

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 (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
100%		49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Ageing population/ Social care for the elderly	16 2%	6 1%	10 2%	1 1%	1 *	2 1%	4 3%	1 1%	7 3%i	1 *	7 2%	8 2%	4 1%	12 2%	4 2%	3 1%	5 2%	3 1%	7 1%	8 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	8 2%	6 1%	2 1%	-	-	3 2%	3 2%	7 3%zdi	2 1%	3 1%	10 3%zi	2 *	13 2%	5 2%	4 1%	3 2%	3 1%	9 2%	6 1%	15 2%
Countryside/Rural life	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	19 2%	10 2%	10 2%	5 4%e	4 2%	-	5 3%	1 1%	4 2%	9 3%	5 1%	5 2%	9 2%	10 2%	4 1%	4 1%	6 3%	6 2%	8 1%	12 3%	23 2%
Defence/Foreign affairs/ International terrorism	36 4%	17 3%	19 4%	3 2%	10 6%	4 2%	5 3%	8 6%	6 3%	13 4%	9 3%	14 4%	17 4%	19 4%	11 4%	7 2%	8 4%	10 4%	18 3%	18 4%	34 4%
Drug abuse	4 *	2 *	1 *	1 1%	-	-	-	1 *	1 1%	1 *	-	2 1%	1 *	2 *	1 *	1 *	1 *	1 *	1 *	2 *	5 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	986
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Economy/Economic situation	79	46	33	7	7	19	19	10	17	13	39	27	33	46	34	25	7	13	59	20	76
	8%in q	10%	7%	5%	4%	12%di	11%di	7%	8%	5%	12%zdi	8%	7%	9%	13%zn	10%nq	3%	5%	11%zno	4%	8%
Education/Schools	24	13	10	8	6	5	2	1	2	14	7	3	19	5	5	7	9	3	12	11	19
	2%k	3%	2%	6%zfg	4%k	3%	1%	1%	1%	5%zhk	2%	1%	4%	1%	2%	3%	4%	1%	2%	2%o	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26	12	15	5	5	5	5	3	4	9	10	7	14	12	8	4	6	9	12	14	27
	3%	2%	3%	4%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	1%	3%	4%	2%	3%	3%
Immigration/immigrants	389	185	204	35	55	61	65	65	109	90	126	173	152	238	87	97	102	103	184	205	371
	40%ci p	39%	40%	27%	33%	38%	37%	46%cd	50%zc	30%	38%cd	49%zc	33%	45%	33%	37%	47%zl	42%	35%	44%zl	38%
Inflation/Prices	2	*	2	*	-	-	1	1	-	*	1	1	*	2	-	1	-	1	1	1	3
	*	*	*	*	-	-	1%	1%	-	*	*	*	*	*	-	*	-	1%	*	*	*
Local government/Council tax	3	1	1	1	-	*	1	-	-	1	1	-	2	1	1	1	-	-	3	-	3
	*	*	*	1%	-	*	1%	-	-	*	*	-	*	*	*	1%	-	-	*	-	*
Low pay/Minimum wage/Fair wages	37	17	19	10	12	3	5	4	2	22	8	6	25	11	9	10	7	11	18	18	35
	4%hk	4%	4%	7%zhj	7%zhj	2%	3%	3%	1%	7%zhj	3%	2%	6%	2%	3%	4%	3%	5%	3%	4%	4%
Morality/Individual behaviour/Lifestyle	11	6	5	-	2	3	2	1	3	2	5	4	5	6	4	7	1	-	10	1	10
	1%q	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%zoq	*	-	2%zoq	*	1%
National health service/Hospitals/Healthcare	92	34	58	11	19	13	16	12	21	31	29	32	43	49	32	26	18	16	58	34	88
	9%a	7%	11%za	9%	12%	8%	9%	9%	10%	10%	9%	9%	9%	9%	12%o	10%	8%	6%	11%	7%	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Nationalisation/ Government control of institutions	3	*	2	1	-	1	-	-	*	1	1	*	2	*	1	1	1	-	2	1	4
	*	*	*	1%	-	1%	-	-	*	*	*	*	1%	*	*	*	*	-	*	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	17	5	12	1	2	6	3	1	4	3	9	5	9	8	6	4	1	7	9	7	18
	2%	1%	2%	1%	1%	4%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	*	3%	2%	2%	2%
Petrol prices/Fuel	4	2	2	-	-	1	2	-	1	-	3	1	1	2	2	1	-	-	4	-	3
	*	*	*	-	-	1%	1%	-	*	-	1%	*	*	*	1%	*	-	-	1%	-	*
Pollution/ Environment	9	1	8	2	1	-	2	3	1	3	2	4	3	6	5	2	-	2	7	2	8
	1% ^a	*	2% ^a	1%	*	-	1%	2%	*	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	*	1%
Population levels/ Overpopulation	9	4	5	1	-	1	2	1	5	1	2	6	2	8	-	3	3	3	3	6	11
	1%	1%	1%	1%	-	1%	1%	1%	2% ^{zi}	*	1%	2%	*	1%	-	1%	1%	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	*	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	1
	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	*
Poverty/Inequality	49	27	22	6	8	7	12	8	8	14	19	15	22	28	12	21	10	7	33	16	51
	5%	6%	4%	5%	5%	4%	7%	6%	3%	5%	6%	4%	5%	5%	5%	8% ^{zoq}	4%	3%	6%	4%	5%
Privatisation	7	5	1	2	2	1	1	-	1	4	2	1	5	2	6	-	-	1	6	1	6
	1%	1%	*	1%	1%	1%	1%	-	*	1%	1%	*	1%	*	2% ^{zmq}	-	-	*	1%	*	1%
Public services in general	11	7	4	1	2	4	2	-	2	3	6	2	7	4	4	2	1	4	6	5	9
	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%

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	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Race relations	8 1%	5 1%	3 1%	1 1%	1 1%	2 1%	2 1%	2 1%	1 1%	2 1%	3 1%	3 1%	3 1%	5 1%	1 *	2 1%	2 1%	3 1%	3 1%	5 1%	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	3 1%	1 *	-	-	1 1%	2 1%	1 1%	-	-	3 1%	1 *	1 *	3 1%	2 1%	1 *	2 1%	-	2 *	2 *	5 1%
Taxation	5 1%	2 *	3 1%	2 1%	1 1%	-	-	2 1%	*	3 1%	-	2 1%	3 1%	2 *	3 1%	1 *	-	1 *	4 1%	1 *	5 1%
Trade unions/ Strikes	2 *	1 *	1 *	-	-	-	1 *	-	1 1%	-	1 *	1 *	-	2 *	-	-	1 1%	1 *	-	2 *	2 *
Transport/Public transport	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	-	1 *	1 *	-	-	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	48 5%fhp	26 5%	22 4%	8 6%fh	16 9%zfh	10 6%	2 1%	8 5%	4 2%	24 8%zfh	12 4%f	11 3%h	34 7%	14 3%	8 3%	9 3%	13 6%	19 8%zlm	16 3%	32 7%zp	49 5%
Other	10 1%b	9 2%zb	1 *	* *	4 2%	3 2%	1 1%	-	2 1%	4 1%	3 1%	2 1%	7 1%	3 1%	3 1%	2 1%	3 1%	2 1%	5 1%	4 1%	8 1%
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	48 5%hkl	23 5%	25 5%	15 12%zfg	11 7%hk	8 5%	7 4%	4 3%	3 1%	27 9%zgh	14 4%	7 2%	34 8%	13 3%	3 1%	18 7%lp	10 4%l	18 7%l	20 4%l	28 6%l	53 5%
Personal finances (NET)	92 9%hk	47 10%	45 9%	16 12%hk	21 12%h	12 7%	20 12%h	13 9%	11 5%	37 12%hk	32 9%	23 7%	48 11%	43 8%	23 9%	32 12%	17 8%	19 8%	56 11%	36 8%	92 9%
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?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Ageing population/ Social care for the elderly	16 2%	14 2%	1 1%	1 1%	3 1%	2 1%	6 2%	5 2%	7 2%	1 1%	7 3%i	6 4%za	7 2%	3 1%	3 2%	1 *	10 2%	3 1%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	13 2%	1 3%i	-	3 1%	3 1%	8 3%	6 2%	4 1%j	-	1 *	1 1%	11 3%zmp q	1 *	2 1%	1 1%	12 2%m	3 1%	15 2%
Countryside/Rural life	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	19 2%	16 2%	1 2%	2 2%	6 2%	4 2%	8 3%	7 3%	5 1%	2 1%	5 2%	3 2%	5 1%	4 1%	5 3%	5 3%	9 1%	10 3%	23 2%
Defence/Foreign affairs/ International terrorism	36 4%i	28 3%	4 8%hi	4 4%	15 5%i	11 5%i	13 4%	9 4%	8 2%	1 1%	7 3%i	6 4%	13 4%	8 3%	4 3%	11 5%	21 3%	15 4%	34 4%
Drug abuse	4 *	2 *	1 2%zag	1 1%	2 *	1 *	1 *	-	1 *	1 1%	1 *	-	1 *	-	1 1%	-	1 *	1 *	5 1%

