

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	17 4%	13 3%	1 1%	2 1%	4 2%	5 3%	10 7% cdi ju	8 4%	3 1%	8 2%	18 5% iu	7 1%	22 4% iu	12 4% m	2 1%	5 2%	11 5% m	13 2% m	16 4% m	28 3%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>3</b> <b>*</b>	1 *	2 *	1 1%	-	-	-	-	2 1%	1 *	-	2 1%	1 *	2 *	-	1 *	1 *	1 1%	1 *	2 1%	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>19</b> <b>2%</b>	13 3%	6 1%	1 *	2 1%	-	4 2%	1 1%	11 5% ceg iju	3 1%	4 1%	12 3% egi u	3 1%	16 3% egu	8 3%	3 1%	4 2%	4 2%	11 2%	7 2%	17 2%
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>28</b> <b>3%</b>	12 3%	16 3%	3 3%	11 7% fgh jkv	6 4%	2 1%	1 1%	4 2%	14 5% kv	8 3%	5 2%	20 4% kv	8 1%	3 1%	5 2%	12 6% lmp	9 4%	8 2%	20 4% lp	28 3%
Defence/Foreign affairs/ International terrorism	<b>54</b> <b>6%</b>	23 5%	31 6%	12 9% fj	8 5%	8 5%	3 2%	8 6%	15 7% f	20 7% f	11 3%	23 7% fv	28 6% j	26 5% f	17 6%	16 6%	12 6%	10 4%	33 6%	21 5%	50 5%
Drug abuse	<b>7</b> <b>1%</b>	5 1%	2 *	1 *	2 1%	1 1%	1 1%	2 1%	1 1%	2 1%	2 1%	3 1%	3 1%	4 1%	2 1%	1 *	1 *	4 2%	3 1%	4 1%	9 1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Economy/Economic situation	<b>145</b>	84	61	18	18	23	35	24	27	37	58	50	60	85	56	57	18	13	114	31	144
	<b>15%</b>	18% <sup>b</sup>	12%	14%	11%	14%	21% <sup>di</sup>	17%	13%	12%	17% <sup>u</sup>	14%	13%	16%	21% <sup>no</sup>	21% <sup>noq</sup>	9%	5%	21% <sup>noq</sup>	7%	15%
Education/Schools	<b>17</b>	5	12	3	6	6	-	1	2	8	6	3	14	3	5	6	2	3	11	5	17
	<b>2%</b>	1%	2%	2%	3% <sup>fkv</sup>	4% <sup>fjk</sup>	-	*	1%	3% <sup>v</sup>	2%	1%	3% <sup>fkv</sup>	*	2%	2%	1%	1%	2%	1%	2%
Foot and mouth outbreak/Farming crisis	<b>2</b>	1	1	-	2	-	-	-	-	2	-	-	2	-	-	1	-	1	1	1	2
	<b>*</b>	*	*	-	1% <sup>v</sup>	-	-	-	-	1%	-	-	*	-	-	*	-	*	*	*	*
Housing	<b>38</b>	16	22	9	10	7	6	3	4	19	12	6	26	12	6	7	10	15	12	26	34
	<b>4%</b>	3%	4%	7% <sup>hkv</sup>	6% <sup>hkv</sup>	4%	3%	2%	2%	7% <sup>hkv</sup>	4%	2%	6% <sup>hkv</sup>	2%	2%	2%	5%	7% <sup>lmp</sup>	2%	6% <sup>lmp</sup>	4%
Immigration/immigrants	<b>176</b>	81	95	16	25	23	33	28	49	42	56	78	65	111	31	54	48	44	84	91	172
	<b>18%</b>	17%	19%	12%	15%	14%	20%	21%	23% <sup>ce</sup>	14%	17%	22% <sup>ci</sup>	14%	21% <sup>ci</sup>	12%	20% <sup>lp</sup>	23% <sup>lp</sup>	18%	16% <sup>l</sup>	21% <sup>l</sup>	18%
Inflation/Prices	<b>17</b>	9	8	2	5	4	-	3	4	6	4	7	10	7	3	4	4	5	7	10	19
	<b>2%</b>	2%	2%	1%	3%	2%	-	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%
Local government/Council tax	<b>5</b>	5	-	1	3	-	1	-	1	3	1	1	3	2	3	1	1	1	4	2	5
	<b>1%</b>	1% <sup>b</sup>	-	*	2%	-	1%	-	1%	1%	*	*	1%	*	1%	*	*	*	1%	*	1%
Low pay/Minimum wage/Fair wages	<b>22</b>	8	14	5	4	5	3	3	2	9	8	5	14	8	2	9	3	8	12	10	23
	<b>2%</b>	2%	3%	4%	2%	3%	2%	2%	1%	3%	2%	1%	3%	2%	1%	3% <sup>p</sup>	1%	3%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	<b>6</b>	4	2	-	3	-	-	-	2	3	-	2	3	2	2	1	2	1	3	3	5
	<b>1%</b>	1%	*	-	2% <sup>j</sup>	-	-	-	1%	1%	-	1%	1%	*	1%	*	1%	*	1%	1%	1%
National health service/Hospitals/Healthcare	<b>113</b>	47	66	13	9	27	16	18	30	22	43	48	48	65	31	31	27	25	62	51	110
	<b>12%</b>	10%	13%	10%	5%	17% <sup>di</sup>	10%	13% <sup>d</sup>	14% <sup>di</sup>	7%	13% <sup>di</sup>	14% <sup>di</sup>	11% <sup>di</sup>	12% <sup>di</sup>	12%	12%	13%	10%	12%	11%	11%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
<b>100%</b>		48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Nationalisation/ Government control of institutions	2 *	2 *	-	1 1%	-	-	-	*	1 *	1 *	-	1 *	1 *	1 *	-	*	2 1%	-	*	2 *	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	3 *	-	3 1%	-	-	-	1 1%	-	1 1%	-	1 *	1 *	-	3 *	1 *	-	-	1 1%	1 *	1 *	2 *
Pensions/Social security/Benefits	23 2%	6 1%	17 3%a	3 2%	2 1%	2 1%	7 4%	3 2%	6 3%	5 2%	9 3%	8 2%	8 2%	15 3%	4 2%	3 1%	6 3%	9 4%	8 1%	15 3%	25 3%
Petrol prices/Fuel	2 *	2 *	-	-	-	1 1%	-	1 *	-	1 *	1 *	-	2 *	-	-	-	1 *	1 *	-	2 *	2 *
Pollution/ Environment	8 1%	2 *	6 1%	-	4 2%h	* *	1 1%	3 2%h	-	4 1%	2 *	3 1%	4 1%	4 1%	4 2%	3 1%	-	2 1%	7 1%	2 *	9 1%
Population levels/ Overpopulation	14 1%	10 2%	4 1%	2 1%	2 1%	1 1%	1 1%	2 1%	6 3%	4 1%	2 1%	8 2%	5 1%	9 2%	7 3%	3 1%	1 1%	2 1%	10 2%	3 1%	12 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	67 7%	34 7%	32 6%	5 3%	10 6%	16 10%	17 10%ci	9 7%	10 5%	14 5%	33 10%chi ku	19 6%	30 7%	37 7%k	24 9%	19 7%	12 6%	11 5%	43 8%	24 5%	67 7%
Privatisation	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	1 *	1 *
Public services in general	6 1%	3 1%	4 1%	2 2%	-	1 *	2 1%	-	1 1%	2 1%	3 1%	1 *	3 1%	3 1%	2 1%	1 *	3 1%	1 1%	2 *	4 1%	7 1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Race relations	5 1%	4 1%	2 *	1 1%	2 1%	2 1%	- -	- -	1 1%	2 1%	2 1%	1 *	4 1%	1 *	2 1%	3 1%	1 -	- -	5 1%	1 *	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	5 *	1 *	3 1%	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	4 1%	1 *	4 1%	1 *	1 *	1 1%	1 1%	1 *	2 1%	3 1%
Taxation	16 2%	10 2%	7 1%	3 2%	4 3%	3 2%	3 2%	1 1%	1 1%	7 2%	6 2%	3 1%	11 2%	6 1%	8 3%	4 1%	5 2%	- -	12 2%	5 1%	15 2%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *
