

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Ageing population/ Social care for the elderly	16 2%	5 1%	11 2%	1 1%	- -	4 2%	- -	5 4%dfi	6 3%dfi	1 1%	4 1%	11 3%dfi	5 1%	11 2%	7 3%	4 2%	3 1%	3 1%	11 2%	6 1%	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	- *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	9 2%	8 2%	3 3%	3 2%	-	2 1%	1 1%	8 4%ej	6 2%	2 1%	9 3%	6 1%	11 2%	6 2%	5 2%	2 1%	4 2%	10 2%	7 1%	18 2%
Countryside/Rural life	2 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	1 1%	- -	1 *	1 *	1 *	- -	1 1%	1 *	- -	1 *	1 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31 3%	15 3%	16 3%	5 4%	7 5%	5 3%	5 3%	2 1%	5 2%	13 4%	11 3%	7 2%	18 4%	12 2%	4 2%	6 2%	10 5%p	11 5%p	10 2%	21 5%p	29 3%
Defence/Foreign affairs/ International terrorism	17 2%	5 1%	12 2%	4 3%ej	7 4%egj	-	1 1%	1 *	4 2%	10 4%ej	1 *	5 1%	10 2%	6 1%	7 3%	4 1%	4 2%	2 1%	11 2%	6 1%	16 2%
Drug abuse	6 1%	2 *	5 1%	2 2%	1 1%	1 1%	1 1%	-	1 *	3 1%	2 1%	1 *	4 1%	2 *	-	1 *	5 2%lop	-	1 *	5 1%	6 1%
Economy/Economic situation	288 30%	155 33%	133 27%	28 21%	50 31%	60 36%ch	53 32%	49 35%ch	49 24%	78 27%c	113 34%ch	98 29%h	138 30%	150 30%	104 40%no	85 32%no	47 23%	52 23%	189 36%mn	99 23%	258 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
 Source : Ipsos MORI (JN Q218)



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	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Education/Schools	19	5	14	2	7	6	-	3	1	9	6	4	15	4	8	7	3	1	14	5	16
	2%	1%	3% ^a	1%	5% ^f	4% ^f	-	2%	1%	3% ^f	2%	1%	3%	1%	3%	2%	2%	1%	3%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	4	4	2	2	1	1	*	2	4	2	3	5	3	1	3	3	2	4	5	10
	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
Inflation/Prices	24	13	11	5	3	2	3	4	7	8	5	11	10	14	3	2	11	9	5	19	26
	2%	3%	2%	4%	2%	1%	2%	3%	3%	3%	2%	3%	2%	3%	1%	1%	5% ^{lmp}	4% ^{mp}	1%	4% ^{lmp}	3%
Local government/Council tax	4	2	2	1	-	-	3	-	-	1	3	-	1	3	2	-	2	-	2	2	3
	*	1%	*	1%	-	-	2% ^k	-	-	*	1%	-	*	1%	1%	-	1%	-	*	1%	*
Low pay/Minimum wage/Fair wages	13	6	7	3	1	1	3	3	2	4	4	4	5	8	1	2	7	2	4	9	14
	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	*	1%	4% ^{lp}	1%	1%	2% ^o	1%
Morality/Individual behaviour/Lifestyle	21	9	12	2	3	2	5	3	6	5	7	9	7	14	7	5	4	5	12	9	20
	2%	2%	3%	2%	2%	1%	3%	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%	2%
National health service/Hospitals/Healthcare	48	14	34	7	4	8	5	6	18	11	13	24	19	29	11	20	11	6	31	17	52
	5%	3%	7% ^a	5%	3%	5%	3%	5%	9% ^d	4%	4%	7%	4%	6%	4%	7% ^o	5%	3%	6%	4%	5%
Nationalisation/Government control of institutions	11	8	3	2	3	3	2	1	1	5	5	2	7	4	5	2	3	1	7	4	8
	1%	2%	1%	2%	2%	2%	1%	1%	*	2%	1%	1%	2%	1%	2%	1%	2%	*	1%	1%	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	27 3%	13 3%	15 3%	4 3%	6 4%	8 5%k	5 3%	2 1%	3 1%	10 3%	13 4%k	4 1%	18 4%	9 2%	5 2%	12 4%n	1 *	10 4%nq	17 3%	11 2%n	26 3%
Petrol prices/Fuel	4 *	4 1%	- -	- -	3 2%k	- -	1 *	- -	- -	3 1%	1 *	- -	3 1%	1 *	2 1%	- -	2 1%	1 *	2 *	2 1%	3 *
Pollution/ Environment	9 1%	3 1%	6 1%	1 1%	1 1%	1 1%	3 2%	2 1%	1 *	2 1%	4 1%	2 1%	3 1%	6 1%	2 1%	2 1%	2 1%	2 1%	5 1%	4 1%	8 1%
Population levels/ Overpopulation	8 1%	6 1%	3 1%	- -	- -	1 1%	4 2%i	2 1%	1 1%	- -	5 1%	3 1%	1 *	7 1%	4 1%q	5 2%q	- -	- -	8 2%q	- -	6 1%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Poverty/Inequality	27 3%	9 2%	18 4%	3 2%	2 1%	4 2%	7 4%	4 3%	8 4%	5 2%	11 3%	11 3%	9 2%	18 4%	13 5%	7 2%	4 2%	4 2%	19 4%	8 2%	27 3%
Privatisation	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Public services in general	7 1%	5 1%	2 *	1 1%	1 1%	2 1%	1 *	1 1%	1 1%	3 1%	2 1%	2 1%	4 1%	3 1%	2 1%	2 1%	3 2%	- -	4 1%	3 1%	8 1%
Race relations/ Immigration/ Immigrants	149 15%	82 17%	67 14%	12 10%	16 10%	23 14%	27 16%	22 16%	48 24%cd eijk	29 10%	50 15%	70 20%cd i	52 11%	97 19%	29 11%	40 15%	39 19%l	40 17%	69 13%	80 18%lp	153 16%

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	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	3 1%	3 1%	- -	1 *	- -	2 1%	2 1%	2 1%	1 *	2 *	4 1%	1 *	5 1%	1 *	2 1%	1 *	2 1%	3 1%	3 1%	7 1%
Taxation	9 1%	6 1%	3 1%	1 1%	3 2%	1 *	2 1%	1 1%	1 1%	4 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	1 1%	2 1%	6 1%	3 1%	9 1%
Trade unions/ Strikes	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Transport/Public transport	3 *	3 1%	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	1 *	- -	3 1%	- -	- -	- -	1 1%	1 1%	- -	3 1%	2 *
Unemployment/ Factory closure/ Lack of industry	131 14%	61 13%	70 14%	28 21% ^{eh} jk	22 14%	19 11%	26 15% ^h	21 15% ^h	15 8%	51 17% ^{hk}	45 13% ^h	36 11% ^h	69 15%	62 12%	24 9%	29 11%	28 13%	52 22% ^{lm} npq	52 10%	79 18% ^{lm} np	148 15%
Other	21 2%	10 2%	10 2%	4 3%	1 1%	5 3%	4 2%	3 2%	4 2%	5 2%	9 3%	7 2%	10 2%	11 2%	4 1%	11 4% ^q	2 1%	4 2%	15 3%	6 1%	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	33 3%	12 2%	22 4%	6 5% ^f	9 6% ^f	8 5% ^f	1 1%	3 2%	5 3%	16 5% ^f	9 3% ^f	8 2%	24 5%	9 2%	6 2%	10 4%	4 2%	13 6%	16 3%	17 4% ⁿ	35 4%

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Ageing population/ Social care for the elderly	16 2%	13 2%	- -	4 4%def	5 1%e	1 *	2 1%	2 1%	10 3%	3 2%	7 3%	5 3%	8 3%	4 1%	2 1%	2 1%	12 2%	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	- -	- -	- -	- *	1 1%	1 -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	15 2%	1 2%	1 1%	5 1%	4 2%	6 2%	5 2%	6 2%	2 2%	3 1%	1 *	9 3% ^m	3 1%	-	5 3% ^m	12 2%	18 2%
Countryside/Rural life	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	1 *	1 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31 3%	23 3%	2 3%	6 7% ^{af}	16 5% ^{af}	10 4%	5 2%	3 1%	10 3%	4 3%	8 3%	4 3%	6 2%	13 4%	5 4%	7 4%	19 3%	29 3%
Defence/Foreign affairs/ International terrorism	17 2%	16 2%	- -	1 1%	6 2%	5 2%	4 1%	4 2%	7 2%	3 3%	5 2%	2 1%	4 1%	6 2%	4 3%	2 1%	10 2%	16 2%
Drug abuse	6 1%	6 1%	- -	- -	4 1%	4 1%	1 *	1 *	2 1%	2 1%	2 1%	-	1 *	3 1%	-	2 1%	4 1%	6 1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	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)	
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	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Economy/Economic situation	288	252	18	18	97	79	79	61	112	38	88	49	92	125	16	54	217	258
	30%	30%	36%	22%	29%	31%	27%	26%	33%	31%	33%	35%	29% _m	39% _{km}	12%	30% _m	34% _{km}	27%
Education/Schools	19	18	1	1	7	6	3	3	9	2	5	3	3	10	2	4	13	16
	2%	2%	1%	1%	2%	3%	1%	1%	3%	2%	2%	2%	1%	3%	1%	2%	2% _k	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	8	-	*	3	3	1	1	5	3	4	1	2	1	4	2	3	10
	1%	1%	-	*	1%	1%	*	*	1%	3% _f	2%	1%	1%	*	3% _{lo}	1%	1%	1%
Inflation/Prices	24	19	3	1	7	5	7	4	10	4	7	3	9	4	5	6	13	26
	2%	2%	7%	1%	2%	2%	3%	2%	3%	4%	3%	2%	3%	1%	4%	3%	2%	3%
Local government/ Council tax	4	4	-	-	2	2	-	-	2	2	2	-	1	2	-	1	3	3
	*	1%	-	-	1%	1%	-	-	1%	1%	1%	-	*	1%	-	1%	*	*
Low pay/Minimum wage/Fair wages	13	13	-	-	3	3	6	6	4	4	4	-	4	2	5	2	6	14
	1%	2%	-	-	1%	1%	2%	3%	1%	3% _g	1%	-	1%	1%	4% _{klo}	1%	1%	1%
Morality/ Individual behaviour/ Lifestyle	21	17	2	2	8	6	6	3	8	2	7	5	8	5	3	4	13	20
	2%	2%	5%	2%	2%	2%	2%	1%	2%	1%	3%	4%	2%	2%	3%	2%	2%	2%
National health service/Hospitals/ Healthcare	48	42	3	4	12	9	15	13	21	11	17	6	21	11	6	9	32	52
	5%	5%	5%	4%	4%	3%	5%	5%	6%	9% _d	6%	5%	6%	3%	5%	5%	5%	5%