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WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Economy/Economic situation	79	68	4	7	27	20	20	16	32	6	26	20	29	31	5	14	60	18	76
	8% ^{nq}	8%	8%	8%	8%	8%	7%	6%	9% ⁱ	5%	9% ⁱ	14% ^{zafghij}	9% ⁿ	10% ⁿ	3%	7%	10% ^{znq}	5%	8%
Education/Schools	24	23	1	-	5	5	9	8	10	2	7	5	5	6	2	10	12	12	19
	2%	3%	2%	-	2%	2%	3%	3%	3%	1%	3%	4%	2%	2%	1%	5% ^{zp}	2%	3% ⁿ	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26	26	-	-	3	3	1	1	23	15	19	3	7	5	4	10	12	14	27
	3% ^{cdfg}	3% ^{defg}	-	-	1%	1%	*	*	6% ^{za}	11% ^{zab}	7% ^{zac}	2%	2%	2%	3%	5%	2%	4%	3%
Immigration/immigrants	389	346	20	23	135	112	126	106	129	29	81	51	134	131	65	57	264	122	371
	40% ^{ci}	41% ^{ch}	41% ⁱ	28%	42% ^{ci}	47% ^{za}	42% ^{ci}	42% ^{ci}	36% ^{ij}	22%	30% ⁱ	37% ^{ij}	42% ^o	43% ^o	45% ^{oq}	27%	43% ^{zo}	35% ^o	38%
Inflation/Prices	2	2	-	-	-	-	2	2	-	-	-	-	1	1	-	-	2	-	3
	*	*	-	-	-	-	1%	1%	-	-	-	-	*	*	-	-	*	-	*
Local government/Council tax	3	3	-	-	3	3	-	-	-	-	-	-	-	3	-	-	3	-	3
	*	*	-	-	1% ^z	1% ^{za}	-	-	-	-	-	-	-	1%	-	-	*	-	*
Low pay/Minimum wage/Fair wages	37	29	3	5	9	4	15	12	13	10	13	3	13	7	6	11	20	17	35
	4% ^e	3%	5%	6% ^{de}	3% ^e	2%	5%	5%	4%	7% ^{zad}	5% ^h	2%	4%	2%	4%	5%	3%	5%	4%
Morality/Individual behaviour/Lifestyle	11	8	-	3	3	1	3	3	5	4	4	-	4	6	-	1	10	1	10
	1%	1%	-	3% ^{zde}	1% ^e	*	1%	1%	1%	3% ^{ae}	1%	-	1%	2%	-	*	2%	*	1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th - 17th September 2015
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
National health service/Hospitals/Healthcare	92 9%	78 9%	5 10%	9 11%	30 9%	21 9%	29 10%	25 10%	33 9%	15 11%	28 10%	13 9%	32 10%	29 10%	12 8%	18 9%	61 10%	30 8%	88 9%
Nationalisation/ Government control of institutions	3 *	2 *	- -	1 1%	1 *	- -	- -	- -	2 1%	2 2%zaf	2 1%	- -	1 *	- -	- -	2 1%	1 *	2 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	17 2%	17 2%	-	-	7 2%	7 3%	5 2%	5 2%	4 1%	3 2%	3 1%	-	6 2%	5 2%	3 2%	3 1%	11 2%	6 2%	18 2%
Petrol prices/Fuel	4 *	3 *	-	1 1%	2 1%	2 1%	-	-	1 *	1 1%	1 *	-	-	2 1%	-	1 1%	2 *	1 *	3 *
Pollution/ Environment	9 1%	7 1%	-	2 3%fgj	5 2%f	3 1%	-	-	3 1%g	1 1%	1 *	-	5 2%	3 1%	-	1 *	8 1%	1 *	8 1%
Population levels/ Overpopulation	9 1%	7 1%	2 5%zac	- dfghi	3 1%	3 1%	3 1%g	1 *	3 1%	1 *	3 1%	3 2%	5 2%	1 *	3 2%	1 *	6 1%	4 1%	11 1%
Pound/Exchange rate/Value of pound	* *	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	1 *
Poverty/Inequality	49 5%	41 5%	-	8 9%bf	19 6%	12 5%	10 3%	10 4%	20 6%	6 5%	16 6%	10 7%	15 5%	18 6%	6 4%	10 5%	34 5%	16 4%	51 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Privatisation	7 1%	5 1%	1 2%e	1 1%	1 *	- -	2 1%	1 *	4 1%	4 3%zad efghj k	4 2%a	-	1 *	2 1%	-	3 1%	3 1%	3 1%	6 1%
Public services in general	11 1%l	10 1%	-	1 1%	4 1%	3 1%	2 1%	2 1%	5 2%	2 2%	3 1%	1 1%	1 *	8 2%l	1 1%	1 1%	8 1%l	2 1%	9 1%
Race relations	8 1%	6 1%	2 3%fg	-	4 1%	4 1%	2 1%	-	3 1%	1 1%	3 1%	2 1%	3 1%	1 *	2 1%	2 1%	4 1%	4 1%	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *a	1 *	-	3 4%zad efghj k	3 1%a	-	-	-	1 *	1 1%	1 *	-	-	4 1%	-	-	4 1%	-	5 1%
Taxation	5 1%p	4 *	-	1 1%	2 *	* *	1 *	1 *	2 1%	1 *	2 1%	2 1%	-	* *	2 2%lp	1 *	* *	3 1%	5 1%
Trade unions/ Strikes	2 *	2 *	-	-	-	-	1 *	1 *	1 *	-	1 *	1 1%	1 *	-	1 1%	-	1 *	1 *	2 *
Transport/Public transport	1 *	1 *	-	-	1 *	1 1%	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	48 5%kp	42 5%k	2 5%	4 5%	13 4%	9 4%	17 6%k	15 6%k	18 5%k	13 10%zad ehjk	14 5%k	1 1%	10 3%	12 4%	6 4%	20 10%zlm p	22 4%	26 7%zln p	49 5%
Other	10 1%	9 1%	-	* *	1 *	1 *	-	-	8 2%zaf	3 2%fg	8 3%zad efg	6 4%zad efg	2 1%	3 1%	2 1%	3 2%	4 1%	5 2%	8 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	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)
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	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
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	48 5%elp	39 5%	1 3%	7 8%dek	13 4%e	6 3%	20 7%	19 7%e	15 4%	8 6%	11 4%	3 2%	5 2%	9 3%	11 8%lmp	20 9%zlm p	14 2%	31 9%zlm p	53 5%
Personal finances (NET)	92 9%	75 9%	3 5%	14 16%za def	31 10%e	17 7%	27 9%	24 9%	34 9%	17 13%	30 11%h	13 10%	29 9%	28 9%	11 8%	22 11%	58 9%	34 10%	92 9%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Table 3
Q.PL01
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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	969	338	107	524	33	192	308	46	777	47	109	299	302	969
WEIGHTED BASE	986	396	145*	445	27**	214	282	48*	772	51*	99*	349	333	969
	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Ageing population/ Social care for the elderly	16 2%	4 1%	4 3%	8 2%	-	3 1%	4 1%	1 1%	13 2%	2 4%	-	6 2%	4 1%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%	3 1%	3 2%	9 2%	-	4 2%	2 1%	2 4%	10 1%	1 1%	2 2%	5 1%	-	15 2%
Countryside/Rural life	1 *	-	-	1 *	-	-	-	-	1 *	-	1 1%	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	19 2%	5 1%	4 3%	10 2%	2%	6 3%	5 2%	1 2%	13 2%	-	5 5%	6 2%	10 3%	23 2%
Defence/Foreign affairs/ International terrorism	36 4%gi	14 3%	6 4%	16 4%	1 3%	18 8%zgi	3 1%	-	18 2%g	1 1%	1 1%	14 4%	17 5%	34 4%
Drug abuse	4 *	-	-	4 1%	-	* *	-	1 2%	3 *	-	-	-	-	5 1%

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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Economy/Economic situation	79	41	10	28	-	25	14	6	54	4	4	43	32	76
	8%gi	10%	7%	6%	-	12%g	5%	12%	7%	7%	5%	12%zl	10%	8%
Education/Schools	24	10	7	7	*	3	9	3	21	-	3	7	10	19
	2%	2%	5%	2%	1%	1%	3%	6%	3%	-	3%	2%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	26	12	1	14	2	2	11	2	24	1	3	9	17	27
	3%	3%	1%	3%	8%	1%	4%	4%	3%	2%	3%	3%	5%	3%
Immigration/immigrants	389	146	57	186	6	111	100	10	279	33	46	138	115	371
	40%hi	37%	39%	42%	22%	52%zg	35%	22%	36%	64%zg	47%	39%	35%	38%
Inflation/Prices	2	-	1	1	*	1	1	-	1	-	-	-	1	3
	*	-	1%	*	2%	*	*	-	*	-	-	-	*	*
Local government/Council tax	3	-	1	2	-	-	*	1	3	-	*	-	*	3
	*	-	1%	*	-	-	*	2%	*	-	*	-	*	*
Low pay/Minimum wage/Fair wages	37	23	7	7	2	-	19	5	37	-	3	12	17	35
	4%cf	6%zc	5%	2%	8%	-	7%zf	11%zfr	5%zf	-	3%	3%	5%	4%
Morality/Individual behaviour/Lifestyle	11	7	-	4	-	4	2	1	7	-	-	8	5	10
	1%	2%	-	1%	-	2%	1%	2%	1%	-	-	2%	1%	1%
National health service/Hospitals/Healthcare	92	35	8	49	6	15	32	4	77	4	10	31	26	88
	9%	9%	6%	11%	21%	7%	11%	8%	10%	7%	10%	9%	8%	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Nationalisation/ Government control of institutions	3 *	-	-	3 1%	-	* *	1 *	1 2%	2 *	-	-	2 *	1 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	17 2%	5 1%	1 1%	10 2%	1 2%	3 2%	4 1%	-	13 2%	-	4 4%	4 1%	5 1%	18 2%
Petrol prices/Fuel	4 *	3 1%	-	1 *	-	-	2 1%	-	4 *	-	-	2 1%	-	3 *
Pollution/ Environment	9 1% ^c	6 1%	2 1%	1 *	-	-	1 *	1 2%	9 1%	-	-	7 2%	1 *	8 1%
Population levels/ Overpopulation	9 1%	3 1%	1 1%	6 1%	-	3 2%	2 1%	-	6 1%	1 1%	2 2%	1 *	1 *	11 1%
Pound/Exchange rate/Value of pound	* *	-	-	* 2%	* 2%	-	* *	-	* *	-	-	-	-	1 *
Poverty/Inequality	49 5%	25 6%	5 4%	19 4%	-	5 3%	15 5%	3 7%	44 6%	3 6%	5 6%	15 4%	14 4%	51 5%
Privatisation	7 1%	-	1 1%	5 1% ^a	2 8%	1 *	4 1%	-	6 1%	-	-	2 1%	2 1%	6 1%

