

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	992	519	473	133	136	146	148	159	270	269	294	429	415	577	238	316	215	223	554	438	992
WEIGHTED BASE	987	483	505	134	169	161	167	137	220	303	327	357	464	523	257	272	217	241	529	458	992
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	8 1%	4 1%	4 1%	- -	1 *	1 1%	1 *	1 1%	5 2%i	1 *	2 1%	5 2%	2 *	6 1%	1 *	5 2%oq	2 1%	- -	6 1%	2 *	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	24 2%	18 4%b	5 1%	1 1%	1 1%	2 1%	1 1%	6 4%fij	13 6%cde fij	3 1%	3 1%	19 5%cde fij	4 1%	20 4%	11 4%m	3 1%	3 2%	7 3%	13 2%m	11 2%	27 3%
Countryside/Rural life	4 *	- -	4 1%	1 1%	1 1%	-	-	1 1%	-	3 1%	-	1 *	3 1%	1 *	2 1%	1 1%	-	-	4 1%	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	17 3%	19 4%	5 3%	6 3%	5 3%	6 4%	6 4%	8 4%	10 3%	11 3%	14 4%	15 3%	20 4%	4 2%	8 3%	9 4%	14 6%lp	12 2%	23 5%lp	37 4%
Defence/Foreign affairs/ International terrorism	13 1%	7 1%	6 1%	1 1%	4 2%	1 1%	4 2%	2 1%	2 1%	5 2%	5 1%	3 1%	6 1%	7 1%	3 1%	6 2%	3 1%	1 1%	9 2%	4 1%	14 1%
Drug abuse	11 1%	6 1%	5 1%	6 4%fhj	1 1%	2 1%	-	1 1%	1 *	7 2%	2 1%	2 1%	9 2%	2 *	1 *	1 *	4 2%	5 2%p	2 *	9 2%p	10 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 11th - 17th April 2014
Number of sample points : 191
Source : Ipsos MORI (JN Q218)

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%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Economy/Economic situation	182 18%	112 23%b	70 14%	22 17%	30 18%	39 24%	31 19%	20 15%	39 18%	53 17%	70 21%	59 17%	92 20%	90 17%	63 24%no	54 20%o	34 16%	31 13%	116 22%oq	66 14%	183 18%
Education/Schools	26 3%	12 2%	14 3%	5 4%	5 3%	5 3%	3 2%	1 1%	7 3%	10 3%	8 2%	8 2%	15 3%	11 2%	9 3%	8 3%	4 2%	5 2%	17 3%	9 2%	25 3%
Foot and mouth outbreak/Farming crisis	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	-	1 *	1 *
Housing	10 1%	4 1%	7 1%	1 1%	-	4 2%k	3 2%	1 *	1 *	1 *	7 2%k	1 *	5 1%	5 1%	3 1%	1 *	2 1%	4 2%	4 1%	6 1%	10 1%
Inflation/Prices	41 4%	23 5%	17 3%	7 5%	14 8%ghk	8 5%	5 3%	3 2%	3 2%	21 7%hk	13 4%	7 2%	29 6%	12 2%	7 3%	10 4%	11 5%	13 5%	17 3%	23 5%	43 4%
Local government/Council tax	3 *	2 *	1 *	2 2%j	-	-	-	-	1 *	2 1%	-	1 *	2 *	1 *	1 *	-	-	2 1%	1 *	2 *	2 *
Low pay/Minimum wage/Fair wages	22 2%	10 2%	12 2%	9 7%fghjk	3 2%	5 3%	1 1%	1 1%	3 1%	12 4%k	6 2%	4 1%	16 4%	5 1%	4 1%	8 3%	3 1%	7 3%	12 2%	10 2%	22 2%
Morality/Individual behaviour/Lifestyle	16 2%	8 2%	8 2%	-	2 1%	5 3%	1 *	1 1%	7 3%ci	2 1%	6 2%	8 2%	7 1%	9 2%	6 2%	5 2%	2 1%	2 1%	12 2%	4 1%	18 2%
National health service/Hospitals/Healthcare	55 6%	21 4%	35 7%	4 3%	7 4%	13 8%	10 6%	10 7%	12 5%	11 4%	22 7%	21 6%	24 5%	31 6%	19 7%	13 5%	11 5%	12 5%	32 6%	23 5%	54 5%
Nationalisation/Government control of institutions	8 1%	5 1%	3 1%	3 2%hk	-	4 2%hk	1 1%	-	-	3 1%	5 2%k	-	7 1%	1 *	4 2%	1 *	2 1%	-	5 1%	2 1%	6 1%

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Northern Ireland	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	1
Nuclear weapons/ Nuclear war/ Disarmament	2	2	-	-	2	-	-	-	-	2	-	-	2	-	2	-	-	-	2	-	1
Pensions/Social security/Benefits	17	6	11	-	5	2	2	4	2	5	5	7	8	9	8	3	3	4	11	6	16
Petrol prices/Fuel	5	2	3	2	1	1	1	-	-	3	2	-	4	1	1	2	1	-	4	1	4
Pollution/ Environment	22	9	12	2	3	5	1	3	7	6	6	10	11	11	5	7	4	5	12	9	22
Population levels/ Overpopulation	12	5	6	1	3	-	5	2	1	4	5	3	4	8	3	5	-	4	8	4	11
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	49	21	27	3	4	14	11	7	9	7	26	16	22	27	18	13	5	12	32	17	47
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	6	3	3	-	1	1	-	-	3	1	1	3	3	3	4	1	1	-	5	1	6
Race relations/ Immigration/ Immigrants	189	76	113	15	25	17	35	39	58	40	52	97	57	132	38	49	56	47	87	103	186
	19%	16%	22% ^a	11%	15%	11%	21% ^{ce}	29% ^{cd}	26% ^{cd}	13%	16% ^e	27% ^{cd}	12%	25%	15%	18%	26% ^{lm}	19%	16%	22% ^{lp}	19%

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	23 2%	14 3%	9 2%	2 1%	5 3%	2 1%	6 4%	2 1%	6 3%	7 2%	8 3%	8 2%	9 2%	14 3%	8 3%	7 3%	2 1%	6 2%	15 3%	8 2%	21 2%
Taxation	7 1%	4 1%	4 1%	4 3%fhj k	3 2%j	-	-	1 *	-	7 2%hjk	-	1 *	7 1%	1 *	-	5 2%lp	3 1%	-	5 1%	3 1%	8 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	1 *	* *	2 1%k	-	-	-	-	3 1%	-	-	3 1%	-	2 1%	-	1 1%	2 *	1 *	3 *	
Unemployment/ Factory closure/ Lack of industry	135 14%	69 14%	66 13%	26 19%hk	22 13%	19 12%	27 16%h	22 16%hk	19 8%	48 16%h	46 14%	41 11%h	67 14%	68 13%	23 9%	41 15%lp	35 16%l	36 15%	64 12%	71 16%l	142 14%
Other	28 3%	10 2%	18 4%	1 1%	7 4%	4 2%	7 4%	3 2%	7 3%	8 3%	11 3%	10 3%	11 2%	17 3%	8 3%	5 2%	4 2%	11 5%	13 3%	15 3%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	31 3%	11 2%	21 4%	10 8%efg hjk	8 5%	4 2%	3 2%	1 1%	6 3%	18 6%gjk	7 2%	7 2%	22 5%	10 2%	2 1%	7 3%	11 5%lp	12 5%lp	9 2%	23 5%lp	31 3%
Personal finances (NET)	116 12%	57 12%	60 12%	20 15%hk	23 13%hk	28 17%gh k	19 12%	12 9%	15 7%	43 14%hk	47 14%hk	27 7%	71 15%	46 9%	31 12%	34 12%	20 9%	32 13%	65 12%	52 11%	116 12%
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
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	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Ageing population/ Social care for the elderly	8 1%	7 1%	* 1%	1 1%	3 1%	3 1%	2 1%	1 *	3 1%	2 1%	3 1%	1 1%	4 1%	2 1%	1 1%	1 *	6 1%	2 1%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	24 2%	21 2%	2 4%	1 1%	5 1%	4 2%	7 2%	5 2%	12 3%	3 2%	10 4%	7 5% ^d	16 5% ^{lno}	5 2%	2 2%	1 *	21 3% ^{lnp}	3 1%	27 3%
Countryside/Rural life	4 *	2 *	1 3% ^{ade}	- - ^{ghij}	- -	- -	3 1%	1 1%	1 *	- -	- -	- -	1 *	3 1%	- -	- -	4 1%	- -	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	33 4%	1 2%	2 2%	17 5%	15 6% ^{agj}	9 3%	8 3%	9 3%	6 5%	8 3%	2 1%	8 3%	9 3%	10 7% ^{ko}	8 4%	17 3%	18 5%	37 4%
Defence/Foreign affairs/ International terrorism	13 1%	11 1%	1 2%	1 1%	6 2%	5 2%	2 1%	2 1%	5 1%	2 2%	5 2%	3 2%	3 1%	6 2%	2 1%	3 1%	9 1%	4 1%	14 1%
Drug abuse	11 1%	9 1%	- -	1 2%	4 1%	3 1%	5 2%	5 2%	2 1%	2 2%	2 1%	- -	2 1%	1 *	4 3% ^{lo}	4 2% ^{lo}	2 *	8 2% ^{lo}	10 1%

