

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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054	
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054	
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%	
Ageing population/ Social care for the elderly	20 2%	9 2%	11 2%	2 1%	3 1%	6 4%	4 2%	2 1%	4 2%	4 1%	10 3%	6 1%	11 2%	9 2%	7 3% ⁿ	6 2% ⁿ	-	6 3% ^{nq}	14 2% ⁿ	6 1%	21 2%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	1 *	2 *	-	1 *	-	-	1 1%	1 *	1 *	-	2 1%	1 *	2 *	-	-	2 1%	1 *	-	3 1%	3 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	-	1 *	1 1% ^z	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *	
Common Market/EU/ Europe/Euro/ Constitution	24 2% ^{iq}	16 3%	7 1%	1 1%	2 1%	2 1%	4 2%	4 3%	11 5% ^{zcd} ij	3 1%	6 2%	15 4% ^{zci}	5 1%	19 3%	14 5% ^{zno} q	6 2%	1 *	3 1%	20 4% ^{znp}	4 1%	28 3%	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2% ^{kp}	10 2%	12 2%	4 3%	7 4% ^{gk}	2 1%	6 3%	1 *	3 1%	11 3% ^k	8 2%	4 1%	13 3%	9 2%	2 1%	5 2%	4 2%	11 4% ^{zlp}	7 1%	15 3% ^p	25 2%	
Defence/Foreign affairs/ International terrorism	43 4% ^c	23 4%	20 4%	2 1%	8 4%	6 3%	12 7% ^c	5 3%	10 4%	9 3%	18 5% ^c	15 4%	15 3%	28 5%	16 6%	10 3%	8 3%	9 4%	26 5%	17 4%	39 4%	
Drug abuse	9 1%	4 1%	4 1%	2 1%	2 1%	-	1 *	2 1%	2 1%	4 1%	1 *	3 1%	4 1%	4 1%	2 1%	2 1%	2 1%	3 1%	3 1%	5 1%	10 1%	

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Economy/Economic situation	135	71	64	16	19	29	33	12	26	34	62	39	64	71	54	50	18	13	104	31	134
	13%no	14%	12%	11%	11%	17%gk	18%zgi	8%	11%	11%	18%zd	10%	13%	13%	19%zn	18%zno	8%	5%	18%zno	6%	13%
	q						k				gik				oq	q			q		
Education/Schools	23	4	18	3	9	4	1	4	3	11	5	7	16	7	7	7	6	3	14	9	23
	2%a	1%	3%za	2%	5%zfh	3%	*	3%	1%	4%f	1%	2%	3%	1%	3%	2%	3%	1%	2%	2%	2%
					jk																
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	31	11	19	4	9	6	2	2	7	13	8	9	20	11	8	12	3	8	20	11	33
	3%	2%	4%	3%	5%f	4%	1%	1%	3%	4%	2%	2%	4%	2%	3%	4%	1%	3%	3%	2%	3%
Immigration/immigrants	337	165	171	35	37	41	60	55	108	72	101	163	114	223	58	83	98	98	141	196	316
	32%cd	32%	32%	25%	21%	24%	33%di	37%cd	47%zc	22%	29%	43%zc	23%	40%	20%	29%lp	43%zl	38%zl	43%zl	41%zl	30%
	eilp						ei		defij			defij				mp	mp		mp		
Inflation/Prices	15	8	7	1	8	4	1	-	2	9	4	2	12	3	2	2	5	6	5	10	15
	1%p	2%	1%	1%	4%zfg	2%	*	-	1%	3%zck	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
					hjk																
Local government/Council tax	4	1	3	1	1	1	1	-	-	2	2	-	3	1	1	-	2	1	1	3	4
	*	*	1%	1%	*	*	1%	-	-	1%	*	-	1%	*	*	-	1%	*	*	1%	*
Low pay/Minimum wage/Fair wages	30	16	14	12	7	6	4	1	-	20	9	1	25	5	3	8	10	10	11	19	33
	3%hkl	3%	3%	8%zfg	4%hk	3%hk	2%h	1%	-	6%zfg	3%hk	*	5%	1%	1%	3%	4%l	4%l	2%	4%l	3%
	p			hjk						hjk											
Morality/Individual behaviour/Lifestyle	7	4	3	2	1	1	1	1	2	3	1	3	4	4	4	2	1	1	6	2	9
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	*	1%

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
National health service/Hospitals/Healthcare	88 8%	44	44	12	15	17	13	16	15	27	30	31	44	44	26	23	22	17	49	39	86
		9%	8%	9%	8%	10%	7%	11%	6%	9%	8%	8%	9%	8%	9%	8%	10%	7%	9%	8%	8%
Nationalisation/Government control of institutions	1 *	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1
		-	*	-	1%	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	2 *	-	2	-	1	-	-	1	-	1	-	1	1	1	1	-	1	-	1	1	2
		-	*	-	1%	-	-	1%	-	*	-	*	*	*	-	*	-	*	*	*	*
Pensions/Social security/Benefits	18 2%	8	10	2	3	2	2	6	4	5	3	10	6	12	2	8	3	5	10	8	21
		2%	2%	1%	2%	1%	1%	4% ^j	2%	1%	1%	3%	1%	2%	1%	3% ^{lp}	1%	2%	2% ^l	2%	2%
Petrol prices/Fuel	2 *	2	-	1	1	-	-	-	-	2	-	-	2	-	-	-	1	1	-	2	2
		*	-	1%	*	-	-	-	-	1%	-	-	*	-	-	*	*	*	-	*	*
Pollution/Environment	23 2% ^{oq}	10	12	2	5	4	3	6	2	7	7	8	11	12	10	8	3	1	19	4	19
		2%	2%	2%	3%	2%	2%	4%	1%	2%	2%	2% ^h	2%	2%	4% ^{oq}	3% ^{oq}	1%	1%	3% ^{zoq}	1%	2%
Population levels/Overpopulation	7 1%	4	3	1	-	1	3	3	1	1	3	3	1	6	2	2	1	2	4	3	7
		1%	1%	*	-	*	1%	2%	*	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	3 *	1	2	1	-	1	-	2	-	1	1	2	2	2	1	1	-	2	2	2	3
		*	*	1%	-	1%	-	1%	-	*	*	*	*	*	*	*	-	1%	*	*	*
Poverty/Inequality	69 7% ^{oq}	30	39	9	12	14	15	10	10	22	29	19	35	34	33	13	15	8	47	23	70
		6%	7%	7%	7%	8%	8%	7%	4%	7%	8%	5%	7%	6%	12% ^{zmo}	5%	6%	3%	8% ^{zmo}	5%	7%
															^{pq}						^q

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Privatisation	2	1	1	2	-	-	-	-	-	2	-	-	2	-	-	1	-	1	1	1	2
	*	*	*	1%zjk	-	-	-	-	-	1%	-	-	*	-	-	*	-	*	*	*	*
Public services in general	3	1	2	1	-	1	1	-	-	1	2	-	2	1	1	2	-	-	3	-	3
	*	*	*	1%	-	*	1%	-	-	*	*	-	*	*	*	1%	-	-	*	-	*
Race relations	13	3	9	2	3	2	1	2	3	6	3	5	8	5	2	1	6	3	4	9	12
	1%p	1%	2%	1%	2%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%p	1%	1%	2%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4	2	2	-	-	1	-	-	3	-	1	3	1	3	3	-	-	1	3	1	5
	*	*	*	-	-	1%	-	-	1%z	-	*	1%	*	1%	1%	-	-	*	*	*	*
Taxation	8	4	4	2	4	1	1	-	*	5	2	*	7	1	2	1	1	4	4	5	9
	1%k	1%	1%	1%	2%k	1%	1%	-	*	2%k	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	1
	*	*	-	-	-	-	1%	-	-	-	*	-	-	*	-	-	-	*	-	*	*
Unemployment/ Factory closure/ Lack of industry	53	31	22	14	9	10	9	6	4	23	19	10	34	19	13	10	9	21	23	30	55
	5%hk	6%	4%	10%zhk	5%	6%h	5%	4%	2%	7%zhk	5%	3%	7%	3%	5%	3%	4%	8%zmp	4%	6%	5%
																		q			
Other	22	12	11	1	4	3	3	6	4	6	6	10	9	14	8	7	2	5	15	7	25
	2%	2%	2%	1%	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%	3%	3%	1%	2%	3%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.01	0.00	*	0.00	0.00	*	*	0.00	*	*	*	0.00	0.00	*	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	*	0.00	*	0.00	0.00	*	*	0.00	*	*	*	0.00	0.00	*	*	*	*

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Don't know	33	15	19	7	8	5	5	2	5	16	10	7	21	13	5	10	5	13	15	18	39
	3%	3%	3%	5%	5%	3%	3%	1%	2%	5%k	3%	2%	4%	2%	2%	4%	2%	5%	3%	4%	4%
Personal finances (NET)	116	56	60	24	28	23	19	11	12	51	42	22	75	41	38	24	30	24	62	54	120
	11%hk	11%	11%	17%zg	16%zg	14%hk	10%	7%	5%	16%zg	12%hk	6%	15%	7%	13%	8%	13%	9%	11% ^m	11%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Table 2
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Ageing population/ Social care for the elderly	20 2% ^{de}	16 2% ^e	3 5% ^{de}	2 2%	3 1%	1 *	5 2%	3 1%	12 3% ^{ade}	5 4% ^{zad}	7 2%	2 1%	7 2%	4 1%	4 3%	4 2%	11 2%	8 2%	21 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	2 *	1 2% ^{zag} hj	-	2 1%	2 1%	1 *	-	-	-	-	-	1 *	-	1 1%	1 *	1 *	2 *	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1 1%	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	24 2% ^q	19 2%	1 3%	3 4%	9 2%	5 2%	6 2%	5 2%	9 2%	3 2%	6 2%	4 2%	13 4% ^{zq}	7 2%	1 1%	2 1%	20 3% ^{zq}	3 1%	28 3%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	21 2%	-	1 2%	10 3%	8 3%	7 2%	7 3%	5 1%	3 2%	5 2%	2 1%	4 1%	6 2%	8 6% ^{zlm} opq	4 2%	10 2%	12 3% ^o	25 2%
Defence/Foreign affairs/ International terrorism	43 4%	36 4%	2 3%	5 6%	13 4%	8 3%	13 4%	11 4%	17 4% ⁱ	3 2%	12 4% ⁱ	9 6%	15 4%	12 4%	9 6% ^o	5 2%	27 4%	14 4% ^o	39 4%

