

**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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
<b>WEIGHTED BASE</b>	<b>985</b>	481	504	137	167	158	171	138	214	304	329	352	462	523	267	266	213	239	533	452	1011
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Ageing population/ Social care for the elderly	12 1%	3 1%	9 2%	3 2%	-	-	7 4%zde	1 1%	1 *	3 1%	7 2%	2 1%	3 1%	9 2%	1 *	2 1%	3 1%	6 2%p	3 1%	9 2%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	2 *	-	2 *	-	-	-	2 1%zk	-	-	-	2 1%	-	-	2 *	-	2 1%z	-	-	2 *	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	50 5%dio q	29 6%	20 4%	2 2%	3 2%	3 2%	8 5%	10 7%cd ei	24 11%zcd efij	5 2%	11 3%	33 9%zcd eij	8 2%	42 8%	27 10%zmn oq	14 5%oq	9 4%oq	-	41 8%zmo q	9 2%o	57 6%
Countryside/Rural life	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	13 1%p	6 1%	7 1%	4 3%	1 1%	3 2%	3 2%	2 2%	1 1%	5 1%	5 2%	3 1%	7 2%	6 1%	-	3 1%	2 1%	8 3%zlp	3 1%	10 2%zlp	15 1%
Defence/Foreign affairs/ International terrorism	78 8%	34 7%	45 9%	11 8%	10 6%	16 10%	19 11%	8 6%	15 7%	21 7%	34 10%	23 7%	36 8%	42 8%	19 7%	22 8%	22 10%	15 6%	41 8%	37 8%	81 8%
Drug abuse	6 1%	-	6 1%a	-	2 1%	1 *	-	1 1%	2 1%	2 1%	1 *	3 1%	3 1%	3 1%	1 *	* *	1 *	3 1%	2 *	4 1%	7 1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th January 2016  
 Number of sample points : 177  
 Source : Ipsos MORI (JN Q218)

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**BASE: ALL ADULTS AGED 18+**

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	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
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	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Economy/Economic situation	103	64	39	12	14	22	21	11	24	26	43	35	48	56	49	34	11	10	82	21	101
	10%bn	13%zb	8%	9%	8%	14%	12%	8%	11%	8%	13%	10%	10%	11%	18%zn	13%noq	5%	4%	15%zno	5%	10%
Education/Schools	24	9	15	3	5	5	5	4	2	8	10	6	13	11	10	4	8	2	14	10	19
	2%h	2%	3%	2%	3%	3%	3%	3%	1%	3%	3%	2%	3%	2%	4%	1%	4%o	1%	3%	2%o	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	42	28	15	7	8	12	5	7	3	15	17	10	27	15	9	11	12	10	20	22	45
	4%bh	6%zb	3%	5%	5%	7%hk	3%	5%h	2%	5%h	5%h	3%h	6%	3%	3%	4%	6%	4%	4%	5%	4%
Immigration/immigrants	242	116	126	26	45	30	44	35	63	71	74	98	101	142	49	63	65	65	112	130	251
	25%lp	24%	25%	19%	27%	19%	26%	25%	29%zc	23%	22%	28%e	22%	27%	18%	24%	30%zl	27%l	21%	29%zl	25%
Inflation/Prices	15	11	4	1	5	3	2	2	2	6	5	4	10	5	3	2	2	8	5	10	18
	2%	2%	1%	1%	3%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	4%zmp	1%	2%n	2%
Local government/Council tax	6	3	3	1	2	1	-	1	*	3	1	2	4	2	1	3	-	2	5	2	6
	1%	1%	1%	*	1%	1%	-	1%	*	1%	*	1%	1%	*	1%	1%	-	1%	1%	*	1%
Low pay/Minimum wage/Fair wages	23	16	7	4	9	4	2	3	2	13	6	5	17	7	4	5	4	10	9	14	25
	2%	3%	1%	3%	5%zfh	3%	1%	2%	1%	4%zhk	2%	1%	4%	1%	2%	2%	2%	4%zp	2%	3%	2%
Morality/Individual behaviour/Lifestyle	14	4	10	1	3	2	4	2	3	3	6	4	5	8	2	4	4	5	6	8	15
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
National health service/Hospitals/Healthcare	109	38	71	16	19	17	16	19	21	36	33	41	53	57	30	34	20	25	65	45	107
	11%a	8%	14%za	12%	12%	11%	9%	14%	10%	12%	10%	12%	11%	11%	11%	13%	9%	11%	12%	10%	11%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
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	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Nationalisation/ Government control of institutions	1*	1*	-	-	-	-	-	-	1	-	-	1	-	1	-	-	1	1	-	1	2*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	3*	2*	1*	-	-	-	1	-	2	-	1	2	-	3	-	3	1	-	3	1	4*
Pensions/Social security/Benefits	10	4	6	1	-	2	4	*	3	1	6	3	3	7	-	2	3	5	2	8	11
	1%p	1%	1%	1%	-	1%	2%	*	1%	*	2%	1%	1%	1%	-	1%	1%	2%lp	*	2%lp	1%
Petrol prices/Fuel	2*	1*	1*	-	-	-	1	-	1	-	1	1	-	2	-	-	2	-	-	2	2
	*	*	*	-	-	-	1%	-	*	-	*	*	-	*	-	-	1%zp	-	-	1%	*
Pollution/ Environment	25	12	13	1	2	8	4	4	6	3	12	10	11	14	11	7	5	2	18	7	22
	3%io	2%	3%	1%	1%	5%ci	2%	3%	3%	1%	4%i	3%	2%	3%	4%o	3%	2%	1%	3%o	2%	2%
Population levels/ Overpopulation	8	5	2	-	1	1	2	3	1	1	3	4	2	6	2	2	1	3	4	4	9
	1%	1%	*	-	1%	*	1%	2%z	*	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-	2	-	-	2	-	1
	*	*	-	-	1%z	-	-	-	-	1%	-	-	*	-	-	1%	-	-	*	-	*
Poverty/Inequality	57	26	31	12	5	11	9	8	11	17	20	20	28	29	17	17	7	15	34	22	56
	6%	5%	6%	9%	3%	7%	5%	6%	5%	6% <sup>d</sup>	6%	6%	6%	6%	6%	7%	3%	6%	6%	5%	6%
Privatisation	4	2	1	-	3	-	1	-	-	3	1	-	3	1	1	1	1	-	2	1	3
	*	*	*	-	2%zk	-	1%	-	-	1%	*	-	1%	*	1%	*	1%	-	*	*	*
Public services in general	7	4	3	1	2	1	1	2	-	3	2	2	4	3	2	2	2	1	4	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%

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<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
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	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Race relations	10	4	5	3	3	2	-	1	1	6	2	2	8	2	4	1	-	5	5	5	10
	1%	1%	1%	2%	2%	1%	-	1%	*	2%	1%	1%	2%	*	1%	1%	-	2% <sub>n</sub>	1%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	1	-	1	1	2
	*	*	-	-	-	-	-	-	1%	-	-	*	-	*	*	-	*	-	*	*	*
Taxation	5	3	2	2	3	-	-	-	-	5	-	-	5	-	1	1	2	1	2	3	5
	*	1%	*	2% <sub>jk</sub>	2% <sub>jk</sub>	-	-	-	-	2% <sub>zjk</sub>	-	-	1%	-	*	*	1%	*	*	1%	*
Trade unions/ Strikes	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	*	-	-	-	*	-	*
Transport/Public transport	5	5	1	3	-	1	-	1	1	3	1	1	4	1	1	-	1	3	1	4	5
	1%	1%	*	2%	-	1%	-	1%	*	1%	*	*	1%	*	1%	-	*	1%	*	1%	*
Unemployment/ Factory closure/ Lack of industry	33	16	17	9	5	2	5	4	8	15	7	12	16	16	5	6	11	11	11	22	36
	3% <sub>p</sub>	3%	3%	7% <sub>zej</sub>	3%	1%	3%	3%	4%	5%	2%	3%	4%	3%	2%	2%	5% <sub>p</sub>	4%	2%	5% <sub>zp</sub>	4%
Other	25	10	16	2	3	5	1	7	8	5	6	15	9	16	10	8	5	2	18	7	27
	3% <sub>oq</sub>	2%	3%	1%	2%	3%	1%	5% <sub>fi</sub>	4%	2%	2%	4% <sub>zfi</sub>	2%	3%	4% <sub>o</sub>	3%	2%	1%	3% <sub>oo</sub>	1%	3%
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	45	20	25	13	12	8	3	2	7	25	11	9	33	12	7	9	10	19	16	29	48
	5% <sub>gkp</sub>	4%	5%	10% <sub>zfg</sub>	7% <sub>fgk</sub>	5%	2%	1%	3%	8% <sub>zfg</sub>	3%	3%	7%	2%	3%	3%	5%	8% <sub>zlm</sub>	3%	7% <sub>zlp</sub>	5%
Personal finances (NET)	98	54	44	16	20	18	14	13	16	36	32	29	54	43	24	25	15	34	49	49	101
	10%	11%	9%	12%	12%	12%	8%	10%	7%	12%	10%	8%	12%	8%	9%	9%	7%	14% <sub>znp</sub>	9%	11% <sub>n</sub>	10%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL		
	TOTAL (z)	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)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011	
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011	
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%	
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	10 1%	1 2%j	1 1%	4 1%	3 1%	6 2%j	5 2%j	2 1%	-	-	-	2 1%	4 1%	4 3%	2 1%	6 1%	6 2%	11 1%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> <b>*</b>	2 *	-	-	-	-	2 1%	2 1%	-	-	-	-	-	2 1%	-	-	2 *	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	<b>50</b> 5%noq	46 5%	1 2%	2 3%	12 4%	10 4%	16 5%	15 6%	21 6%i	4 3%	14 5%i	10 7%	37 12%zmn opq	8 3%	-	5 2%	45 7%zmn oq	5 1%	57 6%	
Countryside/Rural life	<b>1</b> <b>*</b>	-	1 2%zad eghj	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>13</b> 1%p	10 1%	2 5%zag hk	1 1%	5 2%	4 2%	5 2%	2 1%	3 1%	3 2%hj	3 1%	-	2 1%	2 1%	4 3%lp	4 2%	4 1%	8 2%lp	15 1%	
Defence/Foreign affairs/ International terrorism	<b>78</b> <b>8%</b>	62 7%	7 14%ei	9 10%	24 7%	15 6%	29 9%	21 8%	26 7%	6 4%	18 6%	12 8%	24 8%	26 9%	13 9%	13 6%	51 8%	26 7%	81 8%	
Drug abuse	<b>6</b> <b>1%</b>	5 1%	-	1 1%	4 1%	3 1%	-	-	2 1%	1 1%	1 *	-	3 1%	1 *	-	1 1%	4 1%	1 *	7 1%	