Unemployment/ Factory closure/ Lack of industry	76 8%	37 8%	39 8%	19 14%hk	18 11%hkv	12 7%h	14 8%h	11 8%hk	3 1%	36 12%hkv	26 8%hk	14 4%h	48 11%hkv	28 5%hk	15 6%	15 5%	16 8%	31 13%lmp	29 6%	47 11%mp	79 8%
Other	33 3%	15 3%	18 4%	4 3%	4 3%	6 4%	4 3%	4 3%	10 5%	9 3%	10 3%	14 4%	14 3%	19 4%	11 4%	9 3%	4 2%	9 4%	20 4%	13 3%	31 3%
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	30 3%	11 2%	19 4%	5 4%	8 5%gk	4 3%	8 5%gk	1 1%	4 2%	14 5%gk	12 4%	5 1%	18 4%k	13 2%k	3 1%	7 2%	7 3%	14 6%lp	9 2%	21 5%lp	32 3%
Personal finances (NET)	107 11%	53 11%	54 11%	11 9%	18 11%	25 15%h	21 12%	15 11%	17 8%	29 10%	46 14%	32 9%	54 12%	53 10%	30 11%	32 12%	20 10%	25 11%	62 12%	45 10%	111 12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	19 2%	8 18%acd efghij k	2 2%	6 2%	4 2%	15 5%adg	7 3%	7 2%	3 2%	5 2%	2 1%	13 4%	10 3%	4 3%	2 1%	23 4%	6 2%	28 3%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>3</b> <b>*</b>	2 *	-	1 1%	2 1%	1 1%	-	-	1 *	-	-	-	2 1%	-	-	*	2 *	*	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	1 *	-	-	-	-	-	1 *	1 1%	1 *	-	-	-	-	-	1 *	-	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>19</b> <b>2%</b>	18 2%j	-	1 1%	6 2%	5 2%	9 3%	9 3%ij	4 1%	-	1 1%	1	13 4%mpn	4 1%	-	2 1%	17 3%mq	2 1%	17 2%
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>28</b> <b>3%</b>	27 3%	1 2%	-	9 3%	9 4%	8 3%	7 3%	11 3%	7 5%c	9 4%	3 2%	3 1%	8 2%	9 6%lp	8 4%l	11 2%	17 5%lp	28 3%
Defence/Foreign affairs/ International terrorism	<b>54</b> <b>6%</b>	47 6%	5 10%	2 2%	21 6%c	18 8%	16 5%	11 4%	18 5%	6 5%	12 4%	6 4%	22 7%nq	20 6%n	2 2%	9 5%	42 7%n	11 3%	50 5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Drug abuse	7 1%	6 1%	1 2%h	- -	4 1%	4 2%h	3 1%	2 1%	* *	* *	* *	- -	1 *	2 1%	3 2%p	1 *	3 1%	4 1%	9 1%
Economy/Economic situation	145 15%	121 14%	3 7%	20 24%ab defgi	47 15%e	26 11%	38 13%	35 14%	60 17%	17 13%	47 17%i	30 21%e	52 17%nq	59 19%nq	6 4%	25 13%nq	112 18%nq	31 9%n	144 15%
Education/Schools	17 2%	13 2%	2 5%	2 2%	5 2%	3 1%	6 2%	4 1%	6 2%	4 3%	5 2%	1 1%	4 1%	7 2%	2 2%	2 1%	12 2%	4 1%	17 2%
Foot and mouth outbreak/Farming crisis	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	1 *	- -	1 1%	- -	1 *	1 *	2 *
Housing	38 4%	37 4%cde fg	1 3%	- -	2 1%	2 1%	5 2%	4 1%	31 9%ac defg	22 17%ab cdefg hjk	31 11%acd efghk	8 6%cde	6 2%	3 1%	5 4%	23 12%lmn pq	9 1%	28 8%lmn p	34 4%
Immigration/immigrants	176 18%	155 18%i	11 24%ci	9 10%	56 17%ci	47 20%ci	62 21%ci	50 20%ci	58 16%i	10 8%	38 14%i	28 20%i	71 23%mo p	47 15%	38 26%mo pq	20 10%	118 19%mo	58 17%o	172 18%
Inflation/Prices	17 2%	15 2%	- -	2 2%	4 1%	2 1%	9 3%	9 3%a	4 1%	2 2%	2 1%	- -	7 2%	4 1%	1 1%	4 2%	11 2%	6 2%	19 2%
Local government/Council tax	5 1%	5 1%	- -	- -	1 *	1 1%	- -	- -	4 1%	1 *	3 1%	3 2%	2 1%	- -	1 1%	3 1%	2 *	3 1%	5 1%
Low pay/Minimum wage/Fair wages	22 2%	21 2%	- -	1 2%	5 2%	4 2%	8 3%	8 3%	9 2%	2 2%	6 2%	3 2%	5 2%	6 2%	2 2%	9 5%p	11 2%	11 3%	23 2%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Morality/ Individual behaviour/ Lifestyle	<b>6</b> <b>1%</b>	5 1%	- -	1 1%	2 1%	1 1%	4 1%	4 2%h	- -	- -	- -	- -	2 1%	- -	1 1%	2 1%	2 *	3 1%	5 1%
National health service/Hospitals/ Healthcare	<b>113</b> <b>12%</b>	102 12%	6 13%	5 6%	32 10%	27 11%	39 13%	33 13%	42 12%	10 8%	30 11%i	20 14%	35 11%	45 14%	15 11%	16 9%	79 13%	31 9%	110 11%
Nationalisation/ Government control of institutions	<b>2</b> <b>*</b>	2 *	1 2%dh	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	1 1%p	1 1%	- -	2 1%p	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>3</b> <b>*</b>	1 *	- -	1 1%	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	3 1%	- -	- -	3 *	- -	2 *
Pensions/Social security/Benefits	<b>23</b> <b>2%</b>	18 2%fg	- -	4 5%fgi	14 4%afg	9 4%afg	1 *	1 *	8 2%f	1 1%	4 2%	3 2%	7 2%	4 1%	7 5%mp	5 2%	11 2%	12 3%	25 3%
Petrol prices/Fuel	<b>2</b> <b>*</b>	2 *	- -	- -	- -	- -	1 *	1 *	1 *	1 1%	1 *	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Pollution/ Environment	<b>8</b> <b>1%</b>	6 1%	- -	2 2%	3 1%	1 *	3 1%	3 1%	2 1%	2 2%	2 1%	- -	4 1%	3 1%	- -	2 1%	7 1%	2 1%	9 1%
Population levels/ Overpopulation	<b>14</b> <b>1%</b>	13 1%	- -	1 1%	3 1%	2 1%	1 *	1 *	10 3%f	5 4%ade	9 3%afg	4 3%	5 2%	7 2%	- -	2 1%	12 2%	2 1%	12 1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	<b>67</b>	53	1	12	33	21	12	11	21	10	18	8	13	31	8	13	45	21	67
	<b>7%</b>	6%	3%	14%afghj	10%afg	9%f	4%	4%	6%	8%	7%	6%	4%	10%lp	6%	7%	7%l	6%	7%
Privatisation	<b>1</b>	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	1
	<b>*</b>	*	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	*	*
Public services in general	<b>6</b>	5	-	1	4	3	-	-	3	1	3	1	1	2	2	2	3	4	7
	<b>1%</b>	1%	-	1%f	1%	1%	-	-	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%
Race relations	<b>5</b>	5	-	-	1	1	1	1	4	1	2	1	2	2	1	1	4	1	5
	<b>1%</b>	1%	-	-	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>5</b>	2	-	2	2	-	1	1	1	1	1	-	2	1	1	1	3	2	5
	<b>*</b>	*	-	3%ade fhj	1%	-	*	1%	*	1%	*	-	1%	*	1%	1%	*	1%	1%
