

3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Coronavirus/ pandemic diseases	627	303	322	61	89	92	112	104	168	150	204	272	242	383	173	167	132	141	339	273	636
	61%di	60%	61%	55%	51%	56%	63%	65%di	70%zc deij	52%	60%	68%zc dei	54%	66%	64%	59%	63%	58%	61%	60%	62%
Economy/Economic situation	74	43	31	10	15	15	10	12	13	24	26	24	39	34	19	25	18	11	45	29	71
7%	8%	6%	9%	8%	9%	6%	7%	5%	8%	7%	6%	9%	6%	7%	9%	9%	4%	8%	6%	7%	
Common Market/ Brexit/EU/Europe/ Euro	60	34	25	*	5	18	15	12	10	5	33	22	23	36	23	18	11	6	42	17	71
6%ci	7%	5%	*	3%	11%zcd hi	8%ci	7%ci	4%	2%	10%zcd hi	5%	5%	6%	9%oq	7%	5%	3%	8%zoq	4%	7%	
Poverty/Inequality	47	22	23	11	11	12	6	3	4	22	18	7	34	13	19	14	4	10	33	14	41
5%hk	4%	4%	10%zgh k	6%hk	7%hk	3%	2%	2%	8%zhk	5%hk	2%	8%	2%	7%n	5%	2%	4%	6%z	3%	4%	
Pollution/ Environment	33	14	20	6	7	3	5	5	7	13	7	12	16	17	8	15	5	4	22	9	36
3%	3%	4%	5%	4%	2%	3%	3%	3%	3%	5%	2%	3%	3%	3%	3%	5%zpq	3%	2%	4%	2%	3%
National health service/Hospitals/ Healthcare	26	7	18	3	3	6	3	5	5	6	10	10	12	13	2	7	4	10	9	14	24
3%p	1%	4%	3%	2%	4%	2%	3%	2%	2%	3%	3%	3%	3%	2%	1%	2%	2%	4%	2%	3%	2%
Lack of faith in politics / politicians / government	19	10	10	1	9	-	3	3	3	10	3	6	10	9	9	5	-	4	14	4	19
2%	2%	2%	1%	5%zej k	-	2%	2%	1%	3%	1%	1%	1%	2%	2%	3%n	2%	-	2%	3%	1%	2%
Immigration/ immigrants	17	13	4	1	3	1	2	6	5	4	3	11	5	12	-	3	6	7	3	13	17
2%bp	3%b	1%	1%	2%	1%	1%	4%	2%	1%	1%	3%	1%	2%	-	1%p	3%lp	3%lp	1%	3%lp	2%	
Education/Schools	11	4	7	-	3	4	2	1	2	3	5	3	6	5	4	2	1	3	6	4	14
1%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Unemployment/ Factory closure/ Lack of industry	9	3	7	-	7	-	-	*	2	7	-	3	7	3	4	*	2	3	4	5	8
1%om	*	1%	-	4%zfj k	-	-	*	1%	2%j	-	1%	1%	1%	1%	1%	*	1%	1%	1%m	1%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

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	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Housing	9 1%	3 1%	6 1%	- -	4 2%	1 1%	2 1%	1 *	1 *	4 1%	3 1%	2 *	5 1%	4 1%	- -	4 2%p	- -	4 2%	4 1%	4 1%	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	7 1%	1 *	6 1%	- -	- -	- -	2 1%	* *	4 2%zi	- -	2 1%	5 1%	- -	7 1%	2 1%	* *	2 1%	2 1%	3 *	4 1%	6 1%
Low pay/Minimum wage/Fair wages	5 1%p	2 *	3 1%	- -	1 *	- -	2 1%	1 1%	2 1%	1 *	2 1%	3 1%	1 *	5 1%	- -	1 *	2 1%	3 1%	1 *	5 1%	4 *
Race relations	5 *p	- -	5 1%	1 1%	3 2%k	- -	* -	- -	- -	5 2%zk	* -	- -	5 1%	* *	- -	* *	1 1%	3 1%p	* *	5 1%	3 *
Morality/ Individual behaviour/ Lifestyle	5 *	4 1%	1 *	* *	- -	2 1%	1 1%	- -	2 1%	* *	3 1%	2 *	2 *	3 *	- -	2 1%	2 1%	1 *	2 *	3 1%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	3 1%	1 *	- -	1 *	* *	- -	3 2%zj	- -	1 *	* *	3 1%	1 *	3 1%	1 *	1 1%	2 1%	- -	2 *	2 *	5 *
Ageing population/ Social care for the elderly	4 *	2 *	2 *	- -	1 *	2 1%	- -	- -	1 *	1 *	2 1%	1 *	3 1%	1 *	- -	1 *	- -	3 1%	1 *	3 1%	3 *
Inflation/Prices	3 *	3 1%	- -	- -	- -	- -	3 2%zk	- -	- -	- -	3 1%	- -	- -	3 1%	- -	- -	3 1%zp	- -	- -	3 1%	1 *
Public services in general	3 *	- -	3 *	- -	- -	1 1%	1 *	- -	1 *	- -	2 *	1 *	1 *	2 *	- -	- -	1 *	2 1%	- -	3 1%	3 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
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	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Taxation	2	-	2	-	1	-	-	1	-	1	-	1	1	1	-	2	-	-	2	-	2
	*	-	*	-	1%	-	-	1%	-	*	-	*	*	*	-	1%z	-	-	*	-	*
Trade unions/ Strikes	2	2	-	2	-	-	-	-	-	2	-	-	2	-	2	-	-	-	2	-	1
	*	*	-	1%z	-	-	-	-	-	1%	-	-	*	-	1%	-	-	-	*	-	*
Population levels/ Overpopulation	2	2	-	-	-	-	-	*	1	-	-	2	-	2	-	*	1	-	*	1	2
	*	*	-	-	-	-	-	*	*	-	-	*	-	*	-	*	1%	-	*	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Drug abuse	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	*	*	-	-	*	-	*	*	-	-	-	*	-	*
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	1
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	*	-	*
Nationalisation/ Government control of institutions	*	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*
Countryside/Rural life	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	1
	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	*
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defence/Foreign affairs/ International terrorism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	31 3%p	13 3%	17 3%	5 5%	7 4%	5 3%	6 3%	1 1%	6 3%	13 4%	11 3%	8 2%	17 4%	13 2%	3 1%	6 2%	6 3%	13 6%lp	10 2%	19 4%p	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	26 2%kp	15 3%	11 2%	9 8%zef ghjk	8 5%jk	3 2%	1 1%	1 1%	3 1%	17 6%zfg hjk	4 1%	5 1%	20 4%	6 1%	2 1%	4 1%	6 3%	12 5%lmp	6 1%	18 4%p	23 2%
Personal finances (NET)	56 5%hk	27 5%	26 5%	11 10%ghk	11 6%	12 7%hk	11 6%k	5 3%	5 2%	22 8%hk	23 7%hk	10 2%	34 8%	21 4%	19 7%	15 5%	9 4%	13 5%	33 6%	22 5%	46 4%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Coronavirus/ pandemic diseases	627	535	26	65	211	145	196	169	220	82	162	139	142	132	180	120	636
	61%	60%	53%	72%za dehj	62%	59%	61%	63%	59%	59%	57%	59%	62%	58%	58%	64%	62%
Economy/Economic situation	74	63	9	3	23	20	32	23	20	4	15	15	24	15	26	7	71
	7%	7%	18%zac dhijk	3%	7%	8%	10%i	9%	5%	3%	5%	6%	11%u	7%	8%	4%	7%
Common Market/ Brexit/EU/Europe/ Euro	60	52	2	6	22	16	15	12	23	7	14	16	9	12	26	3	71
	6%u	6%	5%	6%	6%	7%	5%	5%	6%	5%	5%	7%	4%	5%	8%zu	1%	7%
Poverty/Inequality	47	39	5	3	15	12	15	10	17	10	14	7	8	12	24	1	41
	5%u	4%	11%	3%	4%	5%	5%	4%	5%	7%	5%	3%	4%	5%u	8%zu	*	4%
Pollution/ Environment	33	32	1	1	9	8	10	9	15	4	10	11	2	10	13	5	36
	3%	4%	1%	1%	3%	3%	3%	3%	4%	3%	4%	5%	1%	5%	4%	3%	3%
National health service/Hospitals/ Healthcare	26	25	1	-	7	7	5	4	14	3	13	12	7	5	7	6	24
	3%	3%	1%	-	2%	3%	1%	2%	4%	2%	5%z	5%z	3%	2%	2%	3%	2%
Lack of faith in politics / politicians / government	19	18	-	1	12	11	3	3	5	3	5	3	1	6	8	3	19
	2%	2%	-	1%	3%z	4%zaf g	1%	1%	1%	2%	2%	1%	1%	2%	3%	2%	2%
Immigration/ immigrants	17	14	1	2	8	6	5	3	4	-	4	4	1	3	1	11	17
	2%t	2%	3%	2%	2%	3%	1%	1%	1%	-	2%	2%	*	1%	*	6%zrs t	2%
Education/Schools	11	11	-	-	4	4	1	1	6	2	4	3	2	-	6	3	14
	1%	1%	-	-	1%	2%	*	1%	2%	2%	1%	1%	1%	-	2%	1%	1%