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<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Economy/Economic situation	<b>103</b>	88	6	9	25	16	37	31	41	14	33	20	35	39	9	15	74	24	101
	10%de	10%e	12%	11%	8%	7%	12%e	12%e	11%	11%	12%e	14%e	11%q	13%noq	6%	7%	12%znq	7%	10%
Education/Schools	<b>24</b>	21	1	1	7	5	2	1	15	4	11	6	3	16	2	4	19	5	19
	2%fgl	3%fg	2%	1%	2%	2%	1%	*	4%zafg	3%g	4%fg	4%fg	1%	6%zlnpq	1%	2%	3%l	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>42</b>	42	1	-	5	5	6	5	31	18	26	8	9	7	8	16	16	24	45
	4%defp	5%cdefg	2%	-	1%	2%	2%	2%	9%zacd	14%zabcd	10%zabcd	6%cd	3%	2%	6%	8%zlm	3%	7%zlm	4%
Immigration/immigrants	<b>242</b>	211	12	19	87	69	82	70	73	20	54	34	91	69	29	47	160	77	251
	25%hi	25%hi	23%	22%	27%hi	29%hi	27%hi	28%hi	20%hi	15%	20%hi	24%	29%zq	23%	21%	23%	26%	22%	25%
Inflation/Prices	<b>15</b>	15	-	-	2	2	6	6	7	5	7	1	3	1	5	6	3	11	18
	2%p	2%	-	-	1%	1%	2%	2%	2%	4%zadeh	2%	1%	1%	*	4%zlm	3%mp	1%	3%zlm	2%
Local government/Council tax	<b>6</b>	6	-	*	*	-	1	1	4	2	4	3	*	3	1	1	3	2	6
	1%	1%	-	1%	*	-	*	*	1%	1%	2%	2%	*	1%	*	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	<b>23</b>	20	1	2	8	6	10	9	5	5	5	-	4	2	5	11	5	16	25
	2%lmp	2%	3%	3%	2%	2%	3%	3%	1%	4%hjk	2%	-	1%	1%	3%mp	5%zlm	1%	4%zlm	2%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th January 2016  
Number of sample points : 177  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	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)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Morality/ Individual behaviour/ Lifestyle	<b>14</b> <b>1%</b>	11 1%	- -	3 3%	5 1%	2 1%	2 1%	2 1%	7 2%	2 2%	6 2%	4 3%	6 2%	2 1%	3 2%	3 1%	8 1%	6 2%	15 1%
National health service/Hospitals/ Healthcare	<b>109</b> 11%	94 11%	9 18%cfg hij	6 7%	47 15%za cghij	41 17%za cdgh ijk	29 10%g	20 8%	33 9%	11 8%	23 8%	12 9%	25 8%	47 16%zl opq	17 12%	19 9%	72 12%l	36 10%	107 11%
Nationalisation/ Government control of institutions	<b>1</b> *	1 *	- -	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>3</b> *	3 *	- -	1 1%	1 *	- -	2 1%	2 1%	1 *	- -	1 *	1 1%	2 1%	1 *	- -	- -	3 1%	- -	4 *
Pensions/Social security/Benefits	<b>10</b> <b>1%</b>	7 1%	- -	3 4%zae fg	5 1%e	2 1%	2 1%	2 1%	4 1%	1 1%	3 1%	2 1%	5 2%mp	- -	3 2%m	2 1%	5 1%	5 1%	11 1%
Petrol prices/Fuel	<b>2</b> *	1 *	- -	1 1%	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 *
Pollution/ Environment	<b>25</b> <b>3%</b>	21 3%	1 1%	3 4%	6 2%	3 1%	5 2%	5 2%	14 4%	3 2%	11 4%ei	9 6%zad ef	12 4%q	8 3%	2 1%	3 1%	20 3%	5 1%	22 2%
Population levels/ Overpopulation	<b>8</b> <b>1%</b>	7 1%	1 1%	- -	1 *	1 *	1 *	1 *	6 2%	2 2%	3 1%	1 1%	2 1%	2 1%	2 2%	1 1%	4 1%	3 1%	9 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Pound/Exchange rate/Value of pound	<b>2</b> *	2 *	-	-	-	-	-	-	2 *	-	2 1%	2 1%	-	2 1%	-	-	2 *	-	1 *
Poverty/Inequality	<b>57</b> <b>6%</b>	46 5%	3 6%	8 9%g	21 7%	13 6%	12 4%	9 3%	24 7%	7 5%	19 7%	12 8%	15 5%	14 5%	9 6%	18 9%	29 5%	27 8%	56 6%
Privatisation	<b>4</b> *	4 *	-	-	1 *	1 *	1 *	1 *	1 *	-	-	-	1 *	1 *	-	1 1%	2 *	1 *	3 *
Public services in general	<b>7</b> <b>1%</b>	6 1%	-	1 1%	5 1%	4 2%j	1 *	1 *	1 *	-	-	-	2 *	3 1%	1 1%	1 *	5 1%	2 1%	7 1%
Race relations	<b>10</b> <b>1%</b>	9 1%	-	1 1%	4 1%	4 1%	4 1%	4 2%	1 *	1 1%	1 *	-	2 1%	2 1%	2 1%	4 2%	4 1%	6 2%	10 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>1</b> *	-	-	1 1%zaf h	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	1 *	1 *	2 *
Taxation	<b>5</b> *	5 1%	-	-	2 1%	2 1%	-	-	3 1%	3 2%zaf ghj	3 1%	-	1 *	1 *	1 1%	2 1%	2 *	3 1%	5 *
Trade unions/ Strikes	<b>1</b> *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *
Transport/Public transport	<b>5</b> <b>1%</b>	5 1%	-	-	-	-	2 1%	2 1%	4 1%	3 2%zad ej	3 1%	-	1 *	3 1%	-	1 *	4 1%	1 *	5 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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	TOTAL (z)	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)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Unemployment/ Factory closure/ Lack of industry	<b>33</b>	24	2	6	14	8	13	11	6	3	5	2	9	5	7	10	14	17	36
	3% <sup>hp</sup>	3%	4%	7% <sup>zah</sup> jk	4% <sup>h</sup>	3%	4%	4%	2%	3%	2%	1%	3%	2%	5%	5%	2%	5% <sup>p</sup>	4%
Other	<b>25</b>	22	-	4	8	4	6	6	12	3	6	3	11	7	3	4	18	6	27
	3%	3%	-	4%	2%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>45</b>	44	-	1	17	16	17	17	11	10	10	-	6	11	11	16	16	27	48
	5% <sup>kip</sup>	5% <sup>zhk</sup>	-	1%	5% <sup>ck</sup>	7% <sup>hk</sup>	6% <sup>k</sup>	7% <sup>hk</sup>	3%	8% <sup>bch</sup> jk	4%	-	2%	4%	8% <sup>zlp</sup>	8% <sup>zlp</sup>	3%	8% <sup>zlp</sup>	5%
Personal finances (NET)	<b>98</b>	82	5	11	32	21	30	25	36	17	30	13	21	18	19	35	40	54	101
	10% <sup>lm</sup> p	10%	9%	13%	10%	9%	10%	10%	10%	13%	11%	9%	7%	6%	13% <sup>lm</sup> p	16% <sup>zlm</sup> p	7%	15% <sup>zl</sup> mp	10%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Ageing population/ Social care for the elderly	<b>12</b> 1% <sup>m</sup>	9 2%	- -	3 1%	- -	1 1%	4 1%	- -	11 1%	1 3%	4 5% <sup>zm</sup>	- -	5 2%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> *	2 1%	- -	- -	- -	2 1% <sup>zi</sup>	- -	- -	- -	- -	- -	2 1%	- -	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	<b>50</b> 5% <sup>gi</sup>	19 5%	5 4%	26 6%	- -	26 12% <sup>zgi</sup>	6 2%	3 11%	24 3%	5 12% <sup>gi</sup>	1 1%	31 8% <sup>zl</sup>	5 2%	57 6%
Countryside/Rural life	<b>1</b> *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>13</b> 1%	6 2%	1 1%	6 1%	- -	1 *	4 1%	- -	12 2%	2 6% <sup>zf</sup>	1 1%	3 1%	6 2%	15 1%
Defence/Foreign affairs/ International terrorism	<b>78</b> 8% <sup>g</sup>	34 8%	7 6%	37 8%	5 14%	24 11% <sup>g</sup>	10 4%	2 6%	55 7% <sup>g</sup>	4 10%	8 10%	31 8%	31 10%	81 8%
Drug abuse	<b>6</b> 1%	1 *	- -	4 1%	- -	1 *	2 1%	- -	5 1%	- -	- -	1 *	2 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/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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<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Economy/Economic situation	<b>103</b>	49	6	49	4	33	26	2	70	1	3	53	29	101
	10%il	12%	5%	11%	10%	15%zi	9%	6%	9%	4%	4%	14%zl	10%	10%
Education/Schools	<b>24</b>	16	3	5	-	3	3	6	21	1	-	10	7	19
	2%c	4%c	3%	1%	-	1%	1%	20%	3%g	4%	-	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>42</b>	23	4	16	2	5	20	2	38	-	5	9	14	45
	4%m	5%	3%	3%	5%	2%	7%zfi	5%	5%	-	5%	2%	5%	4%
Immigration/immigrants	<b>242</b>	92	37	113	12	67	49	3	176	18	27	86	65	251
	25%gi	22%	30%	25%	31%	31%zg	18%	9%	23%g	48%zg	33%	23%	21%	25%
Inflation/Prices	<b>15</b>	5	2	8	1	1	7	-	15	-	2	3	5	18
	2%	1%	2%	2%	2%	*	2%	-	2%	-	2%	1%	2%	2%
Local government/Council tax	<b>6</b>	3	1	2	-	-	3	-	6	-	2	4	3	6
	1%	1%	1%	*	-	-	1%	-	1%	-	2%z	1%	1%	1%
Low pay/Minimum wage/Fair wages	<b>23</b>	15	2	6	1	1	11	-	23	-	2	6	7	25
	2%cf	4%c	1%	1%	2%	*	4%f	-	3%zf	-	3%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	<b>14</b>	3	2	9	-	4	2	-	10	*	1	5	5	15
	1%	1%	1%	2%	-	2%	1%	-	1%	1%	1%	1%	2%	1%
National health service/Hospitals/Healthcare	<b>109</b>	50	17	42	1	20	40	3	90	3	7	50	35	107
	11%	12%	14%	9%	2%	9%	14%z	8%	12%	7%	8%	13%	11%	11%

