

**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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	487	562	134	172	183	182	145	234	306	365	379	489	561	277	291	219	262	569	481	1050
	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	17 2%	6 1%	11 2%	1 1%	1 1%	1 *	7 4%	3 2%	4 2%	3 1%	8 2%	7 2%	3 1%	14 2%	5 2%	4 1%	5 2%	3 1%	9 2%	8 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	-	-	1 1%	-	1 *	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	26 3%	15 3%	11 2%	1 1%	3 2%	1 1%	7 4%	3 2%	12 5%	4 1%	8 2%	15 4%	5 1%	21 4%	15 5%	4 1%	6 3%	1 1%	19 3%	8 2%	23 2%
Countryside/Rural life	2 *	1 *	1 *	-	1 *	-	1 *	-	-	1 *	1 *	-	1 *	1 *	-	1 *	-	1 *	1 *	1 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	42 4%	18 4%	24 4%	5 4%	10 6%	9 5%	5 3%	3 2%	10 4%	15 5%	14 4%	13 3%	23 5%	19 3%	4 1%	10 3%	12 5%	16 6%	14 2%	28 6%	54 5%
Defence/Foreign affairs/ International terrorism	7 1%	3 1%	4 1%	2 2%	1 1%	-	3 1%	1 *	1 *	3 1%	3 1%	1 *	3 1%	4 1%	2 1%	2 1%	2 1%	2 1%	3 1%	4 1%	7 1%
Drug abuse	13 1%	5 1%	8 1%	3 2%	* *	5 3%	2 1%	-	3 1%	3 1%	7 2%	3 1%	8 2%	5 1%	2 1%	4 1%	3 1%	4 2%	5 1%	8 2%	13 1%
Economy/Economic situation	379 36%	193 40%	185 33%	42 32%	53 31%	83 45%	60 33%	57 40%	83 36%	95 31%	143 39%	141 37%	178 36%	201 36%	138 50%	114 39%	65 30%	61 23%	252 44%	126 26%	337 32%
Education/Schools	13 1%	3 1%	9 2%	3 2%	2 1%	2 1%	3 2%	-	3 1%	5 1%	5 1%	3 1%	6 1%	6 1%	4 2%	6 2%	-	2 1%	10 2%	2 1%	12 1%

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
Source : Ipsos MORI (JN Q218)

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



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	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
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	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Foot and mouth outbreak/Farming crisis	2 *	- -	2 *	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Housing	37 4%	15 3%	23 4%	7 5%	11 6%	3 2%	11 6%	* *	6 3%	18 6%	13 4%	6 2%	21 4%	17 3%	5 2%	6 2%	9 4%	18 7%	11 2%	26 5%	38 4%
Inflation/Prices	54 5%	20 4%	34 6%	5 4%	13 8%	11 6%	7 4%	11 8%	8 3%	18 6%	17 5%	19 5%	29 6%	26 5%	13 5%	13 4%	12 5%	17 6%	26 5%	28 6%	57 5%
Local government/ Council tax	5 *	1 *	4 1%	1 1%	- -	1 1%	- -	2 1%	1 *	1 *	1 *	3 1%	2 *	3 1%	- -	3 1%	1 *	1 1%	3 1%	2 *	6 1%
Low pay/Minimum wage/Fair wages	10 1%	5 1%	5 1%	2 1%	5 3%	1 *	2 1%	- -	1 *	6 2%	3 1%	1 *	7 1%	3 *	- -	2 1%	4 2%	4 2%	2 *	8 2%	10 1%
Morality/ Individual behaviour/ Lifestyle	18 2%	10 2%	9 2%	- -	3 2%	4 2%	6 3%	1 1%	4 2%	3 1%	10 3%	6 1%	7 1%	12 2%	7 3%	5 2%	2 1%	4 2%	12 2%	6 1%	17 2%
National health service/Hospitals/ Healthcare	37 3%	12 2%	25 4%	6 5%	4 2%	4 2%	3 2%	5 3%	15 6%	10 3%	7 2%	19 5%	14 3%	22 4%	9 3%	13 5%	7 3%	8 3%	22 4%	14 3%	36 3%
Nationalisation/ Government control of institutions	2 *	2 *	- -	- -	1 *	- -	- -	- -	1 1%	1 *	- -	1 *	1 *	1 *	1 1%	- -	- -	1 *	1 *	1 *	2 *
Northern Ireland	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	* *	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Pensions/Social security/Benefits	20 2%	2 *	18 3%	2 2%	6 3%	2 1%	4 2%	1 1%	4 2%	8 3%	6 2%	5 1%	10 2%	10 2%	4 1%	5 2%	2 1%	9 3%	9 2%	11 2%	18 2%
Petrol prices/Fuel	1 *	* *	1 *	- -	- -	- -	- -	* *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	* *	- -	1 *	* *	2 *

Respondent type : GB Adults 18+  
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**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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
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	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Pollution/ Environment	6 1%	4 1%	2 *	1 1%	- -	1 1%	3 1%	1 1%	1 *	1 *	4 1%	2 *	2 *	4 1%	3 1%	3 1%	- -	1 *	5 1%	1 *	5 *
Population levels/ Overpopulation	16 2%	9 2%	8 1%	1 1%	5 3%	* *	4 2%	4 3%	3 1%	5 2%	4 1%	7 2%	6 1%	11 2%	4 2%	4 1%	5 2%	3 1%	8 1%	8 2%	16 2%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Poverty/Inequality	32 3%	13 3%	19 3%	6 5%	6 3%	5 3%	4 2%	3 2%	8 3%	12 4%	9 3%	11 3%	17 4%	15 3%	2 1%	10 3%	8 4%	13 5%	12 2%	21 4%	40 4%
Privatisation	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Public services in general	8 1%	5 1%	3 1%	- -	- -	2 1%	3 2%	1 1%	1 1%	- -	5 1%	3 1%	2 *	6 1%	2 1%	2 1%	1 *	3 1%	4 1%	4 1%	9 1%
Race relations/ Immigration/ Immigrants	77 7%	40 8%	37 7%	13 10%	7 4%	8 5%	8 4%	19 13%	22 9%	20 6%	16 4%	41 11%	28 6%	49 9%	8 3%	28 9%	19 9%	22 9%	35 6%	42 9%	96 9%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	1 *	1 *	- -	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -	3 *	- -	3 1%	- -	- -	3 *	- -	3 *
Taxation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	6 1%	2 *	4 1%	2 1%	3 1%	1 *	- -	1 1%	- -	4 1%	1 *	1 *	5 1%	1 *	- -	3 1%	1 *	3 1%	3 *	4 1%	7 1%
Unemployment/ Factory closure/ Lack of industry	165 16%	76 16%	89 16%	23 17%	25 14%	32 18%	34 19%	23 16%	27 12%	48 16%	67 18%	50 13%	80 16%	85 15%	34 12%	37 13%	45 21%	50 19%	70 12%	95 20%	167 16%

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	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Other	<b>11</b>	10	2	1	1	3	2	2	3	2	5	4	5	7	6	3	1	1	10	2	10
	<b>1%</b>	2%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	2%	*	1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>35</b>	13	23	7	12	5	2	2	9	18	7	10	23	12	7	9	8	12	16	20	41
	<b>3%</b>	3%	4%	5%	7%	2%	1%	1%	4%	6%	2%	3%	5%	2%	2%	3%	4%	4%	3%	4%	4%

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

	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Ageing population/ Social care for the elderly	17 2%	15 2%	1 2%	1 1%	3 1%	2 1%	4 1%	3 1%	10 3%	3 2%	10 3%	7 5%	8 2%	5 2%	3 2%	1 *	13 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 2%	-	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	26 3%	25 3%	-	1 1%	6 2%	5 2%	6 2%	6 3%	14 4%	4 3%	13 4%	8 5%	19 5%	4 1%	1 1%	2 1%	24 3%	23 2%
Countryside/Rural life	2 *	2 *	-	-	-	-	1 *	1 *	1 *	-	1 *	1 1%	-	1 *	1 1%	-	1 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	42 4%	39 4%	1 2%	2 2%	21 6%	18 7%	6 2%	5 2%	15 4%	6 5%	12 4%	6 4%	15 4%	6 2%	9 7%	12 6%	21 3%	54 5%
Defence/Foreign affairs/ International terrorism	7 1%	6 1%	1 2%	1 1%	4 1%	3 1%	1 *	-	2 1%	-	-	-	1 *	4 1%	-	2 1%	5 1%	7 1%
Drug abuse	13 1%	7 1%	-	5 6%	10 3%	4 2%	-	-	3 1%	2 2%	2 1%	-	2 *	5 2%	3 2%	2 1%	7 1%	13 1%
Economy/Economic situation	379 36%	321 36%	24 41%	34 36%	110 31%	76 29%	125 41%	102 41%	144 37%	47 34%	106 36%	59 38%	131 36%	162 48%	28 19%	55 28%	293 42%	337 32%
Education/Schools	13 1%	13 1%	-	-	5 1%	5 2%	1 *	1 1%	6 2%	2 2%	2 1%	-	5 1%	3 1%	1 1%	4 2%	7 1%	12 1%

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	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Foot and mouth outbreak/Farming crisis	2*	2*	-	-	-	-	2	2	-	-	-	-	-	-	-	2	-	1*
Housing	37	28	4	5	11	6	10	6	16	12	15	3	5	12	6	14	17	38
	4%	3%	8%	5%	3%	2%	3%	2%	4%	9%	5%	2%	1%	4%	4%	7%	2%	4%
Inflation/Prices	54	42	5	8	21	14	10	5	23	8	17	9	17	20	10	7	37	57
	5%	5%	8%	8%	6%	5%	3%	2%	6%	6%	6%	6%	5%	6%	7%	4%	5%	5%
Local government/Council tax	5*	5	-	*	1	1	3	3	1	-	1	1	3	1	1	-	4	6
	*	1%	-	1%	*	*	1%	1%	*	-	*	1%	1%	*	1%	-	1%	1%
Low pay/Minimum wage/Fair wages	10	5	3	2	6	4	4	1	-	-	-	-	2	4	1	2	6	10
	1%	1%	5%	2%	2%	1%	1%	*	-	-	-	-	1%	1%	1%	1%	1%	1%
Morality/Individual behaviour/Lifestyle	18	15	-	3	6	3	3	3	9	2	8	6	6	4	3	5	10	17
	2%	2%	-	4%	2%	1%	1%	1%	2%	1%	3%	4%	2%	1%	2%	2%	1%	2%
National health service/Hospitals/Healthcare	37	31	1	4	13	8	9	8	15	3	12	9	19	8	2	8	27	36
	3%	3%	3%	5%	4%	3%	3%	3%	4%	2%	4%	6%	5%	2%	1%	4%	4%	3%
Nationalisation/Government control of institutions	2*	1*	-	1	1	-	1	1	-	-	-	-	1	-	1	-	1	2
	*	*	-	1%	*	-	*	1%	-	-	-	-	*	-	1%	-	*	*
Northern Ireland	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	1
	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	*
Nuclear weapons/Nuclear war/Disarmament	1*	1*	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	1
	*	*	-	-	-	-	*	*	-	-	-	-	*	-	-	-	*	*
Pensions/Social security/Benefits	20	16	2	2	4	2	4	2	11	2	8	6	5	8	3	4	12	18
	2%	2%	3%	2%	1%	1%	1%	1%	3%	2%	3%	4%	1%	2%	2%	2%	2%	2%

