

ISSUES INDEX (FINAL)

Table 1
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174	
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174	
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%	
Ageing population/ Social care for the elderly	13 1%	2 *	11 2%a	-	1 *	1 *	2 1%	5 3%i	5 2%i	1 *	3 1%	10 2%i	1 *	12 2%	4 1%	3 1%	2 1%	4 1%	7 1%	6 1%	13 1%	
AIDS	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *	
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Common Market/EU/ Europe/Euro/ Constitution	18 1%	12 2%	6 1%	1 1%	2 1%	2 1%	3 1%	5 3%	6 2%	3 1%	4 1%	11 2%	4 1%	13 2%	8 3%	4 1%	1 1%	4 1%	13 2%	5 1%	16 1%	
Countryside/Rural life	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	*	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	33 6%	21 4%	7 5%	11 6%	12 6%	8 4%	6 4%	10 4%	18 6%	19 5%	16 4%	30 6%	24 4%	13 4%	16 5%	9 3%	15 5%	30 5%	24 4%	54 5%	
Defence/Foreign affairs/ International terrorism	10 1%	2 *	8 1%	3 2%	1 *	1 *	2 1%	2 1%	2 1%	3 1%	3 1%	4 1%	4 1%	6 1%	3 1%	2 1%	*	5 2%	5 1%	5 1% ⁿ	12 1%	
Drug abuse	3 *	* *	2 *	-	* *	1 1%	-	* *	1 *	* *	1 *	1 *	2 *	1 *	-	1 *	1 *	1 *	1 *	1 *	2 *	4 *
Economy/Economic situation	446 38%	230 39%	216 37%	41 29%	77 41% ^{ch}	93 45% ^{ch}	75 37%	81 45% ^{ch}	79 30%	118 36% ^c	168 41% ^{ch}	160 36% ^h	211 40%	235 36%	132 44% ^{oq}	143 43% ^{no}	94 35%	77 27%	275 44% ^{no}	171 31%	408 35%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
Overlap formulae used.
Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
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%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Education/Schools	17	10	7	5	3	2	3	-	4	8	4	4	10	7	9	4	4	1	12	4	16
	1%	2%	1%	3%gk	2%	1%	1%	-	2%	3%	1%	1%	2%	1%	3%o	1%	1%	*	2%m	1%	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	17	19	4	10	4	12	-	6	14	16	6	18	18	6	9	11	10	15	21	41
	3%	3%	3%	3%g	5%gk	2%	6%gk	-	2%	4%gk	4%gk	1%	3%	3%	2%	3%	4%	3%	2%	4%	3%
Inflation/Prices	65	32	33	7	15	14	8	7	14	22	22	21	37	29	14	16	19	16	31	35	64
	6%	5%	6%	5%	8%	7%	4%	4%	5%	7%	5%	5%	7%	4%	5%	5%	7%	6%	5%	6%	5%
Local government/Council tax	8	6	2	1	1	-	5	-	1	2	5	1	2	6	3	4	1	1	6	2	7
	1%	1%	*	*	1%	-	3%hk	-	*	1%	1%	*	*	1%	1%	1%	*	*	1%	*	1%
Low pay/Minimum wage/Fair wages	10	7	4	2	3	1	1	2	1	5	2	3	6	5	-	5	2	3	5	5	13
	1%	1%	1%	1%	2%	*	1%	1%	*	2%	*	1%	1%	1%	-	2%p	1%	1%	1%	1%	1%
Morality/Individual behaviour/Lifestyle	9	6	4	1	-	1	1	2	4	1	2	6	2	7	4	3	1	2	7	3	12
	1%	1%	1%	1%	-	1%	*	1%	2%	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%
National health service/Hospitals/Healthcare	25	9	16	2	1	3	2	4	13	2	6	17	5	19	8	4	5	7	12	12	28
	2%	1%	3%	1%	*	2%	1%	2%	5%dij	1%	1%	4%di	1%	3%	3%	1%	2%	2%	2%	2%	2%
Nationalisation/Government control of institutions	2	2	-	-	-	-	-	2	-	-	-	2	-	2	-	2	-	-	2	-	2
	*	*	-	-	-	-	-	1%	-	-	-	*	-	*	-	1%	-	-	*	-	*
Northern Ireland	2	2	-	-	-	2	-	-	-	-	2	-	2	-	-	-	2	-	-	2	1
	*	*	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	1%	-	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	13 1%	3 1%	10 2%	-	1 1%	4 2%	1 1%	3 1%	4 2%	1 *	6 1%	7 1%	6 1%	8 1%	5 2%	2 1%	4 1%	2 1%	7 1%	6 1%	11 1%
Petrol prices/Fuel	1 *	1 *	1 *	-	1 *	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-	1 *	-	-	1 *	-	2 *
Pollution/ Environment	10 1%	7 1%	3 *	1 *	-	1 *	4 2%	2 1%	3 1%	1 *	5 1%	5 1%	1 *	9 1%	4 1%	4 1%	-	2 1%	8 1%	2 *	10 1%
Population levels/ Overpopulation	12 1%	8 1%	4 1%	1 1%	2 1%	-	2 1%	1 *	6 2%	3 1%	2 *	6 1%	3 1%	8 1%	-	2 1%	6 2%lp	4 1%	2 *	10 2%p	13 1%
Pound/Exchange rate/Value of pound	2 *	2 *	-	-	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	-	-	2 *	-	2 *
Poverty/Inequality	58 5%	27 5%	32 5%	15 11%deg hijk	5 3%	2 1%	16 8%ej	8 4%	12 4%	21 6%de	18 4%e	19 4%	23 4%	35 5%	20 7%m	9 3%	15 6%	14 5%	29 5%m	29 5%	52 4%
Privatisation	2 *	2 *	-	-	-	-	-	2 1%j	-	-	-	2 1%	-	2 *	2 1%	-	-	-	2 *	-	1 *
Public services in general	5 *	4 1%	1 *	1 1%	1 1%	1 *	1 *	-	1 *	2 1%	1 *	1 *	3 1%	2 *	1 *	2 *	2 1%	-	2 *	2 *	6 1%
Race relations/ Immigration/ Immigrants	113 10%	61 10%	52 9%	8 6%	7 4%	16 8%	17 9%	21 12%di	44 16%cde fij	15 5%	33 8%	65 15%cde ij	31 6%	82 13%	24 8%	32 10%	26 10%	31 11%	56 9%	57 10%	120 10%

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	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2*	-	-	-	-	-	1	1*	-	-	2	-	2*	2	-	*	-	2	*	3*
Taxation	4*	2*	2*	-	3	1	-	-	-	3	1	-	4	-	-	1	2	1	1	3	4*
Trade unions/ Strikes	1*	1*	-	-	-	-	-	1	-	-	-	1	-	1*	-	1	-	-	1	-	1*
Transport/Public transport	7	3	4	-	-	-	3	-	4	-	3	4	-	7	-	2	3	2	2	5	7
	1%	1%	1%	-	-	-	1%	-	2% ⁱ	-	1%	1%	-	1%	-	1%	1%	1%	*	1%	1%
Unemployment/ Factory closure/ Lack of industry	142	68	73	23	24	30	26	18	20	47	56	38	77	64	20	43	36	42	63	79	150
	12%	11%	13%	16% ^{hk}	13%	14% ^h	13%	10%	8%	14% ^{hk}	14% ^{hk}	9%	14%	10%	7%	13% ^{lp}	14% ^l	15% ^l	10%	14% ^l	13%
Other	25	10	16	2	1	9	3	3	8	3	12	11	11	14	10	3	4	8	13	13	25
	2%	2%	3%	2%	*	4% ^{di}	1%	2%	3% ^{di}	1%	3%	3%	2%	2%	3%	1%	2%	3%	2% ^m	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	62	22	40	15	15	8	5	4	15	30	12	19	38	24	7	9	18	29	15	46	73
	5%	4%	7% ^{aa}	11% ^{efg}	8% ^{fgj}	4%	2%	2%	6%	9% ^{efg}	3%	4%	7%	4%	2%	3%	7% ^{lm}	10% ^{lmp}	2%	8% ^{lmp}	6%
No answer	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	1
	*	*	-	-	-	-	1%	-	-	-	*	-	-	*	-	-	-	*	-	*	*

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH 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)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Ageing population/ Social care for the elderly	13 1%	9 1%	1 2%e	4 5%ade ghij	4 1%	-	8 2%aeg	7 2%	2 *	-	*	*	6 1%	4 1%	1 1%	2 1%	10 1%	13 1%
AIDS	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	1 1%o	-	-	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	18 1%	15 1%d	3 6%acd e	-	-	-	8 2%de	5 2%	10 2%de	3 2%de	8 2%de	6 3%de	7 2%	7 2%	* *	3 1%	14 2%	16 1%
Countryside/Rural life	* *	* *	-	-	-	-	-	-	* *	-	* *	* *	* *	-	-	-	-	* *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	49 5%	2 4%	3 4%	16 4%	13 4%	21 6%	19 6%	17 4%	7 5%	10 3%	4 2%	10 3%	23 6%	8 5%	11 5%	33 4%k	54 5%
Defence/Foreign affairs/ International terrorism	10 1%	10 1%	* 1%	-	3 1%	3 1%	2 1%	2 1%	5 1%	-	4 1%	4 2%	4 1%	2 1%	3 2%	1 *	7 1%	12 1%
Drug abuse	3 *	2 *	-	1 1%fgi	3 1%a	2 1%	-	-	-	-	-	-	1 *	1 *	1 1%	-	2 *	4 *

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UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Economy/Economic situation	446	401	19	25	151	125	113	94	183	52	143	90	146	185	36	77	332	408
	38%	38%	42%	33%	38%	39%	33%	32%	41% ^f	36%	43% ^f	48% ^{ac}	37% ^m	47% ^{km}	23%	34% ^m	42% ^{km}	35%
Education/Schools	17	17	-	-	5	5	2	2	10	2	5	4	7	5	1	4	12	16
	1%	2%	-	-	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	*	2%	2%	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	33	-	3	11	8	13	13	12	4	7	3	6	8	10	13	13	41
	3%	3%	-	4%	3%	3%	4%	5%	3%	3%	2%	2%	1%	2%	6% ^{klo}	6% ^{klo}	2%	3%
Inflation/Prices	65	59	-	6	21	15	24	24	21	6	14	8	19	21	11	15	40	64
	6%	6%	-	8%	5%	5%	7%	8%	5%	4%	4%	4%	5%	5%	7%	6%	5%	5%
Local government/ Council tax	8	7	1	*	1	1	1	-	6	3	6	3	2	4	1	2	6	7
	1%	1%	1%	1%	*	*	*	-	1%	2%	2%	2%	*	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	10	10	-	-	1	1	6	6	4	3	3	-	2	2	2	3	5	13
	1%	1%	-	-	*	*	2% ^d	2%	1%	2%	1%	-	1%	1%	1%	2%	1%	1%
Morality/ Individual behaviour/ Lifestyle	9	8	-	2	5	3	3	3	2	-	2	2	7	1	1	1	8	12
	1%	1%	-	2%	1%	1%	1%	1%	*	-	*	1%	2%	*	*	*	1%	1%
National health service/Hospitals/ Healthcare	25	21	2	2	11	10	5	3	8	2	6	4	11	4	6	3	15	28
	2%	2%	4%	2%	3%	3%	1%	1%	2%	1%	2%	2%	3%	1%	4% ^l	2%	2%	2%
Nationalisation/ Government control of institutions	2	1	-	1	1	-	-	-	1	-	1	1	2	-	-	-	2	2
	*	*	-	1%	*	-	-	-	*	-	*	1%	*	-	-	-	*	*

