

**ISSUES INDEX (FINAL)**

**Table 1**  
**Q.PL01**  
**What would you say is the most important issue 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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	3 1%	7 1%	1 1%	1 1%	1 1%	1 1%	3 2%	3 1%	2 1%	2 1%	6 2%	3 1%	7 1%	4 1%	4 2%	1 1%	1 1%	8 1%	3 1%	10 1%
AIDS	<b>2</b> <b>*</b>	2 *	- -	2 2%jk	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	2 1%	* *	- -	- -	2 *	- -	2 *
Animal welfare	<b>5</b> <b>*</b>	1 *	3 1%	2 2%j	1 1%	- -	- -	- -	1 1%	3 1%	- -	1 *	3 1%	1 *	1 1%	- -	* *	1 1%	1 *	3 1%	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	<b>16</b> <b>2%</b>	12 2%	4 1%	2 1%	3 2%	3 2%	* *	3 2%	5 2%	4 1%	4 1%	8 2%	8 2%	8 2%	7 3%	2 1%	1 *	5 2%	10 2% <sup>m</sup>	6 1%	19 2%
Countryside/Rural life	<b>4</b> <b>*</b>	3 1%	1 *	- -	- -	3 2%	- -	- -	1 *	- -	3 1%	1 *	3 1%	1 *	- -	3 1%	1 *	- -	3 *	1 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>41</b> <b>4%</b>	20 4%	20 4%	9 7%hk	9 6%	7 4%	8 5%	4 3%	3 2%	18 6%hk	15 5%	7 2%	25 5%	16 3%	6 2%	9 3%	11 6%	14 6%	15 3%	25 6%	40 4%
Defence/Foreign affairs/ International terrorism	<b>23</b> <b>2%</b>	11 2%	12 2%	2 2%	1 1%	4 2%	5 3%	4 3%	7 3%	3 1%	9 3%	11 3%	7 2%	16 3%	5 2%	2 1%	7 4% <sup>m</sup>	8 3% <sup>m</sup>	7 1%	16 4% <sup>m</sup>	19 2%
Drug abuse	<b>10</b> <b>1%</b>	3 1%	7 1%	3 2%	4 2%	1 *	1 1%	- -	1 1%	7 2%k	2 1%	1 *	8 2%	3 1%	- -	2 1%	4 2%	4 2%	2 *	8 2%	11 1%
Economy/Economic situation	<b>189</b> <b>20%</b>	112 24% <sup>b</sup>	77 16%	22 17%	30 18%	33 21%	51 30% <sup>cd</sup>	25 19%	28 13%	53 18%	84 26% <sup>hi</sup>	53 15%	85 19%	104 20%	72 28% <sup>no</sup>	62 23% <sup>no</sup>	28 14%	27 11%	134 26% <sup>no</sup>	55 12%	181 19%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q  
 Overlap formulae used.  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 Source : Ipsos MORI (JN Q218)

## 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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Education/Schools	<b>27</b>	7	20	1	5	7	7	3	4	6	14	7	13	14	13	5	3	5	18	9	23
	<b>3%</b>	1%	4% <sup>a</sup>	1%	3%	4%	4%	2%	2%	2%	4%	2%	3%	3%	5%	2%	2%	2%	3% <sup>m</sup>	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>19</b>	8	12	2	7	3	6	1	2	8	8	3	11	9	6	7	4	3	12	7	17
	<b>2%</b>	2%	2%	1%	4% <sup>k</sup>	2%	3%	1%	1%	3%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Inflation/Prices	<b>25</b>	15	10	4	4	8	3	2	3	8	12	6	16	9	3	10	5	7	13	12	29
	<b>3%</b>	3%	2%	3%	2%	5% <sup>k</sup>	2%	2%	2%	3%	4%	2%	3%	2%	1%	4% <sup>p</sup>	3%	3%	2%	3%	3%
Local government/Council tax	<b>3</b>	2	1	-	-	-	1	*	2	-	1	2	-	3	-	1	1	1	1	2	4
	<b>*</b>	*	*	-	-	-	*	*	1%	-	*	1%	-	1%	-	*	*	*	*	*	*
Low pay/Minimum wage/Fair wages	<b>19</b>	12	7	4	3	4	6	-	3	6	9	3	10	9	3	3	9	3	6	13	16
	<b>2%</b>	2%	1%	3%	2%	2%	3% <sup>g</sup>	-	2%	2%	3%	1%	2%	2%	1%	1%	5% <sup>lmp</sup>	1%	1%	3% <sup>o</sup>	2%
Morality/Individual behaviour/Lifestyle	<b>13</b>	4	9	2	-	4	3	2	3	2	7	5	5	8	3	4	3	3	7	7	15
	<b>1%</b>	1%	2%	1%	-	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%
National health service/Hospitals/Healthcare	<b>46</b>	21	25	4	5	8	8	8	12	10	17	20	18	28	20	11	10	5	31	15	43
	<b>5%</b>	4%	5%	3%	3%	5%	5%	6%	6%	3%	5%	6%	4%	6%	8% <sup>oq</sup>	4%	5%	2%	6% <sup>mo</sup>	3%	4%
Nationalisation/Government control of institutions	<b>5</b>	2	4	1	1	-	-	1	3	1	-	4	1	4	-	1	1	4	1	5	6
	<b>1%</b>	*	1%	*	*	-	-	1%	2% <sup>j</sup>	*	-	1%	*	1%	-	*	1%	2% <sup>p</sup>	*	1%	1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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**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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
<b>100%</b>		49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 *
Pensions/Social security/Benefits	22 2%	10 2%	12 2%	5 4%	4 2%	3 2%	3 2%	1 1%	7 3%	9 3%	6 2%	8 2%	11 3%	11 2%	4 2%	6 2%	5 2%	7 3%	10 2%	12 3%	24 2%
Petrol prices/Fuel	2 *	2 *	- -	- -	1 1%	- -	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	1 1%	- -	1 *	1 *	2 *
Pollution/ Environment	30 3%	15 3%	15 3%	2 2%	3 2%	7 5%	7 4%	2 2%	8 4%	6 2%	14 4%	10 3%	13 3%	17 3%	12 5%o	10 4%	6 3%	3 1%	22 4%o	8 2%	33 3%
Population levels/ Overpopulation	16 2%	10 2%	6 1%	1 *	2 1%	7 4%fij	- -	3 3%	3 1%	3 1%	7 2%	7 2%	9 2%	7 1%	6 2%	2 1%	6 3%	2 1%	7 1% m	9 2%	13 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	53 5%	24 5%	29 6%	6 4%	10 6%	5 3%	10 6%	14 10%ehj k	8 4%	16 5%	14 4%	22 6%h	21 5%	32 6%	18 7%	13 5%	6 3%	16 7%	31 6%	22 5%	50 5%
Privatisation	2 *	- -	2 *	1 1%	- -	1 1%	- -	- -	- -	1 *	1 *	- -	2 *	- -	- -	1 *	1 1%	- -	1 *	1 *	2 *
Public services in general	8 1%	4 1%	4 1%	- -	1 1%	2 1%	1 1%	2 1%	2 1%	1 *	3 1%	4 1%	4 1%	5 1%	4 1%	2 1%	1 1%	2 1%	5 1%	3 1%	9 1%
Race relations/ Immigration/ Immigrants	165 17%	70 15%	95 19%	12 9%	24 15%	19 12%	19 11%	33 24%ce fij	58 28%cd efij	36 12%	38 12%	90 26%cd efij	55 12%	109 21%	39 15%	48 18%	37 18%	41 17%	87 17%	78 18%	169 17%

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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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	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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>17</b> <b>2%</b>	13 3% <sup>b</sup>	3 1%	2 1%	3 2%	2 1%	5 3%	2 2%	3 1%	5 2%	7 2%	5 1%	7 2%	10 2%	2 1%	5 2%	4 2%	6 3%	7 1%	10 2%	21 2%
Taxation	<b>9</b> <b>1%</b>	5 1%	4 1%	2 2%	1 *	3 2%	1 *	1 1%	2 1%	3 1%	3 1%	3 1%	6 1%	3 1%	1 1%	1 *	3 1%	4 2%	2 *	7 2%	10 1%
Trade unions/ Strikes	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	1 *
Transport/Public transport	<b>1</b> <b>*</b>	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Unemployment/ Factory closure/ Lack of industry	<b>117</b> <b>12%</b>	53 11%	64 13%	23 17% <sup>h</sup>	22 14%	18 11%	17 10%	17 13%	20 10%	45 15%	35 11%	37 11%	63 14%	54 11%	17 6%	30 11% <sup>p</sup>	32 15% <sup>lp</sup>	39 17% <sup>lp</sup>	47 9%	71 16% <sup>lp</sup>	115 12%
Other	<b>25</b> <b>3%</b>	15 3%	10 2%	3 2%	3 2%	4 3%	4 2%	2 1%	9 4%	6 2%	8 2%	11 3%	10 2%	15 3%	11 4% <sup>q</sup>	9 3%	3 2%	2 1%	19 4% <sup>q</sup>	6 1%	27 3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>43</b> <b>4%</b>	16 3%	27 5%	14 10% <sup>efg</sup>	14 9% <sup>efg</sup>	4 3%	1 1%	3 2%	7 3%	28 9% <sup>efg</sup>	5 2%	10 3%	32 7%	11 2%	2 1%	12 4% <sup>lp</sup>	7 4%	21 9% <sup>lnp</sup>	14 3% <sup>l</sup>	28 6% <sup>lnp</sup>	48 5%
Personal finances (NET)	<b>98</b> <b>10%</b>	52 11%	46 9%	14 10%	18 11%	17 10%	19 11%	16 12%	15 7%	32 11%	35 11%	31 9%	48 11%	50 10%	24 9%	27 10%	22 11%	26 11%	50 10%	48 11%	97 10%

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

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

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	9 1%	- -	1 2%	1 *	- -	5 2%	5 2%	4 1%	* *	4 2%	4 3%de	4 1%	5 2%	1 1%	- -	9 1%	1 *	10 1%
AIDS	<b>2</b> <b>*</b>	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%ad	- -	- -	- -	* *	- -	* *	2 *
Animal welfare	<b>5</b> <b>*</b>	5 1%	- -	- -	- -	- *	1 *	1 *	3 1%	- -	1 *	1 1%	- -	2 1%	2 2%k	- -	2 *	2 1%	4 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	<b>16</b> <b>2%</b>	14 2%e	1 2%	1 2%	2 1%	1 *	7 2%	6 2%	7 2%	3 3%	5 2%	2 1%	6 2%	3 1%	3 2%	4 2%	8 1%	8 2%	19 2%
Countryside/Rural life	<b>4</b> <b>*</b>	4 *	- -	- -	- -	- -	3 1%	3 1%	1 *	- -	1 *	1 1%	- -	3 1%	1 1%	- -	3 *	1 *	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>41</b> <b>4%</b>	37 4%	1 3%	2 3%	12 4%	10 4%	14 5%	12 5%	15 4%	8 6%	15 6%	7 5%	5 2%	16 5%k	5 4%	14 7%ko	22 3%k	19 6%k	40 4%
Defence/Foreign affairs/ International terrorism	<b>23</b> <b>2%</b>	21 2%	1 2%	1 2%	7 2%	6 2%	10 3%	9 3%	6 2%	1 1%	5 2%	4 3%	8 2%	7 2%	6 4%np	1 *	15 2%	7 2%n	19 2%
Drug abuse	<b>10</b> <b>1%</b>	7 1%	- -	3 3%ade	3 1%e	1 *	2 1%	2 1%	5 1%	5 4%aef	5 2%	- -	3 1%	- -	4 3%lo	3 2%l	3 *	7 2%lo	11 1%

