

ISSUES INDEX (FINAL)

Table 1
Q.PL01
What would you say is the most important issue 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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Ageing population/ Social care for the elderly	18 2%	7 1%	11 2%	1 1%	1 1%	4 3%	2 1%	3 2%	6 3%	2 1%	6 2%	9 3%	7 2%	11 2%	5 2%	5 2%	3 1%	5 2%	10 2%	8 2%	17 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	- *	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	-	*	1 *	-	1 *	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	9 2%	3 1%	1 1%	4 3%	-	1 1%	1 1%	5 2% _j	5 2%	1 *	6 2%	5 1%	7 1%	6 2%	3 1%	2 1%	2 1%	9 2%	4 1%	14 1%
Countryside/Rural life	1 *	- *	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40 4%	16 3%	25 5%	11 8% _{gk}	5 3%	6 4%	8 5%	2 1%	8 4%	16 6%	15 4%	10 3%	23 5%	18 4%	5 2%	11 4%	9 4%	15 7% _{lp}	16 3%	24 6% _l	41 4%
Defence/Foreign affairs/ International terrorism	6 1%	5 1%	1 *	-	1 1%	-	-	2 2% _j	2 1%	1 *	-	5 1% _j	1 *	5 1%	-	2 1%	4 2% _{lo}	-	2 *	4 1%	10 1%
Drug abuse	6 1%	-	6 1% _a	3 2% _k	1 1%	-	1 1%	-	1 1%	4 1%	1 *	1 *	4 1%	2 *	-	2 1%	1 *	3 1%	2 *	4 1%	6 1%
Economy/Economic situation	300 31%	159 34%	141 29%	34 25%	39 25%	68 41% _{cd} hi	52 32%	48 34%	59 30%	73 25%	120 36% _{cd} i	107 32%	141 31%	159 32%	111 43% _{no} q	94 35% _{no} q	47 23%	48 21%	204 39% _{no} q	96 22%	284 29%

Proportions/Mean: 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 : 1st - 14th March 2013
Number of sample points : 148
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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Education/Schools	18 2%	8 2%	10 2%	8 6% jk	3 2%	1 1%	3 2%	1 1%	1 1%	12 4% hk	4 1%	2 1%	13 3%	5 1%	5 2%	9 4% nq	1 *	3 1%	14 3% nq	3 1%	16 2%
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing	9 1%	* *	9 2% a	- -	3 2%	1 *	1 1%	3 2%	2 1%	3 1%	2 1%	5 1%	3 1%	6 1%	1 *	1 *	4 2%	3 1%	2 *	7 2%	12 1%
Inflation/Prices	43 4%	17 4%	26 5%	6 5%	14 9% hk	8 5%	6 4%	5 3%	4 2%	20 7% hk	14 4%	8 2%	29 6%	14 3%	3 1%	12 5% lp	15 7% lp	13 6% l	15 3% l	28 6% lp	42 4%
Local government/ Council tax	3 *	3 1%	-	- -	- -	3 2% k	-	-	-	- -	3 1%	-	3 1%	-	-	1 1%	1 1%	-	1 *	1 *	2 *
Low pay/Minimum wage/Fair wages	7 1%	5 1%	2 *	- -	2 2%	1 1%	1 1%	2 2%	* *	2 1%	2 1%	2 1% h	3 1%	3 1%	3 1%	1 *	1 *	2 1%	4 1%	3 1%	7 1%
Morality/ Individual behaviour/ Lifestyle	24 3%	8 2%	16 3%	2 2%	7 4%	2 1%	3 2%	3 2%	7 3%	9 3%	5 2%	10 3%	11 2%	13 3%	7 3%	9 4%	3 2%	4 2%	16 3%	8 2%	21 2%
National health service/Hospitals/ Healthcare	45 5%	15 3%	30 6%	6 5%	6 4%	4 2%	9 6%	11 8%	8 4%	13 4%	13 4%	19 6%	17 4%	28 6%	16 6%	8 3%	11 5%	9 4%	24 5%	21 5%	42 4%
Nationalisation/ Government control of institutions	4 *	3 1%	1 *	- -	1 1%	-	-	1 1%	2 1%	1 *	-	3 1%	1 *	3 1%	1 *	-	2 1%	1 *	1 *	3 1%	4 *
Northern Ireland	1 *	1 *	-	- -	- -	-	-	1 1%	-	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *

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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Nuclear weapons/ Nuclear war/ Disarmament	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Pensions/Social security/Benefits	21 2%	4 1%	17 3%a	5 4%	4 2%	3 2%	3 2%	1 1%	5 3%	9 3%	7 2%	6 2%	12 3%	9 2%	6 2%	4 1%	4 2%	7 3%	10 2%	11 3%	20 2%
Petrol prices/Fuel	5 1%	2 *	3 1%	- -	2 1%	1 *	- -	1 1%	2 1%	2 1%	1 *	3 1%	2 1%	3 1%	1 *	2 1%	- -	2 1%	3 1%	2 1%	5 1%
Pollution/ Environment	3 *	3 1%	- -	2 1%	- -	- -	- -	- -	1 *	2 1%	- -	1 *	2 *	1 *	1 *	2 1%	- -	- -	3 1%	- -	3 *
Population levels/ Overpopulation	6 1%	3 1%	3 1%	1 1%	- -	- -	- -	2 1%	4 2%j	1 *	- -	5 2%j	1 *	5 1%	3 1%	1 *	* -	2 1%	4 1%	2 1%	7 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	38 4%	13 3%	25 5%	4 3%	9 6%	7 5%	8 5%	3 2%	6 3%	13 5%	15 5%	9 3%	21 5%	17 3%	9 3%	9 3%	8 4%	12 5%	18 3%	20 5%	38 4%
Privatisation	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	2 *
Public services in general	14 1%	6 1%	8 2%	2 2%k	4 3%hk	3 2%k	4 3%hk	- -	- -	7 2%hk	7 2%hk	- -	9 2%	4 1%	3 1%	7 3%o	3 2%	- -	10 2%	3 1%	11 1%
Race relations/ Immigration/ Immigrants	137 14%	63 14%	74 15%	11 8%	10 6%	21 13%	26 15%di	24 17%cd	45 23%cde	21 7%	47 14%di	69 20%cdi	42 9%	95 19%	22 9%	42 16%lp	39 19%lp	34 15%l	64 12%l	73 17%l	155 16%

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UNWEIGHTED BASE	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
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	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1*	1*	-	-	-	-	-	-	1*	-	-	1*	-	1*	1*	-	-	-	1*	-	1*
Taxation	9 1%	6 1%	3 1%	-	-	2 1%	2 1%	3 2%i	2 1%	-	5 1%	4 1%	2 *	7 1%	4 1%	4 1%	1 1%	-	7 1%	1 *	9 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1* *	* *	1 *	- -	- -	- -	* *	- -	1 *	- -	* *	1 *	- -	1 *	1 *	- -	- -	* *	1 *	* *	2 *
Unemployment/ Factory closure/ Lack of industry	126 13%	72 15%	55 11%	25 19%hk	27 17%hk	19 11%	22 13%	19 14%h	14 7%	52 18%hk	41 12%	33 10%h	71 16%	55 11%	25 10%	25 10%	31 15%	46 20%lm p	50 10%	76 18%lm p	136 14%
Other	29 3%	18 4%	11 2%	4 3%	5 3%	6 4%	5 3%	3 2%	6 3%	8 3%	11 3%	9 3%	14 3%	15 3%	16 6%moq	6 2%	5 2%	3 1%	21 4% ^m	8 2%	26 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28 3%	16 3%	12 2%	3 3%	7 5%	4 2%	6 4%	1 1%	6 3%	11 4%	9 3%	7 2%	14 3%	13 3%	3 1%	6 2%	11 5%lp	8 4%	8 2%	19 4%lp	29 3%

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Ageing population/ Social care for the elderly	18 2%	12 1%	3 5%j	3 4%j	8 2%	4 2%	5 2%	3 1%	4 1%	3 3%	3 1%	-	9 3%	7 2%	1 1%	2 1%	15 2%	17 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	-	-	-	-	* *	* *	1 *	-	-	-	-	-	1 1%o	-	-	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	12 2%	-	-	6 2%	6 3%f	1 *	1 *	5 2%	1 1%	5 2%	4 4%f	5 2%	6 2%	* *	1 *	11 2%	14 1%
Countryside/Rural life	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40 4%	30 4%	1 2%	9 11%aef gij	20 6%ae	11 5%	10 3%	9 3%	10 3%	5 4%	8 3%	3 2%	10 3%	13 4%	8 6%	10 6%	23 4%	41 4%
Defence/Foreign affairs/ International terrorism	6 1%	5 1%	1 1%	1 1%	3 1%	2 1%	1 *	-	3 1%	3 2%	3 1%	-	2 1%	2 1%	* *	2 1%	4 1%	10 1%
Drug abuse	6 1%	4 *	-	3 3%afg	5 2%af	3 1%	-	-	1 *	1 1%	1 *	-	1 *	1 *	2 1%	2 1%	2 *	6 1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Economy/Economic situation	300	274	11	15	87	73	103	92	109	38	79	41	102	121	26	46	223	284
	31%	33%cd	22%	17%	28%cd	31%cd	33%cd	35%	33%cd	29%	33%cd	37%cd	32%cd	38%cd	20%	26%	35%cd	29%
Education/Schools	18	18	-	-	5	5	8	8	4	3	4	1	4	8	1	4	12	16
	2%	2%	-	-	2%	2%	3%	3%	1%	2%	2%	1%	1%	3%	*	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	9	-	-	4	4	-	-	5	2	3	2	2	3	4	1	4	12
	1%	1%	-	-	1%	2%fg	-	-	2%	1%	1%	2%fg	1%	1%	3%ko	*	1%	1%
Inflation/Prices	43	36	3	5	17	12	10	8	16	11	16	5	4	15	11	13	19	42
	4%	4%	5%	5%	5%	5%	3%	3%	5%	8%afg	7%g	5%	1%	5%k	8%ko	7%ko	3%k	4%
Local government/Council tax	3	-	-	3	3	-	-	-	-	-	-	-	-	1	-	1	1	2
	*	-	-	3%ade fgi	1%a	-	-	-	-	-	-	-	-	*	-	1%	*	*
Low pay/Minimum wage/Fair wages	7	4	-	2	2	-	3	3	1	1	1	1	4	-	2	1	4	7
	1%	1%	-	3%ae	1%	-	1%	1%	*	1%	1%	1%	1%	-	1%l	1%	1%	1%
Morality/Individual behaviour/Lifestyle	24	21	1	3	9	6	6	5	10	4	6	3	8	14	-	1	22	21
	3%	3%	1%	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%cd	4%cd	-	1%	4%cd	2%
National health service/Hospitals/Healthcare	45	34	5	5	14	9	15	10	15	6	11	5	13	12	4	15	25	42
	5%	4%	10%	6%	4%	4%	5%	4%	5%	5%	5%	4%	4%	4%	3%	9%lmo	4%	4%
Nationalisation/Government control of institutions	4	4	-	-	1	1	1	1	2	1	1	-	2	1	-	1	3	4
	*	*	-	-	*	*	*	*	1%	1%	*	-	1%	*	-	1%	*	*

