

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	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
100%		49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	13 1%	6 1%	6 1%	- -	2 1%	1 1%	3 2%	3 2%	3 1%	2 1%	4 1%	6 2%	3 1%	9 2%	5 2%	5 2%	1 1%	2 1%	10 2%	3 1%	13 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	12 2%	6 1%	-	1 *	1 *	3 2%	3 2% ⁱ	9 4% ^{cde} ij	1 *	4 1%	12 3% ^{ci}	2 *	16 3%	4 2%	10 4% ^{nq}	1 *	3 1%	14 3% ^q	3 1%	19 2%
Countryside/Rural life	2 *	-	2 *	-	2 1%	-	-	-	-	2 1%	-	-	2 *	-	-	1 *	-	1 *	1 *	1 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	32 3%	12 3%	20 4%	10 7% ^{fj}	5 3% ^f	5 3% ^f	-	5 4% ^f	7 3% ^f	15 5% ^{fj}	5 2%	12 3% ^f	20 4%	12 2%	6 2%	10 4%	5 2%	11 5%	16 3%	16 4%	31 3%
Defence/Foreign affairs/ International terrorism	34 3%	10 2%	24 5% ^a	3 2%	2 1%	2 1%	9 5% ^{gi}	1 1%	16 8% ^{cde} gijk	5 2%	11 3% ^e	18 5% ^{gi}	7 2%	27 5%	15 6% ^{oq}	11 4% ^{oq}	5 2%	3 1%	26 5% ^{oq}	8 2%	32 3%
Drug abuse	10 1%	3 1%	7 1%	2 2%	-	1 1%	2 1%	1 *	4 2%	2 1%	3 1%	4 1%	4 1%	6 1%	1 *	3 1%	2 1%	4 1%	4 1%	6 1%	10 1%
Economy/Economic situation	132 13%	80 17% ^b	52 10%	19 14%	25 15% ^h	28 17% ^h	21 12%	23 16% ^{hk}	16 8%	44 15% ^h	49 15% ^h	39 11% ^h	71 15%	60 12%	45 17% ^{oq}	47 17% ^{oq}	24 11%	17 7%	92 17% ^{oq}	40 9%	127 13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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UNWEIGHTED BASE	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
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	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Education/Schools	17 2%	4 1%	13 3%	2 2%	5 3%k	7 4%fgk	1 *	-	2 1%	7 2%	8 2%f	2 1%	14 3%	3 1%	6 2%	6 2%	4 2%	1 *	12 2%	5 1%	16 2%
Foot and mouth outbreak/Farming crisis	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-	-	1 *	-	1 *
Housing	22 2%	9 2%	13 2%	7 5%fgk	3 2%	5 3%	1 1%	1 1%	5 2%	10 3%	7 2%	6 2%	15 3%	7 1%	5 2%	* *	9 4%mp	8 3%mp	5 1%mp	17 4%mp	20 2%
Inflation/Prices	28 3%	18 4%	10 2%	1 1%	12 7%cfg hijk	6 4%	2 1%	2 1%	4 2%	13 4%c	8 3%	6 2%	19 4%	8 2%	4 1%	8 3%	9 4%	7 3%	12 2%	16 3%	30 3%
Local government/Council tax	4 *	1 *	3 1%	2 2%k	-	1 1%	-	-	-	2 1%	1 *	-	4 1%	-	1 *	-	1 *	2 1%	1 *	3 1%	4 *
Low pay/Minimum wage/Fair wages	22 2%	11 2%	11 2%	4 3%h	5 3%hk	8 5%hk	4 2%	1 1%	* *	9 3%hk	12 4%hk	2 1%	17 4%	5 1%	9 3%	2 1%	8 4%	3 1%	11 2%mp	11 2%	19 2%
Morality/Individual behaviour/Lifestyle	8 1%	2 1%	6 1%	1 1%	1 *	-	4 2%	2 1%	1 1%	2 1%	4 1%	3 1%	2 *	7 1%	2 1%	5 2%nq	-	1 *	8 1%q	1 *	10 1%
National health service/Hospitals/Healthcare	62 6%	15 3%	47 9%a	4 3%	7 4%	20 13%cdf ijk	9 5%	8 6%	14 6%	11 4%	29 9%fi	22 6%	31 7%	30 6%	19 7%	19 7%	13 6%	11 4%	38 7%	24 5%	62 6%
Nationalisation/Government control of institutions	2 *	2 *	1 *	1 1%	-	-	-	-	1 1%	1 *	-	1 *	1 *	1 *	-	-	-	2 1%p	-	2 1%	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	2 *	- -	2 *	- -	- -	1 *	- -	1 1%	- -	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	2 *
Pensions/Social security/Benefits	24 2%	8 2%	16 3%	4 3%	6 3%	1 1%	4 2%	4 3%	5 2%	10 3%	5 2%	9 3%	11 2%	13 2%	4 2%	8 3%	2 1%	9 4%q	12 2%	12 3%	23 2%
Petrol prices/Fuel	7 1%	5 1%	2 *	2 1%	- -	1 1%	2 1%	1 1%	1 *	2 1%	3 1%	2 1%	3 1%	4 1%	- -	2 1%	2 1%	3 1%	2 *	5 1%	8 1%
Pollution/ Environment	14 1%	7 1%	7 1%	1 1%	2 1%	2 1%	5 3%	- -	5 2%	3 1%	6 2%	5 1%	4 1%	10 2%	8 3%q	4 1%	1 *	1 1%	12 2%q	2 *	10 1%
Population levels/ Overpopulation	19 2%	9 2%	10 2%	1 1%	1 1%	2 1%	5 3%	2 2%	8 4%i	2 1%	7 2%	10 3%i	4 1%	16 3%	5 2%	5 2%	4 2%	5 2%	10 2%	9 2%	20 2%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	2 *
Poverty/Inequality	61 6%	24 5%	38 7%	7 5%	8 5%	13 8%	9 5%	12 9%	12 6%	15 5%	22 7%	24 7%	28 6%	33 6%	21 8%	17 7%	12 5%	11 4%	39 7%	23 5%	60 6%
Privatisation	3 *	1 *	2 *	- -	1 1%	- -	- -	1 1%	1 *	1 *	- -	2 *	1 *	2 *	2 1%	1 *	- -	- -	3 1%	- -	3 *
Public services in general	15 2%	9 2%	6 1%	- -	4 2%hk	6 4%cgh k	5 3%ghk	- -	- -	4 1%k	11 3%ghk	- -	10 2%	5 1%	9 3%moq	2 1%	3 2%	1 *	11 2%m	4 1%	12 1%
Race relations/ Immigration/ Immigrants	228 23%	125 26%b	103 20%	17 13%	31 19%	24 15%	49 28%ce ij	45 33%cd ej	62 29%cd ei	48 16%	73 22%ce	107 30%cd ej	72 16%	156 30%	46 18%	56 21%	69 32%lm p	57 24%	102 19%	126 28%lm op	227 23%

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UNWEIGHTED BASE	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
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	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	19 2%	12 2%	7 1%	1 1%	3 2%	2 1%	1 1%	4 3%	7 3%	4 1%	4 1%	11 3%	7 1%	12 2%	7 3%	3 1%	4 2%	5 2%	10 2%	9 2%	24 2%
Taxation	14 1%	8 2%	7 1%	3 2%	5 3%	3 2%	1 1%	- -	3 1%	8 3%	4 1%	3 1%	11 2%	4 1%	3 1%	5 2%	3 1%	3 1%	8 2%	6 1%	12 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	1 *	2 1% ^j	- -	- -	- -	- -	1 *	2 1%	- -	1 *	2 *	1 *	2 1%	- -	- -	1 *	2 *	1 *	2 *
Unemployment/ Factory closure/ Lack of industry	101 10%	51 11%	49 10%	23 17% ^{gh} ^{jk}	22 13% ^{hk}	14 9%	19 11%	11 8%	13 6%	44 15% ^{gh} ^k	33 10%	23 7%	59 13%	42 8%	17 7%	18 7%	20 9%	46 19% ^{lmn} ^{pq}	35 7%	66 14% ^{lm} ^{np}	112 11%
Other	29 3%	15 3%	15 3%	1 1%	4 3%	3 2%	11 6% ^{ci}	4 3%	6 3%	5 2%	14 4% ^e	10 3%	8 2%	21 4%	15 6% ^{oq}	8 3%	4 2%	2 1%	23 4% ^{moq}	6 1%	30 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	40 4%	18 4%	22 4%	15 12% ^{efg} ^{hjk}	9 6% ^{fj}	4 3%	2 1%	2 2%	7 3%	25 8% ^{efg} ^{hjk}	6 2%	10 3%	29 6%	12 2%	2 1%	9 3% ^p	9 4% ^l	20 8% ^{lmp}	11 2%	30 7% ^{lp}	42 4%
Personal finances (NET)	118 12%	57 12%	61 12%	13 10%	25 15%	29 18% ^{hk}	17 10%	16 11%	18 9%	39 13%	45 14% ^f	34 10%	67 15%	51 10%	34 13%	30 11%	29 14%	25 10%	64 12%	54 12%	117 12%
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+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Ageing population/ Social care for the elderly	13 1%	12 1%	1 1%	* *	4 1%	3 1%	7 2%	6 2%	2 1%	- -	1 *	1 1%	5 2%	4 1%	3 2%np	- -	9 1%	3 1%	13 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 2%ade gi	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	16 2%	1 2%	-	5 2%	5 2%	4 1%	3 1%	8 2%	1 1%	6 2%	5 4%	11 3%lo	2 1%	2 1%	2 1%	13 2%l	4 1%	19 2%
Countryside/Rural life	2 *	2 *	-	-	2 1%	2 1%	-	-	-	-	-	-	-	2 1%	-	-	2 *	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	32 3%	31 4%	-	1 1%	10 3%	9 4%	7 2%	7 3%	15 4%	5 4%	12 4%	7 5%	11 3%	6 2%	7 5%	8 4%	17 3%	15 4%	31 3%
Defence/Foreign affairs/ International terrorism	34 3%	27 3%	3 5%	4 5%	8 2%	4 2%	10 3%	7 3%	16 4%h	1 1%	14 5%eh	12 9%ade fgh	22 7%lmn op	9 3%	1 1%	1 1%	31 5%mp	3 1%	32 3%
Drug abuse	10 1%	9 1%	-	1 1%	5 1%	4 2%	4 1%	4 2%	1 *	1 1%	1 *	-	4 1%	2 1%	2 1%	2 1%	6 1%	4 1%	10 1%

