

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	11777	5965	5812	1645	1739	1747	1867	1966	2813	3384	3614	4779	5131	6646	2466	3737	2443	3131	6203	5574	11777
WEIGHTED BASE	11791	5745	6046	1614	2000	1931	2045	1660	2539	3615	3976	4199	5546	6245	3138	3229	2543	2880	6367	5424	11777
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Race relations/ Immigration/ Immigrants	2570	1261	1309	221	330	317	472	474	756	551	789	1230	867	1702	529	712	688	640	1241	1329	2588
	22%	22%	22%	14%	17% ^c	16% ^c	23% ^{cd}	29% ^{cd}	30% ^{cd}	15% ^c	20% ^{cd}	29% ^{cd}	16%	27%	17%	22% ^{lp}	27% ^{lm}	22% ^{lp}	19% ^l	24% ^{lm}	22%
							ej	efij	efij		ei	efij				opq				op	
Economy/Economic situation	1946	1140	806	226	300	389	399	279	353	526	788	632	915	1031	755	603	319	270	1357	589	1864
	17%	20% ^b	13%	14%	15%	20% ^{cd}	20% ^{cd}	17% ^{ch}	14%	15%	20% ^{cd}	15% ^h	17%	17%	24% ^{mn}	19% ^{no}	13% ^{oq}	9%	21% ^{mn}	11% ^o	16%
						ghik	ghik	ik			ghik				opq	q			oq		
Unemployment/ Factory closure/ Lack of industry	1277	665	613	287	247	205	243	134	162	533	448	296	738	539	238	300	307	433	538	740	1329
	11%	12% ^b	10%	18% ^{de}	12% ^{gh}	11% ^{gh}	12% ^{ghk}	8% ^{hk}	6%	15% ^{de}	11% ^{ghk}	7% ^h	13%	9%	8%	9% ^{lp}	12% ^{lm}	15% ^{lmn}	8%	14% ^{lm}	11%
				fghij	k	k	ghjk	hk		fghjk	ghjk	h	ij		p	q	pq			np	
National health service/Hospitals/ Healthcare	719	255	464	65	107	135	132	109	172	172	267	280	308	412	238	192	148	140	431	289	705
	6%	4%	8% ^a	4%	5%	7% ^{ci}	6% ^{ci}	7% ^{ci}	7% ^{ci}	5%	7% ^{ci}	7% ^{ci}	6%	7%	8% ^{mno}	6%	6%	5%	7% ^{moq}	5%	6%
															pq						
Poverty/Inequality	622	260	362	89	95	119	109	108	103	184	228	211	303	320	192	180	99	150	373	250	625
	5%	5%	6% ^a	6% ^h	5%	6% ^h	5%	6% ^{dhi}	4%	5%	6% ^h	5% ^h	5%	5%	6% ^{nq}	6% ^{nq}	4%	5% ^{nq}	6% ^{nq}	5% ⁿ	5%
								k													
Defence/Foreign affairs/ International terrorism	435	185	250	48	58	62	58	65	144	106	119	209	168	267	133	130	95	77	263	172	419
	4%	3%	4% ^a	3%	3%	3%	3%	4%	6% ^{cde}	3%	3%	5% ^{cde}	3%	4%	4% ^{oq}	4% ^{oq}	4% ^o	3%	4% ^{oq}	3% ^o	4%
									fgijk			fgij									
Inflation/Prices	363	192	171	48	100	78	55	38	43	148	134	81	226	136	55	103	87	117	158	205	375
	3%	3%	3%	3% ^{hk}	5% ^{cfg}	4% ^{fgh}	3% ^h	2%	2%	4% ^{cfg}	3% ^{fgh}	2%	4%	2%	2%	3% ^{lp}	3% ^{lp}	4% ^{lp}	2% ^l	4% ^{lp}	3%
					hijk	jk				hk	k										
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	320	148	171	56	67	59	49	33	55	123	108	88	182	138	39	74	83	124	113	207	335
	3%	3%	3%	3% ^{ghk}	3% ^{ghk}	3% ^k	2%	2%	2%	3% ^{ghk}	3%	2%	3%	2%	1%	2% ^{lp}	3% ^{lmp}	4% ^{lmp}	2% ^l	4% ^{lmp}	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 Source : Ipsos MORI (JN Q218)



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UNWEIGHTED BASE	11777	5965	5812	1645	1739	1747	1867	1966	2813	3384	3614	4779	5131	6646	2466	3737	2443	3131	6203	5574	11777
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Common Market/EU/ Europe/Euro/ Constitution	288	195	93	12	23	30	38	58	126	35	68	185	65	223	106	74	52	57	179	108	292
	2%	3% ^b	2%	1%	1%	2% ^c	2% ^{ci}	4% ^{cde}	5% ^{cde}	1%	2% ^{ci}	4% ^{cde}	1%	4%	3% ^{mno}	2%	2%	2%	3% ^{moq}	2%	2%
Education/Schools	261	91	170	53	49	55	53	21	31	102	108	51	157	104	109	78	33	41	187	74	238
	2%	2%	3% ^a	3% ^{ghk}	2% ^{ghk}	3% ^{ghk}	3% ^{ghk}	1%	1%	3% ^{ghk}	3% ^{ghk}	1%	3%	2%	3% ^{mno}	2% ^{noq}	1%	1%	3% ^{mno}	1%	2%
Low pay/Minimum wage/Fair wages	257	125	132	51	47	57	53	21	28	98	110	49	155	102	55	71	63	69	126	131	256
	2%	2%	2%	3% ^{ghk}	2% ^{ghk}	3% ^{ghk}	3% ^{ghk}	1%	1%	3% ^{ghk}	3% ^{ghk}	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Pensions/Social security/Benefits	228	87	141	24	72	35	27	31	38	97	62	69	132	96	59	70	36	63	129	98	222
	2%	2%	2% ^a	2%	4% ^{cef}	2%	1%	2%	1%	3% ^{cfh}	2%	2%	2%	2%	2%	2% ⁿ	1%	2% ^{nq}	2%	2%	2%
Housing	206	75	131	32	58	30	29	28	29	90	59	57	120	86	48	46	52	59	94	112	204
	2%	1%	2% ^a	2% ^h	3% ^{efg}	2%	1%	2%	1%	2% ^{efh}	1%	1%	2%	1%	2%	1%	2%	2%	1%	2% ^{mp}	2%
Ageing population/ Social care for the elderly	205	72	134	13	17	23	34	35	84	30	57	119	52	153	62	60	44	39	122	83	213
	2%	1%	2% ^a	1%	1%	1%	2% ^{cdi}	2% ^{cde}	3% ^{cde}	1%	1% ⁱ	3% ^{cde}	1%	2%	2%	2%	2%	1%	2%	2%	2%
Morality/ Individual behaviour/ Lifestyle	186	75	112	13	21	42	31	27	52	34	73	80	76	111	64	61	25	36	125	61	182
	2%	1%	2% ^a	1%	1%	2% ^{cdi}	1%	2% ^{ci}	2% ^{cdi}	1%	2% ^{cdi}	2% ^{cdi}	1%	2%	2% ^{noq}	2% ^{nq}	1%	1%	2% ^{noq}	1%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	186	104	82	22	35	22	33	24	50	57	55	74	79	107	55	52	33	46	107	79	198
	2%	2%	1%	1%	2%	1%	2%	1%	2% ^e	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%
Pollution/ Environment	178	80	98	22	19	39	32	26	40	41	71	66	81	98	67	53	30	28	120	58	172
	2%	1%	2%	1%	1%	2% ^{di}	2%	2%	2%	1%	2% ^{di}	2%	1%	2%	2% ^{noq}	2% ^{oq}	1%	1%	2% ^{noq}	1%	1%

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UNWEIGHTED BASE	11777	5965	5812	1645	1739	1747	1867	1966	2813	3384	3614	4779	5131	6646	2466	3737	2443	3131	6203	5574	11777
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Population levels/ Overpopulation	146	63	82	12	18	29	22	28	36	30	52	64	59	86	37	39	28	42	75	70	150
	1%	1%	1%	1%	1%	2%i	1%	2%cdi	1%i	1%	1%	2%ci	1%	1%	1%	1%	1%	1%	1%	1%	1%
Taxation	115	71	45	32	27	27	12	5	11	59	39	16	87	29	22	33	28	32	55	60	118
	1%	1%b	1%	2%fgh	1%fgh	1%fgh	1%	*	*	2%fgh	1%fgh	*	2%	*	1%	1%	1%	1%	1%	1%	1%
Drug abuse	114	54	60	29	28	25	10	8	14	57	35	23	81	33	10	21	31	52	31	83	118
	1%	1%	1%	2%fgh	1%fgh	1%fgh	*	*	1%	2%fgh	1%f	1%	1%	1%	*	1%p	1%lmp	2%lmp	*	2%lmp	1%
Public services in general	101	48	53	6	25	18	26	12	14	31	44	26	49	52	47	33	13	8	79	22	95
	1%	1%	1%	*	1%chi	1%	1%chk	1%	1%	1%c	1%chk	1%	1%	1%	1%noq	1%oq	1%	*	1%mmo	*	1%
Nationalisation/ Government control of institutions	54	32	23	6	9	6	12	9	13	14	18	22	20	34	15	8	19	13	22	32	53
	*	1%	*	*	*	*	1%	1%	1%	*	*	1%	*	1%	*	*	1%mp	*	*m	1%mp	*
Local government/ Council tax	46	26	20	14	6	10	6	2	7	20	16	10	31	15	2	9	16	19	11	34	44
	*	*	*	1%fgh	*	1%	*	*	*	1%gk	*	*	1%	*	*	*p	1%lp	1%lmp	*	1%lmp	*
Transport/Public transport	36	22	14	9	16	1	3	2	6	25	3	8	25	11	4	8	9	15	12	24	35
	*	*	*	1%efj	1%efg	*	*	*	*	1%efg	*	*	*	*	*	*	*	1%lp	*	*lp	*
Petrol prices/Fuel	31	17	14	5	7	5	5	2	7	12	10	9	17	14	4	7	11	8	11	20	32
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*p	*	*	*	*
Bird flu/Pandemic flu/Swine flu/ Ebola	28	13	15	9	4	6	5	1	4	12	11	5	18	10	11	1	6	10	12	16	24
	*	*	*	1%gk	*	*	*	*	*	*	*	*	*	*	*mp	*	*m	*m	*m	*m	*m
Nuclear weapons/ Nuclear war/ Disarmament	26	14	13	4	10	4	-	3	5	14	4	8	18	8	7	2	8	9	9	18	22
	*	*	*	*f	1%fj	*	-	*	*	*fj	*	*	*	*	*	*	*m	*m	*m	*mp	*

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Privatisation	24*	14*	10*	7*	5*	3*	3*	5*	2*	12*	5*	7*	15*	10*	7*	8*	5*	5*	15*	10*	23*
				*hj	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Animal welfare	22*	7*	15*	8*	7*	*efg	*efj	*efg	*j	16*	*efg	*j	16*	6*	7*	5*	2*	8*	12*	11*	20*
				1%efg	*efj	*	*	*	*j	*efg	*	*j	*	*	*	*	*	*	*	*	*
Countryside/Rural life	17*	7*	10*	4*	4*	3*	2*	1*	3*	8*	5*	4*	11*	6*	3*	9*	1*	3*	13*	4*	15*
				*	*	*	*	*	*	*	*	*	*	*	*	*nq	*	*	*	*	*
AIDS	15*	7*	7*	4*	6*	2*	1*	-*	2*	10*	2*	2*	12*	3*	3*	4*	3*	5*	6*	8*	16*
				*gjk	*gjk	*	*	*	*	*gjk	*	*	*	*	*	*	*	*	*	*	*
Trade unions/ Strikes	7*	4*	3*	1*	1*	1*	1*	1*	2*	2*	2*	2*	4*	3*	-*	2*	1*	3*	2*	5*	10*
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Pound/Exchange rate/Value of pound	6*	3*	3*	2*	1*	-*	-*	1*	2*	3*	-*	3*	3*	3*	3*	1*	-*	2*	3*	2*	7*
				*j	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Foot and mouth outbreak/Farming crisis	3*	1*	2*	1*	-*	-*	-*	-*	2*	1*	-*	2*	1*	2*	-*	2*	1*	-*	2*	1*	4*
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Northern Ireland	2*	-*	2*	-*	1*	-*	-*	-*	1*	1*	-*	1*	1*	1*	-*	1*	1*	-*	1*	1*	2*
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	247	129	118	28	42	35	49	31	62	70	84	94	104	143	96	61	43	47	157	90	250
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3% pq	2% mno	2% n	2% o	2% p	2% q	2% mn
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 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 *

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

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Don't know	504	204	300	150	138	62	43	37	74	288	105	111	350	153	54	122	120	207	177	327	523
	4%	4%	5% ^a	9% ^{def} ghijk	7% ^{efg} hjk	3%	2%	2%	3%	8% ^{def} ghjk	3% ^f	3%	6%	2%	2%	4% ^{lp}	5% ^{lp}	7% ^{lmn} pq	3% ^l p	6% ^{lmn} p	4%
Personal finances (NET)	1273	593	680	194	248	259	223	168	181	442	482	349	701	572	307	361	260	345	668	605	1288
	11%	10%	11%	12% ^{hk} k	12% ^{gh} k	13% ^{fg} hjk	11% ^{hk}	10% ^{hk}	7%	12% ^{gh} k	12% ^{fgh} k	8% ^h	13%	9%	10%	11% ^p	10%	12% ^{lp} q	10%	11%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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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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	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Race relations/ Immigration/ Immigrants	2570	2335	108	127	757	630	905	797	908	200	658	459	987	735	392	423	1722	815	2588
	22%	23% ^{bc} dghi	19% ^{ch}	12%	20% ^{ch}	22% ^{cd} h	25% ^{ab} cdegh i	26%	21% ^{ch} i	13%	21% ^{ch}	27% ^{ab} cdegh i	26% ^{lm} nop	19%	23% ^{ln} p	18%	23% ^{ln} p	20% ⁿ	22%
Economy/Economic situation	1946	1656	114	176	668	492	551	437	728	182	518	336	630	800	169	326	1430	496	1864
	17%	16% ^{fh} hi	20% ^{af} hi	17% ^h	17% ^{fh}	17% ^{fh}	15% ^h	14%	17% ^{fh} i	12%	16% ^h	20% ^{ad} efghi	17% ^{mn} p	21% ^{km} nop	10%	14% ^{mp}	19% ^{km} np	12% ^m	16%
Unemployment/ Factory closure/ Lack of industry	1277	1071	76	131	479	348	442	367	356	190	293	103	368	363	240	280	731	520	1329
	11%	11% ^{gi} j	13% ^{gi} j	13% ^{ag} ij	12% ^{ag} ij	12% ^{ag} ij	12% ^{ag}	12%	8% ^j j	12% ^{agi}	9% ^{gj}	6%	10%	10%	14% ^{kl} o	12% ^{kl} o	10%	13% ^{kl} o	11%
National health service/Hospitals/ Healthcare	719	621	44	55	211	156	260	216	249	94	182	88	237	268	90	113	505	202	705
	6%	6%	8% ^d	5%	5%	5%	7% ^{ade} gij	7%	6%	6%	6%	5%	6% ^{np}	7% ^{mnp}	5%	5%	7% ^{mnp}	5%	6%
Poverty/Inequality	622	499	33	91	257	166	148	115	218	89	159	70	171	217	101	124	388	226	625
	5%	5% ^f	6% ^f	9% ^{abd} efghi j	7% ^{aef} gij	6% ^{afj}	4%	4%	5% ^f	6% ^{fi}	5%	4%	4%	6% ^{ko}	6% ^k	5%	5% ^k	6% ^k	5%
Defence/Foreign affairs/ International terrorism	435	359	38	38	143	104	145	108	147	15	99	84	192	135	53	47	327	100	419
	4%	4% ^h	7% ^{acd} efghi	4% ^h	4% ^h	4% ^h	4% ^h	3%	3% ^{hi}	1%	3% ^h	5% ^{adg} hi	5% ^{lmn} op	4% ^{np}	3% ^{np}	2%	4% ^{lmn} p	2%	4%
Inflation/Prices	363	322	7	34	104	70	98	91	161	110	143	33	55	115	59	129	170	188	375
	3%	3% ^{bej}	1%	3% ^{bj}	3% ^b	2%	3% ^b	3%	4% ^{abd} efj	7% ^{abc} defgi	4% ^{abd} efgj	2%	1%	3% ^{ko}	3% ^{ko}	6% ^{klm} op	2% ^k	5% ^{klm} o	3%

