

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	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	14 1%	6 1%	8 2%	- -	2 1%	1 1%	2 1%	1 1%	8 4%cij	2 1%	3 1%	9 3%g	3 1%	11 2%	- -	4 2%p	4 2%	6 3%l	4 1%	10 2%l	16 2%
AIDS	5 *	1 *	3 1%	1 1%	3 2%j	- -	- -	- -	* *	4 1%	- -	* *	4 1%	* *	- -	3 1%	2 1%	- -	3 *	2 *	5 1%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 2%	7 1%	8 2%	1 1%	1 *	1 1%	5 3%	1 1%	5 3%	2 1%	6 2%	7 2%	3 1%	12 2%	6 2%	1 1%	4 2%	4 2%	7 1% m	8 2%	16 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	13 3%	13 3%	5 4%g	4 2%	3 2%	6 3%	* *	7 3%	10 3%	9 3%	8 2%g	13 3%	13 3%	4 1%	3 1%	4 2%	15 6%lmn p	7 1%	19 4%mp	28 3%
Defence/Foreign affairs/ International terrorism	108 11%	46 10%	62 12%	12 9%	11 7%	18 11%	13 8%	21 15%di	33 15%dfi	23 8%	31 9%	53 15%dfi j	42 9%	66 13%	37 14%oq	33 13%o	26 13%oq	11 5%	70 13%oq	38 8%o	100 10%
Drug abuse	15 1%	11 2%	4 1%	5 4%fk	3 1%	4 3%	1 *	1 *	2 1%	7 2%	5 1%	2 1%	12 3%	3 1%	1 *	1 1%	3 2%	9 4%lmp	2 *	12 3%mp	13 1%
Economy/Economic situation	95 10%	62 13%b	32 6%	9 7%	17 10%	20 12%	19 11%	15 11%	13 6%	27 9%	39 12%	29 8%	47 10%	48 9%	38 14%no	34 13%noq	12 6%	11 5%	72 14%noq	23 5%	90 9%

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 : 29th August - 10th September 2014
Number of sample points : 185
Source : Ipsos MORI (JN Q218)

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



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WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Education/Schools	27 3%	6 1%	21 4%a	4 3%	5 3%	6 4%	6 3%	4 3%	2 1%	9 3%	12 4%	6 2%	15 3%	12 2%	11 4%noq	14 5%noq	-	2 1%	25 5%noq	2 *	23 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	27 3%	7 2%	20 4%a	1 *	12 7%ceh ijk	2 1%	5 3%	6 4%chk	2 1%	13 4%ch	7 2%	8 2%h	15 3%	12 2%	4 2%	6 2%	9 4%	8 3%	10 2%	17 4%	27 3%
Inflation/Prices	27 3%	15 3%	12 2%	8 6%ghk	7 4%k	5 3%	5 3%	1 1%	2 1%	15 5%ghk	10 3%k	2 1%	20 4%	7 1%	7 3%	7 3%	6 3%	7 3%	14 3%	13 3%	30 3%
Local government/ Council tax	4 *	2 *	2 *	2 1%	1 *	-	1 *	1 *	1 *	2 1%	1 *	1 *	2 1%	2 *	-	1 *	3 1%p	1 *	1 *	4 1%	5 1%
Low pay/Minimum wage/Fair wages	23 2%	11 2%	12 2%	8 6%dgh ik	2 1%	3 2%	7 4%k	1 1%	2 1%	9 3%d	10 3%	3 1%	13 3%	10 2%	7 2%	4 2%	6 3%	6 3%	11 2%	12 3%	23 2%
Morality/ Individual behaviour/ Lifestyle	15 2%	6 1%	9 2%	3 2%	1 1%	4 2%	1 1%	1 1%	5 2%	4 1%	5 1%	6 2%	8 2%	7 1%	1 *	7 3%p	3 1%	4 2%	8 1%	7 2%	14 1%
National health service/Hospitals/ Healthcare	58 6%	22 5%	36 7%	5 4%	9 5%	13 8%	9 5%	14 10%i	9 4%	13 5%	22 7%	23 7%	27 6%	32 6%	16 6%	20 7%	8 4%	14 6%	36 7%	22 5%	59 6%
Nationalisation/ Government control of institutions	6 1%	5 1%	1 *	* *	1 1%	-	1 1%	2 2%	* *	1 *	1 *	3 1%	1 *	4 1%	4 1%	-	2 1%	-	4 1%	2 *	5 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Pensions/Social security/Benefits	14 1%	8 2%	6 1%	2 2%	3 2%	2 2%	1 1%	4 3%	1 *	6 2%	4 1%	5 1%h	8 2%	6 1%	6 2%	6 2%n	- -	3 1%	11 2%n	3 1%	15 2%
Petrol prices/Fuel	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Pollution/ Environment	19 2%	6 1%	12 2%	2 1%	2 1%	8 5%ik	3 2%	3 2%	2 1%	3 1%	11 3%	5 1%	11 2%	8 1%	8 3%	2 1%	2 1%	6 3%	10 2%m	9 2%	15 2%
Population levels/ Overpopulation	7 1%	3 1%	4 1%	2 2%j	1 *	- -	- -	1 1%	3 1%	3 1%	- -	4 1%	3 1%	4 1%	- -	2 1%	1 1%	3 1%	2 *	5 1%	7 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	52 5%	25 5%	27 5%	8 6%	5 3%	9 5%	11 6%	9 6%	10 5%	13 4%	20 6%	19 5%	22 5%	30 6%	21 8%	13 5%	8 4%	10 4%	34 6%	18 4%	52 5%
Privatisation	2 *	1 *	1 *	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 *	- -	1 *	1 *	- -	1 *	1 *	2 *
Public services in general	4 *	- -	4 1%	- -	3 2%k	- -	2 1%	- -	- -	3 1%	2 *	- -	3 1%	2 *	2 1%	1 *	1 *	1 *	2 *	2 *	4 *
Race relations/ Immigration/ Immigrants	246 25%	132 28%	114 23%	14 11%	28 17%	37 23%ci	49 29%cd	39 28%cd	79 37%cd	42 14%	86 26%cd	118 34%cd	79 17%	167 32%	56 21%	67 25%	64 31%l	59 25%	123 23%	124 28%	237 24%

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	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	27 3%	10 2%	17 3%	4 3%	6 3%	2 1%	6 4%	2 1%	8 4%	10 3%	8 2%	9 3%	11 2%	16 3%	9 3%	6 2%	6 3%	6 3%	15 3%	12 3%	29 3%
Taxation	4 *	2 1%	2 *	1 1%	1 1%	3 2% ^k	-	-	-	2 1%	3 1%	-	4 1%	-	1 *	-	1 1%	2 1%	1 *	3 1%	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	2 *	2 *	1 1%	1 1%	-	-	2 1%	-	2 1%	-	2 *	2 *	2 *	-	-	-	3 1% ^p	-	3 1%	3 *
Unemployment/ Factory closure/ Lack of industry	77 8%	42 9%	35 7%	20 16% ^{ef} ghjk	18 11% ^k hjk	10 7%	13 8%	6 4%	10 5%	38 13% ^{ghj} k	24 7%	15 4%	48 11%	29 6%	15 6%	22 8%	17 8%	23 10%	38 7%	39 9%	84 9%
Other	16 2%	8 2%	8 2%	2 2%	1 1%	2 1%	4 2%	1 1%	5 3%	3 1%	6 2%	7 2%	5 1%	10 2%	3 1%	1 1%	5 3%	5 2%	5 1%	11 2%	15 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41 4%	15 3%	26 5%	9 7% ^{fg} hjk	20 12% ^{efg} hjk	6 4%	2 1%	2 1%	2 1%	28 10% ^{fgh} jk	8 3%	4 1%	35 8%	6 1%	6 2%	8 3%	11 5%	16 7% ^{lp}	13 3%	27 6% ^{lp}	49 5%
Personal finances (NET)	103 11%	52 11%	51 10%	23 18% ^{dgh} ik	15 9%	17 11%	23 13% ^k	11 8%	14 7%	38 13% ^{dh} k	40 12% ^k	25 7%	55 12%	47 9%	36 14%	24 9%	19 9%	24 10%	60 11% ^m	43 10%	106 11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Table 2
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What would you say is the most important issue facing Britain today?
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	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Ageing population/ Social care for the elderly	14 1%	11 1%	2 4%agi j	2 2%	5 2%	4 2%	7 2%	5 2%	2 1%	1 1%	1 1%	-	9 3%n	3 1%	3 2%	-	11 2%	3 1%	16 2%
AIDS	5 *	5 1%	-	-	1 *	1 *	-	-	4 1%	4 3%ade fgi	4 1%	-	1 *	3 1%	* *	1 *	3 1%	1 *	5 1%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 2%	14 2%	2 3%	-	4 1%	4 2%	5 2%	4 1%	6 2%	1 1%	4 1%	3 2%	9 3%	3 1%	3 2%	1 *	12 2%	3 1%	16 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	21 3%	-	5 6%	9 3%	4 2%	9 3%	9 3%	8 2%	5 4%	8 3%	3 2%	5 2%	7 2%	7 5%o	7 3%	13 2%	14 4%	28 3%
Defence/Foreign affairs/ International terrorism	108 11%	92 11%h	9 18%fh	7 8%	36 11%h	29 12%h	26 9%	17 7%	46 13%h	6 5%	32 12%h	26 18%af hi	53 17%mn p	39 12%np	10 7%	6 3%	92 15%mp	15 5%	100 10%
Drug abuse	15 1%	12 1%	2 4%deg j	1 1%	2 1%	1 *	10 3%ade g	8 3%	2 1%	2 2%	2 1%	-	2 1%	4 1%	2 1%	7 4%ko	6 1%	8 3%	13 1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Economy/Economic situation	95	85	3	7	28	21	25	22	41	11	31	19	26	41	5	22	67	27	90
	10%	10%	5%	8%	9%	9%	8%	9%	12%	9%	11%	14%	8%	13% ^m	4%	12% ^{mp}	11% ^m	8% ^m	9%
Education/Schools	27	25	-	2	7	5	4	4	16	6	14	8	7	14	3	3	21	5	23
	3%	3% ^f	-	2%	2%	2%	1%	1%	5% ^f	5% ^f	5% ^f	6% ^f	2%	4%	2%	1%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	27	26	-	1	4	3	4	4	19	18	19	1	5	3	6	14	7	20	27
	3%	3% ^{def}	-	2%	1%	1%	1%	1%	5% ^{ad}	14% ^{abc}	7% ^{abd}	1%	1%	1%	4% ^{lo}	7% ^{klo}	1%	6% ^{klo}	3%
Inflation/Prices	27	25	-	2	9	8	5	5	13	7	7	-	3	11	4	9	14	14	30
	3%	3%	-	2%	3%	3%	2%	2%	4%	6% ^{fij}	3%	-	1%	3%	3%	5% ^k	2% ^k	4% ^k	3%
Local government/Council tax	4	4	-	-	1	1	-	-	3	1	3	2	-	1	-	3	1	3	5
	*	1%	-	-	*	1%	-	-	1%	1%	1%	1%	-	*	-	2% ^{ko}	*	1%	1%
Low pay/Minimum wage/Fair wages	23	21	-	2	12	10	6	6	5	4	4	-	5	9	4	5	14	9	23
	2%	3%	-	2%	4%	4%	2%	3%	1%	3% ⁱ	1%	-	1%	3%	3%	3%	2%	3%	2%
Morality/Individual behaviour/Lifestyle	15	13	2	-	2	2	6	3	7	3	7	4	5	7	1	2	12	3	14
	2%	2%	4% ^{cde}	-	1%	1%	2%	1%	2%	3%	3%	3%	2%	2%	1%	1%	2%	1%	1%
National health service/Hospitals/Healthcare	58	50	5	3	16	13	24	19	19	5	12	7	17	25	13	4	42	17	59
	6%	6%	10%	4%	5%	5%	8%	7%	5%	4%	4%	5%	5%	8% ⁿ	9% ^{np}	2%	7% ⁿ	5% ⁿ	6%
Nationalisation/Government control of institutions	6	5	-	1	1	-	2	2	2	-	2	2	1	2	2	-	4	2	5
	1%	1%	-	1%	*	-	1%	1%	1%	-	1%	2%	*	1%	1%	-	1%	1%	1%

