

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | UNWTD TOTAL | | |
|---------------------------------------------------------------------------------|-----------------------------|------------|-------------|---------------------|-----------|-----------|------------|-------------|-------------|-----------|------------|--------------|------------|--------------|--------------|-------------|-----------|------------|--------------|-----------|------------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | | ABC1 (p) | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Ageing population/ Social care for the elderly | 12 1% | 3 1% | 9 2% | - | - | 3 2%i | 1 1% | 2 2%i | 6 3%zcd | - | 4 1% | 9 2%zi | 3 1% | 10 2% | 3 1% | 4 2% | 2 1% | 3 1% | 7 1% | 5 1% | 13 1% |
| AIDS | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 1 * | 1 * | - | - | - | - | - | 1 * | - | - | - | 1 * | - | 1 * | - | - | - | 1 * | - | 1 * | 1 * |
| Common Market/ Brexit/EU/Europe/ Euro | 254 26%abc noq | 138 29% | 116 24% | 27 19% | 44 27% | 40 26% | 40 24% | 41 30%ci | 62 30%ci | 71 24% | 80 25% | 103 30%zc | 111 24% | 144 28% | 102 39%zn | 83 32%zn | 35 17% | 34 14% | 185 35%zn | 70 16% | 264 27% |
| Countryside/Rural life | 1 * | 1 * | - | - | - | - | 1 1% | - | - | - | - | 1 * | - | 1 * | - | 1 * | - | - | 1 * | - | 1 * |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 18 2% | 8 2% | 9 2% | 3 2% | 2 1% | 1 * | 4 2% | 4 3% | 5 2% | 5 2% | 4 1% | 9 2% | 6 1% | 12 2% | 5 2% | 4 1% | 3 1% | 6 3% | 9 2% | 9 2% | 18 2% |
| Defence/Foreign affairs/ International terrorism | 33 3%ci | 16 3% | 17 3% | 1 * | 4 3% | 5 3% | 11 6%ci | 7 5%ci | 6 3% | 5 2% | 15 5%ci | 12 4% | 10 2% | 23 4% | 8 3% | 11 4% | 7 4% | 6 3% | 19 4% | 14 3% | 34 3% |
| Drug abuse | 7 1%p | 4 1% | 4 1% | 6 4%zdf ghijk | - | 1 1% | - | - | 1 * | 6 2%zk | 1 * | 1 * | 7 1% | 1 * | - | 1 * | 1 1% | 5 2%zlp | 1 * | 6 1%p | 8 1% |

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 24th November 2016
Number of sample points : 184
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL | |
|-------------------------------------------|-------------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|---------|-----------|--------------|--------|--------|--------|--------|----------|-------------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Economy/Economic situation | 70 | 43 | 27 | 9 | 12 | 13 | 18 | 10 | 9 | 20 | 31 | 19 | 33 | 37 | 30 | 16 | 11 | 13 | 47 | 24 | 72 |
| | 7%bhq | 9%zb | 5% | 6% | 7% | 8% | 11%h | 8% | 4% | 7% | 10%h | 6% | 7% | 7% | 12%zmn | 6% | 5% | 5% | 9%zmq | 5% | 7% |
| Education/Schools | 15 | 5 | 10 | 1 | 1 | 5 | 4 | 4 | * | 2 | 9 | 4 | 7 | 8 | 2 | 5 | 5 | 3 | 7 | 8 | 16 |
| | 2%h | 1% | 2% | 1% | 1% | 4%hi | 2% | 3%hik | * | 1% | 3%h | 1%h | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% |
| Foot and mouth outbreak/Farming crisis | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Housing | 46 | 19 | 27 | 11 | 12 | 9 | 7 | 3 | 4 | 23 | 16 | 7 | 32 | 14 | 5 | 12 | 17 | 12 | 17 | 29 | 43 |
| | 5%hkl | 4% | 5% | 8%ghk | 7%hk | 6%hk | 4% | 2% | 2% | 8%zgh | 5%k | 2% | 7% | 3% | 2% | 5% | 8%zlp | 5% | 3% | 7%lp | 4% |
| Immigration/immigrants | 175 | 82 | 93 | 16 | 28 | 21 | 28 | 22 | 59 | 44 | 49 | 82 | 65 | 110 | 45 | 34 | 49 | 47 | 79 | 96 | 179 |
| | 18%cm | 17% | 19% | 11% | 18% | 14% | 17% | 16% | 28%zc | 15% | 15% | 24%zc | 14% | 21% | 17% | 13% | 24%mp | 20%mp | 15% | 22%zm | 18% |
| Inflation/Prices | 14 | 12 | 2 | 1 | 3 | 1 | 4 | 1 | 3 | 5 | 5 | 4 | 6 | 8 | 1 | 4 | 5 | 2 | 6 | 8 | 15 |
| | 1%b | 2%zb | * | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 2% |
| Lack of faith in politicians / government | 11 | 7 | 4 | - | - | 2 | 6 | 1 | 2 | - | 8 | 3 | 2 | 9 | 3 | 3 | 2 | 3 | 6 | 5 | 12 |
| | 1% | 1% | 1% | - | - | 1% | 3%zcd | 1% | 1% | - | 3%zi | 1% | * | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Local government/ Council tax | 6 | 4 | 3 | 1 | 4 | 1 | - | 1 | - | 4 | 1 | 1 | 6 | 1 | 1 | 3 | - | 2 | 4 | 2 | 6 |
| | 1% | 1% | 1% | 1% | 2%hk | 1% | - | * | - | 1% | * | * | 1% | * | 1% | 1% | - | 1% | 1% | * | 1% |
| Low pay/Minimum wage/Fair wages | 14 | 8 | 6 | 1 | 8 | 1 | 2 | - | 1 | 9 | 4 | 1 | 11 | 3 | 3 | 2 | 1 | 8 | 5 | 9 | 11 |
| | 1%k | 2% | 1% | 1% | 5%zcg | 1% | 1% | - | * | 3%zcg | 1% | * | 2% | 1% | 1% | 1% | 1% | 3%zp | 1% | 2% | 1% |

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

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL | |
|-----------------------------------------------------------|------------------------|----------|-------------|-------------------|-----------|-----------|-----------|-----------------------|-------------|-----------------------|-----------|-------------|-----------|--------------|----------|-------------------------|----------------------|------------------------|-----------------------|-----------------------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Morality/ Individual behaviour/ Lifestyle | 10 1% | 5 1% | 5 1% | - - | 4 2%j | - - | - - | 2 2%j | 4 2%j | 4 1% | - - | 6 2%j | 4 1% | 6 1% | 3 1% | 1 * | 5 2% | 1 * | 4 1% | 6 1% | 9 1% |
| National health service/Hospitals/ Healthcare | 78 8%adl | 23 5% | 55 11%za | 15 11%di | 5 3% | 9 6% | 14 9% | 12 9% ^d | 24 11%zd | 19 6% ^d | 23 7% | 36 10%zd | 29 6% | 50 10% | 12 5% | 26 10% ^{lp} | 16 8% | 24 10% ^l | 38 7% ^l | 40 9% ^l | 81 8% |
| Nationalisation/ Government control of institutions | 1 * | 1 * | - - | 1 1% | - - | - - | - - | - - | 1 * | 1 * | - - | 1 * | 1 * | 1 * | 1 * | - - | 1 * | - - | 1 * | 1 * | 2 * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Nuclear weapons/ Nuclear war/ Disarmament | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Pensions/Social security/Benefits | 9 1% | 7 1% | 2 * | - - | 1 1% | 2 2% | 2 1% | 1 1% | 2 1% | 1 * | 5 2% | 2 1% | 4 1% | 5 1% | 3 1% | - - | 2 1% | 3 1% | 3 1% | 6 1% | 8 1% |
| Petrol prices/Fuel | 2 * | 2 * | - - | - - | 2 1%z | - - | - - | - - | - - | 2 1% | - - | - - | 2 * | - - | - - | - - | 2 1% ^p | - - | - - | 2 * | 1 * |
| Pollution/ Environment | 12 1% | 6 1% | 7 1% | 6 4%zdf hik | - - | 4 3% | - - | 1 1% | 1 1% | 6 2% | 4 1% | 3 1% | 10 2% | 3 * | 4 1% | 5 2% | 2 1% | 1 * | 9 2% | 3 1% | 14 1% |
| Population levels/ Overpopulation | 6 1% | 3 1% | 3 1% | - - | - - | 1 1% | 2 1% | 1 1% | 1 1% | - - | 3 1% | 3 1% | 1 * | 5 1% | 1 1% | 1 * | 2 1% | 1 * | 3 * | 3 1% | 6 1% |
| Pound/Exchange rate/Value of pound | 5 1% | 3 1% | 2 * | 2 2%k | 1 1% | 1 1% | 1 1% | - - | - - | 3 1% | 2 1% | - - | 4 1% | 1 * | 1 * | 2 1% | - - | 2 1% | 3 1% | 2 1% | 5 1% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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|----------------------------------------------------------|-------------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|---------|-----------|--------------|--------|--------|--------|--------|----------|-------------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Poverty/Inequality | 51 | 15 | 36 | 9 | 12 | 8 | 10 | 9 | 4 | 21 | 18 | 13 | 29 | 22 | 18 | 9 | 13 | 12 | 27 | 24 | 45 |
| | 5%ahk | 3% | 7%za | 6%h | 8%h | 6% | 6% | 6%hk | 2% | 7%h | 6%h | 4%h | 6% | 4% | 7% | 4% | 6% | 5% | 5% | 6% | 5% |
| Privatisation | 1 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 |
| | * | - | * | * | - | - | - | - | - | * | - | - | * | - | - | * | - | - | * | - | * |
| Public services in general | 7 | 6 | 1 | 2 | 1 | 2 | - | 1 | - | 3 | 2 | 1 | 6 | 1 | - | 3 | 1 | 2 | 3 | 3 | 6 |
| | 1%b | 1% | * | 2% | 1% | 1% | - | 1% | - | 1% | 1% | * | 1% | * | - | 1% | * | 1% | 1% | 1% | 1% |
| Race relations | 15 | 5 | 10 | 5 | 3 | 3 | - | 2 | 2 | 8 | 3 | 4 | 11 | 4 | 2 | 7 | 3 | 3 | 9 | 6 | 17 |
| | 2% | 1% | 2% | 3%f | 2% | 2% | - | 2% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 2% |
| Scottish/Welsh assembly/Devolution/Constitutional reform | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Taxation | 4 | 3 | 1 | 1 | - | 1 | 1 | - | - | 1 | 3 | - | 3 | 1 | 1 | - | - | 3 | 1 | 3 | 3 |
| | * | 1% | * | 1% | - | 1% | 1% | - | - | * | 1% | - | 1% | * | 1% | - | - | 1% | * | 1% | * |
| Trade unions/ Strikes | 1 | 1 | - | - | - | - | - | 1 | - | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 |
| | * | * | - | - | - | - | - | 1% | - | - | - | * | - | * | * | - | - | - | * | - | * |
| Transport/Public transport | 1 | 1 | - | - | - | - | - | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 |
| | * | * | - | - | - | - | - | - | * | - | - | * | - | * | * | - | - | - | * | - | * |
| Unemployment/Factory closure/Lack of industry | 26 | 12 | 15 | 9 | 1 | 3 | 7 | 3 | 3 | 10 | 10 | 6 | 14 | 13 | 2 | 5 | 6 | 13 | 7 | 19 | 25 |
| | 3%lp | 2% | 3% | 7%zdh | 1% | 2% | 4% | 2% | 1% | 3%d | 3% | 2% | 3% | 2% | 1% | 2% | 3% | 5%zlm | 1% | 4%zlp | 3% |
| Other | 15 | 10 | 4 | 1 | 4 | 5 | 1 | 2 | 2 | 5 | 6 | 4 | 10 | 5 | 3 | 5 | 4 | 3 | 8 | 7 | 14 |
| | 2% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 |

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|-------------------------|-----------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|---------|-----------|--------------|--------|--------|--------|--------|-------------|----------|----------|
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| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
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| 100% | | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| STANDARD ERROR | * | * | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | * | * |
| ERROR VARIANCE | * | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * | * |
| Don't know | 45 | 20 | 25 | 12 | 8 | 9 | 4 | 2 | 9 | 21 | 13 | 11 | 30 | 15 | - | 11 | 12 | 22 | 11 | 34 | 42 |
| | 5%gkl | 4% | 5% | 9%zfg | 5% | 6% | 3% | 2% | 4% | 7%gk | 4% | 3% | 7% | 3% | - | 4%lp | 6%lp | 9%zlm | 2%l | 8%zlp | 4% |
| | p | | | k | | | | | | | | | | | | | p | | | | |
| Personal finances (NET) | 81 | 37 | 44 | 11 | 26 | 11 | 16 | 10 | 8 | 37 | 27 | 18 | 48 | 33 | 22 | 16 | 22 | 22 | 38 | 43 | 72 |
| | 8%hk | 8% | 9% | 8% | 16%zce | 7% | 9%h | 7% | 4% | 12%zch | 8%h | 5% | 11% | 6% | 8% | 6% | 10% | 9% | 7% | 10% | 7% |
| | | | | ghjk | | | | | | k | | | | | | | | | | | |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

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Table 2
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What would you say is the most important issue facing Britain today?
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| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|---------------------------------------------------------------------------------|----------------------------|--------------|------------|------------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|-----------|-------------------------|-------------------------|-------------------|--------------------|------------------------|----------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Ageing population/ Social care for the elderly | 12 1%q | 12 1% | - | 1 1% | 2 1% | 2 1% | 7 2% | 7 3%z | 3 1% | - | 3 1% | 3 2% | 8 2%zoq | 4 1% | * * | - | 11 2%q | * * | 13 1% |
| AIDS | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 1 * | 1 * | - | - | 1 * | 1 * | - | - | - | - | - | - | - | - | 1 * | - | - | 1 * | 1 * |
| Common Market/ Brexit/EU/Europe/ Euro | 254 26%gi noq | 212 25%i | 14 28%i | 28 34%fg i | 98 31%za fgi | 69 30%gi | 68 22% | 54 21% | 89 26%i | 19 15% | 65 25%i | 46 34%za fghij | 96 31%zn oq | 103 35%zno q | 11 8% | 42 20%nq | 199 33%zn oq | 54 15%n | 264 27% |
| Countryside/Rural life | 1 * | 1 * | - | - | - | - | - | - | 1 * | - | 1 * | 1 1% | - | - | - | 1 * | - | 1 * | 1 * |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 18 2% | 14 2% | 1 2% | 3 3% | 8 3% | 6 2% | 4 1% | 3 1% | 5 2% | 3 2% | 4 1% | 1 1% | 8 3% | 4 1% | 4 3% | 2 1% | 12 2% | 6 2% | 18 2% |
| Defence/Foreign affairs/ International terrorism | 33 3% | 25 3% | 3 6% | 5 6% | 14 5% | 9 4% | 11 4% | 8 3% | 8 2% | 3 3% | 5 2% | 2 1% | 11 4% | 11 4% | 6 4% | 5 2% | 22 4% | 11 3% | 34 3% |
| Drug abuse | 7 1%p | 6 1% | 1 2% | 1 1% | 3 1% | 2 1% | 3 1% | 2 1% | 2 * | 2 1% | 2 1% | - | 1 * | - | 1 1% | 5 2%zlm p | 1 * | 6 2%zmp | 8 1% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|-------------------------------------------|--------------------------|--------------|------------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|-----------------|-------------------------|-------------------------|-----------|----------------|-------------------------|----------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Economy/Economic situation | 70 | 62 | 3 | 6 | 20 | 14 | 25 | 22 | 26 | 9 | 20 | 11 | 22 | 27 | 11 | 10 | 49 | 21 | 72 |
| | 7% | 7% | 5% | 7% | 6% | 6% | 8% | 9% | 7% | 7% | 8% | 8% | 7% | 9% | 8% | 5% | 8% | 6% | 7% |
| Education/Schools | 15 | 13 | - | 2 | 3 | 1 | 5 | 5 | 7 | 3 | 5 | 3 | 3 | 8 | 1 | 3 | 11 | 4 | 16 |
| | 2% | 2% | - | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 1% | 2%l | 1% | 2% |
| Foot and mouth outbreak/Farming crisis | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Housing | 46 | 41 | 2 | 3 | 6 | 4 | 15 | 13 | 25 | 18 | 24 | 6 | 9 | 8 | 8 | 20 | 17 | 27 | 43 |
| | 5%del p | 5%de | 4% | 3% | 2% | 2% | 5%ee | 5%ee | 7%zade | 14%zack defghjk | 9%zadehk | 4% | 3% | 3% | 6% | 9%zlm p | 3% | 8%zlm p | 4% |
| Immigration/immigrants | 175 | 156 | 10 | 10 | 58 | 48 | 57 | 47 | 60 | 22 | 41 | 19 | 67 | 45 | 27 | 31 | 112 | 58 | 179 |
| | 18% | 19% | 20% | 12% | 18% | 21% | 19% | 19% | 17% | 17% | 15% | 14% | 22%zmp op | 15% | 20% | 15% | 19% | 17% | 18% |
| Inflation/Prices | 14 | 14 | - | - | 6 | 6 | 4 | 4 | 4 | 3 | 4 | 1 | 4 | 5 | 2 | 2 | 8 | 4 | 15 |
| | 1% | 2% | - | - | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% |
| Lack of faith in politicians / government | 11 | 5 | 2 | 4 | 5 | 1 | 4 | 2 | 3 | 1 | 1 | - | 3 | 5 | 3 | - | 8 | 3 | 12 |
| | 1%a | 1% | 4%zae ghjk | 4%zadeghjk | 2%ee | * | 1%g | 1% | 1% | 1% | * | - | 1% | 2% | 2%o | - | 1% | 1% | 1% |
| Local government/ Council tax | 6 | 6 | 1 | - | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 4 | - | 2 | 4 | 2 | 6 |
| | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | - | 1% | 1%l | 1% | 1% |
| Low pay/Minimum wage/Fair wages | 14 | 14 | - | - | 1 | 1 | 10 | 10 | 2 | 2 | 2 | - | - | 4 | 6 | 5 | 4 | 10 | 11 |
| | 1%dlp | 2%d | - | - | * | 1% | 3%zadehjk | 4%zadehjk | 1% | 2% | 1% | - | - | 1% | 4%zlp | 2%l | 1% | 3%zlp | 1% |

