

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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
100%		49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	13 1%	6 1%	7 1%	-	1 1%	4 2%	2 1%	3 2%	2 1%	1 *	6 2%	5 1%	5 1%	8 1%	5 2%	5 2%	1 *	2 1%	10 2%	3 1%	17 2%
AIDS	1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	1 *	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	23 2%	17 3%b	6 1%	2 1%	1 *	4 2%	5 3%	1 1%	11 5%dgi u	3 1%	9 3%	12 3%g	6 1%	17 3%g	12 5%q	4 2%	3 1%	4 2%	17 3% m	6 1%	22 2%
Countryside/Rural life	4 *	4 1%	-	1 1%	-	-	-	1 1%	2 1%	1 *	-	2 1%	1 *	2 *	2 1%	-	-	2 1%	2 *	2 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	13 1%	5 1%	8 2%	5 3%v	-	4 3%	1 *	1 1%	2 1%	5 1%	5 1%	4 1%	9 2%	4 1%	2 1%	3 1%	2 1%	6 3%	5 1%	8 2%	13 1%
Defence/Foreign affairs/ International terrorism	22 2%	13 3%	8 2%	-	2 1%	6 4%ciu	1 1%	3 2%	10 4%cfi	2 1%	8 2%f	12 3%i	8 2%i	13 3%	8 3%	3 1%	3 1%	8 3%	11 2%	11 2%	27 3%
Drug abuse	7 1%	4 1%	3 1%	2 2%	1 *	1 *	1 1%	2 1%	-	3 1%	2 1%	2 *	4 1%	3 1%	-	4 1%	2 1%	1 *	4 1%	3 1%	9 1%

Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h/i/j/k/l/u/v - 1/m/n/o/p/q
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
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	100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Economy/Economic situation	189 19%	118 24%b	71 14%	25 19%	33 20%	36 23%h	33 19%	32 23%hk	30 14%	59 19%	69 21%	62 17%h	95 20%	95 18%	75 28%no	62 23%no	27 13%	25 10%	138 26%no	52 11%	181 18%
Education/Schools	33 3%	9 2%	24 5%a	9 7%ghk	5 3%	4 3%	8 5%	2 2%	4 2%	14 5%	13 4%	6 2%	19 4%	14 3%k	10 4%	9 3%	8 4%	5 2%	19 4%	14 3%	32 3%
Foot and mouth outbreak/Farming crisis	1 *	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Housing	29 3%	8 2%	21 4%a	3 2%	4 3%	8 5%	4 2%	2 1%	7 3%	8 3%	12 4%	9 3%	16 3%	13 3%	7 3%	7 3%	6 3%	10 4%	14 3%	15 3%	26 3%
Immigration/immigrants	186 19%	76 16%	110 22%a	9 7%	28 16%c	20 12%	40 23%ce	28 20%ci	62 28%cd	36 12%ce	60 18%ce	89 25%ce	56 12%ce	130 24%ce	28 11%	48 18%lp	47 22%lp	62 26%lp	76 14%l	110 24%lp	176 18%
Inflation/Prices	14 1%	9 2%	4 1%	1 1%	6 3%	2 1%	* *	2 2%	2 1%	7 2%	3 1%	4 1%	9 2%	5 1%	-	3 1%	3 1%	8 3%lp	3 1%	10 2%l	16 2%
Local government/Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	28 3%	16 3%	12 2%	11 8%efh	6 4%h	3 2%	4 2%	4 3%	1 *	17 6%hjk	7 2%	4 1%	20 4%hjk	8 2%	2 1%	5 2%	12 5%lmp	10 4%lp	6 1%	22 5%lmp	24 2%
Morality/Individual behaviour/Lifestyle	9 1%	2 *	7 1%	-	1 1%	1 *	-	2 1%	6 3%fij	1 *	1 *	8 2%ju	2 *	8 1%	5 2%	2 1%	2 1%	* *	7 1%	2 *	10 1%
National health service/Hospitals/Healthcare	175 18%	68 14%	107 21%a	17 12%	28 17%	24 15%	36 21%	27 19%	43 20%	45 15%	60 18%	70 20%	69 15%	106 20%	55 21%	41 15%	46 21%o	33 13%	96 18%	79 17%o	172 18%

Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h/i/j/k/u/v - l/m/n/o/p/q
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	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%	
Nationalisation/ Government control of institutions	4 *	1 *	3 1%	-	-	1	-	2	1	-	1	3	1	3	-	2	*	2	2	2	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	2 *	-	1	-	-	-	-	2	1	-	2	1	2	-	1	2	-	1	2	4 *
Pensions/Social security/Benefits	29 3%	14 3%	15 3%	4 3%	9 5%hk	5 3%	7 4%	3 2%	2 1%	12 4%	11 3%	5 2%	17 4%	12 2%	6 2%	11 4%	4 2%	8 3%	17 3%	12 3%	24 2%
Petrol prices/Fuel	1 *	-	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1 *
Pollution/ Environment	9 1%	5 1%	4 1%	1	-	2	1	1	4	1	3	5	3	6	6 2%oq	2 1%	1 1%	-	8 1%	1 *	10 1%
Population levels/ Overpopulation	7 1%	4 1%	3 1%	1	*	1	*	3	1	2	2	3	3	4	-	3	2	1	3	3	8 1%
Pound/Exchange rate/Value of pound	2 *	-	2 *	-	-	2	-	-	-	2	-	2	-	-	-	2	-	-	2	-	1 *
Poverty/Inequality	36 4%	17 4%	19 4%	5 4%	3 2%	7 4%	8 5%	8 5%	6 3%	8 3%	15 5%	13 4%	15 3%	22 4%	14 5%	13 5%	5 2%	5 2%	27 5%q	10 2%	41 4%
Privatisation	2 *	-	2 *	-	-	1	-	-	1	-	1	1	1	1	-	1	-	1	1	1	2 *
Public services in general	8 1%	2 *	5 1%	-	-	4	2	1	-	-	6	1	4	3	6 2%q	2 1%	-	-	8 1%q	-	7 1%

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100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%	
Race relations	16 2%	12 2%	5 1%	3 2%	5 3%	5 3%gkv	1 1%	-	2 1%	8 3%v	6 2%v	2 1%	13 3%kv	3 1%	4 2%	3 1%	5 2%	4 2%	7 1%	9 2%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	3 1%	-	1 1%	-	-	-	1 1%	* *	1 *	-	2 1%	1 *	2 *	* *	-	2 1%	-	* *	2 1%	4 *
Taxation	12 1%	11 2%b	1 *	3 3%	3 2%	1 *	2 1%	-	3 1%	7 2%	3 1%	3 1%	7 2%	5 1%	2 1%	4 1%	2 1%	4 2%	6 1%	7 1%	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	55 6%	27 6%	28 5%	10 8%	14 9%h	6 4%	10 6%	8 6%	6 3%	25 8%hk	16 5%	14 4%	31 7%	24 5%	12 4%	15 6%	14 6%	15 6%	26 5%	29 6%	60 6%
Other	24 2%	11 2%	13 3%	9 6%ghj kv	5 3%	2 2%	3 2%	1 1%	3 1%	14 5%kv	6 2%	4 1%	16 4%k	7 1%	3 1%	6 2%	7 3%	7 3%	9 2%	15 3%	21 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	*	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	*
ERROR VARIANCE	*	*	0.00	0.00	*	0.00	0.00	0.00	0.00	0.00	*	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	*
Don't know	41 4%	20 4%	21 4%	11 8%fgj kv	11 7%gkv	8 5%	3 2%	1 1%	6 3%	22 7%fgk v	11 3%	8 2%	30 6%fgj kv	11 2%	3 1%	9 3%	9 4%	20 8%lmp	12 2%	29 6%lp	38 4%

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UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
	100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Personal finances (NET)	79	43	36	18	15	12	13	14	8	33	24	22	45	34	15	22	19	23	37	42	82
	8%	9%	7%	13% ^{hkv}	9%	7%	7%	10% ^{hk}	4%	11% ^h	7%	6% ^h	10% ^h	6% ^h	6%	8%	9%	9%	7%	9%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

	GOVERNMENT OFFICE REGION											TENURE						SOCIAL MEDIA USE					
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL	
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%	
Ageing population/ Social care for the elderly	13 1%	9 1%	3 6%adf ghjk	1 1%	5 2%	4 2%	4 1%g	1 *	3 1%	2 2%	2 1%	-	3 1%	6 2%	3 2%	1 *	9 1%	4 1%	9 1%	4 1%	6 1%	4 2%	17 2%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- *	1 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	23 2%	21 2%	1 2%	1 1%	4 1%	3 1%	8 2%	6 2%	11 3%	2 2%	9 3%i	7 5%	11 3%	3 1%	3 2%	6 3%	14 2%	9 3%	16 2%	8 3%	13 2%	4 2%	22 2%
Countryside/Rural life	4 *	3 *	1 1%gj	- -	1 *	1 *	1 *	- -	2 *	- -	- -	- -	2 1%	- -	- -	1 1%	2 *	1 *	3 *	- -	1 *	1 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	13 1%	12 1%	1 1%	- -	4 1%	4 1%	5 2%	4 2%	5 1%	3 2%j	3 1%	-	4 1%	3 1%	1 1%	5 2%	7 1%	6 2%	10 1%	2 1%	8 1%	1 1%	13 1%
Defence/Foreign affairs/ International terrorism	22 2%	16 2%	2 3%	4 5%hj	14 4%agh j	10 4%ahj	5 2%	3 1%	3 1%	2 1%	3 1%	1 1%	11 3%	4 1%	3 2%	4 2%	15 2%	7 2%	16 2%	6 3%	14 2%	4 2%	27 3%