Taxation	<b>16</b>	16	-	1	2	1	4	4	10	6	8	2	2	6	3	5	8	8	15
	<b>2%</b>	2%de	-	1%	1%	*	1%	2%	3%de	5%ade f	3%de	1%	1%	2%	2%	3%	1%	2%	2%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>1</b>	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1
	<b>*</b>	*	-	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	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>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Unemployment/ Factory closure/ Lack of industry	<b>76</b> <b>8%</b>	63 7%hk	4 9%	9 11%hjk	30 9%hjk	21 9%k	28 10%hj k	24 10%hjk	18 5%	10 7%j	12 4%	2 2%	20 6%	26 8%	11 8%	18 9%	45 7%	29 9%	79 8%
Other	<b>33</b> <b>3%</b>	28 3%	2 3%	3 4%	12 4%	9 4%	7 2%	5 2%	14 4%i	2 1%	12 4%i	10 7%g	14 4%	9 3%	5 4%	5 3%	22 4%	10 3%	31 3%
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>30</b> <b>3%</b>	29 3%hj	- -	1 2%	11 3%	10 4%h	14 5%hj	14 6%ahj	5 1%	2 1%	3 1%	2 1%	2 1%	8 2%	12 8%lmp	8 4%lp	10 2%	20 6%lmp	32 3%
Personal finances (NET)	<b>107</b> <b>11%</b>	90 11%	1 3%	16 18%ab fhk	42 13%	27 11%	30 10%	28 11%	35 10%	16 12%	27 10%	11 8%	26 8%	42 13%	12 8%	26 14%	68 11%	38 11%	111 12%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	11 3%	6 5%	13 3%	-	3 2%	11 4%	2 10%	26 3%	6 3%	-	1 2%	6 2%	4 1%	28 3%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>3</b> <b>*</b>	1 *	* *	2 *	-	1 1%	2 1%	-	2 *	1 1%	-	1 1%	-	* *	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>19</b> <b>2%</b>	6 2%	-	12 3%	-	6 5%i	4 1%	-	12 1%	6 4%	5 8%gi	-	9 3%	2 1%	17 2%
Countryside/Rural life	<b>1</b> <b>*</b>	-	1 1%	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>28</b> <b>3%</b>	11 3%	1 1%	16 3%	4 9%ab	2 1%	8 3%	1 2%	26 3%	2 2%	4 6%	4 4%	5 1%	11 4%	28 3%
Defence/Foreign affairs/ International terrorism	<b>54</b> <b>6%</b>	20 5%	10 8%	24 5%	1 1%	13 10%i	16 6%	2 6%	40 5%	15 9%i	1 1%	9 9%	22 7%	19 6%	50 5%
Drug abuse	<b>7</b> <b>1%</b>	4 1%	-	4 1%	1 3%	-	2 1%	1 4%	7 1%	1 1%	2 4%fi	1 1%	2 1%	1 *	9 1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Economy/Economic situation	<b>145</b>	72	12	61	3	43	43	7	101	50	2	6	68	51	144
	<b>15%</b>	18%	10%	13%	6%	31%gi	16%ir	27%	12%	30%gir	3%	6%	21%l	16%	15%
Education/Schools	<b>17</b>	8	2	7	-	-	6	3	17	3	-	2	9	5	17
	<b>2%</b>	2%	2%	2%	-	-	2%	10%	2%	2%	-	2%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	<b>2</b>	-	-	2	1	-	2	-	2	-	-	-	-	1	2
	<b>*</b>	-	-	*	2%a	-	1%	-	*	-	-	-	-	*	*
Housing	<b>38</b>	17	4	17	1	7	11	1	31	8	1	5	7	17	34
	<b>4%</b>	4%	3%	4%	2%	5%	4%	2%	4%	5%	1%	5%	2%	5%	4%
Immigration/immigrants	<b>176</b>	73	20	82	4	30	27	2	146	32	37	14	52	48	172
	<b>18%</b>	18%	17%	18%	10%	21%g	10%	8%	17%g	19%g	64%fg	14%	16%	15%	18%
Inflation/Prices	<b>17</b>	8	1	7	1	-	6	-	17	-	-	-	5	8	19
	<b>2%</b>	2%	1%	2%	2%	-	2%	-	2%	-	-	-	2%	2%	2%
Local government/Council tax	<b>5</b>	3	1	1	-	-	1	-	5	-	-	1	3	3	5
	<b>1%</b>	1%	1%	*	-	-	*	-	1%	-	-	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	<b>22</b>	9	5	8	3	1	6	-	20	1	-	4	7	5	23
	<b>2%</b>	2%	4%	2%	7%c	1%	2%	-	2%	1%	-	5%	2%	2%	2%
Morality/Individual behaviour/Lifestyle	<b>6</b>	2	-	4	1	-	1	-	6	-	-	1	-	-	5
	<b>1%</b>	*	-	1%	1%	-	*	-	1%	-	-	1%	-	-	1%
National health service/Hospitals/Healthcare	<b>113</b>	45	11	57	3	11	39	2	102	13	2	12	38	34	110
	<b>12%</b>	11%	10%	13%	6%	8%	15%r	8%	12%	8%	3%	13%	12%	11%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Nationalisation/ Government control of institutions	<b>2</b> *	* *	1 1%	1 *	- -	- -	1 *	- -	2 *	- -	- -	1 1%	* *	- -	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>3</b> *	- -	- -	3 1%	- -	- -	1 1%	- -	3 *	- -	- -	- -	1 *	- -	2 *
Pensions/Social security/Benefits	<b>23</b> <b>2%</b>	4 1%	4 3%	15 3%a	1 3%	3 2%	4 1%	1 3%	19 2%	4 2%	1 1%	4 4%	7 2%	8 3%	25 3%
Petrol prices/Fuel	<b>2</b> *	- -	1 1%	1 *	- -	- -	2 1%	- -	2 *	- -	- -	- -	1 *	1 *	2 *
Pollution/ Environment	<b>8</b> <b>1%</b>	2 1%	2 2%	4 1%	- -	- -	- -	- -	8 1%	- -	- -	* *	6 2%	3 1%	9 1%
Population levels/ Overpopulation	<b>14</b> <b>1%</b>	8 2%	1 1%	5 1%	- -	3 2%	7 2%	- -	11 1%	3 2%	1 2%	- -	7 2%	5 1%	12 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	<b>67</b> <b>7%</b>	30 7%	10 9%	26 6%	4 10%	3 2%	22 8%tjr	1 3%	64 8%tj	3 2%	- -	6 6%	24 7%	22 7%	67 7%
Privatisation	<b>1</b> *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Public services in general	<b>6</b> <b>1%</b>	1 *	2 2%	4 1%	- -	3 2%	1 1%	- -	4 *	3 2%	- -	- -	4 1%	3 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Race relations	<b>5</b> <b>1%</b>	2 1%	- -	3 1%	- -	- -	1 *	- -	5 1%	- -	- -	- -	2 1%	3 1%	5 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>5</b> <b>*</b>	1 *	2 2%	1 *	- -	1 1%	- -	- -	3 *	1 1%	- -	- -	- -	1 *	5 1%
Taxation	<b>16</b> <b>2%</b>	10 2%	1 1%	6 1%	3 6% <sup>c</sup>	- -	3 1%	- -	16 2%	- -	- -	- -	8 3%	5 2%	15 2%
