

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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	959	481	478	127	142	164	129	156	241	269	293	397	433	526	175	303	225	256	478	481	959
WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	8 1%	4 1%	5 1%	- -	1 1%	1 1%	2 1%	2 2%	2 1%	1 1%	3 1%	4 1%	3 1%	6 1%	2 1%	2 1%	3 1%	1 *	5 1%	4 1%	7 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	4 *	2 *	2 *	-	-	4 2%	-	-	-	-	4 1%	-	4 1%	-	-	-	-	4 2%	-	4 1%	3 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	9 2%	2 *	1 1%	1 1%	-	-	-	9 4%	2 1%	-	9 3%	2 1%	9 2%	4 2%	4 1%	2 1%	1 1%	8 2%	3 1%	12 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	14 3%	22 5%	6 5%	6 4%	3 2%	3 2%	8 6%	10 5%	12 4%	6 2%	18 5%	15 3%	21 4%	2 1%	14 5%	9 4%	11 5%	16 3%	20 5%	43 4%
Defence/Foreign affairs/ International terrorism	13 1%	4 1%	10 2%	4 3%	1 1%	4 2%	-	1 1%	3 2%	5 2%	4 1%	5 1%	9 2%	5 1%	3 1%	5 2%	2 1%	4 2%	7 1%	6 1%	13 1%
Drug abuse	7 1%	2 *	5 1%	1 1%	-	1 *	1 *	2 1%	3 2%	1 *	1 *	5 1%	2 *	6 1%	3 1%	1 1%	1 1%	1 1%	4 1%	3 1%	10 1%
Economy/Economic situation	354 37%	191 41%	162 34%	35 27%	54 35%	73 45%	73 44%	56 41%	62 31%	90 31%	147 44%	118 35%	163 36%	191 38%	134 54%	99 37%	69 34%	51 22%	234 45%	120 28%	323 34%
Education/Schools	22 2%	9 2%	12 3%	3 2%	6 4%	5 3%	6 3%	1 1%	1 *	9 3%	11 3%	2 *	14 3%	7 1%	8 3%	6 2%	3 2%	5 2%	13 3%	8 2%	19 2%

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
Source : Ipsos MORI (JN Q218)

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



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WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Foot and mouth outbreak/Farming crisis	2	2	-	-	1	-	-	-	1	1	-	1	1	1	-	1	-	1	1	1	2
	*	*	-	-	1%	-	-	-	*	*	-	*	*	*	-	*	-	*	*	*	*
Housing	26	15	11	4	2	8	6	4	2	6	13	6	14	12	6	6	7	7	12	14	27
	3%	3%	2%	3%	1%	5%	3%	3%	1%	2%	4%	2%	3%	2%	2%	2%	3%	3%	2%	3%	3%
Inflation/Prices	38	12	27	6	8	5	4	4	11	15	9	15	19	19	4	10	11	13	14	25	44
	4%	3%	6%	5%	5%	3%	2%	3%	6%	5%	3%	5%	4%	4%	2%	4%	6%	6%	3%	6%	5%
Local government/ Council tax	6	4	2	1	1	1	2	1	1	1	3	2	2	4	-	4	-	2	4	2	9
	1%	1%	*	*	*	*	1%	1%	1%	*	1%	1%	*	1%	-	1%	-	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	10	4	6	4	1	2	2	1	1	5	3	2	6	3	-	*	5	5	*	9	11
	1%	1%	1%	3%	1%	1%	1%	*	1%	2%	1%	*	1%	1%	-	*	2%	2%	*	2%	1%
Morality/ Individual behaviour/ Lifestyle	12	4	7	1	3	1	2	4	1	3	3	5	4	7	3	6	2	1	8	3	13
	1%	1%	2%	*	2%	1%	1%	3%	*	1%	1%	2%	1%	1%	1%	2%	1%	*	2%	1%	1%
National health service/Hospitals/ Healthcare	36	15	21	2	8	5	3	7	11	10	8	18	14	21	10	10	6	10	20	16	33
	4%	3%	4%	1%	5%	3%	2%	5%	6%	3%	2%	5%	3%	4%	4%	4%	3%	4%	4%	4%	3%
Nationalisation/ Government control of institutions	3	2	1	-	-	-	1	-	2	-	1	2	-	3	-	-	-	3	-	3	4
	*	*	*	-	-	-	1%	-	1%	-	*	1%	-	1%	-	-	-	1%	-	1%	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	14	5	9	1	1	3	1	3	5	2	4	8	5	9	1	5	2	7	6	8	17
	1%	1%	2%	1%	1%	2%	*	2%	3%	1%	1%	2%	1%	2%	*	2%	1%	3%	1%	2%	2%
Petrol prices/Fuel	4	1	3	1	-	-	-	1	2	1	-	3	1	3	2	-	2	-	2	2	4
	*	*	1%	1%	-	-	-	1%	1%	*	-	1%	*	1%	1%	-	1%	-	*	*	*

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%	
Pollution/ Environment	2 *	2 *	1 *	- *	1 *	- *	- *	1 1%	1 *	1 *	- *	2 *	1 *	2 *	- *	1 1%	1 *	- *	1 *	1 *	3 *	
Population levels/ Overpopulation	13 1%	9 2%	4 1%	- *	3 2%	- *	3 2%	5 3%	3 2%	3 1%	3 1%	8 2%	3 1%	11 2%	7 3%	1 *	2 1%	3 1%	8 2%	5 1%	14 1%	
Pound/Exchange rate/Value of pound	3 *	3 1%	- *	1 1%	- *	- *	2 1%	- *	- *	1 *	2 *	- *	1 *	2 *	3 1%	- *	- *	- *	3 1%	- *	2 *	
Poverty/Inequality	38 4%	14 3%	25 5%	6 5%	2 1%	14 8%	4 2%	4 3%	8 4%	8 3%	18 5%	12 4%	22 5%	16 3%	10 4%	13 5%	6 3%	9 4%	23 4%	15 3%	38 4%	
Privatisation	1 *	1 *	- *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	1 *	
Public services in general	8 1%	3 1%	5 1%	- *	- *	- *	4 2%	2 2%	2 1%	- *	4 1%	4 1%	- *	8 2%	2 1%	3 1%	1 *	1 1%	6 1%	2 *	8 1%	
Race relations/ Immigration/ Immigrants	68 7%	36 8%	32 7%	8 6%	6 4%	6 4%	14 9%	11 8%	23 12%	14 5%	20 6%	34 10%	20 4%	48 10%	9 4%	13 5%	24 11%	22 10%	22 4%	46 11%	75 8%	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 *	4 1%	1 *	1 1%	2 1%	- *	- *	- *	2 1%	3 1%	- *	2 1%	3 1%	2 *	- *	3 1%	* *	1 *	3 1%	1 *	5 1%	
Taxation	4 *	3 1%	1 *	* *	2 2%	- *	1 1%	- *	- *	3 1%	1 *	- *	3 1%	1 *	- *	2 1%	2 1%	- *	2 *	2 1%	4 *	
Trade unions/ Strikes	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Transport/Public transport	4 *	3 1%	1 *	1 *	3 2%	- *	- *	1 *	- *	3 1%	- *	1 *	3 1%	1 *	- *	2 1%	- *	3 1%	2 *	3 1%	5 1%	
Unemployment/ Factory closure/ Lack of industry	150 16%	77 16%	73 15%	32 25%	32 20%	25 15%	25 15%	17 12%	19 10%	64 22%	50 15%	36 11%	89 20%	61 12%	29 12%	44 17%	30 15%	46 20%	74 14%	77 18%	158 16%	

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Other	12	8	4	-	2	2	3	1	4	2	5	5	4	8	4	3	4	1	8	4	13
	1%	2%	1%	-	2%	1%	2%	*	2%	1%	1%	1%	1%	2%	2%	1%	2%	*	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	1.00	1.00	1.00
Don't know	39	12	27	12	8	4	5	2	8	20	9	10	24	15	2	10	10	16	12	27	39
	4%	3%	6%	9%	5%	3%	3%	2%	4%	7%	3%	3%	5%	3%	1%	4%	5%	7%	2%	6%	4%

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ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Ageing population/ Social care for the elderly	8 1%	8 1%	-	-	3 1%	3 1%	1 *	1 *	5 1%	1 1%	3 1%	2 1%	4 1%	1 *	-	3 1%	6 1%	7 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	4 *	2 *	-	1 2%	2 1%	1 *	-	-	2 1%	-	-	-	3 1%	-	1 *	-	3 1%	3 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	10 1%	-	1 1%	3 1%	2 1%	-	-	8 2%	1 1%	5 2%	5 3%	8 3%	2 1%	1 1%	-	10 2%	12 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	32 4%	2 3%	2 3%	17 5%	14 6%	5 2%	3 1%	14 4%	7 6%	12 4%	5 3%	12 4%	7 2%	10 8%	7 4%	19 3%	43 4%
Defence/Foreign affairs/ International terrorism	13 1%	12 2%	1 2%	-	5 2%	5 2%	5 2%	4 2%	3 1%	-	1 *	1 1%	5 1%	3 1%	1 1%	5 3%	8 1%	13 1%
Drug abuse	7 1%	6 1%	-	1 2%	3 1%	2 1%	3 1%	3 1%	2 *	2 1%	2 1%	-	3 1%	2 1%	1 1%	1 *	5 1%	10 1%
Economy/Economic situation	354 37%	308 38%	17 33%	28 36%	110 34%	82 34%	97 35%	80 35%	147 42%	46 37%	106 40%	60 42%	113 35%	158 50%	31 24%	50 28%	271 43%	323 34%
Education/Schools	22 2%	21 2%	-	1 1%	14 4%	13 5%	-	-	8 2%	1 1%	5 2%	4 3%	5 2%	10 3%	2 2%	5 3%	15 2%	19 2%

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	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Foot and mouth outbreak/Farming crisis	2*	2*	-	-	-	-	2	2	-	-	-	-	1*	1*	-	-	2*	2*
Housing	26	23	1	2	7	5	3	2	16	8	14	6	3	8	3	11	11	27
	3%	3%	2%	3%	2%	2%	1%	1%	5%	7%	5%	4%	1%	2%	3%	6%	2%	3%
Inflation/Prices	38	34	2	3	12	10	11	9	15	6	15	9	11	9	8	10	20	44
	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	6%	6%	3%	3%	6%	6%	3%	5%
Local government/Council tax	6	4	-	2	4	2	1	2	2	2	-	-	3	-	2	1	3	9
	1%	*	-	3%	1%	1%	*	*	1%	1%	-	-	1%	-	2%	*	*	1%
Low pay/Minimum wage/Fair wages	10	9	1	-	2	2	5	4	3	2	3	1	2	1	-	7	2	11
	1%	1%	3%	-	1%	1%	2%	2%	1%	1%	1%	1%	1%	*	-	4%	*	1%
Morality/Individual behaviour/Lifestyle	12	12	-	-	1	1	3	3	8	3	8	5	4	5	1	3	8	13
	1%	1%	-	-	*	1%	1%	1%	2%	2%	3%	4%	1%	1%	1%	1%	1%	1%
National health service/Hospitals/Healthcare	36	31	3	1	12	12	10	7	13	3	8	5	12	14	5	5	26	33
	4%	4%	7%	1%	4%	5%	4%	3%	4%	2%	3%	4%	4%	4%	4%	3%	4%	3%
Nationalisation/Government control of institutions	3	-	-	3	3	-	-	-	-	-	-	-	1	-	2	-	1	4
	*	-	-	4%	1%	-	-	-	-	-	-	-	*	-	1%	-	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	14	11	1	1	5	4	4	3	5	-	4	4	6	2	3	4	7	17
	1%	1%	2%	2%	2%	2%	1%	1%	1%	-	1%	3%	2%	1%	2%	2%	1%	2%