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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Public services in general	11 1%	5 1%	- -	5 1%	- -	1 *	7 2%z	2 3%	10 1%	- -	- -	6 2%	4 1%	9 1%
Race relations	8 1%	2 1%	2 2%	3 1%	- -	1 *	2 1%	1 2%	7 1%	- -	2 2%	* *	4 1%	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	3 1%	1 1%	- -	- -	- -	2 1%	1 2%	4 1%	- -	- -	3 1%	2 1%	5 1%
Taxation	5 1%	2 *	2 1%	1 *	1 4%	2 1%	1 *	- -	3 *	- -	1 1%	2 1%	3 1%	5 1%
Trade unions/ Strikes	2 *	1 *	- -	1 *	- -	- -	2 1%	- -	2 *	- -	- -	1 *	- -	2 *
Transport/Public transport	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	1 *
Unemployment/ Factory closure/ Lack of industry	48 5%f	23 6%	5 3%	20 5%	3 9%	* *	29 10%zfi	1 2%	47 6%zf	- -	2 2%	10 3%	17 5%	49 5%
Other	10 1%	2 1%	5 3%zc	2 1%	- -	- -	2 1%	- -	10 1%	- -	1 1%	7 2%	2 1%	8 1%
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
Don't know	48 5%fm	17 4%	10 7%	21 5%	3 10%	3 1%	8 3%	2 4%	45 6%zfg	3 6%	3 3%	7 2%	24 7%	53 5%

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ISSUES INDEX (FINAL)

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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
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UNWEIGHTED BASE	969	338	107	524	33	192	308	46	777	47	109	299	302	969
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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Personal finances (NET)	92	50	13	28	3	6	36	9	85	3	9	29	32	92
	9%cf	13%zc	9%	6%	9%	3%	13%zf	18%f	11%zf	6%	9%	8%	10%	9%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/t/g/h/i/r - z/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+

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Ageing population/ Social care for the elderly	16 2%t	1 *	3 1%	- -	3 *	- -	2 2%	2 1%	10 2%	4 2%	15 2%	1 1%	2 2%	6 1%	4 4%	3 1%	2 2%	2 2%	16 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	15 1%t	5 2%t	8 2%t	* *	3 *	* *	* *	3 1%	5 1%	6 2%	14 2%	* *	2 1%	3 1%	5 4%q	1 1%	1 1%	-	15 2%
Countryside/Rural life	1 *	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	19 2%	2 1%	7 2%	19 19%zabef	7 1%	* *	2 1%	4 2%	9 2%	6 2%	14 2%	5 4%	3 2%	6 2%	4 4%	5 2%	1 2%	3 3%	23 2%
Defence/Foreign affairs/ International terrorism	36 4%tg	8 3%	13 4%	6 6%t	11 2%	36 31%zabcft	8 6%t	4 1%	19 4%g	12 5%g	33 4%	1 1%	3 2%	20 5%	2 1%	8 3%	4 5%	3 3%	34 4%
Drug abuse	4 *	1 *	1 *	- -	1 *	- -	- -	1 *	2 *	1 *	4 *	- -	- -	- -	- -	- -	- -	- -	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - z/g/h/i - z/j/k - z/l/m/n/o - z/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 : 4th - 17th September 2015
 Number of sample points : 181
 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 (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL		
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)	
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969	
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969	
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%	
Economy/Economic situation	79	79	28	9	31	10	15	13	42	24	73	6	15	35	14	15	7	5	76	
	8%tg	33%z	bce	8%	9%	6%	9%	11%t	5%	9%g	10%	8%	5%	10%	9%	12%	7%	7%	5%	8%
Education/Schools	24	4	8	1	3	-	24	6	12	6	21	3	9	6	4	5	1	4	19	
	2%t	2%	2%t	1%	1%	-	18%z	2%	3%	2%	2%	2%	6%z	2%	3%	2%	1%	4%	2%	
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Housing	26	4	7	1	3	-	4	13	9	4	19	7	6	7	4	8	1	2	27	
	3%t	2%	2%t	1%	*	-	3%t	5%zh	2%	2%	2%	6%z	4%	2%	3%	3%	2%	2%	3%	
Immigration/immigrants	389	72	133	33	389	36	39	99	188	102	359	30	49	154	35	107	53	53	371	
	40%afg	30%	37%	32%	71%z	ab	31%	29%	35%	41%	43%	42%zk	25%	33%	40%	31%	47%zp	57%zpq	50%zp	38%
Inflation/Prices	2	-	1	1	1	1	1	2	-	-	1	1	1	-	-	-	-	-	3	
	*	-	*	1%	*	1%	1%	1%z	-	-	*	1%j	1%	-	-	-	-	-	*	
Local government/Council tax	3	-	*	-	1	-	-	3	-	-	2	*	-	1	-	-	-	-	3	
	*	-	*	-	*	-	-	1%z	-	-	*	*	-	*	-	-	-	-	*	
Low pay/Minimum wage/Fair wages	37	8	5	3	8	1	2	17	13	7	30	6	6	23	6	14	5	6	35	
	4%bt	3%	1%	3%	1%	1%	1%	6%z	3%	3%	3%	5%	4%	6%z	5%	6%	5%	6%	4%	
Morality/Individual behaviour/Lifestyle	11	2	4	3	3	-	2	3	4	4	11	-	3	4	-	4	1	1	10	
	1%	1%	1%	3%t	1%	-	1%	1%	1%	1%	1%	-	2%	1%	-	2%	1%	1%	1%	

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

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

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
National health service/Hospitals/ Healthcare	92 9%tm	16 7%	92 26%zace ft	6 6%	37 7%	12 10%	16 12%t	21 7%	47 10%	23 10%	83 10%	8 7%	17 12%	25 6%	11 10%	16 7%	7 8%	8 8%	88 9%
Nationalisation/ Government control of institutions	3 *	-	1 *	-	1 *	1 1%	1 1%	3 1%zh	-	-	3 *	-	-	-	-	-	-	-	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/Social security/Benefits	17 2%	2 1%	2 1%	-	9 2%	* *	1 1%	6 2%	8 2%	2 1%	15 2%	2 1%	3 2%	2 1%	-	2 1%	-	1 1%	18 2%
Petrol prices/Fuel	4 *	2 1%	-	-	-	2 2%bt	-	1 *	2 *	1 *	4 *	-	-	3 1%	1 1%	1 1%	-	-	3 *
Pollution/ Environment	9 1%t	-	2 1%	-	1 *	1 1%	1 1%	2 1%	2 1%	5 2%	8 1%	1 1%	2 1%	3 1%	1 1%	-	-	-	8 1%
Population levels/ Overpopulation	9 1%	2 1%	1 *	2 2%	6 1%	1 1%	-	2 1%	6 1%	1 1%	9 1%	1 1%	1 1%	3 1%	-	4 2%	3 3%	1 1%	11 1%
Pound/Exchange rate/Value of pound	* *	-	-	-	-	-	-	* *	-	-	-	* *	-	-	-	-	-	-	1 *
Poverty/Inequality	49 5%t	10 4%	17 5%t	8 8%t	10 2%	5 5%	10 7%t	12 4%	28 6%	9 4%	44 5%	5 4%	2 2%	26 7%	8 7%	6 3%	1 1%	3 3%	51 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Privatisation	7 1%	1 *	2 *	- -	2 *	4 3%zbt	- -	4 2%z	2 *	- -	7 1%	- -	- -	- -	5 5%zq	1 *	- -	1 1%	6 1%
Public services in general	11 1%	4 2%	5 1%	6 5%zabt	3 1%	2 2%	2 1%	3 1%	5 1%	3 1%	9 1%	2 1%	2 1%	4 1%	- -	4 2%	2 2%	2 2%	9 1%
Race relations	8 1%	1 *	3 1%	- -	- -	- -	1 1%t	2 1%	6 1%	- -	8 1%	1 *	- -	5 1%	- -	2 1%	1 1%	* *	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	4 *	1 *	1 *	- -	1 *	1 1%	- -	1 *	3 1%	1 *	3 *	1 1%	1 1%	3 1%	- -	2 1%	2 2%	2 2%	5 1%
Taxation	5 1%	2 1%	2 *	- -	2 *	- -	- -	2 1%	- -	3 1%	4 *	1 1%	2 1%	2 *	2 2%	1 *	- -	- -	5 1%
Trade unions/ Strikes	2 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 1%	2 *
Transport/Public transport	1 *	- -	- -	- -	- -	1 1%	- 1%	1 *	- -	- -	1 *	- -	- -	1 *	1 1%	- -	- -	- -	1 *
Unemployment/ Factory closure/ Lack of industry	48 jr	16 5%beth	10 7%beft	4 3%	9 4%	- 2%	2 1%	26 9%zhi	13 3%	9 4%	29 3%	18 16%zj	9 6%	19 5%	1 1%	15 7%pr	- -	5 5%	49 5%
Other	10 1%t	- -	1 *	- -	2 *	- -	- -	4 1%	6 1%	- -	6 1%	1 1%	2 1%	5 1%	4 3%zq	- -	- -	- -	8 1%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

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ISSUES INDEX (FINAL)

