

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	4 1%	6 1%	-	-	1	3	3	3	-	4	6	1	9	3	4	*	2	7	3	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> <b>*</b>	1 *	1 *	-	1	1	-	-	-	1	1	-	2	-	-	1	-	1	1	1	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	1 *	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>30</b> 3%bdi	23 5%zb	7 1%	1	1	4	8	3	13	2	12	17	6	24	13	7	6	4	21	10	30 3%
Countryside/Rural life	<b>1</b> <b>*</b>	-	1 *	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>24</b> 2%l	12 2%	12 2%	3	8	3	5	2	4	11	8	5	14	10	2	11	8	3	13	11	23 2%
Defence/Foreign affairs/ International terrorism	<b>100</b> 10%fjm	44 9%	56 11%	13	15	15	9	17	31	29	24	48	43	57	41	13	19	26	54	46	93 9%
Drug abuse	<b>3</b> <b>*</b>	2 *	1 *	1	1	-	-	-	1	2	-	1	2	1	-	*	3	-	*	3	4 *

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

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	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Economy/Economic situation	128	75	53	14	22	17	31	20	24	35	48	44	53	76	41	44	21	22	85	43	120
	13%bq	15%zb	10%	10%	13%	11%	18%c	14%	11%	11%	14%	12%	11%	14%	15%q	17%zn	10%	9%	16%zno	9%	12%
Education/Schools	20	8	12	3	6	6	2	2	2	9	8	4	14	6	9	6	3	2	15	5	19
	2%	2%	2%	2%	4%	4%	1%	1%	1%	3%	2%	1%	3%	1%	3%	2%	1%	1%	3%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	42	16	26	6	10	8	11	1	6	17	19	7	24	18	15	7	9	11	22	20	41
	4%gk	3%	5%	4%g	6%gk	5%g	6%gk	1%	3%	5%gk	6%gk	2%	5%	3%	6%	2%	4%	4%	4%mp	4%	4%
Immigration/immigrants	243	121	122	21	31	36	43	39	72	53	79	112	88	155	54	54	55	80	109	135	246
	24%ci	25%	24%	15%	18%	22%	25%c	28%ci	33%zc	17%	24%ci	31%zc	19%	29%	20%	20%	25%	32%zl	20%	29%zl	25%
	p								deij			dij					mp		mp		
Inflation/Prices	12	2	9	-	3	4	-	*	3	3	4	4	8	4	1	2	5	3	3	8	13
	1%a	1%	2%	-	2%	3%f	-	*	2%	1%	1%	1%	2%	1%	*	1%	3%p	1%	1%	2%	1%
Local government/Council tax	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	*
Low pay/Minimum wage/Fair wages	36	18	18	14	8	6	2	3	4	21	8	7	27	9	2	7	17	10	9	27	41
	4%klp	4%	3%	10%zef	5%	4%	1%	2%	2%	7%zfg	2%	2%	6%	2%	1%	3%	8%zlm	4%l	2%	6%zlp	4%
				ghjk						hjk							p				
Morality/Individual behaviour/Lifestyle	5	3	1	1	-	-	-	1	3	1	-	4	1	4	-	4	1	-	4	1	5
	*	1%	*	1%	-	-	-	1%	1%	*	-	1%	*	1%	-	2%zq	*	-	1%	*	1%
National health service/Hospitals/Healthcare	75	25	50	16	14	13	9	8	15	30	22	24	43	32	21	24	13	17	45	30	70
	8%a	5%	10%za	11%	8%	8%	5%	6%	7%	10%	7%	7%	9%	6%	8%	9%	6%	7%	8%	6%	7%

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

Respondent type : GB Adults 18+  
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**Q.PL01**  
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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
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<b>100%</b>	<b>49%</b>	<b>51%</b>	<b>14%</b>	<b>17%</b>	<b>16%</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>	<b>31%</b>	<b>33%</b>	<b>36%</b>	<b>47%</b>	<b>53%</b>	<b>27%</b>	<b>27%</b>	<b>22%</b>	<b>25%</b>	<b>54%</b>	<b>46%</b>	<b>99%</b>	
Nationalisation/ Government control of institutions	1*	1*	-	-	-	-	-	-	1*	-	-	1*	-	1*	1*	-	-	-	1*	-	1*
Northern Ireland	1*	-	1*	1%z	-	-	-	-	-	1*	-	-	1*	-	-	1*	-	-	1*	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	20 2%kq	9 2%	12 2%	3 2%	5 3%	5 3%	4 3%	1 1%	1 1%	8 3%	9 3%	3 1%	13 3%	7 1%	7 3%	8 3%	3 1%	2 1%	15 3%	5 1%	19 2%
Petrol prices/Fuel	2*	-	2*	-	-	1	1	-	-	-	2	-	1	1	-	-	1	1	-	2	2
Pollution/ Environment	13 1%b	10 2%	3 1%	2 1%	4 3%	2 1%	1 1%	1 1%	3 1%	6 2%	3 1%	4 1%	8 2%	5 1%	5 2%	3 1%	3 1%	2 1%	8 2%	5 1%	11 1%
Population levels/ Overpopulation	6 1%	6 1%zb	-	1 1%	-	1 1%	2 1%	1 1%	-	1 *	3 1%	1 *	3 1%	3 1%	-	1 1%	1 1%	3 1%	1 *	4 1%	4 *
Pound/Exchange rate/Value of pound	1*	-	1*	-	-	1*	-	-	-	-	1*	-	1*	-	-	-	1*	-	-	1*	1*
Poverty/Inequality	75 8%nq	40 8%	36 7%	10 7%	12 7%	12 7%	18 10%	13 10%	11 5%	22 7%	29 9%	24 7%	34 7%	42 8%	31 11%znq	21 8%	9 4%	15 6%	52 10%znq	24 5%	74 7%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	8 1%	6 1%	3 *	-	2 1%	1 *	3 2%	3 2%h	-	2 1%	4 1%	3 1%	2 1%	6 1%	4 1%	1 *	2 1%	1 1%	5 1%	4 1%	8 1%

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	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Race relations	11	7	4	1	1	2	3	2	1	2	5	3	4	6	3	2	3	3	5	6	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Scottish/Welsh assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	12	7	5	3	3	1	-	3	2	6	1	4	8	4	2	4	3	3	6	6	13
	1%	1%	1%	2%	2%	1%	-	2%	1%	2%	*	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Trade unions/ Strikes	2	2	-	2	-	-	-	-	-	2	-	-	2	-	2	-	-	-	2	-	1
	*	*	-	1%z	-	-	-	-	-	1%	-	-	*	-	1%	-	-	-	*	-	*
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/Factory closure/Lack of industry	58	24	34	19	11	8	6	9	5	30	14	14	38	20	5	18	20	16	23	35	64
	6%hkl	5%	7%	13%zef	7%h	5%	4%	7%hk	2%	10%zfh	4%	4%h	8%	4%	2%	7%lp	9%zlp	6%l	4%l	8%zlp	6%
Other	20	11	8	2	3	6	4	*	4	5	9	5	11	8	4	9	3	5	12	7	19
	2%	2%	2%	1%	2%	4%	2%	*	2%	2%	3%	1%	2%	2%	1%	3%	1%	2%	2%	2%	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	38	14	24	5	5	8	6	6	8	10	15	14	18	21	5	11	9	13	16	22	39
	4%	3%	5%	3%	3%	5%	4%	4%	4%	3%	4%	4%	4%	4%	2%	4%	4%	5%l	3%	5%	4%
Personal finances (NET)	125	61	65	23	24	23	21	17	17	47	44	34	70	56	34	30	33	29	64	61	130
	13%hk	12%	13%	16%hk	14%	14%	12%	12%	8%	15%hk	13%	10%	15%	10%	13%	11%	15%	12%	12%	13%	13%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL		
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989	
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989	
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%	
Ageing population/ Social care for the elderly	<b>10</b> 1% <sup>d</sup>	9 1%	1 2% <sup>de</sup>	* 1%	* *	- -	4 1%	2 1%	6 2%	2 1%	3 1%	1 1%	6 2%	1 *	1 1%	1 1%	7 1%	3 1%	11 1%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> *	2 *	-	-	1 *	1 *	1 *	1 *	-	-	-	-	1 *	-	1 1%	-	1 *	1 *	2 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	
Common Market/EU/ Europe/Euro/ Constitution	<b>30</b> 3%	25 3%	2 4%	4 4%	10 3%	7 3%	9 3%	7 3%	11 3% <sup>i</sup>	1 1%	7 3% <sup>i</sup>	6 4%	13 4%	8 3%	3 2%	6 3%	21 3%	9 2%	30 3%	
Countryside/Rural life	<b>1</b> *	-	1 2% <sup>zad</sup> eghj	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>24</b> 2% <sup>h</sup>	20 2% <sup>h</sup>	1 3%	2 2%	14 4% <sup>zah</sup> j	12 5% <sup>zah</sup> ij	7 2%	6 2%	3 1%	1 1%	3 1%	2 1%	8 3%	4 1%	3 2%	9 4%	12 2%	12 3%	23 2%	
Defence/Foreign affairs/ International terrorism	<b>100</b> 10%	84 10%	4 8%	12 14% <sup>i</sup>	38 11%	25 10%	26 8%	22 8%	37 10% <sup>ij</sup>	8 6%	23 8%	15 10%	37 12%	34 11%	11 7%	17 8%	71 11%	28 8%	93 9%	
Drug abuse	<b>3</b> *	2 *	* 1%	1 1%	1 *	- -	1 *	1 *	1 *	1 1%	1 *	- -	1 *	- -	1 1%	1 *	1 *	2 1%	4 *	

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Overlap formulae used. \* small base  
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<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Economy/Economic situation	<b>128</b>	108	6	14	46	32	38	32	44	12	34	21	42	52	14	19	93	33	120
	13%cd	12%	12%	17%	14%	13%	12%	12%	12%	9%	12%	15%	13%	17%zn	10%	9%	15%zq	9%	12%
Education/Schools	<b>20</b>	17	2	1	8	7	9	7	3	2	3	1	2	13	2	3	15	5	19
	2%hl	2%h	4%h	1%	3%	3%	3%	3%	1%	2%	1%	*	1%	4%zlp	2%	1%	2%l	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>42</b>	41	1	-	7	7	8	7	27	24	27	3	4	13	6	18	18	24	41
	4%cdl	5%cdf	2%	-	2%	3%	3%	3%	7%za	17%za	10%zac	2%	1%	4%l	4%l	8%zlp	3%l	7%zln	4%
	p								cdef	bcdef	defghk							p	
Immigration/immigrants	<b>243</b>	214	15	14	76	62	83	68	85	21	58	37	100	59	43	41	158	84	246
	24%im	25%i	30%i	16%	23%	26%i	27%ci	26%i	23%i	15%	21%i	26%i	31%zm	19%	30%zm	19%	25%m	24%	25%
													opq		oq				
Inflation/Prices	<b>12</b>	10	1	*	*	-	6	5	5	5	5	-	2	3	2	4	5	6	13
	1%cd	1%	2%de	1%	*	-	2%de	2%de	1%	4%zad	2%d	-	1%	1%	1%	2%	1%	2%	1%
										ehjk									
Local government/Council tax	<b>1</b>	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	-	*	-	*	1%	-	-	1%	-	-	*	*
Low pay/Minimum wage/Fair wages	<b>36</b>	29	1	5	12	7	10	8	14	11	14	3	4	12	9	9	16	18	41
	4%lp	3%	3%	6%	4%	3%	3%	3%	4%	8%zad	5%hk	2%	1%	4%	6%zlp	4%	3%l	5%lp	4%
										efghj									
										k									

