

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

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

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Common Market/ Brexit/EU/Europe/ Euro	<b>344</b>	179	165	26	56	50	50	66	96	82	101	161	132	212	114	100	68	62	213	131	348
	34%ci	36%	32%	19%	33%c	32%c	29%	44%ci	42%zc	27%c	30%c	43%zc	29%	38%	43%zo	34%	32%	25%	38%zm	29%	35%
	oq						j	ij			fj			q				oq			
National health service/Hospitals/ Healthcare	<b>167</b>	66	101	25	23	16	42	16	46	48	58	62	64	104	36	45	42	44	81	87	160
	16%ae	13%	19%a	18%	14%	10%	24%ze	11%	20%ek	16%	17%e	16%	14%	19%	13%	16%	20%	18%	15%	19%	16%
	p						gj														
Immigration/ immigrants	<b>49</b>	19	31	2	9	1	10	12	15	11	11	27	12	37	5	16	11	16	22	28	42
	5%el	4%	6%	2%	5%e	*	6%e	8%e	7%e	4%	3%e	7%e	3%	7%	2%	6%p	5%	7%	4%	6%	4%
Pollution/ Environment	<b>48</b>	28	20	14	6	8	7	6	7	19	15	13	28	20	27	15	3	3	42	6	54
	5%oq	6%	4%	10%zdh	3%	5%	4%	4%	3%	6%d	4%	4%	6%	4%	10%zno	5%oq	1%	1%	7%zmn	1%	5%
				ijk											q			oq			
Poverty/Inequality	<b>45</b>	19	25	9	6	10	3	11	5	15	13	16	25	20	14	12	6	12	26	18	51
	4%	4%	5%	7%	4%	6%	2%	8%	2%	5%	4%	4%h	5%	4%	5%	4%	3%	5%	5%	4%	5%
Economy/Economic situation	<b>36</b>	15	21	7	13	5	4	5	4	19	8	8	24	12	7	12	4	12	20	16	41
	4%	3%	4%	5%	7%zhj	3%	2%	3%	2%	6%zhk	3%	2%	5%	2%	3%	4%	2%	5%	4%	4%	4%
					k																
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>32</b>	15	17	10	7	7	3	3	2	17	10	5	24	9	2	14	4	12	16	16	39
	3%kl	3%	3%	7%zhk	4%	4%	2%	2%	1%	6%zhk	3%	1%	5%	2%	1%	5%zlp	2%	5%l	3%l	4%	4%
Education/Schools	<b>28</b>	10	18	3	2	5	10	4	3	5	15	7	10	17	7	4	15	1	11	16	23
	3%	2%	3%	2%	1%	3%	6%	3%	1%	2%	5%	2%	2%	3%	3%	1%	7%zmo	1%	2%	4%o	2%
																	pq				
Unemployment/ Factory closure/ Lack of industry	<b>26</b>	7	19	1	5	5	8	1	6	6	14	7	11	15	9	3	8	7	12	15	13
	3%am	1%	4%	1%	3%	3%	5%	*	3%	2%	4%	2%	2%	3%	3%	1%	4%	3%	2%m	3%	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Public services in general	<b>24</b>	11	13	2	2	5	6	5	4	4	11	9	9	15	12	3	4	5	15	9	22
	<b>2%</b>	2%	3%	2%	1%	3%	3%	3%	2%	1%	3%	2%	2%	3%	4%zm	1%	2%	2%	3% <sub>m</sub>	2%	2%
Lack of faith in politicians / government	<b>24</b>	14	10	4	8	2	2	1	7	12	4	8	13	11	8	7	5	4	15	9	29
	<b>2%</b>	3%	2%	3%	5% <sub>j</sub>	1%	1%	1%	3%	4%	1%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%
Housing	<b>23</b>	11	12	4	5	6	5	-	2	9	11	2	15	8	3	4	8	8	7	16	24
	<b>2%</b> <sub>kp</sub>	2%	2%	3%	3%	4% <sub>k</sub>	3%	-	1%	3% <sub>k</sub>	3% <sub>k</sub>	1%	3%	1%	1%	1%	4%	3%	1%	3%	2%
Ageing population/ Social care for the elderly	<b>20</b>	13	7	2	4	3	4	3	5	6	7	7	8	12	6	9	2	3	15	6	22
	<b>2%</b>	3%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	3%	1%	2%
Drug abuse	<b>9</b>	7	1	1	2	1	2	2	*	4	3	2	4	4	-	1	5	3	1	8	8
	<b>1%</b> <sub>p</sub>	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	*	2% <sub>p</sub>	1%	*	2% <sub>p</sub>	1%
Nationalisation/ Government control of institutions	<b>8</b>	4	5	-	-	4	-	1	3	-	4	4	4	4	-	1	-	7	1	7	6
	<b>1%</b> <sub>p</sub>	1%	1%	-	-	2% <sub>i</sub>	-	1%	1%	-	1%	1%	1%	1%	-	*	-	3% <sub>zlm</sub>	*	2%	1%
Race relations	<b>7</b>	5	1	1	3	2	-	-	-	5	2	-	7	-	1	3	1	1	5	2	7
	<b>1%</b>	1%	*	1%	2% <sub>k</sub>	1%	-	-	-	2%	1%	-	1%	-	1%	1%	*	1%	1%	*	1%
Pensions/Social security/Benefits	<b>7</b>	7	-	-	-	2	2	-	2	-	4	2	2	5	4	1	-	1	5	1	6
	<b>1%</b>	1% <sub>zb</sub>	-	-	-	1%	1%	-	1%	-	1%	1%	*	1%	2%	*	-	1%	1%	*	1%
Inflation/Prices	<b>5</b>	1	4	2	2	-	1	-	-	4	1	-	4	1	-	-	3	2	-	5	4
	<b>*</b>	*	1%	1%	1%	-	1%	-	-	1%	*	-	1%	*	-	-	2% <sub>p</sub>	1%	-	1%	*
AIDS	<b>5</b>	5	-	-	-	5	-	-	-	-	5	-	5	-	-	-	5	-	-	5	1
	<b>*</b>	1%	-	-	-	3% <sub>zhi</sub>	-	-	-	-	2%	-	1%	-	-	-	2% <sub>zmp</sub>	-	-	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  
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	TOTAL (z)	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
<b>100%</b>	<b>49%</b>	<b>51%</b>	<b>13%</b>	<b>17%</b>	<b>16%</b>	<b>17%*</b>	<b>15%*</b>	<b>23%</b>	<b>30%</b>	<b>33%</b>	<b>37%</b>	<b>46%</b>	<b>54%</b>	<b>26%</b>	<b>29%</b>	<b>21%*</b>	<b>24%</b>	<b>55%</b>	<b>45%</b>	<b>99%</b>	
Taxation	4 *p	2 *	2 *	4 3%zdh jk	-	-	-	-	-	4 1%z	-	-	4 1%	-	-	*	2 1%	2 1%	*	4 1%	3 *
Nuclear weapons/ Nuclear war/ Disarmament	4 *	2 *	2 *	-	-	2 1%	-	2 1%	-	-	2 1%	2 *	2 *	2 *	-	2 1%	-	2 1%	2 *	2 *	2 *
Privatisation	3 *	2 *	1 *	1 *	-	3 2%zk	-	-	-	1 *	3 1%	-	3 1%	-	1 *	1 *	*	1 1%	2 *	2 *	4 *
Petrol prices/Fuel	3 *	3 1%	-	-	-	3 2%zik	-	-	-	-	3 1%	-	3 1%	-	-	-	3 1%p	-	-	3 1%	1 *
Low pay/Minimum wage/Fair wages	3 *	2 1%	* *	-	1 *	1 1%	1 1%	-	-	1 *	2 1%	-	2 *	1 *	1 *	2 1%	-	-	3 *	-	4 *
Morality/ Individual behaviour/ Lifestyle	2 *	* *	2 *	-	1 1%	* *	1 1%	-	-	1 *	2 *	-	1 *	1 *	-	1 *	1 1%	-	1 *	1 *	3 *
Transport/Public transport	2 *	2 *	-	-	-	-	* *	-	2 1%	-	* *	2 1%	-	2 *	* *	-	-	2 1%	* *	2 *	2 *
Defence/Foreign affairs/ International terrorism	2 *	1 *	1 *	1 1%	-	-	-	-	1 *	1 *	-	1 *	1 *	1 *	* *	1 *	1 *	* *	1 *	1 *	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	2 *	-	-	-	2 1%	* *	-	-	-	2 1%	-	2 *	* *	1 *	1 *	-	-	2 *	-	3 *

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<b>UNWEIGHTED BASE</b>	<b>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
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<b>100%</b>	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Pound/Exchange rate/Value of pound	2*	2*	-	-	-	1	-	-	1*	-	1*	1*	1*	1*	-	-	-	2	-	2*	2*
Countryside/Rural life	1*	1*	1*	1	-	-	-	-	1*	1*	-	1*	1*	1*	-	-	1*	1*	-	1*	2*
Population levels/Overpopulation	1*	1*	1*	-	*	-	-	1	-	*	-	1*	*	1*	-	1*	-	1	1	1	3*
Trade unions/ Strikes	1*	1*	*	-	*	-	-	-	1*	*	-	1*	*	1*	-	-	*	1*	-	1*	2*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	1*	-	1*	1*	-	-	-	-	-	1*	-	-	1*	-	-	1*	-	-	1*	-	1*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16	7	9	3	1	7	-	1	3	4	7	4	11	4	4	10	1	2	14	2	17
	2%	1%	2%	2%	*	5%zdf	-	1%	1%	1%	2%	1%	2%	1%	1%	3%zq	*	1%	2%z	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.01	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

