

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	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
WEIGHTED BASE	970	472	497	139	163	157	167	135	208	302	324	343	459	510	261	264	209	234	526	444	952
100%		49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Ageing population/ Social care for the elderly	20 2%	6 1%	14 3%	1 1%	3 2%	2 1%	4 2%	4 3%	6 3%	4 1%	6 2%	10 3%	6 1%	14 3%	4 2%	7 3%	5 2%	4 2%	11 2%	9 2%	20 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	1 *	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 1%	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu	2 *	- -	2 *	- -	2 1%	-	-	-	-	2 1%	-	-	2 *	-	-	-	-	2 1%	-	2 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	14 1%	12 3%b	2 *	-	-	-	-	3 2%ij	11 5%cde fij	-	-	14 4%cde fij	-	14 3%	4 1%	4 1%	2 1%	5 2%	7 1%	6 1%	17 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	11 2%	17 3%	6 4%	2 1%	5 3%	4 3%	3 2%	8 4%	8 3%	9 3%	11 3%	13 3%	15 3%	9 3%	5 2%	5 2%	10 4%	14 3%	14 3%	29 3%
Defence/Foreign affairs/ International terrorism	12 1%	5 1%	7 1%	1 1%	3 2%	1 1%	1 1%	2 1%	3 2%	4 1%	2 1%	5 1%	6 1%	6 1%	4 1%	1 1%	2 1%	5 2%	5 1%	7 1%	13 1%
Drug abuse	7 1%	4 1%	3 1%	2 1%jk	5 3%hjk	-	-	-	-	7 2%hjk	-	-	7 2%	-	-	4 2%	-	3 1%	4 1%	3 1%	8 1%
Economy/Economic situation	204 21%	109 23%	95 19%	27 20%	28 17%	37 24%	39 23%	33 24%	40 19%	55 18%	76 23%	73 21%	92 20%	111 22%	83 32%no	64 24%no	27 13%	30 13%	147 28%no	57 13%	198 21%
															q	q					q

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 : 10th - 19th January 2014
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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UNWEIGHTED BASE	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
WEIGHTED BASE	970	472	497	139	163	157	167	135	208	302	324	343	459	510	261	264	209	234	526	444	952
	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Education/Schools	22 2%	5 1%	17 3%a	3 2%	3 2%	4 3%	9 6%ghk	-	3 1%	6 2%	13 4%gk	3 1%	10 2%	12 2%	10 4%o	5 2%	5 2%	2 1%	15 3%	7 1%	17 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	17 2%	9 2%	8 2%	6 4%gj	3 2%	2 1%	1 1%	1 1%	5 3%	8 3%	3 1%	6 2%	10 2%	7 1%	4 1%	5 2%	6 3%	3 1%	8 2%	9 2%	15 2%
Inflation/Prices	51 5%	34 7%b	17 3%	3 2%	15 9%ch k	16 10%cfh k	6 3%	6 4%	6 3%	18 6%c	21 7%f	11 3%	34 7%	17 3%	7 3%	15 6%	16 8%l	13 6%	21 4%	29 7%l	45 5%
Local government/Council tax	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *
Low pay/Minimum wage/Fair wages	21 2%	11 2%	10 2%	3 2%	4 3%	4 3%	7 4%hk	2 1%	1 *	7 2%	11 3%hk	3 1%	11 2%	9 2%	2 1%	4 2%	6 3%	9 4%lp	6 1%	14 3%p	19 2%
Morality/Individual behaviour/Lifestyle	19 2%	9 2%	10 2%	1 1%	1 1%	7 4%ik	6 3%	2 1%	3 1%	2 1%	13 4%i	4 1%	9 2%	10 2%	5 2%	5 2%	3 1%	7 3%	9 2%	10 2%	18 2%
National health service/Hospitals/Healthcare	46 5%	19 4%	27 5%	6 5%	11 7%	3 2%	16 9%ehj k	5 3%	6 3%	17 6%	19 6%e	10 3%	20 4%	26 5%	17 7%	15 6%	7 3%	7 3%	32 6%	14 3%	41 4%
Nationalisation/Government control of institutions	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	19 2%	4 1%	15 3%a	3 2%	7 5%hk	4 3%	2 1%	2 1%	1 1%	11 4%k	6 2%	3 1%	15 3%	5 1%	5 2%	7 3%	3 1%	4 2%	12 2%	7 2%	18 2%
Petrol prices/Fuel	3 *	1 *	1 *	- -	- -	1 1%	- -	- -	1 1%	- -	1 *	1 *	1 *	1 *	1 *	- -	1 1%	1 *	1 *	2 *	4 *
Pollution/ Environment	12 1%	5 1%	7 1%	4 3%i	- -	1 1%	1 1%	2 1%	4 2%	4 1%	2 1%	6 2%	4 1%	7 1%	5 2%	2 1%	2 1%	3 1%	7 1%	5 1%	13 1%
Population levels/ Overpopulation	8 1%	4 1%	4 1%	- -	- -	2 1%	2 1%	4 3%ci	2 1%	- -	3 1%	5 1%i	2 *	7 1%	6 2%q	2 1%	- -	1 *	8 1%q	1 *	8 1%
Pound/Exchange rate/Value of pound	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Poverty/Inequality	52 5%	19 4%	34 7%	9 6%	5 3%	17 11%dgh ik	9 5%	5 4%	7 3%	14 5%	26 8%k	13 4%	31 7%	21 4%	7 3%	18 7%lp	11 5%	16 7%l	25 5%l	28 6%	55 6%
Privatisation	4 *	2 *	2 *	1 *	- -	- -	1 1%	1 1%	2 1%	1 *	1 *	3 1%	1 *	4 1%	- -	2 1%	1 1%	2 1%	2 *	3 1%	5 1%
Public services in general	5 1%	4 1%	1 *	3 2%ij	- -	- -	- -	1 1%	1 *	3 1%	- -	2 *	3 1%	2 *	1 *	2 1%	1 *	1 *	3 1%	2 *	6 1%
Race relations/ Immigration/ Immigrants	206 21%	109 23%	97 19%	13 9%	25 15%	26 16%	30 18%c	39 29%cd efij	73 35%cd efij	38 13%c	56 17%c	112 33%cd efij	64 14%	142 28%	42 16%	53 20%	60 28%lp	51 22%	95 18%	111 25%lp	199 21%

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UNWEIGHTED BASE	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
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	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	8 1%	4 1%	4 1%	1 *	2 1%	2 1%	2 1%	-	2 1%	3 1%	4 1%	2 1%	4 1%	4 1%	3 1%	3 1%	1 *	2 1%	5 1%	3 1%	8 1%
Taxation	8 1%	6 1%	3 1%	2 2%	-	3 2%	-	-	3 1%	2 1%	3 1%	3 1%	5 1%	3 1%	1 *	1 *	4 2%	3 1%	2 *	7 2%	8 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	1 *	-	3 2%	-	-	-	1 *	3 1%	-	1 *	3 1%	1 *	-	-	-	3 1%p	-	3 1%	3 *
Unemployment/ Factory closure/ Lack of industry	122 13%	60 13%	62 12%	37 26% de fghij k	19 12%	15 10%	24 14% h	16 12%	12 6%	56 19% de hjk	39 12% h	27 8%	71 15%	51 10%	28 11%	28 11%	33 16%	33 14%	56 11%	66 15%	131 14%
Other	23 2%	7 1%	16 3%	2 2%	9 5% g	2 1%	3 2%	1 1%	6 3%	11 4% c	5 2%	7 2%	13 3%	10 2%	10 4%	7 3%	2 1%	4 2%	17 3%	6 1%	20 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28 3%	11 2%	18 4%	5 4%	11 7% efh jk	2 1%	2 1%	6 4%	2 1%	16 5% hj	4 1%	8 2% h	19 4%	10 2%	5 2%	6 2%	8 4%	9 4%	11 2%	17 4%	27 3%
Personal finances (NET)	126 13%	65 14%	62 12%	15 11%	24 15% hk	38 24% cf ghijk	21 13%	13 10%	15 7%	39 13%	59 18% cfg hk	28 8%	77 17%	49 10%	17 6%	37 14% lp	34 16% lp	39 17% lp	53 10% l	73 17% lp	123 13%

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Ageing population/ Social care for the elderly	20 2%	19 2%df	- -	1 1%	3 1%	2 1%	1 *	1 *	17 5%ade	3 3%f	12 4%ade	8 6%ade	9 3%	4 1%	3 2%	4 2%	13 2%	7 2%	20 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 2%aef gi	1 *	-	-	-	-	-	-	-	-	-	1 1%o	-	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu	2 *	2 *	-	-	-	-	-	2 *	2 1%a	2 1%	-	-	-	-	2 1%o	-	2 *	1 *	
Common Market/EU/ Europe/Euro/ Constitution	14 1%	13 2%	1 1%	-	1 *	1 1%	8 3%d	8 3%	4 1%	-	2 1%	2 1%	12 4%lmo p	-	-	2 1%	12 2%l	2 *	17 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	26 3%	-	2 2%	11 4%	9 4%	9 3%	9 4%	8 2%	5 4%	7 3%	2 2%	4 1%	10 3%	7 5%k	7 4%	14 2%	14 4%k	29 3%
Defence/Foreign affairs/ International terrorism	12 1%	9 1%	1 3%	2 2%	5 2%	3 1%	3 1%	1 1%	4 1%	-	3 1%	3 2%	3 1%	2 *	4 3%lo	2 1%	5 1%	7 2%	13 1%
Drug abuse	7 1%	7 1%	-	-	3 1%	3 1%	-	-	5 1%	2 2%f	3 1%	1 1%	-	-	4 3%klo	3 2%klo	-	7 2%klo	8 1%

