

**ISSUES INDEX OCTOBER 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)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992	
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992	
<b>100%</b>	<b>49%</b>	<b>51%</b>	<b>13%</b>	<b>17%</b>	<b>16%</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>	<b>30%</b>	<b>33%</b>	<b>36%</b>	<b>46%</b>	<b>54%</b>	<b>27%</b>	<b>27%</b>	<b>21%</b>	<b>25%</b>	<b>54%</b>	<b>46%</b>	<b>100%</b>		
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	5 1%	8 2%	1 1%	2 1%	2 1%	-	4 3% <sup>f</sup>	4 2%	3 1%	2 1%	8 2% <sup>z</sup>	4 1%	8 1%	3 1%	3 1%	1 *	5 2%	6 1%	6 1%	14 1%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>1</b> <b>*</b>	-	1 *	1 1% <sup>z</sup>	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Common Market/ Brexit/EU/Europe/ Euro	<b>204</b> 21% <sup>bo</sup> q	118 24% <sup>zb</sup>	86 17%	22 16%	30 18%	27 17%	37 21%	38 27% <sup>zc</sup> eij	50 23%	52 17%	64 19%	88 25% <sup>zi</sup>	78 17%	125 24%	67 25% <sup>oq</sup>	68 25% <sup>zn</sup> oq	37 18%	32 13%	135 25% <sup>zn</sup> oq	69 15%	211 21%	
Countryside/Rural life	<b>1</b> <b>*</b>	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>18</b> 2% <sup>kl</sup>	8 2%	10 2%	2 2%	4 2%	5 3%	3 2%	1 1%	3 1%	6 2%	8 2%	4 1%	11 2%	7 1%	1 *	6 2% <sup>lp</sup>	5 2% <sup>l</sup>	7 3% <sup>l</sup>	6 1% <sup>l</sup>	12 3% <sup>l</sup>	18 2%	
Defence/Foreign affairs/ International terrorism	<b>33</b> 3% <sup>gl</sup>	13 3%	20 4%	4 3%	7 4% <sup>g</sup>	3 2%	4 2%	1 1%	15 7% <sup>zeg</sup> jk	11 4%	7 2%	16 4% <sup>g</sup>	14 3%	20 4%	4 2%	12 5% <sup>lp</sup>	11 5% <sup>l</sup>	6 2%	16 3% <sup>l</sup>	17 4%	34 3%	
Drug abuse	<b>8</b> 1% <sup>kl</sup>	5 1%	3 1%	4 3% <sup>zhk</sup>	2 1%	1 1%	1 *	1 *	-	5 2% <sup>k</sup>	2 1%	1 *	6 1%	1 *	-	3 1%	2 1%	3 1%	3 1%	4 1%	7 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 : 30th September - 19th October 2016  
Number of sample points : 184  
Source : Ipsos MORI (JN Q218)

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

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Economy/Economic situation	109	55	54	14	14	23	25	16	17	28	48	33	51	58	45	37	9	18	82	27	105
	11%noq	11%	11%	10%	8%	15%ah	14%	11%	8%	9%	14%zhk	9%	11%	11%	17%zn	14%noq	4%	7%	15%zno	6%	11%
															oq				q		
Education/Schools	26	8	17	5	6	8	1	2	4	10	9	6	18	7	7	8	4	6	16	10	24
	3%	2%	3%	3%	4%	5%fjk	1%	2%	2%	3%	3%f	2%	4%	1%	3%	3%	2%	2%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	43	20	23	11	12	5	7	5	2	23	12	7	28	14	7	10	14	11	17	26	40
	4%hkp	4%	4%	8%zhk	7%hk	3%	4%	4%	1%	8%zhj	4%	2%	6%	3%	3%	4%	7%lp	5%	3%	6%	4%
										k											
Immigration/immigrants	194	97	97	18	16	22	41	31	66	34	63	97	56	138	42	36	54	61	78	115	196
	20%di	20%	19%	13%	10%	14%	24%cd	22%di	30%zc	11%	19%de	27%zc	12%	26%	16%	14%	26%zl	25%zl	15%	25%zl	20%
	mp						ei	deij	deij	i	deij						mp	mp		mp	
Inflation/Prices	14	6	8	3	4	2	2	1	2	8	4	3	10	4	-	4	4	6	4	11	13
	1%p	1%	2%	3%	2%	1%	1%	*	1%	3%	1%	1%	2%	1%	-	1%	2%l	3%lp	1%	2%lp	1%
Local government/Council tax	5	3	2	3	2	-	-	-	1	4	-	1	4	1	1	-	3	1	1	4	4
	1%	1%	*	2%zj	1%	-	-	-	*	1%j	-	*	1%	*	*	-	2%mp	*	*	1%	*
Low pay/Minimum wage/Fair wages	6	5	2	-	2	2	-	1	1	2	2	2	4	2	5	-	-	1	5	1	5
	1%	1%	*	-	1%	1%	-	1%	1%	1%	1%	1%	1%	*	2%zmq	-	-	*	1%	*	1%
Morality/Individual behaviour/Lifestyle	15	5	10	1	1	3	5	1	3	2	8	4	6	9	3	4	4	4	7	8	15
	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%
National health service/Hospitals/Healthcare	81	28	53	7	19	13	14	13	16	26	26	29	39	42	32	17	16	16	48	32	85
	8%a	6%	10%za	5%	11%	8%	8%	9%	7%	9%	8%	8%	8%	8%	12%zm	6%	8%	7%	9%m	7%	9%

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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	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)
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<b>100%</b>	<b>49%</b>	<b>51%</b>	<b>13%</b>	<b>17%</b>	<b>16%</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>	<b>30%</b>	<b>33%</b>	<b>36%</b>	<b>46%</b>	<b>54%</b>	<b>27%</b>	<b>27%</b>	<b>21%</b>	<b>25%</b>	<b>54%</b>	<b>46%</b>	<b>100%</b>	
Nationalisation/ Government control of institutions	4 *	2 *	2 *	1 *	2 1%k	1 1%	-	-	-	3 1%	1 *	-	4 1%	-	1 *	1 1%	-	1 *	2 *	1 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	1 *	-	-	-	1 1%	1 1%	-	-	1 *	1 *	-	2 *	-	-	2 1%p	-	-	2 *	2 *
Pensions/Social security/Benefits	7 1%	3 1%	5 1%	1 1%	2 1%	1 1%	-	1 1%	2 1%	3 1%	1 *	3 1%	4 1%	3 1%	1 *	3 1%	1 *	3 1%	4 1%	4 1%	8 1%
Petrol prices/Fuel	4 *	4 1%	-	-	1 1%	1 1%	-	-	1 1%	1 *	1 *	1 *	3 1%	1 *	-	1 *	3 1%	-	1 *	3 1%	3 *
Pollution/ Environment	16 2%	8 2%	8 2%	2 2%	2 1%	6 4%z	1 1%	2 2%	2 1%	4 1%	7 2%	4 1%	10 2%	6 1%	10 4%zmn	2 1%	1 *	3 1%	12 2% <sup>m</sup>	4 1%	16 2%
Population levels/ Overpopulation	4 *	1 *	4 1%	-	-	2 1%	-	2 1%	1 *	-	2 1%	2 1%	2 *	2 *	2 1%	1 *	1 1%	-	3 1%	1 *	7 1%
Pound/Exchange rate/Value of pound	8 1%k	3 1%	5 1%	1 1%	2 1%	4 2%zhk	1 1%	* 1%	-	3 1%	5 1%	* 1%	7 1%	1 *	4 1%	2 1%	1 1%	1 *	6 1%	2 1%	8 1%
Poverty/Inequality	37 4%	17 4%	20 4%	3 2%	8 5%	7 4%	8 4%	6 4%	5 2%	11 4%	15 4%	12 3%	17 4%	19 4%	12 4%	12 5%	4 2%	9 4%	24 4%	13 3%	37 4%
Privatisation	2 *	1 *	1 *	1 1%	1 *	-	-	-	-	2 1%	-	-	2 *	-	1 1%	1 *	-	-	2 *	-	2 *
Public services in general	13 1%	8 2%	6 1%	1 1%	4 2%	1 1%	4 2%	2 2%	2 1%	5 2%	5 1%	4 1%	6 1%	7 1%	5 2%	2 1%	4 2%	2 1%	7 1%	6 1%	12 1%

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Ipsos MORI

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**What would you say is the most important issue facing Britain today?**  
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<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
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	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Race relations	6	3	3	1	1	2	1	-	1	2	3	1	5	1	3	3	-	-	6	-	6
	1%	1%	1%	1%	1%	1%	*	-	*	1%	1%	*	1%	*	1%	1%q	-	-	1%zq	-	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3	2	1	1	-	2	-	1	-	1	2	1	2	1	1	1	2	-	1	2	3
	*	*	*	1%	-	1%	-	*	-	*	*	*	1%	*	*	*	1%	-	*	*	*
Taxation	3	3	1	-	3	-	-	-	1	3	-	1	3	1	1	1	1	-	2	1	3
	*	1%	*	-	2%zj	-	-	-	*	1%	-	*	1%	*	*	*	1%	-	*	*	*
Trade unions/ Strikes	3	3	-	-	2	-	-	-	2	2	-	2	2	2	2	1	1	-	2	1	3
	*	1%	-	-	1%	-	-	-	1%	1%	-	*	*	*	1%	*	*	-	*	*	*
Transport/Public transport	3	3	-	-	1	1	1	1	-	-	2	1	1	2	-	1	1	1	1	2	3
	*	1%	-	-	1%	1%	1%	1%	-	-	1%	*	*	*	-	*	*	1%	*	1%	*
Unemployment/ Factory closure/ Lack of industry	51	20	31	16	12	3	11	5	5	27	14	10	30	21	3	9	11	28	13	38	46
	5%ehk lp	4%	6%	12%zeg hjk	7%ehk	2%	7%ek	3%	2%	9%zeg hjk	4%e	3%	6%	4%	1%	4%	5%l	11%zlm npq	2%	8%zlm np	5%
Lack of faith in politics / politicians / government	8	2	6	1	2	2	1	-	2	3	3	2	5	3	2	4	2	-	6	2	8
	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	*	1%
Other	14	9	5	1	-	7	1	2	3	1	8	4	8	6	4	4	3	3	8	6	13
	1%	2%	1%	1%	-	5%zdf ijk	1%	1%	1%	*	2%fi	1%	2%	1%	2%	1%	1%	1%	2%	1%	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	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	33	18	15	9	6	4	3	3	9	14	7	12	18	15	1	7	9	16	8	25	35
	3%lp	4%	3%	7%zjf	3%	2%	2%	2%	4%	5%	2%	3%	4%	3%	*	3%lp	4%lp	7%zlm p	1%l	6%zlp	4%

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	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Personal finances (NET)	<b>61</b>	32	29	7	14	13	9	8	10	21	22	18	34	27	17	17	11	16	34	27	58
	<b>6%</b>	7%	6%	5%	9%	8%	5%	6%	4%	7%	7%	5%	7%	5%	6%	6%	5%	7%	6%	6%	6%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Ipsos MORI

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**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 COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	9 1%	2 3%	2 3%	4 1%	1 1%	6 2%	5 2%	2 1%	- -	2 1%	2 2%	5 1%	4 1%	3 2%	1 1%	8 1%	4 1%	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>1</b> <b>*</b>	1 *	-	-	1 *	1 1%	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	<b>204</b> 21%en q	173 20%	7 14%	24 28%de i	62 19%e	38 16%	62 20%	56 22%	79 22%i	20 15%	53 19%	33 24%	80 25%zn oq	65 22%nq	17 12%	36 17%	145 23%zn q	53 15%	211 21%
Countryside/Rural life	<b>1</b> <b>*</b>	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>18</b> <b>2%</b>	15 2%	2 4%	1 1%	7 2%	6 2%	7 2%	5 2%	4 1%	4 3%	4 2%	1 1%	4 1%	8 3%	4 2%	2 1%	12 2%	6 2%	18 2%
Defence/Foreign affairs/ International terrorism	<b>33</b> 3%am	24 3%	4 8%afg hi	5 6%i	16 5%a	11 5%	9 3%g	5 2%	9 2%	1 1%	8 3%i	6 5%	15 5%mp	3 1%	6 4%m	8 4%	19 3%m	15 4%am	34 3%
Drug abuse	<b>8</b> 1%p	8 1%	-	-	1 *	1 *	4 1%	4 2%	3 1%	3 2%cd	3 1%	-	2 *	1 *	1 1%	5 2%zmp	2 *	6 2%	7 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 : 30th September - 19th October 2016  
Number of sample points : 184  
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

