

P.A.M. 17 - Issues Index

DRAFT

Table 31

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	997	449	548	100	148	174	178	150	140	107	248	352	397	247	221	291	211	274	512	485	997
Weighted total	993	480	514	116	164	194	164	150	106	98	281	359	354	204	257	292	205	240	548	445	997
AIDS	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	2 *	1 *	-	-	-	1 *	2 1%	1 1%	-	-	1 *	3 1%	1 1%	2 1%	1 1%	-	*	3 1%	*	5 1%
-	*	*	*	-	-	-	*	1%	1%	-	-	*	1%	1%	1%	1%	-	*	1%	*	1%
Countryside/rural life	1 *	1 *	-	-	-	-	-	1 1%	*	-	-	-	1 *	*	*	1 *	-	-	1 *	-	2 *
-	*	*	-	-	-	-	-	1%	*	-	-	-	*	*	*	*	-	-	*	-	*
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	158 16%	66 14%	92 18%	15 13%	28 17%	29 15%	31 19%	21 14%	18 17%	17 17%	43 15%	60 17%	55 16%	34 17%	16 6%	55 19%	37 18%	50 21%	71 13%	87 20%	158 16%
Defence/foreign affairs/ international terrorism	34 3%	18 4%	17 3%	4 4%	6 4%	3 2%	7 4%	5 3%	5 4%	4 4%	10 4%	10 3%	14 4%	9 4%	8 3%	15 5%	6 3%	5 2%	24 4%	11 2%	34 3%
Drug abuse	10 1%	3 1%	7 1%	3 2%	-	6 3%	1 1%	-	-	-	3 1%	7 2%	-	-	-	4 1%	1 *	5 2%	4 1%	6 1%	7 1%
-	1%	1%	1%	2%	-	3%	1%	-	-	-	1%	2%	-	-	-	1%	*	2%	1%	1%	1%
Economy/economic situation	335 34%	178 37%	157 31%	40 34%	59 36%	69 36%	53 32%	54 36%	30 29%	30 31%	99 35%	122 34%	114 32%	60 30%	124 48%	96 33%	59 29%	55 23%	221 40%	114 26%	320 32%
-	34%	37%	31%	34%	36%	36%	32%	36%	29%	31%	35%	34%	32%	30%	48%	33%	29%	23%	40%	26%	32%
Education/schools	17 2%	6 1%	11 2%	-	4 3%	8 4%	4 2%	-	1 1%	-	4 2%	11 3%	1 *	1 1%	7 3%	7 3%	-	2 1%	15 3%	2 1%	15 2%
-	2%	1%	2%	-	3%	4%	2%	-	1%	-	2%	3%	*	1%	3%	3%	-	1%	3%	1%	2%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	25 3%	14 3%	11 2%	5 4%	10 6%	3 2%	2 1%	5 3%	-	1 1%	15 5%	5 1%	6 2%	1 *	1 *	5 2%	11 5%	9 4%	6 1%	19 4%	25 3%
-	3%	3%	2%	4%	6%	2%	1%	3%	-	1%	5%	1%	2%	*	*	2%	5%	4%	1%	4%	3%
Inflation/prices	75 8%	36 7%	39 8%	11 9%	16 10%	10 5%	15 9%	10 7%	6 6%	7 7%	27 9%	25 7%	23 6%	13 6%	12 5%	16 6%	16 8%	31 13%	28 5%	46 10%	78 8%
-	8%	7%	8%	9%	10%	5%	9%	7%	6%	7%	9%	7%	6%	6%	5%	6%	8%	13%	5%	10%	8%
Local government/council tax	9 1%	4 1%	5 1%	2 1%	2 1%	2 1%	1 *	1 1%	2 2%	1 1%	3 1%	3 1%	3 1%	2 1%	1 *	2 1%	4 2%	2 1%	3 *	6 1%	9 1%
-	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	*	1%	1%
Low pay/minimum wage/ fair wages	4 *	1 *	3 1%	1 1%	-	1 *	-	1 1%	-	1 1%	1 *	1 *	2 1%	1 *	2 1%	1 *	-	1 *	3 1%	1 *	4 *
-	*	*	1%	1%	-	*	-	1%	-	1%	*	*	1%	*	1%	*	-	*	1%	*	*
Morality/individual behaviour	27 3%	8 2%	18 4%	2 1%	1 1%	9 4%	2 1%	8 5%	5 4%	1 1%	3 1%	10 3%	13 4%	5 3%	14 6%	6 2%	6 3%	*	20 4%	6 1%	24 2%
-	3%	2%	4%	1%	1%	4%	1%	5%	4%	1%	1%	3%	4%	3%	6%	2%	3%	*	4%	1%	2%
National Health Service/ Hospitals/Healthcare	28 3%	10 2%	18 3%	-	7 4%	5 3%	5 3%	3 2%	-	8 8%	7 2%	10 3%	10 3%	8 4%	5 2%	12 4%	4 2%	7 3%	17 3%	11 2%	28 3%
-	3%	2%	3%	-	4%	3%	3%	2%	-	8%	2%	3%	3%	4%	2%	4%	2%	3%	3%	2%	3%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	3 *	2 *	1 *	3 3%	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	3 1%	-	3 1%	2 *
-	*	*	*	3%	-	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	1%	*
Pensions/social security/benefits	10 1%	4 1%	6 1%	2 1%	* *	1 *	-	3 2%	2 2%	2 2%	2 1%	1 *	7 2%	4 2%	4 1%	-	3 1%	4 2%	4 1%	6 1%	10 1%
-	1%	1%	1%	1%	*	*	-	2%	2%	2%	1%	*	2%	2%	1%	-	1%	2%	1%	1%	1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 17 - Issues Index DRAFT

Table 31

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Petrol prices/fuel	16 2%	9 2%	7 1%	4 4%	1 1%	- -	2 1%	4 3%	2 2%	2 2%	6 2%	2 1%	8 2%	4 2%	6 2%	3 1%	2 1%	5 2%	9 2%	7 2%	15 2%
Pollution/environment	21 2%	8 2%	13 2%	- -	2 1%	6 3%	4 2%	4 3%	4 4%	1 1%	2 1%	10 3%	9 2%	5 2%	11 4%	7 2%	2 1%	1 *	18 3%	3 1%	21 2%
Pound/exchange rate/ value of pound	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *
Poverty/inequality	10 1%	3 1%	7 1%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	2 2%	2 1%	4 1%	4 1%	3 2%	3 1%	4 1%	1 *	2 1%	7 1%	3 1%	11 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	1 *	- -	1 *	- -	- -	- -	1 1%	- 1%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *
Race relations/ immigration/immigrants	108 11%	56 12%	52 10%	10 8%	10 6%	19 10%	18 11%	18 12%	17 16%	17 17%	20 7%	37 10%	52 15%	33 16%	17 7%	25 9%	35 17%	30 12%	43 8%	65 15%	123 12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Taxation	12 1%	8 2%	4 1%	3 3%	- -	3 1%	- -	4 2%	1 1%	1 1%	3 1%	3 1%	6 2%	3 1%	2 1%	5 2%	3 1%	2 1%	7 1%	5 1%	12 1%
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/factory closure/lack of industry	35 4%	20 4%	15 3%	4 3%	5 3%	13 7%	6 3%	2 2%	3 2%	3 3%	9 3%	19 5%	7 2%	5 3%	6 2%	9 3%	7 3%	13 6%	15 3%	21 5%	37 4%
Other	20 2%	10 2%	10 2%	1 1%	1 1%	3 1%	4 3%	3 2%	6 5%	2 2%	2 1%	7 2%	11 3%	8 4%	10 4%	6 2%	4 2%	- -	16 3%	4 1%	22 2%
Don't know	31 3%	12 2%	19 4%	8 7%	9 6%	3 2%	7 4%	1 *	1 1%	2 2%	17 6%	10 3%	3 1%	3 1%	5 2%	8 3%	4 2%	14 6%	13 2%	17 4%	31 3%

