

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Ageing population/ Social care for the elderly	21 2%ai	4 1%	17 3%za	-	-	4 2%i	5 3%i	3 2%i	10 5%zcd i	-	9 3%i	13 4%zdi	4 1%	17 3%	8 3%	5 2%	2 1%	6 3%	13 2%	8 2%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	1 *	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	257 27%bo q	154 33%zb	103 21%	24 18%	41 25%	44 29%	50 30%	38 27%	61 29%	65 22%	93 29%c	99 28%	109 24%	149 29%	106 41%zm nopq	73 27%oq	44 22%	34 14%	180 34%zm noq	78 18%	253 26%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	17 2%	8 2%	9 2%	3 3%	2 1%	1 1%	5 3%	1 1%	4 2%	5 2%	7 2%	5 1%	6 1%	10 2%	4 2%	5 2%	1 1%	6 2%	10 2%	7 2%	18 2%
Defence/Foreign affairs/ International terrorism	21 2%	9 2%	12 2%	2 1%	6 4%	3 2%	1 1%	4 3%	6 3%	7 2%	4 1%	10 3%	10 2%	11 2%	3 1%	11 4%zln pq	2 1%	5 2%	14 3%l	7 2%	24 2%
Drug abuse	9 1%ap	1 *	8 2%	2 1%	2 1%	2 1%	-	1 *	3 1%	4 1%	2 1%	4 1%	5 1%	4 1%	1 *	1 *	1 1%	6 3%zlm p	1 *	8 2%p	9 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 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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UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
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	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Economy/Economic situation	65	37	28	9	12	11	13	9	11	21	23	21	32	33	20	23	14	9	43	23	68
	7%o	8%	6%	7%	8%	7%	7%	7%	5%	7%	7%	6%	7%	6%	8%	9%o	7%	4%	8%o	5%	7%
Education/Schools	10	4	6	1	4	3	1	-	2	5	3	2	8	2	3	5	1	2	8	2	12
	1%	1%	1%	1%	2%	2%	*	-	1%	2%	1%	*	2%	*	1%	2%	*	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	*	-	1%	-	-	-	*	-	*
Housing	24	10	14	2	6	5	4	6	2	7	8	9	12	12	4	6	5	9	10	14	26
	3%	2%	3%	1%	4%	3%	2%	5%h	1%	2%	3%	3%h	3%	2%	2%	2%	3%	4%	2%	3%	3%
Immigration/immigrants	126	62	64	12	16	12	21	29	35	29	32	65	40	85	18	31	38	39	50	76	137
	13%el	13%	13%	10%	10%	8%	12%	21%zcd	16%ei	10%	10%	18%zcd	9%	16%	7%	12%	19%zl	16%lp	9%	17%zl	14%
	p							defij	j		ej						mp			p	
Inflation/Prices	15	9	7	1	6	2	2	1	2	7	4	4	9	6	-	6	1	8	6	9	13
	2%	2%	1%	1%	4%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-	2%lp	1%	3%zl	1%	2%l	1%
Lack of faith in politics / politicians / government	9	5	4	1	-	3	1	2	1	1	4	4	4	5	3	1	3	2	4	5	10
	1%	1%	1%	1%	-	2%	1%	2%	1%	*	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	11	4	7	3	2	2	4	-	1	5	5	1	7	4	1	5	2	2	6	4	11
	1%k	1%	1%	2%k	1%	1%	2%k	-	*	2%k	2%k	*	1%	1%	*	2%	1%	1%	1%	1%	1%
Morality/ Individual behaviour/ Lifestyle	7	2	4	3	1	*	1	*	1	4	1	1	4	3	3	1	-	2	5	2	7
	1%	*	1%	2%	1%	*	1%	*	*	1%	*	*	1%	1%	1%	1%	-	1%	1%	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
National health service/Hospitals/Healthcare	166	64	102	10	29	31	32	24	39	40	63	63	70	96	43	38	44	42	81	85	165
	17% ^{ac}	14%	21% ^{za}	8%	18% ^{ci}	20% ^c	19% ^c	18% ^c	18% ^c	14% ^c	20% ^c	18% ^c	16%	18%	17%	14%	22% ^m	18%	15%	19%	17%
Nationalisation/ Government control of institutions	4	3	1	-	-	2	1	-	*	-	3	*	2	2	-	1	2	1	1	3	4
	*	1%	*	-	-	1%	1%	-	*	-	1%	*	*	*	-	*	1%	*	*	1%	*
Northern Ireland	2	2	-	-	-	-	-	2	-	-	-	2	-	2	-	-	1	*	-	2	2
	*	*	-	-	-	-	-	1% ^{zj}	-	-	-	*	-	*	-	-	1%	*	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	3	3	-	1	-	1	-	-	*	1	1	*	2	*	-	2	-	*	2	*	3
	*	1%	-	1%	-	1%	-	-	*	*	*	*	*	*	-	1%	-	*	*	*	*
Pensions/Social security/Benefits	5	1	4	1	1	2	-	-	2	2	2	2	3	2	-	3	1	2	3	2	6
	1%	*	1%	*	1%	1%	-	-	1%	1%	*	1%	1%	*	-	1%	*	1%	1%	*	1%
Petrol prices/Fuel	3	2	1	-	1	1	-	1	-	1	1	1	2	1	1	-	2	-	1	2	3
	*	1%	*	-	1%	*	-	1%	-	*	*	*	*	*	1%	-	1%	-	*	*	*
Pollution/ Environment	6	2	4	2	-	*	1	1	2	2	2	2	2	4	3	3	-	-	6	-	8
	1%	*	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1% ^q	1% ^q	-	-	1% ^q	-	1%
Population levels/ Overpopulation	10	2	8	1	2	-	1	1	5	2	1	7	2	8	-	5	2	3	5	5	10
	1%	*	2%	1%	1%	-	1%	1%	2%	1%	*	2%	1%	2%	-	2% ^{lp}	1%	1%	1%	1%	1%
Pound/Exchange rate/Value of pound	8	4	4	1	2	2	-	-	3	3	2	3	5	3	2	5	-	2	7	2	7
	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	*	1%
Poverty/Inequality	27	8	19	8	6	3	5	3	2	14	8	5	17	10	11	6	2	9	17	10	27
	3% ^{ak}	2%	4%	6% ^{zhk}	3%	2%	3%	2%	1%	5% ^{hkh}	3%	1%	4%	2%	4% ⁿ	2%	1%	4%	3%	2%	3%
Privatisation	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	1
	*	*	-	1%	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	*	*

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UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
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	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Public services in general	4*	1*	3	-	2	-	1	1	-	2	1	1	2	2	1	1	2	-	2	2	4*
Race relations	3*	1*	3	2	1	1	-	-	-	3	1	-	3	-	-	2	1	-	2	1	4*
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2*	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	2	-	2	2*
Taxation	7	1	6	3	-	1	-	2	1	3	1	3	4	3	1	2	-	4	2	4	5
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	7	4	3	2	-	*	2	-	4	2	2	4	2	5	1	1	2	3	2	5	7
Unemployment/ Factory closure/ Lack of industry	51	34	16	15	8	11	5	2	9	24	15	12	34	17	6	14	15	15	20	31	47
Other	20	13	7	4	1	1	9	3	2	5	10	5	6	14	4	8	4	4	12	8	20
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	43	13	30	17	10	7	1	4	4	27	8	7	34	9	10	3	9	21	13	30	33

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WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Personal finances (NET)	56	23	33	12	15	8	11	5	5	27	18	10	35	21	13	17	7	19	30	25	54
	6%hk	5%	7%	9%hk	9%hk	5%	6%	4%	2%	9%zgh	6%	3%	8%	4%	5%	6%	3%	8%	6%	6%	6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Table 2
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	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)		
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970	
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970	
100%		87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%	
Ageing population/ Social care for the elderly	21 2%q	20 2%	1 1%	1 1%	5 2%	4 2%	7 2%	6 2%	9 3%	2 2%	7 3%	5 3%	10 3%oq	10 3%oq	2 1%	-	20 3%zoq	2 *	22 2%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	-	1 *	1 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	257 27%bn q	224 27%	7 15%	26 32%b	79 25%	53 23%	69 23%	62 25%	109 31%za bef	36 28%	86 32%za bef	50 36%za bdefg	90 31%zn oq	99 31%no q	21 16%	47 22%	190 31%zn oq	68 20%	253 26%	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	17 2%	15 2%	-	2 2%	5 2%	3 1%	2 1%	2 1%	10 3%j	4 3%	5 2%	1 1%	3 1%	8 2%	4 3%	3 1%	10 2%	6 2%	18 2%	
Defence/Foreign affairs/ International terrorism	21 2%	17 2%	1 2%	3 3%	10 3%	7 3%	3 1%	2 1%	8 2%	1 1%	8 3%i	7 5%afg	8 3%	4 1%	2 2%	5 2%	12 2%	7 2%	24 2%	
Drug abuse	9 1%	9 1%	-	-	3 1%	3 1%	4 1%	4 1%	2 1%	2 1%	2 1%	-	4 2%mp	-	4 3%zmo pq	-	4 1%	4 1%	9 1%	

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UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Economy/Economic situation	65 7%	60 7%	2 4%	3 4%	29 9%z j	26 11%zaf ghij	15 5%	13 5%	21 6%	6 5%	13 5%	7 5%	21 7%	26 8%	5 4%	11 5%	48 8%	16 5%	68 7%
Education/Schools	10 1%p	10 1%	1 1%	- -	2 1%	2 1%	4 1%	3 1%	4 1%	3 3%	4 2%	1 1%	2 1%	* *	2 2%	6 3%zmp	2 *	8 2%zmp	12 1%
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	1 2%zaf hj	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Housing	24 3%dep	21 3%e	1 2%	2 3%e	3 1%e	1 *	6 2%	5 2%	15 4%zad e	9 7%zad efg	14 5%zad e	5 4%e	4 1%	5 1%	6 5%zlm p	9 4%p	9 1%	15 4%zlm p	26 3%
Immigration/immigrants	126 13%	108 13%	9 20%jk	9 11%	47 15%	38 16%j	41 14%	32 13%	38 11%	14 11%	26 10%	12 9%	41 14%	38 12%	24 19%zoq	20 9%	80 13%	45 13%o	137 14%
Inflation/Prices	15 2%	15 2%	- -	- -	3 1%	3 1%	7 2%	7 3%	5 1%	5 4%zad hjk	5 2%	- -	2 1%	3 1%	- -	9 4%zln p	6 1%	9 3%	13 1%
Lack of faith in politics / politicians / government	9 1%	6 1%	- -	3 4%zaf h	5 2%	2 1%	2 1%	2 1%	2 1%	1 1%	2 1%	1 1%	2 1%	5 2%	1 1%	1 *	7 1%	2 1%	10 1%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low pay/Minimum wage/Fair wages	11 1%h	7 1%h	1 2%fgh j	2 3%ghj	9 3%zaf ghij	7 3%zaf ghij	1 *	- -	* -	- -	- -	- -	- -	5 2%l	1 1%	4 2%l	5 1%	6 2%l	11 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 13th - 26th January 2017
Number of sample points : 196
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