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	TOTAL (z)	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 PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Drug abuse	9	7	-	1	3	2	1	1	4	3	4	2	-	3	4	2	3	6	10
	1%	1%	-	1%	1%	1%	*	*	1%	2%	1%	1%	-	1%	3%zp	1%	*	2%l	1%
Economy/Economic situation	135	118	6	12	50	37	35	29	51	15	37	21	37	55	14	29	92	44	134
	13%	13%	10%	13%	14%	15%	11%	11%	13%	11%	13%	14%	11%	17%zl np	10%	13%	14%l	12%	13%
Education/Schools	23	20	1	2	10	8	5	4	8	5	8	3	5	10	3	5	15	8	23
	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%h	3%	2%	1%	3%	2%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	31	28	1	2	8	6	4	4	18	14	17	3	8	9	3	11	17	14	33
	3%f	3%fg	2%	2%	2%	3%	1%	1%	5%zf g	10%zab cdefgh jk	6%zad fgk	2%	2%	3%	2%	5%	3%	4%	3%
Immigration/immigrants	337	292	25	19	101	82	119	93	117	17	80	63	132	85	52	61	218	113	316
	32%ci m	32%ci	47%za cdehi j	21%i	29%ci	32%ci	37%zc ij	35%ci	30%i	12%	27%i	41%cd hij	39%zm opq	26%	35%	27%	33% m	30%	30%
Inflation/Prices	15	14	-	1	5	4	7	7	4	4	4	-	2	3	1	9	5	10	15
	1%p	2%	-	1%	1%	1%	2%	3%	1%	3%hj	1%	-	1%	1%	1%	4%zlm p	1%	3%zln p	1%
Local government/Council tax	4	3	-	1	2	1	1	1	1	1	1	-	-	-	1	2	-	4	4
	*	*	-	1%	1%	1%	*	*	*	1%	*	-	-	-	1%p	1%p	-	1%zp	*
Low pay/Minimum wage/Fair wages	30	27	1	3	11	8	7	6	12	10	10	-	2	11	2	15	13	17	33
	3%lp	3%	2%	3%	3%	3%	2%	2%	3%	7%zad fghjk	3%	-	1%	3%lp	1%	7%zln pq	2%l	4%zln p	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Morality/ Individual behaviour/ Lifestyle	7 1%	7 1%	- -	1 1%	2 1%	2 1%	3 1%	3 1%	2 *	1 *	1 *	- -	3 1%	2 1%	2 1%	1 *	5 1%	2 1%	9 1%
National health service/Hospitals/ Healthcare	88 8% ⁿ	74 8%	7 13%	7 8%	26 7%	19 7%	28 9%	21 8%	35 9%	13 9%	26 9%	14 9%	32 9%	29 9%	6 4%	20 9%	61 9% ⁿ	26 7%	86 8%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	- -	1 1% ^h	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	1 *	2 *
Pensions/Social security/Benefits	18 2%	13 1%	- -	5 5% ^z ad ehj	7 2% ^e	2 1%	7 2%	7 2%	5 1%	3 2%	5 2%	2 1%	6 2%	3 1%	5 3%	3 1%	10 1%	8 2%	21 2%
Petrol prices/Fuel	2 *	2 *	- -	- -	- -	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	2 1% ^p	- -	2 *	2 *
Pollution/ Environment	23 2%	20 2%	2 3%	1 1%	4 1%	3 1%	6 2%	4 2%	13 3%	3 2%	10 3% ⁱ	7 5%	8 2%	8 3%	2 1%	4 2%	16 2%	6 2%	19 2%
Population levels/ Overpopulation	7 1%	6 1%	- -	1 1%	1 *	- -	2 1%	2 1%	4 1%	2 2% ^e	4 1%	2 1%	1 *	5 2%	1 1%	- -	6 1%	1 *	7 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Pound/Exchange rate/Value of pound	3*	3*	-	-	2*	2*	1*	1*	1*	1*	1*	-	-	2*	-	1*	2*	1*	3*
Poverty/Inequality	69	58	1	10	29	19	11	10	29	11	24	12	17	34	6	12	50	18	70
	7%fg	6%fg	2%	11%zabfg	9%fg	7%fg	3%	4%	8%fg	8%fg	8%fg	8%	5%	10%zlnpq	4%	5%	8%l	5%	7%
Privatisation	2*	2*	-	-	1*	1*	-	-	1*	-	-	-	-	1*	-	1*	1*	1*	2*
Public services in general	3*	3*	-	-	1*	1*	1*	1*	1*	1*	1*	-	-	2*	-	1*	2*	1*	3*
Race relations	13	13	-	-	1*	1*	8	8	4	2	2	-	5	1	5	3	5	8	12
	1%dm	1%d	-	-	*	*	3%zde	3%zade	1%	2%j	1%	-	1%	*	3%zmp	1%	1%	2%me	1%
Scottish/Welsh assembly/Devolution/Constitutional reform	4*	-	-	4	4	-	-	-	-	-	-	-	3	-	-	1	3	1	5
	*	-	-	4%zadefghi	1%zaj	-	-	-	-	-	-	-	1%	-	-	*	*	*	*
Taxation	8	8	-	-	5	5	1	1	2	2	2	-	1	6	-	2	7	2	9
	1%	1%	-	-	1%	2%z	*	*	1%	2%hj	1%	-	*	2%	-	1%	1%l	*	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1*	1*	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	1*
	*	*	-	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054	
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054	
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%	
Unemployment/ Factory closure/ Lack of industry	53 5%	49 5%	- -	4 4%	16 5%	12 5%	21 7%	21 8% ^{zab}	15 4%	7 5%	14 5%	6 4%	22 7%	15 5%	6 4%	8 4%	38 6%	14 4%	55 5%	
Other	22 2%	17 2%	1 3%	4 4% ^{de}	7 2%	3 1%	8 2%	6 2%	8 2%	5 3% ^j	6 2%	2 1%	10 3%	5 2%	* *	6 3%	15 2%	6 2% ⁿ	25 2%	
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	0.00	*	0.00	*	*	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	0.00	*	0.00	*	*	*	*	*
Don't know	33 3% ^{lp}	29 3%	3 5% ^k	2 2%	13 4%	11 4% ^k	13 4%	10 4%	7 2%	6 4% ^{hjk}	6 2%	-	5 2%	7 2%	13 8% ^{zlm}	9 4%	12 2%	21 6% ^{zlm}	39 4%	
Personal finances (NET)	116 11% ^{fn}	100 11% ^f	2 4%	14 15% ^{bf} g	45 13% ^{bf}	31 12%	25 8%	23 8%	46 12%	26 18% ^{za} bfg hjk	38 13%	12 8%	21 6%	47 15% ^{zln} p	9 6%	37 17% ^{zln} npq	68 10% ^l	46 12% ^{ln}	120 11%	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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 (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Ageing population/ Social care for the elderly	20 2%	9 2%	2 2%	9 2%	-	3 1%	7 2%	2 5%	17 2%	1 1%	4 4%	4 1%	9 3%	21 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	-	-	3 1%	1 2% ^a	1 *	-	-	2 *	-	1 1%	1 *	1 *	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	24 2%	8 2%	1 *	15 3%	-	5 2%	6 2%	3 6%	19 2%	3 5%	2 2%	13 4%	6 2%	28 3%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%^m	5 1%	3 2%	14 3%	2 4%	2 1%	8 3%	-	21 2%	-	3 3%	3 1%	7 2%	25 2%
Defence/Foreign affairs/ International terrorism	43 4%	21 5%	5 4%	16 3%	1 1%	10 5%	9 3%	6 11% ^{zgi}	33 4%	4 6%	1 1%	20 5% ^l	17 5%	39 4%
Drug abuse	9 1%	3 1%	-	6 1%	-	1 *	5 2%	-	8 1%	-	1 1%	-	4 1%	10 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
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ISSUES INDEX (FINAL)

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UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
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	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Economy/Economic situation	135 13%i	71 16%z	12 10%	52 11%	5 11%	41 19%zg	31 11%	12 23%gi	95 11%	4 8%	11 11%	65 17%z	40 13%	134 13%
Education/Schools	23 2%	12 3%	4 3%	7 2%	-	2 1%	11 4%zf	1 1%	21 3%	-	-	12 3%	9 3%	23 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	31 3%	12 3%	5 4%	14 3%	2 5%	5 2%	10 4%	-	26 3%	-	3 3%	11 3%	13 4%	33 3%
Immigration/immigrants	337 32%ag im	127 28%	39 31%	171 36%za	18 36%	95 44%zg hi	71 25%	11 20%	242 29%g	38 65%zf ghi	34 36%m	93 25%	72 23%	316 30%
Inflation/Prices	15 1%	10 2%	1 1%	4 1%	-	-	8 3%zf	-	15 2%	-	2 2%	2 1%	8 2%	15 1%
Local government/Council tax	4 *	2 *	1 1%	1 *	-	1 *	-	-	3 *	-	-	1 *	3 1%	4 *
Low pay/Minimum wage/Fair wages	30 3%c	15 3%	7 6%c	8 2%	1 1%	2 1%	16 6%zfi	-	28 3%	-	1 1%	7 2%	15 5%	33 3%
Morality/Individual behaviour/Lifestyle	7 1%	2 *	2 2%	3 1%	1 2%	1 1%	1 *	1 1%	6 1%	-	2 2%	4 1%	2 1%	9 1%
National health service/Hospitals/Healthcare	88 8%	39 8%	14 11%	36 8%	2 4%	17 8%	29 10%	8 16%	72 9%	2 4%	12 12%	39 10%	23 7%	86 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- *	1 *	1 *	2 *
Pensions/Social security/Benefits	18 2% ^a	3 1%	- -	15 3% ^{za}	1 1%	6 3%	3 1%	- -	13 2%	- -	1 1%	4 1%	4 1%	21 2%
Petrol prices/Fuel	2 *	2 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	2 *	- -	2 *
Pollution/ Environment	23 2%	12 3%	4 3%	7 1%	2 3%	2 1%	3 1%	5 9% ^{zfg} ir	21 2% ^g	- -	2 2%	11 3%	6 2%	19 2%
Population levels/ Overpopulation	7 1% ^c	5 1%	2 1%	1 *	- -	1 1%	3 1%	- -	6 1%	- -	1 1%	4 1%	2 1%	7 1%
Pound/Exchange rate/Value of pound	3 *	2 1%	- -	1 *	- -	1 *	1 *	- -	2 *	- -	1 1%	2 1%	2 1%	3 *
Poverty/Inequality	69 7% ^{cf}	38 8% ^c	12 10% ^c	18 4%	1 2%	6 3%	26 9% ^f	4 7%	63 8% ^{zf}	2 4%	4 5%	36 10% ^z	22 7%	70 7%
Privatisation	2 *	1 *	- -	1 *	- -	- -	- -	- -	2 *	- -	- -	1 *	- -	2 *

