

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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	992	475	517	122	137	169	165	163	236	259	334	399	428	564	209	314	225	244	523	469	992
WEIGHTED BASE	984	476	508	134	162	170	169	143	204	297	340	348	467	517	260	274	211	239	534	450	992
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	8 1%	2 *	6 1%	- -	- -	1 1%	1 1%	3 2%	2 1%	- -	2 1%	6 2%	1 *	7 1%	5 2%	1 1%	- -	2 1%	6 1%	2 *	9 1%
AIDS	3 *	3 1%	- -	- 1%	2 -	- -	- -	1 1%	- -	2 1%	- -	1 *	2 *	1 *	- -	1 *	2 1%	- -	1 *	2 *	2 *
Animal welfare	1 *	- -	1 *	- -	- -	* -	- -	- -	1 *	- -	* -	1 *	* *	1 *	- -	* -	- -	1 *	* *	1 *	2 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	14 1%	10 2%	3 1%	- -	2 1%	3 1%	2 1%	1 1%	7 3%	2 1%	4 1%	8 2%	5 1%	9 2%	3 1%	2 1%	5 3%	3 1%	5 1%	8 2%	14 1%
Countryside/Rural life	3 *	- -	3 1%	- -	- -	1 1%	2 1%	- -	- -	- -	3 1%	- -	1 *	2 *	2 1%	1 *	- -	- -	3 *	- -	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	5 1%	13 3%	3 3%	4 2%	3 2%	2 1%	2 2%	3 1%	7 2%	6 2%	5 1%	11 2%	7 1%	- -	9 3%	4 2%	5 2%	9 2%	9 2%	19 2%
Defence/Foreign affairs/ International terrorism	12 1%	6 1%	6 1%	3 2%	2 1%	1 *	1 *	1 *	5 2%	6 2%	1 *	5 1%	6 1%	6 1%	1 1%	2 1%	7 3%	2 1%	3 1%	9 2%	13 1%
Drug abuse	6 1%	3 1%	3 1%	- -	1 *	1 1%	- -	1 1%	3 2%	1 *	1 *	4 1%	2 *	4 1%	1 *	2 1%	3 2%	- -	3 1%	3 1%	6 1%
Economy/Economic situation	411 42%	227 48%	184 36%	52 39%	59 36%	71 42%	82 48%	64 45%	83 40%	111 38%	153 45%	147 42%	182 39%	229 44%	134 51%	125 46%	84 40%	69 29%	259 48%	153 34%	399 40%
Education/Schools	13 1%	4 1%	9 2%	3 2%	2 1%	2 1%	3 2%	2 2%	2 1%	5 2%	4 1%	4 1%	6 1%	7 1%	1 1%	6 2%	3 1%	3 1%	7 1%	6 1%	16 2%

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
Number of sample points : 154
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%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Foot and mouth outbreak/Farming crisis	1 *	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	1 *	1 *
Housing	18 2%	11 2%	8 2%	2 2%	2 1%	6 3%	5 3%	2 1%	1 1%	4 1%	11 3%	3 1%	10 2%	8 2%	- -	5 2%	6 3%	8 3%	5 1%	14 3%	20 2%
Inflation/Prices	29 3%	13 3%	16 3%	4 3%	7 4%	6 4%	5 3%	5 3%	3 1%	11 4%	11 3%	7 2%	17 4%	12 2%	6 2%	8 3%	6 3%	9 4%	14 3%	15 3%	32 3%
Local government/ Council tax	3 *	2 *	1 *	- -	1 1%	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	1 *	1 1%	1 *	2 *	4 *
Low pay/Minimum wage/Fair wages	4 *	2 *	2 *	- -	1 1%	2 1%	* *	- -	- -	1 *	2 1%	- -	3 1%	* *	- -	1 *	2 1%	1 *	1 *	3 1%	4 *
Morality/ Individual behaviour/ Lifestyle	29 3%	11 2%	19 4%	3 2%	2 1%	6 3%	- -	7 5%	12 6%	5 2%	6 2%	18 5%	11 2%	18 4%	16 6%	9 3%	2 1%	3 1%	25 5%	5 1%	27 3%
National health service/Hospitals/ Healthcare	22 2%	5 1%	17 3%	3 2%	4 3%	4 2%	1 1%	6 4%	4 2%	7 2%	5 1%	10 3%	11 2%	11 2%	4 1%	8 3%	3 2%	7 3%	12 2%	10 2%	22 2%
Nationalisation/ Government control of institutions	6 1%	5 1%	1 *	- -	2 1%	- -	1 1%	1 *	2 1%	2 1%	1 *	2 1%	2 *	3 1%	2 1%	2 1%	1 1%	1 *	4 1%	2 *	5 1%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Pensions/Social security/Benefits	13 1%	2 *	11 2%	2 2%	2 1%	4 2%	2 1%	2 1%	2 1%	4 1%	5 2%	4 1%	8 2%	6 1%	7 3%	1 *	3 1%	2 1%	8 1%	5 1%	11 1%
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Pollution/ Environment	8 1%	4 1%	4 1%	- -	- -	3 2%	3 2%	- -	2 1%	- -	6 2%	2 1%	3 1%	5 1%	4 2%	2 1%	* *	1 *	7 1%	1 *	7 1%
Population levels/ Overpopulation	16 2%	5 1%	10 2%	1 1%	4 2%	1 1%	4 3%	3 2%	3 1%	5 2%	5 2%	6 2%	6 1%	10 2%	6 2%	2 1%	4 2%	4 2%	8 2%	8 2%	15 2%
Pound/Exchange rate/Value of pound	2 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	2 1%	1 *
Poverty/Inequality	28 3%	8 2%	20 4%	3 2%	7 4%	9 5%	3 2%	3 2%	3 1%	10 3%	12 4%	5 2%	19 4%	9 2%	7 3%	7 3%	6 3%	8 3%	14 3%	13 3%	33 3%
Privatisation	2 *	1 *	1 *	- -	- -	1 1%	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	2 *	2 *
Public services in general	7 1%	2 *	6 1%	- -	- -	- -	3 2%	3 2%	2 1%	- -	3 1%	5 1%	- -	7 1%	2 1%	1 *	- -	4 2%	4 1%	4 1%	7 1%
Race relations/ Immigration/ Immigrants	95 10%	39 8%	56 11%	10 7%	11 7%	13 8%	19 11%	16 11%	26 13%	20 7%	32 9%	42 12%	34 7%	61 12%	22 8%	23 8%	20 9%	30 13%	45 8%	50 11%	103 10%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	2 *	- -	1 *	- -	1 *	1 *	1 *	2 *
Taxation	4 *	2 1%	1 *	- -	1 1%	2 1%	1 1%	- -	- -	1 *	3 1%	- -	2 1%	1 *	2 1%	2 1%	- -	- -	4 1%	- -	3 *
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	9 1%	5 1%	4 1%	4 3%	3 2%	- -	1 1%	1 1%	- -	7 2%	1 *	1 *	7 1%	2 *	1 *	3 1%	- -	5 2%	4 1%	5 1%	9 1%
Unemployment/ Factory closure/ Lack of industry	151 15%	80 17%	71 14%	27 20%	33 21%	25 15%	24 14%	16 11%	25 12%	60 20%	49 14%	42 12%	85 18%	66 13%	21 8%	38 14%	40 19%	52 22%	59 11%	92 21%	154 16%

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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Other	8	3	4	1	1	2	1	1	3	2	2	4	3	4	4	1	-	3	5	3	9
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%
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	38	14	24	12	8	4	4	3	8	20	8	11	24	14	9	11	8	10	20	18	38
	4%	3%	5%	9%	5%	2%	2%	2%	4%	7%	2%	3%	5%	3%	3%	4%	4%	4%	4%	4%	4%

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
UNWEIGHTED BASE	992	835	51	106	372	266	288	237	332	120	271	151	330	305	174	169	635	992
WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Ageing population/ Social care for the elderly	8 1%	7 1%	- -	1 1%	3 1%	2 1%	2 1%	2 1%	2 1%	- -	2 1%	2 1%	3 1%	3 1%	- -	1 1%	5 1%	9 1%
AIDS	3 *	1 *	2 4%	- -	- -	- -	2 1%	- -	1 *	- -	1 *	1 *	- -	3 1%	- -	- -	3 *	2 *
Animal welfare	1 *	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	* *	- -	1 *	2 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	14 1%	12 1%	- -	2 2%	5 1%	3 1%	1 *	1 *	9 2%	1 1%	7 3%	6 4%	4 1%	6 2%	2 1%	2 1%	10 2%	14 1%
Countryside/Rural life	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	2 1%	3 1%	1 1%	- -	3 1%	- -	- -	3 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	15 2%	1 3%	2 2%	11 3%	9 4%	4 1%	3 1%	4 1%	3 2%	4 1%	1 1%	7 2%	5 2%	2 1%	4 2%	12 2%	19 2%
Defence/Foreign affairs/ International terrorism	12 1%	9 1%	1 2%	2 3%	3 1%	1 *	4 2%	4 2%	5 1%	2 2%	3 1%	1 1%	4 1%	2 1%	3 2%	3 1%	7 1%	13 1%
Drug abuse	6 1%	4 *	1 2%	1 2%	3 1%	1 *	3 1%	2 1%	- -	- -	- -	- -	3 1%	2 1%	1 *	- -	5 1%	6 1%
Economy/Economic situation	411 42%	354 42%	16 31%	41 48%	134 41%	93 38%	120 43%	104 45%	158 42%	50 39%	115 40%	66 41%	152 46%	159 49%	40 30%	56 30%	310 47%	399 40%
Education/Schools	13 1%	10 1%	2 3%	2 2%	6 2%	4 2%	4 1%	2 1%	3 1%	1 *	3 1%	2 1%	2 1%	4 1%	2 1%	5 3%	6 1%	16 2%

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	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
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	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Foot and mouth outbreak/Farming crisis	1*	1*	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	1*
Housing	18 2%	15 2%	3 6%	1 1%	7 2%	6 2%	5 2%	2 1%	7 2%	2 1%	5 2%	3 2%	2 1%	5 2%	3 3%	7 4%	7 1%	20 2%
Inflation/Prices	29 3%	27 3%	1 1%	2 2%	16 5%	14 6%	3 1%	2 1%	11 3%	9 7%	11 4%	2 1%	5 1%	11 3%	6 4%	7 4%	16 2%	32 3%
Local government/ Council tax	3*	3*	-	-	1*	1*	-	-	1*	1*	1*	1*	1*	-	1*	1*	1*	4*
Low pay/Minimum wage/Fair wages	4*	3*	-	1*	1*	-	1*	1*	2*	-	*	*	2*	1*	1*	-	3*	4*
Morality/ Individual behaviour/ Lifestyle	29 3%	26 3%	-	3 4%	7 2%	4 2%	8 3%	8 3%	14 4%	3 2%	12 4%	9 5%	12 4%	9 3%	3 2%	5 2%	21 3%	27 3%
National health service/Hospitals/ Healthcare	22 2%	19 2%	3 6%	-	3 1%	3 1%	7 2%	4 2%	12 3%	3 2%	6 2%	3 2%	7 2%	4 1%	3 2%	7 4%	12 2%	22 2%
Nationalisation/ Government control of institutions	6 1%	5 1%	1 1%	-	3 1%	3 1%	1*	1*	1*	-	-	-	5 1%	1*	-	-	6 1%	5 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	1*	-	1*
Pensions/Social security/Benefits	13 1%	12 1%	-	1 2%	5 2%	4 2%	2 1%	2 1%	6 2%	-	1*	1	8 2%	4 1%	1 1%	-	12 2%	11 1%