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

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UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Unemployment/ Factory closure/ Lack of industry	9 1%	9 1%	- -	* *	5 1%	4 2%	4 1%	4 1%	1 *	1 1%	1 *	- -	4 2%	- -	3 1%	2 1%	8 1%
Housing	9 1%	7 1%	2 4% zad hjk	- -	1 *	1 1%	7 2% zah j	4 2%	1 *	- -	- -	1 *	1 1%	1 1%	3 1%	3 2%	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	7 1%	7 1%	- -	- -	1 *	1 1%	1 *	1 *	4 1%	2 1%	4 1%	2 1%	3 1%	* *	* *	3 2%	6 1%
Low pay/Minimum wage/Fair wages	5 1%	4 *	- -	1 1%	5 1% z	4 1%	- -	- -	1 *	1 *	1 *	- -	- -	2 1%	- -	3 2% t	4 *
Race relations	5 *	5 1%	- -	- -	- -	- -	2 1%	2 1%	3 1%	- -	3 1%	3 1%	1 1%	3 1%	* *	- -	3 *
Morality/ Individual behaviour/ Lifestyle	5 *	5 1%	- -	- -	- -	- -	2 1%	2 1%	3 1%	1 1%	2 1%	2 1%	- -	3 1%	* *	2 1%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 * a	* *	- -	4 4% zad efghi jk	4 1% a	- -	* *	* *	- -	- -	- -	- -	- -	1 1%	1 *	2 1%	5 *
Ageing population/ Social care for the elderly	4 *	4 *	- -	- -	- -	- -	1 *	1 *	3 1%	3 2% zad	3 1%	- -	2 1%	1 *	- -	1 1%	3 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)

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

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				UNWT 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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Inflation/Prices	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	3 2% zad f	3 1%	- -	- -	- -	- -	3 2% z	1 *
Public services in general	3 *	3 *	- -	- -	- -	- -	1 *	1 *	2 *	2 1%	2 1%	- -	1 *	- -	- -	1 1%	3 *
Taxation	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%	- -	1 *	- -	- -	2 *
Trade unions/ Strikes	2 *	2 *	- -	- -	- -	- -	- -	- *	2 1%	2 1%	2 1%	- -	- -	- -	2 1%	- -	1 *
Population levels/ Overpopulation	2 *	2 *	- -	- -	- -	- *	* *	* *	1 *	- -	1 *	1 1%	- -	- -	* *	1 1%	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Drug abuse	1 *	1 *	- -	- -	- -	- *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	- -	- -	- *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Nationalisation/ Government control of institutions	* *	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	1 *
Countryside/Rural life	* *	* *	- -	- -	- -	- *	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	1 *
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
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Table 2
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
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WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defence/Foreign affairs/ International terrorism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	31 3%t	26 3%	2 4%	2 3%	6 2%	4 2%	10 3%	8 3%	14 4%	5 4%	8 3%	9 4%	10 4%t	10 5%t	3 1%	5 3%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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 - z/r/s/t/u
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 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
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WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Don't know	26	23	-	3	6	4	9	9	10	5	9	5	9	8	5	4	23
	2%	3%	-	3%	2%	1%	3%	3%	3%	4%	3%	2%	4%	3%	2%	2%	2%
Personal finances (NET)	56	46	5	4	20	16	15	10	21	14	18	7	8	14	24	7	46
	5%	5%	11%	4%	6%	6%	5%	4%	5%k	10%gk	6%k	3%	4%	6%	8%z	4%	4%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1032	418	98	438	304	283	70	254	44	108	490	266	1032
WEIGHTED BASE	1032	399	95*	435	299	291	72*	256	37*	110*	459	289	1032
	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Coronavirus/ pandemic diseases	627 61%g	252 63%	60 63%	253 58%	214 71%zg	156 54%	43	150 59%	21 57%	69 63%	275 60%	148 51%	636 62%
Economy/Economic situation	74 7%	27 7%	5 6%	26 6%	32 11%z	16 6%	4 5%	16 6%	3 8%	7 6%	38 8%	23 8%	71 7%
Common Market/ Brexit/EU/Europe/ Euro	60 6%f	31 8%	3 3%	20 5%	9 3%	23 8%f	8 11%f	14 5%	1 3%	2 2%	32 7%	22 7%	71 7%
Poverty/Inequality	47 5%	22 5%	8 9%	16 4%	8 3%	22 7%zf	3 5%	6 2%	2 6%	4 3%	28 6%	24 8%	41 4%
Pollution/ Environment	33 3%f	10 3%	3 3%	14 3%	1 *	11 4%f	3 4%f	7 3%	1 4%	5 5%	18 4%	8 3%	36 3%
National health service/Hospitals/ Healthcare	26 3%	7 2%	2 2%	13 3%	3 1%	16 5%zf	-	6 2%	-	3 3%	14 3%	8 3%	24 2%
Lack of faith in politics / politicians / government	19 2%	11 3%	2 2%	7 2%	3 1%	9 3%	1 2%	6 2%	-	2 1%	11 2%	8 3%	19 2%
Immigration/ immigrants	17 2%	7 2%	1 1%	8 2%	6 2%g	-	1 1%	8 3%	1 3%	4 4%	4 1%	-	17 2%
Education/Schools	11 1%	6 1%	3 3%	3 1%	3 1%	3 1%	1 1%	1 1%	-	1 1%	7 1%	6 2%	14 1%
Unemployment/ Factory closure/ Lack of industry	9 1%	4 1%	-	3 1%	1 *	4 1%	-	5 2%	1 2%	-	3 1%	2 1%	8 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Housing	9 1%	1 *	- -	7 1%	- -	7 3%zf	- -	- -	1 3%	2 2%	2 *	3 1%	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	7 1%h	* *	- -	6 1%z	4 1%	* *	* 1%	2 1%	1 3%n	1 1%	* *	* *	6 1%
Low pay/Minimum wage/Fair wages	5 1%	3 1%	- -	3 1%	- -	5 2%z	- -	1 *	- -	- -	2 *	2 1%	4 *
Race relations	5 *	* *	- -	5 1%	- -	5 2%z	- -	- -	- -	- -	3 1%	5 2%	3 *
Morality/ Individual behaviour/ Lifestyle	5 *	1 *	- -	4 1%	1 *	- -	- -	1 1%	- -	1 1%	1 *	2 1%	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	3 1%	- -	1 *	1 *	- -	- -	- -	- -	1 1%	1 *	* *	5 *
Ageing population/ Social care for the elderly	4 *	1 *	- -	3 1%	1 *	1 *	- -	2 1%	- -	- -	1 *	1 *	3 *
Inflation/Prices	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	3 3%zn	- -	3 1%	1 *
Public services in general	3 *	1 *	1 1%	1 *	1 *	1 *	- -	1 *	- -	- -	1 *	- -	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

		WORKING STATUS			PARTY PREFERENCE				INCOME				
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	UNWTD TOTAL
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	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Taxation	2 *	2 1%	- -	- -	1 *	1 *	- -	- -	- -	- -	2 1%	1 *	2 *
Trade unions/ Strikes	2 *	2 *	- -	- -	- -	- -	2 2%zfg	- -	- -	- -	- -	- -	1 *
Population levels/ Overpopulation	2 *	* *	- -	1 *	- -	- -	- -	2 1%	- -	- -	2 *	* *	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Drug abuse	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *
Nationalisation/ Government control of institutions	* *	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	1 *
Countryside/Rural life	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	1 *
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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BASE: ALL ADULTS AGED 18+

		WORKING STATUS			PARTY PREFERENCE				INCOME				
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	UNWTD TOTAL
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	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-
Defence/Foreign affairs/ International terrorism	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	31	3	5	23	6	5	5	11	-	5	8	11	27
	3%an	1%	5%a	5%za	2%	2%	8%g	4%	-	5%	2%	4%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	26	4	1	16	4	5	1	15	4	2	4	8	23
	2%an	1%	1%	4%a	1%	2%	1%	6%	11%zmn	1%	1%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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Table 3