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Table 32

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Unweighted total	997	864	51	82	349	267	293	355	117	251	134	412	98	487	39	94	576	178	819	997
Weighted total	993	856	50	87	331	244	308	355	126	265	139	455	97	441	33	114	568	120	873	997
AIDS	1 *	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 2%	- -	- -	- -	1 *	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/pandemic flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/Europe/ EURO/Constitution	4 *	2 *	1 3%	- -	1 *	1 *	2 1%	* *	- -	* *	* *	2 *	- -	2 *	- -	1 1%	4 1%	- -	4 *	5 1%
Countryside/rural life	1 *	1 *	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	1 *	* *	- -	- -	- -	* *	1 1%	- -	2 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	158 16%	138 16%	7 13%	13 15%	51 15%	39 16%	46 15%	60 17%	36 29%	55 21%	19 14%	71 16%	14 14%	73 17%	5 16%	15 13%	72 13%	12 10%	146 17%	158 16%
Defence/foreign affairs/ international terrorism	34 3%	28 3%	2 3%	5 5%	11 3%	7 3%	11 4%	12 3%	4 3%	7 3%	3 2%	13 3%	5 5%	16 4%	2 6%	4 3%	23 4%	5 5%	29 3%	34 3%
Drug abuse	10 1%	6 1%	1 2%	3 3%	3 1%	- -	4 1%	3 1%	3 2%	3 1%	- -	4 1%	5 5%	1 *	- -	2 2%	6 1%	- -	10 1%	7 1%
Economy/economic situation	335 34%	296 35%	8 15%	31 35%	103 31%	72 30%	97 31%	135 38%	28 22%	92 35%	64 46%	160 35%	36 37%	139 31%	7 22%	39 34%	216 38%	54 45%	281 32%	320 32%
Education/schools	17 2%	17 2%	- -	- -	2 1%	2 1%	9 3%	7 2%	3 3%	5 2%	1 1%	9 2%	- -	8 2%	2 6%	5 4%	10 2%	1 1%	16 2%	15 2%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing	25 3%	24 3%	* 1%	1 2%	6 2%	5 2%	7 2%	12 3%	6 4%	8 3%	3 2%	13 3%	2 2%	10 2%	1 2%	4 4%	16 3%	2 2%	23 3%	25 3%
Inflation/prices	75 8%	64 7%	8 17%	3 3%	24 7%	21 9%	25 8%	26 7%	13 10%	17 7%	4 3%	38 8%	4 4%	32 7%	2 7%	7 6%	32 6%	8 7%	67 8%	78 8%
Local government/council tax	9 1%	8 1%	- -	1 1%	2 1%	1 1%	3 1%	4 1%	1 1%	3 1%	2 2%	4 1%	- -	5 1%	- -	1 1%	2 *	1 1%	8 1%	9 1%
Low pay/minimum wage/ fair wages	4 *	3 *	1 2%	- -	- -	- -	2 1%	2 1%	- -	1 *	1 1%	1 *	- -	3 1%	- -	1 1%	2 *	- -	4 *	4 *
Morality/individual behaviour	27 3%	21 2%	1 1%	5 6%	6 2%	1 *	8 3%	12 3%	5 4%	9 4%	4 3%	12 3%	3 3%	12 3%	1 3%	2 2%	18 3%	2 2%	24 3%	24 2%
National Health Service/ Hospitals/Healthcare	28 3%	18 2%	3 6%	6 7%	11 3%	5 2%	6 2%	10 3%	6 5%	9 3%	2 2%	12 3%	2 2%	13 3%	1 4%	3 2%	21 4%	7 5%	21 2%	28 3%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	3 *	3 *	- -	- -	2 1%	2 1%	1 *	- -	- -	- -	- -	2 *	1 1%	- -	- -	- -	- -	1 1%	2 *	2 *

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 32

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Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Pensions/social security/benefits	10 1%	9 1%	1 1%	1 1%	5 1%	4 2%	3 1%	2 1%	* *	1 *	1 *	5 1%	1 1%	4 1%	* 2%	2 2%	8 1%	- -	10 1%	10 1%
Petrol prices/fuel	16 2%	12 1%	1 3%	2 2%	5 2%	3 1%	7 2%	3 1%	- -	1 1%	1 1%	5 1%	1 1%	10 2%	2 5%	2 2%	9 2%	- -	16 2%	15 2%
Pollution/environment	21 2%	19 2%	1 1%	1 1%	5 1%	4 2%	5 2%	10 3%	1 1%	6 2%	5 3%	10 2%	3 3%	8 2%	- -	9 8%	14 2%	5 4%	16 2%	21 2%
Pound/exchange rate/ value of pound	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *
Poverty/inequality	10 1%	6 1%	1 3%	3 3%	4 1%	1 *	4 1%	3 1%	2 1%	3 1%	1 1%	4 1%	- -	6 1%	- -	- -	6 1%	1 1%	9 1%	11 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *
Race relations/ immigration/immigrants	108 11%	102 12%	6 12%	1 1%	46 14%	46 19%	37 12%	25 7%	4 3%	19 7%	16 11%	42 9%	8 9%	57 13%	2 5%	6 6%	59 10%	11 9%	98 11%	123 12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	1 *
Taxation	12 1%	11 1%	- -	1 1%	2 1%	1 *	5 2%	4 1%	1 1%	3 1%	2 2%	5 1%	2 2%	5 1%	- -	- -	7 1%	- -	12 1%	12 1%
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/factory closure/lack of industry	35 4%	30 4%	4 8%	1 1%	16 5%	15 6%	11 4%	8 2%	5 4%	7 3%	3 2%	21 5%	2 2%	12 3%	4 12%	7 6%	19 3%	4 4%	31 4%	37 4%
Other	20 2%	15 2%	- -	5 6%	11 3%	5 2%	5 2%	4 1%	1 1%	4 1%	3 2%	7 2%	3 3%	11 2%	- -	- -	13 2%	3 2%	18 2%	22 2%
Don't know	31 3%	22 3%	4 8%	4 5%	13 4%	9 4%	7 2%	11 3%	6 5%	8 3%	2 2%	14 3%	4 4%	12 3%	3 8%	4 3%	10 2%	4 3%	27 3%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 33

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Unweighted total	997	289	249	132	708	576	101	139	242	329	162	403	279	122	118	997
Weighted total	993	302	236	129	691	568	98	116	257	351	168	397	265	118	121	997
AIDS	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/pandemic flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/Europe/ EURO/Constitution	4 *	2 1%	- -	1 1%	2 *	4 1%	- -	- -	1 *	- -	1 *	2 *	1 *	2 2%	- -	5 1%
Countryside/rural life	1 *	- -	1 *	- -	1 *	* *	- -	- -	* *	- -	1 *	- -	* *	- -	- -	2 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	158 16%	40 13%	43 18%	15 12%	118 17%	72 13%	24 25%	23 20%	22 9%	59 17%	20 12%	158 40%	21 8%	12 10%	17 14%	158 16%
Defence/foreign affairs/ international terrorism	34 3%	12 4%	13 5%	4 3%	23 3%	23 4%	3 3%	3 3%	10 4%	7 2%	2 1%	8 2%	7 3%	34 29%	2 2%	34 3%
Drug abuse	10 1%	2 1%	5 2%	- -	8 1%	6 1%	- -	1 1%	- -	10 3%	3 2%	7 2%	2 1%	- -	2 2%	7 1%
Economy/economic situation	335 34%	122 40%	57 24%	57 44%	213 31%	216 38%	19 20%	36 31%	116 45%	116 33%	63 37%	109 27%	71 27%	38 32%	53 44%	320 32%
Education/schools	17 2%	4 1%	4 2%	2 2%	13 2%	10 2%	2 2%	2 1%	8 3%	12 4%	7 4%	8 2%	3 1%	1 1%	17 14%	15 2%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing	25 3%	4 1%	8 4%	5 4%	21 3%	16 3%	- -	2 2%	1 *	10 3%	1 1%	8 2%	2 1%	1 1%	1 *	25 3%
Inflation/prices	75 8%	14 5%	25 11%	5 4%	61 9%	32 6%	9 9%	11 9%	13 5%	28 8%	5 3%	26 7%	13 5%	8 6%	1 1%	78 8%
Local government/council tax	9 1%	3 1%	1 *	2 1%	6 1%	2 *	2 2%	4 3%	4 1%	2 1%	- -	6 1%	3 1%	2 1%	2 1%	9 1%
Low pay/minimum wage/ fair wages	4 *	3 1%	- -	- -	1 *	2 *	1 1%	1 1%	1 *	2 1%	1 *	- -	1 *	- -	1 1%	4 *
Morality/individual behaviour	27 3%	12 4%	3 1%	7 5%	15 2%	18 3%	1 1%	* *	9 3%	10 3%	5 3%	9 2%	4 2%	2 1%	4 3%	24 2%
National Health Service/ Hospitals/Healthcare	28 3%	12 4%	7 3%	6 4%	15 2%	21 4%	1 1%	5 4%	5 2%	8 2%	28 16%	6 2%	2 1%	1 *	8 6%	28 3%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	3 *	- -	2 1%	- -	3 *	- -	1 1%	- -	- -	2 1%	- -	- -	- -	1 1%	- -	2 *

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 33

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Pensions/social security/benefits	10 1%	3 1%	3 1%	- -	7 1%	8 1%	- -	1 1%	5 2%	1 *	3 2%	- -	1 *	- -	- -	10 1%
Petrol prices/fuel	16 2%	3 1%	8 3%	2 1%	13 2%	9 2%	1 1%	3 2%	6 2%	1 *	1 1%	4 1%	2 1%	3 3%	- -	15 2%
Pollution/environment	21 2%	2 1%	6 2%	6 5%	19 3%	14 2%	- -	- -	10 4%	10 3%	1 1%	- *	5 2%	2 2%	2 2%	21 2%
Pound/exchange rate/ value of pound	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Poverty/inequality	10 1%	2 1%	3 1%	2 2%	8 1%	6 1%	* *	2 2%	5 2%	2 *	3 2%	3 1%	- -	1 1%	3 2%	11 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 1%	- -	1 *
Race relations/ immigration/immigrants	108 11%	40 13%	18 8%	7 6%	68 10%	59 10%	14 14%	11 10%	16 6%	39 11%	16 10%	32 8%	108 41%	4 4%	4 3%	123 12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Taxation	12 1%	7 2%	2 1%	1 1%	5 1%	7 1%	- -	1 1%	3 1%	3 1%	4 2%	- -	4 1%	2 2%	2 1%	12 1%
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/factory closure/lack of industry	35 4%	9 3%	13 6%	3 2%	26 4%	19 3%	4 4%	6 5%	9 3%	12 3%	2 1%	7 2%	8 3%	1 1%	2 2%	37 4%
Other	20 2%	7 2%	4 2%	4 3%	13 2%	13 2%	- -	1 *	11 4%	4 1%	3 2%	4 1%	5 2%	2 2%	1 1%	22 2%
Don't know	31 3%	1 *	9 4%	- -	30 4%	10 2%	15 15%	4 3%	2 1%	13 4%	- -	1 *	- -	1 1%	- -	31 3%

