

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	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Ageing population/ Social care for the elderly	17 2%	9 2%	8 2%	1 *	- -	8 5%di	1 1%	4 3%i	4 2%	1 *	9 3%fi	8 2%i	8 2%	9 2%	7 3%	4 1%	3 1%	3 1%	11 2%	6 1%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	16 2%	10 2%	6 1%	1 1%	- -	- -	6 4%dei	3 2%	6 3%i	1 *	6 2%	9 3%i	1 *	15 3%	5 2%	2 1%	3 1%	6 3%	7 1%	9 2%	19 2%
Countryside/Rural life	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	* *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	8 2%	14 3%	5 3%	4 2%	2 1%	7 4%	2 1%	3 2%	9 3%	8 3%	5 1%	10 2%	12 2%	3 1%	6 2%	8 4%	5 2%	9 2%	13 3%	25 3%
Defence/Foreign affairs/ International terrorism	6 1%	2 *	4 1%	- -	1 1%	1 *	2 1%	2 1%	1 *	1 *	3 1%	3 1%	2 *	5 1%	1 *	2 1%	- -	3 2%	3 1%	3 1%	10 1%
Drug abuse	3 *	2 *	1 *	1 1%	1 1%	1 *	- -	- -	1 *	2 1%	1 *	1 *	2 *	1 *	1 *	1 *	- -	2 1%	2 *	2 *	5 1%
Economy/Economic situation	195 20%	113 24%b	83 17%	22 16%	30 19%	37 22%	46 27%ch	25 18%	35 18%	52 17%	83 25%	61 18%	89 19%	106 21%	73 28%no	74 27%noq	19 9%	29 13%	147 28%no	48 11%	192 20%

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. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 29th November - 5th December 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



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UNWEIGHTED BASE	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Education/Schools	23	6	17	7	5	3	1	3	4	13	4	7	15	8	13	3	4	4	16	8	21
	2%	1%	3%	5% ^{fj}	3%	2%	1%	2%	2%	4%	1%	2%	3%	2%	5% ^m	1%	2%	2%	3% ^m	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	21	10	10	3	6	4	2	2	2	9	6	5	14	7	1	3	10	6	5	16	19
	2%	2%	2%	2%	4%	2%	1%	2%	1%	3%	2%	1%	3%	1%	1%	1%	5% ^{lmp}	3%	1%	4% ^{lp}	2%
Inflation/Prices	48	18	30	9	14	4	6	9	7	23	10	15	27	21	8	12	11	16	20	28	49
	5%	4%	6%	7%	8% ^j	2%	3%	6%	3%	8% ^j	3%	4%	6%	4%	3%	5%	5%	7%	4%	6%	5%
Local government/Council tax	7	5	2	4	-	2	*	*	1	4	2	1	6	2	2	3	2	2	4	3	9
	1%	1%	*	3% ^k	-	1%	*	*	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	27	13	14	1	13	5	4	5	-	14	9	5	18	9	5	4	11	8	9	18	20
	3%	3%	3%	1%	8% ^{chi} jk	3% ^h	3% ^h	3% ^{hk}	-	5% ^{chk}	3% ^h	1%	4%	2%	2%	1%	5% ^{mp}	3%	2%	4% ^p	2%
Morality/Individual behaviour/Lifestyle	11	8	3	-	3	-	2	3	3	3	2	6	3	8	6	1	-	4	7	4	13
	1%	2%	1%	-	2%	-	1%	2%	2%	1%	1%	2%	1%	2%	2%	*	-	2%	1% ^m	1%	1%
National health service/Hospitals/Healthcare	38	10	28	1	1	12	11	4	8	2	24	12	15	23	15	9	8	6	24	14	33
	4%	2%	6% ^a	1%	1%	7% ^{cdi}	7% ^{cdi}	3%	4% ⁱ	1%	7% ^{cdi}	4% ⁱ	3%	5%	6%	3%	4%	3%	5%	3%	3%
Nationalisation/Government control of institutions	7	6	1	1	2	3	-	-	2	3	3	2	5	2	3	2	-	2	5	2	7
	1%	1%	*	*	1%	2%	-	-	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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UNWEIGHTED BASE	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	16 2%	3 1%	14 3%a	1 1%	1 1%	1 *	3 2%	3 2%	8 4%ij	2 1%	3 1%	11 3%i	3 1%	14 3%	2 1%	3 1%	4 2%	7 3%	6 1%	11 2%	19 2%
Petrol prices/Fuel	3 *	1 *	2 *	-	-	2 1%	-	1 *	-	-	2 1%	1 *	2 *	1 *	-	2 1%	-	1 *	2 *	1 *	3 *
Pollution/ Environment	17 2%	12 3%	5 1%	4 3%	-	4 2%	4 3%	3 2%	2 1%	4 1%	8 2%	5 2%	8 2%	10 2%	6 2%	7 3%	2 1%	2 1%	13 2%	4 1%	18 2%
Population levels/ Overpopulation	4 *	4 1%	* *	1 1%	-	-	* *	2 2%	1 *	1 *	* *	3 1%	1 *	3 1%	* *	1 *	2 1%	1 *	1 *	3 1%	5 1%
Pound/Exchange rate/Value of pound	3 *	3 1%	-	-	-	3 2%	-	-	-	-	3 1%	-	3 1%	-	-	-	3 1%p	-	-	3 1%	1 *
Poverty/Inequality	54 5%	19 4%	35 7%	9 7%	10 6%	4 2%	10 6%	10 7%	11 5%	19 6%	14 4%	21 6%	23 5%	31 6%	14 5%	18 7%	5 2%	16 7%q	32 6%	21 5%	65 7%
Privatisation	3 *	3 1%	-	-	-	2 1%	-	-	1 *	-	2 1%	1 *	2 *	1 *	-	1 *	2 1%	-	1 *	2 *	3 *
Public services in general	4 *	2 *	2 *	-	-	-	1 1%	-	3 2%i	-	1 *	3 1%	-	4 1%	-	1 *	3 2%	-	1 *	3 1%	4 *
Race relations/ Immigration/ Immigrants	198 20%	92 19%	106 21%	18 13%	23 14%	31 19%	32 19%	33 23%ci	60 30%cd efij	41 14%	64 19%	93 27%cd ij	73 16%	126 25%	38 15%	60 22%p	56 27%lp	45 19%	97 18%	101 23%l	197 20%

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UNWEIGHTED BASE	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Scottish/Welsh assembly/Devolution/Constitutional reform	16 2%	8 2%	8 2%	-	6 4%	2 1%	2 1%	2 1%	3 2%	6 2%	4 1%	5 2%	8 2%	7 1%	6 2%	5 2%	1 1%	3 1%	11 2%	4 1%	18 2%
Taxation	10 1%	6 1%	3 1%	4 3%j	2 1%	-	1 *	1 1%	3 2%	5 2%	1 *	4 1%	5 1%	4 1%	3 1%	2 1%	2 1%	2 1%	5 1%	4 1%	12 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	6 1%	4 1%	2 *	-	3 2%	-	1 *	-	2 1%	3 1%	1 *	2 1%	3 1%	3 1%	2 1%	1 *	-	3 1%	3 1%	3 1%	5 1%
Unemployment/Factory closure/Lack of industry	131 13%	65 14%	66 13%	29 21%gh k	21 13%	31 19%hk	20 12%	17 12%	13 7%	50 17%hk	51 15%hk	30 9%	81 17%	50 10%	38 15%	24 9%	37 18%m	32 14%	62 12%m	69 16%m	119 12%
Other	25 3%	12 3%	13 3%	3 2%	3 2%	5 3%	1 *	6 4%f	8 4%f	6 2%	5 2%	14 4%f	10 2%	15 3%	7 3%	11 4%q	2 1%	5 2%	19 3%	6 1%	30 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41 4%	19 4%	21 4%	12 9%efg jk	13 8%fgj k	4 2%	3 2%	2 2%	7 3%	24 8%fgj k	7 2%	9 3%	28 6%	12 2%	1 *	10 4%lp	14 6%lp	16 7%lp	11 2%l	30 7%lp	41 4%
Personal finances (NET)	132 14%	50 11%	81 16%a	19 14%	36 22%efh jk	15 9%	20 12%	24 17%hk	17 9%	55 19%eh jk	35 10%	41 12%h	70 15%	61 12%	27 10%	36 13%	27 13%	41 18%lp	63 12%	68 15%	137 14%

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Ageing population/ Social care for the elderly	17 2%	16 2%e	-	1 2%	2 1%	*	7 3%e	7 3%	8 2%	3 2%	6 2%	3 2%	4 1%	8 2%	3 2%	3 1%	12 2%	5 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	1 1%o	-	1 *	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	16 2%	15 2%	-	1 1%	6 2%	5 2%	5 2%	5 2%	5 1%	* *	4 1%	4 2%	7 2%	3 1%	1 1%	2 1%	10 2%	3 1%	19 2%
Countryside/Rural life	* *	- -	* 1%a	-	-	-	* *	-	-	-	-	-	-	-	* *	-	-	* *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	20 2%	-	2 3%	8 2%	6 2%	6 2%	6 3%	8 2%	4 3%	6 2%	1 1%	6 2%	8 2%	4 3%	4 2%	14 2%	8 2%	25 3%
Defence/Foreign affairs/ International terrorism	6 1%	5 1%	-	1 2%f	4 1%	3 1%	-	-	2 1%	-	1 *	1 1%	2 1%	1 *	2 2%	1 *	3 *	3 1%	10 1%
Drug abuse	3 *	2 *	-	2 2%agi	3 1%a	1 *	1 *	1 *	-	-	-	-	-	-	2 2%klo	1 1%	-	3 1%o	5 1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Economy/Economic situation	195 20%	176 21%c	10 21%	9 11%	57 17%c	48 19%	46 17%	36 16%	93 25%ac	24 20%	74 25%cd	49 29%ac	57 18%	78 24%am	17 13%	39 21%	135 21%km	56 18%om	192 20%
Education/Schools	23 2%	21 2%gi	2 4%gj	1 1%	14 4%cgi	13 5%agi	8 3%	6 3%	2 1%	2 2%	2 1%	-	3 1%	16 5%kmo	* *	4 2%	19 3%k	4 1%	21 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	21 2%	18 2%	2 4%	1 1%	8 2%	7 3%	5 2%	3 1%	8 2%	6 5%agi	8 3%	2 1%	6 2%	3 1%	6 4%lo	6 3%	8 1%	12 4%lo	19 2%
Inflation/Prices	48 5%	43 5%	2 4%	4 4%	16 5%	12 5%	7 3%	5 2%	25 7%f	15 12%acd	24 8%af	9 5%	6 2%	19 6%k	9 7%k	14 8%ko	25 4%k	23 7%ko	49 5%
Local government/Council tax	7 1%	7 1%	-	1 1%	2 1%	2 1%	1 *	1 *	4 1%	3 2%	3 1%	-	3 1%	-	2 1%	2 1%	3 1%	4 1%	9 1%
Low pay/Minimum wage/Fair wages	27 3%	19 2%	2 4%	6 8%ade	12 4%e	6 2%	6 2%	4 2%	9 2%	1 1%	8 3%	7 4%	3 1%	18 6%ko	3 3%	4 2%	21 3%k	7 2%	20 2%
Morality/Individual behaviour/Lifestyle	11 1%	9 1%	1 2%	1 1%	4 1%	3 1%	3 1%	2 1%	4 1%	-	3 1%	3 2%	5 1%	4 1%	* *	1 *	9 1%	1 *	13 1%
National health service/Hospitals/Healthcare	38 4%	32 4%	5 10%cde	1 2%	7 2%	6 2%	10 4%	6 3%	21 6%cd	11 9%acd	20 7%ade	9 6%	11 3%	21 6%mp	2 1%	3 2%	32 5%p	4 1%	33 3%