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UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Petrol prices/Fuel	4 *	2 *	- -	2 2%	4 1%	2 1%	- -	- -	- -	- -	- -	- -	1 *	2 1%	- -	1 1%	3 *	4 *
Pollution/ Environment	2 *	2 *	- -	- *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 1%	2 1%	- -	- -	1 *	2 *	3 *
Population levels/ Overpopulation	13 1%	13 2%	- -	- -	3 1%	3 1%	6 2%	6 3%	4 1%	3 2%	4 2%	1 1%	6 2%	5 1%	2 1%	1 1%	11 2%	14 1%
Pound/Exchange rate/Value of pound	3 *	3 *	- -	- -	- -	- -	1 *	1 1%	2 *	2 1%	2 1%	- -	2 1%	- -	1 1%	- -	2 *	2 *
Poverty/Inequality	38 4%	32 4%	3 6%	3 4%	14 4%	11 4%	8 3%	5 2%	16 5%	7 6%	9 3%	2 2%	6 2%	12 4%	8 6%	12 7%	18 3%	38 4%
Privatisation	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Public services in general	8 1%	8 1%	- -	- -	2 1%	2 1%	1 *	1 *	5 1%	2 2%	5 2%	3 2%	2 1%	4 1%	1 1%	1 *	6 1%	8 1%
Race relations/ Immigration/ Immigrants	68 7%	58 7%	5 11%	4 5%	21 7%	17 7%	30 11%	24 11%	17 5%	4 3%	13 5%	10 7%	30 10%	18 6%	16 12%	4 2%	48 8%	75 8%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 *	1 *	2 4%	2 3%	2 1%	- -	2 1%	- -	1 *	- -	1 *	1 1%	1 *	3 1%	* *	- -	4 1%	5 1%
Taxation	4 *	4 1%	- -	- -	1 *	1 1%	1 *	1 1%	2 *	* *	2 1%	1 1%	* *	1 *	- -	2 1%	2 *	4 *
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED		
UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Transport/Public transport	4*	4*	-	-	3	3	1*	1*	-	-	-	-	-	1*	1	2	1*	5
					1%	1%	*	*	-	-	-	-	-	*	1%	1%	*	1%
Unemployment/Factory closure/Lack of industry	150	125	10	15	50	35	61	50	40	19	34	15	52	44	17	32	96	158
	16%	15%	20%	19%	15%	14%	22%	22%	11%	15%	13%	11%	16%	14%	13%	18%	15%	16%
Other	12	9	2	1	2	1	9	6	1	-	1	1	7	2	1	2	8	13
	1%	1%	5%	1%	1%	1%	3%	3%	*	-	*	1%	2%	*	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	39	35	-	4	15	11	12	12	12	6	8	2	13	3	9	12	17	39
	4%	4%	-	5%	5%	5%	4%	5%	3%	5%	3%	2%	4%	1%	7%	7%	3%	4%

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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	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	959	353	83	523	55	34	120	311	45	839	165	123	183	279	959
WEIGHTED BASE	953	414	107	431	47	42	130	293	50	822	180	100	236	294	959
	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Ageing population/ Social care for the elderly	8 1%	5 1%	- -	4 1%	- -	- -	1 1%	1 *	- -	8 1%	1 *	- -	3 1%	3 1%	7 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	4 *	1 *	2 2%	1 *	1 1%	- -	- -	1 *	- -	4 *	- -	2 2%	- -	1 *	3 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	1 *	1 1%	9 2%	- -	- -	3 3%	2 1%	- -	8 1%	3 2%	1 1%	4 2%	1 *	12 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	13 3%	3 3%	20 5%	1 1%	2 5%	4 3%	15 5%	1 3%	32 4%	5 3%	5 5%	3 1%	7 2%	43 4%
Defence/Foreign affairs/ International terrorism	13 1%	3 1%	2 2%	8 2%	- -	- -	- -	5 2%	- -	13 2%	- -	1 1%	2 1%	5 2%	13 1%
Drug abuse	7 1%	1 *	- -	7 2%	* 1%	- -	1 1%	1 *	1 3%	6 1%	2 1%	2 2%	1 *	1 *	10 1%
Economy/Economic situation	354 37%	178 43%	48 44%	128 30%	12 26%	24 57%	62 48%	87 30%	26 52%	292 35%	88 49%	26 26%	116 49%	112 38%	323 34%
Education/Schools	22 2%	7 2%	7 7%	7 2%	2 4%	3 6%	1 1%	10 3%	- -	21 2%	1 1%	3 3%	11 5%	11 4%	19 2%

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
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	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Foot and mouth outbreak/Farming crisis	2*	1*	-	1*	-	-	1*	-	-	1*	1*	-	-	-	2*
Housing	26 3%	8 2%	7 7%	10 2%	-	2 5%	2 1%	10 3%	3 6%	24 3%	5 3%	2 2%	10 4%	9 3%	27 3%
Inflation/Prices	38 4%	12 3%	* *	26 6%	1 2%	-	4 3%	17 6%	-	35 4%	4 2%	6 6%	7 3%	17 6%	44 5%
Local government/Council tax	6 1%	3 1%	-	3 1%	-	-	-	3 1%	1 1%	6 1%	1*	1 1%	2 1%	3 1%	9 1%
Low pay/Minimum wage/Fair wages	10 1%	5 1%	2 2%	3 1%	1 3%	1 3%	-	6 2%	-	10 1%	-	2 2%	-	4 1%	11 1%
Morality/Individual behaviour/Lifestyle	12 1%	3 1%	1 1%	7 2%	1 1%	-	4 3%	1 *	-	8 1%	4 2%	3 3%	2 1%	3 1%	13 1%
National health service/Hospitals/Healthcare	36 4%	19 5%	1 1%	16 4%	-	-	5 4%	9 3%	3 5%	30 4%	8 4%	2 2%	9 4%	13 5%	33 3%
Nationalisation/Government control of institutions	3*	1*	-	2*	-	-	-	1*	-	3*	-	1*	-	-	4*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	14 1%	5 1%	3 2%	6 1%	-	-	2 1%	5 2%	1 2%	12 1%	3 2%	2 2%	2 1%	4 1%	17 2%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 3
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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
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	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Petrol prices/Fuel	4 *	-	-	4	1	-	-	2	-	4	-	-	-	-	4
				1%	2%	-	-	1%	-	*	-	-	-	-	*
Pollution/ Environment	2 *	1	-	2	-	-	-	1	-	2	-	1	1	-	3
		*	-	*	-	-	-	*	-	*	-	1%	*	-	*
Population levels/ Overpopulation	13 1%	3	1	9	1	1	4	1	1	9	5	2	3	2	14
		1%	1%	2%	1%	2%	3%	*	2%	1%	3%	2%	1%	1%	1%
Pound/Exchange rate/Value of pound	3 *	3	-	-	-	-	2	-	-	1	2	-	2	1	2
		1%	-	-	-	-	1%	-	-	*	1%	-	1%	*	*
Poverty/Inequality	38 4%	13	6	19	3	-	1	18	3	37	4	5	12	14	38
		3%	5%	4%	7%	-	1%	6%	5%	5%	2%	5%	5%	5%	4%
Privatisation	1 *	1	-	-	-	-	-	1	-	1	-	-	-	1	1
		*	-	-	-	-	-	*	-	*	-	-	-	*	*
Public services in general	8 1%	2	3	3	-	-	-	2	-	8	-	1	2	1	8
		1%	2%	1%	-	-	-	1%	-	1%	-	1%	1%	*	1%
Race relations/ Immigration/ Immigrants	68 7%	27	4	37	4	2	10	20	2	58	12	16	10	9	75
		6%	4%	9%	8%	5%	8%	7%	4%	7%	7%	16%	4%	3%	8%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 *	3	-	2	-	-	2	-	-	2	2	-	2	2	5
		1%	-	*	-	-	2%	-	-	*	1%	-	1%	1%	1%
Taxation	4 *	3	1	-	-	-	1	-	-	3	1	1	3	2	4
		1%	1%	-	-	-	1%	-	-	*	1%	1%	1%	1%	*
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
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WEIGHTED BASE	953	414	107	431	47	42	130	293	50	822	180	100	236	294	959
	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Transport/Public transport	4 *	2 1%	- -	2 *	- -	- -	- -	3 1%	- -	4 *	- -	1 1%	- -	1 *	5 1%
Unemployment/Factory closure/Lack of industry	150 16%	69 17%	12 11%	69 16%	20 43%	6 15%	16 12%	60 21%	4 9%	135 16%	20 11%	13 13%	29 12%	52 18%	158 16%
Other	12 1%	6 1%	1 1%	5 1%	- -	- -	2 2%	4 1%	1 2%	10 1%	3 2%	1 1%	2 1%	3 1%	13 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	39 4%	14 3%	2 2%	23 5%	- -	1 2%	3 2%	9 3%	3 6%	36 4%	6 3%	3 3%	- -	12 4%	39 4%

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ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSPITALS	CRIME	IMMIGRATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Ageing population/ Social care for the elderly	8 1%	4 1%	3 2%	2 1%	- -	- -	2 1%	3 1%	5 1%	1 1%	8 1%	- -	1 1%	3 1%	- -	4 1%	7 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	4 *	-	-	2 1%	-	-	-	1 *	-	3 2%	4 *	-	-	3 1%	-	1 *	3 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	3 1%	3 1%	1 1%	1 1%	1 2%	-	1 *	8 2%	2 1%	11 1%	1 1%	1 *	1 *	-	9 2%	12 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	8 1%	9 5%	36 22%	5 3%	2 3%	1 1%	15 5%	16 3%	4 3%	27 3%	8 8%	2 1%	12 4%	1 9%	20 5%	43 4%
Defence/Foreign affairs/ International terrorism	13 1%	2 *	5 2%	-	1 1%	13 26%	3 3%	5 2%	5 1%	3 2%	13 1%	1 1%	4 2%	2 1%	-	8 2%	13 1%
Drug abuse	7 1%	2 *	2 1%	3 2%	* *	- -	2 2%	3 1%	4 1%	1 *	4 1%	3 3%	-	1 *	-	7 2%	10 1%
Economy/Economic situation	354 37%	354 68%	80 42%	46 28%	54 29%	22 42%	52 41%	93 34%	193 38%	67 39%	327 39%	27 26%	74 40%	150 45%	4 42%	125 29%	323 34%

