

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
100%		48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	21 2%	5 1%	15 3%	1 1%	- -	- -	- -	6 5%def ij	13 7% cde fij	1 *	- -	20 6% cde fij	1 *	20 4%	8 3% n	8 3% n	- -	5 2% n	16 3% n	5 1%	19 2%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Animal welfare	2 *	- -	2 *	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	- -	2 1%	- -	- -	2 *	1 *
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	16 2%	13 3% b	3 1%	- -	3 2%	1 1%	3 2%	4 3% c	5 3%	3 1%	4 1%	10 3%	4 1%	12 2%	5 2%	5 2%	4 2%	2 1%	10 2%	6 1%	19 2%
Countryside/Rural life	5 1%	1 *	4 1%	- -	- -	2 1%	- -	- -	3 1%	- -	2 1%	3 1%	2 *	3 1%	5 2% mq	- -	- -	- -	5 1%	- -	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	18 4%	17 3%	10 7% dgh ik	3 2%	12 7% dgh k	5 3%	1 1%	5 2%	12 4% d	17 5% gk	6 2%	24 5%	11 2%	6 2%	11 4%	4 2%	15 7% lnp q	16 3%	19 4% n	36 4%
Defence/Foreign affairs/ International terrorism	6 1%	2 *	4 1%	- -	- -	1 1%	1 1%	1 *	4 2% i	- -	2 1%	4 1%	1 *	5 1%	1 *	2 1%	2 1%	1 *	3 1%	3 1%	9 1%
Drug abuse	6 1%	2 *	4 1%	1 1%	1 1%	2 1%	1 1%	1 1%	1 *	2 1%	3 1%	2 *	4 1%	3 1%	- -	3 1% p	- -	3 1%	3 1%	3 1%	8 1%
Economy/Economic situation	346 36%	168 36%	178 36%	36 27%	63 40% c	63 38%	77 46% cg hik	46 33%	61 30%	99 34% c	140 42% ch k	107 31%	163 35%	184 36%	116 45% no q	105 39% oq	67 32%	58 25%	221 42% mn oq	125 28%	327 34%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
Overlap formulae used.
Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
Number of sample points : 150
Source : Ipsos MORI (JN Q218)

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



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UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Education/Schools	12 1%	6 1%	6 1%	3 3%	4 3%	1 1%	1 1%	1 1%	1 *	8 3%	2 1%	2 1%	9 2%	3 1%	6 2%q	6 2%nq	-	1 *	11 2%nq	1 *	12 1%
Foot and mouth outbreak/Farming crisis	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	1 1%	-	-	1 *	1 *
Housing	25 3%	6 1%	18 4%a	5 4%	5 3%	5 3%	4 3%	2 1%	2 1%	11 4%	10 3%	4 1%	16 3%	9 2%	3 1%	5 2%	10 5%lp	7 3%	8 2%	17 4%p	26 3%
Inflation/Prices	39 4%	17 4%	23 5%	3 2%	12 8%j	5 3%	5 3%	6 4%	8 4%	16 5%c	10 3%	14 4%	20 4%	19 4%	6 2%	9 3%	13 6%	12 5%	15 3%	24 5%	39 4%
Local government/Council tax	5 *	2 *	2 *	1 1%	1 *	* *	1 1%	-	1 1%	2 1%	2 *	1 *	2 *	3 1%	1 1%	1 *	1 1%	1 1%	2 *	3 1%	5 1%
Low pay/Minimum wage/Fair wages	12 1%	4 1%	8 2%	3 2%	1 *	5 3%	2 1%	* *	2 1%	3 1%	7 2%	2 1%	8 2%	4 1%	2 1%	2 1%	4 2%	4 2%	4 1%	8 2%	13 1%
Morality/Individual behaviour/Lifestyle	22 2%	14 3%	8 2%	1 1%	3 2%	5 3%	6 3%	4 3%	2 1%	4 1%	11 3%	7 2%	10 2%	12 2%	9 3%	5 2%	4 2%	4 2%	14 3%	8 2%	19 2%
National health service/Hospitals/Healthcare	33 3%	11 2%	22 4%	4 3%	2 2%	5 3%	4 3%	5 4%	11 5%	7 2%	10 3%	16 5%	12 3%	20 4%	9 4%	10 4%	5 3%	8 3%	19 4%	13 3%	33 3%
Nationalisation/Government control of institutions	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	19 2%	5 1%	13 3%	3 2%	3 2%	2 1%	3 2%	4 3%	4 2%	6 2%	5 1%	8 2%	8 2%	11 2%	3 1%	5 2%	4 2%	6 3%	9 2%	10 2%	20 2%
Petrol prices/Fuel	3 *	2 *	1 *	1 1%	1 *	1 1%	- -	- -	- -	2 1%	1 *	- -	3 1%	- -	- -	2 1%	- -	1 1%	2 *	1 *	3 *
Pollution/ Environment	11 1%	6 1%	6 1%	* *	3 2%	- -	1 1%	1 1%	6 3%ej	3 1%	1 *	7 2%j	3 1%	8 2%	8 3%nq	2 1%	- -	2 1%	10 2%m	2 *	10 1%
Population levels/ Overpopulation	23 2%	17 4%b	7 1%	2 2%	2 1%	8 5%i	2 1%	3 2%	6 3%	4 1%	10 3%f	9 3%	12 3%	11 2%	6 2%	4 2%	9 4%	4 2%	10 2%	13 3%	21 2%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	30 3%	18 4%	12 2%	11 8%dgh ijk	2 1%	7 4%	4 3%	3 2%	3 2%	12 4%d	11 3%	6 2%	19 4%	10 2%	16 6%mnq	6 2%	2 1%	5 2%	22 4%m	8 2%	26 3%
Privatisation	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Public services in general	6 1%	4 1%	2 *	1 1%	1 1%	1 1%	3 2%	- -	* *	2 1%	3 1%	* *	3 1%	3 1%	3 1%	2 1%	* *	1 *	5 1%	2 *	5 1%
Race relations/ Immigration/ Immigrants	103 11%	58 12%	45 9%	7 6%	9 6%	11 6%	14 8%	26 19%cd efij	35 17%cde fij	17 6%	25 7%	61 18%cde fij	28 6%	75 15%	18 7%	29 11%p	33 16%lp	24 11%	46 9%	57 13%l	109 11%

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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	4 1%	2 *	- -	- -	1 1%	- -	4 3%ij	1 *	- -	1 *	5 1%h	1 *	5 1%	2 1%	2 1%	2 1%	- -	4 1%	2 *	4 *
Taxation	4 *	1 *	3 1%	1 1%	1 1%	- -	2 1%	- -	- -	2 1%	2 1%	- -	2 *	2 *	1 1%	1 *	1 1%	1 *	2 *	2 *	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	1 *	2 2%j	- -	- -	- -	1 *	- -	2 1%	- -	1 *	2 *	1 *	- -	2 1%	- -	1 *	2 *	1 *	4 *
Unemployment/ Factory closure/ Lack of industry	117 12%	59 13%	58 12%	24 18%hk	21 13%	16 10%	24 14%	16 11%	17 8%	45 15%hk	40 12%	33 10%	61 13%	57 11%	17 7%	31 11%p	27 13%	42 18%lmp	48 9%	69 16%lp	128 13%
Other	13 1%	4 1%	9 2%	1 1%	4 3%	1 1%	3 2%	- -	4 2%	5 2%	4 1%	4 1%	6 1%	7 1%	5 2%	5 2%	2 1%	1 *	9 2%	3 1%	11 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38 4%	15 3%	23 5%	10 7%fhj k	14 9%fgh jk	5 3%	1 *	4 3%	5 2%	24 8%fgh jk	6 2%	8 2%	29 6%	9 2%	- -	8 3%lp	11 5%lp	20 9%lmp	8 1%	31 7%lmp	43 4%
No answer	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 *

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Table 2
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BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	965	825	59	81	373	292	256	197	336	136	248	112	321	267	184	185	588	965
WEIGHTED BASE	967	834	51*	82*	326	244	270	220	371	140	275	135*	323	326	131	180	649	965
	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Ageing population/ Social care for the elderly	21 2%	15 2%egi	1 1%	5 6%ade ghij	6 2%e	1 *	13 5%aeg hi	12 5%	3 1%	- -	1 *	1 1%	18 6%lmn o	- -	1 1%	2 1%	18 3%l	19 2%
AIDS	1 *	- -	1 2%ade gi	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%o	- -	- -	1 *
Animal welfare	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%o	- -	1 *
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	16 2%	12 1%	- -	4 5%ade f	6 2%e	1 1%	1 *	1 *	10 3%af	3 2%	8 3%af	6 4%aef	7 2%	4 1%	3 3%	2 1%	11 2%	19 2%
Countryside/Rural life	5 1%	5 1%	- -	- -	- -	- -	4 1%	4 2%	1 *	- -	- -	- -	3 1%	2 1%	- -	- -	5 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	29 3%	4 7%j	3 3%	11 3%	8 3%	12 5%j	9 4%	12 3%	9 6%gij	9 3%	- -	10 3%	7 2%	6 4%	12 7%lo	18 3%	36 4%
Defence/Foreign affairs/ International terrorism	6 1%	6 1%	- -	- -	3 1%	3 1%	1 *	1 *	2 1%	- -	1 *	1 *	3 1%	1 *	2 1%	- -	4 1%	9 1%
Drug abuse	6 1%	4 *	- -	3 3%afg i	6 2%af	3 1%	- -	- -	1 *	- -	1 *	1 1%	1 *	1 *	2 2%o	1 1%	2 *	8 1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)	OWNED /MORT GAGED (o)		
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	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Economy/Economic situation	346 36%	310 37%ch	19 38%c	17 21%	110 34%c	93 38%cd	90 33%	71 32%	147 39%ch	39 28%	103 37%ch	63 47%acdfhi	116 36%am	151 46%kmno	26 20%	53 30%mn	267 41%kmn	327 34%
Education/Schools	12 1%	12 1%	- -	- -	4 1%	4 2%	3 1%	3 1%	4 1%	3 2%	4 2%	1 1%	2 1%	2 1%	- -	7 4%klm	5 1%	12 1%
Foot and mouth outbreak/Farming crisis	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	1 1%	- -	1 *
Housing	25 3%	23 3%f	- -	2 2%	7 2%	5 2%	2 1%	2 1%	16 4%fj	10 7%ade	12 4%fj	1 1%	4 1%	4 1%	6 4%klo	10 6%klo	8 1%	26 3%
Inflation/Prices	39 4%	30 4%	2 3%	7 9%ae	14 4%e	7 3%	11 4%	9 4%	14 4%	8 6%	14 5%	6 4%	10 3%	10 3%	9 7%klo	10 6%	20 3%	39 4%
Local government/Council tax	5 *	4 *	- -	1 1%	2 1%	1 *	1 1%	1 1%	1 *	1 1%	1 *	- -	1 *	2 1%	1 1%	- -	3 1%	5 1%
Low pay/Minimum wage/Fair wages	12 1%	12 1%f	- -	- -	3 1%	3 1%	* *	* *	9 3%f	2 1%	7 2%f	5 3%f	2 1%	3 1%	4 3%ko	3 1%	6 1%	13 1%
Morality/Individual behaviour/Lifestyle	22 2%	20 2%	- -	2 3%	4 1%	2 1%	8 3%	8 4%	9 3%	5 4%	7 3%	2 2%	9 3%	5 2%	2 1%	4 2%	15 2%	19 2%
National health service/Hospitals/Healthcare	33 3%	30 4%	2 4%	1 1%	8 2%	7 3%	10 4%	8 4%	14 4%	4 3%	13 5%	9 7%	13 4%	9 3%	6 5%	4 2%	22 3%	33 3%