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UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Public services in general	3 *	3 1%	- -	- -	- -	- -	2 1%	- -	3 *	- -	- -	1 *	2 1%	3 *
Race relations	13 1%	5 1%	1 *	7 2%	- -	1 1%	2 1%	- -	11 1%	2 4%	1 1%	4 1%	7 2%	12 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	1 *	- -	3 1%	- -	1 *	1 *	- -	3 *	- -	- -	1 *	1 *	5 *
Taxation	8 1%	6 1%	- -	2 *	- -	1 1%	1 *	- -	7 1%	- -	- -	2 1%	4 1%	9 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1 *	- -	- -	1 *	1 2%zac	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Unemployment/ Factory closure/ Lack of industry	53 5%	20 4%	5 4%	27 6%	9 18%zabc	7 3%	21 7%	- -	46 5%	1 1%	5 5%	16 4%	18 6%	55 5%
Other	22 2%	10 2%	1 1%	12 3%	2 5%	3 2%	6 2%	- -	19 2%	1 2%	4 5%	9 2%	6 2%	25 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.01	*	0.00	*	0.00	0.00	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	*	*	0.00	*	0.00	0.00	*	*	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Don't know	33	12	6	15	2	2	8	-	31	1	3	6	14	39
	3% _m	3%	5%	3%	3%	1%	3%	-	4%	1%	3%	2%	5%	4%
Personal finances (NET)	116	65	21	30	1	9	50	4	107	2	7	47	45	120
	11% _{cd} f	14% _{zc} d	16% _{cd}	6%	3%	4%	17% _{zfi} r	7%	13% _{zf}	4%	7%	13%	14%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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 (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	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	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Ageing population/ Social care for the elderly	20	4	4	3	5	2	1	4	12	3	14	6	4	7	3	1	-	1	21
	2% ^{tq}	1%	1%	2%	1%	2%	*	1%	2%	2%	2%	5% ^{zj}	2%	2%	3%	*	-	1%	2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3	-	2	1	-	-	-	-	2	1	3	-	-	-	-	-	-	-	3
	*	-	1%	1%	-	-	-	-	*	*	*	-	-	-	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1
	*	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	-	-	*
Common Market/EU/ Europe/Euro/ Constitution	24	2	8	2	7	7	4	7	13	4	23	*	2	7	6	4	3	-	28
	2% ^a	1%	2%	1%	1%	5% ^{zabt}	2%	2%	2%	2%	3%	*	1%	2%	5% ^{zqs}	1%	3%	-	3%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22	2	4	22	4	1	4	14	7	1	17	5	3	5	1	6	1	5	25
	2% ^{tt}	1%	1%	16% ^{zabe}	1%	1%	2%	4% ^{zhi}	1%	*	2%	4%	2%	1%	*	2%	1%	4%	2%
Defence/Foreign affairs/ International terrorism	43	7	17	5	12	43	3	14	21	8	39	4	6	20	7	9	4	2	39
	4% ^{tt}	3%	4% ^t	4%	2%	32% ^{zabc}	1%	4%	4%	4%	4%	3%	3%	6%	6%	3%	4%	2%	4%
Drug abuse	9	-	1	2	2	-	1	6	2	-	5	4	1	2	1	2	-	1	10
	1% ^j	-	*	1%	*	-	1%	2% ^{zh}	*	-	1%	3% ^{zj}	*	*	1%	1%	-	1%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Economy/Economic situation	135	135	46	7	42	15	30	44	67	24	123	12	27	57	22	30	14	9	134
	13%ct	47%zbc	12%ct	5%	8%	11%	17%ct	13%	13%	12%	13%	9%	12%	16%	18% ^s	12%	15%	8%	13%
Education/Schools	23	5	11	-	5	-	23	6	16	1	18	5	9	8	1	4	3	4	23
	2% ^t	2%	3% ^t	-	1%	-	13% ^{zabc}	2%	3%	1%	2%	4%	4% ^z	2%	1%	1%	3%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	31	5	3	4	11	-	1	14	10	6	23	8	7	8	2	14	5	1	33
	3% ^{bf}	2%	1%	3% ^b	2% ^b	-	*	4%	2%	3%	2%	6% ^{zj}	3%	2%	1%	6% ^{zs}	6%	1%	3%
Immigration/immigrants	337	59	124	51	337	41	37	69	170	98	321	16	67	95	28	95	41	55	316
	32% ^{afg}	21%	32% ^{af}	38% ^{af}	64% ^{zab}	30% ^{af}	20%	21%	33% ^g	47% ^{zgh}	35% ^{zk}	12%	31%	27%	23%	37% ^{zp}	44% ^{zp}	47% ^{zpq}	30%
Inflation/Prices	15	1	1	1	3	1	-	9	5	1	9	6	4	7	-	2	-	1	15
	1% ^{btj}	*	*	1%	1%	1%	-	3% ^z	1%	*	1%	5% ^{zj}	2%	2%	-	1%	-	1%	1%
Local government/Council tax	4	-	-	1	-	-	-	1	2	1	3	1	1	2	-	1	-	1	4
	*	-	-	1%	-	-	-	*	*	*	*	1%	*	1%	-	*	-	1%	*
Low pay/Minimum wage/Fair wages	30	6	7	4	6	-	1	14	12	3	25	5	6	16	1	14	1	8	33
	3% ^{ft}	2%	2%	3%	1%	-	1%	4% ^z	2%	2%	3%	4%	3%	4% ^z	1%	5% ^{zpr}	1%	7% ^{zpr}	3%
Morality/Individual behaviour/Lifestyle	7	1	2	-	-	2	4	4	2	1	6	1	2	2	1	2	-	2	9
	1%	*	*	-	-	1% ^t	2% ^{bt}	1%	*	1%	1%	1%	1%	*	1%	1%	-	2%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
National health service/Hospitals/ Healthcare	88 8%a	15 5%	88 23% zace t	11 8%	37 7%	10 7%	31 17% zace t	28 8%	42 8%	19 9%	79 9%	9 7%	22 10%	31 9%	8 7%	15 6%	6 7%	5 4%	86 8%
Nationalisation/ Government control of institutions	1 *	-	-	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	1 1%	-	-	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	1 *	-	-	-	-	1 *	1 *	-	2 *	-	-	-	1 1%	1 *	-	1 1%	2 *
Pensions/Social security/Benefits	18 2%	3 1%	4 1%	2 1%	6 1%	-	1 1%	7 2%	10 2%	2 1%	16 2%	2 1%	1 *	3 1%	2 2%	8 3%	1 1%	4 4%	21 2%
Petrol prices/Fuel	2 *	-	-	-	-	-	-	-	1 *	1 1%	1 *	1 1%	-	2 *	-	-	-	-	2 *
Pollution/ Environment	23 2%	4 1%	6 2%	-	7 1%	2 2%	7 4% bct	7 2%	11 2%	5 2%	22 2%	1 1%	7 3%	8 2%	9 8% zqrs	2 1%	-	-	19 2%
Population levels/ Overpopulation	7 1%	1 *	2 *	-	1 *	-	1 1%	2 1%	3 1%	2 1%	7 1%	-	1 1%	5 1%	1 1%	4 1%	1 1%	2 1%	7 1%
Pound/Exchange rate/Value of pound	3 *	1 *	1 *	2 2% zt	-	1 1%	2 1% t	2 1%	1 *	-	2 *	1 1%	-	2 1%	-	-	-	-	3 *
Poverty/Inequality	69 7% cetq	13 4% t	26 7% cet	2 2%	11 2%	3 2%	16 9% acet	24 7%	36 7%	10 5%	63 7%	5 4%	24 11% z	25 7%	11 9% qs	9 4%	3 3%	3 3%	70 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Privatisation	2*	-	1*	-	-	-	1%	-	1*	1*	2*	-	-	1*	2%z	-	-	-	2*
Public services in general	3*	1*	1*	-	1*	-	-	2%	1*	-	2*	1%	1*	2%	-	1*	-	1%	3*
Race relations	13% 1%	2%	3%	4% 3% ^f	7%	3%	2%	5%	7%	1%	9%	4% 3% ^{zj}	3%	3%	3%	4%	1%	2%	2%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4* *	1*	-	1%	2*	1%	1%	1*	2*	1*	4*	-	-	1*	2%	2%	1%	1*	5*
Taxation	8% 1% ^j	* *	2%	1%	3*	-	2%	6% 2% ^z	3%	-	5%	3% 3% ^{zj}	5%	1*	-	4%	1%	3%	9%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1* *	-	-	-	-	-	-	1*	-	-	1*	-	-	-	-	1*	-	-	1*
Unemployment/ Factory closure/ Lack of industry	53% 5% ^{atij}	6%	14%	5%	9%	3%	9% 5% ^t	20% 6% ⁱ	30% 6% ⁱ	3%	33%	19% 15% ^{zj}	3%	20% 6% ^l	3%	9%	3%	4%	55%
Other	22% 2% ^t	6%	4%	2%	5%	-	1%	8%	12%	3%	20%	2%	2%	5%	5%	2%	2%	2%	25%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.01	1.00	1.00	1.01	1.00	1.01	1.00
STANDARD ERROR	*	*	*	0.00	0.00	0.00	0.00	*	0.00	0.01	*	0.01	0.01	*	0.00	*	0.00	0.01	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/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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Number of sample points : 179
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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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
ERROR VARIANCE	*	*	*	0.00	0.00	0.00	0.00	*	0.00	*	*	*	*	*	0.00	*	0.00	*	*
Don't know	33	5	3	-	1	-	1	13	13	7	25	9	9	10	-	9	4	2	39
	3%bftj	2%t	1%	-	*	-	*	4%	2%	4%	3%	7%zi	4%	3%	-	3%	4%p	2%	4%
Personal finances (NET)	116	19	34	8	20	4	17	47	54	15	98	18	35	49	12	25	4	12	120
	11%aetr	7%t	9%et	6%	4%	3%	9%et	14%zi	10%	7%	11%	14%	16%z	14%	10%	10%r	4%	10%	11%
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) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	93 9%	39 8%	54 10%	9 6%	12 7%	17 10%	21 11%	14 9%	20 9%	22 7%	38 11%	34 9%	38 8%	55 10%	35 12%	20 7%	13 6%	25 10%	56 10%	38 m	94 9%
AIDS	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Animal welfare	28 3%mp	11 2%	17 3%	9 6%	4 2%	4 2%	4 2%	3 2%	5 2%	13 4%	8 2%	7 2%	17 3%	11 2%	9 3%	1 *	13 6%	5 zmp	10 2%	18 m	25 4%mo
Bird flu/Pandemic flu/Swine flu/ Ebola	5 *	2 *	3 1%	3 2%	- zhj	- -	- -	1 1%	- -	3 1%	- -	1 *	3 1%	1 *	1 *	1 *	2 1%	- -	3 *	2 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	82 8%bi oq	55 11%zb	28 5%	7 5%	8 4%	10 6%	13 7%	17 12%cd ij	28 12%zcd ej	15 5%	23 6%	45 12%zcd ej	24 5%	58 10%	39 14%zmn opq	20 7%	11 5%	13 5%	59 10%zmn oq	24 5%	90 9%
Countryside/Rural life	14 1%	7 1%	7 1%	- -	2 1%	4 2%	1 1%	- -	7 3%zc	2 1%	5 1%	7 2%	6 1%	8 1%	2 1%	5 2%	2 1%	5 2%	7 1%	7 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	135 13%lp	63 12%	72 13%	14 9%	26 15%	24 14%	29 16%	13 9%	30 13%	40 12%	53 15%	43 11%	64 13%	71 13%	26 9%	31 11%	34 15%	44 17%zl mp	57 10%	78 16%zl mp	128 12%
Defence/Foreign affairs/ International terrorism	136 13%eo q	65 13%	71 13%	17 12%	18 10%	12 7%	28 15%ej	24 16%e	37 16%e	35 11%	40 11%e	60 16%ze	47 10%	88 16%	54 19%zm opq	34 12%	27 12%	21 8%	88 15%zm oq	48 10%	130 12%
Drug abuse	76 7%ep	35 7%	41 8%	15 10%e	18 10%e	5 3%	17 9%ej	7 5%	14 6%	33 10%zek	22 6%e	21 6%	38 8%	38 7%	15 5%	15 5%	22 10%	25 10%p	30 5%	46 10%zlm p	74 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 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+