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 24th November 2016
Number of sample points : 184
Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|-----------------------------------------------------------|--------------------------|--------------|-----------|-----------------------|---------------------------|---------------------------|---------------------------|---------------|-----------------------|---------|-------------------------|-------------------------|----------------------|----------------|-------------------------|----------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Morality/ Individual behaviour/ Lifestyle | 10 1% | 10 1% | - - | - - | 2 1% | 2 1% | 1 * | 1 * | 7 2% ^f | - - | 6 2% ^z | 6 4% ^z | 3 1% | 4 1% | 2 2% | 1 1% | 6 1% | 4 1% | 9 1% |
| National health service/Hospitals/ Healthcare | 78 8% | 69 8% | 4 7% | 5 7% | 28 9% | 23 10% | 23 8% | 20 8% | 27 8% ^j | 7 6% | 16 6% | 9 7% | 29 10% | 19 6% | 13 9% | 18 8% | 48 8% | 31 9% | 81 8% |
| 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 | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Pensions/Social security/Benefits | 9 1% | 6 1% | - - | 3 3% ^z | 4 1% ^e | 1 * | 2 1% | 2 1% | 3 1% ^j | - - | 1 * | 1 * | 5 2% ^m | - - | * * | 3 2% | 5 1% | 4 1% | 8 1% |
| Petrol prices/Fuel | 2 * | 2 * | - - | - - | - - | - - | 2 1% | 2 1% | - - | - - | - - | - - | - - | - - | - - | 2 1% ^p | - - | 2 1% | 1 * |
| Pollution/ Environment | 12 1% | 11 1% | - - | 1 2% | 4 1% | 2 1% | 4 1% | 4 2% | 4 1% | 3 2% | 4 2% | 2 1% | 4 1% | 4 1% | - - | 4 2% | 9 1% | 4 1% | 14 1% |
| Population levels/ Overpopulation | 6 1% | 4 * | - - | 2 2% ^{ae} | 2 1% | - - | 1 * | 1 * | 3 1% | - - | 3 1% | 3 2% ^z | 3 1% | - - | 2 1% | 1 1% | 3 * | 3 1% | 6 1% |

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

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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|------------------------------------------------------------|--------------------------|--------------|-----------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|----------|-------------------------|-------------------------|-----------|----------------|------------------------|---------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRIVATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Pound/Exchange rate/Value of pound | 5 1% | 5 1% | - - | - - | 1 * | 1 1% | 3 1% | 3 1% | 1 * | - - | 1 * | 1 1% | - - | 4 1%l | - - | 1 1% | 4 1% | 1 * | 5 1% |
| Poverty/Inequality | 51 5%lp | 44 5% | 2 5% | 5 7% | 14 4% | 8 4% | 12 4% | 9 4% | 26 7%a | 11 8% | 18 7% | 7 5% | 8 3% | 17 6% | 9 7% | 17 8%lp | 25 4%l | 26 8%zp | 45 5% |
| Privatisation | 1 * | 1 * | - - | - - | - - | - - | 1 * | 1 * | - - | - - | - - | - - | - - | 1 * | - - | - - | 1 * | - - | 1 * |
| Public services in general | 7 1% | 6 1% | - - | 1 1% | 2 1% | 1 1% | 2 1% | 2 1% | 2 1% | 2 2% | 2 1% | - - | 1 * | 3 1% | 2 1% | 1 1% | 4 1% | 3 1% | 6 1% |
| Race relations | 15 2%p | 15 2% | - - | - - | 5 1% | 5 2% | 4 1% | 4 1% | 7 2% | 5 4%z | 6 2%k | 1 1% | 2 1% | 2 1% | 7 5%zlm | 3 2% | 4 1% | 10 3%zp | 17 2% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Taxation | 4 * | 4 * | - - | - - | - - | - - | 1 * | 1 1% | 3 1% | 1 1% | 3 1% | 1 1% | - - | - - | 1 1%p | 3 1%p | - - | 4 1%zp | 3 * |
| Trade unions/ Strikes | 1 * | 1 * | - - | - - | - - | - - | - - | - - | 1 * | - - | 1 * | 1 1% | 1 * | - - | - - | - - | 1 * | - - | 1 * |
| Transport/Public transport | 1 * | 1 * | - - | - - | - - | - - | - - | - - | 1 * | - - | - - | - - | 1 * | - - | - - | - - | 1 * | - - | 1 * |
| Unemployment/ Factory closure/ Lack of industry | 26 3%lp | 24 3% | - - | 2 3% | 8 3% | 6 3% | 12 4% | 12 5% | 6 2% | 3 2% | 4 2% | 2 1% | 4 1% | 6 2% | 9 6%zlm | 8 4% | 10 2% | 16 5%zp | 25 3% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small base
Respondent type : GB Adults 18+
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| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|-------------------------|--------------------------|--------------|-----------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|--------|-------------------------|-------------------------|-----------|----------------|-------------------------|----------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Other | 15 | 9 | 4 | 2 | 6 | 4 | 6 | 1 | 3 | 1 | 3 | 2 | 7 | 7 | - | 1 | 14 | 1 | 14 |
| | 2%aq | 1% | 9%zad | 2% | 2% | 2% | 2%g | 1% | 1% | 1% | 1% | 2% | 2%q | 2%q | - | * | 2%zq | * | 1% |
| | | | efghi | jk | | | | | | | | | | | | | | | |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01z | 1.00 | 1.00 | 1.00 | 1.00 |
| | | | | | | | | | | | | | | | p | | | | |
| STANDARD ERROR | * | * | 0.00 | 0.00 | 0.00 | 0.00 | * | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | * | * |
| ERROR VARIANCE | * | * | 0.00 | 0.00 | 0.00 | 0.00 | * | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * | * |
| Don't know | 45 | 43 | 2 | - | 13 | 13 | 15 | 13 | 17 | 9 | 15 | 6 | 5 | 6 | 12 | 20 | 11 | 32 | 42 |
| | 5%lmp | 5%c | 5% | - | 4% | 5%cd | 5%c | 5%c | 5%c | 7%c | 6%c | 5% | 2% | 2% | 8%zl | 10%zlm | 2% | 9%zlm | 4% |
| | | | | | | | | | | | | | | | mp | p | | p | |
| Personal finances (NET) | 81 | 73 | 2 | 5 | 21 | 15 | 28 | 26 | 32 | 16 | 24 | 8 | 12 | 25 | 17 | 26 | 37 | 42 | 72 |
| | 8%lp | 9% | 5% | 7% | 7% | 9% | 10% | 9% | 12% | 9% | 6% | | 4% | 8%l | 12%lp | 12%zlp | 6%l | 12%zlp | 7% |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Respondent type : GB Adults 18+
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|---------------------------------------------------------------------------------|------------------------|---------------------|---------------------|---------------------------|---------------------------|-----------------------------|-------------------|------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WOR KING (c) | UNEM PLOY ED (d) | CON SERV ATIVE (f) | LAB OUR (g) | LIB ERAL DEMO CRAT (h) | NOT CON SERV ATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Ageing population/ Social care for the elderly | 12 1% | 4 1% | 2 2% | 6 1% | - | 3 1% | 3 1% | - | 10 1% | - | - | 3 2% | 2 1% | 3 1% | 13 1% |
| AIDS | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 1 * | 1 * | - | - | - | - | 1 * | - | 1 * | - | 1 * | - | - | 1 * | 1 * |
| Common Market/ Brexit/EU/Europe/ Euro | 254 26%b | 124 30%b | 21 17% | 110 25% | 4 14% | 67 31% | 62 24% | 28 51%zf gi | 188 25% | 5 19% | 22 19% | 34 20% | 120 35%zl m | 61 21% | 264 27% |
| Countryside/Rural life | 1 * | - | 1 1% | - | - | 1 * | - | - | - | - | - | 1 * | - | 1 * | 1 * |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 18 2% | 5 1% | 1 1% | 11 3% | 1 3% | 2 1% | 3 1% | 1 2% | 15 2% | - | 3 2% | 4 2% | 3 1% | 6 2% | 18 2% |
| Defence/Foreign affairs/ International terrorism | 33 3% | 16 4% | 2 1% | 15 3% | 4 14%zab c | 8 4% | 11 4% | 2 3% | 25 3% | - | 5 4% | 3 2% | 14 4% | 13 5% | 34 3% |
| Drug abuse | 7 1% | 2 1% | 2 2% | 3 1% | - | 1 1% | - | - | 6 1% | - | 3 2%n | 2 1%n | - | 1 * | 8 1% |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
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| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|-------------------------------------------|-----------------|---------------------|---------------------|---------------------------|---------------------------|-----------------------------|-------------------|------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WOR KING (c) | UNEM PLOY ED (d) | CON SERV ATIVE (f) | LAB OUR (g) | LIB ERAL DEMO CRAT (h) | NOT CON SERV ATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Economy/Economic situation | 70 | 35 | 10 | 26 | 2 | 25 | 18 | 4 | 45 | - | 8 | 6 | 33 | 21 | 72 |
| | 7%im | 8% | 8% | 6% | 7% | 12%zi | 7% | 8% | 6% | - | 7% | 3% | 10% ^m | 7% | 7% |
| Education/Schools | 15 | 7 | 1 | 7 | - | 5 | 5 | 1 | 10 | - | 2 | 3 | 8 | 7 | 16 |
| | 2% | 2% | 1% | 2% | - | 2% | 2% | 1% | 1% | - | 2% | 2% | 2% | 2% | 2% |
| Foot and mouth outbreak/Farming crisis | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Housing | 46 | 22 | 9 | 15 | 1 | 3 | 21 | - | 43 | - | 3 | 3 | 18 | 25 | 43 |
| | 5%cfm | 5% | 8% | 3% | 2% | 1% | 8%zfh | - | 6%zf | - | 3% | 2% | 5% | 9% | 4% |
| Immigration/immigrants | 175 | 66 | 23 | 85 | 5 | 54 | 29 | 3 | 121 | 18 | 19 | 40 | 52 | 46 | 179 |
| | 18%gh | 16% | 19% | 20% | 14% | 25%zg | 11% | 6% | 16%gh | 72% | 17% | 24%zn | 15% | 16% | 18% |
| Inflation/Prices | 14 | 6 | 3 | 5 | - | 1 | 8 | 1 | 13 | - | - | 5 | 3 | 8 | 15 |
| | 1% | 1% | 2% | 1% | - | * | 3%zf | 2% | 2% | - | - | 3% | 1% | 3% | 2% |
| Lack of faith in politicians / government | 11 | 5 | - | 6 | 1 | - | 3 | 2 | 11 | - | 4 | 1 | 6 | 1 | 12 |
| | 1% | 1% | - | 1% | 2% | - | 1% | 3% ^f | 1% | - | 3% ^z | * | 2% | * | 1% |
| Local government/ Council tax | 6 | 5 | - | 1 | - | - | 5 | 1 | 6 | - | - | 2 | 4 | 3 | 6 |
| | 1% | 1% | - | * | - | - | 2% ^z | 1% | 1% | - | - | 1% | 1% | 1% | 1% |
| Low pay/Minimum wage/Fair wages | 14 | 11 | - | 3 | 1 | 3 | 3 | - | 11 | - | 3 | 3 | 4 | 5 | 11 |
| | 1% ^c | 3% ^{zc} | - | 1% | 4% ^b | 1% | 1% | - | 1% | - | 3% | 2% | 1% | 2% | 1% |
| Morality/ Individual behaviour/ Lifestyle | 10 | 3 | 2 | 5 | - | 4 | 1 | 1 | 6 | - | 1 | - | 6 | - | 9 |
| | 1% | 1% | 2% | 1% | - | 2% | * | 1% | 1% | - | 1% | - | 2% | - | 1% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 24th November 2016
Number of sample points : 184
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|-----------------------------------------------------------|-------------------------------|---------------------|--------------------------|---------------------------|---------------------------|-----------------------------|------------------------|------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WOR KING (c) | UNEM PLOY ED (d) | CON SERV ATIVE (f) | LAB OUR (g) | LIB ERAL DEMO CRAT (h) | NOT CON SERV ATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| National health service/Hospitals/ Healthcare | 78 8% ^a | 22 5% | 12 10% | 45 10% ^{za} | 1 3% | 18 9% | 23 9% | 3 6% | 60 8% | 1 3% | 12 11% | 17 10% | 25 7% | 19 7% | 81 8% |
| Nationalisation/ Government control of institutions | 1 * | 1 * | - | 1 * | - | - | 1 1% | - | 1 * | - | - | 1 * | - | - | 2 * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Nuclear weapons/ Nuclear war/ Disarmament | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Pensions/Social security/Benefits | 9 1% | 6 2% | - | 2 1% | - | 1 1% | 3 1% | - | 7 1% | - | - | 6 4% ^{zn} | 2 1% | 2 1% | 8 1% |
| Petrol prices/Fuel | 2 * | 2 * | - | - | - | - | - | 2 4% ^{zfg} | 2 * | - | - | - | - | - | 1 * |
| Pollution/ Environment | 12 1% | 4 1% | 1 1% | 8 2% | 1 3% | - | 6 2% ^f | - | 12 2% | - | 1 1% | 1 * | 3 1% | 4 1% | 14 1% |
| Population levels/ Overpopulation | 6 1% | 2 1% | 1 1% | 2 1% | 1 3% | 3 1% | 3 1% | - | 3 * | - | 1 1% | 2 1% | 2 1% | 2 1% | 6 1% |
| Pound/Exchange rate/Value of pound | 5 1% | 2 * | - | 3 1% | - | 1 1% | 2 1% | - | 4 1% | - | 1 1% | 1 1% | 2 1% | 3 1% | 5 1% |
| Poverty/Inequality | 51 5% ^{cf} | 22 5% | 15 12% ^{zac} | 15 3% | 1 3% | 3 1% | 22 8% ^{zf} | 3 6% | 49 6% ^{zf} | - | 3 3% | 13 8% | 19 6% | 17 6% | 45 5% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
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| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|------------------------------------------------------------------------|--------------|---------------------|---------------------|---------------------------|---------------------------|-----------------------------|-------------------|------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WOR KING (c) | UNEM PLOY ED (d) | CON SERV ATIVE (f) | LAB OUR (g) | LIB ERAL DEMO CRAT (h) | NOT CON SERV ATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Privatisation | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 |
| | * | - | - | * | - | - | - | - | * | - | - | - | - | - | * |
| Public services in general | 7 | 3 | 1 | 2 | - | 1 | 1 | - | 5 | - | - | - | 4 | 2 | 6 |
| | 1% | 1% | 1% | * | - | 1% | * | - | 1% | - | - | - | 1% | 1% | 1% |
| Race relations | 15 | 3 | 6 | 7 | 2 | 1 | 5 | - | 14 | - | 5 | 4 | 4 | 5 | 17 |
| | 2% | 1% | 5%zac | 2% | 7%zac | 1% | 2% | - | 2% | - | 4%zn | 2% | 1% | 2% | 2% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Taxation | 4 | 4 | - | - | - | 3 | 1 | - | 1 | - | - | 1 | - | 3 | 3 |
| | *i | 1% | - | - | - | 1%i | 1% | - | * | - | - | 1% | - | 1% | * |
| Trade unions/ Strikes | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 |
| | * | - | - | * | - | - | - | - | * | - | - | - | - | - | * |
| Transport/Public transport | 1 | - | - | 1 | - | 1 | - | - | - | - | - | 1 | - | - | 1 |
| | * | - | - | * | - | * | - | - | - | - | - | 1% | - | - | * |
| Unemployment/ Factory closure/ Lack of industry | 26 | 10 | 2 | 14 | 2 | 1 | 10 | 1 | 26 | - | 5 | 6 | 3 | 11 | 25 |
| | 3%in | 2% | 2% | 3% | 8% | * | 4%f | 2% | 3%zf | - | 5%n | 4%n | 1% | 4% | 3% |
| Other | 15 | 7 | - | 7 | 1 | 1 | 1 | 3 | 14 | - | 1 | 1 | 5 | 7 | 14 |
| | 2%g | 2% | - | 2% | 3% | 1% | * | 5%fg | 2%g | - | 1% | 1% | 1% | 2% | 1% |
| 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 |
| STANDARD ERROR | * | * | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | * |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
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|-------------------------|----------------|---------------|---------------|-----------------|----------------|------------------|------------|----------------------|----------------------|----------|-----------------|-------------------|-------------|-------------|----------------|
| | TOTAL (z) | FULL TIME (a) | PART TIME (b) | NOT WORKING (c) | UNEMPLOYED (d) | CONSERVATIVE (f) | LABOUR (g) | LIBERAL DEMOCRAT (h) | NOT CONSERVATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | | | 25000 PLUS (n) |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| ERROR VARIANCE | * | * | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | * |
| Don't know | 45 | 15 | 6 | 24 | 3 | 4 | 15 | - | 41 | 2 | 10 | 4 | 4 | 10 | 42 |
| | 5%fn | 4% | 5% | 6% | 10% | 2% | 6%f | - | 5%zf | 7% | 9%zmn | 2% | 1% | 4% | 4% |
| Personal finances (NET) | 81 | 41 | 18 | 22 | 2 | 6 | 32 | 6 | 75 | - | 7 | 21 | 26 | 29 | 72 |
| | 8%cf | 10%c | 15%zc | 5% | 7% | 3% | 12%zf | 11%f | 10%zf | - | 6% | 12% | 8% | 10% | 7% |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

