

ISSUES INDEX (FINAL)

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

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	7 1%	4 1%	3 1%	-	-	1 1%	2 1%	-	4 2%i	-	3 1%	4 1%	1 *	6 1%	1 1%	1 *	4 2%p	1 *	2 *	5 1%	7 1%
AIDS	3 *	3 1%	-	-	2 1%	-	1 1%	-	-	2 1%	1 *	-	2 *	1 *	-	-	2 1%p	1 1%	-	3 1%	2 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	2 *	-	2 *	-	-	-	-	-	2 1%	-	-	2 *	-	2 *	-	-	2 1%	-	-	2 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	25 3%	14 3%	11 2%	-	2 1%	2 1%	6 4%ci	8 6%cei	7 4%ci	2 1%	8 2%	15 4%ci	4 1%	21 4%	12 5%oq	6 2%	4 2%	3 1%	18 3%	7 2%	24 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	9 2%	19 4%	2 1%	4 3%	9 6%	5 3%	3 2%	5 2%	6 2%	15 4%	8 2%	15 3%	13 3%	6 2%	6 2%	9 4%	7 3%	12 2%	16 4%	30 3%
Defence/Foreign affairs/ International terrorism	13 1%	3 1%	9 2%	-	1 1%	1 1%	2 1%	-	8 4%ceg ijk	1 *	3 1%	8 2%	2 1%	10 2%	5 2%	2 1%	1 *	5 2%	7 1%	6 1%	13 1%
Drug abuse	6 1%	4 1%	2 *	3 2%hk	-	2 1%k	1 *	-	-	3 1%	3 1%	-	5 1%	1 *	-	-	2 1%p	4 2%mp	-	6 1%p	5 1%
Economy/Economic situation	333 34%	166 35%	168 33%	41 30%	51 32%	58 34%	71 42%ch ik	55 38%	58 29%	92 31%	129 38%h	113 33%h	149 32%	184 36%	112 43%no q	100 37%oq	69 33%oq	53 22%	211 40%mo q	122 27%o	329 34%

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 : 8th - 11th February 2013
Number of sample points : 152
Source : Ipsos MORI (JN Q218)

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



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UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Education/Schools	24 2%	9 2%	16 3%	4 3%h	4 2%	10 6%hk	3 2%	2 1%	1 *	8 3%	14 4%fhk	3 1%	18 4%	6 1%	6 2%	13 5%nop q	2 1%	4 2%	19 4%q	6 1%	25 3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25 3%	13 3%	13 3%	10 8%efg hjk	7 4%gk	4 2%	3 2%	-	2 1%	17 6%ghj k	7 2%	2 1%	21 4%	5 1%	2 1%	7 3%	9 4%l	8 3%	9 2%	17 4%l	24 2%
Inflation/Prices	36 4%	20 4%	16 3%	6 5%	11 7%j	5 3%	4 3%	4 3%	6 3%	17 6%	9 3%	10 3%	22 5%	15 3%	5 2%	11 4%	3 2%	17 7%lnp q	16 3%	20 4%n	40 4%
Local government/Council tax	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Low pay/Minimum wage/Fair wages	8 1%	5 1%	4 1%	3 2%	-	1 1%	1 1%	1 1%	2 1%	3 1%	2 1%	3 1%	4 1%	4 1%	2 1%	1 *	3 2%	2 1%	3 1%	5 1%	8 1%
Morality/Individual behaviour/Lifestyle	18 2%	8 2%	10 2%	-	4 2%	7 4%cf	1 *	3 2%	4 2%	4 1%	7 2%f	7 2%	11 2%	7 1%	7 3%	4 1%	1 *	6 3%	12 2%	6 1%n	17 2%
National health service/Hospitals/Healthcare	34 3%	10 2%	25 5%a	6 5%	2 1%	5 3%	6 3%	5 3%	11 6%d	8 3%	10 3%	16 5%	12 3%	22 4%	11 4%	10 4%	4 2%	9 4%	21 4%	13 3%	35 4%
Nationalisation/Government control of institutions	2 *	1 *	1 *	-	-	-	-	1 1%	1 1%	-	-	2 1%	-	2 *	1 *	1 *	-	-	2 *	-	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	2 *
Pensions/Social security/Benefits	16 2%	4 1%	12 2%	1 1%	7 4%k	2 1%	2 1%	1 1%	3 1%	8 3%	4 1%	4 1%	10 2%	6 1%	6 2%	5 2%	3 1%	2 1%	11 2%	5 1%	15 2%
Petrol prices/Fuel	1 *	- *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Pollution/ Environment	8 1%	3 1%	5 1%	1 1%	2 1%	2 1%	1 1%	- -	2 1%	3 1%	3 1%	2 *	5 1%	3 1%	5 2%	1 *	2 1%	- -	6 1% m	2 *	7 1%
Population levels/ Overpopulation	12 1%	4 1%	9 2%	- -	4 2%	2 1%	2 1%	2 1%	3 1%	4 1%	4 1%	5 1%	6 1%	6 1%	5 2%	2 1%	1 *	5 2%	7 1% m	6 1%	12 1%
Pound/Exchange rate/Value of pound	4 *	1 *	2 *	- -	1 1%	- -	1 1%	- -	1 1%	1 *	1 *	1 *	1 *	2 *	- -	1 *	2 1%	1 *	1 *	3 1%	4 *
Poverty/Inequality	46 5%	19 4%	27 5%	8 6%h	12 7%hk	8 5%	11 6%hk	6 4%	2 1%	20 7%hk	19 6%hk	8 2%h	27 6%	19 4%	11 4%	11 4%	10 5%	14 6%	23 4%	24 5%	43 4%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	9 1%	5 1%	4 1%	1 1%	1 1%	1 1%	5 3%k	- -	1 *	2 1%	6 2%	1 *	3 1%	6 1%	6 2% mnq	1 *	- -	2 1%	7 1% m	2 *	8 1%
Race relations/ Immigration/ Immigrants	118 12%	68 14%	50 10%	9 7%	7 5%	17 10%	12 7%	29 20% cd efij	44 22% cde fij	17 6%	29 9%	72 21% cde fij	34 7%	84 17%	17 6%	32 12% lp	38 18% lp	31 13% l	48 9%	70 16% lp	125 13%

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	6 1%	3 1%	3 1%	- -	3 2%	1 1%	- -	1 1%	1 *	3 1%	1 *	2 1%	4 1%	2 *	1 *	1 *	- -	4 2%	2 *	4 1%	5 1%
Taxation	6 1%	2 *	5 1%	2 1%j	2 1%	- -	- -	2 1%	1 *	4 1%j	- -	2 1%	4 1%	2 *	2 1%	2 1%	2 1%	- -	4 1%	2 *	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Unemployment/Factory closure/Lack of industry	121 12%	68 14%	53 10%	29 21%ef	24 15%hk	20 12%	20 12%	14 10%	15 7%	52 18%gh	40 12%	29 8%	73 16%	48 9%	22 8%	38 14%p	24 11%	37 16%l	60 11%	61 14%	119 12%
Other	11 1%	7 1%	4 1%	- -	- -	4 2%i	1 1%	4 3%i	2 1%	- -	5 1%	6 2%i	4 1%	7 1%	4 1%	3 1%	1 1%	2 1%	7 1%	4 1%	12 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48 5%	19 4%	29 6%	8 6%	10 6%	6 4%	7 4%	3 2%	14 7%gk	18 6%	13 4%	17 5%g	25 5%	24 5%	7 3%	11 4%	14 6%	16 7%	19 4%	29 7%p	50 5%

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

	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	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Ageing population/ Social care for the elderly	7 1%	4 *	2 4%ade f	1 1%	1 *	- -	2 1%	- -	4 1%	1 1%	2 1%	1 1%	4 1%	2 1%	- -	1 1%	6 1%	7 1%
AIDS	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	1 *	1 1%	- -	1 *	- -	2 1%	1 *	2 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/Pandemic flu/Swine flu	2 *	2 *	- -	- -	- -	2 *	2 1%	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	25 3%	19 2%	1 2%	6 7%ade f	8 3%e	3 1%	6 2%	5 2%	11 3%	3 3%	7 3%	4 3%	14 4%m	7 2%	1 1%	4 2%	21 3%	24 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	24 3%	2 4%	2 3%	7 2%	5 2%	9 3%	7 3%	13 4%j	10 8%ade fgij	11 4%j	1 1%	6 2%	10 3%	8 6%ko	4 2%	16 3%	30 3%
Defence/Foreign affairs/ International terrorism	13 1%	11 1%	2 4%de	- -	1 *	1 *	6 2%	4 2%	6 2%	1 1%	3 1%	2 1%	9 3%n	2 1%	2 1%	- -	11 2%	13 1%
Drug abuse	6 1%	3 *	- -	4 4%aef ghij	5 2%aeg	1 1%	1 *	1 *	- -	- -	- -	- -	1 *	4 1%	1 *	- -	5 1%	5 1%

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	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Economy/Economic situation	333	292	11	31	113	82	102	91	119	28	87	59	117	134	26	51	251	329
	34%	35%h	21%	35%	36%h	36%h	33%h	35%	34%h	22%	35%h	47%ab dfghi	36% ^m	41% ^{mn}	19%	29%	39% ^{mn}	34%
Education/Schools	24	24	-	1	7	6	3	3	14	5	8	3	6	8	3	4	14	25
	2%	3%f	-	1%	2%	3%	1%	1%	4%f	4%	3%	3%	2%	2%	2%	2%	2%	3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25	23	3	-	4	4	14	11	8	5	6	1	5	4	6	11	9	24
	3%	3%	5% ^{cd}	-	1%	2%	4% ^d	4%	2%	4%	2%	1%	2%	1%	4% ^{lo}	6% ^{klo}	1%	2%
Inflation/Prices	36	31	2	3	8	4	11	9	18	8	13	5	8	5	12	12	13	40
	4%	4%	3%	4%	2%	2%	4%	4%	5%	6% ^e	5%	4%	2%	2%	9% ^{klo}	7% ^{klo}	2%	4%
Local government/ Council tax	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	1
	*	-	-	1% ^a	*	-	-	-	-	-	-	-	-	*	-	-	*	*
Low pay/Minimum wage/Fair wages	8	6	1	1	4	3	1	-	3	-	1	1	2	2	2	2	4	8
	1%	1%	3%	1%	1%	1%	*	-	1%	-	*	1%	1%	1%	1%	1%	1%	1%
Morality/ Individual behaviour/ Lifestyle	18	14	3	2	3	1	10	7	6	2	4	2	6	3	3	5	10	17
	2%	2%	5% ^{de}	2%	1%	*	3% ^e	3%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%
National health service/Hospitals/ Healthcare	34	29	2	3	10	6	10	8	14	5	9	4	16	12	3	3	28	35
	3%	3%	4%	4%	3%	3%	3%	3%	4%	4%	4%	3%	5%	4%	2%	2%	4%	4%
Nationalisation/ Government control of institutions	2	2	-	1	1	-	1	1	1	-	-	-	2	-	-	-	2	3
	*	*	-	1%	*	-	*	*	*	-	-	-	1%	-	-	-	*	*

