

**ISSUES INDEX JANUARY 2020 (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>954</b>  | 474      | 480         | 134       | 126       | 131       | 123       | 147       | 293     | 260       | 254       | 440     | 391       | 563          | 265    | 319    | 178    | 192    | 584      | 370         | 954      |
| <b>WEIGHTED BASE</b>  | <b>978</b>  | 482      | 496         | 132       | 166*      | 153*      | 158*      | 146*      | 222     | 298       | 312       | 368     | 451       | 526          | 255    | 290    | 206    | 226    | 545      | 432         | 954      |
|   | <b>100%</b> | 49%      | 51%         | 13%       | 17%*      | 16%*      | 16%*      | 15%*      | 23%     | 30%       | 32%       | 38%     | 46%       | 54%          | 26%    | 30%    | 21%    | 23%    | 56%      | 44%         | 98%      |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>298</b>  | 157      | 141         | 36        | 46        | 52        | 41        | 49        | 74      | 82        | 93        | 123     | 134       | 165          | 97     | 92     | 65     | 45     | 188      | 110         | 304      |
|   | 31%oq       | 33%      | 28%         | 27%       | 28%       | 34%       | 26%       | 33%       | 33%     | 27%       | 30%       | 33%     | 30%       | 31%          | 38%zo  | 32%o   | 32%oq  | 20%    | 35%zo    | 25%o        | 32%      |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>142</b>  | 53       | 89          | 19        | 23        | 19        | 30        | 14        | 36      | 43        | 49        | 50      | 62        | 80           | 26     | 40     | 29     | 47     | 66       | 76          | 140      |
|   | 15%al       | 11%      | 18%za       | 15%       | 14%       | 13%       | 19%       | 10%       | 16%k    | 14%       | 16%       | 14%     | 14%       | 15%          | 10%    | 14%    | 14%    | 21%zl  | 12%      | 18%l        | 15%      |
| Pollution/<br>Environment   | <b>88</b>   | 42       | 46          | 13        | 10        | 8         | 13        | 17        | 26      | 24        | 21        | 44      | 31        | 57           | 39     | 32     | 10     | 7      | 71       | 17          | 96       |
|   | 9%oq        | 9%       | 9%          | 10%       | 6%        | 5%        | 8%        | 12%       | 12%     | 8%        | 7%        | 12%ze   | 7%        | 11%          | 15%zn  | 11%oq  | 5%     | 3%     | 13%zno   | 4%          | 10%      |
| Poverty/Inequality  | <b>52</b>   | 15       | 37          | 15        | 10        | 7         | 7         | 5         | 7       | 26        | 14        | 12      | 33        | 19           | 19     | 14     | 5      | 14     | 32       | 19          | 53       |
|   | 5%ak        | 3%       | 7%za        | 12%zgh    | 6%        | 5%        | 4%        | 4%        | 3%      | 9%zhk     | 4%        | 3%      | 7%        | 4%           | 7%     | 5%     | 3%     | 6%     | 6%       | 4%          | 6%       |
| Immigration/<br>immigrants  | <b>46</b>   | 19       | 27          | 3         | 10        | 10        | 1         | 13        | 9       | 12        | 11        | 22      | 23        | 23           | 3      | 17     | 6      | 19     | 21       | 25          | 36       |
|   | 5%fl        | 4%       | 5%          | 2%        | 6%        | 7%fj      | 1%        | 9%cf      | 4%      | 4%        | 4%f       | 6%fh    | 5%        | 4%           | 1%     | 6%lp   | 3%     | 8%l    | 4%l      | 6%l         | 4%       |
| Housing   | <b>34</b>   | 21       | 13          | 6         | 10        | 7         | 3         | 5         | 3       | 16        | 10        | 8       | 23        | 11           | 3      | 10     | 10     | 11     | 13       | 21          | 26       |
|   | 3%lp        | 4%       | 3%          | 4%        | 6%        | 5%        | 2%        | 3%        | 2%      | 5%        | 3%        | 2%      | 5%        | 2%           | 1%     | 4%     | 5%l    | 5%     | 2%       | 5%l         | 3%       |
| Economy/Economic<br>situation   | <b>32</b>   | 23       | 10          | 3         | 6         | 8         | 11        | 2         | 4       | 8         | 18        | 6       | 16        | 16           | 9      | 9      | 9      | 6      | 18       | 15          | 31       |
|   | 3%bk        | 5%       | 2%          | 2%        | 3%        | 5%        | 7%hk      | 1%        | 2%      | 3%        | 6%zhk     | 2%      | 4%        | 3%           | 3%     | 3%     | 4%     | 2%     | 3%       | 3%          | 3%       |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b>   | 14       | 16          | 5         | -         | 5         | 5         | 10        | 5       | 5         | 10        | 15      | 10        | 20           | 2      | 9      | 12     | 6      | 12       | 18          | 29       |
|   | 3%lp        | 3%       | 3%          | 4%di      | -         | 3%        | 3%        | 7%zdi     | 2%      | 2%        | 3%        | 4%dh    | 2%        | 4%           | 1%     | 3%     | 6%lp   | 3%     | 2%       | 4%l         | 3%       |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>25</b>   | 16       | 8           | 4         | 2         | 5         | 8         | 3         | 3       | 6         | 13        | 6       | 11        | 14           | 8      | 9      | 5      | 3      | 17       | 8           | 25       |
|   | <b>3%</b>   | 3%       | 2%          | 3%        | 1%        | 3%        | 5%        | 2%        | 1%      | 2%        | 4%        | 2%      | 2%        | 3%           | 3%     | 3%     | 2%     | 1%     | 3%       | 2%          | 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 : 10th - 21st January 2020  
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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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|   | SEX                    |             | AGE                |              |              |              |              |              |            |              |              |            |              | SOCIAL GRADE |           |           |            |           |             | UNWTD<br>TOTAL |             |
|---|------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|--------------|-----------|-----------|------------|-----------|-------------|----------------|-------------|
|   | TOTAL<br>(z)           | 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>954</b>             | 474         | 480                | 134          | 126          | 131          | 123          | 147          | 293        | 260          | 254          | 440        | 391          | 563          | 265       | 319       | 178        | 192       | 584         | 370            | 954         |
| <b>WEIGHTED BASE</b>                                      | <b>978</b>             | 482         | 496                | 132          | 166*         | 153*         | 158*         | 146*         | 222        | 298          | 312          | 368        | 451          | 526          | 255       | 290       | 206        | 226       | 545         | 432            | 954         |
|   | <b>100%</b>            | 49%         | 51%                | 13%          | 17%*         | 16%*         | 16%*         | 15%*         | 23%        | 30%          | 32%          | 38%        | 46%          | 54%          | 26%       | 30%       | 21%        | 23%       | 56%         | 44%            | 98%         |
| Ageing population/<br>Social care for<br>the elderly      | <b>20</b><br><b>2%</b> | 13<br>3%    | 7<br>1%            | -<br>-       | 7<br>4%      | 5<br>4%      | 2<br>1%      | 3<br>2%      | 3<br>2%    | 7<br>2%      | 7<br>2%      | 6<br>2%    | 12<br>3%     | 8<br>2%      | 8<br>3%   | 5<br>2%   | 2<br>1%    | 6<br>3%   | 12<br>2%    | 8<br>2%        | 17<br>2%    |
| Public services in<br>general                             | <b>14</b><br><b>1%</b> | 5<br>1%     | 9<br>2%            | 1<br>1%      | 3<br>2%      | 3<br>2%      | 4<br>2%      | 1<br>1%      | 2<br>1%    | 5<br>2%      | 6<br>2%      | 4<br>1%    | 7<br>2%      | 7<br>1%      | 4<br>1%   | 7<br>3%   | -<br>-     | 3<br>1%   | 11<br>2%    | 3<br>1%        | 15<br>2%    |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>12</b><br><b>1%</b> | 9<br>2%     | 3<br>1%            | 1<br>1%      | *<br>*       | 1<br>1%      | 2<br>1%      | 1<br>1%      | 7<br>3%zi  | 1<br>*       | 3<br>1%      | 8<br>2%    | 2<br>1%      | 10<br>2%     | 3<br>1%   | 2<br>1%   | 2<br>1%    | 5<br>2%   | 6<br>1%     | 7<br>2%        | 14<br>1%    |
| Pensions/Social<br>security/Benefits                      | <b>12</b><br>1%p       | 5<br>1%     | 7<br>1%            | -<br>-       | 2<br>1%      | 2<br>1%      | 4<br>3%      | 2<br>1%      | 3<br>1%    | 2<br>1%      | 6<br>2%      | 5<br>1%    | 4<br>1%      | 9<br>2%      | 2<br>1%   | 2<br>1%   | 8<br>4%zmp | 1<br>*    | 4<br>1%     | 9<br>2%o       | 8<br>1%     |
| Population levels/<br>Overpopulation                      | <b>9</b><br><b>1%</b>  | 1<br>*      | 7<br>1%            | -<br>-       | 3<br>2%      | 2<br>2%      | -<br>-       | 1<br>1%      | 3<br>1%    | 3<br>1%      | 2<br>1%      | 3<br>1%    | 5<br>1%      | 3<br>1%      | 3<br>1%   | 4<br>1%   | 1<br>*     | 1<br>1%   | 6<br>1%     | 2<br>*         | 8<br>1%     |
| Taxation  | <b>9</b><br>1%b        | 7<br>2%     | 1<br>*             | 1<br>1%      | 6<br>4%zhj   | 1<br>*       | -<br>-       | 1<br>*       | 1<br>*     | 7<br>2%zck   | 1<br>*       | 1<br>*     | 8<br>2%      | 1<br>*       | 2<br>1%   | 2<br>1%   | 4<br>2%    | 1<br>1%   | 4<br>1%     | 5<br>1%        | 9<br>1%     |
| Unemployment/<br>Factory closure/<br>Lack of industry     | <b>8</b><br>1%p        | 5<br>1%     | 3<br>1%            | 3<br>2%h     | -<br>-       | 1<br>1%      | 2<br>1%      | 2<br>1%      | *<br>*     | 3<br>1%      | 3<br>1%      | 2<br>1%    | 4<br>1%      | 4<br>1%      | 1<br>1%   | 1<br>*    | 1<br>*     | 6<br>2%p  | 2<br>*      | 6<br>1%        | 10<br>1%    |
| Education/Schools   | <b>8</b><br><b>1%</b>  | 5<br>1%     | 3<br>1%            | 1<br>1%      | 4<br>2%      | 1<br>*       | 1<br>1%      | 1<br>1%      | 1<br>*     | 5<br>2%      | 2<br>1%      | 2<br>1%    | 5<br>1%      | 3<br>1%      | 4<br>2%   | 3<br>1%   | 1<br>1%    | -<br>-    | 7<br>1%     | 1<br>*         | 7<br>1%     |
| Low pay/Minimum<br>wage/Fair wages                        | <b>8</b><br><b>1%</b>  | 6<br>1%     | 1<br>*             | 3<br>2%      | 1<br>1%      | 1<br>1%      | 1<br>*       | 2<br>1%      | 1<br>*     | 4<br>1%      | 1<br>*       | 3<br>1%    | 5<br>1%      | 3<br>1%      | -<br>-    | 2<br>1%   | 5<br>3%zlp | *<br>*    | 2<br>*      | 5<br>1%        | 7<br>1%     |
| Drug abuse  | <b>6</b><br><b>1%</b>  | 2<br>1%     | 4<br>1%            | 1<br>1%      | 3<br>2%      | *<br>*       | 1<br>1%      | 1<br>1%      | -<br>-     | 4<br>1%      | 1<br>*       | 1<br>*     | 5<br>1%      | 2<br>*       | 1<br>*    | 3<br>1%   | 1<br>*     | 2<br>1%   | 4<br>1%     | 3<br>1%        | 7<br>1%     |
| Inflation/Prices  | <b>5</b><br><b>1%</b>  | 4<br>1%     | 1<br>*             | 1<br>*       | -<br>-       | 2<br>2%      | -<br>-       | -<br>-       | 2<br>1%    | 1<br>*       | 2<br>1%      | 2<br>1%    | 3<br>1%      | 2<br>*       | 3<br>1%   | 1<br>*    | 1<br>1%    | -<br>-    | 4<br>1%     | 1<br>*         | 4<br>*      |

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|  | SEX        |            | AGE         |             |             |             |             |            |            |            |            |            |            | SOCIAL GRADE |            |            |            |            |            | UNWTD TOTAL |          |
|--|------------|------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|-------------|----------|
|  | TOTAL (z)  | MALE (a)   | FE-MALE (b) | 18-24 (c)   | 25-34 (d)   | 35-44 (e)   | 45-54 (f)   | 55-64 (g)  | 65+ (h)    | 18-34 (i)  | 35-54 (j)  | 55+ (k)    | 18-44 (u)  | 45+ (v)      | AB (l)     | C1 (m)     | C2 (n)     | DE (o)     | ABC1 (p)   |             | C2DE (q) |
| <b>UNWEIGHTED BASE</b>                                   | <b>954</b> | 474        | 480         | 134         | 126         | 131         | 123         | 147        | 293        | 260        | 254        | 440        | 391        | 563          | 265        | 319        | 178        | 192        | 584        | 370         | 954      |
| <b>WEIGHTED BASE</b>                                     | <b>978</b> | 482        | 496         | 132         | 166*        | 153*        | 158*        | 146*       | 222        | 298        | 312        | 368        | 451        | 526          | 255        | 290        | 206        | 226        | 545        | 432         | 954      |
| <b>100%</b>  | <b>49%</b> | <b>51%</b> | <b>13%</b>  | <b>17%*</b> | <b>16%*</b> | <b>16%*</b> | <b>15%*</b> | <b>23%</b> | <b>30%</b> | <b>32%</b> | <b>38%</b> | <b>46%</b> | <b>54%</b> | <b>26%</b>   | <b>30%</b> | <b>21%</b> | <b>23%</b> | <b>56%</b> | <b>44%</b> | <b>98%</b>  |          |
| Transport/Public transport                               | 5          | 5          | -           | -           | -           | 1           | 4           | -          | *          | -          | 4          | *          | 1          | 4            | 4          | 1          | -          | *          | 4          | *           | 3        |
|  | *          | 1%         | -           | -           | -           | 1%          | 2%z         | -          | *          | -          | 1%         | *          | *          | 1%           | 1%         | *          | -          | *          | 1%         | *           | *        |
| Morality/Individual behaviour/Lifestyle                  | 5          | 2          | 3           | -           | -           | -           | *           | 3          | 1          | -          | *          | 4          | -          | 5            | 3          | 2          | -          | -          | 5          | -           | 6        |
|  | *          | *          | 1%          | -           | -           | -           | *           | 2%         | 1%         | -          | *          | 1%         | -          | 1%           | 1%         | 1%         | -          | -          | 1%         | -           | 1%       |
| Race relations   | 5          | 4          | 1           | -           | 1           | 1           | -           | 1          | 2          | 1          | 1          | 3          | 2          | 3            | -          | 2          | 2          | 1          | 2          | 3           | 4        |
|  | *          | 1%         | *           | -           | *           | 1%          | -           | 1%         | 1%         | *          | *          | 1%         | *          | 1%           | -          | 1%         | 1%         | *          | *          | 1%          | *        |
| Countryside/Rural life                                   | 4          | 1          | 2           | -           | 2           | -           | 1           | -          | -          | 2          | 1          | -          | 2          | 1            | -          | 1          | -          | 2          | 1          | 2           | 2        |
|  | *          | *          | *           | -           | 1%          | -           | 1%          | -          | -          | 1%         | *          | -          | *          | *            | -          | *          | -          | 1%         | *          | *           | 1%       |
| Local government/Council tax                             | 2          | 2          | -           | -           | -           | -           | -           | 1          | 1          | -          | -          | 2          | -          | 2            | -          | 1          | -          | 1          | 1          | 1           | 2        |
|  | *          | *          | -           | -           | -           | -           | -           | 1%         | 1%         | -          | -          | 1%         | -          | *            | -          | *          | -          | 1%         | *          | *           | *        |
| Privatisation  | 1          | 1          | 1           | -           | -           | -           | 1           | -          | -          | -          | 1          | -          | -          | 1            | 1          | 1          | -          | -          | 1          | -           | 2        |
|  | *          | *          | *           | -           | -           | -           | 1%          | -          | -          | -          | *          | -          | -          | *            | *          | *          | -          | -          | *          | -           | *        |
| AIDS   | 1          | 1          | -           | 1           | -           | -           | -           | -          | -          | 1          | -          | -          | 1          | -            | -          | 1          | -          | -          | 1          | -           | 1        |
|  | *          | *          | -           | 1%          | -           | -           | -           | -          | -          | *          | -          | -          | *          | -            | -          | *          | -          | -          | *          | -           | *        |
| Animal welfare   | 1          | -          | 1           | 1           | -           | -           | -           | -          | -          | 1          | -          | -          | 1          | -            | -          | 1          | -          | -          | 1          | -           | 1        |
|  | *          | -          | *           | 1%          | -           | -           | -           | -          | -          | *          | -          | -          | *          | -            | -          | *          | -          | -          | *          | -           | *        |
| Median   | 1          | 1          | 1           | 1           | 1           | 1           | 1           | 1          | 1          | 1          | 1          | 1          | 1          | 1            | 1          | 1          | 1          | 1          | 1          | 1           | 1        |
| Scottish/Welsh assembly/Devolution/Constitutional reform | 1          | 1          | -           | -           | -           | *           | -           | *          | -          | -          | *          | *          | *          | *            | *          | -          | *          | -          | *          | *           | 2        |
|  | *          | *          | -           | -           | -           | *           | -           | *          | -          | -          | *          | *          | *          | *            | *          | -          | *          | -          | *          | *           | *        |
| Bird flu/Pandemic flu/Swine flu/Ebola                    | *          | *          | -           | -           | -           | -           | -           | *          | -          | -          | *          | -          | *          | *            | -          | *          | -          | -          | *          | -           | 1        |
|  | *          | *          | -           | -           | -           | -           | -           | *          | -          | -          | *          | -          | *          | *            | -          | *          | -          | -          | *          | -           | *        |

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|   | <b>100%</b> | 49%      | 51%         | 13%       | 17%*      | 16%*      | 16%*      | 15%*      | 23%     | 30%       | 32%       | 38%     | 46%       | 54%          | 26%    | 30%    | 21%    | 23%    | 56%      | 44%         | 98%      |
| Nationalisation/<br>Government control<br>of institutions | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Northern Ireland  | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Pound/Exchange<br>rate/Value of<br>pound                  | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Trade unions/<br>Strikes                                  | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Foot and mouth<br>outbreak/Farming<br>crisis              | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -        | -           | -        |
| Other   | <b>21</b>   | 12       | 9           | 4         | 1         | 2         | 4         | 1         | 9       | 5         | 6         | 9       | 7         | 14           | 6      | 5      | 6      | 4      | 11       | 10          | 20       |
|   | <b>2%</b>   | 2%       | 2%          | 3%        | 1%        | 1%        | 3%        | *         | 4%zk    | 2%        | 2%        | 3%      | 2%        | 3%           | 2%     | 2%     | 3%     | 2%     | 2%       | 2%          | 2%       |
| MEAN NUMBER OF<br>MENTIONS                                | <b>1.00</b> | 1.00     | 1.00        | 1.00      | 1.01      | 1.00      | 1.00      | 1.00      | 1.00    | 1.01      | 1.00      | 1.00    | 1.00      | 1.00         | 1.00   | 1.00   | 1.01   | 1.00   | 1.00     | 1.00        | 1.00     |
| STANDARD ERROR  | *           | *        | 0.00        | 0.00      | 0.01      | 0.00      | 0.00      | 0.00      | 0.00    | 0.01      | 0.00      | 0.00    | *         | 0.00         | 0.00   | 0.00   | 0.01   | 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>75</b>   | 30       | 45          | 9         | 19        | 10        | 13        | 9         | 16      | 28        | 22        | 25      | 37        | 38           | 5      | 12     | 22     | 36     | 18       | 58          | 65       |
|   | 8%lmp       | 6%       | 9%          | 7%        | 11%       | 6%        | 8%        | 6%        | 7%      | 9%        | 7%        | 7%      | 8%        | 7%           | 2%     | 4%     | 11%lm  | 16%zlm | 3%       | 13%zlm      | 7%       |
|   |             |          |             |           |           |           |           |           |         |           |           |         |           |              |        |        | p      | 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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>  | 474      | 480         | 134       | 126       | 131       | 123       | 147       | 293     | 260       | 254       | 440     | 391       | 563          | 265    | 319    | 178    | 192    | 584         | 370      | 954      |
| <b>WEIGHTED BASE</b>    | <b>978</b>  | 482      | 496         | 132       | 166*      | 153*      | 158*      | 146*      | 222     | 298       | 312       | 368     | 451       | 526          | 255    | 290    | 206    | 226    | 545         | 432      | 954      |
|                         | <b>100%</b> | 49%      | 51%         | 13%       | 17%*      | 16%*      | 16%*      | 15%*      | 23%     | 30%       | 32%       | 38%     | 46%       | 54%          | 26%    | 30%    | 21%    | 23%    | 56%         | 44%      | 98%      |
| Personal finances (NET) | <b>65</b>   | 25       | 40          | 19        | 11        | 10        | 7         | 7         | 10      | 30        | 18        | 17      | 40        | 25           | 22     | 17     | 12     | 14     | 39          | 26       | 64       |
|                         | <b>7%</b>   | 5%       | 8%          | 14%zfg    | 7%        | 7%        | 5%        | 5%        | 5%      | 10%zhk    | 6%        | 5%      | 9%        | 5%           | 9%     | 6%     | 6%     | 6%     | 7%          | 6%       | 7%       |
| Petrol prices/Fuel      | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -           | -        | -        |
|                         | -           | -        | -           | -         | -         | -         | -         | -         | -       | -         | -         | -       | -         | -            | -      | -      | -      | -      | -           | -        | -        |