Q.PL01*What would you say is the most important issue facing Britain today?*

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Personal finances (NET)	56	25	8	19	8	27	3	9	2	7	30	29	46
	5%f	6%	9%	4%	3%	9%zf	5%	4%	6%	6%	7%	10%	4%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Coronavirus/ pandemic diseases	627 61%b	197 59%	105 52%	27 50%	27 46%	266 73%zab cft	97 61%	297 59%	184 61%	145 65%	555 62%z	68 50%	68 65%	292 62%	-	27 65%	636 62%
Economy/Economic situation	74 7%e	74 22%zbc eft	25 12%ze	4 7%	3 4%	9 3%	14 9%e	32 6%	26 9%	16 7%	61 7%	13 9%	5 5%	42 9%	-	3 6%	71 7%
Common Market/ Brexit/EU/Europe/ Euro	60 6%	12 4%	8 4%	- -	1 2%	60 16%zabc ft	8 5%	27 5%	22 7%	10 5%	50 6%	8 6%	9 9%	29 6%	-	1 3%	71 7%
Poverty/Inequality	47 5%eh	11 3%	12 6%	1 2%	1 1%	9 2%	8 5%	32 6%zh	6 2%	9 4%	38 4%	9 7%	4 3%	24 5%	-	1 2%	41 4%
Pollution/ Environment	33 3%g	7 2%	7 3%	1 2%	3 5%	6 2%	4 2%	10 2%	12 4%	12 5%g	29 3%	3 2%	2 2%	16 3%	-	3 7%	36 3%
National health service/Hospitals/ Healthcare	26 3%e	8 2%	26 13%zace ft	1 2%	2 3%	2 1%	5 3%e	14 3%	4 1%	8 3%	22 2%	4 3%	1 1%	9 2%	-	2 4%	24 2%
Lack of faith in politics / politicians / government	19 2%	4 1%	2 1%	2 4%	- -	3 1%	1 *	12 2%	3 1%	4 2%	19 2%	- -	1 1%	12 2%	-	-	19 2%
Immigration/ immigrants	17 2%ae	* *	4 2%	4 7%zae f	17 29%zabc ef	2 *	2 1%	8 2%	6 2%	2 1%	16 2%	1 1%	3 3%	6 1%	17 100%	-	17 2%
Education/Schools	11 1%e	3 1%	4 2%	- -	- -	* *	11 7%zabe	5 1%	4 1%	3 1%	11 1%	- -	3 3%z	5 1%	-	-	14 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)

3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

Table 4

Q.PL01

What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Unemployment/ Factory closure/ Lack of industry	9 1%	* *	- -	- -	1 2%ae	- -	- -	7 1%	3 1%	- -	7 1%	2 2%	2 1%	5 1%	- -	1 4%	8 1%
Housing	9 1%	2 1%	4 2%e	- -	- -	- -	3 2%e	5 1%	4 1%	- -	7 1%	2 2%	- -	4 1%	- -	- -	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	7 1%	2 1%	- -	7 12%zabe ft	- -	1 *	- -	5 1%	- -	1 1%	5 1%	2 1%	* *	- -	- -	- -	6 1%
Low pay/Minimum wage/Fair wages	5 1%	1 *	- -	- -	- -	- -	- -	4 1%	- -	1 1%	3 *	2 2%	1 1%	2 *	- -	- -	4 *
Race relations	5 *j	- -	- -	3 6%zabe f	- -	* *	* *	5 1%	* *	- -	1 *	4 3%z	* *	- -	- -	- -	3 *
Morality/ Individual behaviour/ Lifestyle	5 *	3 1%	* *	- -	- -	- -	- -	4 1%	1 *	- -	4 1%	* *	- -	1 *	- -	- -	5 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	- -	1 1%	- -	- -	1 *	1 1%	1 *	* *	3 1%	4 *	- -	* *	2 1%	- -	- -	5 *
Ageing population/ Social care for the elderly	4 *j	- -	1 *	- -	1 1%	- -	- -	2 *	2 1%	- -	1 *	3 2%zj	1 1%	- -	- -	1 2%	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Inflation/Prices	3*	-	-	-	-	-	-	3	-	-	3	-	-	3	-	-	1
	*	-	-	-	-	-	-	1%	-	-	*	-	-	1%	-	-	*
Public services in general	3*	-	-	1	-	1	1	2	1	-	2	1	2	-	-	-	3
	*	-	-	2%	-	*	1%	*	*	-	*	1%	2%zm	-	-	-	*
Taxation	2*	-	-	1	-	-	-	1	1	-	2	-	-	2	-	-	2
	*	-	-	3%zae	-	-	-	*	*	-	*	-	-	1%	-	-	*
Trade unions/ Strikes	2*	-	-	-	-	-	-	2	-	-	2	-	-	2	-	-	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*
Population levels/ Overpopulation	2*	*	-	-	-	-	-	*	1	-	2	-	-	*	-	-	2
	*	*	-	-	-	-	-	*	*	-	*	-	-	*	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Drug abuse	1*	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*
Foot and mouth outbreak/Farming crisis	1*	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	1
	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	*
Nationalisation/ Government control of institutions	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	1 *
Countryside/Rural life	* *	- -	* *	- -	- -	- -	* *	* *	- -	- -	* *	- -	* *	- -	- -	- -	1 *
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
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100%		32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Defence/Foreign affairs/ International terrorism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	31	6	4	2	2	2	4	18	9	4	24	5	2	6	-	2	27
	3%em	2%	2%	3%	3%	*	2%	4%	3%	2%	3%	4%	1%	1%	-	5%	3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	26	-	-	-	1	1	-	10	10	6	19	7	3	6	-	1	23
	2%aej	-	-	-	2%a	*	-	2%	3%	3%	2%	5%	3%	1%	-	3%	2%
Personal finances (NET)	56	12	12	1	1	9	8	40	6	10	44	12	4	29	-	1	46
	5%eh	4%	6%	2%	1%	2%	5%	8%zh	2%	4%	5%	9%	4%	6%	-	2%	4%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

3 Feb 2021

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

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Coronavirus/ pandemic diseases	770 75%cd io	375 75%	394 75%	69 62%	115 66%	123 74%	142 81%cd i	126 79%cd i	192 79%zc di	184 64%	265 78%cd i	318 79%zc di	307 68%	460 80%	216 80%oq	216 77%o	157 75%	163 67%	431 78%zo q	320 71%	792 77%
Common Market/ Brexit/EU/Europe/ Euro	364 35%ch oq	195 39%	169 32%	23 20%	62 35%cd	67 40%ch	84 47%zc hik	58 37%cd	70 29%	85 30%cd	150 44%zc hik	128 32%	151 34%	212 37%	126 47%zm noq	100 35%o	72 34%	59 24%	226 41%zm oq	131 29%	370 36%
Economy/Economic situation	331 32%ci	166 33%	165 32%	23 20%	45 25%	51 31%	77 44%zc deij	53 33%	84 35%ci	67 23%	127 37%zc di	137 34%ci	118 26%	214 37%	98 36%	95 34%	70 33%	65 27%	193 35%z	134 30%	346 34%
National health service/Hospitals/ Healthcare	202 20%ch	90 18%	110 21%	9 9%	36 21%cd	36 22%ch	48 27%zc hik	30 12%	46 16%cd	46 16%cd	83 24%zc hi	72 18%h	82 18%	120 21%	54 20%	68 24%zo q	37 17%	36 15%	122 22%zq	73 16%	205 20%
Poverty/Inequality	168 16%hk	72 14%	94 18%	39 35%zd efghi jk	34 19%hk	27 16%	26 15%	21 13%	22 9%	73 26%zd fghjk	53 15%h	43 11%	100 22%	68 12%	53 19%	48 17%	25 12%	41 17%	101 18%	66 15%	170 16%
Education/Schools	159 15%anq	45 9%	112 21%za	18 16%	24 14%	35 21%	26 15%	23 14%	31 13%	42 15%	62 18%	54 14%	77 17%	81 14%	59 22%zn oq	47 17%h	20 10%	31 13%	106 19%zm nq	52 11%	165 16%
Unemployment/ Factory closure/ Lack of industry	132 13%	63 12%	70 13%	12 11%	22 13%	15 9%	23 13%	22 14%	36 15%	34 12%	39 11%	59 15%	49 11%	82 14%	33 12%	34 12%	34 16%	29 12%	67 12%	63 14%	129 13%
Pollution/ Environment	126 12%hk noq	53 11%	73 14%	20 18%h	28 16%h	14 8%	26 14%	20 12%	19 8%	48 17%hk	39 12%	38 10%	62 14%	64 11%	55 20%zm noq	37 13%noq	15 7%	14 6%	92 17%zmn oq	29 6%	142 14%
Lack of faith in politics / politicians / government	76 7%	33 6%	43 8%	6 5%	20 11%ej	6 4%	11 6%	13 8%	19 8%	26 9%	17 5%	32 8%	32 7%	43 7%	25 9%	23 8%	8 4%	19 8%	48 9%	27 6%	76 7%