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| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|---------------------------------------------------------------------------------|------------------------------|--------------|--------------------|---------------------|-----------------|----------------------|--------------|-----------|----------------|--------------|--------------|-------------------|------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
| | TOTAL (z) | ECON OMY (a) | NHS/ HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Ageing population/ Social care for the elderly | 12 1%t | 1 * | 4 1%t | 2 2%t | 1 * | 3 1% | 4 2%t | - - | 7 1% | 6 3%g | 12 1% | - - | - - | 6 2% | 3 3% | 3 1% | - - | 3 4% | - - | 1 * | 13 1% |
| AIDS | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 1 * | - | - | - | - | - | - | - | 1 * | - | 1 * | - | - | 1 * | - | - | - | - | - | - | 1 * |
| Common Market/ Brexit/EU/Europe/ Euro | 254 26%ctg kqsv | 67 26%ct | 83 26%ct | 15 14% | 64 19% | 254 67%zab cft | 42 25%ct | 57 21% | 127 25% | 71 35%zgh | 237 28%zk | 17 14% | 43 27% | 100 27% | 39 37%zqs | 42 18% | 24 26%qs | 11 12% | - | 64 39%zv | 264 27% |
| Countryside/Rural life | 1 * | - | 1 * | - | - | - | 1 * | - | 1 * | - | 1 * | - | - | 1 * | - | - | - | - | - | - | 1 * |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 18 2%e | 1 * | 6 2%e | 18 17%zabe ft | 5 1% | 1 * | 1 * | 6 2% | 10 2% | 2 1% | 16 2% | 2 1% | 3 2% | 5 1% | 1 1% | 7 3% | 2 2% | 3 4% | - | 5 3%v | 18 2% |
| Defence/Foreign affairs/ International terrorism | 33 3%tv | 4 2% | 13 4%t | 9 8%zaet | 6 2% | 13 3% | 6 4% | 8 3% | 19 4% | 6 3% | 27 3% | 6 4% | 3 2% | 15 4% | 2 1% | 8 3% | 4 5% | 2 2% | - | 6 4%v | 34 3% |

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| | TOTAL (z) | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL |
|------------------------------------------------------|----------------------|--------------------|------------------------|--------------|----------------------|-------------------|--------------------|--------------|-------------------|--------------|--------------|-------------|-------------------|-----------------|----------------------------|-----------------|----------------------|----------------------|----------------------------|--------------------------|-------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | OTHER IMPOR -TANT (w) | |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Drug abuse | 7 1%e | 3 1% | - | 1 1% | 1 * | * * | 1 1% | 3 1% | 5 1% | - | 6 1% | 2 1% | 1 1% | 3 1% | - | 2 1% | - | 2 2% | - | 1 * | 8 1% |
| Economy/Economic situation | 70 7%bej v | 70 28%zbc ft | 12 4% | 4 4% | 19 6% | 14 4% | 8 5% | 15 6% | 45 9%z | 10 5% | 55 7% | 15 12%zj | 15 9% | 30 8% | 9 9% | 21 9%r | 4 4% | 8 9% | - | 19 12%zv | 72 7% |
| Education/Schools | 15 2%et | 5 2% | 5 2% | 1 1% | 1 * | 2 1% | 15 9%zabc et | 3 1% | 9 2% | 3 2% | 13 2% | 2 1% | 1 1% | 7 2% | 3 3% | 2 1% | 1 1% | - | - | 1 1% | 16 2% |
| Foot and mouth outbreak/Farming crisis | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Housing | 46 5%ehj v | 12 5%e | 13 4%e | 7 7%e | 14 4%e | 6 2% | 5 3% | 22 8%zh | 15 3% | 9 4% | 33 4% | 13 10%zj | 9 6% | 22 6% | 3 3% | 11 5%rs | - | 1 1% | - | 14 9%zv | 43 4% |
| Immigration/immigrants | 175 18%aef kpw | 33 13% | 49 16%e | 19 19%e | 175 52%zabc ef | 36 9% | 20 12% | 45 17% | 86 17% | 44 22% | 164 20%zk | 11 9% | 28 17% | 61 16% | 10 10% | 65 28%zp | 32 34%zp | 29 32%zp | 175 100%zw | - | 179 18% |
| Inflation/Prices | 14 1%ej | 3 1%e | 3 1% | 3 3%bet | 2 1% | - | 3 2%e | 6 2% | 8 2% | - | 7 1% | 7 5%zi | 4 2% | 5 1% | 3 3% | 4 2% | 2 3% | 1 1% | - | 2 1% | 15 2% |
| Lack of faith in politics / politicians / government | 11 1% | 2 1% | - | 1 1% | 3 1% | 5 1% | 2 1%b | 3 1% | 5 1% | 4 2% | 10 1% | 1 1% | 4 2% | 2 * | 1 1% | 2 1% | 2 2% | * 1% | - | 3 2% | 12 1% |
| Local government/ Council tax | 6 1%j | 1 1% | 3 1% | 1 1% | 1 * | 1 * | 3 2%et | 3 1% | 4 1% | - | 2 * | 5 4%zi | 1 1% | 4 1% | 4 3%z | 4 2% | 1 1% | 2 2% | - | 1 * | 6 1% |

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| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|-----------------------------------------------------|------------------|--------------|---------------------|-----------|------------------|----------------|--------------|-----------|----------------|-----------|-----------|-------------------|------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
| | TOTAL (z) | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
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| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Low pay/Minimum wage/Fair wages | 14 | 4 | 5 | 6 | 2 | 2 | 5 | 6 | 8 | - | 7 | 7 | 4 | 7 | - | 3 | - | - | - | 2 | 11 |
| | 1%ej | 1% | 2% | 5%zabe | * | * | 3%et | 2%ei | 2% | - | 1% | 6%zj | 3% | 2% | - | 1% | - | - | - | 1% | 1% |
| Morality/ Individual behaviour/ Lifestyle | 10 | 1 | 3 | 1 | - | 3 | 1 | - | 8 | 2 | 10 | - | 1 | 4 | 1 | 2 | 1 | - | - | - | 9 |
| | 1% | * | 1% | 1% | - | 1% | * | - | 2% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | - | - | - | 1% |
| National health service/Hospitals/ Healthcare | 78 | 15 | 78 | 5 | 16 | 11 | 23 | 18 | 43 | 18 | 72 | 6 | 12 | 23 | 4 | 22 | 11 | 9 | - | 16 | 81 |
| | 8%etv | 6%e | 25%zace | 5%ft | 5% | 3% | 14%zace | 7% | 9% | 9% | 9% | 5% | 8% | 6% | 4% | 10% | 12%p | 10% | - | 10%v | 8% |
| Nationalisation/ Government control of institutions | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | - | 2 |
| | * | - | * | - | - | * | - | * | * | - | * | 1% | - | * | - | 1% | - | 2%z | - | - | * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Nuclear weapons/ Nuclear war/ Disarmament | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Pensions/Social security/Benefits | 9 | 1 | 5 | - | 2 | 2 | 1 | - | 7 | 2 | 7 | 1 | - | 6 | - | 2 | 1 | 2 | - | 2 | 8 |
| | 1% | * | 1% | - | 1% | 1% | * | - | 1% | 1% | 1% | 1% | - | 2% | - | 1% | 1% | 2% | - | 1% | 1% |
| Petrol prices/Fuel | 2 | - | - | - | - | - | - | 2 | - | - | 2 | - | - | 2 | - | - | - | - | - | - | 1 |
| | * | - | - | - | - | - | - | 1% | - | - | * | - | - | 1% | - | - | - | - | - | - | * |
| Pollution/ Environment | 12 | 6 | 1 | - | 3 | 1 | 2 | 4 | 6 | 2 | 10 | 2 | 1 | 4 | 2 | 1 | - | - | - | 3 | 14 |
| | 1%be | 2%be | * | - | 1% | * | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | * | - | - | - | 2% | 1% |