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

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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Economy/Economic situation	<b>189</b>	161	10	19	77	58	56	46	56	10	41	30	49	84	16	38	133	54	181
	<b>20%</b>	19%h	20%	23%h	24%ag	24%ag	19%h	18%	16%h	8%	16%h	22%gh	16%	26%km	12%	20%am	21%km	17%am	19%
Education/Schools	<b>27</b>	23	3	1	6	5	12	9	9	5	6	2	4	15	2	5	19	8	23
	<b>3%</b>	3%	6%	1%	2%	2%	4%	4%	3%	4%	2%	1%	1%	5%ko	2%	3%	3%k	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>19</b>	19	1	-	6	6	5	4	9	4	9	4	4	5	5	5	9	10	17
	<b>2%</b>	2%	2%	-	2%	2%	2%	2%	3%	4%	3%	3%	1%	2%	4%	3%	1%	3%	2%
Inflation/Prices	<b>25</b>	21	1	3	7	4	8	7	10	3	7	5	4	7	4	9	11	13	29
	<b>3%</b>	2%	2%	4%	2%	2%	3%	3%	3%	2%	3%	3%	1%	2%	3%	5%ko	2%	4%	3%
Local government/Council tax	<b>3</b>	2	-	1	1	*	-	-	2	1	2	1	2	-	1	-	2	1	4
	<b>*</b>	*	-	1%	*	*	-	-	*	1%	1%	1%	1%	-	*	-	*	*	*
Low pay/Minimum wage/Fair wages	<b>19</b>	19	-	-	2	2	11	11	6	1	5	4	2	7	5	4	10	9	16
	<b>2%</b>	2% <sup>d</sup>	-	-	1%	1%	4% <sup>d</sup>	4%	2%	1%	2%	3%	1%	2%	3%	2%	2%	3%	2%
Morality/Individual behaviour/Lifestyle	<b>13</b>	11	1	1	3	1	4	3	7	2	6	4	6	3	3	1	9	5	15
	<b>1%</b>	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	3%	2%	1%	2%	1%	1%	1%	2%
National health service/Hospitals/Healthcare	<b>46</b>	36	4	6	17	11	16	12	13	4	9	5	16	19	4	8	35	11	43
	<b>5%</b>	4%	8%	7%	5%	5%	5%	5%	4%	4%	4%	4%	5%	6%	3%	4%	6%	3%	4%
Nationalisation/Government control of institutions	<b>5</b>	3	-	2	3	1	1	1	1	-	-	-	4	1	1	-	5	1	6
	<b>1%</b>	*	-	3% <sup>agi</sup>	1% <sup>e</sup>	*	*	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  
Overlap formulae used. \* small base  
Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

## ISSUES INDEX (FINAL)

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 *	1 *
Pensions/Social security/Benefits	22 2%	22 3%	* 1%	- 3%	9 3%	9 4%	4 1%	4 2%	9 3%	3 2%	7 3%	4 3%	10 3%	5 2%	4 3%	4 2%	15 2%	8 2%	24 2%
Petrol prices/Fuel	2 *	2 *	-	1 *	1 *	-	-	1 *	1 1%	1 1%	-	-	-	-	1 *	1 1%o	-	2 1%	2 *
Pollution/ Environment	30 3%	25 3%	5 10%acd efhi	* *	7 2%	7 3%	9 3%	4 2%	14 4%i	2 1%	7 3%	5 4%	13 4%	13 4%	2 1%	3 2%	25 4%p	5 1%	33 3%
Population levels/ Overpopulation	16 2%	16 2%	-	-	5 1%	5 2%	5 2%	5 2%	7 2%	3 2%	5 2%	2 2%	7 2%	5 1%	2 2%	2 1%	11 2%	5 1%	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	53 5%	51 6%c	2 4%	-	16 5%c	16 6%cd	20 7%c	18 7%	17 5%c	7 5%c	12 5%	5 4%	21 7%	15 5%	8 6%	9 5%	36 6%	17 5%	50 5%
Privatisation	2 *	2 *	-	-	1 *	1 1%	-	-	1 *	-	1 *	1 1%	-	2 1%	-	-	2 *	-	2 *
Public services in general	8 1%	8 1%	-	-	2 1%	2 1%	4 1%	4 2%	2 1%	-	1 *	1 1%	6 2%	1 *	1 1%	-	7 1%	1 *	9 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p  
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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Race relations/ Immigration/ Immigrants	<b>165</b> <b>17%</b>	151 18% <sup>d</sup>	5 10%	9 10%	45 14%	37 15%	44 15%	39 15%	76 22% <sup>ac</sup>	25 20%	54 20% <sup>c</sup>	29 21% <sup>c</sup>	75 24% <sup>ln</sup>	37 12%	23 16%	29 15%	112 18% <sup>l</sup>	52 16%	169 17%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>17</b> <b>2%</b>	3 *	- -	14 16% <sup>abd</sup> efghij	15 5% <sup>aef</sup> gij	1 1%	- -	- -	2 *	1 1%	2 1%	1 1%	8 3% <sup>n</sup>	4 1%	3 2%	- -	12 2%	3 1%	21 2%
Taxation	<b>9</b> <b>1%</b>	9 1%	- -	- -	4 1%	4 2%	1 *	1 *	4 1%	2 2%	2 1%	- -	3 1%	1 *	2 2%	4 2%	3 *	6 2%	10 1%
Trade unions/ Strikes	<b>*</b> <b>*</b>	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	1 *
Transport/Public transport	<b>1</b> <b>*</b>	1 *	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	<b>117</b> <b>12%</b>	97 12% <sup>j</sup>	9 18% <sup>j</sup>	12 15%	45 14% <sup>j</sup>	33 14% <sup>j</sup>	37 12%	28 11%	35 10%	20 16% <sup>gi</sup>	29 11% <sup>j</sup>	9 7%	36 12%	40 13%	18 13%	23 12%	76 12%	41 12%	115 12%
Other	<b>25</b> <b>3%</b>	23 3%	- -	2 2%	11 3%	9 4%	7 2%	7 3%	6 2%	2 2%	5 2%	3 2%	10 3%	7 2%	2 1%	4 2%	18 3%	6 2%	27 3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>43</b> <b>4%</b>	33 4%	6 12% <sup>ade</sup>	4 5%	12 4%	8 3%	15 5%	9 4%	16 4% <sup>j</sup>	10 8% <sup>aij</sup>	12 5% <sup>j</sup>	2 2%	7 2%	8 3%	13 9% <sup>klo</sup>	14 7% <sup>klo</sup>	15 2%	26 8% <sup>klo</sup>	48 5%

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

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Fieldwork dates : 31st January - 10th February 2014  
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Ipsos MORI



**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	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)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Personal finances (NET)	<b>98</b>	93	3	3	26	23	39	36	34	12	25	14	27	30	18	23	57	41	97
	<b>10%</b>	11% <sup>c</sup>	6%	4%	8%	9%	13% <sup>c</sup>	14%	10%	9%	10%	10%	9%	9%	13%	12%	9%	13%	10%