**ISSUES INDEX OCTOBER 2016 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Economy/Economic situation	<b>109</b>	100	7	2	29	27	23	16	56	13	46	33	35	46	10	18	81	28	105
	11%cf gq	12%cf g	15%cg	2%	9%c	11%cdg	8%g	6%	16%za cdfgi	10%c	17%za cdfgi	23%za cdefg hij	11%	15%zno q	7%	8%	13%znq	8%	11%
Education/Schools	<b>26</b>	24	-	2	11	10	5	5	9	3	6	3	7	12	1	5	19	6	24
	3%	3%	-	2%	4%	4%	2%	2%	3%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>43</b>	39	1	3	7	4	10	9	26	17	25	8	8	6	10	18	14	29	40
	4%del mp	5%de	2%	3%	2%	2%	3%	3%	7%za def	13%zac defghj	9%zad efg	5%	3%	2%	7%lmp p	9%zlm p	2%	8%zlm p	4%
Immigration/immigrants	<b>194</b>	171	10	13	56	43	73	63	64	24	50	27	77	45	36	35	122	71	196
	20%m	20%	21%	15%	17%	18%	24%za d	25%za d	18%	18%	19%	19%	24%zm op	15%	25%m	17%	20%m	20%	20%
Inflation/Prices	<b>14</b>	13	-	1	5	4	2	2	7	7	7	-	1	1	3	8	2	11	13
	1%lp	2%	-	1%	1%	2%	1%	1%	2%	6%zad efghj k	3%	-	*	*	2%p	4%zlm p	*	3%zlm p	1%
Local government/Council tax	<b>5</b>	4	-	2	2	-	2	2	2	2	-	-	1	2	-	2	3	2	4
	1%	*	-	2%e	*	-	1%	1%	1%	1%	-	-	*	1%	-	1%	1%	1%	*
Low pay/Minimum wage/Fair wages	<b>6</b>	6	-	-	-	-	2	2	5	2	5	3	2	3	-	1	5	1	5
	1%	1%	-	-	-	-	1%	1%	1%	1% d	2%zd	2%de	1%	1%	-	1%	1%	*	1%
Morality/Individual behaviour/Lifestyle	<b>15</b>	15	-	-	5	5	3	3	6	3	5	2	5	3	2	4	8	6	15
	1%	2%	-	-	2%	2%	1%	1%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q  
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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)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
<b>100%</b>		87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
National health service/Hospitals/Healthcare	<b>81</b>	68	6	7	26	19	31	26	24	8	12	4	23	31	7	17	55	24	85
	8%jk	8%jk	12%k	8%	8%	8%	10%jk	10%jk	7%jk	6%	4%	3%	7%	10%	5%	8%	9%	7%	9%
Nationalisation/Government control of institutions	<b>4</b>	3	-	1	3	2	-	-	1	-	-	-	-	3	-	1	3	1	4
	*	*	-	1%	1%	1%	-	-	*	-	-	-	-	1%	-	*	*	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	<b>2</b>	2	-	-	1	1	1	1	-	-	-	-	1	1	-	-	2	-	2
	*	*	-	-	*	*	*	*	-	-	-	-	*	*	-	-	*	-	*
Pensions/Social security/Benefits	<b>7</b>	6	1	1	5	4	2	1	1	-	-	-	2	2	1	2	4	3	8
	1%	1%	2%	1%	1%	2%j	1%	*	*	-	-	-	1%	1%	1%	1%	1%	1%	1%
Petrol prices/Fuel	<b>4</b>	4	-	-	3	3	-	-	1	-	1	1	-	4	-	-	4	-	3
	*	*	-	-	1%	1%	-	-	*	-	*	1%	-	1%z	-	-	1%	-	*
Pollution/Environment	<b>16</b>	14	1	1	4	3	5	4	7	1	2	1	4	7	2	3	11	5	16
	2%	2%	2%	1%	1%	1%	2%	2%	2%j	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%
Population levels/Overpopulation	<b>4</b>	4	-	1	1	1	1	1	2	-	-	-	3	1	-	1	4	1	7
	*	*	-	1%	*	*	*	*	1%	-	-	-	1%	*	-	*	1%	*	1%
Pound/Exchange rate/Value of pound	<b>8</b>	8	-	-	1	1	3	3	4	2	4	2	2	3	2	1	5	3	8
	1%	1%	-	-	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Poverty/Inequality	<b>37</b>	33	2	2	14	12	11	9	12	4	8	4	9	11	9	8	20	17	37
	4%	4%	4%	2%	4%	5%	3%	3%	3%	3%	3%	3%	3%	4%	6%	4%	3%	5%	4%

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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<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
<b>100%</b>		87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Privatisation	2 *	2 *	-	-	-	-	1 *	1 1%	1 *	1 1%	1 *	-	-	1 *	1 1%	-	1 *	1 *	2 *
Public services in general	13 1%	12 1%	-	1 1%	7 2%	6 3%	3 1%	3 1%	3 1%	1 1%	3 1%	2 2%	5 2%	3 1%	-	6 3%	7 1%	6 2%	12 1%
Race relations	6 1%	6 1%	-	-	2 1%	2 1%	1 *	1 *	3 1%	-	1 *	1 1%	2 1%	2 1%	-	2 1%	4 1%	2 1%	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	-	-	3 3%zad efghi jk	3 1%za	-	-	-	-	-	-	-	1 *	-	-	2 1%	1 *	2 1%	3 *
Taxation	3 *	3 *	-	-	3 1%	3 1%	-	-	1 *	1 *	1 *	-	1 *	1 *	-	-	2 *	-	3 *
Trade unions/ Strikes	3 *a	2 *	-	2 2%zae hj	2 *	-	2 1%	2 1%	-	-	-	-	2 1%	-	-	2 1%	2 *	2 *	3 *
Transport/Public transport	3 *	3 *	-	-	-	2 1%	2 1%	1 *	-	1 *	1 1%	-	-	1 *	-	2 1%	1 *	2 1%	3 *
Unemployment/ Factory closure/ Lack of industry	51 5%lp	41 5%	2 5%	8 9%k	24 7%za	16 7%	13 4%	10 4%	14 4%	9 7%	12 4%	3 2%	9 3%	15 5%	14 10%zlp	11 5%	24 4%	26 7%lp	46 5%
Lack of faith in politics / politicians / government	8 1%p	6 1%	2 4%zah ijk	-	3 1%	3 1%	4 1%g	2 1%	1 *	-	-	-	1 *	1 *	2 1%	4 2%p	2 *	6 2%zp	8 1%

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	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Other	<b>14</b>	12	1	1	2	2	8	7	3	1	3	2	3	4	2	2	7	4	13
	<b>1%</b>	1%	2%	1%	1%	1%	3%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>33</b>	28	1	4	17	14	8	7	7	6	6	-	9	7	10	6	16	15	35
	<b>3%</b>	3%	3%	4%k	5%zah k	6%zah jk	3%	3%	2%	4%hjk	2%	-	3%	2%	7%zmp	3%	3%	4%	4%
Personal finances (NET)	<b>61</b>	57	2	3	21	18	14	13	26	13	21	8	12	19	12	17	31	29	58
	<b>6%l</b>	7%	4%	3%	6%	8%	5%	5%	7%	10%	8%	6%	4%	6%	9%l	8%	5%	8%l	6%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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**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)		
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	3 1%	-	9 2%z	-	4 2%	1 *	-	8 1%	-	1 1%	2 1%	5 1%	1 *	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>1</b> <b>*</b>	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	<b>204</b> 21%gj r	87 20%	22 18%	94 22%	5 16%	64 30%zg ir	34 14%	16 55%	140 18%g	2 6%	23 18%	34 21%	86 24%	50 17%	211 21%
Countryside/Rural life	<b>1</b> <b>*</b>	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	1 *	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>18</b> <b>2%</b>	7 2%	3 3%	7 2%	1 4%	1 *	3 1%	-	17 2%	1 3%	4 3%	3 2%	4 1%	8 3%	18 2%
Defence/Foreign affairs/ International terrorism	<b>33</b> <b>3%</b>	9 2%	3 3%	21 5%za	2 6%	8 4%	6 2%	-	26 3%	2 7%	4 3%	6 4%	11 3%	9 3%	34 3%
Drug abuse	<b>8</b> <b>1%</b>	6 1%	-	1 *	1 5%	1 *	-	-	7 1%	-	2 2%	2 1%	4 1%	1 *	7 1%

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

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<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Economy/Economic situation	<b>109</b>	63	17	29	-	38	27	1	71	2	7	11	59	37	105
	11%ci	15%zc	14%c	7%	-	18%zi	11%	4%	9%	5%	6%	7%	16%zm	13%	11%
Education/Schools	<b>26</b>	13	5	8	-	2	14	3	24	-	1	5	13	13	24
	<b>3%</b>	3%	4%	2%	-	1%	6%zf	10%	3%	-	1%	3%	4%	5%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>43</b>	17	9	17	1	7	16	-	36	2	5	6	6	18	40
	4%ni	4%	7%	4%	5%	3%	7%	-	5%	6%	4%	4%	2%	6%	4%
Immigration/immigrants	<b>194</b>	68	17	109	8	52	45	1	142	16	35	34	52	36	196
	20%an	16%	13%	25%za	29%	24%	18%	5%	18%	46%zfi	28%zn	22%	15%	12%	20%
Inflation/Prices	<b>14</b>	4	3	8	1	1	6	-	14	-	4	2	3	8	13
	<b>1%</b>	1%	2%	2%	4%	*	2%	-	2%	-	3%	2%	1%	3%	1%
Local government/Council tax	<b>5</b>	4	-	1	-	-	1	-	5	-	1	-	4	-	4
	<b>1%</b>	1%	-	*	-	-	*	-	1%	-	1%	-	1%	-	*
Low pay/Minimum wage/Fair wages	<b>6</b>	5	-	2	-	-	1	2	6	-	-	2	4	3	5
	<b>1%</b>	1%	-	*	-	-	1%	6%	1%	-	-	2%	1%	1%	1%
Morality/Individual behaviour/Lifestyle	<b>15</b>	5	1	8	2	3	1	-	12	-	2	3	3	7	15
	<b>1%</b>	1%	1%	2%	8%	1%	1%	-	2%	-	1%	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/r - z1/m/n  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