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

## ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)

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

|   | GOVERNMENT OFFICE REGION  |                |                              |                           |                           |                           |                           |               |                       |                |                         | TENURE             |                    |                |                        |                     |                       | UNWTD TOTAL   |                   |
|---|---------------------------|----------------|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------|-----------------------|----------------|-------------------------|--------------------|--------------------|----------------|------------------------|---------------------|-----------------------|---------------|-------------------|
|   | TOTAL (z)                 | ENG LAND (a)   | WALES (b)                    | SCOT LAND (c)             | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h)    | GL (i)         | SOUTH EAST INCL. GL (j) | SOUTH 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>954</b>                | 816            | 51                           | 87                        | 311                       | 224                       | 296                       | 245           | 347                   | 134            | 275                     | 213                | 382                | 216            | 159                    | 183                 | 598                   | 342           | 954               |
| <b>WEIGHTED BASE</b>  | <b>978</b>                | 848            | 48*                          | 81*                       | 311                       | 229                       | 306                       | 257           | 361                   | 134*           | 274                     | 227                | 337                | 319            | 106                    | 197                 | 655                   | 303           | 954               |
| <b>100%</b>   | <b>87%</b>                | <b>5%*</b>     | <b>8%*</b>                   | <b>32%</b>                | <b>23%</b>                | <b>31%</b>                | <b>26%</b>                | <b>37%</b>    | <b>14%*</b>           | <b>28%</b>     | <b>23%</b>              | <b>34%</b>         | <b>33%</b>         | <b>11%</b>     | <b>20%</b>             | <b>67%</b>          | <b>31%</b>            | <b>98%</b>    |                   |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>298</b><br>31%fg<br>n  | 250<br>30%fg   | 9<br>18%                     | 39<br>48%za<br>bfg<br>hij | 116<br>37%za<br>befg      | 77<br>34%fg               | 67<br>22%                 | 58<br>23%     | 116<br>32%fg          | 40<br>30%      | 85<br>31%f              | 76<br>33%fg        | 121<br>36%zn<br>pq | 94<br>29%      | 24<br>22%              | 54<br>27%           | 215<br>33%n           | 78<br>26%     | 304<br>32%        |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>142</b><br><b>15%</b>  | 116<br>14%     | 19<br>40%zac<br>defghi<br>jk | 7<br>9%                   | 47<br>15%                 | 39<br>17%i                | 55<br>18%gi               | 36<br>14%     | 41<br>11%             | 10<br>8%       | 34<br>12%               | 30<br>13%          | 44<br>13%          | 51<br>16%      | 18<br>17%              | 26<br>13%           | 94<br>14%             | 45<br>15%     | 140<br>15%        |
| Pollution/<br>Environment   | <b>88</b><br>9%<br>m      | 79<br>9%       | 3<br>6%                      | 6<br>8%                   | 24<br>8%                  | 18<br>8%                  | 30<br>10%                 | 27<br>11%     | 34<br>9%<br>j         | 12<br>9%       | 20<br>7%                | 22<br>10%          | 44<br>13%zmp       | 17<br>5%       | 9<br>8%                | 18<br>9%            | 61<br>9%<br>am        | 27<br>9%      | 96<br>10%         |
| Poverty/Inequality  | <b>52</b><br><b>5%</b>    | 46<br>5%       | -<br>-                       | 6<br>7%                   | 18<br>6%                  | 12<br>5%                  | 11<br>4%                  | 11<br>4%      | 23<br>6%              | 12<br>9%       | 20<br>7%                | 11<br>5%           | 14<br>4%           | 18<br>6%       | 2<br>2%                | 17<br>9%<br>n       | 32<br>5%              | 19<br>6%<br>n | 53<br>6%          |
| Immigration/<br>immigrants  | <b>46</b><br>5%<br>fg     | 39<br>5%<br>fg | -<br>-                       | 6<br>7%<br>fg             | 17<br>5%<br>f             | 11<br>5%                  | 5<br>2%                   | 5<br>2%       | 24<br>7%<br>fg        | 8<br>6%<br>f   | 16<br>6%<br>f           | 16<br>7%<br>fg     | 12<br>4%           | 18<br>6%       | 6<br>6%                | 8<br>4%             | 30<br>5%              | 14<br>5%      | 36<br>4%          |
| Housing   | <b>34</b><br>3%<br>d<br>p | 32<br>4%<br>de | 1<br>2%                      | -<br>-                    | 3<br>1%                   | 3<br>1%                   | 7<br>2%                   | 6<br>2%       | 23<br>6%<br>zad<br>ef | 10<br>7%<br>de | 17<br>6%<br>zde         | 14<br>6%<br>de     | 5<br>1%            | 11<br>4%       | 4<br>4%                | 10<br>5%<br>l       | 16<br>2%<br>l         | 14<br>5%<br>l | 26<br>3%          |
| Economy/Economic<br>situation   | <b>32</b><br>3%<br>l      | 29<br>3%       | -<br>-                       | 3<br>4%                   | 8<br>3%                   | 5<br>2%                   | 13<br>4%                  | 13<br>5%      | 12<br>3%              | 2<br>1%        | 10<br>3%                | 10<br>4%           | 6<br>2%            | 19<br>6%<br>zl | 3<br>3%                | 4<br>2%             | 25<br>4%<br>l         | 7<br>2%       | 31<br>3%          |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b><br><b>3%</b>    | 29<br>3%       | -<br>-                       | 1<br>1%                   | 9<br>3%                   | 8<br>3%                   | 8<br>2%                   | 8<br>3%       | 13<br>4%              | 6<br>4%        | 12<br>4%                | 7<br>3%            | 10<br>3%           | 12<br>4%       | 3<br>3%                | 4<br>2%             | 23<br>3%              | 7<br>2%       | 29<br>3%          |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 10th - 21st January 2020  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2020 (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>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>954</b>      | 816                      | 51           | 87                  | 311                                   | 224                                   | 296                                   | 245                 | 347                         | 134       | 275                                 | 213                         | 382          | 216                  | 159                                 | 183                              | 598                            | 342            | 954                        |
| <b>WEIGHTED BASE</b>                                 | <b>978</b>      | 848                      | 48*          | 81*                 | 311                                   | 229                                   | 306                                   | 257                 | 361                         | 134*      | 274                                 | 227                         | 337          | 319                  | 106                                 | 197                              | 655                            | 303            | 954                        |
|  | <b>100%</b>     | 87%                      | 5%*          | 8%*                 | 32%                                   | 23%                                   | 31%                                   | 26%                 | 37%                         | 14%*      | 28%                                 | 23%                         | 34%          | 33%                  | 11%                                 | 20%                              | 67%                            | 31%            | 98%                        |
| Lack of faith in politics / politicians / government | <b>25</b><br>3% | 22<br>3%                 | 1<br>1%      | 3<br>3%             | 13<br>4%                              | 10<br>5%                              | 7<br>2%                               | 6<br>2%             | 5<br>1%                     | 3<br>2%   | 5<br>2%                             | 3<br>1%                     | 6<br>2%      | 12<br>4%             | 2<br>2%                             | 4<br>2%                          | 18<br>3%                       | 6<br>2%        | 25<br>3%                   |
| Ageing population/ Social care for the elderly       | <b>20</b><br>2% | 17<br>2%                 | 2<br>4%      | 2<br>2%             | 4<br>1%                               | 2<br>1%                               | 12<br>4%                              | 10<br>4%            | 4<br>1%                     | 2<br>1%   | 2<br>1%                             | 3<br>1%                     | 6<br>2%      | 8<br>3%              | *<br>*                              | 5<br>3%                          | 15<br>2%                       | 6<br>2%        | 17<br>2%                   |
| Public services in general                           | <b>14</b><br>1% | 14<br>2%                 | -<br>-       | *<br>1%             | 7<br>2%                               | 6<br>3%                               | 3<br>1%                               | 3<br>1%             | 5<br>1%                     | 3<br>2%   | 5<br>2%                             | 2<br>1%                     | 6<br>2%      | 5<br>1%              | 1<br>1%                             | 3<br>2%                          | 10<br>2%                       | 4<br>1%        | 15<br>2%                   |
| Defence/Foreign affairs/ International terrorism     | <b>12</b><br>1% | 11<br>1%                 | -<br>-       | 1<br>1%             | 4<br>1%                               | 3<br>2%                               | 7<br>2%                               | 7<br>3%             | 1<br>*                      | -<br>-    | 1<br>1%                             | 1<br>1%                     | 8<br>2%z     | 2<br>1%              | 1<br>1%                             | 1<br>1%                          | 10<br>2%                       | 2<br>1%        | 14<br>1%                   |
| Pensions/Social security/Benefits                    | <b>12</b><br>1% | 9<br>1%                  | 2<br>4%hk    | 1<br>1%             | 5<br>1%                               | 4<br>2%                               | 6<br>2%                               | 4<br>2%             | 2<br>*                      | 2<br>1%   | 2<br>1%                             | -<br>-                      | 3<br>1%      | 9<br>3%q             | 1<br>1%                             | -<br>-                           | 12<br>2%l                      | 1<br>*         | 8<br>1%                    |
| Population levels/ Overpopulation                    | <b>9</b><br>1%  | 9<br>1%                  | -<br>-       | -<br>-              | 1<br>*                                | 1<br>1%                               | 4<br>1%                               | 4<br>2%             | 3<br>1%j                    | -<br>-    | 1<br>*                              | 3<br>2%                     | 3<br>1%      | 5<br>2%              | 1<br>1%                             | -<br>-                           | 8<br>1%                        | 1<br>*         | 8<br>1%                    |
| Taxation   | <b>9</b><br>1%a | 5<br>1%                  | 4<br>7%zac   | -<br>-              | 1<br>*                                | 1<br>*                                | 4<br>1%g                              | 1<br>*              | 4<br>1%                     | 3<br>2%   | 4<br>1%                             | 1<br>*                      | 1<br>*       | 2<br>1%              | 2<br>2%                             | 3<br>2%                          | 4<br>1%                        | 5<br>2%        | 9<br>1%                    |
| Unemployment/ Factory closure/ Lack of industry      | <b>8</b><br>1%l | 5<br>1%                  | 2<br>4%ak    | 1<br>1%             | 3<br>1%                               | 2<br>1%                               | 3<br>1%                               | 1<br>1%             | 2<br>1%                     | 2<br>2%   | 2<br>1%                             | -<br>-                      | *<br>*       | 4<br>1%              | 4<br>3%zlp                          | 1<br>*                           | 4<br>1%l                       | 5<br>1%        | 10<br>1%                   |
| Education/Schools                                    | <b>8</b><br>1%  | 8<br>1%                  | 1<br>1%      | -<br>-              | 2<br>1%                               | 2<br>1%                               | 4<br>1%                               | 3<br>1%             | 2<br>1%                     | 1<br>*    | 2<br>1%                             | 2<br>1%                     | 2<br>1%      | 5<br>2%              | -<br>-                              | 1<br>1%                          | 7<br>1%                        | 1<br>*         | 7<br>1%                    |

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**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>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>954</b>                        | 816                      | 51           | 87                  | 311                                   | 224                                   | 296                                   | 245                 | 347                         | 134       | 275                                 | 213                         | 382          | 216                  | 159                                 | 183                              | 598                            | 342                  | 954                        |
| <b>WEIGHTED BASE</b>                    | <b>978</b>                        | 848                      | 48*          | 81*                 | 311                                   | 229                                   | 306                                   | 257                 | 361                         | 134*      | 274                                 | 227                         | 337          | 319                  | 106                                 | 197                              | 655                            | 303                  | 954                        |
|   | <b>100%</b>                       | 87%                      | 5%*          | 8%*                 | 32%                                   | 23%                                   | 31%                                   | 26%                 | 37%                         | 14%*      | 28%                                 | 23%                         | 34%          | 33%                  | 11%                                 | 20%                              | 67%                            | 31%                  | 98%                        |
| Low pay/Minimum wage/Fair wages         | <b>8</b><br><b>1%</b>             | 7<br>1%                  | -<br>-       | *<br>*              | 1<br>*                                | 1<br>*                                | 3<br>1%                               | 3<br>1%             | 3<br>1%j                    | -<br>-    | 1<br>*                              | 3<br>1%j                    | 3<br>1%      | -<br>-               | 1<br>1%                             | 3<br>2%                          | 3<br>1%                        | 4<br>1%              | 7<br>1%                    |
| Drug abuse                              | <b>6</b><br><b>1%<sup>p</sup></b> | 5<br>1%                  | -<br>-       | 2<br>2%             | 2<br>1%                               | -<br>-                                | -<br>-                                | -<br>-              | 5<br>1%                     | -<br>-    | 3<br>1%                             | 5<br>2% <sup>zaf</sup>      | -<br>-       | 2<br>*               | 3<br>3% <sup>zlp</sup>              | 2<br>1%                          | 2<br>*                         | 5<br>2% <sup>l</sup> | 7<br>1%                    |
| Inflation/Prices                        | <b>5</b><br><b>1%</b>             | 5<br>1%                  | -<br>-       | -<br>-              | -<br>-                                | 5<br>2% <sup>zh</sup>                 | 5<br>2% <sup>zad</sup>                | -<br>h              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                      | 1<br>*       | 4<br>1%              | -<br>-                              | -<br>-                           | 5<br>1%                        | -<br>-               | 4<br>*                     |
| Transport/Public transport              | <b>5</b><br><b>*</b>              | 4<br>1%                  | -<br>-       | *<br>1%             | *<br>*                                | -<br>-                                | 4<br>1%                               | 4<br>1%             | 1<br>*                      | 1<br>1%   | 1<br>*                              | -<br>-                      | 1<br>*       | 4<br>1%              | -<br>-                              | -<br>-                           | 5<br>1%                        | -<br>-               | 3<br>*                     |
| Morality/Individual behaviour/Lifestyle | <b>5</b><br><b>*</b>              | 5<br>1%                  | -<br>-       | -<br>-              | 3<br>1%                               | 3<br>1%                               | 1<br>*                                | 1<br>*              | *<br>*                      | -<br>-    | *<br>*                              | *<br>*                      | 3<br>1%      | 1<br>*               | -<br>-                              | 1<br>*                           | 4<br>1%                        | 1<br>*               | 6<br>1%                    |
| Race relations                          | <b>5</b><br><b>*</b>              | 5<br>1%                  | -<br>-       | -<br>-              | 4<br>1%                               | 4<br>2% <sup>za</sup>                 | -<br>-                                | -<br>-              | 1<br>*                      | 1<br>1%   | 1<br>*                              | -<br>-                      | 3<br>1%      | 1<br>*               | 1<br>1%                             | -<br>-                           | 4<br>1%                        | 1<br>*               | 4<br>*                     |
| Countryside/Rural life                  | <b>4</b><br><b>*</b>              | 4<br>*                   | -<br>-       | -<br>-              | 1<br>*                                | 1<br>1%                               | -<br>-                                | -<br>-              | 2<br>1%                     | -<br>-    | 2<br>1%                             | 2<br>1%                     | 1<br>*       | -<br>-               | -<br>-                              | 2<br>1%                          | 1<br>*                         | 2<br>1%              | 2<br>*                     |
| Local government/Council tax            | <b>2</b><br><b>*</b>              | 2<br>*                   | -<br>-       | -<br>-              | 1<br>*                                | 1<br>1%                               | 1<br>*                                | 1<br>*              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                      | 2<br>1%      | -<br>-               | -<br>-                              | -<br>-                           | 2<br>*                         | -<br>-               | 2<br>*                     |
| Privatisation                           | <b>1</b><br><b>*</b>              | 1<br>*                   | -<br>-       | -<br>-              | 1<br>*                                | 1<br>*                                | -<br>-                                | -<br>-              | 1<br>*                      | -<br>-    | 1<br>*                              | 1<br>*                      | -<br>-       | 1<br>*               | -<br>-                              | -<br>-                           | 1<br>*                         | -<br>-               | 2<br>*                     |
| AIDS                                    | <b>1</b><br><b>*</b>              | 1<br>*                   | -<br>-       | -<br>-              | -<br>-                                | 1<br>*                                | 1<br>*                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                      | -<br>-       | -<br>-               | -<br>-                              | 1<br>1%                          | -<br>-                         | 1<br>*               | 1<br>*                     |
| Animal welfare                          | <b>1</b><br><b>*</b>              | 1<br>*                   | -<br>-       | -<br>-              | -<br>-                                | 1<br>*                                | 1<br>*                                | -<br>-              | -<br>-                      | -<br>-    | -<br>-                              | -<br>-                      | -<br>-       | -<br>-               | -<br>-                              | 1<br>1%                          | -<br>-                         | 1<br>*               | 1<br>*                     |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



## ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)

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

|  | GOVERNMENT OFFICE REGION |              |           |               |                           |                           |                           |               |                    |        |                         | TENURE             |           |                |                        |                     |                       | UNWTD TOTAL |                   |
|--|--------------------------|--------------|-----------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|--------|-------------------------|--------------------|-----------|----------------|------------------------|---------------------|-----------------------|-------------|-------------------|
|  | TOTAL (z)                | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH 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>954</b>               | 816          | 51        | 87            | 311                       | 224                       | 296                       | 245           | 347                | 134    | 275                     | 213                | 382       | 216            | 159                    | 183                 | 598                   | 342         | 954               |
| <b>WEIGHTED BASE</b>                                       | <b>978</b>               | 848          | 48*       | 81*           | 311                       | 229                       | 306                       | 257           | 361                | 134*   | 274                     | 227                | 337       | 319            | 106                    | 197                 | 655                   | 303         | 954               |
|  | <b>100%</b>              | 87%          | 5%*       | 8%*           | 32%                       | 23%                       | 31%                       | 26%           | 37%                | 14%*   | 28%                     | 23%                | 34%       | 33%            | 11%                    | 20%                 | 67%                   | 31%         | 98%               |
| Median   | 1                        | 1            | 1         | 1             | 1                         | 1                         | 1                         | 1             | 1                  | 1      | 1                       | 1                  | 1         | 1              | 1                      | 1                   | 1                     | 1           | 1                 |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 1*                       | -            | -         | 1             | 1                         | -                         | -                         | -             | -                  | -      | -                       | -                  | *         | -              | *                      | -                   | *                     | *           | 2*                |
| Bird flu/Pandemic flu/Swine flu/ Ebola                     | *<br>*                   | *<br>*       | -<br>-    | -<br>-        | -<br>-                    | -<br>-                    | *<br>*                    | *<br>*        | -<br>-             | -<br>- | -<br>-                  | -<br>-             | *<br>*    | -<br>-         | -<br>-                 | -<br>-              | *<br>*                | -<br>-      | 1<br>*            |
| Nationalisation/ Government control of institutions        | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |
| Northern Ireland   | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |
| Pound/Exchange rate/Value of pound                         | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |
| Trade unions/ Strikes                                      | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |
| Nuclear weapons/ Nuclear war/ Disarmament                  | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |
| Foot and mouth outbreak/Farming crisis                     | -                        | -            | -         | -             | -                         | -                         | -                         | -             | -                  | -      | -                       | -                  | -         | -              | -                      | -                   | -                     | -           | -                 |

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 : 10th - 21st January 2020  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)**

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

|                         | GOVERNMENT OFFICE REGION |                 |                    |               |                           |                           |                           |                   |                    |                  |                         | TENURE             |                 |                |                         |                      |                       | UNWTD TOTAL        |                   |
|-------------------------|--------------------------|-----------------|--------------------|---------------|---------------------------|---------------------------|---------------------------|-------------------|--------------------|------------------|-------------------------|--------------------|-----------------|----------------|-------------------------|----------------------|-----------------------|--------------------|-------------------|
|                         | TOTAL (z)                | ENG LAND (a)    | WALES (b)          | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g)     | SOUTH INCL. GL (h) | GL (i)           | SOUTH EAST INCL. GL (j) | SOUTH 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>954</b>               | 816             | 51                 | 87            | 311                       | 224                       | 296                       | 245               | 347                | 134              | 275                     | 213                | 382             | 216            | 159                     | 183                  | 598                   | 342                | 954               |
| <b>WEIGHTED BASE</b>    | <b>978</b>               | 848             | 48*                | 81*           | 311                       | 229                       | 306                       | 257               | 361                | 134*             | 274                     | 227                | 337             | 319            | 106                     | 197                  | 655                   | 303                | 954               |
|                         | <b>100%</b>              | 87%             | 5%*                | 8%*           | 32%                       | 23%                       | 31%                       | 26%               | 37%                | 14%*             | 28%                     | 23%                | 34%             | 33%            | 11%                     | 20%                  | 67%                   | 31%                | 98%               |
| Other                   | <b>21</b>                | 21              | -                  | -             | 3                         | 3                         | 10                        | 10                | 8                  | 4                | 7                       | 4                  | 10              | 7              | *                       | 2                    | 17                    | 2                  | 20                |
|                         | 2%q                      | 2%d             | -                  | -             | 1%                        | 1%                        | 3%                        | 4%d               | 2%                 | 3%               | 2%                      | 2%                 | 3%              | 2%             | *                       | 1%                   | 3%                    | 1%                 | 2%                |
| MEAN NUMBER OF MENTIONS | <b>1.00</b>              | 1.00            | 1.04z              | 1.00          | 1.00                      | 1.00                      | 1.01                      | 1.00              | 1.00               | 1.00             | 1.00                    | 1.00               | 1.00            | 1.01           | 1.00                    | 1.00                 | 1.00                  | 1.00               | 1.00              |
|                         |                          |                 | adefg              |               |                           |                           |                           |                   |                    |                  |                         |                    |                 |                |                         |                      |                       |                    |                   |
|                         |                          |                 | hijk               |               |                           |                           |                           |                   |                    |                  |                         |                    |                 |                |                         |                      |                       |                    |                   |
| STANDARD ERROR          | *                        | 0.00            | 0.03               | 0.00          | 0.00                      | 0.00                      | *                         | 0.00              | 0.00               | 0.00             | 0.00                    | 0.00               | 0.00            | 0.01           | 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>75</b>                | 66              | 8                  | 2             | 13                        | 11                        | 37                        | 29                | 26                 | 14               | 22                      | 12                 | 21              | 8              | 21                      | 24                   | 29                    | 45                 | 65                |
|                         | 8% <sup>dmp</sup>        | 8% <sup>d</sup> | 16% <sup>cde</sup> | 3%            | 4%                        | 5%                        | 12% <sup>za</sup>         | 11% <sup>de</sup> | 7%                 | 10% <sup>d</sup> | 8%                      | 5%                 | 6% <sup>p</sup> | 3%             | 20% <sup>zl</sup>       | 12% <sup>mp</sup>    | 4%                    | 15% <sup>zlm</sup> | 7%                |
|                         |                          |                 | k                  |               |                           |                           | dek                       |                   |                    |                  |                         |                    |                 |                | mpq                     |                      |                       | p                  |                   |
| Personal finances (NET) | <b>65</b>                | 59              | -                  | 6             | 19                        | 13                        | 19                        | 19                | 26                 | 12               | 21                      | 14                 | 19              | 22             | 3                       | 21                   | 41                    | 24                 | 64                |
|                         | 7%                       | 7%              | -                  | 7%            | 6%                        | 6%                        | 6%                        | 8%                | 7%                 | 9%               | 8%                      | 6%                 | 6%              | 7%             | 3%                      | 10% <sup>n</sup>     | 6%                    | 8% <sup>n</sup>    | 7%                |
| Petrol prices/Fuel      | -                        | -               | -                  | -             | -                         | -                         | -                         | -                 | -                  | -                | -                       | -                  | -               | -              | -                       | -                    | -                     | -                  | -                 |
|                         | -                        | -               | -                  | -             | -                         | -                         | -                         | -                 | -                  | -                | -                       | -                  | -               | -              | -                       | -                    | -                     | -                  | -                 |

