

ISSUES INDEX (FINAL)

Table 7
Q.PL03
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Economy/Economic situation	4692	2438	2255	518	723	939	902	731	879	1242	1841	1610	1610	1431	925	726	3041	1651	4419
	39%	42%b	37%	33%	37%ci	45%cd	44%cd	42%cd	35%	35%c	45%cd	38%ch	51%mn	43%no	36%oq	26%	47%mn	31%o	37%
						hik	hik	hik			hik	i	opq	q			oq		
Unemployment/Factory closure/Lack of industry	1837	898	939	339	349	311	324	231	283	688	635	514	327	496	414	600	823	1014	1946
	15%	16%	15%	21%de	18%eg	15%hk	16%gh	13%	11%	20%de	15%hk	12%	10%	15%lp	16%lp	21%lm	13%l	19%lm	16%
				fghij	hjk		k			fghjk					npq		np		
Race relations/Immigration/Immigrants	1038	525	514	84	103	135	170	212	334	187	305	547	182	269	296	292	451	588	1098
	9%	9%	8%	5%	5%	6%	8%cd	12%cd	13%cde	5%	7%cd	13%cde	6%	8%lp	12%lm	10%lmp	7%l	11%lmp	9%
							i	efij	fij		ei	fij			p				
Inflation/Prices	446	198	249	64	101	89	54	51	87	165	143	138	87	110	112	136	198	249	465
	4%	3%	4%	4%f	5%fgh	4%fj	3%	3%	3%	5%fgh	3%f	3%	3%	3%	4%lmp	5%lmp	3%	5%lmp	4%
					jk					jk									
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	402	171	231	60	72	65	51	54	100	132	116	154	72	109	90	131	182	220	443
	3%	3%	4%a	4%	4%	3%	3%	3%	4%fj	4%fj	3%	4%f	2%	3%lp	3%l	5%lmn	3%	4%lmp	4%
															p				
Poverty/Inequality	399	168	231	71	62	74	63	54	74	134	137	129	120	96	75	109	216	183	393
	3%	3%	4%a	5%fgh	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	3%	4%m	3%m	3%	3%
				jk															
National health service/Hospitals/Healthcare	330	102	227	39	37	52	56	53	93	76	108	146	88	97	71	73	186	144	333
	3%	2%	4%a	2%	2%	2%	3%	3%d	4%cde	2%	3%	3%dij	3%	3%	3%	3%	3%	3%	3%
									ij										
Housing	228	109	119	33	64	42	50	17	22	97	91	39	37	52	55	83	89	139	244
	2%	2%	2%	2%ghk	3%egh	2%ghk	2%ghk	1%	1%	3%cgh	2%ghk	1%	1%	2%	2%lp	3%lmp	1%	3%lmp	2%
					jk					k									

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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Q.PL03
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Education/Schools	218	85	133	42	49	47	41	14	26	90	88	40	75	68	42	33	144	75	210
	2%	1%	2%a	3%ghk	3%ghk	2%ghk	2%ghk	1%	1%	3%ghk	2%ghk	1%	2%oq	2%oq	2%	1%	2%oq	1%	2%
Common Market/EU/ Europe/Euro/ Constitution	208	129	78	8	18	22	31	38	91	25	53	130	83	56	41	28	138	69	207
	2%	2%b	1%	*	1%	1%	2%ci	2%cde	4%cde	1%	1%ci	3%cde	3%mno	2%o	2%	1%	2%moq	1%	2%
Morality/ Individual behaviour/ Lifestyle	185	90	96	12	20	35	32	33	55	31	67	88	73	57	32	24	130	56	180
	2%	2%	2%	1%	1%	2%ci	2%ci	2%cdi	2%cdi	1%	2%ci	2%cdi	2%noq	2%oq	1%	1%	2%mno	1%	2%
Pensions/Social security/Benefits	171	48	123	20	28	34	16	23	51	47	50	74	31	50	30	60	81	90	166
	1%	1%	2%a	1%	1%	2%fj	1%	1%	2%fj	1%	1%f	2%f	1%	1%p	1%	2%lnp	1%	2%ln	1%
Defence/Foreign affairs/ International terrorism	158	78	80	20	25	15	16	27	55	46	31	82	30	50	37	41	80	79	165
	1%	1%	1%	1%	1%	1%	1%	2%efj	2%cde	1%j	1%	2%efi	1%	1%p	1%	1%	1%	1%	1%
Population levels/ Overpopulation	143	73	70	10	23	12	24	32	42	33	35	74	45	28	35	35	73	70	148
	1%	1%	1%	1%	1%	1%	1%	2%cei	2%cei	1%	1%	2%cei	1%	1%	1%	1%	1%am	1%	1%
Low pay/Minimum wage/Fair wages	105	49	57	19	28	22	18	9	9	47	41	18	5	20	44	36	25	80	111
	1%	1%	1%	1%ghk	1%ghk	1%hk	1%hk	*	*	1%ghk	1%hk	*	*	1%lp	2%lmp	1%lmp	*l	1%lmp	1%
Ageing population/ Social care for the elderly	101	34	67	4	9	7	15	26	40	13	22	66	30	28	17	25	59	42	104
	1%	1%	1%a	*	*	*	1%	1%cde	2%cde	*	1%	2%cde	1%	1%	1%	1%	1%	1%	1%
Drug abuse	75	34	42	10	10	15	13	11	16	20	29	27	10	21	21	23	32	44	89
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%p	1%l	1%l	*	1%lp	1%

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UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11890
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Pollution/Environment	71 1%	46 1% ^b	25 *	11 1%	6 *	14 1%	14 1%	8 *	18 1%	16 *	28 1%	26 1%	33 1% ^{noq}	23 1% ^{noq}	6 *	9 *	56 1% ^{noq}	15 *	66 1%
Transport/Public transport	69 1%	35 1%	35 1%	16 1% ^{hjk}	19 1% ^{hjk}	10 *	8 *	8 *	9 *	35 1% ^{fgh}	18 *	16 *	1 *	26 1% ^{lp}	10 ^l	32 1% ^{lnp}	27 ^l	42 1% ^{lnp}	76 1%
Public services in general	69 1%	29 *	40 1%	4 *	8 *	16 1% ^{ci}	19 1% ^{chi}	12 1%	11 *	11 *	35 1% ^{ci}	22 1%	22 1%	19 1%	10 *	17 1%	42 1%	27 1%	68 1%
Local government/Council tax	52 *	30 1%	22 *	7 *	13 1%	4 *	9 *	8 *	10 *	20 1%	14 *	18 *	5 *	19 1% ^{lp}	10 *	18 1% ^l	23 ^l	28 1% ^l	61 1%
Petrol prices/Fuel	47 *	28 *	19 *	10 1%	9 *	8 *	7 *	6 *	7 *	19 1%	15 *	13 *	5 *	11 *	25 1% ^{lmo}	6 *	16 *	31 1% ^{lop}	49 *
Taxation	47 *	28 *	19 *	7 ^h	14 1% ^{hk}	12 1% ^{hk}	9 ^h	5 *	1 *	20 1% ^{hk}	20 ^{hk}	6 *	10 *	17 1% ^o	15 1% ^{oq}	4 *	28 ^o	19 ^o	48 *
Nationalisation/Government control of institutions	39 *	29 ^b	11 *	3 *	4 *	7 *	9 *	7 *	9 *	7 *	16 *	16 *	9 *	14 *	6 *	10 *	23 *	16 *	42 *
Scottish/Welsh assembly/Devolution/Constitutional reform	24 *	15 *	9 *	2 *	3 *	1 *	-	5 * ^{fj}	13 1% ^{def}	5 *	1 *	18 * ^{efi}	7 *	12 * ^{noq}	2 *	2 *	20 * ^q	4 *	29 *
Pound/Exchange rate/Value of pound	19 *	16 ^b	3 *	3 *	6 *	1 *	3 *	2 *	4 *	9 *	4 *	5 *	8 *	4 *	3 *	4 *	12 *	7 *	21 *
Animal welfare	17 *	7 *	10 *	4 * ^{gk}	4 *	4 *	2 *	-	2 *	9 * ^{gk}	6 *	2 *	2 *	6 *	3 *	7 *	7 *	10 *	15 *

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UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
AIDS	17*	13* *b	4*	6* *hk	3*	4*	2*	2*	-*	9* *hk	6*	2*	8*	2*	3*	4*	10* *m	7*	15*
Privatisation	16*	10*	6*	1*	* *i	6*	4*	2*	1*	1*	10* *i	4*	9* *q	4*	2*	1*	12*	3*	15*
Countryside/Rural life	10*	4*	6*	2*	2*	2*	3*	1*	* *i	4*	5*	1*	3*	4*	1*	2*	8*	3*	11*
Trade unions/ Strikes	8*	6*	2*	-*	2*	3*	1*	2*	-*	2*	4*	2*	4* *q	4* *q	-*	-*	8* *q	-*	6*
Foot and mouth outbreak/Farming crisis	8*	2*	6*	2* *j	3* *j	-*	-*	-*	3* *j	5* *j	-*	3*	2*	2*	2*	2*	4*	4*	7*
Nuclear weapons/ Nuclear war/ Disarmament	6*	2*	4*	-*	-*	1*	-*	1*	4* *i	-*	1*	4*	2*	1*	-*	3*	3*	3*	5*
Northern Ireland	3*	3*	-*	-*	-*	2* *i	2* *i	* *i	-*	-*	3* *i	* *i	-*	-*	3* *p	* *i	-*	3* *i	3*
Bird flu/Pandemic flu/Swine flu	1*	1*	1*	-*	1* *i	-*	1* *i	-*	-*	1* *i	1* *i	-*	-*	1* *i	-*	-*	1* *i	-*	2*
Other	168	90	78	18	21	30	27	26	48	38	56	73	61	45	27	34	107	62	180
	1%	2%	1%	1%	1%	1%	1%	1%	2% *di	1%	1%	2% *i	2% *nq	1%	1%	1%	2% *mq	1%	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
STANDARD ERROR	*	*	0.00	0.00	0.00	* 0.00	0.00	0.00	* 0.00	0.00	* 0.00	* 0.00	0.00	*	*	0.00	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	* 0.00	0.00	0.00	* 0.00	0.00	* 0.00	* 0.00	0.00	*	*	0.00	*	*	*

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UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
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	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Don't know	454	164	290	129	108	53	39	31	94	237	91	125	55	88	98	213	144	311	497
	4%	3%	5%a	8%def	6%efg	3%	2%	2%	4%efg	7%def	2%	3%fg	2%	3%lp	4%lmp	8%lmn	2%	6%lmn	4%
				ghijk	hjk				jk	ghjk						pq		p	
No answer	5	3	2	1	1	-	2	-	1	2	2	1	1	1	2	1	2	3	5
	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	*

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	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)	OWNED /MORT GAGED (o)		
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Economy/Economic situation	4692	4140	200	352	1503	1151	1343	1142	1847	585	1364	779	1580	1962	394	713	3542	4419
	39%	40%bc def	32%	35%	37%b	38%b	38%b	39%	42%ab cdefh	39%b	42%bc defh	44%ab cdefh i	40%mn	48%km no	25%	33%mn	44%km n	37%
Unemployment/ Factory closure/ Lack of industry	1837	1522	119	196	682	486	627	508	528	217	401	183	567	557	299	394	1124	1946
	15%	15%gi j	19%ag hij	19%ad eghij	17%ae ghij	16%ag ij	18%ag hij	18%	12%j	14%gi j	12%j	10%	14%	14%	19%kl o	18%kl o	14%	16%
Race relations/ Immigration/ Immigrants	1038	922	63	53	313	259	391	328	335	62	247	186	436	280	158	155	716	1098
	9%	9%cd ghi	10%chi	5%	8%ch	9%cd h	11%ac degghi	11%	8%ch	4%	8%ch	10%ac dghi	11%no	7%	10%ln	7%	9%ln	9%
Inflation/Prices	446	381	28	37	176	138	107	79	163	79	129	50	120	159	76	91	279	465
	4%	4%f	5%f	4%	4%afj	5%afj	3%	3%	4%j	5%afg ij	4%j	3%	3%	4%	5%ko	4%k	3%k	4%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	402	348	21	33	152	119	102	82	148	72	125	52	127	101	94	80	228	443
	3%	3%	3%	3%	4%f	4%f	3%	3%	3%	5%afg ij	4%gj	3%	3%	2%	6%klno	4%l	3%	4%
Poverty/Inequality	399	325	23	52	158	106	97	74	145	58	106	48	105	122	74	89	227	393
	3%	3%	4%	5%ade fgij	4%aef j	4%	3%	3%	3%	4%	3%	3%	3%	3%	5%klo	4%klo	3%	3%
National health service/Hospitals/ Healthcare	330	274	30	26	108	82	102	72	120	31	94	63	120	101	41	64	221	333
	3%	3%	5%acd efghi	3%	3%	3%	3%	2%	3%h	2%	3%h	4%agh i	3%	2%	3%	3%	3%	3%
Housing	228	198	10	20	64	44	49	40	114	66	95	28	34	55	45	93	88	244
	2%	2%ef	2%	2%	2%	1%	1%	1%	3%ade fj	4%abc defgi j	3%ade fj	2%	1%	1%	3%klo	4%klm o	1%k	2%

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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	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 PRI VATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Education/Schools	218	194	8	16	81	64	48	41	89	39	66	27	53	89	20	54	142	210
	2%	2%f	1%	2%	2%f	2%f	1%	1%	2%f	3%afi	2%	2%	1%	2%kmo	1%	2%kmo	2%k	2%
Common Market/EU/ Europe/Euro/ Constitution	208	184	7	16	52	35	58	50	98	15	76	61	103	63	17	24	166	207
	2%	2%deh	1%	2%	1%	1%	2%	2%	2%ade	1%	2%ade	3%abc	3%lmn	2%	1%	1%	2%lmn	2%
Morality/ Individual behaviour/ Lifestyle	185	162	4	19	64	45	45	41	77	15	61	46	76	67	17	24	142	180
	2%	2%	1%	2%	2%	1%	1%	1%	2%h	1%	2%h	3%abd	2%mn	2%	1%	1%	2%mn	2%
Pensions/Social security/Benefits	171	149	9	13	58	45	50	42	62	12	40	28	68	48	27	27	116	166
	1%	1%h	1%	1%	1%	2%	1%	1%	1%hi	1%	1%h	2%	2%	1%	2%	1%	1%	1%
Defence/Foreign affairs/ International terrorism	158	139	7	11	54	43	48	41	56	5	30	25	68	37	27	22	105	165
	1%	1%hi	1%h	1%h	1%h	1%h	1%h	1%	1%hi	*	1%h	1%hi	2%lo	1%	2%l	1%	1%l	1%
Population levels/ Overpopulation	143	131	7	5	30	25	49	42	64	30	50	21	63	47	16	17	109	148
	1%	1%cde	1%	*	1%	1%	1%cd	1%	1%cde	2%acd	2%cde	1%	2%n	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	105	85	12	8	27	19	41	28	38	25	30	5	24	28	23	30	51	111
	1%	1%j	2%ade	1%	1%	1%	1%ade	1%	1%j	2%ade	1%j	*	1%	1%	1%klo	1%klo	1%	1%
Ageing population/ Social care for the elderly	101	80	10	11	27	16	32	22	42	16	36	20	52	21	13	14	73	104
	1%	1%	2%de	1%	1%e	1%	1%	1%	1%	1%e	1%ae	1%e	1%lno	1%	1%	1%	1%l	1%