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	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Economy/Economic situation	132	112	9	11	38	27	42	33	52	19	31	13	41	55	10	24	96	34	127
	13%	13%	18%	13%	12%	11%	14%	13%	15%i	14%	12%	9%	13%m	18%mp	7%	13%	15%mp	10%m	13%
Education/Schools	17	13	1	2	8	6	3	2	6	4	4	-	7	6	-	4	13	4	16
	2%	2%	2%	3%	2%	2%	1%	1%	2%	3%i	2%	-	2%	2%	-	2%	2%	1%	2%
Foot and mouth outbreak/Farming crisis	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*
Housing	22	20	1	1	4	2	10	9	9	7	8	2	5	8	4	6	12	10	20
	2%	2%	2%	2%	1%	1%	3%	3%	3%	5%ade	3%	1%	1%	3%	3%	3%	2%	3%	2%
Inflation/Prices	28	24	1	3	8	5	8	7	12	8	12	3	3	10	2	13	13	15	30
	3%	3%	2%	3%	2%	2%	3%	3%	3%	6%ag	4%	2%	1%	3%	2%	7%kmo	2%k	4%km	3%
Local government/Council tax	4	3	-	1	3	2	1	1	-	-	-	-	-	1	1	2	1	2	4
	*	*	-	1%	1%	1%	*	*	-	-	-	-	-	*	*	1%	*	1%	*
Low pay/Minimum wage/Fair wages	22	18	4	1	4	3	11	7	7	2	5	3	2	11	3	6	13	9	19
	2%	2%	7%acd	1%	1%	1%	4%	3%	2%	1%	2%	2%	1%	3%k	2%	3%k	2%k	3%k	2%
Morality/Individual behaviour/Lifestyle	8	6	1	1	4	3	1	-	3	1	2	1	4	3	2	-	7	2	10
	1%	1%	2%	1%	1%	1%	*	-	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%
National health service/Hospitals/Healthcare	62	50	5	7	15	8	31	26	16	10	14	4	15	24	10	13	38	23	62
	6%	6%e	10%ej	8%	5%	3%	10%ad	10%	5%	8%g	5%	3%	5%	8%	7%	7%	6%	7%	6%

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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)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Nationalisation/ Government control of institutions	2 *	2 *	- -	1 1%	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%o	- -	- -	1 *	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	- -	1 2%agi	1 1%a	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Pensions/Social security/Benefits	24 2%	23 3%	1 1%	- -	8 3%	8 3%	9 3%	8 3%	7 2%	1 1%	6 2%	5 3%	9 3%	6 2%	4 2%	6 3%	15 2%	9 3%	23 2%
Petrol prices/Fuel	7 1%	7 1%	- -	- -	2 1%	2 1%	1 *	1 1%	3 1%	1 1%	2 1%	1 1%	2 1%	1 *	1 *	2 1%	3 *	3 1%	8 1%
Pollution/ Environment	14 1%	14 2%df	- -	- -	- -	- -	- -	- -	14 4%ade f	4 3%def	11 4%acd ef	7 f	8 3%	2 1%	1 1%	3 1%	10 2%	4 1%	10 1%
Population levels/ Overpopulation	19 2%	19 2%	- -	- -	6 2%	6 2%	4 1%	4 2%	9 3%	4 3%	6 2%	2 2%	10 3%	3 1%	3 2%	3 2%	13 2%	6 2%	20 2%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	1 *	2 *
Poverty/Inequality	61 6%	48 6%f	3 6%	11 12%af	28 8%af	17 7%f	8 3%	5 2%	26 7%f	11 9%f	20 7%f	8 6%	16 5%	25 8%	11 7%	10 5%	41 6%	20 6%	60 6%
Privatisation	3 *	3 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	2 1%	- -	- -	3 *	- -	3 *

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 14th July 2014
Number of sample points : 181
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)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Public services in general	15 2%	14 2%	- -	1 1%	4 1%	3 1%	8 2%	8 3%	3 1%	2 1%	2 1%	- -	3 1%	8 3%	3 2%	1 *	11 2%	4 1%	12 1%
Race relations/Immigration/Immigrants	228 23%	210 25%ch	8 16%	10 12%	75 23%c	65 27%cd	65 21%c	57 22%	88 25%ch	21 17%	70 26%ch	49 35%ab	82 25%	65 21%	38 26%	42 22%	147 23%	79 24%	227 23%
Scottish/Welsh assembly/Devolution/Constitutional reform	19 2%	1 *	1 2%ae	17 20%abd	17 5%aef	- -	2 1%a	1 *	- -	- -	- -	- -	9 3%	5 2%	2 1%	3 2%	14 2%	5 1%	24 2%
Taxation	14 1%	14 2%	- -	1 1%	5 2%	4 2%	5 2%	5 2%	4 1%	2 2%	4 1%	1 1%	4 1%	4 1%	- -	5 3%am	8 1%	5 2%	12 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	1 1%	3 1%	2 1%	- -	2 1%	1 1%	- -	2 *	1 *	2 *
Unemployment/Factory closure/Lack of industry	101 10%	86 10%	6 12%	8 10%	37 11%	29 12%j	36 12%j	30 12%	27 8%	14 11%	20 8%	6 5%	25 8%	31 10%	21 14%k	19 10%	57 9%	40 12%	112 11%
Other	29 3%	26 3%	2 4%	1 2%	12 4%	11 4%	7 2%	6 2%	10 3%	3 2%	8 3%	4 3%	14 4%	7 2%	3 2%	5 3%	21 3%	8 2%	30 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

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

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

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What would you say is the most important issue 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)	REN TED (NET) (q)		
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Don't know	40	37	2	2	10	8	19	17	11	5	7	3	6	6	12	10	12	22	42
	4%	4%	3%	2%	3%	4%	6%	7%	3%	4%	3%	2%	2%	2%	8%klo	5%ko	2%	6%klo	4%
Personal finances (NET)	118	96	8	14	42	28	28	20	48	23	38	15	23	47	17	31	70	47	117
	12%	11%	15%	17%†	13%	12%	9%	8%	14%	17%af	14%	11%	7%	15%ko	12%	16%k	11%k	14%k	12%
Median	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) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 Overlap formulae used. * small base

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	989	371	121	497	52	139	301	28	850	167	78	99	262	279	989
WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Ageing population/ Social care for the elderly	13 1%	4 1%	4 3%	6 1%	-	3 2%	2 1%	1 4%	10 1%	4 2%	-	-	1 *	3 1%	13 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 1%	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	3 1%	7 5%ac	7 2%	-	4 3%	4 2%	2 6%	13 2%	6 3%	2 3%	1 1%	7 2%	3 1%	19 2%
Countryside/Rural life	2 *	1 *	-	1 *	-	-	-	-	2 *	-	-	-	-	1 *	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	32 3%	8 2%	5 4%	20 4%	1 3%	5 4%	8 3%	4 12%	27 3%	9 5%	-	6 8% _m	6 2%	14 5%	31 3%
Defence/Foreign affairs/ International terrorism	34 3%	9 2%	3 2%	22 5% _a	1 2%	10 7% _i	13 4%	-	23 3%	10 6%	1 1%	1 1%	9 3%	11 4%	32 3%
Drug abuse	10 1%	2 1%	1 1%	6 1%	-	1 *	3 1%	-	9 1%	1 *	-	1 2% _m	-	4 1%	10 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

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	989	371	121	497	52	139	301	28	850	167	78	99	262	279	989
WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Economy/Economic situation	132 13%	73 18%bc	11 9%	48 11%	5 10%	26 18%r	37 13%	5 14%	106 13%	31 17%	6 7%	5 6%	54 18%l	48 16%	127 13%
Education/Schools	17 2%	12 3%	-	5 1%	-	-	8 3%j	-	17 2%	-	-	1 1%	9 3%	5 2%	16 2%
Foot and mouth outbreak/Farming crisis	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *
Housing	22 2%	9 2%	4 3%	9 2%	1 1%	-	10 4%fj	-	22 3%j	-	-	-	5 2%	10 3%	20 2%
Inflation/Prices	28 3%	12 3%	3 2%	13 3%	3 6%	2 1%	12 4%	-	26 3%	2 1%	1 2%	3 3%	7 2%	11 4%	30 3%
Local government/Council tax	4 *	-	2 2%a	2 *	-	-	1 *	-	4 *	-	-	-	1 *	3 1%	4 *
Low pay/Minimum wage/Fair wages	22 2%	14 3%c	6 5%c	2 *	1 1%	2 2%	3 1%	-	20 2%	2 1%	-	1 1%	9 3%	8 3%	19 2%
Morality/Individual behaviour/Lifestyle	8 1%	4 1%	-	4 1%	-	4 3%i	1 *	1 4%	5 1%	5 3%gi	1 2%	1 1%	3 1%	2 1%	10 1%
National health service/Hospitals/Healthcare	62 6%	29 7%	6 4%	27 6%	1 2%	12 8%	20 7%	1 3%	50 6%	12 7%	4 5%	9 10%	24 8%	25 8%	62 6%
Nationalisation/Government control of institutions	2 *	-	-	2 1%	-	-	1 *	-	2 *	-	-	1 1%	-	-	3 *

