

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Ageing population/ Social care for the elderly	20 2%	11 2%	9 2%	1 1%	-	4 2%	3 2%	3 2% ⁱ	8 4% ^{di}	1 *	7 2%	12 3% ^{di}	5 1%	15 3%	7 3%	7 3%	1 1%	4 2%	14 3%	6 1%	23 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	2 1%	1 *	2 1%	-	-	1 1%	* *	-	2 1%	1 *	* *	2 *	2 *	1 *	-	* 1%	2 *	1 *	2 1%	4 *
Common Market/EU/ Europe/Euro/ Constitution	45 5%	30 6% ^b	15 3%	5 4%	3 2%	6 4%	8 5%	8 6%	15 7% ^{di}	8 3%	14 4%	23 6% ^{di}	14 3%	31 6%	23 9% ^{mop}	7 3%	9 4%	6 2%	30 6% ^m	15 3%	41 4%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	17 4%	18 4%	6 5%	12 7% ^{ghk}	8 5% ^{gk}	5 3%	1 1%	4 2%	18 6% ^{ghk}	13 4%	5 1%	26 6%	10 2%	2 1%	10 4% ^{lp}	10 4% ^l	15 6% ^{lp}	11 2% ^l	24 5% ^{lp}	37 4%
Defence/Foreign affairs/ International terrorism	50 5%	20 4%	30 6%	4 3%	12 7% ^j	4 2%	4 2%	8 6% ^j	19 9% ^{cef}	15 5%	7 2%	27 8% ^{efj}	19 4%	31 6%	11 4%	20 7% ^o	11 5%	7 3%	32 6%	19 4%	49 5%
Drug abuse	3 *	1 *	2 *	3 2% ^{hjk}	-	-	-	-	-	3 1%	-	-	3 1%	-	-	1 *	2 1%	-	1 *	2 1%	3 *

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

Respondent type : GB Adults 18+
 Fieldwork dates : 7th - 17th November 2014
 Number of sample points : 178
 Source : Ipsos MORI (JN Q218)

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UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Economy/Economic situation	166	92	74	10	25	30	45	22	34	35	75	56	66	100	72	48	28	18	120	46	160
	17%	19%	14%	8%	15%	19% ^c	26% ^{cd} ghik	16% ^c	16% ^c	12%	22% ^{ci} k	16% ^c	14%	19%	27% ^{mn} opq	17% ^{oq}	13%	8%	22% ^{mn} oq	10% ^o	16%
Education/Schools	18	5	13	7	1	2	4	1	3	8	6	4	11	7	11	2	1	4	13	5	16
	2%	1%	2%	5% ^{dgh} k	1%	1%	2%	1%	1%	3% ^d	2%	1%	2%	1%	4% ^{mnq}	1%	*	2%	2% ^m	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	22	10	13	2	7	4	4	2	4	10	8	5	13	9	7	6	4	5	13	10	23
	2%	2%	2%	2%	4%	2%	2%	1%	2%	3%	2%	1%	3%	2%	3%	2%	2%	2%	2%	2%	2%
Immigration/immigrants	209	97	112	23	18	31	34	46	56	41	65	103	72	137	41	61	53	54	102	107	231
	21%	20%	22%	17%	11%	19%	19%	33% ^{cd} efij	26% ^{di}	14%	19% ^d	29% ^{cd} efij	16%	26%	15%	22% ^p	25% ^l	22%	19%	23% ^l	23%
Inflation/Prices	18	8	10	3	3	4	3	2	2	6	7	5	10	7	5	6	3	4	11	7	18
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%
Local government/Council tax	7	7	-	2	3	2	1	-	-	5	2	-	7	1	-	-	6	1	-	7	5
	1%	1% ^b	-	1% ^k	2% ^k	1%	*	-	-	2% ^k	1%	-	1%	*	-	-	3% ^{lmp}	1%	-	2% ^{mop}	*
Low pay/Minimum wage/Fair wages	18	10	8	1	1	4	8	1	3	3	11	4	6	12	4	6	-	8	10	8	19
	2%	2%	2%	1%	1%	2%	4% ^{ik}	1%	1%	1%	3%	1%	1%	2%	2%	2% ⁿ	-	4% ^{nq}	2%	2%	2%
Morality/Individual behaviour/Lifestyle	12	4	9	-	1	5	1	2	3	1	6	5	6	6	4	4	1	3	8	4	13
	1%	1%	2%	-	1%	3% ⁱ	*	2%	1%	*	2%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%
National health service/Hospitals/Healthcare	75	24	51	3	7	15	14	10	25	10	30	35	26	50	17	25	16	18	42	33	77
	8%	5%	10% ^a	2%	4%	9% ^{ci}	8% ^{ci}	7%	12% ^{cdi}	3%	9% ^{ci}	10% ^{cdi}	6%	9%	7%	9%	7%	7%	8%	7%	8%

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	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Nationalisation/ Government control of institutions	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	4 *	3 1%	1 *	- -	3 2%k	1 1%	- -	- -	- -	3 1%	1 *	- -	4 1%	- -	- -	- -	3 1%p	1 *	- -	4 1%	3 *
Pensions/Social security/Benefits	13 1%	3 1%	10 2%	1 1%	7 4%fgh jk	3 2%k	1 *	1 *	- -	9 3%hk	4 1%	1 *	12 3%	1 *	5 2%	2 1%	3 1%	3 1%	7 1%	6 1%	11 1%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	14 1%	7 1%	7 1%	4 3%	- -	3 2%	2 1%	3 2%	2 1%	4 1%	5 2%	5 1%	7 2%	7 1%	7 3%	3 1%	2 1%	2 1%	9 2%	4 1%	13 1%
Population levels/ Overpopulation	10 1%	4 1%	6 1%	- -	- -	4 3%i	2 1%	1 1%	3 1%	- -	6 2%i	4 1%	4 1%	6 1%	2 1%	3 1%	1 *	4 2%	5 1%	5 1%	11 1%
Pound/Exchange rate/Value of pound	3 *	2 *	1 *	2 1%	- -	- -	- -	- -	1 *	2 1%	- -	1 *	2 *	1 *	3 1%	- -	- -	- -	3 *	- -	2 *
Poverty/Inequality	47 5%	20 4%	27 5%	5 4%	13 8%h	7 4%	4 2%	13 10%fhj k	5 2%	18 6%	11 3%	18 5%h	25 5%	22 4%	17 6%	15 5%	7 3%	8 3%	31 6%	16 3%	48 5%
Privatisation	4 *	4 1%	- -	2 2%k	- -	- -	1 1%	- -	- -	2 1%	1 *	- -	2 1%	1 *	- -	1 1%	- -	2 1%	1 *	2 1%	3 *

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	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Public services in general	9 1%	6 1%	3 1%	1 *	2 1%	1 *	2 1%	2 1%	2 1%	2 1%	3 1%	3 1%	3 1%	6 1%	1 *	5 2%o	3 2%	-	6 1%	3 1%	9 1%
Race relations	5 1%	1 *	4 1%	1 1%	-	1 1%	-	-	3 1%	1 *	1 *	3 1%	2 *	3 1%	-	4 2%q	-	1 *	4 1%	1 *	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	1 *	1 *	-	-	-	1 1%	-	1 *	-	1 *	1 *	-	2 *	1 *	-	1 *	-	1 *	1 *	2 *
Taxation	12 1%	7 1%	5 1%	5 4%k	2 1%	3 2%	1 *	1 1%	1 1%	6 2%	4 1%	2 1%	10 2%	3 1%	1 *	5 2%	4 2%	4 1%	9 2%	10 2%	
Trade unions/ Strikes	4 *	2 *	2 *	1 1%	1 1%	1 *	-	-	1 *	2 1%	1 *	1 *	3 1%	1 *	-	1 *	1 *	2 1%	1 *	3 1%	5 *
Transport/Public transport	1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	80 8%	47 10%	33 6%	18 13%gh k	25 14%egh jk	11 6%	16 9%ghk	4 3%	7 3%	42 14%egh jk	26 8%hk	11 3%	53 11%	27 5%	6 2%	14 5%	25 12%lm p	34 14%lmp	21 4%	59 13%lmp	86 8%
Other	26 3%	14 3%	12 2%	5 4%	2 1%	1 *	5 3%	4 3%	9 4%e	7 2%	6 2%e	12 4%e	8 2%	18 3%	6 2%	7 3%	9 4%	4 1%	13 2%	12 3%	27 3%
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	57 6%	21 4%	36 7%	14 11%fg hjk	20 12%fgh jk	9 5%	6 3%	5 3%	4 2%	34 11%fgh jk	15 4%	8 2%	43 9%	14 3%	10 4%	16 6%	10 4%	22 9%lp	26 5%	31 7%	56 6%

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UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Personal finances (NET)	83	38	45	9	18	14	15	17	10	27	29	27	41	42	26	26	11	20	52	31	85
	8%	8%	9%	7%	10%	9%	8%	12%hk	5%	9%	9%	8%h	9%	8%	10%	9%	5%	8%	10%	7%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

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Table 2
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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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Ageing population/ Social care for the elderly	20 2%	15 2%	3 6%gij	2 3%	8 2%	5 2%	8 3%	5 2%	4 1%	1 1%	2 1%	1 1%	7 2%	7 2%	5 3%np	1 1%	14 2%	6 2%n	23 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-	1 *	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	3 *	-	* 1%	* *	-	-	-	3 1%	3 2%ade fg	3 1%a	-	1 *	1 *	1 1%	-	2 *	1 *	4 *
Common Market/EU/ Europe/Euro/ Constitution	45 5%	39 5%h	4 8%h	2 2%	10 3%h	8 3%h	20 7%h	16 6%	15 4%h	-	11 4%h	11 7%hi	20 6%np	17 5%	4 3%	4 2%	37 6%p	8 2%	41 4%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	34 4%j	1 2%	1 1%	8 2%	7 3%	13 4%	12 5%	15 4%j	14 11%acd efgij	15 5%j	1	8 2%	6 2%	10 7%klo	12 6%klo	14 2%	22 6%klo	37 4%
Defence/Foreign affairs/ International terrorism	50 5%	41 5%h	3 6%h	6 7%h	19 6%h	14 6%h	19 6%h	15 6%	12 3%h	-	9 3%h	9 6%hi	21 7%	14 4%	7 4%	8 4%	35 6%	15 4%	49 5%
Drug abuse	3 *	3 *	-	-	2 1%	2 1%	-	-	1 *	1 1%	1 *	-	1 *	-	1 *	1 *	1 *	2 *	3 *

