

ISSUES INDEX (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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Economy/Economic situation	3234	1722	1512	357	492	638	664	469	614	849	1302	1082	1488	1746	1174	1020	542	498	2194	1040	3081
	28%	30%b	25%	22%	26%c	32%cd ghik	33%cd ghik	28%ci	25%c	24%c	32%cd ghik	26%c	27%	28%	38%mn opq	31%no q	22%oq	18%	34%mn oq	20%o	26%
Race relations/ Immigration/ Immigrants	1878	970	908	151	196	289	310	339	592	348	599	931	637	1241	373	492	536	476	866	1012	1934
	16%	17%b	15%	9%	10%	14%cd i	16%cd i	20%cd efij	24%cd efgij k	10%	15%cd i	23%cd efgij	12%	20%	12%	15%lp	21%lm opq	17%lm p	14%l	19%lm op	17%
Unemployment/ Factory closure/ Lack of industry	1581	842	739	311	328	257	272	216	197	639	529	414	896	685	316	377	386	502	693	888	1628
	14%	15%b	12%	19%ef ghjk	17%ef ghjk	13%hk	14%hk	13%hk	8%	18%ef ghjk	13%hk	10%h	16%	11%	10%	12%p	15%lm p	18%lm npq	11%	17%lm np	14%
Poverty/Inequality	538	207	331	83	85	103	109	73	86	168	212	158	271	267	176	139	86	138	314	224	536
	5%	4%	6%a	5%hk	4%	5%hk	5%hk	4%	4%	5%h	5%hk	4%	5%	4%	6%mnq	4%	3%	5%nq	5%mn	4%n	5%
National health service/Hospitals/ Healthcare	478	138	340	53	51	76	97	75	125	104	173	201	180	298	133	150	91	103	283	195	481
	4%	2%	6%a	3%	3%	4%	5%cdi	4%di	5%cde i	3%	4%di	5%cdi	3%	5%	4%	5%q	4%	4%	4%	4%	4%
Inflation/Prices	457	215	242	74	111	76	68	60	70	184	143	129	260	197	71	100	136	151	170	287	456
	4%	4%	4%	5%hk	6%efg hjk	4%	3%	4%	3%	5%efg hjk	4%	3%	5%	3%	2%	3%p	5%lmp	5%lmp	3%	5%lmp	4%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	342	144	198	73	58	61	56	38	56	132	116	93	192	149	47	98	73	124	145	197	364
	3%	3%	3%a	5%def ghijk	3%	3%	3%	2%	2%	4%dgh k	3%	2%	3%	2%	2%	3%lp	3%l	4%lmn pq	2%l	4%lmp	3%
Pensions/Social security/Benefits	233	72	161	32	54	35	32	35	44	86	67	80	121	112	57	66	43	67	123	110	235
	2%	1%	3%a	2%	3%efh jk	2%	2%	2%	2%	2%	2%j	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef/gh/ij/k - lm/n/o/p/q
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Education/Schools	224	90	134	58	40	47	35	25	19	98	82	44	145	79	78	80	34	33	158	66	216
	2%	2%	2%a	4%def ghijk	2%hk	2%hk	2%hk	2%hk	1%	3%dfg hk	2%hk	1%h	3%	1%	3%noq	2%noq	1%	1%	2%noq	1%	2%
Defence/Foreign affairs/ International terrorism	224	87	137	28	32	25	27	37	75	59	52	112	84	140	60	59	53	53	118	106	232
	2%	2%	2%a	2%	2%	1%	1%	2%ej fij	3%cde fij	2%	1%	3%cde fij	2%	2%	2%	2%	2%	2%	2%	2%	2%
Morality/ Individual behaviour/ Lifestyle	215	103	112	14	44	43	33	27	54	58	76	82	101	114	76	68	32	39	144	71	209
	2%	2%	2%	1%	2%ci	2%c	2%	2%	2%c	2%c	2%c	2%c	2%	2%	2%noq	2%nq	1%	1%	2%noq	1%	2%
Common Market/EU/ Europe/Euro/ Constitution	205	136	69	19	37	10	24	39	77	55	34	116	65	140	82	43	38	42	125	80	211
	2%	2%b	1%	1%	2%ej	1%	1%ej	2%cef j	3%cde fij	2%ej	1%e	3%cef ij	1%	2%	3%mn pq	1%	2%	2%	2% m	2%	2%
Ageing population/ Social care for the elderly	168	64	105	8	4	25	26	43	63	12	51	106	37	131	52	51	34	31	103	65	173
	1%	1%	2%a	*	*	1%cdi	1%cdi	3%cde fij	3%cde fij	*	1%cdi	3%cde fij	1%	2%	2%	2%	1%	1%	2%	1%	1%
Housing	165	65	100	38	45	23	26	16	17	83	49	33	106	59	23	36	58	49	58	107	170
	1%	1%	2%a	2%efg hjk	2%efg hjk	1%	1%h	1%	1%	2%efg hjk	1%h	1%	2%	1%	1%	1%	2%lmp	2%lmp	1%	2%lmp	1%
Low pay/Minimum wage/ Fair wages	153	69	84	34	30	33	19	23	14	64	52	37	97	56	28	31	53	41	59	94	146
	1%	1%	1%	2%fhj k	2%hk	2%hk	1%	1%hk	1%	2%fhk	1%h	1%h	2%	1%	1%	1%	2%lmp	1%p	1%	2%lmp	1%
Population levels/ Overpopulation	122	61	60	7	10	24	20	24	37	17	43	61	41	81	40	35	24	22	76	46	115
	1%	1%	1%	*	1%	1%ci	1%ci	1%cdi	2%cdi	*	1%ci	1%cdi	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pollution/ Environment	107	57	50	17	17	16	22	10	24	34	39	34	50	57	38	34	17	18	71	35	102
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%q	1%	1%	1%	1%q	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef/gh/ij/k - l/m/n/o/p/q
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Taxation	106	64	42	20	32	20	13	9	12	52	33	21	72	34	31	30	25	21	61	45	108
	1%	1% ^b	1%	1% ^{ghk}	2% ^{fghjk}	1%	1%	1%	*	1% ^{fghjk}	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Public services in general	101	46	54	9	21	25	22	10	14	30	47	24	54	46	40	39	16	5	79	21	88
	1%	1%	1%	1%	1%	1% ^{hk}	1% ^k	1%	1%	1%	1% ^{hk}	1%	1%	1%	1% ^{noq}	1% ^{noq}	1% ^{oq}	*	1% ^{noq}	* ^o	1%
Drug abuse	86	37	49	28	13	16	11	6	12	41	27	18	57	29	6	21	21	38	27	60	91
	1%	1%	1%	2% ^{defghijk}	1%	1%	1%	*	*	1% ^{dfghk}	1%	*	1%	*	*	1% ^{lp}	1% ^{lp}	1% ^{lmp}	* ^l	1% ^{lmp}	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67	35	31	3	16	8	9	13	18	19	17	30	27	39	18	22	10	16	40	26	67
	1%	1%	1%	*	1% ^c	*	*	1% ^c	1% ^c	1% ^c	*	1% ^c	*	1%	1%	1%	*	1%	1%	*	1%
Petrol prices/Fuel	46	23	22	4	9	9	5	8	10	13	14	18	23	23	5	15	9	18	19	27	46
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	* ^{lp}	*	1% ^{lp}	*	1% ^l	*
Nationalisation/ Government control of institutions	45	31	15	3	7	9	6	9	10	11	15	20	20	25	16	12	10	8	28	18	46
	*	1% ^b	*	*	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*
Local government/ Council tax	41	25	16	8	8	10	9	1	5	16	19	6	26	15	6	10	17	7	16	24	47
	*	*	*	* ^{gk}	*	* ^{gk}	*	*	*	* ^{gk}	* ^{gk}	*	*	*	*	*	1% ^{lop}	*	*	* ^o	*
Transport/Public transport	29	16	13	6	7	4	3	1	8	13	7	10	16	13	6	10	2	11	17	13	30
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	* ^{nq}	*	*	* ⁿ
Countryside/Rural life	26	10	16	4	5	3	1	1	11	10	4	12	13	13	12	6	5	3	18	8	23
	*	*	*	*	*	*	*	*	1% ^{fjgk}	*	*	* ^g	*	*	*	*	*	*	* ^m	*	*
Privatisation	18	11	7	1	1	7	2	2	4	2	9	6	9	8	5	5	6	1	11	7	20
	*	*	*	*	*	* ⁱ	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Animal welfare	15*	6*	9*	7*	1*	-	2*	1*	5*	7*	2*	5*	7*	8*	2*	4*	6*	3*	6*	9*	14*
				*deg ijk						*d											
Pound/Exchange rate/Value of pound	13*	8*	5*	1*	3*	3*	2*	1*	4*	3*	4*	5*	6*	7*	-	4*	7*	2*	4*	9*	13*
															-	*p	*lp	*	*	*o	*
Nuclear weapons/ Nuclear war/ Disarmament	9*	5*	4*	1*	2*	2*	-	-	4*	3*	2*	4*	5*	4*	1*	5*	-	3*	6*	3*	11*
AIDS	9*	6*	4*	-	2*	2*	5*	1*	-	2*	6*	1*	4*	6*	1*	-	3*	5*	1*	8*	7*
							*hk								*	-	*p	*mp	*	*mp	*
Trade unions/ Strikes	4*	1*	3*	2*	-	-	-	-	2*	2*	-	2*	2*	2*	1*	1*	-	3*	2*	3*	5*
				*j					*	*		*	*	*	*	*		*	*	*	*
Bird flu/Pandemic flu/Swine flu	4*	3*	2*	2*	-	1*	-	-	2*	2*	1*	2*	3*	2*	-	-	3*	1*	-	4*	3*
				*		*			*	*	*	*	*	*	-	-	*mp	*	-	*p	*
Foot and mouth outbreak/Farming crisis	4*	4*	-	-	-	3*	-	-	1*	-	3*	1*	3*	1*	1*	1*	1*	1*	2*	2*	4*
						*			*		*	*	*	*	*	*	*	*	*	*	*
Northern Ireland	1*	1*	-	-	-	-	-	1*	-	-	-	1*	-	1*	-	-	-	1*	-	1*	1*
								*				*		*				*		*	*
Other	274	133	141	32	39	50	34	49	69	72	84	118	122	152	92	96	38	48	188	86	287
	2%	2%	2%	2%	2%	2%	2%	3% ^f	3% ^f	2%	2%	3% ^{fij}	2%	2%	3% ^{noq}	3% ^{noq}	1%	2%	3% ^{noq}	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	*	0.00	0.00	*	0.00	*	*	0.00	*	*	*	*	*	*	*	0.00	*	*	*
ERROR VARIANCE	*	*	*	0.00	0.00	*	0.00	*	*	0.00	*	*	*	*	*	*	*	0.00	*	*	*

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Don't know	444	181	263	118	112	64	36	34	81	230	100	115	294	151	44	109	102	189	153	291	474
	4%	3%	4% ^a	7% ^{efg}	6% ^{efg}	3% ^{fgj}	2%	2%	3% ^{fgk}	7% ^{efg}	2% ^f	3% ^{fg}	5%	2%	1%	3% ^{lp}	4% ^{lp}	7% ^{lmn}	2% ^l	6% ^{lmn}	4%
				hjk	hjk					hjk							pq			p	
No answer	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	-	*	*
Personal finances (NET)	1195	515	679	195	235	221	201	163	179	430	422	343	651	544	279	285	284	347	563	631	1184
	10%	9%	11% ^a	12% ^{gh}	12% ^{fg}	11% ^{hk}	10% ^{hk}	10% ^{hk}	7%	12% ^{fg}	10% ^{hk}	8% ^h	12%	9%	9%	9%	11% ^{lm}	13% ^{lmp}	9%	12% ^{lm}	10%
				k	hk					hjk							p			p	

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Table 2
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What would you say is the most important issue facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	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	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)		REN TED (NET) (p)
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Economy/Economic situation	3234	2847	163	224	1014	790	912	749	1308	385	931	546	1080	1334	259	522	2414	782	3081
	28%	28%cd	28%c	23%	26%c	27%cd	26%c	26%	30%ac	25%	29%cd	32%ac	28%mn	34%km	17%	24%mp	31%km	21%mp	26%
		fh							defhi		fh	defhi	p	nop			np		
Race relations/ Immigration/ Immigrants	1878	1714	81	83	594	512	678	597	605	120	442	322	796	545	283	240	1341	523	1934
	16%	17%cd	14%ch	8%	15%ch	18%bc	19%ab	21%	14%ch	8%	14%ch	19%ab	21%lm	14%n	18%ln	11%	17%ln	14%ln	17%
		ghi				dghi	cdghi					cdghi	nop		p		p		
Unemployment/ Factory closure/ Lack of industry	1581	1328	91	163	604	441	522	431	455	220	371	151	443	513	242	356	956	598	1628
	14%	13%gi	16%gi	16%ag	16%ag	15%ag	15%ag	15%	11%j	14%gi	12%gj	9%	11%	13%k	15%kl	16%kl	12%k	16%kl	14%
		j	j	ij	ij	ij	ij		j						o	o		o	
Poverty/Inequality	538	447	29	62	196	134	118	89	224	102	176	74	150	193	93	99	343	192	536
	5%	4%f	5%f	6%af	5%af	5%f	3%	3%	5%af	7%ade	5%afj	4%	4%	5%k	6%kop	5%	4%k	5%k	5%
									fgij										
National health service/Hospitals/ Healthcare	478	408	33	37	133	96	163	130	182	60	128	68	178	165	57	71	343	129	481
	4%	4%de	6%de	4%	3%	3%	5%de	4%	4%	4%	4%	4%	5%np	4%	4%	3%	4%np	3%	4%
Inflation/Prices	457	389	21	47	158	111	102	82	197	113	176	63	84	152	101	119	235	220	456
	4%	4%f	4%	5%f	4%f	4%	3%	3%	5%af	7%abc	5%ade	4%	2%	4%ko	6%klo	5%klo	3%k	6%klo	4%
									defgi	fgj	j								
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	342	290	12	40	129	89	92	81	120	69	98	28	94	89	73	84	182	157	364
	3%	3%j	2%	4%bj	3%j	3%j	3%	3%	3%j	5%abd	3%j	2%	2%	2%	5%klo	4%klo	2%	4%klo	3%
									efgj										
Pensions/Social security/Benefits	233	204	10	18	76	57	71	61	86	15	57	42	71	72	42	47	143	89	235
	2%	2%h	2%	2%	2%h	2%h	2%h	2%	2%h	1%	2%h	3%hi	2%	2%	3%ko	2%	2%	2%	2%

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (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	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Education/Schools	224	208	8	8	76	68	54	46	94	39	72	33	51	98	14	54	149	68	216
	2%	2%cf	1%	1%	2%c	2%cdf	2%	2%	2%c	3%cf	2%c	2%cf	1%	3%kmo	1%	2%kmp	2%km	2%mp	2%
Defence/Foreign affairs/International terrorism	224	185	16	22	80	58	65	48	79	13	45	32	102	58	32	27	160	59	232
	2%	2%hi	3%hi	2%h	2%hi	2%h	2%h	2%	2%hi	1%	1%h	2%h	3%lno	1%	2%np	1%	2%ln	2%	2%
Morality/Individual behaviour/Lifestyle	215	180	12	23	65	41	74	62	76	23	53	30	76	75	22	35	152	56	209
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
Common Market/EU/Europe/Euro/Constitution	205	180	4	21	69	48	52	48	84	22	57	35	95	53	17	33	148	51	211
	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%lmn	1%	1%	2%	2%lmp	1%	2%
Ageing population/Social care for the elderly	168	137	6	25	47	21	54	48	68	15	46	31	80	50	19	18	131	37	173
	1%	1%e	1%	3%abd	1%e	1%	2%e	2%	2%eh	1%	1%eh	2%e	2%lmn	1%	1%	1%	2%lnp	1%	1%
Housing	165	149	7	9	51	42	41	35	72	43	57	14	34	33	42	52	66	94	170
	1%	1%j	1%	1%	1%	1%	1%	1%	2%j	3%abc	2%j	1%	1%	1%	3%klo	2%klo	1%	3%klo	1%
Low pay/Minimum wage/Fair wages	153	129	8	16	51	34	38	30	65	18	48	29	29	54	31	38	83	69	146
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%ko	2%ko	2%ko	1%k	2%ko	1%
Population levels/Overpopulation	122	116	2	4	21	17	35	33	65	22	54	32	61	35	12	9	96	22	115
	1%	1%cde	*	*	1%	1%	1%bd	1%	2%abc	1%bcd	2%abc	2%abc	2%lmn	1%	1%	*	1%lnp	1%	1%