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	<b>100%</b>	<b>42%</b>	<b>12%*</b>	<b>45%</b>	<b>4%*</b>	<b>22%</b>	<b>28%</b>	<b>3%**</b>	<b>78%</b>	<b>4%*</b>	<b>8%*</b>	<b>38%</b>	<b>31%</b>	<b>103%</b>
Nationalisation/ Government control of institutions	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	3 *	1 *	-	2 1%	-	1 1%	1 *	-	2 *	-	-	3 1%	-	4 *
Pensions/Social security/Benefits	10 1%	1 *	3 3%a	6 1%	* 1%	3 1%	2 1%	-	7 1%	-	3 3%	2 1%	3 1%	11 1%
Petrol prices/Fuel	2 *	1 *	-	1 *	-	-	-	-	2 *	-	-	1 *	1 *	2 *
Pollution/ Environment	25 3%	10 2%	5 4%	10 2%	1 2%	2 1%	8 3%	4 13%	23 3%	-	-	13 4%	11 4%	22 2%
Population levels/ Overpopulation	8 1%	1 *	2 2%	4 1%	-	2 1%	3 1%	1 2%	5 1%	-	1 1%	2 *	-	9 1%
Pound/Exchange rate/Value of pound	2 *	2 *	-	-	-	2 1%i	-	-	-	-	-	2 *	2 1%	1 *
Poverty/Inequality	57 6%f	20 5%	10 8%	27 6%	2 5%	3 1%	27 10%zfi	2 6%	54 7%zfi	1 2%	6 7%	19 5%	23 7%	56 6%
Privatisation	4 *	2 1%	-	1 *	-	-	4 1%zi	-	4 *	-	-	2 1%	1 *	3 *
Public services in general	7 1%	2 *	2 2%	3 1%	-	1 *	1 *	-	6 1%	-	1 1%	4 1%	2 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th January 2016  
Number of sample points : 177  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Race relations	<b>10</b> <b>1%</b>	3 1%	1 *	6 1%	2 4%za	- -	2 1%	1 3%	10 1%	- -	2 3%	2 1%	4 1%	10 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>1</b> <b>*</b>	- -	- -	1 *	- -	1 *	- -	1 2%	1 *	- -	1 1%	1 *	- -	2 *
Taxation	<b>5</b> <b>*</b>	4 1%	- -	1 *	- -	- -	2 1%	- -	5 1%	- -	- -	1 *	3 1%	5 *
Trade unions/ Strikes	<b>1</b> <b>*</b>	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *
Transport/Public transport	<b>5</b> 1%c	4 1%	1 1%	1 *	- -	- -	3 1%	- -	5 1%	1 2%fi	- -	- -	3 1%	5 *
Unemployment/ Factory closure/ Lack of industry	<b>33</b> <b>3%</b>	10 2%	2 1%	22 5%z	4 10%zab	4 2%	13 5%	* 1%	28 4%	- -	5 6%	8 2%	8 3%	36 4%
Other	<b>25</b> <b>3%</b>	10 2%	1 1%	14 3%	- -	3 1%	7 3%	3 8%	22 3%	1 2%	- -	13 3%	8 2%	27 3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>45</b> 5%m	15 4%	8 7%	22 5%	4 10%	5 2%	17 6%	- -	40 5%	- -	3 3%	5 1%	19 6%	48 5%
Personal finances (NET)	<b>98</b> 10%f	42 10%	14 12%	42 9%	4 9%	4 2%	45 16%zfi	2 6%	94 12%zf	1 2%	10 12%	29 8%	36 12%	101 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m  
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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m  
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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	1 *	4 1%	4 4%zat	2 1%	3 1%	2 1%	3 1%	6 1%	3 2%	11 1%	1 1%	1 *	8 2%	- -	3 1%	1 1%	2 2%	- -	2 1%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> *	2 1%	-	-	-	-	-	-	2 *	-	2 *	-	-	2 1%	-	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	<b>50</b> 5%kv	16 6%	13 3%	5 5%	23 5%	16 7%b	5 3%	9 4%	25 5%	16 8%zg	49 6%zk	1 1%	5 3%	20 6%	16 15%zqs	12 6%	7 9%	5 5%	-	23 11%zv	57 6%
Countryside/Rural life	<b>1</b> *	1 *	1 *	-	-	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>13</b> 1%b	3 1%	2 *	13 13%zabe ft	3 1%	3 2%	1 1%	2 1%	12 2%	-	12 1%	2 1%	1 1%	6 2%	-	3 1%	1 2%	1 1%	-	3 1%	15 1%
Defence/Foreign affairs/ International terrorism	<b>78</b> 8%tv	15 6%	35 9%t	9 9%	19 4%	78 35%zabc ft	14 9%t	19 8%	38 7%	21 11%	72 8%	6 5%	20 11%	21 6%	10 9%	18 9%	6 8%	12 13%	-	19 9%v	81 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Drug abuse	<b>6</b> 1%	1	2	1	-	-	-	3	3	-	3	2	1	-	-	1	-	1	-	-	7
		*	*	1%	-	-	-	1%	1%	-	*	2%j	1%	-	-	1%	-	1%	-	-	1%
Economy/Economic situation	<b>103</b> 10%tv	103	36	9	32	21	17	22	66	16	95	8	18	37	16	21	11	8	-	32	101
		40%zbc	10%	9%	7%	9%	10%	9%	12%	8%	11%	7%	10%	10%	15%	11%	13%	8%	-	16%zv	10%
Education/Schools	<b>24</b> 2%aetg v	2	9	-	4	-	24	2	14	8	22	1	10	9	2	2	1	1	-	4	19
		1%	2%e	-	1%	-	15%zabc	1%	2%	4%g	3%	1%	6%z	2%	2%	1%	1%	2%	-	2%v	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>42</b> 4%lsv	12	10	4	16	6	4	15	24	4	34	8	1	27	6	10	2	1	-	16	45
		4%	3%	4%	4%	3%	3%	6%i	4%	2%	4%	7%	*	7%zl	6% s	5% s	2%	1%	-	8%zv	4%
Immigration/immigrants	<b>242</b> 25%aef pw	38	81	21	242	39	25	49	154	39	218	22	46	86	13	68	37	31	242	-	251
		15%	21%a	21%	54%zab	17%	15%	20%	27%zg	21%	25%	18%	26%	24%	13%	34%zp	45%zpq	33%zp	100%zw	-	25%
Inflation/Prices	<b>15</b> 2%aj	1	5	1	3	2	1	7	8	1	9	7	3	5	-	1	-	1	-	3	18
		*	1%	1%	1%	1%	*	3%	1%	*	1%	6%zi	2%	1%	-	1%	-	1%	-	2%	2%
Local government/Council tax	<b>6</b> 1%	2	4	1	1	-	3	1	5	-	5	1	3	1	1	-	-	-	-	1	6
		1%	1%	1%	*	-	2%	*	1%	-	1%	1%	1%	*	1%	-	-	-	-	1%	1%
Low pay/Minimum wage/Fair wages	<b>23</b> 2%etv	4	5	2	5	1	1	9	10	4	18	6	4	13	1	8	1	5	-	5	25
		2%	1%	2%	1%	*	1%	4%	2%	2%	2%	5%	2%	4%	1%	4%	1%	5%	-	2%v	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Morality/ Individual behaviour/ Lifestyle	<b>14</b> 1%t	1 *	3 1%	1 1%	1 *	2 1%	3 2%	5 2%	8 1%	1 *	11 1%	2 2%	3 1%	2 1%	- -	2 1%	- -	2 2%	- -	1 1%	15 1%
National health service/Hospitals/ Healthcare	<b>109</b> 11%aqv	19 7%	109 29%zac eft	11 11%	40 9%	30 13%at	35 21%zace t	21 9%	70 13%	19 10%	97 11%	12 10%	29 16%	35 10%	10 10%	15 7%	4 5%	11 11%q	- -	40 19%zv	107 11%
Nationalisation/ Government control of institutions	<b>1</b> *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 1%z	- -	- -	2 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	<b>3</b> *	1 *	1 *	- -	2 *	- -	- -	- -	2 *	2 1%	3 *	- -	1 1%	- -	1 1%	1 1%	1 1%	- -	- -	2 1%	4 *
Pensions/Social security/Benefits	<b>10</b> 1%	1 *	2 1%	1 1%	5 1%	- -	* *	1 *	8 1%	1 1%	10 1%	- -	3 1%	2 1%	- -	6 3%z	4 5%zp	1 1%	- -	5 2%v	11 1%
Petrol prices/Fuel	<b>2</b> *j	- -	- -	- -	1 *	- -	- -	1 1%	1 *	- -	1 *	1 1%zj	1 1%	- -	- -	- -	- -	- -	- -	1 *	2 *
Pollution/ Environment	<b>25</b> 3%bev	7 3%	4 1%	- -	11 2%b	2 1%	5 3%b	4 2%	16 3%	6 3%	24 3%	1 1%	- -	14 4%l	2 2%	2 1%	1 2%	- -	- -	11 5%zv	22 2%
Population levels/ Overpopulation	<b>8</b> 1%	2 1%	4 1%t	- -	- -	1 *	2 1%	1 *	4 1%	3 2%	8 1%	- -	- -	3 1%	2 2%	1 1%	- -	- -	- -	- -	9 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Pound/Exchange rate/Value of pound	2*	2	-	-	-	-	2	-	-	2	2	-	-	2	2	-	-	-	-	-	1
	*	1%	-	-	-	-	1%zt	-	-	1%zh	*	-	-	*	2%z	-	-	-	-	-	*
Poverty/Inequality	57	9	23	4	12	9	10	14	27	17	50	6	12	17	7	6	-	4	-	12	56
	6%tarv	3%	6%t	4%	3%	4%	6%t	6%	5%	9%h	6%	5%	7%	5%	7%r	3%	-	4%	-	6%v	6%
Privatisation	4*	-	-	1	-	1	-	-	4	-	4	-	-	2	1	-	-	-	-	-	3
	*	-	-	1%bt	-	1%	-	-	1%	-	*	-	-	1%	1	-	-	-	-	-	*
Public services in general	7	-	1	-	-	1	-	3	2	2	7	-	3	1	1	-	-	-	-	-	7
	1%	-	*	-	-	*	-	1%	*	1%	1%	-	2%	*	1%	-	-	-	-	-	1%
Race relations	10	-	1	1	3	-	3	5	3	2	7	3	1	3	1	1	-	-	-	3	10
	1%b	-	*	1%	1%	-	2%	2%	1%	1%	1%	2%	*	1%	1%	*	-	-	-	2%	1%
Scottish/Welsh assembly/Devolution/Constitutional reform	1*	-	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	2
	*	-	*	-	*	-	-	-	-	1%	*	-	-	-	-	-	-	-	-	*	*
Taxation	5	1	-	-	-	-	-	3	2	-	2	3	2	2	1	4	2	-	-	-	5
	*j	*	-	-	-	-	-	1%	*	-	*	3%zj	1%	1%	1%	2%z	3%z	-	-	-	*
Trade unions/ Strikes	1	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1
	*	-	*	-	-	-	-	-	-	*	*	-	-	-	1%	-	-	-	-	-	*
Transport/Public transport	5	-	1	1	1	-	-	2	3	1	3	2	-	5	2	1	-	-	-	1	5
	1%	-	*	1%	*	-	-	1%	*	*	*	2%	-	1%	2%	1%	-	-	-	*	*
Unemployment/Factory closure/Lack of industry	33	8	9	3	9	3	4	10	20	3	23	10	6	7	4	4	1	3	-	9	36
	3%etjv	3%	2%	3%	2%	1%	3%	4%	4%	2%	3%	8%zj	3%	2%	3%	2%	1%	3%	-	4%v	4%

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 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Other	<b>25</b>	6	8	4	9	6	1	8	6	11	23	1	-	11	4	3	2	1	-	9	27
	3%hv	2%	2%	4%	2%	3%	1%	3%h	1%	6%zh	3%	1%	-	3%l	4%	1%	2%	1%	-	4%v	3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>45</b>	3	4	2	4	2	2	23	20	3	31	13	8	16	1	6	1	4	-	4	48
	5%abef	1%	1%	2%	1%	1%	1%	9%zhi	3%	1%	4%	11%zi	4%	4%	1%	3%	1%	4%	-	2%	5%
Personal finances (NET)	<b>98</b>	13	33	6	21	12	12	31	45	21	77	20	20	35	8	15	1	9	-	21	101
	10%aeth	5%	9%t	6%	5%	5%	7%	13%h	8%	12%	9%	17%zi	11%	10%	7%r	7%r	1%	10%r	-	10%v	10%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