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 8
Q.PL03
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)
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Drug abuse	75 1%	51 *j	5 1%j	19 2%ade fgij	37 1%aef gj	18 1%j	16 *j	10 *	23 1%j	21 1%aef gij	22 1%gj	*	20 *	27 1%	19 1%kln o	10 *	46 1%	89 1%
Pollution/ Environment	71 1%	59 1%	9 1%acd efh	4 *	17 *	14 *	22 1%	14 *	32 1%	6 *	25 1%h	19 1%ade	36 1%lmo	18 *	5 *	12 1%	54 1%l	66 1%
Transport/Public transport	69 1%	66 1%f	-	3 *	35 1%bcf gj	33 1%abc dfgij	12 *	12 *	21 *	13 1%bfg ij	18 1%j	5 *	20 1%	14 *	15 1%lo	21 1%lo	34 *	76 1%
Public services in general	69 1%	67 1%f	-	2 *	28 1%c	26 1%bcf	13 *	13 *	28 1%	7 *	23 1%	16 1%bcf	21 1%	26 1%	10 1%	12 1%	47 1%	68 1%
Local government/ Council tax	52 *	41 *	4 1%	7 1%	20 *	13 *	10 *	6 *	22 1%	12 1%af	21 1%afg	9 1%	17 *	8 *	17 1%kln o	9 *	25 *	61 1%
Petrol prices/Fuel	47 *	36 *	2 *	9 1%agh ij	23 1%agi	14 *	14 *	11 *	11 *	3 *	8 *	5 *	9 *	20 *	6 *	11 *	29 *k	49 *
Taxation	47 *	45 *df	1 *	* *	9 *	9 *	7 *	6 *	31 1%acd ef	12 1%acd ef	25 1%acd ef	13 1%acde f	10 *	17 *	6 *	15 1%ko	26 *	48 *
Nationalisation/ Government control of institutions	39 *	24 *	2 *	14 1%abd efghi	22 1%aeg hi	9 *	9 *	8 *	8 *	- *	4 *	4 *	15 *	12 *	9 1%n	3 *	27 *	42 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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	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)
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100%		86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	24*	6*	2*a	16 2%abd efghi j	19 *aef ghi	2 *	2 *	1 *	3 *	1 *	3 *	2 *	13 *n	7 *	4 *n	-	20 *n	29 *
Pound/Exchange rate/Value of pound	19*	18 *	1 *	1 *	3 *	2 *	8 *	8 *	8 *	5 *	8 *	3 *	7 *	2 *	4 *l	7 *lo	8 *	21 *
Animal welfare	17*	10 *	4 1%ade fgij	3 *	5 *	2 *	6 *	2 *	6 *	4 *	4 *	1 *	6 *	3 *	3 *	5 *	9 *	15 *
AIDS	17*	12 *	2 *	3 *	7 *	4 *	7 *	5 *	3 *	2 *	3 *	2 *	2 *	10 *k	3 *	2 *	12 *k	15 *
Privatisation	16*	14 *f	-	2 *f	8 *f	6 *f	-	-	8 *f	2 *f	7 *f	5 *f	5 *	5 *	3 *	2 *	10 *	15 *
Countryside/Rural life	10*	9 *	1 *e	1 *	1 *	-	2 *	1 *	8 *ade	3 *de	5 *de	2 *	2 *	7 *	1 *	-	9 *	11 *
Trade unions/ Strikes	8*	8 *	-	-	3 *	3 *	1 *	1 *	4 *	-	3 *	3 *	2 *	5 *	-	1 *	7 *	6 *
Foot and mouth outbreak/Farming crisis	8*	8 *	-	-	1 *	1 *	7 *agi	7 *	-	-	-	-	3 *	3 *	-	2 *	6 *	7 *
Nuclear weapons/ Nuclear war/ Disarmament	6*	6 *	-	-	2 *	2 *	3 *	3 *	1 *	-	1 *	1 *	4 *	1 *	-	1 *	5 *	5 *

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

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ISSUES INDEX (FINAL)

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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
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Northern Ireland	3	2	-	2	2	-	-	-	2	2	2	-	-	3	*	-	3	3
	*	*	-	*aef	*	-	-	-	*	*a	*	-	-	*	*	-	*	*
Bird flu/Pandemic flu/Swine flu	1	1	-	-	-	-	1	1	1	1	1	-	1	-	-	-	1	2
	*	*	-	-	-	-	*	*	*	*	*	-	*	-	-	-	*	*
Other	168	150	4	15	56	42	54	50	58	23	45	23	68	49	30	22	117	180
	1%	1%	1%	1%	1%	1%	2%b	2%	1%	2%	1%	1%	2%n	1%	2%n	1%	1%	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
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	0.00	*	*	0.00	0.00	*	*
Don't know	454	390	25	39	168	129	140	114	146	57	92	35	111	95	108	130	206	497
	4%	4%ij	4%j	4%j	4%ij	4%ij	4%ij	4%	3%ij	4%ij	3%j	2%	3%	2%	7%klo	6%klo	3%	4%
No answer	5	4	1	-	2	2	1	-	2	1	1	-	1	1	1	2	2	5
	*	*	*	-	*	*	*	-	*	*	*	-	*	*	*	*	*	*

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

	TOTAL	WORKING STATUS					VOTING										INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Economy/Economic situation	4692	2285	562	1846	157	245	1041	1334	300	3651	1341	81	80	67	444	1111	146	394	1865	1438	4419
	39%	45%cd	42%cd	34%d	25%	48%bcd	50%gi	38%st	47%gi	37%st	49%gi	39%st	39%st	31%	30%	39%ir	37%st	29%	52%l	40%	37%
Unemployment/Factory closure/Lack of industry	1837	789	212	836	213	50	182	734	69	1656	250	37	17	22	250	435	45	210	423	580	1946
	15%	15%e	16%e	15%e	34%abc	10%	9%	21%fh	11%	17%fhj	9%	18%fhj	8%	10%	17%fh	15%fh	11%	16%m	12%	16%	16%
Race relations/Immigration/Immigrants	1038	365	87	586	44	38	244	194	39	794	283	10	6	61	166	248	24	155	229	224	1098
	9%	7%	6%	11%abd	7%	8%	12%ghi	5%	6%	8%gq	10%ghi	5%	3%	28%fg	11%ghi	9%gq	6%	12%m	6%	6%	9%
Inflation/Prices	446	197	48	202	14	8	50	156	10	396	60	8	3	5	63	114	20	52	95	165	465
	4%	4%de	4%	4%de	2%	2%	2%	4%fhj	2%	4%fhj	2%	4%	2%	2%	4%fhj	4%fhj	5%fhj	4%m	3%	5%	4%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	402	148	46	208	19	12	49	117	22	353	71	7	5	4	63	115	19	67	77	135	443
	3%	3%	3%	4%a	3%	2%	2%	3%	4%	4%fj	3%	3%	2%	2%	4%fj	4%fj	5%fj	5%m	2%	4%	4%
Poverty/Inequality	399	150	56	193	36	12	32	149	12	367	44	18	12	10	54	90	16	56	111	113	393
	3%	3%	4%	4%	6%ace	2%	2%	4%fhj	2%	4%fhj	2%	9%fgh	6%fhj	5%fhj	4%fj	3%fj	4%fj	4%	3%	3%	3%
National health service/Hospitals/Healthcare	330	109	45	176	8	12	43	109	27	286	71	3	11	1	43	77	7	56	101	98	333
	3%	2%	3%ad	3%ad	1%	2%	2%	3%fr	4%fjr	3%r	3%f	2%	5%fjr	*	3%r	3%r	2%	4%m	3%	3%	3%
Housing	228	98	27	103	15	13	20	72	16	208	35	3	3	1	37	66	7	28	60	98	244
	2%	2%	2%	2%	2%	3%	1%	2%fj	2%fj	2%fj	1%f	2%	2%	1%	2%fj	2%fj	2%	2%	2%	3%	2%

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Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2012
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ISSUES INDEX (FINAL)

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Q.PL03
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING										INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Education/Schools	218	92	38	88	9	10	31	70	18	188	49	3	6	2	24	52	8	25	79	87	210
	2%	2%	3%ac	2%	1%	2%	1%	2%	3%af	2%	2%af	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
Common Market/EU/ Europe/Euro/ Constitution	208	71	14	122	6	8	74	31	9	133	83	1	4	20	14	37	6	15	73	37	207
	2%	1%	1%	2%abd	1%	2%	4%ghijpstu	1%	1%	1%g	3%ghijpstu	1%	2%	9%fghijpqs	1%	1%	1%	1%	2%l	1%	2%
Morality/ Individual behaviour/ Lifestyle	185	72	22	91	3	4	53	32	18	132	71	1	2	3	18	44	9	20	73	60	180
	2%	1%d	2%d	2%d	*	1%	3%gist	1%	3%gis	1%g	3%gist	1%	1%	1%	1%	2%g	2%g	1%	2%	2%	2%
Pensions/Social security/Benefits	171	51	25	95	5	2	43	44	10	128	53	3	-	5	21	34	7	31	39	53	166
	1%	1%	2%ae	2%a	1%	*	2%git	1%	2%	1%	2%git	1%	-	2%	1%	1%	2%	2%am	1%	1%	1%
Defence/Foreign affairs/ International terrorism	158	49	10	99	10	6	35	40	7	123	42	4	1	*	27	33	4	20	40	33	165
	1%	1%	1%	2%ab	2%	1%	2%	1%	1%	1%	2%	2%	*	*	2%	1%	1%	2%	1%	1%	1%
Population levels/ Overpopulation	143	50	12	81	5	5	23	39	5	120	28	-	3	7	14	39	7	21	39	22	148
	1%	1%	1%	1%a	1%	1%	1%	1%	1%	1%	1%	-	1%	3%fghijps	1%	1%	2%	2%	1%	1%	1%
Low pay/Minimum wage/Fair wages	105	49	14	43	10	7	8	41	5	97	13	-	2	1	13	30	5	9	20	38	111
	1%	1%	1%	1%	2%c	1%	*	1%fj	1%	1%fj	*	-	1%	1%	1%	1%fj	1%	1%	1%	1%	1%
Ageing population/ Social care for the elderly	101	34	13	54	3	2	22	25	6	79	29	2	2	-	8	28	5	12	35	11	104
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%
Drug abuse	75	35	6	35	5	9	9	25	4	66	13	3	1	1	15	15	3	11	10	24	89
	1%	1%	*	1%	1%	2%abc	*	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%am	*	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/p/q/r/s/t/u - lm
Overlap formulae used.

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

	TOTAL	WORKING STATUS					VOTING										INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Pollution/ Environment	71 1%	34 1%	4 *	32 1%	1 *	6 1%b	7 *	16 *	9 1%fgj st	65 1%t	15 1%f	-	19 9%fgh ijpr st tu	2 1%	4 *	7 *	3 1%	8 1%	32 1%	21 1%	66 1%
Transport/Public transport	69 1%	30 1%	8 1%	32 1%	7 1%	3 1%	3 *	26 1%fj	2 *	67 1%fj	5 *	1 *	1 1%	-	17 1%fj t	15 1%f	4 1%fj	10 1%m	8 *	23 1%	76 1%
Public services in general	69 1%	34 1%	11 1%	24 *	2 *	-	7 *	28 1%fhj	-	62 1%j	7 *	-	8 4%fgh ijpr t	-	7 *	13 *	4 1%fhj	8 1%	28 1%	21 1%	68 1%
Local government/ Council tax	52 *	21 *	1 *	29 1%	5 1%b	-	1 *	24 1%fj	4 1%fj	51 1%fj	4 *f	1 *	-	2 1%fj	7 *f	10 *f	3 1%f	9 1%m	8 *	13 *	61 1%
Petrol prices/Fuel	47 *	25 *	4 *	17 *	5 1%c	5 1%	5 *	18 1%	4 1%	42 *	9 *	1 *	-	-	4 *	8 *	6 1%gi jst	5 *	11 *	16 *	49 *
Taxation	47 *	26 1%c	8 1%	13 *	1 *	1 *	10 *	17 *	2 *	36 *	12 *	*	-	-	8 1%	6 *	1 *	5 *	21 1%	19 1%	48 *
Nationalisation/ Government control of institutions	39 *	20 *	3 *	16 *	1 *	6 1%abc	2 *	8 *	3 1%f	38 *fg	5 *f	5 2%fgh ijstu	3 1%fgj u	1 *	5 *	11 *	-	4 *	8 *	8 *	42 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	24 *	9 *	2 *	13 *	-	1 *	7 *	4 *	1 *	17 *	8 *	5 2%fgh jrst u	-	-	3 *	3 *	* *	1 *	11 *	4 *	29 *

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

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 9
Q.PL03
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING										INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
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	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Pound/Exchange rate/Value of pound	19*	10*	3*	6*	-	1*	2*	3*	-	17*	2*	-	1*	1*	6*	6*	*	4*	6*	4*	21*
Animal welfare	17*	6*	5 ^c *	5*	1*	-	-	6*	-	17*	-	-	1 ^{fj} *	-	6 ^{fij} *	3*	*	3 ^m *	1*	2*	15*
AIDS	17*	13 ^c *	1*	3*	-	2 ^c *	-	4*	-	17*	-	2 ^{ij} *	-	-	3 ^j *	8 ^{fj} *	-	5*	4*	6*	15*
Privatisation	16*	10*	1*	4*	2*	1*	-	9 ^f *	1*	16*	1*	-	1 ^f *	-	1*	2*	1 ^f *	2*	7*	2*	15*
Countryside/Rural life	10*	8 ^c *	1*	1*	-	3 ^c *	1*	3*	1*	9*	2*	-	2 ^{fji} *	-	-	1*	1 ^t *	-	4*	4*	11*
Trade unions/ Strikes	8*	7 ^c *	-	1*	-	-	2*	1*	-	6*	2*	-	3 ^{fghijstu} *	-	-	1*	-	4 ^m *	2*	-	6*
Foot and mouth outbreak/Farming crisis	8*	5*	-	3*	-	-	5 ⁱ *	2*	-	3*	5 ⁱ *	-	-	-	-	1*	-	-	-	1*	7*
Nuclear weapons/ Nuclear war/ Disarmament	6*	1*	-	4*	-	-	2*	1*	-	3*	2*	-	-	-	-	3*	-	1*	-	1*	5*
Northern Ireland	3*	3*	-	* ^c	-	-	2*	* ^c	-	2*	2*	2 ^{fghijst} *	-	-	-	-	-	* ^c	3*	3*	3*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/p/q/r/s/t/u - lm
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Respondent type : GB Adults 18+
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	WORKING STATUS					VOTING											INCOME			CHILD IN HH	UNWTD TOTAL
	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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Bird flu/Pandemic flu/Swine flu	1 *	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	1	1	2
Other	168 1%	57	18	93	3	14	25	48	13	144	38	4	10	-	25	32	2	23	41	39	180
		1%	1%	2% ^{ad}	*	3% ^{ad}	1%	1%	2%	1%	1%	2%	5% ^{fj} jrstu	-	2%	1%	*	2%	1%	1%	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
STANDARD ERROR	*	*	0.00	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	*	*	*
ERROR VARIANCE	*	*	0.00	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	*	*	*
Don't know	454 4%	146	39	269	36	19	35	105	16	419	51	4	-	2	110	144	31	70	39	161	497
		3%	3%	5% ^{ab}	6% ^{cab}	4%	2%	3% ^{fj} jqr	2%	4% ^{fgh} jqr	2%	2%	-	1%	7% ^{fgh} ijpqr t	5% ^{fgh} ijqr	8% ^{fgh} ijpqr t	5% ^m	1%	5%	4%
No answer	5 *	1	1	2	-	1	1	1	-	4	1	-	-	-	1	2	-	1	-	-	5
		*	*	*	-	* ^a	*	*	-	*	*	-	-	-	*	*	-	*	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/p/q/r/s/t/u - lm
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ISSUES INDEX (FINAL)

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Q.PL03
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	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Economy/Economic situation	4692	4692	980	671	767	394	691	1174	2457	1054	4345	345	921	1667	49	2055	4419
	39%	68% ^{bcd} ef	44% ^{cd}	32%	30%	46% ^{cd}	46% ^{cd}	35%	40% ^g	43% ^{gh}	41% ^k	28%	46% ^{mo}	43% ^o	46%	35%	37%
Unemployment/Factory closure/Lack of industry	1837	611	241	276	253	62	175	617	927	290	1490	344	260	644	19	915	1946
	15%	9%	11% ^{ae}	13% ^{abd} e	10% ^e	7%	12% ^{ae}	19% ^{hi}	15% ⁱ	12%	14%	28% ^j	13%	16% ^l	17%	16% ^l	16%
Race relations/Immigration/Immigrants	1038	419	161	162	1038	48	63	208	586	243	990	41	128	291	1	618	1098
	9%	6% ^f	7% ^f	8% ^{af}	41% ^{abce} f	6%	4%	6%	10% ^g	10% ^g	9% ^k	3%	6%	7% ⁿ	1%	10% ^{lmn}	9%
Inflation/Prices	446	145	57	95	84	25	20	145	244	56	369	75	64	162	4	216	465
	4%	2% ^f	3% ^f	5% ^{abdf}	3% ^{af}	3% ^f	1%	4% ⁱ	4% ⁱ	2%	3%	6% ^j	3%	4%	4%	4%	4%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	402	93	73	402	47	17	36	134	208	60	335	66	56	127	3	215	443
	3%	1%	3% ^{ad}	19% ^{abdef} f	2%	2%	2% ^a	4% ⁱ	3% ⁱ	2%	3%	5% ^j	3%	3%	2%	4%	4%
Poverty/Inequality	399	99	59	48	52	13	43	121	213	65	365	32	85	108	4	202	393
	3%	1%	3% ^a	2% ^a	2% ^a	2%	3% ^a	4%	3%	3%	3%	3%	4% ^m	3%	4%	3%	3%
National health service/Hospitals/Healthcare	330	117	330	65	35	24	69	80	182	67	314	16	55	70	9	196	333
	3%	2%	15% ^{acde} f	3% ^{ad}	1%	3% ^{ad}	5% ^{acd}	2%	3%	3%	3% ^k	1%	3% ^m	2%	8% ^{lmo}	3% ^m	3%
Housing	228	54	26	31	22	7	17	94	97	37	192	35	35	85	1	107	244
	2%	1%	1%	2% ^{ad}	1%	1%	1%	3% ^{hi}	2%	2%	2%	3% ^j	2%	2%	1%	2%	2%
Education/Schools	218	76	48	26	28	11	218	78	88	53	187	32	56	63	1	98	210
	2%	1%	2% ^{acd}	1%	1%	1%	14% ^{abcde} e	2% ^h	1%	2% ^h	2%	3% ^j	3% ^{mo}	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
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ISSUES INDEX (FINAL)