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UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
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	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Economy/Economic situation	204	174	12	18	78	60	49	37	77	22	52	30	70	92	12	30	162	42	198
	21%	21%	25%	22%	24% ^f	25% ^{af}	16%	15%	22%	17%	19%	22%	23% ^{mp}	29% ^{mnp}	8%	16% ^m	26% ^{mn}	13% ^m	21%
Education/Schools	22	22	-	-	6	6	6	6	9	3	6	3	9	9	-	4	18	4	17
	2%	3%	-	-	2%	3%	2%	2%	3%	3%	2%	2%	3% ^m	3% ^m	-	2%	3% ^m	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	17	16	*	1	1	-	10	10	6	1	4	3	7	5	*	1	12	2	15
	2%	2%	1%	1%	*	-	3% ^{de}	4%	2%	1%	2%	2% ^e	2%	2%	*	1%	2%	1%	2%
Inflation/Prices	51	40	1	9	13	4	14	13	24	16	23	6	6	20	9	15	26	25	45
	5%	5% ^e	3%	11% ^{ade}	4% ^e	2%	5%	5%	7% ^{ae}	13% ^{ade}	9% ^{ade}	5%	2%	6% ^{ko}	6% ^k	8% ^{ko}	4% ^k	8% ^{ko}	5%
Local government/Council tax	1	1	-	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	-	*	1%	*	-	-	-	*	-	-	*	*
Low pay/Minimum wage/Fair wages	21	18	-	2	5	3	8	8	7	3	5	3	3	5	5	8	8	13	19
	2%	2%	-	3%	2%	1%	3%	3%	2%	2%	2%	2%	1%	2%	3%	4% ^{ko}	1%	4% ^{ko}	2%
Morality/Individual behaviour/Lifestyle	19	16	2	1	4	2	9	7	7	2	5	3	6	10	2	1	16	3	18
	2%	2%	4%	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	3% ⁿ	2%	*	3%	1%	2%
National health service/Hospitals/Healthcare	46	34	7	5	18	13	17	10	11	5	10	5	11	19	4	8	30	12	41
	5%	4%	14% ^{ade}	6%	6%	5%	6%	4%	3%	4%	4%	4%	3%	6%	3%	4%	5%	4%	4%

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UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
Pensions/Social security/Benefits	19 2%	17 2%i	- -	2 3%	11 3%fhi	9 4%fhi	2 1%	2 1%	7 2%i	- -	1 1%	1 1%	3 1%	7 2%	1 1%	8 4%ko	10 2%	9 3% <i>m</i>	18 2%
Petrol prices/Fuel	3 *	3 *	- -	3 1%	3 1%a	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	3 *	- -	4 *
Pollution/ Environment	12 1%	9 1%	1 3%	1 1%	5 1%	4 2%	2 1%	1 *	5 1%	2 2%	4 1%	1 1%	6 2%	2 1%	1 *	3 1%	8 1%	3 1%	13 1%
Population levels/ Overpopulation	8 1%	8 1%	- -	- -	1 *	1 *	- -	- -	7 2%adf	1 *	6 2%dfh	5 4%ade	5 2%	2 1%	1 *	- -	8 1%	1 *	8 1%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
Poverty/Inequality	52 5%	44 5%	3 7%	5 6%	15 5%	10 4%	17 6%	14 5%	20 6%	9 7%	15 6%	6 4%	8 3%	19 6%	12 8%k	12 7%k	27 4%k	24 7%k	55 6%
Privatisation	4 *	3 *	- -	1 1%g	3 1%	2 1%	1 *	1 *	- -	- -	- -	- -	2 1%	2 1%	- -	1 *	4 1%	1 *	5 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 19th January 2014
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Public services in general	5 1%	5 1%	- -	- -	1 *	1 *	1 *	1 *	3 1%	2 1%	2 1%	- -	3 1%	2 1%	- -	- -	5 1%	- -	6 1%
Race relations/Immigration/Immigrants	206 21%	186 22%cd egh	10 22%	10 12%	50 16%	40 17%	90 30%ac deghi	80 32%	66 19%h	17 13%	53 20%h	36 26%cd eghi	89 29%ln op	55 17%	31 22%	30 16%	144 23%l	61 19%	199 21%
Scottish/Welsh assembly/Devolution/Constitutional reform	8 1%	5 1%	- -	3 4%ade fji	3 1%	- -	2 1%	2 1%	3 1%	1 1%	2 1%	1 1%	2 1%	4 1%	1 *	2 1%	5 1%	3 1%	8 1%
Taxation	8 1%	8 1%	1 1%	- -	3 1%	3 1%	4 1%	3 1%	2 1%	2 2%	2 1%	- -	3 1%	- -	4 3%lo	1 *	3 1%	5 2%ln	8 1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	3 3%ade fg	3 1%a	- -	- -	1 *	1 1%	1 1%	1 *	3 1%	3 *
Unemployment/Factory closure/Lack of industry	122 13%	105 13%	7 15%	10 12%	50 16%	40 17%a	31 10%	24 10%	41 12%	21 17%g	38 14%g	16 12%	30 10%	36 11%	30 21%kl o	26 14%	66 10%	56 17%ko	131 14%
Other	23 2%	18 2%	- -	5 6%agi j	11 4%	7 3%	7 2%	7 3%	5 1%	2 1%	2 1%	1 1%	7 2%	8 3%	2 2%	5 3%	16 2%	7 2%	20 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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	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)	REN TED (NET) (q)		
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Don't know	28	24	-	4	12	9	7	7	9	3	4	1	8	4	7	9	13	16	27
	3%	3%	-	5%	4%	4%	2%	3%	2%	2%	2%	1%	3%	1%	5%l	5%l	2%	5%lo	3%
Personal finances (NET)	126	106	5	16	36	20	39	35	51	28	43	15	18	46	25	36	64	61	123
	13%	13%e	10%	19%de	11%e	9%	13%	14%	15%e	22%ad	16%ej	11%	6%	14%ko	18%ko	19%ko	10%k	19%ko	13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	952	337	102	513	58	152	227	42	800	194	45	116	279	252	952
WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Ageing population/ Social care for the elderly	20 2%	7 2%	2 2%	11 2%	-	4 3%	1 1%	2 5%g	16 2%	6 3%	1 3%	-	5 1%	3 1%	20 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	1 2%a	-	-	-	1 *	-	-	1 1%	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu	2 *	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	14 1%	2 *	2 2%	10 2%a	-	6 4%gi	1 *	1 3%	8 1%	7 3%gi	2 6%gi	-	5 2%	-	17 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	10 3%	4 3%	14 3%	1 2%	7 5%	9 4%	-	21 3%	7 4%	1 3%	6 5%	11 3%	9 3%	29 3%
Defence/Foreign affairs/ International terrorism	12 1%	2 1%	3 2%	7 2%	1 2%	1 *	2 1%	-	11 1%	1 *	-	3 3% _m	-	6 2%	13 1%
Drug abuse	7 1%	1 *	* *	6 1%	2 3%a	1 1%	1 *	-	6 1%	1 *	-	-	1 *	3 1%	8 1%

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
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UNWEIGHTED BASE	952	337	102	513	58	152	227	42	800	194	45	116	279	252	952
WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Economy/Economic situation	204	90	21	93	6	47	53	16	157	63	5	18	101	75	198
	21%	22%	19%	20%	12%	30%ir	24%	41%gi	19%	32%ir	10%	17%	32%l	26%	21%
Education/Schools	22	12	2	7	-	6	7	1	16	6	1	-	9	14	17
	2%	3%	2%	2%	-	4%	3%	2%	2%	3%	2%	-	3%	5%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	17	7	2	9	-	3	2	-	14	3	-	2	4	4	15
	2%	2%	2%	2%	-	2%	1%	-	2%	1%	-	2%	1%	1%	2%
Inflation/Prices	51	31	6	14	5	4	13	2	46	6	1	4	22	22	45
	5%	8%c	5%	3%	9%c	3%	6%	4%	6%	3%	2%	4%	7%	8%	5%
Local government/ Council tax	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*
Low pay/Minimum wage/Fair wages	21	10	2	9	3	2	5	-	19	2	1	4	1	12	19
	2%	3%	1%	2%	5%	1%	2%	-	2%	1%	2%	4% ^m	*	4%	2%
Morality/ Individual behaviour/ Lifestyle	19	12	2	6	-	4	4	-	15	4	1	5	11	3	18
	2%	3%	1%	1%	-	2%	2%	-	2%	2%	3%	5%	3%	1%	2%
National health service/Hospitals/ Healthcare	46	27	8	12	1	3	10	4	43	7	-	2	14	11	41
	5%	7% ^c	7% ^c	3%	1%	2%	5%	9% ^f	5%	4% ^f	-	2%	4%	4%	4%
Nationalisation/ Government control of institutions	1	1	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	-	-	-	-	1%	-	*	-	-	-	*	-	*

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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Pensions/Social security/Benefits	19 2%	9 2%	3 3%	7 2%	1 2%	3 2%	5 2%	-	16 2%	3 2%	-	2 2%	8 3%	7 2%	18 2%
Petrol prices/Fuel	3 *	-	-	3 1%	-	-	1 *	-	3 *	-	-	-	1 *	1 *	4 *
Pollution/ Environment	12 1%	3 1%	1 1%	7 2%	-	2 2%	1 1%	1 2%	9 1%	3 2%	1 1%	-	2 1%	-	13 1%
Population levels/ Overpopulation	8 1%	2 *	2 2%	5 1%	-	1 *	1 *	1 2%	8 1%	2 1%	-	-	3 1%	2 1%	8 1%
Pound/Exchange rate/Value of pound	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	-	-	1 *
Poverty/Inequality	52 5%	20 5%	10 9%	23 5%	2 5%	2 1%	19 9% _{fj}	1 1%	50 6% _{fj}	3 1%	1 2%	12 11% _m	11 3%	16 5%	55 6%
Privatisation	4 *	2 1%	-	2 *	-	-	2 1%	-	4 1%	-	-	-	3 1%	-	5 1%
Public services in general	5 1%	2 1%	-	3 1%	-	-	2 1%	-	5 1%	-	-	2 2%	2 1%	-	6 1%
Race relations/ Immigration/ Immigrants	206 21%	75 19%	17 15%	114 25% _{ab} d	6 13%	47 30% _{gh} i	30 13%	5 13%	159 20% _g	52 27% _{gh} i	28 63% _{fg} hij	21 20%	62 19%	41 14%	199 21%

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ISSUES INDEX (FINAL)

