

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	514	484	146	143	143	147	157	262	289	290	419	432	566	233	333	188	244	566	432	998
WEIGHTED BASE	977	474	502	134	161	169	168	142	203	295	336	345	464	513	259	276	216	226	535	442	998
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Ageing population/ Social care for the elderly	19 2%	11 2%	7 1%	1 *	* *	1 1%	6 3%i	6 4%i	5 3%i	1 *	7 2%	11 3%i	2 *	17 3%	9 3%q	6 2%	2 1%	2 1%	15 3%	4 1%	21 2%
AIDS	3 *	- -	3 1%	- -	- -	- -	3 2%k	- -	- -	- -	3 1%	- -	- -	3 1%	- -	- -	- -	3 1%p	- -	3 1%	1 *
Animal welfare	2 *	2 *	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	- -	2 1%	- -	- -	2 *	1 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	18 2%	10 2%	8 2%	1 1%	3 2%	- -	1 *	8 5%efi	6 3%j	4 1%	1 *	13 4%ej	4 1%	14 3%	4 2%	2 1%	10 5%mp	3 1%	6 1%	12 3%o	19 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	12 2%	15 3%	8 6%hk	3 2%	5 3%	4 2%	2 2%	3 2%	12 4%	9 3%	6 2%	17 4%	10 2%	2 1%	9 3%p	7 3%	9 4%l	11 2%	16 4%	25 3%
Defence/Foreign affairs/ International terrorism	9 1%	4 1%	5 1%	- -	- -	1 1%	2 1%	1 1%	6 3%i	- -	3 1%	6 2%i	1 *	8 2%	3 1%	5 2%	1 *	1 *	8 1%	2 *	11 1%
Drug abuse	6 1%	3 1%	3 1%	1 1%	2 2%	1 1%	1 *	* *	1 *	3 1%	2 *	1 *	4 1%	1 *	- -	2 1%	- -	4 2%	2 *	4 1%	9 1%
Economy/Economic situation	202 21%	118 25%b	83 17%	25 18%	35 22%	44 26%	33 20%	28 20%	37 18%	60 20%	77 23%	65 19%	104 22%	98 19%	82 32%no	69 25%no	25 12%	25 11%	152 28%no	50 11%	210 21%

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 - 10th November 2013
 Number of sample points : 190
 Source : Ipsos MORI (JN Q218)



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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Education/Schools	23	11	12	6	4	2	7	-	4	10	9	4	12	11	11	6	4	2	17	6	24
	2%	2%	2%	5%gk	2%	1%	4%g	-	2%	3%	3%	1%	3%	2%	4%oq	2%	2%	1%	3%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	5	3	-	1	3	2	1	2	1	4	3	4	4	1	2	3	3	2	6	11
	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%
Inflation/Prices	57	21	36	6	12	11	11	14	4	18	22	17	29	28	12	10	23	12	22	35	47
	6%	4%	7%	4%	8%h	6%h	6%h	10%hk	2%	6%h	6%h	5%h	6%	6%	5%	4%	11%lmp	5%	4%	8% mop	5%
Local government/Council tax	5	4	1	1	2	1	*	-	1	2	2	1	4	1	-	1	2	2	1	4	6
	1%	1%	*	1%	1%	1%	*	-	1%	1%	*	*	1%	*	-	*	1%	1%	*	1%	1%
Low pay/Minimum wage/Fair wages	12	8	4	5	2	3	-	1	2	7	3	3	10	3	1	3	6	3	4	8	14
	1%	2%	1%	4%f	1%	2%	-	1%	1%	2%	1%	1%	2%	1%	*	1%	3%	1%	1%	2%	1%
Morality/Individual behaviour/Lifestyle	30	15	15	3	5	7	6	2	8	8	13	9	15	15	11	8	5	6	19	11	28
	3%	3%	3%	2%	3%	4%	4%	1%	4%	3%	4%	3%	3%	3%	4%	3%	2%	2%	4%	2%	3%
National health service/Hospitals/Healthcare	40	13	27	5	3	6	11	9	7	7	18	15	14	27	7	16	8	9	23	17	45
	4%	3%	5%	4%	2%	4%	7%	6%	3%	2%	5%	4%	3%	5%	3%	6%	4%	4%	4%	4%	5%
Nationalisation/Government control of institutions	2	1	1	-	-	-	-	2	-	-	-	2	-	2	1	1	-	-	2	-	2
	*	*	*	-	-	-	-	1%	-	-	-	1%	-	*	1%	*	-	-	*	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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.

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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	1	-	1
Pensions/Social security/Benefits	17 2%	6	11	1	5	-	3	3	4	6	3	7	6	10	3	7	4	3	10	7	19
Petrol prices/Fuel	7 1%	4	4	-	-	2	1	2	2	-	3	5	2	6	1	4	-	3	5	3	6
Pollution/ Environment	15 2%	5	11	1	3	1	5	2	2	5	6	4	6	9	3	4	3	6	7	8	15
Population levels/ Overpopulation	12 1%	4	7	-	-	-	4	1	7	-	4	8	-	12	8	2	1	1	9	2	9
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	72 7%	23	50	5	13	10	18	11	14	18	28	25	29	44	30	14	6	22	44	28	71
Privatisation	2 *	1	1	-	-	-	-	-	2	-	-	2	-	2	1	1	-	*	2	*	3
Public services in general	9 1%	1	8	-	-	6	-	2	1	-	6	3	6	3	3	5	1	-	8	1	6
Race relations/ Immigration/ Immigrants	177 18%	90	86	20	15	27	28	29	59	35	54	87	62	115	33	37	58	49	70	107	185

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UNWEIGHTED BASE	998	514	484	146	143	143	147	157	262	289	290	419	432	566	233	333	188	244	566	432	998
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	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Scottish/Welsh assembly/Devolution/Constitutional reform	5*	4	1	2	-	-	-	1	1	2	-	2	2	2	-	3	2	-	3	2	6
		1%	*	2% _j	-	-	-	1%	1%	1%	-	1%	1%	*	-	1%	1%	-	1%	*	1%
Taxation	6	3	3	1	1	-	2	1	1	2	2	1	2	3	1	3	1	1	4	1	7
	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	*	*	1%	1%	1%	*	*	1%	*	1%
Trade unions/ Strikes	1	1	1	1	-	-	-	-	1	1	-	1	1	1	-	1	-	1	1	1	2
	*	*	*	*	-	-	-	-	*	*	-	*	*	*	-	*	-	*	*	*	*
Transport/Public transport	5	3	2	1	2	1	-	-	1	3	1	1	4	1	-	3	-	2	3	2	5
	1%	1%	*	1%	1%	1%	-	-	*	1%	*	*	1%	*	-	1%	-	1%	1%	*	1%
Unemployment/Factory closure/Lack of industry	131	71	60	23	38	22	19	11	17	61	41	28	83	48	19	35	38	39	54	77	128
	13%	15%	12%	17% _{hk}	24% _{ef}	13%	11%	8%	8%	21% _{fg}	12%	8%	18%	9%	7%	13% _p	17% _{lp}	17% _{lp}	10%	17% _{lp}	13%
Other	26	12	14	5	4	7	3	4	4	9	9	8	16	10	11	7	4	4	18	8	29
	3%	2%	3%	4%	3%	4%	2%	3%	2%	3%	3%	2%	3%	2%	4%	3%	2%	2%	3%	2%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00
STANDARD ERROR	*	*	*	0.00	0.00	0.01	0.00	0.00	*	0.00	*	*	*	*	0.00	0.00	0.01	0.00	0.00	*	*
ERROR VARIANCE	*	*	*	0.00	0.00	*	0.00	0.00	*	0.00	*	*	*	*	0.00	0.00	*	0.00	0.00	*	*
Don't know	30	12	18	12	6	7	-	2	4	17	7	6	24	6	1	12	4	14	13	17	34
	3%	3%	4%	9% _{fgh}	4% _f	4% _f	-	1%	2%	6% _{fjk}	2%	2%	5%	1%	*	4% _{lp}	2%	6% _{lp}	2% _l	4% _l	3%
Personal finances (NET)	149	56	93	15	28	26	30	28	22	43	55	50	69	80	44	30	35	39	74	74	138
	15%	12%	19% _a	11%	17%	15%	18%	20% _h	11%	15%	16%	15% _h	15%	16%	17%	11%	16%	17%	14% _m	17%	14%

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Table 2
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What would you say is the most important issue facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Ageing population/ Social care for the elderly	19 2%	18 2%	- -	* 1%	7 2%	7 3%	1 *	1 1%	10 3%	2 2%	8 3%	5 3%	9 3%	7 2%	2 2%	1 1%	15 2%	3 1%	21 2%
AIDS	3 *	3 *	- -	- -	- -	- -	- -	3 1%	- -	3 1%	3 2%a	3 1%	3 1%	- -	- -	- -	3 *	- -	1 *
Animal welfare	2 *	2 *	- -	- -	- -	- -	- -	2 *	- -	2 1%	2 1%	2 1%	- -	- -	- -	2 1%o	- -	2 1%	1 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	18 2%	14 2%	1 2%	3 3%	7 2%	4 2%	4 2%	3 1%	7 2%	1 1%	4 1%	3 2%	8 2%	7 2%	2 2%	1 1%	15 2%	4 1%	19 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	25 3%	- -	2 2%	12 4%j	10 4%j	7 3%	7 3%	7 2%	6 5%gij	6 2%	- -	9 3%	7 2%	4 3%	6 3%	16 2%	11 3%	25 3%
Defence/Foreign affairs/ International terrorism	9 1%	6 1%	3 5%afg hi	1 1%	5 2%	4 2%	3 1%	- -	2 *	- -	1 *	1 1%	5 2%	3 1%	2 1%	- -	8 1%	2 1%	11 1%
Drug abuse	6 1%	4 1%	- -	2 2%	2 *	- -	3 1%	3 1%	1 *	- -	* *	* *	2 1%	- -	1 *	3 2%l	2 *	4 1%	9 1%