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WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	1 *	1 *	* *	* *	-	-	-	-	-	-	1 1%o	-	-	2 *
Pensions/Social security/Benefits	16 2%	14 2%	1 2%	1 1%	2 1%	1 1%	6 2%	5 2%	8 2%l	1 1%	3 1%	2 2%	4 1%	5 2%	3 2%	4 2%	9 1%	15 2%
Petrol prices/Fuel	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	1 1%	1 *	-	-	-	1 *	1 *
Pollution/ Environment	8 1%	5 1%	3 5%ade f	-	1 *	1 1%	3 1%	-	4 1%	1 1%	4 2%a	3 3%ad	4 1%	3 1%	-	-	7 1%	7 1%
Population levels/ Overpopulation	12 1%	12 1%d	-	-	-	-	1 *	1 *	11 3%ade f	5 4%ade f	8 3%ade f	3 2%def	6 2%	3 1%	4 3%n	-	9 1%	12 1%
Pound/Exchange rate/Value of pound	4 *	2 *	1 1%	1 2%	2 1%	1 *	1 *	-	1 *	-	-	-	1 *	1 *	1 1%	-	3 *	4 *
Poverty/Inequality	46 5%	42 5%f	2 4%	2 2%	12 4%	11 5%	8 3%	6 2%	26 7%afj	12 9%adf	16 6%fj	5 4%	7 2%	20 6%ko	8 6%k	12 7%k	26 4%k	43 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	9 1%	9 1%	-	-	2 1%	2 1%	3 1%	3 1%	4 1%	2 2%	3 1%	1 1%	1 *	3 1%	1 1%	4 2%ko	4 1%	8 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 : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	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	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Race relations/ Immigration/ Immigrants	118	110	4	4	38	34	46	42	34	6	24	18	52	29	22	13	81	125
	12%	13% ^{cgh}	8%	4%	12% ^{ch}	15% ^{cd}	15% ^{cg}	16%	10% ^h	4%	9% ^h	14% ^{cg}	16% ^{lno}	9%	17% ^{ln}	8%	13% ^l	13%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6	2	-	4	4	-	-	-	2	2	2	-	1	1	2	2	2	5
	1%	*	-	5% ^{ade}	1% ^a	-	-	-	*	1% ^a	1%	-	*	*	1%	1%	*	1%
Taxation	6	6	-	1	3	3	1	1	2	-	2	2	1	4	1	1	4	5
	1%	1%	-	1%	1%	1%	*	*	*	-	1%	1%	*	1%	*	1%	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1
	*	-	2% ^{adg}	-	-	-	*	-	-	-	-	-	*	-	-	-	*	*
Unemployment/ Factory closure/ Lack of industry	121	102	9	10	52	42	44	35	25	17	22	4	28	43	18	30	71	119
	12%	12% ^{gi}	17% ^{gj}	12% ^j	16% ^{ag}	18% ^{ag}	14% ^{gj}	14%	7% ^j	14% ^{gij}	9% ^j	3%	9%	13%	13%	17% ^k	11% ^k	12%
Other	11	10	-	1	3	3	4	4	3	2	3	1	4	4	1	2	9	12
	1%	1%	-	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48	38	2	8	22	14	11	9	15	10	11	1	18	9	8	12	27	50
	5%	4% ^j	5%	10% ^{afj}	7% ^{aj}	6% ^j	4%	4%	4% ^j	8% ^{gij}	4% ^j	*	5%	3%	6%	7%	4%	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. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
Number of sample points : 152
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 3
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Ageing population/ Social care for the elderly	7 1%	2 1%	1 1%	4 1%	- -	- -	2 1%	2 1%	- -	6 1%	2 1%	- -	1 *	- -	7 1%
AIDS	3 *	3 1%	- -	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	2 1%	2 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/Pandemic flu/Swine flu	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	25 3%	12 3%	2 2%	11 3%	1 1%	2 3%	7 4%	5 2%	1 3%	19 2%	8 4%	- -	11 4%	9 3%	24 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	15 4%	2 1%	12 3%	1 1%	1 1%	7 4%	14 5%	1 1%	22 3%	7 4%	6 5%	7 2%	18 5%	30 3%
Defence/Foreign affairs/ International terrorism	13 1%	3 1%	1 1%	9 2%	- -	1 1%	5 3%	3 1%	1 1%	8 1%	5 2%	2 1%	1 *	1 *	13 1%
Drug abuse	6 1%	5 1%	- -	1 *	- -	- -	1 1%	3 1%	- -	5 1%	1 1%	1 *	3 1%	- -	5 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
Number of sample points : 152
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Economy/Economic situation	333	158	44	132	14	20	63	82	19	270	83	30	147	111	329
	34%	37% ^c	40% ^c	30%	32%	34%	40% ^g	29%	40%	33%	40% ^g	24%	47% ^l	34%	34%
Education/Schools	24	13	5	6	-	6	5	7	1	20	6	3	10	10	25
	2%	3%	5% ^c	1%	-	10% ^{acd}	3%	2%	2%	2%	3%	2%	3%	3%	3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25	15	-	11	5	1	5	8	1	21	6	5	9	10	24
	3%	3%	-	2%	11% ^{abc}	2%	3%	3%	2%	3%	3%	4%	3%	3%	2%
Inflation/Prices	36	17	3	17	1	-	4	16	3	32	7	8	9	14	40
	4%	4%	2%	4%	2%	-	3%	6%	6%	4%	3%	7%	3%	4%	4%
Local government/Council tax	1	1	-	-	-	-	-	-	-	1	-	-	-	1	1
	*	*	-	-	-	-	-	-	-	*	-	-	-	*	*
Low pay/Minimum wage/Fair wages	8	4	-	5	-	-	3	2	-	5	3	-	1	3	8
	1%	1%	-	1%	-	-	2%	1%	-	1%	1%	-	*	1%	1%
Morality/Individual behaviour/Lifestyle	18	7	2	8	1	3	2	3	2	16	4	3	4	10	17
	2%	2%	2%	2%	2%	6% ^a	1%	1%	5%	2%	2%	2%	1%	3%	2%
National health service/Hospitals/Healthcare	34	11	8	15	-	3	4	12	2	30	6	4	8	5	35
	3%	3%	7% ^a	3%	-	5%	3%	4%	4%	4%	3%	3%	3%	2%	4%
Nationalisation/Government control of institutions	2	-	-	2	-	-	1	-	-	2	1	-	1	-	3
	*	-	-	*	-	-	*	-	-	*	*	-	*	-	*

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

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	-	-	-	-	-	1 *	-	* *	-	-	2 *
Pensions/Social security/Benefits	16 2%	4 1%	6 6%ac	6 1%	-	2 3%	2 2%	3 1%	2 4%	14 2%	4 2%	3 2%	5 2%	10 3%	15 2%
Petrol prices/Fuel	1 *	-	-	1 *	-	-	-	-	-	1 *	-	1 1%	-	-	1 *
Pollution/ Environment	8 1%	3 1%	2 2%	3 1%	-	-	-	2 1%	1 2%	8 1%	1 1%	-	4 1%	3 1%	7 1%
Population levels/ Overpopulation	12 1%	5 1%	3 3%	5 1%	-	2 4%	2 1%	4 2%	2 4%	11 1%	4 2%	2 2%	5 2%	2 1%	12 1%
Pound/Exchange rate/Value of pound	4 *	-	1 1%a	2 1%	1 2%a	-	-	2 1%	-	4 *	-	-	1 *	1 *	4 *
Poverty/Inequality	46 5%	20 5%	4 3%	22 5%	2 5%	-	2 2%	17 6%fj	2 3%	44 5%fj	4 2%	9 7%	17 6%	18 6%	43 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	9 1%	5 1%	1 1%	3 1%	-	1 2%	2 1%	2 1%	2 4%	7 1%	4 2%	1 1%	5 2%	3 1%	8 1%
Race relations/ Immigration/ Immigrants	118 12%	45 11%	8 8%	65 15%	3 7%	6 10%	26 16%gj	17 6%	2 5%	92 11%g	29 14%g	21 17% m	25 8%	25 8%	125 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	-	3 3%a	3 1%	-	-	-	-	1 2%g	6 1%	1 *	2 2%	1 *	1 *	5 1%
Taxation	6 1%	4 1%	-	3 1%	-	2 4%c	2 1%	2 1%	1 1%	5 1%	2 1%	-	2 1%	4 1%	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *
Unemployment/ Factory closure/ Lack of industry	121 12%	49 12%	9 8%	62 14%	14 33%ab ce	7 12%	11 7%	53 19%fij	4 8%	110 13%fj	15 7%	15 12%	27 9%	45 14%	119 12%
Other	11 1%	6 1%	1 *	4 1%	1 2%	-	1 *	5 2%	-	10 1%	1 *	1 1%	4 1%	3 1%	12 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	48 5%	17 4%	3 3%	29 7%	1 2%	3 6%	4 2%	16 6%	1 2%	45 5%	5 2%	8 6% m	5 1%	13 4%	50 5%