Table 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 (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Don't know	48	1	2	2	2	1	2	22	17	7	32	15	7	20	2	4	1	2	53
	5%abtj q	*	1%	2%	*	1%	1%	8%zhi	4%	3%	4%	13%zj	5%	5%	2%	2%	1%	2%	5%
Personal finances (NET)	92	20	23	12	19	10	12	32	43	17	78	12	9	51	16	21	6	9	92
	9%bt	8%t	6%t	12%t	4%	8%t	9%t	11%	9%	7%	9%	10%	6%	13%z	14%	9%	6%	8%	9%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Ageing population/ Social care for the elderly	75 8%co	38 8%	37 7%	4 3%	14 8%	12 8%	16 9%	9 6%	20 9% c	18 6%	29 9%	28 8%	30 7%	45 8%	34 13% zmo	15 6%	15 7%	11 5%	49 9% mo	26 6%	75 8%
AIDS	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	* *	1 *	* *	2 *
Animal welfare	6 1%	4 1%	2 *	1 1%	- -	4 2% z	- -	* -	1 *	1 *	4 1%	1 *	5 1%	1 *	2 1%	2 1%	1 *	2 1%	4 1%	3 1%	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	2 *	1 *	1 *	- -	2 1%	- -	- -	1 *	1 *	2 *	1 *	2 *	1 *	- -	- -	3 1% zp	- -	- -	3 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	78 8% bi oq	55 11% zb	23 5%	6 5%	7 4%	9 6%	18 10% i	12 9%	26 12% zcd i	13 4%	27 8%	38 11% zdi	22 5%	56 11%	32 12% zoq	22 8%	13 6%	11 5%	54 10% zoq	24 5%	84 9%
Countryside/Rural life	16 2% aq	3 1%	13 3% a	- -	- -	3 2%	6 3% i	3 2% i	5 2% i	- -	8 2% i	8 2% i	3 1%	13 3%	4 1%	10 4% zoq	2 1%	- -	14 3% zoq	2 *	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 11%	50 11%	53 11%	13 10%	20 12%	14 9%	19 11%	16 11%	23 11%	32 11%	33 10%	39 11%	47 10%	57 11%	26 10%	24 9%	25 11%	29 12%	50 10%	54 12%	111 11%
Defence/Foreign affairs/ International terrorism	117 12%	62 13%	55 11%	10 8%	23 14%	12 8%	17 10%	27 19% zc efij	28 13%	33 11%	29 9%	55 15% zc ej	45 10%	72 14%	41 16%	30 11%	24 11%	22 9%	71 13%	46 10%	114 12%
Drug abuse	48 5%	27 6%	21 4%	10 8% f	10 6%	8 5%	4 2%	4 3%	12 5%	20 7%	12 4%	16 4%	28 6%	19 4%	9 3%	11 4%	12 6%	16 6%	19 4%	28 6%	56 6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Economy/Economic situation	242	144	99	24	28	53	42	48	49	52	94	96	104	138	91	74	38	39	165	77	234
	25%bd inoq	30%zb	19%	19%	16%	33%zc di	24%	34%zc dhik	22%	17%	28%cd i	27%dh i	23%	26%	35%zn oq	28%no q	17%	16%	32%zn oq	17%	24%
Education/Schools	135	55	80	26	20	33	24	17	15	47	57	32	79	56	41	42	31	20	84	51	129
	14%hk o	11%	16%	20%zh k	12%	20%zh k	14%h	12%	7%	16%hk	17%hk	9%	17%	11%	16%o	16%o	14%	8%	16%zo	11%o	13%
Foot and mouth outbreak/Farming crisis	3	1	2	1	-	-	1	*	1	1	1	1	2		1	1	-	1	2	1	4
	*	*	*	1%	-	-	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*
Housing	150	66	84	27	27	25	24	22	24	55	49	47	80	71	35	42	36	37	77	73	149
	15%	14%	17%	21%hk	16%	16%	14%	16%	11%	18%h	15%	13%	17%	13%	13%	16%	16%	15%	15%	16%	15%
Immigration/immigrants	549	264	285	49	83	88	100	87	141	133	188	228	220	328	154	138	134	123	292	257	527
	56%ci	55%	56%	38%	50%	55%c	58%ci	63%cd i	65%zc di	45%c	56%ci di	64%zc	48%	62%	59%	53%	62%o	50%	56%	56%o	54%
Inflation/Prices	47	26	21	8	12	6	6	7	10	19	12	16	25	22	9	15	12	11	24	24	49
	5%	5%	4%	6%	7%	4%	3%	5%	4%	6%	4%	5%	5%	4%	3%	6%	6%	5%	5%	5%	5%
Local government/Council tax	22	15	8	3	3	5	4	5	3	6	9	8	11	11	8	5	4	5	13	10	24
	2%	3%	1%	2%	2%	3%	2%	4%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
Low pay/Minimum wage/Fair wages	140	77	63	25	41	24	23	15	12	66	47	28	90	50	32	31	30	46	63	76	135
	14%hk	16%	12%	19%hk	24%zf ghjk	15%hk	13%h	11%	6%	22%zf ghjk	14%hk	8%	20%	10%	12%	12%	14%	19%zm p	12%	17%	14%
Morality/Individual behaviour/Lifestyle	47	26	21	4	6	7	11	4	15	10	18	19	17	30	23	10	7	7	34	13	43
	5%q	5%	4%	3%	3%	5%	6%	3%	7%	3%	5%	5%	4%	6%	9%zmn oq	4%	3%	3%	6%zmq 3%	3%	4%
National health service/Hospitals/Healthcare	360	151	208	33	58	65	72	51	80	91	137	132	156	204	117	105	76	61	222	137	335
	36%ac ioq	32%	41%za	25%	35%	41%c	42%ci	37%	37%ac	30%	41%ci	37%c	34%	39%	45%zo q	40%oq	35%o	25%	42%zo q	30%o	35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.
 Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Nationalisation/ Government control of institutions	19 2%q	11 2%	8 2%	3 2%	3 2%	6 4%	2 1%	1 1%	5 2%	5 2%	8 2%	6 2%	11 2%	8 2%	11 4%zno	6 2%q	1 *	1 *	17 3%zno	2 *	22 2%
Northern Ireland	3 *	2 *	1 *	* *	- -	- -	- -	1 1%	2 1%	* *	- -	2 1%	* *	2 *	- -	1 *	1 *	1 *	1 *	2 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	10 2%	7 1%	3 3%	4 2%	2 1%	- -	5 3%fj	2 1%	8 3%	2 1%	7 2%	10 2%	7 1%	4 2%	6 2%	5 2%	1 *	10 2%	6 1%	20 2%
Pensions/Social security/Benefits	101 10%	43 9%	58 12%	10 8%	19 11%	19 12%	10 6%	19 13%	25 11%	29 10%	29 9%	43 12%	47 10%	54 10%	32 12%	32 12%	15 7%	22 9%	64 12%	37 8%	99 10%
Petrol prices/Fuel	18 2%	8 2%	10 2%	3 2%	3 2%	1 1%	5 3%	2 2%	4 2%	6 2%	6 2%	7 2%	7 2%	11 2%	10 4%o	3 1%	5 2%	2 1%	12 2% m	6 1%	17 2%
Pollution/ Environment	48 5%oq	28 6%	21 4%	5 4%	8 5%	10 6%	10 6%	8 6%	8 4%	13 4%	19 6%	16 4%	23 5%	25 5%	23 9%zno	14 5%o	7 3%	4 1%	37 7%zoq	11 2%	45 5%
Population levels/ Overpopulation	48 5%bdg i	34 7%zb	14 3%	3 2%	2 1%	8 5%	16 9%zcd	2 1%	17 8%zcd	5 2%	24 7%dgi	19 5%gi	13 3%	35 7%	8 3%	13 5%	11 5%	15 6%	22 4%	27 6%	46 5%
Pound/Exchange rate/Value of pound	1 *	1 *	- -	- -	- -	- -	* *	* *	- -	- -	* *	* *	- -	1 *	- -	- -	- -	1 *	- -	1 *	2 *
Poverty/Inequality	149 15%ho q	74 15%	75 15%	19 15%	32 19%h	21 13%	33 19%h	23 17%	20 9%	52 17%h	54 16%h	44 12%h	72 16%	77 15%	49 19%oq	45 17%o	37 17%oq	18 7%	94 18%zo	56 12%o	140 14%
Privatisation	25 3%bkq	18 4%	7 1%	7 6%zhj k	9 5%hk	3 2%	3 2%	1 1%	2 1%	16 5%zhj k	6 2%	4 1%	19 4%	6 1%	15 6%zno	6 2%	2 1%	3 1%	21 4%zmo	4 1%	28 3%

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

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ISSUES INDEX (FINAL)

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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	986
100%		49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Public services in general	63	28	35	5	12	11	15	9	10	18	26	19	29	34	24	15	19	5	39	24	59
	6%o	6%	7%	4%	7%	7%	9%	6%	5%	6%	8%	5%	6%	6%	9%o	6%o	9%oq	2%	7%o	5%o	6%
Race relations	51	29	23	11	8	6	8	6	13	19	13	19	25	27	10	20	7	14	30	22	53
	5%	6%	4%	9%	5%	4%	4%	4%	6%	6%	4%	5%	5%	5%	4%	8%z	3%	6%	6%	5%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26	17	9	3	3	5	8	4	3	6	13	7	12	14	16	4	5	1	20	6	28
	3%oq	4%	2%	3%	2%	3%	5%	3%	1%	2%	4%	2%	3%	3%	6%zmo	1%	2%	*	4%zmo	1%o	3%
															pq				q		
Taxation	67	35	33	15	16	10	9	12	6	31	19	18	41	26	14	20	17	16	34	34	72
	7%h	7%	6%	11%zh	10%h	6%	5%	9%hk	3%	10%zhk	6%	5%h	9%	5%	5%	8%	8%	7%	6%	7%	7%
				k																	
Trade unions/ Strikes	20	14	6	8	3	2	2	4	2	11	4	6	12	8	8	-	9	4	8	13	16
	2%m	3%	1%	6%zef	2%	1%	1%	3%	1%	4%	1%	2%	3%	2%	3%m	-	4%m	2%am	1%	3%am	2%
				hjk																	
Transport/Public transport	31	17	14	8	4	1	7	5	6	12	8	11	13	18	13	7	6	5	20	11	32
	3%	4%	3%	6%e	3%	1%	4%	4%	3%	4%	2%	3%	3%	3%	5%	3%	3%	2%	4%	2%	3%
Unemployment/ Factory closure/ Lack of industry	169	84	85	24	45	25	27	27	21	69	52	48	93	76	39	40	40	51	79	90	173
	17%hk	18%	17%	18%h	27%ze	16%	16%	20%hk	10%	23%zh	16%	14%h	20%	14%	15%	15%	18%	21%	15%	20%	18%
				fhjk						jk											
Other	48	31	17	5	5	14	6	6	12	10	20	18	24	24	17	10	6	16	26	22	45
	5%b	6%b	3%	4%	3%	9%zi	3%	4%	6%	3%	6%f	5%	5%	4%	6%	4%	3%	7%	5%	5%	5%
MEAN NUMBER OF MENTIONS	3.20h	3.34	3.07	3.09	3.30	3.29	3.24	3.41h	2.96	3.21	3.26	3.14h	3.24	3.17	3.69z	3.25o	3.12o	2.70	3.47z	2.90o	3.21
	oq						k								mnoq	q	q		moq		
STANDARD ERROR	0.06	0.10	0.08	0.17	0.19	0.22	0.14	0.15	0.10	0.13	0.13	0.09	0.11	0.07	0.17	0.11	0.13	0.09	0.10	0.08	0.06