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	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	8 1%	6 1%	1 2%	* *	2 1%	2 1%	1 *	-	4 1%	1 1%	4 1%	3 2%	5 2%	2 1%	* *	-	7 1%	7 1%
Population levels/ Overpopulation	16 2%	15 2%	-	1 1%	3 1%	3 1%	2 1%	2 1%	11 3%	6 4%	11 4%	5 3%	1 *	9 3%	2 2%	3 2%	11 2%	15 2%
Pound/Exchange rate/Value of pound	2 *	2 *	-	-	-	-	2 1%	2 1%	-	-	-	-	-	-	-	2 1%	-	1 *
Poverty/Inequality	28 3%	20 2%	2 5%	5 6%	16 5%	11 4%	5 2%	2 1%	7 2%	6 5%	7 2%	1 1%	8 2%	6 2%	5 3%	9 5%	14 2%	33 3%
Privatisation	2 *	2 *	-	-	1 *	1 *	-	-	1 *	1 *	1 *	-	-	1 *	-	1 1%	1 *	2 *
Public services in general	7 1%	7 1%	-	-	4 1%	4 2%	2 1%	2 1%	2 *	2 1%	2 1%	-	3 1%	3 1%	-	1 1%	6 1%	7 1%
Race relations/ Immigration/ Immigrants	95 10%	83 10%	8 15%	3 4%	18 5%	14 6%	33 12%	25 11%	45 12%	9 7%	35 12%	25 16%	33 10%	20 6%	21 16%	19 10%	53 8%	103 10%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	1 *	-	1 1%	2 1%	1 *	-	-	-	-	-	-	2 1%	-	-	-	2 *	2 *
Taxation	4 *	4 *	-	-	2 *	2 1%	-	-	2 1%	2 2%	2 1%	-	-	2 *	-	2 1%	2 *	3 *
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 9th August 2012
 Number of sample points : 154
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE		OWNED /MORT GAGED
UNWEIGHTED BASE	992	835	51	106	372	266	288	237	332	120	271	151	330	305	174	169	635	992
WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Transport/Public transport	9 1%	8 1%	- -	1 1%	4 1%	3 1%	1 *	1 *	4 1%	3 2%	4 1%	1 *	1 *	2 1%	5 4%	1 1%	3 *	9 1%
Unemployment/ Factory closure/ Lack of industry	151 15%	133 16%	8 15%	11 12%	51 15%	40 17%	53 19%	46 20%	47 12%	13 10%	32 11%	20 12%	44 13%	48 15%	29 22%	28 15%	92 14%	154 16%
Other	8 1%	7 1%	- -	1 1%	2 *	1 *	2 1%	2 1%	4 1%	2 1%	4 1%	2 1%	3 1%	3 1%	2 2%	- -	6 1%	9 1%
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
Don't know	38 4%	33 4%	2 4%	3 4%	15 5%	12 5%	12 4%	10 4%	11 3%	7 5%	10 3%	3 2%	9 3%	8 3%	2 2%	17 9%	17 3%	38 4%

Respondent type : GB Adults 18+
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Ipsos MORI

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	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	992	356	127	509	75	40	157	327	46	835	203	109	267	282	992
WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Ageing population/ Social care for the elderly	8 1%	3 1%	2 2%	2 *	- -	1 2%	* *	3 1%	2 3%	7 1%	2 1%	- -	2 1%	- -	9 1%
AIDS	3 *	3 1%	- -	- -	- -	1 2%	- -	- -	- -	3 *	- -	- -	- -	- -	2 *
Animal welfare	1 *	- -	- -	1 *	* 1%	- -	- -	1 *	- -	1 *	- -	1 1%	- -	- -	2 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	14 1%	8 2%	- -	6 1%	- -	3 6%	5 3%	2 1%	- -	9 1%	5 2%	1 1%	5 2%	2 1%	14 1%
Countryside/Rural life	3 *	3 1%	- -	- -	- -	2 4%	- -	- -	1 2%	3 *	1 *	- -	1 *	1 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	8 2%	2 2%	8 2%	1 2%	- -	3 2%	2 1%	2 5%	15 2%	6 3%	1 1%	4 1%	8 3%	19 2%
Defence/Foreign affairs/ International terrorism	12 1%	2 1%	2 2%	8 2%	1 2%	1 2%	- -	3 1%	- -	12 1%	- -	1 1%	1 *	4 1%	13 1%
Drug abuse	6 1%	2 1%	3 2%	1 *	- -	2 5%	1 1%	1 *	1 3%	5 1%	3 1%	1 1%	1 *	2 1%	6 1%
Economy/Economic situation	411 42%	203 49%	49 39%	160 36%	16 23%	21 48%	75 46%	129 43%	25 51%	336 41%	100 47%	22 23%	154 52%	117 41%	399 40%
Education/Schools	13 1%	4 1%	4 4%	4 1%	1 1%	1 1%	1 1%	4 1%	- -	12 1%	1 1%	2 2%	3 1%	2 1%	16 2%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 3
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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	992	356	127	509	75	40	157	327	46	835	203	109	267	282	992
WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Foot and mouth outbreak/Farming crisis	1*	-	-	1*	-	-	1	-	-	-	1	-	-	-	1*
		-	-	*	-	-	1%	-	-	-	1%	-	-	-	*
Housing	18	9	1	8	5	1	2	6	-	16	2	5	6	7	20
	2%	2%	1%	2%	7%	3%	1%	2%	-	2%	1%	5%	2%	3%	2%
Inflation/Prices	29	15	3	11	1	-	5	12	1	24	7	5	8	12	32
	3%	4%	2%	3%	1%	-	3%	4%	2%	3%	3%	5%	3%	4%	3%
Local government/Council tax	3*	1*	-	2*	-	-	-	1*	-	3*	-	-	1*	1*	4*
		*	-	*	-	-	-	*	-	*	-	-	*	*	*
Low pay/Minimum wage/Fair wages	4*	-	1	3	2	-	2	1	-	2	2	*	1	1	4*
		-	1%	1%	3%	-	1%	*	-	*	1%	*	*	*	*
Morality/Individual behaviour/Lifestyle	29	9	1	19	-	-	7	3	2	23	9	1	8	7	27
	3%	2%	1%	4%	-	-	4%	1%	4%	3%	4%	2%	3%	2%	3%
National health service/Hospitals/Healthcare	22	4	7	11	1	1	4	8	2	18	6	4	7	8	22
	2%	1%	6%	2%	2%	3%	3%	3%	3%	2%	3%	4%	2%	3%	2%
Nationalisation/Government control of institutions	6	3	-	2	-	1	-	2	-	6	-	-	-	-	5
	1%	1%	-	1%	-	2%	-	1%	-	1%	-	-	-	-	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	1*	-	-	1*	-	-	-	1*	-	1*	-	-	-	-	1*
		-	-	*	-	-	-	*	-	*	-	-	-	-	*
Pensions/Social security/Benefits	13	4	1	9	-	-	4	2	-	9	4	3	6	6	11
	1%	1%	1%	2%	-	-	3%	1%	-	1%	2%	3%	2%	2%	1%

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		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
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	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	8 1%	4 1%	1 1%	2 *	- 6%	3 6%	3 2%	- -	1 3%	5 1%	4 2%	- -	3 1%	5 2%	7 1%
Population levels/ Overpopulation	16 2%	9 2%	1 1%	6 1%	1 1%	1 2%	2 1%	5 2%	- -	14 2%	2 1%	3 3%	5 2%	2 1%	15 2%
Pound/Exchange rate/Value of pound	2 *	2 1%	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 1%	- -	1 *
Poverty/Inequality	28 3%	9 2%	4 3%	15 3%	6 8%	1 3%	1 1%	11 4%	- -	27 3%	1 *	3 3%	7 2%	11 4%	33 3%
Privatisation	2 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	2 *	- -	- -	- -	- -	2 *
Public services in general	7 1%	3 1%	1 1%	3 1%	1 1%	- -	1 1%	5 2%	- -	6 1%	1 1%	1 1%	3 1%	1 *	7 1%
Race relations/ Immigration/ Immigrants	95 10%	30 7%	11 9%	54 12%	4 5%	1 2%	21 13%	22 7%	5 10%	73 9%	26 12%	16 16%	20 7%	21 7%	103 10%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	- -	1 1%	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	2 *
Taxation	4 *	1 *	2 2%	- -	- -	- -	1 1%	- -	2 3%	2 *	3 1%	- -	1 *	2 1%	3 *
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Respondent type : GB Adults 18+
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Ipsos MORI

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	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
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WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Transport/Public transport	9 1%	4 1%	1 1%	3 1%	2 3%	- -	- -	3 1%	- -	9 1%	- -	1 1%	1 *	3 1%	9 1%
Unemployment/Factory closure/Lack of industry	151 15%	61 15%	20 16%	70 16%	20 29%	3 6%	11 7%	60 20%	5 11%	140 17%	17 8%	22 23%	39 13%	47 16%	154 16%
Other	8 1%	3 1%	- -	5 1%	- -	1 2%	1 1%	1 *	- -	6 1%	1 1%	- -	1 *	2 1%	9 1%
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	38 4%	6 1%	5 4%	27 6%	7 10%	1 2%	7 4%	9 3%	- -	31 4%	7 3%	2 2%	5 2%	12 4%	38 4%

Respondent type : GB Adults 18+
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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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Ageing population/ Social care for the elderly	8 1%	2 *	1 1%	1 1%	2 1%	- -	2 2%	1 *	4 1%	3 1%	8 1%	- -	2 1%	3 1%	- -	2 *	9 1%
AIDS	3 *	- -	1 *	- -	- -	- -	- -	- -	3 1%	- -	3 *	- -	- -	3 1%	- -	- -	2 *
Animal welfare	1 *	- -	- -	- -	- -	- -	- -	* *	- -	1 *	1 *	- -	- -	- -	- -	1 *	2 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	14 1%	5 1%	1 1%	5 3%	5 2%	2 2%	- -	3 1%	5 1%	6 3%	12 1%	1 1%	2 1%	6 2%	- -	6 1%	14 1%
Countryside/Rural life	3 *	3 *	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	3 *	- -	- -	3 1%	- -	- -	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	2 *	4 2%	18 13%	1 1%	- -	3 3%	5 2%	8 2%	5 2%	15 2%	3 3%	3 2%	7 2%	- -	8 2%	19 2%
Defence/Foreign affairs/ International terrorism	12 1%	3 *	1 *	- -	1 *	12 16%	- -	1 1%	9 2%	2 1%	11 1%	1 1%	4 2%	1 *	- -	8 2%	13 1%
Drug abuse	6 1%	2 *	1 1%	1 1%	- -	- -	1 1%	2 1%	2 *	1 1%	5 1%	1 1%	2 1%	3 1%	- -	1 *	6 1%
Economy/Economic situation	411 42%	411 69%	81 47%	55 39%	75 33%	40 54%	61 54%	103 39%	222 44%	86 41%	380 44%	31 28%	112 52%	138 43%	3 46%	158 36%	399 40%