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BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Northern Ireland	2*	2*	-	-	-	-	-	-	2*	2	2*	-	-	2*	-	-	2*	1*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	13 1%	12 1%	-	1 2%	5 1%	4 1%	2 1%	2 1%	6 1%	-	5 1%	5 2%	7 2%	3 1%	1 *	3 1%	10 1%	11 1%
Petrol prices/Fuel	1 *	1 *	-	-	-	-	1 *	1 *	1 *	-	1 *	1 *	-	-	-	-	1 1%o	2 *
Pollution/ Environment	10 1%	9 1%	1 1%	-	2 *	2 1%	4 1%	3 1%	4 1%	-	4 1%	4 2%	5 1%	3 1%	1 *	2 1%	7 1%	10 1%
Population levels/ Overpopulation	12 1%	11 1%	1 2%	-	3 1%	3 1%	5 1%	4 1%	3 1%	3 2%	3 1%	-	9 2%lo	-	* *	2 1%	9 1%	13 1%
Pound/Exchange rate/Value of pound	2 *	2 *	-	-	-	-	1 *	1 *	1 *	1 *	1 *	-	1 *	-	1 *	-	1 *	2 *
Poverty/Inequality	58 5%	54 5%	2 5%	2 3%	20 5%	17 5%	19 6%	17 6%	20 4%	7 5%	13 4%	6 3%	16 4%	22 6%	10 6%	10 4%	39 5%	52 4%
Privatisation	2 *	2 *	-	-	-	-	-	-	2 1%	-	2 1%	2 1%a	2 1%	-	-	-	2 *	1 *
Public services in general	5 *	4 *	-	1 1%f	4 1%	3 1%	-	-	1 *	-	1 *	1 *	1 *	1 *	1 1%	1 1%	2 *	6 1%
Race relations/ Immigration/ Immigrants	113 10%	104 10%g	4 9%	4 5%	36 9%	32 10%	45 13%g	40 14%	32 7%	10 7%	26 8%	15 8%	58 15%ln	29 7%	17 11%n	9 4%	87 11%ln	120 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
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	
	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)		
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	1*	-	2	2	1	-	-	-	-	-	-	1*	1*	*	-	2*	3*
				2%afg	1%a	*	-	-	-	-	-	-	*	*	*	-	*	*
Taxation	4*	4*	-	-	1*	1*	1*	1*	2*	1*	1*	-	-	2	1	1	2	4*
														1%	*	1%	*	*
Trade unions/ Strikes	1*	1*	-	-	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	1*
													*	-	-	-	*	*
Transport/Public transport	7	7	-	-	3	3	2	2	3	1	3	1	3	3	*	1	5	7
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Unemployment/ Factory closure/ Lack of industry	142	119	7	15	60	45	29	23	52	25	43	18	29	48	29	34	77	150
	12%	11%	15%	20%af	15%af	14%af	9%	8%	12%	17%af	13%	10%	7%	12%k	18%ko	15%k	10%k	13%
				j					g									
Other	25	23	*	2	6	4	8	8	11	5	8	3	15	4	5	2	19	25
	2%	2%	1%	2%	1%	1%	2%	3%	3%	3%	2%	2%	4%lno	1%	3%	1%	2%l	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
Don't know	62	56	2	3	19	16	19	17	23	9	12	3	17	9	10	24	26	73
	5%	5%j	5%	4%	5%	5%	6%	6%	5%ij	6%j	4%j	2%	4%	2%	6%lo	11%klo	3%	6%
No answer	1*	1*	-	-	-	-	-	-	1*	1	1	-	-	-	1	-	-	1*
									*	1%	*	-	-	-	1%o	-	-	*

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

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 (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1174	366	107	701	73	35	170	357	48	1004	218	182	248	305	1174
WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Ageing population/ Social care for the elderly	13 1%	3 1%	4 3%a	7 1%	- -	- -	3 1%	3 1%	- -	11 1%	3 1%	2 1%	4 1%	- -	13 1%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	18 1%	7 1%	2 1%	9 2%	* 1%	1 3%	7 4%i	5 2%	1 3%	10 1%	9 4%i	1 1%	6 2%	3 1%	16 1%
Countryside/Rural life	* *	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	27 6%	6 5%	20 4%	3 6%	3 6%	3 1%	15 4%	5 9%f	51 5%	7 3%f	8 5%	16 5%	20 6%	54 5%
Defence/Foreign affairs/ International terrorism	10 1%	- -	1 1%	9 2%a	2 5%a	- -	2 1%	- -	- -	8 1%	2 1%	1 1%	3 1%	3 1%	12 1%
Drug abuse	3 *	- -	1 1%	2 *	* 1%a	- -	- -	* *	- -	3 *	- -	* *	- -	1 *	4 *

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

Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

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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 (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1174	366	107	701	73	35	170	357	48	1004	218	182	248	305	1174
WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Economy/Economic situation	446	222	48	176	11	22	89	121	27	357	117	45	147	144	408
	38%	45%cd	37%	31%	22%	49%	47%gi	36%	51%	36%	48%gi	30%	45%l	42%	35%
Education/Schools	17	3	4	9	-	-	1	9	1	16	2	1	4	4	16
	1%	1%	3%	2%	-	-	1%	3%	2%	2%	1%	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	14	5	17	1	-	3	9	4	33	7	2	10	12	41
	3%	3%	4%	3%	2%	-	2%	3%	8%	3%	3%f	1%	3%	4%	3%
Inflation/Prices	65	33	4	29	1	2	8	19	*	58	8	6	13	22	64
	6%	7%	3%	5%	2%	5%	4%	6%	1%	6%	3%	4%	4%	7%	5%
Local government/Council tax	8	6	-	2	*	-	-	4	3	8	3	*	3	-	7
	1%	1%	-	*	1%	-	-	1%	5%fi	1%	1%	*	1%	-	1%
Low pay/Minimum wage/Fair wages	10	4	1	5	1	1	*	5	-	10	*	2	-	3	13
	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*	1%	-	1%	1%
Morality/Individual behaviour/Lifestyle	9	3	*	6	*	-	3	3	-	6	3	2	2	2	12
	1%	1%	*	1%	1%	-	2%	1%	-	1%	1%	1%	1%	*	1%
National health service/Hospitals/Healthcare	25	4	2	19	1	-	4	10	3	21	7	7	5	5	28
	2%	1%	1%	3%a	3%	-	2%	3%	5%	2%	3%	4%	2%	2%	2%
Nationalisation/Government control of institutions	2	1	-	1	-	-	-	1	-	2	-	-	1	-	2
	*	*	-	*	-	-	-	*	-	*	-	-	*	-	*

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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Northern Ireland	2*	2*	-	-	-	-	2	-	-	-	2	-	2	2	1
							1%i	-	-	-	1%i	-	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	13 1%	1*	3 2%a	10 2%a	1 2%a	1 1%	5 3%	4 1%	-	9 1%	5 2%	1 1%	4 1%	4 1%	11 1%
Petrol prices/Fuel	1 *	1*	-	1 *	-	-	1 *	-	1 1%	1 1%	1 1%	-	1 *	1 *	2 *
Pollution/ Environment	10 1%	7 1%	1 *	3 *	-	2 4%	1 *	4 1%	2 3%	9 1%	3 1% ^f	1 *	6 2%	3 1%	10 1%
Population levels/ Overpopulation	12 1%	3 1%	-	9 2%	1 2%	-	1 1%	3 1%	-	11 1%	1 *	3 2%	3 1%	1 *	13 1%
Pound/Exchange rate/Value of pound	2 *	-	1 *	1 *	-	-	-	1 *	-	2 *	-	-	-	-	2 *
Poverty/Inequality	58 5%	15 3%	11 8%a	32 6%	5 9%a	1 2%	8 4%	14 4%	1 2%	50 5%	9 4%	11 8%	13 4%	9 3%	52 4%
Privatisation	2 *	2 *	-	-	-	-	-	2 1%	-	2 *	-	-	2 1%	-	1 *
Public services in general	5 *	2 *	1 1%	2 *	-	-	-	3 1%	-	5 *	-	-	2 *	2 *	6 1%
Race relations/ Immigration/ Immigrants	113 10%	37 8%	6 4%	70 13%ab	3 5%	4 9%	23 12%g	22 6%	2 3%	90 9%g	25 10%	13 9%	25 8%	23 7%	120 10%

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

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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	2 *	- -	1 *	- -	- -	1 1%	* *	- -	1 *	1 1%	- -	1 *	- -	3 *
Taxation	4 *	1 *	1 1%	2 *	1 3%ac	- -	- -	3 1%	- -	4 *	- -	- -	2 1%	3 1%	4 *
Trade unions/ Strikes	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Transport/Public transport	7 1%	3 1%	1 1%	3 1%	1 3%	1 1%	3 1%	- -	6 1%	1 1%	- -	4 1%	- -	7 1%	
Unemployment/ Factory closure/ Lack of industry	142 12%	67 14%	14 11%	60 11%	15 29%abc	- -	15 8%	55 16%fij	3 5%	127 13%j	18 7%	23 16%	42 13%	41 12%	150 13%
Other	25 2%	6 1%	3 2%	16 3%	- -	5 10%	4 2%	6 2%	* 1%	21 2%	5 2%	7 5% _m	* *	5 2%	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
Don't know	62 5%	17 3%	8 6%	37 7% _a	4 7%	2 4%	3 2%	14 4%	1 1%	58 6%fj	4 2%	13 9% _m	6 2%	26 8%	73 6%
No answer	1 *	- -	1 1% _c	- -	- -	1 3%	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *

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

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	1174	608	167	212	258	63	113	278	672	224	1008	163	141	332	7	694	1174
WEIGHTED BASE	1180	652	182	223	261	62*	132*	255	699	226	1046	129	191	430	10**	549	1174
	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Ageing population/ Social care for the elderly	13 1%	2 *	3 2%	2 1%	1 1%	4 6%acdf	* *	* *	4 1%	9 4%gh	13 1%	1 1%	2 1%	5 1%	- -	7 1%	13 1%
AIDS	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	18 1%	9 1%	3 2%	2 1%	3 1%	2 3%	1 1%	3 1%	11 2%	4 2%	13 1%	4 3%	3 1%	6 1%	-	9 2%	16 1%
Countryside/Rural life	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	13 2%	10 6%ad	54 24%abdef	3 1%	4 7%ad	7 5%ad	11 4%	36 5%	7 3%	47 4%	7 5%	16 8%o	18 4%	-	20 4%	54 5%
Defence/Foreign affairs/ International terrorism	10 1%	5 1%	-	3 1%	-	10 17%abcd	-	1 *	5 1%	5 2%	10 1%	-	-	1 *	-	9 2% ^m	12 1%
Drug abuse	3 *	- -	- -	* *	- -	- -	- -	1 1%	2 *	- -	2 *	1 1%	- -	1 *	- -	2 *	4 *