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

**Table 3**  
**Q.PL01**  
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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)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	6 1%	- -	4 1%	- -	4 2%g	- -	- -	6 1%	4 2%g	- -	- -	3 1%	- -	10 1%
AIDS	<b>2</b> <b>*</b>	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 *
Animal welfare	<b>5</b> <b>*</b>	1 *	1 1%	2 *	1 3%	1 1%	1 *	- -	3 *	1 1%	- -	- -	1 *	1 *	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	<b>16</b> <b>2%</b>	7 2%	1 1%	8 2%	1 3%	3 2%	1 *	2 3%g	13 2%g	4 2%	5 14%fgi	3 3%	6 2%	6 2%	19 2%
Countryside/Rural life	<b>4</b> <b>*</b>	2 1%	- -	2 *	- -	2 1%	1 *	- -	2 *	2 1%	- -	- -	2 1%	2 1%	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>41</b> <b>4%</b>	16 4%	5 4%	20 4%	1 3%	7 4%	10 4%	1 2%	34 4%	7 3%	3 8%	4 4%	13 4%	17 6%	40 4%
Defence/Foreign affairs/ International terrorism	<b>23</b> <b>2%</b>	10 2%	3 3%	10 2%	- -	8 5%i	4 2%	- -	15 2%	8 4%	- -	1 1%	5 2%	10 3%	19 2%
Drug abuse	<b>10</b> <b>1%</b>	3 1%	1 1%	6 1%	- -	1 1%	3 1%	- -	9 1%	1 1%	- -	4 3%	2 1%	5 2%	11 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
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<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Economy/Economic situation	<b>189</b>	102	22	65	10	37	59	10	152	47	8	12	87	54	181
	<b>20%</b>	25% <sup>c</sup>	19%	15%	24%	22%	22%	21%	19%	22%	21%	12%	29% <sup>l</sup>	18%	19%
Education/Schools	<b>27</b>	12	5	9	-	2	7	2	25	4	-	-	13	14	23
	<b>3%</b>	3%	4%	2%	-	1%	2%	5%	3%	2%	-	-	4% <sup>l</sup>	5%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>19</b>	11	5	4	-	1	6	4	18	5	-	2	4	11	17
	<b>2%</b>	3%	4% <sup>c</sup>	1%	-	1%	2%	8% <sup>f</sup> <sub>g</sub> <sub>i</sub> <sub>j</sub>	2%	2% <sup>f</sup>	-	2%	1%	4%	2%
Inflation/Prices	<b>25</b>	12	4	9	2	2	7	1	23	3	1	3	4	11	29
	<b>3%</b>	3%	3%	2%	4%	1%	3%	3%	3%	2%	2%	3%	1%	4%	3%
Local government/Council tax	<b>3</b>	-	*	2	-	-	1	-	3	-	1	1	*	-	4
	<b>*</b>	-	*	1%	-	-	*	-	*	-	3% <sup>fj</sup>	1%	*	-	*
Low pay/Minimum wage/Fair wages	<b>19</b>	12	-	7	2	2	3	2	17	4	-	1	5	1	16
	<b>2%</b>	3%	-	2%	5% <sup>b</sup>	1%	1%	4%	2%	2%	-	1%	2%	*	2%
Morality/Individual behaviour/Lifestyle	<b>13</b>	5	-	8	-	3	3	1	10	5	-	3	1	4	15
	<b>1%</b>	1%	-	2%	-	2%	1%	3%	1%	2%	-	3% <sup>m</sup>	*	1%	2%
National health service/Hospitals/Healthcare	<b>46</b>	15	4	27	1	6	14	1	40	8	*	4	19	17	43
	<b>5%</b>	4%	4%	6%	3%	4%	5%	3%	5%	4%	1%	4%	6%	6%	4%
Nationalisation/Government control of institutions	<b>5</b>	-	-	5	1	-	3	-	5	-	-	-	-	-	6
	<b>1%</b>	-	-	1% <sup>a</sup>	3% <sup>a</sup>	-	1%	-	1%	-	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
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<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	-	1 3%fgi	1 *	1 1%	-	-	-	-	1 *
Pensions/Social security/Benefits	22 2%	9 2%	1 1%	13 3%	1 3%	4 2%	9 3%	-	19 2%	4 2%	-	2 2%	9 3%	8 3%	24 2%
Petrol prices/Fuel	2 *	1 *	-	1 *	-	-	1 1%	-	2 *	-	1 1%	1 1%	-	1 *	2 *
Pollution/ Environment	30 3%	11 3%	3 3%	16 4%	-	7 4%	3 1%	5 10%gi	24 3%g	11 5%g	-	1 1%	15 5%	7 2%	33 3%
Population levels/ Overpopulation	16 2%	10 2%	1 1%	5 1%	1 1%	2 1%	3 1%	1 2%	14 2%	3 2%	1 4%	1 1%	4 1%	8 3%	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	53 5%	19 5%	10 9%	23 5%	2 6%	4 3%	25 9%fij	1 2%	48 6%j	5 2%	1 3%	7 6%	20 7%	16 5%	50 5%
Privatisation	2 *	-	1 1%	1 *	-	-	1 1%	-	2 *	-	-	1 1%	-	-	2 *
Public services in general	8 1%	3 1%	1 1%	4 1%	-	1 1%	3 1%	-	7 1%	1 1%	-	2 2%	2 1%	1 *	9 1%
Race relations/ Immigration/ Immigrants	165 17%	60 15%	15 13%	90 20%	4 10%	50 30%gi	24 9%	9 19%g	114 14%g	59 28%gi	12 34%gi	17 16%	43 14%	32 11%	169 17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
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 3**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>17</b> <b>2%</b>	7 2%	1 1%	8 2%	1 2%	- -	8 3% <sup>f</sup>	1 3% <sup>f</sup>	17 2%	1 1%	- -	2 2%	3 1%	2 1%	21 2%
Taxation	<b>9</b> <b>1%</b>	4 1%	2 1%	4 1%	1 2%	1 *	5 2%	- -	8 1%	1 *	- -	2 2% <sup>m</sup>	- -	5 2%	10 1%
Trade unions/ Strikes	<b>*</b> <b>*</b>	- -	- -	* *	- -	* *	- -	- -	- *	* *	- -	- -	- -	- -	1 *
Transport/Public transport	<b>1</b> <b>*</b>	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Unemployment/Factory closure/Lack of industry	<b>117</b> <b>12%</b>	48 12%	17 14%	53 12%	9 24% <sup>ac</sup>	10 6%	50 19% <sup>fhi</sup> jr	2 5%	108 13% <sup>fjr</sup>	12 6%	- -	16 15%	28 9%	34 12%	115 12%
Other	<b>25</b> <b>3%</b>	11 3%	2 2%	12 3%	- -	3 2%	2 1%	2 3%	21 3% <sup>g</sup>	5 2%	3 8% <sup>gi</sup>	7 6%	7 2%	3 1%	27 3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>43</b> <b>4%</b>	10 2%	9 7% <sup>a</sup>	24 5% <sup>a</sup>	2 4%	3 2%	8 3%	- -	39 5%	3 2%	- -	7 7% <sup>m</sup>	4 1%	23 8%	48 5%
Personal finances (NET)	<b>98</b> <b>10%</b>	44 11%	14 12%	40 9%	6 15%	8 5%	37 14% <sup>fj</sup>	4 9%	90 11% <sup>fj</sup>	13 6%	2 6%	12 11%	29 10%	30 10%	97 10%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
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Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Ageing population/ Social care for the elderly	<b>10</b> <b>1%</b>	2 1%	3 1%	3 2%	2 1%	1 1%	3 2%	1 *	3 1%	6 3%h	10 1%	* *	- -	6 2%	3 3%	2 1%	1 1%	- -	10 1%
AIDS	<b>2</b> <b>*</b>	- -	- -	- -	2 3%abd	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	2 2%q	- -	- -	- -	2 *
Animal welfare	<b>5</b> <b>*</b>	1 *	- -	- -	- -	- -	- -	1 *	2 *	1 *	5 1%	- -	1 1%	1 *	1 1%	1 *	1 1%	- -	4 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	<b>16</b> <b>2%</b>	5 1%	1 *	2 1%	5 2%	1 2%	* *	8 3%	7 1%	2 1%	15 2%	1 1%	2 1%	6 2%	1 1%	7 3%	5 5%	1 1%	19 2%
Countryside/Rural life	<b>4</b> <b>*</b>	- -	2 1%	- -	1 *	- -	1 1%	- -	2 *	2 1%	3 *	1 *	- -	2 1%	- -	- -	- -	- -	3 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>41</b> <b>4%</b>	4 1%	4 2%	41 26%abde f	9 3%	- -	2 1%	11 4%	22 4%	7 4%	36 4%	5 4%	5 3%	16 4%	2 2%	6 2%	5 5%	3 3%	40 4%
Defence/Foreign affairs/ International terrorism	<b>23</b> <b>2%</b>	2 1%	3 1%	4 3%	4 1%	23 31%abcd f	8 5%ad	4 1%	11 2%	8 4%	23 3%	- -	7 5%	5 1%	1 1%	2 1%	1 1%	1 1%	19 2%
Drug abuse	<b>10</b> <b>1%</b>	4 1%	4 2%	5 3%	3 1%	1 1%	4 2%	5 2%	5 1%	- -	8 1%	2 2%	2 1%	2 1%	- -	2 1%	1 1%	2 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 - 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 : 31st January - 10th February 2014  
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Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Economy/Economic situation	<b>189</b>	189	49	25	44	19	43	54	101	33	169	18	40	81	30	37	14	19	181
	<b>20%</b>	50%bcd ef	22%d	16%	13%	26%d	26%cd	21%	20%	16%	20%	16%	25%	23%	31%qrs	14%	14%	15%	19%
Education/Schools	<b>27</b>	3	12	3	-	2	27	10	11	6	25	2	8	9	8	3	2	1	23
	<b>3%</b>	1%	5%ad	2%d	-	2%d	16%abcd e	4%	2%	3%	3%	1%	5%	3%	9%qs	1%	2%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>19</b>	6	6	4	4	-	-	3	9	7	18	1	6	10	2	2	1	-	17
	<b>2%</b>	2%	3%	2%	1%	-	-	1%	2%	3%	2%	1%	4%	3%	2%	1%	1%	-	2%
Inflation/Prices	<b>25</b>	8	5	6	4	1	1	4	18	3	17	8	2	12	2	7	3	4	29
	<b>3%</b>	2%	2%	4%d	1%	1%	1%	1%	4%	2%	2%	7%j	2%	3%	2%	3%	3%	3%	3%
Local government/Council tax	<b>3</b>	-	2	1	-	-	-	1	*	1	3	-	-	*	-	1	1	-	4
	<b>*</b>	-	1%	*	-	-	-	*	*	*	*	-	-	*	-	1%	1%	-	*
Low pay/Minimum wage/Fair wages	<b>19</b>	7	4	3	8	-	2	1	12	6	17	3	3	9	1	5	1	4	16
	<b>2%</b>	2%	2%	2%	2%	-	1%	*	2%	3%g	2%	2%	2%	2%	1%	2%	1%	3%	2%
Morality/Individual behaviour/Lifestyle	<b>13</b>	4	2	6	4	2	1	4	6	4	11	2	-	8	1	8	4	3	15
	<b>1%</b>	1%	1%	4%abd	1%	3%	1%	1%	1%	2%	1%	2%	-	2%	1%	3%	4%	3%	2%
National health service/Hospitals/Healthcare	<b>46</b>	12	46	5	16	4	10	15	15	17	41	5	9	10	6	13	4	4	43
	<b>5%</b>	3%	20%acde f	3%	5%	5%	6%	6%	3%	8%h	5%	4%	6%	3%	6%	5%	4%	3%	4%

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 : 31st January - 10th February 2014  
 Number of sample points : 172  
 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+**

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
<b>100%</b>		39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Nationalisation/ Government control of institutions	<b>5</b> <b>1%</b>	1 *	-	-	-	-	1 1%	-	2 *	3 2%	5 1%	-	-	-	-	2 1%	-	2 1%	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>1</b> <b>*</b>	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 1%	-	1 1%	1 *
Pensions/Social security/Benefits	<b>22</b> <b>2%</b>	4 1%	2 1%	5 3%	9 3%	-	2 1%	6 2%	15 3%	2 1%	20 2%	2 2%	-	9 3%	3 3%	7 3%	2 2%	6 5%	24 2%
Petrol prices/Fuel	<b>2</b> <b>*</b>	1 *	-	1 1%	1 *	-	-	-	2 *	-	1 *	1 1%j	-	1 *	-	1 1%	-	-	2 *
Pollution/ Environment	<b>30</b> <b>3%</b>	13 3%	6 3%	4 2%	7 2%	3 4%	6 4%	3 1%	16 3%	11 6%g	30 4%	-	4 2%	11 3%	1 1%	8 3%	3 3%	2 1%	33 3%
Population levels/ Overpopulation	<b>16</b> <b>2%</b>	4 1%	3 1%	1 1%	1 *	3 4% <sup>d</sup>	2 1%	6 2%	8 2%	2 1%	14 2%	1 1%	3 2%	8 2%	-	3 1%	-	-	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	<b>53</b> <b>5%</b>	8 2%	10 5%	2 1%	8 2%	1 1%	9 5% <sup>a</sup>	16 6%	25 5%	12 6%	46 5%	7 6%	12 7%	14 4%	14 15% <sup>qrs</sup>	7 3%	5 5%	3 2%	50 5%
Privatisation	<b>2</b> <b>*</b>	-	1 *	-	1 *	-	-	-	2 *	-	2 *	-	1 1%	-	-	-	-	-	2 *

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  
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**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	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Public services in general	<b>8</b>	1	4	1	2	-	-	-	7	2	8	-	3	1	1	3	1	2	9
	<b>1%</b>	*	2%	1%	1%	-	-	-	1%	1%	1%	-	2%	*	1%	1%	1%	2%	1%
Race relations/Immigration/Immigrants	<b>165</b>	51	29	25	165	11	20	46	83	36	157	8	15	60	8	65	31	31	169
	<b>17%</b>	13%	13%	16%	49%abc ef	14%	12%	18%	16%	18%	18%k	7%	9%	17%	8%	26%p	31%p	25%p	17%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>17</b>	5	1	1	2	-	1	6	7	3	17	-	1	5	-	7	1	7	21
	<b>2%</b>	1%	1%	1%	1%	-	1%	2%	1%	1%	2%	-	1%	1%	-	3%	1%	6%p	2%
Taxation	<b>9</b>	-	2	1	-	-	1	2	5	2	5	5	-	5	-	-	-	-	10
	<b>1%</b>	-	1%	1%	-	-	*	1%	1%	1%	1%	4%j	-	1%	-	-	-	-	1%
Trade unions/Strikes	<b>*</b>	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	*	-	1
	<b>*</b>	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	*	-	*
Transport/Public transport	<b>1</b>	-	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1
	<b>*</b>	-	*	-	-	-	1%	*	-	-	*	-	-	-	1%	-	-	-	*
Unemployment/Factory closure/Lack of industry	<b>117</b>	41	22	6	23	1	16	38	66	14	84	34	23	41	5	43	9	26	115
	<b>12%</b>	11%cde	10%ce	4%	7%	1%	9%e	14%i	13%i	7%	10%	29%j	15%	11%	5%	17%pr	9%	21%pr	12%
Other	<b>25</b>	3	4	-	7	1	7	4	14	6	23	1	5	8	4	3	3	-	27
	<b>3%</b>	1%	2%	-	2%	2%	4%ac	1%	3%	3%	3%	1%	3%	2%	4% s	1%	3%	-	3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s  
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**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	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
<b>100%</b>	<b>39%</b>	<b>23%</b>	<b>16%</b>	<b>34%</b>	<b>8%*</b>	<b>17%</b>	<b>27%</b>	<b>52%</b>	<b>21%</b>	<b>88%</b>	<b>12%</b>	<b>16%</b>	<b>37%</b>	<b>10%*</b>	<b>26%</b>	<b>10%*</b>	<b>13%</b>	<b>100%</b>	
Don't know	<b>43</b>	1	-	1	1	-	-	11	26	6	33	10	5	14	1	7	1	3	48
	<b>4%</b>	*	-	*	*	-	-	4%	5%	3%	4%	8%j	3%	4%	1%	3%	1%	3%	5%
Personal finances (NET)	<b>98</b>	24	20	12	21	1	12	21	57	21	80	19	18	36	17	21	9	10	97
	<b>10%</b>	6%	9%	8%	6%	2%	7%	8%	11%	10%	9%	16%j	11%	10%	18%q	8%	9%	8%	10%