ERROR VARIANCE * 0.01 0.01 0.03 0.04 0.05 0.02 0.02 0.01 0.02 0.02 0.01 0.01 0.01 0.03 0.01 0.02 0.01 0.01 0.01 *

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

Respondent type : GB Adults 18+
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	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	969	480	489	149	144	133	156	141	246	293	289	387	426	543	216	312	176	265	528	441	969
WEIGHTED BASE	986	480	506	130	168	160	173	139	216	298	332	355	458	528	262	262	218	244	524	462	969
	100%	49%	51%	13%	17%	16%	18%	14%	22%	30%	34%	36%	46%	54%	27%	27%	22%	25%	53%	47%	98%
Don't know	107	54	53	26	26	12	14	9	19	52	27	28	64	43	11	37	22	38	48	60	116
	11%kl	11%	11%	20%ze	16%gjk	8%	8%	7%	9%	17%zef	8%	8%	14%	8%	4%	14%lp	10%l	15%zlp	9%l	13%l	12%
Personal finances (NET)	281	144	137	45	66	45	51	37	38	111	95	74	156	125	69	74	69	69	143	138	275
	29%hk	30%	27%	35%hk	39%zg	28%h	29%h	26%	17%	37%zg	29%hk	21%h	34%	24%	26%	28%	32%	28%	27%	30%	28%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Ageing population/ Social care for the elderly	75 8%	62 7%	1 3%	12 14%za bfg	32 10%	20 8%	16 5%	15 6%	27 7%	10 8%	26 9%h	16 11%	24 7%	28 9%	8 6%	13 6%	51 8%	21 6%	75 8%
AIDS	1 *	1 *	- -	- -	- -	- -	1 *	1 *	* *	* *	* *	- -	- -	- -	1 *	- -	- -	1 *	2 *
Animal welfare	6 1%	4 *	1 2%	1 2%	4 1%a	3 1%	1 *	* *	1 *	- -	1 *	1 1%	1 *	3 1%	1 1%	1 *	4 1%	2 1%	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	2 *	1 2%de	- -	- -	- -	1 *	1 *	2 *	2 1%	2 1%	- -	1 *	- -	1 1%	2 1%	1 *	2 1%	3 *
Common Market/EU/ Europe/Euro/ Constitution	78 8%fin q	66 8%i	3 6%	10 12%fg i	36 11%za fgi	27 11%zaf gi	14 5%	11 4%	28 8%i	4 3%	21 8%i	17 12%fg hij	35 11%znq	23 8%	5 3%	14 7%	58 9%n	19 5%	84 9%
Countryside/Rural life	16 2%	14 2%	1 2%	1 1%	5 2%	4 2%	6 2%	5 2%	5 1%	- -	3 1%	3 2%	5 2%	8 3%	2 1%	1 *	13 2%	3 1%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 11%	96 11%	3 6%	5 7%	34 11%	29 12%	36 12%	33 13%	34 9%	19 15%h	34 12%h	14 10%	28 9%	38 12%	16 11%	21 10%	66 11%	37 11%	111 11%
Defence/Foreign affairs/ International terrorism	117 12%hi j	95 11%	7 14%	15 18%hi j	47 15%za hij	33 14%i	38 13%	31 12%	31 9%	9 7%	23 8%	14 10%	43 14%n	34 11%	10 7%	28 13%	77 12%	38 11%n	114 12%
Drug abuse	48 5%	41 5%	1 3%	6 7%	17 5%	11 5%	16 5%	14 6%	15 4%	11 8%zah jk	14 5%k	3 2%	13 4%	12 4%	11 8%	11 5%	25 4%	22 6%	56 6%

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Economy/Economic situation	242	207	7	29	79	50	52	45	112	41	85	44	81	86	20	53	167	73	234
	25%fgn	24%fg	14%	34%zabdefg	24%ef	21%	17%	18%	31%zabefg	31%abefg	31%zabefg	31%bdefg	26%n	28%n	14%	25%nq	27%n	21%n	24%
Education/Schools	135	114	6	15	52	36	39	33	45	14	39	25	33	50	14	37	84	51	129
	14%l	13%	12%	18%	16%	15%	13%	13%	12%	11%	14%h	18%h	11%	17%	10%	18%l	13%l	15%n	13%
Foot and mouth outbreak/Farming crisis	3	1	-	2	2	-	1	1	*	*	*	-	1	1	*	-	2	*	4
	*a	*	-	2%zaehj	1%	-	*	*	*	*	*	-	*	*	*	-	*	*	*
Housing	150	141	2	7	29	22	25	22	97	56	85	29	31	51	21	47	82	68	149
	15%bd	16%zbd	5%	9%	9%	9%	8%	9%	27%zab	43%zab	31%zab	20%bc	10%	17%l	15%	23%zl	13%l	19%zl	15%
	efglp	efg							bcdefg	bcdefghjk	bcdefghk	defg				p		p	
Immigration/immigrants	549	480	33	36	190	154	171	138	188	47	131	84	186	187	82	85	373	167	527
	56%ci	56%ci	67%ch	43%	59%ci	64%zabcdhij	56%ci	54%i	52%ij	35%	48%i	60%ch	58%oq	62%zo	57%oq	41%	60%zo	48%o	54%
	joq	j	ij	j	j	cdhij					ij	ij		q			q		
Inflation/Prices	47	45	-	2	15	13	15	15	17	9	12	3	14	12	8	12	27	20	49
	5%	5%	-	3%	5%	5%	5%	6%	5%	7%	5%	2%	5%	4%	5%	6%	4%	6%	5%
Local government/Council tax	22	22	1	-	8	8	2	1	12	5	8	3	7	11	1	3	18	5	24
	2%	3%	2%	-	3%	3%	1%	1%	3%	4%fg	3%	2%	2%	4%	1%	2%	3%	1%	2%
Low pay/Minimum wage/Fair wages	140	120	6	14	38	24	45	39	57	38	48	10	36	40	14	48	77	63	135
	14%ek	14%ek	13%	17%k	12%	10%	15%	15%	16%k	29%zab	18%ade	7%	11%	13%	10%	23%zlmnpq	12%	18%zl	14%
										bcdefghjk	hk					mnpq		np	
Morality/Individual behaviour/Lifestyle	47	34	6	6	13	7	18	11	17	6	11	4	20	20	2	5	40	7	43
	5%anq	4%	13%zad	7%	4%	3%	6%	4%	5%	5%	4%	3%	6%nq	7%nq	1%	2%	6%zno	2%	4%
			efghjk														q		

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UNWEIGHTED BASE	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
National health service/Hospitals/Healthcare	360	308	19	32	117	85	100	80	142	37	104	68	122	131	32	70	253	102	335
	36%in q	36%i	40%	38%	36%	36%	33%	32%	39%i	28%	38%i	48%za defgh ij	38%nq	43%zn q	22%	34%n	41%zn q	29%n	35%
Nationalisation/ Government control of institutions	19	14	1	4	9	5	6	5	5	4	5	1	7	5	3	4	13	7	22
	2%	2%	3%	5%zah	3%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%
Northern Ireland	3	3	-	-	1	1	1	1	1	-	1	1	1	1	-	1	2	1	4
	*	*	-	-	*	*	*	*	*	-	*	1%	*	*	-	*	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	16	8	-	9	12	4	2	2	2	1	2	1	5	4	4	3	9	8	20
	2%a	1%	-	10%zab defghi jk	4%zae fhj	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	2%	1%	2%	2%
Pensions/Social security/Benefits	101	92	4	5	32	27	31	27	38	14	33	19	27	33	16	25	60	41	99
	10%	11%	8%	6%	10%	11%	10%	11%	11%	11%	12%h	14%	9%	11%	11%	12%	10%	12%	10%
Petrol prices/Fuel	18	13	2	3	8	5	6	4	4	3	4	1	6	9	*	3	15	4	17
	2%	2%	3%	4%	3%	2%	2%	2%	1%	2%	2%	1%	2%	3%	*	2%	2%	1%	2%
Pollution/ Environment	48	38	1	9	18	9	4	3	26	11	22	11	14	14	3	17	28	20	45
	5%fg	4%fg	2%	11%zab defg	6%efg	4%	1%	1%	7%zaf g	8%afg	8%zaf g	8%fg	4%	5%	2%	8%zn	5%	6%n	5%
Population levels/ Overpopulation	48	45	2	1	9	8	13	11	27	10	25	15	15	15	10	8	30	18	46
	5%d	5%d	5%	1%	3%	3%	4%	4%	7%zcd	8%cd	9%za cdef h	11%zac defg	5%	5%	7%	4%	5%	5%	5%
Pound/Exchange rate/Value of pound	1	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	2
	*	*	-	-	-	-	*	*	-	-	-	-	*	-	-	-	*	-	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Poverty/Inequality	149	126	4	20	54	34	44	40	51	20	44	24	47	50	18	33	97	51	140
	15%	15%	9%	23%za	17%	14%	15%	16%	14%	15%	16%h	17%	15%	16%	12%	16%	16%	15%	14%
				bdeh															
Privatisation	25	19	1	5	10	5	5	4	10	8	10	2	7	6	2	10	13	12	28
	3%	2%	3%	6%zaf	3%	2%	2%	1%	3%	6%zaf	4%hk	1%	2%	2%	1%	5%	2%	3%n	3%
				g						g	ghjk								
Public services in general	63	53	5	5	24	19	16	11	23	11	21	10	18	28	6	11	47	16	59
	6%	6%	10%	6%	7%	8%	5%	4%	6%	8%	8%h	7%	6%	9%q	4%	5%	7%	5%	6%
Race relations	51	46	2	4	23	19	10	8	19	10	14	4	16	11	13	12	27	24	53
	5%	5%	4%	4%	7%	8%zaf	3%	3%	5%	8%	5%	3%	5%	3%	9%zmp	6%	4%	7%	5%
				g															
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26	11	3	13	16	3	3	-	8	2	5	3	11	13	2	1	24	3	28
	3%afg	1%	5%af	15%zad	5%zae	1%	1%	-	2%	1%	2%	2%	3%oq	4%oq	1%	*	4%zoq	1%	3%
			g	efghij	fgj														
				k															
Taxation	67	53	4	11	22	12	11	8	34	27	34	7	11	20	8	25	31	33	72
	7%fgl	6%g	7%	13%zad	7%e	5%	4%	3%	9%za	20%za	12%zad	5%	4%	7%	5%	12%zlp	5%	9%lnp	7%
				efg					fgk	bdefg	efghk								
									hjk										
Trade unions/ Strikes	20	20	-	1	3	3	8	8	9	5	9	4	6	10	1	3	16	4	16
	2%	2%	-	1%	1%	1%	3%	3%	2%	4%	3%h	3%	2%	3%	1%	1%	3%	1%	2%
Transport/Public transport	31	26	-	5	11	6	5	5	15	4	13	9	9	12	3	7	21	10	32
	3%	3%	-	6%f	3%	3%	2%	2%	4%	3%	5%	6%af	3%	4%	2%	4%	3%	3%	3%