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Morality/ Individual behaviour/ Lifestyle	5 *	5 1%	- -	- -	1 *	1 *	2 1%	2 1%	2 1%	- -	2 1%	2 1%	3 1%	- -	1 *	- -	3 *	1 *	5 1%
National health service/Hospitals/ Healthcare	75 8%n	66 8%	6 12%c	3 3%	26 8%c	23 10%	20 6%	14 5%	30 8%	11 8%	25 9%	14 10%	22 7%	29 9%n	5 3%	17 8%	52 8%n	21 6%n	70 7%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Northern Ireland	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions/Social security/Benefits	20 2%	17 2%	1 3%	2 3%	5 2%	3 1%	8 3%	7 3%	7 2%	- -	4 1%	4 3%	7 2%	5 2%	3 2%	5 2%	12 2%	8 2%	19 2%
Petrol prices/Fuel	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 *
Pollution/ Environment	13 1%	12 1%	1 1%	1 1%	2 1%	2 1%	4 1%	3 1%	7 2%	- -	4 1%	4 3%	5 2%	3 1%	- -	5 2%	8 1%	5 1%	11 1%
Population levels/ Overpopulation	6 1%	6 1%	- -	- -	1 *	1 *	4 1%	4 1%	1 *	1 1%	1 *	- -	- -	4 1%	1 1%	1 1%	4 1%	2 1%	4 *
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
Overlap formulae used. \* small base  
Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
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**ISSUES INDEX (FINAL)**

**Table 2**  
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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	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
<b>100%</b>	<b>86%</b>	<b>5%*</b>	<b>9%*</b>	<b>33%</b>	<b>24%</b>	<b>31%</b>	<b>26%</b>	<b>36%</b>	<b>13%</b>	<b>28%</b>	<b>14%</b>	<b>32%</b>	<b>31%</b>	<b>14%</b>	<b>21%</b>	<b>63%</b>	<b>35%</b>	<b>99%</b>	
Poverty/Inequality	<b>75</b>	57	1	17	30	13	11	10	35	12	26	14	24	29	10	11	53	21	74
	8%afg	7%fg	3%	19%zab defghi j	9%efg	6%	3%	4%	10%afg	9%fg	9%af	10%fg	7%	9%	7%	5%	8%	6%	7%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	<b>8</b>	8	-	-	1	1	2	2	5	1	5	4	1	6	1	1	7	2	8
	<b>1%</b>	1%	-	-	*	1%	1%	1%	1%	1%	2%	3%z	*	2%	1%	*	1%l	*	1%
Race relations	<b>11</b>	10	-	*	4	3	3	3	4	1	4	2	*	6	2	2	7	4	11
	1%l	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	2%l	1%	1%	1%l	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	<b>12</b>	12	-	-	3	3	3	3	7	6	7	1	3	4	2	3	7	5	13
	<b>1%</b>	1%	-	-	1%	1%	1%	1%	2%	4%zad fgh	2%	1%	1%	1%	2%	1%	1%	1%	1%
Trade unions/ Strikes	<b>2</b>	2	-	-	2	2	-	-	-	-	-	-	-	-	-	2	-	2	1
	<b>*</b>	*	-	-	*	1%	-	-	-	-	-	-	-	-	-	1%	-	*	*
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	<b>58</b>	49	4	5	19	14	30	26	9	3	7	3	13	10	10	22	23	32	64
	6%hjm	6%hj	8%hj	6%	6%hj	6%h	10%za hijk	10%zah ijk	2%	3%	2%	2%	4%	3%	7%mp	10%zlm	4%	9%zlm	6%
	p														p		p		

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Other	<b>20</b>	18	1	1	7	5	4	3	9	6	8	2	6	6	2	6	12	8	19
	<b>2%</b>	2%	1%	2%	2%	2%	1%	1%	2%	4%	3%	2%	2%	2%	2%	3%	2%	2%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>38</b>	36	-	2	9	7	15	15	14	5	6	1	11	8	10	9	20	19	39
	<b>4%</b>	4%jk	-	2%	3%	3%	5%k	6%jk	4%jk	4%	2%	1%	4%	3%	7%zmp	4%	3%	5%	4%
Personal finances (NET)	<b>125</b>	99	4	23	43	20	29	25	54	28	45	17	31	46	21	25	77	45	130
	<b>13%ae</b>	11%	7%	26%za	13%e	8%	9%	10%	15%ae	21%za	16%za	12%	10%	15%	14%	12%	12%l	13%	13%
	fl			bdefg				f	bdefg	efg									
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	1 *	2 2%a	6 1%	* 1%	3 1%	2 1%	- -	7 1%	- -	2 2%	5 1%	1 *	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> *	1 *	-	1 *	1 2%z	-	1 *	-	2 *	-	-	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>30</b> 3%i	15 3%	4 4%	11 2%	1 3%	12 5%zi	6 2%	1 2%	18 2%	3 5%	2 3%	17 5%z	9 3%	30 3%
Countryside/Rural life	<b>1</b> *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>24</b> 2%f	13 3%	1 1%	10 2%	1 3%	1 *	5 2%	3 6%f	23 3%zf	-	5 6%zm	5 1%	4 2%	23 2%
Defence/Foreign affairs/ International terrorism	<b>100</b> 10%dgi	39 9%	15 15%d	46 10%d	1 2%	36 16%zgi	14 5%	7 15%g	64 8%g	2 4%	9 10%	38 11%	24 8%	93 9%
Drug abuse	<b>3</b> *	2 1%	-	1 *	-	-	1 1%	-	3 *	-	-	* *	1 1%	4 *

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Economy/Economic situation	<b>128</b>	61	12	55	3	41	28	7	87	5	4	54	36	120
	13%il	14%	12%	12%	6%	19%zg	11%	16%	11%	9%	4%	15%l	13%	12%
Education/Schools	<b>20</b>	10	2	8	2	-	9	-	20	-	2	11	10	19
	2%f	2%	2%	2%	3%	-	3%f	-	3%zf	-	2%	3%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>42</b>	19	5	19	1	14	12	-	28	-	5	14	13	41
	4%	4%	5%	4%	2%	6%	5%	-	4%	-	6%	4%	5%	4%
Immigration/immigrants	<b>243</b>	104	17	123	14	70	48	9	174	32	26	67	66	246
	24%gi m	23%	17%	27%	29%	31%zg	18%	19%	22%	55%zf ghi	30% m	19%	23%	25%
Inflation/Prices	<b>12</b>	4	2	6	-	2	6	-	10	-	1	2	6	13
	1%	1%	2%	1%	-	1%	2%	-	1%	-	1%	1%	2%	1%
Local government/Council tax	<b>1</b>	-	-	1	-	-	-	-	1	-	-	-	1	1
	*	-	-	*	-	-	-	-	*	-	-	-	*	*
Low pay/Minimum wage/Fair wages	<b>36</b>	19	3	14	2	1	17	-	35	1	1	13	15	41
	4%f	4%	3%	3%	5%	*	7%zf	-	4%zf	2%	1%	3%	5%	4%
Morality/Individual behaviour/Lifestyle	<b>5</b>	-	1	4	-	1	1	-	3	1	1	1	-	5
	*	-	1%	1%	-	1%	*	-	*	1%	2%	*	-	1%
National health service/Hospitals/Healthcare	<b>75</b>	37	8	29	3	16	28	5	59	2	4	27	16	70
	8%	8%	8%	6%	6%	7%	10%i	11%	8%	3%	5%	8%	6%	7%

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Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Nationalisation/ Government control of institutions	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *
Northern Ireland	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions/Social security/Benefits	20 2%	10 2%	4 4%	7 2%	1 1%	4 2%	4 2%	3 5%	16 2%	4 6%zi	1 1%	9 3%	7 3%	19 2%
Petrol prices/Fuel	2 *	2 1%	-	-	-	-	-	-	2 *	-	-	-	1 *	2 *
Pollution/ Environment	13 1%	7 2%	-	6 1%	-	3 1%	2 1%	1 1%	10 1%	-	-	6 2%	2 1%	11 1%
Population levels/ Overpopulation	6 1%	5 1%	-	1 *	-	-	1 *	-	6 1%	-	1 1%	-	1 *	4 *
Pound/Exchange rate/Value of pound	1 *	-	-	1 *	-	-	-	-	1 *	-	1 1%	-	1 *	1 *
Poverty/Inequality	75 8%f	34 8%	8 8%	33 7%	2 5%	3 1%	33 13%zf ir	6 13%f	73 9%zf	1 2%	9 10%	37 10%z	19 7%	74 7%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Public services in general	<b>8</b> <b>1%</b>	6 1%	- -	2 *	- -	2 1%	1 *	- -	6 1%	- -	- -	3 1%	5 2%	8 1%
Race relations	<b>11</b> <b>1%</b>	5 1%	2 2%	4 1%	1 3%	- -	3 1%	1 1%	11 1%	2 4%zf	2 3%	5 1%	3 1%	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Taxation	<b>12</b> <b>1%</b>	5 1%	- -	7 1%	1 3%	3 1%	4 1%	- -	9 1%	- -	- -	5 1%	2 1%	13 1%
Trade unions/ Strikes	<b>2</b> <b>*</b>	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	1 *
Transport/Public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/ Factory closure/ Lack of industry	<b>58</b> <b>6%f</b>	21 5%	5 5%	32 7%	11 23%zabc	6 3%	28 11%zfi	1 3%	52 7%zf	2 3%	7 8%	17 5%	24 8%	64 6%
Other	<b>20</b> <b>2%f</b>	12 3%	1 1%	6 1%	1 1%	* *	4 1%	1 3%	19 2%f	- -	- -	8 2%	5 2%	19 2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>38</b> <b>4%f</b>	14 3%	5 6%	19 4%	1 2%	3 1%	5 2%	2 4%	35 5%fg	3 6%	3 4%	14 4%	10 4%	39 4%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Personal finances (NET)	<b>125</b>	59	13	54	5	6	56	6	120	2	10	52	41	130
	13% <sup>f</sup>	13%	13%	12%	10%	3%	21% <sup>z</sup> <sub>f</sub>	13% <sup>f</sup>	15% <sup>z</sup> <sub>f</sub>	4%	12%	14%	14%	13%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1