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	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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	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	-	1 *	-	-	-	-	2 *	-	-	-	-	1 *	2 *
Pensions/Social security/Benefits	24 2%	8 2%	2 2%	14 3%	4 7%a	3 2%	7 2%	1 3%	21 2%	4 2%	1 1%	3 3%	7 2%	9 3%	23 2%
Petrol prices/Fuel	7 1%	3 1%	-	4 1%	1 2%	1 1%	1 *	1 3%	6 1%	2 1%	-	-	1 *	3 1%	8 1%
Pollution/ Environment	14 1%	8 2%	2 2%	3 1%	-	2 2%	4 1%	5 17%	12 1%	8 4%fi	-	-	10 3%	1 *	10 1%
Population levels/ Overpopulation	19 2%	9 2%	2 2%	8 2%	-	5 3%	5 2%	-	14 2%	5 3%	3 3%	3 3%	7 2%	4 1%	20 2%
Pound/Exchange rate/Value of pound	1 *	1 *	-	1 *	-	-	1 *	-	1 *	-	-	-	-	1 *	2 *
Poverty/Inequality	61 6%	24 6%	9 7%	28 6%	4 8%	5 3%	20 7%	2 7%	57 7%	7 4%	1 2%	4 5%	22 7%	12 4%	60 6%
Privatisation	3 *	1 *	1 1%	1 *	-	-	1 *	-	3 *	-	-	-	1 *	1 *	3 *
Public services in general	15 2%	9 2%	4 3%c	2 1%	-	4 2%	6 2%	-	12 1%	4 2%	-	1 1%	3 1%	7 2%	12 1%
Race relations/ Immigration/ Immigrants	228 23%	93 23%	29 23%	106 23%	10 19%	33 23%	47 16%	6 17%	194 23%g	39 22%	48 62%fg ij	22 27%	68 23%	48 16%	227 23%

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	989	371	121	497	52	139	301	28	850	167	78	99	262	279	989
WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	19 2%	8 2%	2 2%	9 2%	-	2 1%	3 1%	-	17 2%	2 1%	1 1%	1 1%	5 2%	3 1%	24 2%
Taxation	14 1%	9 2%	1 1%	4 1%	-	3 2%	4 1%	-	12 1%	3 2%	-	-	4 1%	6 2%	12 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	-	-	3 1%	-	-	-	-	3 *	-	-	-	-	-	2 *
Unemployment/ Factory closure/ Lack of industry	101 10%	36 9%	15 12%	50 11%	15 29% ^{ab} c	16 11%	43 15% ⁱ	2 6%	85 10%	17 10%	6 8%	13 15%	24 8%	39 13%	112 11%
Other	29 3%	8 2%	4 3%	18 4%	1 2%	1 1%	11 4%	1 2%	28 3%	2 1%	1 1%	1 1%	8 3%	12 4%	30 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
Don't know	40 4%	11 3%	6 4%	24 5%	4 8% ^a	2 1%	14 5%	1 2%	39 5%	2 1%	2 3%	6 7% ^m	5 2%	13 4%	42 4%
Personal finances (NET)	118 12%	53 13%	18 14%	47 10%	8 17%	10 7%	36 12% ^r	3 10%	108 13% ^r	13 8%	3 3%	8 10%	38 13%	33 11%	117 12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Ageing population/ Social care for the elderly	13 1%	1 *	3 1%	1 1%	2 1%	- -	- -	4 1%	5 1%	4 3%	13 1%	- -	5 3%	2 1%	1 2%	2 1%	1 1%	2 1%	13 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	17 2%	8 3%	4 1%	* *	9 2%	1 1%	1 1%	1 *	9 2%	7 5%gh	17 2%	-	1 1%	9 2%	2 2%	3 1%	2 2%	1 1%	19 2%
Countryside/Rural life	2 *	-	-	-	-	1 1%	-	1 *	1 *	-	1 *	1 1%	-	-	-	-	-	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	32 3%	6 2%	6 2%	32 22%abde f	7 2%	2 1%	3 2%	11 4%	19 4%	2 1%	24 3%	9 7%j	4 3%	8 2%	4 5%	12 4%r	1 1%	7 5%	31 3%
Defence/Foreign affairs/ International terrorism	34 3%	6 2%	5 2%	3 2%	9 2%	34 29%abcd f	7 6%ab	7 2%	20 4%	7 4%	32 4%	1 1%	3 2%	8 2%	4 5%	12 4% s	7 8% s	2 2%	32 3%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 14th July 2014
Number of sample points : 181
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 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Drug abuse	10 1%	1 *	1 *	4 3%a	2 1%	- -	- -	4 2%	3 *	3 2%	9 1%	1 1%	- -	4 1%	1 2%	2 1%	1 1%	1 1%	10 1%
Economy/Economic situation	132 13%	132 42%bcd	33 13%d	14 9%	18 5%	26 22%bcd	31 24%bcd	45 15%	67 13%	17 11%	119 14%	13 11%	26 16%	59 16%	13 16% _s	26 10%	10 11%	8 6%	127 13%
Education/Schools	17 2%	3 1%	6 2%d	3 2%	1 *	- -	17 13%abcd	4 1%	9 2%	3 2%	16 2%	1 1%	6 4%	6 2%	2 3%	1 *	1 1%	- -	16 2%
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *
Housing	22 2%	9 3%d	4 1%	2 1%	3 1%	1 1%	2 2%	9 3%	10 2%	4 3%	16 2%	5 4%	1 1%	12 3%	4 5%	10 4%	5 6%	4 3%	20 2%
Inflation/Prices	28 3%	5 2%	2 1%	4 3%	4 1%	1 1%	2 2%	13 4%	11 2%	5 3%	18 2%	10 8% _j	7 5%	8 2%	1 1%	11 4% _r	* 1%	4 3%	30 3%
Local government/Council tax	4 *	- -	1 *	2 2% _{ad}	- -	1 1%	- -	2 1%	1 *	- -	2 *	2 1% _j	- -	2 1%	- -	- -	- -	- -	4 *
Low pay/Minimum wage/Fair wages	22 2%	3 1%	4 2%	4 3%	5 1%	3 3%	2 1%	3 1%	12 2%	7 4% _g	22 3%	- -	5 3%	15 4%	4 5% _{qr}	1 1%	- -	1 1%	19 2%
Morality/Individual behaviour/Lifestyle	8 1%	4 1%	1 *	2 1%	1 *	- -	1 1%	2 1%	5 1%	1 1%	6 1%	3 2%	1 1%	3 1%	1 1%	3 1%	- -	3 2%	10 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+
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
National health service/Hospitals/Healthcare	62 6%	20 6% ^d	62 23% ^{acde} f	6 4%	9 3%	4 4%	11 9% ^d	22 7%	27 5%	8 5%	54 6%	6 5%	11 7%	20 5%	8 10%	24 9%	9 10%	8 6%	62 6%
Nationalisation/ Government control of institutions	2 *	-	1 *	-	-	-	-	-	2 *	-	1 *	1 1%	-	-	-	1 *	-	1 *	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	-	1 *	1 1%	-	-	1 1%	1 *	1 *	-	2 *	-	1 *	-	-	1 *	-	1 1%	2 *
Pensions/Social security/Benefits	24 2%	3 1%	5 2%	2 1%	5 1%	1 *	4 3%	4 1%	17 3%	3 2%	22 3%	1 1%	4 2%	6 2%	-	7 3%	2 2%	4 3%	23 2%
Petrol prices/Fuel	7 1%	-	-	-	-	-	1 1%	2 1%	3 1%	2 1%	6 1%	1 1%	2 1%	1 *	-	2 1%	-	1 *	8 1%
Pollution/ Environment	14 1%	2 1%	1 *	2 1% ^d	-	-	2 1%	4 2%	4 1%	5 3% ^h	14 2%	-	-	11 3%	5 6% ^{qs}	1 *	1 1%	-	10 1%
Population levels/ Overpopulation	19 2%	6 2%	5 2%	3 2%	10 3%	3 3%	-	8 3%	8 2%	3 2%	18 2%	1 1%	4 2%	8 2%	1 2%	4 1%	2 2%	1 1%	20 2%
Pound/Exchange rate/Value of pound	1 *	-	-	-	-	-	-	1 *	1 *	-	1 *	1 1%	-	-	-	-	-	-	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
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Number of sample points : 181
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Poverty/Inequality	61	13	16	8	4	5	8	25	28	8	59	3	10	22	12	12	3	7	60
	6%	4% ^d	6% ^d	5% ^d	1%	4% ^d	6% ^d	8%	5%	5%	7% ^k	2%	7%	6%	15% ^{qrs}	4%	3%	5%	6%
Privatisation	3	-	3	-	1	-	2	-	1	2	3	-	2	-	1	-	-	-	3
	*	-	1%	-	*	-	2% ^a	-	*	1%	*	-	1%	-	1%	-	-	-	*
Public services in general	15	4	1	2	4	2	2	2	8	6	12	3	5	7	-	2	-	1	12
	2%	1%	*	1%	1%	2%	2%	1%	1%	4% ^g	1%	3%	3%	2%	-	1%	-	1%	1%
Race relations/Immigration/Immigrants	228	52	65	37	228	27	13	50	144	33	217	10	35	85	8	80	34	41	227
	23%	17%	25% ^{af}	25% ^{af}	64% ^{abc} ef	24% ^f	10%	17%	27% ^g	21%	25% ^k	8%	22%	23%	10%	30% ^p	38% ^p	32% ^p	23%
Scottish/Welsh assembly/Devolution/Constitutional reform	19	8	4	2	5	4	2	3	9	8	19	-	3	7	2	7	2	4	24
	2%	2%	1%	1%	2%	3%	2%	1%	2%	5% ^{gh}	2%	-	2%	2%	3%	3%	3%	3%	2%
Taxation	14	2	7	1	4	-	1	5	9	1	11	3	2	8	-	4	1	-	12
	1%	1%	3%	1%	1%	-	1%	2%	2%	*	1%	3%	1%	2%	-	1%	2%	-	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3	-	-	2	-	-	-	1	2	-	-	3	-	-	-	-	-	-	2
	*	-	-	1% ^d	-	-	-	*	*	-	-	2% ^j	-	-	-	-	-	-	*
Unemployment/Factory closure/Lack of industry	101	21	15	10	21	1	15	38	54	9	71	29	9	42	4	24	3	18	112
	10%	7% ^e	6%	7% ^e	6% ^e	1%	11% ^{be}	13% ⁱ	10%	6%	8%	24% ^j	5%	11%	5%	9% ^r	3%	14% ^{qr}	11%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Other	29	5	9	1	3	-	2	9	18	3	24	5	4	7	3	*	-	*	30
	3%	2%	3% ^d	1%	1%	-	2%	3%	3%	2%	3%	4%	3%	2%	3% ^q	*	-	*	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
Don't know	40	1	-	-	-	-	-	14	21	5	31	9	6	11	-	16	5	11	42
	4%	*	-	-	-	-	-	5%	4%	3%	4%	8% ^j	4%	3%	-	6% ^p	5%	8% ^p	4%
Personal finances (NET)	118	21	23	16	13	9	12	43	54	21	104	14	25	45	18	26	3	13	117
	12%	7% ^d	9% ^d	11% ^d	4%	8%	10% ^d	14%	10%	14%	12%	11%	16%	12%	22% ^{qrs}	10% ^r	4%	10%	12%
Median	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) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	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	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
100%		49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	90 9%	46 10%	44 9%	5 3%	7 4%	11 7%	26 15%cd eij	17 12%cd i	23 11%cdi	12 4%	37 11%cd ei	40 11%cdi	23 5%	67 13%	42 16% pq	20 7%	13 6%	15 6%	62 12% q	28 6% mno	86 9%
AIDS	3 *	1 *	2 *	1 1%	- -	1 1%	1 *	- -	- -	1 *	2 *	- -	2 *	1 *	- -	- -	2 1%	1 *	- -	3 1%	3 *
Animal welfare	15 2%	6 1%	9 2%	1 1%	3 2%	2 1%	4 2%	2 1%	3 2%	4 1%	6 2%	5 1%	6 1%	9 2%	- -	2 1%	6 3% lp	7 3% lp	2 *	13 3% lp	16 2%
Bird flu/Pandemic flu/Swine flu	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	87 9%	59 12% b	28 5%	4 3%	10 6%	12 7%	19 11% ci	13 9% c	29 14% cdi	14 5%	30 9% c	42 12% ci	26 6%	61 12%	33 13% no q	27 10% q	12 6%	14 6%	61 11% noq	26 6%	81 8%
Countryside/Rural life	12 1%	5 1%	7 1%	1 1%	2 1%	- -	2 1%	4 3% e	3 1%	3 1%	2 1%	7 2%	3 1%	9 2%	2 1%	7 3% oq	2 1%	1 *	9 2%	3 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	61 13%	87 17%	23 17%	17 10%	23 14%	28 16%	21 15%	37 17%	40 13%	50 15%	58 16%	63 14%	86 16%	34 13%	41 15%	39 18%	34 14%	75 14%	73 16%	151 15%
Defence/Foreign affairs/ International terrorism	116 12%	57 12%	59 12%	8 6%	15 9%	15 9%	28 16% ci	12 9%	38 18% cde gik	22 7%	43 13% ci	51 14% cgi	37 8%	78 15%	46 17% oq	30 11%	21 10%	18 8%	76 14% moq	40 9%	108 11%
Drug abuse	61 6%	23 5%	38 7%	13 10% dij	5 3%	7 4%	8 5%	11 8%	16 8%	18 6% d	15 4%	27 8%	25 5%	36 7%	17 7%	15 5%	9 4%	20 8%	32 6%	29 6%	66 7%
Economy/Economic situation	314 32%	176 37% b	138 27%	42 31%	43 26%	62 38% dh	57 33%	52 37% dh	58 27%	85 28%	119 36% d	110 31% h	147 32%	167 32%	107 41% no q	95 35% oq	57 27%	55 23%	202 38% no q	112 24%	308 31%