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Table 34

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Unweighted total	997	689	120	188	-	997	915	82	178	819	997
Weighted total	993	684	120	189	-	993	905	89	120	873	997
AIDS	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	3 1%	-	*	-	4 *	4 *	-	-	4 *	5 1%
Countryside/rural life	1 *	1 *	-	-	-	1 *	1 *	-	1 1%	-	2 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	158 16%	120 18%	19 16%	19 10%	-	158 16%	135 15%	22 25%	12 10%	146 17%	158 16%
Defence/foreign affairs/ international terrorism	34 3%	27 4%	4 3%	4 2%	-	34 3%	33 4%	2 2%	5 5%	29 3%	34 3%
Drug abuse	10 1%	3 *	3 2%	4 2%	-	10 1%	6 1%	4 4%	-	10 1%	7 1%
Economy/economic situation	335 34%	218 32%	49 40%	68 36%	-	335 34%	317 35%	18 20%	54 45%	281 32%	320 32%
Education/schools	17 2%	14 2%	2 2%	1 *	-	17 2%	15 2%	2 3%	1 1%	16 2%	15 2%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-
Housing	25 3%	20 3%	-	5 3%	-	25 3%	18 2%	7 8%	2 2%	23 3%	25 3%
Inflation/prices	75 8%	52 8%	5 4%	18 10%	-	75 8%	60 7%	15 16%	8 7%	67 8%	78 8%
Local government/council tax	9 1%	7 1%	1 1%	1 1%	-	9 1%	9 1%	-	1 1%	8 1%	9 1%
Low pay/minimum wage/ fair wages	4 *	2 *	-	2 1%	-	4 *	4 *	-	-	4 *	4 *
Morality/individual behaviour	27 3%	18 3%	6 5%	2 1%	-	27 3%	26 3%	* *	2 2%	24 3%	24 2%
National Health Service/ Hospitals/Healthcare	28 3%	15 2%	3 3%	9 5%	-	28 3%	23 3%	4 5%	7 5%	21 2%	28 3%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	3 *	1 *	-	2 1%	-	3 *	3 *	-	1 1%	2 *	2 *
Pensions/social security/benefits	10 1%	6 1%	2 2%	2 1%	-	10 1%	10 1%	-	-	10 1%	10 1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 34

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Petrol prices/fuel	16 2%	11 2%	1 1%	4 2%	-	16 2%	15 2%	1 1%	-	16 2%	15 2%
Pollution/environment	21 2%	14 2%	3 2%	4 2%	-	21 2%	19 2%	1 2%	5 4%	16 2%	21 2%
Pound/exchange rate/ value of pound	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Poverty/inequality	10 1%	7 1%	1 1%	2 1%	-	10 1%	10 1%	-	1 1%	9 1%	11 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-
Public services in general	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Race relations/ immigration/immigrants	108 11%	75 11%	12 10%	21 11%	-	108 11%	106 12%	2 2%	11 9%	98 11%	123 12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Taxation	12 1%	11 2%	1 1%	-	-	12 1%	10 1%	2 2%	-	12 1%	12 1%
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	35 4%	24 4%	3 2%	8 4%	-	35 4%	32 4%	3 3%	4 4%	31 4%	37 4%
Other	20 2%	10 2%	4 3%	6 3%	-	20 2%	20 2%	1 1%	3 2%	18 2%	22 2%
Don't know	31 3%	22 3%	3 3%	5 3%	-	31 3%	25 3%	5 6%	4 3%	27 3%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 35

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
Total	997	993	1	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	997
	37	117	71	16	60	11	47	11	14	35	7	17	141	44	10	438	17	160	382	152	221	997
	36	104	64	17	67	15	50	10	15	39	10	16	139	52	12	442	14	178	365	139	212	997
	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1
	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4	-	1	-	1	-	-	-	-	-	-	-	1	*	-	1	-	1	1	-	1	5
	*	-	-	1%	-	2%	-	-	-	-	-	-	1%	1%	-	*	-	1%	*	-	1%	1%
	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	*	-	1	-	-	-	2
	*	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*
158	4	20	9	1	6	3	3	3	1	16	1	2	24	10	3	70	1	19	66	24	35	158
16%	10%	19%	15%	4%	9%	17%	7%	27%	10%	41%	11%	13%	17%	18%	27%	16%	8%	11%	18%	17%	16%	16%
34	2	2	1	-	2	-	2	-	-	2	-	2	7	1	-	15	-	5	15	4	9	34
3%	6%	2%	2%	-	3%	-	4%	-	-	4%	-	14%	5%	2%	-	3%	-	3%	4%	3%	4%	3%
10	-	-	-	-	-	-	-	-	-	3	2	-	3	-	-	4	-	2	4	-	3	7
1%	-	-	-	-	-	-	-	-	-	8%	18%	-	2%	-	-	1%	-	1%	1%	-	1%	1%
335	8	35	16	9	26	6	25	1	7	4	2	8	44	27	7	153	5	74	114	42	66	320
34%	21%	33%	25%	56%	39%	40%	49%	7%	50%	9%	21%	53%	32%	51%	56%	35%	40%	41%	31%	30%	31%	32%
17	-	-	5	-	3	-	1	-	-	-	-	-	2	1	1	4	-	4	7	-	7	15
2%	-	-	8%	-	4%	-	1%	-	-	-	-	-	2%	3%	11%	1%	-	3%	2%	-	3%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25	2	2	2	-	-	-	1	1	-	4	-	-	3	1	-	6	-	4	11	5	4	25
3%	7%	2%	2%	-	-	-	3%	7%	-	9%	-	-	2%	3%	-	1%	-	2%	3%	3%	2%	3%
75	3	4	7	-	7	2	1	1	3	5	-	-	10	1	1	35	-	12	25	6	15	78
8%	8%	3%	11%	-	10%	12%	3%	5%	21%	14%	-	-	7%	1%	6%	8%	-	7%	7%	5%	7%	8%
9	-	-	1	1	1	-	-	-	-	-	-	-	1	-	-	6	-	1	2	-	2	9
1%	-	-	1%	4%	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	1%	1%	-	1%	1%
4	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	3	-	1	-	-	-	4
*	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	*
27	5	4	-	-	6	3	1	2	-	-	-	-	2	3	-	10	-	10	10	9	2	24
3%	15%	4%	-	-	9%	23%	2%	15%	-	-	-	-	2%	7%	-	2%	-	6%	3%	7%	1%	2%
28	5	2	5	-	1	-	3	1	-	-	3	-	1	-	-	9	1	7	9	7	6	28
3%	14%	2%	8%	-	1%	-	7%	10%	-	-	28%	-	1%	-	-	2%	4%	4%	3%	5%	3%	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	2	2
*	-	1%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	*

Respondent type : GB adults 18+
 Fieldwork dates : 18th - 23rd September 2008
 Number of sample points : 203
 Source : Ipsos MORI (JN Q218)

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Table 35

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																						Unwtd total
Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press		
10 1%	-	1 1%	-	-	-	-	2 3%	-	-	-	-	-	-	1 1%	-	6 1%	1 6%	2 1%	1 *	1 1%	-	10 1%	
16 2%	1 2%	1 1%	1 2%	-	1 1%	-	-	-	-	-	-	-	3 2%	1 2%	-	8 2%	1 6%	2 1%	5 1%	1 1%	5 2%	15 2%	
21 2%	1 2%	-	-	-	1 1%	-	7 13%	-	-	-	1 10%	-	-	1 2%	-	12 3%	-	7 4%	1 *	1 *	-	21 2%	
1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *	
10 1%	-	1 1%	-	-	1 1%	1 8%	1 2%	-	-	-	1 12%	-	2 2%	2 4%	-	3 1%	1 8%	4 2%	3 1%	1 1%	2 1%	11 1%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-	1 *	1 *	
108 11%	5 14%	23 22%	8 13%	-	2 4%	-	-	-	1 9%	-	-	1 3%	21 15%	1 1%	-	50 11%	1 8%	4 2%	52 14%	28 20%	28 13%	123 12%	
1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	
12 1%	-	-	1 1%	1 7%	2 3%	-	1 2%	-	-	1 3%	-	-	2 2%	1 2%	-	7 2%	-	4 2%	3 1%	-	3 1%	12 1%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
35 4%	-	5 5%	4 7%	-	3 4%	-	1 2%	-	-	3 8%	-	* 3%	7 5%	1 1%	-	13 3%	1 5%	4 2%	18 5%	5 3%	11 5%	37 4%	
20 2%	1 1%	3 3%	-	1 5%	4 5%	-	-	2 20%	-	1 1%	-	1 8%	* *	1 2%	-	6 1%	2 14%	7 4%	4 1%	3 2%	3 1%	22 2%	
31 3%	-	2 2%	1 1%	3 20%	-	-	* 1%	1 8%	2 10%	1 3%	-	1 6%	3 2%	-	-	19 4%	-	2 1%	8 2%	2 1%	6 3%	31 3%	

