

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
WEIGHTED BASE	936	472	464	125*	147	163	158	133	209	272	321	342	436	500	260	266	188	222	526	410	936
	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Ageing population/ Social care for the elderly	10 1%	3 1%	8 2%	- -	1 1%	3 2%	1 1%	2 2%	3 1%	1 *	4 1%	5 2%	4 1%	6 1%	1 1%	5 2%	2 1%	2 1%	6 1%	4 1%	11 1%
AIDS	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	11 2%b	-	4%efj	3%j	-	-	1% 1%	2% 1%	8%j	-	3% 1%	8% 2%	3% 1%	5% 2%	1% *	4% 2%	1% *	7% 1% m	4% 1%	10% 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	23 2%	11 2%	12 3%	1% 1%	4% 3%	2% 1%	2% 1%	5% 4%	8% 4%	6% 2%	4% 1%	13% 4%	8% 2%	15% 3%	1% *	5% 2%	5% 3%	12% 5% lmp	6% 1%	17% 4% lp	28% 3%
Defence/Foreign affairs/ International terrorism	10 1%	3 1%	8 2%	3% 2%	1% 1%	1% 1%	2% 1%	2% 1%	2% 1%	4% 1%	3% 1%	3% 1%	5% 1%	5% 1%	6% 2%	3% 1%	- -	2% 1%	9% 2%	2% *	10% 1%
Drug abuse	3 *	2 *	2 *	2% 2% k	- -	1% *	- -	- -	- -	2% 1%	1% *	- -	3% 1%	- -	- -	- -	1% *	2% 1% p	- -	3% 1%	3% *
Economy/Economic situation	279 30%	137 29%	142 31%	25% 20%	31% 21%	59% 36% cd	56% 35% cd	37% 28%	71% 34% cd	57% 21%	115% 36% cd	108% 32% cd	115% 27%	164% 33%	101% 39% no	81% 31% oo	51% 27%	46% 21%	182% 35% mo	97% 24%	259% 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



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	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Education/Schools	11	2	9	1	1	3	1	2	3	2	4	4	5	5	3	6	1	1	9	2	13
	1%	*	2%a	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%q	*	1%	2%	*	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	1	1
	*	*	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	-	*	-	*	*
Housing	16	8	9	4	5	2	3	1	1	9	5	2	11	5	6	2	7	1	8	8	14
	2%	2%	2%	3%k	3%k	1%	2%	1%	1%	3%hk	1%	1%	3%	1%	2%	1%	4%mo	1%	2%	2%o	1%
Inflation/Prices	32	15	17	5	11	3	6	1	5	16	9	6	19	13	3	6	12	11	9	23	31
	3%	3%	4%	4%	7%eghjk	2%	4%	1%	3%	6%gk	3%	2%	4%	3%	1%	2%	6%lmp	5%lp	2%	6%lmp	3%
Local government/Council tax	2	-	2	-	2	-	-	-	-	2	-	-	2	-	-	1	1	-	1	1	2
	*	-	*	-	1%k	-	-	-	-	1%	-	-	*	-	-	*	1%	-	*	*	*
Low pay/Minimum wage/Fair wages	11	3	8	1	2	2	2	2	1	3	5	3	5	6	2	5	2	2	7	4	12
	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Morality/Individual behaviour/Lifestyle	18	6	11	2	2	2	3	1	7	4	5	8	7	11	7	8	1	2	15	3	19
	2%	1%	2%	1%	2%	1%	2%	*	4%	2%	2%	2%g	1%	2%	3%	3%q	*	1%	3%q	1%	2%
National health service/Hospitals/Healthcare	37	13	24	2	5	3	10	4	13	6	13	17	9	27	10	14	6	6	24	12	39
	4%	3%	5%	1%	3%	2%	7%	3%	6%i	2%	4%	5%	2%	5%	4%	5%	3%	3%	5%	3%	4%
Nationalisation/Government control of institutions	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	-	1%	-	-	-	-	*	-	*	-	-	-	1%	-	-	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	20 2%	6 1%	14 3%	1 1%	5 3%	1 1%	3 2%	5 4%	5 2%	6 2%	4 1%	10 3%	8 2%	13 3%	5 2%	8 3%	2 1%	5 2%	13 3%	7 2%	22 2%
Petrol prices/Fuel	3 *	2 *	2 *	- -	- -	- -	- -	1 1%	2 1%	- -	- -	3 1%	- -	3 1%	- -	1 *	1 1%	2 1%	1 *	3 1%	4 *
Pollution/ Environment	4 *	4 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 *	1 1%	2 1%	1 *	2 1%	2 *	1 *	3 1%q	- -	- -	4 1%	- -	4 *
Population levels/ Overpopulation	10 1%	5 1%	6 1%	1 1%	- -	1 1%	2 1%	4 3%di	2 1%	1 *	3 1%	6 2%	2 1%	8 2%	4 2%	5 2%	* *	1 1%	9 2%	2 *	11 1%
Pound/Exchange rate/Value of pound	1 *	1 *	1 *	- -	1 *	- -	1 1%	- -	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	2 *
Poverty/Inequality	40 4%	23 5%	18 4%	5 4%	8 5%	11 7%	7 4%	4 3%	5 3%	13 5%	18 5%	10 3%	24 5%	16 3%	17 7%m	6 2%	8 4%	9 4%	23 4%m	17 4%	40 4%
Privatisation	2 *	2 *	- -	- -	1 1%	- -	- -	1 1%	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	1 1%	- -	1 *	1 *	2 *
Public services in general	11 1%	5 1%	6 1%	2 1%	2 1%	5 3%hk	1 1%	1 *	1 *	3 1%	6 2%	1 *	9 2%	2 *	3 1%	8 3%noq	- -	- -	11 2%oq	- -	11 1%
Race relations/ Immigration/ Immigrants	126 13%	66 14%	60 13%	6 5%	11 7%	24 15%ci	23 15%ci	21 16%cd	40 19%cdi	17 6%	48 15%cd	61 18%cdi	41 9%	84 17%	35 14%	35 13%	29 15%	27 12%	70 13%	55 14%	128 14%

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UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
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	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1*	1*	-	-	1	-	-	-	-	1*	-	-	1*	-	-	-	1	-	-	1*	1*
Taxation	9	6	3	3	3	1	-	*	1	6	1	2	7	2	1	2	3	3	4	5	10
	1%	1%	1%	3%	2%	1%	-	*	1%	2%	*	*	2%	*	1%	1%	1%	1%	1%	1%	1%
Trade unions/ Strikes	2*	1*	1*	-	-	-	-	-	2	-	-	2	-	2	1*	-	-	1*	1*	1*	2*
Transport/Public transport	3*	2*	1*	-	1	1	-	1	-	1	1	1	2	1	1*	1*	-	1*	2*	1*	3*
Unemployment/ Factory closure/ Lack of industry	171	110	61	31	36	26	27	32	20	66	53	52	92	79	36	41	39	56	76	95	172
	18%	23%b	13%	24%hk	24%hk	16%	17%	24%hk	10%	24%hj	17%h	15%h	21%	16%	14%	15%	21%	25%lm	15%	23%lm	18%
Other	21	11	10	3	4	1	4	2	7	7	5	9	8	13	5	9	1	5	14	7	22
	2%	2%	2%	2%	3%	1%	3%	1%	3%	3%	2%	3%	2%	3%	2%	3%	1%	2%	3%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	44	13	31	19	7	6	2	4	5	26	8	10	32	12	5	8	8	24	12	32	47
	5%	3%	7%a	15%def	5%	4%	1%	3%	3%	10%def	2%	3%	7%	2%	2%	3%	4%	11%lmn	2%	8%lmn	5%
				ghijk						ghjk								pq		p	

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Ageing population/ Social care for the elderly	10 1%	9 1%	* 1%	1 1%	1 *	* *	3 1%	2 1%	7 2%	- -	4 2%	4 4%ade	3 1%	5 2%	1 1%	1 1%	8 1%	11 1%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	1 1%o	- -	- -	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	11 1%	9 1%	- -	3 3%f	6 2%	3 1%	1 *	1 *	4 1%	2 2%	4 2%	1 1%	3 1%	5 2%	1 1%	2 1%	8 1%	10 1%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	23 2%	20 2%	2 5%	1 1%	11 4%	10 4%a	5 2%	3 1%	7 2%	3 3%	5 2%	2 1%	8 3%	7 2%	4 4%	3 1%	15 2%	28 3%
Defence/Foreign affairs/ International terrorism	10 1%	7 1%	- -	3 5%aef	6 2%e	2 1%	2 1%	2 1%	3 1%	1 1%	3 1%	2 2%	3 1%	1 *	3 3%lo	2 1%	5 1%	10 1%
Drug abuse	3 *	3 *	- -	- -	2 1%	2 1%	- -	- -	1 *	1 1%	1 *	- -	2 1%	- -	1 1%	- -	2 *	3 *

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	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Economy/Economic situation	279	246	9	24	92	68	80	72	107	25	66	41	101	112	18	42	213	259
	30%	30%h	23%	33%	30%	29%	27%	28%	32%hi	21%	28%h	34%hi	32%mn	36%mn	17%	22%	34%mn	28%
Education/Schools	11	8	2	-	1	1	4	1	6	3	6	3	6	2	-	3	8	13
	1%	1%	6%acd ef	-	*	1%	1%	1%	2%	2%	2%adg	3%	2%	1%	-	1%	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	1%	-	*
Housing	16	13	2	2	5	4	4	2	8	5	6	1	3	2	6	5	5	14
	2%	2%	5%f	2%	2%	2%	1%	1%	2%	4%a	3%	1%	1%	1%	5%klo	3%	1%	1%
Inflation/Prices	32	31	-	1	14	14	4	4	13	8	10	2	4	13	4	11	17	31
	3%	4%f	-	1%	5%cf	6%f	2%	2%	4%	7%fg	4%	2%	1%	4%k	4%k	6%k	3%k	3%
Local government/ Council tax	2	2	-	-	1	1	1	1	-	-	-	-	-	-	1	1	-	2
	*	*	-	-	*	*	*	*	-	-	-	-	-	-	1%o	1%	-	*
Low pay/Minimum wage/Fair wages	11	10	-	2	5	4	2	2	4	1	4	2	1	5	2	3	6	12
	1%	1%	-	2%	2%	2%	1%	1%	1%	1%	2%	2%	*	2%	2%	2%	1%k	1%
Morality/ Individual behaviour/ Lifestyle	18	15	-	2	5	3	5	5	7	3	7	4	9	3	1	5	12	19
	2%	2%	-	3%	2%	1%	2%	2%	2%	3%	3%g	3%	3%	1%	1%	3%	2%	2%
National health service/Hospitals/ Healthcare	37	31	1	4	9	6	10	9	17	5	10	6	16	10	4	4	27	39
	4%	4%	4%	5%	3%	2%	4%	4%	5%	4%	4%	5%	5%	3%	4%	2%	4%	4%
Nationalisation/ Government control of institutions	1	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	*	-	-	*	*