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

Respondent type : GB Adults 18+
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	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	969	806	59	104	379	275	265	206	325	152	271	119	361	242	168	184	603	352	969
WEIGHTED BASE	986	853	49*	83*	322	239	302	254	361	132	272	140	318	303	144	207	621	351	969
	100%	87%	5%*	8%*	33%	24%	31%	26%	37%	13%	28%	14%	32%	31%	15%	21%	63%	36%	98%
Unemployment/ Factory closure/ Lack of industry	169 17%	146 17%	9 19%	14 17%	55 17%	42 17%	46 15%	36 14%	68 19%k	38 29%za cdefg hjk	56 21%k	18 13%	48 15%	54 18%	21 14%	46 22%	102 16%	66 19%	173 18%
Other	48 5%	40 5%	1 3%	6 8%de	13 4%e	6 3%	12 4%	10 4%	24 7%e	11 8%ae	19 7%e	8 6%	15 5%	13 4%	5 3%	15 7%	29 5%	20 6%	45 5%
MEAN NUMBER OF MENTIONS	3.20f gn	3.16f g	2.93	3.79z abdef g	3.33e fg	3.16	2.86	2.84	3.38a fg	3.81z abdef gh	3.61z abefg h	3.42f g	3.05	3.50z ln	2.73	3.39n q	3.27l n	3.12n	3.21
STANDARD ERROR	0.06	0.07	0.18	0.25	0.10	0.10	0.12	0.15	0.11	0.19	0.13	0.18	0.09	0.16	0.13	0.14	0.09	0.10	0.06
ERROR VARIANCE	*	*	0.03	0.06	0.01	0.01	0.02	0.02	0.01	0.03	0.02	0.03	0.01	0.02	0.02	0.02	0.01	0.01	*
Don't know	107 11%hj klp	92 11%hj k	5 11%	10 12%k	34 11%k	25 10%k	47 16%za hjk	42 16%zah jk	26 7%	15 11%hjk	20 7%k	5 4%	21 7%	26 9%	29 20%zl mp	28 14%lp	47 8%	57 16%zl mp	116 12%
Personal finances (NET)	281 29%b	244 29%b	7 15%	29 35%b	93 29%b	64 27%	79 26%b	72 28%	109 30%bk	58 44%za bdefg hjk	90 33%bh k	32 23%	82 26%	89 29%	31 22%	78 38%zl npq	171 28%	109 31%n	275 28%
Median	2	2	2	3	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2

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 Overlap formulae used. * small base

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Table 7
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What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	969	338	107	524	33	192	308	46	777	47	109	299	302	969
WEIGHTED BASE	986	396	145*	445	27**	214	282	48*	772	51*	99*	349	333	969
	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Ageing population/ Social care for the elderly	75 8%	28 7%	11 8%	35 8%	2 7%	19 9%	20 7%	6 13%	56 7%	3 6%	3 3%	34 10%	30 9%	75 8%
AIDS	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	2 *
Animal welfare	6 1%	2 1%	1 1%	3 1%	1 4%	1 *	2 1%	- -	5 1%	2 3%z	2 2%	2 1%	4 1%	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	2 *	- -	1 *	- -	1 *	2 1%	- -	2 *	- -	- -	- -	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	78 8%gi	35 9%	8 6%	35 8%	- -	25 12%gi	12 4%	6 13%g	53 7%g	9 19%zgi	6 6%	33 10%	15 5%	84 9%
Countryside/Rural life	16 2%	7 2%	1 1%	7 2%	- -	3 1%	5 2%	- -	13 2%	1 1%	2 2%	6 2%	6 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 11%	44 11%	11 8%	48 11%	1 3%	29 14%	37 13%i	6 13%	74 10%	4 7%	11 11%	35 10%	40 12%	111 11%
Defence/Foreign affairs/ International terrorism	117 12%gi	43 11%	18 13%	55 12%	4 15%	43 20%zgi	20 7%	6 13%	74 10%	4 8%	11 11%	48 14%	36 11%	114 12%
Drug abuse	48 5%mi	18 4%	3 2%	27 6%	* 2%	9 4%	19 7%	3 6%	38 5%	1 2%	8 8%mi	8 2%	16 5%	56 6%

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What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	969	338	107	524	33	192	308	46	777	47	109	299	302	969
WEIGHTED BASE	986	396	145*	445	27**	214	282	48*	772	51*	99*	349	333	969
	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Economy/Economic situation	242	115	33	94	2	66	65	18	176	6	11	114	85	234
	25%ci	29%zc	23%	21%	6%	31%zi	23%	36%ir	23%	12%	11%	33%zl	26%	24%
Education/Schools	135	60	26	49	3	30	42	12	105	4	15	64	58	129
	14%c	15%	18%	11%	12%	14%	15%	24%	14%	8%	16%	18%z	17%	13%
Foot and mouth outbreak/Farming crisis	3	1	-	1	-	1	2	-	2	-	*	1	1	4
	*	*	-	*	-	*	1%	-	*	-	*	*	*	*
Housing	150	69	16	66	5	27	55	13	124	5	15	40	62	149
	15% <i>m</i>	17%	11%	15%	19%	12%	19%z	27%zf	16%	10%	15%	12%	19%	15%
Immigration/immigrants	549	217	83	248	12	163	139	24	386	42	55	218	166	527
	56%gi	55%	57%	56%	44%	76%zg	49%	50%	50%	82%zg	55%	62%z	50%	54%
Inflation/Prices	47	16	6	25	1	8	21	2	39	-	3	11	20	49
	5%	4%	4%	6%	5%	4%	7%z	3%	5%	-	3%	3%	6%	5%
Local government/Council tax	22	13	1	8	-	6	9	2	16	1	1	10	8	24
	2%	3%	1%	2%	-	3%	3%	4%	2%	3%	1%	3%	2%	2%
Low pay/Minimum wage/Fair wages	140	74	15	51	4	9	60	10	131	7	11	38	62	135
	14%cf	19%zc	10%	11%	14%	4%	21%zf	20% <i>f</i>	17%zf	13% <i>f</i>	11%	11%	19%	14%
Morality/Individual behaviour/Lifestyle	47	27	1	18	-	19	8	4	28	2	4	26	17	43
	5% <i>i</i>	7%zb	1%	4%	-	9%zgi	3%	8%	4%	4%	4%	8%z	5%	4%

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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
National health service/Hospitals/ Healthcare	360 36%i	153 39%	52 36%	154 35%	8 27%	93 44%zi	102 36%	21 43%	266 34%	20 39%	30 30%	141 40%	124 37%	335 35%
Nationalisation/ Government control of institutions	19 2%	9 2%	-	11 2%	* 2%	3 2%	4 1%	3 6%	16 2%	1 1%	2 2%	10 3%	6 2%	22 2%
Northern Ireland	3 *	1 *	-	2 *	* 2%	1 *	1 *	-	2 *	-	-	1 *	* *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	6 2%	4 3%	7 1%	-	2 1%	5 2%	-	14 2%	-	1 1%	6 2%	4 1%	20 2%
Pensions/Social security/Benefits	101 10%	44 11%	10 7%	47 11%	2 6%	25 12%	24 9%	6 13%	76 10%	6 12%	11 11%	38 11%	35 10%	99 10%
Petrol prices/Fuel	18 2%	11 3%	1 1%	6 1%	1 3%	2 1%	5 2%	-	16 2%	-	3 3%	6 2%	6 2%	17 2%
Pollution/ Environment	48 5%cfl	28 7%c	6 4%	14 3%	-	4 2%	20 7%f	4 8%	44 6%zf	1 1%	-	27 8%zl	11 3%	45 5%
Population levels/ Overpopulation	48 5%	21 5%	6 4%	21 5%	1 5%	11 5%	11 4%	4 8%	37 5%	4 7%	6 7%	11 3%	13 4%	46 5%
Pound/Exchange rate/Value of pound	1 *	-	-	1 *	1 3%	-	1 *	-	1 *	-	-	-	* *	2 *
Poverty/Inequality	149 15%f	71 18%	21 14%	58 13%	5 20%	21 10%	45 16%	10 21%	129 17%zf	5 10%	17 17%	59 17%	51 15%	140 14%