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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
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UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Housing	66	21	44	7	19	13	11	7	10	25	24	16	38	27	13	19	14	19	32	34	62
	6%ak	4%	8%za	6%	11%hk	8%	6%	4%	4%	9%k	7%	4%	9%	5%	5%	7%	7%	8%	6%	7%	6%
Immigration/ immigrants	59	38	20	2	12	6	10	11	18	14	15	29	20	39	14	12	14	17	26	30	59
	6%b	8%zb	4%	2%	7%	3%	5%	7%	7%	5%	4%	7%	4%	7%	5%	4%	6%	7%	5%	7%	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54	22	31	2	11	8	12	10	11	13	20	22	21	34	5	18	13	17	23	30	53
	5%l	4%	6%	2%	6%	5%	7%	7%	5%	4%	6%	5%	5%	6%	2%	6%lp	6%	7%l	4%	7%l	5%
Race relations	54	23	28	8	8	11	11	9	7	16	22	15	28	26	13	18	7	14	32	21	51
	5%h	5%	5%	7%	5%	7%	6%	5%	3%	6%	7%	4%	6%	5%	5%	7%	4%	6%	6%	5%	5%
Low pay/Minimum wage/Fair wages	38	15	22	6	2	6	9	5	9	9	15	14	15	23	9	12	11	6	21	17	34
	4%	3%	4%	6%	1%	4%	5%	3%	4%	3%	4%	3%	3%	4%	3%	4%	5%	2%	4%	4%	3%
Public services in general	35	18	16	3	4	4	11	8	5	7	15	13	11	24	12	12	6	3	25	10	39
	3%	4%	3%	3%	2%	2%	6%	5%	2%	3%	4%	3%	2%	4%	5%	4%	3%	1%	4%	2%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	35	18	17	-	5	13	4	4	9	5	17	13	18	17	11	8	10	5	20	15	36
	3%	4%	3%	-	3%	8%zci	2%	3%	4%	2%	5%f	3%	4%	3%	4%	3%	5%	2%	4%	3%	3%
Taxation	23	8	14	2	2	3	4	10	2	4	7	12	7	16	9	9	3	2	18	5	20
	2%h	2%	3%	2%	1%	2%	2%	6%zdh ijk	1%	2%	2%	3%h	2%	3%	3%	3%	1%	1%	3%z	1%	2%
Pensions/Social security/Benefits	23	7	16	-	3	7	6	4	3	3	12	7	10	13	4	7	5	7	11	12	22
	2%	1%	3%	-	2%	4%	3%	3%	1%	1%	4%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
Ageing population/ Social care for the elderly	21	8	12	-	1	2	7	5	5	1	9	10	4	17	7	3	1	9	11	10	21
	2%	2%	2%	-	1%	1%	4%i	3%	2%	*	3%	3%	1%	3%	3%	1%	1%	4%	2% m	2%	2%

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		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Defence/Foreign affairs/ International terrorism	20 2%	12 2%	7 1%	1 1%	4 2%	3 2%	4 2%	3 2%	6 3%	4 2%	7 2%	9 2%	8 2%	13 2%	5 2%	9 3%	5 2%	2 1%	14 3%	6 1%	29 3%
Trade unions/ Strikes	20 2%	13 3%	7 1%	5 4%	1 *	4 2%	4 2%	2 1%	5 2%	5 2% ^d	8 2%	7 2%	9 2%	11 2%	10 4% ⁿ	4 2%	- -	5 2%	14 3% ^m	5 1%	18 2%
Transport/Public transport	17 2%	7 1%	11 2%	5 4%	2 1%	3 2%	2 1%	3 2%	2 1%	6 2%	6 2%	5 1%	10 2%	7 1%	7 2%	6 2%	2 1%	2 1%	13 2%	4 1%	21 2%
Morality/ Individual behaviour/ Lifestyle	16 2%	10 2%	6 1%	1 1%	1 *	6 4%	2 1%	2 1%	4 2%	2 1%	8 2%	6 1%	8 2%	8 1%	* *	6 2% ^p	6 3%	3 1%	6 1%	8 2%	22 2%
Population levels/ Overpopulation	14 1%	5 1%	9 2%	2 2%	4 2%	- -	2 1%	2 1%	4 2%	6 2%	2 *	6 1%	6 1%	7 1%	5 2%	2 1%	3 2%	3 1%	7 1%	6 1%	11 1%
Local government/ Council tax	11 1%	7 1%	4 1%	- -	1 1%	- -	6 3% ^z	2 1%	3 1%	1 *	6 2%	4 1%	1 *	10 2%	5 2%	2 1%	- -	4 2%	7 1% ^m	4 1%	10 1%
Inflation/Prices	10 1% ^{kp}	7 1%	3 1%	- -	* *	4 2% ^k	5 3% ^{zik}	- -	1 *	* *	9 3% ^{zik}	1 *	4 1%	6 1%	- -	1 *	7 3% ^{zlm}	2 1%	1 *	9 2% ^{zp}	6 1%
Nationalisation/ Government control of institutions	10 1% ^k	5 1%	4 1%	3 2% ^k	- -	4 3% ^{hk}	2 1%	* *	- -	3 1%	7 2% ^k	* *	7 1%	3 *	5 2%	2 1%	- -	2 1%	7 1%	2 *	10 1%
Drug abuse	10 1%	4 1%	6 1%	- -	4 2%	1 1%	2 1%	- -	2 1%	4 1%	3 1%	2 1%	6 1%	4 1%	4 1%	2 1%	- -	3 1%	6 1%	3 1%	8 1%
Animal welfare	9 1%	2 *	7 1%	1 1%	1 1%	1 *	4 2% ^h	2 1%	- -	2 1%	5 1%	2 1%	3 1%	6 1%	1 *	2 1%	1 *	5 2%	3 *	5 1%	8 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Pound/Exchange rate/Value of pound	7 1%p	3 1%	4 1%	1 1%	- -	- -	5 3%z	- -	2 1%	1 *	5 1%	2 *	1 *	6 1%	- -	1 1%	- -	6 2%zlp	1 *	6 1%	6 1%
Privatisation	5 1%	4 1%	1 *	- -	3 2%	* *	1 1%	1 1%	- -	3 1%	2 1%	1 *	3 1%	2 *	2 1%	3 1%q	- -	- -	5 1%	- -	6 1%
Foot and mouth outbreak/Farming crisis	3 *	1 *	2 *	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	2 1%	- -	3 1%	- -	1 *	2 1%	* *	1 *	3 1%	4 *
Countryside/Rural life	3 *	* *	3 1%	3 3%zhj k	- -	- -	* *	- -	- -	3 1%	* *	- -	3 1%	* *	2 1%	* *	- -	- -	3 1% m	- -	3 *
Petrol prices/Fuel	3 *	1 *	2 *	- -	1 1%	- -	2 1%	- -	- -	1 *	2 *	- -	1 *	2 *	- -	1 *	- -	2 1%	1 *	2 *	2 *
Northern Ireland	2 *	- -	2 *	- -	- -	2 1%	- -	* *	- -	- -	2 1%	* *	2 *	* *	2 1%	- -	* *	- -	2 *	* *	2 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Other	146 14%g	65 13%	80 15%	18 16%	22 13%	31 19%g	24 14%	12 8%	39 16%gk	40 14%	55 16%g	51 13%g	71 16%	75 13%	27 10%	49 18%zl p	27 13%	40 16%	77 14%	67 15%	154 15%
MEAN NUMBER OF MENTIONS	3.05a hkq	2.92	3.16	2.79	2.96	3.13h	3.51z chik	3.11	2.80	2.89	3.32z hik	2.92h	2.98	3.10	3.34z noq	3.19z noq	2.82	2.81	3.27z noq	2.82	3.10
STANDARD ERROR	0.05	0.06	0.09	0.12	0.11	0.12	0.20	0.13	0.07	0.08	0.12	0.07	0.07	0.08	0.10	0.08	0.11	0.16	0.06	0.10	0.05
ERROR VARIANCE	*	*	0.01	0.02	0.01	0.01	0.04	0.02	0.01	0.01	0.01	*	*	0.01	0.01	0.01	0.01	0.03	*	0.01	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	502	526	93	147	151	184	169	285	240	335	454	391	638	222	419	165	185	641	350	1032
WEIGHTED BASE	1032	503	525	111*	176	165	176	159	241	287	342	401	452	577	271	281	211	243	552	454	1032
	100%	49%	51%	11%*	17%	16%	17%	15%	23%	28%	33%	39%	44%	56%	26%	27%	20%	24%	53%	44%	100%
Don't know	100	50	50	21	23	10	7	13	26	44	17	39	54	46	13	16	19	47	29	66	91
	10%fj Imp	10%	10%	19%ze fgjk	13%fj	6%	4%	8%	11%fj j	15%zef	5%	10%fj	12%	8%	5%	6%	9%	19%zlm npq	5%	15%zlm np	9%
Personal finances (NET)	193	85	105	41	38	32	29	23	29	79	61	52	111	81	55	56	37	43	111	80	191
	19%hk	17%	20%	37%zd efghi jk	21%hk	19%	16%	15%	12%	28%zd fghjk	18%	13%	25%	14%	20%	20%	18%	18%	20%	18%	19%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 2021 (PUBLIC - FINAL)