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

Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
Number of sample points : 152
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Ageing population/ Social care for the elderly	7 1%	1 *	-	-	-	-	-	3 1%	1 *	4 3%h	7 1%	-	1 1%	2 1%	-	4 1%	7 1%
AIDS	3 *	-	-	-	-	-	-	-	3 1%	-	1 *	2 2%j	-	3 1%	-	-	2 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	-	2 *	-	2 *	-	-	-	-	2 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	25 3%	7 1%	5 3%	1 1%	8 3%	5 6%acf	1 1%	8 3%	13 2%	5 3%	25 3%	-	4 2%	10 3%	-	11 3%	24 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	8 2%	8 5%ad	28 22%abde f	2 1%	-	6 4%ad	11 4%	16 3%	1 1%	19 2%	10 9%j	7 5%	9 2%	-	12 3%	30 3%
Defence/Foreign affairs/ International terrorism	13 1%	2 *	5 3%a	2 2%	2 1%	13 14%abcd f	3 2%	2 1%	4 1%	7 5%gh	13 1%	-	-	4 1%	-	9 2%	13 1%
Drug abuse	6 1%	2 *	1 1%	2 2%	2 1%	-	3 2%	-	5 1%	1 1%	6 1%	-	1 1%	4 1%	-	1 *	5 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; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /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	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Economy/Economic situation	333 34%	333 66%bcd ef	59 32%	36 27%	71 27%	46 51%bcd	59 42%bcd	89 33%	190 34%	55 37%	309 36%k	24 23%	60 37%	140 39%o	4 35%	129 30%	329 34%
Education/Schools	24 2%	10 2%	6 3% ^d	1 1%	2 1%	- -	24 18%abcd e	5 2%	15 3%	4 3%	22 2%	3 3%	6 4%	12 3%	- -	6 1%	25 3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25 3%	5 1%	-	9 7%abde f	1 *	-	2 2%	6 2%	16 3%	3 2%	24 3%	2 1%	6 4%	8 2%	-	11 2%	24 2%
Inflation/Prices	36 4%	8 2%	7 4%	7 5% ^{ad}	4 1%	1 2%	2 2%	15 5%	17 3%	5 3%	31 4%	4 4%	5 3%	14 4%	-	17 4%	40 4%
Local government/ Council tax	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *
Low pay/Minimum wage/Fair wages	8 1%	2 *	1 1%	1 1%	3 1%	-	1 1%	-	6 1%	2 1%	8 1%	-	1 1%	3 1%	-	5 1%	8 1%
Morality/ Individual behaviour/ Lifestyle	18 2%	9 2% ^d	1 1%	2 1%	-	1 1%	-	5 2%	9 2%	3 2%	14 2%	4 3%	1 1%	6 2%	2 19%	8 2%	17 2%
National health service/Hospitals/ Healthcare	34 3%	10 2%	34 19%acde f	5 4%	10 4%	2 2%	6 4%	6 2%	22 4%	6 4%	32 4%	2 2%	8 5%	10 3%	1 8%	15 3%	35 4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /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	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Nationalisation/ Government control of institutions	2 *	1 *	-	-	-	-	1 1%	1 *	1 *	1 *	2 *	-	-	-	-	2 *	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	-	-	-	-	1 *	-	* *	1 *	-	-	-	-	1 *	2 *
Pensions/Social security/Benefits	16 2%	5 1%	4 2%	2 1%	3 1%	2 2%	-	6 2%	7 1%	3 2%	15 2%	1 1%	3 2%	7 2%	-	6 1%	15 2%
Petrol prices/Fuel	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	1 *	1 *
Pollution/ Environment	8 1%	3 1%	-	1 1%	1 *	-	1 1%	1 *	6 1%	1 1%	7 1%	1 1%	1 1%	4 1%	-	3 1%	7 1%
Population levels/ Overpopulation	12 1%	5 1%	3 2%	2 1%	2 1%	-	2 1%	3 1%	7 1%	3 2%	10 1%	2 2%	4 2%	4 1%	-	5 1%	12 1%
Pound/Exchange rate/Value of pound	4 *	-	-	1 1%	1 *	-	-	-	2 *	2 2%	4 *	-	1 1%	-	-	2 1%	4 *
Poverty/Inequality	46 5%	7 1%	8 5%a	8 6%ad	4 2%	2 2%	4 3%	14 5%	25 5%	7 5%	40 5%	5 5%	12 7%	13 4%	-	21 5%	43 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Public services in general	9 1%	-	4	1	2	1	2	5	3	2	8	1	3	4	-	3	8
		-	2%a	1%	1%	2%a	1%a	2%	*	1%	1%	1%	2%	1%	-	1%	1%
Race relations/ Immigration/ Immigrants	118 12%	36	16	10	118	12	11	25	71	22	117	1	14	39	-	65	125
		7%	9%	8%	46%abc ef	13%a	8%	9%	13%	15%	13%k	1%	9%	11%	-	15%	13%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	2	1	-	-	-	-	4	-	2	6	-	1	2	-	3	5
		*	1%	-	-	-	-	1%h	-	1%h	1%	-	1%	*	-	1%	1%
Taxation	6 1%	1	-	-	-	1	2	2	4	-	4	2	-	4	-	3	5
		*	-	-	-	1%	1%a	1%	1%	-	*	2%	-	1%	-	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	1	1	-	-	-	1	-	-	1	1	-	-	-	-	1	1
		*	1%	-	-	-	1%	-	-	1%	*	-	-	-	-	*	*
Unemployment/ Factory closure/ Lack of industry	121 12%	40	16	12	23	4	8	40	76	5	92	28	16	42	2	61	119
		8%	9%	9%	9%	5%	6%	15%i	14%i	3%	11%	27%j	10%	12%	16%	14%	12%
Other	11 1%	3	2	-	1	-	1	3	7	1	10	1	1	3	3	4	12
		1%	1%	-	*	-	1%	1%	1%	*	1%	1%	1%	1%	23%	1%	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Don't know	48	4	-	1	1	-	-	19	24	5	36	12	4	15	-	29	50
	5%	1%	-	1%	*	-	-	7%	4%	4%	4%	12%	3%	4%	-	7%	5%

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UNWEIGHTED BASE	973	7	28	38	10	34	23	70	15	92	35	12	45	18	1	609	101	266	91	133	973
WEIGHTED BASE	976	9**	26**	37*	11**	34*	22**	66*	14**	94*	33*	10**	49*	17**	1**	617	100*	262	87*	132	973
	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Ageing population/ Social care for the elderly	7 1%	-	-	1	-	-	1	-	-	2	-	-	-	-	-	3	1	3	1	2	7
	1%	-	-	4%o	-	-	3%	-	-	2%	-	-	-	-	-	1%	1%	1%	1%	1%	1%
AIDS	3 *	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	1	2
	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	*	-	1%	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	2	-	1
	*	-	-	-	-	-	-	2%o	-	-	-	-	-	-	-	-	-	1%	2%	-	*
Common Market/EU/ Europe/Euro/ Constitution	25 3%	-	1	-	-	2	4	2	1	-	-	-	1	-	-	14	4	8	5	1	24
	3%	-	5%	-	-	7%i	16%	3%	5%	-	-	-	3%	-	-	2%	4%	3% _s	6% _{qs}	1%	2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	-	1	2	-	1	-	1	1	4	-	-	4	2	-	15	4	10	1	4	30
	3%	-	6%	6%	-	4%	-	2%	4%	4%	-	-	8%o	12%	-	2%	4%	4%	1%	3%	3%
Defence/Foreign affairs/ International terrorism	13 1%	1	-	-	-	-	-	1	-	-	-	-	1	-	9	1	2	1	-	-	13
	1%	12%	-	-	-	-	-	2%	-	-	-	-	5%	-	1%	1%	1%	1%	-	-	1%
Drug abuse	6 1%	-	-	-	-	-	-	-	2	3	-	-	-	-	3	-	3	-	-	3	5
	1%	-	-	-	-	-	-	-	13%	3%o	-	-	-	-	1%	-	1%	-	-	2%	1%

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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Economy/Economic situation	333	4	13	15	6	18	6	21	3	19	9	2	10	6	1	222	44	66	27	29	329
	34%	47%	51%	40% ⁱ	53%	54% ^{gi}	27%	32%	24%	20%	26%	18%	21%	33%	100%	36% ⁱ	44% ^{qs}	25%	31%	22%	34%
Education/Schools	24	-	1	3	2	1	-	1	-	4	-	-	2	2	-	12	5	6	1	4	25
	2%	-	5%	8% ^o	20%	2%	-	2%	-	4%	-	-	4%	11%	-	2%	5%	2%	1%	3%	3%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25	-	1	1	-	-	-	-	-	4	-	2	4	1	-	16	2	8	-	4	24
	3%	-	2%	3%	-	-	-	-	-	4%	-	16%	9% ^{go}	5%	-	3%	2%	3%	-	3%	2%
Inflation/Prices	36	2	-	-	1	-	-	1	1	5	2	1	3	*	-	24	3	12	1	7	40
	4%	20%	-	-	10%	-	-	2%	4%	5%	6%	6%	7%	3%	-	4%	3%	4%	1%	5%	4%
Local government/Council tax	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Low pay/Minimum wage/Fair wages	8	-	-	-	-	-	-	-	1	1	1	-	-	-	-	6	-	2	-	2	8
	1%	-	-	-	-	-	-	-	7%	1%	4%	-	-	-	-	1%	-	1%	-	2%	1%
Morality/Individual behaviour/Lifestyle	18	-	-	-	-	*	1	-	-	1	-	-	-	-	-	16	*	2	1	1	17
	2%	-	-	-	-	1%	4%	-	-	1%	-	-	-	-	-	3%	*	1%	1%	*	2%
National health service/Hospitals/Healthcare	34	-	1	2	-	-	1	1	-	1	4	1	1	-	-	19	4	9	3	4	35
	3%	-	5%	6%	-	-	6%	2%	-	1%	11% ^{io}	13%	3%	-	-	3%	4%	3%	3%	3%	4%

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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Nationalisation/ Government control of institutions	2*	-	-	-	-	-	-	1	-	-	-	-	-	-	-	2*	-	1*	1	-	3*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1*	-	-	-	-	-	-	-	-	1	-	-	-	-	-	*	-	1*	-	1*	2*
Pensions/Social security/Benefits	16 2%	-	-	-	-	1	-	2	-	1	-	-	-	-	-	12	1	3	2	1	15
Petrol prices/Fuel	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	1*	1*
Pollution/ Environment	8 1%	-	-	1	-	1	-	1	-	-	-	-	1	-	5	2	2	2	1	-	7
Population levels/ Overpopulation	12 1%	-	-	1	-	-	1	2	-	1	1	-	1	-	7	1	6	2	2	12	
Pound/Exchange rate/Value of pound	4*	-	-	-	-	-	-	1	-	1	1	1	-	-	1	-	2	1	1	2	4*
Poverty/Inequality	46 5%	2	1	4	2	1	-	1	-	6	2	-	2	-	28	9	10	1	8	43	
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Public services in general	9 1%	-	-	-	-	-	-	1	-	2	-	-	-	-	-	6	-	3	1	2	8
Race relations/ Immigration/ Immigrants	118 12%	-	5	-	-	1	6	20	2	16	3	1	3	-	-	67	5	46	26	21	125
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	-	-	-	-	-	-	-	-	1	-	-	2	-	-	3	-	3	-	1	5
Taxation	6 1%	-	-	-	-	1	1	-	-	-	-	-	-	-	-	6	1	1	1	-	5
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
Unemployment/ Factory closure/ Lack of industry	121 12%	-	-	4	-	2	1	5	2	13	8	2	11	2	-	82	5	33	6	21	119
Other	11 1%	-	-	2	-	2	-	-	-	-	1	-	1	1	-	6	4	2	-	1	12
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