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	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	* *	* *	1 *	- -	1 *	1 1%	1 *	- -	* *	- -	1 *	2 *
Pollution/ Environment	6 1%	6 1%	- -	- -	1 *	1 *	1 *	1 *	4 1%	2 1%	4 2%	3 2%	4 1%	1 *	- *	1 *	5 1%	5 *
Population levels/ Overpopulation	16 2%	13 1%	- -	3 4%	7 2%	4 2%	3 1%	3 1%	6 2%	3 2%	3 1%	- -	5 1%	7 2%	1 1%	3 1%	12 2%	16 2%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 1%	- -	- -	- -	1 1%	- -	1 *
Poverty/Inequality	32 3%	29 3%	- -	4 4%	14 4%	11 4%	4 1%	4 2%	13 3%	6 4%	12 4%	6 4%	7 2%	7 2%	9 6%	9 5%	14 2%	40 4%
Privatisation	1 *	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
Public services in general	8 1%	8 1%	- -	- -	5 1%	5 2%	1 *	1 1%	1 *	- -	1 *	1 1%	4 1%	1 *	2 1%	1 *	5 1%	9 1%
Race relations/ Immigration/ Immigrants	77 7%	74 8%	1 1%	3 3%	27 8%	25 9%	28 9%	27 11%	21 6%	4 3%	16 6%	12 8%	27 7%	18 5%	13 9%	19 10%	45 6%	96 9%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	1 *	- -	2 2%	2 1%	- -	1 *	1 *	- -	- -	- -	- -	3 1%	- -	- -	- -	3 *	3 *
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
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	
	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 COUNC IL/HA	REN TED PRI VATE		OWNED /MORT GAGED
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Transport/Public transport	<b>6</b> <b>1%</b>	6 1%	- -	- -	4 1%	4 2%	1 *	1 *	1 *	1 1%	1 *	- -	4 1%	1 *	* *	1 *	5 1%	7 1%
Unemployment/ Factory closure/ Lack of industry	<b>165</b> <b>16%</b>	145 16%	12 20%	8 9%	57 16%	49 19%	57 19%	46 18%	50 13%	22 17%	36 12%	13 9%	60 16%	44 13%	31 21%	30 16%	103 15%	167 16%
Other	<b>11</b> <b>1%</b>	11 1%	- -	1 1%	6 2%	5 2%	3 1%	3 1%	3 1%	3 2%	3 1%	- -	4 1%	5 1%	1 1%	2 1%	8 1%	10 1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>35</b> <b>3%</b>	32 4%	1 2%	2 2%	8 2%	6 2%	13 4%	12 5%	14 4%	3 2%	7 3%	4 3%	7 2%	9 3%	11 7%	6 3%	16 2%	41 4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 5th October - 22nd October 2012  
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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Ageing population/ Social care for the elderly	17 2%	7 2%	3 3%	7 1%	1 1%	-	7 4%	1 *	2 5%	10 1%	9 4%	1 1%	9 3%	3 1%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	26 3%	11 3%	-	15 3%	2 3%	1 4%	8 4%	5 2%	-	18 2%	8 3%	1 1%	7 2%	1 *	23 2%
Countryside/Rural life	2 *	2 *	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	42 4%	14 3%	* *	28 6%	3 5%	-	4 2%	13 4%	1 1%	38 4%	5 2%	6 5%	4 1%	16 5%	54 5%
Defence/Foreign affairs/ International terrorism	7 1%	5 1%	-	2 *	1 1%	-	2 1%	3 1%	-	5 1%	2 1%	1 1%	3 1%	2 1%	7 1%
Drug abuse	13 1%	8 2%	-	5 1%	1 2%	5 13%	-	4 1%	-	13 1%	-	* *	3 1%	2 1%	13 1%
Economy/Economic situation	379 36%	169 39%	57 47%	153 31%	16 25%	16 47%	99 52%	89 29%	21 44%	280 32%	120 51%	27 24%	173 52%	103 34%	337 32%
Education/Schools	13 1%	5 1%	1 1%	6 1%	-	2 5%	3 1%	8 3%	1 2%	10 1%	3 1%	2 2%	5 1%	4 1%	12 1%

Respondent type : GB Adults 18+  
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Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Foot and mouth outbreak/Farming crisis	2*	2*	-	-	-	-	2	-	-	-	2	-	-	-	1*
							1%	-	-	-	1%	-	-	-	*
Housing	37	17	3	18	2	2	6	12	-	31	6	3	9	16	38
	4%	4%	2%	4%	3%	4%	3%	4%	-	4%	3%	2%	3%	5%	4%
Inflation/Prices	54	23	6	25	1	2	4	18	-	50	4	5	16	22	57
	5%	5%	5%	5%	2%	6%	2%	6%	-	6%	2%	5%	5%	7%	5%
Local government/Council tax	5*	3	-	3	*	-	-	1	-	5	-	*	1	1	6
		1%	-	1%	1%	-	-	*	-	1%	-	*	*	*	1%
Low pay/Minimum wage/Fair wages	10	7	-	3	-	-	1	3	1	9	2	-	3	5	10
	1%	2%	-	1%	-	-	*	1%	3%	1%	1%	-	1%	2%	1%
Morality/Individual behaviour/Lifestyle	18	8	2	7	-	-	4	3	2	14	6	3	8	10	17
	2%	2%	2%	2%	-	-	2%	1%	4%	2%	2%	3%	2%	3%	2%
National health service/Hospitals/Healthcare	37	6	6	25	2	1	4	13	2	32	6	11	11	6	36
	3%	1%	5%	5%	3%	2%	2%	4%	4%	4%	3%	10%	3%	2%	3%
Nationalisation/Government control of institutions	2*	1*	-	1*	-	-	-	-	1	2	1	-	-	-	2*
		*	-	*	-	-	-	-	3%	*	1%	-	-	-	*
Northern Ireland	*	-	-	*	-	-	-	*	-	*	-	*	-	-	1*
		-	-	*	-	-	-	*	-	*	-	*	-	-	*
Nuclear weapons/Nuclear war/Disarmament	1*	-	-	1*	-	-	1	-	-	-	1	-	-	-	1*
		-	-	*	-	-	1%	-	-	-	*	-	-	-	*
Pensions/Social security/Benefits	20	10	2	7	-	-	6	4	2	14	8	*	5	4	18
	2%	2%	2%	1%	-	-	3%	1%	4%	2%	3%	*	2%	1%	2%

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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Petrol prices/Fuel	1 *	- -	- -	1 *	- -	- -	- -	- -	1 3%	1 *	1 1%	* -	- -	- -	2 *
Pollution/ Environment	6 1%	3 1%	1 1%	3 1%	- -	- -	1 1%	- -	1 1%	5 1%	2 1%	1 1%	4 1%	4 1%	5 *
Population levels/ Overpopulation	16 2%	5 1%	2 1%	10 2%	2 3%	- -	1 *	5 2%	- -	15 2%	1 *	3 3%	2 1%	1 *	16 2%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *
Poverty/Inequality	32 3%	9 2%	4 4%	19 4%	4 7%	2 5%	5 3%	12 4%	- -	27 3%	5 2%	5 4%	6 2%	9 3%	40 4%
Privatisation	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *
Public services in general	8 1%	4 1%	- -	4 1%	1 1%	- -	- -	4 1%	- -	8 1%	- -	1 1%	2 1%	3 1%	9 1%
Race relations/ Immigration/ Immigrants	77 7%	21 5%	11 9%	45 9%	6 10%	- -	11 6%	16 5%	2 5%	66 8%	13 6%	14 13%	14 4%	16 5%	96 9%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	1 *	- -	2 *	- -	- -	1 *	- -	1 3%	2 *	2 1%	- -	2 1%	- -	3 *
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+  
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Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Transport/Public transport	<b>6</b> <b>1%</b>	3 1%	- -	3 1%	1 2%	- -	- -	2 1%	- -	6 1%	- -	- -	2 *	1 *	7 1%
Unemployment/Factory closure/Lack of industry	<b>165</b> <b>16%</b>	73 17%	17 14%	75 15%	17 27%	2 7%	18 10%	68 22%	8 18%	147 17%	26 11%	18 16%	39 12%	53 17%	167 16%
Other	<b>11</b> <b>1%</b>	6 1%	1 *	5 1%	- -	2 6%	- -	7 2%	- -	11 1%	- -	2 2%	3 1%	5 2%	10 1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>35</b> <b>3%</b>	9 2%	4 3%	23 5%	2 4%	- -	1 *	11 3%	1 2%	35 4%	1 1%	5 4%	4 1%	15 5%	41 4%

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+**

	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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Ageing population/ Social care for the elderly	17 2%	3 1%	4 2%	5 3%	2 1%	1 1%	-	4 1%	10 2%	3 2%	16 2%	1 1%	1 1%	9 2%	-	7 1%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	1 *	-	-	-	1 1%	-	1 *	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	26 3%	4 1%	4 2%	5 3%	3 2%	1 2%	4 3%	2 1%	14 3%	10 5%	24 3%	3 2%	-	11 3%	-	15 3%	23 2%
Countryside/Rural life	2 *	-	-	-	-	1 1%	-	1 *	1 *	-	1 *	1 1%	1 *	1 *	-	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	42 4%	9 2%	9 4%	42 22%	4 2%	1 2%	5 5%	16 5%	24 4%	2 1%	32 3%	10 10%	1 1%	13 4%	-	28 6%	54 5%
Defence/Foreign affairs/ International terrorism	7 1%	1 *	2 1%	-	-	7 11%	2 1%	2 *	5 1%	1 *	7 1%	-	3 2%	1 *	-	3 1%	7 1%
Drug abuse	13 1%	1 *	2 1%	3 2%	2 1%	-	1 1%	3 1%	10 2%	-	12 1%	1 1%	1 *	7 2%	-	5 1%	13 1%
Economy/Economic situation	379 36%	379 69%	68 34%	52 27%	69 32%	31 47%	51 47%	97 31%	197 37%	78 40%	349 37%	30 28%	72 41%	150 41%	4 32%	153 31%	337 32%

Respondent type : GB Adults 18+  
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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/ HOSPITALS	CRIME	IMMIGRATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRI VATE	VOLUN TARY	NOT WORK ING		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Education/Schools	<b>13</b>	5	5	2	2	-	13	8	3	1	11	1	1	6	-	6	12
	<b>1%</b>	1%	2%	1%	1%	-	12%	3%	1%	1%	1%	1%	1%	1%	-	1%	1%
Foot and mouth outbreak/Farming crisis	<b>2</b>	-	2	-	-	-	-	-	2	-	2	-	2	-	-	-	1
	<b>*</b>	-	1%	-	-	-	-	-	*	-	*	-	1%	-	-	-	*
Housing	<b>37</b>	7	7	5	5	3	1	14	18	5	35	3	3	16	1	18	38
	<b>4%</b>	1%	3%	2%	2%	4%	*	5%	3%	2%	4%	2%	2%	4%	5%	4%	4%
Inflation/Prices	<b>54</b>	8	8	16	9	6	2	12	37	6	44	11	10	19	-	25	57
	<b>5%</b>	2%	4%	8%	4%	9%	1%	4%	7%	3%	5%	10%	6%	5%	-	5%	5%
Local government/ Council tax	<b>5</b>	1	1	-	-	-	-	1	2	2	4	1	-	3	-	3	6
	<b>*</b>	*	*	-	-	-	-	*	*	1%	*	1%	-	1%	-	1%	1%
Low pay/Minimum wage/Fair wages	<b>10</b>	1	-	2	1	1	-	6	3	-	8	1	1	5	-	3	10
	<b>1%</b>	*	-	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	-	1%	1%
Morality/ Individual behaviour/ Lifestyle	<b>18</b>	6	2	4	-	-	2	3	13	2	18	*	6	5	-	7	17
	<b>2%</b>	1%	1%	2%	-	-	2%	1%	3%	1%	2%	*	3%	1%	-	2%	2%
National health service/Hospitals/ Healthcare	<b>37</b>	11	37	6	9	2	6	7	19	10	37	-	3	9	-	25	36
	<b>3%</b>	2%	18%	3%	4%	3%	6%	2%	4%	5%	4%	-	2%	2%	-	5%	3%
Nationalisation/ Government control of institutions	<b>2</b>	2	-	-	-	-	-	1	1	-	2	-	1	-	-	1	2
	<b>*</b>	*	-	-	-	-	-	*	*	-	*	-	*	-	-	*	*
Northern Ireland	<b>*</b>	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	1
	<b>*</b>	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>1</b>	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	1
	<b>*</b>	-	-	1%	-	-	-	-	-	*	*	-	-	-	-	*	*