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 : 31st January - 10th February 2014  
 Number of sample points : 172  
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

**ISSUES INDEX (FINAL)**

**Table 5**  
**Q.PL01/02**  
**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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	<b>91</b> <b>9%</b>	31 6%	60 12%a	5 4%	4 2%	11 7%	21 12%cdi	13 9%di	38 18%cd	8 3%	31 10%cd	51 15%cde	19 4%	72 14%	34 13%no	32 12%noq	12 6%	13 5%	66 13%noq	25 6%	83 9%
AIDS	<b>9</b> <b>1%</b>	7 1%	2 1%	3 3%hk	2 1%	3 2%	- -	1 1%	- -	5 2%	3 1%	1 *	8 2%	1 *	3 1%	2 1%	3 2%	1 *	5 1%	4 1%	8 1%
Animal welfare	<b>16</b> <b>2%</b>	5 1%	11 2%	5 4%efj	4 3%j	- -	- -	1 1%	6 3%j	9 3%efj	- -	6 2%j	9 2%	6 1%	2 1%	4 1%	5 3%	5 2%	6 1%	10 2%	14 1%
Bird flu/Pandemic flu/Swine flu	<b>2</b> <b>*</b>	1 *	1 *	- -	- -	1 1%	- -	1 1%	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	1 1%	- -	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	<b>59</b> <b>6%</b>	30 6%	28 6%	4 3%	6 4%	7 4%	10 6%	11 8%	21 10%cdi	10 3%	17 5%	32 9%cdi	17 4%	42 8%	21 8%nq	24 9%noq	5 2%	9 4%	45 9%noq	14 3%	65 7%
Countryside/Rural life	<b>26</b> <b>3%</b>	13 3%	13 3%	2 1%	- -	5 3%cd	7 4%di	4 3%cd	9 4%di	2 1%	12 4%di	12 4%di	7 1%	19 4%	5 2%	13 5%nq	2 1%	5 2%	18 4%	7 2%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>156</b> <b>16%</b>	78 16%	79 16%	18 13%	26 16%	23 14%	33 20%	18 13%	39 19%	44 15%	55 17%	57 17%	66 15%	90 18%	27 11%	36 13%	50 24%lm	43 18%lp	63 12%	93 21%lm	156 16%
Defence/Foreign affairs/ International terrorism	<b>75</b> <b>8%</b>	44 9%	31 6%	9 6%	7 4%	12 8%	22 13%dgi	7 5%	18 9%	15 5%	35 11%di	25 7%	27 6%	47 9%	21 8%	19 7%	23 11%o	12 5%	40 8%	35 8%o	72 7%
Drug abuse	<b>63</b> <b>7%</b>	30 6%	33 7%	13 10%ej	16 10%ej	5 3%	8 5%	7 5%	14 7%	29 10%ej	13 4%	21 6%	34 7%	29 6%	10 4%	13 5%	12 6%	28 12%lmp	23 4%	40 9%lmp	68 7%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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	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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Economy/Economic situation	<b>379</b>	213	166	45	65	56	74	56	83	109	130	140	165	214	115	124	68	72	240	139	378
	<b>39%</b>	45%b	34%	34%	39%	35%	44%	41%	40%	37%	40%	41%	36%	42%	44%no	47%no	33%	30%	46%no	31%	39%
Education/Schools	<b>167</b>	67	100	26	22	33	37	24	26	47	70	50	80	87	67	49	26	24	117	50	160
	<b>17%</b>	14%	20%a	19%	13%	21%	22%h	17%	13%	16%	21%hk	15%	18%	17%	26%no	19%oq	13%	10%	22%mn	11%	17%
Foot and mouth outbreak/Farming crisis	<b>6</b>	4	3	2	-	2	1	1	-	2	3	1	4	3	1	-	1	4	1	6	7
	<b>1%</b>	1%	1%	2%	-	1%	1%	1%	-	1%	1%	*	1%	1%	*	-	1%	2%mp	*	1%p	1%
Housing	<b>112</b>	55	58	14	28	12	20	16	22	42	33	38	54	58	27	37	20	29	64	48	114
	<b>12%</b>	12%	12%	11%	17%e	8%	12%	11%	11%	14%	10%	11%	12%	11%	10%	14%	10%	12%	12%	11%	12%
Inflation/Prices	<b>131</b>	67	64	14	24	31	23	14	25	38	54	39	69	62	29	36	32	34	65	65	130
	<b>13%</b>	14%	13%	11%	14%	20%gk	14%	10%	12%	13%	16%	11%	15%	12%	11%	14%	15%	14%	12%	15%	13%
Local government/Council tax	<b>25</b>	13	12	3	5	2	5	4	6	7	7	11	9	16	5	9	3	8	14	11	29
	<b>3%</b>	3%	2%	2%	3%	1%	3%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%
Low pay/Minimum wage/Fair wages	<b>109</b>	56	53	16	21	13	30	11	18	37	43	29	50	59	17	34	29	29	51	58	108
	<b>11%</b>	12%	11%	12%	13%	8%	18%egh	8%	9%	12%	13%e	8%	11%	11%	6%	13%lp	14%l	12%l	10%l	13%l	11%
Morality/Individual behaviour/Lifestyle	<b>67</b>	25	42	9	1	12	13	13	20	10	25	32	21	45	13	23	21	10	36	31	66
	<b>7%</b>	5%	8%	7%di	*	7%d	8%d	9%di	10%di	3%d	8%di	9%di	5%	9%	5%	9%p	10%o	4%	7%	7%o	7%
National health service/Hospitals/Healthcare	<b>227</b>	90	136	18	26	42	52	36	52	44	95	88	86	140	85	62	47	32	147	79	213
	<b>23%</b>	19%	28%a	14%	16%	27%cd	31%cd	26%cd	25%cd	15%	29%cd	26%cd	19%	27%	33%mn	23%o	23%oq	14%	28%mo	18%o	22%
Nationalisation/Government control of institutions	<b>22</b>	10	12	1	3	3	6	3	7	4	9	10	7	16	4	7	4	8	11	11	21
	<b>2%</b>	2%	2%	1%	2%	2%	3%	2%	3%	1%	3%	3%	1%	3%	1%	3%	2%	3%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q  
 Overlap formulae used.  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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	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)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Northern Ireland	<b>2</b>	1	1	1	-	-	-	1	-	1	-	1	1	1	1	1	-	-	2	-	2
	*	*	*	1%	-	-	-	1%	-	*	-	*	*	*	*	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b>	4	12	4	5	1	3	1	1	9	5	3	10	6	2	6	3	6	8	8	18
	<b>2%</b>	1%	2%	3%	3%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	2%
Pensions/Social security/Benefits	<b>119</b>	50	69	12	13	19	27	13	34	26	46	47	45	74	41	33	24	21	74	46	115
	<b>12%</b>	11%	14%	9%	8%	12%	16% <sup>i</sup>	9%	16% <sup>di</sup>	9%	14%	14%	10%	14%	16% <sup>o</sup>	12%	12%	9%	14%	10%	12%
Petrol prices/Fuel	<b>63</b>	38	25	7	12	11	15	10	8	19	26	18	30	33	20	20	10	13	40	23	59
	<b>6%</b>	8%	5%	6%	7%	7%	9%	7%	4%	6%	8%	5%	7%	6%	8%	7%	5%	5%	8%	5%	6%
Pollution/ Environment	<b>100</b>	42	58	12	11	21	22	15	19	23	43	34	44	56	38	36	16	10	74	26	101
	<b>10%</b>	9%	12%	9%	6%	13%	13%	11%	9%	8%	13% <sup>di</sup>	10%	10%	11%	15% <sup>no</sup>	13% <sup>oq</sup>	8%	4%	14% <sup>noq</sup>	6%	10%
Population levels/ Overpopulation	<b>54</b>	28	26	2	13	10	7	11	10	15	18	21	26	28	18	14	13	8	32	21	50
	<b>6%</b>	6%	5%	2%	8% <sup>c</sup>	7%	4%	8% <sup>c</sup>	5%	5% <sup>c</sup>	5%	6%	6%	5%	7%	5%	6%	3%	6%	5%	5%
Pound/Exchange rate/Value of pound	<b>15</b>	7	8	2	3	2	3	3	2	5	5	5	7	8	5	5	1	3	10	5	15
	<b>2%</b>	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%
Poverty/Inequality	<b>146</b>	58	87	17	28	17	26	29	29	45	43	58	62	84	49	44	18	34	93	52	148
	<b>15%</b>	12%	18% <sup>a</sup>	13%	17%	11%	15%	21% <sup>ej</sup>	14%	15%	13%	17%	14%	16%	19% <sup>nq</sup>	16% <sup>n</sup>	9%	14%	18% <sup>nq</sup>	12%	15%
Privatisation	<b>25</b>	11	14	3	6	4	4	7	2	8	8	8	12	12	8	12	4	1	19	5	23
	<b>3%</b>	2%	3%	2%	3%	2%	2%	5% <sup>hk</sup>	1%	3%	2%	2% <sup>h</sup>	3%	2%	3%	4% <sup>oq</sup>	2%	1%	4% <sup>oq</sup>	1%	2%
Public services in general	<b>56</b>	28	28	6	10	12	14	5	11	15	25	15	27	29	18	21	11	6	39	17	57
	<b>6%</b>	6%	6%	4%	6%	7%	8%	3%	5%	5%	8%	4%	6%	6%	7% <sup>o</sup>	8% <sup>oq</sup>	6%	2%	7% <sup>oq</sup>	4%	6%
Race relations/ Immigration/ Immigrants	<b>333</b>	153	180	38	45	42	59	55	93	83	101	149	125	208	80	102	81	69	182	151	339
	<b>34%</b>	32%	36%	29%	27%	26%	35%	41% <sup>cd</sup>	45% <sup>cd</sup>	28%	31%	43% <sup>cd</sup>	27%	40%	31%	38% <sup>op</sup>	39% <sup>o</sup>	29%	35%	34% <sup>o</sup>	35%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	516	452	137	155	142	154	159	221	292	296	380	434	534	209	336	167	256	545	423	968
<b>WEIGHTED BASE</b>	<b>969</b>	474	495	132	165	159	169	136	208	297	328	344	456	513	260	266	206	237	526	443	968
	<b>100%</b>	49%	51%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	45 5%	27 6%	18 4%	4 3%	3 2%	8 5%	10 6%	9 7%di	10 5%	7 2%	18 5%	20 6%	15 3%	29 6%	11 4%	16 6%	11 6%	7 3%	26 5%	19 4%	50 5%
Taxation	64 7%	43 9%b	21 4%	12 9%	14 9%	7 4%	15 9%	7 5%	9 4%	26 9%k	22 7%	15 4%	33 7%	30 6%	17 7%	15 6%	18 9%	14 6%	32 6%	31 7%	63 7%
Trade unions/ Strikes	6 1%	3 1%	3 1%	1 1%	1 *	- -	1 *	2 1%	2 1%	2 1%	1 *	4 1%	2 *	4 1%	2 1%	2 1%	1 1%	1 *	4 1%	2 *	8 1%
Transport/Public transport	36 4%	21 4%	15 3%	4 3%	4 3%	3 2%	7 4%	8 6%	10 5%	8 3%	10 3%	18 5%	11 2%	25 5%	12 5%	14 5%q	4 2%	6 3%	26 5%q	10 2%	38 4%
Unemployment/Factory closure/Lack of industry	278 29%	128 27%	150 30%	45 34%h	49 30%	48 30%	47 28%	41 30%	48 23%	94 32%	95 29%	89 26%	141 31%	136 27%	58 22%	76 28%	75 36%lp	69 29%	133 25%	144 33%lp	273 28%
Other	55 6%	26 6%	28 6%	7 5%	8 5%	6 4%	6 3%	8 6%	20 10%efj	15 5%	12 4%	28 8%j	20 4%	34 7%	23 9%oq	16 6%	8 4%	7 3%	39 7%oq	16 4%	57 6%
MEAN NUMBER OF MENTIONS	3.38	3.31	3.45	3.10	3.16	3.14	3.78c deij	3.47	3.53	3.13	3.47e	3.51	3.14	3.60	3.50o q	3.73o	3.34o	2.90	3.61o q	3.10o	3.38
STANDARD ERROR	0.08	0.10	0.13	0.20	0.17	0.17	0.21	0.23	0.18	0.13	0.14	0.14	0.10	0.12	0.18	0.16	0.18	0.11	0.12	0.10	0.08
ERROR VARIANCE	0.01	0.01	0.02	0.04	0.03	0.03	0.04	0.05	0.03	0.02	0.02	0.02	0.01	0.01	0.03	0.03	0.03	0.01	0.01	0.01	0.01
