

ISSUES INDEX SEPTEMBER 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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	15 2%	4 1%	11 2%	3 2%	-	1 1%	3 2%	4 3% ^d	4 2%	3 1%	4 1%	8 2%	4 1%	11 2%	2 1%	5 2%	3 2%	4 2%	7 1%	8 2%	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	1 *	2 *	-	2 1%	1 1%	-	-	-	2 1%	1 *	-	3 1%	-	-	1 *	2 1%	-	1 *	2 *	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	227 23% ^{ci} noq	120 25%	107 21%	17 12%	30 18%	42 27% ^{ci}	47 28% ^{ci}	34 25% ^{ci}	57 27% ^{ci}	47 16%	90 28% ^{ci}	91 26% ^{ci}	89 20%	138 27%	100 38% ^{zm} nopq	65 24% ^{no} q	32 15%	31 13%	165 31% ^{zm} noq	63 14%	232 24%
Countryside/Rural life	2 *	2 *	-	-	2 1% ^z	-	-	-	-	2 1%	-	-	2 *	-	-	2 1%	-	-	2 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	14 3%	13 3%	5 4%	6 4%	5 3%	4 2%	3 3%	4 2%	11 4%	9 3%	7 2%	16 4%	11 2%	5 2%	6 2%	11 5% ^{zp}	6 3%	10 2%	17 4%	24 2%
Defence/Foreign affairs/ International terrorism	26 3%	14 3%	12 2%	-	7 4% ^c	3 2%	9 6% ^{zch} k	2 2%	3 2%	7 2%	13 4% ^c	6 2%	11 2%	15 3%	3 1%	7 3%	8 4%	8 3%	10 2%	16 3%	23 2%
Drug abuse	5 *	2 *	2 *	3 2% ^{zk}	-	1 1%	-	1 *	-	3 1%	1 *	1 *	4 1%	1 *	1 1%	1 1%	-	2 1%	3 1%	2 *	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
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 22nd September 2016
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



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UNWEIGHTED BASE	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Economy/Economic situation	91	45	46	12	19	28	8	11	14	31	36	24	59	32	26	30	21	14	56	35	86
	9% ^{fk}	9%	9%	9%	12% ^f	18% ^{zcf}	5%	8%	7%	10%	11% ^f	7%	13%	6%	10%	11%	10%	6%	11%	8%	9%
						ghjk															
Education/Schools	19	7	12	5	3	4	2	3	1	8	6	5	12	7	8	4	4	3	12	7	18
	2% ^h	1%	2%	4% ^h	2%	3%	1%	2%	1%	3%	2%	1%	3%	1%	3%	1%	2%	1%	2%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	19	16	8	6	8	7	5	2	14	15	7	21	14	3	17	6	10	20	16	32
	4% ^{hkl}	4%	3%	6% ^h	3%	5% ^h	4%	4%	1%	4% ^h	5% ^h	2% ^h	5%	3%	1%	6% ^{zlp}	3%	4%	4% ^l	4%	3%
Immigration/immigrants	193	91	102	18	27	11	37	34	67	45	48	101	55	138	30	41	59	64	70	123	204
	20% ^{ce}	19%	20%	13%	16% ^e	7%	22% ^{ej}	25% ^{ce}	31% ^{zc}	15% ^e	15% ^e	29% ^{zc}	12%	27%	11%	15%	28% ^{zl}	27% ^{zl}	13%	28% ^{zl}	21%
									ij	defij		deij				mp	mp		mp		
Inflation/Prices	14	9	5	1	2	3	-	3	5	3	3	8	6	8	2	2	2	9	3	10	12
	1% ^p	2%	1%	*	1%	2%	-	2% ^f	2%	1%	1%	2%	1%	2%	1%	1%	1%	4% ^{zlm}	1%	2% ^{np}	1%
																		p			
Local government/Council tax	1	*	1	-	-	-	-	1	*	-	-	1	-	1	1	-	-	*	1	*	2
	*	*	*	-	-	-	-	1%	*	-	-	*	-	*	*	-	-	*	*	*	*
Low pay/Minimum wage/Fair wages	7	4	3	-	2	-	2	2	2	2	2	4	2	5	-	-	1	6	-	7	8
	1%	1%	1%	-	1%	-	1%	2%	1%	1%	*	1%	*	1%	-	-	1%	2% ^{zlm}	-	2% ^{zmp}	1%
																		p			
Morality/Individual behaviour/Lifestyle	11	4	7	4	1	1	1	1	2	6	3	3	7	4	3	3	3	2	6	5	10
	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
National health service/Hospitals/Healthcare	98	39	59	11	22	14	16	14	21	33	29	36	46	51	25	33	17	22	58	40	101
	10%	8%	12%	8%	13%	9%	9%	10%	10%	11%	9%	10%	10%	10%	9%	13%	8%	9%	11%	9%	10%

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UNWEIGHTED BASE	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Nationalisation/ Government control of institutions	1 *	1 *	-	1 1%	-	-	-	-	1 *	1 *	-	1 *	1 *	1 *	-	-	-	1 1%	-	1 *	2 *
Northern Ireland	* *	* *	-	-	-	-	-	-	* *	-	-	* *	-	* *	-	*	-	-	* *	-	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	*	1 *	-	* *	1 *	2 *
Pensions/Social security/Benefits	11 1%	4 1%	7 1%	1 1%	2 1%	3 2%	1 1%	1 *	4 2%	3 1%	4 1%	4 1%	6 1%	5 1%	1 *	5 2%	2 1%	3 1%	5 1%	6 1%	12 1%
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/ Environment	16 2%j	7 1%	9 2%	3 2%	4 3%	1 1%	-	5 3%fj	3 1%	7 2%	1 *	7 2%	9 2%	7 1%	8 3%n	5 2%	-	4 2%	12 2%n	4 1%	14 1%
Population levels/ Overpopulation	8 1%	3 1%	5 1%	-	1 1%	-	3 2%	-	3 2%	1 *	3 1%	3 1%	1 *	6 1%	3 1%	1 1%	2 1%	1 1%	4 1%	4 1%	7 1%
Pound/Exchange rate/Value of pound	2 *	2 *	-	2 1%zk	-	-	-	-	-	2 1%	-	-	2 *	-	-	*	1 1%	-	1 *	1 *	2 *
Poverty/Inequality	35 4%k	15 3%	20 4%	7 5%	6 4%	7 4%	9 5%k	2 2%	4 2%	13 4%	16 5%k	6 2%	20 4%	15 3%	12 5%	9 3%	4 2%	10 4%	21 4%	14 3%	35 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	9 1%	3 1%	5 1%	1 1%	-	3 2%	1 *	1 *	4 2%	1 *	3 1%	4 1%	4 1%	5 1%	4 2%	1 1%	2 1%	1 *	6 1%	3 1%	9 1%

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Race relations	12	6	5	5	3	-	2	-	2	8	2	2	8	4	6	1	2	3	7	5	11
	1%k	1%	1%	3%zeg	2%	-	1%	-	1%	3%zk	1%	*	2%	1%	2% _m	*	1%	1%	1% _m	1%	1%
				jk																	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1
	*	-	*	-	1%	-	-	-	-	*	-	-	*	-	-	-	1%	-	-	*	*
Taxation	3	2	1	-	2	1	-	-	-	2	1	-	3	-	3	-	-	-	3	-	2
	*	*	*	-	1%	*	-	-	-	1%	*	-	1%	-	1% _{zq}	-	-	-	1%	-	*
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	42	24	18	14	4	5	10	7	3	18	15	10	23	20	6	8	12	17	14	28	44
	4% _{hkp}	5%	4%	10% _{zde}	2%	3%	6% _h	5% _h	1%	6% _{dh}	5%	3% _h	5%	4%	2%	3%	6%	7% _{lp}	3%	6% _{zlp}	4%
				hijk																	
Other	19	10	10	1	5	6	1	1	5	6	7	7	11	8	7	6	5	1	14	6	21
	2% _o	2%	2%	1%	3%	4%	1%	1%	3%	2%	2%	2%	3%	2%	3% _o	2%	2%	*	3% _o	1% _o	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	39	19	20	16	6	7	7	1	2	22	14	3	29	10	5	12	7	16	17	22	39
	4% _{ghk}	4%	4%	11% _{zdf}	4% _k	5% _{hk}	4% _k	1%	1%	7% _{zdg}	4% _{hk}	1%	6%	2%	2%	4%	3%	7% _l	3%	5%	4%
				ghijk						hk											
Personal finances (NET)	56	29	28	8	10	10	11	8	10	18	20	18	27	29	14	11	7	24	25	31	55
	6%	6%	6%	6%	6%	6%	6%	6%	5%	6%	6%	5%	6%	6%	5%	4%	3%	10% _{zmn}	5%	7% _n	6%
																		pq			

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WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
Median	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
	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?
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	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980	
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980	
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%	
Ageing population/ Social care for the elderly	15 2%	12 1%	3 6%zac ghjk	- -	5 1%	5 2%	6 2%g	3 1%	5 1%j	1 1%	1 1%	- -	6 2%	3 1%	3 2%	3 1%	9 1%	5 2%	18 2%	
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	3 *	- -	- -	- -	- -	1 *	1 *	2 1%	- -	2 1%	2 1%	- -	1 *	- -	2 1%	1 *	2 1%	2 *	
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	227 23%ai nq	182 22%i	21 42%za defgh ijk	24 29%gi	75 24%i	51 21%	68 22%g	47 19%	85 24%ij	19 15%	53 20%i	34 24%	93 30%zn oq	79 27%nq	14 10%	38 18%	172 28%zn oq	52 15%n	232 24%	
Countryside/Rural life	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	1 *	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%	26 3%	1 2%	1 1%	10 3%	9 4%	9 3%	8 3%	8 2%	4 3%	8 3%	4 3%	6 2%	7 2%	4 3%	7 3%	13 2%	12 3%	24 2%	
Defence/Foreign affairs/ International terrorism	26 3%	23 3%	- -	3 4%	9 3%	6 3%	12 4%	12 5%h	5 1%	2 1%	4 1%	2 2%	6 2%	8 3%	7 5%zlp q	4 2%	14 2%	11 3%	23 2%	