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
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?**  
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	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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Pensions/Social security/Benefits	20	6	3	3	5	2	4	6	6	8	20	-	4	8	-	7	18
	2%	1%	2%	2%	2%	3%	4%	2%	1%	4%	2%	-	3%	2%	-	1%	2%
Petrol prices/Fuel	1	-	-	-	-	-	-	-	1	*	1	-	-	-	-	1	2
	*	-	-	-	-	-	-	-	*	*	*	-	-	-	-	*	*
Pollution/Environment	6	1	2	1	-	-	-	1	2	4	5	1	3	1	-	3	5
	1%	*	1%	*	-	-	-	*	*	2%	1%	1%	2%	*	-	1%	*
Population levels/Overpopulation	16	2	2	3	3	-	-	5	5	6	15	2	1	6	-	10	16
	2%	*	1%	1%	1%	-	-	2%	1%	3%	2%	1%	*	2%	-	2%	2%
Pound/Exchange rate/Value of pound	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1
	*	*	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*
Poverty/Inequality	32	9	8	2	5	*	2	11	17	4	30	2	9	4	-	19	40
	3%	2%	4%	1%	2%	1%	2%	4%	3%	2%	3%	2%	5%	1%	-	4%	4%
Privatisation	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	1
	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	*
Public services in general	8	2	-	2	1	-	-	4	4	1	7	1	4	-	-	4	9
	1%	*	-	1%	*	-	-	1%	1%	*	1%	1%	2%	-	-	1%	1%
Race relations/Immigration/Immigrants	77	32	11	17	77	3	2	18	36	21	74	3	14	19	-	45	96
	7%	6%	5%	9%	36%	5%	2%	6%	7%	11%	8%	3%	8%	5%	-	9%	9%
Scottish/Welsh assembly/Devolution/Constitutional reform	3	-	-	-	-	1	-	1	-	1	3	-	-	1	-	2	3
	*	-	-	-	-	1%	-	*	-	1%	*	-	-	*	-	*	*
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
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	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>6</b> <b>1%</b>	2 *	1 *	1 *	1 *	-	1 1%	2 1%	1 *	3 2%	4 *	2 2%	2 1%	2 *	-	3 1%	7 1%
Unemployment/ Factory closure/ Lack of industry	<b>165</b> <b>16%</b>	49 9%	23 12%	19 10%	19 9%	5 8%	10 10%	63 21%	79 15%	20 10%	137 15%	28 26%	28 16%	56 15%	7 63%	74 15%	167 16%
Other	<b>11</b> <b>1%</b>	3 *	1 *	2 1%	1 *	-	3 3%	4 1%	6 1%	1 1%	11 1%	-	2 1%	5 1%	-	5 1%	10 1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>35</b> <b>3%</b>	5 1%	1 *	-	-	-	-	14 4%	16 3%	4 2%	29 3%	6 6%	2 1%	10 3%	-	23 5%	41 4%

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<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050	
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050	
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%	
Ageing population/ Social care for the elderly	<b>17</b> <b>2%</b>	-	2	-	-	1	-	1	-	1	-	1	1	-	-	10	4	4	1	2	16	
		-	6%	-	-	5%	-	1%	-	1%	-	6%	2%	-	-	1%	3%	1%	1%	1%	2%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Animal welfare	<b>1</b> <b>*</b>	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	
		-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	*	
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Common Market/EU/ Europe/Euro/ Constitution	<b>26</b> <b>3%</b>	-	2	-	1	-	4	5	-	1	1	-	1	-	-	11	2	13	9	2	23	
		-	4%	-	14%	-	17%	7%	-	1%	3%	-	2%	-	-	2%	2%	4%	10%	2%	2%	
Countryside/Rural life	<b>2</b> <b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>42</b> <b>4%</b>	1	1	-	-	2	-	3	-	4	1	-	3	-	-	31	4	8	3	5	54	
		7%	3%	-	-	8%	-	5%	-	4%	3%	-	5%	-	-	5%	3%	3%	4%	3%	5%	
Defence/Foreign affairs/ International terrorism	<b>7</b> <b>1%</b>	-	2	-	-	-	-	-	-	1	-	-	-	-	-	4	2	1	-	1	7	
		-	5%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	2%	*	-	1%	1%	
Drug abuse	<b>13</b> <b>1%</b>	-	1	-	-	-	-	-	-	2	1	-	-	-	-	9	1	3	-	3	13	
		-	2%	-	-	-	-	-	-	2%	2%	-	-	-	-	1%	1%	1%	-	2%	1%	
Economy/Economic situation	<b>379</b> <b>36%</b>	5	28	17	3	14	8	23	8	22	14	7	14	2	-	228	61	84	32	42	337	
		39%	67%	45%	55%	48%	33%	34%	42%	24%	37%	41%	25%	7%	-	35%	55%	30%	34%	30%	32%	

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<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050	
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050	
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%	
Education/Schools	<b>13</b>	-	-	2	-	1	1	2	-	2	1	-	-	-	-	5	3	4	2	3	12	
	<b>1%</b>	-	-	5%	-	5%	4%	3%	-	2%	2%	-	-	-	-	1%	3%	1%	3%	2%	1%	
Foot and mouth outbreak/Farming crisis	<b>2</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1	
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Housing	<b>37</b>	-	2	-	-	-	-	-	1	7	2	-	5	4	-	22	2	13	-	9	38	
	<b>4%</b>	-	4%	-	-	-	-	-	7%	7%	4%	-	9%	16%	-	3%	1%	5%	-	6%	4%	
Inflation/Prices	<b>54</b>	*	-	1	*	-	1	4	2	1	*	1	6	5	-	38	2	14	5	4	57	
	<b>5%</b>	4%	-	3%	8%	-	3%	6%	10%	1%	1%	6%	10%	21%	-	6%	2%	5%	5%	3%	5%	
Local government/Council tax	<b>5</b>	-	-	-	-	-	-	-	-	1	-	-	1	-	-	3	-	2	-	1	6	
	<b>*</b>	-	-	-	-	-	-	-	-	1%	-	-	2%	-	-	1%	-	1%	-	1%	1%	
Low pay/Minimum wage/Fair wages	<b>10</b>	-	-	-	-	-	-	1	1	-	1	1	1	-	-	6	-	4	1	2	10	
	<b>1%</b>	-	-	-	-	-	-	2%	7%	-	1%	3%	1%	-	-	1%	-	1%	1%	1%	1%	
Morality/Individual behaviour/Lifestyle	<b>18</b>	-	-	-	-	-	-	1	-	4	*	-	1	1	-	14	-	4	1	4	17	
	<b>2%</b>	-	-	-	-	-	-	1%	-	4%	1%	-	2%	5%	-	2%	-	1%	1%	3%	2%	
National health service/Hospitals/Healthcare	<b>37</b>	2	-	-	-	-	2	1	2	-	3	-	-	4	-	25	2	9	2	4	36	
	<b>3%</b>	18%	-	-	-	-	7%	1%	9%	-	7%	-	-	16%	-	4%	2%	3%	3%	3%	3%	
Nationalisation/Government control of institutions	<b>2</b>	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1	1	-	1	2	
	<b>*</b>	-	-	-	-	5%	-	-	-	1%	2%	-	-	-	-	-	1%	*	-	1%	*	
Northern Ireland	<b>*</b>	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	*	1	
	<b>*</b>	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	*	*	
Nuclear weapons/Nuclear war/Disarmament	<b>1</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	

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	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%	
Pensions/Social security/Benefits	<b>20</b>	-	-	-	-	-	1	2	*	2	1	-	1	-	-	13	-	6	4	4	18	
	<b>2%</b>	-	-	-	-	-	5%	3%	3%	2%	4%	-	3%	-	-	2%	-	2%	4%	3%	2%	
Petrol prices/Fuel	<b>1</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2	
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Pollution/Environment	<b>6</b>	1	1	-	-	1	-	-	-	-	-	-	1	-	-	4	2	1	-	-	5	
	<b>1%</b>	8%	3%	-	-	3%	-	-	-	-	-	-	2%	-	-	1%	2%	*	-	-	*	
Population levels/Overpopulation	<b>16</b>	1	1	1	-	1	1	2	-	2	1	2	2	1	-	8	2	8	2	5	16	
	<b>2%</b>	6%	2%	2%	-	3%	4%	2%	-	2%	3%	12%	3%	5%	-	1%	1%	3%	3%	4%	2%	
Pound/Exchange rate/Value of pound	<b>1</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Poverty/Inequality	<b>32</b>	1	-	3	-	3	-	1	1	5	*	-	1	1	-	19	6	8	1	5	40	
	<b>3%</b>	7%	-	8%	-	10%	-	2%	5%	5%	1%	-	3%	6%	-	3%	5%	3%	1%	4%	4%	
Privatisation	<b>1</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Public services in general	<b>8</b>	-	-	-	-	-	-	-	-	-	1	-	-	-	-	7	-	1	-	1	9	
	<b>1%</b>	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%	-	*	-	1%	1%	
Race relations/Immigration/Immigrants	<b>77</b>	-	-	-	-	-	5	8	-	11	3	4	2	1	-	49	-	28	13	14	96	
	<b>7%</b>	-	-	-	-	-	21%	11%	-	12%	7%	25%	4%	3%	-	7%	-	10%	14%	10%	9%	
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>3</b>	-	1	-	-	1	-	1	1	-	-	-	-	-	-	1	1	1	1	1	3	
	<b>*</b>	-	2%	-	-	3%	-	1%	5%	-	-	-	-	-	-	*	1%	1%	1%	1%	*	
Taxation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>6</b> <b>1%</b>	-	-	-	-	-	-	1	-	-	-	-	1	-	-	4	-	2	1	-	7
Unemployment/ Factory closure/ Lack of industry	<b>165</b> <b>16%</b>	1	1	10	1	-	2	10	1	18	7	1	12	4	-	107	11	49	11	26	167
	<b>16%</b>	11%	1%	28%	23%	-	6%	14%	4%	21%	19%	7%	22%	18%	-	16%	10%	17%	12%	18%	16%
Other	<b>11</b> <b>1%</b>	-	-	3	-	2	-	-	1	1	-	-	2	1	-	5	5	5	-	1	10
	<b>1%</b>	-	-	8%	-	8%	-	-	4%	2%	-	-	4%	4%	-	1%	4%	2%	-	1%	1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>35</b> <b>3%</b>	-	1	1	-	-	-	3	1	5	1	-	-	-	-	27	2	8	3	5	41
	<b>3%</b>	-	2%	2%	-	-	-	4%	3%	6%	1%	-	-	-	-	4%	1%	3%	3%	3%	4%

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
Source : Ipsos MORI (JN Q218)