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UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Economy/Economic situation	166	142	6	18	65	47	41	35	60	12	40	28	63	62	9	30	125	39	160
	17%	16%h	13%	21%h	20%h	19%h	13%	14%	17%h	10%	15%h	19%h	20%mp	19%mp	6%	16%mp	20%mp	11%mp	16%
Education/Schools	18	15	2	1	5	4	6	4	7	2	4	3	6	4	1	5	10	6	16
	2%	2%	5%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	22	22	-	-	5	5	2	2	16	9	15	6	2	4	3	10	7	13	23
	2%	3%f	-	-	2%	2%	1%	1%	4%acd	7%acd	5%acd	4%f	1%	1%	2%	5%klo	1%	4%ko	2%
Immigration/immigrants	209	187	9	13	78	65	61	52	70	17	47	30	77	66	32	31	143	63	231
	21%	22%hi	18%	15%	24%ch	27%ac	20%	20%	19%h	13%	17%h	21%	24%n	21%	22%	16%	22%	18%	23%
Inflation/Prices	18	16	-	2	7	5	5	5	6	5	6	1	4	5	2	7	9	9	18
	2%	2%	-	2%	2%	2%	2%	2%	2%	4%g	2%	1%	1%	2%	2%	3%	1%	3%	2%
Local government/Council tax	7	7	-	-	1	1	3	3	3	-	3	3	2	2	1	-	3	1	5
	1%	1%	-	-	*	*	1%	1%	1%	-	1%	2%cd	1%	1%	1%	-	1%	*	*
Low pay/Minimum wage/Fair wages	18	16	-	2	5	3	6	6	7	2	5	3	2	7	6	3	9	9	19
	2%	2%	-	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	4%ko	2%	1%k	3%k	2%
Morality/Individual behaviour/Lifestyle	12	11	1	1	2	2	3	2	7	3	6	3	4	2	2	3	6	5	13
	1%	1%	2%	1%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	1%	2%	1%	1%	1%
National health service/Hospitals/Healthcare	75	68	3	4	18	14	23	20	34	8	23	15	28	30	9	7	58	16	77
	8%	8%	7%	5%	6%	6%	8%	8%	9%	6%	8%	10%	9%np	9%np	6%	4%	9%np	5%	8%

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 : 7th - 17th November 2014
Number of sample points : 178
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	SOUTH EXCL. GL (i)	SOUTH EAST INCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	REN TED (NET) (p)		
UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Nationalisation/ Government control of institutions	1 *	- -	- -	1 2%aef gi	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	1 *	2 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	4 *	3 *	- -	1 1%g	4 1%a	3 1%ag	- -	- -	- -	- -	- -	- -	2 1%	2 1%	- -	- -	4 1%	- -	3 *
Pensions/Social security/Benefits	13 1%	10 1%g	1 1%	3 3%gij	7 2%gi	4 2%g	5 2%	5 2%	1 *	1 1%	1 *	- -	- -	6 2%k	5 4%ko	2 1%	6 1%	7 2%k	11 1%
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pollution/ Environment	14 1%	12 1%	1 2%	1 1%	2 1%	1 *	5 2%	4 2%	7 2%	3 3%e	4 2%	1 1%	5 2%	6 2%	- -	3 1%	11 2%	3 1%	13 1%
Population levels/ Overpopulation	10 1%	9 1%	- -	1 1%	1 *	- -	4 1%	4 1%	5 2%	3 2%de	5 2%de	2 2%	2 1%	3 1%	4 3%	1 *	5 1%	5 1%	11 1%
Pound/Exchange rate/Value of pound	3 *	3 *	- -	- -	- -	- -	- -	- -	3 1%	2 1%d	2 1%	- -	1 *	2 1%	- -	- -	3 *	- -	2 *
Poverty/Inequality	47 5%	36 4%	1 1%	10 12%abf ghj	24 7%afg i	14 6%	10 3%	9 4%	12 3%	5 4%	9 3%	5 3%	12 4%	25 8%kp	4 3%	6 3%	37 6%k	10 3%	48 5%
Privatisation	4 *	4 *	- -	- -	2 1%	2 1%	- -	- -	1 *	- -	1 1%	1 1%	- -	1 *	- -	2 1%	1 *	2 1%	3 *

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

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UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Public services in general	9 1%	5 1%	4 7%acd efghi	- *	1 1%	1 1%	4 1%	- 1%	4 1%	1 1%	4 1%	3 2%a	4 1%	3 1%	1 *	1 1%	7 1%	2 1%	9 1%
Race relations	5 1%	4 1%	- 1%	1 1%	3 1%	2 1%	- 1%	- 1%	2 1%	- 1%	2 1%	2 2%	2 1%	1 *	1 *	1 1%	3 *	2 1%	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	- -	- -	2 2%ade fgi	2 1%a	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 *
Taxation	12 1%	11 1%d	2 3%de	- -	1 *	1 *	4 1%	2 1%	8 2%d	6 5%acd efg	8 3%ade	1 1%	2 1%	5 2%	2 1%	2 1%	8 1%	4 1%	10 1%
Trade unions/ Strikes	4 *	4 *	- -	- -	1 *	1 *	2 1%	2 1%	1 *	1 1%	1 *	- -	3 1%	- -	- -	- -	3 *	- -	5 *
Transport/Public transport	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%a	1 *	- -	- -	- -	- -	1 1%	- -	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	80 8%	67 8%gj	4 7%j	10 11%gj	28 8%j	18 7%j	34 11%gj	30 12%	19 5%j	18 14%agi j	19 7%gj	1 1%	19 6%	15 5%	20 14%kl o	25 13%klo	34 5%	46 13%klo	86 8%
Other	26 3%	22 3%	2 3%	2 3%	5 2%	3 1%	6 2%	4 2%	14 4%ah	2 1%	11 4%h	9 6%ade f	11 3%	6 2%	6 4%	3 2%	17 3%	9 3%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Proportions/Means: Columns Tested (5% risk level) - 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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UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Don't know	57	51	4	2	13	10	22	19	22	10	14	5	11	14	11	21	25	32	56
	6%	6%	7%	3%	4%	4%	7%	7%	6%	8%	5%	3%	3%	4%	7%k	11%klo	4%	9%klo	6%
Personal finances (NET)	83	68	1	14	36	22	22	21	25	12	20	9	17	37	13	16	54	29	85
	8%	8%	1%	16%ab fgij	11%ab	9%	7%	8%	7%	9%	8%	6%	5%	12%ko	9%	8%	8%k	8%	8%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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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Respondent type : GB Adults 18+
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Table 3
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME			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)	CHILD IN HH	
UNWEIGHTED BASE	1015	363	113	539	48	154	246	42	861	196	70	109	251	294	1015
WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Ageing population/ Social care for the elderly	20 2%	8 2%	2 2%	10 2%	- -	6 4%i	5 2%	3 6%i	13 2%	9 5%i	* 1%	1 1%	11 4%	5 2%	23 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	3 1%	-	1 *	-	-	1 *	-	4 *	-	-	-	-	1 *	4 *
Common Market/EU/ Europe/Euro/ Constitution	45 5%	21 5%	6 5%	18 4%	2 4%	13 9%gi	4 2%	6 14%gi	32 4%g	19 10%gi	5 8%g	6 7%	20 7%	9 3%	41 4%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	15 4%	3 3%	17 4%	3 7%	2 1%	11 5%	1 2%	34 4%	3 1%	1 1%	5 6%	6 2%	20 6%	37 4%
Defence/Foreign affairs/ International terrorism	50 5%	15 4%	6 5%	29 6%	3 6%	11 7%r	12 5%	1 2%	39 5%	11 6%	-	5 5%	17 6%	13 4%	49 5%
Drug abuse	3 *	1 *	-	2 *	-	-	1 *	-	3 *	-	-	1 1%	1 *	3 1%	3 *

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

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	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Economy/Economic situation	166	86	21	59	4	39	32	13	127	52	5	6	68	42	160
	17%	21% ^c	18%	13%	9%	26% ^{gi}	14%	29% ^{gi}	15%	27% ^{gir}	8%	6%	24% ^l	13%	16%
Education/Schools	18	6	1	11	-	4	2	-	14	4	1	2	6	6	16
	2%	1%	1%	2%	-	2%	1%	-	2%	2%	1%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	22	8	2	12	2	3	8	-	19	3	-	3	3	11	23
	2%	2%	2%	3%	4%	2%	3%	-	2%	2%	-	3%	1%	4%	2%
Immigration/immigrants	209	79	18	111	6	38	41	7	171	45	38	17	47	49	231
	21%	19%	15%	24%	15%	25%	18%	15%	20%	23%	58% ^{fg}	18%	17%	16%	23%
Inflation/Prices	18	8	3	7	1	3	2	-	15	3	-	2	8	8	18
	2%	2%	2%	1%	2%	2%	1%	-	2%	1%	-	3%	3%	3%	2%
Local government/Council tax	7	2	4	1	-	-	1	-	7	-	-	-	2	2	5
	1%	1%	4% ^{ac}	*	-	-	*	-	1%	-	-	-	1%	1%	*
Low pay/Minimum wage/Fair wages	18	11	2	6	2	3	8	1	16	4	-	4	4	6	19
	2%	3%	2%	1%	5%	2%	3%	2%	2%	2%	-	4%	1%	2%	2%
Morality/Individual behaviour/Lifestyle	12	1	1	10	1	-	4	1	12	1	2	2	2	5	13
	1%	*	1%	2% ^a	3% ^a	-	2%	2%	1%	*	3% ^f	2%	1%	2%	1%
National health service/Hospitals/Healthcare	75	26	9	41	3	9	19	5	66	15	6	7	27	23	77
	8%	6%	7%	9%	6%	6%	8%	12%	8%	8%	9%	7%	10%	7%	8%

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	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Nationalisation/ Government control of institutions	1*	-	1	1	-	-	1	-	1	-	-	-	1	1	2
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	4*	3	-	1	-	-	3	-	4	-	-	-	1	2	3
Pensions/Social security/Benefits	13	9	1	3	-	3	6	-	10	3	-	3	6	11	11
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	14	5	4	5	1	1	4	-	12	1	-	1	8	4	13
Population levels/ Overpopulation	10	3	1	6	-	1	2	-	9	1	2	2	2	5	11
Pound/Exchange rate/Value of pound	3*	2	-	1	-	-	1	-	3	-	-	-	2	-	2
Poverty/Inequality	47	20	8	19	1	2	17	4	45	6	1	3	16	12	48
Privatisation	4*	1	-	2	-	-	-	-	4	-	-	-	-	-	3
Public services in general	9	6	-	3	-	2	2	-	7	2	1	-	2	-	9
	1%	1%	-	1%	-	1%	1%	-	1%	1%	1%	-	1%	-	1%