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WEIGHTED BASE	967	834	51*	82*	326	244	270	220	371	140	275	135*	323	326	131	180	649	965
	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Nationalisation/ Government control of institutions	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *
Pensions/Social security/Benefits	19 2%	15 2%	1 2%	2 3%	8 2%	5 2%	6 2%	5 2%	5 1%	-	3 1%	3 2%	8 3%	4 1%	4 3%	2 1%	12 2%	20 2%
Petrol prices/Fuel	3 *	3 *	-	-	1 *	1 *	2 1%	2 1%	-	-	-	-	-	1 *	-	2 1%o	1 *	3 *
Pollution/ Environment	11 1%	11 1%	-	-	4 1%	4 2%	2 1%	2 1%	6 2%	2 2%	2 1%	-	6 2%	3 1%	2 1%	* *	10 1%	10 1%
Population levels/ Overpopulation	23 2%	20 2%	* 1%	2 3%	6 2%	4 1%	7 3%	7 3%	10 3%	3 2%	10 4%	7 5%	11 3%	10 3%	1 1%	2 1%	20 3%	21 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	30 3%	24 3%	1 3%	4 5%	10 3%	6 2%	8 3%	6 3%	12 3%	4 3%	8 3%	4 3%	5 1%	12 4%	7 5%k	6 4%	16 3%	26 3%
Privatisation	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *
Public services in general	6 1%	6 1%	-	-	2 1%	2 1%	1 *	1 1%	3 1%	-	3 1%	3 2%	3 1%	2 *	-	2 1%	4 1%	5 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j - k/l/m/n/o
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
Number of sample points : 150
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)	OWNED /MORT GAGED (o)		
UNWEIGHTED BASE	965	825	59	81	373	292	256	197	336	136	248	112	321	267	184	185	588	965
WEIGHTED BASE	967	834	51*	82*	326	244	270	220	371	140	275	135*	323	326	131	180	649	965
	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Race relations/ Immigration/ Immigrants	103 11%	92 11%g	5 10%	6 7%	28 9%	22 9%	44 16%ad eghi	39 18%	31 8%	10 7%	21 8%	12 9%	49 15%mn	34 11%	10 7%	9 5%	84 13%n	109 11%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	4 *	1 1%	1 1%	1 *	- -	1 *	- -	4 1%	- -	4 1%a	4 3%ade f	2 1%	3 1%	- -	- -	6 1%	4 *
Taxation	4 *	3 *	- -	1 1%	2 1%	2 1%	1 1%	1 1%	1 *	1 *	1 *	- -	* *	1 *	2 2%ko	1 *	2 *	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	3 *	- -	- -	2 1%	2 1%	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	3 2%klo	- -	4 *
Unemployment/ Factory closure/ Lack of industry	117 12%	91 11%j	10 20%af gij	16 20%ag ij	56 17%af gij	40 16%ag ij	30 11%j	20 9%	31 8%j	21 15%gij	25 9%j	5 3%	22 7%	40 12%k	27 21%kl o	25 14%k	62 10%k	128 13%
Other	13 1%	10 1%	1 2%	2 2%	5 2%	3 1%	3 1%	2 1%	5 1%	2 2%	3 1%	1 1%	9 3%mn	4 1%	- -	- -	13 2%	11 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38 4%	33 4%	2 5%	2 3%	12 4%	10 4%	8 3%	6 3%	18 5%j	10 7%ij	11 4%j	1 1%	5 2%	8 3%	10 7%klo	15 9%klo	13 2%	43 4%
No answer	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
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
Number of sample points : 150
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	965	346	99	520	66	34	164	277	37	801	201	157	231	246	965
WEIGHTED BASE	967	412	115*	440	48*	40**	171	269	39*	796	211	132	280	263	965
	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Ageing population/ Social care for the elderly	21 2%	4 1%	1 1%	16 4%a	- -	- -	5 3%	4 1%	4 10%gi	16 2%	9 4%	5 4%	4 2%	- -	19 2%
AIDS	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *
Animal welfare	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 1%	1 *
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	1 *	1 1%ac	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	16 2%	5 1%	- -	11 2%	- -	1 4%	3 2%	- -	- -	13 2%	3 1%	4 3%	5 2%	4 2%	19 2%
Countryside/Rural life	5 1%	- -	- -	5 1%	- -	- -	4 2%gi	- -	- -	1 *	4 2%i	- -	2 1%	2 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	18 4%	1 1%	16 4%	3 7%b	- -	5 3%	14 5%	1 4%	30 4%	6 3%	4 3%	11 4%	11 4%	36 4%
Defence/Foreign affairs/ International terrorism	6 1%	1 *	1 1%	4 1%	- -	- -	1 1%	2 1%	- -	5 1%	1 *	2 1%	2 1%	- -	9 1%
Drug abuse	6 1%	3 1%	1 1%	3 1%	* 1%	- -	- -	1 1%	- -	6 1%	- -	1 1%	2 1%	3 1%	8 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	965	346	99	520	66	34	164	277	37	801	201	157	231	246	965
WEIGHTED BASE	967	412	115*	440	48*	40**	171	269	39*	796	211	132	280	263	965
	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Economy/Economic situation	346	167	47	133	10	19	71	111	16	276	87	40	125	102	327
	36%	40%cd	41%d	30%	20%	48%	41%	41%i	40%	35%	41%	31%	45%l	39%	34%
Education/Schools	12	4	2	6	-	-	1	6	1	11	2	2	6	2	12
	1%	1%	2%	1%	-	-	*	2%	3%	1%	1%	1%	2%	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	-	-	1	-	-	-	1	1
	*	*	-	-	-	-	-	-	-	*	-	-	-	*	*
Housing	25	10	1	14	2	1	2	9	-	23	2	3	3	7	26
	3%	2%	1%	3%	5%	3%	1%	3%	-	3%	1%	3%	1%	2%	3%
Inflation/Prices	39	13	7	20	2	1	5	8	1	34	6	7	9	15	39
	4%	3%	6%	4%	5%	1%	3%	3%	2%	4%	3%	5%	3%	6%	4%
Local government/Council tax	5	3	-	2	*	-	-	*	-	5	-	-	1	2	5
	*	1%	-	*	1%	-	-	*	-	1%	-	-	*	1%	1%
Low pay/Minimum wage/Fair wages	12	5	2	5	2	-	3	4	-	10	3	-	-	4	13
	1%	1%	2%	1%	3%	-	2%	2%	-	1%	1%	-	-	2%	1%
Morality/Individual behaviour/Lifestyle	22	10	4	7	-	-	5	5	-	17	5	2	8	9	19
	2%	2%	4%	2%	-	-	3%	2%	-	2%	2%	2%	3%	3%	2%
National health service/Hospitals/Healthcare	33	10	3	19	-	1	11	12	-	22	11	3	9	3	33
	3%	3%	3%	4%	-	3%	6%i	4%	-	3%	5%	2%	3%	1%	3%
Nationalisation/Government control of institutions	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1
	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*

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

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ISSUES INDEX (FINAL)

Table 3
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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	1 2%ac	-	-	-	-	1 *	-	-	-	1 *	1 *
Pensions/Social security/Benefits	19 2%	6 1%	3 3%	9 2%	1 1%	-	1 1%	8 3%	-	17 2%	1 1%	4 3%	4 1%	6 2%	20 2%
Petrol prices/Fuel	3 *	2 *	-	1 *	1 3%c	-	-	-	-	3 *	-	-	1 *	2 1%	3 *
Pollution/ Environment	11 1%	7 2%	2 2%	2 *	-	3 8%	-	-	2 6%fgi	11 1%	2 1%	1 1%	6 2%	1 *	10 1%
Population levels/ Overpopulation	23 2%	13 3%	1 1%	9 2%	-	-	5 3%	3 1%	1 3%	18 2%	6 3%	2 1%	9 3%	2 1%	21 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	30 3%	11 3%	5 4%	14 3%	2 4%	1 1%	-	11 4%fj	-	30 4%fj	-	6 4%	7 2%	4 1%	26 3%
Privatisation	1 *	-	1 1%	-	-	-	-	-	-	1 *	-	1 1%	-	-	1 *
Public services in general	6 1%	-	6 5%ac	* *	-	-	-	1 *	4 9%fgi	6 1%	4 2%	-	4 1%	5 2%	5 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	967	412	115*	440	48*	40**	171	269	39*	796	211	132	280	263	965
	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Race relations/ Immigration/ Immigrants	103 11%	41 10%	7 6%	55 13% ^d	2 4%	4 10%	33 19% ^{gi}	13 5%	4 9%	70 9% ^g	37 17% ^{gi}	14 11%	22 8%	16 6%	109 11%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	2 *	- -	4 1%	- -	- -	1 *	2 1%	- -	5 1%	1 *	- -	3 1%	1 *	4 *
Taxation	4 *	2 *	- -	3 1%	- -	- -	1 1%	1 *	- -	3 *	1 1%	2 2%	1 *	- -	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	1 *	- -	2 *	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	- -	1 *	4 *
Unemployment/ Factory closure/ Lack of industry	117 12%	52 13%	13 11%	52 12%	17 36% ^{ab} c	8 19%	8 5%	41 15% ^{fj}	5 13%	109 14% ^{fj}	14 6%	20 15%	29 10%	35 13%	128 13%
Other	13 1%	7 2%	1 1%	4 1%	1 2%	1 3%	4 2%	1 *	1 1%	9 1%	4 2%	2 2%	5 2%	3 1%	11 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38 4%	16 4%	4 3%	19 4%	3 6%	-	2 1%	8 3%	-	36 5% ^j	2 1%	7 5% ^m	3 1%	19 7%	43 4%
No answer	1 *	- -	1 1% ^{ac}	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 1%	1 *

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
Number of sample points : 150
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)		NOT WORK ING (o)
UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Ageing population/ Social care for the elderly	21 2%	2 *	6 3%a	4 2%a	2 1%	2 4%a	2 2%	4 2%	7 1%	9 6%gh	21 2%	- -	3 2%	2 1%	- -	16 4% _m	19 2%
AIDS	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	1 *	1 *
Animal welfare	2 *	2 *	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	- -	- -	2 *	1 *
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 1% _j	- -	- -	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	16 2%	2 *	- -	3 2%	5 2%ab	1 2%b	1 1%	6 2%	6 1%	4 3%	16 2%	- -	- -	5 1%	- -	11 2%	19 2%
Countryside/Rural life	5 1%	- -	1 1%	- -	- -	- -	- -	2 1%	3 1%	- -	5 1%	- -	- -	- -	- -	5 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	10 2%	6 3%	35 21%abde f	4 2%	1 2%	2 2%	9 3%	23 4%	4 2%	25 3%	10 10% _j	5 4%	12 3%	1 5%	16 4%	36 4%
Defence/Foreign affairs/ International terrorism	6 1%	1 *	2 1%a	2 1%	3 1%a	6 17%abcd f	1 *	- -	4 1%	2 2%	6 1%	- -	1 1%	1 *	- -	4 1%	9 1%
Drug abuse	6 1%	1 *	2 1%	4 2%ad	- -	1 3%ad	1 1%	1 *	5 1%	* *	6 1%	1 1%	1 1%	3 1%	- -	3 1%	8 1%