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



Ipsos MORI

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	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Economy/Economic situation	202	176	9	16	64	48	32	23	105	28	74	46	63	82	14	39	145	53	210
	21%	21% ^f	18%	19%	20% ^f	20% ^f	12%	11%	27% ^{af}	22% ^f	25% ^f	27% ^f	20% ^m	25% ^{mp}	10%	22% ^{mp}	22% ^m	17% ^m	21%
Education/Schools	23	23	-	-	17	17	2	2	4	1	2	1	3	11	2	6	14	8	24
	2%	3% ^{gi}	-	-	5% ^{acf} ghij	7% ^{acd} fghij	1%	1%	1%	*	1%	1%	1%	3%	2%	3%	2% ^k	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	9	-	-	3	3	3	3	3	2	2	-	3	1	1	4	3	5	11
	1%	1%	-	-	1%	1%	1%	1%	1%	2%	1%	-	1%	*	1%	2%	1%	2%	1%
Inflation/Prices	57	51	-	6	17	12	11	11	29	12	26	15	7	32	6	12	39	18	47
	6%	6%	-	7%	5%	5%	4%	5%	7%	9% ^b	9% ^{ab}	9% ^b	2%	10% ^{ko}	4%	7% ^k	6% ^k	6% ^k	5%
Local government/ Council tax	5	5	-	-	1	1	2	2	2	1	2	1	1	3	1	1	4	1	6
	1%	1%	-	-	*	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	*	*	1%
Low pay/Minimum wage/Fair wages	12	11	1	1	5	4	1	1	6	1	5	3	1	4	3	4	5	8	14
	1%	1%	1%	1%	1%	2%	1%	*	2%	1%	2%	2%	*	1%	3% ^k	2%	1%	2% ^k	1%
Morality/ Individual behaviour/ Lifestyle	30	25	2	3	5	2	12	10	13	2	8	5	6	15	4	2	21	7	28
	3%	3% ^e	5%	3%	2%	1%	5% ^e	5%	3%	2%	3%	3%	2%	4%	3%	1%	3%	2%	3%
National health service/Hospitals/ Healthcare	40	29	4	7	13	6	16	13	11	3	7	3	15	10	8	8	25	16	45
	4%	3%	8%	9% ^{ade} gij	4% ^e	2%	6%	6%	3%	3%	2%	2%	5%	3%	6%	4%	4%	5%	5%
Nationalisation/ Government control of institutions	2	1	1	-	-	-	1	-	1	-	-	-	2	-	-	-	2	-	2
	*	*	1% ^d	-	-	-	*	-	*	-	-	-	1%	-	-	-	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	1 *	-	-	-	1 1%	-	-	1 *	1 *
Pensions/Social security/Benefits	17 2%	15 2%	1 1%	2 2%	5 2%	4 2%	3 1%	3 1%	8 2%	1 1%	6 2%	5 3%	6 2%	4 1%	1 1%	5 3%	11 2%	6 2%	19 2%
Petrol prices/Fuel	7 1%	7 1%	-	-	2 1%	2 1%	4 2%	4 2%	1 *	-	-	-	2 1%	3 1%	2 1%	-	6 1%	2 *	6 1%
Pollution/ Environment	15 2%	12 1%	1 1%	3 3%	6 2%	3 1%	3 1%	2 1%	6 2%	1 1%	4 1%	3 2%	6 2%	5 2%	1 1%	2 1%	12 2%	3 1%	15 2%
Population levels/ Overpopulation	12 1%	12 1% ^d	-	-	1 *	1 *	4 1%	4 2%	7 2%	2 1%	4 1%	2 1%	9 3% ^{lno}	* *	-	-	10 1% ^l	-	9 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	72 7%	62 7%	5 10%	5 6%	22 7%	16 7%	19 7%	14 6%	31 8%	17 13% ^{ad}	29 10%	12 7%	26 8%	22 7%	12 9%	11 6%	48 7%	23 7%	71 7%
Privatisation	2 *	2 *	-	-	* *	* *	-	-	2 *	-	1 *	1 *	2 1%	-	* *	-	2 *	* *	3 *
Public services in general	9 1%	8 1%	-	1 1%	3 1%	2 1%	5 2%	5 2%	1 *	-	1 *	1 1%	1 *	6 2%	1 1%	1 1%	7 1% ^k	2 1%	6 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Race relations/ Immigration/ Immigrants	177	158	13	6	45	39	72	59	60	15	50	35	66	52	35	23	119	58	185
	18%	19%cd	25%cdh	7%	14%c	17%cd	27%ac deg	28%	15%	12%	17%ch	20%c	21%n	16%	26%ln	13%	18%	18%np	19%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5	-	-	5	5	-	-	-	-	-	-	-	2	1	1	1	2	1	6
	*	-	-	6%ade	1%ag	-	-	-	-	-	-	-	1%	*	*	*	*	*	1%
Taxation	6	5	-	1	3	2	1	1	2	2	2	-	1	1	2	1	2	3	7
	1%	1%	-	1%	1%	1%	*	*	*	1%	1%	-	*	*	1%	1%	*	1%	1%
Trade unions/ Strikes	1	1	-	-	1	1	-	-	1	-	-	-	1	-	-	1	1	1	2
	*	*	-	-	*	*	-	-	*	-	-	-	*	-	-	*	*	*	*
Transport/Public transport	5	5	-	-	1	1	-	-	4	2	3	1	2	2	-	1	4	1	5
	1%	1%	-	-	*	1%	-	-	1%	1%	1%	1%	1%	*	-	1%	1%	*	1%
Unemployment/ Factory closure/ Lack of industry	131	106	7	18	51	33	43	36	37	18	31	13	41	38	18	29	80	48	128
	13%	13%g	14%	21%ag	16%gj	14%	16%gj	17%	10%	14%	10%	8%	13%	12%	14%	16%	12%	15%	13%
Other	26	20	4	1	9	8	8	4	8	2	7	4	7	9	6	4	17	9	29
	3%	2%	9%acd	1%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	4%	2%	3%	3%	3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.01d	1.00	1.00	1.00	1.01	1.01	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
			g																
STANDARD ERROR	*	*	0.01	0.00	0.00	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	*	0.01	0.00	*	*	*
ERROR VARIANCE	*	*	*	0.00	0.00	0.00	*	*	0.00	0.00	0.00	0.00	0.00	*	*	0.00	*	*	*

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

Respondent type : GB Adults 18+
Fieldwork dates : 1st - 10th November 2013
Number of sample points : 190
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	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
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	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Don't know	30	26	1	3	10	7	5	4	16	9	10	1	8	5	6	12	13	17	34
	3%	3%	2%	3%	3%	3%	2%	2%	4% ^j	7% ^{afi}	3% ^j	1%	2%	2%	4%	6% ^{klo}	2%	6% ^{lo}	3%
Personal finances (NET)	149	131	6	12	46	34	35	29	68	30	60	30	36	61	23	27	98	50	138
	15%	16%	11%	14%	14%	14%	13%	14%	17%	23% ^{ad}	20% ^{ag}	18%	11%	19% ^k	17%	15%	15% ^k	16%	14%

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

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	TOTAL	WORKING STATUS					VOTING						INCOME			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)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	998	348	98	552	53	48	138	285	41	860	179	59	110	299	274	998
WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Ageing population/ Social care for the elderly	19 2%	9 2%	1 1%	9 2%	1 3%	-	3 2%	5 2%	* 1%	16 2%	3 2%	2 3%	1 1%	6 2%	1 *	21 2%
AIDS	3 *	3 1%	-	-	-	-	-	-	-	3 *	-	-	-	-	3 1%	1 *
Animal welfare	2 *	2 *	-	-	-	-	-	-	-	2 *	-	-	-	-	2 1%	1 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	18 2%	6 1%	4 3%	8 2%	1 2%	2 4%	4 3%	2 1%	-	14 2%	4 3%	4 7%gi	4 4%	7 2%	3 1%	19 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	13 3%	6 6%	8 2%	1 3%	1 1%	2 1%	2 1%	4 8%g	25 3%g	5 3%f	-	3 3%	2 1%	14 5%	25 3%
Defence/Foreign affairs/ International terrorism	9 1%	4 1%	-	6 1%	-	-	3 2%	1 1%	-	6 1%	3 2%	-	1 2%	3 1%	2 1%	11 1%
Drug abuse	6 1%	2 *	2 1%	2 *	-	1 1%	-	1 *	-	6 1%	-	-	* 1%	2 *	2 1%	9 1%

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	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Economy/Economic situation	202	96	23	83	4	16	35	57	15	167	50	5	8	106	68	210
	21%	22%	21%	19%	10%	36% ^{acd}	28% ^{ir}	21%	32% ^r	20%	29% ^{ir}	8%	10%	32% ^l	23%	21%
Education/Schools	23	8	-	16	-	1	1	15	1	22	2	1	4	10	10	24
	2%	2%	-	4%	-	2%	1%	5% ^{ij}	1%	3%	1%	1%	5%	3%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	1	*	7	3	1	-	6	1	9	1	*	1	2	4	11
	1%	*	*	2%	7% ^{abc}	3% ^a	-	2%	1%	1%	*	1%	1%	1%	1%	1%
Inflation/Prices	57	33	10	13	1	1	2	15	7	55	9	-	2	22	18	47
	6%	8% ^c	9% ^c	3%	3%	3%	2%	6%	16% ^{fghi}	6%	6% ^f	-	3%	7%	6%	5%
Local government/Council tax	5	1	1	3	-	-	1	*	-	4	1	-	1	1	1	6
	1%	*	*	1%	-	-	1%	*	-	*	1%	-	1%	*	*	1%
Low pay/Minimum wage/Fair wages	12	5	-	7	3	1	1	3	-	11	1	-	4	2	1	14
	1%	1%	-	2%	8% ^{abc}	2%	1%	1%	-	1%	1%	-	5% ^m	1%	*	1%
Morality/Individual behaviour/Lifestyle	30	18	1	11	1	-	1	10	-	28	1	1	5	13	10	28
	3%	4%	1%	2%	1%	-	1%	4%	-	3%	1%	2%	6%	4%	3%	3%
National health service/Hospitals/Healthcare	40	18	2	21	1	*	6	13	2	34	8	2	2	13	11	45
	4%	4%	2%	5%	2%	1%	5%	5%	3%	4%	5%	4%	2%	4%	4%	5%

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Nationalisation/ Government control of institutions	2*	-	-	2*	-	-	-	-	-	2*	-	-	-	1*	-	2*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1*	-	-	1*	-	-	-	1*	-	1*	-	-	-	-	1*	1*
Pensions/Social security/Benefits	17 2%	4 1%	3 3%	10 2%	-	-	4 3%	5 2%	1 1%	13 1%	5 3%	-	2 2%	6 2%	4 1%	19 2%
Petrol prices/Fuel	7 1%	2 1%	2 2%	3 1%	-	-	3 3% <i>i</i>	1 1%	1 3%	4 *	4 3% <i>i</i>	-	2 2%	3 1%	4 1%	6 1%
Pollution/ Environment	15 2%	4 1%	5 5% <i>a</i>	6 1%	1 2%	3 7% <i>ac</i>	-	2 1%	-	15 2%	-	1 2%	1 1%	5 1%	4 1%	15 2%
Population levels/ Overpopulation	12 1%	2 *	3 3%	7 2%	-	-	2 1%	-	1 3% <i>g</i>	10 1%	3 2% <i>g</i>	-	-	2 1%	* *	9 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	72 7%	31 7%	7 6%	34 8%	4 10%	6 15%	5 4%	31 11% <i>fi</i>	6 12%	68 8%	10 6% <i>f</i>	6 11%	8 9%	25 8%	18 6%	71 7%
Privatisation	2 *	-	-	2 *	-	-	1 1%	1 *	-	1 *	1 *	-	* *	1 *	-	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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Public services in general	9 1%	8 2% ^c	- -	1 *	- -	- -	* *	3 1%	- -	9 1%	* *	- -	- -	3 1%	2 1%	6 1%
Race relations/ Immigration/ Immigrants	177 18%	77 18%	15 14%	84 19%	6 15%	3 7%	26 22% ^{gj}	29 11%	4 9%	150 18% ^g	30 18% ^g	29 49% ^{fg} hij	14 17%	47 14%	34 12%	185 19%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 *	2 *	- -	3 1%	1 1%	- -	- -	3 1%	- -	5 1%	- -	1 1%	1 1% ^m	- -	1 *	6 1%
Taxation	6 1%	5 1%	- -	1 *	- -	- -	1 1%	3 1%	- -	5 1%	1 *	- -	- -	1 *	2 1%	7 1%
Trade unions/ Strikes	1 *	- -	- -	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	2 *
Transport/Public transport	5 1%	2 *	- -	4 1%	1 4% ^a	- -	2 2% ^g	- -	- -	3 *	2 1%	- -	- -	- -	- -	5 1%
Unemployment/ Factory closure/ Lack of industry	131 13%	57 13%	14 13%	60 14%	10 26% ^{ac}	6 14%	14 11%	48 18% ⁱ	5 10%	117 14%	18 11%	6 10%	11 13%	38 11%	55 19%	128 13%
Other	26 3%	10 2%	7 6%	9 2%	1 2%	1 3%	2 2%	9 3%	- -	24 3%	2 1%	* 1%	4 4%	8 2%	8 3%	29 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
STANDARD ERROR	*	*	0.00	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	*	0.00	*
ERROR VARIANCE	*	*	0.00	*	0.00	0.00	0.00	0.00	0.00	*	0.00	0.00	0.00	*	0.00	*