Respondent type : GB Adults 18+
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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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Education/Schools	13	5	3	2	-	1	13	5	6	2	13	1	3	6	-	4	16
	1%	1%	2%	1%	-	1%	12%	2%	1%	1%	1%	1%	1%	2%	-	1%	2%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	*	*
Housing	18	6	1	2	2	2	*	8	6	5	16	2	4	6	-	8	20
	2%	1%	1%	2%	1%	3%	*	3%	1%	2%	2%	2%	2%	2%	-	2%	2%
Inflation/Prices	29	11	*	2	2	1	1	11	15	2	22	7	8	10	-	11	32
	3%	2%	*	1%	1%	1%	1%	4%	3%	1%	3%	6%	4%	3%	-	3%	3%
Local government/ Council tax	3	1	1	1	1	1	1	1	1	-	2	1	1	-	-	2	4
	*	*	*	*	*	1%	1%	*	*	-	*	1%	*	-	-	*	*
Low pay/Minimum wage/Fair wages	4	*	1	1	-	-	-	-	1	3	4	-	1	-	-	3	4
	*	*	*	*	-	-	-	-	*	1%	*	-	*	-	-	1%	*
Morality/ Individual behaviour/ Lifestyle	29	11	2	4	3	3	4	8	12	10	28	1	2	7	1	19	27
	3%	2%	1%	3%	1%	4%	3%	3%	2%	5%	3%	1%	1%	2%	9%	4%	3%
National health service/Hospitals/ Healthcare	22	8	22	3	3	2	7	3	15	4	20	2	7	3	2	11	22
	2%	1%	13%	2%	1%	3%	6%	1%	3%	2%	2%	2%	3%	1%	22%	2%	2%
Nationalisation/ Government control of institutions	6	-	-	-	-	-	1	-	4	1	5	-	2	1	-	2	5
	1%	-	-	-	-	-	1%	-	1%	1%	1%	-	1%	*	-	1%	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	1
	*	-	-	-	-	-	-	*	-	-	-	1%	-	-	-	*	*

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	ECON OMY	NHS/ HOSPITALS	CRIME	IMMIGRATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
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	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Pensions/Social security/Benefits	13	2	2	-	1	-	1	2	6	5	13	-	2	1	2	9	11
	1%	*	1%	-	*	-	1%	1%	1%	2%	2%	-	1%	*	23%	2%	1%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	8	6	1	1	-	1	2	3	5	-	8	-	3	3	-	2	7
	1%	1%	1%	*	-	2%	2%	1%	1%	-	1%	-	2%	1%	-	*	1%
Population levels/ Overpopulation	16	7	1	2	3	1	-	5	8	2	12	4	1	9	-	6	15
	2%	1%	1%	2%	1%	1%	-	2%	2%	1%	1%	4%	1%	3%	-	1%	2%
Pound/Exchange rate/Value of pound	2	2	-	-	2	-	-	-	-	2	2	-	-	2	-	-	1
	*	*	-	-	1%	-	-	-	-	1%	*	-	-	1%	-	-	*
Poverty/Inequality	28	8	5	4	4	1	2	14	10	4	25	2	5	8	-	15	33
	3%	1%	3%	3%	2%	1%	2%	5%	2%	2%	3%	2%	2%	3%	-	3%	3%
Privatisation	2	1	-	1	-	-	-	1	1	-	2	-	-	1	-	1	2
	*	*	-	1%	-	-	-	*	*	-	*	-	-	*	-	*	*
Public services in general	7	-	3	1	-	-	-	4	3	-	7	1	3	1	-	3	7
	1%	-	2%	1%	-	-	-	2%	1%	-	1%	1%	1%	*	-	1%	1%
Race relations/ Immigration/ Immigrants	95	43	16	15	95	1	2	13	54	28	88	6	13	30	-	52	103
	10%	7%	9%	11%	42%	1%	2%	5%	11%	14%	10%	6%	6%	9%	-	12%	10%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2	1	-	1	1	-	-	-	1	1	2	-	1	-	-	1	2
	*	*	-	1%	*	-	-	-	*	*	*	-	*	-	-	*	*
Taxation	4	-	1	1	-	-	-	-	4	-	3	1	2	2	-	-	3
	*	-	1%	1%	-	-	-	-	1%	-	*	1%	1%	1%	-	-	*

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
Number of sample points : 154
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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	9	6	-	-	3	1	-	5	4	-	5	4	-	6	-	3	9
	1%	1%	-	-	1%	1%	-	2%	1%	-	1%	3%	-	2%	-	1%	1%
Unemployment/ Factory closure/ Lack of industry	151	49	23	21	19	2	10	45	79	26	122	29	29	52	-	70	154
	15%	8%	13%	15%	8%	3%	9%	17%	16%	13%	14%	26%	14%	16%	-	16%	16%
Other	8	2	*	-	-	-	1	2	3	3	7	1	-	3	-	5	9
	1%	*	*	-	-	-	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38	3	1	-	3	2	-	13	17	7	28	10	2	8	-	27	38
	4%	1%	1%	-	1%	3%	-	5%	3%	3%	3%	9%	1%	3%	-	6%	4%

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 9th August 2012
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992	
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992	
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%	
Ageing population/ Social care for the elderly	8 1%	-	-	-	-	-	-	-	1	-	-	-	-	-	-	7	-	1	-	1	9	
AIDS	3 *	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	2	
Animal welfare	1 *	-	-	-	-	-	-	-	-	*	-	-	-	-	-	1	-	*	-	*	2	
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Common Market/EU/ Europe/Euro/ Constitution	14 1%	-	-	1	-	2	1	2	-	1	1	-	-	-	-	6	3	5	3	2	14	
Countryside/Rural life	3 *	-	-	2	-	-	-	-	-	-	-	2	-	-	-	1	2	2	-	-	2	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	-	-	-	-	-	*	2	-	2	-	-	1	-	-	12	-	6	3	2	19	
Defence/Foreign affairs/ International terrorism	12 1%	-	-	1	-	-	1	2	-	1	-	-	-	-	-	8	1	4	2	1	13	
Drug abuse	6 1%	-	-	-	-	-	-	-	-	1	-	-	-	-	-	5	-	1	-	1	6	
Economy/Economic situation	411 42%	10	19	23	4	18	6	31	5	33	11	2	18	6	-	259	60	97	37	44	399	
		68%	53%	57%	56%	49%	28%	38%	39%	39%	33%	16%	38%	37%	-	42%	52%	37%	36%	35%	40%	

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992	
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992	
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%	
Education/Schools	13	-	-	-	-	-	1	1	-	1	-	-	-	-	-	10	-	2	1	1	16	
	1%	-	-	-	-	-	3%	1%	-	1%	-	-	-	-	-	2%	-	1%	1%	1%	2%	
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Housing	18	-	*	2	-	-	1	*	-	1	2	-	2	2	-	9	2	7	1	4	20	
	2%	-	1%	4%	-	-	3%	1%	-	2%	7%	-	5%	15%	-	2%	2%	3%	1%	3%	2%	
Inflation/Prices	29	-	1	-	-	1	-	1	-	5	-	1	2	1	-	17	3	9	1	6	32	
	3%	-	4%	-	-	3%	-	1%	-	6%	-	10%	4%	4%	-	3%	2%	3%	1%	5%	3%	
Local government/Council tax	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	1	-	-	4	
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-	-	*	
Low pay/Minimum wage/Fair wages	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	4	
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	*	
Morality/Individual behaviour/Lifestyle	29	1	2	-	-	3	-	3	1	1	-	-	-	-	-	21	6	5	3	2	27	
	3%	5%	5%	-	-	9%	-	4%	5%	1%	-	-	-	-	-	3%	5%	2%	3%	1%	3%	
National health service/Hospitals/Healthcare	22	-	-	2	-	-	-	2	-	2	2	-	-	-	-	14	2	6	2	4	22	
	2%	-	-	6%	-	-	-	3%	-	2%	5%	-	-	-	-	2%	2%	2%	2%	3%	2%	
Nationalisation/Government control of institutions	6	-	-	-	-	-	-	1	-	-	1	-	-	-	-	2	-	2	1	1	5	
	1%	-	-	-	-	-	-	2%	-	-	2%	-	-	-	-	*	-	1%	1%	*	1%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/Nuclear war/Disarmament	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	

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ISSUES INDEX (FINAL)

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What would you say is the most important issue facing Britain today?
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	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS	UNWTD TOTAL
UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%
Pensions/Social security/Benefits	13	-	2	-	-	-	-	2	1	1	-	-	-	-	-	8	2	4	2	1	11
	1%	-	6%	-	-	-	-	3%	4%	1%	-	-	-	-	-	1%	2%	1%	2%	1%	1%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/Environment	8	-	-	-	-	-	-	2	*	*	-	-	-	-	-	5	-	2	2	*	7
	1%	-	-	-	-	-	-	2%	3%	*	-	-	-	-	-	1%	-	1%	2%	*	1%
Population levels/Overpopulation	16	-	1	-	-	2	1	3	-	2	-	1	2	1	-	7	3	7	4	3	15
	2%	-	3%	-	-	4%	5%	3%	-	2%	-	9%	4%	8%	-	1%	2%	3%	4%	2%	2%
Pound/Exchange rate/Value of pound	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Poverty/Inequality	28	2	-	3	-	1	2	2	1	3	3	-	1	1	-	15	5	8	4	5	33
	3%	14%	-	7%	-	3%	8%	3%	9%	3%	9%	-	2%	6%	-	2%	4%	3%	4%	4%	3%
Privatisation	2	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	1	-	1	2
	*	-	-	-	-	3%	-	-	-	-	2%	-	-	-	-	-	1%	*	-	*	*
Public services in general	7	-	1	2	-	-	1	-	-	1	-	1	-	-	-	3	4	1	1	1	7
	1%	-	4%	6%	-	-	3%	-	-	1%	-	4%	-	-	-	*	3%	*	1%	*	1%
Race relations/Immigration/Immigrants	95	-	4	1	2	3	4	12	1	14	3	2	2	-	-	56	9	32	15	17	103
	10%	-	12%	2%	26%	7%	18%	14%	5%	16%	8%	20%	3%	-	-	9%	8%	12%	15%	13%	10%
Scottish/Welsh assembly/Devolution/Constitutional reform	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	-	2
	*	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	*	-	*	1%	-	*
Taxation	4	-	-	-	-	2	-	1	-	-	-	-	-	-	-	1	2	1	1	-	3
	*	-	-	-	-	4%	-	2%	-	-	-	-	-	-	-	*	1%	1%	1%	-	*

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UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	9	-	-	-	-	-	-	-	-	-	-	-	1	-	-	8	-	1	-	-	9
	1%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	1%	-	*	-	-	1%
Unemployment/ Factory closure/ Lack of industry	151	2	3	4	1	5	4	7	4	15	10	4	10	4	1	99	10	47	11	29	154
	15%	13%	9%	9%	18%	14%	16%	9%	31%	18%	29%	32%	21%	23%	100%	16%	9%	18%	11%	22%	16%
Other	8	-	-	-	-	-	-	1	-	-	*	-	1	-	-	5	-	3	1	*	9
	1%	-	-	-	-	-	-	2%	-	-	1%	-	1%	-	-	1%	-	1%	1%	*	1%
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	38	-	1	-	-	-	-	3	-	2	-	1	5	1	-	27	1	10	3	3	38
	4%	-	3%	-	-	-	-	4%	-	2%	-	9%	10%	6%	-	4%	1%	4%	3%	2%	4%