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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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	487	562	134	172	183	182	145	234	306	365	379	489	561	277	291	219	262	569	481	1050
	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	<b>93</b> <b>9%</b>	37 8%	56 10%	1 1%	11 7%	14 8%	17 9%	17 12%	32 14%	12 4%	31 9%	50 13%	27 5%	67 12%	32 12%	20 7%	20 9%	20 8%	52 9%	41 9%	89 8%
AIDS	<b>4</b> <b>*</b>	1 *	3 *	- -	1 1%	1 1%	- -	- -	2 1%	1 *	1 *	2 *	2 *	2 *	- -	1 *	- -	3 1%	1 *	3 1%	3 *
Animal welfare	<b>7</b> <b>1%</b>	3 1%	4 1%	1 1%	2 1%	* *	3 2%	- -	* *	3 1%	4 1%	* *	4 1%	3 1%	- -	3 1%	1 1%	3 1%	3 *	4 *	7 1%
Bird flu/Pandemic flu/Swine flu	<b>3</b> <b>*</b>	1 *	2 *	1 1%	- -	- -	1 1%	- -	1 *	1 *	1 *	1 *	1 *	2 *	- -	1 *	1 1%	1 *	1 *	2 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b> <b>5%</b>	29 6%	23 4%	3 2%	9 5%	2 1%	10 5%	6 4%	23 10%	12 4%	12 3%	29 8%	14 3%	39 7%	27 10%	8 3%	10 5%	7 3%	35 6%	18 4%	46 4%
Countryside/Rural life	<b>30</b> <b>3%</b>	17 4%	13 2%	1 1%	6 4%	7 4%	10 5%	2 2%	4 2%	7 2%	16 4%	6 2%	14 3%	16 3%	11 4%	11 4%	3 1%	5 2%	22 4%	8 2%	26 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b> <b>18%</b>	80 16%	110 20%	17 13%	32 19%	31 17%	25 14%	35 24%	51 22%	50 16%	55 15%	85 23%	80 16%	110 20%	35 13%	52 18%	48 22%	57 22%	86 15%	104 22%	224 21%
Defence/Foreign affairs/ International terrorism	<b>65</b> <b>6%</b>	39 8%	26 5%	2 2%	9 5%	11 6%	16 9%	9 6%	18 8%	11 3%	27 7%	27 7%	22 4%	43 8%	24 9%	16 5%	16 8%	9 3%	39 7%	25 5%	59 6%
Drug abuse	<b>50</b> <b>5%</b>	20 4%	30 5%	9 7%	7 4%	18 10%	4 2%	2 1%	9 4%	16 5%	23 6%	12 3%	34 7%	16 3%	3 1%	17 6%	12 5%	19 7%	19 3%	31 6%	56 5%
Economy/Economic situation	<b>551</b> <b>52%</b>	281 58%	269 48%	64 48%	85 49%	108 59%	86 47%	88 61%	120 51%	148 49%	193 53%	209 55%	256 52%	294 53%	174 63%	164 56%	112 51%	101 38%	337 59%	213 44%	513 49%
Education/Schools	<b>107</b> <b>10%</b>	47 10%	59 11%	9 7%	19 11%	22 12%	22 12%	16 11%	19 8%	28 9%	44 12%	35 9%	50 10%	57 10%	51 18%	30 10%	13 6%	13 5%	81 14%	26 5%	93 9%

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

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

	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	487	562	134	172	183	182	145	234	306	365	379	489	561	277	291	219	262	569	481	1050
	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Foot and mouth outbreak/Farming crisis	<b>11</b> <b>1%</b>	5 1%	5 1%	- -	5 3%	1 *	2 1%	- -	2 1%	5 2%	3 1%	2 1%	6 1%	5 1%	4 1%	- -	1 *	6 2%	4 1%	7 1%	9 1%
Housing	<b>102</b> <b>10%</b>	46 9%	56 10%	18 13%	25 15%	18 10%	17 9%	9 6%	16 7%	43 14%	35 10%	25 6%	60 12%	42 7%	21 8%	22 7%	28 13%	32 12%	43 8%	59 12%	104 10%
Inflation/Prices	<b>183</b> <b>17%</b>	90 19%	93 16%	24 18%	40 23%	36 20%	32 17%	26 18%	25 11%	64 21%	67 18%	51 14%	100 21%	83 15%	35 13%	44 15%	47 22%	57 22%	78 14%	104 22%	195 19%
Local government/ Council tax	<b>38</b> <b>4%</b>	15 3%	23 4%	6 4%	7 4%	7 4%	6 3%	5 4%	7 3%	13 4%	13 4%	12 3%	20 4%	18 3%	3 1%	11 4%	6 3%	18 7%	14 2%	24 5%	46 4%
Low pay/Minimum wage/Fair wages	<b>84</b> <b>8%</b>	39 8%	45 8%	14 11%	21 12%	16 9%	21 12%	7 5%	4 2%	35 11%	37 10%	11 3%	51 10%	33 6%	8 3%	27 9%	26 12%	23 9%	35 6%	49 10%	85 8%
Morality/ Individual behaviour/ Lifestyle	<b>68</b> <b>6%</b>	35 7%	33 6%	1 1%	8 5%	9 5%	14 8%	11 7%	25 11%	9 3%	23 6%	36 9%	18 4%	50 9%	17 6%	23 8%	12 6%	16 6%	40 7%	28 6%	70 7%
National health service/Hospitals/ Healthcare	<b>201</b> <b>19%</b>	71 15%	130 23%	17 13%	23 13%	32 18%	40 22%	36 25%	52 22%	40 13%	72 20%	89 23%	72 15%	128 23%	59 21%	64 22%	42 19%	36 14%	123 22%	78 16%	189 18%
Nationalisation/ Government control of institutions	<b>21</b> <b>2%</b>	13 3%	8 1%	- -	1 1%	* *	12 7%	3 2%	3 1%	1 *	13 4%	7 2%	2 *	19 3%	7 3%	4 1%	2 1%	7 3%	12 2%	9 2%	19 2%
Northern Ireland	<b>4</b> <b>*</b>	3 1%	1 *	- -	1 1%	1 *	- -	2 1%	- -	1 *	1 *	2 *	2 *	2 *	2 1%	- -	- -	2 1%	2 *	2 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>9</b> <b>1%</b>	5 1%	4 1%	- -	3 2%	- -	3 2%	1 *	3 1%	3 1%	3 1%	3 1%	3 1%	6 1%	4 1%	3 1%	1 *	1 *	7 1%	2 *	8 1%
Pensions/Social security/Benefits	<b>93</b> <b>9%</b>	26 5%	67 12%	9 6%	18 11%	7 4%	16 9%	18 12%	24 10%	27 9%	24 7%	42 11%	34 7%	59 10%	17 6%	35 12%	12 5%	29 11%	52 9%	41 9%	93 9%
Petrol prices/Fuel	<b>63</b> <b>6%</b>	35 7%	27 5%	6 5%	12 7%	13 7%	11 6%	7 5%	14 6%	18 6%	23 6%	22 6%	30 6%	32 6%	9 3%	24 8%	12 6%	17 6%	33 6%	29 6%	63 6%

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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	487	562	134	172	183	182	145	234	306	365	379	489	561	277	291	219	262	569	481	1050
	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Pollution/ Environment	<b>33</b> <b>3%</b>	20 4%	13 2%	1 1%	3 2%	3 2%	8 5%	8 5%	9 4%	5 1%	12 3%	17 4%	8 2%	25 4%	17 6%	12 4%	1 *	4 1%	29 5%	4 1%	26 2%
Population levels/ Overpopulation	<b>39</b> <b>4%</b>	15 3%	24 4%	2 2%	6 4%	2 1%	9 5%	7 5%	12 5%	9 3%	11 3%	19 5%	10 2%	28 5%	11 4%	10 4%	8 4%	10 4%	21 4%	18 4%	36 3%
Pound/Exchange rate/Value of pound	<b>22</b> <b>2%</b>	11 2%	11 2%	3 2%	6 4%	3 2%	3 1%	3 2%	5 2%	9 3%	6 2%	7 2%	12 2%	10 2%	4 1%	7 2%	7 3%	3 1%	11 2%	10 2%	25 2%
Poverty/Inequality	<b>117</b> <b>11%</b>	57 12%	60 11%	16 12%	21 12%	21 11%	20 11%	15 10%	25 11%	37 12%	41 11%	39 10%	57 12%	59 11%	23 8%	31 11%	26 12%	36 14%	54 10%	62 13%	123 12%
Privatisation	<b>10</b> <b>1%</b>	4 1%	6 1%	- -	2 1%	- -	1 *	4 3%	3 1%	2 1%	1 *	7 2%	2 *	8 1%	3 1%	- -	3 1%	3 1%	3 1%	6 1%	11 1%
Public services in general	<b>49</b> <b>5%</b>	21 4%	28 5%	2 2%	11 6%	12 6%	6 4%	11 7%	7 3%	13 4%	18 5%	17 5%	25 5%	24 4%	14 5%	14 5%	10 4%	11 4%	28 5%	21 4%	48 5%
Race relations/ Immigration/ Immigrants	<b>217</b> <b>21%</b>	94 19%	123 22%	25 19%	23 13%	37 20%	33 18%	40 28%	59 25%	48 16%	70 19%	99 26%	85 17%	132 24%	45 16%	71 24%	46 21%	55 21%	116 20%	101 21%	226 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>14</b> <b>1%</b>	9 2%	4 1%	- -	4 3%	- -	2 1%	- -	8 3%	4 1%	2 *	8 2%	4 1%	9 2%	7 2%	4 1%	3 1%	1 *	11 2%	3 1%	12 1%
Taxation	<b>21</b> <b>2%</b>	10 2%	11 2%	3 2%	6 3%	4 2%	2 1%	6 4%	1 *	9 3%	6 2%	6 2%	13 3%	8 1%	4 1%	5 2%	6 3%	6 2%	8 1%	13 3%	22 2%
Trade unions/ Strikes	<b>7</b> <b>1%</b>	5 1%	3 *	- -	2 1%	3 1%	2 1%	1 *	- -	2 1%	4 1%	1 *	5 1%	2 *	4 1%	3 1%	1 *	- -	7 1%	1 *	5 *
Transport/Public transport	<b>42</b> <b>4%</b>	19 4%	23 4%	3 2%	11 7%	13 7%	3 2%	2 2%	9 4%	15 5%	16 4%	12 3%	27 6%	15 3%	11 4%	10 3%	9 4%	13 5%	20 4%	22 4%	45 4%
Unemployment/ Factory closure/ Lack of industry	<b>335</b> <b>32%</b>	173 35%	163 29%	49 37%	61 35%	52 29%	62 34%	50 35%	61 26%	110 36%	114 31%	112 29%	162 33%	173 31%	67 24%	96 33%	86 39%	86 33%	164 29%	172 36%	347 33%

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**Table 6**  
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**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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	501	549	141	179	159	142	167	262	320	301	429	479	571	163	304	246	337	467	583	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	487	562	134	172	183	182	145	234	306	365	379	489	561	277	291	219	262	569	481	1050
	<b>100%</b>	46%	54%	13%	16%	17%	17%	14%	22%	29%	35%	36%	47%	53%	26%	28%	21%	25%	54%	46%	100%
Other	<b>24</b>	15	9	2	3	6	2	4	6	5	8	11	11	13	12	5	5	1	17	7	24
	<b>2%</b>	3%	2%	1%	2%	3%	1%	3%	3%	1%	2%	3%	2%	2%	4%	2%	2%	1%	3%	1%	2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	2.95	2.91	2.55	3.08	2.88	2.93	3.18	2.92	2.85	2.91	3.02	2.86	2.99	2.81	3.02	3.04	2.87	2.92	2.95	2.94
STANDARD ERROR	<b>0.05</b>	0.07	0.08	0.10	0.18	0.12	0.15	0.14	0.10	0.11	0.09	0.08	0.08	0.07	0.14	0.11	0.11	0.09	0.08	0.07	0.05
ERROR VARIANCE	*	0.01	0.01	0.01	0.03	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	*	*
Don't know	<b>116</b>	47	69	30	25	17	14	8	22	55	31	30	72	45	18	30	28	40	48	68	131
	<b>11%</b>	10%	12%	22%	15%	9%	8%	6%	9%	18%	9%	8%	15%	8%	7%	10%	13%	15%	9%	14%	12%
No answer	<b>2</b>	2	-	1	-	-	-	1	-	1	-	1	1	1	-	1	1	-	1	1	2
	*	*	-	1%	-	-	-	1%	-	*	-	*	*	*	-	*	*	-	*	*	*

