

P.A.M. 21 - Issues Index

DRAFT

Table 31

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	995	476	519	112	150	188	162	156	143	84	262	350	383	227	225	300	204	266	525	470	995
Weighted total	991	479	511	123	163	192	163	148	105	98	286	354	351	202	258	290	202	241	548	442	995
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	1 *	3 1%	-	-	-	2 1%	-	-	2 2%	-	2 *	2 1%	2 1%	1 *	1 *	-	2 1%	2 *	2 *	3 *
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	120 12%	55 12%	64 13%	18 15%	21 13%	14 7%	20 12%	17 11%	21 20%	10 10%	39 14%	34 9%	47 13%	31 15%	22 8%	30 10%	31 15%	37 16%	51 9%	69 16%	129 13%
Defence/foreign affairs/ international terrorism	22 2%	13 3%	9 2%	2 1%	4 2%	4 2%	2 1%	5 4%	1 1%	4 4%	6 2%	6 2%	11 3%	5 3%	5 2%	4 1%	7 3%	6 3%	9 2%	13 3%	23 2%
Drug abuse	9 1%	5 1%	5 1%	-	3 2%	4 2%	-	1 1%	-	1 1%	3 1%	4 1%	3 1%	1 1%	2 1%	2 1%	1 *	4 2%	4 1%	5 1%	10 1%
Economy/economic situation	429 43%	224 47%	205 40%	50 41%	73 45%	101 53%	77 47%	68 46%	37 36%	23 24%	123 43%	178 50%	128 37%	61 30%	139 54%	142 49%	77 38%	71 29%	282 51%	148 33%	429 43%
Education/schools	8 1%	2 *	6 1%	2 2%	1 1%	2 1%	4 2%	-	-	-	3 1%	5 1%	-	-	3 1%	1 *	2 1%	3 1%	4 1%	5 1%	9 1%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	-	1 *	-	-	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Housing	13 1%	9 2%	5 1%	3 3%	4 2%	2 1%	2 1%	1 1%	1 1%	-	7 3%	4 1%	2 1%	1 1%	2 1%	4 1%	5 3%	2 1%	7 1%	7 2%	14 1%
Inflation/prices	71 7%	34 7%	37 7%	6 5%	15 9%	12 6%	11 7%	13 8%	2 2%	12 12%	21 7%	23 7%	27 8%	14 7%	2 1%	20 7%	19 9%	30 13%	22 4%	49 11%	70 7%
Local government/council tax	4 *	2 *	2 *	-	1 *	-	-	-	2 2%	1 1%	1 *	-	3 1%	3 1%	-	1 *	1 *	2 1%	1 *	2 1%	4 *
Low pay/minimum wage/ fair wages	7 1%	2 *	5 1%	2 1%	4 3%	1 1%	-	-	-	-	6 2%	1 *	-	-	1 *	-	3 1%	3 1%	1 *	6 1%	6 1%
Morality/individual behaviour	16 2%	9 2%	6 1%	3 2%	4 2%	5 3%	1 1%	* *	2 2%	1 1%	7 2%	6 2%	3 1%	2 1%	7 3%	4 1%	4 2%	1 *	11 2%	5 1%	15 2%
National Health Service/ Hospitals/Healthcare	20 2%	4 1%	16 3%	3 2%	1 1%	3 2%	8 5%	2 1%	2 2%	1 2%	4 1%	11 3%	5 1%	3 2%	9 4%	7 2%	1 *	3 1%	16 3%	4 1%	19 2%
Nationalisation/ Government control of institutions	4 *	-	4 1%	-	-	4 2%	-	-	-	-	-	4 1%	-	-	4 2%	-	-	-	4 1%	-	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 31

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Pensions/social security/benefits	6 1%	2 *	5 1%	- -	- -	- -	2 1%	- -	2 2%	3 3%	- -	2 *	5 1%	5 2%	- -	- -	3 1%	4 2%	- -	6 1%	6 1%
Petrol prices/fuel	2 *	1 *	1 *	- -	- -	1 *	- -	* *	1 1%	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	1 *	1 *	3 *
Pollution/environment	13 1%	8 2%	6 1%	1 1%	3 2%	1 1%	2 1%	5 3%	- -	1 1%	4 1%	4 1%	6 2%	1 1%	4 2%	6 2%	2 1%	2 1%	10 2%	4 1%	14 1%
Pound/exchange rate/ value of pound	15 2%	8 2%	8 1%	1 1%	* *	7 4%	2 1%	1 1%	1 1%	2 2%	2 1%	9 3%	4 1%	3 2%	3 1%	8 3%	1 *	3 1%	11 2%	4 1%	18 2%
Poverty/inequality	11 1%	5 1%	7 1%	2 2%	2 1%	3 1%	3 2%	1 *	1 1%	- -	4 1%	6 2%	2 1%	1 1%	3 1%	5 2%	2 1%	2 1%	7 1%	4 1%	13 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	4 *	1 *	3 1%	1 1%	- -	- -	- -	2 1%	1 1%	1 1%	1 *	- -	3 1%	1 1%	2 1%	- -	1 *	2 1%	2 *	2 1%	4 *
Race relations/ immigration/immigrants	91 9%	42 9%	49 10%	6 5%	6 4%	14 7%	14 9%	16 11%	20 19%	15 15%	12 4%	28 8%	50 14%	34 17%	15 6%	28 10%	22 11%	26 11%	43 8%	48 11%	94 9%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Taxation	3 *	3 1%	- -	2 1%	- -	1 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -	- -	1 *	- -	2 1%	1 *	2 *	2 *
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployment/factory closure/lack of industry	47 5%	28 6%	19 4%	9 7%	9 6%	6 3%	9 6%	6 4%	6 6%	2 2%	18 6%	16 4%	13 4%	8 4%	13 5%	15 5%	10 5%	10 4%	28 5%	20 4%	47 5%
Other	23 2%	8 2%	15 3%	2 1%	4 2%	3 2%	2 1%	5 3%	1 1%	7 7%	5 2%	5 1%	13 4%	8 4%	7 3%	8 3%	4 2%	4 2%	15 3%	8 2%	22 2%
Don't know	44 4%	13 3%	31 6%	11 9%	8 5%	4 2%	1 1%	5 3%	4 3%	12 12%	19 7%	5 1%	21 6%	16 8%	13 5%	2 1%	8 4%	22 9%	14 3%	30 7%	37 4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index

DRAFT

Table 32

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unemployed	Self-employed	10 out of 10	Yes	No	
Unweighted total	995	853	51	91	331	240	301	363	124	256	132	381	108	506	52	77	556	178	817	995
Weighted total	991	850	51	90	331	242	311	349	126	264	138	448	109	433	34	84	536	200	791	995
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	3 *	-	1 1%	1 *	-	-	3 1%	1 1%	3 1%	2 1%	2 *	-	2 *	-	-	4 1%	2 1%	2 *	3 *
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	120 12%	105 12%	5 10%	9 10%	44 13%	35 15%	31 10%	44 13%	29 23%	39 15%	10 7%	50 11%	10 10%	59 14%	4 13%	11 13%	68 13%	24 12%	96 12%	129 13%
Defence/foreign affairs/ international terrorism	22 2%	17 2%	1 2%	4 5%	10 3%	6 2%	7 2%	5 1%	1 1%	2 1%	1 1%	6 1%	4 4%	12 3%	1 4%	1 1%	11 2%	2 1%	20 3%	23 2%
Drug abuse	9 1%	7 1%	1 1%	2 2%	6 2%	4 2%	2 1%	2 *	2 1%	2 1%	-	3 1%	1 1%	5 1%	-	-	5 1%	2 1%	8 1%	10 1%
Economy/economic situation	429 43%	373 44%	23 46%	33 37%	128 39%	95 39%	132 42%	169 49%	49 39%	128 48%	79 57%	222 50%	49 45%	159 37%	13 38%	42 50%	254 47%	89 44%	340 43%	429 43%
Education/schools	8 1%	5 1%	1 2%	2 3%	3 1%	1 *	3 1%	2 1%	1 1%	2 1%	2 1%	3 1%	-	6 1%	2 5%	-	4 1%	3 1%	6 1%	9 1%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-	1 2%	1 *	-	1 *	1 *
Housing	13 1%	12 1%	-	2 2%	4 1%	2 1%	3 1%	7 2%	3 3%	5 2%	2 1%	8 2%	1 1%	5 1%	-	-	4 1%	1 1%	12 2%	14 1%
Inflation/prices	71 7%	60 7%	3 6%	8 9%	33 10%	25 10%	23 7%	15 4%	12 10%	13 5%	1 1%	29 6%	5 4%	38 9%	5 14%	5 6%	27 5%	11 6%	60 8%	70 7%
Local government/council tax	4 *	4 *	-	-	-	-	2 1%	2 1%	1 1%	2 1%	1 *	-	-	4 1%	-	-	2 *	-	4 *	4 *
Low pay/minimum wage/ fair wages	7 1%	6 1%	1 1%	-	2 1%	2 1%	5 2%	-	-	-	-	4 1%	1 1%	2 1%	1 3%	-	1 *	2 1%	5 1%	6 1%
Morality/individual behaviour	16 2%	16 2%	-	-	4 1%	4 2%	4 1%	8 2%	1 1%	4 1%	3 2%	6 1%	2 2%	7 2%	-	1 1%	10 2%	2 1%	14 2%	15 2%
National Health Service/ Hospitals/Healthcare	20 2%	19 2%	-	1 1%	4 1%	3 1%	3 1%	14 4%	2 1%	12 5%	11 8%	6 1%	3 2%	11 2%	2 5%	-	11 2%	7 4%	12 2%	19 2%
Nationalisation/ Government control of institutions	4 *	4 *	-	-	-	-	3 1%	1 *	-	1 *	1 1%	1 *	3 3%	-	-	-	-	1 1%	3 *	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 32