**ISSUES INDEX OCTOBER 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)		
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
National health service/Hospitals/ Healthcare	<b>81</b> <b>8%</b>	35 8%	12 10%	33 8%	2 7%	14 6%	20 8%	1 5%	67 9%	4 11%	14 11%	14 9%	33 9%	24 8%	85 9%
Nationalisation/ Government control of institutions	<b>4</b> <b>*</b>	2 *	1 1%	1 *	-	-	1 *	-	4 *	1 3%zf	-	-	2 1%	2 1%	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>2</b> <b>*</b>	1 *	-	1 *	-	1 *	-	-	1 *	-	-	-	1 *	1 *	2 *
Pensions/Social security/Benefits	<b>7</b> <b>1%</b>	4 1%	-	3 1%	-	1 *	2 1%	-	7 1%	-	1 1%	2 1%	3 1%	-	8 1%
Petrol prices/Fuel	<b>4</b> <b>*</b>	3 1%	-	1 *	-	1 1%	1 1%	-	3 *	-	-	-	1 *	1 *	3 *
Pollution/ Environment	<b>16</b> <b>2%</b>	7 2%	1 1%	7 2%	2 5%	2 1%	3 1%	1 4%	14 2%	-	-	3 2%	8 2%	6 2%	16 2%
Population levels/ Overpopulation	<b>4</b> <b>*</b>	2 *	1 1%	2 *	-	2 1%	1 *	-	2 *	-	-	1 1%	2 *	1 *	7 1%
Pound/Exchange rate/Value of pound	<b>8</b> <b>1%</b>	4 1%	1 1%	3 1%	-	2 1%	3 1%	-	6 1%	-	-	1 1%	4 1%	1 *	8 1%
Poverty/Inequality	<b>37</b> <b>4%</b>	16 4%	8 6%	12 3%	1 2%	4 2%	20 8%zfi	2 8%	33 4%	2 6%	2 1%	6 4%	13 4%	14 5%	37 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/r - z1/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)		
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Privatisation	2*	1*	1% <sup>c</sup>	-	-	-	1	-	2	-	-	-	1	1	2
Public services in general	13* 1%	5 1%	4 3%	5 1%	1 3%	1 1%	3 1%	-	12 2%	-	-	3 2%	9 2%	4 1%	12 1%
Race relations	6* 1%	1*	-	5 1%	-	-	4 2% <sup>z</sup>	1 2%	6 1%	-	1 1%	1 1%	2 1%	3 1%	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3* *	2 1%	-	1 *	-	-	-	-	3 *	-	1 *	2 1%	-	-	3 *
Taxation	3* *	3 1%	-	1 *	-	-	2 1%	-	3 *	-	-	1 *	-	3 1%	3 *
Trade unions/ Strikes	3* *	2 *	-	2 *	-	1 *	1 *	-	2 *	-	-	1 1%	2 1%	-	3 *
Transport/Public transport	3* *	3 1%	-	-	-	-	-	-	3 *	-	-	1 1%	2 1%	1 *	3 *
Unemployment/ Factory closure/ Lack of industry	51 5% <sup>fn</sup>	27 6%	7 6%	17 4%	1 3%	4 2%	14 6% <sup>f</sup>	-	47 6% <sup>zf</sup>	2 7%	10 8% <sup>n</sup>	9 6%	11 3%	16 6%	46 5%
Lack of faith in politics / politicians / government	8* 1%	-	2 2% <sup>a</sup>	6 1% <sup>a</sup>	-	1 1%	3 1%	-	7 1%	-	2 2%	3 2%	2 1%	2 1%	8 1%
Other	14 1%	6 1%	2 1%	6 1%	1 3%	1 *	1 *	-	13 2%	-	-	-	4 1%	4 2%	13 1%

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

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>33</b>	12	5	16	-	2	10	-	31	-	6	2	2	15	35
	3% <sub>ln</sub>	3%	4%	4%	-	1%	4% <sub>f</sub>	-	4% <sub>zf</sub>	-	5% <sub>ln</sub>	1%	1%	5%	4%
Personal finances (NET)	<b>61</b>	27	11	23	2	6	28	4	55	2	5	11	21	26	58
	6% <sub>lf</sub>	6%	8%	5%	6%	3%	11% <sub>zf</sub>	14%	7% <sub>zf</sub>	6%	4%	7%	6%	9%	6%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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## ISSUES INDEX OCTOBER 2016 (PUBLIC - FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Ageing population/ Social care for the elderly	<b>12</b> <b>1%</b>	1 *	3 1%	3 3%ae	2 1%	2 *	4 2%a	3 1%	6 1%	4 2%	11 1%	1 1%	2 1%	1 *	2 2%	3 1%	2 2%	2 2%	- -	2 1%	14 1%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>1</b> <b>*</b>	1 1%	-	-	-	-	1 1%	-	1 *	-	1 *	-	1 1%	-	-	-	-	-	-	-	1 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	<b>204</b> 21%cft gkv	49 18%	67 19%c	13 11%	54 15%	204 65%zab cft	26 14%	47 16%	104 19%	53 31%zgh	190 22%zk	14 10%	30 16%	82 22%	36 33%zqr s	48 19%	19 17%	21 19%	- -	54 34%zv	211 21%
Countryside/Rural life	<b>1</b> <b>*</b>	-	-	-	-	-	1 *	-	1 *	-	1 *	-	1 1%	-	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>18</b> 2%et	3 1%	6 2%e	18 15%zabe ft	1 *	-	1 *	7 2%	9 2%	2 1%	13 2%	5 3%	4 2%	7 2%	-	4 1%	2 1%	1 1%	-	1 *	18 2%
Defence/Foreign affairs/ International terrorism	<b>33</b> 3%aev	3 1%	17 5%ae	3 3%	11 3%e	2 1%	5 3%	6 2%	23 4%	5 3%	30 3%	3 2%	5 3%	8 2%	2 2%	10 4%	4 4%	5 4%	- -	11 7%zv	34 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/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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**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)	OTHER IMPOR-TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Drug abuse	<b>8</b> <b>1%</b>	1 *	-	1 1%	-	-	-	4 1%	2 *	2 1%	6 1%	2 1%	5 3%zm	2 *	-	-	-	-	-	-	7 1%
Economy/Economic situation	<b>109</b> 11%etv	109 41%zbc	36 10%et	9 7%	21 6%	20 6%	28 15%bce	36 13%	57 11%	15 9%	95 11%	13 10%	20 11%	58 16%z	17 16%	27 11%	15 14%	9 8%	-	21 13%v	105 11%
Education/Schools	<b>26</b> 3%tqv	6 2%t	14 4%et	2 2%	1 *	5 1%	26 14%zabc	6 2%	16 3%	4 2%	23 3%	2 2%	4 2%	13 3%	4 4%q	2 1%	1 1%	-	-	1 1%	24 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>43</b> 4%bejv	11 4%	8 2%	5 4%	10 3%	6 2%	6 3%	19 7%zh	18 3%	6 3%	29 3%	14 11%zi	10 5%	15 4%	4 4%	11 4%	5 4%	5 5%	-	10 6%v	40 4%
Immigration/immigrants	<b>194</b> 20%ael	26 10%	67 19%ae	31 26%aef	194 55%zabc	25 8%	28 15%e	50 17%	109 20%	34 20%	172 20%	22 17%	20 11%	64 17%	15 14%	68 27%zp	39 35%zpq	28 25%	194 100%zw	-	196 20%
Inflation/Prices	<b>14</b> 1%aetj	1 *	4 1%	2 1%t	-	1 *	3 1%t	5 2%	9 2%	-	6 1%	8 6%zi	2 1%	5 1%	-	4 2%	2 2%	1 1%	-	-	13 1%
Local government/Council tax	<b>5</b> <b>1%</b>	2 1%	1 *	-	-	1 *	1 1%	2 1%	4 1%	-	3 *	2 1%	-	4 1%	-	-	-	-	-	-	4 *
Low pay/Minimum wage/Fair wages	<b>6</b> 1%j	1 *	1 *	1 1%	3 1%	2 1%	-	1 *	6 1%	-	3 *	3 2%j	2 1%	3 1%	1 *	3 1%	-	1 1%	-	3 2%	5 1%

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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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
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	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Morality/ Individual behaviour/ Lifestyle	15 1% <sup>tt</sup>	5 2%	2 1%	2 2%	1 *	1 *	2 1%	5 2%	8 1%	2 1%	12 1%	3 2%	3 2%	4 1%	1 1%	4 2%	2 2%	1 1%	-	1 1%	15 2%
National health service/Hospitals/ Healthcare	81 8% <sup>ev</sup>	16 6%	81 23% <sup>zace</sup> ft	6 5%	23 6%	14 4%	27 14% <sup>zace</sup> t	26 9%	40 7%	15 9%	75 9%	6 4%	24 13% <sup>zm</sup>	23 6%	7 6%	17 7%	5 5%	7 7%	-	23 14% <sup>zv</sup>	85 9%
Nationalisation/ Government control of institutions	4 *	2 1%	1 *	1 1%	1 *	1 *	-	4 1%	-	-	3 *	1 *	1 1%	2 *	-	-	-	-	-	1 1%	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	-	1 *	1 1%	1 *	1 *	1 *	-	-	1 1%	2 *	-	-	1 *	-	1 *	-	1 1%	-	1 1%	2 *
Pensions/Social security/Benefits	7 1%	3 1%	2 1%	-	2 1%	2 1%	3 1%	3 1%	5 1%	-	7 1%	-	-	4 1%	-	1 *	1 1%	-	-	2 1%	8 1%
Petrol prices/Fuel	4 *	-	-	-	-	-	1 *	2 *	-	-	4 *	-	-	3 1%	-	-	-	-	-	-	3 *
Pollution/ Environment	16 2% <sup>aa</sup>	1 *	3 1%	1 1%	3 1%	3 1%	1 *	3 1%	11 2%	2 1%	15 2%	1 1%	6 3% <sup>m</sup>	3 1%	4 3% <sup>q</sup>	1 *	-	-	-	3 2%	16 2%
Population levels/ Overpopulation	4 *	1 *	3 1%	1 1%	2 1%	1 *	1 *	1 *	2 *	1 *	4 *	-	1 *	2 1%	-	1 *	1 1%	-	-	2 1%	7 1%

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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/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)	QUALITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR -TANT (v)	OTHER IMPOR -TANT (w)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Pound/Exchange rate/Value of pound	8 1% <sub>j</sub>	1 1%	5 1%	1 1%	1 *	- -	1 *	2 1%	5 1%	1 1%	5 1%	2 1%	5 3% <sub>zm</sub>	1 *	2 2%	3 1%	1 1%	2 2%	- -	1 1%	8 1%
Poverty/Inequality	37 4% <sub>etv</sub>	6 2%	11 3%	7 6% <sub>et</sub>	7 2%	6 2%	5 3%	14 5%	19 4%	4 2%	30 3%	7 5%	10 6%	14 4%	6 5%	10 4%	4 3%	4 4%	- -	7 4% <sub>v</sub>	37 4%
Privatisation	2 *	1 1%	1 *	- -	- -	- -	- -	1 *	1 *	- -	2 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	2 *
Public services in general	13 1% <sub>t</sub>	3 1%	5 1% <sub>t</sub>	3 2% <sub>t</sub>	- -	2 1%	3 1% <sub>t</sub>	3 1%	9 2%	1 1%	12 1%	1 1%	4 2%	4 1%	3 3%	4 2%	1 1%	3 3%	- -	- -	12 1%
Race relations	6 1% <sub>j</sub>	4 1%	1 *	- -	2 1%	2 1%	1 1%	2 1%	2 *	2 1%	3 *	3 2% <sub>z</sub>	1 1%	- -	- -	1 1%	1 1%	- -	- -	2 1%	6 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	3 *	- -	1 *	- -	- -	2 1%	- -	- -	2 *	1 1%	3 *	- -	- -	2 1%	- -	2 1%	- -	2 1%	- -	- -	3 *
Taxation	3 * <sub>j</sub>	- -	1 *	- -	- -	- -	1 1%	1 *	3 *	- -	1 *	3 2% <sub>z</sub>	- -	3 1%	- -	- -	- -	- -	- -	- -	3 *
Trade unions/ Strikes	3 *	- -	- -	- -	1 *	- -	- -	2 1%	1 *	1 *	3 *	- -	2 1%	- -	1 1%	2 1%	- -	2 2% <sub>z</sub>	- -	1 1%	3 *
Transport/Public transport	3 *	- -	- -	2 2% <sub>zabt</sub>	- -	1 *	- -	- -	1 *	2 1% <sub>z</sub>	3 *	- -	- -	3 1%	- -	1 *	- -	- -	- -	- -	3 *
Unemployment/ Factory closure/ Lack of industry	51 5% <sub>beti</sub> v	9 3%	8 2%	7 6% <sub>bet</sub>	7 2%	5 2%	8 4% <sub>e</sub>	14 5%	35 7% <sub>i</sub>	2 1%	44 5%	7 5%	14 8%	20 5%	2 2%	14 5% <sub>r</sub>	2 2%	9 8%	- -	7 5% <sub>v</sub>	46 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 30th September - 19th October 2016  
Number of sample points : 184  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2016 (PUBLIC - FINAL)**