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ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)		
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	1 1%adg	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *
Pensions/Social security/Benefits	20 2%	20 2%	1 2%	-	4 1%	4 2%	12 4%	11 4%	4 1%	1 1%	3 1%	1 1%	11 3%	5 2%	2 2%	2 1%	16 3%	22 2%
Petrol prices/Fuel	3 *	1 *	-	2 3%ade fghi	2 1%	-	1 *	1 *	-	-	-	-	3 1%	-	-	-	3 1%	4 *
Pollution/ Environment	4 *	4 *	1 2%	-	1 *	1 1%	1 *	-	2 1%	2 2%a	2 1%	-	1 *	2 1%	-	1 1%	3 *	4 *
Population levels/ Overpopulation	10 1%	10 1%	-	1 1%	1 *	-	4 2%	4 2%	5 2%	1 1%	4 2%	3 3%de	5 2%	2 1%	1 1%	2 1%	7 1%	11 1%
Pound/Exchange rate/Value of pound	1 *	-	-	1 2%aef gi	1 *	-	-	-	-	-	-	-	-	1 *	1 1%	-	1 *	2 *
Poverty/Inequality	40 4%	34 4%	2 4%	5 6%	12 4%	8 3%	13 4%	11 4%	15 4%	9 7%ij	11 4%j	2 2%	10 3%	13 4%	5 5%	12 6%	23 4%	40 4%
Privatisation	2 *	2 *	-	-	-	-	-	-	2 1%	1 1%	2 1%	1 1%	1 *	-	1 1%	-	1 *	2 *
Public services in general	11 1%	9 1%	2 4%de	-	1 *	1 *	6 2%	4 2%	4 1%	3 2%d	4 2%	1 1%	4 1%	3 1%	1 1%	3 2%	7 1%	11 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
Number of sample points : 200
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)		
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
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	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Race relations/ Immigration/ Immigrants	126 13%	122 15%ch	2 6%	2 2%	35 11%cd	33 14%cd	44 15%ch	42 16%	47 14%ch	8 6%	31 13%ch	23 19%ch	56 18%nd	42 14%	15 13%	14 7%	97 16%nd	128 14%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%a	1 *	- -	- -	- -	- -	1 1%	- -	1 *
Taxation	9 1%	8 1%	- -	1 1%	4 1%	3 1%	2 1%	2 1%	3 1%	3 2%g	3 1%	- -	1 *	* *	2 2%o	6 3%klo	1 *	10 1%
Trade unions/ Strikes	2 *	2 *	- -	- -	- -	- *	1 *	1 *	1 *	- -	1 *	1 1%	1 *	- -	1 1%	- -	1 *	2 *
Transport/Public transport	3 *	3 *	- -	- -	- -	- -	- -	3 1%	2 2%adf	3 1%a	1 1%	1 *	- -	- -	2 1%	1 *	3 *	
Unemployment/ Factory closure/ Lack of industry	171 18%	145 18%gi	11 30%ag	14 19%	67 22%gi	52 22%ag	61 21%gi	50 20%	44 13%	19 16%	33 13%	13 11%	51 16%	56 18%	20 18%	44 23%	107 17%	172 18%
Other	21 2%	17 2%	1 2%	3 4%	5 2%	2 1%	10 3%	9 4%	6 2%	3 2%	6 2%	3 2%	6 2%	7 2%	3 3%	4 2%	13 2%	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	44 5%	38 5%j	1 4%	4 5%	13 4%	9 4%	15 5%	14 5%	16 5%j	10 9%agi	11 5%j	1 1%	8 3%	7 2%	12 11%klo	13 7%klo	15 2%	47 5%

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

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ISSUES INDEX (FINAL)

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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	936	317	95	524	57	37	144	287	38	792	182	133	263	265	936
WEIGHTED BASE	936	391	110*	435	50*	49*	150	274	39*	787	189	112	304	281	936
	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Ageing population/ Social care for the elderly	10 1%	3 1%	2 2%	5 1%	1 2%	-	2 2%	1 *	2 6%gi	8 1%	5 2%	1 1%	4 1%	3 1%	11 1%
AIDS	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-	1 1%	-	-	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	5 1%	2 2%	4 1%	-	*	1 1%	4 1%	-	10 1%	1 1%	4 1%	1 *	10 1%	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	23 2%	5 1%	3 3%	15 3%	1 3%	-	2 1%	8 3%	-	21 3%	2 1%	8 7% _m	1 *	7 3%	28 3%
Defence/Foreign affairs/ International terrorism	10 1%	2 *	2 2%	6 1%	-	-	2 1%	2 1%	-	8 1%	2 1%	2 2%	3 1%	2 1%	10 1%
Drug abuse	3 *	1 *	-	2 1%	-	-	-	2 1%	-	3 *	-	-	2 1%	1 *	3 *

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

Respondent type : GB Adults 18+
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	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Economy/Economic situation	279	122	35	122	11	20	52	67	21	227	73	25	104	82	259
	30%	31%	32%	28%	21%	40%	35%g	25%	54%gi	29%	39%gi	23%	34%l	29%	28%
Education/Schools	11	3	2	5	-	-	1	*	2	10	2	1	5	3	13
	1%	1%	2%	1%	-	-	*	*	4%g	1%g	1%f	1%	2%	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	1	-	1	-	-	-	1	1
	*	*	-	-	-	-	-	*	-	*	-	-	-	*	*
Housing	16	13	1	3	1	1	3	*	-	14	3	3	3	7	14
	2%	3%c	1%	1%	2%	2%	2%	*	-	2%g	1%	3%	1%	3%	1%
Inflation/Prices	32	19	4	9	1	3	1	11	-	30	1	3	5	13	31
	3%	5%	4%	2%	2%	6%	1%	4%	-	4%	1%	3%	2%	5%	3%
Local government/Council tax	2	-	1	1	-	-	-	-	-	2	-	-	1	2	2
	*	-	1%	*	-	-	-	-	-	*	-	-	*	1%	*
Low pay/Minimum wage/Fair wages	11	4	2	4	-	-	2	5	-	10	2	2	1	3	12
	1%	1%	2%	1%	-	-	1%	2%	-	1%	1%	2%	*	1%	1%
Morality/Individual behaviour/Lifestyle	18	3	3	11	1	2	7	3	1	11	7	1	6	4	19
	2%	1%	3%	3%	2%	3%	4%i	1%	2%	1%	4%i	1%	2%	1%	2%
National health service/Hospitals/Healthcare	37	15	2	19	*	1	4	15	1	32	5	4	15	6	39
	4%	4%	2%	4%	1%	1%	3%	6%	3%	4%	3%	3%	5%	2%	4%
Nationalisation/Government control of institutions	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
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	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	1 *
Pensions/Social security/Benefits	20 2%	7 2%	2 2%	11 3%	1 1%	-	2 1%	8 3%	-	18 2%	2 1%	2 2%	4 1%	3 1%	22 2%
Petrol prices/Fuel	3 *	1 *	-	2 1%	-	-	-	1 *	-	3 *	-	1 1%	2 1%	-	4 *
Pollution/ Environment	4 *	1 *	2 2% ^c	1 *	-	1 2%	1 *	-	-	4 *	1 *	-	1 *	1 *	4 *
Population levels/ Overpopulation	10 1%	2 1%	2 2%	6 1%	-	1 2%	1 1%	1 *	2 5% ^g	9 1%	3 2%	-	5 2%	3 1%	11 1%
Pound/Exchange rate/Value of pound	1 *	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	2 *
Poverty/Inequality	40 4%	21 5%	5 4%	15 3%	4 7%	1 3%	1 1%	20 7% ^{fj}	3 8% ^{fj}	39 5% ^f	4 2% ^f	8 7%	16 5%	13 5%	40 4%
Privatisation	2 *	2 1%	-	-	-	-	-	1 *	-	2 *	-	-	2 1%	1 *	2 *
Public services in general	11 1%	5 1%	2 2%	4 1%	-	-	1 *	3 1%	1 3%	10 1%	2 1%	2 2%	5 2%	6 2%	11 1%
Race relations/ Immigration/ Immigrants	126 13%	42 11%	16 15%	68 16% ^d	3 5%	6 13%	46 30% ^{ghi}	18 6%	4 11%	80 10% ^g	50 26% ^{ghi}	10 9%	47 15%	38 13%	128 14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - l/m
Overlap formulae used. * small base
Respondent type : GB Adults 18+
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	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1*	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*
Taxation	9 1%	5 1%	1 1%	2 *	-	-	-	2 1%	-	9 1%	-	1 1%	3 1%	1 1%	10 1%
Trade unions/ Strikes	2*	-	-	2 *	-	-	1 1%	1 *	-	1 *	1 *	1 1%	-	-	2 *
Transport/Public transport	3*	2 *	-	1 *	-	1 2%	-	2 1%	-	3 *	-	-	1 *	2 1%	3 *
Unemployment/ Factory closure/ Lack of industry	171 18%	81 21%b	10 9%	80 18%b	21 42%abc e	4 9%	15 10%	77 28%fhi j	1 3%	156 20%fhj	17 9%	25 22%	51 17%	54 19%	172 18%
Other	21 2%	9 2%	-	12 3%	1 2%	6 12%abc	3 2%	8 3%	-	18 2%	3 1%	4 3%	8 3%	5 2%	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	44 5%	13 3%	8 7%	23 5%	5 10%a	2 5%	3 2%	9 3%	1 1%	41 5%	4 2%	7 6% m	5 2%	17 6%	47 5%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Ageing population/ Social care for the elderly	10 1%	-	2	4	-	-	1	2	5	4	10	1	2	3	-	1	11 1%
AIDS	1 *	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1 *
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	4	2	-	2	3	1	5	4	2	10	1	-	7	-	-	10 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	23 2%	5	2	23	3	3	2	8	9	6	19	4	4	4	-	-	28 3%
Defence/Foreign affairs/ International terrorism	10 1%	2	2	1	2	10	-	3	7	1	9	1	4	-	-	-	10 1%
Drug abuse	3 *	-	-	3	-	-	-	1	2	-	-	3	2	1	-	-	3 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
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ISSUES INDEX (FINAL)

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What would you say is the most important issue facing Britain today?
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TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)	
UNWEIGHTED BASE 936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE 936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Economy/Economic situation 279 30%	279 61%bcd ef	85 39%cd	33 24%	59 20%	24 36%d	55 50%bcd	53 22%	133 30%g	88 38%gh	258 31%k	19 18%	59 35%	99 31%	3 21%	-	259 28%
Education/Schools 11 1%	3 1%	7 3%a	3 2%	3 1%	2 3%	11 10%abcd	3 1%	6 1%	2 1%	10 1%	1 1%	2 1%	3 1%	1 7%	-	13 1%
Foot and mouth outbreak/Farming crisis 1 *	-	-	-	-	-	-	1 *	-	-	-	1 1%j	-	1 *	-	-	1 *
Housing 16 2%	5 1%	2 1%	1 1%	3 1%	1 2%	2 2%	7 3%	7 2%	2 1%	15 2%	1 1%	7 4%	7 2%	-	-	14 1%
Inflation/Prices 32 3%	4 1%	4 2%	5 4%a	8 3%	2 2%	1 1%	14 6%h	11 2%	6 3%	26 3%	6 5%	2 1%	21 6%l	-	-	31 3%
Local government/Council tax 2 *	-	1 *	-	1 *	-	-	-	-	2 1%	2 *	-	-	1 *	-	-	2 *
Low pay/Minimum wage/Fair wages 11 1%	1 *	2 1%	2 1%	* *	-	-	3 1%	7 2%	1 *	8 1%	3 3%	4 3%	3 1%	-	-	12 1%
Morality/Individual behaviour/Lifestyle 18 2%	3 1%	1 *	3 2%	1 *	1 2%	-	5 2%	11 2%	2 1%	17 2%	1 1%	5 3%	2 *	-	-	19 2%
National health service/Hospitals/Healthcare 37 4%	15 3%	37 17%acde f	6 4%	6 2%	3 5%	8 7%d	9 4%	20 4%	7 3%	32 4%	4 4%	14 8% m	5 2%	-	-	39 4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
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ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
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UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *
Pensions/Social security/Benefits	20 2%	2 *	5 2%a	3 2%a	3 1%	* 1%	-	3 1%	9 2%	8 3%	20 2%	1 1%	4 2%	5 2%	-	-	22 2%
Petrol prices/Fuel	3 *	1 *	-	-	-	-	-	1 *	-	3 1%h	3 *	-	-	1 *	-	-	4 *
Pollution/ Environment	4 *	1 *	-	1 1%	-	-	-	2 1%	1 *	1 *	4 1%	-	1 1%	2 1%	-	-	4 *
Population levels/ Overpopulation	10 1%	2 *	1 1%	4 3%a	3 1%	-	3 3%a	* *	5 1%	5 2%	10 1%	-	1 1%	3 1%	-	-	11 1%
Pound/Exchange rate/Value of pound	1 *	1 *	-	-	-	-	-	1 *	1 *	-	1 *	1 1%	1 1%	-	-	-	2 *
Poverty/Inequality	40 4%	10 2%	9 4%	5 3%	4 1%	-	3 3%	11 5%	18 4%	10 5%	33 4%	8 7%	9 5%	13 4%	3 27%	-	40 4%
Privatisation	2 *	1 *	-	1 1%	2 1%	-	-	1 *	-	1 1%	2 *	-	-	2 1%	-	-	2 *