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|------------------------------------------------------------------------|-------------------------------------|------------------|---------------------|-----------|------------------|----------------|-----------------|-----------------|----------------|-----------|-----------|-------------------|------------|----------------------------|---------------|--------------|-------------------|----------------------------|----------------------|--------------|-----------------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Population levels/ Overpopulation | 6 1% | - | 1 | 1 | - | 2 | - | - | 6 | - | 6 | - | 1 | 2 | 2 | 3 | 1 | 2 | - | - | 6 |
| Pound/Exchange rate/Value of pound | 5 1% | - | - | - | 3 | - | 1 | 1 | 4 | - | 4 | 1 | 2 | - | 2 | 1 | 1 | - | - | 3 | 5 |
| Poverty/Inequality | 51 5% cetq rv | 11 4% | 16 5% c | 1 1% | 9 3% | 11 3% | 13 8% cet | 22 8% z | 22 4% | 7 4% | 48 6% | 3 3% | 15 9% | 23 6% | 9 9% qr | 3 1% | - | 3 4% | - | 9 5% v | 45 |
| Privatisation | 1 * | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - | 1 |
| Public services in general | 7 1%^h | 2 1% | 1 * | 1 1% | - | 1 * | - | 5 2% zh | 1 * | 1 1% | 4 1% | 2 2% | 2 1% | 2 1% | 1 1% | 1 1% | - | - | - | - | 6 |
| Race relations | 15 2%^{tj} | 3 1% | 4 1% | 3 2% | 2 * | 3 1% | 4 3% t | 10 4% zhi | 5 1% | - | 5 1% | 10 8% zi | 3 2% | 6 2% | 3 3% | 5 2% | 2 2% | 1 1% | - | 2 1% | 17 |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Taxation | 4 * | - | 1 * | 1 1% | 1 * | 1 * | 1 1% | 1 * | 3 1% | - | 4 * | - | 1 1% | 3 1% | - | - | - | - | - | 1 1% | 3 |
| Trade unions/ Strikes | 1 * | - | - | - | - | - | - | - | 1 * | - | 1 * | - | - | - | 1 1% | - | - | - | - | - | 1 |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|-----------------------------------------------|------------------|-------------|-------------------|-----------|-----------------|---------------|-------------|-----------|---------------|-----------|-----------|-------------------|------------|----------------------------|-------------|-------------|-------------------|----------------------------|---------------------|-------------|----------------------|
| | TOTAL (z) | ECONOMY (a) | NHS/HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/EUROPE (e) | SCHOOLS (f) | URBAN (g) | SUB-URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRIVATE (m) | QUALITY (p) | POPULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR-TANT (v) | | OTHER IMPOR-TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Transport/Public transport | 1* | - | 1* | - | - | - | 1 | - | 1* | - | 1* | - | - | - | - | 1* | 1 | 1%z | - | - | 1* |
| Unemployment/Factory closure/Lack of industry | 26 | 3 | 5 | 3 | 5 | 1 | 3 | 8 | 13 | 5 | 23 | 3 | 2 | 11 | - | 7 | 1 | 3 | - | 5 | 25 |
| | 3%ev | 1% | 2% | 3%e | 1% | * | 2% | 3% | 3% | 3% | 3% | 2% | 1% | 3% | - | 3% | 1% | 4% | - | 3%v | 3% |
| Other | 15 | 5 | 2 | 1 | 2 | 3 | 2 | 3 | 10 | 2 | 14 | 1 | 2 | 6 | - | 3 | - | 2 | - | 2 | 14 |
| | 2%t | 2% | * | * | * | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | - | 1% | - | 3% | - | 1% | 1% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01zj | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| STANDARD ERROR | * | * | * | 0.00 | 0.00 | 0.00 | 0.01 | * | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | * |
| ERROR VARIANCE | * | * | * | 0.00 | 0.00 | 0.00 | * | * | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | * |
| Don't know | 45 | 2 | - | 1 | 3 | 2 | 1 | 17 | 21 | 7 | 36 | 9 | 4 | 17 | - | 9 | 1 | 6 | - | 3 | 42 |
| | 5%abce | 1% | - | 1% | 1% | * | * | 6% | 4% | 4% | 4% | 7% | 3% | 4% | - | 4% | 1% | 6%p | - | 2% | 4% |
| Personal finances (NET) | 81 | 17 | 23 | 10 | 13 | 13 | 21 | 35 | 38 | 7 | 63 | 18 | 23 | 37 | 12 | 10 | 2 | 4 | - | 13 | 72 |
| | 8%etij | 7%e | 7%et | 10%et | 4% | 3% | 12%abe | 13%zhi | 8% | 4% | 8% | 14%zj | 14%z | 10% | 12%qr | 4% | 3% | 5% | - | 8%v | 7% |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | UNWTD TOTAL | | |
|---------------------------------------------------------------------------------|----------------------------|-------------------|-------------|------------------------------|-----------|-----------|-------------------|------------------------|-------------------|------------------------|-------------------|-------------------------|-----------|--------------|-------------------------|-------------------------|--------|------------------------|-------------------------|-------------------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | | ABC1 (p) | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Ageing population/ Social care for the elderly | 63 | 22 | 41 | 3 | 5 | 6 | 13 | 14 | 21 | 8 | 19 | 35 | 15 | 48 | 23 | 15 | 13 | 11 | 39 | 24 | 62 |
| | 6%aci | 5% | 8%za | 2% | 3% | 4% | 8%i | 10%zc dei | 10%zcd ei | 3% | 6% | 10%zcd ei | 3% | 9% | 9% | 6% | 6% | 5% | 7% | 5% | 6% |
| AIDS | 1 | 1 | - | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 |
| | * | * | - | * | - | - | - | - | - | * | - | - | * | - | - | * | - | - | * | - | * |
| Animal welfare | 14 | 4 | 10 | 3 | 4 | 2 | - | 3 | 2 | 7 | 2 | 5 | 9 | 5 | 4 | 4 | 2 | 4 | 8 | 6 | 15 |
| | 1% | 1% | 2% | 2% | 3% | 1% | - | 2% ^f | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 4 | 4 | - | 1 | 1 | - | - | 1 | 1 | 2 | - | 2 | 2 | 2 | - | 1 | 1 | 2 | 1 | 3 | 5 |
| | * | 1% | - | * | 1% | - | - | 1% | * | 1% | - | 1% | * | * | - | * | 1% | 1% | * | 1% | 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 381 | 207 | 173 | 41 | 62 | 59 | 65 | 61 | 94 | 102 | 123 | 155 | 161 | 220 | 141 | 120 | 60 | 60 | 261 | 119 | 391 |
| | 39% ^{abc} inoq | 44% ^{zb} | 35% | 29% | 38% | 38% | 39% | 45% ^{ci} | 45% ^{ci} | 34% | 39% | 45% ^{zc} i | 35% | 43% | 54% ^{zn} oq | 46% ^{zn} oq | 29% | 25% | 50% ^{zn} oq | 27% | 40% |
| Countryside/Rural life | 18 | 11 | 7 | 1 | 5 | 3 | - | 2 | 7 | 6 | 3 | 9 | 9 | 9 | 5 | 7 | 1 | 4 | 12 | 6 | 17 |
| | 2% | 2% | 2% | * | 3% | 2% | - | 2% | 3% ^f | 2% ^c | 1% | 3% ^f | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 2% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 104 | 41 | 63 | 11 | 20 | 16 | 18 | 16 | 23 | 31 | 34 | 39 | 47 | 57 | 20 | 26 | 24 | 34 | 46 | 58 | 102 |
| | 11% ^p | 9% | 13% | 8% | 12% | 10% | 11% | 12% | 11% | 10% | 11% | 11% | 10% | 11% | 8% | 10% | 11% | 14% ^{lp} | 9% | 13% ^l | 10% |
| Defence/Foreign affairs/ International terrorism | 126 | 65 | 61 | 9 | 14 | 20 | 28 | 23 | 32 | 23 | 47 | 55 | 43 | 83 | 50 | 34 | 15 | 27 | 84 | 42 | 134 |
| | 13% ^{ci} nq | 14% | 12% | 6% | 9% | 13% | 17% ^{ci} | 17% ^{cd} i | 15% ^{ci} | 8% | 15% ^{ci} | 16% ^{zcd} i | 9% | 16% | 19% ^{zn} oq | 13% | 7% | 11% | 16% ^{zmn} q | 9% | 14% |
| Drug abuse | 38 | 16 | 23 | 15 | 5 | 4 | 3 | 4 | 8 | 20 | 7 | 12 | 23 | 15 | 5 | 8 | 8 | 18 | 13 | 25 | 39 |
| | 4% ^p | 3% | 5% | 10% ^{zde} fghijk | 3% | 2% | 2% | 3% | 4% | 7% ^{zdf} j | 2% | 3% | 5% | 3% | 2% | 3% | 4% | 7% ^{zlm} p | 2% | 6% ^{zlp} | 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Respondent type : GB Adults 18+
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | UNWTD TOTAL | | |
|-------------------------------------------|-------------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|---------|-----------|--------------|--------|--------|--------|--------|-------------|----------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | | ABC1 (p) | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Economy/Economic situation | 255 | 139 | 116 | 30 | 47 | 54 | 48 | 29 | 47 | 76 | 102 | 77 | 131 | 124 | 93 | 65 | 44 | 52 | 159 | 96 | 248 |
| | 26%bk | 29%b | 23% | 21% | 29% | 36%zc | 28% | 22% | 22% | 25% | 32%zc | 22% | 29% | 24% | 36%zm | 25% | 21% | 22% | 30%zm | 22% | 25% |
| | q | | | | | ghik | | | | | ghk | | | | nopq | | | | noq | | |
| Education/Schools | 167 | 65 | 102 | 31 | 23 | 32 | 37 | 20 | 24 | 54 | 69 | 44 | 86 | 81 | 52 | 45 | 26 | 44 | 97 | 70 | 158 |
| | 17%ah | 14% | 21%za | 22%hk | 14% | 21%hk | 22%hk | 15% | 11% | 18%h | 22%zh | 13% | 19% | 16% | 20% | 17% | 13% | 18% | 19% | 16% | 16% |
| | k | | | | | | | | | | k | | | | | | | | | | |
| Foot and mouth outbreak/Farming crisis | 2 | 1 | 1 | 1 | - | - | - | - | 1 | 1 | - | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 2 |
| | * | * | * | * | - | - | - | - | 1% | * | - | * | * | * | - | * | 1% | - | * | * | * |
| Housing | 169 | 76 | 94 | 27 | 28 | 31 | 28 | 27 | 29 | 55 | 59 | 55 | 86 | 83 | 37 | 48 | 45 | 40 | 85 | 84 | 164 |
| | 18% | 16% | 19% | 20% | 17% | 20% | 17% | 20% | 14% | 18% | 18% | 16% | 19% | 16% | 14% | 19% | 22% | 17% | 16% | 19% | 17% |
| Immigration/immigrants | 339 | 160 | 178 | 34 | 50 | 46 | 59 | 53 | 97 | 84 | 105 | 150 | 130 | 209 | 84 | 79 | 95 | 80 | 163 | 175 | 342 |
| | 35%ci | 34% | 36% | 24% | 31% | 30% | 35% | 39%ci | 46%zc | 28% | 33% | 44%zc | 29% | 41% | 32% | 30% | 46%zl | 34% | 31% | 39%zm | 35% |
| | mp | | | | | | | defij | | | deij | | | | | | mopq | | | op | |
| Inflation/Prices | 65 | 41 | 24 | 12 | 18 | 15 | 7 | 4 | 9 | 30 | 21 | 13 | 45 | 20 | 10 | 17 | 22 | 16 | 27 | 38 | 62 |
| | 7%bkg | 9%zb | 5% | 9%k | 11%fg | 10%ghk | 4% | 3% | 4% | 10%zfg | 7%f | 4% | 10% | 4% | 4% | 6% | 10%zlp | 7% | 5% | 9%l | 6% |
| | lp | | | hk | | | | | | hk | | | | | | | | | | | |
| Lack of faith in politicians / government | 63 | 36 | 28 | 11 | 8 | 10 | 15 | 8 | 13 | 19 | 24 | 20 | 29 | 35 | 14 | 19 | 12 | 18 | 33 | 30 | 64 |
| | 7% | 8% | 6% | 8% | 5% | 6% | 9% | 6% | 6% | 6% | 8% | 6% | 6% | 7% | 5% | 7% | 6% | 8% | 6% | 7% | 7% |
| Local government/ Council tax | 27 | 14 | 13 | 1 | 8 | 5 | 3 | 2 | 7 | 10 | 8 | 9 | 14 | 13 | 6 | 6 | 7 | 8 | 12 | 15 | 24 |
| | 3% | 3% | 3% | 1% | 5% | 3% | 2% | 1% | 3% | 3%c | 3% | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 3% | 2% |
| Low pay/Minimum wage/Fair wages | 84 | 40 | 44 | 14 | 19 | 18 | 14 | 10 | 7 | 34 | 32 | 18 | 52 | 32 | 19 | 15 | 21 | 29 | 33 | 51 | 77 |
| | 9%hkm | 8% | 9% | 10%hk | 12%hk | 12%hk | 8% | 8% | 4% | 11%hk | 10%hk | 5% | 11% | 6% | 7% | 6% | 10% | 12%zmp | 6% | 11%zmp | 8% |
| | p | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Respondent type : GB Adults 18+
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL | |
|-----------------------------------------------------------|---------------------|------------|--------------|------------|------------|-------------|-----------|-------------------|-------------|------------|------------|--------------------|------------|--------------|-----------|-----------|-----------|-----------|------------|-------------|------------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Morality/ Individual behaviour/ Lifestyle | 56 6%j | 26 5% | 30 6% | 9 6% | 13 8%j | 4 2% | 5 3% | 10 7%j | 15 7%j | 21 7%j | 9 3% | 25 7%ej | 25 6% | 31 6% | 13 5% | 13 5% | 14 7% | 15 6% | 26 5% | 30 7% | 54 6% |
| National health service/Hospitals/ Healthcare | 313 32%ai | 126 27% | 187 38%za | 38 27% | 43 27% | 48 31% | 61 36% | 53 40%zc di | 70 33% | 81 27% | 108 34% | 124 36%i | 129 28% | 184 36% | 90 34% | 89 34% | 69 33% | 66 28% | 179 34% | 134 30% | 318 33% |
| Nationalisation/ Government control of institutions | 19 2%b | 16 3%zb | 4 1% | 1 1% | 6 4% | 6 4% | 1 1% | 1 1% | 3 1% | 8 3% | 7 2% | 5 1% | 14 3% | 6 1% | 7 3% | 2 1% | 5 3% | 5 2% | 9 2% | 10 2% | 19 2% |
| Northern Ireland | 1 * | 1 * | - | 1 * | - | - | - | - | - | 1 * | - | - | 1 * | - | - | 1 * | - | - | 1 * | - | 1 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 5 1% | 7 1% | 3 2%j | 3 2%j | - | - | 1 1% | 6 3%fj | 6 2%j | - | 7 2%j | 6 1% | 7 1% | 2 1% | 4 1% | 2 1% | 6 2% | 5 1% | 8 2% | 12 1% |
| Pensions/Social security/Benefits | 66 7% | 25 5% | 41 8% | 5 4% | 8 5% | 6 4% | 11 7% | 15 11%zc ej | 20 10%ci | 14 5% | 17 5% | 35 10%zce ij | 20 4% | 46 9% | 22 8% | 12 5% | 12 6% | 20 9% | 33 6%m | 32 7% | 66 7% |
| Petrol prices/Fuel | 21 2%l | 12 3% | 9 2% | 5 4% | 3 2% | 4 3% | 1 1% | 2 2% | 5 2% | 9 3% | 5 2% | 7 2% | 13 3% | 8 2% | 1 * | 7 3%lp | 6 3% | 7 3% | 8 2%l | 12 3%l | 21 2% |
| Pollution/ Environment | 75 8%f | 35 7% | 40 8% | 15 11%f | 14 9%f | 18 12%fj | 5 3% | 9 7% | 14 7% | 30 10%f | 22 7%f | 23 7% | 47 10% | 27 5% | 22 9% | 25 10% | 15 7% | 12 5% | 48 9% | 27 6% | 73 8% |
| Population levels/ Overpopulation | 28 3%j | 14 3% | 14 3% | 1 1% | 1 1% | 3 2% | 9 5%di | 5 3% | 8 4%i | 3 1% | 12 4%i | 13 4%i | 6 1% | 22 4% | 11 4% | 9 3% | 6 3% | 3 1% | 20 4% | 8 2% | 30 3% |
| Pound/Exchange rate/Value of pound | 36 4% | 20 4% | 16 3% | 6 5% | 11 7%ej | 2 1% | 6 3% | 4 3% | 7 3% | 17 6%e | 7 2% | 11 3% | 19 4% | 17 3% | 5 2% | 12 5% | 8 4% | 11 4% | 17 3% | 19 4% | 35 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL | |
|------------------------------------------------------------|-------------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|---------|-----------|--------------|--------|--------|--------|--------|----------|-------------|----------|
| | TOTAL (z) | MALE (a) | FE-MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| Poverty/Inequality | 136 | 52 | 85 | 21 | 22 | 23 | 21 | 29 | 21 | 42 | 44 | 50 | 65 | 71 | 48 | 30 | 33 | 26 | 77 | 59 | 130 |
| | 14%ah | 11% | 17%za | 15% | 13% | 15% | 13% | 21%zh | 10% | 14% | 14% | 14%h | 14% | 14% | 18%zm | 11% | 16% | 11% | 15%am | 13% | 13% |
| Privatisation | 12 | 7 | 4 | 3 | 1 | 1 | - | 4 | 2 | 5 | 1 | 6 | 6 | 6 | 1 | 6 | 2 | 3 | 7 | 5 | 14 |
| | 1% | 1% | 1% | 2%j | 1% | 1% | - | 3%zj | 1% | 2% | * | 2% | 1% | 1% | * | 2%lp | 1% | 1% | 1%l | 1% | 1% |
| Public services in general | 53 | 27 | 26 | 8 | 9 | 8 | 13 | 6 | 9 | 17 | 21 | 15 | 25 | 28 | 21 | 20 | 2 | 9 | 42 | 11 | 52 |
| | 5%nq | 6% | 5% | 6% | 5% | 5% | 8% | 5% | 4% | 6% | 7% | 4% | 5% | 5% | 8%znq | 8%nq | 1% | 4% | 8%zno | 3% | 5% |
| Race relations | 60 | 21 | 39 | 13 | 17 | 9 | 9 | 6 | 7 | 30 | 18 | 13 | 39 | 22 | 17 | 21 | 13 | 10 | 38 | 23 | 62 |
| | 6%ahk | 5% | 8%za | 9%hk | 10%hk | 6% | 5% | 4% | 3% | 10%zhk | 6% | 4% | 9% | 4% | 7% | 8% | 6% | 4% | 7% | 5% | 6% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 18 | 10 | 9 | 6 | 1 | 3 | 1 | 1 | 6 | 7 | 4 | 7 | 10 | 8 | 8 | 7 | 2 | 1 | 15 | 3 | 20 |
| | 2%q | 2% | 2% | 4% | 1% | 2% | 1% | 1% | 3% | 2% | 1% | 2% | 2% | 2% | 3%q | 3%q | 1% | 1% | 3%zq | 1% | 2% |
| Taxation | 26 | 14 | 12 | 7 | 5 | 7 | 2 | 1 | 4 | 11 | 10 | 5 | 19 | 7 | 8 | 2 | 10 | 7 | 10 | 17 | 22 |
| | 3%km | 3% | 2% | 5%gk | 3% | 5%gk | 1% | 1% | 2% | 4% | 3% | 2% | 4% | 1% | 3% | 1% | 5%am | 3% | 2%am | 4%am | 2% |
| Trade unions/ Strikes | 7 | 3 | 3 | 1 | 1 | - | - | 2 | 3 | 2 | - | 5 | 2 | 5 | 2 | 4 | 1 | - | 6 | 1 | 9 |
| | 1% | 1% | 1% | * | 1% | - | - | 2%j | 1%j | 1% | - | 1%zj | * | 1% | 1% | 1% | 1% | - | 1% | * | 1% |
| Transport/Public transport | 37 | 18 | 20 | 4 | 5 | 5 | 7 | 7 | 10 | 9 | 12 | 17 | 14 | 24 | 16 | 8 | 5 | 9 | 24 | 14 | 37 |
| | 4% | 4% | 4% | 3% | 3% | 3% | 4% | 5% | 5% | 3% | 4% | 5% | 3% | 5% | 6%z | 3% | 2% | 4% | 5%am | 3% | 4% |
| Unemployment/ Factory closure/ Lack of industry | 137 | 63 | 74 | 26 | 29 | 21 | 27 | 12 | 22 | 55 | 48 | 34 | 76 | 61 | 27 | 33 | 35 | 42 | 60 | 77 | 128 |
| | 14%gh | 13% | 15% | 18%gh | 18%gk | 14% | 16% | 9% | 10% | 18%zgj | 15% | 10% | 17% | 12% | 10% | 13% | 17% | 18%lp | 12% | 17%zl | 13% |
| Other | 27 | 19 | 8 | 2 | 4 | 7 | 4 | 6 | 4 | 7 | 11 | 10 | 14 | 14 | 6 | 8 | 9 | 4 | 14 | 13 | 28 |
| | 3%b | 4%b | 2% | 1% | 3% | 5% | 2% | 4% | 2% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 5% | 2% | 3% | 3% | 3% |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | SEX | | AGE | | | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL | |
|-------------------------|-------------------|-------------|--------------------|-------------------|-------------------|-------------------|--------------|-------------------|------------|-------------------|-------------------|------------------|--------------|--------------|-----------|-----------|-------------------|--------------------|-------------|-------------------|-------------|
| | TOTAL (z) | MALE (a) | FE- MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | 18-44 (u) | 45+ (v) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 973 | 490 | 483 | 140 | 117 | 133 | 142 | 177 | 264 | 257 | 275 | 441 | 390 | 583 | 262 | 313 | 183 | 215 | 575 | 398 | 973 |
| WEIGHTED BASE | 966 | 472 | 493 | 139 | 161 | 153 | 167 | 135 | 210 | 301 | 320 | 345 | 453 | 512 | 262 | 260 | 207 | 236 | 522 | 444 | 973 |
| | 100% | 49% | 51% | 14% | 17% | 16% | 17% | 14% | 22% | 31% | 33% | 36% | 47% | 53% | 27% | 27% | 21% | 24% | 54% | 46% | 101% |
| MEAN NUMBER OF MENTIONS | 3.29 | 3.20 | 3.38 | 3.22 | 3.32 | 3.36 | 3.19 | 3.46 | 3.24 | 3.28 | 3.27 | 3.33 | 3.30 | 3.28 | 3.46 | 3.26 | 3.26 | 3.16 | 3.36 | 3.21 | 3.25 |
| STANDARD ERROR | 0.08 | 0.10 | 0.12 | 0.25 | 0.25 | 0.19 | 0.14 | 0.15 | 0.17 | 0.18 | 0.12 | 0.12 | 0.13 | 0.09 | 0.13 | 0.17 | 0.19 | 0.14 | 0.11 | 0.11 | 0.08 |
| ERROR VARIANCE | 0.01 | 0.01 | 0.01 | 0.06 | 0.06 | 0.04 | 0.02 | 0.02 | 0.03 | 0.03 | 0.01 | 0.01 | 0.02 | 0.01 | 0.02 | 0.03 | 0.04 | 0.02 | 0.01 | 0.01 | 0.01 |
| Don't know | 121 | 58 | 63 | 29 | 22 | 18 | 14 | 13 | 25 | 51 | 32 | 38 | 69 | 52 | 16 | 26 | 32 | 47 | 42 | 79 | 124 |
| | 13% ^{lp} | 12% | 13% | 21% ^{zf} | 14% | 12% | 8% | 9% | 12% | 17% ^{zf} | 10% | 11% | 15% | 10% | 6% | 10% | 15% ^{lp} | 20% ^{zlm} | 8% | 18% ^{zl} | 13% |
| Personal finances (NET) | 253 | 120 | 133 | 41 | 52 | 50 | 40 | 37 | 33 | 93 | 89 | 70 | 143 | 110 | 70 | 60 | 66 | 57 | 130 | 123 | 241 |
| | 26% ^{hk} | 25% | 27% | 29% ^{hk} | 32% ^{hk} | 33% ^{hk} | 24% | 28% ^{hk} | 16% | 31% ^{hk} | 28% ^{hk} | 20% ^h | 31% | 21% | 27% | 23% | 32% ^m | 24% | 25% | 28% | 25% |
| 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) - z/a/b - z/c/d/e/l/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|---------------------------------------------------------------------------------|--------------------------|--------------|-----------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|--------|-------------------------|-------------------------|-----------|----------------|------------------------|---------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRIVATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Ageing population/ Social care for the elderly | 63 | 57 | 1 | 5 | 19 | 14 | 19 | 18 | 25 | 5 | 12 | 7 | 27 | 26 | 3 | 5 | 53 | 9 | 62 |
| | 6%noq | 7% | 2% | 6% | 6% | 6% | 6% | 7% | 7%j | 4% | 5% | 6% | 9%zno | 9%noq | 2% | 3% | 9%zno | 2% | 6% |
| AIDS | 1 | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | 1 | - | 1 |
| | * | * | - | - | * | * | - | - | - | - | - | - | - | * | - | - | * | - | * |
| Animal welfare | 14 | 13 | - | 1 | 5 | 3 | 7 | 7 | 3 | 1 | 1 | - | 5 | 4 | 3 | 3 | 9 | 5 | 15 |
| | 1% | 2% | - | 2% | 1% | 1% | 2% | 3%j | 1% | 1% | * | - | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 4 | 4 | - | - | 3 | 3 | - | - | 1 | 1 | 1 | - | 1 | 1 | 2 | - | 2 | 2 | 5 |
| | * | * | - | - | 1% | 1% | - | - | * | 1% | * | - | * | * | 1% | - | * | 1% | 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 381 | 311 | 23 | 47 | 137 | 90 | 109 | 86 | 134 | 38 | 100 | 62 | 148 | 144 | 23 | 64 | 291 | 87 | 391 |
| | 39%ai | 37% | 48%i | 56%za | 44%ae | 39% | 36% | 34% | 38%i | 30% | 38%i | 46%ag | 48%zn | 48%zn | 17% | 30%nq | 48%zn | 25%cn | 40% |
| | noq | | | defgh | gi | | | | | | hij | | oq | oq | | | oq | | |
| | | | | ij | | | | | | | | | | | | | | | |
| Countryside/Rural life | 18 | 16 | 1 | 2 | 7 | 5 | 4 | 4 | 7 | 2 | 3 | 1 | 7 | 5 | 1 | 4 | 13 | 5 | 17 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2%j | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 104 | 93 | 5 | 6 | 30 | 23 | 34 | 29 | 40 | 22 | 29 | 8 | 33 | 28 | 14 | 27 | 61 | 41 | 102 |
| | 11%k | 11%k | 11% | 7% | 9% | 10% | 11% | 12% | 11%k | 17%za | 11%k | 6% | 11% | 9% | 10% | 13% | 10% | 12% | 10% |
| | | | | | | | | | | dhjk | | | | | | | | | |
| Defence/Foreign affairs/ International terrorism | 126 | 102 | 10 | 13 | 48 | 35 | 46 | 36 | 31 | 8 | 21 | 13 | 48 | 47 | 13 | 17 | 95 | 30 | 134 |
| | 13%hi | 12%hi | 21%hi | 16%ij | 15%hi | 15%hi | 15%hi | 14%ij | 9% | 6% | 8% | 10% | 16%oq | 16%oq | 9% | 8% | 16%zoq | 8% | 14% |
| | joq | j | jk | | j | j | j | | | | | | | | | | | | |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|------------------------------------------------------|--------------------------|--------------------|--------------------|-------------------|---------------------------|---------------------------|---------------------------|-------------------|--------------------|-------------------|-------------------------|-------------------------|-------------------|--------------------|------------------------|---------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRIVATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Drug abuse | 38 | 32 | 3 | 4 | 15 | 11 | 14 | 12 | 9 | 5 | 6 | 1 | 13 | 7 | 5 | 12 | 20 | 18 | 39 |
| | 4%k | 4%k | 5%k | 4%k | 5%k | 5%k | 5%k | 5%k | 3%k | 4%k | 2%k | * | 4% | 3% | 4% | 6% | 3% | 5% | 4% |
| Economy/Economic situation | 255 | 220 | 14 | 21 | 87 | 65 | 81 | 67 | 87 | 39 | 70 | 31 | 77 | 107 | 21 | 50 | 184 | 71 | 248 |
| | 26% ^{nq} | 26% | 29% | 26% | 27% | 28% | 27% | 26% | 25% | 30% | 26% | 23% | 25% ⁿ | 36% ^{zln} | 15% | 24% | 31% ^{zln} | 20% ^{en} | 25% |
| Education/Schools | 167 | 147 | 8 | 12 | 58 | 46 | 52 | 44 | 57 | 18 | 33 | 16 | 47 | 65 | 12 | 40 | 112 | 52 | 158 |
| | 17% ^{jn} | 18% ^{jk} | 17% | 15% | 18% | 20% ^j | 17% | 17% | 16% ^{jk} | 14% | 13% | 12% | 15% | 22% ^{zln} | 8% | 19% ^{nq} | 19% ^{ln} | 15% ⁿ | 16% |
| Foot and mouth outbreak/Farming crisis | 2 | 1 | - | 1 | 2 | 1 | - | - | - | - | - | - | - | 1 | 1 | - | 1 | 1 | 2 |
| | * ^a | * | - | 1% ^{zah} | 1% ^a | * | - | - | - | - | - | - | - | * | 1% | - | * | * | * |
| Housing | 169 | 160 | 3 | 7 | 30 | 24 | 45 | 42 | 94 | 47 | 76 | 29 | 48 | 44 | 24 | 51 | 92 | 75 | 164 |
| | 18% ^{bc} | 19% ^{zbc} | 6% | 8% | 10% | 10% | 15% ^{bd} | 17% ^{de} | 27% ^{za} | 36% ^{za} | 29% ^{za} | 21% ^{bc} | 16% | 15% | 17% | 24% ^{zln} | 15% | 22% ^{zp} | 17% |
| | dep | def | | | | | | | bcdefg | bcdefghjk | bcdefgk | de | | | | mp | | | |
| Immigration/immigrants | 339 | 293 | 21 | 25 | 107 | 83 | 111 | 90 | 121 | 35 | 76 | 41 | 130 | 94 | 47 | 58 | 225 | 105 | 342 |
| | 35% ^{jo} | 35% ^j | 43% | 29% | 34% | 36% | 37% ^j | 36% | 35% ^{ij} | 27% | 29% | 30% | 43% ^{zm} | 32% | 33% | 28% | 37% ^{mo} | 30% | 35% |
| | q | | | | | | | | | | | | opq | | | | q | | |
| Inflation/Prices | 65 | 56 | 6 | 2 | 17 | 15 | 20 | 13 | 28 | 22 | 26 | 3 | 13 | 20 | 11 | 18 | 33 | 29 | 62 |
| | 7% ^{klp} | 7% ^k | 13% ^{cdg} | 2% | 5% | 6% | 6% ^g | 5% | 8% ^k | 17% ^{za} | 10% ^{zac} | 2% | 4% | 7% | 8% | 8% | 5% | 8% ^l | 6% |
| | | | k | | | | | | | cdefghjk | hk | | | | | | | | |
| Lack of faith in politics / politicians / government | 63 | 52 | 5 | 7 | 24 | 17 | 19 | 14 | 20 | 7 | 16 | 8 | 20 | 19 | 7 | 15 | 39 | 22 | 64 |
| | 7% | 6% | 9% | 8% | 8% | 7% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 5% | 7% | 6% | 6% | 7% |