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Nuclear weapons/nuclear war/disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/social security/benefits	6 1%	5 1%	-	1 2%	1 *	-	4 1%	1 *	1 1%	1 *	-	1 *	2 1%	4 1%	-	-	6 1%	2 1%	5 1%	6 1%
Petrol prices/fuel	2 *	2 *	-	-	-	-	2 1%	* *	-	-	-	1 *	-	1 *	-	1 1%	2 *	-	2 *	3 *
Pollution/environment	13 1%	13 2%	-	-	4 1%	4 2%	3 1%	6 2%	-	3 1%	3 2%	5 1%	2 2%	6 1%	-	2 2%	5 1%	2 1%	12 2%	14 1%
Pound/exchange rate/ value of pound	15 2%	3 *	7 14%	5 6%	6 2%	1 *	7 2%	2 1%	-	1 *	1 1%	6 1%	2 1%	7 2%	1 3%	3 3%	10 2%	4 2%	11 1%	18 2%
Poverty/inequality	11 1%	9 1%	-	2 3%	3 1%	1 *	3 1%	5 1%	1 1%	4 2%	3 2%	4 1%	3 3%	4 1%	-	1 1%	6 1%	2 1%	9 1%	13 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	4 *	2 *	2 3%	1 1%	2 1%	2 1%	2 1%	-	-	-	-	-	1 1%	3 1%	-	-	3 1%	1 *	3 *	4 *
Race relations/ immigration/immigrants	91 9%	82 10%	2 4%	7 8%	29 9%	22 9%	38 12%	24 7%	6 5%	17 7%	11 8%	35 8%	10 9%	46 11%	2 7%	6 7%	53 10%	18 9%	73 9%	94 9%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	-	-	1 1%	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *
Taxation	3 *	3 *	-	-	-	-	3 1%	-	-	-	-	3 1%	-	-	-	-	1 *	1 *	2 *	2 *
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	47 5%	40 5%	3 6%	4 5%	16 5%	12 5%	15 5%	16 5%	6 5%	10 4%	4 3%	32 7%	3 3%	12 3%	1 3%	1 2%	21 4%	17 8%	31 4%	47 5%
Other	23 2%	23 3%	-	1 1%	7 2%	6 3%	10 3%	7 2%	1 1%	3 1%	2 2%	8 2%	4 4%	11 3%	1 2%	6 7%	14 3%	4 2%	20 3%	22 2%
Don't know	44 4%	37 4%	2 4%	5 6%	21 6%	16 7%	7 2%	16 5%	9 7%	11 4%	3 2%	12 3%	3 3%	29 7%	1 4%	4 4%	10 2%	4 2%	41 5%	37 4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 33

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Unweighted total	995	249	320	105	746	556	133	129	240	314	126	381	22	129	95	995
Weighted total	991	253	304	104	738	536	135	105	276	331	128	376	22	131	93	995
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	2 1%	-	-	2 *	4 1%	-	-	1 *	-	-	1 *	-	-	-	3 *
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	120 12%	34 14%	37 12%	12 11%	85 12%	68 13%	16 11%	13 12%	22 8%	42 13%	12 9%	120 32%	1 3%	9 7%	8 8%	129 13%
Defence/foreign affairs/ international terrorism	22 2%	6 2%	7 2%	3 3%	17 2%	11 2%	3 2%	2 2%	7 2%	9 3%	2 1%	3 1%	1 7%	22 17%	2 2%	23 2%
Drug abuse	9 1%	-	5 2%	3 3%	9 1%	5 1%	1 1%	3 3%	-	4 1%	-	3 1%	-	-	-	10 1%
Economy/economic situation	429 43%	126 50%	134 44%	48 46%	303 41%	254 47%	51 38%	27 26%	153 55%	154 47%	56 44%	122 32%	12 54%	63 48%	55 59%	429 43%
Education/schools	8 1%	-	1 *	2 2%	8 1%	4 1%	-	1 1%	3 1%	3 1%	3 2%	2 1%	-	2 2%	8 9%	9 1%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	-	1 *	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	1 *
Housing	13 1%	3 1%	6 2%	1 1%	11 1%	4 1%	2 2%	1 1%	2 1%	7 2%	-	3 1%	-	3 2%	1 1%	14 1%
Inflation/prices	71 7%	15 6%	25 8%	5 4%	56 8%	27 5%	14 11%	14 13%	12 4%	22 7%	5 4%	28 8%	1 7%	7 5%	2 2%	70 7%
Local government/council tax	4 *	1 *	2 1%	-	3 *	2 *	1 *	1 1%	1 *	1 *	-	1 *	-	-	-	4 *
Low pay/minimum wage/ fair wages	7 1%	-	4 1%	2 1%	7 1%	1 *	1 *	1 1%	-	3 1%	1 1%	1 *	-	2 1%	-	6 1%
Morality/individual behaviour	16 2%	4 1%	4 1%	4 4%	12 2%	10 2%	3 2%	3 3%	6 2%	9 3%	1 1%	5 1%	-	2 1%	2 2%	15 2%
National Health Service/ Hospitals/Healthcare	20 2%	2 1%	9 3%	2 2%	17 2%	11 2%	4 3%	5 5%	7 3%	5 1%	20 15%	5 1%	-	3 2%	6 6%	19 2%
Nationalisation/ Government control of institutions	4 *	3 1%	-	-	1 *	-	-	-	1 *	3 1%	3 2%	4 1%	1 5%	-	-	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 33

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Nuclear weapons/nuclear war/disarmament	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions/social security/benefits	6 1%	2 1%	2 1%	-	5 1%	6 1%	-	2 2%	-	-	2 1%	4 1%	-	-	-	6 1%
Petrol prices/fuel	2 *	-	2 1%	* *	2 *	2 *	-	-	-	-	-	1 *	-	1 1%	-	3 *
Pollution/environment	13 1%	1 *	1 *	6 5%	13 2%	5 1%	3 2%	1 1%	4 2%	1 *	2 1%	5 1%	1 3%	-	1 1%	14 1%
Pound/exchange rate/ value of pound	15 2%	1 1%	6 2%	1 1%	14 2%	10 2%	2 2%	2 1%	5 2%	6 2%	3 3%	6 2%	-	1 1%	1 1%	18 2%
Poverty/inequality	11 1%	2 1%	5 2%	2 2%	10 1%	6 1%	3 2%	1 1%	3 1%	6 2%	1 1%	4 1%	-	1 1%	3 3%	13 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	4 *	-	3 1%	-	4 1%	3 1%	1 1%	-	2 1%	1 *	2 1%	-	4 19%	-	-	4 *
Race relations/ immigration/immigrants	91 9%	30 12%	17 6%	5 5%	61 8%	53 10%	8 6%	16 16%	22 8%	17 5%	11 9%	40 11%	* 2%	8 6%	6 6%	94 9%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	-	-	-	1 *	-	-	-	-	1 *	1 1%	-	-	-	-	1 *
Taxation	3 *	-	1 *	-	3 *	1 *	2 1%	-	-	-	-	-	-	-	-	2 *
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	47 5%	11 4%	13 4%	5 5%	36 5%	21 4%	4 3%	3 3%	16 6%	16 5%	3 3%	12 3%	-	2 2%	1 1%	47 5%
Other	23 2%	10 4%	4 1%	4 4%	13 2%	14 3%	4 3%	5 5%	5 2%	6 2%	1 *	5 1%	-	3 2%	-	22 2%
Don't know	44 4%	1 *	16 5%	1 1%	44 6%	10 2%	14 10%	4 4%	4 1%	14 4%	1 1%	-	-	-	-	37 4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 34