Table 10
Q.PL03
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	
	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	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11894
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Common Market/EU/ Europe/Euro/ Constitution	208	67	34	42	41	13	16	33	115	61	196	11	18	58	-	132	207
	2%	1%	2%a	2%af	2%a	2%	1%	1%	2%g	2%g	2%k	1%	1%	1%	-	2%lm	2%
Morality/ Individual behaviour/ Lifestyle	185	60	18	37	17	10	31	39	99	47	171	13	32	54	2	98	180
	2%	1%	1%	2%abd	1%	1%	2%abd	1%	2%	2%g	2%	1%	2%	1%	2%	2%	2%
Pensions/Social security/Benefits	171	52	22	16	28	10	17	32	89	49	162	8	26	41	4	99	166
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%g	2%k	1%	1%	1%	4%m	2%m	1%
Defence/Foreign affairs/ International terrorism	158	46	20	18	25	158	14	29	87	42	152	5	21	26	2	110	165
	1%	1%	1%	1%	1%	19%abcd	1%	1%	1%g	2%g	1%k	*	1%	1%	2%	2%lm	1%
Population levels/ Overpopulation	143	51	16	31	15	4	4	43	65	35	127	16	14	45	-	84	148
	1%	1%	1%	1%abdef	1%	*	*	1%	1%	1%	1%	1%	1%	1%	-	1%l	1%
Low pay/Minimum wage/Fair wages	105	18	12	21	13	3	4	49	46	11	84	21	11	49	-	45	111
	1%	*	1%a	1%adf	*	*	*	1%hi	1%	*	1%	2%j	1%	1%lo	-	1%	1%
Ageing population/ Social care for the elderly	101	27	29	27	8	7	12	18	54	29	95	6	16	28	1	56	104
	1%	*	1%ad	1%ad	*	1%d	1%ad	1%	1%	1%g	1%	*	1%	1%	1%	1%	1%
Drug abuse	75	14	10	25	10	3	7	21	48	7	63	12	10	26	-	40	89
	1%	*	*a	1%abdef	*	*	*	1%	1%i	*	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
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	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Pollution/Environment	71 1%	21 *	9 *	5 *	3 *	1 *	6 *	12 *	39 1%	20 1%g	69 1%k	2 *	15 1%	24 1%	-	33 1%	66 1%
Transport/Public transport	69 1%	25 *	6 *	7 *	7 *	3 *	6 *	30 1%hi	29 *	10 *	46 *	21 2%j	3 *	32 1%l	-	34 1%l	76 1%
Public services in general	69 1%	22 *	18 1%ad	11 1%	6 *	6 1%	10 1%ad	26 1%	28 *	16 1%	66 1%	3 *	23 1%mo	20 1%	1 1%	25 *	68 1%
Local government/Council tax	52 *	13 *	8 *	7 *	7 *	4 *	5 *	19 1%	25 *	7 *	44 *	8 1%	6 *	16 *	-	30 1%	61 1%
Petrol prices/Fuel	47 *	15 *	4 *	6 *	4 *	-	1 *	11 *	18 *	18 1%h	44 *	3 *	5 *	20 1%	-	22 *	49 *
Taxation	47 *	9 *	9 *a	11 1%a	6 *	1 *	2 *	12 *	21 *	13 1%	34 *	12 1%j	7 *	23 1%o	1 1%	16 *	48 *
Nationalisation/Government control of institutions	39 *	11 *	4 *	5 *	2 *	2 *	3 *	11 *	19 *	10 *	38 *	1 *	9 *	15 *	-	16 *	42 *
Scottish/Welsh assembly/Devolution/Constitutional reform	24 *	10 *	2 *	5 *	3 *	3 *	1 *	9 *	9 *	6 *	22 *	2 *	4 *	6 *	1 1%	13 *	29 *
Pound/Exchange rate/Value of pound	19 *	8 *	3 *	3 *	4 *	-	2 *	7 *	9 *	4 *	16 *	3 *	5 *	7 *	-	8 *	21 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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Q.PL03
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	
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	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Animal welfare	17*	-	2	4	-	-	1	8	3	6	14	3	2	7	-	8	15
	*	-	*a	*ad	-	-	*a	*h	*	*h	*	*	*	*	-	*	*
AIDS	17*	2	3	1	-	-	2	3	13	1	14	3	6	8	-	3	15
	*	*	*	*	-	-	*	*	*	*	*	*	*o	*o	-	*	*
Privatisation	16*	5	5	4	-	-	2	11	4	1	14	1	8	3	-	4	15
	*	*	*ad	*d	-	-	*	*hi	*	*	*	*	*mo	*	-	*	*
Countryside/Rural life	10*	4	-	2	2	2	2	4	3	3	8	2	1	8	-	1	11
	*	*	-	*	*	*	*	*	*	*	*	*	*	*o	-	*	*
Trade unions/ Strikes	8*	4	5	1	3	-	1	1	5	2	8	-	5	2	-	1	6
	*	*	*a	*	*	-	*	*	*	*	*	-	*o	*	-	*	*
Foot and mouth outbreak/Farming crisis	8*	-	3	-	2	2	-	3	2	3	6	-	3	2	-	3	7
	*	-	*a	-	*	*a	-	*	*	*	*	-	*	*	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	6*	4	-	2	2	-	-	2	3	1	5	1	1	-	-	4	5
	*	*	-	*	*	-	-	*	*	*	*	*	*	-	-	*	*
Northern Ireland	3*	-	-	-	-	-	2	-	3	-	3	-	-	2	-	2	3
	*	-	-	-	-	-	*a	-	*	-	*	-	-	*	-	*	*
Bird flu/Pandemic flu/Swine flu	1*	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	2
	*	-	-	-	-	*a	-	*	-	-	-	*j	*	*	-	-	*
Other	168	47	25	19	16	10	23	60	76	32	159	9	27	46	3	92	180
	1%	1%	1%a	1%	1%	1%	2%ad	2%h	1%	1%	1%k	1%	1%	1%	3%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q.PL03
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)	NOT WORK ING (o)		
UNWEIGHTED BASE	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	*	0.00	0.00	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	0.00	0.00	*	*	*	0.00	*	0.00	0.00	*	*
Don't know	454	18	7	5	8	5	5	170	213	67	369	83	50	121	1	283	497
	4%	*	*	*	*	1%	*	5%hi	3%	3%	3%	7%j	2%	3%	1%	5%lm	4%
No answer	5	-	1	-	-	-	-	-	4	1	4	1	-	2	-	2	5
	*	-	*	-	-	-	-	-	*	*	*	*	-	*	-	*	*

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

Respondent type : GB Adults 18+
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UNWEIGHTED BASE	11944	178	373	492	63	353	282	1012	214	1260	534	187	681	185	35	7001	1298	3685	1261	1949	11944
WEIGHTED BASE	11890	192	397	544	71*	405	270	1013	171	1161	479	179	642	192	33**	7026	1418	3478	1246	1767	11944
	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Economy/Economic situation	4692	84	214	250	40	236	80	385	47	376	145	56	240	74	10	2760	727	1213	451	552	4419
	39%	44%fh ijk	54%ac fghij klmo	46%fg hijkl o	57%fg hijkl mo	58%ac fghij klmo	30%	38%fh ij	27%	32%	30%	32%	37%fh ij	38%h	31%	39%fh ij	51%qr s	35% s	36% s	31%	37%
Unemployment/ Factory closure/ Lack of industry	1837	22	26	78	8	32	25	120	46	211	87	37	119	32	5	1153	143	556	141	333	1946
	15%	12%	7%	14%be	11%	8%	9%	12%b	27%ab cdefg ijlmo	18%ab efg	18%be fg	20%ab efg	18%ab efg	17%be f	15%	16%be fg	10%	16%pr	11%	19%pq r	16%
Race relations/ Immigration/ Immigrants	1038	8	29	9	4	17	55	154	8	164	41	30	13	3	2	567	61	412	206	219	1098
	9%	4%	7%clm	2%	5%	4% c	20%ab cdehi jlmo	15%abc ehjlm o	4% c	14%abc ehjlm o	9%ce lm	17%abc dehjlm o	2%	1%	5%	8%cel m	4%	12% p	17% pq s	12% p	9%
Inflation/Prices	446	3	8	12	*	5	10	39	10	44	23	5	45	13	1	262	26	162	49	77	465
	4%	2%	2%	2%	1%	1%	4%	4%e	6%bce	4%e	5%bce	3%	7%abc egio	7%abc eo	4%	4%e	2%	5%p	4%p	4%p	4%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	402	5	10	5	1	9	8	33	10	56	25	8	31	11	-	230	28	145	39	85	443
	3%	2%	2%	1%	1%	2%	3% c	3% c	6% c	5% co	5% bce o	4% c	5% c	6% ce	-	3% c	2%	4% pr	3%	5% pr	4%
Poverty/Inequality	399	7	4	52	2	17	7	27	11	38	13	3	20	6	4	229	75	97	34	55	393
	3%	4%b	1%	10%abe fgijkl mo	2%	4% b	3%	3%	7%bfg ijkl o	3% b	3%	1%	3% b	3%	13%	3% b	5% qrs	3%	3%	3%	3%
National health service/Hospitals/ Healthcare	330	5	6	27	1	8	4	31	3	30	24	4	11	4	1	188	43	100	35	57	333
	3%	3%	1%	5%bef ilo	1%	2%	1%	3%	2%	3%	5% bef ilo	2%	2%	2%	2%	3%	3%	3%	3%	3%	3%

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 11
Q.PL03
What would you say is the most important issue facing Britain today?
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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%	
Housing	228	3	4	10	2	5	2	11	5	27	12	2	35	13	-	124	22	83	12	46	244	
	2%	2%	1%	2%	3%	1%	1%	1%	3%g	2%g	2%g	1%	5%abc efgij ko	7%abc efgij ko	-	2%	2%	2%r	1%	3%pr	2%	
Education/Schools	218	7	4	11	3	7	4	13	*	13	5	1	16	8	1	141	27	49	16	18	210	
	2%	4%bgh ijk	1%	2%	4%hk	2%	2%	1%	*	1%	1%	*	3%i	4%bgh ijko	2%	2%	2% s	1% s	1%	1%	2%	
Common Market/EU/ Europe/Euro/ Constitution	208	1	12	5	1	13	26	30	1	21	5	4	5	2	1	97	31	82	55	24	207	
	2%	1%	3%clo	1%	1%	3%cj lo	10%abc deghij kmo	3%chj lo	*	2%	1%	2%	1%	1%	4%	1%	2%	2% s	2% s	4% pqs	1%	2%
Morality/ Individual behaviour/ Lifestyle	185	5	11	6	2	12	4	24	2	12	2	2	3	2	-	115	26	42	27	16	180	
	2%	3%jl	3%ijl	1%	3%jl	3%ijl	2%	2%ijl	1%	1%	*	1%	1%	1%	-	2%l	2% s	1%	2% qs	1%	2%	
Pensions/Social security/Benefits	171	1	4	3	-	2	8	24	3	19	13	-	3	*	1	98	9	60	30	31	166	
	1%	1%	1%	*	-	1%	3%cek l	2%cel o	2%	2%l	3%cek lo	-	*	*	2%	1%	1%	2% p	2% pq	2% p	1%	
Defence/Foreign affairs/ International terrorism	158	3	9	6	-	4	6	13	2	19	8	5	3	-	-	94	20	45	18	27	165	
	1%	2%	2%l	1%	-	1%	2%l	1%	1%	2%l	2%l	3%lm	*	-	-	1%	1%	1%	1%	2%	1%	
Population levels/ Overpopulation	143	1	7	4	1	4	8	16	-	12	7	5	12	4	-	74	15	57	23	25	148	
	1%	*	2%	1%	1%	1%	3%chi o	2%	-	1%	2%	3%chi o	2%	2%	-	1%	1%	2%	2%	1%	1%	

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ISSUES INDEX (FINAL)

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Q.PL03
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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Low pay/Minimum wage/Fair wages	105	2	3	2	-	2	1	5	2	13	7	1	9	3	-	65	5	34	6	21	111
	1%	1%	1%	*	-	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%r	*	1%p	1%
Ageing population/Social care for the elderly	101	4	9	7	-	4	1	13	2	6	4	1	2	1	-	56	20	28	14	12	104
	1%	2%l	2%ilo	1%	-	1%	*	1%	1%	1%	1%	1%	*	*	-	1%	1%	1%	1%	1%	1%
Drug abuse	75	1	4	1	1	2	3	5	1	10	5	3	5	3	-	41	5	30	7	18	89
	1%	*	1%	*	1%	*	1%	*	*	1%	1%	2%c	1%	1%c	-	1%	*	1%	1%	1%p	1%
Pollution/Environment	71	2	4	7	-	1	1	6	*	2	1	-	3	1	-	49	12	9	6	3	66
	1%	1%	1%i	1%i	-	*	*	1%	*	*	-	-	*	*	-	1%i	1%qs	*	1%	*	1%
Transport/Public transport	69	2	2	2	-	-	1	2	-	5	4	3	7	-	1	49	4	16	4	8	76
	1%	1%	1%	*	-	-	1%	*	-	*	1%	2%egi	1%	-	2%	1%	*	*	*	*	1%
Public services in general	69	4	3	11	-	-	1	1	-	1	8	1	8	-	-	39	15	15	1	8	68
	1%	2%egi	1%i	2%egi	-	-	*	*	-	*	2%egi	*	1%egi	-	-	1%i	1%qr	*r	*	*	1%
Local government/Council tax	52	3	2	*	-	3	-	-	1	7	1	-	9	3	1	26	9	18	-	10	61
	*	2%cgo	*	*	-	1%g	-	-	1%g	1%g	*	-	1%cgo	1%cg	3%	*	1%r	1%r	-	1%r	1%
Petrol prices/Fuel	47	2	1	1	-	1	1	3	2	9	1	1	4	1	-	27	2	19	3	14	49
	*	1%	*	*	-	*	*	*	1%cgo	1%	*	1%	1%	1%	-	*	*	1%r	*	1%pr	*
Taxation	47	1	1	4	2	4	-	6	-	7	2	1	5	3	-	19	10	19	6	9	48
	*	*	*	1%	3%bfg hijo	1%o	-	1%	-	1%	*	1%	1%	2%fo	-	*	1%	1%	1%	1%	*
Nationalisation/Government control of institutions	39	1	-	3	-	1	-	4	1	3	2	-	2	-	1	19	6	11	4	5	42
	*	1%	-	*	-	*	-	*	1%	*	*	-	*	-	3%	*	*	*	*	*	*

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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	24*	1*	2	-	-	2	3	2	5	3	-	-	2	-	2	8	5	12	5	5	29*
			1%o	-	-	*	1%cjo	*	3%bce	* gijkl mo	-	-	*	-	6%	*	*	*	*	*	*
Pound/Exchange rate/Value of pound	19*	-	-	-	-	-	3	4	-	2	2	-	*	-	-	12	-	7	5	3	21*
		-	-	-	-	-	1%cil	*	-	*	*	-	*	-	-	*	-	*	*p	*	*
Animal welfare	17*	-	-	1	1	1	1	-	-	1	2	-	1	-	-	12	2	4	1	2	15*
		-	-	*	1%g	*	*	-	-	*	*	-	*	-	-	*	*	*	*	*	*
AIDS	17*	6	1	2	-	-	1	2	-	2	1	-	-	-	1	6	7	4	2	2	15*
		3%bce	*	*	-	-	*	*	-	*	*	-	-	-	3%	*	1%qs	*	*	*	*
		fg hij klmo																			
Privatisation	16*	1	-	6	-	3	-	-	-	-	1	-	*	*	-	5	10	2	-	1	15*
		*	-	1%gil	-	1%gio	-	-	-	-	*	-	*	*	-	*	1%qrs	*	-	*	*
				o																	
Countryside/Rural life	10*	-	-	2	-	2	1	1	1	1	2	-	3	-	-	5	3	4	2	2	11*
		-	-	*	-	*	*	*	1%o	*	*o	-	*o	-	-	*	*	*	*	*	*
Trade unions/ Strikes	8*	3	-	-	-	1	-	-	-	-	-	-	-	-	-	4	4	-	-	-	6*
		2%bcg	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*qs	-	-	-	*
		ijlo																			
Foot and mouth outbreak/Farming crisis	8*	-	-	-	-	-	-	-	-	-	1	-	-	-	-	7	-	1	-	1	7*
		-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	*	*