**ISSUES INDEX (FINAL)**

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

	SEX			AGE											SOCIAL GRADE						UNWTD TOTAL
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
<b>WEIGHTED BASE</b>	<b>985</b>	481	504	137	167	158	171	138	214	304	329	352	462	523	267	266	213	239	533	452	1011
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Ageing population/ Social care for the elderly	<b>85</b> 9% <sup>a</sup>	31 6%	54 11% <sup>za</sup>	10 7%	9 5%	8 5%	24 14% <sup>zd</sup>	14 10%	20 9%	19 6%	32 10% <sup>e</sup>	34 10%	27 6%	58 11%	26 10%	20 8%	22 10%	17 7%	46 9%	39 9%	80 8%
AIDS	<b>3</b> *	2 *	1 *	2 2% <sup>zj</sup>	-	-	-	-	1 *	2 1%	-	1 *	2 *	1 *	2 1%	-	1 *	-	2 *	1 *	2 *
Animal welfare	<b>10</b> 1% <sup>a</sup>	2 *	8 2%	-	-	-	6 3% <sup>zde</sup>	-	4 2% <sup>i</sup>	-	6 2% <sup>i</sup>	4 1%	-	10 2%	-	5 2% <sup>lp</sup>	1 *	4 2% <sup>i</sup>	5 1%	5 1%	9 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>155</b> 16% <sup>bd</sup> ioq	95 20% <sup>zb</sup>	60 12%	18 13%	13 8%	17 11%	28 16% <sup>d</sup>	23 17% <sup>di</sup>	56 26% <sup>zc</sup> defgi jk	30 10%	45 14%	79 23% <sup>zc</sup> degij	47 10%	107 20%	80 30% <sup>zm</sup> nopq	33 12% <sup>o</sup>	37 17% <sup>oq</sup>	4 2%	113 21% <sup>zmo</sup> q	41 9% <sup>o</sup>	153 15%
Countryside/Rural life	<b>20</b> 2% <sup>i</sup>	12 3%	8 2%	-	2 1%	2 1%	6 4% <sup>ci</sup>	5 4% <sup>ci</sup>	5 2%	2 1%	9 3%	10 3% <sup>i</sup>	4 1%	16 3%	6 2%	5 2%	6 3%	3 1%	11 2%	9 2%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>100</b> 10% <sup>ap</sup>	37 8%	63 12% <sup>za</sup>	14 10%	21 13%	13 8%	20 12%	13 9%	18 9%	35 11%	34 10%	31 9%	48 10%	52 10%	18 7%	21 8%	26 12% <sup>p</sup>	36 15% <sup>zlm</sup> p	39 7%	61 14% <sup>zl</sup> mp	97 10%
Defence/Foreign affairs/ International terrorism	<b>227</b> 23% <sup>o</sup>	109 23%	118 23%	32 24%	34 21%	42 26%	47 27%	28 20%	43 20%	67 22%	89 27%	71 20%	109 24%	118 23%	64 24% <sup>o</sup>	68 26% <sup>o</sup>	60 28% <sup>oq</sup>	34 14%	133 25% <sup>o</sup>	94 21% <sup>o</sup>	225 22%
Drug abuse	<b>47</b> 5%	20 4%	27 5%	11 8% <sup>fhj</sup>	12 7% <sup>j</sup>	5 3%	4 3%	8 6%	7 3%	23 8% <sup>zfh</sup>	9 3%	15 4%	28 6%	19 4%	9 3%	9 4%	7 3%	22 9% <sup>zlm</sup> npq	19 3%	28 6% <sup>zn</sup>	50 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used.  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th January 2016  
 Number of sample points : 177  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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**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
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<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
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	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Economy/Economic situation	259	152	108	23	35	51	55	43	52	59	106	95	110	150	96	76	45	44	171	88	268
	26%bc	32%zb	21%	17%	21%	32%cd	32%cd	31%ci	24%	19%	32%zc	27%ci	24%	29%	36%zn	28%oq	21%	18%	32%zn	20%	27%
						i	i				di				oq				oq		
Education/Schools	164	59	104	15	20	30	40	29	30	35	69	59	65	99	64	56	25	20	119	44	148
	17%ai	12%	21%za	11%	12%	19%	23%zc	21%cd	14%	12%	21%zc	17%	14%	19%	24%zn	21%zn	11%	8%	22%zn	10%	15%
							dhi	i			dhi				oq				oq		
Foot and mouth outbreak/Farming crisis	3	*	3	-	1	1	-	-	1	1	1	1	2	1	-	2	1	*	2	1	4
	*	*	1%	-	*	1%	-	-	1%	*	*	*	*	*	-	1%	*	*	*	*	*
Housing	169	82	87	21	25	44	27	21	30	46	71	52	90	79	49	48	35	37	97	72	166
	17%	17%	17%	16%	15%	28%zc	16%	15%	14%	15%	22%zf	15%	19%	15%	18%	18%	16%	15%	18%	16%	16%
						dfghi					hk										
						jk															
Immigration/immigrants	450	211	239	48	73	64	85	58	122	121	149	180	185	265	122	112	113	103	234	216	454
	46%ci	44%	47%	35%	44%	40%	50%c	42%	57%zc	40%	45%	51%zc	40%	51%	46%	42%	53%zm	43%	44%	48%o	45%
									degij			egi					op				
									k												
Inflation/Prices	74	46	28	10	19	17	12	7	8	29	30	16	46	28	7	22	16	30	28	46	83
	8%bh	10%zb	6%	7%	11%hk	11%hk	7%	5%	4%	9%hk	9%hk	4%	10%	5%	3%	8%lp	8%l	12%zlp	5%l	10%zlp	8%
Local government/Council tax	34	18	16	7	10	3	5	6	4	17	8	9	20	14	8	6	9	11	15	19	32
	3%	4%	3%	5%	6%hj	2%	3%	4%	2%	6%zh	2%	3%	4%	3%	3%	2%	4%	5%	3%	4%	3%
Low pay/Minimum wage/Fair wages	113	65	49	22	28	21	14	15	14	49	35	29	70	43	27	16	30	40	43	71	116
	12%hk	13%	10%	16%hk	17%zf	13%h	8%	11%	6%	16%zf	11%	8%	15%	8%	10%	6%	14%mp	17%zlm	8%	16%zm	11%
				hk						hk							p			p	
Morality/Individual behaviour/Lifestyle	47	15	32	4	3	7	11	9	13	7	18	22	14	34	13	13	11	11	26	22	49
	5%ai	3%	6%za	3%	2%	4%	7%i	7%di	6%di	2%	5%	6%di	3%	6%	5%	5%	5%	4%	5%	5%	5%

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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
<b>WEIGHTED BASE</b>	<b>985</b>	481	504	137	167	158	171	138	214	304	329	352	462	523	267	266	213	239	533	452	1011
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
National health service/Hospitals/Healthcare	<b>379</b> 38%ac ioq	159 33%	220 44%za	38 28%	53 32%	71 45%cd i	74 43%ci i	60 43%cd i	83 39%ci i	91 30%	145 44%zc di	143 41%ci	162 35%	217 41%	121 45%zn oq	116 43%no q	73 34%	70 29%	237 44%zn oq	143 32%	372 37%
Nationalisation/ Government control of institutions	<b>19</b> 2%im	12 3%	7 1%	-	-	4 2%i	4 2%i	4 3%di i	8 4%zcd i	-	8 2%i	12 3%zcd i	4 1%	15 3%	11 4%zmp	1 *	4 2%	4 2%	11 2%m	8 2%	20 2%
Northern Ireland	<b>3</b> *	3 1%	1 *	-	1 *	2 1%	-	-	1 *	1 *	2 1%	1 *	2 *	1 *	3 1%	1 *	-	-	3 1%	-	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>18</b> 2%	6 1%	12 2%	1 1%	1 1%	4 2%	2 1%	3 2%	7 3%i	2 1%	6 2%	10 3%	6 1%	12 2%	5 2%	7 3%	3 1%	3 1%	12 2%	6 1%	17 2%
Pensions/Social security/Benefits	<b>100</b> 10%	46 10%	54 11%	13 9%	13 8%	11 7%	24 14%	18 13%	21 10%	26 8%	35 11%	39 11%	37 8%	63 12%	25 9%	33 13%	22 10%	19 8%	59 11%	41 9%	98 10%
Petrol prices/Fuel	<b>17</b> 2%hk	10 2%	7 1%	5 4%hk	3 2%	3 2%	4 3%	2 1%	1 *	8 3%	7 2%	2 1%	10 2%	7 1%	3 1%	3 1%	4 2%	6 3%	7 1%	11 2%	16 2%
Pollution/ Environment	<b>97</b> 10%dio q	40 8%	56 11%	9 7%	9 5%	19 12%i	23 13%di	16 11%i	21 10%	18 6%	42 13%di	37 10%i	37 8%	60 11%	40 15%zoq	24 9%	18 8%	14 6%	64 12%zmo q	32 7%	92 9%
Population levels/ Overpopulation	<b>50</b> 5%ci	31 6%	19 4%	1 1%	6 4%	9 5%c	8 5%	9 7%ci	17 8%zci	7 2%	17 5%c	26 7%zci	16 3%	34 7%	14 5%	14 5%	10 5%	11 5%	29 5%	21 5%	53 5%
Pound/Exchange rate/Value of pound	<b>5</b> 1%	3 1%	2 *	1 1%	2 1%	-	-	1 1%	1 1%	3 1%	-	2 1%	3 1%	2 *	1 *	3 1%	-	1 1%	4 1%	1 *	5 *
Poverty/Inequality	<b>172</b> 17%nq	74 15%	98 19%	22 16%	28 17%	37 23%h	26 15%	28 20%	30 14%	50 17%	63 19%	58 16%	88 19%	84 16%	53 20%nq	58 22%zn	24 11%	36 15%	111 21%zn	60 13%	170 17%

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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	525	486	126	161	133	153	174	264	287	286	438	420	591	235	298	218	260	533	478	1011
<b>WEIGHTED BASE</b>	<b>985</b>	481	504	137	167	158	171	138	214	304	329	352	462	523	267	266	213	239	533	452	1011
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
Privatisation	<b>25</b>	12	12	4	5	3	5	4	5	9	7	9	11	13	12	6	3	4	17	7	22
	<b>2%</b>	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	4%q	2%	2%	2%	3%	2%	2%
Public services in general	<b>62</b>	33	29	5	12	6	18	10	9	18	24	20	24	38	17	17	13	15	35	28	60
	<b>6%</b>	7%	6%	4%	7%	4%	11%zeh	8%	4%	6%	7%e	6%	5%	7%	6%	7%	6%	6%	6%	6%	6%
Race relations	<b>41</b>	20	21	5	7	8	6	6	9	11	15	15	19	21	15	5	5	16	20	21	40
	<b>4%</b> m	4%	4%	3%	4%	5%	4%	5%	4%	4%	4%	4%	4%	4%	6% <sub>m</sub>	2%	2%	7% <sub>zmn</sub>	4% <sub>m</sub>	5% <sub>n</sub>	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b>	11	1	1	-	4	2	1	4	1	6	5	5	7	3	2	6	-	6	6	14
	<b>1%</b> b	2% <sub>zb</sub>	*	1%	-	3% <sub>i</sub>	1%	1%	2%	*	2%	1%	1%	1%	1%	1%	3% <sub>z</sub> oq	-	1%	1%	1%
Taxation	<b>50</b>	28	22	6	20	9	7	4	4	27	15	9	35	15	7	13	15	16	20	30	51
	<b>5%</b> hkl p	6%	4%	5%	12% <sub>zcf</sub> ghijk	5%	4%	3%	2%	9% <sub>zcg</sub> hk	5%	2%	8%	3%	3%	5%	7% <sub>l</sub>	7% <sub>l</sub>	4%	7% <sub>zlp</sub>	5%
Trade unions/ Strikes	<b>9</b>	6	3	2	-	2	3	-	1	2	5	1	5	4	5	4	-	-	9	-	8
	<b>1%</b>	1%	1%	2%	-	1%	2%	-	1%	1%	2%	*	1%	1%	2% <sub>oq</sub>	1% <sub>q</sub>	-	-	2% <sub>zq</sub>	-	1%
Transport/Public transport	<b>47</b>	28	19	9	4	7	15	5	8	13	22	12	20	27	13	10	9	15	23	24	49
	<b>5%</b>	6%	4%	6%	3%	4%	9% <sub>zdk</sub>	3%	4%	4%	7%	4%	4%	5%	5%	4%	4%	6%	4%	5%	5%
Unemployment/ Factory closure/ Lack of industry	<b>147</b>	73	74	29	25	30	23	16	24	54	53	40	84	63	25	36	36	49	62	85	152
	<b>15%</b> kl p	15%	15%	21% <sub>gh</sub> k	15%	19% <sub>k</sub>	13%	12%	11%	18% <sub>hk</sub>	16%	11%	18%	12%	9%	14%	17% <sub>l</sub> mp	21% <sub>zl</sub> p	12%	19% <sub>zl</sub> p	15%
Other	<b>64</b>	29	35	3	8	10	9	13	21	11	18	34	21	43	32	17	9	7	48	16	65
	<b>6%</b> cio q	6%	7%	2%	5%	6%	5%	10% <sub>ci</sub>	10% <sub>zci</sub>	4%	6%	10% <sub>zci</sub>	5%	8%	12% <sub>zmn</sub> oq	6%	4%	3%	9% <sub>zmn</sub> oq	3%	6%
MEAN NUMBER OF MENTIONS	3.43i oq	3.38	3.49	3.10	3.16	3.63d i	3.79z cdi	3.53i	3.37	3.13	3.71z cdi	3.43	3.30	3.55	3.79z oq	3.42	3.37	3.11	3.60z moq	3.23	3.34

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<b>WEIGHTED BASE</b>	<b>985</b>	481	504	137	167	158	171	138	214	304	329	352	462	523	267	266	213	239	533	452	1011
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	24%	54%	46%	103%
STANDARD ERROR	<b>0.07</b>	0.09	0.10	0.21	0.12	0.19	0.18	0.16	0.13	0.12	0.13	0.10	0.10	0.09	0.16	0.11	0.13	0.13	0.09	0.09	0.06
ERROR VARIANCE	*	0.01	0.01	0.04	0.01	0.04	0.03	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.02	0.01	0.02	0.02	0.01	0.01	*
Don't know	<b>107</b>	46	61	33	24	14	11	8	18	57	24	25	71	36	17	26	21	42	43	64	113
	11% <sup>g</sup>	10%	12%	24% <sup>ze</sup>	15% <sup>fgj</sup>	9%	6%	6%	8%	19% <sup>zde</sup>	7%	7%	15%	7%	6%	10%	10%	18% <sup>zlm</sup>	8%	14% <sup>zl</sup>	11%
	klp			fg <h>jk</h>	k					fg <h>jk</h>							npq		np		
Personal finances (NET)	<b>308</b>	158	150	41	62	65	50	43	47	102	115	90	168	140	73	82	63	89	155	153	316
	31% <sup>hk</sup>	33%	30%	30%	37% <sup>hk</sup>	41% <sup>zf</sup>	29%	31% <sup>hk</sup>	22%	34% <sup>hk</sup>	35% <sup>fh</sup>	26% <sup>h</sup>	36%	27%	27%	31%	30%	37% <sup>zl</sup>	29%	34%	31%
					hk						k						p				
Median	<b>2</b>	2	2	2	2	3	3	3	2	2	3	2	2	3	3	2	2	2	3	2	2