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UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Drug abuse	7 1%	5 1%	1 2%g	1 1%	2 1%	1 *	1 *	- -	4 1%	4 3%ade	4 1%	- -	- -	1 *	2 1%	4 2%lp	1 *	5 2%lp	5 1%	1 *	2 *	1 *	9 1%
Economy/Economic situation	189 19%	161 19%	6 13%	22 26%bi	68 21%	46 19%	51 17%	45 18%	70 19%i	19 15%	49 18%	30 21%	57 18%	74 24%no	22 15%	32 15%	131 21%lq	53 15%	157 21%	32 13%	130 22%	62 29%	181 18%
Education/Schools	33 3%	30 3%	3 5%c	- -	8 2%	8 3%	14 5%c	11 4%	11 3%	4 3%	9 3%	5 4%	9 3%	15 5%	4 3%	4 2%	24 4%	8 2%	27 4%	6 2%	19 3%	6 3%	32 3%
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *
Housing	29 3%	29 3%de	- -	- -	3 1%	3 1%	5 2%	5 2%	21 6%acd	10 7%abc	19 7%abc	10 7%cde	9 3%	6 2%	6 4%	8 4%	15 2%	14 4%	20 3%	9 4%	14 2%	5 2%	26 3%
Immigration/immigrants	186 19%	167 19%ci	11 23%ci	8 9%	57 17%ci	49 20%cd	63 21%ci	52 20%ci	66 18%cij	12 9%	40 15%i	28 20%i	74 23%oq	53 17%	28 19%	31 15%	127 20%	59 17%	117 16%	67 27%	92 16%	26 12%	176 18%
Inflation/Prices	14 1%	10 1%	1 1%	3 3%	4 1%	1 1%	5 1%	4 2%	5 1%	5 4%aeh	5 2%	- -	3 1%	2 1%	5 3%mp	4 2%	5 1%	9 2%	11 1%	3 1%	10 2%	3 1%	16 2%
Local government/Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	28 3%	25 3%	1 1%	2 2%	6 2%	4 2%	15 5%de	14 5%ade	8 2%	4 3%	8 3%	4 3%	1 *	8 3%l	6 4%l	13 6%lp	9 2%l	19 5%lp	22 3%	5 2%	21 4%	9 4%	24 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						SOCIAL MEDIA USE					
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL	
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%	
Morality/ Individual behaviour/ Lifestyle	9 1%	6 1%	1 1%	3 3%afg i	4 1%e	2 1%	2 1%	1 *	3 1%	- -	3 1%	3 2%	5 1%	4 1%	1 *	- -	9 1%	1 *	4 1%	5 2%	3 *	1 *	10 1%
National health service/Hospitals/ Healthcare	175 18%	154 18%	8 17%	12 15%	57 17%	45 18%	50 16%	42 16%	67 19%	22 17%	47 17%	25 17%	62 19%o	54 18%	30 21%oq	25 12%	116 19%	55 16%	125 17%	50 20%	99 17%	35 17%	172 18%
Nationalisation/ Government control of institutions	4 *	3 *	1 1%	- -	* *	* *	1 *	- -	3 1%j	1 1%	1 *	- -	1 *	2 *	- -	2 1%	2 *	2 1%	2 *	2 1%	2 1%	- -	4 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	- -	1 1%	1 *	- -	- -	- -	1 *	1 1%a	1 *	- -	1 *	1 *	* *	1 *	1 *	1 *	1 *	2 1%	1 *	- -	4 *
Pensions/Social security/Benefits	29 3%	29 3%	- -	1 1%	8 3%	8 3%	7 2%	7 3%	14 4%i	2 1%	9 3%i	7 5%	9 3%	12 4%	4 2%	4 2%	21 3%	8 2%	25 3%	4 2%	17 3%	7 3%	24 2%
Petrol prices/Fuel	1 *	- -	- -	1 1%ah	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 *
Pollution/ Environment	9 1%	7 1%	1 1%	1 2%g	6 2%ag	5 2%afg	1 *	- -	2 1%	1 1%	2 1%	2 1%	5 2%	1 *	- -	3 1%	6 1%	3 1%	5 1%	4 1%	4 1%	2 1%	10 1%
Population levels/ Overpopulation	7 1%	6 1%	- -	* *	3 1%	3 1%	2 1%	2 1%	2 1%	- -	2 1%	2 1%	4 1%	2 1%	1 1%	- -	6 1%	1 *	6 1%	1 1%	2 *	1 1%	8 1%
Pound/Exchange rate/Value of pound	2 *	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	2 1%	2 1%	- -	- -	- -	2 1%	- -	2 *	2 *	- -	2 *	2 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. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						SOCIAL MEDIA USE				
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%	
Poverty/Inequality	36 4%	25 3%	1 1%	11 12% ^{abdefghijk}	21 6% ^{ae}	10 4%	7 2%	6 2%	9 2%	4 3%	9 3% ^h	5 3%	13 4%	10 3%	1 1%	10 5%	24 4%	12 3% ⁿ	30 4%	6 2%	24 4%	9 4%	41 4%
Privatisation	2 *	2 *	-	-	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 1%	1 *	1 *	1 *	1 *	1 *	1 1%	2 *
Public services in general	8 1%	6 1%	1 1%	1 1%	2 1%	1 *	3 1%	2 1%	3 1%	2 1%	3 1%	1 1%	1 *	6 2% ^q	-	1 *	7 1% ^l	1 *	6 1%	1 1%	5 1%	1 1%	7 1%
Race relations	16 2%	16 2%	-	-	3 1%	3 1%	4 1%	4 2%	9 3%	7 5% ^{acd}	9 3% ^h	2 2%	1 *	2 1%	1 1%	9 4% ^{lmp}	3 *	10 3% ^{lnp}	14 2%	2 1%	12 2%	4 2%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	-	-	3 3% ^{ade}	3 1% ^a	-	-	-	-	-	-	-	2 1%	1 *	-	-	3 *	-	3 *	-	3 1%	-	4 *
Taxation	12 1%	12 1% ^d	-	-	1 *	1 1%	6 2%	6 3% ^d	5 1%	4 3% ^{dh}	5 2%	1 1%	4 1%	3 1%	2 1%	4 2%	7 1%	5 1%	9 1%	3 1%	8 1%	4 2%	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	55 6%	42 5% ^h	6 13% ^{ahi}	7 8% ^{hj}	21 6% ^{hj}	15 6% ^h	25 8% ^{ahi}	19 7% ^{hj}	8 2%	4 3%	7 3%	3 2%	13 4%	18 6%	8 5%	16 7%	32 5%	23 7%	44 6%	10 4%	36 6%	13 6%	60 6%

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Overlap formulae used. * small base

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UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
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	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Other	24	21	1	2	8	6	6	5	10	4	6	3	3	9	6	5	13	11	20	3	17	3	21
	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	1%	3%	4%l	2%	2%	3%	3%	1%	3%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.01a	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	0.00	0.00	0.01	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	*	*	0.00	*	0.00	*
ERROR VARIANCE	*	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	*	*	0.00	*	0.00	*
Don't know	41	38	1	2	11	9	16	15	13	11	13	2	9	5	8	17	14	26	29	11	21	4	38
	4%	4%	3%	2%	3%	4%	5%	6%	4%	9%acd	5%hk	1%	3%	2%	6%mp	8%lmp	2%	7%lmp	4%	5%	4%	2%	4%
Personal finances (NET)	79	61	2	16	31	15	26	24	22	13	22	8	18	20	12	28	38	40	64	14	57	21	82
	8%	7%	4%	19%ab	10%ae	6%	9%	9%	6%	10%h	8%h	6%	6%	6%	8%	13%lmp	6%	11%lp	9%	6%	10%	10%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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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)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Ageing population/ Social care for the elderly	13 1%	5 1%	2 1%	6 1%	-	2 1%	3 1%	-	11 1%	2 1%	-	1 1%	5 2%	5 2%	17 2%
AIDS	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	-	1 *	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	23 2%	9 2%	-	14 3%	-	2 1%	4 2%	3 6%	21 3%	5 2%	7 13% ^{fgi} j	2 2%	13 4%	1 *	22 2%
Countryside/Rural life	4 *	-	-	4 1%	-	-	2 1%	2 4% ^{fi}	4 *	2 1%	-	1 1%	-	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	13 1%	3 1%	1 1%	8 2%	* 1%	1 *	3 1%	2 4%	12 1%	2 1%	1 1%	3 4% ^m	2 1%	3 1%	13 1%
Defence/Foreign affairs/ International terrorism	22 2%	10 2%	1 1%	11 2%	-	8 4%	4 2%	2 4%	14 2%	9 4%	2 4%	4 4%	8 2%	6 2%	27 3%
Drug abuse	7 1%	3 1%	1 1%	2 *	1 4% ^c	-	1 *	-	7 1%	-	-	1 1%	1 *	2 1%	9 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
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UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Economy/Economic situation	189	97	23	69	5	66	32	15	123	81	1	11	93	51	181
	19%	23% ^c	19%	15%	12%	36% ^{gi}	14%	33% ^{gi}	15% ^r	35% ^{gir}	3%	12%	27% ^l	18%	18%
Education/Schools	33	9	9	14	1	6	13	2	26	9	-	4	14	13	32
	3%	2%	7% ^a	3%	4%	3%	6% ⁱ	5%	3%	4%	-	4%	4%	4%	3%
Foot and mouth outbreak/Farming crisis	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*
Housing	29	14	4	11	-	3	12	-	26	3	-	5	9	9	26
	3%	3%	3%	2%	-	2%	5%	-	3%	2%	-	5%	3%	3%	3%
Immigration/immigrants	186	69	16	101	7	35	35	1	151	36	27	19	47	52	176
	19%	16%	13%	23% ^{ab}	18%	19% ^{hj}	15% ^h	2%	19% ^h	16% ^h	52% ^{fg}	21%	14%	18%	18%
Inflation/Prices	14	7	3	4	-	-	9	-	14	-	-	2	-	3	16
	1%	2%	2%	1%	-	-	4% ^{ij}	-	2%	-	-	2% ^m	-	1%	2%
Local government/Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	28	17	3	8	4	1	9	-	27	1	-	1	8	8	24
	3%	4%	2%	2%	10% ^c	1%	4% ^{lj}	-	3% ^j	*	-	1%	2%	3%	2%
Morality/Individual behaviour/Lifestyle	9	2	1	6	-	2	1	1	7	3	-	2	5	1	10
	1%	*	1%	1%	-	1%	1%	1%	1%	1%	-	2%	1%	*	1%
National health service/Hospitals/Healthcare	175	74	20	81	4	32	56	8	143	40	6	14	65	43	172
	18%	18%	16%	18%	11%	17%	24% ⁱ	17%	18%	17%	13%	16%	19%	15%	18%

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	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Nationalisation/ Government control of institutions	4 *	1 *	- -	3 1%	- -	- -	2 1%	1 1%	4 *	1 *	- -	1 1%	- -	1 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	- -	- -	2 1%	- -	1 *	* *	- -	2 *	1 *	- -	1 1%	- -	- -	4 *
Pensions/Social security/Benefits	29 3%	16 4%	6 5% ^c	7 2%	1 3%	6 3%	6 2%	- -	23 3%	6 2%	2 5%	1 1%	12 4%	11 4%	24 2%
Petrol prices/Fuel	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Pollution/ Environment	9 1%	3 1%	1 1%	5 1%	- -	1 *	1 *	* 1%	8 1%	1 1%	- -	2 2%	2 *	2 1%	10 1%
Population levels/ Overpopulation	7 1%	3 1%	1 1%	3 1%	- -	2 1%	2 1%	- -	5 1%	2 1%	1 2%	- -	2 1%	1 *	8 1%
Pound/Exchange rate/Value of pound	2 *	- -	2 1% ^c	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	2 1%	1 *
Poverty/Inequality	36 4%	16 4%	5 4%	16 3%	3 8%	2 1%	7 3%	4 8% ^{fj}	35 4% ^f	5 2% ^f	- -	3 4%	14 4%	11 4%	41 4%
Privatisation	2 *	- -	- -	2 *	- -	- -	2 1%	- -	2 *	- -	- -	- -	- -	1 *	2 *