STANDARD ERROR \* 0.00 \* 0.00 0.01 0.00 0.00 0.00 \* 0.00 0.00 \* 0.00 0.00 \* 0.00 0.00 \* 0.00 \*

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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<b>UNWEIGHTED BASE</b>	<b>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
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	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
ERROR VARIANCE	*	0.00	*	0.00	*	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	*
Don't know	<b>62</b>	31	32	11	15	3	10	10	13	26	13	23	30	32	6	21	7	28	27	35	55
	6%elp	6%	6%	9%e	9%e	2%	6%	7%	6%	9%ej	4%	6%	6%	6%	2%	7%lp	3%	11%zln	5%l	8%ln	5%
Personal finances (NET)	<b>55</b>	26	30	11	9	14	5	11	5	20	19	16	34	22	15	14	12	14	29	26	60
	5%h	5%	6%	8%h	5%	9%h	3%	8%	2%	6%	6%	4%h	7%	4%	6%	5%	6%	6%	5%	6%	6%
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**Table 2**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Common Market/ Brexit/EU/Europe/ Euro	<b>344</b>	289	12	43	117	75	112	100	114	30	81	85	136	108	28	66	244	94	348
	34%in q	33%i	24%	48%za dehij	36%ei	31%	36%i	38%i	31%i	21%	29%i	36%i	40%zn q	36%n	22%	31%	38%zn q	28%	35%
National health service/Hospitals/ Healthcare	<b>167</b>	146	6	16	72	55	45	39	51	22	42	29	60	51	20	29	111	49	160
	<b>16%</b>	17%	11%	18%	22%za fhk	23%za fhk	14%	15%	14%	16%	15%	12%	18%	17%	16%	14%	17%	14%	16%
Immigration/ immigrants	<b>49</b>	44	1	4	18	14	18	17	13	5	11	8	23	6	8	11	30	18	42
	5% m	5%	2%	5%	5%	6%	6%	7%	3%	3%	4%	3%	7% mp	2%	6%	5%	5% m	5%	4%
Pollution/ Environment	<b>48</b>	45	*	2	15	13	14	13	19	8	13	11	14	19	1	10	33	12	54
	5% n	5%	1%	3%	5%	5%	4%	5%	5%	6%	4%	5%	4%	6% n	1%	5%	5%	3% n	5%
Poverty/Inequality	<b>45</b>	30	8	6	13	6	18	10	14	10	12	4	15	15	9	5	30	14	51
	4% a	3%	17%	7% k	4%	3%	6% g	4%	4%	7% ahj k	4%	2%	4%	5%	8% oq	2%	5%	4%	5%
Economy/Economic situation	<b>36</b>	33	1	2	9	7	6	5	21	6	15	15	11	6	4	14	18	18	41
	<b>4%</b>	4%	3%	2%	3%	3%	2%	2%	6%	5%	5%	6%	3%	2%	3%	6% zmp	3%	5%	4%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>32</b>	29	2	2	8	6	10	8	15	8	12	7	5	9	11	8	14	18	39
	<b>3%</b>	3%	4%	2%	2%	2%	3%	3%	4%	6%	4%	3%	1%	3%	8% zlm p	4%	2%	5% zlp	4%
Education/Schools	<b>28</b>	18	9	-	5	5	18	9	4	*	3	4	10	14	1	3	24	3	23
	3% aiq	2%	18%	-	2%	2%	6% zad ghij	3%	1%	*	1% i	2%	3%	5% q	1%	1%	4% q	1%	2%
Unemployment/ Factory closure/ Lack of industry	<b>26</b>	26	-	*	3	3	12	12	11	2	11	9	5	2	2	5	7	7	13
	3% dmp	3% d	-	1%	1%	1%	4%	5% d	3%	1%	4% i	4%	2%	1%	2%	3%	1%	2%	1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 29th December 2019  
Number of sample points : 186  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX DECEMBER 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 (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Public services in general	<b>24</b> <b>2%</b>	24 3%	- -	- -	7 2%	7 3%	4 1%	4 1%	13 3%	3 2%	6 2%	10 4%	10 3%	10 3%	- -	4 2%	20 3%	4 1%	22 2%
Lack of faith in politics / politicians / government	<b>24</b> <b>2%</b>	21 2%	- -	3 3%	9 3%	6 2%	4 1%	4 2%	11 3%	5 4%	8 3%	6 2%	10 3%	7 2%	3 3%	4 2%	16 3%	7 2%	29 3%
Housing	<b>23</b> <b>2%p</b>	23 3%	- -	- -	4 1%	4 2%	6 2%	6 2%	12 3%	6 5%d	12 4%	6 3%	2 1%	2 1%	5 4%imp	13 6%zlm p	4 1%	18 5%zlm p	24 2%
Ageing population/ Social care for the elderly	<b>20</b> <b>2%cd</b>	17 2%	1 2%	2 2%	9 3%	7 3%	7 2%	6 2%	4 1%	1 1%	4 1%	3 1%	11 3%	7 2%	1 1%	1 1%	18 3%	2 1%	22 2%
Drug abuse	<b>9</b> <b>1%p</b>	7 1%	- -	2 2%	3 1%	1 *	1 *	1 *	5 1%	1 1%	2 1%	4 2%	2 1%	- -	2 2%m	4 2%mp	2 *	7 2%zmp	8 1%
Nationalisation/ Government control of institutions	<b>8</b> <b>1%</b>	8 1%	- -	- -	* *	* *	- -	- -	8 2%z	- -	3 1%	8 3%zad fg	3 1%	3 1%	1 1%	1 1%	6 1%	2 1%	6 1%
Race relations	<b>7</b> <b>1%</b>	6 1%	1 1%	- -	2 1%	2 1%	2 1%	1 *	3 1%	3 2%h	3 1%	- -	- -	3 1%	- -	3 1%	3 1%	3 1%	7 1%
Pensions/Social security/Benefits	<b>7</b> <b>1%</b>	5 1%	* 1%	1 2%	3 1%	2 1%	1 *	* *	3 1%	- -	2 1%	3 1%	1 *	4 1%	1 1%	- -	5 1%	1 *	6 1%
Inflation/Prices	<b>5</b> <b>*</b>	5 1%	- -	- -	- -	- -	- -	- -	5 1%	3 2%zdf	4 2%	2 1%	2 *	- -	1 1%	3 1%	2 *	3 1%	4 *
AIDS	<b>5</b> <b>*</b>	5 1%	- -	- -	- -	- -	- -	- -	5 1%	- -	5 2%z	5 2%za	- -	- -	- -	5 2%zlm p	- -	5 1%zp	1 *

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Taxation	4*	4*	-	-	*	*	-	-	4	2	2	2	-	2	-	*	2	*	3
Nuclear weapons/ Nuclear war/ Disarmament	4*	2*	-	2	4	2	-	-	-	-	-	-	2	-	2	-	2	2	2
Privatisation	3*	3*	-	-	-	-	1*	1*	3	3	3	*	-	3	-	1	3	1	4
Petrol prices/Fuel	3*	3*	-	-	-	-	-	-	3	-	3	3	-	3	-	-	3	-	1
Low pay/Minimum wage/Fair wages	3*	2*	1	-	-	-	2	1	1	1	1	*	-	2	*	1	2	1	4
Morality/ Individual behaviour/ Lifestyle	2*	2*	-	-	1	1	-	-	1	1	1	-	-	2	1	-	2	1	3
Transport/Public transport	2*	-	2	*	*	-	2	-	-	-	-	-	2	-	-	*	2	*	2
Defence/Foreign affairs/ International terrorism	2*	1*	1	-	*	*	1	*	*	*	*	-	1	1	*	*	1	1	5
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2*	-	*	*	-	-	-	2	1	2	1	-	2	-	-	2	-	3

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**BASE: ALL ADULTS AGED 18+**

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Pound/Exchange rate/Value of pound	2*	2*	-	-	2*	2* 1%	-	-	-	-	-	-	-	-	2* 1%zp	-	-	2*	2*
Countryside/Rural life	1*	1*	-	-	-	-	1*	1*	1*	-	-	1*	1*	-	1* 1%	-	1*	1*	2*
Population levels/Overpopulation	1*	1*	-	-	* *	* *	1*	1*	* *	* *	* *	-	* *	-	1* 1%	-	* *	1*	3*
Trade unions/ Strikes	1*	1*	-	-	-	-	-	-	1*	* *	* *	1*	1*	-	* *	-	1*	* *	2*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	1*	1*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16 2%	15 2%	1 1%	1 1%	5 2%	5 2%	7 2%	7 3%	3 1%	3 2%hj	3 1%	-	6 2%	4 1%	1 *	5 3%	9 1%	6 2%	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*

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## ISSUES INDEX DECEMBER 2019 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	*
Don't know	<b>62</b>	57	3	2	16	15	21	18	24	15	19	9	8	19	18	15	27	33	55
	6% <sup>lp</sup>	7%	7%	2%	5%	6%	7%	7%	7%	11% <sup>zac</sup>	7%	4%	2%	6%	14% <sup>zlm</sup>	7% <sup>l</sup>	4%	10% <sup>zlp</sup>	5%
Personal finances (NET)	<b>55</b>	40	10	6	13	6	20	10	23	13	20	9	17	20	10	8	37	18	60
	5% <sup>a</sup>	5%	19%	7%	4%	3%	6% <sup>g</sup>	4%	6%	10% <sup>zad</sup>	7%	4%	5%	7%	8%	4%	6%	5%	6%
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Common Market/ Brexit/EU/Europe/ Euro	<b>344</b>	158	42	144	126	59	26	99	39	47	143	91	348
	34%g	34%	38%	33%	48%zg	21%	44%g	31%	31%	36%	35%	33%	35%
National health service/Hospitals/ Healthcare	<b>167</b>	73	18	77	33	56	8	63	21	33	56	36	160
	16%	16%	16%	18%	12%	20%	12%	20%	16%	25%zn	14%	13%	16%
Immigration/ immigrants	<b>49</b>	16	4	29	27	9	-	10	9	5	19	5	42
	5%	3%	4%	7%	10%zgh	3%	-	3%	7%	4%	5%	2%	4%
Pollution/ Environment	<b>48</b>	30	6	12	9	16	6	9	5	5	26	11	54
	5%c	6%c	5%	3%	3%	6%	10%f	3%	4%	4%	6%	4%	5%
Poverty/Inequality	<b>45</b>	21	6	17	3	20	3	9	9	2	21	12	51
	4%f	4%	6%	4%	1%	7%zf	5%	3%	7%	1%	5%	4%	5%
Economy/Economic situation	<b>36</b>	20	5	11	7	10	1	13	5	3	19	10	41
	4%	4%	5%	2%	3%	4%	1%	4%	4%	3%	5%	4%	4%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>32</b>	12	4	17	8	11	2	11	5	3	5	13	39
	3%n	3%	3%	4%	3%	4%	3%	4%	4%	3%	1%	5%	4%
Education/Schools	<b>28</b>	12	-	16	6	15	*	6	4	2	18	15	23
	3%	3%	-	4%	2%	5%z	1%	2%	3%	1%	4%z	5%	2%
Unemployment/ Factory closure/ Lack of industry	<b>26</b>	8	*	17	4	4	-	8	*	4	5	4	13
	3%	2%	*	4%	2%	1%	-	3%	*	3%	1%	2%	1%

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	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Public services in general	<b>24</b> <b>2%</b>	10 2%	4 3%	11 3%	5 2%	12 4%	2 4%	4 1%	3 2%	1 1%	16 4%z	5 2%	22 2%
Lack of faith in politics / politicians / government	<b>24</b> <b>2%</b>	10 2%	4 3%	10 2%	7 3%	4 2%	5 8%zg	5 1%	3 2%	1 *	13 3%	8 3%	29 3%
Housing	<b>23</b> <b>2%</b>	15 3%	1 1%	7 2%	3 1%	10 4%	* 1%	5 2%	3 2%	5 4%	9 2%	9 3%	24 2%
Ageing population/ Social care for the elderly	<b>20</b> <b>2%</b>	13 3%	2 1%	6 1%	8 3%	2 1%	2 3%	7 2%	1 1%	5 3%	7 2%	2 1%	22 2%
Drug abuse	<b>9</b> <b>1%</b>	5 1%	- -	3 1%	1 1%	3 1%	- -	3 1%	2 2%	- -	2 *	4 1%	8 1%
Nationalisation/ Government control of institutions	<b>8</b> <b>1%</b>	3 1%	* *	5 1%	- -	5 2%	* 1%	3 1%	3 3%	2 1%	3 1%	4 1%	6 1%
Race relations	<b>7</b> <b>1%</b>	3 1%	3 3%c	* *	1 *	5 2%	- -	1 *	* *	- -	6 2%z	3 1%	7 1%
Pensions/Social security/Benefits	<b>7</b> <b>1%</b>	4 1%	- -	2 1%	* *	5 2%	1 2%	* *	1 1%	- -	5 1%	4 1%	6 1%
Inflation/Prices	<b>5</b> <b>*</b>	4 1%	1 1%	- -	- -	3 1%	- -	2 1%	- -	2 2%	3 1%	2 1%	4 *
AIDS	<b>5</b> <b>*</b>	5 1%	- -	- -	- -	5 2%z	- -	- -	- -	- -	- -	- -	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
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<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Taxation	4*	2*	2%*	**	-	-	2%*	2%*	-	*	2%*	-	3*
Nuclear weapons/ Nuclear war/ Disarmament	4*	-	2%a	2*	-	2%*	-	-	2%*	-	-	2%*	2*
Privatisation	3*	2*	-	2*	-	3%*	-	1*	-	-	-	2%*	4*
Petrol prices/Fuel	3*	3%*	-	-	-	3%*	-	-	-	-	-	3%*	1*
Low pay/Minimum wage/Fair wages	3*	3%*	-	-	-	2%*	-	1*	-	-	2%*	1%*	4*
Morality/ Individual behaviour/ Lifestyle	2*	**	1%*	1*	-	1%*	-	1*	-	1%*	1%*	2%*	3*
Transport/Public transport	2*	**	-	2*	-	-	-	2%*	-	-	2%*	**	2*
Defence/Foreign affairs/ International terrorism	2*	1*	**	1*	**	-	**	1*	**	**	-	-	5*
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2*	-	-	-	-	-	2%*	-	-	1%*	2%*	3*