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Nationalisation/ Government control of institutions	7 1%	4 *	1 2%gi	2 3%agi	6 2%agi	4 2%ag	1 *	- -	- -	- -	- -	- -	2 1%	3 1%	1 1%	1 1%	5 1%	2 1%	7 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	16 2%	12 1%	-	4 5%ade fh	7 2%	3 1%	3 1%	3 1%	6 2%	1 1%	5 2%	4 2%	9 3%	4 1%	2 1%	2 1%	13 2%	3 1%	19 2%
Petrol prices/Fuel	3 *	3 *	-	-	-	-	-	-	3 1%	1 1%	1 *	-	-	2 1%	1 1%	-	2 *	1 *	3 *
Pollution/ Environment	17 2%	14 2%	3 7%acd efj	-	3 1%	3 1%	5 2%	2 1%	9 2%	5 4%i	5 2%	1 *	4 1%	8 2%	1 *	5 3%	12 2%	6 2% ^m	18 2%
Population levels/ Overpopulation	4 *	4 1%	-	-	2 1%	2 1%	* *	* *	2 1%	-	2 1%	2 1%	3 1%	-	1 1%	-	3 1%	1 *	5 1%
Pound/Exchange rate/Value of pound	3 *	3 *	-	-	-	-	3 1%	3 1%	-	-	-	-	3 1%	-	-	-	3 *	-	1 *
Poverty/Inequality	54 5%	40 5%	6 13%afg ij	8 9%ij	26 8%aij	18 7%aij	11 4%	5 2%	17 4%ij	6 5%	8 3%	2 1%	18 6%	16 5%	10 7%	10 6%	34 5%	20 6%	65 7%
Privatisation	3 *	3 *	-	-	-	-	2 1%	2 1%	1 *	-	-	-	2 1%	-	-	1 *	2 *	1 *	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 29th November - 5th December 2013
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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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+

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Public services in general	4*	4	-	-	1	1	1	1	2	1	2	2	3	1	-	1	4	1	4
	*	1%	-	-	*	*	*	1%	1%	*	1%	1%	1%	*	-	*	1%	*	*
Race relations/ Immigration/ Immigrants	198	183	5	10	63	52	57	52	79	13	64	51	87	53	35	21	140	56	197
	20%	22%ch	11%	12%	19%ch	21%h	21%h	24%	21%h	11%	22%h	30%ab	27%ln	16%	27%ln	12%	22%ln	18%ln	20%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16	5	-	11	11	-	-	-	5	-	3	3	8	4	2	2	12	3	18
	2%	1%	-	13%abd	3%aef	-	-	-	1%	-	1%	2%	3%	1%	1%	1%	2%	1%	2%
Taxation	10	7	1	2	4	2	3	2	3	2	3	1	3	2	3	2	5	5	12
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	2%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	6	4	2	-	-	4	2	2	2	2	2	-	2	-	-	4	2	4	5
	1%	*	4%ade	-	-	1%	1%	1%	2%cd	1%	-	-	1%	-	-	2%lo	*	1%	1%
			gj																
Unemployment/ Factory closure/ Lack of industry	131	118	3	9	45	36	54	50	32	10	23	13	46	42	14	28	89	41	119
	13%	14%ghi	7%	11%	14%i	14%gi	20%ab	23%	9%	8%	8%	8%	14%	13%	10%	15%	14%	13%	12%
		j				ghij													
Other	25	21	*	4	8	5	7	6	10	2	3	1	11	7	4	3	18	6	30
	3%	2%	1%	4%j	3%	2%	3%	3%	3%i	2%	1%	*	3%	2%	3%	1%	3%	2%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Don't know	41	37	1	3	12	10	11	10	18	12	14	3	7	6	7	20	13	27	41
	4%	4%	2%	3%	4%	4%	4%	5%	5%	9% ^{adj}	5% ^j	2%	2%	2%	6% ^{lo}	11% ^{klo}	2%	9% ^{klm}	4%
Personal finances (NET)	132	104	10	18	54	36	24	13	54	23	41	17	27	54	23	28	80	51	137
	14%	12%	22% ^f	21% ^{af}	16% ^{af}	15%	9%	6%	14%	19% ^{af}	14%	10%	8%	17% ^{ko}	17% ^k	16% ^k	12% ^k	16% ^k	14%

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

Table 3
Q.PL01
What would you say is the most important issue facing Britain today?
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	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	980	321	105	554	50	31	140	274	39	840	179	62	131	258	239	980
WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Ageing population/ Social care for the elderly	17 2%	7 2%	2 2%	8 2%	2 5%	1 2%	2 1%	2 1%	1 2%	15 2%	3 1%	-	2 2%	1 *	8 3%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	1 3%ac	-	-	-	-	1 *	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	16 2%	4 1%	3 2%	10 2%	1 2%	-	4 3%g	1 *	* 1%	12 1%	5 3%	4 7%gi	* *	7 2%	2 1%	19 2%
Countryside/Rural life	* *	-	-	* *	-	-	-	-	-	* *	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	9 2%	4 3%	9 2%	-	-	4 3%	7 3%	-	18 2%	4 2%	2 4%	3 3%	9 3%	7 3%	25 3%
Defence/Foreign affairs/ International terrorism	6 1%	1 *	1 *	4 1%	1 2%	-	2 2%	1 1%	-	4 *	2 1%	-	1 1%	2 1%	3 1%	10 1%
Drug abuse	3 *	2 *	1 *	1 *	-	-	-	1 *	-	3 *	-	-	1 1%	-	1 *	5 1%

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	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Economy/Economic situation	195	97	23	75	4	8	35	57	10	160	46	11	21	89	56	192
	20%	24%cd	17%	17%	9%	20%	26%	22%	24%	19%	25%	17%	20%	31%l	19%	20%
Education/Schools	23	10	3	11	-	-	3	11	5	20	8	-	4	9	5	21
	2%	2%	2%	2%	-	-	2%	4%	11%fir	2%	4%f	-	3%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	21	10	1	10	1	1	1	10	-	19	1	-	1	3	11	19
	2%	2%	1%	2%	2%	3%	1%	4%	-	2%	1%	-	1%	1%	4%	2%
Inflation/Prices	48	21	6	21	3	2	9	11	-	39	9	1	4	10	14	49
	5%	5%	5%	5%	5%	5%	7%	4%	-	5%	5%	2%	3%	4%	5%	5%
Local government/Council tax	7	5	-	3	-	-	1	2	-	7	1	*	*	3	2	9
	1%	1%	-	1%	-	-	1%	1%	-	1%	*	*	*	1%	1%	1%
Low pay/Minimum wage/Fair wages	27	21	4	2	-	4	-	8	-	27	-	1	4	10	16	20
	3%	5%c	3%c	*	-	11%	-	3%j	-	3%j	-	2%	4%	3%	6%	2%
Morality/Individual behaviour/Lifestyle	11	4	-	7	3	-	2	*	-	9	2	-	4	5	1	13
	1%	1%	-	2%	5%ab	-	2%	*	-	1%	1%	-	4%	2%	*	1%
National health service/Hospitals/Healthcare	38	15	7	15	2	-	2	15	2	36	5	1	3	11	12	33
	4%	4%	6%	3%	3%	-	2%	6%	6%	4%	3%	2%	2%	4%	4%	3%
Nationalisation/Government control of institutions	7	3	2	3	1	-	1	1	-	6	1	-	1	-	3	7
	1%	1%	1%	1%	2%	-	*	1%	-	1%	*	-	1%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	16 2%	4 1%	2 2%	11 2%	-	2 5%	1 *	2 1%	3 6%fg	16 2%	3 2%f	2 3%	3 3%	5 2%	2 1%	19 2%
Petrol prices/Fuel	3 *	1 *	-	2 *	-	1 2%	-	1 *	-	3 *	-	-	-	2 1%	2 1%	3 *
Pollution/ Environment	17 2%	7 2%	4 3%	6 1%	1 2%	1 1%	2 1%	5 2%	1 3%	16 2%	3 2%	-	-	6 2%	6 2%	18 2%
Population levels/ Overpopulation	4 *	2 1%	-	2 *	-	-	-	1 *	-	4 1%	-	-	1 1%	-	* *	5 1%
Pound/Exchange rate/Value of pound	3 *	3 1%	-	-	-	-	-	3 1%	-	3 *	-	-	-	-	3 1%	1 *
Poverty/Inequality	54 5%	15 4%	9 7%	29 7%	2 4%	5 12%	3 2%	20 8%	2 6%	50 6%	6 3%	-	9 8%	10 4%	15 5%	65 7%
Privatisation	3 *	2 *	-	1 *	-	-	1 1%	2 1%	-	2 *	1 *	-	1 1%	2 1%	1 *	3 *
Public services in general	4 *	1 *	-	3 1%	-	-	-	1 *	-	4 1%	-	1 2%	-	1 *	-	4 *
Race relations/ Immigration/ Immigrants	198 20%	74 18%	24 18%	100 23%	6 13%	12 30%	47 35%gi	21 8%	9 21%g	151 18%g	57 31%gi	30 49%gh ij	26 23%	58 21%	47 17%	197 20%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	16 2%	7 2%	1 1%	8 2%	* 1%	1 2%	5 3%	3 1%	2 4%	11 1%	6 4%	- -	1 1%	9 3%	3 1%	18 2%
Taxation	10 1%	2 1%	2 2%	5 1%	- -	- -	1 1%	3 1%	1 2%	8 1%	2 1%	1 1%	2 2%	2 1%	2 1%	12 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	6 1%	4 1%	2 1%	* *	- -	- -	2 -	1 1%	6 -	- -	- -	- -	1 *	- -	- -	5 1%
Unemployment/ Factory closure/ Lack of industry	131 13%	52 13%	20 15%	60 13%	17 35%abc	1 3%	7 5%	56 21%fi	5 12%	124 15%fj	12 7%	4 6%	14 12%	26 9%	39 14%	119 12%
Other	25 3%	5 1%	4 3%	16 4%a	- -	1 2%	1 1%	8 3%	- -	24 3%	1 *	2 4%	1 1%	6 2%	6 2%	30 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41 4%	16 4%	6 4%	18 4%	4 7%	- -	3 2%	7 3%	1 2%	37 4%	4 2%	- -	2 2%m	- -	18 6%	41 4%
Personal finances (NET)	132 14%	58 14%	20 15%	54 12%	5 10%	12 29%	12 9%	40 15%r	2 6%	119 14%r	15 8%	2 4%	17 15%	32 11%	47 16%	137 14%