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UNWEIGHTED BASE	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%	
Drug abuse	5	3	1	-	1	1	2	1	2	2	2	-	-	1	2	1	1	3	5
	*p		3%zad		*	*	1%	*	*	1%	1%	-	*	*	1%lp	1%	*	1%	
Economy/Economic situation	91	79	-	13	35	22	18	18	38	14	34	20	20	41	10	18	61	28	86
	9%bfl	9%bf	-	15%bf	11%bf	10%b	6%	7%	11%bf	10%b	13%bf	15%bfg	7%	14%zln	7%	8%	10%l	8%	9%
Education/Schools	19	15	1	3	7	4	7	7	5	1	3	1	6	9	1	4	15	4	18
	2%	2%	1%	3%	2%	2%	2%	3%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	35	-	*	5	5	5	5	25	18	24	6	5	8	7	15	14	22	32
	4%df	4%def	-	1%	2%	2%	2%	2%	7%za	13%zab	9%zab	5%	2%	3%	5%l	7%zlp	2%	6%zlp	3%
	p	g							cdefg	gh	ijkl								
Immigration/immigrants	193	173	9	11	71	60	64	54	59	16	47	31	76	43	34	35	119	69	204
	20%lm	20%hi	19%	14%	22%ci	25%za	21%i	21%i	16%	12%	17%i	22%	25%zm	14%	24%mq	17%	20%m	20%	21%
					cdhij								p						
Inflation/Prices	14	14	-	-	5	5	6	6	3	3	3	-	2	3	-	8	5	8	12
	1%p	2%	-	-	2%	2%	2%	2%	1%	2%	1%	-	1%	1%	-	4%zln	1%	2%	1%
															p				
Local government/Council tax	1	1	-	-	*	*	-	-	1	-	-	-	*	1	-	-	1	-	2
	*	*	-	-	*	*	-	-	*	-	-	-	*	*	-	-	*	-	*
Low pay/Minimum wage/Fair wages	7	5	-	2	4	2	2	2	2	1	1	-	2	2	3	1	3	4	8
	1%	1%	-	3%aj	1%	1%	1%	1%	1%	*	*	-	1%	1%	2%z	*	1%	1%	1%

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		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	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	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Morality/ Individual behaviour/ Lifestyle	11 1%	11 1%	- -	1 1%	4 1%	3 1%	4 1%	4 2%	3 1%	2 1%	3 1%	1 1%	4 1%	3 1%	1 *	4 2%	7 1%	4 1%	10 1%
National health service/Hospitals/ Healthcare	98 10%	86 10%	6 12%	6 7%	27 8%	21 9%	29 10%	24 9%	42 12%	14 11%	30 11%	16 11%	31 10%	28 9%	17 12%	22 10%	59 10%	39 11%	101 10%
Nationalisation/ Government control of institutions	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 1%	- -	1 *	1 *	2 *
Northern Ireland	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	* *	- -	1 1%a	1 *	- -	- -	- -	* *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	2 *
Pensions/Social security/Benefits	11 1%	10 1%	- -	1 1%	2 1%	2 1%	7 2%	7 3%z	2 1%	1 1%	1 *	- -	2 1%	2 1%	2 2%	5 2%	4 1%	7 2%	12 1%
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pollution/ Environment	16 2%dg	15 2%deg	1 3%d	- -	1 *	1 *	2 1%	1 *	13 4%zad efg	4 3%def g	11 4%zad efg	7 5%zad efg	4 1%	9 3%n	- -	3 2%	13 2%	3 1%	14 1%
Population levels/ Overpopulation	8 1%	8 1%	- -	- -	- -	- -	3 1%	3 1%	5 1%d	- -	3 1%	3 2%d	2 1%	4 1%	1 *	1 1%	6 1%	2 1%	7 1%

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	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Pound/Exchange rate/Value of pound	2*	2*	-	-	-	-	-	-	2	1	1	-	-	-	-	2	-	2	2*
Poverty/Inequality	35 4%	29 3%	1 2%	5 6%	10 3%	5 2%	7 2%	6 2%	19 5%	9 7% ^{aef}	16 6% ^f	6 5%	10 3%	9 3%	8 6%	8 4%	19 3%	16 5%	35 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	9 1%	8 1%	-	1 1%	5 2%	4 2%	2 1%	2 1%	2 *	2 1%	2 1%	-	5 2% ^q	4 1%	-	-	9 1% ^{zq}	-	9 1%
Race relations	12 1% ^d	12 1% ^d	-	-	1 *	1 *	9 3% ^{zad}	9 4% ^{zad}	2 *	2 1%	2 1%	-	2 1%	6 2%	1 1%	1 1%	8 1%	3 1%	11 1%
Scottish/Welsh assembly/Devolution/Constitutional reform	1 *	-	-	1 2% ^{zaf}	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 *	1 *
Taxation	3 *	-	2 4% ^{zad}	1 1% ^a	1 *	-	2 1% ^a	-	-	-	-	-	-	-	1 1%	2 1% ^p	-	3 1% ^p	2 *
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Unemployment/ Factory closure/ Lack of industry	42	36	1	6	18	13	16	15	8	5	5	-	14	11	11	5	25	15	44
	4%hjk	4%hjk	2%	7%hjk	6%hjk	6%hk	5%k	6%hjk	2%	4%jk	2%	-	4%	4%	7%zoq	2%	4%	4%	4%
Other	19	17	1	1	7	6	5	4	7	4	6	2	6	9	2	2	15	4	21
	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%	2%		2%	3%	1%	1%	2%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	39	37	1	2	12	10	16	15	11	7	10	3	4	6	11	18	10	29	39
	4%lmp	4%	2%	2%	4%	4%	5%	6%	3%	5%	4%	2%	1%	2%	8%zlm	9%zlm	2%	8%zlm	4%
Personal finances (NET)	56	48	1	7	19	12	14	13	23	13	19	6	13	14	11	17	27	28	55
	6%p	6%	2%	9%	6%	5%	5%	5%	7%	10%a	7%	5%	4%	5%	8%	8%	4%	8%p	6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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UNWEIGHTED BASE	980	347	116	517	40	232	291	24	748	34	116	159	351	268	980
WEIGHTED BASE	977	424	122	431	39*	227	279	25**	750	33**	97	147	384	305	980
	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
Ageing population/ Social care for the elderly	15 2%	4 1%	5 4%za	6 1%	-	4 2%	6 2%	-	11 2%	-	2 2%	1 1%	2 1%	-	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	2 *	-	1 *	-	1 *	-	-	2 *	-	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	227 23%di	112 26%d	25 21%d	90 21%d	-	67 29%zi	61 22%	9 37%	161 21%	7 21%	16 16%	41 28%l	112 29%zi	65 21%	232 24%
Countryside/Rural life	2 *	2 1%	-	-	-	-	-	-	2 *	-	-	-	2 1%	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%fn	15 3%	3 3%	9 2%	2 5%	1 1%	6 2%	1 5%	26 3%zf	1 4%	3 3%	5 3%	5 1%	14 5%	24 2%
Defence/Foreign affairs/ International terrorism	26 3%	15 4%	3 3%	7 2%	2 5%	10 4%	7 2%	-	16 2%	-	1 1%	5 3%	16 4%z	11 4%	23 2%
Drug abuse	5 *	-	2 2%a	2 1%	-	-	3 1%	-	5 1%	-	-	-	1 *	2 1%	5 1%

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Economy/Economic situation	91 9% _c	50 12% _c	11 9%	31 7%	2 5%	21 9%	26 9%	1 4%	71 9%	4 11%	7 7%	8 5%	43 11% _m	33 11%	86 9%
Education/Schools	19 2%	7 2%	6 5% _{zc}	6 1%	3 8% _{zac}	4 2%	6 2%	2 9%	15 2%	1 2%	1 1%	2 2%	6 2%	11 4%	18 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36 4% _{cf}	22 5%	3 2%	11 3%	-	2 1%	19 7% _{zfi}	-	34 4% _{zf}	-	2 2%	5 3%	12 3%	12 4%	32 3%
Immigration/immigrants	193 20% _{ag} i	59 14%	18 15%	117 27% _{za} b	12 31% _{ab}	63 28% _{zg} i	34 12%	1 2%	131 17% _g	15 44%	30 31% _{zn}	36 24%	67 18%	53 17%	204 21%
Inflation/Prices	14 1% _n	6 1%	-	8 2%	-	4 2%	4 1%	2 9%	10 1%	-	-	2 2%	2 *	4 1%	12 1%
Local government/Council tax	1 *	1 *	-	* *	-	1 *	* *	-	* *	-	-	-	1 *	-	2 *
Low pay/Minimum wage/Fair wages	7 1%	3 1%	-	4 1%	-	-	6 2% _{zfi}	-	7 1%	-	2 2%	-	2 *	4 1%	8 1%
Morality/Individual behaviour/Lifestyle	11 1%	6 1%	1 1%	5 1%	-	2 1%	1 *	2 7%	10 1% _g	-	3 4% _{zm}	-	4 1%	-	10 1%
National health service/Hospitals/Healthcare	98 10%	38 9%	10 8%	50 12%	5 12%	19 8%	31 11%	4 15%	79 11%	2 5%	11 11%	14 10%	37 10%	28 9%	101 10%

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Nationalisation/ Government control of institutions	1 *	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	2 *
Northern Ireland	* *	- -	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	1 *	- -	1 *	- -	- -	* *	* 1%	- -	1 1%	* *	- -	2 *
Pensions/Social security/Benefits	11 1%	3 1%	2 2%	6 1%	- -	4 2%	4 1%	- -	7 1%	- -	3 3%	1 1%	5 1%	3 1%	12 1%
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pollution/ Environment	16 2%	7 2%	4 3%	5 1%	- -	2 1%	4 2%	1 3%	15 2%	- -	- -	2 1%	9 2%	- -	14 1%
Population levels/ Overpopulation	8 1% ⁱ	3 1%	1 1%	3 1%	- -	4 2%	1 *	- -	4 *	- -	- -	1 *	4 1%	2 1%	7 1%
Pound/Exchange rate/Value of pound	2 *	- -	- -	2 *	- -	1 *	- -	1 5%	1 *	- -	- -	1 *	- -	- -	2 *
Poverty/Inequality	35 4% ^{cf}	19 4%	7 5%	10 2%	3 7%	1 *	20 7% ^{zf}	- -	34 5% ^{zf}	- -	2 2%	4 3%	16 4%	15 5%	35 4%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	9 1%	5 1%	1 1%	3 1%	- -	2 1%	4 1%	- -	7 1%	- -	- -	1 *	5 1%	3 1%	9 1%