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**ISSUES INDEX (FINAL)**

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

	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Ageing population/ Social care for the elderly	<b>93</b> <b>9%</b>	74 8%	7 13%	12 12%	27 8%	15 6%	25 8%	18 7%	41 11%	9 6%	32 11%	23 15%	49 14%	32 9%	9 6%	3 1%	82 12%	89 8%
AIDS	<b>4</b> <b>*</b>	4 *	- -	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	- -	- -	2 *	2 1%	- -	- -	4 1%	3 *
Animal welfare	<b>7</b> <b>1%</b>	6 1%	1 2%	- -	2 *	2 1%	3 1%	2 1%	3 1%	- -	1 *	1 1%	1 *	3 1%	* *	3 1%	4 1%	7 1%
Bird flu/Pandemic flu/Swine flu	<b>3</b> <b>*</b>	3 *	- -	- -	- -	- -	1 *	1 *	2 1%	- -	2 1%	2 1%	1 *	2 1%	- -	- -	3 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b> <b>5%</b>	45 5%	2 4%	4 5%	12 3%	7 3%	19 6%	16 7%	22 6%	9 6%	20 7%	12 7%	33 9%	10 3%	2 1%	7 4%	43 6%	46 4%
Countryside/Rural life	<b>30</b> <b>3%</b>	24 3%	2 4%	4 5%	12 3%	8 3%	10 3%	8 3%	8 2%	- -	2 1%	2 1%	14 4%	12 4%	3 2%	1 1%	26 4%	26 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b> <b>18%</b>	166 18%	11 19%	14 15%	68 19%	54 21%	54 17%	43 17%	69 18%	23 17%	50 17%	27 17%	72 20%	45 13%	34 23%	40 21%	117 17%	224 21%
Defence/Foreign affairs/ International terrorism	<b>65</b> <b>6%</b>	48 5%	7 12%	10 10%	19 5%	9 4%	21 7%	14 6%	24 6%	- -	8 3%	8 5%	23 6%	34 10%	5 3%	2 1%	57 8%	59 6%
Drug abuse	<b>50</b> <b>5%</b>	35 4%	3 6%	11 12%	27 8%	16 6%	9 3%	6 2%	14 4%	8 6%	9 3%	1 1%	14 4%	19 6%	9 6%	8 4%	33 5%	56 5%
Economy/Economic situation	<b>551</b> <b>52%</b>	476 53%	31 54%	44 47%	174 49%	130 50%	161 53%	130 52%	216 56%	68 50%	158 54%	90 58%	188 52%	208 61%	48 33%	101 52%	397 56%	513 49%
Education/Schools	<b>107</b> <b>10%</b>	95 11%	8 14%	4 4%	30 9%	26 10%	27 9%	19 8%	49 13%	19 14%	28 10%	9 6%	39 11%	40 12%	8 5%	19 10%	80 11%	93 9%

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Foot and mouth outbreak/Farming crisis	<b>11</b> <b>1%</b>	11 1%	- -	- -	- -	- -	8 3%	8 3%	2 1%	- -	2 1%	2 1%	4 1%	4 1%	* *	2 1%	8 1%	9 1%
Housing	<b>102</b> <b>10%</b>	86 10%	8 13%	8 9%	21 6%	13 5%	32 11%	25 10%	49 13%	29 21%	42 14%	13 8%	28 8%	29 8%	17 12%	29 15%	56 8%	104 10%
Inflation/Prices	<b>183</b> <b>17%</b>	146 16%	17 30%	20 21%	56 16%	36 14%	46 15%	29 12%	81 21%	31 23%	66 23%	36 23%	45 12%	63 18%	36 25%	39 20%	108 15%	195 19%
Local government/Council tax	<b>38</b> <b>4%</b>	33 4%	2 4%	2 2%	18 5%	16 6%	8 3%	6 2%	11 3%	4 3%	9 3%	5 3%	10 3%	11 3%	11 8%	5 3%	21 3%	46 4%
Low pay/Minimum wage/Fair wages	<b>84</b> <b>8%</b>	64 7%	7 12%	13 14%	37 11%	24 9%	18 6%	12 5%	28 7%	8 6%	24 8%	16 10%	17 5%	38 11%	10 7%	19 10%	55 8%	85 8%
Morality/Individual behaviour/Lifestyle	<b>68</b> <b>6%</b>	55 6%	4 7%	9 10%	27 8%	18 7%	15 5%	11 4%	26 7%	3 2%	20 7%	17 11%	35 10%	16 5%	8 6%	8 4%	52 7%	70 7%
National health service/Hospitals/Healthcare	<b>201</b> <b>19%</b>	174 19%	13 22%	15 16%	69 19%	54 21%	46 15%	33 13%	87 22%	28 20%	70 24%	43 27%	90 25%	66 19%	21 15%	22 11%	156 22%	189 18%
Nationalisation/Government control of institutions	<b>21</b> <b>2%</b>	19 2%	- -	1 1%	7 2%	6 2%	4 1%	4 2%	9 2%	- -	7 2%	7 5%	10 3%	6 2%	2 2%	2 1%	16 2%	19 2%
Northern Ireland	<b>4</b> <b>*</b>	4 *	- -	- -	- -	- -	2 1%	2 1%	2 *	* *	2 1%	2 1%	3 1%	- -	* *	- -	3 *	4 *
Nuclear weapons/Nuclear war/Disarmament	<b>9</b> <b>1%</b>	7 1%	2 3%	- -	3 1%	3 1%	4 1%	3 1%	2 *	- -	- -	- -	3 1%	6 2%	- -	- -	9 1%	8 1%
Pensions/Social security/Benefits	<b>93</b> <b>9%</b>	75 8%	11 19%	7 7%	21 6%	14 5%	27 9%	16 7%	45 11%	6 5%	28 10%	22 14%	36 10%	26 8%	12 8%	18 9%	62 9%	93 9%

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	TOTAL	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Petrol prices/Fuel	<b>63</b>	50	8	5	13	7	17	9	33	13	23	10	23	24	8	8	47	63
	<b>6%</b>	6%	13%	6%	4%	3%	5%	4%	9%	10%	8%	7%	6%	7%	5%	4%	7%	6%
Pollution/Environment	<b>33</b>	31	2	1	3	3	7	5	23	5	18	13	16	15	1	1	31	26
	<b>3%</b>	3%	3%	1%	1%	1%	2%	2%	6%	3%	6%	8%	4%	4%	1%	*	4%	2%
Population levels/Overpopulation	<b>39</b>	30	5	3	9	5	12	7	18	4	14	10	16	14	5	4	30	36
	<b>4%</b>	3%	9%	4%	2%	2%	4%	3%	5%	3%	5%	6%	4%	4%	3%	2%	4%	3%
Pound/Exchange rate/Value of pound	<b>22</b>	14	3	5	9	4	5	2	8	-	8	8	6	8	4	3	14	25
	<b>2%</b>	2%	5%	5%	2%	1%	2%	1%	2%	-	3%	5%	2%	2%	3%	2%	2%	2%
Poverty/Inequality	<b>117</b>	106	5	7	36	29	24	19	57	19	46	27	38	30	20	29	68	123
	<b>11%</b>	12%	8%	7%	10%	11%	8%	8%	15%	14%	16%	17%	10%	9%	14%	15%	10%	12%
Privatisation	<b>10</b>	8	-	2	4	2	1	1	5	2	4	2	5	2	2	1	7	11
	<b>1%</b>	1%	-	2%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%
Public services in general	<b>49</b>	40	3	5	17	12	19	16	12	5	10	5	15	20	6	7	35	48
	<b>5%</b>	4%	6%	5%	5%	5%	6%	6%	3%	4%	4%	3%	4%	6%	4%	4%	5%	5%
Race relations/Immigration/Immigrants	<b>217</b>	198	8	11	66	56	67	60	83	20	64	44	85	65	26	40	150	226
	<b>21%</b>	22%	13%	12%	19%	21%	22%	24%	21%	15%	22%	28%	23%	19%	18%	20%	21%	22%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>14</b>	7	2	5	7	2	2	1	4	-	1	1	9	4	1	-	13	12
	<b>1%</b>	1%	3%	6%	2%	1%	1%	*	1%	-	1%	1%	2%	1%	1%	-	2%	1%
Taxation	<b>21</b>	17	-	5	8	3	6	6	8	3	7	4	5	10	3	3	15	22
	<b>2%</b>	2%	-	5%	2%	1%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%
Trade unions/Strikes	<b>7</b>	6	-	1	1	-	2	2	4	1	2	1	2	6	-	-	7	5
	<b>1%</b>	1%	-	2%	*	-	1%	1%	1%	1%	1%	*	*	2%	-	-	1%	*

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

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

	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
<b>UNWEIGHTED BASE</b>	<b>1050</b>	905	44	101	395	294	305	261	350	133	265	132	333	243	266	204	576	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	899	57	94	355	261	307	250	388	136	292	156	363	341	145	195	705	1050
	<b>100%</b>	86%	5%	9%	34%	25%	29%	24%	37%	13%	28%	15%	35%	33%	14%	19%	67%	100%
Transport/Public transport	<b>42</b> <b>4%</b>	38 4%	3 5%	2 2%	9 3%	8 3%	24 8%	21 8%	9 2%	4 3%	6 2%	1 1%	27 7%	8 2%	4 3%	4 2%	34 5%	45 4%
Unemployment/ Factory closure/ Lack of industry	<b>335</b> <b>32%</b>	291 32%	23 40%	21 23%	118 33%	97 37%	95 31%	73 29%	122 31%	49 36%	89 30%	40 26%	113 31%	99 29%	54 37%	70 36%	212 30%	347 33%
Other	<b>24</b> <b>2%</b>	19 2%	1 2%	4 4%	10 3%	6 2%	8 2%	6 3%	6 1%	4 3%	4 1%	-	6 2%	7 2%	6 4%	4 2%	14 2%	24 2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	2.90	3.59	2.82	2.76	2.74	2.86	2.69	3.14	2.86	3.10	3.31	3.07	2.98	2.77	2.73	3.02	2.94
STANDARD ERROR	<b>0.05</b>	0.05	0.52	0.11	0.07	0.08	0.11	0.08	0.10	0.11	0.10	0.17	0.10	0.14	0.10	0.08	0.08	0.05
ERROR VARIANCE	*	*	0.27	0.01	*	0.01	0.01	0.01	0.01	0.01	0.01	0.03	0.01	0.02	0.01	0.01	0.01	*
Don't know	<b>116</b> <b>11%</b>	100 11%	7 13%	9 10%	40 11%	31 12%	42 14%	35 14%	34 9%	15 11%	25 9%	11 7%	30 8%	29 9%	24 17%	31 16%	60 8%	131 12%
No answer	<b>2</b> <b>*</b>	2 *	-	-	-	-	-	-	2 *	1 1%	1 *	-	-	1 *	1 1%	-	1 *	2 *

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**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Ageing population/ Social care for the elderly	<b>93</b> <b>9%</b>	32 7%	12 10%	50 10%	5 8%	2 5%	21 11%	28 9%	4 8%	72 8%	24 10%	16 14%	24 7%	18 6%	89 8%
AIDS	<b>4</b> <b>*</b>	2 *	- -	2 *	- -	- -	2 1%	2 1%	- -	2 *	2 1%	- -	- -	2 1%	3 *
Animal welfare	<b>7</b> <b>1%</b>	3 1%	3 2%	2 *	* 1%	- -	1 1%	2 1%	- -	6 1%	1 *	- -	3 1%	2 1%	7 1%
Bird flu/Pandemic flu/Swine flu	<b>3</b> <b>*</b>	- -	- -	3 1%	- -	- -	- -	1 *	- -	3 *	- -	- -	- -	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b> <b>5%</b>	24 5%	3 3%	26 5%	2 3%	3 9%	14 7%	11 4%	1 3%	38 4%	16 7%	1 1%	16 5%	2 1%	46 4%
Countryside/Rural life	<b>30</b> <b>3%</b>	17 4%	6 5%	7 1%	* 1%	2 7%	4 2%	13 4%	* 1%	26 3%	5 2%	2 2%	10 3%	7 2%	26 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b> <b>18%</b>	56 13%	19 16%	115 23%	12 20%	2 6%	28 15%	50 17%	4 8%	162 19%	32 14%	21 19%	37 11%	45 15%	224 21%
Defence/Foreign affairs/ International terrorism	<b>65</b> <b>6%</b>	35 8%	3 2%	27 5%	4 6%	1 3%	13 7%	20 7%	3 6%	51 6%	16 7%	7 6%	29 9%	13 4%	59 6%
Drug abuse	<b>50</b> <b>5%</b>	23 5%	1 1%	26 5%	6 9%	5 15%	3 1%	18 6%	2 4%	47 6%	5 2%	7 7%	11 3%	15 5%	56 5%
Economy/Economic situation	<b>551</b> <b>52%</b>	236 55%	74 60%	241 49%	27 43%	24 71%	123 65%	146 48%	28 61%	428 50%	151 64%	54 48%	219 66%	142 47%	513 49%
Education/Schools	<b>107</b> <b>10%</b>	46 11%	20 17%	41 8%	6 10%	6 17%	22 12%	35 12%	6 14%	85 10%	28 12%	11 10%	53 16%	37 12%	93 9%