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BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Nationalisation/ Government control of institutions	11 1%	7 1%	-	5 6%ade fghij	7 2%ae	3 1%	2 1%	2 1%	2 *	1 1%	1 *	-	3 1%	4 1%	3 2%	2 1%	7 1%	8 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	27 3%	26 3%	* 1%	1 1%	11 3%	10 4%h	8 3%	8 3%	9 2%	-	5 2%	5 3%	5 2%	7 2%	7 6%klo	8 4%	12 2%	26 3%
Petrol prices/Fuel	4 *	4 *	-	-	2 *	2 1%	2 1%	2 1%	-	-	-	-	2 1%	-	-	2 1%	2 *	3 *
Pollution/ Environment	9 1%	6 1%	1 2%e	2 2%e	2 1%	-	2 1%	1 *	5 1%	2 2%	2 1%	-	5 1%	1 *	1 1%	2 1%	6 1%	8 1%
Population levels/ Overpopulation	8 1%	8 1%	-	-	2 1%	2 1%	1 *	1 1%	5 1%	2 2%	5 2%	3 2%	3 1%	5 2%	-	-	8 1%	6 1%
Pound/Exchange rate/Value of pound	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	1 1%o	-	-	1 *
Poverty/Inequality	27 3%	22 3%	2 4%	3 4%	10 3%	6 3%	9 3%	7 3%	9 3%	5 4%	6 2%	1 1%	11 4%	7 2%	3 2%	6 3%	19 3%	27 3%
Privatisation	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *

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

Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
Number of sample points : 176
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Public services in general	7 1%	5 1%	1 2%e	2 2%e	2 *	- -	4 2%	4 1%	1 *	1 *	1 *	- -	4 1%	2 1%	1 1%	1 *	6 1%	8 1%
Race relations/ Immigration/ Immigrants	149 15%	137 16%bh	3 5%	10 11%	52 16%bh	43 17%bh	51 18%bh	48 20%	46 13%h	8 6%	33 12%h	25 18%bh	62 19%ln	42 13%	24 18%	20 11%	104 16%	153 16%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	1 *	- -	5 6%ade	5 2%af	- -	- -	- -	1 *	- -	1 *	1 *	4 1%	1 *	1 *	- -	4 1%	7 1%
Taxation	9 1%	7 1%	- -	2 2%	3 1%	1 *	1 *	1 1%	5 1%	2 2%	5 2%	3 2%	2 1%	4 1%	2 2%	1 *	6 1%	9 1%
Trade unions/ Strikes	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 1%	1 1%	- -	- -	- -	1 1%o	- -	1 *
Transport/Public transport	3 *	3 *	- -	- -	- -	- -	- -	3 1%	3 2%ade	3 f	3 1%	- -	- -	- -	- -	3 2%ko	- -	2 *
Unemployment/ Factory closure/ Lack of industry	131 14%	109 13%g	10 19%g	12 15%	46 14%	34 13%	51 18%ag	41 17%	35 10%	17 13%	31 12%	14 10%	42 13%	42 13%	26 20%kn	20 11%	84 13%	148 15%
Other	21 2%	16 2%	2 4%h	2 3%	6 2%	3 1%	7 2%	5 2%	8 2%h	* *	5 2%h	5 3%	2 1%	10 3%k	2 2%	7 4%k	11 2%k	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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Q.PL01
What would you say is the most important issue facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Don't know	33	28	2	3	13	10	9	7	11	4	9	5	7	10	7	8	16	35
	3%	3%	4%	4%	4%	4%	3%	3%	3%	3%	3%	3%	2%	3%	5%ko	5%	3%	4%

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

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING						INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Ageing population/ Social care for the elderly	16 2%	2 *	3 3%	12 3%a	1 2%	1 3%	3 2%	3 1%	- -	13 2%	3 2%	2 3%	2 2%	5 2%	1 *	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	4 1%	1 1%	12 3%a	-	-	1 *	4 1%	1 3%	16 2%	1 1%	6 10%fgi j	2 2%	5 2%	3 1%	18 2%
Countryside/Rural life	2 *	-	-	2 1%	-	-	1 1%	-	-	1 *	1 1%	-	-	1 *	1 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31 3%	15 4%	3 3%	13 3%	4 7%	2 4%	4 3%	7 2%	1 4%	27 3%	5 3%	2 4%	5 4%	9 3%	17 6%	29 3%
Defence/Foreign affairs/ International terrorism	17 2%	3 1%	6 6%ac	7 2%	-	-	3 2%	5 2%	-	14 2%	3 2%	1 1%	3 3%	7 2%	7 2%	16 2%
Drug abuse	6 1%	3 1%	1 1%	2 *	-	-	2 1%	2 1%	-	4 1%	2 1%	-	-	2 1%	3 1%	6 1%

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

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING						INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Economy/Economic situation	288	156	29	103	13	12	62	84	9	226	71	9	20	118	87	258
	30%	37% _c	27%	24%	24%	30%	42% _{gi}	30% _r	31%	28% _r	40% _{gi}	15%	19%	38% _l	29%	27%
Education/Schools	19	9	3	7	1	-	1	13	-	18	1	-	-	8	9	16
	2%	2%	3%	2%	1%	-	1%	5% _{ij}	-	2%	1%	-	-	3%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	4	-	5	-	1	-	6	-	9	-	-	-	2	3	10
	1%	1%	-	1%	-	3%	-	2%	-	1%	-	-	-	1%	1%	1%
Inflation/Prices	24	9	1	14	2	-	-	7	-	24	-	-	4	6	4	26
	2%	2%	1%	3%	3%	-	-	2%	-	3% _j	-	-	4%	2%	1%	3%
Local government/ Council tax	4	3	1	-	-	-	-	-	-	4	-	-	-	2	-	3
	*	1%	1% _c	-	-	-	-	-	-	1%	-	-	-	1%	-	*
Low pay/Minimum wage/Fair wages	13	6	1	6	1	-	1	4	1	12	2	1	*	6	3	14
	1%	1%	1%	1%	2%	-	1%	1%	4%	1%	1%	2%	*	2%	1%	1%
Morality/ Individual behaviour/ Lifestyle	21	9	2	11	2	-	-	5	1	21	1	1	1	7	8	20
	2%	2%	1%	2%	3%	-	-	2%	2%	3%	*	1%	1%	2%	3%	2%
National health service/Hospitals/ Healthcare	48	17	4	27	3	-	5	20	3	43	8	1	5	11	10	52
	5%	4%	4%	6%	6%	-	4%	7%	9%	5%	5%	2%	5%	3%	3%	5%
Nationalisation/ Government control of institutions	11	8	2	1	-	-	2	-	-	9	2	2	1	5	4	8
	1%	2% _c	2% _c	*	-	-	1%	-	-	1%	1%	3% _g	1%	2%	1%	1%

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

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	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	27 3%	10 2%	3 3%	14 3%	3 5%	1 2%	4 3%	4 1%	1 3%	24 3%	5 3%	1 2%	4 4%	5 2%	9 3%	26 3%
Petrol prices/Fuel	4 *	4 1%	-	-	-	2 4%	-	2 1%	-	4 1%	-	-	2 2% ^m	-	3 1%	3 *
Pollution/ Environment	9 1%	-	3 3% ^a	6 1% ^a	1 2% ^a	-	-	3 1%	2 5%	9 1%	2 1%	-	1 1%	2 1%	2 1%	8 1%
Population levels/ Overpopulation	8 1%	6 2%	-	2 *	-	-	3 2%	1 *	-	5 1%	3 2%	-	-	7 2%	1 *	6 1%
Pound/Exchange rate/Value of pound	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *
Poverty/Inequality	27 3%	6 2%	5 5%	16 4%	-	3 7%	2 1%	10 4%	2 8%	25 3%	5 3%	-	5 4%	12 4%	11 4%	27 3%
Privatisation	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%	-	1 *	1 *	1 *
Public services in general	7 1%	6 1%	-	1 *	-	-	-	2 1%	-	7 1%	-	-	-	3 1%	3 1%	8 1%
Race relations/ Immigration/ Immigrants	149 15%	59 14%	14 13%	75 17% ^d	4 7%	9 22%	32 21% ^g	25 9%	5 19%	117 14% ^g	37 21% ^g	28 46% ^{fg} ij	19 19%	42 13%	42 14%	153 16%

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

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	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
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	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	6 1%	2 1%	- -	4 1%	- -	1 2%	2 1%	1 *	- -	4 1%	2 1%	1 1%	- -	2 1%	1 *	7 1%
Taxation	9 1%	6 1%	2 2%	1 *	- -	1 3% ⁱ	4 3% ⁱ	1 *	- -	4 1%	4 2% ⁱ	- -	1 1%	4 1%	1 *	9 1%
Trade unions/ Strikes	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *
Transport/Public transport	3 *	3 1%	- -	- -	- -	1 3%	- -	- -	- -	3 *	- -	- -	- -	- -	1 *	2 *
Unemployment/ Factory closure/ Lack of industry	131 14%	43 10%	18 17%	70 16% ^a	19 36% ^{abc}	3 7%	7 5%	61 22% ^{fi}	3 11%	125 15% ^{fjr}	10 6%	3 5%	17 17%	29 9%	47 15%	148 15%
Other	21 2%	11 3%	2 2%	8 2%	* 1%	3 8%	1 1%	5 2%	- -	19 2%	1 1%	1 2%	5 5%	7 2%	6 2%	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	33 3%	16 4%	1 1%	15 4%	* 1%	- -	7 5%	5 2%	- -	26 3%	7 4%	1 1%	4 4%	5 2%	15 5%	35 4%

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

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	956	452	229	153	325	80	121	316	433	201	808	143	129	296	8	956
WEIGHTED BASE	966	489	247	157	324	91*	139	293	458	207	853	108	164	360	9**	956
	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Ageing population/ Social care for the elderly	16 2%	4 1%	4 2%	5 3%a	4 1%	4 4%a	3 2%	1 *	12 3%g	3 2%	15 2%	1 1%	1 1%	2 1%	1 8%	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	1 1%	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	6 1%	3 1%	1 1%	7 2%	2 3%	1 1%	5 2%	7 1%	5 3%	17 2%	-	3 2%	2 1%	-	18 2%
Countryside/Rural life	2 *	1 *	-	2 1%	-	-	-	1 1%	-	1 *	2 *	-	-	-	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31 3%	9 2%	4 2%	31 20%abdef	3 1%	1 1%	2 2%	10 4%	14 3%	6 3%	28 3%	3 3%	4 3%	13 4%	-	29 3%
Defence/Foreign affairs/ International terrorism	17 2%	6 1%	2 1%	7 4%abd	3 1%	17 19%abcd f	3 2%	6 2%	8 2%	3 1%	15 2%	1 1%	1 1%	8 2%	-	16 2%
Drug abuse	6 1%	2 *	-	2 1%d	-	-	1 1%	4 1%	1 *	1 *	5 1%	1 1%	1 1%	3 1%	-	6 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
Number of sample points : 176
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	956	452	229	153	325	80	121	316	433	201	808	143	129	296	8	956
WEIGHTED BASE	966	489	247	157	324	91*	139	293	458	207	853	108	164	360	9**	956
	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Economy/Economic situation	288 30%	288 59%bcd ef	87 35%cd	36 23%	77 24%	35 39%cd	60 43%cd	82 28%	148 32%	55 27%	263 31%k	23 21%	66 40%	119 33%	2 25%	258 27%
Education/Schools	19 2%	7 1%	4 2%	3 2%	3 1%	1 1%	19 14%abcd e	6 2%	7 1%	6 3%	17 2%	2 2%	12 7% m	2 1%	1 10%	16 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9 1%	2 *	-	-	-	-	-	5 2% h	1 *	2 1%	8 1%	1 1%	1 1%	3 1%	-	10 1%
Inflation/Prices	24 2%	8 2%	4 2%	6 4%	6 2%	3 4%	2 1%	9 3%	8 2%	6 3%	20 2%	3 3%	1 1%	8 2%	-	26 3%
Local government/Council tax	4 *	1 *	2 1%	1 1%	-	-	-	1 *	3 1%	-	4 1%	-	2 1%	2 1%	-	3 *
Low pay/Minimum wage/Fair wages	13 1%	3 1%	-	3 2%	4 1%	-	1 1%	5 2%	3 1%	5 2%	12 1%	1 1%	-	7 2%	-	14 1%
Morality/Individual behaviour/Lifestyle	21 2%	6 1%	1 *	-	1 *	1 1%	1 *	3 1%	8 2%	8 4%	19 2%	2 2%	4 3%	6 2%	-	20 2%
National health service/Hospitals/Healthcare	48 5%	13 3%	48 19%acde f	3 2%	9 3%	4 5%	8 6% a	16 6%	22 5%	10 5%	41 5%	5 5%	7 4%	14 4%	-	52 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Nationalisation/ Government control of institutions	11 1%	4 1%	2 1%	1 1%	1 *	4 5%abdf	-	7 2%h	-	4 2%h	11 1%	-	-	10 3%	-	8 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	27 3%	9 2%	6 2%	6 4%	10 3%	-	1 1%	4 1%	17 4%	6 3%	26 3%	1 1%	5 3%	9 2%	-	26 3%
Petrol prices/Fuel	4 *	-	-	-	-	-	-	2 1%	2 *	-	2 *	2 2%j	-	4 1%	-	3 *
Pollution/ Environment	9 1%	3 1%	1 1%	-	-	-	1 1%	5 2%	3 1%	2 1%	8 1%	-	1 1%	2 1%	1 12%	8 1%
Population levels/ Overpopulation	8 1%	6 1%	1 1%	-	2 1%	1 1%	3 2%	2 1%	6 1%	-	8 1%	-	4 2%	3 1%	-	6 1%
Pound/Exchange rate/Value of pound	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Poverty/Inequality	27 3%	9 2%	11 4%a	5 3%	11 3%	4 4%	7 5%a	7 2%	14 3%	7 3%	26 3%	2 1%	-	10 3%	1 16%	27 3%
Privatisation	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-	-	1 *