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	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Public services in general	8 1%	2 1%	5 4%ac	1 *	-	-	2 1%	-	8 1%	-	-	-	8 2%	5 2%	7 1%
Race relations	16 2%	13 3%c	1 1%	3 1%	-	4 2%	6 3%	-	12 1%	4 2%	1 1%	-	3 1%	10 4%	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	2 *	-	1 *	1 2%	-	-	-	3 *	-	* 1%	-	3 1%	-	4 *
Taxation	12 1%	4 1%	2 1%	6 1%	1 2%	4 2%g	-	1 2%	8 1%	5 2%g	1 2%	1 1%	3 1%	5 2%	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	55 6%	25 6%	6 5%	24 5%	3 8%	4 2%	17 7%f	4 8%	51 6%f	7 3%f	-	4 5%	14 4%	15 5%	60 6%
Other	24 2%	9 2%	3 3%	11 3%	3 8%	* *	3 1%	1 2%	23 3%	1 1%	-	4 4%	5 2%	9 3%	21 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	0.00	0.00	0.00	0.00	0.00	0.00	* 0.00	0.00	0.00	0.00	*	*	*
ERROR VARIANCE	*	*	0.00	0.00	0.00	0.00	0.00	0.00	* 0.00	0.00	0.00	0.00	*	*	*

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Don't know	41	10	9	22	4	3	4	1	38	4	1	6	4	18	38
	4%	2%	7%a	5%	11%a	2%	2%	2%	5%g	2%	3%	7% ^m	1%	6%	4%
Personal finances (NET)	79	40	11	28	7	4	26	4	76	7	-	6	22	22	82
	8%	10%	8%	6%	18% ^c	2%	11% ^{fjr}	8%	9% ^{fjr}	3% ^f	-	6%	6%	8%	8%
Median	1	1	1	1	1	1	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/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Ageing population/ Social care for the elderly	13 1%	1 *	8 2%	* *	4 1%	- -	1 *	4 1%	6 1%	2 1%	12 1%	1 1%	4 2%	3 1%	1 1%	3 1%	1 1%	1 1%	17 2%
AIDS	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	23 2%	8 2%	10 2%f	- -	7 2%	3 3%	1 *	8 3%	9 2%	4 2%	22 2%	2 1%	8 4%m	2 1%	2 2%	8 3%	3 3%	2 2%	22 2%
Countryside/Rural life	4 *	1 *	- -	1 1%b	1 *	- -	- -	1 *	1 *	2 1%	4 *	- -	- -	- -	2 1%	2 1%	1 1%	2 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	13 1%	2 *	6 1%	13 12%abef t	1 *	1 1%	3 1%	6 2%	4 1%	3 1%	11 1%	2 2%	1 1%	3 1%	- -	2 1%	1 1%	- -	13 1%
Defence/Foreign affairs/ International terrorism	22 2%	7 2%	6 1%	2 1%	7 2%	22 17%abcf t	3 1%	5 2%	14 3%	3 1%	18 2%	4 3%	2 1%	8 2%	4 4%	4 1%	1 1%	3 2%	27 3%
Drug abuse	7 1%	- -	1 *	2 2%a	1 *	1 *	1 *	4 1%	3 1%	- -	5 1%	1 1%	1 1%	3 1%	- -	1 *	- -	1 1%	9 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Economy/Economic situation	189	189	82	14	39	39	49	48	97	42	173	14	33	84	28	37	13	14	181
	19%	53% ^{bce}	17% ^t	13%	11%	30% ^{bct}	23% ^t	15%	21%	19%	20% ^k	12%	18%	23%	25% ^{qrs}	14%	13%	13%	18%
Education/Schools	33	8	10	5	8	2	33	11	13	8	23	10	13	6	7	6	4	2	32
	3%	2%	2%	5%	2%	1%	15% ^{abce}	4%	3%	4%	3%	8% ^j	7% ^m	2%	6%	3%	4%	2%	3%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1
	*	-	-	-	-	-	-	*	-	-	-	1% ^j	-	-	-	*	-	-	*
Housing	29	4	12	5	7	2	8	12	13	4	22	7	6	14	2	12	3	6	26
	3%	1%	3%	5% ^a	2%	2%	4% ^a	4%	3%	2%	2%	6% ^j	3%	4%	2%	5%	3%	5%	3%
Immigration/immigrants	186	40	83	22	186	16	24	44	88	53	170	16	27	60	12	63	30	31	176
	19%	11%	18% ^{af}	21% ^{af}	52% ^{abc}	12% ^{ef}	11%	14%	19%	24% ^g	19%	13%	15%	17%	11%	25% ^p	31% ^p	27% ^p	18%
Inflation/Prices	14	2	4	2	2	*	1	7	6	1	6	7	2	6	-	6	-	2	16
	1%	1%	1%	2%	1%	*	1%	2%	1%	*	1%	6% ^j	1%	2%	-	2%	-	1%	2%
Local government/Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	28	5	8	2	5	2	1	12	9	6	23	5	4	18	2	5	1	3	24
	3%	1%	2%	2%	1%	1%	1%	4%	2%	3%	3%	4%	2%	5%	2%	2%	1%	3%	2%
Morality/Individual behaviour/Lifestyle	9	2	3	1	-	4	2	2	5	3	9	1	1	2	2	1	1	-	10
	1%	1%	1%	1% ^t	-	3% ^{abt}	1%	1%	1%	1%	1%	*	1%	1%	2%	*	1%	-	1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
National health service/Hospitals/Healthcare	175 18%	38 11%	175 37%ace ft	16 15%	57 16%a	22 17%	64 30%ace t	52 17%	78 17%	43 20%	162 19%k	13 11%	42 22% m	51 14%	24 21%	58 23%	28 29%	27 24%	172 18%
Nationalisation/ Government control of institutions	4 *	- -	1 *	1 1%	* *	2 1%a	- -	1 *	* *	2 1%	4 *	- -	- -	1 *	- -	1 *	1 1%	- -	4 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 *	1 *	2 *	1 *	- -	- -	1 *	2 1%	1 1%	* *	4 *
Pensions/Social security/Benefits	29 3%	6 2%	7 2%	1 1%	7 2%	2 1%	4 2%	12 4%	10 2%	7 3%	27 3%	2 2%	9 5%	13 4%	2 2%	3 1%	- -	1 1%	24 2%
Petrol prices/Fuel	1 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *
Pollution/ Environment	9 1%	2 1%	4 1%	- -	* *	2 1%	2 1%	3 1%	5 1%	1 1%	7 1%	2 1%	1 1%	3 1%	3 3%	1 *	- -	1 1%	10 1%
Population levels/ Overpopulation	7 1%	1 *	3 1%	2 2%	3 1%	2 1%	- -	* *	3 1%	3 1%	6 1%	* *	1 1%	3 1%	1 1%	2 1%	- -	2 2%	8 1%
Pound/Exchange rate/Value of pound	2 *	- -	2 *	- -	2 *	- -	- -	- -	2 *	- -	2 *	- -	2 1%	- -	- -	2 1%	- -	- -	1 *
Poverty/Inequality	36 4%	10 3%t	13 3%t	2 2%	2 *	2 2%	4 2%	13 4%	19 4%	5 2%	33 4%	4 3%	9 5%	12 3%	8 7%q	5 2%	1 1%	2 2%	41 4%