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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Foot and mouth outbreak/Farming crisis	<b>11</b> <b>1%</b>	6 1%	2 2%	2 *	- -	1 2%	2 1%	7 2%	- -	9 1%	2 1%	- -	2 1%	1 *	9 1%
Housing	<b>102</b> <b>10%</b>	45 10%	13 11%	44 9%	5 8%	2 4%	10 5%	34 11%	1 2%	92 11%	11 5%	5 5%	25 7%	35 12%	104 10%
Inflation/Prices	<b>183</b> <b>17%</b>	85 20%	19 16%	79 16%	8 13%	5 14%	17 9%	55 18%	3 7%	166 19%	20 8%	21 19%	43 13%	60 20%	195 19%
Local government/ Council tax	<b>38</b> <b>4%</b>	17 4%	1 1%	20 4%	5 9%	- -	2 1%	15 5%	1 3%	35 4%	4 2%	2 2%	9 3%	13 4%	46 4%
Low pay/Minimum wage/Fair wages	<b>84</b> <b>8%</b>	40 9%	12 10%	31 6%	4 6%	3 10%	4 2%	29 10%	1 3%	79 9%	6 2%	6 6%	22 7%	35 12%	85 8%
Morality/ Individual behaviour/ Lifestyle	<b>68</b> <b>6%</b>	22 5%	7 6%	39 8%	3 5%	1 4%	15 8%	14 5%	3 5%	53 6%	18 8%	7 6%	21 6%	16 5%	70 7%
National health service/Hospitals/ Healthcare	<b>201</b> <b>19%</b>	74 17%	26 21%	101 20%	9 14%	6 18%	31 16%	63 21%	8 17%	170 20%	39 16%	36 32%	69 21%	54 18%	189 18%
Nationalisation/ Government control of institutions	<b>21</b> <b>2%</b>	14 3%	- -	7 1%	* 1%	- -	4 2%	3 1%	1 3%	16 2%	6 3%	1 1%	7 2%	4 1%	19 2%
Northern Ireland	<b>4</b> <b>*</b>	- -	2 2%	2 *	- -	1 2%	- -	2 1%	- -	4 *	- -	* -	- -	1 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>9</b> <b>1%</b>	6 1%	- -	3 1%	- -	- -	2 1%	1 *	- -	7 1%	2 1%	- -	4 1%	- -	8 1%
Pensions/Social security/Benefits	<b>93</b> <b>9%</b>	27 6%	18 15%	47 9%	4 7%	2 5%	20 11%	18 6%	5 10%	73 8%	25 11%	11 9%	27 8%	23 8%	93 9%

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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Petrol prices/Fuel	<b>63</b>	33	5	25	4	1	9	26	2	54	11	6	19	15	63
	<b>6%</b>	8%	4%	5%	7%	2%	5%	8%	4%	6%	4%	6%	6%	5%	6%
Pollution/Environment	<b>33</b>	18	3	13	1	-	5	9	7	28	12	1	22	7	26
	<b>3%</b>	4%	2%	3%	1%	-	2%	3%	15%	3%	5%	1%	7%	2%	2%
Population levels/Overpopulation	<b>39</b>	16	6	17	3	1	7	6	-	32	7	6	10	1	36
	<b>4%</b>	4%	5%	3%	4%	4%	4%	2%	-	4%	3%	5%	3%	*	3%
Pound/Exchange rate/Value of pound	<b>22</b>	11	-	11	2	-	2	7	-	20	2	2	6	6	25
	<b>2%</b>	3%	-	2%	3%	-	1%	2%	-	2%	1%	2%	2%	2%	2%
Poverty/Inequality	<b>117</b>	47	13	57	8	5	17	34	1	99	19	12	32	33	123
	<b>11%</b>	11%	11%	12%	13%	15%	9%	11%	3%	12%	8%	10%	9%	11%	12%
Privatisation	<b>10</b>	2	3	5	*	-	2	3	-	8	2	1	1	1	11
	<b>1%</b>	*	2%	1%	*	-	1%	1%	-	1%	1%	1%	*	*	1%
Public services in general	<b>49</b>	22	6	21	4	4	8	18	2	40	10	3	17	11	48
	<b>5%</b>	5%	5%	4%	6%	12%	4%	6%	5%	5%	4%	3%	5%	4%	5%
Race relations/Immigration/Immigrants	<b>217</b>	79	30	107	11	5	44	39	6	173	50	25	58	56	226
	<b>21%</b>	18%	24%	22%	17%	13%	23%	13%	13%	20%	21%	22%	17%	18%	22%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>14</b>	6	1	7	-	-	1	3	3	13	4	1	8	2	12
	<b>1%</b>	1%	1%	1%	-	-	*	1%	7%	1%	2%	1%	3%	1%	1%
Taxation	<b>21</b>	9	2	11	1	-	-	5	-	21	-	1	8	5	22
	<b>2%</b>	2%	1%	2%	2%	-	-	2%	-	2%	-	1%	2%	2%	2%
Trade unions/ Strikes	<b>7</b>	4	-	3	-	-	-	1	-	7	-	-	6	3	5
	<b>1%</b>	1%	-	1%	-	-	-	*	-	1%	-	-	2%	1%	*

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Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	COALITION	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	334	92	624	86	27	160	326	44	890	204	142	241	306	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	431	123	496	62	34	189	303	47	861	236	112	335	301	1050
	<b>100%</b>	41%	12%	47%	6%	3%	18%	29%	4%	82%	22%	11%	32%	29%	100%
Transport/Public transport	<b>42</b>	22	2	18	4	-	3	26	3	39	6	-	11	15	45
	<b>4%</b>	5%	2%	4%	6%	-	2%	8%	6%	5%	3%	-	3%	5%	4%
Unemployment/Factory closure/Lack of industry	<b>335</b>	144	35	156	28	11	36	118	20	300	55	39	90	88	347
	<b>32%</b>	33%	29%	31%	44%	33%	19%	39%	42%	35%	24%	35%	27%	29%	33%
Other	<b>24</b>	10	4	9	1	3	5	10	*	19	5	4	7	11	24
	<b>2%</b>	2%	3%	2%	1%	8%	2%	3%	1%	2%	2%	3%	2%	4%	2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	2.93	3.00	2.91	2.93	2.80	2.60	2.99	2.58	3.00	2.59	2.89	2.85	2.73	2.94
STANDARD ERROR	<b>0.05</b>	0.10	0.18	0.07	0.19	0.26	0.07	0.09	0.13	0.06	0.06	0.13	0.12	0.08	0.05
ERROR VARIANCE	<b>*</b>	0.01	0.03	*	0.03	0.07	0.01	0.01	0.02	*	*	0.02	0.01	0.01	*
Don't know	<b>116</b>	32	16	68	14	-	13	33	4	104	16	16	28	47	131
	<b>11%</b>	7%	13%	14%	23%	-	7%	11%	8%	12%	7%	14%	8%	16%	12%
No answer	<b>2</b>	-	-	2	1	-	-	1	-	2	-	1	-	-	2
	<b>*</b>	-	-	*	1%	-	-	*	-	*	-	1%	-	-	*

Respondent type : GB Adults 18+  
 Fieldwork dates : 5th October - 22nd October 2012  
 Number of sample points : 144  
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI



**ISSUES INDEX (FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY	NHS/HOSPITALS	CRIME	IMMIGRATION/RACE RELATIONS	DEFENCE	SCHOOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	PUBLIC	PRIVATE	VOLUNTARY	NOT WORKING		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Ageing population/ Social care for the elderly	<b>93</b>	44	38	28	20	10	9	22	51	20	80	14	10	34	-	50	89
	<b>9%</b>	8%	19%	15%	9%	16%	9%	7%	10%	10%	8%	13%	6%	9%	-	10%	8%
AIDS	<b>4</b>	-	1	1	-	-	1	2	2	-	4	-	-	2	-	2	3
	<b>*</b>	-	1%	1%	-	-	1%	1%	*	-	*	-	-	1%	-	*	*
Animal welfare	<b>7</b>	5	2	1	1	1	2	3	4	-	4	3	2	4	-	2	7
	<b>1%</b>	1%	1%	*	1%	2%	2%	1%	1%	-	*	2%	1%	1%	-	*	1%
Bird flu/Pandemic flu/Swine flu	<b>3</b>	2	2	1	1	-	-	1	1	1	2	1	-	-	-	3	3
	<b>*</b>	*	1%	1%	*	-	-	*	*	1%	*	1%	-	-	-	1%	*
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b>	25	7	8	14	7	7	12	26	15	46	7	3	24	-	26	46
	<b>5%</b>	4%	3%	4%	6%	10%	6%	4%	5%	8%	5%	6%	2%	6%	-	5%	4%
Countryside/Rural life	<b>30</b>	19	8	4	3	5	5	8	17	6	25	5	11	12	-	7	26
	<b>3%</b>	3%	4%	2%	1%	8%	5%	2%	3%	3%	3%	5%	6%	3%	-	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b>	83	43	191	48	16	21	52	106	33	161	29	22	54	-	115	224
	<b>18%</b>	15%	22%	100%	22%	25%	20%	17%	20%	17%	17%	27%	12%	15%	-	23%	21%
Defence/Foreign affairs/ International terrorism	<b>65</b>	38	15	16	14	65	12	15	30	20	61	4	12	25	-	28	59
	<b>6%</b>	7%	7%	8%	6%	100%	11%	5%	6%	11%	6%	4%	7%	7%	-	6%	6%
Drug abuse	<b>50</b>	19	13	20	14	5	5	17	26	7	41	9	3	21	1	25	56
	<b>5%</b>	3%	6%	11%	6%	8%	5%	6%	5%	4%	4%	8%	2%	6%	11%	5%	5%
Economy/Economic situation	<b>551</b>	551	107	83	117	38	66	157	282	104	505	46	99	205	7	239	513
	<b>52%</b>	100%	53%	43%	54%	58%	62%	51%	53%	54%	54%	42%	57%	55%	66%	48%	49%

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Education/Schools	<b>107</b>	66	43	21	16	12	107	49	35	23	94	12	24	40	2	41	93
	<b>10%</b>	12%	21%	11%	7%	19%	100%	16%	7%	12%	10%	11%	14%	11%	17%	8%	9%
Foot and mouth outbreak/Farming crisis	<b>11</b>	6	2	1	-	2	*	7	4	-	6	5	4	4	-	2	9
	<b>1%</b>	1%	1%	*	-	3%	*	2%	1%	-	1%	5%	2%	1%	-	*	1%
Housing	<b>102</b>	39	23	22	14	8	6	42	44	16	85	17	16	41	1	44	104
	<b>10%</b>	7%	12%	12%	6%	12%	5%	14%	8%	8%	9%	16%	9%	11%	5%	9%	10%
Inflation/Prices	<b>183</b>	80	34	40	35	12	13	50	105	25	154	29	27	76	1	78	195
	<b>17%</b>	14%	17%	21%	16%	19%	12%	16%	20%	13%	16%	27%	16%	21%	11%	16%	19%
Local government/Council tax	<b>38</b>	12	8	8	4	2	2	8	23	7	30	8	4	14	1	18	46
	<b>4%</b>	2%	4%	4%	2%	4%	2%	3%	4%	3%	3%	7%	2%	4%	11%	4%	4%
Low pay/Minimum wage/Fair wages	<b>84</b>	33	17	18	21	6	8	28	49	6	71	13	15	36	3	29	85
	<b>8%</b>	6%	9%	9%	10%	9%	7%	9%	9%	3%	8%	12%	9%	10%	25%	6%	8%
Morality/Individual behaviour/Lifestyle	<b>68</b>	34	19	23	15	5	5	14	42	12	66	2	11	18	*	39	70
	<b>6%</b>	6%	10%	12%	7%	7%	5%	5%	8%	6%	7%	2%	6%	5%	4%	8%	7%
National health service/Hospitals/Healthcare	<b>201</b>	107	201	43	54	15	43	54	112	34	189	12	33	60	8	100	189
	<b>19%</b>	19%	100%	23%	25%	23%	40%	18%	21%	18%	20%	11%	19%	16%	68%	20%	18%
Nationalisation/Government control of institutions	<b>21</b>	10	7	1	6	1	6	5	8	8	19	2	4	10	-	7	19
	<b>2%</b>	2%	3%	*	3%	1%	6%	2%	1%	4%	2%	2%	3%	3%	-	1%	2%
Northern Ireland	<b>4</b>	2	2	2	-	1	-	2	2	-	2	2	-	2	-	2	4
	<b>*</b>	*	1%	1%	-	2%	-	1%	*	-	*	2%	-	1%	-	*	*
Nuclear weapons/Nuclear war/Disarmament	<b>9</b>	7	4	5	2	2	3	2	6	1	9	-	3	3	-	3	8
	<b>1%</b>	1%	2%	3%	1%	3%	3%	1%	1%	*	1%	-	2%	1%	-	1%	1%