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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
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	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Public services in general	7 1%	1 *	1 *	1 *	1 *	-	1 1%	5 2%	2 1%	-	6 1%	1 1%	3 2%	3 1%	-	8 1%
Race relations/Immigration/Immigrants	149 15%	54 11%	40 16%ae	25 16%e	149 46%abce f	6 6%	16 12%	23 8%	78 17%g	46 22%g	145 17%k	4 4%	20 12%	54 15%	-	153 16%
Scottish/Welsh assembly/Devolution/Constitutional reform	6 1%	1 *	1 1%	-	1 *	-	-	4 1%	1 *	1 1%	6 1%	-	-	2 1%	-	7 1%
Taxation	9 1%	3 1%	4 2%d	-	-	3 4%acd	3 2%d	3 1%	5 1%	1 *	7 1%	1 1%	2 1%	5 2%	-	9 1%
Trade unions/ Strikes	1 *	-	-	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	1 *
Transport/Public transport	3 *	1 *	1 1%	-	-	-	-	3 1%	-	-	3 *	-	3 1%	-	-	2 *
Unemployment/Factory closure/Lack of industry	131 14%	35 7%	12 5%	19 12%abf	24 8%	4 5%	4 3%	59 20%hi	58 13%i	14 7%	89 10%	42 39%j	19 11%	40 11%	3 29%	148 15%
Other	21 2%	2 1%	3 1%	2 1%	4 1%	-	2 2%	4 1%	12 3%	5 2%	18 2%	3 3%	2 1%	11 3%	-	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
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	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Don't know	33	2	2	1	2	-	-	9	15	9	25	8	4	13	-	35
	3%	*	1%	1%	*	-	-	3%	3%	5%	3%	7% ^j	3%	4%	-	4%

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ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

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		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	**	60%	11%*	29%	11%	14%	99%
Ageing population/ Social care for the elderly	16 2%	1 7%	2 5%	3 7%io	-	2 8%	1 4%	1 1%	* 3%	-	-	-	1 3%	1 4%	-	9 2%	6 6%qs	3 1%	1 1%	* *	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	-	1 4%	1 2%	-	1 2%	1 6%	4 4%	-	2 2%	1 2%	2 19%	-	-	-	7 1%	3 2%	8 3%	4 4%	4 3%	18 2%
Countryside/Rural life	2 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	2 *	-	1 *	1 1%	-	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	31 3%	1 5%	* 1%	1 2%	-	-	-	1 1%	1 5%	4 4%	1 3%	1 11%	1 1%	-	-	23 4%	1 1%	7 3%	1 1%	6 4%	29 3%
Defence/Foreign affairs/ International terrorism	17 2%	-	-	2 4%	* 10%	* 2%	-	1 1%	-	-	2 4%	-	3 5% <i>i</i>	1 5%	-	9 2%	2 2%	6 2%	1 1%	2 1%	16 2%
Drug abuse	6 1%	-	-	1 2%	-	-	-	-	-	1 1%	-	-	1 2%	-	-	3 1%	1 1%	2 1%	-	1 1%	6 1%

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UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	-**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	-**	60%	11%*	29%	11%	14%	99%
Economy/Economic situation	288	4	11	16	3	12	3	24	1	11	16	6	17	5	-	182	40	67	26	28	258
	30%	24%	35%	34% ⁱ	52%	44%	16%	25% ⁱ	4%	13%	33% ⁱ	43%	33% ⁱ	31%	-	31% ⁱ	38% ^{qr}	24%	24%	21%	27%
Education/Schools	19	-	1	4	-	-	-	3	-	2	*	-	1	-	-	10	4	5	3	3	16
	2%	-	4%	9% ^o	-	-	-	3%	-	2%	1%	-	3%	-	-	2%	4%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	1	2	1	-	-	-	-	*	1	-	-	2	2	-	5	3	3	-	1	10
	1%	8%	5%	2%	-	-	-	-	3%	1%	-	-	3%	9%	-	1%	3%	1%	-	1%	1%
Inflation/Prices	24	-	-	1	-	-	1	-	-	3	1	-	2	-	-	16	1	6	1	4	26
	2%	-	-	2%	-	-	6%	-	-	3%	2%	-	3%	-	-	3%	1%	2%	1%	3%	3%
Local government/Council tax	4	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	2	-	3
	*	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	*	-	1%	2%	-	*
Low pay/Minimum wage/Fair wages	13	-	-	-	-	-	-	-	-	3	1	1	2	1	-	8	-	5	-	4	14
	1%	-	-	-	-	-	-	-	-	4%	2%	8%	4%	6%	-	1%	-	2%	-	3%	1%
Morality/Individual behaviour/Lifestyle	21	-	1	-	-	-	-	2	1	1	-	-	2	-	-	16	1	4	2	1	20
	2%	-	3%	-	-	-	-	2%	5%	1%	-	-	3%	-	-	3%	1%	2%	2%	1%	2%
National health service/Hospitals/Healthcare	48	-	3	3	-	1	-	9	1	5	4	-	3	1	-	25	6	20	9	8	52
	5%	-	8%	6%	-	3%	-	9% ^o	5%	5%	8%	-	5%	4%	-	4%	6%	7%	8%	6%	5%

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	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	-**	60%	11%*	29%	11%	14%	99%
Nationalisation/ Government control of institutions	11 1%	-	-	2	-	-	-	-	3	6	1	-	1	-	-	2	2	7	-	6	8
		-	-	5%o	-	-	-	-	18%	7%go	2%	-	3%o	-	-	*	2%	3%	-	4%r	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	27 3%	-	-	-	-	-	-	2	-	1	1	-	1	1	-	22	-	5	2	2	26
		-	-	-	-	-	-	2%	-	1%	1%	-	1%	3%	-	4%	-	2%	2%	1%	3%
Petrol prices/Fuel	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	3
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	*
Pollution/ Environment	9 1%	-	-	1	-	-	-	1	-	-	-	-	-	-	-	5	1	1	1	-	8
		-	-	2%	-	-	-	1%	-	-	-	-	-	-	-	1%	1%	*	1%	-	1%
Population levels/ Overpopulation	8 1%	-	-	-	-	2	2	3	-	-	-	-	-	1	-	3	2	5	5	-	6
		-	-	-	-	7%	15%	3%o	-	-	-	-	-	7%	-	*	2%	2%	5%qs	-	1%
Pound/Exchange rate/Value of pound	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Poverty/Inequality	27 3%	2	2	3	2	4	-	4	1	1	-	1	*	-	-	13	7	5	4	1	27
		12%	6%	6%	38%	14%	-	4%	5%	2%	-	6%	*	-	-	2%	6%qs	2%	3%	1%	3%
Privatisation	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	-**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	-**	60%	11%*	29%	11%	14%	99%
Public services in general	7	-	-	-	-	-	-	-	2	1	-	-	1	1	-	5	-	2	-	2	8
	1%	-	-	-	-	-	-	-	10%	1%	-	-	1%	3%	-	1%	-	1%	-	1%	1%
Race relations/Immigration/Immigrants	149	1	5	4	-	3	4	26	1	26	9	1	3	-	-	78	11	60	28	32	153
	15%	9%	16%	8%	-	11%	26%	27%clo	6%	31%clo	18%	8%	5%	-	-	13%	10%	21%p	26%p	23%p	16%
Scottish/Welsh assembly/Devolution/Constitutional reform	6	-	-	-	-	-	1	1	1	1	-	-	-	-	-	3	-	3	1	1	7
	1%	-	-	-	-	-	4%	1%	6%	1%	-	-	-	-	-	1%	-	1%	1%	1%	1%
Taxation	9	1	-	-	-	-	1	1	-	1	-	-	1	1	-	4	1	5	2	1	9
	1%	5%	-	-	-	-	6%	1%	-	2%	-	-	2%	4%	-	1%	1%	2%	2%	1%	1%
Trade unions/Strikes	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	1
	*	-	-	-	-	-	-	-	-	2%o	-	-	-	-	-	-	-	*	-	1%	*
Transport/Public transport	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Unemployment/Factory closure/Lack of industry	131	2	4	1	-	2	2	9	3	11	8	1	8	4	-	85	8	37	10	21	148
	14%	14%	11%	3%	-	6%	11%	10%	23%	13%	17%c	5%	16%	23%	-	15%c	8%	13%	9%	15%	15%
Other	21	1	*	3	-	1	-	-	1	1	4	-	2	-	-	11	3	5	-	5	22
	2%	7%	1%	6%g	-	3%	-	-	8%	1%	8%gio	-	3%	-	-	2%	3%	2%	-	4%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	33	1	-	-	-	-	1	3	-	3	-	-	1	-	-	24	1	8	4	3	35
	3%	8%	-	-	-	-	6%	4%	-	4%	-	-	3%	-	-	4%	1%	3%	4%	2%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j/k/l/m/n/o - p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
Number of sample points : 176
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+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Ageing population/ Social care for the elderly	71 7%	28 6%	43 9%	4 3%	4 2%	19 12%cdi	9 5%	17 12%cdi	18 9%cdi	8 3%	28 8%di	35 10%cdi	28 6%	43 9%	32 12%noq	19 7%	9 4%	12 5%	51 10%mmo	20 5%	66 7%
AIDS	3 *	- -	3 1%	- -	- -	- -	2 1%	1 1%	- -	- -	2 *	1 *	- -	3 1%	- -	2 1%	- -	1 *	2 *	1 *	3 *
Animal welfare	14 1%	8 2%	6 1%	* *	1 1%	4 3%	2 1%	3 2%	3 2%	1 *	6 2%	6 2%	6 1%	8 2%	3 1%	4 2%	3 1%	4 2%	7 1%	7 2%	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	4 1%	2 *	* *	3 2%	- -	2 1%	1 1%	- -	3 1%	2 1%	1 *	3 1%	3 1%	2 1%	* *	1 *	3 1%	2 *	4 1%	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	34 7%	25 5%	5 4%	5 3%	10 6%	9 5%	8 6%	22 11%cdi	10 3%	19 6%	31 9%di	20 4%	40 8%	20 8%	20 7%o	12 6%	8 3%	40 8%o	19 4%	61 6%
Countryside/Rural life	20 2%	13 3%	7 1%	1 1%	- -	10 6%dhi	3 2%	3 2%	2 1%	1 1%	13 4%di	5 2%	11 2%	9 2%	11 4%mq	3 1%	4 2%	2 1%	14 3% m	6 1%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	74 16%	83 17%	20 16%	30 19%	27 16%	29 18%	24 17%	25 13%	51 17%	56 17%	50 15%	78 17%	79 16%	25 10%	38 14%	45 21%lm	49 21%lm	64 12%	93 21%lm	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	50 11%	41 8%	9 7%	17 11%	15 9%	21 13%	10 7%	18 9%	26 9%	36 11%	28 8%	41 9%	49 10%	39 15%oq	25 9%o	18 9%o	9 4%	64 12%moq	27 6%o	80 8%
Drug abuse	52 5%	25 5%	28 6%	8 6%	14 9%fh	11 6%	4 2%	9 7%	7 3%	22 7% f	14 4%	16 5%	32 7%	20 4%	6 2%	14 5%	14 7% l	19 8%lp	19 4%	33 8%lp	54 6%