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 : 8th - 11th February 2013
Number of sample points : 152
Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	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	973	7	28	38	10	34	23	70	15	92	35	12	45	18	1	609	101	266	91	133	973
WEIGHTED BASE	976	9**	26**	37*	11**	34*	22**	66*	14**	94*	33*	10**	49*	17**	1**	617	100*	262	87*	132	973
	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Don't know	48	-	1	1	-	3	1	2	2	9	1	1	3	-	-	28	4	17	3	11	50
	5%	-	3%	1%	-	9%	5%	3%	16%	10%o	3%	9%	7%	-	-	5%	4%	6%	4%	8%	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 : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
100%		49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	43 4%	23 5%	20 4%	2 2%	4 2%	8 5%	13 8%ci	4 3%	11 5%i	6 2%	21 6%ci	16 5%	15 3%	28 6%	18 7%oq	11 4%	9 4%	5 2%	28 5%m	15 3%	41 4%
AIDS	5 1%	5 1%	1 *	- -	2 1%	- -	3 2%	1 *	- -	2 1%	3 1%	1 *	2 *	3 1%	1 1%	1 *	2 1%	1 1%	2 *	3 1%	4 *
Animal welfare	9 1%	3 1%	6 1%	1 1%	1 1%	2 1%	3 2%	1 *	1 1%	2 1%	5 2%	2 1%	4 1%	5 1%	2 1%	3 1%	2 1%	1 *	6 1%	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	- -	3 1%	- -	- -	1 1%	- -	- -	2 1%	- -	1 *	2 *	1 *	2 *	- -	- -	3 1%p	- -	- -	3 1%	2 *
Common Market/EU/ Europe/Euro/ Constitution	92 9%	51 11%	41 8%	3 2%	9 6%	9 5%	16 10%ci	27 19%cd efij	27 14%cde ij	12 4%	25 8%ci	54 16%cde ij	21 4%	71 14%	33 13%oq	28 10%o	21 10%oq	9 4%	61 12%oq	30 7%o	95 10%
Countryside/Rural life	10 1%	5 1%	5 1%	- -	- -	1 1%	4 2%i	4 3%i	1 1%	- -	5 2%	5 1%h	1 *	9 2%	3 1%	3 1%	4 2%	1 *	5 1%	5 1%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	62 13%	70 14%	15 11%	29 18%	24 14%	23 14%	15 11%	25 12%	44 15%	47 14%	41 12%	69 15%	64 12%	27 11%	38 14%	36 17%	31 13%	65 12%	67 15%	134 14%
Defence/Foreign affairs/ International terrorism	90 9%	53 11%	37 7%	6 4%	11 7%	13 7%	22 13%ci	16 11%	22 11%ci	17 6%	35 10%i	38 11%ci	29 6%	60 12%	39 15% q	19 7%	19 9%	12 5%	58 11%mo	32 7%	85 9%
Drug abuse	42 4%	26 5%	16 3%	7 5%	5 3%	9 5%	13 8%ghk	2 2%	6 3%	11 4%	22 7%ghk	8 2%	20 4%	21 4%	6 2%	5 2%	15 7%lmp	16 7%lmp	11 2%	31 7%lmp	39 4%
Economy/Economic situation	505 52%	258 55%	247 49%	67 50%	77 48%	88 53%	97 58%h	81 57%	95 47%	144 49%	185 55%	176 51%h	233 50%	273 53%	161 63%no	151 56%oq	101 48%	92 39%	312 59%mn	193 43%	503 52%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Education/Schools	139	61	78	16	22	33	31	20	16	39	64	36	72	67	65	37	18	19	102	36	130
	14%	13%	16%	12%	14%	20%hk	18%hk	14%	8%	13%	19%hk	10%h	15%	13%	25%mn	14%oq	8%	8%	19% mno q	8%	13%
Foot and mouth outbreak/Farming crisis	2	-	2	-	2	-	-	-	-	2	-	-	2	-	-	2	-	-	2	-	1
	*	-	*	-	1%	-	-	-	-	1%	-	-	*	-	-	1%	-	-	*	-	*
Housing	106	46	60	27	21	20	17	6	15	49	37	21	68	38	17	30	25	35	47	59	103
	11%	10%	12%	20%fg hjk	13%gk	12%gk	10%	4%	7%	16%gh k	11%gk	6%	15%	7%	7%	11%p	12%	15%lp	9%	13%lp	11%
Inflation/Prices	131	70	61	29	33	24	17	9	19	62	41	28	86	45	18	33	39	41	51	80	128
	13%	15%	12%	21%fg hjk	21%fg hjk	14%g	10%	6%	10%	21%fg hjk	12%	8%	19%	9%	7%	12%p	18%lp	18%lp	10%	18%lm p	13%
Local government/Council tax	32	16	16	1	5	4	6	3	13	6	10	17	10	22	4	11	6	11	15	18	36
	3%	3%	3%	1%	3%	2%	3%	2%	7%cij	2%	3%	5%	2%	4%	1%	4%p	3%	5%	3%	4%	4%
Low pay/Minimum wage/Fair wages	74	38	35	18	13	12	10	5	15	31	23	20	43	30	8	21	23	21	29	44	76
	8%	8%	7%	13%gjk	8%	7%	6%	3%	8%	10%gk	7%	6%	9%	6%	3%	8%lp	11%lp	9%l	6%l	10%lp	8%
Morality/Individual behaviour/Lifestyle	67	34	33	2	15	11	12	12	15	17	23	27	27	39	26	15	12	14	41	25	63
	7%	7%	7%	1%	9%ci	6%c	7%c	9%c	7%c	6%c	7%c	8%c	6%	8%	10%q	6%	5%	6%	8% m	6%	6%
National health service/Hospitals/Healthcare	181	61	120	19	23	38	37	29	36	41	75	65	80	102	61	52	30	38	114	68	186
	19%	13%	24%a	14%	14%	23%i	22%i	20%	18%	14%	22%i	19%	17%	20%	24%nq	19%	14%	16%	22% nq	15%	19%
Nationalisation/Government control of institutions	8	4	4	1	-	-	-	4	3	1	-	7	1	7	1	3	2	2	4	4	9
	1%	1%	1%	1%	-	-	-	3% fj	2% j	*	-	2% j	*	1%	*	1%	1%	1%	1%	1%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Northern Ireland	3	-	3	3	-	-	-	-	-	3	-	-	3	-	-	2	-	1	2	1	3
	*	-	1%	3%hjk	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	*	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	7	6	1	-	-	3	1	1	2	-	4	3	3	4	3	-	2	3	3	5	7
	1%	1%	*	-	-	2%i	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%
Pensions/Social security/Benefits	102	42	60	8	17	21	17	19	21	25	37	40	46	57	25	29	28	21	54	48	103
	11%	9%	12%	6%	10%	12%	10%	13%	11%	8%	11%	12%	10%	11%	10%	11%	13%	9%	10%	11%	11%
Petrol prices/Fuel	42	25	17	8	7	6	5	4	10	16	12	15	22	20	3	11	15	13	14	28	41
	4%	5%	3%	6%	5%	4%	3%	3%	5%	5%	4%	4%	5%	4%	1%	4%lp	7%lp	5%l	3%	6%lp	4%
Pollution/ Environment	40	23	17	5	6	12	6	4	8	11	18	12	23	18	20	12	5	3	33	8	38
	4%	5%	3%	4%	4%	7%	4%	2%	4%	4%	5%	3%	5%	3%	8%noq	5%oq	2%	1%	6%mmo q	2%	4%
Population levels/ Overpopulation	37	15	22	1	8	7	4	6	11	9	11	17	16	21	6	12	5	14	18	19	37
	4%	3%	4%	1%	5%	4%	2%	4%	5%c	3%c	3%	5%	3%	4%	2%	4%	3%	6%	3%	4%	4%
Pound/Exchange rate/Value of pound	13	8	6	1	3	1	5	-	3	4	6	3	5	9	5	2	4	3	7	6	13
	1%	2%	1%	*	2%	1%	3%g	-	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%
Poverty/Inequality	137	68	70	20	29	24	28	23	14	49	52	37	73	65	44	32	27	34	76	61	129
	14%	14%	14%	15%h	18%hk	14%h	17%h	16%hk	7%	16%hk	15%h	11%h	16%	13%	17%	12%	13%	15%	14% m	14%	13%
Privatisation	10	5	5	3	-	2	4	1	2	3	5	2	4	6	5	3	1	1	8	3	11
	1%	1%	1%	2%	-	1%	2%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Public services in general	51	23	29	3	9	14	17	1	6	13	31	7	27	25	18	16	8	10	33	18	47
	5%	5%	6%	2%	6%gk	8%cg hk	10% cgh ik	1%	3%	4%	9% cgh ik	2%	6%	5%	7%	6%	4%	4%	6%	4%	5%
Race relations/ Immigration/ Immigrants	258	134	124	21	26	33	52	51	76	47	84	127	79	179	53	72	66	67	125	133	264
	26%	28%	25%	15%	16%	19%	31% cd eij	36% cd eij	38% cd eij	16%	25% ce i	37% cd eij	17%	35%	21%	26% p	31% l	29%	24%	30% lp	27%

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 : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	469	504	135	142	146	172	138	240	277	318	378	423	550	217	347	193	216	564	409	973
WEIGHTED BASE	976	473	503	135	161	168	167	142	202	296	336	344	464	512	258	271	213	234	529	447	973
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	26%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	7 1%	7 1%	2 1%	3 2%	1 1%	1 1%	5 4%j	2 1%	4 1%	2 1%	7 2%h	6 1%	8 2%	2 1%	5 2%	1 1%	6 2%	7 1%	7 2%	14 1%
Taxation	37 4%	21 5%	16 3%	4 3%	10 6%hk	9 5%h	7 4%h	5 4%h	1 1%	14 5%h	16 5%hk	7 2%h	23 5%	14 3%	10 4%	11 4%	9 4%	8 3%	21 4%	16 4%	33 3%
Trade unions/ Strikes	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	-	-	1 1%	-	1 *	1 *
Transport/Public transport	28 3%	16 3%	12 2%	5 4%	5 3%	5 3%	7 4%	2 1%	4 2%	10 3%	12 3%	6 2%	15 3%	13 3%	6 2%	7 3%	6 3%	8 3%	13 3%	14 3%	28 3%
Unemployment/ Factory closure/ Lack of industry	267 27%	142 30%	125 25%	53 39%de hijk	39 24%	42 25%	48 28%	40 28%	45 22%	92 31%dh	90 27%	85 25%	134 29%	133 26%	60 23%	66 24%	58 27%	84 36%lm p	125 24%	142 32%lm p	258 27%
Other	35 4%	19 4%	16 3%	1 1%	2 1%	8 5%i	4 2%	11 8%cdf i	9 4%i	3 1%	12 4%	20 6%cdi	11 2%	24 5%	16 6%q	8 3%	5 2%	6 3%	24 5%m	11 2%	36 4%
MEAN NUMBER OF MENTIONS	2.96	3.02	2.90	2.77	2.86	3.01	3.30c hik	3.00	2.82	2.82	3.16h i	2.89	2.89	3.03	3.08	2.91	2.99	2.87	2.99	2.92	2.93
STANDARD ERROR	0.05	0.08	0.07	0.11	0.12	0.15	0.17	0.12	0.09	0.08	0.11	0.08	0.07	0.07	0.10	0.10	0.11	0.12	0.07	0.08	0.05
ERROR VARIANCE	*	0.01	0.01	0.01	0.01	0.02	0.03	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	0.01	*
Don't know	123 13%	58 12%	65 13%	20 15%	21 13%	21 12%	21 13%	11 8%	29 14%k	41 14%	42 13%	40 12%	62 13%	61 12%	21 8%	36 13%p	30 14%	35 15%l	58 11%	65 15%l	130 13%
No answer	8 1%	3 1%	5 1%	1 *	2 1%	-	1 1%	2 2%	2 1%	3 1%	1 *	4 1%	3 1%	5 1%	4 2%	1 1%	-	2 1%	5 1%	2 1%	7 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 : 8th - 11th February 2013
 Number of sample points : 152
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Ageing population/ Social care for the elderly	43 4%	34 4%	4 9%f	5 5%	14 4%	9 4%	8 3%	3 1%	21 6%a	10 8%f	15 6%	6 4%	21 6%m	16 5%m	1 *	5 3%	37 6%m	41 4%
AIDS	5 1%	5 1%	- -	1 1%	1 *	- -	- -	- -	5 1%a	1 1%	3 1%	1 1%	1 *	3 1%	- -	2 1%	3 1%	4 *
Animal welfare	9 1%	8 1%	1 2%	1 1%	4 1%	3 1%	5 2%	4 1%	1 *	- -	1 *	1 1%	3 1%	4 1%	1 1%	1 1%	7 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	1 2%ade gi	- -	- -	- -	3 1%	2 1%	- -	- -	- -	- -	- -	2 *	- -	1 1%	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	92 9%	79 9%	2 4%	10 12%	27 9%	17 7%	22 7%	20 8%	43 12%af	14 11%	33 13%ae	19 15%ad	46 14%mo	30 9%mo	5 3%	10 6%	76 12%mo	95 10%
Countryside/Rural life	10 1%	9 1%	1 2%	- -	2 1%	2 1%	5 2%	4 1%	3 1%i	- -	1 *	1 *	5 2%	3 1%	1 1%	1 1%	8 1%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	114 14%	7 14%	11 12%	40 13%	29 13%	33 11%	26 10%	59 17%af	31 25%ac	46 18%af	15 12%	35 11%	45 14%	27 20%ko	24 13%	80 12%	134 14%
Defence/Foreign affairs/ International terrorism	90 9%	80 10%	6 12%	3 4%	22 7%	18 8%	38 12%cd	32 12%	30 8%	6 5%	21 8%	14 11%	39 12%	27 8%	9 7%	13 7%	66 10%	85 9%