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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Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Pound/Exchange rate/Value of pound	2 *	1 *	- -	1 *	2 1%	- -	- -	- -	- -	1 1%	- -	1 *	2 *
Countryside/Rural life	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	1 *	2 *
Population levels/ Overpopulation	1 *	1 *	- -	- -	1 *	* *	- -	- -	- -	- -	1 *	- -	3 *
Trade unions/ Strikes	1 *	* *	- -	1 *	1 *	* *	- -	- -	- -	- -	1 *	- -	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16 2%	7 1%	2 1%	8 2%	5 2%	5 2%	2 3%	3 1%	2 2%	2 1%	6 1%	5 2%	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*

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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	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
Don't know	<b>62</b>	24	5	33	4	11	-	45	9	6	14	19	55
	6%fn	5%	5%	7%	2%	4%	-	14%	7%	5%	3%	7%	5%
Personal finances (NET)	<b>55</b>	31	7	17	3	28	3	12	9	4	25	19	60
	5%fn	7%	6%	4%	1%	10%zf	5%	4%	7%	3%	6%	7%	6%
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-

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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Common Market/ Brexit/EU/Europe/ Euro	<b>344</b>	51	203	64	40	344	62	86	199	59	311	32	38	159	40	71	52	24	-	40	348
	34%gk	29%	36%	33%	28%	66%zab cft	30%	28%	35%	40%	35%	25%	37%	35%	39%	39%	42%	34%	-	42%	35%
National health service/Hospitals/ Healthcare	<b>167</b>	19	167	27	15	53	51	41	101	26	153	14	17	73	10	33	17	17	-	15	160
	16%aep	11%	30%zac et	14%	10%	10%	25%zac et	13%	18%	18%	17%	11%	17%	16%	10%	18%	14%	23%p	-	16%	16%
Immigration/ immigrants	<b>49</b>	2	22	5	49	13	4	20	21	8	40	9	7	13	2	8	7	2	49	-	42
	5%aem	1%	4%	3%	34%zabc ef	2%	2%	7%	4%	5%	4%	7%	7%	3%	2%	4%	6%	3%	100%	-	4%
Pollution/ Environment	<b>48</b>	7	25	4	2	28	9	13	27	8	47	1	5	29	8	4	3	1	-	2	54
	5%k	4%	4%	2%	1%	5%	4%	4%	5%	5%	5%k	1%	5%	7%	7%	2%	2%	2%	-	2%	5%
Poverty/Inequality	<b>45</b>	17	20	6	5	15	9	17	19	8	43	2	3	21	8	6	4	2	-	5	51
	4%	10%zbc f	3%	3%	3%	3%	4%	6%	3%	6%	5%	2%	3%	5%	8%	3%	4%	3%	-	5%	5%
Economy/Economic situation	<b>36</b>	36	9	6	5	10	7	9	26	1	26	10	3	22	8	5	5	3	-	5	41
	4%bej ft	20%zbc e	2%	3%	3%	2%	4%	3%	5%	1%	3%	8%zj	3%	5%	8%z	3%	4%	4%	-	5%	4%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>32</b>	2	14	32	1	5	3	18	14	1	22	10	1	12	3	3	3	1	-	1	39
	3%ej	1%	2%e	17%zabc ft	1%	1%	2%	6%zhi	3%	*	3%	8%zj	1%	3%	3%	2%	2%	1%	-	1%	4%
Education/Schools	<b>28</b>	7	19	9	-	3	28	5	13	9	24	3	3	9	1	1	1	-	-	-	23
	3%e	4%e	3%e	5%et	-	1%	13%zabc et	2%	2%	6%	3%	3%	3%	2%	1%	1%	1%	-	-	-	2%

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## ISSUES INDEX DECEMBER 2019 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Unemployment/ Factory closure/ Lack of industry	<b>26</b> 3% <sup>bf</sup>	6 3%	9 2%	6 3%	4 3%	13 2%	1 *	3 1%	22 4% <sup>zg</sup>	1 *	23 3%	2 2%	1 1%	8 2%	- -	5 3% <sup>r</sup>	1 1%	4 5%	- -	4 4%	13 1%
Public services in general	<b>24</b> 2% <sup>e</sup>	3 2%	14 2% <sup>e</sup>	6 3%	3 2%	5 1%	7 4% <sup>e</sup>	9 3%	12 2%	3 2%	23 3%	1 1%	4 4%	5 1%	5 5% <sup>qr</sup>	1 1%	1 *	1 1%	- -	3 3%	22 2%
Lack of faith in politics / politicians / government	<b>24</b> 2% <sup>b</sup>	6 3%	7 1%	1 1%	4 3%	7 1%	1 *	11 4%	12 2%	1 1%	22 3%	2 1%	2 2%	12 3%	6 5% <sup>z</sup>	7 4%	6 5%	1 2%	- -	4 5%	29 3%
Housing	<b>23</b> 2% <sup>e</sup>	4 2%	9 2%	6 3%	4 3%	3 1%	1 *	9 3%	13 2%	1 1%	19 2%	4 3%	4 4%	12 3%	1 1%	4 2%	4 3%	- -	- -	4 4%	24 2%
Ageing population/ Social care for the elderly	<b>20</b> 2% <sup>e</sup>	4 2%	10 2%	3 1%	3 2%	4 1%	6 3% <sup>e</sup>	4 1%	15 3%	1 1%	18 2%	2 2%	2 2%	12 3%	3 3%	10 6% <sup>z</sup>	9 7% <sup>z</sup>	2 2%	- -	3 4%	22 2%
Drug abuse	<b>9</b> 1% <sup>b</sup>	- -	1 *	1 1%	- -	2 *	- -	4 1%	5 1%	- -	7 1%	1 1%	1 1%	4 1%	- -	2 1%	- -	2 3%	- -	- -	8 1%
Nationalisation/ Government control of institutions	<b>8</b> 1%	1 *	4 1%	3 2%	- -	3 1%	2 1%	- -	7 1%	1 1%	8 1%	- -	* *	3 1%	- -	6 3% <sup>z</sup>	- -	6 8% <sup>zpq</sup>	- -	- -	6 1%
Race relations	<b>7</b> 1% <sup>h</sup>	1 1%	1 *	- -	1 *	1 *	1 1%	6 2% <sup>zh</sup>	1 *	- -	5 1%	2 1%	1 1%	6 1%	1 1%	- -	- -	- -	- -	1 1%	7 1%
Pensions/Social security/Benefits	<b>7</b> 1%	- -	5 1%	2 1%	2 2%	1 *	2 1%	3 1%	2 *	1 1%	7 1%	- -	- -	2 *	* *	1 *	1 1%	* 1%	- -	2 2%	6 1%

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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
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	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Inflation/Prices	5*	1 1%	-	1 *	3 2%be	-	-	3 1%	2 *	-	3 *	2 1%	-	5 1%	-	1 1%	1 1%	-	-	3 3%z	4 *
AIDS	5*	-	-	-	-	-	-	-	5 1%	-	5 1%	-	-	5 1%	-	-	-	-	-	-	1 *
Taxation	4*	-	*	-	-	*	2 1%	2 1%	2 *	-	-	4 3%zi	-	2 *	-	-	-	-	-	-	3 *
Nuclear weapons/ Nuclear war/ Disarmament	4*	-	-	2 1%b	-	-	-	4 1%zh	-	-	4 *	-	-	2 1%	-	-	-	-	-	-	2 *
Privatisation	3* *j	-	1 *	-	-	-	-	2 1%	2 *	-	1 *	2 2%zi	*	1 *	-	-	-	-	-	-	4 *
Petrol prices/Fuel	3*	-	-	-	-	-	-	-	3 1%	-	-	3 2%zi	3 3%zm	-	-	-	-	-	-	-	1 *
Low pay/Minimum wage/Fair wages	3*	1 1%	2 *	1 *	1 *	1 *	1 1%	1 *	1 *	1 1%	2 *	1 1%	*	2 1%	2 2%z	*	*	-	-	1 1%	4 *
Morality/ Individual behaviour/ Lifestyle	2*	2 1%z	2 *	1 1%	1 1%	1 *	2 1%	1 *	1 *	-	2 *	-	*	-	-	-	-	-	-	1 1%	3 *
Transport/Public transport	2*	-	2 *	-	-	-	*	*	-	2 1%	2 *	*	*	-	-	2 1%	2 2%	2 3%z	-	-	2 *
Defence/Foreign affairs/ International terrorism	2*	*	1 *	-	-	1 *	-	*	1 *	*	1 *	1 1%	1 1%	-	-	*	*	*	-	-	5 *

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Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 1%	2 *	- -	1 1%z	1 *	- -	- -	- -	- -	- -	- -	3 *
Pound/Exchange rate/Value of pound	2 *	- -	- -	1 1%	1 1%	- -	1 *	- -	2 *	- -	2 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 1%	2 *
Countryside/Rural life	1 *	- -	- -	- -	- *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- *	1 *	1 1%	1 1%	- -	- -	2 *
Population levels/ Overpopulation	1 *	- -	1 *	* 1%	1 *	* *	* *	* *	* *	1 *	1 *	- -	1 1%	1 *	- *	1 *	1 1%	- -	- -	1 1%	3 *
Trade unions/ Strikes	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	* *	- -	* *	- -	1 *	1 1%	- -	- -	- -	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	1 *	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Other	<b>16</b>	4	9	1	-	7	4	6	6	4	15	1	-	8	3	3	3	1	-	-	17
	<b>2%</b>	2%	2%	1%	-	1%	2%	2%	1%	3%	2%	*	-	2%	3%	2%	2%	2%	-	-	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.01	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
STANDARD ERROR	*	0.01	*	0.00	0.00	*	0.00	0.00	*	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	*
ERROR VARIANCE	*	*	*	0.00	0.00	*	0.00	0.00	*	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	*
Don't know	<b>62</b>	3	4	3	-	3	3	25	28	9	46	16	4	21	1	4	2	2	-	-	55
	6%abce ftjpw	2%	1%	2%	-	1%	1%	8%	5%	6%	5%	13%zj	4%	5%	*	2%	1%	3%	-	-	5%
Personal finances (NET)	<b>55</b>	20	21	7	8	16	10	20	26	9	48	8	6	29	10	7	6	2	-	8	60
	5%be f	11%z bce	4%	4%	5%	3%	5%	7%	5%	6%	5%	6%	6%	6%	10%	4%	4%	3%	-	8%	6%
Bird flu/Pandemic flu/Swine flu/Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

