

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
WEIGHTED BASE	978	473	504	135	166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963
100%		48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	24 2%	5 1%	19 4%a	3 2%	- -	4 2%	5 3%	4 3% ^d	9 4% ^{di}	3 1%	8 3%	13 4% ^{di}	6 1%	18 3%	8 3%	6 2%	6 3%	4 2%	14 3%	10 2%	26 3%
AIDS	3 *	2 *	2 *	- -	2 1%	2 1%	- -	- -	- -	2 1%	2 *	- -	3 1%	- -	- -	- -	- -	3 1% ^p	- -	3 1%	3 *
Animal welfare	3 *	1 *	2 *	- -	- -	* *	- -	- -	2 1%	- -	* *	2 1%	* *	2 *	- -	2 1%	- -	1 *	2 *	1 *	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	31 3%	21 4%	11 2%	1 1%	2 1%	- -	7 4% ^e	10 8% ^{cde} ij	11 5% ^{dei} j	3 1%	7 2%	22 6% ^{cde} ij	3 1%	28 5%	11 4%	11 4%	6 3%	3 1%	22 4% ^o	9 2%	32 3%
Countryside/Rural life	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	14 1%	10 2%	4 1%	2 1%	3 2%	1 *	3 2%	3 2%	3 1%	5 2%	4 1%	6 2%	5 1%	9 2%	- -	6 2% ^{lp}	5 3% ^l	2 1%	6 1%	8 2%	17 2%
Defence/Foreign affairs/ International terrorism	11 1%	8 2%	3 1%	1 1%	4 2%	1 1%	2 1%	1 *	3 1%	4 1%	3 1%	3 1%	5 1%	6 1%	4 2%	2 1%	1 1%	3 1%	6 1%	5 1%	12 1%
Drug abuse	15 1%	8 2%	7 1%	3 3%	2 1%	6 4% ^{hk}	2 1%	1 1%	1 *	5 2%	8 2%	2 1%	11 2%	3 1%	1 *	1 *	7 3% ^{lmp}	6 2% ^p	2 *	13 3% ^{lmp}	17 2%
Economy/Economic situation	164 17%	102 22% ^b	61 12%	24 18%	24 15%	35 22%	31 18%	20 15%	31 15%	48 16%	65 20%	50 15%	83 18%	81 16%	63 24% ^{no}	50 19% ^{oq}	27 13%	23 10%	113 21% ^{no}	51 11%	146 15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
Overlap formulae used.
Respondent type : GB Adults 18+
Fieldwork dates : 6th - 15th June 2014
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



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UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
WEIGHTED BASE	978	473	504	135	166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963
	100%	48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Education/Schools	23 2%	4 1%	20 4%a	9 7%deg hijk	1 1%	1 1%	7 4%	1 1%	3 2%	10 3%d	8 3%	5 1%	12 3%	12 2%	12 5%	4 1%	4 2%	4 2%	15 3%m	8 2%	19 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	14 1%	8 2%	7 1%	3 2%	5 3%	1 1%	1 1%	4 3%	1 1%	8 3%	2 1%	5 1%h	9 2%	6 1%	1 *	3 1%	7 3%lp	4 2%	4 1%	11 2%	15 2%
Inflation/Prices	37 4%	21 4%	16 3%	2 1%	17 10%cfg hijk	6 4%	3 2%	3 2%	6 3%	19 6%c	9 3%	9 3%	24 5%	12 2%	6 2%	11 4%	7 3%	13 5%	17 3%	20 4%	37 4%
Local government/Council tax	3 *	2 *	1 *	- -	- -	1 1%	1 *	- -	1 1%	- -	2 1%	1 *	1 *	2 *	- -	1 *	1 *	1 *	1 *	2 *	3 *
Low pay/Minimum wage/Fair wages	15 2%	7 2%	8 2%	4 3%	1 1%	5 3%	2 1%	2 1%	1 1%	5 2%	7 2%	3 1%	10 2%	5 1%	2 1%	5 2%	4 2%	3 1%	7 1%	8 2%	17 2%
Morality/Individual behaviour/Lifestyle	27 3%	8 2%	19 4%	3 2%	- -	6 3%d	6 4%d	8 6%di	4 2%	3 1%	12 3%d	12 4%dh	9 2%	18 4%	12 5%q	8 3%	3 1%	3 1%	20 4%q	7 1%	21 2%
National health service/Hospitals/Healthcare	45 5%	18 4%	27 5%	3 2%	7 4%	13 8%cfi	5 3%	6 4%	12 6%	9 3%	18 6%f	18 5%	23 5%	23 4%	14 6%	10 4%	13 6%	8 3%	24 5%	21 5%	43 4%
Nationalisation/Government control of institutions	4 *	3 1%	1 *	- -	- -	1 1%	- -	3 2%hi	- -	- -	1 *	3 1%	1 *	3 1%	2 1%	1 *	1 *	- -	3 1%	1 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
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	100%	48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Pensions/Social security/Benefits	17 2%	6 1%	12 2%	1 *	8 5%jk	2 1%	3 1%	1 1%	3 2%	8 3%cd	4 1%	5 1%	10 2%	7 1%	5 2%	4 1%	1 *	8 3%noq	9 2%	8 2%no	15 2%
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 *
Pollution/ Environment	14 1%	6 1%	8 2%	1 1%	3 2%	4 3%	3 2%	2 1%	1 *	4 1%	7 2%	3 1%	8 2%	6 1%	1 *	7 3%p	5 2%	1 *	8 2%	6 1%	13 1%
Population levels/ Overpopulation	10 1%	4 1%	6 1%	- -	3 2%	- -	4 2%	1 1%	2 1%	3 1%	4 1%	3 1%	3 1%	7 1%	- -	2 1%	4 2%	4 2%	2 *	8 2%	9 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	55 6%	16 3%	39 8%a	12 9%	8 5%	12 8%	8 5%	6 4%	8 4%	20 7%	21 6%	14 4%	33 7%	22 4%	11 4%	16 6%	8 4%	20 8%	27 5%	28 6%no	55 6%
Privatisation	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	1 *
Public services in general	9 1%	2 *	7 1%	- -	3 2%	2 1%	2 1%	1 1%	2 1%	3 1%	4 1%	2 1%	5 1%	4 1%	5 2%	1 *	1 1%	2 1%	6 1%mo	3 1%	7 1%
Race relations/ Immigration/ Immigrants	228 23%	114 24%	115 23%	15 11%	31 19%	26 17%	52 30%cd eij	37 27%ce i	66 31%cd ei	46 15%	79 24%ce i	103 30%cd ei	73 16%	156 30%	47 18%	63 23%	62 29%lp	56 24%	110 21%	118 26%l	228 24%

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UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
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	100%	48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	11 2%	11 2%	3 2%	5 3%	2 1%	3 2%	3 2%	5 2%	9 3%	5 2%	8 2%	11 2%	11 2%	6 2%	6 2%	5 2%	5 2%	12 2%	10 2%	24 2%
Taxation	10 1%	7 2%	3 1%	2 2%	3 2%	2 2%	1 *	1 *	1 *	6 2%	3 1%	2 *	8 2%	2 *	2 1%	4 1%	2 1%	3 1%	5 1%	5 1%	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	1 *	1 1%	-	-	-	-	2 1%	1 *	-	2 *	1 *	2 *	-	2 1%	1 1%	-	2 *	1 *	4 *
Unemployment/ Factory closure/ Lack of industry	116 12%	56 12%	60 12%	27 20%fg hjk	28 17%fg hk	19 12%	14 8%	11 8%	16 8%	56 19%fg hjk	33 10%	27 8%	75 16%	41 8%	31 12%	27 10%	18 8%	40 17% mn pq	58 11%	58 13% n	116 12%
Other	19 2%	11 2%	8 2%	1 1%	1 1%	3 2%	5 3%	5 4%	4 2%	2 1%	7 2%	9 3%	5 1%	14 3%	11 4%q	3 1%	2 1%	2 1%	14 3% m	4 1%	19 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	37 4%	12 3%	25 5%	10 7% ej	7 4%	2 2%	5 3%	3 2%	11 5%	17 6%	7 2%	14 4%	19 4%	18 4%	3 1%	13 5% lp	9 4%	13 5% l	16 3% l	21 5% l	40 4%
Personal finances (NET)	108 11%	45 10%	63 13%	18 13%	26 15% hk	24 15% hk	14 8%	11 8%	16 7%	44 15% hk	38 11% f	27 8%	68 15%	40 8%	20 8%	32 12%	21 10%	36 15% lp	51 10%	57 13%	110 11%
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
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What would you say is the most important issue facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Ageing population/ Social care for the elderly	24 2%	21 3%	1 3%	1 1%	7 2%	6 2%	12 4%	11 4%	5 1%	2 2%	4 1%	2 1%	12 4%	7 2%	3 2%	2 1%	19 3%	5 2%	26 3%
AIDS	3 *	3 *	- -	- -	1 *	1 *	- -	- -	2 1%	2 2%af	2 1%	- -	- -	2 *	- -	2 1%	2 *	2 *	3 *
Animal welfare	3 *	3 *	- -	- -	1 *	1 *	2 1%	2 1%	- -	- -	- -	- -	2 1%	- -	1 *	* *	2 *	1 *	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	31 3%	30 4%	1 1%	1 1%	6 2%	5 2%	10 3%	9 4%	15 4%h	1 1%	8 3%h	7 5%	18 6% ^{amnp}	9 3%	2 2%	2 1%	27 4% ^{np}	4 1%	32 3%
Countryside/Rural life	1 *	1 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1% ^o	- -	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	14 1%	10 1%	1 2%	3 4% ^{gi}	5 2%	2 1%	7 2%	6 2%	2 *	1 1%	2 1%	1 *	4 1%	4 1%	2 1%	4 2%	8 1%	6 2%	17 2%
Defence/Foreign affairs/ International terrorism	11 1%	6 1%	2 5% ^{afg} hi	2 3% ⁱ	5 2%	3 1%	4 1%	1 1%	2 1%	- -	1 *	1 *	4 1%	3 1%	2 2%	1 *	7 1%	3 1%	12 1%
Drug abuse	15 1%	15 2%	- -	- -	6 2%	6 2%	2 1%	2 1%	7 2%	6 5% ^{acf} gi	7 3%	1 1%	1 *	4 1%	5 3% ^{ko}	5 2% ^k	5 1%	10 3% ^{ko}	17 2%

