<br>70%za<br>bdf | 100<br>52%         | 575<br>57%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>531</b><br>54%  | 81<br>49%               | 61<br>50%            | 112<br>55%           | 57<br>47%            | 118<br>66%za<br>bdf | 103<br>53%         | 548<br>54%     |
| Education/Schools                                                               | <b>207</b><br>21%f | 39<br>24%f              | 17<br>14%            | 64<br>32%zb<br>df    | 17<br>14%            | 46<br>26%bf         | 23<br>12%          | 239<br>24%     |
| Economy/Economic<br>situation                                                   | <b>188</b><br>19%f | 38<br>23%f              | 20<br>16%            | 42<br>21%f           | 30<br>25%f           | 39<br>22%f          | 20<br>10%          | 188<br>19%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>175</b><br>18%  | 29<br>18%               | 19<br>16%            | 26<br>13%            | 26<br>21%            | 41<br>23%zc         | 34<br>18%          | 185<br>18%     |
| Poverty/Inequality                                                              | <b>162</b><br>16%f | 31<br>19%f              | 23<br>19%            | 40<br>20%f           | 26<br>22%f           | 22<br>12%           | 19<br>10%          | 169<br>17%     |
| Housing                                                                         | <b>150</b><br>15%  | 26<br>15%               | 27<br>22%            | 33<br>17%            | 19<br>16%            | 24<br>13%           | 21<br>11%          | 149<br>15%     |
| Pollution/<br>Environment                                                       | <b>142</b><br>15%f | 38<br>23%zb<br>df       | 13<br>11%f           | 41<br>20%zdf         | 10<br>9%             | 34<br>19%zf         | 6<br>3%            | 168<br>17%     |
| Immigration/<br>immigrants                                                      | <b>125</b><br>13%a | 11<br>7%                | 17<br>14%            | 20<br>10%            | 10<br>9%             | 24<br>14%a          | 43<br>22%za<br>cd  | 117<br>12%     |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX NOVEMBER 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<br>(z)           | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|---------------------------------------------------------------|------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                               |                        | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>            | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>             | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                               | <b>100%</b>            | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>120</b>             | 18                      | 13                   | 34                   | 16                   | 15                 | 25                 | 113            |
|                                                               | <b>12%</b>             | 11%                     | 10%                  | 17%e                 | 13%                  | 9%                 | 13%                | 11%            |
| Ageing population/<br>Social care for<br>the elderly          | <b>95</b>              | 14                      | 9                    | 25                   | 5                    | 26                 | 16                 | 93             |
|                                                               | <b>10%</b>             | 8%                      | 8%                   | 12%                  | 4%                   | 14%zd              | 8%                 | 9%             |
| Public services in<br>general                                 | <b>92</b>              | 12                      | 11                   | 31                   | 7                    | 23                 | 7                  | 101            |
|                                                               | <b>9%<sup>f</sup></b>  | 7%                      | 9%                   | 15%zaf               | 6%                   | 13% <sup>f</sup>   | 4%                 | 10%            |
| Low pay/Minimum<br>wage/Fair wages                            | <b>75</b>              | 15                      | 22                   | 16                   | 11                   | 7                  | 4                  | 76             |
|                                                               | <b>8%<sup>ef</sup></b> | 9% <sup>ef</sup>        | 18%zce<br>f          | 8% <sup>f</sup>      | 9% <sup>f</sup>      | 4%                 | 2%                 | 8%             |
| Drug abuse                                                    | <b>70</b>              | 12                      | 10                   | 12                   | 14                   | 10                 | 11                 | 61             |
|                                                               | <b>7%</b>              | 7%                      | 8%                   | 6%                   | 12%                  | 6%                 | 6%                 | 6%             |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>67</b>              | 19                      | 12                   | 15                   | 4                    | 10                 | 7                  | 73             |
|                                                               | <b>7%</b>              | 11%zf                   | 10%                  | 7%                   | 3%                   | 6%                 | 4%                 | 7%             |
| Inflation/Prices                                              | <b>57</b>              | 14                      | 15                   | 5                    | 15                   | 4                  | 5                  | 51             |
|                                                               | <b>6%<sup>ce</sup></b> | 8% <sup>ce</sup>        | 13%zce<br>f          | 3%                   | 12%zce<br>f          | 2%                 | 3%                 | 5%             |
| Transport/Public<br>transport                                 | <b>53</b>              | 8                       | 3                    | 17                   | 3                    | 15                 | 7                  | 57             |
|                                                               | <b>5%</b>              | 5%                      | 3%                   | 8%                   | 3%                   | 8%                 | 3%                 | 6%             |
| Pensions/Social<br>security/Benefits                          | <b>49</b>              | 6                       | 10                   | 12                   | 1                    | 8                  | 12                 | 52             |
|                                                               | <b>5%</b>              | 3%                      | 8%                   | 6%                   | 1%                   | 5%                 | 6%                 | 5%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism     | <b>45</b>              | 6                       | 3                    | 9                    | 3                    | 10                 | 14                 | 48             |
|                                                               | <b>5%</b>              | 4%                      | 3%                   | 5%                   | 2%                   | 6%                 | 7%                 | 5%             |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z)          | AGE WITHIN SOCIAL GRADE           |                      |                      |                                     |                    |                    | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|-----------------------------------|----------------------|----------------------|-------------------------------------|--------------------|--------------------|----------------|
|                                                           |                       | 18-34<br>ABC1<br>(a)              | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d)                | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 202                               | 99                   | 188                  | 89                                  | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 166                               | 122*                 | 201                  | 120*                                | 179                | 193*               | 1010           |
|                                                           | <b>100%</b>           | 17%                               | 12%*                 | 21%                  | 12%*                                | 18%                | 20%*               | 103%           |
| Taxation                                                  | <b>34</b>             | 8                                 | 8                    | 10                   | -                                   | 5                  | 3                  | 39             |
|                                                           | <b>3%</b>             | 5%                                | 7% <sup>d</sup>      | 5%                   | -                                   | 3%                 | 2%                 | 4%             |
| Local government/<br>Council tax                          | <b>29</b>             | 4                                 | 5                    | 2                    | 12                                  | 3                  | 3                  | 24             |
|                                                           | <b>3%</b>             | 3%                                | 4%                   | 1%                   | 10% <sup>zac</sup><br><sup>ef</sup> | 2%                 | 1%                 | 2%             |
| Race relations                                            | <b>29</b>             | 9                                 | 3                    | 3                    | 2                                   | 5                  | 7                  | 33             |
|                                                           | <b>3%</b>             | 5% <sup>z</sup>                   | 3%                   | 2%                   | 1%                                  | 3%                 | 3%                 | 3%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>28</b>             | 3                                 | 6                    | 2                    | 6                                   | 4                  | 6                  | 22             |
|                                                           | <b>3%</b>             | 2%                                | 5%                   | 1%                   | 5%                                  | 2%                 | 3%                 | 2%             |
| Nationalisation/<br>Government control<br>of institutions | <b>27</b>             | 4                                 | 7                    | 2                    | 3                                   | 4                  | 8                  | 24             |
|                                                           | <b>3%</b>             | 2%                                | 5%                   | 1%                   | 3%                                  | 2%                 | 4%                 | 2%             |
| Population levels/<br>Overpopulation                      | <b>27</b>             | 7                                 | 6                    | 3                    | -                                   | 8                  | 4                  | 25             |
|                                                           | <b>3%</b>             | 4%                                | 5%                   | 1%                   | -                                   | 4%                 | 2%                 | 2%             |
| Petrol prices/Fuel                                        | <b>26</b>             | 4                                 | 6                    | 4                    | 9                                   | 1                  | 2                  | 18             |
|                                                           | <b>3%<sup>e</sup></b> | 3%                                | 5% <sup>e</sup>      | 2%                   | 8% <sup>zef</sup>                   | *                  | 1%                 | 2%             |
| Privatisation                                             | <b>24</b>             | 10                                | 6                    | 2                    | 1                                   | 4                  | 2                  | 25             |
|                                                           | <b>2%</b>             | 6% <sup>zcf</sup>                 | 5%                   | 1%                   | 1%                                  | 2%                 | 1%                 | 2%             |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>18</b>             | 8                                 | 5                    | 1                    | 2                                   | 2                  | *                  | 19             |
|                                                           | <b>2%</b>             | 5% <sup>zce</sup><br><sup>f</sup> | 4%                   | *                    | 2%                                  | 1%                 | *                  | 2%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | <b>16</b>             | 5                                 | 3                    | 1                    | 2                                   | 1                  | 3                  | 15             |
|                                                           | <b>2%</b>             | 3%                                | 3%                   | 1%                   | 1%                                  | 1%                 | 2%                 | 1%             |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 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<br>(z)      | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|------------------------------------------------------------------|-------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                                  |                   | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                           | <b>1010</b>       | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                             | <b>981</b>        | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                                  | <b>100%</b>       | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Animal welfare                                                   | <b>15</b>         | 4                       | 5                    | -                    | -                    | 1                  | 5                  | 14             |
|                                                                  | <b>2%</b>         | 3% <sup>c</sup>         | 4% <sup>c</sup>      | -                    | -                    | *                  | 3%                 | 1%             |
| Countryside/Rural life                                           | <b>14</b>         | 4                       | 3                    | 2                    | -                    | 3                  | 3                  | 15             |
|                                                                  | <b>1%</b>         | 2%                      | 2%                   | 1%                   | -                    | 2%                 | 2%                 | 1%             |
| Scottish/Welsh assembly/<br>Devolution/<br>Constitutional reform | <b>7</b>          | 1                       | -                    | 3                    | -                    | 1                  | 1                  | 11             |
|                                                                  | <b>1%</b>         | 1%                      | -                    | 2%                   | -                    | 1%                 | 1%                 | 1%             |
| Trade unions/<br>Strikes                                         | <b>6</b>          | 2                       | 3                    | -                    | 1                    | 1                  | -                  | 7              |
|                                                                  | <b>1%</b>         | 1%                      | 3%                   | -                    | 1%                   | *                  | -                  | 1%             |
| Foot and mouth outbreak/Farming crisis                           | <b>6</b>          | 1                       | 1                    | -                    | 2                    | 2                  | 1                  | 5              |
|                                                                  | <b>1%</b>         | *                       | *                    | -                    | 1%                   | 1%                 | 1%                 | *              |
| Northern Ireland                                                 | <b>5</b>          | 1                       | -                    | 2                    | -                    | 1                  | 1                  | 7              |
|                                                                  | <b>1%</b>         | 1%                      | -                    | 1%                   | -                    | 1%                 | 1%                 | 1%             |
| Median                                                           | <b>2</b>          | 2                       | 2                    | 3                    | 2                    | 3                  | 2                  | 2              |
| Bird flu/Pandemic flu/Swine flu/<br>Ebola                        | <b>2</b>          | 1                       | -                    | -                    | -                    | 1                  | -                  | 3              |
|                                                                  | <b>*</b>          | *                       | -                    | -                    | -                    | 1%                 | -                  | *              |
| AIDS                                                             | <b>2</b>          | 2                       | -                    | -                    | -                    | -                  | -                  | 2              |
|                                                                  | <b>*</b>          | 1% <sup>z</sup>         | -                    | -                    | -                    | -                  | -                  | *              |
| Other                                                            | <b>33</b>         | 6                       | 5                    | 7                    | 2                    | 10                 | 2                  | 42             |
|                                                                  | <b>3%</b>         | 4%                      | 4%                   | 4%                   | 2%                   | 6%                 | 1%                 | 4%             |
| MEAN NUMBER OF MENTIONS                                          | 3.49 <sup>f</sup> | 3.72 <sup>f</sup>       | 3.78                 | 3.65 <sup>f</sup>    | 3.26                 | 3.72 <sup>f</sup>  | 2.90               | 3.49           |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
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**ISSUES INDEX NOVEMBER 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<br>(z) | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|----------------------------|--------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                            |              | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>  | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>   | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                            | <b>100%</b>  | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| STANDARD ERROR             | <b>0.09</b>  | 0.26                    | 0.48                 | 0.16                 | 0.25                 | 0.12               | 0.12               | 0.08           |
| ERROR VARIANCE             | <b>0.01</b>  | 0.07                    | 0.23                 | 0.03                 | 0.06                 | 0.01               | 0.01               | 0.01           |
| Don't know                 | <b>119</b>   | 27                      | 30                   | 13                   | 9                    | 10                 | 30                 | 116            |
|                            | 12%ce        | 16%ce                   | 25%zcd<br>e          | 6%                   | 8%                   | 6%                 | 16%ce              | 11%            |
| Personal finances<br>(NET) | <b>235</b>   | 46                      | 43                   | 53                   | 38                   | 29                 | 26                 | 246            |
|                            | 24%ef        | 28%ef                   | 36%ze<br>f           | 27%ef                | 32%ef                | 16%                | 13%                | 24%            |

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

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 10

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                                    | TOTAL<br>(z)             | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |              |            |             |              |             | UNWTD<br>TOTAL |
|--------------------------------------------------------------------|--------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|--------------|------------|-------------|--------------|-------------|----------------|
|                                                                    |                          | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)    | C2<br>(n)  | DE<br>(o)   | ABC1<br>(p)  | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                             | <b>1010</b>              | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400          | 173        | 174         | 663          | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                               | <b>981</b>               | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282          | 202        | 232         | 546          | 434         | 1010           |
|                                                                    | <b>100%</b>              | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%          | 21%        | 24%         | 56%          | 44%         | 103%           |
| National health service/Hospitals/ Healthcare                      | <b>175</b><br><b>18%</b> | 74<br>15%   | 101<br>20%         | 21<br>17%    | 33<br>20%    | 24<br>16%    | 26<br>15%    | 28<br>19%    | 42<br>19%  | 54<br>19%    | 50<br>16%    | 70<br>19%  | 78<br>18%    | 96<br>18%  | 51<br>19%    | 51<br>18%    | 39<br>19%  | 34<br>14%   | 102<br>19%   | 73<br>17%   | 172<br>17%     |
| Common Market/ Brexit/EU/Europe/ Euro                              | <b>114</b><br>12%lm      | 64<br>13%   | 51<br>10%          | 11<br>9%     | 12<br>7%     | 12<br>8%     | 28<br>17%di  | 24<br>17%di  | 28<br>12%  | 22<br>8%     | 40<br>12%e   | 52<br>14%i | 34<br>8%     | 80<br>15%  | 37<br>14%    | 25<br>9%     | 29<br>15%  | 23<br>10%   | 62<br>11%m   | 53<br>12%   | 110<br>11%     |
| Economy/Economic situation                                         | <b>65</b><br>7%q         | 39<br>8%    | 26<br>5%           | 10<br>9%     | 10<br>6%     | 14<br>9%     | 12<br>7%     | 7<br>5%      | 12<br>5%   | 20<br>7%     | 26<br>8%     | 19<br>5%   | 34<br>8%     | 31<br>6%   | 22<br>8%nq   | 30<br>11%zno | 5<br>3%    | 7<br>3%     | 52<br>10%zno | 13<br>3%    | 74<br>7%       |
| Education/Schools                                                  | <b>58</b><br>6%hi        | 23<br>5%    | 35<br>7%           | 4<br>4%      | 5<br>3%      | 19<br>13%zcd | 13<br>8%     | 11<br>7%     | 6<br>3%    | 9<br>3%      | 32<br>10%zdh | 16<br>4%h  | 28<br>6%     | 30<br>5%   | 24<br>9%z    | 14<br>5%     | 12<br>6%   | 9<br>4%     | 38<br>7%mq   | 20<br>5%    | 57<br>6%       |
| Housing                                                            | <b>35</b><br><b>4%</b>   | 18<br>4%    | 18<br>4%           | 2<br>2%      | 7<br>4%      | 10<br>6%     | 5<br>3%      | 3<br>2%      | 8<br>4%    | 9<br>3%      | 14<br>5%     | 12<br>3%   | 19<br>4%     | 16<br>3%   | 10<br>4%     | 11<br>4%     | 7<br>3%    | 8<br>3%     | 21<br>4%     | 15<br>3%    | 41<br>4%       |
| Unemployment/ Factory closure/ Lack of industry                    | <b>33</b><br>3%mp        | 18<br>4%    | 14<br>3%           | 3<br>2%      | 7<br>4%      | 6<br>4%      | 4<br>2%      | 9<br>6%      | 4<br>2%    | 9<br>3%      | 10<br>3%     | 13<br>4%h  | 15<br>3%     | 17<br>3%   | 7<br>3%      | 5<br>2%      | 13<br>6%mp | 8<br>3%     | 12<br>2%     | 21<br>5%    | 26<br>3%       |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | <b>30</b><br>3%jlm<br>p  | 12<br>3%    | 18<br>4%           | 6<br>5%fj    | 5<br>3%      | 2<br>1%      | 1<br>*       | 10<br>7%zgj  | 7<br>3%    | 11<br>4%     | 3<br>1%      | 16<br>4%j  | 13<br>3%     | 17<br>3%   | 2<br>1%      | 4<br>1%      | 8<br>4%lp  | 16<br>7%zlm | 6<br>1%      | 24<br>6%zlm | 29<br>3%       |
| Pollution/ Environment                                             | <b>28</b><br>3%jq        | 17<br>3%    | 12<br>2%           | 4<br>3%      | 12<br>7%zef  | 3<br>2%      | 1<br>*       | 5<br>3%      | 4<br>2%    | 16<br>6%zgj  | 3<br>1%      | 9<br>3%    | 18<br>4%     | 10<br>2%   | 17<br>7%zno  | 10<br>4%oq   | 1<br>1%    | -<br>-      | 27<br>5%zno  | 1<br>*      | 41<br>4%       |
| Low pay/Minimum wage/Fair wages                                    | <b>25</b><br>3%ahk<br>lp | 6<br>1%     | 20<br>4%za         | 1<br>1%      | 11<br>6%zcg  | 7<br>5%ghk   | 6<br>3%k     | -<br>-       | 1<br>*     | 11<br>4%cgh  | 13<br>4%ghk  | 1<br>*     | 19<br>4%     | 7<br>1%    | 2<br>1%      | 8<br>3%p     | 5<br>2%    | 11<br>5%l   | 10<br>2%     | 15<br>4%    | 25<br>2%       |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)****Table 10****Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z)     | SEX         |                    | AGE          |              |              |                   |              |                  |              |              |             |              |            | SOCIAL GRADE |            |           |           |              |             | UNWTD<br>TOTAL |
|---------------------------------------------------------------|------------------|-------------|--------------------|--------------|--------------|--------------|-------------------|--------------|------------------|--------------|--------------|-------------|--------------|------------|--------------|------------|-----------|-----------|--------------|-------------|----------------|
|                                                               |                  | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f)      | 55-64<br>(g) | 65+<br>(h)       | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k)  | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n) | DE<br>(o) | ABC1<br>(p)  | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>      | 503         | 507                | 150          | 151          | 146          | 131               | 162          | 270              | 301          | 277          | 432         | 447          | 563        | 263          | 400        | 173       | 174       | 663          | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>       | 483         | 498                | 121          | 166          | 152          | 169*              | 147*         | 226              | 287          | 322          | 372         | 439          | 541        | 264          | 282        | 202       | 232       | 546          | 434         | 1010           |
|                                                               | <b>100%</b>      | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*              | 15%*         | 23%              | 29%          | 33%          | 38%         | 45%          | 55%        | 27%          | 29%        | 21%       | 24%       | 56%          | 44%         | 103%           |
| Poverty/Inequality                                            | <b>25</b><br>3%h | 12<br>2%    | 13<br>3%           | 2<br>2%      | 3<br>2%      | 1<br>1%      | 12<br>7%zeh<br>ik | 4<br>3%      | 1<br>1%          | 6<br>2%      | 13<br>4%eh   | 6<br>2%     | 7<br>2%      | 18<br>3%   | 6<br>2%      | 4<br>2%    | 6<br>3%   | 8<br>4%   | 10<br>2%     | 14<br>3%    | 23<br>2%       |
| Inflation/Prices                                              | <b>24</b><br>2%k | 15<br>3%    | 9<br>2%            | 6<br>5%ghk   | 5<br>3%      | 5<br>3%k     | 6<br>4%k          | -<br>-       | 2<br>1%          | 11<br>4%k    | 11<br>3%k    | 2<br>*      | 16<br>4%     | 8<br>1%    | 3<br>1%      | 11<br>4%zp | 1<br>1%   | 8<br>4%   | 14<br>3%     | 10<br>2%    | 21<br>2%       |
| Ageing population/<br>Social care for<br>the elderly          | <b>21</b><br>2%i | 13<br>3%    | 8<br>2%            | -<br>-       | 1<br>1%      | 2<br>1%      | 4<br>2%           | 4<br>3%      | 11<br>5%zcd<br>i | 1<br>*       | 5<br>2%      | 15<br>4%zci | 2<br>1%      | 19<br>3%   | 7<br>3%      | 8<br>3%    | 1<br>1%   | 5<br>2%   | 15<br>3%     | 6<br>1%     | 27<br>3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>20</b><br>2%i | 8<br>2%     | 12<br>2%           | 1<br>1%      | -<br>-       | 2<br>2%      | 8<br>5%di         | 2<br>2%      | 6<br>3%          | 1<br>*       | 10<br>3%i    | 9<br>2%     | 3<br>1%      | 16<br>3%   | 2<br>1%      | 7<br>2%    | 3<br>1%   | 9<br>4%   | 8<br>2%      | 12<br>3%    | 16<br>2%       |
| Pensions/Social<br>security/Benefits                          | <b>19</b><br>2%  | 6<br>1%     | 13<br>3%           | 3<br>2%      | 2<br>1%      | -<br>-       | 2<br>1%           | 3<br>2%      | 9<br>4%zej       | 4<br>1%      | 2<br>1%      | 12<br>3%    | 4<br>1%      | 15<br>3%   | 5<br>2%      | 5<br>2%    | 4<br>2%   | 5<br>2%   | 10<br>2%     | 9<br>2%     | 23<br>2%       |
| Immigration/<br>immigrants                                    | <b>14</b><br>1%  | 4<br>1%     | 10<br>2%           | 2<br>2%      | 7<br>4%zj    | 1<br>*       | *<br>*            | 2<br>1%      | 3<br>1%          | 9<br>3%zj    | 1<br>*       | 4<br>1%     | 9<br>2%      | 5<br>1%    | 3<br>1%      | 4<br>1%    | 1<br>1%   | 6<br>2%   | 7<br>1%      | 7<br>2%     | 14<br>1%       |
| Drug abuse                                                    | <b>12</b><br>1%  | 6<br>1%     | 7<br>1%            | 2<br>2%j     | 6<br>3%j     | -<br>-       | -<br>-            | 3<br>2%      | 2<br>1%          | 8<br>3%zj    | -<br>-       | 4<br>1%     | 8<br>2%      | 4<br>1%    | 5<br>2%      | 1<br>*     | 5<br>2%   | 2<br>1%   | 6<br>1%<br>m | 6<br>1%     | 11<br>1%       |
| Public services in<br>general                                 | <b>11</b><br>1%  | 6<br>1%     | 5<br>1%            | 1<br>1%      | -<br>-       | 3<br>2%      | 2<br>1%           | 2<br>2%      | 3<br>1%          | 1<br>*       | 5<br>2%      | 5<br>1%     | 5<br>1%      | 7<br>1%    | 2<br>1%      | 4<br>1%    | 3<br>1%   | 2<br>1%   | 6<br>1%      | 5<br>1%     | 16<br>2%       |
| Taxation                                                      | <b>10</b><br>1%  | 6<br>1%     | 4<br>1%            | 2<br>2%      | 1<br>1%      | 3<br>2%      | 1<br>1%           | 1<br>1%      | 1<br>*           | 4<br>1%      | 4<br>1%      | 2<br>1%     | 7<br>2%      | 3<br>1%    | 4<br>2%      | 3<br>1%    | *         | 3<br>1%   | 7<br>1%      | 3<br>1%     | 13<br>1%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle            | <b>6</b><br>1%   | 5<br>1%     | 1<br>*             | *<br>*       | -<br>-       | 2<br>1%      | 1<br>1%           | -<br>-       | 3<br>1%          | *<br>*       | 3<br>1%      | 3<br>1%     | 2<br>*       | 4<br>1%    | 4<br>1%      | *<br>*     | 1<br>*    | 2<br>1%   | 4<br>1%<br>m | 2<br>1%     | 6<br>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. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 10

Q.PL03A

*And what would you say is the most important issue facing your family?*

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z)          | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |            |            |            |             |             | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|------------|------------|-------------|-------------|----------------|
|                                                           |                       | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n)  | DE<br>(o)  | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400        | 173        | 174        | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282        | 202        | 232        | 546         | 434         | 1010           |
|                                                           | <b>100%</b>           | <b>49%</b>  | <b>51%</b>         | <b>12%</b>   | <b>17%</b>   | <b>16%</b>   | <b>17%*</b>  | <b>15%*</b>  | <b>23%</b> | <b>29%</b>   | <b>33%</b>   | <b>38%</b> | <b>45%</b>   | <b>55%</b> | <b>27%</b>   | <b>29%</b> | <b>21%</b> | <b>24%</b> | <b>56%</b>  | <b>44%</b>  | <b>103%</b>    |
| Transport/Public transport                                | <b>5</b><br><b>1%</b> | 4<br>1%     | 1<br>*             | 1<br>*       | -<br>-       | 2<br>1%      | -<br>-       | 1<br>1%      | 1<br>*     | 1<br>*       | 2<br>1%      | 2<br>1%    | 3<br>1%      | 2<br>*     | 1<br>*       | 3<br>1%    | 1<br>-     | -<br>-     | 4<br>1%     | 1<br>*      | 6<br>1%        |
| Local government/<br>Council tax                          | <b>5</b><br><b>*p</b> | 4<br>1%     | 1<br>*             | -<br>-       | 1<br>1%      | -<br>-       | 3<br>2%      | -<br>-       | 1<br>*     | 1<br>*       | 3<br>1%      | 1<br>*     | 1<br>*       | 4<br>1%    | *<br>*       | 1<br>*     | 3<br>2%    | 1<br>*     | 1<br>*      | 4<br>1%     | 6<br>1%        |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>5</b><br><b>*</b>  | 3<br>1%     | 1<br>*             | 1<br>*       | 1<br>1%      | -<br>-       | -<br>-       | 1<br>1%      | 1<br>1%    | 2<br>1%      | -<br>-       | 3<br>1%    | 2<br>*       | 3<br>1%    | 2<br>1%      | 2<br>1%    | -<br>-     | 1<br>*     | 4<br>1%     | 1<br>*      | 7<br>1%        |
| Race relations                                            | <b>5</b><br><b>*</b>  | 4<br>1%     | 1<br>*             | 1<br>1%      | 2<br>1%      | 1<br>1%      | -<br>-       | -<br>-       | -<br>-     | 3<br>1%      | 1<br>*       | -<br>-     | 5<br>1%      | -<br>-     | -<br>-       | -<br>1%    | 2<br>1%    | 3<br>1%    | -<br>-      | 5<br>1%     | 4<br>*         |
| Animal welfare                                            | <b>4</b><br><b>*</b>  | -<br>-      | 4<br>1%            | -<br>-       | -<br>-       | -<br>-       | *<br>*       | 1<br>1%      | 2<br>1%    | -<br>-       | *<br>*       | 3<br>1%    | -<br>1%      | 4<br>1%    | *<br>*       | 2<br>1%    | 1<br>*     | -<br>-     | 3<br>1%     | 1<br>*      | 4<br>*         |
| Petrol prices/Fuel                                        | <b>3</b><br><b>*</b>  | 3<br>1%     | -<br>-             | 1<br>*       | 1<br>1%      | 1<br>1%      | -<br>-       | -<br>-       | -<br>-     | 1<br>1%      | 1<br>*       | -<br>-     | 3<br>1%      | -<br>-     | 1<br>*       | 1<br>*     | -<br>-     | 1<br>*     | 1<br>*      | 1<br>*      | 3<br>*         |
| Trade unions/<br>Strikes                                  | <b>3</b><br><b>*</b>  | 2<br>*      | 1<br>*             | -<br>-       | -<br>-       | 3<br>2%zk    | -<br>-       | -<br>-       | -<br>-     | -<br>-       | 3<br>1%      | -<br>-     | 3<br>1%      | -<br>-     | -<br>-       | -<br>-     | 2<br>1%    | 1<br>*     | -<br>-      | 3<br>1%     | 2<br>*         |
| Privatisation                                             | <b>2</b><br><b>*</b>  | 2<br>*      | 1<br>*             | 1<br>1%      | -<br>-       | -<br>-       | 1<br>1%      | 1<br>1%      | -<br>-     | 1<br>*       | 1<br>*       | 1<br>*     | 1<br>*       | 2<br>*     | 2<br>1%      | 1<br>*     | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 3<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | <b>2</b><br><b>*</b>  | *<br>*      | 2<br>*             | -<br>-       | -<br>-       | -<br>-       | 1<br>1%      | -<br>-       | 1<br>*     | -<br>-       | 1<br>*       | 1<br>*     | -<br>-       | 2<br>*     | 1<br>1%      | *<br>*     | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 3<br>*         |
| Countryside/Rural<br>life                                 | <b>1</b><br><b>*</b>  | *<br>*      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>1%    | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | 1<br>*     | 1<br>*       | *<br>*     | -<br>-     | -<br>-     | 1<br>*      | -<br>-      | 2<br>*         |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)****Table 10****Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |           |           |           |             |             | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                                                                        |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                                        | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| WEIGHTED BASE                                                          | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                                                                        | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 103%           |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | 1<br>*       | -<br>-      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | 1<br>1%      | -<br>-       | *<br>*     | -<br>-       | 1<br>*       | *<br>*     | -<br>-       | 1<br>*     | -<br>-       | 1<br>*    | *<br>*    | -<br>-    | 1<br>*      | *<br>*      | 2<br>*         |
| Median                                                                 | 1            | 1           | 1                  | 1            | 1            | 1            | 1            | 1            | 1          | 1            | 1            | 1          | 1            | 1          | 1            | 1         | 1         | 1         | 1           | 1           | 1              |
| Pound/Exchange<br>rate/Value of<br>pound                               | 1<br>*       | -<br>-      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | 1<br>*     | 1<br>*       | -<br>-    | -<br>-    | -<br>-    | 1<br>*      | -<br>-      | 1<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Population levels/<br>Overpopulation                                   | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Northern Ireland                                                       | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| AIDS                                                                   | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | -<br>-       | -<br>-      | -<br>-             | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-       | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-      | -<br>-         |
| Other                                                                  | 21<br>2%     | 7<br>2%     | 13<br>3%           | 3<br>3%      | 3<br>2%      | 2<br>1%      | 3<br>2%      | 2<br>2%      | 8<br>4%    | 6<br>2%      | 5<br>1%      | 10<br>3%   | 7<br>2%      | 13<br>2%   | 10<br>4%z    | 5<br>2%   | 2<br>1%   | 3<br>1%   | 15<br>3%    | 5<br>1%     | 30<br>3%       |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 10

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                         | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |           |           |           |             |             | UNWTD<br>TOTAL |
|-------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                         |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE         | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| WEIGHTED BASE           | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                         | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 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        | 1.00        | 1.00           |
| Don't know              | 199          | 102         | 97                 | 32           | 34           | 28           | 28           | 21           | 56         | 66           | 56           | 77         | 93           | 105        | 33           | 61        | 46        | 59        | 94          | 105         | 192            |
|                         | 20%lp        | 21%         | 19%                | 26%g         | 20%          | 18%          | 17%          | 15%          | 25%        | 23%          | 17%          | 21%        | 21%          | 19%        | 12%          | 22%lp     | 23%l      | 26%lp     | 17%l        | 24%lp       | 19%            |
| Personal finances (NET) | 76           | 35          | 41                 | 10           | 19           | 14           | 24           | 4            | 4          | 29           | 39           | 8          | 44           | 33         | 11           | 24        | 12        | 28        | 36          | 40          | 72             |
|                         | 8%hkl        | 7%          | 8%                 | 8%hk         | 12%ghk       | 9%hk         | 14%zgh       | 3%           | 2%         | 10%gh        | 12%zgh       | 2%         | 10%          | 6%         | 4%           | 9%p       | 6%        | 12%lp     | 7%          | 9%l         | 7%             |

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

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Table 11

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                             |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|-------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                                 |                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                   | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010              | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                         | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                                   | 981               | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                        | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                                 | 100%              | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                        | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | 175<br>18%fg<br>i | 148<br>18%gi             | 10<br>20%    | 16<br>19%           | 63<br>20%i                            | 47<br>20%i                            | 41<br>14%                             | 31<br>12%           | 71<br>20%gi                 | 13<br>10%                   | 56<br>20%gi                         | 43<br>31%za<br>dfghi<br>j           | 63<br>19%    | 51<br>17%            | 17<br>14%                           | 37<br>18%                        | 114<br>18%                     | 54<br>17%                  | 172<br>17%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 114<br>12%k       | 97<br>12%k               | 5<br>11%     | 12<br>13%k          | 35<br>11%                             | 24<br>10%                             | 36<br>12%k                            | 30<br>12%k          | 43<br>12%k                  | 21<br>16%jk                 | 26<br>10%k                          | 6<br>4%                             | 49<br>15%n   | 32<br>11%            | 8<br>6%                             | 22<br>11%                        | 80<br>13%                      | 30<br>9%                   | 110<br>11%     |
| Economy/Economic<br>situation                                                   | 65<br>7%ng        | 62<br>7%                 | 2<br>4%      | 1<br>1%             | 25<br>8%c                             | 24<br>10%zcd                          | 16<br>5%                              | 14<br>5%            | 25<br>7%                    | 7<br>5%                     | 18<br>6%                            | 10<br>7%                            | 21<br>6%     | 30<br>10%znq         | 2<br>2%                             | 11<br>5%                         | 52<br>8%ng                     | 13<br>4%                   | 74<br>7%       |
| Education/Schools                                                               | 58<br>6%n         | 55<br>6%                 | 2<br>4%      | 1<br>1%             | 14<br>4%                              | 13<br>6%                              | 16<br>5%                              | 14<br>6%            | 28<br>8%                    | 12<br>9%                    | 22<br>8%                            | 10<br>7%                            | 15<br>5%     | 21<br>7%             | 2<br>2%                             | 15<br>7%n                        | 36<br>6%                       | 17<br>5%n                  | 57<br>6%       |
| Housing                                                                         | 35<br>4%          | 33<br>4%de               | -<br>-       | 2<br>3%             | 5<br>2%                               | 3<br>1%                               | 7<br>2%                               | 7<br>3%             | 23<br>6%za<br>def           | 15<br>11%zab<br>defghj<br>k | 19<br>7%zad<br>efk                  | 5<br>3%                             | 11<br>3%     | 8<br>3%              | 3<br>3%                             | 13<br>7%zp                       | 19<br>3%                       | 16<br>5%                   | 41<br>4%       |
| Unemployment/<br>Factory closure/<br>Lack of industry                           | 33<br>3%          | 29<br>3%                 | 1<br>3%      | 2<br>2%             | 12<br>4%                              | 10<br>4%                              | 13<br>4%                              | 12<br>5%            | 7<br>2%                     | 5<br>4%                     | 7<br>3%                             | 2<br>1%                             | 14<br>4%     | 9<br>3%              | 5<br>4%                             | 4<br>2%                          | 23<br>4%                       | 9<br>3%                    | 26<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 30<br>3%          | 26<br>3%                 | -<br>-       | 4<br>5%             | 11<br>3%                              | 7<br>3%                               | 4<br>1%                               | 4<br>2%             | 15<br>4%                    | 13<br>10%zad<br>efghjk      | 15<br>5%zaf<br>k                    | 2<br>1%                             | 10<br>3%     | 9<br>3%              | 5<br>4%                             | 6<br>3%                          | 19<br>3%                       | 11<br>3%                   | 29<br>3%       |
| Pollution/<br>Environment                                                       | 28<br>3%          | 26<br>3%                 | 2<br>4%      | 1<br>1%             | 12<br>4%                              | 11<br>5%                              | 9<br>3%                               | 7<br>3%             | 8<br>2%                     | 4<br>3%                     | 7<br>3%                             | 4<br>3%                             | 10<br>3%     | 8<br>3%              | 2<br>1%                             | 9<br>4%                          | 18<br>3%                       | 10<br>3%                   | 41<br>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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 11  
**Q.PL03A**  
*And what would you say is the most important issue facing your family?*  
**BASE: ALL ADULTS AGED 18+**

|                                                            | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                            |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                            | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                              | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                            | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Low pay/Minimum wage/Fair wages                            | 25<br>3%lp   | 22<br>3%                 | 2<br>4%      | 1<br>1%             | 9<br>3%                               | 8<br>3%                               | 9<br>3%                               | 7<br>3%             | 8<br>2%                     | 3<br>2%   | 4<br>1%                             | 1<br>1%                             | 3<br>1%      | 6<br>2%              | 4<br>3%                             | 11<br>6%zlp                      | 9<br>1%                        | 15<br>5%zlp                | 25<br>2%       |
| Poverty/Inequality                                         | 25<br>3%     | 21<br>2%                 | *<br>1%      | 3<br>4%             | 11<br>3%                              | 8<br>3%                               | 4<br>1%                               | 4<br>2%             | 9<br>3%                     | 6<br>4%   | 9<br>3%                             | 3<br>2%                             | 7<br>2%      | 6<br>2%              | 4<br>3%                             | 8<br>4%                          | 13<br>2%                       | 12<br>4%                   | 23<br>2%       |
| Inflation/Prices                                           | 24<br>2%gl   | 21<br>3%g                | 2<br>4%      | -<br>-              | 12<br>4%g                             | 12<br>5%zafg                          | 3<br>1%g                              | 1<br>*              | 8<br>2%                     | 6<br>4%g  | 7<br>3%                             | 1<br>1%                             | -<br>-       | 19<br>6%zlo          | 1<br>1%                             | 3<br>2%l                         | 19<br>3%l                      | 5<br>1%                    | 21<br>2%       |
| Ageing population/<br>Social care for the elderly          | 21<br>2%q    | 19<br>2%                 | 1<br>1%      | 2<br>2%             | 8<br>2%                               | 6<br>3%                               | 6<br>2%                               | 6<br>2%             | 7<br>2%                     | 1<br>1%   | 3<br>1%                             | 3<br>2%                             | 14<br>4%znoq | 6<br>2%              | -<br>-                              | 1<br>1%                          | 20<br>3%q                      | 1<br>*                     | 27<br>3%       |
| Lack of faith in politics /<br>politicians /<br>government | 20<br>2%     | 15<br>2%                 | -<br>-       | 5<br>6%             | 7<br>2%e                              | 2<br>1%                               | 7<br>2%                               | 7<br>3%             | 5<br>1%                     | 3<br>2%   | 4<br>2%                             | 1<br>1%                             | 5<br>2%      | 5<br>2%              | 9<br>7%zlmopq                       | 1<br>1%                          | 10<br>2%                       | 10<br>3%o                  | 16<br>2%       |
| Pensions/Social security/Benefits                          | 19<br>2%     | 16<br>2%                 | 2<br>4%      | 1<br>1%             | 4<br>1%                               | 3<br>1%                               | 8<br>3%                               | 6<br>2%             | 7<br>2%j                    | *<br>*    | 2<br>1%                             | 2<br>1%                             | 9<br>3%      | 2<br>1%              | 5<br>4%m                            | 3<br>1%                          | 11<br>2%                       | 8<br>2%                    | 23<br>2%       |
| Immigration/<br>immigrants                                 | 14<br>1%     | 10<br>1%                 | -<br>-       | 4<br>4%j            | 7<br>2%                               | 3<br>1%                               | 4<br>1%                               | 4<br>2%             | 3<br>1%                     | 1<br>1%   | 1<br>*                              | -<br>-                              | 4<br>1%      | 2<br>1%              | 4<br>4%zp                           | 3<br>2%                          | 6<br>1%                        | 8<br>2%                    | 14<br>1%       |
| Drug abuse                                                 | 12<br>1%     | 9<br>1%                  | 1<br>1%      | 3<br>3%j            | 6<br>2%                               | 3<br>1%                               | 4<br>1%                               | 4<br>1%             | 2<br>1%                     | 1<br>*    | 1<br>*                              | -<br>-                              | 3<br>1%      | 4<br>1%              | 2<br>2%                             | 4<br>2%                          | 6<br>1%                        | 6<br>2%                    | 11<br>1%       |
| Public services in<br>general                              | 11<br>1%     | 9<br>1%                  | 2<br>4%      | 1<br>1%             | 3<br>1%                               | 2<br>1%                               | 5<br>2%                               | 3<br>1%             | 3<br>1%                     | -<br>-    | 2<br>1%                             | 2<br>1%                             | 5<br>1%      | 2<br>1%              | 3<br>3%                             | 2<br>1%                          | 6<br>1%                        | 5<br>2%                    | 16<br>2%       |
| Taxation                                                   | 10<br>1%     | 10<br>1%                 | -<br>-       | *<br>*              | 2<br>1%                               | 2<br>1%                               | 2<br>1%                               | 2<br>1%             | 6<br>2%                     | 4<br>3%   | 6<br>2%                             | 2<br>2%                             | 3<br>1%      | 2<br>1%              | 4<br>3%                             | 1<br>*                           | 6<br>1%                        | 4<br>1%o                   | 13<br>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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Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |                    |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|--------------------------|--------------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                           |              | ENG<br>LAND<br>(a)       | WALES<br>(b)       | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                           | 1010         | 863                      | 53                 | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                             | 981          | 844                      | 50*                | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                           | 100%         | 86%                      | 5%*                | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | 6<br>1%      | 6<br>1%                  | -<br>-             | -<br>-              | 2<br>1%                               | 2<br>1%                               | 2<br>1%                               | 2<br>1%             | 2<br>1%                     | 2<br>1%   | 2<br>1%                             | -                                   | 1<br>*       | 3<br>1%              | -<br>-                              | 2<br>1%                          | 4<br>1%                        | 2<br>1%                    | 6<br>1%        |
| Transport/Public<br>transport                             | 5<br>1%      | 4<br>*                   | 1<br>3%            | -<br>-              | 1<br>*                                | 1<br>1%                               | 2<br>1%                               | 1<br>*              | 1<br>*                      | -<br>-    | 1<br>*                              | 1<br>1%                             | 1<br>*       | 1<br>*               | 1<br>1%                             | 1<br>1%                          | 3<br>*                         | 2<br>1%                    | 6<br>1%        |
| Local government/<br>Council tax                          | 5<br>*       | 4<br>*                   | -<br>-             | 1<br>1%             | 1<br>*                                | -<br>-                                | 2<br>1%                               | 2<br>1%             | 3<br>1%                     | 2<br>2%   | 2<br>1%                             | -                                   | *<br>*       | 2<br>1%              | 1<br>1%                             | 1<br>1%                          | 2<br>*                         | 3<br>1%                    | 6<br>1%        |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 5<br>*       | 5<br>1%                  | -<br>-             | -<br>-              | 1<br>*                                | 1<br>1%                               | 3<br>1%                               | 3<br>1%             | 1<br>*                      | -<br>-    | 1<br>*                              | 1<br>1%                             | 2<br>1%      | 1<br>*               | -<br>-                              | 2<br>1%                          | 3<br>*                         | 2<br>1%                    | 7<br>1%        |
| Race relations                                            | 5<br>*       | 5<br>1%                  | -<br>-             | -<br>-              | -<br>-                                | -<br>-                                | 3<br>1%                               | 3<br>1%             | 1<br>*                      | 1<br>1%   | 1<br>1%                             | -                                   | -<br>-       | -<br>-               | 3<br>2%zlm<br>p                     | 1<br>*                           | -<br>-                         | 3<br>1%p                   | 4<br>*         |
| Animal welfare                                            | 4<br>*       | 3<br>*                   | -<br>-             | *<br>*              | 3<br>1%                               | 2<br>1%                               | -<br>-                                | -<br>-              | 1<br>*                      | -<br>-    | -<br>-                              | -                                   | 2<br>1%      | -<br>-               | 1<br>1%                             | -<br>-                           | 2<br>*                         | 1<br>*                     | 4<br>*         |
| Petrol prices/Fuel                                        | 3<br>*       | 3<br>*                   | -<br>-             | -<br>-              | 1<br>*                                | 1<br>*                                | -<br>-                                | -<br>-              | 2<br>1%                     | -<br>-    | -<br>-                              | -                                   | -<br>-       | 1<br>*               | -<br>-                              | 2<br>1%                          | 1<br>*                         | 2<br>1%                    | 3<br>*         |
| Trade unions/<br>Strikes                                  | 3<br>*a      | 1<br>*                   | 2<br>4%zad<br>eghj | -<br>-              | -<br>-                                | -<br>-                                | 3<br>1%ag                             | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -                                   | -<br>-       | 2<br>1%              | -<br>-                              | 1<br>*                           | 2<br>*                         | 1<br>*                     | 2<br>*         |
| Privatisation                                             | 2<br>*       | 2<br>*                   | -<br>-             | -<br>-              | -<br>-                                | -<br>-                                | 1<br>*                                | 1<br>*              | 2<br>*                      | -<br>-    | 1<br>*                              | 1<br>1%                             | 1<br>*       | -<br>-               | -<br>-                              | 2<br>1%                          | 1<br>*                         | 2<br>*                     | 3<br>*         |

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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Table 11

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                                        | TOTAL<br>(z)  | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|---------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |               | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>   | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>    | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | <b>100%</b>   | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | <b>2</b><br>* | 1<br>*                   | 1<br>2%      | -<br>-              | -<br>-                                | -<br>-                                | 2<br>1%                               | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | 1<br>*               | -<br>-                              | -<br>-                           | 2<br>*                         | -<br>-                     | 3<br>*         |
| Countryside/Rural<br>life                                              | <b>1</b><br>* | 1<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | 1<br>*                      | *<br>*    | *<br>*                              | -<br>-                              | 1<br>*       | -<br>-               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-                     | 2<br>*         |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>1</b><br>* | -<br>-                   | -<br>-       | 1<br>1%za           | 1<br>*                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | -<br>-               | *<br>*                              | -<br>-                           | 1<br>*                         | *<br>*                     | 2<br>*         |
| Median                                                                 | <b>1</b>      | 1                        | 1            | 1                   | 1                                     | 1                                     | 1                                     | 1                   | 1                           | 1         | 1                                   | 1                                   | 1            | 1                    | 1                                   | 1                                | 1                              | 1                          | 1              |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>1</b><br>* | 1<br>*                   | -<br>-       | -<br>-              | 1<br>*                                | 1<br>*                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | -<br>-               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-                     | 1<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | -<br>-        | -<br>-                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | -<br>-                           | -<br>-                         | -<br>-                     | -<br>-         |
| Population levels/<br>Overpopulation                                   | -<br>-        | -<br>-                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | -<br>-                           | -<br>-                         | -<br>-                     | -<br>-         |
| Northern Ireland                                                       | -<br>-        | -<br>-                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | -<br>-                           | -<br>-                         | -<br>-                     | -<br>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -<br>-        | -<br>-                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | -<br>-                           | -<br>-                         | -<br>-                     | -<br>-         |
| AIDS                                                                   | -<br>-        | -<br>-                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | -<br>-                           | -<br>-                         | -<br>-                     | -<br>-         |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 11