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	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	8 1%	3 1%	1 1%	4 1%	2 4% ^c	- -	1 1%	- -	8 1%	- -	- -	- -	2 1%	3 1%	8 1%
Taxation	8 1%	5 1%	- -	4 1%	1 2%	- -	2 1%	- -	8 1%	- -	- -	- -	3 1%	2 1%	8 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	3 *	1 *	1 1%	1 *	- -	2 1% ⁱ	- -	- -	1 *	2 1%	- -	1 1%	- -	1 *	3 *
Unemployment/ Factory closure/ Lack of industry	122 13%	42 10%	20 18%	60 13%	17 34% ^{abc}	8 5%	35 16% ^{fj}	6 15% ^{fj}	114 14% ^{fj}	14 7% ^f	1 2%	13 12%	25 8%	37 13%	131 14%
Other	23 2%	9 2%	3 3%	11 3%	1 3%	2 1%	6 3%	1 2%	21 3%	2 1%	- -	6 6%	8 2%	8 3%	20 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28 3%	15 4%	2 2%	12 3%	1 2%	1 1%	5 2%	- -	27 3%	1 1%	- -	4 3%	4 1%	10 3%	27 3%
Personal finances (NET)	126 13%	61 15%	17 15%	49 11%	9 19% ^c	8 5%	38 17% ^{fj}	2 5%	118 15% ^{fj}	10 5%	3 6%	20 19% ^m	35 11%	51 18%	123 13%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Ageing population/ Social care for the elderly	20 2%	3 1%	12 4%ad	4 2%	3 1%	3 5%ad	5 4%ad	2 1%	11 2%	6 4%	18 2%	2 2%	7 4% m	1 *	8 7% qr	4 2%	1 1%	4 3%	20 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	-	1 1%	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	2 1%	-	-	2 *	-	2 1%	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	14 1%	2 *	3 1%	-	10 2%a	-	1 1%	-	8 2%	6 3%g	14 2%	-	1 *	3 1%	3 3%	7 3%	5 4%	4 3%	17 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	28 3%	4 1%	7 3%a	28 18% abde f	8 2%	3 4%a	3 2%	10 4%	16 3%	2 1%	23 3%	5 5%	7 4%	7 2%	4 4%	10 4%	3 3%	7 5%	29 3%
Defence/Foreign affairs/ International terrorism	12 1%	1 *	3 1%	2 1%	4 1%	12 18% abcd f	-	4 1%	7 1%	1 *	11 1%	1 1%	-	4 1%	-	2 1%	1 1%	1 1%	13 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 : 10th - 19th January 2014
Number of sample points : 169
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Drug abuse	7	-	3	3	2	1	-	3	4	-	7	*	-	1	-	2	-	2	8
	1%	-	1%	2%a	*	1%	-	1%	1%	-	1%	*	-	*	-	1%	-	1%	1%
Economy/Economic situation	204	204	55	23	62	19	40	55	113	36	186	18	37	76	34	42	19	17	198
	21%	51%bcd	21%d	14%	15%	28%cd	27%cd	20%	22%	21%	22%	15%	22%	22%	33%qrs	15%	18%	12%	21%
Education/Schools	22	5	11	6	6	5	22	6	11	5	19	2	3	11	7	5	5	-	17
	2%	1%	4%ad	4%	2%	7%ad	15%abcd	2%	2%	3%	2%	1%	2%	3%	6%qs	2%	5%qs	-	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	17	4	5	5	5	1	6	5	6	6	15	3	3	6	1	4	3	1	15
	2%	1%	2%	3%	1%	2%	4%ad	2%	1%	4%	2%	2%	2%	2%	1%	1%	3%	1%	2%
Inflation/Prices	51	17	13	10	12	-	3	21	16	14	40	11	17	19	4	18	7	5	45
	5%	4%	5%	6%	3%	-	2%	8%h	3%	8%h	5%	9%	10%	6%	4%	7%	6%	4%	5%
Local government/Council tax	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	*	-	-	-	1%j	-	-	-	-	-	-	*
Low pay/Minimum wage/Fair wages	21	4	3	7	3	-	5	5	10	5	13	7	3	9	-	5	-	3	19
	2%	1%	1%	4%ad	1%	-	4%ad	2%	2%	3%	2%	6%j	2%	3%	-	2%	-	2%	2%
Morality/Individual behaviour/Lifestyle	19	5	5	3	3	1	-	6	9	5	16	3	1	12	3	6	2	4	18
	2%	1%	2%	2%	1%	1%	-	2%	2%	3%	2%	3%	1%	4%	3%	2%	2%	3%	2%

Proportions/Mean: 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 : 10th - 19th January 2014
 Number of sample points : 169
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
100%		41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
National health service/Hospitals/Healthcare	46 5%	20 5% ^d	46 18% ^{acde} f	12 8% ^d	8 2%	2 3%	11 7% ^d	14 5%	25 5%	7 4%	41 5%	5 5%	13 8%	22 6%	4 4%	12 5%	5 4%	6 5%	41 4%
Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	-	1 *	-	-	-	1 1% ^j	1 1%	-	-	-	-	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	-	-	-	-	1 *	-	-	-	1 1% ^j	-	1 *	-	-	-	-	1 *
Pensions/Social security/Benefits	19 2%	7 2%	2 1%	-	6 2%	2 3%	6 4% ^{bc}	6 2%	9 2%	4 2%	19 2%	-	4 2%	8 2%	2 2%	2 1%	1 1%	1 1%	18 2%
Petrol prices/Fuel	3 *	-	1 *	-	1 *	-	1 *	1 1%	1 *	-	1 *	1 1%	-	-	1 1%	1 *	-	1 *	4 *
Pollution/ Environment	12 1%	3 1%	3 1%	-	4 1%	-	4 3%	4 2%	4 1%	3 2%	12 1%	-	1 *	3 1%	1 1%	4 1%	1 1%	-	13 1%
Population levels/ Overpopulation	8 1%	2 1%	4 2%	2 1%	2 *	-	2 2%	3 1%	2 *	3 2%	8 1%	1 *	-	4 1%	1 1%	4 1%	2 2%	2 2%	8 1%
Pound/Exchange rate/Value of pound	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *

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BASE: ALL ADULTS AGED 18+

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	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Poverty/Inequality	52	6	8	2	8	3	2	14	27	12	43	9	10	17	9	12	2	10	55
	5%	2%	3%	1%	2%	4%	1%	5%	5%	7%	5%	8%	6%	5%	9% ^r	4%	2%	7% ^q	6%
Privatisation	4	1	-	1	1	-	-	2	3	-	4	1	-	2	1	1	-	1	5
	*	*	-	*	*	-	-	1%	1%	-	*	1%	-	1%	1%	*	-	1%	1%
Public services in general	5	1	1	1	-	-	-	2	2	2	5	-	2	1	1	2	-	2	6
	1%	*	*	*	-	-	-	1%	*	1%	1%	-	1%	*	1%	1%	-	1%	1%
Race relations/Immigration/Immigrants	206	60	45	30	206	10	11	35	135	36	196	11	25	68	12	73	36	38	199
	21%	15% ^f	18% ^f	19% ^f	51% ^{abc} ef	15%	8%	13%	26% ^g	21% ^g	23% ^k	9%	15%	20%	12%	27% ^p	35% ^p	29% ^p	21%
Scottish/Welsh assembly/Devolution/Constitutional reform	8	6	2	3	1	2	-	-	5	3	7	1	-	4	-	2	-	2	8
	1%	1% ^d	1%	2% ^d	*	2% ^d	-	-	1%	2%	1%	1%	-	1%	-	1%	-	2%	1%
Taxation	8	-	-	-	1	-	1	3	5	-	6	3	1	3	1	3	2	-	8
	1%	-	-	-	*	-	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	2%	-	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3	-	-	-	1	-	1	3	-	-	3	-	1	1	1	2	-	1	3
	*	-	-	-	*	-	*	1% ^h	-	-	*	-	1%	*	1%	1%	-	1%	*
Unemployment/Factory closure/Lack of industry	122	36	21	15	37	2	13	46	68	8	96	26	23	37	6	35	7	19	131
	13%	9%	8%	10%	9%	3%	9%	17% ⁱ	13% ⁱ	5%	11%	23% ^j	14%	11%	6%	13% ^r	7%	14%	14%

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

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Other	23	7	2	3	7	2	6	10	12	1	22	1	4	7	2	6	3	2	20
	2%	2%	1%	2%	2%	4%	4%	4%	2%	1%	3%	1%	3%	2%	1%	2%	3%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28	3	3	-	1	-	3	7	15	6	26	3	-	17	-	5	1	1	27
	3%	1%	1%	-	*	-	2%	3%	3%	4%	3%	2%	-	5%l	-	2%	1%	1%	3%
Personal finances (NET)	126	28	25	19	23	3	11	41	55	31	98	29	30	45	13	35	8	19	123
	13%	7%	10% ^d	12% ^d	6%	4%	8%	15%	10%	18% ^h	11%	25% ^j	18%	13%	13%	13%	8%	14%	13%

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

ISSUES INDEX (FINAL)

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

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
WEIGHTED BASE	970	472	497	139	163	157	167	135	208	302	324	343	459	510	261	264	209	234	526	444	952
100%		49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Ageing population/ Social care for the elderly	81 8%	33 7%	48 10%	6 4%	3 2%	16 10%cd i	20 12%cd i	14 10%cd i	22 11%cdi	9 3%	36 11%cd i	36 11%cdi	25 5%	56 11%	26 10%	18 7%	19 9%	18 8%	44 8%	37 8%	79 8%
AIDS	2 *	1 *	1 *	- -	- -	1 1%	1 1%	* *	- -	- -	2 1%	* *	1 *	1 *	- -	- -	1 *	1 1%	- -	2 1%	3 *
Animal welfare	18 2%	6 1%	12 2%	4 3%g	1 *	6 4%gk	4 2%	- -	3 1%	5 2%	10 3%k	3 1%	11 2%	7 1%	3 1%	7 3%	3 2%	4 2%	11 2%	7 2%	16 2%
Bird flu/Pandemic flu/Swine flu	3 *	- -	3 1%	- -	2 1%	1 1%	- -	- -	- -	2 1%	1 *	- -	3 1%	- -	1 *	- -	- -	2 1%	1 *	2 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	65 7%	38 8%	27 5%	1 1%	1 1%	7 4%i	10 6%cdi	12 9%cd i	34 16%cde fij	2 1%	16 5%cd i	46 14%cde fgij	9 2%	56 11%	28 11%oq	18 7%	10 5%	9 4%	46 9%oq	19 4%	65 7%
Countryside/Rural life	23 2%	9 2%	14 3%	1 1%	1 1%	6 4%hi	10 6%cdh ik	3 2%	1 1%	2 1%	16 5%chi k	4 1%	9 2%	14 3%	6 2%	10 4%	2 1%	4 2%	17 3%	6 1%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	159 16%	71 15%	88 18%	22 16%	21 13%	34 21%	29 17%	21 16%	32 15%	43 14%	63 19%	53 15%	77 17%	82 16%	33 13%	40 15%	48 23%lp	37 16%	74 14%	85 19%o	149 16%
Defence/Foreign affairs/ International terrorism	66 7%	33 7%	32 7%	6 4%	12 7%	15 9%	10 6%	6 4%	17 8%	18 6%	25 8%	23 7%	32 7%	34 7%	22 8%	17 7%	13 6%	14 6%	39 7%	26 6%	65 7%
Drug abuse	61 6%	23 5%	38 8%	9 7%	12 7%	16 10%gk	8 5%	3 2%	12 6%	21 7%	25 8%	15 5%	38 8%	24 5%	10 4%	17 6%	14 7%	20 9%l	27 5%	35 8%	66 7%

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.