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UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
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	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Economy/Economic situation	164	142	11	10	48	38	54	43	61	8	40	31	56	60	17	27	117	44	146
	17%	17%h	23%h	12%	15%h	16%h	18%h	17%	17%h	7%	15%h	22%hi	18%	19% ^m	11%	14%	19% ^{mp}	13%	15%
Education/Schools	23	23	-	1	10	9	5	5	9	5	7	2	6	9	3	5	15	7	19
	2%	3%	-	1%	3%	4%	2%	2%	3%	4%	3%	2%	2%	3%	2%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	14	14	-	-	2	2	5	5	8	5	6	1	2	4	3	4	6	7	15
	1%	2%	-	-	*	1%	2%	2%	2%	4% ^{ade}	2%	1%	1%	1%	2%	2%	1%	2%	2%
Inflation/Prices	37	31	1	4	9	5	8	6	20	17	19	2	8	7	5	16	15	21	37
	4%	4%	3%	5%	3%	2%	3%	2%	6% ^{aj}	14% ^{abc}	7% ^{ade}	2%	3%	2%	3%	9% ^{klo}	2%	6% ^{klm}	4%
Local government/Council tax	3	3	-	-	1	1	-	-	2	1	2	1	-	2	-	1	2	1	3
	*	*	-	-	*	1%	-	-	*	1%	1%	1%	-	1%	-	*	*	*	*
Low pay/Minimum wage/Fair wages	15	13	1	2	4	2	5	4	6	5	5	-	4	6	2	3	10	5	17
	2%	2%	2%	2%	1%	1%	2%	2%	2%	4% ^{agi}	2%	-	1%	2%	1%	2%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	27	24	2	1	8	8	8	6	10	-	10	10	9	9	6	4	17	10	21
	3%	3%	5% ^h	1%	3%	3% ^h	3%	2%	3%	-	4% ^h	7% ^{acg}	3%	3%	4%	2%	3%	3%	2%
National health service/Hospitals/Healthcare	45	41	2	3	11	9	16	14	18	6	14	8	14	21	5	6	35	11	43
	5%	5%	4%	3%	4%	4%	5%	5%	5%	5%	5%	6%	4%	7%	3%	3%	6%	3%	4%

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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	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Nationalisation/ Government control of institutions	4 *	4 *	- -	- -	2 1%	2 1%	1 *	1 *	1 *	1 1%	1 *	- -	3 1%	1 *	- -	- -	4 1%	- -	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	17 2%	17 2%	- -	- -	6 2%	6 2%	5 2%	5 2%	6 2%	1 1%	4 2%	3 2%	5 1%	5 2%	4 3%	3 2%	10 2%	7 2%	15 2%
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Pollution/ Environment	14 1%	13 2%	- -	1 1%	4 1%	3 1%	2 1%	2 1%	9 2%	4 3% ^f	8 3%	4 3%	3 1%	6 2%	2 1%	4 2%	9 1%	5 2%	13 1%
Population levels/ Overpopulation	10 1%	9 1%	- -	1 1%	1 *	- -	4 1%	4 1%	5 2%	3 3% ^{de}	5 2% ^d	2 1%	2 1%	3 1%	3 2%	3 1%	4 1%	5 2%	9 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	55 6%	43 5%	4 8%	8 9% ^{fj}	27 8% ^{afj}	19 8% ^{af}	10 3%	6 2%	19 5%	9 8%	13 5%	4 3%	13 4%	15 5%	12 8%	14 7%	29 5%	26 8%	55 6%
Privatisation	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Public services in general	9 1%	9 1%	- -	- -	3 1%	3 1%	2 1%	2 1%	3 1%	2 2%	2 1%	- -	2 *	5 1%	- -	3 1%	6 1%	3 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 6th - 15th June 2014
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Race relations/ Immigration/ Immigrants	228 23%	209 25%cd	7 15%	12 14%	58 18%	46 20%	76 25%ch	69 27%	94 26%cd	19 15%	66 25%ch	47 33%ab	87 28%np	77 25%n	35 24%np	27 14%	164 26%np	62 18%	228 24%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	1 *	- -	20 23%abd	21 7%aef	1 *	1 *	1 *	- -	- -	- -	- -	6 2%	8 2%	3 2%	4 2%	14 2%	7 2%	24 2%
Taxation	10 1%	9 1%	1 1%	1 1%	1 *	1 *	4 1%	4 1%	5 1%	4 4%ade	4 2%	- -	2 1%	1 *	1 *	7 4%klo	2 *	7 2%lmo	13 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	1 1%	3 1%	2 1%	1 *	- -	1 1%	1 *	1 *	2 1%	4 *
Unemployment/ Factory closure/ Lack of industry	116 12%	87 10%g	14 28%ad	14 17%gi	50 16%ag	35 15%ag	39 13%gj	25 10%	27 8%	15 12%gi	23 9%	8 5%	33 11%	35 11%	20 14%	25 13%	68 11%	45 13%	116 12%
Other	19 2%	15 2%	1 2%	3 3%	4 1%	2 1%	7 2%	6 2%	7 2%	1 1%	5 2%	4 3%	8 3%	5 2%	3 2%	3 2%	13 2%	6 2%	19 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	37 4%	37 4%g	- -	1 1%	14 4%c	14 6%cg	16 5%g	16 6%	7 2%	2 2%	6 2%	4 3%	9 3%	6 2%	10 7%lo	12 6%lo	15 2%	22 6%lo	40 4%

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

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

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BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Personal finances (NET)	108	89	6	14	40	26	23	17	46	31	37	6	27	29	19	34	55	53	110
	11%	11% ^j	12%	16% ^{fj}	13% ^{fj}	11% ^j	7%	6%	13% ^{fj}	25% ^{ad} efgij	14% ^{afj}	4%	8%	9%	13%	18% ^{klo}	9%	16% ^{klo}	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Ageing population/ Social care for the elderly	24 2%	8 2%	1 1%	15 3%	-	6 3%	8 3%	1 2%	18 2%	6 3%	1 1%	1 1%	7 2%	7 2%	26 3%
AIDS	3 *	3 1%	-	1 *	-	2 1%	2 1%	-	2 *	2 1%	-	1 1%	-	3 1%	3 *
Animal welfare	3 *	-	2 2%a	1 *	-	-	2 1%	-	3 *	-	-	* *	1 *	* *	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	31 3%	14 3%	1 1%	16 4%	-	9 5%	4 2%	1 4%	22 3%	10 5%	8 8%gi	5 5%	15 5%	1 *	32 3%
Countryside/Rural life	1 *	-	-	1 *	1 4%ac	-	-	-	1 *	-	-	-	-	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	14 1%	7 2%	-	7 2%	1 2%	-	5 2%	-	14 2%	-	1 1%	2 1%	5 2%	7 2%	17 2%
Defence/Foreign affairs/ International terrorism	11 1%	5 1%	1 1%	4 1%	1 2%	2 1%	3 1%	-	9 1%	2 1%	1 1%	1 1%	4 1%	5 2%	12 1%
Drug abuse	15 1%	7 2%	2 2%	5 1%	2 4%	-	4 2%	-	15 2%	-	-	3 3%	3 1%	8 3%	17 2%

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WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Economy/Economic situation	164	84	14	65	2	32	41	12	131	44	8	8	74	72	146
	17%	19% ^d	14%	15%	6%	20% ^r	17% ^r	36%	16% ^r	22% ^r	8%	7%	23% ^l	23%	15%
Education/Schools	23	6	4	14	-	3	5	2	20	5	3	3	9	9	19
	2%	1%	4%	3%	-	2%	2%	7%	3%	3%	3%	3%	3%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	14	4	1	10	1	-	6	1	14	1	-	4	2	2	15
	1%	1%	1%	2%	2%	-	2%	4%	2%	1%	-	4% ^m	1%	1%	2%
Inflation/Prices	37	23	2	11	-	2	17	-	35	2	-	4	8	13	37
	4%	5% ^c	3%	2%	-	1%	7% ^{fij}	-	4% ^{jr}	1%	-	3%	2%	4%	4%
Local government/Council tax	3	3	-	-	-	1	1	-	2	1	-	-	-	2	3
	*	1%	-	-	-	1%	*	-	*	1%	-	-	-	1%	*
Low pay/Minimum wage/Fair wages	15	7	3	5	-	2	6	-	13	2	1	-	6	6	17
	2%	2%	3%	1%	-	1%	2%	-	2%	1%	1%	-	2%	2%	2%
Morality/Individual behaviour/Lifestyle	27	12	3	12	1	7	3	1	20	8	1	3	9	5	21
	3%	3%	3%	3%	2%	4%	1%	2%	2%	4%	1%	3%	3%	2%	2%
National health service/Hospitals/Healthcare	45	16	8	21	2	9	10	-	37	9	3	4	19	11	43
	5%	4%	8%	5%	4%	5%	4%	-	4%	4%	3%	3%	6%	4%	4%
Nationalisation/Government control of institutions	4	2	-	2	-	-	1	-	4	-	-	-	2	1	4
	*	*	-	*	-	-	*	-	*	-	-	-	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	-	-	-	1 *
Pensions/Social security/Benefits	17 2%	7 2%	2 2%	8 2%	-	5 3%	6 3%	1 2%	13 2%	5 3%	1 1%	1 *	6 2%	4 1%	15 2%
Petrol prices/Fuel	1 *	-	1 1%ac	-	-	-	-	-	1 *	-	-	1 1%	-	-	1 *
Pollution/ Environment	14 1%	7 2%	3 4%c	3 1%	-	-	3 1%	2 5%	14 2%	2 1%	-	-	5 1%	8 3%	13 1%
Population levels/ Overpopulation	10 1%	6 1%	1 1%	3 1%	1 3%	-	5 2%	-	10 1%	-	-	3 2%	3 1%	-	9 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	55 6%	17 4%	7 7%	31 7%	2 6%	3 2%	21 9%ij	4 13%	52 6%f	7 4%f	3 3%	8 8%	16 5%	19 6%	55 6%
Privatisation	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	-	-	1 *
Public services in general	9 1%	6 1%	-	2 1%	-	2 1%	-	-	6 1%	2 1%	-	-	4 1%	4 1%	7 1%
Race relations/ Immigration/ Immigrants	228 23%	101 23%	25 25%	102 23%	9 24%	51 31%gi	35 14%	3 10%	177 22%g	54 28%g	57 56%ij	29 27%	72 23%	55 18%	228 24%