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				WHEN MENTIONED IMMIGRATION		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	MOST IMPOR-TANT (v)		OTHER IMPOR-TANT (w)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Lack of faith in politics / politicians / government	<b>8</b> <b>1%</b>	1 *	4 1%	- -	3 1%	2 1%	1 1%	2 1%	4 1%	2 1%	7 1%	1 1%	- -	2 1%	- -	1 *	- -	1 1%	- -	3 2%	8 1%
Other	<b>14</b> <b>1%</b>	2 1%	3 1%	- -	2 *	4 1%	3 1%	4 1%	8 1%	2 1%	10 1%	4 3%	3 2%	5 1%	1 1%	3 1%	2 2%	1 1%	- -	2 1%	13 1%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>33</b> 3% abce fthv	- -	1 *	- -	2 1%	- -	- -	17 6% zh	11 2%	5 3%	27 3%	6 4%	5 3%	11 3%	- -	9 3%	2 2%	6 5% p	- -	2 1%	35 4%
Personal finances (NET)	<b>61</b> 6% aeti jv	8 3%	16 4%	10 8% aet	10 3%	9 3%	8 4%	21 8% i	36 7% i	4 2%	43 5%	18 14% zi	13 7%	25 7%	6 6%	17 7%	5 5%	6 5%	- -	10 6% v	58 6%
Median	<b>1</b>	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/t/t - z/g/h/t - 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 : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	<b>73</b> 7%	28 6%	45 9%	7 6%	10 6%	12 8%	8 5%	14 10%	22 10%	17 6%	20 6%	36 10%zf	29 6%	44 8%	20 7%	21 8%	13 6%	19 8%	41 8%	32 7%	80 8%
AIDS	<b>1</b> *	* *	1 *	- -	- -	1 1%	- -	* -	- -	- -	1 *	* *	1 *	* *	1 *	* *	- -	- -	1 *	- -	2 *
Animal welfare	<b>14</b> 1%a	3 1%	11 2%	2 2%	1 *	4 3%	1 *	2 2%	4 2%	3 1%	5 1%	6 2%	7 2%	7 1%	2 1%	6 2%	3 2%	3 1%	8 1%	6 1%	17 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> *	1 *	2 *	- -	- -	- -	- -	1 1%	1 *	- -	- -	2 1%	- -	2 *	1 *	- -	- -	2 1%	1 *	2 *	3 *
Common Market/ Brexit/EU/Europe/ Euro	<b>315</b> 32%bo q	181 37%zb	134 26%	33 25%	48 29%	44 28%	59 34%	55 39%zc ei	76 35%	81 27%	103 31%	131 37%zc i	125 27%	190 36%	107 40%zn oq	95 36%oq	62 29%oq	50 21%	203 38%zn oq	112 25%o	321 32%
Countryside/Rural life	<b>16</b> 2%	8 2%	9 2%	2 2%	5 3%	1 1%	1 1%	4 3%	3 1%	7 2%	2 1%	7 2%	8 2%	8 2%	3 1%	4 1%	4 2%	6 2%	7 1%	9 2%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>120</b> 12%lp	60 12%	59 12%	9 7%	22 13%	16 10%	23 13%	20 14%c	30 14%	31 10%	39 12%	50 14%c	47 10%	73 14%	14 5%	36 14%lp	28 14%l	41 17%zlp	50 9%l	70 15%zlp	125 13%
Defence/Foreign affairs/ International terrorism	<b>112</b> 11%ej oq	59 12%	53 10%	10 8%	20 12%	10 6%	18 10%	16 12%	39 18%zc efij	30 10%	27 8%	55 15%zce ij	40 9%	72 14%	35 13%o	37 14%oq	23 11%	16 7%	73 14%zoq	39 9%	119 12%
Drug abuse	<b>45</b> 5%jp	20 4%	25 5%	7 5%	10 6%	4 2%	5 3%	10 7%j	10 5%	17 6%	9 3%	19 5%	20 4%	24 5%	3 1%	13 5%lp	8 4%l	21 9%zlp	15 3%l	29 6%zln p	44 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  
 Overlap formulae used.

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Economy/Economic situation	<b>268</b>	144	124	32	45	50	55	37	47	77	106	85	128	140	100	81	47	41	180	87	269
	27%ho	30%	24%	24%	27%	32%h	32%h	27%	22%	26%	32%zh	24%	28%	26%	37%zn	30%oq	22%	17%	34%zn	19%	27%
Education/Schools	<b>188</b>	76	112	30	28	41	30	23	37	58	71	60	98	90	75	53	31	29	128	60	192
	19%ao	16%	22%za	22%	17%	26%zg	17%	16%	17%	19%	21%	17%	21%	17%	28%zm	20%oq	15%	12%	24%zm	13%	19%
Foot and mouth outbreak/Farming crisis	<b>2</b>	1	1	-	1	1	-	-	-	1	1	-	2	-	-	-	-	2	-	2	2
	*	*	*	-	1%	*	-	-	-	*	*	-	*	-	-	-	-	1%p	-	*	*
Housing	<b>182</b>	86	96	24	35	27	39	29	29	59	66	58	86	97	43	53	42	45	95	87	181
	18%h	18%	19%	18%	21%	17%	22%h	20%	13%	20%	20%	16%	19%	18%	16%	20%	20%	18%	18%	19%	18%
Immigration/immigrants	<b>354</b>	163	190	33	43	42	75	57	104	76	118	160	118	236	83	75	96	100	158	196	354
	36%cd	34%	38%	25%	26%	27%	44%zc	40%cd	48%zc	25%	36%cd	45%zc	26%	44%	31%	28%	45%zl	41%lm	29%	43%zl	36%
Inflation/Prices	<b>64</b>	28	36	14	16	7	13	6	8	29	21	14	37	27	6	14	18	26	20	44	63
	6%klp	6%	7%	10%ghk	9%hk	5%	8%	4%	4%	10%zgh	6%	4%	8%	5%	2%	5%	9%lp	11%zlm	4%	10%zlm	6%
Local government/Council tax	<b>30</b>	17	13	6	10	6	-	3	5	16	6	8	22	8	5	7	12	7	12	18	29
	3%f	4%	3%	4%f	6%zfk	4%fj	-	2%	2%	5%zfk	2%	2%	5%	1%	2%	2%	5%zlp	3%	2%	4%	3%
Low pay/Minimum wage/Fair wages	<b>71</b>	33	37	14	23	14	5	8	7	37	19	15	51	20	12	17	20	21	29	41	69
	7%fhk	7%	7%	10%fh	14%zfg	9%fhj	3%	6%	3%	12%zfg	6%f	4%	11%	4%	4%	6%	10%l	9%	5%	9%lp	7%
Morality/Individual behaviour/Lifestyle	<b>64</b>	26	37	5	9	8	17	9	15	14	26	24	22	42	17	17	13	17	34	30	63
	6%	5%	7%	4%	5%	5%	10%i	6%	7%	5%	8%	7%	5%	8%	6%	6%	6%	7%	6%	7%	6%

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 : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 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)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
National health service/Hospitals/Healthcare	357	145	212	27	59	61	66	54	90	85	128	144	147	210	111	95	73	79	206	151	364
	36%ac	30%	42%za	20%	35%ci	39%ci	38%ci	39%ci	41%ci	28%c	39%ci	40%zc	32%	40%	41%	36%	35%	32%	38%	33%	37%
Nationalisation/Government control of institutions	18	7	11	2	7	3	4	2	1	8	7	3	11	7	5	4	3	6	10	9	17
	2%hk	2%	2%	1%	4%hk	2%	2%	2%	*	3%h	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%
Northern Ireland	3	2	1	-	1	-	-	1	1	1	-	2	1	2	-	-	-	3	-	3	3
	*	*	*	-	1%	-	-	1%	*	*	-	*	*	*	-	-	-	1%zp	-	1%	*
Nuclear weapons/Nuclear war/Disarmament	25	13	12	3	5	1	7	4	5	9	8	9	9	16	9	3	5	8	12	13	25
	3%	3%	2%	2%	3%	*	4%	3%	2%	3%	2%e	3%	2%	3%	3%	1%	2%	3%	2%	3%	3%
Pensions/Social security/Benefits	60	28	32	5	10	11	10	10	14	15	21	24	26	34	12	17	10	21	29	31	62
	6%	6%	6%	4%	6%	7%	6%	7%	6%	5%	6%	7%	6%	6%	4%	6%	5%	9%	5%	7%	6%
Petrol prices/Fuel	28	17	11	3	6	5	3	3	7	10	9	9	15	13	5	7	9	7	12	16	27
	3%	4%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	3%	2%	2%	3%	4%	3%	2%	3%	3%
Pollution/Environment	67	34	33	13	12	11	11	9	11	25	22	19	37	30	22	22	9	14	44	23	70
	7%	7%	6%	10%	7%	7%	6%	6%	5%	8%	7%	5%	8%	6%	8%	8%	4%	6%	8%z	5%	7%
Population levels/Overpopulation	34	20	14	1	6	8	7	6	7	7	14	12	15	19	12	5	6	11	17	16	35
	3%	4%	3%	1%	4%	5%	4%	4%	3%	2%	4%	3%	3%	4%	4%	2%	3%	4%	3%	4%	4%
Pound/Exchange rate/Value of pound	49	25	24	7	12	16	7	1	6	19	23	7	35	14	19	12	9	9	31	18	48
	5%gk	5%	5%	5%gk	7%gk	10%zgh	4%	1%	3%	6%gk	7%ghk	2%	8%	3%	7%	4%	4%	4%	6%	4%	5%
Poverty/Inequality	134	58	77	21	27	24	24	19	19	48	48	38	72	62	48	42	14	30	90	44	134
	14%hk	12%	15%	16%	16%h	15%	14%	14%	9%	16%h	15%h	11%	16%	12%	18%zn	16%nq	7%	12%	17%zn	10%	14%

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 : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Privatisation	22	10	11	4	7	1	6	2	2	11	7	4	13	9	6	4	1	10	11	11	19
	2% <sup>kl</sup>	2%	2%	3%	4% <sup>hkl</sup>	1%	3%	1%	1%	4% <sup>hkl</sup>	2%	1%	3%	2%	2%	2%	*	4% <sup>znq</sup>	2%	3% <sup>nl</sup>	2%
Public services in general	59	30	29	8	9	10	14	6	13	16	24	19	27	33	17	18	15	8	36	24	62
	6%	6%	6%	6%	5%	6%	8%	4%	6%	5%	7%	5%	6%	6%	6%	7%	7%	3%	7%	5%	6%
Race relations	60	28	33	13	10	10	10	5	12	23	20	17	33	27	16	17	7	20	33	27	57
	6%	6%	6%	10% <sup>gk</sup>	6%	6%	6%	4%	5%	8%	6%	5%	7%	5%	6%	6%	3%	8%	6%	6% <sup>nl</sup>	6%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	20	15	5	1	3	6	-	7	3	4	6	10	10	10	7	4	3	5	12	8	22
	2% <sup>b</sup>	3% <sup>zb</sup>	1%	1%	2%	4% <sup>fj</sup>	-	5% <sup>zcf</sup>	1%	1%	2%	3% <sup>fh</sup>	2%	2%	3%	2%	2%	2%	2%	2%	2%
Taxation	37	20	17	1	12	8	6	6	4	13	14	10	22	16	13	8	8	7	22	15	35
	4%	4%	3%	1%	7% <sup>zchik</sup>	5% <sup>c</sup>	3%	4%	2%	4% <sup>c</sup>	4%	3%	5%	3%	5%	3%	4%	3%	4%	3%	4%
Trade unions/ Strikes	17	11	6	-	7	3	2	1	5	7	5	6	9	8	6	1	8	2	7	10	15
	2% <sup>m</sup>	2%	1%	-	4% <sup>zc</sup>	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	4% <sup>zm</sup>	1%	1% <sup>m</sup>	2%	2%
Transport/Public transport	44	32	11	5	7	12	11	4	5	12	23	9	24	20	11	15	12	6	26	18	43
	4% <sup>bk</sup>	7% <sup>zb</sup>	2%	4%	4%	8% <sup>hk</sup>	6%	3%	2%	4%	7% <sup>zhk</sup>	3%	5%	4%	4%	5%	6%	2%	5%	4%	4%
Unemployment/ Factory closure/ Lack of industry	174	82	92	34	33	18	31	30	29	67	49	59	85	90	30	33	44	68	63	112	166
	18% <sup>eh</sup>	17%	18%	hjk	26% <sup>ze</sup>	19%	11%	18%	21% <sup>eh</sup>	13%	22% <sup>ze</sup>	15%	16% <sup>h</sup>	18%	11%	12%	21% <sup>lm</sup>	28% <sup>zl</sup>	12%	25% <sup>zl</sup>	17%
Lack of faith in politics / politicians / government	8	2	6	1	2	2	1	-	2	3	3	2	5	3	2	4	2	-	6	2	8
	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	*	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 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 OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	480	512	128	142	159	152	167	244	270	311	411	429	563	259	315	197	221	574	418	992
<b>WEIGHTED BASE</b>	<b>991</b>	483	507	134	167	158	173	140	218	301	331	358	459	531	270	266	211	244	536	455	992
	<b>100%</b>	49%	51%	13%	17%	16%	17%	14%	22%	30%	33%	36%	46%	54%	27%	27%	21%	25%	54%	46%	100%
Other	<b>23</b>	15	8	1	2	10	2	3	5	3	12	8	13	10	8	6	5	3	14	8	23
	<b>2%</b>	3%	2%	1%	1%	6% <sup>zcd</sup>	1%	2%	2%	1%	4% <sup>af</sup>	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%
						fijk															
MEAN NUMBER OF MENTIONS	<b>3.31</b>	3.28	3.34	3.06	3.50	3.29	3.39	3.40	3.21	3.30	3.34	3.28	3.30	3.32	3.35	3.30	3.27	3.31	3.32	3.29	3.33
STANDARD ERROR	<b>0.07</b>	0.11	0.09	0.16	0.25	0.14	0.17	0.15	0.14	0.15	0.11	0.10	0.11	0.09	0.13	0.11	0.15	0.17	0.08	0.12	0.07
ERROR VARIANCE	*	0.01	0.01	0.02	0.06	0.02	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.03	0.01	0.01	*
Don't know	<b>117</b>	53	64	30	23	12	16	11	25	53	28	36	65	52	19	27	25	46	46	71	116
	12% <sup>ijl</sup>	11%	13%	23% <sup>ze</sup>	14%	8%	9%	8%	12%	18% <sup>zef</sup>	8%	10%	14%	10%	7%	10%	12%	19% <sup>zlm</sup>	9%	16% <sup>zl</sup>	12%
	p			fghjk						gjk							p			mp	
Personal finances (NET)	<b>246</b>	114	132	41	53	45	41	30	35	94	86	65	139	106	65	66	49	66	131	115	240
	25% <sup>hk</sup>	24%	26%	30% <sup>hk</sup>	32% <sup>zh</sup>	29% <sup>hk</sup>	24%	22%	16%	31% <sup>zg</sup>	26% <sup>hk</sup>	18%	30%	20%	24%	25%	23%	27%	24%	25%	24%
				k						hk											
Median	<b>2</b>	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/f/g/h/i/j/k - z/l/m/n/o/p/q  
 Overlap formulae used.