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

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	1174	608	167	212	258	63	113	278	672	224	1008	163	141	332	7	694	1174
WEIGHTED BASE	1180	652	182	223	261	62*	132*	255	699	226	1046	129	191	430	10**	549	1174
	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Economy/Economic situation	446 38%	446 68%bcd ef	69 38% ^d	67 30%	69 26%	27 44% ^d	60 46% ^{cd}	89 35%	262 38%	95 42%	404 39%	42 33%	84 44% ^o	185 43% ^o	4 38%	173 32%	408 35%
Education/Schools	17 1%	6 1%	2 1%	-	2 1%	1 2%	17 13% ^{abcd} e	4 2%	6 1%	6 3%	15 1%	1 1%	6 3% ^m	2 1%	-	8 2%	16 1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36 3%	5 1%	3 2%	5 2%	4 2%	-	3 3%	9 4% ⁱ	26 4% ⁱ	1 *	29 3%	7 6%	4 2%	15 3%	-	17 3%	41 3%
Inflation/Prices	65 6%	20 3%	11 6% ^f	15 7% ^{af}	13 5% ^f	1 2%	-	18 7%	40 6%	8 3%	56 5%	9 7%	8 4%	28 7%	2 24%	27 5%	64 5%
Local government/Council tax	8 1%	3 *	1 1%	3 1%	2 1%	-	-	2 1%	7 1%	-	8 1%	-	1 1%	5 1%	-	2 *	7 1%
Low pay/Minimum wage/Fair wages	10 1%	4 1%	-	-	1 *	-	-	2 1%	7 1%	1 *	8 1%	2 2%	2 1%	3 1%	-	5 1%	13 1%
Morality/Individual behaviour/Lifestyle	9 1%	1 *	-	2 1%	* *	-	-	5 2%	3 *	2 1%	9 1%	* *	2 1%	4 1%	-	4 1%	12 1%
National health service/Hospitals/Healthcare	25 2%	6 1%	25 14% ^{acde} f	2 1%	4 1%	1 2%	2 1%	6 2%	13 2%	5 2%	23 2%	2 1%	3 1%	2 *	1 12%	19 3% ^m	28 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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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?
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	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Nationalisation/ Government control of institutions	2*	2*	-	1*	-	-	-	1*	1*	-	2*	-	-	1*	-	1*	2*
Northern Ireland	2*	-	-	-	-	-	2	-	2*	-	2*	-	-	2*	-	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	13	7	1	-	1	2	-	2	6	6	13	-	-	4	-	10	11
	1%	1%	1%	-	*	3% ^c	-	1%	1%	2%	1%	-	-	1%	-	2%	1%
Petrol prices/Fuel	1*	-	-	-	1*	-	-	-	1*	1*	1*	-	-	1*	-	1*	2*
	*	-	-	-	*	-	-	-	*	*	*	-	-	*	-	*	*
Pollution/ Environment	10	7	*	-	-	-	1	1	3	6	10	-	2	5	-	3	10
	1%	1%	*	-	-	-	1%	*	*	3% ^{gh}	1%	-	1%	1%	-	*	1%
Population levels/ Overpopulation	12	4	2	2	1	1	-	2	6	4	10	2	-	3	-	9	13
	1%	1%	1%	1%	*	2%	-	1%	1%	2%	1%	2%	-	1%	-	2%	1%
Pound/Exchange rate/Value of pound	2*	-	1	1	-	-	-	-	1*	1	1*	1*	1*	-	-	1*	2*
	*	-	1%	*	-	-	-	-	*	1%	*	*	*	-	-	*	*
Poverty/Inequality	58	10	8	9	11	2	5	9	42	7	52	5	9	18	-	31	52
	5%	2%	4% ^a	4% ^a	4% ^a	3%	4%	4%	6%	3%	5%	4%	5%	4%	-	6%	4%
Privatisation	2*	-	-	-	-	-	-	2	-	-	2	-	-	2	-	-	1
	*	-	-	-	-	-	-	1% ^h	-	-	*	-	-	1%	-	-	*

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	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Public services in general	5*	2*	2	-	1	-	1	3	1	1	4	1	1	2	-	2	6
	*	*	1%	-	*	-	1%	1%h	*	*	1%	1%	1%	*	-	*	1%
Race relations/Immigration/Immigrants	113	42	16	16	113	4	7	30	62	22	109	4	16	27	-	70	120
	10%	6%	9%	7%	43%abce	6%	6%	12%	9%	10%	10%k	3%	8%	6%	-	13%lm	10%
Scottish/Welsh assembly/Devolution/Constitutional reform	2*	1*	-	-	1*	-	-	2	-	-	2*	-	*	1*	-	1*	3*
	*	*	-	-	*	-	-	1%h	-	-	*	-	*	*	-	*	*
Taxation	4*	-	1	2	-	-	-	-	1	3	3	1	-	1	1	2	4
	*	-	1%	1%a	-	-	-	-	*	1%	*	1%	-	*	15%	*	*
Trade unions/Strikes	1*	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	1
	*	-	-	-	-	-	-	-	*	-	*	-	-	*	-	-	*
Transport/Public transport	7	-	1	2	-	-	1	1	4	2	6	-	-	4	-	3	7
	1%	-	*	1%	-	-	1%	1%	1%	1%	1%	-	-	1%	-	1%	1%
Unemployment/Factory closure/Lack of industry	142	49	22	34	26	-	22	22	102	18	117	23	24	57	1	60	150
	12%	8%e	12%e	15%ae	10%e	-	17%ae	9%	15%gi	8%	11%	18%j	12%	13%	12%	11%	13%
Other	25	5	-	3	1	3	3	10	13	2	25	-	1	8	-	16	25
	2%	1%	-	1%	*	4%abd	2%	4%	2%	1%	2%	-	*	2%	-	3%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Don't know	62	4	1	-	2	-	1	19	32	11	47	15	7	18	-	37	73
	5%	1%	*	-	1%	-	*	7%	5%	5%	4%	12%j	4%	4%	-	7%	6%
No answer	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	1
	*	-	-	-	-	-	-	-	*	-	*	-	-	*	-	-	*

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UNWEIGHTED BASE	1174	12	30	46	6	29	30	99	18	126	62	20	88	14	3	677	110	389	124	199	1174
WEIGHTED BASE	1180	13**	34**	44*	6**	30**	32**	101*	11**	120*	56*	19**	89*	16**	3**	679	114*	380	128*	183	1174
	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Ageing population/ Social care for the elderly	13 1%	-	1	2	-	1	-	1	-	-	2	-	-	-	-	6	4	3	1	2	13
	1%	-	4%	5% <i>i</i>	-	3%	-	1%	-	-	4%	-	-	-	-	1%	4% <i>q</i>	1%	1%	1%	1%
AIDS	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	18 1%	1	2	2	-	2	2	3	-	1	-	1	3	2	-	5	5	8	4	1	16
	1%	7%	5%	5% <i>o</i>	-	5%	8%	3%	-	1%	-	7%	3%	10%	-	1%	4%	2%	3%	1%	1%
Countryside/Rural life	* *	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	*	*	1
	*	-	-	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	*	*	*	*
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	54 5%	1	-	-	1	-	1	5	*	8	2	1	5	1	-	35	2	18	5	9	54
	5%	8%	-	-	17%	-	3%	5%	4%	6%	4%	4%	5%	7%	-	5%	2%	5%	4%	5%	5%
Defence/Foreign affairs/ International terrorism	10 1%	-	-	-	-	-	-	1	-	2	-	-	-	-	-	8	-	2	1	2	12
	1%	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	-	1%	1%	1%	1%
Drug abuse	3 *	-	-	-	-	-	-	1	*	*	-	-	1	1	-	*	-	2	1	*	4
	*	-	-	-	-	-	-	1%	4%	*	-	-	1% <i>o</i>	7%	-	*	-	1%	1%	*	*

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	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Economy/Economic situation	446	4	17	20	3	17	10	39	1	36	17	6	28	1	*	261	55	122	47	54	408
	38%	28%	50%	46%	44%	55%	30%	38%	8%	30%	30%	30%	31%	6%	14%	39%	48%qs	32%	36%	30%	35%
Education/Schools	17	-	-	2	2	2	1	1	-	2	2	-	1	2	-	10	2	7	2	4	16
	1%	-	-	6%	29%	6%	4%	1%	-	2%	3%	-	1%	11%	-	1%	2%	2%	2%	2%	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	-	1	1	-	*	-	2	1	1	1	1	7	-	-	21	3	12	2	4	41
	3%	-	3%	3%	-	1%	-	2%	7%	1%	2%	3%	7% <i>i</i>	-	-	3%	2%	3%	2%	2%	3%
Inflation/Prices	65	-	2	2	-	1	4	5	1	10	3	1	11	2	-	30	4	33	9	14	64
	6%	-	5%	4%	-	3%	13%	5%	6%	9%	5%	6%	12% <i>o</i>	14%	-	4%	4%	9%	7%	8%	5%
Local government/Council tax	8	3	-	-	-	-	-	-	-	1	-	-	2	-	-	3	3	3	-	1	7
	1%	19%	-	-	-	-	-	-	-	1%	-	-	3% <i>o</i>	-	-	*	2%	1%	-	*	1%
Low pay/Minimum wage/Fair wages	10	-	-	-	-	-	-	-	-	2	1	-	-	-	-	7	-	3	-	3	13
	1%	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	1%	-	1%	-	2%	1%
Morality/Individual behaviour/Lifestyle	9	-	-	-	-	-	-	2	-	*	-	1	-	-	-	5	-	4	2	1	12
	1%	-	-	-	-	-	-	2%	-	*	-	5%	-	-	-	1%	-	1%	2%	1%	1%
National health service/Hospitals/Healthcare	25	-	-	1	1	1	-	1	-	1	4	-	3	-	-	15	1	10	1	5	28
	2%	-	-	2%	9%	2%	-	1%	-	1%	7% <i>io</i>	-	4%	-	-	2%	1%	3%	1%	3%	2%
Nationalisation/Government control of institutions	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	2
	*	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*