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UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Northern Ireland	1*	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*	-	-	1*	1*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	21 2%	20 2% ^d	1 1%	1 1%	3 1%	2 1%	8 3%	7 3%	10 3%	4 3%	6 3%	3 2%	9 3%	5 2%	4 3%	2 1%	14 2%	20 2%
Petrol prices/Fuel	5 1%	5 1%	-	-	1 *	1 *	-	-	4 1%	3 2% ^f	3 1%	-	2 1%	1 *	1 1%	2 1%	3 *	5 1%
Pollution/ Environment	3 *	3 *	-	-	-	-	1 *	1 *	2 1%	1 1%	2 1%	1 1%	-	1 *	-	2 1%	1 *	3 *
Population levels/ Overpopulation	6 1%	6 1%	-	-	-	-	1 *	1 *	5 1% ^d	2 1% ^d	5 2% ^{ade}	3 3% ^{ade}	4 1%	-	-	1 1%	4 1%	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	38 4%	27 3%	3 6%	7 9% ^{ae}	14 4% ^e	6 3%	12 4%	9 3%	12 4%	4 3%	8 3%	4 4%	10 3%	8 3%	12 9% ^{klo}	7 4%	19 3%	38 4%
Privatisation	1 *	1 *	-	-	1 *	1 1%	-	-	-	-	-	-	1 *	-	-	1 *	1 *	2 *
Public services in general	14 1%	14 2%	-	-	3 1%	3 1%	4 1%	4 2%	6 2%	3 3%	5 2%	1 1%	1 *	9 3% ^k	-	4 2%	10 2% ^k	11 1%
Race relations/ Immigration/ Immigrants	137 14%	122 15% ^{ch}	11 22% ^{ch}	4 4%	44 14% ^c	41 18% ^{cd}	49 16% ^{ch}	38 14%	44 13% ^{ch}	9 7%	27 11% ^h	18 16% ^{ch}	64 20% ^{ln}	38 12%	24 19% ⁿ	11 6%	101 16% ^{ln}	155 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 1st - 14th March 2013
Number of sample points : 148
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	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED	
		(a)	(b)	(c)	(d)	(e)	(f)		(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1*	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	1	1
	*	-	-	1%a	*	-	-	-	-	-	-	-	*	-	-	-	*	*
Taxation	9	5	-	4	7	3	-	-	2	1	2	1	6	2	*	-	8	9
	1%	1%	-	5%afghi	2%aef	1%	-	-	*	*	1%	1%	2%	1%	*	-	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1*	1	-	-	-	-	-	-	1	*	1	1	1	-	*	-	1	2
	*	*	-	-	-	-	-	-	*	*	*	1%	*	-	*	-	*	*
Unemployment/ Factory closure/ Lack of industry	126	105	7	14	44	30	47	39	35	18	27	9	29	37	25	32	66	136
	13%	13%	15%	17%	14%	13%	15%	15%	11%	14%	11%	8%	9%	12%	19%kl	18%ko	10%	14%
															o			
Other	29	24	2	3	7	4	14	12	8	3	6	3	12	8	*	5	20	26
	3%	3%	3%	3%	2%	2%	4%	5%	2%	2%	2%	2%	4%m	3%	*	3%	3%mi	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28	23	4	1	5	4	10	6	13	5	8	3	8	4	5	10	11	29
	3%	3%	7%de	1%	1%	2%	3%	2%	4%	4%	3%	3%	2%	1%	4%	6%lo	2%	3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Ageing population/ Social care for the elderly	18 2%	4 1%	3 2%	10 2%	- -	1 3%	6 4%	6 2%	- -	12 1%	6 3%	1 1%	3 1%	6 2%	17 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	- -	- -	1 *	- -	- -	* *	1 *	- -	1 *	* *	1 1%	- -	- -	2 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	2 1%	- -	10 2%	- -	- -	6 4%gi	2 1%	1 2%	6 1%	7 4%gi	5 4%	5 2%	- -	14 1%
Countryside/Rural life	1 *	- -	- -	1 *	- -	- -	- -	- -	1 2%	1 *	1 *	- -	1 *	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	40 4%	16 4%	2 2%	22 5%	6 13%abc	1 3%	6 4%	8 3%	4 11%	35 4%	9 5%	6 6%	7 2%	10 3%	41 4%
Defence/Foreign affairs/ International terrorism	6 1%	2 1%	- -	4 1%	1 3%	- -	- -	4 1%	1 3%	6 1%	1 1%	1 1%	2 1%	1 *	10 1%
Drug abuse	6 1%	1 *	- -	6 1%	- -	- -	1 1%	1 1%	- -	5 1%	1 1%	5 4% _m	- -	5 2%	6 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Economy/Economic situation	300	136	31	132	4	18	56	85	15	244	70	26	125	111	284
	31%	37%cd	26%d	28%d	9%	41%cd	38%	32%	41%	30%	39%i	24%	43%l	34%	29%
Education/Schools	18	9	-	9	-	1	6	7	-	12	6	3	6	4	16
	2%	2%	-	2%	-	3%	4%	2%	-	2%	3%	2%	2%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	*	1	7	1	-	1	2	-	8	1	1	1	4	12
	1%	*	1%	2%a	1%	-	*	1%	-	1%	*	1%	*	1%	1%
Inflation/Prices	43	18	9	16	1	2	2	17	-	40	2	3	6	16	42
	4%	5%	8%	3%	3%	6%	2%	6%j	-	5%	1%	3%	2%	5%	4%
Local government/Council tax	3	3	-	-	-	-	-	-	-	3	-	-	1	1	2
	*	1%	-	-	-	-	-	-	-	*	-	-	*	*	*
Low pay/Minimum wage/Fair wages	7	4	2	1	1	1	-	1	1	7	1	3	2	3	7
	1%	1%	1%	*	2%c	2%	-	*	3%	1%	1%	3%	1%	1%	1%
Morality/Individual behaviour/Lifestyle	24	12	4	8	-	1	4	7	1	20	5	1	9	10	21
	3%	3%	4%	2%	-	2%	3%	3%	2%	2%	3%	1%	3%	3%	2%
National health service/Hospitals/Healthcare	45	15	7	22	-	2	4	10	3	40	7	5	16	15	42
	5%	4%	6%	5%	-	5%	3%	4%	7%	5%	4%	4%	5%	5%	4%
Nationalisation/Government control of institutions	4	3	-	1	-	-	1	1	-	3	1	-	1	2	4
	*	1%	-	*	-	-	1%	*	-	*	*	-	*	1%	*

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

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
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	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Northern Ireland	1*	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	21 2%	7 2%	7 6% ^c	7 2%	1 2%	1 3%	6 4%	3 1%	-	15 2%	6 3%	7 6%	7 2%	10 3%	20 2%
Petrol prices/Fuel	5 1%	3 1%	-	2 *	-	2 2%	1 1%	-	-	4 *	1 1%	2 1%	-	2 1%	5 1%
Pollution/ Environment	3 *	-	1 1%	2 *	-	1 2% ^a	1 1%	-	-	2 *	1 1%	1 1%	-	-	3 *
Population levels/ Overpopulation	6 1%	-	-	6 1% ^a	-	-	3 2% ^g	-	2 5%	3 *	5 3% ^g	1 1%	2 1%	-	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	38 4%	10 3%	10 8% ^a	18 4%	1 2%	1 1%	2 1%	14 5%	2 5%	36 4%	4 2%	7 6%	8 3%	11 3%	38 4%
Privatisation	1 *	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	2 *
Public services in general	14 1%	6 2%	2 1%	6 1%	-	-	-	6 2%	-	14 2%	-	1 1%	7 2%	7 2%	11 1%
Race relations/ Immigration/ Immigrants	137 14%	39 10%	12 10%	87 19% ^{ab}	8 19%	4 11%	26 18% ^g	22 8%	3 9%	111 14% ^g	29 16% ^g	17 15%	37 13%	34 10%	155 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 1st - 14th March 2013
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ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Taxation	9 1%	5 1%	- -	4 1%	- -	- -	1 1%	2 1%	1 3%	7 1%	2 1%	- -	4 2%	3 1%	9 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1 *	- -	- -	1 *	- -	- -	- -	* *	1 2%	1 *	1 *	- -	- -	- -	2 *
Unemployment/ Factory closure/ Lack of industry	126 13%	48 13%	21 18%	57 12%	17 39%abc e	2 4%	11 8%	59 22%fij	2 5%	115 14%j	13 7%	14 13%	30 10%	49 15%	136 14%
Other	29 3%	12 3%	4 3%	13 3%	2 5%	3 6%	2 1%	6 2%	- -	27 3%	2 1%	1 1%	7 2%	6 2%	26 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28 3%	12 3%	3 3%	12 3%	- -	3 6%	* *	3 1%	- -	27 3%gj	* *	1 1%	4 1%	14 4%	29 3%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Ageing population/ Social care for the elderly	18 2%	7 1%	3 1%	4 3% ^d	- -	- -	4 3% ^d	5 2%	9 2%	4 2%	15 2%	3 3%	17 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	- -	- -	- -	- -	- -	- -	* *	1 *	- -	1 *	- -	2 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	12 1%	6 1%	5 2%	2 2%	1 *	4 7% ^{adf}	1 *	5 2% ⁱ	8 2%	- -	12 1%	- -	14 1%
Countryside/Rural life	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40 4%	11 2%	5 2%	40 29% ^{abde} ^f	3 1%	1 2%	2 2%	10 4%	22 4%	7 3%	34 4%	6 6%	41 4%
Defence/Foreign affairs/ International terrorism	6 1%	2 *	1 *	1 1%	2 1%	6 12% ^{abcd} ^f	- -	4 2%	2 *	1 *	5 1%	1 1%	10 1%
Drug abuse	6 1%	2 *	3 1%	3 2% ^a	1 *	- -	- -	- -	6 1%	- -	6 1%	- -	6 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
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Ipsos MORI

ISSUES INDEX (FINAL)

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	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Economy/Economic situation	300	300	101	23	72	21	55	61	159	77	274	25	284
	31%	60%bcd ef	39%cd	17%	26%cd	43%cd	44%cd	26%	33%	33%	32%	26%	29%
Education/Schools	18	6	5	5	1	1	18	2	12	4	16	2	16
	2%	1%	2%	3%cd	*	1%	14%abcd e	1%	2%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	2	*	1	1	*	1	3	4	2	7	2	12
	1%	*	*	*	*	1%	*	1%	1%	1%	1%	2%	1%
Inflation/Prices	43	11	7	3	7	-	-	22	16	5	35	8	42
	4%	2%	3%	2%	2%	-	-	10%hi	3%	2%	4%	8%	4%
Local government/Council tax	3	-	-	-	1	-	-	-	1	1	3	-	2
	*	-	-	-	*	-	-	-	*	1%	*	-	*
Low pay/Minimum wage/Fair wages	7	2	-	2	*	-	1	1	4	1	5	2	7
	1%	*	-	2%	*	-	1%	1%	1%	1%	1%	2%	1%
Morality/Individual behaviour/Lifestyle	24	4	6	3	3	-	1	2	14	8	23	1	21
	3%	1%	2%	2%	1%	-	1%	1%	3%	3%	3%	1%	2%
National health service/Hospitals/Healthcare	45	9	45	4	8	-	9	8	25	11	40	5	42
	5%	2%	17%acde f	3%	3%	-	8%a	4%	5%	5%	5%	5%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
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Ipsos MORI