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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	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Pensions/Social security/Benefits	14 1%	12 1%	1 1%	1 2%	5 1%	3 1%	7 2%	6 2%	3 1%	1 1%	1 *	-	3 1%	8 2%	2 1%	1 1%	11 2%	3 1%	15 2%
Petrol prices/Fuel	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	1 *	-	-	-	-	1 1%	-	1 *	1 *
Pollution/ Environment	19 2%	16 2%de	2 3%	1 1%	2 1%	1 1%	8 3%	6 3%	9 3%	8 6%ade	8 3%	-	3 1%	8 3%	2 2%	5 3%	11 2%	8 2%	15 2%
Population levels/ Overpopulation	7 1%	6 1%	-	1 1%	2 1%	1 1%	-	-	5 1%	3 3%afi	3 1%	-	3 1%	-	2 1%l	2 1%	3 *	4 1%	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	52 5%	42 5%	1 1%	9 11%abf gi	23 7%a	14 6%	12 4%	12 5%	16 4%	7 5%	13 5%	6 4%	20 6%	15 5%	8 6%	7 4%	35 6%	15 4%	52 5%
Privatisation	2 *	1 *	-	1 1%	2 *	1 *	-	-	-	-	-	-	1 *	1 *	-	-	2 *	-	2 *
Public services in general	4 *	4 1%	-	-	3 1%	3 1%a	-	-	1 *	1 1%	1 *	-	2 *	1 *	2 1%	-	2 *	2 1%	4 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 29th August - 10th September 2014
 Number of sample points : 185
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Race relations/ Immigration/ Immigrants	246 25%	220 26%cd	14 28%ch	12 15%	69 22%ch	57 24%h	95 31%ac	82 32%	82 23%h	12 9%	56 21%h	44 31%ch	97 31%lo	67 21%	36 25%	44 23%	164 26%l	80 24%	237 24%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	27 3%	10 1%	1 3%h	16 18%abd	18 6%aef	2 1%	6 2%	5 2%	3 1%	-	3 1%	3 2%	13 4%np	10 3%	4 2%	1 *	23 4%n	4 1%	29 3%
Taxation	4 *	4 1%	-	-	1 *	1 1%	1 *	1 *	2 1%	1 1%	1 1%	-	-	1 *	1 1%o	2 1%o	1 *	4 1%o	5 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3 *	3 *	-	-	-	-	2 1%	2 1%	2 1%	2 2% ^d	2 1%	-	-	-	2 1%o	2 1%o	-	3 1%o	3 *
Unemployment/ Factory closure/ Lack of industry	77 8%	64 8%	4 7%	9 11%	30 9%	21 9%	25 8%	22 9%	22 6%	10 8%	19 7%	10 7%	18 6%	26 8%	10 7%	20 11%	44 7%	31 9%	84 9%
Other	16 2%	13 2%	1 2%	1 2%	6 2%	5 2%	6 2%	5 2%	4 1%	3 2%	3 1%	-	4 1%	4 1%	4 3%	4 2%	8 1%	8 2%	15 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41 4%	36 4%	3 6%	1 2%	21 7%acg	20 8%acf	10 3%	7 3%	10 3%	3 2%	5 2%	3 2%	4 1%	8 3%	9 6%ko	19 10%klo	12 2%	28 8%klo	49 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

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Personal finances (NET)	103	89	1	13	44	32	24	23	35	18	25	6	27	36	17	22	63	38	106
	11%	11%b	1%	15%bf	14%ab	13%bfj	8%b	9%	10%b	14%bfg	9%	4%	9%	11%	12%	11%	10%	11%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	381	115	477	54	104	290	21	869	125	81	117	248	287	973
WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Ageing population/ Social care for the elderly	14 1%	4 1%	- -	11 2%	- -	1 1%	7 3%	- -	13 2%	1 1%	1 1%	2 2%	4 2%	4 1%	16 2%
AIDS	5 *	1 *	3 2% ^c	* *	- -	- -	1 1%	- -	5 1%	- -	- -	- -	- -	1 *	5 1%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 2%	4 1%	1 1%	10 2%	1 2%	6 4% ^{gi}	1 *	- -	10 1%	6 4% ^{gi}	3 4% ^g	2 2%	3 1%	3 1%	16 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	12 3%	1 1%	14 3%	3 5% ^b	2 2%	7 2%	1 5%	24 3%	3 2%	2 2%	4 4%	7 3%	8 3%	28 3%
Defence/Foreign affairs/ International terrorism	108 11%	40 10%	19 15%	49 11%	3 6%	29 23% ^{gir}	25 9%	3 14%	79 9%	32 22% ^{gir}	8 9%	9 8%	33 11%	36 12%	100 10%
Drug abuse	15 1%	6 2%	- -	8 2%	2 4% ^b	- -	3 1%	1 5%	15 2%	1 1%	- -	2 2%	5 2%	4 1%	13 1%

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

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		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
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WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Economy/Economic situation	95	54	12	29	6	19	30	3	75	22	3	7	40	26	90
	10%	13% ^c	9%	6%	13%	15% ^r	11%	15%	9%	15% ^{ir}	3%	6%	14%	9%	9%
Education/Schools	27	10	9	7	*	5	5	-	21	5	1	1	12	13	23
	3%	3%	7% ^{ac}	2%	1%	4%	2%	-	3%	4%	1%	1%	4%	4%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	27	12	2	13	2	1	14	-	26	1	-	-	7	13	27
	3%	3%	2%	3%	4%	1%	5% ⁱ	-	3%	1%	-	-	3%	4%	3%
Inflation/Prices	27	10	4	13	1	2	8	2	25	4	-	1	2	13	30
	3%	2%	3%	3%	1%	2%	3%	8%	3%	2%	-	1%	1%	4%	3%
Local government/Council tax	4	3	1	1	-	1	2	-	4	1	-	1	1	1	5
	*	1%	*	*	-	1%	1%	-	*	*	-	1%	*	*	1%
Low pay/Minimum wage/Fair wages	23	14	3	6	-	1	6	2	22	2	2	4	4	7	23
	2%	3%	2%	1%	-	1%	2%	8%	3%	2% ^f	3%	4%	1%	2%	2%
Morality/Individual behaviour/Lifestyle	15	6	1	8	-	1	5	-	14	1	1	2	6	5	14
	2%	1%	1%	2%	-	1%	2%	-	2%	1%	1%	2%	2%	2%	1%
National health service/Hospitals/Healthcare	58	22	6	30	4	3	23	2	55	5	1	10	18	16	59
	6%	5%	5%	7%	8%	3%	8%	8%	6%	3%	1%	9%	6%	5%	6%
Nationalisation/Government control of institutions	6	1	2	2	-	-	3	-	6	-	-	-	4	1	5
	1%	*	2%	*	-	-	1%	-	1%	-	-	-	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *
Pensions/Social security/Benefits	14 1%	7 2%	2 2%	5 1%	1 1%	2 1%	5 2%	-	12 1%	2 1%	-	-	8 3%	3 1%	15 2%
Petrol prices/Fuel	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Pollution/ Environment	19 2%	12 3%	2 2%	5 1%	-	1 1%	5 2%	1 3%	18 2%	1 1%	2 2%	4 3%	11 4%	2 1%	15 2%
Population levels/ Overpopulation	7 1%	2 1%	1 1%	4 1%	-	-	3 1%	-	7 1%	-	1 2%	3 2% ^m	-	1 *	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	52 5%	16 4%	7 5%	28 6%	4 8%	1 1%	20 7% ^{fj}	-	50 6% ^j	1 1%	2 2%	7 6%	18 6%	14 5%	52 5%
Privatisation	2 *	2 *	-	-	-	-	1 *	-	2 *	-	-	-	1 *	-	2 *
Public services in general	4 *	2 1%	-	2 *	-	1 1%	2 1%	-	3 *	1 1%	-	-	-	1 *	4 *
Race relations/ Immigration/ Immigrants	246 25%	92 23%	27 21%	127 28% ^d	6 13%	39 31% ^g	43 16%	6 26%	208 24% ^g	44 30% ^g	54 61% ^{fg}	31 28%	69 24%	71 24%	237 24%