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	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Public services in general	11 1%	5 1%	6 3%	3 2%	3 1%	-	3 3%	3 1%	5 1%	2 1%	10 1%	1 1%	6 4% ^m	1 *	-	-	11 1%
Race relations/Immigration/Immigrants	126 13%	41 9%	15 7%	15 11%	126 43% ^{abce} f	5 7%	6 6%	24 10%	66 15%	35 15%	121 15% ^k	5 4%	6 4%	51 16% ^l	1 9%	-	128 14%
Scottish/Welsh assembly/Devolution/Constitutional reform	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *
Taxation	9 1%	3 1%	2 1%	1 1%	4 1%	-	-	4 2%	3 1%	1 *	8 1%	1 1%	2 1%	5 1%	-	-	10 1%
Trade unions/Strikes	2 *	-	-	-	-	-	-	-	1 *	1 *	2 *	-	-	-	-	-	2 *
Transport/Public transport	3 *	-	1 *	-	-	-	1 1%	2 1%	1 *	-	2 *	1 1%	-	2 1%	-	-	3 *
Unemployment/Factory closure/Lack of industry	171 18%	60 13%	29 13%	19 14%	54 19% ^a	11 16%	12 11%	48 20% ⁱ	95 21% ⁱ	25 11%	140 17%	31 30% ^j	30 18%	58 18%	3 26%	1 24%	172 18%
Other	21 2%	4 1%	5 2%	-	3 1%	1 2%	1 1%	6 3%	7 2%	6 3%	17 2%	4 3%	-	6 2%	1 11%	2 46%	22 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Don't know	44	1	-	2	1	-	1	20	17	7	35	8	6	15	-	-	47
	5%	*	-	1%	*	-	1%	8%hi	4%	3%	4%	8%	3%	5%	-	-	5%

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UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
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	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Ageing population/ Social care for the elderly	10 1%	-	-	-	-	1	*	2	-	1	1	-	1	-	-	5	1	5	3	2	11
AIDS	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	11 1%	-	2	-	-	2	-	-	-	-	-	-	1	-	-	6	2	1	-	-	10
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	23 2%	1	-	1	-	-	1	1	1	6	1	3	2	1	-	10	1	13	2	9	28
Defence/Foreign affairs/ International terrorism	10 1%	-	-	1	-	-	-	1	-	2	-	-	-	-	-	6	1	3	1	2	10
Drug abuse	3 *	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3
		-	-	2%	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*

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	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Economy/Economic situation	279	7	22	21	5	17	7	14	5	18	8	4	11	6	1	165	61	60	20	28	259
	30%	56%	52%	40%	68%	60%	34%	22%	36%	24%	25%	24%	22%	29%	44%	29%	49%qr	24%	25%	24%	28%
Education/Schools	11	1	1	-	-	-	-	1	-	1	-	-	-	-	-	7	2	2	1	1	13
	1%	7%	3%	-	-	-	-	1%	-	1%	-	-	-	-	-	1%	2%	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Housing	16	-	-	-	-	1	-	-	2	3	-	-	2	1	-	10	1	5	-	3	14
	2%	-	-	-	-	4%	-	-	12%	4%	-	-	5%	5%	-	2%	1%	2%	-	2%	1%
Inflation/Prices	32	1	1	-	1	1	-	-	-	7	-	3	5	2	-	17	2	13	-	8	31
	3%	7%	4%	-	12%	3%	-	-	-	9%cgo	-	18%	11%cgo	8%	-	3%	2%	5%r	-	7%r	3%
Local government/Council tax	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	2
	*	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	*	-	*	-	1%	*
Low pay/Minimum wage/Fair wages	11	-	-	2	-	-	-	*	-	2	2	1	-	-	1	5	3	3	*	3	12
	1%	-	-	4%o	-	-	-	1%	-	2%	6%o	6%	-	-	56%	1%	3%	1%	1%	3%	1%
Morality/Individual behaviour/Lifestyle	18	-	*	-	-	1	*	-	-	2	-	-	1	2	-	10	2	5	*	2	19
	2%	-	1%	-	-	4%	2%	-	-	3%	-	-	2%	10%	-	2%	1%	2%	1%	2%	2%
National health service/Hospitals/Healthcare	37	-	3	6	1	1	-	3	-	2	3	-	3	1	-	17	10	10	3	4	39
	4%	-	6%	11%o	15%	3%	-	4%	-	2%	8%	-	6%	6%	-	3%	8%	4%	3%	3%	4%

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Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	-	-	-	-	-	-	-	1 2%o	-	-	-	-	-	-	1 *	-	1 *	1 *
Pensions/Social security/Benefits	20 2%	-	1 2%	-	-	-	-	1 2%	-	* 1%	1 4%	1 4%	1 2%	-	-	15 3%	1 1%	4 2%	1 1%	2 2%	22 2%
Petrol prices/Fuel	3 *	-	-	-	-	-	-	-	1 7%	-	-	1 5%	-	-	-	3 *	-	1 *	-	1 1%	4 *
Pollution/ Environment	4 *	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	3 1%	1 1%	-	-	-	4 *
Population levels/ Overpopulation	10 1%	-	-	-	-	-	1 4%	2 3%	-	-	-	-	* 1%	-	-	8 1%	-	2 1%	2 2%	-	11 1%
Pound/Exchange rate/Value of pound	1 *	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 *	-	1 *	-	1 1%	2 *
Poverty/Inequality	40 4%	-	-	3 6%	-	1 3%	2 9%	1 2%	1 11%	2 3%	1 2%	-	2 5%	1 6%	-	30 5%	4 3%	7 3%	3 4%	4 4%	40 4%
Privatisation	2 *	-	-	1 2%o	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	2 *

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Public services in general	11 1%	-	-	3	-	1	1	-	-	-	-	-	2	-	-	5	3	3	1	-	11
Race relations/Immigration/Immigrants	126 13%	1	5	1	*	-	6	27	-	11	2	*	1	*	-	72	7	48	34	13	128
Scottish/Welsh assembly/Devolution/Constitutional reform	1 *	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
Taxation	9 1%	-	-	-	-	-	-	-	-	-	1	-	1	-	-	7	-	2	-	1	10
Trade unions/ Strikes	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2
Transport/Public transport	3 *	-	-	2	-	-	-	-	-	-	-	-	1	-	-	-	2	1	-	-	3
Unemployment/Factory closure/Lack of industry	171 18%	1	4	7	-	*	1	5	3	14	11	2	7	4	-	119	11	39	7	24	172
Other	21 2%	*	2	1	-	1	1	1	*	1	*	*	1	-	-	12	4	4	1	2	22
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	44 5%	-	-	*	-	1	-	2	*	3	2	2	3	2	-	31	1	9	2	4	47

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j/k/l/m/n/o - p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
Number of sample points : 200
Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
WEIGHTED BASE	936	472	464	125*	147	163	158	133	209	272	321	342	436	500	260	266	188	222	526	410	936
	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Ageing population/ Social care for the elderly	73 8%	30 6%	43 9%	1 1%	7 5%	13 8%ci	13 8%ci	17 13%cd	22 11%ci	8 3%c	26 8%ci	39 11%cdi	21 5%	52 10%	34 13%oq	22 8%oq	13 7%o	5 2%	55 11%moq	18 4%o	68 7%
AIDS	3 *	2 *	2 *	- -	2 1%k	1 *	1 *	- -	- -	2 1%	1 *	- -	3 1%	1 *	- -	3 1%	1 *	- -	3 1%	1 *	4 *
Animal welfare	8 1%	3 1%	5 1%	3 3%j	2 1%	- -	1 1%	- -	2 1%	5 2%	1 *	2 1%	5 1%	3 1%	2 1%	2 1%	3 1%	1 1%	4 1%	4 1%	8 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	1 *	1 1%	1 1%	- -	2 1%	- -	- -	1 1%	2 1%	- -	1 *	2 *	- -	1 1%	- -	2 1%	1 *	2 *	5 1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	44 9%b	20 4%	9 7%f	5 4%	13 8%fj	2 1%	10 7%f	24 12%dfi	14 5%	15 5%f	34 10%dfi	27 6%	36 7%	27 10%mo	12 5%	14 8%	10 5%	39 7%mi	24 6%	54 6%
Countryside/Rural life	12 1%	6 1%	6 1%	1 1%	- -	4 2%	2 1%	* *	5 2%	1 *	5 2%	5 2%	5 1%	7 1%	5 2%	1 *	5 3%mi	1 1%	6 1%mi	6 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	71 15%	67 14%	24 19%	20 14%	22 13%	20 13%	19 15%	32 15%	44 16%	42 13%	52 15%	66 15%	72 14%	46 18%	38 14%	26 14%	29 13%	83 16%	55 13%	138 15%
Defence/Foreign affairs/ International terrorism	68 7%	37 8%	30 7%	12 9%	5 3%	9 5%	17 11%di	9 6%	17 8%	17 6%di	26 8%	25 7%	25 6%	42 8%	29 11%nq	16 6%	7 4%	16 7%	44 8%mi	23 6%	59 6%
Drug abuse	44 5%	25 5%	20 4%	7 6%	10 7%	7 4%	5 3%	3 2%	12 6%	17 6%	13 4%	15 4%	24 6%	20 4%	11 4%	10 4%	8 4%	16 7%	21 4%	24 6%	51 5%
Economy/Economic situation	454 49%	236 50%	219 47%	54 43%	52 35%	86 53%di	87 55%di	67 50%di	108 52%di	106 39%	173 54%di	175 51%di	193 44%	262 52%	149 57%oq	135 51%oq	94 50%oq	76 34%	283 54%oq	171 42%o	434 46%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 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+

