

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	12 1%a	1	11	-	-	2	3	4	3	-	5	7	2	10	4	6	1	2	9	3	14
		*	2%za	-	-	2%	2%	3%zdi	1%	-	2%	2%i	1%	2%	1%	2%	*	1%	2%	1%	1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	7	5	2	1	1	2	2	5	3	3	7	3	9	8	2	2	1	10	3	15
		2%	1%	1%	1%	*	1%	1%	2%	1%	1%	2%	1%	2%	3%zq	1%	1%	*	2% ^m	1%	1%
Countryside/Rural life	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	*	-	1
	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	*	-	*
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	16 2%	5	11	2	5	1	1	1	6	7	3	7	8	8	-	5	2	9	5	11	19
		1%	2%	1%	3%	1%	1%	1%	3%	2%	1%	2%	2%	2%	-	2% ^{lp}	1%	4% ^{zlp}	1%	2% ^l	2%
Defence/Foreign affairs/ International terrorism	250 25% ^{ad} i	96	154	24	18	42	57	50	59	42	98	109	84	165	77	65	50	58	142	108	262
		20%	30% ^{za}	19%	11%	26% ^{di}	32% ^{cd} i	35% ^{zc} di	27% ^{di}	14%	29% ^{di}	30% ^{zc} di	18%	31%	29%	24%	23%	24%	26%	24%	26%
Drug abuse	3 *	1	2	-	1	1	-	1	*	1	1	1	2	1	-	-	*	2	-	3	4
		*	*	-	1%	*	-	1%	*	*	*	*	*	*	-	-	*	1% ^p	-	1%	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Economy/Economic situation	87	52	35	12	18	14	16	10	17	30	30	27	44	44	31	25	18	13	56	31	82
	9%bo	11%b	7%	9%	11%	9%	9%	7%	8%	10%	9%	8%	9%	8%	11%o	9%	9%	5%	10%o	7%	8%
Education/Schools	27	14	13	10	6	8	1	2	1	15	9	3	23	4	10	13	3	1	23	5	28
	3%hko	3%	3%	7%zfg	3%	5%fhk	1%	1%	1%	5%zfh	3%f	1%	5%	1%	4%oq	5%zoq	1%	1%	4%zoq	1%	3%
	q			hjk						k											
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26	12	15	5	8	5	2	2	5	13	7	6	18	8	11	5	3	7	16	10	26
	3%	2%	3%	4%	5%	3%	1%	1%	2%	4%	2%	2%	4%	2%	4%	2%	1%	3%	3%	2%	3%
Immigration/immigrants	201	108	93	24	30	32	34	28	52	55	66	80	86	115	38	58	55	49	96	105	206
	20%lp	22%	18%	19%	18%	20%	20%	20%	24%	18%	20%	22%	19%	22%	14%	22%lp	26%lp	21%	18%	23%lp	21%
Inflation/Prices	11	4	7	3	3	1	1	1	2	6	2	3	7	4	2	2	2	4	5	6	13
	1%	1%	1%	2%	2%	*	1%	*	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
Local government/Council tax	2	*	2	-	1	-	-	1	-	1	-	1	1	1	-	1	-	1	1	1	3
	*	*	*	-	*	-	-	1%	-	*	-	*	*	*	-	*	-	*	*	*	*
Low pay/Minimum wage/Fair wages	19	10	9	5	3	4	2	3	2	8	7	5	12	7	4	4	2	10	8	12	20
	2%	2%	2%	4%	2%	3%	1%	2%	1%	3%	2%	1%	3%	1%	1%	1%	1%	4%zp	1%	3%	2%
Morality/Individual behaviour/Lifestyle	9	4	5	-	2	1	2	2	3	2	3	5	3	7	3	4	1	2	7	2	10
	1%	1%	1%	-	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
National health service/Hospitals/Healthcare	78	36	41	7	18	9	12	13	19	24	21	33	33	45	24	17	22	15	41	37	71
	8%	8%	8%	5%	10%	5%	7%	10%	9%	8%	6%	9%	7%	8%	9%	6%	10%	6%	8%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
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	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Nationalisation/ Government control of institutions	3*	1*	2*	1*	-	-	-	-	3	1*	-	3	1*	3*	-	3	-	-	3	-	4*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	5*	3	2*	1	1	-	1	-	2	2	1*	2	2	2*	1	2	-	1*	4	1*	5*
Pensions/Social security/Benefits	12	7	6	-	6	2	-	3	2	6	2	4	8	4	4	4	-	4	9	4	9
	1%	1%	1%	-	4%zj	1%	-	2%	1%	2%	1%	1%	2%	1%	2%	2%	-	2%	2%	1%	1%
Petrol prices/Fuel	2*	2*	-	-	-	-	2	-	-	-	2	-	-	2*	-	-	2	-	-	2*	1*
Pollution/ Environment	16	11	4	1	-	5	2	2	5	1	7	7	7	9	8	4	2	1	12	3	16
	2%b	2%	1%	1%	-	3%di	1%	2%	2%	*	2%	2%	1%	2%	3%oq	1%	1%	*	2%	1%	2%
Population levels/ Overpopulation	10	6	4	1	5	1	1	-	2	6	2	2	7	3	*	6	-	3	7	3	10
	1%	1%	1%	1%	3%	1%	1%	-	1%	2%	1%	1%	1%	1%	*	2%zln	-	1%	1%l	1%	1%
Pound/Exchange rate/Value of pound	5*	4	1*	-	1*	4	-	-	-	1*	4	-	5	-	4	-	-	1*	4	1*	2*
		1%	*	-	*	2%zhk	-	-	-	*	1%	-	1%	-	1%	-	-	*	1%	*	*
Poverty/Inequality	45	21	24	4	8	6	17	2	8	12	23	10	18	27	16	11	13	4	27	17	42
	5%ko	4%	5%	3%	5%	4%	10%zgh	2%	4%	4%	7%zeg	3%	4%	5%	6%o	4%	6%o	2%	5%o	4%o	4%
Privatisation	2*	1*	1*	-	-	-	-	-	2	-	-	2	-	2*	1*	1*	-	-	2*	-	2*
		*	*	-	-	-	-	-	1%z	-	-	*	-	*	*	*	-	-	*	-	*

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	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Public services in general	10	4	6	1	2	1	2	1	3	4	3	4	4	6	3	1	5	1	4	6	9
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	3% _m	*	1%	1% _o	1%
Race relations	12	9	3	4	7	-	*	1	-	11	*	1	11	1	2	*	6	3	3	9	7
	1% _{km}	2%	1%	3% _{hjk}	4% _{zeh}	-	*	*	-	4% _{zeh}	*	*	2%	*	1%	*	3% _{mp}	1%	1%	2%	1%
	p				jk					jk											
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4	3	1	2	-	-	-	1	*	2	-	1	2	1	3	*	-	-	4	-	3
	*	1%	*	2% _{zj}	-	-	-	1%	*	1%	-	*	*	*	1% _q	*	-	-	1% _m	-	*
Taxation	7	4	2	2	-	-	2	1	1	2	2	2	2	4	*	2	1	4	2	5	7
	1%	1%	*	2%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	2%	*	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	*	*
Unemployment/ Factory closure/ Lack of industry	30	18	12	5	4	9	3	4	5	9	13	9	18	12	3	11	6	11	14	16	33
	3% _l	4%	2%	4%	2%	6%	2%	3%	2%	3%	4%	2%	4%	2%	1%	4% _{lp}	3%	4% _l	3% _l	4%	3%
Other	21	12	10	2	3	6	1	3	7	5	7	10	10	11	3	6	6	6	10	12	24
	2%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%	3%	2%	2%	1%	2%	3%	3%	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	1.00	1.00	1.00	1.00
Don't know	53	24	30	11	20	6	9	2	5	30	16	7	37	16	6	10	11	26	16	37	54
	5% _{ghk}	5%	6%	8% _{gh}	12% _{zeg}	4%	5%	2%	2%	10% _{zeg}	5%	2%	8%	3%	2%	4%	5%	11% _{zlm}	3%	8% _{zlm}	5%
	lp			k	hjk					hjk							pq			p	

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WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Personal finances (NET)	77 8% ^k	37 8%	40 8%	12 9%	14 8%	11 7%	22 13% ^{zgh}	6 4%	11 5%	26 9%	34 10% ^{ghk}	17 5%	37 8%	39 7%	23 8%	17 6%	19 9%	18 7%	40 7%	37 8%	76 8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Ageing population/ Social care for the elderly	12 1%	10 1%	1 2%	1 1%	3 1%	2 1%	2 1%	1 1%	7 2%	3 2%	6 2%	4 3%	5 1%	2 1%	4 3%	2 1%	7 1%	6 2%	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	10 1%	1 2%	1 1%	4 1%	2 1%	4 1%	3 1%	5 1%	1 *	3 1%	2 2%	9 3%zmp	2 1%	1 1%	1 *	11 2%m	2 *	15 1%
Countryside/Rural life	* *	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	16 2%	15 2%	- -	2 2%	5 1%	3 1%	8 3%	8 3%	4 1%	4 3%hj	4 1%	- -	3 1%	4 1%	2 2%	7 3%	7 1%	9 3%	19 2%
Defence/Foreign affairs/ International terrorism	250 25%io q	210 25%i	15 30%i	24 28%i	98 30%za hij	73 31%za ghij	73 24%	58 22%	79 22%i	20 15%	59 22%i	39 28%i	97 31%zo q	78 26%	36 25%	37 18%	175 28%zo q	73 21%	262 26%
Drug abuse	3 *	3 *	- -	- -	1 *	1 1%	- -	- -	2 *	2 1%zf	2 1%	- -	- -	- -	2 1%zlm	1 *	- -	3 1%p	4 *