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

**ISSUES INDEX JANUARY 2020 (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>954</b>      | 330             | 119           | 505              | 238              | 272             | 61                   | 314      | 127             | 115               | 339              | 233         | 954            |
| <b>WEIGHTED BASE</b>  | <b>978</b>      | 409             | 154*          | 415              | 243              | 269             | 57*                  | 336      | 123*            | 105*              | 359              | 285         | 954            |
|   | <b>100%</b>     | 42%             | 16%*          | 42%              | 25%              | 28%             | 6%*                  | 34%      | 13%*            | 11%*              | 37%              | 29%         | 98%            |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>298</b>      | 137             | 33            | 129              | 83               | 64              | 23                   | 92       | 45              | 17                | 120              | 89          | 304            |
|   | 31%gm           | 33%b            | 21%           | 31%              | 34%g             | 24%             | 40%g                 | 27%      | 37%m            | 16%               | 33% <sup>m</sup> | 31%         | 32%            |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>142</b>      | 38              | 35            | 69               | 36               | 45              | 4                    | 52       | 20              | 19                | 36               | 40          | 140            |
|   | 15%an           | 9%              | 23%za         | 17%a             | 15%              | 17%             | 7%                   | 16%      | 16%             | 19%               | 10%              | 14%         | 15%            |
| Pollution/<br>Environment   | <b>88</b>       | 32              | 19            | 38               | 23               | 23              | 7                    | 25       | 4               | 7                 | 43               | 21          | 96             |
|   | 9%l             | 8%              | 12%           | 9%               | 9%               | 9%              | 12%                  | 7%       | 3%              | 7%                | 12%l             | 7%          | 10%            |
| Poverty/Inequality  | <b>52</b>       | 18              | 10            | 23               | 2                | 28              | 1                    | 19       | 9               | 5                 | 18               | 15          | 53             |
|   | 5%f             | 5%              | 7%            | 6%               | 1%               | 10%zf           | 2%                   | 6%       | 7%              | 5%                | 5%               | 5%          | 6%             |
| Immigration/<br>immigrants  | <b>46</b>       | 18              | 7             | 21               | 21               | 7               | 3                    | 9        | 11              | 6                 | 10               | 15          | 36             |
|   | 5%              | 4%              | 4%            | 5%               | 9%zg             | 3%              | 6%                   | 3%       | 9%zn            | 6%                | 3%               | 5%          | 4%             |
| Housing   | <b>34</b>       | 18              | 2             | 13               | 4                | 15              | *                    | 13       | 2               | 2                 | 14               | 9           | 26             |
|   | 3%              | 5%              | 1%            | 3%               | 2%               | 6% <sup>f</sup> | 1%                   | 4%       | 1%              | 2%                | 4%               | 3%          | 3%             |
| Economy/Economic<br>situation   | <b>32</b>       | 18              | 3             | 11               | 6                | 6               | 6                    | 13       | 4               | 5                 | 9                | 14          | 31             |
|   | 3%              | 4%              | 2%            | 3%               | 3%               | 2%              | 11%zfg               | 4%       | 3%              | 5%                | 3%               | 5%          | 3%             |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b>       | 16              | 4             | 9                | 11               | 8               | 2                    | 5        | 2               | 6                 | 13               | 5           | 29             |
|   | 3%              | 4%              | 3%            | 2%               | 4%               | 3%              | 4%                   | 2%       | 2%              | 6%                | 4%               | 2%          | 3%             |
| Lack of faith in<br>politics /<br>politicians /<br>government                   | <b>25</b>       | 17              | 2             | 6                | 4                | 9               | 3                    | 7        | 3               | 3                 | 13               | 10          | 25             |
|   | 3% <sup>c</sup> | 4% <sup>c</sup> | 1%            | 1%               | 2%               | 3%              | 5%                   | 2%       | 2%              | 3%                | 4%               | 4%          | 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
Fieldwork dates : 10th - 21st January 2020  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>                        | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>                                      | <b>978</b>                        | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|   | <b>100%</b>                       | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Ageing population/<br>Social care for<br>the elderly      | <b>20</b><br><b>2%</b>            | 12<br>3%            | 2<br>2%             | 6<br>1%                   | 4<br>1%                     | 10<br>4%          | 1<br>2%                            | 4<br>1%     | -<br>-                | 4<br>4%                    | 14<br>4%z            | 7<br>2%        | 17<br>2%       |
| Public services in<br>general                             | <b>14</b><br><b>1%</b>            | 8<br>2%             | 3<br>2%             | 3<br>1%                   | 2<br>1%                     | 7<br>2%           | 2<br>3%                            | 3<br>1%     | -<br>-                | 2<br>2%                    | 8<br>2%              | 7<br>3%        | 15<br>2%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism | <b>12</b><br><b>1%</b>            | 2<br>1%             | 1<br>*              | 9<br>2%z                  | 6<br>3%                     | 2<br>1%           | 1<br>2%                            | 3<br>1%     | 1<br>1%               | 4<br>4%                    | 4<br>1%              | 2<br>1%        | 14<br>1%       |
| Pensions/Social<br>security/Benefits                      | <b>12</b><br><b>1%</b>            | 5<br>1%             | -<br>-              | 7<br>2%                   | 5<br>2%                     | 2<br>1%           | 1<br>2%                            | 4<br>1%     | 1<br>1%               | 3<br>3%                    | 4<br>1%              | 4<br>1%        | 8<br>1%        |
| Population levels/<br>Overpopulation                      | <b>9</b><br><b>1%</b>             | 4<br>1%             | 3<br>2%             | 2<br>1%                   | 5<br>2%                     | -<br>-            | *<br>1%                            | 3<br>1%     | -<br>-                | 2<br>2%                    | 5<br>1%              | 4<br>1%        | 8<br>1%        |
| Taxation  | <b>9</b><br><b>1%<sup>c</sup></b> | 6<br>1%             | 2<br>1%             | 1<br>*                    | 1<br>1%                     | 2<br>1%           | 1<br>2%                            | 4<br>1%     | 1<br>*                | 2<br>2%                    | 3<br>1%              | 4<br>2%        | 9<br>1%        |
| Unemployment/<br>Factory closure/<br>Lack of industry     | <b>8</b><br><b>1%</b>             | 3<br>1%             | -<br>-              | 5<br>1%                   | 2<br>1%                     | 3<br>1%           | -<br>-                             | 4<br>1%     | 1<br>1%               | 4<br>4%zn                  | *<br>*               | 4<br>2%        | 10<br>1%       |
| Education/Schools   | <b>8</b><br><b>1%</b>             | 5<br>1%             | -<br>-              | 3<br>1%                   | 2<br>1%                     | 2<br>1%           | -<br>-                             | 3<br>1%     | 3<br>2%               | -<br>-                     | 3<br>1%              | 1<br>*         | 7<br>1%        |
| Low pay/Minimum<br>wage/Fair wages                        | <b>8</b><br><b>1%</b>             | 6<br>1%             | -<br>-              | 2<br>1%                   | 1<br>1%                     | 2<br>1%           | -<br>-                             | 4<br>1%     | *<br>*                | 2<br>2%                    | 1<br>*               | 3<br>1%        | 7<br>1%        |
| Drug abuse  | <b>6</b><br><b>1%</b>             | 5<br>1%             | -<br>-              | 1<br>*                    | 1<br>*                      | 1<br>1%           | 1<br>1%                            | 3<br>1%     | 5<br>4%zn             | -<br>-                     | 1<br>*               | 2<br>1%        | 7<br>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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Respondent type : GB Adults 18+  
 Fieldwork dates : 10th - 21st January 2020  
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**ISSUES INDEX JANUARY 2020 (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>954</b>     | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>                               | <b>978</b>     | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|  | <b>100%</b>    | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Inflation/Prices                                   | <b>5</b><br>1% | 3<br>1%             | -<br>-              | 2<br>1%                   | 2<br>1%                     | 2<br>1%           | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | 3<br>1%              | 1<br>*         | 4<br>*         |
| Transport/Public transport                         | <b>5</b><br>*  | 4<br>1%             | -<br>-              | *<br>*                    | 4<br>2%z                    | -<br>-            | -<br>-                             | *<br>*      | -<br>-                | -<br>-                     | 4<br>1%              | 1<br>*         | 3<br>*         |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle | <b>5</b><br>*  | 2<br>*              | 1<br>1%             | 1<br>*                    | 2<br>1%                     | 1<br>*            | -<br>-                             | 2<br>1%     | 1<br>1%               | 1<br>*                     | 2<br>1%              | *<br>*         | 6<br>1%        |
| Race relations                                     | <b>5</b><br>*  | 2<br>*              | -<br>-              | 3<br>1%                   | -<br>-                      | 5<br>2%z          | -<br>-                             | -<br>-      | 2<br>2%               | -<br>-                     | 2<br>1%              | 1<br>*         | 4<br>*         |
| Countryside/Rural life                             | <b>4</b><br>*  | 1<br>*              | 2<br>1%             | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 4<br>1%     | -<br>-                | 1<br>1%                    | 2<br>1%              | 2<br>1%        | 2<br>*         |
| Local government/<br>Council tax                   | <b>2</b><br>*  | -<br>-              | -<br>-              | 2<br>*                    | 1<br>*                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | 1<br>*               | -<br>-         | 2<br>*         |
| Privatisation                                      | <b>1</b><br>*  | 1<br>*              | -<br>-              | -<br>-                    | -<br>-                      | 1<br>1%           | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | 1<br>*               | 1<br>1%        | 2<br>*         |
| AIDS   | <b>1</b><br>*  | -<br>-              | -<br>-              | 1<br>*                    | -<br>-                      | -<br>-            | -<br>-                             | 1<br>*      | 1<br>1%               | -<br>-                     | -<br>-               | -<br>-         | 1<br>*         |
| Animal welfare                                     | <b>1</b><br>*  | -<br>-              | -<br>-              | 1<br>*                    | -<br>-                      | 1<br>*            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | 1<br>*         |
| Median   | <b>1</b>       | 1                   | 1                   | 1                         | 1                           | 1                 | 1                                  | 1           | 1                     | 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

Respondent type : GB Adults 18+  
 Fieldwork dates : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>   | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>   | <b>978</b>   | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|  | <b>100%</b>  | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | 1<br>*       | *<br>*              | -<br>-              | *<br>*                    | *<br>*                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | *<br>*                     | -<br>-               | -<br>-         | 2<br>*         |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola                           | *<br>*       | -<br>-              | -<br>-              | *<br>*                    | *<br>*                      | -<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>-         |
| Northern Ireland   | -<br>-       | -<br>-              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | -<br>-      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | -<br>-         |
| Pound/Exchange<br>rate/Value of<br>pound                               | -<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>-         |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | -<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%     | 8<br>2%             | 4<br>3%             | 9<br>2%                   | 6<br>2%                     | 6<br>2%           | -<br>-                             | 9<br>3%     | 1<br>1%               | 2<br>1%                    | 13<br>4%             | 4<br>1%        | 20<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  
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**ISSUES INDEX JANUARY 2020 (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>954</b>     | 330           | 119           | 505              | 238              | 272        | 61                   | 314      | 127             | 115               | 339         | 233         | 954            |
| <b>WEIGHTED BASE</b>    | <b>978</b>     | 409           | 154*          | 415              | 243              | 269        | 57*                  | 336      | 123*            | 105*              | 359         | 285         | 954            |
| <b>100%</b>             |                | 42%           | 16%*          | 42%              | 25%              | 28%        | 6%*                  | 34%      | 13%*            | 11%*              | 37%         | 29%         | 98%            |
| MEAN NUMBER OF MENTIONS | <b>1.00</b>    | 1.01          | 1.00          | 1.00             | 1.00             | 1.00       | 1.00                 | 1.01     | 1.00            | 1.02z             | 1.00        | 1.01        | 1.00           |
| STANDARD ERROR          | *              | *             | 0.00          | 0.00             | 0.00             | 0.00       | 0.00                 | *        | 0.00            | 0.01              | 0.00        | 0.01        | *              |
| ERROR VARIANCE          | *              | *             | 0.00          | 0.00             | 0.00             | 0.00       | 0.00                 | *        | 0.00            | *                 | 0.00        | *           | *              |
| Don't know              | <b>75</b>      | 20            | 21            | 35               | 9                | 16         | 1                    | 48       | 7               | 9                 | 12          | 20          | 65             |
|                         | 8%afn          | 5%            | 13%a          | 8%               | 4%               | 6%         | 1%                   | 14%      | 5%              | 9%                | 3%          | 7%          | 7%             |
| Personal finances (NET) | <b>65</b>      | 27            | 10            | 27               | 5                | 32         | 1                    | 25       | 9               | 7                 | 22          | 19          | 64             |
|                         | 7%f            | 7%            | 7%            | 7%               | 2%               | 12%zf      | 2%                   | 7%       | 7%              | 7%                | 6%          | 7%          | 7%             |
| Petrol prices/Fuel      | -              | -             | -             | -                | -                | -          | -                    | -        | -               | -                 | -           | -           | -              |
|                         | -              | -             | -             | -                | -                | -          | -                    | -        | -               | -                 | -           | -           | -              |

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**ISSUES INDEX JANUARY 2020 (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 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>954</b>   | 132              | 436                 | 181          | 134              | 447            | 170          | 285       | 510            | 159       | 829       | 124     | 144               | 298          | 134                        | 154          | 69                | 63                | 36                         | 98                    | 954         |
| <b>WEIGHTED BASE</b>  | <b>978</b>   | 130*             | 426                 | 193          | 159*             | 455            | 175          | 305       | 516            | 156*      | 851       | 126*    | 97                | 458          | 120*                       | 151          | 59*               | 67*               | 46**                       | 114*                  | 954         |
|   | <b>100%</b>  | 13%*             | 44%                 | 20%          | 16%*             | 47%            | 18%          | 31%       | 53%            | 16%*      | 87%       | 13%*    | 10%               | 47%          | 12%*                       | 15%          | 6%*               | 7%*               | 5%**                       | 12%*                  | 98%         |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>298</b>   | 28               | 135                 | 59           | 53               | 298            | 59           | 89        | 161            | 49        | 263       | 35      | 24                | 142          | 40                         | 47           | 14                | 23                | -                          | 53                    | 304         |
|   | <b>31%</b>   | 22%              | 32%a                | 30%          | 33%              | 66%zab<br>cft  | 34%a         | 29%       | 31%            | 31%       | 31%       | 28%     | 25%               | 31%          | 33%                        | 31%          | 23%               | 33%               | -                          | 46%z                  | 32%         |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>142</b>   | 18               | 142                 | 21           | 9                | 37             | 30           | 30        | 85             | 27        | 128       | 14      | 20                | 52           | 9                          | 20           | 11                | 10                | -                          | 9                     | 140         |
|   | 15%etg<br>p  | 14%              | 33%zac<br>eft       | 11%          | 6%               | 8%             | 17%et        | 10%       | 16%g           | 17%       | 15%       | 11%     | 21%zm             | 11%          | 8%                         | 13%          | 18%               | 14%               | -                          | 8%                    | 15%         |
| Pollution/<br>Environment   | <b>88</b>    | 8                | 39                  | 12           | 12               | 31             | 15           | 26        | 46             | 17        | 84        | 4       | 7                 | 41           | 23                         | 12           | 9                 | 2                 | -                          | 12                    | 96          |
|   | <b>9%</b>    | 6%               | 9%                  | 6%           | 8%               | 7%             | 9%           | 9%        | 9%             | 11%       | 10%z      | 3%      | 7%                | 9%           | 19%zqs                     | 8%           | 15%q              | 4%                | -                          | 11%                   | 10%         |
| Poverty/Inequality  | <b>52</b>    | 5                | 18                  | 3            | 3                | 14             | 17           | 23        | 20             | 8         | 42        | 9       | 4                 | 23           | 14                         | 4            | 3                 | 1                 | -                          | 3                     | 53          |
|   | 5%ce         | 4%               | 4%                  | 2%           | 2%               | 3%             | 10%zbc<br>t  | 8%        | 4%             | 5%        | 5%        | 8%      | 4%                | 5%           | 12%zqs                     | 2%           | 5%                | 2%                | -                          | 2%                    | 6%          |
| Immigration/<br>immigrants  | <b>46</b>    | 4                | 13                  | 12           | 46               | 10             | 9            | 15        | 22             | 9         | 41        | 5       | 5                 | 23           | 7                          | 7            | 3                 | 3                 | 46                         | -                     | 36          |
|   | 5%e          | 3%               | 3%                  | 6%e<br>ef    | 29%zabc          | 2%             | 5%           | 5%        | 4%             | 6%        | 5%        | 4%      | 5%                | 5%           | 6%                         | 4%           | 5%                | 4%                | 100%                       | -                     | 4%          |
| Housing   | <b>34</b>    | 9                | 6                   | 12           | 4                | 4              | 1            | 10        | 19             | 4         | 32        | 2       | 3                 | 17           | 1                          | 10           | 1                 | 4                 | -                          | 4                     | 26          |
|   | 3%be         | 7%bef            | 1%                  | 6%bef        | 2%               | 1%             | 1%           | 3%        | 4%             | 3%        | 4%        | 2%      | 3%                | 4%           | 1%                         | 7%pr         | 2%                | 6%                | -                          | 3%                    | 3%          |
| Economy/Economic<br>situation   | <b>32</b>    | 32               | 6                   | 8            | 1                | 3              | 4            | 7         | 21             | 4         | 30        | 3       | 3                 | 18           | 2                          | 3            | -                 | -                 | -                          | 1                     | 31          |
|   | 3%be         | 25%zbc<br>ft     | 1%                  | 4%e          | 1%               | 1%             | 2%           | 2%        | 4%             | 3%        | 3%        | 2%      | 3%                | 4%           | 2%                         | 2%           | -                 | -                 | -                          | 1%                    | 3%          |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>30</b>    | 5                | 8                   | 30           | 6                | 4              | 4            | 10        | 20             | -         | 26        | 4       | 3                 | 18           | 1                          | 8            | 4                 | 4                 | -                          | 6                     | 29          |
|   | 3%e          | 4%e              | 2%                  | 16%zab<br>ft | 4%               | 1%             | 2%           | 3%        | 4%i            | -         | 3%        | 4%      | 3%                | 4%           | 1%                         | 6%           | 6%                | 6%                | -                          | 5%                    | 3%          |

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

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**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 WORKING IN |               | DAILY NEWSPAPER READERSHIP |                |                |                      | WHEN MENTIONED IMMIGRATION |                         | UNWTD TOTAL |                          |
|--|-------------------|------------------|-----------------------|--------------|--------------------|-------------------|----------------|--------------|------------------|--------------|--------------|-------------------|---------------|----------------------------|----------------|----------------|----------------------|----------------------------|-------------------------|-------------|--------------------------|
|  |                   | ECON OMY<br>(a)  | NHS/ HOSPITALS<br>(b) | CRIME<br>(c) | IMMIGRATION<br>(t) | EU/ EUROPE<br>(e) | SCHOOLS<br>(f) | URBAN<br>(g) | SUB-URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k)        | PUBLIC<br>(l) | PRI VATE<br>(m)            | QUALITY<br>(p) | POPULAR<br>(q) | MID MKT PRESS<br>(r) | RED TOP PRESS<br>(s)       | MOST IMPOR -TANT<br>(v) |             | OTHER IMPOR -TANT<br>(w) |
| <b>UNWEIGHTED BASE</b>                               | <b>954</b>        | 132              | 436                   | 181          | 134                | 447               | 170            | 285          | 510              | 159          | 829          | 124               | 144           | 298                        | 134            | 154            | 69                   | 63                         | 36                      | 98          | 954                      |
| <b>WEIGHTED BASE</b>                                 | <b>978</b>        | 130*             | 426                   | 193          | 159*               | 455               | 175            | 305          | 516              | 156*         | 851          | 126*              | 97            | 458                        | 120*           | 151            | 59*                  | 67*                        | 46**                    | 114*        | 954                      |
|  | <b>100%</b>       | 13%*             | 44%                   | 20%          | 16%*               | 47%               | 18%            | 31%          | 53%              | 16%*         | 87%          | 13%*              | 10%           | 47%                        | 12%*           | 15%            | 6%*                  | 7%*                        | 5%**                    | 12%*        | 98%                      |
| Lack of faith in politics / politicians / government | <b>25</b><br>3%e  | 1<br>1%          | 8<br>2%               | 8<br>4%e     | 3<br>2%            | 5<br>1%           | 4<br>2%        | 11<br>4%     | 9<br>2%          | 5<br>3%      | 22<br>3%     | 3<br>2%           | 5<br>5%       | 14<br>3%                   | 1<br>1%        | 7<br>4%        | 2<br>3%              | 5<br>7%                    | -                       | 3<br>2%     | 25<br>3%                 |
| Ageing population/ Social care for the elderly       | <b>20</b><br>2%   | 2<br>2%          | 7<br>2%               | 3<br>1%      | 1<br>1%            | 8<br>2%           | 4<br>2%        | 11<br>3%     | 9<br>2%          | 1<br>1%      | 20<br>2%     | -                 | 1<br>1%       | 13<br>3%                   | 3<br>2%        | 3<br>2%        | 1<br>2%              | 2<br>2%                    | -                       | 1<br>1%     | 17<br>2%                 |
| Public services in general                           | <b>14</b><br>1%   | -                | 9<br>2%               | 2<br>1%      | 1<br>*             | 4<br>1%           | 1<br>*         | 4<br>1%      | 10<br>2%         | *<br>*       | 14<br>2%     | *<br>*            | 3<br>3%       | 8<br>2%                    | 3<br>3%        | -              | -                    | -                          | -                       | 1<br>1%     | 15<br>2%                 |
| Defence/Foreign affairs/ International terrorism     | <b>12</b><br>1%e  | -                | 3<br>1%               | 2<br>1%      | 2<br>1%            | 1<br>*            | *<br>*         | 2<br>1%      | 6<br>1%          | 5<br>3%      | 11<br>1%     | 1<br>1%           | 1<br>1%       | 2<br>*                     | 2<br>1%        | 4<br>3%        | 3<br>5%z             | 2<br>3%                    | -                       | 2<br>1%     | 14<br>1%                 |
| Pensions/Social security/Benefits                    | <b>12</b><br>1%   | 1<br>*           | 3<br>1%               | 3<br>1%      | 4<br>3%            | 4<br>1%           | 1<br>*         | 7<br>2%      | 6<br>1%          | -            | 12<br>1%     | -                 | -             | 5<br>1%                    | 2<br>1%        | 3<br>2%        | 1<br>2%              | 2<br>2%                    | -                       | 4<br>4%     | 8<br>1%                  |
| Population levels/ Overpopulation                    | <b>9</b><br>1%    | 1<br>1%          | -                     | 2<br>1%      | -                  | 2<br>*            | 2<br>1%        | -            | 5<br>1%          | 3<br>2%      | 9<br>1%      | -                 | 3<br>3%z      | 4<br>1%                    | *<br>*         | 2<br>1%        | 2<br>4%z             | -                          | -                       | -           | 8<br>1%                  |
| Taxation   | <b>9</b><br>1%e   | -                | 1<br>*                | 1<br>*       | -                  | 1<br>*            | 2<br>1%        | 2<br>1%      | 5<br>1%          | 1<br>1%      | 7<br>1%      | 1<br>1%           | 1<br>2%       | 5<br>1%                    | -              | 1<br>1%        | 1<br>1%              | -                          | -                       | -           | 9<br>1%                  |
| Unemployment/ Factory closure/ Lack of industry      | <b>8</b><br>1%bej | 1<br>1%          | 1<br>*                | 1<br>1%      | *<br>*             | *<br>*            | 2<br>1%        | 1<br>*       | 5<br>1%          | 2<br>1%      | 5<br>1%      | 4<br>3%j          | 1<br>1%       | 2<br>*                     | -              | 1<br>1%        | 1<br>1%              | -                          | -                       | *<br>*      | 10<br>1%                 |
| Education/Schools                                    | <b>8</b><br>1%    | 2<br>1%          | 3<br>1%               | -            | 2<br>1%            | 1<br>*            | 8<br>5%z       | 1<br>*       | 5<br>1%          | 2<br>1%      | 8<br>1%      | 1<br>*            | 2<br>2%       | 4<br>1%                    | 1<br>*         | -              | -                    | -                          | -                       | 2<br>2%     | 7<br>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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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 WORKING IN |               | DAILY NEWSPAPER READERSHIP |                |                |                      | WHEN MENTIONED IMMIGRATION |                        | UNWTD TOTAL |                         |
|---|--------------|------------------|----------------------|--------------|--------------------|------------------|----------------|--------------|------------------|--------------|--------------|-------------------|---------------|----------------------------|----------------|----------------|----------------------|----------------------------|------------------------|-------------|-------------------------|
|   |              | ECON OMY<br>(a)  | NHS/HOSPITALS<br>(b) | CRIME<br>(c) | IMMIGRATION<br>(t) | EU/EUROPE<br>(e) | SCHOOLS<br>(f) | URBAN<br>(g) | SUB-URBAN<br>(h) | RURAL<br>(i) | WHITE<br>(j) | BME<br>(k)        | PUBLIC<br>(l) | PRIVATE<br>(m)             | QUALITY<br>(p) | POPULAR<br>(q) | MID MKT PRESS<br>(r) | RED TOP PRESS<br>(s)       | MOST IMPOR-TANT<br>(v) |             | OTHER IMPOR-TANT<br>(w) |
| <b>UNWEIGHTED BASE</b>                  | <b>954</b>   | 132              | 436                  | 181          | 134                | 447              | 170            | 285          | 510              | 159          | 829          | 124               | 144           | 298                        | 134            | 154            | 69                   | 63                         | 36                     | 98          | 954                     |
| <b>WEIGHTED BASE</b>                    | <b>978</b>   | 130*             | 426                  | 193          | 159*               | 455              | 175            | 305          | 516              | 156*         | 851          | 126*              | 97            | 458                        | 120*           | 151            | 59*                  | 67*                        | 46**                   | 114*        | 954                     |
|   | <b>100%</b>  | 13%*             | 44%                  | 20%          | 16%*               | 47%              | 18%            | 31%          | 53%              | 16%*         | 87%          | 13%*              | 10%           | 47%                        | 12%*           | 15%            | 6%*                  | 7%*                        | 5%**                   | 12%*        | 98%                     |
| Low pay/Minimum wage/Fair wages         | 8<br>1%e     | 2<br>2%e         | 2<br>*               | 1<br>1%      | 1<br>1%            | *<br>*           | 1<br>1%        | 1<br>*       | 3<br>1%          | 4<br>2%      | 7<br>1%      | 1<br>1%           | 1<br>1%       | 5<br>1%                    | -<br>-         | 1<br>1%        | -<br>-               | 1<br>1%                    | -<br>-                 | 1<br>1%     | 7<br>1%                 |
| Drug abuse                              | 6<br>1%      | -<br>-           | 1<br>*               | 1<br>*       | -<br>-             | -<br>-           | -<br>-         | 2<br>1%      | 5<br>1%          | -<br>-       | 4<br>*       | 2<br>2%           | 1<br>1%       | 4<br>1%                    | -<br>-         | 3<br>2%        | *<br>1%              | 1<br>1%                    | -<br>-                 | -<br>-      | 7<br>1%                 |
| Inflation/Prices                        | 5<br>1%j     | -<br>-           | 1<br>*               | 4<br>2%e     | -<br>-             | -<br>-           | -<br>-         | 5<br>2%h     | -<br>-           | 1<br>*       | 3<br>*       | 2<br>2%           | 1<br>1%       | 2<br>1%                    | -<br>-         | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 4<br>*                  |
| Transport/Public transport              | 5<br>*h      | 4<br>3%z         | 4<br>1%              | -<br>-       | -<br>-             | 4<br>1%          | -<br>-         | 1<br>*       | *<br>*           | 4<br>2%zh    | 5<br>1%      | -<br>-            | -<br>-        | 4<br>1%                    | 1<br>1%        | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 3<br>*                  |
| Morality/Individual behaviour/Lifestyle | 5<br>*       | 1<br>*           | 1<br>*               | 1<br>1%      | -<br>-             | 1<br>*           | *<br>*         | 1<br>*       | 4<br>1%          | -<br>-       | 5<br>1%      | -<br>-            | *<br>1%       | 1<br>*                     | -<br>-         | *<br>*         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 6<br>1%                 |
| Race relations                          | 5<br>*       | -<br>-           | 3<br>1%              | 1<br>*       | -<br>-             | -<br>-           | -<br>-         | 2<br>1%      | 3<br>1%          | -<br>-       | 3<br>*       | 2<br>1%           | -<br>-        | 2<br>*                     | -<br>-         | 1<br>1%        | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 4<br>*                  |
| Countryside/Rural life                  | 4<br>*       | -<br>-           | -<br>-               | -<br>-       | -<br>-             | -<br>-           | 1<br>1%        | -<br>-       | 4<br>1%          | -<br>-       | 4<br>*       | -<br>-            | -<br>-        | 4<br>1%                    | -<br>-         | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 2<br>*                  |
| Local government/Council tax            | 2<br>*       | 1<br>1%          | 1<br>*               | -<br>-       | 1<br>1%            | -<br>-           | -<br>-         | 1<br>*       | 1<br>*           | -<br>-       | 2<br>*       | -<br>-            | -<br>-        | -<br>-                     | -<br>-         | 1<br>1%        | 1<br>1%              | -<br>-                     | -<br>-                 | -<br>-      | 2<br>*                  |
| Privatisation                           | 1<br>*       | -<br>-           | -<br>-               | -<br>-       | 1<br>*             | 1<br>*           | 1<br>*         | 1<br>*       | 1<br>*           | -<br>-       | 1<br>*       | -<br>-            | 1<br>1%zm     | -<br>-                     | 1<br>1%        | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | 1<br>1%     | 2<br>*                  |
| AIDS                                    | 1<br>*       | -<br>-           | -<br>-               | -<br>-       | -<br>-             | -<br>-           | 1<br>*         | -<br>-       | -<br>-           | -<br>-       | 1<br>1%j     | -<br>-            | -<br>-        | -<br>-                     | -<br>-         | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 1<br>*                  |
| Animal welfare                          | 1<br>*       | -<br>-           | -<br>-               | -<br>-       | -<br>-             | -<br>-           | 1<br>*         | -<br>-       | -<br>-           | -<br>-       | 1<br>*       | -<br>-            | -<br>-        | -<br>-                     | -<br>-         | -<br>-         | -<br>-               | -<br>-                     | -<br>-                 | -<br>-      | 1<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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)**