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 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			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)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)	CHILD IN HH	
UNWEIGHTED BASE	998	348	98	552	53	48	138	285	41	860	179	59	110	299	274	998
WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Don't know	30	7	4	19	1	-	2	5	-	28	2	-	4	1	13	34
	3%	2%	4%	4%a	2%	-	2%	2%	-	3%	1%	-	5% ^m	*	4%	3%
Personal finances (NET)	149	72	19	58	8	8	11	51	14	138	25	6	16	52	42	138
	15%	17%	17%	13%	20%	20%	9%	19% ^f	30% ^{fi}	16%	15% ^f	11%	19%	16%	14%	14%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Ageing population/ Social care for the elderly	19 2%	1 *	5 2%	3 3%ad	1 *	1 2%	3 2%a	3 1%	14 3%	2 1%	17 2%	1 1%	7 4% _m	1 *	1 14%	-	21 2%
AIDS	3 *	- -	3 1%	- -	- -	- -	3 2% _{ad}	- -	3 1%	- -	3 *	- -	3 1%	- -	- -	- -	1 *
Animal welfare	2 *	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	2 1%	- -	- -	- -	1 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	18 2%	5 1%	1 *	* *	3 1%	- -	2 2%	5 2%	7 1%	6 4%	17 2%	* *	5 2%	5 2%	- -	- -	19 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- socialism (yob) behaviour	27 3%	8 2%	1 1%	27 21% _{abde} f	8 3%	1 3%	1 1%	11 3%	12 2%	4 2%	18 2%	8 8% _j	6 3%	13 4%	- -	- -	25 3%
Defence/Foreign affairs/ International terrorism	9 1%	3 1%	3 1%	2 2%	1 *	9 18% _{abcd} f	1 1%	5 1%	3 2%	9 1%	- -	3 1%	1 *	- -	- -	- -	11 1%
Drug abuse	6 1%	- -	* *	* *	1 *	- -	- -	1 *	5 1%	- -	4 *	1 1%	- -	4 1%	- -	- -	9 1%

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; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Economy/Economic situation	202 21%	202 52%bcd ef	59 25%cd	18 14%	48 14%	15 28%cd	46 30%cd	49 16%	115 24%g	37 21%	188 22%	13 12%	41 20%	76 23%	2 21%	-	210 21%
Education/Schools	23 2%	4 1%	7 3%	4 3%	6 2%	- -	23 15%abcd e	9 3%	14 3%	1 *	20 2%	3 3%	4 2%	3 1%	-	-	24 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9 1%	2 *	2 1%	1 1%	- -	- -	1 1%	5 2%	2 *	2 1%	4 *	5 4%j	* *	1 *	-	-	11 1%
Inflation/Prices	57 6%	19 5%d	7 3%	1 *	4 1%	3 6%cd	7 5%d	27 9%h	20 4%	10 6%	54 6%	3 3%	19 9%	25 8%	-	-	47 5%
Local government/Council tax	5 1%	-	1 1%	1 1%	4 1%	1 2%a	1 1%	3 1%	2 *	-	4 *	1 1%	1 1%	1 *	-	-	6 1%
Low pay/Minimum wage/Fair wages	12 1%	3 1%	1 *	2 1%	2 *	1 1%	1 1%	4 1%	5 1%	4 2%	12 1%	-	1 *	5 1%	-	-	14 1%
Morality/Individual behaviour/Lifestyle	30 3%	4 1%	4 2%	7 6%abdf	6 2%	2 3%	2 1%	7 2%	17 3%	6 3%	27 3%	2 2%	14 7%m	5 1%	-	-	28 3%
National health service/Hospitals/Healthcare	40 4%	14 4%	40 17%acde f	2 2%	15 4%	1 2%	10 6%	9 3%	20 4%	11 6%	39 4%	1 1%	6 3%	12 4%	1 11%	-	45 5%

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; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
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Ipsos MORI

ISSUES INDEX (FINAL)

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

TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Nationalisation/ Government control of institutions	2 *	-	1	-	-	-	1	-	1	1	2	-	1	-	-	-	2
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
Pensions/Social security/Benefits	17 2%	*	2	2	5	-	2	5	11	1	17	-	4	1	2	-	19
Petrol prices/Fuel	7 1%	5	-	2	5	1	-	4	3	-	7	-	2	4	-	-	6
Pollution/ Environment	15 2%	6	2	1	4	*	1	4	8	4	15	*	*	9	-	-	15
Population levels/ Overpopulation	12 1%	3	3	4	2	*	3	-	8	4	12	-	3	2	-	-	9
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	72 7%	14	12	6	18	4	7	32	27	13	63	9	19	17	2	-	71
Privatisation	2 *	-	1	-	-	-	-	-	1	1	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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ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Public services in general	9 1%	6 2%	2 1%	2 1%	-	1 2% ^d	3 2% ^d	1 *	8 2%	-	8 1%	1 1%	7 3% ^m	1 -	-	-	6 1%
Race relations/Immigration/Immigrants	177 18%	39 10%	42 18% ^{af}	25 20% ^{af}	177 52% ^{abc} ef	16% 16%	15 10%	38 12%	91 19% ^g	48 27% ^g	169 19% ^k	7 7%	28 14%	66 20%	-	-	185 19%
Scottish/Welsh assembly/Devolution/Constitutional reform	5 *	2 *	-	1 1%	-	-	-	1 *	1 *	4 2% ^h	5 1%	-	-	2 1%	-	-	6 1%
Taxation	6 1%	1 *	2 1%	-	-	-	-	3 1%	3 1%	-	3 *	3 3% ^j	2 1%	3 1%	-	-	7 1%
Trade unions/Strikes	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	2 *
Transport/Public transport	5 1%	-	-	-	-	1 2% ^{ad}	1 *	3 1%	2 *	-	4 *	1 1%	-	2 *	-	-	5 1%
Unemployment/Factory closure/Lack of industry	131 13%	39 10% ^d	26 11% ^d	13 10%	21 6%	2 4%	17 11%	64 20% ^{hi}	56 11%	12 7%	97 11%	34 33% ^j	10 5%	60 18% ^l	-	1 100%	128 13%
Other	26 3%	5 1%	9 4% ^a	-	6 2%	2 4%	2 1%	5 2%	17 4%	4 2%	25 3%	1 1%	9 5%	7 2%	1 11%	-	29 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.01	1.00	1.00	1.04 ^{ad} f	1.00	1.00	1.00	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.00
STANDARD ERROR	*	0.00	*	0.00	*	0.02	0.00	*	*	0.00	*	0.00	0.01	0.00	0.00	-	*

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; ** very small base (under 30) ineligible for sig testing

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ISSUES INDEX (FINAL)

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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				UNWTD TOTAL	
	ECONOMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
ERROR VARIANCE	*	0.00	*	0.00	*	*	0.00	*	*	0.00	*	0.00	*	0.00	0.00	-	*
Don't know	30	2	1	1	1	-	-	19	11	-	23	7	5	6	-	-	34
	3%	*	1%	1%	*	-	-	6% ^{hi}	2%	-	3%	7% ^j	2%	2%	-	-	3%
Personal finances (NET)	149	40	20	10	29	9	16	67	55	27	137	12	40	51	2	-	138
	15%	10%	8%	8%	9%	17%	10%	21% ^h	11%	15%	16%	12%	20%	15%	26%	-	14%

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; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue 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	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%	
Ageing population/ Social care for the elderly	19 2%	-	1	2	-	1	2	1	*	2	1	-	2	1	-	9	3	7	3	3	21
		-	2%	4%	-	2%	6%	1%	3%	3%	2%	-	3%	6%	-	1%	2%	3%	2%	3%	2%
AIDS	3 *	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	3	-	3	1
		-	-	-	-	-	-	-	-	3%0	-	-	-	-	-	-	-	1%	-	2%	*
Animal welfare	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	18 2%	-	1	-	*	-	2	3	-	1	*	1	1	-	-	8	2	8	4	3	19
		-	4%	-	8%	-	6%	3%	-	2%	1%	18%	2%	-	-	1%	1%	3%	4%	2%	2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	*	1	1	-	-	4	1	7	3	-	2	1	-	14	2	11	4	4	8	25
		3%	4%	1%	-	-	5%	9%	8%0	11%	-	5%	7%	-	2%	2%	4%	4%	4%	6%	3%
Defence/Foreign affairs/ International terrorism	9 1%	-	-	-	-	-	3	-	1	-	-	-	-	-	6	-	4	3	1	1	11
		-	-	-	-	-	3%	-	1%	-	-	-	-	-	1%	-	1%	3%	1%	1%	1%
Drug abuse	6 1%	-	-	-	-	-	-	-	2	-	-	-	-	-	4	-	2	-	-	2	9
		-	-	-	-	-	-	-	2%	-	-	-	-	-	1%	-	1%	-	-	1%	1%

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 - 10th November 2013
 Number of sample points : 190
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue 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	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Economy/Economic situation	202	3	10	10	3	14	2	13	2	8	2	2	7	6	-	129	35	36	15	13	210
	21%	20%	35%	20%	51%	46%	6%	16%	13%	9%	7%	29%	15%	32%	-	22%is	31%qr	13%	13%	10%	21%
Education/Schools	23	-	1	3	-	*	-	2	-	-	1	-	1	-	-	16	4	4	2	1	24
	2%	-	5%	6%i	-	1%	-	2%	-	-	4%	-	2%	-	-	3%	4%	1%	1%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	9	1	1	1	-	-	-	-	-	2	1	-	1	1	-	5	2	4	-	3	11
	1%	4%	3%	2%	-	-	-	-	-	3%	2%	-	1%	3%	-	1%	2%	1%	-	2%	1%
Inflation/Prices	57	1	-	6	-	2	-	5	-	2	3	1	8	1	-	31	9	17	5	6	47
	6%	4%	-	12%	-	8%	-	6%	-	3%	10%	15%	15%io	8%	-	5%	7%	6%	5%	5%	5%
Local government/Council tax	5	1	-	-	-	-	-	1	-	1	*	-	2	-	-	2	1	3	1	1	6
	1%	4%	-	-	-	-	-	1%	-	1%	1%	-	4%o	-	-	*	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	12	-	-	-	-	-	-	2	-	4	-	-	-	-	-	7	-	6	2	4	14
	1%	-	-	-	-	-	-	2%	-	5%o	-	-	-	-	-	1%	-	2%	1%	3%	1%
Morality/Individual behaviour/Lifestyle	30	*	1	1	*	*	-	3	*	4	*	-	-	-	-	21	3	7	3	4	28
	3%	2%	4%	3%	6%	2%	-	4%	3%	4%	1%	-	-	-	3%	2%	3%	3%	3%	3%	3%
National health service/Hospitals/Healthcare	40	*	1	3	-	-	3	2	3	7	-	-	2	*	-	23	4	13	4	9	45
	4%	2%	4%	6%	-	-	9%	2%	17%	8%	-	-	4%	2%	-	4%	4%	5%	4%	7%	5%

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 - 10th November 2013
 Number of sample points : 190
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Nationalisation/ Government control of institutions	2*	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1*	1	-	-	-	2*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*
Pensions/Social security/Benefits	17	1	-	1	-	1	*	1	*	1	-	-	-	-	-	13	1	2	1	2	19
	2%	4%	-	1%	-	4%	2%	1%	3%	1%	-	-	-	-	-	2%	1%	1%	1%	1%	2%
Petrol prices/Fuel	7	-	-	-	-	-	-	-	-	-	*	-	-	-	-	7	-	*	-	*	6
	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	*	-	*	1%
Pollution/ Environment	15	-	-	-	-	-	-	1	1	-	-	-	-	-	-	12	-	2	1	1	15
	2%	-	-	-	-	-	-	1%	8%	-	-	-	-	-	-	2%	-	1%	1%	1%	2%
Population levels/ Overpopulation	12	-	2	-	4	1	2	-	*	-	-	*	*	-	-	4	4	3	3	*	9
	1%	-	6%	-	14%	3%	3%	-	1%	-	-	1%	3%	-	1%	4%	4%	1%	3%	*	1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	72	4	3	14	-	1	-	6	*	2	2	-	6	3	-	37	19	16	6	4	71
	7%	22%	11%	27%gjo	-	5%	-	7%	3%	2%	6%	-	13%i	18%	-	6%	16%qrs	6%	5%	3%	7%
Privatisation	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	3*

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
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ISSUES INDEX (FINAL)