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Unweighted total	995	695	113	187	-	995	899	96	178	817	995
Weighted total	991	686	110	195	-	991	903	88	200	791	995
AIDS	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	4 1%	-	-	-	4 *	4 *	-	2 1%	2 *	3 *
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	120 12%	90 13%	12 11%	18 9%	-	120 12%	99 11%	20 23%	24 12%	96 12%	129 13%
Defence/foreign affairs/ international terrorism	22 2%	12 2%	6 5%	4 2%	-	22 2%	22 2%	-	2 1%	20 3%	23 2%
Drug abuse	9 1%	6 1%	1 1%	3 1%	-	9 1%	7 1%	2 3%	2 1%	8 1%	10 1%
Economy/economic situation	429 43%	285 41%	55 50%	90 46%	-	429 43%	400 44%	29 34%	89 44%	340 43%	429 43%
Education/schools	8 1%	5 1%	1 1%	2 1%	-	8 1%	8 1%	-	3 1%	6 1%	9 1%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Housing	13 1%	8 1%	3 3%	3 1%	-	13 1%	10 1%	3 3%	1 1%	12 2%	14 1%
Inflation/prices	71 7%	52 8%	7 6%	13 6%	-	71 7%	63 7%	9 10%	11 6%	60 8%	70 7%
Local government/council tax	4 *	2 *	-	1 1%	-	4 *	4 *	-	-	4 *	4 *
Low pay/minimum wage/ fair wages	7 1%	4 1%	3 2%	-	-	7 1%	6 1%	1 1%	2 1%	5 1%	6 1%
Morality/individual behaviour	16 2%	10 1%	2 2%	4 2%	-	16 2%	13 1%	3 3%	2 1%	14 2%	15 2%
National Health Service/ Hospitals/Healthcare	20 2%	16 2%	-	4 2%	-	20 2%	16 2%	4 4%	7 4%	12 2%	19 2%
Nationalisation/ Government control of institutions	4 *	1 *	-	3 1%	-	4 *	4 *	-	1 1%	3 *	2 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index
DRAFT

Table 34

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Pensions/social security/benefits	6 1%	4 1%	1 1%	1 1%	-	6 1%	6 1%	-	2 1%	5 1%	6 1%
Petrol prices/fuel	2 *	2 *	-	-	-	2 *	1 *	1 1%	-	2 *	3 *
Pollution/environment	13 1%	10 1%	2 2%	1 1%	-	13 1%	13 1%	-	2 1%	12 2%	14 1%
Pound/exchange rate/ value of pound	15 2%	10 2%	-	5 2%	-	15 2%	15 2%	-	4 2%	11 1%	18 2%
Poverty/inequality	11 1%	8 1%	2 2%	2 1%	-	11 1%	10 1%	1 2%	2 1%	9 1%	13 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-
Public services in general	4 *	2 *	-	2 1%	-	4 *	4 *	-	1 *	3 *	4 *
Race relations/ immigration/immigrants	91 9%	69 10%	6 5%	16 8%	-	91 9%	89 10%	2 2%	18 9%	73 9%	94 9%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	1 *	-	-	-	1 *	1 *	-	1 *	-	1 *
Taxation	3 *	3 *	-	-	-	3 *	3 *	-	1 *	2 *	2 *
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	47 5%	34 5%	3 3%	11 5%	-	47 5%	43 5%	4 5%	17 8%	31 4%	47 5%
Other	23 2%	18 3%	5 5%	1 *	-	23 2%	23 3%	-	4 2%	20 3%	22 2%
Don't know	44 4%	30 4%	2 2%	12 6%	-	44 4%	37 4%	8 9%	4 2%	41 5%	37 4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 35

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
Total	36	111	65	22	59	9	41	8	17	62	7	25	145	55	13	388	24	177	403	142	227	995
995	39	111	55	20	60	11	38	9	17	62	8	24	141	62	13	391	22	181	390	145	212	995
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	3	3	-	3
*	5%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	1%	2%	-	*
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120	2	16	7	2	7	4	3	3	1	12	1	1	25	2	3	40	2	19	59	18	34	129
12%	6%	14%	13%	8%	12%	34%	8%	28%	8%	19%	9%	4%	18%	4%	26%	10%	11%	10%	15%	13%	16%	13%
22	-	-	1	3	6	-	1	1	-	1	-	-	2	-	-	9	1	8	6	-	6	23
2%	-	-	3%	17%	9%	-	2%	14%	-	2%	-	-	2%	-	-	2%	6%	4%	1%	-	3%	2%
9	2	3	1	-	-	-	-	1	-	-	-	-	3	-	-	1	1	1	7	5	4	10
1%	4%	3%	1%	-	-	-	-	8%	-	-	-	-	2%	-	-	*	5%	*	2%	3%	2%	1%
429	17	48	19	7	29	6	18	4	8	30	1	10	50	36	4	171	6	96	154	63	75	429
43%	43%	44%	35%	35%	48%	53%	49%	44%	48%	49%	12%	42%	36%	58%	32%	44%	27%	53%	39%	44%	35%	43%
8	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	6	-	2	1	1	-	9
1%	3%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	2%	-	1%	*	1%	-	1%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
*	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
13	-	5	1	1	-	-	-	-	-	1	2	-	1	2	1	4	-	3	8	5	2	14
1%	-	5%	1%	4%	-	-	-	-	-	2%	23%	-	1%	3%	7%	1%	-	2%	2%	4%	1%	1%
71	1	5	6	4	3	1	1	-	1	3	-	2	16	8	3	31	1	8	33	5	24	70
7%	2%	5%	11%	18%	5%	13%	4%	-	9%	4%	-	9%	12%	13%	26%	8%	6%	4%	9%	4%	12%	7%
4	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	2	-	-	2	-	2	4
*	-	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	*	-	-	*	-	1%	*
7	2	-	1	-	-	-	-	-	-	1	-	1	1	-	-	3	-	-	4	2	3	6
1%	4%	-	1%	-	-	-	-	-	-	1%	-	4%	1%	-	-	1%	-	-	1%	1%	1%	1%
16	-	2	-	-	-	-	-	-	-	-	-	-	2	2	-	10	-	2	3	2	2	15
2%	-	1%	-	-	-	-	-	-	-	-	-	-	1%	4%	-	3%	-	1%	1%	1%	1%	2%
20	4	2	2	-	-	-	3	-	1	3	-	-	1	-	1	7	-	3	11	6	2	19
2%	9%	2%	3%	-	-	-	8%	-	4%	5%	-	-	*	-	4%	2%	-	2%	3%	4%	1%	2%
4	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	3	-	1	-	-	-	2
*	-	-	-	-	2%	-	-	-	7%	-	-	-	-	-	-	1%	-	1%	-	-	-	*
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 35

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	3	2	-	1	1	1	6
1%	-	*		5%	-	-	-	-	-	-	-	-	-	-	-	1%	7%	-	*	*	*	1%
2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	3
*	-	-	2%		-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	*	*
13	-	1	-	-	3	-	2	-	1	-	-	-	-	-	-	6	1	6	1	1	-	14
1%	-	1%	-	-	5%	-	6%	-	5%	-	-	-	-	-	-	2%	3%	3%	*	*	-	1%
15	-	1	2	1	-	-	2	-	-	-	*	-	3	1	-	5	-	4	7	1	6	18
2%	-	1%	3%	7%	-	-	6%	-	-	-	6%	-	2%	2%	-	1%	-	2%	2%	*	3%	2%
11	-	2	-	-	1	-	1	-	-	1	-	-	2	3	-	4	-	5	4	2	2	13
1%	-	2%	-	-	1%	-	4%	-	-	1%	-	-	1%	4%	-	1%	-	3%	1%	1%	1%	1%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	1	-	-	-	-	-	-	-	1	-	1	2	-	-	-	3	2	-	2	4
*	-	-	1%		-	-	-	-	-	-	11%	-	1%	3%	-	-	-	1%	*	-	1%	*
91	9	13	6	1	4	-	1	1	1	4	-	5	15	1	-	31	4	7	44	21	24	94
9%	22%	12%	11%	6%	7%	-	2%	6%	5%	7%	-	22%	11%	2%	-	8%	18%	4%	11%	15%	11%	9%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	2
*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	1%	-	*
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47	-	4	6	-	1	-	1	-	1	4	-	2	8	2	-	21	1	4	19	4	13	47
5%	-	4%	11%	-	2%	-	3%	-	6%	7%	-	9%	6%	4%	-	5%	7%	2%	5%	3%	6%	5%
23	1	4	-	-	2	-	-	-	1	1	-	1	2	2	-	8	2	5	8	4	2	22
2%	2%	3%	-	-	3%	-	-	-	7%	2%	-	5%	2%	3%	-	2%	10%	3%	2%	3%	1%	2%
44	-	1	2	-	4	-	1	-	-	2	3	-	7	1	1	22	-	5	12	1	9	37
4%	-	1%	3%	-	7%	-	2%	-	-	3%	40%	-	5%	1%	5%	6%	-	3%	3%	*	4%	4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 36