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

|  | IMPORTANT ISSUES |              |                     |           |                  |                | AREA         |           |                | ETHNIC    |           | SECTOR WORKING IN |            | DAILY NEWSPAPER READERSHIP |              |              |                   | WHEN MENTIONED IMMIGRATION |                      | UNWTD TOTAL |                       |
|--|------------------|--------------|---------------------|-----------|------------------|----------------|--------------|-----------|----------------|-----------|-----------|-------------------|------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
|  | TOTAL (z)        | 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>954</b>       | 132          | 436                 | 181       | 134              | 447            | 170          | 285       | 510            | 159       | 829       | 124               | 144        | 298                        | 134          | 154          | 69                | 63                         | 36                   | 98          | 954                   |
| <b>WEIGHTED BASE</b>                                       | <b>978</b>       | 130*         | 426                 | 193       | 159*             | 455            | 175          | 305       | 516            | 156*      | 851       | 126*              | 97         | 458                        | 120*         | 151          | 59*               | 67*                        | 46**                 | 114*        | 954                   |
|  | <b>100%</b>      | 13%*         | 44%                 | 20%       | 16%*             | 47%            | 18%          | 31%       | 53%            | 16%*      | 87%       | 13%*              | 10%        | 47%                        | 12%*         | 15%          | 6%*               | 7%*                        | 5%**                 | 12%*        | 98%                   |
| Median   | 1                | 1            | 1                   | 1         | 1                | 1              | 1            | 1         | 1              | 1         | 1         | 1                 | 1          | 1                          | 1            | 1            | 1                 | 1                          | 1                    | 1           | 1                     |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 1                | *            | *                   | -         | -                | *              | -            | *         | -              | *         | 1         | -                 | *          | -                          | -            | *            | *                 | -                          | -                    | -           | 2                     |
|  | *                | *            | *                   | -         | -                | *              | -            | *         | -              | *         | -         | -                 | *          | -                          | -            | *            | 1%                | -                          | -                    | -           | *                     |
| Bird flu/Pandemic flu/Swine flu/ Ebola                     | *                | -            | *                   | -         | *                | -              | -            | -         | *              | -         | *         | -                 | -          | -                          | -            | *            | *                 | -                          | -                    | *           | 1                     |
|  | *                | -            | *                   | -         | *                | -              | -            | -         | *              | -         | *         | -                 | -          | -                          | -            | *            | 1%                | -                          | -                    | *           | *                     |
| Nationalisation/ Government control of institutions        | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
| Northern Ireland   | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
| Pound/Exchange rate/Value of pound                         | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
| Trade unions/ Strikes                                      | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
| Nuclear weapons/ Nuclear war/ Disarmament                  | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
| Foot and mouth outbreak/Farming crisis                     | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |
|  | -                | -            | -                   | -         | -                | -              | -            | -         | -              | -         | -         | -                 | -          | -                          | -            | -            | -                 | -                          | -                    | -           | -                     |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)**

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

|                         | IMPORTANT ISSUES   |              |                    |           |                 |                | AREA               |                   |               | ETHNIC    |           | SECTOR WORKING IN |            | DAILY NEWSPAPER READERSHIP |                   |             |                   | WHEN MENTIONED IMMIGRATION |                     | UNWTD TOTAL |                      |
|-------------------------|--------------------|--------------|--------------------|-----------|-----------------|----------------|--------------------|-------------------|---------------|-----------|-----------|-------------------|------------|----------------------------|-------------------|-------------|-------------------|----------------------------|---------------------|-------------|----------------------|
|                         | TOTAL (z)          | ECON OMY (a) | NHS/ HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/ EUROPE (e) | SCHOOLS (f)        | URBAN (g)         | SUB-URBAN (h) | RURAL (i) | WHITE (j) | BME (k)           | PUBLIC (l) | PRIVATE (m)                | QUALITY (p)       | POPULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s)          | MOST IMPOR-TANT (v) |             | OTHER IMPOR-TANT (w) |
| <b>UNWEIGHTED BASE</b>  | <b>954</b>         | 132          | 436                | 181       | 134             | 447            | 170                | 285               | 510           | 159       | 829       | 124               | 144        | 298                        | 134               | 154         | 69                | 63                         | 36                  | 98          | 954                  |
| <b>WEIGHTED BASE</b>    | <b>978</b>         | 130*         | 426                | 193       | 159*            | 455            | 175                | 305               | 516           | 156*      | 851       | 126*              | 97         | 458                        | 120*              | 151         | 59*               | 67*                        | 46**                | 114*        | 954                  |
|                         | <b>100%</b>        | 13%*         | 44%                | 20%       | 16%*            | 47%            | 18%                | 31%               | 53%           | 16%*      | 87%       | 13%*              | 10%        | 47%                        | 12%*              | 15%         | 6%*               | 7%*                        | 5%**                | 12%*        | 98%                  |
| Other                   | <b>21</b>          | 4            | 5                  | 4         | 2               | 10             | 1                  | 7                 | 13            | *         | 18        | 3                 | 3          | 9                          | 4                 | 5           | 2                 | 2                          | -                   | 2           | 20                   |
|                         | 2% <sup>b</sup>    | 3%           | 1%                 | 2%        | 1%              | 2%             | 1%                 | 2%                | 3%            | *         | 2%        | 2%                | 3%         | 2%                         | 3%                | 3%          | 3%                | 3%                         | -                   | 2%          | 2%                   |
| MEAN NUMBER OF MENTIONS | <b>1.00</b>        | 1.00         | 1.00               | 1.00      | 1.00            | 1.00           | 1.00               | 1.00              | 1.00          | 1.00      | 1.00      | 1.00              | 1.00       | 1.00                       | 1.00              | 1.00        | 1.00              | 1.00                       | 1.00                | 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        | 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              | 0.00                       | 0.00                | 0.00        | *                    |
| Don't know              | <b>75</b>          | 1            | 5                  | 4         | 8               | 11             | 7                  | 35                | 30            | 10        | 46        | 29                | 4          | 37                         | 5                 | 9           | 1                 | 7                          | -                   | 8           | 65                   |
|                         | 8% <sup>abce</sup> | *            | 1%                 | 2%        | 5% <sup>b</sup> | 2%             | 4% <sup>b</sup>    | 12% <sup>zh</sup> | 6%            | 7%        | 5%        | 23% <sup>zj</sup> | 4%         | 8%                         | 4%                | 6%          | 2%                | 11%                        | -                   | 7%          | 7%                   |
| Personal finances (NET) | <b>65</b>          | 8            | 20                 | 9         | 4               | 14             | 18                 | 29                | 24            | 12        | 52        | 13                | 5          | 31                         | 14                | 5           | 3                 | 2                          | -                   | 4           | 64                   |
|                         | 7% <sup>beh</sup>  | 6%           | 5%                 | 4%        | 2%              | 3%             | 10% <sup>bce</sup> | 10% <sup>h</sup>  | 5%            | 8%        | 6%        | 10%               | 5%         | 7%                         | 12% <sup>zq</sup> | 3%          | 5%                | 3%                         | -                   | 3%          | 7%                   |
| Petrol prices/Fuel      | -                  | -            | -                  | -         | -               | -              | -                  | -                 | -             | -         | -         | -                 | -          | -                          | -                 | -           | -                 | -                          | -                   | -           | -                    |
|                         | -                  | -            | -                  | -         | -               | -              | -                  | -                 | -             | -         | -         | -                 | -          | -                          | -                 | -           | -                 | -                          | -                   | -           | -                    |

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

**ISSUES INDEX JANUARY 2020 (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>954</b>                             | 474                     | 480                      | 134                     | 126                    | 131                    | 123                                   | 147                     | 293                     | 260                     | 254                           | 440                    | 391        | 563          | 265                             | 319                           | 178                     | 192                          | 584                             | 370                          | 954        |
| <b>WEIGHTED BASE</b>  | <b>978</b>                             | 482                     | 496                      | 132                     | 166*                   | 153*                   | 158*                                  | 146*                    | 222                     | 298                     | 312                           | 368                    | 451        | 526          | 255                             | 290                           | 206                     | 226                          | 545                             | 432                          | 954        |
|   | <b>100%</b>                            | 49%                     | 51%                      | 13%                     | 17%*                   | 16%*                   | 16%*                                  | 15%*                    | 23%                     | 30%                     | 32%                           | 38%                    | 46%        | 54%          | 26%                             | 30%                           | 21%                     | 23%                          | 56%                             | 44%                          | 98%        |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>455</b><br>47% <sub>oq</sub>        | 232<br>48%              | 223<br>45%               | 61<br>47%               | 66<br>39%              | 76<br>50%              | 72<br>45%                             | 73<br>50%               | 107<br>48%              | 127<br>43%              | 148<br>47%                    | 180<br>49%             | 203<br>45% | 252<br>48%   | 147<br>58% <sub>zn</sub><br>oq  | 146<br>50% <sub>oq</sub>      | 93<br>45% <sub>oq</sub> | 69<br>30%                    | 293<br>54% <sub>zo</sub><br>q   | 162<br>37% <sub>o</sub>      | 447<br>47% |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>426</b><br>44% <sub>ai</sub><br>q   | 180<br>37%              | 246<br>50% <sub>za</sub> | 50<br>38%               | 61<br>37%              | 66<br>43%              | 81<br>51% <sub>i</sub>                | 61<br>41%               | 107<br>48% <sub>i</sub> | 112<br>38%              | 147<br>47%                    | 168<br>45%             | 178<br>39% | 248<br>47%   | 136<br>53% <sub>zn</sub><br>oq  | 131<br>45%                    | 76<br>37%               | 84<br>37%                    | 266<br>49% <sub>zn</sub><br>oq  | 160<br>37%                   | 436<br>46% |
| Pollution/<br>Environment   | <b>222</b><br>23% <sub>no</sub><br>q   | 98<br>20%               | 124<br>25%               | 36<br>27%               | 32<br>19%              | 24<br>16%              | 40<br>25%                             | 40<br>27%               | 50<br>22%               | 68<br>23%               | 65<br>21%                     | 90<br>24%              | 92<br>20%  | 130<br>25%   | 79<br>31% <sub>zn</sub><br>oq   | 86<br>29% <sub>zn</sub><br>oq | 28<br>14%               | 30<br>13%                    | 165<br>30% <sub>zn</sub><br>oq  | 58<br>13%                    | 234<br>25% |
| Poverty/Inequality  | <b>218</b><br>22% <sub>hk</sub><br>nq  | 97<br>20%               | 122<br>25%               | 37<br>28% <sub>hk</sub> | 41<br>25% <sub>h</sub> | 36<br>24% <sub>h</sub> | 39<br>25% <sub>h</sub>                | 33<br>23%               | 32<br>14%               | 78<br>26% <sub>hk</sub> | 75<br>24% <sub>h</sub>        | 65<br>18% <sub>h</sub> | 114<br>25% | 104<br>20%   | 83<br>32% <sub>zm</sub><br>nopq | 64<br>22%                     | 29<br>14%               | 43<br>19%                    | 147<br>27% <sub>zm</sub><br>nq  | 72<br>17%                    | 213<br>22% |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>193</b><br>20%                      | 91<br>19%               | 102<br>21%               | 22<br>17%               | 30<br>18%              | 30<br>20%              | 39<br>25%                             | 32<br>22%               | 39<br>17%               | 52<br>18%               | 69<br>22%                     | 71<br>19%              | 83<br>18%  | 110<br>21%   | 49<br>19%                       | 51<br>18%                     | 52<br>25%               | 40<br>18%                    | 100<br>18%                      | 92<br>21%                    | 181<br>19% |
| Education/Schools   | <b>175</b><br>18% <sub>ah</sub><br>noq | 61<br>13%               | 114<br>23% <sub>za</sub> | 20<br>15%               | 31<br>19%              | 33<br>22% <sub>h</sub> | 34<br>22% <sub>h</sub>                | 30<br>20%               | 27<br>12%               | 51<br>17%               | 67<br>22% <sub>h</sub>        | 57<br>15% <sub>h</sub> | 84<br>19%  | 91<br>17%    | 76<br>30% <sub>zm</sub><br>nopq | 52<br>18% <sub>q</sub>        | 23<br>11%               | 24<br>11%                    | 128<br>24% <sub>zm</sub><br>noq | 47<br>11%                    | 170<br>18% |
| Immigration/<br>immigrants  | <b>159</b><br>16% <sub>lp</sub>        | 71<br>15%               | 88<br>18%                | 15<br>12%               | 30<br>18%              | 15<br>10%              | 32<br>20%                             | 30<br>20%               | 37<br>17%               | 45<br>15%               | 47<br>15% <sub>e</sub>        | 67<br>18%              | 60<br>13%  | 99<br>19%    | 18<br>7%                        | 50<br>17% <sub>lp</sub>       | 35<br>17% <sub>l</sub>  | 56<br>25% <sub>zl</sub><br>p | 68<br>13% <sub>l</sub><br>p     | 91<br>21% <sub>zl</sub><br>p | 134<br>14% |
| Housing   | <b>135</b><br>14% <sub>h</sub>         | 65<br>13%               | 71<br>14%                | 19<br>14% <sub>h</sub>  | 30<br>18% <sub>h</sub> | 21<br>14%              | 19<br>12%                             | 30<br>21% <sub>hk</sub> | 16<br>7%                | 49<br>16% <sub>h</sub>  | 40<br>13%                     | 46<br>13% <sub>h</sub> | 70<br>16%  | 65<br>12%    | 34<br>13%                       | 39<br>14%                     | 27<br>13%               | 35<br>16%                    | 73<br>13%                       | 62<br>14%                    | 130<br>14% |
| Economy/Economic<br>situation   | <b>130</b><br>13% <sub>bk</sub>        | 79<br>16% <sub>zb</sub> | 51<br>10%                | 15<br>12%               | 23<br>14%              | 17<br>11%              | 39<br>24% <sub>zc</sub><br>eghij<br>k | 14<br>10%               | 22<br>10%               | 38<br>13%               | 55<br>18% <sub>ze</sub><br>hk | 37<br>10%              | 55<br>12%  | 75<br>14%    | 39<br>15%                       | 41<br>14%                     | 27<br>13%               | 23<br>10%                    | 80<br>15%                       | 50<br>12%                    | 132<br>14% |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>              | 474       | 480         | 134              | 126                | 131         | 123         | 147         | 293         | 260                | 254         | 440          | 391       | 563          | 265               | 319         | 178         | 192       | 584               | 370         | 954       |
| <b>WEIGHTED BASE</b>  | <b>978</b>              | 482       | 496         | 132              | 166*               | 153*        | 158*        | 146*        | 222         | 298                | 312         | 368          | 451       | 526          | 255               | 290         | 206         | 226       | 545               | 432         | 954       |
|   | <b>100%</b>             | 49%       | 51%         | 13%              | 17%*               | 16%*        | 16%*        | 15%*        | 23%         | 30%                | 32%         | 38%          | 46%       | 54%          | 26%               | 30%         | 21%         | 23%       | 56%               | 44%         | 98%       |
| Ageing population/<br>Social care for<br>the elderly          | <b>98</b><br>10%coq     | 41<br>8%  | 57<br>12%   | 4<br>3%          | 23<br>14%ci        | 17<br>11%ci | 14<br>9%    | 15<br>10%   | 25<br>11%ci | 27<br>9%ci         | 31<br>10%ci | 39<br>11%ci  | 45<br>10% | 53<br>10%    | 39<br>15%zn<br>oq | 32<br>11%   | 12<br>6%    | 15<br>7%  | 71<br>13%zno<br>q | 27<br>6%    | 99<br>10% |
| Public services in<br>general                                 | <b>93</b><br>10%coq     | 38<br>8%  | 56<br>11%   | 3<br>3%          | 22<br>13%ci        | 13<br>8%    | 24<br>15%ch | 14<br>10%ci | 17<br>8%    | 26<br>9%ci         | 37<br>12%ci | 31<br>8%ci   | 38<br>9%  | 55<br>10%    | 35<br>14%zo<br>q  | 31<br>11%o  | 20<br>10%o  | 7<br>3%   | 66<br>12%zoq      | 28<br>6%o   | 91<br>10% |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>93</b><br>10%        | 51<br>11% | 42<br>9%    | 10<br>8%         | 14<br>9%           | 14<br>9%    | 20<br>13%   | 17<br>12%   | 18<br>8%    | 25<br>8%           | 34<br>11%   | 35<br>10%    | 39<br>9%  | 55<br>10%    | 31<br>12%         | 29<br>10%   | 16<br>8%    | 18<br>8%  | 60<br>11%         | 33<br>8%    | 99<br>10% |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>87</b><br>9%ah       | 28<br>6%  | 59<br>12%za | 10<br>8%         | 20<br>12%h         | 15<br>9%h   | 18<br>11%h  | 17<br>12%hk | 7<br>3%     | 31<br>10%h         | 32<br>10%h  | 24<br>6%h    | 45<br>10% | 42<br>8%     | 24<br>10%         | 18<br>6%    | 19<br>9%    | 24<br>11% | 43<br>8%          | 44<br>10%   | 75<br>8%  |
| Drug abuse  | <b>76</b><br>8%hkl      | 35<br>7%  | 41<br>8%    | 8<br>6%          | 15<br>9%h          | 14<br>9%h   | 20<br>12%hk | 12<br>8%    | 7<br>3%     | 23<br>8%h          | 34<br>11%hk | 19<br>5%h    | 37<br>8%  | 39<br>7%     | 11<br>4%          | 28<br>10%lp | 16<br>8%    | 20<br>9%  | 39<br>7%l         | 37<br>9%    | 67<br>7%  |
| Defence/Foreign<br>affairs/<br>International<br>terrorism     | <b>70</b><br>7%il       | 32<br>7%  | 38<br>8%    | 4<br>3%          | 8<br>5%            | 8<br>5%     | 14<br>9%    | 13<br>9%    | 22<br>10%ci | 12<br>4%           | 22<br>7%    | 35<br>10%zci | 20<br>4%  | 50<br>9%     | 24<br>9%          | 20<br>7%    | 13<br>6%    | 13<br>6%  | 44<br>8%          | 26<br>6%    | 71<br>7%  |
| Pensions/Social<br>security/Benefits                          | <b>69</b><br>7%ci       | 26<br>5%  | 43<br>9%    | -<br>-           | 13<br>8%ci         | 8<br>5%ci   | 14<br>9%ci  | 15<br>10%ci | 19<br>8%ci  | 13<br>4%ci         | 22<br>7%ci  | 33<br>9%ci   | 21<br>5%  | 47<br>9%     | 21<br>8%          | 15<br>5%    | 20<br>10%   | 13<br>6%  | 35<br>6%          | 33<br>8%    | 68<br>7%  |
| Low pay/Minimum<br>wage/Fair wages                            | <b>59</b><br>6%hkl<br>p | 29<br>6%  | 31<br>6%    | 13<br>10%hk<br>p | 21<br>13%zeh<br>jk | 6<br>4%     | 7<br>5%     | 6<br>4%     | 6<br>3%     | 34<br>11%zeh<br>jk | 13<br>4%    | 12<br>3%     | 40<br>9%  | 20<br>4%     | 7<br>3%           | 14<br>5%    | 20<br>10%lp | 18<br>8%  | 21<br>4%          | 38<br>9%zlp | 52<br>5%  |
| Taxation  | <b>55</b><br>6%h        | 30<br>6%  | 25<br>5%    | 8<br>6%          | 14<br>8%           | 10<br>7%    | 6<br>4%     | 11<br>8%    | 6<br>3%     | 22<br>7%h          | 16<br>5%    | 17<br>5%h    | 32<br>7%  | 23<br>4%     | 15<br>6%          | 11<br>4%    | 10<br>5%    | 19<br>8%  | 26<br>5%          | 29<br>7%    | 53<br>6%  |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>       | 474      | 480              | 134              | 126                | 131       | 123              | 147       | 293               | 260               | 254             | 440             | 391       | 563          | 265               | 319              | 178               | 192    | 584               | 370               | 954      |
| <b>WEIGHTED BASE</b>                                     | <b>978</b>       | 482      | 496              | 132              | 166*               | 153*      | 158*             | 146*      | 222               | 298               | 312             | 368             | 451       | 526          | 255               | 290              | 206               | 226    | 545               | 432               | 954      |
|  | <b>100%</b>      | 49%      | 51%              | 13%              | 17%*               | 16%*      | 16%*             | 15%*      | 23%               | 30%               | 32%             | 38%             | 46%       | 54%          | 26%               | 30%              | 21%               | 23%    | 56%               | 44%               | 98%      |
| Transport/Public transport                               | <b>55</b>        | 34       | 21               | 3                | 12                 | 6         | 12               | 9         | 12                | 15                | 19              | 21              | 21        | 33           | 23                | 14               | 3                 | 15     | 37                | 18                | 55       |
|  | 6% <sub>n</sub>  | 7%       | 4%               | 2%               | 7%                 | 4%        | 8%               | 6%        | 5%                | 5% <sub>c</sub>   | 6%              | 6%              | 5%        | 6%           | 9% <sub>znq</sub> | 5%               | 1%                | 6%     | 7% <sub>mn</sub>  | 4% <sub>n</sub>   | 6%       |
| Inflation/Prices   | <b>52</b>        | 31       | 21               | 3                | 18                 | 9         | 10               | 3         | 7                 | 22                | 19              | 10              | 31        | 21           | 15                | 8                | 14                | 15     | 23                | 29                | 43       |
|  | 5% <sub>km</sub> | 6%       | 4%               | 3%               | 11% <sub>zcg</sub> | 6%        | 7%               | 2%        | 3%                | 7% <sub>ck</sub>  | 6%              | 3%              | 7%        | 4%           | 6%                | 3%               | 7%                | 6%     | 4%                | 7%                | 5%       |
| Race relations   | <b>49</b>        | 19       | 29               | 11               | 8                  | 6         | 12               | 6         | 6                 | 20                | 17              | 12              | 25        | 24           | 9                 | 20               | 13                | 7      | 29                | 20                | 45       |
|  | 5% <sub>h</sub>  | 4%       | 6%               | 9% <sub>hk</sub> | 5%                 | 4%        | 7%               | 4%        | 3%                | 7%                | 6%              | 3%              | 6%        | 5%           | 3%                | 7%               | 6%                | 3%     | 5%                | 5%                | 5%       |
| Population levels/Overpopulation                         | <b>40</b>        | 14       | 26               | 2                | 8                  | 4         | 7                | 9         | 9                 | 10                | 11              | 18              | 15        | 25           | 9                 | 11               | 13                | 6      | 21                | 19                | 43       |
|  | 4%               | 3%       | 5%               | 2%               | 5%                 | 3%        | 4%               | 6%        | 4%                | 3%                | 4%              | 5%              | 3%        | 5%           | 4%                | 4%               | 6%                | 3%     | 4%                | 4%                | 5%       |
| Morality/Individual behaviour/Lifestyle                  | <b>29</b>        | 13       | 16               | 2                | 3                  | *         | 8                | 7         | 8                 | 6                 | 9               | 15              | 6         | 23           | 12                | 12               | -                 | 5      | 24                | 5                 | 33       |
|  | 3% <sub>q</sub>  | 3%       | 3%               | 2%               | 2%                 | *         | 5% <sub>e</sub>  | 5%        | 4%                | 2%                | 3% <sub>e</sub> | 4%              | 1%        | 4%           | 5% <sub>nq</sub>  | 4% <sub>nq</sub> | -                 | 2%     | 4% <sub>znq</sub> | 1%                | 3%       |
| Local government/Council tax                             | <b>29</b>        | 16       | 13               | 2                | 2                  | 2         | 8                | 7         | 7                 | 4                 | 10              | 14              | 6         | 22           | 10                | 8                | 3                 | 8      | 18                | 11                | 27       |
|  | 3%               | 3%       | 3%               | 2%               | 1%                 | 1%        | 5%               | 5%        | 3%                | 1%                | 3%              | 4%              | 1%        | 4%           | 4%                | 3%               | 1%                | 4%     | 3%                | 2%                | 3%       |
| Privatisation  | <b>27</b>        | 8        | 19               | 1                | 14                 | 1         | 8                | -         | 2                 | 15                | 9               | 2               | 17        | 10           | 8                 | 4                | 8                 | 7      | 12                | 16                | 21       |
|  | 3% <sub>k</sub>  | 2%       | 4%               | 1%               | 9% <sub>zce</sub>  | 1%        | 5% <sub>gk</sub> | -         | 1%                | 5% <sub>zcg</sub> | 3% <sub>e</sub> | 1%              | 4%        | 2%           | 3%                | 1%               | 4%                | 3%     | 2%                | 4%                | 2%       |
| Petrol prices/Fuel                                       | <b>22</b>        | 11       | 11               | 1                | 7                  | 2         | 6                | 1         | 5                 | 8                 | 8               | 6               | 10        | 12           | 2                 | 1                | 14                | 5      | 3                 | 19                | 18       |
|  | 2% <sub>mp</sub> | 2%       | 2%               | *                | 4%                 | 1%        | 4%               | 1%        | 2%                | 3% <sub>c</sub>   | 3%              | 2%              | 2%        | 2%           | 1%                | *                | 7% <sub>zlm</sub> | 2%     | 1%                | 4% <sub>zlm</sub> | 2%       |
| Animal welfare   | <b>21</b>        | 2        | 19               | 5                | 5                  | 2         | 6                | 2         | 2                 | 9                 | 8               | 4               | 11        | 10           | 3                 | 5                | 8                 | 5      | 8                 | 13                | 20       |
|  | 2% <sub>a</sub>  | *        | 4% <sub>za</sub> | 4%               | 3%                 | 1%        | 4%               | 1%        | 1%                | 3%                | 3%              | 1%              | 2%        | 2%           | 1%                | 2%               | 4%                | 2%     | 1%                | 3%                | 2%       |
| Scottish/Welsh assembly/Devolution/Constitutional reform | <b>18</b>        | 11       | 8                | -                | 4                  | 2         | 1                | 3         | 9                 | 4                 | 3               | 12              | 6         | 13           | 7                 | 6                | 4                 | 2      | 12                | 6                 | 21       |
|  | 2%               | 2%       | 2%               | -                | 2%                 | 1%        | *                | 2%        | 4% <sub>zcj</sub> | 1%                | 1%              | 3% <sub>z</sub> | 1%        | 2%           | 3%                | 2%               | 2%                | 1%     | 2%                | 1%                | 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  
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|   | SEX         |          | AGE         |                       |                        |           |           |           |         |                        |           |         |           | SOCIAL GRADE |         |         |         |                        |          | UNWTD TOTAL |          |
|---|-------------|----------|-------------|-----------------------|------------------------|-----------|-----------|-----------|---------|------------------------|-----------|---------|-----------|--------------|---------|---------|---------|------------------------|----------|-------------|----------|
|   | TOTAL (z)   | MALE (a) | FE-MALE (b) | 18-24 (c)             | 25-34 (d)              | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i)              | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v)      | AB (l)  | C1 (m)  | C2 (n)  | DE (o)                 | ABC1 (p) |             | C2DE (q) |
| <b>UNWEIGHTED BASE</b>                                    | <b>954</b>  | 474      | 480         | 134                   | 126                    | 131       | 123       | 147       | 293     | 260                    | 254       | 440     | 391       | 563          | 265     | 319     | 178     | 192                    | 584      | 370         | 954      |
| <b>WEIGHTED BASE</b>                                      | <b>978</b>  | 482      | 496         | 132                   | 166*                   | 153*      | 158*      | 146*      | 222     | 298                    | 312       | 368     | 451       | 526          | 255     | 290     | 206     | 226                    | 545      | 432         | 954      |
|   | <b>100%</b> | 49%      | 51%         | 13%                   | 17%*                   | 16%*      | 16%*      | 15%*      | 23%     | 30%                    | 32%       | 38%     | 46%       | 54%          | 26%     | 30%     | 21%     | 23%                    | 56%      | 44%         | 98%      |
| Nationalisation/<br>Government control<br>of institutions | 18<br>2%k   | 9<br>2%  | 9<br>2%     | 3<br>2%               | 5<br>3%                | 2<br>1%   | 6<br>4%k  | *<br>*    | 2<br>1% | 8<br>3%                | 8<br>3%   | 2<br>1% | 10<br>2%  | 8<br>2%      | 3<br>1% | 5<br>2% | 3<br>1% | 7<br>3%                | 9<br>2%  | 10<br>2%    | 18<br>2% |
| Countryside/Rural<br>life                                 | 15<br>2%    | 4<br>1%  | 11<br>2%    | 1<br>1%               | 7<br>4%                | 1<br>1%   | 1<br>1%   | 2<br>2%   | 3<br>1% | 7<br>3% <sup>c</sup>   | 3<br>1%   | 5<br>1% | 9<br>2%   | 6<br>1%      | 4<br>2% | 6<br>2% | 1<br>1% | 3<br>1%                | 10<br>2% | 5<br>1%     | 15<br>2% |
| Pound/Exchange<br>rate/Value of<br>pound                  | 12<br>1%    | 5<br>1%  | 7<br>1%     | 1<br>1%               | 3<br>2%                | 3<br>2%   | 2<br>1%   | *<br>*    | 2<br>1% | 4<br>1%                | 6<br>2%   | 2<br>1% | 8<br>2%   | 4<br>1%      | 5<br>2% | 2<br>1% | 4<br>2% | 1<br>*                 | 7<br>1%  | 5<br>1%     | 14<br>1% |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament           | 8<br>1%     | 4<br>1%  | 4<br>1%     | 3<br>2% <sup>hk</sup> | 4<br>3% <sup>k</sup>   | -<br>-    | 1<br>1%   | -<br>-    | -<br>-  | 7<br>2% <sup>zhk</sup> | 1<br>*    | -<br>-  | 7<br>2%   | 1<br>*       | 2<br>1% | 2<br>1% | 1<br>*  | 3<br>2%                | 4<br>1%  | 4<br>1%     | 10<br>1% |
| AIDS  | 8<br>1%     | 6<br>1%  | 2<br>*      | 2<br>1% <sup>k</sup>  | 6<br>4% <sup>zhj</sup> | -<br>-    | -<br>-    | -<br>-    | -<br>-  | 8<br>3% <sup>zhj</sup> | -<br>-    | -<br>-  | 8<br>2%   | -<br>-       | -<br>-  | 2<br>1% | -<br>-  | 6<br>3% <sup>zjp</sup> | 2<br>*   | 6<br>1%     | 4<br>*   |
| Trade unions/<br>Strikes                                  | 7<br>1%     | 3<br>1%  | 4<br>1%     | 1<br>1%               | 3<br>2%                | 1<br>1%   | -<br>*    | 1<br>*    | 1<br>*  | 4<br>1%                | 1<br>*    | 1<br>*  | 5<br>1%   | 1<br>*       | 2<br>1% | 2<br>1% | -<br>-  | 2<br>1%                | 4<br>1%  | 2<br>1%     | 9<br>1%  |
| Northern Ireland  | 5<br>*      | 1<br>*   | 4<br>1%     | -<br>-                | 3<br>2%                | 1<br>1%   | -<br>-    | -<br>-    | 1<br>*  | 3<br>1%                | 1<br>*    | 1<br>*  | 4<br>1%   | 1<br>*       | 3<br>1% | 2<br>1% | -<br>-  | *<br>*                 | 4<br>1%  | *<br>*      | 6<br>1%  |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola              | 4<br>*      | *<br>*   | 3<br>1%     | 1<br>1%               | 3<br>2%                | -<br>-    | -<br>-    | -<br>*    | *<br>*  | 3<br>1%                | -<br>-    | *<br>*  | 3<br>1%   | *<br>*       | -<br>-  | 3<br>1% | -<br>-  | 1<br>*                 | 3<br>1%  | 1<br>*      | 4<br>*   |
| Median  | 2           | 2        | 2           | 2                     | 2                      | 2         | 3         | 2         | 2       | 2                      | 2         | 2       | 2         | 2            | 3       | 2       | 2       | 2                      | 2        | 2           | 2        |
| Foot and mouth<br>outbreak/Farming<br>crisis              | 1<br>*      | -<br>-   | 1<br>*      | -<br>-                | 1<br>1%                | -<br>-    | -<br>-    | -<br>-    | -<br>-  | 1<br>*                 | -<br>-    | -<br>-  | 1<br>*    | -<br>-       | -<br>-  | 1<br>*  | -<br>-  | -<br>-                 | 1<br>*   | -<br>-      | 1<br>*   |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX JANUARY 2020 (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>954</b>        | 474      | 480               | 134               | 126               | 131              | 123               | 147               | 293              | 260               | 254               | 440               | 391       | 563            | 265               | 319               | 178               | 192               | 584               | 370               | 954      |
| <b>WEIGHTED BASE</b>    | <b>978</b>        | 482      | 496               | 132               | 166*              | 153*             | 158*              | 146*              | 222              | 298               | 312               | 368               | 451       | 526            | 255               | 290               | 206               | 226               | 545               | 432               | 954      |
|                         | <b>100%</b>       | 49%      | 51%               | 13%               | 17%*              | 16%*             | 16%*              | 15%*              | 23%              | 30%               | 32%               | 38%               | 46%       | 54%            | 26%               | 30%               | 21%               | 23%               | 56%               | 44%               | 98%      |
| Other                   | <b>77</b>         | 39       | 39                | 11                | 5                 | 11               | 17                | 11                | 22               | 16                | 28                | 33                | 27        | 50             | 31                | 21                | 12                | 13                | 52                | 26                | 80       |
|                         | <b>8%</b>         | 8%       | 8%                | 8%                | 3%                | 7%               | 11%               | 8%                | 10% <sup>d</sup> | 5%                | 9%                | 9%                | 6%        | 10%            | 12% <sup>zq</sup> | 7%                | 6%                | 6%                | 10% <sup>zm</sup> | 6%                | 8%       |
| MEAN NUMBER OF MENTIONS | 3.55 <sup>a</sup> | 3.30     | 3.80 <sup>z</sup> | 3.15              | 3.98 <sup>h</sup> | 3.29             | 4.14 <sup>z</sup> | 3.75 <sup>h</sup> | 3.11             | 3.61 <sup>c</sup> | 3.72 <sup>e</sup> | 3.36 <sup>h</sup> | 3.50      | 3.60           | 4.03 <sup>z</sup> | 3.57              | 3.32              | 3.20              | 3.78 <sup>z</sup> | 3.26              | 3.54     |
|                         | <sup>hq</sup>     |          | <sup>a</sup>      |                   |                   |                  | <sup>cehk</sup>   |                   |                  | <sup>h</sup>      |                   |                   |           | <sup>noq</sup> |                   |                   |                   | <sup>oq</sup>     |                   |                   |          |
| STANDARD ERROR          | <b>0.09</b>       | 0.10     | 0.15              | 0.22              | 0.35              | 0.18             | 0.31              | 0.21              | 0.11             | 0.21              | 0.18              | 0.11              | 0.15      | 0.11           | 0.17              | 0.18              | 0.21              | 0.17              | 0.12              | 0.13              | 0.09     |
| ERROR VARIANCE          | <b>0.01</b>       | 0.01     | 0.02              | 0.05              | 0.12              | 0.03             | 0.10              | 0.05              | 0.01             | 0.05              | 0.03              | 0.01              | 0.02      | 0.01           | 0.03              | 0.03              | 0.04              | 0.03              | 0.02              | 0.02              | 0.01     |
| Don't know              | <b>163</b>        | 75       | 87                | 24                | 44                | 25               | 18                | 21                | 31               | 68                | 43                | 52                | 93        | 70             | 12                | 42                | 46                | 63                | 54                | 109               | 141      |
|                         | 17% <sup>lp</sup> | 16%      | 18%               | 18%               | 26% <sup>zf</sup> | 16%              | 11%               | 15%               | 14%              | 23% <sup>zf</sup> | 14%               | 14%               | 21%       | 13%            | 5%                | 14% <sup>lp</sup> | 22% <sup>lp</sup> | 28% <sup>zl</sup> | 10% <sup>l</sup>  | 25% <sup>zl</sup> | 15%      |
|                         |                   |          |                   |                   | <sup>hjk</sup>    |                  |                   |                   |                  | <sup>hjk</sup>    |                   |                   |           |                |                   |                   | <sup>mp</sup>     |                   | <sup>mp</sup>     |                   |          |
| Personal finances (NET) | <b>288</b>        | 139      | 149               | 50                | 60                | 49               | 46                | 39                | 44               | 110               | 95                | 83                | 159       | 129            | 93                | 77                | 54                | 64                | 170               | 118               | 277      |
|                         | 29% <sup>hk</sup> | 29%      | 30%               | 38% <sup>zh</sup> | 36% <sup>hk</sup> | 32% <sup>h</sup> | 29%               | 27%               | 20%              | 37% <sup>zh</sup> | 31% <sup>h</sup>  | 23%               | 35%       | 25%            | 36% <sup>zm</sup> | 27%               | 26%               | 28%               | 31% <sup>m</sup>  | 27%               | 29%      |
|                         |                   |          |                   | <sup>k</sup>      |                   |                  |                   |                   |                  | <sup>k</sup>      |                   |                   |           |                | <sup>pq</sup>     |                   |                   |                   |                   |                   |          |