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



## 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 (z)	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)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Ageing population/ Social care for the elderly	<b>85</b>	73	6	5	29	24	24	18	32	6	23	17	27	35	8	14	62	22	80
	9% <sup>d</sup>	9% <sup>i</sup>	13%	6%	9%	10%	8%	7%	9% <sup>i</sup>	5%	8% <sup>i</sup>	12%	9%	12% <sup>nq</sup>	6%	6%	10% <sup>zq</sup>	6%	8%
AIDS	<b>3</b>	2	-	1	1	-	-	-	2	-	2	2	1	2	-	-	3	-	2
	*	*	-	1%	*	-	-	-	1%	-	1%	2% <sup>a</sup>	*	1%	-	-	1%	-	*
Animal welfare	<b>10</b>	7	1	2	3	1	3	2	4	1	2	1	6	2	1	-	8	1	9
	1%	1%	1%	2%	1% <sup>e</sup>	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	*	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b>	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	*	-	-	1% <sup>zah</sup>	*	-	-	-	-	-	-	-	-	-	-	-	-	*	*
Common Market/EU/ Europe/Euro/ Constitution	<b>155</b>	140	4	11	31	20	43	39	81	13	60	47	76	48	7	19	125	25	153
	16% <sup>de</sup> inoq	17% <sup>dei</sup>	8%	12%	10%	9%	14%	15% <sup>de</sup>	23% <sup>za</sup> bcdef gi	10%	22% <sup>za</sup> bdefi	33% <sup>za</sup> bcdef ghij	24% <sup>zm</sup> nopq	17% <sup>noq</sup>	5%	9%	21% <sup>zno</sup> q	7%	15%
Countryside/Rural life	<b>20</b>	16	2	2	4	3	6	4	10	-	7	7	8	9	1	2	17	3	19
	2% <sup>d</sup>	2%	5% <sup>i</sup>	2%	1%	1%	2%	1%	3% <sup>i</sup>	-	3%	5% <sup>zad</sup> ei	2%	3%	1%	1%	3%	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>100</b>	92	4	4	29	25	27	24	43	17	32	15	27	32	16	23	59	39	97
	10%	11%	7%	5%	9%	11%	9%	9%	12%	13% <sup>cc</sup>	12%	11%	9%	11%	11%	11%	10%	11%	10%
Defence/Foreign affairs/ International terrorism	<b>227</b>	181	22	24	71	48	69	48	86	21	59	38	68	78	33	41	147	74	225
	23% <sup>ai</sup>	21%	44% <sup>za</sup> defgh ijk	28% <sup>i</sup>	22%	20%	23% <sup>g</sup>	19%	24% <sup>i</sup>	16%	22% <sup>i</sup>	27% <sup>i</sup>	22%	27%	23%	19%	24%	21%	22%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th January 2016  
Number of sample points : 177  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Drug abuse	<b>47</b>	38	1	8	25	17	7	6	15	10	12	2	12	15	6	11	28	18	50
	5%fg	4%f	2%	10%zaf	8%zaf	7%afg	2%	2%	4%	8%afg	4%k	2%	4%	5%	5%	5%	5%	5%	5%
Economy/Economic situation	<b>259</b>	224	13	22	68	47	84	71	107	44	83	39	92	92	29	37	184	65	268
	26%de	26%de	26%	26%	21%	20%	28%e	28%e	30%de	33%za	31%de	28%	29%no	32%no	20%	17%	30%zn	18%	27%
	oq								de				q	q			oq		
Education/Schools	<b>164</b>	145	6	13	51	38	39	33	74	11	48	37	54	71	11	27	126	37	148
	17%fi	17%fi	12%	15%	16%i	16%i	13%	13%	21%zaf	8%	18%i	26%za	17%nq	24%zln	7%	13%	21%zl	11%	15%
	nq								gij			bdefg	oq	oq			noq		
											ij								
Foot and mouth outbreak/Farming crisis	<b>3</b>	2	-	1	1	-	2	2	-	-	-	-	2	-	-	1	2	1	4
	*	*	-	1%	*	-	1%	1%	-	-	-	-	1%	-	-	*	*	*	*
Housing	<b>169</b>	162	4	3	32	29	43	39	94	43	77	34	42	48	21	49	91	70	166
	17%bc	19%zbc	7%	4%	10%c	12%cd	14%c	16%c	26%za	33%za	28%za	24%bc	13%	17%	15%	23%zl	15%	20%ln	16%
	delp	def							bcdef	bcdef	bcdef	def				p			
Immigration/immigrants	<b>450</b>	387	23	40	150	110	142	118	158	45	119	74	171	136	58	78	306	136	454
	46%io	45%i	47%	46%	46%i	46%i	47%i	47%i	44%i	35%	44%i	52%ij	54%zn	46%	41%	37%	51%zn	39%	45%
	q												opq				oq		
Inflation/Prices	<b>74</b>	64	3	7	17	9	33	30	25	22	24	1	16	12	21	24	28	45	83
	8%dek	8%ek	6%	9%k	5%	4%	11%za	12%zad	7%k	17%zab	9%ek	1%	5%	4%	15%zl	11%zlm	5%	13%zlm	8%
	lmp						dek	ek		dehjk					mp	p		p	
Local government/Council tax	<b>34</b>	30	1	4	8	4	7	7	19	7	16	9	7	10	3	13	18	15	32
	3%	3%	1%	4%	3%	2%	2%	3%	5%e	5%e	6%zad	7%e	2%	4%	2%	6%zl	3%	4%n	3%
											ef								

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**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 (z)	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)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
<b>100%</b>		86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Low pay/Minimum wage/Fair wages	<b>113</b>	104	3	7	34	27	36	33	44	22	32	10	31	22	19	34	53	53	116
	12%mp	12%	5%	8%	10%	11%	12%	13%	12%	17%zb	12%	7%	10%	8%	14%mp	16%zlm	9%	15%zmp	11%
Morality/ Individual behaviour/ Lifestyle	<b>47</b>	39	-	9	12	3	8	8	27	5	19	14	22	15	7	3	37	10	49
	5%efo	5%e	-	11%zab	4%e	1%	3%	3%	8%zab	4%	7%ef	10%zab	7%zoq	5%	5%	2%	6%zoq	3%	5%
National health service/Hospitals/ Healthcare	<b>379</b>	320	24	36	136	100	94	71	149	36	106	70	120	146	42	65	266	107	372
	38%fg	38%fg	47%fg	42%gi	42%fg	31%g	28%	41%fg	28%	39%gi	50%za	fgij	38%q	50%zl	30%	31%	44%zl	30%	37%
Nationalisation/ Government control of institutions	<b>19</b>	17	-	2	4	2	5	5	10	1	5	4	11	6	3	-	17	3	20
	2%q	2%	-	2%	1%	1%	2%	2%	3%	1%	2%	3%	3%zoq	2%	2%o	-	3%oq	1%	2%
Northern Ireland	<b>3</b>	3	-	-	-	-	2	2	1	1	1	1	3	1	-	-	3	-	3
	*	*	-	-	-	-	1%	1%	*	*	1%	1%	1%	*	-	-	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>18</b>	15	-	4	7	4	7	7	4	-	1	1	6	12	1	-	18	1	17
	2%jq	2%j	-	4%ij	2%	2%	2%	3%	1%j	-	*	1%	2%oq	4%zoq	*	-	3%zoq	*	2%
Pensions/Social security/Benefits	<b>100</b>	87	4	9	36	27	13	9	51	8	40	32	35	30	15	20	65	34	98
	10%fg	10%fg	7%	11%fg	11%fg	11%fg	4%	4%	14%zaf	6%	15%za	23%za	11%	10%	10%	9%	11%	10%	10%
Petrol prices/Fuel	<b>17</b>	14	1	2	8	7	4	2	5	1	4	2	4	7	3	1	11	4	16
	2%	2%	3%	2%	3%	3%	1%	1%	1%	1%	1%	2%	1%	2%	2%	*	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	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)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Pollution/ Environment	<b>97</b>	77	8	11	24	13	22	14	50	12	38	27	40	33	12	9	73	21	92
	10%ego q	9%eg	16%de fg	13%deg	7%e	5%	7%g	6%	14%zad efgi	9%	14%za defgi	19%za defgi	13%zo q	11%oq	8%	4%	12%zoq	6%	9%
Population levels/ Overpopulation	<b>50</b>	43	3	3	8	4	14	10	29	12	23	11	18	14	10	7	32	17	53
	5%de	5%de	6%	4%	2%	2%	5%	4%	8%zad e	9%zad eg	9%zad e	8%de	6%	5%	7%	4%	5%	5%	5%
Pound/Exchange rate/Value of pound	<b>5</b>	5	-	-	2	2	1	1	3	1	3	2	1	3	-	1	4	1	5
	1%	1%	-	-	1%	1%	*	*	1%	1%	1%	1%	*	1%	-	1%	1%	*	*
Poverty/Inequality	<b>172</b>	131	11	30	68	39	40	29	63	18	48	30	46	58	28	31	104	59	170
	17%af g	15%	22%fg	35%za defgh ijk	21%za efg	16%	13%	12%	17%	14%	18%i	21%g	15%	20%	20%	15%	17%l	17%	17%
Privatisation	<b>25</b>	21	1	2	6	4	6	5	13	2	8	6	10	10	1	4	19	5	22
	2%	3%	3%	2%	2%	2%	2%	2%	4%	2%	3%	4%	3%	3%	1%	2%	3%	1%	2%
Public services in general	<b>62</b>	44	6	12	23	10	13	8	26	3	16	13	19	22	9	12	41	21	60
	6%agi	5%	12%ae fgi	15%zad efghij	7%egi	4%	4%g	3%	7%agi	2%	6%i	9%gi	6%	8%	6%	6%	7%	6%	6%
Race relations	<b>41</b>	33	2	5	12	6	17	15	12	3	6	3	15	13	7	6	28	13	40
	4%	4%	4%	6%	4%	3%	6%	6%	3%	2%	2%	2%	5%	4%	5%	3%	5%	4%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b>	3	-	9	9	-	-	-	3	-	3	3	8	2	2	1	10	2	14
	1%a	*	-	11%zab defghi jk	3%zae fghi	-	-	-	1%	-	1%	2%af	2%zp	1%	1%	*	2%	1%	1%