**ISSUES INDEX DECEMBER 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>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
National health service/Hospitals/Healthcare	<b>562</b>	248	314	60	75	83	116	82	147	135	199	228	218	344	170	157	120	115	327	235	557
	55%ac	50%	60%za	45%	44%	53%	67%zc	55%	64%zc	44%	60%cd	60%cd	47%	62%	64%zm	54%	57%	47%	59%zm	51%	55%
							di		di		ei	i			oq				o		
Common Market/Brexit/EU/Europe/Euro	<b>524</b>	269	255	49	90	79	89	85	132	139	168	217	218	306	178	153	95	99	331	193	526
	52%ci	54%	49%	37%	53%ci	50%	51%c	57%c	57%ci	46%c	51%c	57%zc	47%	55%	67%zm	53%oq	45%	40%	59%zm	42%	52%
											i				nopq				noq		
Poverty/Inequality	<b>209</b>	97	112	30	30	44	51	33	23	59	94	55	103	106	60	63	36	50	124	85	226
	21%hk	19%	22%	22%h	17%	28%hk	29%zh	22%hk	10%	19%h	28%zd	15%h	22%	19%	23%	22%	17%	20%	22%	19%	22%
							k				hik										
Education/Schools	<b>207</b>	83	124	26	32	48	39	19	43	58	87	62	106	101	77	56	38	36	133	74	221
	20%a	17%	24%za	19%	19%	30%zg	23%	13%	19%	19%	26%zg	16%	23%	18%	29%zm	19%	18%	15%	24%zm	16%	22%
						hik					k				nopq				oq		
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	<b>193</b>	78	115	19	32	40	30	22	50	51	71	72	91	102	44	59	34	56	103	90	192
	19%a	16%	22%a	14%	19%	25%c	18%	15%	22%	17%	21%	19%	20%	19%	16%	20%	16%	23%	19%	20%	19%
Economy/Economic situation	<b>179</b>	100	79	19	46	36	29	29	20	65	65	49	101	78	63	49	38	29	113	66	188
	18%hk	20%	15%	14%	27%zc	23%hk	17%	20%hk	9%	21%ch	19%h	13%h	22%	14%	24%zo	17%	18%	12%	20%zm	14%	19%
					hik					k					q				o		
Pollution/Environment	<b>179</b>	85	93	31	22	34	37	22	32	53	71	55	87	92	79	54	28	18	133	46	199
	18%oq	17%	18%	23%di	13%	21%	22%	15%	14%	17%	21%	14%	19%	17%	30%zm	19%oq	13%	7%	24%zm	10%	20%
				k											nopq				noq		
Housing	<b>169</b>	72	97	28	30	35	30	21	25	58	65	46	93	76	44	56	39	30	100	69	185
	17%hk	14%	19%	21%hk	18%	22%hk	17%	14%	11%	19%hk	19%hk	12%	20%	14%	16%	19%	19%	12%	18%	15%	18%
Immigration/immigrants	<b>143</b>	57	87	13	27	16	29	22	37	40	45	59	55	88	16	50	35	42	67	77	129
	14%al	11%	17%	10%	16%	10%	17%	15%	16%	13%	14%	16%	12%	16%	6%	17%zl	17%l	17%l	12%l	17%l	13%
	p														p						

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 : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX DECEMBER 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>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Public services in general	<b>142</b>	75	66	14	22	21	33	27	26	35	54	53	56	86	53	30	26	33	83	59	141
	14% <sub>m</sub>	15%	13%	10%	13%	13%	19%	18%	11%	12%	16%	14%	12%	16%	20% <sub>zm</sub>	10%	12%	13%	15% <sub>m</sub>	13%	14%
Lack of faith in politics / politicians / government	<b>88</b>	48	40	11	15	15	13	14	20	26	28	34	41	47	32	26	14	17	57	31	100
	9%	10%	8%	8%	9%	9%	8%	9%	9%	9%	8%	9%	9%	9%	12%	9%	7%	7%	10% <sub>z</sub>	7%	10%
Unemployment/ Factory closure/ Lack of industry	<b>88</b>	42	46	9	19	16	18	9	17	28	34	26	44	44	30	24	16	18	54	34	85
	9%	8%	9%	7%	11%	10%	11%	6%	7%	9%	10%	7%	10%	8%	11%	8%	7%	7%	10%	7%	8%
Ageing population/ Social care for the elderly	<b>83</b>	42	41	8	11	12	17	14	22	19	28	36	31	53	32	25	13	14	57	27	103
	8%	8%	8%	6%	6%	7%	10%	10%	9%	6%	9%	9%	7%	10%	12% <sub>zq</sub>	8%	6%	6%	10% <sub>z</sub>	6%	10%
Drug abuse	<b>66</b>	31	35	13	11	11	11	9	10	24	23	19	35	30	16	17	15	19	32	34	72
	6%	6%	7%	10%	6%	7%	7%	6%	4%	8%	7%	5%	8%	6%	6%	6%	7%	8%	6%	7%	7%
Pensions/Social security/Benefits	<b>65</b>	39	26	1	14	13	18	12	8	15	31	20	27	38	21	16	14	14	37	28	68
	6% <sub>c</sub>	8%	5%	1%	8% <sub>ci</sub>	8% <sub>c</sub>	10% <sub>ch</sub>	8% <sub>c</sub>	3%	5% <sub>c</sub>	9% <sub>ch</sub>	5% <sub>c</sub>	6%	7%	8%	6%	7%	6%	7%	6%	7%
Transport/Public transport	<b>60</b>	39	21	6	9	5	11	12	17	15	16	29	20	40	23	22	6	9	45	15	65
	6% <sub>c</sub>	8% <sub>zb</sub>	4%	5%	5%	3%	6%	8%	7%	5%	5%	8%	4%	7%	9% <sub>q</sub>	8% <sub>q</sub>	3%	4%	8% <sub>zq</sub>	3%	6%
Low pay/Minimum wage/Fair wages	<b>60</b>	26	34	10	12	10	13	8	7	22	23	15	32	28	11	19	20	10	30	30	66
	6%	5%	6%	7%	7%	6%	8%	5%	3%	7%	7%	4%	7%	5%	4%	6%	10%	4%	5%	7%	7%
Defence/Foreign affairs/ International terrorism	<b>55</b>	28	27	5	8	6	11	8	18	12	17	26	18	37	25	13	6	12	38	18	58
	5%	6%	5%	4%	4%	4%	6%	5%	8%	4%	5%	7%	4%	7%	9% <sub>zmn</sub>	4%	3%	5%	7% <sub>zm</sub>	4%	6%
Race relations	<b>43</b>	20	23	13	9	8	6	1	6	22	15	7	30	13	17	12	6	7	30	13	50
	4% <sub>k</sub>	4%	4%	9% <sub>zgh</sub>	5%	5%	4%	1%	2%	7% <sub>zgh</sub>	4%	2%	6%	2%	7%	4%	3%	3%	5% <sub>z</sub>	3%	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 : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX DECEMBER 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>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Taxation	<b>42</b>	28	15	9	9	5	7	5	7	19	11	12	24	19	13	12	10	7	25	17	39
	<b>4%</b>	6%	3%	7%	6%	3%	4%	4%	3%	6%	3%	3%	5%	3%	5%	4%	5%	3%	5%	4%	4%
Inflation/Prices	<b>42</b>	16	25	9	12	6	7	6	2	21	13	8	27	15	8	7	14	13	15	27	38
	<b>4%hkp</b>	3%	5%	6%hk	7%hk	4%	4%	4%	1%	7%zhk	4%	2%h	6%	3%	3%	2%	7%	5%	3%	6%	4%
Morality/ Individual behaviour/ Lifestyle	<b>30</b>	9	21	4	6	8	3	4	5	9	11	10	18	13	13	10	5	3	22	8	34
	<b>3%a</b>	2%	4%	3%	3%	5%	2%	3%	2%	3%	3%	3%	4%	2%	5%	3%	2%	1%	4%z	2%	3%
Privatisation	<b>30</b>	13	16	8	8	7	2	3	1	16	9	4	23	7	10	8	7	5	18	11	36
	<b>3%hk</b>	3%	3%	6%hk	5%hk	4%h	1%	2%	1%	5%zhk	3%	1%	5%	1%	4%	3%	3%	2%	3%	3%	4%
Nationalisation/ Government control of institutions	<b>27</b>	12	15	2	4	10	2	4	5	6	12	9	16	11	5	8	1	12	13	14	29
	<b>3%</b>	2%	3%	2%	2%	6%zij	1%	3%	2%	2%	4%	2%	3%	2%	2%	3%	*	5%	2%	3%n	3%
Population levels/ Overpopulation	<b>26</b>	10	16	-	3	3	5	6	9	3	8	15	6	20	12	10	2	3	22	5	31
	<b>3%c</b>	2%	3%	-	2%	2%	3%	4%	4%c	1%	2%	4%c	1%	4%	4%q	3%	1%	1%	4%zq	1%	3%
Local government/ Council tax	<b>21</b>	7	14	5	7	3	2	2	2	13	5	3	15	5	5	7	3	6	12	9	28
	<b>2%</b>	1%	3%	4%k	4%k	2%	1%	1%	1%	4%zk	1%	1%	3%	1%	2%	2%	1%	3%	2%	2%	3%
Pound/Exchange rate/Value of pound	<b>21</b>	16	5	6	5	5	1	*	2	12	6	3	17	4	4	4	6	6	8	13	23
	<b>2%</b>	3%	1%	5%zhk	3%	3%	1%	*	1%	4%zk	2%	1%	4%	1%	2%	1%	3%	3%	1%	3%	2%
Petrol prices/Fuel	<b>21</b>	11	10	2	3	9	2	2	2	5	11	4	14	6	2	5	8	6	7	14	21
	<b>2%p</b>	2%	2%	2%	2%	6%zhk	1%	1%	1%	2%	3%	1%	3%	1%	1%	2%	4%	2%	1%	3%	2%
Animal welfare	<b>21</b>	4	16	6	7	5	1	1	1	13	5	2	18	3	5	7	4	5	11	9	18
	<b>2%ak</b>	1%	3%a	5%zfh	4%hk	3%	*	1%	*	4%zhk	2%	1%	4%	1%	2%	2%	2%	2%	2%	2%	2%
				k																	
Countryside/Rural life	<b>13</b>	4	8	4	2	2	1	1	3	6	3	4	8	5	6	3	3	1	9	4	13
	<b>1%</b>	1%	2%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	*	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX DECEMBER 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>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	12 1%	10 2%	3 1%	* *	2 1%	5 3%	2 1%	1 1%	1 1%	3 1%	7 2%	3 1%	7 2%	5 1%	7 2%	4 1%	- -	2 1%	10 2%z	2 *	19 2%
Trade unions/ Strikes	12 1%	8 2%	4 1%	1 *	3 2%	3 2%	4 2%	* *	2 1%	3 1%	7 2%	2 1%	6 1%	6 1%	4 1%	4 1%	3 1%	2 1%	8 1%	4 1%	16 2%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	5 1%	6 1%	1 1%	1 1%	3 2%	- -	3 2%	2 1%	2 1%	3 1%	5 1%	6 1%	5 1%	2 1%	3 1%	1 *	5 2%	5 1%	6 1%	10 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	9 1%p	7 1%	2 *	2 2%k	1 *	6 4%zhj k	- -	- -	- -	3 1%	6 2%k	- -	9 2%	- -	1 *	1 *	7 3%zmo p	- -	2 *	7 2%	5 *
AIDS	7 1%p	7 1%zb	- -	- -	1 *	7 4%zcf hijk	- -	- -	- -	1 *	7 2%zk	- -	7 2%	- -	1 *	1 *	6 3%zp	- -	2 *	6 1%	4 *
Northern Ireland	5 1%	3 1%	3 1%	* *	2 1%	1 1%	* *	1 1%	1 *	2 1%	2 *	2 *	3 1%	2 *	2 1%	3 1%	- -	- -	5 1%z	- -	9 1%
Foot and mouth outbreak/Farming crisis	3 *	2 *	2 *	1 *	1 *	2 1%	- -	- -	- -	1 *	2 1%	- -	3 1%	- -	1 *	2 1%	- -	- -	3 1%	- -	4 *
Median	2	2	3	2	2	3	3	2	2	2	3	2	2	2	3	2	2	2	3	2	2
Other	57 6%oq	26 5%	30 6%	9 7%	5 3%	16 10%zdf j	4 2%	7 5%	16 7%	14 5%	20 6%f	22 6%	30 7%	26 5%	25 9%zno q	21 7%oq	6 3%	4 2%	47 8%zno q	10 2%	63 6%
MEAN NUMBER OF MENTIONS	3.58o q	3.49	3.67	3.39	3.60	4.09z hk	3.82h	3.46	3.23	3.51	3.95z hk	3.32	3.71	3.48	4.23z mnoq	3.64o q	3.32	3.05	3.92z moq	3.17	3.75