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	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Economy/Economic situation	182	162	12	8	59	51	54	42	68	16	52	36	60	68	22	29	128	50	183
	18%	19%ch	32%cdf	9%	18%c	22%cd	18%	16%	19%ch	13%	19%ch	25%cg	18%	22%p	15%	15%	20%	15%	18%
Education/Schools	26	21	1	4	13	9	4	4	8	2	6	3	6	11	5	3	17	8	25
	3%	2%	2%	4%	4%	4%	1%	1%	2%	2%	2%	2%	2%	4%	4%	2%	3%	2%	3%
Foot and mouth outbreak/Farming crisis	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*
Housing	10	10	-	-	2	2	1	1	6	4	5	1	2	3	2	1	5	4	10
	1%	1%	-	-	1%	1%	*	1%	2%	3%adf	2%	1%	1%	1%	2%	1%	1%	1%	1%
Inflation/Prices	41	39	-	1	15	13	6	6	20	12	17	5	7	16	2	16	22	18	43
	4%	5%f	-	2%	5%	6%f	2%	2%	6%f	10%abc	6%f	4%	2%	5%k	2%	8%kmo	3%k	5%km	4%
Local government/Council tax	3	3	-	-	-	-	2	2	1	-	1	1	-	1	-	2	1	2	2
	*	*	-	-	-	-	1%	1%	*	-	*	1%	-	*	-	1%	*	1%	*
Low pay/Minimum wage/Fair wages	22	20	1	1	6	4	8	7	8	4	5	1	7	7	2	5	14	8	22
	2%	2%	2%	2%	2%	2%	3%	3%	2%	4%	2%	1%	2%	2%	2%	3%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	16	12	1	3	7	4	4	4	4	*	2	2	6	7	1	2	14	2	18
	2%	1%	2%	3%	2%	2%	1%	1%	1%	*	1%	1%	2%	2%	*	1%	2%	1%	2%
National health service/Hospitals/Healthcare	55	51	2	2	15	13	20	18	20	6	11	5	21	16	5	13	37	18	54
	6%	6%	7%	2%	5%	5%	7%	7%	6%i	5%	4%	3%	6%	5%	4%	7%	6%	5%	5%

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	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Nationalisation/ Government control of institutions	8 1%	4 *	- -	4 4%aef gij	5 2%aef	1 1%	- -	- -	3 1%	1 1%	1 *	- -	1 *	2 1%	- -	3 2%	3 1%	3 1%	6 1%
Northern Ireland	1 *	- -	- -	1 1%a	- *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	2 *	2 *	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	1 *
Pensions/Social security/Benefits	17 2%	17 2%	- -	- -	3 1%	3 1%	4 1%	4 2%	9 3%i	3 2%	5 2%	2 1%	4 1%	3 1%	4 3%	5 3%	8 1%	9 3%	16 2%
Petrol prices/Fuel	5 1%	4 1%	- -	1 1%	1 *	- -	3 1%	3 1%	1 *	- -	- -	- -	- -	2 1%	- -	3 1%k	2 *	3 1%	4 *
Pollution/ Environment	22 2%	22 3%de	- -	- -	2 1%	2 1%	6 2%	6 2%	14 4%ade	5 4%de	13 5%acd e	8 5%acd e	8 2%	7 2%	3 2%	3 2%	15 2%	7 2%	22 2%
Population levels/ Overpopulation	12 1%	12 1%	- -	- -	3 1%	3 1%	3 1%	3 1%	6 2%	2 2%	5 2%	3 2%	2 1%	3 1%	4 3%	3 1%	5 1%	7 2%	11 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	49 5%	40 5%	2 5%	7 7%	16 5%	9 4%	15 5%	13 5%	18 5%	7 6%	12 4%	4 3%	14 4%	24 8%mp	4 2%	8 4%	37 6%k	11 3%	47 5%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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. * small base

Respondent type : GB Adults 18+
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Ipsos MORI

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Table 2
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (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	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Public services in general	6	6	-	-	-	-	2	2	4	-	2	2	2	3	1	-	5	1	6
	1%	1%	-	-	-	-	1%	1%	1%	-	1%	1% ^d	1%	1%	1%	-	1%	*	1%
Race relations/Immigration/Immigrants	189	170	6	13	55	42	69	63	65	16	55	39	79	44	33	34	123	67	186
	19%	20% ^h	16%	15%	17%	18%	23% ^h	24%	18% ^h	13%	20% ^h	27% ^{ac}	24% ^{lo}	14%	23% ^l	17%	19% ^l	20%	19%
Scottish/Welsh assembly/Devolution/Constitutional reform	23	6	-	16	17	1	3	3	2	-	1	1	13	7	1	2	19	3	21
	2%	1%	-	18% ^{abd}	5% ^{aef}	*	1%	1%	1%	-	*	1%	4% ^p	2%	1%	1%	3%	1%	2%
Taxation	7	6	1	-	1	1	4	3	3	1	2	1	1	3	-	4	4	4	8
	1%	1%	3% ^d	-	*	*	1%	1%	1%	1%	1%	1%	*	1%	-	2%	1%	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3	3	-	-	1	1	-	-	2	2	2	-	-	-	2	1	-	3	3
	*	*	-	-	*	*	-	-	*	1% ^{af}	1%	-	-	-	1% ^o	1%	-	1% ^o	*
Unemployment/Factory closure/Lack of industry	135	114	7	14	39	25	50	43	45	23	34	11	46	39	23	27	85	49	142
	14%	13% ^j	19% ^j	15%	12%	11%	17% ^j	16%	13% ^j	18% ^{ae}	12% ^j	7%	14%	13%	16%	14%	13%	14%	14%
Other	28	24	-	4	8	4	8	8	12	3	10	7	11	6	6	5	18	11	27
	3%	3%	-	5%	2%	2%	3%	3%	3%	2%	4%	5%	3%	2%	4%	2%	3%	3%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	31	27	-	4	19	15	8	8	4	3	3	-	4	7	4	13	11	17	31
	3%	3% ^{gij}	-	5% ^{gj}	6% ^{agi}	6% ^{agi}	3%	3%	1%	3% ^{ij}	1%	-	1%	2%	3%	6% ^{klo}	2%	5% ^{ko}	3%

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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	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Personal finances (NET)	116	103	3	10	37	27	31	28	48	24	34	10	27	49	8	31	76	40	116
	12%	12%	7%	11%	11%	10%	11%	13% _j	19% _{ad}	13% _j	7%	8%	16% _{kmo}	6%	16% _{km}	12% _{km}	12% _m	12% _p	12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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UNWEIGHTED BASE	992	397	89	506	35	173	275	35	819	208	71	79	266	247	992
WEIGHTED BASE	987	431	95*	461	38*	172	253	34*	815	206	70*	78*	292	281	992
	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Ageing population/ Social care for the elderly	8 1%	2 *	- -	6 1%	- -	1 1%	2 1%	1 2%	7 1%	2 1%	- -	* 1%	1 *	1 *	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	24 2%	8 2%	1 1%	15 3%	-	9 5%gi	4 1%	-	15 2%	9 4%i	6 8%gi	2 2%	4 1%	2 1%	27 3%
Countryside/Rural life	4 *	1 *	- -	2 *	-	-	-	-	4 *	-	-	-	1 *	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	13 3%	1 1%	22 5%	1 4%	4 2%	6 3%	2 5%	31 4%	6 3%	2 2%	5 6%m	4 1%	6 2%	37 4%
Defence/Foreign affairs/ International terrorism	13 1%	7 2%	1 1%	6 1%	-	3 2%	2 1%	-	10 1%	3 2%	-	1 2%	5 2%	2 1%	14 1%
Drug abuse	11 1%	4 1%	1 1%	5 1%	1 4%	* *	4 1%	-	10 1%	* *	2 2%	2 3%m	-	3 1%	10 1%

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	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Economy/Economic situation	182	90	20	72	6	44	51	5	138	50	6	17	71	66	183
	18%	21% _c	21%	16%	16%	26% _{ir}	20% _r	16%	17%	24% _{ir}	9%	22%	24%	24%	18%
Education/Schools	26	9	5	12	2	6	8	1	20	7	1	4	9	9	25
	3%	2%	5%	3%	6%	3%	3%	4%	2%	4%	1%	5%	3%	3%	3%
Foot and mouth outbreak/Farming crisis	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*
Housing	10	6	-	4	1	1	3	2	9	3	-	-	3	5	10
	1%	2%	-	1%	4%	1%	1%	4%	1%	1%	-	-	1%	2%	1%
Inflation/Prices	41	20	2	20	2	3	14	1	37	4	1	3	9	16	43
	4%	5%	2%	4%	6%	2%	6%	3%	5%	2%	1%	3%	3%	6%	4%
Local government/Council tax	3	2	-	1	-	-	2	-	3	-	1	-	2	-	2
	*	1%	-	*	-	-	1%	-	*	-	1%	-	1%	-	*
Low pay/Minimum wage/Fair wages	22	8	5	9	1	3	10	1	19	4	1	*	1	4	22
	2%	2%	5%	2%	2%	2%	4%	3%	2%	2%	1%	1%	*	1%	2%
Morality/Individual behaviour/Lifestyle	16	6	1	9	-	3	3	-	12	3	1	2	3	6	18
	2%	1%	1%	2%	-	2%	1%	-	2%	2%	1%	3%	1%	2%	2%
National health service/Hospitals/Healthcare	55	26	7	23	-	15	20	2	40	16	1	4	23	11	54
	6%	6%	7%	5%	-	9%	8% _i	5%	5%	8%	2%	6%	8%	4%	5%
Nationalisation/Government control of institutions	8	5	1	1	-	3	-	1	5	4	-	-	2	2	6
	1%	1%	2%	*	-	2%	-	3% _g	1%	2% _g	-	-	1%	1%	1%

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	100%	44%	10%*	47%	4%	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Northern Ireland	1*	-	-	1*	-	1	-	-	-	1	-	-	-	-	1
	*	-	-	*	-	1%i	-	-	-	*	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	2*	2	-	-	-	-	-	-	2	-	-	-	2	2	1
	*	*	-	-	-	-	-	-	*	-	-	-	1%	1%	*
Pensions/Social security/Benefits	17	9	1	7	1	1	4	3	15	4	1	3	5	3	16
	2%	2%	1%	1%	3%	1%	2%	8%fgi	2%	2%f	2%	4%	2%	1%	2%
								j							
Petrol prices/Fuel	5	5	-	-	-	1	1	-	4	1	-	-	2	4	4
	1%	1%c	-	-	-	1%	*	-	*	1%	-	-	1%	1%	*
Pollution/ Environment	22	11	2	8	-	-	6	-	22	-	-	2	7	3	22
	2%	3%	2%	2%	-	-	3%fj	-	3%fj	-	-	2%	2%	1%	2%
Population levels/ Overpopulation	12	8	1	3	-	-	1	-	12	-	4	-	7	2	11
	1%	2%	1%	1%	-	-	*	-	1%	-	6%fgi	-	2%	1%	1%
											j				
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	49	22	7	20	1	2	21	3	47	5	2	6	20	14	47
	5%	5%	7%	4%	3%	1%	8%fi	10%fj	6%fi	3%fi	3%	8%	7%	5%	5%
							j								
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	6	3	-	3	-	-	5	-	6	-	-	1	2	1	6
	1%	1%	-	1%	-	-	2%i	-	1%	-	-	1%	1%	1%	1%