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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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSPITALS	CRIME	IMMIGRATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Education/Schools	22	8	4	3	4	4	22	5	11	5	19	2	10	5	-	7	19
	2%	2%	2%	2%	2%	7%	17%	2%	2%	3%	2%	2%	6%	1%	-	2%	2%
Foot and mouth outbreak/Farming crisis	2	-	-	-	1	-	-	-	-	2	2	-	1	-	-	1	2
	*	-	-	-	*	-	-	-	-	1%	*	-	1%	-	-	*	*
Housing	26	5	2	4	1	-	4	11	9	6	22	4	6	10	-	10	27
	3%	1%	1%	2%	1%	-	3%	4%	2%	3%	3%	3%	3%	3%	-	2%	3%
Inflation/Prices	38	13	4	5	5	1	1	10	21	7	33	5	5	7	-	26	44
	4%	3%	2%	3%	3%	1%	1%	4%	4%	4%	4%	5%	3%	2%	-	6%	5%
Local government/ Council tax	6	-	2	1	1	-	2	5	2	-	6	1	2	2	-	3	9
	1%	-	1%	*	1%	-	1%	2%	*	-	1%	1%	1%	1%	-	1%	1%
Low pay/Minimum wage/Fair wages	10	2	1	2	1	-	1	5	5	-	7	3	-	7	-	3	11
	1%	*	1%	1%	*	-	1%	2%	1%	-	1%	3%	-	2%	-	1%	1%
Morality/ Individual behaviour/ Lifestyle	12	3	-	2	2	-	1	2	6	4	10	2	1	3	-	7	13
	1%	1%	-	1%	1%	-	1%	1%	1%	2%	1%	2%	*	1%	-	2%	1%
National health service/Hospitals/ Healthcare	36	16	36	11	4	1	6	7	24	5	31	4	7	11	2	16	33
	4%	3%	18%	6%	2%	1%	5%	3%	5%	3%	4%	4%	4%	3%	18%	4%	3%
Nationalisation/ Government control of institutions	3	-	-	-	-	1	1	2	1	-	3	-	1	-	-	2	4
	*	-	-	-	-	1%	1%	1%	*	-	*	-	1%	-	-	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Pensions/Social security/Benefits	14	1	1	3	4	-	1	1	8	5	14	-	1	6	1	6	17
	1%	*	1%	2%	2%	-	1%	*	2%	3%	2%	-	1%	2%	12%	1%	2%
Petrol prices/Fuel	4	1	1	1	-	-	-	1	2	1	4	-	-	-	-	4	4
	*	*	1%	1%	-	-	-	*	*	*	*	-	-	-	-	1%	*
Pollution/ Environment	2	1	-	-	-	-	-	-	2	-	2	-	-	1	-	2	3
	*	*	-	-	-	-	-	-	*	-	*	-	*	-	*	*	*
Population levels/ Overpopulation	13	1	1	3	1	-	-	6	6	2	12	1	-	4	-	9	14
	1%	*	1%	2%	*	-	-	2%	1%	1%	1%	1%	-	1%	-	2%	1%
Pound/Exchange rate/Value of pound	3	-	2	-	-	-	-	-	3	-	3	-	3	-	-	-	2
	*	-	1%	-	-	-	-	-	1%	-	*	-	2%	-	-	-	*
Poverty/Inequality	38	8	4	*	3	1	5	15	17	6	34	3	11	7	1	19	38
	4%	2%	2%	*	1%	3%	4%	5%	3%	4%	4%	3%	6%	2%	9%	4%	4%
Privatisation	1	-	1	1	-	-	-	1	-	-	-	1	1	-	-	-	1
	*	-	*	*	-	-	-	*	-	-	-	1%	*	-	-	-	*
Public services in general	8	3	5	1	1	1	1	4	4	1	8	-	4	1	-	3	8
	1%	1%	3%	1%	1%	2%	1%	1%	1%	*	1%	-	2%	*	-	1%	1%
Race relations/ Immigration/ Immigrants	68	30	7	10	68	1	3	18	37	14	66	2	8	23	-	37	75
	7%	6%	4%	6%	36%	1%	3%	6%	7%	8%	8%	2%	4%	7%	-	9%	8%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5	4	-	1	-	-	-	2	2	1	5	-	-	3	-	2	5
	*	1%	-	*	-	-	-	1%	*	*	1%	-	-	1%	-	*	1%
Taxation	4	1	-	-	1	-	-	-	3	1	3	2	2	2	-	-	4
	*	*	-	-	1%	-	-	-	1%	1%	*	1%	1%	1%	-	-	*

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4 *	1 *	-	1 *	1 *	-	-	2 1%	1 *	1 *	3 *	1 1%	1 1%	1 *	-	2 *	5 1%
Unemployment/ Factory closure/ Lack of industry	150 16%	43 8%	18 9%	24 15%	26 14%	4 8%	17 13%	41 15%	82 16%	27 16%	119 14%	31 29%	25 14%	56 17%	1 10%	69 16%	158 16%
Other	12 1%	3 1%	4 2%	-	2 1%	1 1%	1 1%	4 2%	7 1%	1 *	12 1%	-	4 2%	4 1%	-	5 1%	13 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
Don't know	39 4%	-	-	1 *	1 1%	1 2%	-	12 4%	24 5%	3 2%	34 4%	5 4%	10 5%	6 2%	-	23 5%	39 4%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Ageing population/ Social care for the elderly	8 1%	-	2	-	-	-	-	1	-	-	-	-	-	-	-	5	2	1	1	-	7	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Animal welfare	4 *	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3	
Bird flu/Pandemic flu/Swine flu	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*	
Common Market/EU/ Europe/Euro/ Constitution	11 1%	-	1	-	-	2	1	3	-	1	-	-	-	-	-	5	2	4	3	1	12	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	*	3	-	-	1	-	2	2	1	1	1	5	2	-	21	4	12	2	5	43	
Defence/Foreign affairs/ International terrorism	13 1%	-	-	-	-	-	-	1	-	-	3	-	-	-	-	10	-	3	1	3	13	
Drug abuse	7 1%	-	1	-	-	1	1	1	*	1	1	-	-	-	-	4	1	3	2	1	10	
Economy/Economic situation	354 37%	4	7	22	3	22	5	27	7	26	8	2	18	6	1	211	52	88	32	41	323	
		26%	30%	46%	69%	66%	28%	36%	34%	30%	24%	17%	38%	54%	26%	37%	45%	34%	35%	30%	34%	

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Education/Schools	22	1	1	1	-	-	-	-	-	1	-	-	3	1	1	16	2	3	-	1	19	
	2%	5%	2%	1%	-	-	-	-	-	1%	-	-	6%	5%	12%	3%	2%	1%	-	*	2%	
Foot and mouth outbreak/Farming crisis	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	2	
	*	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	*	-	*	-	1%	*	
Housing	26	1	-	2	1	-	-	2	1	2	1	-	5	1	-	13	4	10	2	3	27	
	3%	8%	-	3%	23%	-	-	2%	4%	2%	3%	-	12%	6%	-	2%	3%	4%	2%	2%	3%	
Inflation/Prices	38	-	-	-	-	-	1	3	1	3	3	-	2	-	-	27	-	11	4	5	44	
	4%	-	-	-	-	-	4%	4%	4%	4%	8%	-	4%	-	-	5%	-	4%	5%	4%	5%	
Local government/Council tax	6	-	-	-	-	2	-	-	1	1	-	-	-	-	1	2	2	2	-	2	9	
	1%	-	-	-	-	5%	-	-	5%	1%	-	-	-	-	20%	*	2%	1%	-	1%	1%	
Low pay/Minimum wage/Fair wages	10	-	-	-	-	-	-	-	-	3	-	-	1	-	-	7	-	3	-	3	11	
	1%	-	-	-	-	-	-	-	-	3%	-	-	2%	-	-	1%	-	1%	-	2%	1%	
Morality/Individual behaviour/Lifestyle	12	-	1	-	-	1	2	2	-	1	1	-	1	1	-	6	2	4	3	1	13	
	1%	-	4%	-	-	3%	10%	3%	-	1%	3%	-	1%	4%	-	1%	2%	1%	4%	1%	1%	
National health service/Hospitals/Healthcare	36	2	-	4	-	2	-	3	-	2	1	2	-	-	-	23	5	5	3	3	33	
	4%	10%	-	8%	-	5%	-	4%	-	3%	3%	15%	-	-	-	4%	5%	2%	3%	2%	3%	
Nationalisation/Government control of institutions	3	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-	2	1	1	4	
	*	-	-	-	-	-	-	2%	6%	1%	-	-	-	-	-	*	-	1%	1%	1%	*	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/Nuclear war/Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
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UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Pensions/Social security/Benefits	14	-	1	1	-	-	-	2	-	1	-	-	-	-	-	9	2	3	2	1	17	
	1%	-	4%	2%	-	-	-	3%	-	1%	-	-	-	-	-	2%	2%	1%	2%	1%	2%	
Petrol prices/Fuel	4	-	-	-	-	-	-	-	-	1	-	-	-	-	-	3	-	1	-	1	4	
	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	*	-	*	*	
Pollution/Environment	2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	3	
	*	5%	-	2%	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*	
Population levels/Overpopulation	13	-	1	1	-	-	1	-	-	1	1	-	-	-	-	9	2	2	1	2	14	
	1%	-	5%	2%	-	-	4%	-	-	1%	2%	-	-	-	-	2%	2%	1%	1%	1%	1%	
Pound/Exchange rate/Value of pound	3	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	1	-	1	2	
	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	*	-	1%	*	
Poverty/Inequality	38	-	2	3	-	1	-	2	*	3	-	-	2	-	-	26	6	8	2	3	38	
	4%	-	6%	7%	-	2%	-	3%	2%	4%	-	-	4%	-	-	5%	5%	3%	3%	2%	4%	
Privatisation	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	1	1	
	*	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	1%	*	-	*	*	
Public services in general	8	-	-	2	-	-	-	1	-	2	-	3	-	-	-	1	2	4	1	2	8	
	1%	-	-	4%	-	-	-	1%	-	6%	-	6%	-	-	-	*	2%	2%	1%	2%	1%	
Race relations/Immigration/Immigrants	68	1	2	2	-	1	3	9	2	12	3	1	1	1	-	35	5	27	12	16	75	
	7%	9%	8%	4%	-	4%	15%	13%	11%	14%	9%	6%	1%	12%	-	6%	4%	11%	13%	12%	8%	
Scottish/Welsh assembly/Devolution/Constitutional reform	5	-	1	-	-	-	1	-	1	-	-	-	-	-	1	2	2	1	1	1	5	
	*	-	3%	-	-	-	3%	-	3%	-	-	-	-	-	23%	*	2%	*	1%	*	1%	
Taxation	4	-	-	-	-	-	-	-	-	1	-	-	-	-	-	3	-	1	-	1	4	
	*	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	1%	-	*	-	1%	*	

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ISSUES INDEX (FINAL)