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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Pollution/ Environment	107 1%	89 1%	11 2%acd ef	6 1%	28 1%	22 1%	26 1%	15 1%	53 1%ad	21 1%adf	38 1%	17 1%	39 1% m	36 1% m	6 *	24 1% m	76 1% m	29 1% m	102 1%
Taxation	106 1%	85 1%	2 *	19 2%abd efgij	47 1% aef j	28 1%	24 1%	22 1%	36 1%	24 2%abf gij	32 1% j	8 *	20 1%	32 1%	24 2% klo	30 1% ko	53 1%	54 1% klo	108 1%
Public services in general	101 1%	92 1% cde	6 1%	2 *	18 *	16 1%	43 1% cde	37 1%	40 1% d	15 1%	34 1% cde	20 1% cde	31 1%	42 1% m	6 *	23 1% m	72 1% m	28 1% m	88 1%
Drug abuse	86 1%	62 1% j	2 *	22 2%abd efghi j	44 1% aef gij	22 1% j	20 1%	18 1%	22 1%	15 1% gij	19 1% j	4 *	16 *	22 1%	21 1% klo	26 1% klo	38 *	46 1% klo	91 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 1%	18 *	3 * ef	46 5%abd efghi j	48 1% aef ghij	2 *	4 *	1 *	15 * ae	5 *	13 * aef	8 * aef	27 1%	18 *	8 1%	11 1%	45 1%	19 1%	67 1%
Petrol prices/Fuel	46 *	41 *	2 *	3 *	14 *	11 *	17 *	15 1%	15 *	7 *	11 *	3 *	18 *	14 *	6 *	8 *	32 *	13 *	46 *
Nationalisation/ Government control of institutions	45 *	31 * j	2 *	13 1% ade fghij	26 1% aef ghij	13 * i	8 *	7 *	11 * i	3 *	4 *	1 *	18 *	11 *	8 *	7 *	30 *	14 *	46 *
Local government/ Council tax	41 *	36 * f	- -	5 1% f	20 1% f	15 1% f	5 *	5 *	16 *	10 1% fg	14 * f	4 *	8 *	11 *	13 1% klo	9 *	19 *	22 1% ko	47 *

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UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
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	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Transport/Public transport	29*	26*	3* ^f	* [*]	6*	6*	5*	2*	19* ^{adf}	13* ^{1%acd efgij}	16* ^{adf}	3*	10*	4*	2*	13* ^{1%lmo}	15*	15* ^{lm}	30*
Countryside/Rural life	26*	23* ⁱ	3* ⁱ	-	6*	6*	14* ^{agi}	12*	6*	1*	3*	1*	12* ^m	10*	* [*]	3*	22* ^m	4*	23*
Privatisation	18*	16*	1*	1*	4*	3*	5*	4*	9*	4*	6*	2*	6*	5*	4*	2*	11*	6*	20*
Animal welfare	15*	14* ^{de}	1*	-	* [*]	* [*]	8* ^{de}	7*	7* ^d	2*	6* ^d	4* ^{de}	3*	1*	3*	8* ^{klo}	4*	11* ^{klo}	14*
Pound/Exchange rate/Value of pound	13*	9*	1*	3* ^e	4* ^e	1*	6*	4*	4*	2*	3*	1*	6*	3*	2*	2*	9*	4*	13*
Nuclear weapons/ Nuclear war/ Disarmament	9*	6*	2* ^{agi}	1*	4*	3*	4*	3*	1*	1*	1*	-	3*	2*	2*	2*	5*	4*	11*
AIDS	9*	8*	1* ^d	-	-	-	1*	-	8* ^{ade}	2* ^d	6* ^{ade}	4* ^{def}	3*	1*	2*	3*	4*	5*	7*
Trade unions/ Strikes	4*	4*	-	-	1*	1*	1*	1*	3*	-	2*	2*	2*	-	1*	2*	2*	3*	5*
Bird flu/Pandemic flu/Swine flu	4*	4*	-	-	3*	3*	2*	2*	-	-	-	-	-	2*	-	3* ^k	2*	3*	3*
Foot and mouth outbreak/Farming crisis	4*	4*	-	-	1*	1*	2*	2*	1*	1*	1*	-	-	1*	-	3* ^{ko}	1*	3*	4*

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UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
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	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Northern Ireland	1	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	*	*	-	-	-	-	-	*	-	-	*	-	*
Other	274	229	18	27	85	58	101	83	87	29	65	35	106	79	30	52	185	83	287
	2%	2%	3%	3%	2%	2%	3% ^{aeg}	3%	2%	2%	2%	2%	3% ^o	2%	2%	2%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	*	0.00	*	*	*	*	*	*	*	0.00	*	*	*	0.00	*	*	*
ERROR VARIANCE	*	*	*	0.00	*	*	*	*	*	*	*	0.00	*	*	*	0.00	*	*	*
Don't know	444	387	23	34	146	113	117	94	181	101	136	35	108	84	88	152	192	240	474
	4%	4% ^j	4% ^j	3%	4% ^j	4% ^j	3% ^j	3%	4% ^j	7% ^{abc}	4% ^j	2%	3%	2%	6% ^{klo}	7% ^{klo}	2%	6% ^{klm}	4%
										defgi								o	
No answer	1	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	*	*	-	-	*	-	-	*	-	*
Personal finances (NET)	1195	1007	60	128	418	290	275	216	501	240	410	170	281	413	230	264	694	494	1184
	10%	10% ^f	10% ^f	13% ^{ad}	11% ^{ef}	10% ^f	8%	7%	12% ^{af}	16% ^{ab}	13% ^{ad}	10% ^f	7%	11% ^{ko}	15% ^{kl}	12% ^{ko}	9% ^k	13% ^{kl}	10%
				efj					j	defgi	efgj				nop			no	

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	TOTAL	WORKING STATUS					VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Economy/Economic situation	3234	1562	397	1274	102	197	640	914	178	2594	818	102	40	51	325	824	102	253	1394	1031	3081
	28%	32%bcd	28%cd	24%d	18%	35%bcd	37%gi	28%ir	37%gi	26%r	37%gi	15%	19%	24%	21%	28%	26%	20%	37%dl	28%	26%
Race relations/ Immigration/ Immigrants	1878	718	181	978	57	83	400	280	56	1478	455	329	28	9	268	399	57	202	542	468	1934
	16%	15%d	13%	18%abd	10%	15%cd	23%ghij	9%	11%	15%g	20%ghij	48%fghij	13%	4%	17%	14%	14%	16%	15%	13%	17%
Unemployment/ Factory closure/ Lack of industry	1581	676	178	727	185	57	123	647	47	1459	169	54	35	21	225	372	42	197	385	542	1628
	14%	14%e	13%	14%e	33%abc	10%	7%	20%fhij	10%	15%fhj	8%	8%	16%	10%	15%	13%	11%	16% ^m	10%	15%	14%
Poverty/Inequality	538	200	85	253	33	25	25	205	30	514	54	18	13	22	65	129	14	83	180	168	536
	5%	4%	6%a	5%	6%	4%	1%	6% ^{fij}	6% ^{fjr}	5% ^{fjr}	2% ^f	3%	6%	10%	4%	4%	3%	7% ^m	5%	5%	5%
National health service/Hospitals/ Healthcare	478	191	51	236	12	12	60	178	22	418	81	14	8	9	45	114	18	45	151	119	481
	4%	4% ^d	4%	4% ^{de}	2%	2%	3%	5% ^{fj}	4% ^r	4% ^r	4%	2%	4%	4%	3%	4%	5%	4%	4%	3%	4%
Inflation/Prices	457	208	59	190	26	26	44	140	16	413	61	11	13	3	61	140	23	59	103	167	456
	4%	4%	4%	4%	5%	5%	3%	4% ^{fjr}	3%	4% ^{fjr}	3%	2%	6%	1%	4%	5%	6%	5% ^m	3%	5%	4%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	342	142	37	162	25	14	41	99	15	301	56	10	13	4	60	80	14	54	71	141	364
	3%	3%	3%	3%	4% ^{abc}	3%	2%	3% ^r	3%	3% ^r	3%	1%	6%	2%	4%	3%	3%	4% ^m	2%	4%	3%
Pensions/Social security/Benefits	233	87	38	107	7	7	28	55	10	205	39	10	4	4	41	70	3	37	61	87	235
	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	3% ^m	2%	2%	2%
Education/Schools	224	92	30	102	4	18	36	83	13	188	48	3	5	9	14	54	5	22	99	88	216
	2%	2% ^d	2% ^d	2% ^d	1%	3% ^d	2% ^r	3% ^{ir}	3% ^r	2% ^r	2% ^r	*	2%	4%	1%	2%	1%	2%	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	TOTAL	WORKING STATUS					VOTING											INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671	
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671	
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%	
Defence/Foreign affairs/International terrorism	224	71	32	121	8	9	51	48	14	173	65	6	3	7	29	54	9	30	70	52	232	
	2%	1%	2%	2%a	1%	2%	3%gir	1%	3%gr	2%	3%gir	1%	1%	3%	2%	2%	2%	2%	2%	1%	2%	
Morality/Individual behaviour/Lifestyle	215	94	31	90	9	8	36	46	8	179	44	10	5	4	37	60	7	22	79	77	209	
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Common Market/EU/Europe/Euro/Constitution	205	64	25	116	2	15	46	28	3	159	49	44	2	3	16	39	13	26	70	36	211	
	2%	1%	2% ^d	2% ^{ad}	*	3% ^{ad}	3% ^{ghi}	1%	1%	2% ^g	2% ^{gh}	6% ^{fgh}	1%	1%	1%	1%	3%	2%	2%	1%	2%	
Ageing population/Social care for the elderly	168	45	19	105	6	3	29	37	8	139	37	8	1	5	12	62	6	19	36	30	173	
	1%	1%	1%	2% ^{ae}	1%	1%	2%	1%	2%	1%	2%	1%	*	2%	1%	2%	1%	2%	1%	1%	1%	
Housing	165	73	9	83	15	7	17	58	4	148	20	4	3	3	26	44	4	18	40	65	170	
	1%	1% ^b	1%	2% ^b	3% ^{bc}	1%	1%	2% ^{fjr}	1%	1% ^j	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	
Low pay/Minimum wage/Fair wages	153	82	20	51	7	9	9	58	4	144	13	4	5	1	26	38	7	20	40	59	146	
	1%	2% ^c	1%	1%	1%	2%	1%	2% ^{fjr}	1%	1% ^{fj}	1%	1%	2%	*	2%	1%	2%	2%	1%	2%	1%	
Population levels/Overpopulation	122	48	17	57	2	5	23	18	11	98	34	12	-	5	13	35	2	8	48	18	115	
	1%	1%	1%	1%	*	1%	1% ^g	1%	2% ^{gi}	1% ^g	2% ^{gi}	2% ^g	-	2%	1%	1%	1%	1%	1%	*	1%	
Pollution/Environment	107	39	25	43	4	11	4	23	13	102	18	3	4	20	12	20	2	12	38	24	102	
	1%	1%	2% ^{ac}	1%	1%	2% ^{ac}	*	1%	3% ^{fji}	1% ^{fg}	1% ^f	*	2%	9%	1%	1%	*	1%	1%	1%	1%	
Taxation	106	57	14	36	4	6	14	36	5	92	20	4	3	3	18	20	1	12	32	33	108	
	1%	1% ^c	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - lm
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Public services in general	101	51	14	35	2	2	11	28	7	90	18	1	2	3	13	28	4	6	44	38	88
	1%	1%	1%	1%	*	*	1%	1%	1% ^r	1%	1%	*	1%	1%	1%	1%	1%	*	1% ^l	1%	1%
Drug abuse	86	32	11	43	9	1	9	27	3	77	12	1	2	-	15	25	3	16	18	36	91
	1%	1%	1%	1%	2% ^{ace}	*	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	1% ^m	*	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67	25	7	35	2	3	9	18	4	58	13	1	7	3	3	16	3	7	23	11	67
	1%	1%	*	1%	*	*	1%	1%	1%	1%	1%	*	3%	1%	*	1%	1%	1%	1%	*	1%
Petrol prices/Fuel	46	19	9	19	1	3	7	13	1	39	8	1	-	-	8	11	3	8	14	19	46
	*	*	1%	*	*	1%	*	*	*	*	*	*	-	-	1%	*	1%	1%	*	1%	*
Nationalisation/ Government control of institutions	45	23	5	17	2	-	4	7	-	41	4	6	2	2	9	12	3	6	14	17	46
	*	*	*	*	*	-	*	*	-	* ^g	*	1% ^{fgj}	1%	1%	1%	*	1%	1%	*	*	*
Local government/ Council tax	41	20	8	13	2	-	2	7	-	39	2	*	1	2	12	15	2	3	14	15	47
	*	*	1%	*	*	-	*	*	-	* ^{gj}	*	*	*	1%	1%	1%	1%	*	*	*	*
Transport/Public transport	29	14	2	13	1	2	4	7	1	26	4	-	-	1	7	10	2	*	2	6	30
	*	*	*	*	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*
Countryside/Rural life	26	10	-	16	1	1	13	6	1	13	13	-	-	-	1	5	-	-	11	6	23
	*	*	-	*	*	*	1% ^{gir}	*	*	*	1% ^{gi}	-	-	-	*	*	-	-	*	*	*
Privatisation	18	11	2	5	1	-	2	7	-	16	2	1	1	1	-	6	*	2	6	6	20
	*	*	*	*	*	-	*	*	-	*	*	*	*	1%	-	*	*	*	*	*	*
Animal welfare	15	7	-	8	2	2	*	2	-	15	*	2	-	1	2	6	-	1	1	4	14
	*	*	-	*	2% ^b	2% ^b	*	*	-	*	*	2% ^j	-	*	*	*	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING										INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Pound/Exchange rate/Value of pound	13*	4*	2*	7*	1*	-	2*	6*	-	11*	2*	-	1*	-	1*	4*	-	1*	4*	6*	13*
Nuclear weapons/ Nuclear war/ Disarmament	9*	2*	1*	7*	1*	-	2*	3*	-	8*	2*	*	1%	2%	1*	-	-	*	2*	2*	11*
AIDS	9*	8*	-	1*	-	-	-	3*	-	9*	-	-	-	-	-	5*	1*	1*	1*	7*	7*
Trade unions/ Strikes	4*	-	-	4*	-	-	1*	1*	-	3*	1*	-	-	-	-	1*	-	1*	-	1*	5*
Bird flu/Pandemic flu/Swine flu	4*	-	-	4*	1*	-	-	1*	-	4*	-	2*	-	-	2*	-	-	-	-	-	3*
Foot and mouth outbreak/Farming crisis	4*	3*	-	1*	-	-	-	2*	1*	4*	1*	-	-	-	-	1*	-	-	-	3*	4*
Northern Ireland	1*	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-	1*
Other	274	102	37	135	9	22	28	63	4	245	32	13	9	16	49	68	13	32	85	71	287
	2%	2%	3%	3%	2%	4% ^{ad}	2%	2%	1%	2% ^{ghj}	1%	2%	4%	7%	3%	2%	3%	3%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.01	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	0.01	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	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
Overlap formulae used.