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

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956	
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956	
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%	
Economy/Economic situation	489	258	231	49	73	100	87	85	96	122	187	181	222	268	164	136	96	93	300	189	452	
	51%	55% ^b	47%	38%	46%	60% ^{cd}	52% ^c	60% ^{cd}	48%	42%	56% ^{ci}	53% ^{ch}	48%	53%	63% ^{mn}	50% ^o	46%	40%	57% ^{mn}	43%	47%	
						hi		hik			i			opq				oq				
Education/Schools	139	57	82	11	26	39	23	21	18	37	62	40	76	63	66	42	12	19	108	31	121	
	14%	12%	17%	8%	16% ^h	23% ^{ch}	14%	15%	9%	13% ^c	19% ^{ch}	12% ^h	17%	12%	26% ^{mn}	16% ^{noq}	6%	8%	20% ^{mno}	7%	13%	
						ik				k				opq				q				
Foot and mouth outbreak/Farming crisis	3	1	2	1	-	1	1	-	1	1	2	1	2	1	1	1	1	1	2	1	4	
	*	*	*	*	-	1%	*	-	*	*	1%	*	*	*	*	*	*	*	*	*	*	*
Housing	68	23	44	7	10	22	6	11	11	17	28	22	39	28	10	23	15	20	33	35	71	
	7%	5%	9% ^a	6%	6%	13% ^{fhi}	4%	8%	6%	6%	9% ^f	6%	9%	6%	4%	9% ^p	7%	9% ^l	6%	8%	7%	
						jk																
Inflation/Prices	104	57	48	15	17	21	14	16	21	32	35	37	53	51	19	19	36	30	38	66	107	
	11%	12%	10%	11%	11%	13%	8%	11%	11%	11%	11%	11%	12%	10%	7%	7%	17% ^{lm}	13% ^{mp}	7%	15% ^{lm}	11%	
																	p			p		
Local government/Council tax	30	22	9	4	5	10	7	2	3	8	17	5	19	12	6	4	9	10	11	19	26	
	3%	5% ^b	2%	3%	3%	6% ^{hk}	4%	1%	1%	3%	5% ^{hk}	1%	4%	2%	2%	2%	5%	4%	2%	4% ^p	3%	
Low pay/Minimum wage/Fair wages	74	43	31	14	14	14	14	9	9	28	29	18	42	32	9	18	30	18	27	48	73	
	8%	9%	6%	11% ^{hk}	9%	9%	9%	6%	4%	10% ^{hk}	9%	5%	9%	6%	3%	7%	14% ^{lmo}	8%	5%	11% ^{lop}	8%	
																	pq					
Morality/Individual behaviour/Lifestyle	79	37	42	7	11	12	19	13	16	19	31	28	31	48	27	24	15	13	51	28	74	
	8%	8%	8%	6%	7%	7%	12%	9%	8%	7%	9%	8%	7%	9%	10%	9%	7%	6%	10%	6%	8%	
National health service/Hospitals/Healthcare	247	115	132	17	28	57	46	42	56	45	103	98	103	144	82	73	44	48	155	92	229	
	26%	24%	27%	13%	18%	34% ^{cd}	28% ^{ci}	30% ^{cd}	28% ^{cd}	16%	31% ^{cd}	29% ^{cd}	22%	28%	32% ^{no}	27%	21%	21%	29% ^{no}	21%	24%	
						i		i	i		i	i		q				q				

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

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ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Nationalisation/ Government control of institutions	28 3%	16 3%	12 2%	2 2%	7 5%h	7 4%h	7 4%	3 2%	2 1%	9 3%	14 4%hk	5 1%	17 4%	12 2%	14 5%o	5 2%	7 3%	3 1%	18 3% ^m	10 2%	22 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	5 1%	2 *	* *	- -	2 1%	1 1%	- -	3 2%	* *	3 1%	3 1%	3 1%	4 1%	1 *	1 *	1 *	4 2%	2 *	5 1%	8 1%
Pensions/Social security/Benefits	117 12%	40 8%	77 15% ^a	11 9%	16 10%	28 17% ⁱ	16 9%	18 13%	27 13%	27 9%	44 13%	45 13%	56 12%	61 12%	35 14%	37 14% ⁿ	16 8%	28 12%	72 14% ⁿ	44 10%	115 12%
Petrol prices/Fuel	71 7%	54 11% ^b	17 3%	5 4%	16 10% ^{gh} k	25 15% ^{cgh} ik	15 9% ^{hk}	4 3%	6 3%	20 7% ^{ck}	39 12% ^{cgh} k	11 3%	45 10%	26 5%	21 8%	13 5%	23 11% ^{mop}	13 6%	34 6%	37 8% ^o	57 6%
Pollution/ Environment	45 5%	19 4%	26 5%	6 4%	4 2%	11 6%	15 9% ^{dhi} k	5 3%	6 3%	10 3%	26 8% ^{hik}	10 3%	20 4%	25 5%	25 10% ^{mno} q	10 4%	2 1%	8 4%	35 7% ^{mnq}	11 2%	38 4%
Population levels/ Overpopulation	38 4%	23 5%	15 3%	1 1%	4 2%	10 6% ^{ci}	8 5%	7 5% ^c	8 4%	5 2%	18 6% ^{ci}	15 4%	15 3%	23 5%	14 5%	12 4%	7 3%	6 2%	26 5%	12 3%	33 3%
Pound/Exchange rate/Value of pound	15 2%	9 2%	6 1%	1 1%	5 3% ^{hk}	5 3% ^{hk}	3 2%	1 1%	- -	6 2% ^{hk}	8 2% ^{hk}	1 *	11 2%	4 1%	7 3%	4 1%	1 *	3 1%	11 2%	3 1%	10 1%
Poverty/Inequality	90 9%	38 8%	52 11%	12 9%	10 6%	21 12%	22 13%	8 6%	18 9%	22 7%	43 13% ^{gk}	26 8%	42 9%	48 9%	32 13%	23 8%	14 7%	21 9%	55 10%	35 8%	84 9%
Privatisation	20 2%	12 2%	8 2%	2 1%	6 4% ^{hk}	6 4% ^h	3 2%	3 2%	1 *	8 3% ^h	9 3%	3 1% ^h	14 3%	6 1%	7 3%	5 2%	5 3%	3 1%	12 2%	8 2%	15 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
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ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Public services in general	41 4%	25 5%	16 3%	3 3%	5 3%	10 6%	13 8%hik	5 4%	5 3%	8 3%	23 7%hik	11 3%	18 4%	23 5%	11 4%	13 5%	9 4%	9 4%	24 4%	18 4%	38 4%
Race relations/Immigration/Immigrants	324 34%	166 35%	158 32%	37 28%	44 28%	44 26%	62 37%	53 38%	84 42%cd eij	81 28%	105 32%	137 40%cd eij	125 27%	199 39%	74 29%	106 39%lp	69 33%	75 33%	180 34%	144 33%	325 34%
Scottish/Welsh assembly/Devolution/Constitutional reform	22 2%	12 3%	10 2%	- -	1 *	5 3% <i>i</i>	5 3% <i>i</i>	4 3% <i>i</i>	7 4% <i>ci</i>	1 *	10 3% <i>i</i>	11 3% <i>ci</i>	6 1%	16 3%	9 4%	5 2%	4 2%	4 2%	14 3%	8 2%	23 2%
Taxation	66 7%	41 9% <i>b</i>	25 5%	11 9% <i>hk</i>	16 10% <i>hk</i>	10 6%	14 9% <i>h</i>	8 6%	6 3%	27 9% <i>hk</i>	25 7% <i>h</i>	14 4%	38 8%	28 6%	14 5%	17 6%	18 9%	17 7%	31 6%	35 8%	59 6%
Trade unions/ Strikes	7 1%	5 1%	2 *	1 1%	3 2% <i>j</i>	- -	- -	- -	3 2% <i>j</i>	4 1%	- -	3 1%	4 1%	3 1%	3 1%	1 *	- -	3 1%	4 1%	3 1%	6 1%
Transport/Public transport	38 4%	24 5%	14 3%	6 5%	9 6%	9 5%	4 2%	5 4%	4 2%	16 5%	13 4%	9 3%	24 5%	13 3%	13 5% <i>n</i>	12 4%	2 1%	10 5% <i>nq</i>	25 5% <i>n</i>	13 3% <i>n</i>	36 4%
Unemployment/Factory closure/Lack of industry	324 34%	155 33%	169 34%	58 44% <i>fh</i> k	57 36% <i>h</i>	65 39% <i>hk</i>	49 30%	47 33%	49 24%	114 39% <i>hk</i>	114 34% <i>h</i>	95 28% <i>h</i>	180 39%	144 28%	81 31%	88 32%	71 34%	84 37%	169 32%	155 35%	327 34%
Other	67 7%	32 7%	35 7%	5 4%	6 3%	12 7%	11 6%	14 10% <i>di</i>	20 10% <i>cdi</i>	11 4%	22 7%	34 10% <i>cdi</i>	22 5%	44 9%	17 6%	28 10% <i>nq</i>	8 4%	14 6%	45 8%	22 5%	72 8%
MEAN NUMBER OF MENTIONS	3.25	3.35	3.15	2.72	3.08	3.94c dhik	3.41c hi	3.33c	2.95	2.92c	3.68c dhik	3.11c h	3.29	3.21	3.58n oq	3.23	3.09	3.03	3.40m q	3.06	3.13
STANDARD ERROR	0.07	0.11	0.09	0.10	0.18	0.26	0.20	0.19	0.10	0.11	0.16	0.10	0.11	0.09	0.20	0.12	0.11	0.13	0.11	0.09	0.07
ERROR VARIANCE	0.01	0.01	0.01	0.01	0.03	0.07	0.04	0.04	0.01	0.01	0.03	0.01	0.01	0.01	0.04	0.01	0.01	0.02	0.01	0.01	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	956	474	482	151	132	126	139	150	258	283	265	408	409	547	185	304	212	255	489	467	956
WEIGHTED BASE	966	471	495	131	160	167	166	141	201	291	333	342	458	508	258	270	208	230	528	438	956
	100%	49%	51%	14%	17%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	99%
Don't know	110	52	57	20	26	16	24	7	18	45	39	25	61	49	25	30	22	33	54	55	112
	11%	11%	12%	15%gk	16%gk	9%	14%gk	5%	9%	16%gh	12%g	7%	13%	10%	10%	11%	11%	14%	10%	13%	12%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Ageing population/ Social care for the elderly	71 7%	61 7%e	1 1%	10 12%bde	19 6%e	9 4%	30 10%ab de	29 12%	23 7%	7 6%	15 6%	8 6%	33 10%n	28 9%n	7 5%	4 2%	61 9%n	66 7%
AIDS	3 *	2 *	1 2%de	- -	- -	- -	2 1%	1 *	1 *	1 1%	1 *	- -	1 *	- -	- -	2 1%	1 *	3 *
Animal welfare	14 1%	14 2%g	- -	- -	4 1%	4 1%	9 3%gi	9 4%	1 *	1 1%	1 *	- -	5 2%	4 1%	2 2%	3 1%	9 1%	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	6 1%	- -	- -	- -	- -	4 1%d	4 2%	2 1%	2 2%d	2 1%	- -	3 1%	- -	3 2%lo	* *	3 *	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	50 6%	5 10%	4 5%	15 5%	11 4%	21 7%	16 7%	23 7%	7 6%	15 6%	7 5%	30 9%mo	18 5%	2 2%	9 5%	48 7% ^m	61 6%
Countryside/Rural life	20 2%	18 2%g	1 2%	1 1%	7 2%	6 2%	10 4%g	9 4%	3 1%	1 *	2 1%	2 1%	7 2%	9 3%	1 *	3 2%	16 2%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	134 16%	5 9%	18 22%j	69 21%ab fgj	51 20%j	40 14%	35 15%	48 14%	23 18%	38 14%	15 11%	50 16%	58 18%	22 17%	26 14%	109 17%	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	79 10%f	1 2%	10 12%	39 12%bf	29 12%bf	17 6%	16 7%	35 10%i	8 6%	21 8%	13 10%	23 7%	45 14%kno	10 8%	11 6%	68 11%k	80 8%
Drug abuse	52 5%	47 6%	1 1%	5 6%	21 6%	17 7%	18 6%	17 7%	13 4%	8 7%	12 4%	3 2%	19 6%	14 4%	8 6%	11 6%	33 5%	54 6%