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Table 2
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	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
100%		87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Morality/ Individual behaviour/ Lifestyle	7 1%	4 1%	1 2%fgj	1 2%	4 1%	3 1%	1 *	- -	2 *	* *	* *	- -	1 *	1 *	1 1%	4 2%	2 *	5 1%	7 1%
National health service/Hospitals/ Healthcare	166 17% _{ai}	140 17% _{ai}	10 20%	16 20%	52 16%	36 15%	60 20% _{ai}	50 20% _{ai}	54 16% _{ai}	14 11%	39 15% _{ai}	25 18%	48 17%	57 18%	22 17%	37 17%	105 17%	59 17%	165 17%
Nationalisation/ Government control of institutions	4 *	3 *	- -	* 1%	2 1%	1 1%	1 *	1 *	1 *	1 1%	1 *	- -	- -	3 1%	1 1%	- -	3 *	1 *	4 *
Northern Ireland	2 *	2 *	- -	- -	- -	- -	1 *	1 *	* *	* *	* *	- -	- -	1 *	* *	- -	1 *	* *	2 *
Nuclear weapons/ Nuclear war/ Disarmament	3 *	2 *	- -	1 1%	1 *	- -	1 *	1 1%	* *	- -	* *	* *	- -	1 *	* *	1 1%	1 *	2 1%	3 *
Pensions/Social security/Benefits	5 1% _a	3 *	2 3% _{zad} ehjk	1 1%	1 *	- -	3 1%	2 1%	1 *	* *	* *	- -	1 *	3 1%	1 1%	- -	4 1%	1 *	6 1%
Petrol prices/Fuel	3 *	3 *	- -	- -	1 *	1 1%	- -	- -	2 1%	2 1% _{zf}	2 1%	- -	- -	- -	1 1%	2 1% _p	- -	3 1% _p	3 *
Pollution/ Environment	6 1%	5 1%	1 3% _{def} g	- -	- -	- -	1 *	- -	5 1% _{ad}	1 1%	3 1%	2 2% _d	2 1%	3 1%	- -	1 1%	4 1%	1 *	8 1%
Population levels/ Overpopulation	10 1%	10 1%	1 2%	- -	2 *	2 1%	2 1%	1 *	7 2%	1 *	5 2% _{ai}	5 3% _{zad}	3 1%	4 1%	2 1%	2 1%	6 1%	4 1%	10 1%

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UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Pound/Exchange rate/Value of pound	8 1%	8 1%	- -	- -	- -	- -	3 1%	3 1%	6 2%dj	1 1%	2 1%	1 1%	4 2%	2 1%	- -	2 1%	6 1%	2 1%	7 1%
Poverty/Inequality	27 3%	25 3%	1 2%	2 2%	10 3%	8 4%	9 3%	8 3%	8 2%	5 4%	7 3%	2 1%	6 2%	10 3%	5 4%	5 3%	16 3%	11 3%	27 3%
Privatisation	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%zp	- -	- -	1 *	1 *
Public services in general	4 *	4 *	- -	- -	1 *	1 *	1 *	1 *	1 *	1 1%	1 1%	1 1%	1 *	1 *	2 1%z	- -	2 *	2 1%	4 *
Race relations	3 *	3 *	- -	- -	2 *	2 1%	- -	- -	2 1%	2 1%zf	2 1%	- -	1 *	1 *	- -	2 1%	1 *	2 1%	4 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	- -	- -	2 2%zae fghj	2 1%a	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	1 *	1 *	2 *
Taxation	7 1%	7 1%	- -	- -	1 *	1 *	4 1%	4 2%	2 1%	2 2%	2 1%	- -	3 1%	1 *	- -	3 1%	4 1%	3 1%	5 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	7 1%	7 1%	1 1% ^d	- -	- -	- -	5 2% ^d	4 2% ^d	3 1%	1 1%	3 1%	2 1% ^d	4 1%	- -	* -	3 2%	4 1%	4 1%	7 1%
Unemployment/ Factory closure/ Lack of industry	51 5% ^{hk}	43 5% ^{hk}	6 13% ^{zac} fghjk	1 2%	22 7% ^{chj} k	20 9% ^{zac} hjk	20 7% ^{hk}	14 5% ^k	9 3%	7 5% ^{hjk}	8 3% ^k	1 1%	16 5%	11 4%	9 7%	11 5%	27 4%	20 6%	47 5%

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UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Other	20	16	2	2	5	4	7	5	7	2	7	5	6	6	2	5	12	7	20
	2%	2%	4%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	43	39	1	3	6	4	20	19	17	5	10	6	6	6	8	22	12	30	33
	4%del mp	5%de	2%	3%	2%	2%	7%de	8%zde	5%e	4%	4%	4%	2%	2%	6%lm p	10%zlm p	2%	9%zlm p	3%
Personal finances (NET)	56	50	2	4	23	20	17	15	15	12	14	2	8	19	7	21	27	28	54
	6%kjp	6%k	4%	5%	7%k	8%k	6%	6%	4%k	9%hjk	5%k	1%	3%	6%	5%	10%zlp	5%l	8%zln p	6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Ageing population/ Social care for the elderly	21 2% ^{il}	9 2%	1 1%	11 3%	-	9 5% ^{zgi}	2 1%	1 3%	12 2%	2 6% ^{gi}	4 3%	3 2%	9 3%	4 2%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	257 27% ^{cr}	121 30%	38 28%	98 23%	8 23%	59 31% ^{rr}	61 25%	21 58% ^{zfi} gir	199 26% ^{rr}	4 11%	22 18%	34 24%	121 34% ^{zli} m	77 27%	253 26%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	17 2%	9 2%	1 *	7 2%	1 1%	1 *	5 2%	-	16 2%	2 4% ^{fi}	2 1%	2 2%	4 1%	2 1%	18 2%
Defence/Foreign affairs/ International terrorism	21 2%	4 1%	4 3%	12 3%	-	-	6 2% ^f	1 3% ^f	21 3% ^f	-	5 4%	4 3%	9 2%	6 2%	24 2%
Drug abuse	9 1%	1 *	2 1%	6 1%	-	-	4 2%	-	9 1%	-	3 2% ^{gn}	2 1%	1 *	3 1%	9 1%

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WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Economy/Economic situation	65 7%	32 8%	6 5%	28 7%	5 14%b	16 9%	17 7%	1 4%	49 6%	3 7%	5 4%	10 7%	28 8%	21 8%	68 7%
Education/Schools	10 1%	3 1%	2 1%	5 1%	1 3%	1 *	3 1%	- -	9 1%	- -	3 3%	2 1%	2 1%	5 2%	12 1%
Foot and mouth outbreak/Farming crisis	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *
Housing	24 3%	8 2%	6 4%	11 3%	2 5%	3 2%	12 5%zi	- -	22 3%	- -	1 1%	4 3%	4 1%	7 3%	26 3%
Immigration/immigrants	126 13%gi n	51 12%	13 10%	62 15%	2 6%	35 19%zgh i	18 8%	2 4%	91 12%g	15 39%zf ghi	22 19%n	24 17%n	35 10%	36 13%	137 14%
Inflation/Prices	15 2%	9 2%	2 2%	4 1%	1 3%	- -	5 2%	- -	15 2%	- -	- -	1 1%	3 1%	2 1%	13 1%
Lack of faith in politics / politicians / government	9 1%	3 1%	1 1%	5 1%	- -	- -	4 2%	- -	9 1%	- -	- -	2 1%	3 1%	2 1%	10 1%
Local government/ Council tax	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Low pay/Minimum wage/Fair wages	11 1%c	7 2%	3 2%c	1 *	- -	1 *	5 2%	- -	10 1%	- -	4 3%	2 1%	3 1%	6 2%	11 1%
Morality/ Individual behaviour/ Lifestyle	7 1%	3 1%	- -	3 1%	- -	- -	3 1%	- -	7 1%	- -	- -	3 2%	1 *	1 1%	7 1%

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	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
National health service/Hospitals/ Healthcare	166 17%	67 16%	24 17%	75 18%	5 12%	31 16%	53 22%zi	4 11%	135 17%	7 18%	23 19%	27 19%	63 18%	50 17%	165 17%
Nationalisation/ Government control of institutions	4 *	3 1%	1 1%	* *	- -	- -	- -	- -	4 *	1 4%zfg i	2 2%	1 1%	1 *	2 1%	4 *
Northern Ireland	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	1 *	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	3 *	- -	- -	3 1%	2 5%zab c	1 *	- -	- -	2 *	- -	1 1%	- -	1 *	- -	3 *
Pensions/Social security/Benefits	5 1%	1 *	2 1%	3 1%	1 2%	2 1%	1 *	- -	4 *	- -	1 1%	- -	- -	2 1%	6 1%
Petrol prices/Fuel	3 *	2 1%	1 1%	- -	- -	- -	1 1%	- -	3 *	- -	- -	- -	2 1%	1 *	3 *
Pollution/ Environment	6 1%	1 *	- -	4 1%	- -	1 *	- -	2 4%zgi	5 1%	- -	1 1%	2 2%	1 *	1 *	8 1%
Population levels/ Overpopulation	10 1%_i	3 1%	2 1%	6 1%	- -	5 3%zgi	- -	- -	5 1%	- -	1 1%	2 2%	5 1%	2 1%	10 1%
Pound/Exchange rate/Value of pound	8 1%_i	3 1%	2 1%	4 1%	- -	4 2%zgi	- -	1 3%gi	4 *	- -	- -	2 2%	2 *	3 1%	7 1%
Poverty/Inequality	27 3%	12 3%	2 2%	13 3%	2 5%	2 1%	12 5%zf	2 4%	25 3%	- -	2 2%	3 2%	10 3%	11 4%	27 3%