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Taxation	7 1%	5 1%	- -	2 1%	- -	1 *	1 *	2 5%fgi	6 1%	3 1%f	- -	- -	3 1%	4 1%	8 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	* *	- -	2 1%	1 3%a	1 1%	* *	- -	2 *	1 1%	- -	- -	* *	3 1%	3 *
Unemployment/ Factory closure/ Lack of industry	135 14%	55 13%	16 16%	64 14%	10 27%ac	15 8%	47 19%fi j	3 10%	120 15%fj	18 9%	9 12%	7 9%	29 10%	41 15%	142 14%
Other	28 3%	8 2%	2 3%	17 4%	1 3%	6 4%	3 1%	* 1%	22 3%g	7 3%	2 3%	2 2%	10 3%	10 4%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	31 3%	7 2%	5 5%	19 4%a	2 6%	1 1%	7 3%	1 4%	30 4%	3 1%	1 1%	1 1%	5 2%	12 4%	31 3%
Personal finances (NET)	116 12%	55 13%	13 14%	48 10%	4 11%	10 6%	46 18%fi jr	5 15%	107 13%fj	15 7%	4 6%	9 12%	32 11%	36 13%	116 12%

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WEIGHTED BASE	987	431	95*	461	38*	172	253	34*	815	206	70*	78*	292	281	992
	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Median	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/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 17th April 2014
 Number of sample points : 191
 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 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)	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	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Ageing population/ Social care for the elderly	8 1%	2 *	2 1%	1 *	2 1%	1 1%	3 2%	3 1%	2 *	3 2%	7 1%	1 1%	1 *	1 *	2 2%	2 1%	1 1%	1 1%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	24 2%	6 2%	3 1%	3 2%	7 2%	5 6%abdf	2 1%	3 1%	13 2%	8 5%g	22 3%	2 1%	2 1%	7 2%	4 4% _s	6 2%	6 6% _{qs}	-	27 3%
Countryside/Rural life	4 *	1 *	-	-	1 *	-	-	-	-	4 2% _{gh}	4 *	-	-	1 *	1 2% _q	-	-	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	7 2%	6 3%	35 25% _{abde} f	6 2%	2 3%	4 3%	15 5%	19 4%	2 1%	27 3%	7 6%	3 2%	9 3%	1 1%	13 4%	3 3%	8 5%	37 4%
Defence/Foreign affairs/ International terrorism	13 1%	4 1%	4 2%	1 1%	3 1%	13 16% _{abcd} f	-	4 1%	6 1%	4 2%	11 1%	2 2%	4 2%	5 2%	2 3%	4 1%	-	2 2%	14 1%
Drug abuse	11 1%	4 1%	4 1%	1 1%	1 *	2 2%	1 1%	5 2%	6 1%	-	9 1%	2 2%	3 1%	3 1%	-	4 1%	-	3 2%	10 1%

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

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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)	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	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Economy/Economic situation	182	182	33	19	51	20	36	48	99	34	158	23	32	77	30	42	15	16	183
	18%	51%bcd ef	13%	14%	15%	24%b	24%bcd	16%	19%	20%	18%	19%	15%	24%l	33%qrs	14% s	16%	10%	18%
Education/Schools	26	9	6	1	1	2	26	8	11	6	23	2	11	3	2	9	5	3	25
	3%	2%d	2%d	1%	*	2%d	17%abcd e	3%	2%	3%	3%	2%	5% m	1%	2%	3%	6%	2%	3%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	*
Housing	10	3	1	-	1	-	1	6	3	1	7	3	2	4	1	3	1	-	10
	1%	1%	1%	-	*	-	*	2% h	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	1%
Inflation/Prices	41	5	13	6	3	3	4	16	22	3	31	9	10	11	3	12	3	6	43
	4%	1%	5% ad	5% ad	1%	3%	3%	6%	4%	2%	4%	8% j	5%	3%	3%	4%	3%	4%	4%
Local government/Council tax	3	-	-	1	-	-	-	-	2	1	3	-	-	2	1	-	-	-	2
	*	-	-	1%	-	-	-	-	*	1%	*	-	-	1%	1%	-	-	-	*
Low pay/Minimum wage/Fair wages	22	6	4	1	2	1	3	6	10	5	16	5	3	10	2	10	2	7	22
	2%	2%	1%	1%	1%	1%	2%	2%	2%	3%	2%	5%	1%	3%	3%	4%	2%	4%	2%
Morality/Individual behaviour/Lifestyle	16	3	1	3	2	1	4	4	8	4	14	2	4	2	1	4	2	2	18
	2%	1%	*	2%	1%	1%	2% b	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%
National health service/Hospitals/Healthcare	55	13	55	8	14	4	14	22	23	10	47	8	20	14	1	16	3	9	54
	6%	4%	22% acde f	6%	4%	5%	9% ad	8%	4%	6%	5%	7%	10% m	5%	1%	5%	3%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
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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	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Nationalisation/ Government control of institutions	8 1%	1 *	- -	- -	- -	- -	- -	5 2%	3 *	- -	8 1%	- -	2 1%	5 2%	- -	1 *	- -	- -	6 1%
Northern Ireland	1 +	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	1 1%	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	2 *	2 1%	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	2 1%	- -	- -	- -	- -	1 *
Pensions/Social security/Benefits	17 2%	2 *	6 2%	3 2%	3 1%	- -	3 2%	6 2%	9 2%	2 1%	14 2%	1 1%	6 3%	4 1%	- -	5 2%	1 1%	4 3%	16 2%
Petrol prices/Fuel	5 1%	- -	- -	1 1%	- -	- -	- -	1 1%	4 1%	- -	5 1%	- -	3 1%	2 1%	- -	- -	- -	- -	4 *
Pollution/ Environment	22 2%	4 1%	8 3%ad	2 1%	2 1%	1 1%	3 2%	7 2%	10 2%	4 3%	18 2%	3 3%	4 2%	8 2%	2 2%	4 1%	2 2%	- -	22 2%
Population levels/ Overpopulation	12 1%	2 1%	4 2%	- -	4 1%	1 1%	4 2%	2 1%	6 1%	4 2%	11 1%	1 1%	4 2%	5 2%	4 4%	4 1%	2 2%	3 2%	11 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	49 5%	10 3%	11 4%	2 1%	7 2%	4 4%	4 3%	19 6%	25 5%	5 3%	44 5%	5 4%	15 7%	14 4%	10 11%qrs	10 3%	1 1%	6 4%	47 5%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DE FENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
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	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Public services in general	6 1%	1 *	1 1%	- -	- -	- -	- -	1 *	4 1%	1 1%	6 1%	- -	3 1%	- -	1 1%	1 *	- -	1 1%	6 1%
Race relations/Immigration/Immigrants	189 19%	44 12%	48 19%a	25 18%	189 57%abc	13 16%	22 14%	37 13%	115 22%g	37 22%g	178 21%k	9 8%	34 16%	58 18%	12 13%	77 26%p	35 37%pq	41 27%p	186 19%
Scottish/Welsh assembly/Devolution/Constitutional reform	23 2%	6 2%	5 2%	3 2%	4 1%	5 6%adf	1 1%	8 3%	9 2%	5 3%	22 3%	1 1%	4 2%	7 2%	- -	9 3%	1 2%	9 6%pq	21 2%
Taxation	7 1%	1 *	2 1%	1 1%	- -	- -	* *	3 1%	3 1%	1 1%	6 1%	1 1%	- -	5 2%	1 1%	2 1%	- -	1 1%	8 1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	- -	- -	* *	- -	- -	- -	2 1%	* *	- -	2 *	* *	- -	* *	- -	* *	- -	- -	3 *
Unemployment/Factory closure/Lack of industry	135 14%	38 11%	27 11%	20 14%d	27 8%	6 8%	14 9%	42 14%i	80 15%i	13 8%	106 12%	28 23%j	30 14%	44 14%	8 9%	40 14%	9 9%	23 15%	142 14%
Other	28 3%	2 1%	3 1%	2 1%	4 1%	1 1%	4 3%	8 3%	9 2%	11 6%h	27 3%k	- -	3 1%	8 3%	2 3%	5 2%	3 3%	1 1%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Don't know	31	2	2	-	-	-	-	11	17	3	27	3	7	5	*	10	1	8	31
	3%	*	1%	-	-	-	-	4%	3%	2%	3%	3%	3%	2%	*	3%	1%	5%p	3%
Personal finances (NET)	116	21	28	10	11	8	11	43	61	12	96	20	31	37	15	33	7	19	116
	12%	6%	11% ^{ad}	7% ^d	3%	9% ^d	7% ^d	15% ⁱ	12%	7%	11%	17%	15%	12%	16% ^r	11%	7%	12%	12%
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/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	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	992	519	473	133	136	146	148	159	270	269	294	429	415	577	238	316	215	223	554	438	992
WEIGHTED BASE	987	483	505	134	169	161	167	137	220	303	327	357	464	523	257	272	217	241	529	458	992
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	65 7%	26 5%	39 8%	1 1%	9 5%	5 3%	9 6%	13 10%ce ij	27 12%code fij	11 4%c	14 4%	40 11%cei j	16 3%	49 9%	10 4%	29 11%lop q	14 6%	12 5%	39 7%l	26 6%	72 7%
AIDS	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Animal welfare	14 1%	3 1%	11 2%	3 2%	2 1%	3 2%	2 1%	1 1%	3 1%	5 2%	5 1%	4 1%	8 2%	6 1%	2 1%	6 2%	2 1%	4 2%	8 1%	6 1%	13 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	1 *	1 1%	- -	2 1%	- -	- -	- -	1 *	2 1%	- -	3 1%	- -	2 1%	- -	- -	1 1%	2 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	91 9%	53 11%	39 8%	2 2%	11 6%	9 6%	8 5%	18 13%cd efij	43 19%code fij	13 4%c	17 5%	61 17%code fij	22 5%	69 13%	34 13%q	23 8%	17 8%	18 8%	56 11% m	35 8%	98 10%
Countryside/Rural life	18 2%	7 1%	11 2%	6 4%ej	2 1%	- -	1 1%	2 2%	6 3%ej	8 3%j	1 *	9 2%j	8 2%	10 2%	5 2%	5 2%	2 1%	6 2%	10 2%	8 2%	17 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 14%	69 14%	71 14%	21 16%	22 13%	23 14%	23 14%	22 16%	28 13%	43 14%	46 14%	50 14%	66 14%	74 14%	23 9%	44 16%lp	35 16%l	39 16%l	66 13%l	73 16%l	148 15%
Defence/Foreign affairs/ International terrorism	85 9%	47 10%	38 8%	5 3%	14 8%	10 6%	18 11% c	15 11% c	24 11% ci	18 6%	27 8%	39 11% ci	28 6%	57 11%	26 10%	28 10%	15 7%	15 6%	55 10%	30 7%	85 9%
Drug abuse	69 7%	35 7%	35 7%	11 8%	15 9%	12 8%	9 5%	11 8%	10 5%	26 9%	21 7%	22 6%	38 8%	31 6%	11 4%	20 7%	20 9%	19 8%	31 6%	38 8%	72 7%
Economy/Economic situation	359 36%	212 44% b	147 29%	47 35%	51 30%	72 45% dh ik	62 37%	55 40%	71 32%	99 33%	134 41% dh i	125 35%	171 37%	187 36%	108 42% q	98 36%	73 34%	79 33%	206 39%	152 33%	365 37%