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Ageing population/ Social care for the elderly	<b>73</b> 7%io	66 8%hij	3 5%	4 5%	27 8%i	22 9%i	27 9%i	25 10%hij	19 5%i	1 1%	13 5%i	12 8%ij	31 10%zo	22 7%	14 10%oq	6 3%	53 9%o	20 6%o	80 8%
AIDS	<b>1</b> *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	* *	- -	1 *	* *	2 *
Animal welfare	<b>14</b> 1%	12 1%	1 2%	1 1%	7 2%	6 3%hj	5 2%	4 2%	2 1%	1 1%	1 *	- -	3 1%	3 1%	5 3%p	3 1%	6 1%	8 2%	17 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> *	2 *	- -	- -	2 *	2 1%	- -	- -	1 *	- -	- -	- -	1 *	- -	2 1%	- -	1 *	2 *	3 *
Common Market/ Brexit/EU/Europe/ Euro	<b>315</b> 32%in q	272 32%i	11 23%	32 37%i	98 30%i	66 27%	100 33%i	89 35%i	118 33%ij	26 19%	76 28%i	51 36%ij	122 38%zn oq	105 35%no q	25 18%	55 26%	227 37%zn oq	80 23%	321 32%
Countryside/Rural life	<b>16</b> 2%	16 2%j	- -	- -	5 2%	5 2%	6 2%	6 2%j	5 1%j	1 1%	1 *	- -	5 2%	3 1%	3 2%	4 2%	8 1%	7 2%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>120</b> 12%c	113 13%zc	5 10%	2 2%	38 12%c	36 15%cd	42 14%c	37 14%c	40 11%c	20 15%c	31 11%c	11 8%	42 13%	31 10%	27 19%zmo pq	19 9%	72 12%	46 13%o	125 13%
Defence/Foreign affairs/ International terrorism	<b>112</b> 11%ij	92 11%ij	7 16%i	12 14%i	44 14%ij	32 13%ij	34 11%i	26 10%i	34 9%ij	5 4%	20 7%i	14 10%	47 15%zo q	33 11%	15 11%	16 7%	80 13%zo	31 9%	119 12%
Drug abuse	<b>45</b> 5%mp	44 5%zc	1 2%	- -	13 4%	13 5%cd	14 5%	13 5%c	18 5%c	11 8%cj	14 5%ck	3 2%	13 4%mp	4 1%	9 6%mp	18 8%zmp	18 3% <i>m</i>	27 8%zmp	44 4%

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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**ISSUES INDEX OCTOBER 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)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Economy/Economic situation	<b>268</b>	244	12	11	82	70	72	60	114	38	83	45	86	110	21	49	196	71	269
	27%cnq	28%zcf	25%	13%	25%cd	29%cd	23%	23%	32%zcf	29%cd	30%cd	32%cd	27%nq	37%zlnopq	15%	23%	32%zlnopq	20%nm	27%
Education/Schools	<b>188</b>	176	3	9	58	48	51	49	79	24	54	29	62	75	18	30	138	48	192
	19%bnq	21%zbc	5%	11%	18%b	20%b	17%b	19%bf	22%bc	18%b	20%b	21%b	20%q	25%znoq	12%	14%	22%znoq	13%	19%
Foot and mouth outbreak/Farming crisis	<b>2</b>	2	-	-	2	2	-	-	-	-	-	-	-	-	1	1	-	2	2
	*	*	-	-	1%	1%z	-	-	-	-	-	-	-	-	1%p	*	-	1%	*
Housing	<b>182</b>	171	4	8	35	26	49	45	99	45	85	41	52	48	36	42	100	78	181
	18%cd	20%zcd	8%	10%	11%	11%	16%	17%de	28%zabcdefg	34%zabcdefg	31%zabcdefg	29%zabcdefg	16%	16%	25%zlm	20%	16%	22%zdp	18%
Immigration/immigrants	<b>354</b>	309	18	27	105	78	125	107	124	42	95	53	141	78	67	64	219	130	354
	36%mp	36%	37%	31%	32%	33%	41%zde	42%zade	34%	32%	35%	38%	44%zmpopq	26%	47%zmpopq	30%	35%mp	37%zmpo	36%
Inflation/Prices	<b>64</b>	60	-	4	19	15	14	14	31	22	26	4	11	10	17	21	21	38	63
	6%lmp	7%f	-	4%	6%	6%	5%	5%	9%k	17%zabcde	10%zbcfk	3%	4%	3%	12%zlm	10%zlm	3%	11%zlm	6%
Local government/Council tax	<b>30</b>	27	1	2	12	11	11	10	7	4	6	2	8	8	6	6	16	13	29
	3%	3%	2%	2%	4%	4%	4%	4%	2%	3%	2%	1%	3%	3%	4%	3%	3%	4%	3%
Low pay/Minimum wage/Fair wages	<b>71</b>	66	1	4	20	16	17	16	35	12	28	16	17	20	15	18	37	34	69
	7%	8%	2%	4%	6%	7%	5%	6%	10%z	9%	10%f	11%	5%	7%	11%lp	9%	6%	9%	7%

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 OCTOBER 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+**

	TOTAL (z)	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Morality/ Individual behaviour/ Lifestyle	<b>64</b> <b>6%</b>	59 7%	2 3%	3 4%	21 6%	18 7%	23 8%	22 9%	20 5%	5 4%	16 6%	12 8%	26 8%	14 5%	12 8%	13 6%	39 6%	25 7%	63 6%
National health service/Hospitals/ Healthcare	<b>357</b> 36%di nq	310 36%i	20 41%	27 31%	103 32%	76 32%	116 38%i	96 37%	139 38%ij	37 28%	87 32%	50 36%	123 39%nq	119 40%nq	41 29%	69 32%	241 39%zn q	109 31%	364 37%
Nationalisation/ Government control of institutions	<b>18</b> 2%l	16 2%	- -	2 2%	7 2%	5 2%	6 2%	6 2%	6 2%	2 1%	4 1%	2 1%	1 *	9 3%lp	5 4%l	3 1%	10 2%l	8 2%l	17 2%
Northern Ireland	<b>3</b> *	2 *	- -	1 1%za	3 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 2%zlm op	- -	- -	3 1%p	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>25</b> 3%hjo	23 3%hj	- -	3 3%hj	11 3%hj	8 3%hj	11 4%hj	11 4%zhj	3 1%	1 1%	2 1%	1 1%	11 3%o	10 3%o	5 3%oq	* *	20 3%o	5 1%o	25 3%
Pensions/Social security/Benefits	<b>60</b> 6%j	54 6%j	1 2%	6 7%	24 7%j	18 8%j	21 7%	20 8%j	16 4%	5 3%	9 3%	4 3%	22 7%	16 5%	8 6%	11 5%	39 6%	19 5%	62 6%
Petrol prices/Fuel	<b>28</b> <b>3%</b>	26 3%	- -	1 2%	10 3%	9 4%	7 2%	7 3%	10 3%i	1 1%	7 3%i	7 5%	9 3%	10 3%	6 4%	3 1%	19 3%	8 2%	27 3%
Pollution/ Environment	<b>67</b> 7%cd	60 7%de	3 7%	3 4%	13 4%	10 4%	20 7%	17 7%	33 9%zde	11 8%	20 7%	9 6%	23 7%	21 7%	6 4%	16 8%	44 7%	22 6%	70 7%
Population levels/ Overpopulation	<b>34</b> <b>3%</b>	33 4%	- -	1 1%	8 3%	8 3%	7 2%	7 3%	19 5%z	6 4%	16 6%zf	10 7%zdf	12 4%	11 4%	6 4%	5 2%	23 4%	11 3%	35 4%

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Pound/Exchange rate/Value of pound	<b>49</b>	48	-	1	9	8	17	17	23	9	15	6	14	14	8	13	28	21	48
	5% <sup>d</sup>	6% <sup>zd</sup>	-	1%	3%	3%	5%	6% <sup>d</sup>	6% <sup>d</sup>	7% <sup>d</sup>	5%	4%	4%	5%	5%	6%	5%	6%	5%
Poverty/Inequality	<b>134</b>	116	5	13	37	24	42	36	55	17	34	17	31	51	27	25	82	52	134
	14% <sup>l</sup>	13%	11%	16%	11%	10%	14%	14%	15% <sup>ej</sup>	13%	13%	12%	10%	17% <sup>lp</sup>	19% <sup>zl</sup>	12%	13% <sup>l</sup>	15%	14%
Privatisation	<b>22</b>	22	-	-	3	3	7	7	12	2	9	7	4	6	5	4	10	9	19
	2% <sup>d</sup>	3% <sup>d</sup>	-	-	1%	1%	2%	3%	3% <sup>d</sup>	1%	3% <sup>i</sup>	5% <sup>de</sup>	1%	2%	4%	2%	2%	3%	2%
Public services in general	<b>59</b>	55	1	4	22	19	19	19	18	7	15	8	24	13	4	18	37	22	62
	6%	6%	2%	4%	7%	8%	6%	7%	5%	5%	6%	6%	8% <sup>n</sup>	4%	3%	9% <sup>n</sup>	6%	6% <sup>n</sup>	6%
Race relations	<b>60</b>	58	1	1	13	12	20	18	27	12	19	6	18	18	6	19	36	24	57
	6% <sup>c</sup>	7% <sup>zcd</sup>	3%	1%	4%	5%	6%	7% <sup>c</sup>	8% <sup>c</sup>	9% <sup>cd</sup>	7%	4%	6%	6%	4%	9%	6%	7%	6%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>20</b>	9	-	11	15	4	2	2	3	-	1	1	7	6	3	4	14	6	22
	2% <sup>ahj</sup>	1%	-	12% <sup>zab</sup>	5% <sup>zae</sup>	2%	1%	1%	1%	-	*	1%	2%	2%	2%	2%	2%	2%	2%
Taxation	<b>37</b>	36	-	1	13	12	11	11	13	8	11	3	11	10	5	6	22	11	35
	4%	4%	-	2%	4%	5%	4%	4%	4%	6%	4%	2%	3%	3%	3%	3%	3%	3%	4%
Trade unions/ Strikes	<b>17</b>	15	-	2	5	2	5	5	7	-	6	6	8	5	3	2	12	5	15
	2%	2%	-	3%	1%	1%	2%	2%	2%	-	2%	4% <sup>zai</sup>	2%	2%	2%	1%	2%	1%	2%
Transport/Public transport	<b>44</b>	44	-	-	7	7	18	18	19	6	18	12	10	22	6	6	32	12	43
	4% <sup>d</sup>	5% <sup>zcd</sup>	-	-	2%	3%	6% <sup>cd</sup>	7% <sup>zcd</sup>	5% <sup>cd</sup>	5%	7% <sup>cd</sup>	8% <sup>cde</sup>	3%	7% <sup>zlb</sup>	4%	3%	5% <sup>l</sup>	3%	4%