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
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WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	10 2%	3 3%	9 2%	2 4%	2 1%	6 3%	* 1%	19 2%	3 1%	- -	1 1%	5 2%	6 2%	24 2%
Taxation	10 1%	6 1%	1 1%	4 1%	-	* *	4 1%	-	10 1%	* *	1 1%	1 1%	2 *	5 2%	13 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	1 *	-	2 1%	-	1 *	1 *	-	3 *	1 *	-	1 1%	-	-	4 *
Unemployment/ Factory closure/ Lack of industry	116 12%	51 12%	8 8%	56 13%	12 31%abc	13 8%	36 15%fj	2 5%	103 13%	14 7%	10 10%	14 14%	30 10%	37 12%	116 12%
Other	19 2%	6 1%	2 2%	10 2%	-	4 2%	3 1%	2 7%	15 2%	6 3%	1 1%	1 1%	7 2%	5 2%	19 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	37 4%	12 3%	2 2%	23 5%	2 4%	10 6%	5 2%	1 3%	28 3%	10 5%	1 1%	7 7% ^m	3 1%	9 3%	40 4%
Personal finances (NET)	108 11%	47 11%	14 14%	47 11%	2 6%	6 4%	44 18% ^{fi} jr	4 13%	102 13% ^{fjr}	10 5%	4 3%	13 13%	30 9%	37 12%	110 11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Ageing population/ Social care for the elderly	24 2%	3 1%	9 4%a	3 3%	7 2%	- -	5 3%	5 2%	15 3%	4 3%	22 3%	2 2%	3 2%	6 2%	4 4%	9 3%	4 4%	4 3%	26 3%
AIDS	3 *	- -	- -	- -	1 1%	- -	3 -	3 1%h	- -	- -	2 *	2 1%j	- -	3 1%	1 1%	2 1%	2 2%	- -	3 *
Animal welfare	3 *	- -	1 *	* *	- -	- -	1 *	2 *	- -	- -	2 *	1 1%	2 1%	- -	- -	1 1%	- -	1 1%	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	31 3%	9 3%	8 4%	3 3%	12 3%	3 4%	4 2%	6 2%	22 4%	4 3%	29 3%	1 1%	4 2%	11 3%	8 9% _s	9 4% _s	6 7% _s	2 1%	32 3%
Countryside/Rural life	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	14 1%	1 *	3 1%	14 13%abde f	3 1%	2 3%a	- -	2 1%	11 2%	1 1%	12 1%	2 2%	1 1%	6 2%	- -	4 1%	2 2%	2 1%	17 2%
Defence/Foreign affairs/ International terrorism	11 1%	3 1%	1 1%	3 2%	2 1%	11 16%abcd f	2 1%	- -	9 2%	2 1%	10 1%	1 1%	1 1%	5 1%	- -	3 1%	1 1%	2 2%	12 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Drug abuse	15 1%	1 *	1 *	2 2% ^d	- -	- -	- -	10 4% ^h	3 1%	1 1%	10 1%	5 4% ^j	5 3%	4 1%	- -	5 2%	1 1%	2 2%	17 2%
Economy/Economic situation	164 17%	164 51% ^{bcd}	58 25% ^{cd}	15 14%	49 13%	10 14%	40 27% ^{cd}	37 13%	92 17%	35 22% ^g	149 17%	14 13%	33 20%	65 18%	24 26% ^{qrs}	33 13%	9 11%	18 13%	146 15%
Education/Schools	23 2%	4 1%	4 2%	* *	5 1%	2 3%	23 16% ^{abcd}	10 4%	12 2%	1 1%	21 2%	3 2%	4 2%	5 2%	1 1%	1 1%	1 1%	- -	19 2%
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing	14 1%	5 2% ^d	3 1%	1 1%	* *	1 1%	2 1%	5 2%	7 1%	2 1%	9 1%	6 5% ^j	- -	5 1%	2 3%	4 1%	- -	4 3%	15 2%
Inflation/Prices	37 4%	3 1%	5 2%	4 4% ^f	6 2%	1 2%	- -	24 9% ^{hi}	12 2%	* *	29 3%	8 7% ^j	11 6%	15 4%	3 3%	8 3%	3 3%	5 3%	37 4%
Local government/Council tax	3 *	- -	1 *	- -	- -	- -	1 1%	1 *	2 *	- -	1 *	2 2% ^j	- -	3 1%	1 1%	1 *	- -	1 1%	3 *
Low pay/Minimum wage/Fair wages	15 2%	2 1%	1 1%	1 1%	3 1%	1 1%	- -	8 3%	7 1%	- -	9 1%	6 5% ^j	2 1%	9 2%	1 1%	4 2%	- -	2 2%	17 2%
Morality/Individual behaviour/Lifestyle	27 3%	8 2%	2 1%	2 2%	4 1%	5 7% ^{bdf}	1 1%	2 1%	17 3%	8 5% ^g	25 3%	2 2%	2 1%	12 3%	2 2%	12 5%	5 6%	5 4%	21 2%

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

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
100%		33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
National health service/Hospitals/Healthcare	45 5%	17 5%	45 20% f	5 4%	9 2%	4 5%	9 6%	6 2%	28 5%	12 8%g	42 5%	3 3%	10 6%	14 4%	1 1%	11 4%	5 6%	6 4%	43 4%
Nationalisation/ Government control of institutions	4 *	2 1%	1 *	- -	- -	- -	1 1%	2 1%	2 *	- -	3 *	1 1%	- -	2 *	2 2%	2 1%	- -	1 1%	4 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *
Pensions/Social security/Benefits	17 2%	1 *	5 2%	3 3%a	6 2%	- -	3 2%	5 2%	11 2%	1 1%	15 2%	2 2%	- -	9 3%	3 3%	5 2%	- -	5 4%	15 2%
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *
Pollution/ Environment	14 1%	4 1%	2 1%	2 2% d	- -	- -	2 1%	4 1%	8 1%	3 2%	14 2%	- -	3 2%	8 2%	5 5% q	3 1%	1 1%	3 2%	13 1%
Population levels/ Overpopulation	10 1%	4 1%	- -	- -	- -	- -	- -	3 1%	5 1%	1 1%	8 1%	1 1%	- -	7 2%	- -	2 1%	- -	1 1%	9 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Poverty/Inequality	55	11	8	7	6	3	7	20	30	5	49	6	11	12	8	14	3	7	55
	6%	3%	4%	7% ^d	2%	4%	5%	7%	6%	3%	6%	5%	7%	3%	9%	5%	4%	5%	6%
Privatisation	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1
	*	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*
Public services in general	9	5	2	2	3	-	2	3	4	3	8	1	2	4	-	3	-	3	7
	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	2%	1%
Race relations/Immigration/Immigrants	228	38	44	28	228	13	29	62	120	46	220	7	42	81	15	72	33	34	228
	23%	12%	19% ^a	25% ^a	60% ^{abc}	20%	19% ^a	22%	22%	30%	25% ^k	7%	25%	22%	16%	28% ^p	38% ^{pqs}	25%	24%
Scottish/Welsh assembly/Devolution/Constitutional reform	21	6	3	1	3	2	2	2	16	3	21	-	4	9	1	7	-	6	24
	2%	2%	1%	1%	1%	3%	1%	1%	3%	2%	2%	-	2%	2%	2%	3%	-	4%	2%
Taxation	10	4	-	3	-	-	-	4	5	1	3	7	1	6	2	6	1	4	13
	1%	1% ^d	-	2% ^{bd}	-	-	-	1%	1%	1%	*	6% ^j	1%	2%	2%	2%	1%	3%	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3	-	-	1	2	-	-	1	2	-	2	1	-	1	-	-	-	-	4
	*	-	-	1%	*	-	-	1%	*	-	*	1%	-	*	-	-	-	-	*
Unemployment/Factory closure/Lack of industry	116	16	21	9	24	6	15	37	68	11	90	25	18	42	5	24	9	10	116
	12%	5%	9%	8%	6%	9%	10%	13%	12%	7%	10%	22% ^j	11%	12%	6%	10%	10%	7%	12%