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Nuclear weapons/ Nuclear war/ Disarmament	6 *	-	2	-	-	-	-	1	-	-	-	-	-	-	-	3	2	1	1	-	5
Northern Ireland	3 *	-	-	-	-	-	-	2	-	*	-	-	-	-	-	2	-	2	2	*	3
Bird flu/Pandemic flu/Swine flu	1 *	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1	2
Other	168 1%	6	7	14	2	7	3	15	1	16	8	2	7	4	2	98	27	50	18	22	180
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
STANDARD ERROR	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	*
ERROR VARIANCE	*	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	*	0.00	0.00	0.00	*
Don't know	454 4%	-	10	7	-	1	2	20	6	30	18	5	16	1	-	341	18	88	22	55	497
		-	3%e	1%	-	*	1%	2%e	4%ae	3%ae	4%ace	3%ae	3%e	1%	-	5%ace	1%	3%pr	2%	3%pqr	4%
No answer	5 *	-	-	-	-	1	-	-	-	1	-	-	-	-	-	3	1	1	-	1	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 12
Q.PL03
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2012 WK 1	2012 WK 5	2012 WK 9	2012 WK 13	2012 WK 18	2012 WK 22	2012 WK 27	2012 WK 31	2012 WK 35	2012 WK 40	2012 WK 44	2012 WK 48
UNWEIGHTED BASE	11944	1001	945	944	989	984	980	957	992	959	1050	969	1174
WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%
Economy/Economic situation	4692	412	418	358	360	434	400	358	411	354	379	363	446
	39%	43%	45%	38%	36%	44%	41%	37%	42%	37%	36%	38%	38%
Unemployment/ Factory closure/ Lack of industry	1837	126	147	172	187	152	164	141	151	150	165	140	142
	15%	13%	16%	18%	19%	16%	17%	15%	15%	16%	16%	15%	12%
Race relations/ Immigration/ Immigrants	1038	88	97	94	92	66	77	100	95	68	77	71	113
	9%	9%	11%	10%	9%	7%	8%	10%	10%	7%	7%	7%	10%
Inflation/Prices	446	25	18	24	36	41	42	35	29	38	54	37	65
	4%	3%	2%	3%	4%	4%	4%	4%	3%	4%	5%	4%	6%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	402	42	27	32	37	23	23	36	18	36	42	32	54
	3%	4%	3%	3%	4%	2%	2%	4%	2%	4%	4%	3%	5%
Poverty/Inequality	399	29	17	25	33	23	34	33	28	38	32	48	58
	3%	3%	2%	3%	3%	2%	4%	3%	3%	4%	3%	5%	5%
National health service/Hospitals/ Healthcare	330	24	23	34	35	15	26	29	22	36	37	24	25
	3%	2%	3%	4%	3%	1%	3%	3%	2%	4%	3%	2%	2%
Housing	228	21	11	12	12	9	10	16	18	26	37	18	36
	2%	2%	1%	1%	1%	1%	1%	2%	2%	3%	4%	2%	3%
Education/Schools	218	15	13	19	25	21	10	30	13	22	13	21	17
	2%	2%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%
Common Market/EU/ Europe/Euro/ Constitution	208	22	16	16	5	19	26	14	14	11	26	20	18
	2%	2%	2%	2%	*	2%	3%	1%	1%	1%	3%	2%	1%
Morality/ Individual behaviour/ Lifestyle	185	18	13	12	16	10	13	22	29	12	18	12	9
	2%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%	1%

Respondent type : GB Adults 18+
Fieldwork dates : Jan - Dec 2012
Number of sample points : 140
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WEEKS											
		2012 WK 1	2012 WK 5	2012 WK 9	2012 WK 13	2012 WK 18	2012 WK 22	2012 WK 27	2012 WK 31	2012 WK 35	2012 WK 40	2012 WK 44	2012 WK 48
UNWEIGHTED BASE	11944	1001	945	944	989	984	980	957	992	959	1050	969	1174
WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%
Pensions/Social security/Benefits	171 1%	14 1%	12 1%	13 1%	11 1%	14 1%	18 2%	15 2%	13 1%	14 1%	20 2%	14 1%	13 1%
Defence/Foreign affairs/International terrorism	158 1%	10 1%	14 2%	19 2%	19 2%	8 1%	16 2%	18 2%	12 1%	13 1%	7 1%	11 1%	10 1%
Population levels/Overpopulation	143 1%	10 1%	3 *	10 1%	11 1%	9 1%	20 2%	11 1%	16 2%	13 1%	16 2%	13 1%	12 1%
Low pay/Minimum wage/Fair wages	105 1%	8 1%	11 1%	6 1%	8 1%	10 1%	9 1%	9 1%	4 *	10 1%	10 1%	10 1%	10 1%
Ageing population/Social care for the elderly	101 1%	10 1%	2 *	8 1%	12 1%	10 1%	4 *	3 *	8 1%	8 1%	17 2%	6 1%	13 1%
Drug abuse	75 1%	8 1%	5 1%	8 1%	10 1%	4 *	3 *	4 *	6 1%	7 1%	13 1%	5 1%	3 *
Pollution/Environment	71 1%	2 *	2 *	2 *	4 *	6 1%	9 1%	8 1%	8 1%	2 *	6 1%	13 1%	10 1%
Transport/Public transport	69 1%	5 1%	* *	6 1%	11 1%	5 1%	2 *	9 1%	9 1%	4 *	6 1%	4 *	7 1%
Public services in general	69 1%	2 *	5 1%	4 *	4 *	4 *	7 1%	5 1%	7 1%	8 1%	8 1%	9 1%	5 *
Local government/Council tax	52 *	3 *	5 1%	1 *	1 *	7 1%	2 *	5 1%	3 *	6 1%	5 *	5 1%	8 1%
Petrol prices/Fuel	47 *	3 *	1 *	5 1%	16 2%	5 1%	4 *	1 *	- *	4 *	1 *	6 1%	1 *
Taxation	47 *	3 *	* *	5 *	6 1%	8 1%	3 *	5 1%	4 *	4 *	- *	4 *	4 *

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 12
Q.PL03
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2012 WK 1	2012 WK 5	2012 WK 9	2012 WK 13	2012 WK 18	2012 WK 22	2012 WK 27	2012 WK 31	2012 WK 35	2012 WK 40	2012 WK 44	2012 WK 48
UNWEIGHTED BASE	11944	1001	945	944	989	984	980	957	992	959	1050	969	1174
WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%
Nationalisation/ Government control of institutions	39 *	6 1%	1 *	4 *	7 1%	4 *	3 *	- -	6 1%	3 *	2 *	2 *	2 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	24 *	1 *	5 1%	1 *	2 *	1 *	2 *	- -	2 *	5 *	3 *	1 *	2 *
Pound/Exchange rate/Value of pound	19 *	1 *	2 *	2 *	- -	1 *	2 *	1 *	2 *	3 *	1 *	3 *	2 *
Animal welfare	17 *	- -	- -	3 *	4 *	3 *	- -	1 *	1 *	4 *	1 *	- -	- -
AIDS	17 *	- -	2 *	- -	2 *	5 1%	1 *	- -	3 *	- -	- -	3 *	1 *
Privatisation	16 *	1 *	- -	- -	1 *	- -	1 *	4 *	2 *	1 *	1 *	2 *	2 *
Countryside/Rural life	10 *	2 *	- -	1 *	1 *	1 *	- -	1 *	3 *	- -	2 *	- -	* *
Trade unions/ Strikes	8 *	- -	- -	- -	1 *	3 *	2 *	- -	- -	- -	- -	1 *	1 *
Foot and mouth outbreak/Farming crisis	8 *	- -	- -	- -	- -	2 *	1 *	- -	1 *	2 *	2 *	1 *	- -
Nuclear weapons/ Nuclear war/ Disarmament	6 *	1 *	3 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -
Northern Ireland	3 *	- -	- -	2 *	- -	- -	- -	- -	- -	- -	* *	- -	2 *

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

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WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%
Bird flu/Pandemic flu/Swine flu	1 *	1	1	-	-	-	-	-	-	-	-	-	-
Other	168 1%	11	17	16	13	10	15	18	8	12	11	11	25
		1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	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
STANDARD ERROR	*	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ERROR VARIANCE	*	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Don't know	454 4%	27	34	36	24	44	30	33	38	39	35	53	62
		3%	4%	4%	2%	4%	3%	3%	4%	4%	3%	6%	5%
No answer	5 *	2	-	-	-	-	1	1	-	-	-	-	1
		*	-	-	-	-	*	*	-	-	-	-	*

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 13
Q.PL03/04
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Economy/Economic situation	6857	3491	3366	804	1100	1309	1262	1078	1304	1904	2571	2382	2109	2079	1456	1212	4188	2668	6604
	58%	60%b	55%	51%	57%ch i	62%cd hik	62%cd hik	62%cd hik	52%	54%cc	62%cd hik	56%ch	67%mn opq	62%no q	57%oq	43%	64%mn oq	49%o	55%
Unemployment/Factory closure/Lack of industry	4107	2030	2077	630	736	719	761	605	657	1366	1479	1262	928	1180	913	1085	2108	1999	4223
	35%	35%	34%	40%eg hjk	38%eh k	34%hk	37%hk	35%hk	26%	39%eg hjk	36%hk	30%h	29%	35%lp	36%lp	38%lm npq	32%l p	37%ln p	35%
Race relations/Immigration/Immigrants	2555	1311	1244	229	313	381	446	450	735	542	827	1185	589	699	650	617	1288	1267	2577
	21%	23%b	20%	14%	16%	18%ci	22%cd ej	26%cd efij	29%cd efgij k	15%	20%cd ei	28%cd efgij	19%	21%p	25%lm opq	22%lp	20%	24%lm op	22%
National health service/Hospitals/Healthcare	2248	878	1370	160	274	450	487	391	486	433	937	878	757	677	450	364	1434	814	2126
	19%	15%	22%a	10%	14%ci	21%cd i	24%cd hik	22%cd hik	20%cd i	12%cc	23%cd hi	21%cd hi	24%mn opq	20%no q	18%oq	13%	22%mn oq	15%o	18%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	2089	987	1103	253	366	343	346	338	443	619	689	781	490	612	453	534	1102	987	2201
	18%	17%	18%	16%	19%c	16%	17%	19%ce j	18%	18%c	17%	18%cd	16%	18%lp	18%	19%lp	17%l	18%l	18%
Inflation/Prices	1832	913	920	257	386	373	267	232	317	643	640	549	339	474	483	536	814	1019	1916
	15%	16%	15%	16%fg hk	20%cf ghijk	18%fg hjk	13%	13%	13%	18%cf ghjk	15%fg hk	13%	11%	14%lp	19%lm p	19%lm p	13%l p	19%lm p	16%
Education/Schools	1511	591	920	177	224	369	324	214	204	401	693	417	625	471	216	199	1097	415	1379
	13%	10%	15%a	11%h	12%h	18%cd ghik	16%cd ghik	12%hk	8%	11%hk	17%cd ghik	10%h	20%mn opq	14%noq	8%	7%	17%mno q	8%	12%
Poverty/Inequality	1255	563	692	175	202	217	234	205	223	377	451	428	386	326	229	315	712	543	1238
	11%	10%	11%a	11%h	10%	10%	11%h	12%hk	9%	11%h	11%h	10%h	12%mn pq	10%	9%	11%nq	11%mn	10%n	10%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 13
Q.PL03/04
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
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	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Pensions/Social security/Benefits	970	393	577	73	135	165	151	180	267	208	316	447	249	282	190	249	531	439	991
	8%	7%	9%a	5%	7%ci	8%ci	7%ci	10%cd	11%cde	6%ci	8%ci	11%cde	8%	8%	7%	9%	8%	8%	8%
Housing	964	432	532	148	209	197	174	113	124	357	371	236	215	242	224	284	457	507	956
	8%	7%	9%a	9%ghk	11%fghk	9%ghk	9%ghk	6%hk	5%	10%ghk	9%ghk	6%h	7%	7%	9%lm	10%lmp	7%	9%lmp	8%
Defence/Foreign affairs/International terrorism	847	461	386	76	108	134	138	148	244	184	272	391	241	279	180	147	520	328	844
	7%	8%b	6%	5%	6%	6%	7%ci	8%cd	10%cde	5%	7%ci	9%cde	8%oq	8%oq	7%oq	5%	8%oq	6%o	7%
Morality/Individual behaviour/Lifestyle	840	397	443	63	96	131	149	161	241	159	279	402	271	268	151	150	540	301	836
	7%	7%	7%	4%	5%	6%ci	7%cdi	9%cd	10%cde	5%	7%cdi	9%cde	9%noq	8%noq	6%	5%	8%noq	6%	7%
Petrol prices/Fuel	823	471	352	119	150	172	147	111	123	269	319	235	181	237	246	160	417	406	805
	7%	8%b	6%	8%hk	8%hk	8%ghk	7%hk	6%	5%	8%hk	8%hk	6%h	6%	7%op	10%lmo	6%	6%	8%lop	7%
Low pay/Minimum wage/Fair wages	809	394	415	140	178	157	142	111	81	318	299	192	136	203	222	249	338	471	827
	7%	7%	7%	9%ghk	9%fghjk	7%hk	7%hk	6%hk	3%	9%fghjk	7%hk	5%h	4%	6%lp	9%lmp	9%lmp	5%l	9%lmp	7%
Ageing population/Social care for the elderly	690	281	410	32	59	105	108	165	222	91	213	387	221	196	140	133	418	273	680
	6%	5%	7%a	2%	3%	5%cdi	5%cdi	9%cde	9%cde	3%	5%cdi	9%cde	7%noq	6%o	5%	5%	6%moq	5%	6%
Common Market/EU/Europe/Euro/Constitution	690	434	256	37	76	96	125	129	227	113	220	356	263	211	125	90	475	215	676
	6%	8%b	4%	2%	4%ci	5%ci	6%cdi	7%cde	9%cde	3%ci	5%cde	8%cde	8%mno	6%noq	5%oq	3%	7%mno	4%o	6%
Public services in general	501	250	251	44	103	90	98	82	84	147	188	166	164	157	86	94	321	180	486
	4%	4%	4%	3%	5%chi	4%ci	5%ch	5%chk	3%	4%ci	5%ch	4%ch	5%noq	5%noq	3%	3%	5%noq	3%	4%

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

ISSUES INDEX (FINAL)

Table 13
Q.PL03/04
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Drug abuse	479 4%	233 4%	246 4%	87 6% jk	84 fgh 4%	94 4%	69 3%	61 3%	85 3%	170 5% k	163 fgh 4%	145 3%	91 3%	118 4%	110 4% lp	160 6% lmn	209 3%	270 5% lmn	518 4%
Transport/Public transport	441 4%	262 5% b	179 3%	72 5% k	107 fgh jk	91 4% fgh	59 3%	49 3%	62 2%	179 5% jk	151 fgh 4% fhk	111 3%	107 3%	92 3%	80 3%	161 6% lmn	200 3%	241 4% lmn	464 4%
Taxation	410 3%	261 5% b	149 2%	58 4% hk	95 5% ghj	77 4% hk	73 4% hk	59 3% hk	49 2%	153 4% hk	150 4% hk	107 3% h	87 3%	119 4% p	124 5% lmo	81 3%	206 3%	205 4% lo	423 4%
Population levels/Overpopulation	401 3%	199 3%	202 3%	31 2%	48 2%	53 3%	90 4% cde	74 4% cde	105 4% cde	79 2%	143 3% cei	178 4% cde	127 4% q	111 3%	77 3%	86 3%	238 4%	163 3%	388 3%
Pollution/Environment	393 3%	203 4%	190 3%	45 3%	50 3%	88 4% cdh	79 4% dhi	66 4% hik	65 3%	95 3%	167 4% cdh	131 3% h	157 5% noq	141 4% noq	53 2%	42 1%	298 5% noq	95 2%	350 3%
Local government/Council tax	349 3%	182 3%	167 3%	50 3%	66 3%	63 3%	58 3%	42 2%	70 3%	116 3%	122 3%	112 3%	62 2%	89 3% p	82 3% lp	116 4% lmp	151 2%	198 4% lmp	372 3%
Nationalisation/Government control of institutions	230 2%	135 2% b	95 2%	17 1%	33 2%	49 2% ci	48 2% ci	36 2% c	46 2%	50 1%	97 2% ci	82 2% c	69 2%	73 2% n	37 1%	50 2%	142 2% nq	88 2%	226 2%
Pound/Exchange rate/Value of pound	177 1%	103 2% b	74 1%	26 2%	40 2% hj	25 1%	24 1%	32 2%	30 1%	66 2% j	48 1%	62 1%	51 2%	38 1%	37 1%	52 2% m	88 1% m	88 2%	187 2%
Countryside/Rural life	149 1%	77 1%	73 1%	17 1%	22 1%	33 2%	26 1%	27 2%	25 1%	38 1%	59 1%	52 1%	55 2% noq	46 1% oq	25 1%	23 1%	101 2% noq	48 1%	141 1%
Privatisation	148 1%	83 1%	65 1%	17 1%	29 1% h	30 1% h	31 1% h	25 1% hk	17 1%	46 1% h	60 1% h	42 1% h	61 2% mno	41 1%	24 1%	23 1%	102 2% mno	47 1%	142 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
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ISSUES INDEX (FINAL)