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
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WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	27 3%	10 2%	4 3%	13 3%	1 1%	3 3%	8 3%	- -	24 3%	3 2%	- -	1 1%	5 2%	7 2%	29 3%
Taxation	4 *	1 *	1 1%	2 *	- -	- -	1 *	- -	4 1%	- -	- -	1 1%	1 *	1 *	5 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	3 *	2 *	- -	2 *	- -	- -	2 1%	- -	3 *	- -	- -	- -	- -	- -	3 *
Unemployment/ Factory closure/ Lack of industry	77 8%	33 8%	15 12%	30 7%	9 19% ^{ac}	7 6%	34 13% ^{ij}	1 3%	70 8%	8 5%	6 7%	8 8%	24 8%	27 9%	84 9%
Other	16 2%	6 1%	- -	10 2%	2 3%	- -	1 *	- -	16 2% ^g	- -	2 2%	3 2%	1 *	4 1%	15 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41 4%	18 5%	4 3%	18 4%	5 10%	* *	8 3%	1 6%	40 5%	2 1%	- -	9 8% ^m	5 2%	18 6%	49 5%
Personal finances (NET)	103 11%	41 10%	14 11%	48 11%	4 9%	4 3%	34 13% ^{fj}	3 16%	99 12% ^{fj}	7 5% ^f	4 5%	12 11%	24 8%	34 11%	106 11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Ageing population/ Social care for the elderly	14 1%	2 1%	5 2%	6 5%ade	3 1%	2 1%	4 2%	3 1%	9 2%	2 1%	11 1%	3 3%	1 *	2 *	-	5 2%	1 1%	4 3%	16 2%
AIDS	5 *	-	-	1 1%	-	-	1 *	4 1%	1 *	-	1 *	4 4%j	-	4 1%	-	4 1%	-	-	5 1%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 2%	4 1%	-	1 1%	5 1%	2 1%	-	2 *	10 2%	4 2%	14 2%	1 1%	5 3% ^m	-	3 3%	3 1%	1 1%	2 2%	16 2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	2 1%	6 2%	26 19% ^{abde} f	3 1%	3 1%	1 1%	12 4%	13 3%	1 1%	20 2%	5 5%	3 2%	11 3%	-	7 2%	2 2%	1 1%	28 3%
Defence/Foreign affairs/ International terrorism	108 11%	29 10%	28 11%	9 7%	33 9%	108 48% ^{abcd} f	13 8%	21 6%	60 12% ^g	27 17% ^g	103 12% ^k	4 4%	25 14%	34 10%	12 15%	29 10%	16 15%	9 7%	100 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/t/u - 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 : 29th August - 10th September 2014
 Number of sample points : 185
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Drug abuse	15 1%	7 2%de	1 *	4 3%bde	1 *	- -	- -	6 2%	5 1%	3 2%	11 1%	3 3%	2 1%	4 1%	1 2%	8 3%	2 2%	5 4%	13 1%
Economy/Economic situation	95 10%	95 32%bcd ef	24 10%cd	1 *	21 5%cd	21 9%cd	12 8%cd	28 9%	50 10%	13 8%	83 10%	8 8%	20 11%	44 13%	13 16%	25 9%	10 9%	9 7%	90 9%
Education/Schools	27 3%	3 1%	5 2%	2 2%	8 2%	5 2%	27 17%abcd e	9 3%	12 3%	5 3%	23 3%	4 3%	11 6%	8 2%	1 2%	5 2%	2 2%	1 1%	23 2%
Foot and mouth outbreak/Farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing	27 3%	7 2%	7 3%	3 2%	4 1%	1 1%	12 8%abcd e	20 6%hi	5 1%	2 1%	18 2%	9 8%j	1 *	14 4%l	1 1%	7 2%	- -	1 1%	27 3%
Inflation/Prices	27 3%	11 4%bde	3 1%	3 2%	3 1%	2 1%	2 1%	11 3%	15 3%	2 1%	21 2%	6 6%j	3 2%	10 3%	4 5%	8 3%	2 2%	3 3%	30 3%
Local government/Council tax	4 *	2 1%	1 *	- -	- -	- -	- -	1 *	3 1%	- -	2 *	3 3%j	1 *	3 1%	1 1%	2 1%	- -	2 1%	5 1%
Low pay/Minimum wage/Fair wages	23 2%	3 1%	7 3%	4 3%	9 2%	2 1%	2 2%	9 3%	10 2%	4 3%	17 2%	6 6%j	7 4%	8 2%	1 1%	4 1%	2 2%	1 1%	23 2%
Morality/Individual behaviour/Lifestyle	15 2%	- -	5 2%ad	3 2%a	2 *	3 1%	2 1%	3 1%	7 1%	5 3%	13 1%	1 1%	3 2%	4 1%	1 1%	6 2%	2 1%	4 3%	14 1%

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

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
National health service/Hospitals/Healthcare	58 6%	18 6% ^c	58 24% ^{acde}	2 2%	16 4%	7 3%	14 9% ^{ce}	18 5%	28 6%	13 8%	52 6%	7 6%	10 6%	17 5%	5 6%	22 8%	9 8%	11 9%	59 6%
Nationalisation/ Government control of institutions	6 1%	1 *	4 2% ^d	-	-	-	2 2% ^d	-	4 1%	1 1%	6 1%	-	3 2% ^m	-	-	3 1%	2 2%	3 2%	5 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *
Pensions/Social security/Benefits	14 1%	4 1%	3 1%	1 1%	4 1%	2 1%	3 2%	5 1%	7 1%	2 1%	14 2%	-	3 2%	5 1%	1 1%	3 1%	-	3 3%	15 2%
Petrol prices/Fuel	1 *	1 *	1 *	-	-	1 *	-	1 *	-	-	-	-	-	1 *	1 1%	-	-	-	1 *
Pollution/ Environment	19 2%	2 1%	5 2%	4 3% ^d	2 *	2 1%	3 2%	9 3%	7 2%	3 2%	18 2%	1 1%	3 2%	9 3%	3 4% ^s	3 1%	-	-	15 2%
Population levels/ Overpopulation	7 1%	1 *	-	-	-	1 *	-	5 1%	2 *	-	7 1%	-	-	3 1%	1 1%	3 1%	1 1%	3 2%	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Number of sample points : 185
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Poverty/Inequality	52	11	15	3	2	10	13	24	18	10	49	3	8	16	6	5	1	2	52
	5%	4% ^d	6% ^d	2%	1%	4% ^d	8% ^{acd}	7% ^h	4%	6%	6%	2%	5%	5%	8% ^q	2%	1%	2%	5%
Privatisation	2	1	2	1	1	1	-	-	2	-	2	-	-	2	1	1	1	-	2
	*	*	1%	*	*	*	-	-	*	-	*	-	-	*	1%	*	1%	-	*
Public services in general	4	3	2	1	-	3	1	1	2	2	2	1	1	1	-	1	1	-	4
	*	1%	1%	*	-	1% ^d	*	*	*	1%	*	1%	1%	*	-	*	1%	-	*
Race relations/Immigration/Immigrants	246	57	44	48	246	32	33	68	135	42	236	9	36	82	8	92	44	41	237
	25%	19%	18%	35% ^{abe}	65% ^{abc}	14%	21%	21%	28% ^g	27%	28% ^k	9%	21%	24%	11%	32% ^p	40% ^p	32% ^p	24%
Scottish/Welsh assembly/Devolution/Constitutional reform	27	8	5	1	4	6	3	6	20	1	26	1	5	9	5	4	4	-	29
	3%	3%	2%	1%	1%	3%	2%	2%	4%	1%	3%	1%	3%	3%	7% ^{qs}	1%	4% ^s	-	3%
Taxation	4	2	-	-	-	-	-	4	-	1	3	2	-	2	-	1	1	1	5
	*	1%	-	-	-	-	-	1% ^h	-	*	*	2%	-	1%	-	1%	*	1%	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	3	-	1	-	-	-	-	2	-	2	3	-	-	2	-	3	-	2	3
	*	-	*	-	-	-	-	1%	-	1%	*	-	-	1%	-	1%	-	1%	*
Unemployment/Factory closure/Lack of industry	77	19	14	11	12	11	11	35	35	7	58	17	20	23	7	22	7	11	84
	8%	6% ^d	6%	8% ^d	3%	5%	7%	11% ⁱ	7%	4%	7%	16% ^j	12%	7%	9%	8%	6%	9%	9%