Don't know	124 13%	64 13%	60 12%	26 19%ef	40 25%ef	15 10%	10 6%	11 8%	21 10%	66 22%efg	26 8%	33 9%	81 18%	43 8%	20 8%	36 14%lp	24 12%	44 19%lp	56 11%	68 15%lp	131 14%
Personal finances (NET)	335 35%	156 33%	179 36%	42 32%	62 38%h	56 35%	69 41%hk	49 36%	57 27%	105 35%	125 38%h	106 31%	161 35%	174 34%	88 34%	98 37%	64 31%	85 36%	186 35%	149 34%	330 34%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Ageing population/ Social care for the elderly	<b>91</b> <b>9%</b>	76 9%e	1 3%	13 16%abd e	25 8%e	12 5%	25 9%	24 10%	40 12%ae	10 8%	36 14%ad	26 19%ab eh i	50 16%lm nop	31 10%mp	5 4%	4 2%	82 13%lmn p	9 3%	83 9%
AIDS	<b>9</b> <b>1%</b>	7 1%	- -	2 3%f	5 2%	3 1%	- -	- -	4 1%	1 1%	4 1%	3 2%f	- -	2 1%	2 2%k	3 2%k	2 *	5 2%k	8 1%
Animal welfare	<b>16</b> <b>2%</b>	15 2%	1 2%	- -	5 2%	5 2%	4 1%	4 1%	6 2%	- -	4 1%	4 3%	5 2%	5 1%	5 4%n	1 *	10 2%	6 2%n	14 1%
Bird flu/Pandemic flu/Swine flu	<b>2</b> <b>*</b>	1 *	- -	1 2%aef	1 *	- -	- -	- -	1 *	- -	1 *	1 1%	- -	1 *	- -	1 *	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	<b>59</b> <b>6%</b>	54 6%	2 4%	3 3%	15 5%	13 5%	14 5%	13 5%	29 8%h	5 4%	20 8%h	15 11%acc f	29 9%mp	17 5%	5 3%	8 4%	46 7%p	13 4%	65 7%
Countryside/Rural life	<b>26</b> <b>3%</b>	24 3%	- -	2 3%	5 1%	3 1%	7 2%	7 3%	14 4%h	- -	13 5%ad eh	13 10%abd efghi	10 3%	11 3%	3 2%	2 1%	20 3%	5 1%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>156</b> <b>16%</b>	138 16%de	5 10%	13 16%	40 12%	26 11%	48 16%	44 17%	68 20%ad e	24 19%e	62 24%ad efg	39 28%ab defg	46 15%	52 16%	25 18%	33 17%	98 16%	58 17%	156 16%
Defence/Foreign affairs/ International terrorism	<b>75</b> <b>8%</b>	67 8%	3 7%	5 6%	22 7%	17 7%	21 7%	18 7%	32 9%h	5 4%	25 9%h	20 14%ade fghi	20 7%	33 10%np	10 7%	9 5%	54 9%	19 6%	72 7%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
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 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Drug abuse	<b>63</b> <b>7%</b>	50 6%	1 2%	13 16%abd efgj	24 7%e	11 5%	15 5%	14 6%	25 7%	17 fgij	24 9%aj	7 5%	22 7%	11 3%	16 12%lo	14 7%	33 5%	30 9%lo	68 7%
Economy/Economic situation	<b>379</b> <b>39%</b>	314 37%h	23 48%h	41 50%ad efh	127 39%eh	86 36%	107 36%	84 34%	145 42%ah	34 27%	110 42%h	76 55%ad efghi	129 42%m	134 42%m	38 27%	75 40%mp	263 42%mp	113 34%m	378 39%
Education/Schools	<b>167</b> <b>17%</b>	143 17%	13 26%	12 14%	47 15%	35 15%	57 19%	45 18%	63 18%	19 16%	43 16%	24 17%	44 14%	76 24%km op	15 11%	32 17%	120 19%km	48 14%	160 17%
Foot and mouth outbreak/Farming crisis	<b>6</b> <b>1%</b>	4 1%	-	2 2%aeg	2 1%	-	4 1%	4 1%	1 *	-	1 *	1 1%	6 2%l	-	-	1 *	6 1%	1 *	7 1%
Housing	<b>112</b> <b>12%</b>	99 12%e	4 8%	9 11%	28 9%	19 8%	25 8%	21 8%	59 17%ad ef	30 24%ab cdefg	53 20%ad efg	23 17%de f	37 12%	28 9%	15 10%	33 17%lo	65 10%	47 14%	114 12%
Inflation/Prices	<b>131</b> <b>13%</b>	108 13%	6 12%	17 21%ad e	42 13%e	25 11%	37 12%	31 13%	51 15%	24 19%ae	43 16%	19 14%	37 12%	50 16%	12 9%	30 16%	87 14%	43 13% m	130 13%
Local government/ Council tax	<b>25</b> <b>3%</b>	20 2%f	1 1%	4 5%f	10 3%f	6 3%	2 1%	1 *	13 4%af	4 3%	12 5%af	8 6%af	7 2%	10 3%	3 2%	5 3%	17 3%	7 2%	29 3%
Low pay/Minimum wage/Fair wages	<b>109</b> <b>11%</b>	95 11%e	1 3%	13 16%bde	29 9%e	16 7%	37 12%b	36 14%	42 12%e	15 12%	33 12%e	17 12%	26 8%	32 10%	24 17%ko	25 13%	58 9%	49 15%ko	108 11%
Morality/ Individual behaviour/ Lifestyle	<b>67</b> <b>7%</b>	61 7%	2 4%	4 5%	16 5%	12 5%	20 7%	18 7%	30 9%	9 7%	27 10%ad e	18 13%ad efg	34 11%lmn op	18 6%	6 4%	9 5%	52 8%lp	15 5%	66 7%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
National health service/Hospitals/Healthcare	<b>227</b> <b>23%</b>	190 23%	16 34%h	20 24%	68 21%	49 20%	71 24%	54 22%	87 25%h	20 16%	66 25%h	46 33%ad eghi	78 25% m	87 27% mp	21 15%	40 21%	165 26% mp	61 18%	213 22%
Nationalisation/ Government control of institutions	<b>22</b> <b>2%</b>	16 2%	-	6 7% ade fghij	11 4% egh i	5 2%	8 3%	8 3%	4 1%	-	2 1%	2 1%	9 3%	7 2%	3 2%	2 1%	17 3%	6 2%	21 2%
Northern Ireland	<b>2</b> <b>*</b>	2 *	-	-	-	-	-	2 1%	-	2 1%	2 1% a	-	1 *	-	1 *	1 *	1 *	1 *	2 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b> <b>2%</b>	12 1%	1 2%	3 4% f	7 2%	4 2%	1 *	-	8 2% f	2 2%	6 2% f	4 3% f	3 1%	7 2%	1 1%	4 2%	10 2%	6 2%	18 2%
Pensions/Social security/Benefits	<b>119</b> <b>12%</b>	104 12%	3 5%	13 16%	46 14%	33 14%	28 9%	25 10%	45 13%	12 10%	36 14%	24 17% f	55 18% lm nop	33 10%	11 8%	18 10%	88 14% lp	29 9%	115 12%
Petrol prices/Fuel	<b>63</b> <b>6%</b>	47 6%	1 3%	15 18% abd efghij	27 8% ae	13 5%	16 5%	15 6%	20 6%	7 6%	17 6%	9 7%	19 6%	26 8%	6 5%	11 6%	45 7%	17 5%	59 6%
Pollution/ Environment	<b>100</b> <b>10%</b>	83 10%	12 23% acd efh	5 6%	26 8%	21 9%	28 9%	16 6%	46 13% adh	9 7%	34 13% h	25 18% ac defhi	36 12% m	39 12% mp	4 3%	20 11% mp	76 12% mp	24 7% m	101 10%
Population levels/ Overpopulation	<b>54</b> <b>6%</b>	53 6% cd	-	1 1%	12 4%	11 5%	13 4%	13 5%	28 8% cd	6 5%	24 9% ac dfh	18 13% abc defgh	19 6%	17 5%	7 5%	11 6%	36 6%	18 5%	50 5%
Pound/Exchange rate/Value of pound	<b>15</b> <b>2%</b>	11 1%	2 3%	2 2%	3 1%	1 *	6 2%	5 2%	5 1%	-	4 1%	4 3%	3 1%	6 2%	3 2%	3 2%	9 1%	6 2%	15 2%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Poverty/Inequality	<b>146</b>	116	13	17	50	33	43	31	52	19	41	22	49	50	19	26	100	45	148
	<b>15%</b>	14%	26%af	20%	16%	14%	14%	12%	15%	15%	16%	16%	16%	16%	13%	14%	16%	14%	15%
Privatisation	<b>25</b>	19	2	3	6	3	11	9	7	1	6	5	10	10	3	2	20	5	23
	<b>3%</b>	2%	5%	4%	2%	1%	4%	3%	2%	1%	2%	4%	3%	3%	2%	1%	3%	2%	2%
Public services in general	<b>56</b>	45	7	4	18	14	23	16	15	3	12	9	21	26	4	5	47	8	57
	<b>6%</b>	5%	15%adg	5%	6%	6%	8%	6%	4%	2%	5%	7%	7%p	8%mp	2%	3%	8%mp	3%	6%
Race relations/ Immigration/ Immigrants	<b>333</b>	301	9	23	105	83	90	81	137	34	100	66	135	98	44	55	233	99	339
	<b>34%</b>	36%bf	18%	28%	33%	34%b	30%	33%	40%bc	28%	38%bh	48%ab	43%lm	31%	31%	29%	37%lp	30%	35%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>45</b>	23	1	21	29	8	4	3	12	1	8	7	20	17	4	2	37	6	50
	<b>5%</b>	3%	2%	25%abd	9%aef	3%	1%	1%	3%h	1%	3%h	5%fh	6%np	5%np	3%	1%	6%np	2%	5%
Taxation	<b>64</b>	54	1	8	21	12	12	11	31	18	26	8	19	24	7	12	42	20	63
	<b>7%</b>	6%	2%	10%f	6%	5%	4%	5%	9%af	15%ab	10%afj	6%	6%	7%	5%	6%	7%	6%	7%
Trade unions/ Strikes	<b>6</b>	5	-	1	2	1	1	1	3	1	3	2	2	2	1	1	4	2	8
	<b>1%</b>	1%	-	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Transport/Public transport	<b>36</b>	32	2	2	9	8	7	5	20	6	16	10	12	14	5	5	27	10	38
	<b>4%</b>	4%	4%	2%	3%	3%	2%	2%	6%a	5%	6%	7%adf	4%	4%	3%	3%	4%	3%	4%
Unemployment/ Factory closure/ Lack of industry	<b>278</b>	233	13	31	104	73	76	63	98	37	78	41	82	102	38	54	185	92	273
	<b>29%</b>	28%	27%	38%f	32%	30%	25%	25%	28%	30%	30%	29%	26%	32%	27%	29%	29%	28%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
 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	
	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE	OWNED /MORT GAGED	REN TED (NET)		
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)			
<b>UNWEIGHTED BASE</b>	<b>968</b>	829	46	93	342	249	259	213	367	120	257	137	312	275	165	205	587	370	968
<b>WEIGHTED BASE</b>	<b>969</b>	838	49*	82*	322	240	299	250	348	124	262	138	311	317	142	188	628	330	968
	<b>100%</b>	86%	5%*	8%*	33%	25%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	65%	34%	100%
Other	<b>55</b>	46	4	5	23	18	16	12	15	6	12	5	21	19	6	8	40	14	57
	<b>6%</b>	5%	8%	6%	7%	8%	5%	5%	4%	5%	4%	4%	7%	6%	4%	4%	6%	4%	6%
MEAN NUMBER OF MENTIONS	<b>3.38</b>	3.32e	3.19	4.13a defh	3.27e	2.98	3.06	3.03	3.76a defh	3.26	3.95a defh	4.57a bdefg hi	3.61m p	3.53m p	2.86	3.22	3.57m p	3.06	3.38
STANDARD ERROR	<b>0.08</b>	0.08	0.24	0.39	0.14	0.13	0.11	0.13	0.15	0.17	0.19	0.31	0.16	0.14	0.13	0.18	0.11	0.12	0.08
ERROR VARIANCE	<b>0.01</b>	0.01	0.06	0.15	0.02	0.02	0.01	0.02	0.02	0.03	0.03	0.10	0.03	0.02	0.02	0.03	0.01	0.01	0.01
Don't know	<b>124</b>	109	7	8	40	33	35	28	49	23	36	13	27	22	33	40	48	73	131
	<b>13%</b>	13%	15%	9%	13%	14%	12%	11%	14%j	18%j	14%j	9%	9%	7%	24%kl o	21%klo	8%	22%kl o	14%
Personal finances (NET)	<b>335</b>	279	18	38	107	70	103	85	125	51	102	51	96	117	50	69	213	119	330
	<b>35%</b>	33%	37%	46%ad e	33%e	29%	34%	34%	36%	41%e	39%ae	37%	31%	37%	35%	37%	34%	36%	34%