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	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
Race relations	12 1%	4 1%	3 2%	5 1%	1 2%	3 1%	3 1%	- -	9 1%	- -	- -	2 1%	4 1%	5 2%	11 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	1 1%zc	- -	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	1 *	1 *
Taxation	3 *	2 *	- -	1 *	- -	- -	2 1%	- -	3 *	- -	- -	1 1%	- -	1 *	2 *
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	42 4%	17 4%	5 4%	20 5%	6 16%zab c	5 2%	19 7%zf	1 5%	38 5%	3 8%	3 3%	9 6%	12 3%	16 5%	44 4%
Other	19 2%	9 2%	3 3%	7 2%	1 2%	6 3%	4 2%	- -	13 2%	- -	3 3%	2 1%	9 2%	6 2%	21 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	39 4%fn	12 3%	8 7%	19 4%	2 6%	2 1%	8 3%	- -	37 5%zfg	1 3%	9 9%zmn	4 3%	6 2%	15 5%	39 4%
Personal finances (NET)	56 6%fi	28 7%	7 5%	22 5%	3 7%	5 2%	30 11%zfi	2 9%	51 7%zf	- -	4 4%	6 4%	19 5%	23 8%	55 6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/i/r - z/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 22nd September 2016
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX SEPTEMBER 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)
UNWEIGHTED BASE	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Ageing population/ Social care for the elderly	15 2%t	1 *	4 1%	1 1%	1 *	4 1%	3 2%	7 2%	6 1%	1 1%	11 1%	3 2%	4 2%	6 2%	1 1%	4 2%	1 1%	3 3%	- -	1 1%	18 2%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3 *	1 *	2 *	2 1%et	-	-	-	-	-	2 1%h	3 *	-	2 1%	-	-	-	-	-	-	-	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	227 23%ctg	58 24%ct	84 21%c	15 12%	66 17%	227 66%zab	38 21%cft	50 17%	124 23%g	48 34%zgh	209 25%zk	18 15%	58 28%	78 23%	45 38%zqs	50 20%	26 28%qs	17 15%	-	66 36%zv	232 24%
Countryside/Rural life	2 *	-	-	-	-	-	-	-	2 *	-	2 *	-	-	2 1%	-	-	-	-	-	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	27 3%etlv	6 2%e	10 3%e	27 22%zabe	4 1%	1 *	7 4%et	8 3%	12 2%	8 5%	26 3%	2 1%	1 1%	17 5%zl	3 3%	5 2%	2 2%	3 3%	-	4 2%v	24 2%
Defence/Foreign affairs/ International terrorism	26 3%tgv	4 2%	7 2%	7 6%zabf	5 1%	10 3%	2 1%	3 1%	22 4%zgz	1 1%	26 3%	-	8 4%	10 3%	4 3%	7 3%	3 4%	5 4%	-	5 3%v	23 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 SEPTEMBER 2016 (PUBLIC - FINAL)

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

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UNWEIGHTED BASE	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Drug abuse	5	1	-	1	-	-	-	4	1	-	1	4	1	1	1	1	-	-	-	-	5
	*j	*	-	1%	-	-	-	1%zh	*	-	*	3%zi	1%	*	1%	*	-	-	-	-	1%
Economy/Economic situation	91	91	43	8	21	12	18	29	58	5	79	11	17	42	13	28	14	8	-	21	86
	9%eti	38%zbc	11%et	6%	6%	4%	10%et	10%i	11%i	3%	9%	9%	8%	13%z	11%	11%	15%	8%	-	11%v	9%
Education/Schools	19	1	9	2	2	3	19	4	12	3	16	3	8	5	-	4	-	3	-	2	18
	2%at	*	2%t	2%	*	1%	10%zabc	1%	2%	2%	2%	2%	4%	2%	-	2%	-	2%	-	1%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	36	11	7	1	10	2	2	20	13	2	28	8	5	20	5	11	-	1	-	10	32
	4%befh	4%bef	2%	*	3%e	1%	1%	7%zhi	2%	2%	3%	7%	3%	6%z	4%	4% _s	-	1%	-	5%v	3%
Immigration/immigrants	193	30	69	36	193	36	21	37	121	34	180	9	32	48	8	75	28	41	193	-	204
	20%aef	13%	17%ef	29%zab	51%zab	10%	12%	13%	23%zg	24%g	21%zk	8%	15%	14%	7%	29%zp	30%zp	37%zpq	100%zw	-	21%
Inflation/Prices	14	2	-	-	2	1	-	7	7	-	5	8	1	4	1	3	-	1	-	2	12
	1%bej	1%	-	-	1%	*	-	2%	1%	-	1%	7%zi	1%	1%	1%	1%	-	1%	-	1%	1%
Local government/Council tax	1	*	1	*	-	-	*	*	1	-	1	*	-	1	1	1	1	-	-	-	2
	*	*	*	*	-	-	*	*	*	-	*	*	-	*	1%	*	1%	-	-	-	*
Low pay/Minimum wage/Fair wages	7	-	2	-	1	-	-	2	3	2	5	2	1	3	-	-	-	-	-	1	8
	1%	-	1%	-	*	-	-	1%	1%	1%	1%	2%	*	1%	-	-	-	-	-	*	1%

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Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 22nd September 2016
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ISSUES INDEX SEPTEMBER 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	
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UNWEIGHTED BASE	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
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	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Morality/ Individual behaviour/ Lifestyle	11 1%	1 1%	4 1%	1 *	2 1%	- -	2 1%	2 1%	9 2%	- -	9 1%	2 2%	1 *	6 2%	- -	1 *	- -	1 1%	- -	2 1%	10 1%
National health service/Hospitals/ Healthcare	98 10% ^{aev}	12 5%	98 25% ^{zace}	9 7%	36 10% ^a	24 7%	22 12% ^{ae}	33 11%	50 9%	15 11%	86 10%	12 10%	21 10%	26 8%	12 10%	19 8%	6 7%	8 7%	- -	36 20% ^{zv}	101 10%
Nationalisation/ Government control of institutions	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	2 *
Northern Ireland	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *
Pensions/Social security/Benefits	11 1%	- -	2 1%	1 1%	2 *	- -	- -	4 1%	5 1%	1 1%	10 1%	1 1%	1 *	5 1%	- -	2 1%	- -	2 2%	- -	2 1%	12 1%
Petrol prices/Fuel	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pollution/ Environment	16 2% ^e	3 1%	4 1%	- -	3 1%	2 *	3 2%	6 2%	8 2%	2 1%	15 2%	1 1%	6 3%	5 2%	1 1%	5 2%	1 1%	1 1%	- -	3 2%	14 1%
Population levels/ Overpopulation	8 1%	2 1%	2 1%	1 1%	5 1% ^e	1 *	- -	1 *	5 1%	1 1%	8 1%	- -	3 1%	1 *	2 2%	1 1%	- -	1 1%	- -	5 3% ^{zv}	7 1%

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ISSUES INDEX SEPTEMBER 2016 (PUBLIC - FINAL)

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	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%	
Pound/Exchange rate/Value of pound	2 *	-	-	-	-	1	-	1	1	-	2	-	-	-	-	-	-	-	-	-	2	*
Poverty/Inequality	35 4% ^{atv}	3 1%	13 3% ^t	1 1%	5 1%	8 2%	14 8% ^{zabc} et	14 5%	19 4%	2 1%	29 3%	5 5%	9 4%	16 5%	7 6%	9 3%	2 3%	5 4%	-	5 3% ^v	35 4%	
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Public services in general	9 1%	4 2%	2 *	-	3 1%	1 *	5 3% ^{zbe}	5 2%	3 1%	-	8 1%	1 1%	6 3% ^{zm}	1 *	3 2%	3 1%	2 2%	-	-	3 1%	9 1%	
Race relations	12 1% ^j	1 1%	5 1%	6 5% ^{zabe} ft	4 1%	1 *	2 1%	4 1%	5 1%	1 1%	7 1%	5 4% ^{zi}	6 3% ^m	1 *	2 2%	3 1%	1 1%	2 2%	-	4 2%	11 1%	
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 1%	-	-	-	-	-	-	-	1 *	
Taxation	3 *	2 1%	2 1%	-	-	-	3 2% ^{zet}	2 1%	-	1 1%	3 *	-	2 1%	-	2 2% ^z	-	-	-	-	-	2 *	
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

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	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Unemployment/ Factory closure/ Lack of industry	42	5	8	1	7	7	11	20	19	3	27	13	4	18	*	12	5	5	-	7	44
	4% ^{abet}	2%	2%	1%	2%	2%	6% ^{abce}	7% ^{zh}	4%	2%	3%	11% ^{zi}	2%	6%	*	5% ^p	5% ^p	5%	-	4% ^v	4%
Other	19	2	12	2	3	2	7	6	9	5	17	2	5	5	2	6	1	2	-	3	21
	2% ^{et}	1%	3% ^{et}	2%	1%	1%	4% ^{aet}	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	-	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	39	1	2	1	1	2	2	19	15	5	31	9	5	15	5	6	-	2	-	1	39
	4% ^{abce}	*	*	1%	*	1%	1%	7% ^{zh}	3%	4%	4%	7%	3%	4%	4%	2%	-	2%	-	*	4%
Personal finances (NET)	56	5	15	1	8	8	14	24	28	3	39	16	11	23	9	12	2	6	-	8	55
	6% ^{abce}	2%	4%	1%	2%	2%	8% ^{abce}	8% ^{zi}	5%	2%	5%	13% ^{zi}	5%	7%	7%	5%	3%	5%	-	4% ^v	6%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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ISSUES INDEX SEPTEMBER 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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Ageing population/ Social care for the elderly	78 8%	34 7%	44 9%	6 4%	11 7%	6 4%	17 10%	14 10%	24 11% zce	17 6%	22 7%	38 11% zce	23 5%	55 11%	19 7%	22 8%	19 9%	18 8%	41 8%	37 8%	82 8%
AIDS	5 1%	4 1%	1 *	- -	2 1%	1 *	2 1%	- -	* *	2 1%	2 1%	* *	3 1%	2 *	2 1%	- -	1 *	3 1%	2 *	4 1%	5 1%
Animal welfare	20 2%	9 2%	11 2%	5 3%	4 2%	3 2%	2 1%	1 1%	5 2%	8 3%	5 2%	6 2%	12 3%	8 2%	8 3%	4 1%	5 2%	3 1%	11 2%	8 2%	21 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	7 1%	5 1%	2 *	- -	1 1%	1 *	3 2%	1 *	1 *	1 *	4 1%	1 *	2 *	5 1%	2 1%	1 *	1 *	3 1%	3 1%	4 1%	8 1%
Common Market/EU/ Europe/Euro/ Constitution	345 35% bc dinoq	185 39% zb	160 32%	29 21%	45 27%	62 40% cd i	70 41% cd i	54 39% cd i	85 40% cd i	73 24%	132 41% zc di	139 40% zc di	136 30%	209 40%	141 53% zm nopq	102 38% no q	52 25%	50 21%	243 46% zm noq	103 23%	354 36%
Countryside/Rural life	18 2%	7 2%	10 2%	- -	3 2%	2 1%	4 2%	2 1%	6 3% c	3 1%	6 2%	8 2%	5 1%	13 2%	5 2%	7 3%	4 2%	1 *	13 2%	5 1%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	125 13% lp	55 12%	70 14%	14 10%	32 20% zg jk	16 10%	22 13%	13 9%	28 13%	46 15% c	38 12%	41 12%	62 14%	63 12%	19 7%	30 11%	40 19% zl mp	37 15% lp mp	49 9%	76 17% zl mp	124 13%
Defence/Foreign affairs/ International terrorism	108 11% c	60 13%	48 10%	5 4%	24 15% ci	12 8%	28 17% zce ij	13 9%	26 12% c	29 10% c	41 12% ce	38 11% c	41 9%	67 13%	34 13%	29 11%	24 12%	21 9%	63 12%	45 10%	113 12%
Drug abuse	40 4% gp	16 3%	23 5%	8 6%	10 6% g	5 3%	5 3%	2 1%	10 4%	18 6% g	10 3%	11 3%	23 5%	17 3%	6 2%	10 4%	11 5%	13 5%	15 3%	24 5%	44 4%