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 : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX DECEMBER 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>1008</b>	529	479	157	167	159	135	133	257	324	294	390	483	525	260	392	170	186	652	356	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	495	520	134	170	158	174*	150*	230	305	331	379	462	553	267	290	211*	247	557	458	1008
	<b>100%</b>	49%	51%	13%	17%	16%	17%*	15%*	23%	30%	33%	37%	46%	54%	26%	29%	21%*	24%	55%	45%	99%
STANDARD ERROR	<b>0.08</b>	0.13	0.11	0.19	0.26	0.29	0.22	0.19	0.11	0.16	0.18	0.10	0.15	0.09	0.20	0.15	0.17	0.12	0.12	0.10	0.09
ERROR VARIANCE	<b>0.01</b>	0.02	0.01	0.04	0.07	0.08	0.05	0.03	0.01	0.03	0.03	0.01	0.02	0.01	0.04	0.02	0.03	0.02	0.02	0.01	0.01
Don't know	<b>111</b>	56	54	20	21	11	15	19	25	40	26	44	52	59	12	36	17	46	48	63	104
	11% <sub>p</sub>	11%	10%	15%	12%	7%	9%	13%	11%	13%	8%	12%	11%	11%	5%	12% <sub>lp</sub>	8%	19% <sub>zln</sub>	9% <sub>l</sub>	14% <sub>ln</sub>	10%
Personal finances (NET)	<b>274</b>	123	151	42	43	55	65	41	28	85	120	69	140	134	66	79	62	68	145	129	283
	27% <sub>hk</sub>	25%	29%	31% <sub>hk</sub>	25% <sub>h</sub>	35% <sub>hk</sub>	38% <sub>zh</sub>	27% <sub>hk</sub>	12%	28% <sub>hk</sub>	36% <sub>zh</sub>	18% <sub>h</sub>	30%	24%	25%	27%	29%	27%	26%	28%	28%

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

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
National health service/Hospitals/Healthcare	<b>562</b> 55%no q	492 56%hi j	25 49%	45 51%	190 58%	145 60%ij	182 58%	157 60%	190 51%	67 48%	140 49%	123 53%	226 66%zn oq	187 62%zn oq	47 38%	86 41%	413 64%zn oq	133 40%	557 55%
Common Market/Brexit/EU/Europe/Euro	<b>524</b> 52%nq	447 51%	24 47%	53 60%i	166 51%	113 47%	164 52%	140 53%	195 52%i	62 45%	145 51%i	133 57%	198 58%zn oq	170 56%nq	38 30%	99 47%nq	368 57%zn oq	137 41%n	526 52%
Poverty/Inequality	<b>209</b> 21%a	166 19%	19 37%	24 28%	64 20%	40 17%	65 21%g	46 18%	80 21%	33 24%	60 21%	46 20%	64 19%	77 26%	30 24%	36 17%	141 22%	67 20%	226 22%
Education/Schools	<b>207</b> 20%oq	179 20%	15 31%	13 15%	64 20%	51 21%	74 24%	59 22%	68 18%	28 20%	54 19%	40 17%	76 22%oq q	79 26%zo	21 17%	25 12%	155 24%zo q	46 14%	221 22%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	<b>193</b> 19%cn	175 20%cn	11 22%	7 8%	59 18%cn	52 22%cd	64 20%cn	52 20%cn	70 19%cn	34 25%ch j	52 18%	36 15%	68 20%	62 20%	28 22%	34 16%	130 20%	62 18%	192 19%
Economy/Economic situation	<b>179</b> 18%de	158 18%de	12 24%	9 10%	38 11%	29 12%	52 16%	39 15%	90 24%za cdeg	41 29%za cdefg h	74 26%za cdefg	49 21%cd	57 17%	61 20%	14 12%	45 21%n	118 18%	59 18%n	188 19%
Pollution/Environment	<b>179</b> 18%dn q	164 19%def	5 9%	10 12%	43 13%	32 13%	41 13%	37 14%	95 25%za cdefg	47 34%za cdefg hjk	74 26%za cdefg	48 20%	57 17%	69 23%znq	12 9%	34 16%	127 20%nq	46 14%	199 20%
Housing	<b>169</b> 17%	147 17%	8 16%	14 16%	44 13%	30 13%	46 15%	38 14%	79 21%za de	39 28%za defgh k	71 25%za defgh k	39 17%	47 14%	50 17%	23 19%	46 22%	98 15%	69 21%z	185 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Immigration/ immigrants	<b>143</b> <b>14%</b>	123 14%	3 5%	17 20%	50 15%	33 14%	45 14%	43 16%	48 13%	20 14%	38 13%	28 12%	57 17%	34 11%	23 18%	28 13%	91 14%	50 15%	129 13%
Public services in general	<b>142</b> <b>14%</b> gn	122 14%g	12 23%	8 9%	50 15%	43 18%g	35 11%g	23 9%	57 15%	22 16%	36 13%	35 15%	74 22%zm nopq	37 12%n	6 5%	23 11%	111 17%zmn q	29 9% n	141 14%
Lack of faith in politics / politicians / government	<b>88</b> <b>9%</b>	76 9%	2 4%	10 12%	37 11%	27 11%	23 7%	21 8%	28 7%	13 9%	21 7%	15 7%	33 10%	31 10%	12 10%	12 5%	64 10%	24 7%	100 10%
Unemployment/ Factory closure/ Lack of industry	<b>88</b> <b>9%</b> p	73 8%	4 8%	11 13%	24 7%	13 5%	31 10%	27 10%	32 9%	12 9%	26 9%	20 9%	20 6%	24 8%	16 13%lp	15 7%	44 7%	31 9%	85 8%
Ageing population/ Social care for the elderly	<b>83</b> <b>8%</b> q	75 9%	3 5%	6 7%	28 9%	22 9%	20 6%	17 7%	35 9%	15 11%	25 9%	20 9%	37 11%oq	27 9%	9 7%	10 5%	64 10%	19 6%	103 10%
Drug abuse	<b>66</b> <b>6%</b> p	56 6%	2 4%	8 9%	21 6%	13 5%	17 5%	14 5%	29 8%	16 12%zae fghj	19 7%	12 5%	14 4%	14 5%	14 12%zl mp	21 10%lp	29 4%	35 10%zm p	72 7%
Pensions/Social security/Benefits	<b>65</b> <b>6%</b>	52 6%	6 13%	6 7%	23 7%	17 7%	22 7%	16 6%	20 5%	11 8%	17 6%	10 4%	22 7%	21 7%	10 8%	12 5%	44 7%	21 6%	68 7%
Transport/Public transport	<b>60</b> <b>6%</b> c	55 6%	5 10%	* *	15 4%c	14 6%	24 8%c	19 7%c	21 6%	8 5%	12 4%	14 6%	29 8%	17 6%	4 3%	10 5%	46 7%	14 4%	65 6%
Low pay/Minimum wage/Fair wages	<b>60</b> <b>6%</b>	54 6%	2 4%	3 4%	17 5%	13 6%	15 5%	13 5%	28 8%	17 12%zad fghjk	24 9%	11 5%	17 5%	14 5%	13 10%zmp	16 7%	31 5%	29 9%z	66 7%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Defence/Foreign affairs/ International terrorism	<b>55</b>	48	3	4	16	12	17	14	22	8	16	13	27	13	5	11	39	16	58
	<b>5%</b>	6%	6%	4%	5%	5%	6%	5%	6%	6%	6%	6%	8%	4%	4%	5%	6%	5%	6%
Race relations	<b>43</b>	38	2	3	14	11	12	9	17	14	17	3	8	13	6	13	22	19	50
	<b>4%</b>	4%	5%	3%	4%	5%	4%	4%	5%k	10%zad fghjk	6%k	1%	2%	4%	5%	6%	3%	6%	5%
Taxation	<b>42</b>	38	3	1	12	11	10	7	20	10	17	10	11	15	6	8	27	14	39
	<b>4%</b>	4%	6%	1%	4%	5%	3%	3%	5%	7%	6%	4%	3%	5%	5%	4%	4%	4%	4%
Inflation/Prices	<b>42</b>	39	1	1	7	6	10	9	24	15	20	9	11	8	6	15	19	21	38
	<b>4%p</b>	4%	2%	2%	2%	3%	3%	3%	7%zd	11%zac defghj k	7%zd	4%	3%	3%	5%	7%zmp	3%	6%zp	4%
Morality/ Individual behaviour/ Lifestyle	<b>30</b>	27	2	1	13	12	7	5	10	6	9	4	11	11	5	3	22	8	34
	<b>3%</b>	3%	4%	1%	4%	5%	2%	2%	3%	4%	3%	2%	3%	4%	4%	1%	3%	2%	3%
Privatisation	<b>30</b>	27	1	1	4	3	7	6	18	13	16	5	6	8	5	8	14	12	36
	<b>3%</b>	3%	2%	1%	1%	1%	2%	2%	5%dk	9%zac defgh jk	6%zad e	2%	2%	3%	4%	4%	2%	4%	4%
Nationalisation/ Government control of institutions	<b>27</b>	23	3	1	3	3	7	5	16	7	12	9	7	5	6	6	13	12	29
	<b>3%</b>	3%	5%	1%	1%	1%	2%	2%	4%d	5%de	4%	4%	2%	2%	5%	3%	2%	4%	3%
Population levels/ Overpopulation	<b>26</b>	25	1	-	7	7	4	3	15	9	13	6	17	4	2	3	22	5	31
	<b>3%</b>	3%	2%	-	2%	3%	1%	1%	4%	7%zac dfg	5%	3%	5%zq	1%	1%	1%	3%m	1%	3%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
Local government/ Council tax	<b>21</b> <b>2%</b>	19 2%	1 3%	- -	5 2%	5 2%	4 1%	3 1%	12 3%	7 5%zad fg	10 4%	5 2%	8 2%	4 1%	4 3%	5 2%	12 2%	9 3%	28 3%
Pound/Exchange rate/Value of pound	<b>21</b> <b>2%mp</b>	17 2%	2 4%	2 2%	4 1%	2 1%	7 2%	5 2%	10 3%	2 1%	9 3%i	8 3%	6 2%	1 *	3 3%	10 5%zmp	8 1%	13 4%zmp	23 2%
Petrol prices/Fuel	<b>21</b> <b>2%</b>	18 2%	1 2%	2 2%	5 1%	3 1%	7 2%	6 2%	9 2%	5 3%	9 3%	4 2%	6 2%	6 2%	5 4%oq	1 *	12 2%	6 2%o	21 2%
Animal welfare	<b>21</b> <b>2%</b>	19 2%	1 2%	1 1%	4 1%	3 1%	7 2%	6 2%	10 3%j	3 2%	3 1%	7 3%	5 1%	4 1%	1 1%	9 4%zp	8 1%	11 3%	18 2%
Countryside/Rural life	<b>13</b> <b>1%</b>	12 1%	1 2%	- -	- -	- -	5 2%	4 1%	8 2% d	4 3% de	6 2% d	4 2%	7 2%	2 1%	1 1%	2 1%	8 1%	3 1%	13 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b> <b>1%a</b>	5 1%	1 2%	6 7%zad efghi jk	7 2% ae	1 *	3 1%	1 1%	3 1%	2 1%	3 1%	2 1%	4 1%	4 1%	2 2%	2 1%	9 1%	4 1%	19 2%
Trade unions/ Strikes	<b>12</b> <b>1%</b>	11 1%	1 2%	- -	3 1%	3 1%	2 1%	1 *	7 2%	3 2%	4 1%	4 2%	3 1%	5 2%	2 2%	2 1%	8 1%	4 1%	16 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>11</b> <b>1%</b>	7 1%	1 2%	2 2%	5 2%	3 1%	4 1%	3 1%	1 *	1 *	1 *	* *	4 1%	- -	6 4%zmo pq	1 *	4 1%	7 2% mo	10 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>9</b> <b>1%</b>	8 1%	1 2%	- -	- -	- -	2 1%	1 *	7 2% d	2 2% d	7 3% zad	5 2%	3 1%	- -	1 1%	6 3% zmp	3 *	6 2%	5 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX DECEMBER 2019 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	874	42	92	345	253	297	255	366	172	286	194	317	242	178	249	559	427	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	877	51**	88*	328	240	313	263	374	139	284	235	342	303	125	212	645	336	1008
	<b>100%</b>	86%	5%**	9%*	32%	24%	31%	26%	37%	14%	28%	23%	34%	30%	12%	21%	64%	33%	99%
AIDS	7 1%p	6 1%	1 2%	- -	- -	- -	1 *	- -	6 2%	1 1%	6 2%zad	5 2%	1 *	- -	1 *	6 3%zmp	1 *	6 2%zp	4 *
Northern Ireland	5 1%	3 *	2 3%	1 1%	1 *	* *	2 *	- -	3 1%	1 1%	2 1%	2 1%	3 1%	* *	* *	2 1%	3 *	2 1%	9 1%
Foot and mouth outbreak/Farming crisis	3 *	2 *	1 2%	- -	- -	- -	3 1%	2 1%	1 *	1 *	1 *	- -	1 *	- -	1 *	2 1%	1 *	2 1%	4 *
Median	2	2	3	2	2	2	2	2	2	3	2	2	3	3	2	2	3	2	2
Other	57 6%	52 6%	3 6%	2 2%	17 5%	15 6%	16 5%	12 5%	24 7%	13 10%zc	22 8%	11 5%	24 7%	15 5%	3 2%	13 6%	39 6%	16 5%	63 6%
MEAN NUMBER OF MENTIONS	3.58q	3.60	3.97	3.15	3.35	3.43	3.49	3.39	3.86d k	4.53z acdef ghjk	3.93d	3.47	3.78	3.73	3.34	3.32	3.75	3.33	3.75
STANDARD ERROR	0.08	0.09	0.79	0.18	0.11	0.14	0.16	0.13	0.16	0.30	0.19	0.16	0.17	0.15	0.19	0.18	0.11	0.13	0.09
ERROR VARIANCE	0.01	0.01	0.62	0.03	0.01	0.02	0.03	0.02	0.02	0.09	0.04	0.02	0.03	0.02	0.04	0.03	0.01	0.02	0.01
Don't know	111 11%p	97 11%	9 17%	5 5%	39 12%c	34 14%	37 12%	28 11%	35 9%	18 13%j	26 9%	17 7%	20 6%	35 12%lp	26 21%zl mopq	25 12%l	55 9%l	51 15%zl p	104 10%
Personal finances (NET)	274 27%	228 26%	20 39%	26 30%	79 24%	53 22%	84 27%g	64 24%	111 30%	50 36%za degj	88 31%	61 26%	82 24%	96 32%	39 31%	53 25%	178 28%	92 27%	283 28%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
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**ISSUES INDEX DECEMBER 2019 (PUBLIC - FINAL)**