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                              | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|----------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                              |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                              | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                              | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Foot and mouth<br>outbreak/Farming<br>crisis | -            | -                        | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Other                                        | 21           | 19                       | *            | 2                   | 7                                     | 5                                     | 5                                     | 5                   | 9                           | 1         | 8                                   | 7                                   | 10           | 5                    | 5                                   | 1                                | 15                             | 6                          | 30             |
|                                              | 2%           | 2%                       | 1%           | 2%                  | 2%                                    | 2%                                    | 2%                                    | 2%                  | 2%                          | 1%        | 3%                                  | 5%                                  | 3%           | 2%                   | 4%o                                 | 1%                               | 2%                             | 2%o                        | 3%             |
| MEAN NUMBER OF<br>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                                   | 199          | 162                      | 12           | 25                  | 57                                    | 32                                    | 82                                    | 70                  | 59                          | 13        | 47                                  | 35                                  | 64           | 62                   | 28                                  | 37                               | 126                            | 65                         | 192            |
|                                              | 20%ei        | 19%ei                    | 25%i         | 28%de<br>i          | 18%e                                  | 14%                                   | 28%za<br>dehij                        | 28%za<br>dehij      | 16%i                        | 9%        | 17%i                                | 25%eh<br>ij                         | 19%          | 21%                  | 23%                                 | 18%                              | 20%                            | 20%                        | 19%            |
| Personal finances<br>(NET)                   | 76           | 67                       | 5            | 4                   | 32                                    | 28                                    | 17                                    | 12                  | 27                          | 14        | 20                                  | 6                                   | 10           | 31                   | 9                                   | 24                               | 41                             | 33                         | 72             |
|                                              | 8%l          | 8%                       | 9%           | 5%                  | 10%                                   | 12%zaf<br>gk                          | 6%                                    | 5%                  | 7%                          | 11%       | 7%                                  | 4%                                  | 3%           | 11%lp                | 8%l                                 | 12%zlp                           | 7%l                            | 10%zl                      | 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

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Table 12

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)                   | WORKING STATUS      |                      |                           | PARTY PREFERENCE            |                       |                                    |             | INCOME                |                            |                        | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------------|---------------------|----------------------|---------------------------|-----------------------------|-----------------------|------------------------------------|-------------|-----------------------|----------------------------|------------------------|----------------|----------------|
|                                                                                 |                                | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b)  | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g)     | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n)   |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>                    | 366                 | 116                  | 528                       | 192                         | 244                   | 86                                 | 408         | 128                   | 150                        | 381                    | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>                     | 424                 | 130*                 | 426                       | 187                         | 219                   | 74*                                | 429         | 123*                  | 137*                       | 366                    | 267            | 1010           |
|                                                                                 | <b>100%</b>                    | 43%                 | 13%*                 | 43%                       | 19%                         | 22%                   | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                    | 27%            | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>175</b><br>18% <sup>f</sup> | 72<br>17%           | 24<br>19%            | 79<br>19%                 | 22<br>12%                   | 39<br>18%             | 14<br>18%                          | 79<br>18%   | 23<br>19%             | 18<br>13%                  | 76<br>21%              | 39<br>15%      | 172<br>17%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>114</b><br>12%              | 50<br>12%           | 18<br>14%            | 47<br>11%                 | 29<br>16%                   | 24<br>11%             | 14<br>19%                          | 40<br>9%    | 8<br>7%               | 21<br>15%                  | 54<br>15% <sup>z</sup> | 24<br>9%       | 110<br>11%     |
| Economy/Economic<br>situation                                                   | <b>65</b><br>7%                | 37<br>9%            | 7<br>5%              | 21<br>5%                  | 11<br>6%                    | 14<br>6%              | 4<br>5%                            | 33<br>8%    | 4<br>3%               | 9<br>6%                    | 32<br>9%               | 19<br>7%       | 74<br>7%       |
| Education/Schools                                                               | <b>58</b><br>6%                | 34<br>8%            | 3<br>2%              | 21<br>5%                  | 10<br>5%                    | 11<br>5%              | 7<br>10%                           | 28<br>6%    | 6<br>5%               | 6<br>4%                    | 28<br>8%               | 30<br>11%      | 57<br>6%       |
| Housing                                                                         | <b>35</b><br>4%                | 17<br>4%            | 1<br>1%              | 17<br>4%                  | 13<br>7% <sup>z</sup>       | 8<br>4%               | 4<br>6%                            | 10<br>2%    | 3<br>2%               | 7<br>5%                    | 11<br>3%               | 17<br>6%       | 41<br>4%       |
| Unemployment/<br>Factory closure/<br>Lack of industry                           | <b>33</b><br>3%                | 18<br>4%            | 4<br>3%              | 11<br>3%                  | 2<br>1%                     | 13<br>6% <sup>f</sup> | 1<br>1%                            | 13<br>3%    | 6<br>4%               | 7<br>5%                    | 13<br>3%               | 8<br>3%        | 26<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b><br>3%                | 8<br>2%             | 5<br>4%              | 17<br>4%                  | 8<br>4%                     | 9<br>4%               | *<br>1%                            | 8<br>2%     | 5<br>4%               | 6<br>4%                    | 7<br>2%                | 4<br>1%        | 29<br>3%       |
| Pollution/<br>Environment                                                       | <b>28</b><br>3%                | 12<br>3%            | 6<br>4%              | 11<br>3%                  | 3<br>2%                     | 11<br>5%              | 3<br>4%                            | 8<br>2%     | *<br>*                | 2<br>2%                    | 20<br>5% <sup>z</sup>  | 6<br>2%        | 41<br>4%       |
| Low pay/Minimum<br>wage/Fair wages                                              | <b>25</b><br>3% <sup>c</sup>   | 13<br>3%            | 7<br>6% <sup>c</sup> | 5<br>1%                   | 1<br>*                      | 4<br>2%               | -<br>-                             | 19<br>5%    | 2<br>2%               | 5<br>4%                    | 9<br>2%                | 14<br>5%       | 25<br>2%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 12

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z)           | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------|------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                               |                        | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>            | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>             | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                               | <b>100%</b>            | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Poverty/Inequality                                            | <b>25</b>              | 10                  | 9                   | 6                         | 1                           | 9                 | 4                                  | 8           | 7                     | 5                          | 9                    | 7              | 23             |
|                                                               | <b>3%</b>              | 2%                  | 7%zc                | 1%                        | 1%                          | 4%                | 5% <sup>f</sup>                    | 2%          | 6%                    | 4%                         | 3%                   | 3%             | 2%             |
| Inflation/Prices                                              | <b>24</b>              | 17                  | 1                   | 5                         | 1                           | 12                | 2                                  | 9           | *                     | 9                          | 7                    | 15             | 21             |
|                                                               | <b>2%</b> <sup>c</sup> | 4% <sup>c</sup>     | 1%                  | 1%                        | 1%                          | 5% <sup>zf</sup>  | 2%                                 | 2%          | *                     | 7% <sup>zln</sup>          | 2%                   | 6%             | 2%             |
| Ageing population/<br>Social care for<br>the elderly          | <b>21</b>              | 8                   | 2                   | 12                        | 3                           | 4                 | 2                                  | 12          | 2                     | 2                          | 9                    | 2              | 27             |
|                                                               | <b>2%</b>              | 2%                  | 1%                  | 3%                        | 2%                          | 2%                | 3%                                 | 3%          | 2%                    | 2%                         | 2%                   | 1%             | 3%             |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>20</b>              | 5                   | 4                   | 12                        | 11                          | 1                 | 1                                  | 4           | 7                     | -                          | 6                    | 2              | 16             |
|                                                               | <b>2%</b>              | 1%                  | 3%                  | 3%                        | 6% <sup>zg</sup>            | 1%                | 2%                                 | 1%          | 6% <sup>zmn</sup>     | -                          | 2%                   | 1%             | 2%             |
| Pensions/Social<br>security/Benefits                          | <b>19</b>              | 4                   | 3                   | 12                        | 3                           | 6                 | 1                                  | 8           | 5                     | 2                          | 4                    | 2              | 23             |
|                                                               | <b>2%</b>              | 1%                  | 2%                  | 3%                        | 2%                          | 3%                | 2%                                 | 2%          | 4%                    | 2%                         | 1%                   | 1%             | 2%             |
| Immigration/<br>immigrants                                    | <b>14</b>              | 3                   | 2                   | 9                         | 1                           | 2                 | 2                                  | 6           | 2                     | 4                          | 3                    | 1              | 14             |
|                                                               | <b>1%</b>              | 1%                  | 2%                  | 2%                        | *                           | 1%                | 2%                                 | 1%          | 1%                    | 3%                         | 1%                   | 1%             | 1%             |
| Drug abuse                                                    | <b>12</b>              | 5                   | 1                   | 7                         | 3                           | 2                 | -                                  | 7           | 3                     | 1                          | 4                    | 3              | 11             |
|                                                               | <b>1%</b>              | 1%                  | *                   | 2%                        | 1%                          | 1%                | -                                  | 2%          | 2%                    | 1%                         | 1%                   | 1%             | 1%             |
| Public services in<br>general                                 | <b>11</b>              | 5                   | 2                   | 4                         | 3                           | 2                 | -                                  | 7           | 2                     | 4                          | 5                    | 2              | 16             |
|                                                               | <b>1%</b>              | 1%                  | 1%                  | 1%                        | 1%                          | 1%                | -                                  | 2%          | 1%                    | 3%                         | 1%                   | 1%             | 2%             |
| Taxation                                                      | <b>10</b>              | 4                   | 1                   | 5                         | 2                           | 2                 | 2                                  | 5           | 1                     | 1                          | 5                    | 3              | 13             |
|                                                               | <b>1%</b>              | 1%                  | 1%                  | 1%                        | 1%                          | 1%                | 2%                                 | 1%          | 1%                    | 1%                         | 1%                   | 1%             | 1%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle            | <b>6</b>               | 2                   | 3                   | 2                         | 2                           | *                 | -                                  | 4           | 2                     | -                          | 2                    | 1              | 6              |
|                                                               | <b>1%</b>              | *                   | 2%                  | *                         | 1%                          | *                 | -                                  | 1%          | 1%                    | -                          | *                    | *              | 1%             |

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

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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 12

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)          | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                       | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>           | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Transport/Public transport                                | <b>5</b><br><b>1%</b> | 1<br>*              | -<br>-              | 4<br>1%                   | 1<br>*                      | 1<br>*            | -<br>-                             | 3<br>1%     | 1<br>1%               | -<br>-                     | 2<br>1%              | 2<br>1%        | 6<br>1%        |
| Local government/<br>Council tax                          | <b>5</b><br><b>*</b>  | 2<br>*              | 1<br>*              | 2<br>1%                   | *<br>*                      | 1<br>*            | -<br>-                             | 4<br>1%     | 1<br>1%               | 1<br>1%                    | 3<br>1%              | 3<br>1%        | 6<br>1%        |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>5</b><br><b>*</b>  | 1<br>*              | 1<br>1%             | 2<br>1%                   | 2<br>1%                     | -<br>-            | 1<br>1%                            | 2<br>*      | 3<br>3%zn             | -<br>-                     | 1<br>*               | 1<br>*         | 7<br>1%        |
| Race relations                                            | <b>5</b><br><b>*</b>  | 3<br>1%             | -<br>-              | 1<br>*                    | -<br>-                      | 1<br>1%           | -<br>-                             | 3<br>1%     | -<br>-                | -<br>-                     | 3<br>1%              | 2<br>1%        | 4<br>*         |
| Animal welfare                                            | <b>4</b><br><b>*</b>  | -<br>-              | *<br>*              | 3<br>1%                   | 3<br>2%                     | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | 2<br>2%                    | -<br>-               | -<br>-         | 4<br>*         |
| Petrol prices/Fuel                                        | <b>3</b><br><b>*</b>  | 2<br>*              | 1<br>*              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 3<br>1%     | -<br>-                | -<br>-                     | 2<br>*               | -<br>-         | 3<br>*         |
| Trade unions/<br>Strikes                                  | <b>3</b><br><b>*</b>  | 2<br>*              | -<br>-              | 1<br>*                    | -<br>-                      | -<br>-            | 1<br>1%                            | 2<br>*      | -<br>-                | -<br>-                     | 2<br>1%              | 2<br>1%        | 2<br>*         |
| Privatisation                                             | <b>2</b><br><b>*</b>  | 2<br>*              | -<br>-              | 1<br>*                    | 1<br>*                      | -<br>-            | 1<br>1%                            | 1<br>*      | -<br>-                | 1<br>1%                    | 1<br>*               | 1<br>*         | 3<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | <b>2</b><br><b>*</b>  | 1<br>*              | -<br>-              | 1<br>*                    | 1<br>*                      | 1<br>1%           | -<br>-                             | -<br>-      | -<br>-                | 1<br>1%                    | 1<br>*               | -<br>-         | 3<br>*         |
| Countryside/Rural<br>life                                 | <b>1</b><br><b>*</b>  | -<br>-              | -<br>-              | 1<br>*                    | *<br>*                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | *<br>*                     | -<br>-               | -<br>-         | 2<br>*         |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 12

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                        |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                        | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | 1<br>*       | -<br>-              | 1<br>1%             | *<br>*                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | *<br>*                | -<br>-                     | 1<br>*               | -<br>-         | 2<br>*         |
| Median                                                                 | 1            | 1                   | 1                   | 1                         | 1                           | 1                 | 1                                  | 1           | 1                     | 1                          | 1                    | 1              | 1              |
| Pound/Exchange<br>rate/Value of<br>pound                               | 1<br>*       | -<br>-              | -<br>-              | 1<br>*                    | 1<br>1%                     | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | 1<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Population levels/<br>Overpopulation                                   | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Northern Ireland                                                       | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| AIDS                                                                   | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Other                                                                  | 21<br>2%     | 7<br>2%             | *<br>*              | 13<br>3%                  | 3<br>1%                     | 3<br>1%           | 1<br>1%                            | 11<br>3%    | 4<br>4%               | 5<br>3%                    | 6<br>2%              | 5<br>2%        | 30<br>3%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 12**  
**Q.PL03A**  
*And what would you say is the most important issue facing your family?*  
**BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                            |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                            | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| MEAN NUMBER OF<br>MENTIONS | <b>1.00</b>  | 1.00                | 1.00                | 1.00                      | 1.00                        | 1.00              | 1.00                               | 1.00        | 1.00                  | 1.00                       | 1.00                 | 1.00           | 1.00           |
| Don't know                 | <b>199</b>   | 79                  | 26                  | 94                        | 47                          | 38                | 9                                  | 93          | 24                    | 18                         | 43                   | 50             | 192            |
|                            | 20%n         | 19%                 | 20%                 | 22%                       | 25%                         | 17%               | 13%                                | 22%         | 19%                   | 13%                        | 12%                  | 19%            | 19%            |
| Personal finances<br>(NET) | <b>76</b>    | 42                  | 18                  | 17                        | 3                           | 25                | 6                                  | 38          | 10                    | 20                         | 26                   | 36             | 72             |
|                            | 8%cf         | 10%c                | 13%zc               | 4%                        | 2%                          | 11%f              | 8%f                                | 9%          | 8%                    | 14%z                       | 7%                   | 13%            | 7%             |

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

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Table 13

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)             | IMPORTANT ISSUES   |                              |                   |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|--------------------|------------------------------|-------------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |                          | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c)      | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>              | 188                | 548                          | 185               | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>               | 188                | 531                          | 175               | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>              | 19%                | 54%                          | 18%               | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>175</b><br><b>18%</b> | 30<br>16%          | 130<br>24%zac<br>e           | 27<br>16%         | 20<br>16%              | 103<br>18%           | 43<br>21%          | 43<br>15%    | 116<br>20%           | 16<br>16%    | 162<br>19%z  | 12<br>10%  | 24<br>24%            | 39<br>16%          | 21<br>26%z                 | 27<br>16%          | 17<br>17%                  | 10<br>14%                  | 2<br>5%                          | 19<br>22%                      | 172<br>17%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>114</b><br>12%h       | 23<br>12%          | 69<br>13%                    | 22<br>13%         | 15<br>12%              | 109<br>20%zab<br>cf  | 25<br>12%          | 46<br>16%zh  | 55<br>9%             | 13<br>14%    | 103<br>12%   | 12<br>9%   | 12<br>12%            | 27<br>11%          | 13<br>16%                  | 29<br>17%          | 13<br>12%                  | 17<br>23%z                 | 6<br>14%                         | 9<br>11%                       | 110<br>11%     |
| Economy/Economic<br>situation                                                   | <b>65</b><br><b>7%</b>   | 29<br>15%zbce<br>t | 32<br>6%                     | 12<br>7%          | 8<br>6%                | 36<br>6%             | 20<br>10%b         | 20<br>7%     | 41<br>7%             | 4<br>4%      | 56<br>7%     | 8<br>7%    | 13<br>13%z           | 20<br>8%           | 5<br>6%                    | 5<br>3%            | 4<br>4%                    | 1<br>2%                    | 3<br>7%                          | 5<br>6%                        | 74<br>7%       |
| Education/Schools                                                               | <b>58</b><br><b>6%</b>   | 15<br>8%t          | 37<br>7%                     | 8<br>5%           | 2<br>2%                | 33<br>6%             | 29<br>14%zbce<br>t | 11<br>4%     | 39<br>7%             | 8<br>8%      | 46<br>5%     | 10<br>8%   | 8<br>8%              | 18<br>7%           | 3<br>4%                    | 13<br>7%           | 8<br>8%                    | 5<br>6%                    | -<br>-                           | 2<br>3%                        | 57<br>6%       |
| Housing                                                                         | <b>35</b><br>4%h         | 8<br>5%            | 22<br>4%                     | 9<br>5%           | 6<br>5%                | 18<br>3%             | 7<br>4%            | 19<br>6%zh   | 12<br>2%             | 5<br>5%      | 28<br>3%     | 7<br>6%    | 2<br>2%              | 11<br>4%           | 2<br>3%                    | 6<br>3%            | 5<br>4%                    | 1<br>2%                    | -<br>-                           | 6<br>7%                        | 41<br>4%       |
| Unemployment/<br>Factory closure/<br>Lack of industry                           | <b>33</b><br><b>3%</b>   | 2<br>1%            | 18<br>3%                     | 2<br>1%           | *<br>*                 | 21<br>4%             | 3<br>1%            | 6<br>2%      | 25<br>4%             | 1<br>1%      | 28<br>3%     | 4<br>4%    | -<br>-               | 8<br>3%            | 3<br>4%                    | 3<br>2%            | 1<br>1%                    | 2<br>2%                    | -<br>-                           | *<br>*                         | 26<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b><br>3%j         | 5<br>3%            | 19<br>4%e                    | 19<br>11%zab<br>e | 12<br>10%zabe          | 11<br>2%             | 11<br>5%e          | 13<br>5%     | 16<br>3%             | 1<br>1%      | 21<br>2%     | 9<br>8%zj  | 4<br>4%              | 7<br>3%            | 2<br>2%                    | 13<br>8%z          | 9<br>8%z                   | 5<br>6%                    | 6<br>14%                         | 6<br>7%                        | 29<br>3%       |
| Pollution/<br>Environment                                                       | <b>28</b><br><b>3%</b>   | 7<br>4%            | 17<br>3%                     | 4<br>2%           | 2<br>1%                | 20<br>4%             | 6<br>3%            | 11<br>4%     | 13<br>2%             | 4<br>4%      | 28<br>3%z    | -<br>-     | 6<br>6%              | 7<br>3%            | 5<br>6%q                   | 1<br>1%            | 1<br>1%                    | -<br>-                     | -<br>-                           | 2<br>2%                        | 41<br>4%       |

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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Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                               | TOTAL<br>(z)     | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------|------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                               |                  | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>      | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>       | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                               | <b>100%</b>      | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Low pay/Minimum wage/Fair wages                               | <b>25</b><br>3%g | 3                  | 13                           | 4            | 2                      | 12                   | 4                  | 3            | 22                   | 1            | 21           | 4          | 4                    | 4                  | -                          | 3                  | -                          | 3                          | -                                | 2                              | 25             |
| Poverty/Inequality                                            | <b>25</b><br>3%e | 1                  | 13                           | 4            | 6                      | 5                    | 1                  | 3            | 19                   | 2            | 23           | 1          | 1                    | 12                 | 1                          | 7                  | 3                          | 4                          | 4                                | 2                              | 23             |
|                                                               |                  | *                  | 2%e                          | 3%           | 5%ae                   | 1%                   | 1%                 | 1%           | 3%                   | 3%           | 3%           | 1%         | 1%                   | 5%                 | 1%                         | 4%                 | 2%                         | 6%                         | 10%                              | 2%                             | 2%             |
| Inflation/Prices                                              | <b>24</b><br>2%h | 18                 | 14                           | 15           | 3                      | 15                   | 5                  | 18           | 3                    | 2            | 11           | 13         | 1                    | 12                 | 1                          | 4                  | 4                          | 3                          | 1                                | 2                              | 21             |
|                                                               |                  | 9%zbef             | 3%                           | 8%zbef       | 2%                     | 3%                   | 3%                 | 6%zh         | 1%                   | 2%           | 1%           | 11%zi      | 1%                   | 5%zi               | 1%                         | 2%                 | 4%                         | 4%                         | 2%                               | 2%                             | 2%             |
| Ageing population/<br>Social care for the elderly             | <b>21</b><br>2%  | 1                  | 12                           | 2            | 4                      | 11                   | 4                  | 3            | 14                   | 1            | 20           | 1          | 1                    | 6                  | 2                          | 5                  | 4                          | 1                          | 2                                | 2                              | 27             |
|                                                               |                  | 1%                 | 2%                           | 1%           | 3%                     | 2%                   | 2%                 | 1%           | 2%                   | 1%           | 2%           | 1%         | 1%                   | 2%                 | 2%                         | 3%                 | 4%                         | 1%                         | 4%                               | 2%                             | 3%             |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>20</b><br>2%  | 2                  | 11                           | 3            | 2                      | 16                   | 1                  | 5            | 14                   | 1            | 20           | -          | -                    | 3                  | -                          | 8                  | 4                          | 4                          | -                                | 2                              | 16             |
|                                                               |                  | 1%                 | 2%                           | 2%           | 2%                     | 3%                   | 1%                 | 2%           | 2%                   | 1%           | 2%           | -          | -                    | 1%                 | -                          | 5%                 | 4%                         | 6%                         | -                                | 3%                             | 2%             |
| Pensions/Social<br>security/Benefits                          | <b>19</b><br>2%  | 4                  | 12                           | 2            | 1                      | 11                   | 5                  | 4            | 7                    | 8            | 19           | *          | 1                    | 5                  | 3                          | 1                  | *                          | 1                          | 1                                | *                              | 23             |
|                                                               |                  | 2%                 | 2%                           | 1%           | 1%                     | 2%                   | 3%                 | 1%           | 1%                   | 8%zgh        | 2%           | *          | 1%                   | 2%                 | 4%                         | 1%                 | *                          | 1%                         | 3%                               | *                              | 2%             |
| Immigration/<br>immigrants                                    | <b>14</b><br>1%  | 3                  | 8                            | *            | 8                      | 9                    | 2                  | 7            | 7                    | -            | 11           | 3          | -                    | 4                  | 2                          | 2                  | 2                          | -                          | 4                                | 4                              | 14             |
|                                                               |                  | 2%                 | 2%                           | *            | 7%zbce                 | 2%                   | 1%                 | 2%           | 1%                   | -            | 1%           | 2%         | -                    | 2%                 | 2%                         | 1%                 | 1%                         | -                          | 10%                              | 5%z                            | 1%             |
|                                                               |                  |                    |                              |              | f                      |                      |                    |              |                      |              |              |            |                      |                    |                            |                    |                            |                            |                                  |                                |                |
| Drug abuse                                                    | <b>12</b><br>1%  | -                  | 7                            | 4            | 2                      | 5                    | 1                  | 4            | 8                    | -            | 11           | 1          | -                    | 7                  | -                          | 1                  | 1                          | -                          | -                                | 2                              | 11             |
|                                                               |                  | -                  | 1%                           | 2%           | 1%                     | 1%                   | 1%                 | 1%           | 1%                   | -            | 1%           | *          | -                    | 3%                 | -                          | *                  | 1%                         | -                          | -                                | 2%                             | 1%             |
| Public services in<br>general                                 | <b>11</b><br>1%  | 3                  | 5                            | -            | 1                      | 5                    | 3                  | 3            | 6                    | 3            | 11           | 1          | 2                    | 2                  | 3                          | 1                  | *                          | 1                          | *                                | 1                              | 16             |
|                                                               |                  | 2%                 | 1%                           | -            | 1%                     | 1%                   | 1%                 | 1%           | 1%                   | 3%           | 1%           | 1%         | 2%                   | 1%                 | 3%                         | 1%                 | *                          | 2%                         | 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+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 13

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z)     | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |                  | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>      | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>       | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>      | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Taxation                                                  | <b>10</b><br>1%j | 5                  | 6                            | 2            | -                      | 5                    | 3                  | 4            | 6                    | *            | 6            | 4          | 1                    | 1                  | *                          | 2                  | 2                          | 1                          | -                                | -                              | 13             |
|                                                           |                  | 2%                 | 1%                           | 1%           | -                      | 1%                   | 1%                 | 1%           | 1%                   | *            | 1%           | 3%         | 1%                   | *                  | *                          | 1%                 | 2%                         | 1%                         | -                                | -                              | 1%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>6</b><br>1%   | 3                  | 3                            | *            | 1                      | 4                    | 2                  | 2            | 3                    | 1            | 6            | -          | -                    | 2                  | 2                          | 2                  | 2                          | -                          | -                                | 1                              | 6              |
|                                                           |                  | 1%                 | 1%                           | *            | 1%                     | 1%                   | 1%                 | 1%           | 1%                   | 1%           | 1%           | -          | -                    | 1%                 | 2%                         | 1%                 | 2%                         | -                          | -                                | 2%                             | 1%             |
| Transport/Public<br>transport                             | <b>5</b><br>1%   | -                  | 2                            | 1            | -                      | 1                    | 1                  | 1            | 4                    | -            | 4            | 1          | -                    | 1                  | -                          | 1                  | 1                          | -                          | -                                | -                              | 6              |
|                                                           |                  | -                  | *                            | *            | -                      | *                    | 1%                 | 1%           | 1%                   | -            | *            | 1%         | -                    | 1%                 | -                          | *                  | 1%                         | -                          | -                                | -                              | 1%             |
| Local government/<br>Council tax                          | <b>5</b><br>*ej  | *                  | 1                            | 3            | *                      | *                    | 1                  | -            | 5                    | -            | 3            | 2          | -                    | 2                  | -                          | 1                  | *                          | 1                          | -                                | *                              | 6              |
|                                                           |                  | *                  | *                            | 2%be         | *                      | *                    | *                  | -            | 1%                   | -            | *            | 2%         | -                    | 1%                 | -                          | 1%                 | *                          | 1%                         | -                                | *                              | 1%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>5</b><br>*    | -                  | 2                            | *            | -                      | 4                    | -                  | 1            | 4                    | 1            | 5            | -          | -                    | -                  | 1                          | 1                  | 1                          | -                          | -                                | -                              | 7              |
|                                                           |                  | -                  | *                            | *            | -                      | 1%                   | -                  | *            | 1%                   | 1%           | 1%           | -          | -                    | -                  | 1%                         | 1%                 | 1%                         | -                          | -                                | -                              | 1%             |
| Race relations                                            | <b>5</b><br>*    | -                  | -                            | 3            | -                      | 3                    | 1                  | 1            | 3                    | 1            | 3            | 1          | -                    | 2                  | -                          | -                  | -                          | -                          | -                                | -                              | 4              |
|                                                           |                  | -                  | -                            | 1%b          | -                      | 1%                   | 1%                 | 1%           | *                    | 1%           | *            | 1%         | -                    | 1%                 | -                          | -                  | -                          | -                          | -                                | -                              | *              |
| Animal welfare                                            | <b>4</b><br>*    | -                  | *                            | -            | *                      | 1                    | *                  | *            | 2                    | 1            | 3            | *          | -                    | -                  | 1                          | -                  | -                          | -                          | -                                | *                              | 4              |
|                                                           |                  | -                  | *                            | -            | *                      | *                    | *                  | *            | *                    | 1%           | *            | *          | -                    | -                  | 1%                         | -                  | -                          | -                          | -                                | *                              | *              |
| Petrol prices/Fuel                                        | <b>3</b><br>*    | 1                  | -                            | 1            | -                      | -                    | 1                  | -            | 3                    | -            | 3            | -          | 1                    | 1                  | -                          | -                  | -                          | -                          | -                                | -                              | 3              |
|                                                           |                  | 1%                 | -                            | 1%           | -                      | -                    | *                  | -            | *                    | -            | *            | -          | 1%                   | *                  | -                          | -                  | -                          | -                          | -                                | -                              | *              |
| Trade unions/<br>Strikes                                  | <b>3</b><br>*    | 1                  | -                            | -            | -                      | 1                    | -                  | -            | 3                    | -            | 3            | -          | -                    | 2                  | -                          | -                  | -                          | -                          | -                                | -                              | 2              |
|                                                           |                  | *                  | -                            | -            | -                      | *                    | -                  | -            | *                    | -            | *            | -          | -                    | 1%                 | -                          | -                  | -                          | -                          | -                                | -                              | *              |
| Privatisation                                             | <b>2</b><br>*    | 2                  | 2                            | -            | -                      | 2                    | -                  | 1            | 2                    | -            | 2            | 1          | 1                    | 1                  | -                          | -                  | -                          | -                          | -                                | -                              | 3              |
|                                                           |                  | 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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 13

**Q.PL03A****And what would you say is the most important issue facing your family?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)  | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|---------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                        |               | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>   | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>    | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                        | <b>100%</b>   | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | <b>2</b><br>* | -                  | 2                            | *            | -                      | 1                    | 2                  | -            | 1                    | *            | 2            | -          | -                    | 1                  | *                          | *                  | *                          | -                          | -                                | -                              | 3              |
|                                                                        |               | -                  | *                            | *            | -                      | *                    | 1%                 | -            | *                    | *            | *            | -          | -                    | *                  | 1%                         | *                  | *                          | -                          | -                                | -                              | *              |
| Countryside/Rural<br>life                                              | <b>1</b><br>* | -                  | 1                            | 1            | -                      | 1                    | -                  | -            | 1                    | -            | 1            | -          | -                    | -                  | 1                          | -                  | -                          | -                          | -                                | -                              | 2              |
|                                                                        |               | -                  | *                            | 1%           | -                      | *                    | -                  | -            | *                    | -            | *            | -          | -                    | -                  | 1%z                        | -                  | -                          | -                          | -                                | -                              | *              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>1</b><br>* | -                  | -                            | -            | -                      | 1                    | -                  | -            | 1                    | -            | 1            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | 2              |
|                                                                        |               | -                  | -                            | -            | -                      | *                    | -                  | -            | *                    | -            | *            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | *              |
| Median                                                                 | <b>1</b>      | 1                  | 1                            | 1            | 1                      | 1                    | 1                  | 1            | 1                    | 1            | 1            | 1          | 1                    | 1                  | 1                          | 1                  | 1                          | 1                          | 1                                | 1                              | 1              |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>1</b><br>* | -                  | 1                            | -            | 1                      | 1                    | -                  | -            | 1                    | -            | 1            | -          | -                    | -                  | -                          | -                  | -                          | -                          | 1                                | -                              | 1              |
|                                                                        |               | -                  | *                            | -            | 1%                     | *                    | -                  | -            | *                    | -            | *            | -          | -                    | -                  | -                          | -                  | -                          | -                          | 2%                               | -                              | *              |
| Nationalisation/<br>Government control<br>of institutions              | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                                                        | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Population levels/<br>Overpopulation                                   | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                                                        | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Northern Ireland                                                       | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                                                        | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                                                        | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |

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  
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## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 13

Q.PL03A

And what would you say is the most important issue facing your family?

BASE: ALL ADULTS AGED 18+

|                                              | TOTAL<br>(z)  | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------------------------|---------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                              |               | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| UNWEIGHTED BASE                              | 1010          | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| WEIGHTED BASE                                | 981           | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                              | 100%          | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| AIDS                                         | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                              | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Foot and mouth<br>outbreak/Farming<br>crisis | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                                              | -             | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
| Other                                        | 21            | 2                  | 9                            | 4            | 2                      | 10                   | 5                  | 3            | 14                   | 3            | 18           | 2          | -                    | 5                  | 3                          | 3                  | 2                          | 1                          | 1                                | 1                              | 30             |
|                                              | 2%            | 1%                 | 2%                           | 2%           | 1%                     | 2%                   | 2%                 | 1%           | 2%                   | 3%           | 2%           | 2%         | -                    | 2%                 | 3%                         | 2%                 | 2%                         | 2%                         | 3%                               | 1%                             | 3%             |
| MEAN NUMBER OF<br>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                                   | 199           | 21                 | 62                           | 19           | 26                     | 82                   | 22                 | 62           | 116                  | 21           | 168          | 26         | 18                   | 41                 | 9                          | 32                 | 21                         | 13                         | 10                               | 16                             | 192            |
|                                              | 20%abc<br>efp | 11%                | 12%                          | 11%          | 21%abc<br>f            | 15%                  | 10%                | 21%          | 20%                  | 21%          | 20%          | 21%        | 17%                  | 16%                | 11%                        | 19%                | 20%                        | 17%                        | 24%                              | 19%                            | 19%            |
| Personal finances<br>(NET)                   | 76            | 22                 | 40                           | 25           | 11                     | 32                   | 11                 | 24           | 46                   | 6            | 58           | 18         | 8                    | 29                 | 1                          | 14                 | 6                          | 10                         | 5                                | 5                              | 72             |
|                                              | 8%ejp         | 12%ef              | 8%                           | 14%zbef      | 9%                     | 6%                   | 5%                 | 8%           | 8%                   | 6%           | 7%           | 15%zj      | 8%                   | 12%                | 2%                         | 8%                 | 6%                         | 14%p                       | 13%                              | 6%                             | 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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 14**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)             | SEX         |                    | AGE             |                      |                          |                       |                      |            |                  |                          |                |              |            | SOCIAL GRADE            |                 |                       |                 |                         |                  | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|-------------|--------------------|-----------------|----------------------|--------------------------|-----------------------|----------------------|------------|------------------|--------------------------|----------------|--------------|------------|-------------------------|-----------------|-----------------------|-----------------|-------------------------|------------------|----------------|
|                                                                                 |                          | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)    | 25-34<br>(d)         | 35-44<br>(e)             | 45-54<br>(f)          | 55-64<br>(g)         | 65+<br>(h) | 18-34<br>(i)     | 35-54<br>(j)             | 55+<br>(k)     | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)               | C1<br>(m)       | C2<br>(n)             | DE<br>(o)       | ABC1<br>(p)             | C2DE<br>(q)      |                |
| UNWEIGHTED BASE                                                                 | 1010                     | 503         | 507                | 150             | 151                  | 146                      | 131                   | 162                  | 270        | 301              | 277                      | 432            | 447          | 563        | 263                     | 400             | 173                   | 174             | 663                     | 347              | 1010           |
| WEIGHTED BASE                                                                   | 981                      | 483         | 498                | 121             | 166                  | 152                      | 169*                  | 147*                 | 226        | 287              | 322                      | 372            | 439          | 541        | 264                     | 282             | 202                   | 232             | 546                     | 434              | 1010           |
|                                                                                 | 100%                     | 49%         | 51%                | 12%             | 17%                  | 16%                      | 17%*                  | 15%*                 | 23%        | 29%              | 33%                      | 38%            | 45%          | 55%        | 27%                     | 29%             | 21%                   | 24%             | 56%                     | 44%              | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | 357<br>36%               | 162<br>34%  | 195<br>39%         | 41<br>34%       | 61<br>37%            | 54<br>36%                | 60<br>35%             | 50<br>34%            | 91<br>40%  | 102<br>36%       | 114<br>35%               | 141<br>38%     | 157<br>36%   | 201<br>37% | 102<br>39%              | 94<br>34%       | 83<br>41%             | 78<br>33%       | 197<br>36%              | 161<br>37%       | 347<br>34%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 167<br>17%               | 93<br>19%   | 73<br>15%          | 18<br>15%       | 22<br>13%            | 18<br>12%                | 36<br>21%             | 32<br>22%e           | 41<br>18%  | 40<br>14%        | 54<br>17%e               | 73<br>19%      | 58<br>13%    | 109<br>20% | 59<br>22%zm<br>oq       | 43<br>15%       | 36<br>18%             | 28<br>12%       | 102<br>19%<br>m         | 64<br>15%        | 169<br>17%     |
| Education/Schools                                                               | 166<br>17%<br>dh<br>ikoq | 84<br>17%   | 83<br>17%          | 15<br>13%       | 17<br>10%            | 48<br>31%<br>zc<br>dghik | 40<br>24%<br>dh<br>ik | 24<br>16%            | 23<br>10%  | 33<br>11%        | 87<br>27%<br>zc<br>dghik | 46<br>12%      | 80<br>18%    | 86<br>16%  | 78<br>29%<br>zm<br>nopq | 45<br>16%<br>oq | 25<br>13%             | 18<br>8%        | 123<br>22%<br>zm<br>noq | 44<br>10%        | 171<br>17%     |
| Economy/Economic<br>situation                                                   | 155<br>16%               | 87<br>18%   | 67<br>14%          | 22<br>18%       | 20<br>12%            | 30<br>20%                | 33<br>20%             | 20<br>13%            | 29<br>13%  | 42<br>15%        | 64<br>20%                | 49<br>13%      | 72<br>16%    | 83<br>15%  | 47<br>18%               | 51<br>18%       | 24<br>12%             | 33<br>14%       | 98<br>18%<br>z          | 57<br>13%        | 158<br>16%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 107<br>11%<br>dm<br>p    | 50<br>10%   | 57<br>11%          | 17<br>14%<br>di | 8<br>5%              | 14<br>9%                 | 21<br>13%             | 25<br>17%<br>zd<br>i | 22<br>10%  | 25<br>9%<br>d    | 35<br>11%                | 47<br>13%<br>d | 38<br>9%     | 68<br>13%  | 27<br>10%               | 22<br>8%        | 21<br>10%             | 36<br>16%<br>mp | 50<br>9%                | 57<br>13%        | 99<br>10%      |
| Housing                                                                         | 93<br>9%                 | 36<br>7%    | 57<br>11%          | 10<br>9%        | 15<br>9%             | 21<br>14%                | 13<br>8%              | 17<br>11%            | 17<br>7%   | 25<br>9%         | 34<br>11%                | 33<br>9%       | 47<br>11%    | 46<br>9%   | 26<br>10%               | 24<br>8%        | 19<br>9%              | 24<br>11%       | 49<br>9%                | 43<br>10%        | 97<br>10%      |
| Low pay/Minimum<br>wage/Fair wages                                              | 74<br>8%<br>hkl<br>p     | 31<br>6%    | 43<br>9%           | 10<br>8%<br>h   | 21<br>13%<br>zh<br>k | 17<br>11%<br>hk          | 12<br>7%<br>h         | 13<br>9%<br>hk       | 1<br>*     | 31<br>11%<br>zhk | 29<br>9%<br>hk           | 14<br>4%<br>h  | 48<br>11%    | 26<br>5%   | 10<br>4%                | 18<br>6%        | 26<br>13%<br>zlm<br>p | 21<br>9%        | 27<br>5%                | 47<br>11%<br>zlp | 71<br>7%       |
| Pollution/<br>Environment                                                       | 74<br>8%<br>oq           | 35<br>7%    | 39<br>8%           | 10<br>9%        | 19<br>12%<br>h       | 9<br>6%                  | 14<br>8%              | 11<br>7%             | 11<br>5%   | 30<br>10%        | 23<br>7%                 | 21<br>6%       | 39<br>9%     | 35<br>7%   | 40<br>15%<br>zmn<br>opq | 20<br>7%        | 8<br>4%               | 6<br>3%         | 59<br>11%<br>zmn<br>oq  | 15<br>3%         | 87<br>9%       |
| Pensions/Social<br>security/Benefits                                            | 68<br>7%                 | 35<br>7%    | 33<br>7%           | 6<br>5%         | 10<br>6%             | 10<br>6%                 | 15<br>9%              | 12<br>8%             | 16<br>7%   | 15<br>5%         | 25<br>8%                 | 28<br>7%       | 25<br>6%     | 43<br>8%   | 16<br>6%                | 16<br>6%        | 18<br>9%              | 18<br>8%        | 32<br>6%                | 36<br>8%         | 69<br>7%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