Respondent type : GB Adults 18+  
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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Pensions/Social security/Benefits	<b>93</b>	48	25	16	29	6	12	16	49	25	92	1	18	28	-	47	93
	<b>9%</b>	9%	12%	9%	13%	9%	12%	5%	9%	13%	10%	1%	10%	7%	-	9%	9%
Petrol prices/Fuel	<b>63</b>	41	16	17	15	8	6	14	33	16	52	11	4	33	1	25	63
	<b>6%</b>	8%	8%	9%	7%	13%	5%	4%	6%	8%	5%	10%	3%	9%	5%	5%	6%
Pollution/Environment	<b>33</b>	21	10	4	3	3	5	7	21	5	32	1	6	15	-	13	26
	<b>3%</b>	4%	5%	2%	1%	5%	5%	2%	4%	2%	3%	1%	3%	4%	-	3%	2%
Population levels/Overpopulation	<b>39</b>	12	10	10	13	2	2	8	15	16	37	2	2	20	-	17	36
	<b>4%</b>	2%	5%	5%	6%	3%	2%	3%	3%	9%	4%	1%	1%	5%	-	3%	3%
Pound/Exchange rate/Value of pound	<b>22</b>	12	6	4	4	3	2	6	13	2	20	1	3	6	2	11	25
	<b>2%</b>	2%	3%	2%	2%	4%	2%	2%	2%	1%	2%	1%	2%	2%	14%	2%	2%
Poverty/Inequality	<b>117</b>	49	25	22	15	7	9	39	60	19	101	15	21	38	-	57	123
	<b>11%</b>	9%	13%	12%	7%	11%	8%	13%	11%	10%	11%	14%	12%	10%	-	12%	12%
Privatisation	<b>10</b>	6	4	1	1	1	1	6	2	2	8	1	-	4	-	5	11
	<b>1%</b>	1%	2%	*	1%	2%	*	2%	*	1%	1%	1%	-	1%	-	1%	1%
Public services in general	<b>49</b>	33	17	12	8	2	7	18	16	13	44	4	12	15	-	21	48
	<b>5%</b>	6%	8%	6%	3%	3%	6%	6%	3%	7%	5%	4%	7%	4%	-	4%	5%
Race relations/Immigration/Immigrants	<b>217</b>	117	54	48	217	14	16	40	123	52	204	13	38	72	-	107	226
	<b>21%</b>	21%	27%	25%	100%	21%	15%	13%	23%	27%	22%	12%	22%	19%	-	22%	22%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>14</b>	6	2	2	4	5	2	5	7	2	14	-	2	5	-	7	12
	<b>1%</b>	1%	1%	1%	2%	7%	2%	2%	1%	1%	1%	-	1%	1%	-	1%	1%
Taxation	<b>21</b>	9	5	6	7	1	-	2	13	4	18	3	3	7	-	11	22
	<b>2%</b>	2%	3%	3%	3%	1%	-	1%	3%	2%	2%	3%	2%	2%	-	2%	2%

Respondent type : GB Adults 18+  
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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	513	189	224	226	59	93	318	531	190	917	132	140	278	8	624	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	551	201	191	217	65	107	307	534	193	941	108	174	369	11	495	1050
	<b>100%</b>	52%	19%	18%	21%	6%	10%	29%	51%	18%	90%	10%	17%	35%	1%	47%	100%
Trade unions/ Strikes	7 1%	7 1%	4 2%	1 1%	1 1%	- -	4 4%	3 1%	5 1%	- -	6 1%	1 1%	4 2%	- -	- -	3 1%	5 *
Transport/Public transport	42 4%	10 2%	10 5%	7 4%	5 3%	2 4%	9 9%	28 9%	8 1%	6 3%	25 3%	17 16%	5 3%	19 5%	- -	18 4%	45 4%
Unemployment/ Factory closure/ Lack of industry	335 32%	155 28%	56 28%	55 29%	55 26%	17 26%	30 28%	106 35%	179 34%	47 24%	289 31%	46 43%	58 33%	116 31%	8 68%	154 31%	347 33%
Other	24 2%	12 2%	1 *	3 1%	2 1%	- -	3 3%	9 3%	13 2%	2 1%	22 2%	2 1%	4 2%	10 3%	- -	9 2%	24 2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	3.20	4.19	3.92	3.60	4.40	4.01	2.90	2.98	2.93	2.89	3.24	2.87	2.99	3.06	2.90	2.94
STANDARD ERROR	<b>0.05</b>	0.09	0.21	0.18	0.17	0.49	0.33	0.11	0.07	0.12	0.06	0.17	0.14	0.12	0.42	0.07	0.05
ERROR VARIANCE	*	0.01	0.04	0.03	0.03	0.24	0.11	0.01	0.01	0.02	*	0.03	0.02	0.01	0.18	*	*
Don't know	116 11%	44 8%	2 1%	3 2%	4 2%	2 4%	- -	34 11%	60 11%	18 9%	104 11%	13 12%	16 9%	30 8%	- -	70 14%	131 12%
No answer	2 *	- -	- -	- -	- -	- -	1 1%	1 *	1 *	- -	2 *	- -	- -	- -	- -	2 *	2 *

Respondent type : GB Adults 18+  
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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		
<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050	
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050	
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%	
Ageing population/ Social care for the elderly	<b>93</b> <b>9%</b>	2 18%	9 23%	3 8%	2 28%	1 5%	4 16%	12 17%	1 5%	4 5%	5 12%	1 6%	5 9%	-	-	51 8%	16 14%	27 10%	15 16%	11 7%	89 8%	
AIDS	<b>4</b> <b>*</b>	-	-	-	-	-	1 4%	1 1%	-	1 1%	-	-	-	-	-	3 *	-	1 *	1 1%	1 1%	3 *	
Animal welfare	<b>7</b> <b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	6 1%	-	1 1%	-	-	7 1%	
Bird flu/Pandemic flu/Swine flu	<b>3</b> <b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	-	3 *	
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b> <b>5%</b>	-	4 10%	1 2%	1 14%	3 10%	8 33%	5 7%	-	1 1%	1 3%	-	2 4%	-	-	25 4%	9 8%	18 6%	14 14%	2 2%	46 4%	
Countryside/Rural life	<b>30</b> <b>3%</b>	-	2 6%	2 4%	-	-	-	* 1%	-	1 1%	1 3%	-	2 4%	-	-	22 3%	4 4%	5 2%	* *	2 1%	26 2%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b> <b>18%</b>	4 33%	6 13%	-	-	8 30%	3 12%	17 24%	4 20%	15 17%	6 15%	1 7%	12 21%	4 17%	-	124 19%	16 14%	52 18%	20 21%	24 16%	224 21%	
Defence/Foreign affairs/ International terrorism	<b>65</b> <b>6%</b>	-	7 16%	2 4%	-	2 9%	1 5%	5 7%	4 24%	2 3%	1 3%	-	-	-	-	42 6%	10 9%	14 5%	6 7%	8 5%	59 6%	
Drug abuse	<b>50</b> <b>5%</b>	1 6%	3 6%	2 4%	-	-	-	4 6%	1 7%	5 5%	4 12%	-	7 11%	2 10%	-	31 5%	4 4%	16 6%	4 4%	10 7%	56 5%	
Economy/Economic situation	<b>551</b> <b>52%</b>	6 50%	29 69%	28 74%	4 69%	16 57%	10 40%	37 53%	8 47%	36 41%	17 46%	10 59%	28 48%	10 43%	-	340 52%	77 69%	128 46%	47 50%	61 42%	513 49%	

Respondent type : GB Adults 18+  
Fieldwork dates : 5th October - 22nd October 2012  
Number of sample points : 144  
Source : Ipsos MORI (JN Q218)

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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+**

	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	
<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%
Education/Schools	<b>107</b>	-	5	10	1	7	2	5	-	8	2	-	10	2	-	66	21	23	6	9	93
	<b>10%</b>	-	11%	27%	23%	24%	7%	8%	-	9%	5%	-	17%	7%	-	10%	19%	8%	7%	7%	9%
Foot and mouth outbreak/Farming crisis	<b>11</b>	-	-	2	-	-	-	-	-	1	-	-	-	-	-	8	2	1	-	1	9
	<b>1%</b>	-	-	6%	-	-	-	-	-	1%	-	-	-	-	-	1%	2%	*	-	*	1%
Housing	<b>102</b>	2	2	4	-	4	-	8	3	13	4	1	12	6	-	54	9	38	8	19	104
	<b>10%</b>	19%	4%	10%	-	13%	-	12%	19%	15%	9%	4%	21%	27%	-	8%	8%	14%	9%	14%	10%
Inflation/Prices	<b>183</b>	2	2	7	*	5	1	11	4	14	5	3	16	8	-	115	14	52	11	26	195
	<b>17%</b>	21%	4%	18%	8%	18%	3%	15%	25%	15%	14%	18%	29%	35%	-	17%	13%	19%	12%	18%	19%
Local government/Council tax	<b>38</b>	-	-	1	-	-	-	1	-	2	2	-	2	*	-	30	1	7	1	3	46
	<b>4%</b>	-	-	3%	-	-	-	1%	-	2%	5%	-	4%	2%	-	5%	1%	2%	1%	2%	4%
Low pay/Minimum wage/Fair wages	<b>84</b>	2	-	5	-	3	1	6	7	3	2	2	5	2	-	52	8	23	7	12	85
	<b>8%</b>	15%	-	13%	-	10%	3%	9%	37%	3%	5%	10%	8%	8%	-	8%	8%	8%	8%	9%	8%
Morality/Individual behaviour/Lifestyle	<b>68</b>	1	6	-	1	3	2	10	-	6	3	-	3	1	-	40	11	19	12	9	70
	<b>6%</b>	8%	15%	-	14%	12%	7%	14%	-	7%	8%	-	4%	5%	-	6%	10%	7%	12%	6%	7%
National health service/Hospitals/Healthcare	<b>201</b>	2	9	13	-	5	6	14	3	13	10	1	11	9	-	119	30	53	19	25	189
	<b>19%</b>	18%	23%	35%	-	19%	23%	20%	15%	14%	27%	6%	19%	38%	-	18%	27%	19%	20%	17%	18%
Nationalisation/Government control of institutions	<b>21</b>	-	1	-	-	1	-	4	-	2	2	-	-	*	-	12	2	7	4	3	19
	<b>2%</b>	-	2%	-	-	5%	-	6%	-	2%	5%	-	-	2%	-	2%	2%	2%	4%	2%	2%
Northern Ireland	<b>4</b>	-	-	-	-	2	-	-	-	1	-	-	-	-	-	1	2	1	-	1	4
	<b>*</b>	-	-	-	-	5%	-	-	-	1%	-	-	-	-	-	*	1%	*	-	1%	*
Nuclear weapons/Nuclear war/Disarmament	<b>9</b>	-	-	-	-	-	-	2	-	-	1	-	-	-	-	7	-	2	2	1	8
	<b>1%</b>	-	-	-	-	-	-	2%	-	-	3%	-	-	-	-	1%	-	1%	2%	1%	1%