Table 13
Q.PL03/04
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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	131	82	49	8	21	18	26	22	37	29	44	59	57	44	17	14	101	31	132
	1%	1%b	1%	1%	1%	1%	1%c	1%c	1%ci	1%	1%	1%ci	2%noq	1%noq	1%	*	2%noq	1%	1%
Animal welfare	96	37	59	22	26	15	8	11	14	48	23	24	14	28	21	33	42	54	94
	1%	1%	1%	1%fgh	1%fgh	1%	*	1%	1%	1%fgh	1%	1%	*	1%p	1%	1%p	1%	1%p	1%
Nuclear weapons/Nuclear war/Disarmament	80	48	33	14	15	8	16	13	14	30	24	27	26	26	8	21	52	28	84
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%n	1%n	*	1%n	1%n	1%n	1%
AIDS	60	37	23	11	18	10	7	7	7	29	17	14	21	13	11	15	35	25	58
	1%	1%	*	1%	1%fhj	*	*	*	*	1%hjk	*	*	1%	*	*	1%	1%m	*	*
Trade unions/Strikes	58	34	23	5	13	10	11	11	8	18	21	18	19	24	11	4	43	15	60
	*	1%	*	*	1%	*	1%	1%	*	1%	1%	*	1%oq	1%oq	*o	*	1%oq	*o	1%
Foot and mouth outbreak/Farming crisis	40	20	20	4	11	7	7	4	7	15	14	11	5	9	6	20	14	26	43
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	1%lmn	*	*lnp	*
Bird flu/Pandemic flu/Swine flu	28	13	14	5	10	4	4	3	3	15	8	6	4	5	6	12	10	18	30
	*	*	*	*	*hk	*	*	*	*	*hk	*	*	*	*	*	*p	*	*	*
Northern Ireland	22	11	11	3	5	4	4	4	3	8	8	7	8	1	6	7	9	13	23
	*	*	*	*	*	*	*	*	*	*	*	*	*m	*	*m	*m	*m	*m	*m
Other	512	282	230	49	57	101	87	91	128	106	187	219	200	139	77	97	339	174	513
	4%	5%b	4%	3%	3%	5%cdi	4%di	5%cdi	5%cdi	3%	5%cdi	5%cdi	6%mno	4%nq	3%	3%	5%mno	3%	4%
MEAN NUMBER OF MENTIONS	2.96	2.97	2.95	2.72	2.95c	3.05c	3.07c	3.15c	2.83c	2.85c	3.06c	2.96c	3.06n	3.03o	2.94o	2.80	3.04n	2.87o	2.94
				hi	hi	hi	hik	dhik			dhik	hi	oq	q	q		oq		

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	11944	6011	5933	1685	1798	1899	1814	1922	2826	3483	3713	4748	2294	3861	2708	3081	6155	5789	11944
WEIGHTED BASE	11890	5788	6103	1579	1946	2094	2038	1741	2492	3525	4132	4234	3154	3346	2564	2826	6500	5391	11944
	100%	49%	51%	13%	16%	18%	17%	15%	21%	30%	35%	36%	27%	28%	22%	24%	55%	45%	100%
STANDARD ERROR	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.02	0.02	0.02
ERROR VARIANCE	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1397	606	791	334	266	201	168	129	299	600	368	428	245	369	301	482	614	783	1493
	12%	10%	13% ^a	21% ^{de}	14% ^{ef}	10% ^g	8%	7%	12% ^{ef}	17% ^{def}	9%	10% ^{fg}	8%	11% ^{lp}	12% ^{lp}	17% ^{lmn}	9% ^l	15% ^{lm}	13%
				fg hij	gjk				gjk	ghjk						pq		np	
No answer	43	25	18	4	5	8	11	5	11	9	18	16	19	10	7	7	29	14	39
	*	*	*	*	*	*	1%	*	*	*	*	*	1% ^q	*	*	*	* ^m	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/ef/g/h/ij/k - lm/n/o/p/q
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	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Economy/Economic situation	6857	5999	311	547	2178	1631	1961	1650	2717	874	2059	1185	2262	2721	692	1118	4983	6604
	58%	58%bc def	50%	54%	54%	54%	56%b	57%	62%ab cdefh	58%bd e	63%ab cdefh	67%ab cdefh	57%mn	67%km no	44%	52%mn	62%km n	55%
Unemployment/ Factory closure/ Lack of industry	4107	3466	236	406	1484	1078	1237	1001	1386	536	1061	525	1268	1403	588	807	2671	4223
	35%	34%gj	38%gi j	40%ad efghi j	37%ae gij	36%ag ij	35%gi j	34%	32%j	36%gi j	32%j	30%	32%	34%k	37%ko	37%kl o	33%k	35%
Race relations/ Immigration/ Immigrants	2555	2248	145	162	811	649	831	686	913	195	685	491	1030	816	331	356	1847	2577
	21%	22%cd h	23%ch	16%h	20%ch	22%cd h	24%ac dghi	24%	21%ch	13%	21%ch	28%ac defgh i	26%lm no	20%n	21%n	17%	23%ln	22%
National health service/Hospitals/ Healthcare	2248	1946	158	144	657	513	675	517	916	269	711	443	818	902	213	297	1720	2126
	19%	19%cd e	25%ac defgh	14%	16%c	17%c	19%cd e	18%	21%ac deh	18%c	22%ac defh	25%ac defgh i	21%mn	22%mn	13%	14%	21%mn	18%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	2089	1815	100	174	712	538	532	432	845	366	713	347	711	663	333	368	1374	2201
	18%	18%f	16%	17%	18%f	18%f	15%	15%	19%af	24%ab cdefg ij	22%ab cdefg j	20%af	18%	16%	21%kl no	17%	17%	18%
Inflation/Prices	1832	1546	130	157	618	461	482	353	732	351	630	279	517	636	305	373	1153	1916
	15%	15%f	21%ac defgj	16%	15%f	15%	14%	12%	17%af	23%ac defgi j	19%ac defgj	16%	13%	16%ko	19%kl o	17%ko	14%k	16%
Education/Schools	1511	1335	82	95	442	347	407	325	663	246	513	266	446	684	124	239	1130	1379
	13%	13%cd ef	13%c	9%	11%	12%	12%	11%	15%ac def	16%ac def	16%ac def	15%ac def	11%mn	17%kmn o	8%	11%mn	14%km n	12%

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ISSUES INDEX (FINAL)

Table 14
Q.PL03/04
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Poverty/Inequality	1255	1051	68	136	454	318	305	237	496	182	396	214	393	397	216	235	789	1238
	11%	10% _f	11%	14% _{ad} ef	11% _{ae} f	11% _f	9%	8%	11% _{af}	12% _{af}	12% _{af}	12% _{af}	10%	10%	14% _{kl} no	11%	10%	10%
Pensions/Social security/Benefits	970	833	67	71	316	245	277	210	377	74	286	212	371	306	162	125	677	991
	8%	8% _h	11% _{acd} fh	7% _h	8% _h	8% _h	8% _h	7%	9% _h	5%	9% _h	12% _{acd} efghi	9% _{lno}	8% _n	10% _{lno}	6%	8% _{ln}	8%
Housing	964	852	43	69	268	199	222	178	474	205	375	170	221	299	181	258	520	956
	8%	8% _{def}	7%	7%	7%	7%	6%	6%	11% _{ab} cdefj	14% _{ab} cdefg	11% _{ab} cdefg	10% _{cde} f	6%	7% _{ko}	11% _{kl} o	12% _{klo}	6% _k	8%
Defence/Foreign affairs/International terrorism	847	729	47	72	261	189	260	213	326	48	206	158	330	298	91	112	628	844
	7%	7% _{ehi}	8% _h	7% _h	7% _h	6% _h	7% _h	7%	7% _{hi}	3%	6% _h	9% _{ade} ghi	8% _{mn}	7% _{mn}	6%	5%	8% _{mn}	7%
Morality/Individual behaviour/Lifestyle	840	741	40	60	280	220	211	172	349	77	267	190	375	270	78	111	645	836
	7%	7% _{fh}	6%	6%	7% _h	7% _{fh}	6%	6%	8% _{acf} h	5%	8% _{ac} fh	11% _{abc} defghi	9% _{lmn} o	7% _{mn}	5%	5%	8% _{lmn}	7%
Petrol prices/Fuel	823	665	64	94	310	215	237	174	276	85	205	120	248	346	86	139	594	805
	7%	6%	10% _{aef} ghij	9% _{ade} fghij	8% _{aeg} hi	7%	7%	6%	6%	6%	6%	7%	6%	9% _{kmn} o	5%	6%	7% _{km}	7%
Low pay/Minimum wage/Fair wages	809	677	53	79	296	217	237	185	276	107	220	113	207	281	136	178	488	827
	7%	7%	8%	8%	7% _a	7%	7%	6%	6%	7%	7%	6%	5%	7% _{ko}	9% _{klo}	8% _{ko}	6% _k	7%
Ageing population/Social care for the elderly	690	581	44	65	238	173	196	151	257	56	207	151	344	214	71	55	558	680
	6%	6% _h	7% _h	6% _h	6% _h	6% _h	6% _h	5%	6% _h	4%	6% _h	9% _{ade} fghi	9% _{lmn} o	5% _n	5% _n	3%	7% _{lmn}	6%

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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)
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
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	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Common Market/EU/ Europe/Euro/ Constitution	690	608	21	61	173	112	197	176	320	68	248	180	314	244	44	82	559	676
	6%	6%bde	3%	6%bde	4%e	4%	6%bde	6%	7%abd	5%	8%ab	10%abc	8%lmn	6%mn	3%	4%	7%lmn	6%
Public services in general	501	441	27	33	173	140	136	109	192	50	148	97	160	194	63	81	354	486
	4%	4%	4%	3%	4%	5%	4%	4%	4%h	3%	5%h	5%acf	4%	5%	4%	4%	4%	4%
Drug abuse	479	373	25	81	210	129	121	96	148	85	109	24	153	153	92	80	306	518
	4%	4%j	4%j	8%abd	5%aef	4%aj	3%j	3%	3%j	6%afg	3%j	1%	4%	4%	6%kln	4%	4%	4%
Transport/Public transport	441	426	5	9	85	76	220	214	136	60	113	53	188	115	37	99	303	464
	4%	4%bcd	1%	1%	2%c	3%bcd	6%abc	7%	3%bcd	4%bcd	3%bcd	3%bc	5%lmo	3%	2%	5%lm	4%lm	4%
Taxation	410	370	14	26	151	125	83	69	177	84	152	68	106	158	54	89	264	423
	3%	4%f	2%	3%	4%cf	4%bcd	2%	2%	4%bcf	6%abc	5%abc	4%f	3%	4%ko	3%	4%k	3%k	4%
Population levels/ Overpopulation	401	358	24	18	92	74	125	101	184	57	148	91	159	142	44	50	300	388
	3%	3%cde	4%cd	2%	2%	2%	4%cde	3%	4%acd	4%cde	5%acd	5%acd	4%mn	3%n	3%	2%	4%mn	3%
Pollution/ Environment	393	353	22	19	88	69	102	80	203	43	156	114	142	174	21	51	316	350
	3%	3%cde	3%	2%	2%	2%	3%	3%	5%acd	3%	5%acd	6%abc	4%mn	4%mn	1%	2%am	4%mn	3%
Local government/ Council tax	349	290	22	37	146	109	74	52	129	55	113	57	114	101	70	63	215	372
	3%	3%f	4%f	4%f	4%af	4%af	2%	2%	3%f	4%af	3%afg	3%f	3%	2%	4%kln	3%	3%	3%