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/Public transport	<b>1</b> <b>*</b>	- -	- -	1 *	1 2% <sup>ac</sup>	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Unemployment/ Factory closure/ Lack of industry	<b>76</b> <b>8%</b>	33 8%	8 7%	35 8%	10 23% <sup>abc</sup>	5 3%	34 13% <sup>fi</sup>	3 13%	71 9%	8 5%	1 2%	9 10%	16 5%	33 11%	79 8%
Other	<b>33</b> <b>3%</b>	11 3%	5 4%	17 4%	1 2%	4 3%	5 2%	1 4%	29 4%	5 3%	2 4%	7 8%	13 4%	7 2%	31 3%
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>30</b> <b>3%</b>	10 2%	6 5%	15 3%	3 6%	- -	3 1%	- -	30 4% <sup>fgj</sup>	- -	- -	8 8% <sup>m</sup>	3 1%	13 4%	32 3%
Personal finances (NET)	<b>107</b> <b>11%</b>	47 12%	17 15%	42 9%	9 19% <sup>c</sup>	4 3%	36 13% <sup>fjr</sup>	1 3%	103 12% <sup>fjr</sup>	5 3%	- -	10 10%	37 11%	35 11%	111 12%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
<b>100%</b>		30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	3 1%	20 5%aeft	4 4%a	6 2%	1 1%	3 2%	10 3%	17 3%	3 2%	27 3%	* *	7 4%	10 3%	3 3%	6 3%	2 3%	5 5%	28 3%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	<b>3</b> <b>*</b>	* *	- -	- -	- -	- -	- -	1 *	1 *	1 1%	3 *	- -	1 1%	* *	- -	- -	- -	- -	4 *
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>1</b> <b>*</b>	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	<b>19</b> <b>2%</b>	4 2%	5 1%	1 1%	8 2%	4 3%	3 2%	5 2%	12 2%	2 1%	16 2%	1 1%	- -	6 2%	2 1%	6 3%	4 5%	3 3%	17 2%
Countryside/Rural life	<b>1</b> <b>*</b>	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>28</b> <b>3%</b>	5 2%	7 2%	28 26%abef t	6 2%	2 2%	1 1%	10 3%	17 3%	1 1%	24 3%	4 3%	5 3%	7 2%	2 1%	6 3%	1 1%	2 2%	28 3%
Defence/Foreign affairs/ International terrorism	<b>54</b> <b>6%</b>	20 7%t	17 4%	7 6%	10 3%	54 38%abcf t	11 7%t	15 5%	23 4%	16 12%gh	51 6%	3 2%	12 7%	20 6%	7 6%	14 7%	6 7%	7 7%	50 5%
Drug abuse	<b>7</b> <b>1%</b>	2 1%	* *	- -	- -	- -	- -	3 1%	3 1%	1 1%	6 1%	2 1%	3 2%	1 *	* *	1 *	* 1%	* *	9 1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Economy/Economic situation	<b>145</b>	145	62	12	34	23	29	53	77	15	135	8	27	55	33	31	11	8	144
	<b>15%</b>	50%bce	16%t	11%	10%	16%	18%t	18%	14%	11%	16%k	7%	15%	16%	27%qrs	14% <sup>s</sup>	13%	7%	15%
Education/Schools	<b>17</b>	2	9	-	1	2	17	8	7	2	15	2	2	8	2	1	1	-	17
	<b>2%</b>	1%	2%t	-	*	1%	11%abce	3%	1%	1%	2%	2%	1%	2%	2%	*	1%	-	2%
Foot and mouth outbreak/Farming crisis	<b>2</b>	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2
	<b>*</b>	-	-	-	-	-	-	1%	-	-	-	1%j	-	-	-	-	-	-	*
Housing	<b>38</b>	14	13	15	12	3	6	23	15	-	26	12	5	16	7	11	5	4	34
	<b>4%</b>	5%	3%	13%abef	4%	2%	4%	8%hi	3%	-	3%	11%j	3%	5%	6%	5%	6%	4%	4%
Immigration/immigrants	<b>176</b>	21	69	9	176	24	24	32	105	38	165	11	30	61	9	55	25	31	172
	<b>18%</b>	7%	17%ac	8%	53%abc	17%ac	16%a	11%	19%g	28%gh	19%k	9%	17%	18%	7%	25%p	32%p	30%p	18%
Inflation/Prices	<b>17</b>	-	2	-	3	-	-	10	3	3	8	8	*	9	1	4	1	2	19
	<b>2%</b>	-	1%	-	1%	-	-	3%h	1%	2%	1%	7%j	*	3%	1%	2%	2%	2%	2%
Local government/Council tax	<b>5</b>	-	3	-	1	-	-	1	4	-	2	3	1	3	1	5	1	2	5
	<b>1%</b>	-	1%	-	*	-	-	*	1%	-	*	3%j	*	1%	*	2%	2%	1%	1%
Low pay/Minimum wage/Fair wages	<b>22</b>	1	6	2	2	1	-	8	10	5	18	3	2	11	2	1	1	-	23
	<b>2%</b>	*	1%	1%	1%	1%	-	3%	2%	3%	2%	3%	1%	3%	2%	*	1%	-	2%
Morality/Individual behaviour/Lifestyle	<b>6</b>	3	3	-	-	2	-	-	6	-	6	-	2	-	-	-	-	-	5
	<b>1%</b>	1%	1%	-	-	1%	-	-	1%	-	1%	-	1%	-	-	-	-	-	1%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
National health service/Hospitals/ Healthcare	<b>113</b> <b>12%</b>	15 5%	113 28%ace	12 11%a	32 10%a	8 6%	25 16%aet	27 9%	70 13%	16 12%	101 12%	12 10%	24 13%	33 10%	13 10%	27 12%	7 9%	13 13%	110 11%
Nationalisation/ Government control of institutions	<b>2</b> <b>*</b>	- -	1 *	* *	2 1%	- -	- -	1 *	1 *	- -	2 *	- -	1 1%	* *	- -	- -	- -	- -	3 *
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/ Nuclear war/ Disarmament	<b>3</b> <b>*</b>	- -	- -	- -	- -	- -	- -	1 *	- -	1 1%h	3 *	- -	- -	- -	- -	- -	- -	- -	2 *
Pensions/Social security/Benefits	<b>23</b> <b>2%</b>	6 2%	9 2%	4 4%	4 1%	2 1%	2 1%	4 1%	16 3%	3 3%	22 3%	1 1%	5 3%	3 1%	1 *	5 2%	3 4%	1 1%	25 3%
Petrol prices/Fuel	<b>2</b> <b>*</b>	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 1%	- -	1 *	- -	1 *	- -	- -	2 *
Pollution/ Environment	<b>8</b> <b>1%</b>	4 1%	3 1%	2 1%t	- 1%	2 1%	3 2%t	4 1%	4 1%	- -	7 1%	1 1%	- -	3 1%	1 1%	- -	- -	- -	9 1%
Population levels/ Overpopulation	<b>14</b> <b>1%</b>	5 2%	3 1%	1 1%	2 1%	- -	3 2%	2 1%	10 2%	2 1%	12 1%	2 2%	4 2%	5 1%	2 1%	1 *	- -	1 1%	12 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	<b>67</b> <b>7%</b>	13 4%	21 5%t	5 4%	7 2%	6 4%	15 10%abt	23 8%	38 7%	6 4%	61 7%	4 4%	13 8%	26 8%	11 9%qr	6 3%	2 2%	3 3%	67 7%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Privatisation	<b>1</b> *	-	-	-	-	-	1	*	-	-	1	-	-	-	-	-	-	-	1
Public services in general	<b>6</b> 1%	1	2	-	1	2	1	2	4	-	6	-	1	3	1	-	-	-	7
Race relations	<b>5</b> 1%	2	-	-	-	-	-	1	3	2	5	-	2	1	3	-	-	-	5
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>5</b> *	1	-	-	1	-	-	-	5	-	5	-	-	3	-	2	2	-	5
Taxation	<b>16</b> 2%	2	5	3	3	2	2	5	8	4	10	4	6	5	6	6	2	2	15