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ISSUES INDEX (FINAL)

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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	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
WEIGHTED BASE	970	472	497	139	163	157	167	135	208	302	324	343	459	510	261	264	209	234	526	444	952
	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Economy/Economic situation	400 41%	209 44%	191 38%	55 40%i	51 31%	70 45%d	89 53%cd hik	59 44%d	75 36%	106 35%	160 49%dh ik	135 39%	176 38%	224 44%	136 52%mo q	111 42%o	87 42%oq	66 28%	247 47%mo q	153 34%o	372 39%
Education/Schools	146 15%	51 11%	95 19%a	24 17%i	18 11%	25 16%	37 22%dh k	19 14%	23 11%	42 14%	63 19%hk	41 12%	67 15%	79 15%	54 21%oq	46 18%oq	27 13%	18 8%	100 19%oq	46 10%o	129 14%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 *	1 *	- -	2 *	- -	- -	- -	2 1%	- -	2 *	2 *
Housing	110 11%	49 10%	61 12%	23 16%hik	15 9%	21 13%	20 12%	17 13%	15 7%	38 12%	41 13%	32 9%	59 13%	51 10%	23 9%	29 11%	30 14%	27 12%	52 10%	58 13%	110 12%
Inflation/Prices	148 15%	78 17%	70 14%	19 14%	31 19%k	36 23%gh k	24 14%	14 11%	24 11%	50 17%	60 19%gh k	38 11%	86 19%	62 12%	21 8%	39 15%lp	48 23%lp	41 17%lp	60 11%l	88 20%lp	140 15%
Local government/ Council tax	30 3%	11 2%	19 4%	2 2%	3 2%	8 5%	10 6%i	2 2%	5 2%	5 2%	18 6%ik	7 2%	13 3%	17 3%	3 1%	12 4%lp	9 4%	7 3%	15 3%l	16 4%	29 3%
Low pay/Minimum wage/Fair wages	89 9%	53 11%b	36 7%	18 13%hik	12 7%	20 13%hk	22 13%hk	10 7%	7 4%	30 10%hk	42 13%hk	17 5%	50 11%	39 8%	17 6%	19 7%	20 9%	33 14%lmp	36 7%	53 12%lp	96 10%
Morality/ Individual behaviour/ Lifestyle	83 9%	29 6%	53 11%a	8 6%	9 6%	21 14%cd gik	21 13%ci	8 6%	15 7%	17 6%	43 13%cdg ik	23 7%	38 8%	44 9%	29 11%	23 9%	15 7%	16 7%	52 10%	31 7%	75 8%
National health service/Hospitals/ Healthcare	258 27%	114 24%	144 29%	24 17%	34 21%	42 27%	54 32%ci i	45 33%cd	59 29%ci	58 19%	96 29%ci	104 30%ci	100 22%	158 31%	87 33%no q	83 31%oq	48 23%	40 17%	170 32%no q	88 20%	246 26%
Nationalisation/ Government control of institutions	20 2%	8 2%	12 2%	3 2%	3 2%	8 5%fk	1 1%	2 2%	3 1%	6 2%	9 3%f	5 1%	14 3%	6 1%	6 2%	6 2%	5 3%	3 1%	12 2%	8 2%	20 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
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ISSUES INDEX (FINAL)

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

	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	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
WEIGHTED BASE	970	472	497	139	163	157	167	135	208	302	324	343	459	510	261	264	209	234	526	444	952
	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Northern Ireland	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	1
	*	*	-	-	-	-	1%	-	-	-	*	-	-	*	-	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	9	4	4	1	-	3	1	-	4	1	4	4	4	5	4	3	3	-	6	3	8
	1%	1%	1%	1%	-	2%	1%	-	2%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Pensions/Social security/Benefits	156	63	93	16	20	32	32	26	30	37	64	56	68	88	49	42	32	33	91	65	150
	16%	13%	19%a	12%	13%	20%i	19%	19%	15%	12%	20%ci	16%	15%	17%	19%	16%	16%	14%	17%	15%	16%
Petrol prices/Fuel	56	30	26	7	3	16	10	8	10	11	26	19	26	29	18	13	17	7	31	25	53
	6%	6%	5%	5%	2%	10%di	6%	6%	5%	4%	8%di	5%	6%	6%	7%	5%	8%o	3%	6%	6%o	6%
Pollution/ Environment	71	34	37	12	8	10	14	9	18	20	25	27	30	41	27	26	10	7	53	18	67
	7%	7%	7%	8%	5%	7%	9%	6%	9%	6%	8%	8%	7%	8%	10%oq	10%oq	5%	3%	10%oq	4%	7%
Population levels/ Overpopulation	48	26	22	7	4	9	10	10	9	10	18	19	19	29	21	11	5	11	32	15	45
	5%	5%	4%	5%	2%	5%	6%	7%	4%	3%	6%	6%	4%	6%	8%nq	4%	2%	5%	6%	3%	5%
Pound/Exchange rate/Value of pound	7	6	1	2	1	1	2	2	-	3	3	2	4	4	1	1	5	1	2	5	8
	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	*	2%p	*	*	1%o	1%
Poverty/Inequality	159	63	96	24	19	36	37	22	21	43	73	43	80	80	42	50	28	39	92	67	162
	16%	13%	19%a	17%	12%	23%dh ik	22%dh k	16%	10%	14%	23%dh ik	12%	17%	16%	16%	19%	14%	17%	17%	15%	17%
Privatisation	23	13	10	1	1	5	8	4	4	2	13	9	7	17	8	8	5	2	16	7	23
	2%	3%	2%	1%	*	3%	5%i	3%i	2%	1%	4%i	3%	1%	3%	3%	3%	2%	1%	3%	2%	2%
Public services in general	54	28	26	7	6	13	9	9	10	13	22	19	26	28	13	21	8	12	34	20	53
	6%	6%	5%	5%	3%	8%	5%	7%	5%	4%	7%	6%	6%	5%	5%	8%	4%	5%	6%	4%	6%
Race relations/ Immigration/ Immigrants	401	212	189	44	45	59	69	65	118	89	128	184	148	253	103	103	104	91	206	195	394
	41%	45%b	38%	31%	28%	37%	41%di	48%cd i	57%cd efij	29%	40%di	54%cd efij	32%	50%	39%	39%	50%mo p	39%	39%	44%o	41%

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 : 10th - 19th January 2014
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	952	507	445	172	121	141	132	159	227	293	273	386	434	518	229	283	180	260	512	440	952
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	100%	49%	51%	14%	17%	16%	17%	14%	21%	31%	33%	35%	47%	53%	27%	27%	22%	24%	54%	46%	98%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	12 3%	9 2%	1 *	2 1%	4 3%	9 5%chi k	2 2%	3 1%	3 1%	13 4%ci	5 1%	7 2%	14 3%	12 5%oq	4 2%	2 1%	3 1%	16 3% m	5 1%	19 2%
Taxation	66 7%	40 8%	26 5%	10 7% di	3 2%	19 12% dgi k	16 9% d	6 4%	13 6%	13 4%	34 11% dgi k	18 5%	32 7%	34 7%	18 7%	15 6%	23 11% oq	10 4%	33 6%	33 7% o	61 6%
Trade unions/ Strikes	11 1%	6 1%	6 1%	2 1%	2 1%	5 3% hk	1 1%	1 *	1 *	4 1%	6 2%	1 *	9 2%	2 *	3 1%	5 2%	2 1%	2 1%	8 1%	4 1%	10 1%
Transport/Public transport	47 5%	19 4%	28 6%	9 7% f	14 8% fhk	10 6%	3 2%	6 4%	5 2%	23 8% fhk	13 4%	11 3%	33 7%	14 3%	10 4%	15 6%	7 3%	15 6%	25 5%	22 5%	44 5%
Unemployment/ Factory closure/ Lack of industry	306 32%	147 31%	159 32%	64 46% de ghijk	48 29% h	49 31% h	61 37% hk	46 34% hk	38 18%	112 37% dh k	111 34% hk	84 24% h	161 35%	145 28%	70 27%	79 30%	84 40% lm p	73 31%	149 28%	158 36% lo p	309 32%
Other	66 7%	25 5%	41 8%	7 5%	16 10%	9 6%	8 5%	6 4%	21 10%	22 7% c	17 5%	27 8% g	31 7%	35 7%	24 9% q	21 8%	9 4%	12 5%	45 9% q	21 5%	63 7%
MEAN NUMBER OF MENTIONS	3.47	3.37	3.55	3.29i	2.75	4.08c dhik	3.99c dhik	3.47d i	3.25d	3.00	4.03c dhik	3.34d i	3.37	3.55	3.61o	3.55o	3.66o q	3.04	3.58o	3.33o	3.41
STANDARD ERROR	0.08	0.12	0.12	0.20	0.15	0.31	0.25	0.16	0.11	0.13	0.20	0.09	0.14	0.10	0.17	0.18	0.20	0.11	0.12	0.11	0.08
ERROR VARIANCE	0.01	0.01	0.01	0.04	0.02	0.10	0.06	0.03	0.01	0.02	0.04	0.01	0.02	0.01	0.03	0.03	0.04	0.01	0.01	0.01	0.01
Don't know	94 10%	44 9%	50 10%	18 13% ef j	29 18% efg jk	8 5%	6 4%	10 8%	23 11% fj	48 16% efg jk	14 4%	33 10% fj	55 12%	39 8%	16 6%	23 9%	22 10%	34 14% lp	39 7%	56 13% lp	92 10%
Personal finances (NET)	335 35%	159 34%	176 35%	49 35% h	53 33%	79 50% cd ghik	64 38% hk	40 30%	50 24%	102 34% h	142 44% gh ik	91 26%	181 39%	154 30%	77 30%	94 35%	81 39%	83 35%	171 32%	164 37%	329 35%