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

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Economy/Economic situation	346 36%	346 69%bcd	85 43%cd	43 26%	45 21%	12 34%	54 46%cd	84 32%	209 37%	53 36%	322 37%k	24 23%	72 46%o	135 38%o	8 59%	130 30%	327 34%
Education/Schools	12 1%	3 1%	3 2%	1 1%	6 3%a	-	12 10%abcd	2 1%	10 2%	-	11 1%	1 1%	2 1%	4 1%	-	6 1%	12 1%
Foot and mouth outbreak/Farming crisis	1 *	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	1 *	-	-	1 *
Housing	25 3%	6 1%	1 1%	8 5%abdf	-	-	-	15 6%h	5 1%	4 3%	16 2%	8 8%j	3 2%	7 2%	-	14 3%	26 3%
Inflation/Prices	39 4%	10 2%	6 3%	11 6%ad	4 2%	2 7%	2 2%	8 3%	27 5%	4 3%	34 4%	5 5%	4 3%	16 4%	-	20 4%	39 4%
Local government/Council tax	5 *	1 *	* *	-	* *	-	-	2 1%	2 *	1 *	4 *	1 1%	-	3 1%	-	2 *	5 1%
Low pay/Minimum wage/Fair wages	12 1%	5 1%	1 *	-	1 1%	-	2 2%	2 1%	10 2%	-	10 1%	2 2%	3 2%	5 1%	-	5 1%	13 1%
Morality/Individual behaviour/Lifestyle	22 2%	8 2%	4 2%	7 4%a	4 2%	-	3 2%	6 2%	12 2%	3 2%	16 2%	6 6%j	4 2%	9 3%	-	9 2%	19 2%
National health service/Hospitals/Healthcare	33 3%	15 3%	33 16%acde	5 3%	4 2%	1 3%	6 5%	9 4%	16 3%	7 5%	30 4%	2 2%	3 2%	11 3%	-	19 4%	33 3%

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

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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	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)	NOT WORK ING (o)		
UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Nationalisation/ Government control of institutions	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	-	-	-	-	-	1 *	-	-	1 1%j	-	-	-	1 *	1 *
Pensions/Social security/Benefits	19 2%	3 1%	2 1%	1 1%	6 3%a	1 2%	-	6 2%	7 1%	5 4%	19 2%	-	4 3%	5 2%	-	9 2%	20 2%
Petrol prices/Fuel	3 *	1 *	-	-	-	-	1 1%	-	3 1%	-	2 *	1 1%	1 1%	1 *	-	1 *	3 *
Pollution/ Environment	11 1%	1 *	3 1%	1 1%	2 1%	-	4 3%a	4 2%	5 1%	2 2%	11 1%	-	1 1%	6 2%	2 11%	2 *	10 1%
Population levels/ Overpopulation	23 2%	3 1%	4 2%	4 3%a	4 2%	-	3 3%	7 3%	11 2%	5 3%	23 3%	-	2 1%	12 3%	-	9 2%	21 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	30 3%	8 2%	4 2%	6 3%	1 1%	2 5%d	3 3%	6 2%	16 3%	7 5%	28 3%	2 2%	7 5%	9 2%	1 9%	12 3%	26 3%
Privatisation	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 *

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	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Public services in general	6 1%	1 *	- -	- -	- -	- -	1 1%	1 *	5 1%	- -	5 1%	1 1%	3 2%o	2 1%	- -	* *	5 1%
Race relations/ Immigration/ Immigrants	103 11%	27 5%	12 6%	13 8%	103 47%abc ef	4 10%	6 5%	21 8%	70 13%	12 8%	98 11%	5 5%	10 6%	38 10%	1 5%	55 12%	109 11%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	2 *	2 1%	- -	- -	- -	- -	1 *	5 1%	- -	6 1%	- -	- -	2 1%	- -	4 1%	4 *
Taxation	4 *	- -	- -	1 1%	1 1%	- -	- -	2 1%	* *	1 1%	4 *	1 *	1 1%	* *	- -	3 1%	5 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	3 *	2 *	- -	- -	- -	- -	- -	2 1%	1 *	- -	2 *	1 1%	- -	1 *	- -	2 *	4 *
Unemployment/ Factory closure/ Lack of industry	117 12%	38 8%	20 10%	18 11%	20 9%	4 10%	11 10%	36 14%	65 12%	17 11%	102 12%	15 15%	17 11%	47 13%	1 10%	52 12%	128 13%
Other	13 1%	- -	- -	1 1%	1 *	1 1%a	2 2%a	4 2%	7 1%	2 1%	11 1%	2 2%	1 1%	7 2%	- -	4 1%	11 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Don't know	38	3	-	-	-	-	-	11	23	4	23	14	6	11	-	21	43
	4%	1%	-	-	-	-	-	4%	4%	2%	3%	13%j	4%	3%	-	5%	4%
No answer	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1
	*	-	-	-	-	-	-	1%	-	-	*	-	-	*	-	-	*

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UNWEIGHTED BASE	965	17	28	40	9	21	33	88	19	118	37	14	74	16	-	545	99	335	118	166	965
WEIGHTED BASE	967	19**	29**	43*	12**	24**	34**	87*	18**	114*	31*	13**	73*	22**	-**	549	109*	324	118*	153	965
	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Ageing population/ Social care for the elderly	21 2%	-	1	-	-	-	1	2	-	2	2	-	-	-	-	11	1	7	3	4	19
		-	5%	-	-	-	3%	3%	-	2%	5%	-	-	-	-	2%	1%	2%	3%	2%	2%
AIDS	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Animal welfare	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Common Market/EU/ Europe/Euro/ Constitution	16 2%	-	-	-	-	-	1	3	2	1	-	-	-	-	-	9	-	7	3	3	19
		-	-	-	-	-	3%	3%	12%	1%	-	-	-	-	-	2%	-	2%	3%	2%	2%
Countryside/Rural life	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	3
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	*
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	35 4%	-	2	1	-	-	1	1	1	4	1	-	8	3	-	19	2	14	2	7	36
		-	6%	2%	-	-	2%	2%	7%	4%	4%	-	10%go	12%	-	3%	2%	4%	2%	5%	4%
Defence/Foreign affairs/ International terrorism	6 1%	1	-	-	-	-	-	1	-	1	-	-	-	-	-	3	1	2	1	1	9
		5%	-	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	1%	*	*	1%	1%
Drug abuse	6 1%	-	1	-	-	1	-	-	1	1	-	1	-	-	-	4	1	2	-	2	8
		-	3%	-	-	4%	-	-	5%	1%	-	6%	-	-	-	1%	1%	1%	-	1%	1%

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	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Economy/Economic situation	346	10	15	24	4	16	11	33	3	31	10	3	24	9	-	195	59	105	43	42	327
	36%	55%	51%	56%ij	33%	67%	31%	39%	19%	27%	33%	20%	33%	41%	-	36%	54%qr	32%	36%	27%	34%
Education/Schools	12	-	-	2	-	1	-	2	-	-	-	-	-	1	-	8	3	3	2	-	12
	1%	-	-	5%i	-	4%	-	2%	-	-	-	-	-	4%	-	1%	3%	1%	2%	-	1%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	2%o	-	-	-	-	*	-	-	*
Housing	25	1	-	1	-	1	-	2	-	4	1	-	5	-	-	10	2	9	2	5	26
	3%	5%	-	2%	-	5%	-	2%	-	4%	2%	-	7%o	-	-	2%	2%	3%	1%	3%	3%
Inflation/Prices	39	1	1	1	-	-	1	2	-	7	1	-	5	-	-	22	3	15	3	7	39
	4%	6%	5%	3%	-	-	3%	2%	-	7%	2%	-	6%	-	-	4%	2%	5%	2%	5%	4%
Local government/Council tax	5	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-	3	3	-	5
	*	-	-	-	-	-	4%	1%	-	-	-	-	-	-	-	*	-	1%	2%	-	1%
Low pay/Minimum wage/Fair wages	12	-	-	-	-	-	-	-	-	1	1	-	-	-	-	10	-	2	-	2	13
	1%	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-	2%	-	1%	-	2%	1%
Morality/Individual behaviour/Lifestyle	22	-	-	2	4	-	-	2	-	-	-	-	2	-	-	11	6	3	2	-	19
	2%	-	-	5%i	29%	-	-	2%	-	-	-	-	2%	-	-	2%	5%qs	1%	1%	-	2%
National health service/Hospitals/Healthcare	33	-	2	-	1	-	-	3	-	4	5	2	3	1	-	20	4	10	3	6	33
	3%	-	9%	-	11%	-	-	3%	-	3%	15%cg	16%	4%	5%	-	4%	3%	3%	2%	4%	3%

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	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Nationalisation/ Government control of institutions	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*
Pensions/Social security/Benefits	19 2%	-	2 6%	2 4%	-	-	-	1 1%	1 4%	3 3%	1 2%	-	-	-	-	10 2%	4 3%	5 2%	1 1%	4 3%	20 2%
Petrol prices/Fuel	3*	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1*	-	2 1%	-	1 1%	3*
Pollution/ Environment	11 1%	2 9%	1 2%	3 7%o	-	3 11%	-	2 2%	-	2 1%	-	-	2 2%	2 8%	-	5 1%	4 4%q	3 1%	2 1%	2 1%	10 1%
Population levels/ Overpopulation	23 2%	-	1 4%	1 3%	-	-	1 4%	4 5%	1 5%	5 4%	-	2 16%	-	-	-	12 2%	3 2%	10 3%	5 4%	6 4%	21 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	30 3%	2 12%	-	2 5%	-	-	3 9%	* *	1 8%	5 5%	1 2%	1 4%	4 5%	2 9%	-	17 3%	4 3%	9 3%	3 3%	5 3%	26 3%
Privatisation	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*