	SEX			AGE										SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Economy/Economic situation	285	147	138	38	42	52	58	37	58	80	110	95	132	153	112	85	47	41	197	88	289
	27%no	29%	26%	27%	23%	31%	31%	25%	25%	25%	31%	25%	27%	27%	39%zm	30%no	21%	16%	34%zm	18%	27%
	q														nopq	q				noq	
Education/Schools	182	61	120	25	32	30	38	24	33	57	68	57	87	95	71	47	29	34	118	63	177
	17%ao	12%	22%za	17%	18%	18%	21%	16%	14%	18%	19%	15%	18%	17%	25%zm	17%	13%	13%	21%zm	13%	17%
	q														nopq					noq	
Foot and mouth outbreak/Farming crisis	1	1	-	1	-	-	1	-	-	1	1	-	1	1	-	-	-	1	-	1	2
	*	*	-	*	-	-	*	-	-	*	*	-	*	*	-	-	-	*	-	*	*
Housing	164	78	86	31	33	33	20	15	32	64	53	47	97	67	52	47	29	37	98	66	169
	16%k	15%	16%	22%zf	18%	19%g	11%	10%	14%	20%zf	15%f	12%	20%	12%	18%	16%	13%	14%	17%	14%	16%
				gk						gk											
Immigration/immigrants	524	266	258	60	67	75	84	91	147	127	159	238	202	322	116	143	138	127	260	265	509
	50%cd	52%	48%	42%	38%	44%	46%	62%zc	64%zc	39%	45%	63%zc	41%	57%	41%	50%lp	61%zl	50%l	46%l	55%zl	48%
	ilp							defij	defij			defij				mop				op	
Inflation/Prices	78	43	36	9	22	14	14	11	8	32	28	19	46	33	12	17	22	27	29	50	82
	7%hkl	8%	7%	7%	12%zhk	8%	7%	7%	4%	10%hk	8%h	5%	9%	6%	4%	6%	10%lp	11%zlm	5%	10%zlm	8%
	p																p			p	
Local government/Council tax	33	17	16	10	7	6	4	3	3	17	10	6	23	10	13	7	8	5	20	13	36
	3%hk	3%	3%	7%zgh	4%	3%	2%	2%	1%	5%zhk	3%	1%	5%	2%	5%	2%	4%	2%	3%	3%	3%
				jk																	
Low pay/Minimum wage/Fair wages	129	61	68	33	27	23	21	12	12	60	44	24	84	45	34	28	34	32	62	67	138
	12%hk	12%	13%	23%ze	15%hk	14%hk	11%h	8%	5%	19%zf	13%hk	6%	17%	8%	12%	10%	15%	13%	11%	14%	13%
				fghjk						ghjk											
Morality/Individual behaviour/Lifestyle	41	27	14	3	3	9	11	5	9	7	20	14	15	26	16	7	9	10	23	18	41
	4%bi	5%zb	3%	2%	2%	5%	6%i	4%	4%	2%	6%i	4%	3%	5%	6%	2%	4%	4%	4%lm	4%	4%

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

Respondent type : GB Adults 18+
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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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
National health service/Hospitals/Healthcare	386 37%di oq	175 34%	211 39%	44 31%	47 26%	71 42%di	68 37%di	64 43%cd i	93 40%di	91 28%	139 39%di	157 41%zc di	161 33%	225 40%	134 47%zm nopq	96 34%	78 34%	78 31%	230 40%zm oq	156 32%	370 35%
Nationalisation/ Government control of institutions	28 3%	9 2%	19 3%	6 4%	4 2%	5 3%	3 2%	4 3%	5 2%	10 3%	8 2%	10 3%	15 3%	13 2%	11 4%	6 2%	6 3%	4 2%	17 3%	11 2%	26 2%
Northern Ireland	3 *	1 *	2 *	1 1%	1 1%	- -	- -	1 *	- -	2 1%	- -	1 *	2 1%	1 *	3 1%	- -	- -	1 *	3 *	1 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	32 3%o	19 4%	14 3%	7 5%	8 5%	2 1%	6 3%	4 3%	5 2%	15 5%	8 2%	9 2%	17 3%	15 3%	13 5%o	7 2%	9 4%	3 1%	20 3%	12 3%o	30 3%
Pensions/Social security/Benefits	130 12%	54 11%	76 14%	16 11%	16 9%	12 7%	24 13%	28 19%zd eij	33 14%e	32 10%	37 10%	61 16%zde ij	45 9%	85 15%	29 10%	35 12%	33 14%	33 13%	64 11%	65 14%	117 11%
Petrol prices/Fuel	25 2%	11 2%	14 3%	2 2%	6 3%	6 4%	2 1%	2 1%	6 3%	9 3%	9 2%	7 2%	15 3%	10 2%	9 3%	4 1%	5 2%	6 2%	13 2%	12 2%	23 2%
Pollution/ Environment	67 6%oq	28 5%	39 7%	8 5%	8 4%	14 8%	14 8%	14 9%h	9 4%	15 5%	29 8%	23 6%h	30 6%	38 7%	38 13%zmn opq	17 6%oq	7 3%	5 2%	55 10%zmn oq	12 3%	59 6%
Population levels/ Overpopulation	54 5%di	31 6%	23 4%	5 4%	3 2%	10 6%	13 7%di	13 9%di	11 5%	8 2%	23 7%di	23 6%di	18 4%	37 6%	16 6%	17 6%	10 4%	11 4%	33 6%	21 4%	48 5%
Pound/Exchange rate/Value of pound	9 1%	5 1%	4 1%	3 2%	1 *	3 2%	- -	2 2%	* *	3 1%	3 1%	3 1%	6 1%	3 1%	3 1%	2 1%	2 1%	3 1%	4 1%	5 1%	9 1%
Poverty/Inequality	179 17%ah oq	71 14%	108 20%za	28 20%h	34 19%h	32 19%	32 18%	26 18%	26 11%	62 19%h	64 18%h	53 14%	94 19%	85 15%	73 25%zm nopq	48 17%	27 12%	32 12%	121 21%zm noq	59 12%	181 17%

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

Respondent type : GB Adults 18+
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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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Privatisation	26	13	13	5	2	3	4	7	4	7	8	11	11	15	8	7	7	5	14	11	26
	2%	3%	2%	4%	1%	2%	2%	5% ^d	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%
Public services in general	85	41	43	6	11	13	22	18	14	17	35	32	30	55	29	19	24	12	49	36	75
	8% ^{io}	8%	8%	4%	6%	7%	12% ^{zc}	12% ^{ci}	6%	5%	10% ^{ci}	9% ^h	6%	10%	10% ^o	7%	11% ^o	5%	9%	7% ^o	7%
Race relations	56	27	29	12	8	12	4	5	14	20	16	19	32	23	18	13	10	15	31	25	54
	5%	5%	5%	8% ^f	5%	7%	2%	3%	6%	6%	5% ^f	5%	7%	4%	6%	5%	4%	6%	5%	5%	5%
Scottish/Welsh assembly/Devolution/Constitutional reform	28	14	14	1	3	2	7	2	13	4	8	15	6	22	18	4	3	3	21	7	30
	3% ^q	3%	3%	1%	2%	1%	4%	2%	6% ^{zce}	1%	2%	4% ^{gi}	1%	4%	6% ^{zmn}	1%	2%	1%	4% ^{zmq}	1%	3%
Taxation	81	40	41	16	19	15	17	9	6	35	31	15	49	32	28	19	21	13	47	34	85
	8% ^{hk}	8%	8%	11% ^{hk}	11% ^{hk}	9% ^{hk}	9% ^{hk}	6%	3%	11% ^{zhk}	9% ^{hk}	4%	10%	6%	10%	7%	9%	5%	8%	7%	8%
Trade unions/ Strikes	11	6	5	2	2	2	2	-	3	4	4	3	5	5	6	3	1	2	8	2	12
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	*	1%
Transport/Public transport	38	22	16	3	5	6	7	4	12	9	13	16	15	23	12	11	2	12	23	15	42
	4% ⁿ	4%	3%	2%	3%	3%	4%	3%	5%	3%	4%	4%	3%	4%	4%	4%	1%	5% ^{nq}	4%	3% ⁿ	4%
Unemployment/Factory closure/Lack of industry	176	87	89	32	34	27	27	29	28	66	54	57	93	84	47	38	37	55	85	91	181
	17% ^h	17%	16%	22% ^h	19%	16%	15%	19%	12%	20% ^{zh}	15%	15%	19%	15%	17%	13%	16%	21% ^{zm}	15%	19%	17%
Other	65	39	26	6	9	6	12	17	15	15	18	32	21	43	28	12	13	11	41	24	64
	6%	8%	5%	4%	5%	4%	6%	11% ^{zce}	6%	5%	5%	8% ^z	4%	8%	10% ^{zmo}	4%	6%	4%	7% ^m	5%	6%
MEAN NUMBER OF MENTIONS	3.39 ^m	3.34	3.43	3.51	3.16	3.35	3.50	3.60 ^d	3.29	3.32	3.43	3.41	3.33	3.44	4.00 ^z	3.13	3.29	3.07	3.57 ^z	3.17	3.35
STANDARD ERROR	0.06	0.08	0.09	0.18	0.12	0.13	0.17	0.15	0.12	0.11	0.11	0.09	0.08	0.08	0.14	0.08	0.12	0.11	0.08	0.08	0.06