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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				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	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Ageing population/ Social care for the elderly	17 2%	3 1%	4 2%	1 1%	2 1%	- -	1 *	2 1%	13 3%	2 1%	15 2%	2 2%	2 1%	7 2%	- -	- -	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 1%	1 *	-	-	-	-	1 1%	1 *	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	16 2%	2 *	3 1%	1 1%	12 3%a	1 3%	2 1%	2 1%	11 2%	3 2%	16 2%	* *	3 2%	3 1%	-	-	19 2%
Countryside/Rural life	* *	-	-	-	-	-	-	-	-	* *	* *	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	4 1%	3 2%	22 16%abde f	4 1%	-	1 1%	7 3%	13 3%	3 1%	19 2%	3 3%	6 4%	6 2%	-	-	25 3%
Defence/Foreign affairs/ International terrorism	6 1%	1 *	1 *	3 2%	1 *	6 16%abcd f	1 *	3 1%	3 1%	6 1%	1 1%	1 1%	1 *	-	-	-	10 1%
Drug abuse	3 *	-	-	2 1%	1 *	-	-	1 *	2 *	-	3 *	-	1 *	2 *	-	-	5 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 : 29th November - 5th December 2013
Number of sample points : 181
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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UNWEIGHTED BASE 980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE 975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Economy/Economic situation 195 20%	195 51%bcd ef	43 21% d	21 15%	47 13%	10 25% d	33 28% cd	45 17%	114 23%	36 17%	174 20%	19 18%	39 22%	76 21%	2 33%	3 100%	192 20%
Education/Schools 23 2%	7 2% d	8 4% d	2 2%	1 *	- -	23 19% abcd e	7 3%	15 3%	1 *	21 2%	3 3%	6 4%	6 2%	- -	- -	21 2%
Foot and mouth outbreak/Farming crisis -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing 21 2%	8 2% d	2 1%	3 2%	1 *	1 2%	4 3% d	14 5% hi	4 1%	2 1%	16 2%	5 5%	4 2%	8 2%	- -	- -	19 2%
Inflation/Prices 48 5%	11 3%	8 4%	6 5%	10 3%	1 2%	2 2%	20 8% h	19 4%	9 4%	40 5%	8 7%	5 3%	22 6%	- -	- -	49 5%
Local government/Council tax 7 1%	1 *	2 1%	1 1%	1 *	- -	- -	3 1%	2 *	2 1%	7 1%	1 1%	2 1%	3 1%	- -	- -	9 1%
Low pay/Minimum wage/Fair wages 27 3%	4 1%	3 2%	1 1%	8 2%	2 5% f	- -	7 3%	6 1%	14 7% h	27 3%	- -	8 4%	18 5%	- -	- -	20 2%
Morality/Individual behaviour/Lifestyle 11 1%	4 1%	2 1%	2 1%	3 1%	- -	1 1%	2 1%	7 1%	2 1%	11 1%	1 1%	2 1%	2 1%	- -	- -	13 1%
National health service/Hospitals/Healthcare 38 4%	13 3%	38 18% acde f	5 3%	13 4%	1 3%	11 9% acd	10 4%	21 4%	7 4%	35 4%	4 3%	18 10% m	5 1%	- -	- -	33 3%

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	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Nationalisation/ Government control of institutions	7 1%	2 *	- -	1 *	2 1%	- -	2 2%	2 1%	5 1%	1 1%	7 1%	- -	- -	4 1%	- -	- -	7 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	16 2%	3 1%	6 3%	3 2%	4 1%	1 2%	-	4 1%	11 2%	2 1%	16 2%	1 1%	-	6 2%	-	-	19 2%
Petrol prices/Fuel	3 *	1 *	-	-	1 *	-	-	1 *	-	2 1%	3 *	-	-	1 *	-	-	3 *
Pollution/ Environment	17 2%	10 3%d	3 1%	1 *	1 *	1 3%d	3 2%d	10 4%h	2 *	5 2%h	17 2%	-	-	9 3%	2 32%	-	18 2%
Population levels/ Overpopulation	4 *	1 *	* *	* *	* *	1 2%d	-	-	3 1%	2 1%	4 1%	-	-	2 1%	-	-	5 1%
Pound/Exchange rate/Value of pound	3 *	-	-	-	-	-	-	3 1%	-	-	-	3 2%j	3 1%	-	-	-	1 *
Poverty/Inequality	54 5%	9 2%	12 6%a	7 5%	10 3%	2 6%	3 2%	14 5%	27 5%	13 6%	49 6%	5 4%	10 6%	14 4%	-	-	65 7%
Privatisation	3 *	-	1 *	-	1 *	1 3%ad	-	-	3 1%	-	3 *	-	2 1%	-	-	-	3 *

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	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Public services in general	4*	-	-	-	-	-	-	1*	1*	3	4	1	1	1	-	-	4*
Race relations/Immigration/Immigrants	198	56	41	41	198	7	12	32	111	55	192	6	25	74	1	-	197
	20%	15%	19% ^f	29% ^{abf}	55% ^{abc}	17%	10%	12%	22% ^g	26% ^g	22% ^k	6%	14%	21%	13%	-	20%
Scottish/Welsh assembly/Devolution/Constitutional reform	16	4	3	1	5	2	3	3	8	5	16	-	2	6	-	-	18
	2%	1%	1%	*	1%	4%	3%	1%	2%	2%	2%	-	1%	2%	-	-	2%
Taxation	10	-	2	1	2	-	-	2	5	2	8	1	-	4	-	-	12
	1%	-	1%	1%	*	-	-	1%	1%	1%	1%	1%	-	1%	-	-	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	6	2	2	-	-	-	2	2	2	2	6	-	1	4	-	-	5
	1%	*	1%	-	-	-	1%	1%	*	1%	1%	-	1%	1%	-	-	1%
Unemployment/Factory closure/Lack of industry	131	36	18	15	22	1	16	44	73	14	96	36	22	48	1	-	119
	13%	10%	9%	11%	6%	3%	13% ^d	17% ⁱ	15% ⁱ	7%	11%	34% ^j	13%	14%	23%	-	12%
Other	25	4	2	1	5	2	1	6	10	10	21	3	4	5	-	-	30
	3%	1%	1%	1%	1%	4%	1%	2%	2%	5%	2%	3%	2%	1%	-	-	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Don't know 41 4%	2 1%	2 1%	-	2 *	-	1 1%	20 8%h	13 3%	8 4%	34 4%	5 5%	8 4%	18 5%	-	-	41 4%
Personal finances (NET) 132 14%	24 6%	24 11%af	15 11%	29 8%	5 13%	5 4%	42 16%h	52 10%	37 18%h	119 14%	12 12%	24 14%	55 15%	-	-	137 14%

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	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
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UNWEIGHTED BASE	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	**	61%	11%*	30%	10%*	15%	101%
Ageing population/ Social care for the elderly	17 2%	1 10%	5 14%	2 5%	1 12%	-	-	1 2%	* 2%	1 2%	1 3%	* 4%	2 3%	1 5%	-	7 1%	6 6%q	4 1%	1 2%	3 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	16 2%	-	-	-	-	3 12%	* 2%	4 5%o	-	1 1%	-	-	-	-	-	8 1%	3 3%	5 2%	5 5%q	1 1%	19 2%
Countryside/Rural life	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* *	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	22 2%	-	-	-	-	-	2 12%	2 2%	-	3 3%	2 3%	-	2 3%	-	-	12 2%	-	10 3%	4 4%	4 3%	25 3%
Defence/Foreign affairs/ International terrorism	6 1%	-	1 3%	1 2%	-	-	-	-	-	2 2%	-	-	-	-	-	3 *	2 2%	2 1%	-	2 1%	10 1%
Drug abuse	3 *	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	3 *	-	1 *	-	1 *	5 1%

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	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
Economy/Economic situation	195	6	11	16	2	10	1	20	1	12	8	-	13	3	-	111	36	53	22	20	192
	20%	50%	27%	39%ij	22%	40%	7%	25%	3%	13%	18%	-	21%	14%	-	19%	34%qs	18%	22%	14%	20%
Education/Schools	23	-	-	2	1	-	-	3	-	-	-	-	2	2	-	17	3	4	3	-	21
	2%	-	-	4%	8%	-	-	3%	-	-	-	-	3%	7%	-	3%	2%	1%	3%	-	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	21	1	2	1	-	1	-	2	-	2	-	-	5	1	-	11	2	9	2	2	19
	2%	7%	4%	2%	-	4%	-	2%	-	2%	-	-	8%o	4%	-	2%	2%	3%	2%	1%	2%
Inflation/Prices	48	-	1	2	-	-	2	7	1	2	3	1	3	1	-	28	3	17	9	6	49
	5%	-	2%	5%	-	-	11%	9%	4%	2%	7%	9%	5%	4%	-	5%	3%	6%	9%	4%	5%
Local government/Council tax	7	-	-	-	-	-	-	-	1	-	1	1	1	1	-	6	-	2	-	2	9
	1%	-	-	-	-	-	-	-	3%	-	3%	6%	2%	5%	-	1%	-	1%	-	1%	1%
Low pay/Minimum wage/Fair wages	27	-	-	-	-	-	-	-	1	1	4	-	2	-	-	20	-	6	-	5	20
	3%	-	-	-	-	-	-	-	4%	1%	9%gi	-	3%	-	-	3%	-	2%	-	3%	2%
Morality/Individual behaviour/Lifestyle	11	1	1	1	-	-	-	1	-	1	-	-	-	-	-	6	3	2	1	1	13
	1%	9%	2%	2%	-	-	-	1%	-	1%	-	-	-	-	-	1%	3%	1%	1%	1%	1%
National health service/Hospitals/Healthcare	38	-	1	1	1	4	-	4	-	2	-	*	6	5	-	24	4	11	4	2	33
	4%	-	2%	2%	12%	16%	-	5%	-	2%	-	3%	9%	20%	-	4%	4%	4% _s	4%	1%	3%

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WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	-**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
Nationalisation/ Government control of institutions	7 1%	-	-	-	-	-	1	-	-	-	1	-	-	-	-	6	-	1	1	1	7
	1%	-	-	-	-	-	3%	-	-	-	2%	-	-	-	-	1%	-	*	1%	*	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	16 2%	-	1	-	-	1	1	3	1	3	1	1	-	-	-	8	1	8	4	6	19
	2%	-	2%	-	-	3%	5%	3%	4%	4%	1%	10%	-	-	-	1%	1%	3%	4%	4%	2%
Petrol prices/Fuel	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Pollution/ Environment	17 2%	-	-	3	1	-	-	-	-	-	-	-	1	3	-	10	4	3	-	-	18
	2%	-	-	7%glo	8%	-	-	-	-	-	-	-	2%	10%	-	2%	3% _s	1%	-	-	2%
Population levels/ Overpopulation	4 *	-	-	-	-	*	-	*	-	1	-	-	1	-	-	2	*	2	*	1	5
	*	-	-	-	-	1%	-	*	-	1%	-	-	2%	-	-	*	*	1%	*	1%	1%
Pound/Exchange rate/Value of pound	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Poverty/Inequality	54 5%	1	-	5	-	2	-	1	*	5	3	2	2	1	-	36	7	11	1	9	65
	5%	10%	-	11%g	-	7%	-	1%	2%	6%	6%	23%	3%	5%	-	6%	7% _r	4%	1%	6%	7%
Privatisation	3 *	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	1	3
	*	-	-	-	-	-	-	-	-	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 : 29th November - 5th December 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