Proportions/Mean: 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 2014
Number of sample points : 180
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 2
Q.PL01
What would you say is the most important issue 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)	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	320 3%	293 3%b	6 1%	20 2%	108 3%b	87 3%b	89 2%b	83 3%	123 3%bj	77 5%abc defgi j	112 4%abc fgj	36 2%	66 2%	88 2%	76 4%klo	89 4%klo	155 2%	164 4%klo	335 3%
Common Market/EU/ Europe/Euro/ Constitution	288 2%	266 3%cde h	13 2%c	9 1%	67 2%c	59 2%cdh	95 3%cdh	82 3%	126 3%cde h	18 1%	86 3%cdh	67 4%acd efghi	164 4%lmn op	76 2%mp	21 1%	27 1%	240 3%lmn p	48 1%	292 2%
Education/Schools	261 2%	237 2%cf	13 2%	11 1%	84 2%c	72 3%cdf	65 2%	52 2%	113 3%cf	46 3%acf	81 3%c	35 2%	64 2%	116 3%kmo p	20 1%	58 3%kmp	180 2%km	78 2%mp	238 2%
Low pay/Minimum wage/Fair wages	257 2%	229 2%de	8 1%	20 2%	70 2%	50 2%	83 2%	75 2%	104 2%j	48 3%abd egij	77 2%j	29 2%	53 1%	85 2%ko	52 3%ko	63 3%ko	137 2%k	115 3%ko	256 2%
Pensions/Social security/Benefits	228 2%	208 2%cgh i	9 1%	11 1%	90 2%cgh i	79 3%acd fghij	70 2%hi	62 2%	68 2%hi	14 1%	39 1%	24 1%	69 2%	70 2%	36 2%	51 2%	139 2%	87 2%	222 2%
Housing	206 2%	198 2%bcd ef	3 1%	5 1%	30 1%	25 1%	54 1%bcd e	51 2%	122 3%abc defj	85 6%abc defgi j	110 3%abc defgj	25 1%cd	42 1%	43 1%	39 2%klo	72 3%klo	85 1%	111 3%klm o	204 2%
Ageing population/ Social care for the elderly	205 2%	182 2%	9 2%	14 1%	57 1%	43 2%	74 2%	65 2%	75 2%	22 1%	52 2%	30 2%	99 3%lmn op	59 2%n	29 2%np	18 1%	158 2%lnp	47 1%np	213 2%
Morality/ Individual behaviour/ Lifestyle	186 2%	157 2%	16 3%ade f	14 1%	52 1%	38 1%	58 2%	43 1%	76 2%	22 1%	62 2%ah	40 2%ade	75 2%np	65 2%np	25 1%np	18 1%	140 2%np	43 1%np	182 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 2014
Number of sample points : 180
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 2
Q.PL01
What would you say is the most important issue 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)	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	186 2%	41 *	4 1%e	140 14%abd efghij	147 4%abe fghij	7 *	19 1%	15 *	20 *	4 *	17 1%h	13 1%ae	76 2%np	61 2%n	25 1%	21 1%	137 2%np	46 1%	198 2%
Pollution/ Environment	178 2%	159 2%cde	14 2%cde	5 1%	33 1%	27 1%	50 1%cd	36 1%	96 2%acd ef	37 2%acd ef	73 2%acd ef	37 2%cde	69 2%mp	60 2%	17 1%	31 1%	130 2%mp	47 1%	172 1%
Population levels/ Overpopulation	146 1%	141 1%abcd ef	1 *	4 *	30 1%c	26 1%	35 1%b	34 1%	81 2%abc def	35 2%abc def	62 2%abc def	27 2%bcd	52 1%	40 1%	29 2%p	23 1%	92 1%	52 1%	150 1%
Taxation	115 1%	107 1%cj	6 1%c	2 *	31 1%c	28 1%cdj	35 1%cj	29 1%	50 1%cj	34 2%acd efgij	39 1%cj	5 *	23 1%	30 1%	15 1%	44 2%klm op	53 1%	59 1%klm o	118 1%
Drug abuse	114 1%	98 1%j	4 1%j	11 1%j	42 1%j	31 1%j	34 1%j	30 1%	38 1%j	32 2%abd efgij	34 1%j	2 *	22 1%	24 1%	32 2%klo	33 1%klo	46 1%	65 2%klo	118 1%
Public services in general	101 1%	85 1%	11 2%acd egi	5 1%	26 1%	21 1%	39 1%	28 1%	36 1%	13 1%	26 1%	14 1%	30 1%np	53 1%kmn p	10 1%	7 *	83 1%kmn p	17 *	95 1%
Nationalisation/ Government control of institutions	54 *	37 *	2 *	16 2%abd efghi j	29 1%aef ghi	13 *	12 *	11 *	13 *	4 *	9 *	5 *	20 1%	19 1%	7 *	4 *	40 1%n	12 *	53 *
Local government/ Council tax	46 *	43 *f	- -	3 *	11 *	8 *	8 *	8 *	27 1%adf	11 1%bdf	27 1%abd efg	16 1%abd ef	5 *	14 *k	9 1%k	16 1%ko	19 *k	24 1%ko	44 *

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 2014
Number of sample points : 180
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 2
Q.PL01
What would you say is the most important issue 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 EXCL. 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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Transport/Public transport	36*	33* *de	-	3* *e	4* *e	1*	6*	6*	26* 1%ade f	18* 1%abc defgi j	25* 1%abd efgj	7* *de	4*	5*	10* 1%klo	16* 1%klo	10*	26* 1%klo	35*
Petrol prices/Fuel	31*	29*	1*	1*	10*	9*	8*	7*	14*	5*	9*	4*	8*	10*	4*	8*	18*	12*	32*
Bird flu/Pandemic flu/Swine flu/Ebola	28*	26*	1*	1*	12*	11* *f	4*	3*	12*	6* *f	10*	4*	8*	11*	3*	5*	20*	9*	24*
Nuclear weapons/Nuclear war/Disarmament	26*	20* *g	3* *g	4* *g	17* *agi	13* *agh i	6*	4*	3*	1*	3*	2*	10* *m	11* *m	-	5* *m	21* *m	5*	22*
Privatisation	24*	23*	-	2*	12*	10*	4*	4*	8*	1*	5*	3*	5*	13* *m	-	5* *m	18* *km	5*	23*
Animal welfare	22*	18*	1*	3* *h	6*	3*	9*	8*	7* *i	-	3*	3*	4*	5*	9* 1%kln op	3*	10* *	13* *no	20*
Countryside/Rural life	17*	15*	2* *ch	-	6*	6*	8*	6*	4*	-	3*	3*	3*	12* *kp	1*	1*	15* *k	2*	15*
AIDS	15*	14* *f	-	1*	3*	2*	-	-	12* *ade f	10* 1%acd efgij	12* *ade fj	2*	3*	4*	2*	3*	8*	5*	16*
Trade unions/ Strikes	7*	7*	-	-	1*	1*	4*	4*	2*	2*	2*	-	5* *p	1*	-	-	6*	-	10*

Proportions/Mean: 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 2014
 Number of sample points : 180
 Source : Ipsos MORI (JN Q218)

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	
	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Pound/Exchange rate/Value of pound	6*	6*	-	-	2*	2*	1*	1*	3*	2*	2*	-	2*	2*	1*	1*	4*	2*	7*
Foot and mouth outbreak/Farming crisis	3*	3*	-	-	2*	2*	-	-	1*	-	-	-	2*	-	-	1*	2*	1*	4*
Northern Ireland	2*	1*	-	1*	1*	-	-	-	1*	1*a	1*	-	1*	-	-	1*	1*	1*	2*
Other	247	207	10	30	89	59	73	63	85	26	65	39	88	65	39	51	153	90	250
	2%	2%	2%	3%h	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00a	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
				fg															
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	504	446	25	33	189	155	173	148	142	75	106	30	83	100	119	176	183	296	523
	4%	4%gij	4%j	3%j	5%cgi	5%acd	5%cgi	5%	3%j	5%cgi	3%j	2%	2%	3%	7%klo	8%klo	2%	7%klo	4%
Personal finances (NET)	1273	1079	48	146	440	294	336	288	497	252	388	136	287	427	216	324	713	541	1288
	11%	11%fj	8%	14%ab	11%be	10%j	9%	9%	12%ab	16%ab	12%abe	8%	8%	11%ko	12%ko	14%klo	9%k	13%kl	11%
				defgj	fj				fj	defgi	fj						o	o	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - 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 2014
 Number of sample points : 180
 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)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Race relations/ Immigration/ Immigrants	2570	998	275	1296	92	520	412	82	2049	603	483	28	22	300	594	68	279	733	622	2588
	22%	20%	20%	24%ab	17%	28%gh	14%	17%	21%g	26%gh	56%fg	10%	6%	20%	20%	18%	23%m	20%	17%	22%
Economy/Economic situation	1946	987	210	750	62	442	480	122	1504	564	69	48	66	190	449	62	135	871	631	1864
	17%	20%bc	15%d	14%	11%	24%gi	16%r	26%gi	15%r	24%gir	8%	18%	19%	13%	15%	17%	11%	24%l	17%	16%
Unemployment/ Factory closure/ Lack of industry	1277	529	156	592	139	116	463	36	1161	152	50	28	21	178	347	28	151	294	454	1329
	11%	11%	11%	25%abc	6%	16%fhi	8%	12%fj	7%	6%	10%	6%	12%	12%	7%	12%m	8%	13%	11%	
National health service/Hospitals/ Healthcare	719	293	87	339	18	100	210	25	619	126	34	19	18	74	209	22	72	267	212	705
	6%	6%d	6%d	6%d	3%	5%	7%fj	5%	6%r	5%	4%	7%	5%	5%	7%	6%	6%	7%	6%	6%
Poverty/Inequality	622	234	91	296	35	29	238	22	593	51	14	36	43	84	130	17	81	193	174	625
	5%	5%	7%a	5%	6%	2%	8%fhi	5%fjr	6%fjr	2%f	2%	13%	12%	6%	4%	5%	7%	5%	5%	5%
Defence/Foreign affairs/ International terrorism	435	152	65	218	15	105	99	16	329	121	18	4	7	52	115	14	41	140	132	419
	4%	3%	5%a	4%a	3%	6%gir	3%	3%	3%	5%gir	2%	2%	2%	4%	4%	4%	3%	4%	4%	4%
Inflation/Prices	363	173	46	144	23	26	122	15	337	41	9	3	6	52	108	17	34	94	152	375
	3%	3%c	3%	3%	4%c	1%	4%fj	3%fjr	3%fjr	2%f	1%	1%	2%	3%	4%	5%	3%	3%	4%	3%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	320	130	28	162	18	40	86	11	280	51	16	4	8	49	94	10	44	81	129	335
	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%	3%	4%m	2%	4%	3%