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 36

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	997	105	143	197	155	210	187	997
Weighted total	993	124	156	219	140	205	149	997
AIDS	1 *	-	-	1 *	-	-	-	1 *
Animal welfare	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	-	-	1 *	-	3 1%	* 1%	5 1%
Countryside/rural life	1 *	-	-	-	-	1 1%	-	2 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	158 16%	15 12%	28 18%	34 16%	25 18%	21 10%	34 23%	158 16%
Defence/foreign affairs/ international terrorism	34 3%	8 7%	2 1%	5 2%	5 4%	10 5%	3 2%	34 3%
Drug abuse	10 1%	-	3 2%	4 2%	3 2%	-	-	7 1%
Economy/economic situation	335 34%	52 41%	47 30%	85 39%	37 26%	84 41%	30 20%	320 32%
Education/schools	17 2%	3 3%	1 1%	10 4%	1 1%	1 1%	-	15 2%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-
Housing	25 3%	4 3%	11 7%	2 1%	3 2%	1 *	5 3%	25 3%
Inflation/prices	75 8%	10 8%	16 11%	13 6%	12 9%	5 3%	18 12%	78 8%
Local government/council tax	9 1%	2 1%	2 1%	-	3 2%	1 *	2 2%	9 1%
Low pay/minimum wage/ fair wages	4 *	-	1 1%	1 *	-	2 1%	-	4 *
Morality/individual behaviour	27 3%	2 1%	1 1%	8 4%	2 2%	11 5%	2 2%	24 2%
National Health Service/ Hospitals/Healthcare	28 3%	5 4%	2 1%	5 2%	5 4%	7 4%	3 2%	28 3%
Northern Ireland	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	3 *	-	3 2%	-	-	-	-	2 *
Pensions/social security/benefits	10 1%	-	2 1%	-	1 1%	4 2%	3 2%	10 1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 36

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Petrol prices/fuel	16 2%	3 2%	3 2%	2 1%	- -	4 2%	4 3%	15 2%
Pollution/environment	21 2%	2 2%	- -	8 4%	1 1%	8 4%	1 1%	21 2%
Pound/exchange rate/ value of pound	1 *	- -	- -	- -	1 *	- -	- -	1 *
Poverty/inequality	10 1%	1 1%	1 1%	3 1%	1 1%	4 2%	* *	11 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	1 *	- -	- -	- -	1 1%	- -	- -	1 *
Race relations/ immigration/immigrants	108 11%	5 4%	15 9%	15 7%	21 15%	22 11%	29 20%	123 12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	- -	- -	- -	- -	1 *	- -	1 *
Taxation	12 1%	1 1%	2 1%	3 1%	- -	4 2%	2 2%	12 1%
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/factory closure/lack of industry	35 4%	3 2%	6 4%	10 5%	8 6%	1 1%	6 4%	37 4%
Other	20 2%	1 1%	1 1%	5 2%	2 1%	9 5%	1 1%	22 2%
Don't know	31 3%	9 7%	8 5%	3 1%	7 5%	1 1%	2 1%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 37

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Gender		Age												Social class						Unwtd total
Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE		
997	449	548	100	148	174	178	150	140	107	248	352	397	247	221	291	211	274	512	485	997	
993	480	514	116	164	194	164	150	106	98	281	359	354	204	257	292	205	240	548	445	997	
2 *	2 *	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	-	2 1%	-	-	2 *	-	2 *	
3 *	1 *	1 *	-	-	1 *	-	1 1%	1 1%	-	-	1 *	2 *	1 *	-	1 *	-	2 1%	1 *	2 *	3 *	
2 *	1 *	* *	-	-	1 1%	-	* *	-	-	-	1 *	* *	-	-	-	-	2 1%	-	2 *	2 *	
9 1%	6 1%	3 1%	-	1 *	2 1%	2 1%	3 2%	2 2%	-	1 *	4 1%	5 1%	2 1%	2 1%	4 2%	2 1%	1 1%	6 1%	3 1%	12 1%	
13 1%	9 2%	4 1%	-	1 1%	3 2%	4 3%	1 1%	3 3%	1 1%	1 *	7 2%	5 1%	4 2%	9 3%	4 2%	-	* *	13 2%	* *	13 1%	
397 40%	163 34%	234 46%	37 32%	57 34%	78 40%	68 41%	62 41%	42 40%	54 55%	93 33%	146 41%	158 45%	96 47%	86 33%	128 44%	79 39%	104 43%	214 39%	184 41%	403 40%	
118 12%	72 15%	45 9%	14 12%	19 12%	16 8%	18 11%	22 15%	16 15%	13 13%	33 12%	34 9%	51 14%	29 14%	44 17%	42 14%	14 7%	17 7%	86 16%	32 7%	122 12%	
67 7%	20 4%	47 9%	10 9%	13 8%	20 10%	7 4%	5 4%	6 5%	6 6%	23 8%	27 7%	17 5%	11 6%	5 2%	21 7%	15 7%	27 11%	25 5%	41 9%	69 7%	
545 55%	292 61%	252 49%	61 52%	85 51%	106 54%	101 61%	91 61%	54 51%	47 48%	145 52%	207 58%	193 54%	101 50%	175 68%	165 57%	107 52%	98 41%	340 62%	204 46%	517 52%	
121 12%	51 11%	69 14%	7 6%	14 8%	48 25%	24 15%	9 6%	11 10%	7 7%	21 7%	72 20%	28 8%	18 9%	55 21%	32 11%	16 8%	18 7%	87 16%	33 8%	118 12%	
2 *	-	2 *	-	-	-	2 1%	-	-	-	-	2 *	-	-	2 1%	-	-	-	2 *	-	1 *	
3 *	-	3 1%	-	1 1%	-	-	2 2%	-	-	1 *	-	2 1%	-	2 1%	1 *	-	-	3 1%	-	3 *	
92 9%	34 7%	58 11%	12 11%	22 13%	18 9%	14 9%	13 9%	6 6%	6 6%	34 12%	32 9%	25 7%	12 6%	15 6%	23 8%	22 11%	31 13%	39 7%	53 12%	97 10%	
217 22%	97 20%	120 23%	22 19%	48 29%	35 18%	42 26%	27 18%	22 21%	20 20%	71 25%	78 22%	68 19%	42 20%	30 12%	62 21%	52 25%	72 30%	92 17%	124 28%	226 23%	
31 3%	14 3%	16 3%	4 3%	3 2%	5 3%	3 2%	6 4%	3 3%	7 7%	7 2%	8 2%	16 5%	10 5%	6 2%	10 3%	9 4%	6 3%	16 3%	15 3%	30 3%	
41 4%	13 3%	27 5%	3 3%	5 3%	11 5%	6 4%	9 6%	4 4%	2 2%	8 3%	17 5%	16 4%	7 3%	11 4%	13 5%	8 4%	9 4%	24 4%	17 4%	42 4%	
72 7%	30 6%	42 8%	8 7%	6 4%	12 6%	10 6%	15 10%	16 15%	6 6%	14 5%	22 6%	37 10%	21 10%	35 14%	16 5%	11 6%	10 4%	51 9%	21 5%	72 7%	
168 17%	70 15%	98 19%	9 8%	21 13%	40 20%	32 20%	27 18%	20 19%	19 19%	30 11%	72 20%	66 19%	39 19%	56 22%	62 21%	27 13%	23 10%	118 21%	50 11%	162 16%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9 1%	2 *	6 1%	3 3%	-	-	-	5 3%	* *	* *	3 1%	-	6 2%	1 *	2 1%	2 1%	1 *	4 2%	4 1%	5 1%	8 1%	
52 5%	24 5%	28 5%	4 4%	6 4%	3 2%	6 4%	9 6%	11 10%	13 13%	11 4%	9 3%	32 9%	23 11%	14 5%	13 5%	11 5%	14 6%	27 5%	25 6%	52 5%	