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

**ISSUES INDEX JANUARY 2020 (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>954</b>               | 816          | 51        | 87            | 311                       | 224                       | 296                       | 245           | 347                | 134    | 275                     | 213                | 382       | 216            | 159                    | 183                 | 598                   | 342         | 954               |
| <b>WEIGHTED BASE</b>   | <b>978</b>               | 848          | 48*       | 81*           | 311                       | 229                       | 306                       | 257           | 361                | 134*   | 274                     | 227                | 337       | 319            | 106                    | 197                 | 655                   | 303         | 954               |
|  | <b>100%</b>              | 87%          | 5%*       | 8%*           | 32%                       | 23%                       | 31%                       | 26%           | 37%                | 14%*   | 28%                     | 23%                | 34%       | 33%            | 11%                    | 20%                 | 67%                   | 31%         | 98%               |
| Common Market/ Brexit/EU/Europe/ Euro                              | <b>455</b>               | 388          | 15        | 51            | 167                       | 116                       | 110                       | 94            | 178                | 67     | 130                     | 111                | 176       | 153            | 31                     | 87                  | 329                   | 118         | 447               |
|  | 47%fg                    | 46%fg        | 32%       | 63%za         | 54%za                     | 51%bf                     | 36%                       | 37%           | 49%fg              | 50%fg  | 47%fg                   | 49%fg              | 52%zn     | 48%n           | 29%                    | 44%n                | 50%zn                 | 39%<br>q    | 47%               |
| National health service/Hospitals/ Healthcare                      | <b>426</b>               | 364          | 25        | 37            | 162                       | 125                       | 120                       | 95            | 144                | 50     | 107                     | 93                 | 163       | 141            | 40                     | 77                  | 304                   | 117         | 436               |
|  | 44%                      | 43%          | 52%       | 46%           | 52%za                     | 54%za                     | 39%                       | 37%           | 40%                | 38%    | 39%                     | 41%                | 48%zq     | 44%            | 38%                    | 39%                 | 46%                   | 39%         | 46%               |
| Pollution/ Environment   | <b>222</b>               | 193          | 7         | 22            | 73                        | 50                        | 59                        | 52            | 91                 | 43     | 63                      | 48                 | 82        | 69             | 19                     | 50                  | 151                   | 69          | 234               |
|  | 23%                      | 23%          | 14%       | 27%           | 23%                       | 22%                       | 19%                       | 20%           | 25%                | 32%za  | 23%                     | 21%                | 25%       | 22%            | 17%                    | 26%                 | 23%                   | 23%n        | 25%               |
| Poverty/Inequality   | <b>218</b>               | 191          | 4         | 24            | 77                        | 54                        | 49                        | 46            | 92                 | 52     | 74                      | 40                 | 54        | 84             | 18                     | 58                  | 137                   | 77          | 213               |
|  | 22%bf                    | 23%bf        | 8%        | 29%bf         | 25%bf                     | 23%b                      | 16%                       | 18%           | 25%bf              | 39%za  | 27%bf                   | 17%                | 16%       | 26%lp          | 17%                    | 30%zl               | 21%l                  | 25%ln       | 22%               |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | <b>193</b>               | 177          | 1         | 15            | 68                        | 53                        | 60                        | 59            | 65                 | 31     | 50                      | 34                 | 61        | 73             | 19                     | 36                  | 134                   | 55          | 181               |
|  | 20%b                     | 21%bk        | 2%        | 18%b          | 22%b                      | 23%b                      | 20%b                      | 23%bf         | 18%b               | 23%b   | 18%b                    | 15%b               | 18%       | 23%            | 18%                    | 18%                 | 20%                   | 18%         | 19%               |
| Education/Schools  | <b>175</b>               | 157          | 4         | 14            | 62                        | 48                        | 39                        | 35            | 74                 | 40     | 63                      | 34                 | 54        | 75             | 9                      | 35                  | 129                   | 44          | 170               |
|  | 18%fn                    | 19%f         | 9%        | 17%           | 20%                       | 21%f                      | 13%                       | 14%           | 21%fk              | 30%za  | 23%fg                   | 15%                | 16%n      | 23%znq         | 8%                     | 18%n                | 20%ln                 | 15%n        | 18%               |
| Immigration/ immigrants  | <b>159</b>               | 127          | 2         | 30            | 75                        | 45                        | 29                        | 28            | 55                 | 28     | 43                      | 26                 | 48        | 46             | 22                     | 41                  | 95                    | 63          | 134               |
|  | 16%gab                   | 15%f         | 4%        | 37%za         | 24%za                     | 19%ab                     | 10%                       | 11%           | 15%k               | 21%bf  | 16%                     | 11%                | 14%       | 15%            | 21%                    | 21%                 | 14%                   | 21%zp       | 14%               |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2020 (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>954</b>               | 816          | 51        | 87            | 311                       | 224                       | 296                       | 245           | 347                | 134    | 275                     | 213                | 382       | 216            | 159                     | 183                  | 598                   | 342         | 954               |
| <b>WEIGHTED BASE</b>                                  | <b>978</b>               | 848          | 48*       | 81*           | 311                       | 229                       | 306                       | 257           | 361                | 134*   | 274                     | 227                | 337       | 319            | 106                     | 197                  | 655                   | 303         | 954               |
|   | <b>100%</b>              | 87%          | 5%*       | 8%*           | 32%                       | 23%                       | 31%                       | 26%           | 37%                | 14%*   | 28%                     | 23%                | 34%       | 33%            | 11%                     | 20%                  | 67%                   | 31%         | 98%               |
| Housing   | <b>135</b>               | 122          | 6         | 7             | 36                        | 29                        | 24                        | 18            | 75                 | 35     | 60                      | 40                 | 33        | 49             | 13                      | 36                   | 82                    | 48          | 130               |
|   | 14%fg                    | 14%fg        | 12%       | 9%            | 12%                       | 13%                       | 8%                        | 7%            | 21%za              | 26%za  | 22%za                   | 18%fg              | 10%       | 15%            | 12%                     | 18%l                 | 12%l                  | 16%l        | 14%               |
| Economy/Economic situation                            | <b>130</b>               | 115          | 9         | 7             | 37                        | 30                        | 47                        | 38            | 47                 | 27     | 42                      | 19                 | 37        | 51             | 8                       | 32                   | 88                    | 40          | 132               |
|   | 13%k                     | 14%k         | 18%       | 8%            | 12%                       | 13%                       | 15%                       | 15%           | 13%k               | 20%zh  | 15%k                    | 9%                 | 11%       | 16%            | 8%                      | 16%                  | 13%l                  | 13%n        | 14%               |
| Ageing population/<br>Social care for the elderly     | <b>98</b>                | 87           | 3         | 8             | 40                        | 32                        | 22                        | 20            | 35                 | 18     | 30                      | 18                 | 36        | 38             | 6                       | 14                   | 75                    | 20          | 99                |
|   | 10%q                     | 10%          | 5%        | 10%           | 13%                       | 14%f                      | 7%                        | 8%            | 10%                | 13%    | 11%                     | 8%                 | 11%       | 12%            | 6%                      | 7%                   | 11%                   | 7%          | 10%               |
| Public services in general                            | <b>93</b>                | 83           | 3         | 7             | 38                        | 30                        | 14                        | 11            | 42                 | 20     | 37                      | 23                 | 39        | 37             | 4                       | 13                   | 75                    | 17          | 91                |
|   | 10%fg                    | 10%fg        | 6%        | 9%            | 12%fg                     | 13%fg                     | 4%                        | 4%            | 12%fg              | 15%fg  | 13%zf                   | 10%fg              | 12%nq     | 11%nq          | 4%                      | 6%                   | 11%znq                | 6%          | 10%               |
| Lack of faith in politicians / government             | <b>93</b>                | 88           | 2         | 4             | 38                        | 35                        | 24                        | 22            | 31                 | 14     | 28                      | 17                 | 29        | 33             | 8                       | 21                   | 62                    | 29          | 99                |
|   | 10%                      | 10%          | 3%        | 4%            | 12%c                      | 15%zac                    | 8%                        | 9%            | 9%                 | 10%    | 10%                     | 8%                 | 9%        | 10%            | 8%                      | 11%                  | 9%                    | 10%         | 10%               |
| Unemployment/<br>Factory closure/<br>Lack of industry | <b>87</b>                | 67           | 6         | 15            | 30                        | 15                        | 24                        | 18            | 33                 | 19     | 29                      | 14                 | 22        | 30             | 10                      | 25                   | 52                    | 35          | 75                |
|   | 9%a                      | 8%           | 12%       | 18%za         | 10%e                      | 7%                        | 8%                        | 7%            | 9%k                | 14%a   | 10%k                    | 6%                 | 6%        | 9%             | 9%                      | 13%l                 | 8%                    | 12%         | 8%                |
| Drug abuse  | <b>76</b>                | 65           | 1         | 10            | 37                        | 27                        | 9                         | 8             | 30                 | 14     | 27                      | 16                 | 15        | 23             | 13                      | 23                   | 37                    | 36          | 67                |
|   | 8%fgl                    | 8%fg         | 3%        | 12%fg         | 12%za                     | 12%zaf                    | 3%                        | 3%            | 8%fg               | 11%fg  | 10%fg                   | 7%                 | 4%        | 7%             | 12%lp                   | 12%lp                | 6%                    | 12%zlp      | 7%                |
| Defence/Foreign affairs/<br>International terrorism   | <b>70</b>                | 60           | 6         | 4             | 27                        | 23                        | 21                        | 15            | 21                 | 5      | 17                      | 16                 | 32        | 24             | 3                       | 10                   | 56                    | 13          | 71                |
|   | 7%nq                     | 7%           | 13%       | 5%            | 9%                        | 10%                       | 7%                        | 6%            | 6%                 | 4%     | 6%                      | 7%                 | 9%nq      | 8%             | 3%                      | 5%                   | 9%nq                  | 4%          | 7%                |