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
Number of sample points : 180
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)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Common Market/EU/ Europe/Euro/ Constitution	288	98	30	160	6	86	36	17	202	103	58	2	5	18	42	13	27	109	40	292
	2%	2%	2%	3%ad	1%	5%gi	1%	4%gi	2%g	4%gi	7%fgh ij	1%	1%	1%	3%		2%	3%	1%	2%
Education/Schools	261	115	38	108	3	48	70	15	214	63	9	3	13	19	69	8	22	110	118	238
	2%	2%d	3%d	2%d	1%	3%r	2%r	3%r	2%r	3%r	1%	1%	4%	1%	2%	2%	2%	3%l	3%	2%
Low pay/Minimum wage/Fair wages	257	144	31	83	13	21	75	9	236	30	7	6	17	38	72	6	23	67	89	256
	2%	3%c	2%	2%	2%	1%	3%fjr	2%	2%fjr	1%	1%	2%	5%	3%	2%	2%	2%	2%	2%	2%
Pensions/Social security/Benefits	228	104	22	102	12	35	64	6	192	42	14	3	7	30	64	4	22	84	84	222
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Housing	206	86	29	91	13	14	77	12	191	26	3	1	6	28	57	6	18	46	80	204
	2%	2%	2%	2%	2%	1%	3%fij r	3%fjr	2%fjr	1%fr	*	*	2%	2%	2%	2%	1%	1%	2%	2%
Ageing population/ Social care for the elderly	205	68	19	118	1	50	53	11	155	62	8	2	6	12	51	9	10	56	36	213
	2%	1%d	1%d	2%ad	*	3%gir	2%	2%	2%	3%gir	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%
Morality/ Individual behaviour/ Lifestyle	186	74	18	94	4	37	36	8	150	45	9	5	5	25	54	5	30	57	48	182
	2%	1%	1%	2%d	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	186	86	17	83	8	20	53	6	166	26	1	50	3	14	28	6	12	53	41	198
	2%	2%	1%	2%	1%	1%r	2%r	1%r	2%r	1%r	*	18%	1%	1%	1%	2%	1%	1%	1%	2%
Pollution/ Environment	178	76	24	78	3	14	34	17	164	31	3	4	43	13	42	6	13	81	36	172
	2%	2%	2%d	1%	1%	1%	1%r	4%fji jr	2%fgr	1%fr	*	1%	12%	1%	1%	2%	1%	2%l	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. ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 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)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Population levels/ Overpopulation	146 1%	64 1%	20 1%	61 1%	2 *	18 1%	28 1%	6 1%	127 1%	24 1%	17 2%fgj	1 *	5 1%	11 1%	46 2%	11 3%	20 2%	47 1%	42 1%	150 1%
Taxation	115 1%	67 1% ^c	11 1%	36 1%	3 1%	11 1%	37 1% ^{fjr}	2 *	104 1% ^{jr}	13 1%	3 *	1 *	5 1%	16 1%	37 1%	2 1%	7 1%	31 1%	46 1%	118 1%
Drug abuse	114 1%	40 1%	11 1%	62 1%	13 2% ^{abc}	6 *	36 1% ^{fj}	1 *	108 1% ^{fj}	7 *	7 1%	1 *	1 *	25 2%	30 1%	5 1%	20 2% ^m	24 1%	48 1%	118 1%
Public services in general	101 1%	59 1% ^{cd}	13 1% ^d	28 1%	-	16 1% ^r	33 1% ^r	6 1% ^r	85 1% ^r	22 1% ^r	1 *	-	1 *	14 1%	26 1%	2 1%	6 1%	42 1%	38 1%	95 1%
Nationalisation/ Government control of institutions	54 *	22 *	7 1%	25 *	2 *	5 *	16 1%	1 *	50 *	6 *	1 *	5 2%	4 1%	7 *	11 *	4 1%	4 *	20 1%	13 *	53 *
Local government/ Council tax	46 *	20 *	9 1%	16 *	4 1%	2 *	12 * ^j	-	43 * ^j	2 *	3 *	2 1%	3 1%	5 *	12 *	4 1%	7 1%	8 *	14 *	44 *
Transport/Public transport	36 *	14 *	5 *	17 *	1 *	5 *	6 *	-	31 *	5 *	1 *	-	3 1%	2 *	18 1%	2 1%	3 * ^m	1 *	14 *	35 *
Petrol prices/Fuel	31 *	15 *	3 *	13 *	1 *	3 *	7 *	2 *	28 *	5 *	2 *	-	2 1%	5 *	7 *	1 *	4 *	7 *	12 *	32 *
Bird flu/Pandemic flu/Swine flu/ Ebola	28 *	9 *	6 *	13 *	3 1%	3 *	5 *	1 *	25 *	4 *	3 *	2 1%	-	5 *	6 *	1 *	1 *	9 *	15 *	24 *
Nuclear weapons/ Nuclear war/ Disarmament	26 *	12 *	3 *	12 *	-	1 *	8 *	1 *	25 *	3 *	2 *	1 *	-	-	12 *	1 *	1 *	5 *	13 *	22 *
Privatisation	24 *	8 *	5 *	11 *	-	1 *	7 *	-	24 *	1 *	1 *	1 *	2 1%	3 *	7 *	-	2 *	8 *	3 *	23 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
Overlap formulae used. ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
Number of sample points : 180
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)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Animal welfare	22*	3*	4*	15*	4*	4*	8*	-	18*	4*	-	1*	1*	2*	5*	1*	3*	6*	7*	20*
	*	*	*	*a	1%ac	*	*	-	*	*	-	*	*	*	*	*	*	*	*	*
Countryside/Rural life	17*	8*	-	9*	1*	3*	1*	1*	14*	5*	-	-	4*	2*	5*	-	1*	6*	4*	15*
	*	*	-	*	*	*	*	*g	*g	*	-	-	1%	*	*	-	*	*	*	*
AIDS	15*	6*	3*	6*	-	3*	4*	1*	12*	3*	-	1*	1*	-	5*	1*	1*	1*	5*	16*
	*	*	*	*	-	*	*	*	*	*	-	*	*	-	*	*	*	*	*	*
Trade unions/ Strikes	7*	4*	-	3*	1*	2*	4*	-	5*	2*	-	-	-	1*	-	-	-	-	3*	10*
	*	*	-	*	*	*	*i	-	*	*	-	-	-	*	-	-	-	-	*	*
Pound/Exchange rate/Value of pound	6*	2*	-	3*	-	1*	3*	-	5*	1*	-	-	-	-	2*	-	1*	2*	1*	7*
	*	*	-	*	-	*	*	-	*	*	-	-	-	-	*	-	*	*	*	*
Foot and mouth outbreak/Farming crisis	3*	-	1*	2*	-	-	2*	-	3*	-	-	-	-	-	1*	1*	-	1*	-	4*
	*	-	*	*	-	-	*	-	*	-	-	-	-	-	*	*	-	*	-	*
Northern Ireland	2*	1*	-	1*	-	1*	-	-	1*	1*	-	-	-	1*	-	-	-	1*	-	2*
	*	*	-	*	-	*	-	-	*	*	-	-	-	*	-	-	-	*	-	*
Other	247	88	25	133	14	38	41	10	209	48	12	8	17	55	52	8	39	72	76	250
	2%	2%	2%	2%a	2%	2%	1%	2%	2%g	2%	1%	3%	5%	4%	2%	2%	3%m	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	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*

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

Table 3
Q.PL01
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	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Don't know	504	180	56	268	38	38	98	6	466	44	5	3	10	150	161	31	79	59	184	523
	4%	4%	4%	5%a	7%abc	2%r	3%fhj	1%	5%fgh	2%r	1%	1%	3%	10%	5%	8%	7% ^m	2%	5%	4%
Personal finances (NET)	1273	566	171	536	71	79	441	48	1194	127	33	45	69	178	317	42	142	361	427	1288
	11%	11% ^c	12% ^c	10%	13% ^c	4%	15% ^{fh}	10% ^{fj}	12% ^{fjr}	5% ^f	4%	17%	19%	12%	11%	11%	12%	10%	12%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
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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 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Race relations/Immigration/Immigrants	2570	588	628	370	1860	678	64	250	260	611	1455	498	2437	122	352	813	140	905	404	457	2588
	22%	15%	20%af	22%abef	57%abc	58%abc	42%abc	18%a	15%	18%	23%g	23%g	24%k	9%	18%	21%l	12%	28%p	36%pq	29%p	22%
Economy/Economic situation	1946	1946	548	196	380	123	16	241	356	479	1083	372	1759	176	354	731	318	412	157	173	1864
	17%	48%bcd	17%cd	12%	12%	11%	11%	17%cd	etu	21%bcd	14%	17%g	17%g	17%k	19%	19%	26%qrs	13% ^s	14% ^s	11%	16%
Unemployment/Factory closure/Lack of industry	1277	301	218	146	226	44	4	58	157	473	679	125	937	329	217	399	67	337	61	196	1329
	11%	7%etu	7%et	9%bdet	7%et	4%	3%	4%	9%abd	14%hi	11%i	6%	9%	24%j	11%	10%	6%	11%pr	5%	13%par	11%
National health service/Hospitals/Healthcare	719	166	719	86	105	60	5	66	157	210	349	156	647	71	143	201	64	197	74	90	705
	6%	4%d	23%acde	5%d	3%	5%d	3%	5%d	9%acde	6%	6%	7%h	6%	5%	7% ^m	5%	5%	6%	7%	6%	6%
Poverty/Inequality	622	134	144	46	54	27	9	48	81	214	305	102	559	60	104	175	106	120	26	76	625
	5%	3%d	5%acdt	3%d	2%	2%	6%cdt	3%d	5%acdt	6%hi	5%	5%	5%	4%	5%	5%	9%qrs	4%r	2%	5%qr	5%
Defence/Foreign affairs/International terrorism	435	95	102	46	72	35	4	435	49	78	249	107	409	25	73	126	56	102	46	45	419
	4%	2%	3%ad	3%	2%	3%	3%	31%abcd	3%	2%	4%g	5%g	4%k	2%	4%	3%	5%qs	3%	4%q	3%	4%
Inflation/Prices	363	73	69	50	49	10	1	13	24	158	160	44	263	100	72	117	35	113	27	46	375
	3%	2%et	2%deft	3%abde	1%	1%	1%	1%	1%	5%hi	3%	2%	3%	7%j	4%	3%	3%	4%r	2%	3%	3%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	320	42	68	320	48	17	5	25	29	130	163	27	247	70	44	100	22	93	23	41	335
	3%	1%	2%ad	19%abde	1%	1%	3%a	2%a	2%a	4%hi	3%i	1%	2%	5%j	2%	3%	2%	3%pr	2%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
Overlap formulae used. ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
Number of sample points : 180
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Common Market/EU/ Europe/Euro/ Constitution	288	89	64	23	79	39	8	47	29	44	158	86	278	9	35	89	69	77	43	27	292
	2%	2% _c	2%	1%	2% _c	3% _{abcf}	6% _{abcd}	3% _{abcf}	2%	1%	3% _g	4% _{gh}	3% _k	1%	2%	2%	6% _{qs}	2% _s	4% _{qs}	2%	2%
Education/Schools	261	48	80	24	34	6	3	20	261	82	125	54	228	31	74	70	40	58	26	14	238
	2%	1% _t	3% _{acde}	1% _t	1%	*	2% _t	1% _t	15% _{abcedu}	2%	2%	3%	2%	2%	4% _m	2%	3% _{qs}	2% _s	2% _s	1%	2%
Low pay/Minimum wage/Fair wages	257	62	51	49	39	17	8	21	33	81	127	49	208	49	50	114	25	66	14	37	256
	2%	2%	2%	3% _{abde}	1% _{ft}	1%	5% _{abde}	1% _{ft}	2%	2%	2%	2%	2%	4% _j	3%	3%	2%	2% _r	1%	2% _r	2%
Pensions/Social security/Benefits	228	43	46	28	48	14	3	15	33	63	130	35	209	17	33	78	21	51	12	35	222
	2%	1%	1%	2%	1%	1%	2%	1%	2% _a	2%	2%	2%	2% _k	1%	2%	2%	2%	2%	1%	2% _{qr}	2%
Housing	206	50	47	27	20	12	3	9	35	95	77	34	153	51	26	82	27	56	13	18	204
	2%	1% _d	1% _{de}	2% _{de}	1%	1%	2%	1%	2% _{adet}	3% _{hi}	1%	2%	1%	4% _j	1%	2%	2% _s	2% _s	1%	1%	2%
Ageing population/ Social care for the elderly	205	35	78	45	30	13	3	15	38	43	109	53	188	17	28	45	30	64	28	28	213
	2%	1%	2% _{adet}	3% _{adet}	1%	1%	2%	1%	2% _{adet}	1%	2%	2% _{gh}	2%	1%	1%	1%	3%	2%	3%	2%	2%
Morality/ Individual behaviour/ Lifestyle	186	38	33	29	21	7	5	17	16	36	97	50	166	19	26	60	22	58	26	26	182
	2%	1%	1%	2% _{abdf}	1% _t	1%	3% _{abdf}	1% _t	1%	1%	2%	2% _{gh}	2%	1%	1%	2%	2%	2%	2%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	186	65	30	18	33	4	1	31	17	46	100	38	179	6	31	54	14	58	12	47	198
	2%	2% _{bdt}	1%	1% _t	1%	*	1%	2% _{bcdf}	1% _t	1%	2%	2%	2% _k	*	2%	1%	1%	2% _r	1%	3% _{par}	2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 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		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Pollution/Environment	178	43	41	15	21	3	-	14	26	48	85	45	167	10	28	64	28	33	10	8	172
	2%	1%dt	1%dt	1%t	1%	*	-	1%t	1%dt	1%	1%	2%h	2%k	1%	1%	2%	2%qrs	1%qs	1%	1%	1%
Population levels/Overpopulation	146	42	34	21	26	10	5	15	16	53	64	28	132	14	15	63	13	40	17	19	150
	1%	1%	1%	1%	1%	1%	3%abde	1%	1%	2%h	1%	1%	1%	1%	1%	2%l	1%	1%	2%	1%	1%
Taxation	115	22	14	11	8	7	-	2	7	47	55	13	80	35	13	56	9	37	11	10	118
	1%	1%e	*	1%de	*	1%	-	*	*	1%hi	1%	1%	1%	3%j	1%	1%l	1%	1%qs	1%	1%	1%
Drug abuse	114	23	25	35	11	-	-	5	6	56	48	9	88	26	16	30	3	38	6	22	118
	1%	1%t	1%df	2%abde	*	-	-	*	*	2%hi	1%	*	1%	2%j	1%	1%	*	1%pr	1%	1%pr	1%
Public services in general	101	32	38	10	12	7	1	13	14	27	51	22	86	14	36	30	8	24	3	15	95
	1%	1%d	1%d	1%	*	1%	1%	1%d	1%d	1%	1%	1%	1%	1%	2%am	1%	1%	1%r	*	1%r	1%
Nationalisation/Government control of institutions	54	8	10	3	1	3	-	5	6	13	31	11	48	5	11	13	3	17	6	11	53
	*	*	*d	*	*	*	-	*d	*d	*	*	1%	*	*	1%	*	*	1%	1%	1%	*
Local government/Council tax	46	10	8	10	2	3	-	2	2	17	21	8	37	9	1	25	7	14	5	5	44
	*	*	*	1%abde	*	*	-	*	*	1%	*	*	*	1%	*	1%l	1%	*	*	*	*
Transport/Public transport	36	1	3	9	4	1	-	1	2	20	12	5	26	10	3	11	3	14	1	5	35
	*	*	*	1%abde	*	*	-	*	*	1%h	*	*	*	1%j	*	*	*	*r	*	*	*
Petrol prices/Fuel	31	4	2	3	2	-	-	1	1	9	16	6	25	4	8	9	2	5	1	2	32
	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 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+