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

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	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Economy/Economic situation	489	426	30	34	146	112	148	119	195	65	150	85	165	193	43	84	358	452
	51%	51%de	59%cd	40%	43%	45%	52%	50%	57%acde	52%	57%cde	61%acde	51%m	60%mn	34%	46%mn	55%kmn	47%
Education/Schools	139	123	9	7	34	27	48	39	57	17	36	19	49	57	8	25	106	121
	14%	15%de	19%	8%	10%	11%	17%de	17%	16%di	14%	14%	14%	15%de	18%de	6%	14%de	16%de	13%
Foot and mouth outbreak/Farming crisis	3	3	-	-	-	-	3	3	1	-	-	-	3	-	-	-	3	4
	*	*	-	-	-	-	1%	1%	*	-	-	-	1%	-	-	-	*	*
Housing	68	62	1	5	19	14	13	12	36	21	30	8	16	19	15	17	35	71
	7%	7%de	1%	6%	6%	6%	5%	5%	10%abdf	17%abdf	11%abdefj	6%	5%	6%	12%klo	9%	5%	7%
Inflation/Prices	104	88	6	10	38	27	33	27	34	15	30	15	35	37	16	15	72	107
	11%	11%	11%	12%	11%	11%	11%	11%	10%	12%	11%	11%	11%	12%	12%	8%	11%	11%
Local government/Council tax	30	29	1	1	8	8	6	6	16	7	14	7	7	14	4	5	21	26
	3%	3%	1%	1%	2%	3%	2%	2%	5%	6%	5%	5%	2%	4%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	74	68	1	5	26	21	23	21	26	14	26	12	22	22	13	17	44	73
	8%	8%	3%	6%	8%	8%	8%	9%	8%	12%	10%g	8%	7%	7%	10%	9%	7%	8%
Morality/Individual behaviour/Lifestyle	79	69	6	5	24	19	26	21	29	4	16	11	30	27	10	10	57	74
	8%	8%h	11%h	5%	7%	8%	9%	9%	8%hi	3%	6%	8%	9%	8%	8%	5%	9%	8%
National health service/Hospitals/Healthcare	247	216	13	18	78	60	73	60	95	32	71	39	93	91	22	38	184	229
	26%	26%	26%	21%	23%	24%	26%	26%	28%	25%	27%	28%	29%de	28%de	17%	21%	29%de	24%

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

Respondent type : GB Adults 18+
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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	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Nationalisation/ Government control of institutions	28 3%	18 2%	1 1%	9 11% ^{abd} efghij	15 4% ^{ae}	6 2%	6 2%	5 2%	7 2%	2 2%	7 3%	5 3%	5 2%	15 5%	3 3%	5 3%	20 3% ^k	22 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	7 1%	-	-	4 1%	4 2%	2 1%	2 1%	1 *	1 1%	1 *	-	5 2% ^{lo}	-	2 2% ^l	-	5 1%	8 1%
Pensions/Social security/Benefits	117 12%	100 12% ^h	6 11%	10 12%	41 12%	30 12%	39 13% ^h	33 14%	37 11% ^h	7 6%	24 9%	17 12%	37 11%	43 13%	20 16%	16 9%	80 12%	115 12%
Petrol prices/Fuel	71 7%	64 8% ^b	-	6 7%	22 7%	16 6%	25 9% ^b	25 11%	23 7%	6 4%	18 7%	13 9% ^b	17 5%	38 12% ^{kmo}	5 4%	11 6%	54 8% ^{km}	57 6%
Pollution/ Environment	45 5%	39 5%	4 8%	3 3%	11 3%	9 4%	15 5%	11 5%	19 5%	6 5%	14 5%	7 5%	21 7% ^m	16 5% ^m	1 1%	8 4%	37 6% ^m	38 4%
Population levels/ Overpopulation	38 4%	36 4% ^d	1 2%	1 1%	6 2%	5 2%	15 5% ^d	14 6%	17 5%	8 6% ^d	17 6% ^{de}	9 6% ^d	17 5% ^m	14 4%	1 1%	6 3%	31 5% ^m	33 3%
Pound/Exchange rate/Value of pound	15 2%	15 2%	-	-	3 1%	3 1%	8 3%	8 3%	4 1%	2 1%	4 2%	3 2%	-	13 4% ^{ko}	1 1%	1 1%	13 2% ^k	10 1%
Poverty/Inequality	90 9%	72 9%	8 17% ^{af}	10 11%	31 9%	21 8%	21 7%	13 5%	38 11%	14 11%	28 10%	14 10%	30 9%	29 9%	8 7%	23 13%	58 9%	84 9%
Privatisation	20 2%	17 2%	2 5% ^{de}	1 1%	3 1%	2 1%	6 2%	3 1%	12 3% ^d	5 4% ^d	12 4% ^{ade}	7 5% ^{ade}	1 *	14 4% ^{kmo}	1 *	4 2%	16 2% ^k	15 2%
Public services in general	41 4%	36 4%	2 3%	4 5%	11 3%	7 3%	15 5%	13 6%	16 5%	8 7%	12 5%	4 3%	14 4%	17 5%	4 3%	6 3%	32 5%	38 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j - k/l/m/n/o
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Race relations/ Immigration/ Immigrants	324	288	15	21	99	78	114	99	111	22	81	60	125	100	48	49	225	325
	34%	35% ^{dh}	30%	25%	30% ^h	31% ^h	40% ^{cd}	42%	32% ^h	17%	31% ^h	43% ^{cd}	39% ^{no}	31%	37% ⁿ	27%	35%	34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	22	8	1	13	15	2	5	4	2	-	2	2	13	5	4	-	18	23
	2%	1%	1%	15% ^{abd}	4% ^{aeg}	1%	2%	2%	1%	-	1%	2%	4% ^{no}	1%	3% ⁿ	-	3% ⁿ	2%
Taxation	66	57	3	5	19	14	17	14	30	13	26	12	18	30	4	14	48	59
	7%	7%	7%	6%	6%	6%	6%	6%	9%	11%	10%	9%	6%	9% ^m	3%	8%	7% ^{km}	6%
Trade unions/ Strikes	7	6	1	-	2	2	1	1	4	-	4	4	2	3	-	2	5	6
	1%	1%	1%	-	*	1%	1%	*	1%	-	2%	3% ^a	1%	1%	-	1%	1%	1%
Transport/Public transport	38	35	-	3	7	4	19	19	12	9	10	1	16	8	2	12	24	36
	4%	4% ^{dej}	-	4%	2%	1%	6% ^{ade}	8%	4% ^j	7% ^{bde}	4% ^j	1%	5%	2%	2%	6% ^m	4%	4%
Unemployment/ Factory closure/ Lack of industry	324	282	16	26	111	86	100	84	112	50	100	50	96	119	47	58	215	327
	34%	34%	33%	30%	33%	34%	35%	36%	33%	40% ^g	38% ^g	36%	30%	37%	36%	32%	33% ^k	34%
Other	67	57	5	5	19	14	23	18	24	5	17	11	22	21	9	16	42	72
	7%	7%	10%	6%	6%	6%	8%	8%	7%	4%	6%	8%	7%	6%	7%	9%	7%	8%
MEAN NUMBER OF MENTIONS	3.25	3.28 ^d	2.98	3.10	3.01	2.98	3.41 ^d	3.50	3.34	3.24	3.34	3.43	3.29 ^m	3.59 ^m	2.79	2.94	3.44 ^m	3.13
		^e					^e							ⁿ			ⁿ	
STANDARD ERROR	0.07	0.08	0.22	0.26	0.12	0.13	0.13	0.16	0.12	0.17	0.14	0.23	0.12	0.17	0.10	0.13	0.10	0.07
ERROR VARIANCE	0.01	0.01	0.05	0.07	0.01	0.02	0.02	0.02	0.01	0.03	0.02	0.05	0.01	0.03	0.01	0.02	0.01	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
 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+

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		
UNWEIGHTED BASE	956	804	62	90	327	237	304	242	325	133	251	118	341	244	193	169	585	956
WEIGHTED BASE	966	831	50*	84*	335	251	287	236	344	125	265	140	321	324	129	181	645	956
	100%	86%	5%*	9%*	35%	26%	30%	24%	36%	13%	27%	15%	33%	34%	13%	19%	67%	99%
Don't know	110	93	4	12	45	32	23	18	42	15	30	15	25	42	13	25	67	112
	11%	11%	9%	15%	13% ^f	13%	8%	8%	12%	12%	11%	11%	8%	13%	10%	14% ^k	10% ^k	12%