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
WEIGHTED BASE	936	472	464	125*	147	163	158	133	209	272	321	342	436	500	260	266	188	222	526	410	936
100%		50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Education/Schools	111 12%	43 9%	68 15%a	6 4%	9 6%	26 16%cd	24 15%cd	22 16%cd	24 11%ci	15 6%	50 16%cd	46 13%cdi	41 9%	70 14%	64 opq	31 12%noq	8 4%	8 4%	94 18%mqno	16 4%	97 10%
Foot and mouth outbreak/Farming crisis	8 1%	7 1%	1 *	1 1%	2 1%	3 2%	* *	1 1%	1 1%	2 1%	3 1%	2 1%	5 1%	3 1%	1 *	3 1%	1 1%	3 1%	4 1%	4 1%	10 1%
Housing	112 12%	48 10%	64 14%	14 11%	23 15%g	17 10%	25 16%g	9 7%	24 12%	37 13%g	42 13%	33 10%	54 12%	58 12%	37 14%	27 10%	26 14%	22 10%	64 12%	48 12%	104 11%
Inflation/Prices	124 13%	66 14%	57 12%	19 15%	36 25%ef	20 12%	20 13%	11 8%	17 8%	55 20%gh	41 13%	28 8%	75 17%	48 10%	28 11%	33 12%	41 22%lm	22 10%	61 12%	63 15%o	121 13%
Local government/Council tax	24 3%	14 3%	10 2%	1 1%	6 4%	9 5%k	3 2%	2 2%	3 2%	7 3%c	11 4%	6 2%	16 4%	8 2%	9 3%	4 1%	7 4%	4 2%	13 2%	11 3%	25 3%
Low pay/Minimum wage/Fair wages	66 7%	38 8%	28 6%	10 8%hk	15 10%hk	16 10%hk	14 9%hk	5 4%	6 3%	25 9%hk	30 9%hk	11 3%	41 10%	25 5%	21 8%	14 5%	13 7%	19 8%	34 7%	32 8%	61 7%
Morality/Individual behaviour/Lifestyle	56 6%	29 6%	27 6%	4 3%	8 6%	5 3%	12 8%	7 5%	19 9%e	12 5%	18 5%	26 7%	18 4%	38 8%	21 8%oq	23 9%oq	9 5%	3 1%	44 8%oq	12 3%o	59 6%
National health service/Hospitals/Healthcare	220 23%	96 20%	124 27%a	13 10%	26 18%	36 22%c	53 33%cd	35 26%ci	57 27%ci	39 14%	89 28%cd	91 27%ci	75 17%	144 29%	89 q	69 26%oq	36 19%o	25 11%	158 30%mn	61 15%o	210 22%
Nationalisation/Government control of institutions	18 2%	14 3%b	4 1%	- -	8 5%cei	1 1%	1 1%	2 1%	5 3%	8 3%	2 1%	7 2%	9 2%	9 2%	10 4%oq	5 2%	2 1%	* *	15 3%oq	3 1%	14 1%
Northern Ireland	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
WEIGHTED BASE	936	472	464	125*	147	163	158	133	209	272	321	342	436	500	260	266	188	222	526	410	936
	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	8 2%	5 1%	1 1%	1 1%	- -	4 3%	1 1%	6 3%	2 1%	4 1%	7 2%	2 *	11 2%	9 3% _{nq}	4 1%	- -	1 1%	12 2% _q	1 *	13 1%
Pensions/Social security/Benefits	116 12%	38 8%	79 17% _a	7 6%	16 11%	13 8%	31 20% _{ce}	18 14% _c	31 15% _{ci}	23 8%	44 14% _{ce}	49 14% _{ci}	36 8%	81 16%	34 13%	35 13%	24 13%	22 10%	70 13%	46 11%	118 13%
Petrol prices/Fuel	48 5%	23 5%	25 5%	3 2%	7 5%	7 5%	8 5%	10 8%	12 6%	10 4%	15 5%	22 6%	18 4%	30 6%	10 4%	13 5%	15 8%	9 4%	24 4%	24 6%	52 6%
Pollution/ Environment	34 4%	16 3%	18 4%	5 4%	5 3%	2 1%	8 5%	6 5%	8 4%	9 3%	10 3%	14 4%	12 3%	22 4%	17 7% _{noq}	10 4%	2 1%	4 2%	28 5% _{nq}	6 2%	31 3%
Population levels/ Overpopulation	39 4%	14 3%	25 5%	1 1%	3 2%	7 4%	9 5%	6 4%	14 7% _{ci}	4 2%	15 5%	20 6% _i	11 3%	28 6%	13 5%	16 6% _{oq}	6 3%	4 2%	29 6% _{oq}	10 2%	42 4%
Pound/Exchange rate/Value of pound	6 1%	2 *	4 1%	2 2%	3 2%	- -	1 1%	* *	* *	5 2%	1 *	1 *	5 1%	2 *	- -	2 1%	1 1%	3 1%	2 *	5 1%	7 1%
Poverty/Inequality	129 14%	67 14%	62 13%	10 8%	21 14%	37 23% _{cf}	16 10%	21 16%	23 11%	31 11%	53 17% _{cf}	45 13%	68 16%	61 12%	51 19% _{oq}	33 13%	26 14%	19 8%	84 16% _{mo}	45 11%	119 13%
Privatisation	23 3%	17 4% _b	6 1%	1 1%	6 4%	2 2%	5 3%	5 4%	4 2%	7 3%	7 2%	9 3%	10 2%	14 3%	10 4%	7 3%	5 2%	2 1%	17 3%	7 2%	22 2%
Public services in general	57 6%	27 6%	29 6%	8 6%	9 6%	9 5%	10 6%	7 6%	13 6%	17 6%	19 6%	21 6%	26 6%	31 6%	22 8% _{oq}	21 8% _{oq}	10 5%	4 2%	43 8% _{oq}	14 3%	57 6%
Race relations/ Immigration/ Immigrants	291 31%	160 34%	131 28%	25 20%	30 21%	51 31% _i	65 41% _{cd}	46 35% _{cd}	73 35% _{cd}	55 20%	116 36% _{cd}	120 35% _{cd}	106 24%	185 37%	79 30%	80 30%	69 37%	63 28%	159 30%	132 32%	278 30%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	936	466	470	114	141	142	137	149	253	255	279	402	397	539	202	308	187	239	510	426	936
WEIGHTED BASE	936	472	464	125*	147	163	158	133	209	272	321	342	436	500	260	266	188	222	526	410	936
	100%	50%	50%	13%*	16%	17%	17%	14%	22%	29%	34%	37%	47%	53%	28%	28%	20%	24%	56%	44%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	3 1%	2 *	- -	1 1%	- -	2 2%	- -	1 1%	1 *	2 1%	1 *	1 *	4 1%	- -	1 *	2 1%	2 1%	1 *	4 1%	5 1%
Taxation	47 5%	30 6%	17 4%	7 6%	10 7%	10 6%	6 4%	7 5%	8 4%	17 6%	15 5%	15 4%	26 6%	20 4%	12 5%	11 4%	12 6%	12 5%	23 4%	24 6%	47 5%
Trade unions/ Strikes	12 1%	10 2%	3 1%	1 1%	1 1%	4 3%	2 1%	1 1%	3 2%	2 1%	6 2%	4 1%	6 1%	6 1%	4 1%	3 1%	2 1%	3 1%	7 1%	5 1%	12 1%
Transport/Public transport	26 3%	13 3%	13 3%	2 2%	5 3%	5 3%	7 4%h	5 4%	2 1%	7 3%	12 4%	7 2%h	12 3%	13 3%	8 3%	7 3%	3 2%	8 4%	15 3%	11 3%	27 3%
Unemployment/ Factory closure/ Lack of industry	312 33%	173 37%b	139 30%	39 31%	57 39%h	53 32%	58 37%h	53 40%hk	51 24%	96 35%h	111 35%h	104 30%h	149 34%	163 33%	73 28%	87 33%	64 34%	88 40%lp	160 30%	152 37%lp	320 34%
Other	60 6%	32 7%	28 6%	7 6%	5 3%	6 4%	14 9%	10 8%	18 9%	12 4%	19 6%	28 8%	18 4%	42 8%	21 8%	20 7%	7 4%	12 5%	41 8%	19 5%	60 6%
MEAN NUMBER OF MENTIONS	3.14	3.17	3.11	2.63	2.97	3.14c	3.54c	3.21c	3.21c	2.81	3.34c	3.21c	2.94	3.31	3.69m	3.11o	3.11o	2.55	3.40m	2.81o	3.06
STANDARD ERROR	0.06	0.09	0.09	0.13	0.15	0.15	0.21	0.15	0.14	0.10	0.13	0.10	0.08	0.09	0.16	0.10	0.15	0.09	0.09	0.08	0.06
ERROR VARIANCE	*	0.01	0.01	0.02	0.02	0.02	0.05	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.03	0.01	0.02	0.01	0.01	0.01	*
Don't know	113 12%	51 11%	62 13%	31 25%de	20 14%f	18 11%	9 6%	11 8%	23 11%	51 19%dfg	28 9%	34 10%	70 16%	43 9%	18 7%	28 11%	20 10%	47 21%lmn	46 9%	67 16%lm	121 13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Ageing population/ Social care for the elderly	73 8%	63 8%de	7 18%acd ef	3 4%	12 4%	9 4%	21 7%	14 5%	41 12%acd e	10 8%	35 15%ac defgh	25 21%ac defgh i	33 10%mn	29 9% m	3 3%	7 4%	61 10% mn	68 7%
AIDS	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	3 2%ade f	3 1%ad	1 1%	- -	1 *	1 1%	2 1%	1 *	4 *
Animal welfare	8 1%	7 1%	- -	2 2%	4 1%	2 1%	1 *	1 *	3 1%	1 1%	3 1%	2 2%	3 1%	1 *	- -	4 2%	4 1%	8 1%
Bird flu/Pandemic flu/Swine flu	3 *	3 *	- -	- -	1 *	1 1%	1 1%	1 1%	- *	- -	1 *	1 1%	1 *	2 1%	* *	- -	3 *	5 1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	59 7%	1 3%	3 5%	15 5%	11 5%	23 8%	22 9%	26 8% i	6 5%	14 6%	7 6%	31 10% mn	22 7% m	2 2%	8 4%	53 8% m	54 6%
Countryside/Rural life	12 1%	11 1%	- -	1 1%	3 1%	2 1%	3 1%	3 1%	7 2%	- -	7 3% ag	7 6%ade fghi	5 2%	4 1%	2 2%	1 1%	9 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	120 15%	8 22%	10 13%	39 13%	30 13%	39 14%	31 12%	60 18%	26 21%ad e	47 19%ad	21 17%	57 18% n	46 15%	12 11%	19 10%	103 17%	138 15%
Defence/Foreign affairs/ International terrorism	68 7%	56 7% fh	2 5%	10 13% fh	24 8%	14 6%	11 4%	10 4%	33 10% ath	3 3%	21 9% fh	18 15%ade fghi	22 7%	27 9%	7 6%	11 6%	49 8%	59 6%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
Number of sample points : 200
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Drug abuse	44 5%	33 4%	2 5%	10 13%ade fghi	21 7%ae	11 5%	10 4%	9 3%	13 4%	6 5%	12 5%g	6 5%	17 5%	10 3%	5 5%	11 6%	27 4%	51 5%
Economy/Economic situation	454 49%	397 48%e	19 50%	38 51%	136 44%	98 42%	141 48%	122 48%	178 53%de h	51 42%	128 53%de h	78 65%ad efghi	167 53%mn	174 57%mn	33 30%	72 38%	341 55%mn	434 46%
Education/Schools	111 12%	98 12%de	9 24%acd efh	3 5%	16 5%	13 6%	33 11%de	24 9%	61 18%ac defhi	12 10%	35 15%cd eh	23 19%ac de	43 13%mn	53 17%mn	2 2%	13 7%g	96 15%mn	97 10%
Foot and mouth outbreak/Farming crisis	8 1%	8 1%	- -	- -	* *	* *	5 2%	5 2%	3 1%	2 1%	3 1%	1 1%	3 1%	1 *	2 1%	2 1%	4 1%	10 1%
Housing	112 12%	96 12%	5 14%	10 14%	31 10%	20 9%	28 10%	23 9%	53 16%ad ef	24 20%ad ef	37 15%ae	13 11%	32 10%	41 13%	16 15%	22 12%	73 12%	104 11%
Inflation/Prices	124 13%	107 13%	7 19%	10 13%	41 13%	31 13%	30 10%	23 9%	53 16%	28 23%ad efg	47 19%af g	19 16%	27 9%	47 15%k	11 10%	37 19%km o	74 12%k	121 13%
Local government/ Council tax	24 3%	20 2%	1 2%	3 5%	12 4%	9 4%	5 2%	4 2%	7 2%	2 2%	5 2%	3 2%	7 2%	7 2%	5 5%	5 3%	13 2%	25 3%
Low pay/Minimum wage/Fair wages	66 7%	57 7%	6 15%de	4 6%	17 5%	12 5%	24 8%	18 7%	26 8%	9 7%	24 10%ag	15 12%ade g	11 3%	29 10%ko	7 7%	19 10%k	40 6%k	61 7%
Morality/ Individual behaviour/ Lifestyle	56 6%	47 6%	4 11%	4 6%	13 4%	9 4%	16 6%	13 5%	26 8%	6 5%	24 10%ad efgh	18 15%ade fghi	26 8%	18 6%	5 4%	7 4%	44 7%	59 6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)		OWNED /MORT GAGED (p)
UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
National health service/Hospitals/Healthcare	220 23%	190 23%de	14 38%ac defh	15 20%	51 17%	36 16%	71 24%de	56 22%	98 29%ad ehi	21 17%	65 27%de h	44 37%ac defgh i	81 26%mn	89 29%mn	14 13%	33 18%	171 27%mn	210 22%
Nationalisation/ Government control of institutions	18 2%	18 2% ^d	-	-	2 1%	2 1%	7 2%	7 3%	9 3%	2 2%	8 3% ^d	5 5% ^{de}	7 2%	8 3%	-	3 2%	15 2%	14 1%
Northern Ireland	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	1 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	9 1%	1 3% ^h	3 4% ^{ah}	5 2%	2 1%	4 1%	2 1%	5 1%	-	2 1%	2 2%	6 2%	6 2%	-	1 1%	12 2%	13 1%
Pensions/Social security/Benefits	116 12%	109 13% ^c	4 10%	4 5%	31 10%	28 12%	34 12%	30 12%	51 15% ^{ch}	12 10%	38 16% ^{ch}	26 22% ^{ac} defgh i	49 15% ^{mn}	43 14% ⁿ	9 8%	13 7%	93 15% ^{mn}	118 13%
Petrol prices/Fuel	48 5%	33 4% ^h	6 16% ^{ad} efghi j	9 12% ^{ade} ghi	19 6% ^{eh}	10 4% ^h	20 7% ^{agh} i	14 6%	9 3% ^h	* *	7 3% ^h	6 5% ^h	21 7%	17 6%	5 4%	5 2%	38 6%	52 6%
Pollution/ Environment	34 4%	30 4%	2 7%	2 2%	7 2%	5 2%	10 4%	8 3%	17 5%	6 5%	14 6% ^d	7 6%	13 4%	15 5%	2 1%	5 3%	28 4%	31 3%
Population levels/ Overpopulation	39 4%	35 4% ^{de}	2 5%	2 3%	6 2%	4 2%	14 5%	13 5%	19 6% ^{deh}	2 2%	14 6% ^{de} h	12 10% ^{ade} ghi	16 5%	15 5%	3 3%	5 3%	31 5%	42 4%