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ISSUES INDEX (FINAL)

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

	WORKING STATUS					VOTING											INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)			25000 PLUS (m)
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Don't know	444	147	61	236	25	18	28	90	8	417	36	8	3	4	118	142	35	56	49	167	474
	4%	3%	4%a	4%a	4%	3%	2%	3%fjr	2%	4%fghjr	2%	1%	1%	2%	8%	5%	9%	4%m	1%	5%	4%
No answer	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1
	*	-	*ac	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	*
Personal finances (NET)	1195	509	173	513	67	63	85	416	51	1110	136	34	32	25	160	318	47	169	336	413	1184
	10%	10%	12%c	10%	12%	11%	5%	13%fi	11%fj	11%fjr	6%f	5%	15%	12%	10%	11%	12%	13%lm	9%	11%	10%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (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			UNWTD TOTAL		
	ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)			
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671	
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671	
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%	
Economy/Economic situation	3234	3234	920	397	757	318	615	807	1754	652	2957	264	615	1152	36	3081	
	28%	59%bcd ef	33%cd	23%d	20%	33%cd	e	37%bcd	24%	29%g	29%g	29%k	21%	31%	30%	31%	26%
Race relations/ Immigration/ Immigrants	1878	558	371	263	1878	114	132	393	996	481	1825	49	220	631	5	1934	
	16%	10%f	13%af	15%aef	50%abc ef	12%f	8%	12%	17%g	21%gh	18%k	4%	11%	17%ln	4%	17%	
Unemployment/ Factory closure/ Lack of industry	1581	517	265	185	317	70	168	581	819	174	1198	380	228	545	15	1628	
	14%	9%e	9%e	11%de	8%	7%	10%de	17%hi	14%i	8%	12%	30%j	12%	14%l	13%	14%	
Poverty/Inequality	538	134	111	69	95	37	61	175	258	105	470	61	114	138	15	536	
	5%	2%	4%ad	4%ad	3%	4%ad	4%ad	5%	4%	5%	5%	5%	6% m	4%	13% lm	5%	
National health service/Hospitals/ Healthcare	478	151	478	62	106	25	103	126	250	101	435	37	119	96	6	481	
	4%	3%	17%acde f	4%	3%	3%	6%acde	4%	4%	4%	4%k	3%	6% m	3%	5%	4%	
Inflation/Prices	457	111	66	67	66	22	31	186	183	87	383	73	71	170	-	456	
	4%	2%	2%	4%abde f	2%	2%	2%	6%hi	3%	4%	4%	6% j	4%	4%	-	4%	
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	342	86	57	342	61	19	38	117	172	50	276	66	54	105	4	364	
	3%	2%	2%	20%abde f	2%	2%	2% a	4%i	3%	2%	3%	5% j	3%	3%	3%	3%	
Pensions/Social security/Benefits	233	52	47	26	65	7	20	47	137	48	226	7	41	65	5	235	
	2%	1%	2% ae	2% a	2% ae	1%	1%	1%	2% g	2%	2% k	1%	2%	2%	5% m	2%	

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

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ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Education/Schools	224	64	74	29	33	6	224	65	133	27	197	27	51	62	2	216
	2%	1%	3%acde	2%de	1%	1%	14%abcde	2%i	2%i	1%	2%	2%	3%lm	2%	2%	2%
Defence/Foreign affairs/International terrorism	224	74	40	32	49	224	21	50	114	57	214	11	40	59	2	232
	2%	1%	1%	2%	1%	23%abcd	1%	2%	2%	3%g	2%k	1%	2%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	215	63	31	34	35	12	13	45	122	45	197	18	44	59	4	209
	2%	1%	1%	2%abdf	1%	1%	1%	1%	2%g	2%	2%	1%	2%	2%	4%	2%
Common Market/EU/Europe/Euro/Constitution	205	59	36	14	70	26	19	51	100	51	199	6	30	57	-	211
	2%	1%	1%	1%	2%ac	3%abcf	1%	2%	2%	2%	2%k	*	2%	1%	-	2%
Ageing population/Social care for the elderly	168	28	44	32	20	13	22	34	92	43	155	13	24	28	3	173
	1%	1%	2%ad	2%ad	1%	1%ad	1%ad	1%	2%	2%g	1%	1%	1%	1%	2%	1%
Housing	165	41	19	29	15	6	13	75	67	23	133	33	34	47	-	170
	1%	1%d	1%	2%abde	*	1%	1%	2%hi	1%	1%	1%	3%j	2%	1%	-	1%
Low pay/Minimum wage/Fair wages	153	39	20	19	36	2	10	36	78	39	136	17	26	72	-	146
	1%	1%	1%	1%e	1%	*	1%	1%	1%	2%	1%	1%	1%	2%	-	1%
Population levels/Overpopulation	122	36	22	19	25	4	20	30	65	26	116	4	29	36	-	115
	1%	1%	1%	1%a	1%	*	1%ad	1%	1%	1%	1%k	*	1%	1%	-	1%

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

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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Pollution/Environment	107 1%	31 1%	15 1%	10 1%	13 *	4 *	18 1%abd	39 1%	49 1%	19 1%	103 1%k	3 *	14 1%	45 1%	7 6%lm	102 1%
Taxation	106 1%	20 *	16 1%	11 1%	15 *	10 1%ad	11 1%	48 1%hi	40 1%	17 1%	87 1%	20 2%j	15 1%	50 1%	1 1%	108 1%
Public services in general	101 1%	31 1%	33 1%ade	15 1%d	13 *	4 *	18 1%ad	26 1%	55 1%	18 1%	90 1%	11 1%	37 2%lm	21 1%	-	88 1%
Drug abuse	86 1%	19 *	9 *	29 2%abdef	8 *	3 *	9 1%	31 1%i	48 1%i	8 *	67 1%	19 1%j	12 1%	32 1%	-	91 1%
Scottish/Welsh assembly/Devolution/Constitutional reform	67 1%	15 *	12 *	2 *	13 *	4 *	6 *	23 1%	29 *	15 1%	65 1%k	1 *	8 *	24 1%	-	67 1%
Petrol prices/Fuel	46 *	11 *	6 *	5 *	11 *	2 *	5 *	17 1%	21 *	8 *	38 *	7 1%	6 *	19 1%	-	46 *
Nationalisation/Government control of institutions	45 *	14 *	5 *	4 *	7 *	5 1%	5 *	17 1%h	13 *	15 1%h	44 *	2 *	4 *	22 1%	1 1%	46 *
Local government/Council tax	41 *	8 *	10 *a	9 1%af	10 *	2 *	2 *	15 *	17 *	8 *	36 *	5 *	9 *	16 *	-	47 *
Transport/Public transport	29 *	8 *	5 *	1 *	1 *	1 *	8 *acd	19 1%hi	8 *	3 *	25 *	4 *	3 *	14 *	-	30 *

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (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			UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Countryside/Rural life	26*	6*	2*	2*	3*	3*	1*	8*	11*	6*	23*	3*	7*	2*	-	23*
Privatisation	18*	2*	6*	1*	5*	2*	2*	5*	10*	3*	17*	1*	4*	8*	-	20*
Animal welfare	15*	2*	3*	5*	4*	1*	1*	4*	7*	4*	14*	1*	2*	5*	-	14*
Pound/Exchange rate/Value of pound	13*	3*	2*	1*	2*	1*	1*	4*	6*	3*	9*	4*	6*	1*	-	13*
Nuclear weapons/ Nuclear war/ Disarmament	9*	3*	-	-	2*	-	-	4*	5*	1*	9*	1*	-	3*	-	11*
AIDS	9*	-	4*	-	-	-	3*	2*	7*	1*	6*	3*	3*	5*	-	7*
Trade unions/ Strikes	4*	-	-	1*	1*	-	-	1*	1*	2*	4*	-	-	-	-	5*
Bird flu/Pandemic flu/Swine flu	4*	2*	-	-	-	-	-	3*	2*	-	3*	1*	-	-	-	3*
Foot and mouth outbreak/Farming crisis	4*	1*	-	1*	-	1*	-	2*	1*	1*	2*	2*	-	3*	-	4*
Northern Ireland	1*	-	-	-	-	-	-	1*	-	-	1*	-	-	-	-	1*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Other	274	54	52	21	44	12	34	68	139	62	250	22	40	74	8	287
	2%	1%	2% ^{ad}	1%	1%	1%	2% ^{ad}	2%	2%	3%	2%	2%	2%	2%	7% ^{lm}	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00 ^h	1.00	1.00	1.00	1.00	1.00 ^m	1.00	1.00	1.00
STANDARD ERROR	*	*	*	*	*	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	*
Don't know	444	23	11	6	17	3	9	179	197	68	346	91	57	138	-	474
	4%	*	*	*	*	*	1%	5% ^{hi}	3%	3%	3%	7% ^j	3%	4%	-	4%
No answer	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	*
Personal finances (NET)	1195	295	204	161	208	64	107	415	540	239	1027	158	217	399	15	1184
	10%	5%	7% ^{ad}	9% ^{abde}	5%	7%	7%	12% ^{hi}	9%	11%	10%	12% ^j	11%	10%	13%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS													DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Economy/Economic situation	3234 28%	71 38%fg hijkl mo	178 43%cf ghijk lmo	196 36%fg hijkl mo	47 43%fg hijkl mo	169 49%ac fghij klmo	55 21%	233 25%i	34 19%	201 18%	98 20%	34 23%	172 26%ij	66 27%ij	1940 28%fh ij	568 41%qrs	763 23%st	282 24%st	325 19%	3081 26%
Race relations/ Immigration/ Immigrants	1878 16%	11 6%cd	58 14%acd elm	16 3%	* *	27 8%cd	99 38%ab cdegh ijklm o	262 28%abc dehlm o	16 9%cd	267 24%ab cdehl mo	101 21%ab cdehl mo	32 21%acd ehlmo	55 8%cdm	9 4%	1049 15%acd ehlm	107 8%	737 22%p	352 30%pq s	367 22%pq	1934 17%
Unemployment/ Factory closure/ Lack of industry	1581 14%	9 5%	23 6%	49 9%e	8 7%	12 4%	19 7%	80 9%e	34 19%ab cdefg	150 14%ab cefg	91 19%ab cdefg io	23 15%ab cefg	103 15%ab cdefg	33 14%ab efg	1061 15%abc defg	99 7%	429 13%pr	98 8%	257 15%pq r	1628 14%
Poverty/Inequality	538 5%	21 11%bef gijkl	12 3%	65 12%bef gijkl	6 5%	17 5%	10 4%	32 3%	15 8%bgi ko	49 4%	24 5%	4 2%	38 6%bg	18 8%bgk o	302 4%	94 7%qrs	143 4%	40 3%	81 5%	536 5%
National health service/Hospitals/ Healthcare	478 4%	2 1%	15 4%	33 6%ago	4 3%	14 4%	10 4%	33 4%	8 4%	43 4%	31 7%agi o	6 4%	29 4%a	9 4%	272 4%	62 4%	142 4%	43 4%	79 5%	481 4%
Inflation/Prices	457 4%	6 3%	7 2%	16 3%	3 3%	5 1%	6 2%	22 2%	5 3%	44 4%eg	20 4%e	8 5%be	50 7%abc efghi jo	12 5%be	287 4%beg	33 2%	140 4%pr	28 2%	66 4%pr	456 4%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	342 3%	6 3%	7 2%	11 2%	1 1%	4 1%	6 2%	27 3%	10 6%bce	40 4%e	13 3%	6 4%e	34 5%bce go	10 4%e	207 3%	25 2%	115 3%p	33 3%	57 3%p	364 3%

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UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
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	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Pensions/Social security/Benefits	233	3	5	6	-	5	5	23	2	29	7	3	8	4	151	19	67	27	39	235
	2%	2%	1%	1%	-	2%	2%	2%	1%	3%l	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%
Education/Schools	224	2	10	24	6	15	-	16	-	8	7	-	11	8	134	51	41	16	15	216
	2%	1%	2%fhi	5%fghijkl	5%fghijkl	4%fghijkl	-	2%fg	-	1%	1%	-	2%fg	3%fhi	2%fik	4%qrs	1%	1%	1%	2%
Defence/Foreign affairs/International terrorism	224	4	9	9	*	7	3	17	3	22	8	4	8	4	136	29	58	21	30	232
	2%	2%	2%	2%	*	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	215	5	10	6	5	4	1	14	1	14	4	2	9	4	143	27	42	16	17	209
	2%	3%	2%	1%	5%cefghij	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%st	1%	1%	1%	2%
Common Market/EU/Europe/Euro/Constitution	205	6	13	10	5	13	14	29	4	19	4	6	7	3	96	32	77	41	31	211
	2%	3%jlo	3%jlo	2%	5%ijlmo	4%ijlo	5%cijlmo	3%ijlo	2%	2%	1%	4%ijlo	1%	1%	1%	2%	2%	4%qs	2%	2%
Ageing population/Social care for the elderly	168	3	16	10	2	7	6	16	3	16	8	2	13	4	87	30	52	22	27	173
	1%	2%	4%gio	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%
Housing	165	6	5	9	3	4	-	5	2	21	3	2	26	6	97	19	52	5	24	170
	1%	3%fgjo	1%	2%fg	3%fg	1%	-	1%	1%	2%fgj	1%	1%	4%bcefgj	2%fgj	1%go	1%r	2%r	*	1%r	1%
Low pay/Minimum wage/Fair wages	153	1	-	3	1	3	1	7	2	21	11	2	11	3	97	9	47	8	32	146
	1%	1%	-	1%	1%b	1%	*	1%	1%b	2%bg	2%bcfg	1%b	2%b	1%b	1%bb	1%	1%pr	1%	2%pqr	1%

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	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Population levels/ Overpopulation	122 1%	1 1%	3 1%	5 1%	- -	9 3%jo	9 3%bcijlo	21 2%jo	1 *	14 1%	3 1%	2 1%	7 1%	4 2%	64 1%	16 1%	47 1%	27 2%pqrs	17 1%	115 1%
Pollution/ Environment	107 1%	4 2%fij	4 1%j	13 2%fgijlo	1 1%	4 1%j	- -	8 1%	1 1%	5 *	- -	* -	4 1%	7 3%fgijlo	66 1%j	20 1%qs	22 1%	8 1%	7 *	102 1%
Taxation	106 1%	3 2%	2 *	4 1%	4 3%bce o	2 1%	2 1%	9 1%	3 2%	15 1%	5 1%	2 1%	10 2%	6 3%bo	61 1%	12 1%	39 1%	12 1%	20 1%	108 1%
Public services in general	101 1%	2 1%	3 1%	9 2%i	5 4%bef gijkl mo	3 1%	2 1%	6 1%	2 1%	4 *	2 *	- -	6 1%	1 *	62 1%	15 1% s	20 1%	8 1%	7 *	88 1%
Drug abuse	86 1%	- -	4 1%	2 *	- -	2 1%	- -	4 *	5 3%ace fgjio	10 1%	3 1%	1 1%	7 1%	4 1%	52 1%	7 *	27 1% r	4 *	15 1%	91 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 1%	- -	3 1%	1 *	2 2%ceg jlo	- -	2 1%j	2 *	14 8%abc efgij klmo	4 *	- -	- -	2 *	4 1%egj lo	32 *	8 1%	26 1%	5 *	17 1%	67 1%
Petrol prices/Fuel	46 *	- -	1 *	1 *	- -	* *	- -	3 *	2 1%	8 1%	2 *	1 1%	1 *	- -	30 *	2 *	14 *	3 *	10 1%	46 *
Nationalisation/ Government control of institutions	45 *	1 *	- -	5 1%o	- -	1 *	1 *	2 *	3 2%bgl o	8 1%	2 *	- -	1 *	- -	25 *	7 1%	14 *	3 *	10 1%	46 *

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	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Local government/ Council tax	41*	1*	-	-	-	1	5	1	5	2	2	5	1	24	1*	17	6	9	47	
Transport/Public transport	29*	2	1	3	2	2	-	1	-	4	2	-	6	5	15	9	8	1	6	30
		1%	*	1%	1%go	1%	-	*	-	*	*	-	1%go	2%bfgio	*	1%r	*	*	*	*
Countryside/Rural life	26*	1*	1*	1*	-	1*	-	1*	-	2*	1*	-	-	-	17*	3*	4*	1*	3*	23*
Privatisation	18*	1	-	2	-	-	-	-	-	1	-	-	2	-	10	3	3	-	1	20*
		1%g	-	*	-	-	-	-	-	*	-	-	*	-	*	*	-	-	*	*
Animal welfare	15*	-	-	-	-	-	-	-	-	1	-	-	1	1	13	-	2	-	1	14*
Pound/Exchange rate/Value of pound	13*	-	-	1	-	-	-	2	-	2	1	1	1	-	7	1	6	2	4	13*
		-	-	*	-	-	-	*	-	*	*	1%	*	-	*	*	*	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	9*	-	-	-	-	-	-	2	-	2	1	-	-	-	5	-	4	2	3	11*
AIDS	9*	-	-	-	-	-	-	-	-	4	1	1	-	-	4	-	5	-	5	7*
		-	-	-	-	-	-	-	-	*o	*	*	-	-	*	-	*	-	*	*
Trade unions/ Strikes	4*	-	-	-	-	-	-	1	-	1	1	-	-	-	2	-	3	1	2	5*
		-	-	-	-	-	-	*	-	*	*	-	-	-	*	-	*	*	*	*
Bird flu/Pandemic flu/Swine flu	4*	-	-	-	-	-	-	2	-	-	-	-	2	-	1	-	3	2	-	3
		-	-	-	-	-	-	*o	-	-	-	-	*o	-	*	-	*	*	-	*