	TOTAL	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Bird flu/Pandemic flu/Swine flu/Ebola	28*	4*	4*	2*	-	6*	-	9*	2*	11*	13*	4*	24*	4*	4*	11*	3*	3*	-	3*	24*
Nuclear weapons/Nuclear war/Disarmament	26*	4*	4*	3*d	1*	5*adf	1*d	2*	1*	11*	8*	7*	23*	3*	2*	12*	2*	13*	3*	10*1%	22*
Privatisation	24*	2*	9*a	3*	5*	1*	-	1*	2*	8*	14*	3*	24*	1*	4*	7*	8*1%qs	6*	3*	2*	23*
Animal welfare	22*	2*	2*	*	-	-	-	-	-	3*	16*	3*	22*	1*	4*	3*	3*	5*	2*	2*	20*
Countryside/Rural life	17*	1*	4*	1*	2*	-	-	2*	1*	1*	7*	10*gh	16*	1*	-	6*	1*	1*	1*	-	15*
AIDS	15*	-	1*	3*ad	-	-	-	3*ad	1*	10*hi	5*	-	7*	7*1%j	1*	8*	4*	8*s	4*	1*	16*
Trade unions/ Strikes	7*	-	1*	-	-	-	1*abcdft	1*	-	6*h	1*	-	2*	4*j	1*	3*	1*	1*	1*	-	10*
Pound/Exchange rate/Value of pound	6*	1*	1*	1*	-	2*	-	-	-	2*	4*	-	5*	1*	-	2*	1*	1*	1*	1*	7*
Foot and mouth outbreak/Farming crisis	3*	-	-	1*	-	1*	-	-	-	1*	2*	1*	3*	-	-	1*	1*	-	-	-	4*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
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UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
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	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Northern Ireland	2	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-	2	1	1	2
	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	*
Other	247	40	43	16	36	5	-	12	41	62	134	50	229	15	35	71	30	47	21	19	250
	2%	1%	1%t	1%	1%	*	-	1%	2%abcd	2%	2%	2%	2%k	1%	2%	2%	3%qs	1%	2%	1%	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	0.00	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
ERROR VARIANCE	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*
Don't know	504	18	15	2	12	8	1	10	17	163	264	77	412	83	58	158	16	105	20	70	523
	4%	*	*	*	*	1%c	1%	1%c	1%abcd	5%	4%	4%	4%	6%j	3%	4%	1%	3%pr	2%	4%pqr	4%
Personal finances (NET)	1273	273	265	149	144	54	18	83	139	463	608	201	1055	213	235	415	167	305	68	162	1288
	11%	7%dt	8%adet	9%adet	4%	5%	12%adet	6%d	8%det	14%hi	10%	9%	10%	15%j	12%	11%	14%qrs	10%r	6%	10%r	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
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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	WEEKS											
		2014 WK 02	2014 WK 05	2014 WK 09	2014 WK 15	2014 WK 18	2014 WK 23	2014 WK 27	2014 WK 31	2014 WK 35	2014 WK 41	2014 WK 45	2014 WK 48
UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Race relations/ Immigration/ Immigrants	2570 22%	206	165	195	189	193	228	228	210	246	238	214	257
Economy/Economic situation	1946 17%	204	189	183	182	188	164	132	143	95	144	166	157
Unemployment/ Factory closure/ Lack of industry	1277 11%	122	117	122	135	143	116	101	108	77	83	80	74
National health service/Hospitals/ Healthcare	719 6%	46	46	55	55	46	45	62	70	58	71	75	89
Poverty/Inequality	622 5%	52	53	59	49	47	55	61	42	52	53	47	53
Defence/Foreign affairs/ International terrorism	435 4%	12	23	39	13	9	11	34	45	108	65	50	26
Inflation/Prices	363 3%	51	25	41	41	34	37	28	30	27	12	18	19
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	320 3%	28	41	23	35	18	14	32	26	26	19	36	21
Common Market/EU/ Europe/Euro/ Constitution	288 2%	14	16	17	24	30	31	17	27	15	27	45	25
Education/Schools	261 2%	22	27	27	26	19	23	17	20	27	19	18	16
Low pay/Minimum wage/Fair wages	257 2%	21	19	9	22	23	15	22	32	23	26	18	27

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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	TOTAL	WEEKS											
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UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Pensions/Social security/Benefits	228	19	22	23	17	14	17	24	24	14	21	13	20
	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%
Housing	206	17	19	11	10	19	14	22	15	27	10	22	17
	2%	2%	2%	1%	1%	2%	1%	2%	2%	3%	1%	2%	2%
Ageing population/ Social care for the elderly	205	20	10	18	8	20	24	13	17	14	20	20	21
	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%
Morality/ Individual behaviour/ Lifestyle	186	19	13	18	16	23	27	8	11	15	14	12	9
	2%	2%	1%	2%	2%	2%	3%	1%	1%	2%	1%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	186	8	17	19	23	20	21	19	17	27	6	2	7
	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	*	1%
Pollution/ Environment	178	12	30	6	22	20	14	14	12	19	8	14	9
	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%
Population levels/ Overpopulation	146	8	16	12	12	13	10	19	14	7	12	10	14
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Taxation	115	8	9	14	7	9	10	14	9	4	6	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Drug abuse	114	7	10	10	11	9	15	10	11	15	3	3	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%
Public services in general	101	5	8	9	6	12	9	15	6	4	5	9	12
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%
Nationalisation/ Government control of institutions	54	1	5	3	8	6	4	2	5	6	8	1	4
	*	*	1%	*	1%	1%	*	*	1%	1%	1%	*	*

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

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UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Local government/ Council tax	46*	1*	3*	4*	3*	4*	3*	4*	4*	4*	7*	7*	1*
Transport/Public transport	36*	3*	1*	4*	3*	4*	3*	3*	1*	3*	7*	1*	3*
Petrol prices/Fuel	31*	3*	2*	3*	5*	4*	1*	7*	3*	1*	2*	-	1*
Bird flu/Pandemic flu/Swine flu/ Ebola	28*	2*	-	-	-	1*	-	-	-	-	18*	4*	4*
Nuclear weapons/ Nuclear war/ Disarmament	26*	1*	1*	6*	2*	1*	1*	2*	5*	1*	3*	4*	1*
Privatisation	24*	4*	2*	3*	-	1*	1*	3*	-	2*	2*	4*	2*
Animal welfare	22*	1*	5*	1*	-	2*	3*	1*	6*	-	2*	1*	1*
Countryside/Rural life	17*	-	4*	4*	4*	-	1*	2*	2*	-	-	-	-
AIDS	15*	-	2*	-	-	1*	3*	-	1*	5*	2*	-	1*
Trade unions/ Strikes	7*	-	*	-	-	-	-	-	1*	-	1*	4*	1*
Pound/Exchange rate/Value of pound	6*	1*	-	1*	-	-	-	1*	-	-	-	3*	1*
Foot and mouth outbreak/Farming crisis	3*	-	-	-	1*	-	-	1*	-	-	2*	-	-

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	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Northern Ireland	2	-	-	1	1	-	-	-	-	-	-	-	-
	*	-	-	*	*	-	-	-	-	-	-	-	-
Other	247	23	25	12	28	24	19	29	13	16	14	26	18
	2%	2%	3%	1%	3%	2%	2%	3%	1%	2%	1%	3%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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
Don't know	504	28	43	35	31	38	37	40	56	41	52	57	44
	4%	3%	4%	4%	3%	4%	4%	4%	6%	4%	5%	6%	5%
Personal finances (NET)	1273	126	98	111	116	108	108	118	107	103	93	83	100
	11%	13%	10%	11%	12%	11%	11%	12%	11%	11%	9%	8%	10%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
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	11777	5965	5812	1645	1739	1747	1867	1966	2813	3384	3614	4779	5131	6646	2466	3737	2443	3131	6203	5574	11777
WEIGHTED BASE	11791	5745	6046	1614	2000	1931	2045	1660	2539	3615	3976	4199	5546	6245	3138	3229	2543	2880	6367	5424	11777
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Race relations/ Immigration/ Immigrants	4506	2241	2266	431	594	653	827	760	1241	1025	1480	2001	1679	2828	1120	1251	1096	1039	2372	2135	4492
	38%	39%	37%	27%	30%	34%cd i	40%cd ej	46%cd efij	49%cd efgij	28%cd ei	37%cd efgij	48%cd efgij	30%	45%	36%	39%lo p	43%lm opq	36%	37%	39%lo p	38%
Economy/Economic situation	4035	2234	1801	488	624	754	795	610	764	1112	1549	1373	1867	2168	1336	1188	795	715	2525	1510	3942
	34%	39%b	30%	30%	31%	39%cd hik	39%cd hik	37%cd hik	30%	31%	39%cd hik	33%h hik	34%	35%	43%mn opq	37%no q	31%oq	25%	40%mn oq	28%o	33%
National health service/Hospitals/ Healthcare	3183	1336	1848	251	415	509	677	559	772	666	1186	1331	1176	2008	1058	919	630	577	1976	1207	3111
	27%	23%	31%a	16%	21%ci	26%cd i	33%cd ej	34%cd ehijk	30%cd ei	18%cd ei	30%cd ehi	32%cd ehi	21%	32%	34%mn opq	28%no q	25%oq	20%	31%mn oq	22%o	26%
Unemployment/ Factory closure/ Lack of industry	3110	1556	1554	576	594	536	572	399	432	1170	1108	832	1707	1403	681	773	767	890	1453	1657	3173
	26%	27%	26%	36%de fghij k	30%gh k	28%gh k	28%gh k	24%hk	17%	32%de fghjk	28%gh k	20%h	31%	22%	22%	24%p	30%lm p	31%lm p	23%	31%lm p	27%
Poverty/Inequality	1790	784	1006	238	287	300	368	288	308	526	668	596	826	965	549	509	316	416	1058	732	1792
	15%	14%	17%a	15%h	14%h	16%h	18%cd hik	17%dh ik	12%	15%h	17%dh ik	14%h	15%	15%	18%no q	16%nq	12%	14%nq	17%mn oq	13%	15%
Education/Schools	1719	699	1020	231	270	361	365	231	262	501	726	492	861	857	733	477	279	230	1210	509	1590
	15%	12%	17%a	14%hk	13%h	19%cd ghik	18%cd ghik	14%hk	10%	14%hk	18%cd ghik	12%h	16%	14%	23%mn opq	15%no q	11%oq	8%	19%mn q	9%o	14%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	1654	754	900	213	281	298	294	201	367	495	592	568	793	862	313	431	434	477	743	911	1699
	14%	13%	15%a	13%	14%	15%g	14%	12%	14%gk	14%	15%g	14%g	14%	10%	13%lp	17%lm p	17%lm p	12%l	17%lm p	14%	
Housing	1476	687	789	208	308	277	245	198	239	516	523	437	794	682	354	388	352	381	742	734	1490
	13%	12%	13%	13%hk	15%cf ghjk	14%gh k	12%h	12%hk	9%	14%cf ghk	13%fh k	10%h	14%	11%	11%	12%	14%lp	13%lp	12%	14%lm p	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
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 Source : Ipsos MORI (JN Q218)

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BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Defence/Foreign affairs/ International terrorism	1408	733	676	132	204	209	260	213	390	337	469	603	546	862	487	404	301	217	890	518	1358
	12%	13%b	11%	8%	10%	11%c	13%cd	13%cd	15%cde	9%c	12%ci	14%cd	10%	14%	16%mn	12%oq	12%oq	8%	14%mn	10%o	12%
Inflation/Prices	1372	733	639	170	331	276	235	144	217	501	511	361	776	596	261	346	342	424	606	766	1416
	12%	13%b	11%	11%hk	17%cf	14%cf	11%ghk	9%	9%	14%cf	13%cfg	9%	14%	10%	8%	11%lp	13%lm	15%lm	10%l	14%lm	12%
Pensions/Social security/Benefits	1342	583	759	113	235	212	264	222	296	348	476	518	560	782	408	391	267	275	799	542	1302
	11%	10%	13%a	7%	12%ci	11%c	13%ci	13%ce	12%ci	10%c	12%ci	12%ci	10%	13%	13%no	12%oq	11%	10%	13%no	10%	11%
Low pay/Minimum wage/Fair wages	1206	642	564	210	260	216	231	140	148	470	448	288	686	520	247	310	307	342	557	649	1216
	10%	11%b	9%	13%gh	13%gh	11%gh	11%ghk	8%hk	6%	13%gh	11%ghk	7%h	12%	8%	8%	10%lp	12%lm	12%lmp	9%	12%lm	10%
Common Market/EU/ Europe/Euro/ Constitution	1045	632	413	59	85	113	179	205	404	144	292	608	257	787	409	308	173	155	717	328	1034
	9%	11%b	7%	4%	4%	6%cdi	9%cd	12%cd	16%cde	4%	7%cd	14%cde	5%	13%	13%mn	10%noq	7%o	5%	11%mn	6%o	9%
Ageing population/ Social care for the elderly	979	412	567	61	76	130	218	173	321	137	348	494	267	712	367	266	186	161	633	346	964
	8%	7%	9%a	4%	4%	7%cd	11%cd	10%cd	13%cde	4%	9%cd	12%cde	5%	11%	12%mn	8%oq	7%oq	6%	10%mn	6%o	8%
Morality/ Individual behaviour/ Lifestyle	833	379	455	63	93	164	164	121	229	156	328	349	320	513	289	268	144	133	557	277	785
	7%	7%	8%	4%	5%	8%cdi	8%cdi	7%cdi	9%cdi	4%	8%cdi	8%cdg	6%	8%	9%noq	8%noq	6%	5%	9%noq	5%	7%
Pollution/ Environment	826	385	441	111	123	147	173	125	146	234	320	272	381	445	308	278	110	130	586	240	791
	7%	7%	7%	7%	6%	8%h	8%dhi	8%hk	6%	6%	8%dhi	6%h	7%	7%	10%noq	9%noq	4%	4%	9%mn	4%	7%
Drug abuse	786	352	434	141	153	142	124	84	143	293	266	227	435	351	135	190	179	283	325	462	849
	7%	6%	7%a	9%fgh	8%ghk	7%ghk	6%	5%	6%	8%fgh	7%gk	5%	8%	6%	4%	6%lp	7%lp	10%lmn	5%l	9%lmn	7%