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<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Taxation	<b>50</b> 5%fgl	47 6%fg	2 3%	2 2%	12 4%	10 4%	7 2%	6 2%	31 9%za defg	15 11%zac defgj	22 8%zdf g	7 5%	8 3%	17 6%	8 6%	16 8%l	25 4%l	24 7%l	51 5%
Trade unions/ Strikes	<b>9</b> 1%a	5 1%	1 3%afg	2 3%ag	4 1%	2 1%	1 *	- -	3 1%	1 1%	3 1%	2 1%	3 1%	5 2%	- -	1 *	8 1%	1 *	8 1%
Transport/Public transport	<b>47</b> 5%fg	42 5%fg	2 3%	4 4%	12 4%	9 4%	7 2%	5 2%	28 8%za defg	14 11%zad efgj	20 7%fg	6 4%	16 5%	13 4%	8 6%	9 4%	29 5%	17 5%	49 5%
Unemployment/ Factory closure/ Lack of industry	<b>147</b> 15%hkp	125 15%hk	4 7%	19 22%bh jk	65 20%za bhjk	46 19%za bhjk	43 14%k	40 16%k	39 11%k	22 17%hj k	31 11%k	8 6%	39 13%	37 12%	25 18%	37 17%	76 12%	61 17%p	152 15%
Other	<b>64</b> 6%fno q	57 7%f	1 2%	6 7%	22 7%	16 7%	11 4%	10 4%	30 8%fjk	8 6%	13 5%	5 4%	27 9%noq	24 8%noq	4 3%	7 3%	51 8%zno q	10 3%	65 6%
MEAN NUMBER OF MENTIONS	3.43e fgnoq	3.40e fg	3.30	3.83d efg	3.31e	3.13	3.04	2.99	3.88z adefg i	3.37	3.76z adefg i	4.12z abdef gij	3.52o q	3.79z noq	3.14	3.02	3.65z noq	3.07	3.34
STANDARD ERROR	<b>0.07</b>	0.07	0.20	0.27	0.10	0.10	0.11	0.12	0.13	0.15	0.13	0.23	0.11	0.17	0.12	0.11	0.10	0.08	0.06
ERROR VARIANCE	*	0.01	0.04	0.07	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.05	0.01	0.03	0.02	0.01	0.01	0.01	*
Don't know	<b>107</b> 11%hjkp	97 11%hjk	3 7%k	6 7%k	45 14%zc hjk	39 16%za cdhjk	39 13%hj k	36 14%hjk	23 6%k	15 11%hjk	16 6%k	1 1%	15 5%	27 9%	26 18%zl mp	36 17%zlm p	42 7%l	62 18%zl mp	113 11%
Personal finances (NET)	<b>308</b> 31%alp	253 30%	17 33%	38 44%za defgh jk	107 33%e	69 29%	93 31%	76 30%	108 30%	48 36%hj	86 31%	38 27%	81 26%	83 29%	58 41%zl mp	74 35%lp	164 27%	131 37%zl mp	316 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th January 2016  
 Number of sample points : 177  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE					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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	863	59	89	354	265	299	240	358	162	266	104	384	226	172	205	610	377	1011
<b>WEIGHTED BASE</b>	<b>985</b>	850	50*	85*	323	238	303	253	360	131	272	141*	315	292	141	211	607	352	1011
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	37%	13%	28%	14%*	32%	30%	14%	21%	62%	36%	103%
Median	<b>2</b>	2	2	3	2	2	2	2	3	2	3	3	2	3	2	2	3	2	2

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

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Ageing population/ Social care for the elderly	<b>85</b>	36	17	32	1	26	15	2	58	1	6	36	19	80
	9%gi	9%	14%zc	7%	2%	12%gi	5%	7%	8%	3%	7%	10%	6%	8%
AIDS	<b>3</b>	-	2	1	-	1	-	-	2	-	-	-	-	2
	*	-	2%za	*	-	*	-	-	*	-	-	-	-	*
Animal welfare	<b>10</b>	3	3	4	-	3	1	-	7	-	3	4	-	9
	1%	1%	2%	1%	-	1%	*	-	1%	-	3%z	1%	-	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b>	-	1	-	-	-	-	-	1	-	-	-	1	1
	*	-	1%	-	-	-	-	-	*	-	-	-	*	*
Common Market/EU/ Europe/Euro/ Constitution	<b>155</b>	61	19	75	1	58	21	13	96	9	5	84	21	153
	16%dg il	15%	15%	17% d	3%	27%zgi	8%	42%	12%g	24%gi	6%	22%zl	7%	15%
Countryside/Rural life	<b>20</b>	9	5	6	-	5	6	1	15	1	-	15	4	19
	2%	2%	4%	1%	-	2%	2%	2%	2%	2%	-	4%z	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>100</b>	44	11	45	3	21	28	3	79	9	10	32	34	97
	10%	10%	9%	10%	7%	10%	10%	11%	10%	24%zf gi	12%	8%	11%	10%
Defence/Foreign affairs/ International terrorism	<b>227</b>	103	30	94	7	68	45	9	159	9	18	97	70	225
	23%gi	25%	25%	21%	19%	32%zg i	16%	28%	21%g	23%	21%	26%	23%	22%
Drug abuse	<b>47</b>	17	9	21	1	4	17	1	43	1	6	13	16	50
	5% f	4%	7%	5%	3%	2%	6% f	4%	6% zf	2%	7%	3%	5%	5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th January 2016  
Number of sample points : 177  
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 (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Economy/Economic situation	<b>259</b>	120	24	116	7	76	63	13	184	7	18	133	78	268
	26%i	29%	20%	26%	20%	35%zg	23%	41%	24%	18%	22%	35%zl	26%	27%
Education/Schools	<b>164</b>	75	29	60	1	44	47	11	120	5	8	92	50	148
	17%cd	18%d	24%cd	13%d	3%	20%	17%	35%	16%	12%	10%	24%zl	16%	15%
Foot and mouth outbreak/Farming crisis	<b>3</b>	1	1	1	-	1	2	-	2	-	-	-	2	4
	*	*	1%	*	-	*	1%	-	*	-	-	-	1%	*
Housing	<b>169</b>	76	21	72	5	34	65	8	135	5	14	61	60	166
	17%	18%	17%	16%	13%	16%	23%zi	25%	18%	12%	17%	16%	20%	16%
Immigration/immigrants	<b>450</b>	182	62	206	19	126	97	15	324	30	39	174	117	454
	46%gi	44%	51%	46%	49%	59%zg	35%	48%	42%g	79%zf	47%	46%	38%	45%
Inflation/Prices	<b>74</b>	34	7	34	5	10	31	-	64	2	8	21	24	83
	8%	8%	6%	8%	14%	5%	11%zfi	-	8%	4%	10%	6%	8%	8%
Local government/Council tax	<b>34</b>	20	5	9	-	3	14	-	31	-	5	11	13	32
	3%c	5%c	4%	2%	-	1%	5%f	-	4%	-	6%	3%	4%	3%
Low pay/Minimum wage/Fair wages	<b>113</b>	57	11	45	3	9	48	2	105	-	11	34	42	116
	12%fr	14%	9%	10%	9%	4%	17%zfi	8%	14%zfr	-	13%	9%	14%	11%
Morality/Individual behaviour/Lifestyle	<b>47</b>	12	10	26	2	15	6	3	32	*	6	18	13	49
	5%ag	3%	8%a	6%a	5%	7%g	2%	11%	4%g	1%	8%	5%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/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 (z)	WORKING STATUS				VOTING					INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
National health service/Hospitals/ Healthcare	<b>379</b>	168	50	160	8	87	101	12	292	16	26	166	120	372
	38% <sup>d</sup>	40% <sup>d</sup>	42% <sup>d</sup>	36%	21%	40%	36%	38%	38%	42%	31%	44% <sup>zl</sup>	39%	37%
Nationalisation/ Government control of institutions	<b>19</b>	6	1	12	-	6	1	4	13	1	2	9	4	20
	2% <sup>g</sup>	2%	1%	3%	-	3% <sup>g</sup>	*	13%	2% <sup>g</sup>	2%	2%	2%	1%	2%
Northern Ireland	<b>3</b>	2	-	1	1	2	-	-	1	-	-	3	-	3
	*	*	-	*	1%	1%	-	-	*	-	-	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>18</b>	7	3	8	-	3	2	3	16	1	1	11	4	17
	2%	2%	3%	2%	-	1%	1%	8%	2% <sup>g</sup>	2%	2%	3%	1%	2%
Pensions/Social security/Benefits	<b>100</b>	44	15	41	3	25	27	4	75	6	7	41	20	98
	10%	10%	13%	9%	9%	11%	10%	11%	10%	15%	8%	11%	7%	10%
Petrol prices/Fuel	<b>17</b>	7	4	6	2	1	2	-	16	-	1	6	9	16
	2%	2%	4%	1%	4%	1%	1%	-	2% <sup>g</sup>	-	1%	2%	3%	2%
Pollution/ Environment	<b>97</b>	35	21	41	2	12	22	9	84	5	3	45	29	92
	10% <sup>f</sup>	8%	18% <sup>zac</sup>	9%	6%	6%	8%	28%	11% <sup>zf</sup>	14% <sup>g</sup>	4%	12% <sup>l</sup>	10%	9%
Population levels/ Overpopulation	<b>50</b>	17	7	25	1	18	14	3	32	2	3	17	8	53
	5% <sup>i</sup>	4%	6%	6%	2%	8% <sup>zi</sup>	5%	8%	4%	5%	4%	5%	2%	5%
Pound/Exchange rate/Value of pound	<b>5</b>	3	-	2	1	4	-	-	1	-	-	3	4	5
	1% <sup>i</sup>	1%	-	1%	3% <sup>zc</sup>	2% <sup>zgi</sup>	-	-	*	-	-	1%	1%	*
Poverty/Inequality	<b>172</b>	69	25	77	10	15	62	10	156	6	14	66	64	170
	17% <sup>f</sup>	17%	21%	17%	25%	7%	22% <sup>zf</sup>	33%	20% <sup>zf</sup>	16%	17%	18%	21%	17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/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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**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 (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
Privatisation	<b>25</b>	9	7	8	-	3	11	3	22	-	-	9	4	22
	<b>2%</b>	2%	6%zc	2%	-	1%	4%	11%	3%	-	-	2%	1%	2%
Public services in general	<b>62</b>	24	9	29	1	9	18	3	53	6	4	22	22	60
	<b>6%</b>	6%	7%	7%	2%	4%	6%	9%	7%	15%zf	5%	6%	7%	6%
Race relations	<b>41</b>	13	3	24	3	5	5	7	36	3	9	17	17	40
	<b>4%</b> g	3%	3%	5%	8%	2%	2%	22%	5%g	7%	11%zm	5%	5%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b>	3	1	8	2	3	-	1	9	-	1	7	3	14
	<b>1%</b>	1%	1%	2%	5%za	2%	-	2%	1%	-	1%	2%	1%	1%
Taxation	<b>50</b>	28	6	17	2	5	16	2	45	-	6	17	27	51
	<b>5%</b> c	7%	5%	4%	6%	2%	6%	6%	6%	-	7%	5%	9%	5%
Trade unions/ Strikes	<b>9</b>	4	-	5	-	4	1	-	5	-	-	3	1	8
	<b>1%</b>	1%	-	1%	-	2%	*	-	1%	-	-	1%	*	1%
Transport/Public transport	<b>47</b>	21	10	17	-	8	14	1	39	1	2	11	12	49
	<b>5%</b>	5%	8%	4%	-	4%	5%	5%	5%	2%	2%	3%	4%	5%
Unemployment/ Factory closure/ Lack of industry	<b>147</b>	64	13	69	12	18	59	4	129	5	15	46	54	152
	<b>15%</b> f	15%	11%	15%	31%zab c	9%	21%zf i	12%	17%zf	13%	18%	12%	18%	15%
Other	<b>64</b>	21	7	36	-	18	15	5	46	2	2	27	11	65
	<b>6%</b>	5%	6%	8%	-	8%	5%	18%	6%	5%	3%	7%	4%	6%
MEAN NUMBER OF MENTIONS	3.43c	3.44	3.87z c	3.31	2.88	3.55	3.27	4.85	3.40	3.47	3.17	3.66z	3.34	3.34
STANDARD ERROR	<b>0.07</b>	0.10	0.30	0.08	0.24	0.12	0.10	0.79	0.08	0.18	0.20	0.11	0.12	0.06

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 7th - 20th January 2016  
Number of sample points : 177  
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+**

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	367	107	537	41	219	303	30	792	40	96	352	280	1011
<b>WEIGHTED BASE</b>	<b>985</b>	416	121*	448	38*	215	280	31**	770	38*	83*	375	305	1011
	<b>100%</b>	42%	12%*	45%	4%*	22%	28%	3%**	78%	4%*	8%*	38%	31%	103%
ERROR VARIANCE	*	0.01	0.09	0.01	0.06	0.02	0.01	0.62	0.01	0.03	0.04	0.01	0.01	*
Don't know	<b>107</b>	37	19	51	6	14	38	-	92	2	9	23	42	113
	11%fm	9%	16%	11%	14%	7%	13% <sub>f</sub>	-	12% <sub>z</sub> f	5%	11%	6%	14%	11%
Personal finances (NET)	<b>308</b>	138	35	134	17	31	122	11	277	8	25	110	116	316
	31% <sub>f</sub>	33%	29%	30%	45% <sub>c</sub>	14%	44% <sub>z</sub> f	34% <sub>r</sub>	36% <sub>z</sub> f	20%	30%	29%	38%	31%
Median	<b>2</b>	3	2	2	2	3	2	3	2	3	2	3	2	2