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 : 8th - 11th February 2013
 Number of sample points : 152
 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 7
Q.PL01/02
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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 COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Drug abuse	42 4%	29 3%gj	2 4%j	11 12%ade fgij	19 6%aeg ij	8 4%j	17 5%gj	15 6%	6 2%	6 5%gj	6 2%	- -	14 4%	16 5%	9 7%n	3 2%	30 5%	39 4%
Economy/Economic situation	505 52%	429 51%	29 57%	47 54%	158 50%	111 49%	152 49%	123 48%	196 55%a	60 48%	148 59%ae fgh	88 69%ac defgh i	177 55%m	187 58%mn	51 38%	83 46%	364 56%mn	503 52%
Education/Schools	139 14%	123 15%	7 13%	9 10%	37 12%	29 13%	44 14%	37 15%	57 16%	19 15%	39 16%	20 16%	39 12%	62 19%kmo	10 8%	24 13%	101 16%km	130 13%
Foot and mouth outbreak/Farming crisis	2 *	2 *	-	-	-	-	2 1%	2 1%	-	-	-	-	-	2 1%	-	-	2 *	1 *
Housing	106 11%	93 11%de	6 12%	8 9%	24 8%	17 7%	32 11%	26 10%	50 14%ad e	19 15%de	37 14%de	18 14%d	23 7%	30 9%	23 17%kl o	29 16%klo	53 8%	103 11%
Inflation/Prices	131 13%	110 13%	10 20%	10 12%	33 11%	23 10%	47 15%	37 14%	51 14%	26 21%ad egij	40 16%j	13 10%	30 9%	39 12%	25 19%ko	34 19%ko	70 11%	128 13%
Local government/Council tax	32 3%	25 3%	2 3%	6 7%f	15 5%	9 4%	6 2%	4 2%	12 3%	4 3%	10 4%	6 5%	15 5%o	6 2%	7 6%l	4 2%	21 3%	36 4%
Low pay/Minimum wage/Fair wages	74 8%	65 8%	3 5%	6 7%	20 6%	14 6%	24 8%	22 8%	29 8%	13 10%	21 8%	8 7%	20 6%	16 5%	18 13%kl o	18 10%	36 6%	76 8%
Morality/Individual behaviour/Lifestyle	67 7%	54 6%e	6 11%e	7 8%	15 5%	8 3%	23 7%	17 7%	29 8%e	13 10%de	22 9%e	9 7%	27 8%	20 6%	8 6%	11 6%	47 7%	63 6%

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UNWEIGHTED BASE	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
National health service/Hospitals/Healthcare	181	156	10	15	46	32	53	43	82	25	57	32	68	69	23	21	136	186
	19%	19%e	20%	17%	15%	14%	17%	17%	23%ad	20%	22%de	25%ad	21%n	21%n	17%	12%	21%n	19%
Nationalisation/ Government control of institutions	8	7	-	1	5	3	2	2	1	-	1	1	6	-	1	1	6	9
	1%	1%	-	2%	2%	1%	1%	1%	*	-	*	1%	2%lo	-	1%	1%	1%	1%
Northern Ireland	3	3	-	-	2	2	2	2	-	-	-	-	-	-	-	3	-	3
	*	*	-	-	1%	1%	*	1%	-	-	-	-	-	-	-	2%klo	-	*
Nuclear weapons/ Nuclear war/ Disarmament	7	5	1	1	3	1	3	2	2	-	-	-	3	-	2	3	3	7
	1%	1%	2%i	1%	1%	1%	1%	1%	1%	-	-	-	1%	-	1%l	2%l	*	1%
Pensions/Social security/Benefits	102	87	11	4	30	25	36	25	37	6	19	14	36	36	14	16	72	103
	11%	10%h	22%acd	5%	9%	11%h	12%h	10%	10%hi	4%	8%	11%	11%	11%	11%	9%	11%	11%
Petrol prices/Fuel	42	31	7	4	10	6	20	13	12	2	7	5	15	13	3	10	28	41
	4%	4%	14%ade	4%	3%	3%	7%ah	5%	3%	1%	3%	4%	5%	4%	3%	6%	4%	4%
Pollution/ Environment	40	31	6	3	11	8	12	6	17	6	13	7	14	16	*	7	30	38
	4%	4%	11%ade	4%	4%	3%	4%	3%	5%	5%	5%	5%	4% ^m	5% ^m	*	4% ^m	5% ^m	4%
Population levels/ Overpopulation	37	37	-	-	2	2	11	11	24	8	18	10	16	8	7	5	24	37
	4%	4%de	-	-	1%	1%	3% ^d	4%	7% ^{acd}	6% ^{cde}	7% ^{acd}	8% ^{acd}	5%	2%	5%	3%	4%	4%
Pound/Exchange rate/Value of pound	13	10	1	2	4	2	4	4	5	4	4	-	3	5	3	1	8	13
	1%	1%	1%	3%	1%	1%	1%	1%	1%	3% ^j	2%	-	1%	2%	3%	*	1%	1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Poverty/Inequality	137	117	7	13	36	24	40	33	60	29	46	17	38	52	20	25	90	129
	14%	14%	14%	15%	12%	10%	13%	13%	17%ae	24%ad	18%ad	13%	12%	16%	15%	14%	14%	13%
Privatisation	10	10	-	1	6	5	1	1	4	3	3	-	2	4	1	2	6	11
	1%	1%	-	1%	2%	2% ^f	*	*	1%	3% ^f	1%	-	1%	1%	1%	1%	1%	1%
Public services in general	51	50	-	2	14	12	15	15	23	15	19	4	12	20	3	17	32	47
	5%	6%	-	2%	4%	5%	5%	6%	7% ^j	12% ^{abc}	7% ^j	3%	4%	6%	2%	10% ^{kmo}	5%	5%
Race relations/ Immigration/ Immigrants	258	238	11	9	69	60	102	91	87	20	64	44	107	79	38	32	187	264
	26%	28% ^{cd}	22%	10%	22% ^c	26% ^{cd}	33% ^{cd}	35%	25% ^{ch}	16%	25% ^{ch}	35% ^{cd}	33% ^{ln}	24%	28% ⁿ	18%	29% ^{ln}	27%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14	8	-	6	8	1	2	2	4	3	3	-	4	3	3	3	8	14
	1%	1%	-	7% ^{ade}	2% ^{ae}	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	2%	1%	1%
Taxation	37	35	-	3	8	6	8	8	22	10	18	8	7	16	5	8	23	33
	4%	4%	-	3%	3%	2%	2%	3%	6% ^{ade}	8% ^{def}	7% ^{ade}	7% ^{df}	2%	5%	4%	4%	4% ^k	3%
Trade unions/ Strikes	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	-	-	*	1%	-	-	-	-	-	-	-	1% ^o	-	*
Transport/Public transport	28	27	1	-	7	7	11	10	10	5	7	2	9	9	6	5	17	28
	3%	3%	2%	-	2%	3%	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%
Unemployment/ Factory closure/ Lack of industry	267	216	25	26	103	77	91	66	73	32	60	27	82	86	39	58	168	258
	27%	26% ^g	48% ^{af}	30%	33% ^{ag}	34% ^{ag}	29% ^g	26%	21%	26%	24% ^g	21%	25%	27%	29%	32%	26%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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UNWEIGHTED BASE	973	839	47	87	330	243	284	237	359	118	259	141	346	271	176	169	617	973
WEIGHTED BASE	976	838	52*	86*	314	228	309	257	353	125	252	127	324	324	134	179	648	973
	100%	86%	5%*	9%*	32%	23%	32%	26%	36%	13%	26%	13%	33%	33%	14%	18%	66%	100%
Other	35	32	2	1	8	8	13	11	14	8	14	6	16	13	2	5	28	36
	4%	4%	4%	1%	3%	3%	4%	4%	4%	7%	6%g	5%	5% ^m	4%	1%	3%	4%	4%
MEAN NUMBER OF MENTIONS	2.96	2.95 ^d	3.39 ^d	2.81	2.74	2.72	3.01	2.94	3.11 ^a	3.28 ^a	3.24 ^a	3.21 ^a	3.02	3.01	2.89	2.86	3.01	2.93
	^e		^e					^{de}	^{de}	^{cdeg}	^{de}							
STANDARD ERROR	0.05	0.06	0.26	0.18	0.09	0.10	0.10	0.11	0.08	0.15	0.09	0.12	0.10	0.09	0.12	0.13	0.07	0.05
ERROR VARIANCE	*	*	0.07	0.03	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.01	0.02	*	*
Don't know	123	106	5	13	51	38	41	37	31	12	23	11	41	34	21	25	75	130
	13%	13% ^{gi}	9%	15%	16% ^{ag}	17% ^{ag}	13%	14%	9%	10%	9%	9%	13%	11%	16%	14%	12%	13%
No answer	8	4	-	4	7	3	1	1	-	-	-	-	3	5	-	1	7	7
	1%	*	-	5% ^{afg}	2% ^{aef}	1% ^{ag}	*	*	-	-	-	-	1%	1%	-	*	1%	1%
				^{hij}	^{gi}													