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Taxation	699	409	290	113	165	132	142	66	82	278	274	148	410	289	181	188	169	161	369	331	680
	6%	7%b	5%	7%ghk	8%ghk	7%ghk	7%ghk	4%	3%	8%ghk	7%ghk	4%	7%	5%	6%	6%	7%	6%	6%	6%	6%
Population levels/ Overpopulation	681	314	366	61	99	120	137	108	155	160	257	263	280	401	189	209	132	151	398	283	653
	6%	5%	6%	4%	5%	6%ci	7%cdi	7%ci	6%ci	4%	6%cdi	6%ci	5%	6%	6%	6%oq	5%	5%	6%q	5%	6%
Public services in general	665	330	335	54	109	130	149	108	115	163	278	224	292	372	196	228	129	112	424	241	641
	6%	6%	6%	3%	5%ci	7%chik	7%cdhik	7%chik	5%	4%ci	7%cdhik	5%chik	5%	6%	6%oq	7%noq	5%o	4%	7%noq	4%o	5%
Petrol prices/Fuel	562	327	234	71	118	105	98	76	94	189	202	170	294	268	165	156	135	105	322	240	548
	5%	6%b	4%	4%	6%hk	5%hk	5%	5%	4%	5%chk	5%hk	4%	5%	4%	5%o	5%o	5%oq	4%	5%o	4%o	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484	282	202	49	62	72	92	77	133	110	165	209	183	302	190	140	80	75	330	155	507
	4%	5%b	3%	3%	3%	4%	5%cdi	5%cdi	5%cdi	3%	4%i	5%cdi	3%	5%	6%mmo	4%noq	3%	3%	5%mmo	3%	4%
Transport/Public transport	483	270	213	73	104	83	95	54	75	177	178	128	260	223	108	162	84	130	269	214	475
	4%	5%b	4%	5%hk	5%ghk	4%hk	5%ghk	3%	3%	5%ghk	4%ghk	3%	5%	4%	3%	5%lmp	3%	5%nq	4%l	4%n	4%
Local government/ Council tax	384	192	191	46	60	74	79	49	76	106	153	125	180	204	83	96	85	119	179	205	384
	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%ik	3%	3%	3%	3%	3%	3%	4%lmp	3%	4%lp	3%
Nationalisation/ Government control of institutions	255	143	112	28	48	29	54	42	54	76	83	96	105	150	77	72	62	45	148	107	252
	2%	2%b	2%	2%	2%	2%	3%ej	3%e	2%	2%	2%e	2%	2%	2%	2%o	2%	2%oq	2%	2%o	2%o	2%
Privatisation	244	137	108	26	44	36	53	47	38	70	89	85	106	138	97	76	36	35	174	71	231
	2%	2%b	2%	2%	2%	2%	3%hk	3%chik	1%	2%	2%h	2%h	2%	2%	3%noq	2%noq	1%	1%	3%mmo	1%	2%
Countryside/Rural life	188	88	100	18	25	20	36	30	58	44	57	88	64	124	64	64	31	29	128	60	178
	2%	2%	2%	1%	1%	1%	2%	2%	2%cdi	1%	1%	2%cdi	1%	2%	2%noq	2%noq	1%	1%	2%noq	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
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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Animal welfare	172	60	112	36	31	16	28	18	42	67	44	60	83	88	40	47	39	46	87	85	168
	1%	1%	2% ^a	2% ^{egj}	2%	1%	1%	1%	2% ^e	2% ^{ej}	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
				k																	
Nuclear weapons/ Nuclear war/ Disarmament	161	77	84	27	35	22	29	23	26	62	51	48	84	77	45	42	34	39	88	73	162
	1%	1%	1%	2%	2% ^h	1%	1%	1%	1%	2% ^{hk}	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	115	52	63	20	11	26	24	15	19	31	50	34	57	58	41	31	21	22	72	43	99
	1%	1%	1%	1% ^{di}	1%	1% ^d	1%	1%	1%	1% ^d	1% ^d	1%	1%	1%	1% ^q	1%	1%	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	94	56	38	12	17	17	20	11	17	29	37	28	47	47	33	24	19	17	58	36	94
	1%	1% ^b	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	90	56	33	16	22	13	10	8	19	38	24	28	52	38	23	27	22	18	50	40	91
	1%	1% ^b	1%	1%	1%	1%	1%	*	1%	1% ^{gj}	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
AIDS	56	26	30	14	13	8	8	6	6	27	16	12	35	21	16	10	12	18	26	30	58
	*	*	*	1% ^{hjk}	1%	*	*	*	*	1% ^{hk}	*	*	1%	*	1%	*	*	1%	*	*	1%
Foot and mouth outbreak/Farming crisis	50	26	24	13	6	7	6	6	11	19	14	17	26	24	7	6	9	28	13	37	56
	*	*	*	1% ^j	*	*	*	*	*	1%	*	*	*	*	*	*	*	1% ^{lmn}	*	1% ^{lmn}	*
																		1% ^{pq}		1% ^p	
Northern Ireland	21	10	11	3	4	1	2	3	8	7	3	11	9	12	9	5	2	4	14	7	19
	*	*	*	*	*	*	*	*	1% ^j	*	*	*	*	*	*	*	*	*	*	*	*
Other	665	354	311	67	86	102	123	103	184	153	225	287	256	409	264	170	117	114	434	231	642
	6%	6% ^b	5%	4%	4%	5%	6% ^{cdi}	6% ^{cdi}	7% ^{cde}	4%	6% ^{ci}	7% ^{cde}	5%	7%	8% ^{mno}	5% ^{oq}	5%	4%	7% ^{mno}	4%	5%
									1% ^{ij}			1% ^{ij}			1% ^{pq}				1% ^q		
MEAN NUMBER OF MENTIONS	3.30	3.32	3.28	2.96	3.18 ^c	3.38 ^c	3.59 ^c	3.42 ^c	3.24 ^c	3.08 ^c	3.48 ^c	3.31 ^c	3.18	3.40	3.54 ^m	3.36 ^o	3.24 ^o	3.01	3.45 ^m	3.12 ^o	3.27
				i	di		deghi	dhik	i		dehik	hi			nopq	q	q		noq		

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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	100%	49% 51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
STANDARD ERROR	0.02	0.03 0.03	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.02
ERROR VARIANCE	*	* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1485	671 815	331	362	190	148	146	308	693	338	454	883	602	206	404	336	539	610	875	1548
	13%	12% 13% ^a	21% ^{ef}	18% ^{ef}	10% ^{fj}	7%	9%	12% ^{ef}	19% ^{efg}	8% ^f	11% ^{fg}	16%	10%	7%	13% ^{lp}	13% ^{lp}	19% ^{lm}	10% ^l	16% ^{lm}	13%
			ghjk	ghjk				gjk	hjk		j						npq		np	
Personal finances (NET)	3759	1860 1899	536	730	673	698	510	611	1266	1371	1122	1939	1820	953	1017	821	968	1970	1789	3761
	32%	32% 31%	33% ^{hk}	37% ^{gh}	35% ^{gh}	34% ^{gh}	31% ^{hk}	24%	35% ^{cg}	34% ^{gh}	27% ^h	35%	29%	30%	31%	32%	34% ^{lp}	31%	33% ^{lp}	32%
Median	2	2 2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	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/q
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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+

	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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Race relations/ Immigration/ Immigrants	4506 38%	4016 39%cd hi	206 36%ch	284 28%	1394 36%ch	1110 39%cd h	1451 40%bc dh	1245 40%	1662 39%cd hi	383 25%	1209 38%ch	826 49%ab cdefg hi	1680 44%lm nop	1419 38%np	659 38%np	696 30%	3099 41%lm np	1355 34%n	4492 38%
Economy/Economic situation	4035 34%	3416 34%e	236 41%ad efh	382 37%ad efh	1282 33%e	900 32%	1172 32%	936 30%	1580 37%ad efh	489 32%	1180 37%ad efh	691 41%ad efghi	1307 34%mn p	1541 41%km nop	448 26%	693 30%mp	2848 38%km np	1140 28%mp	3942 33%
National health service/Hospitals/ Healthcare	3183 27%	2769 27%cd eh	178 31%cd efh	237 23%	923 24%	686 24%	986 27%cd eh	808 26%	1275 30%ac defhi	335 22%	901 28%cd eh	566 34%ac defgh i	1172 31%mn p	1145 30%mn p	361 21%	460 20%	2317 31%mn p	821 20%	3111 26%
Unemployment/ Factory closure/ Lack of industry	3110 26%	2595 25%gj	182 31%af gij	334 33%ad efghi j	1145 30%ae fgij	811 28%af gij	944 26%j	763 25%	1021 24%	444 29%af gij	814 25%gj	370 22%	869 23%	986 26%ko	505 29%kl o	695 30%kl o	1855 24%k	1200 30%kl o	3173 27%
Poverty/Inequality	1790 15%	1430 14%f	109 19%ae fj	252 25%ab defgh ij	656 17%ae f	404 14%f	446 12%	337 11%	689 16%ae f	271 18%ae fgij	514 16%af	243 15%f	519 14%	618 16%ko	280 16%k	357 16%	1137 15%k	637 16%k	1792 15%
Education/Schools	1719 15%	1513 15%cd ef	82 14%	124 12%	501 13%	377 13%	495 13%	412 13%	723 17%ac defi	242 16%cd ef	509 16%cd ef	267 16%cd ef	505 13%mp	755 20%kmn op	142 8%	291 13%mp	1260 17%km np	433 11%mp	1590 14%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	1654 14%	1447 14%bf	45 8%	162 16%bf	550 14%bf	388 14%b	446 12%b	401 13%	659 15%ab ef	296 19%ab cdefg i	572 18%ab defg	276 16%ab ef	483 13%	532 14%	311 18%kl nop	312 14%	1015 13%	623 15%kn o	1699 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+
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 Number of sample points : 180
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 7
Q.PL01/02
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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)	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Housing	1476	1303	63	110	346	236	330	267	800	427	693	266	388	422	235	409	810	644	1490
	13%	13% f	11%	11% de	9% e	8%	9%	9%	19% ab cdefj	28% ab cdefg ij	22% ab cdefg j	16% ab cdef	10%	11%	14% kl o	18% kl mop	11%	16% kl mo	13%
Defence/Foreign affairs/International terrorism	1408	1195	83	130	483	353	431	348	494	80	334	255	568	485	154	173	1054	328	1358
	12%	12% hi	14% fh i	13% hi	12% hi	12% hi	12% h	11%	12% hi	5%	10% h	15% ad efghi	15% lm nop	13% mnp	9%	8%	14% lmn p	8%	12%
Inflation/Prices	1372	1170	52	151	415	264	377	325	580	325	498	174	317	449	231	355	765	587	1416
	12%	11% ef	9%	15% ab defj	11% e	9%	10%	11%	14% ab defj	21% ab cdefg ij	16% ab defgj	10%	8%	12% ko	13% ko	15% kl o	10% k	15% kl mo	12%
Pensions/Social security/Benefits	1342	1157	62	123	485	362	378	316	479	93	328	235	466	474	178	200	940	378	1302
	11%	11% fh i	11% h	12% h	13% af hi	13% af hi	10% h	10%	11% hi	6%	10% h	14% af ghi	12% mn p	13% mn p	10%	9%	12% mnp	9%	11%
Low pay/Minimum wage/Fair wages	1206	1016	38	152	373	220	324	286	509	215	402	187	282	372	230	303	654	532	1216
	10%	10% bef	7%	15% ab defgj	10% be	8%	9% b	9%	12% ab def	14% ab defgi j	13% ab def	11% bef	7%	10% ko	13% kl o	13% klo	9% k	13% kl o	10%
Common Market/EU/ Europe/Euro/ Constitution	1045	932	53	61	271	210	292	240	482	68	328	260	559	311	67	99	870	165	1034
	9%	9% cde fh	9% ch	6%	7% h	7% h	8% ch	8%	11% acd efhi	4%	10% ac defh	16% ab cdefg hi	15% lmn op	8% mnp	4%	4%	11% lmn p	4%	9%
Ageing population/ Social care for the elderly	979	826	43	110	314	203	303	261	362	107	269	162	427	339	101	98	766	199	964
	8%	8% e	7%	11% abd efghi	8% e	7%	8%	8%	9% eh	7%	8% h	10% ae hi	11% lmn op	9% mnp	6% np	4%	10% lmn p	5% n	8%

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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	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
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	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Morality/ Individual behaviour/ Lifestyle	833 7%	721 7%deh	52 9%cde h	61 6%	236 6%	175 6%	265 7%h	213 7%	332 8%acd eh	75 5%	255 8%ac deh	180 11%acd efghi	334 9%mp	301 8%mp	92 5%	97 4%	635 8%mp	189 5%	785 7%
Pollution/ Environment	826 7%	721 7%cde f	51 9%cde f	54 5%	191 5%	138 5%	212 6%	162 5%	422 10%ac def	153 10%ac def	324 10%ac def	171 10%acd ef	260 7%mp	323 9%kmo p	63 4%	163 7%mp	583 8%kmp	226 6%mp	791 7%
Drug abuse	786 7%	631 6%j	26 5%	129 13%abd efghij	340 9%abe fgij	211 7%abf gj	201 5%j	175 6%	246 6%j	151 10%abe fgij	213 7%gj	63 4%	217 6%	221 6%	165 10%kln op	173 8%klo	437 6%	339 8%kln o	849 7%
Taxation	699 6%	610 6%def	32 5%	57 6%	200 5%	143 5%	178 5%	146 5%	321 8%ac defj	181 12%abc defgij	271 8%abc defgj	91 5%	149 4%	270 7%kmo	78 4%	185 8%kmo p	420 6%k	263 7%kmo	680 6%
Population levels/ Overpopulation	681 6%	639 6%bcd ef	21 4% c	20 2%	125 3% c	105 4% cd	168 5% cd	147 5%	387 9% abc defh	122 8% ab cdef	326 10% ab cdefg h	204 12% abc defghi	229 6% np	256 7% mnp	92 5%	99 4%	485 6% np	190 5%	653 6%
Public services in general	665 6%	571 6%de	51 9% acd efh	43 4%	181 5%	138 5%	192 5%	141 5%	291 7% acd efh	71 5%	223 7% acd efh	153 9% acd efghi	208 5% np	286 8% kmn op	79 5%	82 4%	493 7% kmn p	161 4%	641 5%
Petrol prices/Fuel	562 5%	466 5%	20 3%	76 7% abd efghi	196 5% e	120 4%	162 4%	142 5%	204 5%	74 5%	166 5%	92 5%	164 4%	241 6% kmn op	64 4%	87 4%	405 5% kmn p	151 4%	548 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484 4%	208 2% fh	17 3% fh	259 25% abd efghij	312 8% abe fghij	53 2% h	58 2%	41 1%	114 3% aef h	16 1%	76 2% fh	60 4% aef ghi	194 5% mnp	183 5% mnp	50 3%	49 2%	376 5% mnp	100 2%	507 4%

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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		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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
100%		86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Transport/Public transport	483 4%	441 4% f	18 3%	24 2%	96 2%	72 3%	90 2%	72 2%	297 7% ab cdef	149 10% abc defgij	249 8% abc defgj	99 6% abc def	124 3%	157 4% m	51 3%	146 6% klm op	281 4% k	198 5% kmo	475 4%
Local government/ Council tax	384 3%	328 3% f	18 3%	37 4% f	143 4% f	105 4% f	84 2%	66 2%	157 4% af	69 4% afg	140 4% afg	71 4% af	109 3%	120 3%	62 4%	82 4%	229 3%	144 4%	384 3%
Nationalisation/ Government control of institutions	255 2%	198 2%	10 2%	47 5% abd efghi j	107 3% aef	60 2%	58 2%	49 2%	90 2%	29 2%	65 2%	36 2%	83 2%	98 3% np	30 2%	38 2%	181 2% p	68 2%	252 2%
Privatisation	244 2%	206 2% e	13 2%	25 2% de	66 2% e	41 1%	60 2%	46 2%	119 3% ade f	35 2% e	105 3% ade fgh	69 4% acd efghi	77 2% mp	112 3% kmn op	17 1%	36 2%	189 2% kmn p	53 1%	231 2%
Countryside/Rural life	188 2%	169 2% dh	10 2% h	10 1%	48 1%	38 1%	51 1% h	42 1%	89 2% acd efh	11 1%	72 2% acd efh	61 4% abc defghi i	88 2% mnp	67 2% mnp	15 1%	12 1%	155 2% mnp	27 1%	178 2%
Animal welfare	172 1%	139 1% ghi	11 2% hi	22 2% agh i	71 2% agh i	49 2% ghi	59 2% ghi	48 2%	41 1% h	4 *	27 1% h	23 1% hi	57 1%	49 1%	32 2%	29 1%	106 1%	61 2%	168 1%
Nuclear weapons/ Nuclear war/ Disarmament	161 1%	120 1% f	7 1%	34 3% abf ghij	99 3% abf ghij	65 2% afg hij	23 1%	16 1%	39 1%	12 1%	31 1%	18 1%	55 1% m	64 2% mp	12 1%	27 1%	119 2% mp	38 1%	162 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	115 1%	103 1% h	4 1%	8 1%	39 1% h	31 1% h	32 1%	28 1%	45 1% h	7 *	34 1% h	27 2% afg hi	41 1%	42 1%	10 1%	20 1%	83 1%	30 1%	99 1%