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

Respondent type : GB Adults 18+  
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Ipsos MORI

## ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Ageing population/ Social care for the elderly	<b>91</b> <b>9%</b>	33 8%	4 3%	55 12%bd	* 1%	25 15%gi	21 8%	4 10%	66 8%	29 14%i	4 13%	6 6%	33 11%	14 5%	83 9%
AIDS	<b>9</b> <b>1%</b>	3 1%	1 1%	5 1%	1 3%	1 *	5 2%	- -	8 1%	1 *	- -	1 1%	2 1%	4 1%	8 1%
Animal welfare	<b>16</b> <b>2%</b>	4 1%	1 1%	10 2%	3 8%abc	4 3%	4 1%	1 2%	11 1%	6 3%	1 2%	- -	8 3%	4 1%	14 1%
Bird flu/Pandemic flu/Swine flu	<b>2</b> <b>*</b>	1 *	- -	1 *	- -	1 *	1 1%	- -	1 *	1 *	- -	- -	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	<b>59</b> <b>6%</b>	17 4%	9 8%	32 7%	4 10%	21 13%gi	8 3%	5 10%g	38 5%	26 12%gi	9 24%gi	6 5%	24 8%	14 5%	65 7%
Countryside/Rural life	<b>26</b> <b>3%</b>	10 2%	3 3%	13 3%	2 5%	13 8%gi	4 1%	1 3%	13 2%	14 7%gi	1 4%	2 2%	9 3%	6 2%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>156</b> <b>16%</b>	62 15%	19 16%	75 17%	5 14%	34 20%	36 14%	5 11%	122 15%	39 18%	5 15%	14 14%	44 15%	44 15%	156 16%
Defence/Foreign affairs/ International terrorism	<b>75</b> <b>8%</b>	33 8%	10 9%	32 7%	1 4%	22 13%gi	13 5%	3 6%	52 7%	25 12%gi	5 13%	3 3%	30 10%l	22 7%	72 7%
Drug abuse	<b>63</b> <b>7%</b>	17 4%	7 6%	40 9%a	5 13%a	10 6%	21 8%	* 1%	53 7%	11 5%	4 11%h	10 10%	17 6%	21 7%	68 7%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
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	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Economy/Economic situation	<b>379</b>	169	44	166	20	70	108	26	309	96	15	41	142	100	378
	<b>39%</b>	41%	38%	37%	50%	42%	41%	55% <sup>ai</sup>	38%	45%	42%	38%	47%	34%	39%
Education/Schools	<b>167</b>	74	26	67	3	33	47	9	135	41	2	16	74	61	160
	<b>17%</b>	18%	23% <sup>d</sup>	15%	8%	20%	18%	19%	17%	19%	6%	15%	24%	21%	17%
Foot and mouth outbreak/Farming crisis	<b>6</b>	3	-	4	1	1	5	-	6	1	-	1	1	2	7
	<b>1%</b>	1%	-	1%	4% <sup>abc</sup>	*	2% <sup>i</sup>	-	1%	*	-	1%	*	1%	1%
Housing	<b>112</b>	53	9	50	4	18	32	7	95	25	6	17	37	37	114
	<b>12%</b>	13%	8%	11%	10%	11%	12%	16%	12%	12%	17%	16%	12%	12%	12%
Inflation/Prices	<b>131</b>	67	16	48	5	18	45	4	112	23	6	10	47	46	130
	<b>13%</b>	17% <sup>c</sup>	14%	11%	13%	11%	17%	9%	14%	11%	16%	10%	16%	16%	13%
Local government/Council tax	<b>25</b>	7	5	13	2	7	6	1	18	7	2	2	4	9	29
	<b>3%</b>	2%	5%	3%	6%	4%	2%	2%	2%	4%	6%	2%	1%	3%	3%
Low pay/Minimum wage/Fair wages	<b>109</b>	57	5	47	5	17	34	5	92	22	2	10	32	24	108
	<b>11%</b>	14% <sup>b</sup>	5%	10%	13%	10%	13%	10%	11%	10%	6%	9%	11%	8%	11%
Morality/Individual behaviour/Lifestyle	<b>67</b>	22	2	42	-	22	12	4	45	26	-	10	21	14	66
	<b>7%</b>	5%	2%	9% <sup>abd</sup>	-	13% <sup>gir</sup>	4%	9%	6%	12% <sup>gir</sup>	-	10%	7%	5%	7%
National health service/Hospitals/Healthcare	<b>227</b>	89	33	104	6	43	63	13	183	56	6	18	90	64	213
	<b>23%</b>	22%	29%	23%	14%	26%	24%	27%	23%	26%	18%	17%	30% <sup>l</sup>	22%	22%
Nationalisation/Government control of institutions	<b>22</b>	12	-	11	1	6	5	*	16	6	1	-	9	5	21
	<b>2%</b>	3%	-	2%	3%	4%	2%	1%	2%	3%	3%	-	3%	2%	2%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
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Ipsos MORI

## ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Northern Ireland	<b>2*</b>	1*	-	1*	-	2	-	-	-	2	-	-	-	-	2*
						1%i	-	-	-	1%i	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b>	8	-	8	-	3	1	3	14	6	-	2	5	4	18
	<b>2%</b>	2%	-	2%	-	2%	*	7%gi	2%g	3%g	-	2%	2%	2%	2%
Pensions/Social security/Benefits	<b>119</b>	50	8	61	5	31	29	7	88	38	2	5	49	33	115
	<b>12%</b>	12%	7%	14%	13%	19%gi	11%	15%	11%	18%gi	7%	5%	16%l	11%	12%
Petrol prices/Fuel	<b>63</b>	33	8	22	2	8	20	5	55	13	1	6	27	19	59
	<b>6%</b>	8%	7%	5%	5%	5%	8%	11%	7%	6%	1%	6%	9%	7%	6%
Pollution/ Environment	<b>100</b>	43	11	45	2	17	20	11	83	28	2	10	39	24	101
	<b>10%</b>	11%	10%	10%	4%	10%	8%	23%fg ij	10%	13%f	7%	10%	13%	8%	10%
Population levels/ Overpopulation	<b>54</b>	28	6	19	2	17	6	5	37	22	5	7	18	19	50
	<b>6%</b>	7%	6%	4%	5%	10%gi	2%	11%gi	5%g	10%gi	14%gi	6%	6%	6%	5%
Pound/Exchange rate/Value of pound	<b>15</b>	5	-	9	-	1	5	1	14	3	1	3	5	4	15
	<b>2%</b>	1%	-	2%	-	1%	2%	3%	2%	1%	4%	3%	2%	1%	2%
Poverty/Inequality	<b>146</b>	50	18	78	10	15	48	6	130	22	3	19	52	40	148
	<b>15%</b>	12%	16%	17%	26%a	9%	18%fj	14%	16%fj	10%	8%	18%	17%	14%	15%
Privatisation	<b>25</b>	12	3	9	-	3	13	3	22	5	*	3	9	5	23
	<b>3%</b>	3%	3%	2%	-	2%	5%i	6%	3%	2%	1%	3%	3%	2%	2%
Public services in general	<b>56</b>	26	5	25	3	8	14	5	48	13	1	5	25	16	57
	<b>6%</b>	6%	4%	6%	8%	5%	5%	10%	6%	6%	3%	4%	8%	6%	6%

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Ipsos MORI

## ISSUES INDEX (FINAL)

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Race relations/ Immigration/ Immigrants	<b>333</b>	132	40	161	7	85	57	17	248	102	23	34	103	81	339
	<b>34%</b>	32% <sup>d</sup>	35% <sup>d</sup>	36% <sup>d</sup>	17%	51% <sup>gi</sup>	21%	36% <sup>g</sup>	31% <sup>g</sup>	48% <sup>gi</sup>	66% <sup>gh</sup>	32%	34%	28%	35%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>45</b>	17	7	21	1	10	15	5	35	15	2	5	19	5	50
	<b>5%</b>	4%	6%	5%	4%	6%	6%	11% <sup>i</sup>	4%	7%	5%	5%	6%	2%	5%
Taxation	<b>64</b>	36	6	21	2	10	22	*	53	11	3	6	23	16	63
	<b>7%</b>	9% <sup>c</sup>	5%	5%	6%	6%	8%	1%	7%	5%	7%	6%	8%	6%	7%
Trade unions/ Strikes	<b>6</b>	2	-	3	-	4	1	*	2	4	-	-	3	1	8
	<b>1%</b>	1%	-	1%	-	2% <sup>i</sup>	*	1%	*	2% <sup>i</sup>	-	-	1%	*	1%
Transport/Public transport	<b>36</b>	14	1	21	1	9	5	1	27	11	3	4	13	7	38
	<b>4%</b>	3%	1%	5%	2%	6%	2%	2%	3%	5%	10% <sup>gi</sup>	4%	4%	2%	4%
Unemployment/ Factory closure/ Lack of industry	<b>278</b>	115	36	127	23	35	105	7	243	41	6	37	79	73	273
	<b>29%</b>	28%	31%	28%	60% <sup>ab</sup>	21%	39% <sup>fh</sup>	14%	30% <sup>fh</sup>	19%	17%	35%	26%	25%	28%
Other	<b>55</b>	21	6	28	1	7	8	4	48	10	4	9	15	12	57
	<b>6%</b>	5%	6%	6%	2%	4%	3%	8%	6% <sup>g</sup>	5%	12% <sup>g</sup>	8%	5%	4%	6%
MEAN NUMBER OF MENTIONS	<b>3.38</b>	3.38	3.20	3.42	3.42	3.85 <sup>i</sup>	3.27	3.64	3.28	3.80 <sup>i</sup>	3.70	3.19	3.78	3.07	3.38
STANDARD ERROR	<b>0.08</b>	0.12	0.18	0.12	0.23	0.28	0.13	0.36	0.08	0.23	0.40	0.19	0.17	0.11	0.08
ERROR VARIANCE	<b>0.01</b>	0.01	0.03	0.02	0.05	0.08	0.02	0.13	0.01	0.05	0.16	0.03	0.03	0.01	0.01