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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Ageing population/ Social care for the elderly	43 4%	23 6%	4 4%	16 4%	1 3%	7 12%abc	8 5%	14 5%	3 6%	35 4%	11 5%	4 3%	19 6%	10 3%	41 4%
AIDS	5 1%	5 1%	- -	1 *	- -	- -	- -	1 1%	- -	5 1%	- -	- -	2 1%	2 1%	4 *
Animal welfare	9 1%	6 1%	1 1%	2 *	- -	- -	2 1%	1 *	- -	7 1%	2 1%	- -	4 1%	4 1%	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	- -	1 1%	2 *	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	92 9%	39 9%	8 8%	45 10%	2 4%	7 12%	22 14%g	18 6%	4 9%	70 9%	26 12%g	4 3%	36 12%l	21 6%	95 10%
Countryside/Rural life	10 1%	5 1%	1 1%	4 1%	- -	2 3%	5 3%gi	2 1%	- -	5 1%	5 2%i	* *	6 2%	- -	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	63 15%d	12 11%	57 13%d	1 3%	11 17%d	24 15%	52 19%i	3 6%	109 13%	27 13%	20 16%	41 13%	58 18%	134 14%
Defence/Foreign affairs/ International terrorism	90 9%	36 9%	10 10%	43 10%	4 10%	8 13%	23 15%i	26 9%	5 10%	66 8%	28 13%i	11 9%	34 11%	22 7%	85 9%
Drug abuse	42 4%	23 5%	2 2%	17 4%	2 4%	4 6%	8 5%	20 7%i	- -	33 4%	8 4%	4 3%	14 4%	12 4%	39 4%

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UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Economy/Economic situation	505	232	63	210	18	38	89	135	29	417	118	49	199	165	503
	52%	55% ^c	58%	47%	41%	62% ^{cd}	56%	48%	61%	51%	57%	40%	64% ^l	51%	52%
Education/Schools	139	73	18	47	2	11	25	37	10	114	35	8	68	62	130
	14%	17% ^{cd}	17% ^d	11%	3%	19% ^d	16%	13%	21%	14%	17%	7%	22% ^l	19%	13%
Foot and mouth outbreak/Farming crisis	2	2	-	-	-	-	2	-	-	-	2	-	2	-	1
	*	*	-	-	-	-	1% ⁱ	-	-	-	1% ⁱ	-	1%	-	*
Housing	106	45	12	49	7	5	13	41	4	93	17	18	30	42	103
	11%	11%	11%	11%	17%	9%	8%	15% ^{aj}	7%	11%	8%	15%	10%	13%	11%
Inflation/Prices	131	70	9	53	7	7	14	56	6	117	20	16	34	46	128
	13%	16%	8%	12%	17%	11%	9%	20% ^{fi}	13%	14%	10%	13%	11%	14%	13%
Local government/Council tax	32	9	1	22	1	-	5	12	-	27	5	2	8	9	36
	3%	2%	1%	5% ^a	3%	-	3%	4%	-	3%	3%	2%	3%	3%	4%
Low pay/Minimum wage/Fair wages	74	34	5	35	6	3	12	25	3	62	15	9	20	27	76
	8%	8%	5%	8%	14%	4%	7%	9%	6%	8%	7%	7%	6%	8%	8%
Morality/Individual behaviour/Lifestyle	67	31	11	25	1	6	9	18	5	58	14	8	24	22	63
	7%	7%	10%	6%	2%	10%	6%	7%	10%	7%	7%	7%	8%	7%	6%
National health service/Hospitals/Healthcare	181	72	27	82	3	10	32	54	13	149	45	21	67	62	186
	19%	17%	25% ^d	19% ^d	7%	17%	20%	19%	27%	18%	22%	17%	21%	19%	19%
Nationalisation/Government control of institutions	8	2	-	6	-	-	3	1	-	6	3	1	1	1	9
	1%	1%	-	1%	-	-	2%	*	-	1%	1%	1%	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
Number of sample points : 152
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 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Northern Ireland	3	2	1	1	-	-	-	-	-	3	-	1	2	3	3
	*	*	1%	*	-	-	-	-	-	*	-	1%	*	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	7	1	3	3	-	-	1	2	2	6	3	1	3	2	7
	1%	*	3%a	1%	-	-	1%	1%	4%i	1%	2%	1%	1%	1%	1%
Pensions/Social security/Benefits	102	44	14	44	4	10	16	28	8	86	24	14	35	39	103
	11%	10%	13%	10%	8%	16%	10%	10%	16%	11%	11%	12%	11%	12%	11%
Petrol prices/Fuel	42	18	3	21	-	-	5	11	3	37	8	5	14	16	41
	4%	4%	3%	5%	-	-	3%	4%	6%	5%	4%	4%	4%	5%	4%
Pollution/ Environment	40	22	5	14	-	6	3	12	7	38	10	2	22	10	38
	4%	5%	4%	3%	-	9%cd	2%	4%	15%fgj	5%	5%f	2%	7%l	3%	4%
Population levels/ Overpopulation	37	11	7	18	-	3	10	6	4	27	14	5	12	8	37
	4%	3%	7%	4%	-	6%	6%g	2%	8%	3%	7%gi	4%	4%	2%	4%
Pound/Exchange rate/Value of pound	13	5	1	7	2	-	-	6	2	13	2	1	4	6	13
	1%	1%	1%	2%	4%	-	-	2%	5%f	2%	1%	1%	1%	2%	1%
Poverty/Inequality	137	70	14	53	4	8	15	51	11	122	26	27	56	50	129
	14%	17%	13%	12%	10%	12%	9%	18%f	23%f	15%	12%f	22%	18%	15%	13%
Privatisation	10	6	1	3	-	-	-	6	-	10	-	1	7	1	11
	1%	1%	1%	1%	-	-	-	2%j	-	1%	-	1%	2%	*	1%
Public services in general	51	32	7	13	1	4	8	20	6	43	14	5	28	16	47
	5%	7%c	7%	3%	2%	7%	5%	7%	12%	5%	7%	4%	9%	5%	5%

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

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UNWEIGHTED BASE	973	366	99	508	49	58	168	279	43	805	211	141	289	290	973
WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Race relations/ Immigration/ Immigrants	258 26%	101 24%	30 27%	128 29%	12 27%	19 31%	53 33%gi	57 21%	12 24%	205 25%g	65 31%g	33 26%	80 25%	69 21%	264 27%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	3 1%	4 4%a	7 2%	- -	1 1%	- -	2 1%	2 3%f	14 2%	2 1%	3 3%	3 1%	1 *	14 1%
Taxation	37 4%	22 5%c	5 4%	11 2%	1 2%	3 5%	7 5%	13 5%	3 7%	30 4%	11 5%	1 1%	16 5%	17 5%	33 3%
Trade unions/ Strikes	1 *	- -	- -	1 *	- -	- -	1 1%i	- -	- -	- -	1 1%i	1 1%	- -	1 *	1 *
Transport/Public transport	28 3%	15 4%	2 2%	10 2%	- -	1 2%	3 2%	11 4%	2 4%	25 3%	5 2%	4 3%	7 2%	12 4%	28 3%
Unemployment/ Factory closure/ Lack of industry	267 27%	125 29%	28 25%	115 26%	21 47%ab c	21 35%	32 20%	99 35%fh ij	8 17%	235 29%fj	40 19%	37 30%	70 22%	91 28%	258 27%
Other	35 4%	18 4%	2 1%	16 4%	1 3%	2 3%	7 4%	12 4%	1 2%	28 3%	8 4%	4 3%	14 5%	9 3%	36 4%
MEAN NUMBER OF MENTIONS	2.96	3.10c d	2.97	2.82	2.50 d	3.32c	2.94	3.16i	3.32	2.96	3.03	2.76	3.21l	2.98	2.93
STANDARD ERROR	0.05	0.09	0.17	0.07	0.14	0.21	0.12	0.12	0.30	0.06	0.11	0.11	0.11	0.10	0.05

ERROR VARIANCE * 0.01 0.03 0.01 0.02 0.04 0.01 0.01 0.09 * 0.01 0.01 0.01 0.01 *

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

Respondent type : GB Adults 18+
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		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	976	424	109*	443	44*	61*	160	279	48*	816	208	123	313	322	973
	100%	43%	11%*	45%	4%*	6%*	16%	29%	5%*	84%	21%	13%	32%	33%	100%
Don't know	123	45	10	69	8	5	11	28	5	112	16	16	24	44	130
	13%	11%	9%	16%a	18%	8%	7%	10%	11%	14%fgj	8%	13%	8%	14%	13%
No answer	8	5	1	2	-	-	-	2	-	8	-	2	3	1	7
	1%	1%	1%	1%	-	-	-	1%	-	1%	-	1%	1%	*	1%

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

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /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	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Ageing population/ Social care for the elderly	43 4%	18 4%	12 6%	7 5%	9 3%	2 2%	8 6%	16 6%h	15 3%	12 8%h	38 4%	5 5%	9 5%	17 5%	1 11%	16 4%	41 4%
AIDS	5 1%	1 *	2 1%a	1 1%	- -	- -	- -	1 1%	3 1%	1 *	2 *	3 3%j	1 1%	3 1%	- -	1 *	4 *
Animal welfare	9 1%	6 1%	1 1%	- -	3 1%	- -	4 3%	2 1%	6 1%	2 1%	9 1%	- -	3 2%	4 1%	- -	2 *	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 *	- -	- -	- -	- -	- -	- -	2 *	1 1%	3 *	- -	- -	1 *	- -	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	92 9%	49 10%	22 12%f	11 8%	35 14%f	18 20%acf	8 6%	23 8%	52 9%	17 11%	90 10%k	2 2%	5 3%	41 11%l	1 11%	45 10%l	95 10%
Countryside/Rural life	10 1%	8 2%	1 1%	1 1%	3 1%	5 5%abd	1 1%	6 1%	3 2%	10 1%	- -	2 1%	5 1%	- -	4 1%	10 1%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	63 13%	35 19%ad	132 100%abde ef	29 11%	9 10%	19 13%	43 16%	76 14%	14 9%	107 12%	23 22%j	23 14%	52 14%	1 8%	57 13%	134 14%
Defence/Foreign affairs/ International terrorism	90 9%	57 11%	18 10%	9 7%	28 11%	90 100%abcd f	9 7%	24 9%	51 9%	15 10%	86 10%	4 4%	8 5%	38 10%	- -	44 10%	85 9%
Drug abuse	42 4%	16 3%	8 4%	24 18%abde f	9 3%	2 2%	11 8%ad	12 4%	26 5%	4 2%	34 4%	8 7%	11 7%	14 4%	- -	17 4%	39 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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UNWEIGHTED BASE	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Economy/Economic situation	505 52%	505 100%bcd	91 50%	63 48%	132 51%	57 63%bcd	87 63%bcd	130 47%	293 53%	83 56%	458 53%	46 43%	83 51%	208 57%o	6 54%	208 47%	503 52%
Education/Schools	139 14%	87 17%cd	57 31%acd	19 14%	28 11%	9 10%	139 100%abc	32 12%	83 15%	24 16%	127 15%	10 10%	42 26%mo	49 14%	2 18%	45 10%	130 13%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	2 1%h	2 *	- -	- -	- -	2 14%	- -	1 *
Housing	106 11%	38 8%	25 14%ad	20 15%ad	21 8%	6 6%	12 9%	31 11%	62 11%	14 9%	88 10%	19 17%j	20 12%	39 11%	- -	48 11%	103 11%
Inflation/Prices	131 13%	60 12%cd	23 13%cd	29 22%abdf	16 6%	10 12%	15 11%	44 16%	70 13%	18 12%	102 12%	28 26%j	17 11%	61 17%	- -	53 12%	128 13%
Local government/ Council tax	32 3%	13 3%	8 4%	6 5%	4 2%	5 5%	7 5%	11 4%	16 3%	5 3%	30 3%	3 3%	4 3%	6 2%	- -	22 5% ^m	36 4%
Low pay/Minimum wage/Fair wages	74 8%	38 7%	11 6%	22 17%abde	16 6%	3 4%	12 8%	15 5%	44 8%	15 10%	63 7%	11 10%	11 7%	28 8%	- -	35 8%	76 8%
Morality/ Individual behaviour/ Lifestyle	67 7%	34 7% ^d	11 6%	10 8% ^d	8 3%	6 7%	5 3%	22 8%	32 6%	13 9%	59 7%	8 7%	12 7%	26 7%	4 30%	25 6%	63 6%
National health service/Hospitals/ Healthcare	181 19%	91 18%	181 100%acd	35 27%a	49 19%	18 20%	57 41%acd	37 14%	104 19%	40 27%gh	164 19%	17 16%	44 27%mo	56 15%	1 8%	81 18%	186 19%