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 : 10th - 19th January 2014
 Number of sample points : 169
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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+

	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)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Ageing population/ Social care for the elderly	81 8%	74 9%f	1 3%	6 7%	21 7%	15 6%	13 4%	11 4%	48 14%ab def	14 11%f	39 15%ab def	25 18%ab cdef	31 10%p	31 10%	8 5%	10 6%	62 10%p	18 6%	79 8%
AIDS	2 *	1 *	- -	1 2%af	1 *	- -	- -	- -	1 *	1 1%	1 *	- -	- -	1 *	* *	1 1%	1 *	1 *	3 *
Animal welfare	18 2%	13 2%	1 2%	4 5%agh	8 2%	4 2%	6 2%	5 2%	4 1%	- -	4 1%	4 3%	2 1%	4 1%	3 2%	3 1%	6 1%	6 2%	16 2%
Bird flu/Pandemic flu/Swine flu	3 *	3 *	- -	- -	- -	- -	- -	3 1%	2 1%	3 1%a	1 1%	- -	1 *	- -	2 1%	1 *	2 *	2 *	
Common Market/EU/ Europe/Euro/ Constitution	65 7%	57 7%h	5 11%h	3 4%	17 5%	14 6%	22 7%	17 7%	26 7%hi	3 2%	15 6%h	12 9%h	44 14%lmn op	16 5%mp	1 1%	5 3%	60 9%lmn p	5 2%	65 7%
Countryside/Rural life	23 2%	20 2%	1 2%	2 2%	4 1%	2 1%	5 2%	4 2%	14 4%ade	4 3%	9 3%	4 3%	5 2%	11 3%p	1 1%	1 1%	16 3%	3 1%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	159 16%	139 17%	4 8%	16 19%	51 16%	35 15%	58 19%b	54 21%	51 14%	18 14%	45 17%	27 19%	46 15%	59 18%	28 19%np	21 11%	105 17%	49 15%	149 16%
Defence/Foreign affairs/ International terrorism	66 7%	56 7%f	2 4%	8 9%f	26 8%f	19 8%f	10 3%	8 3%	30 8%fh	5 4%	18 7%	13 9%f	23 7%	21 7%	10 7%	10 6%	44 7%	21 6%	65 7%
Drug abuse	61 6%	52 6%	2 3%	8 10%	29 9%afi	21 9%ai	13 4%	11 4%	20 6%	6 5%	11 4%	5 4%	19 6%	12 4%	15 10%lo	15 8%	31 5%	30 9%lo	66 7%

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Economy/Economic situation	400	344	21	35	130	95	113	92	157	53	120	67	134	169	35	56	303	91	372
	41%	41%	45%	43%	41%	40%	38%	37%	45%	41%	45%	48%	43% ^{mn}	53% ^{km}	24%	30%	48% ^{km}	28%	39%
Education/Schools	146	130	4	12	45	33	37	33	64	22	45	23	44	61	10	26	105	36	129
	15%	16%	9%	14%	14%	14%	12%	13%	18%	17%	17%	17%	14% ^m	19% ^{mp}	7%	14% ^m	17% ^{mp}	11% ^m	14%
Foot and mouth outbreak/Farming crisis	2	2	-	-	-	-	2	2	-	-	-	-	2	-	-	-	2	-	2
	*	*	-	-	-	-	1%	1%	-	-	-	-	*	-	-	-	*	-	*
Housing	110	94	5	11	21	10	27	22	62	24	53	30	29	38	21	18	67	39	110
	11%	11% ^{de}	10%	13% ^{de}	7% ^e	4%	9%	9%	18% ^{ad}	18% ^{ad}	20% ^{ad}	22% ^{ade}	9%	12%	15%	10%	11%	12%	12%
Inflation/Prices	148	127	6	16	43	27	35	29	70	33	62	29	31	59	25	30	90	55	140
	15%	15%	13%	19%	13%	12%	12%	12%	20% ^{ad}	26% ^{ad}	23% ^{ad}	21% ^{ef}	10%	18% ^{ko}	17% ^k	16%	14% ^k	17% ^k	15%
Local government/Council tax	30	26	2	3	8	5	9	6	14	5	13	7	5	11	6	4	16	9	29
	3%	3%	5%	3%	2%	2%	3%	2%	4%	4%	5%	5%	2%	3%	4%	2%	3%	3%	3%
Low pay/Minimum wage/Fair wages	89	74	4	11	23	12	21	18	44	15	35	20	17	29	22	20	45	42	96
	9%	9% ^e	8%	14% ^{de}	7% ^e	5%	7%	7%	13% ^{ad}	12% ^e	13% ^{ad}	15% ^{ade}	5%	9%	16% ^{kl}	11% ^k	7%	13% ^{ko}	10%
Morality/Individual behaviour/Lifestyle	83	75	4	4	25	22	26	22	31	7	26	19	27	34	9	10	61	19	75
	9%	9%	8%	4%	8%	9%	9%	9%	9%	5%	10% ^h	14% ^{cgh}	9%	10%	6%	6%	10%	6%	8%
National health service/Hospitals/Healthcare	258	224	15	19	80	61	81	66	97	22	74	53	105	92	22	34	197	56	246
	27%	27% ^h	32% ^h	23%	25%	26%	27% ^h	26%	28% ^h	17%	28% ^h	38% ^{ac}	34% ^{mn}	29% ^{mn}	15%	19%	31% ^{mn}	17%	26%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 Overlap formulae used. * small base
 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?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
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	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Nationalisation/ Government control of institutions	20 2%	17 2%	1 2%	3 3%	11 3% ^f	8 3% ^f	2 1%	1 *	8 2%	2 1%	7 3%	5 4% ^f	6 2%	6 2%	1 1%	5 3%	13 2%	6 2%	20 2%
Northern Ireland	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	9 1%	- -	- -	3 1%	3 1%	1 *	1 *	5 1%	1 1%	2 1%	1 1%	5 2%	2 1%	- -	1 *	7 1%	1 *	8 1%
Pensions/Social security/Benefits	156 16%	136 16% ^b ^{fh}	1 3%	19 22% ^b ^{fh}	59 19% ^b ^{fh}	40 17% ^b	35 12% ^b	33 13%	63 18% ^b ^h	12 10%	46 17% ^b ^h	34 24% ^a ^b ^{fg} ^{hi}	43 14%	66 21% ⁿ ^p	20 14%	22 12%	109 17% ^k	43 13%	150 16%
Petrol prices/Fuel	56 6%	50 6%	- -	5 6%	20 6%	14 6%	11 4%	11 4%	25 7% ^h	4 3%	19 7% ^h	15 11% ^a ^b ^f ^{hi}	16 5%	25 8%	7 5%	6 3%	41 6%	13 4%	53 6%
Pollution/ Environment	71 7%	61 7%	5 10%	5 6%	17 5%	12 5%	26 9%	21 8%	29 8% ^h	6 4%	19 7%	13 10%	23 7% ^m	26 8% ^m	3 2%	14 8% ^m ^p	48 8% ^m	17 5% ^m	67 7%
Population levels/ Overpopulation	48 5%	43 5% ^c ^d ^e	5 11% ^c ^d ^e	- -	4 1%	4 2%	10 3%	5 2%	34 10% ^a ^c ^d ^{ef}	6 5% ^c ^d	23 9% ^a ^c ^d ^{ef}	17 12% ^a ^c ^d ^{ef}	19 6% ⁿ ^p	20 6% ⁿ ^p	4 3%	3 2%	39 6% ⁿ ^p	7 2%	45 5%
Pound/Exchange rate/Value of pound	7 1%	5 1%	2 3% ^a ^d ^e ^{fh}	1 1%	2 *	1 *	2 1%	1 *	4 1%	- -	3 1%	3 2% ^a	1 *	2 *	1 1%	2 1%	3 *	3 1%	8 1%
Poverty/Inequality	159 16%	127 15%	11 24% ^f	20 24% ^a ^d ^{ef}	53 17% ^e	33 14%	41 14%	29 12%	65 19% ^a	22 17%	46 17%	24 17%	38 12%	57 18%	30 21% ^k	31 17%	95 15%	61 19% ^k	162 17%

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

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ISSUES INDEX (FINAL)