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UNWEIGHTED BASE	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
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	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Public services in general	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-	-	-	6
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%
Race relations/Immigration/Immigrants	177	2	2	2	-	5	17	24	1	24	9	1	8	-	-	94	11	77	40	33	185
	18%	13%	8%	4%	-	15%	58%	30%co	7%	28%co	28%	20%	16%	-	-	16%c	10%	29%p	37%p	26%p	19%
Scottish/Welsh assembly/Devolution/Constitutional reform	5	-	-	-	-	-	1	-	1	-	-	-	-	-	-	4	-	1	1	1	6
	*	-	-	-	-	-	2%	-	3%	-	-	-	-	-	-	1%	-	*	1%	*	1%
Taxation	6	1	-	-	-	-	-	2	1	1	-	-	1	1	-	1	1	4	2	2	7
	1%	4%	-	-	-	-	-	3%o	5%	2%	-	-	1%	4%	-	*	1%	2%	2%	2%	1%
Trade unions/ Strikes	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	1	2
	*	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	*	*	1%	*
Transport/Public transport	5	2	1	-	2	-	-	-	-	2	-	-	2	2	-	3	2	2	-	2	5
	1%	9%	2%	-	26%	-	-	-	-	5%	-	-	3%o	8%	-	*	2%	1%	-	1%	1%
Unemployment/Factory closure/Lack of industry	131	-	2	2	-	*	2	3	3	9	6	*	7	2	1	95	6	27	5	18	128
	13%	-	6%	4%	-	2%	8%	4%	23%	11%	17%	8%	14%	9%	100%	16%g	5%	10%r	5%	14%pr	13%
Other	26	1	1	1	-	1	-	-	1	2	-	1	2	-	-	17	2	5	-	3	29
	3%	6%	4%	2%	-	2%	-	-	3%	2%	-	11%	5%	-	-	3%	2%	2%	-	2%	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	1.03o	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

STANDARD ERROR * 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.02 0.00 - * 0.00 * 0.00 0.00 *

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Respondent type : GB Adults 18+
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Number of sample points : 190
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 5
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

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	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
ERROR VARIANCE	*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	*	0.00	-	*	0.00	*	0.00	0.00	*
Don't know	30	1	1	2	1	-	-	4	-	-	-	-	-	-	-	24	3	4	4	-	34
	3%	3%	3%	4%	9%	-	-	4%	-	-	-	-	-	-	-	4%	3%	1%	3%	-	3%
Personal finances (NET)	149	4	3	20	-	4	-	12	*	9	6	1	14	5	-	82	27	39	12	15	138
	15%	26%	11%	40%gio	-	12%	-	15%	3%	10%	17%	15%	28%io	26%	-	14%	24%qr	15%	11%	11%	14%

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

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	514	484	146	143	143	147	157	262	289	290	419	432	566	233	333	188	244	566	432	998
WEIGHTED BASE	977	474	502	134	161	169	168	142	203	295	336	345	464	513	259	276	216	226	535	442	998
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Ageing population/ Social care for the elderly	77 8%	33 7%	44 9%	4 3%	9 6%e	1 1%	22 13%ce	19 13%ce	21 10%cei	14 5%	23 7%e	40 12%cei	15 3%	62 12%	32 12%noq	23 8%	12 6%	10 4%	55 10%oq	22 5%	78 8%
AIDS	7 1%	* *	6 1%	1 1%	2 2%	-	3 2%	-	* *	3 1%	3 1%	* *	3 1%	3 1%	1 *	-	3 1%	3 1%	1 *	5 1%	5 1%
Animal welfare	5 1%	3 1%	2 *	2 1%	* *	* *	-	3 2%	* *	2 1%	* *	3 1%h	2 *	3 1%	2 1%	* *	2 1%	1 *	3 *	3 1%	7 1%
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	66 7%	34 7%	32 6%	9 6%	5 3%	4 2%	11 7%	16 11%de	21 10%dei	14 5%	15 4%	37 11%dei	18 4%	48 9%	18 7%	12 4%	24 11%mp	12 5%	29 5%	37 8%o	63 6%
Countryside/Rural life	12 1%	4 1%	8 2%	1 *	1 1%	1 *	3 2%	2 2%	4 2%	2 1%	4 1%	6 2%	3 1%	9 2%	3 1%	3 1%	2 1%	5 2%	5 1%	7 2%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	60 13%	65 13%	15 11%	22 14%	26 16%	25 15%	11 7%	25 12%	38 13%	51 15%	36 10%	64 14%	61 12%	30 12%	37 13%	30 14%	27 12%	67 13%	57 13%	125 13%
Defence/Foreign affairs/ International terrorism	53 5%	28 6%	26 5%	9 7%	3 2%	10 6%	7 4%	8 5%	16 8%d	13 4%	17 5%	24 7%	23 5%	30 6%	15 6%	17 6%	14 7%	7 3%	33 6%	21 5%	59 6%
Drug abuse	46 5%	32 7%b	14 3%	10 8%	10 6%	7 4%	8 5%	3 2%	8 4%	20 7%	15 4%	11 3%	27 6%	19 4%	12 5%	12 4%	11 5%	12 5%	24 4%	23 5%	47 5%
Economy/Economic situation	387 40%	216 46%b	171 34%	52 39%	67 42%	86 51%fg	63 37%	51 36%	67 33%	120 41%	149 44%fh	118 34%	206 44%	181 35%	129 50%no	128 46%no	70 33%	60 26%	257 48%no	130 29%	381 38%

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

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
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WEIGHTED BASE	977	474	502	134	161	169	168	142	203	295	336	345	464	513	259	276	216	226	535	442	998
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Education/Schools	154	63	91	20	15	36	42	18	22	36	78	41	71	83	65	42	24	23	107	47	151
	16%	13%	18%	15%	10%	21% ^{dh} ik	25% ^{dg} hik	13%	11%	12%	23% ^{dg} hik	12%	15%	16%	25% ^{mn} opq	15%	11%	10%	20% ^{mn} oq	11%	15%
Foot and mouth outbreak/Farming crisis	11	7	4	-	7	-	3	1	1	7	3	2	7	4	-	1	4	6	1	10	6
	1%	2%	1%	-	4% ^{ceh} jk	-	2%	*	*	2%	1%	*	2%	1%	-	*	2% ^p	3% ^{lmp}	*	2% ^{lp}	1%
Housing	86	38	48	13	17	14	16	13	13	31	29	26	44	42	20	17	24	25	37	49	96
	9%	8%	9%	10%	11%	8%	9%	9%	7%	10%	9%	8%	10%	8%	8%	6%	11%	11%	7%	11% ^m	10%
Inflation/Prices	171	87	84	17	35	34	31	27	27	52	65	54	86	85	41	49	45	35	90	80	166
	17%	18%	17%	12%	22%	20%	18%	19%	13%	18%	19%	16%	19%	17%	16%	18%	21%	16%	17%	18%	17%
Local government/ Council tax	31	18	13	7	7	2	6	3	6	14	8	10	16	16	3	4	13	12	7	24	36
	3%	4%	3%	5%	4%	1%	4%	2%	3%	5%	2%	3%	3%	3%	1%	1%	6% ^{lmp}	5% ^{lmp}	1%	5% ^{lmp}	4%
Low pay/Minimum wage/Fair wages	95	49	46	16	18	21	18	13	9	33	39	22	54	41	26	19	26	24	45	50	90
	10%	10%	9%	12% ^h	11% ^h	12% ^h	11% ^h	9%	5%	11% ^h	12% ^{hk}	7% ^h	12%	8%	10%	7%	12%	11%	8%	11%	9%
Morality/ Individual behaviour/ Lifestyle	77	38	39	6	8	16	15	6	26	14	31	32	30	46	31	18	13	14	49	27	79
	8%	8%	8%	5%	5%	10%	9%	4%	13% ^{cdg} ik	5%	9%	9% ^g	6%	9%	12% ^q	7%	6%	6%	9% ^m	6%	8%
National health service/Hospitals/ Healthcare	236	97	139	17	23	46	59	39	51	41	105	90	87	149	78	70	42	45	148	87	233
	24%	20%	28% ^a	13%	15%	27% ^{cd} i	35% ^{cd} i	27% ^{cd} i	25% ^{cd} i	14%	31% ^{cd} i	26% ^{cd} i	19%	29%	30% ^{no} q	26%	19%	20%	28% ^q	20%	23%
Nationalisation/ Government control of institutions	18	7	11	2	-	4	2	4	5	2	6	9	6	12	7	1	3	7	8	10	18
	2%	1%	2%	2%	-	2%	1%	3%	3%	1%	2%	3%	1%	2%	3%	*	1%	3% ^m	1% ^m	2%	2%
Northern Ireland	4	3	1	-	-	-	2	-	2	-	2	2	-	4	-	-	4	*	-	4	3
	*	1%	*	-	-	-	1%	-	1%	-	1%	*	-	1%	-	-	2% ^p	*	-	1%	*

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ISSUES INDEX (FINAL)

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Nuclear weapons/ Nuclear war/ Disarmament	13 1%	7 1%	6 1%	- -	1 1%	1 *	4 3%	3 2%	4 2%	1 *	5 2%	7 2%	2 *	11 2%	3 1%	3 1%	3 1%	4 2%	6 1%	7 2%	15 2%
Pensions/Social security/Benefits	105 11%	37 8%	68 14%a	12 9%e	16 10%e	5 3%	19 11%ej	24 17%ej	29 14%ej	28 10%e	23 7%e	53 15%ej	33 7%	72 14%	32 12%	24 9%	23 11%	26 11%	56 11%	49 11%	105 11%
Petrol prices/Fuel	73 7%	39 8%	34 7%	6 4%	14 9%	14 8%	16 9%	11 7%	13 6%	20 7%	30 9%	23 7%	34 7%	39 8%	23 9%	15 5%	15 7%	20 9%	38 7%	35 8%	71 7%
Pollution/ Environment	45 5%	19 4%	27 5%	4 3%	7 5%	8 5%	12 7%	7 5%	8 4%	11 4%	20 6%	15 4%	19 4%	26 5%	22 9%mnq	9 3%	3 1%	11 5%	32 6%mn	14 3%	46 5%
Population levels/ Overpopulation	48 5%	28 6%	20 4%	5 4%	2 2%	6 3%	15 9%di	7 5%	12 6%	8 3%	21 6%	19 6%	13 3%	35 7%	16 6%	12 4%	9 4%	10 5%	29 5%	19 4%	39 4%
Pound/Exchange rate/Value of pound	6 1%	3 1%	2 *	1 1%	2 1%	- -	- -	* *	2 1%	3 1%	- -	3 1%	3 1%	3 1%	1 *	2 1%	2 1%	1 *	3 1%	3 1%	7 1%
Poverty/Inequality	155 16%	63 13%	93 18%	18 13%	30 19%	20 12%	33 20%	22 16%	32 16%	47 16%	54 16%	54 16%	68 15%	87 17%	60 23%mn pq	37 14%	17 8%	41 18%nq	98 18%mn	58 13%n	163 16%
Privatisation	27 3%	15 3%	11 2%	1 *	3 2%	6 3%	4 2%	5 4%	8 4%	4 1%	10 3%	13 4%	10 2%	17 3%	9 4%	5 2%	4 2%	8 3%	15 3%	12 3%	24 2%
Public services in general	46 5%	22 5%	24 5%	3 2%	5 3%	12 7%	9 5%	6 4%	12 6%	8 3%	21 6%	18 5%	20 4%	27 5%	20 8%q	11 4%	8 4%	7 3%	31 6%m	15 3%	45 5%
Race relations/ Immigration/ Immigrants	338 35%	171 36%	167 33%	34 25%	39 24%	49 29%	60 36%i	60 42%cd ei	97 48%cd efij	73 25%	109 32%	156 45%cd eij	122 26%	217 42%	84 32%	74 27%	97 45%lm p	84 37%lm	157 29%	181 41%mp	336 34%