**Table 14**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z)      | SEX         |                    | AGE          |              |                  |                     |                      |                    |              |              |                    |              |            | SOCIAL GRADE |           |                  |                  |             |                  | UNWTD<br>TOTAL |
|---------------------------------------------------------------|-------------------|-------------|--------------------|--------------|--------------|------------------|---------------------|----------------------|--------------------|--------------|--------------|--------------------|--------------|------------|--------------|-----------|------------------|------------------|-------------|------------------|----------------|
|                                                               |                   | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e)     | 45-54<br>(f)        | 55-64<br>(g)         | 65+<br>(h)         | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k)         | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n)        | DE<br>(o)        | ABC1<br>(p) | C2DE<br>(q)      |                |
| UNWEIGHTED BASE                                               | 1010              | 503         | 507                | 150          | 151          | 146              | 131                 | 162                  | 270                | 301          | 277          | 432                | 447          | 563        | 263          | 400       | 173              | 174              | 663         | 347              | 1010           |
| WEIGHTED BASE                                                 | 981               | 483         | 498                | 121          | 166          | 152              | 169*                | 147*                 | 226                | 287          | 322          | 372                | 439          | 541        | 264          | 282       | 202              | 232              | 546         | 434              | 1010           |
|                                                               | 100%              | 49%         | 51%                | 12%          | 17%          | 16%              | 17%*                | 15%*                 | 23%                | 29%          | 33%          | 38%                | 45%          | 55%        | 27%          | 29%       | 21%              | 24%              | 56%         | 44%              | 103%           |
| Inflation/Prices                                              | 67<br>7%hk        | 31<br>6%    | 36<br>7%           | 10<br>8%hk   | 18<br>11%hk  | 15<br>10%hk      | 13<br>8%            | 6<br>4%              | 6<br>3%            | 27<br>9%hk   | 28<br>9%hk   | 12<br>3%           | 42<br>10%    | 25<br>5%   | 16<br>6%     | 20<br>7%  | 15<br>8%         | 16<br>7%         | 36<br>7%    | 31<br>7%         | 67<br>7%       |
| Unemployment/<br>Factory closure/<br>Lack of industry         | 64<br>6%          | 30<br>6%    | 33<br>7%           | 10<br>8%     | 9<br>6%      | 8<br>5%          | 9<br>5%             | 18<br>12%zhj<br>k    | 10<br>4%           | 19<br>7%     | 17<br>5%     | 28<br>7%h          | 27<br>6%     | 36<br>7%   | 18<br>7%     | 13<br>4%  | 19<br>10%        | 14<br>6%         | 31<br>6%    | 33<br>8%         | 65<br>6%       |
| Ageing population/<br>Social care for<br>the elderly          | 63<br>6%ciq       | 28<br>6%    | 35<br>7%           | 1<br>1%      | 4<br>3%      | 9<br>6%          | 8<br>5%             | 10<br>7%ci<br>fij    | 30<br>13%zcd<br>ij | 6<br>2%      | 17<br>5%     | 40<br>11%zcd<br>ij | 15<br>3%     | 48<br>9%   | 25<br>9%znq  | 21<br>7%  | 7<br>3%          | 10<br>4%         | 46<br>8%zq  | 17<br>4%         | 68<br>7%       |
| Poverty/Inequality                                            | 61<br>6%hp        | 28<br>6%    | 33<br>7%           | 5<br>4%      | 8<br>5%      | 7<br>5%          | 21<br>13%zc<br>ehik | 14<br>10%hk          | 5<br>2%            | 13<br>5%     | 28<br>9%eh   | 19<br>5%h          | 20<br>5%     | 40<br>7%   | 13<br>5%     | 12<br>4%  | 17<br>9%         | 19<br>8%         | 25<br>5%    | 36<br>8%         | 70<br>7%       |
| Public services in<br>general                                 | 54<br>6%b         | 36<br>7%b   | 19<br>4%           | 3<br>3%      | 10<br>6%     | 10<br>6%         | 7<br>4%             | 15<br>10%zch         | 9<br>4%            | 13<br>5%     | 17<br>5%     | 24<br>7%h          | 23<br>5%     | 31<br>6%   | 19<br>7%     | 16<br>6%  | 14<br>7%         | 6<br>2%          | 35<br>6%    | 19<br>4%         | 60<br>6%       |
| Lack of faith in<br>politics /<br>politicians /<br>government | 48<br>5%          | 24<br>5%    | 24<br>5%           | 5<br>4%      | 5<br>3%      | 7<br>5%          | 17<br>10%zik        | 5<br>4%              | 9<br>4%            | 10<br>4%     | 24<br>7%     | 14<br>4%           | 18<br>4%     | 31<br>6%   | 14<br>5%     | 16<br>6%  | 9<br>4%          | 9<br>4%          | 30<br>6%    | 18<br>4%         | 45<br>4%       |
| Immigration/<br>immigrants                                    | 42<br>4%j         | 21<br>4%    | 21<br>4%           | 4<br>3%      | 11<br>7%j    | 3<br>2%          | 3<br>2%             | 11<br>7%j            | 10<br>4%           | 15<br>5%     | 6<br>2%      | 20<br>5%           | 19<br>4%     | 23<br>4%   | 13<br>5%     | 10<br>4%  | 7<br>3%          | 12<br>5%         | 23<br>4%    | 19<br>4%         | 40<br>4%       |
| Local government/<br>Council tax                              | 38<br>4%bhl<br>mp | 27<br>6%zb  | 11<br>2%           | 3<br>2%      | 2<br>1%      | 4<br>3%          | 11<br>6%h           | 15<br>10%zcd<br>ehik | 3<br>1%            | 5<br>2%      | 15<br>5%     | 18<br>5%h          | 9<br>2%      | 28<br>5%   | 4<br>1%      | 4<br>1%   | 13<br>6%lmp<br>p | 17<br>7%zlm<br>p | 8<br>1%     | 30<br>7%zlm<br>p | 28<br>3%       |
| Taxation                                                      | 36<br>4%hk        | 21<br>4%    | 15<br>3%           | 6<br>5%hk    | 5<br>3%      | 13<br>8%zgh<br>k | 7<br>4%             | 3<br>2%              | 2<br>1%            | 11<br>4%     | 20<br>6%zhk  | 5<br>1%            | 23<br>5%     | 12<br>2%   | 13<br>5%     | 13<br>5%  | 3<br>2%          | 7<br>3%          | 25<br>5%z   | 10<br>2%         | 38<br>4%       |
| Petrol prices/Fuel                                            | 32<br>3%hkl<br>p  | 19<br>4%    | 13<br>3%           | 7<br>6%hk    | 7<br>4%hk    | 7<br>5%hk        | 7<br>4%hk           | 2<br>2%              | 1<br>*             | 14<br>5%hk   | 14<br>4%hk   | 3<br>1%            | 21<br>5%     | 11<br>2%   | 3<br>1%      | 8<br>3%   | 3<br>2%          | 17<br>8%zln<br>p | 11<br>2%    | 21<br>5%ln       | 24<br>2%       |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 14**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |              |           |               |               |             | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|--------------|-----------|---------------|---------------|-------------|----------------|
|                                                           |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)    | C2<br>(n) | DE<br>(o)     | ABC1<br>(p)   | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                           | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400          | 173       | 174           | 663           | 347         | 1010           |
| WEIGHTED BASE                                             | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282          | 202       | 232           | 546           | 434         | 1010           |
|                                                           | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%          | 21%       | 24%           | 56%           | 44%         | 103%           |
| Transport/Public transport                                | 31<br>3%o    | 21<br>4%    | 11<br>2%           | 4<br>3%      | 10<br>6%h    | 6<br>4%      | 2<br>1%      | 6<br>4%      | 3<br>1%    | 14<br>5%     | 8<br>3%      | 9<br>2%    | 20<br>5%     | 11<br>2%   | 15<br>6%zoq  | 9<br>3%o     | 6<br>3%   | 1<br>*        | 24<br>4%zoq   | 7<br>2%     | 34<br>3%       |
| Drug abuse                                                | 28<br>3%mp   | 16<br>3%    | 12<br>2%           | 3<br>3%      | 9<br>6%e     | -            | 7<br>4%      | 6<br>4%e     | 3<br>1%    | 12<br>4%e    | 7<br>2%      | 9<br>2%    | 12<br>3%     | 16<br>3%   | 8<br>3%      | 4<br>1%      | 5<br>3%   | 12<br>5%<br>m | 11<br>2%      | 17<br>4%    | 25<br>2%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | 21<br>2%b    | 16<br>3%b   | 5<br>1%            | 1<br>1%      | 2<br>1%      | 2<br>2%      | 10<br>6%zgi  | -            | 7<br>3%    | 3<br>1%      | 12<br>4%e    | 7<br>2%    | 5<br>1%      | 16<br>3%   | 6<br>2%      | 3<br>1%      | 3<br>1%   | 10<br>4%      | 9<br>2%       | 13<br>3%    | 17<br>2%       |
| Race relations                                            | 17<br>2%bm   | 14<br>3%b   | 3<br>1%            | 2<br>2%      | 4<br>2%      | 4<br>2%      | 3<br>2%      | -            | 5<br>2%    | 6<br>2%      | 6<br>2%      | 5<br>1%    | 10<br>2%     | 7<br>1%    | 9<br>3%<br>m | 1<br>1%      | 2<br>1%   | 5<br>2%       | 10<br>2%<br>m | 7<br>2%     | 14<br>1%       |
| Population levels/<br>Overpopulation                      | 15<br>2%     | 6<br>1%     | 10<br>2%           | -            | 2<br>1%      | 4<br>3%      | 1<br>*       | 4<br>3%      | 4<br>2%    | 2<br>1%      | 5<br>2%      | 8<br>2%    | 7<br>1%      | 9<br>2%    | 4<br>2%      | 7<br>3%<br>o | 4<br>2%   | -             | 12<br>2%      | 4<br>1%     | 14<br>1%       |
| Pound/Exchange<br>rate/Value of<br>pound                  | 15<br>2%     | 8<br>2%     | 7<br>1%            | 1<br>1%      | 3<br>2%      | 4<br>2%      | 4<br>3%      | 1<br>1%      | 2<br>1%    | 4<br>2%      | 8<br>2%      | 3<br>1%    | 8<br>2%      | 7<br>1%    | 4<br>2%      | 4<br>1%      | 4<br>2%   | 4<br>2%       | 8<br>1%       | 7<br>2%     | 16<br>2%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 14<br>1%     | 9<br>2%     | 5<br>1%            | 1<br>1%      | 3<br>2%      | -            | -            | 6<br>4%ej    | 5<br>2%j   | 4<br>1%      | -            | 10<br>3%zj | 4<br>1%      | 10<br>2%   | 5<br>2%      | 2<br>1%      | 4<br>2%   | 3<br>1%       | 7<br>1%       | 7<br>2%     | 18<br>2%       |
| Countryside/Rural<br>life                                 | 11<br>1%     | 3<br>1%     | 7<br>1%            | 1<br>*       | 4<br>2%      | -            | 1<br>1%      | 3<br>2%      | 2<br>1%    | 4<br>2%      | 1<br>*       | 5<br>1%    | 4<br>1%      | 6<br>1%    | 1<br>*       | 4<br>1%      | 5<br>2%   | 1<br>*        | 5<br>1%       | 5<br>1%     | 11<br>1%       |
| Privatisation                                             | 7<br>1%      | 4<br>1%     | 2<br>*             | 1<br>1%      | 1<br>1%      | 2<br>1%      | 1<br>1%      | 1<br>1%      | 1<br>1%    | 2<br>1%      | 3<br>1%      | 2<br>1%    | 3<br>1%      | 3<br>1%    | 2<br>1%      | 4<br>2%zq    | -         | -             | 7<br>1%z      | -           | 10<br>1%       |
| Animal welfare                                            | 4<br>*       | -           | 4<br>1%            | -            | -            | -            | *            | 1<br>1%      | 2<br>1%    | -            | *            | 3<br>1%    | -            | 4<br>1%    | *            | 2<br>1%      | 1<br>*    | -             | 3<br>1%       | 1<br>*      | 4<br>*         |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 14

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)           | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |            |            |            |             |             | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|------------|------------|-------------|-------------|----------------|
|                                                                        |                        | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n)  | DE<br>(o)  | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>            | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400        | 173        | 174        | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>             | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282        | 202        | 232        | 546         | 434         | 1010           |
|                                                                        | <b>100%</b>            | <b>49%</b>  | <b>51%</b>         | <b>12%</b>   | <b>17%</b>   | <b>16%</b>   | <b>17%*</b>  | <b>15%*</b>  | <b>23%</b> | <b>29%</b>   | <b>33%</b>   | <b>38%</b> | <b>45%</b>   | <b>55%</b> | <b>27%</b>   | <b>29%</b> | <b>21%</b> | <b>24%</b> | <b>56%</b>  | <b>44%</b>  | <b>103%</b>    |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | <b>3</b><br>*          | *<br>*      | 3<br>1%            | -<br>-       | -<br>-       | -<br>-       | 2<br>1%      | -<br>-       | 2<br>1%    | -<br>-       | 2<br>*       | 2<br>1%    | -<br>-       | 3<br>1%    | 1<br>1%      | *<br>*     | 1<br>1%    | *<br>*     | 2<br>*      | 1<br>*      | 5<br>*         |
| Trade unions/<br>Strikes                                               | <b>3</b><br>*          | 3<br>1%     | 1<br>*             | 1<br>*       | -<br>-       | 3<br>2%zk    | -<br>-       | -<br>-       | -<br>-     | 1<br>*       | 3<br>1%      | -<br>-     | 3<br>1%      | -<br>-     | -<br>-       | 1<br>*     | 2<br>1%    | 1<br>*     | 1<br>*      | 3<br>1%     | 3<br>*         |
| Northern Ireland                                                       | <b>2</b><br>*          | 1<br>*      | 1<br>*             | -<br>-       | -<br>-       | *<br>*       | 1<br>1%      | -<br>-       | 1<br>*     | -<br>-       | 1<br>*       | 1<br>*     | *<br>*       | 1<br>*     | 1<br>1%      | *<br>*     | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 3<br>*         |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>2</b><br>*          | *<br>*      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | 1<br>1%      | -<br>-       | 1<br>*     | -<br>-       | 1<br>*       | 1<br>*     | -<br>-       | 2<br>*     | *<br>*       | 1<br>*     | *<br>*     | -<br>-     | 1<br>*      | *<br>*      | 3<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>2</b><br>*          | 2<br>*      | -<br>-             | -<br>-       | 1<br>*       | -<br>-       | -<br>-       | -<br>-       | 1<br>*     | 1<br>*       | -<br>-       | 1<br>*     | 1<br>*       | 1<br>*     | -<br>-       | 1<br>*     | -<br>-     | 1<br>*     | 1<br>*      | 1<br>*      | 2<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | <b>1</b><br>*          | *<br>*      | 1<br>*             | *<br>*       | -<br>-       | -<br>-       | *<br>*       | -<br>-       | 1<br>*     | *<br>*       | *<br>*       | 1<br>*     | *<br>*       | 1<br>*     | -<br>-       | 1<br>*     | -<br>-     | *<br>*     | 1<br>*      | *<br>*      | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>1</b><br>*          | 1<br>*      | 1<br>*             | -<br>-       | -<br>-       | -<br>-       | 1<br>1%      | -<br>-       | -<br>-     | -<br>-       | 1<br>*       | -<br>-     | -<br>-       | 1<br>*     | -<br>-       | 1<br>*     | -<br>-     | -<br>-     | 1<br>*      | -<br>-      | 2<br>*         |
| Median                                                                 | <b>1</b>               | 1           | 1                  | 1            | 1            | 2            | 1            | 1            | 1          | 1            | 1            | 1          | 1            | 1          | 2            | 1          | 1          | 1          | 1           | 1           | 1              |
| AIDS                                                                   | <b>1</b><br>*          | 1<br>*      | -<br>-             | -<br>-       | 1<br>1%      | -<br>-       | -<br>-       | -<br>-       | -<br>-     | 1<br>*       | -<br>-       | -<br>-     | 1<br>*       | -<br>-     | 1<br>*       | -<br>-     | -<br>-     | -<br>-     | 1<br>*      | -<br>-      | 1<br>*         |
| Other                                                                  | <b>48</b><br><b>5%</b> | 24<br>5%    | 24<br>5%           | 5<br>5%      | 5<br>3%      | 9<br>6%      | 8<br>5%      | 6<br>4%      | 15<br>7%   | 10<br>4%     | 17<br>5%     | 21<br>6%   | 19<br>4%     | 29<br>5%   | 22<br>8%zoq  | 12<br>4%   | 8<br>4%    | 6<br>3%    | 34<br>6%zm  | 14<br>3%    | 62<br>6%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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**Table 14**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                         | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |           |           |           |             |             | UNWTD<br>TOTAL |
|-------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                         |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE         | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| WEIGHTED BASE           | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                         | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 103%           |
| MEAN NUMBER OF MENTIONS | 2.21h        | 2.28        | 2.15               | 2.12         | 2.09         | 2.35h        | 2.46h        | 2.43h        | 1.95       | 2.10         | 2.41h        | 2.14h      | 2.19         | 2.24       | 2.46z        | 2.05      | 2.26      | 2.10      | 2.25m       | 2.17        | 2.17           |
| STANDARD ERROR          | 0.05         | 0.08        | 0.08               | 0.14         | 0.13         | 0.13         | 0.16         | 0.18         | 0.09       | 0.09         | 0.10         | 0.09       | 0.07         | 0.08       | 0.11         | 0.07      | 0.16      | 0.12      | 0.06        | 0.10        | 0.05           |
| ERROR VARIANCE          | *            | 0.01        | 0.01               | 0.02         | 0.02         | 0.02         | 0.03         | 0.03         | 0.01       | 0.01         | 0.01         | 0.01       | 0.01         | 0.01       | 0.01         | 0.01      | 0.02      | 0.02      | *           | 0.01        | *              |
| Don't know              | 181          | 93          | 88                 | 31           | 31           | 21           | 26           | 19           | 53         | 62           | 47           | 72         | 83           | 98         | 28           | 55        | 43        | 55        | 83          | 98          | 173            |
|                         | 18%lp        | 19%         | 18%                | 26%ze        | 19%          | 14%          | 15%          | 13%          | 23%eg      | 22%          | 15%          | 19%g       | 19%          | 18%        | 11%          | 19%lp     | 21%l      | 23%lp     | 15%l        | 23%lp       | 17%            |
| Personal finances (NET) | 190          | 89          | 101                | 25           | 45           | 37           | 42           | 30           | 11         | 71           | 79           | 40         | 107          | 83         | 38           | 48        | 49        | 56        | 85          | 105         | 190            |
|                         | 19%hk        | 18%         | 20%                | 21%hk        | 27%zh        | 24%hk        | 25%hk        | 20%hk        | 5%         | 25%zh        | 25%zh        | 11%h       | 24%          | 15%        | 14%          | 17%       | 24%lp     | 24%lp     | 16%         | 24%zl       | 19%            |
|                         | lp           |             |                    | k            |              |              |              |              | k          | k            |              |            |              |            |              |           |           |           | p           |             |                |

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

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Table 15

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                                    | TOTAL<br>(z)             | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                              |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|--------------------------------------------------------------------|--------------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|------------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                    |                          | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                    | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                             | <b>1010</b>              | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                          | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                               | <b>981</b>               | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                         | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                    | <b>100%</b>              | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                         | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| National health service/Hospitals/ Healthcare                      | <b>357</b><br>36%g       | 307<br>36%g              | 21<br>41%    | 30<br>34%           | 126<br>39%                            | 97<br>42%g                            | 96<br>32%                             | 76<br>30%           | 135<br>37%                  | 42<br>31%                    | 102<br>37%                          | 61<br>43%g                          | 132<br>40%   | 104<br>35%           | 37<br>31%                           | 73<br>36%                        | 236<br>37%                     | 110<br>34%                 | 347<br>34%     |
| Common Market/ Brexit/EU/Europe/ Euro                              | <b>167</b><br>17%ng      | 144<br>17%               | 8<br>16%     | 14<br>17%           | 56<br>17%                             | 41<br>18%                             | 48<br>16%                             | 40<br>16%           | 63<br>17%k                  | 26<br>19%                    | 41<br>15%                           | 15<br>11%                           | 68<br>21%ng  | 50<br>17%            | 12<br>10%                           | 32<br>16%                        | 118<br>19%ng                   | 44<br>14%                  | 169<br>17%     |
| Education/Schools                                                  | <b>166</b><br>17%ng      | 154<br>18%zf             | 2<br>5%      | 10<br>11%           | 49<br>15%                             | 39<br>17%                             | 40<br>13%                             | 38<br>15%           | 77<br>21%zb<br>f            | 34<br>26%zb<br>cdfg          | 59<br>22%bf                         | 25<br>18%                           | 48<br>14%ng  | 78<br>26%zln<br>opq  | 5<br>5%                             | 29<br>14%ng                      | 126<br>20%zln<br>ng            | 35<br>11%ng                | 171<br>17%     |
| Economy/Economic situation                                         | <b>155</b><br>16%cn<br>q | 145<br>17%zc             | 5<br>10%     | 4<br>5%             | 53<br>17%c                            | 49<br>21%zc<br>df                     | 39<br>13%                             | 34<br>14%           | 62<br>17%c                  | 32<br>24%zc<br>fghjk         | 49<br>18%ck                         | 17<br>12%                           | 46<br>14%    | 66<br>22%zln<br>q    | 8<br>7%                             | 31<br>15%ng                      | 112<br>18%ln                   | 39<br>12%ng                | 158<br>16%     |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | <b>107</b><br>11%oq      | 99<br>12%f               | 1<br>2%      | 7<br>8%             | 37<br>12%                             | 31<br>13%                             | 24<br>8%                              | 23<br>9%            | 45<br>13%                   | 26<br>19%za<br>bfgjk         | 38<br>14%k                          | 12<br>9%                            | 45<br>13%oq  | 39<br>13%oq          | 10<br>9%                            | 11<br>6%                         | 84<br>13%zoq                   | 22<br>7%                   | 99<br>10%      |
| Housing                                                            | <b>93</b><br>9%          | 86<br>10%                | 1<br>2%      | 5<br>6%             | 22<br>7%                              | 17<br>7%                              | 22<br>8%                              | 21<br>9%            | 49<br>13%za<br>dfk          | 32<br>24%za<br>bcdef<br>ghjk | 42<br>15%zad<br>efk                 | 10<br>7%                            | 31<br>9%     | 19<br>6%             | 10<br>9%                            | 29<br>14%zmp                     | 51<br>8%                       | 39<br>12%zm                | 97<br>10%      |
| Low pay/Minimum wage/Fair wages                                    | <b>74</b><br>8%kl        | 70<br>8%k                | 2<br>4%      | 2<br>3%             | 22<br>7%                              | 20<br>9%k                             | 27<br>9%k                             | 25<br>10%k          | 25<br>7%k                   | 18<br>14%zch<br>jk           | 21<br>7%k                           | 2<br>2%                             | 15<br>4%     | 24<br>8%             | 9<br>7%                             | 23<br>11%zlp                     | 39<br>6%                       | 32<br>10%l                 | 71<br>7%       |
| Pollution/ Environment                                             | <b>74</b><br>8%ng        | 69<br>8%                 | 2<br>5%      | 2<br>3%             | 24<br>8%                              | 22<br>9%                              | 18<br>6%                              | 15<br>6%            | 32<br>9%                    | 12<br>9%                     | 26<br>10%                           | 14<br>10%                           | 33<br>10%ng  | 21<br>7%             | 3<br>2%                             | 14<br>7%                         | 55<br>9%ng                     | 16<br>5%                   | 87<br>9%       |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

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Table 15

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                               | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                       |                                     |                                     | TENURE             |                      |                                     |                                  |                                |                            |          | UNWTD<br>TOTAL |
|---------------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------|-------------------------------------|-------------------------------------|--------------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------|----------------|
|                                                               |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)             | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)       | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |          |                |
| UNWEIGHTED BASE                                               | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                   | 268                                 | 116                                 | 341                | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010     |                |
| WEIGHTED BASE                                                 | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                  | 274                                 | 141*                                | 333                | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010     |                |
|                                                               | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                  | 28%                                 | 14%*                                | 34%                | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%     |                |
| Pensions/Social security/Benefits                             | 68<br>7%     | 60<br>7%                 | 2<br>4%      | 6<br>7%             | 28<br>9%k                             | 22<br>9%k                             | 17<br>6%                              | 15<br>6%            | 23<br>6%jk                  | 10<br>7%              | 13<br>5%                            | 3<br>2%                             | 21<br>6%           | 28<br>9%             | 9<br>8%                             | 8<br>4%                          | 48<br>8%                       | 17<br>5%                   | 69<br>7% |                |
| Inflation/Prices                                              | 67<br>7%fgl  | 64<br>8%cfg              | 3<br>7%      | -<br>-              | 29<br>9%cf<br>g                       | 29<br>12%zac<br>dfgk                  | 10<br>3%                              | 7<br>3%             | 28<br>8%cf<br>g             | 18<br>14%zac<br>fghjk | 24<br>9%cfg<br>k                    | 6<br>4%                             | 8<br>3%            | 38<br>13%zln<br>pq   | 6<br>5%                             | 15<br>7%l                        | 47<br>7%l                      | 21<br>6%l                  | 67<br>7% |                |
| Unemployment/<br>Factory closure/<br>Lack of industry         | 64<br>6%     | 58<br>7%                 | 3<br>5%      | 3<br>4%             | 23<br>7%                              | 20<br>8%                              | 18<br>6%                              | 15<br>6%            | 23<br>6%                    | 12<br>9%              | 20<br>7%                            | 8<br>6%                             | 28<br>8%           | 14<br>5%             | 9<br>8%                             | 10<br>5%                         | 42<br>7%                       | 19<br>6%                   | 65<br>6% |                |
| Ageing population/<br>Social care for<br>the elderly          | 63<br>6%noq  | 53<br>6%                 | 5<br>11%     | 4<br>5%             | 15<br>5%                              | 11<br>5%                              | 21<br>7%                              | 16<br>6%            | 26<br>7%i                   | 3<br>2%               | 19<br>7%i                           | 15<br>11%i                          | 39<br>12%zno<br>pq | 18<br>6%oq           | 2<br>2%                             | 3<br>1%                          | 58<br>9%zno<br>q               | 5<br>1%                    | 68<br>7% |                |
| Poverty/Inequality                                            | 61<br>6%p    | 47<br>6%                 | 2<br>4%      | 12<br>13%zaf<br>ghk | 29<br>9%zaf                           | 18<br>8%                              | 12<br>4%                              | 10<br>4%            | 19<br>5%                    | 11<br>8%              | 16<br>6%                            | 5<br>3%                             | 13<br>4%           | 16<br>5%             | 12<br>10%lp                         | 15<br>7%                         | 29<br>5%                       | 27<br>8%zlp                | 70<br>7% |                |
| Public services in<br>general                                 | 54<br>6%     | 51<br>6%                 | 2<br>5%      | 1<br>1%             | 16<br>5%                              | 15<br>6%                              | 15<br>5%                              | 13<br>5%            | 24<br>6%                    | 10<br>8%              | 17<br>6%                            | 6<br>4%                             | 21<br>6%           | 18<br>6%             | 4<br>4%                             | 9<br>4%                          | 39<br>6%                       | 13<br>4%                   | 60<br>6% |                |
| Lack of faith in<br>politics /<br>politicians /<br>government | 48<br>5%     | 43<br>5%                 | -<br>-       | 6<br>6%             | 17<br>5%                              | 12<br>5%                              | 11<br>4%                              | 11<br>4%            | 20<br>6%                    | 12<br>9%f             | 17<br>6%                            | 5<br>3%                             | 10<br>3%           | 20<br>7%             | 9<br>8%                             | 7<br>3%                          | 30<br>5%                       | 16<br>5%                   | 45<br>4% |                |
| Immigration/<br>immigrants                                    | 42<br>4%     | 38<br>5%                 | -<br>-       | 4<br>4%             | 16<br>5%                              | 12<br>5%                              | 8<br>3%                               | 8<br>3%             | 18<br>5%                    | 10<br>7%              | 12<br>4%                            | 2<br>2%                             | 17<br>5%           | 11<br>4%             | 5<br>4%                             | 8<br>4%                          | 29<br>5%                       | 13<br>4%                   | 40<br>4% |                |
| Local government/<br>Council tax                              | 38<br>4%     | 37<br>4%k                | -<br>-       | 1<br>1%             | 16<br>5%k                             | 15<br>6%k                             | 9<br>3%                               | 9<br>4%             | 13<br>4%                    | 11<br>8%zfh<br>jk     | 11<br>4%                            | -<br>-                              | 11<br>3%           | 16<br>5%             | 4<br>4%                             | 4<br>2%                          | 27<br>4%                       | 9<br>3%                    | 28<br>3% |                |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 15

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                    | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                            |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|----------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|----------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                    |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                  | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                    | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                        | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                      | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                       | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                    | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                       | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Taxation                                           | 36<br>4%f    | 33<br>4%fg               | -<br>-       | 2<br>3%             | 8<br>3%                               | 6<br>3%                               | 4<br>1%                               | 4<br>2%             | 23<br>6%zaf<br>g            | 8<br>6%f                   | 19<br>7%zad<br>fg                   | 11<br>8%zdf<br>g                    | 10<br>3%     | 17<br>6%             | 4<br>3%                             | 5<br>3%                          | 26<br>4%                       | 9<br>3%                    | 38<br>4%       |
| Petrol prices/Fuel                                 | 32<br>3%f    | 31<br>4%fg               | 1<br>1%      | -<br>-              | 15<br>5%f                             | 15<br>7%zad<br>fg                     | 4<br>1%                               | 3<br>1%             | 13<br>4%                    | 6<br>5%                    | 9<br>3%                             | 2<br>2%                             | 5<br>2%      | 15<br>5%             | 3<br>2%                             | 8<br>4%                          | 20<br>3%l                      | 11<br>3%                   | 24<br>2%       |
| Transport/Public transport                         | 31<br>3%     | 29<br>3%                 | 1<br>3%      | 1<br>1%             | 7<br>2%                               | 6<br>3%                               | 9<br>3%                               | 8<br>3%             | 15<br>4%                    | 7<br>5%                    | 11<br>4%                            | 4<br>3%                             | 11<br>3%     | 8<br>3%              | 1<br>1%                             | 9<br>4%                          | 19<br>3%                       | 10<br>3%                   | 34<br>3%       |
| Drug abuse                                         | 28<br>3%     | 24<br>3%                 | 1<br>1%      | 4<br>4%             | 16<br>5%zfk<br>k                      | 13<br>5%zaf<br>gjk                    | 4<br>1%                               | 4<br>1%             | 8<br>2%                     | 3<br>3%                    | 3<br>1%                             | -<br>-                              | 6<br>2%      | 13<br>4%             | 5<br>4%                             | 5<br>2%                          | 19<br>3%                       | 10<br>3%                   | 25<br>2%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle | 21<br>2%     | 21<br>3%                 | -<br>-       | -<br>-              | 11<br>3%                              | 11<br>5%zjk                           | 6<br>2%                               | 6<br>2%             | 5<br>1%                     | 3<br>2%                    | 3<br>1%                             | -<br>-                              | 6<br>2%      | 11<br>4%             | 1<br>*                              | 3<br>2%                          | 18<br>3%                       | 4<br>1%                    | 17<br>2%       |
| Race relations                                     | 17<br>2%de   | 17<br>2%de               | -<br>-       | -<br>-              | 1<br>*                                | 1<br>*                                | 3<br>1%                               | 3<br>1%             | 14<br>4%zade<br>e           | 11<br>8%zac<br>defgh<br>jk | 12<br>4%zad<br>efk                  | 1<br>1%                             | 5<br>2%      | 6<br>2%              | 3<br>2%                             | 2<br>1%                          | 12<br>2%                       | 4<br>1%                    | 14<br>1%       |
| Population levels/<br>Overpopulation               | 15<br>2%q    | 15<br>2%                 | -<br>-       | -<br>-              | 3<br>1%                               | 3<br>1%                               | 4<br>1%                               | 4<br>2%             | 9<br>2%ij                   | *<br>*                     | 3<br>1%                             | 3<br>2%                             | 6<br>2%      | 7<br>2%q             | *<br>*                              | -<br>-                           | 13<br>2%q                      | *<br>*                     | 14<br>1%       |
| Pound/Exchange<br>rate/Value of<br>pound           | 15<br>2%f    | 15<br>2%f                | -<br>-       | *<br>*              | 3<br>1%                               | 3<br>1%                               | 1<br>*                                | 1<br>*              | 12<br>3%zfg                 | 9<br>6%zad<br>efgh         | 10<br>4%zaf<br>gk                   | 1<br>1%                             | 4<br>1%      | 7<br>2%              | -<br>-                              | 4<br>2%                          | 11<br>2%                       | 4<br>1%                    | 16<br>2%       |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)



## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 15

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                                        | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |                       |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------------|-----------------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |              | ENG<br>LAND<br>(a)       | WALES<br>(b)          | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                        | 1010         | 863                      | 53                    | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                          | 981          | 844                      | 50*                   | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | 100%         | 86%                      | 5%*                   | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Defence/Foreign<br>affairs/<br>International<br>terrorism              | 14<br>1%     | 14<br>2%                 | -<br>-                | -<br>-              | 6<br>2%                               | 6<br>3%                               | 4<br>1%                               | 4<br>2%             | 4<br>1%                     | *<br>*    | 1<br>1%                             | 1<br>1%                             | 4<br>1%      | 4<br>1%              | 2<br>2%                             | 2<br>1%                          | 8<br>1%                        | 4<br>1%                    | 18<br>2%       |
| Countryside/Rural<br>life                                              | 11<br>1%     | 11<br>1%                 | -<br>-                | -<br>-              | 3<br>1%                               | 3<br>1%                               | 1<br>*                                | 1<br>*              | 7<br>2%                     | 2<br>2%   | 4<br>1%                             | 1<br>1%                             | 3<br>1%      | 2<br>1%              | 1<br>1%                             | 2<br>1%                          | 5<br>1%                        | 3<br>1%                    | 11<br>1%       |
| Privatisation                                                          | 7<br>1%      | 6<br>1%                  | -<br>-                | *<br>*              | 1<br>*                                | *<br>*                                | 2<br>1%                               | 2<br>1%             | 3<br>1%                     | 1<br>1%   | 2<br>1%                             | 1<br>1%                             | 3<br>1%      | 1<br>*               | -<br>-                              | 3<br>1%                          | 4<br>1%                        | 3<br>1%                    | 10<br>1%       |
| Animal welfare                                                         | 4<br>*       | 3<br>*                   | -<br>-                | *<br>*              | 3<br>1%                               | 2<br>1%                               | -<br>-                                | -<br>-              | 1<br>*                      | -<br>-    | -<br>-                              | -<br>-                              | 2<br>1%      | -<br>-               | 1<br>1%                             | -<br>-                           | 2<br>*                         | 1<br>*                     | 4<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | 3<br>*       | 3<br>*                   | 1<br>2%               | -<br>-              | -<br>-                                | -<br>-                                | 2<br>1%                               | 1<br>*              | 1<br>*                      | *<br>*    | *<br>*                              | -<br>-                              | 1<br>*       | 1<br>*               | 1<br>1%                             | -<br>-                           | 2<br>*                         | 1<br>*                     | 5<br>*         |
| Trade unions/<br>Strikes                                               | 3<br>*a      | 1<br>*                   | 2<br>4%<br>zad<br>ehj | -<br>-              | -<br>-                                | -<br>-                                | 3<br>1%<br>ag                         | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | -<br>-       | 2<br>1%              | -<br>-                              | 1<br>1%                          | 2<br>*                         | 1<br>*                     | 3<br>*         |
| Northern Ireland                                                       | 2<br>*       | 2<br>*                   | -<br>-                | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>1%             | 2<br>1%                     | 1<br>1%   | 1<br>*                              | -<br>-                              | 1<br>*       | 1<br>*               | -<br>-                              | -<br>-                           | 2<br>*                         | -<br>-                     | 3<br>*         |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | 2<br>*a      | *<br>*                   | -<br>-                | 1<br>1%<br>a        | 2<br>1%                               | *<br>*                                | -<br>-                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 1<br>*       | -<br>-               | *<br>*                              | -<br>-                           | 1<br>*                         | *<br>*                     | 3<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | 2<br>*       | 1<br>*                   | -<br>-                | 1<br>1%             | 1<br>*                                | -<br>-                                | -<br>-                                | -<br>-              | 1<br>*                      | 1<br>1%   | 1<br>*                              | -<br>-                              | -<br>-       | 1<br>*               | 1<br>1%                             | -<br>-                           | 1<br>*                         | 1<br>*                     | 2<br>*         |

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 baseRespondent type : GB Adults 18+  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 15

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                             |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                           |                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                   | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>       | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                         | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>        | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                        | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                           | <b>100%</b>       | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                        | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Nationalisation/<br>Government control<br>of institutions | 1<br>*            | 1<br>*                   | -<br>-       | -<br>-              | *<br>*                                | *<br>*                                | -<br>-                                | -<br>-              | 1<br>*                      | 1<br>1%                     | 1<br>*                              | 1<br>*                              | 1<br>*       | -<br>-               | *<br>*                              | *<br>*                           | 1<br>*                         | 1<br>*                     | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis              | 1<br>*            | 1<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | 1<br>*                                | 1<br>*              | 1<br>*                      | 1<br>1%                     | 1<br>*                              | -<br>-                              | -<br>-       | 1<br>*               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-                     | 2<br>*         |
| Median                                                    | 1                 | 1                        | 1            | 1                   | 1                                     | 2                                     | 1                                     | 1                   | 1                           | 2                           | 1                                   | 1                                   | 1            | 2                    | 1                                   | 1                                | 1                              | 1                          | 1              |
| AIDS                                                      | 1<br>*            | 1<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | 1<br>*                      | 1<br>1%                     | 1<br>*                              | -<br>-                              | -<br>-       | -<br>-               | -<br>-                              | 1<br>1%                          | -<br>-                         | 1<br>*                     | 1<br>*         |
| Other                                                     | 48<br>5%          | 42<br>5%                 | 3<br>5%      | 4<br>4%             | 16<br>5%                              | 12<br>5%                              | 12<br>4%                              | 9<br>4%             | 20<br>5%                    | 5<br>4%                     | 15<br>6%                            | 10<br>7%                            | 18<br>5%     | 12<br>4%             | 9<br>8%                             | 7<br>4%                          | 30<br>5%                       | 16<br>5%                   | 62<br>6%       |
| MEAN NUMBER OF<br>MENTIONS                                | 2.21b<br>cfgnq    | 2.30z<br>bcfgk           | 1.62         | 1.70                | 2.28b<br>cf                           | 2.50z<br>bcdfg<br>k                   | 1.91                                  | 1.97                | 2.41z<br>bcfgk              | 2.95z<br>abcdf<br>ghjk      | 2.43b<br>cfgk                       | 1.95                                | 2.20n<br>q   | 2.49z<br>noq         | 1.79                                | 2.01                             | 2.34z<br>noq                   | 1.93                       | 2.17           |
| STANDARD ERROR                                            | 0.05              | 0.06                     | 0.14         | 0.09                | 0.10                                  | 0.13                                  | 0.07                                  | 0.08                | 0.10                        | 0.16                        | 0.11                                | 0.13                                | 0.09         | 0.11                 | 0.08                                | 0.09                             | 0.07                           | 0.07                       | 0.05           |
| ERROR VARIANCE                                            | *                 | *                        | 0.02         | 0.01                | 0.01                                  | 0.02                                  | *                                     | 0.01                | 0.01                        | 0.03                        | 0.01                                | 0.02                                | 0.01         | 0.01                 | 0.01                                | 0.01                             | *                              | *                          | *              |
| Don't know                                                | 181<br>18%ah<br>i | 146<br>17%i              | 11<br>23%i   | 24<br>27%de<br>hi   | 55<br>17%e                            | 31<br>14%                             | 73<br>25%za<br>ehij                   | 62<br>25%za<br>ehij | 52<br>14%i                  | 12<br>9%                    | 44<br>16%i                          | 32<br>23%hi<br>j                    | 58<br>17%    | 55<br>19%            | 26<br>22%                           | 34<br>17%                        | 113<br>18%                     | 60<br>19%                  | 173<br>17%     |
| Personal finances<br>(NET)                                | 190<br>19%kl      | 170<br>20%fk             | 6<br>13%     | 14<br>16%           | 71<br>22%k                            | 58<br>25%fg<br>k                      | 45<br>15%                             | 39<br>16%           | 74<br>20%k                  | 44<br>33%za<br>bcdfg<br>hjk | 58<br>21%k                          | 14<br>10%                           | 37<br>11%    | 74<br>25%zl<br>p     | 23<br>19%                           | 50<br>25%zl<br>p                 | 111<br>18%l                    | 73<br>23%i                 | 190<br>19%     |

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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Table 16

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)             | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                                 |                          | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>              | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>               | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                                 | <b>100%</b>              | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>357</b><br><b>36%</b> | 158<br>37%          | 44<br>34%           | 156<br>37%                | 63<br>34%                   | 85<br>39%         | 27<br>37%                          | 145<br>34%  | 43<br>35%             | 56<br>41%                  | 145<br>40%           | 93<br>35%      | 347<br>34%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>167</b><br><b>17%</b> | 75<br>18%           | 25<br>19%           | 67<br>16%                 | 36<br>19%                   | 41<br>19%         | 18<br>25%                          | 59<br>14%   | 17<br>14%             | 27<br>20%                  | 80<br>22%z           | 33<br>12%      | 169<br>17%     |
| Education/Schools                                                               | <b>166</b><br>17%cl      | 93<br>22%zc         | 17<br>13%           | 57<br>13%                 | 28<br>15%                   | 44<br>20%         | 17<br>23%                          | 68<br>16%   | 11<br>9%              | 20<br>15%                  | 94<br>26%zm          | 84<br>32%      | 171<br>17%     |
| Economy/Economic<br>situation                                                   | <b>155</b><br><b>16%</b> | 76<br>18%           | 22<br>17%           | 56<br>13%                 | 22<br>12%                   | 49<br>22%zf       | 11<br>15%                          | 67<br>16%   | 16<br>13%             | 31<br>22%                  | 66<br>18%            | 53<br>20%      | 158<br>16%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>107</b><br><b>11%</b> | 51<br>12%           | 17<br>13%           | 39<br>9%                  | 23<br>13%                   | 25<br>12%         | 7<br>9%                            | 45<br>10%   | 14<br>11%             | 26<br>19%zn                | 38<br>10%            | 25<br>9%       | 99<br>10%      |
| Housing                                                                         | <b>93</b><br><b>9%</b>   | 41<br>10%           | 14<br>11%           | 38<br>9%                  | 21<br>11%                   | 23<br>11%         | 7<br>9%                            | 37<br>9%    | 6<br>5%               | 15<br>11%                  | 35<br>10%            | 29<br>11%      | 97<br>10%      |
| Low pay/Minimum<br>wage/Fair wages                                              | <b>74</b><br>8%cf        | 41<br>10%c          | 19<br>15%zc         | 14<br>3%                  | 3<br>1%                     | 19<br>8%f         | 3<br>4%                            | 48<br>11%   | 6<br>5%               | 20<br>15%zn                | 25<br>7%             | 31<br>12%      | 71<br>7%       |
| Pollution/<br>Environment                                                       | <b>74</b><br>8%fm        | 34<br>8%            | 14<br>11%           | 26<br>6%                  | 6<br>3%                     | 31<br>14%zf       | 8<br>11%f                          | 21<br>5%    | 5<br>4%               | 3<br>2%                    | 46<br>13%zlm         | 14<br>5%       | 87<br>9%       |
| Pensions/Social<br>security/Benefits                                            | <b>68</b><br><b>7%</b>   | 35<br>8%            | 6<br>5%             | 27<br>6%                  | 11<br>6%                    | 26<br>12%z        | 7<br>9%                            | 19<br>4%    | 6<br>5%               | 12<br>9%                   | 26<br>7%             | 16<br>6%       | 69<br>7%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 16

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                               |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                               | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Inflation/Prices                                              | <b>67</b>    | 37                  | 6                   | 24                        | 6                           | 28                | 5                                  | 27          | 2                     | 15                         | 24                   | 37             | 67             |
|                                                               | <b>7%</b>    | 9%                  | 5%                  | 6%                        | 3%                          | 13%zf             | 7%                                 | 6%          | 2%                    | 11%l                       | 7%                   | 14%            | 7%             |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>64</b>    | 27                  | 10                  | 27                        | 7                           | 21                | 5                                  | 27          | 8                     | 15                         | 21                   | 15             | 65             |
|                                                               | <b>6%</b>    | 6%                  | 8%                  | 6%                        | 4%                          | 10%f              | 6%                                 | 6%          | 7%                    | 11%                        | 6%                   | 6%             | 6%             |
| Ageing population/<br>Social care for<br>the elderly          | <b>63</b>    | 22                  | 3                   | 37                        | 16                          | 12                | 5                                  | 27          | 9                     | 11                         | 23                   | 8              | 68             |
|                                                               | <b>6%</b>    | 5%                  | 2%                  | 9%zb                      | 9%                          | 5%                | 6%                                 | 6%          | 7%                    | 8%                         | 6%                   | 3%             | 7%             |
| Poverty/Inequality                                            | <b>61</b>    | 27                  | 13                  | 21                        | 2                           | 23                | 7                                  | 20          | 12                    | 11                         | 22                   | 16             | 70             |
|                                                               | <b>6%fc</b>  | 6%                  | 10%                 | 5%                        | 1%                          | 11%zf             | 10%f                               | 5%          | 10%                   | 8%                         | 6%                   | 6%             | 7%             |
| Public services in<br>general                                 | <b>54</b>    | 32                  | 5                   | 17                        | 7                           | 16                | 2                                  | 26          | 5                     | 10                         | 26                   | 9              | 60             |
|                                                               | <b>6%</b>    | 8%                  | 4%                  | 4%                        | 4%                          | 7%                | 3%                                 | 6%          | 4%                    | 7%                         | 7%                   | 3%             | 6%             |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>48</b>    | 20                  | 8                   | 20                        | 15                          | 14                | 1                                  | 12          | 7                     | 4                          | 19                   | 12             | 45             |
|                                                               | <b>5%</b>    | 5%                  | 6%                  | 5%                        | 8%                          | 7%                | 2%                                 | 3%          | 6%                    | 3%                         | 5%                   | 5%             | 4%             |
| Immigration/<br>immigrants                                    | <b>42</b>    | 16                  | 3                   | 22                        | 14                          | 10                | 4                                  | 10          | 5                     | 8                          | 12                   | 8              | 40             |
|                                                               | <b>4%</b>    | 4%                  | 2%                  | 5%                        | 8%z                         | 4%                | 6%                                 | 2%          | 4%                    | 6%                         | 3%                   | 3%             | 4%             |
| Local government/<br>Council tax                              | <b>38</b>    | 23                  | 4                   | 11                        | 2                           | 17                | 2                                  | 16          | 4                     | 15                         | 9                    | 14             | 28             |
|                                                               | <b>4%</b>    | 5%                  | 3%                  | 3%                        | 1%                          | 8%zf              | 2%                                 | 4%          | 3%                    | 11%zn                      | 3%                   | 5%             | 3%             |
| Taxation                                                      | <b>36</b>    | 23                  | 2                   | 11                        | 9                           | 7                 | 3                                  | 14          | 1                     | 4                          | 24                   | 17             | 38             |
|                                                               | <b>4%</b>    | 5%                  | 2%                  | 2%                        | 5%                          | 3%                | 4%                                 | 3%          | 1%                    | 3%                         | 7%zl                 | 6%             | 4%             |
| Petrol prices/Fuel                                            | <b>32</b>    | 14                  | 7                   | 10                        | 4                           | 11                | -                                  | 16          | *                     | 8                          | 10                   | 18             | 24             |
|                                                               | <b>3%</b>    | 3%                  | 5%                  | 2%                        | 2%                          | 5%                | -                                  | 4%          | *                     | 6%l                        | 3%                   | 7%             | 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 : 8th - 24th November 2019  
Number of sample points : 188  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 16

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)           | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                        | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>            | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>             | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>            | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Transport/Public transport                                | <b>31</b><br><b>3%</b> | 17<br>4%            | 4<br>3%             | 11<br>2%                  | 4<br>2%                     | 10<br>4%          | 1<br>2%                            | 16<br>4%    | 2<br>2%               | 2<br>1%                    | 18<br>5%z            | 6<br>2%        | 34<br>3%       |
| Drug abuse                                                | <b>28</b><br><b>3%</b> | 13<br>3%            | 1<br>1%             | 14<br>3%                  | 5<br>3%                     | 10<br>5%          | -<br>-                             | 12<br>3%    | 4<br>3%               | 9<br>6%                    | 9<br>2%              | 13<br>5%       | 25<br>2%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>21</b><br>2%n       | 12<br>3%            | 3<br>3%             | 6<br>2%                   | 6<br>3%                     | 7<br>3%           | 1<br>1%                            | 7<br>2%     | 4<br>3%               | 8<br>6%zn                  | 3<br>1%              | 11<br>4%       | 17<br>2%       |
| Race relations                                            | <b>17</b><br><b>2%</b> | 8<br>2%             | 2<br>2%             | 7<br>2%                   | 2<br>1%                     | 4<br>2%           | 3<br>5%                            | 8<br>2%     | -<br>-                | 3<br>2%                    | 13<br>3%z            | 5<br>2%        | 14<br>1%       |
| Population levels/<br>Overpopulation                      | <b>15</b><br><b>2%</b> | 8<br>2%             | *<br>*              | 7<br>2%                   | 8<br>4%z                    | 4<br>2%           | -<br>-                             | 4<br>1%     | 2<br>2%               | 2<br>1%                    | 8<br>2%              | 5<br>2%        | 14<br>1%       |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>15</b><br><b>2%</b> | 9<br>2%             | 3<br>3%             | 3<br>1%                   | 2<br>1%                     | 6<br>3%           | 1<br>1%                            | 5<br>1%     | -<br>-                | 2<br>1%                    | 9<br>2%              | 5<br>2%        | 16<br>2%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>14</b><br><b>1%</b> | 4<br>1%             | 1<br>1%             | 9<br>2%                   | 6<br>3%                     | 2<br>1%           | 1<br>1%                            | 5<br>1%     | 4<br>3%               | -<br>-                     | 6<br>2%              | 4<br>2%        | 18<br>2%       |
| Countryside/Rural<br>life                                 | <b>11</b><br><b>1%</b> | 3<br>1%             | 2<br>1%             | 5<br>1%                   | 2<br>1%                     | 3<br>1%           | -<br>-                             | 5<br>1%     | 1<br>1%               | 1<br>1%                    | 3<br>1%              | 5<br>2%        | 11<br>1%       |
| Privatisation                                             | <b>7</b><br><b>1%</b>  | 5<br>1%             | -<br>-              | 2<br>*                    | 1<br>*                      | 1<br>*            | 3<br>3%z                           | 2<br>*      | 1<br>1%               | 1<br>1%                    | 2<br>1%              | 2<br>1%        | 10<br>1%       |
| Animal welfare                                            | <b>4</b><br>*          | -<br>-              | *<br>*              | 3<br>1%                   | 3<br>2%                     | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | 2<br>2%                    | -<br>-               | -<br>-         | 4<br>*         |

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 : 8th - 24th November 2019  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 16