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UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Economy/Economic situation	87 9%	79 9%	5 9%	4 5%	22 7%	17 7%	23 7%	18 7%	43 12% ^{zad}	10 8%	33 12% ^{di}	23 16% ^{zac}	23 7%	35 12%	10 7%	15 7%	58 9% ^l	26 7%	82 8%
Education/Schools	27 3% ^{lp}	23 3%	1 2%	3 3%	9 3%	6 3%	8 2%	6 2%	10 3%	6 5% ^j	7 3%	1 1%	2 1%	6 2%	4 3%	12 6% ^{zlm}	8 1%	16 5% ^{zlp}	28 3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26 3% ^{df}	26 3% ^{dfg}	-	-	4 1%	4 2%	3 1%	3 1%	20 6% ^{zac}	11 8% ^{zab}	18 7% ^{zac}	8 5% ^{dfg}	5 2%	9 3%	3 2%	10 5%	14 2%	13 4%	26 3%
Immigration/immigrants	201 20%	169 20%	13 27%	18 21%	68 21%	50 21%	71 23% ⁱ	57 22%	63 17%	19 14%	44 16%	25 18%	72 23%	56 19%	32 22%	35 17%	128 21%	67 19%	206 21%
Inflation/Prices	11 1%	11 1%	-	-	2 1%	2 1%	5 2%	5 2%	4 1%	3 2%	3 1%	-	3 1%	2 1%	2 1%	4 2%	5 1%	6 2%	13 1%
Local government/Council tax	2 *	2 *	-	-	* *	* *	-	-	2 *	2 1% ^{za}	2 1%	-	* *	1 *	-	1 *	1 *	1 *	3 *
Low pay/Minimum wage/Fair wages	19 2%	15 2%	-	4 5% ^{hjk}	8 3%	4 2%	8 3%	8 3%	3 1%	3 2% ^h	3 1%	-	6 2%	6 2%	1 1%	6 3%	12 2%	7 2%	20 2%
Morality/Individual behaviour/Lifestyle	9 1%	8 1%	-	1 1%	2 1%	1 *	2 *	2 1%	6 2%	1 1%	5 2%	4 3%	1 *	3 1%	3 2%	1 *	4 1%	4 1%	10 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th November - 10th December 2015
Number of sample points : 171
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
National health service/Hospitals/ Healthcare	78 8%	69 8%	3 6%	6 7%	24 7%	17 7%	22 7%	19 7%	32 9%	8 6%	22 8%	14 10%	25 8%	32 11% ^{oo}	11 8%	10 5%	57 9%	21 6%	71 7%
Nationalisation/ Government control of institutions	3 *	3 *	- -	1 1%	1 *	- -	2 1%	2 1%	1 *	1 *	1 *	- -	3 1%	- -	1 *	- -	3 *	1 *	4 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	5 *	5 1%	- -	- -	2 1%	2 1%	1 *	1 *	2 *	- -	- -	- -	1 *	1 *	2 1%	1 *	2 *	2 1%	5 *
Pensions/Social security/Benefits	12 1%	12 1%	- -	1 1%	4 1%	3 1%	4 1%	4 2%	4 1%	- -	2 1%	2 2%	2 1%	2 1%	2 1%	6 3% ^p	5 1%	8 2%	9 1%
Petrol prices/Fuel	2 *	- -	- -	2 2% ^{zae} fghj	2 1% ^a	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Pollution/ Environment	16 2%^{ah}	10 1%	3 5% ^{zag} hijk	3 3% ^{hij}	9 3% ^{zah} ij	6 3% ^{ahj}	5 2% ^g	2 1%	1 *	- -	1 *	1 *	5 2%	6 2%	1 1%	3 2%	11 2%	4 1%	16 2%
Population levels/ Overpopulation	10 1%	8 1%	- -	2 2%	3 1%	1 *	3 1%	3 1%	5 1%	1 1%	3 1%	1 1%	1 *	5 2%	2 1%	2 1%	6 1%	4 1%	10 1%
Pound/Exchange rate/Value of pound	5 *	5 1%	- -	- -	- -	- -	5 2% ^{zdh} h	5 2% ^{zad}	- -	- -	- -	- -	1 *	4 1%	- -	- -	5 1%	- -	2 *
Poverty/Inequality	45 5%	39 5%	4 7%	2 3%	16 5%	13 6%	14 4%	10 4%	15 4%	6 5%	9 3%	3 2%	15 5%	18 6%	5 4%	6 3%	33 5%	12 3%	42 4%

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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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
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	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Privatisation	2 *	1 *	- -	1 1%	1 *	- -	- -	- -	1 *	- -	1 *	1 1%	2 *	- -	- -	- -	2 *	- -	2 *
Public services in general	10 1%	9 1%	- -	1 2%	4 1%	3 1%	2 1%	2 1%	4 1%	1 1%	3 1%	2 1%	4 1%	4 1%	1 1%	1 *	9 1%	2 *	9 1%
Race relations	12 1%p	9 1%	2 5%zad ehk	- -	- -	- -	9 3%zad e	7 3%de	3 1%	3 2%deh	3 1%	- -	2 1%	- -	1 *	9 4%zlm np	2 *	9 3%zmn p	7 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	2 *	- -	1 1%f	1 *	- -	- -	- -	2 1%	- -	2 1%	2 2%a	1 *	- -	- -	2 1%	1 *	2 1%	3 *
Taxation	7 1%	7 1%	- -	- -	2 1%	2 1%	- -	- -	5 1%	4 3%zad fghj	4 1%	- -	1 *	2 1%	- -	4 2%	3 *	4 1%	7 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Unemployment/ Factory closure/ Lack of industry	30 3%j	25 3%j	2 4%k	3 4%k	7 2%	4 2%	15 5%jk	13 5%jk	8 2%j	3 2%j	3 1%	- -	14 4%	9 3%	3 2%	5 2%	23 4%	8 2%	33 3%
Other	21 2%	19 2%	- -	3 3%	7 2%	5 2%	5 2%	5 2%	9 2%	4 3%	8 3%	4 3%	7 2%	5 2%	3 2%	6 3%	12 2%	9 3%	24 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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Don't know	53	50	1	3	14	12	16	15	23	18	23	5	4	10	16	22	14	38	54
	5% ^{lp}	6%	1%	3%	4%	5%	5%	6%	6%	14% ^{zab}	8% ^{zhk}	3%	1%	3%	11% ^{zl}	10% ^{zlm}	2% ^l	11% ^{zlm}	5%
										cdefgh jk					mp	p		p	
Personal finances (NET)	77	65	4	8	28	20	27	23	22	12	14	3	26	26	8	16	52	24	76
	8% ^k	8% ^k	7%	9% ^k	9% ^k	8% ^k	9% ^k	9% ^k	6% ^k	9% ^{jk}	5% ^k	2%	8%	9%	5%	8%	8%	7%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Ageing population/ Social care for the elderly	12 1%	6 1%	2 1%	4 1%	1 4%	3 1%	1 1%	2 5%g	9 1%	- -	1 *	5 1%	2 1%	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	3 1%	1 1%	8 2%	-	5 2%g	-	3 8%zgi	8 1%	2 6%	2 1%	2 1%	2 1%	15 1%
Countryside/Rural life	*	-	-	*	*	*	-	-	-	-	-	*	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	16 2%^m	5 1%	1 1%	10 2%	1 3%	3 1%	3 1%	1 2%	13 2%	1 2%	2 1%	1 *	4 1%	19 2%
Defence/Foreign affairs/ International terrorism	250 25%ⁱ	102 24%	35 27%	113 25%	7 23%	73 34%zg	69 25%	10 23%	176 23%	4 11%	27 23%	97 28%	76 25%	262 26%
Drug abuse	3 *	-	-	3 1%	-	-	1 *	-	3 *	1 3%	1 1%	-	-	4 *

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	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Economy/Economic situation	87	41	8	38	2	16	34	7	71	2	11	39	28	82
	9%	10%	6%	9%	5%	7%	12%z	16%	9%	5%	9%	11%	9%	8%
Education/Schools	27	12	1	14	-	2	14	2	25	1	4	12	9	28
	3%	3%	1%	3%	-	1%	5%zf	5%	3%	3%	4%	4%	3%	3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26	11	6	10	1	4	10	-	22	1	5	12	8	26
	3%	3%	4%	2%	5%	2%	4%	-	3%	2%	4%	4%	2%	3%
Immigration/immigrants	201	87	29	85	3	60	35	4	141	18	18	59	54	206
	20%gi	21%	22%	19%	10%	28%zg	12%	9%	18%g	50%	15%	17%	18%	21%
Inflation/Prices	11	4	1	6	1	2	4	-	9	-	3	2	3	13
	1%	1%	1%	1%	3%	1%	2%	-	1%	-	3%m	*	1%	1%
Local government/Council tax	2	-	-	2	-	-	2	-	2	-	1	1	1	3
	*	-	-	*	-	-	1%	-	*	-	1%	*	*	*
Low pay/Minimum wage/Fair wages	19	9	2	8	3	-	11	-	19	-	1	3	6	20
	2%	2%	1%	2%	9%	-	4%zf	-	2%f	-	*	1%	2%	2%
Morality/Individual behaviour/Lifestyle	9	4	1	3	-	-	-	1	9	-	1	6	4	10
	1%	1%	1%	1%	-	-	-	2%	1%	-	1%	2%	1%	1%
National health service/Hospitals/Healthcare	78	33	14	30	3	18	27	2	59	1	7	34	20	71
	8%	8%	11%	7%	8%	9%	10%	6%	8%	1%	6%	10%	6%	7%

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	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Nationalisation/ Government control of institutions	3 *	-	-	3	-	2	1	-	1	-	1	1	1	4
		-	-	1%	-	1%	*	-	*	-	1%	*	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	5 *	1	-	3	1	1	2	-	4	-	1	1	-	5
		*	-	1%	3%	*	1%	-	*	-	1%	*	-	*
Pensions/Social security/Benefits	12 1%	6	2	5	-	2	3	-	10	-	1	6	2	9
		1%	1%	1%	-	1%	1%	-	1%	-	1%	2%	1%	1%
Petrol prices/Fuel	2 *	-	2	-	-	-	-	-	2	-	-	-	-	1
		-	1%zac	-	-	-	-	-	*	-	-	-	-	*
Pollution/ Environment	16 2%	6	3	7	-	2	6	2	14	-	1	7	6	16
		1%	2%	1%	-	1%	2%	5%	2%	-	1%	2%	2%	2%
Population levels/ Overpopulation	10 1%	5	-	5	-	2	1	-	8	*	3	3	2	10
		1%	-	1%	-	1%	*	-	1%	1%	2%	1%	1%	1%
Pound/Exchange rate/Value of pound	5 *	4	-	1	-	-	1	4	5	-	4	-	5	2
		1%	-	*	-	-	*	9%zfg	1%	-	3%zm	-	2%	*
								i						
Poverty/Inequality	45 5%f	21	6	18	1	3	16	3	42	1	4	24	25	42
		5%	5%	4%	5%	1%	6%f	8%f	5%zf	3%	4%	7%	8%	4%
Privatisation	2 *	-	-	2	-	1	1	-	1	-	-	-	-	2
		-	-	*	-	*	*	-	*	-	-	-	-	*