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 : 2nd - 22nd September 2016
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX SEPTEMBER 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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Economy/Economic situation	242	118	124	33	50	56	30	33	40	83	86	72	140	102	85	70	44	43	155	87	232
	25% koq	25% koq	25% koq	24% k	30% k	36% ghjk	18% k	24% k	19% k	28% k	27% k	21% k	31% k	20% k	32% oq	26% oq	21% oq	18% oq	29% oq	19% oq	24%
Education/Schools	181	71	110	17	40	31	36	22	36	56	66	58	87	94	70	43	36	31	113	68	184
	19% q	15% q	22% za	12% ci	24% ci	20% ci	21% ci	16% ci	17% ci	19% c	20% c	17% c	19% c	18% c	26% zmp	16% zmp	17% zmp	13% zmp	21% zmp	15% zmp	19%
Foot and mouth outbreak/Farming crisis	5	2	3	-	2	1	2	-	-	2	3	-	2	2	2	1	1	1	3	2	5
	*	*	1%	-	1%	*	1% k	-	-	1%	1%	-	*	*	1%	*	1%	*	*	*	1%
Housing	150	73	76	24	27	22	25	21	32	50	46	53	72	78	30	49	31	39	79	71	146
	15% l	15% l	15% l	17% l	16% l	14% l	15% l	15% l	15% l	17% l	14% l	15% l	16% l	15% l	11% lp	18% lp	15% lp	17% lp	15% l	16% l	15%
Immigration/immigrants	376	168	208	33	60	35	75	56	118	93	110	174	128	249	91	90	100	95	181	195	390
	39% ip	35% ip	42% z	24% ce	36% ce	23% ce	44% ce	41% ce	55% z	31% c	34% e	50% z	28% c	48% e	35% ip	34% ip	48% z	40% z	34% ip	44% z	40%
Inflation/Prices	62	34	27	12	12	9	5	7	16	24	15	23	34	28	10	17	13	21	27	35	62
	6% p	7% p	5% p	9% p	7% p	6% p	3% p	5% p	7% p	8% p	5% p	6% p	7% p	5% p	4% p	6% p	6% p	9% l	5% p	8% p	6% p
Local government/Council tax	23	12	12	1	5	2	7	5	3	6	9	8	8	15	2	4	11	6	6	17	24
	2% p	2% p	2% p	1% p	3% p	1% p	4% p	4% p	1% p	2% p	3% p	2% p	2% p	3% p	1% p	2% p	5% zlm	2% p	1% p	4% zlp	2% p
Low pay/Minimum wage/Fair wages	71	39	32	13	23	7	14	7	7	36	21	14	43	28	17	16	18	20	33	38	64
	7% hk	8% hk	6% hk	9% hk	14% zeg	5% hk	8% hk	5% hk	3% hk	12% zeg	7% hk	4% hk	9% hk	5% hk	6% hk	6% hk	8% hk	8% hk	6% hk	8% hk	7% hk
Morality/Individual behaviour/Lifestyle	60	26	34	12	8	4	9	12	16	20	13	28	24	36	15	17	16	12	32	28	62
	6% e	5% e	7% e	8% e	5% e	2% e	5% e	8% ej	8% e	7% e	4% e	8% ej	5% e	7% e	6% e	6% e	8% e	5% e	6% e	6% e	6% e

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 SEPTEMBER 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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
National health service/Hospitals/Healthcare	393	153	240	33	68	69	66	60	98	100	134	158	169	223	132	107	83	71	239	154	394
	40%ac	32%	48%za	24%	41%ci	45%ci	39%ac	44%ci	46%zc	33%ac	41%ac	45%zc	37%	43%	50%zm	40%o	39%	30%	45%zm	34%	40%
	ioq							i				i		nopq				oq			
Nationalisation/Government control of institutions	14	10	5	1	3	3	3	1	4	4	6	4	7	7	2	4	4	4	6	8	16
	1%	2%	1%	1%	2%	2%	2%	*	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%
Northern Ireland	6	4	2	-	3	1	-	-	2	3	1	2	4	2	1	2	1	2	3	2	6
	1%	1%	*	-	2%	*	-	-	1%	1%	*	*	1%	*	*	1%	*	1%	1%	1%	1%
Nuclear weapons/Nuclear war/Disarmament	14	10	4	-	3	4	4	1	3	3	8	3	7	7	4	1	4	5	5	9	16
	1%	2%	1%	-	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%
Pensions/Social security/Benefits	81	38	43	5	16	13	15	15	17	21	28	32	34	47	20	20	25	16	40	41	83
	8%c	8%	9%	4%	10%	8%	9%	11%c	8%	7%c	9%	9%	7%	9%	7%	8%	12%z	7%	8%	9%	8%
Petrol prices/Fuel	30	16	15	6	11	4	3	4	3	17	7	7	21	10	3	7	13	7	10	20	31
	3%hp	3%	3%	4%	7%zhj	2%	2%	3%	1%	6%zhj	2%	2%	5%	2%	1%	2%	6%zlp	3%	2%	5%zlp	3%
				k	k				k												
Pollution/Environment	72	30	42	9	9	10	15	14	15	18	25	29	28	44	28	22	11	11	49	23	72
	7%q	6%	8%	7%	5%	7%	9%	10%	7%	6%	8%	8%	6%	8%	10%zoq	8%	5%	5%	9%zq	5%	7%
Population levels/Overpopulation	40	20	20	-	9	2	8	6	16	9	10	21	11	29	13	11	12	5	24	16	40
	4%C	4%	4%	-	6%ci	1%	5%c	4%c	7%zce	3%	3%	6%zce	2%	6%	5%	4%	6%	2%	5%	4%o	4%
									ij												
Pound/Exchange rate/Value of pound	18	8	10	5	3	3	1	3	3	8	4	6	11	7	6	3	5	4	10	9	20
	2%	2%	2%	4%	2%	2%	1%	2%	1%	3%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%
Poverty/Inequality	155	66	89	23	28	27	35	17	24	52	62	41	79	76	41	48	25	40	90	65	152
	16%hk	14%	18%	17%	17%	18%	21%hk	12%	11%	17%	19%hk	12%	17%	15%	16%	18%	12%	17%	17%	15%	16%

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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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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
Privatisation	28	14	15	5	7	6	5	1	3	13	11	5	19	9	9	6	6	7	16	13	24
	3%k	3%	3%	4%	4%	4%	3%	1%	2%	4%k	3%	1%	4%	2%	4%	2%	3%	3%	3%	3%	2%
Public services in general	67	31	36	3	13	15	5	11	20	16	20	31	31	36	23	17	19	8	40	27	68
	7%co	6%	7%	2%	8%	10%cf	3%	8%c	9%cf	5%c	6%f	9%zcf	7%	7%	9%o	6%	9%oq	3%	8%o	6%o	7%
Race relations	63	30	33	13	10	14	7	7	12	24	20	19	37	26	24	10	20	10	34	30	64
	6%lm	6%	7%	10%	6%	9%	4%	5%	6%	8%	6%	6%	8%	5%	9%mp	4%	9%m	4%	6%lm	7%o	7%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21	13	8	3	5	2	3	3	5	8	5	8	10	11	8	5	6	2	13	8	22
	2%	3%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%
Taxation	56	27	28	10	13	10	13	6	3	24	24	9	34	22	10	16	16	13	26	30	53
	6%hk	6%	6%	7%hk	8%hk	7%hk	8%hk	4%	1%	8%hk	7%hk	3%	7%	4%	4%	6%	8%	6%	5%	7%	5%
Trade unions/ Strikes	12	5	7	2	2	2	1	-	5	4	3	5	6	6	5	1	3	3	6	6	12
	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%lm	1%	1%
Transport/Public transport	46	24	22	4	8	4	11	7	11	13	15	18	17	29	6	17	12	11	23	23	47
	5%l	5%	4%	3%	5%	3%	7%	5%	5%	4%	5%	5%	4%	6%	2%	6%lp	6%	5%	4%l	5%	5%
Unemployment/ Factory closure/ Lack of industry	160	88	72	34	38	22	26	17	22	73	48	39	94	65	32	35	44	49	67	93	159
	16%hk	18%	14%	25%ze	23%zg	14%	16%	12%	10%	24%ze	15%	11%	21%	13%	12%	13%	21%lm	21%lm	13%	21%zl	16%
Other	52	28	23	6	6	6	7	8	19	12	13	27	17	34	24	11	9	7	35	17	53
	5%	6%	5%	4%	3%	4%	4%	6%	9%zdi	4%	4%	8%z	4%	7%	9%zmo	4%	4%	3%	7%lm	4%	5%
MEAN NUMBER OF MENTIONS	3.45c	3.36	3.53	2.96	3.85c	3.34	3.54c	3.32	3.54c	3.44c	3.44	3.45c	3.41	3.48	3.67o	3.35	3.68	3.11	3.51o	3.38	3.46
STANDARD ERROR	0.08	0.11	0.12	0.16	0.27	0.27	0.18	0.15	0.16	0.16	0.16	0.12	0.14	0.10	0.16	0.11	0.24	0.16	0.10	0.14	0.08