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

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	TOTAL	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS	
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WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4 *	-	-	-	-	-	-	-	-	2	-	1	1	-	-	2	-	2	-	2	5
		-	-	-	-	-	-	-	-	3%	-	13%	2%	-	-	*	-	1%	-	2%	1%
Unemployment/ Factory closure/ Lack of industry	150 16%	5	1	5	*	2	4	12	4	21	2	4	3	-	1	90	13	45	14	29	158
		31%	3%	11%	8%	6%	21%	16%	18%	25%	6%	37%	7%	-	19%	16%	11%	17%	16%	21%	16%
Other	12 1%	1	-	2	-	-	-	3	-	1	1	-	2	-	-	4	2	7	3	2	13
		4%	-	4%	-	-	-	4%	-	1%	4%	-	5%	-	-	1%	2%	3%	3%	2%	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	39 4%	-	2	1	-	-	1	-	1	2	4	-	-	-	-	28	3	7	1	6	39
		-	10%	2%	-	-	5%	-	4%	3%	12%	-	-	-	-	5%	3%	3%	1%	4%	4%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	959	481	478	127	142	164	129	156	241	269	293	397	433	526	175	303	225	256	478	481	959
WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Ageing population/ Social care for the elderly	59 6%	25 5%	34 7%	2 2%	6 4%	10 6%	12 7%	14 10%	16 8%	8 3%	21 6%	30 9%	17 4%	42 8%	16 7%	17 6%	15 7%	11 5%	33 6%	26 6%	50 5%
AIDS	3 *	3 1%	- -	- -	3 2%	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -	2 1%	1 *	- -	- -	3 1%	- -	2 *
Animal welfare	8 1%	3 1%	5 1%	2 2%	1 1%	4 2%	- -	- -	1 1%	3 1%	4 1%	1 *	7 1%	1 *	- -	2 1%	2 1%	4 2%	2 *	6 1%	7 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 *	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	- -	- -	2 1%	- -	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	33 3%	22 5%	11 2%	2 2%	4 3%	5 3%	4 2%	6 5%	12 6%	7 2%	8 3%	18 5%	11 3%	22 4%	14 6%	12 4%	4 2%	4 2%	26 5%	7 2%	33 3%
Countryside/Rural life	11 1%	8 2%	3 1%	- -	- -	1 1%	5 3%	4 3%	1 1%	- -	6 2%	5 1%	1 *	10 2%	7 3%	2 1%	- -	1 1%	10 2%	1 *	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	69 15%	95 20%	28 22%	28 18%	20 12%	25 15%	27 19%	36 18%	56 19%	45 14%	63 19%	76 17%	88 18%	40 16%	53 20%	33 16%	37 16%	93 18%	70 16%	170 18%
Defence/Foreign affairs/ International terrorism	52 5%	25 5%	27 6%	6 5%	5 3%	11 6%	10 6%	7 5%	13 7%	11 4%	21 6%	20 6%	22 5%	30 6%	17 7%	15 6%	10 5%	10 4%	32 6%	20 5%	51 5%
Drug abuse	45 5%	23 5%	22 5%	10 8%	6 4%	5 3%	7 4%	10 7%	7 4%	16 6%	12 4%	17 5%	21 5%	24 5%	21 9%	7 3%	5 2%	11 5%	29 6%	16 4%	42 4%
Economy/Economic situation	519 54%	273 58%	246 51%	53 41%	93 59%	94 57%	101 61%	81 59%	97 49%	146 51%	195 59%	178 53%	240 53%	279 56%	177 71%	151 56%	106 51%	85 37%	328 63%	191 44%	496 52%
Education/Schools	125 13%	36 8%	89 18%	15 11%	15 9%	33 20%	30 18%	14 10%	18 9%	30 10%	63 19%	33 10%	62 14%	63 13%	53 21%	31 12%	15 7%	25 11%	84 16%	40 9%	108 11%

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
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	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE	ABC1		C2DE
UNWEIGHTED BASE	959	481	478	127	142	164	129	156	241	269	293	397	433	526	175	303	225	256	478	481	959
WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Foot and mouth outbreak/Farming crisis	5 1%	3 1%	2 *	- -	2 1%	1 *	1 1%	- -	1 1%	2 1%	2 1%	1 *	2 1%	3 1%	- -	3 1%	- -	2 1%	3 1%	2 *	6 1%
Housing	105 11%	56 12%	49 10%	13 10%	13 9%	28 17%	16 10%	16 12%	18 9%	26 9%	44 13%	34 10%	55 12%	50 10%	28 11%	26 10%	24 12%	27 12%	54 10%	51 12%	101 11%
Inflation/Prices	158 17%	76 16%	81 17%	23 17%	28 18%	26 16%	30 18%	22 16%	28 14%	51 18%	56 17%	50 15%	77 17%	80 16%	29 12%	48 18%	41 20%	39 17%	77 15%	80 18%	171 18%
Local government/ Council tax	35 4%	16 3%	18 4%	3 2%	5 3%	5 3%	9 5%	6 4%	7 4%	8 3%	14 4%	13 4%	13 3%	22 4%	7 3%	11 4%	6 3%	10 5%	18 3%	17 4%	38 4%
Low pay/Minimum wage/Fair wages	77 8%	34 7%	42 9%	12 9%	14 9%	16 10%	13 8%	11 8%	11 6%	26 9%	29 9%	22 7%	42 9%	35 7%	7 3%	21 8%	25 12%	23 10%	29 6%	48 11%	78 8%
Morality/ Individual behaviour/ Lifestyle	73 8%	27 6%	46 10%	6 5%	16 10%	7 4%	17 10%	13 9%	16 8%	21 7%	24 7%	28 8%	29 6%	45 9%	15 6%	25 9%	15 7%	17 8%	41 8%	33 8%	72 8%
National health service/Hospitals/ Healthcare	193 20%	83 18%	110 23%	13 10%	30 19%	38 23%	35 21%	29 21%	48 24%	42 15%	73 22%	77 23%	81 18%	112 22%	79 32%	51 19%	32 15%	31 14%	130 25%	63 14%	166 17%
Nationalisation/ Government control of institutions	23 2%	13 3%	10 2%	- -	- -	3 2%	6 4%	9 6%	5 3%	- -	9 3%	14 4%	3 1%	20 4%	6 2%	9 3%	1 1%	7 3%	15 3%	8 2%	23 2%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	3 *	1 *	2 *	- -	- -	- -	- -	3 2%	1 *	- -	- -	3 1%	- -	3 1%	1 *	1 *	1 *	* *	2 *	1 *	4 *
Pensions/Social security/Benefits	77 8%	31 7%	46 10%	9 7%	8 5%	7 4%	17 10%	12 9%	24 12%	17 6%	24 7%	36 11%	24 5%	53 11%	17 7%	23 9%	17 8%	20 9%	41 8%	37 8%	79 8%
Petrol prices/Fuel	64 7%	33 7%	31 6%	6 5%	12 8%	11 7%	15 9%	8 6%	11 6%	19 7%	26 8%	19 6%	30 7%	34 7%	20 8%	14 5%	19 9%	11 5%	34 6%	30 7%	59 6%

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
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BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2	DE		ABC1	C2DE
UNWEIGHTED BASE	959	481	478	127	142	164	129	156	241	269	293	397	433	526	175	303	225	256	478	481	959
WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Pollution/ Environment	22 2%	10 2%	13 3%	2 2%	5 3%	3 2%	3 2%	6 4%	2 1%	8 3%	6 2%	8 2%	11 2%	11 2%	6 3%	13 5%	2 1%	1 1%	19 4%	3 1%	21 2%
Population levels/ Overpopulation	28 3%	14 3%	14 3%	3 2%	3 2%	2 1%	8 5%	7 5%	6 3%	5 2%	10 3%	13 4%	7 2%	21 4%	9 4%	13 5%	3 2%	3 1%	22 4%	6 1%	26 3%
Pound/Exchange rate/Value of pound	9 1%	5 1%	4 1%	2 2%	- -	1 *	2 1%	1 *	4 2%	2 1%	2 1%	4 1%	3 1%	6 1%	5 2%	3 1%	1 *	1 *	7 1%	2 *	10 1%
Poverty/Inequality	119 12%	55 12%	64 13%	16 12%	18 11%	28 17%	22 13%	15 11%	21 11%	33 12%	49 15%	36 11%	61 14%	58 12%	35 14%	36 13%	18 9%	30 13%	71 14%	47 11%	116 12%
Privatisation	18 2%	12 3%	6 1%	2 1%	5 3%	3 2%	4 2%	1 1%	3 1%	7 2%	7 2%	4 1%	10 2%	8 2%	7 3%	6 2%	3 2%	2 1%	13 2%	5 1%	14 1%
Public services in general	47 5%	30 6%	16 3%	1 1%	16 10%	3 2%	11 7%	6 5%	8 4%	17 6%	15 4%	15 4%	21 5%	26 5%	16 6%	17 6%	6 3%	8 3%	33 6%	14 3%	45 5%
Race relations/ Immigration/ Immigrants	190 20%	87 19%	103 21%	20 15%	20 13%	24 14%	40 24%	34 24%	52 27%	40 14%	64 19%	86 26%	64 14%	126 25%	39 16%	55 20%	46 22%	50 22%	94 18%	95 22%	196 20%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	10 2%	4 1%	3 2%	3 2%	2 1%	3 2%	1 1%	3 1%	5 2%	5 1%	3 1%	7 2%	7 1%	2 1%	6 2%	3 1%	3 1%	8 2%	6 1%	13 1%
Taxation	36 4%	27 6%	9 2%	3 2%	11 7%	2 1%	11 6%	5 3%	6 3%	14 5%	12 4%	10 3%	16 3%	21 4%	10 4%	7 2%	13 6%	6 3%	17 3%	19 4%	31 3%
Trade unions/ Strikes	4 *	1 *	3 1%	1 1%	- -	- -	1 1%	1 1%	* *	1 *	1 *	2 *	1 *	3 1%	- -	4 1%	- -	- -	4 1%	- -	4 *
Transport/Public transport	46 5%	25 5%	21 4%	8 6%	10 6%	7 5%	6 4%	4 3%	10 5%	18 6%	14 4%	14 4%	25 6%	21 4%	14 6%	11 4%	4 2%	17 7%	25 5%	21 5%	47 5%
Unemployment/ Factory closure/ Lack of industry	324 34%	167 36%	157 33%	61 47%	59 37%	53 32%	53 32%	44 32%	54 28%	120 42%	107 32%	98 29%	173 38%	151 30%	67 27%	94 35%	77 38%	86 38%	161 31%	163 38%	335 35%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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	SEX		AGE										SOCIAL GRADE					UNWTD TOTAL			
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	18-44	45+	AB	C1	C2		DE	ABC1	C2DE
UNWEIGHTED BASE	959	481	478	127	142	164	129	156	241	269	293	397	433	526	175	303	225	256	478	481	959
WEIGHTED BASE	953	470	483	131	157	164	166	138	196	288	331	334	452	500	249	269	206	228	519	434	959
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	26%	28%	22%	24%	54%	46%	101%
Other	32	18	13	1	2	6	9	4	9	3	15	13	10	22	9	10	7	5	19	12	32
	3%	4%	3%	1%	2%	4%	5%	3%	5%	1%	5%	4%	2%	4%	4%	4%	3%	2%	4%	3%	3%
MEAN NUMBER OF MENTIONS	2.98	2.94	3.02	2.72	2.94	2.85	3.27	3.13	2.92	2.84	3.06	3.01	2.85	3.09	3.21	3.09	2.80	2.75	3.15	2.77	2.89
STANDARD ERROR	0.06	0.07	0.09	0.12	0.13	0.11	0.21	0.17	0.11	0.09	0.12	0.09	0.07	0.09	0.12	0.14	0.10	0.09	0.09	0.07	0.06
ERROR VARIANCE	*	0.01	0.01	0.02	0.02	0.01	0.05	0.03	0.01	0.01	0.01	0.01	*	0.01	0.02	0.02	0.01	0.01	0.01	*	*
Don't know	111	52	60	27	20	12	16	13	23	47	29	36	59	52	21	31	22	37	52	59	110
	12%	11%	12%	21%	13%	7%	10%	9%	12%	16%	9%	11%	13%	10%	8%	11%	11%	16%	10%	14%	11%
No answer	3	2	1	-	2	-	1	-	-	2	1	-	2	1	2	-	-	1	2	1	2
	*	*	*	-	1%	-	*	-	-	1%	*	-	*	*	1%	-	-	*	*	*	*