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 - 10th November 2013
 Number of sample points : 190
 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+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	514	484	146	143	143	147	157	262	289	290	419	432	566	233	333	188	244	566	432	998
WEIGHTED BASE	977	474	502	134	161	169	168	142	203	295	336	345	464	513	259	276	216	226	535	442	998
	100%	49%	51%	14%	16%	17%	17%	15%	21%	30%	34%	35%	48%	52%	27%	28%	22%	23%	55%	45%	102%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	8 2%	6 1%	5 4%	1 1%	1 1%	1 1%	3 2%	2 1%	6 2%	3 1%	5 1%	7 2%	7 1%	3 1%	4 1%	5 2%	2 1%	7 1%	7 2%	16 2%
Taxation	43 4%	23 5%	20 4%	7 6%	17 11% egh jk	3 2%	7 4%	2 1%	8 4%	25 8% egj k	9 3%	9 3%	27 6%	16 3%	6 2%	12 4%	11 5%	15 7% l	17 3%	26 6%	43 4%
Trade unions/ Strikes	10 1%	7 1%	3 1%	1 *	2 2%	- -	3 2%	- -	4 2%	3 1%	3 1%	4 1%	3 1%	7 1%	2 1%	2 1%	4 2%	3 1%	3 1%	7 2%	12 1%
Transport/Public transport	29 3%	15 3%	14 3%	2 2%	7 4%	3 2%	6 4%	2 2%	8 4%	9 3%	9 3%	11 3%	12 3%	17 3%	5 2%	12 4%	5 2%	7 3%	16 3%	13 3%	29 3%
Unemployment/ Factory closure/ Lack of industry	317 33%	168 35%	149 30%	44 33%	70 44% fg hk	59 35%	51 31%	36 25%	57 28%	114 39% gh k	111 33%	92 27%	174 37%	144 28%	69 27%	87 32%	85 40% lp	76 34%	156 29%	161 36% lp	309 31%
Other	81 8%	36 8%	45 9%	9 7%	10 6%	11 6%	17 10%	14 10%	20 10%	19 6%	28 8%	34 10%	29 6%	52 10%	35 13% noq	25 9%	9 4%	13 6%	59 11% nq	22 5%	90 9%
MEAN NUMBER OF MENTIONS	3.19	3.23	3.15	2.84	3.10	3.10	3.58 c i	3.17	3.26	2.98	3.34 c	3.22	3.02	3.34	3.56 m pq	2.99	3.13	3.07	3.27 m	3.10	3.13
STANDARD ERROR	0.07	0.10	0.10	0.14	0.18	0.13	0.22	0.19	0.15	0.12	0.13	0.12	0.09	0.11	0.16	0.10	0.16	0.16	0.09	0.11	0.07
ERROR VARIANCE	*	0.01	0.01	0.02	0.03	0.02	0.05	0.04	0.02	0.01	0.02	0.01	0.01	0.01	0.02	0.01	0.03	0.03	0.01	0.01	*
Don't know	105 11%	54 11%	51 10%	28 21% ef ghjk	19 12%	18 10%	9 5%	10 7%	21 11%	48 16% fgj k	26 8%	31 9%	65 14%	40 8%	19 7%	39 14% np	10 4%	38 17% ln pq	57 11% ln	48 11% n	116 12%
Personal finances (NET)	377 39%	181 38%	196 39%	43 32%	66 41%	72 43%	71 42%	60 42%	65 32%	109 37%	143 43% h	125 36% h	181 39%	196 38%	112 43% m	93 34%	85 40%	87 39%	204 38% m	173 39%	375 38%

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 - 10th November 2013
 Number of sample points : 190
 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	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	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Ageing population/ Social care for the elderly	77 8%	70 8%	1 3%	5 6%	22 7%	17 7%	15 6%	13 6%	40 10%	11 9%	30 10%	18 11%	36 11%np	26 8%	7 5%	8 4%	62 10%np	14 5%	78 8%
AIDS	7 1%	6 1%	- -	* 1%	2 1%	1 1%	1 *	1 *	4 1%	1 1%	4 1%	3 2%	4 1%	1 *	* *	1 1%	5 1%	2 1%	5 1%
Animal welfare	5 1%	5 1%	- -	* 1%	* *	- -	1 *	1 *	5 1%	1 1%	3 1%	2 1%	1 *	1 *	1 1%	2 1%	2 *	3 1%	7 1%
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	66 7%	59 7%	1 2%	6 7%	21 7%	15 6%	13 5%	12 6%	32 8%h	4 3%	25 8%h	20 12%afh	30 9%	16 5%	8 6%	10 6%	46 7%	18 6%	63 6%
Countryside/Rural life	12 1%	10 1%	1 1%	2 2%	2 *	- -	4 2%	3 2%	6 2%	1 1%	6 2%e	5 3%e	7 2%	3 1%	1 1%	1 1%	10 2%	2 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	112 13%	4 8%	8 10%	42 13%	34 14%	32 12%	28 13%	50 13%	22 17%	47 16%g	25 15%	41 13%	45 14%	16 12%	21 12%	86 13%	36 12%	125 13%
Defence/Foreign affairs/ International terrorism	53 5%	45 5%	3 7%	5 6%	24 7%	19 8%	14 5%	11 5%	16 4%	4 3%	12 4%	8 5%	18 6%	26 8%np	7 5%	3 2%	44 7%np	10 3%	59 6%
Drug abuse	46 5%	41 5%	- -	5 6%	15 5%	10 4%	12 5%	12 6%	19 5%	5 4%	17 6%	12 7%	15 5%	12 4%	7 5%	9 5%	28 4%	17 5%	47 5%

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

Respondent type : GB Adults 18+
Fieldwork dates : 1st - 10th November 2013
Number of sample points : 190
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 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 (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	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Economy/Economic situation	387 40%	333 40%de	20 39%	34 40%	110 34%	76 32%	95 36%	75 36%	182 46%ad ef	56 43%e	140 47%ad ef	84 50%ad ef	113 35%m	159 49%km op	32 24%	76 42%mp	272 42%km p	108 34%m	381 38%
Education/Schools	154 16%	143 17%cf	4 8%	7 8%	55 17%cf	48 20%bcd f	18 7%	14 7%	81 21%ab cf	25 19%cf	68 23%ab cf	43 25%ab cf	45 14%	64 20%m	13 10%	29 16%	109 17%m	42 13%	151 15%
Foot and mouth outbreak/Farming crisis	11 1%	11 1%g	-	-	-	-	10 4%ade ghij	10 5%	1 *	-	-	-	6 2%l	-	1 *	5 3%l	6 1%	5 2%l	6 1%
Housing	86 9%	72 9%	3 7%	10 12%	26 8%	16 7%	15 6%	12 5%	45 11%af j	25 19%ab defgi j	36 12%afj	11 6%	20 6%	17 5%	13 10%	35 20%klm op	38 6%	48 15%kl mo	96 10%
Inflation/Prices	171 17%	148 18%	5 10%	18 21%	58 18%	40 17%	32 12%	27 13%	81 21% f	26 20%	71 24%ab fg	46 27%ab ef	48 15%	63 19%	28 21%	29 16%	110 17%	58 18%	166 17%
Local government/ Council tax	31 3%	25 3%	1 3%	5 6%	16 5%a	10 4%	6 2%	5 2%	10 2%	7 6%gi	10 3%	2 1%	6 2%	9 3%	11 8%klo	6 3%	15 2%	16 5%o	36 4%
Low pay/Minimum wage/Fair wages	95 10%	78 9%	8 16%f	9 10%	33 10%	24 10%	19 7%	11 5%	43 11%	12 9%	33 11%	21 12%	25 8%	37 11%	20 15%knp	13 7%	62 10%	33 10%n	90 9%
Morality/ Individual behaviour/ Lifestyle	77 8%	69 8%	4 8%	3 4%	19 6%	16 7%	24 9%	19 9%	34 9%	9 7%	25 8%	15 9%	27 8%	31 9%n	11 8%	6 4%	58 9%n	17 5%	79 8%
National health service/Hospitals/ Healthcare	236 24%	203 24%	15 31%	17 20%	72 22%	55 23%	59 22%	43 20%	105 27%	27 21%	77 26%	50 29%	91 29%np	88 27%np	26 19%	31 17%	179 28%np	57 18%	233 23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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+

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Nationalisation/ Government control of institutions	18 2%	12 1%	2 4%	4 5%a	8 3%	4 2%	3 1%	1 1%	6 2%	2 1%	3 1%	2 1%	5 2%	7 2%	3 2%	3 2%	12 2%	6 2%	18 2%
Northern Ireland	4 *	4 *	- -	- -	* *	* *	- -	- -	4 1%	- -	4 1%	4 2%ad	- -	2 1%	1 1%	* *	2 *	2 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	12 1%	- -	1 1%	9 3%afg	8 3%afg	1 *	1 *	3 1%	1 1%	2 1%	1 1%	6 2%	1 *	6 4%lno	- p	7 1%	6 2%	15 2%
Pensions/Social security/Benefits	105 11%	85 10%h	6 12%	13 16%h	42 13%h	29 12%h	23 9%	17 8%	40 10%h	6 4%	29 10%h	23 14%h	39 12%	34 10%	14 11%	17 9%	73 11%	31 10%	105 11%
Petrol prices/Fuel	73 7%	62 7%g	3 5%	8 10%	38 12%af	30 13%afg	15 6%	13 6%	20 5%	8 6%	18 6%	10 6%	21 7%	32 10%n	15 11%np	5 3%	53 8%n	20 6%n	71 7%
Pollution/ Environment	45 5%	41 5%f	1 1%	4 5%	18 6%	14 6%f	5 2%	4 2%	23 6%	8 6%	18 6%f	10 6%	19 6%	12 4%	7 5%	7 4%	31 5%	14 4%	46 5%
Population levels/ Overpopulation	48 5%	47 6%de	- -	1 1%	7 2%	6 2%	14 5%	14 6%	28 7%cde	6 5%	20 7%d	13 8%cde	23 7%np	16 5%	5 3%	3 2%	38 6%np	8 2%	39 4%
Pound/Exchange rate/Value of pound	6 1%	5 1%	- -	1 1%	2 1%	1 1%	1 *	1 *	3 1%	2 2%	2 1%	- -	3 1%	2 1%	1 *	1 *	4 1%	1 *	7 1%
Poverty/Inequality	155 16%	132 16%	7 14%	16 19%	55 17%	39 16%	36 14%	29 14%	64 16%	30 23%af	56 19%	27 16%	53 17%	51 16%	29 21%np	22 12%	104 16%	50 16%n	163 16%
Privatisation	27 3%	23 3%	2 4%	2 3%	10 3%	8 3%	4 1%	2 1%	12 3%	2 1%	9 3%	7 4%	14 4%	7 2%	3 2%	3 1%	21 3%	6 2%	24 2%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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+

	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	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
Public services in general	46	38	1	6	20	13	12	10	15	7	13	6	14	22	6	4	36	10	45
	5%	5%	3%	7%	6%	6%	4%	5%	4%	6%	4%	3%	4%	7%n	5%	2%	6%	3%	5%
Race relations/ Immigration/ Immigrants	338	304	21	13	92	79	120	99	127	32	104	72	130	103	55	47	233	103	336
	35%	36%cd	42%ch	15%	29%c	33%cd	46%ac	47%	32%ch	25%	35%ch	43%cd	41%ln	31%	41%np	26%	36%n	33%n	34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14	3	-	11	12	1	*	*	1	1	1	-	5	5	1	3	9	4	16
	1%	*	-	13%abd	4%aef	*	*	*	1%	1%	-	-	1%	1%	*	2%	1%	1%	2%
Taxation	43	37	-	6	20	14	5	5	17	16	16	-	14	7	10	12	21	22	43
	4%	4%j	-	7%fj	6%fj	6%j	2%	3%	4%j	12%abd	5%j	-	4%	2%	7%lo	7%lo	3%	7%lo	4%
Trade unions/ Strikes	10	8	1	1	4	4	2	1	4	3	3	-	3	4	1	2	7	3	12
	1%	1%	2%	1%	1%	2%	1%	*	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%
Transport/Public transport	29	28	1	-	7	7	5	4	17	4	10	7	14	8	4	2	23	6	29
	3%	3%	2%	-	2%	3%	2%	2%	4%	3%	3%	4%	4%	3%	3%	1%	4%	2%	3%
Unemployment/ Factory closure/ Lack of industry	317	262	15	41	120	80	74	59	123	48	99	51	92	116	44	62	207	107	309
	33%	31%	29%	48%ab	38%ae	34%	28%	28%	31%	37%	33%	30%	29%	35%	33%	35%	32%	34%	31%
Other	81	66	12	3	29	25	27	15	25	9	19	10	31	29	9	13	60	21	90
	8%	8%	23%acd	4%	9%	11%	10%	7%	6%	7%	6%	6%	10%	9%	7%	7%	9%	7%	9%
MEAN NUMBER OF MENTIONS	3.19	3.20f	2.96	3.23	3.26	3.27	2.83	2.80	3.37f	3.39f	3.55a	3.68a	3.30n	3.30n	3.20	2.86	3.30n	3.01	3.13
											fg	bfg							

