

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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Ageing population/ Social care for the elderly	24 2%	12 2%	12 2%	1 1%	3 2%	1 1%	9 5% cei	3 2%	6 3%	4 1%	10 3% eu	10 3%	5 1%	18 3% u	8 3%	3 1%	5 2%	7 3%	11 2%	12 3%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	-	3 1%	1 1%	1 *	-	-	2 1%	-	2 1%	-	2 *	2 *	2 *	-	-	3 2% p	-	-	3 1%	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	9 2%	6 1%	2 1%	1 1%	-	3 2%	3 2%	6 3% u	3 1%	3 1%	9 2% u	3 1%	12 2%	7 2% oq	7 3% oq	1 *	-	14 3% oq	1 *	14 1%
Countryside/Rural life	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	20 2%	6 1%	14 3%	1 1%	6 3%	2 1%	1 1%	5 3%	5 2%	8 2%	3 1%	10 3%	10 2%	11 2%	3 1%	5 2%	6 3%	5 2%	9 2%	11 2%	23 2%
Defence/Foreign affairs/ International terrorism	57 5%	21 4%	35 7%	4 2%	11 6%	9 5%	6 3%	9 7%	18 8% c	14 4%	15 4%	27 7% c	24 5%	33 6%	19 7%	13 5%	12 6%	13 5%	32 6%	25 5%	51 5%
Drug abuse	15 1%	5 1%	10 2%	2 1%	6 4% gkv	1 1%	3 1%	-	3 1%	8 3%	4 1%	3 1%	10 2%	5 1%	1 *	3 1%	1 1%	10 4% lnp	4 1%	11 2% n	16 2%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th February - 11th March 2015
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Economy/Economic situation	140 13%	95 19% ^b	45 8%	21 14%	16 9%	27 16%	30 17%	20 14%	25 11%	37 11%	57 16%	46 12%	64 13%	76 14%	53 19% ^{mn}	33 12%	25 11%	28 11%	86 15% ^m	53 11%	139 13%
Education/Schools	39 4%	11 2%	27 5% ^a	16 11% ^{dfg}	4 2%	9 5% ^v	4 2%	3 2%	3 1%	20 6% ^{dhk}	12 4%	6 2%	29 6% ^{dhk}	10 2%	14 5%	11 4%	9 4%	5 2%	25 4%	14 3%	31 3%
Foot and mouth outbreak/Farming crisis	2 *	2 *	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	-	-	1 *	1 *	-	2 *	2 *
Housing	29 3%	9 2%	21 4%	7 4%	5 3%	7 4%	5 3%	2 2%	4 2%	11 4%	12 3%	6 2%	18 4%	11 2%	6 2%	12 4% ⁿ	2 1%	10 4% ^q	18 3%	12 2%	30 3%
Immigration/immigrants	278 27%	143 28%	135 25%	18 12%	45 25% ^{ci}	38 22% ^c	60 34% ^{ce}	43 30% ^{ci}	74 33% ^{ce}	63 19% ^c	98 28% ^{ci}	117 32% ^{ci}	101 20% ^c	177 33% ^{ce}	47 17%	70 25% ^{lp}	76 35% ^{lm}	85 33% ^{lp}	117 21% ^l	162 34% ^{lm}	282 27%
Inflation/Prices	9 1%	5 1%	5 1%	3 2%	2 1%	-	1 *	* *	4 2%	4 1%	1 *	5 1%	4 1%	5 1%	2 1%	1 *	2 1%	5 2%	3 1%	6 1%	12 1%
Local government/Council tax	5 *	1 *	4 1%	1 1%	2 1%	1 *	-	-	1 1%	3 1%	1 *	1 *	4 1%	1 *	-	3 1%	-	2 1%	3 *	2 *	4 *
Low pay/Minimum wage/Fair wages	27 3%	10 2%	17 3%	8 5% ^{jv}	6 4%	2 1%	3 2%	4 3%	4 2%	14 4%	5 2%	8 2%	16 3%	11 2%	7 2%	4 2%	7 3%	8 3%	11 2%	15 3%	24 2%
Morality/Individual behaviour/Lifestyle	9 1%	5 1%	4 1%	-	1 *	2 1%	-	4 3% ^{fij}	3 1%	1 *	2 1%	7 2%	2 *	7 1%	4 1%	4 1%	-	1 *	8 1%	1 *	10 1%
National health service/Hospitals/Healthcare	114 11%	39 8%	75 14% ^a	14 9%	16 9%	21 12%	22 12%	19 13%	22 10%	30 9%	43 12%	42 11%	50 10%	64 12%	32 12%	33 12%	23 11%	25 10%	66 12%	49 10%	106 10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/u/v - l/m/n/o/p/q
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UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Nationalisation/ Government control of institutions	1 *	1 *	-	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Pensions/Social security/Benefits	27 3%	9 2%	18 3%	5 3%	5 3%	5 3%	3 2%	4 3%	5 2%	10 3%	8 2%	9 2%	16 3%	12 2%	4 1%	8 3%	6 3%	10 4%	12 2%	15 3%	27 3%
Petrol prices/Fuel	* *	* *	-	* *	-	-	-	-	-	* *	-	-	* *	-	-	-	-	* *	-	* *	1 *
Pollution/ Environment	11 1%	8 2%	2 *	1 1%	4 2%	1 1%	1 *	2 2%	2 1%	4 1%	2 *	5 1%	5 1%	5 1%	5 2%	4 1%	2 1%	1 *	8 1%	2 *	10 1%
Population levels/ Overpopulation	2 *	2 *	-	-	-	-	-	1 1%	1 1%	-	-	2 1%	-	2 *	-	2 1%	-	-	-	2 *	3 *
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	58 6%	28 6%	30 6%	12 8%j	13 7%	5 3%	8 4%	8 6%	12 5%	25 8%j	12 4%	20 5%	30 6%	28 5%	25 9%noq	21 8%noq	4 2%	8 3%	46 8%noq	12 2%	61 6%
Privatisation	4 *	1 *	3 1%	2 1%j	-	-	-	-	2 1%	2 1%	-	2 1%	2 *	2 *	1 *	-	1 *	2 1%	1 *	3 1%	4 *
Public services in general	7 1%	2 *	5 1%	-	-	3 2%	3 1%i	-	2 1%	-	5 1%	2 1%	3 1%	5 1%	4 1%	1 *	2 1%	1 *	5 1%	3 1%	6 1%

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UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Race relations	9 1%	4 1%	5 1%	5 3%ghj kuv	2 1%	1 *	1 1%	-	1 *	7 2%kv	2 *	1 *	7 2%	2 *	1 *	5 2%	3 1%	1 *	5 1%	4 1%	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	4 1%	2 *	1 1%	1 1%	-	-	1 1%	2 1%	2 1%	-	3 1%	2 *	3 1%	1 *	1 *	3 2%	-	2 *	3 1%	6 1%
Taxation	14 1%	10 2%	5 1%	4 3%	2 1%	2 1%	2 1%	2 1%	2 1%	6 2%	4 1%	4 1%	8 2%	6 1%	6 2%	5 2%	-	3 1%	11 2%	3 1%	16 2%
Trade unions/ Strikes	2 *	2 *	-	1 *	-	1 1%	-	-	-	1 *	1 *	-	2 *	-	1 *	-	-	1 *	1 *	1 *	2 *
Transport/Public transport	1 *	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	56 5%	29 6%	27 5%	9 6%gk	9 5%	20 12%ghi kv	9 5%	2 1%	6 3%	19 6%gk	30 9%fgh kv	8 2%	39 8%ghi kv	17 3%k	7 3%	13 5%	16 7%l	19 8%lp	20 4%	36 7%lp	54 5%
Other	25 2%	18 4%b	7 1%	1 *	4 2%	9 5%ci	2 1%	3 2%	6 3%	4 1%	11 3%f	9 3%	13 3%ci	12 2%	12 4%oq	7 3%	3 1%	2 1%	19 3%oq	5 1%	24 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	28 3%	11 2%	17 3%	8 6%ghj kv	10 5%hjk v	2 1%	3 2%	2 1%	3 1%	18 6%ghj kv	6 2%	4 1%	20 4%jkv	8 1%	7 3%	9 3%	7 3%	5 2%	16 3%	12 3%	34 3%
Personal finances (NET)	94 9%	43 9%	51 10%	23 15%ef jkuv	21 12%ej	7 4%	11 6%	13 9%	20 9%	43 13%efj uv	18 5%	32 9%	51 10%ej	44 8%	34 12%nq	26 9%	13 6%	21 8%	60 11%	34 7%	98 9%

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UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Median	1	1	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/u/v - l/m/n/o/p/q
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ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL	
	TOTAL	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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032	
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032	
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%	
Ageing population/ Social care for the elderly	24 2%	21 2%	2 4%	1 1%	5 1%	4 1%	10 3%	8 3%	9 2%	4 3%	9 3%	5 3%	4 1%	12 4%	3 2%	4 2%	15 2%l	7 2%	22 2%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	3 *	-	-	3 1%	3 1%ah	-	-	-	-	-	-	1 *	-	2 1%	1 *	1 *	2 1%	3 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	14 2%f	-	1 1%	7 2%	5 2%	1 *	1 *	8 2%	1 1%	7 2%i	6 4%fg	11 3%oq	3 1%	1 *	-	14 2%oq	1 *	14 1%	
Countryside/Rural life	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	20 2%	18 2%	1 1%	1 1%	5 2%	4 2%	3 1%	3 1%	11 3%	8 6%ade fghjk	9 3%	1 1%	5 2%	5 2%	6 4%o	2 1%	11 2%	8 2%o	23 2%	
Defence/Foreign affairs/ International terrorism	57 5%	44 5%ei	5 9%ei	8 9%dei	15 4%e	7 3%	20 6%i	15 6%	22 6%i	2 2%	17 6%i	15 10%ade i	20 6%	22 7%o	9 6%	5 2%	43 6%o	14 4%	51 5%	
Drug abuse	15 1%	10 1%	1 3%h	4 4%ade hjk	4 1%e	1 *	9 3%aeh j	8 3%aeh j	1 *	1 1%	1 *	-	4 1%	2 1%	5 4%mp	4 2%	6 1%	9 3%p	16 2%	