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

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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?
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	TOTAL	WORKING STATUS					VOTING						INCOME			UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Ageing population/ Social care for the elderly	71 7%	27 6%	11 10%	34 8%	1 2%	4 10%	11 7%	22 8%	3 9%	60 7%	14 8%	3 5%	6 6%	30 10%	24 8%	66 7%
AIDS	3 *	2 *	- -	1 *	- -	- -	- -	3 1%	- -	3 *	- -	- -	- -	2 1%	1 *	3 *
Animal welfare	14 1%	6 1%	- -	8 2%	- -	3 7%	3 2%	8 3% <i>i</i>	- -	10 1%	3 2%	- -	- -	5 1%	4 1%	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	4 1%	1 1%	1 *	- 2%	- -	1 1%	4 2%	- -	5 1%	1 *	- -	1 1%	2 1%	3 1%	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	19 5%	6 5%	35 8%	2 4%	4 11%	13 8%	13 5%	2 7%	47 6%	15 8%	11 18% <i>gij</i>	3 3%	22 7%	18 6%	61 6%
Countryside/Rural life	20 2%	10 2%	2 2%	8 2%	1 1%	4 10%	4 3%	7 3%	- -	16 2%	4 2%	- -	- -	9 3%	7 2%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	73 17%	22 20%	62 14%	10 18%	9 23%	21 14%	50 18%	2 8%	136 17%	23 13%	10 16%	13 13%	47 15%	62 20%	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	44 11%	12 11%	35 8%	2 4%	3 8%	23 15% <i>gi</i>	21 8%	3 12%	68 8%	26 15% <i>gi</i>	5 9%	9 8%	42 14%	27 9%	80 8%
Drug abuse	52 5%	22 5%	5 5%	25 6%	4 8%	* 1%	4 2%	21 7% <i>j</i>	- -	49 6%	4 2%	1 2%	3 3%	8 2%	17 6%	54 6%

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

Respondent type : GB Adults 18+
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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Economy/Economic situation	489 51%	252 60%cd	52 48%	185 42%	23 43%	26 66%	94 63%gi	139 50%	14 50%	395 48%	108 61%gi	25 41%	38 37%	182 58%l	155 51%	452 47%
Education/Schools	139 14%	70 17%d	16 15%	53 12%	3 5%	6 16%	28 19%r	53 19%ir	4 13%	111 14%	31 18%r	3 5%	8 8%	68 22%l	61 20%	121 13%
Foot and mouth outbreak/Farming crisis	3 *	- -	1 1%	2 *	- -	- -	- -	3 1%	- -	3 *	- -	1 1%	- -	- -	2 1%	4 *
Housing	68 7%	28 7%	10 10%	29 7%	3 5%	3 7%	6 4%	25 9%	1 3%	61 8%	7 4%	2 4%	8 8%	22 7%	31 10%	71 7%
Inflation/Prices	104 11%	43 10%	7 7%	54 12%	8 15%	4 11%	12 8%	36 13%	- -	92 11%	12 7%	2 4%	12 12%	25 8%	31 10%	107 11%
Local government/ Council tax	30 3%	16 4%	2 2%	11 3%	3 6%	- -	3 2%	8 3%	1 3%	27 3%	4 2%	- -	2 2%	15 5%	7 2%	26 3%
Low pay/Minimum wage/Fair wages	74 8%	37 9%	11 10%	26 6%	9 16%c	* 1%	7 4%	23 8%	1 4%	68 8%	8 4%	7 12%	7 7%	23 7%	31 10%	73 8%
Morality/ Individual behaviour/ Lifestyle	79 8%	34 8%	10 9%	34 8%	4 8%	1 3%	13 9%	21 7%	3 11%	66 8%	16 9%	5 9%	3 3%	31 10%l	27 9%	74 8%
National health service/Hospitals/ Healthcare	247 26%	119 28%	22 21%	106 24%	9 17%	11 29%	42 28%	79 28%	9 31%	205 25%	51 29%	13 22%	21 21%	98 31%l	81 26%	229 24%
Nationalisation/ Government control of institutions	28 3%	16 4%	5 5%	7 2%	2 4%	- -	5 3%	3 1%	- -	23 3%g	5 3%	2 3%	1 1%	15 5%	10 3%	22 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
Number of sample points : 176
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%**	18%	6%*	11%	32%	32%	99%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	2 1%	-	5 1%	-	* 1%	-	4 1%	-	7 1%	-	-	1 1%	1 *	2 1%	8 1%
Pensions/Social security/Benefits	117 12%	45 11%	12 11%	60 14%	5 10%	4 11%	28 19%gi	24 9%	3 10%	88 11%	31 18%gi	4 8%	13 12%	43 14%	38 12%	115 12%
Petrol prices/Fuel	71 7%	47 11% ^c	7 6%	17 4%	1 3%	7 17%	12 8%	21 7%	3 10%	59 7%	14 8%	3 5%	8 8%	29 9%	41 13%	57 6%
Pollution/ Environment	45 5%	14 3%	13 12% ^{ac}	19 4%	3 5%	2 4%	7 5%	14 5%	4 15%	38 5%	11 6%	-	6 6%	18 6%	18 6%	38 4%
Population levels/ Overpopulation	38 4%	19 4%	3 3%	16 4%	3 5%	3 7%	9 6%	7 2%	-	29 4%	9 5%	4 6%	4 4%	14 4%	15 5%	33 3%
Pound/Exchange rate/Value of pound	15 2%	9 2%	2 2%	4 1%	-	3 7%	6 4% ⁱ	4 2%	-	9 1%	6 3% ⁱ	-	2 2%	10 3%	7 2%	10 1%
Poverty/Inequality	90 9%	35 8%	12 12%	43 10%	8 14%	4 9%	8 5%	25 9%	4 14%	83 10% ^r	12 7%	1 2%	12 12%	29 9%	30 10%	84 9%
Privatisation	20 2%	13 3% ^c	5 5% ^c	1 *	-	2 4%	6 4%	8 3%	-	14 2%	6 3%	1 1%	1 1%	13 4%	9 3%	15 2%
Public services in general	41 4%	30 7% ^c	2 2%	10 2%	1 3%	5 13%	7 5%	13 5%	1 4%	34 4%	8 5%	-	2 2%	23 7%	15 5%	38 4%
Race relations/ Immigration/ Immigrants	324 34%	142 34% ^d	34 32% ^d	148 34% ^d	8 15%	15 39%	62 41% ^g	59 21%	10 35%	262 32% ^g	72 40% ^g	45 76% ^{fg}	39 38%	98 31%	88 29%	325 34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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UNWEIGHTED BASE	956	334	95	527	59	31	133	291	29	823	162	58	120	250	260	956
WEIGHTED BASE	966	421	107*	438	54*	39**	149	280	29**	817	178	59*	103	313	306	956
	100%	44%	11%*	45%	6%*	4%**	15%	29%	3%**	85%	18%	6%*	11%	32%	32%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	22 2%	8 2%	4 3%	11 2%	1 1%	1 2%	4 3%	5 2%	- -	18 2%	4 2%	1 1%	2 2%	5 2%	5 2%	23 2%
Taxation	66 7%	44 11% ^c	9 8% ^c	13 3%	1 2%	3 7%	12 8%	19 7%	3 10%	54 7%	14 8%	3 5%	7 7%	28 9%	25 8%	59 6%
Trade unions/ Strikes	7 1%	3 1%	- -	5 1%	- -	- -	4 3% ^{gi}	- -	- -	3 *	4 2% ^{gi}	- -	- -	4 1%	1 *	6 1%
Transport/Public transport	38 4%	18 4%	3 3%	16 4%	1 2%	3 8%	5 3%	20 7% ⁱ	1 4%	33 4%	6 3%	1 2%	2 1%	12 4%	16 5%	36 4%
Unemployment/ Factory closure/ Lack of industry	324 34%	145 34%	35 33%	144 33%	29 54% ^{ab}	13 33%	37 25%	122 44% ^{fi}	5 18%	287 35% ^{fj}	42 24%	10 17%	40 39%	95 30%	116 38%	327 34%
Other	67 7%	24 6%	7 6%	37 8%	3 5%	7 18%	9 6%	16 6%	- -	58 7%	9 5%	6 10%	11 11%	24 8%	15 5%	72 8%
MEAN NUMBER OF MENTIONS	3.25	3.48 ^c	3.28	3.02	2.89	3.92	3.49	3.31	2.73	3.20	3.37	2.90	2.85	3.591	3.54	3.13
STANDARD ERROR	0.07	0.13	0.23	0.08	0.29	0.53	0.21	0.12	0.18	0.07	0.18	0.15	0.12	0.16	0.16	0.07
ERROR VARIANCE	0.01	0.02	0.05	0.01	0.08	0.28	0.04	0.01	0.03	0.01	0.03	0.02	0.01	0.03	0.03	*
Don't know	110 11%	47 11%	9 8%	54 12%	6 11%	3 7%	18 12%	25 9%	1 3%	92 11%	19 10%	3 5%	9 9%	36 12%	41 13%	112 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)		VOLUNTARY (n)
UNWEIGHTED BASE	956	452	229	153	325	80	121	316	433	201	808	143	129	296	8	956
WEIGHTED BASE	966	489	247	157	324	91*	139	293	458	207	853	108	164	360	9**	956
	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Ageing population/ Social care for the elderly	71 7%	37 7%	30 12% ^{ad}	13 8%	24 8%	8 9%	25 18% ^{acd}	11 4%	32 7%	24 12% ^g	70 8% ^k	1 1%	11 7%	24 7%	3 32%	66 7%
AIDS	3 *	2 *	2 1%	2 1%	- -	1 1%	1 1%	3 1% ^h	- -	- -	2 *	1 1%	1 1%	1 *	- -	3 *
Animal welfare	14 1%	8 2%	8 3%	3 2%	5 2%	2 3%	5 3%	5 2%	7 2%	1 *	12 1%	2 2%	- -	6 2%	- -	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	1 *	- -	- -	- -	- -	- -	4 1%	2 *	- -	3 *	3 3% ^j	1 1%	4 1%	- -	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	33 7%	17 7%	11 7%	25 8%	11 13%	13 9%	16 5%	24 5%	19 9%	59 7% ^k	1 1%	6 4%	17 5%	1 16%	61 6%
Countryside/Rural life	20 2%	15 3%	10 4%	7 4%	9 3%	4 4%	9 7%	3 1%	11 2%	6 3%	20 2%	- -	2 1%	10 3%	- -	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	74 15%	43 18%	157 100% ^{abd} ef	62 19%	31 34% ^{abd} f	29 21%	49 17%	75 16%	31 15%	136 16%	19 18%	31 19%	63 18%	- -	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	59 12%	28 12%	31 20% ^{abd}	34 10%	91 100% ^{abc} df	25 18% ^d	28 9%	46 10%	17 8%	88 10% ^k	3 3%	16 10%	36 10%	4 50%	80 8%
Drug abuse	52 5%	23 5%	14 6%	27 17% ^{abd}	20 6%	11 12% ^a	13 9% ^a	24 8% ^h	17 4%	12 6%	43 5%	9 9%	5 3%	22 6%	- -	54 6%