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

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Other	19	3	2	-	4	3	4	2	15	2	18	1	2	6	2	1	-	1	19
	2%	1%	1%	-	1%	4%a	3%	1%	3%	1%	2%	1%	1%	2%	2%	*	-	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	37	-	-	-	3	2	-	12	18	7	34	4	5	9	2	8	3	6	40
	4%	-	-	-	1%	3%ab	-	4%	3%	5%	4%	3%	3%	2%	3%	3%	5%	4%	
Personal finances (NET)	108	18	14	13	15	5	7	52	49	7	89	20	23	37	12	26	6	14	110
	11%	6%	6%	11%ad	4%	7%	5%	19%hi	9%	4%	10%	17%j	14%	10%	12%	10%	7%	10%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
WEIGHTED BASE	978	473	504	135	166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963
100%		48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	93 10%	38 8%	55 11%	8 6%	8 5%	12 8%	19 11%i	15 11%i	31 15%cd	16 5%	31 10%	46 13%cdi	28 6%	65 13%	38 15%moq	21 8%	19 9%	15 6%	59 11%mo	34 8%	90 9%
AIDS	8 1%	5 1%	3 1%	2 1%	4 2%	2 1%	1 *	1 1%	- -	5 2%	2 1%	1 *	7 1%	1 *	- -	* *	1 1%	6 3%lmp	* *	8 2%p	9 1%
Animal welfare	14 1%	3 1%	11 2%	3 2%	1 1%	1 1%	- -	2 2%	7 3%fj	4 1%	1 *	9 3%fj	5 1%	9 2%	- -	7 3%lp	2 1%	5 2%l	7 1%	7 2%	16 2%
Bird flu/Pandemic flu/Swine flu	4 *	2 *	2 *	2 1%	- -	- -	1 1%	- -	* *	2 1%	1 *	* *	2 *	2 *	1 1%	- -	- -	2 1%	1 *	2 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	116 12%	71 15%b	45 9%	9 7%	6 4%	5 3%	27 15%cd eij	26 19%cd eij	43 21%cd ij	15 5%	32 10%e	69 20%cd ij	21 4%	96 18%	54 21%mn opq	31 11%	15 7%	16 7%	85 16%mn q	32 7%	111 12%
Countryside/Rural life	13 1%	9 2%	4 1%	2 2%	- -	3 2%	2 1%	- -	6 3%dg	2 1%	4 1%	6 2%	5 1%	8 2%	4 2%	3 1%	3 2%	3 1%	7 1%	6 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	109 11%	58 12%	51 10%	10 7%	16 10%	23 15%	19 11%	12 9%	30 14%	25 8%	42 13%	42 12%	48 11%	61 12%	30 12%	33 12%	22 10%	25 11%	63 12%	47 10%	116 12%
Defence/Foreign affairs/ International terrorism	68 7%	46 10%b	21 4%	5 4%	11 7%	10 6%	13 8%	11 8%	18 9%	16 5%	23 7%	29 8%	25 6%	42 8%	31 12%noq	18 7%	8 4%	11 4%	49 9%mn q	19 4%	70 7%
Drug abuse	63 6%	29 6%	35 7%	10 7%	7 4%	16 10%gk	15 9%	5 3%	10 5%	17 6%	31 10%gk	15 4%	33 7%	30 6%	11 4%	22 8%	16 7%	15 6%	33 6%	31 7%	71 7%
Economy/Economic situation	318 33%	178 38%b	140 28%	39 29%	54 33%	58 37%h	67 39%hk	43 32%	56 27%	93 31%	125 38%hk	100 29%	152 33%	166 32%	113 44%mn oq	88 33%	56 27%	60 25%	202 38%mn oq	116 26%	296 31%

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

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
WEIGHTED BASE	978	473	504	135	166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963
	100%	48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Education/Schools	150 15%	58 12%	92 18%a	22 16%	14 8%	29 18% ^d	38 22% ^{di}	19 14%	29 14%	36 12%	66 20% ^{di}	48 14%	64 14%	86 17%	82 32% ^{mn}	33 12% ^o	19 9%	16 7%	115 22% ^{mno}	35 8%	125 13%
Foot and mouth outbreak/Farming crisis	3 *	3 1%	-	-	1 1%	-	2 1%	-	-	1 *	2 *	-	1 *	2 *	-	1 *	1 *	1 *	1 *	2 *	3 *
Housing	135 14%	70 15%	65 13%	21 16%	31 19% ^{hk}	27 17%	17 10%	16 12%	22 10%	53 17% ^{hk}	44 13%	38 11%	80 17%	55 11%	31 12%	37 14%	32 15%	35 15%	68 13%	67 15%	134 14%
Inflation/Prices	111 11%	63 13%	48 9%	9 7%	38 23% ^{ce}	19 12%	15 9%	9 7%	20 10%	47 16% ^{cg}	34 10%	29 8%	66 14%	45 9%	26 10%	24 9%	22 11%	38 16% ^{mp}	50 10%	61 13%	113 12%
Local government/Council tax	24 2%	13 3%	11 2%	1 1%	2 1%	7 5% ⁱ	3 2%	3 2%	6 3%	3 1%	11 3%	10 3%	10 2%	13 3%	7 3%	5 2%	6 3%	5 2%	13 2%	11 2%	25 3%
Low pay/Minimum wage/Fair wages	77 8%	40 8%	38 7%	18 13% ^{fg}	16 10%	16 10%	9 5%	7 5%	11 5%	34 11% ^{fhk}	25 7%	18 5%	50 11%	27 5%	19 8%	17 6%	23 11%	19 8%	36 7%	41 9%	81 8%
Morality/Individual behaviour/Lifestyle	70 7%	31 7%	39 8%	6 5%	4 2%	13 8% ^d	17 10% ^{di}	14 11% ^{di}	15 7%	10 3%	30 9% ^{di}	29 8% ^{di}	23 5%	47 9%	30 12% ^{noq}	24 9% ^{noq}	7 3%	8 3%	54 10% ^{noq}	15 3%	59 6%
National health service/Hospitals/Healthcare	230 24%	100 21%	130 26%	21 16%	28 17%	42 26% ^{ci}	45 26% ^{ci}	32 24%	62 29% ^{cd}	49 16%	87 26% ^{cd}	94 27% ^{cd}	91 20%	139 27%	85 33% ^{mn}	59 22%	47 22%	40 17%	144 27% ^{mo}	87 19%	219 23%
Nationalisation/Government control of institutions	22 2%	14 3%	8 2%	5 3%	1 1%	4 2%	1 1%	7 5% ^{dfj}	5 2%	6 2%	5 1%	12 3%	10 2%	13 2%	9 3%	7 3%	2 1%	4 2%	16 3%	6 1%	23 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	963	496	467	126	129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963
WEIGHTED BASE	978	473	504	135	166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963
100%		48%	52%	14%	17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	3 1%	3 1%	- -	1 1%	1 *	1 1%	1 1%	2 1%	1 *	2 1%	3 1%	2 *	4 1%	- -	3 1%	1 *	2 1%	3 1%	3 1%	8 1%
Pensions/Social security/Benefits	104 11%	42 9%	61 12%	5 4%	16 10%	15 9%	18 11%	19 14% ^c	30 14% ^{ci}	22 7%	33 10%	49 14% ^{ci}	37 8%	67 13%	35 13% ⁿ	31 11%	14 7%	24 10%	65 12% ⁿ	38 8%	95 10%
Petrol prices/Fuel	60 6%	38 8% ^b	22 4%	5 4%	10 6%	16 10%	10 6%	8 6%	11 5%	15 5%	26 8%	19 5%	31 7%	29 6%	24 9% ^o	15 5%	14 7%	8 3%	38 7% ^o	22 5%	54 6%
Pollution/ Environment	70 7%	30 6%	40 8%	14 10% ^{hk}	8 5%	17 11% ^{gh}	16 10% ^{hk}	6 4%	9 4%	22 7%	34 10% ^{ghk}	14 4%	39 9%	31 6%	29 11% ^{oq}	21 8% ^o	12 5%	8 3%	50 9% ^{oq}	20 4%	59 6%
Population levels/ Overpopulation	58 6%	27 6%	31 6%	4 3%	6 4%	9 6%	19 11% ^{cdi}	7 5%	13 6%	11 3%	28 8% ⁱ	20 6%	19 4%	38 7%	22 8%	10 4%	14 7%	11 5%	32 6% ^m	25 6%	51 5%
Pound/Exchange rate/Value of pound	7 1%	5 1%	2 *	- -	1 1%	3 2%	2 1%	- -	2 1%	1 *	5 1%	2 *	4 1%	3 1%	3 1%	2 1%	2 1%	- -	5 1%	2 1%	6 1%
Poverty/Inequality	156 16%	56 12%	100 20% ^a	24 18%	28 17%	31 19% ^{hk}	35 20% ^{hk}	16 12%	24 11%	51 17%	65 20% ^{hk}	40 11%	82 18%	75 14%	47 18% ⁿ	45 17% ⁿ	21 10%	43 18% ^{nq}	92 18% ⁿ	64 14% ⁿ	152 16%
Privatisation	16 2%	11 2%	5 1%	4 3% ^{ej}	2 1%	- -	1 1%	3 2%	6 3% ^{ej}	6 2%	1 *	9 3% ^j	6 1%	10 2%	6 2%	3 1%	1 1%	6 2%	9 2%	7 2%	18 2%
Public services in general	62 6%	26 5%	36 7%	3 3%	8 5%	21 13% ^{cdh}	12 7%	10 7%	7 3%	12 4%	33 10% ^{chi}	17 5%	33 7%	29 6%	23 9%	15 6%	12 6%	12 5%	38 7%	24 5%	59 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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Respondent type : GB Adults 18+
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	963	496 467	126 129	153	155	150	250	255	308	400	408	555	192	292	223	256	484	479	963	
WEIGHTED BASE	978	473 504	135 166	158	172	137	210	301	330	347	459	519	258	270	213	237	528	450	963	
	100%	48% 52%	14% 17%	16%	18%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	24%	54%	46%	99%	
Race relations/ Immigration/ Immigrants	379 39%	184 196 39% 39%	29 55 22% 33%	50 84 32% 49% ^{cd}	57 104 42% ^{ci} 50% ^{cd}	84 84 28% ^c	104 134 41% ^{ce}	161 134 47% ^{cd}	245 245 29% 47%	99 110 38% 41%	90 80 42% 34%	209 170 40% 38%	369 369 38% 38%							
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	21 22 5% 4%	6 6 4% 4%	6 8 4% 4%	6 6 4% 4%	12 12 6% 4%	14 18 4% 5%	18 18 5% 4%	25 25 5% 4%	13 13 5% 5%	10 7 5% 3%	26 17 5% 4%	50 50 5% 5%							
Taxation	57 6%	39 18 8% ^b 4%	10 11 7% 7%	15 10 9% ^{hk} 6%	10 5 6% 4%	6 3 3% 1%	21 25 7% ^k 7% ^{hk}	11 3 3% 8%	35 21 8% 4%	14 21 5% 8% ^o	15 6 7% ^o 3%	35 22 7% ^o 5% ^o	55 55 6% 6%							
Trade unions/ Strikes	5 1%	4 1 1% *	- - - -	1 3 1% 1%	- 2 - 1%	- 1 - 1%	3 2 1% *	1 1 * *	4 1 1%	1 3 * 1%	1 1 1% 1%	4 1 1% *	5 5 1% 1%							
Transport/Public transport	35 4%	23 12 5% 2%	5 7 3% 4%	7 10 4% 6% ^g	1 1 1% 3%	6 11 3% 4%	17 7 5% ^k 2%	18 17 4% 3%	17 17 3% 3%	11 10 4% 4%	6 8 3% 3%	21 14 4% 3%	34 34 4% 4%							
Unemployment/ Factory closure/ Lack of industry	272 28%	141 131 30% 26%	48 56 36% ^{gh} 34% ^{gh}	51 44 32% ^{hk} 25%	44 30 25% 22%	44 104 21% 35% ^{gh}	73 94 21% 29% ^{hk}	155 117 34% 23%	117 117 23% 23%	66 64 25% 24%	71 71 33% ^{mp} 30%	130 142 25% 32% ^{mp}	271 271 28% 28%							
Other	47 5%	35 12 7% ^b 2%	3 1 2% 1%	7 17 5% 10% ^{cdi}	7 13 5% ^{di} 6% ^{di}	4 24 1% 7% ^{cdi}	19 11 6% ^{di} 2%	36 36 7% 7%	23 13 9% ^{noq} 5% ^o	8 4 4% 1%	36 11 7% ^{moq} 2%	46 46 5% 5%								
MEAN NUMBER OF MENTIONS	3.20	3.29 3.11	2.78 2.95	3.44 ^c	3.54 ^c	3.06	3.28 ^c	2.87	3.49 ^c	3.19	3.07	3.31	3.88 ^m	3.14 ^o	2.92	2.76	3.50 ^m	2.83	3.14	
STANDARD ERROR	0.07	0.11 0.08	0.15 0.15	0.23	0.16	0.15	0.14	0.11	0.14	0.10	0.11	0.09	0.19	0.13	0.11	0.09	0.11	0.07	0.07	
ERROR VARIANCE	*	0.01 0.01	0.02 0.02	0.05	0.03	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.04	0.02	0.01	0.01	0.01	*	*	
Don't know	117 12%	43 75 9% 15% ^a	21 28 16% ^{ef} 17% ^{efj}	10 10 6% 6%	20 28 15% ^{ef} 13% ^{efj}	50 20 17% ^{efj} 6%	48 60 14% ^{ef} 13%	57 57 11% 11%	15 38 6% 14% ^{lp}	25 40 12% 17% ^{lp}	53 65 10% ^l 14% ^l	117 117 12% 12%								