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)    | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|-----------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                        |                 | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>     | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>      | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                        | <b>100%</b>     | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | <b>3</b><br>*   | 1<br>*              | -<br>-              | 2<br>1%                   | 1<br>*                      | 1<br>1%           | 1<br>2%                            | *<br>*      | *<br>*                | 1<br>1%                    | 1<br>*               | *<br>*         | 5<br>*         |
| Trade unions/<br>Strikes                                               | <b>3</b><br>*   | 2<br>*              | -<br>-              | 1<br>*                    | -<br>-                      | -<br>-            | 1<br>1%                            | 2<br>*      | 1<br>*                | -<br>-                     | 2<br>1%              | 2<br>1%        | 3<br>*         |
| Northern Ireland                                                       | <b>2</b><br>*   | 1<br>*              | -<br>-              | 1<br>*                    | 1<br>*                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | 1<br>*               | 1<br>1%        | 3<br>*         |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>2</b><br>*   | -<br>-              | 1<br>1%             | 1<br>*                    | -<br>-                      | -<br>-            | *<br>1%                            | -<br>-      | *<br>*                | *<br>*                     | 1<br>*               | -<br>-         | 3<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>2</b><br>*   | -<br>-              | 1<br>1%             | 1<br>*                    | -<br>-                      | -<br>-            | 1<br>1%                            | -<br>-      | 1<br>1%               | -<br>-                     | 1<br>*               | -<br>-         | 2<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | <b>1</b><br>*   | -<br>-              | -<br>-              | 1<br>*                    | 1<br>*                      | *<br>*            | -<br>-                             | 1<br>*      | *<br>*                | *<br>*                     | *<br>*               | *<br>*         | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>1</b><br>*   | 1<br>*              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | 1<br>1%                            | 1<br>*      | -<br>-                | -<br>-                     | 1<br>*               | 1<br>*         | 2<br>*         |
| Median                                                                 | <b>1</b>        | 1                   | 1                   | 1                         | 1                           | 2                 | 2                                  | 1           | 1                     | 2                          | 2                    | 2              | 1              |
| AIDS                                                                   | <b>1</b><br>*   | -<br>-              | 1<br>1%             | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | 1<br>*               | -<br>-         | 1<br>*         |
| Other                                                                  | <b>48</b><br>5% | 18<br>4%            | 5<br>4%             | 24<br>6%                  | 9<br>5%                     | 8<br>4%           | 6<br>8%                            | 20<br>5%    | 9<br>7%               | 6<br>5%                    | 20<br>6%             | 17<br>6%       | 62<br>6%       |

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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Table 16

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z)        | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------|---------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                            |                     | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>         | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>          | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                            | <b>100%</b>         | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| MEAN NUMBER OF<br>MENTIONS | 2.21c<br>l          | 2.40z<br>c          | 2.21                | 2.03                      | 2.06                        | 2.70z<br>f        | 2.28                               | 2.05        | 1.87                  | 2.66z<br>l                 | 2.40z<br>l           | 2.44           | 2.17           |
| STANDARD ERROR             | <b>0.05</b>         | 0.09                | 0.16                | 0.07                      | 0.11                        | 0.14              | 0.13                               | 0.08        | 0.08                  | 0.17                       | 0.08                 | 0.11           | 0.05           |
| ERROR VARIANCE             | *                   | 0.01                | 0.03                | 0.01                      | 0.01                        | 0.02              | 0.02                               | 0.01        | 0.01                  | 0.03                       | 0.01                 | 0.01           | *              |
| Don't know                 | <b>181</b><br>18%n  | 72<br>17%           | 23<br>18%           | 86<br>20%                 | 42<br>23%                   | 33<br>15%         | 8<br>11%                           | 86<br>20%   | 23<br>18%n            | 18<br>13%                  | 36<br>10%            | 42<br>16%      | 173<br>17%     |
| Personal finances<br>(NET) | <b>190</b><br>19%cf | 100<br>23%zc        | 38<br>29%zc         | 52<br>12%                 | 12<br>6%                    | 64<br>29%zf       | 13<br>17%f                         | 89<br>21%   | 18<br>14%             | 39<br>28%zl                | 72<br>20%            | 76<br>29%      | 190<br>19%     |

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 NOVEMBER 2019 (PUBLIC - FINAL)

Table 17

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)       | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |                    | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>        | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>         | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>        | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>357</b><br>36%g | 74                 | 264                          | 60           | 44                     | 228                  | 103                | 87           | 234                  | 34           | 322          | 33         | 41                   | 87                 | 36                         | 66                 | 36                         | 33                         | 6                                | 38                             | 347            |
|                                                                                 |                    | 39%                | 50%zac                       | 34%          | 35%                    | 41%z                 | 50%zac             | 29%          | 40%zg                | 34%          | 38%z         | 27%        | 41%                  | 35%                | 46%                        | 39%                | 34%                        | 45%                        | 16%                              | 45%                            | 34%            |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>167</b><br>17%  | 39                 | 99                           | 36           | 18                     | 155                  | 37                 | 63           | 86                   | 18           | 152          | 15         | 22                   | 43                 | 16                         | 37                 | 19                         | 19                         | 6                                | 12                             | 169            |
|                                                                                 |                    | 21%                | 19%                          | 21%          | 14%                    | 28%zbf               | 18%                | 21%h         | 15%                  | 19%          | 18%          | 12%        | 22%                  | 17%                | 20%                        | 22%                | 18%                        | 26%                        | 15%                              | 14%                            | 17%            |
| Education/Schools                                                               | <b>166</b><br>17%j | 41                 | 112                          | 27           | 20                     | 101                  | 85                 | 55           | 92                   | 19           | 134          | 30         | 26                   | 55                 | 17                         | 31                 | 20                         | 12                         | 7                                | 13                             | 171            |
|                                                                                 |                    | 22%                | 21%z                         | 15%          | 16%                    | 18%                  | 41%zab             | 19%          | 16%                  | 20%          | 16%          | 25%        | 26%z                 | 22%                | 22%                        | 18%                | 19%                        | 17%                        | 17%                              | 15%                            | 17%            |
| Economy/Economic<br>situation                                                   | <b>155</b><br>16%j | 75                 | 88                           | 44           | 29                     | 96                   | 38                 | 56           | 82                   | 17           | 123          | 29         | 18                   | 55                 | 10                         | 25                 | 17                         | 9                          | 8                                | 21                             | 158            |
|                                                                                 |                    | 40%zbc             | 17%                          | 25%zbe       | 23%                    | 17%                  | 18%                | 19%          | 14%                  | 17%          | 14%          | 24%        | 18%                  | 22%z               | 12%                        | 14%                | 17%                        | 13%                        | 19%                              | 25%                            | 16%            |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>107</b><br>11%j | 27                 | 70                           | 53           | 22                     | 67                   | 32                 | 37           | 62                   | 7            | 86           | 21         | 12                   | 33                 | 7                          | 36                 | 27                         | 11                         | 9                                | 13                             | 99             |
|                                                                                 |                    | 15%                | 13%z                         | 30%zab       | 18%                    | 12%                  | 15%z               | 13%          | 11%                  | 8%           | 10%          | 17%        | 12%                  | 13%                | 8%                         | 21%zp              | 26%zp                      | 15%                        | 22%                              | 15%                            | 10%            |
| Housing                                                                         | <b>93</b><br>9%j   | 26                 | 57                           | 22           | 21                     | 56                   | 29                 | 36           | 48                   | 9            | 73           | 17         | 8                    | 26                 | 10                         | 19                 | 12                         | 7                          | 5                                | 16                             | 97             |
|                                                                                 |                    | 14%                | 11%                          | 13%          | 16%z                   | 10%                  | 14%z               | 12%          | 8%                   | 10%          | 9%           | 14%        | 8%                   | 10%                | 12%                        | 11%                | 11%                        | 10%                        | 12%                              | 19%z                           | 10%            |
| Low pay/Minimum<br>wage/Fair wages                                              | <b>74</b><br>8%jp  | 21                 | 37                           | 17           | 9                      | 36                   | 14                 | 14           | 53                   | 7            | 58           | 14         | 7                    | 22                 | *                          | 15                 | 12                         | 5                          | 3                                | 6                              | 71             |
|                                                                                 |                    | 11%e               | 7%                           | 10%          | 7%                     | 6%                   | 7%                 | 5%           | 9%                   | 7%           | 7%           | 11%        | 7%                   | 9%                 | 1%                         | 9%p                | 11%p                       | 6%                         | 7%                               | 7%                             | 7%             |
| Pollution/<br>Environment                                                       | <b>74</b><br>8%    | 24                 | 50                           | 15           | 11                     | 53                   | 30                 | 26           | 36                   | 12           | 64           | 8          | 11                   | 27                 | 13                         | 10                 | 10                         | 2                          | 2                                | 9                              | 87             |
|                                                                                 |                    | 13%z               | 9%z                          | 9%           | 9%                     | 10%z                 | 14%zbe             | 9%           | 6%                   | 12%          | 8%           | 6%         | 11%                  | 11%                | 17%zqs                     | 6%                 | 9%                         | 2%                         | 4%                               | 11%                            | 9%             |
| Pensions/Social<br>security/Benefits                                            | <b>68</b><br>7%hj  | 25                 | 45                           | 18           | 10                     | 34                   | 19                 | 24           | 26                   | 18           | 50           | 16         | 9                    | 24                 | 5                          | 13                 | 10                         | 6                          | 7                                | 3                              | 69             |
|                                                                                 |                    | 13%ze              | 9%e                          | 10%          | 8%                     | 6%                   | 9%                 | 8%           | 4%                   | 18%zgh       | 6%           | 13%j       | 9%                   | 10%                | 6%                         | 8%                 | 9%                         | 8%                         | 18%                              | 3%                             | 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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 17

Q.PL03A/04A

What do you see as the main/other important issues facing your family today?

BASE: ALL ADULTS AGED 18+

|                                                               | TOTAL<br>(z)       | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------|--------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                               |                    | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>        | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>         | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                               | <b>100%</b>        | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Inflation/Prices                                              | <b>67</b><br>7%hpt | 32<br>17%zbef      | 34<br>6%                     | 22<br>13%zbe | 8<br>6%                | 39<br>7%             | 18<br>9%           | 35<br>12%zh  | 27<br>5%             | 5<br>5%      | 41<br>5%     | 26<br>21%z | 5<br>5%              | 21<br>8%           | 1<br>1%                    | 10<br>6%           | 10<br>9%p                  | 3<br>4%                    | 3<br>6%                          | 5<br>6%                        | 67<br>7%       |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>64</b><br>6%jlt | 13<br>7%           | 43<br>8%                     | 10<br>6%     | 10<br>8%               | 37<br>7%             | 17<br>8%           | 20<br>7%     | 39<br>7%             | 5<br>5%      | 48<br>6%     | 13<br>11%  | 1<br>1%              | 19<br>8%           | 9<br>11%                   | 12<br>7%           | 10<br>9%                   | 4<br>6%                    | 1<br>2%                          | 9<br>11%                       | 65<br>6%       |
| Ageing population/<br>Social care for<br>the elderly          | <b>63</b><br>6%g   | 12<br>6%           | 44<br>8%z                    | 13<br>7%     | 10<br>8%               | 40<br>7%             | 16<br>8%           | 10<br>3%     | 47<br>8%g            | 3<br>3%      | 61<br>7%z    | 2<br>2%    | 5<br>5%              | 13<br>5%           | 7<br>8%                    | 22<br>13%z         | 14<br>13%z                 | 9<br>12%                   | 4<br>11%                         | 5<br>6%                        | 68<br>7%       |
| Poverty/Inequality                                            | <b>61</b><br>6%e   | 12<br>6%           | 40<br>7%e                    | 10<br>5%     | 9<br>7%                | 21<br>4%             | 9<br>4%            | 18<br>6%     | 34<br>6%             | 8<br>8%      | 53<br>6%     | 6<br>5%    | 7<br>7%              | 17<br>7%           | 6<br>8%                    | 11<br>7%           | 5<br>4%                    | 8<br>11%                   | 4<br>10%                         | 5<br>6%                        | 70<br>7%       |
| Public services in<br>general                                 | <b>54</b><br>6%j   | 17<br>9%           | 32<br>6%                     | 13<br>7%     | 11<br>9%               | 31<br>6%             | 18<br>9%           | 14<br>5%     | 31<br>5%             | 10<br>10%    | 42<br>5%     | 10<br>8%   | 9<br>9%              | 15<br>6%           | 5<br>6%                    | 11<br>7%           | 10<br>9%                   | 3<br>4%                    | 5<br>12%                         | 7<br>8%                        | 60<br>6%       |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>48</b><br>5%    | 17<br>9%z          | 27<br>5%                     | 10<br>6%     | 8<br>6%                | 36<br>6%             | 18<br>9%zb         | 20<br>7%     | 23<br>4%             | 6<br>6%      | 38<br>4%     | 8<br>7%    | 4<br>4%              | 13<br>5%           | 3<br>4%                    | 11<br>7%           | 7<br>7%                    | 6<br>9%                    | 1<br>2%                          | 7<br>8%                        | 45<br>4%       |
| Immigration/<br>immigrants                                    | <b>42</b><br>4%    | 6<br>3%            | 31<br>6%z                    | 7<br>4%      | 23<br>18%zabc<br>ef    | 28<br>5%             | 10<br>5%           | 15<br>5%     | 26<br>4%             | 1<br>1%      | 33<br>4%     | 9<br>7%    | 4<br>4%              | 12<br>5%           | 5<br>6%                    | 11<br>6%z          | 10<br>9%z                  | 1<br>1%                    | 9<br>21%                         | 14<br>17%z                     | 40<br>4%       |
| Local government/<br>Council tax                              | <b>38</b><br>4%h   | 12<br>7%           | 25<br>5%                     | 16<br>9%zbe  | 6<br>5%                | 27<br>5%             | 10<br>5%           | 17<br>6%     | 15<br>3%             | 6<br>6%      | 21<br>3%     | 14<br>12%z | 5<br>5%              | 12<br>5%           | 2<br>3%                    | 9<br>5%            | 7<br>7%                    | 3<br>4%                    | 5<br>11%                         | 1<br>1%                        | 28<br>3%       |
| Taxation                                                      | <b>36</b><br>4%    | 17<br>9%zbe        | 25<br>5%                     | 7<br>4%      | 2<br>2%                | 27<br>5%             | 17<br>8%zbt        | 10<br>3%     | 23<br>4%             | 3<br>3%      | 27<br>3%     | 8<br>7%    | 6<br>6%              | 12<br>5%           | 4<br>5%                    | 10<br>6%           | 9<br>9%z                   | 4<br>6%                    | -<br>-                           | 2<br>2%                        | 38<br>4%       |

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  
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|                                                           | TOTAL<br>(z)     | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |                  | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>      | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>       | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>      | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Petrol prices/Fuel                                        | <b>32</b><br>3%h | 21                 | 22                           | 20           | 8                      | 19                   | 11                 | 19           | 11                   | 2            | 11           | 21         | 2                    | 14                 | -                          | 7                  | 5                          | 4                          | 2                                | 6                              | 24             |
|                                                           |                  | 11%zbef            | 4%                           | 11%zbe       | 6%                     | 3%                   | 5%                 | 7%zh         | 2%                   | 2%           | 1%           | 17%z       | 2%                   | 6%                 | -                          | 4%                 | 5%                         | 5%                         | 4%                               | 7%                             | 2%             |
| Transport/Public transport                                | <b>31</b><br>3%  | 9                  | 16                           | 5            | 5                      | 15                   | 9                  | 11           | 17                   | 4            | 26           | 3          | 3                    | 15                 | 7                          | 6                  | 5                          | 2                          | 2                                | 4                              | 34             |
|                                                           |                  | 5%                 | 3%                           | 3%           | 4%                     | 3%                   | 4%                 | 4%           | 3%                   | 4%           | 3%           | 3%         | 3%                   | 6%z                | 9%z                        | 4%                 | 5%                         | 2%                         | 4%                               | 5%                             | 3%             |
| Drug abuse                                                | <b>28</b><br>3%j | 9                  | 19                           | 15           | 4                      | 17                   | 3                  | 16           | 12                   | 1            | 19           | 8          | 1                    | 14                 | 2                          | 4                  | 4                          | *                          | 1                                | 3                              | 25             |
|                                                           |                  | 5%                 | 4%                           | 9%zbef       | 3%                     | 3%                   | 2%                 | 5%zh         | 2%                   | 1%           | 2%           | 7%j        | 1%                   | 6%z                | 2%                         | 2%                 | 4%                         | *                          | 2%                               | 4%                             | 2%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>21</b><br>2%j | 12                 | 13                           | 10           | 2                      | 16                   | 2                  | 10           | 10                   | 1            | 15           | 7          | -                    | 10                 | 2                          | 5                  | 5                          | -                          | 1                                | 2                              | 17             |
|                                                           |                  | 7%zbef             | 2%                           | 6%zbf        | 2%                     | 3%                   | 1%                 | 3%           | 2%                   | 1%           | 2%           | 6%j        | -                    | 4%                 | 3%                         | 3%                 | 4%                         | -                          | 2%                               | 2%                             | 2%             |
| Race relations                                            | <b>17</b><br>2%j | 4                  | 11                           | 3            | 7                      | 12                   | 7                  | 9            | 7                    | 2            | 11           | 6          | -                    | 3                  | 6                          | 3                  | 3                          | -                          | 1                                | 6                              | 14             |
|                                                           |                  | 2%                 | 2%                           | 2%           | 6%z                    | 2%                   | 3%                 | 3%           | 1%                   | 2%           | 1%           | 5%j        | -                    | 1%                 | 7%zqs                      | 2%                 | 3%                         | -                          | 2%                               | 8%z                            | 1%             |
| Population levels/<br>Overpopulation                      | <b>15</b><br>2%g | 6                  | 11                           | 2            | 4                      | 8                    | 4                  | 1            | 8                    | 6            | 12           | 1          | -                    | 7                  | 1                          | 3                  | 3                          | 1                          | 2                                | 2                              | 14             |
|                                                           |                  | 3%                 | 2%                           | 1%           | 3%                     | 1%                   | 2%                 | *            | 1%                   | 6%zgh        | 1%           | 1%         | -                    | 3%                 | 1%                         | 2%                 | 3%                         | 2%                         | 6%                               | 2%                             | 1%             |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>15</b><br>2%j | 8                  | 9                            | 5            | 4                      | 10                   | 8                  | 4            | 10                   | 1            | 9            | 6          | 1                    | 7                  | 3                          | 3                  | 3                          | 1                          | 1                                | 3                              | 16             |
|                                                           |                  | 4%z                | 2%                           | 3%           | 3%                     | 2%                   | 4%zb               | 1%           | 2%                   | 1%           | 1%           | 5%z        | 1%                   | 3%                 | 4%                         | 2%                 | 3%                         | 2%                         | 2%                               | 3%                             | 2%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>14</b><br>1%  | 5                  | 11                           | 1            | 3                      | 11                   | 3                  | 1            | 8                    | 5            | 12           | -          | -                    | 1                  | 2                          | 3                  | 2                          | 1                          | 1                                | 2                              | 18             |
|                                                           |                  | 3%                 | 2%                           | 1%           | 2%                     | 2%                   | 2%                 | *            | 1%                   | 5%zgh        | 1%           | -          | -                    | 1%                 | 3%                         | 2%                 | 2%                         | 1%                         | 2%                               | 3%                             | 2%             |
| Countryside/Rural<br>life                                 | <b>11</b><br>1%  | 4                  | 6                            | 2            | 1                      | 4                    | 1                  | 1            | 6                    | 3            | 8            | 1          | -                    | 4                  | 3                          | 1                  | 1                          | -                          | -                                | 1                              | 11             |
|                                                           |                  | 2%                 | 1%                           | 1%           | 1%                     | 1%                   | 1%                 | 1%           | 1%                   | 3%           | 1%           | *          | -                    | 1%                 | 3%z                        | 1%                 | 1%                         | -                          | -                                | 1%                             | 1%             |
| Privatisation                                             | <b>7</b><br>1%   | 3                  | 4                            | 1            | 1                      | 4                    | 2                  | 3            | 2                    | 1            | 6            | 1          | 2                    | 2                  | -                          | -                  | -                          | -                          | -                                | 1                              | 10             |
|                                                           |                  | 2%                 | 1%                           | 1%           | 1%                     | 1%                   | 1%                 | 1%           | *                    | 1%           | 1%           | 1%         | 2%                   | 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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 17

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                        |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                        | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Animal welfare                                                         | <b>4</b>     | -                  | *                            | -            | *                      | 1                    | *                  | *            | 2                    | 1            | 3            | *          | -                    | -                  | 1                          | -                  | -                          | -                          | -                                | *                              | 4              |
|                                                                        | *            | -                  | *                            | -            | *                      | *                    | *                  | *            | *                    | 1%           | *            | *          | -                    | -                  | 1%                         | -                  | -                          | -                          | -                                | *                              | *              |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | <b>3</b>     | *                  | 2                            | 1            | -                      | 2                    | 2                  | *            | 1                    | 2            | 3            | *          | -                    | 1                  | *                          | *                  | *                          | -                          | -                                | -                              | 5              |
|                                                                        | *            | *                  | *                            | *            | -                      | *                    | 1%                 | *            | *                    | 2%           | *            | *          | -                    | *                  | 1%                         | *                  | *                          | -                          | -                                | -                              | *              |
| Trade unions/<br>Strikes                                               | <b>3</b>     | 1                  | 1                            | -            | -                      | 1                    | -                  | -            | 3                    | -            | 3            | -          | -                    | 2                  | 1                          | -                  | -                          | -                          | -                                | -                              | 3              |
|                                                                        | *            | *                  | *                            | -            | -                      | *                    | -                  | -            | 1%                   | -            | *            | -          | -                    | 1%                 | 1%                         | -                  | -                          | -                          | -                                | -                              | *              |
| Northern Ireland                                                       | <b>2</b>     | 1                  | 1                            | -            | 1                      | 2                    | 1                  | 1            | 1                    | -            | 2            | -          | -                    | -                  | 1                          | 1                  | 1                          | -                          | -                                | 1                              | 3              |
|                                                                        | *            | *                  | *                            | -            | *                      | *                    | *                  | *            | *                    | -            | *            | -          | -                    | -                  | 1%                         | *                  | *                          | -                          | -                                | 1%                             | *              |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>2</b>     | -                  | *                            | -            | -                      | 2                    | -                  | *            | 1                    | -            | 2            | -          | -                    | -                  | -                          | *                  | *                          | -                          | -                                | -                              | 3              |
|                                                                        | *            | -                  | *                            | -            | -                      | *                    | -                  | *            | *                    | -            | *            | -          | -                    | -                  | -                          | *                  | *                          | -                          | -                                | -                              | *              |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>2</b>     | 1                  | 1                            | -            | -                      | -                    | -                  | 2            | -                    | -            | 1            | 1          | 1                    | -                  | -                          | 2                  | 1                          | 1                          | -                                | -                              | 2              |
|                                                                        | *            | *                  | *                            | -            | -                      | -                    | -                  | 1%           | -                    | -            | *            | 1%         | 1%                   | -                  | -                          | 1%                 | 1%                         | 1%                         | -                                | -                              | *              |
| Nationalisation/<br>Government control<br>of institutions              | <b>1</b>     | 1                  | 1                            | 1            | *                      | -                    | 1                  | 1            | 1                    | -            | 1            | *          | -                    | -                  | 1                          | 1                  | 1                          | -                          | -                                | *                              | 4              |
|                                                                        | *            | *                  | *                            | 1%           | *                      | -                    | *                  | *            | *                    | -            | *            | *          | -                    | -                  | 1%                         | 1%                 | 1%                         | -                          | -                                | *                              | *              |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>1</b>     | -                  | 1                            | -            | -                      | 1                    | 1                  | 1            | 1                    | -            | 1            | -          | 1                    | -                  | 1                          | -                  | -                          | -                          | -                                | -                              | 2              |
|                                                                        | *            | -                  | *                            | -            | -                      | *                    | *                  | *            | *                    | -            | *            | -          | 1%                   | -                  | 1%                         | -                  | -                          | -                          | -                                | -                              | *              |
| Median                                                                 | <b>1</b>     | 2                  | 2                            | 2            | 2                      | 1                    | 2                  | 1            | 1                    | 1            | 1            | 2          | 1                    | 2                  | 2                          | 2                  | 2                          | 1                          | 1                                | 2                              | 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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 17  
**Q.PL03A/04A**  
*What do you see as the main/other important issues facing your family today?*  
**BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z)               | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |             | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------|----------------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|-------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                            |                            | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k)  | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>                | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125         | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>                 | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*        | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                            | <b>100%</b>                | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*        | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| AIDS                       | <b>1</b><br>*              | 1<br>1%            | 1<br>*                       | -<br>-       | 1<br>1%                | 1<br>*               | 1<br>*             | 1<br>*       | -<br>-               | -<br>-       | 1<br>*       | -<br>-      | -<br>-               | -<br>-             | 1<br>1%z                   | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 1<br>1%                        | 1<br>*         |
| Other                      | <b>48</b><br>5%            | 7<br>4%            | 25<br>5%                     | 7<br>4%      | 2<br>2%                | 28<br>5%             | 13<br>6%           | 10<br>3%     | 32<br>5%             | 6<br>6%      | 42<br>5%     | 6<br>5%     | 4<br>4%              | 10<br>4%           | 5<br>6%                    | 6<br>3%            | 4<br>4%                    | 2<br>3%                    | 2<br>5%                          | 1<br>1%                        | 62<br>6%       |
| MEAN NUMBER OF<br>MENTIONS | 2.21hj<br>e                | 3.20zb             | 2.52z                        | 2.81ze       | 2.71z                  | 2.39z                | 2.93zb<br>e        | 2.40h        | 2.09                 | 2.43         | 2.08         | 2.98zj      | 2.30                 | 2.51z              | 2.52                       | 2.55z              | 2.84zq                     | 2.31                       | 2.57                             | 2.78z                          | 2.17           |
| STANDARD ERROR             | <b>0.05</b>                | 0.19               | 0.08                         | 0.15         | 0.20                   | 0.07                 | 0.13               | 0.10         | 0.06                 | 0.26         | 0.05         | 0.20        | 0.15                 | 0.13               | 0.20                       | 0.14               | 0.20                       | 0.21                       | 0.41                             | 0.22                           | 0.05           |
| ERROR VARIANCE             | <b>*</b>                   | 0.04               | 0.01                         | 0.02         | 0.04                   | 0.01                 | 0.02               | 0.01         | *                    | 0.07         | *            | 0.04        | 0.02                 | 0.02               | 0.04                       | 0.02               | 0.04                       | 0.04                       | 0.17                             | 0.05                           | *              |
| Don't know                 | <b>181</b><br>18%abc<br>ef | 18<br>10%          | 57<br>11%                    | 19<br>11%    | 25<br>20%abc<br>f      | 70<br>13%            | 17<br>8%           | 60<br>20%    | 104<br>18%           | 17<br>17%    | 151<br>18%   | 25<br>20%   | 17<br>17%            | 34<br>14%          | 9<br>11%                   | 29<br>17%          | 18<br>17%                  | 12<br>16%                  | 10<br>24%                        | 16<br>18%                      | 173<br>17%     |
| Personal finances<br>(NET) | <b>190</b><br>19%ejp<br>f  | 62<br>33%zbe<br>f  | 103<br>19%                   | 49<br>28%zbe | 29<br>23%              | 91<br>16%            | 42<br>20%          | 65<br>22%    | 110<br>19%           | 16<br>16%    | 142<br>17%   | 46<br>37%zj | 19<br>19%            | 61<br>24%          | 8<br>9%                    | 35<br>21%p         | 25<br>24%p                 | 15<br>21%                  | 8<br>20%                         | 21<br>25%                      | 190<br>19%     |

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

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 18

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)             | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                                                 |                          | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>              | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>               | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                                                 | <b>100%</b>              | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>357</b><br><b>36%</b> | 54<br>33%               | 48<br>40%            | 68<br>34%            | 46<br>38%            | 74<br>42%          | 67<br>35%          | 347<br>34%     |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>167</b><br><b>17%</b> | 25<br>15%               | 15<br>13%            | 40<br>20%            | 14<br>12%            | 38<br>21%          | 35<br>18%          | 169<br>17%     |
| Education/Schools                                                               | <b>166</b><br>17%af      | 17<br>11%               | 15<br>12%            | 74<br>37%za<br>bdef  | 13<br>11%            | 31<br>17%f         | 16<br>8%           | 171<br>17%     |
| Economy/Economic<br>situation                                                   | <b>155</b><br>16%f       | 30<br>18%f              | 12<br>10%            | 37<br>18%f           | 27<br>22%f           | 31<br>17%          | 18<br>9%           | 158<br>16%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>107</b><br>11%a       | 9<br>5%                 | 16<br>13%            | 21<br>10%            | 14<br>12%            | 20<br>11%          | 27<br>14%a         | 99<br>10%      |
| Housing                                                                         | <b>93</b><br>9%a         | 9<br>5%                 | 16<br>13%            | 18<br>9%             | 17<br>14%            | 23<br>13%af        | 10<br>5%           | 97<br>10%      |
| Low pay/Minimum<br>wage/Fair wages                                              | <b>74</b><br>8%e         | 13<br>8%e               | 19<br>15%zce         | 13<br>6%e            | 16<br>13%e           | 2<br>1%            | 12<br>6%e          | 71<br>7%       |
| Pollution/<br>Environment                                                       | <b>74</b><br>8%f         | 23<br>14%zbd<br>f       | 6<br>5%              | 18<br>9%f            | 5<br>4%              | 18<br>10%f         | 4<br>2%            | 87<br>9%       |
| Pensions/Social<br>security/Benefits                                            | <b>68</b><br>7%          | 7<br>4%                 | 9<br>7%              | 15<br>7%             | 10<br>9%             | 10<br>6%           | 17<br>9%           | 69<br>7%       |
| Inflation/Prices                                                                | <b>67</b><br>7%e         | 16<br>10%ef             | 11<br>9%             | 13<br>7%             | 15<br>13%ef          | 7<br>4%            | 5<br>3%            | 67<br>7%       |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
Overlap formulae used. \* small baseRespondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 18

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                                                               | TOTAL<br>(z)            | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|---------------------------------------------------------------|-------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                               |                         | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                        | <b>1010</b>             | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                          | <b>981</b>              | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                               | <b>100%</b>             | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>64</b><br><b>6%</b>  | 9<br>5%                 | 10<br>8%             | 7<br>3%              | 10<br>9%             | 15<br>8%           | 13<br>7%           | 65<br>6%       |
| Ageing population/<br>Social care for<br>the elderly          | <b>63</b><br><b>6%b</b> | 6<br>3%                 | -<br>-               | 15<br>7%b            | 2<br>2%              | 26<br>14%zab<br>cd | 14<br>7%b          | 68<br>7%       |
| Poverty/Inequality                                            | <b>61</b><br><b>6%a</b> | 4<br>3%                 | 9<br>7%              | 14<br>7%             | 15<br>12%ae          | 7<br>4%            | 12<br>6%           | 70<br>7%       |
| Public services in<br>general                                 | <b>54</b><br><b>6%</b>  | 7<br>4%                 | 6<br>5%              | 13<br>7%             | 4<br>3%              | 14<br>8%           | 10<br>5%           | 60<br>6%       |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>48</b><br><b>5%</b>  | 10<br>6%b               | 1<br>*               | 14<br>7%b            | 9<br>8%b             | 6<br>3%            | 8<br>4%            | 45<br>4%       |
| Immigration/<br>immigrants                                    | <b>42</b><br><b>4%</b>  | 10<br>6%                | 6<br>5%              | 5<br>2%              | 2<br>1%              | 9<br>5%            | 12<br>6%           | 40<br>4%       |
| Local government/<br>Council tax                              | <b>38</b><br><b>4%e</b> | 3<br>2%                 | 2<br>2%              | 3<br>1%              | 12<br>10%zac<br>e    | 2<br>1%            | 16<br>8%zac<br>e   | 28<br>3%       |
| Taxation                                                      | <b>36</b><br><b>4%</b>  | 6<br>4%                 | 4<br>4%              | 15<br>8%zef          | 5<br>4%              | 4<br>2%            | 1<br>*             | 38<br>4%       |
| Petrol prices/Fuel                                            | <b>32</b><br><b>3%e</b> | 5<br>3%                 | 9<br>7%ef            | 5<br>3%              | 9<br>8%ef            | 1<br>*             | 3<br>1%            | 24<br>2%       |
| Transport/Public<br>transport                                 | <b>31</b><br><b>3%</b>  | 11<br>6%zd              | 3<br>3%              | 8<br>4%              | -<br>-               | 6<br>3%            | 4<br>2%            | 34<br>3%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 18**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)                 | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                      |                      | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------------------|-------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------|
|                                                           |                              | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e)   | 55+<br>C2DE<br>(f)   |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>                  | 202                     | 99                   | 188                  | 89                   | 273                  | 159                  | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>                   | 166                     | 122*                 | 201                  | 120*                 | 179                  | 193*                 | 1010           |
|                                                           | <b>100%</b>                  | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                  | 20%*                 | 103%           |
| Drug abuse                                                | <b>28</b><br>3% <sub>c</sub> | 6<br>4% <sub>c</sub>    | 6<br>5% <sub>c</sub> | *<br>*               | 6<br>5% <sub>c</sub> | 5<br>3% <sub>c</sub> | 4<br>2%              | 25<br>2%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>21</b><br><b>2%</b>       | 2<br>1%                 | 1<br>1%              | 5<br>2%              | 8<br>6% <sub>z</sub> | 2<br>1%              | 4<br>2%              | 17<br>2%       |
| Race relations                                            | <b>17</b><br><b>2%</b>       | 3<br>2%                 | 3<br>3%              | 5<br>3%              | 1<br>1%              | 2<br>1%              | 3<br>1%              | 14<br>1%       |
| Population levels/<br>Overpopulation                      | <b>15</b><br><b>2%</b>       | 2<br>1%                 | -<br>-               | 5<br>3%              | -<br>-               | 4<br>3%              | 4<br>2%              | 14<br>1%       |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>15</b><br><b>2%</b>       | 4<br>2%                 | 1<br>1%              | 2<br>1%              | 6<br>5% <sub>f</sub> | 3<br>1%              | *<br>*               | 16<br>2%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>14</b><br><b>1%</b>       | 4<br>2%                 | -<br>-               | -<br>-               | -<br>-               | 3<br>2%              | 7<br>4% <sub>c</sub> | 18<br>2%       |
| Countryside/Rural<br>life                                 | <b>11</b><br><b>1%</b>       | 3<br>2%                 | 2<br>2%              | 1<br>1%              | -<br>-               | 1<br>1%              | 4<br>2%              | 11<br>1%       |
| Privatisation                                             | <b>7</b><br><b>1%</b>        | 2<br>1%                 | -<br>-               | 3<br>1%              | -<br>-               | 2<br>1%              | -<br>-               | 10<br>1%       |
| Animal welfare                                            | <b>4</b><br>*                | -<br>-                  | -<br>-               | *<br>*               | -<br>-               | 2<br>1% <sub>z</sub> | 1<br>*               | 4<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | <b>3</b><br>*                | -<br>-                  | -<br>-               | 1<br>1%              | *<br>*               | 1<br>*               | 1<br>1%              | 5<br>*         |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 18**  
**Q.PL03A/04A**  
**What do you see as the main/other important issues facing your family today?**  
**BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)           | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                                        |                        | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>            | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>             | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                                        | <b>100%</b>            | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Trade unions/<br>Strikes                                               | <b>3</b><br>*          | 1<br>*                  | -<br>-               | -<br>-               | 3<br>2%z             | -<br>-             | -<br>-             | 3<br>*         |
| Northern Ireland                                                       | <b>2</b><br>*          | -<br>-                  | -<br>-               | 1<br>1%              | -<br>-               | 1<br>*             | -<br>-             | 3<br>*         |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>2</b><br>*          | -<br>-                  | -<br>-               | 1<br>1%              | -<br>-               | *<br>*             | *<br>*             | 3<br>*         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>2</b><br>*          | 1<br>*                  | -<br>-               | -<br>-               | -<br>-               | -<br>-             | 1<br>*             | 2<br>*         |
| Nationalisation/<br>Government control<br>of institutions              | <b>1</b><br>*          | *<br>*                  | -<br>-               | -<br>-               | *<br>*               | 1<br>*             | -<br>-             | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis                           | <b>1</b><br>*          | -<br>-                  | -<br>-               | 1<br>1%              | -<br>-               | -<br>-             | -<br>-             | 2<br>*         |
| Median                                                                 | <b>1</b>               | 1                       | 1                    | 2                    | 1                    | 1                  | 1                  | 1              |
| AIDS                                                                   | <b>1</b><br>*          | 1<br>1%                 | -<br>-               | -<br>-               | -<br>-               | -<br>-             | -<br>-             | 1<br>*         |
| Other                                                                  | <b>48</b><br><b>5%</b> | 6<br>4%                 | 4<br>4%              | 13<br>6%             | 4<br>3%              | 15<br>8%z          | 6<br>3%            | 62<br>6%       |
| MEAN NUMBER OF<br>MENTIONS                                             | <b>2.21</b>            | 2.05                    | 2.17                 | 2.41                 | 2.40                 | 2.25               | 2.03               | 2.17           |
| STANDARD ERROR                                                         | <b>0.05</b>            | 0.11                    | 0.16                 | 0.12                 | 0.19                 | 0.09               | 0.16               | 0.05           |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 18

**Q.PL03A/04A****What do you see as the main/other important issues facing your family today?****BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z)       | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|----------------------------|--------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                            |                    | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>        | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>         | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                            | <b>100%</b>        | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| ERROR VARIANCE             | *                  | 0.01                    | 0.03                 | 0.01                 | 0.04                 | 0.01               | 0.02               | *              |
| Don't know                 | <b>181</b><br>18%e | 34<br>20%e              | 28<br>23%e           | 31<br>16%            | 16<br>13%            | 18<br>10%          | 54<br>28%zc<br>de  | 173<br>17%     |
| Personal finances<br>(NET) | <b>190</b><br>19%e | 33<br>20%e              | 37<br>31%ze<br>f     | 38<br>19%e           | 41<br>34%zac<br>ef   | 14<br>8%           | 26<br>13%          | 190<br>19%     |

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

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 19

Q.PL05GE

*What would you say is the most important issue that will influence how you vote at this election?*

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)       | SEX          |                    | AGE          |              |              |              |                   |                     |                |                  |                    |              |            | SOCIAL GRADE        |            |                  |            |                    |             | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|--------------|--------------------|--------------|--------------|--------------|--------------|-------------------|---------------------|----------------|------------------|--------------------|--------------|------------|---------------------|------------|------------------|------------|--------------------|-------------|----------------|
|                                                                                 |                    | MALE<br>(a)  | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g)      | 65+<br>(h)          | 18-34<br>(i)   | 35-54<br>(j)     | 55+<br>(k)         | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)           | C1<br>(m)  | C2<br>(n)        | DE<br>(o)  | ABC1<br>(p)        | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010               | 503          | 507                | 150          | 151          | 146          | 131          | 162               | 270                 | 301            | 277              | 432                | 447          | 563        | 263                 | 400        | 173              | 174        | 663                | 347         | 1010           |
| WEIGHTED BASE                                                                   | 981                | 483          | 498                | 121          | 166          | 152          | 169*         | 147*              | 226                 | 287            | 322              | 372                | 439          | 541        | 264                 | 282        | 202              | 232        | 546                | 434         | 1010           |
|                                                                                 | 100%               | 49%          | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*              | 23%                 | 29%            | 33%              | 38%                | 45%          | 55%        | 27%                 | 29%        | 21%              | 24%        | 56%                | 44%         | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 366<br>37%bd<br>iq | 199<br>41%zb | 167<br>33%         | 40<br>33%di  | 31<br>19%    | 60<br>39%di  | 61<br>36%di  | 64<br>44%di       | 110<br>49%zc<br>dij | 71<br>25%<br>d | 121<br>38%<br>di | 174<br>47%zc<br>di | 131<br>30%   | 235<br>43% | 124<br>47%zm<br>noq | 104<br>37% | 68<br>34%        | 70<br>30%  | 228<br>42%zm<br>oq | 138<br>32%  | 381<br>38%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 109<br>11%         | 49<br>10%    | 61<br>12%          | 12<br>10%    | 25<br>15%    | 22<br>14%    | 15<br>9%     | 15<br>11%         | 21<br>9%            | 37<br>13%      | 36<br>11%        | 36<br>10%          | 58<br>13%    | 51<br>9%   | 22<br>8%            | 35<br>12%  | 28<br>14%        | 23<br>10%  | 58<br>11%          | 52<br>12%   | 112<br>11%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 53<br>5%           | 31<br>6%     | 22<br>4%           | 3<br>3%      | 11<br>6%     | 10<br>6%     | 5<br>3%      | 15<br>10%zcf<br>h | 9<br>4%             | 14<br>5%       | 15<br>5%         | 24<br>7%h          | 24<br>5%     | 29<br>5%   | 16<br>6%            | 12<br>4%   | 13<br>6%         | 12<br>5%   | 28<br>5%           | 25<br>6%    | 59<br>6%       |
| I will not/cannot<br>vote at the<br>election                                    | 50<br>5%alp        | 16<br>3%     | 35<br>7%za         | 7<br>5%      | 15<br>9%f    | 10<br>6%     | 3<br>2%      | 5<br>4%           | 11<br>5%            | 22<br>8%f      | 12<br>4%         | 16<br>4%           | 32<br>7%     | 19<br>3%   | 6<br>2%             | 15<br>5%   | 9<br>4%          | 21<br>9%lp | 21<br>4%           | 30<br>7%l   | 55<br>5%       |
| Economy/Economic<br>situation                                                   | 48<br>5%i          | 27<br>6%     | 21<br>4%           | 3<br>2%      | 3<br>2%      | 12<br>8%di   | 10<br>6%     | 8<br>6%           | 12<br>5%            | 6<br>2%        | 22<br>7%i        | 20<br>5%           | 17<br>4%     | 30<br>6%   | 13<br>5%            | 17<br>6%   | 6<br>3%          | 12<br>5%   | 30<br>5%           | 18<br>4%    | 47<br>5%       |
| Poverty/Inequality                                                              | 26<br>3%hk         | 16<br>3%     | 11<br>2%           | 3<br>3%      | 9<br>6%hk    | 1<br>1%      | 9<br>6%hk    | 2<br>1%           | 1<br>1%             | 13<br>4%hk     | 11<br>3%e        | 3<br>1%            | 14<br>3%     | 12<br>2%   | 10<br>4%            | 6<br>2%    | 6<br>3%          | 5<br>2%    | 16<br>3%           | 10<br>2%    | 30<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 19<br>2%p          | 12<br>2%     | 7<br>1%            | -<br>-       | 3<br>2%      | 2<br>2%      | 6<br>3%      | 6<br>4%           | 2<br>1%             | 3<br>1%        | 8<br>2%          | 8<br>2%            | 5<br>1%      | 14<br>3%   | 3<br>1%             | 3<br>1%    | 11<br>5%zlm<br>p | 2<br>1%    | 6<br>1%            | 13<br>3%o   | 17<br>2%       |
| Housing                                                                         | 16<br>2%kp         | 7<br>1%      | 9<br>2%            | 3<br>2%      | 6<br>3%k     | 4<br>3%k     | 2<br>1%      | *<br>*            | 1<br>*              | 8<br>3%k       | 7<br>2%          | 1<br>*             | 12<br>3%     | 4<br>1%    | 3<br>1%             | 3<br>1%    | 7<br>3%          | 4<br>2%    | 5<br>1%            | 11<br>2%    | 20<br>2%       |
| Immigration/<br>immigrants                                                      | 16<br>2%           | 9<br>2%      | 7<br>1%            | 2<br>1%      | 3<br>2%      | 2<br>1%      | 1<br>1%      | 6<br>4%           | 3<br>1%             | 4<br>2%        | 3<br>1%          | 9<br>2%            | 6<br>1%      | 10<br>2%   | 2<br>1%             | 5<br>2%    | 3<br>1%          | 6<br>2%    | 7<br>1%            | 9<br>2%     | 15<br>1%       |
| Education/Schools                                                               | 14<br>1%           | 6<br>1%      | 8<br>2%            | 2<br>1%      | 4<br>3%      | 4<br>2%      | 2<br>1%      | 2<br>1%           | 1<br>1%             | 6<br>2%        | 6<br>2%          | 3<br>1%            | 9<br>2%      | 5<br>1%    | 7<br>3%             | 3<br>1%    | 3<br>1%          | 2<br>1%    | 10<br>2%           | 5<br>1%     | 16<br>2%       |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 19