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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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	992	475	517	122	137	169	165	163	236	259	334	399	428	564	209	314	225	244	523	469	992
WEIGHTED BASE	984	476	508	134	162	170	169	143	204	297	340	348	467	517	260	274	211	239	534	450	992
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	58 6%	29 6%	29 6%	2 2%	6 4%	7 4%	11 7%	14 10%	17 8%	8 3%	19 5%	31 9%	15 3%	43 8%	23 9%	20 7%	7 3%	9 4%	42 8%	16 4%	65 7%
AIDS	4 *	3 1%	1 *	- -	2 1%	1 1%	- -	1 1%	- -	2 1%	1 *	1 *	3 1%	1 *	1 1%	1 *	2 1%	- -	2 *	2 *	3 *
Animal welfare	4 *	1 *	3 1%	- -	2 1%	2 1%	- -	- -	1 *	2 1%	2 *	1 *	3 1%	1 *	2 1%	* *	1 *	1 1%	2 *	2 *	5 1%
Bird flu/Pandemic flu/Swine flu	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	* *	1 *
Common Market/EU/ Europe/Euro/ Constitution	52 5%	37 8%	15 3%	2 2%	7 5%	4 3%	8 5%	9 6%	20 10%	10 3%	12 4%	29 8%	14 3%	37 7%	17 7%	12 4%	12 5%	11 5%	29 5%	23 5%	50 5%
Countryside/Rural life	8 1%	2 *	7 1%	- -	- -	3 2%	3 2%	1 1%	2 1%	- -	6 2%	3 1%	3 1%	6 1%	4 2%	4 1%	- -	1 *	8 1%	1 *	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	68 14%	74 15%	15 11%	24 15%	24 14%	16 9%	26 18%	37 18%	39 13%	40 12%	63 18%	63 14%	79 15%	31 12%	48 18%	27 13%	36 15%	79 15%	63 14%	150 15%
Defence/Foreign affairs/ International terrorism	73 7%	39 8%	34 7%	10 7%	8 5%	10 6%	7 4%	11 8%	27 13%	18 6%	17 5%	38 11%	28 6%	45 9%	25 10%	18 7%	17 8%	12 5%	44 8%	29 6%	72 7%
Drug abuse	42 4%	21 4%	22 4%	13 9%	3 2%	7 4%	5 3%	7 5%	7 3%	16 5%	13 4%	14 4%	23 5%	19 4%	6 2%	12 4%	10 5%	16 7%	17 3%	25 6%	43 4%
Economy/Economic situation	600 61%	311 65%	289 57%	74 55%	95 58%	104 61%	123 73%	95 67%	109 53%	169 57%	226 67%	205 59%	273 58%	328 63%	178 69%	173 63%	133 63%	116 49%	351 66%	249 55%	589 59%
Education/Schools	112 11%	58 12%	54 11%	15 11%	15 9%	25 14%	28 16%	17 12%	13 6%	30 10%	52 15%	30 9%	54 12%	58 11%	51 20%	30 11%	17 8%	14 6%	81 15%	31 7%	111 11%

Respondent type : GB Adults 18+
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What do you see as the main/other important issues facing Britain today?
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	SEX			AGE										SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	992	475	517	122	137	169	165	163	236	259	334	399	428	564	209	314	225	244	523	469	992
WEIGHTED BASE	984	476	508	134	162	170	169	143	204	297	340	348	467	517	260	274	211	239	534	450	992
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Foot and mouth outbreak/Farming crisis	3	1	2	-	-	-	1	1	2	-	1	3	-	3	-	1	-	2	1	2	4
	*	*	*	-	-	-	1%	1%	1%	-	*	1%	-	1%	-	*	-	1%	*	*	*
Housing	77	37	39	10	19	14	15	13	6	29	29	19	43	34	14	21	15	27	35	42	79
	8%	8%	8%	7%	12%	8%	9%	9%	3%	10%	9%	5%	9%	7%	5%	8%	7%	11%	7%	9%	8%
Inflation/Prices	149	75	74	20	39	27	18	19	26	58	45	45	85	63	29	32	44	44	61	88	149
	15%	16%	15%	15%	24%	16%	11%	13%	13%	20%	13%	13%	18%	12%	11%	12%	21%	18%	11%	19%	15%
Local government/ Council tax	36	22	14	5	9	7	5	5	5	14	12	10	21	15	9	10	8	9	19	17	39
	4%	5%	3%	4%	5%	4%	3%	3%	3%	5%	3%	3%	5%	3%	3%	4%	4%	4%	3%	4%	4%
Low pay/Minimum wage/Fair wages	54	25	29	7	13	10	6	9	7	21	17	16	31	23	10	7	16	21	17	37	58
	5%	5%	6%	5%	8%	6%	4%	6%	4%	7%	5%	5%	7%	4%	4%	3%	7%	9%	3%	8%	6%
Morality/ Individual behaviour/ Lifestyle	91	39	52	6	5	16	11	22	30	11	28	52	27	63	38	29	10	13	67	24	84
	9%	8%	10%	4%	3%	10%	7%	15%	15%	4%	8%	15%	6%	12%	15%	11%	5%	6%	13%	5%	8%
National health service/Hospitals/ Healthcare	173	67	106	12	23	27	33	35	44	35	60	79	62	111	48	56	42	28	104	69	181
	18%	14%	21%	9%	14%	16%	19%	24%	22%	12%	18%	23%	13%	22%	18%	21%	20%	12%	20%	15%	18%
Nationalisation/ Government control of institutions	23	19	3	1	7	-	5	6	4	8	5	9	8	14	8	5	4	6	13	9	20
	2%	4%	1%	1%	5%	-	3%	4%	2%	3%	1%	3%	2%	3%	3%	2%	2%	2%	2%	2%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6	5	1	-	2	-	2	1	2	2	2	2	2	4	-	1	3	2	1	5	6
	1%	1%	*	-	1%	-	1%	*	1%	1%	1%	1%	*	1%	-	*	2%	1%	*	1%	1%
Pensions/Social security/Benefits	74	27	48	4	10	17	11	16	17	13	28	33	30	44	24	16	16	18	41	34	79
	8%	6%	9%	3%	6%	10%	6%	11%	8%	4%	8%	10%	6%	9%	9%	6%	8%	7%	8%	8%	8%
Petrol prices/Fuel	40	27	13	6	13	6	8	4	4	18	14	8	25	16	4	9	14	14	12	28	37
	4%	6%	3%	4%	8%	4%	4%	3%	2%	6%	4%	2%	5%	3%	1%	3%	6%	6%	2%	6%	4%

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
Number of sample points : 154
Source : Ipsos MORI (JN Q218)

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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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	992	475	517	122	137	169	165	163	236	259	334	399	428	564	209	314	225	244	523	469	992
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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Pollution/ Environment	32 3%	20 4%	11 2%	3 2%	2 1%	7 4%	9 5%	6 4%	5 2%	5 2%	16 5%	11 3%	12 2%	20 4%	9 4%	10 4%	7 3%	5 2%	19 4%	12 3%	29 3%
Population levels/ Overpopulation	50 5%	27 6%	23 5%	1 1%	9 6%	5 3%	9 5%	10 7%	16 8%	10 3%	14 4%	26 8%	15 3%	35 7%	15 6%	8 3%	11 5%	17 7%	23 4%	27 6%	48 5%
Pound/Exchange rate/Value of pound	20 2%	12 3%	8 2%	- -	6 4%	3 2%	6 4%	4 3%	1 *	6 2%	10 3%	5 1%	9 2%	11 2%	5 2%	3 1%	3 2%	8 4%	9 2%	12 3%	19 2%
Poverty/Inequality	100 10%	42 9%	58 11%	9 7%	17 11%	15 9%	19 11%	24 17%	16 8%	26 9%	34 10%	40 11%	41 9%	59 11%	36 14%	25 9%	17 8%	23 10%	60 11%	40 9%	102 10%
Privatisation	12 1%	6 1%	6 1%	- -	4 2%	2 1%	1 1%	4 3%	2 1%	4 1%	3 1%	6 2%	5 1%	7 1%	3 1%	2 1%	2 1%	5 2%	5 1%	7 2%	13 1%
Public services in general	61 6%	29 6%	32 6%	5 4%	7 5%	4 2%	15 9%	19 13%	11 6%	12 4%	18 5%	30 9%	16 3%	45 9%	21 8%	14 5%	12 6%	14 6%	35 7%	26 6%	59 6%
Race relations/ Immigration/ Immigrants	226 23%	111 23%	115 23%	25 19%	33 20%	24 14%	37 22%	41 28%	65 32%	58 20%	62 18%	106 30%	83 18%	143 28%	52 20%	56 20%	57 27%	62 26%	108 20%	118 26%	232 23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10 1%	6 1%	3 1%	- -	- -	1 *	3 2%	3 2%	3 2%	- -	4 1%	6 2%	1 *	9 2%	5 2%	2 1%	1 *	2 1%	7 1%	3 1%	11 1%
Taxation	41 4%	26 6%	15 3%	7 5%	7 4%	7 4%	7 4%	8 5%	6 3%	14 5%	14 4%	13 4%	21 4%	20 4%	6 2%	15 5%	11 5%	9 4%	21 4%	20 5%	45 5%
Trade unions/ Strikes	4 *	2 1%	2 *	- -	1 *	- -	1 1%	1 1%	1 1%	1 *	1 *	2 1%	1 *	3 1%	- -	2 1%	2 1%	- -	2 *	2 *	7 1%
Transport/Public transport	49 5%	31 7%	17 3%	11 8%	13 8%	7 4%	4 2%	8 6%	6 3%	24 8%	11 3%	14 4%	31 7%	18 3%	7 2%	12 4%	9 4%	21 9%	19 3%	30 7%	49 5%
Unemployment/ Factory closure/ Lack of industry	346 35%	165 35%	181 36%	55 41%	66 41%	53 31%	65 38%	50 35%	58 28%	121 41%	117 35%	108 31%	174 37%	172 33%	80 31%	90 33%	80 38%	96 40%	170 32%	176 39%	347 35%

Respondent type : GB Adults 18+
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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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2		DE	ABC1	C2DE
UNWEIGHTED BASE	992	475	517	122	137	169	165	163	236	259	334	399	428	564	209	314	225	244	523	469	992
WEIGHTED BASE	984	476	508	134	162	170	169	143	204	297	340	348	467	517	260	274	211	239	534	450	992
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	21%	24%	54%	46%	101%
Other	37	22	15	4	4	8	11	3	6	8	20	9	17	20	20	8	1	8	28	9	36
	4%	5%	3%	3%	3%	5%	7%	2%	3%	3%	6%	3%	4%	4%	8%	3%	1%	3%	5%	2%	4%
MEAN NUMBER OF MENTIONS	3.00	3.09	2.92	2.64	3.04	2.77	3.06	3.51	3.00	2.86	2.92	3.21	2.83	3.16	3.11	2.90	3.02	2.99	3.00	3.01	3.00
STANDARD ERROR	0.06	0.10	0.07	0.12	0.18	0.11	0.14	0.18	0.13	0.11	0.09	0.11	0.08	0.08	0.13	0.11	0.12	0.12	0.08	0.08	0.06
ERROR VARIANCE	*	0.01	0.01	0.01	0.03	0.01	0.02	0.03	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	*
Don't know	139	57	82	32	25	21	16	9	36	57	37	45	78	61	24	43	31	42	66	73	142
	14%	12%	16%	24%	15%	13%	9%	7%	17%	19%	11%	13%	17%	12%	9%	16%	15%	18%	12%	16%	14%
No answer	5	3	2	-	-	1	1	1	2	-	2	3	1	4	3	-	1	1	3	2	5
	1%	1%	*	-	-	1%	1%	1%	1%	-	1%	1%	*	1%	1%	-	*	*	1%	*	1%