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

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

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	1054	567	487	158	178	154	176	143	245	336	330	388	490	564	279	324	181	270	603	451	1054
WEIGHTED BASE	1054	512	541	143	179	170	184	148	231	322	353	379	491	562	286	284	227	256	570	483	1054
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
ERROR VARIANCE	*	0.01	0.01	0.03	0.01	0.02	0.03	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	*
Don't know	84	42	43	14	22	10	13	8	18	36	23	26	45	39	15	25	12	32	40	44	93
	8%	8%	8%	10%	12%zgj	6%	7%	5%	8%	11%zgj	6%	7%	9%	7%	5%	9%	5%	13%zln	7%	9% _n	9%
Personal finances (NET)	339	151	188	57	73	64	54	45	47	130	118	91	194	146	104	85	71	79	189	151	349
	32% _{hk}	30%	35%	40% _{zh}	41% _{zf}	38% _{hk}	30% _h	30% _{hk}	20%	40% _{zf}	33% _{hk}	24% _h	39%	26%	36%	30%	31%	31%	33%	31%	33%
Median	2	2	2	2	2	2	2	3	2	2	2	3	2	2	3	2	2	2	3	2	2

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

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+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Ageing population/ Social care for the elderly	93 9%ae	68 7%	15 28%za cdefg hijk	11 12%dek	25 7%	15 6%	33 10%g	18 7%	35 9%k	17 12%aej k	23 8%	6 4%	30 9%	35 11%	13 9%	14 6%	65 10%	27 7%	94 9%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%z	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Animal welfare	28 3%	22 2%	3 5%	3 3%	12 4%	9 4%	8 3%	6 2%	7 2%	2 2%	4 1%	1 1%	5 1%	15 5%zlp	4 3%	3 1%	20 3%l	8 2%	25 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	5 *	5 1%	- -	- -	- -	- -	- -	- -	5 1%	- -	2 1%	2 1%	1 *	- -	- -	3 1%zmp	1 *	3 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	82 8%nq	67 7%	5 9%	10 11%j	30 9%	20 8%	21 6%	16 6%	32 8%j	8 6%	15 5%	7 5%	40 12%zno q	24 7%	6 4%	12 5%	64 10%znq	17 5%	90 9%
Countryside/Rural life	14 1%	12 1%	1 2%	1 1%	6 2%	5 2%	4 1%	2 1%	4 1%	- -	1 *	1 1%	6 2%	2 1%	3 2%	2 1%	8 1%	5 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	135 13%	123 14%	5 10%	7 7%	37 11%	30 12%	40 12%	35 13%	58 15%ci	16 12%	50 17%zc di	34 22%za cdefh i	43 13%	37 11%	27 18%zp	27 12%	79 12%	54 15%	128 12%
Defence/Foreign affairs/ International terrorism	136 13%eq	112 12%e	5 10%	18 20%za defj	39 11%e	21 8%	38 12%	33 12%	58 15%ei j	14 10%	34 12%	19 13%	51 15%q	46 14%	15 10%	21 9%	97 15%q	35 10%	130 12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

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+

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Drug abuse	76 7%	72 8%	2 3%	3 3%	26 8% ^c	24 9% ^c	24 7%	22 8%	26 7%	9 7%	20 7%	11 7%	18 5%	28 9%	15 10%	15 7%	46 7%	30 8%	74 7%
Economy/Economic situation	285 27% ^q	244 27%	15 27%	27 29%	99 29%	72 28%	80 25%	65 24%	107 28%	44 32% ^j	80 28%	36 24%	87 26%	113 35% ^{zl} nopq	31 21%	50 22%	201 30% ^{zl} noq	81 22%	289 27%
Education/Schools	182 17% ^q	151 17%	14 27% ^{za} fg	16 18%	60 17%	44 17%	52 16% ^g	37 14%	70 18%	26 19%	56 19%	30 20%	52 15%	77 24% ^{zl} nopq	18 12%	32 14%	129 19% ^{zl} q	51 14%	177 17%
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	1 1%	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *	2 *
Housing	164 16% ^{de} gl	144 16% ^{de} g	10 19% ^e	10 11%	35 10%	24 10%	42 13%	32 12%	88 23% ^{za} cdefg	46 33% ^{za} bcdef ghjk	75 26% ^{za} cdefg	29 19% ^{de}	39 12%	56 17%	17 11%	50 22% ^{zl} npq	95 14% ^l	67 18% ^{ln}	169 16%
Immigration/immigrants	524 50% ^{ij} moq	449 49% ^{ij}	35 66% ^{za} cdehi j	40 44% ⁱ	165 48% ⁱ	125 49% ⁱ	186 57% ^{za} cdhij	151 56% ^{za} chij	173 45% ⁱ	40 29%	121 42% ⁱ	81 54% ^{ij}	207 61% ^{zm} nopq	144 44%	73 49%	93 41%	351 53% ^{zm} oq	166 45%	509 48%
Inflation/Prices	78 7% ^{cde} lp	73 8% ^{cde}	3 6%	2 2%	12 4%	10 4%	40 12% ^{za} cdehk	37 14% ^{zac} dehk	26 7%	19 14% ^{zac} dehjk	24 8% ^{cdk}	5 3%	13 4%	24 7%	15 10% ^{lp}	26 12% ^{zlp}	36 5% ^l	41 11% ^{zlp}	82 8%
Local government/Council tax	33 3% ^l	28 3%	2 3%	3 4%	11 3%	8 3%	7 2%	5 2%	14 4%	10 7% ^{zaf} ghj	13 5%	4 2%	3 1%	13 4% ^{lp}	6 4% ^l	11 5% ^l	16 2% ^l	17 4% ^l	36 3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

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+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Low pay/Minimum wage/Fair wages	129	109	5	14	42	28	35	30	52	32	44	12	28	48	17	35	77	52	138
	12%i	12%	9%	16%	12%	11%	11%	11%	13%	23%za bdefg hjk	15%k	8%	8%	15%lp	12%	16%l	11%l	14%l	13%
Morality/ Individual behaviour/ Lifestyle	41	36	-	5	16	11	8	8	17	4	15	11	10	16	8	7	26	15	41
	4%	4%	-	6%	5%	4%	3%	3%	4%	3%	5%i	7%	3%	5%	5%	3%	4%	4%	4%
National health service/Hospitals/ Healthcare	386	330	24	32	123	92	122	98	141	41	96	55	139	134	40	65	273	106	370
	37%in oq	36%i	44%i	35%	36%	36%	38%	36%	37%ij	29%	33%i	36%	41%no q	41%no q	27%	29%	41%zn oq	28%	35%
Nationalisation/ Government control of institutions	28	24	2	2	7	6	7	5	13	4	10	5	7	11	4	3	19	7	26
	3%	3%	4%	2%	2%	2%	2%	2%	4%	3%	3%	4%	2%	3%	3%	1%	3%	2%	2%
Northern Ireland	3	2	-	2	2	-	1	1	1	1	1	-	-	3	-	1	3	1	4
	*	*	-	2%zad eh	*	-	*	*	*	*	*	-	-	1%	-	*	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	32	26	2	5	10	5	6	5	16	2	10	8	10	12	3	7	22	10	30
	3%	3%	3%	6%def g	3%	2%	2%	2%	4%i	2%	4%i	5%	3%	4%	2%	3%	3%	3%	3%
Pensions/Social security/Benefits	130	111	5	14	46	32	32	27	51	9	40	30	48	41	16	23	89	39	117
	12%i	12%i	10%	16%i	13%i	13%	10%	10%	13%i	7%	14%i	20%za fghij	14%	12%	11%	10%	13%	10%	11%
Petrol prices/Fuel	25	21	2	2	3	1	10	8	11	3	10	7	8	6	2	8	14	10	23
	2%de	2%de	3%e	2%	1%	*	3%de	3%e	3%e	2%	3%dei	5%de	2%	2%	1%	4%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Pollution/ Environment	67 6%deg	58 6%eg	4 8%	5 6%	14 4%	9 3%	14 4%	10 4%	39 10%zad efgi	8 5%	27 9%ad efgi	20 13%zad efg	23 7%	24 7%	6 4%	14 6%	47 7%	20 5%	59 6%
Population levels/ Overpopulation	54 5%de	50 5%de	1 1%	3 4%	6 2%	3 1%	14 4%e	13 5%de	34 9%zad efi	8 5%de	29 10%za bdefg i	22 14%zab cdefgi	20 6%	17 5%	7 5%	10 5%	37 6%	17 5%	48 5%
Pound/Exchange rate/Value of pound	9 1%	8 1%	1 2%	* 1%	2 1%	2 1%	3 1%	2 1%	5 1%	3 2%	5 2%	2 1%	1 *	3 1%	1 1%	4 2%	4 1%	5 1%	9 1%
Poverty/Inequality	179 17%fg l	154 17%fg	5 10%	20 22%fg	59 17%fg	39 15%	35 11%	30 11%	85 22%za bfg	37 27%za bdefg hj	65 22%za bfg	28 18%	37 11%	76 23%zl np	20 14%	44 20%l	114 17%l	64 17%l	181 17%
Privatisation	26 2%	23 3%	1 2%	2 2%	8 2%	6 2%	8 2%	7 3%	10 3%	3 2%	5 2%	2 1%	5 1%	16 5%zln pq	1 1%	4 2%	20 3%l	6 2%	26 2%
Public services in general	85 8%inq	75 8%i	5 9%	5 5%	33 10%ci	28 11%i	25 8%i	20 7%	27 7%i	4 3%	24 8%i	19 13%hi	30 9%nq	38 12%zno q	4 3%	12 5%	68 10%zno q	17 4%	75 7%
Race relations	56 5%d	50 6%d	3 6%	2 2%	11 3%	9 4%	21 6%	18 7%	24 6%	9 7%	21 7%d	12 8%	18 5%	15 5%	10 7%	12 5%	33 5%	22 6%	54 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	28 3%aef ginq	13 1%	3 5%ef gi	12 14%zad efghij k	14 4%aef gi	1 1%	4 1%g	1 *	10 3%agi	- -	5 2%	5 3%	16 5%znq	8 3%	- -	4 2%	24 4%znq	4 1%	30 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
100%		86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Taxation	81 8%l	75 8%	3 6%	3 4%	22 6%	18 7%	19 6%	16 6%	40 10%zc	25 18%za bcdef ghjk	34 12%zac dfgk	9 6%	14 4%	31 10%lp	11 7%	23 10%l	45 7%l	34 9%l	85 8%
Trade unions/ Strikes	11 1%	10 1%	1 2%g	- -	2 1%	2 1%	1 *	- -	8 2%g	3 2%fg	5 2%	2 1%	4 1%	2 1%	1 *	4 2%	6 1%	4 1%	12 1%
Transport/Public transport	38 4% ^m	34 4%	2 3%	2 2%	9 3%	7 3%	9 3%	8 3%	19 5%	10 7%zad efghj	16 5%	5 4%	16 5%mp	5 2%	2 1%	15 7%zmn pq	21 3% ^m	17 4% ^{mn}	42 4%
Unemployment/ Factory closure/ Lack of industry	176 17% ^{oo}	152 17%	10 18%	15 16%	59 17%	45 18%	57 17%	47 17%	60 16%	23 16%	47 16%	24 16%	66 19% ^{oo}	60 18% ^o	22 15%	26 11%	127 19%zo q	48 13%	181 17%
Other	65 6%	56 6%	3 6%	5 6%	18 5%	13 5%	19 6%	16 6%	27 7% ⁱ	6 4%	18 6% ⁱ	12 8%	24 7%	21 6%	5 3%	11 5%	45 7%	16 4%	64 6%
MEAN NUMBER OF MENTIONS	3.39 ^d eg ^{nq}	3.37 ^e g	3.71 ^e	3.41	3.20	3.12	3.24	3.15	3.68 ^z adefg	3.58 ^d eg	3.65 ^z adefg	3.71 ^d eg	3.35 ⁿ	3.72 ^z lnopq	3.00	3.22	3.54 ^z lnq	3.13	3.35
STANDARD ERROR	0.06	0.06	0.37	0.16	0.09	0.10	0.11	0.11	0.10	0.15	0.12	0.21	0.10	0.12	0.11	0.13	0.08	0.09	0.06
ERROR VARIANCE	*	*	0.14	0.03	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.04	0.01	0.02	0.01	0.02	0.01	0.01	*
Don't know	84 8% ^{kmp}	75 8% ^{hk}	4 7%	6 6%	36 10% ^{zh} jk	30 12% ^{zah} jk	27 8% ^k	23 8% ^k	22 6%	12 9% ^{hjk}	15 5%	3 2%	20 6%	13 4%	22 15% ^{zl} mp	30 13% ^{zlm} p	32 5%	52 14% ^{zlm} p	93 9%
Personal finances (NET)	339 32% ^{el}	295 32% ^e	12 23%	32 35%	100 29%	68 27%	97 30%	85 31%	143 37% ^{za} bde	71 51% ^{za} bcdef ghjk	117 40% ^{za} bdefg k	46 30%	76 22%	125 38% ^{zl} p	44 30%	92 41% ^{zl} np	201 30% ^l	137 37% ^{zl} np	349 33%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
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ISSUES INDEX (FINAL)