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Ageing population/ Social care for the elderly	59 6%	55 7%	1 1%	3 4%	22 7%	19 8%	9 3%	8 4%	28 8%	4 3%	19 7%	14 10%	26 8%	23 7%	1 *	10 5%	49 8%	50 5%
AIDS	3 *	1 *	2 5%	- -	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	2 1%	1 *	2 *
Animal welfare	8 1%	6 1%	- -	1 2%	2 1%	1 *	2 1%	2 1%	4 1%	- -	2 1%	2 1%	5 2%	2 1%	1 *	- -	7 1%	7 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	1 *	- -	- -	1 1%	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	33 3%	28 3%	- -	5 6%	11 3%	6 3%	6 2%	6 3%	16 5%	1 1%	13 5%	12 8%	19 6%	9 3%	2 2%	2 1%	29 5%	33 3%
Countryside/Rural life	11 1%	10 1%	- -	1 2%	5 1%	3 1%	- -	- -	6 2%	- -	4 1%	4 3%	5 2%	5 2%	- -	1 1%	10 2%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	151 18%	5 10%	7 9%	61 19%	54 22%	30 11%	25 11%	72 21%	31 25%	58 22%	27 19%	59 18%	52 16%	23 18%	30 17%	111 17%	170 18%
Defence/Foreign affairs/ International terrorism	52 5%	48 6%	3 6%	1 2%	16 5%	14 6%	16 6%	13 6%	20 6%	3 2%	12 5%	9 6%	17 5%	14 5%	7 6%	13 7%	31 5%	51 5%
Drug abuse	45 5%	41 5%	- -	3 4%	12 4%	9 4%	9 3%	9 4%	24 7%	9 8%	14 5%	5 3%	12 4%	23 7%	5 4%	5 3%	35 5%	42 4%
Economy/Economic situation	519 54%	451 55%	30 58%	38 48%	163 51%	125 51%	145 52%	115 50%	211 60%	70 56%	158 59%	88 61%	161 50%	218 69%	54 42%	83 46%	378 59%	496 52%
Education/Schools	125 13%	115 14%	8 15%	2 3%	33 10%	31 13%	31 11%	23 10%	61 18%	18 15%	44 16%	25 17%	42 13%	49 15%	10 8%	24 13%	91 14%	108 11%

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UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Foot and mouth outbreak/Farming crisis	5 1%	5 1%	-	-	-	-	3 1%	3 1%	2 1%	1 *	2 1%	1 1%	2 1%	2 1%	1 *	-	4 1%	6 1%
Housing	105 11%	97 12%	3 6%	5 6%	27 8%	22 9%	15 5%	12 5%	63 18%	24 19%	43 16%	19 13%	22 7%	38 12%	16 12%	27 15%	60 10%	101 11%
Inflation/Prices	158 17%	135 16%	11 21%	11 15%	45 14%	34 14%	38 14%	28 12%	74 21%	33 27%	66 25%	33 23%	49 15%	49 15%	24 18%	36 20%	97 15%	171 18%
Local government/Council tax	35 4%	25 3%	1 2%	8 10%	20 6%	12 5%	4 2%	3 1%	10 3%	3 2%	7 3%	5 3%	12 4%	9 3%	9 7%	4 2%	21 3%	38 4%
Low pay/Minimum wage/Fair wages	77 8%	66 8%	4 7%	7 9%	29 9%	22 9%	23 8%	19 8%	24 7%	7 6%	21 8%	14 10%	20 6%	25 8%	8 6%	24 13%	45 7%	78 8%
Morality/Individual behaviour/Lifestyle	73 8%	69 8%	1 2%	4 5%	21 7%	18 7%	15 5%	14 6%	37 11%	11 9%	30 11%	20 14%	29 9%	27 8%	8 6%	10 5%	56 9%	72 8%
National health service/Hospitals/Healthcare	193 20%	170 21%	18 35%	5 7%	43 13%	38 16%	59 21%	41 18%	90 26%	23 19%	61 23%	38 26%	76 24%	77 24%	15 12%	26 14%	152 24%	166 17%
Nationalisation/Government control of institutions	23 2%	17 2%	1 1%	5 6%	8 3%	4 1%	8 3%	7 3%	7 2%	1 1%	4 2%	3 2%	5 2%	12 4%	4 3%	2 1%	17 3%	23 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	3 *	3 *	-	-	1 *	1 *	1 *	1 *	2 *	* *	2 1%	1 1%	-	2 1%	1 1%	* *	2 *	4 *
Pensions/Social security/Benefits	77 8%	63 8%	8 15%	6 8%	26 8%	20 8%	20 7%	13 5%	31 9%	2 1%	23 9%	22 15%	29 9%	18 6%	15 11%	15 9%	47 7%	79 8%

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UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Petrol prices/Fuel	64 7%	51 6%	4 7%	9 12%	25 8%	16 6%	9 3%	5 2%	30 9%	5 4%	16 6%	11 8%	15 5%	25 8%	6 5%	18 10%	40 6%	59 6%
Pollution/ Environment	22 2%	21 3%	1 2%	1 1%	4 1%	3 1%	5 2%	4 2%	13 4%	1 1%	12 5%	11 8%	7 2%	11 4%	1 1%	3 2%	18 3%	21 2%
Population levels/ Overpopulation	28 3%	28 3%	- -	- -	3 1%	3 1%	13 5%	13 6%	12 3%	3 2%	11 4%	8 5%	12 4%	10 3%	2 2%	1 1%	22 3%	26 3%
Pound/Exchange rate/Value of pound	9 1%	8 1%	- -	1 1%	2 1%	1 *	3 1%	3 1%	5 1%	2 2%	3 1%	1 1%	5 2%	- -	2 1%	2 1%	5 1%	10 1%
Poverty/Inequality	119 12%	97 12%	14 28%	8 10%	43 13%	36 15%	33 12%	19 8%	43 12%	15 12%	36 13%	21 15%	34 11%	35 11%	20 16%	30 17%	68 11%	116 12%
Privatisation	18 2%	15 2%	1 2%	2 2%	2 1%	- -	4 1%	3 1%	12 3%	5 4%	8 3%	3 2%	5 1%	6 2%	2 1%	5 3%	11 2%	14 1%
Public services in general	47 5%	46 6%	1 2%	- -	14 4%	14 6%	9 3%	8 4%	24 7%	7 5%	16 6%	9 6%	13 4%	14 4%	7 6%	12 7%	27 4%	45 5%
Race relations/ Immigration/ Immigrants	190 20%	163 20%	15 29%	12 15%	59 18%	48 20%	62 22%	47 21%	68 19%	18 14%	54 20%	37 26%	80 25%	57 18%	33 26%	18 10%	137 22%	196 20%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	6 1%	2 4%	6 8%	8 2%	2 1%	2 1%	- -	4 1%	- -	4 2%	4 3%	4 1%	7 2%	1 1%	2 1%	11 2%	13 1%
Taxation	36 4%	33 4%	- -	3 4%	17 5%	14 6%	6 2%	6 3%	14 4%	3 2%	9 4%	6 4%	12 4%	15 5%	* *	8 5%	27 4%	31 3%
Trade unions/ Strikes	4 *	4 *	- -	* *	* *	- -	- -	- -	4 1%	- -	4 1%	4 3%	- -	4 1%	* *	- -	4 1%	4 *

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UNWEIGHTED BASE	959	813	53	93	345	252	305	252	309	139	260	121	325	251	187	188	576	959
WEIGHTED BASE	953	822	51	79	323	244	281	229	349	124	268	144	319	317	128	179	636	959
	100%	86%	5%	8%	34%	26%	29%	24%	37%	13%	28%	15%	34%	33%	13%	19%	67%	101%
Transport/Public transport	46 5%	45 6%	- -	1 1%	12 4%	11 4%	18 6%	18 8%	17 5%	- -	11 4%	11 8%	17 5%	14 5%	3 3%	11 6%	32 5%	47 5%
Unemployment/ Factory closure/ Lack of industry	324 34%	278 34%	18 34%	28 36%	114 35%	86 35%	100 36%	83 36%	110 32%	42 34%	95 36%	53 37%	110 34%	104 33%	41 32%	63 35%	214 34%	335 35%
Other	32 3%	25 3%	5 9%	2 3%	9 3%	6 3%	16 6%	11 5%	7 2%	1 1%	3 1%	2 1%	15 5%	8 2%	3 2%	6 3%	22 4%	32 3%
MEAN NUMBER OF MENTIONS	2.98	3.01	3.08	2.50	2.80	2.90	2.69	2.60	3.37	2.84	3.33	3.75	2.99	3.16	2.68	2.87	3.08	2.89
STANDARD ERROR	0.06	0.07	0.19	0.11	0.09	0.11	0.07	0.07	0.13	0.11	0.15	0.27	0.10	0.14	0.11	0.11	0.08	0.06
ERROR VARIANCE	*	*	0.04	0.01	0.01	0.01	*	0.01	0.02	0.01	0.02	0.07	0.01	0.02	0.01	0.01	0.01	*
Don't know	111 12%	97 12%	4 7%	10 13%	46 14%	35 15%	33 12%	30 13%	32 9%	11 9%	27 10%	16 11%	36 11%	35 11%	18 14%	20 11%	71 11%	110 11%
No answer	3 *	3 *	- -	- -	2 1%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	2 1%	1 1%	- -	2 *	2 *