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	TOTAL	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Nationalisation/ Government control of institutions	230 2%	187 2%h	7 1%	36 4%abd efghi	92 2%aeh	56 2%	65 2%	58 2%	73 2%h	17 1%	60 2%h	42 2%ghi	77 2%	88 2%	31 2%	34 2%	165 2%	226 2%
Pound/Exchange rate/Value of pound	177 1%	154 2%	7 1%	15 2%	51 1%	35 1%	48 1%	40 1%	78 2%e	27 2%	72 2%ade fg	46 3%ade fg	64 2%o	43 1%	29 2%l	40 2%l	107 1%	187 2%
Countryside/Rural life	149 1%	130 1%de	10 2%	9 1%	34 1%	25 1%	50 1%de	40 1%	65 1%deh i	13 1%	38 1%	25 1%	65 2%m	54 1%m	8 1%	21 1%	119 1%m	141 1%
Privatisation	148 1%	137 1%f	3 1%	8 1%	48 1%f	40 1%f	23 1%	20 1%	78 2%abc df	30 2%abc df	68 2%abc defg	39 2%abc def	44 1%	54 1%	14 1%	32 2%	98 1%	142 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	131 1%	65 1%	7 1%f	60 6%abd efghi j	74 2%aef ghi	14 *	14 *	8 *	43 1%aef	13 1%	33 1%aef	20 1%aef	57 1%mn	52 1%mn	8 1%	12 1%	109 1%mn	132 1%
Animal welfare	96 1%	82 1%i	7 1%	7 1%	31 1%	24 1%	37 1%i	30 1%	28 1%i	7 *	16 *	9 *	41 1%lo	20 *	14 1%	21 1%l	60 1%l	94 1%
Nuclear weapons/ Nuclear war/ Disarmament	80 1%	67 1%	5 1%	8 1%	34 1%g	27 1%g	25 1%	20 1%	21 *	10 1%	17 1%	7 *	32 1%	25 1%	8 *	15 1%	57 1%	84 1%
AIDS	60 1%	47 *gj	8 1%ade gij	5 1%	20 *	15 *	28 1%agi j	20 1%	12 *	9 1%g	11 *j	2 *	16 *	23 1%	11 1%	10 *	39 *	58 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 14
Q.PL03/04
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)
UNWEIGHTED BASE	11944	10218	585	1141	4479	3338	3469	2884	3996	1586	3146	1560	3986	3305	2366	2188	7291	11944
WEIGHTED BASE	11890	10263	622	1006	4013	3007	3525	2904	4352	1503	3273	1770	3968	4069	1584	2156	8037	11944
	100%	86%	5%	8%	34%	25%	30%	24%	37%	13%	28%	15%	33%	34%	13%	18%	68%	100%
Trade unions/ Strikes	58 *	56 1%f	-	2 *	20 *	18 1%f	9 *	9 *	30 1%f	8 1%	26 1%abc	18 1%abc	20 1%	26 1%	5 *	6 *	46 1%	60 1%
Foot and mouth outbreak/Farming crisis	40 *	39 *deg	-	1 *	5 *	4 *	26 1%acd	26 1%	9 *	3 *	8 *	5 *	17 *	13 *	2 *	6 *	29 *	43 *
Bird flu/Pandemic flu/Swine flu	28 *	28 *	-	-	7 *	7 *	10 *	10 *	11 *	6 *	11 *	5 *	13 *m	7 *	-	8 *m	20 *m	30 *
Northern Ireland	22 *	21 *	-	2 *	5 *	4 *	8 *	8 *	9 *	6 *	9 *	3 *	10 *	5 *	4 *	2 *	15 *	23 *
Other	512 4%	451 4%bh	14 2%	48 5%b	169 4%b	121 4%	148 4%b	134 5%	195 4%bhi	51 3%	125 4%	74 4%	192 5%n	188 5%n	66 4%n	59 3%	380 5%n	513 4%
MEAN NUMBER OF MENTIONS	2.96	2.96d ef	3.04f	2.91	2.89	2.88	2.85	2.81	3.12a cdefh	3.00d ef	3.21a cdefg h	3.39a bcdef ghi	3.01m n	3.07m n	2.84	2.78	3.04m n	2.94
STANDARD ERROR	0.02	0.02	0.07	0.05	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.06	0.03	0.03	0.03	0.03	0.02	0.02
ERROR VARIANCE	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1397 12%	1212 12%gh ij	73 12%	112 11%	539 13%ac ghij	427 14%ac dfghi j	422 12%gh ij	349 12%	436 10%ij	138 9%	293 9%	155 9%	391 10%	377 9%	259 16%kl o	345 16%kl o	767 10%	1493 13%
No answer	43 *	40 *	2 *	1 *	11 *	11 *	13 *	10 *	19 *	5 *	15 *	10 1%	14 *	16 *	5 *	6 *	31 *	39 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 15
Q.PL03/04
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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Economy/Economic situation	6857	3240	802	2815	275	331	1385	1961	418	5471	1804	115	120	128	691	1660	218	653	2525	2060	6604
	58%	63%bcd	59%cd	52%cd	44%	65%bcd	67%gij	55%st	66%gij	56%st	67%gij	55%st	59%st	59%st	47%	58%gij	55%st	49%	70%l	58%	55%
Unemployment/ Factory closure/ Lack of industry	4107	1836	483	1788	355	165	535	1495	175	3572	710	78	64	58	500	995	109	430	1190	1249	4223
	35%	36%c	36%	33%	57%abc	33%	26%	42%fh	28%	36%fh	26%	37%fh	31%	26%	34%fh	35%fh	28%	32%	33%	35%	35%
Race relations/ Immigration/ Immigrants	2555	1013	259	1283	115	106	610	566	104	1945	714	34	31	112	357	591	55	306	735	598	2577
	21%	20%	19%	24%abd	18%	21%	29%gh	16%	16%	20%gu	26%gh	16%	15%	51%fg	24%gh	21%gh	14%	23%	20%	17%	22%
National health service/Hospitals/ Healthcare	2248	973	294	981	68	99	397	702	157	1851	555	32	54	42	210	535	61	216	871	653	2126
	19%	19%cd	22%cd	18%cd	11%	19%cd	19%st	20%st	25%fg	19%st	20%fs	15%	27%fg	19%	14%	19%st	15%	16%	24%l	18%	18%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	2089	897	236	957	100	91	367	610	94	1722	461	36	28	47	255	526	71	256	575	617	2201
	18%	18%	17%	18%	16%	18%	18%	17%	15%	18%	17%	17%	14%	21%h	17%	19%	18%	19%lm	16%	17%	18%
Inflation/Prices	1832	838	219	776	97	72	229	636	69	1604	297	29	27	31	248	466	60	207	450	599	1916
	15%	16%cd	16%	14%	16%	14%	11%	18%fh	11%	16%fh	11%	14%	13%	14%	17%fh	16%fh	15%fj	15%lm	12%	17%	16%
Education/Schools	1511	672	250	589	47	70	289	519	122	1222	411	20	43	16	118	308	36	133	683	552	1379
	13%	13%cd	19%acde	11%cd	8%	14%cd	14%rst	15%ir	19%fg	12%rst	15%fi	10%	21%fgi	8%	8%	11%st	9%	10%	19%l	15%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/p/q/r/s/t/u - lm
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 15
Q.PL03/04
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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944	
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944	
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%	
Poverty/Inequality	1255	532	161	563	87	58	122	441	60	1133	182	47	55	25	152	287	39	161	392	345	1238	
	11%	10%	12%	10%	14%ac	11%	6%	12%fjst	9%fj	12%fjt	7%ft	23%fg	27%fg	11%fj	10%fj	10%fj	10%fj	12%	11%	10%	10%	
Pensions/Social security/Benefits	970	330	146	494	35	29	194	284	49	777	243	15	22	33	117	211	22	136	289	265	991	
	8%	6%	11%ade	9%ade	6%	6%	9%tu	8%	8%	8%	9%u	7%	11%u	15%fgh	8%	7%	6%	10%u	8%	7%	8%	
Housing	964	442	130	393	59	45	83	337	48	881	131	7	22	19	125	269	24	120	274	319	956	
	8%	9%c	10%c	7%	9%c	9%	4%	10%fjpu	8%fj	9%fjp	5%ft	4%	11%fjp	9%fjp	8%fjp	9%fjpu	6%	9%	8%	9%	8%	
Defence/Foreign affairs/International terrorism	847	354	62	432	37	40	217	214	53	631	270	20	12	15	95	166	22	99	300	202	844	
	7%	7%b	5%	8%bd	6%	8%b	10%gistu	6%	8%t	6%	10%gi	10%gt	6%	7%	6%	6%	5%	7%	8%	6%	7%	
Morality/Individual behaviour/Lifestyle	840	323	117	401	21	52	186	191	55	654	241	11	28	21	68	220	31	87	265	188	836	
	7%	6%d	9%ad	7%ad	3%	10%acd	9%gis	5%	9%gs	7%gs	9%gis	5%	14%gipstu	10%gs	5%	8%gis	8%st	6%	7%	5%	7%	
Petrol prices/Fuel	823	443	108	271	37	45	135	255	34	688	169	22	13	18	97	202	22	59	263	251	805	
	7%	9%cd	8%c	5%	6%	9%c	7%	7%	5%	7%	6%	11%fhjsu	6%	8%	7%	7%	6%	4%	7%l	7%	7%	
Low pay/Minimum wage/Fair wages	809	386	112	311	53	31	64	279	39	745	103	13	23	19	104	231	22	94	185	271	827	
	7%	8%c	8%c	6%	8%c	6%	3%	8%fj	6%fj	8%fj	4%ft	6%ft	11%fhju	9%fj	7%fj	8%fj	6%ft	7%u	5%	8%	7%	
Ageing population/Social care for the elderly	690	246	86	358	18	34	147	210	41	543	188	19	21	12	50	145	22	90	184	141	680	
	6%	5%d	6%d	7%ad	3%	7%cd	7%ist	6%st	6%st	6%st	7%ist	9%ist	10%gistu	6%	3%	5%st	5%	7%u	5%	4%	6%	

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 15
Q.PL03/04
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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Common Market/EU/ Europe/Euro/ Constitution	690	296	57	337	15	33	221	130	45	469	266	4	14	40	55	134	20	44	282	133	676
	6%	6% ^d	4%	6% ^{bd}	2%	7% ^d	11% ^{ghi}	4%	7% ^{gip}	5% ^{gs}	10% ^{ghi}	2%	7% ^{op}	18% ^{fgh}	4%	5%	5%	3%	8% ^l	4%	6%
Public services in general	501	234	75	192	16	23	65	173	23	436	88	6	19	5	48	124	18	48	198	151	486
	4%	5% ^{cd}	6% ^{cd}	4%	3%	4%	3%	5% ^{fjs}	4%	4% ^{fjs}	3%	3%	9% ^{fgh}	2%	3%	4%	5%	4%	5% ^l	4%	4%
Drug abuse	479	216	55	208	34	27	57	193	16	422	73	10	5	8	58	113	14	54	109	173	518
	4%	4%	4%	4%	5% ^c	5%	3%	5% ^{fhi}	3%	4% ^{fj}	3%	5%	2%	4%	4% ^j	4% ^{fj}	4%	4%	3%	5%	4%
Transport/Public transport	441	206	44	191	47	23	36	232	19	405	54	2	15	4	47	64	13	26	94	166	464
	4%	4%	3%	4%	8% ^{abc}	5%	2%	7% ^{fhi}	3%	4% ^{fjp}	2%	1%	7% ^{fhj}	2%	3% ^{fj}	2%	3% ^f	2%	3%	5%	4%
Taxation	410	211	55	144	18	25	61	139	20	350	80	4	7	9	48	93	18	38	152	135	423
	3%	4% ^c	4% ^c	3%	3%	5% ^c	3%	4%	3%	4%	3%	2%	3%	4%	3%	3%	4%	3%	4% ^l	4%	4%
Population levels/ Overpopulation	401	150	45	205	20	25	73	99	11	328	84	6	19	14	46	98	19	47	129	79	388
	3%	3%	3%	4% ^a	3%	5% ^a	4% ^{hj}	3%	2%	3% ^{gh}	3% ^h	3%	9% ^{fgh}	7% ^{fgh}	3%	3% ^h	5% ^{gh}	4%	4%	2%	3%
Pollution/ Environment	393	189	59	145	12	31	49	102	43	343	92	4	48	8	23	79	13	32	177	116	350
	3%	4% ^{cd}	4% ^{cd}	3%	2%	6% ^{acd}	2%	3% ^s	7% ^{fgi}	3% ^{fgs}	3% ^{fs}	2%	24% ^{fgh}	4%	2%	3% ^s	3% ^s	2%	5% ^l	3%	3%
Local government/ Council tax	349	153	27	169	31	17	39	127	19	310	57	4	9	9	43	82	7	43	74	112	372
	3%	3%	2%	3% ^b	5% ^{abc}	3%	2%	4% ^{fj}	3%	3% ^{fj}	2%	2%	4%	4% ^f	3%	3% ^f	2%	3% ^m	2%	3%	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 15
Q.PL03/04
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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Nationalisation/ Government control of institutions	230 2%	112 2%	27 2%	90 2%	11 2%	14 3%	30 1%	65 2%	17 3%	200 2%	47 2%	8 4%	15 7%	9 4%	30 2%	41 1%	5 1%	25 2%	79 2%	61 2%	226 2%
Pound/Exchange rate/Value of pound	177 1%	76 1%	17 1%	83 2%	13 2%	4 1%	30 1%	50 1%	10 2%	147 1%	40 1%	1 *	2 1%	7 3%	24 2%	38 1%	9 2%	24 2%	56 2%	49 1%	187 2%
Countryside/Rural life	149 1%	73 1%	24 2%	53 1%	7 1%	9 2%	26 1%	52 1%	15 2%	123 1%	41 2%	2 1%	10 5%	4 2%	6 *	25 1%	4 1%	13 1%	50 1%	43 1%	141 1%
Privatisation	148 1%	79 2%	22 2%	47 1%	5 1%	10 2%	12 1%	61 2%	8 1%	137 1%	20 1%	1 *	16 8%	2 1%	13 1%	24 1%	7 2%	13 1%	50 1%	33 1%	142 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	131 1%	60 1%	15 1%	56 1%	5 1%	9 2%	38 2%	28 1%	9 1%	93 1%	46 2%	14 7%	- -	- -	9 1%	28 1%	2 *	4 *	66 2%	27 1%	132 1%
Animal welfare	96 1%	36 1%	16 1%	43 1%	9 1%	4 1%	8 *	30 1%	4 1%	88 1%	11 *	2 1%	5 3%	4 2%	11 1%	30 1%	2 *	13 1%	10 *	28 1%	94 1%
Nuclear weapons/ Nuclear war/ Disarmament	80 1%	32 1%	6 *	42 1%	9 1%	- 1%	12 1%	23 1%	2 *	68 1%	14 1%	1 *	11 5%	- -	8 1%	19 1%	3 1%	9 1%	25 1%	13 *	84 1%
AIDS	60 1%	38 1%	6 *	15 *	3 *	4 1%	7 *	25 1%	3 *	52 1%	11 *	2 1%	- -	- -	6 *	11 *	4 1%	8 1%	14 *	19 1%	58 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 15
Q.PL03/04
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)	SCOT. WELSH NATS. (p)	GREEN PARTY (q)	UKIP (r)	WOULD NOT VOTE (s)	UNDECIDED (t)	REFUSED (u)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	11944	4247	1160	6537	808	425	1914	3796	588	10030	2502	229	182	226	1541	2773	405	1615	2986	3418	11944
WEIGHTED BASE	11890	5114	1349	5427	628	508	2075	3534	634	9815	2709	208	204	218	1481	2842	396	1343	3611	3563	11944
	100%	43%	11%	46%	5%	4%	17%	30%	5%	83%	23%	2%	2%	2%	12%	24%	3%	11%	30%	30%	100%
Trade unions/ Strikes	58 *	29 1%	9 1%	20 *	2 *	- -	10 *	12 *	3 *	48 *	13 *	- -	10 5%fgh ijprs tu	- -	3 *	15 1%	1 *	8 1%	19 1%	12 *	60 1%
Foot and mouth outbreak/Farming crisis	40 *	20 *	5 *	15 *	4 1%	1 *	5 *	21 1%ijs	- -	35 *s	5 *	1 1%	3 1%fhi jst	1 *	1 *	7 *	2 *	4 *	3 *	10 *	43 *
Bird flu/Pandemic flu/Swine flu	28 *	15 *	2 *	11 *	1 *	- -	1 *	16 *fij	1 *	27 *	2 *	- -	- -	- -	1 *	8 *	- -	5 *	6 *	11 *	30 *
Northern Ireland	22 *	11 *	2 *	9 *	2 *	1 *	3 *	8 *t	2 *t	19 *t	5 *	2 1%t	2 1%st	- -	1 *	1 *	3 1%fij st	2 *	7 *	9 *	23 *
Other	512 4%	207 4%d	53 4%d	252 5%d	10 2%	34 7%abd	98 5%gtu	125 4%	47 7%fgi jstu	414 4%gtu	145 5%fgi tu	15 7%gt	20 10%fgi jrstu	7 3%	66 4%u	98 3%	7 2%	63 5%	184 5%	142 4%	513 4%
MEAN NUMBER OF MENTIONS	2.96	3.03c d	3.13c d	2.86	2.84	3.18c d	2.90s u	3.05f ijstu	2.99s u	2.98s u	2.92s u	2.90	3.97f ghijp stu	3.40f ghijp stu	2.71	2.93s u	2.67	2.80	3.11	2.89	2.94
STANDARD ERROR	0.02	0.03	0.06	0.02	0.06	0.10	0.03	0.03	0.07	0.02	0.03	0.08	0.29	0.16	0.04	0.03	0.07	0.04	0.03	0.03	0.02
ERROR VARIANCE	*	*	*	*	*	0.01	*	*	*	*	*	0.01	0.08	0.03	*	*	0.01	*	*	*	*
Don't know	1397 12%	497 10%	135 10%	765 14%ab e	104 17%ab e	50 10%	180 9%	359 10%r	58 9%	1217 12%fgh jr	239 9%	18 9%	15 8%	12 5%	274 18%fg hijpq rt	377 13%fg hjq	70 18%fg hijpq rt	182 14%m	249 7%	458 13%	1493 13%
No answer	43 *	17 *	5 *	20 *	3 *	5 1%	7 *	18 1%	- -	36 *	7 *	- -	1 1%	- -	3 *	12 *	- -	2 *	10 *	12 *	39 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/p/q/r/s/t/u - l/m
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 16
Q.PL03/04
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	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Economy/Economic situation	6857	6857	1411	1093	1400	537	962	1752	3610	1486	6293	553	1307	2371	74	3105	6604
	58%	100%bcd ef	63%cd	52%	55%	63%cd	64%cd	53%	59%g	61%g	59%k	45%	66%mo	61%o	69%o	53%	55%
Unemployment/Factory closure/Lack of industry	4107	2226	709	714	789	198	510	1219	2160	725	3515	585	641	1484	35	1947	4223
	35%	32%e	32%e	34%de	31%e	23%	34%e	37%i	35%i	30%	33%	47%j	32%	38%lo	32%	33%	35%
Race relations/Immigration/Immigrants	2555	1400	486	487	2555	165	233	476	1505	572	2409	137	376	797	10	1372	2577
	21%	20%f	22%f	23%ae f	100%abc ef	19%f	15%	14%	25%g	24%g	23%k	11%	19%n	20%n	9%	23%lmn	22%
National health service/Hospitals/Healthcare	2248	1411	2248	492	486	185	603	523	1261	464	2103	140	462	666	39	1081	2126
	19%	21%	100%acd ef	24%ad	19%	22%	40%acd e	16%	21%g	19%g	20%k	11%	23%mo	17%	37%lmo	18%	18%
Crime/Law & order/Violence/Vandalism/Anti-social (yob) behaviour	2089	1093	492	2089	487	161	281	538	1188	364	1794	289	337	706	19	1027	2201
	18%	16%	22%ad f	100%abd ef	19%a	19%a	19%a	16%	19%gi	15%	17%	23%j	17%	18%	18%	17%	18%
Inflation/Prices	1832	1024	312	420	384	111	158	514	1056	258	1533	296	276	720	10	826	1916
	15%	15%f	14%f	20%abd ef	15%f	13%	10%	16%i	17%i	11%	14%	24%j	14%	18%lo	10%	14%	16%
Education/Schools	1511	962	603	281	233	128	1511	468	711	332	1355	152	360	471	27	653	1379
	13%	14%d	27%acd e	13%d	9%	15%d	100%abc de	14%h	12%	14%h	13%	12%	18%mo	12%	26%mo	11%	12%
Poverty/Inequality	1255	625	253	247	192	89	188	371	675	210	1130	120	268	381	16	590	1238
	11%	9%d	11%ad	12%ad	8%	11%d	12%ad	11%i	11%i	9%	11%	10%	13%mo	10%	15%	10%	10%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 16
Q.PL03/04
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	
	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)	PRI VATE (m)	VOLUN TARY (n)		NOT WORK ING (o)
UNWEIGHTED BASE	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Pensions/Social security/Benefits	970	546	306	191	280	87	179	194	558	216	928	40	177	267	5	521	991
	8%	8%	14%acde	9%	11%ac	10%a	12%ac	6%	9%g	9%g	9%k	3%	9% _m	7%	5%	9% _m	8%
Housing	964	464	225	225	162	58	137	315	500	149	832	126	170	365	10	419	956
	8%	7%	10%ade	11%ade	6%	7%	9%ad	9% _{hi}	8% _i	6%	8%	10% _j	9%	9% _o	9%	7%	8%
Defence/Foreign affairs/International terrorism	847	537	185	161	165	847	128	161	457	230	804	39	121	253	7	467	844
	7%	8% _d	8% _d	8%	6%	100%abcd	8% _d	5%	7% _g	9% _{gh}	8% _k	3%	6%	6%	6%	8% _{lm}	7%
Morality/Individual behaviour/Lifestyle	840	463	179	284	176	64	130	194	467	179	766	72	121	287	8	424	836
	7%	7%	8% _a	14%abde	7%	8%	9% _a	6%	8% _g	7% _g	7%	6%	6%	7%	8%	7%	7%
Petrol prices/Fuel	823	568	201	193	215	77	133	191	445	187	745	78	130	339	3	351	805
	7%	8%	9%	9%	8%	9%	9%	6%	7% _g	8% _g	7%	6%	7%	9% _{lo}	3%	6%	7%
Low pay/Minimum wage/Fair wages	809	416	184	195	153	44	107	247	457	104	686	119	161	305	7	336	827
	7%	6%	8%ade	9%adef	6%	5%	7%	7% _i	7% _i	4%	6%	10% _j	8% _o	8% _o	6%	6%	7%
Ageing population/Social care for the elderly	690	385	255	171	138	68	122	123	411	156	643	48	108	200	8	374	680
	6%	6%	11%acde	8%ad	5%	8%ad	8%ad	4%	7% _g	6% _g	6% _k	4%	5%	5%	8%	6% _m	6%
Common Market/EU/Europe/Euro/Constitution	690	416	144	135	187	87	78	138	369	182	639	49	90	236	4	360	676
	6%	6%	6%	6%	7%af	10%abcd	5%	4%	6% _g	8% _{gh}	6% _k	4%	5%	6% _l	4%	6% _l	6%
Public services in general	501	304	196	122	87	38	81	145	243	112	460	40	131	156	4	210	486
	4%	4% _d	9%acde	6%ad	3%	5%	5% _d	4%	4%	5%	4%	3%	7% _{mo}	4%	4%	4%	4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 16
Q.PL03/04
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	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Drug abuse	479	230	102	225	97	37	83	156	251	72	388	90	76	165	5	233	518
	4%	3%	5%a	11%abdef	4%	4%	5%ad	5%i	4%i	3%	4%	7%j	4%	4%	5%	4%	4%
Transport/Public transport	441	168	93	79	64	23	72	243	139	59	262	175	42	187	3	209	464
	4%	2%	4%ad	4%ad	3%	3%	5%ade	7%hi	2%	2%	2%	14%j	2%	5%lo	3%	4%l	4%
Taxation	410	236	93	116	91	47	62	123	223	63	327	83	68	172	3	168	423
	3%	3%	4%	6%abd	4%	6%ad	4%	4%i	4%i	3%	3%	7%j	3%	4%o	2%	3%	4%
Population levels/Overpopulation	401	205	89	106	125	21	41	97	207	96	367	30	56	130	5	210	388
	3%	3%	4%af	5%aef	5%aef	2%	3%	3%	3%	4%	3%	2%	3%	3%	4%	4%	3%
Pollution/Environment	393	261	108	62	46	40	84	91	197	104	374	14	88	148	3	153	350
	3%	4%d	5%acd	3%d	2%	5%cd	6%acd	3%	3%	4%gh	4%k	1%	4%o	4%o	3%	3%	3%
Local government/Council tax	349	174	71	85	71	30	56	99	195	53	296	52	57	116	4	173	372
	3%	3%	3%	4%ad	3%	3%	4%a	3%	3%i	2%	3%	4%j	3%	3%	4%	3%	3%
Nationalisation/Government control of institutions	230	137	59	44	44	27	42	64	123	43	208	19	51	81	2	95	226
	2%	2%	3%d	2%	2%	3%ad	3%d	2%	2%	2%	2%	2%	3%o	2%	1%	2%	2%
Pound/Exchange rate/Value of pound	177	101	37	41	40	13	21	52	99	26	148	27	27	53	3	94	187
	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%j	1%	1%	3%	2%	2%
Countryside/Rural life	149	80	33	26	20	22	28	36	68	45	126	23	25	68	-	56	141
	1%	1%	1%d	1%	1%	3%abcd	2%ad	1%	1%	2%gh	1%	2%j	1%	2%o	-	1%	1%
Privatisation	148	73	57	36	27	12	33	68	59	21	125	21	42	56	-	50	142
	1%	1%	3%ad	2%a	1%	1%	2%ad	2%hi	1%	1%	1%	2%	2%o	1%o	-	1%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 16
Q.PL03/04
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	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	131	81	22	29	25	26	20	35	63	34	120	10	26	42	1	63	132
	1%	1%	1%	1%	1%	3%abcd	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Animal welfare	96	34	23	34	19	9	14	40	35	21	78	16	13	35	-	48	94
	1%	*	1%a	2%ad	1%	1%	1%	1%h	1%	1%	1%	1%j	1%	1%	-	1%	1%
Nuclear weapons/Nuclear war/Disarmament	80	57	19	28	13	16	19	22	42	15	70	7	10	26	-	44	84
	1%	1%	1%	1%ad	1%	2%abd	1%ad	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
AIDS	60	17	13	11	6	6	9	28	23	9	43	14	19	24	-	17	58
	1%	*	1%a	1%a	*	1%a	1%a	1%hi	*	*	*	1%j	1%o	1%o	-	*	*
Trade unions/Strikes	58	40	26	18	17	3	18	9	42	6	53	5	17	18	-	22	60
	*	1%	1%a	1%	1%	*	1%a	*	1%gi	*	*	*	1%o	*	-	*	1%
Foot and mouth outbreak/Farming crisis	40	21	12	7	5	6	10	26	10	4	22	16	9	17	-	15	43
	*	*	1%	*	*	1%ad	1%ad	1%hi	*	*	*	1%j	*	*	-	*	*
Bird flu/Pandemic flu/Swine flu	28	11	5	7	2	3	-	18	8	2	11	17	3	14	-	11	30
	*	*	*	*df	*	*	-	1%hi	*	*	*	1%j	*	*	-	*	*
Northern Ireland	22	7	5	6	2	10	6	12	9	1	12	9	1	11	-	11	23
	*	*	*	*a	*	1%abcd	*a	*hi	*	*	*	1%j	*	*	-	*	*
Other	512	239	66	54	82	32	75	153	243	117	491	20	83	149	16	264	513
	4%	3%c	3%	3%	3%	4%	5%abcd	5%	4%	5%	5%k	2%	4%	4%	15%lmo	4%	4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 16
Q.PL03/04
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)	NOT WORK ING (o)		
UNWEIGHTED BASE	11944	6604	2126	2201	2577	844	1379	3579	6054	2293	10263	1657	1646	3292	88	6918	11944
WEIGHTED BASE	11890	6857	2248	2089	2555	847	1511	3313	6132	2425	10622	1240	1990	3910	107*	5884	11944
	100%	58%	19%	18%	21%	7%	13%	28%	52%	20%	89%	10%	17%	33%	1%*	49%	100%
MEAN NUMBER OF MENTIONS	2.96	3.26	4.16ad	4.10ad	3.51a	3.96ad	4.14ad	2.84	3.06gi	2.88	2.96	2.99	3.10o	3.04o	3.16	2.86	2.94
STANDARD ERROR	0.02	0.02	0.06	0.06	0.04	0.10	0.07	0.03	0.02	0.03	0.02	0.04	0.05	0.03	0.16	0.02	0.02
ERROR VARIANCE	*	*	*	*	*	0.01	0.01	*	*	*	*	*	*	*	0.02	*	*
Don't know	1397	444	23	42	80	26	13	466	653	271	1229	165	200	362	7	827	1493
	12%	6%bcde	1%	2%bf	3%bcf	3%bf	1%	14%hi	11%	11%	12%	13%	10%	9%	6%	14%lm	13%
No answer	43	24	5	7	8	2	2	13	23	7	38	5	11	11	-	20	39
	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	-	*	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 17
Q.PL03/04
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