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

Respondent type : GB Adults 18+
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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+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Privatisation	2*	-	-	-	-	1	-	1	1	-	1	1	-	-	-	-	-	-	2*
Public services in general	8 1%	3 1%	4 1%	1 1%	2 1%	2 1%	2 1%	4 1%	1 1%	1 1%	7 1%	1 1%	2 1%	5 1%	1 1%	1 *	-	1 1%	7 1%
Race relations	16 2%	-	1 *	3 3%abt	1 *	1 1%	2 1%	9 3%	5 1%	2 1%	13 1%	3 3%	-	13 4%l	3 3%	4 1%	-	-	14 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	1 *	2 *	-	* *	-	-	-	-	3 1%h	3 *	-	-	2 1%	-	2 1%	* *	2 2%	4 *
Taxation	12 1%	1 *	5 1%	2 2%	1 *	2 1%	1 *	7 2%h	2 *	3 1%	11 1%	2 1%	5 3% m	1 *	3 2%	2 1%	1 1%	-	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *
Unemployment/ Factory closure/ Lack of industry	55 6%	10 3%	11 2%	7 7%bef	12 3%	1 *	4 2%	20 6%	29 6%	6 3%	47 5%	8 7%	7 4%	23 7%	1 1%	14 5%	4 4%	8 7%	60 6%
Other	24 2%	6 2%	6 1%	-	5 1%	2 1%	2 1%	6 2%	11 2%	7 3%	21 2%	3 2%	2 1%	11 3%	1 1%	2 1%	-	2 2%	21 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
STANDARD ERROR	*	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/f/t - g/h/i - j/k - l/m/n/o - p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
ERROR VARIANCE	*	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	*	0.00	0.00	*	0.00	0.00	0.00	0.00	*
Don't know	41	5	5	-	2	-	4	18	17	5	29	11	6	13	3	8	2	3	38
	4%	1%	1%	-	1%	-	2%	6%	4%	2%	3%	9%j	3%	4%	3%	3%	2%	3%	4%
Personal finances (NET)	79	17	25	6	9	6	6	33	33	12	63	16	15	36	11	15	2	6	82
	8%	5%	5%t	6%	2%	4%	3%	11%	7%	5%	7%	13%j	8%	10%	10%r	6%	2%	6%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
100%		49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	74 7%	20 4%	54 11%a	2 2%	6 4%	14 9%ci	17 10%ci	21 15%cdh	13 6%	9 3%	31 9%ci	34 10%chi	22 5%i	52 10%cd	29 11%noq	25 9%noq	8 4%	13 5%	54 10%noq	20 4%	80 8%
AIDS	3 *	1 *	2 *	- -	2 1%	- -	- -	1 *	* *	2 1%	- -	1 *	2 *	1 *	- -	1 *	- -	2 1%	1 *	2 *	4 *
Animal welfare	13 1%	3 1%	10 2%	1 1%	4 2%	3 2%	2 1%	2 1%	2 1%	5 2%	5 1%	4 1%	8 2%	5 1%	2 1%	2 1%	2 1%	7 3%p	4 1%	9 2%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	3 1%	- -	1 *	- -	- -	3 2%hju	- v	1 *	- -	3 1%	1 *	3 *	1 *	2 1%	- -	1 *	3 1%	1 *	4 *
Common Market/EU/ Europe/Euro/ Constitution	73 7%	40 8%	33 6%	4 3%	5 3%	12 8%	13 8%ai	14 10%cd	25 11%cdi	9 3%	25 8%iu	39 11%cdi	21 5%	52 10%cd	33 12%mnq	16 6%	9 4%	17 7%	48 9%mn	25 5%	69 7%
Countryside/Rural life	16 2%	8 2%	8 2%	5 4%dju	- -	1 1%	2 1%	2 2%	6 3%	5 2%	2 1%	8 2%	6 1%	10 2%	6 2%	1 1%	4 2%	4 2%	7 1% m	8 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 10%	45 9%	59 12%	17 13%	13 8%	21 13%	18 11%	10 7%	23 11%	30 10%	40 12%	34 9%	52 11%	52 10%	23 8%	24 9%	18 8%	39 16%lmn	47 9%	57 12% n	109 11%
Defence/Foreign affairs/ International terrorism	130 13%	78 16%b	53 10%	7 5%	14 8%	14 9%	29 17%ci	20 15%ci	45 21%cde	21 7%	43 13%ci	66 18%cde	36 8%	95 18%cd	43 16%	38 14%	20 9%	29 12%	81 15%	49 11%	132 13%
Drug abuse	61 6%	26 5%	35 7%	13 10%	12 7%	9 6%	10 6%	9 6%	8 4%	25 8%	19 6%	17 5%	34 7%	27 5%	14 5%	10 4%	13 6%	25 10%mp	24 4%	37 8%mp	69 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
	100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Economy/Economic situation	356 36%	204 42%b	152 30%	41 30%	60 35%	66 41%h	76 44%ch ikv	49 35%	64 29%	101 33%	142 42%ch ikuv	113 32%	167 36%	189 36%hk	132 49%mn oq	105 39%oq	68 32%oq	51 21%	236 44%mn oq	119 26%o	348 35%
Education/Schools	215 22%	82 17%	133 26%a	26 19%	41 24%	35 22%	39 22%	35 25%	38 18%	67 22%	74 22%	73 20%	103 22%	112 21%	72 27%oq	64 24%oq	43 20%	36 15%	136 25%oq	79 17%	200 20%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	2 1%v	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	1 1%	1 *	- -	- -	2 *	- -	2 *
Housing	145 15%	60 12%	85 17%	21 15%	26 15%	17 11%	30 17%	25 18%	27 12%	46 15%	47 14%	52 14%	63 14%	82 15%	40 15%	47 17%	28 13%	30 12%	87 16%	58 13%	132 13%
Immigration/immigrants	361 36%	159 33%	202 39%	40 30%	44 26%	47 29%	61 35%	58 41%de iu	111 51%cd efiju v	84 28%	108 32%	169 47%cd efiju v	131 28%	230 43%cd efiju v	79 30%	87 32%	96 45%lm p	99 40%lp	166 31%	195 42%lm p	352 36%
Inflation/Prices	75 8%	42 9%	33 6%	12 9%v	25 15%fgh jkv	15 9%v	6 4%	7 5%	9 4%	38 12%fgh jkv	21 6%f	16 5%	53 11%fgh jkv	22 4%	18 7%	16 6%	15 7%	26 11%	34 6%	41 9%	75 8%
Local government/Council tax	22 2%	11 2%	12 2%	1 *	4 2%	6 4%	2 1%	3 2%	7 3%	4 1%	8 3%	10 3%	10 2%	12 2%	9 3%	7 2%	2 1%	5 2%	15 3%	7 2%	28 3%
Low pay/Minimum wage/Fair wages	133 13%	64 13%	69 13%	31 23%fh jkv	27 16%fh	24 15%h	14 8%	21 15%hkv	16 7%	59 19%fh jkv	37 11%f	37 10%h	82 18%fhj kv	50 9%	35 13%	25 9%	33 15%	41 17%lm	59 11%	73 16%mp	121 12%
Morality/Individual behaviour/Lifestyle	41 4%	10 2%	31 6%a	4 3%	4 2%	8 5%	7 4%	7 5%	10 5%	8 3%	15 5%	17 5%	16 3%	25 5%	18 7%oq	11 4%	6 3%	6 2%	29 5%q	12 3%	40 4%

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

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ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
	100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
National health service/Hospitals/Healthcare	470 47%	190 39%	280 55%a	43 32%	77 46%	77 48%c	90 52%ci	76 55%ci	106 49%c	120 40%c	167 50%ci	182 51%ci	198 42%c	272 51%ci	155 58%no	132 49%oq	96 45%	87 36%	286 53%mo	183 40%	445 45%
Nationalisation/ Government control of institutions	20 2%	10 2%	11 2%	1 1%	3 2%	4 2%	3 1%	6 4%	4 2%	4 1%	6 2%	10 3%	8 2%	13 2%	3 1%	7 3%	1 1%	9 4%	10 2%	10 2%	21 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	11 2%	6 1%	1 *	3 2%	1 *	4 2%	5 3%u	5 2%	3 1%	5 1%	9 3%	4 1%	13 3%	5 2%	8 3%	2 1%	2 1%	13 2%	5 1%	22 2%
Pensions/Social security/Benefits	113 11%	52 11%	60 12%	13 10%	15 9%	14 8%	26 15%	18 13%	27 12%	29 9%	39 12%	45 13%	42 9%	70 13%	28 11%	33 12%	19 9%	33 14%	61 11%	52 11%	106 11%
Petrol prices/Fuel	19 2%	9 2%	10 2%	3 2%	3 2%	5 3%	5 3%	1 *	3 1%	6 2%	9 3%	4 1%	10 2%	8 2%	2 1%	6 2%	7 3%	4 2%	8 1%	11 2%	18 2%
Pollution/ Environment	53 5%	23 5%	30 6%	4 3%	5 3%	13 8%	11 6%	6 4%	14 7%	10 3%	23 7%	20 6%	22 5%	31 6%	21 8%n	14 5%	5 2%	14 6%	35 7%n	18 4%	50 5%
Population levels/ Overpopulation	27 3%	11 2%	16 3%	5 3%	2 1%	4 3%	5 3%	7 5%	4 2%	7 2%	9 3%	11 3%	11 2%	15 3%	6 2%	10 4%	5 2%	5 2%	17 3%	10 2%	29 3%
Pound/Exchange rate/Value of pound	8 1%	4 1%	4 1%	1 1%	1 1%	6 4%fhi	- -	1 *	- -	2 1%	6 2%kv	1 *	8 2%iv	1 *	3 1%	2 1%	2 1%	1 *	5 1%	3 1%	8 1%
Poverty/Inequality	118 12%	49 10%	69 14%	19 14%i	10 6%	24 15%d	25 15%d	21 15%d	19 9%	29 9%	49 15%d	40 11%	53 11%d	65 12%h	38 14%	38 14%q	19 9%	23 9%	77 14%q	41 9%	123 13%
Privatisation	26 3%	11 2%	15 3%	7 5%di	1 1%	6 4%	3 2%	6 4%d	3 1%	8 3%d	10 3%	9 2%	14 3%d	12 2%	11 4%	5 2%	3 2%	6 3%	16 3%	10 2%	24 2%

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

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
100%		49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Public services in general	69	38	30	4	7	13	17	15	12	11	30	28	24	45	35	15	9	10	50	19	66
	7%	8%	6%	3%	4%	8%	10%ci	11%cdi	6%	4%	9%ciu	8%i	5%	8%i	13%mq	6%	4%	4%	9%mq	4%	7%
Race relations	38	20	19	4	5	10	9	2	9	9	19	11	19	20	10	6	10	13	16	22	38
	4%	4%	4%	3%	3%	6%g	5%	1%	4%	3%	6%g	3%	4%	4%	4%	2%	5%	5%	3%	5%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	18	12	6	1	6	1	4	3	3	7	5	6	8	10	10	5	2	1	15	3	18
	2%	3%	1%	1%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	4%oq	2%	1%	*	3%oq	1%	2%
Taxation	73	44	29	11	21	7	15	8	10	32	22	18	40	33	21	15	15	22	36	37	67
	7%	9%	6%	8%	12%ehk	5%	9%	6%	5%	11%hk	7%	5%	9%e	6%	8%	6%	7%	9%	7%	8%	7%
Trade unions/ Strikes	7	3	4	-	3	1	1	*	1	3	2	1	4	2	1	1	2	3	2	4	7
	1%	1%	1%	-	2%	1%	*	*	*	1%	1%	*	1%	*	*	1%	1%	1%	*	1%	1%
Transport/Public transport	37	20	17	7	3	7	6	4	11	9	13	15	17	21	18	4	4	11	22	16	34
	4%	4%	3%	5%	2%	4%	3%	3%	5%	3%	4%	4%	4%	4%	7%mp	1%	2%	5%mp	4%mp	3%	3%
Unemployment/Factory closure/Lack of industry	180	74	106	27	31	30	40	23	29	58	70	52	88	92	33	51	33	64	83	97	181
	18%	15%	21%	20%	18%	19%	23%hk	17%	13%	19%	21%hk	15%	19%	17%k	12%	19%p	15%	26%ln	16%	21%ln	18%
Other	64	33	31	12	8	13	13	8	10	20	26	17	33	30	13	22	18	11	35	29	58
	6%	7%	6%	9%	5%	8%	8%	6%	4%	7%	8%	5%	7%	6%	5%	8%	8%	5%	6%	6%	6%
MEAN NUMBER OF MENTIONS	3.30	3.13	3.46a	3.05	3.04	3.40	3.51c	3.61c	3.23	3.05	3.45i	3.38i	3.17	3.42i	3.65n	3.27n	2.99	3.24	3.46m	3.12	3.28
							di	diu			u				q				nq		
STANDARD ERROR	0.06	0.07	0.10	0.16	0.14	0.20	0.12	0.18	0.11	0.11	0.12	0.10	0.10	0.08	0.15	0.09	0.09	0.15	0.08	0.09	0.06