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

Respondent type : GB Adults 18+  
Fieldwork dates : 10th - 21st January 2020  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2020 (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<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>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>954</b>               | 816                      | 51           | 87                    | 311                                   | 224                                   | 296                                   | 245                 | 347                         | 134                   | 275                                 | 213                         | 382          | 216                  | 159                                 | 183                              | 598                            | 342                        | 954            |
| <b>WEIGHTED BASE</b>                      | <b>978</b>               | 848                      | 48*          | 81*                   | 311                                   | 229                                   | 306                                   | 257                 | 361                         | 134*                  | 274                                 | 227                         | 337          | 319                  | 106                                 | 197                              | 655                            | 303                        | 954            |
| <b>100%</b>                               | <b>87%</b>               | <b>5%*</b>               | <b>8%*</b>   | <b>32%</b>            | <b>23%</b>                            | <b>31%</b>                            | <b>26%</b>                            | <b>37%</b>          | <b>14%*</b>                 | <b>28%</b>            | <b>23%</b>                          | <b>34%</b>                  | <b>33%</b>   | <b>11%</b>           | <b>20%</b>                          | <b>67%</b>                       | <b>31%</b>                     | <b>98%</b>                 |                |
| Pensions/Social security/Benefits         | <b>69</b><br>7%ako       | 52<br>6%k                | 4<br>9%k     | 12<br>15%za<br>fghjk  | 35<br>11%za<br>fghk                   | 23<br>10%ahk                          | 17<br>6%                              | 13<br>5%            | 16<br>5%k                   | 12<br>9%hk            | 16<br>6%k                           | 5<br>2%                     | 29<br>9%o    | 25<br>8%o            | 10<br>9%oq                          | 4<br>2%                          | 54<br>8%o                      | 13<br>4%o                  | 68<br>7%       |
| Low pay/Minimum wage/Fair wages           | <b>59</b><br>6%afg<br>lp | 43<br>5%                 | 3<br>6%      | 14<br>17%zae<br>fghjk | 29<br>9%zae<br>fg                     | 15<br>7%                              | 9<br>3%                               | 6<br>2%             | 21<br>6%                    | 12<br>9%fg            | 16<br>6%                            | 9<br>4%                     | 11<br>3%     | 18<br>6%             | 10<br>10%lp                         | 21<br>10%zlp                     | 29<br>4%                       | 31<br>10%zlp               | 52<br>5%       |
| Taxation                                  | <b>55</b><br>6%          | 50<br>6%                 | 5<br>10%c    | -<br>5%               | 16<br>7%cd                            | 19<br>6%                              | 14<br>5%                              | 20<br>5%            | 12<br>9%c                   | 17<br>6%              | 8<br>4%                             | 20<br>6%                    | 15<br>5%     | 12<br>11%zmo<br>pq   | 7<br>4%                             | 35<br>5%                         | 19<br>6%                       | 53<br>6%                   |                |
| Transport/Public transport                | <b>55</b><br>6%          | 51<br>6%                 | *<br>1%      | 4<br>4%               | 17<br>5%                              | 13<br>6%                              | 12<br>4%                              | 12<br>5%            | 26<br>7%                    | 10<br>8%              | 19<br>7%                            | 16<br>7%                    | 19<br>6%     | 19<br>6%             | 5<br>5%                             | 8<br>4%                          | 38<br>6%                       | 13<br>4%                   | 55<br>6%       |
| Inflation/Prices                          | <b>52</b><br>5%kl        | 46<br>5%k                | -<br>5%k     | 6<br>7%k              | 19<br>6%k                             | 13<br>6%k                             | 18<br>6%k                             | 18<br>7%k           | 14<br>4%k                   | 14<br>10%zah<br>jk    | 14<br>5%k                           | *<br>*                      | 9<br>3%      | 20<br>6%             | 7<br>7%l                            | 16<br>8%l                        | 28<br>4%l                      | 24<br>8%l                  | 43<br>5%       |
| Race relations                            | <b>49</b><br>5%          | 48<br>6%k                | -<br>-       | 1<br>2%               | 17<br>6%                              | 16<br>7%                              | 11<br>4%                              | 11<br>4%            | 20<br>6%k                   | 15<br>11%zab<br>cfghk | 20<br>7%hk                          | 5<br>2%                     | 13<br>4%     | 21<br>7%             | 3<br>3%                             | 12<br>6%                         | 34<br>5%                       | 15<br>5%                   | 45<br>5%       |
| Population levels/ Overpopulation         | <b>40</b><br>4%          | 32<br>4%                 | -<br>-       | 8<br>10%zae           | 14<br>4%e                             | 6<br>2%                               | 11<br>4%                              | 11<br>4%            | 15<br>4%                    | 3<br>2%               | 10<br>4%                            | 12<br>5%                    | 13<br>4%     | 17<br>5%             | 4<br>4%                             | 5<br>3%                          | 30<br>5%                       | 9<br>3%                    | 43<br>5%       |
| Morality/ Individual behaviour/ Lifestyle | <b>29</b><br>3%          | 26<br>3%                 | -<br>-       | 3<br>4%               | 17<br>6%zaf<br>h                      | 14<br>6%zaf<br>hjk                    | 5<br>2%                               | 5<br>2%             | 7<br>2%                     | 3<br>2%               | 5<br>2%                             | 3<br>2%                     | 12<br>4%     | 13<br>4%             | 1<br>1%                             | 2<br>1%                          | 25<br>4%                       | 4<br>1%                    | 33<br>3%       |
| Local government/ Council tax             | <b>29</b><br>3%          | 27<br>3%hj               | 1<br>1%      | 1<br>1%               | 15<br>5%hjk                           | 14<br>6%zah<br>jk                     | 9<br>3%                               | 8<br>3%             | 5<br>1%                     | 3<br>2%               | 3<br>1%                             | 2<br>1%                     | 8<br>2%      | 12<br>4%             | 6<br>6%q                            | 3<br>1%                          | 20<br>3%                       | 9<br>3%                    | 27<br>3%       |

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2020 (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>954</b>               | 816          | 51         | 87            | 311                       | 224                       | 296                       | 245           | 347                | 134        | 275                     | 213                | 382        | 216            | 159                    | 183                 | 598                   | 342         | 954               |
| <b>WEIGHTED BASE</b>                                       | <b>978</b>               | 848          | 48*        | 81*           | 311                       | 229                       | 306                       | 257           | 361                | 134*       | 274                     | 227                | 337        | 319            | 106                    | 197                 | 655                   | 303         | 954               |
| <b>100%</b>  | <b>87%</b>               | <b>5%*</b>   | <b>8%*</b> | <b>32%</b>    | <b>23%</b>                | <b>31%</b>                | <b>26%</b>                | <b>37%</b>    | <b>14%*</b>        | <b>28%</b> | <b>23%</b>              | <b>34%</b>         | <b>33%</b> | <b>11%</b>     | <b>20%</b>             | <b>67%</b>          | <b>31%</b>            | <b>98%</b>  |                   |
| Privatisation  | <b>27</b>                | 18           | -          | 10            | 16                        | 6                         | 1                         | 1             | 10                 | 7          | 10                      | 3                  | 7          | 9              | 2                      | 7                   | 16                    | 9           | 21                |
|  | 3%afg                    | 2%fg         | -          | 12%zab        | 5%zae                     | 3%fg                      | *                         | *             | 3%fg               | 5%afg      | 4%fg                    | 2%                 | 2%         | 3%             | 2%                     | 4%                  | 2%                    | 3%          | 2%                |
| Petrol prices/Fuel   | <b>22</b>                | 17           | -          | 5             | 14                        | 9                         | 4                         | 4             | 4                  | 1          | 4                       | 3                  | 5          | 11             | 1                      | 4                   | 16                    | 5           | 18                |
|  | 2%                       | 2%           | -          | 6%fhj         | 5%zah                     | 4%ah                      | 1%                        | 2%            | 1%                 | 1%         | 1%                      | 1%                 | 2%         | 3%             | 1%                     | 2%                  | 2%                    | 2%          | 2%                |
| Animal welfare   | <b>21</b>                | 16           | -          | 5             | 13                        | 8                         | 3                         | 3             | 4                  | 3          | 4                       | 2                  | 4          | 10             | 2                      | 6                   | 14                    | 7           | 20                |
|  | 2%                       | 2%           | -          | 7%zaf         | 4%zaf                     | 4%                        | 1%                        | 1%            | 1%                 | 2%         | 1%                      | 1%                 | 1%         | 3%             | 2%                     | 3%                  | 2%l                   | 2%          | 2%                |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | <b>18</b>                | 12           | -          | 6             | 9                         | 3                         | 2                         | 2             | 7                  | 3          | 6                       | 4                  | 13         | 4              | *                      | 1                   | 17                    | 1           | 21                |
|  | 2%aq                     | 1%           | -          | 8%zad         | 3%e                       | 1%                        | 1%                        | 1%            | 2%                 | 3%         | 2%                      | 2%                 | 4%zpq      | 1%             | *                      | 1%                  | 3%                    | *           | 2%                |
| Nationalisation/ Government control of institutions        | <b>18</b>                | 17           | -          | 1             | 7                         | 6                         | 3                         | 3             | 9                  | 6          | 6                       | 3                  | 2          | 4              | 2                      | 8                   | 7                     | 10          | 18                |
|  | 2%lp                     | 2%           | -          | 1%            | 2%                        | 3%                        | 1%                        | 1%            | 2%                 | 4%         | 2%                      | 1%                 | 1%         | 1%             | 2%                     | 4%lp                | 1%                    | 3%l         | 2%                |
| Countryside/Rural life                                     | <b>15</b>                | 13           | 1          | 1             | 5                         | 4                         | 3                         | 2             | 7                  | 4          | 6                       | 4                  | 6          | 2              | *                      | 7                   | 8                     | 7           | 15                |
|  | 2%                       | 2%           | 1%         | 1%            | 2%                        | 2%                        | 1%                        | 1%            | 2%                 | 3%         | 2%                      | 2%                 | 2%         | *              | *                      | 4%                  | 1%                    | 2%n         | 2%                |
| Pound/Exchange rate/Value of pound                         | <b>12</b>                | 11           | -          | 1             | 7                         | 6                         | 2                         | 2             | 3                  | 1          | 3                       | 2                  | 3          | 5              | 1                      | 2                   | 8                     | 3           | 14                |
|  | 1%                       | 1%           | -          | 1%            | 2%                        | 3%                        | 1%                        | 1%            | 1%                 | 1%         | 1%                      | 1%                 | 1%         | 2%             | 1%                     | 1%                  | 1%                    | 1%          | 1%                |
| Nuclear weapons/ Nuclear war/ Disarmament                  | <b>8</b>                 | 7            | 1          | 1             | 5                         | 4                         | 1                         | -             | 3                  | 3          | 3                       | *                  | 2          | 1              | 2                      | 4                   | 3                     | 5           | 10                |
|  | 1%                       | 1%           | 2%         | 1%            | 1%                        | 2%                        | *                         | -             | 1%                 | 2%         | 1%                      | *                  | 1%         | *              | 2%                     | 2%                  | *                     | 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

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**ISSUES INDEX JANUARY 2020 (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>954</b>               | 816               | 51                   | 87            | 311                       | 224                       | 296                       | 245                       | 347                | 134                  | 275                     | 213                | 382         | 216            | 159                     | 183                  | 598                   | 342               | 954               |
| <b>WEIGHTED BASE</b>                         | <b>978</b>               | 848               | 48*                  | 81*           | 311                       | 229                       | 306                       | 257                       | 361                | 134*                 | 274                     | 227                | 337         | 319            | 106                     | 197                  | 655                   | 303               | 954               |
|  | <b>100%</b>              | 87%               | 5%*                  | 8%*           | 32%                       | 23%                       | 31%                       | 26%                       | 37%                | 14%*                 | 28%                     | 23%                | 34%         | 33%            | 11%                     | 20%                  | 67%                   | 31%               | 98%               |
| AIDS   | 8<br>1%                  | 8<br>1%           | -<br>-               | -<br>-        | 1<br>*                    | 1<br>*                    | 6<br>2%                   | 6<br>2%z                  | 1<br>*             | 1<br>1%              | 1<br>*                  | -<br>-             | -<br>-      | -<br>-         | 1<br>1%p                | 7<br>4%zlm           | -<br>-                | 8<br>3%zlm        | 4<br>*            |
| Trade unions/<br>Strikes                     | 7<br>1%                  | 7<br>1%           | -<br>-               | -<br>-        | 3<br>1%                   | 3<br>1%                   | -<br>-                    | -<br>-                    | 3<br>1%            | 3<br>2%f             | 3<br>1%                 | *<br>*             | 2<br>1%     | -<br>-         | 2<br>2%m                | 2<br>1%              | 2<br>*                | 4<br>1%           | 9<br>1%           |
| Northern Ireland                             | 5<br>*                   | 5<br>1%           | -<br>-               | -<br>-        | 2<br>1%                   | 2<br>1%                   | *<br>*                    | *<br>*                    | 3<br>1%            | 2<br>2%              | 3<br>1%                 | *<br>*             | 2<br>1%     | -<br>-         | 1<br>1%                 | 2<br>1%              | 2<br>*                | 3<br>1%           | 6<br>1%           |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola | 4<br>*                   | 4<br>*            | -<br>-               | -<br>-        | 1<br>*                    | 1<br>*                    | *<br>*                    | *<br>*                    | 3<br>1%            | 1<br>1%              | 3<br>1%                 | 2<br>1%            | *<br>*      | 2<br>*         | 1<br>1%                 | 1<br>1%              | 2<br>*                | 2<br>1%           | 4<br>*            |
| Median                                       | 2                        | 2                 | 2                    | 3             | 3                         | 3                         | 2                         | 2                         | 2                  | 3                    | 2                       | 2                  | 2           | 2              | 2                       | 3                    | 2                     | 2                 | 2                 |
| Foot and mouth<br>outbreak/Farming<br>crisis | 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  | 77<br>8%de               | 70<br>8%de        | 1<br>3%              | 6<br>7%       | 14<br>5%                  | 9<br>4%                   | 24<br>8%                  | 23<br>9%                  | 39<br>11%de        | 12<br>9%             | 27<br>10%de             | 27<br>12%de        | 36<br>11%zq | 23<br>7%       | 5<br>5%                 | 12<br>6%             | 58<br>9%              | 17<br>5%          | 80<br>8%          |
| MEAN NUMBER OF<br>MENTIONS                   | 3.55b<br>fgk             | 3.54b<br>fgk      | 2.56                 | 4.21b<br>fgk  | 4.10z<br>abfgk            | 4.06z<br>abfgk            | 2.91                      | 2.98                      | 3.63b<br>fgk       | 4.57z<br>abfgh<br>jk | 3.78b<br>fgk            | 3.07               | 3.38        | 3.74           | 3.11                    | 3.79                 | 3.55l                 | 3.55n             | 3.54              |
| STANDARD ERROR                               | 0.09                     | 0.10              | 0.24                 | 0.38          | 0.19                      | 0.21                      | 0.09                      | 0.10                      | 0.17               | 0.37                 | 0.21                    | 0.14               | 0.12        | 0.19           | 0.23                    | 0.24                 | 0.11                  | 0.17              | 0.09              |
| ERROR VARIANCE                               | 0.01                     | 0.01              | 0.06                 | 0.14          | 0.03                      | 0.05                      | 0.01                      | 0.01                      | 0.03               | 0.14                 | 0.04                    | 0.02               | 0.02        | 0.04           | 0.05                    | 0.06                 | 0.01                  | 0.03              | 0.01              |
| Don't know                                   | 163<br>17%cd<br>lmp      | 145<br>17%cd<br>e | 14<br>29%zcd<br>ehij | 4<br>5%       | 33<br>11%                 | 29<br>13%                 | 75<br>25%za<br>cdehi<br>j | 61<br>24%za<br>cdehi<br>j | 55<br>15%          | 17<br>13%            | 38<br>14%               | 37<br>16%c         | 43<br>13%   | 36<br>11%      | 31<br>29%zl<br>mp       | 45<br>23%zl<br>mp    | 79<br>12%             | 76<br>25%zl<br>mp | 141<br>15%        |

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 : 10th - 21st January 2020  
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**ISSUES INDEX JANUARY 2020 (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       |     |
|-------------------------|--------------------------|-------------------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|-------------------|-------------------------|--------------------|-----------|----------------|------------------------|---------------------|-----------------------|-------------------|-------------------|-----|
|                         | 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>954</b>               | 816               | 51            | 87                        | 311                       | 224                       | 296           | 245                | 347               | 134                     | 275                | 213       | 382            | 216                    | 159                 | 183                   | 598               | 342               | 954 |
| <b>WEIGHTED BASE</b>    | <b>978</b>               | 848               | 48*           | 81*                       | 311                       | 229                       | 306           | 257                | 361               | 134*                    | 274                | 227       | 337            | 319                    | 106                 | 197                   | 655               | 303               | 954 |
|                         | <b>100%</b>              | 87%               | 5%*           | 8%*                       | 32%                       | 23%                       | 31%           | 26%                | 37%               | 14%*                    | 28%                | 23%       | 34%            | 33%                    | 11%                 | 20%                   | 67%               | 31%               | 98% |
| Personal finances (NET) | <b>288</b>               | 249               | 7             | 33                        | 106                       | 73                        | 72            | 65                 | 111               | 64                      | 90                 | 47        | 68             | 107                    | 28                  | 81                    | 174               | 110               | 277 |
|                         | 29% <sup>bf</sup>        | 29% <sup>fk</sup> | 14%           | 40% <sup>bf</sup>         | 34% <sup>bf</sup>         | 32% <sup>bk</sup>         | 24%           | 25%                | 31% <sup>bk</sup> | 48% <sup>za</sup>       | 33% <sup>bf</sup>  | 20%       | 20%            | 33% <sup>lp</sup>      | 26%                 | 41% <sup>zl</sup>     | 27% <sup>l</sup>  | 36% <sup>zl</sup> | 29% |
|                         | klp                      |                   |               | gk                        | k                         |                           |               |                    |                   | bdefg<br>hjk            | k                  |           |                |                        | np                  |                       | np                |                   |     |

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

## ISSUES INDEX JANUARY 2020 (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>954</b>               | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>  | <b>978</b>               | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|   | <b>100%</b>              | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>455</b><br><b>47%</b> | 197<br>48%          | 68<br>44%           | 189<br>46%                | 128<br>53%                  | 121<br>45%        | 27<br>46%                          | 131<br>39%  | 60<br>49%             | 38<br>36%                  | 191<br>53%zm         | 127<br>45%     | 447<br>47%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>426</b><br><b>44%</b> | 166<br>41%          | 74<br>48%           | 187<br>45%                | 126<br>52%z                 | 139<br>52%z       | 27<br>48%                          | 108<br>32%  | 53<br>43%             | 40<br>38%                  | 180<br>50%z          | 113<br>40%     | 436<br>46%     |
| Pollution/<br>Environment   | <b>222</b><br>23%l       | 89<br>22%           | 47<br>30%           | 86<br>21%                 | 47<br>19%                   | 79<br>29%zf       | 25<br>44%zf                        | 48<br>14%   | 18<br>14%             | 16<br>16%                  | 103<br>29%zl<br>m    | 65<br>23%      | 234<br>25%     |
| Poverty/Inequality  | <b>218</b><br>22%cf<br>m | 91<br>22%           | 49<br>32%zc         | 79<br>19%                 | 32<br>13%                   | 97<br>36%zf       | 13<br>22%                          | 61<br>18%   | 26<br>21%             | 13<br>12%                  | 93<br>26%<br>m       | 62<br>22%      | 213<br>22%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>193</b><br>20%cl      | 95<br>23%c          | 30<br>19%           | 68<br>16%                 | 56<br>23%                   | 62<br>23%         | 11<br>19%                          | 49<br>15%   | 12<br>10%             | 25<br>24%l                 | 85<br>24%l           | 63<br>22%      | 181<br>19%     |
| Education/Schools   | <b>175</b><br>18%l       | 74<br>18%           | 36<br>24%           | 64<br>15%                 | 36<br>15%                   | 78<br>29%zf       | 14<br>24%                          | 37<br>11%   | 10<br>8%              | 21<br>20%l                 | 88<br>25%zl          | 66<br>23%      | 170<br>18%     |
| Immigration/<br>immigrants  | <b>159</b><br>16%g       | 57<br>14%           | 32<br>21%           | 70<br>17%                 | 59<br>24%zg                 | 27<br>10%         | 7<br>12%                           | 35<br>11%   | 28<br>23%n            | 18<br>17%                  | 45<br>13%            | 36<br>13%      | 134<br>14%     |
| Housing   | <b>135</b><br>14%f       | 71<br>17%           | 14<br>9%            | 50<br>12%                 | 22<br>9%                    | 54<br>20%zf       | 8<br>14%                           | 45<br>13%   | 10<br>8%              | 17<br>16%                  | 59<br>17%            | 41<br>14%      | 130<br>14%     |
| Economy/Economic<br>situation   | <b>130</b><br>13%c       | 69<br>17%c          | 20<br>13%           | 41<br>10%                 | 29<br>12%                   | 47<br>17%         | 11<br>20%                          | 36<br>11%   | 12<br>9%              | 21<br>20%l                 | 65<br>18%z           | 33<br>12%      | 132<br>14%     |

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 : 10th - 21st January 2020  
Number of sample points : 188  
Source : Ipsos MORI (JN Q218)