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UNWEIGHTED BASE	11944	178	373	492	63	353	282	1012	214	1260	534	187	681	185	35	7001	1298	3685	1261	1949	11944
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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Economy/Economic situation	6857	123	280	365	48	290	140	587	80	615	242	86	382	120	22	3957	974	1927	704	913	6604
	58%	64%fh ijk	71%fg hijkl o	67%fg hijkl o	68%fh ijk	72%fg hijkl mo	52%	58%hi jk	47%	53%	51%	48%	60%fh ijk	62%fh ijk	66%	56%hi jk	69%qr s	55% s	57% s	52%	55%
Unemployment/ Factory closure/ Lack of industry	4107	79	120	204	32	118	61	300	78	434	183	67	256	65	10	2487	453	1207	352	679	4223
	35%	41%be fg	30%	37%be fg	46%be fg	29%	23%	30% f	46%be fgimo	37%be fg	38%be fg	38%fg fgo	40%be fgo	34% f	29%	35%ef g	32%	35% r	28%	38% pq r	35%
Race relations/ Immigration/ Immigrants	2555	36	104	50	12	70	131	347	27	336	105	49	77	27	2	1393	228	954	467	464	2577
	21%	19%cl	26%ceh lmo	9%	16%	17% cl	49%ab cdegh ijklm o	34%ab cdehi jimo	16% c	29%ac dehjl mo	22% cl	27%ce hlmo	12%	14%	7%	20% cl	16%	27% p	38% pq s	26% p	22%
National health service/Hospitals/ Healthcare	2248	42	95	165	13	98	38	204	19	182	115	28	115	42	5	1258	381	613	239	298	2126
	19%	22%h	24%fh iklo	30%af ghijk lmo	18%	24% fh iklo	14%	20% fh i	11%	16%	24% fh iklo	16%	18% h	22% fh i	14%	18% h	27% qr s	18%	19%	17%	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	2089	37	74	69	11	86	47	195	37	263	106	40	154	47	2	1145	231	736	234	389	2201
	18%	19% c	19% c	13%	16%	21% co	17%	19% co	22% c	23% co	22% co	22% c	24% cf go	25% co	7%	16%	16%	21% pr	19%	22% pr	18%
Inflation/Prices	1832	22	39	48	9	48	29	149	31	236	88	38	164	53	4	1036	150	652	174	358	1916
	15%	11%	10%	9%	13%	12%	11%	15% bc	18% bc f	20% ab cefgo	18% ab cefo	21% ab cefgo	26% ab cdefg hijo	28% ab cdefg hijo	12%	15% bc	11%	19% pr	14% p	20% pq r	16%

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ISSUES INDEX (FINAL)

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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Education/Schools	1511	35	60	132	11	83	17	128	11	92	41	9	89	37	6	883	285	355	140	138	1379
	13%	18%fh ijko	15%fh ijk	24%bf ghijkl lo	15%fh k	20%fgh ijkl	6%	13%fhi jk	6%	8%	9%	5%	14%fh ijk	19%fg hijko	19%	13%fh ijk	20%qr s	10% s	11% s	8%	12%
Poverty/Inequality	1255	30	35	117	6	54	21	78	22	115	50	21	86	24	8	724	214	334	97	180	1238
	11%	16%bfg io	9%	22%bde fghijk lmo	9%	13%fg	8%	8%	13%g	10%	11%	11%	13%bf gio	12%g	25%	10%g	15%qr s	10% r	8%	10% r	10%
Pensions/Social security/Benefits	970	17	29	39	7	29	22	101	10	111	57	20	33	10	2	547	107	315	121	178	991
	8%	9%	7%	7%	9%	7%	8%	10%lo	6%	10%l	12%bc ehlmo	11%l	5%	5%	7%	8%l	8%	9%	10%	10% pq	8%
Housing	964	23	21	49	5	28	7	69	18	101	44	20	107	34	1	532	105	325	75	169	956
	8%	12%bfg o	5%	9%f	7%	7%f	3%	7%f	11%bf	9%f	9%bf	11%bf	17%bc efgij o	17%bce fgjio	3%	8%f	7%	9%pr	6%	10% pr	8%
Defence/Foreign affairs/International terrorism	847	10	42	43	3	38	24	88	14	72	28	15	23	5	1	501	125	230	108	111	844
	7%	5%	10%ijl mo	8%lm	4%	9%ilm	9%lm	9%ilm	8%lm	6%l	6%	8%lm	4%	3%	3%	7%lm	9%qs	7%	9%qs	6%	7%
Morality/Individual behaviour/Lifestyle	840	21	52	37	6	41	18	114	8	50	36	13	32	16	1	451	131	250	129	99	836
	7%	11%il o	13%cfh ijlo	7%i	9%	10%ilo	7%	11%cfh ijlo	5%	4%	8%i	7%	5%	8%i	3%	6%i	9%qs	7% s	10%qs	6%	7%
Petrol prices/Fuel	823	13	21	17	1	15	10	67	9	113	41	14	35	10	1	490	59	267	76	164	805
	7%	7% c	5%	3%	1%	4%	4%	7% c	5%	10%bcd efghlo	9%cef	8% c	5%	5%	2%	7% ce	4%	8% pr	6% p	9% pqr	7%

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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Low pay/Minimum wage/Fair wages	809	19	15	39	2	21	12	48	19	85	38	13	53	17	1	493	77	230	60	136	827
	7%	10%bfg	4%	7%b	3%	5%	4%	5%	11%befgo	7%bg	8%bg	7%	8%bg	9%bg	2%	7%bg	5%	7%r	5%	8%pqr	7%
Ageing population/Social care for the elderly	690	20	35	35	6	36	13	88	8	39	32	7	23	2	2	384	118	190	99	77	680
	6%	10%fhiklmo	9%ilm	7%ilm	8%mo	9%ilm	5%mo	9%fiklmo	4%mo	3%	7%ilm	4%	4%	1%	5%	5%im	8%qs	5%so	8%qs	4%	6%
Common Market/EU/Europe/Euro/Constitution	690	11	49	26	9	41	47	85	8	55	22	11	29	9	2	342	125	228	129	83	676
	6%	6%	12%acghijklmo	5%	13%chijlmo	10%chijlmo	18%aceghijklmo	8%cijlo	5%	5%	5%	6%	5%	5%	7%	5%	9%qs	7%so	10%qs	5%	6%
Public services in general	501	15	20	56	3	12	10	33	3	36	25	6	33	9	-	294	92	126	43	64	486
	4%	8%eghio	5%	10%befghijklmo	4%	3%	4%	3%	2%	3%	5%i	3%	5%i	5%	-	4%	6%qrs	4%	3%	4%	4%
Drug abuse	479	3	16	13	3	16	10	32	23	73	27	14	28	11	-	268	41	172	41	119	518
	4%	2%	4%	2%	4%	4%	4%	3%	13%abcdeghijlmo	6%acghio	6%cghio	8%acghio	4%	6%c	-	4%	3%	5%pr	3%	7%pqr	4%
Transport/Public transport	441	9	10	13	3	9	4	18	1	18	18	5	33	7	1	317	40	83	22	34	464
	4%	5%ghio	3%	2%	4%	2%	1%	2%	1%	2%	4%gi	3%	5%cefghio	4%	2%	5%cfghio	3%	2%	2%	2%	4%
Taxation	410	6	11	24	2	15	5	43	5	45	21	7	35	18	-	216	53	142	48	70	423
	3%	3%	3%	4%	3%	4%	2%	4%	3%	4%	4%	4%	6%fo	10%abcdeghijkl	-	3%	4%	4%	4%	4%	4%