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	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Privatisation	1*	-	-	1*	-	-	-	-	1*	-	-	1*	-	-	1*
Public services in general	4*	1*	1*	1*	1*	1%	1%	-	3*	-	-	-	3%	3%	4*
Race relations	3*	1*	-	2*	-	-	1*	-	3*	-	-	-	3%	3%	4*
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2*	-	-	-	1*	-	-	1*	-	-	1*	1*	-	2*
Taxation	7% ⁱ	4%	-	3%	-	4%	-	-	3%	-	-	-	1%	-	5%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	7% ⁱ	2%	-	6%	-	2%	1%	1%	6%	-	1%	-	3%	*	7%
Unemployment/ Factory closure/ Lack of industry	51% ^f	20%	9%	22%	5%	4%	18%	-	47%	1%	9%	6%	19%	14%	47%
Other	20% ²	9%	4%	7%	*	2%	6%	1%	17%	1%	5% ^{mn}	1%	4%	5%	20%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Don't know	43	19	12	12	1	3	5	-	40	2	3	3	13	15	33
	4%cf	5%	9%zc	3%	3%	2%	2%	-	5%fg	5%	2%	2%	4%	5%	3%
Personal finances (NET)	56	30	8	18	3	2	24	2	53	-	6	6	19	19	54
	6%cf	7%	6%	4%	8%	1%	10%zf	4%	7%zf	-	5%	5%	5%	7%	6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/i/r - z/l/m/n
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Ageing population/ Social care for the elderly	21 2%	5 2%	17 4%z	6 7%zet	5 2%	8 2%	9 7%zaet	5 2%	12 2%	5 2%	20 2%	1 1%	3 2%	6 2%	5 4%	4 2%	3 2%	2 2%	-	5 3%	22 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	257 27%ctv	52 24%ct	118 25%ct	10 12%	49 16%	257 65%zab cft	37 26%ct	52 24%	135 25%	68 33%zh	226 27%	31 24%	49 29%	111 29%	44 38%zqs	57 25%	43 29%	16 18%	-	49 28%v	253 26%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	17 2%	2 1%	7 1%	17 19%zabef	3 1%	5 1%	2 1%	2 1%	11 2%	3 1%	14 2%	3 2%	2 1%	7 2%	2 2%	8 4%z	5 3%	3 4%	-	3 2%	18 2%
Defence/Foreign affairs/ International terrorism	21 2%	4 2%	9 2%	2 2%	5 2%	6 1%	3 2%	5 2%	13 2%	3 1%	18 2%	2 2%	1 1%	7 2%	3 2%	4 2%	4 2%	-	-	5 3%	24 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Drug abuse	9 1% ^{ee}	-	3	6	4	*	2	2	7	-	6	3	-	3	1	6	4	2	-	4	9
		-	1%	7% ^z	1%	*	1%	1%	1%	-	1%	3%	-	1%	1%	2% ^z	3%	2%	-	2%	1%
Economy/Economic situation	65 7% ^{ev}	65	31	6	16	9	11	10	41	14	59	7	10	27	8	11	7	5	-	16	68
		30% ^z	7% ^e	6% ^e	5% ^e	2%	7% ^e	5%	7%	7%	7%	5%	6%	7%	7%	5%	4%	6%	-	9% ^v	7%
Education/Schools	10 1% ^{ee}	2	4	-	-	1	10	6	4	1	7	2	3	2	1	4	4	-	-	-	12
		1%	1%	-	-	*	7% ^z	3% ^z	1%	*	1%	2%	2%	1%	1%	2%	3%	-	-	-	1%
Foot and mouth outbreak/Farming crisis	1 *	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1
		1%	-	-	-	-	-	1%	-	-	*	-	1%	-	-	-	-	-	-	-	*
Housing	24 3% ^{ej}	8	8	9	6	2	1	10	11	3	18	7	3	11	2	11	7	4	-	6	26
		4% ^e	2%	10% ^z	2%	1%	1%	5% ^z	2%	2%	2%	6% ^z	2%	3%	2%	5% ^z	4%	5%	-	3% ^v	3%
Immigration/immigrants	126 13% ^{abek} pw	18	44	10	126	20	12	28	67	30	116	8	23	41	6	30	16	16	126	-	137
		8%	9% ^e	12% ^e	42% ^z	5%	8%	13%	12%	15%	14% ^k	7%	14%	11%	5%	13% ^p	11%	18% ^p	100% ^{zw}	-	14%
Inflation/Prices	15 2% ^{ej}	3	4	2	5	-	-	6	9	-	6	9	2	9	-	5	4	1	-	5	13
		1% ^e	1%	2% ^e	2% ^e	-	-	3% ⁱ	2%	-	1%	7% ^z	1%	2%	-	2%	3%	2%	-	3%	1%
Lack of faith in politics / politicians / government	9 1%	2	3	1	3	3	1	2	6	1	8	1	2	1	1	2	1	2	-	3	10
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	2%	-	2%	1%
Local government/ Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 13th - 26th January 2017
Number of sample points : 196
Source : Ipsos MORI (JN Q218)



ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/ EUROPE (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)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Low pay/Minimum wage/Fair wages	11 1%be	2 1%	2 *	1 1%	2 1%	1 *	1 1%	1 1%	8 1%	2 1%	9 1%	2 2%	4 2%	6 2%	1 1%	1 *	- -	1 1%	- -	2 1%	11 1%
Morality/ Individual behaviour/ Lifestyle	7 1%	1 *	3 1%	3 3%zbet	* *	- -	2 2%e	3 2%	3 1%	- -	6 1%	* *	- -	2 1%	- -	2 1%	1 1%	* 1%	- -	* *	7 1%
National health service/Hospitals/ Healthcare	166 17%ev	28 13%	166 35%zac	8 10%	42 14%	50 13%	30 21%ace	30 14%	102 19%	33 16%	149 18%	16 13%	34 21%	57 15%	16 14%	42 19%	26 18%	16 19%	- -	42 24%zv	165 17%
Nationalisation/ Government control of institutions	4 *	- -	- -	- -	- -	- -	- -	3 2%zh	* *	- -	3 *	1 1%	- -	3 1%	1 1%	2 1%	1 1%	2 2%z	- -	- -	4 *
Northern Ireland	2 *	- -	- -	- -	- -	- -	- -	* *	1 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Nuclear weapons/ Nuclear war/ Disarmament	3 *	1 *	* *	- -	1 *	2 *	- -	1 *	2 *	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	3 *
Pensions/Social security/Benefits	5 1%	1 1%	4 1%	1 1%	2 1%	2 1%	- *	* *	1 *	4 2%zh	5 1%	1 *	3 2%im	- -	- -	1 *	* 1%	1 1%	- -	2 1%	6 1%
Petrol prices/Fuel	3 *	- -	- -	- -	- -	- *	- *	1 1%	2 *	- -	3 *	- -	- -	3 1%	- -	1 *	1 1%	- -	- -	- -	3 *
Pollution/ Environment	6 1%	1 1%	3 1%	- -	* *	1 *	1 *	1 *	3 1%	2 1%	5 1%	1 1%	1 *	1 *	3 2%z	2 1%	1 1%	1 1%	- -	* *	8 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
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	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Population levels/ Overpopulation	10 1%	1 1%	7 1%e	1 1%	2 1%	- 1%e	2 1%	1 1%	8 2%	1 *	10 1%	1 *	2 1%	2 1%	4 3%z	2 1%	2 2%	- *	- *	2 1%	10 1%
Pound/Exchange rate/Value of pound	8 1%	2 1%	3 1%	1 1%	5 2%	6 2%	1 1%	1 *	5 1%	2 1%	7 1%	1 1%	3 2%	1 *	2 1%	3 1%	1 1%	2 2%	- *	5 3%z	7 1%
Poverty/Inequality	27 3%e	4 2%	11 2%e	1 1%	4 1%	3 1%	6 4%e	10 4%	13 2%	4 2%	21 3%	6 5%	4 2%	9 2%	6 5%	5 2%	4 3%	2 2%	- *	4 2%	27 3%
Privatisation	1 *	1 *	1 *	- *	- *	- *	- *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	1 *
Public services in general	4 *	2 1%	3 1%	1 1%	- *	- *	1 1%	1 *	2 *	1 1%	3 *	1 1%	2 1% <i>m</i>	- *	1 1%	- *	- *	- *	- *	- *	4 *
Race relations	3 *	- *	- *	- *	- *	- *	- *	- *	3 1%	- *	2 *	1 1%	- *	1 *	- *	1 1%	- *	1 2%	- *	- *	4 *
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	- *	1 *	- *	- *	1 *	- *	1 *	1 *	- *	2 *	- *	- *	2 *	- *	2 1%	- *	2 2% <i>z</i>	- *	- *	2 *
Taxation	7 1%	1 *	- *	- *	- *	1 *	- *	2 1%	2 *	3 1%	7 1%	- *	- *	4 1%	- *	1 1%	1 1%	- *	- *	- *	5 1%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	7 1%<i>b</i>	- -	1 *	2 2% <i>bt</i>	- *	3 1%	- *	* *	7 1%	- *	6 1%	1 1%	- *	2 *	1 1%	2 1%	2 1%	2 2%	- *	- *	7 1%

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

Respondent type : GB Adults 18+
Fieldwork dates : 13th - 26th January 2017
Number of sample points : 196
Source : Ipsos MORI (JN Q218)



ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
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WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Unemployment/ Factory closure/ Lack of industry	51 5%abej jv	5 2%	12 3%	1 1%	14 5%e	4 1%	6 4%e	17 8%zi	29 5%	5 2%	37 4%	14 11%zi	5 3%	22 6%	5 4%	14 6%	10 7%	6 7%	-	14 8%v	47 5%
Other	20 2%b	1 1%	3 1%	-	6 2%b	5 1%	2 2%	2 1%	14 3%	4 2%	18 2%	2 2%	1 1%	10 3%	2 2%	2 1%	1 1%	*	-	6 4%v	20 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	43 4%abet hqrww	2 1%	7 1%t	-	1 *	4 1%	2 2%	8 4%	17 3%	16 8%zh	39 5%	4 3%	7 4%	24 6%	3 2%	1 *	-	1 1%	-	1 *	33 3%
Personal finances (NET)	56 6%bejv	9 4%e	17 4%e	3 4%	11 4%e	5 1%	8 6%e	18 9%i	32 6%	6 3%	39 5%	17 13%zj	10 6%	27 7%	7 6%	13 6%	9 6%	4 4%	-	11 6%v	54 6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