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>1</b> *	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1
Unemployment/ Factory closure/ Lack of industry	<b>76</b> 8%	10	15	4	10	1	9	31	43	2	49	27	12	30	4	20	4	13	79
Other	<b>33</b> 3%	10	7	1	8	4	2	3	25	5	31	1	4	13	8	4	2	2	31
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

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Don't know	<b>30</b>	-	-	-	-	-	-	11	12	8	26	4	7	9	2	6	1	4	32
	<b>3%</b>	-	-	-	-	-	-	4%	2%	6%	3%	4%	4%	2%	1%	3%	1%	4%	3%
Personal finances (NET)	<b>107</b>	14	30	6	12	7	15	42	52	13	88	16	16	47	15	12	4	5	111
	<b>11%</b>	5%	8%t	6%	4%	5%	10%at	14%	10%	10%	10%	14%	9%	14%	12%q	6%	5%	5%	12%
Median	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Ageing population/ Social care for the elderly	<b>99</b> <b>10%</b>	46 10%	53 10%	6 5%	11 6%	13 8%	19 11%	23 17%cd eiju	27 13%ciu	17 6%	32 10%	50 14%cdi u	30 7%	69 13%cd iu	44 17% pq	22 8%	12 6%	21 9%	66 12% mnq	33 7%	95 10%
AIDS	<b>5</b> <b>1%</b>	2 *	3 1%	1 *	2 1%	2 1%	1 *	1 1%	- -	2 1%	2 1%	1 *	4 1%	2 *	1 *	2 1%	- -	3 1%	2 *	3 1%	7 1%
Animal welfare	<b>17</b> <b>2%</b>	6 1%	11 2%	2 2%	4 3%	3 2%	2 1%	2 1%	4 2%	6 2%	5 1%	6 2%	9 2%	8 2%	3 1%	4 2%	1 *	8 4% n	7 1%	9 2% n	20 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> <b>*</b>	* *	4 1%	- -	1 1%	1 1%	2 1%	* *	- -	1 *	3 1%	* *	2 *	2 * k	2 1%	1 *	1 *	1 *	3 1%	1 *	5 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>76</b> <b>8%</b>	52 11% b	23 5%	2 1%	14 9% ciu	6 4%	13 8% c	13 9% c	28 13% cei ju	16 5% c	19 6%	40 12% cei ju	22 5% c	53 10% ce iju	32 12% oq	23 9% oq	13 6%	8 4%	55 10% oq	21 5%	68 7%
Countryside/Rural life	<b>12</b> <b>1%</b>	9 2%	3 1%	- -	2 1%	4 3%	- -	3 2%	3 1%	2 1%	4 1%	6 2%	6 1%	6 1%	6 2%	4 1%	- -	2 1%	10 2%	2 *	11 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>109</b> <b>11%</b>	47 10%	62 12%	14 10%	26 16% fv	23 14% f	12 7%	13 10%	21 10%	40 13%	35 10% f	35 10%	63 14% fv	46 9%	27 10%	26 10%	27 13%	29 12%	53 10%	57 13%	111 12%
Defence/Foreign affairs/ International terrorism	<b>142</b> <b>15%</b>	64 14%	78 16%	19 15%	25 15%	24 15%	17 10%	21 15%	36 17%	45 15%	41 12%	57 16% v	69 15%	74 14%	53 20% no q	43 16% oq	25 12%	21 9%	96 18% oq	46 10%	135 14%
Drug abuse	<b>52</b> <b>5%</b>	24 5%	28 6%	6 5%	12 7%	10 6%	6 4%	9 7%	8 4%	19 6%	16 5%	18 5%	28 6%	24 5%	11 4%	8 3%	9 4%	25 11% lmn pq	19 4%	33 8% mnp	55 6%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Economy/Economic situation	<b>288</b> <b>30%</b>	160 34% <sup>b</sup>	128 25%	32 24%	51 31%	52 32%	56 33%	43 31%	55 26%	82 28%	108 33%	98 28%	134 29%	154 30%	111 42% <sup>no</sup>	90 34% <sup>no</sup>	48 23%	39 16%	201 38% <sup>mn</sup>	87 19%	279 29%
Education/Schools	<b>157</b> <b>16%</b>	70 15%	87 17%	20 15%	22 13%	38 24% <sup>dh</sup> ikuv	27 16%	24 17%	26 13%	42 14%	65 20% <sup>v</sup>	50 14%	80 17% <sup>i</sup>	77 15%	63 24% <sup>mn</sup> oq	44 16%	23 11%	27 11%	107 20% <sup>mn</sup>	50 11%	152 16%
Foot and mouth outbreak/Farming crisis	<b>6</b> <b>1%</b>	4 1%	2 *	- -	2 1%	2 1%	2 1%	1 *	- -	2 1%	3 1%	1 *	4 1%	2 *	1 *	1 *	2 1%	3 1%	2 *	5 1%	7 1%
Housing	<b>130</b> <b>13%</b>	67 14%	63 13%	25 19% <sup>gh</sup> jkv	34 20% <sup>ef</sup> ghjku	18 11%	19 11%	13 9%	21 10%	59 20% <sup>ef</sup> ghjku v	37 11%	34 10%	77 17% <sup>eg</sup> hjku	53 10%	27 10%	28 10%	30 14%	45 19% <sup>lm</sup> p	55 10%	75 17% <sup>lm</sup> p	122 13%
Immigration/immigrants	<b>329</b> <b>34%</b>	162 34%	167 33%	30 23%	47 28%	51 32%	61 36% <sup>ci</sup>	49 36% <sup>ci</sup>	91 43% <sup>cd</sup> eiju	77 26%	112 34% <sup>cu</sup>	140 40% <sup>cd</sup> iu	128 28%	201 39% <sup>cd</sup> iu	74 28%	98 37% <sup>p</sup>	80 38% <sup>l</sup>	77 33%	171 32%	157 35%	322 33%
Inflation/Prices	<b>68</b> <b>7%</b>	37 8%	30 6%	9 7%	21 13% <sup>fgh</sup> jku	12 8%	6 4%	7 5%	12 6%	30 10% <sup>fkv</sup>	18 6%	19 6%	42 9% <sup>fjv</sup>	25 5%	12 5%	13 5%	17 8%	25 11% <sup>lmp</sup> 5%	25 5%	42 10% <sup>lmp</sup>	74 8%
Local government/Council tax	<b>37</b> <b>4%</b>	21 4%	16 3%	1 1%	16 10% <sup>ceg</sup> hijkuv	4 2%	6 4%	3 2%	6 3%	17 6% <sup>c</sup>	10 3%	9 3%	21 5% <sup>c</sup>	16 3%	11 4%	6 2%	10 5%	10 4%	17 3%	20 5%	34 4%
Low pay/Minimum wage/Fair wages	<b>117</b> <b>12%</b>	50 11%	67 13%	17 13% <sup>h</sup>	30 18% <sup>hk</sup> v	22 14% <sup>hk</sup>	23 14% <sup>hk</sup>	14 11%	11 5%	46 16% <sup>hk</sup> v	45 14% <sup>hkv</sup>	26 7%	68 15% <sup>hkv</sup>	49 9% <sup>hk</sup>	26 10%	33 12%	28 14%	30 13%	59 11%	58 13%	112 12%
Morality/Individual behaviour/Lifestyle	<b>49</b> <b>5%</b>	20 4%	28 6%	4 3%	10 6%	7 4%	3 2%	7 5%	17 8% <sup>fjv</sup>	14 5%	10 3%	24 7% <sup>fjv</sup>	21 5%	28 5% <sup>f</sup>	12 4%	20 7% <sup>q</sup>	8 4%	9 4%	31 6%	17 4%	50 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/u/v - l/m/n/o/p/q  
Overlap formulae used.  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