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

Respondent type : GB Adults 18+
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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		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELA TIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Other	16	3	1	5	1	-	1	5	6	5	16	-	-	5	1	1	-	1	15
	2%	1%	1%	3%bde	*	-	1%	1%	1%	3%	2%	-	-	1%	1%	*	-	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41	2	-	-	-	-	-	19	18	4	30	9	2	18	2	10	*	7	49
	4%	1%	-	-	-	-	-	6%	4%	2%	3%	8%j	1%	5%l	3%	4%r	*	6%r	5%
Personal finances (NET)	103	26	26	10	14	15	17	45	43	16	86	15	19	36	12	17	5	6	106
	11%	9%d	10%d	7%	4%	7%	11%d	14%h	9%	10%	10%	14%	11%	10%	15%qrs	6%	5%	5%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	65 7%	31 6%	34 7%	3 3%	6 4%	8 5%	12 7%	14 10%ci	22 10%cdi	10 3%	20 6%	35 10%cdi	18 4%	47 9%	18 7%	20 7%	12 6%	15 6%	38 7%	27 6%	66 7%
AIDS	7 1%	1 *	6 1%	3 2%k	3 2%	- -	1 1%	- -	* *	6 2%k	1 *	* *	6 1%	2 *	1 1%	3 1%	3 1%	1 *	4 1%	3 1%	8 1%
Animal welfare	11 1%	3 1%	8 2%	5 4%ghj k	4 2%k	1 *	1 1%	- -	1 *	9 3%jk	2 1%	1 *	9 2%	2 *	2 1%	3 1%	3 1%	3 1%	5 1%	6 1%	12 1%
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	79 8%	47 10%	32 6%	6 5%	4 3%	10 6%	13 8%	14 10%di	31 14%cde ij	11 4%	24 7%	45 13%cdi j	21 5%	58 11%	30 11%	17 7%	14 7%	17 7%	48 9% m	31 7%	70 7%
Countryside/Rural life	8 1%	- -	8 1%a	2 1%	2 1%	- -	3 2%	1 1%	- -	4 1%	3 1%	1 *	4 1%	4 1%	- -	5 2%op	3 1%	- -	5 1%	3 1%	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	139 14%	64 13%	76 15%	21 16%	27 16%	22 14%	23 14%	14 10%	32 15%	48 16%	46 14%	46 13%	71 15%	69 13%	16 6%	36 14%lp	33 15%lp	55 23%lm p	52 10%l	87 19%lm np	149 15%
Defence/Foreign affairs/ International terrorism	224 23%	108 23%	117 23%	20 16%	29 18%	29 18%	34 20%	48 35%cd efij	63 30%cd efij	50 17%	64 19%	111 32%cd efij	79 17%	145 28%	83 31%oq	67 25%oq	47 22%oq	28 12%	149 28%mo q	75 17%o	212 22%
Drug abuse	67 7%	32 7%	35 7%	15 12%hk	13 8%	13 8%	10 6%	7 5%	9 4%	28 10%hk	23 7%	16 5%	41 9%	26 5%	5 2%	17 7%lp	15 7%l	30 13%lmp	22 4%l	45 10%lmp	77 8%

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

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

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Economy/Economic situation	295	164	131	37	60	53	56	43	47	97	109	89	149	146	84	99	63	50	183	113	284
	30%	34%b	26%	29%	36%hk	33%h	33%h	31%	22%	33%h	33%h	26%	33%	28%	32%o	37%oq	30%oq	21%	34%oq	25%o	29%
Education/Schools	160	68	92	18	28	27	33	26	26	46	61	52	74	86	75	48	18	19	123	37	141
	16%	14%	18%	14%	17%	17%	20%	19%	12%	16%	18%	15%	16%	17%	28%mn	18%noq	9%	8%	23%mn	8%	14%
Foot and mouth outbreak/Farming crisis	3	2	2	2	1	-	-	*	-	3	-	*	3	*	-	1	-	3	1	3	4
	*	*	*	2%j	*	-	-	*	-	1%	-	*	1%	*	-	*	-	1%	*	1%	*
Housing	143	63	80	20	34	20	27	19	24	54	47	42	74	69	32	35	37	39	67	76	146
	15%	13%	16%	15%	20%hk	13%	16%	14%	11%	18%	14%	12%	16%	13%	12%	13%	18%	16%	13%	17%	15%
Inflation/Prices	106	65	41	19	33	17	19	10	8	52	36	18	68	37	18	27	32	29	45	60	110
	11%	14%b	8%	15%hk	20%eg	10%h	11%hk	7%	4%	17%gh	11%hk	5%	15%	7%	7%	10%	15%lp	12%	9%	13%lp	11%
Local government/Council tax	42	17	25	6	5	9	5	8	9	11	13	17	20	22	8	8	9	16	16	26	42
	4%	4%	5%	5%	3%	5%	3%	5%	4%	4%	4%	5%	4%	4%	3%	3%	4%	7%p	3%	6%	4%
Low pay/Minimum wage/Fair wages	110	55	55	17	30	19	18	11	15	48	37	26	66	44	25	25	31	30	50	60	101
	11%	12%	11%	13%	18%gh	12%	11%	8%	7%	16%gh	11%	7%	14%	8%	10%	9%	14%	12%	9%	13%	10%
Morality/Individual behaviour/Lifestyle	73	36	36	8	6	17	11	11	21	14	27	31	31	42	21	27	10	15	48	25	62
	7%	8%	7%	6%	4%	10%di	6%	8%	10%i	5%	8%	9%	7%	8%	8%	10%nq	5%	6%	9%	6%	6%
National health service/Hospitals/Healthcare	248	113	135	24	31	36	46	55	56	82	110	92	156	80	79	36	53	159	89	240	
	25%	24%	27%	19%	19%	22%	27%	39%cd	26%	19%	25%	32%cd	20%	30%	30%nq	30%nq	17%	22%	30%no	20%	25%

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 : 29th August - 10th September 2014
 Number of sample points : 185
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Nationalisation/ Government control of institutions	20 2%	13 3%	6 1%	* *	1 1%	3 2%	5 3%	5 4%i	5 2%	1 *	8 2%	10 3%i	4 1%	15 3%	8 3%	5 2%	3 1%	4 2%	13 2%	6 1%	17 2%
Northern Ireland	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	10 2%	6 1%	4 3%h	3 2%	1 1%	3 2%	3 3%	1 *	7 2%	4 1%	4 1%	8 2%	7 1%	6 2%	5 2%	1 1%	4 2%	11 2%	5 1%	15 2%
Pensions/Social security/Benefits	77 8%	33 7%	44 9%	10 8%	12 7%	13 8%	13 8%	17 12%	13 6%	21 7%	26 8%	30 9%	34 7%	43 8%	20 8%	29 11%oq	15 7%	13 5%	49 9%	28 6%	78 8%
Petrol prices/Fuel	33 3%	25 5%b	9 2%	2 2%	11 6%	5 3%	7 4%	4 3%	5 2%	13 4%c	12 3%	9 3%	18 4%	16 3%	8 3%	12 5%	7 3%	6 3%	20 4%	13 3%	31 3%
Pollution/ Environment	56 6%	26 5%	30 6%	2 2%	5 3%	15 9%cdi	14 8%ci	10 7%ci	9 4%	8 3%	29 9%cdi	19 5%	22 5%	33 6%	20 8%nq	21 8%nq	5 2%	10 4%	41 8%nq	15 3%	49 5%
Population levels/ Overpopulation	51 5%	23 5%	28 6%	8 7%e	5 3%	3 2%	10 6%	14 10%dei	11 5%	13 4%	13 4%	25 7%e	16 3%	35 7%	5 2%	23 9%lnp	8 4%	15 6%l	28 5%l	23 5%	45 5%
Pound/Exchange rate/Value of pound	3 *	1 *	2 *	- -	2 1%	1 1%	- -	- -	- -	2 1%	1 *	- -	3 1%	- -	- -	2 1%	2 1%	- -	2 *	2 *	3 *
Poverty/Inequality	125 13%	61 13%	64 13%	17 13%	18 11%	18 11%	25 15%	24 18%	22 10%	35 12%	43 13%	46 13%	54 12%	72 14%	37 14%	38 14%	23 11%	27 11%	75 14%	50 11%	123 13%
Privatisation	20 2%	16 3%b	4 1%	1 1%	* *	7 4%dhi	6 3%i	5 3%i	1 1%	1 *	12 4%di	6 2%	8 2%	12 2%	12 5%oq	4 2%	2 1%	1 *	17 3%maq	3 1%	16 2%
Public services in general	52 5%	20 4%	31 6%	6 5%	8 5%	4 3%	10 6%	12 9%e	11 5%	14 5%	14 4%	23 6%	19 4%	33 6%	13 5%	14 5%	13 6%	12 5%	27 5%	25 6%	44 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
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 29th August - 10th September 2014
 Number of sample points : 185
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Race relations/ Immigration/ Immigrants	380 39%	191 40%	189 38%	27 21%	39 23%	61 38%cd i	79 46%cd i	63 46%cd i	112 53%cd eij	66 22%	139 42%cd i	175 50%cd ei	127 28%	254 49%	95 36%	108 41%	94 44%q	83 35%	203 38%	177 39%	365 38%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 7%	38 8%	29 6%	9 7%	7 4%	14 9%	12 7%	6 4%	19 9%	16 5%	26 8%	25 7%	30 7%	37 7%	23 9%	18 7%	15 7%	11 5%	41 8%	26 6%	67 7%
Taxation	38 4%	21 4%	17 3%	8 6%ghk	10 6%hk	7 5%k	8 5%k	2 1%	2 1%	18 6%ghk	15 5%k	4 1%	26 6%	12 2%	5 2%	11 4%	10 5%	13 5%	16 3%	23 5%	44 5%
Trade unions/ Strikes	2 *	2 *	- -	1 1%	- -	- -	- -	- -	1 1%	1 *	- -	1 *	1 *	1 *	1 *	- -	1 1%	- -	1 *	1 *	2 *
Transport/Public transport	43 4%	24 5%	19 4%	8 6%	8 5%	6 4%	10 6%	5 3%	7 3%	16 5%	16 5%	11 3%	21 5%	22 4%	12 5%	15 6%n	4 2%	11 5%	28 5%n	15 3%	37 4%
Unemployment/ Factory closure/ Lack of industry	205 21%	106 22%	99 20%	43 34%ef ghijk	39 23%hk	36 22%hk	38 22%hk	27 19%hk	23 11%	82 28%hk	73 22%hk	49 14%	118 26%	87 17%	40 15%	57 22%p	53 25%l	55 23%	97 18%	108 24%l	217 22%
Other	48 5%	30 6%	19 4%	4 3%	2 1%	10 6%di	10 6%	7 5%	15 7%di	6 2%	20 6%di	22 6%di	16 4%	32 6%	27 10%mp q	4 2%	10 5%	8 3%	31 6%m	17 4%	39 4%
MEAN NUMBER OF MENTIONS	3.22	3.28	3.15	3.11	3.16	3.10	3.40 k	3.54h	3.04	3.14	3.26	3.24h	3.13	3.29	3.23	3.44o q	3.13	3.03	3.33	3.08	3.15
STANDARD ERROR	0.07	0.10	0.09	0.20	0.18	0.14	0.19	0.19	0.11	0.14	0.12	0.10	0.10	0.09	0.15	0.13	0.12	0.14	0.10	0.09	0.07
ERROR VARIANCE	*	0.01	0.01	0.04	0.03	0.02	0.04	0.04	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.01	0.01	*
Don't know	127 13%	51 11%	76 15%	23 17%gj	39 24%ef	16 10%	19 11%	7 5%	24 11%	62 21%ef	34 10%	30 9%g	77 17%	49 9%	18 7%	31 12%p	32 15%lp	45 19%lmp	50 9%	77 17%lp	141 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
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 29th August - 10th September 2014
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ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
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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	973	481	492	148	150	158	157	158	202	298	315	360	456	517	184	315	233	241	499	474	973
WEIGHTED BASE	978	476	502	129	167	161	171	138	211	296	332	350	457	521	264	266	211	237	530	448	973
	100%	49%	51%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	27%	22%	24%	54%	46%	100%
Personal finances (NET)	290	157	133	45	61	47	54	40	44	105	101	84	153	137	72	81	68	69	153	137	286
	30%	33% ^b	26%	35% ^{hk}	36% ^{hk}	29%	31% ^h	29%	21%	36% ^{hk}	30% ^h	24%	33%	26%	27%	30%	32%	29%	29%	31%	29%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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Overlap formulae used.