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
National health service/Hospitals/Healthcare	<b>562</b>	237	69	256	156	180	37	148	61	86	240	151	557
	55%a	51%	61%	58%	59%	64%z	62%	47%	47%	67%zl	59%	54%	55%
Common Market/Brexit/EU/Europe/Euro	<b>524</b>	255	55	214	164	116	39	140	59	67	219	131	526
	52%g	55%	50%	49%	62%zg	41%	65%zg	44%	46%	51%	54%	47%	52%
Poverty/Inequality	<b>209</b>	106	18	84	37	83	16	46	33	21	103	73	226
	21%f	23%	16%	19%	14%	30%zf	26%f	15%	25%	16%	26%z	26%	22%
Education/Schools	<b>207</b>	95	21	91	49	81	10	58	19	29	101	88	221
	20%	20%	19%	21%	18%	29%zf	16%	18%	15%	22%	25%z	32%	22%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	<b>193</b>	81	20	92	63	55	5	56	21	31	77	71	192
	19%h	17%	18%	21%	24%h	20%h	8%	18%	17%	24%	19%	26%	19%
Economy/Economic situation	<b>179</b>	113	17	49	47	53	15	49	16	15	110	50	188
	18%c	24%zc	15%	11%	18%	19%	25%	15%	12%	12%	27%zl	18%	19%
Pollution/Environment	<b>179</b>	87	23	69	36	64	22	33	12	24	95	49	199
	18%l	19%	20%	16%	14%	23%zf	36%zf	11%	9%	19%	24%zl	18%	20%
Housing	<b>169</b>	91	12	66	42	64	9	44	19	20	87	58	185
	17%	20%	11%	15%	16%	23%z	15%	14%	15%	15%	22%z	21%	18%
Immigration/immigrants	<b>143</b>	69	11	64	61	34	3	34	17	20	66	30	129
	14%h	15%	10%	15%	23%zg	12%	5%	11%	13%	16%	16%	11%	13%

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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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Public services in general	<b>142</b> <b>14%</b>	74 16%	16 14%	51 12%	34 13%	57 20%z	11 18%	27 8%	25 19%	18 14%	74 18%z	34 12%	141 14%
Lack of faith in politics / politicians / government	<b>88</b> <b>9%</b>	43 9%	12 11%	33 8%	26 10%	21 7%	12 19%zg	19 6%	10 7%	10 8%	49 12%z	16 6%	100 10%
Unemployment/ Factory closure/ Lack of industry	<b>88</b> 9%l	41 9%	6 6%	40 9%	18 7%	20 7%	5 8%	28 9%	3 2%	14 11%l	35 9%l	20 7%	85 8%
Ageing population/ Social care for the elderly	<b>83</b> <b>8%</b>	35 8%	9 8%	40 9%	26 10%	22 8%	7 12%	20 6%	7 6%	14 11%	34 9%	19 7%	103 10%
Drug abuse	<b>66</b> <b>6%</b>	33 7%	5 5%	28 6%	17 6%	15 5%	3 4%	21 7%	8 7%	14 11%n	19 5%	22 8%	72 7%
Pensions/Social security/Benefits	<b>65</b> <b>6%</b>	37 8%	4 4%	24 6%	16 6%	26 9%	2 3%	14 4%	11 8%	9 7%	33 8%	18 6%	68 7%
Transport/Public transport	<b>60</b> <b>6%</b>	26 6%	7 6%	27 6%	18 7%	21 7%	3 5%	12 4%	6 4%	8 6%	37 9%z	8 3%	65 6%
Low pay/Minimum wage/Fair wages	<b>60</b> <b>6%</b>	32 7%	5 5%	22 5%	9 4%	27 10%zf	4 6%	17 5%	9 7%	8 6%	26 6%	22 8%	66 7%
Defence/Foreign affairs/ International terrorism	<b>55</b> <b>5%</b>	30 6%	4 4%	21 5%	22 8%	12 4%	5 7%	7 2%	5 4%	11 9%	26 6%	8 3%	58 6%

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

	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Race relations	<b>43</b>	23	8	12	6	23	1	12	3	4	26	13	50
	<b>4%</b>	5%	8%	3%	2%	8%zf	2%	4%	2%	3%	6%z	5%	5%
Taxation	<b>42</b>	27	2	14	10	14	3	15	1	6	23	9	39
	<b>4%</b>	6%	2%	3%	4%	5%	6%	5%	1%	5%	6%	3%	4%
Inflation/Prices	<b>42</b>	21	4	16	10	19	1	9	10	5	18	14	38
	<b>4%</b>	5%	3%	4%	4%	7%z	1%	3%	8%	3%	4%	5%	4%
Morality/ Individual behaviour/ Lifestyle	<b>30</b>	15	3	12	3	14	-	13	2	6	18	13	34
	<b>3%</b>	3%	3%	3%	1%	5%	-	4%	2%	4%	5%	5%	3%
Privatisation	<b>30</b>	14	7	9	3	16	2	7	2	4	14	8	36
	<b>3%</b>	3%	6%	2%	1%	6%zf	4%	2%	1%	3%	3%	3%	4%
Nationalisation/ Government control of institutions	<b>27</b>	14	2	11	2	14	1	8	5	3	13	8	29
	<b>3%</b>	3%	1%	3%	1%	5%zf	1%	3%	4%	2%	3%	3%	3%
Population levels/ Overpopulation	<b>26</b>	7	4	15	12	5	1	6	2	4	10	3	31
	<b>3%</b>	2%	4%	3%	5%	2%	1%	2%	2%	3%	2%	1%	3%
Local government/ Council tax	<b>21</b>	10	*	10	5	10	-	6	4	2	11	6	28
	<b>2%</b>	2%	*	2%	2%	3%	-	2%	3%	1%	3%	2%	3%
Pound/Exchange rate/Value of pound	<b>21</b>	16	1	4	2	5	1	11	2	3	11	10	23
	<b>2%<sup>c</sup></b>	3% <sup>c</sup>	1%	1%	1%	2%	2%	4%	1%	2%	3%	3%	2%
Petrol prices/Fuel	<b>21</b>	8	7	5	7	7	-	5	-	4	8	8	21
	<b>2%</b>	2%	6%zac	1%	3%	3%	-	2%	-	3%	2%	3%	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  
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**What do you see as the main/other important issues facing Britain today?**  
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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Animal welfare	<b>21</b>	9	5	6	1	6	2	12	1	3	8	6	18
	<b>2%</b>	2%	5%	1%	*	2%	3%	4%	1%	2%	2%	2%	2%
Countryside/Rural life	<b>13</b>	5	5	3	2	6	1	4	2	-	9	3	13
	<b>1%</b>	1%	4% <sup>c</sup>	1%	1%	2%	2%	1%	2%	-	2%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b>	8	1	3	1	3	1	5	-	*	10	4	19
	<b>1%</b>	2%	1%	1%	*	1%	1%	1%	-	*	2% <sup>z</sup>	1%	2%
Trade unions/ Strikes	<b>12</b>	7	2	3	3	7	*	2	-	2	9	3	16
	<b>1%</b>	2%	1%	1%	1%	2%	1%	1%	-	1%	2% <sup>z</sup>	1%	2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>11</b>	2	2	6	1	4	-	4	2	3	2	2	10
	<b>1%</b>	*	2%	1%	*	1%	-	1%	1%	2%	1%	1%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>9</b>	8	-	1	-	8	-	1	-	-	3	1	5
	<b>1%<sup>c</sup></b>	2%	-	*	-	3% <sup>z</sup>	-	*	-	-	1%	*	*
AIDS	<b>7</b>	7	-	-	-	7	-	-	-	-	2	-	4
	<b>1%</b>	2% <sup>c</sup>	-	-	-	2% <sup>z</sup>	-	-	-	-	*	-	*
Northern Ireland	<b>5</b>	4	-	2	1	3	1	-	1	1	3	-	9
	<b>1%</b>	1%	-	*	*	1%	2%	-	1%	1%	1%	-	1%
Foot and mouth outbreak/Farming crisis	<b>3</b>	3	-	1	1	2	-	1	-	1	3	1	4
	<b>*</b>	1%	-	*	*	1%	-	*	-	*	1%	*	*
Median	<b>2</b>	3	2	2	2	3	3	2	2	3	3	3	2