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

	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	1054	869	59	126	376	250	323	264	355	188	272	84	343	302	170	225	645	395	1054
WEIGHTED BASE	1054	909	54*	91	344	254	324	271	385	140	291	151*	340	326	149	225	667	373	1054
	100%	86%	5%*	9%	33%	24%	31%	26%	37%	13%	28%	14%*	32%	31%	14%	21%	63%	35%	100%
Median	2	2	2	3	2	2	2	2	3	3	3	3	2	3	2	2	3	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Ageing population/ Social care for the elderly	93 9%	39 8%	20 16% ^{zac}	35 7%	1 3%	19 9%	21 7%	3 7%	74 9%	5 8%	14 15% ^z	39 10%	32 10%	94 9%
AIDS	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Animal welfare	28 3%	10 2%	4 3%	13 3%	1 2%	4 2%	6 2%	- -	24 3%	1 1%	3 4%	13 3%	8 2%	25 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	5 *	3 1%	- -	1 *	- -	1 1%	2 1%	- -	3 *	- -	- -	1 *	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	82 8%ⁱ	34 7%	7 6%	41 9%	3 6%	27 13% ^{zgi}	19 7%	6 11%	55 7%	9 15% ⁱ	5 5%	36 10%	18 6%	90 9%
Countryside/Rural life	14 1%^a	1 *	2 2%	11 2% ^{za}	1 2% ^a	3 2%	3 1%	1 2%	11 1%	1 2%	1 1%	3 1%	2 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	135 13%^h	49 11%	16 13%	70 15%	8 15%	33 15% ^h	36 12% ^h	- -	102 12% ^h	6 11% ^h	14 15%	43 12%	43 14%	128 12%
Defence/Foreign affairs/ International terrorism	136 13%	51 11%	22 17%	63 13%	5 9%	34 16%	31 11%	10 19%	102 12%	10 16%	10 11%	55 15%	39 12%	130 12%
Drug abuse	76 7%^m	26 6%	15 12% ^{za}	35 7%	3 6%	15 7%	27 10%	2 4%	61 7%	3 5%	4 4%	17 5%	21 7%	74 7%

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

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		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Economy/Economic situation	285 27%	135 30%	28 22%	122 26%	10 21%	69 32% _r	75 26%	26 51% _z f	216 26%	9 16%	24 25%	125 34% _z	84 27%	289 27%
Education/Schools	182 17%	79 17%	23 18%	80 17%	6 11%	45 21%	44 15%	16 30% _z g	137 16%	6 11%	18 19%	87 23% _z	66 21%	177 17%
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	2 *
Housing	164 16%	78 17%	23 18%	64 14%	6 12%	24 11%	54 19% _f	15 28% _z f	140 17%	11 18%	16 17%	61 16%	47 15%	169 16%
Immigration/immigrants	524 50% _{ag} i	204 45%	63 50%	257 55% _{za}	24 47%	142 66% _{zg} hi	112 39%	22 42%	382 46% _g	48 82% _z f ghi	47 50%	169 45%	128 40%	509 48%
Inflation/Prices	78 7% _f	41 9%	8 6%	30 6%	6 12%	8 4%	33 11% _z f	1 1%	71 8% _z f	4 7%	8 8%	23 6%	33 10%	82 8%
Local government/Council tax	33 3% _c	18 4%	6 5%	9 2%	- -	3 1%	14 5% _z f	- -	30 4%	2 3%	4 4%	11 3%	16 5%	36 3%
Low pay/Minimum wage/Fair wages	129 12% _f	57 12%	21 17%	51 11%	7 13%	13 6%	51 18% _z f h	2 4%	116 14% _z f	6 10%	7 8%	39 10%	51 16%	138 13%
Morality/Individual behaviour/Lifestyle	41 4%	14 3%	8 6%	19 4%	2 4%	13 6%	10 4%	1 1%	28 3%	1 2%	5 6%	17 4%	12 4%	41 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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Number of sample points : 179
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
National health service/Hospitals/ Healthcare	386	164	55	167	11	95	108	23	291	22	27	159	108	370
	37% ^{cd}	36% ^d	43% ^d	36% ^d	22%	44% ^{zi}	38%	44%	35%	38%	29%	43% ^{zl}	34%	35%
Nationalisation/ Government control of institutions	28	9	3	15	1	2	7	2	26	2	3	9	6	26
	3%	2%	3%	3%	2%	1%	2%	4%	3%	3%	3%	2%	2%	2%
Northern Ireland	3	2	-	1	-	1	1	-	2	-	-	2	1	4
	*	*	-	*	-	*	*	-	*	-	-	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	32	14	2	16	-	2	8	2	30	2	4	11	11	30
	3%	3%	2%	3%	-	1%	3%	5%	4%	4%	4%	3%	3%	3%
Pensions/Social security/Benefits	130	50	19	61	4	24	15	8	106	10	12	45	23	117
	12% ^g	11%	15%	13%	8%	11% ^g	5%	16% ^g	13% ^g	18% ^g	12%	12%	7%	11%
Petrol prices/Fuel	25	12	3	10	1	7	6	-	18	3	2	10	8	23
	2%	3%	2%	2%	2%	3%	2%	-	2%	6%	2%	3%	2%	2%
Pollution/ Environment	67	33	8	26	2	10	14	8	57	1	4	29	23	59
	6%	7%	7%	5%	3%	5%	5%	16% ^{zfg} ir	7%	2%	4%	8%	7%	6%
Population levels/ Overpopulation	54	27	8	19	3	18	8	3	36	6	2	22	16	48
	5% ^{gi}	6%	6%	4%	6%	9% ^{zgi}	3%	6%	4%	10% ^{gi}	3%	6%	5%	5%
Pound/Exchange rate/Value of pound	9	5	1	3	-	2	3	-	7	-	2	4	4	9
	1%	1%	1%	1%	-	1%	1%	-	1%	-	2%	1%	1%	1%
Poverty/Inequality	179	83	32	65	4	20	63	9	159	8	16	82	56	181
	17% ^{cd} f	18% ^d	25% ^{zc}	14%	7%	9%	22% ^{zf}	18%	19% ^{zf}	14%	17%	22% ^z	18%	17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 31st July - 9th August 2015
Number of sample points : 179
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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
Privatisation	26	8	6	12	-	3	9	1	22	-	1	6	1	26
	2%	2%	5%	3%	-	2%	3%	2%	3%	-	1%	2%	*	2%
Public services in general	85	41	12	33	1	11	29	4	74	8	3	33	28	75
	8%	9%	9%	7%	1%	5%	10% ^f	8%	9%	13%	3%	9%	9%	7%
Race relations	56	17	4	34	4	7	22	4	49	4	6	24	19	54
	5%	4%	3%	7% ^{za}	9%	3%	8% ^{zf}	8%	6%	6%	6%	6%	6%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	28	8	5	15	-	8	7	3	20	-	2	14	10	30
	3%	2%	4%	3%	-	4%	3%	6%	2%	-	2%	4%	3%	3%
Taxation	81	54	8	19	2	9	28	2	72	8	3	38	35	85
	8%^{cf}	12% ^{zc}	6%	4%	4%	4%	10% ^f	4%	9% ^{zf}	13% ^f	3%	10% ^{zl}	11%	8%
Trade unions/ Strikes	11	4	3	4	-	1	2	-	9	1	-	8	2	12
	1%	1%	2%	1%	-	1%	1%	-	1%	1%	-	2% ^z	1%	1%
Transport/Public transport	38	13	5	20	2	9	16	3	28	1	2	13	7	42
	4%	3%	4%	4%	3%	4%	6% ^{zi}	5%	3%	2%	2%	3%	2%	4%
Unemployment/ Factory closure/ Lack of industry	176	73	23	80	18	31	61	6	146	7	19	57	44	181
	17%	16%	18%	17%	36% ^{za}	14%	21% ^{zi}	12%	17%	13%	20%	15%	14%	17%
Other	65	26	9	30	3	10	17	8	55	4	9	27	11	64
	6%	6%	7%	6%	6%	5%	6%	15% ^{zfg}	7%	7%	9%	7%	3%	6%
					bc			i						
MEAN NUMBER OF MENTIONS	3.39 ^d	3.32	3.79 ^z	3.34 ^d	2.85	3.43	3.41	3.68	3.38	3.60	3.26	3.63 ^z	3.29	3.35
			acd											