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                                        | TOTAL<br>(z)                       | SEX         |                       | AGE          |                        |              |              |              |                       |                       |              |            |              |            | SOCIAL GRADE |           |                        |           |             |                        | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------------------------|-------------|-----------------------|--------------|------------------------|--------------|--------------|--------------|-----------------------|-----------------------|--------------|------------|--------------|------------|--------------|-----------|------------------------|-----------|-------------|------------------------|----------------|
|                                                                        |                                    | MALE<br>(a) | FE-<br>MALE<br>(b)    | 18-24<br>(c) | 25-34<br>(d)           | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h)            | 18-34<br>(i)          | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n)              | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q)            |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>                        | 503         | 507                   | 150          | 151                    | 146          | 131          | 162          | 270                   | 301                   | 277          | 432        | 447          | 563        | 263          | 400       | 173                    | 174       | 663         | 347                    | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>                         | 483         | 498                   | 121          | 166                    | 152          | 169*         | 147*         | 226                   | 287                   | 322          | 372        | 439          | 541        | 264          | 282       | 202                    | 232       | 546         | 434                    | 1010           |
|                                                                        | <b>100%</b>                        | 49%         | 51%                   | 12%          | 17%                    | 16%          | 17%*         | 15%*         | 23%                   | 29%                   | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%                    | 24%       | 56%         | 44%                    | 103%           |
| Pollution/<br>Environment                                              | <b>13</b><br><b>1%</b>             | 5<br>1%     | 8<br>2%               | 2<br>2%      | 4<br>3%                | 3<br>2%      | -<br>-       | 1<br>1%      | 2<br>1%               | 7<br>2%               | 3<br>1%      | 3<br>1%    | 10<br>2%     | 3<br>1%    | 5<br>2%      | 5<br>2%   | -<br>-                 | 3<br>1%   | 10<br>2%    | 3<br>1%                | 16<br>2%       |
| Transport/Public<br>transport                                          | <b>13</b><br><b>1%<sup>p</sup></b> | 10<br>2%    | 3<br>1%               | 1<br>1%      | 7<br>4% <sup>zej</sup> | -<br>-       | 1<br>1%      | 1<br>1%      | 3<br>1%               | 8<br>3% <sup>zj</sup> | 1<br>*       | 4<br>1%    | 8<br>2%      | 5<br>1%    | -<br>-       | 3<br>1%   | 8<br>4% <sup>zlp</sup> | 1<br>1%   | 3<br>1%     | 10<br>2% <sup>lo</sup> | 9<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry                  | <b>13</b><br><b>1%<sup>b</sup></b> | 10<br>2%    | 2<br>*                | 2<br>2%      | 5<br>3%                | -<br>-       | 4<br>3%      | 1<br>1%      | *<br>*                | 7<br>2%               | 4<br>1%      | 2<br>*     | 7<br>2%      | 6<br>1%    | 2<br>1%      | 3<br>1%   | 3<br>2%                | 4<br>2%   | 6<br>1%     | 7<br>2%                | 12<br>1%       |
| Inflation/Prices                                                       | <b>12</b><br><b>1%<sup>a</sup></b> | 1<br>*      | 10<br>2% <sup>a</sup> | 2<br>2%      | 4<br>3%                | 1<br>1%      | 2<br>1%      | *<br>*       | 2<br>1%               | 6<br>2%               | 3<br>1%      | 2<br>1%    | 7<br>2%      | 4<br>1%    | 1<br>*       | 5<br>2%   | -<br>-                 | 5<br>2%   | 6<br>1%     | 5<br>1%                | 8<br>1%        |
| Low pay/Minimum<br>wage/Fair wages                                     | <b>9</b><br><b>1%<sup>a</sup></b>  | 1<br>*      | 8<br>2%               | 1<br>1%      | 2<br>1%                | 1<br>1%      | 2<br>1%      | 3<br>2%      | -<br>-                | 4<br>1%               | 3<br>1%      | 3<br>1%    | 5<br>1%      | 5<br>1%    | 1<br>*       | 3<br>1%   | 2<br>1%                | 3<br>1%   | 4<br>1%     | 5<br>1%                | 10<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>8</b><br><b>1%</b>              | 5<br>1%     | 3<br>1%               | -<br>-       | -<br>-                 | 1<br>1%      | 3<br>1%      | 3<br>2%      | 2<br>1%               | -<br>-                | 3<br>1%      | 5<br>1%    | 1<br>*       | 8<br>1%    | 4<br>1%      | 1<br>1%   | 2<br>1%                | 1<br>1%   | 5<br>1%     | 3<br>1%                | 11<br>1%       |
| Pensions/Social<br>security/Benefits                                   | <b>8</b><br><b>1%<sup>mp</sup></b> | 4<br>1%     | 5<br>1%               | *<br>*       | -<br>-                 | 1<br>*       | 2<br>1%      | -<br>-       | 6<br>3% <sup>zi</sup> | *<br>*                | 2<br>1%      | 6<br>2%    | 1<br>*       | 7<br>1%    | 2<br>1%      | *<br>*    | 2<br>1%                | 4<br>2%   | 2<br>*      | 6<br>1%                | 11<br>1%       |
| Public services in<br>general                                          | <b>7</b><br><b>1%</b>              | 2<br>*      | 5<br>1%               | 1<br>1%      | 2<br>1%                | -<br>-       | 2<br>1%      | 1<br>1%      | 1<br>1%               | 2<br>1%               | 2<br>1%      | 2<br>1%    | 2<br>1%      | 5<br>1%    | 4<br>1%      | 2<br>1%   | 1<br>*                 | 1<br>*    | 6<br>1%     | 1<br>*                 | 10<br>1%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>7</b><br><b>1%</b>              | 3<br>1%     | 4<br>1%               | 1<br>1%      | 4<br>2% <sup>j</sup>   | -<br>-       | -<br>-       | 1<br>1%      | 2<br>1%               | 5<br>2%               | -<br>-       | 2<br>1%    | 5<br>1%      | 2<br>*     | 3<br>1%      | 2<br>1%   | 1<br>*                 | 1<br>1%   | 5<br>1%     | 2<br>*                 | 8<br>1%        |
| Nationalisation/<br>Government control<br>of institutions              | <b>6</b><br><b>1%</b>              | 3<br>1%     | 3<br>1%               | -<br>-       | 1<br>1%                | 1<br>1%      | -<br>-       | 1<br>1%      | 3<br>1%               | 1<br>*                | 1<br>*       | 4<br>1%    | 2<br>1%      | 4<br>1%    | 3<br>1%      | 2<br>1%   | -<br>-                 | 1<br>*    | 5<br>1%     | 1<br>*                 | 6<br>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. \* small baseRespondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORi (JN Q218)

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Table 19

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z)          | SEX         |                    | AGE             |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |            |            |            |             |             | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|-------------|--------------------|-----------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|------------|------------|-------------|-------------|----------------|
|                                                           |                       | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)    | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n)  | DE<br>(o)  | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 503         | 507                | 150             | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400        | 173        | 174        | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 483         | 498                | 121             | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282        | 202        | 232        | 546         | 434         | 1010           |
|                                                           | <b>100%</b>           | <b>49%</b>  | <b>51%</b>         | <b>12%</b>      | <b>17%</b>   | <b>16%</b>   | <b>17%*</b>  | <b>15%*</b>  | <b>23%</b> | <b>29%</b>   | <b>33%</b>   | <b>38%</b> | <b>45%</b>   | <b>55%</b> | <b>27%</b>   | <b>29%</b> | <b>21%</b> | <b>24%</b> | <b>56%</b>  | <b>44%</b>  | <b>103%</b>    |
| Local government/<br>Council tax                          | <b>5</b><br><b>1%</b> | 2<br>*      | 3<br>1%            | -<br>-          | -<br>-       | 2<br>1%      | 1<br>*       | 1<br>1%      | 2<br>1%    | -<br>-       | 2<br>1%      | 3<br>1%    | 2<br>*       | 3<br>1%    | 2<br>1%      | 1<br>*     | -<br>-     | 3<br>1%    | 2<br>*      | 3<br>1%     | 4<br>*         |
| Taxation                                                  | <b>4</b><br><b>*</b>  | 2<br>*      | 2<br>*             | 1<br>1%         | 1<br>*       | -<br>-       | 1<br>1%      | 1<br>1%      | 1<br>*     | 1<br>*       | 1<br>*       | 2<br>1%    | 1<br>*       | 3<br>1%    | 2<br>1%      | 2<br>1%    | -<br>-     | -<br>-     | 4<br>1%     | -<br>-      | 5<br>*         |
| Privatisation                                             | <b>3</b><br><b>*</b>  | -<br>-      | 3<br>1%            | 3<br>2%zhj<br>k | -<br>-       | -<br>-       | 1<br>*       | -<br>-       | -<br>-     | 3<br>1%      | 1<br>*       | -<br>-     | 3<br>1%      | 1<br>*     | -<br>-       | 3<br>1%z   | -<br>-     | 1<br>*     | 3<br>1%     | 1<br>*      | 5<br>*         |
| Drug abuse                                                | <b>3</b><br><b>*</b>  | 2<br>1%     | 1<br>*             | 1<br>1%         | 2<br>1%      | -<br>-       | -<br>-       | -<br>-       | -<br>-     | 3<br>1%      | -<br>-       | -<br>-     | 3<br>1%      | -<br>-     | -<br>-       | 2<br>1%    | 1<br>*     | 1<br>*     | 2<br>*      | 2<br>*      | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis              | <b>3</b><br><b>*</b>  | -<br>-      | 3<br>1%            | -<br>-          | -<br>-       | -<br>-       | 3<br>2%      | -<br>-       | -<br>-     | -<br>-       | 3<br>1%      | -<br>-     | -<br>-       | 3<br>*     | -<br>-       | -<br>-     | -<br>-     | 3<br>1%    | -<br>-      | 3<br>1%     | 1<br>*         |
| Population levels/<br>Overpopulation                      | <b>2</b><br><b>*</b>  | 1<br>*      | *<br>-             | -<br>-          | 1<br>*       | -<br>-       | 1<br>*       | *<br>*       | -<br>-     | 1<br>*       | 1<br>*       | *<br>*     | 1<br>*       | 1<br>*     | 1<br>*       | 1<br>*     | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 3<br>*         |
| Northern Ireland                                          | <b>2</b><br><b>*</b>  | 1<br>*      | 1<br>*             | 1<br>*          | 1<br>1%      | -<br>-       | -<br>-       | -<br>-       | -<br>-     | 2<br>1%      | -<br>-       | -<br>-     | 2<br>*       | -<br>-     | -<br>-       | 2<br>1%    | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 2<br>*         |
| Petrol prices/Fuel                                        | <b>2</b><br><b>*</b>  | 2<br>*      | -<br>-             | -<br>-          | -<br>-       | 2<br>1%      | -<br>-       | -<br>-       | -<br>-     | -<br>-       | 2<br>*       | -<br>-     | 2<br>*       | -<br>-     | -<br>-       | 2<br>1%    | -<br>-     | -<br>-     | 2<br>*      | -<br>-      | 1<br>*         |
| Median                                                    | <b>1</b>              | 1           | 1                  | 1               | 1            | 1            | 1            | 1            | 1          | 1            | 1            | 1          | 1            | 1          | 1            | 1          | 1          | 1          | 1           | 1           | 1              |
| Ageing population/<br>Social care for<br>the elderly      | <b>1</b><br><b>*</b>  | -<br>-      | 1<br>*             | -<br>-          | -<br>-       | -<br>-       | *<br>*       | -<br>-       | 1<br>*     | -<br>-       | *<br>*       | 1<br>*     | -<br>-       | 1<br>*     | -<br>-       | *<br>*     | *<br>*     | *<br>*     | *<br>*      | 1<br>*      | 3<br>*         |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>1</b><br><b>*</b>  | 1<br>*      | -<br>-             | -<br>-          | -<br>-       | -<br>-       | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | -<br>-       | 1<br>*     | -<br>-       | 1<br>*     | 1<br>*       | *<br>*     | -<br>-     | -<br>-     | 1<br>*      | -<br>-      | 2<br>*         |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 19

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                 | TOTAL<br>(z)                    | SEX         |                         | AGE                              |                          |                      |                                 |              |            |                               |                         |            |              |            | SOCIAL GRADE |           |           |                        |             |             | UNWTD<br>TOTAL |
|-------------------------------------------------|---------------------------------|-------------|-------------------------|----------------------------------|--------------------------|----------------------|---------------------------------|--------------|------------|-------------------------------|-------------------------|------------|--------------|------------|--------------|-----------|-----------|------------------------|-------------|-------------|----------------|
|                                                 |                                 | MALE<br>(a) | FE-<br>MALE<br>(b)      | 18-24<br>(c)                     | 25-34<br>(d)             | 35-44<br>(e)         | 45-54<br>(f)                    | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)                  | 35-54<br>(j)            | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o)              | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                 | 1010                            | 503         | 507                     | 150                              | 151                      | 146                  | 131                             | 162          | 270        | 301                           | 277                     | 432        | 447          | 563        | 263          | 400       | 173       | 174                    | 663         | 347         | 1010           |
| WEIGHTED BASE                                   | 981                             | 483         | 498                     | 121                              | 166                      | 152                  | 169*                            | 147*         | 226        | 287                           | 322                     | 372        | 439          | 541        | 264          | 282       | 202       | 232                    | 546         | 434         | 1010           |
|                                                 | 100%                            | 49%         | 51%                     | 12%                              | 17%                      | 16%                  | 17%*                            | 15%*         | 23%        | 29%                           | 33%                     | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%                    | 56%         | 44%         | 103%           |
| Pound/Exchange<br>rate/Value of<br>pound        | 1<br>*                          | -<br>-      | 1<br>*                  | 1<br>1%                          | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | 1<br>*                        | -<br>-                  | -<br>-     | 1<br>*       | -<br>-     | -<br>-       | 1<br>*    | -<br>-    | -<br>-                 | 1<br>*      | -<br>-      | 1<br>*         |
| Animal welfare                                  | *<br>*                          | -<br>-      | *<br>*                  | -<br>-                           | *<br>*                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | *<br>*                        | -<br>-                  | -<br>-     | *<br>*       | -<br>-     | -<br>-       | *<br>*    | -<br>-    | -<br>-                 | *<br>*      | -<br>-      | 1<br>*         |
| AIDS                                            | -<br>-                          | -<br>-      | -<br>-                  | -<br>-                           | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | -<br>-                        | -<br>-                  | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-                 | -<br>-      | -<br>-      | -<br>-         |
| Countryside/Rural<br>life                       | -<br>-                          | -<br>-      | -<br>-                  | -<br>-                           | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | -<br>-                        | -<br>-                  | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-                 | -<br>-      | -<br>-      | -<br>-         |
| Trade unions/<br>Strikes                        | -<br>-                          | -<br>-      | -<br>-                  | -<br>-                           | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | -<br>-                        | -<br>-                  | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-                 | -<br>-      | -<br>-      | -<br>-         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola    | -<br>-                          | -<br>-      | -<br>-                  | -<br>-                           | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | -<br>-                        | -<br>-                  | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-                 | -<br>-      | -<br>-      | -<br>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | -<br>-                          | -<br>-      | -<br>-                  | -<br>-                           | -<br>-                   | -<br>-               | -<br>-                          | -<br>-       | -<br>-     | -<br>-                        | -<br>-                  | -<br>-     | -<br>-       | -<br>-     | -<br>-       | -<br>-    | -<br>-    | -<br>-                 | -<br>-      | -<br>-      | -<br>-         |
| Other                                           | 19<br>2%                        | 12<br>2%    | 7<br>1%                 | 3<br>3%                          | -<br>-                   | 6<br>4% <sup>d</sup> | 1<br>1%                         | 2<br>1%      | 7<br>3%    | 3<br>1%                       | 7<br>2%                 | 9<br>2%    | 9<br>2%      | 10<br>2%   | 3<br>1%      | 6<br>2%   | 7<br>3%   | 3<br>1%                | 9<br>2%     | 10<br>2%    | 21<br>2%       |
| MEAN NUMBER OF<br>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                                      | 121<br>12% <sup>aeg</sup><br>kp | 44<br>9%    | 77<br>15% <sup>za</sup> | 28<br>23% <sup>ze</sup><br>ghijk | 22<br>13% <sup>g</sup>   | 10<br>6%             | 33<br>19% <sup>zeg</sup><br>hjk | 6<br>4%      | 23<br>10%  | 49<br>17% <sup>ze</sup><br>gk | 43<br>13% <sup>eg</sup> | 29<br>8%   | 59<br>13%    | 61<br>11%  | 25<br>9%     | 33<br>12% | 22<br>11% | 40<br>17% <sup>l</sup> | 58<br>11%   | 62<br>14%   | 104<br>10%     |
| Personal finances<br>(NET)                      | 49<br>5% <sup>hk</sup>          | 20<br>4%    | 29<br>6%                | 7<br>5%                          | 16<br>10% <sup>zhk</sup> | 5<br>3%              | 13<br>8% <sup>hk</sup>          | 5<br>3%      | 3<br>1%    | 23<br>8% <sup>zhk</sup>       | 18<br>6%                | 8<br>2%    | 27<br>6%     | 21<br>4%   | 13<br>5%     | 15<br>5%  | 8<br>4%   | 13<br>6%               | 28<br>5%    | 21<br>5%    | 49<br>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. \* small baseRespondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

**Table 19**  
**Q.PL05GE**  
*What would you say is the most important issue that will influence how you vote at this election?*  
**BASE: ALL ADULTS AGED 18+**

|                 | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              | SOCIAL GRADE |           |           |           |           |             | UNWTD<br>TOTAL |             |
|-----------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|--------------|-----------|-----------|-----------|-----------|-------------|----------------|-------------|
|                 |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v)   | AB<br>(l) | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) |                | C2DE<br>(q) |
| UNWEIGHTED BASE | 1010         | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563          | 263       | 400       | 173       | 174       | 663         | 347            | 1010        |
| WEIGHTED BASE   | 981          | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541          | 264       | 282       | 202       | 232       | 546         | 434            | 1010        |
|                 | 100%         | 49%         | 51%                | 12%          | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%          | 27%       | 29%       | 21%       | 24%       | 56%         | 44%            | 103%        |
| Race relations  | -            | -           | -                  | -            | -            | -            | -            | -            | -          | -            | -            | -          | -            | -            | -         | -         | -         | -         | -           | -              | -           |
|                 | -            | -           | -                  | -            | -            | -            | -            | -            | -          | -            | -            | -          | -            | -            | -         | -         | -         | -         | -           | -              | -           |

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

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Table 20

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)       | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |             |                                     |                                     | TENURE               |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-------------|-------------------------------------|-------------------------------------|----------------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                                 |                    | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)   | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)         | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010               | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152         | 268                                 | 116                                 | 341                  | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                                   | 981                | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*        | 274                                 | 141*                                | 333                  | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                                 | 100%               | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*        | 28%                                 | 14%*                                | 34%                  | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 366<br>37%cd<br>nq | 326<br>39%cd             | 21<br>42%cd  | 18<br>21%           | 95<br>30%                             | 76<br>33%                             | 115<br>39%cd                          | 94<br>38%cd         | 156<br>43%cd                | 56<br>42%cd | 117<br>43%cd                        | 61<br>43%cd                         | 165<br>50%zm<br>nopq | 112<br>37%cd         | 19<br>16%                           | 65<br>32%cd                      | 277<br>44%zm<br>noq            | 84<br>26%cd                | 381<br>38%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 109<br>11%         | 94<br>11%                | 6<br>12%     | 9<br>11%            | 35<br>11%                             | 26<br>11%                             | 32<br>11%                             | 26<br>11%           | 42<br>12%                   | 16<br>12%   | 29<br>10%                           | 12<br>9%                            | 33<br>10%            | 29<br>10%            | 13<br>11%                           | 33<br>16%cd                      | 63<br>10%                      | 46<br>14%cd                | 112<br>11%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 53<br>5%           | 48<br>6%                 | 1<br>2%      | 4<br>5%             | 20<br>6%                              | 16<br>7%                              | 17<br>6%                              | 16<br>6%            | 16<br>4%                    | 4<br>3%     | 9<br>3%                             | 6<br>4%                             | 22<br>7%             | 11<br>4%             | 5<br>4%                             | 9<br>5%                          | 33<br>5%                       | 14<br>4%                   | 59<br>6%       |
| I will not/cannot<br>vote at the<br>election                                    | 50<br>5%           | 42<br>5%                 | 2<br>4%      | 7<br>8%             | 23<br>7%                              | 17<br>7%                              | 12<br>4%                              | 10<br>4%            | 15<br>4%                    | 4<br>3%     | 8<br>3%                             | 4<br>3%                             | 11<br>3%             | 14<br>5%             | 11<br>9%cd                          | 14<br>7%                         | 25<br>4%                       | 25<br>8%cd                 | 55<br>5%       |
| Economy/Economic<br>situation                                                   | 48<br>5%cd         | 45<br>5%                 | 2<br>4%      | 1<br>1%             | 18<br>6%                              | 18<br>8%                              | 10<br>3%                              | 8<br>3%             | 19<br>5%                    | 10<br>8%    | 17<br>6%                            | 7<br>5%                             | 15<br>5%             | 24<br>8%cd           | 2<br>2%                             | 6<br>3%                          | 39<br>6%cd                     | 8<br>3%                    | 47<br>5%       |
| Poverty/Inequality                                                              | 26<br>3%           | 21<br>2%                 | -<br>-       | 6<br>7%cd           | 16<br>5%cd                            | 10<br>4%                              | 4<br>1%                               | 4<br>2%             | 6<br>2%                     | 4<br>3%     | 6<br>2%                             | 1<br>1%                             | 7<br>2%              | 5<br>2%              | 7<br>6%cd                           | 6<br>3%                          | 12<br>2%                       | 13<br>4%                   | 30<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 19<br>2%           | 19<br>2%cd               | -<br>-       | -<br>-              | 2<br>1%                               | 2<br>1%                               | 9<br>3%cd                             | 9<br>4%cd           | 8<br>2%                     | 8<br>6%cd   | 8<br>3%                             | -<br>-                              | 8<br>2%              | 7<br>2%              | 1<br>*                              | 4<br>2%                          | 15<br>2%                       | 5<br>1%                    | 17<br>2%       |
| Housing                                                                         | 16<br>2%cd         | 15<br>2%                 | -<br>-       | 1<br>2%             | 4<br>1%                               | 3<br>1%                               | 6<br>2%                               | 6<br>2%             | 6<br>2%                     | 5<br>4%     | 6<br>2%                             | 1<br>1%                             | *<br>*               | 2<br>1%              | 5<br>4%cd                           | 9<br>4%cd                        | 2<br>*                         | 14<br>4%cd                 | 20<br>2%       |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 20

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                                        | TOTAL<br>(z)     | GOVERNMENT OFFICE REGION |              |                           |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------|--------------------------|--------------|---------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |                  | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c)       | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>      | 863                      | 53           | 94                        | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>       | 844                      | 50*          | 87*                       | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | <b>100%</b>      | 86%                      | 5%*          | 9%*                       | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Immigration/<br>immigrants                                             | <b>16</b><br>2%a | 10<br>1%                 | -<br>-       | 6<br>7%zad<br>efgh        | 8<br>2%e                              | 2<br>1%                               | 2<br>1%                               | 2<br>1%             | 6<br>2%                     | 2<br>2%   | 5<br>2%                             | 3<br>2%                             | 6<br>2%      | 3<br>1%              | 6<br>5%zmo<br>pq                    | -<br>-                           | 10<br>2%                       | 6<br>2%                    | 15<br>1%       |
| Education/Schools                                                      | <b>14</b><br>1%  | 13<br>2%                 | 2<br>3%      | -<br>-                    | 6<br>2%                               | 6<br>2%                               | 6<br>2%                               | 5<br>2%             | 3<br>1%                     | 1<br>1%   | 2<br>1%                             | 1<br>1%                             | 2<br>1%      | 5<br>2%              | 2<br>1%                             | 5<br>3%                          | 7<br>1%                        | 7<br>2%                    | 16<br>2%       |
| Pollution/<br>Environment                                              | <b>13</b><br>1%  | 11<br>1%                 | 1<br>2%      | 1<br>1%                   | 6<br>2%                               | 5<br>2%                               | 5<br>2%                               | 3<br>1%             | 3<br>1%                     | 1<br>1%   | 2<br>1%                             | 1<br>1%                             | 4<br>1%      | 7<br>2%              | -<br>-                              | 2<br>1%                          | 11<br>2%                       | 2<br>1%                    | 16<br>2%       |
| Transport/Public<br>transport                                          | <b>13</b><br>1%a | 5<br>1%                  | -<br>-       | 8<br>9%zad<br>efghi<br>jk | 9<br>3%ae                             | 1<br>*                                | 2<br>1%                               | 2<br>1%             | 2<br>1%                     | 1<br>1%   | 1<br>*                              | -<br>-                              | 2<br>*       | 6<br>2%              | 3<br>3%                             | 2<br>1%                          | 7<br>1%                        | 6<br>2%                    | 9<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry                  | <b>13</b><br>1%  | 10<br>1%                 | -<br>-       | 3<br>3%                   | 8<br>3%                               | 5<br>2%                               | 2<br>1%                               | 2<br>1%             | 2<br>1%                     | 1<br>1%   | 2<br>1%                             | 1<br>1%                             | 1<br>*       | 6<br>2%              | 4<br>3%l                            | 2<br>1%                          | 7<br>1%l                       | 6<br>2%                    | 12<br>1%       |
| Inflation/Prices                                                       | <b>12</b><br>1%  | 12<br>1%                 | -<br>-       | -<br>-                    | 2<br>1%                               | 2<br>1%                               | 3<br>1%                               | 3<br>1%             | 6<br>2%                     | 3<br>2%   | 5<br>2%                             | 2<br>1%                             | 1<br>*       | 7<br>2%              | -<br>-                              | 4<br>2%                          | 8<br>1%l                       | 4<br>1%                    | 8<br>1%        |
| Low pay/Minimum<br>wage/Fair wages                                     | <b>9</b><br>1%   | 9<br>1%                  | -<br>-       | -<br>-                    | 3<br>1%                               | 3<br>1%                               | 3<br>1%                               | 3<br>1%             | 3<br>1%                     | 1<br>*    | 1<br>*                              | -<br>-                              | -<br>-       | 4<br>1%              | 1<br>1%                             | 4<br>2%l                         | 4<br>1%                        | 5<br>1%                    | 10<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>8</b><br>1%a  | -<br>-                   | *<br>1%      | 8<br>9%zad<br>efghi<br>jk | 8<br>3%zae<br>fghj                    | -<br>-                                | *<br>*                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                              | 5<br>2%      | 2<br>1%              | 2<br>1%                             | -<br>-                           | 7<br>1%                        | 2<br>1%                    | 11<br>1%       |
| Pensions/Social<br>security/Benefits                                   | <b>8</b><br>1%   | 6<br>1%                  | -<br>-       | 2<br>2%                   | 6<br>2%                               | 4<br>2%                               | 1<br>*                                | 1<br>1%             | 1<br>*                      | -<br>-    | *<br>*                              | *<br>*                              | *<br>*       | 2<br>1%              | 4<br>3%zlp                          | 2<br>1%                          | 2<br>*                         | 6<br>2%zp                  | 11<br>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+  
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Table 20

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z)          | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                 |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                           |                       | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)       | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152             | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*            | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                           | <b>100%</b>           | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*            | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Public services in<br>general                             | <b>7</b><br><b>1%</b> | 7<br>1%                  | -<br>-       | -<br>-              | 2<br>1%                               | 2<br>1%                               | 4<br>1%                               | 4<br>2%             | 1<br>*                      | *<br>*          | 1<br>1%                             | 1<br>1%                             | 3<br>1%      | 2<br>1%              | 1<br>1%                             | 1<br>*                           | 5<br>1%                        | 2<br>1%                    | 10<br>1%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>7</b><br><b>1%</b> | 7<br>1%                  | -<br>-       | -<br>-              | 4<br>1%                               | 4<br>2%                               | 1<br>*                                | 1<br>1%             | 2<br>*                      | 2<br>1%         | 2<br>1%                             | -<br>-                              | 2<br>1%      | 4<br>1%              | -<br>-                              | 2<br>1%                          | 5<br>1%                        | 2<br>1%                    | 8<br>1%        |
| Nationalisation/<br>Government control<br>of institutions | <b>6</b><br><b>1%</b> | 6<br>1%                  | -<br>-       | *<br>1%             | 2<br>1%                               | 1<br>1%                               | 1<br>*                                | 1<br>*              | 3<br>1%                     | -<br>-          | 1<br>*                              | 1<br>1%                             | 2<br>1%      | 3<br>1%              | 1<br>1%                             | -<br>-                           | 5<br>1%                        | 1<br>*                     | 6<br>1%        |
| Local government/<br>Council tax                          | <b>5</b><br><b>1%</b> | 5<br>1%                  | 1<br>1%      | -<br>-              | 5<br>1%                               | 5<br>2%zah                            | 1<br>*                                | -<br>-              | -<br>-                      | -<br>-          | -<br>-                              | -<br>-                              | 4<br>1%      | 1<br>*               | 1<br>1%                             | -<br>-                           | 4<br>1%                        | 1<br>*                     | 4<br>*         |
| Taxation                                                  | <b>4</b><br><b>*</b>  | 4<br>1%                  | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | 3<br>1%                               | 3<br>1%             | 2<br>*                      | -<br>-          | 1<br>*                              | 1<br>1%                             | 2<br>1%      | 1<br>*               | -<br>-                              | 1<br>1%                          | 3<br>*                         | 1<br>*                     | 5<br>*         |
| Privatisation                                             | <b>3</b><br><b>*</b>  | 3<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | 3<br>1%                               | 3<br>1%             | 1<br>*                      | 1<br>*          | 1<br>*                              | -<br>-                              | -<br>-       | -<br>-               | 1<br>*                              | 3<br>1%zp                        | -<br>-                         | 3<br>1%zp                  | 5<br>*         |
| Drug abuse                                                | <b>3</b><br><b>*a</b> | 1<br>*                   | 1<br>2%ah    | 2<br>2%a            | 2<br>1%                               | 1<br>*                                | 1<br>*                                | -<br>-              | -<br>-                      | -<br>-          | -<br>-                              | -<br>-                              | -<br>-       | 2<br>1%              | 2<br>1%                             | -<br>-                           | 2<br>*                         | 2<br>*                     | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis              | <b>3</b><br><b>*</b>  | 3<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | -<br>-                                | -<br>-              | 3<br>1%                     | 3<br>2%zad<br>f | 3<br>1%                             | -<br>-                              | 3<br>1%      | -<br>-               | -<br>-                              | -<br>-                           | 3<br>*                         | -<br>-                     | 1<br>*         |
| Population levels/<br>Overpopulation                      | <b>2</b><br><b>*</b>  | 2<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | 2<br>1%                               | 2<br>1%             | -<br>-                      | -<br>-          | -<br>-                              | -<br>-                              | 1<br>*       | -<br>-               | *<br>*                              | 1<br>*                           | 1<br>*                         | 1<br>*                     | 3<br>*         |
| Northern Ireland                                          | <b>2</b><br><b>*</b>  | 2<br>*                   | -<br>-       | -<br>-              | -<br>-                                | -<br>-                                | 2<br>1%                               | 2<br>1%             | -<br>-                      | -<br>-          | -<br>-                              | -<br>-                              | -<br>-       | 1<br>*               | -<br>-                              | 1<br>*                           | 1<br>*                         | 1<br>*                     | 2<br>*         |

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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Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                           |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                           | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                             | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                           | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Petrol prices/Fuel                                        | 2<br>*       | 2<br>*                   | -            | -                   | -                                     | -                                     | 2<br>1%                               | 2<br>1%             | -                           | -         | -                                   | -                                   | -            | 2<br>1%              | -                                   | -                                | 2<br>*                         | -                          | 1<br>*         |
| Median                                                    | 1            | 1                        | 1            | 1                   | 1                                     | 1                                     | 1                                     | 1                   | 1                           | 1         | 1                                   | 1                                   | 1            | 1                    | 1                                   | 1                                | 1                              | 1                          | 1              |
| Ageing population/<br>Social care for<br>the elderly      | 1<br>*       | 1<br>*                   | -            | -                   | -                                     | -                                     | -                                     | -                   | 1<br>*                      | 1<br>*    | 1<br>*                              | *<br>*                              | -            | -                    | 1<br>1%p                            | -                                | -                              | 1<br>*                     | 3<br>*         |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 1<br>*       | 1<br>*                   | -            | -                   | -                                     | -                                     | 1<br>*                                | 1<br>*              | *<br>*                      | -<br>-    | *<br>*                              | *<br>*                              | 1<br>*       | -                    | *<br>*                              | -                                | 1<br>*                         | *<br>*                     | 2<br>*         |
| Pound/Exchange<br>rate/Value of<br>pound                  | 1<br>*       | 1<br>*                   | -            | -                   | 1<br>*                                | 1<br>*                                | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | 1<br>*                           | -                              | 1<br>*                     | 1<br>*         |
| Animal welfare                                            | *<br>*       | *<br>*                   | -            | -                   | -                                     | -                                     | -                                     | -                   | *<br>*                      | *<br>*    | *<br>*                              | -                                   | -            | -                    | -                                   | *<br>*                           | -                              | *<br>*                     | 1<br>*         |
| AIDS                                                      | -<br>-       | -<br>-                   | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Countryside/Rural<br>life                                 | -<br>-       | -<br>-                   | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Trade unions/<br>Strikes                                  | -<br>-       | -<br>-                   | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | -<br>-       | -<br>-                   | -            | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |

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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Table 20

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                 | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |                   |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-------------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                 |                   | ENG<br>LAND<br>(a)       | WALES<br>(b)      | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                 | 1010              | 863                      | 53                | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                   | 981               | 844                      | 50*               | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                 | 100%              | 86%                      | 5%*               | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | -                 | -                        | -                 | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
| Other                                           | 19                | 16                       | 2                 | 2                   | 5                                     | 4                                     | 7                                     | 6                   | 6                           | 1         | 5                                   | 3                                   | 10           | 3                    | 4                                   | 2                                | 12                             | 6                          | 21             |
|                                                 | 2%                | 2%                       | 3%                | 2%                  | 2%                                    | 2%                                    | 2%                                    | 2%                  | 2%                          | 1%        | 2%                                  | 2%                                  | 3%           | 1%                   | 3%                                  | 1%                               | 2%                             | 2%                         | 2%             |
| MEAN NUMBER OF<br>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                                      | 121               | 100                      | 11                | 9                   | 31                                    | 21                                    | 39                                    | 28                  | 51                          | 9         | 42                                  | 33                                  | 24           | 36                   | 26                                  | 23                               | 59                             | 49                         | 104            |
|                                                 | 12% <sup>lp</sup> | 12%                      | 23% <sup>de</sup> | 11% <sup>i</sup>    | 10%                                   | 9%                                    | 13% <sup>g</sup>                      | 11%                 | 14% <sup>i</sup>            | 6%        | 15% <sup>i</sup>                    | 24% <sup>zad</sup>                  | 7%           | 12%                  | 22% <sup>zl</sup>                   | 11%                              | 9%                             | 15% <sup>lo</sup>          | 10%            |
| Personal finances<br>(NET)                      | 49                | 43                       | -                 | 6                   | 21                                    | 15                                    | 13                                    | 13                  | 15                          | 8         | 12                                  | 3                                   | 8            | 18                   | 8                                   | 13                               | 26                             | 21                         | 49             |
|                                                 | 5% <sup>l</sup>   | 5%                       | -                 | 7%                  | 7%                                    | 7%                                    | 4%                                    | 5%                  | 4%                          | 6%        | 4%                                  | 2%                                  | 2%           | 6%                   | 7%                                  | 6% <sup>l</sup>                  | 4% <sup>l</sup>                | 6% <sup>l</sup>            | 5%             |
| Race relations                                  | -                 | -                        | -                 | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |
|                                                 | -                 | -                        | -                 | -                   | -                                     | -                                     | -                                     | -                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | -                                | -                              | -                          | -              |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 21

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)        | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|---------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                                 |                     | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>         | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>          | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                                 | <b>100%</b>         | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>366</b><br>37%l  | 149<br>35%          | 52<br>40%           | 164<br>38%                | 110<br>59%zg                | 70<br>32%         | 45<br>61%zg                        | 115<br>27%  | 30<br>24%             | 50<br>36%                  | 163<br>45%zl         | 92<br>35%      | 381<br>38%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>109</b><br>11%fh | 51<br>12%           | 16<br>13%           | 42<br>10%                 | 8<br>4%                     | 43<br>20%zfh      | 2<br>3%                            | 49<br>11%   | 11<br>9%              | 25<br>18%zn                | 33<br>9%             | 30<br>11%      | 112<br>11%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>53</b><br>5%     | 24<br>6%            | 2<br>1%             | 27<br>6%                  | 13<br>7%                    | 8<br>4%           | 3<br>4%                            | 26<br>6%    | 4<br>3%               | 8<br>6%                    | 29<br>8%z            | 10<br>4%       | 59<br>6%       |
| I will not/cannot<br>vote at the<br>election                                    | <b>50</b><br>5%fgn  | 23<br>5%            | 4<br>3%             | 24<br>6%                  | -<br>-                      | 1<br>*            | 1<br>1%                            | 49<br>11%   | 4<br>3%               | 5<br>3%                    | 11<br>3%             | 17<br>6%       | 55<br>5%       |
| Economy/Economic<br>situation                                                   | <b>48</b><br>5%     | 27<br>6%            | 3<br>2%             | 18<br>4%                  | 8<br>4%                     | 12<br>6%          | 4<br>6%                            | 23<br>5%    | 7<br>6%               | 10<br>7%                   | 25<br>7%             | 17<br>6%       | 47<br>5%       |
| Poverty/Inequality                                                              | <b>26</b><br>3%fg   | 9<br>2%             | 7<br>5%             | 10<br>2%                  | *<br>*                      | 15<br>7%zf        | 2<br>2%                            | 5<br>1%     | 7<br>6%               | 6<br>4%                    | 11<br>3%             | 8<br>3%        | 30<br>3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>19</b><br>2%     | 14<br>3%c           | *<br>*              | 4<br>1%                   | 2<br>1%                     | 3<br>2%           | -<br>-                             | 14<br>3%    | 3<br>2%               | 7<br>5%                    | 7<br>2%              | 3<br>1%        | 17<br>2%       |
| Housing                                                                         | <b>16</b><br>2%     | 5<br>1%             | 4<br>3%             | 7<br>2%                   | 1<br>1%                     | 6<br>3%           | -<br>-                             | 8<br>2%     | 2<br>1%               | 2<br>1%                    | 3<br>1%              | 11<br>4%       | 20<br>2%       |
| Immigration/<br>immigrants                                                      | <b>16</b><br>2%     | 2<br>1%             | 5<br>4%a            | 8<br>2%                   | 4<br>2%                     | 2<br>1%           | -<br>-                             | 4<br>1%     | 2<br>2%               | 2<br>1%                    | 3<br>1%              | -<br>-         | 15<br>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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 21

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                        |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                        | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Education/Schools                                                      | <b>14</b>    | 7                   | 2                   | 6                         | 1                           | 5                 | -                                  | 8           | 2                     | 1                          | 7                    | 7              | 16             |
|                                                                        | <b>1%</b>    | 2%                  | 1%                  | 1%                        | *                           | 2%                | -                                  | 2%          | 1%                    | *                          | 2%                   | 3%             | 2%             |
| Pollution/<br>Environment                                              | <b>13</b>    | 5                   | 2                   | 6                         | 1                           | 2                 | 1                                  | 8           | 1                     | 3                          | 6                    | 2              | 16             |
|                                                                        | <b>1%</b>    | 1%                  | 2%                  | 1%                        | *                           | 1%                | 1%                                 | 2%          | *                     | 2%                         | 2%                   | 1%             | 2%             |
| Transport/Public<br>transport                                          | <b>13</b>    | 8                   | -                   | 5                         | 2                           | -                 | 1                                  | 8           | 8                     | -                          | 2                    | 7              | 9              |
|                                                                        | <b>1%</b>    | 2%                  | -                   | 1%                        | 1%                          | -                 | 2%                                 | 2%          | 7%zmn                 | -                          | *                    | 3%             | 1%             |
| Unemployment/<br>Factory closure/<br>Lack of industry                  | <b>13</b>    | 7                   | -                   | 5                         | *                           | 5                 | *                                  | 5           | 4                     | 1                          | 4                    | 7              | 12             |
|                                                                        | <b>1%</b>    | 2%                  | -                   | 1%                        | *                           | 2%                | 1%                                 | 1%          | 3%                    | 1%                         | 1%                   | 3%             | 1%             |
| Inflation/Prices                                                       | <b>12</b>    | 8                   | -                   | 4                         | -                           | 4                 | 1                                  | 7           | -                     | 4                          | 4                    | 6              | 8              |
|                                                                        | <b>1%</b>    | 2%                  | -                   | 1%                        | -                           | 2%                | 1%                                 | 2%          | -                     | 3%                         | 1%                   | 2%             | 1%             |
| Low pay/Minimum<br>wage/Fair wages                                     | <b>9</b>     | 2                   | 3                   | 4                         | 1                           | 1                 | -                                  | 8           | 4                     | 2                          | 1                    | 4              | 10             |
|                                                                        | <b>1%</b>    | 1%                  | 2%                  | 1%                        | *                           | *                 | -                                  | 2%          | 4%zn                  | 2%                         | *                    | 1%             | 1%             |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>8</b>     | 4                   | 2                   | 2                         | -                           | -                 | -                                  | -           | 1                     | 1                          | 6                    | 2              | 11             |
|                                                                        | <b>1%</b>    | 1%                  | 2%                  | *                         | -                           | -                 | -                                  | -           | 1%                    | 1%                         | 2%                   | 1%             | 1%             |
| Pensions/Social<br>security/Benefits                                   | <b>8</b>     | 1                   | 1                   | 7                         | 1                           | 1                 | 2                                  | 3           | 1                     | *                          | 1                    | 1              | 11             |
|                                                                        | <b>1%</b>    | *                   | 1%                  | 2%                        | 1%                          | *                 | 3%                                 | 1%          | 1%                    | *                          | *                    | *              | 1%             |
| Public services in<br>general                                          | <b>7</b>     | 3                   | -                   | 4                         | *                           | 6                 | 1                                  | 1           | 1                     | 1                          | 2                    | 2              | 10             |
|                                                                        | <b>1%</b>    | 1%                  | -                   | 1%                        | *                           | 3%z               | 1%                                 | *           | 1%                    | 1%                         | 1%                   | 1%             | 1%             |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>7</b>     | 2                   | 2                   | 4                         | -                           | 2                 | 2                                  | 3           | -                     | -                          | 5                    | -              | 8              |
|                                                                        | <b>1%</b>    | *                   | 1%                  | 1%                        | -                           | 1%                | 3%                                 | 1%          | -                     | -                          | 1%                   | -              | 1%             |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 21

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)          | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                       | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>           | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>            | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>           | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Nationalisation/<br>Government control<br>of institutions | <b>6</b><br><b>1%</b> | 4<br>1%             | -<br>-              | 3<br>1%                   | 3<br>2%                     | 1<br>1%           | -<br>-                             | 2<br>*      | 3<br>3%zn             | 1<br>1%                    | -<br>-               | 2<br>1%        | 6<br>1%        |
| Local government/<br>Council tax                          | <b>5</b><br><b>1%</b> | 2<br>1%             | 2<br>1%             | 1<br>*                    | 2<br>1%                     | 2<br>1%           | -<br>-                             | 2<br>*      | 3<br>2%               | -<br>-                     | 2<br>1%              | -<br>-         | 4<br>*         |
| Taxation                                                  | <b>4</b><br><b>*</b>  | 2<br>*              | -<br>-              | 3<br>1%                   | 3<br>1%                     | 1<br>*            | -<br>-                             | 1<br>*      | 1<br>1%               | -<br>-                     | 2<br>1%              | 2<br>1%        | 5<br>*         |
| Privatisation                                             | <b>3</b><br><b>*</b>  | 1<br>*              | -<br>-              | 3<br>1%                   | -<br>-                      | 1<br>1%           | 1<br>1%                            | 1<br>*      | 1<br>1%               | 1<br>1%                    | *<br>*               | 1<br>*         | 5<br>*         |
| Drug abuse                                                | <b>3</b><br><b>*</b>  | 2<br>*              | 1<br>1%             | 1<br>*                    | -<br>-                      | 1<br>*            | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | 1<br>*               | 1<br>*         | 4<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis              | <b>3</b><br><b>*</b>  | -<br>-              | 3<br>2%zac          | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 3<br>1%     | -<br>-                | -<br>-                     | 3<br>1%              | -<br>-         | 1<br>*         |
| Population levels/<br>Overpopulation                      | <b>2</b><br><b>*</b>  | 2<br>*              | -<br>-              | -<br>-                    | 1<br>*                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | 1<br>*                     | 1<br>*               | 1<br>*         | 3<br>*         |
| Northern Ireland                                          | <b>2</b><br><b>*</b>  | 1<br>*              | -<br>-              | 1<br>*                    | -<br>-                      | -<br>-            | -<br>-                             | 2<br>*      | -<br>-                | -<br>-                     | 2<br>*               | -<br>-         | 2<br>*         |
| Petrol prices/Fuel                                        | <b>2</b><br><b>*</b>  | 2<br>*              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 2<br>*      | -<br>-                | 2<br>1%                    | -<br>-               | 2<br>1%        | 1<br>*         |
| Median                                                    | <b>1</b>              | 1                   | 1                   | 1                         | 1                           | 1                 | 1                                  | 1           | 1                     | 1                          | 1                    | 1              | 1              |
| Ageing population/<br>Social care for<br>the elderly      | <b>1</b><br><b>*</b>  | -<br>-              | -<br>-              | 1<br>*                    | -<br>-                      | 1<br>*            | -<br>-                             | *<br>*      | 1<br>*                | -<br>-                     | -<br>-               | *<br>*         | 3<br>*         |

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 NOVEMBER 2019 (PUBLIC - FINAL)**

Table 21

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)           | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-----------------------------------------------------------|------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                           |                        | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>            | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>             | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                           | <b>100%</b>            | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>1</b><br>*          | -                   | -                   | 1                         | 1                           | -                 | -                                  | -           | -                     | *                          | -                    | -              | 2              |
|                                                           |                        | -                   | -                   | *                         | 1%                          | -                 | -                                  | -           | -                     | *                          | -                    | -              | *              |
| Pound/Exchange<br>rate/Value of<br>pound                  | <b>1</b><br>*          | -                   | 1                   | -                         | -                           | -                 | -                                  | 1           | -                     | -                          | -                    | -              | 1              |
|                                                           |                        | -                   | 1%                  | -                         | -                           | -                 | -                                  | *           | -                     | -                          | -                    | -              | *              |
| Animal welfare                                            | <b>*</b><br>*          | -                   | -                   | *                         | -                           | *                 | -                                  | -           | -                     | -                          | -                    | -              | 1              |
|                                                           |                        | -                   | -                   | *                         | -                           | *                 | -                                  | -           | -                     | -                          | -                    | -              | *              |
| AIDS                                                      | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                                                           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Countryside/Rural<br>life                                 | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                                                           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Trade unions/<br>Strikes                                  | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                                                           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                                                           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                                                           | -                      | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
| Other                                                     | <b>19</b><br><b>2%</b> | 6                   | 4                   | 9                         | 4                           | 4                 | 1                                  | 8           | 4                     | 2                          | 4                    | 2              | 21             |
|                                                           |                        | 1%                  | 3%                  | 2%                        | 2%                          | 2%                | 1%                                 | 2%          | 3%                    | 1%                         | 1%                   | 1%             | 2%             |
| MEAN NUMBER OF<br>MENTIONS                                | <b>1.00</b>            | 1.00                | 1.00                | 1.00                      | 1.00                        | 1.00              | 1.00                               | 1.00        | 1.00                  | 1.00                       | 1.00                 | 1.00           | 1.00           |

Proportions/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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 21

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                            |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                            | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Don't know                 | <b>121</b>   | 51                  | 15                  | 55                        | 21                          | 22                | 8                                  | 65          | 20                    | 4                          | 26                   | 31             | 104            |
|                            | 12%mn        | 12%                 | 12%                 | 13%                       | 11%                         | 10%               | 11%                                | 15%         | 16%mn                 | 3%                         | 7%                   | 11%            | 10%            |
| Personal finances<br>(NET) | <b>49</b>    | 21                  | 10                  | 18                        | 1                           | 19                | 3                                  | 22          | 11                    | 14                         | 16                   | 19             | 49             |
|                            | 5%f          | 5%                  | 8%                  | 4%                        | 1%                          | 9%zf              | 4%                                 | 5%          | 9%                    | 10%z                       | 4%                   | 7%             | 5%             |
| Race relations             | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |
|                            | -            | -                   | -                   | -                         | -                           | -                 | -                                  | -           | -                     | -                          | -                    | -              | -              |