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
UNWEIGHTED BASE	992	835	51	106	372	266	288	237	332	120	271	151	330	305	174	169	635	992
WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Ageing population/ Social care for the elderly	58 6%	50 6%	1 1%	7 9%	28 9%	21 9%	13 5%	13 6%	16 4%	4 3%	15 5%	11 7%	28 9%	17 5%	5 4%	6 3%	45 7%	65 7%
AIDS	4 *	2 *	2 4%	- -	1 *	1 1%	2 1%	- -	1 *	- -	1 *	1 *	- -	4 1%	- -	- -	4 1%	3 *
Animal welfare	4 *	3 *	- -	1 1%	2 1%	1 *	1 *	1 *	2 *	2 1%	2 1%	- -	- *	1 *	1 1%	2 1%	1 *	5 1%
Bird flu/Pandemic flu/Swine flu	* *	* *	- -	- *	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	1 *
Common Market/EU/ Europe/Euro/ Constitution	52 5%	43 5%	3 5%	7 8%	15 5%	9 4%	10 4%	7 3%	27 7%	5 4%	23 8%	18 11%	25 8%	13 4%	3 3%	9 5%	39 6%	50 5%
Countryside/Rural life	8 1%	8 1%	- -	- -	1 *	1 *	2 1%	2 1%	6 1%	2 1%	4 1%	2 1%	2 *	5 2%	1 *	1 1%	7 1%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	122 14%	5 10%	14 17%	58 18%	43 18%	24 9%	19 8%	60 16%	20 16%	54 19%	34 22%	58 18%	40 12%	17 13%	24 13%	98 15%	150 15%
Defence/Foreign affairs/ International terrorism	73 7%	62 7%	4 7%	7 9%	16 5%	9 4%	22 8%	18 8%	35 9%	8 6%	25 9%	17 11%	32 10%	21 6%	7 5%	11 6%	53 8%	72 7%
Drug abuse	42 4%	30 4%	3 5%	10 12%	17 5%	7 3%	14 5%	12 5%	11 3%	5 4%	6 2%	1 1%	14 4%	13 4%	9 7%	6 3%	27 4%	43 4%
Economy/Economic situation	600 61%	528 62%	24 46%	49 57%	174 53%	125 51%	175 62%	151 66%	252 67%	79 63%	196 69%	117 73%	197 60%	223 68%	76 57%	95 52%	419 64%	589 59%
Education/Schools	112 11%	96 11%	4 8%	12 14%	39 12%	27 11%	16 6%	12 5%	57 15%	22 17%	49 17%	27 17%	25 8%	53 16%	7 5%	26 14%	78 12%	111 11%

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	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
UNWEIGHTED BASE	992	835	51	106	372	266	288	237	332	120	271	151	330	305	174	169	635	992
WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Foot and mouth outbreak/Farming crisis	3*	3*	-	-	3	3	-	-	*	-	*	*	2	1	-	-	3	4
					1%	1%	-	-	*	-	*	*	1%	*	-	-	*	*
Housing	77	63	7	6	26	20	19	12	31	9	23	14	16	18	15	28	33	79
	8%	7%	14%	7%	8%	8%	7%	5%	8%	7%	8%	9%	5%	5%	11%	15%	5%	8%
Inflation/Prices	149	124	12	13	46	33	35	23	68	28	60	32	43	50	23	31	93	149
	15%	15%	24%	15%	14%	13%	13%	10%	18%	22%	21%	20%	13%	15%	18%	17%	14%	15%
Local government/Council tax	36	30	3	3	13	11	10	7	13	3	9	6	10	11	6	9	21	39
	4%	4%	6%	3%	4%	4%	4%	3%	3%	2%	3%	4%	3%	3%	4%	5%	3%	4%
Low pay/Minimum wage/Fair wages	54	46	3	6	18	13	16	14	19	5	17	12	22	14	11	6	36	58
	5%	5%	5%	7%	6%	5%	6%	6%	5%	4%	6%	8%	7%	4%	8%	3%	6%	6%
Morality/Individual behaviour/Lifestyle	91	86	1	4	16	11	24	24	50	8	38	30	39	33	5	11	72	84
	9%	10%	2%	5%	5%	5%	9%	10%	13%	6%	13%	19%	12%	10%	4%	6%	11%	8%
National health service/Hospitals/Healthcare	173	152	10	11	42	31	50	39	82	24	57	33	67	60	14	30	127	181
	18%	18%	21%	12%	13%	13%	18%	17%	22%	19%	20%	21%	20%	19%	10%	17%	19%	18%
Nationalisation/Government control of institutions	23	19	2	1	11	10	4	1	8	1	6	5	9	8	1	4	17	20
	2%	2%	4%	1%	3%	4%	1%	1%	2%	*	2%	3%	3%	2%	1%	2%	3%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	6	6	-	-	3	3	2	2	1	-	-	-	2	2	2	1	4	6
	1%	1%	-	-	1%	1%	1%	1%	*	-	-	-	1%	1%	1%	*	1%	1%
Pensions/Social security/Benefits	74	70	2	2	21	18	19	17	34	3	23	21	30	23	11	7	53	79
	8%	8%	4%	3%	6%	8%	7%	8%	9%	2%	8%	13%	9%	7%	9%	4%	8%	8%

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WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Petrol prices/Fuel	40 4%	33 4%	5 11%	2 3%	11 3%	9 4%	12 4%	6 3%	18 5%	6 5%	15 5%	10 6%	8 2%	11 3%	4 3%	16 9%	19 3%	37 4%
Pollution/ Environment	32 3%	28 3%	3 6%	1 1%	6 2%	6 2%	8 3%	5 2%	18 5%	3 2%	15 5%	12 8%	12 4%	15 5%	2 1%	2 1%	28 4%	29 3%
Population levels/ Overpopulation	50 5%	45 5%	1 3%	4 5%	8 2%	4 2%	7 2%	6 2%	35 9%	10 8%	26 9%	17 11%	16 5%	15 5%	6 4%	10 6%	32 5%	48 5%
Pound/Exchange rate/Value of pound	20 2%	20 2%	-	1 1%	9 3%	8 3%	4 1%	4 2%	8 2%	-	6 2%	6 4%	7 2%	7 2%	1 1%	6 3%	14 2%	19 2%
Poverty/Inequality	100 10%	83 10%	8 16%	10 11%	31 10%	22 9%	26 9%	18 8%	43 12%	19 15%	37 13%	18 11%	35 11%	33 10%	12 9%	19 10%	68 10%	102 10%
Privatisation	12 1%	12 1%	-	* 1%	5 2%	5 2%	-	-	7 2%	1 *	7 3%	7 4%	5 2%	2 1%	2 1%	3 1%	7 1%	13 1%
Public services in general	61 6%	55 6%	2 4%	4 4%	23 7%	19 8%	12 4%	10 4%	25 7%	3 3%	18 6%	15 9%	27 8%	23 7%	7 5%	4 2%	50 8%	59 6%
Race relations/ Immigration/ Immigrants	226 23%	193 23%	17 33%	16 19%	59 18%	43 18%	72 26%	56 24%	95 25%	17 14%	67 23%	50 31%	89 27%	53 16%	43 32%	38 21%	142 22%	232 23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10 1%	5 1%	1 2%	4 4%	6 2%	2 1%	1 *	-	3 1%	-	3 1%	3 2%	4 1%	5 1%	-	1 *	9 1%	11 1%
Taxation	41 4%	41 5%	-	* 1%	12 4%	11 5%	7 2%	7 3%	23 6%	8 7%	22 8%	13 8%	11 3%	13 4%	5 4%	12 6%	24 4%	45 5%
Trade unions/ Strikes	4 *	4 *	-	-	1 *	1 *	1 *	1 *	2 1%	-	2 1%	2 1%	1 *	1 *	* *	1 *	2 *	7 1%

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED		
UNWEIGHTED BASE	992	835	51	106	372	266	288	237	332	120	271	151	330	305	174	169	635	992
WEIGHTED BASE	984	847	51	86	329	243	280	229	375	126	285	159	327	327	134	183	654	992
	100%	86%	5%	9%	33%	25%	28%	23%	38%	13%	29%	16%	33%	33%	14%	19%	66%	101%
Transport/Public transport	49	48	-	1	7	6	19	19	22	9	19	10	16	11	9	11	27	49
	5%	6%	-	1%	2%	3%	7%	8%	6%	7%	7%	6%	5%	3%	7%	6%	4%	5%
Unemployment/Factory closure/Lack of industry	346	294	17	35	115	80	107	90	124	37	93	56	118	111	48	66	229	347
	35%	35%	34%	41%	35%	33%	38%	39%	33%	29%	32%	35%	36%	34%	36%	36%	35%	35%
Other	37	31	3	3	17	14	9	7	11	5	9	5	10	20	5	2	30	36
	4%	4%	5%	4%	5%	6%	3%	3%	3%	4%	3%	3%	3%	6%	4%	1%	5%	4%
MEAN NUMBER OF MENTIONS	3.00	3.02	2.92	2.87	2.80	2.77	2.80	2.77	3.34	2.86	3.45	3.92	3.13	2.95	2.86	2.95	3.04	3.00
STANDARD ERROR	0.06	0.07	0.19	0.13	0.08	0.10	0.09	0.10	0.12	0.13	0.15	0.25	0.10	0.10	0.10	0.17	0.07	0.06
ERROR VARIANCE	*	*	0.04	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.06	0.01	0.01	0.01	0.03	0.01	*
Don't know	139	123	5	11	60	48	37	32	43	16	32	16	42	29	22	43	71	142
	14%	15%	10%	13%	18%	20%	13%	14%	11%	13%	11%	10%	13%	9%	17%	24%	11%	14%
No answer	5	4	1	-	-	-	3	2	2	-	2	2	2	2	1	-	5	5
	1%	*	2%	-	-	-	1%	1%	1%	-	1%	1%	1%	1%	*	-	1%	1%