ISSUES INDEX (FINAL)

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Q.PL01
What would you say is the most important issue facing Britain today?
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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Nationalisation/ Government control of institutions	4 *	3 1%	- -	- -	- -	1 2% ^d	- -	1 *	2 *	1 *	3 *	1 1%	4 *
Northern Ireland	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions/Social security/Benefits	21 2%	7 1%	6 2%	4 3%	7 2%	1 2%	4 3%	4 2%	10 2%	7 3%	21 2%	* *	20 2%
Petrol prices/Fuel	5 1%	- -	- -	- -	1 *	- -	1 1%	2 1%	2 *	1 *	3 *	2 2%	5 1%
Pollution/ Environment	3 *	2 *	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	3 *	- -	3 *
Population levels/ Overpopulation	6 1%	3 1%	1 *	- -	1 *	* 1%	1 1%	2 1%	4 1%	* *	6 1%	- -	7 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	38 4%	13 3%	6 2%	6 4%	7 2%	- -	2 2%	8 4%	17 3%	13 5%	34 4%	3 3%	38 4%
Privatisation	1 *	1 *	1 *	- -	- -	1 1%	- -	1 1%	- -	- -	1 *	1 1%	2 *

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Public services in general	14 1%	5 1%	2 1%	4 3%	3 1%	- -	3 2%	4 2%	7 2%	3 1%	12 1%	1 1%	11 1%
Race relations/ Immigration/ Immigrants	137 14%	44 9%	29 11%	18 13%	137 49%abc ef	5 10%	7 6%	25 11%	70 14%	42 18%g	133 16%k	1 1%	155 16%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *
Taxation	9 1%	2 *	- -	- -	1 *	3 5%abcd f	* *	2 1%	1 *	6 2%h	8 1%	1 1%	9 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	1 *	- -	- -	- -	- -	- -	1 1%	* *	1 *	- -	1 *	- -	2 *
Unemployment/ Factory closure/ Lack of industry	126 13%	49 10%d	24 9%	14 10%	17 6%	6 13%	10 8%	42 18%i	64 13%	19 8%	94 11%	31 31%j	136 14%
Other	29 3%	8 2%	6 2%	2 1%	5 2%	- -	4 3%	4 2%	12 3%	11 5%	28 3%	1 1%	26 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Don't know	28	1	1	-	2	-	-	9	8	11	24	3	29
	3%	*	*	-	1%	-	-	4%	2%	5%h	3%	3%	3%

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UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Ageing population/ Social care for the elderly	18 2%	-	-	1	-	1	-	2	-	2	2	-	*	-	-	11	2	6	2	4	17
		-	-	3%	-	2%	-	3%	-	2%	4%	-	1%	-	-	2%	2%	2%	3%	2%	2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	12 1%	4	1	5	5	4	-	1	-	*	*	3	-	3	-	4	7	4	1	4	14
		15%	1%	9%io	45%	11%gil	-	2%	-	*	1%	17%	-	14%	-	1%	5%	2%	1%	2%	1%
Countryside/Rural life	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	40 4%	1	3	1	-	-	1	8	1	2	2	-	2	1	-	24	4	13	9	4	41
		5%	6%	2%	-	-	3%	11%io	9%	2%	5%	-	4%	4%	-	4%	3%	5%	10%pqps	3%	4%
Defence/Foreign affairs/ International terrorism	6 1%	1	-	-	-	1	1	-	-	2	-	2	*	*	-	1	2	5	1	3	10
		3%	-	-	-	2%o	7%	-	-	2%o	-	11%	1%	2%	-	*	1%	2%	1%	2%	1%
Drug abuse	6 1%	-	1	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	6
		-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%

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UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Economy/Economic situation	300	12	22	12	3	21	3	11	1	21	7	*	19	4	1	182	61	57	14	27	284
	31%	45%	52%cg ijo	23%	30%	55%cg ijo	18%	15%	6%	22%	14%	2%	37%gj	21%	100%	32%gjs	43%qrs	22%	16%	18%	29%
Education/Schools	18	-	-	-	1	1	-	3	-	-	1	-	-	-	-	13	1	3	3	1	16
	2%	-	-	-	11%	3%	-	4%	-	-	2%	-	-	-	-	2%	1%	1%	3%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	1	1	1	-	*	-	1	-	1	1	-	1	-	-	5	2	3	1	2	12
	1%	4%	2%	2%	-	1%	-	1%	-	1%	2%	-	2%	-	-	1%	2%	1%	1%	1%	1%
Inflation/Prices	43	-	2	1	-	-	-	2	1	5	2	1	7	3	-	26	3	14	2	8	42
	4%	-	6%	1%	-	-	-	2%	14%	5%	3%	3%	14%ce go	12%	-	5%	2%	5%r	2%	5%	4%
Local government/Council tax	3	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	1	2
	*	-	-	-	-	-	-	-	-	1%	-	8%	-	-	-	*	-	1%	-	1%	*
Low pay/Minimum wage/Fair wages	7	-	-	1	-	-	-	-	-	*	1	-	-	1	-	4	1	2	-	1	7
	1%	-	-	2%	-	-	-	-	-	*	2%	-	-	5%	-	1%	1%	1%	-	1%	1%
Morality/Individual behaviour/Lifestyle	24	-	2	1	-	-	-	2	-	-	1	-	1	1	-	17	4	4	2	1	21
	3%	-	6%i	2%	-	-	-	3%	-	-	2%	-	2%	4%	-	3%	3%	2%	3%	1%	2%
National health service/Hospitals/Healthcare	45	-	-	6	-	4	2	2	1	5	2	-	3	-	-	22	9	12	4	8	42
	5%	-	-	11%bo	-	10%	10%	3%	7%	5%	4%	-	6%	-	-	4%	6%	4%	5%	5%	4%

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	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Nationalisation/ Government control of institutions	4*	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	1 *	1 1%	2 1%	1 1%	1 1%	4 *
Northern Ireland	1*	-	-	-	-	-	-	-	-	1 1%0	-	-	-	-	-	-	-	1 *	-	1 1%	1 *
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	21 2%	1 5%	-	2 4%	-	-	-	3 5%	-	3 3%	1 1%	-	1 3%	1 6%	-	13 2%	2 1%	7 3%	3 4%	3 2%	20 2%
Petrol prices/Fuel	5 1%	-	-	-	-	-	-	-	-	3 4%0	-	-	-	-	-	2 *	-	3 1%	-	3 2%	5 1%
Pollution/ Environment	3*	-	-	1 2%	-	-	-	1 1%	-	-	-	-	-	1 4%	-	1 *	1 1%	2 1%	1 1%	-	3 *
Population levels/ Overpopulation	6 1%	-	-	1 2%	-	1 3%	* 3%	2 2%	-	* *	-	-	-	-	-	2 *	2 1%	2 1%	2 2%	* *	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	38 4%	2 8%	1 2%	2 4%	-	1 2%	-	5 7%	3 30%	8 8%	3 5%	-	* 1%	-	-	20 4%	4 3%	14 5%	5 5%	11 8%	38 4%
Privatisation	1*	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	-	-	2 *

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Public services in general	14	-	-	2	2	-	-	-	-	1	-	-	-	-	-	8	3	1	-	1	11
	1%	-	-	3%	14%	-	-	-	-	1%	-	-	-	-	-	1%	2%	*	-	1%	1%
Race relations/Immigration/Immigrants	137	-	5	2	-	1	8	17	*	18	9	2	3	1	-	77	7	53	26	27	155
	14%	-	11%	3%	-	2%	49%	24%cel	3%	18%ce	18%ce	13%	7%	6%	-	14%	5%	20%p	28%pq	18%p	16%
Scottish/Welsh assembly/Devolution/Constitutional reform	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Taxation	9	-	-	-	-	*	-	1	*	1	-	1	-	-	-	7	*	2	1	2	9
	1%	-	-	-	-	1%	-	2%	4%	1%	-	8%	-	-	-	1%	*	1%	1%	1%	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Unemployment/Factory closure/Lack of industry	126	2	2	8	-	1	2	5	2	18	16	6	10	4	-	76	11	43	7	30	136
	13%	8%	4%	14%	-	2%	10%	7%	16%	18%be	32%bc	37%	19%be	18%	-	14%	8%	16%pr	8%	20%pr	14%
Other	29	-	3	5	-	-	-	2	-	2	-	-	-	-	-	19	8	4	2	2	26
	3%	-	7%	9%l	-	-	-	3%	-	2%	-	-	-	-	-	3%	5%q	1%	2%	1%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	28	1	1	1	-	2	-	4	1	2	1	*	2	1	-	16	4	8	4	4	29
	3%	4%	2%	2%	-	6%	-	5%	10%	2%	3%	2%	5%	4%	-	3%	3%	3%	4%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 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	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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Ageing population/ Social care for the elderly	67 7%	24 5%	44 9%a	10 8%di	3 2%	12 7% d	13 8% d	9 6%	21 10% di	13 4% d	26 8% d	29 9% di	25 5%	43 8%	24 9%	19 7%	12 6%	13 6%	43 8%	24 6%	67 7%
AIDS	7 1%	1 *	6 1%	1 1%	1 1%	- -	4 2%	- -	1 1%	2 1%	4 1%	1 *	2 *	5 1%	3 1%	2 1%	1 *	1 *	5 1%	2 *	6 1%
Animal welfare	9 1%	4 1%	5 1%	2 2%	1 1%	1 1%	- -	1 1%	4 2%	3 1%	1 *	5 1%	4 1%	5 1%	1 *	1 *	4 2%	3 1%	2 *	7 2%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	1 *	- -	1 1%	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	62 7%	43 9%b	19 4%	9 7%	9 6%	8 5%	13 8%	7 5%	17 9%	17 6%	20 6%	24 7%	25 6%	37 7%	29 11%oq	16 6%o	12 6%oq	4 2%	45 9%moq	17 4%o	62 6%
Countryside/Rural life	11 1%	9 2%b	2 *	- -	- -	4 2%i	2 1%	3 2%i	3 1%i	- -	5 2%	6 2%i	4 1%	7 1%	8 3%mnq	- -	1 *	3 1%	8 1%	3 1%	9 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 15%	66 14%	74 15%	33 25%eg hjk	33 21%eg hjk	16 10%	26 16%g	9 6%	24 12%k	66 23%eg hjk	42 13%	32 9%	82 18%	58 12%	23 9%	41 15%lp	33 16%l	42 19%lp	64 12%	76 17%lp	146 15%
Defence/Foreign affairs/ International terrorism	50 5%	31 7%	19 4%	3 2%	6 4%	9 5%	4 2%	9 7%	19 10%cdf ij	9 3%	13 4%	29 8%cfi j	17 4%	33 6%	14 5%	15 6%	11 5%	10 5%	29 6%	21 5%	56 6%
Drug abuse	40 4%	16 4%	24 5%	12 9%deg ijk	4 3%	5 3%	7 4%	1 1%	11 5%gk	16 6%dg	12 4%	12 3%g	21 5%	19 4%	3 1%	9 4%	8 4%	20 9%lmn p	12 2%	28 6%lnp	45 5%