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What do you see as the main/other important issues facing Britain today?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
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UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
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	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
Privatisation	23	21	-	3	9	7	4	4	10	1	8	7	6	15	1	2	21	3	23
	2%	2%	-	3%	3%	3%	1%	1%	3%	1%	3%h	5%f	2%	5%mp	*	1%	3%kp	1%	2%
Public services in general	54	46	3	5	14	9	13	9	28	6	20	14	15	21	8	5	36	13	53
	6%	5%	7%	6%	4%	4%	4%	4%	8%a	5%	8%	10%ade	5%	6%	6%	3%	6%	4%	6%
Race relations/ Immigration/ Immigrants	401	354	24	22	117	94	146	122	138	34	106	72	155	124	60	59	279	119	394
	41%	42%cd	52%cd	27%	37%ch	40%ch	49%ac	48%	39%ch	26%	40%ch	52%ac	50%ln	39%	42%p	32%	44%ln	36%	41%
		h	h				dgh					deg	op				p		
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21	15	-	6	6	1	6	6	8	1	4	3	5	12	1	2	17	4	19
	2%	2%e	-	7%ade	2%e	*	2%	2%	2%i	1%	1%	2%	2%	4%	1%	1%	3%	1%	2%
				fghi															
Taxation	66	54	6	6	12	7	28	22	25	9	22	13	20	25	8	11	45	19	61
	7%	6%de	13%de	7%	4%	3%	9%de	9%	7%e	7%	8%de	9%de	6%	8%	6%	6%	7%	6%	6%
Trade unions/ Strikes	11	10	-	2	6	4	-	-	5	1	4	3	2	7	1	1	10	2	10
	1%	1%	-	2%f	2%f	2%f	-	-	2%	1%	2%	2%f	1%	2%	*	1%	2%	1%	1%
Transport/Public transport	47	43	2	2	11	9	8	7	28	14	22	8	12	14	8	13	26	21	44
	5%	5%	3%	2%	3%	4%	3%	3%	8%ad	11%acd	8%adf	6%	4%	4%	6%	7%	4%	6%	5%
									ef	ef									
Unemployment/ Factory closure/ Lack of industry	306	261	17	28	117	89	72	55	117	47	95	49	84	101	53	62	185	114	309
	32%	31%f	37%f	34%	37%af	38%af	24%	22%	33%f	36%f	36%f	35%f	27%	32%	37%k	33%	29%	35%k	32%
Other	66	53	4	9	22	13	28	24	16	7	10	2	24	21	6	13	45	19	63
	7%	6%ij	8%j	11%gij	7%j	5%	9%gij	9%	5%j	6%	4%	2%	8%	6%	4%	7%	7%	6%	7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 19th January 2014
 Number of sample points : 169
 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+

	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)		REN TED (NET) (q)
UNWEIGHTED BASE	952	796	55	101	338	237	264	209	350	132	257	125	306	256	186	197	562	383	952
WEIGHTED BASE	970	839	47*	83*	318	235	300	253	351	128	266	138	311	320	143	185	631	328	952
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	98%
MEAN NUMBER OF MENTIONS	3.47	3.45f	3.41	3.62	3.29	3.17	3.12	3.07	3.92a	3.25	3.96a	4.61a	3.43n	3.77m	3.14	2.96	3.61m	3.04	3.41
									defh		defh	bcdef	p	np			np		
STANDARD ERROR	0.08	0.09	0.19	0.30	0.13	0.15	0.10	0.12	0.17	0.13	0.19	0.34	0.13	0.18	0.13	0.15	0.11	0.10	0.08
ERROR VARIANCE	0.01	0.01	0.04	0.09	0.02	0.02	0.01	0.01	0.03	0.02	0.03	0.11	0.02	0.03	0.02	0.02	0.01	0.01	0.01
Don't know	94	83	3	9	32	24	28	25	34	12	27	15	28	17	23	27	45	49	92
	10%	10%	6%	11%	10%	10%	9%	10%	10%	9%	10%	11%	9%	5%	16%kl	14%lo	7%	15%kl	10%
															o		o		
Personal finances (NET)	335	283	18	34	103	69	87	69	146	60	114	54	81	126	57	65	208	122	329
	35%	34%	37%	41%df	32%	29%	29%	27%	41%ad	47%ad	43%ad	39%	26%	39%ko	40%k	35%k	33%k	37%k	35%
									ef	ef	ef								

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

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 19th January 2014
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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+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	952	337	102	513	58	152	227	42	800	194	45	116	279	252	952
WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Ageing population/ Social care for the elderly	81 8%	33 8%	10 9%	39 9% ^d	1 1%	19 12% ^g	12 5%	3 7%	63 8%	21 11% ^g	5 12%	1 1%	25 8% ^l	19 7%	79 8%
AIDS	2 *	1 *	1 1%	* *	* 1%	- -	* *	- -	2 *	- -	- -	- -	- -	1 *	3 *
Animal welfare	18 2%	10 3%	1 1%	6 1%	2 4%	- -	4 2%	1 1%	18 2%	1 *	- -	1 1%	5 2%	6 2%	16 2%
Bird flu/Pandemic flu/Swine flu	3 *	3 1%	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	65 7%	16 4%	9 8% ^d	40 9% ^{ad}	- -	26 17% ^{gi}	9 4%	4 11%	39 5%	30 15% ^{gi}	5 12%	1 1%	29 9% ^l	12 4%	65 7%
Countryside/Rural life	23 2%	14 4% ^c	4 4% ^c	4 1%	1 1%	4 2%	4 2%	1 3%	19 2%	5 2%	1 3%	- -	7 2%	7 2%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	159 16%	66 17%	20 18%	73 16%	10 20%	25 16%	34 15%	3 9%	134 16%	28 15%	14 32% ^{fg} hij	22 21%	45 14%	57 20%	149 16%
Defence/Foreign affairs/ International terrorism	66 7%	26 7%	7 6%	33 7%	4 8%	15 10%	14 6%	2 5%	50 6%	17 9%	- -	11 11%	18 6%	24 8%	65 7%
Drug abuse	61 6%	25 6%	5 4%	32 7%	3 6%	13 8%	13 6%	4 9%	49 6%	16 8%	2 5%	7 7%	17 5%	18 6%	66 7%

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

Respondent type : GB Adults 18+
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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+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	952	337	102	513	58	152	227	42	800	194	45	116	279	252	952
WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Economy/Economic situation	400 41%	194 48%bc d	40 36%	166 36%	16 32%	79 51%i	99 45%	25 64%gi r	321 39%	104 54%ir	15 33%	37 35%	167 52%l	130 45%	372 39%
Education/Schools	146 15%	72 18%cd	20 18%d	54 12%	3 5%	16 10%	37 17%	7 18%	130 16%	23 12%	6 13%	9 8%	53 16%	53 18%	129 14%
Foot and mouth outbreak/Farming crisis	2 *	- -	- -	2 *	1 2%a	- -	2 1%	- -	2 *	- -	- -	- -	- -	- -	2 *
Housing	110 11%	42 11%	19 17%	49 11%	6 13%	21 14%	23 10%	2 5%	89 11%	23 12%	3 6%	7 6%	38 12%	36 12%	110 12%
Inflation/Prices	148 15%	68 17%	19 17%	61 13%	13 27%c	18 11%	38 17%	3 8%	131 16%	21 11%	4 8%	15 15%	43 13%	49 17%	140 15%
Local government/ Council tax	30 3%	18 4%	3 3%	9 2%	- -	3 2%	6 3%	1 4%	27 3%	5 2%	2 5%	2 2%	8 3%	14 5%	29 3%
Low pay/Minimum wage/Fair wages	89 9%	48 12%	6 5%	35 8%	10 21%bc	4 3%	23 10%fj	2 6%	85 10%fj	6 3%	4 8%	12 12%	22 7%	29 10%	96 10%
Morality/ Individual behaviour/ Lifestyle	83 9%	38 10%d	10 9%d	34 7%d	- -	15 10%	15 7%	1 3%	67 8%	17 9%	8 18%g	10 10%	35 11%	23 8%	75 8%
National health service/Hospitals/ Healthcare	258 27%	110 27%d	37 33%d	111 24%d	5 10%	44 29%	57 26%	13 33%	214 26%	57 29%	7 15%	15 14%	103 32%l	62 21%	246 26%
Nationalisation/ Government control of institutions	20 2%	11 3%	4 4%	5 1%	1 2%	3 2%	6 3%	1 2%	17 2%	4 2%	- -	1 1%	9 3%	5 2%	20 2%

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What do you see as the main/other important issues facing Britain today?
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Northern Ireland	1	-	1	-	-	1	-	-	-	1	-	-	-	-	1
	*	-	1%	-	-	1%i	-	-	-	*	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	9	4	2	3	-	2	5	-	7	2	-	1	3	2	8
	1%	1%	1%	1%	-	2%	2%i	-	1%	1%	-	1%	1%	1%	1%
Pensions/Social security/Benefits	156	74	23	60	6	27	40	9	130	36	6	8	58	54	150
	16%	18%	20%	13%	13%	17%	18%	23%	16%	18%	14%	7%	18%l	19%	16%
Petrol prices/Fuel	56	27	5	23	2	8	14	-	47	8	5	2	21	19	53
	6%	7%	5%	5%	5%	5%	6%	-	6%	4%	10%	2%	7%	6%	6%
Pollution/ Environment	71	32	10	29	1	10	14	1	61	11	3	3	24	11	67
	7%	8%	9%	6%	3%	6%	6%	3%	8%	6%	6%	3%	8%	4%	7%
Population levels/ Overpopulation	48	19	9	20	1	11	7	5	37	16	2	2	20	12	45
	5%	5%	8%	4%	2%	7%	3%	11%gi	4%	8%g	4%	2%	6%	4%	5%
Pound/Exchange rate/Value of pound	7	5	-	2	-	-	1	-	7	-	1	2	1	2	8
	1%	1%	-	*	-	-	1%	-	1%	-	2%	2%	*	1%	1%
Poverty/Inequality	159	74	21	64	8	19	51	6	141	25	5	20	45	51	162
	16%	18%	19%	14%	17%	12%	23%fi	16%	17%	13%	11%	19%	14%	18%	17%
							j								
Privatisation	23	14	3	7	-	4	8	-	19	4	2	-	11	6	23
	2%	3%	2%	2%	-	3%	4%	-	2%	2%	5%	-	4%	2%	2%
Public services in general	54	30	4	21	-	6	16	1	48	7	-	6	23	11	53
	6%	7%	3%	5%	-	4%	7%	2%	6%	3%	-	6%	7%	4%	6%