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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1054	441	116	497	58	214	305	44	840	51	105	361	307	1054
WEIGHTED BASE	1054	457	127	470	50*	216	288	52*	838	58*	95*	373	316	1054
	100%	43%	12%	45%	5%*	20%	27%	5%*	80%	6%*	9%*	35%	30%	100%
STANDARD ERROR	0.06	0.09	0.17	0.09	0.17	0.10	0.11	0.23	0.07	0.19	0.21	0.10	0.10	0.06
ERROR VARIANCE	*	0.01	0.03	0.01	0.03	0.01	0.01	0.05	*	0.03	0.04	0.01	0.01	*
Don't know	84	35	10	39	6	15	17	1	70	1	13	20	26	93
	8% _m	8%	8%	8%	13%	7%	6%	2%	8%	1%	14% _{zm}	5%	8%	9%
Personal finances (NET)	339	157	50	132	13	40	130	11	299	18	27	127	121	349
	32% _{cf}	34%	39% _c	28%	25%	19%	45% _{zf}	21%	36% _{zf}	32%	28%	34%	38%	33%
Median	2	2	3	2	2	3	2	3	2	3	2	3	2	2

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ISSUES INDEX (FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
100%		27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Ageing population/ Social care for the elderly	93 9%	26 9%	53 14%zat	21 16%zt	50 10%	19 14%	30 17%zat	29 9%	36 7%	28 14%zh	83 9%	10 8%	16 8%	41 11%	14 11%	18 7%	6 6%	13 11%q	94 9%
AIDS	1 *	1 *	- -	1 1%	- -	1 1%	1 *	1 *	- -	- -	- -	1 1%zi	1 *	- -	- -	- -	- -	- -	1 *
Animal welfare	28 3%^m	4 1%	14 4% ^a	9 7% ^{zat}	14 3%	5 4%	7 4% ^a	5 2%	13 2%	9 5%	27 3%	1 1%	11 5% ^{zm}	3 1%	4 3%	5 2%	1 1%	4 3%	25 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	5 *	- -	2 *	- -	3 1%	- -	- -	- -	5 1%	- -	5 1%	- -	2 1%	1 *	1 1%	- -	- -	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	82 8%^k	21 7%	37 10%	8 6%	40 8%	27 20% ^{zabc}	17 9%	24 7%	37 7%	22 11%	81 9% ^{zk}	1 1%	10 5%	31 9%	16 14% ^z	23 9%	10 11%	8 7%	90 9%
Countryside/Rural life	14 1%^m	4 1%	7 2%	- -	7 1%	2 2%	5 3%	2 *	4 1%	8 4% ^{zgh}	14 2%	- -	2 1%	1 *	4 4% ^z	3 1%	3 3%	1 *	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	135 13%^{ai}	22 8%	60 15% ^{af}	135 100% ^{zab}	73 14% ^a	18 13%	17 9%	58 17% ^{zhi}	62 12%	16 8%	116 13%	19 15%	22 10%	42 12%	14 12%	40 15%	15 16%	20 17%	128 12%
Defence/Foreign affairs/ International terrorism	136 13%^k	40 14%	57 15%	18 14%	69 13%	136 100% ^{zab}	21 12%	34 10%	66 13%	36 17% ^g	126 14% ^k	10 8%	22 10%	49 14%	29 24% ^{zqrs}	27 11%	11 11%	10 8%	130 12%
Drug abuse	76 7%^{ahi}	9 3%	23 6%	27 20% ^{zabe}	37 7% ^a	10 7%	15 8% ^a	49 15% ^{zhi}	20 4%	8 4%	61 7%	16 12% ^{zi}	19 9%	24 7%	8 7%	18 7%	3 3%	12 10% ^r	74 7%

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	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	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Economy/Economic situation	285	285	106	22	124	40	62	95	129	61	256	28	52	111	46	59	25	21	289
	27%cts	100%zbc	27%c	16%	24%	30%c	34%zct	29%	25%	30%	28%	22%	24%	31%	38%zqs	23%	27%	18%	27%
Education/Schools	182	62	104	17	83	21	182	63	83	36	159	22	40	60	31	27	16	9	177
	17%qs	22%zct	27%zce	12%	16%	16%	100%zab	19%	16%	18%	17%	17%	19%	17%	25%zqs	11%	17%q	8%	17%
Foot and mouth outbreak/Farming crisis	1*	-	-	-	1*	-	-	1*	-	1*	1*	1*	-	1*	-	1*	-	1	2*
Housing	164	42	63	30	68	13	34	70	65	29	138	26	31	64	28	51	17	13	169
	16%eth	15%	16%e	22%et	13%	9%	18%e	21%zhi	13%	14%	15%	20%	14%	18%	23%zs	20%zs	18%	11%	16%
Immigration/immigrants	524	124	200	73	524	69	83	122	265	137	488	37	101	159	55	140	55	71	509
	50%agk	44%	52%a	54%a	100%zab	51%	46%	37%	51%g	66%zgh	53%zk	29%	47%	45%	45%	55%	59%	60%zp	48%
Inflation/Prices	78	19	12	13	30	10	9	39	30	9	54	25	19	31	2	17	4	8	82
	7%btjp	7%b	3%	10%b	6%b	8%b	5%	12%zhi	6%	5%	6%	19%zj	9%	9%	2%	7%p	4%	7%p	8%
Local government/Council tax	33	8	9	8	12	3	9	16	10	7	27	6	9	15	2	9	1	3	36
	3%	3%	2%	6%bt	2%	2%	5%bt	5%zh	2%	3%	3%	5%	4%	4%	2%	4%r	1%	3%	3%
Low pay/Minimum wage/Fair wages	129	37	43	14	48	10	25	60	42	26	101	27	34	43	20	30	3	15	138
	12%thj	13%t	11%	10%	9%	8%	14%t	18%zh	8%	13%	11%	21%zj	15%	12%	16%r	12%r	3%	13%r	13%
Morality/Individual behaviour/Lifestyle	41	5	15	6	14	7	9	18	12	10	38	2	8	13	9	8	3	5	41
	4%ath	2%	4%	5%	3%	5%a	5%a	6%h	2%	5%	4%	2%	4%	4%	7%	3%	3%	4%	4%

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UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
National health service/Hospitals/Healthcare	386	106	386	60	200	57	104	102	197	87	353	32	93	122	52	86	37	42	370
	37%gk	37%	100%zac	44%	38%	42%	57%zac	31%	38%g	42%g	38%zk	25%	43%	34%	43%	34%	39%	36%	35%
Nationalisation/ Government control of institutions	28	9	9	3	9	7	12	7	12	8	25	2	6	5	4	7	2	4	26
	3%	3%	2%	2%	2%	5%t	6%zbt	2%	2%	4%	3%	2%	3%	1%	3%	3%	2%	4%	2%
Northern Ireland	3	2	2	-	-	2	2	1	1	2	3	-	-	2	-	1	-	-	4
	*	1%t	*	-	-	1%t	1%t	*	*	1%	*	-	-	1%	-	*	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	32	9	17	2	11	6	11	9	14	9	26	6	6	10	6	5	-	4	30
	3%	3%	4%t	2%	2%	5%	6%zt	3%	3%	5%	3%	5%	3%	3%	5%r	2%	-	3%	3%
Pensions/Social security/Benefits	130	26	55	17	68	20	29	31	71	28	119	10	24	43	17	32	10	18	117
	12%g	9%	14%a	12%	13%	15%	16%a	9%	14%	14%	13%	8%	11%	12%	14%	12%	10%	15%	11%
Petrol prices/Fuel	25	4	7	9	14	2	2	9	11	4	21	3	8	7	3	10	4	5	23
	2%	1%	2%	6%zabe	3%	1%	1%	3%	2%	2%	2%	2%	4%	2%	2%	4%	4%	5%	2%
Pollution/ Environment	67	22	29	10	26	12	21	19	27	21	64	2	13	26	16	6	3	-	59
	6%kqs	8%	7%	7%	5%	9%	12%zbt	6%	5%	10%zh	7%k	2%	6%	7%	13%zqrs	2%	3%	-	6%
Population levels/ Overpopulation	54	13	21	11	32	5	7	8	25	21	50	4	8	26	4	17	6	7	48
	5%g	5%	5%	8%	6%	3%	4%	3%	5%	10%zgh	5%	3%	4%	7%z	3%	7%	7%	6%	5%
Pound/Exchange rate/Value of pound	9	2	4	4	1	2	2	5	3	1	8	1	2	4	1	*	-	*	9
	1%t	1%	1%t	3%zat	*	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	*	-	*	1%
Poverty/Inequality	179	43	67	16	56	22	43	71	80	28	160	19	51	59	31	29	7	10	181
	17%tqr	15%t	17%t	12%	11%	16%	23%zab	21%zhi	16%	13%	17%	15%	23%z	17%	26%zqr	12%	8%	9%	17%