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	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	**	61%	11%*	30%	10%*	15%	101%
Public services in general	4*	1	1	1	1	-	1	-	-	-	-	-	-	-	-	3	1	1	1	-	4
	*	5%	1%	1%	6%	-	3%	-	-	-	-	-	-	-	-	1%	1%	*	1%	-	*
Race relations/Immigration/Immigrants	198	*	8	-	-	2	10	20	3	34	14	4	7	1	-	116	10	75	28	43	197
	20%	4%	21%	-	-	7%	49%	25%cl	18%	38%cl	31%cl	45%	10%	6%	-	20%cl	9%	26%p	28%p	30%p	20%
Scottish/Welsh assembly/Devolution/Constitutional reform	16	-	3	-	-	-	-	1	6	1	-	-	-	-	-	5	3	8	1	6	18
	2%	-	8%	-	-	-	-	2%	32%	1%	-	-	-	-	-	1%	3%	3%	1%	4%	2%
Taxation	10	-	-	-	1	-	1	1	1	1	-	-	1	-	-	6	1	3	1	2	12
	1%	-	-	-	12%	-	3%	1%	3%	1%	2%	-	-	5%	-	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	6	-	-	2	-	-	-	-	-	1	-	-	1	1	-	2	2	2	-	1	5
	1%	-	-	4%o	-	-	-	-	-	1%	-	-	1%	3%	-	*	2%	1%	-	1%	1%
Unemployment/Factory closure/Lack of industry	131	*	4	7	1	2	*	8	2	13	6	-	9	1	-	85	12	35	8	21	119
	13%	4%	9%	16%	7%	8%	2%	9%	13%	15%	12%	-	15%	4%	-	14%	11%	12%	8%	14%	12%
Other	25	-	2	-	1	*	*	3	1	-	2	-	-	-	-	17	3	5	3	3	30
	3%	-	4%	-	13%	2%	2%	3%	7%	-	4%	-	-	-	-	3%	3%	2%	3%	2%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	1.00	1.00

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

Table 5
Q.PL01
What would you say is the most important issue 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	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	-**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
Don't know	41	-	-	-	-	-	-	1	*	4	-	-	6	1	-	29	-	12	1	4	41
	4%	-	-	-	-	-	-	1%	2%	4%	-	-	10%g	6%	-	5%	-	4%	1%	3%	4%
Personal finances (NET)	132	1	1	7	-	2	2	8	2	8	10	3	7	2	-	86	10	35	11	20	137
	14%	10%	2%	16%	-	7%	11%	10%	10%	9%	21%	32%	11%	10%	-	15%	10%	12%	11%	14%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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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	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Ageing population/ Social care for the elderly	69 7%	24 5%	44 9%a	2 1%	12 7%c	13 8%c	12 7%c	12 8%c	18 9%c	13 4%c	25 7%c	30 9%c	26 6%	42 8%	32 13%noq	20 7%o	9 4%	7 3%	52 10%moq	16 4%	63 6%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	10 1%	5 1%	5 1%	2 1%	1 1%	-	5 3%j	1 1%	1 1%	3 1%	5 1%	2 1%	3 1%	7 1%	2 1%	1 *	-	8 4%lmn	2 *	8 2%	9 1%
Bird flu/Pandemic flu/Swine flu	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 1%	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	62 6%	37 8%	25 5%	5 4%	4 3%	1 1%	13 8%eij	11 8%ei	26 13%cde	9 3%	15 4%e	38 11%cde	11 2%	51 10%	23 9%	15 6%	11 5%	12 5%	39 7%	23 5%	70 7%
Countryside/Rural life	8 1%	4 1%	4 1%	-	-	-	2 1%	4 3%i	3 1%	-	2 *	7 2%i	-	8 2%	5 2%	* *	1 1%	1 1%	6 1%m	3 1%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	63 13%	79 16%	28 21%de	17 11%	18 11%	31 19%j	18 13%	29 15%	45 15%	49 15%	47 14%	64 14%	79 15%	36 14%	42 15%	32 15%	32 14%	78 15%	64 14%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	21 4%	19 4%	1 *	3 2%	7 4%	13 8%cdi	7 5%ci	9 4%c	4 1%	20 6%ci	16 5%ci	11 2%	29 6%	12 5%	11 4%	9 4%	8 4%	23 4%	17 4%	45 5%
Drug abuse	44 5%	18 4%	26 5%	7 5%	9 6%	9 5%	5 3%	6 4%	8 4%	16 5%	14 4%	14 4%	25 5%	19 4%	6 2%	12 4%	10 5%	16 7%lp	18 3%	26 6%	49 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. * small base

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	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	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Economy/Economic situation	381	207	175	45	66	66	77	54	72	111	144	126	178	203	112	138	66	65	251	131	375
	39%	43%b	35%	33%	41%	39%	46%c	38%	36%	37%	43%	37%	38%	40%	43%no	50%no	31%	28%	47%no	30%	38%
Education/Schools	121	55	65	12	20	25	21	19	23	32	46	42	57	64	51	31	21	18	82	39	118
	12%	12%	13%	9%	12%	15%	13%	13%	12%	11%	14%	12%	12%	13%	20%mn	11%	10%	8%	15%mo	9%	12%
Foot and mouth outbreak/Farming crisis	3	1	1	-	-	1	-	1	-	-	1	1	1	1	-	-	-	3	-	3	2
	*	*	*	-	-	1%	-	1%	-	-	*	*	*	*	-	-	-	1%p	-	1%	*
Housing	130	67	63	20	24	26	20	23	17	44	46	40	71	59	30	36	35	30	66	65	122
	13%	14%	13%	15%	15%	16%	12%	16%hk	8%	15%h	14%	12%h	15%	12%	11%	13%	16%	13%	12%	15%	12%
Inflation/Prices	167	79	88	20	33	20	36	30	29	53	56	59	72	95	26	52	47	42	78	89	171
	17%	17%	18%	15%	20%	12%	22%ej	21%	14%	18%	17%	17%	15%	19%	10%	19%lp	22%lp	18%l	15%l	20%l	17%
Local government/Council tax	28	17	11	8	1	8	5	1	5	9	12	6	17	11	7	10	4	7	17	11	31
	3%	4%	2%	6%dgi	1%	4%	3%	1%	3%	3%d	4%	2%	4%	2%	3%	4%	2%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	114	55	59	12	30	17	24	15	15	42	42	30	59	54	25	24	32	33	49	65	100
	12%	12%	12%	9%	18%hk	10%	14%h	11%	8%	14%ch	12%	9%	13%	11%	10%	9%	14%	14%	9%	15%mp	10%
Morality/Individual behaviour/Lifestyle	45	17	28	2	8	7	8	8	12	10	15	20	16	28	18	14	6	7	32	13	46
	5%	4%	6%	1%	5%	4%	5%	6%	6%	3%	4%	6%	3%	6%	7%q	5%	3%	3%	6%q	3%	5%
National health service/Hospitals/Healthcare	210	81	130	21	14	37	49	35	54	35	86	89	72	138	69	62	41	38	132	79	213
	22%	17%	26%a	15%	9%	22%di	29%cd	24%di	27%cd	12%	26%cd	26%cd	16%	27%	27%oq	23%	19%	16%	25%oq	18%	22%
Nationalisation/Government control of institutions	18	12	6	2	4	3	3	2	6	5	5	8	8	11	5	7	1	5	12	7	19
	2%	3%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%

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	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Northern Ireland	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	1%	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	9	4	4	-	3	-	1	2	3	3	1	5	3	6	3	3	1	2	6	3	11
	1%	1%	1%	-	2%	-	*	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pensions/Social security/Benefits	99	37	63	6	12	17	23	17	25	18	40	41	35	64	31	28	18	23	59	41	102
	10%	8%	13%a	5%	7%	10%	14%ci	12%	12%ci	6%	12%ci	12%ci	7%	13%	12%	10%	8%	10%	11%	9%	10%
Petrol prices/Fuel	55	22	33	2	8	10	14	10	10	10	24	20	21	34	15	9	19	13	23	32	48
	6%	5%	7%	1%	5%	6%	8%c	7%c	5%	3%	7%c	6%	4%	7%	6%	3%	9%mp	6%	4%	7%mp	5%
Pollution/ Environment	64	44	20	11	8	9	20	9	8	19	29	16	28	36	27	21	11	6	48	17	61
	7%	9%b	4%	8%	5%	5%	12%hjk	6%	4%	6%	9%	5%	6%	7%	10%oq	8%oq	5%	3%	9%oq	4%	6%
Population levels/ Overpopulation	61	28	33	6	4	11	15	8	16	11	26	24	21	39	17	17	13	14	34	26	55
	6%	6%	7%	5%	3%	6%	9%di	6%	8%	4%	8%	7%	5%	8%	7%	6%	6%	6%	6%	6%	6%
Pound/Exchange rate/Value of pound	5	5	*	-	*	3	1	-	*	*	4	*	4	2	-	3	3	-	3	3	6
	1%	1%	*	-	*	2%	1%	-	*	*	1%	*	1%	*	-	1%	1%	-	*	1%	1%
Poverty/Inequality	140	56	84	17	28	27	23	23	22	45	50	45	72	67	41	41	19	38	82	58	148
	14%	12%	17%	13%	17%	16%	14%	16%	11%	15%	15%	13%	16%	13%	16%	15%	9%	17%nq	15%	13%	15%
Privatisation	25	17	8	3	7	5	4	5	2	10	8	7	15	10	6	9	8	2	15	10	21
	3%	4%	2%	2%	4%	3%	2%	4%	1%	3%	2%	2%h	3%	2%	3%	3%	4%	1%	3%	2%o	2%
Public services in general	52	25	26	4	9	5	16	5	12	13	21	18	18	33	15	18	9	9	33	19	49
	5%	5%	5%	3%	6%	3%	9%cj	4%	6%	4%	6%	5%	4%	7%	6%	6%	4%	4%	6%	4%	5%
Race relations/ Immigration/ Immigrants	358	177	181	27	43	55	73	60	100	70	129	160	125	233	77	104	89	88	181	176	362
	37%	37%	36%	20%	27%	33%c	44%cd	42%cd	50%cd	23%	38%cd	47%cd	27%	46%	30%	38%p	42%l	38%	34%	40%l	37%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
 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	980	496	484	137	123	122	175	161	262	260	297	423	382	598	211	336	175	258	547	433	980
WEIGHTED BASE	975	475	500	136	161*	169*	167	141	200	297	336	342	466	509	259	275	212	230	533	442	980
	100%	49%	51%	14%	17%*	17%*	17%	15%	21%	31%	34%	35%	48%	52%	27%	28%	22%	24%	55%	45%	101%
Scottish/Welsh assembly/Devolution/Constitutional reform	26 3%	16 3%	11 2%	* *	6 4%	4 2%	9 5% ^c	3 2%	5 2%	6 2% ^c	12 4%	8 2%	10 2%	16 3%	12 4% ^{nq}	9 3%	1 1%	4 2%	21 4% ^{nq}	6 1%	32 3%
Taxation	50 5%	24 5%	26 5%	9 7%	5 3%	13 8%	9 5%	3 2%	11 5%	14 5%	22 7%	14 4%	27 6%	23 4%	12 5%	17 6%	12 6%	10 4%	28 5%	21 5%	51 5%
Trade unions/ Strikes	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Transport/Public transport	41 4%	28 6% ^b	13 3%	4 3%	7 4%	11 6%	8 5%	4 3%	7 4%	11 4%	19 6%	12 3%	22 5%	20 4%	13 5%	10 4%	10 5%	7 3%	24 4%	18 4%	35 4%
Unemployment/Factory closure/Lack of industry	281 29%	132 28%	149 30%	55 40% ^{df} hijk	41 26%	53 31%	46 27%	40 28%	47 23%	96 32% ^h	98 29%	87 25%	149 32%	132 26%	79 31%	63 23%	66 31%	73 32% ^m	143 27% ^m	138 31% ^m	268 27%
Other	91 9%	45 10%	45 9%	11 8%	14 9%	11 6%	10 6%	18 13% ^{fj}	27 14% ^{fj}	25 8%	20 6%	45 13% ^{fj}	36 8%	55 11%	25 10%	38 14% ^{noq}	13 6%	14 6%	63 12% ^{oq}	28 6%	102 10%
MEAN NUMBER OF MENTIONS	3.12	3.10	3.15	2.71	2.91	3.00	3.61 ^c deijk	3.28 ^c i	3.17 ^c i	2.82	3.30 ^c ei	3.22 ^c i	2.88	3.35	3.27	3.25 ^o q	3.01	2.93	3.26 ^o q	2.97	3.10
STANDARD ERROR	0.06	0.08	0.08	0.11	0.13	0.13	0.18	0.13	0.11	0.08	0.11	0.08	0.07	0.08	0.14	0.10	0.10	0.09	0.08	0.07	0.06
ERROR VARIANCE	*	0.01	0.01	0.01	0.02	0.02	0.03	0.02	0.01	0.01	0.01	0.01	*	0.01	0.02	0.01	0.01	0.01	0.01	*	*
Don't know	95 10%	50 10%	45 9%	26 19% ^{ef} ghjk	25 16% ^{ef} jk	13 8%	8 5%	9 6%	15 7%	50 17% ^{efg} hjk	21 6%	23 7%	64 14%	31 6%	14 6%	24 9%	20 10%	37 16% ^{lmp}	38 7%	57 13% ^{lp}	102 10%
Personal finances (NET)	364 37%	168 35%	196 39%	44 33%	76 47% ^{ch}	58 34%	72 43% ^h	57 41% ^{hk}	57 29%	121 41% ^{ch}	129 38% ^h	114 33% ^h	178 38%	186 37%	79 30%	102 37%	90 42% ^l	93 41% ^l	181 34%	183 41% ^{lp}	360 37%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
 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)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Ageing population/ Social care for the elderly	69 7%	53 6%	3 7%	12 14%ade f	23 7%e	11 4%	14 5%	11 5%	32 8%	8 7%	25 8%	17 10%	25 8%	28 9%	5 4%	10 6%	53 8%	16 5%	63 6%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	10 1%	7 1%	4 8%acd efghi j	-	1 *	1 *	5 2%	2 1%	4 1%	1 1%	3 1%	2 1%	4 1%	-	1 1%	3 2%	4 1%	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	1 *	1 *	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	1 1%o	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	62 6%	55 7%	2 4%	5 6%	17 5%	12 5%	13 5%	11 5%	32 9%h	5 4%	24 8%h	19 11%d	33 10%lmn op	14 4%	6 5%	6 3%	47 7%l	12 4%	70 7%
Countryside/Rural life	8 1%	5 1%	2 3%f	1 1%	4 1%	3 1%	2 1%	-	3 1%	1 1%	2 1%	1 1%	4 1%	3 1%	1 1%	*	7 1%	1 *	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	124 15%	5 10%	14 17%	43 13%	29 12%	48 18%	44 20%	51 14%	19 15%	43 15%	25 15%	42 13%	42 13%	26 20%o	31 17%	84 13%	57 18%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	32 4%	1 2%	7 8%agh ij	22 7%agi	15 6%i	9 3%	8 4%	9 2%	2 2%	6 2%	3 2%	10 3%	16 5%	6 5%	7 4%	26 4%	13 4%	45 5%