Proportions/Mean: 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 : 1st - 14th March 2013
 Number of sample points : 148
 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 6
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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Economy/Economic situation	500	255	245	65	71	100	92	69	104	136	192	173	236	265	160	146	100	95	306	195	483
	52%	55%	50%	49%	46%	61%di	56%	49%	52%	47%	58%di	51%	52%	53%	62%no q	55%oq	48%	42%	59%no q	45%	50%
Education/Schools	124	49	75	13	14	35	30	12	20	27	65	32	62	62	57	34	15	18	91	33	110
	13%	10%	15%a	10%	9%	21%cd ghik	18%dgh ik	9%	10%	10%	20%cdg hik	9%	14%	12%	22%mn opq	13%nq	7%	8%	17%mn q	8%	11%
Foot and mouth outbreak/Farming crisis	1	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-	1	-	1
	*	-	*	-	-	-	1%	-	-	-	*	-	-	*	*	-	-	-	*	-	*
Housing	86	28	58	14	21	15	14	12	10	35	29	22	50	36	15	15	30	26	29	56	87
	9%	6%	12%a	11%	13%hk	9%	8%	9%	5%	12%hk	9%	7%	11%	7%	6%	6%	14%lm p	12%lm	6%	13%lm	9%
Inflation/Prices	133	65	69	25	30	27	24	15	13	55	51	28	82	52	21	27	44	41	49	85	132
	14%	14%	14%	19%hk	19%hk	16%hk	15%hk	11%	6%	19%gh k	15%hk	8%	18%	10%	8%	10%	21%lm p	18%lm	9%	20%lm p	14%
Local government/Council tax	22	13	10	2	3	4	9	1	4	4	13	5	8	14	3	3	7	9	6	16	22
	2%	3%	2%	1%	2%	2%	6%gik	1%	2%	1%	4%	1%	2%	3%	1%	1%	3%p	4%p	1%	4%p	2%
Low pay/Minimum wage/Fair wages	60	29	30	7	18	8	15	7	4	25	23	11	33	26	16	12	14	18	28	32	57
	6%	6%	6%	5%	12%hk	5%	9%hk	5%	2%	9%hk	7%hk	3%h	7%	5%	6%	4%	7%	8%	5%	7%	6%
Morality/Individual behaviour/Lifestyle	68	21	47	9	11	4	5	15	23	21	10	38	25	43	23	18	13	14	41	27	68
	7%	5%	9%a	7%	7%	3%	3%	10%ef j	12%efj	7%j	3%	11%efj	5%	9%	9%	7%	6%	6%	8%	6%	7%
National health service/Hospitals/Healthcare	257	114	144	36	34	36	58	45	48	70	95	93	106	151	88	70	55	45	158	100	247
	27%	25%	29%	27%	22%	22%	35%de hij	32%	24%	24%	29%e	28%	23%	30%	34%oq	26%	27%	20%	30%mo q	23%	26%

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 : 1st - 14th March 2013
 Number of sample points : 148
 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 6
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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Nationalisation/ Government control of institutions	15 2%	11 2%	5 1%	1 1%	4 3%	4 2%	1 1%	2 1%	3 2%	5 2%	5 2%	5 2%	9 2%	6 1%	2 1%	2 1%	5 2%	6 3%	4 1%	11 2%	17 2%
Northern Ireland	4 *	1 *	3 1%	1 1%	1 1%	- -	1 1%	1 1%	- -	2 1%	1 *	1 *	2 *	2 *	- -	2 1%	1 *	1 *	2 *	2 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	* *	5 1%	1 *	- -	- -	- -	4 3%ij	1 1%	1 *	- -	5 1%hj	1 *	5 1%	2 1%	2 1%	1 *	1 1%	3 1%	2 *	6 1%
Pensions/Social security/Benefits	93 10%	45 10%	48 10%	16 12%	8 5%	15 9%	21 12%	16 11%	18 9%	24 8%	35 11%	33 10%	39 9%	54 11%	28 11%	23 9%	15 7%	26 12%	51 10%	41 10%	90 9%
Petrol prices/Fuel	62 7%	42 9%b	20 4%	9 7%	10 6%	15 9%hk	14 9%h	7 5%	6 3%	19 7%	30 9%hk	14 4%	34 8%	28 6%	16 6%	16 6%	13 6%	17 8%	32 6%	30 7%	53 5%
Pollution/ Environment	31 3%	17 4%	14 3%	4 3%	3 2%	9 5%	7 4%	4 3%	5 2%	7 3%	16 5%	8 2%	16 4%	15 3%	18 7%noq	7 3%	4 2%	3 1%	25 5%moq	6 1%	28 3%
Population levels/ Overpopulation	37 4%	17 4%	19 4%	5 4%	2 2%	6 4%	8 5%	7 5%	9 4%	7 3%	14 4%	16 5%	13 3%	23 5%	9 4%	9 3%	8 4%	12 5%	18 3%	19 4%	35 4%
Pound/Exchange rate/Value of pound	9 1%	6 1%	3 1%	1 *	4 3%	1 1%	1 1%	- -	2 1%	5 2%	2 1%	2 *	6 1%	3 1%	5 2%	2 1%	1 1%	1 *	7 1%	2 *	7 1%
Poverty/Inequality	109 11%	44 10%	64 13%	11 8%	15 10%	22 13%	22 13%	19 13%	19 10%	26 9%	44 13%	38 11%	49 11%	60 12%	30 12%	29 11%	24 12%	26 11%	59 11%	50 12%	116 12%
Privatisation	8 1%	2 *	6 1%	1 1%	- -	- -	3 2%	1 1%	3 1%	1 *	3 1%	4 1%	1 *	7 1%	3 1%	2 1%	2 1%	1 1%	5 1%	3 1%	8 1%
Public services in general	55 6%	24 5%	31 6%	10 8%k	13 8%k	9 5%	12 7%k	4 3%	7 4%	23 8%ghk	21 6%	11 3%	32 7%	23 5%	17 7%q	24 9%noq	6 3%	7 3%	41 8%noq	13 3%	50 5%

Proportions/Mean: 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 : 1st - 14th March 2013
Number of sample points : 148
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 6
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	966	499	467	130	125	133	140	155	283	255	273	438	388	578	208	276	233	249	484	482	966
WEIGHTED BASE	955	463	492	132	155	165	165	139	199	287	330	338	452	503	257	265	208	226	522	433	966
	100%	48%	52%	14%	16%	17%	17%	15%	21%	30%	35%	35%	47%	53%	27%	28%	22%	24%	55%	45%	101%
Race relations/ Immigration/ Immigrants	281 29%	146 32%	136 28%	24 18%	36 23%	43 26%	53 32%ci	43 31%ci	82 41%cd egijk	60 21%	96 29%ci	125 37%cd eij	103 23%	178 35%	58 23%	82 31%p	70 34%l	70 31%	141 27%	141 32%l	298 31%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	9 1%	6 1%	3 1%	* *	- -	2 1%	2 1%	1 1%	3 2%	* *	4 1%	4 1%	2 1%	6 1%	7 3%mnq	- -	- -	1 1%	7 1%	1 *	8 1%
Taxation	55 6%	31 7%	24 5%	8 6%	10 6%	13 8%	12 7%	5 4%	8 4%	18 6%	25 7%	13 4%	30 7%	25 5%	15 6%	12 5%	14 7%	13 6%	28 5%	28 6%	57 6%
Trade unions/ Strikes	3 *	3 1%	1 *	1 1%	- -	1 1%	- -	* *	1 1%	1 *	1 *	2 *	2 *	2 *	1 *	- -	1 *	1 1%	1 *	2 1%	4 *
Transport/Public transport	24 3%	13 3%	12 2%	1 1%	6 4%	7 4%	3 2%	3 2%	5 3%	7 2%c	9 3%	8 2%	14 3%	11 2%	7 3%	4 1%	5 2%	9 4%	11 2%	14 3%	27 3%
Unemployment/ Factory closure/ Lack of industry	265 28%	139 30%	126 26%	49 37%fh jk	51 33%h	46 28%h	39 23%	46 33%hk	35 18%	100 35%fh jk	84 26%h	81 24%h	145 32%	119 24%	55 22%	69 26%	68 33%lp	73 32%lp	124 24%	141 33%lp	287 30%
Other	74 8%	46 10%b	28 6%	7 6%	9 6%	12 7%	11 7%	12 9%	23 12%i	17 6%	23 7%	35 10%i	29 6%	46 9%	38 15%mmo pq	18 7%	8 4%	11 5%	56 11%mmo q	19 4%	75 8%
MEAN NUMBER OF MENTIONS	3.00	3.03	2.98	3.08	2.91	3.05	3.26g hk	2.85	2.88	2.99	3.15h k	2.87	3.01	3.00	3.18m	2.86	3.00	2.96	3.02m	2.98	2.98
STANDARD ERROR	0.05	0.07	0.07	0.16	0.12	0.12	0.15	0.10	0.08	0.10	0.10	0.06	0.08	0.06	0.11	0.08	0.10	0.10	0.07	0.07	0.05
ERROR VARIANCE	*	*	*	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.01	*	0.01	*	0.01	0.01	0.01	0.01	*	*	*
Don't know	88 9%	42 9%	46 9%	14 11%	20 13%	15 9%	12 7%	10 8%	17 8%	35 12%	26 8%	27 8%	50 11%	39 8%	16 6%	29 11%	20 10%	24 10%	45 9%	43 10%	93 10%