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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Table 5
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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	980	469	511	129	135	124	150	169	273	264	274	442	388	592	258	297	202	223	555	425	980
WEIGHTED BASE	977	476	501	138	164	155	170	137	214	301	325	351	456	521	265	265	210	237	530	447	980
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	21%	24%	54%	46%	100%
ERROR VARIANCE	0.01	0.01	0.01	0.02	0.07	0.07	0.03	0.02	0.03	0.03	0.02	0.01	0.02	0.01	0.02	0.01	0.06	0.02	0.01	0.02	0.01
Don't know	126	69	56	32	17	26	16	15	19	49	42	35	75	51	20	36	24	46	56	70	123
	13%hk	15%	11%	23%zd	11%	17%hk	10%	11%	9%	16%dh	13%	10%	16%	10%	7%	14%lp	12%	19%zl	10%l	16%zl	13%
	lp			fg hij					k								np		np		
Personal finances (NET)	252	117	135	38	55	41	47	32	40	93	88	72	133	119	58	76	53	65	134	118	247
	26%hk	25%	27%	28%	33%zh	26%	28%h	23%	19%	31%zh	27%h	20%	29%	23%	22%	29%	25%	27%	25%	26%	25%
				k						k											
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	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 : 2nd - 22nd September 2016
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX SEPTEMBER 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	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Ageing population/ Social care for the elderly	78 8%ci	71 8%ci	5 11%ci	1 1%	30 9%ci	29 12%zac dgij	22 7%	17 6%	26 7%ci	3 2%	17 6%ci	14 10%ci	34 11%zmp	18 6%	10 7%	16 7%	51 8%	25 7%	82 8%
AIDS	5 1%	4 *	2 3%zad fgk	- -	1 *	1 1%	2 1%	- -	2 1%	2 2%	2 1%	- -	- -	- -	4 3%zlm p	2 1%	- -	5 1%zlp	5 1%
Animal welfare	20 2%	14 2%	5 10%zac defghi jk	1 1%	5 2%	5 2%	11 4%zag hij	6 2%	3 1%	- -	2 1%	2 1%	4 1%	4 1%	5 4%	6 3%	8 1%	11 3%	21 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	7 1%	5 1%	2 3%zag hijk	- -	4 1%h	4 2%zah j	2 1%g	1 *	- -	- -	- -	- -	2 1%	2 1%	1 1%	2 1%	4 1%	3 1%	8 1%
Common Market/EU/ Europe/Euro/ Constitution	345 35%in oq	291 34%i	23 47%ef gij	31 38%	106 33%	75 32%	102 34%	79 31%	137 39%ij	34 26%	86 32%i	52 37%	132 43%zn oq	129 44%zn oq	27 19%	52 25%	262 43%zn oq	79 22%	354 36%
Countryside/Rural life	18 2%q	17 2%	- -	1 1%	5 2%	5 2%	9 3%	9 3%ci	4 1%	- -	3 1%	3 2%	8 3%oq	6 2%	2 2%q	- -	14 2%	2 1%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	125 13%cm p	121 14%zc	3 5%	2 2%	40 12%c	38 16%cd	42 14%bc	40 15%c	44 12%c	23 17%bc hj	35 13%c	12 9%	40 13%p	24 8%	24 17%mp	33 15%m	64 11%	57 16%mp	124 13%
Defence/Foreign affairs/ International terrorism	108 11%	95 11%j	6 13%	7 8%	33 10%	26 11%	42 14%jk	35 14%jk	33 9%	12 9%	20 7%	8 6%	34 11%	37 13%	18 13%	18 8%	71 12%	36 10%	113 12%

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 : 2nd - 22nd September 2016
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX SEPTEMBER 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	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Drug abuse	40 4% ^p	35 4%	4 8% ^c	1 1%	11 3%	10 4%	17 6%	13 5%	11 3%	6 5%	10 4%	3 2%	12 4%	6 2%	10 7% ^{zmp}	10 5%	18 3%	21 6% ^{mp}	44 4%
Economy/Economic situation	242 25% ^{en}	205 24%	12 25%	25 30% ^e	71 22% ^e	46 20%	63 21%	51 20%	108 30% ^{za}	45 34% ^{za}	85 31% ^{za}	39 28%	70 23%	94 32% ^{zl}	26 18%	49 23%	164 27% ^{zl}	75 21%	232 24%
Education/Schools	181 19% ^q	154 18%	10 20%	17 20%	60 19%	43 18%	50 16%	40 15%	71 20%	25 19%	47 17%	23 16%	70 23% ^{zo}	59 20%	22 16%	29 14%	129 21% ^{zo}	51 14%	184 19%
Foot and mouth outbreak/Farming crisis	5 * ^p	3 *	2 3% ^{zad}	- -	1 *	1 *	3 1%	2 1%	1 *	1 1%	1 *	- -	- -	1 *	2 1% ^l	2 1%	1 *	3 1%	5 1%
Housing	150 15% ^{cd} ep	140 16% ^{zc} defg	5 10%	5 6%	29 9%	24 10%	37 12%	32 12%	84 24% ^{za} bcdefg	39 30% ^{za} bcdefg	74 27% ^{za} bcdefg	35 25% ^{za} bcdefg	39 13%	35 12%	24 17%	48 23% ^{zl}	74 12%	72 20% ^{zl}	146 15%
Immigration/immigrants	376 39% ^{ic}	335 40% ^{hi} j	19 38%	23 28%	134 42% ^{ci} j	111 47% ^{za} cdhij	120 39% ⁱ	101 40% ⁱ	122 34% ⁱ	35 27%	89 33% ⁱ	54 39%	147 48% ^{zm}	105 35%	50 36%	67 32%	252 42% ^{zm}	117 33%	390 40%
Inflation/Prices	62 6% ^k	56 7% ^k	2 4%	4 5%	24 8% ^k	20 8% ^k	18 6%	16 6%	20 6% ^k	15 11% ^{zah} jk	16 6% ^k	2 1%	18 6%	14 5%	9 6%	19 9%	32 5%	27 8%	62 6%
Local government/Council tax	23 2%	23 3%	- -	1 1%	8 3%	8 3%	6 2%	6 3%	9 2%	1 1%	6 2%	4 3%	6 2%	7 2%	5 3%	5 2%	14 2%	10 3%	24 2%
Low pay/Minimum wage/Fair wages	71 7% ^p	61 7%	2 3%	8 10%	23 7%	15 6%	20 7%	19 7%	27 8%	16 12% ^{zah}	25 9%	9 7%	8 3%	26 9% ^{lp}	15 11% ^{zl}	20 10% ^l	34 6% ^l	35 10% ^{zlp}	64 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
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
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	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)
UNWEIGHTED BASE	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Morality/ Individual behaviour/ Lifestyle	60 6%	56 7%	1 1%	4 5%	20 6%	17 7%	16 5%	15 6%	24 7%	6 5%	18 7%	12 9%	24 8%	17 6%	9 6%	11 5%	41 7%	20 6%	62 6%
National health service/Hospitals/ Healthcare	393 40%in q	339 40%i	21 42%	34 41%	125 39%	92 39%	112 37%	91 36%	156 44%ij	42 31%	110 40%i	68 49%ig ij	142 46%zn q	125 42%n	42 30%	80 38%	267 44%zn q	122 35%	394 40%
Nationalisation/ Government control of institutions	14 1%	13 1%	- -	2 2%	5 2%	3 1%	5 2%	5 2%	4 1%	4 3%	4 1%	- -	5 2%	4 1%	5 4%zop q	- -	9 1%	5 2%	16 2%
Northern Ireland	6 1%	6 1%	- -	- -	1 *	1 1%	1 1%	1 1%	3 1%	2 1%	2 1%	- -	2 1%	1 *	2 2%zq	- -	3 1%	2 1%	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%a	8 1%	2 4%afg k	4 5%zaf ghjk	8 2%aeg	4 2%	3 1%g	1 *	3 1%	3 2%	3 1%	- -	2 1%	4 1%	6 4%zlp q	2 1%	6 1%	8 2%	16 2%
Pensions/Social security/Benefits	81 8%	73 9%	2 4%	6 8%	23 7%	17 7%	28 9%	27 10%	29 8%	7 5%	22 8%	15 11%	26 8%	24 8%	17 12%q	13 6%	50 8%	30 8%	83 8%
Petrol prices/Fuel	30 3%	28 3%	1 1%	2 2%	10 3%	8 4%	9 3%	8 3%	12 3%	4 3%	10 4%	6 4%	8 2%	7 2%	7 5%	9 4%	14 2%	16 5%	31 3%
Pollution/ Environment	72 7%cn	67 8%cd	5 11%c	- -	16 5%cd	16 7%cd	20 6%cd	14 6%cd	36 10%zcd	10 8%cd	28 10%cd	18 13%zcd g	29 9%nq	24 8%	5 4%	13 6%	53 9%zn	18 5%	72 7%
Population levels/ Overpopulation	40 4%de	37 4%dei	3 5%	1 1%	5 2%	5 2%	14 5%	11 4%	21 6%dei	1 1%	16 6%de i	14 10%zac deij	16 5%	10 3%	5 3%	10 5%	26 4%	15 4%	40 4%

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UNWEIGHTED BASE	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
WEIGHTED BASE	977	846	49*	82*	317	235	305	255	355	132	271	139*	310	297	140	212	607	352	980
	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Pound/Exchange rate/Value of pound	18 2%	18 2%	- -	- -	3 1%	3 1%	2 1%	2 1%	13 4%zdf	6 4%zdf	9 3%	3 2%	5 2%	4 1%	3 2%	5 2%	9 1%	8 2%	20 2%
Poverty/Inequality	155 16%fg	131 15%fg	6 12%	18 21%fg	55 17%	37 16%	36 12%	30 12%	64 18%fg	20 15%	49 18%	30 21%fg	38 12%	56 19%l	31 22%zl	30 14%	94 15%l	61 17%	152 16%
Privatisation	28 3%l	25 3%	3 7%c	- -	8 2%	8 3%	11 4%	8 3%	10 3%	6 4%	8 3%	2 1%	4 1%	11 4%	4 3%	9 4%	15 3%l	13 4%	24 2%
Public services in general	67 7%fg	60 7%fg	1 1%	6 8%f	29 9%fg	23 10%fg	8 3%	7 3%	30 8%fg	10 7%f	26 10%fg	16 12%bfg	22 7%	19 6%	10 7%	14 7%	41 7%	24 7%	68 7%
Race relations	63 6%	60 7%	1 1%	3 3%	16 5%	13 5%	22 7%	21 8%	26 7%	8 6%	19 7%	11 8%	21 7%	22 7%	12 8%q	8 4%	43 7%	20 6%	64 7%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%a	10 1%	2 3%	10 12%zad efghij k	12 4%zae	2 1%	4 1%	2 1%	5 1%	2 2%	2 1%	- -	7 2%	8 3%	4 3%	3 1%	14 2%	6 2%	22 2%
Taxation	56 6%fg	50 6%fg	2 4%	4 5%	21 7%	17 7%	10 3%	8 3%	25 7%	11 9%fg	21 8%fg	9 7%	14 5%	21 7%	11 8%	10 5%	35 6%	21 6%	53 5%
Trade unions/ Strikes	12 1%	11 1%	- -	1 1%	6 2%	5 2%	3 1%	3 1%	2 1%	2 1%	2 1%	- -	4 1%	4 1%	2 2%q	- -	8 1%	2 1%	12 1%
Transport/Public transport	46 5%fg	44 5%fg	1 1%	1 2%	11 3%	9 4%	6 2%	5 2%	29 8%zac dfg	7 5%	23 8%za cdfg i	16 11%zab cdefg	15 5%	12 4%	7 5%	10 5%	27 5%	18 5%	47 5%