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

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l/u/v - 1/m/n/o/p/q
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	982	483	499	125	126	149	171	176	235	251	320	411	400	582	241	311	201	229	552	430	982
WEIGHTED BASE	996	485	512	136*	169	161	174	140	217	305	335	357	466	530	268	269	216	243	537	459	982
	100%	49%	51%	14%*	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	99%
Don't know	106	51	55	25	19	19	7	8	28	45	26	36	63	43	11	26	28	41	37	69	110
	11%	11%	11%	19%fg jkv	11%fg	12%fg	4%	6%	13%fg v	15%fgj v	8%fg	10%fg v	14%fgj v	8%fg	4%	10%lp	13%lp	17%lmp	7%l	15%lp	11%
Personal finances (NET)	273	129	145	54	50	49	43	39	39	104	92	78	152	121	73	70	62	68	143	130	266
	27%	27%	28%	40%fh jkv	29%fh	30%fh	25%	28%hk	18%	34%hk	27%h	22%h	33%hk	23%h	27%	26%	29%	28%	27%	28%	27%
Median	2	2	2	2	2	2	3	3	2	2	2	2	2	3	3	2	2	2	3	2	2

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

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						SOCIAL MEDIA USE					
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL	
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%	
Ageing population/ Social care for the elderly	74	64	5	5	24	19	25	20	25	13	21	8	32	26	8	6	57	14	60	12	40	13	80
	7%	7%	11%	5%	7%	8%	8%	8%	7%	10%h	8%	6%	10%oq	8%oq	6%	3%	9%oq	4%	8%	5%	7%	6%	8%
AIDS	3	3	-	-	*	*	-	-	2	2	2	-	*	-	1	1	*	2	2	-	2	-	4
	*	*	-	-	*	*	-	-	1%	2%adf gh	1%	-	*	-	1%	*	1%	*	*	-	*	-	*
Animal welfare	13	10	4	-	1	1	8	4	4	1	1	-	-	2	4	7	2	11	11	2	8	-	13
	1%	1%	7%acd efghi jk	-	*	1%	3%ad	2%	1%j	1%	*	-	-	1%	3%lp	3%lp	*	3%lmp	1%	1%	1%	-	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3	3	-	-	-	1	1	2	1	2	1	1	2	-	1	-	2	1	2	1	2	1	4
	*	*	-	-	-	*	*	1%	1%	1%	1%	1%	1%	-	1%	-	*	*	*	*	*	*	*
Common Market/EU/ Europe/Euro/ Constitution	73	69	2	3	17	14	23	21	34	11	25	14	35	15	6	17	51	23	51	21	39	13	69
	7%	8%d	4%	3%	5%	6%	7%	8%	9%	8%	9%	10%	11%mpn q	5%	4%	8%	8%mp	6%	7%	9%	7%	6%	7%
Countryside/Rural life	16	15	1	-	6	6	3	2	7	3	5	2	7	6	1	3	13	3	12	3	8	5	15
	2%	2%	3%	-	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	*	1%	2%	1%	2%	1%	1%	2%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104	92	3	9	44	35	26	23	34	25	28	3	38	24	14	27	62	41	77	25	60	16	109
	10%	11%k	6%	10%k	13%k	14%afk	9%k	9%k	9%k	19%gab fghjk	10%k	2%	12%	8%	10%	13%	10%	11%	10%	10%	10%	7%	11%
Defence/Foreign affairs/ International terrorism	130	107	9	14	51	37	29	20	50	11	33	22	66	33	11	20	99	31	87	42	67	23	132
	13%	12%g	19%fg i	16%g	15%fg i	15%g	10%	8%	14%gij	9%	12%i	16%	21%mn opq	11%	8%	10%	16%mno q	9%	12%	17%	11%	11%	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
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What do you see as the main/other important issues facing Britain today?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						SOCIAL MEDIA USE				UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK		TWIT TER
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Drug abuse	61	50	6	5	24	19	14	9	23	22	23	1	16	10	11	22	27	33	50	10	35	10	69
	6%	6%k	12%fgk	6%k	7%k	8%gk	5%	3%	6%k	17%acd efghjk	8%ghk	1%	5%	3%	8%	10%mp	4%	9%mp	7%	4%	6%	5%	7%
Economy/Economic situation	356	305	17	33	120	87	98	81	137	44	105	60	116	137	35	63	253	98	292	63	239	102	348
	36%	35%	35%	39%	37%	36%	32%	32%	38%	34%	38%i	43%	36%nq	45%no q	24%	30%	40%ln oq	28%	39%	25%	40%	48%	35%
Education/Schools	215	193	10	12	67	55	58	49	89	22	62	40	73	82	16	40	155	55	161	53	128	50	200
	22%	22%	20%	14%	20%	23%	19%	19%	25%ci	17%	23%i	28%cd	23%nq	27%nq	11%	19%	25%nq	16%n	22%	21%	22%	24%	20%
Foot and mouth outbreak/Farming crisis	2	1	1	-	-	-	1	-	1	1	1	-	-	1	-	-	1	-	2	-	2	1	2
	*	*	3%ade fghjk	-	-	-	*	-	*	1%	*	-	-	*	-	-	*	-	*	-	*	*	*
Housing	145	132	7	6	20	14	37	31	88	34	71	37	41	38	18	45	78	62	113	31	82	32	132
	15%	15%cd e	14%de	7%	6%	12%de	12%de	24%ac defg	26%ab cdefg	26%ab cdefg	26%ac defg	26%ac defg	13%	12%	12%	21%lm p	13%	18%n	15%	13%	14%	15%	13%
Immigration/immigrants	361	323	22	16	114	98	119	98	127	22	85	63	133	111	55	58	244	113	235	121	182	59	352
	36%	37%ci j	44%ci	19%	35%ci ij	40%cd	39%ci	38%ci	35%ci j	17%	31%ci	44%ch ij	42%oq	36%	38%oq	27%	39%oq	32%	32%	49%	31%	28%	36%
Inflation/Prices	75	61	3	10	22	12	22	19	31	26	27	1	13	23	11	25	36	36	61	12	56	24	75
	8%	7%k	6%k	12%dek	7%ek	5%	7%k	7%k	9%k	20%ab defgh jk	10%ehk	1%	4%	8%	7%	12%lp	6%l	10%lp	8%	5%	9%	11%	8%
Local government/Council tax	22	20	-	3	10	8	4	4	8	8	8	-	10	4	5	4	14	8	14	8	7	2	28
	2%	2%	-	3%	3%	3%	1%	1%	2%	6%abf ghjk	3%	-	3%	1%	3%	2%	2%	2%	2%	3%	1%	1%	3%
Low pay/Minimum wage/Fair wages	133	121	4	8	35	27	43	39	55	22	44	22	23	45	18	41	68	59	109	22	95	40	121
	13%	14%d	8%	9%	11%	11%	14%	15%	15%	17%	16%	16%	7%	15%lp	13%	19%lp	11%l	17%lp	15%	9%	16%	19%	12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 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+