Respondent type : GB Adults 18+
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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?
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		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	959	353	83	523	55	34	120	311	45	839	165	123	183	279	959
WEIGHTED BASE	953	414	107	431	47	42	130	293	50	822	180	100	236	294	959
	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Ageing population/ Social care for the elderly	59 6%	23 5%	9 8%	28 6%	1 2%	7 16%	13 10%	10 3%	7 14%	47 6%	20 11%	2 2%	18 7%	20 7%	50 5%
AIDS	3 *	3 1%	-	-	-	-	1 1%	2 1%	-	2 *	1 1%	-	2 1%	-	2 *
Animal welfare	8 1%	2 1%	2 2%	4 1%	1 1%	-	-	1 *	-	8 1%	-	2 2%	-	1 *	7 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 *	-	-	-	-	-	2 1%	-	2 *	-	-	-	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	33 3%	12 3%	4 4%	17 4%	-	1 3%	9 7%	8 3%	-	24 3%	9 5%	1 1%	13 5%	4 1%	33 3%
Countryside/Rural life	11 1%	8 2%	1 1%	1 *	-	-	5 4%	2 1%	2 5%	6 1%	7 4%	-	5 2%	1 *	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	58 14%	17 16%	89 21%	12 25%	9 22%	23 18%	61 21%	5 10%	140 17%	28 16%	20 20%	37 16%	49 17%	170 18%
Defence/Foreign affairs/ International terrorism	52 5%	23 6%	5 5%	24 6%	1 2%	1 3%	8 6%	16 5%	8 17%	45 5%	16 9%	6 6%	16 7%	12 4%	51 5%
Drug abuse	45 5%	23 5%	5 5%	17 4%	1 2%	-	10 8%	20 7%	2 4%	35 4%	12 7%	5 5%	16 7%	15 5%	42 4%
Economy/Economic situation	519 54%	250 60%	61 57%	208 48%	23 48%	34 81%	81 62%	148 50%	29 59%	438 53%	110 61%	40 41%	154 65%	159 54%	496 52%
Education/Schools	125 13%	48 12%	29 27%	48 11%	3 6%	5 13%	21 16%	44 15%	9 18%	104 13%	29 16%	8 8%	51 22%	40 14%	108 11%

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WEIGHTED BASE	953	414	107	431	47	42	130	293	50	822	180	100	236	294	959
	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Foot and mouth outbreak/Farming crisis	5 1%	2 *	2 2%	1 *	- -	- -	1 1%	1 *	- -	4 1%	1 1%	1 1%	- -	1 *	6 1%
Housing	105 11%	47 11%	16 15%	42 10%	2 5%	7 17%	11 8%	42 14%	5 9%	94 11%	15 9%	13 13%	30 13%	35 12%	101 11%
Inflation/Prices	158 17%	72 17%	16 15%	70 16%	11 22%	9 22%	17 13%	60 20%	3 5%	141 17%	19 11%	15 15%	33 14%	59 20%	171 18%
Local government/ Council tax	35 4%	12 3%	4 3%	19 4%	3 6%	3 8%	3 2%	13 4%	2 4%	32 4%	5 3%	5 5%	9 4%	12 4%	38 4%
Low pay/Minimum wage/Fair wages	77 8%	37 9%	9 9%	30 7%	5 10%	3 8%	6 4%	26 9%	3 6%	71 9%	9 5%	8 8%	15 6%	29 10%	78 8%
Morality/ Individual behaviour/ Lifestyle	73 8%	19 5%	14 13%	40 9%	3 5%	5 13%	14 11%	14 5%	3 7%	60 7%	17 10%	10 10%	22 9%	20 7%	72 8%
National health service/Hospitals/ Healthcare	193 20%	97 23%	20 18%	76 18%	5 10%	10 23%	30 23%	58 20%	13 26%	162 20%	44 24%	15 15%	75 32%	61 21%	166 17%
Nationalisation/ Government control of institutions	23 2%	7 2%	7 6%	9 2%	- -	- -	1 1%	7 2%	3 5%	22 3%	3 2%	3 3%	6 2%	2 1%	23 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	3 *	- -	1 1%	2 *	- -	- -	- -	1 *	- -	3 *	- -	- -	- -	- -	4 *
Pensions/Social security/Benefits	77 8%	25 6%	14 13%	39 9%	2 5%	3 8%	6 4%	19 7%	3 6%	71 9%	9 5%	7 8%	15 6%	20 7%	79 8%

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	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Petrol prices/Fuel	64	32	8	24	4	5	10	22	2	54	11	3	24	18	59
	7%	8%	7%	6%	8%	11%	7%	7%	3%	7%	6%	3%	10%	6%	6%
Pollution/ Environment	22	8	5	9	-	1	1	3	1	21	2	2	7	3	21
	2%	2%	4%	2%	-	3%	1%	1%	2%	3%	1%	2%	3%	1%	2%
Population levels/ Overpopulation	28	8	4	16	1	2	4	2	1	24	5	2	8	5	26
	3%	2%	3%	4%	1%	6%	3%	1%	2%	3%	3%	2%	4%	2%	3%
Pound/Exchange rate/Value of pound	9	5	-	4	-	-	2	1	1	7	3	2	3	1	10
	1%	1%	-	1%	-	-	1%	*	2%	1%	1%	2%	1%	*	1%
Poverty/Inequality	119	55	14	50	7	7	4	51	7	115	11	15	35	36	116
	12%	13%	13%	12%	15%	16%	3%	17%	14%	14%	6%	15%	15%	12%	12%
Privatisation	18	8	7	3	-	-	2	5	1	16	3	2	7	5	14
	2%	2%	6%	1%	-	-	1%	2%	2%	2%	2%	2%	3%	2%	1%
Public services in general	47	23	5	18	-	3	4	15	1	42	5	5	17	13	45
	5%	6%	5%	4%	-	6%	3%	5%	2%	5%	3%	5%	7%	4%	5%
Race relations/ Immigration/ Immigrants	190	74	18	97	11	9	34	56	6	155	40	30	40	39	196
	20%	18%	17%	23%	23%	22%	26%	19%	11%	19%	22%	30%	17%	13%	20%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14	8	1	4	2	-	5	1	-	9	5	*	4	6	13
	1%	2%	1%	1%	3%	-	4%	*	-	1%	3%	*	2%	2%	1%
Taxation	36	19	8	10	2	3	5	7	-	31	5	3	18	13	31
	4%	5%	7%	2%	4%	6%	4%	2%	-	4%	3%	3%	8%	4%	3%
Trade unions/ Strikes	4	-	3	1	-	-	-	1	-	4	-	*	-	-	4
	*	-	2%	*	-	-	-	*	-	*	-	*	-	-	*

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	100%	44%	11%	45%	5%	4%	14%	31%	5%	86%	19%	10%	25%	31%	101%
Transport/Public transport	46 5%	17 4%	5 5%	25 6%	2 5%	1 3%	2 2%	22 8%	1 3%	44 5%	4 2%	1 1%	10 4%	12 4%	47 5%
Unemployment/Factory closure/Lack of industry	324 34%	140 34%	39 36%	146 34%	31 65%	16 38%	27 21%	120 41%	13 25%	298 36%	39 22%	24 24%	67 29%	105 36%	335 35%
Other	32 3%	14 3%	1 1%	16 4%	1 1%	2 4%	6 5%	6 2%	1 3%	25 3%	8 4%	5 5%	6 3%	8 3%	32 3%
MEAN NUMBER OF MENTIONS	2.98	2.95	3.40	2.89	2.86	3.58	2.90	3.05	2.77	2.99	2.86	2.69	3.29	2.86	2.89
STANDARD ERROR	0.06	0.09	0.30	0.07	0.19	0.38	0.13	0.09	0.16	0.06	0.10	0.14	0.13	0.09	0.06
ERROR VARIANCE	*	0.01	0.09	0.01	0.04	0.15	0.02	0.01	0.02	*	0.01	0.02	0.02	0.01	*
Don't know	111 12%	42 10%	11 10%	58 13%	5 11%	3 6%	13 10%	24 8%	6 13%	99 12%	19 10%	14 14%	11 5%	35 12%	110 11%
No answer	3 *	2 *	- -	1 *	- -	- -	- -	2 1%	- -	3 *	- -	- -	2 1%	- -	2 *

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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Ageing population/ Social care for the elderly	59 6%	38 7%	18 10%	14 8%	10 5%	4 8%	8 6%	9 3%	37 7%	12 7%	59 7%	1 1%	5 3%	26 8%	-	28 6%	50 5%
AIDS	3 *	2 *	2 1%	-	-	-	-	2 1%	-	1 1%	3 *	-	3 2%	-	-	-	2 *
Animal welfare	8 1%	-	-	4 3%	-	-	-	3 1%	1 *	3 2%	7 1%	1 1%	-	4 1%	-	4 1%	7 1%
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	2 1%	-	-	-	2 2%	-	2 1%	-	-	2 *
Common Market/EU/ Europe/Euro/ Constitution	33 3%	18 3%	5 3%	9 5%	7 4%	3 6%	1 1%	7 2%	14 3%	12 7%	31 4%	2 2%	7 4%	10 3%	-	17 4%	33 3%
Countryside/Rural life	11 1%	6 1%	3 2%	4 2%	-	2 4%	-	-	7 1%	4 2%	11 1%	-	2 1%	7 2%	-	1 *	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	79 15%	52 27%	164 100%	45 24%	7 14%	16 13%	50 18%	90 18%	23 13%	137 16%	26 25%	20 11%	55 16%	2 19%	87 20%	170 18%
Defence/Foreign affairs/ International terrorism	52 5%	28 5%	16 8%	7 5%	6 3%	52 100%	10 8%	10 4%	35 7%	7 4%	51 6%	1 1%	16 9%	12 4%	-	24 6%	51 5%
Drug abuse	45 5%	21 4%	13 6%	21 13%	11 6%	2 4%	11 9%	15 6%	24 5%	5 3%	34 4%	11 10%	13 7%	14 4%	1 9%	17 4%	42 4%
Economy/Economic situation	519 54%	519 100%	118 61%	79 49%	103 54%	28 54%	69 55%	138 50%	289 57%	92 53%	467 55%	52 49%	109 59%	198 60%	6 70%	205 48%	496 52%

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	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Education/Schools	125	69	46	16	19	10	125	31	62	31	111	12	38	39	1	46	108
	13%	13%	24%	10%	10%	20%	100%	11%	12%	18%	13%	12%	21%	12%	12%	11%	11%
Foot and mouth outbreak/Farming crisis	5	2	1	1	2	-	-	1	2	2	3	2	3	1	-	1	6
	1%	*	1%	1%	1%	-	-	*	*	1%	*	2%	2%	*	-	*	1%
Housing	105	50	29	17	15	3	16	32	54	19	94	10	22	40	1	42	101
	11%	10%	15%	11%	8%	5%	13%	12%	11%	11%	11%	9%	12%	12%	12%	10%	11%
Inflation/Prices	158	84	37	34	31	4	10	49	93	15	130	27	35	53	1	69	171
	17%	16%	19%	21%	16%	7%	8%	18%	18%	9%	15%	26%	19%	16%	10%	16%	18%
Local government/ Council tax	35	14	8	3	8	-	3	18	16	1	31	3	5	11	-	19	38
	4%	3%	4%	2%	4%	-	3%	6%	3%	*	4%	3%	3%	3%	-	4%	4%
Low pay/Minimum wage/Fair wages	77	40	18	14	11	2	5	21	49	7	64	13	11	36	-	30	78
	8%	8%	9%	9%	6%	4%	4%	8%	10%	4%	8%	12%	6%	11%	-	7%	8%
Morality/ Individual behaviour/ Lifestyle	73	48	22	24	18	3	8	18	45	11	65	8	7	26	-	40	72
	8%	9%	12%	15%	9%	6%	6%	7%	9%	6%	8%	8%	4%	8%	-	9%	8%
National health service/Hospitals/ Healthcare	193	118	193	52	33	16	46	40	118	35	179	12	47	67	3	75	166
	20%	23%	100%	32%	17%	31%	37%	14%	23%	20%	21%	11%	26%	20%	36%	18%	17%
Nationalisation/ Government control of institutions	23	14	4	2	6	1	3	5	13	4	23	-	6	7	-	9	23
	2%	3%	2%	2%	3%	1%	2%	2%	3%	2%	3%	-	3%	2%	-	2%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	3	2	1	-	-	-	1	-	3	-	3	*	-	1	-	2	4
	*	*	1%	-	-	-	1%	-	1%	-	*	*	-	*	-	*	*