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	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	11777	9945	630	1202	4257	3055	3392	2762	4128	1712	3043	1331	3956	3233	2134	2289	7189	4423	11777
WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Pound/Exchange rate/Value of pound	94	76	8	11	27	16	27	19	40	14	33	19	25	37	11	19	62	30	94
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%a	1%	1%	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	90	75	3	11	34	23	19	16	37	19	31	12	33	34	2	19	66	22	91
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%afg	1%f	1%	1%m	1%m	*	1%mp	1%m	1%m	1%
AIDS	56	42	6	8	20	12	8	3	28	20	25	5	11	17	10	16	28	25	58
	*	*	1%af	1%f	1%	*	*	*	1%af	1%ade fgij	1%afj	*	*	*	1%	1%k	*	1%k	*
Foot and mouth outbreak/Farming crisis	50	45	3	2	12	10	30	27	8	1	6	6	31	4	5	10	35	15	56
	*	*ghi	*h	*	*	*	1%acd eghi	1%	*	*	*h	*	1%lmo p	*	*	*l	*l	*l	*
Northern Ireland	21	18	2	1	7	5	4	2	10	2	9	7	10	6	1	4	15	5	19
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	665	572	35	57	207	150	207	172	250	60	175	114	244	216	81	116	460	196	642
	6%	6%h	6%h	6%h	5%h	5%	6%h	6%	6%h	4%	5%h	7%hi	6%mp	6%	5%	5%	6%mp	5%	5%
MEAN NUMBER OF MENTIONS	3.30	3.26e	3.32e	3.65a	3.22e	3.07	3.03	2.97	3.60a	3.42a	3.66a	3.88a	3.34m	3.52k	3.03	3.09	3.43k	3.06	3.27
		f	f	bdefh	f				bdefh	def	bdefg h	bdefg hi	np	mnp			mnp		
STANDARD ERROR	0.02	0.02	0.11	0.09	0.04	0.04	0.03	0.03	0.04	0.05	0.05	0.08	0.04	0.04	0.04	0.04	0.03	0.03	0.02
ERROR VARIANCE	*	*	0.01	0.01	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*
Don't know	1485	1303	75	107	556	449	509	434	420	173	297	123	387	310	321	427	697	747	1548
	13%	13%cg ij	13%gi j	11%j	14%ac ghij	16%ac dghij	14%ac ghij	14%	10%ij	11%gij	9%j	7%	10%lo	8%	18%kl o	19%klo	9%l	19%kl o	13%

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WEIGHTED BASE	11791	10191	579	1021	3874	2853	3664	3085	4252	1530	3204	1674	3795	3776	1735	2295	7571	4030	11777
	100%	86%	5%	9%	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	100%
Personal finances (NET)	3759	3158	168	433	1221	788	1034	866	1504	656	1192	536	1016	1264	600	832	2280	1432	3761
	32%	31% ^{ef}	29%	42% ^{ab}	32% ^{ef}	28%	28%	28%	35% ^{ab}	43% ^{ab}	37% ^{ab}	32% ^{ef}	27%	33% ^{ko}	35% ^{ko}	36% ^{kl}	30% ^k	36% ^{ko}	32%
				defgi					defj	defgi	defgj				o				
Median	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

Proportions/Mean: 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)

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What do you see as the main/other important issues facing Britain today?
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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)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Race relations/ Immigration/ Immigrants	4506	1804	535	2167	162	937	802	160	3570	1097	666	67	67	520	1076	121	450	1425	1186	4492
	38%	36% ^d	39% ^d	40% ^{ad}	29%	50% ^{gh}	27%	34% ^g	36% ^g	47% ^{gh}	77% ^{fg}	25%	19%	35%	36%	32%	37%	39%	33%	38%
Economy/Economic situation	4035	1939	428	1668	154	813	996	219	3222	1032	227	113	125	404	980	110	329	1597	1236	3942
	34%	39% ^{bc}	31%	31%	28%	44% ^{gi}	34% ^r	47% ^{gi}	32% ^r	44% ^{gi}	26%	42%	35%	27%	33%	29%	27%	43% ^l	34%	33%
National health service/Hospitals/ Healthcare	3183	1321	411	1452	87	539	804	150	2645	689	245	78	100	273	851	92	265	1182	854	3111
	27%	27% ^d	30% ^{ac}	27% ^d	16%	29%	27%	32% ^{gi}	27%	30% ⁱ	28%	29%	28%	18%	29%	24%	22%	32% ^l	24%	26%
Unemployment/ Factory closure/ Lack of industry	3110	1351	383	1376	263	350	1004	85	2760	435	184	87	82	408	794	81	349	881	1027	3173
	26%	27% ^c	28%	25%	48% ^{ab}	19%	34% ^{fh}	18%	28% ^{fh}	19%	21%	32%	23%	28%	27%	22%	29% ^m	24%	28%	27%
Poverty/Inequality	1790	737	239	814	92	139	580	83	1651	222	72	89	108	215	419	58	210	595	555	1792
	15%	15%	17% ^{ac}	15%	17%	7%	20% ^{fi}	18% ^{fj}	17% ^{fj}	10% ^f	8%	33%	31%	15%	14%	16%	17%	16%	15%	15%
Education/Schools	1719	784	251	684	45	298	458	102	1421	399	92	48	73	158	403	52	121	754	679	1590
	15%	16% ^{cd}	18% ^{ac}	13% ^d	8%	16% ^r	15% ^{ir}	22% ^{fg}	14% ^r	17% ^{fi}	11%	18%	21%	11%	14%	14%	10%	20% ^l	19%	14%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1654	665	184	805	91	259	409	48	1395	307	138	29	44	219	432	53	179	475	558	1699
	14%	13%	13%	15%	16%	14%	14% ^h	10%	14% ^h	13% ^h	16% ^h	11%	12%	15%	15%	14%	15%	13%	15%	14%
Housing	1476	684	190	602	71	185	431	54	1291	239	105	25	52	196	350	51	133	489	496	1490
	13%	14% ^c	14% ^c	11%	13%	10%	15% ^{fi}	11%	13% ^{fj}	10%	12%	9%	15%	13%	12%	14%	11%	13% ^l	14%	13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 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+

	TOTAL	WORKING STATUS				VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	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	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Defence/Foreign affairs/International terrorism	1408	594	171	644	43	361	316	63	1047	424	101	36	41	126	305	33	108	553	398	1358
	12%	12% ^d	12% ^d	12% ^d	8%	19% ^{gh}	11% ^{ijr}	13%	11%	18% ^{gh}	12%	13%	12%	8%	10%	9%	9%	15% ^l	11%	12%
Inflation/Prices	1372	657	151	564	85	144	458	45	1229	189	67	30	24	193	337	60	135	385	498	1416
	12%	13% ^c	11%	10%	15% ^{bc}	8%	15% ^{fh}	10%	12% ^{fjr}	8%	8%	11%	7%	13%	11%	16%	11%	10%	14%	12%
Pensions/Social security/Benefits	1342	601	152	590	52	243	306	51	1099	293	113	27	50	134	355	41	117	509	408	1302
	11%	12%	11%	11%	9%	13% ^{gi}	10%	11%	11%	13% ^g	13% ^g	10%	14%	9%	12%	11%	10%	14% ^l	11%	11%
Low pay/Minimum wage/Fair wages	1206	625	137	444	67	108	375	33	1098	141	79	41	54	160	304	31	117	356	395	1216
	10%	13% ^{bc}	10% ^c	8%	12% ^c	6%	13% ^{fhi}	7%	11% ^{fj}	6%	9% ^{fj}	15%	15%	11%	10%	8%	10%	10%	11%	10%
Common Market/EU/ Europe/Euro/ Constitution	1045	376	124	544	27	297	155	58	748	355	175	13	29	49	204	31	78	419	197	1034
	9%	8% ^d	9% ^d	10% ^{ad}	5%	16% ^{gi}	5%	12% ^{gi}	8% ^g	15% ^{gi}	20% ^{fgh}	5%	8%	3%	7%	8%	6%	11% ^l	5%	9%
Ageing population/ Social care for the elderly	979	383	107	489	18	214	226	45	765	258	48	33	40	69	250	38	60	368	204	964
	8%	8% ^d	8% ^d	9% ^{ad}	3%	11% ^{gir}	8%	10% ^r	8% ^r	11% ^{gir}	6%	12%	11%	5%	8%	10%	5%	10% ^l	6%	8%
Morality/ Individual behaviour/ Lifestyle	833	354	89	390	23	177	156	37	656	214	66	15	38	90	222	19	90	321	231	785
	7%	7% ^d	6%	7% ^d	4%	9% ^{gi}	5%	8% ^g	7% ^g	9% ^{gi}	8% ^g	6%	11%	6%	7%	5%	7%	9%	6%	7%
Pollution/ Environment	826	372	117	337	21	91	195	59	734	150	28	20	105	75	202	32	69	326	216	791
	7%	7% ^{cd}	9% ^{cd}	6% ^d	4%	5%	7% ^{fr}	13% ^{fgi}	7% ^{fr}	6% ^{fr}	3%	7%	30%	5%	7%	9%	6%	9% ^l	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/ij/r - l/m
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ISSUES INDEX (FINAL)

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	TOTAL	WORKING STATUS				VOTING											INCOME		CHILD IN HH	UNWTD TOTAL
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UNWEIGHTED BASE	11777	4414	1252	6111	613	1778	3135	456	9999	2234	872	327	319	1465	2857	388	1337	3253	3341	11777
WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Drug abuse	786	301	89	396	52	94	240	21	693	114	45	31	15	115	181	33	94	215	288	849
	7%	6%	6%	7%a	9%abc	5%	8%fhj	4%	7%fhj	5%	5%	12%	4%	8%	6%	9%	8% ^m	6%	8%	7%
Taxation	699	386	79	235	30	114	195	18	585	132	45	15	22	78	169	22	47	248	245	680
	6%	8%bc	6%c	4%	5%	6%	7%h	4%	6%	6%	5%	6%	6%	5%	6%	6%	4%	7%l	7%	6%
Population levels/ Overpopulation	681	315	92	274	18	121	136	28	559	149	73	6	22	68	191	25	54	240	192	653
	6%	6%cd	7%cd	5% ^d	3%	7%g	5%	6%	6%g	6%g	8%gi	2%	6%	5%	6%	7%	4%	7%l	5%	6%
Public services in general	665	326	88	251	20	86	190	34	578	121	33	16	42	67	162	19	52	253	210	641
	6%	7%cd	6%cd	5%	4%	5%	6%fr	7%fjr	6%r	5% ^f	4%	6%	12%	5%	5%	5%	4%	7%l	6%	5%
Petrol prices/Fuel	562	307	67	188	18	76	158	22	485	98	42	22	21	64	127	22	33	232	195	548
	5%	6%cd	5%c	3%	3%	4%	5%	5%	5%	4%	5%	8%	6%	4%	4%	6%	3%	6%l	5%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484	216	52	216	19	82	115	22	402	105	28	84	13	29	82	16	37	193	100	507
	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	3%	31%	4%	2%	3%	4%	3%	5%l	3%	4%
Transport/Public transport	483	250	49	185	18	73	130	15	410	88	20	8	28	47	134	21	40	153	147	475
	4%	5%bc	4%	3%	3%	4%	4%r	3%	4%r	4%	2%	3%	8%	3%	5%	6%	3%	4%	4%	4%
Local government/ Council tax	384	153	54	177	24	53	104	17	331	70	30	9	12	48	94	10	44	116	130	384
	3%	3%	4%	3%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%
Nationalisation/ Government control of institutions	255	130	21	104	8	31	63	8	224	40	15	13	19	28	59	10	18	110	61	252
	2%	3%bc	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%	5%	2%	2%	3%	1%	3%l	2%	2%
Privatisation	244	109	40	95	7	18	92	11	227	29	16	7	26	13	47	8	14	98	57	231
	2%	2%	3%cd	2%	1%	1%	3% ^{fij}	2% ^{fj}	2% ^{fj}	1% ^f	2%	3%	7%	1%	2%	2%	1%	3%l	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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What do you see as the main/other important issues facing Britain today?
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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)	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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WEIGHTED BASE	11791	4968	1370	5452	550	1865	2961	470	9926	2335	863	271	354	1480	2968	375	1212	3684	3613	11777
	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
Countryside/Rural life	188	73	28	87	5	37	23	11	151	48	19	4	20	15	52	5	12	67	38	178
	2%	1%	2%	2%	1%	2%g	1%	2%g	2%g	2%g	2%g	1%	6%	1%	2%	1%	1%	2%	1%	2%
Animal welfare	172	64	19	88	13	26	42	4	146	29	12	8	9	24	37	5	19	58	39	168
	1%	1%	1%	2%	2%a	1%	1%	1%	1%	1%	1%	3%	2%	2%	1%	1%	2%	2%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	161	78	17	66	7	19	49	8	143	27	9	9	10	10	38	4	9	59	56	162
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	3%	3%	1%	1%	1%	1%	2%l	2%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	115	53	17	46	3	16	25	7	99	23	16	2	9	9	24	2	7	49	38	99
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%fgi	1%	3%	1%	1%	1%	1%	1%l	1%	1%
Pound/Exchange rate/Value of pound	94	44	8	42	1	17	24	3	77	20	6	1	3	10	23	5	13	28	31	94
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	90	46	6	37	9	25	24	1	65	26	4	3	4	7	15	2	6	43	29	91
	1%	1%	*	1%	2%bc	1%i	1%	*	1%	1%i	1%	1%	1%	*	1%	*	1%	1%	1%	1%
AIDS	56	25	7	24	4	6	22	1	50	6	1	2	3	3	11	5	6	12	19	58
	*	1%	*	*	1%	*	1%jr	*	1%	*	*	1%	1%	*	*	1%	1%	*	1%	*
Foot and mouth outbreak/Farming crisis	50	16	4	30	6	5	27	-	45	5	-	-	3	5	6	2	2	8	15	56
	*	*	*	1%	1%ab	*	1%fij	-	*	*	-	-	1%	*	*	1%	*	*	*	*
Northern Ireland	21	6	2	13	-	6	-	2	15	8	2	-	1	2	3	1	1	8	1	19
	*	*	*	*	-	*g	-	*g	*g	*g	*g	-	*	*	*	*	*	*	*	*
Other	665	256	68	341	25	110	125	37	555	147	50	24	40	108	125	23	75	226	190	642
	6%	5%	5%	6%a	5%	6%g	4%	8%gi	6%g	6%g	6%	9%	11%	7%	4%	6%	6%	6%	5%	5%