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 37

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Petrol prices/fuel	77 8%	42 9%	34 7%	8 7%	18 11%	10 5%	12 7%	15 10%	7 7%	6 6%	26 9%	22 6%	28 8%	14 7%	14 6%	23 8%	15 8%	24 10%	38 7%	39 9%	81 8%
Pollution/environment	82 8%	43 9%	39 8%	7 6%	16 10%	14 7%	11 7%	16 11%	10 10%	8 8%	23 8%	25 7%	34 10%	18 9%	36 14%	28 10%	11 5%	7 3%	64 12%	18 4%	80 8%
Pound/exchange rate/ value of pound	9 1%	6 1%	2 *	2 2%	- -	2 1%	3 2%	1 1%	1 1%	- -	2 1%	4 1%	2 1%	1 1%	1 *	2 1%	2 1%	3 1%	3 1%	5 1%	9 1%
Poverty/inequality	70 7%	28 6%	42 8%	9 8%	7 4%	14 7%	12 7%	14 10%	11 10%	3 3%	16 6%	26 7%	28 8%	13 7%	27 11%	19 6%	9 5%	15 6%	46 8%	24 5%	67 7%
Privatisation	6 1%	6 1%	1 *	2 2%	2 1%	- -	1 1%	1 1%	- -	- -	4 1%	1 *	1 *	- -	4 2%	- -	- -	2 1%	4 1%	2 1%	5 1%
Public services in general	28 3%	14 3%	13 3%	1 1%	2 1%	11 6%	5 3%	3 2%	5 5%	1 1%	3 1%	16 5%	8 2%	5 3%	8 3%	6 2%	7 3%	6 3%	14 3%	13 3%	27 3%
Race relations/ immigration/immigrants	265 27%	129 27%	136 26%	16 14%	43 26%	54 28%	51 31%	38 25%	37 35%	26 27%	59 21%	105 29%	101 28%	63 31%	65 25%	77 26%	70 34%	52 22%	142 26%	123 28%	279 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	9 1%	6 1%	3 1%	2 1%	1 1%	3 2%	1 *	1 1%	1 1%	1 1%	3 1%	4 1%	2 1%	2 1%	4 2%	4 1%	- -	1 *	8 1%	1 *	8 1%
Taxation	57 6%	34 7%	23 4%	10 8%	5 3%	10 5%	11 7%	7 5%	7 6%	7 7%	15 5%	21 6%	21 6%	14 7%	15 6%	30 10%	6 3%	6 3%	45 8%	12 3%	55 6%
Trade unions/strikes	1 *	1 *	- -	- -	- -	- -	- -	* *	- -	1 1%	- -	- -	1 *	1 *	- -	1 *	- -	- -	1 *	- -	2 *
Transport/public transport	8 1%	6 1%	1 *	- -	2 1%	1 1%	1 1%	- -	1 1%	2 2%	2 1%	2 1%	3 1%	3 1%	2 1%	2 1%	2 1%	2 1%	4 1%	4 1%	9 1%
Unemployment/factory closure/lack of industry	113 11%	55 11%	58 11%	17 15%	15 9%	30 15%	24 15%	8 5%	10 9%	8 9%	33 12%	54 15%	26 7%	18 9%	24 9%	33 11%	21 10%	35 15%	56 10%	56 13%	117 12%
Other	50 5%	24 5%	27 5%	4 4%	6 4%	12 6%	12 8%	5 3%	7 7%	4 4%	11 4%	24 7%	16 4%	11 5%	17 7%	16 5%	11 5%	7 3%	33 6%	18 4%	53 5%
Don't know	27 3%	9 2%	18 4%	5 5%	9 6%	3 2%	6 4%	- -	1 1%	2 2%	15 5%	9 3%	3 1%	3 1%	3 1%	8 3%	4 2%	13 5%	11 2%	16 4%	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 38

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Unweighted total	997	864	51	82	349	267	293	355	117	251	134	412	98	487	39	94	576	178	819	997
Weighted total	993	856	50	87	331	244	308	355	126	265	139	455	97	441	33	114	568	120	873	997
AIDS	2 *	1 *	- -	1 1%	1 *	- -	- -	1 *	- -	1 1%	1 1%	1 *	- -	1 *	1 2%	1 1%	1 *	- -	2 *	2 *
Animal welfare	3 *	3 *	- -	- -	3 1%	3 1%	- -	- -	- -	- -	- -	1 *	- -	2 *	- -	- -	1 *	- -	3 *	3 *
Bird flu/pandemic flu	2 *	2 *	- -	- -	- -	- -	- -	2 *	1 1%	2 1%	* *	1 *	- -	* *	- -	1 1%	* *	- -	2 *	2 *
Common Market/EU/Europe/ EURO/Constitution	9 1%	7 1%	1 3%	1 1%	3 1%	2 1%	4 1%	3 1%	1 1%	1 *	* *	6 1%	- -	4 1%	- -	1 1%	7 1%	2 1%	7 1%	12 1%
Countryside/rural life	13 1%	12 1%	- -	1 1%	3 1%	2 1%	4 1%	6 2%	1 1%	4 1%	3 2%	5 1%	4 4%	5 1%	* 1%	5 4%	9 2%	5 4%	9 1%	13 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	397 40%	348 41%	19 37%	30 35%	120 36%	89 37%	118 38%	160 45%	73 58%	135 51%	62 45%	162 36%	38 40%	197 45%	14 42%	35 31%	214 38%	48 40%	349 40%	403 40%
Defence/foreign affairs/ international terrorism	118 12%	98 11%	4 8%	16 18%	41 12%	25 10%	29 9%	49 14%	17 13%	37 14%	20 15%	45 10%	18 18%	55 12%	3 10%	14 12%	77 14%	19 16%	98 11%	122 12%
Drug abuse	67 7%	50 6%	4 8%	13 15%	26 8%	13 5%	19 6%	22 6%	13 10%	21 8%	8 6%	24 5%	14 14%	29 7%	4 11%	5 4%	30 5%	7 6%	60 7%	69 7%
Economy/economic situation	545 55%	482 56%	15 31%	47 54%	156 47%	109 45%	179 58%	210 59%	64 50%	152 57%	89 64%	267 59%	54 55%	224 51%	16 50%	64 56%	344 60%	73 61%	471 54%	517 52%
Education/schools	121 12%	113 13%	2 5%	5 6%	32 10%	27 11%	41 13%	47 13%	17 13%	34 13%	17 13%	60 13%	11 11%	50 11%	4 12%	21 18%	73 13%	16 13%	105 12%	118 12%
Foot and mouth outbreak/ farming crisis	2 *	2 *	- -	- -	- -	- -	- -	2 *	- -	2 1%	2 1%	2 *	- -	- -	- -	- -	2 *	- -	2 *	1 *
GM/GM (Genetically modified) foods	3 *	3 *	- -	- -	- -	- -	1 *	2 1%	2 1%	2 1%	- -	1 *	- -	2 1%	- -	- -	2 *	1 1%	2 *	3 *
Housing	92 9%	78 9%	3 5%	11 13%	31 9%	19 8%	20 6%	41 12%	18 15%	28 11%	10 7%	37 8%	8 9%	46 10%	4 13%	6 5%	50 9%	10 8%	82 9%	97 10%
Inflation/prices	217 22%	183 21%	19 38%	15 17%	74 23%	60 24%	74 24%	68 19%	36 28%	50 19%	15 11%	103 23%	21 22%	93 21%	5 14%	21 19%	106 19%	21 17%	196 22%	226 23%
Local government/council tax	31 3%	28 3%	- -	2 3%	8 2%	5 2%	6 2%	17 5%	9 7%	16 6%	6 5%	12 3%	1 1%	18 4%	- -	3 3%	15 3%	2 2%	28 3%	30 3%
Low pay/minimum wage/ fair wages	41 4%	33 4%	5 9%	4 4%	14 4%	10 4%	11 3%	17 5%	10 8%	13 5%	3 2%	19 4%	3 3%	18 4%	- -	3 3%	20 3%	4 3%	37 4%	42 4%
Morality/individual behaviour	72 7%	60 7%	3 5%	10 11%	24 7%	14 6%	22 7%	26 7%	11 9%	23 9%	12 8%	26 6%	8 8%	38 9%	2 6%	10 9%	40 7%	6 5%	66 8%	72 7%
National Health Service/ Hospitals/Healthcare	168 17%	147 17%	6 12%	15 17%	52 16%	37 15%	58 19%	58 16%	18 15%	47 18%	28 20%	72 16%	18 19%	77 17%	2 7%	24 21%	111 20%	19 16%	149 17%	162 16%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	9 1%	8 1%	- -	1 1%	3 1%	2 1%	4 1%	2 *	- -	1 *	1 1%	2 *	1 1%	6 1%	1 3%	- -	4 1%	1 1%	8 1%	8 1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 38