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

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UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Pound/Exchange rate/Value of pound	6 1%	5 1%	- -	1 2%gi	4 1%g	3 1%	2 1%	2 1%	- -	- -	- -	- -	1 *	3 1%	1 1%	1 1%	4 1%	7 1%
Poverty/Inequality	129 14%	109 13%	5 13%	15 20%f	43 14%	28 12%	29 10%	24 9%	57 17%af	21 18%f	40 16%f	18 15%	36 11%	49 16%	17 15%	26 14%	85 14%k	119 13%
Privatisation	23 3%	22 3%de	- -	2 3%	2 1%e	1 *	3 1%	3 1%	18 5%ade	7 6%ade	15 6%ade	8 7%ade	9 3%	6 2%	2 2%	5 3%	15 2%	22 2%
Public services in general	57 6%	46 6%	7 17%acd	4 5%	16 5%	12 5%	17 6%	11 4%	23 7%	7 6%	18 7%	11 9%	20 6%	24 8%	5 4%	8 4%	44 7%	57 6%
Race relations/ Immigration/ Immigrants	291 31%	269 33%ch	8 22%	14 19%	87 28%ch	73 31%ch	92 32%ch	84 33%	112 33%ch	22 18%	75 31%ch	53 44%ab	109 34%n	108 35%n	32 29%	40 21%	217 35%n	278 30%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	2 *	1 2%ae	2 3%ade	2 1%	- -	2 1%	1 *	1 *	1 1%	1 *	- -	1 *	2 1%	- -	1 1%	4 1%	5 1%
Taxation	47 5%	42 5%f	- -	5 7%	17 6%	12 5%	8 3%	8 3%	22 7%fg	14 11%abd	22 9%afg	8 7%	8 3%	17 5%	6 5%	15 8%ko	25 4%k	47 5%
Trade unions/ Strikes	12 1%	11 1%	- -	1 1%	5 2%	4 2%	2 1%	2 1%	5 2%	3 2%	5 2%	2 2%	4 1%	3 1%	1 1%	4 2%	7 1%	12 1%

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UNWEIGHTED BASE	936	803	45	88	331	243	286	241	319	143	257	114	338	234	175	177	572	936
WEIGHTED BASE	936	824	38*	75*	308	233	292	255	336	121	241	120	317	306	110	189	623	936
	100%	88%	4%*	8%*	33%	25%	31%	27%	36%	13%	26%	13%	34%	33%	12%	20%	67%	100%
Transport/Public transport	26	25	1	-	5	5	9	8	12	4	12	7	7	12	1	5	19	27
	3%	3%	2%	-	2%	2%	3%	3%	3%	4%	5%dg	6%cd	2%	4%	1%	3%	3%	3%
Unemployment/Factory closure/Lack of industry	312	263	24	25	112	87	105	81	95	35	71	36	106	97	36	67	203	320
	33%	32%	63%ac	34%	36%g	37%ag	36%	32%	28%	28%	29%	30%	34%	32%	33%	36%	33%	34%
Other	60	53	1	6	19	13	20	19	20	6	16	10	23	19	6	11	43	60
	6%	6%	4%	8%	6%	6%	7%	7%	6%	5%	7%	9%	7%	6%	6%	6%	7%	6%
MEAN NUMBER OF MENTIONS	3.14	3.10d	4.02a	3.07d	2.78	2.68	3.03e	2.88	3.56a	3.05e	3.69a	4.34a	3.26m	3.49m	2.54	2.74	3.37m	3.06
		e	cdefh	e					defh		h	h	n	n			n	
STANDARD ERROR	0.06	0.07	0.45	0.16	0.08	0.09	0.12	0.11	0.13	0.16	0.15	0.27	0.11	0.15	0.08	0.12	0.09	0.06
ERROR VARIANCE	*	*	0.20	0.03	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.07	0.01	0.02	0.01	0.01	0.01	*
Don't know	113	100	5	9	36	27	45	40	33	17	22	5	30	24	26	27	54	121
	12%	12%j	12%	11%	12%j	12%j	15%ij	16%	10%j	14%gij	9%j	4%	9%	8%	24%kl	14%lo	9%	13%

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BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	936	317	95	524	57	37	144	287	38	792	182	133	263	265	936
WEIGHTED BASE	936	391	110*	435	50*	49*	150	274	39*	787	189	112	304	281	936
	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Ageing population/ Social care for the elderly	73 8%	32 8%	11 10%	30 7%	1 2%	3 5%	10 7%	23 8%	6 14%	63 8%	16 8%	5 4%	36 12%l	14 5%	68 7%
AIDS	3 *	- -	1 1%	2 1%	1 1%a	- -	1 1%	2 1%	- -	2 *	1 1%	1 1%	3 1%	2 1%	4 *
Animal welfare	8 1%	2 *	- -	6 1%	- -	- -	1 1%	2 1%	- -	7 1%	1 1%	1 1%	3 1%	2 1%	8 1%
Bird flu/Pandemic flu/Swine flu	3 *	2 *	- -	2 *	2 4%ac	- -	- -	2 1%	- -	3 *	- -	1 1%	1 *	1 *	5 1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	26 7%	6 5%	31 7%	2 3%	5 10%	12 8%	10 4%	4 11%	51 6%g	16 9%g	4 3%	25 8%	15 5%	54 6%
Countryside/Rural life	12 1%	2 1%	1 1%	9 2%	3 5%a	- -	2 1%	1 *	2 5%g	10 1%	4 2%	2 2%	6 2%	2 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	54 14%	24 22%	60 14%	6 13%	5 10%	21 14%	44 16%	7 19%	117 15%	28 15%	15 14%	48 16%	38 14%	138 15%
Defence/Foreign affairs/ International terrorism	68 7%	27 7%	9 8%	31 7%	2 4%	3 6%	13 9%	13 5%	2 5%	55 7%	15 8%	9 8%	26 9%	14 5%	59 6%
Drug abuse	44 5%	10 3%	7 6%	27 6%a	5 10%a	* 1%	7 4%	24 9%i	1 2%	38 5%	7 4%	7 6%	11 4%	14 5%	51 5%