Respondent type : GB Adults 18+
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Ageing population/ Social care for the elderly	65 7%	52 6%i	7 14%afg hij	5 6%	24 8%i	19 8%i	22 7%	15 6%	18 5%i	5 4%	8 3%	4 3%	29 9%np	19 6%	9 6%	7 4%	48 8%	16 5%	66 7%
AIDS	7 1%	7 1%	1 2%	-	1 *	1 1%	1 *	-	5 1%	5 4%ade fgi	5 2%	-	1 *	5 2%	1 1%	1 *	6 1%	2 1%	8 1%
Animal welfare	11 1%	9 1%	1 2%gi	1 1%g	8 3%agi	7 3%agi	3 1%	2 1%	-	-	-	-	-	3 1%	3 2%ko	5 2%ko	3 *	8 2%ko	12 1%
Bird flu/Pandemic flu/Swine flu	1 *	-	1 1%adg i	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	79 8%	69 8%h	4 8%	6 7%	19 6%	13 6%	20 7%	16 6%	39 11%deh	4 3%	27 10%h	23 16%ad efhi	45 14%lmn op	21 7%	5 3%	6 3%	66 10%lmn p	11 3%	70 7%
Countryside/Rural life	8 1%	8 1%	-	-	1 *	1 *	1 *	1 *	6 2%	2 2%	6 2%	3 2%	2 1%	4 1%	-	2 1%	6 1%	2 *	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	139 14%	123 15%	6 11%	11 13%	51 16%	40 17%	37 12%	32 12%	51 14%	28 22%af g	49 18%g	21 15%	41 13%	32 10%	32 22%kl o	34 18%lo	72 11%	66 20%kl o	149 15%
Defence/Foreign affairs/ International terrorism	224 23%	193 23%h	14 28%h	18 21%h	76 24%h	58 25%h	65 21%h	51 20%	84 24%hi	14 11%	53 20%h	40 28%hi	107 34%lm nop	76 24%mn p	17 12%	25 13%	183 29%lm np	41 12%	212 22%

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

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	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)	SOUTH INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	REN TED (NET) (p)		
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Drug abuse	67 7%	54 6%gi	7 14%agi	6 7%j	26 8%gij	21 9%gi	30 10%agi	23 9%	11 3%	9 7%gij	9 3%	-	16 5%	16 5%	17 12%kl	18 10%o	32 5%	35 11%klo	77 8%
Economy/Economic situation	295 30%	255 30%e	9 19%	31 36%bd	86 27%e	56 24%	79 26%	69 27%	130 37%ab	39 31%	86 32%	47 33%	92 29%	104 32%mp	32 22%	68 36%mp	196 31%mp	100 30%mp	284 29%
Education/Schools	160 16%	146 17%d	4 9%	10 11%	42 13%	33 14%	49 16%	45 18%	68 19%	24 19%	56 21%bc	32 23%cd	47 15%	74 23%kmn	12 8%	27 14%	121 19%km	39 12%	141 14%
Foot and mouth outbreak/Farming crisis	3 *	3 *	-	-	2 *	2 1%	2 1%	2 1%	-	-	-	-	1 *	-	-	2 1%	1 *	2 1%	4 *
Housing	143 15%	128 15%f	4 8%	11 13%	44 14%	33 14%	29 9%	24 10%	70 20%ab	42 33%ab	63 24%ab	21 15%	27 8%	39 12%	28 20%kl	50 26%kl	65 10%	78 23%kl	146 15%
Inflation/Prices	106 11%	92 11%	2 5%	11 13%	31 10%	20 9%	23 8%	21 8%	51 14%ae	27 22%ab	36 13%j	9 6%	14 4%	36 11%ko	15 10%k	39 21%klm	50 8%k	54 16%km	110 11%
Local government/Council tax	42 4%	36 4%	2 4%	3 4%	19 6%f	16 7%af	7 2%	6 2%	15 4%	6 5%	10 4%	4 3%	8 3%	16 5%	7 5%	11 6%	24 4%	18 5%	42 4%
Low pay/Minimum wage/Fair wages	110 11%	95 11%	4 7%	12 14%	36 11%	24 10%	26 9%	22 9%	49 14%	26 20%ab	41 15%f	15 11%	22 7%	37 12%	16 11%	33 18%ko	59 9%	49 15%ko	101 10%

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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	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Morality/ Individual behaviour/ Lifestyle	73 7%	61 7%	5 11%	6 7%	20 6%	14 6%	28 9%	23 9%	25 7%	5 4%	23 9%h	18 13%gh	32 10%np	24 7%	8 6%	8 4%	56 9%p	16 5%	62 6%
National health service/Hospitals/ Healthcare	248 25%	210 25%	18 37%ad efh	20 23%	71 22%	51 22%	81 27%	63 25%	96 27%h	27 21%	71 26%h	44 32%	88 28%np	92 29%np	35 24%	33 17%	180 28%np	68 20%	240 25%
Nationalisation/ Government control of institutions	20 2%	18 2%	1 2%	1 1%	7 2%	6 3%	4 1%	3 1%	8 2%	1 1%	4 1%	2 2%	5 2%	10 3%	2 1%	3 1%	15 2%	4 1%	17 2%
Northern Ireland	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	13 2%g	- -	3 3%gh	13 4%afg hi	10 4%afg hi	2 1%	2 1%	1 *	- -	1 *	1 1%	4 1%	7 2%	1 1%	3 2%	11 2%	4 1%	15 2%
Pensions/Social security/Benefits	77 8%	62 7%h	7 15%afh i	8 9%h	28 9%h	21 9%h	23 8%h	16 6%	25 7%h	2 1%	15 5%h	13 9%h	24 8%	28 9%	12 8%	11 6%	52 8%	22 7%	78 8%
Petrol prices/Fuel	33 3%	27 3%	2 5%	4 5%	13 4%	9 4%	10 3%	7 3%	11 3%	3 2%	7 3%	4 3%	4 1%	18 6%ko	3 2%	8 4%	22 3%k	11 3%	31 3%
Pollution/ Environment	56 6%	49 6%	3 5%	4 5%	15 5%	11 5%	13 4%	11 4%	28 8%	15 12%ade fg	24 9%	9 6%	13 4%	28 9%kmp	5 3%	10 5%	41 6%k	15 4%	49 5%
Population levels/ Overpopulation	51 5%	49 6%c	2 3%	1 1%	12 4%c	12 5%	16 5%	15 6%	22 6%c	6 4%	19 7%ch	14 10%c	22 7%	17 5%	7 5%	5 2%	39 6%	12 4%	45 5%

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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UNWEIGHTED BASE	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Pound/Exchange rate/Value of pound	3*	3*	-	-	1*	1*	3	3	-	-	-	-	-	3	1*	-	3*	1*	3*
Poverty/Inequality	125	105	8	13	45	33	28	21	52	20	44	24	38	40	20	27	77	46	123
	13%	12%	15%	15%	14%	14%	9%	8%	15%	16%	16% ^f	17%	12%	12%	14%	14%	12%	14%	13%
Privatisation	20	16	3	1	4	4	6	3	9	2	9	7	4	13	2	1	17	3	16
	2%	2%	7% ^{acdef}	1%	1%	2%	2%	1%	3%	2%	3% ^h	5%	1%	4% ^{np}	1%	1%	3% ^k	1%	2%
Public services in general	52	47	4	1	14	13	11	8	26	3	18	15	15	22	8	7	37	15	44
	5%	6% ^c	7% ^c	1%	4% ^c	6% ^c	4%	3%	7% ^{ch}	3%	7% ^{ch}	11% ^{cfh}	5%	7%	5%	4%	6%	4%	5%
Race relations/Immigration/Immigrants	380	339	19	22	115	93	128	109	136	20	96	76	140	126	58	54	266	111	365
	39%	40% ^{ch}	39% ^h	26%	36% ^{ch}	40% ^{cd}	42% ^{ch}	43%	38% ^{ch}	16%	36% ^h	54% ^{acdeg}	44% ^{np}	39% ⁿ	40% ^{np}	28%	42% ^{np}	33% ⁿ	38%
Scottish/Welsh assembly/Devolution/Constitutional reform	67	35	4	27	38	10	14	10	15	1	13	13	25	29	7	6	54	13	67
	7%	4% ^h	9% ^h	32% ^{abdefghij}	12% ^{ae}	4% ^h	5% ^h	4%	4% ^h	1%	5% ^h	9% ^{agh}	8%	9% ^{np}	5%	3%	8% ^{np}	4%	7%
Taxation	38	33	2	3	14	11	6	3	18	14	15	1	3	14	7	14	17	22	44
	4%	4%	5%	4%	4%	5%	2%	1%	5% ^j	11% ^{ade}	5% ^j	1%	1%	4% ^{ko}	5% ^k	8% ^{ko}	3% ^k	6% ^{ko}	5%
Trade unions/Strikes	2*	2*	-	-	-	-	1*	1*	1*	-	-	-	1*	-	-	1	1*	1*	2*
		*	-	-	-	-	*	*	*	-	-	-	*	-	-	1%	*	*	*
Transport/Public transport	43	39	3	1	5	3	8	5	30	14	25	11	8	15	4	16	23	20	37
	4%	5% ^{de}	6% ^{de}	2%	1%	1%	3%	2%	8% ^{ac}	11% ^{acd}	9% ^{acd}	8% ^{de}	2%	5%	3%	8% ^{ko}	4%	6% ^{km}	4%