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Table 8
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What do you see as the main/other important issues facing Britain today?
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	WORKING STATUS				VOTING											INCOME		CHILD IN HH	UNWTD TOTAL	
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	100%	42%	12%	46%	5%	16%	25%	4%	84%	20%	7%	2%	3%	13%	25%	3%	10%	31%	31%	100%
MEAN NUMBER OF MENTIONS	3.30	3.41c	3.39c	3.17	3.05	3.39	3.31	3.38	3.28	3.39i	3.41	3.84	3.95	2.96	3.20	3.22	2.99	3.62l	3.25	3.27
STANDARD ERROR	0.02	0.04	0.07	0.03	0.08	0.06	0.04	0.09	0.02	0.05	0.07	0.17	0.19	0.06	0.04	0.13	0.05	0.04	0.04	0.02
ERROR VARIANCE	*	*	*	*	0.01	*	*	0.01	*	*	*	0.03	0.04	*	*	0.02	*	*	*	*
Don't know	1485	531	169	785	88	153	335	28	1332	181	64	19	38	335	434	61	230	265	496	1548
	13%	11%	12%	14%a	16%ab	8%	11%fhj	6%	13%fgh	8%	7%	7%	11%	23%	15%	16%	19%m	7%	14%	13%
Personal finances (NET)	3759	1739	450	1570	200	378	1169	150	3380	528	208	129	153	463	940	117	386	1190	1248	3761
	32%	35%c	33%c	29%	36%c	20%	39%fh	32%fj	34%fj	23%f	24%f	47%	43%	31%	32%	31%	32%	32%	35%	32%
Median	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

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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+

	IMPORTANT ISSUES								AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Race relations/ Immigration/ Immigrants	4506	1426	1264	739	3243	1167	151	566	587	1046	2577	877	4207	286	677	1471	369	1447	626	719	4492
	38%	35%	40%af	45%ab	100%ab	100%ab	100%abc	40%caf	34%	31%	41%g	41%g	41%k	20%	36%	38%	31%	45%p	56%pq	46%p	38%
Economy/Economic situation	4035	4035	1168	547	1041	345	58	572	712	1048	2233	733	3603	407	690	1450	542	988	358	433	3942
	34%	100%bcd	37%cd	33%t	32%	30%	38%t	41%bcd	41%bcd	31%	36%g	34%g	35%k	29%	36%	38%	45%qrs	31% ^s	32% ^s	28%	33%
National health service/Hospitals/ Healthcare	3183	1168	3183	568	846	395	40	454	836	807	1698	666	2898	267	613	971	394	842	380	350	3111
	27%	29% ^d	100%acd	34%ad	26%	34%ad	26%	32%ad	49%acd	24%	27%g	31%gh	28%k	19%	32% ^m	25%	33%qs	26% ^s	34%qs	22%	26%
Unemployment/ Factory closure/ Lack of industry	3110	1100	787	527	778	243	45	281	504	1019	1710	373	2522	566	554	1030	222	845	210	457	3173
	26%	27% ^{bde}	25% ^{et}	32% ^{abd}	24% ^{et}	21%	29% ^{et}	20%	29% ^{bde}	30% ^{hi}	28% ⁱ	17%	24%	40% ^j	29%	27%	19%	27% ^{pr}	19%	29% ^{pqr}	27%
Poverty/Inequality	1790	624	571	274	352	130	26	202	320	577	905	303	1589	192	311	564	267	423	119	222	1792
	15%	15% ^{dt}	18% ^{ade}	17% ^{dt}	11%	11%	17% ^{dt}	14% ^{dt}	19% ^{ade}	17% ^{hi}	15%	14%	15%	14%	16%	15%	22% ^{qrs}	13% ^r	11%	14% ^r	15%
Education/Schools	1719	712	836	269	443	119	30	232	1719	490	881	343	1524	184	376	560	270	394	178	131	1590
	15%	18% ^{dt}	26% ^{acd}	16% ^{dt}	14% ^t	10%	20% ^t	16% ^{dt}	100% ^{abc}	14%	14%	16%	15%	13%	20% ^m	15%	23% ^{qrs}	12% ^s	16% ^{qs}	8%	14%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	1654	547	568	1654	546	176	39	243	269	541	899	214	1393	250	256	540	139	539	183	256	1699
	14%	14%	18% ^{af}	100% ^{abd}	17% ^a	15%	26% ^{abd}	17% ^a	16% ^a	16% ⁱ	14% ⁱ	10%	13%	18% ^j	13%	14%	12%	17% ^p	17% ^p	16% ^p	14%
Housing	1476	556	487	308	414	119	23	159	310	514	733	223	1220	249	231	572	187	484	132	201	1490
	13%	14% ^{et}	15% ^{ade}	19% ^{abd}	13% ^t	10%	15%	11%	18% ^{abd}	15% ^{hi}	12%	10%	12%	18% ^j	12%	15% ^l	16% ^r	15% ^{rs}	12%	13%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
 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	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Defence/Foreign affairs/International terrorism	1408	572	454	243	363	182	36	1408	232	312	780	312	1326	74	241	460	210	354	152	173	1358
	12%	14%d	14%d	15%d	11%	16%d		24%abcdft	100%abcdtu	9%	13%g	15%gh	13%k	5%	13%	12%	18%qrs	11%	14%qs	11%	12%
Inflation/Prices	1372	562	345	271	330	86	17	125	196	534	649	188	1061	309	231	504	123	443	116	196	1416
	12%	14%bde	11%et	16%abd	10%t	7%	11%	9%	11%et	16%hi	10%	9%	10%	22%j	12%	13%	10%	14%prs	10%	13%	12%
Pensions/Social security/Benefits	1342	488	536	266	438	158	20	188	296	289	795	257	1242	91	228	452	141	377	161	198	1302
	11%	12%	17%ade	16%ade	14%a	14%	13%	13%	17%adet	8%	13%g	12%g	12%k	7%	12%	12%	12%	12%	14%q	13%	11%
Low pay/Minimum wage/Fair wages	1206	474	357	279	296	132	37	148	216	379	638	189	1015	185	228	482	110	349	85	191	1216
	10%	12%d	11%d	17%abde	9%	11%d	25%abc	11%	13%d	11%i	10%	9%	10%	13%j	12%	13%	9%	11%r	8%	12%pq	10%
Common Market/EU/ Europe/Euro/ Constitution	1045	421	339	157	358	167	28	244	191	182	559	304	1001	39	135	339	215	281	166	95	1034
	9%	10%	11%	10%	11%	14%abcd	19%abcd	17%abcd	11%	5%	9%g	14%gh	10%k	3%	7%	9%l	18%qs	9%s	15%qs	6%	9%
Ageing population/ Social care for the elderly	979	382	469	251	252	91	38	160	235	208	524	244	902	71	159	287	163	281	140	129	964
	8%	9%d	15%ade	15%adet	8%	8%	25%abc	11%adt	14%adt	6%	8%g	11%gh	9%k	5%	8%	7%	14%qs	9%	13%qs	8%	8%
Morality/ Individual behaviour/ Lifestyle	833	300	247	249	255	66	35	174	158	183	459	186	754	74	140	276	111	220	104	93	785
	7%	7%t	8%t	15%abde	8%t	6%	23%abc	12%abdf	9%at	5%	7%g	9%g	7%k	5%	7%	7%	9%qs	7%s	9%qs	6%	7%
Pollution/ Environment	826	375	317	168	201	53	21	132	202	238	408	176	746	76	144	293	152	183	57	61	791
	7%	9%dt	10%dt	10%dt	6%	5%	14%dt	9%dt	12%abde	7%	7%	8%h	7%k	5%	8%	8%	13%qrs	6%s	5%	4%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
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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	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Drug abuse	786	254	266	381	206	90	24	122	127	316	390	80	630	151	130	228	58	260	69	150	849
	7%	6%	8%ad	23%abde	6%	8%	16%abde	9%ad	7%	9%hi	6%i	4%	6%	11%j	7%	6%	5%	8%pr	6%	10%pq	7%
Taxation	699	275	216	161	179	74	19	81	137	246	356	97	554	139	97	331	74	233	62	84	680
	6%	7%d	7%d	10%abde	6%	6%	13%abde	6%	8%de	7%hi	6%	5%	5%	10%j	5%	9%l	6%	7%rs	6%	5%	6%
Population levels/ Overpopulation	681	283	264	172	259	85	24	125	134	195	332	152	619	60	91	281	67	235	93	96	653
	6%	7%	8%a	10%abdf	8%	7%	16%abde	9%a	8%	6%	5%	7%gh	6%k	4%	5%	7%l	6%	7%ps	8%ps	6%	6%
Public services in general	665	308	316	142	163	63	17	124	170	161	368	136	592	66	153	227	107	173	48	87	641
	6%	8%dt	10%adt	9%dt	5%	5%	11%dt	9%dt	10%adt	5%	6%g	6%g	6%	5%	8%am	6%	9%qrs	5%	4%	6%	5%
Petrol prices/Fuel	562	297	217	176	188	40	22	101	145	127	333	102	483	75	101	249	52	171	52	101	548
	5%	7%dt	7%t	11%abde	6%t	3%	15%abde	7%t	8%bdt	4%	5%g	5%	5%	5%	5%	6%	4%	5%	5%	6%pq	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484	217	135	73	126	24	12	111	88	113	256	112	472	10	81	153	87	138	51	82	507
	4%	5%bdt	4%t	4%t	4%t	2%	8%dt	8%abcd	5%dt	3%	4%	5%g	5%k	1%	4%	4%	7%qrs	4%	5%	5%q	4%
Transport/Public transport	483	189	220	121	107	50	12	78	121	185	209	90	382	97	77	197	51	177	31	47	475
	4%	5%d	7%adt	7%adet	3%	4%	8%d	6%d	7%adt	5%h	3%	4%	4%	7%j	4%	5%	4%	6%rs	3%	3%	4%
Local government/ Council tax	384	168	149	127	107	37	10	73	99	106	209	68	325	58	51	148	50	124	44	54	384
	3%	4%d	5%dt	8%abde	3%	3%	7%dt	5%dt	6%adt	3%	3%	3%	3%	4%	3%	4%l	4%	4%	4%	3%	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2014
 Number of sample points : 180
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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	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
Nationalisation/ Government control of institutions	255 2%	92 2%	110 3%adt	57 3%adt	61 2%	22 2%	9 6%adt	51 4%adt	69 4%adt	70 2%	122 2%	63 3%gh	228 2%	22 2%	50 3%	84 2%	44 4%qrs	55 2%	24 2%	25 2%	252 2%
Privatisation	244 2%	109 3%dt	126 4%adt	61 4%adt	55 2%	17 1%	8 5%dt	41 3%dt	79 5%adet	74 2%	130 2%	40 2%	224 2%k	18 1%	61 3%am	72 2%	55 5%qrs	74 2%	24 2%	39 3%	231 2%
Countryside/Rural life	188 2%	79 2%	81 3%d	60 4%abdt	54 2%	24 2%	12 8%abcd eft	50 4%adt	55 3%adt	25 1%	89 1%g	72 3%gh	178 2%k	9 1%	25 1%	74 2%	32 3%qs	43 1%	24 2%qs	17 1%	178 2%
Animal welfare	172 1%	79 2%d	72 2%d	59 4%abdt	45 1%	17 1%	9 6%abdf t	44 3%adt	42 2%d	29 1%	101 2%g	42 2%g	164 2%k	6 *	35 2%am	38 1%	22 2%	35 1%	18 2%	15 1%	168 1%
Nuclear weapons/ Nuclear war/ Disarmament	161 1%	73 2%	70 2%d	64 4%abdt	47 1%	23 2%	9 6%abdt	60 4%abdf t	48 3%adt	59 2%	76 1%	26 1%	142 1%	17 1%	25 1%	63 2%	21 2%	45 1%	18 2%	27 2%	162 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	115 1%	33 1%d	36 1%d	19 1%d	7 *	30 3%abcd f	4 3%adf	40 3%abcd f	13 1%d	21 1%	65 1%g	29 1%g	102 1%	13 1%	28 1%	42 1%	14 1%	27 1%	7 1%	16 1%	99 1%
Pound/Exchange rate/Value of pound	94 1%	62 2%d	41 1%d	31 2%d	22 1%	13 1%	6 4%bdt	29 2%d	32 2%d	25 1%	38 1%	31 1%gh	79 1%	13 1%	9 *	40 1%l	10 1%	30 1%	16 1%	11 1%	94 1%
Trade unions/ Strikes	90 1%	52 1%d	34 1%	34 2%abdt	27 1%	10 1%	7 4%abdf t	32 2%abdt	28 2%d	33 1%i	48 1%	9 *	75 1%	12 1%	12 1%	37 1%	22 2%qrs	25 1%	8 1%	14 1%	91 1%

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES							AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	11777	3942	3111	1699	3231	1177	146	1358	1590	3688	6056	2010	10096	1610	1667	3451	1164	3347	1137	1665	11777
WEIGHTED BASE	11791	4035	3183	1654	3243	1167	151	1408	1719	3414	6215	2132	10324	1399	1905	3835	1200	3184	1109	1565	11777
	100%	34%	27%	14%	28%	10%	1%	12%	15%	29%	53%	18%	88%	12%	16%	33%	10%	27%	9%	13%	100%
AIDS	56*	18*	161%	161%abd	8*	4*	43%abdf	131%ad	101%	291%hi	23*	5*	39*	141%j	7*	241%	101%	191%	61%	91%	58*
Foot and mouth outbreak/Farming crisis	50*	10*	15*	131%ad	10*	2*	43%abcd	91%a	141%adt	301%hi	14*	5*	26*	212%j	6*	12*	4*	4*	2*	2*	56*
Northern Ireland	21*	9*	10*	101%at	10*	*	42%abcd	6*	111%at	6*	12*	3*	18*	1*	2*	4*	4*	6*	3*	3*	19*
Other	6656%	1674%c	1485%c	453%	1464%c	434%	42%	564%c	1197%abcd	1504%	3756%g	1376%g	6116%k	473%	854%	2146%	817%qs	1404%	615% _s	584%	6425%
MEAN NUMBER OF MENTIONS	3.30	4.14 _{dt}	4.57 _{ad}	5.23 _{ab}	3.75	3.80	6.09 _{ab}	4.69 _{ad}	4.98 _{ab}	3.17	3.35 _g	3.36 _g	3.32 _k	3.13	3.43	3.45	3.80 _{qr}	3.41 _s	3.54 _{qs}	3.25	3.27
STANDARD ERROR	0.02	0.05	0.06	0.10	0.05	0.08	0.51	0.11	0.10	0.03	0.03	0.06	0.02	0.05	0.06	0.04	0.08	0.04	0.07	0.06	0.02
ERROR VARIANCE	*	*	*	0.01	*	0.01	0.26	0.01	0.01	*	*	*	*	*	*	*	0.01	*	0.01	*	*
Don't know	148513%	1694%bcf	552%	402%	1876%abce	756%abce	32%	504%bf	372%	43913%	76912%	27713%	126112%	21115%j	18710%	43411%	716%	36712%pr	918% _p	23215% _{pqr}	154813%
Personal finances (NET)	375932%	134133% _{det}	104633% _{det}	63839% _{abd}	84526% _{ef}	28124%	6039% _{det}	37627%	57133% _{det}	124136% _{hi}	191231% _i	59928%	318231%	55940% _j	66235%	132735%	41835% _r	104133% _r	28526%	52433% _r	376132%
Median	2	3	3	4	3	3	3	3	3	2	2	2	2	2	2	2	3	2	2	2	2

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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+