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

**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 (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	1 1%	5 1%	* *	1 *	- -	2 1%	1 *	5 1%	4 2%	10 1%	- -	1 1%	2 1%	3 3%z	1 1%	- -	1 1%	11 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>2</b> <b>*</b>	-	-	-	-	-	-	2 1%	-	-	2 *	-	1 1%	-	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	-	-	-	-	-	-	1 *	-	-	-	1 1%j	-	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>30</b> 3%bt	6 2%	4 1%	* *	7 2%	9 4%bt	3 2%	8 3%	12 2%	10 6%zh	30 3%	1 1%	3 1%	17 4%	1 1%	5 2%	2 2%	1 1%	30 3%
Countryside/Rural life	<b>1</b> <b>*</b>	-	-	1 1%z	-	-	-	-	-	1 1%	1 *	-	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>24</b> <b>2%</b>	3 1%	5 2%	24 22%zabe ft	8 2%	2 1%	3 2%	7 2%	15 3%	2 1%	21 2%	2 2%	7 4%	7 2%	3 3%	8 4%	3 3%	7 6%z	23 2%
Defence/Foreign affairs/ International terrorism	<b>100</b> 10%gk	23 8%	28 9%	11 10%	41 10%	100 46%zabc ft	13 9%	22 7%	58 11%	21 12%	96 11%zk	4 3%	14 8%	39 10%	14 14% s	19 8%	11 12%	6 5%	93 9%
Drug abuse	<b>3</b> <b>*</b>	1 *	-	-	-	-	-	1 *	2 *	-	2 *	1 1%	-	2 1%	-	2 1%	-	1 1%	4 *

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Economy/Economic situation	128	128	40	8	37	28	11	29	71	28	116	12	24	50	19	25	8	15	120
	13%tg	47%zbc	12%	8%	9%	13%	7%	9%	13%	17%g	13%	10%	14%	13%	19%q	11%	9%	13%	12%
Education/Schools	20	4	5	4	3	3	20	6	13	1	20	-	11	2	*	3	-	2	19
	2%tm	2%	2%	4%t	1%	1%	14%zabc	2%	3%	1%	2%	-	6%zm	*	*	1%	-	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	42	8	6	5	8	-	5	23	17	1	23	19	6	19	5	9	3	1	41
	4%beti	3%e	2%	5%e	2%	-	3%e	8%zhi	3%	1%	3%	16%zi	3%	5%	5%	4%z	4%	1%	4%
Immigration/immigrants	243	38	73	29	243	44	18	58	129	57	226	17	29	92	13	85	36	44	246
	24%afg	14%	23%af	27%af	58%zab	20%	13%	19%	24%	33%zgh	26%zk	14%	17%	25%	12%	36%z	42%z	38%z	25%
Inflation/Prices	12	-	4	3	*	-	*	8	1	3	5	7	-	5	1	7	2	2	13
	1%thj	-	1%	3%aet	*	-	*	2%zh	*	2%	1%	6%zi	-	1%	1%	3%z	2%	2%	1%
Local government/Council tax	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*
Low pay/Minimum wage/Fair wages	36	8	8	5	4	-	4	18	17	2	28	8	7	14	2	11	2	6	41
	4%et	3%et	2%e	5%et	1%	-	3%e	6%zi	3%	1%	3%	6%	4%	4%	2%	5%	3%	5%	4%
Morality/Individual behaviour/Lifestyle	5	-	-	-	2	-	2	1	3	1	4	-	-	1	-	-	-	-	5
	*	-	-	-	1%	-	1%	*	1%	*	*	-	-	*	-	-	-	-	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
National health service/Hospitals/ Healthcare	75 8%aet	12 4%	75 23%zace ft	4 4%	17 4%	8 4%	17 12%acet	26 9%	35 7%	14 8%	67 8%	9 7%	19 11%	26 7%	11 11%	20 8%	5 6%	13 11%	70 7%
Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *	1 1%	-	1 *
Northern Ireland	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-	1 *	-	1 1%	-	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	20 2%	4 1%	3 1%	4 3%	7 2%	3 1%	2 2%	3 1%	11 2%	6 4%	19 2%	1 1%	6 3%	7 2%	3 3%	3 1%	1 2%	1 1%	19 2%
Petrol prices/Fuel	2 *	-	-	-	-	-	-	1 *	-	1 1%	2 *	-	2 1%zm	-	-	-	-	-	2 *
Pollution/ Environment	13 1%t	5 2%t	4 1%t	-	1 *	4 2%t	3 2%t	1 *	10 2%	2 1%	13 2%	-	3 2%	4 1%	-	3 1%	1 2%	2 2%	11 1%
Population levels/ Overpopulation	6 1%	3 1%	1 *	-	1 *	-	-	1 *	4 1%	-	6 1%	-	1 1%	3 1%	-	-	-	-	4 *
Pound/Exchange rate/Value of pound	1 *	-	-	-	1 *	-	1 1%	-	1 *	-	-	1 1%j	-	-	-	-	-	-	1 *
Poverty/Inequality	75 8%aetk r	8 3%	27 8%aet	4 4%	9 2%	8 3%	21 15%zabc et	24 8%	43 8%	9 5%	74 8%zk	2 1%	12 7%	29 8%	20 19%zqrs	12 5%	2 2%	7 6%	74 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s  
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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 (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	<b>8</b> <b>1%</b>	1 *	3 1%	-	1 *	-	3 2%	3 1%	5 1%	1 *	8 1%	-	4 2%	3 1%	1 1%	-	-	-	8 1%
Race relations	<b>11</b> 1%bj	-	1 *	-	3 1%	2 1%	-	4 1%	7 1%	-	6 1%	5 4%zj	2 1%	5 1%	-	4 2%	-	2 2%	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	<b>12</b> <b>1%</b>	2 1%	4 1%	-	3 1%	-	4 3%et	6 2%	6 1%	-	9 1%	3 2%	-	5 1%	4 4%z	3 1%	1 1%	-	13 1%
Trade unions/ Strikes	<b>2</b> *	-	-	-	-	-	-	-	2 *	-	2 *	-	2 1%	-	-	-	-	-	1 *
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	<b>58</b> 6%tjm	10 4%	16 5%	5 5%	16 4%	7 3%	11 8%	26 9%zi	29 6%	3 2%	41 5%	18 14%zj	12 7%	13 3%	2 2%	9 4%	6 7%pq	2 2%	64 6%
Other	<b>20</b> 2%atjq	1 1%	6 2%t	-	2 1%	-	-	13 4%zhi	6 1%	-	14 2%	6 5%zj	2 1%	9 3%	1 1%	* *	* 1%	-	19 2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL		
	TOTAL (z)	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989	
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989	
<b>100%</b>		27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%	
Don't know	<b>38</b>	4	3	-	4	1	-	13	20	6	30	8	6	13	-	5	1	2	39	
		4%abce	1%	1%	-	1%	*	-	4%	4%	3%	3%	7%	3%	4%	-	2%	1%	2%	4%
		ft																		
Personal finances (NET)	<b>125</b>	16	39	13	13	8	26	50	61	14	109	16	21	49	23	30	6	16	130	
		13%aet	6%	12%aet	11%et	3%	3%	18%aet	17%zhi	12%	8%	12%	13%	12%	13%	22%zqr	13%r	7%	14%	13%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	

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

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Ageing population/ Social care for the elderly	<b>86</b> 9% <sup>di</sup>	45 9%	42 8%	8 6%	6 3%	13 8%	18 10% <sup>di</sup>	21 15% <sup>zc</sup>	21 10% <sup>di</sup>	14 4%	30 9% <sup>di</sup>	42 12% <sup>zcd</sup>	26 6%	60 11%	23 9%	25 9%	16 7%	22 9%	48 9%	38 8%	82 8%
AIDS	<b>1</b> *	1 *	-	-	*	1 *	-	-	-	*	1 *	-	1 *	-	1 *	-	-	*	1 *	*	2 *
Animal welfare	<b>14</b> 1%	8 2%	6 1%	3 2%	3 2%	3 2%	1 1%	1 1%	2 1%	7 2%	4 1%	4 1%	9 2%	5 1%	1 *	5 2%	2 1%	7 3% <sup>l</sup>	6 1%	9 2%	16 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> 1%	3 1%	3 1%	1 1%	-	-	-	3 2% <sup>zj</sup>	1 1%	1 *	-	4 1%	1 *	4 1%	1 1%	-	2 1%	2 1%	1 *	4 1%	7 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>105</b> 11% <sup>bc</sup> io <sup>q</sup>	70 14% <sup>zb</sup>	35 7%	8 5%	12 7%	13 8%	28 16% <sup>zc</sup> dei	17 12% <sup>i</sup>	29 13% <sup>ci</sup>	19 6%	41 12% <sup>ce</sup> i	45 13% <sup>ci</sup>	32 7%	73 14%	40 15% <sup>zo</sup>	33 12% <sup>oq</sup>	22 10% <sup>oq</sup>	11 4%	73 14% <sup>zoq</sup>	32 7% <sup>o</sup>	105 11%
Countryside/Rural life	<b>16</b> 2%	9 2%	7 1%	2 2%	2 1%	4 2%	1 1%	5 3%	3 1%	4 1%	5 1%	8 2%	7 2%	9 2%	6 2%	2 1%	2 1%	6 3%	8 1%	8 2%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>110</b> 11% <sup>p</sup>	49 10%	61 12%	14 10%	24 14%	18 11%	18 10%	17 12%	20 9%	38 12%	36 11%	36 10%	56 12%	54 10%	20 7%	29 11%	31 14% <sup>l</sup>	30 12%	49 9%	61 13% <sup>l</sup>	111 11%
Defence/Foreign affairs/ International terrorism	<b>218</b> 22%	116 24%	102 20%	28 20%	36 21%	30 19%	36 21%	31 22%	56 26%	64 21%	67 20%	88 25%	94 20%	124 23%	67 25%	55 21%	43 20%	53 22%	122 23%	96 21%	200 20%
Drug abuse	<b>42</b> 4% <sup>p</sup>	26 5%	15 3%	9 7%	11 6%	5 3%	4 2%	7 5%	5 2%	20 6% <sup>zhj</sup>	9 3%	13 4%	25 5%	17 3%	4 1%	10 4%	15 7% <sup>zlp</sup>	13 5% <sup>l</sup>	14 3%	28 6% <sup>zlp</sup>	46 5%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Economy/Economic situation	271	151	120	38	49	35	58	39	51	87	93	91	122	149	81	83	54	53	164	107	259
	27%bo	31%zb	24%	27%	29%	22%	34%eh	28%	24%	28%	28%e	25%	26%	28%	30%oq	31%oq	25%	22%	31%zo	23%	26%
	q						j														q
Education/Schools	143	54	89	18	27	30	26	19	23	45	56	42	75	68	60	42	23	18	102	41	132
	14%ao	11%	17%za	12%	16%	19%h	15%	14%	10%	14%	17%	12%	16%	13%	22%zn	16%oq	11%	7%	19%zno	9%	13%
	q														oq					q	
Foot and mouth outbreak/Farming crisis	4	2	2	1	2	-	-	1	-	3	-	1	3	1	-	2	-	1	2	1	3
	*	*	*	1%	1%	-	-	*	-	1%	-	*	1%	*	-	1%	-	1%	*	*	*
Housing	142	70	72	22	27	29	31	19	15	49	59	33	78	64	41	39	30	32	80	62	137
	14%hk	14%	14%	16%hk	16%hk	18%hk	18%hk	14%hk	7%	16%hk	18%zhk	9%h	17%	12%	15%	15%	14%	13%	15%	13%	14%
Immigration/immigrants	422	209	213	47	64	58	82	70	102	111	139	172	168	254	111	104	97	111	215	207	420
	42%ci	43%	42%	33%	38%	36%	47%ci	50%zc	47%ce	36%	42%	48%zc	36%	48%	41%	39%	44%	45%	40%	45%	42%
							del	del	i			del									
Inflation/Prices	59	29	30	11	17	15	7	2	8	28	21	10	43	16	9	10	21	19	20	40	61
	6%gkp	6%	6%	8%gk	10%zfg	9%ghk	4%	2%	4%	9%zgh	6%gk	3%	9%	3%	3%	4%	9%zlm	8%lp	4%	9%zlm	6%
					hk					k							p			p	
Local government/Council tax	28	12	16	7	4	2	3	6	5	11	6	11	14	14	5	5	6	11	10	18	29
	3%	2%	3%	5%j	2%	1%	2%	4%	2%	4%	2%	3%	3%	3%	2%	2%	3%	5%p	2%	4%	3%
Low pay/Minimum wage/Fair wages	126	66	61	34	30	17	15	15	16	64	31	31	80	46	21	30	42	34	51	76	129
	13%hk	13%	12%	24%ze	18%fh	10%	9%	11%	7%	20%zef	9%	9%	17%	9%	8%	11%	19%zl	14%l	9%	16%zl	13%
	lp			fg	hjk	jk				ghjk							mp			p	
Morality/Individual behaviour/Lifestyle	46	25	21	4	1	8	9	13	11	5	17	24	13	33	13	20	8	6	33	13	46
	5%dio	5%	4%	3%	1%	5%d	5%di	9%zcd	5%di	2%	5%di	7%zdi	3%	6%	5%	7%zoq	3%	2%	6%zoq	3%	5%
	q							i													