National health service/Hospitals/Healthcare	<b>398</b> <b>41%</b>	186 39%	212 42%	29 22%	43 26%	69 43%cd iu	82 48%cd iu	77 56%cd eiju	98 47%cd iu	71 24%	151 46%cd iu	176 51%cd iu	140 31%ci	257 50%cd iu	123 47%oq	116 43%o	80 39%	78 33%	239 45%oq	159 36%	383 40%
Nationalisation/ Government control of institutions	<b>20</b> <b>2%</b>	14 3%	6 1%	2 1%	4 2%	6 4%h	5 3%	3 2%	1 1%	5 2%	11 3%	4 1%	12 3%	9 2%	5 2%	9 3%	3 1%	3 1%	14 3%	6 1%	22 2%
Northern Ireland	<b>2</b> <b>*</b>	2 *	1 *	- -	- -	2 1%	- -	1 *	- -	- -	2 *	1 *	2 *	1 *	1 *	- -	- -	2 1%	1 *	2 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>17</b> <b>2%</b>	7 2%	9 2%	- -	4 3%	4 2%	3 2%	1 1%	4 2%	4 1%	7 2%	5 2%	8 2%	8 2%	6 2%	4 1%	3 1%	5 2%	9 2%	7 2%	16 2%
Pensions/Social security/Benefits	<b>102</b> <b>10%</b>	42 9%	60 12%	7 5%	19 12%	14 9%	20 12%	16 12%	25 12%	27 9%	34 10%	41 12%	40 9%	61 12%cd	21 8%	29 11%	18 8%	34 14%	50 9%	52 12%	105 11%
Petrol prices/Fuel	<b>11</b> <b>1%</b>	7 1%	4 1%	- -	2 1%	2 1%	2 1%	2 1%	3 1%	2 1%	4 1%	5 1%	5 1%	7 1%	2 1%	2 1%	2 1%	6 3%	4 1%	8 2%	13 1%
Pollution/ Environment	<b>50</b> <b>5%</b>	23 5%	26 5%	4 3%	13 8%	7 4%	7 4%	8 6%	10 5%	18 6%	13 4%	19 5%	24 5%	25 5%	19 7%q	16 6%	6 3%	9 4%	35 7%q	15 3%	54 6%
Population levels/ Overpopulation	<b>55</b> <b>6%</b>	30 6%	25 5%	5 4%	18 11%ceg jkuv	4 3%	11 6%	5 3%	12 6%	23 8%cd	15 5%	17 5%	27 6%e	28 5%	21 8%	11 4%	9 4%	14 6%	32 6%am	22 5%	50 5%
Pound/Exchange rate/Value of pound	<b>10</b> <b>1%</b>	6 1%	4 1%	4 3%hkv	4 2%hkv	2 1%	- -	1 *	- -	8 3%hkv	2 *	1 *	9 2%jkv	1 *	3 1%	3 1%	1 *	3 1%	6 1%	4 1%	9 1%
Poverty/Inequality	<b>173</b> <b>18%</b>	97 21%b	76 15%	20 15%	27 17%	42 26%ccg hikuv	34 20%	17 12%	33 16%	48 16%	76 23%gk v	50 14%	89 19%i	84 16%	60 23%	42 16%	35 17%	37 16%	102 19%am	71 16%	164 17%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	496	469	135	150	153	148	162	217	285	301	379	438	527	205	314	202	244	519	446	965
<b>WEIGHTED BASE</b>	<b>975</b>	471	504	132	166	160	170	138	209	298	330	347	458	517	262	267	208	237	530	445	965
	<b>100%</b>	48%	52%	14%	17%	16%	17%	14%	21%	31%	34%	36%	47%	53%	27%	27%	21%	24%	54%	46%	99%
Privatisation	<b>28</b> <b>3%</b>	15 3%	13 2%	6 5%hk	8 5%hkv	6 4%	4 2%	2 2%	2 1%	14 5%hkv	10 3%	4 1%	20 4%hkv	8 2%	10 4%	8 3%	5 2%	5 2%	18 3%	10 2%	25 3%
Public services in general	<b>54</b> <b>6%</b>	31 7%	23 5%	5 4%	10 6%	8 5%	14 8%	4 3%	14 7%	14 5%	22 7%	18 5%	22 5%	32 6%	16 6%	16 6%	12 6%	10 4%	32 6%	22 5%	53 5%
Race relations	<b>37</b> <b>4%</b>	17 4%	19 4%	4 3%	5 3%	11 7%hkv	6 3%	5 3%	5 2%	10 3%	17 5%	10 3%	21 5%	16 3%	11 4%	10 4%	4 2%	11 5%	22 4%	15 3%	38 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>24</b> <b>2%</b>	12 3%	12 2%	2 2%	5 3%	7 4%	2 1%	5 3%	3 2%	7 2%	9 3%	8 2%	14 3%	10 2%	10 4%oq	9 3%oq	3 1%	1 1%	20 4%oq	4 1%	23 2%
Taxation	<b>80</b> <b>8%</b>	53 11%b	27 5%	8 6%	25 15%cfh jkuv	14 9%	12 7%	10 7%	11 5%	33 11%chk v	26 8%	21 6%	47 10%	33 6%	39 15% q	17 6%	17 8%oq	7 3%	56 11%moq	24 5%o	71 7%
Trade unions/ Strikes	<b>8</b> <b>1%</b>	4 1%	4 1%	1 1%	2 1%	1 *	1 *	2 1%	2 1%	3 1%	1 *	4 1%	3 1%	4 1%	2 1%	2 1%	2 1%	2 1%	4 1%	4 1%	9 1%
Transport/Public transport	<b>33</b> <b>3%</b>	21 5%	12 2%	7 5%	6 3%	7 4%	3 2%	2 2%	9 4%	12 4%	10 3%	11 3%	19 4%	14 3%	13 5%	5 2%	9 4%	6 3%	19 4% m	14 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	<b>199</b> <b>20%</b>	95 20%	105 21%	37 28%hk v	45 27%hk v	35 22%h	32 19%h	29 21%hk v	22 10%	82 27%hk v	67 20%h	51 15%h	116 25%hj kv	83 16%h	33 13%	54 20%lp	34 16%	79 33%lm npq	87 16%	112 25%ln p	215 22%
Other	<b>72</b> <b>7%</b>	34 7%	39 8%	9 7%	9 5%	11 7%	9 5%	13 9%	22 10%	18 6%	20 6%	35 10%	29 6%	43 8%	22 8%	27 10% nq	10 5%	13 5%	49 9% q	23 5%	78 8%
MEAN NUMBER OF MENTIONS	<b>3.28</b>	3.37	3.18	2.76	3.63c i	3.53c	3.16	3.34c	3.19c	3.24c	3.34c	3.25c	3.34c	3.22c	3.61n q	3.29	2.96	3.16	3.45n q	3.07	3.26
STANDARD ERROR	<b>0.08</b>	0.11	0.12	0.10	0.25	0.29	0.16	0.21	0.13	0.15	0.16	0.11	0.14	0.09	0.19	0.14	0.12	0.18	0.12	0.11	0.09

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL
	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	496 469	135 150	153 148	162 217	285 301	379 438	527	205	314	202	244	519	446	965					
<b>WEIGHTED BASE</b>	<b>975</b>	471 504	132 166	160 170	138 209	298 330	347 458	517	262	267	208	237	530	445	965					
	<b>100%</b>	48% 52%	14% 17%	16% 17%	14% 21%	31% 34%	36% 47%	53%	27%	27%	21%	24%	54%	46%	99%					
ERROR VARIANCE	<b>0.01</b>	0.01 0.01	0.01 0.06	0.08 0.02	0.05 0.02	0.02 0.03	0.01 0.02	0.01	0.04	0.02	0.01	0.03	0.01	0.01	0.01					
Don't know	<b>123</b>	52 71	27 22	24 16	10 24	49 40	34 73	50	14	34	34	41	48	75	124					
	<b>13%</b>	11% 14%	20%fg 13%	15%g 10%	7% 11%	16%gk 12%	10% 16%gk	10%	5%	13%lp	16%lp	17%lp	9%l	17%lp	13%					
Personal finances (NET)	<b>309</b>	161 148	43 64	64 54	34 50	107 118	84 171	138	85	73	70	81	158	151	303					
	<b>32%</b>	34% 29%	33% 38%gh	40%gh 32%	25% 24%	36%gh 36%gh	24% 37%gh	27%	32%	27%	34%	34%	30%	34%	31%					
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) - a/b - c/d/e/f/g/h/i/j/k/u/v - l/m/n/o/p/q  
 Overlap formulae used.