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UNWEIGHTED BASE	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Economy/Economic situation	140	116	7	16	54	37	39	32	47	17	35	17	46	54	13	26	100	39	139
	13%	13%	14%	18%	15%	15%	12%	12%	12%	13%	12%	12%	14%	16%n	8%	13%	15%n	11%	13%
Education/Schools	39	36	1	2	15	13	6	5	18	5	11	6	9	20	2	6	29	8	31
	4%	4%fg	1%	2%	4%	5%	2%	2%	5%	3%	4%	4%	3%	6%nq	1%	3%	4%l	2%	3%
Foot and mouth outbreak/Farming crisis	2	2	-	-	-	-	1	1	1	-	1	1	2	-	-	-	2	-	2
	*	*	-	-	-	-	*	*	*	-	*	1%	*	-	-	-	*	-	*
Housing	29	28	1	1	4	4	5	5	20	15	18	3	8	10	3	9	18	12	30
	3%	3%d	2%	1%	1%	1%	2%	2%	5%ac defg	11%abc defghj k	6%acd efgk	2%	2%	3%	2%	4%	3%	3%	3%
Immigration/immigrants	278	247	18	13	80	67	89	70	109	29	81	52	95	87	53	40	182	93	282
	27%	28%c	36%cd i	14%	23%c	26%c	28%c	26%c	29%ci	21%	29%ci	36%cd i	29%o	26%	34%oq	20%	27%o	26%o	27%
Inflation/Prices	9	8	1	1	3	2	4	4	2	1	2	1	4	1	2	2	5	4	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Local government/Council tax	5	5	-	-	1	1	2	2	2	1	2	1	1	2	1	1	3	2	4
	*	1%	-	-	*	*	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	1%	*
Low pay/Minimum wage/Fair wages	27	27	-	-	10	10	7	7	10	7	9	2	7	7	3	10	14	13	24
	3%	3%	-	-	3%	4%c	2%	3%	3%	5%chj	3%	1%	2%	2%	2%	5%	2%	4%	2%
Morality/Individual behaviour/Lifestyle	9	6	-	3	4	2	4	4	1	1	1	-	4	2	*	2	6	3	10
	1%	1%	-	3%ahj	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
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 27th February - 11th March 2015
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
National health service/Hospitals/Healthcare	114 11%	101 11%	5 11%	8 8%	37 11%	30 12%	38 12%	33 12%	39 10%	14 10%	27 10%	13 9%	41 12%	38 11%	11 7%	25 12%	79 12%	35 10%	106 10%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	27 3%	23 3%	3 5%	1 1%	7 2%	6 2%	11 3%	8 3%	10 3%	1 1%	5 2%	3 2%	4 1%	7 2%	8 5%lp	4 2%	11 2%	12 3%	27 3%
Petrol prices/Fuel	* *	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	* *	1 *
Pollution/ Environment	11 1%	6 1%	2 5%afg hijk	2 2%j	4 1%	3 1%	4 1%g	1 1%	2 1%	- -	- -	- -	6 2%	4 1%	- -	1 1%	9 1%	1 *	10 1%
Population levels/ Overpopulation	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	1 1%	1 *	1 *	2 *	- -	1 *	- -	2 *	1 *	3 *
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
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UNWEIGHTED BASE	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Poverty/Inequality	58 6%	45 5%	2 3%	11 12% ^{abd} efghjk	22 6% ^e	10 4%	16 5%	14 5%	20 5%	11 8% ^{hj}	16 6%	5 3%	22 7% ^{mp}	9 3%	7 5%	18 9% ^{mp}	31 5%	25 7% ^m	61 6%
Privatisation	4 *	4 *	- -	- -	1 *	1 *	1 *	1 *	2 1%	2 2%	2 1%	- -	2 1%	1 *	- -	1 1%	3 *	1 *	4 *
Public services in general	7 1%	6 1%	- -	1 1%	1 *	1 *	3 1%	3 1%	3 1%	2 1%	2 1%	- -	3 1%	4 1%	- -	1 *	7 1%	1 *	6 1%
Race relations	9 1%	9 1%	- -	1 1%	6 2%	6 2%	2 *	2 1%	1 *	1 1%	1 1%	- -	1 *	2 1%	1 *	6 3% ^{lp}	3 *	6 2% ^p	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	2 *	- -	3 3% ^{ade} fghij	4 1% ^a	1 1%	- -	- -	1 *	- -	1 *	1 1%	4 1%	1 *	1 *	- -	5 1%	1 *	6 1%
Taxation	14 1%	11 1%	1 3%	2 2%	7 2%	5 2%	3 1%	2 1%	5 1%	2 2%	2 1%	- -	4 1%	3 1%	3 2%	5 2%	7 1%	8 2%	16 2%
Trade unions/ Strikes	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Transport/Public transport	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	56 5%	49 5% ^{hj}	2 3%	5 6%	24 7% ^{hij}	19 7% ^{hij}	22 7% ^{hj}	21 8% ^{hij}	10 3%	3 2%	6 2%	3 2%	13 4%	16 5%	11 7%	17 8% ^{lp}	29 4%	27 8% ^{lp}	54 5%
Other	25 2%	20 2%	- -	4 5%	9 2%	4 2%	6 2%	6 2%	11 3%	3 2%	9 3%	6 4%	6 2%	11 3%	4 3%	2 1%	18 3%	6 2%	24 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. * small base

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
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	28	26	-	2	11	9	9	9	9	4	5	2	5	5	7	12	9	19	34
	3%	3%	-	2%	3%	3%	3%	3%	2%	3%	2%	1%	1%	1%	4%lp	6%lmp	1%	5%lmp	3%
Personal finances (NET)	94	80	2	12	34	23	27	25	32	20	28	8	33	18	12	30	51	42	98
	9%	9%	4%	13%	10%	9%	9%	9%	9%	14%ab	10%	5%	10%p	5%	8%	15%mp	8%	12%mp	9%
Median	1	1	1	1	1	1	1	1	1	hjk	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
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Ageing population/ Social care for the elderly	24 2%	11 3%	3 2%	10 2%	2 3%	2 1%	10 4%	1 2%	22 3%	3 1%	1 1%	1 1%	6 2%	3 1%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	2 *	-	2 *	1 1%	-	2 1%	-	3 *	-	-	-	-	-	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	5 1%	5 4% ^c	5 1%	-	4 3%	2 1%	3 7% ^{gi}	11 1%	7 4% ⁱ	2 2%	-	9 2%	1 *	14 1%
Countryside/Rural life	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	20 2%	5 1%	5 3%	10 2%	1 2%	2 1%	8 3%	1 2%	18 2%	3 1%	1 1%	2 2%	5 2%	6 2%	23 2%
Defence/Foreign affairs/ International terrorism	57 5%	17 4%	3 2%	37 8% ^{ab}	1 3%	15 9% ^{gr}	8 3%	3 6%	42 5%	18 8% ^{gr}	1 1%	1 1%	23 7% ^l	22 7%	51 5%
Drug abuse	15 1%	6 1%	3 2%	6 1%	2 3%	1 *	6 2%	2 4%	14 2%	3 1%	-	2 3%	3 1%	8 2%	16 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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	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	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Economy/Economic situation	140	65	20	55	5	27	28	8	113	35	2	8	54	37	139
	13%	16%	14%	11%	10%	16% _r	11%	17% _r	13% _r	16% _r	3%	10%	16%	11%	13%
Education/Schools	39	9	7	23	-	3	11	1	36	4	-	1	17	16	31
	4%	2%	5%	5%	-	2%	4%	2%	4%	2%	-	1%	5%	5%	3%
Foot and mouth outbreak/Farming crisis	2	1	-	1	-	-	2	-	2	-	-	-	-	1	2
	*	*	-	*	-	-	1%	-	*	-	-	-	-	*	*
Housing	29	13	3	13	1	5	12	3	24	8	-	2	11	10	30
	3%	3%	2%	3%	2%	3%	5%	6%	3%	4%	-	3%	3%	3%	3%
Immigration/immigrants	278	108	32	138	10	49	54	3	229	52	54	23	79	87	282
	27%	26%	23%	29%	18%	30% _h _j	21% _h	6%	26% _g _h	24% _h	71% _f _g _h	28%	23%	26%	27%
Inflation/Prices	9	1	1	8	1	2	4	-	8	2	1	1	-	3	12
	1%	*	*	2%	2%	1%	2%	-	1%	1%	1%	1%	-	1%	1%
Local government/Council tax	5	-	3	2	1	2	-	2	3	4	-	1	-	4	4
	*	-	2% _a	*	2% _a	1%	-	5% _g _i	*	2% _g _i	-	2% _m	-	1%	*
Low pay/Minimum wage/Fair wages	27	16	2	8	3	-	13	3	27	3	2	2	7	5	24
	3%	4%	2%	2%	6% _c	-	5% _f	6% _f _j	3%	1%	2%	2%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	9	2	1	6	2	2	1	1	7	3	-	1	4	3	10
	1%	*	1%	1%	4% _a	1%	*	2%	1%	1%	-	1%	1%	1%	1%
National health service/Hospitals/Healthcare	114	48	16	50	5	22	33	4	92	26	7	13	47	39	106
	11%	12%	12%	10%	9%	13%	12%	9%	11%	12%	9%	16%	14%	12%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Nationalisation/ Government control of institutions	1 *	-	-	1	-	-	-	-	1	-	-	-	-	-	1
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1	-	-	-	-	-	1	-	-	-	1	1	1
Pensions/Social security/Benefits	27 3%	12	-	15	3	8	6	2	19	10	1	2	11	7	27
Petrol prices/Fuel	*	*	-	-	-	-	*	-	*	-	-	-	-	-	1
Pollution/ Environment	11 1%	4	-	6	-	1	3	2	10	3	-	1	7	3	10
Population levels/ Overpopulation	2 *	-	-	2	-	-	-	-	2	-	1	-	1	1	3
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	58 6%	23	12	23	3	1	16	3	56	4	-	4	22	18	61
Privatisation	4 *	1	1	2	1	-	3	-	4	-	-	-	-	1	4
Public services in general	7 1%	4	2	2	-	-	2	-	7	-	-	-	4	1	6
		1%	1%	*	-	-	1%	-	1%	-	-	-	1%	*	1%