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	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	998	847	61	90	355	265	285	224	358	135	258	123	335	255	168	229	590	397	998
WEIGHTED BASE	977	841	51*	85*	321	236	262	212	393	129	298	169	318	328	135	180	646	315	998
	100%	86%	5%*	9%*	33%	24%	27%	22%	40%	13%	30%	17%	33%	34%	14%	18%	66%	32%	102%
STANDARD ERROR	0.07	0.08	0.15	0.25	0.14	0.17	0.11	0.13	0.10	0.21	0.13	0.16	0.13	0.13	0.23	0.09	0.09	0.11	0.07
ERROR VARIANCE	*	0.01	0.02	0.06	0.02	0.03	0.01	0.02	0.01	0.04	0.02	0.03	0.02	0.02	0.05	0.01	0.01	0.01	*
Don't know	105	91	7	8	35	27	27	21	43	14	29	15	34	24	18	25	58	43	116
	11%	11%	13%	10%	11%	12%	10%	10%	11%	11%	10%	9%	11%	7%	13%	14%l	9%	14%l	12%
Personal finances (NET)	377	322	18	37	136	99	76	58	165	57	137	80	113	140	61	60	253	121	375
	39%	38%f	36%	43%f	42%f	42%f	29%	27%	42%f	44%f	46%af	48%af	35%	43%	45%np	33%	39%	38%n	38%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
 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 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)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	998	348	98	552	53	48	138	285	41	860	179	59	110	299	274	998
WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Ageing population/ Social care for the elderly	77 8%	33 8%	7 6%	36 8%	1 3%	4 9%	11 9%	20 7%	5 10%	66 8%	16 9%	3 4%	2 2%	34 10%l	13 4%	78 8%
AIDS	7 1%	5 1%	1 1%	* *	- -	- -	- -	1 *	- -	7 1%	- -	- -	- -	1 *	5 2%	5 1%
Animal welfare	5 1%	4 1%	- -	2 *	* 1%	- -	- -	3 1%	- -	5 1%	- -	* 1%	* *	1 *	2 1%	7 1%
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	66 7%	26 6%	6 6%	34 8%	1 2%	2 4%	11 9%	12 4%	2 4%	55 6%	13 8%	10 17%gi	5 6%	32 10%	14 5%	63 6%
Countryside/Rural life	12 1%	3 1%	4 4%a	5 1%	- -	2 4%a	* *	3 1%	1 2%	11 1%	1 1%	- -	1 1%	5 1%	2 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	56 13%	17 16%	51 12%	4 11%	4 8%	19 15%	30 11%	5 12%	106 12%	24 14%	4 7%	10 12%	40 12%	50 17%	125 13%
Defence/Foreign affairs/ International terrorism	53 5%	24 6%	6 5%	23 5%	1 1%	1 3%	14 11%gi	13 5%	4 8%	39 5%	18 10%gi	1 2%	4 5%	22 7%	16 5%	59 6%
Drug abuse	46 5%	25 6%	6 5%	16 4%	1 1%	2 4%	5 4%	10 4%	- -	42 5%	5 3%	- -	2 2%	14 4%	17 6%	47 5%

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

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	998	348	98	552	53	48	138	285	41	860	179	59	110	299	274	998
WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Economy/Economic situation	387	189	45	153	12	23	54	99	25	333	80	14	18	173	128	381
	40%	44% _c	41%	35%	31%	54% _{cd}	44% _r	36%	55% _r	39%	47% _{gr}	24%	22%	52% _l	43%	38%
Education/Schools	154	65	20	69	3	13	22	48	10	132	32	9	8	76	65	151
	16%	15%	18%	16%	7%	29% _{ac}	18%	18%	22%	15%	19%	15%	10%	23% _l	22%	15%
Foot and mouth outbreak/Farming crisis	11	5	-	6	2	-	-	11	-	11	-	-	-	-	10	6
	1%	1%	-	1%	6% _{abc}	-	-	4% _{fij}	-	1%	-	-	-	-	3%	1%
Housing	86	41	10	35	7	9	6	27	4	80	10	6	6	30	30	96
	9%	10%	9%	8%	18% _c	21% _{ac}	5%	10%	8%	9%	6%	11%	8%	9%	10%	10%
Inflation/Prices	171	86	23	62	8	9	11	47	10	160	21	14	15	53	56	166
	17%	20% _c	21%	14%	21%	21%	9%	17% _f	21%	19% _f	12% _f	24% _{fl}	17%	16%	19%	17%
Local government/ Council tax	31	11	5	15	2	2	3	9	2	29	5	4	6	7	6	36
	3%	3%	5%	3%	5%	4%	2%	3%	4%	3%	3%	6%	8% _m	2%	2%	4%
Low pay/Minimum wage/Fair wages	95	49	13	32	5	6	5	37	2	89	7	9	10	38	30	90
	10%	12%	12%	7%	13%	13%	4%	14% _{fj}	4%	10% _{fj}	4%	16% _{fj}	12%	11%	10%	9%
Morality/ Individual behaviour/ Lifestyle	77	37	4	36	4	5	10	28	2	66	12	2	8	27	18	79
	8%	9%	3%	8%	11%	12%	8%	10%	4%	8%	7%	4%	10%	8%	6%	8%
National health service/Hospitals/ Healthcare	236	103	25	107	5	10	31	68	11	205	42	14	13	104	75	233
	24%	24%	23%	24%	13%	24%	25%	25%	25%	24%	25%	24%	16%	32% _l	25%	23%
Nationalisation/ Government control of institutions	18	4	4	10	-	-	3	2	-	15	3	3	-	7	4	18
	2%	1%	3%	2%	-	-	3%	1%	-	2%	2%	6% _g	-	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base
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WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Northern Ireland	4*	2	-	2	-	-	-	-	4	-	2	2	2	2	2	3
		1%	-	*	-	-	-	-	*	-	3%g	2%	1%	1%	*	
Nuclear weapons/ Nuclear war/ Disarmament	13	2	4	7	1	-	2	5	1	10	4	2	1	2	2	15
	1%	*	4%a	2%	3%	-	2%	2%	2%	1%	2%	4%	2%	1%	1%	2%
Pensions/Social security/Benefits	105	31	17	57	3	2	18	26	9	87	27	9	12	38	24	105
	11%	7%	15%a	13%a	8%	5%	15%	10%	19%	10%	16%i	16%	14%	12%	8%	11%
Petrol prices/Fuel	73	40	12	21	1	1	10	21	3	63	13	6	3	32	26	71
	7%	9%c	10%	5%	2%	3%	8%	8%	6%	7%	8%	10%	3%	10%	9%	7%
Pollution/ Environment	45	16	13	16	1	5	-	12	1	45	1	6	7	20	14	46
	5%	4%	12%ac	4%	2%	11%ac	-	4%fj	2%	5%fj	1%	11%fj	8%	6%	5%	5%
Population levels/ Overpopulation	48	18	10	20	1	1	5	8	3	43	8	7	5	13	10	39
	5%	4%	9%	5%	4%	2%	4%	3%	6%	5%	5%	12%g	6%	4%	3%	4%
Pound/Exchange rate/Value of pound	6	2	-	4	-	-	-	1	-	6	-	-	-	2	-	7
	1%	*	-	1%	-	-	-	*	-	1%	-	-	-	*	-	1%
Poverty/Inequality	155	69	14	73	8	8	8	67	7	147	16	10	15	56	40	163
	16%	16%	12%	17%	20%	19%	7%	25%fi	16%	17%fj	9%f	17%	18%	17%	13%	16%
Privatisation	27	8	6	13	1	1	1	9	2	26	3	4	4	11	7	24
	3%	2%	6%	3%	3%	3%	1%	3%	4%	3%	2%	8%f	4%	3%	2%	2%
Public services in general	46	25	8	14	1	5	5	13	1	41	5	6	*	19	10	45
	5%	6%	7%	3%	2%	11%c	4%	5%	2%	5%	3%	10%	1%	6%	4%	5%

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WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Race relations/ Immigration/ Immigrants	338	145	34	160	11	12	63	68	7	275	70	42	24	119	77	336
	35%	34%	30%	36%	28%	28%	52% ^{gh}	25%	15%	32% ^{gh}	42% ^{gh}	72% ^{fg}	29%	36%	26%	34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14	6	1	7	1	-	1	5	2	12	4	1	3	4	3	16
	1%	1%	1%	2%	1%	-	1%	2%	5%	1%	2%	1%	3%	1%	1%	2%
Taxation	43	20	7	15	*	3	5	11	1	38	6	2	2	15	18	43
	4%	5%	7%	4%	1%	7%	4%	4%	3%	4%	4%	4%	3%	5%	6%	4%
Trade unions/ Strikes	10	5	1	4	-	-	3	2	1	7	5	-	1	3	2	12
	1%	1%	1%	1%	-	-	3%	1%	3%	1%	3% ⁱ	-	1%	1%	1%	1%
Transport/Public transport	29	9	3	17	4	-	6	4	-	23	6	3	-	8	4	29
	3%	2%	3%	4%	10% ^{ace}	-	5%	1%	-	3%	3%	6%	-	2%	1%	3%
Unemployment/ Factory closure/ Lack of industry	317	146	26	146	18	13	32	98	14	286	46	15	23	117	101	309
	33%	34%	23%	33%	47% ^b	29%	26%	36%	31%	33%	27%	26%	28%	35%	34%	31%
Other	81	29	10	42	3	7	12	24	3	69	15	4	10	29	17	90
	8%	7%	9%	9%	8%	15% ^a	10%	9%	7%	8%	9%	7%	12%	9%	6%	9%
MEAN NUMBER OF MENTIONS	3.19	3.22	3.38	3.11	3.02	3.48	3.18	3.19	3.04	3.19	3.14	3.73	2.83	3.56	3.13	3.13
STANDARD ERROR	0.07	0.11	0.27	0.09	0.19	0.25	0.17	0.13	0.22	0.08	0.14	0.42	0.11	0.13	0.10	0.07

ERROR VARIANCE * 0.01 0.07 0.01 0.04 0.06 0.03 0.02 0.05 0.01 0.02 0.17 0.01 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

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UNWEIGHTED BASE	998	348	98	552	53	48	138	285	41	860	179	59	110	299	274	998
WEIGHTED BASE	977	426	110*	440	39*	43*	122	272	46*	854	169	58*	84*	330	298	998
	100%	44%	11%*	45%	4%*	4%*	13%	28%	5%*	87%	17%	6%*	9%*	34%	31%	102%
Don't know	105	34	11	60	7	2	12	27	1	94	13	3	16	24	34	116
	11%	8%	10%	14% ^a	17%	6%	10%	10%	3%	11%	8%	5%	19% ^m	7%	12%	12%
Personal finances (NET)	377	181	46	150	18	22	28	133	18	349	46	30	32	138	115	375
	39%	43% ^c	42%	34%	46%	50%	23%	49% ^{fi}	38%	41% ^{fj}	27% ^f	52% ^{fj}	38%	42%	39%	38%

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Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Ageing population/ Social care for the elderly	77 8%	32 8%	38 16%ad	17 13%	26 8%	13 24%adf	19 12%	20 7%	47 10%	9 5%	69 8%	7 7%	19 9%	19 6%	3 28%	-	78 8%
AIDS	7 1%	1 *	3 1%	* *	1 *	- -	3 2%	- -	6 1%	* *	7 1%	- -	3 1%	3 1%	- -	- -	5 1%
Animal welfare	5 1%	1 *	1 *	1 1%	2 1%	- -	1 1%	- -	5 1%	1 *	5 1%	- -	3 2%	* *	- -	- -	7 1%
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	66 7%	28 7%	21 9%	6 5%	32 9%	6 11%	13 9%	13 4%	33 7%	20 11%g	64 7%k	* *	14 7%	18 6%	- -	- -	63 6%
Countryside/Rural life	12 1%	7 2%	5 2%	1 1%	5 1%	1 3%	3 2%	1 *	9 2%	2 1%	12 1%	- -	1 1%	6 2%	- -	- -	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	50 13%	37 16%	124 100%abd ef	61 18%a	11 21%	28 18%	40 13%	69 14%	15 9%	106 12%	19 18%	28 14%	45 14%	- -	- -	125 13%
Defence/Foreign affairs/ International terrorism	53 5%	28 7%	20 8%	11 9%	18 5%	53 100%abcd f	14 9%	19 6%	26 5%	9 5%	52 6%	1 1%	14 7%	16 5%	- -	- -	59 6%
Drug abuse	46 5%	21 5%	17 7%	26 21%abdf	21 6%	7 13%a	16 10%a	14 5%	26 5%	6 3%	36 4%	9 9%	13 6%	18 5%	- -	- -	47 5%