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

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What do you see as the main/other important issues facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Drug abuse	44	30	1	13	22	8	15	14	7	6	6	1	10	11	12	10	21	22	49
	5%	4%g	2%	16%abd efghij	7%aeg ij	3%	6%gj	6%	2%	5%gi	2%	*	3%	3%	9%klo	6%	3%	7%ko	5%
Economy/Economic situation	381	337	17	27	116	89	99	82	166	48	133	84	127	141	40	67	269	107	375
	39%	40%	35%	32%	35%	36%	37%	38%	44%cd	39%	45%cd h	50%ac def	40%	44%mp	31%	37%	42%mp	34%	38%
Education/Schools	121	107	6	8	48	40	30	24	43	16	36	20	36	59	7	18	95	25	118
	12%	13%	12%	10%	14%	16%	11%	11%	11%	13%	12%	12%	11% m	18% kmp p	5%	10%	15% kmp	8%	12%
Foot and mouth outbreak/Farming crisis	3	3	-	-	-	-	3	3	-	-	-	-	3	-	-	-	3	-	2
	*	*	-	-	-	-	1%	1%	-	-	-	-	1%	-	-	-	*	-	*
Housing	130	107	13	10	33	23	25	11	72	24	59	35	28	51	21	28	79	50	122
	13%	13%	28%ac def	12%	10%	10%	9%	5%	19%ad ef	20%ad ef	20%ad ef	21%ade f	9%	16%k	16%k	16%k	12%k	16%k	12%
Inflation/Prices	167	140	10	18	70	52	30	20	67	24	58	33	46	64	21	32	111	53	171
	17%	17%f	20%f	21%f	21%af	21%af	11%	9%	18%	20%f	20%f	20%	14%	20%	16%	18%	17%	17%	17%
Local government/Council tax	28	25	1	2	11	9	5	5	11	6	8	2	9	9	5	5	18	10	31
	3%	3%	2%	2%	3%	4%	2%	2%	3%	5%	3%	1%	3%	3%	4%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	114	92	7	14	32	18	38	31	43	10	38	28	32	39	20	22	71	42	100
	12%	11%e	15%	17%de h	10%e	7%	14%e	14%	11%	8%	13%h	17%e	10%	12%	15%	12%	11%	13%	10%
Morality/Individual behaviour/Lifestyle	45	33	6	5	12	7	20	14	12	1	10	9	15	19	3	4	34	7	46
	5%	4%h	13%ade ghi	6%h	4%	3%	8%aeg h	6%	3%h	*	3%h	6%	5%	6%	2%	2%	5%	2%	5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
 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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
National health service/Hospitals/ Healthcare	210	177	16	17	70	53	56	40	84	25	70	44	79	86	16	25	165	41	213
	22%	21%	33%f	21%	21%	21%	21%	18%	22%	20%	24%	26%	25%mn	26%mn	12%	14%	25%mn	13%	22%
Nationalisation/ Government control of institutions	18	13	1	4	11	6	4	3	4	-	4	4	6	5	3	1	11	4	19
	2%	2%	2%	5%afg	3%a	3%	1%	1%	1%	-	1%	2%	2%	1%	2%	1%	2%	1%	2%
Northern Ireland	1	1	-	-	-	-	-	-	1	1	1	-	-	-	-	1	-	1	1
	*	*	-	-	-	-	-	-	*	1%	*	-	-	-	-	1%	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	9	3	2	4	5	1	2	*	2	-	1	1	4	3	1	1	7	2	11
	1%	*	3%a	5%ade	1%ae	*	1%	*	1%	-	*	1%	1%	1%	1%	*	1%	1%	1%
Pensions/Social security/Benefits	99	74	10	15	38	23	27	17	35	8	29	21	37	40	10	13	77	22	102
	10%	9%	21%ae	18%ad	11%	9%	10%	8%	9%	6%	10%h	13%	11%	12%	7%	7%	12%p	7%	10%
Petrol prices/Fuel	55	45	1	9	27	18	15	13	13	3	10	7	24	22	6	3	46	9	48
	6%	5%	2%	11%agh	8%agh	7%	5%	6%	3%	2%	3%	4%	7%np	7%np	5%	2%	7%np	3%	5%
Pollution/ Environment	64	48	8	8	19	11	13	5	32	8	20	12	21	30	1	12	51	13	61
	7%	6%	17%ad	10%d	6%	4%	5%	2%	9%a	7%	7%	7%	7%m	9%mp	1%	7%am	8%am	4%am	6%
Population levels/ Overpopulation	61	57	2	2	11	9	16	14	34	6	31	25	18	27	9	5	45	14	55
	6%	7%de	4%	2%	3%	4%	6%	6%	9%cde	5%	11%ac	15%acd	6%	8%n	7%p	3%	7%an	5%	6%
Pound/Exchange rate/Value of pound	5	4	-	1	2	1	3	3	-	-	-	-	4	1	*	-	5	*	6
	1%	1%	-	1%g	1%	1%	1%	1%	-	-	-	-	1%	*	*	-	1%	*	1%

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

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

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
WEIGHTED BASE	975	844	48*	83*	330	247	267	219	378	124	293	169*	321	325	132	182	647	314	980
	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Poverty/Inequality	140	106	16	17	59	42	32	16	48	18	37	19	34	51	22	29	85	51	148
	14%	13%	34% ^{ad}	21% ^{af}	18% ^a	17% ^a	12%	7%	13%	14%	13%	11%	10%	16%	16%	16%	13% ^k	16% ^k	15%
Privatisation	25	21	2	2	8	5	5	3	12	-	9	9	5	14	*	4	19	4	21
	3%	2%	4% ^h	3%	2%	2%	2%	2%	3%	-	3%	5% ^h	2%	4% ^{mp}	*	2%	3% ^k	1%	2%
Public services in general	52	42	5	5	17	12	11	6	23	7	21	14	16	20	5	10	36	15	49
	5%	5%	10% ^f	6%	5%	5%	4%	3%	6%	5%	7%	8%	5%	6%	4%	6%	6%	5%	5%
Race relations/Immigration/Immigrants	358	321	10	27	115	88	88	78	155	22	122	100	145	104	55	48	249	103	362
	37%	38% ^{bh}	20%	32% ^h	35% ^h	36% ^h	33% ^{bh}	36%	41% ^{bh}	18%	42% ^{bh}	59% ^{ab}	45% ^{ln}	32%	42% ^{np}	26%	38% ^{ln}	33% ^{ln}	37%
Scottish/Welsh assembly/Devolution/Constitutional reform	26	9	-	17	19	2	-	-	7	-	5	5	11	9	2	4	20	6	32
	3%	1%	-	21% ^{abd}	6% ^{aef}	1%	-	-	2%	-	2%	3% ^f	3%	3%	2%	2%	3%	2%	3%
Taxation	50	40	3	7	20	13	14	11	16	11	15	3	12	19	5	14	32	18	51
	5%	5%	6%	8% ^j	6%	5%	5%	5%	4%	9% ^{agi}	5% ^j	2%	4%	6%	4%	7%	5%	6%	5%
Trade unions/Strikes	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1
	*	-	-	1% ^a	*	-	-	-	-	-	-	-	-	*	-	-	*	-	*
Transport/Public transport	41	36	3	2	6	4	10	7	25	10	23	13	9	14	4	12	23	16	35
	4%	4% ^{de}	6%	2%	2%	1%	4%	3%	7% ^{ade}	8% ^{ade}	8% ^{ade}	8% ^{de}	3%	4%	3%	6%	4%	5%	4%
Unemployment/Factory closure/Lack of industry	281	250	10	22	104	82	87	78	90	26	73	48	89	94	36	60	183	96	268
	29%	30% ^{gh}	20%	26%	31% ^{gh}	33% ^{gh}	33% ^{bg}	35%	24%	21%	25%	28%	28%	29%	27%	33%	28%	31%	27%