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UNWEIGHTED BASE	956	452	229	153	325	80	121	316	433	201	808	143	129	296	8	956
WEIGHTED BASE	966	489	247	157	324	91*	139	293	458	207	853	108	164	360	9**	956
	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
Economy/Economic situation	489 51%	489 100%bcd ef	149 60%c	74 47%	173 54%	59 66%c	98 71%bcd	130 44%	249 54%g	107 52%	451 53%k	36 33%	96 59%	205 57%	4 47%	452 47%
Education/Schools	139 14%	98 20% d	76 31% acd	29 19%	49 15%	25 27% d	139 100% abc de	36 12%	54 12%	47 23% gh	127 15%	12 11%	32 19%	53 15%	3 34%	121 13%
Foot and mouth outbreak/Farming crisis	3 *	1 *	- -	- -	1 *	- -	- -	3 1%	- -	1 *	1 *	3 2% j	1 1%	- -	- -	4 *
Housing	68 7%	30 6%	20 8% d	7 4%	14 4%	3 3%	7 5%	25 9%	31 7%	11 5%	57 7%	9 9%	10 6%	28 8%	1 8%	71 7%
Inflation/Prices	104 11%	55 11%	34 14%	32 21% ad	35 11%	17 19%	20 14%	34 12%	56 12%	14 7%	86 10%	16 15%	15 9%	35 10%	- -	107 11%
Local government/Council tax	30 3%	15 3%	16 7% ad	9 6%	8 2%	7 7% d	8 6%	7 3%	18 4%	4 2%	27 3%	3 3%	5 3%	14 4%	- -	26 3%
Low pay/Minimum wage/Fair wages	74 8%	37 8%	22 9%	25 16% abdf	23 7%	8 9%	10 7%	18 6%	42 9%	14 7%	60 7%	13 12% j	12 7%	36 10%	- -	73 8%
Morality/Individual behaviour/Lifestyle	79 8%	40 8% b	9 4%	15 10% b	27 8% b	16 18% abd	20 14% ab	17 6%	43 9%	17 8%	71 8%	7 7%	20 12%	25 7%	2 20%	74 8%
National health service/Hospitals/Healthcare	247 26%	149 30%	247 100% acd ef	43 28%	85 26%	28 31%	76 55% acd e	62 21%	123 27%	59 28%	233 27% k	12 11%	46 28%	93 26%	1 16%	229 24%

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Nationalisation/ Government control of institutions	28 3%	15 3%	12 5%	8 5%	7 2%	10 11%ad	10 7%ad	12 4%	10 2%	6 3%	26 3%	2 2%	4 3%	17 5%	1 10%	22 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	5 1%	4 2%	1 1%	2 1%	1 1%	1 1%	-	5 1%	2 1%	6 1%	1 1%	1 1%	*	1 8%	8 1%
Pensions/Social security/Benefits	117 12%	56 11%	39 16%	20 13%	47 14%	13 14%	30 22%a	28 9%	63 14%	24 12%	113 13%k	3 3%	21 13%	34 9%	2 26%	115 12%
Petrol prices/Fuel	71 7%	38 8%	34 14%ad	21 13%ad	26 8%	10 11%	20 15%ad	12 4%	36 8%g	22 11%g	62 7%	9 8%	12 7%	41 11%	1 8%	57 6%
Pollution/ Environment	45 5%	26 5%	17 7%	7 4%	17 5%	9 10%	14 10%	14 5%	21 5%	8 4%	42 5%	2 2%	10 6%	15 4%	3 37%	38 4%
Population levels/ Overpopulation	38 4%	26 5%	15 6%	12 8%	21 6%	3 3%	17 12%abde	8 3%	24 5%	6 3%	37 4%	1 1%	9 5%	13 4%	-	33 3%
Pound/Exchange rate/Value of pound	15 2%	14 3%	9 4%	1 1%	7 2%	4 4%	8 6%c	2 1%	10 2%	2 1%	13 2%	2 2%	2 1%	9 2%	-	10 1%
Poverty/Inequality	90 9%	47 10%	28 11%	18 11%	29 9%	10 11%	21 15%	18 6%	47 10%	24 12%g	82 10%	9 8%	12 7%	34 9%	2 24%	84 9%
Privatisation	20 2%	16 3%	14 6%	6 4%	10 3%	5 5%	10 7%a	8 3%i	12 3%i	-	19 2%	1 1%	8 5%	11 3%	-	15 2%

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Public services in general	41 4%	24 5%	13 5%	6 4%	14 4%	6 6%	11 8%	9 3%	22 5%	11 5%	36 4%	4 4%	11 7%	20 5%	1 8%	38 4%
Race relations/Immigration/Immigrants	324 34%	173 35%	85 35%	62 39%	324 100%abc ef	34 37%	49 35%	55 19%	176 38%g	90 44%g	308 36%k	16 15%	55 34%	116 32%	4 47%	325 34%
Scottish/Welsh assembly/Devolution/Constitutional reform	22 2%	12 2%	5 2%	2 1%	6 2%	1 2%	6 4%	7 3%	7 2%	7 4%	22 3%	- -	2 1%	9 3%	- -	23 2%
Taxation	66 7%	37 8%	21 8%	18 12%d	19 6%	12 13%d	14 10%	18 6%	34 7%	14 7%	57 7%	9 8%	15 9%	38 11%	- -	59 6%
Trade unions/Strikes	7 1%	5 1%	4 1%	2 1%	2 1%	3 4%d	4 3%	1 *	5 1%	1 1%	7 1%	- -	- -	3 1%	- -	6 1%
Transport/Public transport	38 4%	19 4%	14 6%d	4 2%	8 2%	3 3%	8 6%	20 7%h	9 2%	8 4%	29 3%	8 8%j	2 1%	19 5%	- -	36 4%
Unemployment/Factory closure/Lack of industry	324 34%	157 32%	80 32%	65 41%ad	101 31%	26 29%	54 39%	113 38%i	163 35%i	49 24%	260 30%	63 59%j	43 26%	132 37%l	6 65%	327 34%
Other	67 7%	22 4%	10 4%	6 4%	21 7%	6 7%	9 6%	18 6%	35 8%	12 6%	60 7%	6 5%	8 5%	22 6%	1 10%	72 8%
MEAN NUMBER OF MENTIONS	3.25	3.85	4.60ad	4.76ad	3.91	5.29ad	5.64abcd	2.91	3.41g	3.36g	3.29	2.88	3.31	3.45	4.66	3.13
STANDARD ERROR	0.07	0.12	0.21	0.26	0.15	0.42	0.34	0.10	0.12	0.14	0.08	0.14	0.18	0.15	1.05	0.07

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

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
 Number of sample points : 176
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN			UNWTD TOTAL	
	ECONOMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		
UNWEIGHTED BASE	956	452	229	153	325	80	121	316	433	201	808	143	129	296	8	956
WEIGHTED BASE	966	489	247	157	324	91*	139	293	458	207	853	108	164	360	9**	956
	100%	51%	26%	16%	34%	9%*	14%	30%	47%	21%	88%	11%	17%	37%	1%**	99%
ERROR VARIANCE	0.01	0.01	0.04	0.07	0.02	0.18	0.11	0.01	0.01	0.02	0.01	0.02	0.03	0.02	1.11	*
Don't know	110	27	6	2	11	2	-	36	51	23	86	23	16	40	-	112
	11%	5%cf	2%	1%	3%	2%	-	12%	11%	11%	10%	21%j	10%	11%	-	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
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UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	**	60%	11%*	29%	11%	14%	99%
Ageing population/ Social care for the elderly	71 7%	5 31%	3 9%	7 15%il	-	7 27%	1 7%	8 8%	1 8%	3 3%	2 3%	-	1 3%	1 4%	-	40 7%	17 16%qs	15 5%	9 8%	6 4%	66 7%
AIDS	3 *	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	2 *	1 1%	-	-	-	3 *
Animal welfare	14 1%	-	3 8%	-	-	-	1 4%	1 1%	-	1 1%	4 8%go	-	-	-	-	7 1%	3 2%	4 2%	1 1%	4 3%	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 1%	-	-	-	-	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	2 13%	6 17%	2 4%	-	4 14%	3 21%	12 13%jlo	-	4 5%	1 2%	2 19%	1 2%	1 4%	-	26 4%	11 11%	22 8%	15 14%qs	7 5%	61 6%
Countryside/Rural life	20 2%	-	3 8%	-	-	2 8%	-	2 2%	-	-	2 3%	-	-	-	-	12 2%	5 5%	3 1%	2 2%	2 1%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	1 5%	5 15%	6 13%	-	3 12%	2 10%	18 19%	2 13%	16 19%	10 21%	5 40%	10 20%	4 23%	-	95 16%	12 11%	52 18%	19 18%	27 20%	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	-	4 14%	7 15%	2 35%	2 8%	3 17%	8 8%	3 22%	7 9%	7 14%	3 21%	4 8%	1 5%	-	52 9%	13 12%	28 10%	10 9%	16 12%	80 8%
Drug abuse	52 5%	-	-	2 4%	-	-	1 4%	4 4%	1 5%	8 10%	4 9%	4 32%	4 8%	1 5%	-	29 5%	2 2%	22 8%pr	4 3%	16 11%pr	54 6%

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

ISSUES INDEX (FINAL)

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Q.PL01/02
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BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	-**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	-**	60%	11%*	29%	11%	14%	99%
Economy/Economic situation	489	8	20	31	4	19	6	51	2	26	26	6	27	8	-	290	67	129	56	52	452
	51%	56%	63%	64% <i>i</i>	90%	68%	36%	54% <i>i</i>	11%	31%	54% <i>i</i>	48%	53% <i>i</i>	44%	-	50% <i>i</i>	64% <i>qs</i>	46% <i>s</i>	52% <i>s</i>	37%	47%
Education/Schools	139	6	10	13	4	10	4	14	-	5	3	4	7	5	-	80	31	32	16	12	121
	14%	38%	31%	27% <i>ij</i>	80%	35%	23%	15%	-	6%	6%	29%	14%	28%	-	14%	30% <i>qr</i>	11%	14%	8%	13%
Foot and mouth outbreak/Farming crisis	3*	-	-	-	-	-	-	-	-	1	-	-	-	-	-	3*	-	1*	-	1*	4*
		-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	*	-	*	*
Housing	68	2	2	3	-	2	-	5	1	7	4	-	9	4	-	38	7	24	5	10	71
	7%	14%	7%	6%	-	6%	-	6%	9%	9%	9%	-	18% <i>go</i>	23%	-	7%	7%	9%	5%	8%	7%
Inflation/Prices	104	*	3	4	-	2	3	7	-	12	10	4	10	3	-	58	9	39	9	21	107
	11%	2%	8%	8%	-	8%	21%	7%	-	14%	20% <i>go</i>	32%	19% <i>g</i>	19%	-	10%	8%	14% <i>r</i>	9%	15%	11%
Local government/Council tax	30	-	-	3	-	-	-	2	-	4	2	-	1	-	-	19	3	7	2	4	26
	3%	-	-	5%	-	-	-	2%	-	5%	4%	-	3%	-	-	3%	2%	3%	2%	3%	3%
Low pay/Minimum wage/Fair wages	74	-	1	3	1	*	2	8	1	14	5	4	7	2	-	42	4	29	9	16	73
	8%	-	2%	7%	27%	2%	10%	8%	7%	16% <i>o</i>	9%	30%	13%	14%	-	7%	4%	10%	8%	12% <i>p</i>	8%
Morality/Individual behaviour/Lifestyle	79	1	5	4	1	3	2	12	1	1	1	3	6	2	-	48	11	22	13	6	74
	8%	5%	16%	8%	17%	11%	10%	12% <i>i</i>	5%	1%	2%	21%	12% <i>i</i>	13%	-	8% <i>i</i>	11%	8% <i>s</i>	12% <i>s</i>	4%	8%
National health service/Hospitals/Healthcare	247	2	10	13	3	7	2	36	4	14	17	2	11	3	-	139	28	79	37	32	229
	26%	12%	30%	27%	63%	24%	14%	37% <i>io</i>	23%	17%	35% <i>i</i>	13%	22%	14%	-	24%	27%	28%	34%	23%	24%