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	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Race relations/ Immigration/ Immigrants	401 41%	148 37%	45 40%	208 46%a	22 44%	90 58%gh ij	70 31%	12 30%	311 38%g	102 52%gh i	34 76%gh ij	36 34%	121 38%	96 33%	394 41%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	9 2%	5 4%	7 2%	2 4%	4 2%	6 2%	- -	17 2%	4 2%	- -	- -	9 3%	8 3%	19 2%
Taxation	66 7%	34 9%	6 5%	26 6%	2 5%	17 11%i	14 6%	1 3%	49 6%	18 9%	3 7%	5 5%	28 9%	20 7%	61 6%
Trade unions/ Strikes	11 1%	6 1%	2 1%	4 1%	2 4%c	3 2%	6 3%i	- -	8 1%	3 2%	- -	3 3%	6 2%	8 3%	10 1%
Transport/Public transport	47 5%	24 6%	5 5%	17 4%	3 6%	8 5%	14 6%	2 5%	38 5%	10 5%	1 1%	6 6%	14 4%	14 5%	44 5%
Unemployment/ Factory closure/ Lack of industry	306 32%	118 29%	51 45%ac	138 30%	26 53%ac	33 21%	86 39%fj	10 26%	274 34%fj	43 22%	12 26%	27 26%	87 27%	95 33%	309 32%
Other	66 7%	25 6%	5 4%	36 8%	4 7%	5 3%	21 9%fj	2 6%	61 7%	7 4%	2 5%	11 10%	20 6%	19 6%	63 7%
MEAN NUMBER OF MENTIONS	3.47	3.67c	3.72c	3.22	3.21	3.63	3.56	3.13	3.43	3.53	3.43	2.87	3.57i	3.45	3.41
STANDARD ERROR	0.08	0.16	0.33	0.08	0.24	0.22	0.17	0.30	0.09	0.18	0.27	0.14	0.15	0.17	0.08
ERROR VARIANCE	0.01	0.03	0.11	0.01	0.06	0.05	0.03	0.09	0.01	0.03	0.07	0.02	0.02	0.03	0.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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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+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	952	337	102	513	58	152	227	42	800	194	45	116	279	252	952
WEIGHTED BASE	970	401	113*	456	50*	155	221	39*	815	194	44*	106	320	290	952
	100%	41%	12%*	47%	5%*	16%	23%	4%*	84%	20%	5%*	11%	33%	30%	98%
Don't know	94	35	10	50	4	9	19	1	85	10	2	20	24	30	92
	10%	9%	9%	11%	9%	6%	9%	3%	10% ^j	5%	4%	19% ^m	7%	10%	10%
Personal finances (NET)	335	153	41	141	25	40	94	9	295	49	11	37	105	116	329
	35%	38% ^c	36%	31%	51% ^c	26%	43% ^{fh}	23%	36% ^{fj}	25%	24%	35%	33%	40%	35%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Ageing population/ Social care for the elderly	81 8%	31 8%	43 17% ^{ad}	20 12% ^d	26 7%	14 21% ^{ad}	24 16% ^{ad}	16 6%	37 7%	28 16% ^{gh}	70 8%	11 9%	18 11%	23 7%	22 21% ^{qs}	28 11%	13 13%	13 10%	79 8%
AIDS	2 *	1 *	1 *	1 1%	1 *	1 1%	-	1 *	1 *	-	1 *	1 1%	1 1%	1 *	-	1 *	-	*	3 *
Animal welfare	18 2%	13 3%	12 5% ^d	11 7% ^d	8 2%	4 6%	12 8% ^{ad}	2 1%	13 2%	2 1%	18 2%	-	4 3%	7 2%	3 2%	4 2%	3 3%	1 1%	16 2%
Bird flu/Pandemic flu/Swine flu	3 *	1 *	1 1%	-	1 *	-	1 1%	2 1%	-	1 1%	2 *	1 1%	3 2% ^m	-	-	-	-	-	2 *
Common Market/EU/ Europe/Euro/ Constitution	65 7%	35 9%	24 9%	7 4%	39 10% ^c	10 15% ^c	14 10%	9 3%	38 7% ^g	18 11% ^g	61 7%	4 3%	12 7%	14 4%	19 18% ^{qs}	21 8% ^s	15 15% ^{qs}	6 4%	65 7%
Countryside/Rural life	23 2%	14 3%	17 7% ^{ad}	11 7% ^d	10 2%	7 11% ^{ad}	12 8% ^{ad}	6 2%	10 2%	7 4%	21 2%	2 2%	7 4%	12 3%	4 4%	5 2%	1 1%	2 2%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	159 16%	68 17%	58 22%	159 100% ^{abd} ef	78 19%	16 24%	30 20%	38 14%	98 19%	24 14%	144 17%	15 13%	29 18%	57 17%	17 17%	35 13%	15 14%	20 15%	149 16%
Defence/Foreign affairs/ International terrorism	66 7%	34 8%	27 10%	16 10%	28 7%	66 100% ^{abc} df	17 11%	15 6%	35 7%	15 9%	63 7%	3 3%	10 6%	19 5%	15 14% ^{qr}	17 7%	3 3%	13 9%	65 7%

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 : 10th - 19th January 2014
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Drug abuse	61	17	23	25	21	9	11	20	39	2	49	12	10	20	3	18	8	10	66
	6%	4%	9% ^{ad}	16% ^{abdf}	5%	13% ^{ad}	8%	7% ⁱ	7% ⁱ	1%	6%	10%	6%	6%	3%	7%	8%	7%	7%
Economy/Economic situation	400	400	117	68	160	34	86	108	225	68	361	39	77	161	60	90	43	36	372
	41%	100% ^{bcd}	45%	43%	40%	51%	59% ^{bcd}	39%	43%	40%	42%	33%	46%	47%	58% ^{qrs}	33% ^s	41% ^s	27%	39%
Education/Schools	146	86	76	30	45	17	146	43	71	31	132	14	29	58	34	32	15	7	129
	15%	21% ^d	30% ^{acd}	19% ^d	11%	25% ^d	100% ^{abcde}	16%	14%	18%	15%	12%	17%	17%	33% ^{qrs}	12% ^s	15% ^s	5%	14%
Foot and mouth outbreak/Farming crisis	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	1%	-	-	-	1% ^j	-	-	-	-	-	-	*
Housing	110	48	45	28	50	9	27	33	52	26	95	15	26	40	12	30	8	14	110
	11%	12%	17% ^a	18%	13%	14%	19% ^a	12%	10%	15%	11%	13%	16%	11%	12%	11%	8%	10%	12%
Inflation/Prices	148	67	48	34	54	12	15	54	58	36	125	24	40	48	11	53	22	20	140
	15%	17% ^f	18% ^f	22% ^{df}	14%	19%	10%	20% ^h	11%	21% ^h	15%	20%	24% ^m	14%	10%	20% ^p	21% ^p	15%	15%
Local government/Council tax	30	20	17	13	13	7	17	7	14	9	23	7	5	14	4	7	4	3	29
	3%	5%	6% ^d	8% ^d	3%	10% ^d	12% ^{abd}	3%	3%	5%	3%	6% ^j	3%	4%	4%	3%	4%	2%	3%
Low pay/Minimum wage/Fair wages	89	36	27	23	31	6	21	28	42	19	69	20	20	34	7	25	8	11	96
	9%	9%	11%	14% ^d	8%	9%	14% ^d	10%	8%	11%	8%	17% ^j	12%	10%	7%	9%	8%	8%	10%
Morality/Individual behaviour/Lifestyle	83	31	28	29	31	10	14	18	48	16	73	9	16	31	13	17	9	7	75
	9%	8%	11%	18% ^{abd}	8%	15%	10%	7%	9%	9%	9%	8%	10%	9%	12%	6%	8%	5%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 19th January 2014
 Number of sample points : 169
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
National health service/Hospitals/Healthcare	258 27%	117	258	58	96	27	76	66	134	58	236	21	55	92	42	67	32	28	246
		29%	100% ^{acdef}	36% ^d	24%	40% ^d	52% ^{acd}	24%	26%	34%	28% ^k	18%	33%	27%	41% ^{qs}	25%	30%	21%	26%
Nationalisation/Government control of institutions	20 2%	12	12	8	14	7	8	4	10	6	16	4	8	6	3	5	3	1	20
		3%	5%	5%	3%	10% ^{ad}	6%	1%	2%	4%	2%	4%	5%	2%	3%	2%	3%	1%	2%
Northern Ireland	1 *	1	1	1	1	1	1	-	1	-	1	-	-	1	-	-	-	-	1
		*	*	1%	*	1%	1%	-	*	-	*	-	-	*	-	-	-	-	*
Nuclear weapons/Nuclear war/Disarmament	9 1%	7	5	4	4	5	4	1	6	2	8	1	2	4	3	3	3	-	8
		2%	2%	3%	1%	7% ^{abd}	3%	*	1%	1%	1%	1%	1%	1%	3%	1%	2%	-	1%
Pensions/Social security/Benefits	156 16%	75	60	35	66	15	51	41	86	30	144	13	36	60	20	42	21	18	150
		19%	23% ^d	22%	16%	23%	35% ^{abcd}	15%	16%	17%	17%	11%	22%	17%	20%	16%	20%	14%	16%
Petrol prices/Fuel	56 6%	32	26	23	27	8	20	9	29	18	50	6	13	19	10	11	7	5	53
		8%	10%	15% ^{ad}	7%	13%	14% ^{ad}	3%	6%	10% ^g	6%	5%	8%	5%	10% ^q	4%	7%	3%	6%
Pollution/Environment	71 7%	34	26	14	31	8	25	13	36	22	69	2	17	24	12	14	5	7	67
		8%	10%	9%	8%	12%	17% ^{abd}	5%	7%	13% ^{gh}	8% ^k	2%	10%	7%	12% ^q	5%	5%	5%	7%
Population levels/Overpopulation	48 5%	19	18	8	22	6	11	11	15	22	44	4	5	21	5	18	9	8	45
		5%	7%	5%	5%	9%	7%	4%	3%	13% ^{gh}	5%	4%	3%	6%	5%	7%	9%	6%	5%
Pound/Exchange rate/Value of pound	7 1%	4	4	2	1	2	4	3	3	1	6	1	1	5	1	3	3	-	8
		1%	2%	1%	*	3% ^d	2% ^d	1%	1%	1%	1%	1%	*	1%	1%	1%	3%	-	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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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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Poverty/Inequality	159	61	48	31	39	13	27	48	78	33	135	24	40	53	22	40	13	24	162
	16%	15%d	19%d	20%d	10%	20%d	19%d	18%	15%	19%	16%	20%	24% ^m	15%	21%	15%	13%	18%	17%
Privatisation	23	17	12	7	9	5	9	3	14	6	23	1	7	9	5	8	2	5	23
	2%	4%	5%	4%	2%	8%d	6%d	1%	3%	4%	3%	1%	4%	3%	5%	3%	2%	4%	2%
Public services in general	54	31	35	18	15	8	19	13	28	13	49	5	13	19	14	14	2	10	53
	6%	8%d	14% ^{ad}	11% ^d	4%	12% ^d	13% ^d	5%	5%	7%	6%	4%	8%	6%	13% ^{qr}	5%	2%	7%	6%
Race relations/Immigration/Immigrants	401	160	96	78	401	28	45	72	262	67	380	21	61	133	35	128	64	64	394
	41%	40% ^f	37%	49% ^{bf}	100% ^{abc}	43%	31%	26%	50% ^{gi}	39% ^g	45% ^k	18%	37%	39%	34%	48% ^p	61% ^{pq}	48% ^p	41%
Scottish/Welsh assembly/Devolution/Constitutional reform	21	17	8	4	5	5	8	3	11	7	19	1	5	9	3	3	-	2	19
	2%	4% ^d	3%	2%	1%	8% ^d	5% ^d	1%	2%	4%	2%	1%	3%	3%	3%	1%	-	2%	2%
Taxation	66	28	22	18	26	7	12	12	41	13	58	8	7	34	7	23	11	6	61
	7%	7%	8%	11%	7%	10%	8%	5%	8%	7%	7%	7%	4%	10%	7%	8% ^s	11%	5%	6%
Trade unions/Strikes	11	9	4	3	6	5	5	3	8	1	11	-	2	4	4	3	-	1	10
	1%	2%	2%	2%	1%	7% ^{abd}	4%	1%	1%	*	1%	-	1%	1%	4% ^r	1%	-	1%	1%
Transport/Public transport	47	23	17	11	12	6	17	22	18	7	34	13	10	19	8	17	3	7	44
	5%	6% ^d	7% ^d	7% ^d	3%	9% ^d	12% ^{abd}	8% ^h	3%	4%	4%	11% ^j	6%	6%	8%	6%	3%	5%	5%
Unemployment/Factory closure/Lack of industry	306	128	91	68	112	21	52	101	176	29	256	50	55	111	23	78	25	40	309
	32%	32%	35% ^d	43% ^{ad}	28%	31%	36%	37% ⁱ	34% ⁱ	17%	30%	43% ^j	33%	32%	22%	29%	23%	30%	32%