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

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	980	815	49	116	365	249	278	229	337	131	239	108	348	235	188	195	583	383	980
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	100%	87%	5%*	9%*	34%	25%	27%	22%	39%	13%	30%	17%*	33%	33%	14%	19%	66%	32%	101%
Other	91	74	9	8	22	15	27	19	41	7	25	19	38	26	11	15	64	25	102
	9%	9%	18%ade	9%	7%	6%	10%	9%	11%h	5%	9%	11%	12%	8%	8%	8%	10%	8%	10%
MEAN NUMBER OF MENTIONS	3.12	3.03h	3.76a	3.75a	3.17e	2.97	2.97	2.80	3.20a	2.74	3.31a	3.72a	3.10	3.31n	2.94	2.92	3.21p	2.93	3.10
			defh	defgh	h			h			defgh	i	p						
STANDARD ERROR	0.06	0.06	0.29	0.23	0.10	0.09	0.09	0.09	0.10	0.13	0.12	0.20	0.09	0.12	0.11	0.11	0.08	0.08	0.06
ERROR VARIANCE	*	*	0.08	0.06	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.04	0.01	0.02	0.01	0.01	0.01	0.01	*
Don't know	95	81	5	9	39	30	24	19	31	18	22	4	21	15	25	32	37	57	102
	10%	10%j	11%j	11%j	12%j	12%j	9%j	9%	8%j	14%gij	7%j	2%	7%	5%	19%kl	18%klo	6%	18%kl	10%
Personal finances (NET)	364	300	25	39	138	100	95	70	130	48	108	60	109	125	50	74	234	125	360
	37%	36%	53%af	46%ag	42%a	40%	36%	32%	34%	38%	37%	36%	34%	38%	38%	41%	36%	40%	37%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	980	321	105	554	50	31	140	274	39	840	179	62	131	258	239	980
WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Ageing population/ Social care for the elderly	69 7%	35 9%	8 6%	26 6%	2 5%	4 11%	12 9%	12 5%	4 10%	56 7%	17 9%	4 6%	5 5%	25 9%	13 5%	63 6%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	10 1%	3 1%	2 2%	5 1%	3 6%ac	-	1 1%	1 *	2 4%	9 1%	3 2%	2 3%	1 1%	2 1%	2 1%	9 1%
Bird flu/Pandemic flu/Swine flu	1 *	-	-	1 *	1 3%ac	-	-	-	-	1 *	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	62 6%	14 4%	8 6%	40 9%a	2 4%	2 5%	11 8%g	7 3%	2 5%	51 6%g	13 7%g	16 25%fgh ij	4 4%	20 7%	7 3%	70 7%
Countryside/Rural life	8 1%	2 1%	-	6 1%	-	-	3 2%	1 *	-	5 1%	3 2%	3 1%	2 1%	2 1%	2 1%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	59 15%	21 16%	61 14%	6 12%	2 4%	42 30%gh ij	27 10%	5 11%	101 12%	46 26%gh i	12 19%	17 16%	39 14%	42 15%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	15 4%	9 7%	16 4%	1 2%	1 2%	7 5%	9 3%	-	33 4%	7 4%	4 6%	3 3%	17 6%	13 4%	45 5%
Drug abuse	44 5%	18 4%	7 6%	19 4%	* 1%	1 1%	6 4%	16 6%	-	38 5%	6 3%	3 5%	4 3%	10 4%	17 6%	49 5%

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

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Fieldwork dates : 29th November - 5th December 2013
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UNWEIGHTED BASE	980	321	105	554	50	31	140	274	39	840	179	62	131	258	239	980
WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Economy/Economic situation	381	185	45	151	11	16	63	110	18	318	81	22	37	148	100	375
	39%	46%cd	34%	34%	23%	39%	46%	42%	41%	38%	45%	35%	34%	52%l	35%	38%
Education/Schools	121	51	18	51	1	4	13	43	11	108	24	5	13	45	37	118
	12%	13%	14%	12%	3%	11%	9%	16%	26%fi	13%	13%f	9%	11%	16%	13%	12%
Foot and mouth outbreak/Farming crisis	3	1	-	1	-	-	-	3	-	3	-	-	-	-	1	2
	*	*	-	*	-	-	-	1%	-	*	-	-	-	-	*	*
Housing	130	72	13	45	5	4	8	39	7	122	15	7	9	31	38	122
	13%	18%c	10%	10%	11%	10%	6%	15%f	16%	15%fj	8%f	11%	8%	11%	14%	12%
Inflation/Prices	167	74	18	75	10	5	18	56	5	149	23	8	16	49	39	171
	17%	18%	14%	17%	21%	13%	13%	21%j	11%	18%	13%	14%	15%	17%	14%	17%
Local government/ Council tax	28	12	4	12	1	*	4	6	-	24	4	2	3	8	11	31
	3%	3%	3%	3%	2%	1%	3%	2%	-	3%	2%	4%	3%	3%	4%	3%
Low pay/Minimum wage/Fair wages	114	61	14	39	8	8	5	41	4	109	9	8	13	26	31	100
	12%	15%c	10%	9%	17%	19%	4%	16%fj	10%	13%fj	5%	14%fi	12%	9%	11%	10%
Morality/ Individual behaviour/ Lifestyle	45	14	10	21	3	1	12	6	2	33	14	2	7	15	13	46
	5%	3%	8%	5%	5%	2%	9%gi	2%	5%	4%	8%g	4%	6%	5%	4%	5%
National health service/Hospitals/ Healthcare	210	83	31	96	6	5	34	61	12	176	46	7	21	68	53	213
	22%	21%	24%	22%	12%	12%	25%r	23%	28%	21%	26%r	11%	20%	24%	19%	22%
Nationalisation/ Government control of institutions	18	6	6	6	1	-	2	4	-	16	2	4	2	3	4	19
	2%	2%	5%	1%	2%	-	2%	2%	-	2%	1%	6%i	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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UNWEIGHTED BASE	980	321	105	554	50	31	140	274	39	840	179	62	131	258	239	980
WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Northern Ireland	1*	1*	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	3 1%	-	6 1%	-	2 4%	-	3 1%	2 5%fi	9 1%	2 1%	-	4 3%	3 1%	* *	11 1%
Pensions/Social security/Benefits	99 10%	50 12%	12 9%	38 9%	1 2%	3 8%	18 13%	21 8%	11 25%gi	82 10%	28 16%gi	7 11%	10 9%	43 15%	24 8%	102 10%
Petrol prices/Fuel	55 6%	28 7%	5 4%	22 5%	4 8%	1 2%	3 2%	28 11%fij	-	52 6%j	3 1%	2 4%	3 3%	20 7%	9 3%	48 5%
Pollution/ Environment	64 7%	36 9%c	10 8%	18 4%	3 7%	2 5%	3 2%	20 7%	3 7%	61 7%	6 3%	2 4%	3 2%	26 9%l	14 5%	61 6%
Population levels/ Overpopulation	61 6%	27 7%	9 7%	25 6%	2 4%	1 2%	21 15%ghi	10 4%	-	40 5%	21 12%ghi	3 4%	10 9%	17 6%	17 6%	55 6%
Pound/Exchange rate/Value of pound	5 1%	5 1%	-	* *	-	-	1 *	4 2%	-	5 1%	1 *	-	-	1 *	4 2%	6 1%
Poverty/Inequality	140 14%	55 14%	23 18%	62 14%	7 15%	16 39%	7 5%	50 19%fj	11 25%fj	133 16%fr	18 10%f	2 3%	27 25%m	41 14%	41 14%	148 15%
Privatisation	25 3%	12 3%	7 5%c	6 1%	-	4 11%	1 1%	5 2%	1 2%	24 3%	2 1%	4 6%	2 2%	12 4%	8 3%	21 2%
Public services in general	52 5%	27 7%	7 5%	18 4%	1 2%	3 8%	5 3%	15 6%	-	47 6%	5 3%	3 4%	8 7%	14 5%	14 5%	49 5%

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WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Race relations/ Immigration/ Immigrants	358	131	44	183	16	20	78	60	17	280	95	50	44	112	84	362
	37%	33%	34%	41%a	34%	48%	57%gi	23%	39%	33%g	52%gi	81%fg hij	40%	40%	29%	37%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26	14	1	12	*	1	6	9	3	21	9	-	2	16	6	32
	3%	3%	1%	3%	1%	2%	4%	3%	7%	2%	5%	-	2%	6%	2%	3%
Taxation	50	21	10	20	1	-	6	15	3	44	9	3	5	12	13	51
	5%	5%	7%	4%	1%	-	4%	6%	6%	5%	5%	6%	4%	4%	4%	5%
Trade unions/ Strikes	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	*
Transport/Public transport	41	23	9	9	-	1	2	11	1	39	3	4	3	10	15	35
	4%	6%c	7%c	2%	-	3%	2%	4%	1%	5%	2%	7%	3%	4%	5%	4%
Unemployment/ Factory closure/ Lack of industry	281	113	37	131	24	4	25	97	9	256	34	20	38	64	73	268
	29%	28%	28%	30%	49%ab c	10%	18%	37%fi j	21%	31%fj	19%	32%	34%m	23%	26%	27%
Other	91	22	14	54	5	6	12	25	7	78	20	6	12	28	19	102
	9%	6%	11%	12%a	11%	16%	9%	9%	17%	9%	11%	10%	11%	10%	7%	10%
MEAN NUMBER OF MENTIONS	3.12	3.27c	3.15	2.99	2.72	2.97	3.17	3.17	3.37	3.12	3.22	3.47	3.09	3.32	2.81	3.10
STANDARD ERROR	0.06	0.11	0.15	0.07	0.16	0.19	0.13	0.10	0.38	0.06	0.13	0.23	0.13	0.11	0.10	0.06

ERROR VARIANCE * 0.01 0.02 * 0.02 0.04 0.02 0.01 0.14 * 0.02 0.05 0.02 0.01 0.01 *

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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)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	980	321	105	554	50	31	140	274	39	840	179	62	131	258	239	980
WEIGHTED BASE	975	402	130*	443	48*	41**	137*	263	44*	838	181	62*	109	283	285	980
	100%	41%	13%*	45%	5%*	4%**	14%*	27%	4%*	86%	19%	6%*	11%	29%	29%	101%
Don't know	95	37	11	47	5	3	8	19	6	87	13	2	11	12	39	102
	10%	9%	8%	11%	11%	7%	6%	7%	13%	10%	7%	4%	10% ^m	4%	14%	10%
Personal finances (NET)	364	164	46	153	24	21	26	133	16	338	42	18	44	99	91	360
	37%	41%	36%	35%	49%	51%	19%	51% ^{fi}	37% ^{fj}	40% ^{fj}	23% ^f	30%	41%	35%	32%	37%

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

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	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	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Ageing population/ Social care for the elderly	69 7%	23 6%	32 15%acd	7 5%	18 5%	3 9%	13 11% ^d	11 4%	39 8%	18 9%	65 8%	3 3%	15 9%	27 8%	-	-	63 6%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	10 1%	2 *	3 2%	4 3%a	6 2%	-	1 1%	4 1%	5 1%	1 1%	10 1%	-	4 2%	2 1%	-	-	9 1%
Bird flu/Pandemic flu/Swine flu	1 *	-	-	1 1%	1 *	-	-	-	-	1 1%	1 *	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	62 6%	20 5%	17 8%	12 8%	38 11%a	6 14%a	14 11%a	6 2%	33 7%g	22 11%g	61 7%k	1 1%	7 4%	17 5%	-	-	70 7%
Countryside/Rural life	8 1%	4 1%	3 2%	2 2%	1 *	2 4% ^d	2 2%	2 1%	4 1%	2 1%	7 1%	1 1%	-	4 1%	-	-	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	44 12%	38 18%a	142 100% ^{abd} ef	69 19%a	10 26%a	16 13%	39 15%	82 16%	21 10%	129 15%	13 12%	33 19%	47 13%	-	2 58%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	14 4%	13 6%	10 7%	12 3%	40 100% ^{abcd} f	8 7%	11 4%	21 4%	8 4%	38 4%	2 2%	11 6%	13 4%	-	-	45 5%
Drug abuse	44 5%	13 3%	10 5%	19 13% ^{abdf}	16 5%	2 5%	6 5%	18 7% ⁱ	24 5% ⁱ	2 1%	34 4%	9 9% ^j	9 5%	17 5%	-	-	49 5%