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	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Public services in general	10 1%	5 1%	- -	5 1%	1 3%	1 *	3 1%	- -	9 1%	1 2%	1 1%	8 2%z	2 1%	9 1%
Race relations	12 1%	6 1%	2 2%	3 1%	- -	- -	6 2%f	- -	12 2%	2 5%	3 3%	4 1%	2 1%	7 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *j	3 1%	- -	* *	- -	3 1%i	- -	- -	1 *	- -	- -	- -	- -	3 *
Taxation	7 1%	2 1%	1 *	4 1%	- -	2 1%	- -	- -	5 1%	- -	- -	2 1%	2 1%	7 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Unemployment/ Factory closure/ Lack of industry	30 3%	15 4%	4 3%	11 2%	3 10%	6 3%	11 4%	1 1%	24 3%	2 4%	6 5%	8 2%	11 3%	33 3%
Other	21 2%	6 2%	3 3%	12 3%	- -	3 2%	7 2%	- -	18 2%	1 2%	3 2%	7 2%	5 2%	24 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
Don't know	53 5%fm	21 5%	5 4%	28 6%	3 8%	2 1%	11 4%	1 3%	51 7%zfg	- -	7 6%m	5 1%	26 9%	54 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/r - z1/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
Fieldwork dates : 27th November - 10th December 2015
Number of sample points : 171
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Personal finances (NET)	77	33	11	33	5	4	32	3	72	1	8	29	34	76
	8% ^f	8%	8%	7%	16%	2%	11% ^{zf}	8%	9% ^{zf}	3%	7%	8%	11%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Ageing population/ Social care for the elderly	12 1%	4 2%	9 3%zet	2 2%	2 *	3 1%	4 2%t	4 2%	8 2%	-	10 1%	2 2%	3 2%	4 1%	3 3%	3 1%	2 2%	-	-	2 1%	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%bm	* *	1 *	-	4 1%	4 1%	1 1%	1 *	9 2%	3 1%	12 1%	-	3 2%	1 *	4 3%	2 1%	1 1%	-	-	4 2%	15 1%
Countryside/Rural life	* *	-	-	-	* *	-	-	-	* *	-	* *	-	-	-	-	-	-	-	-	* *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	16 2%t	-	7 2%at	16 18%zabe ft	2 *	3 1%	3 2%	8 4%zhi	7 1%	2 1%	12 1%	4 3%	4 2%	3 1%	1 1%	7 3%	3 3%	4 4%	-	2 1%	19 2%
Defence/Foreign affairs/ International terrorism	250 25%tgv	57 22%	81 24%	21 23%	84 21%	250 61%zab cft	32 20%	39 18%	148 27%g	63 27%g	237 27%zk	13 12%	47 26%	90 24%	19 18%	69 28%p	31 29%	29 27%	-	84 43%zv	262 26%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Drug abuse	3 *	1	-	1	-	-	1	2	-	*	2	1	-	-	-	1	-	1	-	-	4
		*	-	1%	-	-	1%	1%zh	-	*	*	1%	-	-	-	1%	-	1%	-	-	*
Economy/Economic situation	87 9%ctv	87	33	2	21	33	19	13	50	24	79	6	19	31	9	18	7	5	-	21	82
		33%zbc	10%ct	2%	5%	8%	12%ct	6%	9%	10%	9%	6%	11%	8%	9%	7%	7%	4%	-	11%v	8%
Education/Schools	27 3%tv	3	6	3	5	7	27	7	15	5	23	4	7	7	6	6	-	2	-	5	28
		1%	2%	4%	1%	2%	17%zabc	3%	3%	2%	3%	4%	4%	2%	5%r	2%	-	2%	-	3%v	3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26 3%v	7	11	5	6	7	4	10	11	6	22	5	6	10	6	4	3	*	-	6	26
		3%	3%	5%t	1%	2%	2%	4%	2%	3%	2%	4%	4%	3%	6%qs	2%	3%	*	-	3%v	3%
Immigration/immigrants	201 20%efg kw	49	61	21	201	39	22	33	119	49	185	14	30	86	21	68	35	31	201	-	206
		19%e	18%e	23%e	51%zab	10%	14%	15%	22%g	21%	21%k	12%	17%	23%	19%	28%z	34%zp	28%z	100%zw	-	21%
Inflation/Prices	11 1%j	2	1	1	1	-	1	4	4	3	4	6	2	5	-	1	1	-	-	1	13
		1%	*	1%e	*	-	1%	2%	1%	1%	1%	6%zi	1%	1%	-	*	1%	-	-	1%	1%
Local government/Council tax	2 *	*	-	-	-	1	-	1	1	-	1	1	-	-	-	-	-	-	-	-	3
		*	-	-	-	*	-	1%	*	-	*	1%	-	-	-	-	-	-	-	-	*
Low pay/Minimum wage/Fair wages	19 2%	4	5	-	6	4	1	8	9	2	14	5	3	7	-	4	3	2	-	6	20
		1%	1%	-	2%	1%	1%	4%	2%	1%	2%	4%	2%	2%	-	2%	2%	2%	-	3%v	2%

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPORTANT (v)	OTHER IMPORTANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Morality/ Individual behaviour/ Lifestyle	9 1%t	1 *	4 1%	2 3%t	1 *	2 1%	3 2%t	2 1%	7 1%	1 *	8 1%	1 1%	1 1%	3 1%	1 1%	2 1%	- -	1 1%	- -	1 *	10 1%
National health service/Hospitals/ Healthcare	78 8%thv	14 5%	78 23%zace ft	6 7%	22 5%	25 6%	9 6%	19 9%	32 6%	26 11%h	70 8%	7 7%	11 6%	36 10%	6 6%	21 9%	9 8%	13 12%	- -	22 11%v	71 7%
Nationalisation/ Government control of institutions	3 *	- -	1 *	- -	1 *	- -	- -	1 *	3 *	- -	3 *	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	4 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	5 *	1 *	1 *	- -	3 1%	- -	- -	2 1%	2 *	- -	5 1%	- -	- -	1 *	- -	1 *	1 1%	- -	- -	3 2%	5 *
Pensions/Social security/Benefits	12 1%g	5 2%	3 1%	- -	2 *	4 1%	4 2%	* *	10 2%	3 1%	12 1%	- -	- -	7 2%	4 4%zq	1 1%	* *	1 1%	- -	2 1%	9 1%
Petrol prices/Fuel	2 *	2 1%	2 1%	2 2%z	2 *	2 *	2 1%z	- -	2 *	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 1%	1 *
Pollution/ Environment	16 2%	2 1%	4 1%	1 1%	4 1%	4 1%	5 3%	2 1%	10 2%	3 1%	14 2%	1 1%	5 3%	4 1%	4 4%q	2 1%	* *	1 1%	- -	4 2%	16 2%
Population levels/ Overpopulation	10 1%	2 1%	- -	- -	2 *	3 1%	2 1%	- -	8 1%	2 1%	10 1%	1 *	1 1%	3 1%	1 1%	3 1%	3 3%	- -	- -	2 1%	10 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Pound/Exchange rate/Value of pound	5*	-	1*	-	4	-	-	1*	4	-	4*	1	-	4	-	-	-	-	-	4	2*
Poverty/Inequality	45	11	18	3	9	11	12	8	23	13	43	1	9	17	10	6	-	4	-	9	42
	5%etrv	4%	5%et	4%	2%	3%	8%et	4%	4%	6%	5%	1%	5%	5%	9%zqr	2%	-	4%r	-	5%v	4%
Privatisation	2*	-	-	-	1*	-	-	-	1*	1	2*	-	-	-	-	1*	-	1	-	1	2*
Public services in general	10	1	1	1	1	1	2	1	5	4	10	-	5	1	-	2	1	1	-	1	9
	1%e	*	*	1%	*	*	1%	1%	1%	2%	1%	-	3% ^m	*	-	1%	1%	1%	-	1%	1%
Race relations	12	2	-	-	-	-	2	4	8	-	7	4	-	8	5	2	1	2	-	-	7
	1%ej	1%	-	-	-	-	1%et	2%	1%	-	1%	4%zj	-	2%	5%zq	1%	1%	2%	-	-	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4	1	1	-	-	-	-	1	2	*	1	2	1	2	-	1	1	-	-	-	3
	*j	*	*	-	-	-	-	*	*	*	*	2%zj	1%	1%	-	1%	1%	-	-	-	*
Taxation	7	1	-	*	-	-	-	5	1	1	3	4	1	3	1	2	1	-	-	-	7
	1%hj	*	-	*	-	-	-	2%zh	*	*	*	3%zj	1%	1%	1%	1%	1%	-	-	-	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1*	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1*
	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*
Unemployment/ Factory closure/ Lack of industry	30	4	7	2	8	4	3	11	11	8	21	8	7	13	5	5	-	3	-	8	33
	3%ejv	2%	2%	2%	2%	1%	2%	5%zh	2%	4%	2%	7%zj	4%	3%	5%r	2%	-	3%	-	4%v	3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Other	21	1	3	2	5	2	3	5	13	3	17	3	4	6	1	6	2	3	-	5	24
	2%ae	*	1%	2%	1%	*	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	3%	-	2%v	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	53	-	-	-	2	1	-	25	20	9	34	19	8	18	-	7	-	3	-	2	54
	5%abce	-	-	-	1%	*	-	11%zhi	4%	4%	4%	17%zi	4%	5%	-	3%	-	3%	-	1%	5%
Personal finances (NET)	77	18	25	6	19	17	17	20	38	18	64	13	13	31	10	11	3	6	-	19	76
	8%etqv	7%	7%e	7%	5%	4%	10%et	9%	7%	8%	7%	11%	8%	8%	9%	4%	3%	6%	-	10%v	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	95 10% ^{dio}	38 8%	56 11%	6 5%	7 4%	19 12% ^{di}	20 11% ^{di}	18 13% ^{cd}	24 11% ^{di}	13 4%	39 12% ^{di}	43 12% ^{zcd}	32 7%	63 12%	36 13% ^{zo}	31 12% ^{oq}	18 8%	9 4%	67 13% ^{zoq}	27 6% ^o	98 10%
AIDS	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *
Animal welfare	14 1% ^h	5 1%	9 2%	3 2%	5 3% ^h	2 1%	1 1%	3 2%	* *	8 3% ^h	3 1%	3 1% ^h	10 2%	4 1%	4 2%	5 2%	3 2%	2 1%	9 2%	5 1%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	2 *	-	-	-	-	2 1%	-	-	-	2 1%	-	-	2 *	-	-	2 1%	-	-	2 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	54 5% ^{oo}	24 5%	30 6%	3 2%	8 5%	7 5%	10 6%	9 7%	16 7% ^c	10 3%	18 5%	25 7% ^z	18 4%	36 7%	25 9% ^{zmo}	12 4%	12 5%	6 3%	36 7% ^{mo}	18 4%	54 5%
Countryside/Rural life	17 2% ^b	13 3% ^b	4 1%	1 1%	4 2%	1 1%	5 3%	3 2%	3 1%	4 1%	6 2%	6 2%	6 1%	11 2%	4 2%	4 1%	4 2%	5 2%	8 2%	9 2%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	90 9% ^p	38 8%	53 10%	10 8%	13 8%	13 8%	18 10%	15 11%	22 10%	24 8%	30 9%	37 10%	36 8%	54 10%	15 6%	20 7%	22 10%	34 14% ^{zlm}	35 6%	56 12% ^{zlm}	93 9%
Defence/Foreign affairs/ International terrorism	411 42% ^{ad} ioq	179 37%	232 46% ^{za}	43 33%	45 27%	70 44% ^{di}	90 52% ^{zc} dhi	75 53% ^{zc} dhik	88 41% ^{di}	88 30%	160 48% ^{zc} di	163 46% ^{zc} dhi	158 34%	253 48%	141 53% ^{zm} nopq	104 38%	84 39%	83 35%	244 45% ^{zm} oq	167 37%	416 41%
Drug abuse	47 5% ^{mp}	22 5%	25 5%	5 4%	7 4%	8 5%	8 5%	7 5%	13 6%	12 4%	16 5%	20 6%	19 4%	28 5%	6 2%	7 3%	13 6% ^p	21 9% ^{zlm}	13 2%	34 7% ^{zlm}	51 5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Economy/Economic situation	261	154	108	30	43	51	48	46	43	73	99	89	124	137	91	82	44	44	173	89	257
	26%bh	32%zb	21%	23%	25%	32%h	28%	33%hk	20%	24%	30%h	25%h	27%	26%	34%zn	30%no	21%	19%	32%zn	20%	26%
	oq														oq	q			oq		
Education/Schools	162	76	86	19	20	42	39	19	22	40	81	41	82	80	65	50	24	23	115	47	152
	16%hk	16%	17%	15%	12%	26%zd	22%dh	14%	10%	13%	24%zd	12%	18%	15%	24%zn	19%no	11%	10%	21%zn	10%	15%
	oq					ghik	ik				ghik				oq	q			oq		
Foot and mouth outbreak/Farming crisis	6	4	3	2	-	2	2	1	-	2	4	1	3	3	-	2	4	1	2	5	7
	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	*	1%	1%	-	1%	2%	*	*	1%	1%
Housing	156	70	86	30	27	28	21	21	30	57	49	50	85	71	50	44	28	35	94	62	146
	16%	15%	17%	23%zf	16%	17%	12%	15%	14%	19%	15%	14%	18%	13%	19%	16%	13%	14%	17%	14%	15%
				hk																	
Immigration/immigrants	398	210	187	45	54	62	81	59	97	99	142	156	161	237	97	115	99	87	212	186	400
	40%bd	44%b	37%	35%	32%	38%	46%di	42%	45%di	33%	42%i	44%di	35%	45%	36%	43%	46%	37%	39%	41%o	40%
	i																				
Inflation/Prices	52	30	22	11	11	12	9	5	5	22	21	10	33	19	10	17	13	12	27	25	52
	5%hk	6%	4%	8%hk	6%	7%hk	5%	4%	2%	7%hk	6%hk	3%	7%	4%	4%	6%	6%	5%	5%	6%	5%
Local government/Council tax	32	16	16	2	3	9	5	6	7	5	14	13	14	18	7	9	8	8	16	16	30
	3%	3%	3%	2%	2%	5%	3%	5%	3%	2%	4%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	107	45	62	23	15	19	25	14	12	38	44	26	57	51	23	29	26	30	52	56	100
	11%hk	9%	12%	18%zhk	9%	12%h	14%hk	10%	6%	13%hk	13%hk	7%	12%	10%	8%	11%	12%	13%	10%	12%	10%
Morality/Individual behaviour/Lifestyle	58	32	26	3	12	12	5	15	11	15	17	27	27	31	24	16	13	6	39	19	57
	6%o	7%	5%	2%	7%	8%	3%	11%zcf	5%	5%	5%	7%h	6%	6%	9%oq	6%	6%	3%	7%o	4%	6%
								hij													
National health service/Hospitals/Healthcare	336	141	195	30	48	56	70	58	74	77	126	132	133	202	104	99	72	61	203	133	322
	34%ac	29%	38%za	23%	28%	35%	40%ci	41%zc	34%c	26%	38%ci	37%ci	29%	38%	39%oq	37%oq	33%	25%	38%zo	29%	32%
	ioq							di											q		