	GOVERNMENT OFFICE REGION											TENURE						SOCIAL MEDIA USE					
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL	
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Morality/ Individual behaviour/ Lifestyle	41	35	1	5	12	8	6	5	22	8	20	12	18	10	2	7	27	9	31	8	19	10	40
	4%	4%	3%	6%	4%	3%	2%	2%	6%fg	6%fg	7%aef gh	8%afg	5%	3%	1%	3%	4%	3%	4%	3%	3%	5%	4%
National health service/Hospitals/ Healthcare	470	414	24	32	148	116	146	122	176	46	127	81	158	172	59	73	330	133	348	120	272	100	445
	47%	48%i	48%	38%	45%i	47%i	48%i	48%i	49%i	35%	47%i	57%cd ij	50%oq	56%no q	42%	35%	53%no q	37%	47%	48%	46%	47%	45%
Nationalisation/ Government control of institutions	20	16	3	1	4	3	10	6	7	3	5	2	6	5	5	4	11	10	13	6	10	-	21
	2%	2%	6%ade hj	1%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%	3%	2%	3%	2%	-	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	17	15	*	2	6	5	6	5	5	4	5	1	8	3	2	4	11	6	13	4	5	1	22
	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%h	2%	1%	3%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%
Pensions/Social security/Benefits	113	103	6	4	39	35	31	26	43	7	23	17	39	41	15	15	80	31	83	29	64	23	106
	11%	12%ci	11%	5%	12%ci	14%cd i	10%	10%	12%ij	5%	9%i	12%	12%	13%	11%	7%	13%	9%	11%	12%	11%	11%	11%
Petrol prices/Fuel	19	14	-	5	10	5	7	7	2	2	2	-	6	7	4	3	13	6	12	6	10	2	18
	2%	2%	-	6%ahj k	3%aeh	2%	2%	3%	1%	2%h	1%	-	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%
Pollution/ Environment	53	45	2	6	22	15	9	7	23	7	19	12	17	21	4	12	37	15	46	7	33	11	50
	5%	5%fg	4%	7%fg	7%fg	6%	3%	3%	6%	5%	7%	8%fg	5%	7%	3%	5%	6%	4%	6%	3%	6%	5%	5%
Population levels/ Overpopulation	27	25	1	*	7	7	7	6	12	5	12	8	9	8	4	6	17	10	21	5	12	5	29
	3%	3%	2%	*	2%	3%	2%	2%	3%	4%	5%h	5%	3%	3%	3%	3%	3%	3%	3%	2%	2%	2%	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 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	GOVERNMENT OFFICE REGION										TENURE						SOCIAL MEDIA USE					
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK	TWIT TER	UNWTD TOTAL
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Pound/Exchange rate/Value of pound	8 1%	7 1%	1 2%	- -	1 *	1 *	3 1%	2 1%	4 1%	2 2%	4 1%	2 1%	- -	3 1%	2 1%	3 1%	3 *	4 1%	5 1%	2 1%	4 1%	2 1%	8 1%
Poverty/Inequality	118 12%	91 11%	6 13%	20 24% ^{ad} efghj	46 14% ^{ae}	25 10%	29 10%	23 9%	43 12%	19 14%	38 14% ^h	20 14%	33 10%	47 15%	12 9%	23 11%	80 13%	35 10%	95 13%	22 9%	74 13%	31 14%	123 13%
Privatisation	26 3%	26 3% ^{de}	- -	1 1%	4 1%	4 1%	5 2%	5 2%	17 5% ^{de}	10 7% ^{abc} defghj	14 5% ^{def}	4 3%	7 2%	11 4%	4 3%	4 2%	18 3%	9 2%	21 3%	4 2%	18 3%	8 4%	24 2%
Public services in general	69 7%	58 7%	7 15% ^{acd} efghj	3 4%	19 6%	16 7%	23 8%	16 6%	26 7%	9 7%	18 7%	10 7%	25 8% ^q	30 10% ^{oq}	6 4%	7 3%	55 9% ^{oq}	13 4%	58 8%	10 4%	41 7%	19 9%	66 7%
Race relations	38 4%	36 4%	1 1%	2 2%	12 4%	11 4%	11 4%	10 4%	15 4%	11 8% ^{adf} hj	15 6% ^h	4 3%	7 2%	10 3%	5 4%	13 6% ^{lp}	16 3%	19 5% ^l	31 4%	7 3%	25 4%	7 3%	38 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	18 2%	9 1%	* 1%	9 10% ^{abd} efghj k	9 3% ^{aef} g	* *	* *	- -	8 2% ^{afg} j	2 1%	2 1%	- -	7 2%	4 1%	2 1%	5 2%	11 2%	7 2%	16 2%	1 *	12 2%	8 4%	18 2%
Taxation	73 7%	67 8%	3 6%	3 4%	23 7%	20 8%	16 5%	13 5%	34 9% ^j	14 11% ^j	21 8%	7 5%	22 7%	26 8%	8 6%	17 8%	47 8%	25 7%	61 8%	11 4%	45 8%	17 8%	67 7%
Trade unions/ Strikes	7 1%	4 1%	1 1% ^g	2 2% ^g	3 1%	1 1%	1 *	- -	3 1%	3 2% ^{afg} hj	3 1%	- -	1 *	3 1%	1 *	1 1%	5 1%	2 *	7 1%	- -	5 1%	1 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. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
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ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE					SOCIAL MEDIA USE				UNWTD TOTAL		
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	ANY	NONE	FACE BOOK		TWIT TER	
UNWEIGHTED BASE	982	800	78	104	391	287	301	223	290	156	245	89	350	267	160	193	617	353	710	260	549	185	982
WEIGHTED BASE	996	862	49*	85*	329	244	305	256	362	131	273	142*	319	307	143	212	625	355	741	247	590	213	982
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	14%	21%	63%	36%	74%	25%	59%	21%	99%
Transport/Public transport	37	37	1	-	13	13	8	7	16	7	13	6	17	12	*	8	29	8	30	7	18	9	34
	4%	4% ^c	1%	-	4% ^c	6% ^{cd}	2%	3%	5%	5% ^c	5% ^c	4%	5% ⁿ	4% ⁿ	*	4%	5% ⁿ	2% ⁿ	4%	3%	3%	4%	3%
Unemployment/Factory closure/Lack of industry	180	155	11	14	60	46	60	49	60	25	38	13	49	53	28	48	101	76	140	39	119	36	181
	18%	18% ^k	22% ^k	17%	18% ^k	19% ^k	20% ^k	19% ^k	16% ^{jk}	19% ^{jk}	14%	9%	15%	17%	19%	23%	16%	21%	19%	16%	20%	17%	18%
Other	64	56	4	4	21	17	12	7	32	5	15	10	15	21	10	17	35	27	54	10	46	13	58
	6%	6% ^{fg}	9% ^{fg}	5%	6%	7% ^g	4%	3%	9% ^{fgi}	4%	6%	7%	5%	7%	7%	8%	6%	7%	7%	4%	8%	6%	6%
MEAN NUMBER OF MENTIONS	3.30	3.34 ^c	3.41 ^c	2.89	3.20 ^c	3.30	3.09	3.03	3.58 ^a	3.61 ^c	3.55 ^c	3.48 ^c	3.37 ⁿ	3.47 ⁿ	2.90	3.19	3.42 ⁿ	3.07	3.37	3.07	3.29	3.32	3.28
STANDARD ERROR	0.06	0.07	0.17	0.13	0.09	0.11	0.09	0.10	0.14	0.26	0.16	0.19	0.09	0.12	0.16	0.14	0.08	0.10	0.07	0.09	0.08	0.13	0.06
ERROR VARIANCE	*	0.01	0.03	0.02	0.01	0.01	0.01	0.01	0.02	0.07	0.03	0.04	0.01	0.02	0.03	0.02	0.01	0.01	0.01	0.01	0.01	0.02	*
Don't know	106	95	2	9	36	27	41	40	28	18	27	9	28	22	25	30	50	55	67	37	53	13	110
	11%	11% ^h	3%	11%	11%	11%	14% ^{bh}	16% ^{abh}	8%	14% ^{bh}	10% ^h	6%	9%	7%	18% ^{lm}	14% ^{mp}	8%	16% ^{lmp}	9%	15%	9%	6%	11%
Personal finances (NET)	273	228	11	35	93	58	80	69	100	49	85	36	65	97	33	70	161	103	223	48	188	77	266
	27%	26%	22%	41% ^{ab}	28% ^e	24%	26%	27%	28%	38% ^{ab}	31% ^h	25%	20%	32% ^{lp}	23%	33% ^l	26% ^l	29% ^{ln}	30%	20%	32%	36%	27%
Median	2	2	3	2	2	2	2	2	3	2	2	3	3	3	2	2	3	2	2	2	2	2	2

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

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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Ageing population/ Social care for the elderly	74 7%	27 6%	19 15%ac	28 6%	3 7%	12 7%	18 7%	4 9%	62 8%	17 7%	3 6%	5 5%	35 10%	19 7%	80 8%
AIDS	3 *	- -	- -	3 1%	1 2%a	- -	2 1%	- -	3 *	- -	- -	- -	* -	1 *	4 *
Animal welfare	13 1%	3 1%	2 2%	8 2%	1 2%	1 1%	2 1%	- -	12 1%	1 1%	- -	5 5%am	1 *	7 2%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	- -	1 1%	2 1%	1 2%a	- -	2 1%	- -	3 *	- -	- -	- -	1 *	- -	4 *
Common Market/EU/ Europe/Euro/ Constitution	73 7%	33 8%b	2 1%	39 9%b	3 8%	18 10%g	9 4%	5 11%	55 7%g	23 10%g	13 26%fgi	4 4%	36 11%	13 5%	69 7%
Countryside/Rural life	16 2%	4 1%	2 1%	11 2%	1 2%	3 1%	2 1%	4 9%fgi	13 2%	7 3%f	- -	1 1%	4 1%	1 *	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 10%	38 9%	14 11%	52 12%	4 10%	20 11%	28 12%	5 11%	84 10%	25 11%	6 12%	12 13%	29 8%	32 11%	109 11%
Defence/Foreign affairs/ International terrorism	130 13%	59 14%b	5 4%	66 15%b	4 10%	45 24%ghi	20 8%	2 5%	85 11%	47 21%gh	14 28%gh	9 10%	56 17%	33 11%	132 13%
Drug abuse	61 6%	30 7%	7 5%	25 6%	3 8%	4 2%	24 10%fj	2 4%	57 7%fj	6 3%	2 4%	6 7%	12 4%	21 8%	69 7%

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Economy/Economic situation	356	168	44	143	11	95	79	22	260	117	11	22	166	107	348
	36%	40% ^c	35%	32%	28%	51% ^{gi}	33%	48% ^{ir}	32%	51% ^{gi}	22%	24%	49% ^l	37%	35%
Education/Schools	215	86	37	93	6	37	56	15	178	52	8	17	93	76	200
	22%	20%	29%	21%	17%	20%	23%	33%	22%	22%	15%	19%	28%	26%	20%
Foot and mouth outbreak/Farming crisis	2	1	-	1	-	-	-	-	2	-	-	-	1	1	2
	*	*	-	*	-	-	-	-	*	-	-	-	*	1%	*
Housing	145	63	20	61	1	23	44	7	122	30	2	13	55	41	132
	15%	15%	16% ^d	14% ^d	2%	12%	18% ^r	16%	15% ^r	13%	4%	14%	16%	14%	13%
Immigration/immigrants	361	129	43	189	12	85	71	4	276	89	37	35	101	91	352
	36%	30%	34%	42% ^a	31%	46% ^{gh}	30% ^h	9%	34% ^h	39% ^h	72% ^{fg}	39%	30%	32%	36%
Inflation/Prices	75	38	8	29	5	8	25	6	67	14	2	6	19	25	75
	8%	9%	6%	6%	14%	4%	11% ^f	14% ^f	8%	6% ^f	5%	7%	6%	9%	8%
Local government/Council tax	22	8	3	12	1	3	10	-	20	3	1	3	7	9	28
	2%	2%	2%	3%	3%	1%	4%	-	2%	1%	1%	3%	2%	3%	3%
Low pay/Minimum wage/Fair wages	133	56	30	47	8	12	52	7	120	19	5	8	35	41	121
	13%	13%	24% ^{ac}	10%	20%	7%	22% ^{fi}	15%	15% ^{gj}	8%	10%	9%	10%	14%	12%
Morality/Individual behaviour/Lifestyle	41	15	6	19	1	10	5	1	31	12	1	3	15	14	40
	4%	4%	5%	4%	3%	5%	2%	3%	4%	5%	3%	3%	4%	5%	4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
National health service/Hospitals/Healthcare	470 47%	216 51%cd	66 52%d	188 42%d	9 24%	88 47%	102 43%	24 54%	382 47%	112 48%	22 42%	28 32%	195 58%l	134 47%	445 45%
Nationalisation/ Government control of institutions	20 2%	6 1%	4 3%	10 2%	1 2%	1 1%	6 3%	2 4%	19 2%	3 1% ^f	1 3%	1 1%	2 1%	5 2%	21 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	8 2%	-	9 2%	1 3%	3 2%	5 2%	1 2%	14 2%	4 2%	-	1 1%	6 2%	1 *	22 2%
Pensions/Social security/Benefits	113 11%	42 10%	21 17%	50 11%	3 7%	21 11%	25 10%	2 4%	92 11%	23 10%	9 18%	11 12%	37 11%	31 11%	106 11%
Petrol prices/Fuel	19 2%	12 3% ^c	4 3%	3 1%	1 2%	4 2%	5 2%	-	15 2%	4 2%	-	1 1%	5 1%	4 1%	18 2%
Pollution/ Environment	53 5%	17 4%	13 10% ^a	23 5%	2 6%	2 1%	8 3%	3 7% ^f	52 6% ^{fgj}	5 2% ^f	2 4%	8 9%	17 5%	18 6%	50 5%
Population levels/ Overpopulation	27 3%	8 2%	5 4%	13 3%	1 2%	4 2%	5 2%	1 3%	22 3%	6 3%	2 3%	1 1%	10 3%	5 2%	29 3%
Pound/Exchange rate/Value of pound	8 1%	2 1%	3 2%	3 1%	1 2%	1 1%	3 1%	1 2%	7 1%	2 1%	-	1 1%	3 1%	6 2%	8 1%
Poverty/Inequality	118 12%	52 12%	17 13%	50 11%	6 16%	5 3%	37 15% ^{fj}	15 32% ^{fg}	113 14% ^f	20 9% ^f	2 4%	10 11%	50 15%	44 15%	123 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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What do you see as the main/other important issues facing Britain today?
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
Privatisation	26	14	5	8	2	4	9	1	22	5	-	-	8	12	24
	3%	3%	4%	2%	4%	2%	4%	3%	3%	2%	-	-	2%	4%	2%
Public services in general	69	30	14	24	2	10	17	-	58	10	3	4	37	15	66
	7%	7%	11% ^c	5%	5%	5%	7%	-	7%	4%	6%	4%	11%	5%	7%
Race relations	38	21	5	12	-	5	13	2	34	7	3	2	10	17	38
	4%	5%	4%	3%	-	2%	6%	4%	4%	3%	5%	2%	3%	6%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	18	14	-	4	1	2	5	1	16	4	*	-	15	4	18
	2%	3% ^c	-	1%	3%	1%	2%	3%	2%	2%	1%	-	5%	1%	2%
Taxation	73	36	10	27	2	20	16	1	53	21	8	6	26	27	67
	7%	9%	8%	6%	4%	11%	7%	2%	7%	9%	15% ⁱ	6%	8%	9%	7%
Trade unions/ Strikes	7	3	1	2	1	-	1	-	7	-	1	1	2	2	7
	1%	1%	1%	* ^e	2%	-	1%	-	1%	-	1%	1%	1%	1%	1%
Transport/Public transport	37	17	3	17	*	5	9	4	33	9	2	1	20	9	34
	4%	4%	2%	4%	1%	3%	4%	10%	4%	4% ^f	3%	1%	6%	3%	3%
Unemployment/ Factory closure/ Lack of industry	180	71	16	93	13	15	52	10	165	24	7	23	43	51	181
	18%	17%	13%	21%	33% ^{ab}	8%	22% ^{fj}	21% ^{fj}	20% ^{fj}	11% ^f	15%	26% ^m	13%	18%	18%
Other	64	28	8	28	4	12	7	2	52	14	3	10	22	24	58
	6%	7%	6%	6%	9%	6%	3%	4%	6% ^g	6%	7%	11%	6%	8%	6%
MEAN NUMBER OF MENTIONS	3.30	3.27	3.55	3.26	3.04	3.18	3.34	3.50	3.33	3.25	3.41	3.07	3.52	3.39	3.28
STANDARD ERROR	0.06	0.08	0.24	0.09	0.57	0.11	0.11	0.25	0.07	0.10	0.25	0.17	0.12	0.13	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - 1/g/h/i/j/r - 1/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	982	363	110	509	41	168	262	41	814	209	48	97	315	263	982
WEIGHTED BASE	996	423	126*	448	39*	186	239	45*	810	231	51*	90*	339	286	982
	100%	42%	13%*	45%	4%*	19%	24%	5%*	81%	23%	5%*	9%*	34%	29%	99%
ERROR VARIANCE	*	0.01	0.06	0.01	0.32	0.01	0.01	0.06	0.01	0.01	0.06	0.03	0.01	0.02	*
Don't know	106	27	12	67	5	14	22	3	92	17	3	19	16	33	110
	11%	6%	10%	15%a	13%	7%	9%	6%	11%	7%	6%	21% ^m	5%	11%	11%
Personal finances (NET)	273	124	47	102	14	27	88	20	246	47	8	20	86	87	266
	27%	29% ^c	38% ^c	23%	36%	15%	37% ^{fi}	44% ^{fj}	30% ^{fj}	21% ^f	16%	22%	25%	30%	27%
Median	2	2	3	2	2	2	2	3	2	2	3	2	3	2	2