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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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	992	519	473	133	136	146	148	159	270	269	294	429	415	577	238	316	215	223	554	438	992
WEIGHTED BASE	987	483	505	134	169	161	167	137	220	303	327	357	464	523	257	272	217	241	529	458	992
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Education/Schools	151 15%	63 13%	88 17%	13 10%	17 10%	33 21%cd i	34 21%cd i	22 16%	32 14%	30 10%	68 21%cd i	53 15%	63 14%	88 17%	58 23%no q	47 17%no q	23 11%	22 9%	106 20%no q	45 10%	150 15%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	2 1%	- -	2 1%	3 *
Housing	136 14%	66 14%	70 14%	19 14%h	23 14%	29 18%hk	28 17%h	20 15%hk	16 7%	42 14%h	56 17%hk	37 10%h	71 15%	65 12%	29 11%	36 13%	31 14%	39 16%	66 12%	70 15%	141 14%
Inflation/Prices	147 15%	81 17%	66 13%	22 16%	35 21%hk	27 17%	22 13%	19 14%	23 10%	57 19%hk	49 15%	42 12%	84 18%	64 12%	31 12%	36 13%	39 18%	42 17%	67 13%	81 18%p	157 16%
Local government/Council tax	34 3%	15 3%	19 4%	4 3%	2 1%	3 2%	13 8%deg ijk	3 2%	9 4%	6 2%	16 5%de	12 3%	8 2%	25 5%	7 3%	9 3%	6 3%	12 5%	16 3%	18 4%	32 3%
Low pay/Minimum wage/Fair wages	100 10%	57 12%	44 9%	23 17%gh k	20 12%hk	16 10%h	21 12%hk	11 8%	10 5%	43 14%hk	37 11%hk	21 6%	59 13%	41 8%	9 4%	29 11%lp	21 10%l	41 17%lnp	38 7%l	62 14%ln p	103 10%
Morality/Individual behaviour/Lifestyle	61 6%	32 7%	29 6%	3 2%	5 3%	12 7%ci	9 5%	8 6%	25 11%cdf ij	7 2%	20 6%i	33 9%cdi	19 4%	42 8%	27 10%noq	20 7%oq	8 4%	7 3%	46 9%noq	15 3%	66 7%
National health service/Hospitals/Healthcare	249 25%	101 21%	149 29%a	20 15%	33 19%	37 23%	57 34%cd eij	46 34%cd ei	56 25%ci	53 18%	94 29%ce i	102 29%cd i	90 19%	159 30%	92 36%mn opq	57 21%	56 26%	44 18%	150 28%mo q	100 22%	239 24%
Nationalisation/Government control of institutions	19 2%	12 2%	7 1%	4 3%	1 1%	5 3%	3 2%	4 3%	1 1%	6 2%	8 2%	5 1%h	10 2%	9 2%	6 2%o	8 3%o	5 2%oq	- -	13 3%o	5 1%	18 2%
Northern Ireland	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 17th April 2014
 Number of sample points : 191
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	992	519	473	133	136	146	148	159	270	269	294	429	415	577	238	316	215	223	554	438	992
WEIGHTED BASE	987	483	505	134	169	161	167	137	220	303	327	357	464	523	257	272	217	241	529	458	992
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	3 1%	5 1%	1 1%	3 2%	1 *	1 1%	- -	1 *	4 1%	2 1%	1 *	5 1%	2 *	3 1%	2 1%	2 1%	1 *	5 1%	2 1%	6 1%
Pensions/Social security/Benefits	96 10%	44 9%	52 10%	8 6%	17 10%	18 11%	16 10%	16 12%	20 9%	26 8%	34 10%	37 10%	43 9%	53 10%	26 10%	23 8%	21 10%	26 11%	49 9%	47 10%	96 10%
Petrol prices/Fuel	62 6%	39 8%b	23 5%	7 5%	16 10%k	14 9%	9 5%	5 4%	11 5%	23 8%	23 7%	16 4%	38 8%	25 5%	17 7%	16 6%	15 7%	14 6%	33 6%	29 6%	62 6%
Pollution/ Environment	76 8%	37 8%	39 8%	7 5%	10 6%	12 8%	15 9%	11 8%	21 9%	18 6%	27 8%	32 9%	30 6%	46 9%	27 10%nq	26 10%q	11 5%	13 5%	53 10%noq	23 5%	78 8%
Population levels/ Overpopulation	51 5%	25 5%	26 5%	4 3%	15 9%ch	6 4%	10 6%	7 5%	9 4%	19 6%c	16 5%	16 4%	25 5%	26 5%	12 4%	16 6%	8 4%	15 6%	28 5%	23 5%	52 5%
Pound/Exchange rate/Value of pound	5 *	3 1%	2 *	1 1%	2 1%	- -	2 1%	- -	- -	3 1%	2 *	- -	3 1%	2 *	2 1%	2 1%q	- -	- -	5 1%	- -	5 1%
Poverty/Inequality	145 15%	67 14%	78 15%	13 10%	16 10%	33 21%cd i	30 18%i	24 17%i	29 13%	30 10%	63 19%cd i	52 15%	63 14%	82 16%	48 19%nq	43 16%	22 10%	31 13%	92 17%nq	53 12%	146 15%
Privatisation	15 2%	4 1%	11 2%	- -	1 1%	3 2%	4 2%	3 2%	4 2%	1 *	7 2%	7 2%	5 1%	11 2%	6 2%	6 2%	4 2%	* *	11 2%	4 1%	19 2%
Public services in general	48 5%	24 5%	24 5%	3 2%	7 4%	10 6%	8 5%	7 5%	13 6%	10 3%	18 6%	20 6%	20 4%	28 5%	14 5%	16 6%	11 5%	8 3%	29 5%	19 4%	49 5%
Race relations/ Immigration/ Immigrants	334 34%	157 33%	176 35%	24 18%	41 24%	49 31%cd	61 37%cd i	61 44%cd eij	97 44%cd eij	66 22%	111 34%ci	157 44%cd eij	115 25%	219 42%	73 29%	96 35%	82 38%l	82 34%	169 32%	164 36%	335 34%