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	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Race relations	5 1%	1 *	1 1%	3 1%	1 1%	- -	1 1%	1 3%	5 1%	1 1%	- -	1 1%	1 *	1 *	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2 *	1 *	- -	1 *	- -	- -	- -	- -	2 *	- -	- -	- -	1 *	- -	2 *
Taxation	12 1%	7 2% ^c	5 4% ^c	- -	- -	- -	6 3% ^j	- -	12 1%	- -	- -	- -	- -	7 2%	10 1%
Trade unions/ Strikes	4 *	2 *	- -	2 1%	1 2%	1 1%	2 1%	- -	3 *	1 *	- -	- -	- -	2 1%	5 *
Transport/Public transport	1 *	- -	1 1% ^c	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *
Unemployment/ Factory closure/ Lack of industry	80 8%	37 9%	7 6%	36 8%	6 15%	2 2%	25 11% ^{fj}	1 2%	77 9% ^{fj}	3 2%	2 3%	8 9%	12 4%	33 10%	86 8%
Other	26 3%	7 2%	5 4%	14 3%	1 3%	6 4%	4 2%	1 2%	20 2%	7 3%	1 2%	9 10% ^m	6 2%	10 3%	27 3%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	57 6%	25 6%	6 5%	26 6%	6 13% ^c	1 1%	8 4%	- -	56 7% ^{fgj}	1 1%	- -	6 6% ^m	6 2%	23 7%	56 6%
Personal finances (NET)	83 8%	39 9%	13 10%	32 7%	4 9%	8 5%	27 12% ^{fr}	5 11% ^r	75 9% ^r	13 7%	1 1%	10 10%	28 10%	27 8%	85 8%

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 : 7th - 17th November 2014
Number of sample points : 178
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+

	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)			
UNWEIGHTED BASE	1015	363	113	539	48	154	246	42	861	196	70	109	251	294	1015
WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - l/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+
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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+

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Ageing population/ Social care for the elderly	20 2%	3 1%	6 2%t	3 2%t	2 1%	1 2%	2 1%	2 1%	4 1%	13 2%	3 1%	19 2%	1 1%	1 1%	8 2%	2 2%	4 1%	1 1%	2 2%	23 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	1 *	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1
Bird flu/Pandemic flu/Swine flu/ Ebola	4 *	-	-	-	*	-	-	-	1	3 1%	-	3	1 1%	-	3 1%	1 1%	-	-	-	4
Common Market/EU/ Europe/Euro/ Constitution	45 5%	13 4%	17 6% <i>c</i>	2 2%	18 5%	3 6%	12 8% <i>c</i>	3 2%	5 2%	30 5% <i>g</i>	10 6% <i>g</i>	45 5% <i>k</i>	-	6 3%	22 6%	9 8%	10 4%	4 5%	3 3%	41 4%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	36 4%	4 1%	9 3%	36 28% <i>abef</i> <i>tu</i>	7 2%	3 5%	6 4%	3 3%	20 7% <i>hi</i>	15 3%	1 1%	24 3%	11 9% <i>j</i>	7 4%	12 3%	3 3%	9 3%	3 3%	2 1%	37 4%
Defence/Foreign affairs/ International terrorism	50 5%	9 3%	11 4%	3 2%	14 4%	1 2%	50 32% <i>abcf</i> <i>tu</i>	2 1%	6 2%	30 5% <i>g</i>	15 8% <i>g</i>	49 6% <i>k</i>	1 1%	9 5%	13 4%	6 5%	15 6%	4 4%	9 7%	49 5%
Drug abuse	3 *	1 *	1 *	-	-	-	-	-	1 *	2 *	-	2 *	1 1%	-	1 *	-	1 *	-	-	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - 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+
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ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Economy/Economic situation	166	166	59	17	38	6	28	25	30	106	30	150	15	36	69	37	25	10	9	160
	17%	51%bceftu	20%t	13%	10%	12%	18%t	20%t	11%	19%g	17%	17%	12%	20%	19%	35%qrs	10%	11%	7%	16%
Education/Schools	18	3	6	-	3	2	-	18	2	12	4	15	3	5	2	1	6	2	2	16
	2%	1%	2%	-	1%	4%ce	-	14%abce	1%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	22	6	5	4	5	2	2	6	10	10	3	13	9	3	7	1	7	1	3	23
	2%	2%	2%	3%	1%	4%	1%	4%t	4%	2%	2%	2%	7%j	2%	2%	1%	2%	1%	2%	2%
Immigration/immigrants	209	43	60	26	209	9	25	13	58	111	40	196	13	33	64	9	81	30	48	231
	21%	13%	20%af	20%af	56%abc	18%	16%	10%	22%	20%	23%	23%k	11%	19%	18%	9%	31%p	34%p	38%pq	23%
Inflation/Prices	18	-	1	-	5	-	-	2	6	11	1	12	5	4	7	8	5	3	1	18
	2%	-	*	-	1%a	-	-	2%a	2%	2%	1%	1%	5%j	2%	2%	7%qs	2%	3%	1%	2%
Local government/Council tax	7	6	-	-	2	-	1	1	1	3	2	6	1	-	7	-	3	2	1	5
	1%	2%b	-	-	*	-	*	1%	*	1%	1%	1%	1%	-	2%	-	1%	3%	*	*
Low pay/Minimum wage/Fair wages	18	8	4	2	3	-	3	1	2	9	7	16	3	5	6	2	5	2	2	19
	2%	2%t	1%	2%	1%	-	2%	1%	1%	2%	4%g	2%	2%	3%	2%	2%	2%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	12	3	3	3	3	2	1	1	3	7	2	9	3	1	2	4	5	2	1	13
	1%	1%	1%	2%	1%	4%	*	1%	1%	1%	1%	1%	3%	*	1%	3%	2%	2%	1%	1%

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
National health service/Hospitals/Healthcare	75 8%	11 3%	75 25%acef tu	8 6%	25 7%a	3 5%	4 3%	21 17%acet	17 6%	42 8%	16 9%	72 8%	4 3%	13 7%	22 6%	7 7%	18 7%	8 9%	10 8%	77 8%
Nationalisation/ Government control of institutions	1 *	-	-	-	-	-	-	-	-	1 *	1 *	1 *	-	1 *	-	-	1 *	-	1 1%	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	4 *	-	-	3 2%ab	3 1%	-	-	-	3 1%h	-	1 1%	3 *	1 1%	-	3 1%	-	4 1%	1 1%	3 2%	3 *
Pensions/Social security/Benefits	13 1%	5 1%b	-	-	2 1%	3 6%abct	3 2%b	3 3%b	4 1%	9 2%	-	11 1%	2 1%	6 3%	4 1%	1 1%	1 *	-	-	11 1%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	14 1%	3 1%	4 1%	-	2 *	-	1 1%	-	7 3%	6 1%	1 *	12 1%	1 1%	4 3%	4 1%	2 2%	2 1%	-	-	13 1%
Population levels/ Overpopulation	10 1%	2 1%	3 1%	3 2%	3 1%	3 5%abft	3 2%	* *	4 1%	3 1%	3 2%	8 1%	2 1%	-	4 1%	1 1%	4 2%	2 2%	3 2%	11 1%
Pound/Exchange rate/Value of pound	3 *	-	-	-	1 *	-	-	-	-	3 *	-	3 *	-	-	2 *	-	-	-	-	2 *
Poverty/Inequality	47 5%	10 3%	8 3%	3 3%	5 1%	4 8%t	4 3%	4 3%	10 4%	29 5%	8 5%	46 5%k	1 1%	9 5%	17 5%	6 6%	7 3%	2 3%	3 2%	48 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - g/h/i - j/k - l/m/n/o - p/q/r/s
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What would you say is the most important issue facing Britain today?
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UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
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	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Privatisation	4*	-	1*	-	-	-	-	-	2	1*	-	4*	-	-	1*	-	1	-	1	3*
Public services in general	9	2	3	-	1	1	2	1	2	4	3	8	1	1	6	-	4	1	2	9
Race relations	5	1	-	1	-	5	1	1	1	4	-	3	1	1	1	1	-	-	-	6
Scottish/Welsh assembly/ Devolution/ Constitutional reform	2*	2	-	1	1	1	1	-	-	2	-	2	-	-	1	-	1	-	-	2*
Taxation	12	1	1	1	2	-	-	-	6	3	3	9	3	7	5	-	5	1	1	10
Trade unions/ Strikes	4*	-	1*	-	-	1	1	-	3	1	-	1	3	-	2	1	1	1	-	5*
Transport/Public transport	1*	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1*
Unemployment/ Factory closure/ Lack of industry	8	15	13	13	11	1	4	10	41	35	3	54	24	11	33	2	19	1	8	86
Other	26	4	8	-	2	-	2	6	3	16	7	24	1	2	10	1	8	4	3	27
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

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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+