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL | |
|-----------------------------------------------------------|--------------------------|--------------|-----------|---------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|-------------|-------------------------|-------------------------|------------|----------------|-------------------------|----------------------|-----------------------|--------------|-------------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | | REN TED (NET) (q) |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Local government/ Council tax | 27 3%aj | 25 3%hj | 1 1% | 1 2% | 10 3% | 9 4%j | 12 4%j | 11 4%hj | 5 1%j | 1 1% | 2 1% | 1 1% | 7 2% | 11 4% | 1 * | 9 4% | 18 3% | 9 3%n | 24 2% |
| Low pay/Minimum wage/Fair wages | 84 9%lp | 77 9% | 2 3% | 5 7% | 20 6% | 15 6% | 27 9% | 26 10% | 36 10% | 17 13%de | 26 10% | 9 7% | 17 6% | 27 9% | 16 11%l | 24 12%l | 43 7%l | 40 11%zlp | 77 8% |
| Morality/ Individual behaviour/ Lifestyle | 56 6%cd | 52 6%de | - | 3 4% | 11 3% | 7 3% | 17 6% | 17 7% | 27 8%de | 8 6% | 22 8%bd | 14 11%zab | 21 7% | 13 4% | 11 8% | 11 5% | 33 6% | 22 6% | 54 6% |
| National health service/Hospitals/ Healthcare | 313 32%ei | 268 32%ei | 16 33% | 29 35%ei | 99 31%ei | 70 30%ei | 100 33%ei | 84 33%ei | 115 33%ij | 25 20% | 75 28%i | 50 37%ij | 109 36% | 101 34% | 43 31% | 57 27% | 210 35%z | 100 29% | 318 33% |
| Nationalisation/ Government control of institutions | 19 2% | 16 2% | 1 1% | 3 4% | 9 3% | 6 2% | 4 1% | 3 1% | 7 2% | 4 3% | 5 2% | 1 1% | 3 1% | 7 3% | 6 4%l | 3 1% | 11 2% | 8 2% | 19 2% |
| Northern Ireland | 1 * | 1 * | - | - | 1 * | 1 * | - | - | - | - | - | - | - | 1 * | - | - | 1 * | - | 1 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1%f | 12 1%f | - | 1 1% | 5 2% | 4 2% | 1 * | 1 * | 7 2%fj | 2 2% | 3 1% | 1 * | 6 2% | 4 1% | 2 1% | 1 * | 10 2% | 3 1% | 12 1% |
| Pensions/Social security/Benefits | 66 7%ij | 52 6%ij | 4 8%i | 10 12%ij | 23 7%ij | 14 6% | 18 6% | 14 6% | 24 7%ij | 2 2% | 9 3% | 7 5% | 26 8% | 18 6% | 8 6% | 14 7% | 44 7% | 22 6% | 66 7% |
| Petrol prices/Fuel | 21 2% | 17 2% | - | 3 4% | 7 2% | 3 1% | 3 1% | 3 1% | 11 3% | 6 4%f | 8 3% | 2 1% | 4 1% | 6 2% | 6 5%zlp | 5 2% | 10 2% | 11 3% | 21 2% |
| Pollution/ Environment | 75 8%ni | 67 8% | 2 3% | 6 7% | 24 8% | 18 8% | 24 8% | 22 9% | 26 8% | 12 9% | 21 8% | 9 7% | 26 9% | 23 8% | 5 3% | 19 9% | 49 8% | 24 7%ni | 73 8% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|------------------------------------------------------------------------|--------------------------|--------------|-----------|------------------------------|---------------------------|---------------------------|---------------------------|---------------|--------------------|---------------------------|-------------------------|-------------------------|-----------|----------------|------------------------|---------------------|-----------------------|-------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRIVATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Population levels/ Overpopulation | 28 3% | 25 3% | 1 2% | 2 2% | 9 3% | 7 3% | 5 2% | 4 2% | 14 4% | 3 3% | 9 4% | 6 4% | 13 4% | 7 2% | 3 2% | 4 2% | 19 3% | 7 2% | 30 3% |
| Pound/Exchange rate/Value of pound | 36 4% | 31 4% | - - | 5 6% | 13 4% | 8 3% | 12 4% | 12 5% | 11 3% | 5 4% | 7 3% | 2 2% | 10 3% | 13 4% | 5 3% | 8 4% | 23 4% | 13 4% | 35 4% |
| Poverty/Inequality | 136 14% | 115 14% | 6 13% | 14 17% | 41 13% | 26 11% | 34 11% | 27 11% | 62 18%za fg | 25 19%ef g | 43 16% | 18 13% | 39 13% | 49 17% | 22 16% | 26 12% | 89 15% | 48 14% | 130 13% |
| Privatisation | 12 1% | 10 1% | - - | 1 1% | 5 1% | 3 1% | 2 1% | 2 1% | 5 1% | 1 1% | 4 1% | 3 2% | 3 1% | 5 2% | 2 1% | 2 1% | 8 1% | 4 1% | 14 1% |
| Public services in general | 53 5% | 46 6% | 3 6% | 4 5% | 16 5% | 12 5% | 20 7% | 17 7% | 17 5%j | 6 5% | 9 4% | 3 2% | 18 6% | 21 7% | 6 4% | 8 4% | 39 6% | 14 4% | 52 5% |
| Race relations | 60 6%c | 59 7%zc | 1 2% | 1 1% | 16 5%c | 16 7%c | 19 6% | 18 7%c | 25 7%ck | 13 10%ck | 17 6%k | 4 3% | 14 5% | 20 7% | 13 9% | 13 6% | 34 6% | 26 7% | 62 6% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 18 2%afg | 6 1% | 1 2%g | 11 13%zab defghi jk | 12 4%zae fgh | 1 1% | 1 * | - - | 5 1% | 3 2%g | 4 2% | 1 1% | 7 2% | 6 2% | 2 2% | 2 1% | 13 2% | 5 1% | 20 2% |
| Taxation | 26 3%dp | 25 3%cd | 1 2% | 1 1% | 4 1% | 3 1% | 6 2% | 5 2% | 17 5%zad ek | 10 7%zac defgj k | 12 4%dk | 2 1% | 6 2% | 4 1% | 4 3% | 11 5%zlm p | 10 2% | 15 4%zp | 22 2% |
| Trade unions/ Strikes | 7 1% | 6 1% | - - | * * | 3 1% | 3 1% | 1 * | 1 * | 3 1% | 2 1% | 3 1% | 1 1% | 3 1% | 3 1% | 1 1% | - - | 6 1% | 1 * | 9 1% |