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	995	128	134	187	163	210	173	995
Weighted total	991	146	139	203	151	199	152	995
AIDS	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	4 *	-	-	2 1%	-	-	2 1%	3 *
Countryside/rural life	-	-	-	-	-	-	-	-
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	120 12%	15 11%	23 17%	14 7%	20 13%	22 11%	26 17%	129 13%
Defence/foreign affairs/ international terrorism	22 2%	2 2%	3 2%	3 1%	3 2%	4 2%	7 5%	23 2%
Drug abuse	9 1%	-	3 2%	2 1%	2 1%	2 1%	* *	10 1%
Economy/economic situation	429 43%	72 49%	51 37%	114 56%	64 42%	95 48%	33 22%	429 43%
Education/schools	8 1%	1 1%	2 2%	3 1%	2 2%	-	-	9 1%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	-	-	-	-	1 1%	-	1 *
Housing	13 1%	4 2%	4 3%	2 1%	2 1%	1 1%	1 1%	14 1%
Inflation/prices	71 7%	11 8%	10 7%	4 2%	19 13%	7 3%	20 13%	70 7%
Local government/council tax	4 *	-	1 *	-	-	1 1%	2 1%	4 *
Low pay/minimum wage/ fair wages	7 1%	1 1%	5 3%	-	1 1%	-	-	6 1%
Morality/individual behaviour	16 2%	5 4%	1 1%	4 2%	2 1%	2 1%	1 1%	15 2%
National Health Service/ Hospitals/Healthcare	20 2%	4 2%	1 *	10 5%	1 *	2 1%	3 2%	19 2%
Nationalisation/ Government control of institutions	4 *	-	-	4 2%	-	-	-	2 *
Northern Ireland	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 36

Q.3 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Pensions/social security/benefits	6 1%	-	-	-	2 1%	-	5 3%	6 1%
Petrol prices/fuel	2 *	-	-	-	1 1%	1 1%	-	3 *
Pollution/environment	13 1%	4 2%	-	1 1%	2 2%	5 2%	1 1%	14 1%
Pound/exchange rate/ value of pound	15 2%	-	2 1%	8 4%	1 1%	3 2%	1 1%	18 2%
Poverty/inequality	11 1%	3 2%	1 1%	3 2%	2 1%	1 1%	1 *	13 1%
Privatisation	-	-	-	-	-	-	-	-
Public services in general	4 *	-	1 1%	-	-	2 1%	1 1%	4 *
Race relations/ immigration/immigrants	91 9%	6 4%	7 5%	10 5%	18 12%	28 14%	23 15%	94 9%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	-	-	1 *	-	-	-	1 *
Taxation	3 *	-	2 1%	1 *	-	-	-	2 *
Trade unions/strikes	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	47 5%	10 7%	8 6%	10 5%	6 4%	8 4%	5 3%	47 5%
Other	23 2%	3 2%	2 1%	4 2%	1 1%	8 4%	5 3%	22 2%
Don't know	44 4%	5 4%	14 10%	3 1%	2 1%	6 3%	14 9%	37 4%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index

DRAFT

Table 37

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	995	476	519	112	150	188	162	156	143	84	262	350	383	227	225	300	204	266	525	470	995
Weighted total	991	479	511	123	163	192	163	148	105	98	286	354	351	202	258	290	202	241	548	442	995
AIDS	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *
Animal welfare	2 *	1 *	1 *	-	-	-	-	-	2 2%	-	-	-	2 *	2 1%	1 *	-	-	1 *	1 *	1 *	2 *
Bird flu/pandemic flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/Europe/ EURO/Constitution	15 2%	5 1%	10 2%	-	6 4%	-	2 1%	4 3%	-	3 3%	6 2%	2 1%	7 2%	3 1%	5 2%	5 2%	3 1%	2 1%	11 2%	4 1%	13 1%
Countryside/rural life	5 *	4 1%	1 *	-	2 1%	-	2 1%	1 *	-	-	2 1%	2 1%	1 *	-	-	2 1%	1 1%	2 1%	2 *	3 1%	5 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	376 38%	187 39%	189 37%	43 35%	54 33%	61 32%	68 42%	58 39%	46 44%	45 47%	98 34%	129 36%	149 43%	91 45%	87 34%	114 39%	84 42%	90 37%	202 37%	174 39%	381 38%
Defence/foreign affairs/ international terrorism	131 13%	64 13%	67 13%	16 13%	18 11%	23 12%	16 10%	31 21%	15 15%	12 12%	33 12%	39 11%	58 17%	27 13%	41 16%	38 13%	23 11%	29 12%	79 14%	52 12%	129 13%
Drug abuse	47 5%	21 4%	26 5%	5 4%	11 7%	9 5%	9 5%	7 5%	3 3%	4 4%	15 5%	18 5%	14 4%	7 3%	5 2%	14 5%	14 7%	14 6%	19 3%	28 6%	54 5%
Economy/economic situation	613 62%	319 67%	294 57%	66 53%	97 60%	126 66%	119 73%	98 66%	63 60%	44 45%	163 57%	245 69%	205 58%	106 53%	180 70%	190 65%	126 63%	116 48%	370 68%	243 55%	618 62%
Education/schools	93 9%	36 8%	57 11%	5 4%	20 12%	26 13%	19 11%	17 11%	6 5%	2 2%	24 9%	44 13%	25 7%	8 4%	41 16%	25 9%	14 7%	13 6%	66 12%	27 6%	95 10%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	3 *	1 *	2 *	- -	- -	- -	1 1%	2 1%	- -	- -	- -	1 *	2 1%	- -	2 1%	1 *	- -	- -	3 *	- -	3 *
Housing	74 8%	39 8%	36 7%	15 12%	14 9%	13 7%	11 7%	11 7%	4 4%	7 7%	29 10%	24 7%	21 6%	11 5%	16 6%	26 9%	14 7%	18 7%	42 8%	32 7%	77 8%
Inflation/prices	183 18%	98 21%	84 16%	21 17%	40 25%	35 18%	26 16%	26 17%	13 13%	21 21%	61 21%	61 17%	60 17%	34 17%	18 7%	53 18%	44 22%	68 28%	71 13%	112 25%	182 18%
Local government/council tax	19 2%	9 2%	11 2%	1 1%	1 *	7 4%	5 3%	1 *	4 4%	1 1%	2 1%	12 3%	6 2%	5 3%	6 2%	6 2%	3 2%	4 2%	12 2%	7 2%	20 2%
Low pay/minimum wage/ fair wages	30 3%	15 3%	15 3%	5 4%	5 3%	8 4%	4 2%	4 3%	2 2%	1 1%	10 3%	12 3%	8 2%	4 2%	7 3%	2 1%	8 4%	12 5%	9 2%	20 5%	28 3%
Morality/individual behaviour	79 8%	40 8%	39 8%	6 5%	12 7%	15 8%	10 6%	14 10%	12 12%	10 10%	18 6%	25 7%	36 10%	22 11%	22 8%	25 9%	14 7%	18 8%	47 8%	32 7%	77 8%
National Health Service/ Hospitals/Healthcare	128 13%	47 10%	81 16%	7 6%	23 14%	32 17%	27 17%	16 10%	13 13%	11 11%	30 10%	59 17%	40 11%	24 12%	46 18%	44 15%	16 8%	23 10%	89 16%	39 9%	126 13%
Nationalisation/ Government control of institutions	12 1%	7 1%	5 1%	- 1%	2 1%	7 3%	1 1%	- -	2 2%	1 1%	2 1%	8 2%	3 1%	3 1%	9 4%	- -	1 *	2 1%	9 2%	3 1%	10 1%
Northern Ireland	2 *	2 *	-	2 2%	-	-	-	-	-	-	2 1%	-	-	-	-	-	2 1%	-	-	2 *	1 *
Nuclear weapons/nuclear war/disarmament	6 1%	3 1%	2 *	1 1%	3 2%	-	-	1 1%	-	-	4 2%	-	1 *	-	-	3 1%	2 1%	-	3 1%	2 1%	5 1%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 37