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Education/Schools	130	50	80	11	27	33	28	17	16	37	60	32	70	60	60	32	20	18	92	38	115
	13%	11%	16%a	8%	16%hk	20%ch	16%hk	12%	7%	12%	18%chk	9%	15%	11%	23%mn	12%	10%	7%	17%mo	8%	12%
						k									opq				q		
Foot and mouth outbreak/Farming crisis	3	1	2	1	-	-	1	*	2	1	1	2	1	2	-	1	1	1	1	2	5
	*	*	*	*	-	-	*	*	1%	*	*	1%	*	*	-	*	*	1%	*	*	1%
Housing	147	71	76	21	37	27	24	14	24	58	51	38	85	63	40	30	42	35	70	77	134
	15%	15%	15%	16%	22%gh	17%	14%	10%	11%	19%gh	15%	11%	18%	12%	15%	11%	20%mp	14%	13%mp	17%mp	14%
					k					k											
Inflation/Prices	108	60	47	13	24	21	19	13	18	36	40	31	57	50	21	24	27	36	45	62	116
	11%	13%	9%	9%	14%	13%	11%	10%	8%	12%	12%	9%	12%	10%	8%	9%	13%	15%lmp	9%	14%op	12%
Local government/Council tax	33	18	15	7	3	7	7	4	4	10	15	8	17	16	8	9	6	10	17	16	31
	3%	4%	3%	5%	2%	5%	4%	3%	2%	3%	4%	2%	4%	3%	3%	3%	3%	4%	3%	3%	3%
Low pay/Minimum wage/Fair wages	100	54	47	16	22	20	18	14	10	38	38	24	58	42	25	23	31	21	48	52	96
	10%	11%	9%	12%h	13%hk	12%h	11%h	10%hk	5%	13%hk	11%h	7%h	13%	8%	10%	8%	15%mp	9%	9%	11%o	10%
Morality/Individual behaviour/Lifestyle	74	40	35	6	11	9	17	15	16	18	26	31	27	48	23	30	19	3	53	21	71
	8%	8%	7%	5%	7%	5%	10%	11%	7%	6%	8%	9%	6%	9%	9%o	11%oq	9%oq	1%	10%oq	5%o	7%
National health service/Hospitals/Healthcare	263	107	157	15	39	43	58	50	58	54	102	108	97	166	81	77	55	50	157	106	262
	27%	22%	31%a	11%	23%ci	27%ci	34%ci	36%cd	27%ci	18%ci	30%ci	31%ci	21%	32%	31%o	29%o	26%	21%	30%oq	23%	26%
								i													
Nationalisation/Government control of institutions	18	11	7	3	4	2	2	1	5	7	4	7	10	8	1	6	5	5	7	11	22
	2%	2%	1%	2%	3%	1%	1%	1%	2%	2%	1%	2%	2%	2%	*	2%p	3%	2%	1%	2%	2%
Northern Ireland	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	1	1
	*	*	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	-	*	-	*	*

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	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	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
100%		49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	12 1%	8 2%	4 1%	2 2%	- -	3 2%	1 1%	4 3% ^d	1 1%	2 1%	4 1%	5 1% ^h	6 1%	6 1%	4 2%	3 1%	2 1%	3 1%	7 1%	5 1%	14 1%
Pensions/Social security/Benefits	111 11%	45 9%	66 13%	9 7%	23 14%	12 7%	27 16% ^{ce}	17 13%	22 10%	33 11%	39 12% ^e	39 11%	45 10%	66 13%	30 11%	29 11%	24 11%	28 12%	59 11%	52 11%	109 11%
Petrol prices/Fuel	38 4%	22 5%	16 3%	10 8%	5 3%	4 2%	7 4%	6 4%	6 3%	15 5%	11 3%	12 3%	19 4%	20 4%	10 4%	9 3%	9 4%	10 4%	18 3%	20 4%	42 4%
Pollution/ Environment	68 7%	33 7%	36 7%	9 7%	12 7%	13 8%	15 9%	5 4%	14 7%	21 7%	28 8%	20 6%	34 7%	34 7%	24 9% ^q	25 9% ^{noq}	9 4%	11 4%	49 9% ^{noq}	19 4%	63 6%
Population levels/ Overpopulation	59 6%	29 6%	31 6%	6 5%	5 3%	7 4%	16 9% ^{di}	7 5%	18 8% ^{di}	11 4%	23 7%	25 7%	18 4%	41 8%	13 5%	20 8%	12 5%	14 6%	34 6%	26 6%	55 6%
Pound/Exchange rate/Value of pound	7 1%	4 1%	3 1%	1 1%	1 1%	- -	2 1%	- -	2 1%	3 1%	2 1%	2 1%	3 1%	5 1%	2 1%	2 1%	2 1%	1 1%	4 1%	3 1%	8 1%
Poverty/Inequality	175 18%	85 18%	90 18%	23 17%	33 20%	30 18%	30 17%	28 20%	32 15%	56 19%	60 18%	60 17%	86 19%	90 17%	56 21%	47 17%	34 16%	39 16%	103 19%	73 16%	168 17%
Privatisation	23 2%	13 3%	10 2%	2 2%	5 3%	4 2%	6 3% ^h	6 4% ^{hk}	1 *	7 2%	10 3% ^h	6 2% ^h	11 2%	12 2%	13 5% ^{mq}	3 1%	3 1%	4 2%	16 3% ^m	7 2%	18 2%
Public services in general	58 6%	33 7%	25 5%	3 2%	11 7%	15 9% ^{ch}	17 10% ^{chi}	7 5%	5 2%	14 5%	32 10% ^{chi}	12 3%	29 6%	29 6%	18 7%	21 8% ^q	10 5%	9 4%	39 7%	19 4%	55 6%
Race relations/ Immigration/ Immigrants	356 36%	184 38%	172 34%	32 24%	51 30%	50 31%	67 39% ^{ci}	64 46% ^{cd}	92 43% ^{cd}	83 28%	117 35% ^c	156 44% ^{cd}	134 29%	223 43%	77 30%	95 35%	89 42% ^{lp}	95 39% ^l	172 32%	184 40% ^{lp}	358 36%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 14th July 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	46 5%	29 6%	18 3%	4 3%	6 4%	6 4%	7 4%	6 5%	17 8% ⁱ	10 3%	13 4%	23 7%	16 4%	30 6%	22 9% ^{mno}	9 3%	6 3%	9 4%	32 6% ^m	15 3%	50 5%
Taxation	47 5%	25 5%	22 4%	8 6%	16 9% ^{fgh} ^{jk}	10 6%	3 2%	3 2%	8 4%	23 8% ^{fghk}	13 4% ^f	11 3%	33 7%	14 3%	12 4%	14 5%	8 4%	14 6%	26 5%	22 5%	45 5%
Trade unions/ Strikes	6 1%	6 1%	1 *	1 1%	2 1%	2 1%	- -	- -	2 1%	3 1%	2 1%	2 *	5 1%	2 *	2 1%	1 *	2 1%	1 *	3 1%	3 1%	6 1%
Transport/Public transport	37 4%	24 5%	13 3%	5 4%	6 4%	6 4%	8 5%	4 3%	7 3%	11 4%	14 4%	11 3%	18 4%	19 4%	10 4%	13 5%	8 4%	5 2%	23 4%	13 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	246 25%	116 24%	130 26%	43 32% ^{gh} ^k	51 30% ^{gh} ^k	43 27% ^k	45 26%	26 19%	38 18%	94 31% ^{gh} ^k	88 26% ^{hk}	64 18%	137 30%	109 21%	60 23%	54 20%	47 22%	86 35% ^{lm} ^{npq}	114 21%	132 29% ^{mn} ^p	260 26%
Other	68 7%	36 7%	33 6%	4 3%	7 4%	10 6%	15 9%	14 10% ^{ci}	18 9% ⁱ	12 4%	24 7%	33 9% ^{ci}	21 5%	47 9%	26 10% ^{oq}	19 7% ^o	16 7%	8 3%	45 8% ^o	23 5% ^o	68 7%
MEAN NUMBER OF MENTIONS	3.24	3.31	3.17	2.89	3.13	3.23	3.63 ^c ⁱ	3.40 ^c	3.13	3.02	3.44 ^c ⁱ	3.23	3.10	3.36	3.57 ^o ^q	3.23	3.15	2.97	3.40 ^m ^{oq}	3.06	3.20
STANDARD ERROR	0.07	0.10	0.09	0.15	0.16	0.14	0.20	0.18	0.15	0.11	0.13	0.11	0.09	0.10	0.17	0.11	0.17	0.11	0.09	0.10	0.07
ERROR VARIANCE	*	0.01	0.01	0.02	0.03	0.02	0.04	0.03	0.02	0.01	0.02	0.01	0.01	0.01	0.03	0.01	0.03	0.01	0.01	0.01	*
Don't know	110 11%	51 11%	58 11%	29 22% ^{ef} ^{ghjk}	22 13%	11 7%	13 8%	13 9%	21 10%	51 17% ^{efg} ^{hjk}	24 7%	34 10%	62 13%	47 9%	11 4%	34 13% ^{lp}	24 11% ^l	40 16% ^{lp}	45 9% ^l	64 14% ^{lp}	119 12%
Personal finances (NET)	331 34%	171 36%	160 32%	50 38% ^h	60 36% ^h	62 38% ^h	56 33%	50 36% ^{hk}	52 25%	110 37% ^h	118 35% ^h	103 29% ^h	172 37%	159 30%	85 32%	84 31%	75 35%	87 36%	169 32%	162 36%	329 33%