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 : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	862	43	87	338	251	310	267	344	133	242	109	366	271	150	191	637	341	992
<b>WEIGHTED BASE</b>	<b>991</b>	858	48*	85*	325	240	305	257	361	133	273	140	318	300	143	213	617	356	992
	<b>100%</b>	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	28%	14%	32%	30%	14%	21%	62%	36%	100%
Unemployment/ Factory closure/ Lack of industry	<b>174</b>	142	9	23	63	39	50	41	62	29	49	20	50	43	37	41	93	78	166
	18%ap	17%	19%	28%za defgh k	19%e	16%	16%	16%	17%	22%	18%	14%	16%	14%	26%zl mp	19%	15%	22%zl mp	17%
Lack of faith in politics / politicians / government	<b>8</b>	6	2	-	3	3	4	2	1	-	-	-	1	1	2	4	2	6	8
	1%p	1%	4%zah ijk	-	1%	1%	1%g	1%	*	-	-	-	*	*	1%	2%p	*	2%zd	1%
Other	<b>23</b>	21	1	1	4	3	11	10	7	2	6	4	8	6	3	3	14	6	23
	2%	2%	2%	1%	1%	1%	4%	4%	2%	1%	2%	3%	2%	2%	2%	1%	2%	2%	2%
MEAN NUMBER OF MENTIONS	3.31b	3.42z	2.51	2.66	3.11c	3.27	3.36b	3.51b	3.45b	3.21b	3.29b	3.37b	3.42	3.29	3.52o	3.04	3.36	3.23o	3.33
	c	bcd			c		cd	cd	cd	c	c	c							
STANDARD ERROR	<b>0.07</b>	0.08	0.18	0.12	0.14	0.18	0.12	0.13	0.11	0.14	0.11	0.17	0.13	0.12	0.23	0.11	0.09	0.12	0.07
ERROR VARIANCE	*	0.01	0.03	0.01	0.02	0.03	0.01	0.02	0.01	0.02	0.01	0.03	0.02	0.01	0.05	0.01	0.01	0.01	*
Don't know	<b>117</b>	101	9	7	52	45	41	31	25	14	20	6	31	30	22	31	61	53	116
	12%hj kp	12%hj k	20%hjk	8%	16%za chjk	19%za cdhjk	13%hj k	12%hk	7%	11%hj	7%	4%	10%	10%	16%	14%	10%	15%zd	12%
Personal finances (NET)	<b>246</b>	218	7	21	69	48	65	58	112	45	83	37	58	77	51	55	134	107	240
	25%lp	25%e	14%	24%	21%	20%	21%	23%	31%za bdefg	34%za bdefg	30%zb def	27%	18%	26%l	36%zl mpq	26%l	22%l	30%zl p	24%
Median	<b>2</b>	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/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 : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 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)		
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Ageing population/ Social care for the elderly	<b>73</b> 7%	23 5%	10 8%	39 9%	1 3%	22 10%	17 7%	3 9%	51 7%	-	9 7%	13 8%	30 8%	14 5%	80 8%
AIDS	<b>1</b> *	-	1 1%	* *	-	-	1 1%	-	1 *	-	-	* *	-	1 *	2 *
Animal welfare	<b>14</b> 1%	4 1%	2 2%	7 2%	-	2 1%	3 1%	1 2%	12 2%	-	1 1%	2 1%	4 1%	5 2%	17 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> *	-	-	2 1%	-	1 *	1 *	-	2 *	-	-	-	1 *	-	3 *
Common Market/ Brexit/EU/Europe/ Euro	<b>315</b> 32%i	135 31%	43 34%	137 32%	7 23%	94 44%zg i	69 28%	18 61%	221 29%	9 26%	34 27%	54 34%	129 36%z	76 26%	321 32%
Countryside/Rural life	<b>16</b> 2%	4 1%	4 3%	9 2%	-	5 2%	6 3%	-	12 2%	-	1 1%	3 2%	6 2%	2 1%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>120</b> 12%	54 13%	17 13%	50 11%	4 12%	28 13%	24 10%	2 5%	92 12%	8 24%zg i	26 20%zm n	17 11%	39 11%	35 12%	125 13%
Defence/Foreign affairs/ International terrorism	<b>112</b> 11%i	42 10%	13 10%	58 13%	3 9%	39 18%zgi	22 9%	7 26%	73 9%	7 20%i	11 9%	14 9%	50 14%	27 9%	119 12%
Drug abuse	<b>45</b> 5%	21 5%	4 3%	20 5%	1 5%	5 2%	11 5%	-	40 5%	1 3%	10 8%	7 4%	14 4%	8 3%	44 4%

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

Respondent type : GB Adults 18+  
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Ipsos MORI

**ISSUES INDEX OCTOBER 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+**

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Economy/Economic situation	<b>268</b>	135	34	98	7	72	77	10	195	4	26	41	117	89	269
	<b>27%</b>	31%	27%	23%	23%	34%	31%	34%	25%	11%	20%	26%	33%	31%	27%
Education/Schools	<b>188</b>	91	25	73	5	39	64	6	149	4	17	23	82	68	192
	<b>19%</b>	21%	20%	17%	17%	18%	26%	19%	19%	11%	13%	14%	23%	23%	19%
Foot and mouth outbreak/Farming crisis	<b>2</b>	-	1	1	-	-	1	-	2	-	-	-	1	-	2
	<b>*</b>	-	1%	*	-	-	1%	-	*	-	-	-	*	-	*
Housing	<b>182</b>	76	36	70	4	39	51	4	143	8	20	29	54	54	181
	<b>18%</b>	18%	29%	16%	13%	18%	21%	14%	18%	23%	16%	18%	15%	18%	18%
Immigration/immigrants	<b>354</b>	135	39	179	11	93	79	5	261	23	48	63	110	76	354
	<b>36%</b>	32%	31%	41%	38%	43%	32%	18%	34%	69%	38%	39%	31%	26%	36%
Inflation/Prices	<b>64</b>	19	12	33	3	8	20	-	56	2	11	7	16	23	63
	<b>6%</b>	4%	9%	8%	10%	4%	8%	-	7%	6%	9%	4%	4%	8%	6%
Local government/Council tax	<b>30</b>	16	6	9	1	4	13	1	26	1	5	6	9	12	29
	<b>3%</b>	4%	5%	2%	3%	2%	5%	2%	3%	3%	4%	4%	3%	4%	3%
Low pay/Minimum wage/Fair wages	<b>71</b>	35	11	25	2	9	22	2	62	2	8	12	30	26	69
	<b>7%</b>	8%	9%	6%	7%	4%	9%	6%	8%	5%	6%	7%	8%	9%	7%
Morality/Individual behaviour/Lifestyle	<b>64</b>	27	9	28	2	13	14	1	51	2	9	5	26	20	63
	<b>6%</b>	6%	7%	6%	8%	6%	6%	3%	7%	5%	7%	3%	7%	7%	6%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI



**ISSUES INDEX OCTOBER 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+**

	WORKING STATUS				VOTING					INCOME			CHILD IN HH	UNWTD TOTAL	
	TOTAL (z)	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	UKIP (r)	UP TO 11499 (l)	11500 - 24999 (m)			25000 PLUS (n)
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
National health service/Hospitals/Healthcare	<b>357</b> <b>36%</b>	151 35%	55 44%	151 35%	6 20%	85 40%	87 35%	10 35%	271 35%	16 48%	47 37%	56 35%	146 41%z	107 37%	364 37%
Nationalisation/ Government control of institutions	<b>18</b> 2% <sup>c</sup>	7 2%	8 6% <sup>z</sup>	3 1%	-	1 *	7 3%	2 8%	17 2%	1 3%	-	3 2%	8 2%	7 2%	17 2%
Northern Ireland	<b>3</b> *	-	1 1%	2 *	-	-	2 1%	-	3 *	-	-	1 1%	-	-	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>25</b> <b>3%</b>	7 2%	7 5% <sup>a</sup>	12 3%	1 3%	5 2%	10 4%	-	20 3%	-	3 2%	2 1%	13 4%	3 1%	25 3%
Pensions/Social security/Benefits	<b>60</b> <b>6%</b>	26 6%	4 3%	30 7%	3 11%	10 5%	14 6%	1 2%	50 6%	4 13%	12 9%	11 7%	20 6%	17 6%	62 6%
Petrol prices/Fuel	<b>28</b> <b>3%</b>	12 3%	3 2%	12 3%	2 6%	8 4%	7 3%	-	20 3%	2 7%	5 4%	2 1%	8 2%	7 2%	27 3%
Pollution/ Environment	<b>67</b> <b>7%</b>	22 5%	14 11% <sup>a</sup>	31 7%	2 8%	9 4%	20 8%	3 9%	58 7%	-	7 6%	9 6%	28 8%	18 6%	70 7%
Population levels/ Overpopulation	<b>34</b> <b>3%</b>	16 4%	5 4%	13 3%	2 7%	8 4%	7 3%	-	25 3%	2 6%	4 3%	7 5%	12 3%	6 2%	35 4%
Pound/Exchange rate/Value of pound	<b>49</b> <b>5%</b>	24 6%	9 7%	16 4%	-	13 6%	9 4%	1 5%	36 5%	1 3%	4 3%	5 3%	20 6%	16 5%	48 5%
Poverty/Inequality	<b>134</b> 14% <sup>c</sup> <sup>f</sup>	61 14%	24 19% <sup>c</sup>	49 11%	4 12%	19 9%	52 21% <sup>z</sup> <sup>f</sup>	4 15%	116 15% <sup>z</sup> <sup>f</sup>	3 9%	21 17%	16 10%	50 14%	43 15%	134 14%

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Respondent type : GB Adults 18+  
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Ipsos MORI