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 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Ageing population/ Social care for the elderly	110	42	67	5	15	20	19	17	33	20	39	50	40	69	41	36	13	19	77	33	112
	11%aci	9%	14%za	4%	9%	13%ci	11%c	13%c	15%zci	7%	12%ci	14%zci	9%	13%	16%zn	13%nq	7%	8%	15%zno	7%	12%
	nq														oq				q		
AIDS	3	1	2	2	1	*	-	-	-	3	*	-	3	-	-	2	1	-	2	1	4
	*	*	1%	1%	1%	*	-	-	-	1%	*	-	1%	-	-	1%	*	-	*	*	*
Animal welfare	15	7	9	-	2	1	4	2	7	2	5	8	3	12	4	3	4	5	6	9	15
	2%	1%	2%	-	1%	1%	2%	1%	3%z	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
Bird flu/Pandemic flu/Swine flu/ Ebola	3	-	3	-	-	-	-	1	2	-	-	3	-	3	-	2	-	1	2	1	3
	*	-	1%	-	-	-	-	1%	1%	-	-	1%	-	1%	-	1%	-	*	*	*	*
Common Market/ Brexit/EU/Europe/ Euro	395	206	188	43	53	61	77	58	103	96	138	161	157	238	154	121	68	51	275	120	398
	41%di	44%	38%	33%	33%	40%	46%di	42%	48%zc	33%	43%i	46%zc	35%	46%	60%zm	45%no	34%oq	22%	52%zm	27%o	41%
	noq								di			di			nopq	q			noq		
Countryside/Rural life	14	6	8	-	-	2	5	2	5	-	7	7	2	12	7	3	4	1	9	5	15
	1%	1%	2%	-	-	1%	3%di	1%	2%i	-	2%i	2%i	*	2%	3%	1%	2%	*	2%	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	86	36	49	9	14	14	13	17	19	23	27	36	37	49	14	26	11	35	40	46	92
	9%l	8%	10%	7%	9%	9%	8%	12%	9%	8%	8%	10%	8%	9%	5%	10%	5%	15%zln	8%	10%ln	9%
																		pq			
Defence/Foreign affairs/ International terrorism	102	51	51	9	12	15	19	16	31	21	34	47	36	66	30	37	15	20	67	35	106
	11%iq	11%	10%	7%	8%	10%	11%	11%	15%zci	7%	11%	13%zi	8%	13%	12%	14%znq	7%	8%	13%zq	8%	11%
Drug abuse	49	16	33	8	12	6	8	6	10	20	13	16	26	23	14	11	7	17	25	24	54
	5%a	3%	7%za	6%	7%	4%	5%	4%	10%	7%	4%	4%	6%	4%	5%	4%	3%	7%	5%	5%	6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Economy/Economic situation	215	119	97	27	40	40	40	33	35	67	80	68	107	109	68	71	41	35	139	76	219
	22% ^{bh}	25%	20%	21%	24%	26% ^{ah}	24%	24%	16%	23%	25% ^{ah}	19%	24%	21%	27% ^{oq}	26% ^{oq}	20%	15%	26% ^{zo}	17%	23%
Education/Schools	144	67	77	18	20	28	21	21	35	39	49	56	67	77	53	41	15	35	94	49	146
	15% ^{nq}	14%	15%	14%	12%	19%	12%	15%	16%	13%	15%	16%	15%	15%	21% ^{zn}	15% ^{qn}	7%	15% ^{nq}	18% ^{zn}	11% ^{qn}	15%
Foot and mouth outbreak/Farming crisis	3	1	1	-	1	*	-	1	-	1	*	1	2	1	1	*	-	1	2	1	3
	*	*	*	-	1%	*	-	1%	-	*	*	*	*	*	1%	*	-	*	*	*	*
Housing	164	73	91	23	34	25	25	22	35	57	50	57	82	82	37	58	25	45	94	70	164
	17%	16%	18%	18%	21%	17%	15%	16%	17%	19%	16%	16%	18%	16%	14%	21% ^{zl}	12%	19%	18%	16%	17%
Immigration/immigrants	299	150	149	28	40	37	53	53	87	68	90	140	105	193	66	85	67	81	151	148	310
	31% ^{ci}	32%	30%	21%	25%	25%	31%	39% ^{zc}	41% ^{zc}	23%	28%	40% ^{zc}	24%	37%	25%	32%	33%	34%	29%	34% ^{li}	32%
Inflation/Prices	82	36	46	7	19	19	10	8	17	27	30	25	46	35	15	24	8	34	39	42	80
	8% ^{fn}	8%	9%	6%	12%	13%	6%	6%	8%	9%	9% ^{fi}	7%	10%	7%	6%	9%	4%	14% ^{zln}	7%	10% ^{fn}	8%
Lack of faith in politics / politicians / government	58	30	28	5	11	8	10	8	15	17	18	23	25	33	24	13	10	11	37	21	60
	6%	6%	6%	4%	7%	5%	6%	6%	7%	6%	6%	7%	6%	6%	9% ^{zq}	5%	5%	5%	7% ^m	5%	6%
Local government/ Council tax	22	11	11	1	2	6	3	3	6	3	10	9	9	12	1	10	5	7	10	12	24
	2% ^{li}	2%	2%	1%	1%	4% ^{ai}	2%	2%	3%	1%	3%	3%	2%	2%	*	4% ^{lp}	2%	3% ^{li}	2% ^{li}	3% ^{li}	2%
Low pay/Minimum wage/Fair wages	67	31	35	15	10	17	11	7	7	25	28	14	42	25	19	18	12	17	37	29	64
	7% ^{hk}	7%	7%	11% ^{hk}	6%	11% ^{zhk}	6%	5%	3%	8% ^{hk}	9% ^{hk}	4%	9%	5%	7%	7%	6%	7%	7%	7%	7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Morality/ Individual behaviour/ Lifestyle	39 4% _q	18 4%	21 4%	4 3%	4 3%	5 3%	12 7%	5 3%	10 5%	8 3%	17 5%	14 4%	13 3%	26 5%	19 7% _{zno}	9 3%	5 2%	6 3%	28 5% _{zmq}	11 2%	39 4%
National health service/Hospitals/ Healthcare	476 49% _{ac} ioq	213 45%	263 53% _{za}	46 36%	68 42%	82 54% _{ci}	91 54% _{ci}	69 50% _{ci}	119 55% _{zc}	115 39%	173 54% _{cd}	188 53% _{zc}	197 44%	279 54%	151 59% _{zm}	131 49%	99 49%	95 40%	282 54% _{zm}	194 44%	476 49%
Nationalisation/ Government control of institutions	17 2%	8 2%	8 2%	3 2%	2 1%	2 1%	6 4%	1 1%	3 1%	4 1%	8 3%	4 1%	6 1%	10 2%	5 2%	5 2%	5 3%	2 1%	10 2%	7 2%	18 2%
Northern Ireland	7 1%	4 1%	3 1%	- -	1 1%	- -	- -	4 3% _{zef}	2 1%	1 *	- -	6 2% _{zj}	1 *	6 1%	2 1%	2 1%	2 1%	* *	4 1%	3 1%	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	8 2%	4 1%	1 1%	- -	2 1%	1 *	5 4% _{zdf}	2 1%	1 *	3 1%	7 2% _h	3 1%	8 2%	1 1%	6 2%	1 *	3 1%	7 1%	4 1%	15 2%
Pensions/Social security/Benefits	55 6% _a	19 4%	36 7% _{za}	4 3%	10 6%	13 9%	7 4%	8 6%	13 6%	14 5%	20 6%	21 6%	28 6%	28 5%	11 4%	14 5%	15 7%	16 7%	25 5%	30 7%	57 6%
Petrol prices/Fuel	29 3% _{hk}	17 4%	12 2%	3 2%	9 6% _{hk}	7 5% _k	6 3%	2 1%	2 1%	12 4% _k	13 4% _k	4 1%	19 4%	10 2%	8 3%	12 5%	5 3%	3 1%	20 4%	9 2%	25 3%
Pollution/ Environment	56 6% _g	23 5%	33 7%	9 7%	9 6%	8 5%	8 5%	8 6%	14 7%	18 6%	16 5%	22 6%	26 6%	30 6%	22 9% _{zoq}	17 6%	9 4%	8 4%	39 7% _{zq}	17 4%	60 6%
Population levels/ Overpopulation	38 4% _{jq}	16 3%	22 4%	2 2%	10 6% _j	2 1%	3 2%	5 4%	16 7% _{zce}	12 4%	5 2%	21 6% _{zej}	14 3%	25 5%	14 5% _q	15 5% _q	4 2%	6 2%	29 5% _{zq}	10 2%	38 4%
Pound/Exchange rate/Value of pound	34 4% _q	16 3%	18 4%	5 4%	7 5%	8 5%	6 4%	4 3%	4 2%	12 4%	14 4%	8 2%	20 4%	14 3%	9 4%	15 6% _{znq}	4 2%	6 2%	25 5% _{zq}	9 2%	31 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Poverty/Inequality	135	56	79	21	29	22	27	15	21	50	49	36	72	63	51	34	21	29	85	50	137
	14%hk	12%	16%	16%	18%hk	14%	16%	11%	10%	17%hk	15%	10%	16%	12%	20%zm	13%	10%	12%	16%zm	11%	14%
Privatisation	17	9	8	5	3	3	3	2	1	8	6	3	11	6	12	4	-	1	16	1	15
	2%q	2%	2%	3%h	2%	2%	2%	2%	*	3%	2%	1%	2%	1%	5%zno	2%q	-	*	3%zmn	*	2%
Public services in general	67	33	34	3	10	7	17	10	19	13	25	29	21	46	25	20	14	7	45	22	63
	7%oq	7%	7%	3%	6%	5%	10%ci	7%	9%c	5%	8%	8%	5%	9%	10%oq	7%o	7%	3%	9%zoq	5%o	6%
Race relations	41	18	23	7	10	5	6	6	8	17	11	13	22	19	11	17	8	6	27	14	43
	4%	4%	5%	6%	6%	3%	3%	4%	4%	6%	3%	4%	5%	4%	4%	6%	4%	3%	5%	3%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	15	9	6	-	1	3	5	3	3	1	8	6	4	11	5	2	4	4	7	8	16
	2%	2%	1%	-	1%	2%	3%i	2%	1%	*	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%
Taxation	36	16	20	11	6	9	2	4	5	17	11	8	26	10	9	11	6	9	20	16	31
	4%k	3%	4%	8%zfk	4%	6%	1%	3%	2%	6%fk	3%f	2%	6%	2%	4%	4%	3%	4%	4%	4%	3%
Trade unions/ Strikes	12	5	7	1	-	1	2	4	4	1	3	8	2	10	4	2	3	3	6	6	13
	1%	1%	1%	1%	-	1%	1%	3%di	2%	*	1%	2%z	1%	2%	2%	1%	2%	1%	1%	1%	1%
Transport/Public transport	48	24	24	6	3	14	4	10	12	9	18	22	23	25	19	11	9	9	31	18	48
	5%	5%	5%	4%	2%	9%zdf	2%	7%df	5%	3%	6%f	6%	5%	5%	7%	4%	4%	4%	6%	4%	5%
Unemployment/Factory closure/Lack of industry	153	75	77	27	29	32	16	20	29	56	48	48	88	65	33	46	31	42	79	74	150
	16%f	16%	16%	21%f	18%	21%fj	10%	14%	13%	19%f	15%f	14%	20%	12%	13%	17%	15%	18%	15%	17%	15%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	970	472	498	113	137	150	164	162	244	250	314	406	400	570	245	310	183	232	555	415	970
WEIGHTED BASE	965	471	494	130*	162	152	168	138	214	292	321	352	445	520	258	269	201	238	526	439	970
	100%	49%	51%	13%*	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	28%	21%	25%	55%	45%	101%
Other	62	38	24	5	10	8	18	7	14	14	26	21	22	40	24	20	11	8	44	18	62
	6%oq	8%	5%	4%	6%	5%	11%zci	5%	7%	5%	8%	6%	5%	8%	9%oq	7%o	5%	3%	8%zoq	4%	6%
MEAN NUMBER OF MENTIONS	3.42n	3.31	3.52	3.03	3.33	3.63	3.41	3.52	3.52	3.19	3.52	3.52	3.34	3.49	3.92z	3.62n	2.93	3.07	3.76z	3.01	3.43
	oq														noq	oq			noq		
STANDARD ERROR	0.07	0.09	0.11	0.23	0.19	0.18	0.15	0.19	0.15	0.14	0.12	0.12	0.11	0.09	0.16	0.14	0.14	0.13	0.10	0.10	0.07
ERROR VARIANCE	0.01	0.01	0.01	0.05	0.03	0.03	0.02	0.04	0.02	0.02	0.01	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.01	0.01	0.01
Don't know	123	50	73	32	31	18	16	16	10	63	34	27	81	42	27	17	28	51	44	80	110
	13%hk	11%	15%	24%ze	19%zf	12%h	9%	12%hk	5%	21%ze	11%h	8%h	18%	8%	10%	6%	14%mp	22%zlm	8%	18%zi	11%
	mp			fg hjk	hjk					fg hjk							p			mp	
Personal finances (NET)	251	111	140	40	50	50	43	26	42	89	93	68	140	111	70	75	37	70	145	106	250
	26%gh	24%	28%	31%gh	30%gh	33%gh	25%	19%	20%	31%gh	29%gh	19%	31%	21%	27%n	28%n	18%	29%nq	27%n	24%n	26%
	kn			k	k	k				k	k										
Median	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	3	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Ageing population/ Social care for the elderly	110 11%de	101 12%de	2 4%	6 8%	23 7%	17 7%	37 12%b	35 14%de	50 14%zb	17 13%d	43 16%za	25 18%za	38 13%oq	48 15%zoq	12 9%q	11 5%	86 14%zoq	23 7%	112 12%
AIDS	3 *	3 *	- -	- -	2 1%	2 1%	- -	- -	1 *	1 1%	1 1%	- -	1 *	1 *	- -	1 1%	2 *	1 *	4 *