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	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Race relations	9 1%	3 1%	4 3% ^c	2 *	- -	2 1%	2 1%	1 1%	7 1%	3 1%	- -	3 3% ^m	- -	4 1%	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	2 1%	- -	3 1%	- -	1 1%	- -	- -	4 *	1 1%	- -	- -	3 1%	1 *	6 1%
Taxation	14 1%	7 2%	2 2%	5 1%	2 3%	6 4% ⁱ	4 2%	- -	8 1%	6 3%	- -	1 1%	5 2%	7 2%	16 2%
Trade unions/ Strikes	2 *	2 *	- -	- -	- -	1 1%	1 *	- -	1 *	1 1%	- -	- -	- -	2 1%	2 *
Transport/Public transport	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Unemployment/ Factory closure/ Lack of industry	56 5%	26 6%	7 5%	23 5%	8 14% ^c	2 1%	24 9% ^{fij}	1 2%	54 6% ^{fj}	3 2%	2 2%	8 10% ^m	12 3%	23 7%	54 5%
Other	25 2%	15 4%	- -	10 2%	1 1%	6 3%	2 1%	3 7% ^{gi}	19 2%	9 4% ^g	1 1%	2 3%	15 4%	7 2%	24 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	28 3%	7 2%	6 4%	15 3%	2 4%	2 1%	6 2%	- -	26 3%	2 1%	1 1%	3 4% ^m	2 1%	10 3%	34 3%
Personal finances (NET)	94 9%	41 10%	15 11%	39 8%	7 13%	3 2%	34 13% ^{fj}	6 12% ^{fj}	91 10% ^{fjr}	9 4% ^f	2 3%	6 8%	28 8%	27 8%	98 9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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UNWEIGHTED BASE	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
		40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%

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

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
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Ageing population/ Social care for the elderly	24 2%	9 3%et	9 2%	3 2%	5 1%	- -	2 1%	2 1%	16 3%g	6 2%	22 2%	1 1%	5 3%	9 2%	5 4%	6 3%	4 4%	3 3%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	-	1 *	3 2%abt	-	-	1 *	2 1%	2 *	-	3 *	-	-	2 *	1 1%	2 1%	1 1%	1 1%	3 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	-	5 1%	2 2%a	8 2%a	6 3%a	4 2%a	4 1%	7 1%	4 2%	15 2%	-	4 2%	7 2%	-	6 2%	6 6%pqqs	-	14 1%
Countryside/Rural life	1 *	-	-	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	20 2%	2 1%	5 1%	20 16%abef t	5 1%	1 1%	1 1%	10 3%	7 1%	4 2%	14 2%	6 5%j	5 3%	4 1%	2 1%	9 3%	3 3%	4 4%	23 2%
Defence/Foreign affairs/ International terrorism	57 5%	15 5%	16 4%	5 4%	14 3%	57 33%abcf t	8 4%	10 3%	26 5%	21 9%g	55 6%	2 2%	6 3%	15 4%	5 4%	14 5%	5 5%	5 5%	51 5%
Drug abuse	15 1%	-	1 *	1 1%	3 1%	2 1%	3 1%	8 3%	5 1%	1 1%	13 1%	2 2%	3 2%	5 1%	-	4 1%	1 1%	2 2%	16 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/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 : 27th February - 11th March 2015
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Economy/Economic situation	140	140	45	9	46	20	30	36	73	30	126	13	23	62	25	32	13	15	139
	13%	49%bce	11%	7%	10%	12%	14%	12%	15%	12%	14%	11%	13%	17%	22%q	13%	13%	13%	13%
Education/Schools	39	5	19	4	6	1	39	4	22	13	33	5	10	5	5	6	2	5	31
	4%	2%	5%aet	3%	1%	*	18%abce	1%	4%g	5%g	4%	4%	6%m	1%	4%	2%	2%	4%	3%
Foot and mouth outbreak/Farming crisis	2	-	-	-	-	-	-	1	1	-	1	1	-	1	-	-	-	-	2
	*	-	-	-	-	-	-	*	*	-	*	*	-	*	-	-	-	-	*
Housing	29	7	12	6	12	2	9	19	5	6	17	12	7	7	3	3	2	*	30
	3%	2%	3%	5%	3%	1%	5%	6%h	1%	3%	2%	9%j	4%	2%	3%	1%	2%	*	3%
Immigration/immigrants	278	48	105	32	278	27	34	77	136	65	250	26	33	106	13	85	33	43	282
	27%	17%	26%aef	26%aef	59%abc	16%	16%	26%	28%	26%	28%	21%	18%	29%l	11%	34%p	34%p	36%p	27%
Inflation/Prices	9	1	3	-	2	2	-	4	5	1	4	5	-	2	-	3	-	1	12
	1%	*	1%	-	*	1%	-	1%	1%	*	*	4%j	-	*	-	1%	-	1%	1%
Local government/Council tax	5	-	-	1	1	-	-	1	4	-	4	1	2	1	1	3	3	3	4
	*	-	-	1%b	*	-	-	*	1%	-	*	1%	1%	*	1%	1%	3%	3%	*
Low pay/Minimum wage/Fair wages	27	3	3	2	4	2	1	10	6	11	20	7	7	12	4	4	1	1	24
	3%	1%	1%	2%	1%	1%	1%	3%	1%	4%h	2%	5%j	4%	3%	3%	2%	1%	1%	2%
Morality/Individual behaviour/Lifestyle	9	1	1	3	1	-	3	4	5	-	8	-	2	1	2	4	2	1	10
	1%	*	*	2%bt	*	-	1%	1%	1%	-	1%	-	1%	*	1%	2%	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/f/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 : 27th February - 11th March 2015
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
National health service/Hospitals/Healthcare	114 11%	24 9%	114 29%ace	14 12%t	30 6%	22 13%t	38 18%at	29 10%	57 12%	28 11%	102 11%	12 10%	26 14%	38 10%	13 11%	23 9%	9 9%	9 7%	106 10%
Nationalisation/ Government control of institutions	1 *	1 *	1 *	- -	1 *	1 1%	1 1%	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *
Pensions/Social security/Benefits	27 3%	2 1%	9 2%	3 2%	8 2%	2 1%	3 1%	3 1%	16 3%	8 3%	26 3%	1 1%	7 4%	5 1%	1 1%	7 3%	5 5%	3 3%	27 3%
Petrol prices/Fuel	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	1 *
Pollution/ Environment	11 1%	3 1%	7 2%t	1 1%	1 *	1 1%	4 2%t	2 1%	2 *	6 2%h	10 1%	1 1%	2 1%	2 1%	2 2%q	- -	- -	- -	10 1%
Population levels/ Overpopulation	2 *	2 1%	- -	- -	1 *	1 1%	- -	1 *	1 *	1 *	2 *	- -	- -	- -	- -	- -	- -	- -	3 *
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	58 6%	8 3%	18 5%t	6 5%	9 2%	4 3%	10 5%	26 9%h	18 4%	13 5%	55 6%	3 2%	14 8%	18 5%	14 13%qrs	8 3%	- -	3 3%	61 6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/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

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UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Privatisation	4*	-	1*	1	1	-	1	2	2	-	4	-	-	2	-	-	-	-	4
	*	-	*	1%	*	-	1%	1%	*	-	*	-	-	1%	-	-	-	-	*
Public services in general	7	-	3	-	1	-	2	2	4	1	6	1	3	3	1	2	2	-	6
	1%	-	1%	-	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%
Race relations	9	-	1	1	2	3	1	7	2	-	6	3	-	7	1	5	1	3	11
	1%	-	*	1%	*	2%	*	2%hi	*	-	1%	2%	-	2%	1%	2%	1%	3%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5	2	1	-	2	1	-	-	3	2	5	-	1	2	1	2	-	2	6
	1%	1%	*	-	1%	1%	-	-	1%	1%	1%	-	*	1%	1%	1%	-	2%	1%
Taxation	14	1	3	-	6	2	3	-	11	3	13	1	3	6	1	-	-	-	16
	1%	*	1%	-	1%	1%	1%	-	2%g	1%	1%	1%	2%	2%	1%	-	-	-	2%
Trade unions/ Strikes	2	-	-	-	1	1	1	1	1	-	-	2	-	2	1	-	-	-	2
	*	-	-	-	*	1%	1%	*	*	-	-	1%j	-	1%	1%	-	-	-	*
Transport/Public transport	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	1%	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*
Unemployment/ Factory closure/ Lack of industry	56	6	8	5	15	5	11	20	26	10	41	15	10	22	5	11	4	9	54
	5%	2%	2%	4%	3%	3%	5%b	7%	5%	4%	5%	12%j	6%	6%	4%	5%	4%	7%	5%
Other	25	3	7	1	5	6	1	8	10	7	25	-	5	10	7	4	-	3	24
	2%	1%	2%	1%	1%	4%t	1%	3%	2%	3%	3%	-	3%	3%	6%qr	2%	-	3%	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

Proportions/Means: Columns Tested (5% risk level) - a/b/c/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 : 27th February - 11th March 2015
Number of sample points : 160
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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	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Don't know	28	3	1	-	1	1	1	8	17	3	23	6	4	8	1	5	3	1	34
	3%	1%	*	-	*	*	*	3%	4%	1%	3%	4%	2%	2%	1%	2%	3%	1%	3%
Personal finances (NET)	94	12	23	8	15	8	11	40	30	25	79	15	21	32	18	15	1	5	98
	9%	4%	6%t	7%	3%	5%	5%	13%h	6%	10%	9%	12%	12%	9%	16%qrs	6%r	1%	4%	9%
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/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