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Foot and mouth outbreak/Farming crisis	4*	-	-	-	-	-	-	-	-	-	1	-	1	-	2	-	2	-	1	4
Northern Ireland	1*	-	-	-	-	-	-	-	-	1*o	-	-	-	-	-	-	1*	-	1	1*
Other	274	9	15	23	1	8	2	20	3	13	12	2	10	3	172	51	54	20	26	287
	2%	5%fil	4%fil	4%fgi	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%i	4%qrs	2%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00o	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00o	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	*
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	444	7	6	7	2	8	5	27	6	43	13	4	34	13	300	27	119	31	60	474
	4%	4%	1%	1%	2%	2%	2%	3%	4%	4%bc	3%	3%	5%bcf	5%bc	4%bc	2%	4%pr	3%	4%p	4%
No answer	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1*
Personal finances (NET)	1195	28	20	85	11	25	16	64	24	121	57	14	101	33	717	138	343	79	190	1184
	10%	15%bfg	5%	16%bfgio	10%	7%	6%	7%	13%bfg	11%bfg	12%bfg	9%	15%bfgio	14%bfg	10%bfg	10%r	10%r	7%	11%r	10%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 6
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Economy/Economic situation	3234	346	333	300	279	290	274	288	242	250	233	202	195
	28%	36%	34%	31%	30%	29%	28%	30%	25%	25%	23%	21%	20%
Race relations/ Immigration/ Immigrants	1878	103	118	137	126	184	164	149	192	137	193	177	198
	16%	11%	12%	14%	13%	19%	17%	15%	20%	14%	19%	18%	20%
Unemployment/ Factory closure/ Lack of industry	1581	117	121	126	171	139	145	131	132	115	121	131	131
	14%	12%	12%	13%	18%	14%	15%	14%	14%	12%	12%	13%	13%
Poverty/Inequality	538	30	46	38	40	34	42	27	46	56	53	72	54
	5%	3%	5%	4%	4%	3%	4%	3%	5%	6%	5%	7%	5%
National health service/Hospitals/ Healthcare	478	33	34	45	37	39	39	48	44	38	44	40	38
	4%	3%	3%	5%	4%	4%	4%	5%	5%	4%	4%	4%	4%
Inflation/Prices	457	39	36	43	32	24	26	24	33	34	61	57	48
	4%	4%	4%	4%	3%	2%	3%	2%	3%	3%	6%	6%	5%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	342	35	28	40	23	15	35	31	29	32	24	27	22
	3%	4%	3%	4%	2%	2%	4%	3%	3%	3%	2%	3%	2%
Pensions/Social security/Benefits	233	19	16	21	20	31	19	27	10	15	21	17	16
	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%
Education/Schools	224	12	24	18	11	17	18	19	14	20	25	23	23
	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	3%	2%	2%
Defence/Foreign affairs/ International terrorism	224	6	13	6	10	10	27	17	15	86	19	9	6
	2%	1%	1%	1%	1%	1%	3%	2%	2%	9%	2%	1%	1%

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Morality/ Individual behaviour/ Lifestyle	215 2%	22 2%	18 2%	24 3%	18 2%	8 1%	21 2%	21 2%	12 1%	21 2%	10 1%	30 3%	11 1%
Common Market/EU/ Europe/Euro/ Constitution	205 2%	16 2%	25 3%	12 1%	11 1%	23 2%	16 2%	17 2%	13 1%	13 1%	24 2%	18 2%	16 2%
Ageing population/ Social care for the elderly	168 1%	21 2%	7 1%	18 2%	10 1%	13 1%	12 1%	16 2%	11 1%	11 1%	14 1%	19 2%	17 2%
Housing	165 1%	25 3%	25 3%	9 1%	16 2%	2 *	8 1%	9 1%	19 2%	11 1%	12 1%	9 1%	21 2%
Low pay/Minimum wage/Fair wages	153 1%	12 1%	8 1%	7 1%	11 1%	14 1%	11 1%	13 1%	12 1%	12 1%	12 1%	12 1%	27 3%
Population levels/ Overpopulation	122 1%	23 2%	12 1%	6 1%	10 1%	11 1%	10 1%	8 1%	7 1%	9 1%	9 1%	12 1%	4 *
Pollution/ Environment	107 1%	11 1%	8 1%	3 *	4 *	6 1%	4 *	9 1%	9 1%	12 1%	8 1%	15 2%	17 2%
Taxation	106 1%	4 *	6 1%	9 1%	9 1%	15 2%	7 1%	9 1%	11 1%	16 2%	6 1%	6 1%	10 1%
Public services in general	101 1%	6 1%	9 1%	14 1%	11 1%	8 1%	10 1%	7 1%	10 1%	3 *	11 1%	9 1%	4 *
Drug abuse	86 1%	6 1%	6 1%	6 1%	3 *	6 1%	9 1%	6 1%	11 1%	14 1%	9 1%	6 1%	3 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 1%	6 1%	6 1%	1 *	1 *	10 1%	-	6 1%	3 *	5 *	8 1%	5 *	16 2%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Petrol prices/Fuel	46*	3*	1*	5* 1%	3*	1*	4*	4*	3*	3*	8* 1%	7* 1%	3*
Nationalisation/ Government control of institutions	45*	1*	2*	4*	1*	3*	5*	11* 1%	3*	2*	3*	2*	7* 1%
Local government/ Council tax	41*	5*	1*	3*	2*	1*	5*	4*	5* 1%	2*	1*	5* 1%	7* 1%
Transport/Public transport	29*	3*	1*	1*	3*	3*	-	3*	1*	4*	1*	5* 1%	6* 1%
Countryside/Rural life	26*	5* 1%	-	1*	-	2*	5*	2*	3*	5* 1%	3*	-	* *
Privatisation	18*	1*	-	1*	2*	-	-	1*	-	4*	4*	2*	3*
Animal welfare	15*	2*	-	1*	-	-	* *	1*	-	4*	4*	2*	1* *
Pound/Exchange rate/Value of pound	13*	-	4*	-	1*	1*	-	1*	2*	1*	1*	-	3* *
Nuclear weapons/ Nuclear war/ Disarmament	9*	1*	1*	-	1*	-	2*	-	3*	1*	* *	1* *	- -
AIDS	9*	1*	3*	-	1*	-	1*	-	-	1*	-	3*	- -
Trade unions/ Strikes	4*	-	-	-	2*	-	-	1*	-	-	-	1* *	- -
Bird flu/Pandemic flu/Swine flu	4*	1*	2*	-	-	-	-	-	2*	-	-	-	- -

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ISSUES INDEX (FINAL)

Table 6
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Foot and mouth outbreak/Farming crisis	4*	1*	-	-	1*	-	1*	-	-	1*	-	-	-
Northern Ireland	1*	-	-	1*	-	-	-	-	-	-	-	-	-
Other	274 2%	13 1%	11 1%	29 3%	21 2%	27 3%	37 4%	21 2%	21 2%	21 2%	23 2%	26 3%	25 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
STANDARD ERROR	*	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
Don't know	444 4%	38 4%	48 5%	28 3%	44 5%	51 5%	31 3%	33 3%	43 4%	30 3%	28 3%	30 3%	41 4%
No answer	1*	1*	-	-	-	-	-	-	-	-	-	-	-
Personal finances (NET)	1195 10%	84 9%	92 9%	92 10%	86 9%	74 7%	83 8%	68 7%	94 10%	105 11%	135 14%	149 15%	132 14%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 7
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Economy/Economic situation	5498	2893	2605	676	834	1055	1069	790	1074	1510	2124	1865	2564	2934	1769	1689	1068	973	3458	2041	5306
	47%	51%b	44%	42%	44%	52%cd	53%cd	47%ci	44%	43%	53%cd	45%c	46%	48%	57%mn	52%no	42%oq	35%	54%mn	39%o	45%
						ghik	ghik				ghik				opq	q			oq		
Race relations/ Immigration/ Immigrants	3793	1939	1853	333	462	593	714	657	1033	795	1308	1690	1388	2404	902	1058	946	887	1960	1833	3805
	33%	34%b	31%	21%	24%c	29%cd	36%cd	39%cd	42%cd	23%c	33%cd	41%cd	25%	39%	29%	32%lp	38%lm	32%l	31%l	35%lm	33%
						i	ej	ej	efgij	k	ei	efgij				opq			op		
Unemployment/ Factory closure/ Lack of industry	3648	1831	1817	598	632	658	648	530	583	1230	1306	1113	1888	1760	844	964	868	972	1808	1840	3676
	31%	32%	30%	37%de	33%hk	33%hk	32%hk	31%hk	24%	35%dg	33%hk	27%h	34%	29%	27%	29%p	34%lm	35%lm	28%	35%lm	31%
				ghij	k				hk							p	p		p		
National health service/Hospitals/ Healthcare	2790	1145	1645	232	303	546	599	479	632	535	1145	1110	1081	1709	966	829	528	468	1795	995	2698
	24%	20%	28%a	14%	16%	27%cd	30%cd	28%cd	26%cd	15%	29%cd	27%cd	20%	28%	31%mn	25%no	21%oq	17%	28%mn	19%o	23%
						i	hik	i	i		hi	i			opq	q			oq		
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1741	816	925	281	269	305	327	236	322	550	632	558	855	885	406	488	397	450	894	847	1756
	15%	14%	15%	18%dg	14%	15%	16%hk	14%	13%	16%dh	16%hk	14%	15%	14%	13%	15%p	16%l	16%lp	14%	16%lp	15%
				hik					k												
Education/Schools	1644	697	947	194	217	393	337	243	260	412	730	502	804	840	728	482	235	199	1210	434	1516
	14%	12%	16%a	12%	11%	19%cd	17%cd	14%dh	11%	12%	18%cd	12%h	15%	14%	23%mn	15%noq	9%oq	7%	19%mno	8%o	13%
						ghik	hik	ik			fghik				opq				q		
Inflation/Prices	1604	794	810	244	332	288	284	201	255	576	572	455	864	740	312	410	457	425	722	882	1584
	14%	14%	14%	15%gh	17%ef	14%hk	14%hk	12%	10%	16%gh	14%gh	11%	16%	12%	10%	13%lp	18%lm	15%lm	11%l	17%lm	14%
				k	ghjk					jk	k					opq	p		op		
Poverty/Inequality	1536	659	878	184	259	312	285	222	274	443	597	496	755	781	500	409	272	356	908	628	1524
	13%	12%	15%a	11%	14%h	15%ch	14%ch	13%	11%	13%	15%ch	12%h	14%	13%	16%mn	12%	11%	13%nq	14%mn	12%n	13%
						ik	k			ik					opq				q		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef/gh/ij/k - lm/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 7
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Pensions/Social security/Benefits	1318	520	798	128	177	213	256	240	304	304	470	544	517	801	390	370	270	287	761	558	1307
	11%	9%	13%a	8%	9%	11%ci	13%cd	14%cd	12%cdi	9%	12%cd	13%cde	9%	13%	13%oq	11%	11%	10%	12%oq	11%	11%
Housing	1192	501	691	200	247	219	200	155	170	448	419	326	667	525	258	315	313	307	573	620	1180
	10%	9%	12%a	12%fg	13%fg	11%hk	10%hk	9%hk	7%	13%fg	10%hk	8%h	12%	9%	8%	10%p	12%lm	11%lp	9%	12%lm	10%
Low pay/Minimum wage/Fair wages	966	507	459	168	190	190	182	119	117	358	372	236	548	418	197	232	264	273	428	538	924
	8%	9%b	8%	10%gh	10%ghk	9%ghk	9%ghk	7%hk	5%	10%ghk	9%ghk	6%h	10%	7%	6%	7%	11%lm	10%lmp	7%	10%lmp	8%
Defence/Foreign affairs/International terrorism	965	528	437	98	115	163	183	152	254	213	345	406	376	589	335	266	203	161	601	365	950
	8%	9%b	7%	6%	6%	8%cdi	9%cdi	9%cd	10%cde	6%	9%cd	10%cde	7%	10%	11%mmo	8%oq	8%oq	6%	9%moq	7%o	8%
Ageing population/Social care for the elderly	856	341	514	44	84	130	168	176	253	128	298	429	259	597	318	247	163	128	564	291	823
	7%	6%	9%a	3%	4%ci	6%cdi	8%cd	10%cd	10%cde	4%c	7%cd	10%cde	5%	10%	10%mmo	8%oq	6%oq	5%	9%mmo	6%o	7%
Morality/Individual behaviour/Lifestyle	809	357	452	57	118	142	155	124	213	175	297	337	317	492	303	242	145	119	545	264	790
	7%	6%	8%a	4%	6%ci	7%ci	8%ci	7%ci	9%cdi	5%c	7%ci	8%cdi	6%	8%	10%mmo	7%noq	6%oq	4%	9%mmo	5%o	7%
Common Market/EU/Europe/Euro/Constitution	797	485	312	63	85	86	133	155	275	148	219	431	234	564	318	211	147	121	529	268	791
	7%	9%b	5%	4%	4%	4%	7%cde	9%cd	11%cde	4%	5%ce	10%cde	4%	9%	10%mmo	6%oq	6%oq	4%	8%mmo	5%o	7%
Petrol prices/Fuel	737	413	323	75	124	164	147	93	133	199	311	227	363	373	204	168	194	171	372	365	688
	6%	7%b	5%	5%	6%c	8%cgh	7%cgh	6%	5%	6%c	8%cgh	5%	7%	6%	7%o	5%	8%oq	6%	6%o	7%oq	6%
Drug abuse	637	319	318	120	133	113	82	73	116	253	195	189	367	271	104	150	142	241	255	383	674
	5%	6%	5%	7%efg	7%fgh	6%f	4%	4%	5%	7%fgh	5%f	5%	7%	4%	3%	5%lp	6%lp	9%lmn	4%l	7%lmn	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 7
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Public services in general	617	303	314	54	105	111	146	89	113	159	257	202	269	348	204	214	114	85	418	199	583
	5%	5%	5%	3%	5%ci	5%c	7%cd	5%ce	5%	5%ce	6%ce	5%ce	5%	6%	7%noq	7%noq	5%oq	3%	7%noq	4%o	5%
Taxation	612	342	271	88	138	128	109	74	76	225	237	150	353	259	160	153	153	147	313	300	599
	5%	6%b	5%	5%hk	7%ghk	6%ghk	5%hk	4%h	3%	6%cgh	6%ghk	4%h	6%	4%	5%	5%	6%mp	5%	5%	6%	5%
Pollution/Environment	529	273	255	67	65	90	131	78	98	132	221	176	221	307	251	145	61	71	396	133	479
	5%	5%	4%	4%	3%	4%	7%cd	5%	4%	4%	5%de	4%	4%	5%	8%mn	4%noq	2%	3%	6%mn	3%	4%
Population levels/Overpopulation	522	263	259	36	47	103	106	77	153	83	209	230	185	337	152	158	108	104	310	212	493
	4%	5%	4%	2%	2%	5%cd	5%cd	5%cd	6%cdg	2%	5%cd	6%cdg	3%	5%	5%	5%	4%	4%	5%oq	4%	4%
Transport/Public transport	365	208	157	43	66	67	67	53	69	108	134	122	175	189	116	105	55	88	221	144	355
	3%	4%b	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%nq	3%n	2%	3%nq	3%nq	3%n	3%
Local government/Council tax	334	187	148	39	53	71	64	41	66	92	135	107	163	171	74	77	92	91	151	183	350
	3%	3%b	2%	2%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	2%	2%	4%lmp	3%mp	2%	3%lmp	3%
Privatisation	228	125	103	22	35	54	42	37	38	57	96	75	111	117	76	54	61	38	130	99	204
	2%	2%	2%	1%	2%	3%chi	2%	2%	2%	2%	2%chi	2%	2%	2%	2%mo	2%	2%oq	1%	2%mo	2%o	2%
Nationalisation/Government control of institutions	219	132	87	19	35	34	36	41	54	54	70	95	88	131	66	63	43	47	129	90	215
	2%	2%b	1%	1%	2%	2%	2%	2%ci	2%c	2%	2%	2%ci	2%	2%	2%	2%	2%	2%	2%	2%	2%
Scottish/Welsh assembly/Devolution/Constitutional reform	177	101	77	12	30	20	35	35	45	42	55	80	62	115	70	49	29	29	119	58	176
	2%	2%	1%	1%	2%c	1%	2%c	2%cei	2%cei	1%ci	1%	2%cei	1%	2%	2%mn	1%	1%	1%	2%mn	1%	2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 7
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
Countryside/Rural life	175	81	95	6	15	34	34	36	51	21	68	86	55	120	81	34	35	26	115	61	166
	2%	1%	2%	*	1%	2%cdi	2%cdi	2%cdi	2%cdi	1%	2%cdi	2%cdi	1%	2%	3%mnopq	1%	1%	1%	2%moq	1%	1%
Animal welfare	136	56	80	23	21	19	25	21	27	44	44	48	63	73	31	39	32	34	70	66	139
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	128	76	52	13	21	15	23	22	33	34	38	56	49	79	40	36	26	25	76	52	132
	1%	1%b	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	109	61	49	11	29	17	22	7	23	40	39	30	57	52	42	26	16	25	68	42	104
	1%	1%	1%	1%	1%cgk	1%	1%g	*	1%	1%cg	1%	1%	1%	1%	1%ng	1%	1%	1%	1%mq	1%	1%
Foot and mouth outbreak/Farming crisis	57	30	26	5	16	13	6	7	10	21	19	17	34	23	10	10	13	23	20	37	53
	*	1%	*	*	1%	1%	*	*	*	1%	*	*	1%	*	*	*	1%	1%lmp	*	1%mp	*
Trade unions/ Strikes	53	35	18	8	6	11	8	6	14	14	19	20	25	28	13	13	11	16	26	27	56
	*	1%b	*	1%	*	1%	*	*	1%	*	*	*	*	*	*	*	*	1%	*	1%	*
AIDS	49	20	29	7	15	2	14	7	4	22	17	11	24	26	12	13	12	12	26	24	49
	*	*	*	*	1%ehk	*	1%ehj	*	*	1%ehk	*e	*	*	*	*	*	*	*	*	*	*
Bird flu/Pandemic flu/Swine flu	27	12	15	7	6	4	4	2	4	14	8	6	17	10	3	6	7	11	9	18	28
	*	*	*	*k	*	*	*	*	*	*k	*	*	*	*	*	*	*	*p	*	*	*
Northern Ireland	18	6	11	5	2	-	7	2	2	7	7	3	7	11	3	5	6	3	8	9	16
	*	*	*	*e	*	-	*ehj	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	823	437	386	77	104	131	118	163	230	181	248	393	312	511	300	274	112	137	574	249	851
	7%	8%b	6%	5%	5%	6%	6%	10%cde	9%cde	5%	6%	10%cde	6%	8%	10%noq	8%noq	4%	5%	9%mnopq	5%	7%