## ISSUES INDEX OCTOBER 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)		
<b>UNWEIGHTED BASE</b>	<b>992</b>	382	117	493	31	232	246	31	760	34	131	164	346	272	992
<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Privatisation	<b>22</b> 2%	9 2%	6 5%	7 2%	1 3%	4 2%	5 2%	1 2%	18 2%	2 5%	5 4%	3 2%	9 2%	4 1%	19 2%
Public services in general	<b>59</b> 6%	23 5%	13 10%z	23 5%	1 3%	8 4%	20 8%	4 12%	51 7%	1 3%	3 3%	8 5%	30 8%z	16 6%	62 6%
Race relations	<b>60</b> 6%l	20 5%	9 7%	32 7%	1 2%	5 2%	26 11%zf	3 12%	55 7%zf	- -	8 6%	16 10%z	21 6%	21 7%	57 6%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>20</b> 2%	7 2%	4 3%	9 2%	1 3%	4 2%	3 1%	1 3%	16 2%	- -	1 1%	4 3%	10 3%	2 1%	22 2%
Taxation	<b>37</b> 4%cl	21 5%	6 4%	10 2%	2 7%	6 3%	15 6%	- -	31 4%	1 3%	1 1%	3 2%	15 4%	12 4%	35 4%
Trade unions/ Strikes	<b>17</b> 2%	8 2%	4 3%	5 1%	- -	5 2%	3 1%	- -	13 2%	1 3%	- -	3 2%	9 2%	5 2%	15 2%
Transport/Public transport	<b>44</b> 4%c	28 6%zc	6 5%	11 2%	1 4%	8 4%	8 3%	4 13%	36 5%	3 9%	3 2%	6 4%	19 5%	12 4%	43 4%
Unemployment/ Factory closure/ Lack of industry	<b>174</b> 18%ln	75 17%	30 24%	70 16%	8 28%	26 12%	51 21%f	- -	149 19%zf	8 24%	30 24%n	32 20%	50 14%	44 15%	166 17%
Lack of faith in politics / politicians / government	<b>8</b> 1%	- -	2 2%a	6 1%a	- -	1 1%	3 1%	- -	7 1%	- -	2 2%	3 2%	2 1%	2 1%	8 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/t/g/h/i/r - z/l/m/n  
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**What do you see as the main/other important issues facing Britain today?**  
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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)
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<b>WEIGHTED BASE</b>	<b>991</b>	429	126	435	29**	215	245	29**	775	34*	126	159	356	292	992
	<b>100%</b>	43%	13%	44%	3%**	22%	25%	3%**	78%	3%*	13%	16%	36%	29%	100%
Other	<b>23</b>	11	2	10	1	5	4	-	17	-	1	1	8	8	23
	<b>2%</b>	2%	1%	2%	3%	2%	2%	-	2%	-	*	1%	2%	3%	2%
MEAN NUMBER OF MENTIONS	<b>3.31</b>	3.24	3.88z	3.21	3.09	3.33	3.56i	3.16	3.30	3.55	3.25	3.15	3.43	3.18	3.33
			ac												
STANDARD ERROR	<b>0.07</b>	0.11	0.27	0.09	0.34	0.13	0.17	0.22	0.08	0.52	0.17	0.14	0.12	0.11	0.07
ERROR VARIANCE	*	0.01	0.07	0.01	0.11	0.02	0.03	0.05	0.01	0.27	0.03	0.02	0.01	0.01	*
Don't know	<b>117</b>	48	12	57	5	15	25	-	102	5	18	15	29	41	116
	12%fn	11%	9%	13%	18%	7%	10%	-	13%zf	16%	14%	10%	8%	14%	12%
Personal finances (NET)	<b>246</b>	110	40	95	8	36	86	6	210	6	34	33	89	86	240
	25%cf	26%	32%c	22%	28%	17%	35%zf	21%	27%zf	17%	27%	21%	25%	30%	24%
						ir									
Median	<b>2</b>	2	3	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/l/g/h/i/r - z/l/m/n  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 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 OCTOBER 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)	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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Ageing population/ Social care for the elderly	<b>73</b> 7%kv	21 8%	38 11%zt	18 15%zaet	20 6%	22 7%	27 15%zaet	16 6%	39 7%	18 11%	69 8%zk	4 3%	13 7%	20 5%	10 9%	21 8%	11 10%	12 11%	8 4%	12 7%	80 8%
AIDS	<b>1</b> *	1 *	* -	- -	- -	1 *	* -	1 1%	- -	- -	1 *	- -	1 1%	- -	1 1%	* -	- -	- -	- -	- -	2 *
Animal welfare	<b>14</b> 1%	4 1%	6 2%	3 3%	3 1%	3 1%	3 2%	4 1%	7 1%	3 2%	13 2%	- -	2 1%	5 1%	- -	4 2%	1 1%	3 2%	1 *	2 1%	17 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> *	1 1%	1 *	1 1%	1 *	1 1%	2 1%	1 *	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	3 *
Common Market/ Brexit/EU/Europe/ Euro	<b>315</b> 32%cft gkv	85 32%	112 31%f	29 24%	93 26%	315 100%zab cft	47 25%	75 26%	166 31%	74 43%zgh	285 33%zk	29 22%	52 28%	126 34%	50 46%zqr s	76 30%	31 28%	30 27%	25 13%	68 42%zv	321 32%
Countryside/Rural life	<b>16</b> 2%	4 2%	11 3%z	5 4%	5 1%	5 2%	5 2%	6 2%	7 1%	3 2%	15 2%	1 1%	5 2%	4 1%	3 3%	2 1%	- -	1 1%	2 1%	4 2%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>120</b> 12%e	31 12%	51 14%e	120 100%zab eft	56 16%ze	29 9%	30 16%e	39 14%	66 12%	15 9%	102 12%	18 13%	23 12%	46 12%	8 8%	38 15%	16 15%	18 16%	31 16%	25 15%	125 13%
Defence/Foreign affairs/ International terrorism	<b>112</b> 11%	33 12%	53 15%z	19 15%	50 14%z	45 14%z	26 14%	25 9%	62 12%	25 15%	101 12%	10 8%	17 9%	35 10%	10 9%	24 9%	13 12%	10 9%	18 9%	32 20%zv	119 12%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 30th September - 19th October 2016  
 Number of sample points : 184  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Drug abuse	45 5%e	12 5%e	19 5%e	23 19%zabef	20 6%e	7 2%	13 7%e	22 8%zh	18 3%	5 3%	37 4%	8 6%	12 6%	13 4%	3 3%	13 5%	4 3%	7 6%	11 6%	9 5%	44 4%
Economy/Economic situation	268 27%tsv	268 100%zbc	97 27%t	31 26%	76 22%	85 27%	71 38%zbc	85 30%	141 26%	41 24%	226 26%	39 30%	47 26%	120 33%z	41 37%zqs	65 26% s	31 28%	21 18%	26 13%	50 31%v	269 27%
Education/Schools	188 19%ei	71 26%zet	111 31%zet	30 25%et	61 17%	47 15%	188 100%zab	57 20%i	112 21%i	19 11%	164 19%	24 18%	44 24%	72 20%	35 31%zqs	39 16%	24 22%q	14 13%	28 14%	34 21%	192 19%
Foot and mouth outbreak/Farming crisis	2 *j	1 *	1 *	2 2%zb	2 1%	1 *	- -	1 *	1 *	- -	1 *	1 1%j	1 1%	- -	- -	1 *	- -	1 1%	- -	2 1%z	2 *
Housing	182 18%e	61 23%ze	81 23%ze	26 21%e	63 18%e	40 13%	44 23%e	56 20%	97 18%	29 17%	151 18%	32 24%	36 20%	73 20%	26 24%	47 18%	19 17%	19 17%	28 14%	35 22%	181 18%
Immigration/immigrants	354 36%ael	76 29%	138 39%ae	56 47%zaf	354 100%zab	93 30%	61 33%	95 33%	194 36%	64 37%	306 36%	46 35%	46 25%	126 34%l	35 32%	127 50%zp	63 57%zp	56 50%zp	194 100%z	160 100%z	354 36%
Inflation/Prices	64 6%ij	15 6%	21 6%	15 12%zab	24 7%	16 5%	15 8%	27 9%zi	34 6%i	3 2%	42 5%	22 17%z	11 6%	18 5%	6 5%	21 8%	6 5%	10 9%	10 5%	14 9%	63 6%
Local government/Council tax	30 3%jc	9 3%	10 3%	6 5%	9 2%	7 2%	11 6%zbt	8 3%	17 3%	5 3%	21 2%	9 7%z	4 2%	18 5%z	4 3%	3 1%	1 1%	2 2%	3 2%	5 3%	29 3%
Low pay/Minimum wage/Fair wages	71 7%eijr	17 6%	29 8%e	13 11%e	21 6%	15 5%	15 8%	16 6%	50 9%zi	5 3%	54 6%	17 13%z	14 8%	31 8%	8 7%	15 6%r	2 2%	7 6%	6 3%	14 9%v	69 7%

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 OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Morality/ Individual behaviour/ Lifestyle	<b>64</b> <b>6%</b>	15 6%	24 7%	17 14% t	21 zabe 6%	17 5%	22 12% t	17 zabe 6%	32 6%	14 8%	56 7%	7 5%	14 8%	20 6%	6 6%	13 5%	8 7%	6 5%	11 6%	10 6%	63 6%
National health service/Hospitals/ Healthcare	<b>357</b> <b>36%</b> gk	97 36%	357 100% zac eft	51 43%	138 39%	112 36%	111 59% zac et	81 28%	221 41% zgi	55 32%	328 38% zk	28 21%	77 42%	126 34%	47 42%	90 35%	41 37%	42 37%	67 34%	71 44% z	364 37%
Nationalisation/ Government control of institutions	<b>18</b> <b>2%</b> q	6 2%	6 2%	4 3%	8 2%	7 2%	7 4% zb	5 2%	12 2%	1 1%	13 2%	5 4%	6 3%	9 2%	2 2%	1 *	- -	1 1%	2 1%	6 4%	17 2%
Northern Ireland	<b>3</b> <b>*</b>	- -	1 *	2 2% zab	2 1%	2 1%	1 *	2 1%	1 *	- -	2 *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	2 1% z	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>25</b> <b>3%</b>	8 3%	18 5% z	10 8% zaet	9 3%	10 3%	12 7% zat	7 3%	14 3%	4 2%	23 3%	2 2%	4 2%	8 2%	4 4%	5 2%	3 3%	2 2%	2 1%	7 5% v	25 3%
Pensions/Social security/Benefits	<b>60</b> <b>6%</b>	18 7%	31 9% z	15 12% zet	23 7%	18 6%	17 9%	15 5%	34 6%	12 7%	55 6%	5 4%	8 5%	22 6%	3 3%	11 4%	5 4%	4 3%	9 4%	15 9%	62 6%
Petrol prices/Fuel	<b>28</b> <b>3%</b>	6 2%	7 2%	8 6% zabe t	8 2%	5 1%	7 4%	6 2%	15 3%	7 4%	25 3%	2 2%	4 2%	11 3%	- -	8 3%	5 5% p	3 2%	6 3%	2 1%	27 3%
Pollution/ Environment	<b>67</b> <b>7%</b> tv	22 8% t	34 9% zt	8 6%	15 4%	22 7%	13 7%	19 7%	39 7%	8 5%	58 7%	9 7%	16 9%	19 5%	10 9%	17 7%	4 4%	8 7%	2 1%	13 8% v	70 7%
Population levels/ Overpopulation	<b>34</b> <b>3%</b>	12 4%	20 6% z	12 10% zaet	17 5%	12 4%	10 5%	7 3%	22 4%	4 2%	30 4%	3 2%	6 3%	15 4%	1 1%	14 6% zp	5 5%	4 4%	5 3%	12 7% z	35 4%

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 OCTOBER 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)	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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Pound/Exchange rate/Value of pound	<b>49</b> 5% <sub>j</sub>	18 7%	19 5%	9 7%	19 5%	17 5%	14 7%	13 4%	31 6%	5 3%	38 4%	10 8%	10 6%	23 6%	11 10% <sub>z</sub>	12 5%	5 5%	4 3%	5 3%	13 8% <sub>v</sub>	48 5%
Poverty/Inequality	<b>134</b> 14% <sub>t</sub>	41 15% <sub>t</sub>	52 15% <sub>t</sub>	20 17% <sub>t</sub>	27 8%	41 13% <sub>t</sub>	37 20% <sub>z</sub>	44 15%	70 13%	20 12%	118 14%	17 13%	35 19% <sub>z</sub>	47 13%	18 16%	31 12%	11 10%	14 13%	9 5%	18 11% <sub>v</sub>	134 14%
Privatisation	<b>22</b> 2%	6 2%	13 4% <sub>z</sub>	4 3%	7 2%	7 2%	3 1%	5 2%	15 3%	3 2%	18 2%	4 3%	8 5% <sub>m</sub>	5 1%	7 6% <sub>z</sub>	4 1%	- -	4 3%	2 1%	5 3%	19 2%
Public services in general	<b>59</b> 6% <sub>v</sub>	15 6%	30 8% <sub>z</sub>	12 10% <sub>t</sub>	14 4%	15 5%	16 9% <sub>t</sub>	16 5%	30 6%	14 8%	50 6%	8 6%	14 8%	20 6%	10 9%	20 8%	7 6%	8 7%	4 2%	10 6%	62 6%
Race relations	<b>60</b> 6% <sub>j</sub>	18 7%	20 6%	7 5%	22 6%	25 8%	15 8%	22 8%	32 6%	7 4%	39 5%	21 16% <sub>z</sub>	14 8%	14 4%	6 5%	12 5%	6 6%	4 4%	6 3%	16 10% <sub>v</sub>	57 6%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>20</b> 2%	4 2%	8 2%	5 4%	7 2%	11 4% <sub>z</sub>	5 3%	3 1%	13 2%	5 3%	18 2%	1 1%	3 1%	9 2%	1 1%	6 2%	2 2%	4 4%	2 1%	5 3%	22 2%
Taxation	<b>37</b> 4% <sub>j</sub>	12 4%	12 3%	10 8% <sub>z</sub>	12 4%	11 4%	11 6%	18 6% <sub>z</sub>	15 3%	4 2%	28 3%	9 7%	10 5%	17 5%	6 6%	10 4%	3 2%	2 2%	6 3%	6 4%	35 4%
Trade unions/ Strikes	<b>17</b> 2%	5 2%	6 2%	4 3%	8 2%	4 1%	4 2%	4 1%	10 2%	4 2%	16 2%	1 1%	4 2%	8 2%	3 3%	4 1%	- -	4 3%	3 2%	5 3%	15 2%
Transport/Public transport	<b>44</b> 4%	20 7% <sub>z</sub>	20 6%	13 11% <sub>z</sub>	14 4%	15 5%	13 7%	13 4%	23 4%	8 5%	35 4%	7 5%	9 5%	24 7% <sub>z</sub>	6 6%	12 5%	4 4%	3 3%	4 2%	9 6%	43 4%