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Nationalisation/ Government control of institutions	26 3%	13 3%	13 3%	5 4%g	4 2%	5 3%	6 3%	-	6 3%gk	9 3%g	10 3%g	6 2%	14 3%	12 2%	6 2%	8 3%	8 4%	4 2%	14 3%	12 3%	23 2%
Northern Ireland	3 *	2 *	2 *	-	-	-	2 1%	2 1%	-	-	2 1%	2 *	-	3 1%	2 1%	-	2 1%	-	2 *	2 *	2 *
Nuclear weapons/ Nuclear war/ Disarmament	30 3%	16 3%	15 3%	4 3%	3 2%	6 4%	4 2%	4 3%	9 4%	7 2%	10 3%	13 4%	13 3%	17 3%	10 4%	11 4%	5 2%	4 2%	21 4%	9 2%	32 3%
Pensions/Social security/Benefits	89 9%h	40 8%	49 10%	12 9%	16 10%	16 10%	16 9%	16 12%h	13 6%	28 10%	32 10%	29 8%h	45 10%	45 8%	27 10%	25 9%	14 7%	23 10%	52 10%	37 8%	79 8%
Petrol prices/Fuel	22 2%h	10 2%	12 2%	3 3%	7 4%h	2 1%	5 3%	4 3%	1 1%	10 3%h	7 2%	5 1%	12 3%	10 2%	6 2%	4 1%	6 3%	6 2%	10 2%	12 3%	19 2%
Pollution/ Environment	69 7%hoq	38 8%	30 6%	9 7%	9 5%	17 10%h	12 7%	12 8%	9 4%	18 6%	29 9%	21 6%	35 8%	34 6%	28 10%zno	24 9%noq	8 4%	9 4%	51 10%zno	17 4%	66 7%
Population levels/ Overpopulation	65 7%bo	42 9%zb	23 4%	9 7%	9 5%	8 5%	20 12%zhk	8 6%	10 5%	18 6%	29 9%e	18 5%	26 6%	38 7%	12 4%	28 11%zlo	17 8%	8 3%	40 7%lo	24 5%o	53 5%
Pound/Exchange rate/Value of pound	11 1%b	9 2%b	2 *	-	2 1%	6 4%zhi	2 1%	2 1%	-	2 1%	8 2%h	2 *	8 2%	3 1%	4 2%	3 1%	3 1%	1 *	7 1%	4 1%	8 1%
Poverty/Inequality	162 16%ko	79 16%	84 16%	26 20%	18 11%	26 16%	43 25%zd	18 13%	30 14%	44 15%	69 21%zd	49 14%	70 15%	92 17%	54 20%oq	51 19%oq	32 15%	25 11%	105 20%zo	57 13%	162 16%
Privatisation	20 2%o	13 3%	7 1%	3 2%	4 2%	4 3%	2 1%	2 1%	5 2%	7 2%	6 2%	7 2%	11 2%	8 2%	4 2%	9 3%o	5 2%	1 *	14 3%	6 1%o	20 2%

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

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

	TOTAL (z)	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Public services in general	68 7%o	28 6%	40 8%	7 6%	6 4%	11 7%	16 9%	15 10%di	13 6%	13 4%	27 8%	27 8%	25 5%	43 8%	23 9%o	22 8%o	14 7%	9 4%	45 8%zo	23 5%	62 6%
Race relations	46 5%p	23 5%	23 5%	8 6%	8 5%	7 5%	4 3%	8 6%	10 5%	16 5%	12 4%	18 5%	24 5%	23 4%	8 3%	10 4%	17 8%lp	11 5%	18 3%	28 6%	44 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%b	11 2%	4 1%	6 4%zde ij	- -	- -	3 2%	4 3%	3 1%	6 2%	3 1%	7 2%	6 1%	9 2%	6 2%	4 1%	3 1%	2 1%	10 2%	5 1%	18 2%
Taxation	54 5%bgh k	33 7%	20 4%	6 5%	12 7%k	13 8%ghk	13 8%gk	2 2%	6 3%	18 6%k	26 8%ghk	9 2%	31 7%	22 4%	13 5%	9 3%	13 6%	18 8%	22 4%	31 7%	48 5%
Trade unions/ Strikes	7 1%	3 1%	4 1%	2 1%	- -	- -	3 2%	3 2%h	- -	2 1%	3 1%	3 1%	2 *	6 1%	2 1%	2 1%	4 2%	- -	3 1%	4 1%	6 1%
Transport/Public transport	30 3%bo	21 4%b	9 2%	1 1%	3 2%	5 3%	6 3%	5 3%	11 5%zci	4 1%	11 3%	15 4%i	9 2%	21 4%	8 3%	8 3%	11 5%o	2 1%	17 3%	14 3%o	29 3%
Unemployment/ Factory closure/ Lack of industry	135 14%bh klp	78 16%b	57 11%	25 19%hk	20 12%	23 14%	28 16%h	21 15%	19 9%	45 15%h	51 15%h	39 11%h	68 15%	67 13%	24 9%	33 12%	36 17%l	43 18%lp	57 11%	78 17%zl p	135 13%
Other	51 5%di	27 6%	24 5%	4 3%	3 2%	9 5%	6 3%	8 6%	22 10%zcd fij	6 2%	15 4%	30 8%zdi j	15 3%	36 7%	14 5%	15 5%	10 5%	12 5%	29 5%	22 5%	57 6%
MEAN NUMBER OF MENTIONS	3.36d hioq	3.42	3.31	3.26	2.84 hi	3.63d	3.83z dhi	3.67d hik	3.05	3.02	3.74z dhik	3.29d h	3.24	3.47	3.62o q	3.48o	3.37	2.93	3.55z oq	3.14	3.25
STANDARD ERROR	0.08	0.13	0.10	0.27	0.13	0.20	0.30	0.24	0.09	0.14	0.18	0.11	0.12	0.11	0.16	0.14	0.25	0.11	0.10	0.13	0.07
ERROR VARIANCE	0.01	0.02	0.01	0.07	0.02	0.04	0.09	0.06	0.01	0.02	0.03	0.01	0.01	0.01	0.02	0.02	0.06	0.01	0.01	0.02	0.01