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	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Northern Ireland	2*	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	2	-	1
	*	-	-	-	-	-	2%o	-	-	-	-	-	-	-	-	-	-	*	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	13 1%	-	-	2 4%o	-	-	1 4%	1 1%	1 5%	-	4 6%ilo	-	-	-	1 20%	4 1%	2 2%	7 2%	2 2%	4 2%	11 1%
Petrol prices/Fuel	1 *	-	-	-	-	-	-	-	-	1 1%	1 1%o	-	-	-	-	-	-	1 *	-	1 1%	2 *
Pollution/ Environment	10 1%	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	7 1%	1 1%	-	-	-	10 1%
Population levels/ Overpopulation	12 1%	-	1 4%	-	-	-	1 5%	1 1%	-	1 1%	-	1 5%	-	-	-	7 1%	1 1%	3 1%	2 1%	2 1%	13 1%
Pound/Exchange rate/Value of pound	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	2 *
Poverty/Inequality	58 5%	2 13%	-	4 10%	-	* 1%	-	4 4%	-	5 4%	1 2%	-	2 2%	-	2 67%	40 6%	7 6%	11 3%	4 3%	6 4%	52 4%
Privatisation	2 *	-	-	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	2 2%q	-	-	-	1 *
Public services in general	5 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	4 1%	-	1 *	-	-	6 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1174	12	30	46	6	29	30	99	18	126	62	20	88	14	3	677	110	389	124	199	1174
WEIGHTED BASE	1180	13**	34**	44*	6**	30**	32**	101*	11**	120*	56*	19**	89*	16**	3**	679	114*	380	128*	183	1174
	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Race relations/Immigration/Immigrants	113	-	5	-	-	2	7	14	*	21	5	2	1	-	-	62	5	45	21	24	120
	10%	-	15%	-	-	6%	24%	14%cl	2%	17%clo	9%	10%	2%	-	-	9%l	5%	12%p	17%p	13%p	10%
Scottish/Welsh assembly/Devolution/Constitutional reform	2	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	3
	*	-	-	-	-	-	-	-	15%	1%o	-	-	-	-	-	-	-	*	-	1%	*
Taxation	4	-	-	1	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	4
	*	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*
Trade unions/Strikes	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Transport/Public transport	7	-	1	-	-	-	-	-	-	-	-	-	-	-	-	6	1	-	-	-	7
	1%	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%
Unemployment/Factory closure/Lack of industry	142	1	1	5	-	3	1	13	5	22	11	4	23	5	-	70	11	63	14	33	150
	12%	9%	4%	12%	-	10%	3%	13%	41%	18%o	19%	19%	26%o	34%	-	10%	9%	17%	11%	18%	13%
Other	25	1	-	-	-	-	2	2	-	1	1	1	-	2	-	15	1	9	3	4	25
	2%	7%	-	-	-	-	5%	2%	-	1%	2%	6%	-	11%	-	2%	1%	2%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	62	-	1	-	-	-	1	2	1	3	2	1	1	-	-	49	1	10	3	6	73
	5%	-	3%	-	-	-	3%	2%	8%	2%	3%	5%	2%	-	-	7%	1%	3%	3%	3%	6%
No answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j/k/l/m/n/o - p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Ageing population/ Social care for the elderly	77 6%	30 5%	46 8%	3 2%	7 4%	9 4%	12 6%	25 14% cde fhij	20 8% ci	10 3%	21 5%	46 10% cde hij	19 3%	58 9%	15 5%	27 8% p	22 8%	14 5%	41 7%	35 6%	74 6%
AIDS	6 *	3 1%	3 *	1 1%	- -	- -	5 2% hk	- -	* *	1 *	5 1%	* *	1 *	5 1%	1 *	3 1%	1 *	1 *	4 1%	2 *	6 1%
Animal welfare	10 1%	3 *	7 1%	2 2% j	2 1%	- -	- -	1 1%	4 1% j	4 1% j	- -	5 1%	4 1%	5 1%	- -	4 1% p	2 1%	4 1%	4 1%	6 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 *	2 *	1 1%	1 *	1 1%	- -	- -	- -	2 1%	1 *	- -	3 1%	- -	1 *	1 *	- -	1 *	2 *	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	47 8% b	23 4%	2 1%	8 4%	12 6%	10 5%	16 9% ci	23 9% ci	10 3%	22 5%	38 9% ci	21 4%	48 7%	16 5%	23 7%	18 7%	13 5%	39 6%	31 6%	70 6%
Countryside/Rural life	11 1%	4 1%	7 1%	3 2% f	- -	3 1%	- -	2 1%	3 1%	3 1%	3 1%	5 1%	6 1%	5 1%	3 1%	4 1%	2 1%	2 1%	7 1%	4 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	128 22% b	94 16%	28 20% h	36 19% h	51 25% hk	43 21% h	33 19%	32 12%	64 20% h	94 23% hk	65 15% h	115 22%	107 17%	54 18%	66 20%	51 19%	51 18%	120 19%	103 19%	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	32 5%	30 5%	9 6%	9 5%	8 4%	9 4%	10 6%	17 6%	18 5%	17 4%	27 6%	25 5%	36 6%	15 5%	22 7%	9 4%	15 5%	38 6%	24 4%	63 5%
Drug abuse	33 3%	12 2%	21 4%	6 4%	2 1%	8 4%	4 2%	3 2%	9 3%	8 2%	12 3%	12 3%	17 3%	16 3%	5 2%	9 3%	10 4%	9 3%	14 2%	19 3%	33 3%
Economy/Economic situation	652 55%	342 58%	310 53%	67 48%	111 59% h	123 59% h	110 55%	120 67% cf hik	122 46%	177 54% c	233 57% h	242 54% h	301 56%	351 54%	188 63% no q	204 62% no q	137 51%	123 43%	392 62% no q	260 47%	608 52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 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+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Education/Schools	132	65	67	14	15	27	42	18	17	29	69	35	56	76	55	41	21	15	96	36	113
	11%	11%	11%	10%	8%	13%h	21%cd	10%	6%	9%	17%dhi	8%	10%	12%	18%no	13%oq	8%	5%	15%mn	6%	10%
							ghik				k				q			q			
Foot and mouth outbreak/Farming crisis	4	2	2	-	-	4	-	-	-	-	4	-	4	-	-	1	-	2	1	2	3
	*	*	*	-	-	2%ik	-	-	-	-	1%	-	1%	-	-	*	-	1%	*	*	*
Housing	125	65	60	21	28	29	23	8	17	49	52	25	78	48	30	27	38	30	57	68	118
	11%	11%	10%	15%gh	15%gh	14%gh	11%gk	4%	6%	15%gh	13%ghk	6%	15%	7%	10%	8%	14%mp	11%	9%	12%	10%
				k	k	k	k			k	ghk						mp				
Inflation/Prices	199	92	107	16	46	45	28	20	45	61	72	65	106	93	38	51	52	58	89	110	200
	17%	15%	18%	11%	25%cf	21%cg	14%	11%	17%	19%cg	18%	15%	20%	14%	13%	15%	19%	21%lp	14%	20%lp	17%
					gk																
Local government/Council tax	30	15	15	5	5	4	10	2	4	10	14	6	14	15	5	8	8	9	13	17	29
	3%	3%	2%	4%	3%	2%	5%k	1%	1%	3%	3%	1%	3%	2%	2%	2%	3%	3%	2%	3%	2%
Low pay/Minimum wage/Fair wages	84	38	46	11	19	12	16	15	12	30	27	27	41	43	14	22	22	26	37	48	86
	7%	6%	8%	8%	10%h	6%	8%	8%	5%	9%h	7%	6%	8%	7%	5%	7%	8%	9%	6%	9%	7%
Morality/Individual behaviour/Lifestyle	79	47	31	10	4	14	10	16	24	14	24	40	28	51	30	21	11	17	51	28	79
	7%	8%	5%	7%i	2%	7%	5%	9%d	9%di	4%	6%	9%di	5%	8%	10%nq	6%	4%	6%	8%mn	5%	7%
National health service/Hospitals/Healthcare	182	84	98	15	14	36	43	38	36	30	79	73	66	117	49	69	39	25	118	64	167
	15%	14%	17%	11%	8%	17%di	21%cd	21%cd	13%	9%	19%cd	17%dh	12%	18%	16%o	21%no	14%	9%	19%oq	12%	14%
							hi	hi			i	i				q					
Nationalisation/Government control of institutions	20	8	12	2	4	6	3	2	3	6	9	5	12	8	7	9	1	3	16	4	19
	2%	1%	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%	1%	2%	3%nq	*	1%	3%nq	1%	2%

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

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

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Northern Ireland	3	2	2	-	-	3	-	-	-	-	3	-	3	-	-	-	2	2	-	3	2
	*	*	*	-	-	2%k	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	10	6	4	3	1	1	4	1	*	4	5	1	5	5	3	5	1	1	8	2	11
	1%	1%	1%	2%hk	1%	*	2%hk	*	*	1%	1%	*	1%	1%	1%	2%q	*	*	1%	*	1%
Pensions/Social security/Benefits	98	43	55	5	9	17	17	24	26	14	34	50	31	67	16	31	26	24	47	51	97
	8%	7%	9%	3%	5%	8%	9%	13%cd	10%ci	4%	8%	11%cdi	6%	10%	5%	10%p	10%	9%	7%	9%	8%
Petrol prices/Fuel	58	36	23	5	5	18	15	9	6	11	33	14	29	30	12	23	17	6	35	24	50
	5%	6%	4%	4%	3%	9%hik	8%hk	5%	2%	3%	8%dhi	3%	5%	5%	4%	7%op	6%oq	2%	6%o	4%o	4%
Pollution/ Environment	49	24	25	5	4	11	15	4	10	9	27	13	20	29	16	19	6	8	35	14	43
	4%	4%	4%	4%	2%	5%	8%dgi	2%	4%	3%	6%ik	3%	4%	4%	5%	6%q	2%	3%	6%q	2%	4%
Population levels/ Overpopulation	48	28	20	6	5	7	13	5	12	11	20	17	18	30	15	16	9	8	31	17	41
	4%	5%	3%	4%	3%	3%	6%	3%	5%	3%	5%	4%	3%	5%	5%	5%	3%	3%	5%	3%	3%
Pound/Exchange rate/Value of pound	16	8	8	3	6	-	2	1	3	10	2	4	10	7	7	3	3	3	10	6	13
	1%	1%	1%	2%e	3%ej	-	1%	1%	1%	3%ej	1%	1%	2%	1%	2%	1%	1%	1%	2%m	1%	1%
Poverty/Inequality	158	71	87	30	26	23	27	23	29	56	50	52	80	79	40	39	40	40	79	80	152
	13%	12%	15%	22%eg	14%	11%	14%	13%	11%	17%hk	12%	12%	15%	12%	13%	12%	15%	14%	13%	14%	13%
Privatisation	17	11	6	1	4	3	4	3	2	4	8	5	8	10	9	5	2	2	14	3	15
	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	3%q	1%	1%	1%	2%mq	1%	1%
Public services in general	57	34	23	8	11	13	9	7	8	19	23	15	32	24	17	23	10	7	40	16	54
	5%	6%	4%	6%	6%	6%	5%	4%	3%	6%	6%	3%	6%	4%	6%	7%oq	4%	2%	6%oq	3%	5%

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

Respondent type : GB Adults 18+
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 Number of sample points : 140
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ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%
Race relations/ Immigration/ Immigrants	261 22%	147 25%	114 19%	28 20%	31 17%	42 20%	39 19%	39 22%	82 31%cd	60 18%	81 20%	121 27%di	102 19%	159 25%	60 20%	78 24%	64 24%	59 21%	137 22%	124 22%	258 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11 1%	6 1%	4 1%	- -	- -	1 1%	3 2%	3 2% ⁱ	3 1%	- -	4 1%	6 1%	1 *	9 1%	6 2% ^{oq}	4 1% ^q	* -	- -	10 2% ^q	* -	11 1%
Taxation	47 4%	26 4%	21 4%	6 4%	13 7% ^{gk}	13 6% ^{gk}	6 3%	2 1%	7 3%	19 6% ^{gk}	19 5%	10 2%	31 6%	16 2%	13 4%	13 4%	14 5%	7 3%	26 4%	21 4%	45 4%
Trade unions/ Strikes	5 *	3 *	2 *	1 1%	1 *	1 1%	- -	1 *	1 *	2 1%	1 *	2 *	3 1%	2 *	- -	3 1%	1 *	1 *	3 *	2 *	5 *
Transport/Public transport	22 2%	13 2%	9 2%	4 3% ^d	- -	2 1%	7 3% ^d	2 1%	8 3% ^d	4 1%	9 2%	10 2%	6 1%	16 2%	6 2%	4 1%	5 2%	7 2%	10 2%	12 2%	22 2%
Unemployment/ Factory closure/ Lack of industry	350 30%	184 31%	167 28%	44 32%	66 35% ^{hk}	63 30%	64 32%	53 29%	62 23%	110 34% ^{hk}	126 31%	115 26%	172 32%	178 28%	64 21%	107 33% ^{lp}	84 31% ^l	96 34% ^l	171 27% ^l	180 33% ^l	350 30%
Other	68 6%	37 6%	32 5%	6 4%	5 2%	15 7%	6 3%	12 7%	26 10% ^{cdf}	10 3%	20 5%	38 8% ^{dfi}	25 5%	43 7%	31 10% ^{mnq}	14 4%	8 3%	16 6%	45 7% ^{mn}	23 4%	66 6%
MEAN NUMBER OF MENTIONS	2.91	2.96	2.85	2.92	2.79	3.11 ^h	3.07 ^h	2.96 ^h	2.66	2.85	3.09 ^h	2.78 ^h	2.95	2.87	2.88	3.15 ^o	2.86	2.69	3.02 ^o	2.78	2.82
STANDARD ERROR	0.05	0.07	0.07	0.18	0.12	0.15	0.16	0.10	0.08	0.11	0.11	0.06	0.09	0.06	0.11	0.11	0.10	0.09	0.08	0.07	0.05