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 9th August 2012
 Number of sample points : 154
 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	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	992	356	127	509	75	40	157	327	46	835	203	109	267	282	992
WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Ageing population/ Social care for the elderly	58 6%	24 6%	9 8%	25 6%	- -	5 12%	15 10%	12 4%	3 6%	42 5%	19 9%	7 7%	18 6%	8 3%	65 7%
AIDS	4 *	4 1%	- -	- -	- -	1 2%	1 1%	- -	- -	3 *	1 1%	- -	- -	1 1%	3 *
Animal welfare	4 *	- -	1 *	4 1%	* 1%	- -	- -	1 *	- -	4 *	- -	2 2%	- -	1 *	5 1%
Bird flu/Pandemic flu/Swine flu	* *	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	52 5%	23 6%	4 3%	25 6%	- -	6 14%	11 7%	12 4%	1 1%	41 5%	12 5%	3 3%	26 9%	5 2%	50 5%
Countryside/Rural life	8 1%	5 1%	1 1%	2 *	- -	2 4%	- -	2 1%	3 5%	8 1%	3 1%	1 1%	5 2%	2 1%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	59 14%	19 16%	64 14%	6 9%	10 22%	31 19%	32 11%	11 23%	111 13%	43 20%	12 13%	38 13%	41 14%	150 15%
Defence/Foreign affairs/ International terrorism	73 7%	28 7%	6 5%	39 9%	1 2%	4 9%	13 8%	14 5%	7 13%	59 7%	20 9%	5 5%	28 9%	20 7%	72 7%
Drug abuse	42 4%	17 4%	12 10%	13 3%	3 5%	6 14%	5 3%	14 5%	3 6%	37 5%	8 4%	2 2%	9 3%	12 4%	43 4%
Economy/Economic situation	600 61%	291 70%	75 61%	234 53%	34 48%	30 67%	103 63%	178 59%	37 75%	498 61%	140 66%	47 49%	212 72%	171 60%	589 59%
Education/Schools	112 11%	58 14%	19 15%	35 8%	1 2%	9 21%	16 10%	34 11%	8 16%	96 12%	24 11%	6 6%	58 19%	37 13%	111 11%

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
Number of sample points : 154
Source : Ipsos MORI (JN Q218)

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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	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	992	356	127	509	75	40	157	327	46	835	203	109	267	282	992
WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Foot and mouth outbreak/Farming crisis	3 *	1 *	- -	3 1%	- -	- -	2 1%	1 *	- -	2 *	2 1%	- -	1 *	1 *	4 *
Housing	77 8%	38 9%	13 11%	25 6%	7 10%	7 16%	8 5%	27 9%	3 6%	69 8%	11 5%	11 11%	25 8%	19 7%	79 8%
Inflation/Prices	149 15%	72 17%	15 12%	62 14%	9 13%	9 21%	18 11%	53 18%	8 17%	130 16%	27 13%	17 17%	42 14%	48 17%	149 15%
Local government/ Council tax	36 4%	16 4%	7 6%	12 3%	1 1%	6 13%	5 3%	14 5%	1 3%	31 4%	6 3%	3 3%	10 4%	15 5%	39 4%
Low pay/Minimum wage/Fair wages	54 5%	19 5%	8 7%	27 6%	6 8%	4 10%	5 3%	24 8%	3 7%	49 6%	8 4%	6 6%	10 3%	16 6%	58 6%
Morality/ Individual behaviour/ Lifestyle	91 9%	34 8%	13 11%	43 10%	1 1%	9 19%	22 14%	11 4%	5 10%	68 8%	27 13%	6 6%	31 11%	18 6%	84 8%
National health service/Hospitals/ Healthcare	173 18%	61 15%	35 28%	77 17%	4 6%	9 21%	29 18%	62 21%	10 20%	144 18%	39 19%	17 17%	53 18%	37 13%	181 18%
Nationalisation/ Government control of institutions	23 2%	12 3%	3 2%	7 2%	1 1%	4 10%	2 1%	8 3%	1 2%	21 3%	2 1%	- -	9 3%	6 2%	20 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	2 1%	1 1%	2 1%	- -	- -	1 1%	3 1%	- -	5 1%	1 *	- -	3 1%	3 1%	6 1%
Pensions/Social security/Benefits	74 8%	24 6%	17 14%	33 7%	1 1%	7 15%	13 8%	25 8%	4 9%	61 7%	18 8%	6 6%	24 8%	19 7%	79 8%

Respondent type : GB Adults 18+
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Ipsos MORI

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	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	992	356	127	509	75	40	157	327	46	835	203	109	267	282	992
WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Petrol prices/Fuel	40	25	4	12	4	5	7	12	2	34	9	5	10	17	37
	4%	6%	3%	3%	5%	10%	4%	4%	4%	4%	4%	5%	3%	6%	4%
Pollution/Environment	32	15	9	7	2	5	7	11	2	25	9	1	17	10	29
	3%	4%	8%	2%	3%	10%	4%	4%	5%	3%	4%	1%	6%	3%	3%
Population levels/Overpopulation	50	19	4	28	3	5	6	14	1	45	7	8	14	9	48
	5%	5%	3%	6%	4%	12%	4%	5%	2%	5%	3%	8%	5%	3%	5%
Pound/Exchange rate/Value of pound	20	12	2	7	2	2	3	8	1	18	4	-	10	6	19
	2%	3%	2%	1%	3%	6%	2%	3%	2%	2%	2%	-	3%	2%	2%
Poverty/Inequality	100	43	16	41	9	9	11	32	4	89	15	8	35	19	102
	10%	10%	13%	9%	13%	21%	7%	11%	8%	11%	7%	8%	12%	7%	10%
Privatisation	12	5	2	5	*	3	*	4	-	12	*	2	4	3	13
	1%	1%	2%	1%	1%	6%	*	1%	-	1%	*	2%	1%	1%	1%
Public services in general	61	27	13	21	1	5	6	21	7	55	13	6	21	11	59
	6%	6%	10%	5%	1%	11%	4%	7%	15%	7%	6%	6%	7%	4%	6%
Race relations/Immigration/Immigrants	226	78	25	122	12	5	43	61	14	183	58	27	55	52	232
	23%	19%	21%	28%	18%	12%	27%	20%	29%	22%	27%	28%	19%	18%	23%
Scottish/Welsh assembly/Devolution/Constitutional reform	10	3	2	4	1	3	4	2	-	5	4	-	6	2	11
	1%	1%	2%	1%	2%	7%	3%	1%	-	1%	2%	-	2%	1%	1%
Taxation	41	18	10	13	2	6	7	15	3	34	11	4	16	13	45
	4%	4%	8%	3%	4%	14%	5%	5%	7%	4%	5%	4%	5%	5%	5%
Trade unions/ Strikes	4	1	1	2	-	-	*	1	*	4	1	-	*	1	7
	*	*	1%	*	-	-	*	*	1%	*	*	-	*	*	1%

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WEIGHTED BASE	984	416	124	444	70	45	162	300	50	822	212	96	296	285	992
	100%	42%	13%	45%	7%	5%	16%	30%	5%	84%	22%	10%	30%	29%	101%
Transport/Public transport	49 5%	24 6%	5 4%	20 5%	9 13%	6 14%	4 2%	19 6%	3 6%	45 5%	7 3%	2 2%	7 3%	13 5%	49 5%
Unemployment/Factory closure/Lack of industry	346 35%	147 35%	47 38%	152 34%	35 51%	18 41%	40 24%	123 41%	14 29%	307 37%	54 26%	36 38%	107 36%	99 35%	347 35%
Other	37 4%	16 4%	9 7%	13 3%	1 1%	3 7%	6 3%	8 3%	3 6%	32 4%	8 4%	3 3%	13 4%	14 5%	36 4%
MEAN NUMBER OF MENTIONS	3.00	3.05	3.42	2.84	2.49	4.68	2.86	2.98	3.40	3.03	2.99	2.72	3.18	2.76	3.00
STANDARD ERROR	0.06	0.09	0.24	0.07	0.13	0.65	0.13	0.10	0.41	0.07	0.14	0.12	0.12	0.10	0.06
ERROR VARIANCE	*	0.01	0.06	0.01	0.02	0.42	0.02	0.01	0.17	*	0.02	0.01	0.01	0.01	*
Don't know	139 14%	43 10%	14 11%	82 19%	17 24%	2 5%	18 11%	40 13%	4 8%	122 15%	22 10%	10 10%	23 8%	35 12%	142 14%
No answer	5 1%	4 1%	-	2 *	-	1 3%	1 1%	1 *	-	4 *	1 1%	-	1 *	1 *	5 1%

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

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Ageing population/ Social care for the elderly	58 6%	35 6%	19 11%	12 8%	15 7%	6 8%	15 13%	6 2%	36 7%	15 7%	56 6%	1 1%	12 6%	21 7%	-	25 6%	65 7%
AIDS	4 *	- -	1 *	- -	- -	- -	- -	- -	4 1%	- -	4 *	- -	1 1%	3 1%	- -	- -	3 *
Animal welfare	4 *	- -	1 *	- -	- -	2 2%	1 1%	2 1%	1 *	1 1%	4 *	- -	- -	1 *	- -	4 1%	5 1%
Bird flu/Pandemic flu/Swine flu	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	* *	1 *
Common Market/EU/ Europe/Euro/ Constitution	52 5%	35 6%	14 8%	8 6%	22 10%	8 11%	6 6%	11 4%	24 5%	16 8%	49 6%	3 3%	5 2%	22 7%	-	25 6%	50 5%
Countryside/Rural life	8 1%	8 1%	2 1%	- -	- -	2 3%	1 1%	2 1%	4 1%	3 2%	8 1%	- -	2 1%	4 1%	- -	2 1%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	86 14%	33 19%	142 100%	37 16%	7 9%	18 16%	26 10%	91 18%	25 12%	121 14%	21 19%	38 18%	41 13%	-	64 14%	150 15%
Defence/Foreign affairs/ International terrorism	73 7%	50 8%	9 5%	7 5%	11 5%	73 100%	12 11%	11 4%	34 7%	27 13%	71 8%	2 2%	17 8%	17 5%	1 9%	39 9%	72 7%
Drug abuse	42 4%	27 4%	9 5%	16 11%	7 3%	2 2%	5 5%	14 6%	21 4%	7 3%	33 4%	9 8%	17 8%	13 4%	-	12 3%	43 4%
Economy/Economic situation	600 61%	600 100%	114 66%	86 60%	142 63%	50 69%	77 69%	140 53%	331 65%	130 62%	551 63%	48 44%	156 73%	207 64%	5 78%	232 53%	589 59%

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
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BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Education/Schools	112	77	37	18	18	12	112	42	46	25	99	12	39	37	1	35	111
	11%	13%	21%	12%	8%	16%	100%	16%	9%	12%	11%	11%	18%	12%	21%	8%	11%
Foot and mouth outbreak/Farming crisis	3	*	*	*	*	*	*	2	1	*	3	-	1	-	-	3	4
	*	*	*	*	*	1%	*	1%	*	*	*	-	*	-	-	1%	*
Housing	77	41	15	21	15	2	6	20	39	17	69	8	26	26	-	25	79
	8%	7%	9%	15%	7%	3%	5%	8%	8%	8%	8%	8%	12%	8%	-	6%	8%
Inflation/Prices	149	91	18	32	30	9	11	33	88	26	123	26	25	62	-	62	149
	15%	15%	10%	22%	13%	13%	10%	13%	17%	13%	14%	24%	12%	19%	-	14%	15%
Local government/ Council tax	36	20	7	9	5	5	9	8	13	13	29	8	7	15	2	12	39
	4%	3%	4%	6%	2%	7%	8%	3%	3%	6%	3%	7%	4%	5%	22%	3%	4%
Low pay/Minimum wage/Fair wages	54	36	7	14	13	3	7	12	31	10	47	7	11	16	-	27	58
	5%	6%	4%	10%	6%	3%	6%	5%	6%	5%	5%	7%	5%	5%	-	6%	6%
Morality/ Individual behaviour/ Lifestyle	91	55	20	22	19	5	9	17	44	30	84	5	15	32	1	43	84
	9%	9%	11%	15%	8%	7%	8%	6%	9%	14%	10%	5%	7%	10%	9%	10%	8%
National health service/Hospitals/ Healthcare	173	114	173	33	41	9	37	40	100	33	167	6	39	55	2	77	181
	18%	19%	100%	23%	18%	12%	33%	15%	20%	16%	19%	5%	18%	17%	31%	17%	18%
Nationalisation/ Government control of institutions	23	8	5	4	3	3	6	2	14	7	20	2	8	7	-	7	20
	2%	1%	3%	3%	1%	4%	5%	1%	3%	4%	2%	1%	4%	2%	-	2%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6	4	2	2	-	-	-	1	3	2	5	1	-	4	-	2	6
	1%	1%	1%	2%	-	-	-	*	1%	1%	1%	1%	-	1%	-	1%	1%