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

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

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL
	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	
UNWEIGHTED BASE	963	496 467	126 129	153 155	150 250	255 308	400 408	555	192 292	223 256	484 479	963							
WEIGHTED BASE	978	473 504	135 166	158 172	137 210	301 330	347 459	519	258 270	213 237	528 450	963							
	100%	48% 52%	14% 17%	16% 18%	14% 21%	31% 34%	35% 47%	53%	26% 28%	22% 24%	54% 46%	99%							
Personal finances (NET)	314	151 164	45 67	58 57	33 54	112 115	87 170	144	89 76	65 85	165 150	308							
	32%	32% 32%	33% 41% ^{gh}	37% ^{gh}	33% 24%	26% 37% ^{gh}	35% ^{gh}	25%	37% 28%	34% 28%	31% 36%	31% 33%	32%						
Median	2	2 2	2 2	2 3	2 2	2 2	2 2	2 2	3 2	2 2	2 2	2							

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 Overlap formulae used.

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Ageing population/ Social care for the elderly	93 10%	83 10%e	2 4%	8 10%	22 7%	14 6%	33 11%	31 12%	38 11%	10 8%	29 11%	19 14%de	36 12%	33 10%	11 8%	13 7%	69 11%	24 7%	90 9%
AIDS	8 1%	8 1%	- -	- -	2 1%	2 1%	- -	- -	6 2%f	6 5%acd efgij	6 2%af	- -	1 *	2 *	1 1%	5 3%ko	2 *	6 2%o	9 1%
Animal welfare	14 1%	11 1%	- -	3 4%g	5 2%	2 1%	6 2%	6 2%	3 1%	2 1%	3 1%	1 1%	5 2%	4 1%	3 2%	1 1%	9 1%	5 1%	16 2%
Bird flu/Pandemic flu/Swine flu	4 *	2 *	- -	1 2%gi	2 1%	* *	2 1%	2 1%	- -	- -	- -	- -	* *	1 *	2 1%	- -	2 *	2 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	116 12%	105 12%h	6 12%h	5 6%	34 11%h	29 13%h	45 15%ch	39 15%	37 10%h	4 3%	24 9%h	20 14%hi	68 22%lm nop	30 10%np	9 6%	6 3%	99 16%lmn p	15 5%	111 12%
Countryside/Rural life	13 1%	12 1%	1 3%	- -	2 1%	2 1%	6 2%	5 2%	5 1%	2 1%	5 2%	4 2%	5 1%	5 2%	- -	3 2%	10 2%	3 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	109 11%	98 12%	3 5%	9 10%	33 10%	24 10%	26 9%	23 9%	51 14%f	18 15%	43 16%af	25 17%f	36 11%	34 11%	19 13%	19 10%	71 11%	37 11%	116 12%
Defence/Foreign affairs/ International terrorism	68 7%	53 6%	3 7%	11 13%ade f	24 8%	13 6%	20 6%	16 6%	24 7%	7 5%	19 7%	12 8%	24 8%np	30 10%np	7 5%	5 3%	54 9%np	12 4%	70 7%
Drug abuse	63 6%	53 6%	- -	11 13%ab fgj	31 10%abf g	20 9%b	13 4%	13 5%	19 5%	11 9%bg	17 7%	6 5%	14 5%	25 8%	12 8%	12 6%	39 6%	24 7%	71 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 Overlap formulae used. * small base
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What do you see as the main/other important issues facing Britain today?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Economy/Economic situation	318 33%	274 33%h	21 42%fh	23 26%	92 29%	69 30%	90 29%	69 27%	136 38%ac dfhi	30 25%	92 35%h	62 43%ac defhi	93 29%	124 40%km nop	41 28%	55 29%	217 35%k	96 29%	296 31%
Education/Schools	150 15%	133 16%	6 12%	12 14%	47 15%	35 15%	40 13%	35 14%	62 18%h	12 10%	41 15%h	29 20%h	55 17%mn p	66 21%mp	12 8%	16 8%	121 19%mp	28 8%	125 13%
Foot and mouth outbreak/Farming crisis	3 *	3 *	- -	- -	1 *	1 *	2 1%	2 1%	- -	- -	- -	- -	2 1%	- -	1 *	- -	2 *	1 *	3 *
Housing	135 14%	116 14%e	6 11%	13 15%	34 11%	21 9%	37 12%	31 12%	64 18%ad efj	40 33%ab cdefg ij	57 22%ad efgj	17 12%	33 10%	43 14%	26 17%k	31 16%	75 12%	57 17%k	134 14%
Inflation/Prices	111 11%	92 11%	7 13%	13 15%de	30 9%	17 7%	31 10%	25 10%	50 14%ae	34 28%ac defgi j	47 18%ade fgj	13 9%	29 9%	36 12%	15 10%	30 16%k	65 10%	46 14%	113 12%
Local government/ Council tax	24 2%	22 3%	- -	2 2%	8 2%	6 3%	7 2%	7 3%	9 3%	5 4%	9 3%	4 3%	9 3%	8 3%	4 2%	2 1%	17 3%	6 2%	25 3%
Low pay/Minimum wage/Fair wages	77 8%	66 8%	1 2%	10 12%bde	23 7%	13 6%	19 6%	18 7%	35 10%	20 16%ab defgi j	30 11%abe fj	10 7%	18 6%	17 5%	22 15%kl o	19 10%o	35 6%	41 12%klo	81 8%
Morality/ Individual behaviour/ Lifestyle	70 7%	61 7%h	6 11%h	4 4%	18 6%	15 6%	27 9%h	21 8%	25 7%h	3 3%	19 7%h	16 11%ghi	23 7%	28 9%	9 6%	9 5%	51 8%	18 5%	59 6%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
National health service/Hospitals/Healthcare	230 24%	209 25%ch	8 16%	14 16%	69 22%	56 24%	70 23%	63 24%	91 26%ch	21 17%	61 23%h	41 28%ch	86 27%mn	84 27%mn	26 18%	31 16%	170 27%mn	57 17%	219 23%
Nationalisation/ Government control of institutions	22 2%	21 2%	1 2%	1 1%	7 2%	6 3%	10 3%	9 4%	5 1%	4 3%	5 2%	2 1%	8 3%	7 2%	4 2%	3 2%	15 2%	7 2%	23 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	5 1%	-	1 1%	3 1%	3 1%	1 *	1 1%	1 *	1 1%	1 *	-	2 1%	1 *	1 1%	1 1%	4 1%	2 1%	8 1%
Pensions/Social security/Benefits	104 11%	95 11%h	4 8%	5 5%	30 10%	26 11%h	34 11%h	30 12%	39 11%h	6 5%	28 10%h	22 16%ch	39 12%	34 11%	16 11%	13 7%	73 12%	29 9%	95 10%
Petrol prices/Fuel	60 6%	51 6%	1 1%	8 10%	21 7%	12 5%	16 5%	15 6%	24 7%	8 6%	21 8%	13 9%	23 7%mn	23 7%mn	3 2%	12 6%	46 7%mn	14 4%mn	54 6%
Pollution/ Environment	70 7%	64 8%f	-	6 7%	19 6%	13 6%	10 3%	10 4%	41 12%ab	13 11%bf	31 12%ab	18 13%abd	17 5%	31 10%mn	5 4%	16 9%	48 8%k	21 6%mn	59 6%
Population levels/ Overpopulation	58 6%	54 6%de	-	4 4%	6 2%	3 1%	21 7%de	21 8%	30 9%bde	11 9%bd	28 11%ab	17 12%abd	14 5%	27 9%	8 6%	8 4%	41 7%k	16 5%	51 5%
Pound/Exchange rate/Value of pound	7 1%	6 1%	-	2 2%f	3 1%	2 1%	-	-	4 1%	1 1%	3 1%	2 1%	2 1%	3 1%	-	2 1%	5 1%	2 1%	6 1%