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

Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

Table 7
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	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	11671	5850	5821	1666	1661	1715	1867	1808	2954	3327	3582	4762	5042	6629	2412	3831	2465	2963	6243	5428	11671
WEIGHTED BASE	11665	5688	5977	1605	1913	2016	2000	1694	2436	3518	4017	4130	5534	6130	3109	3269	2518	2769	6378	5286	11671
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	47%	53%	27%	28%	22%	24%	55%	45%	100%
MEAN NUMBER OF MENTIONS	3.17	3.18	3.16	2.82	2.97c	3.31c	3.46c	3.29c	3.13c	2.90c	3.39c	3.20c	3.05	3.28	3.46m	3.17o	3.12o	2.90	3.31m	3.00o	3.12
STANDARD ERROR	0.02	0.03	0.03	0.04	0.04	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.05	0.03	0.04	0.03	0.03	0.03	0.02
ERROR VARIANCE	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1287	605	681	282	295	181	155	128	246	577	336	374	758	529	203	352	265	466	555	732	1375
	11%	11%	11%	18%ef	15%efg	9%	8%	8%	10%fg	16%efg	8%	9%g	14%	9%	7%	11%lp	11%lp	17%lmn	9%l	14%lm	12%
				ghjk	hjk				jk	hjk							pq		np		
No answer	11	3	8	1	2	1	1	4	2	3	3	6	4	7	5	1	2	2	7	5	10
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*m	*	*
Personal finances (NET)	3737	1814	1923	535	706	723	656	493	625	1241	1378	1117	1964	1773	924	955	923	935	1879	1858	3655
	32%	32%	32%	33%gh	37%cf	36%gh	33%gh	29%hk	26%	35%cg	34%gh	27%h	35%	29%	30%	29%	37%lm	34%lm	29%	35%lm	31%
				k	ghk	k	k			hk	k						op	p		op	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - lm/n/o/p/q
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ISSUES INDEX (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	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)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	REN TED (NET) (p)		
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Economy/Economic situation	5498	4807	284	407	1672	1265	1575	1291	2251	717	1679	962	1821	2161	523	927	3982	1450	5306
	47%	48%cd ef	49%cd e	41%	43%	44%	45%c	44%	52%ac defh	47%cd	52%ac defh	57%ab cdefg hi	47%mn p	55%km nop	33%	42%mp	51%km np	39%mp	45%
Race relations/ Immigration/ Immigrants	3793	3406	182	204	1152	948	1276	1094	1364	284	997	713	1513	1219	507	513	2731	1020	3805
	33%	34%cd ghi	31%ch	21%	30%ch	33%cd h	37%ab cdegh i	38%	32%ch	18%	31%ch	42%ab cdefg hi	39%lm nop	31%np	32%np	23%	35%lm np	27%np	33%
Unemployment/ Factory closure/ Lack of industry	3648	3108	219	321	1266	946	1101	882	1280	506	1040	534	1095	1271	526	710	2366	1236	3676
	31%	31%	38%ac defgi j	32%	33%ag	33%ag	32%	30%	30%	33%g	32%ag	32%	28%	33%ko	34%ko	32%k	30%k	33%ko	31%
National health service/Hospitals/ Healthcare	2790	2440	159	191	775	584	869	710	1146	345	820	476	1019	1117	272	354	2136	626	2698
	24%	24%cd e	27%cd eh	19%	20%	20%	25%cd e	24%	27%ac dehi	22%	25%cd eh	28%ac defhi	26%mn p	29%mn p	17%	16%	28%km np	17%	23%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1741	1517	58	165	584	418	491	432	667	279	548	269	529	590	288	317	1119	605	1756
	15%	15%b	10%	17%b	15%b	15%b	14%b	15%	15%b	18%ab defg	17%ab defg	16%b	14%	15%	18%kl nop	15%	14%	16%kn o	15%
Education/Schools	1644	1484	72	88	469	381	436	364	739	243	539	296	523	741	110	252	1263	361	1516
	14%	15%cd ef	12%cd	9%	12%cd	13%cd	13%cd	13%	17%ab cdef	16%cd ef	17%ab cdef	18%ab cdef	14%mn p	19%kmn op	7%	12%mp	16%km np	10%mp	13%
Inflation/Prices	1604	1342	91	171	545	374	442	351	617	295	543	248	421	569	259	336	990	595	1584
	14%	13%	16%f	17%ad efg	14%e	13%	13%	12%	14%a efgij	19%ad efgij	17%ad efgj	15%	11%	15%ko	17%ko	15%ko	13%k	16%ko	14%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 8
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	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Poverty/Inequality	1536	1286	84	166	556	389	373	289	608	248	491	243	454	561	239	263	1015	502	1524
	13%	13% ^f	15% ^f	17% ^{ad} efg	14% ^{ae} f	14% ^f	11%	10%	14% ^{af}	16% ^{ae} fg	15% ^{af} g	14% ^f	12%	14% ^{kn} o	15% ^{kn} op	12%	13% ^k	13% ^{kn}	13%
Pensions/Social security/Benefits	1318	1125	71	123	443	320	387	317	488	100	342	241	468	485	161	191	953	352	1307
	11%	11% ^h	12% ^h	12% ^h	11% ^h	11% ^h	11% ^h	11%	11% ^{hi}	7%	11% ^h	14% ^{ad} efghi	12% ^{mn} p	12% ^{mn}	10% ^p	9%	12% ^{mnp}	9%	11%
Housing	1192	1035	68	89	312	223	287	220	592	264	463	199	275	390	209	308	665	517	1180
	10%	10% ^{de} f	12% ^{def}	9%	8%	8%	8%	8%	14% ^{ac} defj	17% ^{ab} cdefg ij	14% ^{ac} defj	12% ^{cde} f	7%	10% ^{ko}	13% ^{kl} o	14% ^{klo}	9% ^k	14% ^{kl} o	10%
Low pay/Minimum wage/Fair wages	966	826	53	86	283	197	296	242	387	127	314	187	246	338	166	206	583	372	924
	8%	8% ^{de}	9%	9%	7%	7%	8% ^e	8%	9% ^{ade}	8%	10% ^{ad} egh	11% ^{ade} fghi	6%	9% ^{ko}	11% ^{klo}	9% ^{ko}	8% ^k	10% ^{ko}	8%
Defence/Foreign affairs/International terrorism	965	817	58	90	336	246	292	234	337	53	217	165	362	367	100	122	729	222	950
	8%	8% ^{hi}	10% ^{hi}	9% ^{hi}	9% ^{hi}	9% ^{hi}	8% ^{hi}	8%	8% ^{hi}	3%	7% ^h	10% ^{agh} i	9% ^{mnp}	9% ^{mnp}	6%	6%	9% ^{mnp}	6%	8%
Ageing population/Social care for the elderly	856	724	39	93	256	164	260	221	339	94	262	168	396	299	66	90	695	156	823
	7%	7% ^e	7%	9% ^{ade} h	7% ^e	6%	7% ^e	8%	8% ^{ade} h	6%	8% ^{ad} eh	10% ^{ab} defghi	10% ^{lmn} op	8% ^{mnp}	4%	4%	9% ^{lmn} p	4%	7%
Morality/Individual behaviour/Lifestyle	809	687	56	66	238	172	266	210	305	82	228	145	313	298	82	102	612	184	790
	7%	7% ^{eh}	10% ^{acd} eghi	7%	6%	6%	8% ^{deh}	7%	7% ^h	5%	7% ^h	9% ^{ade} ghi	8% ^{mnp}	8% ^{mnp}	5%	5%	8% ^{mnp}	5%	7%

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

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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	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Common Market/EU/ Europe/Euro/ Constitution	797	718	25	54	217	163	234	208	346	68	242	173	392	249	53	94	640	147	791
	7%	7%bde	4%	5%	6%	6%	7%bh	7%	8%abc	4%	8%bc	10%ab	10%lmn	6%mp	3%	4%	8%lmn	4%	7%
		h							deh		deh	hi	op				p		
Petrol prices/Fuel	737	590	46	100	276	176	254	208	206	63	163	100	235	307	76	114	542	191	688
	6%	6%ghi	8%gh	10%ade	7%aeg	6%gh	7%agh	7%	5%	4%	5%h	6%gh	6%	8%kmn	5%	5%	7%kmn	5%	6%
		i	fg hij	hi	hi	i	i						op				p		
Drug abuse	637	506	19	113	281	168	188	169	169	94	150	56	185	168	139	139	353	278	674
	5%	5%gj	3%	11%abd	7%abe	6%abg	5%bgj	6%	4%	6%abg	5%gj	3%	5%	4%	9%kln	6%klo	5%	7%kln	6%
				efghij	fgj	j				ij					op			o	
Public services in general	617	545	32	40	174	133	201	168	243	93	199	106	204	267	52	90	471	142	583
	5%	5%de	6%	4%	4%	5%	6%d	6%	6%d	6%cd	6%acd	6%cde	5%mp	7%kmn	3%	4%	6%kmn	4%	5%
											eg		op				p		
Taxation	612	519	26	67	210	143	163	137	240	147	214	67	144	224	94	144	369	238	599
	5%	5%j	4%	7%ade	5%ej	5%	5%	5%	6%j	10%abc	7%ade	4%	4%	6%ko	6%ko	7%ko	5%k	6%ko	5%
				fj					defgij	defgij									
Pollution/ Environment	529	453	40	35	148	113	138	98	242	79	183	104	206	213	25	80	418	105	479
	5%	4%d	7%acd	4%	4%	4%	4%	3%	6%acd	5%d	6%acd	6%acd	5%mp	5%mp	2%	4%mp	5%mp	3%mp	4%
		ef	ef						ef		ef	ef							
Population levels/ Overpopulation	522	487	17	18	114	96	164	147	244	70	206	136	219	179	59	55	398	114	493
	4%	5%cde	3%	2%	3%c	3%cd	5%bcd	5%	6%abc	5%cd	6%abc	8%abc	6%mp	5%np	4%np	3%	5%mp	3%	4%
					e				deh		defgh	defgh	p						
Transport/Public transport	365	339	13	12	81	69	112	99	171	60	144	84	139	116	34	73	255	107	355
	3%	3%cde	2%	1%	2%c	2%cd	3%cd	3%	4%acd	4%cde	4%abc	5%abc	4%mp	3%	2%	3%mp	3%mp	3%mp	3%
					e				e		defg	defg							