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BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	965	17	28	40	9	21	33	88	19	118	37	14	74	16	-	545	99	335	118	166	965
WEIGHTED BASE	967	19**	29**	43*	12**	24**	34**	87*	18**	114*	31*	13**	73*	22**	-**	549	109*	324	118*	153	965
	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Public services in general	6 1%	-	-	-	-	-	-	-	*	1	-	-	-	-	-	5	-	1	-	1	5
	1%	-	-	-	-	-	-	-	*	3%	-	-	-	-	-	1%	-	*	-	1%	1%
Race relations/Immigration/Immigrants	103 11%	1	2	*	-	2	7	16	1	18	5	2	2	-	-	54	5	46	24	23	109
	11%	4%	6%	1%	-	7%	22%	19%clo	7%	15%cl	17%cl	13%	3%	-	-	10%	4%	14%p	20%p	15%p	11%
Scottish/Welsh assembly/Devolution/Constitutional reform	6 1%	-	-	-	2	-	-	-	1	-	-	-	-	2	-	1	2	3	-	1	4
	1%	-	-	-	18%	-	-	-	7%	-	-	-	-	10%	-	*	2%	1%	-	1%	*
Taxation	4 *	-	-	-	1	-	-	-	-	1	-	-	1	1	-	2	1	1	-	1	5
	*	-	-	-	9%	-	-	-	-	1%	-	-	1%	2%	-	*	1%	*	-	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	1	-	-	4
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-	-	*
Unemployment/Factory closure/Lack of industry	117 12%	-	1	3	-	*	5	7	5	16	3	3	12	1	-	68	4	45	12	23	128
	12%	-	2%	8%	-	1%	14%	8%	26%	14%	9%	25%	16%	3%	-	12%	4%	14%p	10%	15%p	13%
Other	13 1%	-	-	-	-	-	-	3	-	-	-	-	1	1	-	9	-	4	3	-	11
	1%	-	-	-	-	-	-	3%	-	-	-	-	2%	6%	-	2%	-	1%	2%	-	1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38 4%	1	-	-	-	-	2	3	-	6	1	-	4	-	-	28	1	11	3	6	43
	4%	4%	-	-	-	-	5%	3%	-	5%	2%	-	5%	-	-	5%	1%	3%	3%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/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 : 4th - 10th January 2013
Number of sample points : 150
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 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE 965	17	28	40	9	21	33	88	19	118	37	14	74	16	-	545	99	335	118	166	965
WEIGHTED BASE 967	19**	29**	43*	12**	24**	34**	87*	18**	114*	31*	13**	73*	22**	-**	549	109*	324	118*	153	965
100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
No answer	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
100%		48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	76 8%	31 7%	45 9%	1 1%	4 3%	8 5% ^c	8 5% ^c	18 13% ^{cd} efij	36 18% ^{cde} fij	5 2%	17 5% ^{ci}	54 16% ^{cde} fij	13 3%	63 12%	30 12% ^{no} q	30 11% ^{noq}	10 5%	6 3%	61 11% ^{noq}	16 4%	74 8%
AIDS	3 *	2 *	1 *	- -	1 1%	- -	- -	1 1%	1 *	1 1%	- -	2 *	1 *	2 *	2 1%	1 *	- -	- -	3 1%	- -	3 *
Animal welfare	11 1%	2 *	10 2% ^a	3 2%	2 1%	2 1%	1 1%	1 *	2 1%	5 2%	3 1%	3 1%	7 2%	4 1%	4 1%	4 2%	2 1%	2 1%	8 1%	4 1%	11 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	55 6%	36 8% ^b	19 4%	4 3%	9 5%	3 2%	12 7% ^e	11 8% ^{ee}	16 8% ^{ce}	12 4%	16 5% ^{ee}	27 8% ^{ce}	16 3%	40 8%	22 9% ^{oq}	15 6%	12 6%	6 3%	38 7% ^o	18 4%	54 6%
Countryside/Rural life	16 2%	5 1%	11 2%	- -	3 2%	6 3% ^c	1 1%	1 1%	5 3%	3 1%	7 2%	7 2%	9 2%	8 2%	7 3%	4 2%	3 1%	2 1%	11 2%	5 1%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	75 16%	94 19%	25 19%	20 13%	30 18%	43 26% ^{dh} ik	25 18%	25 13%	46 16%	73 22% ^{dh} k	51 15%	76 17%	93 18%	45 17%	46 17%	32 15%	46 20%	91 17%	78 18%	165 17%
Defence/Foreign affairs/ International terrorism	36 4%	23 5%	13 3%	2 1%	1 *	3 2%	6 4%	9 6% ^{di} ij	15 7% ^{cde} ij	3 1%	9 3%	24 7% ^{cde} ij	6 1%	30 6%	7 3%	12 4%	12 6%	5 2%	18 3%	17 4%	43 4%
Drug abuse	44 5%	20 4%	24 5%	8 6% ^f	8 5%	9 6%	2 1%	7 5%	9 5%	16 5%	12 4% ^f	17 5%	25 5%	19 4%	2 1%	18 7% ^{lp}	9 4% ^l	15 6% ^l	20 4% ^l	24 5% ^l	50 5%
Economy/Economic situation	501 52%	245 52%	256 51%	68 51%	81 51%	93 56%	103 62% ^{gh} ik	66 47%	90 45%	149 51%	196 59% ^{gh} k	156 46%	242 53%	259 51%	150 58% ^{oq}	150 56% ^{oq}	108 51% ^{oq}	94 41%	300 57% ^{oq}	201 46% ^o	481 50%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Education/Schools	117 12%	47 10%	70 14%	15 11%	25 16%	23 14%	13 8%	15 10%	26 13%	40 14%	36 11%	40 12%	63 14%	53 11%	53 21%no	37 14%noq	15 7%	12 5%	90 17%mo	27 6%	110 11%
Foot and mouth outbreak/Farming crisis	4 *	2 *	2 *	- -	- -	1 1%	- -	1 1%	2 1%	- -	1 *	3 1%	1 *	3 1%	1 *	- -	2 1%	1 *	1 *	3 1%	4 *
Housing	83 9%	32 7%	51 10%	18 13%h	12 8%	12 7%	16 10%	15 11%	10 5%	30 10%	27 8%	26 8%h	42 9%	42 8%	13 5%	25 9%p	22 11%	23 10%	38 7%	45 10%l	88 9%
Inflation/Prices	135 14%	57 12%	78 16%	22 16%	28 18%f	25 15%	15 9%	17 12%	28 14%	50 17%f	40 12%	45 13%	75 16%	60 12%	25 10%	36 13%	35 17%	39 17%	61 12%	74 17%lp	137 14%
Local government/ Council tax	30 3%	17 4%	13 3%	2 2%	7 4%	4 2%	7 4%	4 3%	7 4%	9 3%	11 3%	11 3%	13 3%	17 3%	7 3%	8 3%	7 4%	8 3%	15 3%	15 3%	34 4%
Low pay/Minimum wage/Fair wages	68 7%	35 8%	33 7%	14 10%h	10 7%	13 8%	12 8%	9 6%	9 5%	24 8%	26 8%	18 5%	37 8%	31 6%	10 4%	18 7%	22 11%lp	18 8%	28 5%	40 9%lp	72 7%
Morality/ Individual behaviour/ Lifestyle	72 7%	34 7%	38 8%	9 6%	8 5%	16 10%	17 10%	12 8%	11 5%	17 6%	33 10%	22 7%	33 7%	39 8%	28 11%oq	22 8%	11 5%	10 4%	51 10%oq	22 5%	68 7%
National health service/Hospitals/ Healthcare	199 21%	75 16%	124 25%a	19 15%	24 15%	34 20%	38 23%	40 28%cd	44 22%i	43 15%	72 22%	84 25%cd	77 17%	122 24%	67 26%no	66 24%no	34 16%	31 13%	133 25%no	65 15%	197 20%
Nationalisation/ Government control of institutions	12 1%	8 2%	4 1%	1 1%	- -	1 1%	1 1%	2 2%	6 3%di	1 1%	2 1%	8 2%	3 1%	10 2%	2 1%	6 2%	2 1%	3 1%	7 1%	5 1%	14 1%
Northern Ireland	3 *	1 *	2 *	- -	- -	- -	2 1%	1 1%	- -	- -	2 1%	1 *	- -	3 1%	2 1%	1 *	- -	- -	3 1%	- -	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.

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	8 1%	6 1%	2 *	1 *	- -	2 1%	3 2%	1 1%	2 1%	1 *	4 1%	3 1%	2 *	6 1%	3 1%	4 1%	- -	1 1%	7 1%	1 *	9 1%
Pensions/Social security/Benefits	99 10%	39 8%	59 12%	5 4%	11 7%	10 6%	12 7%	27 19%cd efij	33 16%cd fij	17 6%	22 7%	59 17%cd fij	27 6%	71 14%	19 7%	37 14%lnp	15 7%	27 12%	56 11%	43 10%	102 11%
Petrol prices/Fuel	43 4%	25 5%	18 4%	5 3%	5 3%	8 5%	7 4%	10 7%	7 4%	10 3%	15 5%	18 5%	18 4%	25 5%	6 2%	15 5%p	10 5%	12 5%	21 4%	22 5%	44 5%
Pollution/ Environment	46 5%	25 5%	21 4%	3 2%	9 5%	4 2%	9 5%	8 6%	14 7%c	11 4%	13 4%	22 6%	15 3%	31 6%	24 9%mn q	11 4%	3 2%	8 3%	34 7%mnq	11 3%	38 4%
Population levels/ Overpopulation	67 7%	41 9%	26 5%	7 6%	5 3%	18 11%di	8 5%	8 6%	20 10%di	13 4%	26 8%	28 8%	31 7%	36 7%	20 8%	17 6%	18 8%	13 5%	36 7%	30 7%	61 6%
Pound/Exchange rate/Value of pound	5 1%	3 1%	2 *	1 *	1 1%	1 *	- -	- -	2 1%	2 1%	1 *	2 1%	3 1%	2 *	- -	2 1%	- -	3 1%	2 *	3 1%	6 1%
Poverty/Inequality	103 11%	48 10%	55 11%	19 14%	13 8%	17 10%	16 9%	13 10%	25 12%	32 11%	33 10%	38 11%	49 11%	54 11%	28 11%	38 14%nq	16 8%	21 9%	66 13%	37 8%	108 11%
Privatisation	10 1%	4 1%	6 1%	1 1%	1 1%	3 2%	2 1%	3 2%	- -	2 1%	5 2%	3 1%	5 1%	5 1%	3 1%	2 1%	1 1%	4 2%	5 1%	5 1%	10 1%
Public services in general	46 5%	19 4%	28 6%	3 3%	4 3%	11 7%	12 7%	5 3%	11 6%	8 3%	23 7%i	16 5%	19 4%	28 5%	12 5%	23 9%nop q	4 2%	7 3%	35 7%nq	11 3%	47 5%
Race relations/ Immigration/ Immigrants	217 22%	118 25%	99 20%	17 13%	23 15%	31 19%	37 22%i	48 34%cd efij	62 31%cd ej	40 14%	68 20%i	109 32%cd efij	71 16%	146 29%	54 21%	56 21%	57 27%	50 22%	110 21%	107 24%	222 23%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 10th January 2013
Number of sample points : 150
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	965	471	494	164	140	144	148	144	225	304	292	369	448	517	166	338	219	242	504	461	965
WEIGHTED BASE	967	468	499	134	159	167	166	141	201	293	333	342	459	508	257	269	210	231	526	441	965
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	7 1%	5 1%	2 *	* *	- -	1 1%	1 1%	4 3% ⁱ	1 *	* *	2 1%	5 1% ^h	2 *	5 1%	2 1%	2 1%	2 1%	1 *	4 1%	3 1%	6 1%
Taxation	24 2%	10 2%	13 3%	3 2%	3 2%	1 1%	3 2%	9 6% ^{eij}	4 2%	6 2%	4 1%	13 4% ^h	7 2%	16 3%	5 2%	7 2%	6 3%	6 3%	12 2%	12 3%	28 3%
Trade unions/ Strikes	2 *	2 *	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	1 *	1 *	1 *	- -	2 1%	- -	- -	2 *	- -	2 *
Transport/Public transport	22 2%	14 3%	8 2%	3 2%	4 2%	1 1%	3 2%	5 4%	6 3%	7 2%	4 1%	11 3%	8 2%	14 3%	2 1%	15 6% ^{lno}	- -	4 2%	18 3% ^{lnq}	4 1%	25 3%
Unemployment/ Factory closure/ Lack of industry	283 29%	140 30%	144 29%	47 35% ^{ik}	38 24%	50 30%	63 38% ^{dg} hk	35 25%	50 25%	85 29%	113 34% ^{hk}	86 25%	135 29%	149 29%	51 20%	80 30% ^{lp}	67 32% ^l	86 37% ^{lp}	131 25%	153 35% ^{lp}	291 30%
Other	36 4%	19 4%	17 3%	2 1%	8 5%	5 3%	4 3%	6 5%	11 5%	9 3% ^c	9 3%	17 5%	15 3%	21 4%	11 4%	14 5% ^q	5 2%	5 2%	25 5%	10 2%	35 4%
MEAN NUMBER OF MENTIONS	2.88	2.82	2.92	2.68	2.53	2.81	2.92 ^d i	3.22 ^c di	3.05 ^d i	2.60	2.86 ^d i	3.12 ^d i	2.67	3.06	2.86	3.17 ⁿ opq	2.72	2.69	3.02 ^o q	2.71	2.90
STANDARD ERROR	0.06	0.08	0.09	0.12	0.09	0.12	0.11	0.20	0.16	0.07	0.08	0.13	0.06	0.09	0.09	0.14	0.10	0.11	0.09	0.07	0.06
ERROR VARIANCE	*	0.01	0.01	0.01	0.01	0.01	0.01	0.04	0.03	0.01	0.01	0.02	*	0.01	0.01	0.02	0.01	0.01	0.01	0.01	*
Don't know	122 13%	57 12%	66 13%	30 23% ^{ef} ghjk	31 20% ^{fg} hjk	18 11% ^f	7 4%	13 9%	22 11% ^f	61 21% ^{efg} hjk	25 8% ^f	36 10% ^f	80 17%	43 8%	14 6%	30 11% ^{lp}	29 14% ^{lp}	50 21% ^{lmn} pq	44 8%	78 18% ^{lm} np	137 14%
No answer	3 *	1 *	3 1%	- -	- -	1 1%	- -	2 1%	- -	- -	1 *	2 1%	1 *	2 *	1 1%	- -	2 1%	- -	1 *	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.