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Pensions/social security/benefits	52 5%	47 5%	2 4%	3 4%	15 4%	11 5%	20 6%	18 5%	6 5%	13 5%	7 5%	19 4%	5 6%	28 6%	1 3%	3 3%	37 7%	3 2%	49 6%	52 5%
Petrol prices/fuel	77 8%	61 7%	9 18%	7 8%	22 7%	15 6%	33 11%	21 6%	6 5%	14 5%	8 6%	48 11%	2 2%	26 6%	2 7%	8 7%	47 8%	12 10%	64 7%	81 8%
Pollution/environment	82 8%	74 9%	2 4%	6 7%	17 5%	11 4%	28 9%	37 10%	3 3%	21 8%	18 13%	39 8%	6 6%	38 9%	2 5%	17 15%	51 9%	14 11%	69 8%	80 8%
Pound/exchange rate/ value of pound	9 1%	7 1%	1 2%	1 1%	5 1%	4 1%	2 1%	1 *	1 *	1 1%	1 1%	7 2%	- -	2 *	- -	1 1%	4 1%	1 1%	8 1%	9 1%
Poverty/inequality	70 7%	55 6%	6 13%	9 10%	19 6%	10 4%	27 9%	25 7%	11 9%	19 7%	8 6%	34 7%	7 7%	29 7%	1 5%	8 7%	42 7%	9 8%	61 7%	67 7%
Privatisation	6 1%	6 1%	- -	- -	2 1%	2 1%	- -	4 1%	2 1%	4 1%	2 2%	4 1%	- -	2 1%	* 1%	2 2%	* *	- -	6 1%	5 1%
Public services in general	28 3%	24 3%	2 4%	2 2%	5 2%	4 1%	11 3%	12 3%	4 3%	12 4%	7 5%	14 3%	3 3%	11 2%	1 3%	3 2%	15 3%	1 1%	26 3%	27 3%
Race relations/ immigration/immigrants	265 27%	238 28%	11 21%	16 19%	88 27%	71 29%	88 29%	89 25%	21 17%	67 25%	45 33%	119 26%	27 28%	118 27%	5 15%	29 25%	155 27%	34 28%	231 26%	279 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	9 1%	6 1%	1 2%	2 2%	2 1%	- -	4 1%	3 1%	- -	2 1%	2 2%	4 1%	2 2%	4 1%	1 4%	1 1%	6 1%	1 1%	8 1%	8 1%
Taxation	57 6%	52 6%	3 5%	3 3%	12 4%	10 4%	24 8%	21 6%	9 7%	16 6%	7 5%	29 6%	5 6%	23 5%	- -	5 5%	47 8%	6 5%	51 6%	55 6%
Trade unions/strikes	1 *	1 *	- -	- -	- -	- -	* *	1 *	- -	1 *	1 *	* *	- -	1 *	- -	- -	* *	* *	1 *	2 *
Transport/public transport	8 1%	8 1%	- -	- -	1 *	1 *	1 *	6 2%	1 1%	4 1%	2 2%	4 1%	1 1%	3 1%	- -	- -	2 *	1 1%	7 1%	9 1%
Unemployment/factory closure/lack of industry	113 11%	88 10%	7 14%	18 20%	54 16%	36 15%	31 10%	28 8%	10 8%	22 8%	12 9%	55 12%	11 12%	46 10%	12 36%	17 15%	70 12%	14 12%	98 11%	117 12%
Other	50 5%	38 4%	- -	13 15%	27 8%	15 6%	12 4%	11 3%	1 1%	7 3%	6 4%	24 5%	6 6%	20 5%	1 3%	4 3%	34 6%	8 7%	42 5%	53 5%
Don't know	27 3%	19 2%	4 8%	4 5%	13 4%	9 4%	7 2%	8 2%	5 4%	5 2%	- -	14 3%	2 2%	11 2%	2 6%	4 3%	8 1%	3 2%	24 3%	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 39

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

		Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
	Total	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Unweighted total	997	289	249	132	708	576	101	139	242	329	162	403	279	122	118	997
Weighted total	993	302	236	129	691	568	98	116	257	351	168	397	265	118	121	997
AIDS	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 1%	1 *	1 *	- -	- -	2 *
Animal welfare	3 *	1 *	1 *	1 1%	2 *	1 *	1 1%	2 1%	1 *	1 *	- -	2 *	1 *	- -	- -	3 *
Bird flu/pandemic flu	2 *	* *	1 *	- -	1 *	* *	- -	- -	* *	- -	- -	2 *	* *	- -	- -	2 *
Common Market/EU/Europe/ EURO/Constitution	9 1%	5 2%	- -	1 1%	4 1%	7 1%	- -	- -	4 1%	3 1%	2 1%	4 1%	2 1%	3 3%	1 1%	12 1%
Countryside/rural life	13 1%	4 1%	2 1%	4 3%	10 1%	9 2%	- -	1 1%	7 3%	4 1%	1 *	2 1%	5 2%	3 2%	3 2%	13 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	397 40%	120 40%	105 45%	46 36%	278 40%	214 38%	43 44%	62 54%	79 31%	127 36%	62 37%	397 100%	90 34%	39 33%	48 40%	403 40%
Defence/foreign affairs/ international terrorism	118 12%	43 14%	26 11%	18 14%	75 11%	77 14%	8 8%	10 9%	37 15%	28 8%	14 8%	39 10%	22 8%	118 100%	9 7%	122 12%
Drug abuse	67 7%	12 4%	24 10%	5 4%	55 8%	30 5%	11 11%	14 12%	1 *	40 11%	9 6%	56 14%	10 4%	5 5%	7 6%	69 7%
Economy/economic situation	545 55%	193 64%	105 44%	82 64%	351 51%	344 60%	39 39%	59 51%	179 70%	180 51%	95 57%	194 49%	124 47%	64 55%	69 57%	517 52%
Education/schools	121 12%	42 14%	30 13%	18 14%	79 11%	73 13%	7 7%	10 8%	47 18%	68 19%	57 34%	48 12%	23 9%	9 8%	121 100%	118 12%
Foot and mouth outbreak/ farming crisis	2 *	- -	- -	2 1%	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	1 *
GM/GM (Genetically modified) foods	3 *	1 *	- -	1 1%	2 *	2 *	- -	1 1%	2 1%	- -	1 1%	1 *	- -	- -	- -	3 *
Housing	92 9%	18 6%	21 9%	15 12%	74 11%	50 9%	13 13%	12 10%	14 5%	42 12%	10 6%	35 9%	18 7%	9 8%	10 8%	97 10%
Inflation/prices	217 22%	57 19%	57 24%	30 23%	160 23%	106 19%	28 29%	30 26%	42 16%	83 24%	21 13%	94 24%	51 19%	21 18%	8 7%	226 23%
Local government/council tax	31 3%	11 4%	4 2%	4 3%	20 3%	15 3%	5 5%	10 9%	8 3%	7 2%	6 4%	14 3%	6 2%	4 3%	5 4%	30 3%
Low pay/minimum wage/ fair wages	41 4%	13 4%	9 4%	6 4%	28 4%	20 3%	10 10%	9 8%	7 3%	16 5%	6 3%	15 4%	8 3%	3 3%	7 6%	42 4%
Morality/individual behaviour	72 7%	26 9%	16 7%	13 10%	46 7%	40 7%	6 6%	3 3%	19 7%	26 7%	14 9%	34 9%	23 9%	9 8%	13 11%	72 7%
National Health Service/ Hospitals/Healthcare	168 17%	78 26%	26 11%	24 18%	89 13%	111 20%	10 11%	18 16%	53 21%	57 16%	168 100%	62 16%	37 14%	14 12%	57 47%	162 16%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	9 1%	2 1%	5 2%	- -	6 1%	4 1%	1 1%	1 1%	3 1%	2 1%	1 1%	1 *	- -	1 1%	- -	8 1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 17 - Issues Index DRAFT

Table 39

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Pensions/social security/benefits	52 5%	20 7%	8 3%	6 5%	31 5%	37 7%	4 4%	13 11%	10 4%	8 2%	18 10%	13 3%	7 3%	5 4%	6 5%	52 5%
Petrol prices/fuel	77 8%	23 7%	22 9%	6 5%	54 8%	47 8%	8 8%	10 8%	18 7%	23 7%	8 5%	27 7%	16 6%	8 6%	3 2%	81 8%
Pollution/environment	82 8%	16 5%	26 11%	17 13%	66 10%	51 9%	2 2%	5 4%	31 12%	30 9%	13 8%	25 6%	14 5%	10 8%	12 10%	80 8%
Pound/exchange rate/ value of pound	9 1%	3 1%	4 2%	1 1%	6 1%	4 1%	- -	1 *	3 1%	3 1%	- -	1 *	1 *	1 1%	- -	9 1%
Poverty/inequality	70 7%	15 5%	21 9%	15 11%	55 8%	42 7%	5 5%	9 8%	19 7%	26 7%	11 7%	24 6%	15 6%	7 6%	9 8%	67 7%
Privatisation	6 1%	4 1%	2 1%	- -	2 *	* *	- -	* *	1 1%	2 1%	1 *	3 1%	* *	2 2%	- -	5 1%
Public services in general	28 3%	12 4%	5 2%	4 3%	16 2%	15 3%	2 2%	1 1%	3 1%	14 4%	7 4%	12 3%	8 3%	4 3%	3 3%	27 3%
Race relations/ immigration/immigrants	265 27%	106 35%	46 19%	27 21%	159 23%	155 27%	18 18%	31 27%	78 30%	104 30%	37 22%	90 23%	265 100%	22 19%	23 19%	279 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	9 1%	3 1%	1 *	- -	6 1%	6 1%	2 2%	1 1%	4 2%	4 1%	- -	3 1%	3 1%	3 2%	1 1%	8 1%
Taxation	57 6%	28 9%	9 4%	10 8%	29 4%	47 8%	2 2%	7 6%	13 5%	15 4%	19 11%	11 3%	17 6%	11 9%	5 4%	55 6%
Trade unions/strikes	1 *	1 *	* *	- -	* *	* *	- -	- -	* *	- -	1 *	1 *	- -	1 1%	- -	2 *
Transport/public transport	8 1%	2 1%	2 1%	- -	6 1%	2 *	1 1%	1 *	3 1%	1 *	3 2%	3 1%	1 *	1 1%	2 2%	9 1%
Unemployment/factory closure/lack of industry	113 11%	29 10%	41 17%	10 8%	83 12%	70 12%	8 9%	20 17%	29 11%	40 11%	18 10%	39 10%	30 11%	9 8%	14 12%	117 12%
Other	50 5%	15 5%	14 6%	5 4%	36 5%	34 6%	3 3%	3 3%	19 7%	20 6%	5 3%	11 3%	15 6%	3 3%	1 1%	53 5%
Don't know	27 3%	- -	9 4%	- -	27 4%	8 1%	13 14%	4 3%	1 *	13 4%	- -	- -	- -	- -	- -	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 40