ERROR VARIANCE * 0.01 0.01 0.03 0.01 0.02 0.03 0.01 0.01 0.01 0.01 * 0.01 * 0.01 0.01 0.01 0.01 0.01 * *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	1174	606	568	170	169	171	164	177	323	339	335	500	510	664	200	394	272	308	594	580	1174	
WEIGHTED BASE	1180	594	586	139	187	208	201	180	265	326	409	445	534	646	300	328	269	283	628	552	1174	
	100%	50%	50%	12%	16%	18%	17%	15%	22%	28%	35%	38%	45%	55%	25%	28%	23%	24%	53%	47%	100%	
Don't know	147	64	82	33	24	22	19	15	34	57	40	49	79	67	21	33	37	55	54	92	167	
	12%	11%	14%	24% fghij k	de	13%	10%	9%	8%	13%	18% df	10%	11%	15%	10%	7%	10%	14% lp	19% lmp	9%	17% lm p	14%
No answer	3	1	2	2	-	-	1	-	-	2	1	-	2	1	2	-	-	1	2	1	2	
	*	*	*	1% k	-	-	1%	-	-	1%	*	-	*	*	1%	-	-	*	*	*	*	

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Ageing population/ Social care for the elderly	77 6%	61 6%h	4 8%h	12 16%ade fghi	32 8%aeh	20 6%h	23 7%h	19 6%	22 5%h	2 1%	16 5%h	14 8%hi	37 9%no	21 5%	8 5%	10 4%	58 7%	74 6%
AIDS	6 *	4 *	2 4%afg hi	- 1%	3 1%	3 1%	2 1%	* *	1 *	- -	1 *	1 *	1 *	2 *	3 2%kno	- -	3 *	6 1%
Animal welfare	10 1%	10 1%	- -	- 1%	3 1%	3 1%	4 1%	4 1%	3 1%	- -	- -	- -	3 1%	* *	1 1%	5 2%lo	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	3 *	- -	- *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 1%	1 *	1 *	- -	1 1%	2 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	59 6%e	4 9%	6 8%e	16 4%	10 3%	19 6%	15 5%	34 8%eh	5 3%	32 10%ad egh	28 15%ade fghi	29 7% m	21 5%	5 3%	13 6%	51 6%	70 6%
Countryside/Rural life	11 1%	11 1%	- -	- *	1 *	1 *	4 1%	4 1%	6 1%	- -	4 1%	4 2% d	6 1%	2 1%	* *	3 1%	8 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	204 19%	5 12%	14 17%	69 18%	56 18%	71 21%	66 22%	83 19%	36 25%gi j	63 19% j	27 14%	62 16%	83 21%	28 18%	49 22%	145 18% k	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	55 5%	6 13%acd hi	1 1%	17 4%	16 5%	22 6%	16 5%	23 5%h	3 2%	14 4%	11 6%	26 7%	17 4%	7 4%	10 4%	44 6%	63 5%
Drug abuse	33 3%	25 2%	3 6%gij	6 7%afg ij	20 5%agi j	14 4%agi j	8 2%	5 2%	5 1%	3 2%	3 1%	- -	10 3%	15 4%	5 3%	2 1%	25 3%	33 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Economy/Economic situation	652 55%	581 55%	28 62%	43 55%	216 55%	174 55%	179 52%	150 51%	257 58%	80 56%	206 62%af	126 67%ad	224 57%mn	255 65%mn	63 40%	106 47%	479 61%km	608 52%
Education/Schools	132 11%	124 12%f	4 9%	4 5%	45 11%cf	41 13%cf	20 6%	16 5%	67 15%ac	18 13%f	50 15%cf	31 17%cf	37 9%	62 16%kmn	15 9%	18 8%	99 13%k	113 10%
Foot and mouth outbreak/Farming crisis	4 *	2 *	- -	1 2%agi	2 1%	1 *	2 *	2 1%	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	3 *
Housing	125 11%	117 11%	3 6%	6 8%	33 8%	27 9%	42 12%	40 13%	50 11%	16 11%	36 11%	20 11%	29 7%	33 8%	26 16%kl	38 17%klo	62 8%	118 10%
Inflation/Prices	199 17%	178 17%	9 20%	12 15%	61 16%	50 16%	68 20%	59 20%	70 16%	35 24%ad	61 18%gj	25 13%	58 15%	63 16%	33 21%	45 20%	121 15%	200 17%
Local government/ Council tax	30 3%	24 2%	2 4%	4 5%	9 2%	5 2%	7 2%	5 2%	14 3%	6 4%	11 3%	5 3%	6 2%	10 2%	5 3%	9 4%	16 2%	29 2%
Low pay/Minimum wage/Fair wages	84 7%	78 7%	1 3%	5 6%	23 6%	18 6%	29 8%	27 9%	33 7%	10 7%	23 7%	13 7%	23 6%	22 6%	16 10%o	24 10%o	45 6%	86 7%
Morality/ Individual behaviour/ Lifestyle	79 7%	67 6%	2 4%	10 13%agh	32 8%	22 7%	22 6%	20 7%	25 6%	6 4%	22 7%	16 8%	48 12%lmn	13 3%	7 4%	9 4%	61 8%l	79 7%
National health service/Hospitals/ Healthcare	182 15%	166 16%h	8 18%	8 10%	55 14%	47 15%	51 15%	42 14%	77 17%h	13 9%	58 17%h	45 24%ac	66 17%	74 19%mn	18 11%	25 11%	140 18%mn	167 14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH 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)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Nationalisation/ Government control of institutions	20 2%	16 2%	2 4%	2 3%	7 2%	4 1%	6 2%	4 1%	8 2%	2 2%	8 2%	5 3%	9 2%	6 2%	2 1%	3 1%	15 2%	19 2%
Northern Ireland	3 *	3 *	- -	- -	- -	- -	2 *	2 1%	2 *	2 1%	2 *	- -	- -	2 *	- -	- -	2 *	2 *
Nuclear weapons/ Nuclear war/ Disarmament	10 1%	8 1%	2 4%gij	- -	3 1%	3 1%	6 2%	4 1%	1 *	1 1%	1 *	- -	2 *	5 1%	1 1%	2 1%	7 1%	11 1%
Pensions/Social security/Benefits	98 8%	82 8%h	7 15%h	9 11%h	33 8%h	24 8%h	33 10%h	26 9%	31 7%h	2 1%	24 7%h	22 12%gh	46 12%lno	23 6%	15 9%	14 6%	69 9%l	97 8%
Petrol prices/Fuel	58 5%	54 5%ghi	2 3%	3 3%	27 7%ghi	25 8%agh	22 6%ghi	20 7%	9 2%	1 1%	5 2%	4 2%	15 4%	27 7%	6 4%	10 4%	43 5%	50 4%
Pollution/ Environment	49 4%	43 4%	5 10%cde	1 1%	11 3%	10 3%	13 4%	9 3%	24 5%	4 3%	20 6%h	16 9%acc	18 5%em	21 5%em	1 1%	9 4%em	39 5%em	43 4%
Population levels/ Overpopulation	48 4%	44 4%	4 9%c	- -	14 3%	14 4%	17 5%c	13 4%	17 4%	4 3%	16 5%	12 7%cg	20 5%	20 5%	3 2%	5 2%	40 5%em	41 3%
Pound/Exchange rate/Value of pound	16 1%	15 1%	- -	1 1%	3 1%	2 1%	4 1%	4 1%	10 2%	2 1%	10 3%ade	8 4%ade	5 1%	4 1%	2 1%	5 2%	9 1%	13 1%
Poverty/Inequality	158 13%	142 13%	5 12%	11 14%	59 15%	48 15%	43 13%	38 13%	57 13%	13 9%	42 13%	29 15%	46 12%	51 13%	26 17%	35 15%	97 12%	152 13%

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

Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
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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+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
Privatisation	17 1%	17 2%	- -	- -	7 2%	7 2%	1 *	1 *	8 2%	2 1%	8 3% ^f	7 4% ^f	4 1%	6 2%	1 1%	5 2%	11 1%	15 1%
Public services in general	57 5%	51 5% ^h	3 7% ^h	3 4%	16 4%	13 4%	22 6% ^h	19 6%	19 4% ^h	1 1%	13 4% ^h	12 7% ^{hi}	17 4%	24 6%	7 4%	8 4%	41 5%	54 5%
Race relations/ Immigration/ Immigrants	261 22%	238 23% ^h	10 22%	12 16%	90 23% ^h	77 24% ^h	84 25% ^h	74 25%	87 20% ^h	20 14%	69 21% ^h	49 26% ^{gh}	111 28% ^{mn}	82 21%	30 19%	37 16%	193 24% ⁿ	258 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11 1%	1 *	2 4% ^{ae}	8 10% ^{ade}	9 2% ^{aeg}	1 *	2 *	- -	* -	- -	- -	- -	4 1%	6 1%	1 *	- -	10 1%	11 1%
Taxation	47 4%	45 4%	1 2%	1 1%	17 4%	16 5%	9 3%	8 3%	21 5% ^j	14 9% ^{acd}	16 5% ^j	3 1%	12 3%	16 4%	6 4%	14 6%	28 3%	45 4%
Trade unions/ Strikes	5 *	5 *	- -	- -	4 1%	4 1% ^a	- -	- -	1 *	- -	1 *	1 *	3 1%	1 *	- -	1 *	4 1%	5 *
Transport/Public transport	22 2%	22 2%	- -	* *	8 2%	8 3%	8 2%	8 3%	5 1%	3 2%	4 1%	1 1%	5 1%	10 2%	2 1%	5 2%	15 2%	22 2%
Unemployment/ Factory closure/ Lack of industry	350 30%	303 29%	17 37%	31 40% ^{af}	137 35% ^{af}	106 33% ^a	92 27%	76 26%	121 27%	47 32%	96 29%	49 26%	91 23%	133 34% ^{ko}	60 38% ^{kn}	62 27%	224 28% ^k	350 30%
Other	68 6%	62 6% ^e	* 1%	5 7%	17 4%	11 4%	21 6%	20 7%	31 7%	6 4%	20 6%	13 7%	36 9% ^{lno}	19 5%	8 5%	4 2%	55 7% ⁿ	66 6%
MEAN NUMBER OF MENTIONS	2.91	2.90	3.12 ^h	2.91	2.92	2.93	2.91	2.88	2.89 ^h	2.61	2.99 ^g	3.27 ^a	2.91	3.04	2.76	2.75	2.98	2.82

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

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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 (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)		
UNWEIGHTED BASE	1174	1023	48	103	442	339	334	286	398	140	303	163	382	275	260	252	657	1174
WEIGHTED BASE	1180	1057	46*	77*	395	317	342	296	444	144	333	189	394	394	158	228	788	1174
	100%	90%	4%*	7%*	33%	27%	29%	25%	38%	12%	28%	16%	33%	33%	13%	19%	67%	100%
STANDARD ERROR	0.05	0.05	0.30	0.21	0.10	0.11	0.10	0.10	0.07	0.09	0.09	0.14	0.09	0.11	0.10	0.11	0.07	0.05
ERROR VARIANCE	*	*	0.09	0.04	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	*	*
Don't know	147	136	3	8	53	45	38	34	56	20	37	16	39	42	24	40	81	167
	12%	13%	7%	10%	13%	14%	11%	12%	13%	14%	11%	9%	10%	11%	15%o	18%kl	10%	14%
No answer	3	3	-	-	-	-	2	2	1	1	1	-	-	2	1	-	2	2
	*	*	-	-	-	-	1%	1%	*	1%	*	-	-	*	1%	-	*	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 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 (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1174	366	107	701	73	35	170	357	48	1004	218	182	248	305	1174
WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Ageing population/ Social care for the elderly	77 6%	34 7%	7 6%	35 6%	4 8%	3 7%	20 10% ⁱ	22 6%	1 2%	57 6%	21 8%	9 6%	22 7%	9 3%	74 6%
AIDS	6 *	4 1%	- -	2 *	- -	- -	- -	3 1%	- -	6 1%	- -	- -	- -	- -	6 1%
Animal welfare	10 1%	3 1%	3 2%	4 1%	- -	2 4%	2 1%	1 *	- -	7 1%	2 1%	- -	* *	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 *	- -	2 *	- -	- -	- -	2 1%	- -	3 *	- -	- -	2 1%	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	31 6%	5 4%	34 6%	1 2%	6 14%	16 9%	15 5%	3 6%	53 5%	20 8%	6 4%	24 7%	17 5%	70 6%
Countryside/Rural life	11 1%	4 1%	1 1%	6 1%	- -	- -	2 1%	5 2%	- -	9 1%	2 1%	1 1%	4 1%	5 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	117 24% ^c	24 19%	81 15%	11 21%	15 33%	30 16%	72 21%	9 17%	193 19%	39 16%	23 15%	60 18%	70 21%	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	24 5%	4 3%	34 6%	2 5%	1 2%	12 7%	15 4%	5 9%	49 5%	17 7%	7 5%	19 6%	14 4%	63 5%
Drug abuse	33 3%	13 3%	6 4%	14 3%	2 3%	2 5%	4 2%	16 5% ⁱ	- -	29 3%	4 2%	4 3%	6 2%	10 3%	33 3%