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UNWEIGHTED BASE	980	835	57	88	348	260	304	247	328	136	237	101	378	247	183	154	625	337	980
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	100%	87%	5%*	8%*	32%	24%	31%	26%	36%	14%	28%	14%*	32%	30%	14%	22%	62%	36%	100%
Unemployment/ Factory closure/ Lack of industry	160 16%hj klp	132 16%hk	13 27%za hjk	15 18%	62 20%ah jk	47 20%ah jk	61 20%ah jk	47 19%hk	37 10%	20 15%h	32 12%	12 9%	39 12%	44 15%	37 26%zl mpq	37 18%	82 14%	74 21%zl p	159 16%
Other	52 5%n	44 5%	3 5%	5 6%	18 6%	13 5%	17 6%	14 6%	17 5%	4 3%	14 5%	10 7%	26 9%znp q	13 4%	2 1%	10 5%	40 7%zn	12 3%n	53 5%
MEAN NUMBER OF MENTIONS	3.45	3.49	3.44	3.05	3.42	3.56	3.29	3.26	3.61c	3.40	3.55	3.68c	3.53	3.47	3.57	3.27	3.50	3.39	3.46
STANDARD ERROR	0.08	0.09	0.35	0.14	0.16	0.20	0.14	0.16	0.12	0.20	0.15	0.22	0.11	0.15	0.26	0.21	0.09	0.16	0.08
ERROR VARIANCE	0.01	0.01	0.12	0.02	0.02	0.04	0.02	0.03	0.02	0.04	0.02	0.05	0.01	0.02	0.07	0.04	0.01	0.03	0.01
Don't know	126 13%hl p	112 13%hk	4 8%	9 11%	46 15%hk	37 16%hk	48 16%hk	43 17%zhj k	32 9%	17 13%	26 10%	10 7%	22 7%	33 11%	26 19%zl mp	42 20%zlm p	55 9%l	68 19%zl mp	123 13%
Personal finances (NET)	252 26%fl p	219 26%f	8 17%	25 31%	82 26%	56 24%	64 21%	56 22%	106 30%fg	46 35%za befg	84 31%fg	39 28%	59 19%	82 28%lp	47 33%zl p	61 29%l	141 23%l	107 31%zl p	247 25%
Median	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2

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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	980	347	116	517	40	232	291	24	748	34	116	159	351	268	980
WEIGHTED BASE	977	424	122	431	39*	227	279	25**	750	33**	97	147	384	305	980
	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
Ageing population/ Social care for the elderly	78 8%	30 7%	11 9%	37 9%	3 8%	21 9%	18 6%	1 5%	56 8%	3 8%	9 10%	7 5%	29 8%	19 6%	82 8%
AIDS	5 1%	3 1%	- -	2 *	1 2%	- -	2 1%	- -	5 1%	- -	1 1%	2 2% ⁿ	- -	3 1%	5 1%
Animal welfare	20 2%	9 2%	4 3%	7 2%	1 2%	5 2%	7 2%	1 3%	15 2%	2 5%	3 3%	3 3%	4 1%	2 1%	21 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	7 1%	3 1%	1 1%	3 1%	1 3%	1 *	2 1%	- -	6 1%	- -	1 1%	1 1%	2 *	5 2%	8 1%
Common Market/EU/ Europe/Euro/ Constitution	345 35% ^{di}	165 39% ^d	39 32%	141 33% ^d	6 15%	103 45% ^{zg}	96 34%	12 50%	242 32%	11 34%	27 28%	62 42% ^l	161 42% ^z	101 33%	354 36%
Countryside/Rural life	18 2%	7 2%	2 2%	8 2%	- -	5 2%	2 1%	2 8%	13 2%	1 2%	1 1%	3 2%	8 2%	1 *	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	125 13% ⁿ	53 12%	21 17%	51 12%	6 16%	23 10%	30 11%	5 18%	102 14%	7 23%	10 11%	19 13%	38 10%	51 17%	124 13%
Defence/Foreign affairs/ International terrorism	108 11% ^l	52 12%	13 11%	43 10%	6 15%	34 15% ^g	24 9%	4 18%	74 10%	6 18%	4 5%	19 13% ^l	57 15% ^z	38 13%	113 12%
Drug abuse	40 4%	13 3%	4 3%	22 5%	2 5%	7 3%	17 6%	- -	33 4%	- -	2 2%	4 3%	11 3%	16 5%	44 4%

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UNWEIGHTED BASE	980	347	116	517	40	232	291	24	748	34	116	159	351	268	980
WEIGHTED BASE	977	424	122	431	39*	227	279	25**	750	33**	97	147	384	305	980
	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
Economy/Economic situation	242	120	36	87	6	65	73	5	177	4	13	44	109	86	232
	25%cl	28%c	29%c	20%	16%	29%	26%	20%	24%	13%	13%	30%l	28%l	28%	24%
Education/Schools	181	72	36	73	8	31	70	9	150	4	13	30	75	78	184
	19%fl	17%	29%za	17%	20%	14%	25%zf	37%	20%	12%	14%	20%	20%	26%	19%
			c				i								
Foot and mouth outbreak/Farming crisis	5	3	-	2	-	1	1	-	4	-	1	1	1	3	5
	*	1%	-	*	-	*	*	-	1%	-	1%	1%	*	1%	1%
Housing	150	69	13	68	4	26	57	6	124	4	10	21	50	49	146
	15%	16%	11%	16%	10%	11%	21%zf	24%	17%	13%	10%	14%	13%	16%	15%
							i								
Immigration/immigrants	376	138	42	197	14	111	86	4	266	25	46	68	141	109	390
	39%ag	32%	35%	46%za	37%	49%zg	31%	14%	35%g	75%	47%z	46%	37%	36%	40%
			b				i								
Inflation/Prices	62	21	8	33	3	13	26	2	48	3	3	8	17	21	62
	6%	5%	6%	8%	7%	6%	9%zi	9%	6%	8%	3%	5%	4%	7%	6%
Local government/Council tax	23	7	8	9	1	2	8	1	21	2	1	4	7	9	24
	2%	2%	6%zac	2%	2%	1%	3%	5%	3%	5%	1%	3%	2%	3%	2%
Low pay/Minimum wage/Fair wages	71	45	7	18	3	5	32	3	65	5	4	11	22	32	64
	7%cf	11%zc	6%	4%	8%	2%	11%zf	13%	9%zf	15%	4%	7%	6%	11%	7%
Morality/Individual behaviour/Lifestyle	60	20	13	28	3	14	20	5	46	-	8	10	23	18	62
	6%	5%	10%a	6%	7%	6%	7%	19%	6%	-	8%	7%	6%	6%	6%

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UNWEIGHTED BASE	980	347	116	517	40	232	291	24	748	34	116	159	351	268	980
WEIGHTED BASE	977	424	122	431	39*	227	279	25**	750	33**	97	147	384	305	980
	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
National health service/Hospitals/ Healthcare	393 40%	166 39%	52 42%	176 41%	11 29%	101 44%	114 41%	13 54%	292 39%	13 38%	35 37%	58 39%	179 47%z	113 37%	394 40%
Nationalisation/ Government control of institutions	14 1%	8 2%	2 1%	5 1%	-	2 1%	7 2%	2 7%	12 2%	* 1%	-	3 2%	7 2%	5 2%	16 2%
Northern Ireland	6 1%	3 1%	-	2 1%	-	3 1%	2 1%	-	2 *	-	-	3 2%z	3 1%	1 *	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	4 1%	3 2%	8 2%	2 5%a	1 *	8 3%zf	-	13 2%	* 1%	1 1%	3 2%	5 1%	4 1%	16 2%
Pensions/Social security/Benefits	81 8%ci	42 10%	11 9%	28 6%	4 11%	28 12%zi	19 7%	4 18%	53 7%	4 12%	6 6%	14 9%	38 10%	25 8%	83 8%
Petrol prices/Fuel	30 3%	14 3%	5 4%	11 3%	2 5%	3 1%	8 3%	-	27 4%	2 5%	2 2%	2 1%	8 2%	13 4%	31 3%
Pollution/ Environment	72 7%f	29 7%	15 12%zc	28 6%	1 4%	10 4%	22 8%	4 17%	62 8%	3 9%	7 7%	7 5%	29 8%	11 4%	72 7%
Population levels/ Overpopulation	40 4%g	19 4%	3 3%	18 4%	1 2%	11 5%	5 2%	1 6%	30 4%g	3 9%	2 2%	4 3%	17 4%	10 3%	40 4%
Pound/Exchange rate/Value of pound	18 2%	5 1%	3 3%	10 2%	-	1 1%	7 2%	4 14%	17 2%	-	-	4 3%	5 1%	7 2%	20 2%
Poverty/Inequality	155 16%cf	76 18%	21 17%	58 14%	7 19%	22 9%	69 25%zf	8 34%	133 18%zf	1 2%	8 8%	23 15%	66 17%l	57 19%	152 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/i/r - z/l/m/n
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Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX SEPTEMBER 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)
UNWEIGHTED BASE	980	347	116	517	40	232	291	24	748	34	116	159	351	268	980
WEIGHTED BASE	977	424	122	431	39*	227	279	25**	750	33**	97	147	384	305	980
	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
Privatisation	28	19	2	8	-	1	14	2	27	1	2	2	14	10	24
	3%cf	4%c	2%	2%	-	1%	5%zf	7%	4%zf	3%	2%	2%	4%	3%	2%
Public services in general	67	34	11	22	1	15	17	5	52	3	5	9	28	25	68
	7%ci	8%	9%	5%	3%	7%	6%	19%	7%	9%	5%	6%	7%	8%	7%
Race relations	63	28	9	26	2	17	24	3	46	1	3	5	29	28	64
	6%	7%	7%	6%	6%	8%	9%i	10%	6%	2%	3%	3%	7%	9%	7%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21	13	2	6	-	10	2	-	11	-	1	5	12	5	22
	2%gi	3%	2%	1%	-	4%zgi	1%	-	1%	-	1%	3%	3%	2%	2%
Taxation	56	29	10	17	3	7	25	2	49	4	1	7	27	21	53
	6%cl	7%	8%	4%	7%	3%	9%zf	7%	6%	11%	1%	5%	7%l	7%	5%
Trade unions/ Strikes	12	5	1	6	-	3	4	-	8	2	-	1	6	2	12
	1%	1%	1%	1%	-	1%	1%	-	1%	7%	-	1%	2%	1%	1%
Transport/Public transport	46	16	8	21	2	12	15	-	34	1	2	5	16	11	47
	5%	4%	7%	5%	4%	5%	5%	-	5%	3%	2%	3%	4%	4%	5%
Unemployment/ Factory closure/ Lack of industry	160	74	16	70	16	19	55	2	140	5	11	26	48	63	159
	16%fn	17%	13%	16%	41%zabc	8%	20%f	7%	19%zf	14%	12%	18%	13%	21%	16%
Other	52	19	9	25	2	13	15	2	38	1	5	6	24	12	53
	5%	4%	7%	6%	6%	6%	5%	10%	5%	4%	5%	4%	6%	4%	5%
MEAN NUMBER OF MENTIONS	3.451	3.50	3.71	3.32	3.30	3.38	3.69	4.57	3.47	3.72	2.75	3.52l	3.52l	3.63	3.46
STANDARD ERROR	0.08	0.14	0.22	0.12	0.46	0.13	0.15	0.81	0.10	0.63	0.15	0.25	0.12	0.19	0.08