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Don't know	57	5	2	2	4	1	2	4	16	30	11	46	10	13	17	2	10	3	7	56
	6%	2%	1%	1%	1%	2%	1%	3%b	6%	5%	6%	5%	8%	7%	5%	2%	4%	4%	5%	6%
Personal finances (NET)	83	18	13	5	13	4	7	7	18	48	16	74	9	19	31	15	17	7	7	85
	8%	5%	4%	4%	4%	8%	4%	6%	7%	9%	9%	9%	7%	10%	9%	15%qs	7%	8%	5%	8%
Median	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) - a/b/c/d/e/f/t/u - 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+
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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)
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Ageing population/ Social care for the elderly	97 10%	42 9%	55 11%	6 4%	5 3%	14 9%	20 12%cd i	22 15%cd i	29 13%cdi	11 4%	34 10%di	51 14%cdi	25 5%	71 13%	43 16%mn oq	26 10%	15 7%	12 5%	70 13% q	27 6% mno	103 10%
AIDS	3 *	2 *	1 *	1 1%	- -	- -	1 *	- -	1 *	1 *	1 *	1 *	1 *	2 *	- -	1 *	- -	2 1%	1 *	2 *	3 *
Animal welfare	13 1%	2 *	11 2%a	1 1%	2 1%	1 1%	1 1%	1 1%	7 3%ij	2 1%	2 1%	8 2%	3 1%	9 2%	6 2%	4 2%	1 *	2 1%	10 2%	3 1%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	17 2%	9 2%	8 2%	5 4%	2 1%	1 1%	3 2%	3 2%	3 1%	7 2%	5 1%	6 2%	8 2%	9 2%	5 2%	5 2%	3 2%	3 1%	10 2%	7 1%	18 2%
Common Market/EU/ Europe/Euro/ Constitution	124 12%	77 16%b	47 9%	9 7%	8 5%	16 10%	22 13%di	25 18%cd ei	44 21% cde ij	17 6%	38 11%di	69 19% cde ij	33 7%	92 17%	56 21% mn opq	27 10%	27 13% o	15 6%	82 15% moq	42 9% o	124 12%
Countryside/Rural life	26 3%	11 2%	14 3%	1 1%	3 2%	6 3%	2 1%	4 3%	10 4%	5 2%	8 2%	13 4%	10 2%	15 3%	10 4%	6 2%	6 3%	4 2%	16 3%	10 2%	23 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	130 13%	57 12%	73 14%	14 11%	22 13%	27 17%	27 15%	14 10%	25 11%	37 12%	54 16%	39 11%	64 14%	66 12%	28 10%	28 10%	30 14%	44 18% lm p	56 10%	74 16% lm p	142 14%
Defence/Foreign affairs/ International terrorism	156 16%	71 15%	84 16%	8 6%	28 16%ci	21 13%	27 15% c	19 14% c	53 25% ce fgijk	36 12% c	47 14% c	72 20% ce gij	57 12%	99 19%	52 19% oq	50 18% oq	29 14%	24 10%	102 19% oq	53 12%	151 15%
Drug abuse	67 7%	29 6%	38 7%	13 10%g	7 4%	12 7%	14 8%	5 4%	15 7%	21 7%	26 8%	20 6%	33 7%	34 6%	15 6%	18 6%	13 6%	21 9%	33 6%	34 8%	75 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 : 7th - 17th November 2014
 Number of sample points : 178
 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)
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Economy/Economic situation	325	177	148	26	54	59	71	48	66	81	130	115	140	185	121	87	66	51	208	117	323
	33%	37% ^b	29%	20%	32% ^c	36% ^c	41% ^{ci}	34% ^c	31% ^c	27% ^c	38% ^{ci}	32% ^c	30%	35%	45% ^{mn}	32% ^o	31% ^{oq}	21%	38% ^{mo}	26% ^o	32%
Education/Schools	126	48	79	20	27	22	24	18	16	47	45	34	69	58	63	27	17	19	90	36	117
	13%	10%	15% ^a	15% ^h	16% ^h	13%	14%	13%	8%	15% ^{hk}	13% ^h	10%	15%	11%	24% ^{mn}	10%	8%	8%	17% ^{mno}	8%	12%
Foot and mouth outbreak/Farming crisis	3	1	1	1	-	-	-	1	1	1	-	2	1	2	-	1	-	2	1	2	4
	*	*	*	1%	-	-	-	*	1%	*	-	1%	*	*	-	*	-	1%	*	*	*
Housing	102	43	60	13	20	22	19	9	19	34	41	28	56	46	25	20	31	27	45	57	107
	10%	9%	12%	10%	12%	14% ^g	11%	6%	9%	11%	12%	8%	12%	9%	10%	7%	14% ^{mp}	11%	8%	13% ^{mp}	11%
Immigration/immigrants	371	169	202	42	38	57	60	71	103	80	118	174	137	234	98	99	87	88	197	175	392
	37%	35%	39%	32%	22%	35% ^d	35% ^d	51% ^{cd}	48% ^{cd}	26%	35% ^{di}	49% ^{cd}	29%	44%	37%	36%	40%	37%	36%	39%	39%
Inflation/Prices	91	48	43	10	27	19	15	9	11	37	34	21	55	36	23	18	16	34	42	50	98
	9%	10%	8%	7%	16% ^{cg}	11% ^{hk}	9%	7%	5%	12% ^{ch}	10%	6%	12%	7%	9%	7%	8%	14% ^{mnp}	8%	11% ⁿ	10%
Local government/Council tax	30	18	13	3	9	5	3	2	8	12	9	10	17	13	10	3	10	7	13	17	29
	3%	4%	2%	2%	5%	3%	2%	1%	4%	4%	3%	3%	4%	2%	4%	1%	5% ^m	3%	2% ^m	4%	3%
Low pay/Minimum wage/Fair wages	114	60	55	14	26	21	27	12	15	39	48	27	60	54	29	28	21	36	57	58	113
	11%	12%	11%	10%	15% ^{hk}	13%	16% ^{hk}	8%	7%	13% ^{hk}	14% ^{hk}	8%	13%	10%	11%	10%	10%	15%	10%	13%	11%
Morality/Individual behaviour/Lifestyle	62	22	40	4	9	13	8	11	17	13	21	28	26	36	24	18	9	12	42	20	62
	6%	5%	8% ^a	3%	5%	8%	5%	7%	8%	4%	6%	8%	6%	7%	9% ^q	7%	4%	5%	8% ^q	4%	6%
National health service/Hospitals/Healthcare	301	130	171	16	28	50	66	62	79	44	116	141	94	207	93	100	50	57	194	108	321
	30%	27%	33% ^a	12%	16%	31% ^{cd}	38% ^{cd}	44% ^{cd}	37% ^{cd}	15%	34% ^{cd}	40% ^{cd}	20%	39%	35% ^{no}	37% ^{no}	23%	24%	36% ^{no}	24%	32%

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 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)
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Nationalisation/ Government control of institutions	20 2%	9 2%	11 2%	3 2%	2 1%	-	6 4%e	5 3%e	4 2%	4 1%	6 2%	9 3%	4 1%	16 3%	8 3%	4 2%	3 1%	4 2%	13 2%	7 2%	22 2%
Northern Ireland	1 *	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	22 2%	9 2%	13 2%	2 2%	6 3%	1 1%	5 3%	4 3%	4 2%	8 3%	6 2%	8 2%	8 2%	13 2%	7 3%	5 2%	4 2%	6 2%	12 2%	9 2%	23 2%
Pensions/Social security/Benefits	99 10%	40 8%	60 12%	8 6%	23 13%	25 15%chk	14 8%	12 8%	17 8%	31 10%c	40 12%	29 8%	56 12%	44 8%	35 13%q	29 10%	17 8%	19 8%	64 12%	36 8%	99 10%
Petrol prices/Fuel	34 3%	14 3%	20 4%	3 3%	10 6%	6 4%	5 3%	5 3%	4 2%	14 5%	11 3%	9 3%	20 4%	15 3%	10 4%	10 4%	7 3%	7 3%	20 4%	14 3%	35 3%
Pollution/ Environment	66 7%	31 6%	35 7%	10 7%	9 6%	14 9%	13 7%	10 7%	10 4%	19 6%	27 8%	20 6%	33 7%	33 6%	28 11%noq	19 7%	7 3%	12 5%	47 9%nq	19 4%	64 6%
Population levels/ Overpopulation	59 6%	25 5%	35 7%	5 4%	8 4%	12 7%	13 7%	9 7%	12 6%	13 4%	25 7%	22 6%	25 5%	35 7%	22 8%	13 5%	12 5%	13 5%	35 6%	25 5%	54 5%
Pound/Exchange rate/Value of pound	10 1%	7 1%	3 1%	2 1%	-	4 3%	1 *	1 1%	2 1%	2 1%	5 2%	3 1%	6 1%	4 1%	5 2% m	-	3 1%	2 1%	5 1%	4 1%	10 1%
Poverty/Inequality	150 15%	67 14%	83 16%	20 15%	32 19%h	18 11%	30 17%h	28 20%ehk	20 9%	53 17%h	49 14%	48 14%h	71 15%	79 15%	48 18%	40 15%	29 14%	33 14%	88 16%	62 14%	152 15%
Privatisation	32 3%	20 4%	12 2%	4 3%	8 4%	2 1%	10 6%ej	4 3%	4 2%	12 4%	12 3%e	9 2%	13 3%	19 4%	14 5% nq	10 4%	2 1%	5 2%	24 4% nq	7 2%	29 3%
Public services in general	57 6%	23 5%	34 7%	2 2%	14 8% c	8 5%	13 8% c	9 6%	10 5%	16 5% c	22 6%	19 5%	25 5%	32 6%	17 6%	17 6%	11 5%	12 5%	33 6%	24 5%	56 6%

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 : 7th - 17th November 2014
Number of sample points : 178
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)
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Race relations	51	16	35	3	2	14	12	5	15	4	26	21	18	33	21	13	9	7	35	16	50
	5%	3%	7% ^a	2%	1%	9% ^c ^d ⁱ	7% ^d ⁱ	4%	7% ^c ^d ⁱ	1%	8% ^c ^d ⁱ	6% ^d ⁱ	4%	6%	8% ^o ^q	5%	4%	3%	6%	4%	5%
Scottish/Welsh assembly/Devolution/Constitutional reform	23	15	7	1	2	1	8	4	6	3	9	11	4	18	13	7	2	1	20	3	25
	2%	3%	1%	1%	1%	1%	5% ⁱ	3%	3%	1%	3% ^e	3%	1%	3%	5% ⁿ ^o ^q	2% ^o ^q	1%	*	4% ^o ^q	1%	2%
Taxation	56	32	24	7	9	18	11	5	6	16	29	11	33	23	15	15	13	13	30	26	55
	6%	7%	5%	5%	5%	11% ^g ^h ^k	7%	4%	3%	5%	9% ^h ^k	3%	7%	4%	6%	5%	6%	5%	6%	6%	5%
Trade unions/ Strikes	10	5	6	3	4	1	-	*	3	6	1	3	7	3	1	2	4	4	3	8	11
	1%	1%	1%	2% ^j	2%	*	-	*	1%	2% ^j	*	1%	2%	1%	*	1%	2%	2%	1%	2%	1%
Transport/Public transport	35	18	17	2	5	9	9	5	4	7	18	10	16	19	10	15	2	8	25	10	37
	4%	4%	3%	2%	3%	5%	5%	4%	2%	2%	5%	3%	3%	4%	4%	5% ⁿ ^q	1%	3%	5% ⁿ	2%	4%
Unemployment/Factory closure/Lack of industry	222	112	109	40	46	42	40	27	27	86	82	54	128	94	39	51	60	72	91	131	234
	22%	23%	21%	30% ^g ^h ^k	27% ^h ^k	26% ^h ^k	23% ^h ^k	19%	13%	28% ^g ^h ^k	24% ^h ^k	15%	28%	18%	15%	19%	28% ^l ^m	30% ^l ^m	17%	29% ^l ^m	23%
Other	48	31	17	7	2	7	6	10	15	10	13	25	17	31	16	14	11	7	30	18	49
	5%	7% ^b	3%	6%	1%	4%	4%	7% ^d	7% ^d	3%	4%	7% ^d ⁱ	4%	6%	6%	5%	5%	3%	6%	4%	5%
MEAN NUMBER OF MENTIONS	3.32	3.23	3.39	2.77	3.15	3.47 ^c	3.58 ^c	3.51 ^c	3.32	2.98	3.52 ^c	3.40 ^c	3.15	3.46	3.87 ^m	3.17	3.09	3.07	3.51 ^m	3.08	3.33
							ⁱ	ⁱ			ⁱ				ⁿ ^o ^p ^q			^o ^q			
STANDARD ERROR	0.08	0.11	0.13	0.16	0.22	0.19	0.24	0.20	0.18	0.14	0.15	0.13	0.11	0.12	0.22	0.13	0.14	0.15	0.12	0.10	0.08
ERROR VARIANCE	0.01	0.01	0.02	0.02	0.05	0.04	0.06	0.04	0.03	0.02	0.02	0.02	0.01	0.01	0.05	0.02	0.02	0.02	0.02	0.01	0.01
Don't know	147	66	81	35	38	19	13	14	28	74	32	41	93	54	21	37	37	51	59	88	152
	15%	14%	16%	27% ^e ^f	22% ^e ^f	12%	7%	10%	13%	24% ^e ^f ^g	9%	12%	20%	10%	8%	14% ^p	17% ^l ^p	21% ^l ^m	11%	19% ^l ^p	15%
				^g ^h ^k	^g ^h ^k					^h ^j ^k							^p				