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
Privatisation	26 2%	6 2%	14 4%t	1 1%	9 2%	8 6%zact	9 5%zt	8 2%	10 2%	8 4%	25 3%	1 1%	4 2%	10 3%	10 9%zqr	6 3%	1 1%	4 3%	26 2%
Public services in general	85 8%k	29 10%	54 14%zet	12 9%	38 7%	10 7%	28 15%zet	26 8%	41 8%	18 9%	80 9%	5 4%	18 8%	33 9%	12 10%	20 8%	8 9%	8 7%	75 7%
Race relations	56 5%jm	12 4%	18 5%	9 7%	25 5%	11 8%	12 7%	17 5%	27 5%	12 6%	41 4%	15 11%zi	13 6%rn	8 2%	14 11%zqr	13 5%	3 3%	8 7%	54 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	28 3%g	10 3%	8 2%	2 1%	9 2%	13 9%zabc ft	7 4%	4 1%	16 3%	8 4%g	26 3%	2 1%	6 3%	6 2%	13 11%zqs	8 3%	4 5%	3 2%	30 3%
Taxation	81 8%j	25 9%	32 8%	14 11%	38 7%	6 5%	16 9%	39 12%zhi	32 6%	11 5%	58 6%	22 17%zi	25 11%	37 10%z	9 7%	26 10%r	4 4%	11 9%	85 8%
Trade unions/ Strikes	11 1%	3 1%	7 2%	2 1%	5 1%	4 3%	4 2%	4 1%	4 1%	3 1%	9 1%	2 2%	3 1%	4 1%	3 3%	4 2%	3 3%	1 *	12 1%
Transport/Public transport	38 4%j	13 4%	20 5%	3 2%	17 3%	4 3%	10 6%	15 5%	14 3%	8 4%	28 3%	9 7%zi	8 4%	10 3%	7 6%	12 5%	4 4%	2 2%	42 4%
Unemployment/ Factory closure/ Lack of industry	176 17%etj	41 15%	53 14%	24 18%e	71 14%	12 9%	31 17%e	61 18%	86 17%	29 14%	141 15%	35 27%zi	29 13%	63 18%	17 14%	38 15%	16 17%	19 17%	181 17%
Other	65 6%t	19 7%ft	17 4%	6 4%	20 4%	9 6%	5 3%	19 6%	29 6%	17 8%	60 7%	4 3%	11 5%	22 6%	12 10%q	11 4%	4 4%	5 4%	64 6%
MEAN NUMBER OF MENTIONS	3.39h	3.91zt	4.21zt	4.52za t	3.55z t	4.46za t	4.87za bt	3.54h	3.14	3.77zh	3.40	3.27	3.45	3.39	4.26zq rs	3.26	3.16	3.19	3.35
STANDARD ERROR	0.06	0.14	0.12	0.20	0.08	0.25	0.22	0.10	0.07	0.19	0.06	0.17	0.13	0.10	0.25	0.10	0.16	0.14	0.06

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1054	289	370	128	509	130	177	374	493	187	887	164	195	353	118	268	90	123	1054
WEIGHTED BASE	1054	285	386	135	524	136	182	331	515	207	923	128	217	357	122	256	94*	118	1054
	100%	27%	37%	13%	50%	13%	17%	31%	49%	20%	88%	12%	21%	34%	12%	24%	9%*	11%	100%
ERROR VARIANCE	*	0.02	0.01	0.04	0.01	0.06	0.05	0.01	*	0.04	*	0.03	0.02	0.01	0.06	0.01	0.02	0.02	*
Don't know	84	12	3	3	15	2	1	32	39	13	71	14	19	26	3	23	8	9	93
	8%abce fip	4%bf	1%	2%	3%b	2%	*	10%	8%	6%	8%	11%	9%	7%	3%	9%p	9%	8%	9%
Personal finances (NET)	339	83	104	41	126	34	61	149	138	52	278	61	90	114	44	71	16	31	349
	32%bth ijr	29%	27%	30%	24%	25%	34%bt	45%zhi	27%	25%	30%	48%zj	41%zm	32%	37%r	28%r	17%	26%	33%
Median	2	3	3	3	3	3	4	3	2	3	2	2	3	2	3	2	2	2	2

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

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 (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1054	192	144	188	142	223	165	1054
WEIGHTED BASE	1054	169	152	193	160	208	171	1054
	100%	16%	14%	18%	15%	20%	16%	100%
Ageing population/ Social care for the elderly	93 9%b	16 9%	6 4%	20 10%b	18 11%b	20 9%	15 9%	94 9%
AIDS	1 *	1 *	-	-	-	-	-	1 *
Animal welfare	28 3%	5 3%	8 5%e	2 1%	5 3%	3 1%	5 3%	25 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	5 *	1 1%	2 1%	-	-	1 1%	-	3 *
Common Market/EU/ Europe/Euro/ Constitution	82 8%bd	9 5%	5 3%	18 9%d	5 3%	32 15%zab df	14 8%	90 9%
Countryside/Rural life	14 1%	1 1%	1 1%	2 1%	3 2%	4 2%	3 2%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	135 13%e	16 9%	24 16%e	24 13%	29 18%ae	17 8%	26 15%e	128 12%
Defence/Foreign affairs/ International terrorism	136 13%b	24 14%	11 7%	22 11%	18 11%	42 20%zb cdf	18 11%	130 12%
Drug abuse	76 7%e	16 9%e	17 11%ce	9 5%	13 8%e	5 2%	16 10%e	74 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1054	192	144	188	142	223	165	1054
WEIGHTED BASE	1054	169	152	193	160	208	171	1054
	100%	16%	14%	18%	15%	20%	16%	100%
Economy/Economic situation	285	52	28	78	31	66	29	289
	27% ^{bd}	31% ^{bd}	19%	41% ^{zb}	20%	32% ^{bd}	17%	27%
	f	f	df		f			
Education/Schools	182	40	17	40	28	38	18	177
	17% ^{bf}	24% ^{zb}	11%	21% ^{bf}	18%	18%	11%	17%
	f	f						
Foot and mouth outbreak/Farming crisis	1	-	1	-	1	-	-	2
	*	-	*	-	*	-	-	*
Housing	164	41	23	30	23	27	20	169
	16%	24% ^{zd}	15%	16%	14%	13%	12%	16%
	ef							
Immigration/immigrants	524	62	65	75	84	123	115	509
	50% ^{ac}	36%	43%	39%	52% ^{ac}	59% ^{za}	68% ^{za}	48%
					bc	bcd		
Inflation/Prices	78	16	16	8	20	5	14	82
	7% ^e	9% ^e	10% ^{ce}	4%	12% ^{zce}	2%	8% ^e	8%
Local government/Council tax	33	10	7	5	5	5	1	36
	3% ^f	6% ^{zf}	5% ^f	3%	3%	2%	1%	3%
Low pay/Minimum wage/Fair wages	129	25	35	20	24	17	7	138
	12% ^{ef}	15% ^{ef}	23% ^{zc}	11% ^f	15% ^f	8%	4%	13%
		ef						
Morality/Individual behaviour/Lifestyle	41	5	2	10	10	8	6	41
	4%	3%	1%	5%	6% ^b	4%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1054	192	144	188	142	223	165	1054
WEIGHTED BASE	1054	169	152	193	160	208	171	1054
	100%	16%	14%	18%	15%	20%	16%	100%
National health service/Hospitals/Healthcare	386 37%b	60 36%b	30 20%	75 39%b	64 40%b	95 45%zb	62 36%b	370 35%
Nationalisation/ Government control of institutions	28 3%	10 6%zbc	-	2 1%	7 4%b	6 3%	4 2%	26 2%
Northern Ireland	3 *	2 1%	1 *	-	-	1 *	-	4 *
Nuclear weapons/ Nuclear war/ Disarmament	32 3%	8 5%	7 5%	4 2%	4 2%	8 4%	2 1%	30 3%
Pensions/Social security/Benefits	130 12%	14 8%	18 12%	18 9%	19 12%	32 16%a	29 17%a	117 11%
Petrol prices/Fuel	25 2%	3 2%	5 3%	5 3%	3 2%	4 2%	3 2%	23 2%
Pollution/ Environment	67 6%f	9 6%f	6 4%	23 12%zab df	6 4%	22 11%zbd f	1 *	59 6%
Population levels/ Overpopulation	54 5%	4 3%	3 2%	15 8%ab	8 5%	14 7%	9 6%	48 5%
Pound/Exchange rate/Value of pound	9 1%	2 1%	2 1%	3 1%	-	-	3 2%	9 1%
Poverty/Inequality	179 17%f	43 25%zb df	20 13%	40 21%f	25 15%	38 18%f	14 8%	181 17%

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

Respondent type : GB Adults 18+
Fieldwork dates : 31st July - 9th August 2015
Number of sample points : 179
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1054	192	144	188	142	223	165	1054
WEIGHTED BASE	1054	169	152	193	160	208	171	1054
	100%	16%	14%	18%	15%	20%	16%	100%
Privatisation	26 2%	5 3%	3 2%	3 2%	5 3%	7 3%	4 2%	26 2%
Public services in general	85 8% ^b	12 7%	5 3%	15 8%	21 13% ^{zb}	22 10% ^b	11 6%	75 7%
Race relations	56 5%	12 7%	9 6%	8 4%	8 5%	11 5%	8 4%	54 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	28 3%	4 3%	-	6 3% ^b	3 2%	11 5% ^{zb}	4 3%	30 3%
Taxation	81 8% ^f	19 11% ^{ze} f	15 10% ^f	18 9% ^f	13 8%	9 4%	6 3%	85 8%
Trade unions/ Strikes	11 1%	3 2%	1 *	3 1%	2 1%	3 1%	- -	12 1%
Transport/Public transport	38 4%	4 2%	5 3%	7 4%	6 4%	13 6% ^z	3 2%	42 4%
Unemployment/ Factory closure/ Lack of industry	176 17%	33 20%	33 21% ^e	26 14%	28 17%	26 12%	31 18%	181 17%
Other	65 6%	7 4%	8 5%	12 6%	6 4%	22 11% ^{zad}	9 5%	64 6%
MEAN NUMBER OF MENTIONS	3.39 ^b f	3.59 ^b f	3.02	3.43 ^b f	3.43	3.69 ^z bf	3.07	3.35
STANDARD ERROR	0.06	0.16	0.12	0.13	0.19	0.14	0.10	0.06

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

Respondent type : GB Adults 18+
 Fieldwork dates : 31st July - 9th August 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1054	192	144	188	142	223	165	1054
WEIGHTED BASE	1054	169	152	193	160	208	171	1054
	100%	16%	14%	18%	15%	20%	16%	100%
ERROR VARIANCE	*	0.03	0.01	0.02	0.04	0.02	0.01	*
Don't know	84	14	21	14	9	12	14	93
	8%	8%	14%	7%	6%	6%	8%	9%
Personal finances (NET)	339	71	59	62	56	56	36	349
	32% ^f	42% ^{ze}	38% ^{ef}	32% ^f	35% ^f	27%	21%	33%
Median	2	3	2	2	2	3	2	2

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

	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+	1054
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054

	Page	Table	Title	Base Description	Base
	31	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	36	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	41	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054

	Page	Table	Title	Base Description	Base
●	46	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1054