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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UNWEIGHTED BASE	956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	**	60%	11%*	29%	11%	14%	99%
Nationalisation/ Government control of institutions	28 3%	-	-	2	-	1	1	2	3	8	1	-	1	-	-	14	3	11	2	8	22
	3%	-	-	5%	-	3%	8%	2%	18%	9%o	2%	-	3%	-	-	2%	3%	4%	2%	6%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	-	-	-	-	-	-	2	-	2	-	1	-	-	2	-	4	2	2	8	
	1%	-	-	-	-	-	-	2%	-	3%o	-	1%	-	-	*	-	1%	2%	1%	1%	
Pensions/Social security/Benefits	117 12%	2	5	3	1	3	1	8	1	6	7	-	5	4	-	76	13	28	9	12	115
	12%	13%	15%	6%	25%	12%	7%	8%	6%	7%	14%	-	10%	24%	-	13%	12%	10%	8%	9%	12%
Petrol prices/Fuel	71 7%	-	4	1	*	3	1	4	-	10	4	2	3	1	-	40	7	20	5	13	57
	7%	-	12%	2%	10%	12%	6%	4%	-	12%	9%	16%	6%	4%	-	7%	7%	7%	5%	9%	6%
Pollution/ Environment	45 5%	1	2	7	*	3	1	5	-	5	2	-	3	-	-	23	9	13	6	5	38
	5%	7%	7%	15%o	10%	9%	6%	5%	-	6%	4%	-	7%	-	-	4%	9%	4%	5%	4%	4%
Population levels/ Overpopulation	38 4%	-	5	2	*	6	2	9	-	1	1	-	4	5	-	15	11	15	12	2	33
	4%	-	17%	4%	10%	21%	15%	10%io	-	1%	2%	-	7%	28%	-	3%	11% _s	5% _s	11% _{qs}	2%	3%
Pound/Exchange rate/Value of pound	15 2%	-	3	2	-	-	-	1	-	2	2	-	-	-	-	8	4	3	1	2	10
	2%	-	8%	3%	-	-	-	1%	-	2%	4%	-	-	-	-	1%	4%	1%	1%	1%	1%
Poverty/Inequality	90 9%	2	3	5	2	7	2	8	1	6	2	1	5	2	-	57	12	20	9	8	84
	9%	12%	10%	11%	38%	25%	10%	8%	10%	7%	5%	6%	10%	13%	-	10%	11%	7%	9%	6%	9%
Privatisation	20 2%	-	-	-	-	3	-	-	-	3	2	-	2	1	-	12	3	5	-	3	15
	2%	-	-	-	-	9%	-	-	-	3%	4%	-	5%g	7%	-	2%	2%	2%	-	2%	2%

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WEIGHTED BASE	966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	-**	582	105*	283	108	139	956
	100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	-**	60%	11%*	29%	11%	14%	99%
Public services in general	41 4%	1 5%	4 13%	6 13%go	- -	3 11%	- -	1 1%	2 10%	4 5%	3 6%	- -	5 10%go	3 18%	- -	18 3%	14 14%qrs	11 4%r	1 *	5 4%	38 4%
Race relations/ Immigration/ Immigrants	324 34%	5 35%	17 51%	14 29%	3 63%	9 34%	9 54%	51 54%clo	1 6%	39 47%lo	20 41%l	5 42%	9 19%	1 6%	- -	177 30%	36 34%	115 41%	56 52%pq	58 42%	325 34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	22 2%	2 13%	- -	1 2%	- -	2 8%	1 4%	1 1%	3 20%	3 4%	- -	1 6%	- -	- -	- -	9 2%	5 5%	6 2%	1 1%	5 4%	23 2%
Taxation	66 7%	1 5%	- -	3 7%	- -	- -	2 12%	2 2%	1 8%	8 9%	4 8%	1 11%	9 18%go	3 16%	- -	39 7%	4 4%	23 8%r	4 4%	11 8%	59 6%
Trade unions/ Strikes	7 1%	- -	- -	- -	- -	2 14%	1 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	4 1%	- -	4 1%	2 2%	1 1%	6 1%
Transport/Public transport	38 4%	- -	3 8%	1 2%	1 17%	5 16%	- -	2 2%	- -	1 1%	3 7%	- -	3 6%	2 9%	- -	22 4%	8 8%r	9 3%	2 2%	4 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	324 34%	6 41%	13 40%	17 35%	4 80%	8 29%	5 32%	27 28%	5 35%	31 38%	18 37%	4 35%	22 44%	7 42%	- -	187 32%	39 37%	101 36%r	30 28%	55 39%	327 34%
Other	67 7%	3 21%	2 5%	6 12%	- -	3 10%	1 9%	7 8%	1 8%	4 5%	6 13%	- -	2 5%	1 7%	- -	38 6%	11 10%	21 7%	9 8%	11 8%	72 8%
MEAN NUMBER OF MENTIONS	3.25	3.50	4.26	3.55	5.65	4.45	3.64	3.36	2.30	3.19	3.71	4.14	3.48	3.77	-	3.09	3.97q	3.33	3.36	3.27	3.13
STANDARD ERROR	0.07	0.52	0.61	0.24	0.74	0.76	0.84	0.16	0.16	0.25	0.40	0.86	0.26	0.38	-	0.09	0.29	0.12	0.17	0.18	0.07

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

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UNWEIGHTED BASE 956	15	29	46	5	26	17	100	18	83	53	11	54	19	-	565	101	297	113	145	956
WEIGHTED BASE 966	15**	32**	48*	5**	28**	16**	96*	15**	84*	48*	13**	50*	18**	**	582	105*	283	108	139	956
100%	2%**	3%**	5%*	***	3%**	2%**	10%*	2%**	9%*	5%*	1%**	5%*	2%**	**	60%	11%*	29%	11%	14%	99%
ERROR VARIANCE 0.01	0.27	0.37	0.06	0.54	0.58	0.70	0.02	0.03	0.06	0.16	0.74	0.07	0.14	-	0.01	0.08	0.01	0.03	0.03	*
Don't know 110	3	3	3	-	6	2	5	1	11	6	2	3	1	-	72	14	25	7	17	112
11%	20%	11%	5%	-	23%	11%	5%	5%	13%	13%	14%	5%	6%	-	12%g	14%	9%	6%	12%	12%

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

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	956	132	151	148	117	209	199	956
WEIGHTED BASE	966	141	150	199	134	188	154	956
	100%	15%	16%	21%	14%	19%	16%	99%
Ageing population/ Social care for the elderly	71 7%	7 5%	1 1%	21 10%	7 6%	23 12%	11 7%	66 7%
AIDS	3 *	- -	- -	1 *	1 1%	1 1%	- -	3 *
Animal welfare	14 1%	* *	1 1%	4 2%	2 2%	3 1%	4 2%	14 1%
Bird flu/Pandemic flu/Swine flu	6 1%	2 1%	1 1%	- -	2 1%	- -	1 1%	6 1%
Common Market/EU/ Europe/Euro/ Constitution	59 6%	5 4%	5 3%	16 8%	2 2%	18 10%	12 8%	61 6%
Countryside/Rural life	20 2%	1 *	1 1%	10 5%	3 2%	3 2%	2 2%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	157 16%	18 13%	33 22%	27 13%	29 22%	19 10%	31 20%	153 16%
Defence/Foreign affairs/ International terrorism	91 9%	21 15%	5 3%	23 11%	14 10%	20 11%	8 5%	80 8%
Drug abuse	52 5%	7 5%	15 10%	7 3%	8 6%	6 3%	10 7%	54 6%
Economy/Economic situation	489 51%	63 45%	58 39%	126 63%	61 45%	111 59%	70 46%	452 47%
Education/Schools	139 14%	28 20%	10 6%	54 27%	8 6%	26 14%	13 9%	121 13%

Respondent type : GB Adults 18+
Fieldwork dates : 28th June - 4th July 2013
Number of sample points : 176
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	956	132	151	148	117	209	199	956
WEIGHTED BASE	966	141	150	199	134	188	154	956
	100%	15%	16%	21%	14%	19%	16%	99%
Foot and mouth outbreak/Farming crisis	3 *	- -	1 *	1 1%	1 1%	1 *	- -	4 *
Housing	68 7%	10 7%	7 5%	13 7%	15 11%	10 5%	12 8%	71 7%
Inflation/Prices	104 11%	14 10%	18 12%	10 5%	25 19%	14 7%	24 15%	107 11%
Local government/ Council tax	30 3%	4 3%	4 2%	4 2%	13 10%	2 1%	2 2%	26 3%
Low pay/Minimum wage/Fair wages	74 8%	12 8%	17 11%	8 4%	20 15%	7 4%	11 7%	73 8%
Morality/ Individual behaviour/ Lifestyle	79 8%	10 7%	9 6%	22 11%	10 7%	19 10%	9 6%	74 8%
National health service/Hospitals/ Healthcare	247 26%	27 19%	19 13%	72 36%	32 24%	56 30%	42 27%	229 24%
Nationalisation/ Government control of institutions	28 3%	9 7%	- -	6 3%	8 6%	3 2%	2 1%	22 2%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	7 1%	* *	- -	2 1%	2 1%	- -	3 2%	8 1%
Pensions/Social security/Benefits	117 12%	16 12%	11 7%	30 15%	14 10%	26 14%	19 13%	115 12%
Petrol prices/Fuel	71 7%	14 10%	6 4%	17 9%	22 16%	2 1%	9 6%	57 6%

Respondent type : GB Adults 18+
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		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	956	132	151	148	117	209	199	956
WEIGHTED BASE	966	141	150	199	134	188	154	956
	100%	15%	16%	21%	14%	19%	16%	99%
Pollution/ Environment	45 5%	6 4%	4 3%	21 10%	5 4%	8 4%	2 1%	38 4%
Population levels/ Overpopulation	38 4%	3 2%	1 1%	15 8%	3 2%	7 4%	8 5%	33 3%
Pound/Exchange rate/Value of pound	15 2%	5 3%	1 1%	6 3%	2 1%	- -	1 1%	10 1%
Poverty/Inequality	90 9%	10 7%	12 8%	27 14%	15 11%	18 10%	8 5%	84 9%
Privatisation	20 2%	5 4%	3 2%	5 2%	4 3%	2 1%	2 1%	15 2%
Public services in general	41 4%	4 3%	4 2%	14 7%	9 7%	6 3%	5 3%	38 4%
Race relations/ Immigration/ Immigrants	324 34%	38 27%	44 29%	67 33%	39 29%	76 40%	61 40%	325 34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	22 2%	- -	1 *	5 3%	5 4%	9 5%	3 2%	23 2%
Taxation	66 7%	16 11%	11 8%	9 5%	16 12%	6 3%	8 5%	59 6%
Trade unions/ Strikes	7 1%	3 2%	1 1%	- -	- -	1 1%	2 1%	6 1%
Transport/Public transport	38 4%	11 8%	5 3%	9 4%	4 3%	6 3%	4 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	324 34%	51 36%	64 42%	70 35%	44 33%	48 25%	47 31%	327 34%

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ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	956	132	151	148	117	209	199	956
WEIGHTED BASE	966	141	150	199	134	188	154	956
	100%	15%	16%	21%	14%	19%	16%	99%
Other	67	8	3	15	8	22	12	72
	7%	6%	2%	7%	6%	12%	8%	8%
MEAN NUMBER OF MENTIONS	3.25	3.16	2.68	3.81	3.48	3.14	3.06	3.13
STANDARD ERROR	0.07	0.18	0.11	0.23	0.23	0.15	0.12	0.07
ERROR VARIANCE	0.01	0.03	0.01	0.05	0.05	0.02	0.01	*
Don't know	110	17	28	25	15	13	12	112
	11%	12%	19%	12%	11%	7%	8%	12%

Respondent type : GB Adults 18+
 Fieldwork dates : 28th June - 4th July 2013
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	956

	Page	Table	Title	Base Description	Base
●	23	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	956