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Pensions/social security/benefits	38 4%	14 3%	25 5%	2 2%	4 2%	3 2%	7 4%	6 4%	8 7%	9 10%	6 2%	10 3%	23 6%	17 8%	10 4%	13 5%	6 3%	10 4%	23 4%	15 3%	39 4%
Petrol prices/fuel	30 3%	19 4%	11 2%	7 6%	6 4%	4 2%	7 4%	1 1%	4 4%	1 1%	13 5%	11 3%	6 2%	5 2%	8 3%	9 3%	5 3%	7 3%	17 3%	13 3%	32 3%
Pollution/environment	67 7%	32 7%	35 7%	8 7%	11 7%	20 11%	8 5%	11 8%	3 3%	6 6%	19 7%	28 8%	20 6%	9 4%	25 10%	20 7%	14 7%	8 3%	45 8%	22 5%	71 7%
Pound/exchange rate/ value of pound	20 2%	11 2%	9 2%	3 2%	1 1%	8 4%	3 2%	1 1%	1 1%	2 2%	4 1%	11 3%	4 1%	3 2%	3 1%	10 3%	2 1%	4 2%	13 2%	6 1%	22 2%
Poverty/inequality	58 6%	24 5%	34 7%	10 9%	10 6%	12 6%	9 5%	9 6%	5 5%	3 3%	20 7%	21 6%	17 5%	8 4%	17 6%	19 7%	8 4%	14 6%	36 7%	22 5%	62 6%
Privatisation	2 *	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	1 1%	- -	1 1%	- -	1 *	1 *	2 *
Public services in general	22 2%	10 2%	12 2%	1 1%	4 2%	4 2%	2 1%	4 3%	4 3%	3 3%	5 2%	7 2%	11 3%	7 3%	11 4%	6 2%	1 *	5 2%	17 3%	5 1%	22 2%
Race relations/ immigration/immigrants	216 22%	110 23%	107 21%	23 19%	19 12%	41 21%	36 22%	40 27%	28 27%	29 29%	42 15%	77 22%	97 28%	57 28%	45 18%	75 26%	49 24%	48 20%	120 22%	97 22%	222 22%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	1 *	2 *	- -	- -	1 *	- -	- -	- -	2 2%	- -	1 *	2 1%	2 1%	- -	2 1%	- -	1 *	2 *	1 *	3 *
Taxation	33 3%	24 5%	8 2%	10 8%	3 2%	9 4%	3 2%	2 2%	4 4%	1 1%	14 5%	12 3%	7 2%	5 2%	10 4%	7 2%	10 5%	5 2%	17 3%	16 4%	32 3%
Trade unions/strikes	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *
Transport/public transport	18 2%	9 2%	9 2%	1 1%	2 1%	4 2%	5 3%	3 2%	1 1%	2 2%	3 1%	9 3%	6 2%	3 1%	11 4%	3 1%	2 1%	2 1%	15 3%	3 1%	18 2%
Unemployment/factory closure/lack of industry	151 15%	73 15%	77 15%	17 14%	24 15%	32 17%	39 24%	18 12%	13 13%	8 8%	41 14%	71 20%	39 11%	21 10%	34 13%	47 16%	41 20%	28 12%	81 15%	69 16%	151 15%
Other	62 6%	28 6%	34 7%	5 4%	8 5%	12 6%	12 7%	10 6%	7 6%	9 9%	13 5%	24 7%	25 7%	16 8%	22 9%	20 7%	11 5%	9 4%	42 8%	20 4%	65 7%
Don't know	38 4%	9 2%	28 6%	10 8%	8 5%	3 1%	1 1%	1 1%	3 3%	12 12%	17 6%	4 1%	16 5%	15 7%	10 4%	1 *	6 3%	21 9%	11 2%	27 6%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index

DRAFT

Table 38

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Unweighted total	995	853	51	91	331	240	301	363	124	256	132	381	108	506	52	77	556	178	817	995
Weighted total	991	850	51	90	331	242	311	349	126	264	138	448	109	433	34	84	536	200	791	995
AIDS	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- *	1 *	1 2%	- -	1 *	- -	1 *	1 *
Animal welfare	2 *	2 *	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	2 *	2 *
Bird flu/pandemic flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/Europe/ EURO/Constitution	15 2%	14 2%	- -	1 1%	4 1%	3 1%	1 *	10 3%	4 3%	7 3%	3 2%	8 2%	- -	8 2%	1 2%	2 2%	10 2%	5 2%	11 1%	13 1%
Countryside/rural life	5 *	5 1%	- -	- -	1 *	1 *	1 *	3 1%	- -	- -	- -	1 *	1 1%	3 1%	- -	2 2%	1 *	- -	5 1%	5 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	376 38%	333 39%	23 45%	20 22%	121 37%	101 42%	126 41%	129 37%	64 51%	106 40%	42 31%	171 38%	42 38%	163 38%	9 26%	28 34%	223 42%	78 39%	298 38%	381 38%
Defence/foreign affairs/ international terrorism	131 13%	112 13%	6 11%	13 14%	39 12%	26 11%	46 15%	46 13%	8 7%	23 9%	15 11%	59 13%	13 12%	60 14%	6 19%	5 6%	89 17%	22 11%	109 14%	129 13%
Drug abuse	47 5%	36 4%	4 7%	8 9%	23 7%	15 6%	11 3%	14 4%	9 7%	14 5%	5 4%	19 4%	4 3%	25 6%	1 2%	4 4%	23 4%	9 5%	38 5%	54 5%
Economy/economic situation	613 62%	526 62%	32 62%	55 61%	195 59%	140 58%	180 58%	238 68%	81 64%	182 69%	101 73%	300 67%	74 68%	239 55%	18 55%	59 70%	346 65%	138 69%	475 60%	618 62%
Education/schools	93 9%	80 9%	6 12%	7 8%	20 6%	12 5%	26 8%	48 14%	12 10%	36 14%	24 18%	46 10%	12 11%	35 8%	4 13%	8 10%	64 12%	26 13%	68 9%	95 10%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	3 *	2 *	1 1%	- -	- -	- -	2 1%	1 *	- -	1 *	1 1%	1 *	1 1%	1 *	- -	1 2%	3 *	1 *	2 *	3 *
Housing	74 8%	66 8%	1 2%	7 8%	22 7%	15 6%	18 6%	34 10%	14 11%	24 9%	10 7%	40 9%	7 7%	27 6%	3 7%	6 7%	35 7%	15 7%	59 8%	77 8%
Inflation/prices	183 18%	156 18%	7 14%	20 22%	74 22%	54 22%	66 21%	43 12%	29 23%	37 14%	8 6%	87 20%	15 13%	81 19%	7 21%	10 12%	84 16%	34 17%	149 19%	182 18%
Local government/council tax	19 2%	15 2%	- -	4 5%	6 2%	2 1%	5 2%	8 2%	3 2%	8 3%	5 4%	11 2%	- -	8 2%	1 4%	- -	12 2%	9 4%	10 1%	20 2%
Low pay/minimum wage/ fair wages	30 3%	26 3%	2 5%	1 1%	8 3%	7 3%	11 4%	10 3%	5 4%	9 3%	4 3%	17 4%	3 2%	10 2%	2 5%	- -	14 3%	9 4%	21 3%	28 3%
Morality/individual behaviour	79 8%	65 8%	8 16%	5 6%	28 8%	23 9%	23 7%	28 8%	5 4%	16 6%	12 8%	30 7%	10 9%	39 9%	* 1%	7 8%	48 9%	8 4%	71 9%	77 8%
National Health Service/ Hospitals/Healthcare	128 13%	107 13%	11 21%	11 12%	35 11%	25 10%	41 13%	52 15%	16 13%	43 16%	28 20%	56 13%	15 14%	57 13%	4 13%	13 15%	74 14%	30 15%	99 12%	126 13%
Nationalisation/ Government control of institutions	12 1%	12 1%	- -	- -	2 1%	2 1%	6 2%	4 1%	3 2%	4 1%	1 1%	5 1%	3 3%	5 1%	- -	- -	4 1%	1 1%	11 1%	10 1%
Northern Ireland	2 *	2 *	- -	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%	2 *	- -	- -	- -	- -	- -	- -	2 *	1 *