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

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Q.PL01/02
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	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	989	482	507	129	150	140	168	164	238	279	308	402	419	570	188	338	192	271	526	463	989
WEIGHTED BASE	986	479	507	133	168	162	172	139	213	300	334	352	462	524	262	268	213	243	530	456	989
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	25%	54%	46%	100%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Ageing population/ Social care for the elderly	90 9%	69 8%	2 5%	18 21%ab defgh ij	36 11%aeh	18 8%	26 9%	24 9%	27 8%	6 4%	18 7%	12 9%	35 11%	30 10%	14 9%	11 6%	65 10%	25 7%	86 9%
AIDS	3 *	- -	1 2%aeg i	2 2%aeg i	2 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *	2 *	1 *	3 *
Animal welfare	15 2%	11 1%	2 5%ghi	2 3%	5 2%	3 1%	7 2%	4 2%	3 1%	- -	2 1%	2 1%	4 1%	4 1%	4 3%	4 2%	7 1%	8 2%	16 2%
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	87 9%	77 9%h	4 8%	6 7%	21 6%	15 6%	23 7%	19 7%	43 12%ade hi	4 3%	22 8%h	18 13%h	40 12%mn p	30 10%np	9 6%	7 4%	70 11%np	16 5%	81 8%
Countryside/Rural life	12 1%	11 1%f	- -	1 1%	4 1%	3 1%	* *	* 2%f	8 -	- -	6 2%f	6 4%afh	7 2%	3 1%	2 1%	- -	10 2%	2 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	130 15%	3 7%	15 17%	61 19%bf h	46 19%bf h	37 12%	34 13%	50 14%	13 10%	42 16%h	30 21%bf gh	49 15%	42 14%	30 20%	28 15%	91 14%	58 17%	151 15%
Defence/Foreign affairs/ International terrorism	116 12%	96 11%	7 13%	13 15%h	36 11%	23 10%	33 11%	27 10%	47 13%h	9 7%	32 12%h	23 17%h	50 16%mn p	40 13%np	12 8%	13 7%	90 14%mp	25 7%	108 11%

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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Drug abuse	61 6%	51 6%f	- -	10 11%abf	28 9%abf	19 8%bf	11 4%	11 4%	21 6%	10 8%b	18 7%	8 6%	22 7%	20 6%	10 7%	9 4%	42 7%	18 5%	66 7%
Economy/Economic situation	314 32%	264 31%e	21 41%de	29 34%	89 27%	60 25%	106 35%e	85 33%	119 34%e	45 35%	88 33%	44 31%	102 32%	121 39%mn p	35 24%	52 27%	224 35%mp	87 26%	308 31%
Education/Schools	130 13%	114 13%f	6 13%	10 11%	39 12%	29 12%	28 9%	22 9%	63 18%ad f	26 20%ad f	44 16%f	18 13%	37 11% m	62 20%k mn op	8 6%	20 11%	99 16% kmp	28 8% m	115 12%
Foot and mouth outbreak/Farming crisis	3 *	3 *	- -	- -	1 *	1 *	1 *	1 1%	1 *	- -	- -	- -	3 1%	- -	- -	- -	3 *	- -	5 1%
Housing	147 15%	128 15%de	8 15%	11 13%de	28 9%	16 7%	43 14%de	36 14%	77 22%ad ef	33 26%ac def	65 24%ac def	31 22%ad e	31 10%	46 15%	19 13%	51 26%kl mop	77 12%k	69 21% km o	134 14%
Inflation/Prices	108 11%	88 10%e	5 10%	14 16%de	29 9%e	15 6%	34 11%e	29 11%	45 13%e	28 21%ad efgij	39 15%ade j	12 9%	22 7%	33 11%	22 15%ko	29 15%ko	55 9%	51 15%ko	116 12%
Local government/Council tax	33 3%	31 4%	- -	2 3%	13 4%	11 5%	10 3%	10 4%	10 3%	5 4%	10 4%	5 4%	5 2%	11 3%	5 4%	11 6%k	16 2%	16 5%k	31 3%
Low pay/Minimum wage/Fair wages	100 10%	82 10%e	4 9%	14 16%def	29 9%e	15 6%	23 8%	19 7%	48 14%ae f	15 12%	38 14%ae f	23 16%aef	26 8%	31 10%	13 9%	29 15%ko	57 9%	42 12%	96 10%
Morality/Individual behaviour/Lifestyle	74 8%	64 8%h	2 4%	9 10%h	26 8%h	17 7%h	18 6%	16 6%	31 9%h	3 2%	23 9%h	21 15%aef ghi	27 8%	26 8%	11 7%	11 6%	53 8%	22 6%	71 7%