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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Ageing population/ Social care for the elderly	82 8%	42 8%	40 7%	8 5%	10 6%	10 6%	17 10%	12 8%	25 11% ^{iu}	18 6%	27 8%	36 10% ^u	28 6%	54 10% ^u	30 11%	17 6%	16 7%	19 7%	47 8% ^m	35 7%	85 8%
AIDS	4 *	3 1%	1 *	2 1% ^k	1 *	- -	1 1%	- -	- -	3 1%	1 *	- -	3 1%	1 *	1 *	3 1% ^q	- -	- -	4 1%	- -	5 *
Animal welfare	14 1%	3 1%	11 2%	3 2%	2 1%	2 1%	3 1%	2 1%	3 1%	5 1%	4 1%	5 1%	6 1%	7 1%	1 *	2 1%	3 2%	7 3% ^{lp}	3 1%	11 2% ^p	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	2 *	- *	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	2 *	- -	- -	3 1% ^p	- -	- -	3 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	74 7%	45 9%	29 5%	6 4%	6 3%	7 4%	14 8%	14 10% ^{di}	28 12% ^{cde}	11 3%	21 6%	42 11% ^{cde}	19 4%	55 10% ^{cd}	40 14% ^{mno}	18 6%	9 4%	7 3%	58 10% ^{mno}	16 3%	72 7%
Countryside/Rural life	12 1%	10 2% ^b	2 *	1 1%	2 1%	- -	3 2%	4 3% ^u	2 1%	3 1%	3 1%	6 2%	3 1%	9 2%	3 1%	6 2%	3 1%	1 1%	8 1%	4 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	123 12%	50 10%	73 14%	18 12%	18 10%	21 12%	18 10%	19 13%	30 13%	36 11%	39 11%	49 13%	57 12%	66 12%	27 10%	31 11%	25 11%	40 16%	58 10%	65 13%	131 13%
Defence/Foreign affairs/ International terrorism	170 16%	80 16%	91 17%	13 9%	23 13%	24 14%	28 16%	31 22% ^{ci}	51 23% ^{cd}	36 11%	52 15%	82 22% ^{cd}	60 12%	110 20% ^{ci}	59 21% ^{oq}	47 17% ^o	37 17%	27 11%	106 19% ^{oq}	64 13% ^o	160 16%
Drug abuse	73 7%	35 7%	38 7%	10 7%	18 11%	12 7%	10 6%	8 6%	14 6%	29 9%	22 6%	23 6%	40 8%	33 6%	9 3%	19 7%	13 6%	32 12% ^{lmn}	28 5%	45 9% ^{lnp}	89 9%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th February - 11th March 2015
Number of sample points : 160
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+

	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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Economy/Economic situation	286 28%	162 32% ^b	124 23%	38 25%	41 23%	56 33%	61 34% ^{hi} kv	37 25%	54 24%	79 24%	116 33% ^{dh} ikuv	91 25%	134 27%	152 28% ^k	92 33% ^{oq}	81 29% ^o	59 27%	53 21%	174 31% ^{oq}	112 23%	277 27%
Education/Schools	210 20%	82 16%	128 24% ^a	36 24% ^{dh} ik	24 14%	51 30% ^{dg} hikuv	41 23% ^d	24 17%	35 15%	60 19% ^d	92 26% ^{dg} hikv	59 16%	111 22% ^{dh} ik	99 18%	98 35% ^{mn} opq	49 18%	32 14%	31 12%	147 26% ^{mn} oq	63 13%	185 18%
Foot and mouth outbreak/Farming crisis	3 *	3 1%	-	-	1 1%	1 *	-	-	1 *	1 *	1 *	1 *	2 *	1 *	-	1 *	1 *	1 *	1 *	2 *	3 *
Housing	145 14%	56 11%	89 17% ^a	20 14%	25 14%	20 12%	27 15%	20 14%	32 14%	45 14%	48 14%	52 14%	65 13%	80 15%	33 12%	49 18%	24 11%	39 15%	82 15%	63 13%	144 14%
Immigration/immigrants	470 45%	235 47%	235 44%	49 33%	74 42%	70 41%	106 59% ^{cd} egijk uv	63 44%	110 49% ^{ci} u	122 38%	175 50% ^{ce} iu	173 47% ^{ci} u	192 39%	278 51% ^{ci} ku	106 38%	125 45%	106 48%	133 52% ^{lp}	231 41%	239 50% ^{lp}	471 46%
Inflation/Prices	61 6%	28 6%	33 6%	13 9% ^{gv}	16 9% ^{gkv}	12 7%	6 4%	3 2%	12 6%	28 9% ^{fgk} v	18 5%	15 4%	40 8% ^{gkv}	21 4%	9 3%	14 5%	15 7%	23 9% ^{lp}	23 4%	38 8% ^{lp}	64 6%
Local government/Council tax	23 2%	15 3%	8 2%	2 1%	9 5% ^{fju} v	1 1%	2 1%	4 3%	4 2%	11 3% ^j	3 1%	8 2%	13 3%	10 2%	3 1%	8 3%	4 2%	7 3%	12 2%	11 2%	24 2%
Low pay/Minimum wage/Fair wages	128 12%	59 12%	69 13%	30 20% ^{ef} hjkuv	22 12%	14 8%	17 10%	21 14%	23 10%	52 16% ^{ēju}	32 9%	44 12%	66 13% ^{ej}	61 11%	36 13%	28 10%	32 15%	31 12%	64 12%	63 13%	125 12%
Morality/Individual behaviour/Lifestyle	60 6%	34 7%	27 5%	6 4%	14 8%	10 6%	11 6%	8 6%	12 5%	20 6%	21 6%	20 5%	30 6%	30 6%	23 8% ^{oq}	18 6%	11 5%	8 3%	41 7% ^{oq}	19 4%	57 6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th February - 11th March 2015
 Number of sample points : 160
 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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
National health service/Hospitals/Healthcare	398 38%	162 32%	237 44%a	42 28%	62 36%	74 44%ci	77 43%ci	57 40%ci	85 38%	104 32%	152 44%ci	143 39%ci	178 36%ci	220 40%ci	135 48%mo	96 34%	85 38%	83 32%	230 41%mo	168 35%	370 36%
Nationalisation/ Government control of institutions	15 1%	9 2%	6 1%	1 1%	3 2%	3 2%	2 1%	3 2%	3 1%	4 1%	5 1%	6 2%	7 1%	8 1%	4 2%	5 2%	1 *	5 2%	9 2%	6 1%	17 2%
Northern Ireland	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	5 1%	9 2%	1 *	4 2%	1 1%	1 1%	1 *	6 3%	4 1%	2 1%	7 2%	6 1%	8 1%	3 1%	7 3%q	1 *	2 1%	11 2%	3 1%	16 2%
Pensions/Social security/Benefits	132 13%	57 11%	74 14%	18 12%	24 14%	23 13%	25 14%	22 15%	20 9%	42 13%	47 14%	42 11%	65 13%	67 12%	35 13%	40 15%	27 12%	29 11%	76 14%	56 12%	129 13%
Petrol prices/Fuel	26 3%	18 4%b	8 2%	8 5%hkv	7 4%hkv	5 3%	4 2%	2 1%	* *	15 5%hkv	9 3%h	2 1%	20 4%hkv	7 1%h	11 4%o	6 2%	7 3%	2 1%	17 3%	10 2%o	23 2%
Pollution/ Environment	53 5%	33 6%	21 4%	5 3%	9 5%	15 9%	8 5%	9 6%	8 4%	14 4%	23 7%	17 5%	28 6%ci	25 5%	19 7%q	20 7%q	6 3%	8 3%	39 7%noq	14 3%	51 5%
Population levels/ Overpopulation	32 3%	21 4%	11 2%	4 2%	1 1%	6 4%	7 4%	6 4%	9 4%	5 2%	13 4%	14 4%	11 2%	21 4%	9 3%	12 4%	6 3%	5 2%	21 4%	11 2%	36 3%
Pound/Exchange rate/Value of pound	6 1%	5 1%	1 *	- -	2 1%	- -	1 1%	2 1%	1 1%	2 1%	1 *	3 1%	2 *	4 1%	1 *	3 1%	1 *	1 1%	4 1%	2 *	9 1%
Poverty/Inequality	162 16%	78 15%	84 16%	30 20%hk	25 14%	25 15%	34 19%	21 14%	27 12%	55 17%	59 17%	48 13%	80 16%	81 15%	65 23%mn	44 16%	21 9%	32 12%	109 20%mn	53 11%	176 17%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th February - 11th March 2015
 Number of sample points : 160
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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 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
Privatisation	29 3%	18 4%	11 2%	6 4%	3 2%	5 3%	5 3%	4 3%	7 3%	8 3%	10 3%	11 3%	13 3%	16 3%	14 5%noq	10 4%oq	3 1%	2 1%	24 4%oq	5 1%	31 3%
Public services in general	63 6%	28 6%	35 7%	7 5%	9 5%	11 6%	19 11%gik uv	6 4%	12 5%	16 5%	30 9%u	18 5%	27 5%	37 7%k	30 11%mp	8 3%	15 7%	11 4%	38 7% m	26 5%	61 6%
Race relations	49 5%	21 4%	27 5%	13 9%kv	7 4%	7 4%	8 4%	5 4%	9 4%	20 6%	15 4%	14 4%	27 5%	22 4%	15 5%	18 7%q	5 2%	10 4%	33 6%	15 3%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	15 3%	6 1%	1 1%	2 1%	1 1%	4 2%	3 2%	10 4%eiu	3 1%	5 2%	13 4%iu	4 1%	17 3%u	11 4%oq	4 1%	4 2%	2 1%	15 3%	6 1%	25 2%
Taxation	68 7%	38 8%	30 6%	16 11% dhi kv	7 4%	19 11% dhk v	11 6% h	11 7% hk	5 2%	23 7% dh	30 9% hkv	15 4% h	41 8% dhk v	27 5% h	29 10% oq	20 7% o	13 6%	7 3%	49 9% oq	19 4%	67 6%
Trade unions/ Strikes	5 *	3 1%	2 *	1 *	1 1%	1 1%	1 1%	- -	1 *	2 1%	2 1%	1 *	3 1%	2 *	2 1%	- -	1 *	1 1%	2 *	2 *	5 *
Transport/Public transport	51 5%	30 6%	22 4%	9 6%	9 5%	4 3%	15 8% ehj kv	6 4%	8 3%	18 6%	20 6% e	13 4%	23 5%	28 5% k	12 4%	13 5%	10 4%	17 6%	25 4%	26 6%	54 5%
Unemployment/ Factory closure/ Lack of industry	216 21%	92 18%	123 23%	38 25% hk v	41 23% hk	41 24% hk v	42 24% hk v	23 16%	31 14%	78 24% hk v	83 24% hk v	54 15%	120 24% gh kv	96 18% k	44 16%	58 21%	55 25% l	59 23%	102 18%	114 24% l	212 21%
Other	71 7%	45 9% b	25 5%	5 3%	10 6%	17 10% cfi	5 3%	9 7%	24 11% cfi v	14 4%	23 7% f	34 9% cfi v	32 6% ci 7% f	39 7% f	32 11% noq	19 7%	11 5%	9 3%	51 9% oq	20 4%	68 7%
MEAN NUMBER OF MENTIONS	3.33	3.34	3.33	3.25	3.20	3.43	3.62	3.25	3.25	3.22	3.53	3.25	3.29	3.37k	3.78n oq	3.36o q	3.13	3.00	3.57m noq	3.06	3.34