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	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
Privatisation	25	10	2	13	5	1	13	2	24	-	1	11	10	28
	3%	2%	1%	3%	18%	1%	5%zf	4%	3%	-	1%	3%	3%	3%
Public services in general	63	27	16	20	1	11	28	6	52	-	5	33	26	59
	6% c	7%	11% c	4%	4%	5%	10%zi	12% r	7%	-	5%	9% z	8%	6%
Race relations	51	20	2	29	3	9	13	3	42	2	8	18	10	53
	5%	5%	2%	7%	10%	4%	5%	7%	5%	5%	8%	5%	3%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26	12	4	10	1	11	7	1	16	-	-	19	13	28
	3% i	3%	3%	2%	4%	5% i	2%	2%	2%	-	-	6% z	4%	3%
Taxation	67	36	8	24	3	10	24	4	58	2	5	20	17	72
	7%	9% c	5%	5%	9%	4%	8%	9%	8%	3%	5%	6%	5%	7%
Trade unions/ Strikes	20	12	1	7	-	3	8	2	18	-	-	7	8	16
	2%	3%	1%	2%	-	1%	3%	3%	2%	-	-	2%	2%	2%
Transport/Public transport	31	14	2	15	-	7	7	-	24	3	1	16	10	32
	3%	4%	2%	3%	-	3%	3%	-	3%	6%	1%	4%	3%	3%
Unemployment/ Factory closure/ Lack of industry	169	75	19	75	7	22	82	6	147	7	18	57	63	173
	17% f	19%	13%	17%	26%	10%	29% z hir	11%	19% z f	13%	18%	16%	19%	18%
Other	48	19	7	22	-	2	9	5	46	3	6	22	15	45
	5% f	5%	5%	5%	-	1%	3%	10% f	6% z f	6%	6%	6%	5%	5%
MEAN NUMBER OF MENTIONS	3.20 c	3.49 z	2.86	3.06	2.87	3.35	3.37 i	3.92 z	3.16	2.92	2.88	3.46 z	3.29	3.21
		bc						i				l		

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 9499 (l)			25000 PLUS (m)
UNWEIGHTED BASE	969	338	107	524	33	192	308	46	777	47	109	299	302	969
WEIGHTED BASE	986	396	145*	445	27**	214	282	48*	772	51*	99*	349	333	969
	100%	40%	15%*	45%	3%**	22%	29%	5%*	78%	5%*	10%*	35%	34%	98%
STANDARD ERROR	0.06	0.13	0.14	0.08	0.24	0.14	0.11	0.57	0.07	0.20	0.14	0.13	0.12	0.06
ERROR VARIANCE	*	0.02	0.02	0.01	0.06	0.02	0.01	0.33	0.01	0.04	0.02	0.02	0.01	*
Don't know	107	40	17	50	5	17	23	3	91	5	11	17	45	116
	11% _m	10%	12%	11%	19%	8%	8%	6%	12% _g	10%	11%	5%	14%	12%
Personal finances (NET)	281	139	31	111	8	31	105	13	250	9	28	87	106	275
	29% _{cf}	35% _{zb}	21%	25%	30%	14%	37% _{zf}	27%	32% _{zf}	18%	29%	25%	32%	28%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/i/r - z/l/m
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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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Ageing population/ Social care for the elderly	75 8%	15 6%	43 12%zat	13 12%t	35 6%	21 18%zat	23 17%zat	20 7%	34 7%	21 9%	70 8%	5 4%	8 5%	30 8%	17 15%z	18 8%	12 13%zq	8 8%	75 8%
AIDS	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	* *	- -	- -	- -	- -	- -	- -	2 *
Animal welfare	6 1%	1 *	4 1%	2 2%zt	2 *	1 1%	2 1%	* *	6 1%	- -	6 1%	* *	- -	3 1%	- -	- -	- -	- -	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *j	2 1%	1 *	1 1%	1 *	1 1%	- -	2 1%	1 *	- -	1 *	2 2%zi	- -	2 *	- -	2 1%	1 1%	- -	3 *
Common Market/EU/ Europe/Euro/ Constitution	78 8%	29 12%z	41 11%z	12 11%	45 8%	21 18%zt	10 7%	25 9%	32 7%	21 9%	73 8%	5 4%	9 6%	34 9%	11 10%	28 12%z	15 16%z	10 9%	84 9%
Countryside/Rural life	16 2%tg	3 1%	9 3%t	3 3%t	1 *	2 2%t	3 3%t	1 *	10 2%	5 2%	15 2%	1 1%	4 3%	5 1%	1 1%	3 1%	1 1%	2 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 11%j	29 12%	44 12%	104 100%zab eft	54 70%	21 18%zt	18 13%	41 15%zh	41 9%	22 9%	82 10%	21 18%zi	12 8%	44 11%	12 11%	27 12%	13 14%	16 15%	111 11%
Defence/Foreign affairs/ International terrorism	117 12%gk	34 14%	49 14%	21 20%zt	62 71%	117 100%zab cft	21 16%	24 9%	55 12%	37 16%g	109 13%k	6 5%	13 9%	53 14%	16 14%	32 14%	20 22%zq	13 12%	114 12%
Drug abuse	48 5%hj	14 6%	15 4%	18 18%zabe ft	22 4%	6 5%	4 3%	23 8%zh	15 3%	10 4%	34 4%	13 11%zi	3 2%	18 5%	3 3%	16 7%	7 8%	6 6%	56 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - z/g/h/i - z/j/k - z/l/m/n/o - z/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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Economy/Economic situation	242 25%	242 100%zbc eft	88 25%	29 28%	125 23%	34 29%	40 30%	60 21%	113 24%	69 29%	215 25%	26 22%	41 28%	103 27%	31 27%	66 29% _s	26 29%	21 20%	234 24%
Education/Schools	135 14%tq	40 17%t	85 24%zat	18 17%	62 11%	21 18%	135 100%zab cet	37 13%	68 15%	30 13%	123 14%	13 11%	34 23%zm	50 13%	20 18%q	21 9%	10 11%	12 11%	129 13%
Foot and mouth outbreak/Farming crisis	3 *	1 *	1 *	1 1%	1 *	- -	1 *	1 *	- -	2 1%	2 *	1 *	- -	1 *	- -	2 1%	2 2%z	- -	4 *
Housing	150 15%t	45 19%t	55 15%t	24 23%zet	60 11%	14 12%	30 22%zet	58 20%zhi	64 14%	29 12%	122 14%	28 24%zj	22 15%	62 16%	20 17%	45 20%r	10 11%	17 17%	149 15%
Immigration/immigrants	549 56%fgk	125 51%	209 58%f	54 52%	549 100%zab cef	62 53%	62 46%	129 46%	268 58%g	151 63%zg	507 59%zk	41 35%	90 61%	207 54%	56 50%	142 63%zp	71 77%zpq	69 65%p	527 54%
Inflation/Prices	47 5%t	13 6%	16 4%	10 10%zbf	18 3%	8 6%	4 3%	25 9%zhi	17 4%	5 2%	36 4%	11 9%zj	4 3%	17 4%	1 1%	10 4%	2 2%	7 6%	49 5%
Local government/Council tax	22 2%	8 3%	8 2%	2 2%	14 3%	* *	2 2%	7 2%	11 2%	5 2%	18 2%	4 4%	5 3%	10 2%	1 *	5 2%	1 2%	2 2%	24 2%
Low pay/Minimum wage/Fair wages	140 14%thj	41 17%bt	40 11%	25 24%zbf	57 10%	26 22%zbf	14 10%	61 22%zhi	48 10%	30 13%	106 12%	32 27%zj	11 7%	80 21%zl	14 12%	41 18%	14 15%	15 15%	135 14%
Morality/Individual behaviour/Lifestyle	47 5%	11 5%	14 4%	13 13%zabf	28 5%	12 10%zb	5 4%	10 4%	22 5%	15 6%	45 5%	2 2%	8 6%	21 5%	1 1%	18 8%zp	14 15%zpq _s	4 4%	43 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/t - z/g/h/i - z/j/k - z/l/m/n/o - z/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 (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
National health service/Hospitals/Healthcare	360	88	360	44	209	49	85	73	181	106	333	26	68	135	52	80	42	36	335
	36%gk	36%	100%zac	42%	38%	42%	63%zac	26%	39%g	44%zg	39%zk	23%	46%zm	35%	45%	35%	45%q	34%	35%
Nationalisation/Government control of institutions	19	7	11	5	5	6	5	10	7	2	16	3	2	6	4	3	2	2	22
	2%t	3%	3%t	5%t	1%	5%zt	4%t	4%z	2%	1%	2%	2%	2%	2%	4%	1%	3%	2%	2%
Northern Ireland	3	-	2	2	1	1	1	1	2	-	2	1	-	1	-	2	2	-	4
	*	-	*	2%z	*	1%	1%	*	*	-	*	1%	-	*	-	1%	2%z	-	*
Nuclear weapons/Nuclear war/Disarmament	16	2	7	4	8	8	6	7	8	1	16	-	2	8	2	2	*	2	20
	2%	1%	2%	3%	1%	7%zabt	4%zat	3%	2%	1%	2%	-	1%	2%	1%	1%	1%	2%	2%
Pensions/Social security/Benefits	101	25	40	13	69	12	17	27	49	25	90	10	13	40	10	19	10	7	99
	10%	10%	11%	12%	13%z	10%	13%	10%	11%	11%	10%	9%	9%	10%	9%	8%	10%	6%	10%
Petrol prices/Fuel	18	5	7	4	8	5	5	6	11	2	17	1	4	7	4	5	3	2	17
	2%	2%	2%	4%	2%	4%	3%	2%	2%	1%	2%	1%	3%	2%	3%	2%	3%	1%	2%
Pollution/Environment	48	17	16	4	17	14	6	15	24	10	42	4	6	27	11	14	4	6	45
	5%t	7%t	4%	4%	3%	12%zbt	5%	5%	5%	4%	5%	3%	4%	7%	10%z	6%	5%	6%	5%
Population levels/Overpopulation	48	11	19	15	31	8	7	13	32	4	40	8	6	20	4	20	10	7	46
	5% <i>i</i>	5%	5%	14%zabf	6%	7%	5%	4%	7%zi	2%	5%	7%	4%	5%	3%	9%z	11%z	6%	5%
Pound/Exchange rate/Value of pound	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	*	-	-	-	1%zi	-	-	-	-	-	-	*
Poverty/Inequality	149	26	60	21	59	26	26	36	79	35	137	11	14	71	26	32	10	19	140
	15%atk	11%	17%at	20%at	11%	22%at	19%at	13%	17%	15%	16%	10%	9%	18%l	23%zr	14%	11%	18%	14%