Proportions/Mean: 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 : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)		OWNED /MORT GAGED (o)
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Ageing population/ Social care for the elderly	67	56	6	5	23	18	21	15	23	14	15	2	35	18	6	8	52	67
	7%	7%j	11%j	7%	7%j	8%j	7%	6%	7%j	11%ij	6%j	2%	11%lmn o	6%	5%	5%	8%l	7%
AIDS	7	7	-	-	-	-	2	2	5	5	5	-	3	2	-	2	5	6
	1%	1%	-	-	-	-	1%	1%	2% d	4%ade fg	2%ade	-	1%	1%	-	1%	1%	1%
Animal welfare	9	8	-	1	4	3	3	3	3	-	1	1	1	2	4	2	3	12
	1%	1%	-	1%	1%	1%	1%	1%	1%	-	*	1%	*	1%	3%ko	1%	1%	1%
Bird flu/Pandemic flu/Swine flu	2	2	-	-	-	-	1	1	1	1	1	-	-	1	1	-	1	2
	*	*	-	-	-	-	*	*	*	1%	*	-	-	*	1%	-	*	*
Common Market/EU/ Europe/Euro/ Constitution	62	55	4	3	18	16	20	16	24	6	19	13	23	28	4	7	51	62
	7%	7%	8%	3%	6%	7%	6%	6%	7%	5%	8%	11% c	7% m	9% m	3%	4%	8% m	6%
Countryside/Rural life	11	11	-	-	1	1	4	4	7	-	2	2	3	5	-	3	8	9
	1%	1% d	-	-	*	*	1%	1%	2% di	-	1%	2%	1%	2%	-	1%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140	115	2	23	61	38	35	33	44	25	39	14	35	49	26	29	84	146
	15%	14%	4%	27% ab fgij	19% ab efg	17% b	11%	13%	13%	19% bg	16% bg	13%	11%	15%	20% ko	17%	13%	15%
Defence/Foreign affairs/ International terrorism	50	40	2	8	18	10	11	9	21	4	13	8	22	19	3	5	41	56
	5%	5%	3%	10% f	6% e	4%	4%	4%	6%	3%	5%	8%	7% m	6%	2%	3%	7% m	6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 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	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	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)		OWNED /MORT GAGED (o)
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Drug abuse	40	30	-	10	21	10	10	10	9	7	8	2	15	5	11	9	19	45
	4%	4%	-	12% ^{abde} efgij	7% ^{aeg} j	4%	3%	4%	3%	5%	3%	1%	5% ^{lo}	1%	8% ^{lo}	5% ^l	3%	5%
Economy/Economic situation	500	450	26	24	142	117	164	139	194	71	146	75	159	203	49	81	362	483
	52%	55% ^{cd}	50% ^c	29%	45% ^c	51% ^{cd}	53% ^c	53%	59% ^{cd}	54% ^c	61% ^{ac} deh	69% ^{ab} cdefghi	50% ^m	64% ^{km} no	38%	46%	57% ^{km} n	50%
Education/Schools	124	116	2	6	36	30	31	29	57	19	38	20	42	56	8	17	98	110
	13%	14% ^f	4%	7%	12%	13%	10%	11%	17% ^{bc} f	14%	16% ^b	18% ^{bc} f	13% ^m	18% ^{mn}	7%	9%	15% ^m	11%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	*	-	-	-	-	-	1% ^o	-	-	*
Housing	86	79	3	4	19	15	27	24	40	22	32	10	18	21	21	25	39	87
	9%	10% ^d	7%	4%	6%	7%	9%	9%	12% ^{de}	17% ^{ac} def	13% ^{acd} e	9%	6%	7%	16% ^{kl} o	14% ^{klo}	6%	9%
Inflation/Prices	133	106	14	14	44	30	44	30	45	29	43	14	27	46	28	31	73	132
	14%	13%	27% ^{ad} efgj	16%	14%	13%	14%	12%	14%	22% ^{ad} eg	18% ^{ag} j	12%	9%	14% ^k	22% ^{ko}	18% ^k	12% ^k	14%
Local government/Council tax	22	12	3	8	10	2	9	7	3	1	2	1	8	4	4	7	12	22
	2%	1%	5% ⁱ	9% ^{ade} fghij	3% ^{ae}	1%	3%	3%	1%	1%	1%	1%	3%	1%	3%	4%	2%	2%
Low pay/Minimum wage/Fair wages	60	49	4	7	17	10	21	17	22	8	15	7	16	17	11	15	33	57
	6%	6%	8%	8%	5%	4%	7%	7%	7%	6%	6%	6%	5%	6%	9%	9%	5%	6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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



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ISSUES INDEX (FINAL)

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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	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)		OWNED /MORT GAGED (o)
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Morality/ Individual behaviour/ Lifestyle	68 7%	52 6%	7 15%af j	9 11%	27 9%	18 8%	20 7%	13 5%	20 6%	10 7%	14 6%	4 4%	27 9%	26 8%	6 4%	7 4%	53 8%	68 7%
National health service/Hospitals/ Healthcare	257 27%	226 28%de	16 31%	16 19%	59 19%	44 19%	88 28%de	72 28%	110 33%ac de	43 33%cd e	82 34%ac de	39 35%cd e	84 27%	99 31% m	28 21%	43 24%	184 29% m	247 26%
Nationalisation/ Government control of institutions	15 2%	13 2%	* 1%	2 2%	4 1%	2 1%	5 2%	5 2%	6 2%	3 2%	4 2%	1 1%	7 2%	2 1%	3 2%	3 2%	9 1%	17 2%
Northern Ireland	4 *	4 *	- -	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	3 *	* 1%	2 2%af	3 1%e	1 *	* *	- -	2 1%	2 2%a	2 1%	- -	3 1%	1 *	2 1%	- -	3 1%	6 1%
Pensions/Social security/Benefits	93 10%	78 9%	5 9%	10 12%	27 8%	17 7%	30 10%	26 10%	36 11%hi	6 5%	18 8%	12 11%	33 10%	28 9%	12 9%	18 10%	61 10%	90 9%
Petrol prices/Fuel	62 7%	49 6%	5 10%	8 9%	19 6%	12 5%	15 5%	9 4%	28 9%a	11 8%	22 9%a	11 10%	14 4%	25 8%	4 3%	19 11%km	39 6%k	53 5%
Pollution/ Environment	31 3%	26 3%	5 9%acd f	1 1%	8 3%	7 3%	10 3%	6 2%	13 4%	7 5%	10 4%	3 3%	10 3%	14 4%	1 1%	6 3%	24 4%	28 3%
Population levels/ Overpopulation	37 4%	33 4%	1 3%	2 3%	10 3%	8 3%	8 3%	7 3%	19 6%	5 4%	17 7%af	12 11%ade fg	14 5%	12 4%	5 4%	2 1%	27 4%	35 4%

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	TOTAL	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
		ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE	OWNED /MORT GAGED	
		(a)	(b)	(c)	(d)	(e)	(f)		(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
WEIGHTED BASE	955	820	51*	84*	315	231	311	260	329	130	240	110*	315	316	129	176	631	966
	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Pound/Exchange rate/Value of pound	9	9	-	-	3	3	-	-	6	2	6	4	2	3	1	3	5	7
	1%	1%	-	-	1%	1%	-	-	2%f	1%	2%af	4%af	1%	1%	1%	2%	1%	1%
Poverty/Inequality	109	90	4	15	39	24	29	25	40	12	28	16	37	27	25	18	63	116
	11%	11%	8%	18%f	12%e	10%	9%	10%	12%	9%	12%	15%	12%	8%	19%kl no	10%	10%	12%
Privatisation	8	8	-	-	3	3	3	3	2	-	1	1	7	-	-	1	7	8
	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	2%lo	-	-	*	1%	1%
Public services in general	55	51	2	2	15	13	24	22	16	6	13	7	17	25	3	8	43	50
	6%	6%	5%	2%	5%	6%	8%	8%	5%	5%	6%	6%	6%	8% ^m	3%	5%	7% ^m	5%
Race relations/ Immigration/ Immigrants	281	244	18	19	96	77	93	74	93	18	60	42	123	84	35	38	207	298
	29%	30% ^h	36% ^h	23%	31% ^h	33% ^{hi}	30% ^h	29%	28% ^{hi}	14%	25% ^h	38% ^{cg} hi	39% ^{lm} no	27%	27%	22%	33% ^{ln}	31%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	9	*	3	5	5	*	3	-	-	-	-	-	3	5	1	-	7	8
	1%	*	7% ^{aef} ghij	6% ^{ade} fghij	2% ^{aeg}	*	1% ^a	-	-	-	-	-	1%	2%	1%	-	1%	1%
Taxation	55	43	2	10	20	10	17	15	18	10	16	6	20	11	10	13	31	57
	6%	5%	4%	12% ^{ade}	6% ^e	4%	6%	6%	6%	8%	7%	5%	6%	3%	8% ^l	8%	5%	6%
Trade unions/ Strikes	3	3	*	-	1	1	3	2	-	-	-	-	3	-	*	-	3	4
	*	*	1%	-	*	*	1%	1%	-	-	-	-	1%	-	*	-	*	*
Transport/Public transport	24	24	*	-	5	5	12	11	8	1	8	7	10	6	2	6	16	27
	3%	3%	1%	-	2%	2%	4%	4%	2%	1%	3% ^h	6% ^{cdg} h	3%	2%	2%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
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		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	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	
UNWEIGHTED BASE	966	831	51	84	354	270	288	237	324	124	244	120	342	236	206	164	578	966
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	100%	86%	5%*	9%*	33%	24%	33%	27%	34%	14%	25%	12%*	33%	33%	14%	18%	66%	101%
Unemployment/ Factory closure/ Lack of industry	265 28%	214 26%	25 49% ^{ad} efghi j	26 31%	85 27%	59 25%	97 31% ^a	72 28%	83 25%	33 25%	66 28%	34 31%	73 23%	80 25%	54 42% ^{kl} no	52 30%	154 24%	287 30%
Other	74 8%	64 8%	4 7%	7 8%	23 7%	16 7%	27 9%	23 9%	25 8%	7 6%	17 7%	9 9%	31 10%	21 7%	8 6%	11 6%	52 8%	75 8%
MEAN NUMBER OF MENTIONS	3.00	2.98 ^e	3.31 ^e	3.03	2.87	2.81	2.95	2.87	3.19 ^a de	3.04	3.24 ^a de	3.48 ^a defgi	3.01	3.07	3.03	2.94	3.04	2.98
STANDARD ERROR	0.05	0.05	0.28	0.18	0.08	0.08	0.09	0.09	0.09	0.14	0.10	0.15	0.08	0.10	0.12	0.11	0.06	0.05
ERROR VARIANCE	*	*	0.08	0.03	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.01	0.01	*	*
Don't know	88 9%	75 9%	4 8%	9 11%	35 11%	27 12%	26 8%	22 8%	27 8%	10 8%	16 7%	6 6%	21 7%	22 7%	16 12% ^{ko}	25 14% ^{klo}	43 7%	93 10%