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
National health service/Hospitals/Healthcare	<b>321</b>	131	191	33	44	52	63	56	74	77	115	130	128	193	91	97	65	67	189	133	308
	32% <sup>ac</sup>	27%	37% <sup>za</sup>	23%	26%	32%	36% <sup>ci</sup>	40% <sup>zc</sup>	34% <sup>ci</sup>	25%	34% <sup>ci</sup>	36% <sup>zc</sup>	27%	36%	34%	37% <sup>oq</sup>	30%	27%	35% <sup>zo</sup>	29%	31%
Nationalisation/Government control of institutions	<b>12</b>	8	4	3	3	1	1	1	4	6	2	5	7	6	2	4	1	5	6	7	13
	1%	2%	1%	2%	2%	1%	1%	*	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Northern Ireland	<b>4</b>	1	3	2	-	2	-	1	-	2	2	1	4	1	-	1	-	3	1	3	4
	*	*	1%	1%	-	1%	-	*	-	1%	*	*	1%	*	-	*	-	1%	*	1%	*
Nuclear weapons/Nuclear war/Disarmament	<b>12</b>	9	4	3	4	2	1	2	1	7	3	2	9	3	4	4	1	4	8	5	13
	1%	2%	1%	2%	2%	1%	*	1%	*	2%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%
Pensions/Social security/Benefits	<b>131</b>	59	72	14	20	18	31	20	28	34	48	48	52	79	36	36	28	30	73	58	125
	13%	12%	14%	10%	12%	11%	18%	15%	13%	11%	15%	14%	11%	15%	14%	14%	13%	12%	14%	12%	13%
Petrol prices/Fuel	<b>21</b>	7	14	5	2	5	5	3	1	7	10	4	12	10	3	8	5	6	11	11	22
	2% <sup>h</sup>	1%	3%	4% <sup>h</sup>	1%	3%	3% <sup>h</sup>	2%	*	2%	3% <sup>h</sup>	1%	3%	2%	1%	3%	2%	2%	2%	2%	2%
Pollution/Environment	<b>59</b>	34	25	6	7	8	11	14	11	13	19	26	21	37	26	13	9	11	39	20	54
	6% <sup>q</sup>	7%	5%	4%	4%	5%	7%	10% <sup>zdi</sup>	5%	4%	6%	7%	5%	7%	10% <sup>zmn</sup>	5%	4%	4%	7% <sup>m</sup>	4%	5%
Population levels/Overpopulation	<b>37</b>	24	13	7	7	3	7	5	8	14	10	14	17	20	4	15	8	9	20	17	35
	4% <sup>bl</sup>	5% <sup>b</sup>	2%	5%	4%	2%	4%	4%	4%	4%	3%	4%	4%	4%	2%	6% <sup>lp</sup>	4%	4%	4% <sup>l</sup>	4%	4%
Pound/Exchange rate/Value of pound	<b>4</b>	1	2	1	-	1	-	-	2	1	1	2	1	2	-	2	1	1	2	2	4
	*	*	*	1%	-	*	-	-	1%	*	*	1%	*	*	-	1%	*	1%	*	*	*
Poverty/Inequality	<b>170</b>	80	90	28	27	28	30	31	26	54	58	57	83	87	63	46	19	41	109	60	165
	17% <sup>hn</sup>	16%	18%	19%	16%	18%	17%	22% <sup>hk</sup>	12%	17%	17%	16% <sup>h</sup>	18%	16%	23% <sup>zn</sup>	17% <sup>n</sup>	9%	17% <sup>nq</sup>	20% <sup>zn</sup>	13% <sup>n</sup>	17%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Privatisation	<b>21</b>	13	8	4	3	3	4	4	2	7	7	6	10	11	10	5	4	2	14	7	19
	<b>2%</b>	3%	2%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	4%	2%	2%	1%	3%	1%	2%
Public services in general	<b>53</b>	22	30	5	6	7	17	13	5	11	24	18	18	35	18	15	11	8	33	19	49
	5%h	5%	6%	3%	4%	4%	10%zcd	9%zch	2%	3%	7%h	5%h	4%	7%	7%	6%	5%	3%	6%	4%	5%
							hi	ik													
Race relations/ Immigration/ Immigrants	<b>5</b>	3	2	-	-	5	-	-	-	-	5	-	5	-	4	1	-	-	5	-	4
	*	1%	*	-	-	3%zdf	-	-	-	-	1%zk	-	1%	-	1%q	*	-	-	1%	-	*
						hik															
Race relations	<b>38</b>	25	13	7	8	9	3	6	5	15	12	11	24	14	11	8	6	13	19	18	41
	<b>4%</b>	5%	3%	5%	5%	5%	2%	4%	2%	5%	4%	3%	5%	3%	4%	3%	3%	5%	4%	4%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>18</b>	13	5	5	4	1	3	4	1	10	4	4	11	7	10	1	7	1	11	7	18
	2%mo	3%	1%	4%h	2%	1%	2%	3%	*	3%h	1%	1%h	2%	1%	4%zmo	*	3%mo	*	2%m	2%o	2%
															p						
Taxation	<b>64</b>	38	25	22	16	6	3	8	8	38	9	16	44	20	12	18	15	18	30	33	66
	6%fj	8%	5%	16%zef	9%flhj	4%	2%	6%	4%	12%zef	3%	5%	9%	4%	5%	7%	7%	7%	6%	7%	7%
				ghjk	k					ghjk											
Trade unions/ Strikes	<b>10</b>	8	3	4	2	-	2	1	2	6	2	3	6	5	2	2	2	4	4	6	9
	<b>1%</b>	2%	1%	3%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Transport/Public transport	<b>45</b>	22	23	5	8	7	9	6	10	13	16	16	20	26	11	16	8	10	27	18	40
	<b>5%</b>	5%	4%	4%	4%	4%	5%	5%	5%	4%	5%	5%	4%	5%	4%	6%	4%	4%	5%	4%	4%
Unemployment/ Factory closure/ Lack of industry	<b>162</b>	73	89	39	26	26	24	25	21	66	50	46	92	70	32	46	48	36	77	85	168
	16%hk	15%	17%	28%zd	16%	16%	14%	18%hk	10%	21%zd	15%	13%h	19%	13%	12%	17%	22%zl	15%	14%	18%l	17%
				efghi						hk							p				
				jk																	

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	513	476	145	161	149	152	163	219	306	301	382	455	534	243	280	217	249	523	466	989
<b>WEIGHTED BASE</b>	<b>1001</b>	492	510	142	169	160	173	140	217	311	333	357	471	530	270	266	219	246	536	465	989
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	54%	46%	99%
Other	<b>57</b>	30	28	3	11	13	9	5	16	14	22	21	27	31	16	21	12	9	37	20	57
	<b>6%</b>	6%	5%	2%	7%	8% <sub>c</sub>	5%	4%	7% <sub>c</sub>	5% <sub>c</sub>	7%	6%	6%	6%	6%	8% <sub>o</sub>	5%	3%	7%	4%	6%
MEAN NUMBER OF MENTIONS	3.21 <sub>h</sub>	3.25	3.16	3.35	3.19	3.05	3.33 <sub>h</sub>	3.64 <sub>z</sub> ehk	2.86	3.26 <sub>h</sub>	3.20 <sub>h</sub>	3.17 <sub>h</sub>	3.19	3.22	3.28	3.30	3.15	3.07	3.29	3.11	3.18
STANDARD ERROR	<b>0.07</b>	0.11	0.09	0.27	0.14	0.14	0.17	0.24	0.09	0.15	0.11	0.11	0.11	0.09	0.15	0.10	0.14	0.18	0.09	0.12	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.01	0.08	0.02	0.02	0.03	0.06	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.03	0.01	0.01	0.01
Don't know	<b>127</b>	55	71	23	26	16	17	17	28	49	33	44	65	61	25	26	27	48	51	75	129
	13% <sub>p</sub>	11%	14%	16%	15%	10%	10%	12%	13%	16% <sub>j</sub>	10%	12%	14%	12%	9%	10%	13%	19% <sub>zl</sub> mp	10%	16% <sub>zl</sub> mnp	13%
Personal finances (NET)	<b>305</b>	146	159	61	59	53	49	37	46	120	102	83	173	132	79	82	68	77	161	144	301
	30% <sub>hk</sub>	30%	31%	43% <sub>zf</sub> ghjk	35% <sub>hk</sub>	33% <sub>hk</sub>	28%	26%	21%	39% <sub>zf</sub> ghjk	31% <sub>hk</sub>	23%	37%	25%	29%	31%	31%	31%	30%	31%	30%
Median	<b>2</b>	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) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used.