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	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	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Economy/Economic situation	381 39%	381 100%bcd ef	87 41%	44 31%	129 36%	14 34%	67 56%bcd e	100 38%	216 43%i	65 31%	337 39%	42 40%	72 41%	155 43%	4 65%	3 100%	375 38%
Education/Schools	121 12%	67 18% ^d	52 25% ^{acd}	16 11%	36 10%	8 20%	121 100% ^{abc} de	35 13%	69 14%	16 8%	105 12%	15 14%	32 18% ^m	36 10%	2 32%	- -	118 12%
Foot and mouth outbreak/Farming crisis	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	3 2% ^j	- -	1 *	- -	- -	2 *
Housing	130 13%	48 13%	29 14%	13 9%	36 10%	3 7%	18 15%	44 17%	60 12%	27 13%	117 14%	12 11%	31 18%	53 15%	- -	2 58%	122 12%
Inflation/Prices	167 17%	62 16%	40 19%	21 15%	56 16%	4 10%	14 12%	51 19% ⁱ	92 18%	24 12%	147 17%	19 18%	25 15%	68 19%	- -	- -	171 17%
Local government/Council tax	28 3%	14 4%	9 4%	6 4%	7 2%	1 3%	6 5%	9 4%	14 3%	5 2%	24 3%	4 3%	2 1%	12 3%	2 32%	- -	31 3%
Low pay/Minimum wage/Fair wages	114 12%	42 11%	25 12%	18 13%	44 12%	5 11%	9 8%	28 11%	59 12%	27 13%	94 11%	19 18%	26 15%	48 14%	- -	- -	100 10%
Morality/Individual behaviour/Lifestyle	45 5%	13 3%	15 7% ^a	10 7%	17 5%	3 7%	6 5%	5 2%	31 6% ^g	9 4%	44 5%	1 1%	7 4%	16 4%	- -	1 42%	46 5%
National health service/Hospitals/Healthcare	210 22%	87 23%	210 100% ^{acd} ef	38 27%	87 24%	13 32%	52 44% ^{acd}	47 18%	121 24%	42 20%	193 22%	17 16%	48 28%	66 18%	1 13%	- -	213 22%

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 : 29th November - 5th December 2013
 Number of sample points : 181
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Ipsos MORI

ISSUES INDEX (FINAL)

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	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	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Nationalisation/ Government control of institutions	18 2%	5 1%	5 2%	1 1%	7 2%	1 2%	3 2%	2 1%	13 3%	3 2%	18 2%	1 1%	6 3%	7 2%	-	-	19 2%
Northern Ireland	1 *	-	-	1 1%	-	-	-	1 *	-	-	-	1 1%j	-	1 *	-	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	2 1%	3 1%	2 1%	2 *	2 5%adf	-	3 1%	5 1%	1 *	9 1%	-	2 1%	2 *	-	-	11 1%
Pensions/Social security/Benefits	99 10%	33 9%	32 15%a	19 13%	43 12%	5 12%	15 12%	20 8%	57 11%	22 11%	95 11%k	4 4%	21 12%	40 11%	-	-	102 10%
Petrol prices/Fuel	55 6%	23 6%	18 9%	7 5%	23 6%	3 8%	7 6%	18 7%	27 5%	9 5%	47 5%	7 7%	9 5%	24 7%	-	-	48 5%
Pollution/ Environment	64 7%	32 8%d	17 8%d	5 4%	11 3%	2 5%	13 10%cd	22 8%	23 5%	19 9%	63 7%k	2 2%	13 8%	30 8%	3 49%	-	61 6%
Population levels/ Overpopulation	61 6%	29 8%	16 7%	19 14%af	30 8%	1 3%	6 5%	8 3%	43 9%g	10 5%	55 6%	5 5%	10 6%	24 7%	1 13%	-	55 6%
Pound/Exchange rate/Value of pound	5 1%	1 *	1 *	-	* *	1 1%	1 *	3 1%	2 *	* *	2 *	3 3%j	4 2%m	1 *	-	-	6 1%
Poverty/Inequality	140 14%	47 12%	30 14%	16 11%	33 9%	4 10%	18 15%	40 15%	64 13%	36 17%	128 15%	12 12%	31 18%	44 12%	3 54%	-	148 15%
Privatisation	25 3%	8 2%	6 3%	1 1%	10 3%	1 3%	4 3%	5 2%	12 2%	7 4%	25 3%	-	7 4%	10 3%	2 32%	-	21 2%

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UNWEIGHTED BASE	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
Public services in general	52	14	17	5	16	3	10	13	26	13	46	5	14	19	-	-	49
	5%	4%	8%a	4%	5%	7%	8%a	5%	5%	6%	5%	5%	8%	5%	-	-	5%
Race relations/Immigration/Immigrants	358	129	87	69	358	12	36	57	204	97	347	11	50	125	1	-	362
	37%	34%	41%f	48%af	100%abc ef	31%	30%	22%	41%g	46%g	40%k	10%	29%	35%	13%	-	37%
Scottish/Welsh assembly/Devolution/Constitutional reform	26	11	10	4	9	2	8	5	13	8	26	-	4	11	-	-	32
	3%	3%	5%	3%	3%	5%	7%a	2%	3%	4%	3%	-	2%	3%	-	-	3%
Taxation	50	12	17	9	18	3	7	18	18	14	42	7	6	25	-	-	51
	5%	3%	8%a	6%	5%	8%	6%	7%	4%	7%	5%	7%	3%	7%	-	-	5%
Trade unions/ Strikes	1	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-	1
	*	*	*	-	-	1% ^d	*	-	*	-	*	-	*	-	-	-	*
Transport/Public transport	41	16	13	6	14	-	12	14	17	10	38	3	5	25	2	-	35
	4%	4%	6%	4%	4%	-	10% ^{ad}	5%	3%	5%	4%	3%	3%	7%	32%	-	4%
Unemployment/Factory closure/Lack of industry	281	126	50	38	74	5	40	78	172	31	225	55	49	97	4	2	268
	29%	33% ^{bde}	24%	27%	21%	13%	33% ^{de}	29% ⁱ	34% ⁱ	15%	26%	52% ^j	28%	27%	70%	58%	27%
Other	91	22	15	6	32	5	13	21	34	36	83	7	9	28	-	-	102
	9%	6%	7%	4%	9%	12%	11%	8%	7%	17% ^{gh}	10%	7%	5%	8%	-	-	10%
MEAN NUMBER OF MENTIONS	3.12	3.54	4.38 ^{ad}	4.05 ^{ad}	3.55	4.12	4.56 ^{ad}	2.92	3.28 ^g	3.01	3.17 ^k	2.76	3.29	3.19	4.03	3.17	3.10
STANDARD ERROR	0.06	0.10	0.17	0.19	0.10	0.38	0.24	0.09	0.08	0.12	0.06	0.11	0.15	0.11	1.33	0.88	0.06

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UNWEIGHTED BASE	980	375	213	141	362	45	118	265	510	205	857	118	143	281	5	2	980
WEIGHTED BASE	975	381	210	142	358	40*	121*	265	500	210	865	106*	174	356	6**	3**	980
	100%	39%	22%	15%	37%	4%*	12%*	27%	51%	22%	89%	11%*	18%	37%	1%**	***	101%
ERROR VARIANCE	*	0.01	0.03	0.04	0.01	0.14	0.06	0.01	0.01	0.01	*	0.01	0.02	0.01	1.76	0.77	*
Don't know	95	7	2	2	14	1	3	32	38	25	85	9	11	41	-	-	102
	10%	2%	1%	1%	4%b	2%	3%	12%	8%	12%	10%	9%	6%	11%	-	-	10%
Personal finances (NET)	364	132	73	45	115	11	33	111	180	74	314	49	68	140	3	-	360
	37%	35%	35%	32%	32%	29%	27%	42%	36%	35%	36%	47%	39%	39%	54%	-	37%

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UNWEIGHTED BASE	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	**	61%	11%*	30%	10%*	15%	101%
Ageing population/ Social care for the elderly	69 7%	1 10%	11 29%	4 11%	2 21%	6 24%	2 10%	11 13%o	* 2%	5 6%	3 6%	* 4%	5 8%	1 5%	- -	34 6%	17 17%qs	21 7%	13 13%q	8 6%	63 6%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	10 1%	-	-	-	*	-	2	-	-	-	-	1	-	-	-	8	*	3	2	1	9
		-	-	-	1%	-	2%	-	-	-	10%	-	-	-	-	1%	*	1%	2%	1%	1%
Bird flu/Pandemic flu/Swine flu	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Common Market/EU/ Europe/Euro/ Constitution	62 6%	2 13%	6 15%	1 3%	3 27%	7 29%	4 22%	11 13%io	-	2 2%	4 8%	-	2 3%	2 9%	-	28 5%	14 13% <i>s</i>	22 8% <i>s</i>	15 15% <i>qs</i>	5 3%	70 7%
Countryside/Rural life	8 1%	* 4%	1 4%	1 2%	1 9%	1 4%	- 3%	3 3%	-	* 4%	-	-	-	-	-	5 1%	1 1%	3 1%	3 3%	* *	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	2 14%	4 9%	1 2%	1 9%	3 14%	2 12%	11 14%	1 3%	15 17% <i>c</i>	4 9%	1 6%	13 20% <i>c</i>	2 10%	-	92 16% <i>c</i>	7 6%	43 15% <i>p</i>	14 14%	19 13%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	1 10%	6 15%	2 4%	1 9%	3 13%	2 9%	3 4%	1 4%	7 8% <i>o</i>	2 5%	-	3 5%	1 6%	-	18 3%	9 8%	18 6%	5 5%	9 7%	45 5%
Drug abuse	44 5%	1 9%	3 7%	-	-	1 5%	-	3 4%	-	7 7%	-	1 5%	7 11% <i>cj</i>	2 7%	-	27 5%	4 4%	15 5%	3 3%	7 5%	49 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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UNWEIGHTED BASE	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	-**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
Economy/Economic situation	381 39%	8 71%	16 42%	31 76%gi jlo	4 41%	15 62%	9 47%	37 46%	5 30%	33 37%	16 35%	5 52%	27 43%	9 38%	-	206 35%	63 60%qr	119 41%	44 45%	52 36%	375 38%
Education/Schools	121 12%	4 36%	7 19%	9 22%i	3 30%	8 34%	2 8%	13 16%i	-	5 5%	3 6%	1 14%	8 13%	4 17%	-	74 13%	26 25%qs	29 10% s	14 15% s	7 5%	118 12%
Foot and mouth outbreak/Farming crisis	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	-	2 *
Housing	130 13%	1 7%	3 8%	9 22%g	2 17%	5 19%	1 4%	6 7%	2 13%	9 10%	10 22%g	-	14 22%g	7 28%	-	79 13%	14 13%	38 13% r	6 6%	19 13%	122 12%
Inflation/Prices	167 17%	2 18%	2 4%	10 25%	1 8%	2 7%	5 27%	18 22%	9 48%	15 17%	16 35%io	3 30%	13 21%	1 6%	-	82 14%	14 13%	72 25% p	23 23%	38 27% p	171 17%
Local government/Council tax	28 3%	-	3 7%	2 4%	-	-	-	-	1 3%	3 3%	2 5%	1 6%	3 4%	2 6%	-	16 3%	4 4%	7 3%	-	6 4%	31 3%
Low pay/Minimum wage/Fair wages	114 12%	-	3 8%	7 17%i	1 8%	3 14%	-	7 8%	3 16%	4 4%	12 25%gio	1 6%	8 13%	3 12%	-	70 12%	13 12%	31 11%	7 7%	18 12%	100 10%
Morality/Individual behaviour/Lifestyle	45 5%	1 9%	1 2%	2 4%	-	* 1%	-	4 4%	-	1 1%	3 7%	-	1 2%	-	-	32 5%	4 4%	9 3%	4 4%	4 3%	46 5%
National health service/Hospitals/Healthcare	210 22%	6 50%	8 21%	12 28%	2 20%	10 40%	7 36%	16 20%	2 9%	12 13%	11 23%	4 36%	20 32%i	9 39%	-	120 20%	29 27%	67 23% s	24 24%	24 17%	213 22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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Nationalisation/ Government control of institutions	18 2%	-	-	-	-	*	1	2	1	1	1	-	-	-	-	13	*	5	3	2	19
Northern Ireland	1 *	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	1	-	2	-	*	-	*	1	1	-	1	2	-	-	2	3	4	*	2	11
Pensions/Social security/Benefits	99 10%	1	9	2	1	3	1	9	1	12	6	2	2	1	-	58	14	30	10	20	102
Petrol prices/Fuel	55 6%	-	1	3	-	2	1	4	2	3	2	3	2	-	-	34	4	16	5	9	48
Pollution/ Environment	64 7%	2	*	6	1	2	-	-	4	1	5	-	3	3	-	41	12	13	-	9	61
Population levels/ Overpopulation	61 6%	2	2	2	2	2	4	9	-	7	8	2	8	4	-	24	9	30	13	10	55
Pound/Exchange rate/Value of pound	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	6
Poverty/Inequality	140 14%	5	4	11	4	5	1	7	3	11	14	3	8	7	-	80	22	40	8	29	148
Privatisation	25 3%	-	-	2	1	-	*	1	-	1	2	-	2	-	-	16	3	6	2	3	21