Animal welfare	15 2%	13 2%	1 1%	2 2%	4 1%	2 1%	5 2%	5 2%	7 2%j	1 1%	2 1%	1 1%	7 3%	4 1%	1 *	3 2%	11 2%	4 1%	15 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	3 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	2 1%	1 *	- -	- -	3 *	- -	3 *
Common Market/ Brexit/EU/Europe/ Euro	395 41%bn	341 41%b	13 27%	41 50%bd	126 40%e	85 36%	114 38%	101 40%	155 44%bi	49 38%	116 43%bi	67 49%be	143 50%zn	153 48%zn	31 25%	65 30%	296 49%zn	97 28%	398 41%
Countryside/Rural life	14 1%q	12 1%	1 1%	1 1%	4 1%	3 1%	5 2%	4 2%	5 1%	- -	2 1%	2 2%	5 2%	7 2%	* *	1 *	12 2%	1 *	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	86 9%p	77 9%	4 8%	5 7%	25 8%	19 8%	21 7%	18 7%	40 11%z	21 16%za	33 12%z	11 8%	22 8%	21 7%	18 14%zl	25 11%	43 7%	43 12%zmp	92 9%
Defence/Foreign affairs/ International terrorism	102 11%hi	88 11%hi	6 13%i	8 10%	42 13%hi	34 15%za	32 11%i	26 10%i	28 8%i	5 4%	18 7%i	13 10%	41 14%zn	37 12%nq	6 5%	16 8%	78 13%znq	22 6%	106 11%
Drug abuse	49 5%mp	46 5%	2 3%	2 2%	19 6%	17 7%	11 4%	9 4%	19 5%	9 7%	18 7%	9 6%	14 5%	8 3%	13 10%zlm	11 5%	23 4%	24 7%mp	54 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Economy/Economic situation	215	190	10	15	72	56	52	43	91	41	71	30	61	80	22	51	140	73	219
	22% ^f	23% ^{fg}	20%	19%	23%	24%	18%	17%	26% ^{zfg}	32% ^{zaf}	27% ^{fg}	22%	21%	25%	17%	23%	23%	21%	23%
Education/Schools	144	134	6	4	42	38	39	33	63	16	46	30	50	44	13	34	94	47	146
	15% ^{cn}	16% ^{zc}	12%	6%	13% ^c	16% ^{cd}	13%	13%	18% ^{ci}	12%	17% ^{ci}	22% ^{zc}	17% ⁿ	14%	10%	16%	16%	14% ⁿ	15%
Foot and mouth outbreak/Farming crisis	3	1	-	1	1	-	-	-	1	*	*	-	-	2	-	-	2	-	3
	*	*	-	2% ^{zaf}	*	-	-	-	*	*	*	-	-	1%	-	-	*	-	*
Housing	164	156	3	5	30	25	47	44	87	42	73	31	41	47	28	46	87	74	164
	17% ^{bc}	19% ^{zbc}	6%	6%	9%	11%	16% ^{bc}	18% ^{bc}	25% ^{za}	33% ^{za}	27% ^{za}	22% ^{bc}	14%	15%	22% ^{lp}	21% ^p	14%	21% ^{zi}	17%
	dep	de				d	d	bcdef	bcdef	ghj	g	de						mp	
Immigration/immigrants	299	260	22	17	102	85	94	72	103	35	78	43	102	100	42	47	202	90	310
	31% ^{co}	31%	46% ^{za}	21%	32% ^c	36% ^{ac}	32%	29%	29%	27%	29%	31%	35% ^{zo}	32% ^o	33% ^{oq}	22%	33% ^{zo}	26%	32%
	q		cd ^{zaf}	ij	d	d							q				q		
Inflation/Prices	82	72	6	4	14	10	30	24	38	26	35	9	21	23	8	28	44	36	80
	8% ^{de}	9% ^{de}	13% ^{de}	5%	5%	4%	10% ^{de}	9% ^d	11% ^{de}	20% ^{za}	13% ^{zac}	6%	7%	7%	6%	13% ^{zp}	7%	10% ⁿ	8%
										cdefg	dehk								
Lack of faith in politics / politicians / government	58	46	5	7	21	14	20	15	17	8	13	5	20	22	4	11	42	14	60
	6%	5%	10%	9%	7%	6%	7%	6%	5%	6%	5%	3%	7%	7%	3%	5%	7%	4%	6%
Local government/ Council tax	22	19	1	2	5	4	6	5	11	5	9	3	7	8	1	5	15	7	24
	2%	2%	2%	2%	2%	2%	2%	2%	3%	4%	3%	2%	3%	3%	1%	2%	3%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 13th - 26th January 2017
Number of sample points : 196
Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
	100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Low pay/Minimum wage/Fair wages	67 7%l	62 7%	2 4%	2 3%	21 7%	19 8%	23 8%	21 8%	22 6%	6 5%	15 6%	8 6%	12 4%	24 8%	8 6%	22 10%l	35 6%l	31 9%l	64 7%
Morality/ Individual behaviour/ Lifestyle	39 4%	34 4%	3 6%	2 2%	8 2%	6 3%	14 5%	11 4%	17 5%	4 3%	11 4%	6 5%	8 3%	17 5%	5 4%	9 4%	25 4%	13 4%	39 4%
National health service/Hospitals/ Healthcare	476 49%in oq	409 49%i	26 54%i	41 50%	154 49%i	113 48%	148 50%i	122 49%	174 50%i	50 39%	127 48%i	77 56%ij	154 53%no q	175 55%zn oq	49 38%	92 42%	329 54%zn oq	141 41%	476 49%
Nationalisation/ Government control of institutions	17 2%	14 2%	1 2%	1 2%	8 3%	7 3%	3 1%	2 1%	5 1%	3 2%	3 1%	1 1%	3 1%	7 2%	2 2%	4 2%	10 2%	7 2%	18 2%
Northern Ireland	7 1%	6 1%	- -	1 1%	1 *	- -	3 1%	3 1%	3 1%	* *	3 1%	2 1%	3 1%	2 1%	* *	1 *	5 1%	2 *	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	9 1%	* 1%	2 2%	3 1%	2 1%	3 1%	2 1%	5 2%	1 1%	3 1%	2 2%	4 1%	3 1%	3 3%	1 1%	6 1%	5 1%	15 2%
Pensions/Social security/Benefits	55 6%	47 6%	4 8%	5 6%	19 6%	15 6%	14 5%	10 4%	21 6%	10 8%	18 7%	8 6%	16 6%	20 6%	9 7%	10 4%	37 6%	19 5%	57 6%
Petrol prices/Fuel	29 3%l	27 3%	1 3%	1 1%	8 3%	7 3%	10 3%	9 4%	10 3%	4 3%	6 2%	2 2%	1 *	15 5%lp	4 3%l	8 4%l	16 3%l	12 3%l	25 3%
Pollution/ Environment	56 6%de	51 6%de	2 4%	3 4%	10 3%	8 3%	16 5%	14 6%	30 8%za dek	15 12%zac defgjk	20 8%dek	6 4%	23 8%n	14 4%	4 3%	14 6%	36 6%	18 5%n	60 6%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
100%	87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%	
Population levels/ Overpopulation	38 4% ^d	33 4%	3 6%	3 3%	7 2%	5 2%	14 5%	11 5%	17 5%	5 4%	13 5%	8 6%	16 5%	13 4%	3 2%	7 3%	29 5%	10 3%	38 4%
Pound/Exchange rate/Value of pound	34 4% ^{de}	32 4% ^{de}	-	2 3%	4 1%	2 1%	8 3%	8 3%	22 6% ^{zade}	8 7% ^{zde}	17 6% ^{zade}	8 6% ^{de}	9 3%	13 4%	2 1%	9 4%	23 4%	11 3% ⁿ	31 3%
Poverty/Inequality	135 14% ^l	120 14%	5 11%	10 13%	47 15%	37 16%	38 13%	33 13%	50 14%	27 21% ^{za} fhjk	42 16% ^k	15 11%	30 11%	48 15%	20 15%	36 17%	78 13%	56 16% ^l	137 14%
Privatisation	17 2%	17 2% ^d	-	-	2 1%	2 1%	5 2%	5 2%	10 3% ^d	4 3% ^d	6 2%	2 1%	5 2%	5 2%	1 1%	7 3%	10 2%	7 2% ⁿ	15 2%
Public services in general	67 7%	61 7%	4 8%	2 3%	17 5%	14 6%	22 7%	18 7%	28 8%	11 9%	25 9%	14 10%	19 7%	29 9%	8 6%	10 5%	47 8%	18 5%	63 6%
Race relations	41 4%	36 4% ^k	3 6%	2 2%	14 5%	12 5%	14 5%	11 4%	13 4% ^k	8 6% ^{jk}	9 4% ^k	1 1%	11 4%	15 5%	3 3%	10 5%	26 4%	14 4%	43 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2% ^{ahj}	6 1%	-	9 11% ^{zab} defghi jk	12 4% ^{zae}	3 1%	1 *	1 1%	2 1%	-	1 *	1 1%	5 2%	5 2%	2 2%	3 1%	10 2%	4 1%	16 2%
Taxation	36 4% ^{kin}	35 4% ^k	-	1 1%	12 4% ^k	11 5% ^k	6 2%	6 3%	17 5% ^k	11 9% ^{zab} cdfgh jk	11 4% ^k	-	6 2%	13 4%	1 1%	15 7% ^{zin}	19 3%	16 5% ⁿ	31 3%
Trade unions/ Strikes	12 1%	12 1%	-	1 1%	2 1%	1 *	2 1%	2 1%	9 2% ^{za}	3 2%	8 3% ^{zade}	5 4% ^{zade} ef	5 2%	3 1%	2 2%	2 1%	8 1%	4 1%	13 1%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	970	821	62	87	335	248	258	196	377	158	284	126	322	268	185	179	590	364	970
WEIGHTED BASE	965	836	48*	81*	315	234	299	251	351	128	267	138	288	317	128	217	604	346	970
100%		87%	5%*	8%*	33%	24%	31%	26%	36%	13%	28%	14%	30%	33%	13%	23%	63%	36%	101%
Transport/Public transport	48 5% ^d	45 5% ^d	2 4%	1 2%	10 3%	8 4%	17 6%	15 6%	22 6%	11 8% ^{cd}	20 8% ^{zd}	10 7%	15 5%	13 4%	7 5%	12 6%	29 5%	19 6%	48 5%
Unemployment/Factory closure/Lack of industry	153 16%	128 15%	14 29% ^{za} cdefg hjk	11 14%	50 16%	39 17%	54 18%	40 16%	49 14%	26 21% ^{hj} k	40 15% ^k	14 10%	43 15%	42 13%	22 17%	41 19%	85 14%	63 18%	150 15%
Other	62 6% ⁿ	50 6%	4 9%	8 9%	21 7%	13 6%	16 5%	12 5%	25 7%	5 4%	21 8% ⁱ	16 11% ^{zag} i	21 7%	23 7%	4 3%	12 6%	45 7%	16 5%	62 6%
MEAN NUMBER OF MENTIONS	3.42 ^c dnq	3.48 ^c d	3.31	2.86	3.15	3.25	3.34	3.35	3.73 ^z acde	3.90 ^z acdef g	3.77 ^z acdef	3.65 ^c d	3.49 ⁿ	3.60 ⁿ q	2.98	3.34	3.55 ^z nq	3.21 ⁿ	3.43
STANDARD ERROR	0.07	0.08	0.18	0.22	0.12	0.13	0.13	0.15	0.13	0.22	0.15	0.20	0.13	0.14	0.12	0.18	0.09	0.11	0.07
ERROR VARIANCE	0.01	0.01	0.03	0.05	0.01	0.02	0.02	0.02	0.02	0.05	0.02	0.04	0.02	0.02	0.02	0.03	0.01	0.01	0.01
Don't know	123 13% ^{dl} p	114 14% ^{de}	4 9%	5 6%	28 9%	23 10%	54 18% ^{zb} cdeij	49 20% ^{za} cdehi j	42 12%	11 9%	28 11%	17 12%	20 7%	35 11%	24 19% ^{zl} mp	44 20% ^{zlm} p	55 9% ^l	68 20% ^{zl} mp	110 11%
Personal finances (NET)	251 26% ^{kl} p	224 27% ^k	12 24%	15 19%	79 25%	64 27%	79 27%	68 27%	92 26% ^k	51 40% ^{za} bcdef ghjk	76 29% ^k	25 18%	53 19%	87 27% ^{lp}	35 27% ^l	72 33% ^{zl} p	140 23% ^l	108 31% ^{zl} p	250 26%
Median	2	2	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Ageing population/ Social care for the elderly	110	42	14	54	1	28	26	6	82	4	13	14	45	31	112
	11%	10%	10%	13%	4%	15%	11%	17%	10%	11%	11%	10%	12%	11%	12%
AIDS	3	-	1	2	-	-	1	-	3	-	1	-	1	-	4
	*	-	1%	*	-	-	*	-	*	-	1%	-	*	-	*
Animal welfare	15	7	-	9	-	2	2	1	13	-	6	2	4	2	15
	2%	2%	-	2%	-	1%	1%	2%	2%	-	5%zn	1%	1%	1%	2%
Bird flu/Pandemic flu/Swine flu/ Ebola	3	1	-	2	-	1	-	-	2	-	-	1	2	-	3
	*	*	-	*	-	*	-	-	*	-	-	1%	*	-	*
Common Market/ Brexit/EU/Europe/ Euro	395	170	56	168	15	98	85	29	297	6	39	59	181	101	398
	41%gi	42%	40%	40%	39%	53%zg	35%r	79%zf	38%r	16%	33%	41%	51%zl	35%	41%
Countryside/Rural life	14	7	-	7	-	3	3	1	11	1	2	*	5	2	15
	1%	2%	-	2%	-	1%	1%	2%	1%	2%	1%	*	1%	1%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	86	35	9	42	3	12	28	-	73	5	16	15	23	16	92
	9%	9%	7%	10%	7%	7%	11%h	-	9%	14%h	13%n	11%	7%	5%	9%
Defence/Foreign affairs/ International terrorism	102	43	10	49	1	23	28	3	79	4	9	21	53	28	106
	11%	11%	7%	12%	4%	13%	11%	8%	10%	11%	7%	15%	15%zl	10%	11%
Drug abuse	49	17	8	23	1	8	15	-	41	1	8	10	16	15	54
	5%	4%	6%	6%	3%	4%	6%	-	5%	2%	7%	7%	4%	5%	6%