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; ** very small base (under 30) ineligible for sig testing

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		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Economy/Economic situation	387 40%	387 100%bcd ef	115 49% ^d	50 40%	121 36%	28 53% ^d	79 51% ^d	109 35%	215 44% ^g	63 36%	353 41%	33 32%	76 38%	157 48%	4 43%	-	381 38%
Education/Schools	154 16%	79 20% ^d	88 37% ^{acd}	28 22% ^d	44 13%	14 27% ^d	154 100% ^{abc} de	44 14%	94 19% ⁱ	15 9%	138 16%	15 15%	44 22% ^m	40 12%	1 12%	-	151 15%
Foot and mouth outbreak/Farming crisis	11 1%	1 *	1 *	- -	- -	- -	- -	10 3% ^h	- -	1 1%	4 *	7 7% ^j	- -	5 2%	- -	- -	6 1%
Housing	86 9%	39 10%	30 13% ^d	11 9%	21 6%	5 10%	19 12% ^d	43 14% ^{hi}	33 7%	10 6%	75 9%	11 11%	13 6%	37 11%	1 14%	-	96 10%
Inflation/Prices	171 17%	78 20%	45 19%	17 14%	51 15%	14 26%	34 22%	66 21%	82 17%	23 13%	156 18%	13 12%	43 21%	68 20%	-	-	166 17%
Local government/Council tax	31 3%	10 3%	14 6% ^a	9 7% ^a	17 5%	4 8%	10 7% ^a	17 5%	12 3%	2 1%	26 3%	6 6%	6 3%	10 3%	-	-	36 4%
Low pay/Minimum wage/Fair wages	95 10%	43 11%	35 15% ^d	14 11%	32 9%	8 15%	22 14%	26 8%	52 11%	17 10%	86 10%	9 8%	25 12%	38 11%	-	1 100%	90 9%
Morality/Individual behaviour/Lifestyle	77 8%	23 6%	13 5%	20 16% ^{abd}	23 7%	15 28% ^{abd} f	15 10%	20 6%	45 9%	11 6%	71 8%	6 5%	25 13% ^m	16 5%	-	-	79 8%
National health service/Hospitals/Healthcare	236 24%	115 30%	236 100% ^{acd} ef	37 30%	93 27%	20 37%	88 57% ^{acd} e	63 20%	125 26%	47 27%	221 25% ^k	14 14%	58 29%	69 21%	2 22%	-	233 23%

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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Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 10th November 2013
 Number of sample points : 190
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Nationalisation/ Government control of institutions	18 2%	6 2%	11 5%a	1 1%	8 2%	2 3%	7 4%a	9 3%	5 1%	4 2%	17 2%	1 1%	4 2%	5 2%	-	-	18 2%
Northern Ireland	4 *	- -	- -	- 1%	4 -	- -	- -	- 1%	4 -	- -	4 *	- -	- -	2 1%	- -	- -	3 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	6 2%	8 4%	4 3%	7 2%	5 10%ad	7 4%	3 1%	8 2%	1 1%	13 1%	- -	1 1%	5 1%	- -	- -	13 2%
Pensions/Social security/Benefits	105 11%	41 11%	41 17%a	18 14%	48 14%	10 18%	29 19%a	22 7%	64 13%g	18 10%	102 12%k	3 3%	22 11%	25 8%	2 18%	-	105 11%
Petrol prices/Fuel	73 7%	36 9%	32 14%	15 12%	37 11%	10 20%a	22 14%	22 7%	40 8%	11 6%	67 8%	6 6%	21 10%	32 10%	-	-	73 7%
Pollution/ Environment	45 5%	20 5%	15 6%	8 7%	15 4%	5 9%	15 10%ad	15 5%	22 4%	9 5%	42 5%	4 4%	5 3%	22 7%	2 26%	-	45 5%
Population levels/ Overpopulation	48 5%	21 5%	22 9%a	13 10%	25 7%	6 12%	14 9%	11 4%	21 4%	15 9%g	45 5%	2 2%	14 7%	12 4%	1 11%	-	48 4%
Pound/Exchange rate/Value of pound	6 1%	4 1%	3 1%	3 2%	4 1%	2 3%	3 2%	2 1%	2 *	1 1%	3 *	2 2%j	2 1%	-	-	-	6 1%
Poverty/Inequality	155 16%	48 13%	37 16%	21 17%	48 14%	14 26%adf	22 14%	63 20%h	64 13%	28 16%	136 16%	19 18%	42 21%m	40 12%	3 35%	-	155 16%
Privatisation	27 3%	6 2%	15 6%a	5 4%	13 4%	2 3%	6 4%	9 3%	14 3%	4 2%	26 3%	- -	5 2%	9 3%	-	-	27 2%

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WEIGHTED BASE	977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
	100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
Public services in general	46	23	18	9	14	6	14	17	24	5	39	7	16	16	-	-	45
	5%	6%	8%	8%	4%	11%	9%	6%	5%	3%	5%	7%	8%	5%	-	-	5%
Race relations/Immigration/Immigrants	338	121	93	61	338	18	44	78	185	75	323	15	58	122	-	-	336
	35%	31%	39%af	49%af	100%abc ef	34%	29%	25%	38%g	42%g	37%k	15%	29%	37%	-	-	34%
Scottish/Welsh assembly/Devolution/Constitutional reform	14	4	4	2	2	2	2	5	3	7	14	-	1	6	-	-	16
	1%	1%	2%	1%	1%	4%d	1%	1%	1%	4%h	2%	-	1%	2%	-	-	2%
Taxation	43	19	15	10	13	3	11	20	21	2	36	7	7	20	-	-	43
	4%	5%	6%	8%	4%	5%	7%	6%i	4%	1%	4%	7%	4%	6%	-	-	4%
Trade unions/Strikes	10	6	4	5	5	2	4	4	4	2	8	2	3	3	-	-	12
	1%	1%	2%	4%	2%	4%	2%	1%	1%	1%	1%	2%	1%	1%	-	-	1%
Transport/Public transport	29	16	18	5	11	6	12	11	14	4	24	5	3	9	-	-	29
	3%	4%	8%ad	4%	3%	11%ad	8%ad	4%	3%	2%	3%	5%	1%	3%	-	-	3%
Unemployment/Factory closure/Lack of industry	317	137	69	46	84	16	51	118	166	33	261	56	54	117	-	1	309
	33%	35%d	29%	37%d	25%	30%	33%	38%i	34%i	19%	30%	54%j	27%	35%	-	100%	31%
Other	81	24	23	8	29	2	13	19	51	10	80	1	18	20	2	-	90
	8%	6%	10%	6%	9%	4%	8%	6%	11%	6%	9%k	1%	9%	6%	22%	-	9%
MEAN NUMBER OF MENTIONS	3.19	3.88	4.87ad	4.90ad	3.80	5.84ad	5.17ad	3.14	3.37i	2.77	3.23	2.87	3.39	3.19	2.63	2.00	3.13
STANDARD ERROR	0.07	0.14	0.23	0.35	0.16	0.66	0.31	0.13	0.10	0.11	0.07	0.23	0.20	0.12	0.32	-	0.07

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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+

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	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)	
UNWEIGHTED BASE 998	381	233	125	336	59	151	322	489	184	866	127	153	289	8	1	998
WEIGHTED BASE 977	387	236	124*	338	53*	154	312	487	177	870	104*	200	331	9**	1**	998
100%	40%	24%	13%*	35%	5%*	16%	32%	50%	18%	89%	11%*	21%	34%	1%**	***	102%
ERROR VARIANCE *	0.02	0.05	0.12	0.03	0.43	0.10	0.02	0.01	0.01	0.01	0.05	0.04	0.02	0.11	-	*
Don't know 105 11%	20 5%b	2 1%	3 2%	12 4%	* 1%	4 3%	47 15%i	50 10%	9 5%	89 10%	16 15%	21 10%	22 7%	3 32%	-	116 12%
Personal finances (NET) 377 39%	145 38%	95 41%	45 36%	122 36%	26 49%	65 42%	124 40%	188 39%	64 36%	345 40%	30 29%	90 45%	137 41%	3 35%	1 100%	375 38%

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Ageing population/ Social care for the elderly	77 8%	4	2	3	2	3	3	9	1	7	3	-	6	3	-	41	9	27	12	11	78
		23%	8%	5%	26%	10%	12%	11%	8%	9%	10%	-	12%	17%	-	7%	8%	10%	11%	9%	8%
AIDS	7 1%	-	-	1	-	-	-	-	*	3	-	-	-	-	-	2	1	3	-	3	5
		-	-	2%	-	-	-	-	3%	4%o	-	-	-	-	-	*	1%	1%	-	3%	1%
Animal welfare	5 1%	-	-	1	-	1	-	-	*	1	-	-	-	-	-	3	2	*	-	*	7
		-	-	2%	-	5%	-	-	3%	1%	-	-	-	-	-	*	2%	*	-	*	1%
Bird flu/Pandemic flu/Swine flu	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	66 7%	1	3	3	*	*	5	14	-	5	3	2	2	1	-	31	7	28	18	9	63
		3%	11%	6%	8%	2%	19%	17%o	-	6%	8%	26%	4%	3%	-	5%	7%	10%	17%pq	7%	6%
Countryside/Rural life	12 1%	-	-	1	-	1	-	-	1	*	*	-	-	-	-	8	2	1	-	1	14
		-	-	2%	-	5%	-	-	6%	1%	1%	-	-	-	-	1%	2%	*	-	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	3	2	2	-	5	6	15	3	20	8	2	11	3	-	62	11	51	21	29	125
		17%	9%	4%	-	17%	21%	19%c	23%	24%co	24%	29%	23%co	16%	-	10%	10%	19%p	19%	22%p	13%
Defence/Foreign affairs/ International terrorism	53 5%	1	1	2	-	2	1	3	*	6	2	2	3	1	-	34	3	16	4	9	59
		5%	4%	3%	-	6%	4%	4%	3%	7%	5%	29%	6%	5%	-	6%	3%	6%	4%	7%	6%
Drug abuse	46 5%	-	2	1	-	2	1	4	2	8	*	-	4	1	-	26	4	17	5	10	47
		-	7%	1%	-	6%	4%	4%	11%	10%	1%	-	8%	5%	-	4%	3%	6%	4%	8%	5%

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UNWEIGHTED BASE	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Economy/Economic situation	387	7	14	23	4	17	6	28	6	27	8	4	19	10	-	234	54	94	33	45	381
	40%	40%	50%	45%	59%	59%	20%	35%	41%	33%	25%	60%	38%	53%	-	39%	47%qr	35%	30%	35%	38%
Education/Schools	154	2	8	14	*	8	5	10	2	9	2	-	11	2	1	94	27	35	14	14	151
	16%	14%	28%	27%i	8%	28%	16%	12%	16%	11%	6%	-	23%	9%	100%	16%	24%qs	13%	13%	11%	15%
Foot and mouth outbreak/Farming crisis	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	-	-	-	-	6
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%
Housing	86	1	2	12	-	1	2	5	1	7	3	1	12	5	-	45	13	26	7	10	96
	9%	4%	6%	23%gio	-	2%	7%	6%	9%	8%	8%	22%	25%gi	26%	-	8%	12%	10%	6%	8%	10%
Inflation/Prices	171	3	3	9	-	5	4	13	3	17	5	1	16	4	-	100	18	53	16	23	166
	17%	16%	11%	18%	-	16%	14%	15%	18%	20%	16%	15%	32%go	22%	-	17%	16%	20%	15%	18%	17%
Local government/Council tax	31	1	-	3	-	-	-	3	3	4	1	*	7	1	-	14	4	15	3	8	36
	3%	4%	-	6%	-	-	-	3%	22%	5%	3%	8%	14%go	7%	-	2%	3%	6%	3%	6%	4%
Low pay/Minimum wage/Fair wages	95	1	*	7	1	4	3	7	3	18	4	1	-	-	-	52	11	33	10	24	90
	10%	9%	1%	13%l	13%	13%	11%	8%	21%lo	12%	22%	-	-	-	-	9%l	10%	12%	9%	19%q	9%
Morality/Individual behaviour/Lifestyle	77	1	4	2	*	2	2	9	*	7	3	-	3	2	-	47	8	23	11	10	79
	8%	7%	13%	4%	6%	8%	7%	11%	3%	8%	8%	-	7%	13%	-	8%	7%	9%	10%	8%	8%
National health service/Hospitals/Healthcare	236	3	9	11	-	5	6	20	5	19	5	-	13	3	-	146	25	63	26	28	233
	24%	15%	33%	21%	-	18%	22%	25%	31%	22%	14%	-	27%	18%	-	25%	22%	24%	24%	22%	23%