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

Respondent type : GB Adults 18+
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WEIGHTED BASE	936	391	110*	435	50*	49*	150	274	39*	787	189	112	304	281	936
	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Economy/Economic situation	454	208	53	193	18	31	81	125	25	374	106	43	173	131	434
	49%	53%cd	48%	44%	35%	63%cd	54%	45%	64%g	47%	56%gi	39%	57%l	47%	46%
Education/Schools	111	53	18	41	2	6	19	29	12	92	31	6	53	39	97
	12%	13%	16%	9%	5%	11%	13%	11%	30%fg	12%	16%f	5%	17%l	14%	10%
Foot and mouth outbreak/Farming crisis	8	5	*	2	-	-	-	5	-	8	-	1	1	3	10
	1%	1%	*	1%	-	-	-	2%	-	1%	-	1%	*	1%	1%
Housing	112	54	15	42	8	1	15	32	3	97	18	18	28	38	104
	12%	14%e	14%	10%	17%e	2%	10%	12%	8%	12%	10%	16%	9%	14%	11%
Inflation/Prices	124	72	14	37	6	4	16	31	5	108	21	13	40	49	121
	13%	19%c	13%	8%	12%	8%	11%	11%	12%	14%	11%	11%	13%	18%	13%
Local government/ Council tax	24	10	3	11	3	1	4	11	-	20	4	2	7	10	25
	3%	3%	3%	2%	6%	2%	3%	4%	-	2%	2%	2%	2%	4%	3%
Low pay/Minimum wage/Fair wages	66	41	8	17	2	2	5	31	1	61	7	5	25	26	61
	7%	11%c	7%	4%	3%	5%	4%	11%fij	3%	8%	3%	4%	8%	9%	7%
Morality/ Individual behaviour/ Lifestyle	56	18	8	30	4	2	14	13	5	42	19	5	24	15	59
	6%	5%	7%	7%	7%	5%	9%	5%	12%	5%	10%gi	5%	8%	5%	6%
National health service/Hospitals/ Healthcare	220	100	22	98	8	7	34	75	13	186	47	18	99	58	210
	23%	26%	20%	23%	16%	14%	23%	27%	34%	24%	25%	16%	33%l	21%	22%
Nationalisation/ Government control of institutions	18	11	-	7	-	1	2	7	3	15	5	1	9	2	14
	2%	3%	-	2%	-	3%	2%	2%	7%	2%	3%	1%	3%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/ij - l/m
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	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Northern Ireland	1*	1*	-	-	-	-	-	-	1*	1*	1*	-	-	-	1*
									3%gi	*	1%	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	13	7	-	7	-	1	2	4	-	11	2	1	1	3	13
	1%	2%	-	2%	-	3%	1%	1%	-	1%	1%	1%	*	1%	1%
Pensions/Social security/Benefits	116	36	15	65	9	3	23	31	5	93	29	15	43	29	118
	12%	9%	14%	15%a	17%	6%	16%	11%	13%	12%	15%	14%	14%	10%	13%
Petrol prices/Fuel	48	18	6	23	3	2	12	13	2	36	14	4	14	13	52
	5%	5%	5%	5%	6%	3%	8%	5%	6%	5%	7%	4%	5%	5%	6%
Pollution/ Environment	34	17	4	13	-	5	2	10	3	32	5	3	18	7	31
	4%	4%	3%	3%	-	10%	1%	4%	9%f	4%	3%f	2%	6%	2%	3%
Population levels/ Overpopulation	39	9	12	17	1	1	10	6	5	29	15	3	19	12	42
	4%	2%	11%ac	4%	2%	2%	7%g	2%	13%gi	4%	8%gi	3%	6%	4%	4%
Pound/Exchange rate/Value of pound	6	4	-	2	1	-	-	2	-	6	-	1	-	4	7
	1%	1%	-	*	1%	-	-	1%	-	1%	-	1%	-	1%	1%
Poverty/Inequality	129	67	13	49	10	3	6	55	11	123	16	17	56	38	119
	14%	17%c	12%	11%	20%	6%	4%	20%fi	27%fj	16%fj	9%f	15%	18%	14%	13%
								j							
Privatisation	23	15	1	8	1	2	-	10	4	23	4	2	11	5	22
	3%	4%	1%	2%	2%	5%	-	4%f	9%fij	3%	2%	2%	4%	2%	2%
Public services in general	57	25	8	24	1	4	8	22	3	48	11	7	19	17	57
	6%	6%	7%	6%	2%	9%	6%	8%	7%	6%	6%	7%	6%	6%	6%

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

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UNWEIGHTED BASE	936	317	95	524	57	37	144	287	38	792	182	133	263	265	936
WEIGHTED BASE	936	391	110*	435	50*	49*	150	274	39*	787	189	112	304	281	936
	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Race relations/ Immigration/ Immigrants	291	122	36	132	10	18	71	58	13	220	84	26	110	84	278
	31%	31%	33%	30%	20%	36%	48%gi	21%	33%	28%g	45%gi	23%	36%l	30%	30%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5	3	1	1	-	-	1	2	1	4	1	-	-	1	5
	1%	1%	1%	*	-	-	*	1%	2%	1%	1%	-	-	*	1%
Taxation	47	25	6	16	2	3	9	12	3	38	12	3	17	12	47
	5%	6%	5%	4%	5%	6%	6%	4%	8%	5%	6%	3%	6%	4%	5%
Trade unions/ Strikes	12	6	1	5	-	-	3	5	-	9	3	1	5	4	12
	1%	2%	1%	1%	-	-	2%	2%	-	1%	1%	1%	2%	1%	1%
Transport/Public transport	26	15	3	8	1	1	5	13	2	21	7	3	14	9	27
	3%	4%	3%	2%	2%	3%	3%	5%i	4%	3%	3%	2%	5%	3%	3%
Unemployment/ Factory closure/ Lack of industry	312	141	34	137	28	10	37	123	12	275	49	40	95	96	320
	33%	36%	31%	31%	56%ab ce	21%	25%	45%fi j	31%	35%fj	26%	36%	31%	34%	34%
Other	60	22	5	32	3	12	11	16	1	49	11	9	22	14	60
	6%	6%	5%	7%	5%	25%abcd	7%	6%	2%	6%	6%	8%	7%	5%	6%
MEAN NUMBER OF MENTIONS	3.14	3.33c	3.26	2.94	2.97	2.92	3.13	3.24	3.96f i	3.14	3.30	2.76	3.58l	3.06	3.06
STANDARD ERROR	0.06	0.11	0.22	0.08	0.26	0.23	0.17	0.12	0.40	0.07	0.16	0.19	0.15	0.13	0.06

ERROR VARIANCE * 0.01 0.05 0.01 0.07 0.05 0.03 0.01 0.16 * 0.02 0.04 0.02 0.02 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	WORKING STATUS					VOTING					INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	SELF EMPLOYED (e)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	936	317	95	524	57	37	144	287	38	792	182	133	263	265	936
WEIGHTED BASE	936	391	110*	435	50*	49*	150	274	39*	787	189	112	304	281	936
	100%	42%	12%*	46%	5%*	5%*	16%	29%	4%*	84%	20%	12%	32%	30%	100%
Don't know	113	38	13	62	8	8	13	27	1	100	15	17	22	38	121
	12%	10%	12%	14%	16%	16%	9%	10%	4%	13%	8%	15% ^m	7%	14%	13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Ageing population/ Social care for the elderly	73 8%	40 9%	34 16% ^{ad}	27 20% ^{ad}	23 8%	8 12%	22 20% ^{ad}	11 5%	49 11% ^{gi}	12 5%	71 9% ^k	2 2%	18 11%	22 7%	2 19%	1 30%	68 7%
AIDS	3 *	2 *	1 *	2 1%	1 *	- -	1 1%	3 1%	1 *	- -	3 *	1 1%	- -	1 *	- -	- -	4 *
Animal welfare	8 1%	6 1%	- -	2 2%	1 *	1 2%	2 2%	3 1%	3 1%	2 1%	8 1%	- -	- -	2 1%	- -	- -	8 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 *	1 *	2 1%	1 *	- -	1 1%	3 1%	1 *	- -	- -	3 3% ^j	- -	1 *	- -	1 24%	5 1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	41 9%	15 7%	10 7%	27 9%	8 12%	11 10%	12 5%	28 6%	24 10% ^g	60 7%	3 3%	6 4%	26 8%	- -	- -	54 6%
Countryside/Rural life	12 1%	9 2%	4 2%	6 5%	5 2%	2 3%	5 5%	- -	9 2% ^g	3 1%	11 1%	1 1%	1 1%	2 1%	- -	- -	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	65 14%	36 16%	138 100% ^{abd} ef	40 14%	12 18%	30 27% ^{abd}	42 17%	67 15%	29 13%	113 14%	25 23% ^j	28 16%	50 15%	2 20%	- -	138 15%
Defence/Foreign affairs/ International terrorism	68 7%	37 8%	15 7%	12 9%	24 8%	68 100% ^{abcd} f	10 9%	12 5%	45 10% ^g	11 5%	65 8% ^k	2 2%	15 9%	20 6%	2 18%	- -	59 6%
Drug abuse	44 5%	20 4%	9 4%	21 15% ^{abd}	10 3%	4 6%	11 10% ^{abd}	14 6%	26 6%	5 2%	30 4%	15 14% ^j	7 4%	11 3%	1 7%	- -	51 5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 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	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)		NOT WORKING (o)
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Economy/Economic situation	454 49%	454 100%bcd ef	126 57%	65 47%	141 48%	37 54%	76 69%bcd	95 39%	229 51%g	121 53%g	422 51%k	30 29%	97 57%	163 51%	3 25%	2 46%	434 46%
Education/Schools	111 12%	76 17%cd	74 34%acd e	30 22%cd	27 9%	10 14%	111 100%abcd e	19 8%	47 11%	38 16%g	102 12%	9 8%	32 19% m	35 11%	4 32%	-	97 10%
Foot and mouth outbreak/Farming crisis	8 1%	2 *	1 *	2 1%	2 1%	1 2%	2 1%	6 2%h	2 *	* *	2 *	6 6%j	2 1%	3 1%	1 7%	-	10 1%
Housing	112 12%	50 11%	36 16%ae	20 14%	34 12%	4 5%	19 17%e	33 13%	54 12%	25 11%	102 12%	10 10%	22 13%	47 14%	2 13%	-	104 11%
Inflation/Prices	124 13%	53 12%	23 11%	28 20%ab	38 13%	7 10%	13 11%	51 21%hi	49 11%	20 9%	106 13%	18 17%	29 17%	57 18%	1 7%	-	121 13%
Local government/Council tax	24 3%	11 2%	6 3%	4 3%	7 2%	-	3 2%	6 2%	10 2%	7 3%	21 3%	3 3%	5 3%	8 2%	-	-	25 3%
Low pay/Minimum wage/Fair wages	66 7%	32 7%	19 9%	17 12%a	22 8%	2 3%	7 6%	14 6%	43 10%i	8 4%	53 6%	13 13%j	25 15% m	23 7%	2 19%	-	61 7%
Morality/Individual behaviour/Lifestyle	56 6%	30 7%	16 7%	15 11%	17 6%	5 7%	11 10%	12 5%	36 8%i	7 3%	53 6%	3 3%	11 7%	12 4%	4 31%	-	59 6%
National health service/Hospitals/Healthcare	220 23%	126 28% d	220 100% acd ef	36 26% d	50 17%	15 22%	74 66% acd e	38 16%	103 23% g	69 30% g	205 25% k	14 13%	57 34% m	61 19%	5 36%	1 30%	210 22%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Nationalisation/ Government control of institutions	18 2%	8 2%	10 5%ad	4 3%	2 1%	6 8%ad	3 3%	5 2%	9 2%	3 1%	18 2%	- -	- -	9 3%	2 19%	- -	14 1%
Northern Ireland	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 1%j	- -	1 *	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	6 1%	5 2%	5 3%ad	2 1%	6 9%abd	4 4%	3 1%	8 2%	2 1%	12 1%	- -	3 2%	3 1%	- -	- -	13 1%
Pensions/Social security/Benefits	116 12%	45 10%	47 21%ae	23 17%a	53 18%a	6 9%	20 18%a	21 9%	65 14%g	28 12%	111 13%k	5 5%	18 11%	33 10%	- -	- -	118 13%
Petrol prices/Fuel	48 5%	26 6%	19 8%	16 11%a	22 8%	6 8%	10 9%	7 3%	26 6%	15 7%	46 6%	2 2%	10 6%	15 5%	- -	- -	52 6%
Pollution/ Environment	34 4%	22 5% ^d	10 5%	7 5%	5 2%	3 5%	12 11%abd	6 3%	22 5%	4 2%	32 4%	2 2%	12 7% ^m	7 2%	1 8%	2 46%	31 3%
Population levels/ Overpopulation	39 4%	20 4%	14 6%	11 8%	16 5%	3 4%	10 9%	1 1%	22 5% ^g	15 7% ^g	38 5%	2 1%	11 6%	10 3%	1 7%	- -	42 4%
Pound/Exchange rate/Value of pound	6 1%	2 *	* *	- -	3 1%	- -	- -	1 1%	5 1%	* *	5 1%	1 1%	1 1%	3 1%	- -	- -	7 1%
Poverty/Inequality	129 14%	59 13%	43 19%ade	26 19%de	33 12%	4 6%	26 23%ade	29 12%	59 13%	38 17%	115 14%	14 13%	38 22% ^m	39 12%	3 27%	- -	119 13%
Privatisation	23 3%	15 3%	11 5%	4 3%	8 3%	- -	2 1%	7 3%	11 2%	4 2%	22 3%	2 2%	7 4%	8 3%	- -	- -	22 2%