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

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		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)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	952	372	246	149	394	65	129	283	517	152	824	127	138	297	109	280	102	147	952
WEIGHTED BASE	970	400	258	159	401	66*	146	273	526	171	852	117	165	345	103*	269	105*	134	952
	100%	41%	27%	16%	41%	7%*	15%	28%	54%	18%	88%	12%	17%	36%	11%*	28%	11%*	14%	98%
Other	66	26	12	8	21	6	14	22	40	4	62	3	9	18	10	8	3	4	63
	7%	7%	5%	5%	5%	9%	9%b	8%i	8%i	2%	7%	3%	6%	5%	10%qs	3%	3%	3%	7%
MEAN NUMBER OF MENTIONS	3.47	4.29d	5.13ad	5.50ad	3.80	6.16ad	5.87ad	3.19	3.48	3.84g	3.51	3.14	4.00	3.53	4.40qs	3.33	3.66	3.06	3.41
STANDARD ERROR	0.08	0.17	0.25	0.37	0.16	0.74	0.37	0.09	0.12	0.27	0.09	0.16	0.29	0.17	0.30	0.14	0.28	0.15	0.08
ERROR VARIANCE	0.01	0.03	0.06	0.14	0.03	0.54	0.14	0.01	0.01	0.07	0.01	0.03	0.09	0.03	0.09	0.02	0.08	0.02	0.01
Don't know	94	15	4	3	18	3	3	23	53	18	84	10	7	39	5	27	9	15	92
	10%	4%	2%	2%	5%	4%	2%	8%	10%	11%	10%	9%	4%	11%l	5%	10%	8%	11%	10%
Personal finances (NET)	335	129	101	66	104	23	48	109	153	73	277	58	81	112	36	95	34	46	329
	35%	32%d	39%d	41%d	26%	35%	33%	40%h	29%	43%h	32%	50%j	49%m	33%	35%	36%	33%	34%	35%

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

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	952	145	148	150	123	217	169	952
WEIGHTED BASE	970	145	158	187	137	194	149	952
	100%	15%	16%	19%	14%	20%	15%	98%
Ageing population/ Social care for the elderly	81 8%	6 4%	3 2%	24 13%	12 9%	15 8%	21 14%	79 8%
AIDS	2 *	- -	- -	- -	2 1%	- -	* *	3 *
Animal welfare	18 2%	2 1%	3 2%	8 4%	2 1%	1 *	2 1%	16 2%
Bird flu/Pandemic flu/Swine flu	3 *	- -	2 1%	1 1%	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	65 7%	2 2%	- -	13 7%	4 3%	31 16%	15 10%	65 7%
Countryside/Rural life	23 2%	1 1%	1 1%	13 7%	3 2%	3 1%	2 1%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	159 16%	16 11%	27 17%	30 16%	32 23%	28 14%	25 17%	149 16%
Defence/Foreign affairs/ International terrorism	66 7%	7 5%	10 7%	16 9%	9 7%	16 8%	7 5%	65 7%
Drug abuse	61 6%	9 6%	13 8%	9 5%	15 11%	9 5%	6 4%	66 7%
Economy/Economic situation	400 41%	52 36%	54 34%	105 56%	54 39%	90 46%	45 30%	372 39%
Education/Schools	146 15%	27 19%	15 10%	47 25%	15 11%	26 13%	15 10%	129 14%

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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	952	145	148	150	123	217	169	952
WEIGHTED BASE	970	145	158	187	137	194	149	952
	100%	15%	16%	19%	14%	20%	15%	98%
Foot and mouth outbreak/Farming crisis	2 *	-	-	-	1 1%	-	1 *	2 *
Housing	110 11%	15 10%	23 15%	24 13%	17 12%	14 7%	18 12%	110 12%
Inflation/Prices	148 15%	20 14%	30 19%	22 12%	38 28%	18 9%	20 14%	140 15%
Local government/ Council tax	30 3%	2 1%	3 2%	11 6%	7 5%	2 1%	6 4%	29 3%
Low pay/Minimum wage/Fair wages	89 9%	11 7%	19 12%	17 9%	25 18%	9 4%	9 6%	96 10%
Morality/ Individual behaviour/ Lifestyle	83 9%	8 6%	9 6%	27 14%	16 12%	17 9%	6 4%	75 8%
National health service/Hospitals/ Healthcare	258 27%	34 23%	24 15%	67 36%	28 20%	68 35%	36 24%	246 26%
Nationalisation/ Government control of institutions	20 2%	1 1%	5 3%	7 4%	2 1%	4 2%	1 1%	20 2%
Northern Ireland	1 *	-	-	1 *	-	-	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	9 1%	-	1 1%	4 2%	-	3 1%	1 1%	8 1%
Pensions/Social security/Benefits	156 16%	17 12%	20 12%	42 23%	21 15%	32 16%	24 16%	150 16%
Petrol prices/Fuel	56 6%	5 3%	6 4%	15 8%	11 8%	11 6%	7 5%	53 6%

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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	952	145	148	150	123	217	169	952
WEIGHTED BASE	970	145	158	187	137	194	149	952
	100%	15%	16%	19%	14%	20%	15%	98%
Pollution/ Environment	71 7%	14 10%	5 3%	23 12%	2 2%	16 8%	10 7%	67 7%
Population levels/ Overpopulation	48 5%	4 3%	7 4%	14 8%	4 3%	14 7%	5 3%	45 5%
Pound/Exchange rate/Value of pound	7 1%	1 *	2 1%	- -	3 2%	1 1%	1 *	8 1%
Poverty/Inequality	159 16%	24 17%	19 12%	43 23%	31 22%	25 13%	18 12%	162 17%
Privatisation	23 2%	1 1%	1 1%	10 5%	3 2%	5 3%	3 2%	23 2%
Public services in general	54 6%	9 6%	4 2%	15 8%	7 5%	10 5%	9 6%	53 6%
Race relations/ Immigration/ Immigrants	401 41%	33 22%	56 36%	73 39%	55 40%	101 52%	83 56%	394 41%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	2 1%	1 1%	10 5%	4 3%	5 2%	- -	19 2%
Taxation	66 7%	3 2%	10 6%	17 9%	17 12%	12 6%	6 4%	61 6%
Trade unions/ Strikes	11 1%	1 1%	3 2%	6 3%	- -	1 *	1 1%	10 1%
Transport/Public transport	47 5%	12 9%	11 7%	8 4%	5 4%	5 2%	6 4%	44 5%
Unemployment/ Factory closure/ Lack of industry	306 32%	47 33%	65 41%	61 33%	50 36%	40 21%	44 29%	309 32%

Respondent type : GB Adults 18+
Fieldwork dates : 10th - 19th January 2014
Number of sample points : 169
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+

	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	952	145	148	150	123	217	169	952
WEIGHTED BASE	970	145	158	187	137	194	149	952
	100%	15%	16%	19%	14%	20%	15%	98%
Other	66	15	8	11	6	19	7	63
	7%	10%	5%	6%	4%	10%	5%	7%
MEAN NUMBER OF MENTIONS	3.47	2.90	3.09	4.26	3.73	3.43	3.22	3.41
STANDARD ERROR	0.08	0.16	0.19	0.30	0.24	0.13	0.13	0.08
ERROR VARIANCE	0.01	0.03	0.04	0.09	0.06	0.02	0.02	0.01
Don't know	94	21	27	3	11	15	18	92
	10%	14%	17%	2%	8%	8%	12%	10%
Personal finances (NET)	335	48	54	73	70	51	40	329
	35%	33%	34%	39%	51%	26%	27%	35%

Respondent type : GB Adults 18+
 Fieldwork dates : 10th - 19th January 2014
 Number of sample points : 169
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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+	952
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952

	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+	952
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952

	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+	952
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952

	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+	952
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	952