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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	1003	506	497	112	143	152	138	160	298	255	290	458	407	596	253	342	179	229	595	408	1003
WEIGHTED BASE	991	482	510	129*	170	161	174	140	218	298	335	358	459	532	268	269	215	239	537	454	1003
	100%	49%	51%	13%*	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	24%	54%	46%	101%
Don't know	127	59	68	25	35	13	19	8	26	60	32	34	74	53	16	27	30	54	43	84	132
	13%gk	12%	13%	20%ze	21%zef	8%	11%	6%	12%gk	20%ze	10%	10%g	16%	10%	6%	10%	14%lp	23%zlm	8%	18%zl	13%
	lp			gjk	ghjk					fgijk							npq			mnp	
Personal finances (NET)	273	130	143	48	40	48	63	32	43	88	110	74	136	137	74	73	65	61	147	125	268
	27%hk	27%	28%	37%zd	23%	30%hk	36%zd	23%	20%	29%dh	33%zg	21%	29%	26%	28%	27%	30%	25%	27%	28%	27%
				ghik			ghk			k	hk										
Median	2	2	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Ageing population/ Social care for the elderly	95 10%fgi oq	77 9%fgi	4 8%	13 15%fg i	34 11%fgi	20 9%	17 5%	12 5%	44 12%afg i	5 4%	27 10%gi	23 16%za fgij	41 13%zn oq	33 11%oq	10 7%	10 5%	74 12%zoq	19 5%	98 10%
AIDS	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *
Animal welfare	14 1%l	12 1%	1 2%	1 2%	6 2%	4 2%	2 1%	1 *	7 2%j	1 1%	3 1%	2 1%	2 1%	6 2%	3 2%	4 2%	8 1%l	7 2%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	- -	- -	2 2%zae fghj	2 1%a	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	54 5%oq	49 6%	2 4%	3 3%	13 4%	10 4%	12 4%	10 4%	29 8%zad i	5 3%	19 7%i	14 10%zdf	24 8%zoq	22 7%oq	4 3%	2 1%	46 7%zoq	7 2%	54 5%
Countryside/Rural life	17 2%	13 2%	2 4%i	2 2%	3 1%	1 1%	4 1%	2 1%	10 3%j	- -	3 1%	3 2%	11 3%zmn p	2 1%	- -	4 2%	13 2% m	4 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	90 9%	76 9%	5 11%	9 10%	26 8%	17 7%	36 12%k	31 12%	28 8%	11 9%	18 6%	6 5%	29 9%	30 10%	12 9%	19 9%	59 10%	31 9%	93 9%
Defence/Foreign affairs/ International terrorism	411 42%fg ioq	347 41%fg i	25 50%fg i	40 46%fg i	159 49%za fgij	119 51%za fghij	102 33%g	77 30%	151 42%fg ij	36 28%	103 38%i	67 48%fg ij	146 46%zn oq	144 48%zn oq	51 35%	65 31%	290 47%zn oq	116 33%	416 41%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Respondent type : GB Adults 18+
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 Number of sample points : 171
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Drug abuse	47	38	-	9	17	8	14	14	16	8	10	3	18	10	6	13	28	19	51
	5%	4%	-	11% ^{zab}	5% ^e	3%	4%	5%	4%	6% ^j	4%	2%	6%	3%	4%	6%	5%	5%	5%
Economy/Economic situation	261	226	14	21	74	53	77	63	110	36	84	47	81	94	35	47	175	82	257
	26%	26%	29%	24%	23%	23%	25%	24%	30% ^d	28%	31%	34%	26%	31% ^q	24%	23%	28%	23%	26%
Education/Schools	162	140	9	13	53	40	40	31	69	19	48	29	42	70	10	32	112	42	152
	16% ^{ln}	16%	17%	15%	17%	17%	13%	12%	19% ^{gi}	15%	18%	20%	13%	23% ^{zln}	7%	15% ⁿ	18% ^{ln}	12% ⁿ	15%
Foot and mouth outbreak/Farming crisis	6	5	-	2	2	-	3	3	2	1	1	-	6	1	-	-	6	-	7
	1%	1%	-	2% ^e	1%	-	1%	1%	1%	*	*	-	2% ^{zpq}	*	-	-	1%	-	1%
Housing	156	139	4	13	31	18	34	30	91	30	70	40	48	46	22	40	94	62	146
	16% ^{de}	16% ^{def}	7%	15% ^e	10% ^e	8%	11%	12%	25% ^{za}	23% ^{za}	26% ^{za}	28% ^{za}	15%	15%	15%	19%	15%	18%	15%
	f	g							bdefg	bdefg	bdefg	bdefg							
Immigration/immigrants	398	334	23	41	128	87	135	112	135	33	94	62	140	124	58	70	264	128	400
	40% ⁱ	39% ⁱ	46% ⁱ	46% ⁱ	40% ⁱ	37% ⁱ	44% ^{ij}	44% ⁱ	37% ⁱ	25%	35% ⁱ	44% ^{ij}	44% ^o	41%	40%	34%	43% ^z	36%	40%
Inflation/Prices	52	44	*	8	18	10	15	14	20	10	15	6	14	13	7	18	26	25	52
	5%	5%	1%	9%	5%	4%	5%	6%	5%	7%	6%	4%	4%	4%	5%	9% ^p	4%	7%	5%
Local government/Council tax	32	26	3	3	6	3	4	1	22	3	16	13	10	12	3	5	22	8	30
	3% ^{efg}	3% ^{eg}	6% ^{fg}	3%	2%	1%	1% ^g	1%	6% ^{zad}	2%	6% ^{zad}	9% ^{zad}	3%	4%	2%	2%	4%	2%	3%
									efgi		efgi	efgi							
Low pay/Minimum wage/Fair wages	107	90	4	14	34	21	37	33	36	10	27	16	28	34	15	23	62	39	100
	11%	11%	8%	16%	11%	9%	12%	13%	10%	8%	10%	11%	9%	11%	10%	11%	10%	11%	10%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Morality/ Individual behaviour/ Lifestyle	58 6% ^{ee}	47 6% ^{ee}	2 5%	9 10% ^{de}	13 4% ^{ee}	4 2%	16 5%	13 5%	30 8% ^{zad} ei	6 5%	23 8% ^{ad} ei	16 12% ^{zad} e	21 7%	18 6%	5 4%	13 6%	39 6%	18 5%	57 6%
National health service/Hospitals/ Healthcare	336 34% ^{fg} inq	295 35% ^{fg} i	15 30%	26 30%	107 33%	81 35% ⁱ	85 28%	70 27%	144 40% ^{za} fgi	32 24%	101 37% ^{fg} i	69 49% ^{za} bcdef ghij	111 35% ^{nq}	124 41% ^{zn} oq	36 24%	60 29%	235 38% ^{zn} q	96 27%	322 32%
Nationalisation/ Government control of institutions	26 3%	20 2%	2 4%	4 5%	10 3%	6 2%	9 3%	7 3%	8 2%	2 2%	4 1%	2 1%	11 3%	8 3%	1 1%	6 3%	18 3%	8 2%	23 2%
Northern Ireland	3 *	2 *	- -	2 2% ^{zae} fg	2 1%	- -	- -	- -	2 *	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	3 1%	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	30 3%	23 3%	- -	7 9% ^{zab} efghi j	15 5% ^{aef}	8 3%	4 1%	4 2%	11 3%	2 2%	6 2%	3 2%	12 4%	9 3%	2 2%	8 4%	20 3%	10 3%	32 3%
Pensions/Social security/Benefits	89 9%	76 9%	2 4%	11 13%	33 10%	22 9%	21 7%	19 8%	35 10% ⁱ	8 6%	22 8%	14 10%	24 7%	28 9%	13 9%	25 12%	51 8%	38 11%	79 8%
Petrol prices/Fuel	22 2% ^f	18 2%	- -	4 5% ^{fg}	9 3%	5 2%	2 1%	2 1%	11 3% ⁱ	1 1%	5 2% ⁱ	4 3%	7 2%	7 2%	2 2%	5 2%	14 2%	7 2%	19 2%
Pollution/ Environment	69 7% ^{fg}	56 7% ^g	4 9%	8 9% ^g	25 8% ^g	17 7%	12 4%	8 3%	31 9% ^{fg}	8 6%	21 8% ^g	13 9% ^g	19 6%	26 9%	5 4%	18 9%	45 7%	23 7% ⁿ	66 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Population levels/ Overpopulation	65	58	1	5	10	5	8	7	47	6	34	28	17	23	4	20	41	24	53
	7%def gn	7%def g	2%	6%	3%	2%	3%	3%	13%zab defgi	5%	13%za bdefg i	20%zab cdefgh ij	5%	8%	3%	10%n	7%	7%n	5%
Pound/Exchange rate/Value of pound	11	8	1	2	2	1	6	5	3	-	2	2	4	7	-	-	11	-	8
	1%	1%	2%	2%	1%	*	2%	2%	1%	-	1%	1%	1%	2%zq	-	-	2%zq	-	1%
Poverty/Inequality	162	136	9	17	65	48	32	23	65	19	45	26	47	66	19	24	114	43	162
	16%fg q	16%fg	17%	20%fg	20%za fg	20%af g	10%	9%	18%fg	14%	17%g	19%g	15%	22%zl noq	13%	11%	18%zl oq	12%	16%
Privatisation	20	14	-	6	8	2	5	5	7	1	3	3	10	7	-	3	17	3	20
	2%	2%	-	6%zad efghi j	2%e	1%	2%	2%	2%i	*	1%	2%	3%n	2%	-	2%	3%n	1%	2%
Public services in general	68	58	2	8	22	15	18	15	28	3	18	15	25	24	7	13	48	20	62
	7%i	7%i	4%	9%i	7%	6%	6%	6%	8%i	3%	7%i	10%i	8%	8%	5%	6%	8%	6%	6%
Race relations	46	41	2	3	8	5	17	15	21	6	10	4	17	11	5	14	28	19	44
	5%de	5%de	5%	4%	3%	2%	6%	6%	6%dej	4%	4%	3%	5%	4%	3%	7%	4%	5%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	7	1	7	7	-	1	1	7	1	4	3	8	1	-	6	9	6	18
	1%a	1%	1%	8%zad efghi j	2%e	-	*	*	2%a	1%	1%	2%	3%zmn p	*	-	3%	1%m	2%	2%
Taxation	54	51	-	2	11	9	8	8	35	16	28	12	11	25	4	15	35	18	48
	5%fl	6%dfg	-	3%	4%	4%	2%	3%	10%za bcdef g	13%za bcdef g	10%zab cdefg	8%f	3%	8%zln	2%	7%	6%l	5%n	5%