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index

DRAFT

Table 38

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Regions										Working status					Certain to Vote	Working in Public Sector		Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	Yes	No	
Nuclear weapons/nuclear war/disarmament	6 1%	4 *	-	2 2%	2 1%	-	-	4 1%	4 3%	4 1%	-	1 *	2 2%	3 1%	-	1 1%	3 1%	1 *	5 1%	5 1%
Pensions/social security/benefits	38 4%	30 4%	3 5%	5 6%	12 4%	7 3%	17 5%	9 3%	5 4%	8 3%	3 2%	13 3%	5 5%	20 5%	-	-	27 5%	6 3%	32 4%	39 4%
Petrol prices/fuel	30 3%	27 3%	1 2%	2 2%	10 3%	8 3%	11 4%	9 2%	3 2%	5 2%	3 2%	16 4%	3 2%	11 3%	1 3%	2 2%	15 3%	3 2%	27 3%	32 3%
Pollution/environment	67 7%	62 7%	2 3%	3 4%	16 5%	13 5%	22 7%	28 8%	3 2%	16 6%	13 10%	32 7%	7 6%	28 6%	2 6%	14 17%	43 8%	10 5%	57 7%	71 7%
Pound/exchange rate/ value of pound	20 2%	7 1%	7 14%	5 6%	6 2%	1 *	9 3%	4 1%	1 1%	3 1%	2 2%	9 2%	3 2%	8 2%	1 3%	3 3%	11 2%	4 2%	16 2%	22 2%
Poverty/inequality	58 6%	44 5%	7 14%	7 7%	13 4%	6 3%	18 6%	27 8%	9 7%	21 8%	12 9%	26 6%	6 6%	26 6%	1 2%	5 6%	24 5%	15 8%	43 5%	62 6%
Privatisation	2 *	2 *	-	-	-	-	-	2 1%	1 1%	2 1%	1 1%	2 1%	-	-	-	-	1 *	2 1%	-	2 *
Public services in general	22 2%	16 2%	3 6%	3 3%	8 2%	5 2%	4 1%	10 3%	3 3%	6 2%	3 2%	13 3%	1 1%	8 2%	-	-	13 2%	5 3%	17 2%	22 2%
Race relations/ immigration/immigrants	216 22%	188 22%	12 23%	17 19%	68 20%	51 21%	84 27%	65 19%	18 14%	46 18%	29 21%	93 21%	19 17%	104 24%	5 16%	13 15%	128 24%	36 18%	180 23%	222 22%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	-	-	3 3%	3 1%	-	-	-	-	-	-	1 *	-	2 *	-	-	1 *	1 *	2 *	3 *
Taxation	33 3%	31 4%	1 2%	1 1%	7 2%	6 3%	15 5%	11 3%	3 2%	9 3%	6 4%	21 5%	2 2%	10 2%	2 6%	1 1%	13 2%	7 4%	26 3%	32 3%
Trade unions/strikes	1 *	1 *	-	-	-	-	-	1 *	1 1%	1 *	-	1 *	-	-	-	1 1%	1 *	1 *	-	1 *
Transport/public transport	18 2%	16 2%	2 3%	-	4 1%	4 2%	8 3%	6 2%	1 1%	3 1%	2 2%	6 1%	3 3%	9 2%	1 2%	2 3%	13 2%	4 2%	14 2%	18 2%
Unemployment/factory closure/lack of industry	151 15%	119 14%	16 32%	16 17%	52 16%	36 15%	44 14%	55 16%	23 18%	43 16%	21 15%	86 19%	16 15%	48 11%	6 19%	10 12%	75 14%	47 23%	104 13%	151 15%
Other	62 6%	58 7%	1 2%	3 3%	22 6%	19 8%	22 7%	18 5%	2 2%	7 2%	4 3%	23 5%	12 11%	27 6%	1 2%	14 16%	41 8%	8 4%	54 7%	65 7%
Don't know	38 4%	31 4%	2 4%	5 6%	20 6%	15 6%	6 2%	11 3%	7 6%	10 4%	3 2%	10 2%	2 2%	26 6%	1 4%	1 1%	9 2%	3 1%	35 4%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 39

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Total															
Unweighted total	995	249	320	105	746	556	129	240	314	126	381	22	129	95	995
Weighted total	991	253	304	104	738	536	105	276	331	128	376	22	131	93	995
AIDS	1	-	1	-	1	-	-	-	-	1	-	-	1	1	1
*	-	*	-	*	*	-	-	-	-	*	-	-	*	1%	*
Animal welfare	2	1	1	-	1	2	-	-	-	-	1	-	-	-	2
*	*	*	-	*	*	-	-	-	-	*	-	-	-	-	*
Bird flu/pandemic flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/Europe/ EURO/Constitution	15	3	4	1	13	10	1	4	-	-	7	1	4	-	13
2%	1%	1%	1%	2%	2%	-	1%	1%	-	-	2%	7%	3%	-	1%
Countryside/rural life	5	-	3	1	5	1	2	2	2	1	-	-	-	1	5
*	-	1%	1%	1%	*	-	2%	1%	1%	1%	-	-	-	1%	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	376	101	121	38	275	223	48	91	111	51	376	4	39	28	381
	38%	40%	40%	36%	37%	42%	46%	33%	33%	40%	100%	16%	30%	30%	38%
Defence/foreign affairs/ international terrorism	131	36	35	27	94	89	10	35	38	17	39	3	131	19	129
13%	14%	12%	26%	13%	17%	8%	10%	13%	11%	13%	10%	14%	100%	20%	13%
Drug abuse	47	5	20	6	42	23	7	5	15	6	28	-	4	3	54
5%	2%	7%	5%	6%	4%	4%	7%	2%	5%	5%	7%	-	3%	4%	5%
Economy/economic situation	613	172	191	68	441	346	51	208	207	70	198	15	85	71	618
62%	68%	63%	65%	60%	65%	55%	49%	75%	63%	54%	53%	67%	65%	76%	62%
Education/schools	93	28	22	11	66	64	4	46	45	37	28	2	19	93	95
9%	11%	7%	11%	9%	12%	6%	3%	17%	14%	29%	7%	7%	14%	100%	10%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	3	-	2	-	3	3	-	-	1	-	1	-	2	-	3
*	-	1%	-	*	*	-	-	-	*	-	*	-	2%	-	*
Housing	74	9	27	12	65	35	8	16	27	8	22	2	8	11	77
8%	4%	9%	12%	9%	7%	9%	8%	6%	8%	6%	6%	9%	6%	11%	8%
Inflation/prices	183	34	56	13	149	84	23	30	66	15	75	4	27	5	182
18%	13%	18%	13%	20%	16%	27%	22%	11%	20%	12%	20%	17%	21%	5%	18%
Local government/council tax	19	3	8	2	16	12	2	9	5	6	7	-	3	-	20
2%	1%	3%	2%	2%	2%	3%	2%	3%	1%	5%	2%	-	2%	-	2%
Low pay/minimum wage/ fair wages	30	5	14	3	24	14	2	5	12	4	8	2	2	-	28
3%	2%	5%	3%	3%	3%	4%	2%	2%	4%	3%	2%	8%	2%	-	3%
Morality/individual behaviour	79	27	16	10	52	48	10	13	25	12	46	3	8	7	77
8%	11%	5%	10%	7%	9%	9%	10%	5%	8%	9%	12%	14%	6%	8%	8%
National Health Service/ Hospitals/Healthcare	128	41	39	14	87	74	10	57	44	128	51	6	17	37	126
13%	16%	13%	13%	12%	14%	10%	10%	21%	13%	100%	14%	26%	13%	39%	13%
Nationalisation/ Government control of institutions	12	5	2	1	7	4	2	5	6	5	7	3	2	-	10
1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	4%	2%	14%	1%	-	1%
Northern Ireland	2	-	-	-	2	-	-	2	2	-	-	-	-	-	1
*	-	-	-	*	-	-	-	1%	1%	-	-	-	-	-	*