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
	100%	86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Poverty/Inequality	156	127	7	23	65	42	37	31	54	26	38	12	39	51	31	36	90	67	152
	16%	15%j	13%	26%af	20%af	18%j	12%	12%	15%j	22%af	14%j	8%	12%	16%	21%ko	19%	14%	20%ko	16%
Privatisation	16	13	-	4	7	3	3	3	7	2	5	2	8	1	3	4	9	7	18
	2%	2%	-	4%f	2%	1%	1%	1%	2%	2%	2%	2%	3%l	*	2%	2%	2%l	2%	2%
Public services in general	62	56	2	4	22	18	13	11	26	10	19	9	15	30	9	8	45	17	59
	6%	7%	4%	5%	7%	8%	4%	4%	7%	8%	7%	6%	5%	9%k	6%	4%	7%k	5%	6%
Race relations/ Immigration/ Immigrants	379	340	18	21	99	77	121	103	159	34	112	78	144	129	53	51	273	104	369
	39%	40%cd	37%	25%	31%	34%	40%cd	40%	45%ac	28%	42%cd	55%ab	46%np	41%np	36%p	27%	44%np	31%	38%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43	10	-	33	35	2	1	1	8	1	5	5	13	16	8	6	28	14	50
	4%	1%	-	38%ab	11%abe	1%	*	*	2%f	1%	2%	3%f	4%	5%	6%	3%	4%	4%	5%
Taxation	57	52	2	3	14	12	22	19	21	15	19	4	13	24	2	17	37	19	55
	6%	6%	5%	3%	4%	5%	7%	8%	6%	12%acd	7%j	3%	4%	8%am	1%	9%kmp	6%am	6%am	6%
Trade unions/ Strikes	5	3	-	2	2	-	2	2	1	1	1	-	1	3	-	1	4	1	5
	1%	*	-	2%e	*	-	1%	1%	*	1%	1%	-	*	1%	-	*	1%	*	1%
Transport/Public transport	35	32	1	2	7	4	4	2	25	14	19	5	11	12	2	10	23	12	34
	4%	4%f	2%	3%	2%	2%	1%	1%	7%ad	11%acd	7%ade	4%	4%	4%	1%	5%	4%	4%am	4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	963	802	53	108	341	233	283	230	339	134	252	118	312	269	185	183	581	368	963
WEIGHTED BASE	978	841	49*	87*	317	230	306	257	355	122	265	143	315	313	147	190	627	337	963
100%		86%	5%*	9%*	32%	23%	31%	26%	36%	13%	27%	15%	32%	32%	15%	19%	64%	34%	99%
Unemployment/ Factory closure/ Lack of industry	272 28%	217 26%	27 55%ac defgh ij	28 33%	97 31%a	69 30%	89 29%	62 24%	86 24%	35 28%	71 27%	36 25%	75 24%	85 27%	47 32%	60 32%	160 25%	107 32%ko	271 28%
Other	47 5%	40 5%e	3 7%	4 5%	9 3%	5 2%	18 6%e	15 6%	20 6%e	4 3%	17 6%eh	13 9%ade	21 7%	13 4%	4 3%	8 4%	34 5%	12 4%	46 5%
MEAN NUMBER OF MENTIONS	3.20	3.19e	2.86	3.43d	3.03	2.88	3.04	3.07	3.48a	3.40e	3.57a	3.72a	3.25p	3.47m	2.98	2.85	3.36n	2.91	3.14
STANDARD ERROR	0.07	0.07	0.13	0.31	0.12	0.10	0.11	0.13	0.12	0.18	0.16	0.27	0.12	0.15	0.10	0.14	0.10	0.09	0.07
ERROR VARIANCE	*	0.01	0.02	0.10	0.01	0.01	0.01	0.02	0.02	0.03	0.03	0.07	0.02	0.02	0.01	0.02	0.01	0.01	*
Don't know	117 12%	101 12%gh	7 15%h	9 10%	37 12%h	29 13%h	54 18%ag	47 18%	26 7%	6 5%	20 8%	14 10%	41 13%lo	23 7%	22 15%l	27 14%l	64 10%l	49 15%l	117 12%
Personal finances (NET)	314 32%	261 31%	15 30%	38 44%ad efj	106 34%e	68 29%	84 27%	70 27%	124 35%j	63 52%ab defgi j	101 38%af j	37 26%	89 28%	95 30%	57 39%ko	72 38%ko	183 29%	130 38%kl o	308 32%
Median	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Ageing population/ Social care for the elderly	93 10%	45 10%	9 9%	40 9%	1 3%	27 16%ir	22 9%	4 13%	67 8%	31 16%ir	6 5%	6 5%	45 14%l	21 7%	90 9%
AIDS	8 1%	6 1%	- -	2 *	- -	2 1%	4 1%	- -	7 1%	2 1%	- -	1 1%	1 *	5 1%	9 1%
Animal welfare	14 1%	7 2%	2 2%	5 1%	- -	- -	6 2%	1 3%	14 2%	1 1%	- -	2 2%	7 2%	1 *	16 2%
Bird flu/Pandemic flu/Swine flu	4 *	3 1%	- -	* *	- -	1 1%	- -	- -	2 *	1 1%	- -	* *	3 1%	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	116 12%	43 10%	15 15%	58 13%	4 10%	33 20%gi	19 8%	5 15%	83 10%	38 19%gi	27 26%gi	12 11%	57 18%	21 7%	111 12%
Countryside/Rural life	13 1%	6 1%	- -	7 2%	1 4%	2 1%	4 1%	1 3%	11 1%	3 1%	2 2%	- -	4 1%	5 2%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	109 11%	48 11%	8 8%	53 12%	5 13%	17 10%	23 10%	1 2%	92 11%	18 9%	14 14%	11 10%	42 13%	41 13%	116 12%
Defence/Foreign affairs/ International terrorism	68 7%	32 7%	5 5%	31 7%	2 6%	26 16%gir	13 5%	2 6%	41 5%	28 14%gir	5 5%	4 4%	34 11%l	24 8%	70 7%
Drug abuse	63 6%	31 7%	8 8%	25 6%	4 9%	9 5%	17 7%	3 9%	55 7%	11 6%	2 2%	11 10%	22 7%	29 9%	71 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Economy/Economic situation	318	163	29	127	10	63	77	18	255	80	22	23	137	123	296
	33%	38% _c	29%	28%	27%	38% _r	32%	55%	31% _r	41% _{ir}	22%	22%	44% _l	40%	31%
Education/Schools	150	58	22	71	2	35	36	5	115	40	12	11	77	61	125
	15%	13%	22% _d	16%	6%	21% _i	15%	15%	14%	20%	12%	10%	24% _l	20%	13%
Foot and mouth outbreak/Farming crisis	3	3	-	-	-	-	1	-	3	-	-	-	-	1	3
	*	1%	-	-	-	-	*	-	*	-	-	-	-	*	*
Housing	135	76	11	48	3	17	43	5	118	22	10	12	47	50	134
	14%	17% _c	11%	11%	8%	10%	18%	16%	15%	11%	10%	11%	15%	16%	14%
Inflation/Prices	111	61	8	43	5	11	43	2	100	13	2	14	28	49	113
	11%	14%	8%	10%	12%	6%	18% _{fij}	7%	12% _{jr}	7%	2%	13%	9%	16%	12%
Local government/ Council tax	24	12	2	10	-	4	9	1	20	5	1	3	8	7	25
	2%	3%	2%	2%	-	2%	4%	3%	2%	3%	1%	3%	3%	2%	3%
Low pay/Minimum wage/Fair wages	77	41	11	25	1	11	29	1	66	12	4	4	28	31	81
	8%	10% _c	11%	6%	4%	7%	12% _{ir}	2%	8%	6%	4%	3%	9%	10%	8%
Morality/ Individual behaviour/ Lifestyle	70	36	6	28	1	18	10	1	52	19	10	8	32	17	59
	7%	8%	6%	6%	3%	11% _g	4%	2%	6%	10% _g	9%	7%	10%	6%	6%
National health service/Hospitals/ Healthcare	230	93	25	113	5	45	51	6	186	51	21	17	97	64	219
	24%	21%	25%	25%	14%	27%	21%	19%	23%	26%	21%	16%	31% _l	21%	23%
Nationalisation/ Government control of institutions	22	10	1	12	-	4	4	-	18	4	3	2	11	3	23
	2%	2%	1%	3%	-	2%	2%	-	2%	2%	3%	2%	4%	1%	2%