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	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
Population levels/ Overpopulation	401	7	22	8	2	12	16	59	2	33	23	8	35	7	-	204	48	156	72	62	388
	3%	4%	6%chio	1%	2%	3%	6%chio	6%cehio	1%	3%	5%cho	4%co	5%chio	3%	-	3%	3%	4%so	6%pqso	3%	3%
Pollution/ Environment	393	7	14	48	-	11	2	18	1	18	13	1	22	3	1	248	78	64	20	33	350
	3%	4%fo	4%fi	9%abdefghijklmo	-	3%	1%	2%	1%	2%	3%	1%	3%fgi	1%	3%	4%fgik	5%qrs	2%	2%	2%	3%
Local government/ Council tax	349	10	11	6	2	11	5	23	5	34	14	5	31	12	1	213	39	100	26	54	372
	3%	5%cfg	3%	1%	3%	3%	2%	2%	3%	3%co	3%	3%	5%cfgio	6%cfgio	3%	3%co	3%	3%	2%	3%	3%
Nationalisation/ Government control of institutions	230	6	8	15	3	9	3	21	3	17	10	1	13	1	2	128	41	56	22	29	226
	2%	3%	2%	3%	5%k	2%	1%	2%	2%	1%	2%	*	2%	1%	5%	2%	3%qs	2%	2%	2%	2%
Pound/Exchange rate/Value of pound	177	-	2	5	2	6	7	22	5	16	5	2	16	2	-	116	13	52	26	25	187
	1%	-	*	1%	3%a	1%	2%b	2%b	3%ab	1%	1%	1%	2%bc	1%	-	2%	1%	1%	2%p	1%	2%
Countryside/Rural life	149	1	6	10	2	9	1	12	2	8	6	1	10	1	-	91	25	32	13	15	141
	1%	1%	1%	2%	3%	2%i	*	1%	1%	1%	1%	*	2%	1%	-	1%	2%qs	1%	1%	1%	1%
Privatisation	148	9	2	25	2	11	1	10	2	10	10	2	20	4	-	67	41	45	11	22	142
	1%	4%bfgio	*	5%bfghijo	3%	3%bgi	1%	1%	1%	1%	2%bio	1%	3%bfgio	2%	-	1%	3%qrs	1%	1%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	131	3	9	*	-	10	6	11	12	16	4	*	6	4	4	64	24	47	17	28	132
	1%	1%co	2%co	*	-	2%co	2%co	1%co	7%abc defghijklmo	1%co	1%	*	1%	2%co	13%	1%	2%	1%	1%	2%	1%

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Animal welfare	96	1	3	4	1	2	2	6	2	15	6	3	5	-	-	63	9	25	8	18	94
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	80	2	4	11	3	4	2	11	2	9	3	3	5	2	-	40	15	25	13	12	84
	1%	1%	1%	2%io	4%ijl	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
AIDS	60	7	3	5	-	2	3	8	2	7	3	1	6	-	2	27	14	19	9	10	58
	1%	4%bce	1%	1%	-	*	1%	1%	1%	1%	1%	*	1%	-	5%	*	1%	1%	1%	1%	*
Trade unions/ Strikes	58	4	2	2	-	2	2	9	*	5	6	2	5	-	-	31	9	19	9	12	60
	*	2%cio	*	*	-	1%	1%	1%	*	*	1%o	1%	1%	-	-	*	1%	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	40	-	*	4	-	1	-	2	-	2	3	-	6	-	-	26	4	10	2	4	43
	*	-	*	1%	-	*	-	*	-	*	1%	-	1%gio	-	-	*	*	*	*	*	*
Bird flu/Pandemic flu/Swine flu	28	-	1	1	-	-	-	2	1	2	1	-	5	-	-	19	2	6	2	3	30
	*	-	*	*	-	-	-	*	*	*	*	-	1%	-	-	*	*	*	*	*	*
Northern Ireland	22	-	-	-	-	3	-	4	1	2	-	1	3	1	-	14	3	7	4	3	23
	*	-	-	-	-	1%o	-	*	*	*	-	*	*	1%	-	*	*	*	*	*	*
Other	512	13	22	40	4	21	13	47	6	36	18	6	24	8	3	304	85	134	57	56	513
	4%	7%i	5%	7%gij	5%	5%	5%	5%	4%	3%	4%	3%	4%	4%	9%	4%	6%qs	4%rs	5%	3%	4%
MEAN NUMBER OF MENTIONS	2.96	3.37f	3.20f	3.23f	3.04	3.17f	2.79	3.08f	2.89	2.96	3.12f	2.99	3.21f	3.19f	2.61	2.90	3.20q	3.01	3.02	3.01	2.94
		hio	io	hio	o	o	o	o	o	o	o	o	hio	o	o	rs	rs	rs	rs	rs	rs
STANDARD ERROR	0.02	0.18	0.09	0.08	0.18	0.08	0.08	0.05	0.12	0.05	0.09	0.12	0.07	0.11	0.19	0.02	0.05	0.03	0.05	0.04	0.02

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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	11944	178	373	492	63	353	282	1012	214	1260	534	187	681	185	35	7001	1298	3685	1261	1949	11944
WEIGHTED BASE	11890	192	397	544	71*	405	270	1013	171	1161	479	179	642	192	33**	7026	1418	3478	1246	1767	11944
	100%	2%	3%	5%	1%*	3%	2%	9%	1%	10%	4%	2%	5%	2%	***	59%	12%	29%	10%	15%	100%
ERROR VARIANCE	*	0.03	0.01	0.01	0.03	0.01	0.01	*	0.01	*	0.01	0.01	0.01	0.01	0.04	*	*	*	*	*	*
Don't know	1397	5	28	22	3	21	21	79	18	135	53	20	58	6	3	964	81	344	97	206	1493
	12%	2%	7%a	4%	5%	5%	8%ac	8%ac	11%ac	12%ab	11%ac	11%ace	9%ace	3%	9%	14%abc	6%	10%pr	8%p	12%ppq	13%
							m	em	ceg	m	egm	m	m			efglm			r		
No answer	43	1	2	8	-	2	1	*	-	2	2	1	1	-	-	21	13	8	2	5	39
	*	1%	1%	1%gil	-	*	*	*	-	*	1%	1%	*	-	-	*	1%qrs	*	*	*	*

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 : Jan - Dec 2012
 Number of sample points : 140
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 18
Q.PL03/04
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	11944	1741	1742	1953	1760	2461	2287	11944
WEIGHTED BASE	11890	1786	1739	2403	1729	2311	1923	11944
	100%	15%	15%	20%	15%	19%	16%	100%
Economy/Economic situation	6857	1073	830	1661	910	1454	928	6604
	58%	60%	48%	69%	53%	63%	48%	55%
Unemployment/ Factory closure/ Lack of industry	4107	655	711	789	691	665	597	4223
	35%	37%	41%	33%	40%	29%	31%	35%
Race relations/ Immigration/ Immigrants	2555	254	289	434	393	600	585	2577
	21%	14%	17%	18%	23%	26%	30%	22%
National health service/Hospitals/ Healthcare	2248	273	161	638	298	523	355	2126
	19%	15%	9%	27%	17%	23%	18%	18%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	2089	312	307	389	300	401	380	2201
	18%	17%	18%	16%	17%	17%	20%	18%
Inflation/Prices	1832	273	370	315	325	226	323	1916
	15%	15%	21%	13%	19%	10%	17%	16%
Education/Schools	1511	285	116	507	186	304	113	1379
	13%	16%	7%	21%	11%	13%	6%	12%
Poverty/Inequality	1255	200	177	269	181	243	185	1238
	11%	11%	10%	11%	10%	11%	10%	10%
Pensions/Social security/Benefits	970	110	98	196	120	225	222	991
	8%	6%	6%	8%	7%	10%	12%	8%
Housing	964	159	198	178	194	120	116	956
	8%	9%	11%	7%	11%	5%	6%	8%
Defence/Foreign affairs/ International terrorism	847	99	85	171	101	249	142	844
	7%	6%	5%	7%	6%	11%	7%	7%

Respondent type : GB Adults 18+
 Fieldwork dates : Jan - Dec 2012
 Number of sample points : 140
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Ipsos MORI

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	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	11944	1741	1742	1953	1760	2461	2287	11944
WEIGHTED BASE	11890	1786	1739	2403	1729	2311	1923	11944
	100%	15%	15%	20%	15%	19%	16%	100%
Morality/ Individual behaviour/ Lifestyle	840 7%	92 5%	68 4%	194 8%	86 5%	254 11%	147 8%	836 7%
Petrol prices/Fuel	823 7%	121 7%	148 8%	171 7%	148 9%	125 5%	110 6%	805 7%
Low pay/Minimum wage/Fair wages	809 7%	118 7%	200 12%	138 6%	161 9%	82 4%	110 6%	827 7%
Ageing population/ Social care for the elderly	690 6%	52 3%	39 2%	128 5%	85 5%	238 10%	149 8%	680 6%
Common Market/EU/ Europe/Euro/ Constitution	690 6%	75 4%	38 2%	168 7%	52 3%	232 10%	125 6%	676 6%
Public services in general	501 4%	92 5%	55 3%	128 5%	60 3%	101 4%	65 3%	486 4%
Drug abuse	479 4%	65 4%	105 6%	74 3%	89 5%	70 3%	75 4%	518 4%
Transport/Public transport	441 4%	69 4%	110 6%	75 3%	76 4%	56 2%	55 3%	464 4%
Taxation	410 3%	75 4%	78 4%	72 3%	78 4%	59 3%	49 3%	423 4%
Population levels/ Overpopulation	401 3%	47 3%	32 2%	92 4%	51 3%	99 4%	79 4%	388 3%
Pollution/ Environment	393 3%	69 4%	26 1%	129 5%	38 2%	100 4%	31 2%	350 3%
Local government/ Council tax	349 3%	52 3%	63 4%	54 2%	67 4%	45 2%	67 3%	372 3%

Respondent type : GB Adults 18+
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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	11944	1741	1742	1953	1760	2461	2287	11944
WEIGHTED BASE	11890	1786	1739	2403	1729	2311	1923	11944
	100%	15%	15%	20%	15%	19%	16%	100%
Nationalisation/ Government control of institutions	230 2%	32 2%	18 1%	62 3%	36 2%	49 2%	33 2%	226 2%
Pound/Exchange rate/Value of pound	177 1%	33 2%	34 2%	25 1%	23 1%	30 1%	32 2%	187 2%
Countryside/Rural life	149 1%	21 1%	17 1%	40 2%	19 1%	40 2%	12 1%	141 1%
Privatisation	148 1%	29 2%	17 1%	50 2%	11 1%	23 1%	19 1%	142 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	131 1%	21 1%	8 *	30 1%	14 1%	49 2%	9 *	132 1%
Animal welfare	96 1%	21 1%	28 2%	8 *	15 1%	13 1%	11 1%	94 1%
Nuclear weapons/ Nuclear war/ Disarmament	80 1%	19 1%	10 1%	14 1%	9 1%	18 1%	9 *	84 1%
AIDS	60 1%	16 1%	14 1%	10 *	7 *	9 *	5 *	58 *
Trade unions/ Strikes	58 *	14 1%	5 *	17 1%	4 *	12 1%	6 *	60 1%
Foot and mouth outbreak/Farming crisis	40 *	5 *	10 1%	7 *	7 *	2 *	9 *	43 *
Bird flu/Pandemic flu/Swine flu	28 *	7 *	7 *	3 *	5 *	- -	6 *	30 *

Respondent type : GB Adults 18+
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	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	11944	1741	1742	1953	1760	2461	2287	11944
WEIGHTED BASE	11890	1786	1739	2403	1729	2311	1923	11894
	100%	15%	15%	20%	15%	19%	16%	100%
Northern Ireland	22	3	5	2	6	4	2	23
	*	*	*	*	*	*	*	*
Other	512	66	40	124	63	149	70	513
	4%	4%	2%	5%	4%	6%	4%	4%
MEAN NUMBER OF MENTIONS	2.96	2.90	2.79	3.13	2.97	3.06	2.85	2.94
STANDARD ERROR	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.02
ERROR VARIANCE	*	*	*	*	*	*	*	*
Don't know	1397	263	337	160	209	191	237	1493
	12%	15%	19%	7%	12%	8%	12%	13%
No answer	43	8	1	9	10	12	3	39
	*	*	*	*	1%	1%	*	*

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

Table 19
Q.PL03/04
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS											
		2012 WK 1	2012 WK 5	2012 WK 9	2012 WK 13	2012 WK 18	2012 WK 22	2012 WK 27	2012 WK 31	2012 WK 35	2012 WK 40	2012 WK 44	2012 WK 48
UNWEIGHTED BASE	11944	1001	945	944	989	984	980	957	992	959	1050	969	1174
WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%
Economy/Economic situation	6857	585	594	541	554	596	571	567	600	519	551	526	652
	58%	61%	64%	57%	55%	61%	58%	59%	61%	54%	52%	55%	55%
Unemployment/ Factory closure/ Lack of industry	4107	311	350	346	404	337	363	325	346	324	335	314	350
	35%	33%	38%	36%	40%	34%	37%	34%	35%	34%	32%	33%	30%
Race relations/ Immigration/ Immigrants	2555	190	224	217	213	196	190	249	226	190	217	182	261
	21%	20%	24%	23%	21%	20%	19%	26%	23%	20%	21%	19%	22%
National health service/Hospitals/ Healthcare	2248	162	202	209	203	159	159	213	173	193	201	192	182
	19%	17%	22%	22%	20%	16%	16%	22%	18%	20%	19%	20%	15%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	2089	200	182	167	198	148	137	178	142	164	191	161	223
	18%	21%	20%	18%	20%	15%	14%	18%	14%	17%	18%	17%	19%
Inflation/Prices	1832	116	109	114	185	181	148	138	149	158	183	153	199
	15%	12%	12%	12%	18%	19%	15%	14%	15%	17%	17%	16%	17%
Education/Schools	1511	127	123	125	152	130	108	139	112	125	107	132	132
	13%	13%	13%	13%	15%	13%	11%	14%	11%	13%	10%	14%	11%
Poverty/Inequality	1255	96	69	75	99	88	102	111	100	119	117	121	158
	11%	10%	7%	8%	10%	9%	10%	11%	10%	12%	11%	13%	13%
Pensions/Social security/Benefits	970	70	75	70	77	88	66	92	74	77	93	90	98
	8%	7%	8%	7%	8%	9%	7%	10%	8%	8%	9%	9%	8%
Housing	964	81	57	55	76	59	65	70	77	105	102	93	125
	8%	8%	6%	6%	8%	6%	7%	7%	8%	11%	10%	10%	11%
Defence/Foreign affairs/ International terrorism	847	64	86	81	88	55	72	90	73	52	65	59	62
	7%	7%	9%	9%	9%	6%	7%	9%	7%	5%	6%	6%	5%

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BASE: ALL ADULTS AGED 18+

	TOTAL	WEEKS												
		2012 WK 1	2012 WK 5	2012 WK 9	2012 WK 13	2012 WK 18	2012 WK 22	2012 WK 27	2012 WK 31	2012 WK 35	2012 WK 40	2012 WK 44	2012 WK 48	
UNWEIGHTED BASE	11944	1001	945	944	989	984	980	957	992	959	1050	969	1174	
WEIGHTED BASE	11890	955	928	949	1005	978	978	968	984	953	1049	965	1180	
	100%	8%	8%	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%	
Morality/ Individual behaviour/ Lifestyle	840 7%	68 7%	55 6%	63 7%	63 6%	78 8%	64 7%	77 8%	91 9%	73 8%	68 6%	63 7%	79 7%	
Petrol prices/Fuel	823 7%	57 6%	52 6%	120 13%	147 15%	77 8%	35 4%	57 6%	40 4%	64 7%	63 6%	53 5%	58 5%	
Low pay/Minimum wage/Fair wages	809 7%	59 6%	59 6%	46 5%	71 7%	75 8%	62 6%	66 7%	54 5%	77 8%	84 8%	73 8%	84 7%	
Ageing population/ Social care for the elderly	690 6%	52 5%	33 4%	42 4%	60 6%	65 7%	35 4%	61 6%	58 6%	59 6%	93 9%	56 6%	77 6%	
Common Market/EU/ Europe/Euro/ Constitution	690 6%	81 9%	67 7%	51 5%	37 4%	63 6%	78 8%	49 5%	52 5%	33 3%	52 5%	57 6%	70 6%	
Public services in general	501 4%	29 3%	37 4%	31 3%	43 4%	32 3%	41 4%	38 4%	61 6%	47 5%	49 5%	36 4%	57 5%	
Drug abuse	479 4%	44 5%	38 4%	42 4%	61 6%	29 3%	28 3%	42 4%	42 4%	45 5%	50 5%	26 3%	33 3%	
Transport/Public transport	441 4%	33 3%	23 2%	36 4%	35 3%	36 4%	43 4%	39 4%	49 5%	46 5%	42 4%	37 4%	22 2%	
Taxation	410 3%	31 3%	18 2%	33 3%	47 5%	37 4%	31 3%	44 5%	41 4%	36 4%	21 2%	24 2%	47 4%	
Population levels/ Overpopulation	401 3%	22 2%	22 2%	21 2%	28 3%	34 3%	35 4%	34 4%	50 5%	28 3%	39 4%	40 4%	48 4%	
Pollution/ Environment	393 3%	30 3%	23 2%	25 3%	30 3%	32 3%	34 3%	34 4%	32 3%	22 2%	33 3%	49 5%	49 4%	
Local government/ Council tax	349 3%	28 3%	22 2%	17 2%	27 3%	26 3%	31 3%	25 3%	36 4%	35 4%	38 4%	35 4%	30 3%	

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