3 Feb 2021

Table 6

Q.PL01/02

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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Coronavirus/ pandemic diseases	770	659	36	75	260	185	243	207	266	96	197	171	170	168	232	134	792
	75%	74%	73%	83%hi j	77%	75%	76%	77%	71%	69%	70%	72%	74%	74%	75%	71%	77%
Common Market/ Brexit/EU/Europe/ Euro	364	310	12	43	121	77	104	92	140	59	110	81	73	78	139	41	370
	35%u	35%	24%	48%za bdefg	36%e	31%	33%	34%	37%	43%	39%	34%	32%	34%u	45%zr su	22%	36%
Economy/Economic situation	331	287	17	27	104	77	113	96	114	40	83	74	82	61	123	45	346
	32%u	32%	35%	30%	31%	31%	36%	36%	30%	29%	29%	31%	36%u	27%	39%zs u	24%	34%
National health service/Hospitals/ Healthcare	202	180	10	12	64	52	73	63	64	19	52	45	41	40	81	24	205
	20%u	20%	21%	13%	19%	21%	23%	23%	17%	14%	19%	19%	18%	18%	26%zu	13%	20%
Poverty/Inequality	168	141	16	12	44	32	52	36	73	24	54	49	30	41	75	11	170
	16%u	16%	32%za cdefg	13%	13%	13%	16%g	13%	19%ad	18%	19%	21%cd	13%	18%u	24%zru	6%	16%
Education/Schools	159	135	10	13	48	34	51	41	60	17	40	43	21	36	73	22	165
	15%r	15%	21%	15%	14%	14%	16%	15%	16%	12%	14%	18%	9%	16%	24%zr u	12%	16%
Unemployment/ Factory closure/ Lack of industry	132	120	6	7	49	42	39	33	45	16	29	28	35	32	27	32	129
	13%t	13%	11%	7%	14%c	17%c	12%	12%	12%	12%	10%	12%	15%	14%	9%	17%t	13%
Pollution/ Environment	126	113	4	9	31	22	41	37	55	20	44	35	16	26	65	11	142
	12%ru	13%	8%	10%	9%	9%	13%	14%	15%	15%	16%de	15%	7%	12%	21%zrs u	6%	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 - z/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

Table 6

Q.PL01/02

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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Lack of faith in politics / politicians / government	76	70	2	4	30	26	21	19	26	7	20	18	19	11	27	14	76
	7%	8%	4%	4%	9%	10%	6%	7%	7%	5%	7%	8%	8%	5%	9%	8%	7%
Housing	66	61	3	2	23	21	27	24	16	7	12	8	19	11	19	14	62
	6%	7%hk	6%	2%	7%c	9%	8%	9%hk	4%	5%	4%	4%	9%	5%	6%	8%	6%
Immigration/ immigrants	59	52	1	5	18	13	19	18	21	5	16	16	12	13	10	19	59
	6%t	6%	3%	5%	5%	5%	6%	7%	6%	4%	6%	7%	5%	6%	3%	10%zt	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54	52	-	3	16	13	18	18	21	8	18	12	18	9	11	11	53
	5%	6%	-	3%	5%	5%	6%	7%	6%	6%	6%	5%	8%	4%	4%	6%	5%
Race relations	54	46	4	5	12	7	18	14	24	5	18	19	4	20	17	10	51
	5%r	5%	7%	5%	3%	3%	6%	5%	6%	3%	6%	8%ade	2%	9%r	5%	5%	5%
Low pay/Minimum wage/Fair wages	38	33	*	5	14	9	10	9	15	6	12	9	10	11	10	5	34
	4%	4%	1%	5%	4%	4%	3%	3%	4%	4%	4%	4%	5%	5%	3%	3%	3%
Public services in general	35	30	1	4	10	7	9	8	16	8	14	7	6	13	12	3	39
	3%	3%	2%	4%	3%	3%	3%	3%	4%	6%	5%	3%	3%	6%	4%	2%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	35	12	2	21	24	3	6	4	5	3	5	2	5	5	16	8	36
	3%aeh k	1%	4%	23%zab defghi jk	7%zae fghjk	1%	2%	1%	1%	2%	2%	1%	2%	2%	5%z	4%	3%
Taxation	23	19	1	3	6	3	3	2	14	6	9	8	5	5	4	6	20
	2%	2%	3%	3%	2%	1%	1%	1%	4%a	4%	3%	3%	2%	2%	1%	3%	2%

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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

3 Feb 2021

Table 6

Q.PL01/02

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

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	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				UNWTD TOTAL
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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Pensions/Social security/Benefits	23 2%a	15 2%	* *	7 8%zaefghijk	14 4%zajh	6 3%	6 2%	6 2%	3 1%	- -	2 1%	3 1%	8 4%sa	* *	8 2%	3 2%	22 2%
Ageing population/ Social care for the elderly	21 2%	18 2%	- -	3 3%	6 2%	3 1%	7 2%	7 2%	8 2%k	7 5%zakh	8 3%k	1 *	5 2%	4 2%	8 2%	4 2%	21 2%
Defence/Foreign affairs/ International terrorism	20 2%	17 2%	2 4%	1 1%	4 1%	3 1%	6 2%	4 2%	10 3%	1 1%	7 2%	9 4%	8 3%	5 2%	5 2%	1 1%	29 3%
Trade unions/ Strikes	20 2%	14 2%	5 11%zacdefghijk	1 1%	3 1%	3 1%	8 3%g	3 1%	8 2%	3 2%	6 2%	5 2%	3 1%	7 3%	6 2%	4 2%	18 2%
Transport/Public transport	17 2%	15 2%	- -	2 2%	7 2%	5 2%	5 2%	5 2%	5 1%k	5 3%	5 2%k	1 *	5 2%	4 2%	7 2%	1 *	21 2%
Morality/ Individual behaviour/ Lifestyle	16 2%	13 2%	2 4%	1 1%	3 1%	2 1%	8 3%	6 2%	6 1%	3 2%	5 2%	3 1%	4 2%	5 2%	4 1%	3 2%	22 2%
Population levels/ Overpopulation	14 1%	12 1%	- -	2 2%	2 *	- -	6 2%	6 2%	6 2%	4 3%e	6 2%e	2 1%	7 3%st	- -	1 *	1 1%	11 1%
Local government/ Council tax	11 1%a	7 1%	2 4%hj	3 3%hj	5 1%	2 1%	5 2%	3 1%	1 *	- -	1 *	1 1%	7 3%z	1 *	2 1%	2 1%	10 1%

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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Inflation/Prices	10 1%t	8 1%	-	2 2%fg	6 2%f	4 2%	-	-	4 1%	3 2%f	4 1%	1 *	2 1%	4 2%	* *	4 2%t	6 1%
Nationalisation/ Government control of institutions	10 1%	9 1%	1 1%	* *	3 1%	3 1%	3 1%	3 1%	3 1%j	* *	* *	2 1%	3 1%	3 1%	3 1%	-	10 1%
Drug abuse	10 1%	8 1%	-	2 2%e	2 1%	-	6 2%	6 2%	2 1%	1 *	2 1%	1 1%	3 1%	2 1%	2 1%	-	8 1%
Animal welfare	9 1%	7 1%	-	2 2%	2 1%	1 *	4 1%	4 2%	2 1%	-	2 1%	2 1%	2 1%	-	2 1%	4 2%	8 1%
Pound/Exchange rate/Value of pound	7 1%	6 1%	-	2 2%j	5 2%	4 1%	1 *	1 *	1 *	-	-	1 *	4 2%t	1 1%	-	2 1%	6 1%
Privatisation	5 1%	5 1%	-	-	3 1%	3 1%	-	-	2 1%	1 1%	2 1%	1 1%	2 1%	1 *	2 1%	-	6 1%
Foot and mouth outbreak/Farming crisis	3 *	3 *	-	-	-	-	1 *	1 *	2 1%	-	-	2 1%	-	-	* *	2 1%	4 *
Countryside/Rural life	3 *	3 *	-	-	-	-	* *	* *	3 1%	2 2%zd	3 1%	* *	-	* *	* *	-	3 *
Petrol prices/Fuel	3 *	1 *	-	2 2%zaf ghj	3 1%a	1 1%	-	-	-	-	-	-	3 1%z	-	-	-	2 *
Northern Ireland	2 *	2 *	-	-	-	-	2 1%	2 1%	* *	-	* *	* *	* *	-	2 1%	-	2 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)