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/u/v - l/m/n/o/p/q
Overlap formulae used.
Respondent type : GB Adults 18+
Fieldwork dates : 27th February - 11th March 2015
Number of sample points : 160
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ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1032	560	472	154	152	142	186	150	248	306	328	398	448	584	247	287	200	298	534	498	1032
WEIGHTED BASE	1038	504	534	148	176	170	178	144	223	324	347	367	493	545	280	278	221	259	558	480	1032
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	35%	48%	52%	27%	27%	21%	25%	54%	46%	99%
STANDARD ERROR	0.06	0.09	0.09	0.17	0.18	0.16	0.16	0.14	0.13	0.12	0.11	0.09	0.10	0.08	0.16	0.13	0.12	0.09	0.10	0.07	0.07
ERROR VARIANCE	*	0.01	0.01	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	*
Don't know	109	60	49	24	31	12	9	10	22	55	22	33	67	42	15	36	28	30	51	58	117
	11%	12%	9%	16%ef	17%efg	7%	5%	7%	10%	17%efg	6%	9%	14%efj	8%	5%	13%lp	13%l	12%l	9%l	12%l	11%
				gjkv	jkv					hjkuv			v								
Personal finances (NET)	298	148	150	58	57	42	51	40	50	115	93	90	157	141	95	72	58	73	167	131	310
	29%	29%	28%	39%eg	32%	25%	29%	28%	23%	35%eh	27%	25%	32%eh	26%	34%	26%	26%	28%	30%	27%	30%
				hjkuv						jkuv			k								
Median	2	2	2	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Ageing population/ Social care for the elderly	82 8%	65 7%	7 14%h	10 11%	35 10%	24 10%	25 8%	18 7%	22 6%	13 9%h	22 8%h	9 6%	30 9%	27 8%	9 6%	12 6%	57 9%	21 6%	85 8%
AIDS	4 *	3 *	- -	1 1%fh	4 1%a	3 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	3 1%p	1 *	3 1%	5 *
Animal welfare	14 1%	10 1%	3 6%acf ghijk	1 1%	8 2%ahj	8 3%ahi j	5 2%gh	2 1%	- -	- -	- -	- -	5 2%	- -	3 2%m	6 3%mp	5 1%	9 2%mp	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 *	- -	- -	2 *	2 1%	- -	- -	1 *	1 1%	1 *	- -	1 *	1 *	- -	1 *	2 *	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	74 7%	67 8%	3 6%	3 4%	25 7%	22 8%	19 6%	16 6%	30 8%	8 6%	22 8%	14 10%	42 13% pq	22 7% nq	2 1%	7 3%	64 10% mno	9 3%	72 7%
Countryside/Rural life	12 1%	9 1%	3 5%adf ghjk	1 1%	4 1%	3 1%	5 2%g	2 1%	4 1%	2 1%	3 1%	1 1%	8 3%mp	1 *	1 *	2 1%	9 1% m	3 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	123 12%	113 13%fg	3 7%	6 7%	48 14% cf g	42 16% cfg	21 7%	18 7%	54 14% fg k	35 25% ab cdefg hjk	46 16% cfg k	11 8%	30 9%	38 12%	28 18% lp	24 12%	68 10%	52 15% l	131 13%
Defence/Foreign affairs/ International terrorism	170 16%	141 16%	12 24% ef i	17 19%	52 15%	35 14%	49 16%	37 14%	69 18% i	15 11%	54 19% i	39 27% ad efghi j	67 20% oq	55 17%	20 13%	25 12%	122 18% oq	44 12%	160 16%

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. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 27th February - 11th March 2015
 Number of sample points : 160
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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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Drug abuse	73 7%	55 6%h	6 11%hk	12 14%ah jk	34 10%ahj k	21 8%hk	25 8%k	19 7%	15 4%	10 8%hjk	13 5%	2 2%	17 5%	22 7%	18 12%lp	16 8%	39 6%	34 9%lp	89 9%
Economy/Economic situation	286 28%	246 27%	12 24%	27 30%	88 26%	61 24%	80 25%	67 25%	118 31%	48 35%ad ef	94 33%ae	46 32%	88 27%	118 36%ln oq	31 20%	46 22%	206 31%ln oq	77 22%	277 27%
Education/Schools	210 20%	176 20%g	16 31%af g	18 20%	71 20%	53 21%	56 18%g	40 15%	83 22%	35 26%ag	63 22%	27 19%	66 20%nq	98 30%ln opq	15 10%	30 15%	164 25%ln oq	45 13%	185 18%
Foot and mouth outbreak/Farming crisis	3 *	3 *	- -	- -	- -	- -	1 *	1 *	2 1%	1 1%	2 1%	1 1%	3 1%	- -	- -	- -	3 *	- -	3 *
Housing	145 14%	132 15%cd efg	9 17%cd	5 5%	28 8%	24 9%	33 10%	24 9%	83 22%ac defg	52 38%ab hjk	76 27%ac k	24 16%cd	43 13%	37 11%	27 18%	35 17%	80 12%	62 17%mp	144 14%
Immigration/immigrants	470 45%	414 46%cd g	33 65%ac defgi	23 25%	137 40%c	114 45%cd	136 43%cg	103 39%c	197 52%ac dfgi	56 40%c	150 53%ac	94 65%ac defgh ij	158 47%o	148 45%	79 51%oq	75 37%	306 46%o	154 43%o	471 46%
Inflation/Prices	61 6%	55 6%	1 2%	5 5%	21 6%	16 6%	19 6%	18 7%	22 6%k	16 12%abd fhjk	19 7%k	3 2%	17 5%	15 4%	9 6%	20 10%lmp	32 5%	30 8%p	64 6%
Local government/Council tax	23 2%	20 2%	1 3%	2 2%	9 2%	7 3%	6 2%	5 2%	8 2%	3 2%	8 3%	5 3%	5 2%	10 3%	3 2%	4 2%	15 2%	7 2%	24 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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What do you see as the main/other important issues facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Low pay/Minimum wage/Fair wages	128	120	1	6	43	37	42	41	42	26	36	10	40	36	23	28	76	51	125
	12%	13%b	3%	7%	12%bc	14%b	13%b	15%bc	11%	19%ab chjk	13%bk	7%	12%	11%	15%	14%	11%	14%	12%
Morality/ Individual behaviour/ Lifestyle	60	57	-	4	21	17	12	12	28	10	24	14	19	23	4	13	42	17	57
	6%	6%f	-	4%	6%	7%	4%	4%	7%b	8%b	9%bf	9%bf	6%	7%	2%	6%	6%	5%	6%
National health service/Hospitals/ Healthcare	398	338	33	27	111	84	118	85	169	60	131	71	135	143	49	62	279	111	370
	38%	38%dg	65%ac defgh ij	30%	32%	33%	37%g	32%	45%ac deg	44%cd eg	47%ac defg	49%ac deg	41%oq	43%no q	32%	30%	42%no q	31%	36%
Nationalisation/ Government control of institutions	15	14	1	1	7	6	4	3	4	3	3	-	5	3	1	5	8	7	17
	1%	2%	2%	1%	2%	3%	1%	1%	1%	2%j	1%	-	1%	1%	1%	3%	1%	2%	2%
Northern Ireland	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	1
	*	-	-	1%a	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	14	9	-	5	10	5	2	2	2	1	1	-	7	3	-	3	11	3	16
	1%	1%	-	5%afg hijk	3%ahj	2%	1%	1%	1%	1%	*	-	2%	1%	-	2%	2%	1%	2%
Pensions/Social security/Benefits	132	111	11	10	45	35	42	32	45	13	30	17	33	44	28	22	78	50	129
	13%	12%	21%ij	11%	13%	14%	13%	12%	12%	10%	11%	12%	10%	13%	18%lo pq	11%	12%	14%o	13%
Petrol prices/Fuel	26	20	2	4	12	8	7	6	7	3	7	4	2	20	*	5	21	5	23
	3%	2%	3%	5%	3%	3%	2%	2%	2%	2%	3%	3%	1%	6%lnp q	*	2%	3%ln	1%	2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 27th February - 11th March 2015
 Number of sample points : 160
 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?
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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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Pollution/ Environment	53 5%	45 5%	3 7%	5 5%	21 6%	16 6%	11 3%	7 3%	21 6%	11 8%fg	19 7%	8 5%	17 5%	23 7%n	3 2%	11 5%	39 6%n	14 4%n	51 5%
Population levels/ Overpopulation	32 3%	31 3%de	1 2%	- -	4 1%	4 1%	7 2%	6 2%	22 6%acd ef	10 7%acd efg	21 7%acd efg	11 8%acd efg	11 3%	7 2%	6 4%	8 4%	18 3%	14 4%	36 3%
Pound/Exchange rate/Value of pound	6 1%	6 1%	- -	- -	2 1%	2 1%	2 1%	2 1%	2 1%	1 *	2 1%	1 1%	3 1%	- -	- -	3 2%m	3 *	3 1%	9 1%
Poverty/Inequality	162 16%	120 13%	10 19%k	32 35%ab defgh ijk	75 22%ae fghk	43 17%	37 12%	27 10%	49 13%	31 22%af ghjk	42 15%k	11 8%	53 16%	42 13%	23 15%	43 21%mp	95 14%	66 18%	176 17%
Privatisation	29 3%	25 3%f	- -	4 5%fg	15 4%fg	11 4%fg	3 1%	3 1%	11 3%	9 6%afg hj	11 4%f	3 2%	11 3%	10 3%	1 1%	6 3%	21 3%	7 2%	31 3%
Public services in general	63 6%	52 6%	5 9%	6 7%	23 7%	16 6%	19 6%	15 5%	21 6%	10 7%	17 6%	7 5%	19 6%	27 8%n	5 3%	12 6%	46 7%	16 5%	61 6%
Race relations	49 5%	40 4%	5 10%fg	3 4%	19 6%	16 6%	12 4%g	7 3%	17 5%	13 10%afg hjk	17 6%	4 3%	15 4%	14 4%	7 4%	12 6%	29 4%	19 5%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	12 1%	2 4%fg	8 9%ade fghij k	14 4%aef g	6 2%g	2 1%	- -	5 1%	2 1%	4 2%	2 2%	15 4% mop q	4 1%	2 1%	1 *	19 3%moq	2 1%	25 2%