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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
National health service/Hospitals/Healthcare	263	225	15	23	84	61	77	62	102	31	72	41	84	87	41	49	171	89	262
	27%	26%	31%	27%	26%	25%	25%	24%	29%	24%	27%	29%	26%	28%	28%	25%	27%	27%	26%
Nationalisation/ Government control of institutions	18	13	-	5	8	3	5	5	5	4	5	1	3	6	6	2	9	8	22
	2%	1%	-	6%ade fgij	2%e	1%	2%	2%	2%	3%	2%	1%	1%	2%	4%ko	1%	1%	2%	2%
Northern Ireland	1	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	1%	*	-	-	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	12	8	1	4	6	2	2	1	4	1	3	2	4	5	1	3	8	4	14
	1%	1%	2%	4%ade fgj	2%e	1%	1%	*	1%	1%	1%	1%	1%	2%	*	2%	1%	1%	1%
Pensions/Social security/Benefits	111	96	5	10	41	31	36	31	34	6	22	16	40	34	16	21	73	37	109
	11%	11%h	9%	12%h	13%h	13%h	12%h	12%	10%h	5%	8%h	12%	12%	11%	11%	11%	12%	11%	11%
Petrol prices/Fuel	38	31	*	6	11	5	15	15	12	7	9	2	10	14	4	9	24	13	42
	4%	4%	1%	7%dej	3%e	2%	5%	6%	3%	5%	3%	2%	3%	5%	3%	5%	4%	4%	4%
Pollution/ Environment	68	64	1	4	12	8	18	17	39	14	29	14	24	27	3	14	50	17	63
	7%	8%de	2%	4%	4%	3%	6%	7%	11%ab cdef	11%bd e	11%bd e	10%de	7% _m	9% _m	2%	7% _m	8% _m	5% _m	6%
Population levels/ Overpopulation	59	58	2	-	11	11	14	12	35	10	30	20	24	21	7	6	45	13	55
	6%	7%cd	3%	-	3%	5% _c	5% _c	5%	10%acd ef	7% _c	11%ac defh	15%abc def	8%	7%	5%	3%	7%	4%	6%
Pound/Exchange rate/Value of pound	7	6	-	2	2	1	3	3	2	1	2	2	3	2	1	1	5	2	8
	1%	1%	-	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%	
Poverty/Inequality	175	143	8	25	62	37	33	26	81	34	62	28	49	63	27	36	112	64	168
	18%	17%f	15%	29%ad	19%ef	15%	11%	10%	23%ae	27%ae	23%ae	20%ef	15%	20%	19%	19%	18%	19%	17%
Privatisation	23	21	-	2	5	2	5	5	13	4	12	8	7	11	1	4	18	5	18
	2%	2%	-	3%	1%	1%	2%	2%	4%e	3%	5%ade	6%de	2%	4%m	*	2%	3%	1%	2%
Public services in general	58	49	3	6	16	10	16	13	26	8	19	11	14	25	13	7	38	20	55
	6%	6%	5%	7%	5%	4%	5%	5%	7%	6%	7%	8%	4%	8%	9%knp	4%	6%k	6%	6%
Race relations/ Immigration/ Immigrants	356	317	17	23	119	97	106	90	131	38	101	63	125	106	54	67	231	121	358
	36%	37%c	33%	26%	37%c	40%cd	35%	35%	37%h	30%	38%ch	45%ch	39%	34%	37%	35%	37%	36%	36%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	46	21	1	24	31	7	2	1	13	1	6	5	22	18	3	4	40	7	50
	5%	2%f	2%	28%ab	10%aef	3%f	1%	*	4%fhi	1%	2%	3%	7%mp	6%p	2%	2%	6%mp	2%	5%
Taxation	47	42	-	6	14	8	8	8	25	13	17	5	10	12	8	14	22	22	45
	5%	5%f	-	7%b	4%	3%	3%	3%	7%f	10%abd	7%	3%	3%	4%	6%	7%ko	4%	7%ko	5%
Trade unions/ Strikes	6	4	-	2	2	-	-	-	4	3	3	-	3	1	1	2	4	2	6
	1%	*	-	3%ade	1%	-	-	-	1%	3%aef	1%	-	1%	*	*	1%	1%	1%	1%
Transport/Public transport	37	32	2	3	5	2	11	9	21	9	17	8	11	15	5	6	26	10	36
	4%	4%de	3%	4%	2%	1%	3%	4%	6%ade	7%de	6%ade	6%de	3%	5%	3%	3%	4%	3%	4%
Unemployment/ Factory closure/ Lack of industry	246	208	12	26	96	70	73	61	78	32	56	24	65	75	37	63	140	100	260
	25%	25%	24%	30%j	29%ag	29%ai	24%	24%	22%	25%	21%	17%	20%	24%	25%	33%ko	22%	30%ko	26%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	989	815	56	118	370	252	318	262	301	126	219	93	334	272	181	187	606	368	989
WEIGHTED BASE	986	850	51*	86	326	240	306	256	354	129	267	139*	321	310	146	192	631	337	989
	100%	86%	5%*	9%	33%	24%	31%	26%	36%	13%	27%	14%*	33%	31%	15%	19%	64%	34%	100%
Other	68	60	5	3	24	21	14	9	31	10	23	13	31	17	8	13	48	21	68
	7%	7% ^f	9%	4%	7%	9%	5%	4%	9%	8%	9%	10%	10% ^o	5%	5%	7%	8%	6%	7%
MEAN NUMBER OF MENTIONS	3.24	3.20 ^e	2.78	3.94 ^a	3.19 ^e	2.92	2.89	2.92	3.59 ^a	3.39 ^e	3.56 ^a	3.72 ^a	3.18	3.44	3.06	3.25	3.30	3.17	3.20
		^f		^{bdef}					^{bdef}	^f	^{bef}	^{bef}							
STANDARD ERROR	0.07	0.07	0.23	0.33	0.12	0.11	0.09	0.10	0.13	0.20	0.14	0.19	0.11	0.13	0.17	0.15	0.09	0.11	0.07
ERROR VARIANCE	*	*	0.05	0.11	0.02	0.01	0.01	0.01	0.02	0.04	0.02	0.04	0.01	0.02	0.03	0.02	0.01	0.01	*
Don't know	110	96	5	9	43	34	44	40	23	13	17	4	29	28	21	25	57	46	119
	11%	11% ^{gij}	9%	10% ^j	13% ^{gi}	14% ^{gi}	14% ^{gi}	15%	7%	10% ^{gij}	6% ^j	3%	9%	9%	14%	13%	9%	14% ^o	12%
Personal finances (NET)	331	277	15	38	101	63	89	74	140	59	117	57	88	111	51	78	199	129	329
	34%	33% ^e	30%	45% ^{ad}	31% ^e	26%	29%	29%	40% ^{ad}	46% ^{ad}	44% ^{ad}	41% ^{ef}	28%	36% ^k	35%	41% ^{ko}	32% ^k	38% ^{ko}	33%
Median	2	2	2	2	2	2	2	2	3	2	2	3	2	2	2	2	2	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	989	371	121	497	52	139	301	28	850	167	78	99	262	279	989
WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Ageing population/ Social care for the elderly	90 9%	35 9%	12 9%	43 9%	2 4%	11 7%	30 10%	3 10%	79 9%	14 8%	4 5%	3 4%	34 11%	14 5%	86 9%
AIDS	3 *	1 *	- -	2 *	1 2%a	- -	2 1%	- -	3 *	- -	- -	- -	- -	- -	3 *
Animal welfare	15 2%	6 2%	1 1%	8 2%	1 2%	1 1%	3 1%	1 3%	14 2%	2 1%	1 2%	4 5% _m	2 1%	1 *	16 2%
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	87 9%	42 10% _d	10 8%	35 8%	1 1%	17 12%	23 8%	9 27%	70 8%	26 15% _{fg}	10 12%	6 7%	41 14%	16 5%	81 8%
Countryside/Rural life	12 1%	5 1%	3 2%	4 1%	- -	2 1%	- -	- -	10 1%	2 1%	- -	- -	4 1%	2 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	51 13%	21 17%	76 17%	4 9%	22 15%	36 12%	7 22%	126 15%	29 17%	10 13%	18 22% _m	37 12%	46 15%	151 15%
Defence/Foreign affairs/ International terrorism	116 12%	48 12%	12 9%	57 13%	2 4%	26 18% _i	39 13%	4 11%	90 11%	30 17% _i	8 10%	6 7%	44 15%	34 11%	108 11%
Drug abuse	61 6%	16 4%	7 5%	38 8% _a	2 3%	8 6%	18 6%	1 4%	52 6%	9 5%	2 3%	4 5%	9 3%	17 5%	66 7%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 14th July 2014
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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+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Economy/Economic situation	314	145	37	132	14	56	85	16	258	72	32	22	126	98	308
	32%	36%	29%	29%	27%	39%	29%	48%	31%	41%gi	40%	26%	42%l	32%	31%
Education/Schools	130	69	13	49	10	15	51	6	115	21	6	4	62	66	115
	13%	17%c	10%	11%	20%c	11%	17%ir	18%	14%	12%	7%	4%	21%l	22%	12%
Foot and mouth outbreak/Farming crisis	3	-	1	2	1	-	1	-	3	-	-	-	-	1	5
	*	-	1%	1%	2%a	-	*	-	*	-	-	-	-	*	1%
Housing	147	69	21	58	8	12	57	4	135	16	9	8	52	51	134
	15%	17%	17%	13%	16%	8%	20%fj	11%	16%fj	9%	12%	10%	17%	17%	14%
Inflation/Prices	108	51	12	45	8	7	41	2	101	9	9	9	25	36	116
	11%	12%	9%	10%	16%	5%	14%fj	6%	12%fj	5%	11%	11%	8%	12%	12%
Local government/Council tax	33	13	7	13	2	2	16	1	31	2	2	1	10	12	31
	3%	3%	6%	3%	5%	1%	6%j	2%	4%	1%	2%	1%	3%	4%	3%
Low pay/Minimum wage/Fair wages	100	54	16	30	5	10	34	1	91	11	3	6	33	33	96
	10%	13%c	13%c	7%	9%	7%	12%	4%	11%	6%	4%	7%	11%	11%	10%
Morality/Individual behaviour/Lifestyle	74	42	5	28	1	20	11	3	55	23	7	3	28	21	71
	8%	10%bc	4%	6%	3%	13%gi	4%	10%	7%g	13%gi	8%	4%	9%	7%	7%
National health service/Hospitals/Healthcare	263	114	23	126	10	44	71	9	219	53	22	22	90	71	262
	27%	28%	18%	28%b	21%	31%	24%	26%	26%	30%	28%	26%	30%	23%	26%
Nationalisation/Government control of institutions	18	8	2	8	1	-	2	-	18	-	1	2	4	4	22
	2%	2%	1%	2%	1%	-	1%	-	2%g	-	2%	3%	1%	1%	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