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 : 11th - 17th April 2014
Number of sample points : 191
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	992	519	473	133	136	146	148	159	270	269	294	429	415	577	238	316	215	223	554	438	992
WEIGHTED BASE	987	483	505	134	169	161	167	137	220	303	327	357	464	523	257	272	217	241	529	458	992
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	26%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	47 5%	28 6%	19 4%	2 1%	7 4%	8 5%	11 7% ^c	7 5%	13 6%	9 3%	18 6%	20 6%	16 3%	31 6%	21 8% ^{noq}	13 5%	6 3%	7 3%	33 6% ^q	14 3%	47 5%
Taxation	63 6%	36 8%	26 5%	9 7%	16 10% ^{hk}	9 5%	13 8%	7 5%	9 4%	25 8%	22 7%	16 4%	34 7%	29 6%	17 7%	19 7%	12 6%	14 6%	36 7%	27 6%	65 7%
Trade unions/ Strikes	2 *	2 *	-	-	-	-	-	1 1%	1 *	-	-	2 1%	-	2 *	1 *	-	-	1 *	1 *	1 *	2 *
Transport/Public transport	38 4%	26 5% ^b	12 2%	5 4%	5 3%	10 6%	8 5%	4 3%	7 3%	10 3%	18 5%	10 3%	20 4%	18 3%	7 3%	9 3%	12 6%	11 4%	15 3%	23 5%	43 4%
Unemployment/ Factory closure/ Lack of industry	303 31%	155 32%	148 29%	55 41% ^{eh} jk	59 35% ^h	44 27%	52 31% ^h	49 35% ^{hk}	45 20%	114 38% ^{eh} jk	96 29% ^h	93 26% ^h	158 34%	145 28%	64 25%	90 33% ^p	67 31%	82 34% ^l	154 29%	148 32%	314 32%
Other	61 6%	28 6%	33 7%	2 1%	15 9% ^{ci}	8 5%	13 8% ^c	8 6%	15 7% ^c	17 6% ^c	21 6% ^c	23 6% ^c	25 5%	36 7%	18 7%	15 5%	12 5%	16 7%	33 6%	28 6%	60 6%
MEAN NUMBER OF MENTIONS	3.25	3.32	3.18	2.81	3.04	3.35 ^c i	3.49 ^c i	3.57 ^c di	3.22 ^c	2.94	3.42 ^c i	3.35 ^c i	3.08	3.40	3.28	3.36	3.15	3.17	3.32	3.16	3.30
STANDARD ERROR	0.06	0.08	0.09	0.13	0.16	0.14	0.20	0.15	0.12	0.10	0.12	0.09	0.08	0.09	0.11	0.13	0.14	0.12	0.08	0.09	0.06
ERROR VARIANCE	*	0.01	0.01	0.02	0.03	0.02	0.04	0.02	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	*
Don't know	109 11%	44 9%	65 13%	27 20% ^{ef} gjk	21 13% ^f	15 9%	9 5%	8 6%	29 13% ^{fg} jk	48 16% ^{fgj} k	24 7%	37 10% ^g	63 14%	46 9%	9 3%	29 11% ^p	32 15% ^p	39 16% ^p	38 7% ^l	71 15% ^{lp}	108 11%
Personal finances (NET)	334 34%	179 37% ^b	155 31%	45 33%	62 37% ^h	66 41% ^{hk}	57 34%	49 35% ^{hk}	56 25%	107 35% ^h	123 38% ^{hk}	104 29% ^h	173 37%	161 31%	84 33%	90 33%	69 32%	91 38%	174 33%	161 35%	341 34%
Median	2	2	2	2	2	2	2	3	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 6
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 COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
100%		87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Ageing population/ Social care for the elderly	65 7%	55 6%	3 9%	7 8%	22 7%	15 6%	22 7%	18 7%	21 6%	6 5%	16 6%	11 7%	35 11%lmn op	16 5%	6 4%	8 4%	51 8%lp	14 4%	72 7%
AIDS	1 *	- -	1 3%ade fghij	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Animal welfare	14 1%	13 1%	- -	1 1%	5 2%	4 2%	4 1%	4 2%	5 1%	2 2%	5 2%	3 2%	6 2%	1 *	1 1%	6 3%l	7 1%	7 2%	13 1%
Bird flu/Pandemic flu/Swine flu	3 *	3 *	- -	- -	- -	- -	1 *	1 1%	2 *	- -	- -	- -	1 *	- -	- -	2 1%	1 *	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	91 9%	80 9%de	7 18%ccde fh	5 5%	19 6%	14 6%	27 9%	20 8%	45 13%ade	9 7%	31 12%de	22 15%ac deh	54 17%lmn op	23 7%	7 5%	7 4%	77 12%lmn p	14 4%	98 10%
Countryside/Rural life	18 2%	16 2%	2 5%ch	- -	4 1%	4 2%	8 3%	6 2%	5 1%	- -	4 2%	4 3%h	10 3%	4 1%	2 1%	1 1%	14 2%	3 1%	17 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 14%	122 14%	1 4%	16 18%b	56 17%bf	40 17%b	34 11%	33 12%	50 14%	29 23%ab fgij	44 16%bg j	16 11%	36 11%	53 17%k	27 19%k	23 11%	89 14%k	50 15%	148 15%
Defence/Foreign affairs/ International terrorism	85 9%	73 8%	1 4%	10 11%	34 10%	23 10%	18 6%	17 6%	33 9%	8 6%	25 9%h	18 12%f	38 12%np	26 9%	12 8%	8 4%	65 10%np	19 6%	85 9%

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. * small base

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BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Drug abuse	69 7%	54 6%j	2 5%	13 15%ade fgij	27 8%ej	13 6%	20 7%j	18 7%	22 6%j	17 13%aef gij	19 7%j	3 2%	17 5%	24 8%	14 10%	13 7%	41 6%	27 8%	72 7%
Economy/Economic situation	359 36%	315 37%	20 52%cd f	24 27%	114 35%	89 38%	104 35%	85 32%	141 39%c	54 44%c	115 43%ac g	61 42%cd	108 33%	140 45%km nop	47 33%	61 31%	248 39%kp	108 32%	365 37%
Education/Schools	151 15%	131 15%	6 17%	13 15%	45 14%	32 13%	51 17%	44 17%	55 15%	16 13%	42 16%	26 18%	57 17%mn p	61 20%mp	13 9%	19 10%	118 19%mn p	32 10%	150 15%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	1 *	1 *	2 1%	2 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	3 *
Housing	136 14%	126 15%de f	4 10%	6 7%	30 9%	23 10%	25 8%	21 8%	81 23%ac def	42 33%ab cdefg ij	71 26%ab cdefg j	29 20%cd ef	38 11%	45 15%	20 14%	31 16%	83 13%	51 15%	141 14%
Inflation/Prices	147 15%	128 15%	7 17%	12 14%	53 16%	41 17%	34 11%	27 10%	61 17%f	36 29%ac defgi j	57 21%af gj	21 14%	43 13%	42 14%	13 9%	46 24%kl mop	86 13%	60 18% m	157 16%
Local government/Council tax	34 3%	28 3%	1 3%	5 5%	15 5%	11 4%	7 2%	6 2%	11 3%	5 4%	10 4%	5 3%	17 5%	9 3%	2 2%	5 3%	26 4%	8 2%	32 3%
Low pay/Minimum wage/Fair wages	100 10%	86 10%	1 4%	13 14%	33 10%	21 9%	23 8%	22 8%	44 12%j	24 19%ab defgi j	33 12%j	9 7%	26 8%	30 10%	15 11%	29 15%ko	56 9%	44 13%	103 10%

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. * small base

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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	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Morality/ Individual behaviour/ Lifestyle	61	51	4	6	18	12	21	17	22	8	17	9	26	23	5	5	50	10	66
	6%	6%	11%	6%	5%	5%	7%	6%	6%	6%	6%	6%	8%np	8%np	4%	3%	8%np	3%	7%
National health service/Hospitals/ Healthcare	249	221	13	15	65	50	87	74	97	18	63	45	102	85	26	36	187	63	239
	25%	26%dh	35%cd	17%	20%	21%	29%cd	28%	27%dh	14%	23%h	31%cd	31%mn	27%np	18%	19%	29%mn	18%	24%
Nationalisation/ Government control of institutions	19	12	1	6	10	4	3	2	6	1	1	-	5	8	-	4	13	4	18
	2%	1%i	2%	7%aef	3%aei	2%	1%	1%	2%i	1%	*	-	2%	3%	-	2%	2%	1%	2%
Northern Ireland	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1
	*	-	-	1%a	*	-	-	-	-	-	-	-	*	-	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	7	6	-	1	3	2	2	2	3	2	3	1	2	2	2	2	4	3	6
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pensions/Social security/Benefits	96	88	3	6	23	18	28	25	45	12	31	19	36	25	14	20	60	34	96
	10%	10%d	7%	6%	7%	7%	9%	10%	13%de	9%	11%	13%cd	11%	8%	10%	10%	10%	10%	10%
Petrol prices/Fuel	62	52	2	9	20	11	17	16	25	14	21	7	17	23	7	14	40	21	62
	6%	6%	4%	10%	6%e	5%	6%	6%	7%	11%ade	8%j	5%	5%	7%	5%	7%	6%	6%	6%
Pollution/ Environment	76	70	2	4	14	10	22	20	40	11	28	17	30	24	12	10	54	22	78
	8%	8%de	6%	4%	4%	4%	7%	7%	11%ade	9%d	11%de	12%de	9%	8%	8%	5%	8%	7%	8%
Population levels/ Overpopulation	51	50	-	1	9	8	10	10	32	15	30	15	17	15	7	12	32	19	52
	5%	6%def	-	1%	3%	3%	3%	4%	9%ac	12%ab	11%ab	11%abc	5%	5%	5%	6%	5%	6%	5%

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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+

	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	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Pound/Exchange rate/Value of pound	5*	5	-	-	2	2	1	1	2	2	2	-	-	3	-	1	3	1	5
		1%	-	-	*	1%	*	*	1%	2%ag	1%	-	-	1%	-	1%	1%	*	1%
Poverty/Inequality	145	120	7	18	47	28	42	35	56	24	42	19	51	53	14	27	103	41	146
	15%	14%	17%	20%	14%	12%	14%	13%	16%	19%	16%	13%	15%	17%	10%	14%	16%	12%	15%
Privatisation	15	14	1	-	1	1	4	3	10	6	9	2	4	8	3	1	12	4	19
	2%	2%d	4%d	-	*	1%	1%	1%	3%d	5%acd	3%ade	2%	1%	2%	2%	*	2%	1%	2%
Public services in general	48	42	4	2	11	9	17	13	20	5	14	9	17	21	3	6	39	9	49
	5%	5%	11%cd	2%	3%	4%	6%	5%	6%	4%	5%	6%	5%	7%p	2%	3%	6%p	3%	5%
Race relations/Immigration/Immigrants	334	299	10	25	97	72	112	102	125	27	96	69	131	94	54	54	226	108	335
	34%	35%dh	26%	28%	30%	30%	37%h	39%	35%h	22%	35%h	47%ab	40%ln	30%	38%	28%	35%l	32%	34%
Scottish/Welsh assembly/Devolution/Constitutional reform	47	20	1	26	31	5	7	6	10	2	7	5	23	17	3	3	39	6	47
	5%	2%	3%	28%abcd	9%aef	2%	2%	2%	3%	2%	2%	3%	7%mp	5%np	2%	2%	6%np	2%	5%
Taxation	63	58	4	2	16	14	19	16	27	15	22	7	16	23	4	18	40	22	65
	6%	7%	9%	2%	5%	6%	6%	6%	8%	12%acd	8%cj	5%	5%	8%	3%	9%mp	6%	6%mq	7%
Trade unions/Strikes	2*	2	-	-	1	1	1	1	-	-	-	-	1	-	-	1	1	1	2
		*	-	-	*	*	*	*	-	-	-	-	*	-	-	1%	*	*	*
Transport/Public transport	38	36	-	2	9	7	8	8	21	10	17	7	14	8	3	13	22	16	43
	4%	4%	-	2%	3%	3%	3%	3%	6%adf	8%ade	6%adf	5%	4%	2%	2%	7%l	3%	5%mq	4%