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 39

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues					Unwtd total
		Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	NHS/ Hospitals	Crime	Immigra tion/asylum	Defence	Schools	
Nuclear weapons/nuclear war/disarmament	6 1%	1 *	2 1%	- -	5 1%	3 1%	- -	- -	1 1%	4 1%	1 1%	4 1%	- -	- -	1 1%	5 1%
Pensions/social security/benefits	38 4%	10 4%	13 4%	6 6%	28 4%	27 5%	1 1%	7 7%	11 4%	4 1%	9 7%	17 5%	2 11%	2 1%	3 3%	39 4%
Petrol prices/fuel	30 3%	12 5%	7 2%	1 1%	19 3%	15 3%	3 2%	1 1%	7 3%	8 2%	5 4%	7 2%	- -	4 3%	1 1%	32 3%
Pollution/environment	67 7%	18 7%	13 4%	15 15%	49 7%	43 8%	5 4%	7 6%	24 9%	24 7%	8 6%	14 4%	1 3%	2 1%	5 6%	71 7%
Pound/exchange rate/ value of pound	20 2%	2 1%	7 2%	1 1%	17 2%	11 2%	3 3%	3 3%	5 2%	8 2%	3 3%	8 2%	- -	1 1%	1 1%	22 2%
Poverty/inequality	58 6%	11 4%	23 8%	7 6%	47 6%	24 5%	11 8%	8 7%	16 6%	29 9%	8 6%	23 6%	3 12%	3 2%	7 8%	62 6%
Privatisation	2 *	- -	- -	- -	2 *	1 *	1 1%	- -	1 1%	1 *	2 2%	2 1%	- -	1 1%	- -	2 *
Public services in general	22 2%	3 1%	10 3%	3 3%	19 3%	13 2%	4 3%	* *	14 5%	8 2%	6 5%	4 1%	22 100%	3 2%	2 2%	22 2%
Race relations/ immigration/immigrants	216 22%	77 31%	49 16%	16 15%	139 19%	128 24%	20 15%	30 29%	63 23%	49 15%	22 17%	97 26%	6 26%	25 19%	15 16%	222 22%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	1 *	1 *	- -	2 *	1 *	- -	- -	- -	1 *	1 1%	- -	- -	- -	- -	3 *
Taxation	33 3%	9 3%	8 3%	3 3%	24 3%	13 2%	5 4%	1 1%	7 3%	17 5%	- -	11 3%	2 9%	8 6%	1 1%	32 3%
Trade unions/strikes	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	- -	1 *
Transport/public transport	18 2%	5 2%	3 1%	5 5%	13 2%	13 2%	2 2%	- -	8 3%	7 2%	9 7%	3 1%	1 3%	3 2%	9 10%	18 2%
Unemployment/factory closure/lack of industry	151 15%	28 11%	54 18%	12 11%	122 17%	75 14%	16 11%	15 15%	43 15%	49 15%	18 14%	51 14%	4 18%	9 7%	12 13%	151 15%
Other	62 6%	26 10%	12 4%	10 10%	36 5%	41 8%	6 5%	7 6%	23 8%	23 7%	3 2%	15 4%	1 5%	5 3%	6 6%	65 7%
Don't know	38 4%	1 *	13 4%	- -	37 5%	9 2%	13 9%	4 4%	2 1%	12 3%	- -	- -	- -	- -	- -	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 40

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Unweighted total	995	695	113	187	-	995	899	96	178	817	995
Weighted total	991	686	110	195	-	991	903	88	200	791	995
AIDS	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	1 *
Animal welfare	2 *	2 *	-	-	-	2 *	2 *	-	-	2 *	2 *
Bird flu/pandemic flu	- -	- -	-	-	-	-	-	-	-	-	- -
Common Market/EU/Europe/ EURO/Constitution	15 2%	13 2%	1 1%	1 *	-	15 2%	12 1%	3 4%	5 2%	11 1%	13 1%
Countryside/rural life	5 *	3 *	1 1%	-	-	5 *	5 1%	-	-	5 1%	5 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	376 38%	279 41%	36 33%	61 31%	-	376 38%	337 37%	39 45%	78 39%	298 38%	381 38%
Defence/foreign affairs/ international terrorism	131 13%	85 12%	19 17%	27 14%	-	131 13%	130 14%	1 1%	22 11%	109 14%	129 13%
Drug abuse	47 5%	40 6%	2 2%	5 2%	-	47 5%	38 4%	9 11%	9 5%	38 5%	54 5%
Economy/economic situation	613 62%	417 61%	74 67%	121 62%	-	613 62%	568 63%	45 51%	138 69%	475 60%	618 62%
Education/schools	93 9%	68 10%	13 12%	13 6%	-	93 9%	90 10%	3 3%	26 13%	68 9%	95 10%
Foot and mouth outbreak/ farming crisis	- -	- -	-	-	-	-	-	-	-	-	- -
GM/GM (Genetically modified) foods	3 *	2 *	-	1 *	-	3 *	3 *	-	1 *	2 *	3 *
Housing	74 8%	48 7%	10 9%	16 8%	-	74 8%	61 7%	14 16%	15 7%	59 8%	77 8%
Inflation/prices	183 18%	131 19%	15 14%	36 18%	-	183 18%	158 17%	25 28%	34 17%	149 19%	182 18%
Local government/council tax	19 2%	13 2%	2 2%	5 2%	-	19 2%	19 2%	-	9 4%	10 1%	20 2%
Low pay/minimum wage/ fair wages	30 3%	19 3%	5 4%	6 3%	-	30 3%	25 3%	4 5%	9 4%	21 3%	28 3%
Morality/individual behaviour	79 8%	53 8%	5 5%	20 10%	-	79 8%	74 8%	5 6%	8 4%	71 9%	77 8%
National Health Service/ Hospitals/Healthcare	128 13%	89 13%	6 5%	34 18%	-	128 13%	119 13%	9 10%	30 15%	99 12%	126 13%
Nationalisation/ Government control of institutions	12 1%	6 1%	2 2%	5 3%	-	12 1%	11 1%	1 1%	1 1%	11 1%	10 1%
Northern Ireland	2 *	2 *	-	-	-	2 *	2 *	-	-	2 *	1 *
Nuclear weapons/nuclear war/disarmament	6 1%	6 1%	-	-	-	6 1%	5 1%	1 1%	1 *	5 1%	5 1%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index
DRAFT

Table 40

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Urbanity			Version		Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	One	Two	White	BME	Yes	No	
Pensions/social security/benefits	38 4%	28 4%	3 3%	7 3%	-	38 4%	38 4%	-	6 3%	32 4%	39 4%
Petrol prices/fuel	30 3%	24 3%	2 2%	4 2%	-	30 3%	29 3%	2 2%	3 2%	27 3%	32 3%
Pollution/environment	67 7%	48 7%	4 4%	15 8%	-	67 7%	66 7%	1 1%	10 5%	57 7%	71 7%
Pound/exchange rate/ value of pound	20 2%	15 2%	-	5 2%	-	20 2%	20 2%	-	4 2%	16 2%	22 2%
Poverty/inequality	58 6%	40 6%	7 6%	11 6%	-	58 6%	49 5%	9 10%	15 8%	43 5%	62 6%
Privatisation	2 *	2 *	-	-	-	2 *	2 *	-	2 1%	-	2 *
Public services in general	22 2%	8 1%	4 3%	10 5%	-	22 2%	22 2%	-	5 3%	17 2%	22 2%
Race relations/ immigration/immigrants	216 22%	164 24%	23 21%	29 15%	-	216 22%	211 23%	5 6%	36 18%	180 23%	222 22%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	3 *	-	-	-	3 *	3 *	-	1 *	2 *	3 *
Taxation	33 3%	25 4%	5 5%	3 2%	-	33 3%	31 3%	2 2%	7 4%	26 3%	32 3%
Trade unions/strikes	1 *	1 *	-	-	-	1 *	1 *	-	1 *	-	1 *
Transport/public transport	18 2%	14 2%	-	4 2%	-	18 2%	18 2%	-	4 2%	14 2%	18 2%
Unemployment/factory closure/lack of industry	151 15%	99 14%	15 14%	36 18%	-	151 15%	138 15%	13 14%	47 23%	104 13%	151 15%
Other	62 6%	39 6%	18 16%	5 3%	-	62 6%	62 7%	-	8 4%	54 7%	65 7%
Don't know	38 4%	26 4%	1 1%	10 5%	-	38 4%	30 3%	8 9%	3 1%	35 4%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 41

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
995	36	111	65	22	59	9	41	8	17	62	7	25	145	55	13	388	24	177	403	142	227	995
991	39	111	55	20	60	11	38	9	17	62	8	24	141	62	13	391	22	181	390	145	212	995
1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*
2*	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	1	1	-	1	2*
-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	*	*	-	*	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
152%	25%	43%	11%	-	12%	214%	-	-	17%	35%	-	-	43%	-	212%	21%	-	42%	82%	43%	42%	131%
5*	13%	-	-	-	-	-	13%	-	15%	-	-	14%	-	-	-	1*	-	21%	1*	11%	11%	51%
37638%	1845%	5246%	2138%	523%	3050%	764%	1437%	336%	636%	3353%	19%	834%	6143%	1525%	965%	12933%	942%	6335%	17445%	6947%	8942%	38138%
13113%	410%	1210%	713%	525%	1424%	324%	514%	224%	213%	69%	-	15%	139%	915%	319%	5715%	313%	3419%	4010%	1410%	2411%	12913%
475%	26%	87%	12%	316%	-	18%	14%	18%	-	11%	19%	14%	129%	-	-	174%	210%	42%	246%	107%	157%	545%
61362%	2051%	7265%	3769%	1259%	3965%	762%	2669%	670%	848%	4064%	343%	1768%	8561%	4472%	646%	24061%	1148%	12871%	23560%	8962%	12961%	61862%
939%	512%	88%	35%	29%	1119%	18%	1129%	110%	115%	32%	112%	14%	86%	813%	17%	3810%	15%	3218%	256%	139%	147%	9510%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3*	-	-	-	-	-	-	13%	-	-	-	-	-	1*	-	-	1*	-	11%	1*	-	1*	3*
748%	26%	1110%	36%	29%	58%	-	13%	-	17%	610%	232%	13%	107%	58%	321%	338%	16%	126%	308%	139%	157%	778%
18318%	49%	1614%	1426%	1052%	59%	438%	411%	18%	19%	1728%	-	623%	3827%	1118%	967%	7820%	313%	1910%	8722%	1812%	5928%	18218%
192%	49%	33%	-	-	-	-	26%	-	-	-	-	210%	64%	-	-	72%	-	21%	123%	64%	63%	202%
303%	37%	55%	48%	-	12%	-	14%	-	18%	35%	-	14%	32%	57%	17%	62%	-	63%	174%	75%	94%	283%
798%	24%	1311%	23%	-	47%	-	12%	-	14%	47%	-	28%	75%	915%	17%	3810%	210%	148%	277%	1410%	105%	778%
12813%	1027%	1413%	48%	314%	58%	217%	1129%	338%	18%	915%	112%	29%	1511%	1321%	215%	4612%	15%	3419%	5313%	2417%	2311%	12613%
121%	-	21%	-	-	36%	218%	-	-	17%	11%	-	-	-	-	18%	51%	-	53%	21%	21%	-	101%
2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index DRAFT