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 : 29th August - 10th September 2014
Number of sample points : 185
Source : Ipsos MORI (JN Q218)

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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+

	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	973	795	68	110	379	269	308	240	286	137	216	79	290	287	199	190	577	389	973
WEIGHTED BASE	978	844	49*	85*	320	235	303	254	355	127	268	141*	316	321	144	190	637	334	973
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	100%
Unemployment/ Factory closure/ Lack of industry	205 21%	172 20%	7 13%	26 31%ab f	79 25%af	53 22%	52 17%	46 18%	74 21%	29 23%	59 22%	30 21%	47 15%	67 21%	28 19%	60 31%kl mop	114 18%	87 26%km o	217 22%
Other	48 5%	44 5%	2 4%	3 3%	15 5%	12 5%	11 4%	9 4%	22 6%	6 5%	18 7%	12 9%	16 5%	21 7%	6 4%	6 3%	37 6%	11 3%	39 4%
MEAN NUMBER OF MENTIONS	3.22	3.21f	3.34	3.22	3.21	3.20	2.92	2.84	3.47a	3.24	3.48a	3.69a	3.08	3.38	3.02	3.33	3.23	3.20	3.15
STANDARD ERROR	0.07	0.07	0.35	0.20	0.12	0.15	0.11	0.11	0.11	0.13	0.12	0.21	0.10	0.13	0.13	0.20	0.08	0.12	0.07
ERROR VARIANCE	*	0.01	0.12	0.04	0.02	0.02	0.01	0.01	0.01	0.02	0.01	0.04	0.01	0.02	0.02	0.04	0.01	0.01	*
Don't know	127 13%	112 13%gi j	8 17%ij	6 7%	49 15%cg ij	43 18%ac dgij	44 15%ij	36 14%	33 9%	13 10%i	20 8%	7 5%	32 10%	31 10%	29 20%kl o	34 18%kl o	63 10%	63 19%kl o	141 14%
Personal finances (NET)	290 30%	248 29%f	12 25%	30 35%f	99 31%f	69 29%	69 23%	57 22%	122 34%af	53 41%ab defgi	94 35%f	42 30%	70 22%	103 32%ko	42 29%	73 38%ko	172 27%k	114 34%km o	286 29%
Median	2	2	2	2	2	2	2	2	3	2	3	3	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - 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 : 29th August - 10th September 2014
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ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	381	115	477	54	104	290	21	869	125	81	117	248	287	973
WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Ageing population/ Social care for the elderly	65 7%	23 6%	8 6%	34 8%	3 6%	6 5%	26 10%i	3 13%	58 7%	9 6%	2 2%	5 5%	27 9%	9 3%	66 7%
AIDS	7 1%	4 1%	3 2%c	1 *	1 1%	- -	3 1%	- -	7 1%	- -	1 1%	1 1%	2 1%	2 1%	8 1%
Animal welfare	11 1%	5 1%	1 1%	5 1%	1 1%	2 2%	4 2%	- -	9 1%	2 1%	2 2%	3 2%	3 1%	3 1%	12 1%
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	79 8%	29 7%	13 10%	37 8%	3 6%	18 15%gi	5 2%	2 8%	61 7%g	20 14%gi	16 18%gi	6 5%	17 6%	17 6%	70 7%
Countryside/Rural life	8 1%	3 1%	4 3%c	- -	- -	1 1%	- -	- -	7 1%	1 1%	- -	- -	3 1%	2 1%	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	139 14%	53 13%	12 10%	74 17%	9 20%	15 12%	33 12%	2 8%	124 15%	17 11%	17 19%	21 19%	34 12%	40 13%	149 15%
Defence/Foreign affairs/ International terrorism	224 23%	88 22%	40 31%d	97 22%	6 14%	60 48%gi	62 23%	6 26%	165 19%	65 45%gi	16 19%	12 11%	76 26%l	61 20%	212 22%
Drug abuse	67 7%	27 7%	5 4%	34 8%	7 15%abc	4 3%	16 6%	1 5%	63 7%	5 3%	4 5%	10 9%	16 6%	24 8%	77 8%

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

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

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	381	115	477	54	104	290	21	869	125	81	117	248	287	973
WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Economy/Economic situation	295	137	33	124	17	49	84	6	246	55	20	20	102	98	284
	30%	34%	26%	28%	36%	39% ^{ir}	31%	26%	29%	38% ^r	22%	18%	35% ^l	33%	29%
Education/Schools	160	64	37	59	5	25	40	6	134	31	15	13	70	64	141
	16%	16%	29% ^{ac}	13%	10%	20%	15%	28%	16%	21%	17%	11%	24% ^l	22%	14%
Foot and mouth outbreak/Farming crisis	3	1	-	2	*	-	3	-	3	-	-	-	-	1	4
	*	*	-	*	1%	-	1% ⁱ	-	*	-	-	-	-	*	*
Housing	143	67	15	61	9	8	46	1	135	9	12	12	44	55	146
	15%	17%	12%	14%	19%	6%	17% ^{fj}	3%	16% ^{fj}	6%	14%	10%	15%	18%	15%
Inflation/Prices	106	46	15	44	5	3	40	2	102	5	5	14	26	43	110
	11%	11%	12%	10%	11%	3%	15% ^{fjr}	8%	12% ^{fj}	3%	6%	12%	9%	14%	11%
Local government/Council tax	42	15	5	21	3	2	13	2	39	4	6	8	8	13	42
	4%	4%	4%	5%	7%	2%	5%	8%	5%	3%	7%	7%	3%	4%	4%
Low pay/Minimum wage/Fair wages	110	47	19	44	3	3	39	4	107	7	10	17	31	42	101
	11%	12%	15%	10%	7%	2%	14% ^{fj}	19%	13% ^{fj}	5% ^f	11% ^f	16%	11%	14%	10%
Morality/Individual behaviour/Lifestyle	73	29	8	36	2	10	17	2	63	12	11	9	25	17	62
	7%	7%	6%	8%	5%	8%	6%	12%	7%	8%	12%	8%	9%	6%	6%
National health service/Hospitals/Healthcare	248	88	46	114	10	30	81	5	218	35	19	36	79	59	240
	25%	22%	36% ^{ac}	25%	22%	24%	30%	21%	26%	24%	22%	32%	27%	20%	25%
Nationalisation/Government control of institutions	20	7	4	8	-	-	7	2	20	2	4	3	10	6	17
	2%	2%	3%	2%	-	-	3%	8%	2%	1%	4%	2%	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 29th August - 10th September 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	973	381	115	477	54	104	290	21	869	125	81	117	248	287	973
WEIGHTED BASE	978	401	128*	449	47*	125*	270	21**	853	146	88*	111*	289	300	973
	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Northern Ireland	1*	-	-	1*	-	-	-	-	1*	-	-	-	-	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	8 2%	1 1%	6 1%	-	1 1%	8 3%	-	14 2%	1 1%	2 2%	1 *	6 2%	5 2%	15 2%
Pensions/Social security/Benefits	77 8%	28 7%	13 10%	35 8%	4 9%	11 9%	19 7%	2 8%	66 8%	13 9%	8 9%	9 8%	32 11%	24 8%	78 8%
Petrol prices/Fuel	33 3%	20 5% ^c	4 3%	9 2%	-	1 1%	8 3%	2 8%	32 4%	3 2% ^f	4 5%	4 4%	10 4%	10 3%	31 3%
Pollution/ Environment	56 6%	30 8% ^c	10 8%	15 3%	-	2 2%	20 7% ^{fj}	1 3%	54 6%	3 2%	3 4%	6 6%	25 9%	11 4%	49 5%
Population levels/ Overpopulation	51 5%	19 5%	11 8%	21 5%	1 3%	2 1%	9 3%	1 4%	49 6% ^g	2 2%	9 10% ^{fj}	7 6%	9 3%	7 2%	45 5%
Pound/Exchange rate/Value of pound	3 *	1 *	2 1%	1 *	-	-	-	-	3 *	-	-	-	-	2 1%	3 *
Poverty/Inequality	125 13%	49 12%	23 18%	53 12%	8 16%	3 2%	45 17% ^{fj}	2 8%	122 14% ^{fj}	4 3%	8 9%	9 8%	44 15%	35 12%	123 13%
Privatisation	20 2%	8 2%	8 6% ^{ac}	3 1%	1 2%	-	9 3% ^j	-	20 2%	-	-	-	11 4%	5 2%	16 2%
Public services in general	52 5%	19 5%	8 6%	25 6%	2 4%	5 4%	16 6%	4 17%	47 5%	8 6%	3 3%	4 4%	13 4%	11 4%	44 5%
Race relations/ Immigration/ Immigrants	380 39%	146 36% ^d	54 42% ^d	180 40% ^d	9 20%	60 48% ^g	65 24%	8 39%	320 38% ^g	68 47% ^g	71 80% ^{fg}	44 39%	114 40%	104 35%	365 38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 7%	29 7%	9 7%	29 7%	2 4%	10 8%	15 6%	- -	58 7%	10 7%	8 9%	7 6%	19 7%	15 5%	67 7%
Taxation	38 4%	17 4%	6 5%	16 3%	2 3%	- -	14 5%f	2 8%	38 4%f	2 1%	5 6%f	6 6%	10 3%	16 5%	44 5%
Trade unions/ Strikes	2 *	- -	- -	2 *	1 2%a	1 1%	- -	- -	1 *	1 1%	- -	- -	- -	- -	2 *
Transport/Public transport	43 4%	20 5%	8 6%	14 3%	3 7%	6 5%	16 6%	1 5%	37 4%	7 5%	1 2%	5 5%	13 5%	10 3%	37 4%
Unemployment/ Factory closure/ Lack of industry	205 21%	90 23%	33 26%	82 18%	18 38%ac	14 12%	67 25%fj	4 18%	191 22%fj	18 12%	22 25%fj	23 21%	71 24%	70 24%	217 22%
Other	48 5%	22 6%b	- -	26 6%b	3 6%b	6 5%	4 2%	- -	42 5%g	6 4%	9 11%gi	3 3%	15 5%	16 5%	39 4%
MEAN NUMBER OF MENTIONS	3.22	3.23	3.69c	3.07	3.13	2.93	3.23	3.22	3.26	2.97	3.62f	3.05	3.43	3.14	3.15
STANDARD ERROR	0.07	0.11	0.22	0.09	0.38	0.12	0.13	0.70	0.07	0.15	0.26	0.17	0.14	0.11	0.07
ERROR VARIANCE	*	0.01	0.05	0.01	0.14	0.02	0.02	0.50	0.01	0.02	0.07	0.03	0.02	0.01	*
Don't know	127 13%	54 14%	11 9%	62 14%	8 16%	7 6%	36 13%	3 13%	119 14%fj	10 7%	7 8%	22 20%m	27 9%	43 14%	141 14%
Personal finances (NET)	290 30%	122 30%	44 35%	123 27%	13 28%	10 8%	101 38%fj	4 19%	280 33%fj	14 9%	24 27%fj	36 32%	90 31%	95 32%	286 29%