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**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
<b>UNWEIGHTED BASE</b>	<b>968</b>	348	99	521	49	163	266	47	805	210	40	115	274	267	968
<b>WEIGHTED BASE</b>	<b>969</b>	407	115*	447	39*	167	266	46*	802	213	35*	106*	301	294	968
	<b>100%</b>	42%	12%*	46%	4%*	17%	27%	5%*	83%	22%	4%*	11%*	31%	30%	100%
Don't know	<b>124</b>	51	17	56	5	12	33	1	112	13	4	13	29	51	131
	<b>13%</b>	12%	15%	13%	13%	7%	12%hj	2%	14%fhj	6%	11%	12%	10%	17%	14%
Personal finances (NET)	<b>335</b>	154	40	141	16	45	103	17	290	62	10	35	114	102	330
	<b>35%</b>	38%	35%	32%	42%	27%	39%fj	37%	36%f	29%	29%	33%	38%	34%	34%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Ageing population/ Social care for the elderly	<b>91</b> <b>9%</b>	40 10%	47 21% <sup>ad</sup>	25 16%	41 12%	10 14%	26 16%	13 5%	41 8%	38 19% <sup>gh</sup>	88 10% <sup>k</sup>	4 3%	14 9%	24 7%	16 17%	24 9%	14 14%	9 7%	83 9%
AIDS	<b>9</b> <b>1%</b>	3 1%	1 1%	1 1%	1 *	3 4% <sup>d</sup>	1 1%	3 1%	5 1%	2 1%	9 1%	- -	- -	4 1%	3 3%	4 1%	1 1%	4 3%	8 1%
Animal welfare	<b>16</b> <b>2%</b>	8 2%	3 1%	4 3%	3 1%	1 2%	2 1%	2 1%	4 1%	10 5% <sup>gh</sup>	15 2%	1 1%	4 3%	1 *	4 4%	5 2%	2 2%	2 2%	14 1%
Bird flu/Pandemic flu/Swine flu	<b>2</b> <b>*</b>	2 1%	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	2 *	- -	- -	1 *	1 1%	1 1%	- -	1 1%	2 *
Common Market/EU/ Europe/Euro/ Constitution	<b>59</b> <b>6%</b>	32 8%	14 6%	12 8%	29 9%	8 11%	10 6%	18 7%	18 4%	22 11% <sup>h</sup>	56 7%	2 2%	5 3%	22 6%	13 14% <sup>qs</sup>	16 6% <sup>s</sup>	13 13% <sup>qs</sup>	3 2%	65 7%
Countryside/Rural life	<b>26</b> <b>3%</b>	17 4%	10 5%	10 6%	12 4%	8 11% <sup>ad</sup>	7 4%	2 1%	6 1%	18 9% <sup>gh</sup>	25 3%	1 *	3 2%	9 2%	4 5%	6 2%	6 6% <sup>q</sup>	1 1%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>156</b> <b>16%</b>	58 15%	53 23% <sup>af</sup>	156 100% <sup>abd</sup>	69 21% <sup>a</sup>	20 26% <sup>a</sup>	25 15%	35 13%	94 19%	27 14%	136 16%	20 17%	21 13%	62 17%	6 6%	39 15%	18 18% <sup>p</sup>	21 17% <sup>p</sup>	156 16%
Defence/Foreign affairs/ International terrorism	<b>75</b> <b>8%</b>	38 10%	23 10%	20 13% <sup>d</sup>	24 7%	75 100% <sup>abc</sup>	24 14% <sup>d</sup>	14 6%	41 8%	19 9%	72 9% <sup>k</sup>	3 2%	14 9%	30 8%	10 11% <sup>s</sup>	13 5%	7 7%	3 2%	72 7%

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

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Drug abuse	<b>63</b>	22	19	30	18	7	12	21	28	15	52	12	8	15	3	14	3	10	68
	<b>7%</b>	6%	8%	19%abdf	5%	9%	7%	8%	6%	7%	6%	10%	5%	4%	3%	6%	3%	8%	7%
Economy/Economic situation	<b>379</b>	379	99	58	127	38	73	96	206	77	338	39	68	142	46	91	29	46	378
	<b>39%</b>	100%bcd	44%	37%	38%	50%	44%	36%	41%	38%	40%	33%	43%	40%	49%qr	36%	30%	36%	39%
Education/Schools	<b>167</b>	73	84	25	52	24	167	46	79	42	150	16	46	56	26	33	16	12	160
	<b>17%</b>	19%	37%acd	16%	16%	32%acd	100%abcde	17%	16%	21%	18%	14%	29%am	16%	28%qs	13%	16%	9%	17%
Foot and mouth outbreak/Farming crisis	<b>6</b>	3	3	3	2	1	3	4	2	1	3	4	1	1	1	-	-	-	7
	<b>1%</b>	1%	1%	2%	1%	1%	2%	1%	*	*	*	3%j	1%	*	1%	-	-	-	1%
Housing	<b>112</b>	48	37	26	44	7	25	35	44	34	97	16	11	51	12	24	10	7	114
	<b>12%</b>	13%	16%	17%	13%	9%	15%	13%	9%	17%h	11%	14%	7%	14%	12%	9% <sub>s</sub>	10%	5%	12%
Inflation/Prices	<b>131</b>	55	27	29	35	7	20	35	70	25	103	27	23	59	17	36	11	16	130
	<b>13%</b>	15% <sub>d</sub>	12%	19% <sub>d</sub>	10%	10%	12%	13%	14%	12%	12%	23% <sub>j</sub>	14%	16%	18%	14%	11%	12%	13%
Local government/Council tax	<b>25</b>	15	10	11	9	3	7	6	11	8	23	2	3	10	1	9	5	2	29
	<b>3%</b>	4%	4%	7% <sub>d</sub>	3%	4%	4%	2%	2%	4%	3%	1%	2%	3%	1%	3%	5%	2%	3%
Low pay/Minimum wage/Fair wages	<b>109</b>	52	36	31	46	6	19	16	62	30	95	13	17	45	6	25	5	15	108
	<b>11%</b>	14%	16%	20% <sub>ef</sub>	14%	9%	11%	6%	12% <sub>g</sub>	15% <sub>g</sub>	11%	11%	11%	13%	6%	10%	5%	12%	11%
Morality/Individual behaviour/Lifestyle	<b>67</b>	25	27	21	29	10	19	9	37	21	61	6	7	21	8	21	14	7	66
	<b>7%</b>	7%	12% <sub>a</sub>	14% <sub>a</sub>	9%	14%	11% <sub>a</sub>	3%	7% <sub>g</sub>	10% <sub>g</sub>	7%	5%	5%	6%	9%	8%	14% <sub>qs</sub>	5%	7%

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 : 31st January - 10th February 2014  
Number of sample points : 172  
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
National health service/Hospitals/Healthcare	<b>227</b>	99	227	53	85	23	84	49	115	63	209	17	49	74	32	56	29	21	213
	<b>23%</b>	26%	100%acd ef	34% d	26%	31%	50%acd e	19%	23%	31%gh	25% k	15%	31% m	21%	34% qs	22%	29% s	16%	22%
Nationalisation/ Government control of institutions	<b>22</b>	10	8	8	7	2	7	1	12	9	22	-	5	7	3	5	3	2	21
	<b>2%</b>	3%	4%	5%	2%	2%	4%	*	2% g	5% g	3%	-	3%	2%	3%	2%	3%	2%	2%
Northern Ireland	<b>2</b>	1	1	1	-	1	-	-	-	2	2	-	-	1	2	-	-	-	2
	<b>*</b>	*	*	*	-	*	-	-	-	1%	*	-	-	*	2% q	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b>	7	5	11	10	4	5	5	7	4	14	2	3	7	1	3	1	2	18
	<b>2%</b>	2%	2%	7% abd	3%	6%	3%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%
Pensions/Social security/Benefits	<b>119</b>	46	46	34	54	17	20	22	74	23	110	10	11	47	11	28	15	12	115
	<b>12%</b>	12%	20% af	22% af	16%	22% a	12%	8%	15% g	12%	13%	8%	7%	13%	11%	11%	15%	9%	12%
Petrol prices/Fuel	<b>63</b>	40	21	16	20	10	10	8	36	19	57	6	8	34	3	17	4	12	59
	<b>6%</b>	11% d	9%	10%	6%	13%	6%	3%	7% g	9% g	7%	5%	5%	9%	3%	7%	4%	10%	6%
Pollution/ Environment	<b>100</b>	43	36	13	31	16	29	23	47	29	94	6	18	36	17	16	8	3	101
	<b>10%</b>	11%	16% cd	8%	9%	22% acd	17% cd	9%	9%	14%	11%	5%	11%	10%	18% qs	6% s	8%	3%	10%
Population levels/ Overpopulation	<b>54</b>	21	13	15	24	8	11	12	22	19	49	4	4	32	3	18	10	6	50
	<b>6%</b>	6%	6%	10%	7%	11%	6%	5%	4%	10% h	6%	4%	3%	9% l	3%	7%	10%	5%	5%
Pound/Exchange rate/Value of pound	<b>15</b>	7	7	4	5	2	6	2	5	8	15	-	1	4	2	3	2	1	15
	<b>2%</b>	2%	3%	3%	2%	3%	3%	1%	1%	4% gh	2%	-	1%	1%	2%	1%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s  
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Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
 Number of sample points : 172  
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## ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Poverty/Inequality	<b>146</b>	48	55	28	39	10	29	40	72	33	127	18	25	39	23	28	11	14	148
	<b>15%</b>	13%	24% <sup>ad</sup>	18% <sup>d</sup>	12%	14%	18%	15%	14%	16%	15%	15%	16%	11%	24% <sup>qrs</sup>	11%	11%	11%	15%
Privatisation	<b>25</b>	9	8	6	8	3	9	5	15	5	25	-	5	8	3	6	4	4	23
	<b>3%</b>	2%	4%	4%	3%	4%	6%	2%	3%	2%	3%	-	3%	2%	3%	2%	4%	3%	2%
Public services in general	<b>56</b>	27	22	14	19	7	14	6	31	19	51	4	13	17	7	9	5	4	57
	<b>6%</b>	7%	10%	9%	6%	10%	8%	2%	6% <sup>g</sup>	9% <sup>g</sup>	6%	4%	8%	5%	8%	3%	5%	3%	6%
Race relations/Immigration/Immigrants	<b>333</b>	127	85	69	333	24	52	78	178	77	312	20	39	134	21	108	51	52	339
	<b>34%</b>	34%	38%	44% <sup>af</sup>	100% <sup>abc</sup>	31%	31%	30%	35%	38%	37% <sup>k</sup>	17%	24%	38% <sup>l</sup>	22%	43% <sup>p</sup>	51% <sup>p</sup>	42% <sup>p</sup>	35%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>45</b>	26	12	7	14	10	10	9	20	16	45	-	7	16	5	14	6	9	50
	<b>5%</b>	7%	5%	5%	4%	13% <sup>bcd</sup>	6%	3%	4%	8%	5% <sup>k</sup>	-	4%	4%	5%	6%	6%	7%	5%
Taxation	<b>64</b>	26	24	19	24	7	14	21	31	12	47	17	8	33	7	14	2	8	63
	<b>7%</b>	7%	11%	12% <sup>a</sup>	7%	9%	9%	8%	6%	6%	6%	14% <sup>j</sup>	5%	9%	8%	6% <sup>r</sup>	2%	6%	7%
Trade unions/Strikes	<b>6</b>	5	2	3	3	1	2	2	3	1	6	-	-	2	2	4	2	2	8
	<b>1%</b>	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	-	-	1%	2%	2%	2%	2%	1%
Transport/Public transport	<b>36</b>	15	23	9	18	7	13	10	15	11	28	8	6	11	4	8	4	3	38
	<b>4%</b>	4%	10% <sup>ad</sup>	6%	5%	9%	8%	4%	3%	6%	3%	7%	4%	3%	5%	3%	4%	3%	4%
Unemployment/Factory closure/Lack of industry	<b>278</b>	128	70	47	93	14	52	80	161	36	218	59	49	102	22	75	21	43	273
	<b>29%</b>	34% <sup>de</sup>	31%	30%	28%	18%	31%	31% <sup>i</sup>	32% <sup>i</sup>	18%	26%	51% <sup>j</sup>	31%	28%	23%	29% <sup>r</sup>	21%	34% <sup>r</sup>	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/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
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+**