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	965	825	59	81	373	292	256	197	336	136	248	112	321	267	184	185	588	965
WEIGHTED BASE	967	834	51*	82*	326	244	270	220	371	140	275	135*	323	326	131	180	649	965
	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Ageing population/ Social care for the elderly	76 8%	67 8%	2 5%	6 8%	20 6%	14 6%	22 8%	19 9%	34 9%h	6 4%	28 10%h	22 16%ab defgh i	48 15%lmn o	17 5%	4 3%	7 4%	65 10%lmn	74 8%
AIDS	3 *	2 *	1 2%de	- -	- -	- -	1 *	- -	2 1%	1 1%	2 1%	1 1%	1 *	1 *	1 1%	- -	2 *	3 *
Animal welfare	11 1%	10 1%d	1 3%d	- -	1 *	1 *	5 2%	3 2%	6 2%	1 1%	5 2%	5 3%de	3 1%	5 1%	2 1%	2 1%	8 1%	11 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	1 1%	1 *	- -	- -	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	55 6%	49 6%de	2 4%	4 5%	9 3%	5 2%	11 4%	9 4%	35 10%ade f	8 6%	26 10%ad efh	18 13%ade f	24 8%n	20 6%	7 5%	4 2%	44 7%n	54 6%
Countryside/Rural life	16 2%	16 2%de	- -	- -	2 1%	2 1%	5 2%	5 2%	9 2%h	1 *	4 2%	4 3%	8 3%	6 2%	1 1%	2 1%	14 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	145 17%	7 15%	17 21%	58 18%	41 17%	49 18%	41 19%	63 17%	34 24%ag ij	50 18%j	16 12%	48 15%	60 18%	29 22%	29 16%	108 17%	165 17%
Defence/Foreign affairs/ International terrorism	36 4%	33 4%	1 2%	2 2%	14 4%	12 5%	7 3%	6 3%	15 4%	3 2%	11 4%	8 6%	16 5%	7 2%	6 5%	5 3%	24 4%	43 4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH INCL. GL (i)	SOUTH EAST INCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)	OWNED /MORT GAGED (o)		
UNWEIGHTED BASE	965	825	59	81	373	292	256	197	336	136	248	112	321	267	184	185	588	965
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	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Drug abuse	44 5%	33 4%	1 3%	10 12%ade fghi	20 6%ae	10 4%	9 3%	8 4%	15 4%	5 4%	14 5%	9 6%	8 3%	11 3%	15 12%kl n	9 5%	19 3%	50 5%
Economy/Economic situation	501 52%	449 54%cd f	25 50%	27 33%	157 48%c	130 53%cd	128 47%c	102 47%	216 58%cd fh	65 46%	155 56%ch	90 67%ab cdefg hi	161 50%m	210 65%km no	42 32%	86 48%m	371 57%km n	481 50%
Education/Schools	117 12%	106 13%	6 12%	4 5%	36 11%	32 13% d	32 12%	25 12%	49 13%	16 11%	37 14%	21 16% c	43 13% m	46 14% m	6 5%	21 12% m	89 14% m	110 11%
Foot and mouth outbreak/Farming crisis	4 *	4 *	-	-	-	-	-	-	4 1%	1 1%	3 1%	2 1%	1 *	1 *	1 1%	1 1%	2 *	4 *
Housing	83 9%	66 8%	7 15% f	10 12%	27 8%	17 7%	15 6%	8 4%	41 11% af	17 12% f	34 12% af	17 12%	22 7%	24 7%	21 16% klo	17 9%	46 7%	88 9%
Inflation/Prices	135 14%	117 14%	5 9%	14 17%	46 14%	33 13%	40 15%	35 16%	49 13%	27 19% g	42 15%	16 12%	43 13%	38 12%	25 19% lo	27 15%	81 12%	137 14%
Local government/Council tax	30 3%	24 3% f	-	6 8% abf g	18 6% af	12 5% af	3 1%	3 1%	10 3%	5 4%	10 4%	5 3%	8 2%	12 4%	8 6% kn	2 1%	20 3%	34 4%
Low pay/Minimum wage/Fair wages	68 7%	61 7%	3 6%	4 5%	19 6%	15 6%	14 5%	11 5%	35 9%	10 7%	28 10% h	19 14% ade f	19 6%	25 8%	15 12% kno	9 5%	44 7%	72 7%
Morality/Individual behaviour/Lifestyle	72 7%	64 8%	2 3%	7 8%	21 6%	14 6%	22 8%	20 9%	29 8%	11 8%	25 9%	14 10%	25 8%	29 9%	5 4%	11 6%	54 8% m	68 7%

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UNWEIGHTED BASE	965	825	59	81	373	292	256	197	336	136	248	112	321	267	184	185	588	965
WEIGHTED BASE	967	834	51*	82*	326	244	270	220	371	140	275	135*	323	326	131	180	649	965
	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
National health service/Hospitals/Healthcare	199	185	8	5	53	48	66	57	80	28	59	31	75	79	20	23	155	197
	21%	22%cd	17%	7%	16%cd	20%cd	24%cd	26%	21%cd	20%cd	21%cd	23%cd	23%nd	24%mn	16%	13%	24%mn	20%
Nationalisation/ Government control of institutions	12	9	2	2	4	3	4	2	4	1	4	3	7	4	1	*	11	14
	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	*	2%	1%
Northern Ireland	3	3	-	-	-	-	2	2	1	1	1	-	1	2	-	-	3	2
	*	*	-	-	-	-	1%	1%	*	1%	*	-	*	1%	-	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	8	8	-	-	4	4	2	2	2	1	2	2	4	1	2	2	4	9
	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
Pensions/Social security/Benefits	99	87	4	7	36	29	26	22	36	5	27	21	46	31	13	8	77	102
	10%	10%h	9%	9%	11%h	12%h	10%h	10%	10%h	4%	10%h	16%gh	14%nd	10%	10%nd	4%	12%nd	11%
Petrol prices/Fuel	43	40	1	2	14	11	19	18	10	3	10	7	9	19	9	5	29	44
	4%	5%g	2%	3%	4%	5%	7%gh	8%	3%	2%	4%	5%	3%	6%	7%	3%	4%	5%
Pollution/ Environment	46	44	1	1	9	8	8	7	29	8	25	17	23	15	2	6	38	38
	5%	5%de	2%	1%	3%	3%	3%	3%	8%ade	6%	9%ac	12%acd	7%nd	5%	2%	3%	6%nd	4%
Population levels/ Overpopulation	67	60	3	4	17	12	22	20	28	9	25	17	25	25	7	6	50	61
	7%	7%	5%	5%	5%	5%	8%	9%	7%	6%	9%	13%ade	8%	8%	5%	4%	8%	6%
Pound/Exchange rate/Value of pound	5	5	-	-	3	3	-	-	2	-	2	2	2	-	2	1	2	6
	1%	1%	-	-	1%	1%	-	-	1%	-	1%	2%	1%	-	2%l	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
Poverty/Inequality	103	91	5	8	41	33	21	17	41	14	35	21	32	35	17	18	67	108
	11%	11%	10%	9%	12%	14%	8%	8%	11%	10%	13%	15%	10%	11%	13%	10%	10%	11%
Privatisation	10	9	1	-	3	3	2	1	6	3	5	2	4	3	1	2	8	10
	1%	1%	2%	-	1%	1%	1%	*	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Public services in general	46	44	1	2	10	9	12	12	24	7	20	13	17	20	4	5	37	47
	5%	5%d	1%	2%	3%	4%	4%	5%	6%	5%	7%d	9%de	5%	6%	3%	3%	6%	5%
Race relations/ Immigration/ Immigrants	217	192	14	12	65	53	84	70	68	18	50	31	90	77	24	24	168	222
	22%	23%gh	27%h	15%	20%	22%h	31%ac	32%	18%h	13%	18%h	23%	28%mn	24%n	18%	13%	26%n	23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	7	4	1	2	2	*	1	-	4	-	4	4	2	3	1	*	6	6
	1%	1%	1%	2%e	1%e	*	*	-	1%	-	1%	3%aef	1%	1%	1%	*	1%	1%
Taxation	24	21	1	1	9	8	6	4	9	3	6	3	7	8	6	4	14	28
	2%	3%	3%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	2%	3%
Trade unions/ Strikes	2	2	-	-	-	-	1	1	1	1	1	-	1	1	-	-	2	2
	*	*	-	-	-	-	*	*	*	1%	*	-	*	*	-	-	*	*
Transport/Public transport	22	20	1	1	7	6	4	4	11	3	10	7	12	6	1	3	17	25
	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	4%	5%	4%	2%	1%	2%	3%	3%
Unemployment/ Factory closure/ Lack of industry	283	236	19	29	107	78	76	58	100	45	75	30	83	99	46	50	182	291
	29%	28%	37%	35%	33%a	32%	28%	26%	27%	32%	27%	23%	26%	30%	36%k	28%	28%	30%
Other	36	31	3	2	8	6	11	8	16	6	8	3	20	10	2	3	31	35
	4%	4%	6%	2%	2%	3%	4%	4%	4%i	4%	3%	2%	6%mn	3%	2%	2%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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	100%	86%	5%*	8%*	34%	25%	28%	23%	38%	14%	28%	14%*	33%	34%	14%	19%	67%	100%
MEAN NUMBER OF MENTIONS	2.88	2.92	2.77	2.52	2.75	2.83	2.81	2.82	3.03	2.74	3.17a	3.62a	3.00n	3.01n	2.84n	2.39	3.01n	2.90
STANDARD ERROR	0.06	0.07	0.14	0.12	0.08	0.09	0.09	0.11	0.12	0.17	0.16	0.27	0.13	0.09	0.13	0.08	0.08	0.06
ERROR VARIANCE	*	*	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.03	0.03	0.08	0.02	0.01	0.02	0.01	0.01	*
Don't know	122	96	11	16	55	40	30	18	38	19	26	7	29	29	27	38	58	137
	13%	11%j	22%af	19%gi	17%ag	16%ag	11%	8%	10%j	14%ij	9%j	5%	9%	9%	20%kl	21%klo	9%	14%
No answer	3	2	-	1	1	-	-	-	2	1	2	1	2	1	-	-	3	3
	*	*	-	2%	*	-	-	-	1%	1%	1%	*	1%	*	-	-	1%	*