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

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

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	973	381	115	477	54	104	290	21	869	125	81	117	248	287	973
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	100%	41%	13%*	46%	5%*	13%*	28%	2%**	87%	15%	9%*	11%*	30%	31%	100%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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

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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Ageing population/ Social care for the elderly	65 7%	23 8%	33 13%ade	16 11% ^d	22 6%	15 7%	12 8%	17 5%	38 8%	9 6%	57 7%	6 6%	11 6%	18 5%	7 8%	16 6%	7 7%	8 7%	66 7%
AIDS	7 1%	2 1%	3 1%	2 2%	1 *	1 *	1 *	5 2%	2 *	-	2 *	4 4% ^j	1 1%	5 1%	-	4 1%	-	-	8 1%
Animal welfare	11 1%	4 1%	6 2%	3 2%	3 1%	7 3% ^d	2 1%	3 1%	7 1%	1 1%	10 1%	-	2 1%	5 1%	3 3%	2 1%	-	1 1%	12 1%
Bird flu/Pandemic flu/Swine flu	1 *	-	1 *	1 *	1 *	1 *	-	-	1 *	-	1 *	-	-	-	-	1 *	1 1%	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	79 8%	26 9%	16 7%	10 7%	47 12% ^b	21 9%	12 7%	10 3%	54 11% ^g	15 9% ^g	75 9%	4 4%	15 8%	28 8%	9 12%	25 9%	14 13%	9 7%	70 7%
Countryside/Rural life	8 1%	2 1%	-	1 1%	3 1%	2 1%	2 1%	3 1%	3 1%	1 1%	6 1%	1 1%	4 2%	4 1%	1 1%	1 *	-	-	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	139 14%	22 7%	42 17% ^{af}	139 100% ^{abd} ef	66 17% ^{af}	28 13% ^a	13 8%	57 17% ⁱ	75 15% ⁱ	7 5%	114 13%	21 19%	20 12%	46 14%	5 6%	49 17% ^p	16 14%	18 14%	149 15%
Defence/Foreign affairs/ International terrorism	224 23%	75 25%	69 28% ^d	28 20%	81 21%	224 100% ^{abc} df	38 24%	51 15%	120 25% ^g	52 33% ^g	214 25% ^k	6 6%	49 28%	74 22%	28 35% ^{qs}	58 20% ^s	38 35% ^{qs}	16 12%	212 22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/t/u - 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 : 29th August - 10th September 2014
 Number of sample points : 185
 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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Drug abuse	67	21	17	38	25	13	7	32	30	5	50	14	11	22	2	22	7	9	77
	7%	7%	7%	27%abdef	7%	6%	4%	10%i	6%	3%	6%	13%j	6%	6%	2%	8%	7%	7%	8%
Economy/Economic situation	295	295	79	22	96	75	51	90	154	48	254	34	42	122	31	78	34	23	284
	30%	100%bcd	32%c	16%	25%cd	34%cd	32%cd	27%	32%	30%	30%	31%	24%	36%l	40%qs	27%st	31%st	18%	29%
Education/Schools	160	51	65	13	58	38	160	42	81	35	142	17	42	54	22	40	24	9	141
	16%	17%cd	26%acde	9%	15%	17%cd	100%abcde	13%	17%	22%g	17%	16%	24%	16%	28%qs	14%st	22%qs	7%	14%
Foot and mouth outbreak/Farming crisis	3	-	2	2	2	2	1	3	-	-	2	2	-	1	-	-	-	-	4
	*	-	1%	1%	*	1%	*	1%h	-	-	*	1%j	-	*	-	-	-	-	*
Housing	143	49	49	27	49	19	38	60	70	12	112	29	17	63	13	41	7	20	146
	15%	17%e	20%de	20%de	13%	8%	24%de	18%i	15%i	8%	13%	27%j	10%	18%l	17%	14%r	7%	16%r	15%
Inflation/Prices	106	51	29	15	24	12	20	50	49	6	78	28	8	50	5	30	4	11	110
	11%	17%de	12%de	10%	6%	5%	13%de	15%i	10%i	4%	9%	26%j	5%	15%l	6%	10%r	4%	8%	11%
Local government/Council tax	42	13	16	8	15	10	7	11	24	7	33	9	4	16	2	17	7	7	42
	4%	4%	6%	6%	4%	4%	4%	3%	5%	4%	4%	8%j	2%	5%	2%	6%	6%	6%	4%
Low pay/Minimum wage/Fair wages	110	46	39	14	40	18	23	43	53	14	90	20	25	41	8	31	9	8	101
	11%	16%de	16%de	10%	11%	8%	15%	13%	11%	9%	10%	19%j	14%	12%	10%	11%st	8%	6%	10%
Morality/Individual behaviour/Lifestyle	73	14	23	25	33	19	11	19	36	17	69	3	13	24	8	21	7	8	62
	7%	5%	9%a	18%abdef	9%a	8%	7%	6%	7%	11%	8%k	3%	7%	7%	10%	7%	6%	7%	6%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
National health service/Hospitals/Healthcare	248	79	248	42	94	69	65	67	135	45	220	23	53	78	23	74	42	25	240
	25%	27%	100% ^{acdef}	30%	25%	31%	41% ^{ad}	20%	28% ^g	28%	26%	21%	30%	23%	29%	26% ^s	38% ^{qs}	20%	25%
Nationalisation/Government control of institutions	20	3	11	2	4	5	7	2	11	7	19	1	3	8	3	6	5	3	17
	2%	1%	4% ^{ad}	1%	1%	2%	4% ^{ad}	1%	2%	4% ^g	2%	1%	2%	2%	4%	2%	5%	2%	2%
Northern Ireland	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*
Nuclear weapons/Nuclear war/Disarmament	16	7	8	5	8	7	6	6	9	*	16	-	-	8	3	1	1	-	15
	2%	2%	3%	4%	2%	3%	3%	2%	2%	*	2%	-	-	2%	3% ^q	*	1%	-	2%
Pensions/Social security/Benefits	77	26	38	19	35	18	20	15	50	11	71	5	16	23	6	17	6	11	78
	8%	9%	15% ^{ade}	14%	9%	8%	13%	4%	10% ^g	7%	8%	5%	9%	7%	7%	6%	5%	8%	8%
Petrol prices/Fuel	33	17	14	7	18	10	10	9	20	4	28	4	2	22	1	10	2	5	31
	3%	6%	6%	5%	5%	4%	6%	3%	4%	3%	3%	4%	1%	6% ^l	1%	4%	1%	4%	3%
Pollution/Environment	56	19	23	12	18	17	14	20	28	7	50	6	11	26	11	16	3	1	49
	6%	6%	9% ^d	9%	5%	8%	9%	6%	6%	5%	6%	5%	6%	8%	15% ^{qrs}	6% ^s	2%	1%	5%
Population levels/Overpopulation	51	20	15	12	31	18	8	12	26	12	49	2	8	22	4	25	14	5	45
	5%	7%	6%	8%	8%	8%	5%	4%	5%	7%	6%	2%	5%	6%	5%	9% ^s	13% ^s	4%	5%
Pound/Exchange rate/Value of pound	3	3	1	2	2	1	2	-	2	2	2	1	-	3	-	-	-	-	3
	*	1%	*	1%	*	*	1%	-	*	1%	*	1%	-	1%	-	-	-	-	*