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

Respondent type : GB Adults 18+
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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+

	GOVERNMENT OFFICE REGION												TENURE					UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1003	849	54	100	355	255	294	240	354	165	267	102	392	253	171	170	645	341	1003
WEIGHTED BASE	991	854	50*	87*	322	235	308	257	362	131	272	141*	318	300	147	207	618	354	1003
	100%	86%	5%*	9%*	32%	24%	31%	26%	36%	13%	27%	14%*	32%	30%	15%	21%	62%	36%	101%
Trade unions/ Strikes	7 1%	5 1%	- -	2 2%fg	3 1%	1 *	- -	- -	4 1%	- -	3 1%	3 2%fg	4 1%	2 1%	- -	2 1%	6 1%	2 *	6 1%
Transport/Public transport	30 3%e	27 3%e	* 1%	3 4%	6 2%	3 1%	4 1%	4 2%	20 5%zad efg	5 4%	15 6%zad efg	11 8%zad efg	15 5%znq	10 3%	1 1%	4 2%	25 4%z	6 2%	29 3%
Unemployment/ Factory closure/ Lack of industry	135 14%k	111 13%k	11 22%jk	13 15%k	45 14%k	32 14%k	47 15%k	36 14%k	43 12%k	21 16%hj k	28 10%k	6 4%	39 12%	50 17%	19 13%	24 12%	89 14%	44 12%	135 13%
Other	51 5%	44 5%	1 3%	6 7%	18 6%	12 5%	14 4%	12 5%	19 5%	5 3%	14 5%	9 6%	26 8%zmo pq	10 3%	6 4%	6 3%	36 6% _m	12 3%	57 6%
MEAN NUMBER OF MENTIONS	3.36f ginq	3.31f gi	3.07	4.02z adefg i	3.34e fg	3.09	2.84	2.80	3.82z adefg ij	2.91	3.53e fgi	4.11z abdef gij	3.44n q	3.73z noq	2.74	3.17	3.58z nq	2.99n	3.25
STANDARD ERROR	0.08	0.08	0.19	0.46	0.15	0.10	0.08	0.09	0.16	0.14	0.15	0.29	0.15	0.16	0.11	0.20	0.11	0.12	0.07
ERROR VARIANCE	0.01	0.01	0.03	0.21	0.02	0.01	0.01	0.01	0.03	0.02	0.02	0.08	0.02	0.03	0.01	0.04	0.01	0.01	0.01
Don't know	127 13%kl mp	112 13%k	3 6%	11 13%k	49 15%k	38 16%k	34 11%	31 12%	43 12%k	32 24%za bcdfg hjk	39 14%k	7 5%	25 8%	24 8%	33 22%zl mp	40 19%zlm p	48 8%	72 20%zl mp	132 13%
Personal finances (NET)	273 27%fg	232 27%fg	12 23%	29 33%fg	101 31%fg	72 31%fg	67 22%	55 21%	104 29%	35 27%	74 27%	39 28%	79 25%	92 31%	38 26%	54 26%	171 28%	93 26%	268 27%
Median	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

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Respondent type : GB Adults 18+
Fieldwork dates : 27th November - 10th December 2015
Number of sample points : 171
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Ageing population/ Social care for the elderly	95 10%il	38 9%	19 15%	38 9%	1 4%	29 13%zgi	20 7%	5 12%	65 8%	4 10%	4 4%	44 12%l	26 8%	98 10%
AIDS	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 1%	- -	- -	1 *
Animal welfare	14 1%	6 1%	4 3%	5 1%	- -	4 2%	5 2%	- -	11 1%	1 3%	3 3%	6 2%	3 1%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	- -	2 1%zac	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	54 5%g	18 4%	13 10%za	23 5%	- -	18 8%g	8 3%	7 16%zgi	36 5%	5 14%	4 3%	25 7%	13 4%	54 5%
Countryside/Rural life	17 2%	9 2%	3 2%	5 1%	* 1%	6 3%	2 1%	1 2%	11 1%	3 7%	1 1%	6 2%	4 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	90 9%	36 9%	12 9%	43 10%	3 10%	24 11%	19 7%	5 12%	66 9%	2 7%	9 8%	27 8%	26 9%	93 9%
Defence/Foreign affairs/ International terrorism	411 42%i	175 42%	62 48%	175 39%	11 36%	108 50%zi	113 41%	19 45%	304 39%	9 24%	43 36%	178 51%zl	123 40%	416 41%
Drug abuse	47 5%m	15 4%	8 6%	24 5%	- -	8 4%	18 7%	- -	39 5%	2 7%	5 5%	8 2%	11 4%	51 5%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th November - 10th December 2015
Number of sample points : 171
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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Economy/Economic situation	261	137	32	92	2	62	73	12	199	11	24	110	76	257
	26% ^c	33% ^{zc}	25%	21%	5%	29%	26%	29%	26%	29%	21%	31% ^{zl}	25%	26%
Education/Schools	162	68	33	62	2	39	53	16	123	6	11	89	67	152
	16% ^{cl}	16%	25% ^{za}	14%	8%	18%	19%	38% ^{zf}	16%	17%	10%	25% ^{zl}	22%	15%
								gi						
Foot and mouth outbreak/Farming crisis	6	2	3	2	1	1	3	-	5	-	-	1	2	7
	1%	1%	2%	*	3%	1%	1%	-	1%	-	-	*	1%	1%
Housing	156	64	27	66	5	37	37	9	119	8	15	63	43	146
	16%	15%	21%	15%	16%	17%	13%	22%	15%	22%	13%	18%	14%	15%
Immigration/immigrants	398	185	50	163	11	119	89	11	279	27	42	145	114	400
	40% ^{cg}	44%	39%	37%	36%	55% ^{zg}	32%	27%	36%	73%	36%	41%	37%	40%
						hi								
Inflation/Prices	52	21	12	19	2	12	18	-	40	7	6	18	18	52
	5%	5%	9%	4%	6%	6%	6%	-	5%	20%	5%	5%	6%	5%
Local government/Council tax	32	15	6	11	-	7	10	2	25	4	2	15	11	30
	3%	4%	5%	3%	-	3%	4%	4%	3%	12%	2%	4%	3%	3%
Low pay/Minimum wage/Fair wages	107	47	17	44	6	6	47	8	102	6	10	41	39	100
	11% ^f	11%	13%	10%	20%	3%	17% ^{zf}	19% ^f	13% ^{zf}	15%	9%	12%	13%	10%
Morality/Individual behaviour/Lifestyle	58	26	10	23	-	12	13	1	46	4	4	23	8	57
	6%	6%	8%	5%	-	6%	5%	3%	6%	11%	4%	7%	3%	6%
National health service/Hospitals/Healthcare	336	143	57	136	7	87	106	17	249	9	24	147	95	322
	34% ^{cl}	34%	44% ^{zc}	31%	23%	40% ^{zi}	38% ⁱ	41%	32%	25%	21%	42% ^{zl}	31%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/r - z/l/m
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Nationalisation/ Government control of institutions	26 3%	8 2%	8 7%zac	9 2%	-	7 3%	9 3%	1 2%	19 2%	2 4%	5 4%	6 2%	9 3%	23 2%
Northern Ireland	3 *	- -	3 3%zac	-	-	2 1%	-	-	2 *	-	-	2 *	-	2 *
Nuclear weapons/ Nuclear war/ Disarmament	30 3%a	6 1%	7 5%a	18 4%a	2 6%	5 2%	11 4%	-	25 3%	-	4 3%	9 3%	5 2%	32 3%
Pensions/Social security/Benefits	89 9%	43 10%	14 11%	33 7%	2 5%	20 9%	26 9%	1 2%	69 9%	4 11%	9 8%	37 10%	22 7%	79 8%
Petrol prices/Fuel	22 2%^c	10 2%	6 4% ^c	6 1%	-	6 3%	4 2%	2 4%	16 2%	-	2 1%	10 3%	8 3%	19 2%
Pollution/ Environment	69 7%	30 7%	8 6%	31 7%	3 9%	9 4%	19 7%	7 17%zf	60 8%	1 4%	6 5%	23 7%	19 6%	66 7%
Population levels/ Overpopulation	65 7%^c	34 8%	9 7%	22 5%	-	19 9%	15 5%	1 1%	46 6%	6 16%	6 5%	27 8%	12 4%	53 5%
Pound/Exchange rate/Value of pound	11 1%^c	7 2%	2 1%	2 *	-	2 1%	3 1%	4 9%zfg i	9 1%	-	5 4%zm	2 *	5 2%	8 1%
Poverty/Inequality	162 16%^f	66 16%	21 16%	75 17%	5 17%	20 9%	52 19% ^f	10 25% ^f	143 18% ^{zf}	10 27%	23 20%	68 20%	64 21%	162 16%
Privatisation	20 2%	10 2%	3 3%	7 2%	-	6 3%	8 3%	-	14 2%	-	1 1%	9 3%	6 2%	20 2%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th November - 10th December 2015
Number of sample points : 171
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 (z)	WORKING STATUS				VOTING					INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH (n)	
UNWEIGHTED BASE	1003	352	109	542	32	233	287	41	770	38	126	332	266	1003
WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Public services in general	68 7%	32 8%	11 9%	24 6%	2 7%	13 6%	17 6%	4 10%	55 7%	6 18%	3 3%	34 10%zi	16 5%	62 6%
Race relations	46 5%	14 3%	8 6%	24 5%	1 2%	12 5%	15 5%	1 3%	35 4%	2 5%	8 7%	19 5%	10 3%	44 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%i	6 2%	2 1%	7 2%	- -	7 3%zgi	1 *	- -	8 1%	- -	3 2%	4 1%	4 1%	18 2%
Taxation	54 5%i	28 7%	7 6%	18 4%	1 3%	19 9%zi	15 5%	- -	35 5%	- -	3 3%	19 5%	16 5%	48 5%
Trade unions/ Strikes	7 1%	1 *	3 3%za	3 1%	- -	4 2%	1 *	- -	4 *	- -	1 1%	2 1%	- -	6 1%
Transport/Public transport	30 3%	11 3%	5 4%	14 3%	- -	11 5%	7 3%	1 2%	20 3%	1 3%	1 1%	11 3%	5 1%	29 3%
Unemployment/ Factory closure/ Lack of industry	135 14%f	61 15%	18 14%	56 13%	10 31%	20 9%	55 20%zfi	2 6%	116 15%f	4 10%	20 17%	43 12%	40 13%	135 13%
Other	51 5%a	13 3%	4 3%	34 8%za	* 1%	12 6%	17 6%	- -	39 5%	1 2%	3 3%	19 6%	8 3%	57 6%
MEAN NUMBER OF MENTIONS	3.36c l	3.42 c	4.00z	3.12	2.67	3.62	3.37	3.56	3.29	3.98	2.85	3.73z l	3.19	3.25
STANDARD ERROR	0.08	0.12	0.42	0.09	0.22	0.21	0.11	0.32	0.09	0.36	0.14	0.14	0.12	0.07
ERROR VARIANCE	0.01	0.01	0.18	0.01	0.05	0.04	0.01	0.10	0.01	0.13	0.02	0.02	0.02	0.01