3 Feb 2021

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

Table 6

Q.PL01/02

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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION											EDUCATION				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)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
UNWEIGHTED BASE	1032	883	47	102	354	252	309	262	369	125	290	244	204	189	399	159	1032
WEIGHTED BASE	1032	892	49*	90*	339	248	319	270	374	138*	283	236	228	227	311	188	1032
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%*	27%	23%	22%	22%	30%	18%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	1 1%za	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Other	146 14%de	128 14%de	6 12%	12 13%	32 9%	20 8%	50 16%de	45 17%de	64 17%de	24 17%e	48 17%de	40 17%de	24 11%	34 15%	51 16%	27 14%	154 15%
MEAN NUMBER OF MENTIONS	3.05u	3.02	3.07	3.30	2.97	2.85	3.14e	3.16e	3.04	2.99	3.05	3.07	2.99	2.98u	3.42z rsu	2.64	3.10
STANDARD ERROR	0.05	0.05	0.21	0.34	0.11	0.08	0.08	0.09	0.07	0.13	0.09	0.09	0.17	0.10	0.07	0.09	0.05
ERROR VARIANCE	*	*	0.04	0.11	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.03	0.01	0.01	0.01	*
Don't know	100 10%t	83 9%	8 15%	10 11%	32 10%	23 9%	36 11%	28 11%	32 9%	13 9%	27 9%	19 8%	26 11%t	26 11%	18 6%	27 14%t	91 9%
Personal finances (NET)	193 19%u	164 18%	16 33%za cdefg	13 14%	55 16%	42 17%	56 18%g	40 15%	82 22%	29 21%	62 22%	53 23%	36 16%	49 21%u	76 25%zr u	19 10%	191 19%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1032	418	98	438	304	283	70	254	44	108	490	266	1032
WEIGHTED BASE	1032	399	95*	435	299	291	72*	256	37*	110*	459	289	1032
	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Coronavirus/ pandemic diseases	770 75% _c	314 79% _{zc}	73 77%	303 70%	250 84% _{zg}	208 72%	53 74%	180 70%	26 69%	81 73%	350 76%	202 70%	792 77%
Common Market/ Brexit/EU/Europe/ Euro	364 35% _c	160 40% _{zb} c	25 27%	128 29%	110 37%	93 32%	31 43%	92 36%	8 22%	30 27%	193 42% _{zl} m	102 35%	370 36%
Economy/Economic situation	331 32%	128 32%	35 37%	135 31%	126 42% _{zg} h	86 30%	19 26%	65 25%	16 42%	29 26%	178 39% _{zm}	101 35%	346 34%
National health service/Hospitals/ Healthcare	202 20% _c	83 21%	26 27% _c	65 15%	50 17%	61 21%	18 25%	52 20%	4 10%	26 23%	101 22%	67 23%	205 20%
Poverty/Inequality	168 16% _f	70 17%	21 22%	66 15%	29 10%	78 27% _{zf}	14 20% _f	32 12%	7 17%	16 14%	83 18%	63 22%	170 16%
Education/Schools	159 15% _f	60 15%	21 22%	72 17%	30 10%	55 19% _f	16 22% _f	35 14%	3 8%	20 18%	87 19% _z	69 24%	165 16%
Unemployment/ Factory closure/ Lack of industry	132 13% _a	37 9%	15 16%	61 14%	34 11%	34 12%	11 15%	41 16%	6 17%	23 21% _{zn}	49 11%	28 10%	129 13%
Pollution/ Environment	126 12% _f	57 14%	10 10%	45 10%	19 6%	47 16% _f	14 20% _f	28 11%	5 14%	9 8%	73 16% _z	31 11%	142 14%
Lack of faith in politics / politicians / government	76 7% _f	28 7%	5 5%	35 8%	9 3%	36 12% _{zf}	7 9%	15 6%	4 11%	8 7%	37 8%	22 8%	76 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)



Ipsos MORI

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1032	418	98	438	304	283	70	254	44	108	490	266	1032
WEIGHTED BASE	1032	399	95*	435	299	291	72*	256	37*	110*	459	289	1032
	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Housing	66	22	11	31	13	33	3	10	3	9	29	30	62
	6%	5%	12%	7%	4%	11%zf	4%	4%	8%	8%	6%	10%	6%
Immigration/ immigrants	59	24	4	30	21	4	1	20	6	7	18	5	59
	6%gn	6%	5%	7%	7%g	1%	1%	8%	15%zn	7%	4%	2%	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54	17	6	26	16	19	1	12	5	5	28	17	53
	5%	4%	6%	6%	5%	7%	1%	5%	13%z	5%	6%	6%	5%
Race relations	54	27	3	19	11	21	4	9	*	3	27	21	51
	5%	7%	3%	4%	4%	7%	6%	4%	1%	3%	6%	7%	5%
Low pay/Minimum wage/Fair wages	38	18	1	16	12	13	5	7	3	2	17	13	34
	4%	5%	1%	4%	4%	4%	7%	3%	7%	2%	4%	4%	3%
Public services in general	35	16	4	11	7	13	5	7	2	3	23	11	39
	3%	4%	4%	2%	2%	5%	7%	3%	6%	2%	5%z	4%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	35	19	-	10	7	5	-	5	2	1	19	10	36
	3%	5%	-	2%	2%	2%	-	2%	4%	1%	4%	3%	3%
Taxation	23	7	2	6	10	3	4	3	3	2	8	5	20
	2%	2%	3%	1%	3%	1%	5%	1%	7%zn	2%	2%	2%	2%
Pensions/Social security/Benefits	23	8	5	8	4	9	-	5	2	2	14	9	22
	2%	2%	5%	2%	1%	3%	-	2%	4%	2%	3%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x
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Ipsos MORI

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
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WEIGHTED BASE	1032	399	95*	435	299	291	72*	256	37*	110*	459	289	1032
	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Ageing population/ Social care for the elderly	21 2%	4 1%	3 3%	14 3%	3 1%	11 4%	1 1%	6 2%	3 7%zn	2 2%	7 2%	5 2%	21 2%
Defence/Foreign affairs/ International terrorism	20 2%	10 3%	* *	9 2%	5 2%	6 2%	3 4%	4 2%	2 4%	1 1%	11 2%	6 2%	29 3%
Trade unions/ Strikes	20 2%	10 3%	- -	7 2%	4 1%	5 2%	5 7%zfg	2 1%	- -	1 1%	9 2%	3 1%	18 2%
Transport/Public transport	17 2%	6 2%	1 1%	9 2%	- -	7 2%f	4 5%f	6 2%	2 4%	* *	9 2%	5 2%	21 2%
Morality/ Individual behaviour/ Lifestyle	16 2%	5 1%	2 2%	10 2%	6 2%	2 1%	1 1%	3 1%	- -	2 2%	7 1%	6 2%	22 2%
Population levels/ Overpopulation	14 1%	5 1%	3 3%	5 1%	7 2%	1 *	1 1%	4 2%	4 12%zmn	- -	3 1%	1 1%	11 1%
Local government/ Council tax	11 1%	1 *	- -	6 1%	5 2%	- -	3 4%g	2 1%	3 7%zmn	1 1%	6 1%	2 1%	10 1%
Inflation/Prices	10 1%	4 1%	- -	2 1%	1 *	4 1%	- -	5 2%	2 7%zn	3 3%	4 1%	3 1%	6 1%
Nationalisation/ Government control of institutions	10 1%	2 *	2 2%	3 1%	2 1%	1 *	5 7%zfg	1 *	- -	* *	7 1%	4 1%	10 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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 Fieldwork dates : 22nd January - 27th January 2021
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Ipsos MORI

ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

3 Feb 2021

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORK ING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	1032	418	98	438	304	283	70	254	44	108	490	266	1032
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	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
Drug abuse	10	4	2	4	2	4	-	3	2	-	3	4	8
	1%	1%	2%	1%	1%	1%	-	1%	4%zmn	-	1%	1%	1%
Animal welfare	9	4	-	4	-	6	-	2	2	-	4	1	8
	1%	1%	-	1%	-	2% ^f	-	1%	4%zmn	-	1%	*	1%
Pound/Exchange rate/Value of pound	7	3	-	5	5	-	-	3	2	1	*	1	6
	1%ⁿ	1%	-	1%	2%	-	-	1%	4%zn	1%	*	*	1%
Privatisation	5	3	-	-	-	4	-	1	-	-	5	4	6
	1%	1%	-	-	-	2%	-	*	-	-	1%	1%	1%
Foot and mouth outbreak/Farming crisis	3	-	-	3	3	*	-	-	-	*	1	1	4
	*	-	-	1%	1%	*	-	-	-	*	*	*	*
Countryside/Rural life	3	3	-	*	2	*	-	-	-	-	1	1	3
	*	1%	-	*	1%	*	-	-	-	-	*	*	*
Petrol prices/Fuel	3	-	-	2	-	1	-	2	2	-	1	1	2
	*	-	-	*	-	*	-	1%	4%zmn	-	*	*	*
Northern Ireland	2	2	*	-	*	2	-	-	-	*	2	2	2
	*	1%	*	-	*	1%	-	-	-	*	*	1%	*
Median	2	2	2	2	2	2	3	2	2	2	2	2	2
Nuclear weapons/ Nuclear war/ Disarmament	1	-	-	1	-	1	-	-	-	-	1	-	1
	*	-	-	*	-	*	-	-	-	-	*	-	*
Other	146	49	15	73	38	40	14	33	4	14	60	40	154
	14%	12%	16%	17%	13%	14%	19%	13%	10%	13%	13%	14%	15%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/i/m/n - z/v/w/x
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ISSUES INDEX JANUARY 2021 (PUBLIC - FINAL)