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Ageing population/ Social care for the elderly	74 7%	22 6%	48 10%a	11 11%	30 8%	14 10%	16 7%	18 6%	44 10%	10 5%	68 8%	5 4%	22 12%	22 6%	10 9%	16 6%	6 6%	9 8%	80 8%
AIDS	3 *	- -	1 *	1 1%	- -	1 *	1 *	2 1%	* *	- -	2 *	1 1%	- -	- -	- -	1 *	- -	- -	4 *
Animal welfare	13 1%	5 1%	7 1%	2 2%	8 2%	2 1%	7 3%	2 1%	6 1%	5 2%	13 1%	1 *	2 1%	3 1%	- -	2 1%	- -	2 2%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	2 *	1 1%	1 *	2 1%	2 1%	1 *	2 *	- -	3 *	1 1%	1 1%	- -	1 1%	1 *	- -	- -	4 *
Common Market/EU/ Europe/Euro/ Constitution	73 7%	40 11%c	41 9%	5 5%	34 9%	16 12%	14 7%	19 6%	34 7%	19 8%	72 8%k	2 1%	14 8%	20 6%	16 14%qs	16 6%	10 11% ^s	3 3%	69 7%
Countryside/Rural life	16 2%	6 2%	7 2%	3 3%	7 2%	4 3%	5 2%	4 1%	8 2%	4 2%	16 2%	- -	1 1%	4 1%	3 2%	7 3%	3 4%	3 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 10%	36 10%	53 11%	104 100%abe ft	42 12%	15 11%	21 10%	50 16%hi	43 9%	11 5%	85 10%	19 16%j	19 10%	32 9%	2 2%	37 14%ps	17 18% ^p	10 9% ^p	109 11%
Defence/Foreign affairs/ International terrorism	130 13%	64 18%bt	53 11%	15 14%	41 11%	130 100%abc ft	30 14%	29 9%	69 15%g	32 15%	121 14%k	9 8%	15 8%	48 13%	17 15%	36 14%	17 17%	19 16%	132 13%
Drug abuse	61 6%	16 5%	22 5%	22 21%abef t	22 6%	7 5%	12 5%	31 10%i	30 7%i	- -	49 6%	12 10%j	9 5%	25 7%	4 3%	20 8%	4 4%	5 5%	69 7%

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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Economy/Economic situation	356 36%	356 100% ^{bce}	163 35% ^t	36 35%	102 28%	64 49% ^{bct}	82 38% ^t	95 31%	180 39% ^g	78 36%	323 37% ^k	31 26%	77 41%	134 37%	49 44% ^{qs}	78 31%	32 32%	28 25%	348 35%
Education/Schools	215 22%	82 23%	149 32% ^{ace}	21 20%	69 19%	30 23%	215 100% ^{abc}	54 17%	95 21%	63 29% ^g	188 22%	25 21%	52 28%	70 19%	37 34% ^{qrs}	46 18%	18 19%	23 20%	200 20%
Foot and mouth outbreak/Farming crisis	2 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 1%	1 *	1 1%	- -	1 *	- -	1 *	- -	- -	2 *
Housing	145 15%	52 15%	77 16%	20 19%	55 15%	16 12%	39 18%	47 15%	59 13%	39 18%	127 15%	18 15%	33 17%	50 14%	23 21%	45 18%	13 13%	15 13%	132 13%
Immigration/immigrants	361 36%	102 29%	186 40% ^{af}	42 41% ^a	361 100% ^{abc}	41 31%	69 32%	94 30%	167 36%	97 44% ^g	331 38% ^k	30 24%	56 30%	116 32%	24 21%	116 46% ^p	57 59% ^{pq}	54 47% ^p	352 36%
Inflation/Prices	75 8%	29 8% ^t	27 6%	15 15% ^{abef}	16 5%	6 5%	15 7%	33 11% ⁱ	34 7%	8 4%	55 6%	19 16% ^j	8 4%	32 9%	4 4%	26 10% ^{pr}	4 4%	7 7%	75 8%
Local government/Council tax	22 2%	11 3%	11 2%	9 8% ^{abft}	10 3%	7 6% ^b	4 2%	16 5% ^{hi}	5 1%	2 1%	18 2%	4 4%	3 1%	8 2%	2 2%	11 4%	2 2%	5 5%	28 3%
Low pay/Minimum wage/Fair wages	133 13%	41 12%	52 11%	18 18% ^{ee}	49 13%	9 7%	24 11%	46 15%	59 13%	26 12%	111 13%	21 18%	28 15%	59 17%	13 12%	37 14%	11 11%	17 15%	121 12%
Morality/Individual behaviour/Lifestyle	41 4%	16 4%	20 4%	6 6%	8 2%	10 8% ^t	8 4%	11 4%	18 4%	10 5%	36 4%	4 4%	9 5%	13 4%	6 5%	6 2%	2 2%	1 1%	40 4%

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WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
National health service/Hospitals/ Healthcare	470 47%	163 46%	470 100%ace	53 51%	186 52%e	53 41%	149 69%ace	115 37%	228 50%g	122 56%g	437 50%k	33 27%	117 62% m	164 46%	55 49%	127 49%	58 60%q	55 48%	445 45%
Nationalisation/ Government control of institutions	20 2%	3 1%	9 2%	4 3%	9 3%	6 4%a	3 2%	4 1%	9 2%	8 3%	19 2%	2 2%	5 2%	5 2%	2 2%	7 3%	4 4%	4 3%	21 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	6 2%	6 1%	2 2%	4 1%	4 3%	4 2%	3 1%	10 2%	4 2%	15 2%	3 2%	1 *	7 2%	3 3%	6 2%	2 2%	2 2%	22 2%
Pensions/Social security/Benefits	113 11%	32 9%	61 13%a	12 12%	52 14%a	14 11%	28 13%	33 11%	47 10%	32 14%	110 13%k	3 2%	34 18% m	30 8%	11 10%	31 12%	11 11%	19 16%	106 11%
Petrol prices/Fuel	19 2%	3 1%	12 3%at	2 2%	3 1%	4 3%a	7 3%at	3 1%	9 2%	6 3%	15 2%	4 3%	4 2%	12 3%	5 5%	6 2%	3 3%	3 3%	18 2%
Pollution/ Environment	53 5%	27 8%t	29 6%t	7 7%	11 3%	10 7%	19 9%t	21 7%	21 5%	11 5%	49 6%	4 3%	17 9% m	12 3%	9 8%	11 4%	4 5%	5 4%	50 5%
Population levels/ Overpopulation	27 3%	12 3%	15 3%	7 7%	14 4%	5 4%	8 4%	6 2%	12 3%	8 4%	24 3%	2 2%	6 3%	8 2%	2 2%	11 4%	4 4%	4 3%	29 3%
Pound/Exchange rate/Value of pound	8 1%	4 1%	7 1%	4 4%	4 1%	2 2%	4 2%	3 1%	5 1%	-	6 1%	1 1%	3 1%	2 1%	1 1%	3 1%	1 1%	-	8 1%
Poverty/Inequality	118 12%	52 15%bt	48 10%	12 12%	26 7%	14 11%	28 13%t	34 11%	60 13%	21 10%	105 12%	14 11%	29 15%	36 10%	17 15%r	28 11%r	3 3%	16 14%r	123 13%