## ISSUES INDEX JANUARY 2020 (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>954</b>   | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>  | <b>978</b>   | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|   | <b>100%</b>  | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Ageing population/<br>Social care for<br>the elderly          | <b>98</b>    | 49                  | 14                  | 35                        | 26                          | 40                | 10                                 | 16          | 2                     | 17                         | 52                   | 24             | 99             |
|   | 10%l         | 12%                 | 9%                  | 8%                        | 11%                         | 15%z              | 17%                                | 5%          | 2%                    | 16%l                       | 14%z                 | 9%             | 10%            |
| Public services in<br>general                                 | <b>93</b>    | 48                  | 22                  | 24                        | 18                          | 38                | 11                                 | 16          | 3                     | 13                         | 42                   | 29             | 91             |
|   | 10%cl        | 12%c                | 14%c                | 6%                        | 7%                          | 14%zf             | 19%zf                              | 5%          | 3%                    | 13%l                       | 12%l                 | 10%            | 10%            |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>93</b>    | 53                  | 12                  | 28                        | 19                          | 35                | 4                                  | 31          | 10                    | 12                         | 44                   | 29             | 99             |
|   | 10%c         | 13%zc               | 8%                  | 7%                        | 8%                          | 13%               | 6%                                 | 9%          | 8%                    | 12%                        | 12%                  | 10%            | 10%            |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>87</b>    | 39                  | 19                  | 29                        | 19                          | 24                | 3                                  | 29          | 10                    | 16                         | 27                   | 28             | 75             |
|   | 9%c          | 10%                 | 12%                 | 7%                        | 8%                          | 9%                | 6%                                 | 9%          | 8%                    | 15%                        | 8%                   | 10%            | 8%             |
| Drug abuse  | <b>76</b>    | 41                  | 14                  | 22                        | 14                          | 25                | 8                                  | 22          | 12                    | 10                         | 23                   | 31             | 67             |
|   | 8%cf         | 10%c                | 9%                  | 5%                        | 6%                          | 9%                | 13%                                | 7%          | 10%                   | 10%                        | 6%                   | 11%            | 7%             |
| Defence/Foreign<br>affairs/<br>International<br>terrorism     | <b>70</b>    | 29                  | 9                   | 32                        | 22                          | 21                | 4                                  | 21          | 8                     | 6                          | 35                   | 18             | 71             |
|   | 7%           | 7%                  | 6%                  | 8%                        | 9%                          | 8%                | 7%                                 | 6%          | 6%                    | 6%                         | 10%                  | 6%             | 7%             |
| Pensions/Social<br>security/Benefits                          | <b>69</b>    | 24                  | 15                  | 30                        | 17                          | 25                | 2                                  | 15          | 4                     | 9                          | 24                   | 20             | 68             |
|   | 7%           | 6%                  | 10%                 | 7%                        | 7%                          | 9%                | 4%                                 | 4%          | 3%                    | 9%                         | 7%                   | 7%             | 7%             |
| Low pay/Minimum<br>wage/Fair wages                            | <b>59</b>    | 36                  | 8                   | 16                        | 5                           | 22                | 2                                  | 17          | 8                     | 6                          | 14                   | 15             | 52             |
|   | 6%cf         | 9%zc                | 5%                  | 4%                        | 2%                          | 8%f               | 3%                                 | 5%          | 6%                    | 6%                         | 4%                   | 5%             | 5%             |
| Taxation  | <b>55</b>    | 33                  | 4                   | 17                        | 10                          | 26                | 1                                  | 17          | 4                     | 7                          | 16                   | 18             | 53             |
|   | 6%           | 8%zc                | 3%                  | 4%                        | 4%                          | 10%zf             | 3%                                 | 5%          | 3%                    | 7%                         | 4%                   | 6%             | 6%             |
| Transport/Public<br>transport                                 | <b>55</b>    | 27                  | 6                   | 22                        | 16                          | 18                | 1                                  | 17          | 4                     | 5                          | 27                   | 12             | 55             |
|   | 6%           | 7%                  | 4%                  | 5%                        | 7%                          | 7%                | 2%                                 | 5%          | 3%                    | 5%                         | 8%                   | 4%             | 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 10th - 21st January 2020  
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## ISSUES INDEX JANUARY 2020 (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>954</b>                   | 330                   | 119                   | 505                       | 238                         | 272                     | 61                                 | 314         | 127                   | 115                        | 339                   | 233            | 954            |
| <b>WEIGHTED BASE</b>   | <b>978</b>                   | 409                   | 154*                  | 415                       | 243                         | 269                     | 57*                                | 336         | 123*                  | 105*                       | 359                   | 285            | 954            |
|  | <b>100%</b>                  | 42%                   | 16%*                  | 42%                       | 25%                         | 28%                     | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                   | 29%            | 98%            |
| Inflation/Prices   | <b>52</b><br>5% <sup>c</sup> | 31<br>8% <sup>c</sup> | 7<br>5%               | 14<br>3%                  | 9<br>4%                     | 27<br>10% <sup>zf</sup> | 1<br>3%                            | 8<br>2%     | 2<br>1%               | 4<br>4%                    | 24<br>7% <sup>l</sup> | 16<br>6%       | 43<br>5%       |
| Race relations   | <b>49</b><br>5%              | 23<br>6%              | 5<br>3%               | 21<br>5%                  | 14<br>6%                    | 22<br>8% <sup>z</sup>   | 3<br>5%                            | 6<br>2%     | 5<br>4%               | 3<br>3%                    | 25<br>7%              | 12<br>4%       | 45<br>5%       |
| Population levels/<br>Overpopulation                                   | <b>40</b><br>4% <sup>g</sup> | 12<br>3%              | 11<br>7%              | 17<br>4%                  | 15<br>6% <sup>g</sup>       | 3<br>1%                 | 2<br>4%                            | 12<br>3%    | 1<br>1%               | 4<br>4%                    | 17<br>5%              | 13<br>5%       | 43<br>5%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>29</b><br>3%              | 15<br>4%              | 3<br>2%               | 11<br>3%                  | 12<br>5%                    | 7<br>2%                 | 4<br>6%                            | 5<br>2%     | 2<br>2%               | 4<br>4%                    | 13<br>3%              | 3<br>1%        | 33<br>3%       |
| Local government/<br>Council tax                                       | <b>29</b><br>3%              | 14<br>3%              | 2<br>1%               | 13<br>3%                  | 4<br>2%                     | 8<br>3%                 | 3<br>5%                            | 13<br>4%    | 2<br>2%               | -                          | 17<br>5%              | 10<br>3%       | 27<br>3%       |
| Privatisation  | <b>27</b><br>3% <sup>c</sup> | 17<br>4% <sup>c</sup> | 8<br>5% <sup>c</sup>  | 2<br>*                    | 2<br>1%                     | 12<br>5% <sup>f</sup>   | -                                  | 3<br>1%     | 1<br>1%               | *<br>*                     | 8<br>2%               | 10<br>3%       | 21<br>2%       |
| Petrol prices/Fuel   | <b>22</b><br>2%              | 9<br>2%               | 5<br>3%               | 9<br>2%                   | 4<br>2%                     | 7<br>3%                 | -                                  | 5<br>2%     | 1<br>1%               | 1<br>1%                    | 6<br>2%               | 11<br>4%       | 18<br>2%       |
| Animal welfare   | <b>21</b><br>2%              | 4<br>1%               | 9<br>6% <sup>za</sup> | 9<br>2%                   | 5<br>2%                     | 6<br>2%                 | -                                  | 4<br>1%     | -                     | 3<br>3%                    | 5<br>1%               | 9<br>3%        | 20<br>2%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>18</b><br>2%              | 7<br>2%               | -                     | 11<br>3%                  | 6<br>2%                     | 4<br>1%                 | *<br>1%                            | 6<br>2%     | -                     | 3<br>3%                    | 11<br>3%              | 2<br>1%        | 21<br>2%       |
| Nationalisation/<br>Government control<br>of institutions              | <b>18</b><br>2%              | 7<br>2%               | 6<br>4%               | 5<br>1%                   | 3<br>1%                     | 12<br>4% <sup>z</sup>   | -                                  | 3<br>1%     | 4<br>3%               | 2<br>2%                    | 3<br>1%               | 5<br>2%        | 18<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  
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## ISSUES INDEX JANUARY 2020 (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>954</b>             | 330                 | 119                 | 505                       | 238                         | 272               | 61                                 | 314         | 127                   | 115                        | 339                  | 233            | 954            |
| <b>WEIGHTED BASE</b>                            | <b>978</b>             | 409                 | 154*                | 415                       | 243                         | 269               | 57*                                | 336         | 123*                  | 105*                       | 359                  | 285            | 954            |
|   | <b>100%</b>            | 42%                 | 16%*                | 42%                       | 25%                         | 28%               | 6%*                                | 34%         | 13%*                  | 11%*                       | 37%                  | 29%            | 98%            |
| Countryside/Rural<br>life                       | <b>15</b><br><b>2%</b> | 6<br>1%             | 4<br>2%             | 5<br>1%                   | 2<br>1%                     | 5<br>2%           | 2<br>3%                            | 6<br>2%     | 3<br>2%               | 3<br>2%                    | 8<br>2%              | 5<br>2%        | 15<br>2%       |
| Pound/Exchange<br>rate/Value of<br>pound        | <b>12</b><br><b>1%</b> | 5<br>1%             | 2<br>1%             | 5<br>1%                   | 3<br>1%                     | 5<br>2%           | -<br>-                             | 4<br>1%     | -<br>-                | 2<br>2%                    | 4<br>1%              | 4<br>1%        | 14<br>1%       |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | <b>8</b><br><b>1%</b>  | 7<br>2%             | -<br>-              | 2<br>*                    | 1<br>1%                     | 4<br>1%           | -<br>-                             | 2<br>*      | -<br>-                | *<br>*                     | 3<br>1%              | 1<br>*         | 10<br>1%       |
| AIDS  | <b>8</b><br><b>1%</b>  | 6<br>2%             | -<br>-              | 2<br>*                    | -<br>-                      | 6<br>2%z          | -<br>-                             | 2<br>1%     | 1<br>1%               | -<br>-                     | 5<br>1%              | -<br>-         | 4<br>*         |
| Trade unions/<br>Strikes                        | <b>7</b><br><b>1%</b>  | 4<br>1%             | -<br>-              | 2<br>1%                   | 1<br>*                      | 4<br>2%           | *<br>1%                            | 1<br>*      | -<br>-                | -<br>-                     | 3<br>1%              | -<br>-         | 9<br>1%        |
| Northern Ireland                                | <b>5</b><br><b>*</b>   | 3<br>1%             | 1<br>*              | 1<br>*                    | *<br>*                      | 3<br>1%           | *<br>1%                            | 1<br>*      | -<br>-                | -<br>-                     | 3<br>1%              | -<br>-         | 6<br>1%        |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola    | <b>4</b><br><b>*</b>   | 3<br>1%             | -<br>-              | 1<br>*                    | *<br>*                      | 1<br>*            | -<br>-                             | 3<br>1%     | 2<br>1%               | -<br>-                     | -<br>-               | 2<br>1%        | 4<br>*         |
| Median  | <b>2</b>               | 2                   | 2                   | 2                         | 2                           | 3                 | 3                                  | 2           | 2                     | 3                          | 3                    | 2              | 2              |
| Foot and mouth<br>outbreak/Farming<br>crisis    | <b>1</b><br><b>*</b>   | 1<br>*              | -<br>-              | -<br>-                    | -<br>-                      | -<br>-            | -<br>-                             | 1<br>*      | -<br>-                | -<br>-                     | -<br>-               | -<br>-         | 1<br>*         |
| Other   | <b>77</b><br><b>8%</b> | 27<br>7%            | 13<br>8%            | 37<br>9%                  | 20<br>8%                    | 18<br>7%          | 6<br>10%                           | 28<br>8%    | 9<br>8%               | 6<br>6%                    | 36<br>10%            | 22<br>8%       | 80<br>8%       |
| MEAN NUMBER OF<br>MENTIONS                      | 3.55c                  | 3.78c               | 3.90c               | 3.20                      | 3.41                        | 4.30z             | 3.77                               | 2.88        | 2.83                  | 3.49l                      | 4.03z                | 3.56           | 3.54           |

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>954</b>        | 330           | 119           | 505              | 238              | 272               | 61                   | 314      | 127              | 115               | 339         | 233         | 954            |
| <b>WEIGHTED BASE</b>    | <b>978</b>        | 409           | 154*          | 415              | 243              | 269               | 57*                  | 336      | 123*             | 105*              | 359         | 285         | 954            |
|                         | <b>100%</b>       | 42%           | 16%*          | 42%              | 25%              | 28%               | 6%*                  | 34%      | 13%*             | 11%*              | 37%         | 29%         | 98%            |
| STANDARD ERROR          | <b>0.09</b>       | 0.17          | 0.30          | 0.10             | 0.15             | 0.20              | 0.26                 | 0.14     | 0.13             | 0.14              | 0.15        | 0.19        | 0.09           |
| ERROR VARIANCE          | <b>0.01</b>       | 0.03          | 0.09          | 0.01             | 0.02             | 0.04              | 0.07                 | 0.02     | 0.02             | 0.02              | 0.02        | 0.04        | 0.01           |
| Don't know              | <b>163</b>        | 55            | 34            | 74               | 24               | 28                | 6                    | 101      | 25               | 17                | 39          | 58          | 141            |
|                         | 17% <sub>fg</sub> | 14%           | 22%           | 18%              | 10%              | 10%               | 11%                  | 30%      | 20% <sub>n</sub> | 16%               | 11%         | 20%         | 15%            |
| Personal finances (NET) | <b>288</b>        | 133           | 51            | 105              | 47               | 121               | 13                   | 83       | 32               | 23                | 111         | 83          | 277            |
|                         | 29% <sub>cf</sub> | 32%           | 33%           | 25%              | 19%              | 45% <sub>zf</sub> | 23%                  | 25%      | 26%              | 22%               | 31%         | 29%         | 29%            |

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

## ISSUES INDEX JANUARY 2020 (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>954</b>               | 132                | 436                          | 181            | 134                    | 447                  | 170                | 285          | 510                  | 159          | 829          | 124                  | 144           | 298                        | 134                | 154                | 69                         | 63                               | 36                            | 98             | 954                            |
| <b>WEIGHTED BASE</b>  | <b>978</b>               | 130*               | 426                          | 193            | 159*                   | 455                  | 175                | 305          | 516                  | 156*         | 851          | 126*                 | 97            | 458                        | 120*               | 151                | 59*                        | 67*                              | 46**                          | 114*           | 954                            |
|   | <b>100%</b>              | 13%*               | 44%                          | 20%            | 16%*                   | 47%                  | 18%                | 31%          | 53%                  | 16%*         | 87%          | 13%*                 | 10%           | 47%                        | 12%*               | 15%                | 6%*                        | 7%*                              | 5%**                          | 12%*           | 98%                            |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>455</b><br><b>47%</b> | 51<br>39%          | 223<br>52%za                 | 91<br>47%      | 86<br>54%a             | 455<br>100%zab       | 98<br>56%zac       | 144<br>47%   | 245<br>47%           | 66<br>42%    | 399<br>47%   | 55<br>43%            | 38<br>39%     | 225<br>49%                 | 65<br>54%          | 67<br>44%          | 24<br>41%                  | 28<br>42%                        | 10<br>22%                     | 75<br>66%z     | 447<br>47%                     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>426</b><br>44%k       | 60<br>46%          | 426<br>100%zac               | 85<br>44%      | 58<br>36%              | 223<br>49%zt         | 120<br>69%zac      | 129<br>42%   | 231<br>45%           | 66<br>43%    | 390<br>46%zk | 36<br>28%            | 50<br>51%     | 185<br>40%                 | 57<br>48%          | 68<br>45%          | 31<br>52%                  | 32<br>47%                        | 13<br>29%                     | 45<br>39%      | 436<br>46%                     |
| Pollution/<br>Environment   | <b>222</b><br>23%st      | 33<br>26%          | 121<br>28%zet                | 40<br>21%      | 25<br>16%              | 104<br>23%           | 64<br>37%zbc       | 83<br>27%    | 109<br>21%           | 31<br>20%    | 204<br>24%z  | 18<br>15%            | 26<br>26%     | 107<br>23%                 | 51<br>42%zqr       | 31<br>20%st        | 15<br>25%st                | 5<br>7%                          | 2<br>4%                       | 23<br>20%      | 234<br>25%                     |
| Poverty/Inequality  | <b>218</b><br>22%ii      | 36<br>27%          | 117<br>27%ze                 | 47<br>24%      | 31<br>20%              | 98<br>22%            | 68<br>39%zbc       | 87<br>28%zi  | 110<br>21%           | 21<br>14%    | 193<br>23%   | 26<br>21%            | 20<br>20%     | 115<br>25%                 | 51<br>43%zqr       | 24<br>16%          | 14<br>23%                  | 7<br>11%                         | 8<br>17%                      | 23<br>21%      | 213<br>22%                     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>193</b><br>20%ii      | 43<br>33%zbe       | 85<br>20%                    | 193<br>100%zab | 52<br>33%zbe           | 91<br>20%            | 43<br>24%          | 58<br>19%    | 118<br>23%zi         | 17<br>11%    | 170<br>20%   | 22<br>18%            | 17<br>17%     | 108<br>24%                 | 19<br>16%          | 44<br>29%zp        | 14<br>24%                  | 19<br>29%                        | 12<br>26%                     | 40<br>36%z     | 181<br>19%                     |
| Education/Schools   | <b>175</b><br>18%ii      | 30<br>23%          | 120<br>28%ze                 | 43<br>22%      | 34<br>22%              | 98<br>22%z           | 175<br>100%zab     | 60<br>20%    | 98<br>19%            | 17<br>11%    | 147<br>17%   | 28<br>22%            | 22<br>23%     | 86<br>19%                  | 33<br>27%zqr       | 19<br>12%          | 7<br>12%                   | 6<br>9%                          | 9<br>20%                      | 25<br>22%      | 170<br>18%                     |
| Immigration/<br>immigrants  | <b>159</b><br>16%iii     | 19<br>15%          | 58<br>14%                    | 52<br>27%za    | 159<br>100%zab         | 86<br>19%b           | 34<br>20%          | 66<br>22%zi  | 80<br>15%            | 13<br>8%     | 131<br>15%   | 28<br>22%            | 10<br>10%     | 79<br>17%                  | 14<br>12%          | 25<br>17%          | 11<br>19%                  | 10<br>15%                        | 46<br>100%                    | 114<br>100%z   | 134<br>14%                     |
| Housing   | <b>135</b><br>14%ei      | 31<br>24%zbe       | 65<br>15%e                   | 41<br>21%ze    | 24<br>15%              | 45<br>10%            | 35<br>20%ze        | 47<br>15%ii  | 79<br>15%ii          | 10<br>6%     | 120<br>14%   | 15<br>12%            | 16<br>17%     | 64<br>14%                  | 18<br>15%          | 29<br>19%          | 12<br>20%                  | 10<br>15%                        | 12<br>25%                     | 12<br>11%      | 130<br>14%                     |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>         | 132                 | 436                 | 181                 | 134                 | 447            | 170                 | 285                | 510                | 159       | 829               | 124     | 144               | 298          | 134                        | 154              | 69                | 63                | 36                         | 98                    | 954         |
| <b>WEIGHTED BASE</b>                                 | <b>978</b>         | 130*                | 426                 | 193                 | 159*                | 455            | 175                 | 305                | 516                | 156*      | 851               | 126*    | 97                | 458          | 120*                       | 151              | 59*               | 67*               | 46**                       | 114*                  | 954         |
|  | <b>100%</b>        | 13%*                | 44%                 | 20%                 | 16%*                | 47%            | 18%                 | 31%                | 53%                | 16%*      | 87%               | 13%*    | 10%               | 47%          | 12%*                       | 15%              | 6%*               | 7%*               | 5%**                       | 12%*                  | 98%         |
| Economy/Economic situation                           | <b>130</b>         | 130                 | 60                  | 43                  | 19                  | 51             | 30                  | 39                 | 73                 | 18        | 116               | 14      | 17                | 72           | 19                         | 19               | 5                 | 2                 | 4                          | 16                    | 132         |
|  | <b>13%</b>         | 100%zbc             | 14%                 | 23%zbe              | 12%                 | 11%            | 17%                 | 13%                | 14%                | 12%       | 14%               | 11%     | 17%               | 16%          | 16% <sub>s</sub>           | 13% <sub>s</sub> | 8%                | 3%                | 8%                         | 14%                   | 14%         |
| Ageing population/ Social care for the elderly       | <b>98</b>          | 28                  | 62                  | 25                  | 12                  | 51             | 30                  | 43                 | 51                 | 4         | 93                | 5       | 13                | 48           | 20                         | 15               | 6                 | 4                 | 4                          | 8                     | 99          |
|  | 10% <sub>i</sub>   | 22% <sub>z</sub> et | 15% <sub>z</sub>    | 13%                 | 7%                  | 11%            | 17% <sub>z</sub> t  | 14% <sub>z</sub> i | 10% <sub>i</sub>   | 3%        | 11% <sub>z</sub>  | 4%      | 13%               | 11%          | 16% <sub>z</sub>           | 10%              | 10%               | 6%                | 8%                         | 7%                    | 10%         |
| Public services in general                           | <b>93</b>          | 25                  | 62                  | 26                  | 15                  | 51             | 35                  | 38                 | 51                 | 5         | 85                | 8       | 11                | 54           | 22                         | 8                | 6                 | 4                 | 1                          | 14                    | 91          |
|  | 10% <sub>i</sub>   | 19% <sub>z</sub> et | 15% <sub>z</sub>    | 13%                 | 9%                  | 11%            | 20% <sub>z</sub> et | 12% <sub>i</sub>   | 10% <sub>i</sub>   | 3%        | 10%               | 7%      | 11%               | 12%          | 19% <sub>z</sub> q         | 5%               | 9%                | 6%                | 2%                         | 12%                   | 10%         |
| Lack of faith in politics / politicians / government | <b>93</b>          | 20                  | 41                  | 32                  | 15                  | 45             | 23                  | 31                 | 54                 | 9         | 84                | 9       | 12                | 50           | 11                         | 17               | 6                 | 10                | 3                          | 12                    | 99          |
|  | 10%                | 16% <sub>z</sub>    | 10%                 | 17% <sub>z</sub> be | 9%                  | 10%            | 13%                 | 10%                | 10%                | 6%        | 10%               | 7%      | 13%               | 11%          | 9%                         | 11%              | 11%               | 15%               | 6%                         | 11%                   | 10%         |
| Unemployment/ Factory closure/ Lack of industry      | <b>87</b>          | 22                  | 54                  | 24                  | 22                  | 51             | 38                  | 34                 | 46                 | 7         | 69                | 18      | 10                | 49           | 11                         | 13               | 6                 | 5                 | 3                          | 20                    | 75          |
|  | 9% <sub>j</sub>    | 17% <sub>z</sub>    | 13% <sub>z</sub>    | 12%                 | 14%                 | 11%            | 22% <sub>z</sub> bc | 11%                | 9%                 | 4%        | 8%                | 14%     | 10%               | 11%          | 9%                         | 8%               | 11%               | 8%                | 6%                         | 17% <sub>z</sub>      | 8%          |
| Drug abuse   | <b>76</b>          | 20                  | 41                  | 44                  | 29                  | 31             | 21                  | 24                 | 51                 | -         | 60                | 16      | 9                 | 45           | 3                          | 11               | 2                 | 3                 | 12                         | 17                    | 67          |
|  | 8% <sub>i</sub> jp | 15% <sub>z</sub> e  | 10%                 | 23% <sub>z</sub> be | 19% <sub>z</sub> be | 7%             | 12% <sub>e</sub>    | 8% <sub>i</sub>    | 10% <sub>z</sub> i | -         | 7%                | 13%     | 9%                | 10%          | 3%                         | 8%               | 3%                | 5%                | 27%                        | 15% <sub>z</sub>      | 7%          |
| Defence/Foreign affairs/ International terrorism     | <b>70</b>          | 14                  | 44                  | 29                  | 12                  | 38             | 19                  | 12                 | 44                 | 15        | 66                | 4       | 6                 | 31           | 10                         | 17               | 5                 | 10                | 4                          | 8                     | 71          |
|  | 7% <sub>g</sub>    | 11%                 | 10% <sub>z</sub>    | 15% <sub>z</sub> e  | 8%                  | 8%             | 11%                 | 4%                 | 8% <sub>g</sub>    | 9%        | 8%                | 3%      | 6%                | 7%           | 8%                         | 11%              | 8%                | 15%               | 8%                         | 7%                    | 7%          |
| Pensions/Social security/Benefits                    | <b>69</b>          | 13                  | 42                  | 20                  | 19                  | 32             | 19                  | 34                 | 33                 | 2         | 68                | *       | 8                 | 29           | 12                         | 11               | 6                 | 5                 | 3                          | 16                    | 68          |
|  | 7% <sub>i</sub> ik | 10%                 | 10% <sub>z</sub>    | 11%                 | 12%                 | 7%             | 11%                 | 11% <sub>z</sub> i | 6% <sub>i</sub>    | 1%        | 8% <sub>z</sub> k | *       | 8%                | 6%           | 10%                        | 7%               | 10%               | 7%                | 7%                         | 14% <sub>z</sub>      | 7%          |