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UNWEIGHTED BASE	965	346	99	520	66	34	164	277	37	801	201	157	231	246	965
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	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Ageing population/ Social care for the elderly	76 8%	24 6%	7 6%	45 10%ad	* 1%	5 12%	19 11%	17 6%	5 12%	58 7%	23 11%	12 9%	30 11%	7 3%	74 8%
AIDS	3 *	1 *	- -	2 *	- -	- -	- -	2 1%	- -	3 *	- -	- -	1 1%	- -	3 *
Animal welfare	11 1%	3 1%	1 1%	7 2%	1 1%	- -	3 2%	2 1%	- -	9 1%	3 1%	1 1%	2 1%	2 1%	11 1%
Bird flu/Pandemic flu/Swine flu	2 *	- -	- -	2 *	1 1%a	- -	- -	1 *	- -	2 *	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	55 6%	29 7%b	* *	26 6%b	1 2%	7 17%	15 9%g	5 2%	- -	41 5%g	15 7%g	8 6%	20 7%	7 2%	54 6%
Countryside/Rural life	16 2%	5 1%	- -	11 3%	- -	- -	8 5%gi	2 1%	2 5%gi	9 1%	10 5%gi	1 *	5 2%	6 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	81 20%	24 21%	64 15%	10 20%	7 17%	29 17%	49 18%	4 10%	140 18%	33 16%	18 14%	54 19%	46 18%	165 17%
Defence/Foreign affairs/ International terrorism	36 4%	12 3%	2 2%	21 5%	2 5%	2 4%	8 4%	6 2%	3 8%	28 4%	11 5%	6 4%	9 3%	4 2%	43 4%
Drug abuse	44 5%	18 4%	4 3%	23 5%	5 11%abc	2 6%	6 4%	15 6%	1 3%	38 5%	7 4%	9 7%	15 5%	15 6%	50 5%

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Economy/Economic situation	501	234	65	202	19	25	103	156	20	398	122	57	176	144	481
	52%	57%cd	57%d	46%	40%	63%	60%i	58%i	50%	50%	58%	44%	63%l	55%	50%
Education/Schools	117	52	15	49	3	5	20	31	11	97	31	9	56	31	110
	12%	13%	13%	11%	6%	11%	11%	11%	29%fg	12%	15%f	7%	20%l	12%	11%
Foot and mouth outbreak/Farming crisis	4	1	-	3	-	-	3	-	-	1	3	2	-	1	4
	*	*	-	1%	-	-	2%i	-	-	*	1%i	1%	-	*	*
Housing	83	34	3	46	5	2	10	24	2	73	12	14	18	20	88
	9%	8%	3%	11%b	11%b	5%	6%	9%	5%	9%	6%	11%	6%	8%	9%
Inflation/Prices	135	58	16	62	8	2	19	33	2	116	22	26	28	50	137
	14%	14%	14%	14%	17%	6%	11%	12%	6%	15%	10%	20% ^m	10%	19%	14%
Local government/Council tax	30	14	2	15	3	-	5	8	-	25	5	3	9	6	34
	3%	3%	2%	3%	7%	-	3%	3%	-	3%	2%	2%	3%	2%	4%
Low pay/Minimum wage/Fair wages	68	29	9	31	4	1	8	26	1	60	9	7	15	16	72
	7%	7%	8%	7%	8%	2%	5%	10% ^j	2%	7%	4%	6%	5%	6%	7%
Morality/Individual behaviour/Lifestyle	72	35	11	25	1	2	11	16	3	61	14	9	29	20	68
	7%	9%	10%	6%	2%	4%	7%	6%	7%	8%	7%	7%	10%	7%	7%
National health service/Hospitals/Healthcare	199	79	25	94	4	8	39	62	8	160	46	20	81	41	197
	21%	19% ^d	22% ^d	21% ^d	8%	19%	23%	23%	19%	20%	22%	15%	29% ^l	16%	20%
Nationalisation/Government control of institutions	12	4	-	9	1	1	3	5	-	9	3	-	4	1	14
	1%	1%	-	2%	2%	2%	2%	2%	-	1%	2%	-	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	965	346	99	520	66	34	164	277	37	801	201	157	231	246	965
WEIGHTED BASE	967	412	115*	440	48*	40**	171	269	39*	796	211	132	280	263	965
	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Northern Ireland	3	3	-	-	-	-	-	1	-	3	-	-	1	-	2
	*	1%	-	-	-	-	-	*	-	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	8	4	-	4	1	-	1	4	1	7	2	2	3	2	9
	1%	1%	-	1%	3%	-	1%	1%	2%	1%	1%	2%	1%	1%	1%
Pensions/Social security/Benefits	99	27	12	60	4	2	18	33	4	80	22	18	35	15	102
	10%	7%	10%	14%a	8%	4%	11%	12%	10%	10%	11%	14%	13%	6%	11%
Petrol prices/Fuel	43	23	5	15	3	3	10	14	2	32	12	3	11	14	44
	4%	6%	4%	3%	6%	7%	6%	5%	4%	4%	6%	2%	4%	5%	5%
Pollution/ Environment	46	18	7	21	1	3	2	8	7	44	9	4	23	6	38
	5%	4%	6%	5%	2%	8%	1%	3%	18%fgi	5%fg	4%f	3%	8%l	2%	4%
Population levels/ Overpopulation	67	35	6	26	1	4	17	10	7	50	24	5	27	10	61
	7%	8%	5%	6%	3%	11%	10%g	4%	17%gi	6%	11%gi	4%	10%	4%	6%
Pound/Exchange rate/Value of pound	5	1	-	4	1	-	1	1	-	4	1	1	-	1	6
	1%	*	-	1%	3%a	-	*	*	-	1%	*	1%	-	1%	1%
Poverty/Inequality	103	37	16	50	5	2	6	42	2	96	9	16	27	15	108
	11%	9%	14%	11%	10%	4%	4%	16%fij	6%	12%fj	4%	12%	10%	6%	11%
Privatisation	10	5	2	4	1	1	-	5	-	10	-	2	3	4	10
	1%	1%	1%	1%	2%	1%	-	2%	-	1%	-	2%	1%	1%	1%
Public services in general	46	17	12	18	2	1	7	14	4	39	12	3	21	16	47
	5%	4%	10%ac	4%	4%	3%	4%	5%	11%	5%	6%	2%	8%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
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	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Race relations/ Immigration/ Immigrants	217 22%	92 22%	19 17%	106 24%d	6 12%	11 26%	53 31%gi	47 18%	9 22%	165 21%	61 29%gi	31 24%	58 21%	41 16%	222 23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	7 1%	2 *	- -	5 1%	- -	- -	1 *	2 1%	- -	6 1%	1 *	1 1%	3 1%	1 *	6 1%
Taxation	24 2%	9 2%	2 2%	13 3%	- -	2 4%	5 3%	7 3%	- -	19 2%	5 2%	6 4%	7 2%	4 2%	28 3%
Trade unions/ Strikes	2 *	2 *	- -	- -	- -	- -	- -	2 1%	- -	2 *	- -	- -	1 *	- -	2 *
Transport/Public transport	22 2%	10 3%	- -	11 3%	- -	2 6%	4 2%	5 2%	- -	17 2%	4 2%	1 1%	8 3%	3 1%	25 3%
Unemployment/ Factory closure/ Lack of industry	283 29%	133 32%	29 26%	121 28%	23 49%ab c	16 40%	37 21%	94 35%fj	10 26%	247 31%fj	47 22%	40 30%	74 26%	82 31%	291 30%
Other	36 4%	19 5%	3 3%	14 3%	2 5%	3 7%	9 5%g	5 2%	2 5%	26 3%	11 5%g	6 4%	16 6%	8 3%	35 4%
MEAN NUMBER OF MENTIONS	2.88	2.90	2.73	2.89	2.63	2.99	2.89	2.92	2.78	2.87	2.87	2.74	3.18l	2.61	2.90
STANDARD ERROR	0.06	0.09	0.15	0.09	0.18	0.35	0.11	0.12	0.22	0.07	0.10	0.15	0.13	0.08	0.06

ERROR VARIANCE * 0.01 0.02 0.01 0.03 0.12 0.01 0.01 0.05 * 0.01 0.02 0.02 0.01 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
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WEIGHTED BASE	967	412	115*	440	48*	40**	171	269	39*	796	211	132	280	263	965
	100%	43%	12%*	46%	5%*	4%**	18%	28%	4%*	82%	22%	14%	29%	27%	100%
Don't know	122	46	13	63	6	3	15	31	-	107	15	19	20	43	137
	13%	11%	11%	14%	13%	8%	9%	11%h	-	13%hj	7%	14%m	7%	16%	14%
No answer	3	1	1	1	-	-	-	-	-	3	-	-	1	1	3
	*	*	1%	*	-	-	-	-	-	*	-	-	*	1%	*

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What do you see as the main/other important issues facing Britain today?
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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)		NOT WORK ING (o)
UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Ageing population/ Social care for the elderly	76 8%	31 6%	29 14% ^{ad}	18 10% ^a	15 7%	9 24% ^{acd}	16 13% ^a	15 6%	39 7%	22 15% ^{gh}	75 9% ^k	1 1%	9 6%	22 6%	1 9%	43 10%	74 8%
AIDS	3 *	2 *	2 1%	1 1%	1 *	1 2%	2 2%	1 1%	1 *	1 1%	3 *	- -	1 1%	- -	- -	2 *	3 *
Animal welfare	11 1%	7 1%	3 2%	4 2%	4 2%	2 7% ^a	3 3%	3 1%	5 1%	3 2%	10 1%	1 1%	- -	3 1%	1 9%	7 2%	11 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 *	1 *	1 1%	1 *	1 2% ^a	1 1%	1 *	1 *	- -	1 *	1 1%	- -	- -	- -	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	55 6%	26 5%	7 4%	9 5%	16 7%	8 21% ^{abcd}	6 5%	14 5%	28 5%	13 9%	53 6%	2 2%	7 4%	22 6%	- -	26 6%	54 6%
Countryside/Rural life	16 2%	10 2%	5 3%	1 1%	3 1%	3 8% ^{acd}	2 2%	4 2%	9 2%	3 2%	14 2%	2 2%	2 1%	3 1%	- -	11 3%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	84 17%	43 22%	169 100% ^{abd}	36 17%	9 26%	19 16%	48 18%	96 17%	26 17%	151 18%	19 18%	30 19%	69 19%	4 29%	66 15%	165 17%
Defence/Foreign affairs/ International terrorism	36 4%	18 4%	10 5%	9 6%	16 7% ^a	36 100% ^{abcd}	6 5%	9 4%	18 3%	8 5%	34 4%	2 2%	3 2%	12 3%	- -	21 5%	43 4%
Drug abuse	44 5%	21 4%	14 7%	19 11% ^{ad}	10 5%	8 23% ^{abcd}	6 5%	10 4%	27 5%	7 5%	38 4%	6 6%	8 5%	12 3%	1 5%	23 5%	50 5%