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

Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
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 (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1174	366	107	701	73	35	170	357	48	1004	218	182	248	305	1174
WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Economy/Economic situation	652	320	66	267	20	26	123	187	37	529	160	68	218	190	608
	55%	65% ^{bc}	51%	48%	40%	57%	65% ⁱ	55%	69%	53%	66% ^{gi}	46%	67% ^l	56%	52%
Education/Schools	132	56	28	49	4	3	29	54	9	103	38	19	58	37	113
	11%	11%	22% ^{acd}	9%	8%	6%	15%	16% ⁱ	17%	10%	16% ⁱ	13%	18%	11%	10%
Foot and mouth outbreak/Farming crisis	4	3	-	1	-	-	-	-	-	4	-	1	-	3	3
	*	1%	-	*	-	-	-	-	-	*	-	1%	-	1%	*
Housing	125	60	12	52	4	2	9	37	8	116	17	11	35	41	118
	11%	12%	10%	9%	7%	5%	5%	11% ^f	14%	12% ^f	7% ^f	7%	11%	12%	10%
Inflation/Prices	199	99	15	85	8	5	21	77	8	178	29	19	55	57	200
	17%	20%	12%	15%	16%	10%	11%	23% ^{fi}	14%	18% ^{fj}	12%	13%	17%	17%	17%
Local government/Council tax	30	17	1	11	1	-	-	9	3	30	3	4	6	7	29
	3%	3%	1%	2%	2%	-	-	3% ^f	5% ^f	3% ^f	1%	3%	2%	2%	2%
Low pay/Minimum wage/Fair wages	84	37	10	37	3	2	13	27	-	72	13	13	15	25	86
	7%	8%	8%	7%	6%	5%	7%	8%	-	7%	5%	8%	5%	7%	7%
Morality/Individual behaviour/Lifestyle	79	28	8	43	2	7	15	21	3	63	18	8	22	12	79
	7%	6%	6%	8%	4%	15%	8%	6%	5%	6%	7%	6%	7%	3%	7%
National health service/Hospitals/Healthcare	182	78	19	85	4	4	33	56	8	149	41	17	73	50	167
	15%	16%	15%	15%	8%	10%	18%	17%	14%	15%	17%	11%	22% ^l	15%	14%

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	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Nationalisation/ Government control of institutions	20 2%	9 2%	- -	11 2%	1 2%	- -	- -	7 2%	* 1%	20 2%	* *	- -	7 2%	7 2%	19 2%
Northern Ireland	3 *	3 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	2 1%	- -	2 *	3 1%	2 *
Nuclear weapons/ Nuclear war/ Disarmament	10 1%	6 1%	- -	4 1%	1 3%	- -	1 *	3 1%	- -	9 1%	1 *	1 *	3 1%	3 1%	11 1%
Pensions/Social security/Benefits	98 8%	36 7%	12 9%	50 9%	2 4%	2 5%	22 12%	30 9%	1 2%	76 8%	23 9%	19 12%	35 11%	16 5%	97 8%
Petrol prices/Fuel	58 5%	38 8% ^c	6 5%	15 3%	* 1%	2 4%	4 2%	13 4%	4 7%	54 5%	8 3%	5 3%	22 7%	10 3%	50 4%
Pollution/ Environment	49 4%	25 5%	5 4%	18 3%	* 1%	7 16%	5 2%	18 5%	4 7%	44 4%	8 3%	3 2%	19 6%	17 5%	43 4%
Population levels/ Overpopulation	48 4%	18 4%	4 3%	25 5%	3 5%	- -	9 5%	11 3%	* *	39 4%	9 4%	6 4%	20 6%	9 3%	41 3%
Pound/Exchange rate/Value of pound	16 1%	8 2%	1 *	7 1%	- -	- -	2 1%	4 1%	- -	14 1%	2 1%	2 1%	7 2%	4 1%	13 1%
Poverty/Inequality	158 13%	63 13%	24 18%	71 13%	6 12%	5 10%	16 8%	53 16% ^{fj}	6 11%	142 14%	22 9%	31 21% ^m	40 12%	38 11%	152 13%
Privatisation	17 1%	11 2%	2 1%	4 1%	1 2%	- -	1 *	8 2%	2 4%	16 2%	3 1% ^f	1 *	10 3%	3 1%	15 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
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WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Public services in general	57 5%	31 6% ^c	9 7%	17 3%	- -	3 7%	10 6%	16 5%	- -	46 5%	10 4%	5 3%	28 9% ^l	20 6%	54 5%
Race relations/ Immigration/ Immigrants	261 22%	102 21%	20 15%	139 25% ^b	10 20%	11 25%	53 28% ^{gh}	53 16%	6 12%	208 21% ^g	59 24% ^{gh}	26 17%	63 19%	52 15%	258 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11 1%	4 1%	2 2%	4 1%	- -	1 1%	4 2%	5 1%	* *	7 1%	4 2%	- -	5 1%	1 *	11 1%
Taxation	47 4%	28 6%	3 2%	16 3%	2 5%	2 4%	3 1%	20 6% ^f	4 7%	45 5%	6 3% ^f	3 2%	15 4%	14 4%	45 4%
Trade unions/ Strikes	5 *	3 1%	- -	2 *	1 2%	- -	2 1%	1 *	- -	3 *	2 1%	- -	- -	1 *	5 *
Transport/Public transport	22 2%	6 1%	4 3%	12 2%	1 1%	3 6%	3 2%	6 2%	1 2%	19 2%	4 2%	2 2%	9 3%	4 1%	22 2%
Unemployment/ Factory closure/ Lack of industry	350 30%	167 34% ^c	37 28%	147 26%	29 56% ^{ab}	12 27%	48 25%	128 38% ^{fh}	10 19%	302 31%	58 24%	46 31%	89 27%	93 28%	350 30%
Other	68 6%	17 3%	7 6%	44 8% ^a	1 2%	6 12%	15 8% ^g	11 3%	7 12% ^g	53 5% ^g	22 9% ^g	11 8%	20 6%	11 3%	66 6%
MEAN NUMBER OF MENTIONS	2.91	3.15 ^c	2.80	2.71	2.58	3.08	2.87	3.07	2.61	2.91	2.81	2.67	3.15 ^l	2.69	2.82
STANDARD ERROR	0.05	0.10	0.14	0.06	0.16	0.22	0.10	0.10	0.13	0.06	0.08	0.14	0.11	0.09	0.05

ERROR VARIANCE * 0.01 0.02 * 0.03 0.05 0.01 0.01 0.02 * 0.01 0.02 0.01 0.01 *

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		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1174	366	107	701	73	35	170	357	48	1004	218	182	248	305	1174
WEIGHTED BASE	1180	493	129*	557	51*	46**	189	339	54*	991	243	149	327	338	1174
	100%	42%	11%*	47%	4%*	4%**	16%	29%	5%*	84%	21%	13%	28%	29%	100%
Don't know	147	50	15	82	7	6	13	34	3	133	16	27	20	53	167
	12%	10%	12%	15%	15%	13%	7%	10%	6%	13%fgj	7%	18% ^m	6%	16%	14%
No answer	3	2	1	-	-	1	-	1	-	3	-	-	-	-	2
	*	*	1% ^c	-	-	3%	-	*	-	*	-	-	-	-	*

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)	
UNWEIGHTED BASE	1174	608	167	212	258	63	113	278	672	224	1008	163	141	332	7	694	1174
WEIGHTED BASE	1180	652	182	223	261	62*	132*	255	699	226	1046	129	191	430	10**	549	1174
	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Ageing population/ Social care for the elderly	77 6%	42 6%	26 14%ad	18 8%	13 5%	9 15%ad	12 9%	7 3%	50 7%g	20 9%g	73 7%	4 3%	12 6%	29 7%	1 12%	35 6%	74 6%
AIDS	6 *	4 1%	3 1%	3 2%	1 *	1 1%	3 2%	1 *	3 *	2 1%	4 *	- -	3 1%	2 *	- -	1 *	6 1%
Animal welfare	10 1%	4 1%	3 2%	5 2%a	6 2%a	1 1%	1 1%	1 *	5 1%	3 1%	10 1%	- -	3 2%	2 1%	- -	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	- -	- -	- -	- -	- -	1 *	2 *	- -	1 *	2 1%j	- -	1 *	- -	2 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	47 7%c	12 6%	7 3%	19 7%	6 9%	6 5%	13 5%	38 5%	19 8%	60 6%	10 8%	6 3%	31 7%	- -	33 6%	70 6%
Countryside/Rural life	11 1%	6 1%	3 1%	1 *	1 *	- -	* *	2 1%	5 1%	4 2%	9 1%	2 2%	1 1%	4 1%	- -	6 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	109 17%	51 28%a	223 100%abd ef	54 21%	15 25%	28 21%	38 15%	143 20%	42 19%	189 18%	32 25%	43 22%o	96 22%o	5 50%	79 14%	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	41 6%d	11 6%d	15 7%d	5 2%	62 100%abcd f	7 5%	12 5%	33 5%	16 7%	58 6%	4 3%	4 2%	24 6%	- -	34 6%	63 5%
Drug abuse	33 3%	15 2%	12 7%ad	20 9%ad	5 2%	3 5%	7 5%	8 3%	19 3%	5 2%	27 3%	4 3%	7 4%	10 2%	1 15%	14 3%	33 3%