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 NOVEMBER 2019 (PUBLIC - FINAL)

Table 22

Q.PL05GE

What would you say is the most important issue that will influence how you vote at this election?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>366</b>   | 81                 | 226                          | 60           | 63                     | 291                  | 107                | 104          | 225                  | 37           | 324          | 37         | 37                   | 105                | 37                         | 82                 | 57                         | 27                         | 15                               | 48                             | 381            |
|                                                                                 | <b>37%</b>   | 43%                | 43%z                         | 34%          | 51%zc                  | 52%zab               | 52%zbc             | 35%          | 39%                  | 37%          | 38%          | 30%        | 37%                  | 42%                | 47%                        | 48%z               | 54%z                       | 37%                        | 37%                              | 57%z                           | 38%            |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>109</b>   | 14                 | 87                           | 22           | 13                     | 35                   | 29                 | 37           | 63                   | 10           | 89           | 21         | 22                   | 23                 | 10                         | 24                 | 13                         | 14                         | 5                                | 8                              | 112            |
|                                                                                 | <b>11%e</b>  | 8%                 | 16%zae                       | 13%e         | 10%                    | 6%                   | 14%e               | 13%          | 11%                  | 10%          | 10%          | 17%        | 22%zm                | 9%                 | 13%                        | 14%                | 12%                        | 20%                        | 11%                              | 10%                            | 11%            |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>53</b>    | 10                 | 23                           | 9            | 6                      | 32                   | 12                 | 8            | 34                   | 12           | 46           | 4          | 6                    | 13                 | 5                          | 13                 | 9                          | 4                          | 1                                | 4                              | 59             |
|                                                                                 | <b>5%g</b>   | 5%                 | 4%                           | 5%           | 4%                     | 6%                   | 6%                 | 3%           | 6%                   | 12%zgh       | 5%           | 4%         | 6%                   | 5%                 | 6%                         | 8%                 | 8%                         | 6%                         | 3%                               | 5%                             | 6%             |
| I will not/cannot<br>vote at the<br>election                                    | <b>50</b>    | 8                  | 15                           | 7            | 1                      | 25                   | 3                  | 15           | 25                   | 8            | 44           | 5          | 2                    | 11                 | 2                          | 2                  | 1                          | 1                          | 1                                | -                              | 55             |
|                                                                                 | <b>5%bfq</b> | 4%                 | 3%                           | 4%           | 1%                     | 4%f                  | 1%                 | 5%           | 4%                   | 8%           | 5%           | 4%         | 2%                   | 4%                 | 3%                         | 1%                 | 1%                         | 2%                         | 2%                               | -                              | 5%             |
| Economy/Economic<br>situation                                                   | <b>48</b>    | 31                 | 28                           | 19           | *                      | 25                   | 12                 | 20           | 23                   | 5            | 35           | 12         | 8                    | 12                 | 5                          | 10                 | 4                          | 6                          | -                                | *                              | 47             |
|                                                                                 | <b>5%tjt</b> | 17%zbef            | 5%t                          | 11%zbet      | *                      | 5%                   | 6%t                | 7%           | 4%                   | 5%           | 4%           | 10%j       | 8%                   | 5%                 | 7%                         | 6%                 | 4%                         | 8%                         | -                                | 1%                             | 5%             |
| Poverty/Inequality                                                              | <b>26</b>    | 5                  | 13                           | 7            | 4                      | 10                   | 6                  | 7            | 19                   | *            | 21           | 5          | 2                    | 8                  | 2                          | 2                  | 2                          | 1                          | 1                                | 3                              | 30             |
|                                                                                 | <b>3%</b>    | 3%                 | 2%                           | 4%           | 3%                     | 2%                   | 3%                 | 2%           | 3%                   | *            | 2%           | 4%         | 2%                   | 3%                 | 3%                         | 1%                 | 2%                         | 1%                         | 3%                               | 3%                             | 3%             |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>19</b>    | *                  | 2                            | 8            | 1                      | 9                    | *                  | 2            | 16                   | 1            | 14           | 5          | 1                    | 8                  | 2                          | 1                  | *                          | 1                          | -                                | 1                              | 17             |
|                                                                                 | <b>2%bfj</b> | *                  | *                            | 5%zabe       | 1%                     | 2%b                  | *                  | 1%           | 3%                   | 1%           | 2%           | 4%         | 1%                   | 3%                 | 2%                         | 1%                 | *                          | 1%                         | -                                | 1%                             | 2%             |
| Housing                                                                         | <b>16</b>    | 3                  | 5                            | 4            | 3                      | 10                   | 5                  | 8            | 8                    | -            | 12           | 4          | *                    | 3                  | 2                          | 2                  | *                          | 1                          | -                                | 3                              | 20             |
|                                                                                 | <b>2%</b>    | 2%                 | 1%                           | 2%           | 2%                     | 2%                   | 2%                 | 3%           | 1%                   | -            | 1%           | 3%         | *                    | 1%                 | 3%                         | 1%                 | *                          | 2%                         | -                                | 3%                             | 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  
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Respondent type : GB Adults 18+  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 22

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)       | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                        |                    | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>        | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>         | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                        | <b>100%</b>        | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Immigration/<br>immigrants                                             | <b>16</b><br>2%b   | 1<br>*             | 4<br>1%                      | 4<br>2%      | 9<br>7%zabef           | 10<br>2%b            | 2<br>1%            | 7<br>2%      | 8<br>1%              | 1<br>1%      | 16<br>2%     | *<br>*     | -<br>-               | 4<br>2%            | -<br>-                     | 6<br>4%r           | 1<br>1%                    | 5<br>7%zp                  | 6<br>14%                         | 3<br>3%                        | 15<br>1%       |
| Education/Schools                                                      | <b>14</b><br>1%    | -<br>-             | 9<br>2%                      | 4<br>2%      | 2<br>1%                | 6<br>1%              | 5<br>2%            | 5<br>2%      | 7<br>1%              | 3<br>3%      | 12<br>1%     | 2<br>2%    | 2<br>2%              | 1<br>*             | -<br>-                     | 1<br>*             | 1<br>1%                    | -<br>-                     | -<br>-                           | 2<br>2%                        | 16<br>2%       |
| Pollution/<br>Environment                                              | <b>13</b><br>1%    | 1<br>1%            | 5<br>1%                      | 2<br>1%      | -<br>-                 | 5<br>1%              | 1<br>*             | 5<br>2%      | 7<br>1%              | 2<br>2%      | 13<br>2%     | -<br>-     | 1<br>1%              | 1<br>*             | 2<br>3%                    | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 16<br>2%       |
| Transport/Public<br>transport                                          | <b>13</b><br>1%ehj | -<br>-             | 9<br>2%e                     | -<br>-       | -<br>-                 | 3<br>1%              | -<br>-             | 9<br>3%zh    | 2<br>*               | 3<br>3%h     | 7<br>1%      | 6<br>5%zi  | -<br>-               | 2<br>1%            | 1<br>1%                    | 2<br>1%            | 2<br>2%                    | -<br>-                     | -<br>-                           | -<br>-                         | 9<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry                  | <b>13</b><br>1%ei  | -<br>-             | 5<br>1%                      | 1<br>1%      | *<br>*                 | 1<br>*               | 1<br>1%            | 3<br>1%      | 10<br>2%             | *<br>*       | 8<br>1%      | 5<br>4%    | 3<br>3%              | 4<br>1%            | -<br>-                     | 3<br>2%            | 2<br>2%                    | 1<br>1%                    | *<br>1%                          | -<br>-                         | 12<br>1%       |
| Inflation/Prices                                                       | <b>12</b><br>1%    | 5<br>3%be          | 3<br>1%                      | 4<br>2%      | 3<br>2%                | 3<br>1%              | 1<br>1%            | 6<br>2%      | 5<br>1%              | 1<br>1%      | 10<br>1%     | 2<br>2%    | 2<br>2%              | 2<br>1%            | -<br>-                     | 3<br>2%            | 3<br>3%                    | -<br>-                     | -<br>-                           | 3<br>4%                        | 8<br>1%        |
| Low pay/Minimum<br>wage/Fair wages                                     | <b>9</b><br>1%e    | 1<br>1%            | 6<br>1%e                     | 1<br>*       | 1<br>1%                | 1<br>*               | 1<br>*             | -<br>-       | 9<br>2%              | -<br>-       | 7<br>1%      | 2<br>2%    | -<br>-               | 2<br>1%            | -<br>-                     | 3<br>2%            | -<br>-                     | 3<br>4%                    | -<br>-                           | 1<br>1%                        | 10<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>8</b><br>1%     | 3<br>1%            | 6<br>1%                      | -<br>-       | -<br>-                 | 5<br>1%              | 1<br>*             | 3<br>1%      | 5<br>1%              | *<br>*       | 8<br>1%      | -<br>-     | -<br>-               | 4<br>1%            | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 11<br>1%       |
| Pensions/Social<br>security/Benefits                                   | <b>8</b><br>1%     | 1<br>*             | 3<br>1%                      | 2<br>1%      | -<br>-                 | 2<br>*               | -<br>-             | 3<br>1%      | 6<br>1%              | -<br>-       | 8<br>1%      | -<br>-     | 1<br>1%              | -<br>-             | -<br>-                     | 1<br>1%            | 1<br>1%                    | 1<br>1%                    | -<br>-                           | -<br>-                         | 11<br>1%       |
| Public services in<br>general                                          | <b>7</b><br>1%     | 1<br>1%            | 5<br>1%                      | 1<br>1%      | 1<br>*                 | 2<br>*               | 3<br>1%            | 1<br>*       | 6<br>1%              | -<br>-       | 7<br>1%      | 1<br>*     | *<br>*               | 2<br>1%            | 1<br>1%                    | 1<br>1%            | *<br>*                     | 1<br>1%                    | -<br>-                           | 1<br>1%                        | 10<br>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  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

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**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z)    | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-----------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |                 | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>     | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>      | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>     | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle        | <b>7</b><br>1%h | 1                  | 3                            | 1            | 2                      | 6                    | 2                  | 6            | 1                    | -            | 6            | 1          | -                    | 1                  | 1                          | -                  | -                          | -                          | -                                | 2                              | 8              |
|                                                           |                 | 1%                 | 1%                           | *            | 2%                     | 1%                   | 1%                 | 2%zh         | *                    | -            | 1%           | 1%         | -                    | *                  | 1%                         | -                  | -                          | -                          | -                                | 3%                             | 1%             |
| Nationalisation/<br>Government control<br>of institutions | <b>6</b><br>1%  | 2                  | 5                            | -            | -                      | 5                    | -                  | *            | 6                    | *            | 6            | -          | 1                    | -                  | *                          | 2                  | 2                          | -                          | -                                | -                              | 6              |
|                                                           |                 | 1%                 | 1%                           | -            | -                      | 1%                   | -                  | *            | 1%                   | *            | 1%           | -          | 1%                   | -                  | *                          | 1%                 | 1%                         | -                          | -                                | -                              | 1%             |
| Local government/<br>Council tax                          | <b>5</b><br>1%  | 2                  | 4                            | 1            | -                      | 5                    | 2                  | 1            | 2                    | 2            | 5            | -          | 1                    | 2                  | 1                          | -                  | -                          | -                          | -                                | -                              | 4              |
|                                                           |                 | 1%                 | 1%                           | 1%           | -                      | 1%                   | 1%                 | *            | *                    | 2%           | 1%           | -          | 1%                   | 1%                 | 1%                         | -                  | -                          | -                          | -                                | -                              | *              |
| Taxation                                                  | <b>4</b><br>*   | 1                  | 4                            | -            | 1                      | 4                    | -                  | 1            | 3                    | 1            | 4            | -          | -                    | 3                  | 1                          | -                  | -                          | -                          | -                                | 1                              | 5              |
|                                                           |                 | 1%                 | 1%                           | -            | 1%                     | 1%                   | -                  | *            | *                    | 1%           | 1%           | -          | -                    | 1%                 | 1%                         | -                  | -                          | -                          | -                                | 1%                             | *              |
| Privatisation                                             | <b>3</b><br>*   | 1                  | 1                            | 1            | 1                      | 1                    | 1                  | 3            | 1                    | -            | 3            | 1          | -                    | 1                  | -                          | -                  | -                          | -                          | -                                | 1                              | 5              |
|                                                           |                 | 1%                 | *                            | 1%           | 1%                     | *                    | 1%                 | 1%           | *                    | -            | *            | *          | -                    | *                  | -                          | -                  | -                          | -                          | -                                | 1%                             | *              |
| Drug abuse                                                | <b>3</b><br>*j  | -                  | 2                            | 1            | -                      | 1                    | -                  | 2            | 1                    | -            | 2            | 1          | 1                    | -                  | -                          | 1                  | 1                          | 1                          | -                                | -                              | 4              |
|                                                           |                 | -                  | *                            | *            | -                      | *                    | -                  | 1%           | *                    | -            | *            | 1%         | 1%                   | -                  | -                          | 1%                 | 1%                         | 1%                         | -                                | -                              | *              |
| Foot and mouth<br>outbreak/Farming<br>crisis              | <b>3</b><br>*   | -                  | -                            | -            | 3                      | -                    | -                  | -            | 3                    | -            | 3            | -          | -                    | 3                  | -                          | 3                  | 3                          | -                          | 3                                | -                              | 1              |
|                                                           |                 | -                  | -                            | -            | 2%zbe                  | -                    | -                  | -            | *                    | -            | *            | -          | -                    | 1%                 | -                          | 1%z                | 2%z                        | -                          | 6%                               | -                              | *              |
| Population levels/<br>Overpopulation                      | <b>2</b><br>*   | -                  | 1                            | 1            | -                      | 1                    | *                  | -            | 1                    | 1            | 2            | -          | -                    | 2                  | -                          | 1                  | 1                          | -                          | -                                | -                              | 3              |
|                                                           |                 | -                  | *                            | *            | -                      | *                    | *                  | -            | *                    | 1%           | *            | -          | -                    | 1%                 | -                          | *                  | 1%                         | -                          | -                                | -                              | *              |
| Northern Ireland                                          | <b>2</b><br>*   | -                  | 1                            | 1            | -                      | -                    | -                  | -            | 2                    | -            | 2            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | 2              |
|                                                           |                 | -                  | *                            | 1%           | -                      | -                    | -                  | -            | *                    | -            | *            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | *              |
| Petrol prices/Fuel                                        | <b>2</b><br>*   | -                  | 2                            | -            | 2                      | -                    | -                  | -            | 2                    | -            | 2            | -          | -                    | 2                  | -                          | -                  | -                          | -                          | -                                | 2                              | 1              |
|                                                           |                 | -                  | *                            | -            | 1%e                    | -                    | -                  | -            | *                    | -            | *            | -          | -                    | 1%                 | -                          | -                  | -                          | -                          | -                                | 2%z                            | *              |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORi (JN Q218)

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Table 22

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                                                           | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-----------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                           |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                           | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Median                                                    | 1            | 1                  | 1                            | 1            | 1                      | 1                    | 1                  | 1            | 1                    | 1            | 1            | 1          | 1                    | 1                  | 1                          | 1                  | 1                          | 1                          | 1                                | 1                              | 1              |
| Ageing population/<br>Social care for<br>the elderly      | 1<br>*       | *<br>*             | *<br>*                       | *<br>*       | -<br>-                 | -<br>-               | *<br>*             | 1<br>*       | -<br>-               | -<br>-       | *<br>*       | 1<br>*     | -<br>-               | -<br>-             | -<br>-                     | 1<br>*             | *<br>*                     | 1<br>1%                    | -<br>-                           | -<br>-                         | 3<br>*         |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | 1<br>*       | -<br>-             | -<br>-                       | 1<br>*       | 1<br>1%                | 1<br>*               | -<br>-             | -<br>-       | 1<br>*               | *<br>*       | 1<br>*       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | 1<br>*             | 1<br>1%                    | 1<br>1%                    | -<br>-                           | 1<br>1%                        | 2<br>*         |
| Pound/Exchange<br>rate/Value of<br>pound                  | 1<br>*       | -<br>-             | 1<br>*                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | 1<br>*       | -<br>-               | -<br>-       | 1<br>*       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 1<br>*         |
| Animal welfare                                            | *<br>*       | -<br>-             | *<br>*                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | *<br>*       | -<br>-               | -<br>-       | -<br>-       | *<br>*     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | 1<br>*         |
| AIDS                                                      | -<br>-       | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | -<br>-       | -<br>-               | -<br>-       | -<br>-       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | -<br>-         |
| Countryside/Rural<br>life                                 | -<br>-       | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | -<br>-       | -<br>-               | -<br>-       | -<br>-       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | -<br>-         |
| Trade unions/<br>Strikes                                  | -<br>-       | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | -<br>-       | -<br>-               | -<br>-       | -<br>-       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | -<br>-         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | -<br>-       | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | -<br>-       | -<br>-               | -<br>-       | -<br>-       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | -<br>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | -<br>-       | -<br>-             | -<br>-                       | -<br>-       | -<br>-                 | -<br>-               | -<br>-             | -<br>-       | -<br>-               | -<br>-       | -<br>-       | -<br>-     | -<br>-               | -<br>-             | -<br>-                     | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | -<br>-                         | -<br>-         |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 22

**Q.PL05GE****What would you say is the most important issue that will influence how you vote at this election?****BASE: ALL ADULTS AGED 18+**

|                            | TOTAL<br>(z)    | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------|-----------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                            |                 | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>     | <b>1010</b>     | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>       | <b>981</b>      | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                            | <b>100%</b>     | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Other                      | <b>19</b>       | 7                  | 9                            | 3            | 1                      | 5                    | 1                  | 2            | 13                   | 4            | 19           | -          | -                    | 4                  | 2                          | -                  | -                          | -                          | *                                | 1                              | 21             |
|                            | 2%e             | 4%ef               | 2%                           | 2%           | 1%                     | 1%                   | 1%                 | 1%           | 2%                   | 4%g          | 2%           | -          | -                    | 2%                 | 3%q                        | -                  | -                          | -                          | 1%                               | 1%                             | 2%             |
| MEAN NUMBER OF<br>MENTIONS | <b>1.00</b>     | 1.00               | 1.00                         | 1.00         | 1.00                   | 1.00                 | 1.00               | 1.00         | 1.00                 | 1.00         | 1.00         | 1.00       | 1.00                 | 1.00               | 1.00                       | 1.00               | 1.00                       | 1.00                       | 1.00                             | 1.00                           | 1.00           |
| Don't know                 | <b>121</b>      | 7                  | 44                           | 11           | 9                      | 53                   | 11                 | 38           | 74                   | 9            | 113          | 8          | 9                    | 30                 | 5                          | 7                  | 3                          | 4                          | 8                                | 1                              | 104            |
|                            | 12%abce<br>fqrw | 4%                 | 8%                           | 6%           | 7%                     | 10%af                | 5%                 | 13%          | 13%                  | 9%           | 13%z         | 6%         | 9%                   | 12%                | 6%                         | 4%                 | 3%                         | 5%                         | 20%                              | 1%                             | 10%            |
| Personal finances<br>(NET) | <b>49</b>       | 11                 | 23                           | 12           | 9                      | 15                   | 8                  | 13           | 35                   | 1            | 39           | 9          | 4                    | 14                 | 2                          | 8                  | 4                          | 3                          | 1                                | 8                              | 49             |
|                            | 5%e             | 6%e                | 4%                           | 7%e          | 8%e                    | 3%                   | 4%                 | 4%           | 6%                   | 1%           | 5%           | 8%         | 4%                   | 5%                 | 3%                         | 4%                 | 4%                         | 5%                         | 3%                               | 10%                            | 5%             |
| Race relations             | -               | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |
|                            | -               | -                  | -                            | -            | -                      | -                    | -                  | -            | -                    | -            | -            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | -                              | -              |

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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 23

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)        | SEX          |                    | AGE                 |              |                    |                  |              |                    |                  |              |                    |              |            | SOCIAL GRADE        |             |           |            |                    |             | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|---------------------|--------------|--------------------|---------------------|--------------|--------------------|------------------|--------------|--------------------|------------------|--------------|--------------------|--------------|------------|---------------------|-------------|-----------|------------|--------------------|-------------|----------------|
|                                                                                 |                     | MALE<br>(a)  | FE-<br>MALE<br>(b) | 18-24<br>(c)        | 25-34<br>(d) | 35-44<br>(e)       | 45-54<br>(f)     | 55-64<br>(g) | 65+<br>(h)         | 18-34<br>(i)     | 35-54<br>(j) | 55+<br>(k)         | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)           | C1<br>(m)   | C2<br>(n) | DE<br>(o)  | ABC1<br>(p)        | C2DE<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010                | 503          | 507                | 150                 | 151          | 146                | 131              | 162          | 270                | 301              | 277          | 432                | 447          | 563        | 263                 | 400         | 173       | 174        | 663                | 347         | 1010           |
| WEIGHTED BASE                                                                   | 981                 | 483          | 498                | 121                 | 166          | 152                | 169*             | 147*         | 226                | 287              | 322          | 372                | 439          | 541        | 264                 | 282         | 202       | 232        | 546                | 434         | 1010           |
|                                                                                 | 100%                | 49%          | 51%                | 12%                 | 17%          | 16%                | 17%*             | 15%*         | 23%                | 29%              | 33%          | 38%                | 45%          | 55%        | 27%                 | 29%         | 21%       | 24%        | 56%                | 44%         | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 468<br>48%bd<br>ioq | 261<br>54%zb | 207<br>41%         | 51<br>42%i          | 50<br>30%    | 80<br>53%di        | 83<br>49%di      | 78<br>54%di  | 126<br>56%zc<br>di | 101<br>35%       | 163<br>51%di | 204<br>55%zc<br>di | 181<br>41%   | 287<br>53% | 149<br>56%zn<br>oq  | 138<br>49%  | 89<br>44% | 91<br>39%  | 288<br>53%zo<br>q  | 180<br>42%  | 490<br>49%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 342<br>35%          | 168<br>35%   | 174<br>35%         | 41<br>34%           | 58<br>35%    | 60<br>39%          | 53<br>32%        | 48<br>33%    | 83<br>37%          | 98<br>34%        | 113<br>35%   | 130<br>35%         | 158<br>36%   | 184<br>34% | 98<br>37%           | 104<br>37%  | 64<br>32% | 76<br>33%  | 201<br>37%         | 141<br>32%  | 358<br>35%     |
| Economy/Economic<br>situation                                                   | 144<br>15%d         | 74<br>15%    | 69<br>14%          | 24<br>20%di         | 12<br>8%     | 26<br>17%d         | 27<br>16%        | 23<br>16%    | 32<br>14%          | 37<br>13%d       | 53<br>16%d   | 54<br>15%          | 62<br>14%    | 81<br>15%  | 43<br>16%           | 44<br>15%   | 33<br>16% | 24<br>11%  | 87<br>16%          | 57<br>13%   | 150<br>15%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 129<br>13%m         | 75<br>16%    | 54<br>11%          | 13<br>11%           | 16<br>10%    | 27<br>18%          | 20<br>12%        | 26<br>18%    | 26<br>12%          | 30<br>10%        | 47<br>15%    | 53<br>14%          | 57<br>13%    | 72<br>13%  | 50<br>19%zm<br>opq  | 28<br>10%   | 27<br>13% | 24<br>11%  | 78<br>14%m         | 51<br>12%   | 134<br>13%     |
| Education/Schools                                                               | 123<br>13%gk<br>noq | 55<br>11%    | 68<br>14%          | 26<br>22%zd<br>ghik | 17<br>10%    | 30<br>20%zd<br>ghk | 20<br>12%        | 9<br>6%      | 21<br>9%           | 43<br>15%dg<br>k | 50<br>15%gk  | 31<br>8%           | 73<br>17%    | 50<br>9%   | 57<br>22%zm<br>nopq | 38<br>13%nq | 12<br>6%  | 16<br>7%   | 95<br>17%zmn<br>oq | 28<br>7%    | 143<br>14%     |
| Housing                                                                         | 93<br>9%            | 41<br>9%     | 52<br>10%          | 15<br>12%           | 20<br>12%    | 16<br>11%          | 10<br>6%         | 13<br>9%     | 18<br>8%           | 36<br>12%        | 26<br>8%     | 31<br>8%           | 52<br>12%    | 41<br>8%   | 29<br>11%           | 20<br>7%    | 19<br>10% | 24<br>10%  | 50<br>9%           | 43<br>10%   | 95<br>9%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 93<br>9%            | 48<br>10%    | 44<br>9%           | 14<br>12%i          | 8<br>5%      | 11<br>8%           | 18<br>10%        | 17<br>11%    | 25<br>11%          | 22<br>8%         | 29<br>9%     | 41<br>11%          | 34<br>8%     | 59<br>11%  | 25<br>10%           | 27<br>10%   | 24<br>12% | 16<br>7%   | 53<br>10%          | 40<br>9%    | 100<br>10%     |
| Poverty/Inequality                                                              | 90<br>9%hk<br>m     | 51<br>11%    | 39<br>8%           | 14<br>11%h          | 22<br>13%ehk | 7<br>5%            | 24<br>14%eh<br>k | 14<br>10%    | 10<br>4%           | 36<br>13%eh<br>k | 31<br>10%e   | 24<br>6%           | 43<br>10%    | 47<br>9%   | 32<br>12%mp         | 15<br>5%    | 13<br>7%  | 29<br>13%m | 47<br>9%m          | 43<br>10%   | 90<br>9%       |
| Pollution/<br>Environment                                                       | 90<br>9%hno<br>q    | 39<br>8%     | 51<br>10%          | 12<br>10%h          | 20<br>12%h   | 17<br>11%h         | 16<br>10%        | 15<br>10%    | 10<br>4%           | 32<br>11%h       | 33<br>10%h   | 25<br>7%h          | 49<br>11%    | 41<br>8%   | 46<br>18%zm<br>nopq | 28<br>10%nq | 6<br>3%   | 10<br>4%   | 74<br>14%zmn<br>oq | 16<br>4%    | 102<br>10%     |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
Overlap formulae used. \* small baseRespondent type : GB Adults 18+  
Fieldwork dates : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 23

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                       | TOTAL<br>(z)            | SEX         |                    | AGE                |                    |              |              |              |            |                    |              |            |              |            | SOCIAL GRADE |             |           |              |             |             | UNWTD<br>TOTAL |
|-------------------------------------------------------|-------------------------|-------------|--------------------|--------------------|--------------------|--------------|--------------|--------------|------------|--------------------|--------------|------------|--------------|------------|--------------|-------------|-----------|--------------|-------------|-------------|----------------|
|                                                       |                         | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)       | 25-34<br>(d)       | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)       | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)   | C2<br>(n) | DE<br>(o)    | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                | <b>1010</b>             | 503         | 507                | 150                | 151                | 146          | 131          | 162          | 270        | 301                | 277          | 432        | 447          | 563        | 263          | 400         | 173       | 174          | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                  | <b>981</b>              | 483         | 498                | 121                | 166                | 152          | 169*         | 147*         | 226        | 287                | 322          | 372        | 439          | 541        | 264          | 282         | 202       | 232          | 546         | 434         | 1010           |
|                                                       | <b>100%</b>             | 49%         | 51%                | 12%                | 17%                | 16%          | 17%*         | 15%*         | 23%        | 29%                | 33%          | 38%        | 45%          | 55%        | 27%          | 29%         | 21%       | 24%          | 56%         | 44%         | 103%           |
| Immigration/<br>immigrants                            | <b>72</b><br>7%p        | 37<br>8%    | 36<br>7%           | 10<br>8%           | 10<br>6%           | 6<br>4%      | 13<br>8%     | 12<br>8%     | 21<br>9%   | 21<br>7%           | 19<br>6%     | 33<br>9%   | 26<br>6%     | 46<br>8%   | 13<br>5%     | 20<br>7%    | 13<br>6%  | 26<br>11%    | 33<br>6%    | 39<br>9%    | 69<br>7%       |
| Low pay/Minimum<br>wage/Fair wages                    | <b>68</b><br>7%hkl<br>p | 30<br>6%    | 38<br>8%           | 16<br>14%ze<br>hjk | 16<br>10%hk        | 8<br>5%      | 13<br>8%h    | 12<br>8%hk   | 3<br>1%    | 33<br>11%zhk       | 21<br>6%h    | 15<br>4%h  | 41<br>9%     | 27<br>5%   | 11<br>4%     | 20<br>7%    | 14<br>7%  | 24<br>10%l   | 30<br>6%    | 38<br>9%    | 65<br>6%       |
| I will not/cannot<br>vote at the<br>election          | <b>63</b><br>6%fp       | 26<br>5%    | 38<br>8%           | 10<br>8%f          | 21<br>13%zfh<br>jk | 10<br>7%j    | 3<br>2%      | 7<br>5%      | 11<br>5%   | 31<br>11%zfh<br>jk | 13<br>4%     | 19<br>5%   | 42<br>9%     | 21<br>4%   | 6<br>2%      | 16<br>6%p   | 16<br>8%l | 26<br>11%zlp | 22<br>4%    | 41<br>9%zlp | 64<br>6%       |
| Public services in<br>general                         | <b>61</b><br>6%a        | 17<br>4%    | 44<br>9%za         | 11<br>9%           | 7<br>4%            | 8<br>6%      | 14<br>9%     | 11<br>8%     | 8<br>4%    | 18<br>6%           | 23<br>7%     | 20<br>5%   | 27<br>6%     | 34<br>6%   | 22<br>9%     | 19<br>7%    | 6<br>3%   | 13<br>6%     | 41<br>8%z   | 20<br>5%    | 62<br>6%       |
| Taxation                                              | <b>56</b><br>6%bhk      | 39<br>8%zb  | 17<br>3%           | 13<br>10%zhi<br>k  | 6<br>4%            | 13<br>9%hk   | 14<br>8%hk   | 6<br>4%      | 4<br>2%    | 19<br>7%hk         | 28<br>9%hk   | 10<br>3%   | 32<br>7%     | 24<br>4%   | 22<br>8%     | 16<br>6%    | 7<br>4%   | 11<br>5%     | 38<br>7%    | 19<br>4%    | 57<br>6%       |
| Pensions/Social<br>security/Benefits                  | <b>52</b><br>5%         | 25<br>5%    | 26<br>5%           | 6<br>5%            | 6<br>4%            | 5<br>3%      | 15<br>9%     | 9<br>6%      | 10<br>4%   | 12<br>4%           | 21<br>6%e    | 18<br>5%   | 18<br>4%     | 34<br>6%   | 11<br>4%     | 14<br>5%    | 10<br>5%  | 16<br>7%     | 25<br>5%    | 26<br>6%    | 52<br>5%       |
| Unemployment/<br>Factory closure/<br>Lack of industry | <b>49</b><br>5%bhp      | 32<br>7%    | 17<br>3%           | 12<br>10%zeh<br>k  | 8<br>5%            | 4<br>3%      | 14<br>8%hk   | 6<br>4%      | 4<br>2%    | 20<br>7%hk         | 18<br>6%e    | 10<br>3%   | 24<br>5%     | 25<br>5%   | 7<br>3%      | 13<br>5%    | 12<br>6%  | 17<br>7%     | 20<br>4%    | 29<br>7%    | 48<br>5%       |
| Inflation/Prices                                      | <b>47</b><br>5%hk       | 18<br>4%    | 29<br>6%           | 11<br>9%zgh<br>k   | 10<br>6%hk         | 5<br>3%      | 14<br>8%hk   | 4<br>3%      | 3<br>1%    | 21<br>7%zhk        | 19<br>6%hk   | 7<br>2%    | 26<br>6%     | 21<br>4%   | 7<br>2%      | 18<br>6%lnp | 3<br>2%   | 19<br>8%lnq  | 24<br>4%    | 23<br>5%ln  | 39<br>4%       |
| Local government/<br>Council tax                      | <b>45</b><br>5%hmp      | 21<br>4%    | 24<br>5%           | 6<br>5%            | 6<br>4%            | 7<br>4%      | 9<br>5%      | 13<br>9%zhk  | 3<br>1%    | 13<br>4%           | 15<br>5%     | 16<br>4%h  | 19<br>4%     | 25<br>5%   | 10<br>4%     | 8<br>3%     | 11<br>5%  | 17<br>7%     | 17<br>3%    | 27<br>6%    | 32<br>3%       |
| Transport/Public<br>transport                         | <b>37</b><br>4%         | 19<br>4%    | 18<br>4%           | 7<br>6%            | 8<br>5%            | 2<br>1%      | 9<br>5%      | 7<br>5%      | 5<br>2%    | 15<br>5%           | 11<br>3%     | 11<br>3%   | 17<br>4%     | 20<br>4%   | 6<br>2%      | 11<br>4%    | 11<br>5%  | 10<br>4%     | 17<br>3%    | 21<br>5%    | 31<br>3%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 23

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)           | SEX         |                    | AGE                    |              |              |              |              |            |                   |              |            |              |            | SOCIAL GRADE |           |           |           |             |             | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------------|-------------|--------------------|------------------------|--------------|--------------|--------------|--------------|------------|-------------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                                                                        |                        | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)           | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i)      | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>            | 503         | 507                | 150                    | 151          | 146          | 131          | 162          | 270        | 301               | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>             | 483         | 498                | 121                    | 166          | 152          | 169*         | 147*         | 226        | 287               | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                                                                        | <b>100%</b>            | 49%         | 51%                | 12%                    | 17%          | 16%          | 17%*         | 15%*         | 23%        | 29%               | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 103%           |
| Ageing population/<br>Social care for<br>the elderly                   | <b>33</b><br><b>3%</b> | 12<br>2%    | 21<br>4%           | 5<br>4%                | 3<br>2%      | 6<br>4%      | 3<br>2%      | 7<br>5%      | 10<br>4%   | 8<br>3%           | 8<br>3%      | 17<br>4%   | 14<br>3%     | 19<br>4%   | 9<br>3%      | 11<br>4%  | 6<br>3%   | 7<br>3%   | 20<br>4%    | 13<br>3%    | 41<br>4%       |
| Nationalisation/<br>Government control<br>of institutions              | <b>31</b><br><b>3%</b> | 10<br>2%    | 21<br>4%           | 8<br>7%z               | 4<br>2%      | 4<br>3%      | 3<br>2%      | 6<br>4%      | 6<br>3%    | 11<br>4%          | 7<br>2%      | 12<br>3%   | 16<br>4%     | 15<br>3%   | 9<br>3%      | 6<br>2%   | 5<br>3%   | 10<br>4%  | 15<br>3%    | 16<br>4%    | 32<br>3%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism              | <b>28</b><br><b>3%</b> | 14<br>3%    | 14<br>3%           | 5<br>4%                | 5<br>3%      | 2<br>1%      | 6<br>3%      | 5<br>4%      | 5<br>2%    | 10<br>3%          | 8<br>2%      | 11<br>3%   | 12<br>3%     | 16<br>3%   | 11<br>4%     | 5<br>2%   | 6<br>3%   | 6<br>3%   | 16<br>3%    | 12<br>3%    | 27<br>3%       |
| Privatisation                                                          | <b>28</b><br>3%k       | 11<br>2%    | 17<br>3%           | 15<br>12%zde<br>fghijk | 2<br>1%      | 2<br>1%      | 4<br>3%      | 3<br>2%      | 2<br>1%    | 17<br>6%zdh<br>jk | 6<br>2%      | 5<br>1%    | 19<br>4%     | 9<br>2%    | 8<br>3%      | 10<br>3%  | 1<br>1%   | 8<br>4%   | 18<br>3%    | 10<br>2%    | 27<br>3%       |
| Drug abuse                                                             | <b>27</b><br><b>3%</b> | 14<br>3%    | 13<br>3%           | 6<br>5%j               | 3<br>2%      | 2<br>1%      | 1<br>1%      | 7<br>5%j     | 7<br>3%    | 10<br>3%          | 3<br>1%      | 14<br>4%   | 12<br>3%     | 16<br>3%   | 7<br>2%      | 9<br>3%   | 6<br>3%   | 6<br>2%   | 15<br>3%    | 12<br>3%    | 27<br>3%       |
| Petrol prices/Fuel                                                     | <b>21</b><br>2%k       | 14<br>3%    | 7<br>1%            | 4<br>3%hk              | 3<br>2%      | 6<br>4%hk    | 7<br>4%hk    | 1<br>*       | -<br>*     | 7<br>2%k          | 14<br>4%zhk  | 1<br>*     | 13<br>3%     | 8<br>2%    | 3<br>1%      | 8<br>3%   | -<br>-    | 11<br>5%n | 11<br>2%    | 11<br>2%    | 13<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>21</b><br><b>2%</b> | 9<br>2%     | 11<br>2%           | 3<br>2%                | 1<br>1%      | 3<br>2%      | 5<br>3%      | 4<br>3%      | 6<br>3%    | 3<br>1%           | 8<br>2%      | 10<br>3%   | 7<br>1%      | 14<br>3%   | 7<br>3%      | 7<br>3%   | 4<br>2%   | 2<br>1%   | 14<br>3%    | 7<br>2%     | 29<br>3%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>20</b><br>2%j       | 11<br>2%    | 9<br>2%            | 2<br>2%                | 5<br>3%j     | 1<br>1%      | -<br>-       | 5<br>3%j     | 7<br>3%j   | 7<br>3%           | 1<br>*       | 11<br>3%j  | 8<br>2%      | 11<br>2%   | 9<br>3%      | 7<br>2%   | 1<br>*    | 3<br>1%   | 16<br>3%z   | 4<br>1%     | 23<br>2%       |
| Population levels/<br>Overpopulation                                   | <b>18</b><br><b>2%</b> | 6<br>1%     | 11<br>2%           | 4<br>4%k               | 4<br>2%      | 3<br>2%      | 3<br>2%      | 2<br>1%      | 1<br>1%    | 8<br>3%           | 6<br>2%      | 3<br>1%    | 12<br>3%     | 6<br>1%    | 6<br>2%      | 7<br>2%   | 2<br>1%   | 3<br>1%   | 13<br>2%    | 5<br>1%     | 19<br>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  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

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**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                           | TOTAL<br>(z) | SEX         |                    | AGE          |              |              |              |              |            |              |              |            |              |            | SOCIAL GRADE |            |            |            |             |             | UNWTD<br>TOTAL |
|-------------------------------------------|--------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|------------|------------|------------|-------------|-------------|----------------|
|                                           |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f) | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m)  | C2<br>(n)  | DE<br>(o)  | ABC1<br>(p) | C2DE<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                    | <b>1010</b>  | 503         | 507                | 150          | 151          | 146          | 131          | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400        | 173        | 174        | 663         | 347         | 1010           |
| <b>WEIGHTED BASE</b>                      | <b>981</b>   | 483         | 498                | 121          | 166          | 152          | 169*         | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282        | 202        | 232        | 546         | 434         | 1010           |
|                                           | <b>100%</b>  | <b>49%</b>  | <b>51%</b>         | <b>12%</b>   | <b>17%</b>   | <b>16%</b>   | <b>17%*</b>  | <b>15%*</b>  | <b>23%</b> | <b>29%</b>   | <b>33%</b>   | <b>38%</b> | <b>45%</b>   | <b>55%</b> | <b>27%</b>   | <b>29%</b> | <b>21%</b> | <b>24%</b> | <b>56%</b>  | <b>44%</b>  | <b>103%</b>    |
| Race relations                            | <b>15</b>    | 8           | 7                  | 5            | 3            | -            | 1            | 2            | 4          | 8            | 1            | 6          | 8            | 7          | 5            | 3          | 1          | 6          | 8           | 7           | 16             |
|                                           | <b>1%</b>    | <b>2%</b>   | <b>1%</b>          | <b>4%zej</b> | <b>2%</b>    | -            | <b>1%</b>    | <b>1%</b>    | <b>2%</b>  | <b>3%j</b>   | <b>*</b>     | <b>2%</b>  | <b>2%</b>    | <b>1%</b>  | <b>2%</b>    | <b>1%</b>  | <b>*</b>   | <b>2%</b>  | <b>1%</b>   | <b>2%</b>   | <b>2%</b>      |
| Pound/Exchange rate/Value of pound        | <b>15</b>    | 5           | 9                  | 8            | 4            | 2            | -            | -            | 1          | 12           | 2            | 1          | 14           | 1          | 2            | 7          | -          | 5          | 10          | 5           | 14             |
|                                           | <b>1%k</b>   | <b>1%</b>   | <b>2%</b>          | <b>6%zef</b> | <b>2%</b>    | <b>1%</b>    | -            | -            | <b>*</b>   | <b>4%zfg</b> | <b>1%</b>    | <b>*</b>   | <b>3%</b>    | <b>*</b>   | <b>1%</b>    | <b>3%</b>  | -          | <b>2%</b>  | <b>2%</b>   | <b>1%</b>   | <b>1%</b>      |
|                                           |              |             |                    | ghjk         |              |              |              |              |            | hjk          |              |            |              |            |              |            |            |            |             |             |                |
| Countryside/Rural life                    | <b>9</b>     | 4           | 5                  | 1            | 2            | -            | -            | 5            | 1          | 3            | -            | 6          | 3            | 6          | *            | 3          | 5          | 1          | 4           | 5           | 9              |
|                                           | <b>1%</b>    | <b>1%</b>   | <b>1%</b>          | <b>1%</b>    | <b>1%</b>    | -            | -            | <b>3%zj</b>  | <b>1%</b>  | <b>1%</b>    | -            | <b>2%</b>  | <b>1%</b>    | <b>1%</b>  | <b>*</b>     | <b>1%</b>  | <b>2%</b>  | <b>*</b>   | <b>1%</b>   | <b>1%</b>   | <b>1%</b>      |
| Animal welfare                            | <b>6</b>     | 2           | 4                  | 2            | *            | -            | 3            | -            | 1          | 2            | 3            | 1          | 2            | 4          | 3            | 2          | 1          | -          | 5           | 1           | 8              |
|                                           | <b>1%</b>    | <b>*</b>    | <b>1%</b>          | <b>1%</b>    | <b>*</b>     | -            | <b>2%</b>    | -            | <b>*</b>   | <b>1%</b>    | <b>1%</b>    | <b>*</b>   | <b>*</b>     | <b>1%</b>  | <b>1%</b>    | <b>1%</b>  | <b>*</b>   | -          | <b>1%</b>   | <b>*</b>    | <b>1%</b>      |
| Trade unions/ Strikes                     | <b>6</b>     | 1           | 4                  | 4            | 1            | -            | -            | -            | 1          | 5            | -            | 1          | 5            | 1          | 1            | 1          | -          | 3          | 2           | 3           | 5              |
|                                           | <b>1%</b>    | <b>*</b>    | <b>1%</b>          | <b>3%zej</b> | <b>*</b>     | -            | -            | -            | <b>*</b>   | <b>2%z</b>   | -            | <b>*</b>   | <b>1%</b>    | <b>*</b>   | <b>*</b>     | <b>1%</b>  | -          | <b>1%</b>  | <b>*</b>    | <b>1%</b>   | <b>*</b>       |
|                                           |              |             |                    | k            |              |              |              |              |            |              |              |            |              |            |              |            |            |            |             |             |                |
| Northern Ireland                          | <b>5</b>     | 1           | 3                  | 1            | 2            | 1            | *            | -            | -          | 4            | 1            | -          | 4            | *          | 1            | 3          | 1          | *          | 4           | 1           | 7              |
|                                           | <b>*</b>     | <b>*</b>    | <b>1%</b>          | <b>1%</b>    | <b>1%</b>    | <b>*</b>     | <b>*</b>     | -            | -          | <b>1%</b>    | <b>*</b>     | -          | <b>1%</b>    | <b>*</b>   | <b>*</b>     | <b>1%</b>  | <b>*</b>   | <b>*</b>   | <b>1%</b>   | <b>*</b>    | <b>1%</b>      |
| Nuclear weapons/ Nuclear war/ Disarmament | <b>4</b>     | -           | 4                  | 4            | -            | -            | -            | -            | -          | 4            | -            | -          | 4            | -          | -            | 1          | -          | 3          | 1           | 3           | 3              |
|                                           | <b>*</b>     | -           | <b>1%</b>          | <b>4%zde</b> | -            | -            | -            | -            | -          | <b>2%zk</b>  | -            | -          | <b>1%</b>    | -          | -            | <b>*</b>   | -          | <b>1%</b>  | <b>*</b>    | <b>1%</b>   | <b>*</b>       |
|                                           |              |             |                    | fghij        |              |              |              |              |            |              |              |            |              |            |              |            |            |            |             |             |                |
|                                           |              |             |                    | k            |              |              |              |              |            |              |              |            |              |            |              |            |            |            |             |             |                |
| Foot and mouth outbreak/Farming crisis    | <b>3</b>     | -           | 3                  | 1            | -            | -            | 3            | -            | -          | 1            | 3            | -          | 1            | 3          | -            | 1          | -          | 3          | 1           | 3           | 2              |
|                                           | <b>*</b>     | -           | <b>1%</b>          | <b>1%</b>    | -            | -            | <b>2%</b>    | -            | -          | <b>*</b>     | <b>1%</b>    | -          | <b>*</b>     | <b>*</b>   | -            | <b>*</b>   | -          | <b>1%</b>  | <b>*</b>    | <b>1%</b>   | <b>*</b>       |
| AIDS                                      | <b>2</b>     | 1           | 1                  | 1            | 1            | -            | -            | -            | -          | 2            | -            | -          | 2            | -          | 1            | 1          | -          | -          | 2           | -           | 2              |
|                                           | <b>*</b>     | <b>*</b>    | <b>*</b>           | <b>1%</b>    | <b>1%</b>    | -            | -            | -            | -          | <b>1%</b>    | -            | -          | <b>*</b>     | -          | <b>*</b>     | <b>*</b>   | -          | -          | <b>*</b>    | -           | <b>*</b>       |
| Median                                    | <b>1</b>     | 2           | 1                  | 2            | 1            | 2            | 2            | 2            | 1          | 1            | 2            | 1          | 2            | 1          | 2            | 1          | 1          | 1          | 2           | 1           | 2              |
| Other                                     | <b>37</b>    | 21          | 16                 | 5            | 3            | 8            | 4            | 4            | 13         | 8            | 12           | 17         | 15           | 21         | 10           | 11         | 11         | 5          | 21          | 15          | 44             |
|                                           | <b>4%</b>    | <b>4%</b>   | <b>3%</b>          | <b>4%</b>    | <b>2%</b>    | <b>5%</b>    | <b>2%</b>    | <b>3%</b>    | <b>6%</b>  | <b>3%</b>    | <b>4%</b>    | <b>5%</b>  | <b>4%</b>    | <b>4%</b>  | <b>4%</b>    | <b>4%</b>  | <b>5%</b>  | <b>2%</b>  | <b>4%</b>   | <b>4%</b>   | <b>4%</b>      |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 23