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 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		
	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	1015	493	522	126	140	151	164	186	248	266	315	434	417	598	231	307	205	272	538	477	1015
WEIGHTED BASE	996	481	514	132	170	164	174	141	215	302	338	356	466	530	267	275	215	239	541	454	1015
	100%	48%	52%	13%	17%	16%	17%	14%	22%	30%	34%	36%	47%	53%	27%	28%	22%	24%	54%	46%	102%
Personal finances (NET)	286	140	146	35	68	44	55	42	42	103	100	84	147	139	81	77	55	74	158	129	292
	29%	29%	28%	26%	40% ce hijk	27%	32% h	30% hk	19%	34% ch k	29% h	24% h	32%	26%	30%	28%	25%	31%	29%	28%	29%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	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+
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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)	
UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Ageing population/ Social care for the elderly	97 10%	75 9%	7 15%	15 17% ^{ad} egh	32 10% ^e	18 7%	32 11%	25 10%	32 9%	10 8%	26 10%	16 11%	36 11% ^{np}	40 13% ^{np}	13 9% ^{np}	6 3%	76 12% ^{np}	19 6% ⁿ	103 10%
AIDS	3 *	2 *	1 2% ⁱ	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	1 1% ^o	2 1% ^o	- -	3 1% ^o	3 *
Animal welfare	13 1%	11 1%	- -	2 2%	5 1%	3 1%	2 1%	2 1%	6 2%	- -	6 2%	6 4% ^{afh}	6 2%	4 1%	1 1%	2 1%	10 2%	2 1%	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	17 2%	15 2% ^f	- -	2 2% ^f	7 2% ^f	5 2% ^f	- -	- -	10 3% ^f	3 2% ^f	9 3% ^f	6 4% ^f	6 2%	6 2%	3 2%	2 1%	12 2%	5 2%	18 2%
Common Market/EU/ Europe/Euro/ Constitution	124 12%	106 12% ^h	8 17% ^h	10 12% ^h	38 11% ^h	27 11% ^h	39 13% ^h	30 12%	48 13% ^h	1 1%	35 13% ^h	34 24% ^{ac} defgh i	63 20% ^{lm} nop	42 13% ^{mp}	6 4%	14 7%	104 16% ^{mnp}	20 6%	124 12%
Countryside/Rural life	26 3%	23 3%	2 4%	1 1%	8 2%	7 3%	8 3%	6 2%	10 3% ^h	1 1%	6 2% ^h	5 4%	10 3%	10 3%	4 3%	1 *	20 3%	5 2%	23 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	130 13%	114 13%	6 13%	9 10%	34 10%	25 10%	40 13%	33 13%	56 16% ^d	35 27% ^{ac} defgi j	50 18% ^{ad} egj	15 10%	35 11%	37 11%	30 20% ^{kl} o	28 14%	72 11%	58 17% ^{ko}	142 14%
Defence/Foreign affairs/ International terrorism	156 16%	134 16% ^{gh} i	7 14% ^h	15 17% ^h	65 20% ^{ag} hi	51 21% ^{ag} hi	49 16% ^h	42 16%	41 11% ^h	2 2%	28 10% ^h	26 18% ^{gh} i	65 20% ^{mn} op	47 15%	16 11%	25 13%	113 18% ^{mp}	41 12%	151 15%

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

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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)	
UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Drug abuse	67	54	2	11	19	9	20	17	28	19	26	7	15	17	16	18	31	34	75
	7%	6%e	5%	12%ade	6%e	4%	6%	7%	8%e	15%ad	10%aeg	5%	5%	5%	11%kl	10%ko	5%	10%klo	7%
				j					efgij		j				o				
Economy/Economic situation	325	281	13	31	109	78	81	68	135	36	101	65	111	121	30	57	232	88	323
	33%	33%f	26%	36%	33%	32%	26%	26%	38%af	28%	37%fh	45%ab	35%mp	38%mp	21%	30%	36%mp	26%g	32%
								h				defgh							
Education/Schools	126	108	9	9	35	26	47	37	44	10	31	22	33	55	11	24	88	35	117
	13%	13%h	20%h	11%	11%	11%	15%h	14%	12%h	8%	11%h	15%	10%	17%kmo	8%	13%	14%km	10%	12%
														p					
Foot and mouth outbreak/Farming crisis	3	3	-	-	1	1	1	1	1	-	1	1	3	-	-	-	3	-	4
	*	*	-	-	*	*	*	*	*	-	*	1%	1%	-	-	-	*	-	*
Housing	102	92	3	7	23	16	11	8	69	35	59	25	24	22	19	35	46	54	107
	10%	11%def	7%	8%	7%	7%	4%	3%	19%ab	27%ab	22%ab	17%acd	7%	7%	13%kl	18%klo	7%	16%kl	11%
									cdef	cdefg	cdefg	ef			o			o	
Immigration/immigrants	371	329	16	26	127	101	108	92	136	29	99	70	138	123	52	54	261	106	392
	37%	38%h	32%	31%	39%ch	42%h	35%h	35%	38%h	22%	36%h	49%ac	43%np	39%n	36%	28%	41%np	31%	39%
											fg	ghi							
Inflation/Prices	91	75	1	16	41	25	20	19	31	18	25	6	15	27	26	22	42	47	98
	9%	9%	1%	18%ab	12%ab	10%	6%	7%	9%j	14%abf	9%j	5%	5%	8%	17%kl	11%ko	7%k	14%kl	10%
				defgi	fj				gij						o			o	
				j															
Local government/Council tax	30	25	-	5	8	2	4	4	19	7	18	11	8	11	4	5	20	8	29
	3%	3%e	-	6%def	2%e	1%	1%	1%	5%aef	5%ef	7%ade	8%ade	3%	4%	3%	2%	3%	2%	3%
									f		f								

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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	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)
UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Low pay/Minimum wage/Fair wages	114	92	2	20	39	19	35	32	41	16	34	18	20	45	22	26	64	48	113
	11%	11%	5%	23% ^{ab}	12% ^e	8%	11%	12%	11%	12%	12%	13%	6%	14% ^{ko}	15% ^k	13% ^k	10% ^k	14% ^k	11%
Morality/ Individual behaviour/ Lifestyle	62	50	4	8	21	13	15	10	27	6	22	16	26	16	8	12	41	20	62
	6%	6%	9%	9%	6%	5%	5%	4%	8%	5%	8% ^h	11% ^{af}	8%	5%	5%	6%	6%	6%	6%
National health service/Hospitals/ Healthcare	301	263	22	16	86	70	82	59	134	31	93	62	111	108	37	40	219	77	321
	30%	31% ^{cd}	46% ^{ac}	18% ^{defh}	26% ^c	29% ^c	26%	23%	37% ^{ac}	24%	34% ^{cd}	43% ^{ac}	35% ^{mn}	34% ^{np}	25%	21%	34% ^{mn}	23%	32%
Nationalisation/ Government control of institutions	20	14	1	5	8	3	4	3	8	3	7	4	8	8	2	2	15	5	22
	2%	2%	2%	6% ^{ade}	3% ^e	1%	1%	1%	2%	2%	3%	3%	2%	2%	2%	1%	2%	1%	2%
Northern Ireland	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	1%	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	22	16	-	5	16	11	1	1	5	1	5	4	12	8	1	1	20	2	23
	2%	2% ^f	-	6% ^{afg}	5% ^{afg}	4% ^{afg}	*	*	1%	1%	2%	3% ^f	4% ^{mnp}	2%	*	1%	3% ^p	1%	2%
Pensions/Social security/Benefits	99	78	8	13	45	32	24	16	30	7	22	16	27	40	16	15	67	32	99
	10%	9%	17% ^{fh}	15% ^h	14% ^{af}	13% ^{afh}	8%	6%	8%	5%	8% ^h	11%	8%	12%	11%	8%	10% ^k	9%	10%
Petrol prices/Fuel	34	28	-	6	12	6	6	6	17	7	13	7	8	13	6	7	21	13	35
	3%	3%	-	7% ^{def}	4% ^{ee}	2%	2%	2%	5%	5%	5%	5%	2%	4%	4%	4%	3%	4%	3%
Pollution/ Environment	66	57	4	5	14	9	18	15	33	17	30	13	16	32	5	13	48	18	64
	7%	7% ^{ee}	8%	6%	4%	4%	6%	6%	9% ^{ad}	13% ^{ad}	11% ^{ade}	9%	5%	10% ^{kmp}	3%	7%	8% ^{km}	5% ^m	6%

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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UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
WEIGHTED BASE	996	861	49*	86*	329	242	308	259	359	130	273	143	320	318	148	192	639	340	1015
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Population levels/ Overpopulation	59 6%	56 6%de	2 5%	1 2%	11 3%	9 4%	13 4%	10 4%	36 10%ac def	13 10%cd ef	33 12%ac defg	21 14%acd ef	12 4%	26 8%k	9 6%	11 6%	38 6%k	20 6%	54 5%
Pound/Exchange rate/Value of pound	10 1%	8 1%	- -	2 2%	3 1%	2 1%	1 *	1 *	5 1%	3 2%	3 1%	- -	3 1%	4 1%	1 1%	1 *	8 1%	2 1%	10 1%
Poverty/Inequality	150 15%	117 14%f	2 5%	30 34%ab defgh ij	65 20%ab ef	35 14%f	26 9%	24 9%	59 16%bf	21 16%bf	45 16%bf	23 16%f	39 12%	65 20%ko p	21 14%	25 13%	103 16%k	46 14%	152 15%
Privatisation	32 3%	27 3%	2 5%f	3 3%	10 3%	7 3%	4 1%	1 1%	18 5%af	4 3%	15 6%afh	11 8%ade f	8 3%m	16 5%mp	- -	7 4%m	25 4%km	7 2%	29 3%
Public services in general	57 6%	50 6%	4 7%	4 4%	13 4%	9 4%	16 5%	12 5%	28 8%ad	9 7%	25 9%ad e	17 12%ade f	16 5%	23 7%	9 6%	9 5%	38 6%	19 5%	56 6%
Race relations	51 5%	41 5%h	2 3%	9 10%ade ghi	19 6%eh	10 4%	17 5%	15 6%	15 4%h	2 1%	12 4%h	10 7%h	16 5%	19 6%	9 6%p	4 2%	35 6%	14 4%	50 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	23 2%	9 1%	1 2%	13 15%abd efghij	17 5%aef ghi	4 2%	3 1%	2 1%	3 1%	- -	2 1%	2 1%	8 2%	12 4%np	2 1%	1 *	20 3%np	3 1%	25 2%
Taxation	56 6%	43 5%	8 16%ade fj	6 7%	13 4%	8 3%	14 4%	6 2%	29 8%ad e	16 13%ade fji	25 9%ade f	8 6%	12 4%	21 7%	9 6%	12 6%	33 5%k	21 6%	55 5%