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 8
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 EAST 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)		
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Local government/ Council tax	334	278	13	44	133	89	77	64	125	56	110	54	100	100	78	56	200	134	350
	3%	3% ^f	2%	4% ^{abfg}	3% ^{aef}	3% ^f	2%	2%	3%	4% ^{afg}	3% ^{afg}	3%	3%	3%	5% ^{klno}	3%	3%	4% ^{klno}	3%
Privatisation	228	203	13	13	63	50	59	46	106	35	90	55	76	93	20	32	170	52	204
	2%	2%	2%	1%	2%	2%	2%	2%	2% ^{acdf}	2%	3% ^{acdf}	3% ^{acdf}	2%	2% ^{mnp}	1%	1%	2% ^{mnp}	1%	2%
Nationalisation/ Government control of institutions	219	168	9	42	88	47	55	47	75	17	55	38	79	78	27	31	157	58	215
	2%	2%	2%	4% ^{abcd}	2% ^{aef}	2%	2%	2%	2% ^h	1%	2% ^h	2% ^h	2%	2%	2%	1%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	177	58	9	110	122	12	26	17	29	9	25	16	73	60	18	23	133	41	176
	2%	1%	2% ^{ae}	11% ^{abcd}	3% ^{abe}	*	1%	1%	1%	1%	1%	1% ^e	2% ^{mnp}	2%	1%	1%	2% ^{np}	1%	2%
Countryside/Rural life	175	158	7	10	39	29	65	57	72	8	46	38	93	55	11	15	149	26	166
	2%	2% ^{deh}	1%	1%	1%	1%	2% ^{deh}	2%	2% ^{deh}	1%	1% ^h	2% ^{acdehi}	2% ^{lmnop}	1% ^{mnp}	1%	1%	2% ^{lmnp}	1%	1%
Animal welfare	136	114	13	9	40	31	50	37	46	14	36	22	46	37	21	30	83	51	139
	1%	1%	2% ^{ade}	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	128	95	8	25	67	43	25	17	36	11	26	15	57	31	25	15	88	40	132
	1%	1%	1%	2% ^{afg}	2% ^{aef}	1% ^{afg}	1%	1%	1%	1%	1%	1%	1% ^{ino}	1%	2% ^{lnp}	1%	1% ^l	1% ⁿ	1%
Pound/Exchange rate/Value of pound	109	93	5	11	39	28	39	33	32	17	28	12	36	46	11	15	82	26	104
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% ^p	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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	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)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	REN TED (NET) (p)			
UNWEIGHTED BASE	11671	10050	605	1016	4121	3105	3466	2861	4084	1583	3005	1422	3945	3129	2283	2174	7074	4457	11671
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	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
Foot and mouth outbreak/Farming crisis	57*	56 1%de	-	1	5	4	34 1%abc deghi	34 1%	17	5	13	8	24 1%	13	5	15 1%	37	20 1% ^m	53
Trade unions/ Strikes	53*	48	2	3	18	15 1%	12	10	22 1%	11 1%	22 1%	11 1%	20 1%	14	8 1%	11 1%	34	19 1%	56
AIDS	49*	45 *f	2	3	14	11	7	6	28 1%af	17 1%acd efg	26 1%ade f	10	13	17	6	14 1%	29	20 1%	49
Bird flu/Pandemic flu/Swine flu	27*	26 *g	1	-	8	8	14 *gi	13	4	3	4	2	8	6	4	9	14	13	28
Northern Ireland	18*	18	-	-	5	5	7	7	6	3	6	4	1	8 *k	3 *k	7 *k	8 *k	9 *k	16
Other	823 7%	707 7%h	59 10%acd eghi	57 6%	245 6%	188 7%	281 8%acd eh	222 8%	297 7%h	81 5%	216 7%h	134 8%hi	342 9%lmn op	252 6%	86 6%	132 6%	593 8%lmn p	219 6%	851 7%
MEAN NUMBER OF MENTIONS	3.17	3.16d e	3.32d efh	3.20d e	3.05e	2.99	3.13e	3.10	3.32a defh	3.11	3.41a cdefg h	3.69a bcdef ghi	3.23m np	3.40k mnop	2.95	2.86	3.32k mnp	2.89	3.12
STANDARD ERROR	0.02	0.02	0.08	0.07	0.03	0.04	0.03	0.04	0.03	0.05	0.04	0.06	0.03	0.04	0.04	0.03	0.03	0.03	0.02
ERROR VARIANCE	*	*	0.01	0.01	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1287 11%	1085 11%gi j	76 13%fg ij	126 13%gi j	501 13%af gij	375 13%af gij	365 10%j	289 10%	421 10%j	184 12%gij	304 9%j	120 7%	342 9%	310 8%	248 16%kl o	354 16%klo	652 8%	602 16%kl o	1375 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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WEIGHTED BASE	11665	10097	581	987	3868	2881	3483	2902	4313	1536	3220	1685	3859	3900	1563	2185	7759	3749	11671
	100%	87%	5%	8%	33%	25%	30%	25%	37%	13%	28%	14%	33%	33%	13%	19%	67%	32%	100%
No answer	11 *	6 *	-	6 1%ade fghij	9 *aef	3 *	1 *	1 *	2 *	1 *	2 *	1 *	4 *	6 *	-	1 *	11 *	1 *	10 *
Personal finances (NET)	3737 32%	3146 31%	195 34%f	395 40%ab defgi j	1266 33%ae f	871 30%	1041 30%	846 29%	1429 33%ae f	586 38%ad efgi	1168 36%ad efg	582 35%ae f	1064 28%	1320 34%ko	568 36%ko	745 34%ko	2384 31%k	1313 35%ko	3655 31%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (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	WORKING STATUS					VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Economy/Economic situation	5498 47%	2609 53%bcd	668 47%cd	2221 42%d	209 37%	318 56%bcd	986 56%gi	1543 48%ir	262 54%gi	4512 46%r	1249 56%gi	281 41%	83 39%	99 46%	597 39%	1385 48%	163 41%	465 37%	2163 58%l	1730 48%	5306 45%
Race relations/ Immigration/ Immigrants	3793 33%	1559 32%d	409 29%	1825 34%abd	140 25%	195 35%bd	792 45%gh	730 23%	129 27%	3001 30%g	921 41%gh	482 70%fg	49 23%	44 21%	483 32%	874 30%	113 29%	376 30%	1254 34%l	991 27%	3805 33%
Unemployment/ Factory closure/ Lack of industry	3648 31%	1619 33%ce	422 30%	1608 30%	293 52%ab	153 27%	410 23%	1266 39%fh	129 27%	3238 33%fh	539 24%	156 23%	84 39%	61 28%	467 30%	905 31%	109 28%	394 31%	1067 29%	1154 32%	3676 31%
National health service/Hospitals/ Healthcare	2790 24%	1192 24%d	365 26%d	1233 23%d	82 14%	132 23%d	455 26%ir	849 26%ir	132 27%r	2335 24%	587 26%ir	145 21%	55 26%	56 26%	280 18%	680 23%	91 23%	243 19%	1138 31%l	818 23%	2698 23%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1741 15%	746 15%	222 16%	773 15%	99 17%c	76 13%	271 16%hj	490 15%h	55 11%	1470 15%h	326 15%h	88 13%	40 19%	28 13%	241 16%	442 15%	64 16%	202 16%	531 14%	581 16%	1756 15%
Education/Schools	1644 14%	746 15%cd	241 17%cd	657 12%d	44 8%	100 18%cd	268 15%r	515 16%ir	105 22%fg	1376 14%r	373 17%fir	64 9%	25 12%	43 20%	131 9%	427 15%	38 10%	100 8%	760 20%l	638 18%	1516 13%
Inflation/Prices	1604 14%	746 15%c	190 14%	667 13%	96 17%c	87 15%	183 10%	485 15%fh	43 9%	1421 14%fh	226 10%	79 12%	39 18%	24 11%	225 15%	437 15%	63 16%	184 15% ^m	437 12%	554 15%	1584 14%
Poverty/Inequality	1536 13%	640 13%	203 14%	693 13%	88 16%	86 15%	105 6%	557 17%fi	77 16%fj	1431 14%fjr	182 8% ^f	56 8%	46 22%	59 27%	186 12%	374 13%	42 11%	214 17% ^m	536 14%	465 13%	1524 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	TOTAL	WORKING STATUS					VOTING											INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671	
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671	
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%	
Pensions/Social security/Benefits	1318	531	176	611	56	60	233	353	61	1085	294	80	26	16	159	345	17	147	501	375	1307	
	11%	11%	12%	11%	10%	11%	13%gi	11%	13%	11%	13%gi	12%	8%	10%	12%	4%	12%	13%	10%	11%		
Housing	1192	525	160	506	63	47	123	390	38	1069	161	68	29	16	184	282	36	125	337	418	1180	
	10%	11%	11%	10%	11%	8%	7%	12%fhi	8%	11%fj	7%	10%fj	14%	7%	12%	10%	9%	10%	9%	12%	10%	
Low pay/Minimum wage/Fair wages	966	494	124	348	65	45	76	350	23	890	99	51	30	20	137	236	31	95	300	324	924	
	8%	10%c	9%c	7%	11%cc	8%	4%	11%fhi	5%	9%fhj	4%	8%fj	14%	9%	9%	8%	8%	8%	8%	9%	8%	
Defence/Foreign affairs/International terrorism	965	399	115	451	42	50	216	213	55	750	271	64	18	18	100	228	31	90	401	248	950	
	8%	8%	8%	8%	7%	9%	12%gi	7%	11%gi	8%g	12%gi	9%g	8%	9%	7%	8%	8%	7%	11%l	7%	8%	
Ageing population/Social care for the elderly	856	345	113	398	20	43	155	236	37	701	192	47	25	18	74	218	32	70	332	193	823	
	7%	7%cd	8%cd	7%cd	4%	8%cd	9%i	7%	8%	7%	9%i	7%	12%	8%	5%	8%	8%	6%	9%l	5%	7%	
Morality/Individual behaviour/Lifestyle	809	332	107	371	35	36	144	170	42	665	185	59	9	15	97	234	26	77	306	230	790	
	7%	7%	8%	7%	6%	6%	8%gi	5%	9%g	7%g	8%gi	9%g	4%	7%	6%	8%	7%	6%	8%l	6%	7%	
Common Market/EU/Europe/Euro/Constitution	797	294	82	421	24	62	199	131	33	598	232	140	9	15	46	169	30	57	304	154	791	
	7%	6%	6%	8%abd	4%	11%abcd	11%ghi	4%	7%g	6%g	10%gh	20%fgh	4%	7%	3%	6%	7%	4%	8%l	4%	7%	
Petrol prices/Fuel	737	374	92	270	29	43	108	218	23	629	131	51	30	10	83	182	20	56	270	254	688	
	6%	8%cd	7%	5%	5%	8%cd	6%	7%	5%	6%	6%	7%	14%	5%	5%	6%	5%	4%	7%l	7%	6%	
Drug abuse	637	244	79	314	52	21	68	235	12	570	80	25	21	9	91	153	17	78	152	212	674	
	5%	5%	6%	6%	9%abc	4%	4%	7%fhi	3%	6%fhj	4%	4%	10%	4%	6%	5%	4%	6%lm	4%	6%	6%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - lm
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (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	WORKING STATUS					VOTING											INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671	
WEIGHTED BASE	11665	4927	1409	5328	568	566	1749	3239	484	9915	2233	684	212	215	1534	2911	395	1260	3728	3621	11671	
	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%	
Public services in general	617	311	92	214	17	38	87	200	22	530	109	29	8	16	49	173	19	50	276	189	583	
	5%	6%cd	7%cd	4%	3%	7%cd	5%	6%i	5%	5%	5%	4%	4%	8%	3%	6%	5%	4%	7%l	5%	5%	
Taxation	612	316	78	218	25	27	85	195	22	527	107	29	19	16	84	137	17	50	210	221	599	
	5%	6%c	6%c	4%	4%	5%	5%	6%i	5%	5%	5%	4%	9%	7%	5%	5%	4%	4%	6%l	6%	5%	
Pollution/Environment	529	238	88	203	22	44	41	146	52	488	93	17	11	58	51	124	13	42	249	129	479	
	5%	5%c	6%cd	4%	4%	8%acd	2%	4%fr	11%fgr	5%fr	4%f	2%	5%	27%	3%	4%	3%	3%	7%l	4%	4%	
Population levels/Overpopulation	522	211	78	233	19	26	116	100	31	406	147	45	8	14	49	138	17	51	183	120	493	
	4%	4%	6%d	4%	3%	5%	7%gi	3%	6%gi	4%g	7%gi	7%gi	4%	7%	3%	5%	4%	4%	5%	3%	4%	
Transport/Public transport	365	164	44	157	18	18	42	129	15	323	57	20	5	11	31	97	10	24	128	114	355	
	3%	3%	3%	3%	3%	3%	2%	4%fij	3%	3%	3%	3%	2%	5%	2%	3%	3%	2%	3%l	3%	3%	
Local government/Council tax	334	139	44	151	22	10	43	96	5	291	48	22	10	5	49	90	12	31	100	100	350	
	3%	3%	3%	3%	4%e	2%	2%	3%h	1%	3%h	2%	3%h	5%	2%	3%	3%	3%	2%	3%	3%	3%	
Privatisation	228	106	38	85	14	15	15	87	9	214	23	12	7	11	18	56	9	21	88	61	204	
	2%	2%	3%c	2%	2%	3%	1%	3%fij	2%	2%fj	1%	2%	3%	5%	1%	2%	2%	2%	2%	2%	2%	
Nationalisation/Government control of institutions	219	91	26	102	13	7	29	60	3	190	32	26	12	4	21	51	9	21	70	56	215	
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	4%fgh	6%	2%	1%	2%	2%	2%	2%	2%	2%	
Scottish/Welsh assembly/Devolution/Constitutional reform	177	66	22	89	3	6	36	42	9	142	45	4	21	5	8	39	8	18	66	28	176	
	2%	1%	2%	2%d	*	1%	2%r	1%	2%	1%	2%r	1%	10%	2%	*	1%	2%	1%	2%	1%	2%	
Countryside/Rural life	175	61	26	88	6	19	48	42	8	127	56	8	2	9	12	39	6	14	65	38	166	
	2%	1%	2%	2%	1%	3%acd	3%gir	1%	2%	1%	3%gi	1%	1%	4%	1%	1%	1%	1%	2%	1%	1%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used.

Respondent type : GB Adults 18+
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ISSUES INDEX (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	WORKING STATUS					VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11671	4149	1249	6273	660	494	1703	3365	454	9968	2157	688	215	204	1568	2840	390	1508	3231	3299	11671
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	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
Animal welfare	136 1%	58 1%	12 1%	66 1%	8 1%	8 1%	19 1%	40 1%	4 1%	117 1%	23 1%	8 1%	-	5 3%	18 1%	33 1%	4 1%	12 1%	42 1%	36 1%	139 1%
Nuclear weapons/ Nuclear war/ Disarmament	128 1%	49 1%	17 1%	63 1%	5 1%	5 1%	14 1%	34 1%	7 2%	113 1%	22 1%	10 1%	8 4%	6 3%	16 1%	26 1%	1 *	14 1%	44 1%	30 1%	132 1%
Pound/Exchange rate/Value of pound	109 1%	50 1%	14 1%	45 1%	5 1%	5 1%	26 1%i	33 1%	2 *	83 1%	28 1%	5 1%	1 *	-	11 1%	25 1%	5 1%	18 1%	34 1%	31 1%	104 1%
Foot and mouth outbreak/Farming crisis	57 *	23 *	4 *	29 1%	4 1%	1 *	8 *	34 1%fij r	2 *	49 *	10 *	1 *	-	-	2 *	8 *	2 *	3 *	6 *	26 1%	53 *
Trade unions/ Strikes	53 *	25 1%	6 *	22 *	-	1 *	15 1%i	19 1%	1 *	39 *	16 1%	5 1%	-	1 1%	3 *	9 *	-	4 *	24 1%	17 *	56 *
AIDS	49 *	24 *	6 *	20 *	2 *	1 *	9 1%	22 1%i	* *	41 *	9 *	-	-	-	6 *	10 *	2 1%	4 *	17 *	22 1%	49 *
Bird flu/Pandemic flu/Swine flu	27 *	10 *	2 *	15 *	5 1%abc e	-	4 *	11 *	-	23 *	4 *	2 *	-	-	4 *	6 *	-	3 *	3 *	7 *	28 *
Northern Ireland	18 *	10 *	2 *	5 *	-	-	3 *	2 *	1 *	15 *	4 *	2 *	-	-	3 *	5 *	2 *	4 *	6 *	8 *	16 *
Other	823 7%	301 6%	103 7%	419 8%a	33 6%	65 11%abc d	126 7%	198 6%	39 8%	697 7%g	165 7%	58 9%g	17 8%	38 18%	107 7%	167 6%	39 10%	96 8%	293 8%	200 6%	851 7%
MEAN NUMBER OF MENTIONS	3.17	3.27c d	3.28c d	3.05	3.05	3.35c d	3.25	3.25i	3.14	3.16	3.23	3.35i	3.63	3.53	2.88	3.15	2.96	2.88	3.47i	3.10	3.12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used.

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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					VOTING											INCOME			CHILD IN HH	UNWTD TOTAL
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)			
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	100%	42%	12%	46%	5%	5%	15%	28%	4%	85%	19%	6%	2%	2%	13%	25%	3%	11%	32%	31%	100%
STANDARD ERROR	0.02	0.03	0.06	0.03	0.08	0.10	0.05	0.03	0.08	0.02	0.04	0.08	0.19	0.14	0.05	0.04	0.10	0.04	0.04	0.03	0.02
ERROR VARIANCE	*	*	*	*	0.01	0.01	*	*	0.01	*	*	0.01	0.03	0.02	*	*	0.01	*	*	*	*
Don't know	1287	465	153	669	75	52	129	294	32	1158	161	48	23	9	287	373	69	177	251	446	1375
	11%	9%	11%	13% ^{ae}	13% ^a	9%	7%	9% ^j	7%	12% ^{fgh}	7%	7%	11%	4%	19%	13%	18%	14% ^m	7%	12%	12%
										jr											
No answer	11	5	3	4	-	-	-	2	-	11	-	-	3	-	1	6	-	2	4	3	10
	*	*	*	*	-	-	-	*	-	*	-	-	1%	-	*	*	-	*	*	*	*
Personal finances (NET)	3737	1721	460	1555	214	190	369	1232	140	3368	508	185	91	90	479	959	120	441	1165	1225	3655
	32%	35% ^c	33% ^c	29%	38% ^{bc}	34%	21%	38% ^{fh}	29% ^{fj}	34% ^{fh}	23% ^f	27% ^{fj}	43%	42%	31%	33%	30%	35% ^m	31%	34%	31%
										ijr											

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

Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

Table 10
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			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Economy/Economic situation	5498	5498	1520	793	1688	540	961	1424	2984	1063	4988	487	987	1966	57	5306
	47%	100%bcd ef	54%cd	46%	45%	56%cd	58%bcd	43%	50%gi	47%g	48%k	39%	50%	52%	50%	45%
Race relations/Immigration/Immigrants	3793	1688	896	613	3793	341	435	752	2144	877	3623	160	565	1260	22	3805
	33%	31%f	32%f	35%ab f	100%abc ef	35%af	26%	23%	36%g	39%gh	35%k	13%	29%	33%ln	19%	33%
Unemployment/Factory closure/Lack of industry	3648	1732	862	588	1046	250	551	1117	2004	516	3019	618	606	1262	39	3676
	31%	32%de	31%de	34%bde	28%	26%	34%bde	34%i	33%i	23%	29%	49%j	31%	33%	34%	31%
National health service/Hospitals/Healthcare	2790	1520	2790	497	896	271	856	669	1482	619	2584	189	588	814	25	2698
	24%	28%d	100%acd ef	29%d	24%	28%d	52%acd e	20%	25%g	27%gh	25%k	15%	30%am	21%	22%	23%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	1741	793	497	1741	613	201	301	508	950	277	1510	219	307	581	15	1756
	15%	14%	18%a	100%abd ef	16%a	21%abd	18%a	15%i	16%i	12%	15%	17%j	16%	15%	13%	15%
Education/Schools	1644	961	856	301	435	181	1644	423	879	325	1488	143	388	514	24	1516
	14%	17%d	31%acd e	17%d	11%	19%d	100%abc de	13%	15%g	14%	14%k	11%	20%am	14%	21%	13%
Inflation/Prices	1604	739	382	303	444	133	228	554	812	235	1351	246	268	584	7	1584
	14%	13%d	14%d	17%abd ef	12%	14%	14%d	17%hi	14%i	10%	13%	20%j	14%	15%n	6%	14%
Poverty/Inequality	1536	634	430	271	379	132	278	429	817	284	1368	159	309	448	37	1524
	13%	12%d	15%ad	16%ad	10%	14%d	17%ade	13%	14%	13%	13%	13%	16%am	12%	33%lm	13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)		VOLUNTARY (n)
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Pensions/Social security/Benefits	1318	611	475	227	540	121	265	268	744	298	1266	50	244	400	13	1307
	11%	11%	17%acd	13%a	14%ae	12%	16%ace	8%	12%g	13%g	12%k	4%	12%	11%	12%	11%
Housing	1192	487	329	195	331	65	200	411	567	213	1019	169	208	426	13	1180
	10%	9%e	12%ade	11%ade	9%	7%	12%ade	12%hi	9%	9%	10%	13%j	11%	11%	11%	10%
Low pay/Minimum wage/Fair wages	966	469	288	222	309	82	156	232	543	191	812	147	191	387	4	924
	8%	9%	10%ad	13%abde	8%	9%	9%	7%	9%g	8%	8%	12%j	10%	10%	4%	8%
Defence/Foreign affairs/International terrorism	965	540	271	201	341	965	181	223	523	214	923	39	164	321	11	950
	8%	10%	10%	12%abd	9%	100%abcd	11%d	7%	9%g	9%g	9%k	3%	8%	8%	10%	8%
Ageing population/Social care for the elderly	856	378	380	197	242	113	209	185	460	203	802	52	144	262	21	823
	7%	7%	14%acd	11%ad	6%	12%ad	13%ad	6%	8%g	9%g	8%k	4%	7%	7%	18%lm	7%
Morality/Individual behaviour/Lifestyle	809	363	204	200	254	106	139	178	477	149	748	57	157	240	17	790
	7%	7%	7%	12%abdf	7%	11%abdf	8%ad	5%	8%g	7%	7%k	4%	8%m	6%	15%lm	7%
Common Market/EU/Europe/Euro/Constitution	797	417	220	122	355	131	135	159	416	214	767	27	92	248	7	791
	7%	8%	8%	7%	9%abc	14%abcd	8%	5%	7%g	9%gh	7%k	2%	5%	7%l	6%	7%
Petrol prices/Fuel	737	389	276	181	274	103	180	171	400	164	663	70	134	285	7	688
	6%	7%	10%ad	10%ad	7%	11%ad	11%ad	5%	7%g	7%g	6%	6%	7%	7%	6%	6%