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 24th November 2016
Number of sample points : 184
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | | TENURE | | | | | | UNWTD TOTAL |
|-----------------------------------------------|---------------------------------------|-------------------------|--------------------------------|---------------|---------------------------|---------------------------|-------------------------------|------------------------|-----------------------------------|------------------------------------------|----------------------------------|-------------------------|------------------------|-------------------------|-------------------------------|-------------------------------|-------------------------|-------------------------------|-------------|
| | TOTAL (z) | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EAST INCL. GL (j) | SOUTH EAST EXCL. GL (k) | OWNED (l) | MORT GAGED (m) | REN TED COUNCIL/HA (n) | REN TED PRIVATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | |
| UNWEIGHTED BASE | 973 | 834 | 53 | 86 | 332 | 246 | 311 | 258 | 330 | 130 | 269 | 139 | 382 | 241 | 143 | 196 | 623 | 339 | 973 |
| WEIGHTED BASE | 966 | 834 | 48* | 84* | 315 | 232 | 300 | 252 | 350 | 129 | 264 | 135 | 306 | 297 | 139 | 210 | 603 | 349 | 973 |
| | 100% | 86% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 27% | 14% | 32% | 31% | 14% | 22% | 62% | 36% | 101% |
| Transport/Public transport | 37 4% | 34 4% | 1 1% | 3 3% | 10 3% | 7 3% | 12 4% | 11 4% | 16 4% ^{aj} | 5 4% | 8 3% | 3 3% | 17 6% ^z | 8 3% | 5 4% | 7 3% | 25 4% | 12 3% | 37 4% |
| Unemployment/Factory closure/Lack of industry | 137 14% | 117 14% | 11 22% ^{ajk} | 10 11% | 44 14% | 34 15% | 52 17% ^{ajk} | 41 16% | 42 12% | 15 12% | 28 11% | 13 9% | 37 12% | 39 13% | 24 17% | 34 16% | 76 13% | 58 16% | 128 13% |
| Other | 27 3% ^h | 21 3% ^h | 4 9% ^{zad} hijk | 2 2% | 9 3% | 7 3% | 15 5% ^{zah} ij | 11 4% ^h | 4 1% | 1 1% | 4 1% | 3 2% | 13 4% ^{oq} | 11 4% | 2 1% | 2 1% | 23 4% ^{zq} | 4 1% | 28 3% |
| MEAN NUMBER OF MENTIONS | 3.29 ^k nq | 3.30 ^k | 3.27 | 3.27 | 3.23 | 3.21 | 3.27 ^k | 3.27 ^k | 3.37 ^j k | 3.35 ^j k | 3.11 ^k | 2.88 | 3.39 | 3.48 ^q | 2.91 | 3.16 | 3.43 ^z nq | 3.06 | 3.25 |
| STANDARD ERROR | 0.08 | 0.09 | 0.25 | 0.25 | 0.16 | 0.19 | 0.11 | 0.12 | 0.13 | 0.18 | 0.10 | 0.10 | 0.13 | 0.19 | 0.15 | 0.12 | 0.11 | 0.10 | 0.08 |
| ERROR VARIANCE | 0.01 | 0.01 | 0.06 | 0.06 | 0.02 | 0.04 | 0.01 | 0.02 | 0.02 | 0.03 | 0.01 | 0.01 | 0.02 | 0.04 | 0.02 | 0.02 | 0.01 | 0.01 | 0.01 |
| Don't know | 121 13% ^{cl} mp | 112 13% ^c | 6 12% | 4 4% | 42 13% ^c | 38 16% ^{zc} | 38 13% ^c | 33 13% ^c | 41 12% | 17 13% ^c | 32 12% ^c | 15 11% | 23 8% | 22 7% | 34 24% ^{zl} mp | 39 19% ^{zlm} p | 45 8% | 73 21% ^{zl} mp | 124 13% |
| Personal finances (NET) | 253 26% ^l | 221 27% ^e | 10 21% | 21 26% | 71 23% | 50 22% | 68 23% | 57 23% | 114 32% ^{za} defgk | 58 45% ^{za} bcdef ghjk | 89 34% ^{za} defgk | 31 23% | 57 19% | 88 30% ^{lp} | 44 32% ^l | 61 29% ^l | 145 24% ^l | 105 30% ^l | 241 25% |
| Median | 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) - z/a/b/c/d/ef/gh/ij/k - z/l/m/n/o/p/q
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Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|---------------------------------------------------------------------------------|-------------|----------------|---------------|-----------------|----------------|------------------|------------|----------------------|----------------------|----------|-----------------|-------------------|----------------|-------------|-------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WORKING (c) | UNEMPLOYED (d) | CONSERVATIVE (f) | LABOUR (g) | LIBERAL DEMOCRAT (h) | NOT CONSERVATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Ageing population/ Social care for the elderly | 63 | 24 | 8 | 31 | 1 | 18 | 11 | 5 | 45 | 4 | 3 | 8 | 26 | 12 | 62 |
| | 6%l | 6% | 6% | 7% | 4% | 8% | 4% | 9% | 6% | 15% | 2% | 5% | 7% | 4% | 6% |
| AIDS | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | 1 |
| | * | - | - | * | - | - | * | - | * | - | - | - | - | - | * |
| Animal welfare | 14 | 4 | 3 | 6 | 1 | 5 | 1 | - | 9 | 1 | 1 | 1 | 5 | 5 | 15 |
| | 1%g | 1% | 3% | 1% | 2% | 2%g | * | - | 1% | 3% | 1% | * | 1% | 2% | 2% |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 4 | 1 | - | 2 | 1 | - | 2 | - | 4 | - | 2 | - | * | 1 | 5 |
| | * | * | - | 1% | 4%zab | - | 1% | - | * | - | 2% | - | * | * | 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 381 | 177 | 41 | 163 | 6 | 100 | 93 | 34 | 280 | 9 | 34 | 63 | 174 | 100 | 391 |
| | 39%di | 43%d | 34% | 38%d | 19% | 47%zg | 35% | 62%zg | 37% | 37% | 30% | 37% | 50%zl | 35% | 40% |
| Countryside/Rural life | 18 | 8 | 1 | 9 | 1 | 6 | 4 | 1 | 12 | - | 2 | 5 | 8 | 4 | 17 |
| | 2% | 2% | 1% | 2% | 4% | 3% | 1% | 1% | 2% | - | 2% | 3% | 2% | 1% | 2% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 104 | 45 | 10 | 48 | 4 | 25 | 28 | 7 | 79 | 3 | 11 | 19 | 29 | 39 | 102 |
| | 11% | 11% | 8% | 11% | 11% | 12% | 11% | 13% | 10% | 10% | 10% | 11% | 9% | 14% | 10% |
| Defence/Foreign affairs/ International terrorism | 126 | 57 | 8 | 61 | 5 | 39 | 40 | 7 | 86 | 4 | 9 | 21 | 56 | 40 | 134 |
| | 13%bi | 14% | 6% | 14%b | 16% | 18%zi | 15%i | 13% | 11% | 15% | 8% | 12% | 16%l | 14% | 14% |
| Drug abuse | 38 | 16 | 2 | 20 | 1 | 7 | 4 | - | 31 | - | 7 | 7 | 7 | 7 | 39 |
| | 4%gn | 4% | 2% | 5% | 4% | 3% | 1% | - | 4%g | - | 6%n | 4% | 2% | 2% | 4% |

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

Respondent type : GB Adults 18+
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 Number of sample points : 184
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|------------------------------------------------------|-------------------------|---------------------|---------------------|---------------------------|---------------------------|-----------------------------|--------------------|------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|----------------|
| | | FULL TIME (a) | PART TIME (b) | NOT WOR KING (c) | UNEM PLOY ED (d) | CON SERV ATIVE (f) | LAB OUR (g) | LIB ERAL DEMO CRAT (h) | NOT CON SERV ATIVE (i) | UKIP (r) | UP TO 11499 (l) | 11500 - 24999 (m) | 25000 PLUS (n) | | |
| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Economy/Economic situation | 255 | 134 | 30 | 91 | 4 | 61 | 81 | 18 | 194 | 6 | 28 | 29 | 114 | 83 | 248 |
| | | 26% ^{cm} | 32% ^{zc} | 25% | 21% | 14% | 29% | 31% ⁱ | 33% | 26% | 25% | 17% | 33% ^{zm} | 29% | 25% |
| Education/Schools | 167 | 65 | 34 | 69 | 3 | 33 | 51 | 10 | 134 | 2 | 20 | 28 | 68 | 59 | 158 |
| | 17% | 16% | 28% ^{za} | 16% | 8% | 16% | 19% | 17% | 18% | 6% | 17% | 17% | 20% | 21% | 16% |
| Foot and mouth outbreak/Farming crisis | 2 | - | - | 2 | - | - | 1 | - | 2 | - | 1 | - | - | - | 2 |
| | * | - | - | * | - | - | * | - | * | - | 1% | - | - | - | * |
| Housing | 169 | 80 | 25 | 65 | 1 | 35 | 61 | 12 | 134 | 4 | 12 | 29 | 62 | 58 | 164 |
| | 18%^{cl} | 19% ^d | 20% ^d | 15% | 5% | 16% | 23% ^{zi} | 22% | 18% | 14% | 11% | 17% | 18% | 20% | 17% |
| Immigration/immigrants | 339 | 138 | 35 | 165 | 7 | 99 | 74 | 9 | 240 | 25 | 37 | 68 | 113 | 87 | 342 |
| | 35%^{gh} | 33% | 29% | 38% ^z | 23% | 46% ^{zg} | 28% | 16% | 32% ^h | 97% | 33% | 41% | 33% | 30% | 35% |
| Inflation/Prices | 65 | 33 | 7 | 25 | 3 | 9 | 30 | 5 | 56 | - | 4 | 15 | 13 | 28 | 62 |
| | 7%ⁿ | 8% | 5% | 6% | 9% | 4% | 11% ^{zfi} | 9% | 7% | - | 4% | 9% ⁿ | 4% | 10% | 6% |
| Lack of faith in politics / politicians / government | 63 | 27 | 6 | 30 | 2 | 6 | 20 | 7 | 57 | - | 8 | 11 | 20 | 14 | 64 |
| | 7%^f | 7% | 5% | 7% | 7% | 3% | 8% ^f | 13% ^f | 8% ^{zf} | - | 7% | 7% | 6% | 5% | 7% |
| Local government/ Council tax | 27 | 14 | 1 | 12 | - | 5 | 10 | 2 | 22 | - | - | 5 | 6 | 9 | 24 |
| | 3% | 3% | 1% | 3% | - | 3% | 4% | 4% | 3% | - | - | 3% | 2% | 3% | 2% |
| Low pay/Minimum wage/Fair wages | 84 | 48 | 6 | 29 | 6 | 13 | 37 | 3 | 71 | 1 | 10 | 13 | 24 | 30 | 77 |
| | 9%^c | 12% ^{zc} | 5% | 7% | 20% ^{zbc} | 6% | 14% ^{zfi} | 5% | 9% | 5% | 9% | 8% | 7% | 11% | 8% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

Table 7
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BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | WORKING STATUS | | | | VOTING | | | | | INCOME | | | CHILD IN HH | UNWTD TOTAL |
|-----------------------------------------------------------|--------------------------------|-------------------------|------------------------|------------------------------------|---------------------------|------------------------------------|-------------------|------------------------------------------|------------------------------------|-------------|-----------------------|----------------------------|--------------------------------------|----------------|----------------|
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| UNWEIGHTED BASE | 973 | 343 | 104 | 526 | 33 | 234 | 262 | 55 | 739 | 29 | 124 | 184 | 327 | 247 | 973 |
| WEIGHTED BASE | 966 | 413 | 121* | 431 | 31* | 213 | 264 | 55* | 753 | 25** | 113 | 168 | 345 | 287 | 973 |
| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Morality/ Individual behaviour/ Lifestyle | 56 6% | 22 5% | 7 6% | 27 6% | 2 7% | 13 6% | 10 4% | 2 4% | 43 6% | 1 5% | 8 7% | 13 8% | 17 5% | 9 3% | 54 6% |
| National health service/Hospitals/ Healthcare | 313 32% ^d | 124 30% ^d | 40 33% ^d | 149 35% ^d | 4 13% | 74 35% | 79 30% | 16 29% | 239 32% | 10 40% | 29 25% | 59 35% | 128 37% ^z _l | 90 31% | 318 33% |
| Nationalisation/ Government control of institutions | 19 2% | 9 2% | 4 3% | 7 2% | 2 6% ^c | 5 2% | 7 3% | 1 1% | 15 2% | 1 6% | 3 2% | 5 3% | 8 2% | 1 * | 19 2% |
| Northern Ireland | 1 * | - - | - - | 1 * | - - | - - | 1 * | - - | 1 * | - - | - - | - - | - - | - - | 1 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 3 1% | - - | 10 2% ^z _a | 1 4% ^b | 4 2% | 4 2% | - - | 9 1% | - - | 1 1% | 3 2% | 5 1% | 2 1% | 12 1% |
| Pensions/Social security/Benefits | 66 7% | 24 6% | 7 6% | 35 8% | 1 2% | 20 9% | 12 5% | 2 4% | 46 6% | 3 13% | 8 7% | 15 9% | 23 7% | 16 6% | 66 7% |
| Petrol prices/Fuel | 21 2% | 12 3% | - - | 9 2% | 1 2% | 4 2% | 4 2% | 3 5% | 17 2% | - - | 3 3% | 3 2% | 8 2% | 10 3% | 21 2% |
| Pollution/ Environment | 75 8% | 30 7% | 11 9% | 34 8% | 2 5% | 12 6% | 18 7% | 11 19% ^z _t i | 63 8% | 1 3% | 5 4% | 10 6% | 25 7% | 17 6% | 73 8% |
| Population levels/ Overpopulation | 28 3% ⁱ | 13 3% | 1 1% | 14 3% | 2 6% | 12 6% ^z _i | 7 3% | 2 3% | 16 2% | 1 3% | 2 2% | 3 2% | 13 4% | 7 2% | 30 3% |