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UNWEIGHTED BASE	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	-**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
Public services in general	52 5%	3 28%	2 4%	7 16%gi	2 25%	1 2%	3 16%	2 3%	1 4%	4 5%	4 8%	1 12%	6 9%	4 17%	-	27 5%	10 9%	16 5%	5 6%	7 5%	49 5%
Race relations/ Immigration/ Immigrants	358 37%	3 30%	16 42%	3 8%	3 26%	11 45%	14 72%	44 54%cl	6 31%	40 44%cl	26 56%cl	6 61%	13 20%	4 16%	-	207 35%cl	31 29%	125 43%p	56 57%pq	61 43%p	362 37%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26 3%	1 9%	3 8%	-	-	* 2%	* 2%	1 2%	6 32%	1 1%	1 2%	-	-	-	-	12 2%	5 4%	9 3%	2 2%	7 5%	32 3%
Taxation	50 5%	1 10%	-	1 2%	2 20%	2 9%	1 3%	4 5%	2 11%	3 3%	5 10%	-	8 13%io	4 16%	-	27 5%	6 5%	19 6%	5 5%	9 6%	51 5%
Trade unions/ Strikes	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Transport/Public transport	41 4%	1 8%	6 16%	2 6%	-	1 2%	2 11%	3 4%	-	2 2%	2 4%	1 6%	5 8%	3 12%	-	22 4%	9 8% _s	12 4%	5 5%	3 2%	35 4%
Unemployment/ Factory closure/ Lack of industry	281 29%	2 13%	7 17%	16 39%g	1 7%	8 31%	3 13%	16 20%	4 25%	31 34%	14 30%	1 8%	21 34%	4 17%	-	172 29%	28 26%	80 27% _r	19 19%	44 31%	268 27%
Other	91 9%	2 16%	5 12%	4 10%	4 37%	2 7%	2 11%	10 12%i	1 7%	2 2%	2 5%	* 3%	2 3%	* 1%	-	59 10%i	14 13% _{qs}	17 6%	12 12% _{qs}	6 4%	102 10%
MEAN NUMBER OF MENTIONS	3.12	4.57	3.31	3.74i	4.09	4.24	3.45	3.20	3.20	2.75	3.87i	3.73	3.42i	3.26	-	2.99	3.70 _s	3.25	3.27	3.13	3.10
STANDARD ERROR	0.06	0.94	0.32	0.27	0.71	0.54	0.32	0.19	0.32	0.12	0.31	0.54	0.24	0.33	-	0.07	0.22	0.10	0.17	0.13	0.06

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 : 29th November - 5th December 2013
 Number of sample points : 181
 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	980	15	35	45	12	30	20	88	24	100	45	12	59	23	-	577	114	304	107	156	980
WEIGHTED BASE	975	12**	39**	41*	10**	25**	20**	81*	18**	89*	46*	10**	62*	24**	-**	591	106*	292	99*	144	980
	100%	1%**	4%**	4%*	1%**	3%**	2%**	8%*	2%**	9%*	5%*	1%**	6%*	2%**	-**	61%	11%*	30%	10%*	15%	101%
ERROR VARIANCE	*	0.89	0.10	0.07	0.51	0.29	0.10	0.04	0.10	0.01	0.10	0.29	0.06	0.11	-	*	0.05	0.01	0.03	0.02	*
Don't know	95	-	1	1	-	-	*	3	2	10	4	-	9	1	-	67	2	26	3	14	102
	10%	-	3%	3%	-	-	2%	3%	10%	11%	8%	-	14%g	6%	-	11%g	2%	9%pr	3%	10%p	10%
Personal finances (NET)	364	6	7	24	5	8	6	27	12	28	29	5	24	9	-	214	39	116	33	66	360
	37%	54%	17%	58%gi	50%	31%	29%	33%	67%	31%	63%gi	49%	38%	38%	-	36%	37%	40%	33%	46%	37%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 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	980	147	113	177	120	223	200	980
WEIGHTED BASE	975	151	146	206	129	176	166	980
	100%	15%	15%	21%	13%	18%	17%	101%
Ageing population/ Social care for the elderly	69 7%	13 9%	- -	18 9%	7 5%	21 12%	9 6%	63 6%
AIDS	-	-	-	-	-	-	-	-
Animal welfare	10 1%	1 *	3 2%	* *	4 3%	1 1%	1 1%	9 1%
Bird flu/Pandemic flu/Swine flu	1 *	- -	1 1%	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	62 6%	6 4%	3 2%	9 5%	5 4%	24 13%	14 9%	70 7%
Countryside/Rural life	8 1%	- -	- -	2 1%	- -	4 2%	3 2%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	142 15%	21 14%	25 17%	33 16%	16 13%	25 14%	23 14%	141 14%
Defence/Foreign affairs/ International terrorism	40 4%	2 1%	2 1%	12 6%	8 6%	9 5%	6 4%	45 5%
Drug abuse	44 5%	6 4%	10 7%	7 3%	7 5%	4 2%	10 6%	49 5%
Economy/Economic situation	381 39%	65 43%	46 32%	106 52%	37 29%	79 45%	47 28%	375 38%
Education/Schools	121 12%	24 16%	8 6%	33 16%	13 10%	25 14%	17 10%	118 12%

Respondent type : GB Adults 18+
Fieldwork dates : 29th November - 5th December 2013
Number of sample points : 181
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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	980	147	113	177	120	223	200	980
WEIGHTED BASE	975	151	146	206	129	176	166	980
	100%	15%	15%	21%	13%	18%	17%	101%
Foot and mouth outbreak/Farming crisis	3 *	-	-	-	1 1%	-	1 1%	2 *
Housing	130 13%	21 14%	23 16%	23 11%	23 18%	22 13%	18 11%	122 12%
Inflation/Prices	167 17%	30 20%	23 16%	28 14%	28 21%	21 12%	38 23%	171 17%
Local government/ Council tax	28 3%	6 4%	3 2%	7 3%	5 4%	3 2%	3 2%	31 3%
Low pay/Minimum wage/Fair wages	114 12%	16 10%	26 18%	17 8%	24 19%	16 9%	14 9%	100 10%
Morality/ Individual behaviour/ Lifestyle	45 5%	7 5%	3 2%	12 6%	3 2%	13 7%	7 4%	46 5%
National health service/Hospitals/ Healthcare	210 22%	22 15%	13 9%	57 28%	30 23%	53 30%	36 22%	213 22%
Nationalisation/ Government control of institutions	18 2%	4 2%	2 1%	3 2%	2 2%	5 3%	3 2%	19 2%
Northern Ireland	1 *	-	1 1%	-	-	-	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	3 2%	-	* *	* *	2 1%	3 2%	11 1%
Pensions/Social security/Benefits	99 10%	12 8%	6 4%	27 13%	12 10%	19 11%	23 14%	102 10%
Petrol prices/Fuel	55 6%	1 *	10 7%	13 6%	11 9%	9 5%	11 6%	48 5%

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
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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	980	147	113	177	120	223	200	980
WEIGHTED BASE	975	151	146	206	129	176	166	980
	100%	15%	15%	21%	13%	18%	17%	101%
Pollution/ Environment	64 7%	15 10%	4 3%	23 11%	6 5%	10 6%	7 4%	61 6%
Population levels/ Overpopulation	61 6%	3 2%	8 5%	15 7%	11 8%	16 9%	8 5%	55 6%
Pound/Exchange rate/Value of pound	5 1%	* *	- -	2 1%	3 2%	* *	- -	6 1%
Poverty/Inequality	140 14%	25 17%	20 14%	31 15%	19 14%	26 15%	19 11%	148 15%
Privatisation	25 3%	6 4%	4 3%	5 3%	3 2%	4 2%	3 2%	21 2%
Public services in general	52 5%	9 6%	4 3%	15 8%	6 4%	8 5%	9 5%	49 5%
Race relations/ Immigration/ Immigrants	358 37%	25 16%	45 31%	76 37%	53 41%	81 46%	79 47%	362 37%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26 3%	6 4%	- -	10 5%	2 2%	4 3%	3 2%	32 3%
Taxation	50 5%	10 6%	4 3%	9 4%	13 10%	10 6%	4 2%	51 5%
Trade unions/ Strikes	1 *	- -	- -	1 *	- -	- -	- -	1 *
Transport/Public transport	41 4%	6 4%	5 4%	14 7%	4 3%	4 2%	8 5%	35 4%
Unemployment/ Factory closure/ Lack of industry	281 29%	45 30%	52 35%	58 28%	40 31%	40 23%	47 28%	268 27%

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

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	980	147	113	177	120	223	200	980
WEIGHTED BASE	975	151	146	206	129	176	166	980
	100%	15%	15%	21%	13%	18%	17%	101%
Other	91	17	8	17	3	29	16	102
	9%	11%	6%	8%	2%	16%	10%	10%
MEAN NUMBER OF MENTIONS	3.12	2.95	2.68	3.36	3.21	3.39	3.03	3.10
STANDARD ERROR	0.06	0.13	0.11	0.16	0.14	0.13	0.10	0.06
ERROR VARIANCE	*	0.02	0.01	0.03	0.02	0.02	0.01	*
Don't know	95	22	29	9	12	7	16	102
	10%	14%	20%	5%	9%	4%	10%	10%
Personal finances (NET)	364	60	60	68	61	53	62	360
	37%	40%	41%	33%	47%	30%	37%	37%

Respondent type : GB Adults 18+
 Fieldwork dates : 29th November - 5th December 2013
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
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	Page	Table	Title	Base Description	Base
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●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	980

	Page	Table	Title	Base Description	Base
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●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
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●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980

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●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980

	Page	Table	Title	Base Description	Base
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●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
●	47	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980
	51	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	980