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

	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)
<b>UNWEIGHTED BASE</b>	<b>992</b>	269	364	125	354	321	192	282	531	179	875	113	161	335	109	250	114	107	196	158	992
<b>WEIGHTED BASE</b>	<b>991</b>	268	357	120	354	315	188	286	534	171	856	131	183	367	110*	252	111	112*	194	160	992
	<b>100%</b>	27%	36%	12%	36%	32%	19%	29%	54%	17%	86%	13%	19%	37%	11%*	25%	11%	11%*	20%	16%	100%
Unemployment/ Factory closure/ Lack of industry	<b>174</b>	36	62	25	70	32	38	47	109	18	145	29	37	63	17	54	22	29	39	31	166
	18%aei	13%	17%e	21%ae	20%ae	10%	20%ae	16%	20%zi	11%	17%	22%	20%	17%	16%	21%	20%	26%z	20%	19%	17%
Lack of faith in politics / politicians / government	<b>8</b>	1	4	-	3	2	1	2	4	2	7	1	-	2	-	1	-	1	-	3	8
	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	*	-	1%	-	2%	1%
Other	<b>23</b>	5	5	2	4	7	4	7	12	4	17	4	6	7	4	4	3	1	1	3	23
	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%	3%	2%	4%	2%	2%	1%	1%	2%	2%
MEAN NUMBER OF MENTIONS	<b>3.31</b>	4.07ze	4.29ze	5.30za	3.75z	3.66z	4.92za	3.26	3.40	3.10	3.29	3.41	3.46	3.32	3.66	3.39	3.31	3.33	3.08	4.57zv	3.33
			t	bet			bet														
STANDARD ERROR	<b>0.07</b>	0.17	0.14	0.36	0.14	0.14	0.24	0.14	0.09	0.14	0.07	0.24	0.20	0.12	0.24	0.13	0.20	0.19	0.10	0.28	0.07
ERROR VARIANCE	*	0.03	0.02	0.13	0.02	0.02	0.06	0.02	0.01	0.02	0.01	0.06	0.04	0.01	0.06	0.02	0.04	0.04	0.01	0.08	*
Don't know	<b>117</b>	9	6	2	22	23	2	46	50	21	104	13	20	41	2	30	11	18	19	2	116
	12%abce	3%	2%	1%	6%bcf	7%abcf	1%	16%zh	9%	12%	12%	10%	11%	11%	1%	12%p	10%p	16%p	10%w	1%	12%
	fthpw																				
Personal finances (NET)	<b>246</b>	67	94	42	67	67	63	78	138	30	198	47	47	99	28	62	16	29	26	41	240
	25%tij	25%t	26%t	35%zab	19%	21%	34%zabet	27%i	26%i	17%	23%	36%zj	26%	27%	26%r	25%r	15%	26%r	13%	25%v	24%
Median	<b>2</b>	3	3	4	3	2	3	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/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s - z/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**ISSUES INDEX OCTOBER 2016 (PUBLIC - FINAL)**

**Table 9**  
**Q.PL01/02**  
**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
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	142	128	187	124	245	166	992
<b>WEIGHTED BASE</b>	<b>991</b>	149	152	192	140	196	163	992
	<b>100%</b>	15%	15%	19%	14%	20%	16%	100%
Ageing population/ Social care for the elderly	<b>73</b> 7% <sup>d</sup>	8 5%	9 6%	17 9% <sup>d</sup>	3 2%	16 8% <sup>d</sup>	20 12% <sup>zad</sup>	80 8%
AIDS	<b>1</b> *	-	-	1 1%	-	* *	-	2 *
Animal welfare	<b>14</b> 1%	2 2%	1 1%	4 2%	1 1%	2 1%	5 3%	17 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>2</b> *	-	-	-	-	1 *	2 1%	3 *
Common Market/ Brexit/EU/Europe/ Euro	<b>315</b> 32% <sup>b</sup>	54 36% <sup>b</sup>	27 18%	61 32% <sup>b</sup>	42 30% <sup>b</sup>	87 45% <sup>zb</sup> cdf	43 27%	321 32%
Countryside/Rural life	<b>16</b> 2%	3 2%	5 3%	2 1%	-	2 1%	4 3%	18 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>120</b> 12%	12 8%	20 13%	18 9%	21 15%	21 11%	29 18% <sup>za</sup> ce	125 13%
Defence/Foreign affairs/ International terrorism	<b>112</b> 11% <sup>d</sup>	14 10%	15 10%	22 11% <sup>d</sup>	5 4%	36 19% <sup>za</sup> bcd	18 11% <sup>d</sup>	119 12%
Drug abuse	<b>45</b> 5% <sup>e</sup>	7 5%	9 6%	4 2%	5 4%	4 2%	15 9% <sup>zce</sup>	44 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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<b>WEIGHTED BASE</b>	<b>991</b>	149	152	192	140	196	163	992
	<b>100%</b>	15%	15%	19%	14%	20%	16%	100%
Economy/Economic situation	<b>268</b> 27% <sup>f</sup>	45 30% <sup>f</sup>	32 21%	77 40% <sup>z</sup> def	29 21%	58 30% <sup>f</sup>	27 16%	269 27%
Education/Schools	<b>188</b> 19% <sup>f</sup>	36 24% <sup>bd</sup> f	21 14%	53 28% <sup>z</sup> df	18 13%	39 20%	21 13%	192 19%
Foot and mouth outbreak/Farming crisis	<b>2</b> *	-	1 1%	-	1 1%	-	-	2 *
Housing	<b>182</b> 18% <sup>f</sup>	24 16%	34 23% <sup>f</sup>	34 18%	32 23% <sup>f</sup>	37 19%	21 13%	181 18%
Immigration/immigrants	<b>354</b> 36% <sup>ac</sup>	29 19%	47 31% <sup>a</sup>	51 27%	67 48% <sup>za</sup> bc	78 40% <sup>ac</sup>	83 51% <sup>za</sup> bce	354 36%
Inflation/Prices	<b>64</b> 6% <sup>ce</sup>	10 7% <sup>e</sup>	19 13% <sup>z</sup> ce	6 3%	15 11% <sup>ce</sup>	4 2%	10 6% <sup>e</sup>	63 6%
Local government/Council tax	<b>30</b> 3%	4 3%	12 8% <sup>z</sup> ce f	3 2%	3 2%	4 2%	4 2%	29 3%
Low pay/Minimum wage/Fair wages	<b>71</b> 7% <sup>e</sup>	12 8% <sup>e</sup>	24 16% <sup>z</sup> cd ef	11 5%	9 6%	6 3%	8 5%	69 7%
Morality/Individual behaviour/Lifestyle	<b>64</b> 6% <sup>a</sup>	4 2%	10 7%	17 9% <sup>a</sup>	9 6%	13 7%	11 7%	63 6%

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		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
<b>UNWEIGHTED BASE</b>	<b>992</b>	142	128	187	124	245	166	992
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	<b>100%</b>	15%	15%	19%	14%	20%	16%	100%
National health service/Hospitals/Healthcare	<b>357</b> 36% <sup>b</sup>	50 34%	35 23%	79 41% <sup>b</sup>	49 35%	76 39% <sup>b</sup>	67 41% <sup>b</sup>	364 37%
Nationalisation/ Government control of institutions	<b>18</b> 2%	1 1%	7 5% <sup>zde</sup>	7 4% <sup>de</sup>	-	1 1%	2 1%	17 2%
Northern Ireland	<b>3</b> *	-	1 1%	-	-	-	2 1%	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>25</b> 3%	3 2%	5 4%	4 2%	3 2%	5 2%	5 3%	25 3%
Pensions/Social security/Benefits	<b>60</b> 6%	5 4%	10 6%	15 8%	6 4%	9 5%	15 9%	62 6%
Petrol prices/Fuel	<b>28</b> 3%	4 3%	5 3%	5 2%	4 3%	3 2%	6 4%	27 3%
Pollution/ Environment	<b>67</b> 7%	14 9%	12 8%	18 9% <sup>d</sup>	4 3%	13 6%	7 4%	70 7%
Population levels/ Overpopulation	<b>34</b> 3%	3 2%	4 3%	6 3%	8 6%	8 4%	5 3%	35 4%
Pound/Exchange rate/Value of pound	<b>49</b> 5% <sup>f</sup>	12 8% <sup>ef</sup>	7 5%	14 7% <sup>ef</sup>	9 7% <sup>f</sup>	5 3%	2 1%	48 5%
Poverty/Inequality	<b>134</b> 14% <sup>f</sup>	29 19% <sup>zd</sup>	19 13%	36 19% <sup>zdf</sup>	12 9%	25 13%	13 8%	134 14%
Privatisation	<b>22</b> 2%	5 3%	6 4%	3 2%	4 3%	3 1%	1 1%	19 2%

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	<b>100%</b>	15%	15%	19%	14%	20%	16%	100%
Public services in general	<b>59</b> <b>6%</b>	6 4%	10 7%	21 11% e	3 2%	8 4%	11 6%	62 6%
Race relations	<b>60</b> <b>6%</b>	12 8%	11 7%	13 7%	8 5%	9 4%	8 5%	57 6%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>20</b> <b>2%</b>	2 1%	2 1%	2 1%	4 3%	8 4% z	2 1%	22 2%
Taxation	<b>37</b> <b>4%</b>	8 5%	6 4%	8 4%	6 4%	6 3%	4 3%	35 4%
Trade unions/ Strikes	<b>17</b> <b>2%</b>	2 1%	5 4%	3 2%	2 1%	3 1%	3 2%	15 2%
Transport/Public transport	<b>44</b> <b>4%</b>	7 5%	4 3%	13 7% e	10 7%	5 3%	4 3%	43 4%
Unemployment/ Factory closure/ Lack of industry	<b>174</b> 18% ce	24 16% c	43 28% z	15 8% e	34 24% ce	24 12% b	35 21% ce	166 17%
Lack of faith in politics / politicians / government	<b>8</b> <b>1%</b>	3 2%	- -	1 *	2 1%	2 1%	- -	8 1%
Other	<b>23</b> <b>2%</b>	3 2%	- -	5 3%	6 5% b	6 3% b	2 1%	23 2%
<b>MEAN NUMBER OF MENTIONS</b>	<b>3.31</b>	3.22	3.38	3.44	3.20	3.28	3.29	3.33

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	<b>100%</b>	15%	15%	19%	14%	20%	16%	100%
STANDARD ERROR	<b>0.07</b>	0.17	0.26	0.15	0.17	0.12	0.17	0.07
ERROR VARIANCE	*	0.03	0.07	0.02	0.03	0.02	0.03	*
Don't know	<b>117</b>	21	32	11	17	14	22	116
	12% <sub>ce</sub>	14% <sub>ce</sub>	21% <sub>zce</sub>	6%	12%	7%	14% <sub>ce</sub>	12%
Personal finances (NET)	<b>246</b>	43	51	53	33	35	30	240
	25% <sub>ef</sub>	29% <sub>ef</sub>	34% <sub>ze</sub>	28% <sub>ef</sub>	24%	18%	18%	24%
Median	<b>2</b>	2	2	2	2	2	2	2

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