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

Respondent type : GB Adults 18+
Fieldwork dates : 13th - 26th January 2017
Number of sample points : 196
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX JANUARY 2017 (PUBLIC - 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 (z)	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Economy/Economic situation	215	104	27	84	10	51	62	6	164	7	19	31	97	62	219
	22%	25%	20%	20%	26%	28%	26% ⁱ	16%	21%	17%	16%	21%	27% ^z	22%	23%
Education/Schools	144	49	20	75	5	23	47	11	121	5	22	20	62	49	146
	15%	12%	14%	18% ^z	13%	12%	19% ^z	31% ^z	15%	12%	19%	14%	17%	17%	15%
Foot and mouth outbreak/Farming crisis	3	1	1	*	-	-	-	-	3	-	-	1	-	1	3
	*	*	1%	*	-	-	-	-	*	-	-	1%	-	*	*
Housing	164	70	22	72	9	19	53	5	145	5	20	29	44	51	164
	17% ⁱⁿ	17%	16%	17%	25%	10%	22% ^z	13%	19% ^z	14%	17%	21% ⁿ	12%	18%	17%
Immigration/immigrants	299	120	33	145	11	82	58	8	217	24	46	54	93	86	310
	31% ^q	29%	24%	35% ^z	30%	44% ^z	24%	23%	28%	62% ^z	39% ⁿ	38% ^z	26%	30%	32%
Inflation/Prices	82	31	15	35	4	6	24	1	76	3	9	11	17	27	80
	8% ⁱⁿ	8%	11%	8%	10%	3%	10% ^f	4%	10% ^z	9%	8%	8%	5%	9%	8%
Lack of faith in politics / politicians / government	58	25	7	26	2	7	19	2	51	4	4	15	24	14	60
	6%	6%	5%	6%	5%	4%	8%	5%	7%	11%	3%	11% ^z	7%	5%	6%
Local government/ Council tax	22	7	4	11	-	4	10	-	18	*	6	4	7	6	24
	2%	2%	3%	3%	-	2%	4% ^z	-	2%	1%	5%	3%	2%	2%	2%
Low pay/Minimum wage/Fair wages	67	33	11	23	2	6	24	2	61	2	13	9	19	25	64
	7% ^f	8%	8%	5%	7%	3%	10% ^f	5%	8% ^f	6%	11% ⁿ	7%	5%	9%	7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 13th - 26th January 2017
 Number of sample points : 196
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX JANUARY 2017 (PUBLIC - 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 (z)	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEMP LOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Morality/ Individual behaviour/ Lifestyle	39 4%	18 5%	3 2%	18 4%	2 4%	8 4%	7 3%	3 9%	31 4%	2 6%	2 2%	6 4%	15 4%	10 3%	39 4%
National health service/Hospitals/ Healthcare	476 49% ^d	192 47%	70 50% ^d	214 51% ^d	12 31%	95 51%	136 56% ^{zi}	20 55%	381 49%	20 51%	55 47%	68 48%	207 58% ^{zi} m	136 48%	476 49%
Nationalisation/ Government control of institutions	17 2%	7 2%	4 3%	6 1%	-	4 2%	7 3%	-	13 2%	1 4%	2 2%	7 5% ^{zn}	5 1%	8 3%	18 2%
Northern Ireland	7 1%	1 *	-	6 1% ^z	-	3 2%	-	-	4 1%	1 2% ^g	1 1%	2 1%	3 1%	-	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	5 1%	1 1%	5 1%	2 5% ^{zc}	3 2%	2 1%	-	8 1%	-	2 2%	3 2%	5 1%	2 1%	15 2%
Pensions/Social security/Benefits	55 6%	23 6%	7 5%	26 6%	1 2%	12 6%	16 7%	1 2%	44 6%	7 19% ^{zfg} hi	9 7%	10 7%	18 5%	22 8%	57 6%
Petrol prices/Fuel	29 3% ^c	22 5% ^{zc}	3 2%	4 1%	-	8 4%	8 3%	-	21 3%	-	4 3%	5 3%	8 2%	9 3%	25 3%
Pollution/ Environment	56 6%	24 6%	4 3%	27 7%	1 2%	8 4%	11 4%	5 13% ^g	48 6%	2 4%	8 6%	9 6%	25 7%	6 2%	60 6%
Population levels/ Overpopulation	38 4% ⁱ	11 3%	4 3%	24 6% ^{za}	2 6%	13 7% ^{zgi}	5 2%	1 3%	25 3%	1 3%	4 3%	10 7%	19 5%	7 2%	38 4%

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEMP LOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)	25000 PLUS (n)		
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Pound/Exchange rate/Value of pound	34 4% ⁱ	17 4%	4 3%	12 3%	2 4%	12 7% ^{zi}	7 3%	2 6%	22 3%	-	5 4%	9 7% ^z	10 3%	8 3%	31 3%
Poverty/Inequality	135 14% ^f	60 15%	17 13%	58 14%	8 22%	10 6%	51 21% ^{zfi}	9 25% ^{fr}	125 16% ^{zf}	2 5%	11 9%	24 17%	62 17% ^{zi}	47 17%	137 14%
Privatisation	17 2%	6 2%	5 4%	6 1%	1 3%	2 1%	9 4% ^z	1 2%	15 2%	-	1 1%	2 2%	10 3%	5 2%	15 2%
Public services in general	67 7%	33 8%	9 6%	25 6%	3 9%	15 8%	26 11% ^{zi}	2 6%	51 7%	4 9%	4 4%	9 7%	34 10% ^{zi}	20 7%	63 6%
Race relations	41 4%	17 4%	5 3%	19 5%	1 2%	6 3%	16 6%	2 6%	35 4%	1 2%	7 6%	5 3%	20 6%	9 3%	43 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	11 3%	-	4 1%	-	5 3%	5 2%	-	10 1%	1 2%	-	4 3%	8 2%	3 1%	16 2%
Taxation	36 4% ^c	26 6% ^{zbc}	1 1%	9 2%	2 6%	9 5%	15 6% ^{zi}	2 6%	27 3%	-	4 4%	6 4%	15 4%	15 5%	31 3%
Trade unions/ Strikes	12 1% ⁱ	4 1%	1 1%	7 2%	3 7% ^{zabc}	6 3% ^{zi}	4 2%	1 2%	7 1%	-	2 2%	1 1%	6 2%	2 1%	13 1%
Transport/Public transport	48 5%	20 5%	8 5%	21 5%	2 4%	9 5%	10 4%	4 12%	40 5%	2 5%	3 3%	5 3%	26 7% ^z	11 4%	48 5%