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	2 1%	2 2%	2 *	1 2%	-	2 1%	-	6 1%	-	1 1%	1 1%	2 1%	2 1%	8 1%
Pensions/Social security/Benefits	104 11%	41 9%	9 9%	54 12%	3 7%	26 16%i	23 10%	4 11%	78 10%	30 15%i	10 10%	6 5%	37 12%	31 10%	95 10%
Petrol prices/Fuel	60 6%	37 9% ^c	6 6%	17 4%	1 3%	9 5%	18 7%	2 6%	52 6%	10 5%	5 5%	3 3%	25 8%	26 8%	54 6%
Pollution/ Environment	70 7%	36 8%	9 9%	25 6%	1 3%	8 5%	16 7%	6 20%	62 8%	14 7% ^f	4 4%	1 *	34 11% ^l	32 10%	59 6%
Population levels/ Overpopulation	58 6%	32 7%	6 6%	20 4%	2 4%	15 9%	12 5%	-	43 5%	15 7%	4 4%	4 4%	28 9%	21 7%	51 5%
Pound/Exchange rate/Value of pound	7 1%	3 1%	2 2%	2 *	-	2 1%	2 1%	-	6 1%	2 1%	-	1 1%	3 1%	2 1%	6 1%
Poverty/Inequality	156 16%	60 14%	24 25% ^a	72 16%	5 13%	12 7%	47 19% ^{fj}	10 31%	145 18% ^{fj}	22 11% ^f	13 13%	16 15%	55 18%	60 20%	152 16%
Privatisation	16 2%	4 1%	3 3%	10 2%	-	2 1%	7 3%	-	15 2%	2 1%	3 2%	2 2%	6 2%	2 1%	18 2%
Public services in general	62 6%	30 7%	4 4%	28 6%	1 3%	9 6%	13 5%	3 8%	52 6%	12 6%	6 6%	3 3%	27 9% ^l	30 10%	59 6%
Race relations/ Immigration/ Immigrants	379 39%	165 38%	44 44%	171 38%	10 27%	86 53% ^{gi}	66 27%	6 19%	293 36% ^g	93 47% ^{gi}	83 82% ^{fg}	43 41%	132 42%	113 37%	369 38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
100%		44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	20 5%	5 6%	17 4%	3 8%	6 4%	11 5%	* 1%	37 5%	6 3%	4 4%	5 4%	13 4%	10 3%	50 5%
Taxation	57 6%	37 9% _c	8 8% _c	11 3%	-	13 8%	19 8% _r	2 6%	44 5%	14 7%	2 2%	2 2%	22 7%	27 9%	55 6%
Trade unions/ Strikes	5 1%	3 1%	1 1%	1 *	-	1 1%	2 1%	- -	4 *	1 1%	- -	- -	5 2%	3 1%	5 1%
Transport/Public transport	35 4%	16 4%	7 7% _c	11 3%	-	5 3%	10 4%	- -	30 4%	5 3%	2 2%	2 2%	15 5%	18 6%	34 4%
Unemployment/ Factory closure/ Lack of industry	272 28%	119 28%	22 22%	131 29%	21 55% _{ab} c	26 16%	90 37% _{fi} j	5 17%	246 30% _{fj}	31 16%	27 26%	33 31%	75 24%	97 32%	271 28%
Other	47 5%	19 4%	6 6%	23 5%	-	12 7% _g	5 2%	5 17%	35 4% _g	18 9% _{gi}	3 3%	3 3%	20 6%	13 4%	46 5%
MEAN NUMBER OF MENTIONS	3.20	3.33 _d	3.31	3.04	2.59	3.50	3.20	3.13	3.13	3.44	3.10	2.62	3.80 _l	3.52	3.14
STANDARD ERROR	0.07	0.12	0.29	0.08	0.20	0.23	0.14	0.31	0.07	0.20	0.14	0.12	0.18	0.15	0.07
ERROR VARIANCE	*	0.01	0.08	0.01	0.04	0.06	0.02	0.10	*	0.04	0.02	0.01	0.03	0.02	*
Don't know	117 12%	44 10%	11 11%	63 14%	6 16%	20 12%	20 8%	2 6%	97 12%	22 11%	6 6%	15 14% _m	13 4%	35 11%	117 12%
Personal finances (NET)	314 32%	146 34%	36 36%	133 30%	9 24%	31 19%	108 45% _{fi} jr	13 40%	283 35% _{fj} r	44 23% _f	22 22%	30 28%	100 32%	119 39%	308 32%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 6th - 15th June 2014
Number of sample points : 181
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	963	358	87	518	46	146	256	30	817	176	105	124	263	282	963
WEIGHTED BASE	978	433	99*	446	38*	164	242	32**	813	196	102*	106	315	306	963
	100%	44%	10%*	46%	4%*	17%	25%	3%**	83%	20%	10%*	11%	32%	31%	99%
Median	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Ageing population/ Social care for the elderly	93 10%	44 14%d	40 17%d	19 17%d	32 8%	11 17%d	23 15%d	23 8%	56 10%	14 9%	89 10%k	4 4%	15 9%	37 10%	19 20%qs	26 10%	10 12%	14 10%	90 9%
AIDS	8 1%	1 *	* *	- -	- -	1 1%	1 1%	7 3%h	1 *	- -	4 *	4 4%j	1 1%	5 1%	1 1%	2 1%	2 2%	- -	9 1%
Animal welfare	14 1%	2 1%	5 2%	2 2%	3 1%	2 4%f	- -	3 1%	10 2%	2 1%	13 2%	1 1%	6 3%	4 1%	1 1%	3 1%	- -	3 2%	16 2%
Bird flu/Pandemic flu/Swine flu	4 *	1 *	2 1%	- -	- -	- 1%	1 1%	* *	2 *	1 1%	3 *	* *	3 2%am	- -	- -	- -	- -	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	116 12%	35 11%	29 13%	15 13%	60 16%	16 24%ab	32 21%ab	20 7%	67 12%g	29 19%g	112 13%k	3 2%	18 11%	39 11%	24 25%qs	32 13%qs	21 24%qs	10 7%	111 12%
Countryside/Rural life	13 1%	7 2%	5 2%	3 2%	4 1%	3 4%	3 2%	2 1%	7 1%	4 3%	12 1%	1 1%	- -	6 2%	5 6%q	3 1%	1 1%	2 2%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	109 11%	29 9%	34 15%a	109 100%abd ef	51 14%	16 23%ad	22 15%	39 14%i	60 11%	10 7%	94 11%	15 14%	13 8%	42 12%	13 14%	35 14%	13 15%	20 14%	116 12%
Defence/Foreign affairs/ International terrorism	68 7%	25 8%	17 8%	16 14%bd	27 7%	68 100%abcd f	14 9%	8 3%	41 8%g	18 12%g	60 7%	8 7%	8 5%	27 8%	12 13%	19 7%	8 9%	10 7%	70 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 6th - 15th June 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Drug abuse	63	13	14	21	18	4	13	34	26	3	49	15	12	25	4	20	8	11	71
	6%	4%	6%	19%abdef	5%	6%	8%	12%hi	5%	2%	6%	13%j	7%	7%	5%	8%	9%	8%	7%
Economy/Economic situation	318	318	98	29	104	25	60	78	181	58	290	26	56	134	42	73	23	42	296
	33%	100%bcd	42%cd	27%	27%	38%	40%cd	28%	33%	38%	34%k	23%	34%	37%	45%qrs	29%	26%	30%	31%
Education/Schools	150	60	70	22	64	14	150	38	83	29	139	11	32	46	22	28	15	10	125
	15%	19%	31%acd	20%	17%	21%	100%abcde	13%	15%	19%	16%	10%	19%	13%	24%qs	11% ^s	17%qs	7%	13%
Foot and mouth outbreak/Farming crisis	3	1	-	-	-	-	-	2	1	-	1	2	-	2	-	-	-	-	3
	*	*	-	-	-	-	-	1%	*	-	*	2%j	-	1%	-	-	-	-	*
Housing	135	45	33	24	45	14	21	47	75	12	108	27	23	62	18	39	9	23	134
	14%	14%	15%	22%ad	12%	20%	14%	17%i	14%	8%	13%	24%j	14%	17%	19%	15%	10%	16%	14%
Inflation/Prices	111	42	22	18	32	8	10	53	50	8	84	27	22	48	10	32	9	19	113
	11%	13%df	9%	16%df	8%	11%	7%	19%hi	9%	5%	10%	24%j	13%	13%	11%	13%	11%	14%	12%
Local government/Council tax	24	8	11	6	5	4	5	7	14	3	18	6	3	11	6	6	1	3	25
	2%	3%	5% ^d	5% ^d	1%	6% ^d	3%	2%	3%	2%	2%	5% ^j	2%	3%	6%	2%	2%	2%	3%
Low pay/Minimum wage/Fair wages	77	25	14	15	25	6	10	33	35	9	62	15	19	33	8	25	7	15	81
	8%	8%	6%	14%bd	7%	8%	7%	12%h	6%	6%	7%	13% ^j	11%	9%	8%	10%	8%	11%	8%
Morality/Individual behaviour/Lifestyle	70	28	10	14	26	12	12	14	42	14	64	6	7	34	9	26	10	14	59
	7%	9% ^b	4%	13%bd	7%	18%abdf	8%	5%	8%	9%	7%	5%	4%	9%	10%	10%	11%	10%	6%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
National health service/Hospitals/Healthcare	230	98	230	34	90	17	70	54	132	44	213	16	44	73	32	53	28	20	219
	24%	31% ^d	100% ^{acdef}	31%	24%	26%	47% ^{acd}	19%	24%	29% ^g	25% ^k	14%	26%	20%	34% ^{qs}	21% ^s	31% ^{qs}	14%	23%
Nationalisation/Government control of institutions	22	10	8	6	8	5	6	7	12	4	19	3	1	10	6	8	3	3	23
	2%	3%	3%	6% ^d	2%	8% ^d	4%	2%	2%	2%	2%	3%	1%	3%	7%	3%	3%	2%	2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	6	1	1	2	2	2	1	3	2	1	5	1	1	3	-	1	-	1	8
	1%	*	1%	2%	3% ^{ad}	*		1%	*	*	1%	1%	*	1%	-	*	-	*	1%
Pensions/Social security/Benefits	104	42	48	18	49	13	24	18	65	20	99	4	14	36	13	34	17	16	95
	11%	13%	21% ^{ad}	16%	13%	19%	16%	7%	12% ^g	13% ^g	11% ^k	4%	8%	10%	14%	13%	20%	12%	10%
Petrol prices/Fuel	60	39	27	16	22	6	17	13	41	6	54	7	6	36	8	19	6	12	54
	6%	12% ^d	12% ^d	15% ^d	6%	8%	12% ^d	5%	8%	4%	6%	6%	4%	10% ^l	8%	7%	7%	9%	6%
Pollution/Environment	70	38	30	12	23	5	23	21	37	11	66	3	12	33	12	21	6	11	59
	7%	12% ^d	13% ^d	11% ^d	6%	8%	16% ^d	8%	7%	7%	8%	3%	7%	9%	13%	8%	6%	8%	6%
Population levels/Overpopulation	58	25	20	9	32	5	15	18	33	6	55	2	8	30	7	20	6	10	51
	6%	8%	9%	9%	8%	8%	10%	7%	6%	4%	6%	2%	5%	8%	7%	8%	7%	7%	5%
Pound/Exchange rate/Value of pound	7	6	5	2	2	2	2	1	3	3	6	1	-	5	2	4	2	2	6
	1%	2%	2%	2%	1%	4% ^d	2%	*	1%	2%	1%	1%	-	1%	2%	2%	3%	1%	1%