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	986	408	127	452	51*	145	291	33**	841	178	79*	84*	300	305	989
	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Northern Ireland	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	12 1%	8 2%	1 1%	3 1%	-	-	3 1%	1 3%	12 1%	1 1%	1 1%	-	3 1%	3 1%	14 1%
Pensions/Social security/Benefits	111 11%	46 11%	12 9%	53 12%	6 11%	17 12%	38 13%	2 6%	94 11%	19 10%	12 15%	10 12%	35 12%	30 10%	109 11%
Petrol prices/Fuel	38 4%	15 4%	6 5%	17 4%	1 2%	6 4%	13 4%	2 6%	32 4%	8 4%	1 1%	1 2%	13 4%	15 5%	42 4%
Pollution/ Environment	68 7%	34 8% ^d	9 7%	25 6%	-	7 5%	13 5%	7 21%	61 7% ^g	14 8% ^f	2 2%	3 3%	30 10%	21 7%	63 6%
Population levels/ Overpopulation	59 6%	29 7%	6 5%	24 5%	3 5%	10 7%	16 6%	1 4%	49 6%	11 6%	5 6%	4 4%	23 8%	14 5%	55 6%
Pound/Exchange rate/Value of pound	7 1%	1 *	2 1%	4 1%	-	2 1%	2 1%	-	6 1%	2 1%	1 2%	1 2%	1 *	4 1%	8 1%
Poverty/Inequality	175 18%	80 20%	20 16%	75 17%	8 15%	17 12%	58 20% ^{fr}	9 26%	159 19% ^r	25 14% ^f	7 9%	15 18%	63 21%	41 13%	168 17%
Privatisation	23 2%	12 3%	3 3%	8 2%	1 2%	-	8 3%	4 11%	23 3%	4 2%	1 2%	1 1%	11 4%	2 1%	18 2%
Public services in general	58 6%	34 8% ^c	9 7%	15 3%	2 4%	7 5%	21 7%	-	51 6%	7 4%	2 3%	5 6%	18 6%	23 7%	55 6%
Race relations/ Immigration/ Immigrants	356 36%	144 35%	46 36%	166 37%	19 39%	60 41% ^g	82 28%	8 23%	297 35% ^g	67 38% ^g	58 74% ^{fg}	34 40%	97 33%	84 28%	358 36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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100%		41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	46 5%	23 6%	6 4%	18 4%	2 3%	2 2%	13 4%	4 12%	44 5%	7 4% ^f	1 1%	1 1%	20 7%	9 3%	50 5%
Taxation	47 5%	26 6%	4 3%	18 4%	2 4%	9 6%	14 5%	- -	38 5%	9 5%	1 1%	1 2%	10 3%	15 5%	45 5%
Trade unions/ Strikes	6 1%	1 *	1 *	4 1%	- -	- -	3 1%	- -	6 1%	- -	1 1%	1 1%	2 1%	- -	6 1%
Transport/Public transport	37 4%	17 4%	5 4%	14 3%	- -	3 2%	9 3%	- -	34 4%	3 2%	2 3%	- -	8 3%	10 3%	36 4%
Unemployment/Factory closure/Lack of industry	246 25%	93 23%	38 30%	115 26%	27 54% ^{ab} c	36 25% ^j	86 30% ⁱ	2 6%	210 25%	38 21%	15 19%	23 27%	56 19%	83 27%	260 26%
Other	68 7%	21 5%	7 5%	41 9% ^a	1 2%	7 5%	21 7%	1 2%	61 7%	8 4%	3 3%	5 5%	20 7%	21 7%	68 7%
MEAN NUMBER OF MENTIONS	3.24	3.41	3.11	3.12	3.02	3.07	3.29	3.27	3.27	3.10	3.11	2.84	3.45 ^l	3.07	3.20
STANDARD ERROR	0.07	0.12	0.18	0.09	0.21	0.11	0.14	0.31	0.08	0.11	0.21	0.18	0.13	0.11	0.07
ERROR VARIANCE	*	0.01	0.03	0.01	0.04	0.01	0.02	0.10	0.01	0.01	0.04	0.03	0.02	0.01	*
Don't know	110 11%	35 9%	19 15%	55 12%	7 14%	9 6%	34 12%	2 6%	101 12% ^j	10 6%	7 9%	15 18% ^m	20 7%	38 12%	119 12%
Personal finances (NET)	331 34%	156 38% ^c	41 32%	134 30%	19 37%	34 24%	108 37% ^{lj}	14 42%	297 35% ^{fr}	48 27% ^f	18 23%	25 30%	109 36%	98 32%	329 33%

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

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
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	100%	41%	13%	46%	5%*	15%	29%	3%**	85%	18%	8%*	9%*	30%	31%	100%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Ageing population/ Social care for the elderly	90 9%	32 10%	42 16% ^{ad}	34 23% ^{ade}	28 8%	14 12%	21 16% ^d	21 7%	47 9%	20 13% ^g	86 10% ^k	4 3%	13 8%	33 9%	15 19% ^{qs}	23 9%	14 16% ^q	10 8%	86 9%
AIDS	3 *	3 1%	1 *	2 1%	2 *	- -	- -	- -	3 1%	- -	3 *	- -	- -	1 *	- -	- -	- -	- -	3 *
Animal welfare	15 2%	8 3%	8 3%	7 5%	8 2%	4 3%	4 3%	3 1%	9 2%	3 2%	15 2%	- -	2 1%	5 1%	- -	1 1%	- -	1 1%	16 2%
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	1 1%	- -	- -	1 *	- -	1 1%	1 *
Common Market/EU/ Europe/Euro/ Constitution	87 9%	40 13%	27 10%	16 11%	32 9%	29 25% ^{abc} df	18 14%	8 3%	57 11% ^g	22 14% ^g	80 9%	7 6%	12 8%	40 11%	9 11% ^s	22 8% ^s	13 15% ^{qs}	4 3%	81 8%
Countryside/Rural life	12 1%	5 2%	7 3%	4 2%	6 2%	4 3%	2 2%	1 *	9 2%	1 1%	11 1%	1 1%	1 *	6 2%	2 2%	2 1%	2 2%	- -	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	49 16%	44 17%	148 100% ^{abd} ef	62 18%	17 15%	22 17%	46 16%	85 16%	16 11%	126 15%	21 18%	27 17%	46 12%	17 21%	53 20%	15 17%	26 20%	151 15%
Defence/Foreign affairs/ International terrorism	116 12%	54 17% ^b	31 12%	17 12%	50 14%	116 100% ^{abc} df	27 21% ^{bc}	29 10%	66 13%	21 13%	112 13% ^k	4 3%	14 9%	45 12%	11 14%	37 14%	19 21% ^{qs}	14 11%	108 11%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Drug abuse	61	20	13	28	26	7	5	24	25	11	50	10	9	13	7	18	9	7	66
	6%	6%	5%	19%abdef	7%	6%	4%	8%	5%	7%	6%	9%	6%	4%	8%	7%	10%	6%	7%
Economy/Economic situation	314	314	93	49	91	54	62	95	161	51	282	31	57	123	33	75	25	32	308
	32%	100%bcd	35%d	33%	26%	47%bcd	48%bcd	32%	30%	33%	33%	26%	36%	33%	41%qs	28%	28%	25%	31%
Education/Schools	130	62	66	22	29	27	130	42	65	21	122	8	25	53	20	29	11	11	115
	13%	20%d	25%cd	15%d	8%	23%d	100%abcde	14%	12%	13%	14%k	7%	16%	14%	24%qs	11%	12%	8%	12%
Foot and mouth outbreak/Farming crisis	3	-	-	1	-	-	-	2	-	1	2	1	-	1	1	1	1	-	5
	*	-	-	1%	-	-	-	1%	-	*	*	1%j	-	*	1%	*	1%	-	1%
Housing	147	60	50	22	49	22	28	46	87	13	122	24	23	66	26	54	18	23	134
	15%	19%d	19%d	15%	14%	19%	22%	16%i	16%i	8%	14%	20%	15%	18%	32%qs	20%	20%	18%	14%
Inflation/Prices	108	44	29	26	27	10	19	50	45	13	75	32	20	42	7	35	8	15	116
	11%	14%d	11%	17%bde	8%	8%	15%d	17%hi	8%	8%	9%	27%j	13%	11%	9%	13%	8%	12%	12%
Local government/Council tax	33	12	9	9	10	1	10	9	23	2	26	7	4	16	4	6	1	2	31
	3%	4%	4%	6%de	3%	1%	8%de	3%	4%	1%	3%	6%	3%	4%	5%	2%	1%	1%	3%
Low pay/Minimum wage/Fair wages	100	37	32	23	25	13	20	30	57	13	88	12	23	48	14	25	9	14	96
	10%	12%d	12%d	15%d	7%	11%	15%d	10%	11%	9%	10%	10%	14%	13%	17%	9%	9%	11%	10%
Morality/Individual behaviour/Lifestyle	74	33	29	26	26	23	17	13	45	16	68	6	11	36	6	23	7	14	71
	8%	10%	11%	18%abd	7%	20%abd	13%	4%	8%g	10%g	8%	5%	7%	10%	8%	9%	8%	11%	7%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
National health service/Hospitals/Healthcare	263	93	263	44	96	31	66	72	148	38	244	18	41	93	24	73	31	28	262
	27%	30%	100% ^{acd}	30%	27%	27%	50% ^{acd}	24%	28%	25%	28% ^k	15%	26%	25%	30%	27%	35% ^s	22%	26%
Nationalisation/ Government control of institutions	18	4	6	1	4	1	2	7	7	4	16	2	2	7	2	2	-	2	22
	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%	2%	2%	1%	2%	3%	1%	-	2%	2%
Northern Ireland	1	1	-	1	-	-	1	1	-	-	1	-	-	1	1	-	-	-	1
	*	*	-	1%	-	-	1%	*	-	-	*	-	-	*	1%	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	12	5	4	6	3	2	2	6	5	1	9	3	4	5	2	4	3	1	14
	1%	2%	2%	4% ^d	1%	1%	2%	2%	1%	1%	1%	3%	3%	1%	2%	2%	3%	1%	1%
Pensions/Social security/Benefits	111	34	42	21	37	10	24	23	67	21	101	7	21	36	7	31	12	16	109
	11%	11%	16% ^d	14%	10%	9%	18% ^{ade}	8%	13% ^g	14%	12%	6%	14%	10%	9%	12%	13%	13%	11%
Petrol prices/Fuel	38	20	9	16	13	5	7	12	20	5	30	8	8	13	3	13	4	7	42
	4%	6%	4%	11% ^{bd}	4%	4%	5%	4%	4%	4%	4%	6%	5%	4%	4%	5%	4%	5%	4%
Pollution/ Environment	68	28	22	14	18	10	16	23	31	13	62	6	12	31	12	15	5	4	63
	7%	9% ^d	8%	9%	5%	9%	12% ^d	8%	6%	9%	7%	5%	8%	8%	15% ^{qs}	6%	6%	3%	6%
Population levels/ Overpopulation	59	26	19	9	32	12	7	17	34	9	55	4	11	24	4	18	6	6	55
	6%	8%	7%	6%	9%	11%	6%	6%	6%	6%	6%	3%	7%	6%	5%	7%	7%	4%	6%
Pound/Exchange rate/Value of pound	7	5	3	3	1	-	2	1	4	2	6	1	1	2	-	2	-	2	8
	1%	2%	1%	2%	*	-	1%	*	1%	1%	1%	1%	*	*	-	1%	-	1%	1%