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	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Economy/Economic situation	652 55%	652 100%bcd ef	101 55%	109 49%	132 51%	41 67%cd	86 65%cd	131 51%	389 56%	133 59%	585 56%	65 51%	124 65%o	261 61%o	4 38%	263 48%	608 52%
Education/Schools	132 11%	86 13%cd	54 30%acd e	28 12%	22 8%	7 11%	132 100%abcd e	21 8%	91 13%	20 9%	121 12%	10 8%	43 22%mo	39 9%	3 31%	48 9%	113 10%
Foot and mouth outbreak/Farming crisis	4 *	4 1%	2 1%	1 *	1 *	2 4%acd	1 1%	2 1%	2 *	- -	2 *	2 1%j	- -	3 1%	- -	1 *	3 *
Housing	125 11%	51 8%	27 15%a	33 15%a	30 12%	4 6%	20 15%a	22 9%	89 13%i	14 6%	107 10%	17 13%	14 7%	57 13%	5 49%	49 9%	118 10%
Inflation/Prices	199 17%	95 14%f	29 16%f	37 17%f	36 14%	5 9%	9 7%	52 20%i	122 17%	26 11%	164 16%	33 26%j	29 15%	84 19%	4 37%	83 15%	200 17%
Local government/Council tax	30 3%	16 2%	6 3%	12 5%	6 2%	2 3%	3 2%	6 2%	21 3%	2 1%	26 3%	3 3%	6 3%	12 3%	- -	11 2%	29 2%
Low pay/Minimum wage/Fair wages	84 7%	42 6%	22 12%ad	14 6%	11 4%	6 9%	13 9%	19 8%	51 7%	14 6%	72 7%	12 9%	18 9%	28 7%	1 13%	37 7%	86 7%
Morality/Individual behaviour/Lifestyle	79 7%	39 6%	16 9%	37 16%abdf	20 8%	5 8%	9 6%	24 9%	42 6%	12 5%	76 7%k	3 2%	8 4%	29 7%	1 12%	41 7%	79 7%
National health service/Hospitals/Healthcare	182 15%	101 15%	182 100%acd ef	51 23%ad	41 16%	11 18%	54 41%acd e	29 12%	123 18%g	30 13%	172 16%k	8 7%	45 23%mo	48 11%	6 58%	84 15%	167 14%

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	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Nationalisation/ Government control of institutions	20 2%	17 3%	5 3%	2 1%	4 1%	- -	1 1%	5 2%	13 2%	2 1%	17 2%	3 2%	6 3% ^m	3 1%	- -	11 2%	19 2%
Northern Ireland	3 *	2 *	- -	- -	- -	2 3% ^{acd}	2 1%	2 1%	2 *	- -	2 *	2 1% ^j	- -	3 1%	- -	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	10 1%	7 1%	3 1%	3 1%	1 *	1 1%	3 2%	1 *	3 *	6 3% ^h	8 1%	* *	2 1%	4 1%	- -	4 1%	11 1%
Pensions/Social security/Benefits	98 8%	55 9%	28 15% ^{ac}	14 6%	26 10%	6 9%	16 12%	21 8%	53 8%	24 11%	94 9% ^k	4 3%	17 9%	30 7%	- -	50 9%	97 8%
Petrol prices/Fuel	58 5%	37 6%	24 13% ^{acd}	11 5%	15 6%	3 5%	11 9%	10 4%	36 5%	12 5%	56 5%	2 1%	15 8% ^o	27 6% ^o	1 13%	15 3%	50 4%
Pollution/ Environment	49 4%	36 6% ^d	13 7% ^d	12 5% ^d	5 2%	6 10% ^d	9 7% ^d	8 3%	25 4%	15 7%	43 4%	3 2%	10 5%	22 5%	- -	17 3%	43 4%
Population levels/ Overpopulation	48 4%	30 5%	12 7%	16 7%	16 6%	1 2%	9 7%	9 4%	28 4%	11 5%	43 4%	3 3%	12 6%	12 3%	- -	25 4%	41 3%
Pound/Exchange rate/Value of pound	16 1%	10 2%	8 4% ^{acd}	2 1%	- -	1 2% ^d	3 3% ^d	1 *	14 2%	1 1%	15 1%	2 1%	5 3%	4 1%	- -	7 1%	13 1%
Poverty/Inequality	158 13%	70 11%	29 16%	31 14%	27 10%	8 13%	19 15%	24 9%	110 16% ^g	24 11%	141 13%	16 12%	33 17%	52 12%	4 37%	70 13%	152 13%
Privatisation	17 1%	6 1%	7 4% ^{adf}	3 1%	2 1%	- -	* *	9 4% ^{hi}	7 1%	1 *	16 1%	2 1%	4 2%	8 2%	- -	4 1%	15 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

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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+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	1174	608	167	212	258	63	113	278	672	224	1008	163	141	332	7	694	1174
WEIGHTED BASE	1180	652	182	223	261	62*	132*	255	699	226	1046	129	191	430	10**	549	1174
	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
Public services in general	57 5%	36 6%	29 16%acdf	18 8% ^d	9 4%	4 6%	10 8%	10 4%	35 5%	12 5%	54 5%	3 2%	16 8% ^o	21 5%	2 25%	17 3%	54 5%
Race relations/Immigration/Immigrants	261 22%	132 20% ^e	41 22% ^e	54 24% ^e	261 100% ^{gabce}	5 9%	22 17%	53 21%	158 23%	50 22%	249 24% ^k	12 9%	33 17%	89 21%	3 36%	136 25%	258 22%
Scottish/Welsh assembly/Devolution/Constitutional reform	11 1%	9 1%	3 1%	2 1%	1 *	- -	2 1%	4 2%	4 1%	3 1%	9 1%	- -	5 3% ^o	3 1%	- -	3 1%	11 1%
Taxation	47 4%	30 5%	11 6%	13 6%	10 4%	6 10%	5 4%	12 5%	28 4%	8 4%	34 3%	13 10% ^j	9 5%	20 5%	1 15%	16 3%	45 4%
Trade unions/Strikes	5 *	2 *	3 1%	1 *	2 1%	1 1%	1 1%	- -	5 1%	- -	5 *	- -	- -	3 1%	- -	2 *	5 *
Transport/Public transport	22 2%	8 1%	7 4% ^a	9 4% ^a	6 2%	2 3%	4 3%	2 1%	17 2%	3 1%	19 2%	2 1%	2 1%	7 2%	1 13%	12 2%	22 2%
Unemployment/Factory closure/Lack of industry	350 30%	198 30% ^e	67 37% ^{de}	76 34% ^e	70 27%	11 17%	53 40% ^{de}	54 21%	247 35% ^{gi}	49 22%	302 29%	47 36%	59 31%	146 34% ^o	3 32%	142 26%	350 30%
Other	68 6%	32 5% ^b	2 1%	10 4%	18 7% ^b	6 10% ^b	6 5%	15 6%	42 6%	11 5%	68 7% ^k	- -	7 4%	17 4%	1 12%	43 8% ^m	66 6%
MEAN NUMBER OF MENTIONS	2.91	3.24	4.68 ^{ac}	4.02 ^{ad}	3.39	3.94 ^a	4.29 ^{ad}	2.61	3.06 ^g	2.76	2.92	2.68	3.24 ^o	2.97 ^o	4.98	2.70	2.82
STANDARD ERROR	0.05	0.08	0.23	0.18	0.13	0.40	0.29	0.07	0.08	0.10	0.06	0.11	0.16	0.10	1.23	0.06	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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UNWEIGHTED BASE	1174	608	167	212	258	63	113	278	672	224	1008	163	141	332	7	694	1174
WEIGHTED BASE	1180	652	182	223	261	62*	132*	255	699	226	1046	129	191	430	10**	549	1174
	100%	55%	15%	19%	22%	5%*	11%*	22%	59%	19%	89%	11%	16%	36%	1%**	47%	100%
ERROR VARIANCE	*	0.01	0.05	0.03	0.02	0.16	0.08	*	0.01	0.01	*	0.01	0.03	0.01	1.50	*	*
Don't know	147	43	3	3	8	2	1	37	82	28	124	23	19	46	-	82	167
	12%	7%bcf	2%	1%	3%	3%	*	14%	12%	12%	12%	18%	10%	11%	-	15%	14%
No answer	3	-	-	-	-	-	-	-	3	-	3	-	2	1	-	-	2
	*	-	-	-	-	-	-	-	*	-	*	-	1%	*	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	1174	12	30	46	6	29	30	99	18	126	62	20	88	14	3	677	110	389	124	199	1174
WEIGHTED BASE	1180	13**	34**	44*	6**	30**	32**	101*	11**	120*	56*	19**	89*	16**	3**	679	114*	380	128*	183	1174
	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Ageing population/ Social care for the elderly	77 6%	-	3	2	1	5	-	11	1	4	8	-	6	-	-	37	10	29	11	12	74 6%
AIDS	6 *	-	-	-	-	-	-	-	-	1	-	-	-	-	-	5	-	1	-	1	6 1%
Animal welfare	10 1%	-	2	-	-	-	-	-	-	1	1	-	-	-	-	6	2	2	-	2	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	-	-	1	-	-	-	-	-	1	-	-	2	-	-	-	1	3	-	1	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	1	6	5	-	2	4	8	1	6	2	3	5	2	-	33	11	25	12	9	70 6%
Countryside/Rural life	11 1%	-	-	-	1	1	-	*	-	1	2	-	1	-	-	6	1	4	*	3	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	5	4	4	2	6	7	22	2	31	7	5	23	2	-	127	19	82	28	39	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	-	2	6	-	3	-	9	-	6	3	1	2	-	-	33	11	18	9	9	63 5%
Drug abuse	33 3%	-	-	-	-	-	1	3	2	3	1	*	2	1	-	20	-	11	4	6	33 3%

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	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Economy/Economic situation	652	8	26	30	3	22	13	62	4	55	27	8	53	6	3	364	81	201	73	85	608
	55%	63%	77%	69% <i>i</i>	44%	74%	41%	61% <i>i</i>	36%	46%	48%	41%	59%	39%	100%	54%	71% <i>qr</i>	53% <i>s</i>	57%	47%	52%
Education/Schools	132	4	2	12	2	7	1	18	-	16	9	3	15	6	-	63	19	55	19	24	113
	11%	29%	5%	27% <i>o</i>	29%	23%	4%	18% <i>o</i>	-	13%	17%	13%	17%	35%	-	9%	17%	15%	15%	13%	10%
Foot and mouth outbreak/Farming crisis	4	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	1	-	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-	-	*
Housing	125	1	2	6	1	*	4	8	1	10	5	2	22	4	-	64	10	49	12	16	118
	11%	11%	5%	14%	17%	1%	11%	8%	7%	9%	8%	9%	25% <i>gi</i>	25%	-	9%	8%	13% <i>s</i>	9%	9%	10%
Inflation/Prices	199	1	4	3	-	4	4	14	2	32	14	5	27	4	-	104	12	86	18	49	200
	17%	7%	13%	6%	-	13%	13%	14%	14%	27% <i>cg</i>	24% <i>c</i>	24%	30% <i>cg</i>	24%	-	15%	11%	23% <i>pr</i>	14%	27% <i>pr</i>	17%
Local government/ Council tax	30	3	-	*	-	1	-	4	1	5	-	1	4	-	-	13	4	13	4	6	29
	3%	19%	-	1%	-	4%	-	4%	11%	4%	-	7%	5%	-	-	2%	3%	3%	3%	3%	2%
Low pay/Minimum wage/Fair wages	84	-	-	6	2	5	1	3	-	7	7	3	6	3	-	46	9	26	4	17	86
	7%	-	-	13% <i>g</i>	29%	17%	4%	2%	-	6%	13% <i>g</i>	17%	6%	18%	-	7%	8%	7% <i>r</i>	3%	9% <i>r</i>	7%
Morality/ Individual behaviour/ Lifestyle	79	1	3	2	-	1	2	12	2	7	4	2	2	-	-	43	7	26	13	12	79
	7%	8%	10%	4%	-	4%	6%	12% <i>l</i>	15%	6%	7%	12%	2%	-	-	6%	6%	7%	10%	7%	7%
National health service/Hospitals/ Healthcare	182	-	7	7	2	6	3	9	-	10	12	1	19	3	-	108	20	54	13	22	167
	15%	-	21%	17%	29%	21%	10%	9%	-	8%	22% <i>gi</i>	7%	21% <i>gi</i>	22%	-	16%	18%	14%	10%	12%	14%