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| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Pound/Exchange rate/Value of pound | 36 4% | 15 4% | - - | 20 5%b | - - | 9 4% | 11 4% | 2 3% | 26 3% | - - | 3 2% | 8 5% | 12 4% | 9 3% | 35 4% |
| Poverty/Inequality | 136 14%f | 59 14% | 25 20%c | 53 12% | 2 8% | 19 9% | 50 19%zf | 8 15% | 117 16%zf | 4 14% | 15 13% | 29 18% | 54 16% | 39 14% | 130 13% |
| Privatisation | 12 1% | 5 1% | 1 1% | 6 1% | 1 3% | 1 * | 5 2% | 1 1% | 11 1% | 2 8% | 2 1% | 1 1% | 4 1% | 1 * | 14 1% |
| Public services in general | 53 5% | 22 5% | 9 8% | 21 5% | 1 3% | 12 6% | 18 7% | 5 9% | 41 5% | 1 2% | 4 4% | 6 4% | 23 7% | 14 5% | 52 5% |
| Race relations | 60 6%a | 16 4% | 15 12%za | 30 7% | 4 13%a | 11 5% | 19 7% | 2 4% | 49 7% | 1 6% | 12 11% | 14 9% | 22 6% | 23 8% | 62 6% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 18 2%g | 5 1% | 3 3% | 10 2% | - - | 7 3%g | 1 1% | 1 1% | 12 2% | - - | 1 1% | 3 2% | 10 3% | 4 1% | 20 2% |
| Taxation | 26 3% | 16 4% | 2 2% | 8 2% | - - | 8 4% | 13 5%zi | - - | 18 2% | - - | 1 1% | 3 2% | 10 3% | 13 5% | 22 2% |
| Trade unions/ Strikes | 7 1% | 3 1% | - - | 4 1% | - - | 1 1% | 1 * | - - | 5 1% | - - | - - | 2 1% | 2 * | 1 * | 9 1% |
| Transport/Public transport | 37 4% | 16 4% | 4 3% | 17 4% | 1 4% | 7 3% | 9 4% | 2 3% | 30 4% | 2 6% | 4 3% | 12 7%zn | 10 3% | 10 4% | 37 4% |
| Unemployment/ Factory closure/ Lack of industry | 137 14% | 69 17% | 11 9% | 56 13% | 7 23%b | 26 12% | 51 19%zfi | 5 9% | 111 15% | 2 9% | 14 13% | 28 17% | 49 14% | 49 17% | 128 13% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m/n
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| | 100% | 43% | 13%* | 45% | 3%* | 22% | 27% | 6%* | 78% | 3%** | 12% | 17% | 36% | 30% | 101% |
| Other | 27 | 12 | 2 | 13 | 2 | 4 | 4 | 5 | 23 | * | 2 | 2 | 12 | 10 | 28 |
| | 3% | 3% | 2% | 3% | 7% | 2% | 1% | 9%zfg | 3% | 1% | 2% | 1% | 4% | 3% | 3% |
| MEAN NUMBER OF MENTIONS | 3.29l | 3.36 | 3.09 | 3.29 | 2.89 | 3.41 | 3.43 | 3.47 | 3.26 | 3.51 | 2.86 | 3.31 | 3.42l | 3.24 | 3.25 |
| STANDARD ERROR | 0.08 | 0.12 | 0.15 | 0.12 | 0.30 | 0.19 | 0.16 | 0.26 | 0.08 | 0.55 | 0.15 | 0.15 | 0.13 | 0.14 | 0.08 |
| ERROR VARIANCE | 0.01 | 0.02 | 0.02 | 0.01 | 0.09 | 0.03 | 0.02 | 0.07 | 0.01 | 0.30 | 0.02 | 0.02 | 0.02 | 0.02 | 0.01 |
| Don't know | 121 | 42 | 16 | 62 | 10 | 15 | 34 | 4 | 106 | 2 | 19 | 16 | 18 | 29 | 124 |
| | 13%fn | 10% | 13% | 14% | 33%zabc | 7% | 13% | 7% | 14%zf | 7% | 17%n | 9% | 5% | 10% | 13% |
| Personal finances (NET) | 253 | 127 | 35 | 91 | 8 | 33 | 98 | 17 | 220 | 4 | 27 | 51 | 83 | 85 | 241 |
| | 26%cf | 31%zc | 29% | 21% | 25% | 15% | 37%zf | 30%f | 29%zf | 16% | 24% | 31% | 24% | 30% | 25% |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

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

Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 24th November 2016
Number of sample points : 184
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|--------------------------------------------------------------------|---------------|------------------|--------------------|-----------|-----------------|----------------|--------------|-----------|----------------|-----------|-----------|-------------------|------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
| | | ECON OMY (a) | NHS/ HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Ageing population/ Social care for the elderly | 63 | 22 | 39 | 19 | 25 | 35 | 22 | 13 | 27 | 22 | 58 | 4 | 8 | 25 | 8 | 13 | 4 | 8 | 12 | 13 | 62 |
| | 6% | 9% | 13%zt | 19%zaet | 7% | 9%z | 13%zt | 5% | 5% | 11%zgh | 7% | 3% | 5% | 7% | 8% | 6% | 4% | 9% | 7% | 8% | 6% |
| AIDS | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | - | 1 | - | - | - | - | - | - | - | - | 1 | 1 |
| | * | * | * | 1% | * | * | * | - | * | - | * | - | - | - | - | - | - | - | - | * | * |
| Animal welfare | 14 | 5 | 8 | 7 | 9 | 8 | 7 | - | 8 | 6 | 14 | - | 4 | 4 | - | 3 | 1 | 2 | 5 | 5 | 15 |
| | 1% | 2% | 3% | 7%zabe | 3%z | 2% | 4%z | - | 2%g | 3%g | 2% | - | 2% | 1% | - | 1% | 1% | 2% | 3% | 3% | 2% |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 4 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 3 | - | 3 | 1 | - | 1 | - | 2 | - | 1 | 1 | 1 | 5 |
| | * | 1% | 1% | 1% | * | 1% | * | * | 1% | - | * | 1% | - | * | - | 1% | - | 1% | * | * | 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 381 | 103 | 126 | 35 | 117 | 381 | 63 | 88 | 195 | 97 | 348 | 33 | 62 | 156 | 56 | 80 | 38 | 28 | 36 | 81 | 391 |
| | 39%tgk | 40% | 40% | 34% | 35% | 100%zab | 38% | 33% | 39% | 48%zgh | 41%zk | 26% | 39% | 41% | 54%zqs | 34% | 42%q | 31% | 21% | 50%zv | 40% |
| Countryside/Rural life | 18 | 10 | 12 | 9 | 7 | 12 | 11 | 2 | 8 | 8 | 17 | 1 | 2 | 6 | 1 | 4 | 1 | 1 | 2 | 4 | 17 |
| | 2% | 4%z | 4%z | 9%zbet | 2% | 3%z | 7%zet | 1% | 2% | 4%zg | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 2% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 104 | 31 | 45 | 104 | 42 | 35 | 23 | 38 | 42 | 24 | 87 | 17 | 17 | 40 | 9 | 38 | 11 | 11 | 19 | 22 | 102 |
| | 11%h | 12% | 14%ze | 100%zab | 12% | 9% | 14% | 14%h | 8% | 12% | 10% | 13% | 11% | 11% | 9% | 16%zp | 11% | 12% | 11% | 14% | 10% |
| Defence/Foreign affairs/ International terrorism | 126 | 30 | 45 | 23 | 50 | 73 | 23 | 25 | 68 | 33 | 115 | 10 | 20 | 46 | 11 | 26 | 14 | 9 | 19 | 31 | 134 |
| | 13%g | 12% | 14% | 23%zab | 15% | 19%zab | 14% | 9% | 14% | 17%g | 14% | 8% | 12% | 12% | 11% | 11% | 15% | 10% | 11% | 19%zv | 14% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL |
|------------------------------------------------------|----------------------------------|----------------------------|--------------------------|---------------------------|----------------------------|------------------------|----------------------------|-------------------------|----------------|-------------------------|--------------------------|-------------------------|-------------------|--------------|----------------------------|--------------------------|--------------------------|-------------------------|----------------------------|--------------------------|-------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | OTHER IMPOR -TANT (w) | |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Drug abuse | 38 4% | 13 5% | 16 5% | 22 21%zabe ft | 18 5% | 11 3% | 16 9%zbe | 13 5% | 17 3% | 8 4% | 30 4% | 8 6% | 6 4% | 12 3% | 2 2% | 14 6% | 3 3% | 6 7% | 10 6% | 8 5% | 39 4% |
| Economy/Economic situation | 255 26% ^{jv} | 255 100% ^{zbc} | 73 23% | 31 30% | 88 26% | 103 27% | 50 30% | 76 29% | 135 27% | 43 22% | 211 25% | 44 35% ^{zj} | 48 30% | 115 30% | 34 33% | 66 28% ^r | 19 21% | 20 22% | 33 19% | 55 33% ^{zv} | 248 25% |
| Education/Schools | 167 17% ^{qsv} | 50 20% ^t | 99 32% ^{zac} | 23 22% ^t | 47 14% | 63 17% | 167 100% ^{zab} | 49 18% | 80 16% | 38 19% | 146 17% | 20 16% | 38 23% | 60 16% | 19 19% | 27 11% | 10 10% | 8 9% | 20 11% | 28 17% | 158 16% |
| Foot and mouth outbreak/Farming crisis | 2 * | 1 * | 2 1% | 1 1% | 1 * | 2 * | 1 * | - - | 1 * | 1 1% | 2 * | - - | - - | - - | - - | - - | - - | - - | - - | 1 * | 2 * |
| Housing | 169 18% | 46 18% | 66 21% ^e | 37 36% ^{zab} | 68 20% ^{ae} | 56 15% | 43 26% ^{ze} | 59 22% ^{zh} | 78 16% | 32 16% | 145 17% | 25 19% | 31 19% | 74 20% | 21 20% | 45 19% ^{rs} | 11 12% | 11 12% | 28 16% | 40 24% ^z | 164 17% |
| Immigration/immigrants | 339 35% ^{egk} | 88 34% | 110 35% | 42 40% ^f | 339 100% ^{zab} | 117 31% | 47 28% | 79 30% | 175 35% | 85 42% ^{zg} | 316 38% ^{zk} | 23 18% | 50 31% | 125 33% | 27 26% | 110 47% ^{zp} | 51 56% ^{zpq} | 47 51% ^{zp} | 175 100% ^z | 164 100% ^z | 342 35% |
| Inflation/Prices | 65 7% ^{ej} | 31 12% ^{zbet} | 19 6% | 21 21% ^{zabe} | 18 5% | 13 3% | 12 7% | 27 10% ^{zh} | 26 5% | 12 6% | 44 5% | 21 16% ^{zj} | 10 6% | 29 8% | 7 7% | 19 8% ^s | 5 5% | 2 2% | 8 5% | 10 6% | 62 6% |
| Lack of faith in politics / politicians / government | 63 7% | 19 8% | 24 8% | 18 18% ^{zabe} | 17 5% | 33 9% ^{zt} | 16 10% | 15 5% | 35 7% | 14 7% | 55 7% | 9 7% | 14 9% | 17 5% | 11 11% | 16 7% | 7 7% | 4 4% | 6 4% | 11 7% | 64 7% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|-----------------------------------------------------------|---------------------------------|-------------------------|-------------------------------|----------------------------|--------------------|------------------|----------------------------|-------------------------|-------------------------|------------------------|--------------------------|-------------------------|---------------|----------------------------|----------------|--------------------------|-------------------------|----------------------------|------------------------|-------------|-------------------------|
| | | ECONOMY (a) | NHS/HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/EUROPE (e) | SCHOOLS (f) | URBAN (g) | SUB-URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRIVATE (m) | QUALITY (p) | POPULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR-TANT (v) | | OTHER IMPOR-TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Local government/ Council tax | 27 3% _j | 9 4% | 11 3% | 4 4% | 10 3% | 9 2% | 10 6% _{ze} | 5 2% | 17 3% | 5 2% | 16 2% | 11 8% _{zj} | 5 3% | 10 3% | 5 5% | 6 3% | 3 3% | 2 2% | 4 2% | 6 3% | 24 2% |
| Low pay/Minimum wage/Fair wages | 84 9% _{ej} | 34 13% _{ze} | 32 10% _e | 18 18% _{zbet} | 30 9% | 22 6% | 25 15% _{zet} | 33 13% _{zi} | 41 8% | 9 5% | 61 7% | 22 18% _{zj} | 13 8% | 41 11% | 2 2% | 26 11% _{prs} | 6 6% | 4 4% | 11 6% | 20 12% | 77 8% |
| Morality/ Individual behaviour/ Lifestyle | 56 6% | 12 5% | 19 6% | 17 16% _{zabet} | 21 6% | 20 5% | 11 6% | 13 5% | 32 6% | 10 5% | 47 6% | 8 6% | 11 7% | 18 5% | 4 4% | 15 6% | 5 6% | 6 6% | 12 7% | 9 5% | 54 6% |
| National health service/Hospitals/ Healthcare | 313 32% _{gk} | 73 29% | 313 100% _{zaceft} | 45 44% _{zaet} | 110 32% | 126 33% | 99 59% _{zacet} | 66 25% | 173 35% _g | 74 37% _g | 286 34% _{zk} | 28 22% | 56 35% | 112 30% | 30 29% | 72 31% | 38 42% _{zq} | 29 32% | 49 28% | 61 37% | 318 33% |
| Nationalisation/ Government control of institutions | 19 2% _j | 6 2% | 6 2% | 6 5% _z | 7 2% | 10 3% | 6 3% | 9 3% | 10 2% | 1 1% | 9 1% | 10 8% _{zj} | 5 3% | 8 2% | 3 3% | 7 3% | 2 2% | 1 2% | 4 2% | 3 2% | 19 2% |
| Northern Ireland | 1 * | 1 * | 1 * | 1 1% | 1 * | 1 * | 1 * | - - | 1 * | - - | 1 * | - - | - - | - - | - - | - - | - - | - - | - - | 1 * | 1 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 6 3% | 6 2% | 2 2% | 7 2% | 6 2% | 9 5% _{zbet} | 3 1% | 8 2% | 2 1% | 12 1% | 1 1% | - - | 3 1% | - - | 2 1% | 1 1% | - - | 3 2% | 4 2% | 12 1% |
| Pensions/Social security/Benefits | 66 7% _g | 18 7% | 37 12% _{ze} | 14 13% _z | 28 8% | 28 7% | 17 10% | 8 3% | 40 8% _g | 18 9% _g | 61 7% | 4 3% | 6 4% | 24 6% | 6 6% | 12 5% | 5 5% | 8 8% | 13 7% | 15 9% | 66 7% |
| Petrol prices/Fuel | 21 2% | 7 3% | 13 4% _{zet} | 5 5% _t | 5 2% | 7 2% | 7 4% | 6 2% | 8 2% | 6 3% | 16 2% | 5 4% | 1 1% | 11 3% | 2 2% | 4 2% | 4 4% _q | 1 2% | 3 2% | 3 2% | 21 2% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w
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ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|------------------------------------------------------------|--------------------------------------|--------------|---------------------|---------------|------------------|----------------|---------------|-----------|----------------|-----------|------------|-------------------|-------------|----------------------------|--------------|--------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
| | TOTAL (z) | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | QUAL ITY (p) | POP ULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
| WEIGHTED BASE | 966 | 255 | 313 | 104* | 339 | 381 | 167 | 266 | 499 | 201 | 839 | 127 | 161 | 376 | 104* | 235 | 92* | 91* | 175 | 164 | 973 |
| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Pollution/ Environment | 75 8% | 25 10% | 36 11%zt | 13 13%t | 23 7% | 31 8% | 28 17%zabe | 22 8% | 37 7% | 16 8% | 64 8% | 11 8% | 6 4% | 34 9% | 12 11% | 13 6% | 5 5% | 5 6% | 8 5% | 15 9% | 73 8% |
| Population levels/ Overpopulation | 28 3% | 12 5% | 14 4% | 10 10%zbet | 14 4% | 15 4% | 9 6%zt | 4 1% | 17 3% | 7 3% | 27 3% | 1 1% | 3 2% | 11 3% | 3 2% | 7 3% | 5 5% | 3 3% | 5 3% | 9 5% | 30 3% |
| Pound/Exchange rate/Value of pound | 36 4%^m | 16 6%z | 10 3% | 7 6% | 16 5% | 19 5% | 7 4% | 9 3% | 20 4% | 6 3% | 30 4% | 6 5% | 8 5% | 7 2% | 4 3% | 8 4% | 5 6% | 1 1% | 6 3% | 10 6% | 35 4% |
| Poverty/Inequality | 136 14%^v | 31 12% | 57 18%zae | 19 18% | 38 11% | 48 13% | 37 22%zae | 47 18% | 65 13% | 25 12% | 125 15% | 11 9% | 31 19% | 53 14% | 19 18% | 26 11% | 13 14% | 12 13% | 14 8% | 24 15% | 130 13% |
| Privatisation | 12 1% | 2 1% | 8 2%zt | 2 2% | 3 1% | 6 1% | 3 2% | 4 2% | 6 1% | 1 1% | 12 1% | - - | 1 1% | 5 1% | 4 4%z | 2 1% | - - | 2 2% | 1 1% | 1 1% | 14 1% |
| Public services in general | 53 5% | 19 7% | 28 9%z | 11 10%z | 20 6% | 23 6% | 23 14%zabe | 16 6% | 23 5% | 13 7% | 46 6% | 7 5% | 17 11%zm | 15 4% | 6 6% | 14 6% | 6 7% | 6 6% | 8 5% | 11 7% | 52 5% |
| Race relations | 60 6%^j | 17 7% | 22 7% | 12 11%zet | 17 5% | 18 5% | 15 9% | 21 8% | 32 6% | 7 4% | 39 5% | 22 17%zj | 10 6% | 22 6% | 13 13%zs | 16 7% | 8 8% | 3 3% | 6 3% | 11 7% | 62 6% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 18 2% | 8 3% | 9 3% | 3 3% | 9 3% | 11 3% | 5 3% | 4 2% | 6 1% | 8 4%zh | 17 2% | 2 1% | 2 1% | 6 2% | 1 1% | 4 2% | 2 3% | 3 3% | 5 3% | 4 2% | 20 2% |
| Taxation | 26 3% | 14 5%zbe | 7 2% | 7 7%zbe | 17 5%zbe | 6 2% | 6 4% | 12 5% | 12 2% | 3 1% | 23 3% | 3 3% | 3 2% | 16 4% | 1 1% | 12 5%zr | 1 2% | 5 6% | 4 3% | 12 7%zv | 22 2% |