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	100%	43%	12%	44%	4%*	23%	29%	3%**	77%	3%**	10%	15%	39%	31%	100%
ERROR VARIANCE	0.01	0.02	0.05	0.01	0.21	0.02	0.02	0.66	0.01	0.40	0.02	0.06	0.02	0.04	0.01
Don't know	126	51	16	58	6	18	30	1	107	3	18	15	33	42	123
	13%fn	12%	13%	14%	15%	8%	11%	4%	14%zfg	9%	19%n	10%	9%	14%	13%
Personal finances (NET)	252	127	30	95	11	37	107	9	215	6	13	34	94	94	247
	26%cf	30%zc	25%	22%	28%	16%	38%zf	38%	29%zf	17%	13%	23%	24%l	31%	25%
Median	2	2	3	2	2	2	2	3	2	2	2	2	2	2	2

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		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	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Ageing population/ Social care for the elderly	78 8%	19 8%	50 13% ^{zae}	24 19% ^{zaet}	34 9%	24 7%	27 15% ^{zaet}	18 6%	36 7%	23 16% ^{zgh}	70 8%	5 4%	17 8%	24 7%	9 8%	23 9%	8 8%	11 10%	13 7%	21 11%	82 8%
AIDS	5 1%	3 1%	1 *	5 4% ^{zbt}	2 1%	4 1% ^b	3 2% ^b	4 1% ^h	- -	2 1% ^h	5 1%	1 *	3 2% ^m	- -	- -	1 *	- -	- -	- -	2 1%	5 1%
Animal welfare	20 2%	7 3%	10 3% ^e	5 4% ^e	7 2%	3 1%	7 4% ^e	8 3%	7 1%	4 3%	16 2%	3 2%	9 4% ^{zm}	3 1%	4 4%	3 1%	- -	1 1%	2 1%	5 3%	21 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	7 1%	2 1%	2 1%	4 3% ^{zb}	4 1%	3 1%	2 1%	3 1%	2 *	2 1%	5 1%	2 1%	2 1%	2 *	- -	1 *	- -	- -	1 1%	2 1%	8 1%
Common Market/EU/ Europe/Euro/ Constitution	345 35% ^{cgk}	89 37% ^c	140 36% ^c	26 21%	124 33% ^c	345 100% ^{zab}	63 35% ^c	76 26%	195 37% ^g	68 48% ^{zgh}	316 37% ^{zk}	24 21%	85 41%	118 35%	63 52% ^{zqr}	78 31%	35 38%	31 28%	36 19%	88 48% ^{zv}	354 36%
Countryside/Rural life	18 2%	5 2%	11 3% ^t	4 3%	4 1%	6 2%	6 3%	3 1%	7 1%	5 4%	18 2%	- -	2 1%	7 2%	2 2%	3 1%	1 1%	1 1%	1 *	4 2%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	125 13% ^{ep}	28 12%	54 14% ^e	125 100% ^{zab}	59 16% ^{ze}	26 8%	36 20% ^{zab}	40 14%	58 11%	23 16%	105 12%	18 15%	35 17%	39 12%	6 5%	36 14% ^p	12 13%	17 15% ^p	36 19% ^z	23 12%	124 13%
Defence/Foreign affairs/ International terrorism	108 11% ^k	36 15%	46 12%	31 24% ^{zab}	44 12%	62 18% ^{zbf}	21 12%	24 8%	62 12%	22 16% ^g	104 12% ^{zk}	2 2%	28 14%	37 11%	11 9%	23 9%	7 8%	10 9%	18 9%	26 14%	113 12%

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Table 8
Q.PL01/02
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	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	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Drug abuse	40	11	16	17	17	13	11	16	12	8	29	10	10	7	4	14	3	6	11	6	44
	4% ^{hj}	5%	4%	14% ^{zabe}	4%	4%	6%	6% ^h	2%	5%	3%	8% ^{zi}	5%	2%	3%	6%	4%	5%	5%	3%	4%
Economy/Economic situation	242	242	106	28	81	89	52	76	134	27	211	30	58	93	42	68	25	23	30	51	232
	25% ^{vw}	100% ^{zbc}	27% ^t	23%	22%	26%	29%	26%	25%	19%	25%	25%	28%	28%	35% ^{zs}	27%	27%	20%	16%	28% ^{vw}	24%
Education/Schools	181	52	126	36	54	63	181	61	87	31	167	14	63	43	32	49	22	16	21	32	184
	19% ^{tkm}	22% ^t	32% ^{zace}	29% ^{zet}	14%	18%	100% ^{zab}	21%	16%	22%	20% ^{zk}	12%	31% ^{zm}	13%	27% ^{zs}	19%	24%	15%	11%	18%	19%
Foot and mouth outbreak/Farming crisis	5	1	2	2	2	3	2	2	-	2	3	1	3	-	-	2	1	-	-	2	5
	*	*	*	2% ^z	1%	1%	1%	1%	-	1% ^h	*	1%	1%	-	-	1%	1%	-	-	1%	1%
Housing	150	44	74	28	63	41	27	55	66	26	124	24	25	55	21	44	10	14	27	36	146
	15% ^{eh}	18% ^e	19% ^{ze}	23% ^{ze}	17% ^e	12%	15%	19% ^h	12%	19%	15%	20%	12%	16%	17%	17% ^{rf}	11%	13%	14%	20%	15%
Immigration/immigrants	376	81	154	59	376	124	54	86	210	76	343	27	72	110	30	129	50	64	193	183	390
	39% ^{fgk}	34%	39% ^f	47% ^{ae}	100% ^{zab}	36%	30%	30%	40% ^g	54% ^{zgh}	40% ^{zk}	23%	35%	33%	25%	50% ^{zp}	54% ^{zp}	57% ^{zp}	100% ^z	100% ^z	40%
Inflation/Prices	62	28	20	17	24	13	15	29	27	5	43	18	7	21	4	16	3	6	12	11	62
	6% ^{ej}	12% ^{zbet}	5%	14% ^{zbet}	6%	4%	8% ^e	10% ^{zhi}	5%	3%	5%	15% ^{zi}	4%	6%	4%	6%	4%	6%	6%	6%	6%
Local government/Council tax	23	5	17	10	8	8	14	7	7	9	21	2	5	10	2	7	2	3	4	4	24
	2% ^h	2%	4% ^{zt}	8% ^{zaet}	2%	2%	8% ^{zabe}	3%	1%	6% ^{zh}	2%	2%	2%	3%	1%	3%	2%	3%	2%	2%	2%
Low pay/Minimum wage/Fair wages	71	27	29	24	32	25	27	26	30	15	62	9	16	36	5	18	1	9	9	23	64
	7% ^r	11% ^z	7%	19% ^{zabe}	9%	7%	15% ^{zbet}	9%	6%	10%	7%	7%	8%	11% ^z	4%	7% ^r	1%	8% ^r	5%	13% ^{zv}	7%

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	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Morality/ Individual behaviour/ Lifestyle	60 6%e	14 6%	23 6%	14 11%ze	24 6%	13 4%	22 12%zabe	14 5%	34 6%	11 8%	53 6%	7 6%	15 7%	17 5%	7 6%	11 4%	4 5%	3 2%	10 5%	14 7%	62 6%
National health service/Hospitals/ Healthcare	393 40%gkm	106 44%	393 100%zac	54 43%	154 41%	140 40%	126 70%zac	92 32%	232 44%zg	66 46%g	361 43%zk	25 21%	101 49%zm	114 34%	56 47%	107 42%	44 48%	44 39%	69 36%	85 46%v	394 40%
Nationalisation/ Government control of institutions	14 1%h	5 2%	4 1%	7 6%zbet	6 2%	7 2%	7 4%zb	6 2%h	3 1%	4 3%h	13 2%	1 1%	5 2%	4 1%	1 1%	1 1%	-	-	4 2%	2 1%	16 2%
Northern Ireland	6 1%h	4 2%	2 1%	2 2%	2 1%	5 1%	2 1%	3 1%	* *	1 1%	6 1%	-	2 1%	1 *	1 1%	2 1%	1 1%	-	-	2 1%	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	7 3%t	7 2%	4 4%t	3 1%	7 2%	7 4%zbt	8 3%z	5 1%	* *	12 1%	3 2%	3 1%	3 1%	3 2%	3 1%	1 1%	1 1%	2 1%	1 *	16 2%
Pensions/Social security/Benefits	81 8%hr	23 9%	50 13%ze	21 17%zae	41 11%z	26 8%	21 11%	18 6%	34 6%	27 19%zgh	74 9%	5 4%	20 10%	33 10%	6 5%	15 6%r	1 1%	9 8%r	24 13%z	16 9%	83 8%
Petrol prices/Fuel	30 3%	11 4%	17 4%	14 11%zabe	13 3%	8 2%	15 8%zbet	10 4%	15 3%	4 3%	24 3%	6 5%	5 2%	13 4%	1 1%	9 3%	1 1%	5 5%	5 3%	8 4%	31 3%
Pollution/ Environment	72 7%v	26 11%et	35 9%	10 8%	22 6%	22 6%	24 13%zet	22 8%	39 7%	11 8%	66 8%	5 4%	21 10%	24 7%	12 10%	20 8%	4 5%	5 5%	7 3%	16 9%	72 7%
Population levels/ Overpopulation	40 4%gk	12 5%	25 6%ze	11 9%ze	28 7%ze	10 3%	15 8%ze	5 2%	22 4%	13 9%zgh	38 5%k	* *	13 6%	9 3%	6 5%	12 5%	5 6%	5 4%	10 5%	18 10%z	40 4%