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Unweighted total	997	689	120	188	-	997	915	82	178	819	997
Weighted total	993	684	120	189	-	993	905	89	120	873	997
AIDS	2 *	1 *	-	1 1%	- -	2 *	2 *	- -	- -	2 *	2 *
Animal welfare	3 *	2 *	1 1%	- -	- -	3 *	3 *	- -	- -	3 *	3 *
Bird flu/pandemic flu	2 *	1 *	-	* *	- -	2 *	2 *	- -	- -	2 *	2 *
Common Market/EU/Europe/ EURO/Constitution	9 1%	7 1%	1 1%	1 1%	- -	9 1%	9 1%	- -	2 1%	7 1%	12 1%
Countryside/rural life	13 1%	5 1%	1 1%	7 4%	- -	13 1%	13 1%	- -	5 4%	9 1%	13 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	397 40%	294 43%	51 42%	53 28%	- -	397 40%	351 39%	46 52%	48 40%	349 40%	403 40%
Defence/foreign affairs/ international terrorism	118 12%	89 13%	11 10%	17 9%	- -	118 12%	114 13%	3 4%	19 16%	98 11%	122 12%
Drug abuse	67 7%	46 7%	8 7%	13 7%	- -	67 7%	55 6%	12 13%	7 6%	60 7%	69 7%
Economy/economic situation	545 55%	366 53%	74 61%	105 56%	- -	545 55%	507 56%	38 43%	73 61%	471 54%	517 52%
Education/schools	121 12%	85 12%	15 13%	21 11%	- -	121 12%	112 12%	9 10%	16 13%	105 12%	118 12%
Foot and mouth outbreak/ farming crisis	2 *	2 *	-	- -	- -	2 *	2 *	- -	- -	2 *	1 *
GM/GM (Genetically modified) foods	3 *	3 *	-	- -	- -	3 *	3 *	- -	1 1%	2 *	3 *
Housing	92 9%	61 9%	14 11%	18 9%	- -	92 9%	77 9%	14 16%	10 8%	82 9%	97 10%
Inflation/prices	217 22%	153 22%	14 11%	50 26%	- -	217 22%	183 20%	34 38%	21 17%	196 22%	226 23%
Local government/council tax	31 3%	25 4%	2 2%	4 2%	- -	31 3%	29 3%	2 2%	2 2%	28 3%	30 3%
Low pay/minimum wage/ fair wages	41 4%	25 4%	6 5%	10 5%	- -	41 4%	35 4%	6 6%	4 3%	37 4%	42 4%
Morality/individual behaviour	72 7%	47 7%	10 9%	15 8%	- -	72 7%	67 7%	5 5%	6 5%	66 8%	72 7%
National Health Service/ Hospitals/Healthcare	168 17%	100 15%	27 22%	41 22%	- -	168 17%	158 17%	10 11%	19 16%	149 17%	162 16%
Northern Ireland	- -	- -	-	-	- -	- -	- -	-	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	9 1%	7 1%	-	2 1%	- -	9 1%	9 1%	- -	1 1%	8 1%	8 1%
Pensions/social security/benefits	52 5%	35 5%	7 6%	11 6%	- -	52 5%	52 6%	- -	3 2%	49 6%	52 5%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 40

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Petrol prices/fuel	77 8%	53 8%	5 4%	19 10%	-	77 8%	72 8%	5 5%	12 10%	64 7%	81 8%
Pollution/environment	82 8%	54 8%	14 12%	14 8%	-	82 8%	79 9%	3 4%	14 11%	69 8%	80 8%
Pound/exchange rate/ value of pound	9 1%	5 1%	1 1%	2 1%	-	9 1%	8 1%	1 1%	1 1%	8 1%	9 1%
Poverty/inequality	70 7%	48 7%	6 5%	16 8%	-	70 7%	64 7%	6 7%	9 8%	61 7%	67 7%
Privatisation	6 1%	3 *	-	3 2%	-	6 1%	6 1%	-	-	6 1%	5 1%
Public services in general	28 3%	20 3%	1 1%	7 4%	-	28 3%	25 3%	3 3%	1 1%	26 3%	27 3%
Race relations/ immigration/immigrants	265 27%	183 27%	32 27%	50 26%	-	265 27%	253 28%	12 13%	34 28%	231 26%	279 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	9 1%	7 1%	-	2 1%	-	9 1%	9 1%	-	1 1%	8 1%	8 1%
Taxation	57 6%	42 6%	6 5%	9 5%	-	57 6%	56 6%	2 2%	6 5%	51 6%	55 6%
Trade unions/strikes	1 *	1 *	-	-	-	1 *	1 *	-	*	1 *	2 *
Transport/public transport	8 1%	3 *	3 3%	1 1%	-	8 1%	8 1%	-	1 1%	7 1%	9 1%
Unemployment/factory closure/lack of industry	113 11%	79 12%	14 11%	20 11%	-	113 11%	107 12%	6 7%	14 12%	98 11%	117 12%
Other	50 5%	28 4%	6 5%	17 9%	-	50 5%	47 5%	4 4%	8 7%	42 5%	53 5%
Don't know	27 3%	21 3%	3 3%	3 2%	-	27 3%	22 2%	5 5%	3 2%	24 3%	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

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Table 41

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
997	37	117	71	16	60	11	47	11	14	35	7	17	141	44	10	438	17	160	382	152	221	997
993	36	104	64	17	67	15	50	10	15	39	10	16	139	52	12	442	14	178	365	139	212	997
2	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	2
*	-	-	-	4%	-	-	-	-	-	-	-	-	-	3%	-	-	-	1%	*	-	*	*
3	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	-	1	-	1	3
*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-	*	*
2	-	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	1	-	1	2
*	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	*
9	-	2	1	-	2	-	-	-	-	-	-	-	1	*	-	4	-	2	3	2	1	12
1%	-	2%	1%	-	3%	-	-	-	-	-	-	-	1%	1%	-	1%	-	1%	1%	1%	1%	1%
13	-	1	-	-	2	-	3	-	1	-	-	-	-	3	-	7	-	6	1	1	-	13
1%	-	1%	-	-	3%	-	6%	-	8%	-	-	-	-	6%	-	1%	-	3%	*	1%	-	1%
397	13	51	31	3	26	8	16	4	6	25	5	7	59	20	8	157	5	68	169	64	91	403
40%	36%	49%	48%	16%	39%	56%	33%	39%	39%	66%	49%	43%	42%	38%	68%	36%	35%	39%	46%	46%	43%	40%
118	4	9	3	1	17	4	9	1	6	5	4	2	21	6	1	42	1	37	42	14	25	122
12%	12%	9%	4%	4%	26%	27%	18%	8%	39%	13%	43%	14%	15%	12%	7%	9%	7%	21%	12%	10%	12%	12%
67	-	5	6	3	-	1	1	1	-	7	2	1	13	2	1	29	-	6	29	5	19	69
7%	-	4%	10%	20%	-	7%	3%	5%	-	19%	18%	4%	9%	3%	8%	7%	-	4%	8%	3%	9%	7%
545	19	57	34	9	40	7	35	3	9	23	7	12	72	33	9	238	7	110	201	76	112	517
55%	52%	55%	53%	56%	59%	48%	69%	33%	63%	60%	71%	73%	52%	63%	77%	54%	53%	62%	55%	54%	53%	52%
121	5	10	6	-	8	7	10	1	4	3	-	-	6	15	1	59	4	31	27	14	12	118
12%	13%	9%	9%	-	12%	48%	21%	5%	26%	8%	-	-	5%	29%	11%	13%	27%	18%	7%	10%	6%	12%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1
*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
3	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	2	-	-	-	3
*	-	-	-	-	2%	-	2%	-	-	-	-	-	-	2%	-	*	-	1%	-	-	-	*
92	4	6	4	1	4	2	4	1	1	7	3	2	12	4	1	39	*	14	32	11	17	97
9%	12%	6%	7%	4%	5%	15%	9%	7%	6%	18%	29%	11%	8%	7%	11%	9%	3%	8%	9%	8%	8%	10%
217	6	24	19	-	11	2	8	3	4	18	-	2	33	6	2	94	1	26	89	29	51	226
22%	17%	23%	30%	-	16%	15%	16%	26%	28%	46%	-	12%	24%	11%	17%	21%	6%	15%	24%	21%	24%	23%
31	4	2	7	1	3	1	2	1	2	1	-	-	3	2	1	12	-	7	13	6	11	30
3%	12%	2%	11%	4%	5%	6%	3%	7%	14%	4%	-	-	2%	3%	11%	3%	-	4%	3%	4%	5%	3%
41	1	2	3	-	4	-	2	2	1	3	1	1	4	2	1	16	-	11	13	3	7	42
4%	3%	2%	5%	-	7%	-	4%	24%	8%	8%	11%	8%	3%	3%	11%	4%	-	6%	3%	2%	3%	4%
72	8	7	4	1	9	7	2	2	3	-	-	1	5	6	1	36	-	18	23	15	9	72
7%	24%	7%	6%	4%	14%	49%	3%	15%	22%	-	-	3%	4%	12%	11%	8%	-	10%	6%	11%	4%	7%
168	9	17	10	-	16	6	11	2	2	1	5	3	10	9	1	83	4	40	43	25	23	162
17%	24%	16%	16%	-	24%	37%	23%	18%	14%	2%	49%	17%	7%	17%	11%	19%	28%	23%	12%	18%	11%	16%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	1	2	-	1	-	2	-	-	-	-	*	*	-	-	2	-	3	4	1	3	8
1%	-	1%	4%	-	2%	-	4%	-	-	-	-	2%	*	-	-	*	-	2%	1%	1%	1%	1%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 17 - Issues Index DRAFT