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Q.PL01/02
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| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | DAILY NEWSPAPER READERSHIP | | | | WHEN MENTIONED IMMIGRATION | | UNWTD TOTAL | |
|-------------------------------------------------|------------------|--------------|-------------------|-----------|-----------------|---------------|-------------|-----------|---------------|-----------|-----------|-------------------|------------|----------------------------|-------------|-------------|-------------------|----------------------------|----------------------|-------------|-----------------------|
| | TOTAL (z) | ECON OMY (a) | NHS/HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/EUROPE (e) | SCHOOLS (f) | URBAN (g) | SUB-URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRIVATE (m) | QUALITY (p) | POPULAR (q) | MID MKT PRESS (r) | RED TOP PRESS (s) | MOST IMPOR -TANT (v) | | OTHER IMPOR -TANT (w) |
| UNWEIGHTED BASE | 973 | 248 | 318 | 102 | 342 | 391 | 158 | 262 | 510 | 201 | 841 | 131 | 136 | 313 | 111 | 251 | 110 | 94 | 179 | 163 | 973 |
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| | 100% | 26% | 32% | 11%* | 35% | 39% | 17% | 28% | 52% | 21% | 87% | 13% | 17% | 39% | 11%* | 24% | 9%* | 9%* | 18% | 17% | 101% |
| Trade unions/ Strikes | 7 | 4 | 4 | 2 | 4 | 4 | 3 | 1 | 5 | 1 | 7 | - | 1 | 2 | 1 | 1 | 1 | - | 3 | 1 | 9 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | * | 1% | * | 1% | - | 1% | * | 1% | * | 1% | - | 2% | * | 1% |
| Transport/Public transport | 37 | 8 | 23 | 11 | 12 | 15 | 12 | 10 | 17 | 10 | 32 | 5 | 2 | 17 | 5 | 8 | 3 | 3 | 5 | 7 | 37 |
| | 4% | 3% | 7%zae | 10%zaet | 4% | 4% | 7%za | 4% | 3% | 5% | 4% | 4% | 2% | 5% | 4% | 3% | 4% | 4% | 3% | 4% | 4% |
| Unemployment/ Factory closure/ Lack of industry | 137 | 47 | 48 | 19 | 54 | 41 | 31 | 36 | 72 | 29 | 119 | 18 | 24 | 55 | 9 | 37 | 13 | 13 | 29 | 25 | 128 |
| | 14%e | 18%e | 15%e | 18%e | 16%e | 11% | 19%e | 14% | 14% | 14% | 14% | 14% | 15% | 15% | 8% | 16% | 14% | 15% | 17% | 15% | 13% |
| Other | 27 | 9 | 7 | 1 | 3 | 7 | 6 | 6 | 14 | 8 | 24 | 3 | 4 | 11 | - | 5 | 1 | 3 | 2 | 2 | 28 |
| | 3%t | 3% | 2% | * | 1% | 2% | 4%t | 2% | 3% | 4% | 3% | 3% | 2% | 3% | - | 2% | 1% | 4% | 1% | 1% | 3% |
| MEAN NUMBER OF MENTIONS | 3.29 | 4.27z | 4.48ze | 6.02za | 3.88z | 3.79z | 5.22za | 3.24 | 3.22 | 3.54 | 3.30 | 3.25 | 3.32 | 3.28 | 3.27 | 3.36 | 3.38 | 3.11 | 3.34 | 4.45zv | 3.25 |
| STANDARD ERROR | 0.08 | 0.23 | 0.20 | 0.52 | 0.18 | 0.17 | 0.35 | 0.11 | 0.11 | 0.22 | 0.09 | 0.18 | 0.13 | 0.13 | 0.16 | 0.16 | 0.30 | 0.21 | 0.21 | 0.30 | 0.08 |
| ERROR VARIANCE | 0.01 | 0.05 | 0.04 | 0.27 | 0.03 | 0.03 | 0.12 | 0.01 | 0.01 | 0.05 | 0.01 | 0.03 | 0.02 | 0.02 | 0.02 | 0.02 | 0.09 | 0.05 | 0.04 | 0.09 | 0.01 |
| Don't know | 121 | 6 | 7 | 3 | 18 | 25 | 3 | 43 | 51 | 27 | 102 | 19 | 13 | 46 | 4 | 27 | 8 | 16 | 15 | 3 | 124 |
| | 13%abce | 2% | 2% | 3% | 5% | 7%abf | 2% | 16%h | 10% | 14% | 12% | 15% | 8% | 12% | 3% | 11%p | 9% | 18%pq | 9%w | 2% | 13% |
| Personal finances (NET) | 253 | 76 | 90 | 43 | 64 | 75 | 58 | 94 | 121 | 38 | 207 | 45 | 49 | 114 | 28 | 59 | 19 | 16 | 23 | 41 | 241 |
| | 26%eti | 30%et | 29%et | 42%zab | 19% | 20% | 34%zet | 35%zhi | 24% | 19% | 25% | 36%zj | 30% | 30% | 27% | 25%es | 21% | 17% | 13% | 25%v | 25% |
| Median | 2 | 3 | 3 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 4th November - 24th November 2016
 Number of sample points : 184
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX NOVEMBER 2016 (PUBLIC - FINAL)

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

| | TOTAL (z) | AGE WITHIN SOCIAL GRADE | | | | | | UNWTD TOTAL |
|---------------------------------------------------------------------------------|---------------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
| | | 18-34 ABC1 (a) | 18-34 C2DE (b) | 35-54 ABC1 (c) | 35-54 C2DE (d) | 55+ ABC1 (e) | 55+ C2DE (f) | |
| UNWEIGHTED BASE | 973 | 144 | 113 | 156 | 119 | 275 | 166 | 973 |
| WEIGHTED BASE | 966 | 154 | 146 | 173 | 146 | 194 | 151 | 973 |
| | 100% | 16% | 15% | 18% | 15% | 20% | 16% | 101% |
| Ageing population/ Social care for the elderly | 63 6%a | 3 2% | 5 3% | 14 8%a | 5 4% | 22 11%zab d | 13 9%a | 62 6% |
| AIDS | 1 * | 1 * | - - | - - | - - | - - | - - | 1 * |
| Animal welfare | 14 1% | 3 2% | 4 3% | 1 1% | 1 * | 4 2% | 2 1% | 15 2% |
| Bird flu/Pandemic flu/Swine flu/ Ebola | 4 * | 1 * | 1 1% | - - | - - | - - | 2 1% | 5 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 381 39%bd | 71 46%bd | 32 22% | 96 55%zb df | 27 19% | 95 49%zb d | 60 40%bd | 391 40% |
| Countryside/Rural life | 18 2% | 4 3% | 1 1% | 3 2% | - - | 5 2% | 4 3% | 17 2% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 104 11%a | 8 5% | 23 16%a | 16 9% | 18 12%a | 23 12%a | 16 11% | 102 10% |
| Defence/Foreign affairs/ International terrorism | 126 13%b | 16 11% | 6 4% | 30 17%b | 17 12%b | 37 19%za b | 18 12%b | 134 14% |
| Drug abuse | 38 4%e | 7 5% | 13 9%zce | 3 1% | 4 3% | 3 2% | 9 6%ce | 39 4% |

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

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What do you see as the main/other important issues facing Britain today?
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| | TOTAL (z) | AGE WITHIN SOCIAL GRADE | | | | | | UNWTD TOTAL |
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| | | 18-34 ABC1 (a) | 18-34 C2DE (b) | 35-54 ABC1 (c) | 35-54 C2DE (d) | 55+ ABC1 (e) | 55+ C2DE (f) | |
| UNWEIGHTED BASE | 973 | 144 | 113 | 156 | 119 | 275 | 166 | 973 |
| WEIGHTED BASE | 966 | 154 | 146 | 173 | 146 | 194 | 151 | 973 |
| | 100% | 16% | 15% | 18% | 15% | 20% | 16% | 101% |
| Economy/Economic situation | 255 26% ^f | 45 29% | 31 21% | 67 38% ^z def | 35 24% | 47 24% | 30 20% | 248 25% |
| Education/Schools | 167 17% ^e | 29 19% | 25 17% | 44 25% ^z f | 25 17% | 25 13% | 19 13% | 158 16% |
| Foot and mouth outbreak/Farming crisis | 2 * | 1 * | - | - | - | - | 1 1% | 2 * |
| Housing | 169 18% | 23 15% | 32 22% | 29 17% | 30 21% | 33 17% | 22 15% | 164 17% |
| Immigration/immigrants | 339 35% ^{ac} | 40 26% | 44 30% | 47 27% | 58 39% ^{ac} | 77 40% ^{ac} | 73 48% ^z bc | 342 35% |
| Inflation/Prices | 65 7% ^e | 15 10% ^{ce} | 15 10% ^{ce} | 6 4% | 15 10% ^{ce} | 5 3% | 8 5% | 62 6% |
| Lack of faith in politics / politicians / government | 63 7% ^e | 13 8% | 6 4% | 13 7% | 11 8% | 8 4% | 13 8% | 64 7% |
| Local government/ Council tax | 27 3% ^e | 5 3% | 5 3% | 5 3% | 3 2% | 2 1% | 7 5% ^e | 24 2% |
| Low pay/Minimum wage/Fair wages | 84 9% ^e | 14 9% | 20 14% ^e | 12 7% | 21 14% ^z ef | 8 4% | 10 7% | 77 8% |
| Morality/ Individual behaviour/ Lifestyle | 56 6% | 8 5% | 13 9% ^c | 5 3% | 4 3% | 13 6% | 13 8% ^c | 54 6% |

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| UNWEIGHTED BASE | 973 | 144 | 113 | 156 | 119 | 275 | 166 | 973 |
| WEIGHTED BASE | 966 | 154 | 146 | 173 | 146 | 194 | 151 | 973 |
| | 100% | 16% | 15% | 18% | 15% | 20% | 16% | 101% |
| National health service/Hospitals/Healthcare | 313 32% ^b | 47 31% | 34 23% | 63 36% ^b | 46 31% | 69 36% ^b | 55 36% ^b | 318 33% |
| Nationalisation/ Government control of institutions | 19 2% ^e | 5 3% ^e | 3 2% | 3 2% | 3 2% | 1 * | 4 3% | 19 2% |
| Northern Ireland | 1 * | 1 * | - - | - - | - - | - - | - - | 1 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 2 1% | 4 3% ^c | - - | - - | 4 2% | 3 2% | 12 1% |
| Pensions/Social security/Benefits | 66 7% | 7 4% | 7 5% | 11 6% | 6 4% | 15 8% | 20 13% ^{zab} d | 66 7% |
| Petrol prices/Fuel | 21 2% | 3 2% | 5 4% | 3 2% | 2 1% | 2 1% | 5 3% | 21 2% |
| Pollution/ Environment | 75 8% | 19 13% ^{zde} | 10 7% | 17 10% ^d | 5 4% | 11 6% | 12 8% | 73 8% |
| Population levels/ Overpopulation | 28 3% | 3 2% | - - | 7 4% ^b | 5 4% | 9 5% ^{zb} | 3 2% | 30 3% |
| Pound/Exchange rate/Value of pound | 36 4% ^e | 9 6% ^e | 8 5% | 4 2% | 3 2% | 3 2% | 8 5% | 35 4% |
| Poverty/Inequality | 136 14% | 26 17% | 16 11% | 21 12% | 23 16% | 30 16% | 20 13% | 130 13% |
| Privatisation | 12 1% | 3 2% | 1 1% | - - | 1 1% | 3 2% | 3 2% | 14 1% |

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| | 100% | 16% | 15% | 18% | 15% | 20% | 16% | 101% |
| Public services in general | 53 5% ^b | 15 10% ^{zbd} | 2 1% | 18 10% ^{zbd} ef | 3 2% | 9 5% | 6 4% | 52 5% |
| Race relations | 60 6% ^f | 17 11% ^{zde} f | 13 9% ^f | 12 7% | 6 4% | 9 5% | 4 3% | 62 6% |
| Scottish/Welsh assembly/ Devolution/ Constitutional reform | 18 2% | 6 4% ^f | 1 1% | 3 2% | 1 1% | 6 3% ^f | 1 * | 20 2% |
| Taxation | 26 3% | 3 2% | 8 6% ^{ee} | 4 2% | 6 4% | 3 1% | 3 2% | 22 2% |
| Trade unions/ Strikes | 7 1% | 2 1% | - - | - - | - - | 4 2% ^z | 1 1% | 9 1% |
| Transport/Public transport | 37 4% | 4 3% | 4 3% | 9 5% | 3 2% | 11 6% | 6 4% | 37 4% |
| Unemployment/ Factory closure/ Lack of industry | 137 14% ^e | 19 12% | 36 25% ^{za} cef | 23 13% | 25 17% ^{ee} | 19 10% | 15 10% | 128 13% |
| Other | 27 3% | 4 3% | 2 2% | 5 3% | 6 4% | 5 3% | 5 3% | 28 3% |
| MEAN NUMBER OF MENTIONS | 3.29 | 3.39 | 3.16 | 3.45 | 3.06 | 3.27 | 3.40 | 3.25 |
| STANDARD ERROR | 0.08 | 0.30 | 0.17 | 0.17 | 0.16 | 0.12 | 0.23 | 0.08 |
| ERROR VARIANCE | 0.01 | 0.09 | 0.03 | 0.03 | 0.03 | 0.01 | 0.05 | 0.01 |

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| Don't know | 121 | 21 | 31 | 4 | 28 | 17 | 21 | 124 |
| | 13% ^{ce} | 13% ^c | 21% ^{zce} | 3% | 19% ^{zce} | 9% ^c | 14% ^c | 13% |
| Personal finances (NET) | 253 | 50 | 43 | 41 | 49 | 39 | 31 | 241 |
| | 26% ^e | 33% ^{ef} | 29% | 23% | 33% ^{ef} | 20% | 21% | 25% |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

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