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

**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 (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Ageing population/ Social care for the elderly	<b>85</b> 9%k	20 8%	57 15%zat	19 19%zaet	40 9%	23 10%	31 19%zaet	18 8%	42 7%	25 13%zh	81 9%k	4 3%	26 14%zm	27 8%	8 8%	16 8%	6 8%	6 7%	18 8%	21 10%	80 8%
AIDS	<b>3</b> *	3 1%z	3 1%	3 3%zt	3 1%	3 1%z	2 1%	- -	3 1%	- -	3 *	- -	2 1%	- -	- -	- -	- -	- -	- -	3 2%z	2 *
Animal welfare	<b>10</b> 1%	2 1%	3 1%	1 1%	4 1%	- -	1 1%	- -	9 2%	1 *	10 1%	- -	1 1%	4 1%	- -	2 1%	- -	1 1%	3 1%	1 1%	9 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> *	- -	- -	- *	1 -	- -	- -	- -	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>155</b> 16%gks	60 23%zbf	61 16%	17 17%	87 19%z	49 22%zb	23 14%	25 10%	88 16%	41 22%zg	150 18%zk	4 3%	23 13%	59 17%	33 32%zqs	31 15% s	18 22%qs	5 6%	35 15%	52 25%zv	153 15%
Countryside/Rural life	<b>20</b> 2%	5 2%	7 2%	3 3%	12 3%	3 1%	2 1%	3 1%	12 2%	6 3%	20 2%	- -	6 3%	8 2%	3 2%	4 2%	1 2%	3 3%	9 4%	3 2%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>100</b> 10%	35 14%z	51 13%z	100 100%zab eft	51 11%	33 15%z	23 14%	20 8%	67 12%	12 7%	89 10%	10 9%	20 11%	36 10%	9 9%	24 12%	7 9%	11 11%	21 9%	30 14%	97 10%
Defence/Foreign affairs/ International terrorism	<b>227</b> 23%gkv	61 24%	113 30%zt	33 33%zt	106 23%	227 100%zab cft	51 31%z	44 18%	128 23%	55 30%zg	210 24%zk	17 14%	55 30%zm	78 22%	28 27%	47 24%	18 22%	24 26%	39 16%	66 32%zv	225 22%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th January 2016  
 Number of sample points : 177  
 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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Drug abuse	<b>47</b> 5% <sub>j</sub>	14 5%	25 7%	14 14% <sub>z</sub> ft	20 4%	12 5%	11 7%	18 7% <sub>zi</sub>	25 4%	5 3%	35 4%	12 10% <sub>zj</sub>	15 8% <sub>zm</sub>	11 3%	2 2%	8 4%	1 2%	4 5%	10 4%	10 5%	50 5%
Economy/Economic situation	<b>259</b> 26% <sub>kv</sub>	259 100% <sub>zbc</sub> eft	98 26%	35 36% <sub>zbt</sub>	112 25%	61 27%	46 28%	54 22%	158 28%	47 26%	237 28% <sub>k</sub>	23 19%	54 30%	91 25%	40 38% <sub>zqs</sub>	52 26% <sub>s</sub>	24 30%	18 19%	38 16%	74 36% <sub>z</sub> v	268 27%
Education/Schools	<b>164</b> 17% <sub>tkq</sub> sv	46 18%	106 28% <sub>zat</sub>	23 23% <sub>t</sub>	59 13%	51 22% <sub>zt</sub>	164 100% <sub>zab</sub> cet	31 13%	93 17%	40 22% <sub>g</sub>	151 18% <sub>k</sub>	12 10%	47 26% <sub>zm</sub>	58 16%	27 26% <sub>zqr</sub> s	20 10%	9 11%	8 8%	25 10%	34 16%	148 15%
Foot and mouth outbreak/Farming crisis	<b>3</b> * <sub>j</sub>	1 *	1 *	1 1%	2 *	2 1%	1 *	2 1%	1 *	- -	1 *	2 2% <sub>zj</sub>	1 *	1 *	- -	- -	- -	- -	- -	2 1%	4 *
Housing	<b>169</b> 17% <sub>l</sub>	53 21%	80 21% <sub>z</sub>	20 20%	79 18%	46 20%	39 24% <sub>z</sub>	50 21% <sub>i</sub>	95 17%	24 13%	148 17%	21 17%	19 11%	79 22% <sub>zj</sub>	21 20%	42 21% <sub>s</sub>	14 17%	10 11%	33 14%	46 22% <sub>v</sub>	166 16%
Immigration/immigrants	<b>450</b> 46% <sub>fgk</sub>	112 43%	174 46% <sub>f</sub>	51 51% <sub>f</sub>	450 100% <sub>zab</sub> cef	106 47% <sub>f</sub>	59 36%	92 38%	268 48% <sub>g</sub>	90 49% <sub>g</sub>	409 48% <sub>zk</sub>	39 33%	81 45%	163 46%	40 38%	112 56% <sub>zp</sub>	55 66% <sub>zpq</sub> s	50 53% <sub>p</sub>	242 100% <sub>z</sub>	208 100% <sub>z</sub>	454 45%
Inflation/Prices	<b>74</b> 8% <sub>bijp</sub> r	24 9% <sub>be</sub>	18 5%	10 10% <sub>be</sub>	32 7%	10 4%	7 4%	32 13% <sub>zhi</sub>	39 7% <sub>i</sub>	3 1%	48 6%	26 22% <sub>zj</sub>	9 5%	33 9%	1 1%	18 9% <sub>pr</sub>	1 2%	7 8% <sub>pr</sub>	19 8%	13 6%	83 8%
Local government/Council tax	<b>34</b> 3%	8 3%	21 5% <sub>zet</sub>	10 10% <sub>zaet</sub>	13 3%	4 2%	10 6% <sub>e</sub>	9 4%	23 4%	2 1%	31 4%	3 2%	12 6% <sub>z</sub>	13 4%	7 7%	8 4%	4 5%	3 3%	7 3%	5 3%	32 3%
Low pay/Minimum wage/Fair wages	<b>113</b> 12% <sub>jr</sub>	36 14%	37 10%	12 12%	45 10%	22 10%	15 9%	36 15%	62 11%	16 9%	83 10%	30 25% <sub>zj</sub>	23 13%	46 13%	7 7%	22 11% <sub>r</sub>	3 4%	9 10%	18 7%	27 13%	116 11%

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

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Morality/ Individual behaviour/ Lifestyle	<b>47</b> 5% <sup>m</sup>	11 4%	16 4%	8 8%	17 4%	12 5%	13 8% <sup>bt</sup>	11 5%	27 5%	10 5%	42 5%	5 4%	11 6%	10 3%	5 5%	8 4%	5 6%	3 4%	8 3%	9 4%	49 5%
National health service/Hospitals/ Healthcare	<b>379</b> 38% <sup>gk</sup>	98 38%	379 100% <sup>zac</sup> eft	51 51% <sup>zat</sup>	174 39%	113 50% <sup>zat</sup>	106 65% <sup>zac</sup> et	70 29%	238 42% <sup>zg</sup>	71 39% <sup>g</sup>	345 40% <sup>zk</sup>	31 26%	84 47% <sup>z</sup>	133 37%	46 44%	69 34%	31 38%	33 35%	81 34%	92 44% <sup>v</sup>	372 37%
Nationalisation/ Government control of institutions	<b>19</b> 2%	8 3%	10 3%	6 6% <sup>z</sup>	14 3% <sup>z</sup>	9 4% <sup>z</sup>	4 3%	4 2%	10 2%	5 3%	19 2%	- -	3 2%	5 1%	4 4%	7 3%	5 6% <sup>z</sup>	2 2%	4 2%	10 5% <sup>z</sup>	20 2%
Northern Ireland	<b>3</b> *	- -	- -	- -	2 *	- -	1 1%	- -	1 *	2 1%	3 *	1 *	- -	2 *	- -	1 *	1 1%	- -	1 *	2 1%	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>18</b> 2% <sup>g</sup>	10 4% <sup>z</sup>	14 4% <sup>z</sup>	7 7% <sup>zt</sup>	12 3%	8 3%	5 3%	- -	13 2% <sup>g</sup>	5 3% <sup>g</sup>	18 2%	- -	6 3%	5 1%	3 3%	1 1%	1 1%	- -	6 3%	6 3%	17 2%
Pensions/Social security/Benefits	<b>100</b> 10% <sup>k</sup>	24 9%	48 13% <sup>e</sup>	11 11%	63 14% <sup>zae</sup>	18 8%	25 15% <sup>e</sup>	17 7%	67 12% <sup>g</sup>	16 9%	97 11% <sup>zk</sup>	3 3%	17 9%	38 11%	7 7%	25 12%	9 11%	13 14%	26 11%	37 18% <sup>z</sup>	98 10%
Petrol prices/Fuel	<b>17</b> 2%	9 3% <sup>z</sup>	9 2%	5 5% <sup>ze</sup>	10 2%	3 1%	7 4% <sup>ze</sup>	4 2%	9 2%	4 2%	14 2%	3 3%	8 5% <sup>zm</sup>	3 1%	2 2%	6 3%	1 1%	5 6% <sup>z</sup>	2 1%	8 4% <sup>zv</sup>	16 2%
Pollution/ Environment	<b>97</b> 10% <sup>gkq</sup> sv	30 12%	38 10%	10 11%	39 9%	24 11%	23 14%	14 6%	56 10%	26 14% <sup>zg</sup>	89 10% <sup>k</sup>	5 5%	15 8%	37 10%	16 15% <sup>qs</sup>	11 5%	5 6%	4 4%	14 6%	25 12% <sup>v</sup>	92 9%
Population levels/ Overpopulation	<b>50</b> 5% <sup>g</sup>	18 7%	19 5%	4 4%	28 6%	9 4%	11 7%	6 2%	28 5%	16 9% <sup>zg</sup>	47 6%	2 2%	5 3%	20 6%	8 7%	13 6%	7 8%	4 4%	15 6%	12 6%	53 5%