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	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Nationalisation/ Government control of institutions	20 2%	1 8%	1 3%	1 2%	- -	- -	1 2%	3 3%	- -	1 1%	1 1%	1 4%	4 5%o	- -	- -	7 1%	3 2%	9 2% _s	4 3%	1 1%	19 2%
Northern Ireland	3 *	- -	- -	- -	- -	- -	- 2%	2 -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	2 1%	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	10 1%	- -	- -	- -	- -	- -	- 2%	3 -	- -	1 1%	1 2%	- -	- -	- -	- -	5 1%	- -	5 1%	3 2%	2 1%	11 1%
Pensions/Social security/Benefits	98 8%	- -	- -	3 6%	- 12%	4 17%	5 17%	8 8%	1 8%	15 12%l	8 14%l	2 9%	3 3%	1 3%	1 20%	51 7%	7 6%	40 10%	13 10%	24 13%	97 8%
Petrol prices/Fuel	58 5%	- -	2 5%	- -	- -	- -	- 7%	7 -	- -	4 3%	4 7%	- -	3 3%	- -	- -	38 6%	2 1%	18 5%	7 5%	8 4%	50 4%
Pollution/ Environment	49 4%	- -	1 4%	3 6%g	- -	- -	- -	- -	- -	1 1%	1 2%	1 5%	3 4%	- -	- -	37 5%gi	4 4%	6 2%	- -	3 2%	43 4%
Population levels/ Overpopulation	48 4%	- -	2 7%	1 2%	- -	- -	3 9%	5 5%	- -	6 5%	- -	1 5%	7 8%	2 10%	- -	26 4%	3 3%	19 5%	7 5%	7 4%	41 3%
Pound/Exchange rate/Value of pound	16 1%	- -	- -	- -	- -	- -	- 2%	2 -	- -	- -	- -	- -	2 2%	- -	- -	12 2%	- -	5 1%	2 2%	- -	13 1%
Poverty/Inequality	158 13%	5 37%	4 11%	8 18%	- -	5 16%	4 12%	14 14%	1 10%	20 16%	7 12%	2 12%	8 9%	2 10%	2 67%	93 14%	19 17%	47 12%	18 14%	27 15%	152 13%
Privatisation	17 1%	- -	- -	- -	- 7%	2 -	- -	1 1%	- -	- -	- -	- -	3 4%	2 10%	- -	9 1%	2 2%	5 1%	1 1%	- -	15 1%

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	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
Public services in general	57 5%	-	1	2	1	1	1	6	-	1	1	1	3	-	-	42	4	12	7	3	54
Race relations/Immigration/Immigrants	261 22%	-	3%	4%	20%	4%	2%	6%	-	1%	3%	4%	3%	-	-	6%i	4%	3%	6%	2%	5%
Scottish/Welsh assembly/Devolution/Constitutional reform	11 1%	*	13	2	1	5	15	31	2	36	10	3	13	1	-	143	17	98	46	48	258
Taxation	47 4%	4%	38%	4%	17%	17%	47%	31%cl	19%	30%cl	18%	14%	14%	3%	-	21%c	15%	26%p	36%pq	26%p	22%
Trade unions/ Strikes	5 *	-	1	-	-	1	-	-	2	3	-	-	-	-	-	5	2	3	-	3	11
Transport/Public transport	22 2%	-	2%	-	-	3%	-	-	15%	2%	-	-	-	-	-	1%	1%	1%	-	2%	1%
Unemployment/Factory closure/Lack of industry	350 30%	1	4	5	-	2	2	2	-	4	5	1	3	1	-	24	10	14	4	8	45
Other	68 6%	8%	11%	12%go	-	7%	6%	2%	-	3%	9%	4%	4%	7%	-	3%	9%q	4%	3%	4%	4%
MEAN NUMBER OF MENTIONS	2.91	-	-	-	-	-	-	-	-	1	-	-	-	-	-	4	-	1	-	1	5
STANDARD ERROR	0.05	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	*	-	*	*
		-	1	-	-	1	-	*	-	-	-	1	-	-	-	17	2	2	*	-	22
		-	4%	-	-	3%	-	*	-	-	-	2%	-	-	-	2%	2%	1%	*	-	2%
		6	6	13	1	5	7	23	5	43	23	5	36	7	*	200	31	123	28	67	350
		42%	18%	30%	17%	17%	21%	23%	49%	36%	40%g	24%	41%g	46%	14%	29%	27%	32%r	22%	37%r	30%
		2	4	2	-	1	3	6	*	4	3	1	1	2	-	40	9	18	9	7	66
		13%	12%	5%	-	3%	8%	6%	2%	3%	5%	6%	1%	11%	-	6%	8%	5%	7%	4%	6%
		2.93	3.06	2.93	2.66	3.02	2.65	3.01	2.47	2.90	3.00	2.76	3.22	2.95	2.00	2.85	2.99	3.01	2.95	2.96	2.82
		0.27	0.26	0.18	0.53	0.21	0.20	0.19	0.30	0.17	0.21	0.27	0.16	0.25	0.00	0.07	0.12	0.09	0.16	0.13	0.05

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

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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+

	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	1174	12	30	46	6	29	30	99	18	126	62	20	88	14	3	677	110	389	124	199	1174
WEIGHTED BASE	1180	13**	34**	44*	6**	30**	32**	101*	11**	120*	56*	19**	89*	16**	3**	679	114*	380	128*	183	1174
	100%	1%**	3%**	4%*	1%**	3%**	3%**	9%*	1%**	10%*	5%*	2%**	8%*	1%**	***	58%	10%*	32%	11%*	16%	100%
ERROR VARIANCE	*	0.08	0.07	0.03	0.28	0.04	0.04	0.04	0.09	0.03	0.04	0.07	0.03	0.06	0.00	*	0.01	0.01	0.02	0.02	*
Don't know	147	-	2	4	-	-	5	5	1	13	5	3	6	-	-	105	6	33	9	19	167
	12%	-	6%	9%	-	-	15%	5%	10%	11%	8%	16%	7%	-	-	16%g	5%	9%	7%	10%	14%
No answer	3	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	2
	*	-	-	4%io	-	-	-	-	-	-	-	-	-	-	-	*	2%q	-	-	-	*

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

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 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	1174	171	168	177	158	246	254	1174
WEIGHTED BASE	1180	157	168	245	164	226	219	1174
	100%	13%	14%	21%	14%	19%	19%	100%
Ageing population/ Social care for the elderly	77 6%	4 2%	6 4%	12 5%	9 6%	26 11%	20 9%	74 6%
AIDS	6 *	1 1%	- -	3 1%	2 1%	* *	- -	6 1%
Animal welfare	10 1%	1 1%	4 2%	- -	- -	3 1%	3 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 1%	1 1%	1 *	- -	- -	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	70 6%	6 4%	4 2%	12 5%	10 6%	21 9%	17 8%	70 6%
Countryside/Rural life	11 1%	1 *	3 2%	3 1%	- -	3 2%	1 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	223 19%	33 21%	31 18%	61 25%	33 20%	26 12%	39 18%	212 18%
Defence/Foreign affairs/ International terrorism	62 5%	10 7%	7 4%	9 3%	8 5%	19 8%	9 4%	63 5%
Drug abuse	33 3%	4 2%	4 2%	4 2%	8 5%	6 3%	7 3%	33 3%
Economy/Economic situation	652 55%	103 65%	75 44%	160 65%	74 45%	130 58%	111 51%	608 52%
Education/Schools	132 11%	23 15%	6 3%	52 21%	17 10%	21 9%	13 6%	113 10%

Respondent type : GB Adults 18+
Fieldwork dates : 30th November - 14th December 2012
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ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	1174	171	168	177	158	246	254	1174
WEIGHTED BASE	1180	157	168	245	164	226	219	1174
	100%	13%	14%	21%	14%	19%	19%	100%
Foot and mouth outbreak/Farming crisis	4 *	-	-	1 *	2 1%	-	-	3 *
Housing	125 11%	19 12%	30 18%	27 11%	24 15%	11 5%	14 6%	118 10%
Inflation/Prices	199 17%	20 12%	42 25%	42 17%	31 19%	28 12%	37 17%	200 17%
Local government/Council tax	30 3%	7 5%	3 2%	5 2%	8 5%	* *	5 2%	29 2%
Low pay/Minimum wage/Fair wages	84 7%	10 7%	19 11%	18 7%	9 6%	8 4%	19 9%	86 7%
Morality/Individual behaviour/Lifestyle	79 7%	10 6%	4 2%	15 6%	9 5%	25 11%	15 7%	79 7%
National health service/Hospitals/Healthcare	182 15%	22 14%	8 5%	55 22%	25 15%	42 19%	32 14%	167 14%
Nationalisation/Government control of institutions	20 2%	5 3%	1 *	7 3%	2 1%	4 2%	2 1%	19 2%
Northern Ireland	3 *	-	-	-	3 2%	-	-	2 *
Nuclear weapons/Nuclear war/Disarmament	10 1%	3 2%	1 1%	4 2%	1 1%	1 *	-	11 1%
Pensions/Social security/Benefits	98 8%	7 4%	7 4%	23 9%	11 7%	17 7%	33 15%	97 8%
Petrol prices/Fuel	58 5%	6 4%	4 3%	18 7%	15 9%	10 5%	4 2%	50 4%

Respondent type : GB Adults 18+
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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	1174	171	168	177	158	246	254	1174
WEIGHTED BASE	1180	157	168	245	164	226	219	1174
	100%	13%	14%	21%	14%	19%	19%	100%
Pollution/ Environment	49 4%	5 3%	4 2%	21 9%	5 3%	9 4%	5 2%	43 4%
Population levels/ Overpopulation	48 4%	6 4%	4 3%	16 7%	3 2%	8 4%	9 4%	41 3%
Pound/Exchange rate/Value of pound	16 1%	6 4%	3 2%	1 *	1 1%	3 1%	1 1%	13 1%
Poverty/Inequality	158 13%	28 18%	28 17%	24 10%	26 16%	26 12%	25 12%	152 13%
Privatisation	17 1%	3 2%	2 1%	8 3%	- -	4 2%	2 1%	15 1%
Public services in general	57 5%	14 9%	5 3%	17 7%	6 4%	9 4%	6 3%	54 5%
Race relations/ Immigration/ Immigrants	261 22%	26 17%	33 20%	53 22%	28 17%	58 26%	63 29%	258 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	11 1%	- -	- -	4 2%	- -	6 3%	* *	11 1%
Taxation	47 4%	10 6%	8 5%	10 4%	9 5%	6 2%	4 2%	45 4%
Trade unions/ Strikes	5 *	1 1%	1 *	1 1%	- -	1 *	1 *	5 *
Transport/Public transport	22 2%	3 2%	* *	2 1%	7 4%	5 2%	5 2%	22 2%
Unemployment/ Factory closure/ Lack of industry	350 30%	51 32%	59 35%	73 30%	54 33%	47 21%	68 31%	350 30%

Respondent type : GB Adults 18+
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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	1174	171	168	177	158	246	254	1174
WEIGHTED BASE	1180	157	168	245	164	226	219	1174
	100%	13%	14%	21%	14%	19%	19%	100%
Other	68	7	3	13	7	25	13	66
	6%	4%	2%	5%	4%	11%	6%	6%
MEAN NUMBER OF MENTIONS	2.91	3.05	2.65	3.22	2.89	2.78	2.79	2.82
STANDARD ERROR	0.05	0.18	0.11	0.15	0.16	0.08	0.09	0.05
ERROR VARIANCE	*	0.03	0.01	0.02	0.03	0.01	0.01	*
Don't know	147	21	37	14	27	20	29	167
	12%	13%	22%	6%	16%	9%	13%	14%
No answer	3	2	-	-	1	-	-	2
	*	1%	-	-	1%	-	-	*

Respondent type : GB Adults 18+
 Fieldwork dates : 30th November - 14th December 2012
 Number of sample points : 140
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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+	1174
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174

	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+	1174
●	13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	22	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174

	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+	1174
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1174