**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Ageing population/ Social care for the elderly	<b>86</b> 9% <sub>nq</sub>	73 8%	8 16% <sub>fg</sub>	6 7%	30 9%	24 10%	25 8% <sub>g</sub>	17 7%	32 9%	11 8%	28 10%	16 12%	36 11% <sub>znq</sub>	26 8%	6 4%	15 7%	62 10% <sub>nq</sub>	21 6%	82 8%
AIDS	<b>1</b> *	1 *	-	-	-	-	-	-	1 *	1 1% <sub>z</sub>	1 *	-	-	-	1 1% <sub>zp</sub>	-	-	1 *	2 *
Animal welfare	<b>14</b> 1%	14 2%	-	1 1%	5 1%	4 2%	2 1%	2 1%	7 2%	4 3%	6 2%	2 2%	6 2%	3 1%	3 2%	2 1%	9 1%	5 1%	16 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> 1%	4 *	* 1%	1 1%	1 *	-	2 1%	1 *	3 1%	2 1%	3 1%	1 1%	2 1%	2 1%	1 1%	1 *	4 1%	2 *	7 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>105</b> 11% <sub>fg</sub> q	89 10% <sub>fg</sub>	3 7%	14 16% <sub>de</sub> fg	32 10% <sub>ee</sub>	18 7%	20 7%	17 7%	53 15% <sub>zae</sub> fgi	11 8%	41 15% <sub>za</sub> efgi	30 21% <sub>za</sub> bdefg hij	40 13% <sub>q</sub>	39 13% <sub>q</sub>	11 8%	15 7%	79 13% <sub>zq</sub>	26 7%	105 11%
Countryside/Rural life	<b>16</b> 2%	14 2%	2 3%	1 1%	6 2%	5 2%	4 1%	3 1%	6 2%	* *	4 1%	4 3%	8 3%	3 1%	1 1%	3 1%	11 2%	4 1%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>110</b> 11%	99 11%	5 10%	6 7%	41 13% <sub>c</sub>	35 15%	32 10%	26 10%	37 10%	19 14%	32 12%	13 9%	32 10%	37 12%	20 14% <sub>q</sub>	19 9%	69 11%	39 11%	111 11%
Defence/Foreign affairs/ International terrorism	<b>218</b> 22% <sub>ij</sub> nq	186 22% <sub>ij</sub>	7 15%	25 28% <sub>fi</sub> j	89 27% <sub>za</sub> fghij	65 27% <sub>za</sub> fgij	57 18% <sub>i</sub>	49 19% <sub>i</sub>	72 20% <sub>ij</sub>	11 8%	45 16% <sub>i</sub>	34 24% <sub>ij</sub>	82 26% <sub>zn</sub> oq	76 24% <sub>nq</sub>	23 16%	35 17%	158 25% <sub>zn</sub> oq	59 16%	200 20%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Drug abuse	<b>42</b>	35	2	4	24	20	10	8	7	4	6	1	14	7	7	15	20	21	46
	4%hm	4%h	5%	5%	7%zaf ghjk	8%zaf ghjk	3%	3%	2%	3%	2%	1%	4%	2%	5%	7%mp	3%	6%zmp	5%
Economy/Economic situation	<b>271</b>	235	10	26	87	61	73	63	111	39	85	46	88	102	30	50	189	79	259
	27%nq	27%	20%	30%	27%	25%	24%	24%	30%	29%	31%	33%	27%	33%zn oq	21%	23%	30%zn q	22%	26%
Education/Schools	<b>143</b>	125	8	10	40	30	35	27	68	27	55	28	34	69	9	28	103	37	132
	14%gl nq	14%g	15%	12%	12%	12%	11%	10%	19%za dfg	20%df g	20%za defg	20%fg	10%	22%zln opq	6%	13%n	16%zl nq	10%n	13%
Foot and mouth outbreak/Farming crisis	<b>4</b>	4	-	-	-	-	1	1	3	-	1	1	2	2	-	-	4	-	3
	*	*	-	-	-	-	*	*	1%	-	*	1%	1%	*	-	-	1%	-	*
Housing	<b>142</b>	130	4	8	29	21	19	15	94	50	86	37	27	43	23	46	69	69	137
	14%de fglp	15%def g	9%	9%	9%	9%	6%	6%	26%za bcdef g	37%za bcdef ghj	31%za bcdef gh	26%zab cdefg	8%	14%l	16%l	22%zl mp	11%l	19%zl p	14%
Immigration/immigrants	<b>422</b>	366	28	29	139	110	128	100	156	42	114	72	152	126	64	77	277	142	420
	42% i	42%i	55%zc fji	33%	42%ci	46%ci	41%	39%	43%i	31%	41%i	51%cg hij	47%zo	40%	45%q	36%	44%	40%	42%
Inflation/Prices	<b>59</b>	53	2	5	15	11	17	15	27	21	27	6	13	17	5	23	30	28	61
	<b>6%</b>	6%	4%	5%	5%	4%	5%	6%	7%	16%za bcdef ghjk	10%zad ehk	4%	4%	5%	3%	11%zlm np	5%	8%n	6%
Local government/Council tax	<b>28</b>	24	3	1	6	5	8	5	15	7	13	6	6	8	7	7	14	14	29
	<b>3%</b>	3%	5%	1%	2%	2%	2%	2%	4%	5%d	5%za	4%	2%	3%	5%	3%	2%	4%	3%

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

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 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
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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+**

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Low pay/Minimum wage/Fair wages	<b>126</b>	107	7	12	33	21	34	27	59	33	55	22	34	32	23	33	66	56	129
	13%ep	12%e	14%	14%	10%	9%	11%	11%	16%za de	24%za defgh	20%za defgh	16%	11%	10%	16%p	16%	10%	16%zm p	13%
Morality/ Individual behaviour/ Lifestyle	<b>46</b>	39	2	5	14	9	9	7	23	4	18	15	22	12	5	5	34	11	46
	5%	5%	3%	6%	4%	4%	3%	3%	6%fi	3%	7%fi	10%zad efgi	7%zoq	4%	4%	3%	5%	3%	5%
National health service/Hospitals/ Healthcare	<b>321</b>	281	17	23	106	83	90	73	125	44	90	46	118	111	36	53	229	88	308
	32%no q	33%	34%	27%	33%	35%	29%	28%	34%	33%	33%	33%	37%zn oq	36%no q	25%	25%	36%zn oq	25%	31%
Nationalisation/ Government control of institutions	<b>12</b>	10	-	3	7	4	1	1	5	2	5	3	7	1	1	3	8	4	13
	1%f	1%	-	3%fg	2%fg	2%	*	*	1%	1%	2%	2%	2%	*	1%	1%	1%	1%	1%
Northern Ireland	<b>4</b>	3	-	1	2	1	-	-	2	1	2	2	-	2	-	2	2	2	4
	*	*	-	1%	1%	1%	-	-	1%	*	1%	1%	-	1%	-	1%	*	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>12</b>	7	-	5	9	4	-	-	3	1	3	2	4	3	3	1	7	3	13
	1%al	1%	-	6%zad efg	3%zae fg	2%fg	-	-	1%	1%	1%	2%fg	1%	1%	2%	*	1%	1%	1%
Pensions/Social security/Benefits	<b>131</b>	112	7	12	43	32	37	30	50	7	35	28	45	44	21	19	89	41	125
	13%i	13%i	15%i	13%i	13%i	13%i	12%i	11%	14%i	6%	13%i	20%za ghij	14%	14%	15%q	9%	14%	11%	13%
Petrol prices/Fuel	<b>21</b>	17	1	4	8	4	5	4	8	3	7	4	7	11	3	1	18	3	22
	2%	2%	1%	5%	3%	2%	2%	2%	2%	2%	2%	3%	2%	4%oq	2%	*	3%	1%	2%
Pollution/ Environment	<b>59</b>	52	2	4	14	10	7	4	38	11	28	17	19	24	3	12	43	15	54
	6%fgn	6%fg	5%	5%	4%	4%	2%	2%	10%zad efg	8%fg	10%za defg	12%zad efg	6%	8%n	2%	6%	7%n	4%n	5%

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**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
<b>WEIGHTED BASE</b>	<b>1001</b>	865	50*	86*	327	241	310	260	364	135	276	141	320	311	143	213	631	355	989
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Population levels/ Overpopulation	<b>37</b>	33	1	3	8	5	5	4	24	9	20	11	10	15	3	9	25	12	35
	4%fg	4%fg	1%	3%	3%	2%	2%	2%	7%zad efg	7%zde fg	7%zad efg	8%zad efg	3%	5%	2%	4%	4%	3%	4%
Pound/Exchange rate/Value of pound	<b>4</b>	2	-	1	2	1	-	-	2	-	2	2	3	-	-	1	3	1	4
	*	*	-	2%afg	1%	*	-	-	*	-	1%	1%	1%	-	-	*	1%	*	*
Poverty/Inequality	<b>170</b>	146	3	21	57	35	28	25	85	30	69	39	48	62	23	33	110	56	165
	17%bf g	17%bfg	5%	25%zb defg	17%bf g	15%f	9%	10%	23%za befg	22%bf g	25%za bdefg	28%za bdefg	15%	20%	16%	16%	17%	16%	17%
Privatisation	<b>21</b>	19	-	2	4	2	2	2	14	6	12	7	4	9	2	5	13	7	19
	2%f	2%f	-	2%	1%	1%	1%	1%	4%zaf g	4%efg	5%zad efg	5%zde fg	1%	3%	1%	3%	2%	2%	2%
Public services in general	<b>53</b>	48	1	4	19	15	8	6	26	9	23	14	9	25	5	14	34	18	49
	5%fgl	5%fg	3%	4%	6%f	6%fg	2%	2%	7%fg	7%fg	8%za fg	10%zfg	3%	8%zln p	3%	6%	5%l	5%	5%
Race relations/ Immigration/ Immigrants	<b>5</b>	5	-	-	1	1	1	1	2	2	2	-	2	1	-	1	3	1	4
	*	1%	-	-	*	*	*	*	1%	2%z	1%	-	1%	*	-	1%	1%	*	*
Race relations	<b>38</b>	36	-	2	15	13	6	6	17	9	15	7	6	12	9	10	18	19	41
	4%flp	4%f	-	2%	5%	6%f	2%	2%	5%	7%fg	6%f	5%	2%	4%	6%lp	5%	3%	5%l	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>18</b>	6	2	10	10	-	3	1	5	1	4	3	5	9	1	3	14	4	18
	2%a	1%	3%e	12%zad efghij k	3%aeg	-	1%	1%	1%	1%	1%	2%	2%	3%	1%	1%	2%	1%	2%

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
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<b>UNWEIGHTED BASE</b>	<b>989</b>	831	59	99	328	229	327	268	334	150	266	116	333	270	200	172	603	372	989
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	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Taxation	<b>64</b>	57	-	6	20	13	10	10	34	23	33	10	16	14	11	21	29	32	66
	6%fo	7%fg	-	7%b	6%	6%	3%	4%	9%za bfg	17%za bcdef ghjk	12%zab defghk	7%	5%	4%	8%	10%mp	5%	9%zmp	7%
Trade unions/ Strikes	<b>10</b>	9	1	1	5	5	2	1	3	1	3	1	5	3	-	2	8	2	9
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%
Transport/Public transport	<b>45</b>	43	1	1	8	8	8	7	29	15	25	10	16	14	3	13	30	15	40
	5%dfn	5%dfg	3%	1%	3%	3%	3%	3%	8%za cdef g	11%zac defg	9%zac defg	7%cdf g	5%	5%	2%	6%	5%	4%ni	4%
Unemployment/ Factory closure/ Lack of industry	<b>162</b>	129	13	20	57	37	56	43	49	15	41	26	44	47	30	39	91	68	168
	16%a	15%	27%za hij	23%ah i	17%	15%	18%	17%	13%	11%	15%	19%	14%	15%	21%lp	18%	14%	19%	17%
Other	<b>57</b>	54	1	3	17	14	11	11	29	12	21	10	25	12	8	13	37	20	57
	6%	6%fi	1%	4%	5%	6%	4%	4%	8%f	9%f	8%f	7%	8%mp	4%	5%	6%	6%mi	6%	6%
MEAN NUMBER OF MENTIONS	3.21f	3.21f	2.89f	3.36f	3.19f	3.13f	2.61	2.56	3.72z	3.68z	3.93z	4.18z	3.18	3.36	3.00	3.14	3.27	3.08	3.18
	g	g	g	g	g	g			abdef g	abdef g	abdef gh	abdef g							
STANDARD ERROR	<b>0.07</b>	0.08	0.15	0.33	0.12	0.11	0.06	0.07	0.15	0.19	0.19	0.33	0.12	0.15	0.12	0.18	0.09	0.11	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.02	0.11	0.02	0.01	*	0.01	0.02	0.04	0.03	0.11	0.01	0.02	0.02	0.03	0.01	0.01	0.01
Don't know	<b>127</b>	111	4	12	41	28	55	51	31	9	20	11	30	26	30	37	55	67	129
	13%hi jimp	13%hij	8%	14%	12%	12%	18%za bhijk	20%zab dehijk	8%	7%	7%	8%	9%	8%	21%zl mp	17%lmp	9%	19%zl mp	13%