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

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
UNWEIGHTED BASE	970	346	125	499	45	191	256	35	779	37	129	159	341	267	970
WEIGHTED BASE	965	408	139	418	37*	186	244	37*	779	39*	118	142	357	286	970
	100%	42%	14%	43%	4%*	19%	25%	4%*	81%	4%*	12%	15%	37%	30%	101%
Unemployment/ Factory closure/ Lack of industry	153 16%	58 14%	22 16%	72 17%	12 33%za bc	22 12%	44 18%	2 5%	131 17%	3 7%	26 22% ^m	17 12%	56 16%	51 18%	150 15%
Other	62 6%	28 7%	11 8%	23 6%	1 4%	13 7%	18 7%	9 25% ^z i	49 6%	3 8%	8 7%	8 6%	27 8%	21 7%	62 6%
MEAN NUMBER OF MENTIONS	3.42	3.43	3.24	3.47	3.26	3.52	3.73z i	3.83	3.40	3.25	3.41	3.63	3.67z	3.32	3.43
STANDARD ERROR	0.07	0.11	0.18	0.11	0.32	0.14	0.17	0.38	0.08	0.24	0.21	0.19	0.13	0.11	0.07
ERROR VARIANCE	0.01	0.01	0.03	0.01	0.10	0.02	0.03	0.14	0.01	0.06	0.04	0.03	0.02	0.01	0.01
Don't know	123 13% ^{cm}	54 13%	29 21% ^{zac}	40 9%	4 11%	17 9%	29 12%	1 3%	106 14%	4 10%	12 10%	10 7%	38 11%	41 14%	110 11%
Personal finances (NET)	251 26% ^f	114 28%	37 27%	100 24%	12 33%	24 13%	87 36% ^{zf} ir	10 27% ^f	227 29% ^{zf}	6 15%	27 23%	38 27%	91 25%	86 30%	250 26%
Median	2	2	2	2	2	3	2	3	2	2	2	2	3	2	2

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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (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)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Ageing population/ Social care for the elderly	110 11%k	31 14%	83 17%zt	22 26%zae t	29 10%	55 14%z	37 26%zab et	26 12%	55 10%	26 13%	105 13%zk	5 4%	20 12%	36 9%	25 22%zqr	29 13%	17 11%	12 14%	9 7%	20 12%	112 12%
AIDS	3 *	1 1%	1 *	1 1%	1 *	2 1%	1 1%	2 1%	1 *	- -	2 *	1 1%	- -	1 *	1 1%	2 1%	2 1%	1 1%	- -	1 1%	4 *
Animal welfare	15 2%	6 3%	12 3%	7 8%zbet	5 2%	5 1%	6 4%ze	3 1%	8 2%	4 2%	15 2%	1 *	1 1%	6 2%	2 1%	8 3%z	6 4%z	1 1%	2 1%	3 2%	15 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	1 *	3 1%	1 1%e	2 1%	- -	1 1%	1 *	1 *	1 *	3 *	- -	- -	1 *	- -	1 *	1 *	- -	1 1%	1 *	3 *
Common Market/ Brexit/EU/Europe/ Euro	395 41%tkv	93 43%t	207 44%ct	28 32%	92 31%	395 100%zab cft	60 42%t	77 36%	207 38%	105 52%zgh	353 42%k	41 33%	74 45%	151 40%	64 56%zs	101 45%z	72 49%	31 36%	20 16%	72 42%v	398 41%
Countryside/Rural life	14 1%	6 3%	12 3%z	3 3%	5 2%	7 2%	7 5%zet	* *	10 2%	4 2%	14 2%	- -	4 2%	3 1%	1 1%	5 2%	2 2%	2 2%	2 2%	3 2%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	86 9%	29 13%ze	46 10%	86 100%zabe ft	28 9%	28 7%	20 14%ze	24 11%	49 9%	13 7%	71 8%	15 12%	10 6%	35 9%	10 9%	41 18%zp	29 20%zp	14 16%z	10 8%	18 10%	92 9%
Defence/Foreign affairs/ International terrorism	102 11%k	24 11%	54 11%	12 15%	31 10%	53 14%z	16 11%	21 10%	62 11%	19 10%	98 12%zk	4 3%	18 11%	35 9%	12 10%	20 9%	11 7%	9 10%	15 12%	17 10%	106 11%

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BASE: ALL ADULTS AGED 18+

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Drug abuse	49 5%	11 5%	29 6%e	21 24%zabe ft	20 7%e	14 4%	14 10%ze	12 6%	32 6%	5 3%	44 5%	5 4%	5 3%	21 6%	5 4%	18 8%	9 6%	8 10%	10 8%	10 6%	54 6%
Economy/Economic situation	215 22%v	215 100%zbc eft	107 23%	29 34%zbe t	60 20%	93 23%	42 30%zt	54 25%	112 21%	49 24%	185 22%	29 23%	46 28%	84 22%	36 31%z	54 24%	40 27%	16 19%	18 14%	42 24%	219 23%
Education/Schools	144 15%tks	42 20%zt	103 22%zet	20 23%zt	31 10%	60 15%t	144 100%zab cet	27 13%	86 16%	30 15%	131 16%k	10 8%	23 14%	44 12%	30 26%zqr s	26 12%	22 15%	6 7%	12 10%	18 11%	146 15%
Foot and mouth outbreak/Farming crisis	3 *	2 1%	1 *	- -	1 *	- -	- -	1 1%	* *	1 *	2 *	* *	1 1%	1 *	- -	* *	* *	- -	1 1%	* *	3 *
Housing	164 17%il	49 23%ze	85 18%	33 39%zab eft	57 19%	65 17%	32 23%	48 22%zi	95 18%i	21 10%	135 16%	28 23%	18 11%	72 19%l	30 26%z	56 25%zs	44 30%zqs	14 16%	22 17%	35 20%	164 17%
Immigration/immigrants	299 31%bef kp	60 28%	130 27%	28 32%	299 100%zab cef	92 23%	31 21%	61 29%	167 31%	67 33%	274 33%zk	23 18%	42 25%	112 30%	23 20%	88 39%zp	52 35%p	41 47%zp	126 100%z	173 100%z	310 32%
Inflation/Prices	82 8%beh j	28 13%zbe f	29 6%	20 23%zab eft	35 12%zbe f	20 5%	9 6%	31 15%zhi	36 7%	14 7%	56 7%	26 21%zi	8 5%	38 10%	5 4%	28 13%zp	22 14%zp	8 9%	11 9%	24 14%z	80 8%
Lack of faith in politics / politicians / government	58 6%	20 9%z	31 6%	12 14%zbe t	18 6%	26 7%	15 10%z	16 8%	28 5%	13 6%	52 6%	5 4%	7 4%	25 7%	9 8%	11 5%	7 5%	4 4%	3 2%	15 9%v	60 6%

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

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (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)	MOST IMPOR -TANT (v)		OTHER IMPOR -TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Local government/ Council tax	22 2%h	7 3%	17 3%z	4 5%	11 4%	8 2%	5 4%	8 4%h	7 1%	6 3%	18 2%	4 3%	3 2%	8 2%	2 2%	7 3%	3 2%	3 4%	5 4%	6 3%	24 2%
Low pay/Minimum wage/Fair wages	67 7%	24 11%z	33 bet	10 7%	16 12%et	21 5%	16 11%z	16 bet	37 8%	14 7%	57 7%	9 7%	13 8%	31 8%	10 8%	11 5%	5 3%	6 7%	9 7%	7 4%	64 7%
Morality/ Individual behaviour/ Lifestyle	39 4%tv	9 4%t	23 5%t	6 7%t	4 1%	13 3%	12 9%z	8 bet	22 4%	10 4%	36 4%	3 3%	4 3%	16 4%	4 3%	9 4%	5 3%	4 5%	* *	4 2%	39 4%
National health service/Hospitals/ Healthcare	476 49%tgk mv	107 50%	476 100%zac eft	46 53%	130 43%	207 53%t	103 72%zac et	82 38%	293 54%zg	96 47%	429 51%zk	46 37%	97 59%zm	161 43%	74 64%zr	120 53%	73 49%	52 59%	44 35%	86 50%v	476 49%
Nationalisation/ Government control of institutions	17 2%	7 3%	7 2%	- -	4 1%	7 2%	1 1%	5 2%	6 1%	6 3%	14 2%	2 2%	2 1%	9 2%	4 4%	6 3%	3 2%	4 5%z	1 1%	3 2%	18 2%
Northern Ireland	7 1%	* *	1 *	- -	1 *	2 1%	2 1%	3 1%	2 *	1 1%	7 1%	- -	- -	1 *	1 1%	1 *	1 *	- -	1 1%	- -	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	3 1%	5 1%	1 1%	3 1%	5 1%	4 2%	3 2%	6 1%	2 1%	10 1%	1 1%	- -	6 2%	2 2%	1 1%	1 1%	- -	1 1%	2 1%	15 2%
Pensions/Social security/Benefits	55 6%e	17 8%e	36 8%ze	12 14%z	27 be	13 9%ze	14 10%ze	16 8%	29 5%	10 5%	49 6%	7 5%	11 6%	19 5%	5 5%	11 5%	7 4%	5 5%	15 12%z	12 7%	57 6%
Petrol prices/Fuel	29 3%	4 2%	17 4%	9 11%z	10 abe	15 3%	5 3%	3 2%	17 3%	9 4%	26 3%	3 2%	4 3%	20 5%z	1 1%	14 6%zp	9 6%zp	6 7%zp	1 1%	9 5%	25 3%