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	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
Privatisation	26	6	19	4	4	5	10	9	12	5	24	2	9	9	10	3	2	1	24
	3%	2%	4%at	3%	1%	4%	5%at	3%	3%	2%	3%	2%	5%	3%	9%qrs	1%	2%	1%	2%
Public services in general	69	31	40	7	18	15	23	21	30	18	65	4	19	25	17	16	7	6	66
	7%	9%t	9%t	7%	5%	12%t	11%t	7%	7%	8%	7%	3%	10%	7%	15%qs	6%	7%	5%	7%
Race relations	38	8	12	6	12	5	10	16	16	3	31	8	6	19	6	8	3	2	38
	4%	2%	3%	6%	3%	4%	5%	5%	4%	1%	4%	6%	3%	5%	5%	3%	3%	2%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	18	5	12	2	2	1	6	5	2	11	18	-	7	7	7	3	1	2	18
	2%	1%	3%t	2%	1%	1%	3%t	1%	*	5%gh	2%	-	4%	2%	6%q	1%	1%	2%	2%
Taxation	73	30	34	11	28	17	15	22	29	22	64	7	21	27	9	14	3	7	67
	7%	8%	7%	11%	8%	13%b	7%	7%	6%	10%	7%	6%	11%	8%	8%	5%	3%	6%	7%
Trade unions/ Strikes	7	2	5	2	2	2	3	2	3	2	5	2	2	3	-	4	1	2	7
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	2%	1%
Transport/Public transport	37	19	23	6	8	8	12	11	16	8	33	5	7	9	8	12	4	5	34
	4%	5%t	5%t	6%	2%	6%t	6%t	3%	3%	3%	4%	4%	3%	3%	7%	5%	4%	5%	3%
Unemployment/Factory closure/Lack of industry	180	55	79	28	63	17	38	56	96	28	153	26	30	58	16	49	16	27	181
	18%	15%	17%	27%abe	18%	13%	18%	18%	21%i	13%	18%	22%	16%	16%	14%	19%	16%	23%	18%
Other	64	26	21	2	17	7	15	13	25	26	57	7	8	27	7	5	2	4	58
	6%	7%c	4%	1%	5%	5%	7%c	4%	5%	12%gh	7%	5%	4%	8%	6%	2%	2%	3%	6%
MEAN NUMBER OF MENTIONS	3.30	3.88	3.90	4.84ab	3.69	4.34t	4.44ab	3.13	3.35	3.43	3.36k	2.91	3.64m	3.16	3.60	3.39	3.37	3.34	3.28
STANDARD ERROR	0.06	0.12	0.10	0.33	0.11	0.29	0.20	0.13	0.09	0.10	0.07	0.14	0.18	0.08	0.19	0.10	0.14	0.15	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/f/t - g/h/i - j/k - l/m/n/o - p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineffectual for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 10th - 20th April 2015
Number of sample points : 167
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	982	348	445	109	352	132	200	336	463	178	826	153	169	301	108	264	102	118	982
WEIGHTED BASE	996	356	470	104*	361	130	215	311	459	219	873	121	188	358	112*	256	97*	114*	982
	100%	36%	47%	10%*	36%	13%	22%	31%	46%	22%	88%	12%	19%	36%	11%*	26%	10%*	11%*	99%
ERROR VARIANCE	*	0.01	0.01	0.11	0.01	0.08	0.04	0.02	0.01	0.01	*	0.02	0.03	0.01	0.04	0.01	0.02	0.02	*
Don't know	106	18	10	3	13	3	8	41	53	12	84	23	11	30	6	22	3	15	110
	11%	5%b	2%	3%	4%	3%	4%	13%i	12%i	5%	10%	19%j	6%	9%	5%	9%r	3%	14%pqr	11%
Personal finances (NET)	273	99	114	31	76	23	55	90	131	48	232	41	53	114	34	76	17	36	266
	27%	28%et	24%	30%e	21%	18%	25%	29%	29%	22%	27%	34%	28%	32%	31%r	30%r	17%	31%r	27%
Median	2	3	3	4	3	3	3	2	2	3	2	2	3	2	3	3	3	2	2

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

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	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	982	132	119	191	129	229	182	982
WEIGHTED BASE	996	151*	154*	196	138	189	168	982
	100%	15%*	15%*	20%	14%	19%	17%	99%
Ageing population/ Social care for the elderly	74 7%	9 6%b	- -	24 12%b	7 5%b	21 11%b	13 8%b	80 8%
AIDS	3 *	1 *	1 1%	- -	- -	* *	1 *	4 *
Animal welfare	13 1%	2 1%	3 2%	2 1%	3 2%	1 *	3 2%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	- -	- -	- -	2 1%	1 *	4 *
Common Market/EU/ Europe/Euro/ Constitution	73 7%	7 5%	2 2%	17 8%b	9 6%	25 13%ab	14 8%b	69 7%
Countryside/Rural life	16 2%	2 2%	3 2%	1 *	2 1%	4 2%	4 3%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 10%	9 6%	21 14%	22 11%	18 13%	16 8%	18 11%	109 11%
Defence/Foreign affairs/ International terrorism	130 13%	16 11%b	5 3%	30 15%b	13 10%	35 18%bd	31 18%bd	132 13%
Drug abuse	61 6%	8 5%	17 11%ce	8 4%	11 8%	8 4%	10 6%	69 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
UNWEIGHTED BASE	982	132	119	191	129	229	182	982
WEIGHTED BASE	996	151*	154*	196	138	189	168	982
	100%	15%*	15%*	20%	14%	19%	17%	99%
Economy/Economic situation	356	68	33	100	42	69	44	348
	36%	45%bd f	22%	51%bd ef	30%	36%b	27%	35%
Education/Schools	215	40	27	50	24	45	28	200
	22%	27%	18%	26%	17%	24%	17%	20%
Foot and mouth outbreak/Farming crisis	2	2	-	-	-	-	-	2
	*	1%	-	-	-	-	-	*
Housing	145	27	20	31	16	29	22	132
	15%	18%	13%	16%	12%	16%	13%	13%
Immigration/immigrants	361	40	44	53	55	73	96	352
	36%	27%	29%	27%	40%ac	38%ac	57%ab cde	36%
Inflation/Prices	75	16	21	10	11	7	9	75
	8%	11%e	14%cef	5%	8%	4%	5%	8%
Local government/Council tax	22	3	1	6	3	6	4	28
	2%	2%	*	3%	2%	3%	2%	3%
Low pay/Minimum wage/Fair wages	133	22	37	22	15	16	21	121
	13%	14%	24%cd ef	11%	11%	8%	13%	12%
Morality/Individual behaviour/Lifestyle	41	6	2	13	2	10	7	40
	4%	4%	1%	6%	2%	5%	4%	4%
National health service/Hospitals/Healthcare	470	70	51	107	60	110	72	445
	47%	46%	33%	55%bf	44%	58%bd f	43%	45%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
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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	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
UNWEIGHTED BASE	982	132	119	191	129	229	182	982
WEIGHTED BASE	996	151*	154*	196	138	189	168	982
	100%	15%*	15%*	20%	14%	19%	17%	99%
Nationalisation/ Government control of institutions	20 2%	1 1%	2 2%	4 2%	2 1%	4 2%	6 4%	21 2%
Northern Ireland	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	3 2%	-	4 2%	1 1%	6 3%	4 2%	22 2%
Pensions/Social security/Benefits	113 11%	16 11%	12 8%	22 11%	17 12%	22 12%	22 13%	106 11%
Petrol prices/Fuel	19 2%	3 2%	3 2%	3 1%	7 5%	2 1%	2 1%	18 2%
Pollution/ Environment	53 5%	9 6%b	1 1%	13 6%b	11 8%b	14 7%b	7 4%	50 5%
Population levels/ Overpopulation	27 3%	5 3%	2 2%	7 4%	1 1%	5 2%	6 4%	29 3%
Pound/Exchange rate/Value of pound	8 1%	1 1%	1 1%	5 2%e	1 1%	-	1 *	8 1%
Poverty/Inequality	118 12%	16 11%	12 8%	35 18%bf	15 11%	25 13%	15 9%	123 13%
Privatisation	26 3%	1 1%	6 4%	8 4%	1 1%	6 3%	2 1%	24 2%
Public services in general	69 7%	7 4%	4 3%	26 13%abd f	4 3%	17 9%b	11 6%	66 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
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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	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
UNWEIGHTED BASE	982	132	119	191	129	229	182	982
WEIGHTED BASE	996	151*	154*	196	138	189	168	982
	100%	15%*	15%*	20%	14%	19%	17%	99%
Race relations	38	3	6	11	8	2	9	38
	4%	2%	4%	6%e	6%e	1%	5%e	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	18	6	1	5	-	4	2	18
	2%	4%	1%	3%	-	2%	1%	2%
Taxation	73	15	18	13	10	9	9	67
	7%	10%	11%e	6%	7%	5%	6%	7%
Trade unions/ Strikes	7	1	2	1	1	*	1	7
	1%	1%	2%	1%	1%	*	1%	1%
Transport/Public transport	37	4	6	10	3	8	7	34
	4%	2%	4%	5%	2%	4%	4%	3%
Unemployment/ Factory closure/ Lack of industry	180	28	30	30	40	25	27	181
	18%	19%	19%	15%	29%ce f	13%	16%	18%
Other	64	9	11	15	11	10	7	58
	6%	6%	7%	8%	8%	5%	4%	6%
MEAN NUMBER OF MENTIONS	3.30	3.26	2.83	3.63b	3.20	3.44b	3.32	3.28
STANDARD ERROR	0.06	0.16	0.14	0.16	0.15	0.12	0.16	0.06
ERROR VARIANCE	*	0.03	0.02	0.03	0.02	0.01	0.03	*
Don't know	106	16	28	7	19	14	22	110
	11%	11%c	19%ce	4%	14%c	7%	13%c	11%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 20th April 2015
 Number of sample points : 167
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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	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	982	132	119	191	129	229	182	982
WEIGHTED BASE	996	151*	154*	196	138	189	168	982
	100%	15%*	15%*	20%	14%	19%	17%	99%
Personal finances (NET)	273	48	56	55	37	40	38	266
	27%	32%	36%ef	28%	27%	21%	23%	27%
Median	2	2	2	3	2	3	2	2

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

	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	982