Respondent type : GB Adults 18+
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Number of sample points : 154
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Pensions/Social security/Benefits	74	37	30	14	23	7	18	11	43	20	68	5	16	24	2	33	79
	8%	6%	17%	10%	10%	10%	16%	4%	9%	10%	8%	5%	7%	7%	23%	8%	8%
Petrol prices/Fuel	40	30	7	11	15	6	8	8	17	16	36	4	12	18	-	10	37
	4%	5%	4%	8%	7%	8%	7%	3%	3%	7%	4%	4%	5%	6%	-	2%	4%
Pollution/Environment	32	24	8	7	5	4	7	9	19	4	32	-	9	14	2	7	29
	3%	4%	5%	5%	2%	6%	6%	3%	4%	2%	4%	-	4%	4%	30%	2%	3%
Population levels/Overpopulation	50	31	5	10	18	4	6	12	23	14	43	7	2	19	2	28	48
	5%	5%	3%	7%	8%	6%	6%	5%	5%	7%	5%	7%	1%	6%	30%	6%	5%
Pound/Exchange rate/Value of pound	20	15	4	6	6	2	4	4	11	5	18	2	3	9	2	7	19
	2%	3%	2%	4%	3%	2%	4%	1%	2%	3%	2%	2%	3%	23%	1%	2%	
Poverty/Inequality	100	57	25	15	13	10	18	38	46	16	91	9	22	35	2	41	102
	10%	10%	14%	11%	6%	14%	16%	15%	9%	8%	10%	8%	10%	11%	30%	9%	10%
Privatisation	12	6	3	6	1	2	3	3	6	3	12	1	1	6	-	5	13
	1%	1%	2%	4%	1%	3%	3%	1%	1%	2%	1%	1%	1%	2%	-	1%	1%
Public services in general	61	40	23	14	9	5	14	11	35	15	57	3	16	24	-	21	59
	6%	7%	13%	10%	4%	7%	12%	4%	7%	7%	7%	3%	7%	8%	-	5%	6%
Race relations/Immigration/Immigrants	226	142	41	37	226	11	18	36	141	49	211	15	37	68	1	120	232
	23%	24%	23%	26%	100%	16%	16%	14%	28%	23%	24%	14%	17%	21%	9%	27%	23%
Scottish/Welsh assembly/Devolution/Constitutional reform	10	7	1	2	2	1	3	1	5	3	9	1	2	4	-	4	11
	1%	1%	1%	1%	1%	1%	3%	*	1%	2%	1%	1%	1%	1%	-	1%	1%
Taxation	41	23	9	13	10	4	6	11	22	7	29	12	10	18	-	13	45
	4%	4%	5%	9%	4%	6%	5%	4%	4%	3%	3%	11%	5%	6%	-	3%	5%

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 9th August 2012
 Number of sample points : 154
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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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	992	589	181	150	232	72	111	264	520	201	866	123	196	282	7	507	992
WEIGHTED BASE	984	600	173	142	226	73	112	261	508	210	872	109	213	323	7	441	992
	100%	61%	18%	14%	23%	7%	11%	27%	52%	21%	89%	11%	22%	33%	1%	45%	101%
Trade unions/ Strikes	4 *	4 1%	3 1%	1 1%	2 1%	* 1%	3 3%	- -	4 1%	* *	4 *	- -	2 1%	- -	- -	2 *	7 1%
Transport/Public transport	49 5%	22 4%	7 4%	9 6%	10 4%	3 4%	6 6%	23 9%	14 3%	12 6%	27 3%	21 19%	3 1%	25 8%	- -	20 5%	49 5%
Unemployment/ Factory closure/ Lack of industry	346 35%	204 34%	62 36%	55 38%	76 34%	12 16%	41 37%	83 32%	195 39%	68 32%	301 34%	46 42%	67 31%	128 40%	- -	151 34%	347 35%
Other	37 4%	20 3%	3 2%	5 3%	5 2%	3 5%	4 4%	11 4%	18 3%	9 4%	35 4%	1 1%	8 4%	15 5%	2 23%	13 3%	36 4%
MEAN NUMBER OF MENTIONS	3.00	3.32	4.14	4.47	3.58	3.85	4.39	2.66	3.14	3.14	3.03	2.83	3.04	3.19	3.40	2.84	3.00
STANDARD ERROR	0.06	0.08	0.20	0.24	0.15	0.33	0.30	0.08	0.08	0.17	0.06	0.16	0.11	0.14	0.34	0.07	0.06
ERROR VARIANCE	*	0.01	0.04	0.06	0.02	0.11	0.09	0.01	0.01	0.03	*	0.02	0.01	0.02	0.12	0.01	*
Don't know	139 14%	41 7%	2 1%	7 5%	10 5%	6 8%	1 1%	43 16%	68 13%	26 12%	118 14%	21 19%	20 9%	37 12%	- -	82 19%	142 14%
No answer	5 1%	3 *	1 *	- -	2 1%	1 1%	- -	2 1%	2 *	1 *	4 *	1 1%	1 1%	2 1%	- -	2 *	5 1%

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd - 9th August 2012
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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	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992	
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992	
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%	
Ageing population/ Social care for the elderly	58 6%	-	6	1	-	3	1	7	1	2	2	-	2	-	-	37	9	14	7	5	65	
		-	17%	3%	-	8%	3%	8%	9%	2%	6%	-	3%	-	-	6%	8%	5%	7%	4%	7%	
AIDS	4 *	-	1	1	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	3	
		-	4%	2%	-	-	-	-	-	-	-	-	-	-	-	*	2%	-	-	-	*	
Animal welfare	4 *	-	-	-	-	-	-	-	-	*	-	-	-	-	-	4	-	*	-	*	5	
		-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	*	-	*	1%	
Bird flu/Pandemic flu/Swine flu	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Common Market/EU/ Europe/Euro/ Constitution	52 5%	1	7	2	2	7	4	6	-	1	1	-	2	-	-	25	15	14	10	2	50	
		6%	20%	4%	24%	18%	16%	7%	-	1%	3%	-	5%	-	-	4%	13%	5%	10%	1%	5%	
Countryside/Rural life	8 1%	-	-	2	-	-	-	2	-	-	1	-	2	-	-	4	2	4	2	1	7	
		-	-	4%	-	-	-	2%	-	-	3%	-	3%	-	-	1%	1%	2%	2%	1%	1%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	3	7	3	1	8	8	12	2	11	7	2	6	2	-	83	18	45	19	21	150	
		23%	20%	8%	11%	22%	37%	15%	17%	12%	22%	20%	12%	15%	-	13%	16%	17%	19%	16%	15%	
Defence/Foreign affairs/ International terrorism	73 7%	-	6	4	1	4	1	5	-	4	3	-	3	-	-	48	13	14	5	7	72	
		-	16%	10%	11%	10%	6%	7%	-	5%	7%	-	5%	-	-	8%	11%	5%	5%	5%	7%	
Drug abuse	42 4%	-	-	-	-	-	-	-	2	8	2	1	-	-	-	33	-	10	-	10	43	
		-	-	-	-	-	-	-	15%	9%	5%	6%	-	-	-	5%	-	4%	-	8%	4%	
Economy/Economic situation	600 61%	13	27	29	4	24	10	44	6	54	23	5	27	11	-	374	79	156	53	78	589	
		89%	76%	70%	56%	64%	43%	55%	44%	63%	66%	45%	58%	70%	-	61%	69%	59%	53%	61%	59%	

Respondent type : GB Adults 18+
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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	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS		RED TOP PRESS
UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%
Education/Schools	112	4	3	10	1	7	1	8	1	6	1	-	8	5	1	71	21	24	9	8	111
	11%	25%	9%	24%	20%	19%	3%	10%	9%	7%	3%	-	17%	30%	100%	12%	18%	9%	9%	6%	11%
Foot and mouth outbreak/Farming crisis	3	-	*	2	-	1	-	*	-	-	-	-	-	-	-	1	2	*	*	-	4
	*	-	1%	4%	-	2%	-	1%	-	-	-	-	-	-	-	*	2%	*	*	-	*
Housing	77	3	3	3	1	1	1	2	10	5	1	2	3	-	49	9	21	2	16	79	
	8%	20%	9%	6%	11%	2%	3%	1%	17%	11%	14%	6%	5%	22%	-	8%	8%	8%	2%	12%	8%
Inflation/Prices	149	2	4	2	2	4	3	11	3	20	5	6	13	5	-	90	10	50	14	29	149
	15%	13%	12%	4%	30%	11%	13%	13%	26%	24%	15%	48%	29%	30%	-	15%	8%	19%	14%	23%	15%
Local government/Council tax	36	1	-	3	-	1	-	-	1	1	1	-	2	1	-	27	4	6	-	3	39
	4%	4%	-	7%	-	2%	-	-	7%	1%	3%	-	4%	9%	-	4%	3%	2%	-	2%	4%
Low pay/Minimum wage/Fair wages	54	-	-	*	-	1	3	3	1	6	3	1	1	-	-	35	2	17	6	10	58
	5%	-	-	1%	-	3%	15%	4%	8%	7%	8%	6%	1%	-	-	6%	1%	6%	6%	8%	6%
Morality/Individual behaviour/Lifestyle	91	2	6	2	1	4	1	14	1	2	2	-	1	1	-	58	13	20	15	5	84
	9%	11%	18%	4%	11%	11%	6%	18%	5%	3%	5%	-	1%	5%	-	9%	11%	8%	15%	4%	8%
National health service/Hospitals/Healthcare	173	4	10	11	1	9	3	21	1	13	5	1	6	2	-	103	30	44	24	18	181
	18%	28%	27%	27%	11%	25%	13%	27%	5%	16%	16%	4%	14%	9%	-	17%	26%	17%	24%	14%	18%
Nationalisation/Government control of institutions	23	-	*	3	-	2	-	2	-	-	1	-	-	-	-	13	5	3	2	1	20
	2%	-	1%	8%	-	5%	-	2%	-	-	4%	-	-	-	-	2%	4%	1%	2%	1%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	6	-	-	-	-	-	1	-	-	-	-	-	-	-	-	5	-	1	1	-	6
	1%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	1%	-	*	1%	-	1%