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	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Pensions/Social security/Benefits	77	45	34	15	26	5	12	17	49	11	75	2	18	19	1	39	79
	8%	9%	18%	9%	13%	11%	9%	6%	10%	6%	9%	2%	10%	6%	12%	9%	8%
Petrol prices/Fuel	64	49	13	10	13	5	10	19	34	11	59	5	11	29	-	24	59
	7%	10%	7%	6%	7%	9%	8%	7%	7%	7%	7%	4%	6%	9%	-	6%	6%
Pollution/Environment	22	17	11	5	3	-	4	3	14	5	22	1	4	9	-	9	21
	2%	3%	5%	3%	1%	-	3%	1%	3%	3%	3%	1%	2%	3%	-	2%	2%
Population levels/Overpopulation	28	13	9	10	9	-	3	7	15	6	27	1	3	9	-	16	26
	3%	2%	5%	6%	5%	-	2%	2%	3%	3%	3%	1%	2%	3%	-	4%	3%
Pound/Exchange rate/Value of pound	9	3	2	2	1	-	-	1	6	2	8	1	4	1	-	4	10
	1%	1%	1%	1%	1%	-	-	*	1%	1%	1%	1%	2%	*	-	1%	1%
Poverty/Inequality	119	56	25	18	19	8	16	45	60	14	109	9	33	35	1	50	116
	12%	11%	13%	11%	10%	15%	13%	17%	12%	8%	13%	8%	18%	11%	9%	12%	12%
Privatisation	18	9	11	2	1	1	3	10	6	2	16	1	5	10	-	3	14
	2%	2%	6%	1%	1%	2%	2%	4%	1%	1%	2%	1%	3%	3%	-	1%	1%
Public services in general	47	30	26	16	9	2	3	17	23	6	42	5	12	16	-	18	45
	5%	6%	14%	10%	5%	4%	3%	6%	5%	3%	5%	5%	7%	5%	-	4%	5%
Race relations/Immigration/Immigrants	190	103	33	45	190	6	19	37	115	38	181	9	29	64	-	97	196
	20%	20%	17%	27%	100%	12%	15%	13%	23%	22%	21%	8%	16%	19%	-	23%	20%
Scottish/Welsh assembly/Devolution/Constitutional reform	14	10	1	3	-	-	-	3	7	4	14	-	2	8	-	4	13
	1%	2%	1%	2%	-	-	-	1%	1%	2%	2%	-	1%	2%	-	1%	1%
Taxation	36	22	15	7	4	1	2	10	23	3	31	5	9	18	-	10	31
	4%	4%	8%	4%	2%	1%	2%	4%	5%	2%	4%	5%	5%	5%	-	2%	3%

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
UNWEIGHTED BASE	959	496	166	170	196	51	108	293	502	164	804	154	146	285	8	520	959
WEIGHTED BASE	953	519	193	164	190	52	125	274	505	173	845	106	184	332	9	428	959
	100%	54%	20%	17%	20%	5%	13%	29%	53%	18%	89%	11%	19%	35%	1%	45%	101%
Trade unions/ Strikes	4 *	4 1%	3 2%	1 1%	2 1%	- -	- -	- -	4 1%	- -	4 *	- -	1 1%	1 *	- -	1 *	4 *
Transport/Public transport	46 5%	22 4%	7 4%	8 5%	6 3%	1 2%	4 3%	29 11%	11 2%	6 4%	33 4%	13 13%	5 3%	17 5%	- -	25 6%	47 5%
Unemployment/ Factory closure/ Lack of industry	324 34%	170 33%	58 30%	58 35%	71 37%	13 26%	41 33%	80 29%	190 38%	54 31%	275 33%	50 47%	58 31%	120 36%	2 22%	145 34%	335 35%
Other	32 3%	12 2%	4 2%	- -	8 4%	2 3%	2 2%	11 4%	15 3%	6 3%	32 4%	- -	4 2%	11 3%	1 12%	16 4%	32 3%
MEAN NUMBER OF MENTIONS	2.98	3.37	4.36	4.11	3.66	3.56	3.61	2.84	3.13	2.74	3.00	2.77	3.14	3.01	2.45	2.89	2.89
STANDARD ERROR	0.06	0.10	0.21	0.22	0.19	0.31	0.19	0.08	0.10	0.09	0.07	0.10	0.19	0.10	0.31	0.07	0.06
ERROR VARIANCE	*	0.01	0.04	0.05	0.03	0.10	0.03	0.01	0.01	0.01	*	0.01	0.03	0.01	0.10	0.01	*
Don't know	111 12%	33 6%	1 1%	5 3%	7 4%	4 7%	* *	39 14%	54 11%	19 11%	102 12%	9 8%	28 15%	24 7%	2 21%	58 14%	110 11%
No answer	3 *	2 *	- -	2 1%	3 1%	- -	- -	- -	2 *	1 *	3 *	- -	2 1%	- -	- -	1 *	2 *

Respondent type : GB Adults 18+
 Fieldwork dates : 31st August - 17th September 2012
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Ipsos MORI

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+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
		THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Ageing population/ Social care for the elderly	59 6%	-	4	5	1	5	2	6	-	-	2	-	1	-	-	33	15	11	8	2	50	
		-	15%	10%	24%	16%	10%	8%	-	-	7%	-	2%	-	-	6%	13%	4%	9%	2%	5%	
AIDS	3 *	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	2	-	-	2	
		-	-	-	-	-	-	-	-	-	-	-	5%	-	-	*	-	1%	-	-	*	
Animal welfare	8 1%	-	-	1	-	-	-	1	-	1	-	-	-	-	-	5	1	1	1	1	7	
		-	-	3%	-	-	-	1%	-	1%	-	-	-	-	-	1%	1%	*	1%	*	1%	
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Common Market/EU/ Europe/Euro/ Constitution	33 3%	-	2	1	2	2	2	3	1	1	-	1	-	-	-	17	8	8	5	3	33	
		-	9%	3%	45%	7%	13%	4%	4%	1%	-	6%	-	-	-	3%	7%	3%	6%	2%	3%	
Countryside/Rural life	11 1%	-	-	4	1	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	7	
		-	-	8%	23%	-	-	-	-	-	-	-	-	-	-	1%	4%	-	-	-	1%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	3	8	9	2	7	-	11	4	18	8	4	16	3	-	88	26	53	11	31	170	
		17%	31%	19%	47%	20%	-	14%	20%	21%	25%	43%	34%	29%	-	15%	22%	20%	12%	23%	18%	
Defence/Foreign affairs/ International terrorism	52 5%	1	-	5	-	2	1	3	1	3	3	1	2	-	-	31	8	13	5	6	51	
		4%	-	11%	-	7%	7%	5%	3%	4%	7%	13%	4%	-	-	5%	7%	5%	5%	4%	5%	
Drug abuse	45 5%	-	4	-	-	2	1	2	1	7	1	1	1	1	-	27	4	13	3	9	42	
		-	15%	-	-	5%	5%	3%	7%	8%	4%	6%	2%	6%	-	5%	4%	5%	4%	7%	4%	
Economy/Economic situation	519 54%	7	12	31	4	23	10	40	9	41	17	6	29	8	3	304	70	137	49	68	496	
		46%	50%	65%	77%	70%	55%	54%	46%	48%	49%	63%	61%	67%	61%	53%	61%	52%	54%	49%	52%	

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Ipsos MORI

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+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP					UNWTD TOTAL
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UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Education/Schools	125	4	7	9	-	12	1	12	1	6	2	-	5	2	1	75	27	22	12	7	108	
	13%	23%	29%	18%	-	37%	6%	16%	3%	7%	6%	-	10%	19%	12%	13%	23%	8%	13%	5%	11%	
Foot and mouth outbreak/Farming crisis	5	-	-	-	-	-	-	-	-	-	2	-	1	-	-	3	-	2	-	2	6	
	1%	-	-	-	-	-	-	-	-	-	7%	-	3%	-	-	1%	-	1%	-	2%	1%	
Housing	105	1	2	4	1	2	1	7	1	9	5	4	10	2	1	59	11	33	8	18	101	
	11%	8%	7%	8%	23%	5%	4%	9%	4%	11%	15%	42%	20%	13%	20%	10%	9%	12%	8%	13%	11%	
Inflation/Prices	158	2	5	5	3	1	1	9	3	16	8	3	15	4	-	96	16	47	10	26	171	
	17%	12%	22%	10%	69%	2%	7%	12%	13%	18%	23%	26%	32%	37%	-	17%	13%	18%	11%	19%	18%	
Local government/Council tax	35	2	2	-	-	2	2	2	1	3	2	1	2	-	1	19	7	11	4	5	38	
	4%	13%	10%	-	-	5%	9%	2%	5%	3%	6%	6%	4%	-	20%	3%	6%	4%	4%	4%	4%	
Low pay/Minimum wage/Fair wages	77	1	1	2	-	1	-	4	1	9	6	1	5	1	1	48	6	21	4	15	78	
	8%	5%	5%	5%	-	3%	-	5%	5%	10%	17%	5%	10%	13%	19%	8%	5%	8%	4%	11%	8%	
Morality/Individual behaviour/Lifestyle	73	3	4	7	-	4	4	6	1	2	5	2	6	2	1	39	13	21	9	8	72	
	8%	19%	15%	14%	-	12%	19%	8%	6%	2%	13%	18%	13%	15%	26%	7%	11%	8%	9%	6%	8%	
National health service/Hospitals/Healthcare	193	2	7	18	1	11	1	14	1	9	7	4	15	2	-	110	37	43	15	17	166	
	20%	10%	27%	38%	24%	34%	5%	18%	4%	10%	21%	39%	31%	21%	-	19%	32%	16%	16%	12%	17%	
Nationalisation/Government control of institutions	23	-	-	6	1	2	-	2	1	1	2	-	1	-	-	9	8	5	2	3	23	
	2%	-	-	12%	23%	5%	-	2%	6%	1%	6%	-	3%	-	-	2%	7%	2%	2%	2%	2%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/Nuclear war/Disarmament	3	-	-	2	-	-	-	-	-	1	-	-	-	-	-	*	2	1	-	1	4	
	*	-	-	4%	-	-	-	-	-	1%	-	-	-	-	-	*	2%	*	-	1%	*	