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

Respondent type : GB Adults 18+
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Pollution/ Environment	56 6%thv	20 9%zt	32 7%t	6 7%t	7 2%	35 9%zt	15 10%zt	18 8%h	24 4%	14 7%	52 6%	4 4%	5 3%	24 6%	14 13%zqrs	7 3%	4 3%	3 4%	2 2%	5 3%	60 6%
Population levels/ Overpopulation	38 4%	10 4%	23 5%e	5 6%	16 5%	11 3%	8 6%	6 3%	22 4%	6 3%	36 4%	2 2%	5 3%	9 2%	7 6%	7 3%	6 4%	1 1%	3 3%	12 7%z	38 4%
Pound/Exchange rate/Value of pound	34 4%	11 5%	16 3%	5 5%	15 5%	24 6%zb	8 6%	8 4%	15 3%	11 5%	27 3%	6 5%	10 6%	11 3%	9 8%z	12 5%	8 5%	4 4%	4 3%	10 6%	31 3%
Poverty/Inequality	135 14%l	35 16%t	81 17%zt	12 14%	33 11%	55 14%	34 24%zbe	45 21%zhi	72 13%	16 8%	118 14%	17 13%	26 16%	49 13%	28 25%zqr	24 11%	14 10%	12 14%	12 10%	21 12%	137 14%
Privatisation	17 2%	8 3%t	14 3%zt	1 1%	2 1%	12 3%zt	10 7%zbtce	4 2%	8 1%	5 2%	15 2%	1 1%	2 1%	9 2%	7 6%zqr	1 *	- -	1 1%	- -	2 1%	15 2%
Public services in general	67 7%	24 11%zt	50 11%zt	8 9%	15 5%	31 8%	24 16%zbt	14 6%	44 8%	9 4%	60 7%	6 5%	22 14%zm	18 5%	17 14%zqr	13 6%	8 6%	5 6%	4 3%	11 6%	63 6%
Race relations	41 4%t	14 6%t	22 5%t	5 6%	6 2%	19 5%t	8 6%t	9 4%	23 4%	8 4%	33 4%	8 6%	3 2%	19 5%	9 7%r	7 3%	3 2%	4 4%	1 1%	4 2%	43 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	2 1%	7 2%	1 1%	1 *	12 3%zt	2 1%	2 1%	8 2%	5 2%	13 2%	2 2%	3 2%	8 2%	1 1%	5 2%	3 2%	2 2%	1 1%	- -	16 2%
Taxation	36 4%	11 5%	17 3%	8 9%zbt	8 3%	13 3%	9 6%	9 4%	16 3%	11 5%	29 3%	7 6%	4 3%	23 6%z	2 1%	10 4%	8 5%	2 2%	2 2%	5 3%	31 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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Respondent type : GB Adults 18+
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (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)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
UNWEIGHTED BASE	970	219	476	92	310	398	146	239	520	206	819	147	150	316	118	232	152	92	137	173	970
WEIGHTED BASE	965	215	476	86*	299	395	144	213	542	202	836	126	166	375	116	225	149	87*	126	173	970
	100%	22%	49%	9%*	31%	41%	15%	22%	56%	21%	87%	13%	17%	39%	12%	23%	15%	9%*	13%	18%	101%
Trade unions/ Strikes	12 1%	3 2%	8 2%	2 2%	5 2%	6 2%	5 3%z	4 2%	6 1%	2 1%	11 1%	1 1%	2 1%	3 1%	2 2%	1 1%	1 *	1 1%	4 3%	1 1%	13 1%
Transport/Public transport	48 5%	15 7%	26 5%	9 10%zt	11 4%	20 5%	13 9%zt	16 7%	22 4%	10 5%	44 5%	4 3%	9 5%	18 5%	16 13%zqr	11 5%	8 6%	5 6%	5 4%	6 3%	48 5%
Unemployment/ Factory closure/ Lack of industry	153 16%ej	34 16%	71 15%	22 26%zab et	48 16%	48 12%	26 18%e	43 20%zi	85 16%	23 11%	119 14%	32 26%zj	23 14%	57 15%	19 16%	45 20%	34 23%z	16 18%	14 11%	35 20%v	150 15%
Other	62 6%bckq r	8 4%	22 5%	1 1%	20 7%c	26 7%c	9 6%c	14 6%	38 7%	10 5%	59 7%	3 3%	11 7%	25 7%	12 10%qr	7 3%	2 2%	4 5%	5 4%	15 8%	62 6%
MEAN NUMBER OF MENTIONS	3.42	4.62zb et	4.12zt	5.76za bet	3.75z	3.91z	5.36za bet	3.59	3.35	3.41	3.47	3.07	3.38	3.39	4.34zq r	3.69	3.71	3.60	3.25	4.11zv	3.43
STANDARD ERROR	0.07	0.22	0.13	0.35	0.14	0.13	0.29	0.17	0.09	0.16	0.08	0.16	0.15	0.12	0.27	0.15	0.17	0.26	0.17	0.20	0.07
ERROR VARIANCE	0.01	0.05	0.02	0.12	0.02	0.02	0.08	0.03	0.01	0.03	0.01	0.02	0.02	0.01	0.07	0.02	0.03	0.07	0.03	0.04	0.01
Don't know	123 13%abce ftpprw	5 2%	23 5%	1 1%	14 5%	26 7%acf	2 2%	24 11%	62 11%	35 17%	100 12%	23 18%	24 14%	62 16%z	3 3%	12 5%	6 4%	7 8%	13 10%w	1 *	110 11%
Personal finances (NET)	251 26%ej	70 33%zet	126 27%e	40 46%zab eft	70 23%	84 21%	47 33%et	81 38%zhi	131 24%	36 18%	204 24%	46 37%zj	44 26%	105 28%	32 28%	62 27%	42 28%	23 27%	26 21%	44 25%	250 26%
Median	2	3	3	5	3	3	4	2	2	2	2	2	2	2	3	2	3	2	2	3	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX JANUARY 2017 (PUBLIC - FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	970	139	111	189	125	227	179	970
WEIGHTED BASE	965	154	138*	190	131	182	170	970
	100%	16%	14%*	20%	14%	19%	18%	101%
Ageing population/ Social care for the elderly	110 11%bd	15 10%	5 3%	34 18%zbd	5 4%	27 15%bd	23 14%bd	112 12%
AIDS	3 *	2 1%	1 1%	* *	- -	- -	- -	4 *
Animal welfare	15 2%	-	2 2%	4 2%	1 *	2 1%	6 4%za	15 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	3 *	-	-	-	-	2 1%	1 1%	3 *
Common Market/ Brexit/EU/Europe/ Euro	395 41%bd f	70 45%bd f	26 19%	99 52%zb df	39 30%	105 58%za bdf	56 33%b	398 41%
Countryside/Rural life	14 1%	-	-	4 2%	3 2%	5 3%a	2 1%	15 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	86 9%	13 8%	10 7%	16 8%	12 9%	12 6%	24 14%ze	92 9%
Defence/Foreign affairs/ International terrorism	102 11%	11 7%	10 7%	24 13%	10 8%	32 18%zab df	15 9%	106 11%
Drug abuse	49 5%	9 6%	11 8%	9 5%	5 4%	7 4%	8 5%	54 6%

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

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		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	970	139	111	189	125	227	179	970
WEIGHTED BASE	965	154	138*	190	131	182	170	970
	100%	16%	14%*	20%	14%	19%	18%	101%
Economy/Economic situation	215 22%f	38 24%f	29 21%	55 29%zf	25 19%	46 26%f	22 13%	219 23%
Education/Schools	144 15%	25 16%	14 10%	37 20%bd	12 9%	32 18%d	24 14%	146 15%
Foot and mouth outbreak/Farming crisis	3 *	1 1%	-	*	-	-	1 1%	3 *
Housing	164 17%	34 22%	22 16%	34 18%	16 12%	26 14%	31 18%	164 17%
Immigration/immigrants	299 31%b	38 25%	30 21%	49 26%	41 32%	63 35%b	77 45%za bcde	310 32%
Inflation/Prices	82 8%	15 10%	12 8%	15 8%	15 11%	10 5%	16 9%	80 8%
Lack of faith in politics / politicians / government	58 6%	12 8%	4 3%	12 6%	6 4%	13 7%	11 6%	60 6%
Local government/ Council tax	22 2%	1 1%	2 2%	5 3%	5 4%	5 2%	4 3%	24 2%
Low pay/Minimum wage/Fair wages	67 7%e	16 11%e	8 6%	15 8%e	13 10%e	5 3%	9 5%	64 7%
Morality/ Individual behaviour/ Lifestyle	39 4%	7 4%	2 1%	12 6%b	4 3%	9 5%	5 3%	39 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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UNWEIGHTED BASE	970	139	111	189	125	227	179	970
WEIGHTED BASE	965	154	138*	190	131	182	170	970
	100%	16%	14%*	20%	14%	19%	18%	101%
National health service/Hospitals/Healthcare	476 49% ^b	74 48% ^b	40 29%	104 55% ^b	69 53% ^b	104 57% ^{zb}	85 50% ^b	476 49%
Nationalisation/ Government control of institutions	17 2%	2 2%	2 1%	5 3%	3 2%	2 1%	2 1%	18 2%
Northern Ireland	7 1%	-	1 1%	-	-	4 2% ^{zc}	2 1%	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	1 1%	-	2 1%	1 *	4 2%	4 2%	15 2%
Pensions/Social security/Benefits	55 6%	5 3%	9 7%	10 6%	10 7%	9 5%	11 7%	57 6%
Petrol prices/Fuel	29 3%	9 6% ^{zef}	3 2%	8 4%	4 3%	2 1%	2 1%	25 3%
Pollution/ Environment	56 6% ^d	11 7% ^d	7 5%	15 8% ^d	1 1%	13 7% ^d	9 5%	60 6%
Population levels/ Overpopulation	38 4%	10 6% ^d	2 1%	4 2%	1 1%	14 8% ^{zbc}	7 4% ^d	38 4%
Pound/Exchange rate/Value of pound	34 4%	10 7% ^{zb}	2 1%	9 5%	4 3%	5 3%	3 2%	31 3%
Poverty/Inequality	135 14% ^f	26 17% ^f	24 17% ^f	34 18% ^f	15 12%	25 14% ^f	11 7%	137 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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WEIGHTED BASE	965	154	138*	190	131	182	170	970
	100%	16%	14%*	20%	14%	19%	18%	101%
Privatisation	17 2%	7 5%zdf	1 1%	6 3%f	- -	3 2%	- -	15 2%
Public services in general	67 7%	7 4%	7 5%	21 11%zad	4 3%	17 10%d	11 7%	63 6%
Race relations	41 4%	11 7%	6 5%	8 4%	3 2%	8 5%	5 3%	43 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 2%	1 1%	- -	2 1%	6 4%zb	4 2%	2 1%	16 2%
Taxation	36 4%	6 4%	11 8%zf	8 4%	2 2%	6 3%	3 2%	31 3%
Trade unions/ Strikes	12 1%	1 1%	- -	1 *	2 2%	4 2%	4 2%	13 1%
Transport/Public transport	48 5%b	8 5%	1 1%	12 6%b	6 5%	11 6%b	10 6%b	48 5%
Unemployment/ Factory closure/ Lack of industry	153 16%e	35 23%zc	21 15%	24 13%	25 19%	20 11%	28 16%	150 15%
Other	62 6%b	12 8%b	2 1%	18 10%b	8 6%	13 7%b	8 5%	62 6%
MEAN NUMBER OF MENTIONS	3.42b d	3.65b d	2.68 bdf	3.88z bdf	2.99 bd	3.74z bd	3.29b bd	3.43
STANDARD ERROR	0.07	0.21	0.18	0.17	0.13	0.16	0.17	0.07
ERROR VARIANCE	0.01	0.05	0.03	0.03	0.02	0.03	0.03	0.01

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UNWEIGHTED BASE	970	139	111	189	125	227	179	970
WEIGHTED BASE	965	154	138*	190	131	182	170	970
	100%	16%	14%*	20%	14%	19%	18%	101%
Don't know	123	17	45	16	18	10	17	110
	13% _e	11%	33% _{zac}	9%	13% _{ef}	6%	10%	11%
			def					
Personal finances (NET)	251	53	36	56	37	35	33	250
	26% _{ef}	34% _{ze}	26%	29% _{ef}	29%	19%	19%	26%
		f						
Median	2	2	2	3	2	3	2	2

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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