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UNWEIGHTED BASE	992	15	31	42	6	31	24	80	19	98	42	12	44	14	1	609	108	283	101	149	992
WEIGHTED BASE	984	15	35	41	7	37	23	81	13	86	34	12	46	16	1	618	115	265	100	128	992
	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%
Pensions/Social security/Benefits	74	2	6	2	3	3	1	9	1	12	2	2	4	1	-	39	12	27	10	15	79
	8%	12%	17%	4%	37%	8%	3%	11%	4%	13%	5%	17%	8%	6%	-	6%	10%	10%	10%	12%	8%
Petrol prices/Fuel	40	-	1	1	-	-	2	1	-	7	2	-	2	1	-	25	2	14	3	9	37
	4%	-	3%	2%	-	-	7%	1%	-	8%	7%	-	5%	7%	-	4%	2%	5%	3%	7%	4%
Pollution/Environment	32	-	2	4	-	-	-	4	*	*	2	-	-	-	-	21	6	7	4	3	29
	3%	-	6%	9%	-	-	-	5%	3%	*	7%	-	-	-	-	3%	5%	3%	4%	2%	3%
Population levels/Overpopulation	50	-	5	-	-	3	5	13	-	2	2	1	3	1	-	25	8	22	16	5	48
	5%	-	15%	-	-	7%	21%	17%	-	2%	5%	9%	6%	8%	-	4%	7%	8%	16%	4%	5%
Pound/Exchange rate/Value of pound	20	-	-	1	-	1	-	2	-	3	-	-	-	-	-	15	1	5	2	3	19
	2%	-	-	2%	-	2%	-	2%	-	4%	-	-	-	-	-	2%	1%	2%	2%	2%	2%
Poverty/Inequality	100	3	4	10	1	4	2	7	3	8	6	1	5	2	-	57	19	27	8	15	102
	10%	19%	11%	23%	20%	10%	8%	8%	20%	9%	18%	10%	11%	15%	-	9%	16%	10%	8%	12%	10%
Privatisation	12	-	*	2	-	2	-	*	-	2	1	-	-	-	-	5	4	3	*	3	13
	1%	-	1%	6%	-	6%	-	1%	-	2%	3%	-	-	-	-	1%	3%	1%	*	2%	1%
Public services in general	61	2	3	11	-	3	2	4	-	4	3	2	2	1	-	30	14	16	6	9	59
	6%	13%	10%	26%	-	9%	8%	5%	-	5%	8%	17%	5%	8%	-	5%	12%	6%	6%	7%	6%
Race relations/Immigration/Immigrants	226	2	7	5	2	9	10	24	4	29	9	3	4	3	1	135	23	75	34	38	232
	23%	14%	20%	12%	26%	25%	45%	30%	28%	34%	25%	28%	8%	16%	100%	22%	20%	28%	34%	30%	23%
Scottish/Welsh assembly/Devolution/Constitutional reform	10	-	1	-	-	-	1	-	1	-	1	-	1	-	1	7	2	2	1	2	11
	1%	-	2%	-	-	-	3%	-	6%	-	2%	-	2%	-	100%	1%	1%	1%	1%	1%	1%
Taxation	41	1	2	2	-	2	*	5	-	3	2	-	3	1	-	22	7	14	6	5	45
	4%	7%	6%	4%	-	6%	2%	6%	-	4%	7%	-	6%	6%	-	4%	6%	5%	6%	4%	5%

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	100%	1%	4%	4%	1%	4%	2%	8%	1%	9%	3%	1%	5%	2%	*	63%	12%	27%	10%	13%	101%
Trade unions/ Strikes	4	1	*	1	-	-	*	1	-	-	*	-	-	-	-	1	1	1	1	*	7
	*	5%	1%	2%	-	-	2%	1%	-	-	1%	-	-	-	-	*	1%	*	1%	*	1%
Transport/Public transport	49	-	2	1	1	1	2	-	-	1	-	4	1	-	36	3	8	3	1	49	
	5%	-	4%	2%	11%	2%	5%	2%	-	3%	-	10%	7%	-	6%	3%	3%	3%	1%	5%	
Unemployment/ Factory closure/ Lack of industry	346	7	17	17	2	18	7	28	7	32	13	5	18	5	1	211	44	99	35	50	347
	35%	49%	47%	42%	30%	49%	32%	35%	50%	38%	39%	40%	38%	30%	100%	34%	38%	37%	35%	39%	35%
Other	37	-	-	2	-	5	-	2	1	2	1	-	2	-	-	23	7	6	2	2	36
	4%	-	-	6%	-	14%	-	2%	5%	2%	3%	-	4%	-	-	4%	6%	2%	2%	2%	4%
MEAN NUMBER OF MENTIONS	3.00	3.39	3.82	3.29	3.10	3.42	3.07	3.12	2.86	3.02	3.24	2.64	2.79	3.01	4.00	2.94	3.36	3.06	3.13	3.07	3.00
STANDARD ERROR	0.06	0.41	0.51	0.28	1.10	0.30	0.28	0.24	0.34	0.17	0.32	0.47	0.27	0.35	-	0.08	0.20	0.11	0.20	0.15	0.06
ERROR VARIANCE	*	0.17	0.26	0.08	1.21	0.09	0.08	0.06	0.12	0.03	0.10	0.22	0.07	0.12	-	0.01	0.04	0.01	0.04	0.02	*
Don't know	139	-	1	1	-	-	2	12	1	15	3	1	8	1	-	96	2	40	14	18	142
	14%	-	3%	1%	-	-	10%	15%	10%	17%	10%	9%	18%	6%	-	16%	2%	15%	14%	14%	14%
No answer	5	-	1	-	-	-	-	-	-	1	-	-	-	-	-	4	1	1	-	1	5
	1%	-	3%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	1%	*	-	*	1%

Respondent type : GB Adults 18+
Fieldwork dates : 3rd - 9th August 2012
Number of sample points : 154
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

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	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	123	136	187	147	213	186	992
WEIGHTED BASE	984	140	156	200	139	193	154	992
	100%	14%	16%	20%	14%	20%	16%	101%
Ageing population/ Social care for the elderly	58 6%	7 5%	1 *	14 7%	5 4%	21 11%	10 7%	65 7%
AIDS	4 *	- -	2 1%	1 1%	- -	1 *	- -	3 *
Animal welfare	4 *	2 1%	- -	* *	1 1%	- -	1 1%	5 1%
Bird flu/Pandemic flu/Swine flu	* *	- -	- -	- -	- -	- -	* *	1 *
Common Market/EU/ Europe/Euro/ Constitution	52 5%	6 4%	4 3%	7 3%	5 4%	16 9%	13 8%	50 5%
Countryside/Rural life	8 1%	- -	- -	5 2%	1 *	3 1%	- -	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 14%	18 13%	21 13%	23 11%	18 13%	39 20%	24 16%	150 15%
Defence/Foreign affairs/ International terrorism	73 7%	10 7%	8 5%	11 5%	6 4%	23 12%	15 10%	72 7%
Drug abuse	42 4%	4 3%	11 7%	8 4%	5 3%	5 2%	9 6%	43 4%
Economy/Economic situation	600 61%	92 66%	77 49%	135 68%	91 65%	124 64%	81 52%	589 59%
Education/Schools	112 11%	20 14%	10 6%	39 20%	13 9%	22 11%	8 5%	111 11%

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WEIGHTED BASE	984	140	156	200	139	193	154	992
	100%	14%	16%	20%	14%	20%	16%	101%
Foot and mouth outbreak/Farming crisis	3 *	-	-	1	-	*	2	4
		-	-	*	-	*	1%	*
Housing	77 8%	14 10%	15 10%	14 7%	15 11%	8 4%	11 7%	79 8%
Inflation/Prices	149 15%	26 18%	33 21%	18 9%	27 19%	17 9%	28 18%	149 15%
Local government/ Council tax	36 4%	8 6%	6 4%	7 4%	5 3%	3 2%	7 5%	39 4%
Low pay/Minimum wage/Fair wages	54 5%	7 5%	14 9%	4 2%	13 9%	7 3%	10 6%	58 6%
Morality/ Individual behaviour/ Lifestyle	91 9%	7 5%	4 2%	21 11%	7 5%	39 20%	13 9%	84 8%
National health service/Hospitals/ Healthcare	173 18%	24 17%	11 7%	33 16%	27 19%	47 25%	31 20%	181 18%
Nationalisation/ Government control of institutions	23 2%	6 4%	3 2%	2 1%	2 2%	5 3%	4 3%	20 2%
Northern Ireland	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	-	2 1%	-	2 2%	1 *	1 1%	6 1%
Pensions/Social security/Benefits	74 8%	8 5%	6 4%	14 7%	14 10%	20 10%	14 9%	79 8%
Petrol prices/Fuel	40 4%	6 4%	12 8%	4 2%	10 7%	2 1%	6 4%	37 4%

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WEIGHTED BASE	984	140	156	200	139	193	154	992
	100%	14%	16%	20%	14%	20%	16%	101%
Pollution/ Environment	32 3%	2 1%	3 2%	11 6%	5 3%	7 3%	4 3%	29 3%
Population levels/ Overpopulation	50 5%	4 3%	6 4%	5 2%	9 7%	15 8%	11 7%	48 5%
Pound/Exchange rate/Value of pound	20 2%	1 1%	5 3%	6 3%	4 3%	2 1%	3 2%	19 2%
Poverty/Inequality	100 10%	12 9%	14 9%	24 12%	10 7%	25 13%	15 10%	102 10%
Privatisation	12 1%	1 1%	2 1%	* *	2 2%	3 2%	3 2%	13 1%
Public services in general	61 6%	7 5%	5 3%	11 5%	8 6%	18 9%	13 8%	59 6%
Race relations/ Immigration/ Immigrants	226 23%	16 11%	43 27%	29 14%	33 24%	64 33%	42 27%	232 23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	10 1%	- -	- -	2 1%	1 1%	4 2%	2 1%	11 1%
Taxation	41 4%	7 5%	7 4%	8 4%	6 4%	6 3%	7 5%	45 5%
Trade unions/ Strikes	4 *	- -	1 *	- -	1 1%	2 1%	- -	7 1%
Transport/Public transport	49 5%	10 7%	14 9%	3 1%	8 6%	6 3%	8 5%	49 5%
Unemployment/ Factory closure/ Lack of industry	346 35%	50 35%	71 46%	58 29%	60 43%	63 32%	45 29%	347 35%

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WEIGHTED BASE	984	140	156	200	139	193	154	992
	100%	14%	16%	20%	14%	20%	16%	101%
Other	37	7	2	15	5	7	2	36
	4%	5%	1%	7%	4%	4%	1%	4%
MEAN NUMBER OF MENTIONS	3.00	2.88	2.84	2.75	3.15	3.34	3.05	3.00
STANDARD ERROR	0.06	0.19	0.13	0.09	0.16	0.16	0.13	0.06
ERROR VARIANCE	*	0.04	0.02	0.01	0.03	0.02	0.02	*
Don't know	139	26	31	19	19	22	23	142
	14%	19%	20%	9%	13%	11%	15%	14%
No answer	5	-	-	1	1	2	1	5
	1%	-	-	1%	1%	1%	*	1%

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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	3	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	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
14	4	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	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	992
21	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
22	6	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	6	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	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
26	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
29	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
30	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
31	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
33	9	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	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
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36	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
37	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
38	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
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42	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	992
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