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Ageing population/ Social care for the elderly	<b>99</b> <b>10%</b>	72 9%	12 25%ad efghi j	15 18%ad efgh	37 11%ae	21 9%	29 10%g	17 7%	34 10%	13 10%	30 11%	16 12%	38 12%oq	41 13%oq	13 9%	8 4%	78 12%oq	21 6%	95 10%
AIDS	<b>5</b> <b>1%</b>	5 1%	- -	- -	1 *	1 *	1 *	1 *	4 1%	3 2%ad	4 1%	1 1%	- -	- -	2 1%lp	3 1%lp	- -	5 1%lp	7 1%
Animal welfare	<b>17</b> <b>2%</b>	11 1%	3 7%afg hjk	2 2%g	7 2%g	5 2%g	4 1%g	* *	6 2%	3 3%g	3 1%	- -	4 1%	3 1%	5 3%	4 2%	7 1%	9 3%	20 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> <b>*</b>	5 1%	- -	- -	1 *	1 *	- -	- -	4 1%	1 1%	4 1%	2 1%	* *	2 1%	1 *	1 1%	2 *	2 1%	5 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>76</b> <b>8%</b>	64 8%i	4 8%	8 9%i	25 8%i	16 7%	25 8%i	21 8%i	26 7%i	3 2%	19 7%i	16 11%i	43 14% pq	21 7% n	2 1%	9 5%	64 10% mno	11 3% n	68 7%
Countryside/Rural life	<b>12</b> <b>1%</b>	11 1%	- -	1 1%	4 1%	4 2% f	- -	- -	8 2% fg	4 3% fg	7 2% fg	3 2% f	4 1%	6 2%	2 1%	- -	10 2%	2 1%	11 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>109</b> <b>11%</b>	102 12% f	2 4%	5 6%	30 9%	24 10%	24 8%	23 9%	55 15% ac	37 29% ab	49 18% abc	12 9%	25 8%	27 8%	25 17% lm	32 17% lp	51 8%	57 17% lm	111 12%
Defence/Foreign affairs/ International terrorism	<b>142</b> <b>15%</b>	113 13%	13 28% af ghij	16 19% g	55 17% ag	39 17% g	39 13% g	26 10%	48 14%	16 12%	39 14%	23 16%	58 18% nq	47 15% n	10 7%	27 14% nq	105 17% nq	37 11% n	135 14%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Drug abuse	<b>52</b>	46	2	4	15	11	16	14	21	16	18	2	16	14	11	11	30	22	55
	<b>5%</b>	5%	4%	5%	5%	5%	5%	6%	6%k	13%ade fghjk	7%k	1%	5%	4%	8%	6%	5%	7%	6%
Economy/Economic situation	<b>288</b>	244	7	37	89	52	66	59	133	51	103	52	99	106	24	55	206	79	279
	<b>30%</b>	29%efg	16%	43%ab defg	28%e	22%	22%	23%	37%ab defg	40%ab defg	39%ab defg	38%be fg	32%nq	33%nq	16%	29%nq	33%nq	24%n	29%
Education/Schools	<b>157</b>	128	14	16	49	33	47	33	62	23	43	20	47	67	23	18	115	41	152
	<b>16%</b>	15%	30%ad efg	18%	15%	14%	16%g	13%	17%	18%	16%	15%	15%	21%oq	16%	10%	18%oq	12%	16%
Foot and mouth outbreak/Farming crisis	<b>6</b>	6	-	1	1	1	5	5	-	-	-	-	4	-	2	1	4	3	7
	<b>1%</b>	1%	-	1%	*	*	2%h	2%ahj	-	-	-	-	1%	-	1%	1%	1%	1%	1%
Housing	<b>130</b>	114	9	7	23	16	22	12	86	50	78	29	20	34	27	48	54	74	122
	<b>13%</b>	13%defg	20%defg	8%	7%	7%	7%g	5%	24%ac defg	39%ab cdefg hjk	29%ac defgh k	21%cde fg	6%	11%	18%lm p	25%lmp	9%	22%lm p	13%
Immigration/immigrants	<b>329</b>	282	22	24	101	77	96	73	132	35	99	64	128	88	56	55	216	111	322
	<b>34%</b>	33%	48%cd fgi	28%	32%	33%	32%g	29%	37%i	27%	37%i	46%ac defgi j	41%mo p	28%	39%m	29%	34%m	33%	33%
Inflation/Prices	<b>68</b>	60	1	7	15	9	22	21	30	21	24	4	21	16	9	22	37	31	74
	<b>7%</b>	7%e	2%	8%	5%	4%	7%	8%e	8%ek	16%abd efg hjk	9%ek	3%	7%	5%	6%	12%mp	6%	9%	8%
Local government/Council tax	<b>37</b>	30	2	5	10	5	12	10	14	6	12	6	11	10	2	12	22	14	34
	<b>4%</b>	4%	4%	5%	3%	2%	4%	4%	4%	5%	5%	4%	4%	3%	1%	7%nq	3%	4%n	4%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Low pay/Minimum wage/Fair wages	<b>117</b>	98	8	12	33	21	37	29	47	17	39	22	32	32	16	35	64	51	112
	<b>12%</b>	12%	17%	14%	10%	9%	12%	12%	13%	13%	15%	16%	10%	10%	11%	18%lm	10%	15%p	12%
Morality/ Individual behaviour/ Lifestyle	<b>49</b>	42	1	6	15	10	12	11	21	8	15	7	20	10	9	11	29	19	50
	<b>5%</b>	5%	1%	7%	5%	4%	4%	4%	6%	6%	6%	5%	6%	3%	6%	6%	5%	6%	5%
National health service/Hospitals/ Healthcare	<b>398</b>	327	33	38	117	79	120	87	161	44	121	78	145	137	51	62	282	113	383
	<b>41%</b>	39%	70%ac	44%	37%	34%	40%g	35%	45%ad	34%	45%ae	56%ad	46%no	43%oq	35%	33%	45%no	34%	40%
Nationalisation/ Government control of institutions	<b>20</b>	14	2	4	8	5	7	5	5	5	5	-	3	9	4	3	13	7	22
	<b>2%</b>	2%	5%k	4%k	3%	2%	2%	2%	1%	4%hj	2%	-	1%	3%	3%	1%	2%	2%	2%
Northern Ireland	<b>2</b>	2	-	1	1	1	1	1	-	-	-	-	1	-	1	1	1	2	3
	<b>*</b>	*	-	1%	*	*	*	*	-	-	-	-	*	-	*	1%	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>17</b>	10	2	5	9	4	4	2	4	3	3	-	4	8	2	3	12	5	16
	<b>2%</b>	1%	3%	6%ade	3%ae	2%	1%	1%	1%	2%	1%	-	1%	2%	1%	2%	2%	2%	2%
Pensions/Social security/Benefits	<b>102</b>	85	5	11	41	29	19	14	42	13	33	20	34	25	21	23	58	43	105
	<b>10%</b>	10%fg	11%	13%fg	13%fg	12%fg	6%	5%	12%fg	10%	12%fg	14%fg	11%	8%	14%lm	12%	9%	13%lm	11%
Petrol prices/Fuel	<b>11</b>	10	-	1	3	2	4	4	4	3	3	-	5	3	2	2	8	4	13
	<b>1%</b>	1%	-	2%	1%	1%	1%	1%	1%	3%	1%	-	2%	1%	1%	1%	1%	1%	1%
Pollution/ Environment	<b>50</b>	40	1	9	20	10	8	7	22	14	19	5	15	18	6	11	33	17	54
	<b>5%</b>	5%	1%	11%ade	6%ef	4%	3%	3%	6%	11%aef	7%f	4%	5%	6%	4%	6%	5%	5%	6%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