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Poverty/Inequality	156	48	31	21	40	9	29	51	90	16	137	19	24	59	20	39	11	20	152
	16%	15%	13%	19% ^d	11%	13%	19% ^d	18%	17%	10%	16%	17%	14%	16%	21%	15%	13%	14%	16%
Privatisation	16	9	6	5	7	3	3	7	4	5	16	1	-	7	3	6	2	4	18
	2%	3%	3%	5%	2%	4%	2%	3% ^h	1%	3% ^h	2%	1%	-	2%	3%	2%	2%	3%	2%
Public services in general	62	22	26	10	22	6	16	21	29	11	53	9	8	25	10	20	4	16	59
	6%	7%	11% ^d	9%	6%	8%	11%	8%	5%	7%	6%	8%	5%	7%	11%	8%	4%	12% ^q	6%
Race relations/Immigration/Immigrants	379	104	90	51	379	27	64	98	212	69	356	21	75	130	37	113	50	56	369
	39%	33%	39%	47% ^a	100% ^{abc}	40%	42% ^a	35%	39%	44%	41% ^k	19%	45%	36%	40%	44%	57% ^{pqs}	40%	38%
Scottish/Welsh assembly/Devolution/Constitutional reform	43	15	11	5	13	6	6	4	30	8	43	-	9	16	5	15	2	10	50
	4%	5%	5%	5%	3%	8%	4%	2%	6% ^g	5% ^g	5% ^k	-	6%	4%	5%	6%	2%	7%	5%
Taxation	57	21	14	10	22	7	9	19	31	6	40	16	3	40	7	21	4	13	55
	6%	6%	6%	9%	6%	10%	6%	7%	6%	4%	5%	15% ^j	2%	11% ^l	8%	8%	4%	9%	6%
Trade unions/ Strikes	5	2	2	2	3	2	1	1	4	-	4	1	-	4	-	4	2	3	5
	1%	*	1%	2%	1%	3% ^a	*	1%	1%	-	*	1%	-	1%	-	2%	2%	2%	1%
Transport/Public transport	35	17	14	7	12	4	11	19	10	7	30	5	3	21	3	5	1	3	34
	4%	5%	6%	7%	3%	7%	7% ^d	7% ^h	2%	4%	4%	4%	2%	6%	3%	2%	1%	2%	4%
Unemployment/Factory closure/Lack of industry	272	76	60	34	89	12	46	72	168	33	232	39	50	92	16	61	21	31	271
	28%	24%	26%	31% ^e	24%	18%	30%	26%	31% ⁱ	21%	27%	35%	30%	26%	17%	24%	24%	22%	28%

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

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	963	296	219	116	369	70	125	287	531	145	824	136	138	302	81	269	93	150	963
WEIGHTED BASE	978	318	230	109*	379	68*	150	279	544	155	863	112	167	360	93*	256	88*	139	963
	100%	33%	24%	11%*	39%	7%*	15%	29%	56%	16%	88%	11%	17%	37%	10%*	26%	9%*	14%	99%
Other	47	11	9	5	14	6	10	8	31	9	45	2	2	21	6	6	3	3	46
	5%	4%	4%	5%	4%	10%ad	7%	3%	6%	6%	5%	1%	1%	6%l	7%	2%	4%	2%	5%
MEAN NUMBER OF MENTIONS	3.20	4.02d	4.51ad	5.18ad	3.55	5.06ad	4.88ad	3.12	3.21	3.28	3.23	2.96	3.13	3.41	4.11qs	3.31	3.54	3.22	3.14
STANDARD ERROR	0.07	0.17	0.22	0.40	0.13	0.61	0.33	0.12	0.08	0.22	0.08	0.15	0.15	0.15	0.37	0.14	0.21	0.20	0.07
ERROR VARIANCE	*	0.03	0.05	0.16	0.02	0.38	0.11	0.01	0.01	0.05	0.01	0.02	0.02	0.02	0.14	0.02	0.04	0.04	*
Don't know	117	11	4	2	19	2	2	27	59	31	106	12	22	32	5	27	8	19	117
	12%	4%	2%	2%	5%	3%	1%	10%	11%	20%gh	12%	10%	13%	9%	5%	10%	9%	13%	12%
Personal finances (NET)	314	107	63	42	90	13	48	118	167	30	265	49	61	120	32	88	28	48	308
	32%	34%de	27%	38%bde	24%	19%	32%	42%hi	31%i	19%	31%	44%j	37%	33%	34%	34%	32%	34%	32%
Median	2	3	3	3	3	3	4	2	2	2	2	2	2	2	3	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	963	107	148	162	146	215	185	963
WEIGHTED BASE	978	138	163	191	139	199	148	963
	100%	14%	17%	20%	14%	20%	15%	99%
Ageing population/ Social care for the elderly	93 10%	9 7%	7 4%	21 11%	11 8%	29 15%	17 12%	90 9%
AIDS	8 1%	* *	5 3%	- -	2 1%	- -	1 1%	9 1%
Animal welfare	14 1%	2 1%	2 1%	- -	1 1%	5 3%	4 3%	16 2%
Bird flu/Pandemic flu/Swine flu	4 *	- -	2 1%	1 1%	- -	- -	* *	3 *
Common Market/EU/ Europe/Euro/ Constitution	116 12%	9 7%	6 4%	24 13%	8 6%	51 26%	18 12%	111 12%
Countryside/Rural life	13 1%	- -	2 1%	3 1%	2 1%	4 2%	2 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	109 11%	12 9%	14 8%	26 14%	15 11%	25 12%	18 12%	116 12%
Defence/Foreign affairs/ International terrorism	68 7%	15 11%	1 1%	15 8%	7 5%	19 10%	10 7%	70 7%
Drug abuse	63 6%	6 5%	11 7%	15 8%	16 12%	11 6%	4 3%	71 7%
Economy/Economic situation	318 33%	51 37%	42 26%	83 43%	42 30%	67 34%	32 22%	296 31%
Education/Schools	150 15%	20 14%	16 10%	56 29%	10 7%	39 20%	9 6%	125 13%

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	963	107	148	162	146	215	185	963
WEIGHTED BASE	978	138	163	191	139	199	148	963
	100%	14%	17%	20%	14%	20%	15%	99%
Foot and mouth outbreak/Farming crisis	3 *	-	1	1	1	-	-	3
		-	1%	*	1%	-	-	*
Housing	135 14%	19	34	23	21	26	11	134
		14%	21%	12%	15%	13%	8%	14%
Inflation/Prices	111 11%	17	30	19	15	14	15	113
		12%	19%	10%	11%	7%	10%	12%
Local government/Council tax	24 2%	1	2	6	5	6	4	25
		1%	1%	3%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	77 8%	14	20	13	12	9	9	81
		10%	12%	7%	9%	4%	6%	8%
Morality/Individual behaviour/Lifestyle	70 7%	7	3	24	6	22	7	59
		5%	2%	13%	4%	11%	5%	6%
National health service/Hospitals/Healthcare	230 24%	24	25	60	27	59	35	219
		18%	15%	31%	19%	30%	23%	23%
Nationalisation/Government control of institutions	22 2%	5	1	5	-	7	5	23
		3%	1%	3%	-	3%	3%	2%
Northern Ireland	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	6 1%	1	-	1	1	1	2	8
		1%	-	*	1%	1%	1%	1%
Pensions/Social security/Benefits	104 11%	10	11	24	9	31	18	95
		8%	7%	13%	6%	15%	12%	10%
Petrol prices/Fuel	60 6%	12	4	13	13	13	6	54
		8%	2%	7%	9%	7%	4%	6%

Respondent type : GB Adults 18+
Fieldwork dates : 6th - 15th June 2014
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	963	107	148	162	146	215	185	963
WEIGHTED BASE	978	138	163	191	139	199	148	963
	100%	14%	17%	20%	14%	20%	15%	99%
Pollution/ Environment	70 7%	15 11%	7 4%	26 14%	8 6%	9 4%	5 4%	59 6%
Population levels/ Overpopulation	58 6%	5 4%	5 3%	18 9%	10 7%	9 5%	10 7%	51 5%
Pound/Exchange rate/Value of pound	7 1%	- -	1 1%	3 2%	1 1%	2 1%	- -	6 1%
Poverty/Inequality	156 16%	23 17%	28 17%	42 22%	23 17%	27 14%	13 9%	152 16%
Privatisation	16 2%	2 2%	4 3%	1 1%	- -	6 3%	3 2%	18 2%
Public services in general	62 6%	8 6%	4 2%	22 12%	11 8%	8 4%	9 6%	59 6%
Race relations/ Immigration/ Immigrants	379 39%	40 29%	44 27%	76 40%	59 42%	94 47%	68 46%	369 38%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	5 4%	7 4%	7 4%	6 5%	14 7%	4 3%	50 5%
Taxation	57 6%	14 11%	6 4%	13 7%	12 8%	8 4%	4 2%	55 6%
Trade unions/ Strikes	5 1%	- -	- -	2 1%	1 1%	2 1%	- -	5 1%
Transport/Public transport	35 4%	4 3%	7 4%	13 7%	4 3%	4 2%	4 2%	34 4%
Unemployment/ Factory closure/ Lack of industry	272 28%	45 33%	59 36%	43 22%	52 37%	42 21%	31 21%	271 28%

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UNWEIGHTED BASE	963	107	148	162	146	215	185	963
WEIGHTED BASE	978	138	163	191	139	199	148	963
	100%	14%	17%	20%	14%	20%	15%	99%
Other	47	3	1	18	6	14	5	46
	5%	2%	*	9%	4%	7%	3%	5%
MEAN NUMBER OF MENTIONS	3.20	3.07	2.70	3.81	3.05	3.50	2.78	3.14
STANDARD ERROR	0.07	0.17	0.13	0.22	0.13	0.17	0.10	0.07
ERROR VARIANCE	*	0.03	0.02	0.05	0.02	0.03	0.01	*
Don't know	117	22	28	10	9	20	27	117
	12%	16%	17%	5%	7%	10%	19%	12%
Personal finances (NET)	314	50	63	66	49	49	38	308
	32%	36%	38%	34%	35%	25%	26%	32%
Median	2	2	2	3	2	2	2	2

Respondent type : GB Adults 18+
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	963