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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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Taxation	68 7%	58 6%g	5 10%fg	5 5%	21 6%	16 6%	14 4%	9 3%	33 9%fg k	25 18%ac defgh jk	30 11%afg k	6 4%	12 4%	37 11%lnp q	5 3%	11 6%	49 7%l	17 5%	67 6%
Trade unions/ Strikes	5 *	5 1%	- -	- -	4 1%	4 2%ah	1 *	1 *	- -	- -	- -	- -	1 *	2 1%	1 *	1 1%	3 *	2 *	5 *
Transport/Public transport	51 5%	48 5%de	2 3%	2 2%	9 2%	7 3%	12 4%	10 4%	31 8%ac def	16 12%ac defgh	27 10%acd efg	11 8%cd	10 3%	20 6%	4 3%	17 8%lnq	30 5%	21 6%ln	54 5%
Unemployment/ Factory closure/ Lack of industry	216 21%	181 20%	13 26%	22 24%	73 21%	51 20%	68 21%	55 21%	74 20%	34 25%h	63 22%	29 20%	63 19%	59 18%	34 22%	56 27%lm p	122 18%	90 25%mp	212 21%
Other	71 7%	60 7%	2 4%	8 9%	23 7%	15 6%	18 6%	15 6%	31 8%	9 7%	26 9%	17 11%	25 7%	28 8%	7 5%	11 5%	52 8%	18 5%	68 7%
MEAN NUMBER OF MENTIONS	3.33	3.30f g	4.08a cdfg	3.26g	3.37f g	3.41f g	2.99g	2.78	3.60a fg	4.29a cdefg hjk	3.91a cdefg hk	3.55f g	3.32	3.52n q	3.05	3.27	3.42n	3.17	3.34
STANDARD ERROR	0.06	0.07	0.24	0.17	0.12	0.15	0.09	0.09	0.11	0.21	0.14	0.16	0.12	0.12	0.11	0.15	0.08	0.10	0.07
ERROR VARIANCE	*	*	0.06	0.03	0.01	0.02	0.01	0.01	0.01	0.05	0.02	0.03	0.01	0.01	0.01	0.02	0.01	0.01	*
Don't know	109 11%	95 11%hij	3 5%	11 12%ij	49 14%ah ij	38 15%ah ij	35 11%i	32 12%hij	25 7%	6 4%	17 6%	11 8%	30 9%	26 8%	21 14%p	32 16%lmp	56 8%	53 15%lm p	117 11%
Personal finances (NET)	298 29%	251 28%k	12 24%	35 39%af ghk	117 34%ah k	81 32%k	87 27%k	75 28%k	95 25%k	58 42%ab fghjk	82 29%hk	24 17%	85 25%	93 28%	51 33%	69 34%	178 27%	119 33%lp	310 30%

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. * small base

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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+

	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	1032	853	63	116	380	264	321	258	331	158	252	94	337	251	197	234	588	431	1032
WEIGHTED BASE	1038	896	51*	91	346	256	317	266	375	137	282	144*	333	331	154	204	664	359	1032
	100%	86%	5%*	9%	33%	25%	31%	26%	36%	13%	27%	14%*	32%	32%	15%	20%	64%	35%	99%
Median	2	2	3	2	2	2	2	2	3	3	3	3	2	3	2	2	2	2	2

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

ISSUES INDEX (FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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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	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Ageing population/ Social care for the elderly	82 8%	31 7%	12 8%	40 8%	2 4%	10 6%	26 10%	7 16%	72 8%	17 8%	4 5%	6 7%	31 9%	13 4%	85 8%
AIDS	4 *	2 *	- -	2 *	1 2%	- -	1 *	1 2%	4 *	1 *	- -	- -	1 *	1 *	5 *
Animal welfare	14 1%	3 1%	1 1%	10 2%	3 6%ab	1 1%	3 1%	1 2%	13 1%	2 1%	1 1%	2 3%	2 *	1 *	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	- -	2 *	1 1%	- -	- -	- -	3 *	- -	1 1%	- -	2 1%	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	74 7%	25 6%	12 8% ^d	38 8%	- -	21 12% ^{gi}	6 2%	10 22% ^{gi}	53 6% ^g	31 14% ^{gi}	14 18% ^{gi}	2 2%	37 11% ^l	17 5%	72 7%
Countryside/Rural life	12 1%	4 1%	2 1%	6 1%	1 3%	2 1%	3 1%	2 4%	11 1%	4 2%	1 2%	1 2%	6 2%	2 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	123 12%	40 10%	17 13%	65 14%	9 17%	17 10%	37 14%	3 6%	106 12%	20 9%	9 12%	11 13%	43 13%	40 12%	131 13%
Defence/Foreign affairs/ International terrorism	170 16%	68 16%	14 10%	88 18%	5 9%	43 26% ^{gi} r	35 13%	12 27% ^{gi} r	128 15%	55 26% ^{gi} r	8 11%	8 10%	74 21% ^l	46 14%	160 16%
Drug abuse	73 7%	26 6%	9 6%	39 8%	6 10%	4 2%	26 10% ^{fj}	6 13% ^{fj}	69 8% ^f	10 5% ^f	3 4%	9 11%	18 5%	30 9%	89 9%

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

Respondent type : GB Adults 18+
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	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
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UNWEIGHTED BASE	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Economy/Economic situation	286	137	33	116	12	57	63	12	229	69	12	14	120	83	277
	28%	33% ^c	24%	24%	21%	34% ^{gr}	24%	25%	26% ^r	32% ^r	16%	18%	35% ^l	25%	27%
Education/Schools	210	81	38	91	7	41	53	9	169	51	8	12	108	86	185
	20%	20%	27%	19%	13%	25% ^r	20%	20%	19% ^r	24% ^r	10%	15%	31% ^l	26%	18%
Foot and mouth outbreak/Farming crisis	3	1	-	2	-	-	2	-	3	-	-	-	-	1	3
	*	*	-	*	-	-	1%	-	*	-	-	-	-	*	*
Housing	145	60	16	68	5	24	42	10	121	34	5	12	43	49	144
	14%	15%	12%	14%	9%	15%	16%	22% ^r	14%	16%	7%	15%	12%	15%	14%
Immigration/immigrants	470	195	51	224	21	90	104	9	380	100	64	34	160	147	471
	45%	47%	37%	46%	38%	54% ^{gh}	40% ^h	20%	44% ^h	47% ^h	83% ^{fg}	43%	46%	44%	46%
Inflation/Prices	61	26	4	31	3	3	23	3	58	6	2	1	11	24	64
	6%	6%	3%	6%	5%	2%	9% ^{ij}	6%	7%	3%	3%	1%	3%	7%	6%
Local government/Council tax	23	9	3	11	2	7	5	2	15	9	1	1	5	7	24
	2%	2%	2%	2%	4%	4%	2%	5%	2%	4% ⁱ	1%	2%	1%	2%	2%
Low pay/Minimum wage/Fair wages	128	58	20	49	7	6	50	8	122	14	11	5	44	35	125
	12%	14%	15%	10%	13%	3%	19% ^{fi}	18% ^{fj}	14% ^{fj}	7% ^f	14% ^f	7%	13%	11%	12%
Morality/Individual behaviour/Lifestyle	60	29	8	23	4	12	16	3	48	15	1	2	27	21	57
	6%	7%	6%	5%	7%	7%	6%	7%	6%	7%	1%	2%	8%	6%	6%
National health service/Hospitals/Healthcare	398	160	59	180	18	75	94	18	323	93	30	30	168	126	370
	38%	39%	42%	37%	32%	45%	36%	40%	37%	44%	39%	37%	48%	38%	36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/ij/r - l/m
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UNWEIGHTED BASE	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Nationalisation/ Government control of institutions	15 1%	3 1%	4 3%	9 2%	- -	1 *	4 2%	- -	15 2%	1 *	2 3%	2 3%	5 2%	4 1%	17 2%
Northern Ireland	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	3 1%	2 1%	9 2%	- -	3 2%	2 1%	1 3%	11 1%	4 2%	- -	- -	6 2%	3 1%	16 2%
Pensions/Social security/Benefits	132 13%	48 12%	18 13%	66 14%	8 14%	25 15%	24 9%	5 12%	107 12%	30 14%	15 19%g	10 12%	52 15%	44 13%	129 13%
Petrol prices/Fuel	26 3%	21 5% ^c	1 1%	4 1%	1 1%	3 2%	2 1%	- -	23 3%g	3 2%	5 6%g	- -	17 5%	10 3%	23 2%
Pollution/ Environment	53 5%	29 7% ^c	7 5%	17 4%	4 7%	6 4%	13 5%	4 9% ^r	47 5%	10 5%	- -	3 3%	25 7%	16 5%	51 5%
Population levels/ Overpopulation	32 3%	13 3%	4 3%	15 3%	1 2%	5 3%	6 2%	- -	27 3%	5 3%	1 1%	1 2%	11 3%	6 2%	36 3%
Pound/Exchange rate/Value of pound	6 1%	3 1%	1 *	3 1%	1 2%	- -	2 1%	- -	6 1%	- -	- -	- -	- -	* *	9 1%
Poverty/Inequality	162 16%	63 15%	32 23% ^c	67 14%	9 17%	8 5%	49 19% ^{ij}	7 14% ^f	154 18% ^{fjr}	14 7% ^f	5 7%	14 18%	61 18%	53 16%	176 17%
Privatisation	29 3%	16 4%	3 2%	10 2%	1 2%	1 1%	14 5% ^{fij}	- -	28 3%	1 1%	- -	1 1%	10 3%	8 2%	31 3%