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE				INCOME				
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1032	418	98	438	304	283	70	254	44	108	490	266	1032
WEIGHTED BASE	1032	399	95*	435	299	291	72*	256	37*	110*	459	289	1032
	100%	39%	9%*	42%	29%	28%	7%*	25%	4%*	11%*	44%	28%	100%
MEAN NUMBER OF MENTIONS	3.05	3.10	3.23	2.93	2.89	3.24f	3.36f	2.86	3.74z	2.78	3.27z	3.18	3.10
										m			
STANDARD ERROR	0.05	0.07	0.15	0.09	0.08	0.10	0.18	0.14	0.77	0.11	0.07	0.09	0.05
ERROR VARIANCE	*	0.01	0.02	0.01	0.01	0.01	0.03	0.02	0.59	0.01	*	0.01	*
Don't know	100	26	11	55	23	29	1	37	11	5	26	25	91
	10%ahn	7%	12%	13%za	8%	10%h	1%	14%	28%zmn	4%	6%	9%	9%
Personal finances (NET)	193	79	22	74	35	87	16	38	7	20	92	70	191
	19%f	20%	24%	17%	12%	30%zf	23%	15%	20%	19%	20%	24%	19%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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ISSUES INDEX JANUARY 2021 (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		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Coronavirus/ pandemic diseases	770 75%ct	258 78%ct	143 71%	32 58%	34 59%	326 90%zab cft	115 72%	367 72%	231 77%	173 77%	675 76%z	90 67%	85 80%z	363 77%	3 18%	31 76%	792 77%
Common Market/ Brexit/EU/Europe/ Euro	364 35%ac	90 27%	62 31%	10 19%	17 29%	364 100%zab cft	50 31%	174 34%	114 38%	77 34%	306 34%	53 40%	36 34%	198 42%z	2 9%	16 38%	370 36%
Economy/Economic situation	331 32%e	331 100%zbc eft	88 43%zet	19 35%	13 23%	90 25%	64 40%zet	159 31%	96 32%	77 34%	290 33%	39 29%	31 30%	160 34%	* 3%	13 31%	346 34%
National health service/Hospitals/ Healthcare	202 20%j	88 26%ze	202 100%zac eft	14 25%	16 27%	62 17%	66 42%zae	100 20%	56 19%	45 20%	164 18%	35 26%	22 21%	111 24%z	4 21%	12 29%	205 20%
Poverty/Inequality	168 16%ehj	45 14%	40 20%ae	8 14%	6 11%	42 12%	33 21%ae	87 17%	37 12%	45 20%h	134 15%	33 24%j	21 20%	76 16%	- -	6 15%	170 16%
Education/Schools	159 15%	64 19%z	66 33%zac et	9 17%	9 16%	50 14%	159 100%zab cet	84 17%	42 14%	33 15%	131 15%	27 20%	22 21%zm	65 14%	2 11%	7 18%	165 16%
Unemployment/ Factory closure/ Lack of industry	132 13%e	41 12%	34 17%e	6 12%	10 17%	32 9%	25 16%e	70 14%	33 11%	29 13%	118 13%	14 11%	14 13%	54 11%	3 19%	7 17%	129 13%
Pollution/ Environment	126 12%	32 10%	33 16%a	7 13%	7 11%	56 15%a	23 15%	57 11%	34 11%	35 16%	110 12%	12 9%	15 14%	62 13%	1 6%	6 13%	142 14%
Lack of faith in politics / politicians / government	76 7%	24 7%	20 10%	7 13%	4 7%	21 6%	14 9%	38 8%	20 7%	17 8%	70 8%	4 3%	5 5%	38 8%	- -	4 9%	76 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX JANUARY 2021 (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		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Housing	66 6%e	24 7%e	22 11%ze	6 11%e	2 4%	6 2%	19 12%ze	37 7%	18 6%	11 5%	53 6%	13 9%	10 9%	27 6%	- -	2 6%	62 6%
Immigration/ immigrants	59 6%	13 4%	16 8%	9 16%za ef	59 100%zabc ef	17 5%	9 6%	30 6%	19 6%	9 4%	51 6%	7 5%	7 6%	21 4%	17 100%	42 100%	59 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%e	19 6%	14 7%e	54 100%zab eft	9 15%zae	10 3%	9 6%	33 7%	13 4%	9 4%	44 5%	10 8%	5 5%	22 5%	4 24%	5 12%	53 5%
Race relations	54 5%	17 5%	14 7%	10 19%zabe	4 8%	18 5%	15 9%z	32 6%	10 3%	13 6%	43 5%	11 8%	6 5%	24 5%	- -	4 11%	51 5%
Low pay/Minimum wage/Fair wages	38 4%	14 4%	11 5%	4 7%	3 5%	8 2%	7 4%	16 3%	7 2%	16 7%zgh	30 3%	8 6%	4 4%	17 4%	- -	3 7%	34 3%
Public services in general	35 3%	10 3%	14 7%zae	6 11%zae	3 6%	11 3%	9 6%	14 3%	8 3%	13 6%	31 3%	4 3%	6 5%	18 4%	1 3%	3 7%	39 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	35 3%	10 3%	5 3%	2 3%	2 3%	21 6%z	9 6%	16 3%	8 3%	10 5%	33 4%	2 1%	3 3%	21 5%	- -	2 4%	36 3%
Taxation	23 2%	6 2%	11 6%zae	5 9%zae	4 6%	6 2%	7 4%	8 2%	4 1%	10 5%zg	23 3%z	- -	1 1%	14 3%	1 7%	2 6%	20 2%
Pensions/Social security/Benefits	23 2%	8 2%	11 5%z	4 7%z	5 8%z	10 3%	10 6%za	11 2%	4 1%	8 3%	19 2%	3 3%	1 1%	12 3%	1 4%	4 10%	22 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 22nd January - 27th January 2021
 Source : Ipsos MORI (JN Q218)

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ISSUES INDEX JANUARY 2021 (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		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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Ageing population/ Social care for the elderly	21 2%j	9 3%	11 5%z	2 3%	2 4%	11 3%	6 4%	10 2%	4 1%	6 3%	15 2%	6 4%	2 2%	5 1%	- -	2 6%	21 2%
Defence/Foreign affairs/ International terrorism	20 2%	9 3%	5 3%	2 4%	1 1%	7 2%	2 1%	5 1%	7 2%	8 4%g	19 2%	1 1%	3 3%	6 1%	- -	1 2%	29 3%
Trade unions/ Strikes	20 2%	5 1%	4 2%	1 2%	- -	5 1%	4 3%	12 2%	6 2%	2 1%	16 2%	4 3%	3 2%	7 1%	- -	- -	18 2%
Transport/Public transport	17 2%j	6 2%	6 3%	3 5%	2 3%	6 2%	8 5%z	10 2%	2 1%	6 2%	12 1%	5 4%	3 3%	5 1%	- -	2 4%	21 2%
Morality/ Individual behaviour/ Lifestyle	16 2%e	4 1%	4 2%	2 3%	1 2%	2 *	4 2%	7 1%	6 2%	2 1%	14 2%	2 1%	3 3%zm	3 1%	- -	1 3%	22 2%
Population levels/ Overpopulation	14 1%	4 1%	3 2%	2 3%	4 7%z	2 *	4 2%	7 1%	3 1%	4 2%	14 2%	- -	1 1%	4 1%	- -	4 10%	11 1%
Local government/ Council tax	11 1%	4 1%	8 4%za	2 3%	2 3%	9 2%z	3 2%	4 1%	3 1%	4 2%	9 1%	2 1%	* *	5 1%	- -	2 4%	10 1%
Inflation/Prices	10 1%j	3 1%	2 1%	2 3%	2 3%	7 2%	2 1%	3 1%	5 1%	2 1%	6 1%	4 3%	1 1%	7 1%	- -	2 4%	6 1%
Nationalisation/ Government control of institutions	10 1%	6 2%	3 2%	- -	- -	6 2%	1 *	5 1%	4 1%	* *	9 1%	1 1%	2 2%z	4 1%	- -	- -	10 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
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	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
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UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
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	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Drug abuse	10 1%	2 1%	4 2%	3 6%zae	4 7%zae	2 1%	2 1%	2 *	5 2%	2 1%	9 1%	1 *	1 1%	4 1%	-	4 9%	8 1%
Animal welfare	9 1%	4 1%	3 1%	3 5%zae	2 3%	2 1%	2 1%	2 *	4 1%	3 1%	9 1%	-	2 2%	3 1%	-	2 4%	8 1%
Pound/Exchange rate/Value of pound	7 1%	5 1%	5 2%z	2 3%	2 4%ze	2 1%	3 2%	5 1%	-	3 1%	7 1%	-	*	2 1%	-	2 6%	6 1%
Privatisation	5 1%	* *	1 1%	-	-	2 1%	-	2 *	1 *	3 1%	5 1%	-	1 1%	4 1%	-	-	6 1%
Foot and mouth outbreak/Farming crisis	3 *	2 *	-	-	1 2%	1 *	2 1%	-	1 *	2 1%	3 *	-	-	1 *	-	1 3%	4 *
Countryside/Rural life	3 *	-	1 *	-	-	-	* *	3 1%	* *	-	3 *	-	* *	-	-	-	3 *
Petrol prices/Fuel	3 *	2 1%	2 1%	2 3%z	2 3%z	2 *	2 1%	-	-	3 1%zg	3 *	-	-	1 *	-	2 4%	2 *
Northern Ireland	2 *	-	* *	-	-	* *	2 1%z	2 *	* *	-	2 *	-	* *	2 *	-	-	2 *
Median	2	3	4	3	3	2	4	2	2	2	2	2	2	2	2	3	2
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
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UNWEIGHTED BASE	1032	346	205	53	59	370	165	484	317	231	926	96	237	344	17	42	1032
WEIGHTED BASE	1032	331	202	54*	59*	364	159	507	300	225	889	134*	105	471	17**	42**	1032
	100%	32%	20%	5%*	6%*	35%	15%	49%	29%	22%	86%	13%*	10%	46%	2%**	4%**	100%
Other	146	40	23	6	11	37	23	74	49	23	116	28	16	54	1	10	154
	14% ^{ej}	12%	12%	12%	19%	10%	15%	15%	16%	10%	13%	21%	16%	12%	6%	25%	15%
MEAN NUMBER OF MENTIONS	3.05	3.62z	4.43za	4.50za	4.23z	3.45z	4.48za	3.03	2.93	3.25	3.02	3.22	3.27z	3.10	2.50	4.94	3.10
		e	e	e	e	e	e										
STANDARD ERROR	0.05	0.12	0.19	0.59	0.53	0.11	0.21	0.06	0.07	0.17	0.06	0.17	0.12	0.08	0.24	0.72	0.05
ERROR VARIANCE	*	0.01	0.03	0.35	0.29	0.01	0.04	*	0.01	0.03	*	0.03	0.01	0.01	0.06	0.52	*
Don't know	100	2	3	2	5	2	1	47	29	25	86	13	12	35	3	1	91
	10% ^{abef}	1%	1%	4%	8% ^{abef}	1%	1%	9%	10%	11%	10%	10%	12%	7%	19%	3%	9%
Personal finances (NET)	193	51	43	9	6	50	37	97	44	52	152	39	24	87	-	6	191
	19% ^{ehj}	15%	21% ^e	16%	11%	14%	23% ^{ae}	19%	14%	23% ^h	17%	29% ^{zi}	23%	18%	-	15%	19%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Ipsos MORI