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	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	31%	14%	21%	63%	35%	99%
Personal finances (NET)	<b>305</b>	261	8	36	98	62	71	63	136	62	116	54	79	101	44	76	181	120	301
	30% <sup>bf</sup> gl	30% <sup>bf</sup> g	17%	42% <sup>za</sup> bdefg	30% <sup>be</sup>	26%	23%	24%	37% <sup>za</sup> befg	46% <sup>za</sup> h	42% <sup>za</sup> h	38% <sup>be</sup> fg	25%	33% <sup>l</sup>	31%	36% <sup>l</sup>	29% <sup>l</sup>	34% <sup>l</sup>	30%
Median	<b>2</b>	2	2	2	2	2	2	2	3	2	3	3	2	2	2	2	2	2	2

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

**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Ageing population/ Social care for the elderly	<b>86</b>	40	9	38	2	21	19	10	65	3	6	36	17	82
	<b>9%</b>	9%	9%	8%	4%	9%	7%	22%zfg ir	8%	5%	7%	10%	6%	8%
AIDS	<b>1</b>	-	1	-	-	-	1	-	1	-	1	-	1	2
	<b>*</b>	-	1%zac	-	-	-	*	-	*	-	1%	-	*	*
Animal welfare	<b>14</b>	7	1	6	3	1	5	1	13	-	1	3	5	16
	<b>1%</b>	2%	1%	1%	6%zac	*	2%	3%	2%	-	1%	1%	2%	2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b>	1	1	3	*	1	3	-	4	-	*	1	2	7
	<b>1%</b>	*	1%	1%	1%	1%	1%	-	1%	-	1%	*	1%	1%
Common Market/EU/ Europe/Euro/ Constitution	<b>105</b>	59	6	40	3	43	14	8	63	9	4	59	30	105
	<b>11%gi</b>	13%z	7%	9%	7%	19%zgi	5%	17%g	8%g	16%gi	4%	16%zl	10%	11%
Countryside/Rural life	<b>16</b>	5	2	9	1	2	5	1	14	1	-	4	5	16
	<b>2%</b>	1%	2%	2%	3%	1%	2%	3%	2%	1%	-	1%	2%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>110</b>	48	10	51	8	18	29	6	92	5	13	32	29	111
	<b>11%</b>	11%	11%	11%	16%	8%	11%	14%	12%	8%	15%	9%	10%	11%
Defence/Foreign affairs/ International terrorism	<b>218</b>	100	23	95	8	73	39	9	146	14	16	94	57	200
	<b>22%gi</b>	22%	24%	21%	17%	33%zg i	15%	20%	19%	24%	19%	26%z	20%	20%
Drug abuse	<b>42</b>	20	2	20	4	4	15	4	37	-	4	10	10	46
	<b>4%</b>	4%	2%	4%	10%	2%	6%f	10%fr	5%	-	5%	3%	3%	5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING					INCOME			UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		CHILD IN HH
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Economy/Economic situation	<b>271</b>	137	27	107	9	83	72	9	187	11	11	113	75	259
	27%ci	30%c	28%	24%	20%	38%zg	27%	19%	24%	19%	12%	32%zi	26%	26%
Education/Schools	<b>143</b>	74	21	48	3	29	51	5	114	6	7	77	56	132
	14%c	16%c	21%zc	11%	7%	13%	19%zi	11%	15%	10%	8%	22%zi	20%	13%
Foot and mouth outbreak/Farming crisis	<b>4</b>	4	-	-	-	1	1	-	3	2	-	4	1	3
	*	1%	-	-	-	*	1%	-	*	3%zi	-	1%	*	*
Housing	<b>142</b>	71	16	55	7	28	39	7	114	9	12	53	55	137
	14%	16%	16%	12%	15%	13%	15%	16%	15%	15%	14%	15%	19%	14%
Immigration/immigrants	<b>422</b>	194	32	196	21	117	89	18	305	47	35	150	117	420
	42%gi	43%	33%	43%	44%	53%zg	34%	40%	39%g	82%zf	40%	42%	41%	42%
Inflation/Prices	<b>59</b>	30	6	23	4	4	30	-	55	4	3	21	24	61
	6%f	7%	7%	5%	9%	2%	11%zfh	-	7%zf	6%	3%	6%	8%	6%
Local government/Council tax	<b>28</b>	11	6	11	-	4	10	4	23	1	1	8	10	29
	3%	2%	6%	2%	-	2%	4%	9%zfi	3%	2%	1%	2%	4%	3%
Low pay/Minimum wage/Fair wages	<b>126</b>	66	11	49	6	12	54	5	114	7	10	37	41	129
	13%f	15%	12%	11%	12%	5%	21%zf	10%	15%zf	12%	12%	10%	14%	13%
Morality/Individual behaviour/Lifestyle	<b>46</b>	18	6	22	2	9	10	4	37	2	4	16	8	46
	5%	4%	6%	5%	4%	4%	4%	9%	5%	3%	5%	5%	3%	5%

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

Respondent type : GB Adults 18+  
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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+**

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
National health service/Hospitals/Healthcare	<b>321</b>	147	37	137	10	72	102	19	250	19	20	131	80	308
	<b>32%</b>	33%	38% <sup>d</sup>	30%	21%	32%	39% <sup>zi</sup>	41%	32%	32%	23%	36% <sup>l</sup>	28%	31%
Nationalisation/Government control of institutions	<b>12</b>	4	-	9	-	1	7	-	11	-	3	5	4	13
	<b>1%</b>	1%	-	2%	-	1%	3% <sup>z</sup>	-	1%	-	4% <sup>z</sup>	1%	1%	1%
Northern Ireland	<b>4</b>	3	-	1	-	-	1	-	4	-	-	2	1	4
	<b>*</b>	1%	-	*	-	-	*	-	1%	-	-	1%	*	*
Nuclear weapons/Nuclear war/Disarmament	<b>12</b>	4	2	6	2	-	3	-	12	-	-	4	4	13
	<b>1%</b>	1%	2%	1%	4%	-	1%	-	2%	-	-	1%	2%	1%
Pensions/Social security/Benefits	<b>131</b>	59	13	58	3	33	37	6	98	9	7	59	33	125
	<b>13%</b>	13%	14%	13%	7%	15%	14%	12%	13%	15%	9%	16% <sup>z</sup>	11%	13%
Petrol prices/Fuel	<b>21</b>	16	3	3	-	5	6	1	17	1	-	11	7	22
	<b>2%<sup>c</sup></b>	3% <sup>zc</sup>	3%	1%	-	2%	2%	3%	2%	2%	-	3%	3%	2%
Pollution/Environment	<b>59</b>	24	6	29	-	14	17	2	44	1	1	27	14	54
	<b>6%</b>	5%	6%	6%	-	6%	6%	5%	6%	1%	2%	8%	5%	5%
Population levels/Overpopulation	<b>37</b>	15	7	16	2	6	6	1	31	2	3	10	8	35
	<b>4%</b>	3%	7%	3%	4%	3%	2%	3%	4%	3%	4%	3%	3%	4%
Pound/Exchange rate/Value of pound	<b>4</b>	-	-	4	-	1	2	-	3	-	1	3	1	4
	<b>*</b>	-	-	1%	-	*	1%	-	*	-	1%	1%	1%	*
Poverty/Inequality	<b>170</b>	73	17	80	12	19	79	9	151	3	17	77	52	165
	<b>17%<sup>fr</sup></b>	16%	17%	18%	25%	8%	30% <sup>zf</sup>	19%	19% <sup>zfr</sup>	5%	20%	21% <sup>z</sup>	18%	17%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
Privatisation	<b>21</b> 2% <sup>c</sup>	12 3%	4 4% <sup>c</sup>	4 1%	-	1 1%	9 3%	-	19 2%	2 3%	* *	11 3%	8 3%	19 2%
Public services in general	<b>53</b> 5% <sup>c</sup>	31 7% <sup>c</sup>	6 6%	15 3%	1 1%	7 3%	18 7%	2 5%	46 6%	3 5%	3 4%	24 7%	17 6%	49 5%
Race relations/ Immigration/ Immigrants	<b>5</b> *	3 1%	2 2% <sup>zc</sup>	-	-	-	3 1%	1 3% <sup>f</sup>	5 1%	-	-	2 1%	3 1%	4 *
Race relations	<b>38</b> 4%	13 3%	9 9% <sup>zac</sup>	16 4%	4 9% <sup>ac</sup>	7 3%	15 6%	1 3%	31 4%	2 4%	7 9% <sup>zm</sup>	11 3%	13 4%	41 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>18</b> 2%	11 3%	* *	6 1%	-	6 3%	3 1%	-	12 2%	-	-	12 3% <sup>z</sup>	7 3%	18 2%
Taxation	<b>64</b> 6%	32 7%	7 8%	24 5%	2 4%	15 7%	23 9%	3 6%	49 6%	1 2%	2 2%	22 6%	18 6%	66 7%
Trade unions/ Strikes	<b>10</b> 1%	3 1%	2 2%	5 1%	2 4% <sup>za</sup>	2 1%	2 1%	-	8 1%	1 2%	1 2%	5 1%	5 2%	9 1%
Transport/Public transport	<b>45</b> 5%	23 5%	4 5%	18 4%	1 3%	11 5%	14 5%	6 12% <sup>zi</sup>	34 4%	2 4%	3 3%	18 5%	10 3%	40 4%
Unemployment/ Factory closure/ Lack of industry	<b>162</b> 16% <sup>f</sup>	71 16%	13 14%	77 17%	19 41% <sup>za</sup> bc	21 10%	57 22% <sup>zf</sup>	9 19%	140 18% <sup>zf</sup>	12 21% <sup>f</sup>	17 19%	54 15%	50 17%	168 17%
Other	<b>57</b> 6%	23 5%	9 9%	25 6%	3 5%	7 3%	22 8% <sup>f</sup>	3 7%	51 6%	4 7%	2 2%	30 8% <sup>z</sup>	21 7%	57 6%