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UNWEIGHTED BASE	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Public services in general	63	33	9	21	1	8	14	2	55	10	1	1	32	17	61
	6%	8% ^c	6%	4%	1%	5%	5%	5%	6%	5%	1%	2%	9% ^l	5%	6%
Race relations	49	18	8	23	2	14	7	3	35	17	3	6	12	17	53
	5%	4%	6%	5%	3%	8% ^{gi}	3%	7%	4%	8% ^{gi}	4%	8%	3%	5%	5%
Scottish/Welsh assembly/Devolution/Constitutional reform	21	5	1	15	1	6	3	3	15	9	-	-	13	5	25
	2%	1%	1%	3%	1%	4%	1%	6% ^g	2%	4% ^{gi}	-	-	4%	1%	2%
Taxation	68	46	5	17	3	15	19	2	53	17	6	1	40	25	67
	7%	11% ^{bc}	4%	3%	5%	9%	7%	4%	6%	8%	8%	1%	11% ^l	8%	6%
Trade unions/ Strikes	5	3	-	2	-	3	1	-	2	3	-	-	-	2	5
	*	1%	-	*	-	2% ⁱ	*	-	*	1% ⁱ	-	-	-	1%	*
Transport/Public transport	51	19	6	26	7	7	15	-	44	7	2	2	14	19	54
	5%	5%	4%	5%	13% ^{ac}	4%	6%	-	5%	3%	2%	3%	4%	6%	5%
Unemployment/Factory closure/Lack of industry	216	92	29	95	16	22	74	2	193	24	13	19	62	73	212
	21%	22%	21%	20%	29%	13%	28% ^{fhi}	4%	22% ^{fh}	11%	18% ^j	23%	18%	22%	21%
Other	71	32	5	33	2	14	9	4	57	18	8	7	34	17	68
	7%	8%	4%	7%	3%	8%	4%	10%	7% ^g	9% ^g	10% ^g	8%	10%	5%	7%
MEAN NUMBER OF MENTIONS	3.33	3.47	3.22	3.25	3.08	3.41	3.32	3.33	3.32	3.40	3.11	2.95	3.77 ^l	3.27	3.34
STANDARD ERROR	0.06	0.10	0.20	0.09	0.23	0.13	0.11	0.39	0.07	0.13	0.15	0.16	0.13	0.11	0.07

ERROR VARIANCE * 0.01 0.04 0.01 0.06 0.02 0.01 0.16 0.01 0.02 0.02 0.03 0.02 0.01 *

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 : 27th February - 11th March 2015
 Number of sample points : 160
 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	1032	377	120	535	60	146	287	38	886	184	80	96	296	302	1032
WEIGHTED BASE	1038	415	139	484	54*	167	261	45*	871	212	76*	80*	347	331	1032
	100%	40%	13%	47%	5%*	16%	25%	4%*	84%	20%	7%*	8%*	33%	32%	99%
Don't know	109	38	15	57	6	14	21	2	95	15	2	19	17	35	117
	11%	9%	11%	12%	11%	8%	8%	3%	11% _r	7%	3%	23% _m	5%	10%	11%
Personal finances (NET)	298	133	44	121	16	19	98	14	280	33	21	17	104	102	310
	29%	32% _c	32%	25%	30%	11%	37% _{fi}	31% _{fj}	32% _{fj}	15% _f	28% _{fj}	21%	30%	31%	30%
Median	2	2	2	2	2	3	2	2	2	3	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

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
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Ageing population/ Social care for the elderly	82 8%	31 11%t	48 12%t	23 19%aft	32 7%	20 12%t	21 10%	22 7%	40 8%	21 8%	77 9%k	4 3%	13 7%	28 8%	10 9%	18 7%	11 11%	8 6%	85 8%
AIDS	4 *	1 *	1 *	1 1%	1 *	1 1%	3 1%bt	1 *	2 *	1 *	4 *	- -	1 1%	1 *	- -	- -	- -	- -	5 *
Animal welfare	14 1%	3 1%	6 1%	5 4%aet	4 1%	1 *	5 3%	3 1%	5 1%	5 2%	13 1%	1 1%	1 *	3 1%	2 2%	5 2%	3 4%	3 3%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	3 1%	- -	2 *	- -	2 1%	2 1%	1 *	- -	3 *	- -	- -	1 *	1 1%	2 1%	1 1%	1 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	74 7%	18 6%	34 9%	11 9%	37 8%	20 12%a	19 9%	18 6%	33 7%	22 9%	73 8%k	1 1%	13 7%	24 7%	12 11%	21 9%	12 12%	7 6%	72 7%
Countryside/Rural life	12 1%	6 2%	6 1%	1 1%	7 1%	3 2%	1 1%	1 *	4 1%	7 3%g	12 1%	- -	2 1%	4 1%	3 3%	3 1%	3 3%	- -	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	123 12%	28 10%	53 13%	123 100%abef	57 12%	20 12%	28 13%	57 19%hi	44 9%	22 9%	104 11%	18 15%	17 10%	40 11%	11 9%	38 15%	15 16%	14 12%	131 13%
Defence/Foreign affairs/ International terrorism	170 16%	58 20%t	85 21%ft	20 17%	69 15%	170 100%abc	32 15%	38 12%	82 17%	50 21%g	163 18%k	6 5%	28 16%	55 15%	21 19%	37 15%	14 15%	12 11%	160 16%
Drug abuse	73 7%	18 6%	30 8%	24 20%abef	25 5%	11 6%	15 7%	31 10%hi	30 6%	12 5%	62 7%	11 9%	9 5%	26 7%	9 8%	20 8%	6 6%	11 10%	89 9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/t - g/h/v - 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 : 27th February - 11th March 2015
Number of sample points : 160
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 (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Economy/Economic situation	286 28%	286 100% ^{bce}	112 28%	28 23%	118 25%	58 34% ^{ct}	61 29%	77 25%	145 30%	64 26%	252 28%	31 25%	51 28%	119 33%	39 34% ^s	65 26% ^s	27 28%	22 19%	277 27%
Education/Schools	210 20%	61 21%	126 32% ^{ace}	28 23%	77 16%	32 19%	210 100% ^{abc}	55 18%	99 20%	57 23%	185 20%	23 18%	50 28% ^m	62 17%	33 29% ^{qrs}	39 16%	15 16%	20 17%	185 18%
Foot and mouth outbreak/Farming crisis	3 *	1 *	1 *	- -	- -	1 1%	- -	2 1%	1 *	- -	2 *	1 *	- -	1 *	1 1%	- -	- -	- -	3 *
Housing	145 14%	42 15%	73 18%	32 26% ^{abe}	76 16%	26 15%	37 18%	68 22% ^{hi}	46 9%	31 13%	113 12%	31 24% ^j	19 11%	54 15%	14 13%	42 17% ^s	17 18% ^s	8 7%	144 14%
Immigration/immigrants	470 45%	118 41%	195 49% ^{aef}	57 47%	470 100% ^{abc}	69 40%	77 37%	127 42%	238 49%	104 43%	418 46%	48 38%	74 41%	167 46%	30 26%	137 55% ^p	55 56% ^p	63 54% ^p	471 46%
Inflation/Prices	61 6%	25 9% ^{bef}	18 4%	9 7%	24 5%	5 3%	7 4%	25 8% ^h	22 5%	14 6%	42 5%	19 15% ^j	11 6%	20 5%	4 3%	14 6%	3 3%	4 4%	64 6%
Local government/Council tax	23 2%	8 3%	7 2%	4 3%	10 2%	3 2%	4 2%	6 2%	13 3%	3 1%	18 2%	4 4%	5 3%	7 2%	1 1%	10 4%	6 6% ^p	5 4%	24 2%
Low pay/Minimum wage/Fair wages	128 12%	37 13% ^t	45 11%	29 24% ^{abef}	39 8%	21 12%	26 12%	47 16% ^h	46 9%	34 14%	108 12%	19 15%	38 21% ^m	39 11%	15 13%	27 11%	7 7%	14 12%	125 12%
Morality/Individual behaviour/Lifestyle	60 6%	21 7%	26 6%	17 14% ^{abft}	24 5%	15 9%	14 7%	19 6%	30 6%	11 4%	55 6%	5 4%	8 4%	30 8%	10 8%	13 5%	5 5%	4 3%	57 6%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
National health service/Hospitals/Healthcare	398	112	398	53	195	85	126	101	196	101	365	32	80	133	43	85	35	32	370
	38%	39%	100%ace	44%	41%	50%a	60%act	33%	40%	41%	40%k	25%	44%	36%	38%	34%	36%	27%	36%
Nationalisation/Government control of institutions	15	6	9	5	8	2	4	5	8	3	14	2	3	4	3	2	1	2	17
	1%	2%	2%	4%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%
Northern Ireland	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	1
	*	-	-	1%	-	-	-	-	*	-	*	-	*	-	-	-	-	-	*
Nuclear weapons/Nuclear war/Disarmament	14	7	7	1	6	6	3	3	6	5	14	-	-	5	1	3	2	-	16
	1%	3%	2%	1%	1%	3%	2%	1%	1%	2%	2%	-	-	1%	1%	1%	2%	-	2%
Pensions/Social security/Benefits	132	19	64	13	62	24	28	27	68	37	124	8	27	38	13	32	13	13	129
	13%	7%	16%a	11%	13%a	14%a	13%a	9%	14%g	15%g	14%k	6%	15%	10%	12%	13%	14%	11%	13%
Petrol prices/Fuel	26	9	10	5	11	1	10	2	16	8	25	2	4	18	6	5	3	4	23
	3%	3%	2%	4%	2%	1%	5%e	1%	3%g	3%g	3%	1%	2%	5%	5%	2%	3%	3%	2%
Pollution/Environment	53	23	31	15	20	11	23	17	19	17	50	3	12	21	6	11	3	2	51
	5%	8%t	8%t	13%t	4%	7%	11%t	6%	4%	7%	5%	3%	7%	6%	6%	4%	3%	2%	5%
Population levels/Overpopulation	32	14	19	7	20	10	9	13	18	2	27	3	6	11	3	10	1	3	36
	3%	5%	5%	6%	4%	6%	4%	4%i	4%i	1%	3%	3%	3%	3%	3%	4%	1%	2%	3%
Pound/Exchange rate/Value of pound	6	4	3	-	4	1	2	1	5	-	4	2	1	2	-	2	1	*	9
	1%	1%	1%	-	1%	1%	1%	*	1%	-	*	1%	1%	*	-	1%	1%	*	1%
Poverty/Inequality	162	41	64	24	54	21	33	62	66	34	150	10	32	61	26	21	2	10	176
	16%	14%	16%t	20%t	12%	12%	16%	21%h	13%	14%	17%k	8%	18%	17%	23%qrs	8%r	2%	8%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/f/t - 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
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
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	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
Privatisation	29 3%	8 3%	14 4%	7 6%t	11 2%	5 3%	10 5%	14 5%i	15 3%i	-	25 3%	4 3%	10 5%	9 2%	3 3%	3 1%	-	1 1%	31 3%
Public services in general	63 6%	30 11%t	44 11%t	8 6%	27 6%	15 9%	29 14%ct	15 5%	34 7%	14 6%	60 7%k	2 2%	17 10%	25 7%	8 7%	9 3%	3 3%	3 2%	61 6%
Race relations	49 5%	10 3%	20 5%	8 6%	21 5%	14 8%a	18 8%a	20 7%	21 4%	7 3%	38 4%	10 8%	4 2%	21 6%	10 9%	19 8%	7 7%	5 5%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	5 2%	9 2%	3 3%	11 2%	6 4%	4 2%	5 2%	7 1%	9 4%	20 2%	-	4 2%	3 1%	5 4%	4 1%	2 2%	2 2%	25 2%
Taxation	68 7%	22 8%	31 8%	11 9%	26 5%	9 5%	20 9%	20 7%	37 7%	12 5%	56 6%	12 9%	18 10%	33 9%	6 6%	18 7%	7 7%	5 4%	67 6%
Trade unions/ Strikes	5 *	1 *	1 *	1 1%	2 *	3 2%bt	2 1%	1 *	4 1%	-	3 *	2 1%	-	3 1%	1 1%	2 1%	1 1%	1 1%	5 *
Transport/Public transport	51 5%	13 4%	27 7%	12 9%at	22 5%	7 4%	11 5%	23 7%h	19 4%	10 4%	34 4%	17 14%j	6 4%	19 5%	7 6%	22 9%	5 5%	6 5%	54 5%
Unemployment/ Factory closure/ Lack of industry	216 21%	54 19%	89 22%	24 20%	100 21%	27 16%	53 25%e	72 24%	99 20%	44 18%	179 20%	37 29%j	39 22%	77 21%	20 18%	52 21%	15 15%	29 24%	212 21%
Other	71 7%	19 7%	23 6%	9 7%	22 5%	17 10%ft	9 4%	25 8%	29 6%	17 7%	70 8%k	-	11 6%	25 7%	15 13%qr	16 6%	3 4%	9 8%	68 7%
MEAN NUMBER OF MENTIONS	3.33	4.11t	4.36t	5.05ab t	3.64	4.41t	4.58t	3.50	3.28	3.24	3.37	3.05	3.50	3.35	3.54s	3.36s	3.18	2.88	3.34
STANDARD ERROR	0.06	0.16	0.13	0.28	0.10	0.25	0.21	0.12	0.09	0.14	0.07	0.15	0.17	0.11	0.19	0.11	0.17	0.11	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/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
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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	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1032	277	370	131	471	160	185	350	488	194	875	150	156	335	116	255	88	124	1032
WEIGHTED BASE	1038	286	398	123	470	170	210	302	491	245	907	126	180	366	113*	248	97*	118*	1032
	100%	28%	38%	12%	45%	16%	20%	29%	47%	24%	87%	12%	17%	35%	11%*	24%	9%*	11%*	99%
ERROR VARIANCE	*	0.02	0.02	0.08	0.01	0.06	0.04	0.01	0.01	0.02	*	0.02	0.03	0.01	0.04	0.01	0.03	0.01	*
Don't know	109	16	7	1	19	10	6	33	61	15	94	15	13	39	7	25	6	17	117
	11%	6%b	2%	1%	4%	6%b	3%	11%	12%i	6%	10%	12%	7%	11%	6%	10%	6%	14%	11%
Personal finances (NET)	298	83	108	51	108	39	54	109	124	65	258	39	65	110	40	55	14	27	310
	29%	29%	27%	41%abe ft	23%	23%	26%	36%hi	25%	26%	28%	31%	36%	30%	35%qr	22%r	14%	23%	30%
Median	2	3	3	4	3	3	3	2	2	2	2	2	2	2	3	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	140	166	179	149	215	183	1032
WEIGHTED BASE	1038	145	179	208	139	205	162	1032
	100%	14%	17%	20%	13%	20%	16%	99%
Ageing population/ Social care for the elderly	82 8%	10 7%	8 5%	17 8%	10 7%	20 10%	16 10%	85 8%
AIDS	4 *	3 2%	- -	1 *	- -	- -	- -	5 *
Animal welfare	14 1%	1 1%	4 2%	1 *	3 2%	1 1%	4 2%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	- -	1 *	- -	1 1%	- -	1 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	74 7%	8 5%	3 2%	18 8%bd	3 2%	32 16%abc df	10 6%	72 7%
Countryside/Rural life	12 1%	1 1%	2 1%	2 1%	1 1%	5 3%	1 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	123 12%	14 10%	22 12%	24 12%	15 10%	20 10%	28 18%e	131 13%
Defence/Foreign affairs/ International terrorism	170 16%	17 12%	19 11%	35 17%	18 13%	55 27%ab cdf	27 17%	160 16%
Drug abuse	73 7%	8 5%	21 12%e	12 6%	10 7%	9 4%	14 9%	89 9%