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	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Nationalisation/ Government control of institutions	18 2%	-	1	3	-	-	-	1	2	-	2	*	1	1	-	9	3	6	1	4	18
Northern Ireland	4 *	-	-	-	-	-	1	-	-	2	-	-	-	-	-	*	-	4	1	2	3
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	-	-	1	-	-	2	1	*	1	-	-	-	-	-	7	1	4	3	1	15
Pensions/Social security/Benefits	105 11%	1	4	5	-	4	3	10	2	6	3	*	4	-	-	64	13	25	12	10	105
Petrol prices/Fuel	73 7%	-	-	7	-	-	1	9	2	7	3	-	3	-	-	46	7	22	10	11	71
Pollution/ Environment	45 5%	-	-	7	-	1	-	2	1	-	*	-	*	-	-	32	7	4	2	2	46
Population levels/ Overpopulation	48 5%	1	4	1	-	4	2	6	-	10	*	-	3	*	-	22	7	19	7	10	39
Pound/Exchange rate/Value of pound	6 1%	1	1	-	-	1	1	1	-	-	-	-	2	-	-	2	1	3	1	-	7
Poverty/Inequality	155 16%	5	5	29	1	1	6	14	3	10	3	1	16	6	-	74	38	48	18	15	163
Privatisation	27 3%	1	1	3	-	1	2	3	-	-	1	-	-	-	-	17	4	5	4	1	24

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 - 10th November 2013
 Number of sample points : 190
 Source : Ipsos MORI (JN Q218)

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	998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998
WEIGHTED BASE	977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998
	100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%
Public services in general	46 5%	3 16%	3 9%	4 8%	1 18%	1 2%	- -	4 5%	1 8%	3 4%	2 6%	* 8%	3 6%	2 11%	- -	26 4%	10 9%	13 5%	4 3%	6 4%	45 5%
Race relations/ Immigration/ Immigrants	338 35%	3 20%	7 26%	7 15%	- -	10 35%	21 72%	52 64%cl	2 14%	39 46%co	20 60%	4 63%	15 29%	2 9%	1 100%	182 31%c	28 25%	132 49%p	71 65%pq	58 45%ps	336 34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	- -	- -	1 2%	- -	- -	3 9%	2 3%	1 3%	- -	- -	- -	- -	- -	- -	8 1%	1 1%	5 2%	4 4%	1 *	16 2%
Taxation	43 4%	3 20%	1 5%	3 6%	- -	1 5%	1 2%	4 5%	1 5%	5 5%	1 3%	- -	9 19%gi	2 11%	- -	18 3%	7 6%	18 7%	4 4%	6 4%	43 4%
Trade unions/ Strikes	10 1%	- -	- -	- -	- -	- -	2 7%	2 3%	- -	* 1%	1 2%	- -	4 8%io	1 4%	- -	2 *	- -	8 3%	3 3%	1 1%	12 1%
Transport/Public transport	29 3%	2 9%	3 11%	1 2%	2 26%	2 6%	1 4%	1 1%	- -	1 2%	3 9%	- -	5 11%gi	2 13%	- -	14 2%	7 6%	9 3%	2 2%	4 3%	29 3%
Unemployment/ Factory closure/ Lack of industry	317 33%	2 11%	5 16%	16 30%	- -	8 26%	7 26%	20 24%	8 51%	25 30%	11 33%	* 8%	18 36%	9 48%	1 100%	203 34%	30 26%	83 31%	27 25%	41 32%	309 31%
Other	81 8%	2 11%	3 12%	5 10%	2 28%	4 15%	3 11%	5 6%	1 3%	4 5%	2 5%	1 11%	8 16%io	- -	- -	45 7%	12 10%	22 8%	8 7%	6 5%	90 9%
MEAN NUMBER OF MENTIONS	3.19	2.96	3.23	3.70	2.25	3.26	3.48	3.44	3.69	3.32	3.00	3.39	4.03o	3.29	3.00	3.03	3.38	3.46	3.38	3.28	3.13

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 - 10th November 2013
 Number of sample points : 190
 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	
	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 998	22	33	53	8	32	31	86	19	86	36	7	57	23	1	587	125	289	115	137	998	
WEIGHTED BASE 977	17**	28**	51*	6**	30**	29**	81*	15**	84*	32**	6**	50*	18**	1**	596	114*	268	109*	128*	998	
100%	2%**	3%**	5%*	1%**	3%**	3%**	8%*	2%**	9%*	3%**	1%**	5%*	2%**	***	61%	12%*	27%	11%*	13%*	102%	
STANDARD ERROR	0.07	0.31	0.29	0.27	0.30	0.30	0.59	0.25	0.64	0.24	0.37	0.64	0.43	0.39	-	0.09	0.16	0.15	0.23	0.18	0.07
ERROR VARIANCE	*	0.09	0.08	0.07	0.09	0.09	0.34	0.06	0.41	0.06	0.13	0.41	0.18	0.15	-	0.01	0.03	0.02	0.05	0.03	*
Don't know	105	1	3	4	1	1	1	6	-	6	1	1	1	-	-	83	8	14	7	6	116
	11%	7%	11%	8%	19%	4%	4%	8%	-	7%	2%	11%	3%	-	14%l	7%	5%	7%	5%	12%	
Personal finances (NET)	377	8	8	36	1	9	8	30	6	37	12	1	31	9	-	210	55	115	37	54	375
	39%	49%	29%	71%gi	13%	29%	29%	37%	39%	44%	35%	22%	61%go	51%	-	35%	48%	43%r	34%	42%	38%

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 - 10th November 2013
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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	998	149	140	180	110	237	182	998
WEIGHTED BASE	977	135	160	209	127	190	155	998
	100%	14%	16%	21%	13%	19%	16%	102%
Ageing population/ Social care for the elderly	77 8%	8 6%	5 3%	19 9%	4 3%	28 15%	12 8%	78 8%
AIDS	7 1%	1 1%	2 1%	- -	3 2%	- -	* *	5 1%
Animal welfare	5 1%	* *	2 1%	- -	* *	2 1%	1 1%	7 1%
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	66 7%	1 *	13 8%	9 5%	5 4%	19 10%	18 12%	63 6%
Countryside/Rural life	12 1%	1 1%	1 1%	1 *	3 2%	4 2%	3 2%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	124 13%	11 8%	26 17%	35 17%	16 13%	21 11%	15 9%	125 13%
Defence/Foreign affairs/ International terrorism	53 5%	8 6%	5 3%	11 5%	6 5%	14 7%	10 6%	59 6%
Drug abuse	46 5%	7 5%	14 8%	11 5%	3 3%	5 3%	6 4%	47 5%
Economy/Economic situation	387 40%	68 51%	51 32%	108 52%	41 32%	80 42%	38 24%	381 38%
Education/Schools	154 16%	18 13%	18 11%	62 30%	16 12%	27 14%	14 9%	151 15%

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	998	149	140	180	110	237	182	998
WEIGHTED BASE	977	135	160	209	127	190	155	998
	100%	14%	16%	21%	13%	19%	16%	102%
Foot and mouth outbreak/Farming crisis	11 1%	-	7 4%	-	3 2%	1 *	1 *	6 1%
Housing	86 9%	7 5%	24 15%	14 7%	15 12%	16 9%	10 6%	96 10%
Inflation/Prices	171 17%	25 18%	27 17%	38 18%	26 21%	27 14%	27 17%	166 17%
Local government/ Council tax	31 3%	2 2%	12 7%	2 1%	6 4%	3 1%	7 4%	36 4%
Low pay/Minimum wage/Fair wages	95 10%	17 12%	16 10%	16 8%	23 18%	12 6%	10 7%	90 9%
Morality/ Individual behaviour/ Lifestyle	77 8%	10 7%	4 3%	24 11%	7 5%	16 8%	16 10%	79 8%
National health service/Hospitals/ Healthcare	236 24%	23 17%	18 11%	66 31%	39 31%	59 31%	31 20%	233 23%
Nationalisation/ Government control of institutions	18 2%	-	2 1%	4 2%	2 2%	4 2%	6 4%	18 2%
Northern Ireland	4 *	-	-	-	2 2%	-	2 1%	3 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	-	1 1%	2 1%	3 3%	4 2%	2 1%	15 2%
Pensions/Social security/Benefits	105 11%	15 11%	13 8%	14 7%	10 8%	28 15%	26 17%	105 11%
Petrol prices/Fuel	73 7%	8 6%	12 7%	14 7%	16 12%	16 8%	8 5%	71 7%

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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	998	149	140	180	110	237	182	998
WEIGHTED BASE	977	135	160	209	127	190	155	998
	100%	14%	16%	21%	13%	19%	16%	102%
Pollution/ Environment	45 5%	8 6%	3 2%	13 6%	6 5%	10 5%	4 3%	46 5%
Population levels/ Overpopulation	48 5%	4 3%	4 2%	15 7%	5 4%	9 5%	10 7%	39 4%
Pound/Exchange rate/Value of pound	6 1%	1 1%	2 1%	- -	- -	2 1%	1 1%	7 1%
Poverty/Inequality	155 16%	29 22%	18 11%	36 17%	18 14%	32 17%	22 14%	163 16%
Privatisation	27 3%	1 *	3 2%	6 3%	4 3%	8 4%	5 3%	24 2%
Public services in general	46 5%	2 2%	5 3%	15 7%	5 4%	13 7%	5 3%	45 5%
Race relations/ Immigration/ Immigrants	338 35%	19 14%	54 34%	55 26%	54 42%	83 44%	73 47%	336 34%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	14 1%	3 2%	3 2%	1 1%	1 1%	3 1%	2 2%	16 2%
Taxation	43 4%	8 6%	16 10%	3 1%	6 5%	6 3%	3 2%	43 4%
Trade unions/ Strikes	10 1%	1 1%	2 1%	1 1%	2 2%	1 1%	2 1%	12 1%
Transport/Public transport	29 3%	4 3%	5 3%	3 1%	7 5%	10 5%	1 1%	29 3%
Unemployment/ Factory closure/ Lack of industry	317 33%	41 30%	74 46%	64 30%	47 37%	52 27%	41 26%	309 31%

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Table 11
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What do you see as the main/other important issues facing Britain today?
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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	998	149	140	180	110	237	182	998
WEIGHTED BASE	977	135	160	209	127	190	155	998
	100%	14%	16%	21%	13%	19%	16%	102%
Other	81	13	5	23	5	23	11	90
	8%	10%	3%	11%	4%	12%	7%	9%
MEAN NUMBER OF MENTIONS	3.19	2.88	3.06	3.37	3.30	3.43	2.97	3.13
STANDARD ERROR	0.07	0.15	0.18	0.14	0.25	0.16	0.18	0.07
ERROR VARIANCE	*	0.02	0.03	0.02	0.06	0.03	0.03	*
Don't know	105	25	23	20	7	13	19	116
	11%	18%	14%	9%	5%	7%	12%	12%
Personal finances (NET)	377	50	59	84	59	70	54	375
	39%	37%	37%	40%	47%	37%	35%	38%

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●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
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●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
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	Page	Table	Title	Base Description	Base
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●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	22	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	Page	Table	Title	Base Description	Base
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●	24	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
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●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	Page	Table	Title	Base Description	Base
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●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
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●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	Page	Table	Title	Base Description	Base
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●	46	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	47	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	48	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	50	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	51	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	52	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998