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

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
<b>UNWEIGHTED BASE</b>	<b>989</b>	404	97	488	57	214	268	39	775	58	91	332	283	989
<b>WEIGHTED BASE</b>	<b>1001</b>	449	98*	454	47*	222	264	46*	780	58*	86*	359	286	989
	<b>100%</b>	45%	10%*	45%	5%*	22%	26%	5%*	78%	6%*	9%*	36%	29%	99%
MEAN NUMBER OF MENTIONS	3.21c	3.32	3.45	3.04	3.16	3.14	3.53z	3.50	3.23	3.25	2.72	3.53z	3.27	3.18
STANDARD ERROR	<b>0.07</b>	0.11	0.32	0.10	0.28	0.15	0.14	0.32	0.08	0.32	0.12	0.14	0.17	0.07
ERROR VARIANCE	<b>0.01</b>	0.01	0.10	0.01	0.08	0.02	0.02	0.10	0.01	0.10	0.01	0.02	0.03	0.01
Don't know	<b>127</b>	44	13	69	7	16	20	5	111	8	19	32	38	129
	13%af	10%	14%	15%za	15%	7%	8%	11%	14%zf	13%	22%zm	9%	13%	13%
Personal finances (NET)	<b>305</b>	151	27	127	19	33	129	13	272	13	26	119	97	301
	30%f	34%	28%	28%	40%	15%	49%zf	28%	35%zf	22%	30%	33%	34%	30%
Median	<b>2</b>	2	2	2	2	2	2	2	2	2	2	2	2	2

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Ageing population/ Social care for the elderly	<b>86</b> 9%k	22 8%	41 13%z	20 18%zat	40 9%	23 11%	22 16%zat	21 7%	51 10%	14 8%	83 10%zk	3 2%	18 10%	31 8%	14 14%	24 10%	10 12%	12 10%	82 8%
AIDS	<b>1</b> *	1 *	- -	- -	- -	- -	* *	1 *	- -	- -	- -	1 1%z	* *	1 *	- -	1 *	- -	- -	2 *
Animal welfare	<b>14</b> 1%	5 2%	4 1%	5 5%zbe	8 2%	2 1%	5 3%	9 3%zh	4 1%	1 1%	13 2%	1 1%	1 1%	7 2%	2 2%	2 1%	- -	1 1%	16 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> 1%	4 1%	4 1%	2 2%	3 1%	2 1%	4 3%zt	3 1%	3 1%	- -	5 1%	1 1%	- -	2 1%	2 2%	2 1%	- -	* *	7 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>105</b> 11%k	33 12%	33 10%	11 10%	47 11%	37 17%zbt	21 15%	25 8%	56 11%	25 15%g	101 12%zk	4 4%	13 7%	54 14%zl	11 10%	24 10%	12 13%	10 8%	105 11%
Countryside/Rural life	<b>16</b> 2%	4 1%	7 2%	9 8%zabe t	8 2%	7 3%	6 4%z	4 1%	8 2%	3 2%	14 2%	2 1%	3 2%	4 1%	3 3%	2 1%	2 3%	- -	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>110</b> 11%	31 11%	33 10%	110 100%zab eft	55 13%	29 13%	22 15%	35 12%	61 11%	15 8%	95 11%	15 12%	25 14%	35 9%	13 13%	31 13%	16 18%z	16 14%	111 11%
Defence/Foreign affairs/ International terrorism	<b>218</b> 22%gk	75 28%zf	79 25%	29 26%	105 25%	218 100%zab cft	26 18%	44 15%	121 23%g	53 31%zg	209 24%zk	9 7%	31 18%	90 24%	25 23%	51 22%	24 27%	27 23%	200 20%

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Drug abuse	42 4%i	7 3%	12 4%	15 14%zabe ft	18 4%	8 4%	6 4%	17 6%i	23 4%i	1 1%	33 4%	9 7%	5 3%	17 5%	5 5%	12 5%	5 5%	6 5%	46 5%
Economy/Economic situation	271 27%t	271 100%zbc eft	84 26%	31 28%	99 23%	75 34%zbt	46 32%t	70 23%	149 28%	52 30%	238 27%	33 27%	46 27%	118 32%z	38 37%zs	65 28%	31 36% <sub>s</sub>	27 23%	259 26%
Education/Schools	143 14%t	46 17%t	65 20%zet	22 20%t	44 10%	26 12%	143 100%zab cet	42 14%	79 15%	21 12%	126 14%	15 13%	37 21%z	56 15%	26 25%zqs	35 15% <sub>s</sub>	12 14%	10 8%	132 13%
Foot and mouth outbreak/Farming crisis	4 *	4 1%z	- -	1 1%	3 1%	4 2%zb	1 1%	- -	1 *	2 1%	4 *	- -	- -	4 1%	- -	1 *	1 1%	- -	3 *
Housing	142 14%eij	39 14%e	41 13%e	23 21%bet	53 12%e	17 8%	37 26%zab et	60 20%zhi	67 13%	15 9%	105 12%	35 29%zj	31 18%	56 15%	21 20%	45 19%zs	16 18%	14 12%	137 14%
Immigration/immigrants	422 42%afg kp	99 36%	136 42%f	55 50%af	422 100%zab cef	105 48%af	44 31%	105 35%	229 43%g	89 52%zg	384 44%zk	39 32%	62 36%	164 44%	28 27%	123 52%zp	53 61%zp	67 58%zp	420 42%
Inflation/Prices	59 6%hij	16 6%	13 4%	12 11%zbet	24 6%	8 4%	12 9%b	37 12%zhi	19 4%	4 2%	31 3%	28 23%zj	10 6%	26 7%	4 4%	19 8%	5 6%	7 6%	61 6%
Local government/Council tax	28 3%	12 4%	9 3%	7 7%z	16 4%	6 3%	8 6%z	7 2%	16 3%	5 3%	24 3%	3 3%	6 4%	11 3%	5 5%	8 3%	3 3%	4 3%	29 3%
Low pay/Minimum wage/Fair wages	126 13%tj	35 13%t	45 14%t	25 22%zabe t	33 8%	22 10%	27 19%zet	55 18%zhi	56 11%	15 9%	97 11%	28 23%zj	24 14%	55 15%	19 18%	33 14%	8 10%	16 14%	129 13%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Morality/ Individual behaviour/ Lifestyle	<b>46</b> <b>5%</b>	11 4%	17 5%	13 12%zabe t	21 5%	11 5%	8 6%	14 5%	22 4%	10 6%	40 5%	5 4%	6 3%	20 5%	5 5%	12 5%	5 5%	7 6%	46 5%
National health service/Hospitals/ Healthcare	<b>321</b> <b>32%</b>	84 31%	321 100%zac eft	33 30%	136 32%	79 36%	65 45%zac t	99 33%	165 31%	57 33%	289 33%	33 27%	69 40%z	118 32%	46 44%zr	79 33%	24 28%	38 33%	308 31%
Nationalisation/ Government control of institutions	<b>12</b> <b>1%</b>	6 2%	5 2%	3 3%	5 1%	4 2%	4 3%	5 2%	5 1%	2 1%	12 1%	1 1%	1 *	5 1%	1 1%	4 2%	1 2%	3 2%	13 1%
Northern Ireland	<b>4</b> <b>*</b>	1 *	3 1%	2 2%z	2 1%	2 1%	3 2%z	1 *	4 1%	- -	4 *	- -	2 1%	2 *	1 *	1 1%	- -	- -	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>12</b> <b>1%</b>	3 1%	3 1%	5 5%zabt	4 1%	6 3%	8 5%zabt	6 2%	7 1%	- -	10 1%	1 1%	1 1%	6 2%	1 1%	2 1%	- -	1 1%	13 1%
Pensions/Social security/Benefits	<b>131</b> 13%gk	32 12%	49 15%	24 22%zae	75 18%za	29 13%	26 18%	28 9%	73 14%	29 17%g	123 14%zk	6 5%	32 18%z	43 12%	15 15%	31 13%	14 16%	13 11%	125 13%
Petrol prices/Fuel	<b>21</b> <b>2%</b>	9 3%	10 3%	5 5%	14 3%z	6 3%	7 5%z	5 2%	11 2%	5 3%	19 2%	2 2%	7 4%	11 3%	1 1%	4 2%	2 2%	1 1%	22 2%
Pollution/ Environment	<b>59</b> 6%t	26 10%zt	24 7%t	5 4%	13 3%	15 7%t	19 13%zbce t	14 5%	34 6%	10 6%	54 6%	4 3%	10 6%	19 5%	11 11%qr	9 4%	2 3%	4 4%	54 5%
Population levels/ Overpopulation	<b>37</b> <b>4%</b>	12 4%	14 4%	8 7%	17 4%	8 3%	7 5%	11 4%	23 4%	3 2%	31 3%	6 5%	7 4%	15 4%	4 4%	11 5%	4 5%	5 4%	35 4%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Pound/Exchange rate/Value of pound	<b>4</b>	3	3	1	1	3	1	1	1	2	3	1	-	2	-	1	-	1	4
	<b>*</b>	1%	1%	1%	*	1%z	1%	*	*	1%	*	1%	-	*	-	*	-	1%	*
Poverty/Inequality	<b>170</b>	42	62	22	35	34	46	52	96	21	155	14	32	61	31	28	6	11	165
	<b>17%tgr</b>	15%t	19%t	20%t	8%	16%t	32%zab	17%	18%	12%	18%	11%	19%	16%	29%zqr	12%r	6%	10%	17%
	<b>s</b>						cet								s				
Privatisation	<b>21</b>	7	13	6	5	4	13	11	9	1	20	1	5	12	12	7	3	4	19
	<b>2%</b>	2%	4%zt	6%zt	1%	2%	9%zabe	4%z	2%	1%	2%	1%	3%	3%	11%zqs	3%	4%	3%	2%
	<b>t</b>						t												
Public services in general	<b>53</b>	16	30	13	21	8	19	22	26	4	50	3	22	16	6	14	5	6	49
	<b>5%</b>	6%	9%zet	12%zaet	5%	4%	13%zaet	7%i	5%	2%	6%	2%	13%zm	4%	6%	6%	5%	5%	5%
Race relations/Immigration/Immigrants	<b>5</b>	1	1	-	-	-	1	3	1	-	2	2	3	1	-	2	1	-	4
	<b>*j</b>	*	*	-	-	-	1%	1%	*	-	*	2%j	2%z	*	-	1%	1%	-	*
Race relations	<b>38</b>	7	11	6	16	8	8	16	21	1	27	11	6	15	5	11	1	7	41
	<b>4%ij</b>	3%	3%	6%	4%	4%	6%	5%i	4%i	*	3%	9%zj	3%	4%	5%	5%r	1%	6%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>18</b>	3	7	3	2	6	2	2	12	3	18	-	5	7	2	3	1	2	18
	<b>2%t</b>	1%	2%t	3%t	*	3%t	1%	1%	2%	2%	2%	-	3%	2%	2%	1%	1%	2%	2%
Taxation	<b>64</b>	18	21	6	23	9	11	30	30	4	45	18	10	30	8	15	6	2	66
	<b>6%ijs</b>	7%	7%	6%	6%	4%	7%	10%zhi	6%	2%	5%	15%zj	6%	8%	8% <b>s</b>	7% <b>s</b>	7% <b>s</b>	1%	7%
Trade unions/Strikes	<b>10</b>	7	5	4	7	4	2	1	7	2	9	1	3	1	1	1	1	1	9
	<b>1%</b>	2%z	2%	4%z	2%	2%	1%	*	1%	1%	1%	1%	2%	*	1%	*	1%	1%	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
 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+**