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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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Pound/Exchange rate/Value of pound	<b>5</b> <b>1%</b>	3 1%	2 1%	- -	1 *	* *	3 2%t	2 1%	2 *	2 1%	5 1%	- -	- -	3 1%	2 2%	- -	- -	- -	1 *	- -	5 *
Poverty/Inequality	<b>172</b> 17% tar v	45 17%	81 21% zt	22 22% t	60 13%	46 20% t	39 24% zt	36 15%	91 16%	44 24% zgh	153 18%	18 15%	37 20%	57 16%	17 16% r	26 13% r	4 5%	16 17% r	19 8%	42 20% v	170 17%
Privatisation	<b>25</b> <b>2%</b>	12 5% z	16 4% z	9 9% zbt	14 3%	10 4%	9 5% z	3 1%	15 3%	6 3%	23 3%	1 1%	7 4%	9 3%	4 4%	5 2%	2 2%	1 2%	4 2%	9 5%	22 2%
Public services in general	<b>62</b> <b>6% k</b>	20 8%	31 8%	6 6%	24 5%	15 6%	11 7%	11 5%	37 7%	14 8%	59 7% k	1 1%	18 10% m	15 4%	11 11%	16 8%	4 5%	10 11%	11 4%	14 7%	60 6%
Race relations	<b>41</b> <b>4%</b>	12 4%	14 4%	8 8%	19 4%	11 5%	8 5%	9 4%	21 4%	12 6%	35 4%	6 5%	8 5%	8 2%	4 3%	7 3%	2 3%	4 4%	7 3%	12 6%	40 4%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>12</b> <b>1%</b>	7 3% z	8 2%	1 1%	7 1%	6 3%	2 1%	- -	6 1%	6 3% zgh	10 1%	2 2%	1 *	4 1%	1 1%	4 2%	1 2%	3 3%	4 2%	3 1%	14 1%
Taxation	<b>50</b> <b>5%</b>	24 9% z bet	17 5%	9 9%	22 5%	9 4%	11 7%	19 8% zi	26 5%	6 3%	39 5%	11 9% zi	11 6%	22 6%	7 7%	15 7% s	3 4%	3 3%	12 5%	10 5%	51 5%
Trade unions/ Strikes	<b>9</b> <b>1%</b>	5 2% z	5 1%	1 1%	5 1%	1 1%	* *	1 *	7 1%	1 *	9 1%	- -	3 1%	1 *	2 2%	3 2%	1 1%	1 2%	- -	5 2% zv	8 1%
Transport/Public transport	<b>47</b> <b>5%</b>	16 6%	24 6%	8 8%	19 4%	7 3%	13 8% e	12 5%	28 5%	7 4%	37 4%	9 8%	7 4%	25 7% z	7 7%	14 7%	4 4%	4 4%	10 4%	9 4%	49 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
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**Table 8**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>1011</b>	268	372	97	454	225	148	276	548	187	864	142	153	324	107	227	94	109	251	203	1011
<b>WEIGHTED BASE</b>	<b>985</b>	259	379	100*	450	227	164	241	560	184	860	120	181	359	105*	201	82*	94*	242	208	1011
	<b>100%</b>	26%	38%	10%*	46%	23%	17%	24%	57%	19%	87%	12%	18%	36%	11%*	20%	8%*	9%*	25%	21%	103%
Unemployment/ Factory closure/ Lack of industry	<b>147</b>	47	48	22	62	25	32	43	88	16	117	29	29	51	8	33	7	22	25	38	152
	15% <sup>ijp</sup>	18% <sup>be</sup>	13%	22% <sup>bet</sup>	14%	11%	20% <sup>be</sup>	18% <sup>ei</sup>	16% <sup>ei</sup>	9%	14%	24% <sup>zj</sup>	16%	14%	8%	16% <sup>r</sup>	8%	23% <sup>zpq</sup>	10%	18% <sup>v</sup>	15%
Other	<b>64</b>	14	24	7	26	14	11	21	21	22	59	4	7	23	9	14	8	3	12	14	65
	6% <sup>h</sup>	5%	6%	7%	6%	6%	7%	9% <sup>h</sup>	4%	12% <sup>zh</sup>	7%	3%	4%	6%	9%	7% <sup>s</sup>	10%	3%	5%	7%	6%
MEAN NUMBER OF MENTIONS	3.43 <sup>gk</sup>	4.47 <sup>zt</sup>	4.38 <sup>zt</sup>	5.52 <sup>za</sup>	3.90 <sup>z</sup>	4.42 <sup>zt</sup>	5.02 <sup>zb</sup>	3.13	3.50 <sup>g</sup>	3.64 <sup>g</sup>	3.50 <sup>zk</sup>	2.97	3.83 <sup>z</sup>	3.39	3.78 <sup>rs</sup>	3.47	3.26	3.21	3.29	4.60 <sup>zv</sup>	3.34
STANDARD ERROR	<b>0.07</b>	0.18	0.14	0.37	0.12	0.19	0.26	0.11	0.09	0.16	0.07	0.14	0.21	0.11	0.16	0.13	0.18	0.19	0.12	0.20	0.06
ERROR VARIANCE	*	0.03	0.02	0.14	0.01	0.04	0.07	0.01	0.01	0.02	0.01	0.02	0.04	0.01	0.03	0.02	0.03	0.04	0.01	0.04	*
Don't know	<b>107</b>	7	7	2	20	9	3	41	52	13	85	21	17	38	7	16	5	9	16	4	113
	11% <sup>abce</sup>	3%	2%	2%	4% <sup>b</sup>	4%	2%	17% <sup>zhi</sup>	9%	7%	10%	17% <sup>zj</sup>	10%	11%	7%	8%	7%	10%	7% <sup>w</sup>	2%	11%
Personal finances (NET)	<b>308</b>	88	118	36	119	66	52	86	164	58	249	58	63	111	23	55	9	30	50	69	316
	31% <sup>tjp</sup>	34% <sup>t</sup>	31%	36% <sup>t</sup>	26%	29%	32%	36%	29%	32%	29%	49% <sup>zj</sup>	35%	31%	21%	27% <sup>r</sup>	11%	32% <sup>r</sup>	21%	33% <sup>v</sup>	31%
Median	<b>2</b>	3	3	4	3	3	4	2	2	3	2	2	3	2	3	2	2	2	2	3	2

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**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	119	168	165	121	249	189	1011
<b>WEIGHTED BASE</b>	<b>985</b>	129	175	198	131	206	146	1011
	<b>100%</b>	13%	18%	20%	13%	21%	15%	103%
Ageing population/ Social care for the elderly	<b>85</b> <b>9%</b>	6 5%	13 7%	20 10%	12 9%	20 10%	14 9%	80 8%
AIDS	<b>3</b> <b>*</b>	2 2%z	- -	- -	- -	- -	1 1%	2 *
Animal welfare	<b>10</b> <b>1%</b>	- -	- -	3 1%	3 2%	2 1%	2 1%	9 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	1 1%	- -	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>155</b> 16%bd	14 11%	16 9%	38 19%bd	7 5%	61 30%za bcdf	18 12%d	153 15%
Countryside/Rural life	<b>20</b> <b>2%</b>	2 1%	- -	4 2%	5 3%b	5 3%b	5 3%b	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>100</b> <b>10%</b>	11 8%	24 14%c	12 6%	21 16%zce	15 7%	16 11%	97 10%
Defence/Foreign affairs/ International terrorism	<b>227</b> <b>23%</b>	30 23%	37 21%	60 30%zf	29 22%	43 21%	28 19%	225 22%
Drug abuse	<b>47</b> 5%e	9 7%e	14 8%zce	5 3%	4 3%	5 2%	10 7%e	50 5%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 7th - 20th January 2016  
 Number of sample points : 177  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	119	168	165	121	249	189	1011
<b>WEIGHTED BASE</b>	<b>985</b>	129	175	198	131	206	146	1011
	<b>100%</b>	13%	18%	20%	13%	21%	15%	103%
Economy/Economic situation	<b>259</b> 26% <sup>b</sup>	31 24%	28 16%	79 40% <sup>za</sup> bdef	27 20%	61 30% <sup>b</sup>	34 23%	268 27%
Education/Schools	<b>164</b> 17% <sup>bf</sup>	17 13%	18 10%	56 28% <sup>za</sup> bdf	14 10%	46 22% <sup>zbd</sup> f	13 9%	148 15%
Foot and mouth outbreak/Farming crisis	<b>3</b> *	1 1%	- -	1 *	- -	- -	1 1%	4 *
Housing	<b>169</b> 17%	20 16%	26 15%	43 22% <sup>f</sup>	28 21% <sup>f</sup>	34 16%	18 12%	166 16%
Immigration/immigrants	<b>450</b> 46% <sup>a</sup>	44 34%	77 44%	80 40%	69 52% <sup>a</sup> c	110 53% <sup>za</sup>	70 48% <sup>a</sup>	454 45%
Inflation/Prices	<b>74</b> 8% <sup>e</sup>	11 9% <sup>e</sup>	17 10% <sup>e</sup>	11 6%	19 14% <sup>zce</sup> f	6 3%	10 7%	83 8%
Local government/Council tax	<b>34</b> 3%	4 3%	13 7% <sup>ze</sup>	5 3%	3 2%	5 3%	4 3%	32 3%
Low pay/Minimum wage/Fair wages	<b>113</b> 12% <sup>ce</sup>	14 11%	35 20% <sup>zce</sup> f	13 7%	22 16% <sup>ce</sup>	15 7%	14 9%	116 11%
Morality/Individual behaviour/Lifestyle	<b>47</b> 5%	3 2%	4 2%	13 6%	5 4%	10 5%	12 9% <sup>zab</sup>	49 5%

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<b>WEIGHTED BASE</b>	<b>985</b>	129	175	198	131	206	146	1011
	<b>100%</b>	13%	18%	20%	13%	21%	15%	103%
National health service/Hospitals/Healthcare	<b>379</b> 38%b	46 36%	44 25%	104 52%za bdf	41 31%	86 42%b	57 39%b	372 37%
Nationalisation/ Government control of institutions	<b>19</b> 2%	-	-	4 2%	4 3%b	8 4%zab	4 3%b	20 2%
Northern Ireland	<b>3</b> *	1 *	-	2 1%	-	1 *	-	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>18</b> 2%	2 2%	-	4 2%	2 2%	6 3%b	4 2%b	17 2%
Pensions/Social security/Benefits	<b>100</b> 10%	10 8%	16 9%	25 13%	10 8%	23 11%	15 11%	98 10%
Petrol prices/Fuel	<b>17</b> 2%	3 2%e	5 3%e	3 2%	3 3%e	-	2 2%e	16 2%
Pollution/ Environment	<b>97</b> 10%b	11 9%	7 4%	28 14%b	14 11%b	25 12%b	12 8%	92 9%
Population levels/ Overpopulation	<b>50</b> 5%b	4 3%	3 2%	9 5%	7 6%	15 7%b	11 7%b	53 5%
Pound/Exchange rate/Value of pound	<b>5</b> 1%	2 1%	1 1%	-	-	2 1%	-	5 *
Poverty/Inequality	<b>172</b> 17%f	25 20%	25 14%	45 22%f	19 14%	41 20%f	16 11%	170 17%
Privatisation	<b>25</b> 2%	7 5%	2 1%	6 3%	1 1%	5 2%	4 3%	22 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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<b>WEIGHTED BASE</b>	<b>985</b>	129	175	198	131	206	146	1011
	<b>100%</b>	13%	18%	20%	13%	21%	15%	103%
Public services in general	<b>62</b> 6%	8 6%	10 6%	15 7%	10 8%	12 6%	8 5%	60 6%
Race relations	<b>41</b> 4%	3 2%	9 5%	7 4%	7 6%	10 5%	4 3%	40 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>12</b> 1%	1 1%	- -	4 2%	3 2%	1 1%	4 3% <sup>b</sup>	14 1%
Taxation	<b>50</b> 5% <sup>e</sup>	10 8% <sup>cef</sup>	16 9% <sup>zce</sup> f	5 3%	10 8% <sup>cef</sup>	5 2%	4 2%	51 5%
Trade unions/ Strikes	<b>9</b> 1%	2 2%	- -	5 3% <sup>z</sup>	- -	1 1%	- -	8 1%
Transport/Public transport	<b>47</b> 5%	2 1%	11 6% <sup>a</sup>	14 7% <sup>a</sup>	8 6%	8 4%	5 3%	49 5%
Unemployment/ Factory closure/ Lack of industry	<b>147</b> 15% <sup>e</sup>	14 11%	40 23% <sup>za</sup> cef	25 13%	28 21% <sup>ae</sup>	22 11%	18 12%	152 15%
Other	<b>64</b> 6% <sup>bd</sup>	6 5%	5 3%	16 8% <sup>d</sup>	3 2%	27 13% <sup>zab</sup> df	8 5%	65 6%
MEAN NUMBER OF MENTIONS	3.43 <sup>b</sup>	3.17	3.10	3.88 <sup>z</sup> abf	3.46	3.61 <sup>b</sup> f	3.19	3.34
STANDARD ERROR	<b>0.07</b>	0.21	0.13	0.17	0.21	0.13	0.16	0.06

ERROR VARIANCE \* 0.05 0.02 0.03 0.04 0.02 0.03 \*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1011</b>	119	168	165	121	249	189	1011
<b>WEIGHTED BASE</b>	<b>985</b>	129	175	198	131	206	146	1011
	<b>100%</b>	13%	18%	20%	13%	21%	15%	103%
Don't know	<b>107</b>	30	27	7	17	6	19	113
	11% <sub>ce</sub>	23% <sub>zc</sub>	15% <sub>zce</sub>	4%	13% <sub>ce</sub>	3%	13% <sub>ce</sub>	11%
Personal finances (NET)	<b>308</b>	38	64	64	51	53	37	316
	31% <sub>ef</sub>	30%	37% <sub>ef</sub>	32%	39% <sub>ef</sub>	26%	25%	31%
Median	<b>2</b>	2	2	3	2	3	2	2

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

	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+	1011
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1011