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

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
Number of sample points : 200
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ISSUES INDEX (FINAL)

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
Public services in general	57	31	27	17	13	4	13	15	28	12	52	5	18	12	2	-	57
	6%	7%	12% ^{ad}	12% ^{ad}	4%	6%	12% ^d	6%	6%	5%	6%	4%	11% ^m	4%	19%	-	6%
Race relations/Immigration/Immigrants	291	141	50	40	291	24	27	48	166	76	278	13	40	116	3	-	278
	31%	31% ^b	23%	29%	100% ^{abc}	35%	24%	20%	37% ^g	33% ^g	34% ^k	12%	24%	36% ^l	27%	-	30%
Scottish/Welsh assembly/Devolution/Constitutional reform	5	4	2	1	2	-	1	3	2	-	5	-	2	1	-	-	5
	1%	1%	1%	1%	1%	-	1%	1%	*	-	1%	-	1%	*	-	-	1%
Taxation	47	16	13	11	21	5	2	20	18	8	41	6	6	25	-	-	47
	5%	3%	6%	8% ^{af}	7% ^a	8%	2%	8% ^h	4%	4%	5%	5%	4%	8%	-	-	5%
Trade unions/Strikes	12	6	4	4	5	2	1	5	6	1	11	1	4	3	-	-	12
	1%	1%	2%	3%	2%	4%	1%	2%	1%	*	1%	1%	2%	1%	-	-	1%
Transport/Public transport	26	10	15	6	5	3	8	9	13	4	20	5	5	9	4	-	27
	3%	2%	7% ^{ad}	4%	2%	5%	7% ^{ad}	4%	3%	2%	2%	5%	3%	3%	29%	-	3%
Unemployment/Factory closure/Lack of industry	312	140	67	46	96	20	39	81	158	68	260	51	67	101	7	1	320
	33%	31%	31%	34%	33%	29%	36%	33%	35%	30%	31%	48% ^j	40%	31%	56%	24%	34%
Other	60	25	9	2	13	6	1	14	26	16	56	4	4	20	1	2	60
	6%	6% ^c	4%	1%	5%	9% ^{cf}	1%	6%	6%	7%	7%	3%	3%	6%	11%	46%	6%
MEAN NUMBER OF MENTIONS	3.14	3.62	4.48 ^{ad}	4.81 ^{ad}	3.69	4.21	5.30 ^{ab}	2.81	3.33 ^g	3.08	3.19 ^k	2.72	3.64 ^m	3.09	4.35	2.46	3.06
STANDARD ERROR	0.06	0.11	0.20	0.27	0.15	0.40	0.30	0.09	0.11	0.11	0.07	0.13	0.20	0.11	0.75	0.34	0.06

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 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+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN				UNWTD TOTAL	
	ECONOMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	VOLUNTARY (n)	NOT WORKING (o)		
UNWEIGHTED BASE	936	434	210	138	278	59	97	273	454	196	809	125	143	261	11	3	936
WEIGHTED BASE	936	454	220	138	291	68*	111*	244	450	228	828	106	169	323	13**	3**	936
	100%	49%	23%	15%	31%	7%*	12%*	26%	48%	24%	89%	11%	18%	35%	1%**	***	100%
ERROR VARIANCE	*	0.01	0.04	0.07	0.02	0.16	0.09	0.01	0.01	0.01	0.01	0.02	0.04	0.01	0.57	0.12	*
Don't know	113	17	3	7	11	3	1	35	51	27	94	19	14	37	-	-	121
	12%	4%	1%	5%	4%	4%	1%	15%	11%	12%	11%	18%	8%	11%	-	-	13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
WEIGHTED BASE	936	13**	42**	52*	8**	28**	21**	62*	13**	76*	33*	17**	48*	21**	2**	571	124	243	81*	117	936
	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Ageing population/ Social care for the elderly	73 8%	2	2	8	1	2	5	6	-	5	6	2	3	1	-	36	13	24	9	12	68
		12%	5%	15%o	15%	8%	22%	9%	-	7%	17%o	14%	7%	6%	-	6%	10%	10%	12%	10%	7%
AIDS	3 *	-	-	1	-	-	-	-	-	-	-	-	1	2	-	1	1	2	-	-	4
		-	-	2%o	-	-	-	-	-	-	-	-	2%o	8%	-	*	1%	1%	-	-	*
Animal welfare	8 1%	-	-	1	-	-	-	-	-	1	-	-	-	-	-	6	1	1	-	1	8
		-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	1%	1%	*	-	1%	1%
Bird flu/Pandemic flu/Swine flu	3 *	-	-	-	-	-	-	-	-	-	-	-	-	1	-	3	-	1	-	-	5
		-	-	-	-	-	-	-	-	-	-	-	-	3%	-	*	-	*	-	-	1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	1	6	2	*	5	1	5	-	4	2	1	1	1	-	34	13	13	6	7	54
		9%	15%	4%	5%	19%	5%	8%	-	6%	6%	8%	3%	5%	-	6%	11%	5%	7%	6%	6%
Countryside/Rural life	12 1%	-	1	-	-	-	-	-	-	-	-	-	1	1	-	10	1	2	-	-	13
		-	1%	-	-	-	-	-	-	-	-	-	2%	3%	-	2%	*	1%	-	-	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	3	4	3	3	1	1	7	1	12	8	6	10	7	-	84	13	43	8	22	138
		24%	10%	6%	36%	3%	4%	12%	7%	16%	24%c	36%	22%c	34%	-	15%	11%	18%r	10%	19%	15%
Defence/Foreign affairs/ International terrorism	68 7%	1	3	3	-	6	-	3	2	7	3	1	1	1	-	45	9	16	3	12	59
		10%	6%	6%	-	23%	-	4%	19%	9%	9%	3%	1%	5%	-	8%	7%	7%	3%	10%	6%
Drug abuse	44 5%	1	3	3	-	-	3	-	2	5	3	2	2	4	-	24	6	14	3	8	51
		5%	6%	6%	-	-	13%	-	17%	7%g	8%g	11%	5%	19%	-	4%	5%	6%	3%	7%	5%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
WEIGHTED BASE	936	13**	42**	52*	8**	28**	21**	62*	13**	76*	33*	17**	48*	21**	2**	571	124	243	81*	117	936
	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Economy/Economic situation	454 49%	10 76%	32 78%	34 67% ^{oij}	7 95%	19 66%	12 58%	31 50%	8 63%	26 34%	14 43%	7 45%	22 47%	12 57%	1 44%	266 47% ⁱ	87 70% ^{qrs}	111 45%	42 52%	45 39%	434 46%
Education/Schools	111 12%	5 35%	13 32%	12 23% ^{ij}	2 29%	4 13%	2 9%	9 14% ⁱ	- -	1 1%	2 5%	1 5%	2 4%	2 10%	- -	63 11% ⁱ	28 23% ^{qs}	17 7% ^s	11 14% ^{qs}	3 3%	97 10%
Foot and mouth outbreak/Farming crisis	8 1%	- -	- -	2 3%	- -	- -	* 2%	- -	- -	- -	* 1%	- -	1 3%	- -	- -	5 1%	2 1%	2 1%	* 1%	* *	10 1%
Housing	112 12%	- -	7 18%	5 9%	- -	6 22%	3 14%	7 12%	4 31%	10 13%	3 8%	2 15%	13 27% ^{cg}	6 31%	1 56%	56 10%	19 16%	37 15%	10 13%	16 13%	104 11%
Inflation/Prices	124 13%	1 7%	4 8%	2 5%	1 12%	2 7%	1 4%	4 6%	- -	17 22% ^{cg}	5 15%	5 28%	15 32% ^{cg}	6 30%	- -	75 13%	7 5%	42 17% ^{pr}	5 6%	22 19% ^{pr}	121 13%
Local government/ Council tax	24 3%	- -	3 8%	2 4%	- -	1 3%	- -	* 1%	1 5%	3 4%	- -	1 5%	1 2%	- -	- -	15 3%	4 3%	5 2%	* 1%	4 4%	25 3%
Low pay/Minimum wage/Fair wages	66 7%	1 9%	- -	8 15% ^{go}	- -	- -	1 4%	2 3%	- -	7 9%	3 9%	2 14%	8 16% ^{go}	1 3%	1 56%	38 7%	10 8%	20 8% ^r	3 4%	10 8%	61 7%
Morality/ Individual behaviour/ Lifestyle	56 6%	2 14%	2 4%	2 4%	- -	1 4%	2 11%	4 7%	- -	4 5%	1 2%	1 5%	5 9%	3 16%	- -	32 6%	7 6%	17 7%	6 7%	5 4%	59 6%
National health service/Hospitals/ Healthcare	220 23%	4 28%	18 43%	23 46% ^{gi}	3 32%	8 27%	5 22%	16 26% ⁱ	* 4%	9 12%	11 32% ⁱ	1 8%	7 15%	3 16%	2 100%	124 22%	48 39% ^{qs}	50 21%	21 26%	20 17%	210 22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j/k/l/m/n/o - p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
WEIGHTED BASE	936	13**	42**	52*	8**	28**	21**	62*	13**	76*	33*	17**	48*	21**	2**	571	124	243	81*	117	936
	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Nationalisation/ Government control of institutions	18 2%	-	1	3	-	-	-	-	-	1	-	-	-	-	-	13	4	1	-	1	14
		-	2%	6%	-	-	-	-	-	1%	-	-	-	-	-	2%	3%q	*	-	1%	1%
Northern Ireland	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	1	-	1	-	-	-	-	-	-	1	-	-	-	1	9	3	1	-	1	13
		9%	-	2%	-	-	-	-	-	-	4%	-	-	-	56%	2%	3%	1%	-	1%	1%
Pensions/Social security/Benefits	116 12%	1	5	7	1	2	6	9	2	7	6	3	6	3	-	64	13	40	15	17	118
		6%	12%	14%	17%	6%	27%	15%	19%	10%	17%	21%	13%	16%	-	11%	11%	16%	18%	14%	13%
Petrol prices/Fuel	48 5%	-	1	-	-	1	2	3	2	4	2	2	-	-	-	33	2	12	5	8	52
		-	2%	-	-	4%	7%	5%	13%	5%	6%	13%	-	-	-	6%	2%	5%	6%	6%	6%
Pollution/ Environment	34 4%	3	3	12	-	-	-	-	-	-	1	-	3	1	-	17	14	3	-	1	31
		21%	8%	23%gij lo	-	-	-	-	-	-	2%	-	5%	6%	-	3%	11%qrs	1%	-	1%	3%
Population levels/ Overpopulation	39 4%	-	1	4	-	2	3	7	-	2	1	-	3	-	-	21	8	12	9	2	42
		-	3%	8%	-	9%	15%	11%io	-	2%	2%	-	6%	-	-	4%	6%	5% s	11%qs	2%	4%
Pound/Exchange rate/Value of pound	6 1%	-	-	-	-	-	-	-	-	1	*	-	1	-	-	5	-	1	-	1	7
		-	-	-	-	-	-	-	-	1%	1%	-	1%	-	-	1%	-	*	-	1%	1%
Poverty/Inequality	129 14%	2	4	18	2	3	3	5	4	8	4	2	10	4	-	76	24	32	8	16	119
		16%	9%	34%gi jo	20%	12%	14%	8%	35%	11%	11%	10%	20%	19%	-	13%	20%	13%	10%	13%	13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	READERSHIP OF DAILY PUBLICATIONS														DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
WEIGHTED BASE	936	13**	42**	52*	8**	28**	21**	62*	13**	76*	33*	17**	48*	21**	2**	571	124	243	81*	117	936
	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
Privatisation	23 3%	-	-	10	1	-	-	-	-	1	2	-	5	1	-	4	11	9	-	3	22
		-	-	19%gi	15%	-	-	-	-	1%	7%go	-	10%gio	6%	-	1%	9%qr	4%	-	3%	2%
Public services in general	57 6%	1	1	11	1	1	2	1	-	3	2	2	5	1	-	34	13	11	3	4	57
		9%	1%	20%gi	16%	4%	7%	2%	-	4%	7%	13%	10%	6%	-	6%	11%qs	5%	4%	3%	6%
Race relations/ Immigration/ Immigrants	291 31%	2	14	6	3	6	15	36	4	25	10	4	11	5	-	170	27	99	49	38	278
		15%	34%	11%	36%	20%	71%	58%ci	31%	33%c	31%c	27%	24%	23%	-	30%c	22%	40%ps	61%pq	32%	30%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	-	-	1	-	-	2	-	2	-	-	-	-	-	-	1	1	3	2	2	5
		-	-	2%o	-	-	7%	-	12%	-	-	-	-	-	-	*	1%	1%	2%	1%	1%
Taxation	47 5%	1	1	1	1	1	1	1	1	3	1	1	7	2	-	28	4	16	2	6	47
		5%	1%	2%	15%	3%	5%	2%	6%	4%	4%	5%	15%cgi	9%	-	5%	3%	7%	3%	5%	5%
Trade unions/ Strikes	12 1%	1	1	2	1	-	-	-	-	1	1	-	1	-	-	5	3	4	-	2	12
		7%	2%	4%	12%	-	-	-	-	2%	3%	-	3%	-	-	1%	2%	2%	-	2%	1%
Transport/Public transport	26 3%	1	*	4	-	1	*	-	-	1	2	1	5	2	-	12	6	9	*	4	27
		5%	1%	8%go	-	3%	2%	-	-	2%	5%	5%	10%go	8%	-	2%	5%	4%r	1%	3%	3%
Unemployment/ Factory closure/ Lack of industry	312 33%	1	9	13	4	6	3	14	5	22	15	5	15	7	-	206	30	73	18	39	320
		9%	22%	25%	49%	22%	16%	23%	38%	29%	44%g	27%	32%	35%	-	36%g	25%	30%r	22%	33%	34%
Other	60 6%	2	3	4	-	3	2	6	*	5	1	*	1	1	-	35	11	13	7	6	60
		14%	8%	7%	-	11%	9%	9%	4%	6%	3%	3%	2%	6%	-	6%	9%	6%	8%	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/t/g/h/i/j/k/l/m/n/o - p/q/r/s
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 Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	OTHER (n)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
UNWEIGHTED BASE	936	14	41	48	8	27	23	70	15	85	40	18	49	23	2	550	122	270	90	134	936
WEIGHTED BASE	936	13**	42**	52*	8**	28**	21**	62*	13**	76*	33*	17**	48*	21**	2**	571	124	243	81*	117	936
	100%	1%**	4%**	6%*	1%**	3%**	2%**	7%*	1%**	8%*	4%*	2%**	5%*	2%**	***	61%	13%	26%	9%*	12%	100%
MEAN NUMBER OF MENTIONS	3.14	3.45	3.47	4.04g io	4.04	3.00	3.62	2.96	3.06	2.75	3.39	3.38	3.61g i	3.87	3.12	3.03	3.63s	3.23	3.13	3.02	3.06
STANDARD ERROR	0.06	0.45	0.21	0.35	0.89	0.28	0.63	0.14	0.29	0.17	0.50	0.79	0.31	0.58	-	0.08	0.18	0.14	0.19	0.20	0.06
ERROR VARIANCE	*	0.21	0.05	0.12	0.78	0.08	0.39	0.02	0.08	0.03	0.25	0.62	0.09	0.34	-	0.01	0.03	0.02	0.04	0.04	*
Don't know	113 12%	-	3 7%	* 1%	-	3 11%	2 12%	7 11% ^c	* 3%	13 17% ^c	4 12% ^c	3 19%	6 12% ^c	2 8%	-	76 13% ^c	6 5%	28 12% ^p	8 10%	16 14% ^p	121 13%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	936	117	138	155	124	238	164	936
WEIGHTED BASE	936	127	146	189	132	211	132	936
	100%	14%	16%	20%	14%	22%	14%	100%
Ageing population/ Social care for the elderly	73 8%	8 6%	- -	17 9%	9 7%	31 15%	8 6%	68 7%
AIDS	3 *	2 2%	- -	1 *	1 *	- -	- -	4 *
Animal welfare	8 1%	1 1%	4 3%	1 *	- -	2 1%	- -	8 1%
Bird flu/Pandemic flu/Swine flu	3 *	1 1%	1 *	1 *	1 1%	- -	- -	5 1%
Common Market/EU/ Europe/Euro/ Constitution	63 7%	8 7%	6 4%	9 5%	6 5%	22 10%	13 10%	54 6%
Countryside/Rural life	12 1%	- -	1 1%	1 *	5 4%	5 2%	* *	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 15%	29 23%	16 11%	22 12%	20 15%	32 15%	19 15%	138 15%
Defence/Foreign affairs/ International terrorism	68 7%	10 8%	6 4%	15 8%	10 8%	19 9%	7 5%	59 6%
Drug abuse	44 5%	7 5%	10 7%	4 2%	9 7%	10 5%	4 3%	51 5%
Economy/Economic situation	454 49%	46 36%	60 41%	118 62%	55 42%	119 57%	56 42%	434 46%
Education/Schools	111 12%	11 9%	4 3%	46 24%	4 3%	38 18%	8 6%	97 10%