Table 41

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Daily newspaper readership																					Unwtd total
Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press	
6 1%	-	1 1%	-	1 4%	1 2%	1 13%	1 4%	-	1 9%	-	1 12%	-	1 1%	4 6%	2 18%	-	-	5 3%	4 1%	1 1%	2 1%	5 1%
38 4%	1 2%	8 7%	3 6%	1 5%	2 3%	1 8%	2 5%	-	-	1 1%	-	-	2 2%	5 8%	1 4%	12 3%	4 17%	9 5%	15 4%	8 6%	6 3%	39 4%
30 3%	1 2%	3 2%	1 2%	-	1 2%	-	-	-	-	3 5%	-	2 10%	4 3%	4 6%	2 12%	13 3%	-	5 3%	12 3%	3 2%	7 3%	32 3%
67 7%	3 9%	5 5%	2 3%	1 5%	4 6%	-	3 8%	-	2 9%	1 1%	-	1 4%	4 3%	5 7%	-	39 10%	1 3%	13 7%	13 3%	8 6%	6 3%	71 7%
20 2%	1 3%	1 1%	2 3%	1 7%	-	-	2 6%	-	-	1 2%	*	1 4%	4 3%	1 2%	-	6 1%	-	4 2%	10 3%	2 1%	9 4%	22 2%
58 6%	-	4 3%	3 6%	1 3%	4 6%	-	6 17%	1 6%	2 10%	6 9%	1 11%	-	8 6%	9 15%	3 21%	19 5%	1 7%	21 11%	19 5%	4 3%	12 6%	62 6%
2 *	1 4%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 1%	1 1%	1 *	2 *
22 2%	-	1 1%	1 1%	-	3 4%	2 18%	-	-	2 11%	-	1 11%	-	1 1%	2 3%	-	11 3%	1 3%	8 4%	3 1%	1 1%	2 1%	22 2%
216 22%	14 35%	44 40%	12 22%	3 13%	17 28%	3 28%	5 12%	1 14%	2 28%	10 17%	1 20%	11 44%	30 21%	10 17%	4 29%	68 18%	7 30%	33 18%	106 27%	55 38%	49 23%	222 22%
3 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	1 *	1 *	-	3 *
33 3%	-	5 5%	1 1%	-	-	2 18%	1 4%	-	1 5%	3 4%	-	2 9%	7 5%	3 5%	1 7%	10 3%	-	7 4%	16 4%	5 4%	8 4%	32 3%
1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	1 1%	-	1 *
18 2%	2 5%	1 1%	-	-	2 4%	-	2 6%	-	1 8%	-	-	-	-	1 2%	-	8 2%	-	7 4%	3 1%	3 2%	-	18 2%
151 15%	4 11%	16 15%	10 19%	3 17%	5 9%	2 14%	6 15%	4 42%	2 13%	12 20%	-	5 22%	22 16%	9 15%	3 24%	65 17%	3 13%	25 14%	63 16%	20 14%	35 16%	151 15%
62 6%	2 6%	9 8%	1 2%	-	4 6%	-	1 2%	-	1 7%	1 2%	-	2 8%	3 2%	5 8%	-	30 8%	5 24%	11 6%	17 4%	11 8%	5 2%	65 7%
38 4%	-	-	1 2%	-	3 5%	-	1 2%	-	-	2 3%	3 40%	-	7 5%	1 1%	1 5%	20 5%	-	4 2%	10 3%	-	8 4%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index

DRAFT

Table 42

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	995	128	134	187	163	210	173	995
Weighted total	991	146	139	203	151	199	152	995
AIDS	1 *	- -	- -	- -	1 *	- -	- -	1 *
Animal welfare	2 *	- -	- -	- -	- -	1 *	1 1%	2 *
Bird flu/pandemic flu	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/Europe/ EURO/Constitution	15 2%	6 4%	- -	2 1%	- -	3 1%	4 3%	13 1%
Countryside/rural life	5 *	1 1%	1 1%	- -	2 1%	1 *	- -	5 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	376 38%	52 36%	46 33%	70 35%	59 39%	79 40%	70 46%	381 38%
Defence/foreign affairs/ international terrorism	131 13%	20 14%	14 10%	25 12%	14 9%	34 17%	25 16%	129 13%
Drug abuse	47 5%	5 4%	10 7%	8 4%	9 6%	5 3%	9 6%	54 5%
Economy/economic situation	613 62%	94 64%	69 49%	146 72%	99 65%	130 65%	75 49%	618 62%
Education/schools	93 9%	16 11%	8 6%	29 14%	15 10%	20 10%	4 3%	95 10%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	3 *	- -	- -	1 *	- -	2 1%	- -	3 *
Housing	74 8%	19 13%	10 7%	11 6%	12 8%	12 6%	9 6%	77 8%
Inflation/prices	183 18%	24 16%	37 27%	20 10%	41 27%	26 13%	34 22%	182 18%
Local government/council tax	19 2%	1 1%	1 *	9 4%	3 2%	3 1%	3 2%	20 2%
Low pay/minimum wage/ fair wages	30 3%	2 1%	8 6%	2 1%	10 7%	6 3%	2 1%	28 3%
Morality/individual behaviour	79 8%	13 9%	5 3%	16 8%	9 6%	17 9%	19 13%	77 8%
National Health Service/ Hospitals/Healthcare	128 13%	22 15%	7 5%	39 19%	20 13%	28 14%	12 8%	126 13%
Nationalisation/ Government control of institutions	12 1%	2 1%	- -	7 3%	1 *	1 *	2 2%	10 1%
Northern Ireland	2 *	- -	2 1%	- -	- -	- -	- -	1 *
Nuclear weapons/nuclear war/disarmament	6 1%	2 1%	2 2%	- -	- -	1 1%	- -	5 1%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 21 - Issues Index
DRAFT

Table 42

Q.3/4 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+ in version 2 sample

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Pensions/social security/benefits	38 4%	5 3%	1 1%	7 3%	3 2%	11 6%	12 8%	39 4%
Petrol prices/fuel	30 3%	6 4%	7 5%	7 3%	4 3%	4 2%	2 1%	32 3%
Pollution/environment	67 7%	14 10%	5 3%	20 10%	8 5%	10 5%	10 6%	71 7%
Pound/exchange rate/ value of pound	20 2%	1 1%	3 2%	9 5%	2 1%	3 2%	1 1%	22 2%
Poverty/inequality	58 6%	12 8%	8 6%	11 6%	9 6%	12 6%	5 3%	62 6%
Privatisation	2 *	- -	- -	1 1%	1 1%	- -	- -	2 *
Public services in general	22 2%	3 2%	2 1%	7 3%	- -	7 3%	4 2%	22 2%
Race relations/ immigration/immigrants	216 22%	22 15%	20 14%	40 20%	37 25%	57 29%	40 26%	222 22%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	- -	- -	1 *	- -	1 1%	1 *	3 *
Taxation	33 3%	6 4%	7 5%	6 3%	6 4%	5 2%	2 2%	32 3%
Trade unions/strikes	1 *	- -	- -	- -	- -	1 *	- -	1 *
Transport/public transport	18 2%	3 2%	- -	6 3%	2 2%	5 3%	1 *	18 2%
Unemployment/factory closure/lack of industry	151 15%	24 16%	17 12%	37 18%	34 22%	20 10%	19 12%	151 15%
Other	62 6%	8 6%	5 3%	17 8%	7 5%	17 9%	8 5%	65 7%
Don't know	38 4%	4 3%	14 10%	3 1%	1 1%	4 2%	12 8%	31 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)