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Drug abuse	637	253	171	291	178	82	128	232	336	70	501	133	106	204	2	674
	5%	5%	6%ad	17%abdef	5%	9%abd	8%abd	7%hi	6%i	3%	5%	11%j	5%	5%	1%	6%
Public services in general	617	322	268	138	167	75	163	154	343	118	551	61	176	190	11	583
	5%	6%d	10%acd	8%ad	4%	8%ad	10%acd	5%	6%g	5%	5%	5%	9%m	5%	10%	5%
Taxation	612	284	181	144	194	76	113	206	302	103	512	100	92	269	3	599
	5%	5%	7%ad	8%abd	5%	8%ad	7%ad	6%hi	5%	5%	5%	8%j	5%	7%l	2%	5%
Pollution/Environment	529	287	177	90	115	73	152	159	263	100	506	21	115	174	15	479
	5%	5%d	6%ad	5%d	3%	8%acd	9%abcd	5%	4%	4%	5%k	2%	6%	5%	13%lm	4%
Population levels/Overpopulation	522	248	157	125	232	56	104	116	282	122	495	26	100	161	7	493
	4%	5%	6%a	7%ab	6%a	6%	6%a	3%	5%g	5%g	5%k	2%	5%	4%	6%	4%
Transport/Public transport	365	184	150	78	113	47	107	128	174	62	303	62	57	134	8	355
	3%	3%	5%ad	4%ad	3%	5%ad	7%acd	4%hi	3%	3%	3%	5%j	3%	4%	7%	3%
Local government/Council tax	334	157	128	93	110	54	72	108	172	54	288	46	56	112	4	350
	3%	3%	5%ad	5%ad	3%	6%ad	4%ad	3%	3%	2%	3%	4%	3%	3%	3%	3%
Privatisation	228	111	117	45	78	37	63	66	127	34	213	14	61	76	4	204
	2%	2%	4%acd	3%	2%	4%ad	4%acd	2%	2%	1%	2%k	1%	3%lm	2%	3%	2%
Nationalisation/Government control of institutions	219	95	80	38	70	37	48	76	97	47	202	17	31	76	5	215
	2%	2%	3%ad	2%	2%	4%acd	3%ad	2%h	2%	2%	2%	1%	2%	2%	5%l	2%
Scottish/Welsh assembly/Devolution/Constitutional reform	177	90	56	17	45	26	36	55	75	47	176	1	23	58	4	176
	2%	2%cd	2%cd	1%	1%	3%acd	2%cd	2%	1%	2%h	2%k	*	1%	2%	3%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
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			UNWTD TOTAL	
	TOTAL	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)		VOLUNTARY (n)
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
Countryside/Rural life	175	101	61	41	65	38	51	35	89	50	164	11	23	55	1	166
	2%	2%	2%	2%	2%	4%abcd	3%abd	1%	1%	2%gh	2%	1%	1%	1%	1%	1%
Animal welfare	136	58	38	40	45	18	24	38	74	23	127	9	25	40	1	139
	1%	1%	1%	2%abd	1%	2%a	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	128	72	50	33	43	49	31	33	75	20	120	5	24	38	1	132
	1%	1%	2%d	2%d	1%	5%abcd	2%d	1%	1%	1%	1%k	*	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	109	66	52	27	44	31	32	30	62	17	93	15	23	36	-	104
	1%	1%	2%ad	2%	1%	3%abcd	2%ad	1%	1%	1%	1%	1%	1%	1%	-	1%
Foot and mouth outbreak/Farming crisis	57	18	11	7	8	6	7	35	12	10	32	25	9	16	3	53
	*	*	*	*	*	1%d	*	1%hi	*	*	*	2%j	*	*	2%lm	*
Trade unions/ Strikes	53	31	25	19	22	16	17	17	31	6	48	5	10	19	-	56
	*	1%	1%a	1%ad	1%	2%ad	1%a	*	1%	*	*	*	*	*	-	*
AIDS	49	18	21	10	9	8	12	20	26	3	36	14	8	18	-	49
	*	*	1%ad	1%d	*	1%ad	1%ad	1%i	*	*	*	1%j	*	*	-	*
Bird flu/Pandemic flu/Swine flu	27	13	6	8	5	5	4	15	10	2	15	12	3	7	-	28
	*	*	*	*d	*	*d	*	*hi	*	*	*	1%j	*	*	-	*
Northern Ireland	18	6	4	3	10	2	2	4	14	-	14	3	3	7	-	16
	*	*	*	*	*	*	*	*	*i	-	*	*	*	*	-	*
Other	823	293	139	65	238	59	107	212	418	179	771	46	102	251	15	851
	7%	5%c	5%c	4%	6%abc	6%c	6%bc	6%	7%	8%g	7%k	4%	5%	7%	13%lm	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
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			UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	11671	5306	2698	1756	3805	950	1516	3452	5975	2190	10135	1490	1659	3262	96	11671
WEIGHTED BASE	11665	5498	2790	1741	3793	965	1644	3331	6004	2270	10353	1262	1963	3805	115*	11671
	100%	47%	24%	15%	33%	8%	14%	29%	51%	19%	89%	11%	17%	33%	1%*	100%
MEAN NUMBER OF MENTIONS	3.17	3.67	4.52 ^{ad}	4.59 ^{ad}	3.67	4.72 ^{ad}	4.88 ^{abcd}	2.96	3.30 ^{gi}	3.14 ^g	3.21 ^k	2.90	3.35	3.25	3.54	3.12
STANDARD ERROR	0.02	0.03	0.06	0.08	0.04	0.12	0.09	0.03	0.03	0.04	0.02	0.04	0.05	0.04	0.22	0.02
ERROR VARIANCE	*	*	*	0.01	*	0.01	0.01	*	*	*	*	*	*	*	0.05	*
Don't know	1287	247	33	34	178	24	24	427	637	221	1081	197	168	406	4	1375
	11%	4% ^{bcef}	1%	2%	5% ^{bcef}	3% ^b	1%	13% ^{hi}	11%	10%	10%	16% ^j	9%	11% ^{ln}	3%	12%
No answer	11	5	1	1	1	2	1	6	2	4	11	-	4	4	-	10
	*	*	*	*	*	* ^d	*	*	*	*	*	-	*	*	-	*
Personal finances (NET)	3737	1637	919	650	1037	289	545	1096	1948	682	3230	487	678	1293	46	3655
	32%	30% ^d	33% ^{ad}	37% ^{abcd}	27% ^{ef}	30%	33% ^{ad}	33% ⁱ	32%	30%	31%	39% ^j	35%	34%	40%	31%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS													DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Economy/Economic situation	5498	113	252	341	74	219	109	433	64	403	200	66	316	119	3245	855	1451	530	646	5306
	47%	60%fg hijkl mo	61%fg hijkl mo	63%fg hijkl mo	68%fg hijkl mo	63%fg hijkl mo	42%	47%hi	35%	37%	41%	44%	47%hi	49%hi	46%hi	62%qr s	43% s	45% s	39%	45%
Race relations/ Immigration/ Immigrants	3793	38	157	75	24	100	144	478	40	460	200	61	139	33	2143	358	1332	609	664	3805
	33%	20%	38%ac dehlm o	14%	22%	29%ac lm	55%ab cdehi jklmo	51%ab cdehi jklmo	22%cm	42%ac dehlm o	41%ac dehlm o	41%ac dehlm o	21%cm	14%	31%ac hlm	26%	40% p	52% pq s	40% p	33%
Unemployment/ Factory closure/ Lack of industry	3648	36	81	163	30	79	65	248	66	352	180	48	263	80	2270	346	1064	307	563	3676
	31%	19%	20%	30%ab e	28%	23%	25%	27%b efg	36%ab efg	32%ab efg	37%ab cefgo	32%ab e	39%ab cdefg io	33%ab e	32%ab efg	25%	32% pr	26%	34% pq r	31%
National health service/Hospitals/ Healthcare	2790	51	118	188	31	106	67	245	27	207	145	30	150	61	1587	428	792	304	368	2698
	24%	27%hi	29%hi lo	35%fg hikim o	28%hi klo	30%hi klo	26%hi o	26%hi o	15%	19%	30%hi klo	20%	22%h	26%hi	23%hi	31%qr s	24% s	26% qs	22%	23%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1741	23	48	55	16	43	35	143	33	203	80	27	133	43	1042	151	557	176	288	1756
	15%	12%	12%	10%	15%	12%	13%	15% c	18% bc	19% bc eo	17% c	18% c	20% ab cefgo	18% bc	15% c	11%	17% p	15% p	17% p	15%
Education/Schools	1644	47	83	138	29	100	25	122	9	85	44	15	91	44	985	333	352	143	139	1516
	14%	25%fg hijkl o	20%fg hijkl o	26%fg hijkl mo	26%fg hijkl o	29% bf ghijk lmo	10%	13% hij	5%	8%	9%	10%	14% hi j	18% fh ijkl	14% hi j	24% qr s	11% s	12% qs	8%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Inflation/Prices	1604	16	29	58	11	32	34	104	37	185	79	30	165	41	930	122	562	137	287	1584
	14%	8%	7%	11%	10%	9%	13%b	11%b	21%abcdefg	17%abcdego	16%abcdeg	20%abcdego	25%abcdegi	17%abcdeg	13%be	9%	17%pr	12%p	17%pr	14%
Poverty/Inequality	1536	46	45	160	22	48	30	80	34	123	67	16	120	51	879	266	410	108	209	1524
	13%	25%be	11%	30%be	20%bg	14%g	12%	9%	19%bg	11%	14%g	11%	18%bf	21%be	13%g	19%qrs	12%r	9%	13%r	13%
Pensions/Social security/Benefits	1318	20	61	56	16	47	29	112	21	138	56	16	68	29	771	174	394	139	207	1307
	11%	11%	15%lo	10%	15%	13%	11%	12%	11%	13%	12%	11%	10%	12%	11%	13%	12%	12%	12%	11%
Housing	1192	17	28	63	11	33	21	64	20	116	62	13	138	50	695	128	378	84	180	1180
	10%	9%	7%	12%bg	10%	9%	8%	7%	11%	11%bg	13%bg	9%	21%abcdeghijko	21%abcdeghijko	10%g	9%	11%pr	7%	11%r	10%
Low pay/Minimum wage/Fair wages	966	12	10	50	8	25	11	63	24	136	53	18	86	23	548	90	336	73	197	924
	8%	6%b	3%	9%bf	7%b	7%b	4%	7%b	13%abefgo	12%abefgo	11%bfg	12%bfg	13%abefgo	10%bfg	8%bfg	7%	10%pr	6%	12%pqrs	8%
Defence/Foreign affairs/International terrorism	965	23	46	48	13	58	18	74	17	92	46	16	40	22	578	143	268	91	143	950
	8%	12%l	11%l	9%	12%l	17%bcfghijmno	7%	8%	9%	8%	10%l	11%l	6%	9%	8%	10%qrs	8%	8%	9%	8%
Ageing population/Social care for the elderly	856	19	42	51	12	43	31	86	10	56	35	6	52	20	481	136	250	115	101	823
	7%	10%i	10%iko	9%io	11%i	12%hijkl	12%hijkl	9%io	5%	5%	7%	4%	8%i	8%	7%	10%qs	7%qs	10%qs	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Morality/ Individual behaviour/ Lifestyle	809 7%	16 8%hi	38 9%hi	32 6%	13 12%chi k	32 9%hi	22 8%hi	84 9%hio	4 2%	44 4%	30 6%	7 5%	43 6%i	18 8%hi	490 7%hi	110 8% s	213 6% s	103 9% qs	75 4%	790 7%
Common Market/EU/ Europe/Euro/ Constitution	797 7%	22 12%ch ijlo	69 17% cgh ijklmo	31 6%	17 15% ch ijlmo	57 16% cg hijkl mo	40 15% ch ijlmo	100 11% chi jlo	7 4%	57 5%	21 4%	13 9% jkl	27 4%	15 6%	400 6%	157 11% qs	237 7% s	134 12% qs	85 5%	791 7%
Petrol prices/Fuel	737 6%	9 5%	16 4%	21 4%	4 4%	18 5%	16 6%	65 7% bc	17 9% bc	98 9% bce jlmno	29 6%	18 12% abc dejlmo	35 5%	10 4%	442 6% c	57 4%	241 7% p	80 7% p	133 8% p	688 6%
Drug abuse	637 5%	10 5%	18 4%	22 4%	3 3%	11 3%	11 4%	44 5%	26 14% abc defgij lo	94 9% bce fgjo	21 4%	16 11% bcd efgjo	59 9% bc efgjo	24 10% bcd efgjo	358 5%	53 4%	235 7% pr	54 5%	131 8% pr	674 6%
Public services in general	617 5%	20 10% ghi ko	25 6%	73 14% be fghij klo	13 12% bgh iko	28 8% io	19 7% i	45 5%	6 3%	45 4%	40 8% ghi ko	5 3%	50 8% gi o	25 10% ghi ko	322 5%	128 9% qrs	184 6%	63 5%	81 5%	583 5%
Taxation	612 5%	13 7% c	15 4%	18 3%	15 14% bce fghijk o	15 4%	10 4%	44 5%	10 5%	67 6% c	30 6%	8 6%	88 13% ab cefgh ijkl o	25 10% bce fgio	339 5%	62 4%	223 7% pr	54 5%	99 6%	599 5%
Pollution/ Environment	529 5%	21 11% bef ghijkl o	18 4% gi k	75 14% bef ghijkl o	8 7% gi k	21 6% gi jk	5 2%	18 2%	5 3%	17 2%	14 3%	* *	37 5% gi jk	21 9% bfg hijkl o	320 5% gik	118 9% qrs	98 3% rs	23 2%	34 2%	479 4%

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UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
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	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Population levels/ Overpopulation	522	8	28	31	5	27	22	77	2	63	24	7	31	15	258	85	194	95	83	493
	4%	4%h	7%ho	6%ho	5%	8%hlo	9%hlo	8%hijlo	1%	6%ho	5%h	5%h	5%h	6%h	4%	6%	6%	8%qs	5%	4%
Transport/Public transport	365	7	21	22	8	20	8	29	2	23	26	5	46	19	196	71	108	34	49	355
	3%	4%	5%hio	4%i	7%hio	6%ghio	3%	3%	1%	2%	5%ghio	3%	7%fghio	8%cfgio	3%	5%qrs	3%	3%	3%	3%
Local government/ Council tax	334	2	13	18	2	11	6	21	14	56	18	7	30	7	173	40	125	25	81	350
	3%	1%	3%	3%	2%	3%	2%	2%	8%abc defgjmo	5%afg	4%	4%	5%ago	3%	2%	3%	4%r	2%	5%pqr	3%
Privatisation	228	5	3	24	2	11	3	13	3	15	16	2	27	3	116	42	68	15	33	204
	2%	2%	1%	4%bfgimo	2%	3%b	1%	1%	2%	1%	3%bgi	2%	4%bfgimo	1%	2%	3%qr	2%r	1%	2%	2%
Nationalisation/ Government control of institutions	219	3	7	11	3	3	3	19	10	19	11	1	7	2	135	25	57	20	34	215
	2%	1%	2%	2%	3%	1%	1%	2%	5%abc defgijklmo	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	177	5	6	5	3	7	8	13	20	10	3	1	5	4	87	30	56	19	29	176
	2%	3%ijl	1%	1%	3%j	2%	3%ijl	1%	11%abc defgijklmo	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%
Countryside/Rural life	175	7	16	12	2	11	2	17	1	10	5	1	3	1	104	37	35	18	15	166
	2%	4%fijlmo	4%fghijlmo	2%l	1%	3%ijl	1%	2%l	1%	1%	1%	1%	*	1%	1%l	3%qs	1%	2%	1%	1%
Animal welfare	136	1	4	6	-	3	5	9	1	11	6	3	6	3	91	13	32	13	17	139
	1%	*	1%	1%	-	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
Nuclear weapons/ Nuclear war/ Disarmament	128 1%	3 1%	1 *	10 2%b	1 1%	4 1%	5 2%b	11 1%	2 1%	13 1%	8 2%b	1 *	7 1%	3 1%	71 1%	17 1%	41 1%	16 1%	22 1%	132 1%
Pound/Exchange rate/Value of pound	109 1%	3 2%	7 2%	9 2%	5 5%efg hijlo	3 1%	1 *	12 1%	* *	14 1%	5 1%	4 2%	7 1%	3 1%	61 1%	15 1%	36 1%	12 1%	20 1%	104 1%
Foot and mouth outbreak/Farming crisis	57 *	- -	- -	2 *	- -	3 1%g	1 1%g	- -	- -	2 *	1 *	- -	2 *	- -	45 1%g	5 *	6 *	1 *	3 *	53 *
Trade unions/ Strikes	53 *	2 1%	2 1%	3 1%	1 1%	- -	5 2%egi o	6 1%	- -	5 *	3 1%	- -	9 1%eio	2 1%	23 *	5 *	25 1%	9 1%	8 *	56 *
AIDS	49 *	1 *	2 1%	6 1%o	- -	1 *	- -	3 *	1 *	6 1%	1 *	1 1%	11 2%gij o	3 1%o	21 *	9 1%	22 1%r	3 *	7 *	49 *
Bird flu/Pandemic flu/Swine flu	27 *	- -	- -	1 *	- -	- -	- -	2 *	- -	1 *	1 *	- -	4 1%	1 *	19 *	1 *	7 *	2 *	1 *	28 *
Northern Ireland	18 *	1 *	- -	- -	- -	- -	1 *g	- -	- -	4 *	- -	- -	1 *	- -	10 *	1 *	6 *	1 *	4 *	16 *
Other	823 7%	25 13%fh ijklm o	50 12%fh ijklm o	65 12%fh ijklm o	11 10%hil	30 9%hil	13 5%	83 9%hij klo	4 2%	48 4%	25 5%	6 4%	32 5%	16 7%	483 7%hi	159 11%qrs	194 6% _s	95 8%qs	73 4%	851 7%
MEAN NUMBER OF MENTIONS	3.17	3.50i o	3.37o	3.67f ghio	3.84g hio	3.66g hio	3.27	3.27o	3.09	3.14	3.38i o	3.24	3.56g hio	3.55h io	3.08	3.52q rs	3.27s	3.26	3.18	3.12