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UNWEIGHTED BASE	1015	855	52	108	375	267	280	228	360	146	267	121	368	256	193	186	624	379	1015
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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	32%	15%	19%	64%	34%	102%
Trade unions/ Strikes	10 1%	9 1%	- -	1 1%	5 1%	4 2%	2 1%	2 1%	3 1%	3 2%	3 1%	1 1%	5 2%	1 *	* *	3 1%	6 1%	3 1%	11 1%
Transport/Public transport	35 4%	34 4%f	- -	1 1%	11 3%f	10 4%f	2 1%	2 1%	22 6%af	11 8%abc df	19 7%acf	8 6%f	10 3%	11 3%	4 3%	11 6%	21 3%	15 4%	37 4%
Unemployment/ Factory closure/ Lack of industry	222 22%	179 21%	11 22%	32 37%ad efgij	85 26%ae j	53 22%	63 20%	53 20%	74 21%	39 30%af gij	60 22%j	21 15%	56 17%	70 22%	44 30%ko	52 27%ko	125 20%	96 28%ko	234 23%
Other	48 5%	43 5%h	2 4%	3 3%	12 4%	9 4%	12 4%	10 4%	25 7%ah	2 1%	19 7%h	17 12%acd efghi	19 6%	15 5%	8 6%	6 3%	34 5%	14 4%	49 5%
MEAN NUMBER OF MENTIONS	3.32	3.25f	3.27	4.02a def	3.35e f	3.11	2.83	2.75	3.70a ef	3.38f	3.81a efh	4.20a def	3.24	3.59	3.22	3.14	3.41k	3.17	3.33
STANDARD ERROR	0.08	0.09	0.33	0.34	0.13	0.12	0.10	0.10	0.17	0.19	0.20	0.37	0.13	0.17	0.17	0.22	0.10	0.14	0.08
ERROR VARIANCE	0.01	0.01	0.11	0.11	0.02	0.01	0.01	0.01	0.03	0.04	0.04	0.13	0.02	0.03	0.03	0.05	0.01	0.02	0.01
Don't know	147 15%	133 15%ij	7 14%	8 9%	43 13%j	36 15%j	54 18%j	47 18%	50 14%ij	23 18%ij	32 12%j	8 6%	40 12%	27 8%	28 19%lo	50 26%kl o	66 10%	77 23%kl o	152 15%
Personal finances (NET)	286 29%	231 27%b	5 11%	50 58%ab defgh ij	114 35%ab ef	65 27%b	68 22%b	63 24%	104 29%b	44 34%ab f	85 31%bf	41 28%b	70 22%	106 33%ko	50 34%k	55 29%	176 28%k	105 31%k	292 29%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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UNWEIGHTED BASE	1015	363	113	539	48	154	246	42	861	196	70	109	251	294	1015
WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Ageing population/ Social care for the elderly	97	41	9	47	-	22	18	6	75	28	3	1	36	23	103
	10%	10% ^d	7%	10% ^d	-	15% ^{gi}	8%	14%	9%	14% ^{gir}	5%	2%	13% ^l	7%	10%
AIDS	3	-	-	3	-	-	-	-	3	-	-	1	-	1	3
	*	-	-	1%	-	-	-	-	*	-	-	1%	-	*	*
Animal welfare	13	3	2	8	-	4	1	-	9	4	2	1	1	-	14
	1%	1%	2%	2%	-	2%	*	-	1%	2%	3%	1%	*	-	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	17	10	4	4	-	-	2	1	17	1	4	1	6	2	18
	2%	2%	3%	1%	-	-	1%	2%	2%	*	5% ^{fj}	1%	2%	1%	2%
Common Market/EU/ Europe/Euro/ Constitution	124	56	13	55	4	42	14	11	82	53	19	11	45	25	124
	12%	13%	10%	12%	9%	28% ^{gi}	6%	25% ^{gi}	10% ^g	27% ^{gi}	30% ^{gi}	12%	16%	8%	12%
Countryside/Rural life	26	7	6	13	-	3	4	1	23	4	3	2	9	10	23
	3%	2%	5% ^a	3%	-	2%	2%	3%	3%	2%	4%	3%	3%	3%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	130	49	14	66	7	19	38	2	111	21	7	15	29	53	142
	13%	12%	12%	14%	18%	12%	17%	4%	13%	11%	11%	16%	10%	17%	14%
Defence/Foreign affairs/ International terrorism	156	60	20	76	5	38	33	11	117	50	7	12	62	37	151
	16%	14%	17%	17%	13%	25% ^{gi}	14%	26% ⁱ	14%	26% ^{gi}	11% ^r	13%	22%	12%	15%
Drug abuse	67	25	10	32	2	10	16	2	57	12	5	5	10	30	75
	7%	6%	8%	7%	4%	7%	7%	5%	7%	6%	7%	5%	4%	9%	7%

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UNWEIGHTED BASE	1015	363	113	539	48	154	246	42	861	196	70	109	251	294	1015
WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Economy/Economic situation	325	152	46	128	11	69	64	25	256	94	14	22	113	85	323
	33%	36% ^c	38% ^c	28%	27%	46% ^{gi}	28%	56% ^{gi}	30%	48% ^{gi}	22%	24%	40% ^l	27%	32%
Education/Schools	126	59	17	50	2	18	30	5	109	23	7	8	48	54	117
	13%	14%	14%	11%	4%	12%	13%	12%	13%	12%	10%	8%	17%	17%	12%
Foot and mouth outbreak/Farming crisis	3	-	-	3	-	1	1	-	2	1	-	-	-	1	4
	*	-	-	1%	-	1%	1%	-	*	*	-	-	-	*	*
Housing	102	35	20	48	3	16	26	3	87	19	6	14	19	44	107
	10%	8%	17% ^a	10%	7%	10%	11%	7%	10%	10%	9%	16% ^m	7%	14%	11%
Immigration/immigrants	371	144	42	185	12	77	78	12	295	89	51	32	103	101	392
	37%	34%	35% ^d	41%	27%	51% ^{gh}	34%	27%	35%	45% ^{gh}	79% ^{fg}	34%	36%	32%	39%
Inflation/Prices	91	44	12	35	7	7	26	3	85	9	8	13	25	42	98
	9%	11%	10%	8%	17% ^c	4%	11% ^{fj}	6%	10% ^{fj}	5%	12% ^{fj}	14%	9%	13%	10%
Local government/Council tax	30	10	6	14	1	3	4	1	27	4	1	1	9	13	29
	3%	2%	5%	3%	2%	2%	2%	2%	3%	2%	1%	1%	3%	4%	3%
Low pay/Minimum wage/Fair wages	114	56	18	40	5	9	32	5	105	14	9	13	32	46	113
	11%	13% ^c	15%	9%	12%	6%	14% ^{fj}	11%	12% ^{fj}	7%	13%	14%	11%	15%	11%
Morality/Individual behaviour/Lifestyle	62	20	11	31	4	9	13	6	53	14	6	5	13	22	62
	6%	5%	10%	7%	9%	6%	6%	13%	6%	7%	9%	5%	4%	7%	6%
National health service/Hospitals/Healthcare	301	123	41	137	6	50	74	22	251	72	28	21	104	80	321
	30%	29%	35% ^d	30% ^d	15%	33%	32%	49% ^{gi}	30%	37%	43% ⁱ	23%	37% ^l	25%	32%

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WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Nationalisation/ Government control of institutions	20 2%	10 2%	2 1%	8 2%	1 3%	2 1%	8 4%	- -	18 2%	2 1%	1 1%	1 1%	7 3%	3 1%	22 2%
Northern Ireland	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	22 2%	10 2%	3 3%	9 2%	2 4%	2 1%	8 3%	1 3%	20 2%	3 2%	- -	- -	7 2%	6 2%	23 2%
Pensions/Social security/Benefits	99 10%	45 11%	12 10%	42 9%	5 12%	20 13%	20 9%	4 10%	80 9%	24 12%	6 9%	12 13%	40 14%	45 14%	99 10%
Petrol prices/Fuel	34 3%	19 5% ^c	6 5%	9 2%	1 3%	5 3%	5 2%	- -	29 3%	5 3%	4 5%	3 3%	11 4%	15 5%	35 3%
Pollution/ Environment	66 7%	32 8%	14 11% ^c	21 5%	2 4%	6 4%	19 8%	6 13% ^f	60 7%	12 6% ^f	2 3%	5 6%	18 6%	23 7%	64 6%
Population levels/ Overpopulation	59 6%	29 7%	10 8%	20 4%	- -	9 6%	13 6%	2 5%	51 6%	11 6%	5 7%	3 3%	9 3%	22 7%	54 5%
Pound/Exchange rate/Value of pound	10 1%	6 1%	1 1%	3 1%	- -	2 1%	3 1%	- -	8 1%	2 1%	1 1%	- -	4 1%	5 2%	10 1%
Poverty/Inequality	150 15%	67 16%	20 17%	62 14%	8 20%	12 8%	43 19% ^f	12 26% ^{fj}	138 16% ^f	23 12% ^f	6 9%	20 21%	38 14%	48 15%	152 15%
Privatisation	32 3%	16 4%	3 2%	13 3%	- -	1 1%	7 3%	2 5%	30 4%	3 2%	- -	1 1%	9 3%	10 3%	29 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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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)		
UNWEIGHTED BASE	1015	363	113	539	48	154	246	42	861	196	70	109	251	294	1015
WEIGHTED BASE	996	419	119	457	42*	151	232	44*	845	195	66*	93*	284	316	1015
	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Public services in general	57	28	11	18	2	7	17	2	50	9	3	3	13	16	56
	6%	7%	10% ^c	4%	5%	5%	7%	5%	6%	5%	5%	4%	5%	5%	6%
Race relations	51	22	5	24	1	7	12	3	44	10	4	3	16	17	50
	5%	5%	4%	5%	1%	5%	5%	7%	5%	5%	6%	3%	6%	5%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	23	10	2	10	1	5	2	2	18	7	2	1	11	5	25
	2%	2%	2%	2%	2%	3%	1%	5%	2%	4%	3%	1%	4%	1%	2%
Taxation	56	33	10	13	2	2	19	1	54	4	5	3	9	28	55
	6%	8% ^c	9% ^c	3%	5%	2%	8% ^{fj}	3%	6% ^{fj}	2%	7% ^{fj}	3%	3%	9%	5%
Trade unions/ Strikes	10	4	1	5	1	2	2	-	9	2	*	-	3	5	11
	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	-	1%	2%	1%
Transport/Public transport	35	18	3	15	1	6	8	-	29	6	1	2	12	13	37
	4%	4%	3%	3%	3%	4%	4%	-	3%	3%	1%	2%	4%	4%	4%
Unemployment/ Factory closure/ Lack of industry	222	107	23	92	15	20	66	3	202	22	10	19	63	83	234
	22%	25%	19%	20%	36% ^{bc}	13%	28% ^{fhj}	6%	24% ^{fh}	12%	15%	21%	22%	26%	23%
Other	48	14	8	27	1	12	9	2	36	15	4	10	15	16	49
	5%	3%	7%	6%	3%	8%	4%	5%	4%	7%	5%	10%	5%	5%	5%
MEAN NUMBER OF MENTIONS	3.32	3.37	3.66	3.17	2.97	3.48	3.31	3.68	3.29	3.53	3.58	3.07	3.39	3.41	3.33
STANDARD ERROR	0.08	0.13	0.31	0.11	0.28	0.22	0.16	0.34	0.09	0.18	0.33	0.18	0.13	0.16	0.08
ERROR VARIANCE	0.01	0.02	0.10	0.01	0.08	0.05	0.02	0.11	0.01	0.03	0.11	0.03	0.02	0.03	0.01