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/i/r - z/l/m
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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	991	420	129*	443	31**	217	280	43*	774	36**	118	350	305	1003
	100%	42%	13%*	45%	3%**	22%	28%	4%*	78%	4%**	12%	35%	31%	101%
Don't know	127	50	10	67	6	14	31	2	113	*	25	17	50	132
	13% _{fm}	12%	8%	15% _z	18%	7%	11%	5%	15% _{zf}	1%	21% _{zm}	5%	16%	13%
Personal finances (NET)	273	118	36	118	11	33	101	14	240	15	32	100	109	268
	27% _{fi}	28%	28%	27%	37%	15%	36% _{zf}	32% _{fi}	31% _{zf}	41%	27%	28%	36%	27%
Median	2	2	2	2	2	2	2	2	2	3	2	3	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
100%		26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Ageing population/ Social care for the elderly	95 10%kv	33 13%	63 19%zae	21 23%zae	40 10%	51 12%z	38 23%zaet	17 8%	53 10%	25 11%	91 10%zk	2 2%	20 12%	34 9%	15 14%	27 11% ^s	15 15% ^s	7 6%	11 6%	28 14% ^{zv}	98 10%
AIDS	1 *	-	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *
Animal welfare	14 1%	5 2%	8 2%	4 4%z	7 2%	8 2%	3 2%	4 2%	8 1%	2 1%	14 2%	-	5 3%	5 1%	-	6 2%	4 4%z	2 2%	1 1%	6 3%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	2 1%	2 1%	2 2%z	2 *	2 *	2 1%z	-	2 *	-	2 *	-	-	2 *	-	-	-	-	-	2 1%	1 *
Common Market/EU/ Europe/Euro/ Constitution	54 5%k	14 5%	21 6%	6 7%	26 7%	25 6%	10 6%	7 3%	36 7%	10 4%	53 6%zk	1 1%	9 5%	22 6%	9 8%	13 5%	8 8%	5 5%	12 6%	14 7%	54 5%
Countryside/Rural life	17 2%	7 3%	8 2%	5 6%ze	9 2%	6 2%	3 2%	-	10 2%	7 3%g	17 2%	-	3 2%	9 2%	1 *	4 2%	4 4%	-	1 1%	8 4%zv	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	90 9%	18 7%	44 13%zae	90 100%zab	42 11%	37 9%	19 11%	26 12%	48 9%	16 7%	80 9%	8 7%	15 8%	34 9%	5 5%	30 12%p	9 8%	20 18%zpq	21 10%	21 11%	93 9%
Defence/Foreign affairs/ International terrorism	411 42%tkg v	113 43%	157 47%zt	37 41%	145 37%	411 100%zab	78 48%t cft	67 31%	244 45%zg	101 43%g	393 45%zk	18 16%	85 48%	151 41%	45 42%	104 43%	51 48%	47 43%	39 20%	106 54%zv	416 41%

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Drug abuse	47 5% _i	12 5%	22 6% _e	23 26% _z ft	26 6% _e	13 3%	13 8% _e	18 8% _z	25 5%	4 2%	40 5%	6 5%	5 3%	17 4%	3 3%	17 7%	4 4%	10 9% _z	13 6%	13 7%	51 5%
Economy/Economic situation	261 26% _g	261 100% _z eft	100 30%	18 20%	99 25%	113 27%	54 33% _{ct}	38 18%	162 30% _z g	61 27% _g	235 27%	23 20%	53 30%	116 31% _z	36 34% _q s	56 23%	25 24%	22 20%	49 24%	50 25%	257 26%
Education/Schools	162 16% _g v	54 21% _t	90 27% _z et	19 21%	58 14%	78 19%	162 100% _z ab cet	26 12%	99 18% _g	37 16%	149 17%	13 12%	39 22%	59 16%	26 24% _z q	34 14%	17 17%	14 12%	22 11%	36 18%	152 15%
Foot and mouth outbreak/Farming crisis	6 1% _j	2 1%	3 1%	3 3% _z e	4 1%	3 1%	4 3% _z	3 1%	4 1%	- -	4 *	3 3% _z	1 *	4 1%	- -	1 *	- -	1 1%	1 *	4 2%	7 1%
Housing	156 16%	50 19%	62 18%	17 19%	64 16%	63 15%	46 29% _z ab et	33 15%	81 15%	42 18%	142 16%	13 11%	29 17%	60 16%	30 28% _z q	32 13%	17 17%	16 14%	26 13%	38 19%	146 15%
Immigration/immigrants	398 40% _e g	99 38%	132 39%	42 46%	398 100% _z ab cef	145 35%	58 36%	62 29%	235 43% _g	100 43% _g	368 42% _z k	26 23%	63 36%	169 46% _z	39 37%	122 50% _z p	58 56% _z p	50 46%	201 100% _z	197 100% _z	400 40%
Inflation/Prices	52 5% _e j	21 8% _z e	19 6%	11 13% _z bet	26 7% _e	14 3%	13 8% _e	13 6%	28 5%	11 5%	39 4%	13 12% _z	10 6%	24 7%	3 3%	13 5%	4 4%	7 7%	16 8%	10 5%	52 5%
Local government/Council tax	32 3% _g	16 6% _z	16 5%	7 8% _z et	13 3%	14 3%	9 5%	2 1%	20 4%	9 4%	30 3%	2 2%	8 4%	13 3%	2 2%	5 2%	4 3%	1 1%	6 3%	7 3%	30 3%
Low pay/Minimum wage/Fair wages	107 11% _v	34 13%	45 13%	13 14%	44 11%	44 11%	32 20% _z be t	22 10%	61 11%	25 11%	90 10%	17 15%	24 13%	37 10%	12 12%	19 8%	7 6%	9 8%	13 6%	31 16% _z v	100 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
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UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
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	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Morality/ Individual behaviour/ Lifestyle	58 6%	18 7%	24 7%	12 13%zet	25 6%	28 7%	19 12%zet	8 4%	37 7%	14 6%	52 6%	6 5%	9 5%	24 7%	8 7%	15 6%	5 5%	4 4%	8 4%	17 9%	57 6%
National health service/Hospitals/ Healthcare	336 34%gk	100 38%	336 100%zac eft	44 48%zt	132 33%	157 38%z	90 56%zae t	62 28%	179 33%	95 41%zg	311 36%zk	24 21%	68 38%	130 35%	40 38%	95 39%	44 42%	38 35%	61 30%	72 36%	322 32%
Nationalisation/ Government control of institutions	26 3%	15 6%ze	16 5%z	4 5%	13 3%	11 3%	8 5%	4 2%	15 3%	8 3%	21 2%	4 3%	5 3%	12 3%	4 4%	5 2%	3 3%	3 3%	4 2%	9 5%	23 2%
Northern Ireland	3 *	3 1%z	3 1%	3 4%zet	2 *	3 1%	3 2%z	- -	3 1%	- -	3 *	- -	2 1%	2 *	- -	2 1%	2 1%	- -	- -	2 1%	2 *
Nuclear weapons/ Nuclear war/ Disarmament	30 3%	14 5%z	18 5%z	6 7%	16 4%	14 3%	7 4%	7 3%	20 4%	3 1%	26 3%	3 2%	4 2%	9 2%	4 4%	4 1%	1 1%	2 2%	5 3%	11 5%	32 3%
Pensions/Social security/Benefits	89 9%g	28 11%	40 12%	12 13%	44 11%	45 11%	23 14%z	11 5%	56 10%g	23 10%	83 10%	5 5%	19 11%	37 10%	7 7%	20 8%	9 8%	12 11%	21 11%	23 12%	79 8%
Petrol prices/Fuel	22 2%i	12 5%zbe	7 2%	5 5%	14 3%	9 2%	7 4%	5 2%i	17 3%i	- -	19 2%	2 2%	7 4%	8 2%	1 1%	7 3%	3 3%	5 5%	5 3%	8 4%	19 2%
Pollution/ Environment	69 7%	22 8%	28 8%	7 8%	24 6%	33 8%	20 12%zt	13 6%	42 8%	14 6%	65 8%	3 3%	11 6%	28 8%	13 12%zqr	14 6%	5 5%	6 5%	8 4%	16 8%	66 7%
Population levels/ Overpopulation	65 7%gk	21 8%	29 9%	8 9%	39 10%z	31 8%	17 10%	4 2%	47 9%zg	14 6%g	61 7%	3 2%	19 10%	24 7%	8 7%	27 11%zs	10 10%	7 6%	10 5%	29 15%zv	53 5%