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

Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	11671	182	407	514	97	338	280	967	202	1126	522	162	678	242	6939	1341	3488	1218	1769	11671
WEIGHTED BASE	11665	188	412	539	109*	348	260	930	181	1089	482	149	671	241	7022	1381	3344	1166	1671	11671
	100%	2%	4%	5%	1%*	3%	2%	8%	2%	9%	4%	1%	6%	2%	60%	12%	29%	10%	14%	100%
STANDARD ERROR	0.02	0.16	0.10	0.11	0.23	0.13	0.14	0.06	0.15	0.06	0.10	0.17	0.09	0.12	0.02	0.06	0.04	0.06	0.05	0.02
ERROR VARIANCE	*	0.03	0.01	0.01	0.05	0.02	0.02	*	0.02	*	0.01	0.03	0.01	0.01	*	*	*	*	*	*
Don't know	1287	13	25	29	4	25	23	71	21	140	46	17	58	19	867	91	332	91	199	1375
	11%	7%	6%	5%	4%	7%	9%	8%	12%bcd	13%abcd	10%cd	11%cd	9%cd	8%	12%bcd	7%	10%pr	8%	12%pq	12%
No answer	11	-	-	-	-	-	-	1	1	-	-	-	-	-	8	-	2	1	1	10
	*	-	-	-	-	-	-	*	*j	-	-	-	-	-	*	-	*	*	*	*
Personal finances (NET)	3737	71	81	226	40	89	65	238	77	401	170	49	306	102	2173	422	1163	299	612	3655
	32%	38%be	20%	42%be	37%be	26%	25%	26%b	43%be	37%be	35%be	33%b	46%be	43%be	31%bg	31%r	35%pr	26%	37%pq	31%
		fg		fgjo	fg				fgo	fgo	fg		fgijk	fgo					r	

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 12
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	11671	1653	1674	2004	1578	2586	2176	11671
WEIGHTED BASE	11665	1719	1799	2350	1666	2309	1821	11671
	100%	15%	15%	20%	14%	20%	16%	100%
Economy/Economic situation	5498	828	682	1407	717	1223	642	5306
	47%	48%	38%	60%	43%	53%	35%	45%
Race relations/Immigration/Immigrants	3793	347	448	709	599	904	786	3805
	33%	20%	25%	30%	36%	39%	43%	33%
Unemployment/Factory closure/Lack of industry	3648	543	687	707	599	558	555	3676
	31%	32%	38%	30%	36%	24%	30%	31%
National health service/Hospitals/Healthcare	2790	335	200	784	361	676	434	2698
	24%	19%	11%	33%	22%	29%	24%	23%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	1741	248	303	355	277	291	267	1756
	15%	14%	17%	15%	17%	13%	15%	15%
Education/Schools	1644	282	130	558	171	370	133	1516
	14%	16%	7%	24%	10%	16%	7%	13%
Inflation/Prices	1604	250	326	277	295	195	261	1584
	14%	15%	18%	12%	18%	8%	14%	14%
Poverty/Inequality	1536	243	200	372	225	293	203	1524
	13%	14%	11%	16%	14%	13%	11%	13%
Pensions/Social security/Benefits	1318	160	144	305	165	296	248	1307
	11%	9%	8%	13%	10%	13%	14%	11%
Housing	1192	182	266	213	206	177	148	1180
	10%	11%	15%	9%	12%	8%	8%	10%
Low pay/Minimum wage/Fair wages	966	143	215	171	201	115	122	924
	8%	8%	12%	7%	12%	5%	7%	8%

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2013
 Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 12
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	11671	1653	1674	2004	1578	2586	2176	11671
WEIGHTED BASE	11665	1719	1799	2350	1666	2309	1821	11671
	100%	15%	15%	20%	14%	20%	16%	100%
Defence/Foreign affairs/ International terrorism	965 8%	136 8%	77 4%	219 9%	126 8%	245 11%	162 9%	950 8%
Ageing population/ Social care for the elderly	856 7%	82 5%	46 3%	203 9%	95 6%	279 12%	150 8%	823 7%
Morality/ Individual behaviour/ Lifestyle	809 7%	108 6%	67 4%	214 9%	83 5%	223 10%	114 6%	790 7%
Common Market/EU/ Europe/Euro/ Constitution	797 7%	90 5%	57 3%	146 6%	73 4%	293 13%	137 8%	791 7%
Petrol prices/Fuel	737 6%	89 5%	110 6%	163 7%	147 9%	120 5%	107 6%	688 6%
Drug abuse	637 5%	85 5%	168 9%	90 4%	105 6%	80 3%	109 6%	674 6%
Public services in general	617 5%	110 6%	48 3%	192 8%	65 4%	116 5%	86 5%	583 5%
Taxation	612 5%	109 6%	116 6%	118 5%	119 7%	86 4%	64 4%	599 5%
Pollution/ Environment	529 5%	93 5%	38 2%	169 7%	52 3%	134 6%	42 2%	479 4%
Population levels/ Overpopulation	522 4%	42 2%	40 2%	127 5%	82 5%	141 6%	90 5%	493 4%
Transport/Public transport	365 3%	60 3%	48 3%	86 4%	49 3%	75 3%	47 3%	355 3%
Local government/ Council tax	334 3%	37 2%	55 3%	59 2%	77 5%	55 2%	51 3%	350 3%

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	11671	1653	1674	2004	1578	2586	2176	11671
WEIGHTED BASE	11665	1719	1799	2350	1666	2309	1821	11671
	100%	15%	15%	20%	14%	20%	16%	100%
Privatisation	228	29	28	62	34	39	36	204
	2%	2%	2%	3%	2%	2%	2%	2%
Nationalisation/ Government control of institutions	219	36	18	41	29	52	42	215
	2%	2%	1%	2%	2%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	177	25	17	37	19	57	23	176
	2%	1%	1%	2%	1%	2%	1%	2%
Countryside/Rural life	175	10	11	45	23	60	26	166
	2%	1%	1%	2%	1%	3%	1%	1%
Animal welfare	136	18	26	25	20	28	20	139
	1%	1%	1%	1%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	128	21	13	21	17	34	21	132
	1%	1%	1%	1%	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	109	25	15	22	17	21	10	104
	1%	1%	1%	1%	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	57	4	17	9	10	7	10	53
	*	*	1%	*	1%	*	1%	*
Trade unions/ Strikes	53	8	6	9	10	10	10	56
	*	*	*	*	1%	*	1%	*
AIDS	49	12	9	7	9	6	5	49
	*	1%	1%	*	1%	*	*	*
Bird flu/Pandemic flu/Swine flu	27	5	9	2	6	3	3	28
	*	*	*	*	*	*	*	*

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	11671	1653	1674	2004	1578	2586	2176	11671
WEIGHTED BASE	11665	1719	1799	2350	1666	2309	1821	11671
	100%	15%	15%	20%	14%	20%	16%	100%
Northern Ireland	18	3	4	4	3	1	2	16
	*	*	*	*	*	*	*	*
Other	823	122	60	181	67	271	122	851
	7%	7%	3%	8%	4%	12%	7%	7%
MEAN NUMBER OF MENTIONS	3.17	3.01	2.80	3.52	3.20	3.33	3.03	3.12
STANDARD ERROR	0.02	0.04	0.04	0.05	0.05	0.04	0.04	0.02
ERROR VARIANCE	*	*	*	*	*	*	*	*
Don't know	1287	247	330	167	169	142	232	1375
	11%	14%	18%	7%	10%	6%	13%	12%
No answer	11	3	-	1	1	3	3	10
	*	*	*	*	*	*	*	*
Personal finances (NET)	3737	572	669	738	640	569	548	3655
	32%	33%	37%	31%	38%	25%	30%	31%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 13
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Economy/Economic situation	5498	501	505	500	454	484	493	489	416	448	438	387	381
	47%	52%	52%	52%	49%	49%	50%	51%	43%	45%	44%	40%	39%
Race relations/ Immigration/ Immigrants	3793	217	258	281	291	340	345	324	369	313	357	338	358
	33%	22%	26%	29%	31%	34%	35%	34%	38%	32%	36%	35%	37%
Unemployment/ Factory closure/ Lack of industry	3648	283	267	265	312	316	317	324	319	323	323	317	281
	31%	29%	27%	28%	33%	32%	32%	34%	33%	33%	32%	33%	29%
National health service/Hospitals/ Healthcare	2790	199	181	257	220	235	255	247	278	224	248	236	210
	24%	21%	19%	27%	23%	24%	26%	26%	29%	23%	25%	24%	22%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	1741	169	132	140	138	110	184	157	152	156	137	124	142
	15%	18%	14%	15%	15%	11%	19%	16%	16%	16%	14%	13%	15%
Education/Schools	1644	117	139	124	111	129	151	139	144	133	183	154	121
	14%	12%	14%	13%	12%	13%	15%	14%	15%	13%	18%	16%	12%
Inflation/Prices	1604	135	131	133	124	99	119	104	116	113	191	171	167
	14%	14%	13%	14%	13%	10%	12%	11%	12%	11%	19%	17%	17%
Poverty/Inequality	1536	103	137	109	129	110	148	90	132	133	150	155	140
	13%	11%	14%	11%	14%	11%	15%	9%	14%	13%	15%	16%	14%
Pensions/Social security/Benefits	1318	99	102	93	116	127	136	117	125	88	112	105	99
	11%	10%	11%	10%	12%	13%	14%	12%	13%	9%	11%	11%	10%
Housing	1192	83	106	86	112	99	90	68	135	95	103	86	130
	10%	9%	11%	9%	12%	10%	9%	7%	14%	10%	10%	9%	13%
Low pay/Minimum wage/Fair wages	966	68	74	60	66	67	90	74	88	83	88	95	114
	8%	7%	8%	6%	7%	7%	9%	8%	9%	8%	9%	10%	12%

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BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Defence/Foreign affairs/ International terrorism	965 8%	36 4%	90 9%	50 5%	68 7%	62 6%	111 11%	91 9%	75 8%	212 21%	79 8%	53 5%	40 4%
Ageing population/ Social care for the elderly	856 7%	76 8%	43 4%	67 7%	73 8%	83 8%	76 8%	71 7%	74 8%	64 7%	82 8%	77 8%	69 7%
Morality/ Individual behaviour/ Lifestyle	809 7%	72 7%	67 7%	68 7%	56 6%	61 6%	90 9%	79 8%	60 6%	82 8%	53 5%	77 8%	45 5%
Common Market/EU/ Europe/Euro/ Constitution	797 7%	55 6%	92 9%	62 7%	63 7%	86 9%	70 7%	59 6%	64 7%	52 5%	66 7%	66 7%	62 6%
Petrol prices/Fuel	737 6%	43 4%	42 4%	62 7%	48 5%	60 6%	64 7%	71 7%	70 7%	49 5%	101 10%	73 7%	55 6%
Drug abuse	637 5%	44 5%	42 4%	40 4%	44 5%	51 5%	74 8%	52 5%	64 7%	80 8%	55 6%	46 5%	44 5%
Public services in general	617 5%	46 5%	51 5%	55 6%	57 6%	56 6%	67 7%	41 4%	61 6%	42 4%	44 4%	46 5%	52 5%
Taxation	612 5%	24 2%	37 4%	55 6%	47 5%	62 6%	65 7%	66 7%	61 6%	60 6%	43 4%	43 4%	50 5%
Pollution/ Environment	529 5%	46 5%	40 4%	31 3%	34 4%	43 4%	47 5%	45 5%	41 4%	43 4%	47 5%	45 5%	64 7%
Population levels/ Overpopulation	522 4%	67 7%	37 4%	37 4%	39 4%	40 4%	46 5%	38 4%	31 3%	35 4%	44 4%	48 5%	61 6%
Transport/Public transport	365 3%	22 2%	28 3%	24 3%	26 3%	28 3%	38 4%	38 4%	26 3%	34 3%	32 3%	29 3%	41 4%
Local government/ Council tax	334 3%	30 3%	32 3%	22 2%	24 3%	18 2%	47 5%	30 3%	20 2%	29 3%	22 2%	31 3%	28 3%

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ISSUES INDEX (FINAL)

Table 13
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2013 WK 01	2013 WK 05	2013 WK 09	2013 WK 14	2013 WK 18	2013 WK 22	2013 WK 26	2013 WK 31	2013 WK 35	2013 WK 41	2013 WK 44	2013 WK 48
UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Privatisation	228	10	10	8	23	15	11	20	16	16	46	27	25
	2%	1%	1%	1%	3%	2%	1%	2%	2%	2%	5%	3%	3%
Nationalisation/ Government control of institutions	219	12	8	15	18	15	32	28	17	20	17	18	18
	2%	1%	1%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	177	7	14	9	5	19	15	22	18	8	21	14	26
	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	3%
Countryside/Rural life	175	16	10	11	12	10	18	20	18	21	18	12	8
	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%
Animal welfare	136	11	9	9	8	9	15	14	11	16	17	5	10
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	128	8	7	5	13	12	17	7	12	16	9	13	9
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Pound/Exchange rate/Value of pound	109	5	13	9	6	7	20	15	12	5	7	6	5
	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%	1%
Foot and mouth outbreak/Farming crisis	57	4	2	1	8	3	6	3	3	2	12	11	3
	*	*	*	*	1%	*	1%	*	*	*	1%	1%	*
Trade unions/ Strikes	53	2	1	3	12	2	2	7	1	4	9	10	1
	*	*	*	*	1%	*	*	1%	*	*	1%	1%	*
AIDS	49	3	5	7	3	4	5	3	1	4	8	7	-
	*	*	1%	1%	*	*	1%	*	*	*	1%	1%	-
Bird flu/Pandemic flu/Swine flu	27	2	3	2	3	1	2	6	2	5	1	-	1
	*	*	*	*	*	*	*	1%	*	1%	*	-	*

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	11671	965	973	966	936	1003	982	956	967	970	975	998	980
WEIGHTED BASE	11665	967	976	955	936	989	983	966	960	988	994	977	975
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%
Northern Ireland	18	3	3	4	1	1	-	-	1	-	-	4	1
	*	*	*	*	*	*	-	-	*	-	-	*	*
Other	823	36	35	74	60	78	98	67	73	66	65	81	91
	7%	4%	4%	8%	6%	8%	10%	7%	8%	7%	7%	8%	9%
MEAN NUMBER OF MENTIONS	3.17	2.88	2.96	3.00	3.14	3.10	3.52	3.25	3.37	3.21	3.33	3.19	3.12
STANDARD ERROR	0.02	0.06	0.05	0.05	0.06	0.06	0.08	0.07	0.07	0.06	0.08	0.07	0.06
ERROR VARIANCE	*	*	*	*	*	*	0.01	0.01	0.01	*	0.01	*	*
Don't know	1287	122	123	88	113	123	96	110	132	93	86	105	95
	11%	13%	13%	9%	12%	12%	10%	11%	14%	9%	9%	11%	10%
No answer	11	3	8	-	-	-	-	-	-	-	-	-	-
	*	*	1%	-	-	-	-	-	-	-	-	-	-
Personal finances (NET)	3737	283	291	284	293	265	312	266	307	304	391	377	364
	32%	29%	30%	30%	31%	27%	32%	27%	32%	31%	39%	39%	37%

Respondent type : GB Adults 18+
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	24	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	25	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	26	6	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	27	6	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	28	6	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	29	6	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671

	Page	Table	Title	Base Description	Base
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671

	Page	Table	Title	Base Description	Base
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	47	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	48	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	49	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	50	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	51	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	52	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	53	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	54	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
●	55	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671

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●	56	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	57	12	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
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	59	12	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
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	61	13	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	62	13	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	63	13	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671
	64	13	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11671