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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1008</b>	421	107	480	246	310	72	302	136	142	400	259	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	465	111*	438	264	282	61*	318	129*	130*	404	278	1008
	<b>100%</b>	46%	11%*	43%	26%	28%	6%*	31%	13%*	13%*	40%	27%	99%
Other	<b>57</b>	18	13	25	9	26	8	8	10	5	25	17	63
	<b>6%</b>	4%	12%za	6%	4%	9%zf	13%zf	3%	8%	4%	6%	6%	6%
MEAN NUMBER OF MENTIONS	<b>3.58</b>	3.78	3.54	3.38	3.53	4.15z	3.81	3.05	3.12	3.76	4.17z	3.69	3.75
STANDARD ERROR	<b>0.08</b>	0.15	0.26	0.10	0.14	0.20	0.27	0.13	0.17	0.23	0.16	0.15	0.09
ERROR VARIANCE	<b>0.01</b>	0.02	0.07	0.01	0.02	0.04	0.07	0.02	0.03	0.05	0.03	0.02	0.01
Don't know	<b>111</b>	47	12	52	11	23	2	69	15	16	28	30	104
	<b>11%fn</b>	10%	11%	12%	4%	8%	3%	22%	12%	12%	7%	11%	10%
Personal finances (NET)	<b>274</b>	138	29	106	56	109	18	63	43	29	127	99	283
	<b>27%</b>	30%	26%	24%	21%	39%zf	29%	20%	34%	23%	31%z	36%	28%

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
National health service/Hospitals/ Healthcare	<b>562</b>	87	562	125	71	318	166	140	331	91	510	51	63	233	59	113	75	46	22	49	557
	55%gk	49%	100%zac	65%zat	49%	61%zat	80%zac	46%	59%g	62%g	58%zk	40%	60%	52%	58%	63%	60%	65%	45%	52%	55%
Common Market/ Brexit/EU/Europe/ Euro	<b>524</b>	95	318	104	71	524	97	145	298	82	478	46	63	240	60	99	68	38	13	58	526
	52%k	53%	57%zf	54%	50%	100%zab	47%	48%	53%	56%	54%zk	36%	61%z	53%	59%	55%	54%	54%	26%	62%	52%
Poverty/Inequality	<b>209</b>	57	125	45	32	99	67	69	104	36	192	17	23	94	35	35	23	16	5	27	226
	21%k	32%zbe	22%	23%	22%	19%	33%zbe	23%	18%	24%	22%	13%	22%	21%	34%zqr	19%	18%	23%	10%	29%	22%
Education/Schools	<b>207</b>	47	166	61	25	97	207	61	118	28	186	21	28	79	28	31	18	18	4	20	221
	20%	26%e	29%zet	31%zet	17%	18%	100%zab	20%	21%	19%	21%	16%	27% <sup>cet</sup> m	18%	28% <sup>r</sup>	17%	14%	25%	9%	21%	22%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>193</b>	35	125	193	43	104	61	82	92	19	165	28	19	76	15	39	20	21	5	38	192
	19%h	20%	22%z	100%zab	30%ze	20%	29%zab	27%zhi	16%	13%	19%	22%	18%	17%	14%	22% <sup>r</sup>	16%	29% <sup>p</sup>	11%	40% <sup>z</sup>	19%
Economy/Economic situation	<b>179</b>	179	87	35	27	95	47	56	102	21	155	23	15	112	31	27	25	5	2	25	188
	18%	100%zbc	16%	18%	19%	18%	23% <sup>b</sup>	19%	18%	14%	18%	18%	14%	25% <sup>z</sup>	30%zqs	15%	20%	8%	5%	27%	19%
Pollution/ Environment	<b>179</b>	43	115	33	27	104	54	65	93	21	168	11	24	81	37	26	24	3	11	17	199
	18%ks	24%z	21%z	17%	19%	20%	26% <sup>z</sup> c	22%	16%	14%	19%zk	9%	23%	18%	36%zqr	15% <sup>s</sup>	19% <sup>s</sup>	4%	22%	18%	20%
Housing	<b>169</b>	41	98	40	42	73	49	63	90	16	145	23	17	82	28	29	23	7	10	32	185
	17%	23%ze	17%e	21%e	29%zbe	14%	24%zbe	21%z	16%	11%	16%	18%	16%	18%	28%zqs	16%	18%	10%	20%	34%z	18%

Proportions/Means: 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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Immigration/ immigrants	<b>143</b>	27	71	43	143	71	25	55	69	19	122	21	13	63	12	26	18	9	49	94	129
	<b>14%</b>	15%	13%	22%zab	100%zab	14%	12%	18%z	12%	13%	14%	17%	13%	14%	12%	15%	14%	13%	100%	100%z	13%
Public services in general	<b>142</b>	37	102	31	18	73	53	49	66	27	132	10	18	65	20	25	18	11	2	16	141
	<b>14%hk</b>	20%ze	18%ze	16%	13%	14%	25%zbc	16%	12%	18%	15%k	8%	18%	15%	20%	14%	14%	16%	4%	17%	14%
Lack of faith in politics / politicians / government	<b>88</b>	26	47	22	17	42	22	26	52	11	82	6	11	42	22	13	10	4	3	15	100
	<b>9%</b>	14%zbe	8%	11%	12%	8%	10%	9%	9%	7%	9%	5%	11%	9%	22%zqrs	7%	8%	6%	5%	16%	10%
Unemployment/ Factory closure/ Lack of industry	<b>88</b>	25	54	24	20	54	20	21	59	8	80	8	6	40	11	15	6	11	3	18	85
	<b>9%</b>	14%z	10%	12%	14%	10%	10%	7%	10%	6%	9%	6%	6%	9%	11%	8%r	5%	15%r	5%	19%z	8%
Ageing population/ Social care for the elderly	<b>83</b>	25	62	19	18	40	32	26	46	11	77	6	10	33	18	24	21	4	3	15	103
	<b>8%</b>	14%ze	11%ze	10%	12%	8%	15%ze	9%	8%	7%	9%	5%	10%	7%	18%z	13%	17%z	6%	6%	16%z	10%
Drug abuse	<b>66</b>	10	31	33	16	32	19	37	27	2	52	14	6	31	5	10	4	6	5	11	72
	<b>6%h</b>	6%	6%	17%zab	11%b	6%	9%b	12%zhi	5%	2%	6%	11%	6%	7%	5%	6%	3%	9%	11%	12%	7%
Pensions/Social security/Benefits	<b>65</b>	21	43	13	19	35	24	21	33	11	64	1	9	27	7	11	6	6	6	13	68
	<b>6%k</b>	12%ze	8%	7%	13%ze	7%	12%ze	7%	6%	7%	7%k	1%	9%	6%	7%	6%	5%	9%	13%	14%z	7%
Transport/Public transport	<b>60</b>	17	44	19	13	37	17	18	34	9	57	3	6	25	14	15	8	9	6	7	65
	<b>6%</b>	10%	8%z	10%	9%	7%	8%	6%	6%	6%	6%	2%	6%	6%	13%z	9%	7%	13%	13%	7%	6%
Low pay/Minimum wage/Fair wages	<b>60</b>	27	45	24	22	29	24	23	34	3	55	4	5	31	10	12	9	3	-	22	66
	<b>6%</b>	15%zbe	8%ze	12%ze	15%zbe	5%	12%ze	8%	6%	2%	6%	3%	5%	7%	10%	7%	7%	4%	-	23%z	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

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Defence/Foreign affairs/ International terrorism	<b>55</b> 5%	13 7%	41 7%z	29 15%zab	16 11%z	34 6%	19 9%z	16 5%	32 6%	7 5%	49 6%	6 5%	4 4%	28 6%	10 9%	7 4%	7 5%	1 2%	3 7%	12 13%z	58 6%
Race relations	<b>43</b> 4%j	15 8%zbe	22 4%	10 5%	10 7%	16 3%	14 7%e	20 7%z	20 4%	2 2%	28 3%	15 11%z	4 4%	26 6%	13 13%zqr	6 4%	5 4%	4 5%	2 4%	8 8%	50 5%
Taxation	<b>42</b> 4%h	12 7%e	22 4%	13 6%	13 9%zbe	16 3%	12 6%	21 7%zh	14 3%	6 4%	32 4%	10 8%	4 4%	23 5%	9 8%z	10 6%	9 7%	1 2%	4 9%	8 9%	39 4%
Inflation/Prices	<b>42</b> 4%bj	15 9%zbe	12 2%	12 6%b	25 17%zabc	14 3%	8 4%	23 7%zhi	18 3%	1 1%	29 3%	13 10%z	2 2%	22 5%	3 3%	4 2%	2 2%	1 2%	8 16%	17 18%z	38 4%
Morality/ Individual behaviour/ Lifestyle	<b>30</b> 3%j	11 6%ze	19 3%	19 10%zbe	8 6%	14 3%	13 6%ze	17 6%zh	13 2%	1 1%	21 2%	9 7%z	3 2%	13 3%	3 3%	4 2%	4 3%	- -	- -	8 8%z	34 3%
Privatisation	<b>30</b> 3%h	10 5%	18 3%	7 4%	9 6%	16 3%	14 7%zbe	17 6%zh	10 2%	3 2%	24 3%	6 5%	6 6%	12 3%	6 6%	3 1%	3 2%	- -	2 4%	7 7%	36 4%
Nationalisation/ Government control of institutions	<b>27</b> 3%	5 3%	14 3%	6 3%	5 3%	14 3%	11 5%zb	8 2%	17 3%	2 1%	26 3%	1 1%	1 1%	14 3%	6 6%z	8 4%r	2 2%	7 10%zr	1 1%	4 5%	29 3%
Population levels/ Overpopulation	<b>26</b> 3%	8 4%	23 4%z	15 8%ze	12 8%ze	18 3%	9 5%	12 4%	11 2%	3 2%	24 3%	2 2%	2 2%	9 2%	7 7%z	9 5%	8 6%z	1 1%	3 7%	9 9%z	31 3%
Local government/ Council tax	<b>21</b> 2%j	7 4%b	9 2%	11 5%zbe	5 4%	8 2%	9 4%zbe	9 3%	10 2%	1 1%	14 2%	7 6%z	4 4%	6 1%	2 2%	1 1%	* *	1 1%	- -	5 5%	28 3%