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	159	70	227	99	254	180	1032
WEIGHTED BASE	1032	172	106*	197	140*	181	207	1032
	100%	17%	10%*	19%	14%*	18%	20%	100%
Coronavirus/ pandemic diseases	770 75%b	119 69%	59 56%	162 82%za bd	99 71%	149 82%za bd	161 78%b	792 77%
Common Market/ Brexit/EU/Europe/ Euro	364 35%bf	60 35%	24 23%	100 51%za bdef	49 35%	65 36%	58 28%	370 36%
Economy/Economic situation	331 32%a	36 21%	30 28%	80 41%za f	46 33%	76 42%za f	58 28%	346 34%
National health service/Hospitals/ Healthcare	202 20%	34 20%	12 11%	53 27%zb f	27 19%	35 20%	34 16%	205 20%
Poverty/Inequality	168 16%f	47 27%zc ef	25 24%f	28 14%	24 17%f	25 14%	17 8%	170 16%
Education/Schools	159 15%b	35 21%b	6 6%	42 21%zb f	20 14%	27 15%	25 12%	165 16%
Unemployment/ Factory closure/ Lack of industry	132 13%	22 13%	12 12%	21 11%	17 12%	23 13%	33 16%	129 13%
Pollution/ Environment	126 12%f	38 22%zbd f	8 8%	29 15%f	9 6%	25 14%f	11 6%	142 14%
Lack of faith in politics / politicians / government	76 7%	20 12%	4 4%	10 5%	7 5%	18 10%	15 7%	76 7%

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

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	159	70	227	99	254	180	1032
WEIGHTED BASE	1032	172	106*	197	140*	181	207	1032
	100%	17%	10%*	19%	14%*	18%	20%	100%
Housing	66 6%e	19 11%zce	7 6%	7 4%	16 12%ce	6 3%	11 5%	62 6%
Immigration/ immigrants	59 6%	9 5%	5 5%	7 3%	8 6%	11 6%	16 8%	59 6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	6 3%	7 7%	9 5%	10 7%	8 4%	14 7%	53 5%
Race relations	54 5%	7 4%	9 8%	16 8%	6 4%	8 4%	7 3%	51 5%
Low pay/Minimum wage/Fair wages	38 4%	7 4%	2 2%	9 4%	7 5%	5 3%	9 4%	34 3%
Public services in general	35 3%	7 4%	- -	9 5%	5 4%	8 4%	4 2%	39 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	35 3%	4 2%	1 1%	10 5%	7 5%	6 3%	7 3%	36 3%
Taxation	23 2%	4 2%	1 1%	5 3%	2 1%	9 5%z	3 1%	20 2%
Pensions/Social security/Benefits	23 2%	3 2%	- -	5 2%	8 5%	3 2%	4 2%	22 2%
Ageing population/ Social care for the elderly	21 2%	1 *	1 1%	4 2%	5 3%	6 3%	5 2%	21 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
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UNWEIGHTED BASE	1032	159	70	227	99	254	180	1032
WEIGHTED BASE	1032	172	106*	197	140*	181	207	1032
	100%	17%	10%*	19%	14%*	18%	20%	100%
Defence/Foreign affairs/ International terrorism	20 2%	1 1%	3 3%	6 3%	1 1%	7 4%	2 1%	29 3%
Trade unions/ Strikes	20 2%	5 3%	- -	5 2%	3 2%	5 3%	2 1%	18 2%
Transport/Public transport	17 2%	5 3% ^f	1 1%	3 2%	3 2%	4 2% ^f	- -	21 2%
Morality/ Individual behaviour/ Lifestyle	16 2%	2 1%	- -	3 1%	5 4%	2 1%	3 1%	22 2%
Population levels/ Overpopulation	14 1%	5 3%	2 2%	- -	2 1%	3 2%	3 1%	11 1%
Local government/ Council tax	11 1%	1 1%	- -	4 2%	2 1%	2 1%	3 1%	10 1%
Inflation/Prices	10 1%	* *	- -	* *	8 6% ^{zac} ef	- -	1 *	6 1%
Nationalisation/ Government control of institutions	10 1%	- -	2 2%	7 3% ^{zae} f	- -	* *	- -	10 1%
Drug abuse	10 1%	2 1%	2 2%	1 1%	2 1%	2 1%	- -	8 1%
Animal welfare	9 1%	1 *	1 1%	1 *	4 3%	1 1%	1 *	8 1%

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

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WEIGHTED BASE	1032	172	106*	197	140*	181	207	1032
	100%	17%	10%*	19%	14%*	18%	20%	100%
Pound/Exchange rate/Value of pound	7 1%	1 1%	- -	* *	4 3%z	- -	2 1%	6 1%
Privatisation	5 1%	3 2%	- -	2 1%	- -	1 *	- -	6 1%
Foot and mouth outbreak/Farming crisis	3 *	- -	- -	1 *	* *	- -	2 1%	4 *
Countryside/Rural life	3 *	3 2%z	- -	- -	- -	- -	- -	3 *
Petrol prices/Fuel	3 *	1 1%	- -	- -	2 1%	- -	- -	2 *
Northern Ireland	2 *	- -	- -	2 1%	- -	- -	* *	2 *
Median	2	2	2	3	2	2	2	2
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	- -	- -	1 1%	- -	1 *
Other	146 14%e	29 17%	11 10%	31 16%	23 17%	17 9%	33 16%	154 15%
MEAN NUMBER OF MENTIONS	3.05b f	3.17b f	2.50	3.47z bef	3.14	3.13b f	2.76	3.10
STANDARD ERROR	0.05	0.10	0.14	0.11	0.28	0.10	0.09	0.05

ERROR VARIANCE * 0.01 0.02 0.01 0.08 0.01 0.01 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used. * small baseRespondent type : GB Adults 18+
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		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	159	70	227	99	254	180	1032
WEIGHTED BASE	1032	172	106*	197	140*	181	207	1032
	100%	17%	10%*	19%	14%*	18%	20%	100%
Don't know	100	10	31	10	7	9	28	91
	10%ce	6%	29%zac	5%	5%	5%	14%acd	9%
			def				e	
Personal finances (NET)	193	52	26	29	32	29	23	191
	19%f	30%zc	24%f	15%	23%f	16%	11%	19%
		ef						
AIDS	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

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