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	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Pound/Exchange rate/Value of pound	11	3	5	2	8	4	5	2	9	-	10	1	-	9	-	1	1	-	2	6	8
	1%	1%	2%	2%	2%	1%	3%z	1%	2%	-	1%	1%	-	2%z	-	*	1%	-	1%	3%	1%
Poverty/Inequality	162	55	65	19	56	62	49	27	94	41	152	10	32	53	22	33	8	21	23	33	162
	16%krv	21%zet	19%t	21%	14%	15%	30%zabet	13%	17%	18%	17%zk	8%	18%	14%	21%r	13%r	8%	19%qr	11%	17%	16%
Privatisation	20	7	12	5	9	9	6	4	14	3	19	1	4	9	3	5	2	2	*	9	20
	2%v	3%	4%	6%z	2%	2%	4%	2%	3%	1%	2%	1%	2%	2%	3%	2%	2%	2%	*	4%zv	2%
Public services in general	68	23	38	13	27	27	24	8	48	12	63	4	19	23	3	23	12	7	8	19	62
	7%g	9%	11%zet	14%zet	7%	7%	15%zaet	4%	9%zg	5%	7%	3%	11%	6%	3%	9%p	12%zp	7%	4%	10%v	6%
Race relations	46	12	18	10	18	25	11	9	30	7	39	7	4	18	10	11	7	5	9	9	44
	5%	5%	5%	11%zabt	4%	6%	7%	4%	6%	3%	4%	6%	2%	5%	9%z	5%	7%	5%	4%	4%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	15	6	7	4	10	9	3	2	10	3	13	2	2	6	3	2	2	-	3	7	18
	1%	2%	2%	5%z	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	-	1%	4%z	2%
Taxation	54	19	27	12	20	16	17	16	27	10	38	15	10	27	9	17	9	6	10	10	48
	5%j	7%e	8%ze	13%zet	5%	4%	10%zet	8%	5%	4%	4%	13%z	6%	7%	8%	7%	9%	6%	5%	5%	5%
Trade unions/ Strikes	7	4	4	4	4	6	4	1	6	-	7	-	3	2	-	2	2	-	1	2	6
	1%	2%	1%	4%zbt	1%	2%z	3%z	1%	1%	-	1%	-	2%	*	-	1%	1%	-	1%	1%	1%
Transport/Public transport	30	12	17	7	14	9	12	6	17	8	27	3	3	14	6	11	4	4	6	8	29
	3%	5%	5%ze	8%zet	4%	2%	8%zet	3%	3%	3%	3%	3%	2%	4%	5%	5%	4%	3%	3%	4%	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	1003	257	322	93	400	416	152	263	514	226	856	136	156	305	117	267	121	117	206	194	1003
WEIGHTED BASE	991	261	336	90*	398	411	162	217	543	231	868	114	177	370	107*	243	105*	110*	201	197	1003
	100%	26%	34%	9%*	40%	42%	16%	22%	55%	23%	88%	12%	18%	37%	11%*	25%	11%*	11%*	20%	20%	101%
Unemployment/ Factory closure/ Lack of industry	135	45	52	16	56	54	31	30	78	27	113	20	22	57	13	26	8	15	16	40	135
	14%v	17%	15%	17%	14%	13%	19%	14%	14%	12%	13%	18%	12%	15%	12%	11%	8%	13%	8%	20%zv	13%
Other	51	5	14	4	15	11	5	7	29	15	46	4	4	13	7	13	7	5	7	8	57
	5%ae	2%	4%	5%	4%	3%	3%	3%	5%	7%	5%	3%	2%	4%	7%	6%	7%	5%	3%	4%	6%
MEAN NUMBER OF MENTIONS	3.36gk	4.47ze	4.62ze	5.77za	3.94z	3.92z	5.61za	2.81	3.59zg	3.33g	3.46zk	2.60	3.60	3.51	3.63	3.47	3.63	3.35	3.27	4.62zv	3.25
STANDARD ERROR	0.08	0.24	0.21	0.62	0.17	0.17	0.38	0.09	0.14	0.12	0.09	0.13	0.20	0.18	0.19	0.14	0.24	0.19	0.13	0.30	0.07
ERROR VARIANCE	0.01	0.06	0.04	0.39	0.03	0.03	0.14	0.01	0.02	0.01	0.01	0.02	0.04	0.03	0.03	0.02	0.06	0.04	0.02	0.09	0.01
Don't know	127	2	2	3	18	22	5	48	60	19	92	33	22	39	2	30	9	14	16	2	132
	13%abce	1%	1%	3%b	5%ab	5%ab	3%	22%zhi	11%	8%	11%	29%zj	12%	11%	2%	12%p	9%p	13%p	8%w	1%	13%
Personal finances (NET)	273	92	95	30	104	101	65	55	156	62	238	34	55	98	30	55	16	31	45	60	268
	27%r	35%zet	28%	33%	26%	25%	40%zbe	25%	29%	27%	27%	29%	31%	27%	28%r	23%r	16%	29%r	22%	30%	27%
Median	2	3	3	3	3	3	4	2	2	2	2	2	2	2	3	2	2	2	2	3	2

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1003	142	113	185	105	268	190	1003
WEIGHTED BASE	991	147	152	202	133*	189	169	1003
	100%	15%	15%	20%	13%*	19%	17%	101%
Ageing population/ Social care for the elderly	95 10% ^b	10 7%	3 2%	30 15% ^{zb}	9 7%	27 14% ^{zab}	15 9% ^b	98 10%
AIDS	1 *	-	-	-	-	-	1 *	1 *
Animal welfare	14 1%	6 4% ^z	2 1%	1 1%	2 2%	2 1%	1 1%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	2 *	-	-	-	2 1% ^z	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	54 5% ^b	8 6%	2 1%	12 6%	6 4%	15 8% ^{zb}	10 6% ^b	54 5%
Countryside/Rural life	17 2%	2 1%	2 2%	4 2%	3 2%	3 1%	3 2%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	90 9%	10 7%	14 9%	11 6%	19 14% ^c	14 7%	23 13% ^{zc}	93 9%
Defence/Foreign affairs/ International terrorism	411 42% ^b	49 34%	39 25%	103 51% ^{za} b	57 43% ^b	92 48% ^{za} b	72 42% ^b	416 41%
Drug abuse	47 5%	4 3%	7 5%	4 2%	11 9% ^{ce}	5 2%	15 9% ^{zac} e	51 5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th November - 10th December 2015
 Number of sample points : 171
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1003	142	113	185	105	268	190	1003
WEIGHTED BASE	991	147	152	202	133*	189	169	1003
	100%	15%	15%	20%	13%*	19%	17%	101%
Economy/Economic situation	261 26% ^{bf}	45 31% ^{bf}	28 18%	68 34% ^{zb}	31 23%	59 31% ^{bf}	30 18%	257 26%
Education/Schools	162 16% ^{bf}	30 20% ^{bf}	10 7%	59 29% ^{zb} f def	22 16% ^b	26 14%	15 9%	152 15%
Foot and mouth outbreak/Farming crisis	6 1%	1 1%	1 1%	1 1%	3 2%	- -	1 1%	7 1%
Housing	156 16% ^f	34 23% ^{zc} f	23 15%	26 13%	23 17%	34 18% ^f	16 10%	146 15%
Immigration/immigrants	398 40% ^a	44 30%	55 37%	82 41%	60 45% ^a	86 45% ^a	71 42% ^a	400 40%
Inflation/Prices	52 5% ^e	9 6%	13 9% ^{ef}	13 7%	8 6%	5 3%	5 3%	52 5%
Local government/Council tax	32 3%	1 1%	4 3%	11 5%	3 2%	4 2%	9 5%	30 3%
Low pay/Minimum wage/Fair wages	107 11% ^e	15 10%	23 15% ^{ef}	24 12%	21 15% ^e	13 7%	12 7%	100 10%
Morality/Individual behaviour/Lifestyle	58 6% ^d	6 4%	9 6%	15 8% ^d	2 1%	18 9% ^{zd}	9 5%	57 6%
National health service/Hospitals/Healthcare	336 34% ^b	44 30%	33 22%	80 39% ^b	47 35% ^b	79 42% ^{za} bf	53 31%	322 32%

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

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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 (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1003	142	113	185	105	268	190	1003
WEIGHTED BASE	991	147	152	202	133*	189	169	1003
	100%	15%	15%	20%	13%*	19%	17%	101%
Nationalisation/ Government control of institutions	26 3%	5 3%	5 3%	5 3%	5 4%	4 2%	2 1%	23 2%
Northern Ireland	3 *	- -	- -	- -	2 1%	2 1%	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	30 3%f	5 3%	3 2%	5 2%	5 4%	12 6%zf	1 1%	32 3%
Pensions/Social security/Benefits	89 9%	22 15%zbe	6 4%	19 9%	13 10%	12 6%	17 10%	79 8%
Petrol prices/Fuel	22 2%	4 2%	6 4%	4 2%	3 2%	2 1%	2 1%	19 2%
Pollution/ Environment	69 7%f	13 9%f	6 4%	21 11%bf	7 5%	17 9%f	4 2%	66 7%
Population levels/ Overpopulation	65 7%	13 9%	5 3%	17 9%	12 9%	10 5%	8 5%	53 5%
Pound/Exchange rate/Value of pound	11 1%	1 1%	1 1%	6 3%z	2 1%	1 *	1 1%	8 1%
Poverty/Inequality	162 16%	24 16%	20 13%	53 26%zb def	16 12%	28 15%	21 12%	162 16%
Privatisation	20 2%	6 4%	1 1%	3 2%	3 2%	5 3%	2 1%	20 2%
Public services in general	68 7%	8 6%	5 3%	21 10%b	6 5%	16 8%	12 7%	62 6%

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

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1003	142	113	185	105	268	190	1003
WEIGHTED BASE	991	147	152	202	133*	189	169	1003
	100%	15%	15%	20%	13%*	19%	17%	101%
Race relations	46	6	10	6	6	7	11	44
	5%	4%	7%	3%	5%	4%	7%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	4	2	1	2	5	1	18
	1%	3%	1%	*	1%	3%	1%	2%
Taxation	54	8	11	11	15	3	6	48
	5%e	5%	7%e	6%	11%zef	2%	3%	5%
Trade unions/ Strikes	7	2	-	-	3	2	1	6
	1%	1%	-	-	2%	1%	1%	1%
Transport/Public transport	30	1	3	9	3	7	8	29
	3%	1%	2%	4%	2%	4%	5%a	3%
Unemployment/ Factory closure/ Lack of industry	135	17	28	21	30	18	21	135
	14%e	12%	18%e	11%	22%zc ef	10%	12%	13%
Other	51	2	5	9	6	18	12	57
	5%a	1%	3%	5%	4%	10%zab	7%a	6%
MEAN NUMBER OF MENTIONS	3.36b	3.26	2.79	3.82z bf	3.61	3.48b	3.08	3.25
STANDARD ERROR	0.08	0.23	0.14	0.18	0.38	0.15	0.15	0.07
ERROR VARIANCE	0.01	0.05	0.02	0.03	0.14	0.02	0.02	0.01
Don't know	127	22	38	14	18	7	28	132
	13%ce	15%ce	25%zcd e	7%	13%e	4%	16%ce	13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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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 (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1003	142	113	185	105	268	190	1003
WEIGHTED BASE	991	147	152	202	133*	189	169	1003
	100%	15%	15%	20%	13%*	19%	17%	101%
Personal finances (NET)	273 27% ^e	37	50	72	39	38	37	268
		26%	33% ^{ef}	36% ^{ze}	29%	20%	22%	27%
Median	2	2	2	3	2	2	2	2

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

	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+	1003
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1003