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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	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959	
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959	
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%	
Pensions/Social security/Benefits	77	-	4	9	1	-	-	5	-	7	2	1	3	-	-	47	14	15	5	9	79	
	8%	-	18%	18%	24%	-	-	7%	-	8%	6%	12%	7%	-	-	8%	12%	6%	6%	6%	8%	
Petrol prices/Fuel	64	-	3	1	-	2	1	3	1	7	2	-	-	-	1	42	7	12	3	10	59	
	7%	-	14%	2%	-	5%	3%	3%	6%	8%	7%	-	-	-	19%	7%	6%	5%	3%	7%	6%	
Pollution/Environment	22	1	1	3	-	2	-	-	-	2	1	-	4	-	-	11	7	6	-	3	21	
	2%	5%	4%	7%	-	5%	-	-	-	2%	4%	-	9%	-	-	2%	6%	2%	-	2%	2%	
Population levels/Overpopulation	28	3	4	2	-	-	1	1	-	2	3	-	1	-	-	14	9	5	1	4	26	
	3%	16%	17%	5%	-	-	4%	1%	-	2%	8%	-	3%	-	-	2%	8%	2%	2%	3%	3%	
Pound/Exchange rate/Value of pound	9	-	1	1	-	-	-	-	-	1	-	-	1	-	-	6	2	2	-	1	10	
	1%	-	4%	1%	-	-	-	-	-	1%	-	-	2%	-	-	1%	1%	1%	-	1%	1%	
Poverty/Inequality	119	1	2	10	2	2	1	6	2	9	4	2	12	1	-	75	16	29	7	15	116	
	12%	7%	6%	21%	45%	5%	3%	8%	9%	10%	12%	19%	26%	4%	-	13%	14%	11%	7%	11%	12%	
Privatisation	18	1	-	3	-	-	-	2	-	2	4	-	6	1	-	4	4	12	2	5	14	
	2%	8%	-	6%	-	-	-	2%	-	2%	12%	-	13%	11%	-	1%	4%	4%	2%	4%	1%	
Public services in general	47	-	4	5	-	2	-	2	-	2	3	1	8	1	-	23	11	14	2	5	45	
	5%	-	17%	10%	-	6%	-	3%	-	2%	8%	12%	17%	11%	-	4%	9%	5%	3%	4%	5%	
Race relations/Immigration/Immigrants	190	3	5	3	1	3	9	25	2	25	7	3	7	4	-	107	12	73	33	35	196	
	20%	20%	20%	6%	24%	9%	47%	33%	12%	29%	22%	30%	14%	38%	-	19%	10%	28%	37%	26%	20%	
Scottish/Welsh assembly/Devolution/Constitutional reform	14	-	1	-	-	-	1	-	3	1	-	-	-	-	1	8	2	4	1	4	13	
	1%	-	3%	-	-	-	3%	-	15%	1%	-	-	-	-	23%	1%	2%	1%	1%	3%	1%	
Taxation	36	-	1	2	-	-	1	3	2	-	3	-	3	*	-	21	3	11	4	5	31	
	4%	-	5%	4%	-	-	5%	5%	10%	-	8%	-	7%	4%	-	4%	3%	4%	5%	3%	3%	

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

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UNWEIGHTED BASE	959	14	24	40	4	29	21	80	24	91	39	10	54	16	5	567	103	287	99	150	959
WEIGHTED BASE	953	16	24	48	5	33	18	75	20	86	34	10	47	11	4	570	116	261	91	137	959
	100%	2%	3%	5%	*	3%	2%	8%	2%	9%	4%	1%	5%	1%	*	60%	12%	27%	10%	14%	101%
Trade unions/ Strikes	4 *	-	-	1	-	-	-	-	*	-	1	-	1	-	-	1	1	2	-	2	4
		-	-	3%	-	-	-	-	2%	-	4%	-	3%	-	-	*	1%	1%	-	1%	*
Transport/Public transport	46 5%	-	2	3	2	2	-	3	-	3	2	1	4	-	-	27	10	10	3	5	47
		-	10%	6%	45%	7%	-	4%	-	4%	7%	13%	9%	-	-	5%	9%	4%	3%	4%	5%
Unemployment/ Factory closure/ Lack of industry	324 34%	6	4	15	1	4	4	25	8	38	9	6	11	1	1	202	30	90	28	58	335
		36%	15%	32%	32%	11%	25%	33%	41%	44%	27%	61%	23%	8%	19%	35%	25%	34%	31%	42%	35%
Other	32 3%	4	-	3	-	3	1	5	-	3	1	-	4	2	-	13	7	14	6	4	32
		23%	-	6%	-	9%	3%	7%	-	4%	4%	-	8%	16%	-	2%	6%	6%	6%	3%	3%
MEAN NUMBER OF MENTIONS	2.98	2.70	3.82	3.61	5.24	2.89	2.51	2.77	2.32	2.72	3.48	4.15	3.76	3.14	2.19	2.90	3.48	2.92	2.72	2.93	2.89
STANDARD ERROR	0.06	0.24	0.58	0.41	1.00	0.21	0.21	0.17	0.18	0.13	0.61	0.76	0.44	0.26	0.20	0.07	0.23	0.11	0.14	0.18	0.06
ERROR VARIANCE	*	0.06	0.34	0.17	0.99	0.04	0.04	0.03	0.03	0.02	0.37	0.57	0.20	0.07	0.04	*	0.05	0.01	0.02	0.03	*
Don't know	111 12%	-	3	1	-	1	3	7	2	9	5	-	-	-	-	80	6	22	9	14	110
		-	14%	2%	-	4%	17%	9%	11%	10%	14%	-	-	-	-	14%	5%	9%	10%	10%	11%
No answer	3 *	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	2
		-	-	4%	-	-	-	-	-	-	-	-	-	-	-	*	2%	-	-	-	*

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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	959	148	121	145	148	185	212	959
WEIGHTED BASE	953	165	122	179	152	175	160	959
	100%	17%	13%	19%	16%	18%	17%	101%
Ageing population/ Social care for the elderly	59 6%	2 1%	5 4%	11 6%	11 7%	20 12%	10 6%	50 5%
AIDS	3 *	3 2%	- -	- -	- -	- -	- -	2 *
Animal welfare	8 1%	2 1%	1 1%	- -	4 2%	- -	1 1%	7 1%
Bird flu/Pandemic flu/Swine flu	2 *	- -	2 1%	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	33 3%	6 3%	1 1%	7 4%	1 1%	13 8%	5 3%	33 3%
Countryside/Rural life	11 1%	- -	- -	5 3%	1 1%	5 3%	- -	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	164 17%	35 21%	21 17%	24 14%	21 14%	34 19%	29 18%	170 18%
Defence/Foreign affairs/ International terrorism	52 5%	6 4%	5 4%	15 8%	6 4%	12 7%	9 5%	51 5%
Drug abuse	45 5%	11 6%	5 4%	8 5%	4 2%	10 6%	7 4%	42 4%
Economy/Economic situation	519 54%	95 57%	52 42%	120 67%	74 49%	113 65%	65 41%	496 52%
Education/Schools	125 13%	22 13%	8 6%	42 24%	20 13%	20 12%	12 8%	108 11%

Respondent type : GB Adults 18+
Fieldwork dates : 31st August - 17th September 2012
Number of sample points : 145
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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	959	148	121	145	148	185	212	959
WEIGHTED BASE	953	165	122	179	152	175	160	959
	100%	17%	13%	19%	16%	18%	17%	101%
Foot and mouth outbreak/Farming crisis	5 1%	2 1%	- -	1 1%	1 1%	- -	1 1%	6 1%
Housing	105 11%	14 8%	12 10%	21 12%	23 15%	18 11%	16 10%	101 11%
Inflation/Prices	158 17%	26 16%	25 21%	31 17%	26 17%	21 12%	29 18%	171 18%
Local government/ Council tax	35 4%	6 4%	2 1%	5 3%	8 5%	6 4%	7 4%	38 4%
Low pay/Minimum wage/Fair wages	77 8%	11 7%	15 12%	9 5%	20 13%	9 5%	13 8%	78 8%
Morality/ Individual behaviour/ Lifestyle	73 8%	8 5%	14 11%	18 10%	6 4%	15 9%	13 8%	72 8%
National health service/Hospitals/ Healthcare	193 20%	35 21%	8 6%	45 25%	28 18%	50 29%	27 17%	166 17%
Nationalisation/ Government control of institutions	23 2%	- -	- -	6 3%	3 2%	9 5%	5 3%	23 2%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	3 *	- -	- -	- -	- -	2 1%	1 1%	4 *
Pensions/Social security/Benefits	77 8%	8 5%	9 7%	15 8%	10 6%	18 10%	18 11%	79 8%
Petrol prices/Fuel	64 7%	8 5%	11 9%	15 8%	11 7%	11 6%	8 5%	59 6%

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UNWEIGHTED BASE	959	148	121	145	148	185	212	959
WEIGHTED BASE	953	165	122	179	152	175	160	959
	100%	17%	13%	19%	16%	18%	17%	101%
Pollution/ Environment	22 2%	7 4%	1 1%	5 3%	1 1%	7 4%	1 1%	21 2%
Population levels/ Overpopulation	28 3%	4 2%	2 1%	10 5%	- -	9 5%	4 3%	26 3%
Pound/Exchange rate/Value of pound	9 1%	2 1%	- -	2 1%	- -	3 2%	2 1%	10 1%
Poverty/Inequality	119 12%	22 13%	11 9%	29 16%	21 14%	21 12%	15 10%	116 12%
Privatisation	18 2%	4 3%	3 2%	7 4%	- -	2 1%	2 1%	14 1%
Public services in general	47 5%	13 8%	5 4%	10 6%	5 3%	10 6%	5 3%	45 5%
Race relations/ Immigration/ Immigrants	190 20%	28 17%	12 9%	32 18%	32 21%	34 19%	52 33%	196 20%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	3 2%	2 2%	3 2%	2 1%	2 1%	1 1%	13 1%
Taxation	36 4%	8 5%	5 4%	3 2%	9 6%	6 3%	5 3%	31 3%
Trade unions/ Strikes	4 *	1 1%	- -	1 1%	- -	2 1%	- -	4 *
Transport/Public transport	46 5%	6 3%	12 10%	10 6%	3 2%	9 5%	5 3%	47 5%
Unemployment/ Factory closure/ Lack of industry	324 34%	62 37%	58 48%	55 31%	52 34%	44 25%	54 34%	335 35%

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ISSUES INDEX (FINAL)

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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UNWEIGHTED BASE	959	148	121	145	148	185	212	959
WEIGHTED BASE	953	165	122	179	152	175	160	959
	100%	17%	13%	19%	16%	18%	17%	101%
Other	32	3	-	6	9	10	3	32
	3%	2%	-	3%	6%	6%	2%	3%
MEAN NUMBER OF MENTIONS	2.98	2.93	2.72	3.29	2.80	3.20	2.79	2.89
STANDARD ERROR	0.06	0.12	0.13	0.19	0.12	0.16	0.10	0.06
ERROR VARIANCE	*	0.02	0.02	0.04	0.01	0.03	0.01	*
Don't know	111	20	27	16	12	15	21	110
	12%	12%	22%	9%	8%	9%	13%	11%
No answer	3	2	-	-	1	-	-	2
	*	1%	-	-	1%	-	-	*

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3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
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8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
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14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
17	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	959
21	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
22	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959

Page	Table	Title	Base Description	Base
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24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
25	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
26	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
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29	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
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31	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
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35	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
36	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
37	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
38	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
39	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
40	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
41	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
42	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
43	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959
44	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	959