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

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Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Ageing population/ Social care for the elderly	67 7%	28 8%	6 5%	33 7%	- -	4 9%	16 11%	20 8%	5 15%	52 6%	21 12% <i>i</i>	9 9%	23 8%	22 7%	67 7%
AIDS	7 1%	3 1%	1 1%	3 1%	- -	1 2%	4 3% <i>i</i>	2 1%	- -	3 *	4 2% <i>i</i>	2 2%	2 1%	3 1%	6 1%
Animal welfare	9 1%	2 1%	2 2%	5 1%	- -	1 2%	1 1%	2 1%	- -	8 1%	1 1%	3 3% <i>m</i>	- -	2 1%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 1%	- -	- -	- -	- -	- -	1 *	- -	2 *	- -	- -	- -	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	62 7%	21 6%	10 8%	32 7%	1 1%	3 7%	24 17% <i>gi</i>	10 4%	2 5%	38 5%	26 14% <i>gi</i>	11 10%	23 8%	11 3%	62 6%
Countryside/Rural life	11 1%	5 1%	2 2%	4 1%	1 2%	5 12% <i>abc</i>	2 1%	6 2%	2 7%	9 1%	4 2% <i>f</i>	3 2%	4 1%	4 1%	9 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 15%	55 15%	13 11%	71 15%	12 27% <i>bc</i>	4 10%	13 9%	41 15%	6 17%	126 16%	19 11%	24 21% <i>m</i>	34 12%	42 13%	146 15%
Defence/Foreign affairs/ International terrorism	50 5%	14 4%	8 7%	28 6%	2 5%	3 8%	12 8%	14 5%	5 13%	38 5%	17 9% <i>i</i>	5 5%	13 4%	13 4%	56 6%
Drug abuse	40 4%	12 3%	4 3%	25 5%	3 7%	- -	4 3%	17 6%	1 3%	36 4%	5 3%	8 7% <i>m</i>	5 2%	15 5%	45 5%

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

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UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Economy/Economic situation	500	217	61	222	17	23	93	147	19	407	113	50	186	171	483
	52%	59%cd	52%	48%	40%	54%	64% <i>i</i>	55%	54%	50%	62% <i>i</i>	45%	64% <i>l</i>	53%	50%
Education/Schools	124	59	16	49	1	10	27	40	7	97	33	6	61	58	110
	13%	16%cd	14%	11%	2%	23%cd	19%	15%	18%	12%	19% <i>i</i>	5%	21% <i>l</i>	18%	11%
Foot and mouth outbreak/Farming crisis	1	-	1	-	-	-	-	-	1	1	1	-	-	1	1
	*	-	1%	-	-	-	-	-	2%	*	*	-	-	*	*
Housing	86	27	17	42	4	2	12	30	3	74	14	12	16	33	87
	9%	7%	14%a	9%	10%	5%	8%	11%	8%	9%	8%	11%	5%	10%	9%
Inflation/Prices	133	61	18	55	9	6	11	51	2	123	12	12	33	47	132
	14%	16%	15%	12%	20%	13%	7%	19% <i>fij</i>	5%	15% <i>fj</i>	7%	11%	11%	14%	14%
Local government/ Council tax	22	7	5	10	2	1	3	5	-	19	3	3	4	9	22
	2%	2%	4%	2%	5%	2%	2%	2%	-	2%	2%	2%	1%	3%	2%
Low pay/Minimum wage/Fair wages	60	30	9	21	3	3	6	21	1	53	8	10	23	27	57
	6%	8%	7%	5%	7%	7%	4%	8%	3%	7%	4%	9%	8%	8%	6%
Morality/ Individual behaviour/ Lifestyle	68	23	8	37	2	1	13	14	4	55	17	8	19	18	68
	7%	6%	7%	8%	4%	2%	9%	5%	10%	7%	9%	8%	7%	5%	7%
National health service/Hospitals/ Healthcare	257	101	36	120	2	16	43	75	12	215	55	28	105	81	247
	27%	27% <i>d</i>	30% <i>d</i>	26% <i>d</i>	6%	37% <i>d</i>	30%	28%	34%	26%	30%	25%	36%	25%	26%
Nationalisation/ Government control of institutions	15	7	1	7	1	1	2	6	-	13	2	3	2	9	17
	2%	2%	1%	2%	2%	2%	1%	2%	-	2%	1%	3%	1%	3%	2%

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UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Northern Ireland	4	1	1	2	-	-	2	1	-	2	2	-	1	3	4
	*	*	1%	*	-	-	1%	*	-	*	1%	-	*	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	5	1	1	4	-	-	-	3	-	5	-	*	2	-	6
	1%	*	1%	1%	-	-	-	1%	-	1%	-	*	1%	-	1%
Pensions/Social security/Benefits	93	43	13	37	6	7	17	27	3	75	20	14	38	32	90
	10%	12%	11%	8%	13%	18%	12%	10%	9%	9%	11%	13%	13%	10%	9%
Petrol prices/Fuel	62	40	4	18	2	4	6	17	6	56	13	4	23	23	53
	7%	11%bc	3%	4%	5%	8%	4%	6%	18%	7%	7% ^f	4%	8%	7%	5%
Pollution/ Environment	31	16	7	9	-	2	5	7	5	27	10	2	15	13	28
	3%	4%	6% ^c	2%	-	5%	3%	3%	14%	3%	6% ^f	2%	5%	4%	3%
Population levels/ Overpopulation	37	16	5	16	1	1	8	5	3	28	11	5	16	14	35
	4%	4%	4%	4%	1%	1%	6% ^g	2%	7%	3% ^g	6% ^g	5%	5%	4%	4%
Pound/Exchange rate/Value of pound	9	4	1	4	-	1	4	2	-	4	4	4	2	-	7
	1%	1%	1%	1%	-	2%	3% ⁱ	1%	-	1%	2% ⁱ	3%	1%	-	1%
Poverty/Inequality	109	39	17	52	3	5	4	45	4	105	7	14	29	39	116
	11%	11%	14%	11%	7%	12%	3%	17% ^{fi}	10%	13% ^{fj}	4%	12%	10%	12%	12%
Privatisation	8	4	1	3	-	-	-	4	1	8	1	-	3	-	8
	1%	1%	1%	1%	-	-	-	2%	2%	1%	*	-	1%	-	1%
Public services in general	55	24	4	27	1	1	8	21	-	47	8	6	23	19	50
	6%	6%	4%	6%	1%	2%	5%	8%	-	6%	4%	6%	8%	6%	5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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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	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Race relations/	281	101	29	151	13	12	52	48	5	229	57	30	91	83	298
Immigration/	29%	27%	25%	32%	30%	29%	36%gj	18%	15%	28%g	32%g	27%	31%	25%	31%
Immigrants															
Scottish/Welsh	9	2	3	4	-	-	-	3	-	9	-	1	3	*	8
assembly/	1%	1%	2%	1%	-	-	-	1%	-	1%	-	1%	1%	*	1%
Devolution/															
Constitutional															
reform															
Taxation	55	28	8	20	4	-	7	22	1	48	8	4	16	19	57
	6%	8%	6%	4%	9%	-	5%	8%	3%	6%	4%	4%	6%	6%	6%
Trade unions/	3	3	-	*	-	-	1	3	-	3	1	*	3	2	4
Strikes	*	1%	-	*	-	-	1%	1%	-	*	*	*	1%	1%	*
Transport/Public	24	7	3	14	3	-	3	11	2	22	5	-	7	11	27
transport	3%	2%	3%	3%	6%	-	2%	4%	7%	3%	3%	-	2%	3%	3%
Unemployment/	265	105	41	119	27	4	25	101	7	240	32	25	71	93	287
Factory closure/	28%	28%e	35%e	25%e	62%ab	10%	17%	38%fi	19%	30%fj	18%	22%	24%	28%	30%
Lack of industry					ce			j							
Other	74	24	14	37	2	5	11	17	1	64	11	8	21	13	75
	8%	6%	12%	8%	5%	12%	7%	6%	2%	8%	6%	7%	7%	4%	8%
MEAN NUMBER OF	3.00	3.15c	3.22c	2.83	2.88	3.05	3.06	3.22i	3.05	2.99	3.06	2.93	3.20	2.97	2.98
MENTIONS															
STANDARD ERROR	0.05	0.09	0.15	0.06	0.18	0.27	0.14	0.09	0.22	0.05	0.12	0.12	0.10	0.09	0.05

ERROR VARIANCE * 0.01 0.02 * 0.03 0.07 0.02 0.01 0.05 * 0.01 0.02 0.01 0.01 *

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

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	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	966	307	106	553	47	37	134	296	33	832	167	136	244	273	966
WEIGHTED BASE	955	369	118*	467	43*	42*	145	267	36**	810	181	111	291	326	966
	100%	39%	12%*	49%	5%*	4%*	15%	28%	4%**	85%	19%	12%	30%	34%	101%
Don't know	88	32	14	42	3	3	6	19	2	82	8	9	13	35	93
	9%	9%	11%	9%	8%	8%	4%	7%	5%	10%fgj	4%	8%	4%	11%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
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Table 9
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		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Ageing population/ Social care for the elderly	67 7%	38 8%d	25 10%d	14 10%d	6 2%	3 6%	10 8%d	18 8%	36 8%	13 6%	59 7%	8 8%	67 7%
AIDS	7 1%	2 *	2 1%	1 1%	- -	1 2%d	2 1%	4 2%	3 1%	- -	3 *	4 4%j	6 1%
Animal welfare	9 1%	6 1%	* *	3 2%	3 1%	- -	1 1%	3 1%	3 1%	3 1%	8 1%	1 1%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 *	2 1%	2 1%	- -	- -	1 1%	2 1%	- -	- -	- -	2 2%j	2 *
Common Market/EU/ Europe/Euro/ Constitution	62 7%	38 8%	19 7%	14 10%	25 9%	9 18%ab	11 9%	12 5%	35 7%	14 6%	61 7%k	1 1%	62 6%
Countryside/Rural life	11 1%	10 2%	3 1%	- -	2 1%	- -	3 2%	1 *	5 1%	5 2%	10 1%	1 1%	9 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 15%	56 11%	31 12%	140 100%abd ef	37 13%	5 10%	10 8%	40 17%i	77 16%i	22 9%	118 14%	21 21%j	146 15%
Defence/Foreign affairs/ International terrorism	50 5%	31 6%	17 7%	5 4%	13 4%	50 100%abcd f	9 7%	17 7%h	14 3%	19 8%h	47 6%	3 3%	56 6%
Drug abuse	40 4%	13 3%	14 6%a	17 12%abde f	8 3%	- -	4 3%	15 6%i	20 4%	5 2%	29 3%	11 11%j	45 5%

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 1st - 14th March 2013
Number of sample points : 148
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Economy/Economic situation	500 52%	500 100%bcd ef	149 58%cd	56 40%	143 51%cd	31 61%cd	84 68%cd	111 48%	259 54%	128 55%	453 53%	44 44%	483 50%
Education/Schools	124 13%	84 17%cd	63 24%acd	10 7%	24 8%	9 18%cd	124 100%abcd e	19 8%	64 13%	39 17%g	112 13%	10 10%	110 11%
Foot and mouth outbreak/Farming crisis	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *
Housing	86 9%	38 8%	23 9%	14 10%	17 6%	2 3%	11 9%	31 14%hi	41 8%	14 6%	68 8%	16 16%j	87 9%
Inflation/Prices	133 14%	65 13%	25 10%	11 8%	28 10%	2 3%	11 9%	51 22%hi	64 13%	18 8%	111 13%	22 23%j	132 14%
Local government/Council tax	22 2%	10 2%	10 4%	4 3%	6 2%	3 6%	2 2%	8 3%	7 2%	7 3%	18 2%	4 4%	22 2%
Low pay/Minimum wage/Fair wages	60 6%	27 5%	9 4%	12 9%b	16 6%	1 2%	11 9%b	18 8%	24 5%	18 8%	47 6%	13 13%j	57 6%
Morality/Individual behaviour/Lifestyle	68 7%	27 5%	13 5%	15 11%ab	17 6%	3 6%	6 5%	10 5%	39 8%	18 8%	63 7%	5 5%	68 7%
National health service/Hospitals/Healthcare	257 27%	149 30%cd	257 100%acd ef	31 22%	67 24%	17 35%	63 50%acd	55 24%	139 29%	63 27%	230 27%	23 23%	247 26%