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

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
Privatisation	25 3%	8 3%	16 4%zt	7 6%zt	11 2%	12 10%zabt	8 6%zt	13 5%zi	11 2%	1 *	21 2%	4 4%	2 1%	9 2%	7 6%zq	4 2%	2 2%	3 2%	28 3%
Public services in general	63 6%	15 6%	31 9%t	11 11%t	29 5%	9 7%	16 12%zt	12 4%	41 9%zg	10 4%	55 6%	8 7%	15 10%	26 7%	7 6%	12 5%	6 7%	5 5%	59 6%
Race relations	51 5%l	11 4%	23 6%	10 9%t	22 4%	9 8%	13 10%zat	19 7%	24 5%	9 4%	45 5%	6 5%	2 1%	20 5%	6 5%	11 5%	2 2%	3 6%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26 3%	13 5%zt	11 3%	4 4%	14 3%	5 5%	4 3%	7 2%	12 3%	8 3%	24 3%	2 2%	8 5%	9 2%	4 3%	4 2%	4 4%	2 2%	28 3%
Taxation	67 7%t	29 12%zbt	24 7%	14 13%zbt	25 5%	9 7%	7 5%	34 12%zhi	24 5%	9 4%	52 6%	15 13%zi	6 4%	38 10%z	4 3%	23 10%zrs	5 5%	5 5%	72 7%
Trade unions/ Strikes	20 2%	4 2%	5 1%	5 5%b	13 2%	4 4%	6 4%b	7 3%	10 2%	4 2%	15 2%	5 4%	6 4%	7 2%	8 7%z	7 3%	2 2%	6 6%z	16 2%
Transport/Public transport	31 3%	5 2%	10 3%	4 4%	15 3%	4 4%	5 4%	7 2%	14 3%	10 4%	28 3%	3 3%	5 3%	11 3%	11 9%zs	8 4%	5 5%	2 2%	32 3%
Unemployment/ Factory closure/ Lack of industry	169 17%jpr	52 21%bet	51 14%	19 18%	86 16%	13 11%	20 15%	64 23%zhi	75 16%	30 12%	133 15%	36 31%zi	28 19%	66 17%	9 8%	45 20%pr	8 9%	18 17%	173 18%
Other	48 5%th	17 7%t	16 4%	4 4%	18 3%	9 7%t	7 5%	22 8%zh	12 3%	14 6%	40 5%	6 5%	9 6%	21 5%	8 7%	12 6%	4 5%	7 7%	45 5%
MEAN NUMBER OF MENTIONS	3.20	4.10zt	4.00zt	5.21za bt	3.30	4.88za bt	4.61zb t	3.32	3.17	3.14	3.20	3.27	3.21	3.38	3.39	3.52z	3.78z	3.25	3.21
STANDARD ERROR	0.06	0.16	0.14	0.35	0.09	0.34	0.28	0.13	0.09	0.12	0.06	0.25	0.16	0.13	0.17	0.16	0.34	0.27	0.06

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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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 (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	969	234	335	111	527	114	129	343	442	183	808	156	123	313	104	234	96	107	969
WEIGHTED BASE	986	242	360	104*	549	117*	135	283	461	239	862	117	147*	386	114*	226	92*	106*	969
	100%	25%	36%	11%*	56%	12%*	14%	29%	47%	24%	87%	12%	15%*	39%	12%*	23%	9%*	11%*	98%
ERROR VARIANCE	*	0.03	0.02	0.12	0.01	0.12	0.08	0.02	0.01	0.01	*	0.06	0.03	0.02	0.03	0.03	0.11	0.07	*
Don't know	107	6	7	4	36	3	3	40	46	19	86	21	14	44	5	16	7	8	116
	11% ^{abce}	3%	2%	4%	7% ^{ab}	2%	2%	14% ^{zi}	10%	8%	10%	18% ^{zj}	9%	11%	5%	7%	8%	7%	12%
Personal finances (NET)	281	64	89	41	110	46	35	104	121	56	232	47	25	142	32	70	19	33	275
	29% ^{tj}	26% ^t	25%	39% ^{zab}	20%	40% ^{zab}	26%	37% ^{zhi}	26%	23%	27%	40% ^{zj}	17%	37% ^{zj}	28%	31% ^r	21%	32%	28%
Median	2	3	3	4	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2

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

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	969	151	142	169	120	208	179	969
WEIGHTED BASE	986	144	154	192	141*	188	167	969
	100%	15%	16%	19%	14%*	19%	17%	98%
Ageing population/ Social care for the elderly	75 8%	12 9%	6 4%	21 11%b	7 5%	15 8%	13 8%	75 8%
AIDS	1 *	- -	- -	1 *	* *	- -	- -	2 *
Animal welfare	6 1%	- -	1 1%	3 1%	1 1%	1 *	* *	7 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	- -	1 *	- -	2 1%	- -	1 *	3 *
Common Market/EU/ Europe/Euro/ Constitution	78 8%a	5 3%	9 6%	22 11%ad	5 4%	27 15%zab df	11 6%	84 9%
Countryside/Rural life	16 2%	- -	- -	8 4%zab d	- -	6 3%b	2 1%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	104 11%	14 10%	19 12%	16 8%	17 12%	20 11%	18 11%	111 11%
Defence/Foreign affairs/ International terrorism	117 12%	19 13%	14 9%	17 9%	12 9%	35 19%zb cd	20 12%	114 12%
Drug abuse	48 5%	7 5%	13 8%c	5 2%	7 5%	8 4%	8 5%	56 6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th - 17th September 2015
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	969	151	142	169	120	208	179	969
WEIGHTED BASE	986	144	154	192	141*	188	167	969
	100%	15%	16%	19%	14%*	19%	17%	98%
Economy/Economic situation	242	30	22	71	23	64	32	234
	25%bd	21%	14%	37%za	16%	34%za	19%	24%
			bdf		bdf			
Education/Schools	135	23	24	42	15	19	12	129
	14%f	16%f	15%f	22%zd	11%	10%	7%	13%
			ef					
Foot and mouth outbreak/Farming crisis	3	1	-	-	1	1	*	4
	*	1%	-	-	*	*	*	*
Housing	150	25	29	27	22	25	22	149
	15%	18%	19%	14%	16%	13%	13%	15%
Immigration/immigrants	549	68	65	108	79	115	113	527
	56%ab	47%	42%	57%b	56%b	61%ab	67%za	54%
						b		
Inflation/Prices	47	10	9	6	6	7	9	49
	5%	7%	6%	3%	4%	4%	5%	5%
Local government/Council tax	22	2	4	7	2	4	3	24
	2%	1%	3%	3%	2%	2%	2%	2%
Low pay/Minimum wage/Fair wages	140	28	38	21	26	15	13	135
	14%ef	19%ef	25%zc	11%	18%ef	8%	8%	14%
			ef					
Morality/Individual behaviour/Lifestyle	47	4	5	16	2	14	6	43
	5%	3%	4%	8%zd	2%	7%d	3%	4%
National health service/Hospitals/Healthcare	360	52	39	94	42	76	56	335
	36%b	36%	25%	49%za	30%	40%b	33%	35%
			bdf					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base
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WEIGHTED BASE	986	144	154	192	141*	188	167	969
	100%	15%	16%	19%	14%*	19%	17%	98%
Nationalisation/ Government control of institutions	19 2%	4 3%f	1 1%	7 4%f	1 1%	6 3%f	- -	22 2%
Northern Ireland	3 *	- -	* *	- -	- -	1 *	2 1%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	16 2%	7 5%zc	1 1%	- -	2 1%	4 2%	3 2%	20 2%
Pensions/Social security/Benefits	101 10%d	16 11%d	12 8%	25 13%d	4 3%	23 12%d	21 12%d	99 10%
Petrol prices/Fuel	18 2%	2 1%	4 3%	6 3%	- -	5 3%	2 1%	17 2%
Pollution/ Environment	48 5%	9 6%	4 2%	15 8%f	4 3%	12 7%f	3 2%	45 5%
Population levels/ Overpopulation	48 5%a	1 1%	4 3%	16 9%zae	8 6%a	4 2%	14 9%zab e	46 5%
Pound/Exchange rate/Value of pound	1 *	- -	- -	- -	* *	- -	* *	2 *
Poverty/Inequality	149 15%	34 24%zb ef	18 12%	35 18%	19 14%	25 13%	19 11%	140 14%
Privatisation	25 3%	14 9%zbc def	2 2%	5 3%	1 1%	2 1%	1 1%	28 3%

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WEIGHTED BASE	986	144	154	192	141*	188	167	969
	100%	15%	16%	19%	14%*	19%	17%	98%
Public services in general	63 6%	10 7%	8 5%	18 9%	9 6%	11 6%	8 5%	59 6%
Race relations	51 5%	12 8%	7 5%	10 5%	3 2%	8 4%	11 7%	53 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	26 3%	6 5%b	- -	10 5%b	3 2%	4 2%	3 2%	28 3%
Taxation	67 7%	13 9%	18 12%ze	12 6%	7 5%	9 5%	9 5%	72 7%
Trade unions/ Strikes	20 2%	4 3%e	6 4%e	3 2%	1 *	- -	6 4%e	16 2%
Transport/Public transport	31 3%	6 4%	7 4%	6 3%	2 2%	8 5%	3 2%	32 3%
Unemployment/ Factory closure/ Lack of industry	169 17%e	31 21%e	38 25%ze	31 16%e	21 15%	17 9%	32 19%e	173 18%
Other	48 5%	6 4%	4 2%	11 6%	9 6%	9 5%	9 6%	45 5%
MEAN NUMBER OF MENTIONS	3.20d	3.43d	3.00	3.68z bdf	2.69	3.28d	2.98	3.21
STANDARD ERROR	0.06	0.19	0.17	0.20	0.12	0.13	0.11	0.06

ERROR VARIANCE * 0.04 0.03 0.04 0.01 0.02 0.01 *

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UNWEIGHTED BASE	969	151	142	169	120	208	179	969
WEIGHTED BASE	986	144	154	192	141*	188	167	969
	100%	15%	16%	19%	14%*	19%	17%	98%
Don't know	107	21	31	12	15	15	13	116
	11%	14% ^c	20% ^{zce}	6%	10%	8%	8%	12%
Personal finances (NET)	281	56	55	48	47	38	36	275
	29% ^{ef}	39% ^{zc}	36% ^{ef}	25%	34% ^{ef}	20%	22%	28%
Median	2	2	2	3	2	2	2	2

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

	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+	969
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969
●	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	969