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UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Economy/Economic situation	501 52%	501 100%bcd	131 66%cd	84 50%	94 43%	18 51%	68 58%de	129 50%	299 53%	73 50%	457 53%k	41 40%	96 62%o	193 54%o	11 75%	200 46%	481 50%
Education/Schools	117 12%	68 14%	56 28%acd	19 11%	22 10%	6 18%	117 100%abcde	27 10%	71 13%	19 13%	110 13%k	6 6%	23 15%	47 13%	2 15%	45 10%	110 11%
Foot and mouth outbreak/Farming crisis	4 *	1 *	- -	1 1%	1 *	- -	- -	- -	3 1%	1 1%	4 *	- -	- -	1 *	- -	3 1%	4 *
Housing	83 9%	35 7%	16 8%	21 12%a	20 9%	2 7%	7 6%	27 10%	44 8%	12 8%	73 8%	10 10%	8 5%	28 8%	1 5%	46 11%	88 9%
Inflation/Prices	135 14%	65 13%	20 10%	39 23%abdf	26 12%	6 17%	12 10%	42 16%	73 13%	20 14%	109 13%	27 26%j	17 11%	54 15%	1 5%	64 14%	137 14%
Local government/Council tax	30 3%	14 3%	7 3%	8 4%	5 2%	3 9%ad	3 3%	11 4%	18 3%	2 1%	26 3%	4 4%	5 3%	12 3%	- -	14 3%	34 4%
Low pay/Minimum wage/Fair wages	68 7%	35 7%	16 8%	15 9%	9 4%	5 13%de	6 5%	19 7%	43 8%	6 4%	54 6%	14 13%j	8 5%	28 8%	1 8%	31 7%	72 7%
Morality/Individual behaviour/Lifestyle	72 7%	35 7%	15 8%	28 16%abd	18 8%	6 18%ab	10 9%	23 9%	39 7%	10 7%	62 7%	11 10%	13 8%	32 9%	- -	27 6%	68 7%
National health service/Hospitals/Healthcare	199 21%	131 26%de	199 100%acd	43 26%de	33 15%	10 29%de	56 48%acde	47 18%	112 20%	39 27%	188 22%k	11 10%	40 26%	66 19%	1 9%	90 21%	197 20%

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	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Nationalisation/ Government control of institutions	12 1%	6 1%	3 1%	2 1%	3 1%	3 7%abcd	2 1%	4 1%	6 1%	2 2%	10 1%	2 2%	2 1%	3 1%	- -	8 2%	14 1%
Northern Ireland	3 *	3 1%	2 1%	1 1%	3 1%	1 2%	1 1%	1 *	2 *	- -	3 *	- -	3 2%mo	- -	- -	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	8 1%	5 1%	1 1%	2 1%	4 2%	3 9%abcd	2 2%	1 1%	5 1%	1 1%	7 1%	1 1%	1 1%	3 1%	- -	4 1%	9 1%
Pensions/Social security/Benefits	99 10%	54 11%	32 16%a	20 12%	28 13%	9 26%acd	14 12%	23 9%	53 9%	22 15%	96 11%k	3 2%	14 9%	26 7%	- -	59 13%mo	102 11%
Petrol prices/Fuel	43 4%	26 5%	14 7%	12 7%	13 6%	6 17%abd	10 9%	9 3%	25 4%	9 6%	38 4%	4 4%	5 3%	21 6%	1 10%	15 3%	44 5%
Pollution/ Environment	46 5%	23 5%	12 6%	6 3%	7 3%	2 5%	11 9%acd	14 5%	26 5%	6 4%	45 5%	1 1%	9 6%	15 4%	2 11%	21 5%	38 4%
Population levels/ Overpopulation	67 7%	24 5%	13 7%	16 10%a	22 10%a	7 19%abf	8 7%	23 9%	32 6%	12 8%	64 7%	3 3%	6 4%	34 9%	- -	28 6%	61 6%
Pound/Exchange rate/Value of pound	5 1%	4 1%	2 1%	1 1%	1 1%	2 6%abcd	2 2%	1 *	4 1%	1 *	4 1%	1 1%	- -	1 *	- -	4 1%	6 1%
Poverty/Inequality	103 11%	53 11%	28 14%cd	26 15%cd	16 7%	9 26%adf	14 12%	30 12%	55 10%	18 12%	93 11%	9 8%	20 13%	30 8%	5 33%	48 11%	108 11%
Privatisation	10 1%	5 1%	6 3%a	2 1%	1 1%	2 5%ad	3 3%	3 1%	4 1%	3 2%	10 1%	- -	6 4%mo	1 *	- -	4 1%	10 1%

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	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
Public services in general	46 5%	28 6%	22 11%ad	9 6%	7 3%	3 8%	15 13%acd	13 5%	25 5%	8 5%	41 5%	5 5%	16 10%mo	13 3%	-	18 4%	47 5%
Race relations/Immigration/Immigrants	217 22%	94 19%	33 16%	36 21%	217 100%abc ef	16 44%abc f	22 19%	41 16%	145 26%g	31 21%	204 24%k	13 12%	28 18%	80 22%	4 30%	105 24%	222 23%
Scottish/Welsh assembly/Devolution/Constitutional reform	7 1%	3 1%	3 2%	-	-	-	-	1 *	6 1%	-	7 1%	-	-	2 1%	-	5 1%	6 1%
Taxation	24 2%	13 3%	9 5%	6 4%	7 3%	4 12%acdf	2 2%	5 2%	11 2%	8 5%h	22 3%	1 1%	4 2%	7 2%	-	13 3%	28 3%
Trade unions/ Strikes	2 *	2 *	-	1 1%	1 *	2 5%abcd	1 1%	2 1%	-	-	1 *	1 1%	1 1%	1 *	-	-	2 *
Transport/Public transport	22 2%	12 2%	6 3%	7 4%	5 2%	2 6%	7 6%a	4 1%	16 3%	2 1%	21 2%	1 1%	2 1%	8 2%	-	11 3%	25 3%
Unemployment/Factory closure/Lack of industry	283 29%	146 29%	56 28%	48 28%	56 26%	6 18%	28 24%	69 27%	174 31%	40 27%	250 29%	33 32%	49 31%	112 31%	4 25%	119 27%	291 30%
Other	36 4%	11 2%	1 1%	3 2%	8 4%	2 6%b	3 2%	7 3%	25 5%	4 3%	33 4%	3 2%	3 2%	16 5%	2 13%	14 3%	35 4%
MEAN NUMBER OF MENTIONS	2.88	3.26	4.12ad	4.08ad	3.43	5.95ab cdf	4.18ad	2.75	2.89	3.03	2.92k	2.50	2.91	2.85	2.90	2.88	2.90
STANDARD ERROR	0.06	0.10	0.19	0.24	0.19	0.83	0.33	0.11	0.08	0.16	0.06	0.13	0.18	0.09	0.24	0.09	0.06

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 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	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	VOLUN TARY (n)	NOT WORK ING (o)		
UNWEIGHTED BASE	965	481	197	165	222	43	110	257	565	143	849	114	130	306	12	517	965
WEIGHTED BASE	967	501	199	169	217	36*	117*	261	560	147	860	104*	156	358	14**	438	965
	100%	52%	21%	18%	22%	4%*	12%*	27%	58%	15%	89%	11%*	16%	37%	1%**	45%	100%
ERROR VARIANCE	*	0.01	0.04	0.06	0.03	0.69	0.11	0.01	0.01	0.03	*	0.02	0.03	0.01	0.06	0.01	*
Don't know	122	38	1	1	12	-	1	33	78	11	98	23	15	42	-	65	137
	13%	8%bcf	*	1%	6%bc	-	1%	13%	14%	7%	11%	22%j	10%	12%	-	15%	14%
No answer	3	1	1	1	1	-	1	1	1	1	3	-	-	2	-	1	3
	*	*	1%	1%	*	-	1%	1%	*	1%	*	-	-	1%	-	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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UNWEIGHTED BASE	965	17	28	40	9	21	33	88	19	118	37	14	74	16	-	545	99	335	118	166	965
WEIGHTED BASE	967	19**	29**	43*	12**	24**	34**	87*	18**	114*	31*	13**	73*	22**	**	549	109*	324	118*	153	965
	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	**	57%	11%*	33%	12%*	16%	100%
Ageing population/ Social care for the elderly	76 8%	-	4	1	2	6	5	8	-	3	4	-	6	3	-	43	11	23	13	7	74
		-	13%	3%	12%	23%	15%	9%	-	2%	13% ⁱ	-	8%	12%	-	8%	10%	7%	11%	4%	8%
AIDS	3 *	-	-	1	-	-	-	-	-	-	-	-	2	1	-	1	1	2	-	-	3
		-	-	3% ^o	-	-	-	-	-	-	-	-	3% ^o	7%	-	*	1%	1%	-	-	*
Animal welfare	11 1%	-	-	-	-	-	-	1	1	2	1	-	3	2	-	7	-	4	1	3	11
		-	-	-	-	-	-	1%	4%	2%	3%	-	4%	8%	-	1%	-	1%	1%	2%	1%
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	2
		-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	*	-	-	*
Common Market/EU/ Europe/Euro/ Constitution	55 6%	4	6	4	2	2	2	9	3	4	2	1	2	1	-	26	10	17	10	7	54
		22%	19%	10%	19%	8%	6%	11% ^o	19%	4%	7%	9%	3%	6%	-	5%	10%	5%	8%	5%	6%
Countryside/Rural life	16 2%	-	-	-	-	-	-	2	-	1	-	-	1	-	-	11	-	4	2	1	15
		-	-	-	-	-	-	2%	-	1%	-	-	1%	-	-	2%	-	1%	2%	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	3	4	6	2	3	4	11	3	28	4	1	19	3	-	89	15	62	15	33	165
		15%	15%	13%	15%	13%	11%	12%	15%	25%	13%	5%	26% ^{go}	12%	-	16%	14%	19% ^r	12%	21%	17%
Defence/Foreign affairs/ International terrorism	36 4%	1	4	-	-	3	-	4	-	4	-	-	2	1	-	23	6	10	4	4	43
		5%	14%	-	-	11%	-	5%	-	3%	-	-	3%	4%	-	4%	5%	3%	3%	2%	4%
Drug abuse	44 5%	1	1	1	-	3	1	1	2	7	-	1	8	2	-	22	4	19	3	9	50
		4%	3%	2%	-	13%	4%	2%	10%	6%	-	6%	11% ^{go}	9%	-	4%	4%	6% ^r	2%	6%	5%

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UNWEIGHTED BASE	965	17	28	40	9	21	33	88	19	118	37	14	74	16	-	545	99	335	118	166	965
WEIGHTED BASE	967	19**	29**	43*	12**	24**	34**	87*	18**	114*	31*	13**	73*	22**	-**	549	109*	324	118*	153	965
	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Economy/Economic situation	501	10	17	29	8	17	16	42	5	44	17	5	38	11	-	292	70	153	56	64	481
	52%	55%	59%	66% ⁱ	62%	71%	47%	48%	29%	39%	54%	41%	52%	51%	-	53% ⁱ	64% ^{qr}	47%	48%	42%	50%
Education/Schools	117	6	5	12	5	4	3	8	-	5	3	*	12	7	-	68	30	30	12	8	110
	12%	30%	16%	27% ^{gi}	38%	17%	10%	9%	-	4%	10%	2%	16% ⁱ	33%	-	12% ⁱ	27% ^{qrs}	9% ^s	10%	5%	11%
Foot and mouth outbreak/Farming crisis	4	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	3	1	1	4
	*	-	-	-	-	-	3%	-	-	1%	-	-	2%	-	-	*	-	1%	1%	1%	*
Housing	83	2	-	2	1	2	4	8	-	17	4	-	9	1	-	42	6	34	12	21	88
	9%	10%	-	4%	9%	10%	13%	9%	-	15% ^o	13%	-	13%	5%	-	8%	6%	10%	10%	13%	9%
Inflation/Prices	135	1	3	4	-	1	4	8	1	25	3	2	14	3	-	76	7	50	13	27	137
	14%	6%	9%	10%	-	4%	13%	10%	8%	22% ^{go}	10%	20%	20%	14%	-	14%	6%	15% ^p	11%	18% ^p	14%
Local government/Council tax	30	-	-	2	1	-	2	1	3	5	2	-	3	-	-	14	3	14	4	8	34
	3%	-	-	5%	9%	-	7%	1%	18%	4%	6%	-	4%	-	-	3%	3%	4%	3%	5%	4%
Low pay/Minimum wage/Fair wages	68	-	1	-	2	-	-	1	1	10	3	1	6	2	-	42	3	23	1	14	72
	7%	-	2%	-	18%	-	-	1%	4%	9% ^g	10% ^g	6%	8%	10%	-	8% ^g	3%	7% ^r	1%	9% ^r	7%
Morality/Individual behaviour/Lifestyle	72	1	2	5	4	4	2	5	1	1	1	-	8	3	-	42	14	15	6	3	68
	7%	4%	8%	12% ⁱ	29%	16%	4%	6% ⁱ	7%	*	3%	-	11% ⁱ	14%	-	8% ⁱ	13% ^{qs}	5% ^s	5%	2%	7%
National health service/Hospitals/Healthcare	199	2	12	14	6	8	4	18	2	17	12	4	17	10	-	115	36	60	21	26	197
	21%	11%	42%	33% ⁱ	51%	35%	11%	21%	10%	15%	38% ^{io}	28%	24%	44%	-	21%	33% ^{qr}	18%	18%	17%	20%