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

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ISSUES INDEX (FINAL)

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	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Nationalisation/ Government control of institutions	15 2%	9 2%	3 1%	* *	3 1%	2 4%	3 3%	9 4%h	4 1%	2 1%	11 1%	4 4%j	17 2%
Northern Ireland	4 *	1 *	1 *	- -	1 *	- -	- -	2 1%	2 *	- -	3 *	1 1%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	2 *	1 *	1 *	1 *	3 7%abcd f	1 1%	4 2%h	* *	1 *	5 1%	1 1%	6 1%
Pensions/Social security/Benefits	93 10%	49 10%	23 9%	17 12%	39 14%a	2 5%	14 11%	9 4%	53 11%g	31 13%g	90 11%k	2 2%	90 9%
Petrol prices/Fuel	62 7%	39 8%	20 8%	7 5%	25 9%	6 12%	9 7%	14 6%	30 6%	18 8%	56 7%	6 6%	53 5%
Pollution/ Environment	31 3%	17 3% ^d	13 5% ^d	4 3%	4 1%	4 7% ^d	6 5%	5 2%	16 3%	9 4%	31 4%	* *	28 3%
Population levels/ Overpopulation	37 4%	23 5%	8 3%	8 6%	14 5%	4 7%	6 4%	6 3%	24 5%	7 3%	37 4%k	- -	35 4%
Pound/Exchange rate/Value of pound	9 1%	6 1%	6 2%	2 1%	1 *	3 6% ^{ad}	2 1%	5 2%	3 1%	1 1%	8 1%	1 1%	7 1%
Poverty/Inequality	109 11%	44 9%	31 12%	18 13%	24 9%	3 7%	9 7%	25 11%	60 13%	22 9%	98 11%	10 10%	116 12%
Privatisation	8 1%	4 1%	4 2%	* *	* *	1 1%	2 1%	1 1%	5 1%	1 *	7 1%	1 1%	8 1%

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UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
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	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
Public services in general	55 6%	24 5%	18 7%	10 7%	11 4%	1 3%	15 12% ^{ad}	7 3%	41 9% ^{gi}	7 3%	49 6%	6 6%	50 5%
Race relations/ Immigration/ Immigrants	281 29%	143 28% ^f	67 26%	37 26%	281 100% ^{abc ef}	13 25%	24 19%	43 18%	148 31% ^g	89 38% ^g	272 32% ^k	7 7%	298 31%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	9 1%	7 1%	2 1%	- -	1 *	3 5% ^{bcd}	2 2%	3 1%	4 1%	1 1%	9 1%	- -	8 1%
Taxation	55 6%	29 6%	10 4%	13 9% ^{bd}	9 3%	4 8%	6 4%	14 6%	28 6%	13 6%	44 5%	11 11% ^j	57 6%
Trade unions/ Strikes	3 *	2 *	2 1%	- -	2 1%	- -	- -	1 *	1 *	1 *	2 *	1 1%	4 *
Transport/Public transport	24 3%	14 3%	6 2%	3 2%	7 3%	1 2%	2 2%	10 4% ⁱ	11 2%	2 1%	15 2%	9 9% ^j	27 3%
Unemployment/ Factory closure/ Lack of industry	265 28%	133 27%	67 26%	36 26%	61 22%	11 23%	29 23%	75 33% ⁱ	141 29% ⁱ	47 20%	223 26%	40 40% ^j	287 30%
Other	74 8%	36 7% ^c	12 5%	4 3%	22 8% ^c	2 4%	6 5%	15 6%	31 6%	27 12% ^h	69 8%	5 5%	75 8%
MEAN NUMBER OF MENTIONS	3.00	3.39	3.73 ^{ad}	3.67 ^d	3.30	3.95 ^{ad}	4.00 ^{ad}	2.95	3.06	2.94	2.99	3.10	2.98
STANDARD ERROR	0.05	0.08	0.11	0.18	0.10	0.25	0.16	0.09	0.07	0.10	0.05	0.16	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o
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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	
UNWEIGHTED BASE	966	483	247	146	298	56	110	255	496	208	844	118	966
WEIGHTED BASE	955	500	257	140	281	50*	124*	231	483	234	851	100	966
	100%	52%	27%	15%	29%	5%*	13%*	24%	51%	25%	89%	10%	101%
ERROR VARIANCE	*	0.01	0.01	0.03	0.01	0.06	0.03	0.01	0.01	0.01	*	0.03	*
Don't know	88	22	2	3	13	-	-	22	43	23	74	15	93
	9%	4%bf	1%	2%	4%bf	-	-	10%	9%	10%	9%	15%	10%

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

Table 10

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Ageing population/ Social care for the elderly	67 7%	-	1	6	-	4	-	7	1	3	2	-	2	2	-	46	9	16	7	6	67
		-	2%	10%	-	9%	-	9%	7%	3%	4%	-	5%	9%	-	8%	6%	6%	7%	4%	7%
AIDS	7 1%	-	1	-	-	1	-	2	-	-	-	-	2	-	-	2	2	4	2	-	6
		-	2%	-	-	3%o	-	2%	-	-	-	-	5%o	-	-	*	2%	1%	2%	-	1%
Animal welfare	9 1%	-	-	-	-	-	-	1	-	-	*	-	-	-	-	8	-	1	1	*	12
		-	-	-	-	-	-	2%	-	-	1%	-	-	-	-	1%	-	1%	2%	*	1%
Bird flu/Pandemic flu/Swine flu	2 *	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	2
		-	-	-	-	-	-	-	-	-	1%	-	-	-	-	*	-	*	-	*	*
Common Market/EU/ Europe/Euro/ Constitution	62 7%	5	6	6	5	10	2	4	1	3	*	3	2	4	-	33	19	13	6	6	62
		20%	13%ij	11%	45%	25%gi jlo	10%	5%	5%	3%	1%	17%	3%	20%	-	6%	13%qs	5%	6%	4%	6%
Countryside/Rural life	11 1%	5	3	1	-	-	-	1	-	-	-	-	-	-	-	4	6	1	1	-	9
		18%	7%io	3%	-	-	-	1%	-	-	-	-	-	-	-	1%	4%qs	*	1%	-	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 15%	3	3	5	3	2	3	14	4	12	12	4	11	7	-	87	11	42	17	21	146
		13%	7%	9%	24%	6%	17%	19%	45%	12%	23%	24%	21%	35%	-	15%	8%	16%p	19%p	14%	15%
Defence/Foreign affairs/ International terrorism	50 5%	6	2	5	3	4	2	4	1	6	*	6	1	6	1	23	12	19	6	11	56
		23%	4%	9%	26%	11%	10%	6%	10%	6%	1%	35%	3%	27%	100%	4%	9%	7%	6%	8%	6%
Drug abuse	40 4%	1	4	1	-	1	-	5	1	5	4	2	4	1	-	20	5	17	5	10	45
		4%	10%	2%	-	2%	-	7%	7%	5%	9%	14%	9%	4%	-	4%	3%	6%	5%	6%	5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 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 10

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Economy/Economic situation	500	21	28	36	7	30	7	30	1	33	17	5	31	11	1	297	99	116	37	52	483
	52%	80%	66%gi	68%gi	65%	76%gi	43%	41%	13%	34%	34%	27%	61%gi	56%	100%	53%ij	70%qr	43%ss	41%	35%	50%
Education/Schools	124	10	6	5	3	9	1	10	*	4	3	1	2	4	-	75	24	24	11	8	110
	13%	38%	13%	10%	24%	24%ijl	7%	13%	4%	4%	7%	6%	5%	21%	-	13%i	17%qs	9%ss	12%	6%	11%
Foot and mouth outbreak/Farming crisis	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	*	-	-	2%o	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
Housing	86	2	2	4	-	*	1	4	1	11	9	3	8	2	-	53	6	28	5	17	87
	9%	7%	4%	7%	-	1%	8%	5%	7%	11%	17%eg	17%	16%e	12%	-	9%	4%	11%pr	6%	12%p	9%
Inflation/Prices	133	1	5	4	1	3	1	4	2	12	7	2	17	5	-	86	10	39	4	19	132
	14%	5%	11%	7%	5%	7%	3%	5%	23%	13%	13%	14%	33%bc	23%	-	15%g	7%	15%pr	5%	13%	14%
													egijo								
Local government/Council tax	22	-	2	1	-	1	-	-	1	6	1	1	1	-	-	9	4	9	-	8	22
	2%	-	4%	2%	-	4%	-	-	9%	6%o	2%	8%	2%	-	-	2%	3%	3%	-	5%r	2%
Low pay/Minimum wage/Fair wages	60	-	1	1	-	1	1	2	*	4	5	1	5	1	-	41	3	16	3	9	57
	6%	-	2%	2%	-	3%	5%	3%	3%	5%	10%	4%	10%	5%	-	7%	2%	6%	4%	6%	6%
Morality/Individual behaviour/Lifestyle	68	2	7	6	-	5	2	7	1	3	4	-	3	1	-	34	18	18	9	8	68
	7%	9%	17%io	11%	-	12%	12%	10%	7%	3%	8%	-	5%	4%	-	6%	13%ss	7%	10%	5%	7%
National health service/Hospitals/Healthcare	257	11	12	22	4	17	6	18	3	22	18	6	12	10	1	138	50	75	25	43	247
	27%	44%	27%	41%io	37%	44%io	37%	25%	27%	23%	36%	35%	24%	47%	100%	25%	35%	28%	27%	29%	26%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 10