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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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
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	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Poverty/Inequality	175	61	61	27	49	19	29	67	86	21	157	18	22	75	31	43	12	20	168
	18%	20% ^d	23% ^d	18%	14%	16%	22% ^d	23% ^{hi}	16%	14%	18%	15%	14%	20%	38% ^{qrs}	16%	13%	15%	17%
Privatisation	23	12	12	2	5	2	10	8	10	5	22	1	7	8	10	3	2	-	18
	2%	4% ^d	5% ^{cd}	1%	1%	1%	8% ^{cde}	3%	2%	3%	3%	1%	5%	2%	12% ^{qrs}	1%	2%	-	2%
Public services in general	58	28	23	15	15	10	18	18	32	8	50	8	13	31	6	11	4	2	55
	6%	9% ^d	9% ^d	10% ^d	4%	9% ^d	14% ^d	6%	6%	5%	6%	7%	8%	8%	7%	4%	4%	2%	6%
Race relations/Immigration/Immigrants	356	91	96	62	356	50	29	90	213	52	327	27	56	133	15	116	50	57	358
	36%	29%	36% ^{af}	42% ^{af}	100% ^{abc}	43% ^{af}	23%	30%	40% ^g	34%	38% ^k	23%	36%	36%	19%	43% ^p	55% ^{pq}	44% ^p	36%
Scottish/Welsh assembly/Devolution/Constitutional reform	46	24	9	5	10	10	10	9	24	14	46	*	9	19	7	13	6	6	50
	5%	8% ^{bd}	3%	3%	3%	9% ^{bd}	8% ^{bd}	3%	4%	9% ^{gh}	5% ^k	*	6%	5%	9%	5%	6%	5%	5%
Taxation	47	18	16	5	14	4	7	22	22	3	36	11	8	22	3	17	3	6	45
	5%	6%	6%	4%	4%	4%	6%	7% ⁱ	4%	2%	4%	9% ^j	5%	6%	4%	7%	3%	5%	5%
Trade unions/ Strikes	6	3	3	3	-	-	2	3	-	3	6	1	1	1	3	1	-	-	6
	1%	1%	1%	2% ^d	-	-	2% ^d	1% ^h	-	2% ^h	1%	*	*	*	3% ^q	*	-	-	1%
Transport/Public transport	37	7	11	8	7	1	10	11	16	10	26	11	9	13	4	14	1	2	36
	4%	2%	4%	6% ^{ad}	2%	1%	7% ^{ade}	4%	3%	6%	3%	9% ^j	6%	4%	5%	5% ^{rs}	2%	2%	4%
Unemployment/Factory closure/Lack of industry	246	74	60	42	76	19	39	78	142	24	194	49	43	88	21	63	17	37	260
	25%	24%	23%	28% ^e	21%	16%	30% ^e	26% ⁱ	27% ⁱ	16%	23%	41% ^j	27%	24%	26%	23%	18%	29%	26%

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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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	989	308	262	151	358	108	115	319	507	157	842	142	148	337	78	274	97	133	989
WEIGHTED BASE	986	314	263	148	356	116*	130*	296	528	154	861	119	156	370	81*	267	90*	129	989
	100%	32%	27%	15%	36%	12%*	13%*	30%	53%	16%	87%	12%	16%	37%	8%*	27%	9%*	13%	100%
Other	68	14	19	2	21	2	9	17	43	9	57	11	4	23	5	10	6	4	68
	7%	4%	7% ^c	2%	6% ^c	2%	7%	6%	8%	6%	7%	9%	3%	6%	7%	4%	7%	3%	7%
MEAN NUMBER OF MENTIONS	3.24	4.23 ^d	4.42 ^d	4.88 ^{ad}	3.51	4.58 ^d	5.20 ^{abd}	3.20	3.29	3.16	3.26	3.13	3.40	3.34	4.14 ^{qs}	3.34	3.52	3.09	3.20
STANDARD ERROR	0.07	0.16	0.19	0.28	0.12	0.31	0.34	0.13	0.09	0.17	0.08	0.15	0.20	0.12	0.30	0.12	0.22	0.17	0.07
ERROR VARIANCE	*	0.03	0.04	0.08	0.01	0.10	0.11	0.02	0.01	0.03	0.01	0.02	0.04	0.01	0.09	0.02	0.05	0.03	*
Don't know	110	6	4	2	19	1	-	38	51	21	93	17	17	35	2	36	7	25	119
	11%	2%	1%	1%	5% ^{abcef}	*	-	13%	10%	14%	11%	14%	11%	10%	3%	13% ^p	8%	19% ^{pqr}	12%
Personal finances (NET)	331	119	91	62	89	32	47	117	174	40	282	48	54	140	40	95	25	48	329
	34%	38% ^{de}	34% ^d	42% ^{de}	25%	27%	36% ^d	39% ⁱ	33%	26%	33%	41%	35%	38%	50% ^{qr}	35%	28%	37%	33%
Median	2	3	3	4	2	3	4	2	2	2	2	2	2	2	3	2	2	2	2

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	989	143	136	170	138	213	189	989
WEIGHTED BASE	986	146	154	194	140	189	162	989
	100%	15%	16%	20%	14%	19%	16%	100%
Ageing population/ Social care for the elderly	90 9%	8 6%	3 2%	25 13%	13 9%	29 15%	12 7%	86 9%
AIDS	3 *	- -	1 1%	- -	2 1%	- -	- -	3 *
Animal welfare	15 2%	1 1%	4 2%	1 *	5 4%	1 *	4 3%	16 2%
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	- -	1 1%	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	87 9%	13 9%	1 1%	15 8%	15 11%	32 17%	10 6%	81 8%
Countryside/Rural life	12 1%	2 1%	1 1%	1 *	2 1%	6 3%	1 *	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	148 15%	19 13%	21 14%	26 13%	24 18%	30 16%	27 17%	151 15%
Defence/Foreign affairs/ International terrorism	116 12%	15 10%	8 5%	30 15%	13 10%	32 17%	19 12%	108 11%
Drug abuse	61 6%	10 7%	8 5%	3 2%	12 8%	19 10%	9 5%	66 7%
Economy/Economic situation	314 32%	47 32%	38 24%	80 41%	39 28%	75 40%	35 21%	308 31%
Education/Schools	130 13%	21 14%	17 11%	44 22%	17 12%	27 15%	5 3%	115 12%

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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	989	143	136	170	138	213	189	989
WEIGHTED BASE	986	146	154	194	140	189	162	989
	100%	15%	16%	20%	14%	19%	16%	100%
Foot and mouth outbreak/Farming crisis	3 *	-	1	-	1	1	1	5
		-	*	-	*	*	1%	1%
Housing	147 15%	20 14%	38 24%	30 16%	21 15%	20 10%	19 12%	134 14%
Inflation/Prices	108 11%	10 7%	26 17%	19 10%	22 15%	17 9%	15 9%	116 12%
Local government/Council tax	33 3%	4 3%	6 4%	8 4%	6 5%	5 3%	3 2%	31 3%
Low pay/Minimum wage/Fair wages	100 10%	14 9%	24 16%	22 12%	15 11%	12 6%	12 8%	96 10%
Morality/Individual behaviour/Lifestyle	74 8%	12 8%	6 4%	18 9%	7 5%	22 12%	8 5%	71 7%
National health service/Hospitals/Healthcare	263 27%	30 20%	24 16%	69 35%	33 24%	59 31%	49 30%	262 26%
Nationalisation/Government control of institutions	18 2%	3 2%	4 3%	1 1%	3 2%	3 1%	4 2%	22 2%
Northern Ireland	1 *	-	-	-	1 1%	-	-	1 *
Nuclear weapons/Nuclear war/Disarmament	12 1%	2 2%	-	1 1%	3 2%	3 2%	2 1%	14 1%
Pensions/Social security/Benefits	111 11%	20 13%	13 9%	20 10%	19 14%	19 10%	20 12%	109 11%
Petrol prices/Fuel	38 4%	6 4%	9 6%	6 3%	6 4%	7 4%	5 3%	42 4%

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 14th July 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	989	143	136	170	138	213	189	989
WEIGHTED BASE	986	146	154	194	140	189	162	989
	100%	15%	16%	20%	14%	19%	16%	100%
Pollution/ Environment	68 7%	11 7%	10 7%	24 12%	4 3%	14 7%	6 3%	63 6%
Population levels/ Overpopulation	59 6%	3 2%	8 5%	18 10%	5 3%	12 6%	13 8%	55 6%
Pound/Exchange rate/Value of pound	7 1%	1 1%	1 1%	* *	2 1%	2 1%	- -	8 1%
Poverty/Inequality	175 18%	30 20%	26 17%	42 21%	18 13%	31 17%	28 17%	168 17%
Privatisation	23 2%	3 2%	4 3%	7 3%	3 2%	6 3%	- -	18 2%
Public services in general	58 6%	5 4%	9 6%	26 14%	6 4%	7 4%	5 3%	55 6%
Race relations/ Immigration/ Immigrants	356 36%	31 21%	52 34%	60 31%	57 41%	81 43%	75 46%	358 36%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	46 5%	6 4%	4 2%	9 5%	4 3%	16 8%	7 4%	50 5%
Taxation	47 5%	9 6%	15 9%	9 4%	4 3%	8 4%	3 2%	45 5%
Trade unions/ Strikes	6 1%	1 1%	2 1%	1 *	1 1%	2 1%	- -	6 1%
Transport/Public transport	37 4%	6 4%	6 4%	10 5%	4 3%	7 4%	4 2%	36 4%
Unemployment/ Factory closure/ Lack of industry	246 25%	39 26%	55 36%	44 22%	45 32%	32 17%	33 20%	260 26%

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UNWEIGHTED BASE	989	143	136	170	138	213	189	989
WEIGHTED BASE	986	146	154	194	140	189	162	989
	100%	15%	16%	20%	14%	19%	16%	100%
Other	68	8	4	15	9	22	11	68
	7%	5%	3%	8%	6%	12%	7%	7%
MEAN NUMBER OF MENTIONS	3.24	2.94	3.10	3.57	3.25	3.56	2.85	3.20
STANDARD ERROR	0.07	0.11	0.19	0.17	0.19	0.18	0.13	0.07
ERROR VARIANCE	*	0.01	0.04	0.03	0.03	0.03	0.02	*
Don't know	110	20	31	11	13	14	20	119
	11%	14%	20%	6%	9%	7%	13%	12%
Personal finances (NET)	331	49	61	66	52	53	50	329
	34%	34%	39%	34%	37%	28%	31%	33%
Median	2	2	2	2	2	2	2	2

Respondent type : GB Adults 18+
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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+	989
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989

	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+	989
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989

	Page	Table	Title	Base Description	Base
	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989

	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+	989
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989