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UNWEIGHTED BASE	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
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	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Nationalisation/ Government control of institutions	8 1%	4 1%	- -	- -	2 1%	1 1%	1 1%	4 1%	2 *	2 2%	8 1%	- -	- -	2 1%	- -	6 1%	9 1%
Northern Ireland	3 *	2 *	- -	- -	- -	- -	- -	- -	3 1%	- -	3 *	- -	- -	2 1%	- -	1 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	4 1%	2 1%	- -	- -	1 1%	2 1%	3 1%	1 *	3 2%h	7 1%	- -	2 1%	2 1%	- -	3 1%	7 1%
Pensions/Social security/Benefits	102 11%	55 11%	32 18%ac	11 8%	32 12%	10 11%	23 16%c	21 8%	58 11%	24 16%g	97 11%	6 5%	27 17%mo	31 8%	3 22%	42 10%	103 11%
Petrol prices/Fuel	42 4%	23 5%	10 5%	13 10%ad	8 3%	3 3%	11 8%	7 3%	23 4%	12 8%g	37 4%	5 5%	5 3%	16 4%	- -	21 5%	41 4%
Pollution/ Environment	40 4%	28 6% d	10 5%	3 2%	6 2%	5 6%	12 9% cd	10 4%	22 4%	8 6%	37 4%	3 3%	9 5%	17 5%	- -	14 3%	38 4%
Population levels/ Overpopulation	37 4%	16 3%	10 6%	2 2%	12 4%	1 2%	6 4%	7 3%	20 4%	10 7%	33 4%	3 2%	7 4%	11 3%	2 14%	17 4%	37 4%
Pound/Exchange rate/Value of pound	13 1%	5 1%	2 1%	4 3% ad	1 1%	3 3%	2 2%	5 2%	4 1%	4 3% h	12 1%	1 1%	2 2%	4 1%	- -	7 2%	13 1%
Poverty/Inequality	137 14%	55 11%	22 12%	21 16% d	19 8%	6 7%	22 16% d	44 16%	76 14%	17 11%	123 14%	14 13%	31 19% o	48 13%	6 52%	52 12%	129 13%
Privatisation	10 1%	5 1%	6 3% a	3 2%	3 1%	1 1%	2 1%	6 2%	3 1%	1 1%	9 1%	1 1%	5 3% mo	2 1%	- -	3 1%	11 1%

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	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
Public services in general	51 5%	24 5%	16 9% ^{ad}	8 6%	10 4%	6 7%	15 11% ^{ad}	24 9% ^h	21 4%	7 5%	45 5%	6 5%	17 11% ^o	20 6% ^o	3 22%	11 3%	47 5%
Race relations/ Immigration/ Immigrants	258 26%	132 26%	49 27%	29 22%	258 100% ^{abc} ef	28 31%	28 20%	42 15%	181 33% ^{gi}	35 24%	245 28% ^{ak}	13 12%	33 20%	96 26%	1 8%	128 29% ^l	264 27%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	7 1%	4 2%	- -	2 1%	1 1%	2 1%	8 3% ^h	1 *	6 4% ^h	14 2%	- -	1 1%	4 1%	1 11%	7 2%	14 1%
Taxation	37 4%	18 4%	7 4%	4 3%	9 3%	5 6%	7 5%	12 4%	24 4%	2 1%	28 3%	9 8% ^j	9 5% ^o	20 6% ^o	- -	9 2%	33 3%
Trade unions/ Strikes	1 *	- -	- -	1 1% ^a	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *
Transport/Public transport	28 3%	13 3%	14 8% ^{ad}	6 4%	5 2%	4 5%	9 7% ^{ad}	10 4%	13 2%	5 3%	22 3%	6 6%	5 3%	13 3%	- -	10 2%	28 3%
Unemployment/ Factory closure/ Lack of industry	267 27%	131 26% ^e	49 27% ^e	34 26% ^e	64 25% ^e	13 14%	40 29% ^e	81 30%	155 28%	31 21%	228 26%	39 37% ^j	49 30%	103 28%	3 26%	113 26%	258 27%
Other	35 4%	11 2%	6 4% ^c	- -	10 4% ^c	4 4% ^c	5 4% ^c	12 4%	20 4%	3 2%	34 4%	1 1%	4 3%	15 4%	3 23%	13 3%	36 4%
MEAN NUMBER OF MENTIONS	2.96	3.27	4.11 ^{ad}	4.04 ^{ad}	3.29	3.75 ^{ad}	4.20 ^{ad}	2.83	2.97	3.16	2.96	2.96	3.20 ^o	3.02	3.33	2.81	2.93
STANDARD ERROR	0.05	0.08	0.16	0.19	0.11	0.25	0.22	0.09	0.07	0.18	0.06	0.17	0.17	0.08	0.57	0.07	0.05

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

Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
 Number of sample points : 152
 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 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY (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	973	503	186	134	264	85	130	269	557	147	870	100	147	314	8	504	973
WEIGHTED BASE	976	505	181	132	258	90*	139	274	553	149	867	106*	162	364	12**	438	973
	100%	52%	19%	14%	26%	9%*	14%	28%	57%	15%	89%	11%*	17%	37%	1%**	45%	100%
ERROR VARIANCE	*	0.01	0.03	0.03	0.01	0.06	0.05	0.01	*	0.03	*	0.03	0.03	0.01	0.32	0.01	*
Don't know	123	29	-	3	17	2	1	35	71	18	102	21	15	40	-	68	130
	13%	6% ^{bf}	-	2%	7% ^{bf}	2% ^b	1%	13%	13%	12%	12%	20% ^j	9%	11%	-	16%	13%
No answer	8	5	-	-	2	-	-	4	2	2	8	-	4	2	-	2	7
	1%	1%	-	-	2% ^d	-	-	2%	*	1%	1%	-	2%	1%	-	1%	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 8th - 11th February 2013
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ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
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BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	973	7	28	38	10	34	23	70	15	92	35	12	45	18	1	609	101	266	91	133	973
WEIGHTED BASE	976	9**	26**	37*	11**	34*	22**	66*	14**	94*	33*	10**	49*	17**	1**	617	100*	262	87*	132	973
	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Ageing population/ Social care for the elderly	43 4%	1	1	5	1	4	1	4	-	5	2	1	5	3	-	23	9	14	5	6	41
AIDS	5 1%	-	-	-	-	-	-	1	-	1	-	-	-	-	-	3	-	3	1	1	4
Animal welfare	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-	-	-	9
Bird flu/Pandemic flu/Swine flu	3 *	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	-	2	2	-	2
Common Market/EU/ Europe/Euro/ Constitution	92 9%	2	11	5	1	5	8	6	1	2	1	1	6	1	-	52	19	21	14	3	95
Countryside/Rural life	10 1%	1	1	2	1	1	1	3	-	1	1	1	1	1	-	6	2	3	3	1	10
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	1	7	5	1	4	2	9	5	18	5	2	10	3	1	77	14	43	10	24	134
Defence/Foreign affairs/ International terrorism	90 9%	3	4	5	3	7	2	8	-	6	2	1	2	2	-	61	11	17	9	7	85
Drug abuse	42 4%	1	1	3	1	1	1	6	5	9	1	2	1	1	-	22	3	17	6	11	39

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 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

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UNWEIGHTED BASE	973	7	28	38	10	34	23	70	15	92	35	12	45	18	1	609	101	266	91	133	973
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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Economy/Economic situation	505	6	17	23	7	23	11	35	9	39	12	5	21	11	1	323	61	120	45	54	503
	52%	68%	66%	63%ij	64%	68%ij	51%	53%	64%	41%	37%	48%	43%	66%	100%	52%	61%qs	46%	52%	41%	52%
Education/Schools	139	-	2	9	4	7	1	13	2	13	4	1	5	4	-	84	17	35	13	18	130
	14%	-	7%	26%	34%	21%	4%	20%	14%	14%	12%	8%	10%	26%	-	14%	17%	13%	15%	13%	13%
Foot and mouth outbreak/Farming crisis	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Housing	106	1	3	5	1	5	1	1	1	13	8	2	13	2	-	64	12	32	1	20	103
	11%	8%	13%	14%g	6%	14%g	3%	2%	7%	13%g	24%go	23%	27%go	13%	-	10%g	12%r	12%r	2%	15%r	11%
Inflation/Prices	131	2	2	5	5	2	3	3	4	20	7	2	13	3	-	75	12	46	5	26	128
	13%	20%	7%	13%	42%	7%	12%	4%	29%	21%go	22%g	22%	26%eg	15%	-	12%g	12%	17%r	6%	20%r	13%
Local government/Council tax	32	1	1	2	1	1	1	4	2	6	4	2	1	1	-	13	2	16	5	11	36
	3%	8%	3%	6%	6%	4%	7%	7%o	11%	6%o	12%o	15%	3%	4%	-	2%	2%	6%	6%	8%	4%
Low pay/Minimum wage/Fair wages	74	-	-	3	-	1	-	4	6	13	4	1	5	4	-	40	4	29	4	19	76
	8%	-	-	9%	-	4%	-	6%	43%	14%o	12%	8%	9%	22%	-	6%	5%	11%r	5%	14%pr	8%
Morality/Individual behaviour/Lifestyle	67	1	4	4	1	4	3	4	-	4	3	1	3	2	-	43	9	17	7	7	63
	7%	8%	14%	10%	6%	13%	16%	6%	-	5%	10%	7%	6%	12%	-	7%	9%	6%	8%	5%	6%
National health service/Hospitals/Healthcare	181	1	5	9	-	3	6	15	2	16	10	1	9	2	-	103	17	54	21	26	186
	19%	11%	18%	24%	-	10%	27%	23%	13%	17%	31%eo	13%	17%	12%	-	17%	17%	21%	24%	20%	19%