Table 41

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
52 5%	4 12%	7 7%	4 6%	- -	3 5%	1 6%	2 5%	- -	1 6%	- -	- -	- -	8 5%	1 2%	- -	23 5%	2 16%	7 4%	20 5%	11 8%	12 6%	52 5%
77 8%	2 5%	7 7%	7 11%	1 8%	2 3%	* 3%	2 3%	- -	- -	6 15%	2 18%	- -	15 10%	7 13%	3 27%	31 7%	2 15%	12 7%	34 9%	9 6%	22 10%	81 8%
82 8%	2 5%	3 2%	- -	1 5%	7 10%	2 14%	14 28%	- -	1 6%	2 6%	2 22%	- -	6 5%	3 5%	- -	45 10%	2 16%	23 13%	13 4%	4 3%	6 3%	80 8%
9 1%	- -	3 3%	3 4%	1 8%	1 2%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	1 *	- -	1 1%	6 2%	3 2%	6 3%	9 1%
70 7%	1 3%	7 7%	2 3%	2 12%	2 14%	4 26%	9 17%	- -	1 8%	4 11%	1 12%	- -	11 8%	7 13%	3 22%	26 6%	2 18%	22 12%	25 7%	8 6%	13 6%	67 7%
6 1%	- -	- -	2 3%	- -	- -	2 12%	- -	- -	2 13%	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%	- -	2 1%	5 1%
28 3%	1 3%	2 2%	3 4%	1 7%	3 4%	1 6%	2 3%	- -	1 6%	1 2%	- -	- -	6 4%	4 8%	1 8%	10 2%	1 6%	8 5%	11 3%	3 2%	8 4%	27 3%
265 27%	11 31%	43 41%	17 27%	1 9%	17 25%	2 13%	6 12%	1 13%	1 9%	3 8%	3 28%	5 34%	45 32%	10 19%	1 8%	124 28%	3 22%	33 18%	109 30%	54 39%	62 29%	279 28%
9 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	1 5%	- -	- -	- -	3 2%	- -	- -	4 1%	- *	1 1%	5 1%	2 1%	3 2%	8 1%
57 6%	6 15%	3 3%	8 13%	1 7%	7 11%	- -	5 10%	- -	1 8%	2 4%	- -	- -	9 6%	7 13%	- -	25 6%	- -	18 10%	19 5%	8 6%	16 8%	55 6%
1 *	- -	- -	- -	- -	- -	* 3%	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	1 *	- -	* *	- -	- -	- -	2 *
8 1%	- -	1 1%	- -	- -	1 1%	1 6%	1 2%	- -	1 6%	- -	- -	- -	1 *	- -	- -	3 1%	1 8%	1 1%	1 *	1 *	1 *	9 1%
113 11%	1 2%	10 10%	6 9%	2 11%	4 5%	1 6%	3 6%	1 13%	1 6%	10 26%	2 18%	1 5%	19 14%	4 8%	- -	55 13%	1 5%	13 7%	42 11%	11 8%	24 11%	117 12%
50 5%	1 3%	5 5%	1 2%	3 20%	6 9%	- -	3 6%	2 20%	1 8%	2 4%	2 18%	2 13%	3 2%	1 2%	1 9%	16 4%	3 24%	15 8%	16 4%	6 4%	10 5%	53 5%
27 3%	- -	2 2%	1 1%	3 20%	- -	- -	* 1%	1 8%	1 6%	1 3%	- -	1 6%	3 2%	- -	- -	18 4%	- -	1 1%	8 2%	2 1%	6 3%	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 17 - Issues Index DRAFT

Table 42

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	997	105	143	197	155	210	187	997
Weighted total	993	124	156	219	140	205	149	997
AIDS	2 *	- -	- -	2 1%	- -	- -	- -	2 *
Animal welfare	3 *	- -	- -	1 *	- -	- -	2 1%	3 *
Bird flu/pandemic flu	2 *	- -	- -	- -	1 1%	- -	* *	2 *
Common Market/EU/Europe/ EURO/Constitution	9 1%	- -	1 *	3 1%	1 1%	3 2%	1 1%	12 1%
Countryside/rural life	13 1%	1 1%	- -	7 3%	* *	5 2%	- -	13 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	397 40%	37 29%	57 36%	86 40%	60 43%	91 44%	67 45%	403 40%
Defence/foreign affairs/ international terrorism	118 12%	24 19%	9 6%	22 10%	12 8%	40 19%	11 7%	122 12%
Drug abuse	67 7%	11 9%	12 8%	12 5%	15 11%	2 1%	14 10%	69 7%
Economy/economic situation	545 55%	77 62%	69 44%	143 65%	64 46%	120 59%	72 49%	517 52%
Education/schools	121 12%	15 12%	6 4%	53 24%	19 13%	19 9%	9 6%	118 12%
Foot and mouth outbreak/ farming crisis	2 *	- -	- -	2 1%	- -	- -	- -	1 *
GM/GM (Genetically modified) foods	3 *	1 1%	- -	- -	- -	2 1%	- -	3 *
Housing	92 9%	11 9%	24 15%	18 8%	14 10%	10 5%	15 10%	97 10%
Inflation/prices	217 22%	30 24%	40 26%	41 19%	36 26%	21 10%	47 32%	226 23%
Local government/council tax	31 3%	2 1%	5 3%	3 1%	5 3%	11 5%	5 3%	30 3%
Low pay/minimum wage/ fair wages	41 4%	2 1%	6 4%	15 7%	2 2%	7 4%	9 6%	42 4%
Morality/individual behaviour	72 7%	7 5%	7 4%	17 8%	5 3%	27 13%	10 7%	72 7%
National Health Service/ Hospitals/Healthcare	168 17%	21 17%	9 6%	52 24%	20 14%	45 22%	21 14%	162 16%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	9 1%	- -	3 2%	- -	- -	4 2%	2 1%	8 1%
Pensions/social security/benefits	52 5%	3 2%	8 5%	7 3%	2 2%	17 9%	15 10%	52 5%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 17 - Issues Index DRAFT

Table 42

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Petrol prices/fuel	77 8%	15 12%	10 7%	12 5%	11 8%	10 5%	18 12%	81 8%
Pollution/environment	82 8%	15 12%	8 5%	20 9%	5 4%	29 14%	5 3%	80 8%
Pound/exchange rate/ value of pound	9 1%	-	2 1%	2 1%	2 2%	1 1%	1 1%	9 1%
Poverty/inequality	70 7%	9 7%	7 5%	16 7%	10 7%	21 10%	7 5%	67 7%
Privatisation	6 1%	2 1%	2 1%	1 *	* *	1 1%	- -	5 1%
Public services in general	28 3%	-	3 2%	12 5%	5 3%	3 1%	5 4%	27 3%
Race relations/ immigration/immigrants	265 27%	24 19%	35 22%	62 28%	43 31%	56 27%	45 30%	279 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	9 1%	2 1%	1 1%	4 2%	- -	2 1%	- -	8 1%
Taxation	57 6%	11 9%	4 3%	17 8%	4 3%	17 8%	4 3%	55 6%
Trade unions/strikes	1 *	-	-	-	-	1 *	-	2 *
Transport/public transport	8 1%	-	2 1%	2 1%	1 1%	2 1%	1 *	9 1%
Unemployment/factory closure/lack of industry	113 11%	16 13%	17 11%	29 13%	25 18%	11 6%	15 10%	117 12%
Other	50 5%	3 3%	7 5%	18 8%	6 5%	12 6%	4 3%	53 5%
Don't know	27 3%	7 6%	7 5%	2 1%	7 5%	1 1%	2 1%	27 3%

Respondent type : GB adults 18+
Fieldwork dates : 18th - 23rd September 2008
Number of sample points : 203
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