Respondent type : GB Adults 18+
Fieldwork dates : 5th - 25th April 2013
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ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	936	117	138	155	124	238	164	936
WEIGHTED BASE	936	127	146	189	132	211	132	936
	100%	14%	16%	20%	14%	22%	14%	100%
Foot and mouth outbreak/Farming crisis	8 1%	2 1%	1 *	1 *	2 2%	1 1%	1 1%	10 1%
Housing	112 12%	18 15%	18 13%	25 13%	17 13%	21 10%	12 9%	104 11%
Inflation/Prices	124 13%	25 20%	30 20%	19 10%	21 16%	16 8%	12 9%	121 13%
Local government/ Council tax	24 3%	3 2%	4 3%	4 2%	7 5%	5 2%	1 *	25 3%
Low pay/Minimum wage/Fair wages	66 7%	14 11%	11 8%	14 7%	16 12%	7 3%	4 3%	61 7%
Morality/ Individual behaviour/ Lifestyle	56 6%	11 9%	1 1%	10 5%	8 6%	23 11%	2 2%	59 6%
National health service/Hospitals/ Healthcare	220 23%	26 20%	13 9%	67 35%	22 17%	66 31%	26 20%	210 22%
Nationalisation/ Government control of institutions	18 2%	7 5%	1 1%	1 1%	1 1%	7 3%	* *	14 1%
Northern Ireland	1 *	- -	- -	1 1%	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	2 2%	- -	4 2%	- -	6 3%	1 1%	13 1%
Pensions/Social security/Benefits	116 12%	13 10%	10 7%	28 15%	17 12%	30 14%	20 15%	118 13%
Petrol prices/Fuel	48 5%	3 2%	7 5%	8 4%	7 5%	12 6%	10 7%	52 6%

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
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ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	936	117	138	155	124	238	164	936
WEIGHTED BASE	936	127	146	189	132	211	132	936
	100%	14%	16%	20%	14%	22%	14%	100%
Pollution/ Environment	34 4%	7 6%	2 2%	9 5%	1 1%	11 5%	3 2%	31 3%
Population levels/ Overpopulation	39 4%	4 3%	- -	9 5%	6 4%	15 7%	4 3%	42 4%
Pound/Exchange rate/Value of pound	6 1%	- -	5 3%	1 *	- -	1 *	- -	7 1%
Poverty/Inequality	129 14%	20 16%	11 8%	34 18%	19 15%	30 14%	15 11%	119 13%
Privatisation	23 3%	5 4%	2 1%	5 3%	2 2%	7 3%	3 2%	22 2%
Public services in general	57 6%	13 11%	3 2%	16 8%	3 2%	13 6%	8 6%	57 6%
Race relations/ Immigration/ Immigrants	291 31%	25 20%	30 21%	68 36%	49 37%	66 31%	54 41%	278 30%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 1%	- -	1 1%	- -	2 2%	1 1%	- -	5 1%
Taxation	47 5%	7 6%	10 7%	6 3%	10 7%	10 5%	5 4%	47 5%
Trade unions/ Strikes	12 1%	2 1%	- -	3 1%	3 3%	3 1%	2 1%	12 1%
Transport/Public transport	26 3%	5 4%	2 1%	5 3%	7 5%	5 2%	2 1%	27 3%
Unemployment/ Factory closure/ Lack of industry	312 33%	45 35%	51 35%	60 32%	51 39%	55 26%	49 37%	320 34%

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 11
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	936	117	138	155	124	238	164	936
WEIGHTED BASE	936	127	146	189	132	211	132	936
	100%	14%	16%	20%	14%	22%	14%	100%
Other	60	8	4	15	5	18	10	60
	6%	7%	3%	8%	3%	8%	8%	6%
MEAN NUMBER OF MENTIONS	3.14	3.23	2.45	3.47	3.15	3.43	2.86	3.06
STANDARD ERROR	0.06	0.19	0.08	0.17	0.20	0.14	0.13	0.06
ERROR VARIANCE	*	0.03	0.01	0.03	0.04	0.02	0.02	*
Don't know	113	21	30	9	18	16	18	121
	12%	17%	21%	5%	14%	7%	14%	13%

Respondent type : GB Adults 18+
 Fieldwork dates : 5th - 25th April 2013
 Number of sample points : 200
 Source : Ipsos MORI (JN Q218)

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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	9	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	13	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	18	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	19	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	20	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	21	5	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	22	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936

	Page	Table	Title	Base Description	Base
●	23	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	26	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	27	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	31	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	32	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	36	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	37	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	41	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	42	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	43	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
●	44	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936

	Page	Table	Title	Base Description	Base
●	45	10	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
	46	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
	47	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
	48	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936
	49	11	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	936