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>968</b>	378	213	156	339	72	160	268	503	197	847	118	130	313	94	253	95	125	968
<b>WEIGHTED BASE</b>	<b>969</b>	379	227	156	333	75*	167	263	504	203	849	117	158	357	96*	254	100*	126	968
	<b>100%</b>	39%	23%	16%	34%	8%*	17%	27%	52%	21%	88%	12%	16%	37%	10%*	26%	10%*	13%	100%
Other	<b>55</b>	13	12	-	15	2	14	18	25	11	51	3	11	16	4	13	6	4	57
	<b>6%</b>	3% <sub>c</sub>	5% <sub>c</sub>	-	4% <sub>c</sub>	2%	9% <sub>ac</sub>	7%	5%	6%	6%	3%	7%	5%	4%	5%	6%	3%	6%
MEAN NUMBER OF MENTIONS	<b>3.38</b>	4.19	5.17 <sub>ad</sub>	5.29 <sub>ad</sub>	4.09	5.26 <sub>ad</sub>	4.93 <sub>ad</sub>	2.96	3.35 <sub>g</sub>	3.99 <sub>gh</sub>	3.42	3.12	3.35	3.40	3.72	3.21	3.48	3.02	3.38
STANDARD ERROR	<b>0.08</b>	0.17	0.26	0.34	0.18	0.52	0.32	0.09	0.11	0.25	0.09	0.19	0.23	0.13	0.35	0.14	0.31	0.18	0.08
ERROR VARIANCE	<b>0.01</b>	0.03	0.07	0.12	0.03	0.27	0.10	0.01	0.01	0.06	0.01	0.04	0.05	0.02	0.12	0.02	0.09	0.03	0.01
Don't know	<b>124</b>	20	-	7	15	-	-	33	70	21	99	26	25	43	6	31	9	19	131
	<b>13%</b>	5% <sub>bf</sub>	-	5% <sub>bf</sub>	5% <sub>bf</sub>	-	-	13%	14%	10%	12%	22% <sub>j</sub>	16%	12%	6%	12%	9%	15%	14%
Personal finances (NET)	<b>335</b>	129	95	63	95	21	56	80	172	83	287	45	54	134	44	80	24	41	330
	<b>35%</b>	34%	42% <sub>ade</sub>	40% <sub>d</sub>	28%	28%	33%	31%	34%	41% <sub>g</sub>	34%	38%	34%	37%	46% <sub>qr</sub>	32%	25%	33%	34%

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  
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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+**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>UNWEIGHTED BASE</b>	<b>968</b>	143	149	186	110	216	164	968
<b>WEIGHTED BASE</b>	<b>969</b>	133	164	206	122	187	158	968
	<b>100%</b>	14%	17%	21%	13%	19%	16%	100%
Ageing population/ Social care for the elderly	<b>91</b> <b>9%</b>	8 6%	- -	22 11%	9 8%	35 19%	16 10%	83 9%
AIDS	<b>9</b> <b>1%</b>	4 3%	1 1%	- -	3 3%	1 *	- -	8 1%
Animal welfare	<b>16</b> <b>2%</b>	3 2%	7 4%	- -	- -	3 2%	3 2%	14 1%
Bird flu/Pandemic flu/Swine flu	<b>2</b> <b>*</b>	- -	- -	- -	1 1%	1 *	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	<b>59</b> <b>6%</b>	5 4%	5 3%	16 8%	1 1%	24 13%	8 5%	65 7%
Countryside/Rural life	<b>26</b> <b>3%</b>	2 1%	- -	10 5%	1 1%	7 3%	6 4%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>156</b> <b>16%</b>	13 9%	31 19%	21 10%	35 29%	30 16%	27 17%	156 16%
Defence/Foreign affairs/ International terrorism	<b>75</b> <b>8%</b>	11 8%	4 3%	17 8%	17 14%	12 6%	13 8%	72 7%
Drug abuse	<b>63</b> <b>7%</b>	10 7%	19 12%	3 2%	10 8%	10 5%	12 7%	68 7%
Economy/Economic situation	<b>379</b> <b>39%</b>	56 42%	54 33%	92 44%	38 31%	92 50%	47 30%	378 39%
Education/Schools	<b>167</b> <b>17%</b>	28 21%	20 12%	51 25%	18 15%	38 20%	12 8%	160 17%

Respondent type : GB Adults 18+  
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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+**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>UNWEIGHTED BASE</b>	<b>968</b>	143	149	186	110	216	164	968
<b>WEIGHTED BASE</b>	<b>969</b>	133	164	206	122	187	158	968
	<b>100%</b>	14%	17%	21%	13%	19%	16%	100%
Foot and mouth outbreak/Farming crisis	<b>6</b> <b>1%</b>	-	2	-	3	1	1	7 1%
Housing	<b>112</b> <b>12%</b>	19 15%	23 14%	21 10%	12 10%	24 13%	14 9%	114 12%
Inflation/Prices	<b>131</b> <b>13%</b>	14 10%	24 15%	34 16%	20 17%	18 10%	21 13%	130 13%
Local government/Council tax	<b>25</b> <b>3%</b>	5 4%	3 2%	3 1%	4 3%	6 3%	5 3%	29 3%
Low pay/Minimum wage/Fair wages	<b>109</b> <b>11%</b>	15 12%	22 13%	20 10%	23 19%	15 8%	14 9%	108 11%
Morality/Individual behaviour/Lifestyle	<b>67</b> <b>7%</b>	8 6%	2 1%	13 6%	12 10%	15 8%	17 11%	66 7%
National health service/Hospitals/Healthcare	<b>227</b> <b>23%</b>	22 17%	22 13%	66 32%	29 24%	60 32%	28 18%	213 22%
Nationalisation/Government control of institutions	<b>22</b> <b>2%</b>	4 3%	1 *	4 2%	4 4%	3 2%	7 4%	21 2%
Northern Ireland	<b>2</b> <b>*</b>	1 1%	-	-	-	1 *	-	2 *
Nuclear weapons/Nuclear war/Disarmament	<b>16</b> <b>2%</b>	6 5%	2 1%	1 *	4 3%	1 1%	2 1%	18 2%
Pensions/Social security/Benefits	<b>119</b> <b>12%</b>	14 10%	12 7%	32 16%	14 12%	27 15%	19 12%	115 12%
Petrol prices/Fuel	<b>63</b> <b>6%</b>	9 7%	10 6%	17 8%	9 7%	13 7%	5 3%	59 6%

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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>UNWEIGHTED BASE</b>	<b>968</b>	143	149	186	110	216	164	968
<b>WEIGHTED BASE</b>	<b>969</b>	133	164	206	122	187	158	968
	<b>100%</b>	14%	17%	21%	13%	19%	16%	100%
Pollution/ Environment	<b>100</b>	13	10	35	8	26	8	101
	<b>10%</b>	10%	6%	17%	6%	14%	5%	10%
Population levels/ Overpopulation	<b>54</b>	6	9	13	4	13	8	50
	<b>6%</b>	4%	6%	6%	4%	7%	5%	5%
Pound/Exchange rate/Value of pound	<b>15</b>	3	2	3	2	4	1	15
	<b>2%</b>	2%	1%	2%	2%	2%	1%	2%
Poverty/Inequality	<b>146</b>	24	21	28	15	41	17	148
	<b>15%</b>	18%	13%	14%	12%	22%	11%	15%
Privatisation	<b>25</b>	8	-	4	4	7	1	23
	<b>3%</b>	6%	-	2%	3%	4%	1%	2%
Public services in general	<b>56</b>	11	4	14	11	14	1	57
	<b>6%</b>	8%	3%	7%	9%	8%	1%	6%
Race relations/ Immigration/ Immigrants	<b>333</b>	36	47	64	37	82	66	339
	<b>34%</b>	27%	29%	31%	30%	44%	42%	35%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>45</b>	4	3	9	9	13	7	50
	<b>5%</b>	3%	2%	4%	8%	7%	4%	5%
Taxation	<b>64</b>	12	14	12	11	8	7	63
	<b>7%</b>	9%	8%	6%	9%	4%	5%	7%
Trade unions/ Strikes	<b>6</b>	1	1	1	-	3	1	8
	<b>1%</b>	1%	*	*	-	1%	1%	1%
Transport/Public transport	<b>36</b>	5	3	7	3	15	3	38
	<b>4%</b>	4%	2%	3%	3%	8%	2%	4%
Unemployment/ Factory closure/ Lack of industry	<b>278</b>	36	58	52	43	45	44	273
	<b>29%</b>	27%	35%	25%	35%	24%	28%	28%

Respondent type : GB Adults 18+  
Fieldwork dates : 31st January - 10th February 2014  
Number of sample points : 172  
Source : Ipsos MORI (JN Q218)

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



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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+**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>UNWEIGHTED BASE</b>	<b>968</b>	143	149	186	110	216	164	968
<b>WEIGHTED BASE</b>	<b>969</b>	133	164	206	122	187	158	968
	<b>100%</b>	14%	17%	21%	13%	19%	16%	100%
Other	<b>55</b>	12	3	10	2	17	11	57
	<b>6%</b>	9%	2%	5%	2%	9%	7%	6%
MEAN NUMBER OF MENTIONS	<b>3.38</b>	3.42	2.90	3.44	3.52	3.94	2.99	3.38
STANDARD ERROR	<b>0.08</b>	0.23	0.13	0.15	0.26	0.23	0.14	0.08
ERROR VARIANCE	<b>0.01</b>	0.05	0.02	0.02	0.07	0.05	0.02	0.01
Don't know	<b>124</b>	28	38	14	11	13	20	131
	<b>13%</b>	21%	23%	7%	9%	7%	12%	14%
Personal finances (NET)	<b>335</b>	47	58	78	47	61	45	330
	<b>35%</b>	36%	35%	38%	39%	33%	28%	34%

Respondent type : GB Adults 18+  
 Fieldwork dates : 31st January - 10th February 2014  
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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+	968
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968

	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+	968
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968

	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+	968
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	28	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	33	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968

	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+	968
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
	38	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	968