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                       | TOTAL<br>(z) | SEX         |                    | AGE            |              |              |               |              |            |              |              |            |              |            | SOCIAL GRADE |           |           |           |             |             | UNWTD<br>TOTAL |
|---------------------------------------|--------------|-------------|--------------------|----------------|--------------|--------------|---------------|--------------|------------|--------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
|                                       |              | MALE<br>(a) | FE-<br>MALE<br>(b) | 18-24<br>(c)   | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f)  | 55-64<br>(g) | 65+<br>(h) | 18-34<br>(i) | 35-54<br>(j) | 55+<br>(k) | 18-44<br>(u) | 45+<br>(v) | AB<br>(l)    | C1<br>(m) | C2<br>(n) | DE<br>(o) | ABC1<br>(p) | C2DE<br>(q) |                |
| UNWEIGHTED BASE                       | 1010         | 503         | 507                | 150            | 151          | 146          | 131           | 162          | 270        | 301          | 277          | 432        | 447          | 563        | 263          | 400       | 173       | 174       | 663         | 347         | 1010           |
| WEIGHTED BASE                         | 981          | 483         | 498                | 121            | 166          | 152          | 169*          | 147*         | 226        | 287          | 322          | 372        | 439          | 541        | 264          | 282       | 202       | 232       | 546         | 434         | 1010           |
|                                       | 100%         | 49%         | 51%                | 12%            | 17%          | 16%          | 17%*          | 15%*         | 23%        | 29%          | 33%          | 38%        | 45%          | 55%        | 27%          | 29%       | 21%       | 24%       | 56%         | 44%         | 103%           |
| MEAN NUMBER OF MENTIONS               | 2.60h        | 2.61        | 2.59               | 3.49z<br>dhijk | 2.34         | 2.57         | 2.71          | 2.63         | 2.24       | 2.82d        | 2.65h        | 2.39       | 2.74         | 2.49       | 2.85n        | 2.59      | 2.28      | 2.61      | 2.72        | 2.46        | 2.59           |
| STANDARD ERROR                        | 0.08         | 0.09        | 0.14               | 0.43           | 0.15         | 0.16         | 0.20          | 0.19         | 0.09       | 0.22         | 0.13         | 0.09       | 0.15         | 0.09       | 0.12         | 0.13      | 0.14      | 0.28      | 0.09        | 0.16        | 0.07           |
| ERROR VARIANCE                        | 0.01         | 0.01        | 0.02               | 0.19           | 0.02         | 0.03         | 0.04          | 0.04         | 0.01       | 0.05         | 0.02         | 0.01       | 0.02         | 0.01       | 0.02         | 0.02      | 0.02      | 0.08      | 0.01        | 0.03        | 0.01           |
| Don't know                            | 103          | 36          | 67                 | 24             | 20           | 8            | 28            | 5            | 17         | 44           | 36           | 22         | 52           | 51         | 20           | 28        | 21        | 33        | 48          | 54          | 86             |
|                                       | 10%aeg<br>kp | 7%          | 13%za              | 20%ze<br>ghjk  | 12%g         | 5%           | 17%zeg<br>hjk | 3%           | 8%         | 15%ze<br>ghk | 11%egk       | 6%         | 12%          | 9%         | 8%           | 10%       | 11%       | 14%       | 9%          | 12%         | 9%             |
| Personal finances (NET)               | 165          | 82          | 84                 | 27             | 44           | 23           | 37            | 21           | 14         | 71           | 59           | 35         | 94           | 72         | 44           | 47        | 23        | 51        | 91          | 74          | 163            |
|                                       | 17%hk        | 17%         | 17%                | 22%hk<br>ghk   | 27%ze        | 15%h         | 22%hk         | 15%hk        | 6%         | 25%ze<br>ghk | 18%hk        | 9%h        | 21%          | 13%        | 17%          | 17%       | 12%       | 22%n      | 17%         | 17%n        | 16%            |
| Bird flu/Pandemic flu/Swine flu/Ebola | 1            | -           | 1                  | 1              | -            | -            | -             | -            | -          | 1            | -            | -          | 1            | -          | -            | 1         | -         | -         | 1           | -           | 1              |
|                                       | *            | -           | *                  | 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. \* small base

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Table 24

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                            |                                     |                                     | TENURE             |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|-------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|----------------------------|-------------------------------------|-------------------------------------|--------------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                                 |                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                  | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l)       | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                                 | 1010              | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                        | 268                                 | 116                                 | 341                | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                                   | 981               | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                       | 274                                 | 141*                                | 333                | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                                 | 100%              | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                       | 28%                                 | 14%*                                | 34%                | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | 468<br>48%cn<br>q | 419<br>50%zc<br>d        | 23<br>47%    | 25<br>29%           | 135<br>42%cd                          | 109<br>47%cd                          | 142<br>47%cd                          | 118<br>47%cd        | 192<br>53%zc<br>d           | 73<br>55%cd                | 145<br>53%cd                        | 72<br>51%cd                         | 192<br>58%zn<br>oq | 150<br>50%nq         | 32<br>27%                           | 88<br>43%nq                      | 342<br>54%zn<br>oq             | 120<br>37%nd               | 490<br>49%     |
| National health<br>service/Hospitals/<br>Healthcare                             | 342<br>35%        | 300<br>36%               | 18<br>35%    | 25<br>28%           | 119<br>37%                            | 94<br>41%                             | 95<br>32%                             | 77<br>31%           | 128<br>35%                  | 47<br>36%                  | 99<br>36%                           | 52<br>37%                           | 115<br>35%         | 112<br>37%           | 33<br>27%                           | 77<br>38%                        | 227<br>36%                     | 110<br>34%                 | 358<br>35%     |
| Economy/Economic<br>situation                                                   | 144<br>15%nq      | 136<br>16%z              | 3<br>6%      | 5<br>6%             | 48<br>15%cd                           | 43<br>18%cd                           | 42<br>14%                             | 39<br>16%           | 54<br>15%                   | 29<br>22%zb<br>ch          | 45<br>16%                           | 16<br>11%                           | 52<br>16%nq        | 58<br>19%nq          | 7<br>5%                             | 24<br>12%                        | 109<br>17%zn<br>q              | 31<br>10%nd                | 150<br>15%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | 129<br>13%nq      | 114<br>13%               | 8<br>16%     | 8<br>9%             | 38<br>12%                             | 30<br>13%                             | 46<br>15%                             | 38<br>15%           | 45<br>12%                   | 16<br>12%                  | 33<br>12%                           | 17<br>12%                           | 58<br>17%zn<br>oq  | 40<br>13%            | 8<br>6%                             | 18<br>9%                         | 97<br>15%noq                   | 26<br>8%                   | 134<br>13%     |
| Education/Schools                                                               | 123<br>13%cn      | 113<br>13%cd             | 7<br>13%     | 3<br>4%             | 45<br>14%cd                           | 42<br>18%zc<br>dk                     | 36<br>12%                             | 30<br>12%           | 42<br>12%                   | 24<br>18%ch<br>jk          | 35<br>13%k                          | 11<br>8%                            | 35<br>11%          | 50<br>17%nd          | 7<br>6%                             | 28<br>14%nd                      | 85<br>13%nd                    | 35<br>11%nd                | 143<br>14%     |
| Housing                                                                         | 93<br>9%g         | 78<br>9%g                | 6<br>12%     | 8<br>9%             | 29<br>9%                              | 21<br>9%                              | 21<br>7%                              | 14<br>6%            | 43<br>12%g                  | 28<br>21%za<br>defgh<br>jk | 38<br>14%zaf<br>gk                  | 10<br>7%                            | 27<br>8%           | 22<br>7%             | 14<br>12%                           | 28<br>14%zmp                     | 49<br>8%                       | 42<br>13%zp                | 95<br>9%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | 93<br>9%          | 85<br>10%                | 1<br>1%      | 7<br>8%             | 27<br>8%                              | 20<br>8%                              | 31<br>10%                             | 31<br>12%f          | 34<br>9%k                   | 20<br>15%zb<br>hjk         | 27<br>10%k                          | 7<br>5%                             | 44<br>13%zn        | 22<br>7%             | 7<br>6%                             | 20<br>10%                        | 66<br>10%                      | 27<br>8%                   | 100<br>10%     |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

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Table 24

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                       | TOTAL<br>(z)       | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                   |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-------------------------------------------------------|--------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                       |                    | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)         | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                | <b>1010</b>        | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152               | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                  | <b>981</b>         | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*              | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                       | <b>100%</b>        | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*              | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Poverty/Inequality                                    | <b>90</b><br>9%fgk | 78<br>9%fgk              | *<br>1%      | 12<br>14%bfgk       | 50<br>15%zabfghjk                     | 38<br>16%zabfghjk                     | 11<br>4%                              | 11<br>4%            | 29<br>8%k                   | 20<br>15%zabfghjk | 24<br>9%fk                          | 3<br>2%                             | 26<br>8%     | 26<br>9%             | 16<br>13%                           | 18<br>9%                         | 51<br>8%                       | 35<br>11%                  | 90<br>9%       |
| Pollution/<br>Environment                             | <b>90</b><br>9%ng  | 83<br>10%                | 2<br>5%      | 5<br>5%             | 39<br>12%                             | 34<br>15%zafg                         | 20<br>7%                              | 17<br>7%            | 31<br>9%                    | 14<br>11%         | 24<br>9%                            | 10<br>7%                            | 36<br>11%ng  | 34<br>11%ng          | 1<br>1%                             | 15<br>8%ng                       | 70<br>11%ng                    | 17<br>5%ng                 | 102<br>10%     |
| Immigration/<br>immigrants                            | <b>72</b><br>7%    | 63<br>8%                 | -<br>-       | 9<br>10%            | 24<br>7%                              | 15<br>6%                              | 16<br>5%                              | 16<br>6%            | 33<br>9%                    | 16<br>12%bfg      | 23<br>8%                            | 7<br>5%                             | 33<br>10%    | 15<br>5%             | 14<br>11%nm                         | 10<br>5%                         | 48<br>8%                       | 24<br>7%o                  | 69<br>7%       |
| Low pay/Minimum<br>wage/Fair wages                    | <b>68</b><br>7%fkl | 62<br>7%fk               | 2<br>4%      | 4<br>5%             | 35<br>11%zafghk                       | 31<br>13%zafghjk                      | 13<br>4%                              | 11<br>4%            | 21<br>6%k                   | 15<br>11%fghjk    | 16<br>6%k                           | 1<br>1%                             | 14<br>4%     | 29<br>10%l           | 8<br>7%                             | 14<br>7%                         | 43<br>7%l                      | 22<br>7%                   | 65<br>6%       |
| I will not/cannot<br>vote at the<br>election          | <b>63</b><br>6%l   | 49<br>6%                 | 2<br>4%      | 12<br>14%zafghij    | 31<br>10%zahij                        | 18<br>8%                              | 15<br>5%                              | 13<br>5%            | 17<br>5%                    | 4<br>3%           | 10<br>4%                            | 7<br>5%                             | 12<br>4%     | 20<br>7%             | 13<br>11%zlp                        | 18<br>9%l                        | 32<br>5%                       | 31<br>10%zlp               | 64<br>6%       |
| Public services in<br>general                         | <b>61</b><br>6%q   | 56<br>7%                 | 1<br>1%      | 4<br>4%             | 21<br>7%                              | 17<br>7%                              | 14<br>5%                              | 13<br>5%            | 26<br>7%                    | 10<br>7%          | 21<br>8%                            | 11<br>8%                            | 20<br>6%     | 25<br>8%             | 4<br>4%                             | 8<br>4%                          | 45<br>7%                       | 13<br>4%                   | 62<br>6%       |
| Taxation                                              | <b>56</b><br>6%ng  | 49<br>6%                 | 1<br>2%      | 6<br>7%             | 20<br>6%                              | 14<br>6%                              | 13<br>4%                              | 12<br>5%            | 23<br>6%                    | 8<br>6%           | 16<br>6%                            | 8<br>6%                             | 13<br>4%     | 33<br>11%zlnopq      | 2<br>2%                             | 7<br>4%                          | 46<br>7%zlnq                   | 9<br>3%                    | 57<br>6%       |
| Pensions/Social<br>security/Benefits                  | <b>52</b><br>5%f   | 43<br>5%f                | 1<br>2%      | 7<br>8%             | 29<br>9%zafghj                        | 22<br>10%zafghjk                      | 8<br>3%                               | 7<br>3%             | 14<br>4%                    | 7<br>5%           | 11<br>4%                            | 4<br>3%                             | 14<br>4%     | 20<br>7%             | 7<br>5%                             | 8<br>4%                          | 34<br>5%                       | 15<br>5%                   | 52<br>5%       |
| Unemployment/<br>Factory closure/<br>Lack of industry | <b>49</b><br>5%    | 41<br>5%                 | 3<br>7%      | 4<br>5%             | 26<br>8%zagh                          | 22<br>9%zafghj                        | 11<br>4%                              | 8<br>3%             | 12<br>3%                    | 6<br>4%           | 10<br>4%                            | 4<br>3%                             | 13<br>4%     | 17<br>6%             | 7<br>6%                             | 9<br>4%                          | 30<br>5%                       | 16<br>5%                   | 48<br>5%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 24

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                           | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-----------------------------------------------------------|-------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|---------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                           |                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                 | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| <b>UNWEIGHTED BASE</b>                                    | <b>1010</b>       | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| <b>WEIGHTED BASE</b>                                      | <b>981</b>        | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                           | <b>100%</b>       | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Inflation/Prices                                          | <b>47</b><br>5%fl | 46<br>6%zfg              | -<br>-       | 1<br>1%             | 16<br>5%                              | 15<br>7%fg                            | 6<br>2%                               | 6<br>2%             | 25<br>7%fg                  | 15<br>11%zab<br>cfg       | 20<br>7%fg                          | 5<br>4%                             | 9<br>3%      | 27<br>9%zln<br>pq    | 2<br>2%                             | 10<br>5%                         | 36<br>6%l                      | 12<br>4%                   | 39<br>4%       |
| Local government/<br>Council tax                          | <b>45</b><br>5%oq | 39<br>5%                 | 5<br>9%      | 1<br>1%             | 20<br>6%c                             | 20<br>8%zad<br>ghk                    | 12<br>4%g                             | 7<br>3%             | 13<br>3%                    | 9<br>7%h                  | 12<br>4%                            | 3<br>2%                             | 21<br>6%oq   | 17<br>6%oq           | 3<br>3%                             | 1<br>*                           | 37<br>6%oq                     | 4<br>1%                    | 32<br>3%       |
| Transport/Public<br>transport                             | <b>37</b><br>4%fg | 28<br>3%                 | *<br>1%      | 9<br>10%zad<br>efgk | 13<br>4%e                             | 4<br>2%                               | 5<br>2%                               | 5<br>2%             | 19<br>5%afk                 | 12<br>9%zae<br>fghjk      | 15<br>5%fk                          | 2<br>2%                             | 10<br>3%     | 10<br>3%             | 5<br>4%                             | 11<br>5%                         | 20<br>3%                       | 15<br>5%                   | 31<br>3%       |
| Ageing population/<br>Social care for<br>the elderly      | <b>33</b><br>3%   | 27<br>3%                 | 2<br>4%      | 4<br>4%             | 7<br>2%                               | 3<br>1%                               | 8<br>3%                               | 6<br>2%             | 18<br>5%e                   | 11<br>8%zad<br>efg        | 18<br>6%zad<br>e                    | 7<br>5%                             | 17<br>5%     | 5<br>2%              | 5<br>5%                             | 4<br>2%                          | 23<br>4%                       | 10<br>3%                   | 41<br>4%       |
| Nationalisation/<br>Government control<br>of institutions | <b>31</b><br>3%   | 30<br>4%                 | -<br>-       | 1<br>1%             | 9<br>3%                               | 8<br>3%                               | 6<br>2%                               | 6<br>3%             | 16<br>4%                    | 9<br>7%                   | 11<br>4%                            | 2<br>1%                             | 12<br>4%     | 10<br>3%             | 4<br>4%                             | 2<br>1%                          | 22<br>4%                       | 6<br>2%                    | 32<br>3%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>28</b><br>3%oq | 28<br>3%                 | *<br>1%      | -<br>-              | 12<br>4%                              | 12<br>5%k                             | 7<br>2%                               | 6<br>2%             | 10<br>3%k                   | 7<br>5%k                  | 7<br>3%k                            | *<br>*                              | 15<br>4%q    | 8<br>3%              | 1<br>1%                             | 2<br>1%                          | 23<br>4%q                      | 3<br>1%                    | 27<br>3%       |
| Privatisation                                             | <b>28</b><br>3%   | 27<br>3%                 | -<br>-       | *<br>1%             | 5<br>2%                               | 5<br>2%                               | 5<br>2%                               | 5<br>2%             | 17<br>5%zk                  | 11<br>8%zac<br>defgj<br>k | 12<br>4%k                           | 1<br>1%                             | 12<br>4%     | 7<br>2%              | 1<br>*                              | 7<br>3%                          | 19<br>3%                       | 7<br>2%                    | 27<br>3%       |
| Drug abuse                                                | <b>27</b><br>3%o  | 21<br>2%                 | 1<br>2%      | 6<br>6%             | 11<br>3%                              | 6<br>2%                               | 6<br>2%                               | 6<br>2%             | 10<br>3%                    | 5<br>4%                   | 7<br>3%                             | 3<br>2%                             | 15<br>4%o    | 6<br>2%              | 5<br>4%oq                           | 1<br>1%                          | 21<br>3%                       | 6<br>2%o                   | 27<br>3%       |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

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Table 24

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                                        | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                              |                                       |                                       |                                       |                     |                             |                           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|--------------|--------------------------|--------------|------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|---------------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                                        |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c)          | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)                 | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                                        | 1010         | 863                      | 53           | 94                           | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                                          | 981          | 844                      | 50*          | 87*                          | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                                        | 100%         | 86%                      | 5%*          | 9%*                          | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Petrol prices/Fuel                                                     | 21<br>2%q    | 21<br>3%                 | -<br>-       | -<br>-                       | 7<br>2%                               | 7<br>3%                               | 6<br>2%                               | 6<br>2%             | 8<br>2%                     | 3<br>2%                   | 5<br>2%                             | 2<br>2%                             | 6<br>2%      | 14<br>5%znq          | -<br>-                              | 2<br>1%                          | 19<br>3%q                      | 2<br>1%                    | 13<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | 21<br>2%ah   | 5<br>1%                  | *<br>1%      | 15<br>17%zab<br>defghi<br>jk | 15<br>5%zae<br>fghij<br>k             | -<br>-                                | 3<br>1%                               | 3<br>1%             | 3<br>1%                     | -<br>-                    | -<br>-                              | -<br>-                              | 10<br>3%     | 6<br>2%              | 2<br>2%                             | 2<br>1%                          | 17<br>3%                       | 4<br>1%                    | 29<br>3%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | 20<br>2%     | 20<br>2%                 | -<br>-       | -<br>-                       | 7<br>2%                               | 7<br>3%                               | 8<br>3%                               | 8<br>3%             | 5<br>1%                     | 3<br>2%                   | 4<br>2%                             | 1<br>1%                             | 9<br>3%      | 6<br>2%              | 1<br>1%                             | 4<br>2%                          | 15<br>2%                       | 5<br>1%                    | 23<br>2%       |
| Population levels/<br>Overpopulation                                   | 18<br>2%     | 18<br>2%                 | -<br>-       | -<br>-                       | 2<br>1%                               | 2<br>1%                               | 5<br>2%                               | 5<br>2%             | 10<br>3%                    | 3<br>2%                   | 6<br>2%                             | 3<br>2%                             | 6<br>2%      | 9<br>3%              | 1<br>1%                             | 2<br>1%                          | 15<br>2%                       | 2<br>1%                    | 19<br>2%       |
| Race relations                                                         | 15<br>1%     | 14<br>2%                 | -<br>-       | 1<br>1%                      | 3<br>1%                               | 2<br>1%                               | 2<br>1%                               | 2<br>1%             | 10<br>3%                    | 10<br>7%zad<br>efghj<br>k | 10<br>4%zaf                         | -<br>-                              | 5<br>1%      | 6<br>2%              | -<br>-                              | 4<br>2%                          | 11<br>2%                       | 4<br>1%                    | 16<br>2%       |
| Pound/Exchange<br>rate/Value of<br>pound                               | 15<br>1%fg   | 15<br>2%fg               | -<br>-       | -<br>-                       | 1<br>*                                | 1<br>1%                               | 1<br>*                                | 1<br>*              | 12<br>3%zad<br>fg           | 7<br>5%zad<br>efg         | 9<br>3%zdf<br>g                     | 2<br>2%                             | 6<br>2%      | 5<br>2%              | -<br>-                              | 4<br>2%                          | 11<br>2%                       | 4<br>1%                    | 14<br>1%       |
| Countryside/Rural<br>life                                              | 9<br>1%      | 9<br>1%                  | -<br>-       | -<br>-                       | 3<br>1%                               | 3<br>1%                               | 3<br>1%                               | 3<br>1%             | 3<br>1%                     | -<br>-                    | 2<br>1%                             | 2<br>2%                             | 4<br>1%      | 1<br>*               | 1<br>*                              | 1<br>*                           | 5<br>1%                        | 1<br>*                     | 9<br>1%        |
| Animal welfare                                                         | 6<br>1%      | 4<br>*                   | -<br>-       | 1<br>2%                      | 1<br>*                                | -<br>-                                | 1<br>*                                | 1<br>*              | 3<br>1%                     | 1<br>1%                   | 1<br>*                              | -<br>-                              | 2<br>1%      | 1<br>*               | 1<br>*                              | 2<br>1%                          | 3<br>1%                        | 2<br>1%                    | 8<br>1%        |
| Trade unions/<br>Strikes                                               | 6<br>1%      | 5<br>1%                  | -<br>-       | *<br>*                       | *<br>*                                | -<br>-                                | 1<br>*                                | 1<br>*              | 4<br>1%                     | 4<br>3%zad<br>ef          | 4<br>1%                             | -<br>-                              | 4<br>1%      | 1<br>*               | -<br>-                              | 1<br>*                           | 5<br>1%                        | 1<br>*                     | 5<br>*         |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
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 Number of sample points : 188  
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Table 24

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                 | TOTAL<br>(z)      | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |                       |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-------------------------------------------------|-------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------------------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                                                 |                   | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i)             | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE                                 | 1010              | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152                   | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE                                   | 981               | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*                  | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                                                 | 100%              | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*                  | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Northern Ireland                                | 5                 | 4                        | -            | 1                   | 1                                     | 1                                     | 3                                     | 3                   | *                           | *                     | *                                   | -                                   | -            | 3                    | *                                   | 2                                | 3                              | 2                          | 7              |
|                                                 | *                 | *                        | -            | 1%                  | *                                     | *                                     | 1%                                    | 1%                  | *                           | *                     | *                                   | -                                   | -            | 1%                   | *                                   | 1%                               | *                              | 1%                         | 1%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | 4                 | 4                        | -            | -                   | -                                     | -                                     | 1                                     | 1                   | 4                           | 4                     | 4                                   | -                                   | 3            | -                    | 1                                   | 1                                | 3                              | 1                          | 3              |
|                                                 | *                 | 1%                       | -            | -                   | -                                     | -                                     | *                                     | *                   | 1%                          | 3%<br>zad<br>ef       | 1%                                  | -                                   | 1%           | -                    | *                                   | *                                | *                              | *                          | *              |
| Foot and mouth<br>outbreak/Farming<br>crisis    | 3                 | 3                        | -            | -                   | -                                     | -                                     | 1                                     | 1                   | 3                           | 3                     | 3                                   | -                                   | 3            | -                    | -                                   | 1                                | 3                              | 1                          | 2              |
|                                                 | *                 | *                        | -            | -                   | -                                     | -                                     | *                                     | *                   | 1%                          | 2%<br>zad             | 1%                                  | -                                   | 1%           | -                    | -                                   | *                                | *                              | *                          | *              |
| AIDS                                            | 2                 | 2                        | -            | -                   | -                                     | -                                     | 1                                     | 1                   | 1                           | 1                     | 1                                   | -                                   | -            | -                    | -                                   | 2                                | -                              | 2                          | 2              |
|                                                 | *                 | *                        | -            | -                   | -                                     | -                                     | *                                     | *                   | *                           | 1%                    | *                                   | -                                   | -            | -                    | -                                   | 1%<br>p                          | -                              | 1%                         | *              |
| Median                                          | 1                 | 2                        | 1            | 1                   | 2                                     | 2                                     | 1                                     | 1                   | 1                           | 2                     | 2                                   | 1                                   | 2            | 2                    | 1                                   | 1                                | 2                              | 1                          | 2              |
| Other                                           | 37                | 28                       | 5            | 3                   | 12                                    | 9                                     | 14                                    | 9                   | 11                          | 3                     | 7                                   | 4                                   | 16           | 6                    | 6                                   | 7                                | 22                             | 14                         | 44             |
|                                                 | 4%                | 3%                       | 10%<br>ahj   | 4%                  | 4%                                    | 4%                                    | 5%                                    | 4%                  | 3%                          | 2%                    | 3%                                  | 3%                                  | 5%           | 2%                   | 5%                                  | 4%                               | 3%                             | 4%                         | 4%             |
| MEAN NUMBER OF<br>MENTIONS                      | 2.60f<br>gnq      | 2.67f<br>g               | 1.98         | 2.26                | 2.78b<br>cfhk                         | 2.98z<br>bcdg<br>k                    | 2.23                                  | 2.28                | 2.75f<br>k                  | 3.51z<br>afghj<br>k   | 2.82f<br>k                          | 2.18                                | 2.71n        | 2.85n<br>q           | 2.01                                | 2.38                             | 2.78z<br>nq                    | 2.24                       | 2.59           |
| STANDARD ERROR                                  | 0.08              | 0.09                     | 0.15         | 0.16                | 0.12                                  | 0.16                                  | 0.12                                  | 0.14                | 0.17                        | 0.37                  | 0.21                                | 0.15                                | 0.17         | 0.15                 | 0.10                                | 0.17                             | 0.11                           | 0.11                       | 0.07           |
| ERROR VARIANCE                                  | 0.01              | 0.01                     | 0.02         | 0.03                | 0.02                                  | 0.03                                  | 0.01                                  | 0.02                | 0.03                        | 0.14                  | 0.04                                | 0.02                                | 0.03         | 0.02                 | 0.01                                | 0.03                             | 0.01                           | 0.01                       | 0.01           |
| Don't know                                      | 103               | 88                       | 6            | 9                   | 28                                    | 19                                    | 28                                    | 21                  | 47                          | 8                     | 39                                  | 31                                  | 16           | 34                   | 23                                  | 17                               | 50                             | 41                         | 86             |
|                                                 | 10%<br>lp         | 10%                      | 13%          | 10%                 | 9%                                    | 8%                                    | 9%                                    | 9%                  | 13%<br>i                    | 6%                    | 14%<br>i                            | 22%<br>zad<br>efghij                | 5%           | 11%<br>lp            | 19%<br>zlo<br>pq                    | 9%                               | 8%<br>l                        | 13%<br>lop                 | 9%             |
| Personal finances<br>(NET)                      | 165               | 149                      | 2            | 14                  | 75                                    | 61                                    | 29                                    | 27                  | 61                          | 39                    | 47                                  | 8                                   | 37           | 66                   | 21                                  | 38                               | 103                            | 59                         | 163            |
|                                                 | 17%<br>bfg<br>gkl | 18%<br>bfg<br>k          | 4%           | 16%                 | 23%<br>za<br>bfgk                     | 26%<br>za<br>bfg<br>k                 | 10%                                   | 11%                 | 17%<br>fk                   | 29%<br>za<br>bfg<br>k | 17%<br>fk                           | 6%                                  | 11%          | 22%<br>zl<br>p       | 17%                                 | 19%<br>l                         | 16%<br>l                       | 18%<br>l                   | 16%            |

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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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 24

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                   | TOTAL<br>(z) | GOVERNMENT OFFICE REGION |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     | TENURE       |                      |                                     |                                  |                                |                            | UNWTD<br>TOTAL |
|-------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-------------------------------------|-------------------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|----------------|
|                   |              | ENG<br>LAND<br>(a)       | WALES<br>(b) | SCOT<br>LAND<br>(c) | NORTH<br>INCL.<br>SCOT<br>LAND<br>(d) | NORTH<br>EXCL.<br>SCOT<br>LAND<br>(e) | MID<br>LANDS<br>INCL.<br>WALES<br>(f) | MID<br>LANDS<br>(g) | SOUTH<br>INCL.<br>GL<br>(h) | GL<br>(i) | SOUTH<br>EAST<br>INCL.<br>GL<br>(j) | SOUTH<br>EAST<br>EXCL.<br>GL<br>(k) | OWNED<br>(l) | MORT<br>GAGED<br>(m) | REN<br>TED<br>COUNC<br>IL/HA<br>(n) | REN<br>TED<br>PRI<br>VATE<br>(o) | OWNED<br>/MORT<br>GAGED<br>(p) | REN<br>TED<br>(NET)<br>(q) |                |
| UNWEIGHTED BASE   | 1010         | 863                      | 53           | 94                  | 329                                   | 235                                   | 330                                   | 277                 | 351                         | 152       | 268                                 | 116                                 | 341          | 243                  | 161                                 | 243                              | 584                            | 404                        | 1010           |
| WEIGHTED BASE     | 981          | 844                      | 50*          | 87*                 | 320                                   | 233                                   | 298                                   | 249                 | 363                         | 133*      | 274                                 | 141*                                | 333          | 299                  | 120                                 | 202                              | 632                            | 322                        | 1010           |
|                   | 100%         | 86%                      | 5%*          | 9%*                 | 33%                                   | 24%                                   | 30%                                   | 25%                 | 37%                         | 14%*      | 28%                                 | 14%*                                | 34%          | 31%                  | 12%                                 | 21%                              | 64%                            | 33%                        | 103%           |
| Bird flu/Pandemic | 1            | 1                        | -            | -                   | -                                     | -                                     | 1                                     | 1                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | 1                                | -                              | 1                          | 1              |
| flu/Swine flu/    | *            | *                        | -            | -                   | -                                     | -                                     | *                                     | *                   | -                           | -         | -                                   | -                                   | -            | -                    | -                                   | *                                | -                              | *                          | *              |
| Ebola             |              |                          |              |                     |                                       |                                       |                                       |                     |                             |           |                                     |                                     |              |                      |                                     |                                  |                                |                            |                |

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



**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 25

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)       | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                                 |                    | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>        | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>         | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                                 | <b>100%</b>        | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>468</b><br>48%l | 207<br>49%          | 60<br>46%           | 201<br>47%                | 134<br>72%zg                | 104<br>47%        | 51<br>69%zg                        | 147<br>34%  | 41<br>33%             | 65<br>48%                  | 210<br>57%zl         | 119<br>44%     | 490<br>49%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>342</b><br>35%  | 155<br>37%          | 47<br>36%           | 140<br>33%                | 56<br>30%                   | 113<br>52%zf<br>h | 24<br>33%                          | 121<br>28%  | 39<br>32%             | 66<br>48%zl                | 134<br>37%           | 94<br>35%      | 358<br>35%     |
| Economy/Economic<br>situation                                                   | <b>144</b><br>15%  | 69<br>16%           | 22<br>17%           | 53<br>12%                 | 27<br>14%                   | 47<br>21%z        | 13<br>17%                          | 53<br>12%   | 10<br>8%              | 20<br>14%                  | 67<br>18%zl          | 44<br>16%      | 150<br>15%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>129</b><br>13%  | 63<br>15%           | 12<br>9%            | 54<br>13%                 | 30<br>16%                   | 28<br>13%         | 13<br>18%                          | 47<br>11%   | 9<br>8%               | 18<br>13%                  | 70<br>19%zl          | 32<br>12%      | 134<br>13%     |
| Education/Schools                                                               | <b>123</b><br>13%  | 51<br>12%           | 25<br>19%           | 47<br>11%                 | 15<br>8%                    | 43<br>20%zf       | 14<br>18%h                         | 46<br>11%   | 8<br>7%               | 15<br>11%                  | 59<br>16%zl          | 50<br>19%      | 143<br>14%     |
| Housing                                                                         | <b>93</b><br>9%a   | 27<br>6%            | 22<br>17%za         | 43<br>10%                 | 16<br>9%                    | 24<br>11%         | 8<br>10%                           | 40<br>9%    | 6<br>5%               | 12<br>9%                   | 31<br>8%             | 36<br>14%      | 95<br>9%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>93</b><br>9%    | 39<br>9%            | 13<br>10%           | 41<br>10%                 | 24<br>13%                   | 18<br>8%          | 4<br>5%                            | 38<br>9%    | 10<br>8%              | 27<br>20%zln               | 32<br>9%             | 17<br>6%       | 100<br>10%     |
| Poverty/Inequality                                                              | <b>90</b><br>9%f   | 33<br>8%            | 23<br>18%zac        | 34<br>8%                  | 3<br>1%                     | 48<br>22%zf<br>h  | 7<br>10%f                          | 23<br>5%    | 19<br>16%z            | 17<br>13%                  | 31<br>8%             | 27<br>10%      | 90<br>9%       |
| Pollution/<br>Environment                                                       | <b>90</b><br>9%f   | 39<br>9%            | 21<br>16%zc         | 30<br>7%                  | 4<br>2%                     | 31<br>14%zf       | 15<br>21%zf                        | 31<br>7%    | 8<br>6%               | 6<br>5%                    | 51<br>14%zm          | 16<br>6%       | 102<br>10%     |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 25

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                       | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                       |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                  | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                       | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Immigration/<br>immigrants                            | <b>72</b>    | 20                  | 16                  | 37                        | 25                          | 14                | 3                                  | 19          | 2                     | 18                         | 22                   | 14             | 69             |
|                                                       | 7%al         | 5%                  | 12%a                | 9%                        | 14%zgh                      | 6%                | 4%                                 | 5%          | 2%                    | 13%zln                     | 6%                   | 5%             | 7%             |
| Low pay/Minimum<br>wage/Fair wages                    | <b>68</b>    | 29                  | 21                  | 18                        | 3                           | 26                | 4                                  | 31          | 10                    | 14                         | 23                   | 27             | 65             |
|                                                       | 7%cf         | 7%                  | 16%zac              | 4%                        | 2%                          | 12%zf             | 5%                                 | 7%          | 8%                    | 10%                        | 6%                   | 10%            | 6%             |
| I will not/cannot<br>vote at the<br>election          | <b>63</b>    | 31                  | 4                   | 28                        | -                           | 1                 | 1                                  | 61          | 12                    | 5                          | 12                   | 24             | 64             |
|                                                       | 6%fgh<br>n   | 7%                  | 3%                  | 7%                        | -                           | *                 | 1%                                 | 14%         | 10%n                  | 4%                         | 3%                   | 9%             | 6%             |
| Public services in<br>general                         | <b>61</b>    | 25                  | 14                  | 22                        | 6                           | 24                | 3                                  | 25          | 5                     | 6                          | 28                   | 17             | 62             |
|                                                       | 6%           | 6%                  | 11%                 | 5%                        | 3%                          | 11%zf             | 4%                                 | 6%          | 4%                    | 4%                         | 8%                   | 6%             | 6%             |
| Taxation                                              | <b>56</b>    | 34                  | 9                   | 12                        | 12                          | 18                | 3                                  | 19          | 2                     | 9                          | 34                   | 25             | 57             |
|                                                       | 6%c          | 8%c                 | 7%                  | 3%                        | 6%                          | 8%                | 4%                                 | 4%          | 2%                    | 6%                         | 9%zl                 | 9%             | 6%             |
| Pensions/Social<br>security/Benefits                  | <b>52</b>    | 20                  | 12                  | 19                        | 8                           | 20                | 3                                  | 16          | 2                     | 15                         | 16                   | 17             | 52             |
|                                                       | 5%           | 5%                  | 9%                  | 5%                        | 4%                          | 9%z               | 4%                                 | 4%          | 2%                    | 11%zln                     | 4%                   | 6%             | 5%             |
| Unemployment/<br>Factory closure/<br>Lack of industry | <b>49</b>    | 23                  | 7                   | 19                        | 4                           | 27                | *                                  | 13          | 7                     | 13                         | 12                   | 22             | 48             |
|                                                       | 5%           | 5%                  | 5%                  | 4%                        | 2%                          | 12%zfh            | 1%                                 | 3%          | 5%                    | 9%n                        | 3%                   | 8%             | 5%             |
| Inflation/Prices                                      | <b>47</b>    | 27                  | 5                   | 15                        | 1                           | 24                | 2                                  | 20          | 1                     | 16                         | 13                   | 21             | 39             |
|                                                       | 5%f          | 6%                  | 4%                  | 4%                        | 1%                          | 11%zfh            | 2%                                 | 5%          | 1%                    | 11%zln                     | 4%                   | 8%             | 4%             |
| Local government/<br>Council tax                      | <b>45</b>    | 22                  | 14                  | 9                         | 4                           | 21                | 3                                  | 16          | 5                     | 9                          | 20                   | 15             | 32             |
|                                                       | 5%c          | 5%                  | 10%zc               | 2%                        | 2%                          | 9%zf              | 3%                                 | 4%          | 4%                    | 7%                         | 5%                   | 6%             | 3%             |
| Transport/Public<br>transport                         | <b>37</b>    | 19                  | 5                   | 14                        | 4                           | 11                | 1                                  | 18          | 8                     | 1                          | 15                   | 14             | 31             |
|                                                       | 4%           | 4%                  | 4%                  | 3%                        | 2%                          | 5%                | 2%                                 | 4%          | 7%m                   | 1%                         | 4%                   | 5%             | 3%             |
| Ageing population/<br>Social care for<br>the elderly  | <b>33</b>    | 8                   | 9                   | 16                        | 5                           | 12                | 3                                  | 10          | 4                     | 7                          | 9                    | 4              | 41             |
|                                                       | 3%           | 2%                  | 7%a                 | 4%                        | 3%                          | 5%                | 4%                                 | 2%          | 3%                    | 5%                         | 2%                   | 2%             | 4%             |

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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Table 25

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)           | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                                        |                        | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>            | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>             | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                                        | <b>100%</b>            | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Nationalisation/<br>Government control<br>of institutions              | <b>31</b><br><b>3%</b> | 8<br>2%             | 11<br>9%zac         | 12<br>3%                  | 5<br>2%                     | 13<br>6%z         | 4<br>5%                            | 8<br>2%     | 5<br>4%               | 2<br>2%                    | 8<br>2%              | 7<br>2%        | 32<br>3%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism              | <b>28</b><br><b>3%</b> | 12<br>3%            | 8<br>6%c            | 9<br>2%                   | 8<br>4%                     | 12<br>6%z         | 1<br>1%                            | 6<br>2%     | *<br>*                | 4<br>3%                    | 14<br>4%             | 4<br>2%        | 27<br>3%       |
| Privatisation                                                          | <b>28</b><br>3%a       | 6<br>1%             | 11<br>8%zac         | 11<br>3%                  | 1<br>1%                     | 15<br>7%zf        | 1<br>2%                            | 10<br>2%    | 4<br>3%               | 1<br>1%                    | 9<br>2%              | 5<br>2%        | 27<br>3%       |
| Drug abuse                                                             | <b>27</b><br><b>3%</b> | 8<br>2%             | 7<br>5%             | 12<br>3%                  | 1<br>1%                     | 7<br>3%           | -<br>-                             | 15<br>4%    | 1<br>1%               | 4<br>3%                    | 9<br>3%              | 3<br>1%        | 27<br>3%       |
| Petrol prices/Fuel                                                     | <b>21</b><br>2%c       | 16<br>4%zc          | 4<br>3%c            | 1<br>*                    | 2<br>1%                     | 12<br>5%zf        | -<br>-                             | 8<br>2%     | -<br>-                | 8<br>6%zl                  | 8<br>2%              | 11<br>4%       | 13<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>21</b><br><b>2%</b> | 9<br>2%             | 3<br>3%             | 9<br>2%                   | 1<br>*                      | 2<br>1%           | 1<br>2%                            | 5<br>1%     | 3<br>2%               | 3<br>2%                    | 13<br>3%             | 5<br>2%        | 29<br>3%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>20</b><br><b>2%</b> | 8<br>2%             | 2<br>1%             | 10<br>2%                  | 5<br>2%                     | 4<br>2%           | 2<br>3%                            | 8<br>2%     | 1<br>1%               | 3<br>2%                    | 8<br>2%              | 1<br>*         | 23<br>2%       |
| Population levels/<br>Overpopulation                                   | <b>18</b><br><b>2%</b> | 10<br>2%            | 4<br>3%             | 4<br>1%                   | 4<br>2%                     | 7<br>3%           | 1<br>1%                            | 5<br>1%     | -<br>-                | 2<br>1%                    | 12<br>3%             | 4<br>1%        | 19<br>2%       |
| Race relations                                                         | <b>15</b><br><b>1%</b> | 4<br>1%             | 5<br>4%a            | 6<br>1%                   | 1<br>1%                     | 5<br>2%           | 4<br>6%zf                          | 4<br>1%     | 1<br>*                | 3<br>2%                    | 6<br>2%              | 1<br>*         | 16<br>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  
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|                                                 | TOTAL<br>(z) | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|-------------------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                                 |              | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(i) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                          | <b>1010</b>  | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                            | <b>981</b>   | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                                 | <b>100%</b>  | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| Pound/Exchange<br>rate/Value of<br>pound        | <b>15</b>    | 6                   | 5                   | 4                         | *                           | 8                 | -                                  | 6           | -                     | 2                          | 5                    | 3              | 14             |
|                                                 | <b>1%</b>    | 1%                  | 4%                  | 1%                        | *                           | 4%zf              | -                                  | 2%          | -                     | 1%                         | 1%                   | 1%             | 1%             |
| Countryside/Rural<br>life                       | <b>9</b>     | 4                   | -                   | 5                         | 1                           | 5                 | 2                                  | 1           | -                     | -                          | 4                    | -              | 9              |
|                                                 | <b>1%</b>    | 1%                  | -                   | 1%                        | *                           | 2%                | 2%                                 | *           | -                     | -                          | 1%                   | -              | 1%             |
| Animal welfare                                  | <b>6</b>     | 2                   | *                   | 3                         | 1                           | 2                 | -                                  | *           | *                     | *                          | 2                    | -              | 8              |
|                                                 | <b>1%</b>    | 1%                  | *                   | 1%                        | 1%                          | 1%                | -                                  | *           | *                     | *                          | 1%                   | -              | 1%             |
| Trade unions/<br>Strikes                        | <b>6</b>     | -                   | 4                   | 2                         | 1                           | 4                 | 1                                  | *           | -                     | 1                          | 1                    | -              | 5              |
|                                                 | <b>1%</b>    | -                   | 3%zac               | *                         | *                           | 2%                | 1%                                 | *           | -                     | *                          | *                    | -              | *              |
| Northern Ireland                                | <b>5</b>     | 2                   | 1                   | 2                         | -                           | 1                 | 1                                  | 3           | *                     | -                          | 4                    | 1              | 7              |
|                                                 | <b>*</b>     | 1%                  | 1%                  | *                         | -                           | 1%                | 1%                                 | 1%          | *                     | -                          | 1%                   | *              | 1%             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | <b>4</b>     | -                   | 4                   | 1                         | -                           | 4                 | -                                  | -           | -                     | -                          | -                    | 1              | 3              |
|                                                 | <b>*</b>     | -                   | 3%zac               | *                         | -                           | 2%z               | -                                  | -           | -                     | -                          | -                    | *              | *              |
| Foot and mouth<br>outbreak/Farming<br>crisis    | <b>3</b>     | -                   | 3                   | 1                         | -                           | 1                 | -                                  | 3           | -                     | -                          | 3                    | -              | 2              |
|                                                 | <b>*</b>     | -                   | 2%za                | *                         | -                           | *                 | -                                  | 1%          | -                     | -                          | 1%                   | -              | *              |
| AIDS                                            | <b>2</b>     | -                   | 1                   | 1                         | -                           | 1                 | -                                  | 1           | -                     | -                          | 1                    | -              | 2              |
|                                                 | <b>*</b>     | -                   | 1%                  | *                         | -                           | *                 | -                                  | *           | -                     | -                          | *                    | -              | *              |
| Median                                          | <b>1</b>     | 2                   | 2                   | 1                         | 1                           | 2                 | 2                                  | 1           | 1                     | 2                          | 2                    | 2              | 2              |
| Other                                           | <b>37</b>    | 13                  | 6                   | 17                        | 9                           | 10                | 2                                  | 14          | 7                     | 4                          | 14                   | 6              | 44             |
|                                                 | <b>4%</b>    | 3%                  | 5%                  | 4%                        | 5%                          | 5%                | 2%                                 | 3%          | 6%                    | 3%                         | 4%                   | 2%             | 4%             |
| MEAN NUMBER OF<br>MENTIONS                      | 2.60c<br>l   | 2.57                | 3.47z<br>ac         | 2.37                      | 2.31                        | 3.59z<br>f        | 2.70                               | 2.22        | 2.02                  | 2.92l                      | 2.82l                | 2.67           | 2.59           |

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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 25