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. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 17th April 2014
 Number of sample points : 191
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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Q.PL01/02
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (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	992	861	42	89	345	256	266	224	381	160	300	140	358	296	133	193	654	326	992
WEIGHTED BASE	987	859	38*	91*	327	236	303	265	357	125	270	146	326	310	143	196	636	339	992
	100%	87%	4%*	9%*	33%	24%	31%	27%	36%	13%	27%	15%	33%	31%	15%	20%	64%	34%	100%
Unemployment/ Factory closure/ Lack of industry	303	258	16	28	101	72	103	87	99	50	82	31	93	100	45	63	193	107	314
	31%	30% ^j	43% ^{gj}	31%	31% ^j	31%	34% ^j	33%	28% ^j	40% ^{ad} gij	30% ^{gj}	22%	28%	32%	31%	32%	30%	32%	32%
Other	61	52	1	8	22	14	18	17	21	5	18	12	24	19	9	9	43	18	60
	6%	6%	2%	9%	7%	6%	6%	6%	6%	4%	7%	8%	7%	6%	6%	5%	7%	5%	6%
MEAN NUMBER OF MENTIONS	3.25	3.23 ^e	3.35	3.33	3.08	2.98	3.09	3.06	3.53 ^a def	3.86 ^a defg	3.67 ^a defg	3.50 ^d ef	3.45 ^m np	3.39 ^m np	2.87	3.02	3.42 ^m np	2.96	3.30
STANDARD ERROR	0.06	0.06	0.28	0.30	0.11	0.11	0.10	0.11	0.10	0.19	0.13	0.17	0.12	0.10	0.13	0.13	0.08	0.09	0.06
ERROR VARIANCE	*	*	0.08	0.09	0.01	0.01	0.01	0.01	0.01	0.04	0.02	0.03	0.01	0.01	0.02	0.02	0.01	0.01	*
Don't know	109	91	2	16	50	34	33	32	26	7	16	9	28	22	21	34	50	54	108
	11%	11% ^{ghi}	5%	17% ^{gh} ij	15% ^{ag} hij	14% ^{ag} hij	11% ⁱ	12%	7%	6%	6%	6%	9%	7%	14% ^{lo}	17% ^{klo}	8%	16% ^{kl} o	11%
Personal finances (NET)	334	293	10	31	105	74	93	83	136	65	107	41	102	109	37	83	211	120	341
	34%	34%	26%	34%	32%	31%	31%	31%	38% ^{aj}	53% ^{ab} cdefg ij	39% ^{af} j	28%	31%	35%	26%	42% ^{km} op	33%	35% ^m	34%
Median	2	2	2	2	2	2	2	2	2	3	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
Overlap formulae used. * small base

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UNWEIGHTED BASE	992	397	89	506	35	173	275	35	819	208	71	79	266	247	992
WEIGHTED BASE	987	431	95*	461	38*	172	253	34*	815	206	70*	78*	292	281	992
	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Ageing population/ Social care for the elderly	65 7%	23 5%	5 5%	37 8%	1 2%	17 10%g	10 4%	4 11%	48 6%	21 10%gi	4 6%	3 3%	16 6%	5 2%	72 7%
AIDS	1 *	- -	1 1%ac	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *
Animal welfare	14 1%	5 1%	3 3%	6 1%	- -	2 1%	3 1%	- -	12 1%	2 1%	- -	- -	3 1%	3 1%	13 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	- -	1 *	- -	- -	1 1%	- -	3 *	- -	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	91 9%	32 7%	9 10%	50 11%	1 2%	31 18%ghi j	15 6%	1 3%	61 7%	32 15%gh i	18 25%gh i	8 10%	26 9%	17 6%	98 10%
Countryside/Rural life	18 2%	3 1%	3 3%	12 3%a	- -	2 1%	3 1%	2 5%	16 2%	3 2%	1 1%	1 1%	5 2%	2 1%	17 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 14%	59 14%	8 8%	73 16%	5 12%	22 13%	42 17%	5 15%	118 14%	27 13%	9 13%	11 14%	39 13%	32 11%	148 15%
Defence/Foreign affairs/ International terrorism	85 9%	41 9%	4 4%	40 9%	1 2%	18 10%	16 6%	3 8%	67 8%	21 10%	5 7%	4 6%	27 9%	17 6%	85 9%
Drug abuse	69 7%	30 7%	10 11%	29 6%	2 6%	7 4%	26 10%fj	1 3%	62 8%j	8 4%	4 5%	3 4%	22 8%	19 7%	72 7%

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

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WEIGHTED BASE	987	431	95*	461	38*	172	253	34*	815	206	70*	78*	292	281	992
	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Economy/Economic situation	359	173	36	150	11	73	94	11	285	85	20	27	126	104	365
	36%	40% ^c	38%	33%	28%	43% ^r	37%	33%	35%	41%	28%	35%	43%	37%	37%
Education/Schools	151	69	20	62	4	41	41	9	109	50	5	7	63	45	150
	15%	16%	21%	13%	10%	24% ^{gir}	16%	25% ^r	13%	24% ^{gir}	8%	9%	22% ^l	16%	15%
Foot and mouth outbreak/Farming crisis	2	1	-	1	-	-	1	-	2	-	-	-	-	2	3
	*	*	-	*	-	-	*	-	*	-	-	-	-	1%	*
Housing	136	73	15	47	8	18	39	4	117	23	10	9	42	39	141
	14%	17% ^c	16%	10%	21% ^c	11%	15%	13%	14%	11%	14%	12%	14%	14%	14%
Inflation/Prices	147	72	13	62	6	20	52	2	128	21	6	6	35	45	157
	15%	17%	13%	14%	16%	11%	21% ^{fhi jr}	5%	16%	10%	8%	7%	12%	16%	16%
Local government/ Council tax	34	8	7	19	1	3	10	3	31	6	2	2	12	7	32
	3%	2%	7% ^a	4%	3%	2%	4%	10% ^{fj}	4%	3% ^f	3%	3%	4%	3%	3%
Low pay/Minimum wage/Fair wages	100	50	10	41	4	10	34	2	91	12	8	5	24	27	103
	10%	12%	10%	9%	10%	6%	13% ^{fj}	6%	11% ^{fj}	6%	12%	7%	8%	9%	10%
Morality/ Individual behaviour/ Lifestyle	61	24	6	31	1	14	8	2	47	16	8	7	22	13	66
	6%	5%	7%	7%	2%	8% ^g	3%	6%	6% ^g	8% ^g	11% ^g	9%	7%	4%	7%
National health service/Hospitals/ Healthcare	249	108	18	123	10	48	66	11	201	59	21	15	93	56	239
	25%	25%	19%	27%	26%	28%	26%	31%	25%	29%	30%	19%	32% ^l	20%	24%
Nationalisation/ Government control of institutions	19	10	3	6	1	3	5	1	16	4	1	-	8	5	18
	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	1%	-	3%	2%	2%

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	100%	44%	10%*	47%	4%	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Northern Ireland	1*	-	-	1*	-	1	-	-	-	1	-	-	-	-	1*
	*	-	-	*	-	1%i	-	-	-	*	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	7	5	1	1	-	2	1	-	5	2	-	-	3	4	6
	1%	1%	1%	*	-	1%	*	-	1%	1%	-	-	1%	2%	1%
Pensions/Social security/Benefits	96	49	7	40	4	20	19	4	76	24	10	8	33	26	96
	10%	11%	7%	9%	10%	12%	7%	11%	9%	11%	14%	11%	11%	9%	10%
Petrol prices/Fuel	62	42	6	15	1	9	17	2	53	11	4	2	23	16	62
	6%	10% ^c	6%	3%	3%	5%	7%	5%	7%	5%	6%	3%	8%	6%	6%
Pollution/ Environment	76	30	11	36	1	12	17	1	64	13	4	8	24	16	78
	8%	7%	12%	8%	3%	7%	7%	2%	8%	6%	6%	11%	8%	6%	8%
Population levels/ Overpopulation	51	26	6	19	4	3	13	-	48	3	11	2	20	14	52
	5%	6%	7%	4%	10%	2%	5%	-	6% ^{fj}	2%	15% ^{fgh}	3%	7%	5%	5%
											ij				
Pound/Exchange rate/Value of pound	5	3	-	1	-	-	1	2	5	2	-	-	2	-	5
	*	1%	-	*	-	-	1%	4% ^{fgi}	1%	1%	-	-	1%	-	1%
								j							
Poverty/Inequality	145	60	20	64	7	14	52	5	131	19	7	13	54	37	146
	15%	14%	21%	14%	18%	8%	21% ^{fi}	15%	16% ^{fj}	9%	10%	17%	19%	13%	15%
							j								
Privatisation	15	7	3	6	1	1	6	1	14	2	2	-	2	3	19
	2%	2%	3%	1%	2%	1%	2%	3%	2%	1%	2%	-	1%	1%	2%
Public services in general	48	21	8	19	1	7	22	3	42	10	1	1	17	16	49
	5%	5%	8%	4%	2%	4%	9% ^{ir}	10% ^r	5%	5%	1%	1%	6%	6%	5%