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

Respondent type : GB Adults 18+
Fieldwork dates : 27th February - 11th March 2015
Number of sample points : 160
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	140	166	179	149	215	183	1032
WEIGHTED BASE	1038	145	179	208	139	205	162	1032
	100%	14%	17%	20%	13%	20%	16%	99%
Economy/Economic situation	286	35	44	80	36	59	32	277
	28%	24%	24%	38%ab df	26%	29%	20%	27%
Education/Schools	210	34	26	72	20	41	17	185
	20%	23%f	15%	34%ab def	14%	20%f	11%	18%
Foot and mouth outbreak/Farming crisis	3	1	-	-	1	-	1	3
	*	1%	-	-	*	-	1%	*
Housing	145	23	22	29	18	30	23	144
	14%	16%	12%	14%	13%	14%	14%	14%
Immigration/immigrants	470	51	71	100	75	80	93	471
	45%	36%	40%	48%a e	54%ab	39%	58%ab e	46%
Inflation/Prices	61	15	13	6	12	3	12	64
	6%	10%ce	7%e	3%	9%ce	1%	8%e	6%
Local government/Council tax	23	5	7	1	2	6	2	24
	2%	3%	4%	1%	1%	3%	1%	2%
Low pay/Minimum wage/Fair wages	128	26	26	13	19	25	19	125
	12%	18%c	14%c	6%	13%c	12%	12%	12%
Morality/Individual behaviour/Lifestyle	60	11	9	14	6	16	4	57
	6%	8%	5%	7%	5%	8%f	3%	6%
National health service/Hospitals/Healthcare	398	52	52	96	55	82	61	370
	38%	36%	29%	46%b	40%	40%b	37%	36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f
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UNWEIGHTED BASE	1032	140	166	179	149	215	183	1032
WEIGHTED BASE	1038	145	179	208	139	205	162	1032
	100%	14%	17%	20%	13%	20%	16%	99%
Nationalisation/ Government control of institutions	15 1%	2 1%	2 1%	4 2%	1 1%	4 2%	3 2%	17 2%
Northern Ireland	1 *	- -	- -	1 *	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	4 2%	1 *	2 1%	- -	5 2%	2 1%	16 2%
Pensions/Social security/Benefits	132 13%	19 13%	23 13%	36 17% ^d	12 9%	21 10%	21 13%	129 13%
Petrol prices/Fuel	26 3%	9 6% ^{def}	6 3% ^e	8 4% ^e	1 1%	- -	2 1%	23 2%
Pollution/ Environment	53 5%	5 4%	8 5%	20 10% ^{df}	3 2%	13 6%	4 2%	51 5%
Population levels/ Overpopulation	32 3%	2 1%	3 2%	11 5%	2 2%	8 4%	6 4%	36 3%
Pound/Exchange rate/Value of pound	6 1%	2 1%	- -	1 *	* *	1 1%	2 1%	9 1%
Poverty/Inequality	162 16%	27 19% ^f	28 16% ^f	43 21% ^f	16 11%	39 19% ^f	8 5%	176 17%
Privatisation	29 3%	6 4%	2 1%	10 5%	1 1%	8 4%	2 1%	31 3%
Public services in general	63 6%	5 3%	11 6%	21 10% ^{af}	9 7%	13 6%	5 3%	61 6%

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

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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 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	140	166	179	149	215	183	1032
WEIGHTED BASE	1038	145	179	208	139	205	162	1032
	100%	14%	17%	20%	13%	20%	16%	99%
Race relations	49 5%	11 7% ^d	9 5%	13 6%	2 2%	10 5%	4 2%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	-	3 2%	5 2%	* *	10 5% ^{ad}	3 2%	25 2%
Taxation	68 7%	17 12% ^{bef}	5 3%	21 10% ^{bf}	9 7%	11 5%	4 3%	67 6%
Trade unions/ Strikes	5 *	1 1%	1 *	1 1%	1 1%	- -	1 *	5 *
Transport/Public transport	51 5%	9 7%	9 5%	9 4%	11 8%	7 3%	7 4%	54 5%
Unemployment/ Factory closure/ Lack of industry	216 21%	33 23% ^e	45 25% ^e	40 19%	43 31% ^{ce} f	28 14%	25 16%	212 21%
Other	71 7%	8 5%	7 4%	18 9%	4 3%	25 12% ^{abd} f	8 5%	68 7%
MEAN NUMBER OF MENTIONS	3.33	3.47	3.02	3.80 ^b df	3.12	3.42	3.05	3.34
STANDARD ERROR	0.06	0.22	0.13	0.17	0.13	0.14	0.12	0.07
ERROR VARIANCE	*	0.05	0.02	0.03	0.02	0.02	0.01	*
Don't know	109 11%	27 18% ^{cd} e	28 16% ^{ce}	11 5%	11 8%	14 7%	19 12% ^c	117 11%

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

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 Number of sample points : 160
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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 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1032	140	166	179	149	215	183	1032
WEIGHTED BASE	1038	145	179	208	139	205	162	1032
	100%	14%	17%	20%	13%	20%	16%	99%
Personal finances (NET)	298	57	58	54	40	56	34	310
	29%	39% ^{ce}	32% ^f	26%	29%	27%	21%	30%
Median	2	2	2	3	2	2	2	2

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

	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032

	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+	1032
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032

	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+	1032
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
	31	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032

	Page	Table	Title	Base Description	Base
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	36	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	41	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032

	Page	Table	Title	Base Description	Base
●	45	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032
●	46	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1032