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                              | TOTAL<br>(z)  | WORKING STATUS      |                     |                           | PARTY PREFERENCE            |                   |                                    |             | INCOME                |                            |                      | CHILD<br>IN HH | UNWTD<br>TOTAL |
|----------------------------------------------|---------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
|                                              |               | FULL<br>TIME<br>(a) | PART<br>TIME<br>(b) | NOT<br>WOR<br>KING<br>(c) | CON<br>SERV<br>ATIVE<br>(f) | LAB<br>OUR<br>(g) | LIB<br>ERAL<br>DEMO<br>CRAT<br>(h) | NONE<br>(j) | UP TO<br>11499<br>(l) | 11500<br>-<br>24999<br>(m) | 25000<br>PLUS<br>(n) |                |                |
| <b>UNWEIGHTED BASE</b>                       | <b>1010</b>   | 366                 | 116                 | 528                       | 192                         | 244               | 86                                 | 408         | 128                   | 150                        | 381                  | 244            | 1010           |
| <b>WEIGHTED BASE</b>                         | <b>981</b>    | 424                 | 130*                | 426                       | 187                         | 219               | 74*                                | 429         | 123*                  | 137*                       | 366                  | 267            | 1010           |
|                                              | <b>100%</b>   | 43%                 | 13%*                | 43%                       | 19%                         | 22%               | 8%*                                | 44%         | 13%*                  | 14%*                       | 37%                  | 27%            | 103%           |
| STANDARD ERROR                               | <b>0.08</b>   | 0.11                | 0.42                | 0.10                      | 0.11                        | 0.28              | 0.16                               | 0.09        | 0.10                  | 0.20                       | 0.10                 | 0.13           | 0.07           |
| ERROR VARIANCE                               | <b>0.01</b>   | 0.01                | 0.18                | 0.01                      | 0.01                        | 0.08              | 0.03                               | 0.01        | 0.01                  | 0.04                       | 0.01                 | 0.02           | 0.01           |
| Don't know                                   | <b>103</b>    | 41                  | 15                  | 46                        | 12                          | 22                | 8                                  | 59          | 18                    | 3                          | 24                   | 27             | 86             |
|                                              | 10%mn         | 10%                 | 12%                 | 11%                       | 6%                          | 10%               | 11%                                | 14%         | 15%mn                 | 2%                         | 6%                   | 10%            | 9%             |
| Personal finances<br>(NET)                   | <b>165</b>    | 75                  | 36                  | 54                        | 7                           | 68                | 11                                 | 68          | 27                    | 33                         | 62                   | 57             | 163            |
|                                              | 17%cf         | 18%                 | 28%za               | 13%                       | 4%                          | 31%zf             | 15%f                               | 16%         | 22%                   | 24%                        | 17%                  | 21%            | 16%            |
|                                              |               |                     | c                   |                           |                             | h                 |                                    |             |                       |                            |                      |                |                |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | <b>1</b><br>* | -                   | -                   | 1                         | -                           | 1                 | -                                  | -           | -                     | -                          | -                    | -              | 1              |
|                                              |               | -                   | -                   | *                         | -                           | *                 | -                                  | -           | -                     | -                          | -                    | -              | *              |

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

## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 26

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                                                 | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                                 |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>  | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>   | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                                 | <b>100%</b>  | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>468</b>   | 108                | 291                          | 95           | 84                     | 362                  | 131                | 144          | 280                  | 44           | 409          | 55         | 54                   | 138                | 48                         | 95                 | 66                         | 32                         | 26                               | 58                             | 490            |
|                                                                                 | <b>48%</b>   | 58%z               | 55%z                         | 54%          | 67%zb                  | 65%zbc               | 63%zb              | 49%          | 48%                  | 45%          | 48%          | 45%        | 54%                  | 55%z               | 60%z                       | 56%                | 63%zqs                     | 44%                        | 63%                              | 69%z                           | 49%            |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>342</b>   | 71                 | 278                          | 78           | 49                     | 209                  | 104                | 107          | 201                  | 34           | 289          | 51         | 45                   | 89                 | 35                         | 72                 | 49                         | 26                         | 13                               | 36                             | 358            |
|                                                                                 | <b>35%</b>   | 38%                | 52%zae<br>t                  | 45%z         | 39%                    | 37%                  | 50%zae             | 36%          | 34%                  | 35%          | 34%          | 41%        | 45%                  | 35%                | 44%                        | 43%                | 47%z                       | 36%                        | 31%                              | 43%                            | 35%            |
| Economy/Economic<br>situation                                                   | <b>144</b>   | 87                 | 80                           | 45           | 18                     | 88                   | 49                 | 53           | 75                   | 16           | 108          | 30         | 13                   | 46                 | 17                         | 35                 | 19                         | 18                         | 2                                | 16                             | 150            |
|                                                                                 | <b>15%j</b>  | 46%zbc<br>eft      | 15%                          | 26%zbe<br>t  | 14%                    | 16%                  | 24%zbe             | 18%          | 13%                  | 16%          | 13%          | 24%z       | 13%                  | 18%                | 22%                        | 20%                | 18%                        | 25%z                       | 4%                               | 19%                            | 15%            |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>129</b>   | 38                 | 69                           | 31           | 22                     | 85                   | 30                 | 34           | 76                   | 20           | 111          | 16         | 16                   | 38                 | 11                         | 32                 | 22                         | 11                         | 3                                | 19                             | 134            |
|                                                                                 | <b>13%</b>   | 20%zb              | 13%                          | 18%          | 17%                    | 15%                  | 14%                | 11%          | 13%                  | 20%          | 13%          | 13%        | 16%                  | 15%                | 13%                        | 19%                | 21%                        | 15%                        | 7%                               | 22%z                           | 13%            |
| Education/Schools                                                               | <b>123</b>   | 27                 | 89                           | 23           | 17                     | 77                   | 68                 | 53           | 48                   | 22           | 99           | 22         | 13                   | 34                 | 12                         | 17                 | 11                         | 7                          | 1                                | 16                             | 143            |
|                                                                                 | <b>13%hi</b> | 14%                | 17%z                         | 13%          | 13%                    | 14%                  | 33%zab<br>cet      | 18%zh        | 8%                   | 22%zh        | 12%          | 18%        | 13%                  | 14%                | 15%                        | 10%                | 11%                        | 9%                         | 2%                               | 19%                            | 14%            |
| Housing                                                                         | <b>93</b>    | 30                 | 53                           | 19           | 18                     | 57                   | 31                 | 48           | 38                   | 6            | 72           | 20         | 7                    | 20                 | 9                          | 21                 | 10                         | 13                         | 1                                | 17                             | 95             |
|                                                                                 | <b>9%hi</b>  | 16%zb              | 10%                          | 11%          | 15%                    | 10%                  | 15%zb              | 16%zhi       | 6%                   | 7%           | 9%           | 16%j       | 7%                   | 8%                 | 11%                        | 12%                | 9%                         | 18%                        | 3%                               | 20%z                           | 9%             |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>93</b>    | 14                 | 51                           | 47           | 25                     | 60                   | 23                 | 31           | 54                   | 7            | 80           | 13         | 5                    | 26                 | 7                          | 26                 | 14                         | 13                         | 4                                | 21                             | 100            |
|                                                                                 | <b>9%</b>    | 8%                 | 10%                          | 27%zab<br>ef | 20%zab<br>e            | 11%                  | 11%                | 11%          | 9%                   | 7%           | 9%           | 10%        | 5%                   | 10%                | 9%                         | 15%z               | 14%                        | 18%                        | 9%                               | 25%z                           | 10%            |
| Poverty/Inequality                                                              | <b>90</b>    | 24                 | 61                           | 30           | 15                     | 54                   | 20                 | 43           | 43                   | 3            | 70           | 18         | 10                   | 27                 | 11                         | 13                 | 7                          | 7                          | 1                                | 14                             | 90             |
|                                                                                 | <b>9%j</b>   | 13%                | 12%z                         | 17%zef       | 12%                    | 10%                  | 9%                 | 15%zhi       | 7%                   | 3%           | 8%           | 14%        | 10%                  | 11%                | 14%                        | 7%                 | 6%                         | 10%                        | 3%                               | 16%                            | 9%             |

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  
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Respondent type : GB Adults 18+  
 Fieldwork dates : 8th - 24th November 2019  
 Number of sample points : 188  
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## ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)

Table 26

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                       | TOTAL<br>(z)  | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|-------------------------------------------------------|---------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                       |               | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                | <b>1010</b>   | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                  | <b>981</b>    | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                       | <b>100%</b>   | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Pollution/<br>Environment                             | <b>90</b>     | 30                 | 57                           | 20           | 12                     | 62                   | 33                 | 35           | 45                   | 10           | 79           | 9          | 13                   | 28                 | 9                          | 9                  | 7                          | 3                          | 3                                | 10                             | 102            |
|                                                       | <b>9%</b>     | 16%z               | 11%                          | 11%          | 10%                    | 11%                  | 16%zb              | 12%          | 8%                   | 11%          | 9%           | 7%         | 13%                  | 11%                | 11%                        | 5%                 | 7%                         | 4%                         | 6%                               | 12%                            | 10%            |
| Immigration/<br>immigrants                            | <b>72</b>     | 15                 | 46                           | 22           | 41                     | 44                   | 14                 | 26           | 44                   | 3            | 60           | 13         | 4                    | 22                 | 4                          | 29                 | 18                         | 12                         | 10                               | 30                             | 69             |
|                                                       | <b>7%</b>     | 8%                 | 9%                           | 12%z         | 32%zabc<br>ef          | 8%                   | 7%                 | 9%           | 8%                   | 3%           | 7%           | 10%        | 4%                   | 9%                 | 5%                         | 17%zp              | 17%zp                      | 16%zp                      | 25%                              | 36%z                           | 7%             |
| Low pay/Minimum<br>wage/Fair wages                    | <b>68</b>     | 27                 | 42                           | 22           | 14                     | 34                   | 23                 | 26           | 37                   | 5            | 42           | 24         | 10                   | 19                 | 2                          | 19                 | 14                         | 6                          | 3                                | 11                             | 65             |
|                                                       | <b>7%j</b>    | 14%zbe             | 8%                           | 13%ze        | 11%                    | 6%                   | 11%ze              | 9%           | 6%                   | 5%           | 5%           | 20%zj      | 10%                  | 7%                 | 2%                         | 11%p               | 14%zp                      | 8%                         | 6%                               | 13%                            | 6%             |
| I will not/cannot<br>vote at the<br>election          | <b>63</b>     | 8                  | 23                           | 9            | 3                      | 25                   | 3                  | 23           | 29                   | 8            | 50           | 11         | 2                    | 12                 | 2                          | 4                  | 3                          | 1                          | 2                                | 1                              | 64             |
|                                                       | <b>6%befq</b> | 4%                 | 4%f                          | 5%f          | 2%                     | 5%f                  | 1%                 | 8%           | 5%                   | 8%           | 6%           | 9%         | 2%                   | 5%                 | 3%                         | 2%                 | 3%                         | 2%                         | 5%                               | 1%                             | 6%             |
| Public services in<br>general                         | <b>61</b>     | 27                 | 48                           | 10           | 11                     | 41                   | 30                 | 16           | 35                   | 10           | 49           | 10         | 8                    | 14                 | 6                          | 20                 | 13                         | 9                          | 1                                | 10                             | 62             |
|                                                       | <b>6%</b>     | 15%zbce            | 9%z                          | 6%           | 8%                     | 7%                   | 15%zbce            | 5%           | 6%                   | 10%          | 6%           | 8%         | 8%                   | 6%                 | 7%                         | 12%z               | 13%z                       | 12%                        | 2%                               | 11%                            | 6%             |
| Taxation                                              | <b>56</b>     | 22                 | 32                           | 21           | 11                     | 39                   | 17                 | 25           | 27                   | 4            | 40           | 16         | 4                    | 31                 | 8                          | 12                 | 11                         | 3                          | 2                                | 9                              | 57             |
|                                                       | <b>6%j</b>    | 12%zbe             | 6%                           | 12%zb        | 9%                     | 7%                   | 8%                 | 9%z          | 5%                   | 4%           | 5%           | 13%zj      | 4%                   | 12%z               | 10%                        | 7%                 | 10%                        | 4%                         | 4%                               | 11%                            | 6%             |
| Pensions/Social<br>security/Benefits                  | <b>52</b>     | 17                 | 32                           | 16           | 11                     | 28                   | 9                  | 22           | 23                   | 7            | 37           | 12         | 4                    | 19                 | 4                          | 10                 | 10                         | 1                          | 3                                | 8                              | 52             |
|                                                       | <b>5%j</b>    | 9%                 | 6%                           | 9%           | 8%                     | 5%                   | 5%                 | 7%           | 4%                   | 7%           | 4%           | 10%        | 4%                   | 7%                 | 4%                         | 6% <sub>s</sub>    | 9%                         | 1%                         | 7%                               | 9%                             | 5%             |
| Unemployment/<br>Factory closure/<br>Lack of industry | <b>49</b>     | 14                 | 33                           | 16           | 8                      | 23                   | 12                 | 18           | 24                   | 7            | 27           | 19         | 3                    | 21                 | 3                          | 12                 | 8                          | 3                          | *                                | 8                              | 48             |
|                                                       | <b>5%j</b>    | 8%                 | 6%e                          | 9%ze         | 7%                     | 4%                   | 6%                 | 6%           | 4%                   | 7%           | 3%           | 16%zj      | 3%                   | 8%z                | 4%                         | 7%                 | 8%                         | 5%                         | 1%                               | 10%                            | 5%             |
| Inflation/Prices                                      | <b>47</b>     | 25                 | 26                           | 25           | 14                     | 25                   | 12                 | 27           | 16                   | 4            | 24           | 23         | 6                    | 19                 | 3                          | 13                 | 12                         | 4                          | 2                                | 12                             | 39             |
|                                                       | <b>5%hj</b>   | 13%zbe             | 5%                           | 14%zbe       | 11%zbe                 | 4%                   | 6%                 | 9%zh         | 3%                   | 4%           | 3%           | 19%zj      | 6%                   | 8%                 | 4%                         | 8%                 | 12%zq                      | 6%                         | 4%                               | 15%z                           | 4%             |
| Local government/<br>Council tax                      | <b>45</b>     | 22                 | 35                           | 20           | 9                      | 34                   | 14                 | 22           | 15                   | 7            | 26           | 16         | 9                    | 18                 | 1                          | 10                 | 8                          | 3                          | -                                | 9                              | 32             |
|                                                       | <b>5%hj</b>   | 12%zbe             | 7%z                          | 12%zbe       | 7%                     | 6%                   | 7%                 | 8%zh         | 3%                   | 8%h          | 3%           | 13%zj      | 9%                   | 7%                 | 1%                         | 6%                 | 8%p                        | 4%                         | -                                | 11%z                           | 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  
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|                                                                  | TOTAL<br>(z)      | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|------------------------------------------------------------------|-------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                                  |                   | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                                           | <b>1010</b>       | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                                             | <b>981</b>        | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                                  | <b>100%</b>       | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Transport/Public transport                                       | <b>37</b><br>4%h  | 10                 | 25                           | 5            | 8                      | 18                   | 15                 | 16           | 13                   | 8            | 18           | 17         | -                    | 11                 | 5                          | 9                  | 8                          | 1                          | 2                                | 7                              | 31             |
|                                                                  |                   | 5%                 | 5%                           | 3%           | 6%                     | 3%                   | 7%ze               | 6%h          | 2%                   | 8%zh         | 2%           | 14%z       | -                    | 4%                 | 6%                         | 5%                 | 7%                         | 1%                         | 4%                               | 8%                             | 3%             |
| Ageing population/<br>Social care for the elderly                | <b>33</b><br>3%   | 10                 | 22                           | 12           | 11                     | 22                   | 12                 | 15           | 13                   | 5            | 25           | 7          | 3                    | 6                  | 4                          | 14                 | 7                          | 8                          | 1                                | 10                             | 41             |
|                                                                  |                   | 5%                 | 4%                           | 7%z          | 9%ze                   | 4%                   | 6%                 | 5%           | 2%                   | 5%           | 3%           | 6%         | 3%                   | 3%                 | 5%                         | 8%z                | 6%                         | 11%z                       | 2%                               | 12%z                           | 4%             |
| Nationalisation/<br>Government control of institutions           | <b>31</b><br>3%   | 14                 | 24                           | 8            | 10                     | 23                   | 12                 | 11           | 17                   | 3            | 24           | 5          | 1                    | 8                  | 1                          | 10                 | 10                         | -                          | 1                                | 9                              | 32             |
|                                                                  |                   | 7%z                | 5%z                          | 5%           | 8%z                    | 4%                   | 6%z                | 4%           | 3%                   | 3%           | 3%           | 4%         | 1%                   | 3%                 | 1%                         | 6%                 | 10%zpq                     | -                          | 3%                               | 10%z                           | 3%             |
| Defence/Foreign affairs/<br>International terrorism              | <b>28</b><br>3%j  | 12                 | 16                           | 11           | 10                     | 17                   | 10                 | 5            | 19                   | 4            | 20           | 6          | 1                    | 14                 | 2                          | 9                  | 8                          | 2                          | 4                                | 6                              | 27             |
|                                                                  |                   | 7%zbe              | 3%                           | 6%z          | 8%zbe                  | 3%                   | 5%                 | 2%           | 3%                   | 4%           | 2%           | 5%         | 1%                   | 6%z                | 2%                         | 6%                 | 8%z                        | 2%                         | 11%                              | 7%                             | 3%             |
| Privatisation                                                    | <b>28</b><br>3%j  | 10                 | 16                           | 6            | 8                      | 17                   | 13                 | 15           | 13                   | *            | 19           | 9          | -                    | 12                 | 2                          | 9                  | 7                          | 2                          | 4                                | 4                              | 27             |
|                                                                  |                   | 5%                 | 3%                           | 3%           | 7%                     | 3%                   | 6%zbe              | 5%z          | 2%                   | *            | 2%           | 7%z        | -                    | 5%                 | 2%                         | 5%                 | 7%                         | 2%                         | 10%                              | 5%                             | 3%             |
| Drug abuse                                                       | <b>27</b><br>3%h  | 5                  | 18                           | 14           | 15                     | 18                   | 7                  | 18           | 6                    | 3            | 21           | 5          | 1                    | 7                  | -                          | 9                  | 8                          | 2                          | 2                                | 14                             | 27             |
|                                                                  |                   | 3%                 | 3%                           | 8%zbe        | 12%zabe                | 3%                   | 4%                 | 6%zh         | 1%                   | 3%           | 3%           | 4%         | 1%                   | 3%                 | -                          | 5%                 | 8%zp                       | 2%                         | 4%                               | 16%z                           | 3%             |
| Petrol prices/Fuel                                               | <b>21</b><br>2%hi | 14                 | 16                           | 13           | 9                      | 13                   | 6                  | 11           | 6                    | 4            | 8            | 13         | -                    | 17                 | -                          | 6                  | 6                          | 2                          | 2                                | 8                              | 13             |
|                                                                  |                   | 7%zbe              | 3%                           | 7%zbe        | 7%zbe                  | 2%                   | 3%                 | 4%h          | 1%                   | 5%h          | 1%           | 11%z       | -                    | 7%z                | -                          | 4%                 | 6%z                        | 3%                         | 4%                               | 9%z                            | 1%             |
| Scottish/Welsh assembly/<br>Devolution/<br>Constitutional reform | <b>21</b><br>2%   | 7                  | 15                           | 2            | 3                      | 15                   | 3                  | 8            | 12                   | 1            | 21           | -          | -                    | 6                  | 3                          | 2                  | -                          | 2                          | 1                                | 2                              | 29             |
|                                                                  |                   | 3%                 | 3%                           | 1%           | 2%                     | 3%                   | 2%                 | 3%           | 2%                   | 1%           | 2%           | -          | -                    | 3%                 | 4%                         | 1%                 | -                          | 3%                         | 2%                               | 3%                             | 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 : 8th - 24th November 2019  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



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Table 26

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                                    | TOTAL<br>(z)           | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------------------------------|------------------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                                    |                        | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| <b>UNWEIGHTED BASE</b>                             | <b>1010</b>            | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| <b>WEIGHTED BASE</b>                               | <b>981</b>             | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                                    | <b>100%</b>            | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle | <b>20</b><br><b>2%</b> | 6<br>3%            | 10<br>2%                     | 5<br>3%      | 4<br>3%                | 17<br>3%             | 5<br>2%            | 10<br>4%     | 7<br>1%              | 3<br>3%      | 18<br>2%     | 2<br>2%    | 2<br>2%              | 2<br>1%            | 1<br>1%                    | 4<br>3%            | 4<br>4%                    | *<br>*                     | -<br>-                           | 4<br>4%                        | 23<br>2%       |
| Population levels/<br>Overpopulation               | <b>18</b><br><b>2%</b> | 8<br>4%            | 12<br>2%                     | 9<br>5%ze    | 6<br>5%                | 11<br>2%             | 9<br>4%z           | 5<br>2%      | 9<br>1%              | 4<br>4%      | 13<br>2%     | 4<br>4%    | 2<br>2%              | 11<br>5%z          | 1<br>1%                    | 6<br>3%            | 6<br>6%z                   | 1<br>2%                    | 2<br>4%                          | 5<br>5%                        | 19<br>2%       |
| Race relations                                     | <b>15</b><br>1%h       | 7<br>4%z           | 12<br>2%                     | 5<br>3%      | 8<br>6%z               | 14<br>2%z            | 7<br>3%z           | 12<br>4%zh   | 2<br>*               | -<br>-       | 11<br>1%     | 4<br>3%    | *<br>*               | 5<br>2%            | 2<br>3%                    | 3<br>2%            | 3<br>3%                    | -<br>-                     | -<br>-                           | 8<br>9%z                       | 16<br>2%       |
| Pound/Exchange<br>rate/Value of<br>pound           | <b>15</b><br>1%hi      | 9<br>5%zbe         | 9<br>2%                      | 7<br>4%ze    | 7<br>5%zbe             | 7<br>1%              | 8<br>4%zbe         | 7<br>2%      | 4<br>1%              | 3<br>3%      | 7<br>1%      | 8<br>6%z   | -<br>-               | 6<br>2%            | 2<br>2%                    | 5<br>3%            | 5<br>5%z                   | 1<br>2%                    | 2<br>4%                          | 5<br>6%z                       | 14<br>1%       |
| Countryside/Rural<br>life                          | <b>9</b><br>1%hi       | 6<br>3%ze          | 5<br>1%                      | 2<br>1%      | 2<br>2%                | 2<br>*               | 3<br>2%            | 1<br>*       | 1<br>*               | 8<br>8%zgh   | 4<br>*       | 2<br>2%    | -<br>-               | 2<br>1%            | 1<br>1%                    | 3<br>2%            | 1<br>1%                    | 3<br>5%z                   | -<br>-                           | 2<br>3%                        | 9<br>1%        |
| Animal welfare                                     | <b>6</b><br><b>1%</b>  | 1<br>1%            | 4<br>1%                      | 2<br>1%      | 1<br>1%                | 5<br>1%              | 3<br>1%            | 3<br>1%      | 2<br>*               | 1<br>1%      | 5<br>1%      | 1<br>1%    | -<br>-               | 2<br>1%            | 1<br>1%                    | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 1<br>1%                        | 8<br>1%        |
| Trade unions/<br>Strikes                           | <b>6</b><br>1%j        | 4<br>2%z           | 4<br>1%                      | 4<br>2%z     | 4<br>3%z               | 5<br>1%              | 4<br>2%z           | 5<br>2%zh    | -<br>-               | 1<br>1%      | 2<br>*       | 4<br>3%z   | 1<br>1%              | 3<br>1%            | *<br>*                     | 5<br>3%z           | 5<br>5%z                   | -<br>-                     | -<br>-                           | 4<br>4%z                       | 5<br>*         |
| Northern Ireland                                   | <b>5</b><br>*          | 2<br>1%            | 2<br>*                       | 3<br>2%      | 1<br>1%                | 3<br>*               | 1<br>1%            | 2<br>1%      | 3<br>1%              | -<br>-       | 4<br>1%      | *<br>*     | 1<br>1%              | 1<br>*             | 1<br>2%                    | -<br>-             | -<br>-                     | -<br>-                     | -<br>-                           | 1<br>1%                        | 7<br>1%        |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament    | <b>4</b><br>*j         | 4<br>2%z           | 4<br>1%                      | 4<br>2%z     | 4<br>3%z               | 4<br>1%              | 4<br>2%z           | 4<br>1%      | 1<br>*               | -<br>-       | 1<br>*       | 3<br>3%z   | -<br>-               | 3<br>1%            | -<br>-                     | 3<br>2%            | 3<br>3%z                   | -<br>-                     | -<br>-                           | 4<br>4%z                       | 3<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis       | <b>3</b><br>*          | 1<br>*             | 1<br>*                       | 1<br>*       | 3<br>3%zbe             | 1<br>*               | 1<br>*             | 1<br>*       | 3<br>*               | -<br>-       | 3<br>*       | -<br>-     | -<br>-               | 3<br>1%            | -<br>-                     | 3<br>1%            | 3<br>2%z                   | -<br>-                     | 3<br>6%                          | 1<br>1%                        | 2<br>*         |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

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Table 26

Q.PL05GE/06GE

What do you see as main/other important issues that will influence how you vote at the general election?

BASE: ALL ADULTS AGED 18+

|                                              | TOTAL<br>(z) | IMPORTANT ISSUES   |                              |              |                        |                      |                    | AREA         |                      |              | ETHNIC       |            | SECTOR<br>WORKING IN |                    | DAILY NEWSPAPER READERSHIP |                    |                            |                            | WHEN<br>MENTIONED<br>IMMIGRATION |                                | UNWTD<br>TOTAL |
|----------------------------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|----------------------|--------------------|----------------------------|--------------------|----------------------------|----------------------------|----------------------------------|--------------------------------|----------------|
|                                              |              | ECON<br>OMY<br>(a) | NHS/<br>HOSP<br>ITALS<br>(b) | CRIME<br>(c) | IMMIG<br>RATION<br>(t) | EU/<br>EUROPE<br>(e) | SCH<br>OOLS<br>(f) | URBAN<br>(g) | SUB-<br>URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k) | PUBLIC<br>(l)        | PRI<br>VATE<br>(m) | QUAL<br>ITY<br>(p)         | POP<br>ULAR<br>(q) | MID<br>MKT<br>PRESS<br>(r) | RED<br>TOP<br>PRESS<br>(s) | MOST<br>IMPOR<br>-TANT<br>(v)    | OTHER<br>IMPOR<br>-TANT<br>(w) |                |
| UNWEIGHTED BASE                              | 1010         | 188                | 548                          | 185          | 117                    | 575                  | 239                | 335          | 567                  | 107          | 880          | 125        | 95                   | 215                | 107                        | 169                | 117                        | 63                         | 34                               | 83                             | 1010           |
| WEIGHTED BASE                                | 981          | 188                | 531                          | 175          | 125*                   | 558                  | 207                | 295          | 585                  | 98*          | 849          | 123*       | 101*                 | 251                | 79*                        | 170                | 105*                       | 73*                        | 41**                             | 85*                            | 1010           |
|                                              | 100%         | 19%                | 54%                          | 18%          | 13%*                   | 57%                  | 21%                | 30%          | 60%                  | 10%*         | 87%          | 13%*       | 10%*                 | 26%                | 8%*                        | 17%                | 11%*                       | 7%*                        | 4%**                             | 9%*                            | 103%           |
| AIDS                                         | 2            | 2                  | 2                            | 1            | 2                      | 2                    | 2                  | 2            | -                    | -            | 2            | -          | -                    | -                  | 1                          | -                  | -                          | -                          | -                                | 2                              | 2              |
|                                              | *            | 1%                 | *                            | *            | 1%                     | *                    | 1%                 | 1%           | -                    | -            | *            | -          | -                    | -                  | 1%z                        | -                  | -                          | -                          | -                                | 2%z                            | *              |
| Median                                       | 1            | 2                  | 2                            | 2            | 2                      | 2                    | 2                  | 2            | 1                    | 1            | 1            | 2          | 2                    | 2                  | 2                          | 2                  | 2                          | 2                          | 1                                | 3                              | 2              |
| Other                                        | 37           | 13                 | 23                           | 6            | 2                      | 16                   | 4                  | 7            | 22                   | 8            | 37           | *          | 1                    | 6                  | 4                          | 1                  | 1                          | *                          | *                                | 2                              | 44             |
|                                              | 4%q          | 7%ef               | 4%f                          | 3%           | 2%                     | 3%                   | 2%                 | 2%           | 4%                   | 8%g          | 4%z          | *          | 1%                   | 2%                 | 5%q                        | 1%                 | 1%                         | *                          | 1%                               | 2%                             | 4%             |
| MEAN NUMBER OF<br>MENTIONS                   | 2.60hj       | 4.02zb             | 3.06z                        | 3.87zb       | 4.04zb                 | 2.91z                | 3.66zb             | 3.20zh       | 2.26                 | 2.86h        | 2.39         | 3.88zj     | 2.46                 | 3.07z              | 2.85                       | 3.27z              | 3.75z                      | 2.76                       | 2.57                             | 4.74z                          | 2.59           |
|                                              | e            | e                  | e                            | e            | e                      | e                    | e                  | e            | e                    | e            | e            | e          | e                    | e                  | e                          | e                  | e                          | e                          | e                                | e                              | e              |
| STANDARD ERROR                               | 0.08         | 0.35               | 0.14                         | 0.35         | 0.49                   | 0.13                 | 0.28               | 0.21         | 0.06                 | 0.28         | 0.07         | 0.43       | 0.14                 | 0.26               | 0.20                       | 0.31               | 0.46                       | 0.24                       | 0.47                             | 0.66                           | 0.07           |
| ERROR VARIANCE                               | 0.01         | 0.12               | 0.02                         | 0.12         | 0.24                   | 0.02                 | 0.08               | 0.05         | *                    | 0.08         | *            | 0.19       | 0.02                 | 0.07               | 0.04                       | 0.10               | 0.21                       | 0.06                       | 0.22                             | 0.44                           | 0.01           |
| Don't know                                   | 103          | 7                  | 39                           | 7            | 8                      | 47                   | 8                  | 31           | 63                   | 9            | 95           | 8          | 9                    | 26                 | 5                          | 7                  | 3                          | 4                          | 8                                | -                              | 86             |
|                                              | 10%abce      | 4%                 | 7%f                          | 4%           | 7%                     | 8%af                 | 4%                 | 11%          | 11%                  | 9%           | 11%          | 6%         | 9%                   | 10%                | 6%                         | 4%                 | 3%                         | 5%                         | 20%                              | -                              | 9%             |
|                                              | fqrw         |                    |                              |              |                        |                      |                    |              |                      |              |              |            |                      |                    |                            |                    |                            |                            |                                  |                                |                |
| Personal finances<br>(NET)                   | 165          | 50                 | 97                           | 47           | 33                     | 84                   | 41                 | 64           | 91                   | 11           | 123          | 40         | 21                   | 46                 | 14                         | 34                 | 23                         | 15                         | 5                                | 28                             | 163            |
|                                              | 17%j         | 27%zbe             | 18%                          | 27%zbe       | 27%ze                  | 15%                  | 20%                | 22%zi        | 16%                  | 11%          | 14%          | 33%zj      | 21%                  | 18%                | 17%                        | 20%                | 22%                        | 20%                        | 13%                              | 33%z                           | 16%            |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | 1            | 1                  | 1                            | 1            | 1                      | 1                    | 1                  | 1            | -                    | -            | 1            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | 1                              | 1              |
|                                              | *            | *                  | *                            | *            | 1%                     | *                    | *                  | *            | -                    | -            | *            | -          | -                    | -                  | -                          | -                  | -                          | -                          | -                                | 1%                             | *              |

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

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Table 27

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                                 | TOTAL<br>(z)       | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                     |                    | UNWTD<br>TOTAL |
|---------------------------------------------------------------------------------|--------------------|-------------------------|----------------------|----------------------|----------------------|---------------------|--------------------|----------------|
|                                                                                 |                    | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e)  | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                                          | <b>1010</b>        | 202                     | 99                   | 188                  | 89                   | 273                 | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                                            | <b>981</b>         | 166                     | 122*                 | 201                  | 120*                 | 179                 | 193*               | 1010           |
|                                                                                 | <b>100%</b>        | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                 | 20%*               | 103%           |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>468</b><br>48%b | 70<br>42%b              | 31<br>25%            | 107<br>53%b          | 56<br>47%b           | 111<br>62%za<br>bdf | 94<br>49%b         | 490<br>49%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>342</b><br>35%  | 62<br>37%               | 37<br>30%            | 72<br>36%            | 41<br>34%            | 68<br>38%           | 63<br>33%          | 358<br>35%     |
| Economy/Economic<br>situation                                                   | <b>144</b><br>15%  | 23<br>14%               | 14<br>11%            | 29<br>14%            | 24<br>20%            | 35<br>20%zf         | 19<br>10%          | 150<br>15%     |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>129</b><br>13%  | 18<br>11%               | 11<br>9%             | 33<br>16%            | 14<br>12%            | 27<br>15%           | 26<br>13%          | 134<br>13%     |
| Education/Schools                                                               | <b>123</b><br>13%f | 34<br>20%zbd<br>ef      | 9<br>7%              | 40<br>20%zbd<br>ef   | 10<br>8%             | 21<br>12%           | 10<br>5%           | 143<br>14%     |
| Housing                                                                         | <b>93</b><br>9%    | 16<br>10%               | 19<br>16%            | 17<br>8%             | 10<br>8%             | 17<br>9%            | 14<br>7%           | 95<br>9%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>93</b><br>9%    | 11<br>7%                | 11<br>9%             | 18<br>9%             | 12<br>10%            | 24<br>13%z          | 18<br>9%           | 100<br>10%     |
| Poverty/Inequality                                                              | <b>90</b><br>9%    | 21<br>13%e              | 15<br>12%            | 15<br>8%             | 15<br>13%            | 11<br>6%            | 13<br>7%           | 90<br>9%       |
| Pollution/<br>Environment                                                       | <b>90</b><br>9%f   | 25<br>15%zdf            | 7<br>6%              | 28<br>14%zdf         | 5<br>4%              | 21<br>12%f          | 3<br>2%            | 102<br>10%     |
| Immigration/<br>immigrants                                                      | <b>72</b><br>7%    | 8<br>5%                 | 12<br>10%            | 12<br>6%             | 7<br>6%              | 13<br>7%            | 19<br>10%          | 69<br>7%       |

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 : 8th - 24th November 2019  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 27

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                        | TOTAL<br>(z)     | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|--------------------------------------------------------|------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                        |                  | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                 | <b>1010</b>      | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                   | <b>981</b>       | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                        | <b>100%</b>      | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Low pay/Minimum wage/Fair wages                        | <b>68</b><br>7%e | 16<br>10%e              | 17<br>14%zce         | 10<br>5%             | 11<br>9%e            | 4<br>2%            | 10<br>5%           | 65<br>6%       |
| I will not/cannot vote at the election                 | <b>63</b><br>6%e | 9<br>6%                 | 22<br>18%zac<br>def  | 8<br>4%              | 6<br>5%              | 5<br>3%            | 14<br>7%           | 64<br>6%       |
| Public services in general                             | <b>61</b><br>6%  | 11<br>6%                | 7<br>6%              | 19<br>9%             | 4<br>3%              | 11<br>6%           | 9<br>4%            | 62<br>6%       |
| Taxation                                               | <b>56</b><br>6%f | 9<br>6%f                | 10<br>8%f            | 19<br>10%zf          | 8<br>7%f             | 9<br>5%f           | 1<br>1%            | 57<br>6%       |
| Pensions/Social security/Benefits                      | <b>52</b><br>5%a | 4<br>2%                 | 9<br>7%              | 13<br>7%             | 7<br>6%              | 8<br>5%            | 10<br>5%           | 52<br>5%       |
| Unemployment/<br>Factory closure/<br>Lack of industry  | <b>49</b><br>5%e | 11<br>7%e               | 9<br>7%e             | 6<br>3%              | 12<br>10%e           | 2<br>1%            | 8<br>4%            | 48<br>5%       |
| Inflation/Prices                                       | <b>47</b><br>5%e | 12<br>7%ef              | 9<br>8%f             | 9<br>4%              | 10<br>9%ef           | 4<br>2%            | 3<br>2%            | 39<br>4%       |
| Local government/<br>Council tax                       | <b>45</b><br>5%  | 6<br>3%                 | 7<br>6%              | 6<br>3%              | 9<br>8%              | 6<br>3%            | 11<br>6%           | 32<br>3%       |
| Transport/Public transport                             | <b>37</b><br>4%  | 5<br>3%                 | 10<br>8%             | 6<br>3%              | 5<br>4%              | 5<br>3%            | 6<br>3%            | 31<br>3%       |
| Ageing population/<br>Social care for the elderly      | <b>33</b><br>3%  | 4<br>2%                 | 4<br>3%              | 7<br>3%              | 2<br>1%              | 9<br>5%            | 7<br>4%            | 41<br>4%       |
| Nationalisation/<br>Government control of institutions | <b>31</b><br>3%  | 4<br>2%                 | 7<br>6%              | 6<br>3%              | 2<br>1%              | 6<br>3%            | 7<br>3%            | 32<br>3%       |

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

Respondent type : GB Adults 18+  
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**ISSUES INDEX NOVEMBER 2019 (PUBLIC - FINAL)**

Table 27

**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                                        | TOTAL<br>(z)            | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|------------------------------------------------------------------------|-------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                                        |                         | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                                                 | <b>1010</b>             | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                                                   | <b>981</b>              | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                                        | <b>100%</b>             | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Defence/Foreign<br>affairs/<br>International<br>terrorism              | <b>28</b><br><b>3%</b>  | 7<br>4%                 | 3<br>3%              | 4<br>2%              | 4<br>3%              | 5<br>3%            | 6<br>3%            | 27<br>3%       |
| Privatisation                                                          | <b>28</b><br><b>3%</b>  | 12<br>7%zce<br>f        | 5<br>4%              | 3<br>2%              | 3<br>3%              | 3<br>2%            | 2<br>1%            | 27<br>3%       |
| Drug abuse                                                             | <b>27</b><br><b>3%</b>  | 4<br>2%                 | 6<br>5%              | 3<br>2%              | -<br>-               | 8<br>4%            | 6<br>3%            | 27<br>3%       |
| Petrol prices/Fuel                                                     | <b>21</b><br><b>2%e</b> | 4<br>2%                 | 3<br>3%              | 6<br>3%              | 7<br>6%zef           | 1<br>*             | -<br>-             | 13<br>1%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>21</b><br><b>2%</b>  | 3<br>2%                 | 1<br>1%              | 5<br>2%              | 3<br>2%              | 7<br>4%            | 3<br>2%            | 29<br>3%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>20</b><br><b>2%</b>  | 6<br>4%                 | 1<br>1%              | 1<br>1%              | -<br>-               | 9<br>5%zc          | 3<br>1%            | 23<br>2%       |
| Population levels/<br>Overpopulation                                   | <b>18</b><br><b>2%</b>  | 5<br>3%                 | 4<br>3%              | 5<br>3%              | 1<br>1%              | 3<br>2%            | -<br>-             | 19<br>2%       |
| Race relations                                                         | <b>15</b><br><b>1%</b>  | 4<br>2%                 | 4<br>3%              | 1<br>*               | -<br>-               | 3<br>2%            | 3<br>1%            | 16<br>2%       |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>15</b><br><b>1%</b>  | 7<br>4%zef              | 5<br>4%f             | 2<br>1%              | -<br>-               | 1<br>1%            | -<br>-             | 14<br>1%       |

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

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**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                                 | TOTAL<br>(z)           | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|-------------------------------------------------|------------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                                 |                        | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                          | <b>1010</b>            | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                            | <b>981</b>             | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                                 | <b>100%</b>            | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Countryside/Rural<br>life                       | <b>9</b><br><b>1%</b>  | 3<br>2%                 | -<br>-               | -<br>-               | -<br>-               | 1<br>*             | 5<br>3%            | 9<br>1%        |
| Animal welfare                                  | <b>6</b><br><b>1%</b>  | 2<br>1%                 | -<br>-               | 3<br>1%              | -<br>-               | -<br>-             | 1<br>*             | 8<br>1%        |
| Trade unions/<br>Strikes                        | <b>6</b><br><b>1%</b>  | 1<br>1%                 | 3<br>3%              | -<br>-               | -<br>-               | 1<br>1%            | -<br>-             | 5<br>*         |
| Northern Ireland                                | <b>5</b><br><b>*</b>   | 3<br>2%z                | 1<br>1%              | 1<br>*               | *<br>*               | -<br>-             | -<br>-             | 7<br>1%        |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | <b>4</b><br><b>*</b>   | 1<br>1%                 | 3<br>3%z             | -<br>-               | -<br>-               | -<br>-             | -<br>-             | 3<br>*         |
| Foot and mouth<br>outbreak/Farming<br>crisis    | <b>3</b><br><b>*</b>   | 1<br>*                  | -<br>-               | -<br>-               | 3<br>2%z             | -<br>-             | -<br>-             | 2<br>*         |
| AIDS                                            | <b>2</b><br><b>*</b>   | 2<br>1%z                | -<br>-               | -<br>-               | -<br>-               | -<br>-             | -<br>-             | 2<br>*         |
| Median                                          | <b>1</b>               | 2                       | 1                    | 2                    | 1                    | 2                  | 1                  | 2              |
| Other                                           | <b>37</b><br><b>4%</b> | 7<br>4%                 | 1<br>1%              | 5<br>2%              | 7<br>6%              | 10<br>5%           | 8<br>4%            | 44<br>4%       |
| MEAN NUMBER OF<br>MENTIONS                      | <b>2.60</b>            | 2.84f                   | 2.79                 | 2.68f                | 2.59                 | 2.64f              | 2.16               | 2.59           |
| STANDARD ERROR                                  | <b>0.08</b>            | 0.21                    | 0.45                 | 0.15                 | 0.24                 | 0.12               | 0.15               | 0.07           |
| ERROR VARIANCE                                  | <b>0.01</b>            | 0.05                    | 0.21                 | 0.02                 | 0.06                 | 0.01               | 0.02               | 0.01           |

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**Q.PL05GE/06GE****What do you see as main/other important issues that will influence how you vote at the general election?****BASE: ALL ADULTS AGED 18+**

|                                              | TOTAL<br>(z) | AGE WITHIN SOCIAL GRADE |                      |                      |                      |                    |                    | UNWTD<br>TOTAL |
|----------------------------------------------|--------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
|                                              |              | 18-34<br>ABC1<br>(a)    | 18-34<br>C2DE<br>(b) | 35-54<br>ABC1<br>(c) | 35-54<br>C2DE<br>(d) | 55+<br>ABC1<br>(e) | 55+<br>C2DE<br>(f) |                |
| <b>UNWEIGHTED BASE</b>                       | <b>1010</b>  | 202                     | 99                   | 188                  | 89                   | 273                | 159                | 1010           |
| <b>WEIGHTED BASE</b>                         | <b>981</b>   | 166                     | 122*                 | 201                  | 120*                 | 179                | 193*               | 1010           |
|                                              | <b>100%</b>  | 17%                     | 12%*                 | 21%                  | 12%*                 | 18%                | 20%*               | 103%           |
| Don't know                                   | <b>103</b>   | 20                      | 24                   | 23                   | 14                   | 5                  | 17                 | 86             |
|                                              | 10%e         | 12%e                    | 19%ze                | 11%e                 | 11%e                 | 3%                 | 9%                 | 9%             |
|                                              |              |                         | f                    |                      |                      |                    |                    |                |
| Personal finances<br>(NET)                   | <b>165</b>   | 42                      | 29                   | 35                   | 25                   | 14                 | 21                 | 163            |
|                                              | 17%e         | 25%ze                   | 24%ef                | 17%e                 | 20%e                 | 8%                 | 11%                | 16%            |
|                                              |              | f                       |                      |                      |                      |                    |                    |                |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | <b>1</b>     | 1                       | -                    | -                    | -                    | -                  | -                  | 1              |
|                                              | *            | *                       | -                    | -                    | -                    | -                  | -                  | *              |

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<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 2    | 1     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 3    | 1     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 4    | 1     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 5    | 2     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 6    | 2     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 7    | 2     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 8    | 2     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 9    | 2     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 10   | 3     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 11   | 3     | Q.PL01<br>What would you say is the most important issue facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |



|   | Page | Table | Title                                                                                 | Base Description          | Base |
|---|------|-------|---------------------------------------------------------------------------------------|---------------------------|------|
|   | 12   | 3     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 13   | 3     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 14   | 3     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 15   | 4     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 16   | 4     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 17   | 4     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
|   | 18   | 4     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 19   | 4     | Q.PL01<br>What would you say is the most important issue facing Britain today?        | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 20   | 5     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 21   | 5     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 22   | 5     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |

|   | Page | Table | Title                                                                                 | Base Description          | Base |
|---|------|-------|---------------------------------------------------------------------------------------|---------------------------|------|
| ● | 23   | 5     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 24   | 5     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 25   | 6     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 26   | 6     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 27   | 6     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 28   | 6     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 29   | 6     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 30   | 7     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 31   | 7     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 32   | 7     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 33   | 7     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |

|   | Page | Table | Title                                                                                 | Base Description          | Base |
|---|------|-------|---------------------------------------------------------------------------------------|---------------------------|------|
| ● | 34   | 7     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 35   | 8     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 36   | 8     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 37   | 8     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 38   | 8     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 39   | 8     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 40   | 9     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 41   | 9     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 42   | 9     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 43   | 9     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 44   | 9     | Q.PL01/02<br>What do you see as the main/other important issues facing Britain today? | BASE: ALL ADULTS AGED 18+ | 1010 |

|   | Page | Table | Title                                                                             | Base Description          | Base |
|---|------|-------|-----------------------------------------------------------------------------------|---------------------------|------|
| ● | 45   | 10    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 46   | 10    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 47   | 10    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 48   | 10    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 49   | 10    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 50   | 11    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 51   | 11    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 52   | 11    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 53   | 11    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 54   | 11    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 55   | 12    | Q.PL03A<br>And what would you say is the most important issue facing your family? | BASE: ALL ADULTS AGED 18+ | 1010 |

|   | Page | Table | Title                                                                                       | Base Description          | Base |
|---|------|-------|---------------------------------------------------------------------------------------------|---------------------------|------|
| ● | 56   | 12    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 57   | 12    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
|   | 58   | 12    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 59   | 12    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 60   | 13    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 61   | 13    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 62   | 13    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 63   | 13    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 64   | 13    | Q.PL03A<br>And what would you say is the most important issue facing your family?           | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 65   | 14    | Q.PL03A/04A<br>What do you see as the main/other important issues facing your family today? | BASE: ALL ADULTS AGED 18+ | 1010 |
| ● | 66   | 14    | Q.PL03A/04A<br>What do you see as the main/other important issues facing your family today? | BASE: ALL ADULTS AGED 18+ | 1010 |

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| ● | 72   | 15    | Q.PL03A/04A<br>What do you see as the main/other important issues facing your family today? | BASE: ALL ADULTS AGED 18+ | 1010 |
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| ● | 85   | 18    | Q.PL03A/04A<br>What do you see as the main/other important issues facing your family today? | BASE: ALL ADULTS AGED 18+ | 1010 |
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