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	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Race relations/ Immigration/ Immigrants	334	145	33	156	8	71	57	14	263	85	44	26	110	87	335
	34%	34%	35%	34%	20%	41%gi	23%	42%g	32%g	41%gi	63%fgij	33%	38%	31%	34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	47	20	4	23	1	9	8	2	38	11	2	1	15	13	47
	5%	5%	4%	5%	3%	5%	3%	6%	5%	6%	3%	2%	5%	5%	5%
Taxation	63	35	5	22	1	13	22	4	50	17	3	2	25	16	65
	6%	8%c	6%	5%	3%	7%	9%	11%	6%	8%	4%	3%	8%	6%	7%
Trade unions/ Strikes	2	-	-	2	1	1	1	-	1	1	-	1	-	-	2
	*	-	-	*	3%ac	*	*	-	*	*	-	2%am	-	-	*
Transport/Public transport	38	18	3	17	2	6	14	1	32	7	2	1	9	10	43
	4%	4%	3%	4%	6%	3%	6%	3%	4%	3%	3%	2%	3%	4%	4%
Unemployment/ Factory closure/ Lack of industry	303	137	35	130	23	50	100	6	253	56	17	22	76	89	314
	31%	32%	37%	28%	62%abc	29%	40%fhijr	18%	31%	27%	24%	28%	26%	32%	32%
Other	61	24	7	29	2	10	5	4	51	14	6	5	20	20	60
	6%	6%	7%	6%	5%	6%	2%	11%g	6%g	7%g	9%g	7%	7%	7%	6%
MEAN NUMBER OF MENTIONS	3.25	3.33	3.49	3.13	3.05	3.29	3.36	3.23	3.24	3.28	3.41	2.78	3.48l	3.00	3.30
STANDARD ERROR	0.06	0.09	0.31	0.08	0.34	0.14	0.12	0.30	0.07	0.12	0.26	0.17	0.11	0.10	0.06

ERROR VARIANCE * 0.01 0.10 0.01 0.12 0.02 0.01 0.09 * 0.02 0.07 0.03 0.01 0.01 *

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WEIGHTED BASE	987	431	95*	461	38*	172	253	34*	815	206	70*	78*	292	281	992
	100%	44%	10%*	47%	4%*	17%	26%	3%*	83%	21%	7%*	8%*	30%	28%	100%
Don't know	109	29	10	71	6	10	26	2	99	12	6	15	22	39	108
	11%	7%	10%	15%a	15%	6%	10%	7%	12%fj	6%	9%	19% ^m	7%	14%	11%
Personal finances (NET)	334	160	34	141	15	44	110	10	291	53	15	21	103	97	341
	34%	37% ^c	35%	30%	39%	25%	44% ^{fi}	29%	36% ^{fj}	26%	22%	27%	35%	34%	34%
Median	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/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 17th April 2014
 Number of sample points : 191
 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 8
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)	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	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Ageing population/ Social care for the elderly	65 7%	21 6%	28 11%a	20 14%ad	25 8%	10 11%	15 10%	15 5%	32 6%	19 11%g	60 7%	4 3%	10 5%	18 6%	11 12%	30 10%	12 13%	16 10%	72 7%
AIDS	1 *	- *	1 *	- *	- *	- *	1 1%	1 *	- *	- *	1 *	- *	1 1%	- *	1 1%	1 *	1 1%	- *	1 *
Animal welfare	14 1%	3 1%	5 2%	3 2%	2 1%	2 2%	4 2%	3 1%	5 1%	6 3%h	12 1%	2 1%	3 1%	5 1%	3 3%	4 1%	2 2%	1 1%	13 1%
Bird flu/Pandemic flu/Swine flu	3 *	- *	- *	- *	- *	- *	- *	1 *	2 *	- *	2 *	1 1%	2 1%	- *	- *	- *	- *	- *	2 *
Common Market/EU/ Europe/Euro/ Constitution	91 9%	32 9%	29 11%c	8 6%	41 12%c	14 17%ac	14 9%	18 6%	45 9%	28 17%gh	89 10%k	2 2%	14 6%	29 9%	19 21%qs	33 11%	19 20%qs	13 8%	98 10%
Countryside/Rural life	18 2%	4 1%	2 1%	2 1%	5 1%	1 1%	2 1%	2 1%	6 1%	9 5%gh	17 2%	1 1%	1 1%	6 2%	2 3%	3 1%	1 1%	2 1%	17 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 14%	48 13%	43 17%	140 100%abd ef	48 14%	17 21%	22 14%	41 14%	82 16%	16 10%	106 12%	31 26%j	22 10%	43 14%	12 13%	57 19%	14 15%	30 19%	148 15%
Defence/Foreign affairs/ International terrorism	85 9%	41 11%	29 12%	17 12%	27 8%	85 100%abcd f	11 8%	23 8%	44 8%	18 10%	75 9%	10 8%	25 12% m	19 6%	14 15%	25 9%	12 12%	11 7%	85 9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Drug abuse	69	30	24	28	27	10	11	20	46	4	56	13	18	24	6	28	6	17	72
	7%	8%	9%	20%abdf	8%	12%	8%	7%	9%i	2%	7%	11%	9%	8%	6%	10%	6%	11%	7%
Economy/Economic situation	359	359	83	48	119	41	68	100	201	58	314	42	66	138	42	113	34	52	365
	36%	100%bcd	33%	34%	36%	48%bcd	45%bcd	34%	39%	34%	37%	35%	31%	44%l	47% ^s	38%	36%	34%	37%
Education/Schools	151	68	64	22	46	11	151	50	72	29	136	11	35	54	23	49	24	21	150
	15%	19% ^d	26% ^{acd}	15%	14%	13%	100% ^{abc}	17%	14%	17%	16%	10%	17%	17%	25% ^s	17%	26% ^{qs}	14%	15%
Foot and mouth outbreak/Farming crisis	2	-	-	-	1	-	-	2	-	1	2	1	-	1	-	-	-	-	3
	*	-	-	-	*	-	-	1%	-	*	*	*	-	*	-	-	-	-	*
Housing	136	53	40	22	48	7	26	48	74	14	111	25	29	59	16	66	17	27	141
	14%	15%	16%	15%	14%	8%	17%	16%i	14%	8%	13%	21% ^j	14%	19%	18%	23%	18%	18%	14%
Inflation/Prices	147	65	40	27	44	11	17	48	85	15	116	31	29	56	12	57	13	29	157
	15%	18% ^{df}	16%	20% ^f	13%	13%	11%	16%i	16%i	9%	14%	26% ^j	14%	18%	14%	20%	14%	19%	16%
Local government/Council tax	34	10	14	12	13	6	9	10	22	2	31	2	7	10	5	15	6	9	32
	3%	3%	6%	9% ^{ad}	4%	8% ^a	6%	3%	4%	1%	4%	2%	3%	3%	5%	5%	6%	6%	3%
Low pay/Minimum wage/Fair wages	100	38	24	25	33	11	19	30	59	12	83	17	14	45	6	43	5	32	103
	10%	10%	10%	18% ^{abd}	10%	13%	12%	10%	11%	7%	10%	14%	7%	14% ^l	6%	15% ^{pr}	6%	21% ^{pqr}	10%
Morality/Individual behaviour/Lifestyle	61	20	16	15	22	8	10	19	33	10	52	9	14	17	9	16	11	5	66
	6%	5%	6%	11% ^a	7%	10%	6%	6%	6%	6%	6%	7%	7%	5%	10% ^s	6%	12% ^{qs}	3%	7%

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ISSUES INDEX (FINAL)

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Q.PL01/02
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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)	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	992	365	239	148	335	85	150	315	516	161	833	148	184	301	103	315	102	156	992
WEIGHTED BASE	987	359	249	140	334	85*	151	296	521	171	858	120	211	317	91*	294	95*	154	992
	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
National health service/Hospitals/Healthcare	249	83	249	43	92	29	64	72	134	44	226	21	58	72	25	73	29	42	239
	25%	23%	100%acd	31%a	28%	34%a	42%acd	24%	26%	26%	26%k	17%	28%	23%	28%	25%	30%	27%	24%
Nationalisation/Government control of institutions	19	4	5	1	2	1	3	11	4	3	19	-	5	8	1	2	-	2	18
	2%	1%	2%	*	*	1%	2%	4%h	1%	2%	2%	-	3%	2%	1%	1%	-	1%	2%
Northern Ireland	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	*	1%	-	*
Nuclear weapons/Nuclear war/Disarmament	7	5	3	1	1	3	2	3	4	-	5	2	2	5	2	2	1	1	6
	1%	1%	1%	1%	*	3%d	2%	1%	1%	-	1%	2%	1%	1%	2%	1%	1%	1%	1%
Pensions/Social security/Benefits	96	35	35	18	32	4	18	25	58	14	90	4	19	37	9	28	8	21	96
	10%	10%	14%e	13%e	10%	4%	12%	8%	11%	8%	10%k	3%	9%	12%	10%	10%	8%	13%q	10%
Petrol prices/Fuel	62	27	25	19	21	5	12	17	40	5	51	11	20	27	4	26	4	19	62
	6%	7%	10%	13%ad	6%	6%	8%	6%	8%i	3%	6%	9%	9%	8%	4%	9%r	4%	12%pr	6%
Pollution/Environment	76	23	26	14	22	7	13	18	38	20	66	10	16	22	14	17	6	7	78
	8%	6%	11%a	10%	7%	8%	8%	6%	7%	12%g	8%	8%	8%	7%	15%qs	6%	7%	4%	8%
Population levels/Overpopulation	51	17	18	11	23	8	15	16	25	9	42	9	11	22	10	19	6	11	52
	5%	5%	7%	8%	7%	9%	10%a	6%	5%	5%	5%	8%	5%	7%	11%	7%	7%	7%	5%
Pound/Exchange rate/Value of pound	5	3	1	1	-	-	-	1	3	-	3	2	-	3	1	2	-	-	5
	*	1%	*	1%	-	-	-	*	1%	-	*	2%j	-	1%	1%	1%	-	-	1%