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	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Nationalisation/ Government control of institutions	12 1%	-	1	-	-	-	-	1	-	1	-	-	-	-	-	10	1	2	1	1	14
Northern Ireland	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	2
Nuclear weapons/ Nuclear war/ Disarmament	8 1%	-	-	-	-	-	1	-	-	2	-	-	-	-	-	6	-	2	1	2	9
Pensions/Social security/Benefits	99 10%	2	6	5	3	4	4	10	4	11	3	-	7	5	-	49	17	40	14	17	102
Petrol prices/Fuel	43 4%	1	-	-	-	-	1	3	1	7	2	2	4	-	-	24	1	17	4	9	44
Pollution/ Environment	46 5%	6	2	5	2	3	-	2	-	2	-	-	5	5	-	29	14	10	2	2	38
Population levels/ Overpopulation	67 7%	2	2	4	1	3	1	10	1	10	3	2	3	3	-	36	7	25	12	14	61
Pound/Exchange rate/Value of pound	5 1%	-	-	-	-	-	-	-	-	1	-	-	1	-	-	4	-	1	-	1	6
Poverty/Inequality	103 11%	4	2	11	2	4	7	2	3	14	4	1	8	2	-	54	19	29	8	17	108
Privatisation	10 1%	2	-	2	-	-	-	-	-	-	1	-	-	-	-	6	3	1	-	1	10

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	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
Public services in general	46 5%	1 4%	1 2%	5 13%gi	-	1 6%	1 3%	2 2%	1 7%	2 1%	6 18%gio	-	5 7%	3 12%	-	28 5%	6 6%	15 5%	3 2%	8 5%	47 5%
Race relations/Immigration/Immigrants	217 22%	2 9%	7 24%	2 4%	2 14%	7 28%	9 26%	37 42%ci	3 20%	31 28%c	9 29%c	4 28%	11 15%	3 13%	-	116 21%c	18 17%	89 27%p	46 39%pq	41 27%	222 23%
Scottish/Welsh assembly/Devolution/Constitutional reform	7 1%	-	-	-	2 18%	-	-	-	1 7%	-	-	-	-	2 10%	-	2 *	2 2%	3 1%	-	1 1%	6 1%
Taxation	24 2%	-	-	-	1 9%	-	2 6%	2 3%	-	3 3%	2 5%	-	3 4%	1 2%	-	11 2%	1 1%	11 4%	4 4%	5 3%	28 3%
Trade unions/ Strikes	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	2 *
Transport/Public transport	22 2%	-	-	-	1 5%	1 2%	2 3%	1 5%	1 *	2 7%i	-	4 6%i	1 5%	-	12 2%	1 1%	9 3%	3 2%	3 2%	25 3%	
Unemployment/Factory closure/Lack of industry	283 29%	1 4%	5 16%	12 27%	3 23%	4 17%	13 37%	30 35%	8 45%	37 32%	9 28%	5 37%	28 39%	6 26%	-	154 28%	23 21%	114 35%p	43 36%p	51 33%p	291 30%
Other	36 4%	1 3%	1 5%	1 3%	-	2 8%	-	4 4%	-	1 1%	-	-	2 3%	1 6%	-	25 4%	5 4%	7 2%	4 3%	1 1%	35 4%
MEAN NUMBER OF MENTIONS	2.88	2.80	2.98	2.99	3.97	3.42	2.68	2.81	2.61	2.75	3.22	2.36	3.29	3.72	-	2.85	3.13	2.89	2.79	2.80	2.90
STANDARD ERROR	0.06	0.29	0.31	0.17	0.52	0.38	0.30	0.17	0.21	0.18	0.36	0.18	0.35	0.55	-	0.07	0.14	0.11	0.15	0.15	0.06

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	100%	2%**	3%**	4%*	1%**	2%**	4%**	9%*	2%**	12%*	3%*	1%**	8%*	2%**	-**	57%	11%*	33%	12%*	16%	100%
ERROR VARIANCE	*	0.08	0.10	0.03	0.28	0.15	0.09	0.03	0.04	0.03	0.13	0.03	0.12	0.30	-	0.01	0.02	0.01	0.02	0.02	*
Don't know	122	1	2	1	1	*	3	10	1	18	4	2	8	-	-	82	5	35	12	21	137
	13%	4%	8%	3%	5%	1%	10%	11%	5%	16%	12%	12%	11%	-	-	15%	5%	11%	10%	14%p	14%
No answer	3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-	1	1	-	3
	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	*	1%	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	965	162	142	153	139	189	180	965
WEIGHTED BASE	967	159	133	181	152	186	156	965
	100%	16%	14%	19%	16%	19%	16%	100%
Ageing population/ Social care for the elderly	76 8%	4 2%	1 1%	15 8%	2 1%	42 23%	12 8%	74 8%
AIDS	3 *	1 1%	- -	- -	- -	2 1%	- -	3 *
Animal welfare	11 1%	3 2%	2 2%	3 2%	- -	1 1%	1 1%	11 1%
Bird flu/Pandemic flu/Swine flu	2 *	- -	- -	- -	1 *	1 *	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	55 6%	10 7%	2 1%	9 5%	7 5%	19 10%	9 6%	54 6%
Countryside/Rural life	16 2%	2 1%	1 1%	4 2%	3 2%	5 3%	2 1%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	169 18%	25 15%	21 16%	42 23%	31 20%	24 13%	26 17%	165 17%
Defence/Foreign affairs/ International terrorism	36 4%	1 1%	1 1%	3 2%	6 4%	14 7%	10 6%	43 4%
Drug abuse	44 5%	7 4%	9 7%	6 3%	6 4%	7 4%	9 6%	50 5%
Economy/Economic situation	501 52%	91 57%	58 44%	117 64%	80 53%	93 50%	63 41%	481 50%
Education/Schools	117 12%	31 20%	9 7%	25 14%	11 7%	34 18%	6 4%	110 11%

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
 Number of sample points : 150
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	965	162	142	153	139	189	180	965
WEIGHTED BASE	967	159	133	181	152	186	156	965
	100%	16%	14%	19%	16%	19%	16%	100%
Foot and mouth outbreak/Farming crisis	4 *	-	-	-	1 1%	1 1%	2 1%	4 *
Housing	83 9%	17 10%	14 10%	9 5%	18 12%	12 7%	13 9%	88 9%
Inflation/Prices	135 14%	22 14%	28 21%	19 10%	21 14%	20 11%	25 16%	137 14%
Local government/ Council tax	30 3%	5 3%	4 3%	4 2%	7 5%	7 4%	4 3%	34 4%
Low pay/Minimum wage/Fair wages	68 7%	10 6%	14 11%	9 5%	17 11%	9 5%	9 6%	72 7%
Morality/ Individual behaviour/ Lifestyle	72 7%	15 9%	2 1%	23 13%	9 6%	12 6%	10 7%	68 7%
National health service/Hospitals/ Healthcare	199 21%	31 19%	12 9%	49 27%	23 15%	54 29%	30 19%	197 20%
Nationalisation/ Government control of institutions	12 1%	1 1%	1 *	2 1%	- -	4 2%	4 3%	14 1%
Northern Ireland	3 *	-	-	2 1%	-	1 *	-	2 *
Nuclear weapons/ Nuclear war/ Disarmament	8 1%	1 *	-	4 2%	1 1%	3 1%	1 *	9 1%
Pensions/Social security/Benefits	99 10%	10 7%	6 5%	14 8%	9 6%	32 17%	28 18%	102 11%
Petrol prices/Fuel	43 4%	7 5%	3 2%	8 5%	7 4%	5 3%	13 8%	44 5%

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

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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	965	162	142	153	139	189	180	965
WEIGHTED BASE	967	159	133	181	152	186	156	965
	100%	16%	14%	19%	16%	19%	16%	100%
Pollution/ Environment	46 5%	9 6%	2 1%	11 6%	2 2%	15 8%	7 4%	38 4%
Population levels/ Overpopulation	67 7%	7 5%	5 4%	13 7%	13 9%	16 9%	12 7%	61 6%
Pound/Exchange rate/Value of pound	5 1%	- -	2 2%	- -	1 *	2 1%	1 *	6 1%
Poverty/Inequality	103 11%	23 15%	8 6%	22 12%	11 7%	21 11%	17 11%	108 11%
Privatisation	10 1%	- -	2 2%	3 2%	2 1%	2 1%	1 *	10 1%
Public services in general	46 5%	5 3%	3 2%	20 11%	3 2%	10 5%	6 4%	47 5%
Race relations/ Immigration/ Immigrants	217 22%	21 13%	19 14%	33 18%	35 23%	57 31%	53 34%	222 23%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	7 1%	* *	- -	1 1%	1 1%	3 2%	2 1%	6 1%
Taxation	24 2%	4 3%	2 1%	2 1%	2 1%	5 3%	8 5%	28 3%
Trade unions/ Strikes	2 *	1 1%	- -	- -	- -	1 *	- -	2 *
Transport/Public transport	22 2%	5 3%	2 1%	4 2%	- -	8 5%	3 2%	25 3%
Unemployment/ Factory closure/ Lack of industry	283 29%	32 20%	53 40%	61 33%	52 34%	38 21%	47 30%	291 30%

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

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	965	162	142	153	139	189	180	965
WEIGHTED BASE	967	159	133	181	152	186	156	965
	100%	16%	14%	19%	16%	19%	16%	100%
Other	36	8	1	7	3	10	6	35
	4%	5%	1%	4%	2%	6%	4%	4%
MEAN NUMBER OF MENTIONS	2.88	2.74	2.43	3.05	2.63	3.22	3.01	2.90
STANDARD ERROR	0.06	0.10	0.11	0.13	0.09	0.20	0.15	0.06
ERROR VARIANCE	*	0.01	0.01	0.02	0.01	0.04	0.02	*
Don't know	122	26	36	11	15	8	28	137
	13%	16%	27%	6%	10%	4%	18%	14%
No answer	3	-	-	-	1	1	1	3
	*	-	-	-	1%	1%	*	*

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 10th January 2013
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	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+	965
●	13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	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+	965
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965