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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**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>954</b>             | 132                | 436                          | 181           | 134                    | 447                  | 170                | 285          | 510                  | 159          | 829          | 124        | 144                  | 298                | 134                        | 154                | 69                         | 63                         | 36                               | 98                             | 954            |
| <b>WEIGHTED BASE</b>                      | <b>978</b>             | 130*               | 426                          | 193           | 159*                   | 455                  | 175                | 305          | 516                  | 156*         | 851          | 126*       | 97                   | 458                | 120*                       | 151                | 59*                        | 67*                        | 46**                             | 114*                           | 954            |
| <b>100%</b>                               |                        | 13%*               | 44%                          | 20%           | 16%*                   | 47%                  | 18%                | 31%          | 53%                  | 16%*         | 87%          | 13%*       | 10%                  | 47%                | 12%*                       | 15%                | 6%*                        | 7%*                        | 5%**                             | 12%*                           | 98%            |
| Low pay/Minimum wage/Fair wages           | <b>59</b><br><b>6%</b> | 20<br>15%zbe       | 34<br>8%                     | 20<br>11%z    | 15<br>9%               | 30<br>7%             | 17<br>10%          | 29<br>10%zh  | 24<br>5%             | 6<br>4%      | 54<br>6%     | 5<br>4%    | 6<br>6%              | 37<br>8%           | 7<br>6%                    | 9<br>6%            | 2<br>3%                    | 2<br>4%                    | -                                | 15<br>13%z                     | 52<br>5%       |
| Taxation                                  | <b>55</b><br><b>6%</b> | 9<br>7%            | 24<br>6%                     | 17<br>9%      | 11<br>7%               | 21<br>5%             | 18<br>10%zbe       | 15<br>5%     | 34<br>7%             | 6<br>4%      | 42<br>5%     | 13<br>10%  | 6<br>7%              | 29<br>6%           | 2<br>2%                    | 4<br>3%            | 3<br>5%                    | 1<br>1%                    | 4<br>8%                          | 7<br>6%                        | 53<br>6%       |
| Transport/Public transport                | <b>55</b><br><b>6%</b> | 19<br>14%z         | 32<br>8%z                    | 13<br>7%      | 8<br>5%                | 27<br>6%             | 18<br>10%z         | 21<br>7%     | 22<br>4%             | 12<br>8%     | 47<br>6%     | 7<br>6%    | 4<br>4%              | 29<br>6%           | 9<br>8%                    | 5<br>4%            | 4<br>7%                    | *<br>1%                    | 3<br>6%                          | 6<br>5%                        | 55<br>6%       |
| Inflation/Prices                          | <b>52</b><br><b>5%</b> | 11<br>9%eh         | 23<br>5%                     | 23<br>12%zbe  | 16<br>10%ze            | 15<br>3%             | 15<br>8%eh         | 31<br>10%zhi | 17<br>3%             | 4<br>3%      | 42<br>5%     | 10<br>8%   | 4<br>4%              | 33<br>7%           | 2<br>2%                    | 11<br>7%           | 2<br>3%                    | 1<br>2%                    | 3<br>6%                          | 14<br>12%z                     | 43<br>5%       |
| Race relations                            | <b>49</b><br><b>5%</b> | 14<br>10%z         | 29<br>7%z                    | 14<br>7%      | 12<br>7%               | 28<br>6%             | 21<br>12%zbe       | 23<br>7%ih   | 26<br>5%ih           | -            | 40<br>5%     | 8<br>7%    | 7<br>7%              | 20<br>4%           | 8<br>7%                    | 3<br>2%            | 2<br>4%                    | -                          | 2<br>4%                          | 10<br>9%                       | 45<br>5%       |
| Population levels/ Overpopulation         | <b>40</b><br><b>4%</b> | 5<br>4%            | 17<br>4%                     | 21<br>11%zabe | 15<br>9%zb             | 21<br>5%             | 14<br>8%z          | 13<br>4%     | 22<br>4%             | 5<br>3%      | 38<br>4%     | 1<br>1%    | 4<br>4%              | 19<br>4%           | 4<br>3%                    | 10<br>7%           | 5<br>9%                    | 5<br>7%                    | 3<br>6%                          | 12<br>11%z                     | 43<br>5%       |
| Morality/ Individual behaviour/ Lifestyle | <b>29</b><br><b>3%</b> | 9<br>7%z           | 15<br>3%                     | 9<br>5%       | 6<br>4%                | 14<br>3%             | 7<br>4%            | 9<br>3%      | 16<br>3%             | 4<br>3%      | 29<br>3%     | *<br>*     | 4<br>4%              | 13<br>3%           | 6<br>5%                    | 4<br>3%            | 3<br>5%                    | 3<br>4%                    | 2<br>4%                          | 4<br>4%                        | 33<br>3%       |
| Local government/ Council tax             | <b>29</b><br><b>3%</b> | 11<br>8%ze         | 16<br>4%                     | 16<br>8%zbe   | 8<br>5%                | 12<br>3%             | 6<br>3%            | 10<br>3%     | 13<br>2%             | 6<br>4%      | 26<br>3%     | 2<br>2%    | 3<br>3%              | 12<br>3%           | 3<br>2%                    | 10<br>7%z          | 2<br>3%                    | 6<br>9%z                   | 1<br>3%                          | 7<br>6%                        | 27<br>3%       |
| Privatisation                             | <b>27</b><br><b>3%</b> | 8<br>6%z           | 21<br>5%z                    | 9<br>5%       | 14<br>9%z              | 19<br>4%             | 12<br>7%z          | 17<br>6%zhi  | 10<br>2%             | -            | 26<br>3%     | 2<br>1%    | 5<br>5%              | 20<br>4%           | 6<br>5%                    | 2<br>1%            | 1<br>2%                    | 1<br>2%                    | 2<br>4%                          | 12<br>11%z                     | 21<br>2%       |
| Petrol prices/Fuel                        | <b>22</b><br><b>2%</b> | 3<br>2%            | 15<br>4%z                    | 9<br>5%       | 9<br>5%                | 14<br>3%             | 12<br>7%ze         | 9<br>3%      | 12<br>2%             | 1<br>1%      | 19<br>2%     | 3<br>2%    | *<br>*               | 13<br>3%           | -                          | 3<br>2%            | 3<br>4%p                   | 1<br>1%                    | 2<br>5%                          | 6<br>6%                        | 18<br>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  
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 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX JANUARY 2020 (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>954</b>   | 132                | 436                          | 181          | 134                    | 447                  | 170                | 285          | 510                  | 159          | 829          | 124                  | 144           | 298                        | 134                | 154                | 69                         | 63                               | 36                            | 98             | 954                            |
| <b>WEIGHTED BASE</b>   | <b>978</b>   | 130*               | 426                          | 193          | 159*                   | 455                  | 175                | 305          | 516                  | 156*         | 851          | 126*                 | 97            | 458                        | 120*               | 151                | 59*                        | 67*                              | 46**                          | 114*           | 954                            |
|  | <b>100%</b>  | 13%*               | 44%                          | 20%          | 16%*                   | 47%                  | 18%                | 31%          | 53%                  | 16%*         | 87%          | 13%*                 | 10%           | 47%                        | 12%*               | 15%                | 6%*                        | 7%*                              | 5%**                          | 12%*           | 98%                            |
| Animal welfare   | <b>21</b>    | 4                  | 14                           | 13           | 9                      | 11                   | 9                  | 13           | 7                    | 1            | 19           | 2                    | 2             | 10                         | -                  | 1                  | 1                          | -                                | -                             | 9              | 20                             |
|  | <b>2%</b>    | 3%                 | 3%z                          | 7%ze         | 5%z                    | 2%                   | 5%z                | 4%zh         | 1%                   | *            | 2%           | 2%                   | 2%            | 2%                         | -                  | 1%                 | 2%                         | -                                | -                             | 8%z            | 2%                             |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>18</b>    | 7                  | 13                           | 3            | 2                      | 13                   | 9                  | 4            | 7                    | 7            | 17           | 1                    | 2             | 5                          | 5                  | 4                  | 3                          | 3                                | -                             | 2              | 21                             |
|  | <b>2%</b>    | 5%z                | 3%                           | 2%           | 1%                     | 3%                   | 5%z                | 1%           | 1%                   | 5%z          | 2%           | 1%                   | 2%            | 1%                         | 4%                 | 3%                 | 6%z                        | 5%                               | -                             | 2%             | 2%                             |
| Nationalisation/<br>Government control<br>of institutions              | <b>18</b>    | 8                  | 12                           | 7            | 9                      | 8                    | 7                  | 3            | 12                   | 3            | 13           | 5                    | 2             | 11                         | 2                  | 1                  | *                          | -                                | 2                             | 8              | 18                             |
|  | <b>2%</b>    | 6%ze               | 3%                           | 4%           | 6%ze                   | 2%                   | 4%                 | 1%           | 2%                   | 2%           | 2%           | 4%                   | 2%            | 2%                         | 2%                 | 1%                 | 1%                         | -                                | 4%                            | 7%z            | 2%                             |
| Countryside/Rural<br>life  | <b>15</b>    | 2                  | 10                           | 6            | 4                      | 8                    | 8                  | 4            | 10                   | 1            | 14           | 1                    | 1             | 8                          | 4                  | 1                  | 1                          | -                                | 1                             | 3              | 15                             |
|  | <b>2%</b>    | 1%                 | 2%                           | 3%           | 3%                     | 2%                   | 5%z                | 1%           | 2%                   | 1%           | 2%           | 1%                   | 1%            | 2%                         | 3%                 | 1%                 | 2%                         | -                                | 3%                            | 3%             | 2%                             |
| Pound/Exchange<br>rate/Value of<br>pound                               | <b>12</b>    | 5                  | 5                            | 5            | 5                      | 5                    | 5                  | 3            | 9                    | -            | 11           | 2                    | 1             | 6                          | *                  | *                  | *                          | -                                | 2                             | 3              | 14                             |
|  | <b>1%</b>    | 4%zbe              | 1%                           | 3%           | 3%                     | 1%                   | 3%                 | 1%           | 2%                   | -            | 1%           | 1%                   | 1%            | 1%                         | *                  | *                  | 1%                         | -                                | 4%                            | 3%             | 1%                             |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament                        | <b>8</b>     | 4                  | 6                            | 3            | 4                      | 7                    | 5                  | 6            | 2                    | 1            | 8            | -                    | 2             | 5                          | 1                  | -                  | -                          | -                                | -                             | 4              | 10                             |
|  | <b>1%h</b>   | 3%z                | 2%                           | 1%           | 2%                     | 2%                   | 3%z                | 2%           | *                    | 1%           | 1%           | -                    | 2%            | 1%                         | 1%                 | -                  | -                          | -                                | -                             | 3%z            | 1%                             |
| AIDS   | <b>8</b>     | 2                  | 2                            | 2            | 2                      | 1                    | 2                  | 8            | -                    | -            | 7            | 1                    | -             | 6                          | -                  | -                  | -                          | -                                | -                             | 2              | 4                              |
|  | <b>1%</b>    | 1%                 | *                            | 1%           | 1%                     | *                    | 1%                 | 3%zh         | -                    | -            | 1%           | 1%                   | -             | 1%                         | -                  | -                  | -                          | -                                | -                             | 2%             | *                              |
| Trade unions/<br>Strikes   | <b>7</b>     | 3                  | 6                            | 3            | 4                      | 5                    | 5                  | 5            | 2                    | -            | 6            | 1                    | *             | 4                          | 2                  | -                  | -                          | -                                | -                             | 4              | 9                              |
|  | <b>1%</b>    | 2%z                | 1%z                          | 1%           | 2%                     | 1%                   | 3%z                | 2%           | *                    | -            | 1%           | 1%                   | 1%            | 1%                         | 2%                 | -                  | -                          | -                                | -                             | 3%z            | 1%                             |
| Northern Ireland   | <b>5</b>     | 2                  | 4                            | 2            | 1                      | 5                    | 2                  | 2            | 2                    | *            | 5            | -                    | *             | 3                          | 3                  | -                  | -                          | -                                | -                             | 1              | 6                              |
|  | <b>*</b>     | 2%                 | 1%                           | 1%           | 1%                     | 1%                   | 1%                 | 1%           | *                    | *            | 1%           | -                    | 1%            | 1%                         | 2%z                | -                  | -                          | -                                | -                             | 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 : 10th - 21st January 2020  
Number of sample points : 188  
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**ISSUES INDEX JANUARY 2020 (PUBLIC - FINAL)**

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

|  | IMPORTANT ISSUES |              |                     |           |                  |                | AREA         |           |                | ETHNIC    |           | SECTOR WORKING IN |            | DAILY NEWSPAPER READERSHIP |              |              |                   | WHEN MENTIONED IMMIGRATION |                      | UNWTD TOTAL |                       |
|--|------------------|--------------|---------------------|-----------|------------------|----------------|--------------|-----------|----------------|-----------|-----------|-------------------|------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
|  | TOTAL (z)        | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k)           | PUBLIC (l) | PRI VATE (m)               | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s)          | MOST IMPOR -TANT (v) |             | OTHER IMPOR -TANT (w) |
| <b>UNWEIGHTED BASE</b>                 | <b>954</b>       | 132          | 436                 | 181       | 134              | 447            | 170          | 285       | 510            | 159       | 829       | 124               | 144        | 298                        | 134          | 154          | 69                | 63                         | 36                   | 98          | 954                   |
| <b>WEIGHTED BASE</b>                   | <b>978</b>       | 130*         | 426                 | 193       | 159*             | 455            | 175          | 305       | 516            | 156*      | 851       | 126*              | 97         | 458                        | 120*         | 151          | 59*               | 67*                        | 46**                 | 114*        | 954                   |
| <b>100%</b>                            | <b>100%</b>      | 13%*         | 44%                 | 20%       | 16%*             | 47%            | 18%          | 31%       | 53%            | 16%*      | 87%       | 13%*              | 10%        | 47%                        | 12%*         | 15%          | 6%*               | 7%*                        | 5%**                 | 12%*        | 98%                   |
| Bird flu/Pandemic flu/Swine flu/ Ebola | <b>4</b>         | 2            | 2                   | 2         | 2                | 1              | 2            | 2         | 2              | -         | 2         | 2                 | -          | 3                          | -            | 2            | *                 | -                          | -                    | 2           | 4                     |
| Median                                 | <b>2</b>         | 4            | 3                   | 4         | 3                | 3              | 4            | 3         | 2              | 2         | 2         | 2                 | 2          | 2                          | 3            | 2            | 3                 | 2                          | 2                    | 4           | 2                     |
| Foot and mouth outbreak/Farming crisis | <b>1</b>         | 1            | 1                   | 1         | 1                | 1              | 1            | 1         | -              | -         | 1         | -                 | -          | 1                          | -            | -            | -                 | -                          | -                    | 1           | 1                     |
| Other                                  | <b>77</b>        | 15           | 26                  | 13        | 8                | 40             | 18           | 17        | 49             | 12        | 72        | 5                 | 9          | 32                         | 12           | 14           | 4                 | 7                          | 3                    | 5           | 80                    |
| <b>8%</b>                              | <b>8%</b>        | 12%b         | 6%                  | 7%        | 5%               | 9%             | 10%          | 6%        | 9%             | 7%        | 8%        | 4%                | 9%         | 7%                         | 10%          | 10%          | 7%                | 10%                        | 6%                   | 5%          | 8%                    |
| MEAN NUMBER OF MENTIONS                | 3.55i            | 5.73zb       | 4.62ze              | 5.45zb    | 4.99z            | 4.17z          | 6.12zb       | 3.99zi    | 3.58i          | 2.60      | 3.59      | 3.27              | 3.64       | 3.82                       | 4.20zq       | 3.40         | 3.54              | 2.96                       | 3.97                 | 5.40z       | 3.54                  |
| STANDARD ERROR                         | <b>0.09</b>      | 0.43         | 0.17                | 0.34      | 0.40             | 0.16           | 0.35         | 0.22      | 0.11           | 0.09      | 0.10      | 0.21              | 0.22       | 0.19                       | 0.30         | 0.16         | 0.25              | 0.18                       | 0.56                 | 0.50        | 0.09                  |
| ERROR VARIANCE                         | <b>0.01</b>      | 0.19         | 0.03                | 0.11      | 0.16             | 0.03           | 0.12         | 0.05      | 0.01           | 0.01      | 0.01      | 0.05              | 0.05       | 0.04                       | 0.09         | 0.03         | 0.06              | 0.03                       | 0.32                 | 0.25        | 0.01                  |
| Don't know                             | <b>163</b>       | 7            | 20                  | 6         | 17               | 39             | 7            | 50        | 75             | 37        | 124       | 39                | 10         | 82                         | 9            | 11           | 4                 | 7                          | 9                    | 8           | 141                   |
|  | 17%abce          | 5%           | 5%                  | 3%        | 11%bc            | 9%bc           | 4%           | 16%       | 15%            | 24%zh     | 15%       | 31%zj             | 10%        | 18%                        | 7%           | 7%           | 6%                | 11%                        | 19%                  | 7%          | 15%                   |
| Personal finances (NET)                | <b>288</b>       | 53           | 149                 | 70        | 48               | 126            | 76           | 116       | 141            | 31        | 252       | 36                | 25         | 153                        | 52           | 38           | 17                | 12                         | 10                   | 38          | 277                   |
|  | 29%i             | 40%ze        | 35%ze               | 36%e      | 30%              | 28%            | 44%zbe       | 38%zhi    | 27%            | 20%       | 30%       | 28%               | 26%        | 33%                        | 44%zqs       | 25%          | 29%               | 17%                        | 22%                  | 33%         | 29%                   |

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

**ISSUES INDEX JANUARY 2020 (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>954</b>               | 160                     | 100                  | 165                  | 89                   | 259                | 181                | 954            |
| <b>WEIGHTED BASE</b>  | <b>978</b>               | 166                     | 132*                 | 191                  | 121*                 | 189                | 179                | 954            |
|   | <b>100%</b>              | 17%                     | 14%*                 | 20%                  | 12%*                 | 19%                | 18%                | 98%            |
| Common Market/<br>Brexit/EU/Europe/<br>Euro                                     | <b>455</b><br>47%b       | 84<br>51%b              | 43<br>32%            | 98<br>51%bf          | 50<br>41%            | 111<br>59%zb<br>df | 69<br>39%          | 447<br>47%     |
| National health<br>service/Hospitals/<br>Healthcare                             | <b>426</b><br><b>44%</b> | 67<br>40%               | 45<br>34%            | 106<br>56%za<br>bdf  | 41<br>34%            | 93<br>49%bd        | 74<br>41%          | 436<br>46%     |
| Pollution/<br>Environment   | <b>222</b><br>23%df      | 47<br>28%df             | 21<br>16%            | 51<br>27%df          | 14<br>11%            | 67<br>35%zb<br>df  | 23<br>13%          | 234<br>25%     |
| Poverty/Inequality  | <b>218</b><br>22%f       | 47<br>28%f              | 31<br>23%f           | 54<br>28%f           | 22<br>18%            | 46<br>24%f         | 19<br>11%          | 213<br>22%     |
| Crime/Law & order/<br>Violence/<br>Vandalism/Anti-<br>social (yob)<br>behaviour | <b>193</b><br><b>20%</b> | 23<br>14%               | 29<br>22%            | 43<br>23%            | 26<br>22%            | 34<br>18%          | 37<br>20%          | 181<br>19%     |
| Education/Schools   | <b>175</b><br>18%b       | 42<br>25%zbd<br>f       | 10<br>7%             | 53<br>28%zb<br>def   | 14<br>11%            | 34<br>18%b         | 23<br>13%          | 170<br>18%     |
| Immigration/<br>immigrants  | <b>159</b><br>16%c       | 28<br>17%               | 18<br>13%            | 18<br>9%             | 29<br>24%ce          | 23<br>12%          | 44<br>25%zc<br>e   | 134<br>14%     |
| Housing   | <b>135</b><br><b>14%</b> | 22<br>13%               | 27<br>20%            | 27<br>14%            | 13<br>11%            | 24<br>13%          | 22<br>12%          | 130<br>14%     |
| Economy/Economic<br>situation   | <b>130</b><br><b>13%</b> | 23<br>14%               | 15<br>11%            | 37<br>19%ze<br>f     | 19<br>15%            | 20<br>11%          | 17<br>9%           | 132<br>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 : 10th - 21st January 2020  
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**ISSUES INDEX JANUARY 2020 (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>954</b>              | 160                     | 100                  | 165                  | 89                   | 259                | 181                | 954            |
| <b>WEIGHTED BASE</b>  | <b>978</b>              | 166                     | 132*                 | 191                  | 121*                 | 189                | 179                | 954            |
|   | <b>100%</b>             | 17%                     | 14%*                 | 20%                  | 12%*                 | 19%                | 18%                | 98%            |
| Ageing population/<br>Social care for<br>the elderly          | <b>98</b><br><b>10%</b> | 18<br>11%               | 9<br>7%              | 25<br>13%            | 6<br>5%              | 28<br>15%zdf       | 11<br>6%           | 99<br>10%      |
| Public services in<br>general                                 | <b>93</b><br><b>10%</b> | 19<br>11%               | 7<br>5%              | 25<br>13%f           | 12<br>10%            | 22<br>12%f         | 9<br>5%            | 91<br>10%      |
| Lack of faith in<br>politics /<br>politicians /<br>government | <b>93</b><br><b>10%</b> | 10<br>6%                | 14<br>11%            | 27<br>14%a           | 7<br>6%              | 23<br>12%          | 12<br>7%           | 99<br>10%      |
| Unemployment/<br>Factory closure/<br>Lack of industry         | <b>87</b><br>9%e        | 15<br>9%                | 16<br>12%            | 19<br>10%            | 13<br>11%            | 9<br>5%            | 15<br>8%           | 75<br>8%       |
| Drug abuse  | <b>76</b><br><b>8%</b>  | 13<br>8%                | 10<br>7%             | 15<br>8%             | 19<br>16%zef         | 11<br>6%           | 8<br>4%            | 67<br>7%       |
| Defence/Foreign<br>affairs/<br>International<br>terrorism     | <b>70</b><br><b>7%</b>  | 7<br>4%                 | 5<br>4%              | 16<br>8%             | 7<br>5%              | 22<br>12%za        | 14<br>8%           | 71<br>7%       |
| Pensions/Social<br>security/Benefits                          | <b>69</b><br><b>7%</b>  | 9<br>5%                 | 4<br>3%              | 10<br>5%             | 13<br>10%            | 17<br>9%           | 16<br>9%           | 68<br>7%       |
| Low pay/Minimum<br>wage/Fair wages                            | <b>59</b><br>6%c        | 11<br>6%                | 23<br>17%zac<br>ef   | 5<br>2%              | 9<br>7%              | 6<br>3%            | 6<br>3%            | 52<br>5%       |
| Taxation  | <b>55</b><br><b>6%</b>  | 11<br>7%                | 11<br>8%             | 9<br>5%              | 6<br>5%              | 6<br>3%            | 12<br>7%           | 53<br>6%       |
| Transport/Public<br>transport                                 | <b>55</b><br><b>6%</b>  | 10<br>6%                | 5<br>4%              | 16<br>8%             | 3<br>2%              | 12<br>6%           | 9<br>5%            | 55<br>6%       |

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

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**ISSUES INDEX JANUARY 2020 (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>954</b>       | 160                     | 100                  | 165                  | 89                   | 259                | 181                | 954            |
| <b>WEIGHTED BASE</b>   | <b>978</b>       | 166                     | 132*                 | 191                  | 121*                 | 189                | 179                | 954            |
|  | <b>100%</b>      | 17%                     | 14%*                 | 20%                  | 12%*                 | 19%                | 18%                | 98%            |
| Inflation/Prices   | <b>52</b><br>5%e | 7<br>4%                 | 15<br>11%ze          | 12<br>7%e            | 7<br>6%              | 3<br>2%            | 7<br>4%            | 43<br>5%       |
| Race relations   | <b>49</b><br>5%  | 13<br>8%                | 7<br>5%              | 10<br>5%             | 8<br>6%              | 6<br>3%            | 6<br>3%            | 45<br>5%       |
| Population levels/<br>Overpopulation                                   | <b>40</b><br>4%  | 7<br>4%                 | 4<br>3%              | 6<br>3%              | 6<br>5%              | 8<br>4%            | 10<br>5%           | 43<br>5%       |
| Morality/<br>Individual<br>behaviour/<br>Lifestyle                     | <b>29</b><br>3%  | 5<br>3%                 | 1<br>1%              | 8<br>4%              | 1<br>1%              | 11<br>6%z          | 4<br>2%            | 33<br>3%       |
| Local government/<br>Council tax                                       | <b>29</b><br>3%  | 3<br>2%                 | 1<br>1%              | 9<br>5%              | 1<br>*               | 6<br>3%            | 9<br>5%            | 27<br>3%       |
| Privatisation  | <b>27</b><br>3%e | 7<br>4%e                | 9<br>7%e             | 5<br>2%              | 5<br>4%e             | -<br>-             | 2<br>1%            | 21<br>2%       |
| Petrol prices/Fuel   | <b>22</b><br>2%e | 1<br>1%                 | 7<br>5%e             | 2<br>1%              | 7<br>5%e             | *<br>*             | 5<br>3%            | 18<br>2%       |
| Animal welfare   | <b>21</b><br>2%  | 4<br>2%                 | 5<br>4%              | 3<br>1%              | 5<br>4%              | 2<br>1%            | 2<br>1%            | 20<br>2%       |
| Scottish/Welsh<br>assembly/<br>Devolution/<br>Constitutional<br>reform | <b>18</b><br>2%  | 4<br>2%                 | -<br>-               | 2<br>1%              | 1<br>1%              | 7<br>4%z           | 5<br>3%            | 21<br>2%       |
| Nationalisation/<br>Government control<br>of institutions              | <b>18</b><br>2%  | 6<br>3%e                | 2<br>2%              | 2<br>1%              | 6<br>5%e             | 1<br>*             | 1<br>1%            | 18<br>2%       |

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 : 10th - 21st January 2020  
 Number of sample points : 188  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX JANUARY 2020 (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>954</b>   | 160                     | 100                  | 165                  | 89                   | 259                | 181                | 954            |
| <b>WEIGHTED BASE</b>                            | <b>978</b>   | 166                     | 132*                 | 191                  | 121*                 | 189                | 179                | 954            |
|   | <b>100%</b>  | 17%                     | 14%*                 | 20%                  | 12%*                 | 19%                | 18%                | 98%            |
| Countryside/Rural<br>life                       | 15<br>2%     | 5<br>3%                 | 2<br>2%              | 3<br>1%              | -                    | 3<br>1%            | 2<br>1%            | 15<br>2%       |
| Pound/Exchange<br>rate/Value of<br>pound        | 12<br>1%     | 2<br>1%                 | 3<br>2%              | 3<br>2%              | 2<br>2%              | 2<br>1%            | *<br>*             | 14<br>1%       |
| Nuclear weapons/<br>Nuclear war/<br>Disarmament | 8<br>1%      | 3<br>2%                 | 4<br>3%              | 1<br>*               | *<br>*               | -<br>-             | -<br>-             | 10<br>1%       |
| AIDS  | 8<br>1%      | 2<br>1%                 | 6<br>5%zce<br>f      | -<br>-               | -<br>-               | -<br>-             | -<br>-             | 4<br>*         |
| Trade unions/<br>Strikes                        | 7<br>1%      | 3<br>2%                 | 1<br>1%              | *<br>*               | 1<br>1%              | 1<br>*             | 1<br>*             | 9<br>1%        |
| Northern Ireland                                | 5<br>*       | 3<br>2%                 | -<br>-               | 1<br>1%              | -<br>-               | *<br>*             | *<br>*             | 6<br>1%        |
| Bird flu/Pandemic<br>flu/Swine flu/<br>Ebola    | 4<br>*       | 3<br>2%z                | 1<br>1%              | -<br>-               | -<br>-               | *<br>*             | -<br>-             | 4<br>*         |
| Median  | 2            | 2                       | 2                    | 3                    | 2                    | 2                  | 2                  | 2              |
| Foot and mouth<br>outbreak/Farming<br>crisis    | 1<br>*       | 1<br>1%                 | -<br>-               | -<br>-               | -<br>-               | -<br>-             | -<br>-             | 1<br>*         |
| Other   | 77<br>8%     | 8<br>5%                 | 8<br>6%              | 19<br>10%            | 9<br>8%              | 25<br>13%zaf       | 8<br>5%            | 80<br>8%       |
| MEAN NUMBER OF<br>MENTIONS                      | 3.55f        | 3.71                    | 3.48                 | 3.94f                | 3.38                 | 3.69f              | 3.02               | 3.54           |

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

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**ISSUES INDEX JANUARY 2020 (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>954</b>        | 160                     | 100                  | 165                  | 89                   | 259                | 181                | 954            |
| <b>WEIGHTED BASE</b>       | <b>978</b>        | 166                     | 132*                 | 191                  | 121*                 | 189                | 179                | 954            |
|                            | <b>100%</b>       | 17%                     | 14%*                 | 20%                  | 12%*                 | 19%                | 18%                | 98%            |
| STANDARD ERROR             | <b>0.09</b>       | 0.30                    | 0.29                 | 0.21                 | 0.33                 | 0.16               | 0.13               | 0.09           |
| ERROR VARIANCE             | <b>0.01</b>       | 0.09                    | 0.08                 | 0.04                 | 0.11                 | 0.02               | 0.02               | 0.01           |
| Don't know                 | <b>163</b>        | 24                      | 43                   | 14                   | 29                   | 16                 | 37                 | 141            |
|                            | 17% <sup>ce</sup> | 15%                     | 33% <sup>zac</sup>   | 7%                   | 24% <sup>ce</sup>    | 8%                 | 20% <sup>ce</sup>  | 15%            |
| Personal finances<br>(NET) | <b>288</b>        | 55                      | 56                   | 65                   | 30                   | 51                 | 32                 | 277            |
|                            | 29% <sup>f</sup>  | 33% <sup>f</sup>        | 42% <sup>ze</sup>    | 34% <sup>f</sup>     | 25%                  | 27%                | 18%                | 29%            |

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