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Pound/Exchange rate/Value of pound	<b>21</b> <b>2%</b>	8 4%b	7 1%	4 2%	3 2%	10 2%	10 5%zbe	4 1%	14 2%	3 2%	17 2%	4 3%	5 5%z	11 2%	5 5%z	4 2%	3 3%	4 5%	-	3 3%	23 2%
Petrol prices/Fuel	<b>21</b> <b>2%j</b>	6 4%	11 2%	10 5%zbe	9 6%zbe	9 2%	10 5%zbe	6 2%	11 2%	4 2%	13 1%	7 6%zj	6 6%zm	8 2%	4 3%	3 2%	3 3%	-	2 4%	7 8%z	21 2%
Animal welfare	<b>21</b> <b>2%e</b>	11 6%zbe	9 2%	6 3%	2 2%	4 1%	9 4%zbe	8 3%	9 2%	3 2%	17 2%	4 3%	1 1%	13 3%	2 2%	2 1%	-	2 3%	1 1%	2 2%	18 2%
Countryside/Rural life	<b>13</b> <b>1%</b>	4 2%	7 1%	4 2%	5 4%z	8 1%	7 3%zb	4 1%	5 1%	4 3%	11 1%	2 2%	1 1%	7 2%	3 3%	1 *	1 1%	1 1%	-	5 6%z	13 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b> <b>1%</b>	5 3%	6 1%	2 1%	2 2%	10 2%	4 2%	4 1%	3 1%	5 3%	12 1%	-	4 4%z	6 1%	2 2%	1 1%	1 *	* *	-	2 2%	19 2%
Trade unions/ Strikes	<b>12</b> <b>1%</b>	5 3%	8 1%	6 3%	5 3%	5 1%	6 3%ze	3 1%	6 1%	3 2%	12 1%	* *	* *	7 2%	1 1%	2 1%	1 1%	* *	-	5 5%z	16 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>11</b> <b>1%</b>	3 2%	4 1%	6 3%be	2 2%	3 1%	4 2%	7 2%	4 1%	-	9 1%	2 1%	* *	4 1%	1 1%	-	-	-	-	2 2%	10 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>9</b> <b>1%b</b>	2 1%	2 *	2 1%	3 2%be	2 *	2 1%	2 1%	7 1%	-	7 1%	2 1%	-	8 2%	1 1%	-	-	-	-	3 3%z	5 *
AIDS	<b>7</b> <b>1%</b>	2 1%	2 *	2 1%	2 1%	2 *	2 1%	1 *	6 1%	-	7 1%	-	-	7 2%	1 1%	1 *	1 *	-	-	2 2%	4 *

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	188	557	192	129	526	221	341	543	124	836	169	172	345	125	180	129	65	42	87	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	179	562	193	143*	524	207	302	565	148*	886	127	104	450	102*	180*	124*	71*	49**	94*	1008
	<b>100%</b>	18%	55%	19%	14%*	52%	20%	30%	56%	15%*	87%	12%	10%	44%	10%*	18%*	12%*	7%*	5%**	9%*	99%
Northern Ireland	<b>5</b> <b>1%</b>	3 2%	5 1%	3 1%	2 2%	5 1%	4 2%z	1 *	3 1%	1 1%	5 1%	* *	1 1%	3 1%	2 2%	* *	* *	- -	- -	2 3%z	9 1%
Foot and mouth outbreak/Farming crisis	<b>3</b> <b>*</b>	2 1%	2 *	2 1%	2 1%	2 *	2 1%	1 *	1 *	1 1%	3 *	- -	- -	3 1%	1 1%	- -	- -	- -	- -	2 2%	4 *
Median	<b>2</b>	4	3	4	4	3	4	3	2	2	2	2	3	3	4	2	2	3	3	5	2
Other	<b>57</b> 6%t	13 7%t	28 5%t	6 3%	1 1%	33 6%t	14 7%t	21 7%	27 5%	9 6%	51 6%	5 4%	4 4%	24 5%	12 12%z	11 6%	9 7%	4 5%	- -	1 1%	63 6%
MEAN NUMBER OF MENTIONS	<b>3.58</b>	5.39zb e	4.24z	5.41zb e	5.36zb e	3.99z	5.64zb e	3.97zh	3.44	3.34	3.63	3.23	3.83	3.67	4.96zq rs	3.55	3.53	3.52	3.59	6.27z	3.75
STANDARD ERROR	<b>0.08</b>	0.34	0.13	0.30	0.42	0.14	0.29	0.17	0.11	0.18	0.10	0.15	0.19	0.16	0.35	0.16	0.21	0.20	0.30	0.59	0.09
ERROR VARIANCE	<b>0.01</b>	0.12	0.02	0.09	0.17	0.02	0.09	0.03	0.01	0.03	0.01	0.02	0.04	0.03	0.12	0.03	0.04	0.04	0.09	0.34	0.01
Don't know	<b>111</b> 11%abce ftjppqw	6 3%	18 3%	6 3%	1 1%	21 4%	3 1%	37 12%	56 10%	18 12%	87 10%	24 19%zj	7 7%	42 9%	1 1%	10 5%	6 5%	4 5%	1 2%	- -	104 10%
Personal finances (NET)	<b>274</b> 27%e	75 42%zbe	158 28%e	66 34%e	63 44%zbe	117 22%	78 37%zbe	93 31%	139 25%	42 29%	235 27%	38 30%	31 30%	128 28%	41 40%zqr	46 25%	32 26%	17 24%	14 29%	49 52%z	283 28%

Proportions/Means: 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  
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**ISSUES INDEX DECEMBER 2019 (PUBLIC - FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	211	113	198	96	243	147	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	170	135*	198	134*	190	189*	1008
	<b>100%</b>	17%	13%*	19%	13%*	19%	19%*	99%
National health service/Hospitals/Healthcare	<b>562</b> 55%ab	80 47%	55 41%	124 63%ab	75 56%	123 65%za	105 56%	557 55%
Common Market/Brexit/EU/Europe/Euro	<b>524</b> 52%b	95 56%b	44 33%	111 56%b	57 42%	125 66%zb	92 49%b	526 52%
Poverty/Inequality	<b>209</b> 21%	33 19%	26 19%	60 30%za	35 26%	31 16%	25 13%	226 22%
Education/Schools	<b>207</b> 20%	36 21%	22 16%	61 31%zb	26 20%	36 19%	26 14%	221 22%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>193</b> 19%	24 14%	27 20%	44 22%	27 20%	36 19%	36 19%	192 19%
Economy/Economic situation	<b>179</b> 18%f	36 21%f	29 22%f	42 21%f	23 17%	35 18%f	15 8%	188 19%
Pollution/ Environment	<b>179</b> 18%f	39 23%zb	14 10%	52 27%zb	19 14%	42 22%bf	13 7%	199 20%
Housing	<b>169</b> 17%f	32 19%f	27 20%	39 20%f	26 19%	29 15%	17 9%	185 18%
Immigration/ immigrants	<b>143</b> 14%a	16 9%	24 18%	19 10%	25 19%	31 17%a	27 14%	129 13%
Public services in general	<b>142</b> 14%	21 12%	15 11%	37 19%	17 13%	25 13%	27 14%	141 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 29th December 2019  
 Number of sample points : 186  
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**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	211	113	198	96	243	147	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	170	135*	198	134*	190	189*	1008
	<b>100%</b>	17%	13%*	19%	13%*	19%	19%*	99%
Lack of faith in politics / politicians / government	<b>88</b> 9%	14 8%	12 9%	21 10%	7 5%	22 12%	12 6%	100 10%
Unemployment/ Factory closure/ Lack of industry	<b>88</b> 9%	18 10%	10 8%	24 12%	11 8%	13 7%	13 7%	85 8%
Ageing population/ Social care for the elderly	<b>83</b> 8%	13 7%	6 5%	22 11%	7 5%	22 12%	14 7%	103 10%
Drug abuse	<b>66</b> 6%	9 5%	15 11%	13 7%	10 7%	10 5%	9 5%	72 7%
Pensions/Social security/Benefits	<b>65</b> 6%	7 4%	7 5%	21 11%z	10 8%	9 5%	11 6%	68 7%
Transport/Public transport	<b>60</b> 6%	13 7%	2 2%	14 7%	2 1%	19 10%zbd	10 5%	65 6%
Low pay/Minimum wage/Fair wages	<b>60</b> 6%	9 5%	13 10%	11 6%	12 9%	9 5%	5 3%	66 7%
Defence/Foreign affairs/ International terrorism	<b>55</b> 5%	6 3%	7 5%	13 6%	5 3%	19 10%zaf	6 3%	58 6%
Race relations	<b>43</b> 4%	12 7%f	10 7%f	12 6%f	2 2%	5 3%	1 1%	50 5%
Taxation	<b>42</b> 4%	11 7%	8 6%	9 4%	3 2%	5 3%	7 3%	39 4%

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 : 6th - 29th December 2019  
 Number of sample points : 186  
 Source : Ipsos MORI (JN Q218)

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

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1008</b>	211	113	198	96	243	147	1008
<b>WEIGHTED BASE</b>	<b>1015</b>	170	135*	198	134*	190	189*	1008
	<b>100%</b>	17%	13%*	19%	13%*	19%	19%*	99%
Inflation/Prices	<b>42</b> 4% <sup>e</sup>	5 3%	15 11% <sup>zac</sup> ef	8 4%	5 4%	2 1%	6 3%	38 4%
Morality/ Individual behaviour/ Lifestyle	<b>30</b> 3%	4 2%	6 4%	11 5%	* *	8 4%	2 1%	34 3%
Privatisation	<b>30</b> 3%	10 6% <sup>zef</sup>	6 4%	5 3%	4 3%	3 1%	2 1%	36 4%
Nationalisation/ Government control of institutions	<b>27</b> 3%	5 3%	1 1%	5 2%	7 5%	3 2%	6 3%	29 3%
Population levels/ Overpopulation	<b>26</b> 3%	2 1%	2 1%	8 4%	- -	12 6% <sup>zad</sup>	3 2%	31 3%
Local government/ Council tax	<b>21</b> 2%	5 3%	7 5% <sup>ze</sup>	5 2%	- -	2 1%	2 1%	28 3%
Pound/Exchange rate/Value of pound	<b>21</b> 2%	3 2%	9 7% <sup>zef</sup>	4 2%	2 2%	1 1%	2 1%	23 2%
Petrol prices/Fuel	<b>21</b> 2%	1 1%	4 3%	3 2%	8 6% <sup>za</sup>	2 1%	2 1%	21 2%
Animal welfare	<b>21</b> 2%	5 3%	8 6% <sup>zef</sup>	5 3%	* *	1 1%	1 *	18 2%
Countryside/Rural life	<b>13</b> 1%	3 2%	3 2%	3 1%	- -	3 2%	1 *	13 1%

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	<b>100%</b>	17%	13%*	19%	13%*	19%	19%*	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b> <b>1%</b>	2 1%	* *	6 3%	1 1%	2 1%	1 *	19 2%
Trade unions/ Strikes	<b>12</b> <b>1%</b>	1 1%	2 1%	6 3%	1 1%	1 *	1 1%	16 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>11</b> <b>1%</b>	2 1%	1 1%	3 2%	- -	- -	5 3%	10 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>9</b> <b>1%</b>	1 *	2 2%	1 1%	5 4%ze	- -	- -	5 *
AIDS	<b>7</b> <b>1%</b>	1 *	- -	1 1%	6 4%ze	- -	- -	4 *
Northern Ireland	<b>5</b> <b>1%</b>	2 1%	- -	2 1%	- -	2 1%	- -	9 1%
Foot and mouth outbreak/Farming crisis	<b>3</b> <b>*</b>	1 1%	- -	2 1%	- -	- -	- -	4 *
Median	<b>2</b>	2	2	3	2	3	2	2
Other	<b>57</b> <b>6%</b>	10 6%	5 4%	19 9%zdf	1 1%	18 10%zdf	4 2%	63 6%
MEAN NUMBER OF MENTIONS	3.58f	3.59f	3.41	4.34z df	3.36	3.78f	2.87	3.75
STANDARD ERROR	<b>0.08</b>	0.23	0.23	0.26	0.19	0.14	0.12	0.09

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	<b>100%</b>	17%	13%*	19%	13%*	19%	19%*	99%
ERROR VARIANCE	<b>0.01</b>	0.05	0.05	0.07	0.04	0.02	0.01	0.01
Don't know	<b>111</b>	23	17	14	12	11	34	104
	11%e	14%e	13%	7%	9%	6%	18%zc	10%
Personal finances (NET)	<b>274</b>	40	45	68	52	37	32	283
	27%ef	24%	33%ef	34%ze	39%za	19%	17%	28%

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