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

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Nationalisation/ Government control of institutions	8 1%	-	-	-	-	-	-	1	-	1	-	-	-	-	-	7	-	1	1	1	9
Northern Ireland	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	3
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	-	-	-	-	-	-	-	-	3	-	-	1	-	-	4	-	3	-	3	7
Pensions/Social security/Benefits	102 11%	1	2	5	1	4	1	10	1	15	5	1	1	2	-	63	10	29	10	19	103
Petrol prices/Fuel	42 4%	1	1	1	1	1	2	2	1	8	2	2	1	2	-	26	1	15	4	10	41
Pollution/ Environment	40 4%	2	-	5	1	3	1	1	-	2	-	-	2	4	-	24	8	11	2	2	38
Population levels/ Overpopulation	37 4%	-	2	2	2	-	4	5	-	5	1	-	-	1	-	18	6	15	8	6	37
Pound/Exchange rate/Value of pound	13 1%	-	2	2	2	-	-	1	-	2	1	1	-	-	-	7	2	3	1	3	13
Poverty/Inequality	137 14%	4	2	10	2	3	2	5	1	10	3	-	6	5	-	91	20	29	7	12	129
		41%	7%	27%gi	17%	9%	8%	8%	7%	11%	8%	-	12%	32%	-	15%	20%qr	11%	8%	9%	13%

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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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
Privatisation	10	-	-	3	-	2	-	1	1	3	-	-	1	-	-	2	5	5	1	3	11
	1%	-	-	7%o	-	7%o	-	2%o	4%	3%o	-	-	3%o	-	-	*	5%	2%	2%	3%	1%
Public services in general	51	1	4	6	1	5	2	4	-	5	4	1	5	2	-	25	13	18	6	9	47
	5%	8%	14%	15%o	6%	15%o	9%	7%	-	5%	14%o	7%	11%	9%	-	4%	13%	7%	6%	7%	5%
Race relations/Immigration/Immigrants	258	1	10	5	2	4	11	29	5	38	8	3	6	2	-	153	21	86	40	47	264
	26%	12%	37%	13%	14%	10%	51%	43%ce	39%	40%ce	23%	26%	13%	11%	-	25%	21%	33%p	46%pq	35%p	27%
Scottish/Welsh assembly/Devolution/Constitutional reform	14	-	-	1	-	-	-	1	-	1	-	-	2	-	-	10	1	3	1	1	14
	1%	-	-	2%	-	-	-	1%	-	1%	-	-	3%	-	-	2%	1%	1%	1%	1%	1%
Taxation	37	-	3	3	3	1	1	2	-	2	1	-	7	-	-	22	6	10	2	3	33
	4%	-	13%	8%	24%	4%	3%	3%	-	3%	2%	-	14%gio	-	-	4%	6%	4%	3%	2%	3%
Trade unions/Strikes	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	*	-	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
Transport/Public transport	28	2	1	3	2	1	1	3	-	5	2	1	2	2	-	14	6	8	3	5	28
	3%	19%	4%	8%o	16%	2%	3%	5%	-	5%	6%	7%	5%	13%	-	2%	6%	3%	4%	3%	3%
Unemployment/Factory closure/Lack of industry	267	1	1	10	2	5	4	18	6	30	13	4	16	5	-	172	15	81	21	46	258
	27%	13%	3%	27%	18%	15%	16%	27%	41%	31%	39%e	38%	33%	31%	-	28%	15%	31%p	24%	35%p	27%
Other	35	1	1	6	1	3	2	-	-	-	1	-	1	2	-	21	11	7	2	1	36
	4%	12%	4%	17%gil	9%	9%gi	8%	-	-	-	3%	-	3%	14%	-	3%	11%qrs	3%	2%	1%	4%

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ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	100%	1%**	3%**	4%*	1%**	3%*	2%**	7%*	1%**	10%*	3%*	1%**	5%*	2%**	***	63%	10%*	27%	9%*	14%	100%
MEAN NUMBER OF MENTIONS	2.96	3.53	3.37	3.99o	3.79	3.15	3.25	3.17	3.99	3.27o	3.25	3.45	3.10	4.04	2.00	2.84	3.25	3.15	3.12	3.20	2.93
STANDARD ERROR	0.05	1.27	0.39	0.54	0.93	0.37	0.46	0.22	0.73	0.23	0.36	0.98	0.28	0.69	-	0.06	0.23	0.11	0.18	0.18	0.05
ERROR VARIANCE	*	1.62	0.15	0.29	0.87	0.13	0.22	0.05	0.53	0.05	0.13	0.96	0.08	0.48	-	*	0.05	0.01	0.03	0.03	*
Don't know	123	-	1	1	-	5	1	9	3	15	3	2	5	1	-	83	6	33	10	20	130
	13%	-	3%	1%	-	14%	5%	13%	23%	16% ^c	10%	15%	10%	5%	-	13% ^c	6%	13%	11%	15% ^p	13%
No answer	8	-	-	-	-	-	-	1	1	-	-	-	-	-	-	5	-	2	1	1	7
	1%	-	-	-	-	-	-	1%	6%	-	-	-	-	-	-	1%	-	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	973	158	119	187	131	219	159	973
WEIGHTED BASE	976	150	146	189	146	189	155	973
	100%	15%	15%	19%	15%	19%	16%	100%
Ageing population/ Social care for the elderly	43 4%	4 3%	2 1%	16 9%	5 3%	8 4%	8 5%	41 4%
AIDS	5 1%	- -	2 1%	1 1%	1 1%	1 *	- -	4 *
Animal welfare	9 1%	1 1%	1 1%	3 2%	2 2%	2 1%	- -	9 1%
Bird flu/Pandemic flu/Swine flu	3 *	- -	- -	- -	1 1%	- -	2 1%	2 *
Common Market/EU/ Europe/Euro/ Constitution	92 9%	6 4%	6 4%	14 7%	11 8%	41 22%	13 9%	95 10%
Countryside/Rural life	10 1%	- -	- -	3 2%	2 1%	2 1%	3 2%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	132 14%	24 16%	21 14%	21 11%	26 18%	21 11%	20 13%	134 14%
Defence/Foreign affairs/ International terrorism	90 9%	14 10%	2 2%	24 13%	11 7%	20 10%	18 12%	85 9%
Drug abuse	42 4%	1 *	11 7%	8 4%	14 10%	2 1%	6 4%	39 4%
Economy/Economic situation	505 52%	76 51%	68 47%	120 63%	65 45%	116 61%	60 39%	503 52%
Education/Schools	139 14%	24 16%	14 10%	51 27%	13 9%	27 14%	9 6%	130 13%

Respondent type : GB Adults 18+
Fieldwork dates : 8th - 11th February 2013
Number of sample points : 152
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 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	973	158	119	187	131	219	159	973
WEIGHTED BASE	976	150	146	189	146	189	155	973
	100%	15%	15%	19%	15%	19%	16%	100%
Foot and mouth outbreak/Farming crisis	2 *	2 1%	- -	- -	- -	- -	- -	1 *
Housing	106 11%	21 14%	28 19%	19 10%	18 12%	8 4%	14 9%	103 11%
Inflation/Prices	131 13%	23 15%	39 27%	16 9%	24 16%	12 6%	17 11%	128 13%
Local government/ Council tax	32 3%	3 2%	3 2%	6 3%	3 2%	5 3%	11 7%	36 4%
Low pay/Minimum wage/Fair wages	74 8%	12 8%	19 13%	11 6%	12 8%	7 3%	13 9%	76 8%
Morality/ Individual behaviour/ Lifestyle	67 7%	8 5%	9 6%	15 8%	7 5%	18 10%	9 6%	63 6%
National health service/Hospitals/ Healthcare	181 19%	27 18%	15 10%	48 25%	27 19%	39 21%	26 17%	186 19%
Nationalisation/ Government control of institutions	8 1%	- -	1 1%	- -	- -	4 2%	3 2%	9 1%
Northern Ireland	3 *	2 2%	1 1%	- -	- -	- -	- -	3 *
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	- -	- -	1 1%	3 2%	1 1%	2 1%	7 1%
Pensions/Social security/Benefits	102 11%	9 6%	16 11%	22 12%	15 10%	23 12%	17 11%	103 11%
Petrol prices/Fuel	42 4%	5 4%	10 7%	5 3%	7 5%	4 2%	11 7%	41 4%

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UNWEIGHTED BASE	973	158	119	187	131	219	159	973
WEIGHTED BASE	976	150	146	189	146	189	155	973
	100%	15%	15%	19%	15%	19%	16%	100%
Pollution/ Environment	40 4%	9 6%	2 1%	14 7%	4 3%	10 5%	2 1%	38 4%
Population levels/ Overpopulation	37 4%	4 3%	5 4%	5 2%	6 4%	9 5%	7 5%	37 4%
Pound/Exchange rate/Value of pound	13 1%	2 2%	1 1%	3 2%	3 2%	2 1%	1 1%	13 1%
Poverty/Inequality	137 14%	21 14%	28 19%	34 18%	17 12%	21 11%	16 10%	129 13%
Privatisation	10 1%	1 1%	1 1%	5 3%	- -	1 1%	1 1%	11 1%
Public services in general	51 5%	9 6%	3 2%	21 11%	11 7%	3 2%	4 3%	47 5%
Race relations/ Immigration/ Immigrants	258 26%	19 13%	28 19%	42 22%	42 29%	64 34%	63 41%	264 27%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	- -	4 3%	2 1%	- -	5 3%	3 2%	14 1%
Taxation	37 4%	7 5%	7 5%	8 4%	9 6%	6 3%	1 1%	33 3%
Trade unions/ Strikes	1 *	- -	- -	- -	1 1%	- -	- -	1 *
Transport/Public transport	28 3%	3 2%	7 5%	8 4%	4 2%	2 1%	4 2%	28 3%
Unemployment/ Factory closure/ Lack of industry	267 27%	44 30%	48 33%	42 22%	48 33%	40 21%	45 29%	258 27%

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ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	973	158	119	187	131	219	159	973
WEIGHTED BASE	976	150	146	189	146	189	155	973
	100%	15%	15%	19%	15%	19%	16%	100%
Other	35	2	1	6	6	16	4	36
	4%	2%	1%	3%	4%	8%	3%	4%
MEAN NUMBER OF MENTIONS	2.96	2.75	2.89	3.25	3.03	2.92	2.86	2.93
STANDARD ERROR	0.05	0.09	0.14	0.16	0.16	0.09	0.13	0.05
ERROR VARIANCE	*	0.01	0.02	0.03	0.03	0.01	0.02	*
Don't know	123	23	18	20	22	15	25	130
	13%	16%	12%	10%	15%	8%	16%	13%
No answer	8	3	-	1	-	2	2	7
	1%	2%	-	1%	-	1%	2%	1%

Respondent type : GB Adults 18+
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	23	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973