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Poverty/Inequality	125	37	40	14	33	26	34	48	58	18	113	10	27	45	16	31	12	9	123
	13%	13%	16% ^d	10%	9%	11%	21% ^{acde}	15%	12%	11%	13%	10%	16%	13%	20% ^{qs}	11% ^s	11%	7%	13%
Privatisation	20	5	13	2	3	7	10	5	13	2	18	2	3	11	3	7	3	4	16
	2%	2%	5% ^{acd}	1%	1%	3% ^d	6% ^{acd}	1%	3%	2%	2%	2%	2%	3%	3%	2%	3%	3%	2%
Public services in general	52	18	26	11	20	22	8	12	30	9	45	4	11	15	1	15	5	5	44
	5%	6%	10% ^d	8%	5%	10% ^d	5%	4%	6%	6%	5%	4%	6%	4%	2%	5%	5%	4%	5%
Race relations/Immigration/Immigrants	380	96	94	66	380	81	58	98	217	65	363	16	68	129	23	145	70	62	365
	39%	33%	38%	47% ^{ae}	100% ^{abc}	36%	36%	30%	45% ^g	41% ^g	42% ^k	15%	39%	38%	29%	50% ^p	63% ^{pqs}	49% ^p	38%
Scottish/Welsh assembly/Devolution/Constitutional reform	67	22	19	13	25	19	10	12	50	5	64	3	10	28	16	17	10	4	67
	7%	7%	8%	9%	7%	8%	6%	4%	10% ^{gi}	3%	8%	3%	6%	8%	20% ^{qs}	6%	9%	3%	7%
Taxation	38	22	12	10	12	7	13	20	15	4	26	11	4	19	-	13	3	4	44
	4%	8% ^{de}	5%	7% ^d	3%	3%	8% ^{de}	6%	3%	2%	3%	10% ^j	2%	6%	-	5%	2%	3%	5%
Trade unions/Strikes	2	2	1	2	1	1	1	2	-	-	2	-	-	-	-	1	-	1	2
	*	1%	*	1%	*	*	1%	1%	-	-	*	-	-	-	*	-	-	1%	*
Transport/Public transport	43	12	21	5	7	14	13	14	21	7	37	5	6	19	2	16	2	3	37
	4%	4%	8% ^{ad}	4%	2%	6% ^d	8% ^d	4%	4%	5%	4%	5%	3%	6%	3%	6% ^{rs}	2%	2%	4%
Unemployment/Factory closure/Lack of industry	205	65	46	38	68	38	44	85	93	27	173	28	45	71	15	67	20	34	217
	21%	22%	19%	27% ^{bde}	18%	17%	27% ^{bde}	26% ^h	19%	17%	20%	26%	26%	21%	20%	23%	18%	26%	22%

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	973	284	240	149	365	212	141	362	465	142	815	141	162	323	75	299	104	146	973
WEIGHTED BASE	978	295	248	139	380	224	160	330	485	159	857	108	175	341	78*	287	110*	128	973
	100%	30%	25%	14%	39%	23%	16%	34%	50%	16%	88%	11%	18%	35%	8%*	29%	11%*	13%	100%
Other	48	12	4	5	14	5	10	11	26	11	48	1	2	19	3	10	7	4	39
	5%	4%	1%	3%	4%	2%	6%b	3%	5%	7%	6%k	1%	1%	6%l	3%	3%	6%	3%	4%
MEAN NUMBER OF MENTIONS	3.22	3.97d	4.54ad _e	4.53d	3.58	3.91	4.58ad	2.99	3.42g	3.05	3.22	3.13	3.13	3.42	3.56s	3.27s	3.49s	2.78	3.15
STANDARD ERROR	0.07	0.16	0.19	0.26	0.11	0.21	0.27	0.10	0.11	0.16	0.08	0.16	0.11	0.14	0.31	0.11	0.19	0.12	0.07
ERROR VARIANCE	*	0.03	0.04	0.07	0.01	0.04	0.07	0.01	0.01	0.03	0.01	0.03	0.01	0.02	0.10	0.01	0.04	0.01	*
Don't know	127	12	6	2	22	12	2	51	57	19	106	17	14	48	6	33	5	26	141
	13%	4%	2%	1%	6%cc	5%	1%	16%	12%	12%	12%	16%	8%	14%	8%	11% _r	5%	21% _{pqr}	14%
Personal finances (NET)	290	101	84	36	92	45	50	113	142	34	244	43	53	111	25	79	21	30	286
	30%	34% _{de}	34% _{de}	26%	24%	20%	31% _e	34% _i	29%	21%	28%	40% _j	30%	32%	32%	28% _r	19%	24%	29%
Median	2	3	3	3	2	2	3	2	2	2	2	2	2	2	2	2	3	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	973	134	164	169	146	196	164	973
WEIGHTED BASE	978	131	165	194	138	205	145	973
	100%	13%	17%	20%	14%	21%	15%	100%
Ageing population/ Social care for the elderly	65 7%	4 3%	5 3%	15 8%	5 4%	19 9%	16 11%	66 7%
AIDS	7 1%	2 2%	3 2%	1 1%	- -	* *	- -	8 1%
Animal welfare	11 1%	4 3%	5 3%	1 *	1 1%	1 *	- -	12 1%
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	- -	- -	1 *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	79 8%	6 5%	4 3%	15 8%	9 6%	27 13%	18 12%	70 7%
Countryside/Rural life	8 1%	2 2%	2 1%	2 1%	1 1%	1 *	- -	6 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	139 14%	19 15%	29 18%	14 7%	31 23%	19 9%	27 19%	149 15%
Defence/Foreign affairs/ International terrorism	224 23%	28 21%	22 13%	46 24%	18 13%	76 37%	35 24%	212 22%
Drug abuse	67 7%	7 6%	21 13%	9 5%	14 10%	6 3%	10 7%	77 8%
Economy/Economic situation	295 30%	57 43%	40 24%	71 37%	38 28%	55 27%	34 24%	284 29%
Education/Schools	160 16%	35 27%	11 7%	46 24%	15 11%	41 20%	11 8%	141 14%

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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	973	134	164	169	146	196	164	973
WEIGHTED BASE	978	131	165	194	138	205	145	973
	100%	13%	17%	20%	14%	21%	15%	100%
Foot and mouth outbreak/Farming crisis	3 *	1 *	2 1%	- -	- -	- -	* *	4 *
Housing	143 15%	22 17%	32 19%	25 13%	22 16%	21 10%	22 15%	146 15%
Inflation/Prices	106 11%	19 15%	32 20%	16 8%	20 14%	10 5%	8 6%	110 11%
Local government/ Council tax	42 4%	2 2%	9 6%	6 3%	8 6%	8 4%	8 6%	42 4%
Low pay/Minimum wage/Fair wages	110 11%	17 13%	31 19%	22 11%	15 11%	11 5%	15 10%	101 10%
Morality/ Individual behaviour/ Lifestyle	73 7%	11 9%	3 2%	16 8%	11 8%	20 10%	11 8%	62 6%
National health service/Hospitals/ Healthcare	248 25%	31 24%	25 15%	53 27%	29 21%	75 37%	35 24%	240 25%
Nationalisation/ Government control of institutions	20 2%	- -	1 1%	6 3%	2 1%	7 3%	3 2%	17 2%
Northern Ireland	1 *	- -	1 1%	- -	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	6 4%	2 1%	2 1%	2 2%	3 1%	1 1%	15 2%
Pensions/Social security/Benefits	77 8%	15 11%	7 4%	16 8%	9 7%	18 9%	12 8%	78 8%
Petrol prices/Fuel	33 3%	7 6%	5 3%	8 4%	3 2%	4 2%	4 3%	31 3%

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	973	134	164	169	146	196	164	973
WEIGHTED BASE	978	131	165	194	138	205	145	973
	100%	13%	17%	20%	14%	21%	15%	100%
Pollution/ Environment	56 6%	4 3%	3 2%	23 12%	6 5%	14 7%	5 4%	49 5%
Population levels/ Overpopulation	51 5%	6 5%	7 4%	8 4%	5 3%	14 7%	11 8%	45 5%
Pound/Exchange rate/Value of pound	3 *	2 1%	1 *	- -	1 1%	- -	- -	3 *
Poverty/Inequality	125 13%	18 14%	17 10%	23 12%	20 14%	33 16%	13 9%	123 13%
Privatisation	20 2%	1 1%	* *	11 6%	1 1%	5 2%	1 1%	16 2%
Public services in general	52 5%	5 4%	9 6%	9 5%	6 4%	13 6%	10 7%	44 5%
Race relations/ Immigration/ Immigrants	380 39%	24 18%	42 25%	78 40%	61 44%	101 49%	74 51%	365 38%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	67 7%	10 8%	6 3%	12 6%	14 10%	18 9%	7 5%	67 7%
Taxation	38 4%	9 7%	10 6%	4 2%	11 8%	3 1%	2 1%	44 5%
Trade unions/ Strikes	2 *	1 1%	- -	- -	- -	- -	1 1%	2 *
Transport/Public transport	43 4%	10 8%	5 3%	11 6%	5 4%	7 3%	5 3%	37 4%
Unemployment/ Factory closure/ Lack of industry	205 21%	36 27%	47 28%	31 16%	42 30%	30 15%	19 13%	217 22%

Respondent type : GB Adults 18+
Fieldwork dates : 29th August - 10th September 2014
Number of sample points : 185
Source : Ipsos MORI (JN Q218)

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WEIGHTED BASE	978	131	165	194	138	205	145	973
	100%	13%	17%	20%	14%	21%	15%	100%
Other	48	1	6	16	5	15	7	39
	5%	1%	3%	8%	3%	7%	5%	4%
MEAN NUMBER OF MENTIONS	3.22	3.39	2.94	3.27	3.24	3.35	3.08	3.15
STANDARD ERROR	0.07	0.23	0.16	0.15	0.18	0.14	0.15	0.07
ERROR VARIANCE	*	0.05	0.02	0.02	0.03	0.02	0.02	*
Don't know	127	21	41	17	18	12	18	141
	13%	16%	25%	9%	13%	6%	13%	14%
Personal finances (NET)	290	46	59	55	46	52	32	286
	30%	35%	36%	29%	33%	25%	22%	29%
Median	2	2	2	2	2	2	2	2

Respondent type : GB Adults 18+
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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	973