Respondent type : GB Adults 18+  
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<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%
Pensions/Social security/Benefits	<b>93</b>	1	6	1	1	2	3	12	*	7	6	3	3	1	-	55	10	29	16	14	93
	<b>9%</b>	8%	14%	4%	23%	9%	13%	18%	3%	8%	15%	18%	5%	4%	-	8%	9%	10%	17%	10%	9%
Petrol prices/Fuel	<b>63</b>	-	4	-	-	1	-	7	-	6	4	2	3	1	-	38	5	18	7	10	63
	<b>6%</b>	-	9%	-	-	5%	-	9%	-	6%	10%	11%	4%	5%	-	6%	5%	6%	7%	7%	6%
Pollution/Environment	<b>33</b>	1	4	3	-	3	-	-	-	1	2	-	3	-	-	20	10	4	-	3	26
	<b>3%</b>	8%	9%	8%	-	9%	-	-	-	1%	6%	-	5%	-	-	3%	9%	1%	-	2%	2%
Population levels/Overpopulation	<b>39</b>	1	1	1	-	1	1	7	-	4	3	3	3	1	-	21	2	17	8	9	36
	<b>4%</b>	6%	3%	2%	-	3%	4%	10%	-	5%	7%	16%	6%	5%	-	3%	2%	6%	8%	6%	3%
Pound/Exchange rate/Value of pound	<b>22</b>	-	-	-	-	3	-	1	1	1	-	-	-	-	-	16	3	3	1	1	25
	<b>2%</b>	-	-	-	-	10%	-	2%	4%	1%	-	-	-	-	-	2%	3%	1%	1%	1%	2%
Poverty/Inequality	<b>117</b>	3	5	8	-	4	1	2	1	10	2	-	8	3	-	79	17	21	3	13	123
	<b>11%</b>	24%	11%	22%	-	15%	3%	3%	8%	12%	6%	-	14%	15%	-	12%	15%	8%	3%	9%	12%
Privatisation	<b>10</b>	-	-	1	-	-	-	-	-	-	-	-	-	-	-	8	1	-	-	-	11
	<b>1%</b>	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%
Public services in general	<b>49</b>	-	1	2	-	*	*	-	-	1	3	1	3	2	-	39	3	7	*	5	48
	<b>5%</b>	-	3%	6%	-	2%	2%	-	-	1%	8%	6%	5%	7%	-	6%	3%	3%	1%	3%	5%
Race relations/Immigration/Immigrants	<b>217</b>	2	6	1	2	2	14	23	2	21	10	7	5	3	-	135	10	74	36	35	226
	<b>21%</b>	18%	15%	2%	27%	7%	54%	32%	10%	24%	26%	42%	9%	15%	-	21%	9%	26%	38%	24%	22%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>14</b>	-	3	-	-	2	1	2	2	1	-	-	-	-	-	4	4	6	3	3	12
	<b>1%</b>	-	7%	-	-	9%	6%	3%	13%	1%	-	-	-	-	-	1%	4%	2%	3%	2%	1%
Taxation	<b>21</b>	-	-	-	-	2	-	*	2	1	-	-	1	-	-	16	2	4	*	3	22
	<b>2%</b>	-	-	-	-	5%	-	1%	10%	1%	-	-	2%	-	-	2%	1%	1%	*	2%	2%

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<b>UNWEIGHTED BASE</b>	<b>1050</b>	11	34	31	5	23	27	64	21	109	46	22	58	20	-	653	91	307	90	173	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	12	41	38	6	28	25	70	18	88	38	17	57	23	-	658	112	282	94	143	1050
	<b>100%</b>	1%	4%	4%	1%	3%	2%	7%	2%	8%	4%	2%	5%	2%	-	63%	11%	27%	9%	14%	100%
Trade unions/ Strikes	<b>7</b> <b>1%</b>	-	1	-	-	-	-	1	-	-	-	-	1	-	-	6	1	1	1	-	5
Transport/Public transport	<b>42</b> <b>4%</b>	-	1	1	-	-	-	3	-	3	3	1	2	-	-	30	2	10	3	6	45
Unemployment/ Factory closure/ Lack of industry	<b>335</b> <b>32%</b>	6	13	17	3	2	6	17	3	31	15	5	18	5	-	216	33	86	23	49	347
	<b>32%</b>	47%	30%	46%	45%	6%	24%	24%	18%	35%	40%	29%	31%	22%	-	33%	30%	31%	24%	34%	33%
Other	<b>24</b> <b>2%</b>	-	-	3	-	2	1	-	1	2	-	-	3	1	-	14	5	7	1	2	24
	<b>2%</b>	-	-	8%	-	8%	3%	-	4%	2%	-	-	5%	4%	-	2%	4%	2%	1%	1%	2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	3.01	3.22	3.17	2.52	3.09	2.61	3.20	2.80	2.65	3.08	2.56	3.01	2.83	-	2.92	3.16	2.87	3.03	2.82	2.94
STANDARD ERROR	<b>0.05</b>	0.34	0.32	0.28	0.36	0.23	0.13	0.28	0.26	0.12	0.23	0.13	0.19	0.27	-	0.07	0.16	0.09	0.21	0.10	0.05
ERROR VARIANCE	<b>*</b>	0.11	0.11	0.08	0.13	0.05	0.02	0.08	0.07	0.01	0.05	0.02	0.04	0.07	-	0.01	0.03	0.01	0.04	0.01	*
Don't know	<b>116</b> <b>11%</b>	-	5	2	-	1	-	5	2	20	3	3	4	3	-	77	7	35	5	24	131
	<b>11%</b>	-	13%	4%	-	3%	-	8%	12%	22%	8%	17%	8%	13%	-	12%	6%	12%	6%	17%	12%
No answer	<b>2</b> <b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*

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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	
<b>UNWEIGHTED BASE</b>	<b>1050</b>	134	186	140	161	193	236	1050
<b>WEIGHTED BASE</b>	<b>1049</b>	144	162	216	149	209	170	1050
	<b>100%</b>	14%	15%	21%	14%	20%	16%	100%
Ageing population/ Social care for the elderly	<b>93</b> <b>9%</b>	6 4%	7 4%	15 7%	16 11%	32 15%	18 10%	89 8%
AIDS	<b>4</b> <b>*</b>	1 1%	- -	- -	1 1%	- -	2 1%	3 *
Animal welfare	<b>7</b> <b>1%</b>	1 1%	2 1%	2 1%	2 1%	- -	* *	7 1%
Bird flu/Pandemic flu/Swine flu	<b>3</b> <b>*</b>	1 1%	- -	- -	1 1%	- -	1 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	<b>52</b> <b>5%</b>	6 4%	5 3%	10 5%	2 1%	18 9%	11 6%	46 4%
Countryside/Rural life	<b>30</b> <b>3%</b>	5 3%	3 2%	12 6%	4 3%	5 2%	1 1%	26 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>191</b> <b>18%</b>	19 13%	31 19%	23 11%	32 22%	44 21%	41 24%	224 21%
Defence/Foreign affairs/ International terrorism	<b>65</b> <b>6%</b>	2 2%	8 5%	20 9%	7 5%	18 8%	9 6%	59 6%
Drug abuse	<b>50</b> <b>5%</b>	3 2%	12 8%	9 4%	13 9%	7 3%	5 3%	56 5%
Economy/Economic situation	<b>551</b> <b>52%</b>	70 48%	79 49%	133 61%	61 41%	135 65%	73 43%	513 49%
Education/Schools	<b>107</b> <b>10%</b>	18 13%	10 6%	35 16%	9 6%	27 13%	7 4%	93 9%

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		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
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	<b>100%</b>	14%	15%	21%	14%	20%	16%	100%
Foot and mouth outbreak/Farming crisis	11 1%	2 1%	3 2%	2 1%	1 *	- -	2 1%	9 1%
Housing	102 10%	17 12%	25 16%	14 6%	21 14%	12 6%	13 8%	104 10%
Inflation/Prices	183 17%	23 16%	41 25%	38 17%	30 20%	18 8%	34 20%	195 19%
Local government/ Council tax	38 4%	3 2%	9 6%	7 3%	7 4%	4 2%	8 5%	46 4%
Low pay/Minimum wage/Fair wages	84 8%	14 9%	21 13%	17 8%	20 13%	4 2%	8 5%	85 8%
Morality/ Individual behaviour/ Lifestyle	68 6%	5 4%	4 3%	15 7%	8 5%	19 9%	17 10%	70 7%
National health service/Hospitals/ Healthcare	201 19%	19 13%	22 13%	46 21%	26 17%	58 28%	30 18%	189 18%
Nationalisation/ Government control of institutions	21 2%	* *	1 *	7 3%	6 4%	4 2%	2 1%	19 2%
Northern Ireland	4 *	- -	1 1%	- -	1 *	2 1%	* *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	3 2%	- -	3 1%	- -	1 1%	2 1%	8 1%
Pensions/Social security/Benefits	93 9%	15 10%	12 7%	14 6%	10 7%	23 11%	19 11%	93 9%
Petrol prices/Fuel	63 6%	9 6%	9 6%	12 6%	11 7%	13 6%	9 5%	63 6%

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	<b>100%</b>	14%	15%	21%	14%	20%	16%	100%
Pollution/ Environment	<b>33</b> 3%	4 3%	1 *	11 5%	1 *	14 7%	3 2%	26 2%
Population levels/ Overpopulation	<b>39</b> 4%	7 5%	2 1%	6 3%	5 4%	8 4%	11 6%	36 3%
Pound/Exchange rate/Value of pound	<b>22</b> 2%	5 4%	4 2%	3 1%	3 2%	3 1%	4 2%	25 2%
Poverty/Inequality	<b>117</b> 11%	18 13%	19 12%	19 9%	21 14%	17 8%	22 13%	123 12%
Privatisation	<b>10</b> 1%	- -	2 1%	- -	1 *	3 2%	4 2%	11 1%
Public services in general	<b>49</b> 5%	6 4%	7 4%	10 5%	8 5%	11 5%	6 4%	48 5%
Race relations/ Immigration/ Immigrants	<b>217</b> 21%	26 18%	21 13%	42 19%	28 19%	48 23%	51 30%	226 22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>14</b> 1%	3 2%	1 1%	- -	2 1%	8 4%	- -	12 1%
Taxation	<b>21</b> 2%	5 3%	4 3%	- -	6 4%	4 2%	3 1%	22 2%
Trade unions/ Strikes	<b>7</b> 1%	2 2%	- -	4 2%	- -	- -	1 *	5 *
Transport/Public transport	<b>42</b> 4%	6 4%	8 5%	8 4%	8 5%	7 3%	5 3%	45 4%
Unemployment/ Factory closure/ Lack of industry	<b>335</b> 32%	48 33%	63 39%	57 26%	57 38%	59 28%	53 31%	347 33%

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<b>WEIGHTED BASE</b>	<b>1049</b>	144	162	216	149	209	170	1050
	<b>100%</b>	14%	15%	21%	14%	20%	16%	100%
Other	<b>24</b>	3	2	7	1	7	4	24
	<b>2%</b>	2%	1%	3%	1%	3%	2%	2%
MEAN NUMBER OF MENTIONS	<b>2.93</b>	2.79	2.90	2.85	2.99	3.07	2.95	2.94
STANDARD ERROR	<b>0.05</b>	0.20	0.12	0.13	0.13	0.12	0.12	0.05
ERROR VARIANCE	*	0.04	0.01	0.02	0.02	0.01	0.01	*
Don't know	<b>116</b>	24	31	15	16	10	21	131
	<b>11%</b>	17%	19%	7%	11%	5%	12%	12%
No answer	<b>2</b>	1	-	-	-	-	1	2
	*	1%	-	-	-	-	*	*

Respondent type : GB Adults 18+  
 Fieldwork dates : 5th October - 22nd October 2012  
 Number of sample points : 144  
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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+	1050
2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050

Page	Table	Title	Base Description	Base
12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
17	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
21	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
22	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050

Page	Table	Title	Base Description	Base
23	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
25	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
26	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
29	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
30	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
31	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
33	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050

Page	Table	Title	Base Description	Base
34	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
35	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
36	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
37	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
38	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
39	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
40	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
41	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
42	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
43	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050
44	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1050