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	100%	42%	12%	46%	4%*	15%	23%	4%*	85%	20%	7%*	9%*	29%	32%	102%
Don't know	147	49	11	87	12	12	31	5	135	16	4	20	14	50	152
	15%	12%	9%	19%ab	28%ab	8%	13%	11%	16%fjr	8%	6%	22% ^m	5%	16%	15%
Personal finances (NET)	286	138	41	107	14	27	75	16	259	43	21	30	79	108	292
	29%	33% ^c	35% ^c	23%	32%	18%	32% ^{fj}	35% ^{fj}	31% ^{fj}	22% ^f	32% ^f	33%	28%	34%	29%
Median	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

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	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Ageing population/ Social care for the elderly	97 10%	37 11%	47 16%t	22 17%t	39 10%	19 38%abc eft	23 15%	24 19%at	14 5%	53 10%g	29 17%gh	92 11%k	4 3%	18 10%	33 9%	17 16%	25 10%	11 13%	15 12%	103 10%
AIDS	3 *	2 1%	2 1%	2 1%	2 *	1 2%	1 1%	2 2%	1 *	1 *	1 *	3 *	- -	- -	- -	- -	- -	- -	- -	3 *
Animal welfare	13 1%	5 2%	6 2%	6 4%	6 2%	3 7%at	6 4%	2 1%	1 *	7 1%	5 3%g	13 1%	- -	1 *	4 1%	2 2%	6 2% s	6 7%qs	1 *	14 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	17 2%	5 1%	4 1%	1 1%	5 1%	1 1%	5 3%	- -	2 1%	11 2%	4 2%	16 2%	1 1%	1 1%	12 3%	4 3%	5 2%	3 3%	1 1%	18 2%
Common Market/EU/ Europe/Euro/ Constitution	124 12%	48 15%	55 18% c	14 10%	66 18% c	8 16%	40 26% acf t	15 12%	20 8%	65 12%	40 23% gh	121 14% k	2 2%	20 11%	52 15%	19 18% s	30 11% s	17 20% qs	8 6%	124 12%
Countryside/Rural life	26 3%	13 4%	13 4%	9 7%	14 4%	6 12% abt	11 7%	7 6%	1 *	15 3% g	10 6% gh	25 3%	1 1%	3 2%	12 3%	2 2%	5 2%	2 2%	3 2%	23 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	130 13%	48 15%	48 16%	130 100% abe ftu	59 16%	12 23%	24 15%	15 12%	57 21% hi	54 10%	19 11%	104 12%	26 21% j	20 11%	46 13%	12 11%	41 16%	13 15%	18 14%	142 14%
Defence/Foreign affairs/ International terrorism	156 16%	61 19%	54 18%	24 18%	62 17%	11 22%	156 100% abc ftu	15 12%	33 12%	81 15%	42 24% gh	151 17% k	4 4%	27 15%	53 15%	22 21%	39 15%	16 19%	18 15%	151 15%
Drug abuse	67 7%	21 6%	31 10% a	38 29% abef t	29 8%	10 19% aet	12 8%	11 9%	27 10% h	27 5%	13 7%	53 6%	14 12% j	14 8%	22 6%	6 6%	30 11%	9 11%	12 10%	75 7%

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What do you see as the main/other important issues facing Britain today?
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	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	RACE RELATIONS (u)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Economy/Economic situation	325	325	106	48	109	18	61	53	71	193	62	288	33	64	132	47	58	26	20	323
	33%	100%bce	35%t	37%	29%	36%	39%t	42%t	27%	35%g	35%	33%	27%	36%	37%	44%qrs	22% ^s	30% ^s	16%	32%
Education/Schools	126	53	70	15	41	11	15	126	24	74	28	106	21	32	45	12	24	9	12	117
	13%	16%et	23%ace	12%	11%	21%e	10%	100%abce	9%	13%	16%g	12%	17%	18%	13%	11%	9%	10%	10%	12%
Foot and mouth outbreak/Farming crisis	3	1	1	-	1	1	1	2	1	1	1	1	1	-	-	-	1	1	1	4
	*	*	*	-	*	2%	1%	1%	*	*	1%	*	1%	-	-	-	*	1%	*	*
Housing	102	46	46	28	37	8	15	22	35	44	23	79	22	14	42	13	31	11	10	107
	10%	14%	15%t	21%aet	10%	17%	9%	18%t	13%h	8%	13%	9%	19%j	8%	12%	12%	12%	12%	8%	11%
Immigration/immigrants	371	109	125	59	371	21	62	41	91	202	78	345	26	67	120	27	122	47	64	392
	37%	33%	42%af	46%af	100%abc	42%	40%	32%	34%	37%	44%g	40%k	22%	38%	34%	25%	47% ^p	55% ^p	51% ^p	39%
Inflation/Prices	91	33	20	13	29	6	11	13	33	46	13	70	21	18	38	11	26	8	8	98
	9%	10%	6%	10%	8%	12%	7%	10%	12%	8%	7%	8%	17%j	10%	11%	11%	10% ^s	9%	6%	10%
Local government/Council tax	30	17	9	10	14	4	9	8	9	13	8	25	5	4	12	5	13	3	5	29
	3%	5%	3%	8%bt	4%	8%	6%	6%	3%	2%	5%	3%	4%	2%	4%	5%	5%	3%	4%	3%
Low pay/Minimum wage/Fair wages	114	52	34	25	53	10	22	25	25	66	23	101	11	23	51	11	31	6	18	113
	11%	16%	11%	20%b	14%	20%	14%	20%b	9%	12%	13%	12%	9%	13%	14%	10%	12%	7%	14%	11%
Morality/Individual behaviour/Lifestyle	62	25	18	12	24	13	19	12	14	35	13	55	6	16	14	8	11	6	2	62
	6%	8%	6%	9%	6%	26%abc	12%bt	10%	5%	6%	7%	6%	5%	9% ^m	4%	8% ^s	4% ^s	6%	2%	6%

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UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
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	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
National health service/Hospitals/Healthcare	301	106	301	48	125	14	54	70	68	163	70	270	29	65	97	36	84	33	38	321
	30%	33%	100%ace	37%	34%	28%	34%	56%ace	26%	29%	40%gh	31%	24%	37%im	27%	34%	32%	38%	31%	32%
Nationalisation/Government control of institutions	20	9	7	3	7	5	7	6	5	10	5	20	-	5	7	5	3	1	1	22
	2%	3%	2%	2%	2%	10%abct	4%	4%	2%	2%	3%	2%	-	3%	2%	5%q	1%	1%	1%	2%
Northern Ireland	1	1	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	1
	*	*	*	-	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	-	*
Nuclear weapons/Nuclear war/Disarmament	22	8	10	8	10	4	10	5	8	9	5	20	2	5	8	1	7	1	5	23
	2%	2%	3%	6%	3%	8%at	6%at	4%	3%	2%	3%	2%	1%	3%	2%	1%	3%	1%	4%	2%
Pensions/Social security/Benefits	99	39	41	11	50	13	25	21	18	60	22	93	7	18	37	9	27	10	18	99
	10%	12%	14%	9%	14%	25%abc	16%	17%	7%	11%	13%g	11%	6%	10%	10%	9%	10%	12%	14%	10%
Petrol prices/Fuel	34	19	14	12	17	9	13	12	8	17	10	32	2	6	20	1	7	4	2	35
	3%	6%	5%	9%bt	5%	17%abt	8%	10%bt	3%	3%	6%	4%	2%	3%	6%	1%	3%	5%	2%	3%
Pollution/Environment	66	37	30	18	19	9	18	15	23	24	18	58	8	17	29	13	13	2	5	64
	7%	12%t	10%t	14%t	5%	18%t	11%t	12%t	9%h	4%	10%h	7%	6%	10%	8%	12%qrs	5%	3%	4%	6%
Population levels/Overpopulation	59	25	28	20	30	11	21	9	17	24	19	52	7	9	28	4	20	6	7	54
	6%	8%	9%	15%aft	8%	22%abf	14%at	7%	6%	4%	11%h	6%	6%	5%	8%	4%	8%	7%	5%	5%
Pound/Exchange rate/Value of pound	10	4	4	2	6	3	2	2	3	5	2	8	1	1	5	1	4	1	2	10
	1%	1%	1%	2%	2%	5%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%