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	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Poverty/Inequality	145	56	40	22	35	11	25	50	73	22	126	17	37	44	22	38	9	24	146
	15%	16%d	16%d	16%	10%	13%	16%	17%	14%	13%	15%	14%	17%	14%	24%qr	13%	10%	15%	15%
Privatisation	15	7	9	3	1	3	1	4	11	1	12	3	5	4	3	7	1	2	19
	2%	2%d	4%d	2%	*	3%d	1%	1%	2%	*	1%	3%	3%	1%	3%	2%	1%	1%	2%
Public services in general	48	19	14	12	14	4	12	12	29	6	43	5	13	17	8	14	6	4	49
	5%	5%	6%	9%d	4%	4%	8%	4%	6%	4%	5%	4%	6%	5%	8% <i>s</i>	5%	6%	3%	5%
Race relations/Immigration/Immigrants	334	119	92	48	334	27	46	76	197	61	307	24	64	113	30	120	50	66	335
	34%	33%	37%	34%	100% <i>abc</i>	32%	31%	26%	38% <i>g</i>	36% <i>g</i>	36% <i>k</i>	20%	30%	36%	33%	41%	53% <i>pq</i>	43%	34%
Scottish/Welsh assembly/Devolution/Constitutional reform	47	17	11	5	12	8	5	18	15	14	45	2	6	18	5	14	4	12	47
	5%	5%	4%	4%	4%	10% <i>d</i>	4%	6% <i>h</i>	3%	8% <i>h</i>	5%	2%	3%	6%	5%	5%	4%	8% <i>q</i>	5%
Taxation	63	29	16	14	10	5	11	26	32	4	47	16	15	27	5	27	3	13	65
	6%	8% <i>d</i>	6% <i>d</i>	10% <i>d</i>	3%	5%	8% <i>d</i>	9% <i>i</i>	6%	3%	5%	13% <i>j</i>	7%	8%	6%	9% <i>r</i>	3%	8%	7%
Trade unions/Strikes	2	-	-	-	-	1	1	1	1	-	2	-	-	-	1	-	-	-	2
	*	-	-	-	-	1%	*	*	*	-	*	-	-	-	1%	-	-	-	*
Transport/Public transport	38	11	14	7	11	2	6	17	17	4	26	11	9	12	6	11	1	4	43
	4%	3%	6%	5%	3%	3%	4%	6%	3%	2%	3%	9% <i>j</i>	4%	4%	6% <i>r</i>	4% <i>r</i>	1%	3%	4%
Unemployment/Factory closure/Lack of industry	303	120	71	53	86	18	42	104	162	37	244	56	67	110	21	94	19	48	314
	31%	34% <i>de</i>	28%	38% <i>bde</i>	26%	21%	28%	35% <i>i</i>	31% <i>i</i>	21%	28%	46% <i>j</i>	32%	35%	23%	32% <i>r</i>	20%	31%	32%

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	100%	36%	25%	14%	34%	9%*	15%	30%	53%	17%	87%	12%	21%	32%	9%*	30%	10%*	16%	100%
Other	61	14	10	2	17	3	7	16	28	16	55	4	11	21	4	16	6	6	60
	6%	4%	4%	2%	5%	4%	5%	6%	5%	10%	6%	4%	5%	7%	4%	5%	7%	4%	6%
MEAN NUMBER OF MENTIONS	3.25	3.88	4.35ad	4.78ad	3.70	4.39d	4.41ad	3.21	3.34	3.03	3.23	3.43	3.16	3.49	3.90	3.68	3.57	3.69	3.30
STANDARD ERROR	0.06	0.12	0.17	0.25	0.13	0.34	0.23	0.10	0.09	0.13	0.07	0.18	0.11	0.13	0.30	0.14	0.28	0.23	0.06
ERROR VARIANCE	*	0.02	0.03	0.06	0.02	0.12	0.05	0.01	0.01	0.02	*	0.03	0.01	0.02	0.09	0.02	0.08	0.05	*
Don't know	109	11	6	5	20	-	4	31	61	17	97	11	17	22	5	28	7	22	108
	11%	3%	2%	3%	6%be	-	3%	10%	12%	10%	11%	9%	8%	7%	5%	10%	7%	14%pq	11%
Personal finances (NET)	334	124	88	60	96	27	52	106	185	43	283	49	72	122	30	108	20	66	341
	34%	35%d	35%	43%ad	29%	32%	34%	36%i	35%i	25%	33%	41%	34%	39%	32%	37%r	21%	43%r	34%
Median	2	3	3	3	3	3	3	2	2	2	2	2	2	2	3	2	2	2	2

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 9
Q.PL01/02
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	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	992	131	138	184	110	239	190	992
WEIGHTED BASE	987	132	171	200	128	197	160	992
	100%	13%	17%	20%	13%	20%	16%	100%
Ageing population/ Social care for the elderly	65 7%	6 5%	4 3%	10 5%	5 4%	23 12%	17 11%	72 7%
AIDS	1 *	1 1%	- -	- -	- -	- -	- -	1 *
Animal welfare	14 1%	1 1%	4 2%	3 2%	2 1%	3 2%	1 *	13 1%
Bird flu/Pandemic flu/Swine flu	3 *	- -	1 1%	2 1%	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	91 9%	8 6%	5 3%	11 5%	7 5%	38 19%	24 15%	98 10%
Countryside/Rural life	18 2%	5 4%	3 2%	- -	1 1%	5 3%	4 2%	17 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 14%	20 15%	23 14%	23 12%	23 18%	23 12%	28 17%	148 15%
Defence/Foreign affairs/ International terrorism	85 9%	13 10%	5 3%	18 9%	9 7%	23 12%	16 10%	85 9%
Drug abuse	69 7%	9 7%	17 10%	13 7%	8 6%	9 4%	13 8%	72 7%
Economy/Economic situation	359 36%	48 36%	51 30%	85 43%	49 39%	73 37%	52 33%	365 37%
Education/Schools	151 15%	18 13%	12 7%	49 24%	19 15%	39 20%	14 9%	150 15%

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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	992	131	138	184	110	239	190	992
WEIGHTED BASE	987	132	171	200	128	197	160	992
	100%	13%	17%	20%	13%	20%	16%	100%
Foot and mouth outbreak/Farming crisis	2*	-	-	-	1	-	1	3*
		-	-	-	1%	-	1%	
Housing	136	17	25	29	28	20	17	141
	14%	13%	15%	14%	22%	10%	11%	14%
Inflation/Prices	147	23	33	22	27	21	21	157
	15%	18%	19%	11%	21%	11%	13%	16%
Local government/Council tax	34	3	3	7	9	6	6	32
	3%	2%	2%	4%	7%	3%	4%	3%
Low pay/Minimum wage/Fair wages	100	10	33	17	20	11	9	103
	10%	7%	19%	9%	15%	6%	6%	10%
Morality/Individual behaviour/Lifestyle	61	4	3	19	1	23	11	66
	6%	3%	2%	9%	1%	12%	7%	7%
National health service/Hospitals/Healthcare	249	30	24	58	36	62	40	239
	25%	22%	14%	29%	28%	32%	25%	24%
Nationalisation/Government control of institutions	19	3	3	7	1	4	2	18
	2%	2%	2%	4%	1%	2%	1%	2%
Northern Ireland	1*	-	-	-	-	1	-	1*
		-	-	-	-	*	-	
Nuclear weapons/Nuclear war/Disarmament	7	3	2	2	-	-	1	6
	1%	2%	1%	1%	-	-	1%	1%
Pensions/Social security/Benefits	96	11	15	17	16	21	16	96
	10%	8%	9%	9%	13%	10%	10%	10%
Petrol prices/Fuel	62	11	12	15	8	7	9	62
	6%	8%	7%	8%	6%	3%	5%	6%

Respondent type : GB Adults 18+
 Fieldwork dates : 11th - 17th April 2014
 Number of sample points : 191
 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 9
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	992	131	138	184	110	239	190	992
WEIGHTED BASE	987	132	171	200	128	197	160	992
	100%	13%	17%	20%	13%	20%	16%	100%
Pollution/ Environment	76 8%	11 8%	6 4%	19 9%	8 7%	23 12%	9 6%	78 8%
Population levels/ Overpopulation	51 5%	8 6%	11 6%	12 6%	4 3%	7 3%	9 6%	52 5%
Pound/Exchange rate/Value of pound	5 *	3 2%	- -	2 1%	- -	- -	- -	5 1%
Poverty/Inequality	145 15%	16 12%	14 8%	47 23%	16 13%	29 15%	23 15%	146 15%
Privatisation	15 2%	1 *	1 *	5 2%	2 2%	6 3%	1 1%	19 2%
Public services in general	48 5%	8 6%	2 1%	12 6%	6 5%	9 5%	11 7%	49 5%
Race relations/ Immigration/ Immigrants	334 34%	30 22%	36 21%	65 33%	46 36%	75 38%	83 52%	335 34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	47 5%	6 5%	3 2%	13 7%	5 4%	14 7%	6 4%	47 5%
Taxation	63 6%	12 9%	14 8%	17 9%	4 4%	8 4%	9 5%	65 7%
Trade unions/ Strikes	2 *	- -	- -	- -	- -	1 *	1 1%	2 *
Transport/Public transport	38 4%	3 2%	7 4%	6 3%	12 9%	6 3%	4 2%	43 4%
Unemployment/ Factory closure/ Lack of industry	303 31%	48 36%	66 39%	54 27%	41 32%	52 27%	41 26%	314 32%

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UNWEIGHTED BASE	992	131	138	184	110	239	190	992
WEIGHTED BASE	987	132	171	200	128	197	160	992
	100%	13%	17%	20%	13%	20%	16%	100%
Other	61	6	11	13	8	13	9	60
	6%	5%	6%	6%	6%	7%	6%	6%
MEAN NUMBER OF MENTIONS	3.25	3.09	2.82	3.41	3.44	3.39	3.30	3.30
STANDARD ERROR	0.06	0.15	0.14	0.17	0.19	0.12	0.14	0.06
ERROR VARIANCE	*	0.02	0.02	0.03	0.04	0.01	0.02	*
Don't know	109	15	33	7	17	16	21	108
	11%	11%	19%	4%	13%	8%	13%	11%
Personal finances (NET)	334	43	64	74	49	56	48	341
	34%	33%	37%	37%	39%	28%	30%	34%
Median	2	2	2	2	2	2	2	2

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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992