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Nationalisation/ Government control of institutions	15 2%	1 3%	2 4%	- -	- -	- -	- -	2 3%	1 10%	2 3%	* 1%	* 2%	1 2%	- -	- -	6 1%	2 2%	7 3%	2 2%	4 2%	17 2%
Northern Ireland	4 *	1 3%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	2 *	1 1%	1 *	- -	1 1%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	- -	- -	2 3%o	- -	- -	- -	1 1%	- -	- -	1 2%	- -	- -	- -	- -	2 *	2 1%	2 1%	1 1%	1 1%	6 1%
Pensions/Social security/Benefits	93 10%	4 16%	6 13%	4 7%	- -	5 14%	3 16%	7 10%	1 7%	10 10%	3 6%	1 8%	3 6%	1 6%	- -	58 10%	14 10%	22 8%	10 11%	13 8%	90 9%
Petrol prices/Fuel	62 7%	4 14%	2 5%	- -	- -	1 3%	- -	1 1%	- -	11 11%cg	2 3%	1 6%	5 10%cg	3 15%	- -	38 7%	7 5%	21 8%r	1 1%	13 8%r	53 5%
Pollution/ Environment	31 3%	2 7%	1 3%	5 9%io	- -	1 2%	- -	1 1%	- -	- -	2 4%	- -	* 1%	1 4%	- -	17 3%	9 6%qs	4 2%	1 1%	2 1%	28 3%
Population levels/ Overpopulation	37 4%	2 7%	1 2%	3 6%	- -	4 10%jl	* 3%	3 4%	- -	2 2%	- -	- -	- -	- -	- -	23 4%	8 5%	6 2%	3 4%	2 2%	35 4%
Pound/Exchange rate/Value of pound	9 1%	3 11%	1 2%	3 5%o	3 26%	3 7%o	- -	1 1%	- -	1 1%	1 1%	3 17%	1 2%	3 14%	- -	2 *	4 3%	5 2%	1 1%	5 3%	7 1%
Poverty/Inequality	109 11%	5 20%	3 6%	11 21%o	- -	2 6%	- -	6 9%	3 30%	13 14%	9 19%	2 12%	4 8%	- -	1 100%	60 11%	19 13%	30 11%	6 7%	24 16%qr	116 12%
Privatisation	8 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	6 1%	1 *	1 1%	- -	1 1%	8 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 1st - 14th March 2013
Number of sample points : 148
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 10

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
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UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
Public services in general	55	-	2	4	2	1	*	8	-	5	4	-	1	-	-	27	8	17	9	10	50
	6%	-	4%	8%	14%	2%	3%	11%o	-	5%	9%	-	2%	-	-	5%	6%	6%	10%	6%	5%
Race relations/Immigration/Immigrants	281	5	20	8	2	12	10	27	1	34	14	4	7	1	-	159	40	87	38	46	298
	29%	18%	45%cl	14%	22%	30%	62%	37%cl	10%	35%cl	28%	23%	15%	6%	-	28%	29%	32%	42%pq	31%	31%
Scottish/Welsh assembly/Devolution/Constitutional reform	9	-	1	-	-	-	-	-	-	-	2	-	2	-	1	3	2	4	-	2	8
	1%	-	2%	-	-	-	-	-	-	-	4%o	-	4%o	-	100%	1%	1%	2%	-	1%	1%
Taxation	55	-	2	-	-	1	1	5	*	7	6	2	7	2	-	33	3	21	6	10	57
	6%	-	5%	-	-	2%	8%	7%	4%	7%	11%c	10%	13%c	10%	-	6%	2%	8%p	7%	7%	6%
Trade unions/Strikes	3	-	-	-	-	-	-	1	-	1	*	-	-	-	-	1	-	3	1	1	4
	*	-	-	-	-	-	-	2%	-	1%	1%	-	-	-	-	*	-	1%	1%	1%	*
Transport/Public transport	24	2	1	-	-	1	1	1	-	-	-	1	-	-	-	19	4	2	1	1	27
	3%	7%	2%	-	-	3%	4%	1%	-	-	-	3%	-	-	-	3%	3%	1%	2%	*	3%
Unemployment/Factory closure/Lack of industry	265	5	7	15	1	5	2	13	2	32	27	8	25	8	-	156	29	88	16	56	287
	28%	18%	16%	28%	5%	13%	14%	18%	23%	33%eg	54%bc egio	47%	49%bc ego	37%	-	28%	20%	33%pr	17%	37%pr	30%
Other	74	1	7	10	-	-	-	8	-	6	1	1	2	1	-	43	17	16	8	7	75
	8%	2%	16%ej	19%ej lo	-	-	-	11%	-	6%	1%	8%	3%	3%	-	8%	12%qs	6%	9%	5%	8%
MEAN NUMBER OF MENTIONS	3.00	3.89	3.22	3.24i	2.93	3.29	2.62	2.77	2.63	2.74	3.23	3.37	3.22i	3.61	5.00	2.97	3.26r	3.00r	2.74	2.92	2.98
STANDARD ERROR	0.05	0.31	0.27	0.21	0.47	0.28	0.18	0.15	0.49	0.12	0.27	0.46	0.21	0.27	-	0.06	0.14	0.09	0.13	0.12	0.05

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

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

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	966	20	47	48	8	38	22	77	13	101	54	17	50	17	1	554	139	285	99	161	966
WEIGHTED BASE	955	26**	43*	53*	11**	39*	17**	73*	10**	96*	50*	17**	51*	20**	1**	561	141	267	90*	150	966
	100%	3%**	5%*	6%*	1%**	4%*	2%**	8%*	1%**	10%*	5%*	2%**	5%*	2%**	***	59%	15%	28%	9%*	16%	101%
ERROR VARIANCE	*	0.09	0.07	0.04	0.22	0.08	0.03	0.02	0.24	0.01	0.07	0.21	0.05	0.07	-	*	0.02	0.01	0.02	0.02	*
Don't know	88	1	4	5	-	4	-	5	1	13	5	*	2	1	-	53	13	24	5	19	93
	9%	4%	8%	9%	-	11%	-	7%	10%	14%	9%	2%	5%	4%	-	9%	9%	9%	6%	13%q	10%

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	966	107	148	152	121	225	213	966
WEIGHTED BASE	955	127	160	205	125	190	148	966
	100%	13%	17%	21%	13%	20%	16%	101%
Ageing population/ Social care for the elderly	67 7%	5 4%	7 5%	19 9%	6 5%	18 10%	11 7%	67 7%
AIDS	7 1%	1 1%	1 1%	3 1%	1 1%	1 1%	- -	6 1%
Animal welfare	9 1%	- -	3 2%	- -	1 1%	2 1%	3 2%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 1%	1 1%	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	62 7%	12 9%	6 3%	15 8%	5 4%	18 9%	6 4%	62 6%
Countryside/Rural life	11 1%	- -	- -	3 1%	3 2%	5 3%	1 *	9 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	140 15%	26 20%	40 25%	24 12%	17 14%	14 7%	18 12%	146 15%
Defence/Foreign affairs/ International terrorism	50 5%	6 5%	3 2%	5 2%	8 6%	18 9%	11 7%	56 6%
Drug abuse	40 4%	2 1%	15 9%	6 3%	6 5%	4 2%	8 5%	45 5%
Economy/Economic situation	500 52%	65 51%	71 44%	130 64%	61 49%	110 58%	63 42%	483 50%
Education/Schools	124 13%	17 14%	10 6%	50 24%	15 12%	24 13%	8 5%	110 11%

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+**

	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	966	107	148	152	121	225	213	966
WEIGHTED BASE	955	127	160	205	125	190	148	966
	100%	13%	17%	21%	13%	20%	16%	101%
Foot and mouth outbreak/Farming crisis	1 *	-	-	1 *	-	-	-	1 *
Housing	86 9%	8 7%	26 16%	11 6%	17 14%	9 5%	13 9%	87 9%
Inflation/Prices	133 14%	13 10%	42 26%	22 11%	29 23%	14 7%	14 9%	132 14%
Local government/ Council tax	22 2%	-	4 3%	4 2%	10 8%	2 1%	2 2%	22 2%
Low pay/Minimum wage/Fair wages	60 6%	7 6%	18 11%	13 7%	10 8%	7 4%	4 3%	57 6%
Morality/ Individual behaviour/ Lifestyle	68 7%	10 7%	11 7%	7 3%	3 2%	24 13%	13 9%	68 7%
National health service/Hospitals/ Healthcare	257 27%	39 31%	30 19%	66 32%	29 23%	52 27%	41 28%	247 26%
Nationalisation/ Government control of institutions	15 2%	1 1%	4 3%	2 1%	3 3%	2 1%	3 2%	17 2%
Northern Ireland	4 *	1 1%	1 1%	1 1%	-	-	1 1%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	1 1%	-	-	-	3 1%	2 1%	6 1%
Pensions/Social security/Benefits	93 10%	6 5%	18 11%	27 13%	8 6%	18 9%	16 11%	90 9%
Petrol prices/Fuel	62 7%	5 4%	14 9%	18 9%	12 10%	10 5%	4 2%	53 5%

Respondent type : GB Adults 18+
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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	966	107	148	152	121	225	213	966
WEIGHTED BASE	955	127	160	205	125	190	148	966
	100%	13%	17%	21%	13%	20%	16%	101%
Pollution/ Environment	31 3%	5 4%	2 1%	13 6%	3 3%	7 4%	1 1%	28 3%
Population levels/ Overpopulation	37 4%	2 2%	5 3%	7 4%	7 5%	8 4%	7 5%	35 4%
Pound/Exchange rate/Value of pound	9 1%	5 4%	- -	1 1%	1 1%	1 *	1 1%	7 1%
Poverty/Inequality	109 11%	17 14%	9 6%	21 10%	23 18%	20 10%	18 12%	116 12%
Privatisation	8 1%	- -	1 *	3 1%	- -	2 1%	2 2%	8 1%
Public services in general	55 6%	16 13%	7 5%	18 9%	3 2%	8 4%	3 2%	50 5%
Race relations/ Immigration/ Immigrants	281 29%	20 16%	41 25%	53 26%	43 34%	68 36%	57 38%	298 31%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	9 1%	- -	* *	4 2%	- -	3 2%	1 1%	8 1%
Taxation	55 6%	6 5%	11 7%	14 7%	10 8%	7 4%	6 4%	57 6%
Trade unions/ Strikes	3 *	- -	1 *	- -	1 1%	1 1%	* *	4 *
Transport/Public transport	24 3%	1 1%	6 4%	3 1%	6 5%	6 3%	2 1%	27 3%
Unemployment/ Factory closure/ Lack of industry	265 28%	41 32%	59 37%	43 21%	41 33%	40 21%	41 28%	287 30%

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 11

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	966	107	148	152	121	225	213	966
WEIGHTED BASE	955	127	160	205	125	190	148	966
	100%	13%	17%	21%	13%	20%	16%	101%
Other	74	11	5	20	3	25	10	75
	8%	9%	3%	10%	3%	13%	7%	8%
MEAN NUMBER OF MENTIONS	3.00	2.89	3.07	3.14	3.18	2.98	2.72	2.98
STANDARD ERROR	0.05	0.13	0.14	0.13	0.14	0.10	0.08	0.05
ERROR VARIANCE	*	0.02	0.02	0.02	0.02	0.01	0.01	*
Don't know	88	18	17	13	13	13	14	93
	9%	14%	10%	7%	10%	7%	9%	10%

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 14th March 2013
 Number of sample points : 148
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

	Page	Table	Title	Base Description	Base
● 1	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 2	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 3	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 4	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 5	2	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 6	2	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 7	2	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 8	2	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 9	3	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 10	3	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
● 11	3	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966

	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+	966
●	13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	22	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966

	Page	Table	Title	Base Description	Base
●	23	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	26	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	31	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966

	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+	966
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	36	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	41	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
	46	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	966