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UNWEIGHTED BASE	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Pound/Exchange rate/Value of pound	18 2%	7 3%	7 2%	4 3%	6 2%	8 2%	7 4%	9 3%	9 2%	1 *	13 2%	4 4%	2 1%	6 2%	3 2%	6 2%	- -	1 1%	1 *	6 3%v	20 2%
Poverty/Inequality	155 16%trv	45 19%et	72 18%et	25 20%t	44 12%	46 13%	43 23%zet	52 18%	84 16%	16 11%	139 16%	14 12%	43 21%	51 15%	23 19%r	33 13%r	5 5%	17 16%r	21 11%	22 12%	152 16%
Privatisation	28 3%h	11 5%	19 5%z	9 7%zet	11 3%	9 3%	15 8%zet	13 5%h	10 2%	5 4%	26 3%	2 2%	16 8%zm	5 1%	5 4%	7 3%	- -	5 4%	4 2%	6 4%	24 2%
Public services in general	67 7%	27 11%ze	45 12%zet	20 16%zet	28 7%	21 6%	30 17%zbet	21 7%	33 6%	12 8%	62 7%	4 4%	26 13%zm	16 5%	9 7%	21 8%	9 10%	7 6%	8 4%	20 11%zv	68 7%
Race relations	63 6%rn	14 6%	23 6%	16 13%zabt	23 6%	26 8%	16 9%	21 7%	29 5%	9 6%	52 6%	11 9%	27 13%zm	10 3%	10 8%	11 4%	4 4%	3 3%	10 5%	13 7%	64 7%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21 2%	8 3%	8 2%	2 2%	7 2%	13 4%z	6 3%	7 2%	7 1%	6 4%	21 2%	- -	8 4%	7 2%	3 2%	4 2%	1 2%	1 1%	2 1%	5 3%	22 2%
Taxation	56 6%	29 12%zbet	27 7%e	15 12%zbet	24 6%	13 4%	21 12%zbet	19 7%	26 5%	9 7%	45 5%	10 8%	18 9%	21 6%	7 6%	20 8% _s	5 5%	4 4%	8 4%	16 9%	53 5%
Trade unions/ Strikes	12 1%	4 2%	8 2%	6 5%ze	7 2%	4 1%	5 3%	3 1%	7 1%	1 1%	10 1%	1 1%	4 2%	1 *	2 1%	4 2%	1 1%	2 2%	4 2%	3 2%	12 1%
Transport/Public transport	46 5% _p	13 5%	33 8%zet	13 11%zet	17 5%	17 5%	18 10%zet	13 4%	21 4%	11 7%	38 5%	6 5%	12 6%	14 4%	1 1%	16 6% _{ps}	4 4%	3 3%	6 3%	11 6%	47 5%
Unemployment/ Factory closure/ Lack of industry	160 16% _{ejp}	38 16%	57 15%	25 20%e	65 17%e	41 12%	37 21%be	55 19%	84 16%	20 14%	125 15%	30 25%zi	27 13%	60 18%	11 10%	35 14%	9 9%	15 13%	26 13%	39 21%v	159 16%

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 : 2nd - 22nd September 2016
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX SEPTEMBER 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)
UNWEIGHTED BASE	980	232	394	124	390	354	184	311	514	139	842	124	182	277	120	259	102	110	204	186	980
WEIGHTED BASE	977	242	393	125	376	345	181	291	529	141	847	119	207	335	120	257	92*	111*	193	183	980
	100%	25%	40%	13%	39%	35%	19%	30%	54%	14%	87%	12%	21%	34%	12%	26%	9%*	11%*	20%	19%	100%
Other	52	10	22	5	14	15	17	16	25	11	44	7	12	13	10	13	7	3	5	8	53
	5%	4%	6%	4%	4%	4%	10%zabc et	6%	5%	8%	5%	6%	6%	4%	9%	5%	8%	2%	3%	4%	5%
MEAN NUMBER OF MENTIONS	3.45hk	4.56ze t	4.43ze t	5.83za bet	3.96z	3.86z	5.55za bet	3.44	3.23	4.24zg h	3.50	3.00	4.03zm	3.23	3.52	3.48	3.20	3.23	3.39	4.55zv	3.46
STANDARD ERROR	0.08	0.24	0.16	0.43	0.16	0.17	0.32	0.17	0.09	0.27	0.09	0.18	0.21	0.13	0.19	0.18	0.20	0.19	0.17	0.28	0.08
ERROR VARIANCE	0.01	0.06	0.03	0.18	0.03	0.03	0.10	0.03	0.01	0.07	0.01	0.03	0.04	0.02	0.04	0.03	0.04	0.04	0.03	0.08	0.01
Don't know	126	9	8	5	17	27	2	59	51	16	100	25	14	55	9	26	8	13	16	1	123
	13%abce fthjlvw	4%	2%	4%	4%bf	8%abft	1%	20%zhi	10%	11%	12%	21%zj	7%	16%l	7%	10%	8%	12%	8%w	*	13%
Personal finances (NET)	252	80	101	51	87	73	66	96	122	32	208	41	59	96	28	59	8	28	39	49	247
	26%ehj rv	33%zbe t	26%	41%zbe t	23%	21%	36%zbe t	33%zhi	23%	22%	25%	34%zj	28%	29%	24%r	23%r	9%	26%r	20%	27%	25%
Median	2	3	3	4	3	3	4	2	2	3	2	2	3	2	3	2	2	2	2	3	2

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

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 22nd September 2016
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX SEPTEMBER 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	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
UNWEIGHTED BASE	980	129	135	176	98	250	192	980
WEIGHTED BASE	977	139	163	206	119*	185	166	980
	100%	14%	17%	21%	12%*	19%	17%	100%
Ageing population/ Social care for the elderly	78 8%	7 5%	10 6%	14 7%	8 7%	20 11%	18 11%	82 8%
AIDS	5 1%	- -	2 1%	2 1%	1 1%	- -	* *	5 1%
Animal welfare	20 2%	3 2%	5 3%	4 2%	1 1%	4 2%	2 1%	21 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	7 1%	- -	1 1%	2 1%	2 2%	1 1%	* *	8 1%
Common Market/EU/ Europe/Euro/ Constitution	345 35% ^{bd} f	45 32% ^b	29 18%	103 50% ^{za} bdf	30 25%	95 52% ^{za} bdf	44 27%	354 36%
Countryside/Rural life	18 2%	3 2%	- -	5 2%	2 2%	5 3% ^b	3 2%	19 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	125 13% ^{ce}	17 12%	29 18% ^{ce}	17 8%	21 18% ^{ce}	15 8%	26 16% ^{ce}	124 13%
Defence/Foreign affairs/ International terrorism	108 11%	14 10%	15 9%	23 11%	17 15%	25 13%	14 8%	113 12%
Drug abuse	40 4%	7 5%	11 7% ^c	3 1%	7 6%	5 3%	6 4%	44 4%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 22nd September 2016
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Ipsos MORI

ISSUES INDEX SEPTEMBER 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	980	129	135	176	98	250	192	980
WEIGHTED BASE	977	139	163	206	119*	185	166	980
	100%	14%	17%	21%	12%*	19%	17%	100%
Economy/Economic situation	242 25%f	42 30%df	41 25%f	66 32%zd f	20 17%	46 25%f	26 16%	232 24%
Education/Schools	181 19%f	27 19%	30 18%	47 23%f	19 16%	40 21%f	19 11%	184 19%
Foot and mouth outbreak/Farming crisis	5 *	1 1%	1 *	2 1%	2 1%	- -	- -	5 1%
Housing	150 15%	20 15%	30 19%	27 13%	19 16%	32 17%	21 13%	146 15%
Immigration/immigrants	376 39%ac	37 27%	56 34%	62 30%	48 40%a	83 45%za c	91 55%za bcde	390 40%
Inflation/Prices	62 6%e	12 8%	12 8%	9 4%	6 5%	6 3%	16 10%zce	62 6%
Local government/Council tax	23 2%	1 1%	5 3%	3 2%	5 4%	2 1%	6 4%	24 2%
Low pay/Minimum wage/Fair wages	71 7%e	12 9%	24 15%zce f	14 7%	7 6%	7 4%	7 4%	64 7%
Morality/Individual behaviour/Lifestyle	60 6%	10 7%	10 6%	8 4%	5 4%	14 8%	13 8%	62 6%
National health service/Hospitals/Healthcare	393 40%b	53 38%	48 29%	96 46%bd	39 33%	91 49%zb d	67 41%	394 40%

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

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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	980	129	135	176	98	250	192	980
WEIGHTED BASE	977	139	163	206	119*	185	166	980
	100%	14%	17%	21%	12%*	19%	17%	100%
Nationalisation/ Government control of institutions	14 1%	1 1%	2 2%	3 1%	4 3%	2 1%	2 1%	16 2%
Northern Ireland	6 1%	1 1%	2 1%	- -	1 1%	2 1%	- -	6 1%
Nuclear weapons/ Nuclear war/ Disarmament	14 1%	2 1%	1 1%	2 1%	6 5%ze	1 1%	2 1%	16 2%
Pensions/Social security/Benefits	81 8%a	5 4%	16 10%	21 10%a	7 6%	14 7%	18 11%a	83 8%
Petrol prices/Fuel	30 3%	4 3%	13 8%zce	3 1%	4 3%	3 2%	3 2%	31 3%
Pollution/ Environment	72 7%	11 8%	7 4%	18 9%	7 6%	21 11%zbf	8 5%	72 7%
Population levels/ Overpopulation	40 4%	4 3%	5 3%	5 2%	5 4%	15 8%zac	6 4%	40 4%
Pound/Exchange rate/Value of pound	18 2%	4 3%	5 3%	2 1%	2 2%	4 2%	2 1%	20 2%
Poverty/Inequality	155 16%f	28 20%f	23 14%	38 19%f	24 20%f	23 12%	18 11%	152 16%
Privatisation	28 3%	7 5%	6 4%	6 3%	5 4%	3 2%	2 1%	24 2%
Public services in general	67 7%	6 4%	10 6%	16 8%	4 4%	18 10%	13 8%	68 7%

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

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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	980	129	135	176	98	250	192	980
WEIGHTED BASE	977	139	163	206	119*	185	166	980
	100%	14%	17%	21%	12%*	19%	17%	100%
Race relations	63	10	13	13	8	11	9	64
	6%	8%	8%	6%	7%	6%	5%	7%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	21	4	4	3	2	5	2	22
	2%	3%	2%	2%	2%	3%	1%	2%
Taxation	56	12	11	10	14	4	5	53
	6%^e	9% ^{ef}	7% ^e	5%	11% ^{zef}	2%	3%	5%
Trade unions/ Strikes	12	2	2	1	2	3	2	12
	1%	1%	1%	1%	1%	1%	1%	1%
Transport/Public transport	46	5	7	9	7	9	9	47
	5%	4%	5%	4%	6%	5%	5%	5%
Unemployment/ Factory closure/ Lack of industry	160	27	45	22	26	18	21	159
	16%^{ce}	20% ^{ce}	28% ^{zc} ef	11%	22% ^{ce}	10%	13%	16%
Other	52	8	4	8	5	19	8	53
	5%	6%	2%	4%	4%	10% ^{zbc} f	5%	5%
MEAN NUMBER OF MENTIONS	3.45	3.42	3.46	3.44	3.46	3.65	3.24	3.46
STANDARD ERROR	0.08	0.19	0.26	0.16	0.34	0.16	0.17	0.08
ERROR VARIANCE	0.01	0.04	0.07	0.02	0.11	0.03	0.03	0.01
Don't know	126	23	26	23	19	10	25	123
	13%^e	16% ^e	16% ^e	11% ^e	16% ^e	5%	15% ^{ce}	13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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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	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
UNWEIGHTED BASE	980	129	135	176	98	250	192	980
WEIGHTED BASE	977	139	163	206	119*	185	166	980
	100%	14%	17%	21%	12%*	19%	17%	100%
Personal finances (NET)	252 26% ^e	45	48	55	33	35	37	247 25%
Median	2	2	2	2	2	2	2	2

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