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	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Poverty/Inequality	150	61	44	22	39	9	19	20	36	82	32	140	10	27	60	28	31	9	15	152
	15%	19%t	15%	17%t	10%	18%	12%	16%	13%	15%	18%	16%k	8%	15%	17%	26%qrs	12%	10%	12%	15%
Privatisation	32	18	19	5	10	4	8	11	8	16	8	29	2	8	11	6	9	2	6	29
	3%	5%t	6%t	4%	3%	7%	5%	9%t	3%	3%	4%	3%	2%	5%	3%	5%	3%	2%	4%	3%
Public services in general	57	28	32	9	21	6	22	16	12	30	15	51	6	16	26	7	21	5	10	56
	6%	9%	11%t	7%	6%	12%	14%ct	12%t	5%	5%	9%	6%	5%	9%	7%	7%	8%	6%	8%	6%
Race relations	51	18	14	12	21	51	11	11	8	30	13	48	1	6	20	5	14	4	8	50
	5%	6%	5%	9%b	6%	100%abceft	7%	8%	3%	5%	7%	6%k	1%	3%	5%	5%	5%	4%	7%	5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	23	13	9	4	7	4	10	2	4	12	7	23	-	5	9	6	4	*	3	25
	2%	4%	3%	3%	2%	7%t	6%t	2%	1%	2%	4%	3%	-	3%	3%	5%	2%	1%	2%	2%
Taxation	56	21	19	12	22	10	8	9	21	18	17	48	8	14	29	4	15	4	5	55
	6%	7%	6%	9%	6%	19%abef	5%	7%	8%h	3%	10%h	6%	7%	8%	8%	4%	6%	4%	4%	5%
Trade unions/ Strikes	10	3	2	1	2	2	5	1	4	5	1	7	3	-	6	1	1	1	-	11
	1%	1%	1%	1%	1%	3%	4%abt	1%	2%	1%	1%	1%	3%	-	2%	1%	*	1%	-	1%
Transport/Public transport	35	16	21	10	17	4	11	8	13	16	6	31	4	6	16	3	16	2	5	37
	4%	5%	7%	8%	4%	8%	7%	6%	5%	3%	3%	4%	3%	3%	4%	3%	6%	3%	4%	4%
Unemployment/ Factory closure/ Lack of industry	222	69	64	44	78	16	28	30	82	111	30	177	41	43	86	11	61	14	32	234
	22%	21%	21%	34%abe	21%	31%	18%	24%	31%hi	20%	17%	20%	34%j	24%	24%	11%	23%p	16%	25%p	23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - 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 : 7th - 17th November 2014
 Number of sample points : 178
 Source : Ipsos MORI (JN Q218)

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 (t)	RACE RELATIONS (u)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1015	323	321	142	392	50	151	117	301	543	171	867	142	160	314	107	280	95	136	1015
WEIGHTED BASE	996	325	301	130	371	51*	156	126*	267	554	175	868	121	177	356	106*	261	87*	125	1015
	100%	33%	30%	13%	37%	5%*	16%	13%*	27%	56%	18%	87%	12%	18%	36%	11%*	26%	9%*	13%	102%
Other	48	10	15	2	10	-	4	6	5	31	12	46	1	3	19	7	11	5	6	49
	5%	3%	5%	1%	3%	-	3%	5%	2%	6%g	7%g	5%k	1%	2%	5%	6%	4%	5%	5%	5%
MEAN NUMBER OF MENTIONS	3.32	4.40	4.56t	5.41ab	3.97	6.65ab	4.99t	5.18t	3.18	3.13	4.12gh	3.37	2.98	3.48	3.49	3.53	3.36	3.50	3.18	3.33
STANDARD ERROR	0.08	0.21	0.20	0.36	0.17	0.91	0.39	0.43	0.12	0.09	0.33	0.09	0.13	0.18	0.16	0.25	0.14	0.29	0.18	0.08
ERROR VARIANCE	0.01	0.04	0.04	0.13	0.03	0.82	0.15	0.18	0.01	0.01	0.11	0.01	0.02	0.03	0.03	0.06	0.02	0.08	0.03	0.01
Don't know	147	23	7	5	24	2	8	5	47	79	21	117	28	19	39	8	33	7	18	152
	15%	7%b	2%	4%	7%b	4%	5%	4%	18%	14%	12%	13%	23%j	11%	11%	8%	13%	9%	14%	15%
Personal finances (NET)	286	108	76	40	89	17	38	42	80	152	54	247	37	57	122	37	76	25	30	292
	29%	33%bt	25%	31%	24%	34%	25%	34%t	30%	27%	31%	28%	30%	32%	34%	35%	29%	29%	24%	29%
Median	2	3	3	4	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/t/u - 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+
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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	
UNWEIGHTED BASE	1015	128	138	169	146	241	193	1015
WEIGHTED BASE	996	142	160	196	142	204	152	1015
	100%	14%	16%	20%	14%	20%	15%	102%
Ageing population/ Social care for the elderly	97	11	-	24	10	34	17	103
	10%	8%	-	12%	7%	17%	11%	10%
AIDS	3	1	-	-	1	-	1	3
	*	1%	-	-	1%	-	1%	*
Animal welfare	13	2	1	2	-	7	2	14
	1%	1%	1%	1%	-	3%	1%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	17	2	4	3	1	5	1	18
	2%	2%	3%	2%	1%	2%	1%	2%
Common Market/EU/ Europe/Euro/ Constitution	124	13	5	26	12	44	25	124
	12%	9%	3%	13%	9%	22%	17%	12%
Countryside/Rural life	26	2	3	5	3	9	4	23
	3%	1%	2%	3%	2%	4%	3%	2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	130	15	21	21	34	20	19	142
	13%	11%	13%	11%	24%	10%	12%	14%
Defence/Foreign affairs/ International terrorism	156	19	17	34	13	49	23	151
	16%	13%	11%	18%	9%	24%	15%	15%
Drug abuse	67	11	10	11	16	12	8	75
	7%	8%	6%	5%	11%	6%	5%	7%
Economy/Economic situation	325	46	35	82	48	80	35	323
	33%	32%	22%	42%	33%	39%	23%	32%
Education/Schools	126	29	18	34	12	27	7	117
	13%	21%	11%	17%	8%	13%	5%	12%

Respondent type : GB Adults 18+
Fieldwork dates : 7th - 17th November 2014
Number of sample points : 178
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Ipsos MORI

ISSUES INDEX (FINAL)

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	1015	128	138	169	146	241	193	1015
WEIGHTED BASE	996	142	160	196	142	204	152	1015
	100%	14%	16%	20%	14%	20%	15%	102%
Foot and mouth outbreak/Farming crisis	3 *	-	1	-	-	1	1	4 *
Housing	102 10%	18 12%	16 10%	10 5%	31 22%	17 9%	10 7%	107 11%
Immigration/immigrants	371 37%	47 33%	32 20%	60 31%	57 40%	89 44%	85 56%	392 39%
Inflation/Prices	91 9%	14 10%	23 14%	13 7%	20 14%	14 7%	6 4%	98 10%
Local government/Council tax	30 3%	5 3%	7 4%	4 2%	4 3%	4 2%	5 4%	29 3%
Low pay/Minimum wage/Fair wages	114 11%	14 10%	25 16%	23 12%	26 18%	20 10%	7 5%	113 11%
Morality/Individual behaviour/Lifestyle	62 6%	6 4%	7 4%	13 7%	9 6%	23 11%	5 3%	62 6%
National health service/Hospitals/Healthcare	301 30%	32 23%	12 7%	73 37%	43 31%	89 43%	52 35%	321 32%
Nationalisation/Government control of institutions	20 2%	1 1%	4 2%	4 2%	3 2%	8 4%	1 1%	22 2%
Northern Ireland	1 *	1 1%	-	-	-	-	-	1 *
Nuclear weapons/Nuclear war/Disarmament	22 2%	3 2%	5 3%	4 2%	2 1%	5 3%	3 2%	23 2%
Pensions/Social security/Benefits	99 10%	18 12%	13 8%	26 13%	14 10%	20 10%	9 6%	99 10%

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	
UNWEIGHTED BASE	1015	128	138	169	146	241	193	1015
WEIGHTED BASE	996	142	160	196	142	204	152	1015
	100%	14%	16%	20%	14%	20%	15%	102%
Petrol prices/Fuel	34 3%	7 5%	7 5%	6 3%	5 4%	8 4%	1 1%	35 3%
Pollution/ Environment	66 7%	12 9%	7 4%	18 9%	9 7%	17 8%	3 2%	64 6%
Population levels/ Overpopulation	59 6%	5 4%	8 5%	12 6%	13 9%	17 9%	4 3%	54 5%
Pound/Exchange rate/Value of pound	10 1%	2 1%	- -	2 1%	4 3%	2 1%	1 *	10 1%
Poverty/Inequality	150 15%	26 19%	26 16%	24 12%	25 17%	37 18%	11 7%	152 15%
Privatisation	32 3%	8 6%	3 2%	10 5%	2 1%	6 3%	2 1%	29 3%
Public services in general	57 6%	6 5%	10 6%	14 7%	8 5%	13 6%	6 4%	56 6%
Race relations	51 5%	4 3%	- -	16 8%	10 7%	14 7%	6 4%	50 5%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	23 2%	2 2%	1 *	7 4%	2 2%	11 5%	- -	25 2%
Taxation	56 6%	6 4%	10 6%	16 8%	12 9%	8 4%	3 2%	55 5%
Trade unions/ Strikes	10 1%	1 1%	6 4%	- -	1 *	2 1%	1 1%	11 1%
Transport/Public transport	35 4%	2 2%	5 3%	15 7%	4 3%	8 4%	2 1%	37 4%

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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	
UNWEIGHTED BASE	1015	128	138	169	146	241	193	1015
WEIGHTED BASE	996	142	160	196	142	204	152	1015
	100%	14%	16%	20%	14%	20%	15%	102%
Unemployment/ Factory closure/ Lack of industry	222	29	57	34	49	28	25	234
	22%	20%	36%	17%	34%	14%	17%	23%
Other	48	3	7	12	1	15	10	49
	5%	2%	4%	6%	1%	7%	6%	5%
MEAN NUMBER OF MENTIONS	3.32	3.19	2.80	3.43	3.65	3.81	2.84	3.33
STANDARD ERROR	0.08	0.23	0.17	0.20	0.25	0.21	0.11	0.08
ERROR VARIANCE	0.01	0.05	0.03	0.04	0.06	0.05	0.01	0.01
Don't know	147	31	43	16	16	12	29	152
	15%	22%	27%	8%	11%	6%	19%	15%
Personal finances (NET)	286	44	59	50	49	63	20	292
	29%	31%	37%	26%	35%	31%	13%	29%
Median	2	2	2	2	2	2	2	2

Respondent type : GB Adults 18+
 Fieldwork dates : 7th - 17th November 2014
 Number of sample points : 178
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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+	1015
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	5	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	10	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
	15	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	20	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	25	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	30	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	35	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
●	40	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015
	44	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1015