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL (z)	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>989</b>	259	308	111	420	200	132	335	495	159	856	132	156	341	100	240	86	119	989
<b>WEIGHTED BASE</b>	<b>1001</b>	271	321	110*	422	218	143	302	527	172	878	122	173	370	105*	235	87*	116	989
	<b>100%</b>	27%	32%	11%*	42%	22%	14%	30%	53%	17%	88%	12%	17%	37%	10%*	23%	9%*	12%	99%
Transport/Public transport	45	15	25	10	15	14	14	15	24	6	38	7	5	22	8	16	8	4	40
	5%	6%	8%zt	9%zt	4%	7%	10%zt	5%	5%	3%	4%	6%	3%	6%	8%	7% <sup>s</sup>	9% <sup>z</sup>	3%	4%
Unemployment/Factory closure/Lack of industry	162	49	52	15	62	24	37	55	89	18	130	32	30	54	19	28	13	14	168
	16% <sup>ej</sup>	18% <sup>e</sup>	16%	14%	15%	11%	26% <sup>zbc</sup>	18% <sup>i</sup>	17%	11%	15%	26% <sup>zj</sup>	17%	14%	18%	12%	15%	12%	17%
Other	57	9	17	2	18	6	7	22	27	8	50	8	9	22	10	8	4	3	57
	6% <sup>ce</sup>	3%	5%	2%	4%	3%	5%	7%	5%	5%	6%	6%	5%	6%	10% <sup>qs</sup>	3%	4%	3%	6%
MEAN NUMBER OF MENTIONS	3.21	3.99 <sup>zt</sup>	4.06 <sup>zt</sup>	5.14 <sup>za</sup>	3.55 <sup>z</sup>	4.05 <sup>zt</sup>	5.18 <sup>za</sup>	3.27	3.22	3.05	3.20	3.22	3.43	3.37	3.91 <sup>zs</sup>	3.36	3.50	3.10	3.18
STANDARD ERROR	0.07	0.21	0.17	0.47	0.14	0.26	0.38	0.12	0.11	0.11	0.08	0.18	0.17	0.14	0.33	0.14	0.27	0.21	0.07
ERROR VARIANCE	0.01	0.04	0.03	0.22	0.02	0.07	0.14	0.02	0.01	0.01	0.01	0.03	0.03	0.02	0.11	0.02	0.07	0.04	0.01
Don't know	127	16	6	1	27	14	-	39	68	20	113	14	17	39	5	25	6	18	129
	13% <sup>abce</sup>	6% <sup>bf</sup>	2%	1%	6% <sup>bcf</sup>	6% <sup>bf</sup>	-	13%	13%	12%	13%	11%	10%	10%	4%	11%	7%	16% <sup>pc</sup>	13%
Personal finances (NET)	305	73	96	43	78	52	65	115	152	38	250	54	62	119	40	65	16	31	301
	30% <sup>eti</sup>	27% <sup>t</sup>	30% <sup>t</sup>	39% <sup>zae</sup>	19%	24%	45% <sup>zab</sup>	38% <sup>zhi</sup>	29%	22%	29%	44% <sup>zj</sup>	36%	32%	38% <sup>r</sup>	28% <sup>r</sup>	18%	26%	30%
Median	2	3	3	3	2	3	4	2	2	2	2	2	2	2	3	2	2	2	2

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



**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	140	166	177	124	206	176	989
<b>WEIGHTED BASE</b>	<b>1001</b>	144	167	201	132	190	167	989
	<b>100%</b>	14%	17%	20%	13%	19%	17%	99%
Ageing population/ Social care for the elderly	<b>86</b> 9%a	6 4%	8 5%	19 9%	12 9%	24 12%za	18 11%ab	82 8%
AIDS	<b>1</b> *	- -	* *	1 *	- -	- -	- -	2 *
Animal welfare	<b>14</b> 1%	3 2%	4 2%	1 1%	3 2%	1 1%	2 1%	16 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> 1%	- -	1 1%	- -	- -	1 1%	3 2%	7 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>105</b> 11%b	12 8%	7 4%	30 15%zb	10 8%	31 16%zab	15 9%	105 11%
Countryside/Rural life	<b>16</b> 2%	- -	4 2%	4 2%	1 1%	4 2%	4 2%	16 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>110</b> 11%	16 11%	21 13%	19 9%	17 13%	14 7%	23 14%e	111 11%
Defence/Foreign affairs/ International terrorism	<b>218</b> 22%	33 23%	31 19%	36 18%	30 23%	53 28%zc	35 21%	200 20%
Drug abuse	<b>42</b> 4%	5 4%	15 9%zce	5 2%	5 3%	4 2%	8 5%	46 5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	140	166	177	124	206	176	989
<b>WEIGHTED BASE</b>	<b>1001</b>	144	167	201	132	190	167	989
	<b>100%</b>	14%	17%	20%	13%	19%	17%	99%
Economy/Economic situation	<b>271</b> 27%	48 34% <sup>f</sup>	39 23%	60 30%	33 25%	55 29%	35 21%	259 26%
Education/Schools	<b>143</b> 14% <sup>f</sup>	27 19% <sup>f</sup>	18 11%	43 21% <sup>z</sup> df	13 10%	32 17% <sup>f</sup>	10 6%	132 13%
Foot and mouth outbreak/Farming crisis	<b>4</b> *	2 1%	1 1%	- -	- -	1 *	- -	3 *
Housing	<b>142</b> 14% <sup>f</sup>	18 13% <sup>f</sup>	31 19% <sup>f</sup>	38 19% <sup>f</sup>	22 16% <sup>f</sup>	25 13% <sup>f</sup>	9 5%	137 14%
Immigration/immigrants	<b>422</b> 42% <sup>a</sup>	49 34%	62 37%	74 37%	65 49% <sup>ac</sup>	92 48% <sup>ab</sup> c	81 48% <sup>ac</sup>	420 42%
Inflation/Prices	<b>59</b> 6% <sup>e</sup>	11 8% <sup>e</sup>	17 10% <sup>z</sup> ce	7 3%	14 11% <sup>z</sup> ce	1 1%	8 5% <sup>e</sup>	61 6%
Local government/Council tax	<b>28</b> 3%	4 3%	8 5% <sup>c</sup>	2 1%	4 3%	5 2%	6 4%	29 3%
Low pay/Minimum wage/Fair wages	<b>126</b> 13% <sup>cf</sup>	17 12%	46 28% <sup>z</sup> ac	13 6% def	18 14% <sup>cf</sup>	21 11%	11 6%	129 13%
Morality/Individual behaviour/Lifestyle	<b>46</b> 5% <sup>b</sup>	3 2%	2 1%	12 6% <sup>b</sup>	5 3%	18 9% <sup>z</sup> ab	6 4% f	46 5%
National health service/Hospitals/Healthcare	<b>321</b> 32% <sup>b</sup>	46 32% <sup>b</sup>	31 19%	64 32% <sup>b</sup>	50 38% <sup>b</sup>	78 41% <sup>z</sup> b	52 31% <sup>b</sup>	308 31%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
 Number of sample points : 166  
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**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	140	166	177	124	206	176	989
<b>WEIGHTED BASE</b>	<b>1001</b>	144	167	201	132	190	167	989
	<b>100%</b>	14%	17%	20%	13%	19%	17%	99%
Nationalisation/ Government control of institutions	<b>12</b> <b>1%</b>	1 1%	5 3%	1 *	1 1%	4 2%	1 1%	13 1%
Northern Ireland	<b>4</b> <b>*</b>	1 1%	1 *	- -	2 1%	- -	1 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>12</b> <b>1%</b>	4 3%	3 2%	2 1%	1 1%	2 1%	1 *	13 1%
Pensions/Social security/Benefits	<b>131</b> <b>13%</b>	19 13%	15 9%	33 16%	16 12%	22 11%	27 16%	125 13%
Petrol prices/Fuel	<b>21</b> <b>2%</b>	3 2%	4 2%	4 2%	6 5% <sup>f</sup>	3 2%	1 1%	22 2%
Pollution/ Environment	<b>59</b> <b>6%</b>	9 6%	4 3%	12 6%	7 5%	18 9% <sup>zb</sup>	8 5%	54 5%
Population levels/ Overpopulation	<b>37</b> <b>4%</b>	5 3%	9 5%	6 3%	3 3%	8 4%	5 3%	35 4%
Pound/Exchange rate/Value of pound	<b>4</b> <b>*</b>	- -	1 *	- -	1 1%	2 1%	1 *	4 *
Poverty/Inequality	<b>170</b> <b>17%<sup>f</sup></b>	25 17% <sup>f</sup>	30 18% <sup>f</sup>	42 21% <sup>f</sup>	16 12%	42 22% <sup>zdf</sup>	15 9%	165 17%
Privatisation	<b>21</b> <b>2%</b>	4 3%	3 2%	5 2%	2 2%	5 3%	1 1%	19 2%
Public services in general	<b>53</b> <b>5%</b>	6 4%	5 3%	14 7%	10 7%	13 7%	5 3%	49 5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 3rd - 12th July 2015  
Number of sample points : 166  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	140	166	177	124	206	176	989
<b>WEIGHTED BASE</b>	<b>1001</b>	144	167	201	132	190	167	989
	<b>100%</b>	14%	17%	20%	13%	19%	17%	99%
Race relations/ Immigration/ Immigrants	5 *	- -	- -	5 2%z	- -	- -	- -	4 *
Race relations	38 4%	4 3%	11 6%f	6 3%	6 4%	9 5%	2 1%	41 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	18 2%	6 4%z	4 2%	3 1%	1 1%	2 1%	2 1%	18 2%
Taxation	64 6%cf	14 9%cd f	25 15%zcd ef	5 3%	4 3%	12 6%	5 3%	66 7%
Trade unions/ Strikes	10 1%	2 1%	4 2%	2 1%	- -	1 *	2 1%	9 1%
Transport/Public transport	45 5%	4 3%	9 5%	11 5%	6 4%	13 7%f	3 2%	40 4%
Unemployment/ Factory closure/ Lack of industry	162 16%	27 18%	39 24%zc ef	24 12%	27 20%	27 14%	19 11%	168 17%
Other	57 6%	9 6%	5 3%	15 7%	7 5%	13 7%	8 5%	57 6%
MEAN NUMBER OF MENTIONS	3.21f	3.20f	3.31	3.15f	3.28f	3.51z f	2.77	3.18
STANDARD ERROR	0.07	0.13	0.25	0.12	0.21	0.18	0.13	0.07
ERROR VARIANCE	0.01	0.02	0.06	0.01	0.04	0.03	0.02	0.01

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 3rd - 12th July 2015  
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**ISSUES INDEX (FINAL)**

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

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		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>989</b>	140	166	177	124	206	176	989
<b>WEIGHTED BASE</b>	<b>1001</b>	144	167	201	132	190	167	989
	<b>100%</b>	14%	17%	20%	13%	19%	17%	99%
Don't know	<b>127</b>	19	30	17	16	15	29	129
	13% <sup>e</sup>	13%	18% <sup>zce</sup>	9%	12%	8%	18% <sup>zce</sup>	13%
Personal finances (NET)	<b>305</b>	47	73	60	42	54	30	301
	30% <sup>f</sup>	33% <sup>f</sup>	44% <sup>zce</sup>	30% <sup>f</sup>	32% <sup>f</sup>	28% <sup>f</sup>	18% <sup>ef</sup>	30%
Median	<b>2</b>	2	2	2	2	2	2	2

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

	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	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
●	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	3	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

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	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	4	Q.PL01 What would you say is the most important issue 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
●	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	5	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	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	30	6	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
●	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
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	35	7	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	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	40	8	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
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	989