	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	11777	1569	1815	2023	1591	2611	2168	11777
WEIGHTED BASE	11791	1655	1960	2355	1622	2358	1842	11777
	100%	14%	17%	20%	14%	20%	16%	100%
Race relations/ Immigration/ Immigrants	4506	447	578	832	648	1092	909	4492
	38%	27%	29%	35%	40%	46%	49%	38%
Economy/Economic situation	4035	583	529	1044	505	898	475	3942
	34%	35%	27%	44%	31%	38%	26%	33%
National health service/Hospitals/ Healthcare	3183	362	305	782	405	833	498	3111
	27%	22%	16%	33%	25%	35%	27%	26%
Unemployment/ Factory closure/ Lack of industry	3110	470	700	544	564	440	392	3173
	26%	28%	36%	23%	35%	19%	21%	27%
Poverty/Inequality	1790	274	252	406	262	378	218	1792
	15%	17%	13%	17%	16%	16%	12%	15%
Education/Schools	1719	304	196	538	188	367	125	1590
	15%	18%	10%	23%	12%	16%	7%	14%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	1654	182	313	271	321	290	278	1699
	14%	11%	16%	12%	20%	12%	15%	14%
Housing	1476	212	305	276	247	255	182	1490
	13%	13%	16%	12%	15%	11%	10%	13%
Defence/Foreign affairs/ International terrorism	1408	193	144	313	156	385	218	1358
	12%	12%	7%	13%	10%	16%	12%	12%
Inflation/Prices	1372	189	312	246	264	171	190	1416
	12%	11%	16%	10%	16%	7%	10%	12%
Pensions/Social security/Benefits	1342	191	158	306	170	303	215	1302
	11%	12%	8%	13%	10%	13%	12%	11%

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
Number of sample points : 180
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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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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	11777	1569	1815	2023	1591	2611	2168	11777
WEIGHTED BASE	11791	1655	1960	2355	1622	2358	1842	11777
	100%	14%	17%	20%	14%	20%	16%	100%
Low pay/Minimum wage/Fair wages	1206	187	283	220	227	150	138	1216
	10%	11%	14%	9%	14%	6%	8%	10%
Common Market/EU/ Europe/Euro/ Constitution	1045	101	43	205	87	410	198	1034
	9%	6%	2%	9%	5%	17%	11%	9%
Ageing population/ Social care for the elderly	979	89	48	247	101	297	197	964
	8%	5%	2%	10%	6%	13%	11%	8%
Morality/ Individual behaviour/ Lifestyle	833	97	59	225	102	234	115	785
	7%	6%	3%	10%	6%	10%	6%	7%
Pollution/ Environment	826	151	83	238	81	196	76	791
	7%	9%	4%	10%	5%	8%	4%	7%
Drug abuse	786	103	190	106	160	116	111	849
	7%	6%	10%	4%	10%	5%	6%	7%
Taxation	699	130	147	158	116	81	67	680
	6%	8%	8%	7%	7%	3%	4%	6%
Population levels/ Overpopulation	681	72	87	165	92	160	103	653
	6%	4%	4%	7%	6%	7%	6%	6%
Public services in general	665	96	66	190	89	138	86	641
	6%	6%	3%	8%	5%	6%	5%	5%
Petrol prices/Fuel	562	105	84	119	83	97	72	548
	5%	6%	4%	5%	5%	4%	4%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484	71	39	104	60	154	55	507
	4%	4%	2%	4%	4%	7%	3%	4%

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2014
Number of sample points : 180
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+

	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	11777	1569	1815	2023	1591	2611	2168	11777
WEIGHTED BASE	11791	1655	1960	2355	1622	2358	1842	11777
	100%	14%	17%	20%	14%	20%	16%	100%
Transport/Public transport	483 4%	76 5%	102 5%	114 5%	63 4%	79 3%	49 3%	475 4%
Local government/Council tax	384 3%	40 2%	66 3%	76 3%	78 5%	63 3%	61 3%	384 3%
Nationalisation/Government control of institutions	255 2%	41 2%	35 2%	52 2%	31 2%	55 2%	41 2%	252 2%
Privatisation	244 2%	45 3%	25 1%	69 3%	20 1%	59 3%	25 1%	231 2%
Countryside/Rural life	188 2%	28 2%	16 1%	41 2%	15 1%	59 3%	29 2%	178 2%
Animal welfare	172 1%	26 2%	41 2%	25 1%	19 1%	36 2%	24 1%	168 1%
Nuclear weapons/Nuclear war/Disarmament	161 1%	35 2%	27 1%	25 1%	25 2%	27 1%	21 1%	162 1%
Bird flu/Pandemic flu/Swine flu/Ebola	115 1%	11 1%	20 1%	36 2%	14 1%	25 1%	9 *	99 1%
Pound/Exchange rate/Value of pound	94 1%	20 1%	9 *	19 1%	19 1%	19 1%	9 *	94 1%
Trade unions/ Strikes	90 1%	20 1%	18 1%	15 1%	9 1%	15 1%	12 1%	91 1%
AIDS	56 *	13 1%	14 1%	6 *	11 1%	7 *	5 *	58 *
Foot and mouth outbreak/Farming crisis	50 *	5 *	14 1%	1 *	12 1%	6 *	11 1%	56 *

Respondent type : GB Adults 18+
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Table 10
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	11777	1569	1815	2023	1591	2611	2168	11777
WEIGHTED BASE	11791	1655	1960	2355	1622	2358	1842	11777
	100%	14%	17%	20%	14%	20%	16%	100%
Northern Ireland	21 *	4 *	3 *	2 *	1 *	8 *	2 *	19 *
Other	665 6%	79 5%	74 4%	162 7%	63 4%	193 8%	94 5%	642 5%
MEAN NUMBER OF MENTIONS	3.30	3.23	2.96	3.54	3.40	3.52	3.04	3.27
STANDARD ERROR	0.02	0.06	0.05	0.05	0.06	0.05	0.04	0.02
ERROR VARIANCE	*	*	*	*	*	*	*	*
Don't know	1485 13%	281 17%	412 21%	152 6%	186 11%	177 8%	277 15%	1548 13%
Personal finances (NET)	3759 32%	578 35%	688 35%	753 32%	618 38%	639 27%	483 26%	3761 32%
Median	2	2	2	2	2	2	2	2

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+

	TOTAL	WEEKS											
		2014 WK 02	2014 WK 05	2014 WK 09	2014 WK 15	2014 WK 18	2014 WK 23	2014 WK 27	2014 WK 31	2014 WK 35	2014 WK 41	2014 WK 45	2014 WK 48
UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Race relations/ Immigration/ Immigrants	4506 38%	401 41%	333 34%	348 35%	334 34%	339 34%	379 39%	356 36%	374 38%	380 39%	422 43%	401 40%	440 45%
Economy/Economic situation	4035 34%	400 41%	379 39%	358 36%	359 36%	355 36%	318 33%	314 32%	313 32%	295 30%	293 30%	325 33%	326 33%
National health service/Hospitals/ Healthcare	3183 27%	258 27%	227 23%	239 24%	249 25%	267 27%	230 24%	263 27%	251 25%	248 25%	333 34%	301 30%	318 33%
Unemployment/ Factory closure/ Lack of industry	3110 26%	306 32%	278 29%	256 26%	303 31%	317 32%	272 28%	246 25%	255 26%	205 21%	236 24%	222 22%	214 22%
Poverty/Inequality	1790 15%	159 16%	146 15%	157 16%	145 15%	147 15%	156 16%	175 18%	130 13%	125 13%	139 14%	150 15%	162 17%
Education/Schools	1719 15%	146 15%	167 17%	145 15%	151 15%	165 17%	150 15%	130 13%	137 14%	160 16%	119 12%	126 13%	122 13%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	1654 14%	159 16%	156 16%	121 12%	140 14%	155 16%	109 11%	148 15%	138 14%	139 14%	142 14%	130 13%	117 12%
Housing	1476 13%	110 11%	112 12%	112 11%	136 14%	139 14%	135 14%	147 15%	132 13%	143 15%	96 10%	102 10%	110 11%
Defence/Foreign affairs/ International terrorism	1408 12%	66 7%	75 8%	107 11%	85 9%	81 8%	68 7%	116 12%	136 14%	224 23%	202 21%	156 16%	93 10%
Inflation/Prices	1372 12%	148 15%	131 13%	118 12%	147 15%	141 14%	111 11%	108 11%	109 11%	106 11%	71 7%	91 9%	92 9%
Pensions/Social security/Benefits	1342 11%	156 16%	119 12%	115 12%	96 10%	115 12%	104 11%	111 11%	130 13%	77 8%	105 11%	99 10%	114 12%

Respondent type : GB Adults 18+
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	TOTAL	WEEKS											
		2014 WK 02	2014 WK 05	2014 WK 09	2014 WK 15	2014 WK 18	2014 WK 23	2014 WK 27	2014 WK 31	2014 WK 35	2014 WK 41	2014 WK 45	2014 WK 48
UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Low pay/Minimum wage/Fair wages	1206	89	109	67	100	111	77	100	109	110	106	114	112
	10%	9%	11%	7%	10%	11%	8%	10%	11%	11%	11%	11%	11%
Common Market/EU/ Europe/Euro/ Constitution	1045	65	59	77	91	84	116	87	68	79	89	124	106
	9%	7%	6%	8%	9%	8%	12%	9%	7%	8%	9%	12%	11%
Ageing population/ Social care for the elderly	979	81	91	68	65	92	93	90	85	65	81	97	71
	8%	8%	9%	7%	7%	9%	10%	9%	9%	7%	8%	10%	7%
Morality/ Individual behaviour/ Lifestyle	833	83	67	67	61	89	70	74	71	73	64	62	52
	7%	9%	7%	7%	6%	9%	7%	8%	7%	7%	7%	6%	5%
Pollution/ Environment	826	71	100	74	76	77	70	68	56	56	58	66	53
	7%	7%	10%	7%	8%	8%	7%	7%	6%	6%	6%	7%	5%
Drug abuse	786	61	63	64	69	61	63	61	75	67	55	67	79
	7%	6%	7%	6%	7%	6%	6%	6%	8%	7%	6%	7%	8%
Taxation	699	66	64	52	63	72	57	47	59	38	50	56	75
	6%	7%	7%	5%	6%	7%	6%	5%	6%	4%	5%	6%	8%
Population levels/ Overpopulation	681	48	54	52	51	70	58	59	65	51	48	59	65
	6%	5%	6%	5%	5%	7%	6%	6%	7%	5%	5%	6%	7%
Public services in general	665	54	56	61	48	67	62	58	45	52	54	57	52
	6%	6%	6%	6%	5%	7%	6%	6%	5%	5%	5%	6%	5%
Petrol prices/Fuel	562	56	63	43	62	59	60	38	53	33	24	34	35
	5%	6%	6%	4%	6%	6%	6%	4%	5%	3%	2%	3%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	484	21	45	50	47	44	43	46	43	67	24	23	30
	4%	2%	5%	5%	5%	4%	4%	5%	4%	7%	2%	2%	3%

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		2014 WK 02	2014 WK 05	2014 WK 09	2014 WK 15	2014 WK 18	2014 WK 23	2014 WK 27	2014 WK 31	2014 WK 35	2014 WK 41	2014 WK 45	2014 WK 48
UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Transport/Public transport	483 4%	47 5%	36 4%	28 3%	38 4%	48 5%	35 4%	37 4%	36 4%	43 4%	46 5%	35 4%	54 6%
Local government/ Council tax	384 3%	30 3%	25 3%	24 2%	34 3%	44 4%	24 2%	33 3%	37 4%	42 4%	38 4%	30 3%	23 2%
Nationalisation/ Government control of institutions	255 2%	20 2%	22 2%	24 2%	19 2%	19 2%	22 2%	18 2%	24 2%	20 2%	27 3%	20 2%	20 2%
Privatisation	244 2%	23 2%	25 3%	22 2%	15 2%	22 2%	16 2%	23 2%	18 2%	20 2%	13 1%	32 3%	16 2%
Countryside/Rural life	188 2%	23 2%	26 3%	8 1%	18 2%	11 1%	13 1%	12 1%	14 1%	8 1%	12 1%	26 3%	19 2%
Animal welfare	172 1%	18 2%	16 2%	12 1%	14 1%	13 1%	14 1%	15 2%	18 2%	11 1%	13 1%	13 1%	16 2%
Nuclear weapons/ Nuclear war/ Disarmament	161 1%	9 1%	16 2%	14 1%	7 1%	11 1%	6 1%	12 1%	18 2%	16 2%	18 2%	22 2%	12 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	115 1%	3 *	2 *	2 *	3 *	2 *	4 *	1 *	6 1%	1 *	50 5%	17 2%	25 3%
Pound/Exchange rate/Value of pound	94 1%	7 1%	15 2%	3 *	5 *	8 1%	7 1%	7 1%	12 1%	3 *	5 *	10 1%	13 1%
Trade unions/ Strikes	90 1%	11 1%	6 1%	2 *	2 *	13 1%	5 1%	6 1%	9 1%	2 *	15 2%	10 1%	8 1%
AIDS	56 *	2 *	9 1%	1 *	1 *	3 *	8 1%	3 *	6 1%	7 1%	7 1%	3 *	5 1%
Foot and mouth outbreak/Farming crisis	50 *	2 *	6 1%	4 *	2 *	5 1%	3 *	3 *	6 1%	3 *	7 1%	3 *	6 1%

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ISSUES INDEX (FINAL)

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

	TOTAL	WEEKS											
		2014 WK 02	2014 WK 05	2014 WK 09	2014 WK 15	2014 WK 18	2014 WK 23	2014 WK 27	2014 WK 31	2014 WK 35	2014 WK 41	2014 WK 45	2014 WK 48
UNWEIGHTED BASE	11777	952	968	986	992	998	963	989	995	973	976	1015	970
WEIGHTED BASE	11791	970	969	988	987	996	978	986	985	978	982	996	976
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
Northern Ireland	21 *	1 *	2 *	7 1%	1 *	1 *	- -	1 *	2 *	1 *	2 *	1 *	2 *
Other	665 6%	66 7%	55 6%	36 4%	61 6%	72 7%	47 5%	68 7%	49 5%	48 5%	52 5%	48 5%	64 7%
MEAN NUMBER OF MENTIONS	3.30	3.47	3.38	3.11	3.25	3.45	3.20	3.24	3.29	3.22	3.31	3.32	3.36
STANDARD ERROR	0.02	0.08	0.08	0.06	0.06	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.08
ERROR VARIANCE	*	0.01	0.01	*	*	0.01	*	*	0.01	*	0.01	0.01	0.01
Don't know	1485 13%	94 10%	124 13%	140 14%	109 11%	114 11%	117 12%	110 11%	147 15%	127 13%	120 12%	147 15%	136 14%
Personal finances (NET)	3759 32%	335 35%	335 35%	317 32%	334 34%	334 33%	314 32%	331 34%	301 31%	290 30%	277 28%	286 29%	305 31%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2

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●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777

	Page	Table	Title	Base Description	Base
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●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777

	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+	11777
	24	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777

	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+	11777
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777

	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+	11777
	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	47	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	48	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	49	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	51	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
	52	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	11777
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