<b>100%</b>		86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Population levels/ Overpopulation	<b>55</b> <b>6%</b>	52 6%fg	- -	3 3%	16 5%	13 6%f	6 2%	6 2%	33 9%af g	19 14%ab cdefg h	31 12%abc defg	12 9%fg	11 4%	18 6%	7 5%	19 10%lp	29 5%	26 8%l	50 5%
Pound/Exchange rate/Value of pound	<b>10</b> <b>1%</b>	9 1%	- -	1 1%	3 1%	3 1%	- -	- -	6 2%f	4 3%fg	5 2%f	2 1%	2 1%	4 1%	2 2%	2 1%	6 1%	4 1%	9 1%
Poverty/Inequality	<b>173</b> <b>18%</b>	135 16%fg	9 20%	29 34%ad efghi j	74 23%ae fg	45 19%fg	33 11%g	24 9%	66 19%fg	26 20%fg	61 23%af gh	34 25%af g	43 14%	68 21%lp	27 18%	34 18%	110 17%l	60 18%	164 17%
Privatisation	<b>28</b> <b>3%</b>	26 3%f	1 2%	1 1%	8 3%	7 3%	4 1%	3 1%	16 4%f	9 7%adf g	13 5%fg	4 3%	6 2%	8 3%	1 1%	10 5%np	15 2%	12 4%n	25 3%
Public services in general	<b>54</b> <b>6%</b>	45 5%	4 8%	6 7%	15 5%	9 4%	12 4%	8 3%	28 8%ag	10 8%	21 8%g	11 8%	11 4%	20 6%	8 6%	15 8%	32 5%	23 7%	53 5%
Race relations	<b>37</b> <b>4%</b>	30 4%	5 10%adg	2 3%	10 3%	8 3%	12 4%g	8 3%	14 4%	7 5%	11 4%	4 3%	8 3%	11 4%	9 6%	8 4%	20 3%	17 5%	38 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>24</b> <b>2%</b>	10 1%	2 3%	12 14%ade fghijk	16 5%aef ghjk	3 1%	4 1%	2 1%	4 1%	4 3%hj	4 1%	- -	7 2%	14 4%noq	1 1%	2 1%	21 3%q	2 1%	23 2%
Taxation	<b>80</b> <b>8%</b>	66 8%	8 17%def g	7 8%	19 6%	12 5%	23 8%g	15 6%	39 11%ad e	18 14%ad eg	33 12%ad eg	15 11%	18 6%	27 9%	13 9%	21 11%l	45 7%	34 10%l	71 7%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
<b>UNWEIGHTED BASE</b>	<b>965</b>	818	41	106	378	272	274	233	313	135	220	85	301	270	174	205	571	379	965
<b>WEIGHTED BASE</b>	<b>975</b>	843	46*	86*	320	234	299	253	356	129	268	139*	313	318	144	188	630	333	965
	<b>100%</b>	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	33%	15%	19%	65%	34%	99%
Trade unions/ Strikes	<b>8</b> <b>1%</b>	7 1%	- -	1 1%	2 1%	2 1%	- -	- -	6 2%	3 3%afg	5 2%f	2 1%	4 1%	- -	1 1%	3 1%m	4 1%	4 1%	9 1%
Transport/Public transport	<b>33</b> <b>3%</b>	28 3%	1 1%	5 6%	9 3%	4 2%	6 2%	5 2%	18 5%a	15 11%ade fghjk	17 6%aef gk	3 2%	15 5%mp	5 1%	4 3%	9 5%	20 3%m	13 4%	36 4%
Unemployment/ Factory closure/ Lack of industry	<b>199</b> <b>20%</b>	171 20%k	11 25%k	17 19%	67 21%k	51 22%k	59 20%	48 19%	73 21%k	43 33%ac defgh jk	57 21%k	14 10%	44 14%	62 20%	37 26%lp	54 29%lm p	107 17%	91 27%lm p	215 22%
Other	<b>72</b> <b>7%</b>	61 7%i	3 6%	8 10%i	31 10%i	23 10%i	17 6%	14 6%	25 7%i	4 3%	20 8%i	16 12%i	28 9%	21 7%	11 8%	11 6%	49 8%	22 7%	78 8%
MEAN NUMBER OF MENTIONS	<b>3.28</b>	3.17f g	3.98a efg	3.91a defg	3.26e fg	3.02g	2.80g	2.58	3.69a efg	4.31a defgh	3.96a defgh	3.63e fg	3.20	3.22	3.22	3.58	3.21	3.43	3.26
STANDARD ERROR	<b>0.08</b>	0.09	0.33	0.33	0.14	0.15	0.10	0.09	0.16	0.35	0.21	0.20	0.15	0.14	0.21	0.19	0.10	0.14	0.09
ERROR VARIANCE	<b>0.01</b>	0.01	0.11	0.11	0.02	0.02	0.01	0.01	0.03	0.12	0.04	0.04	0.02	0.02	0.05	0.04	0.01	0.02	0.01
Don't know	<b>123</b> <b>13%</b>	114 13%bhi jk	1 2%	8 10%	60 19%ab chijk	52 22%ab cdfhi jk	45 15%bh ijk	44 17%bfh ijk	18 5%	6 5%	11 4%	5 4%	27 9%	40 12%	21 14%	32 17%lp	67 11%	52 16%lp	124 13%
Personal finances (NET)	<b>309</b> <b>32%</b>	260 31%	14 30%	35 41%af g	106 33%	71 30%	84 28%	70 28%	119 34%	53 41%ae fgh	100 37%af gh	47 34%	85 27%	98 31%	42 29%	79 42%lm npq	183 29%	121 36%ln p	303 31%
Median	<b>2</b>	2	3	3	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Ageing population/ Social care for the elderly	<b>99</b>	41	17	41	1	19	28	6	81	25	4	5	38	27	95
	<b>10%</b>	10%	14%d	9%	1%	13%	11%	24%	10%	15%	6%	6%	12%	9%	10%
AIDS	<b>5</b>	-	2	4	2	-	2	-	5	-	-	-	1	2	7
	<b>1%</b>	-	1%a	1%	5%ac	-	1%	-	1%	-	-	-	*	1%	1%
Animal welfare	<b>17</b>	4	4	10	2	2	7	-	15	2	-	2	4	5	20
	<b>2%</b>	1%	3%	2%	4%	1%	2%	-	2%	1%	-	2%	1%	1%	2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b>	3	1	1	1	3	*	-	2	3	-	-	2	1	5
	<b>*</b>	1%	*	*	1%	2% <sub>i</sub>	*	-	*	2% <sub>i</sub>	-	-	1%	*	1%
Common Market/EU/ Europe/Euro/ Constitution	<b>76</b>	36	2	37	-	23	12	3	52	26	15	3	36	16	68
	<b>8%</b>	9% <sub>b</sub>	2%	8% <sub>b</sub>	-	17% <sub>g</sub> <sub>j</sub>	4%	11%	6%	16% <sub>g</sub> <sub>j</sub>	26% <sub>g</sub> <sub>i</sub>	3%	11% <sub>l</sub>	5%	7%
Countryside/Rural life	<b>12</b>	6	2	4	1	2	2	-	10	2	1	-	9	5	11
	<b>1%</b>	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	-	3%	2%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>109</b>	45	7	57	7	21	28	2	88	23	5	8	33	46	111
	<b>11%</b>	11%	6%	13%	16%	15%	10%	7%	11%	14%	8%	9%	10%	15%	12%
Defence/Foreign affairs/ International terrorism	<b>142</b>	60	19	64	1	29	33	3	113	32	16	12	68	50	135
	<b>15%</b>	15% <sub>d</sub>	16% <sub>d</sub>	14% <sub>d</sub>	3%	21% <sub>g</sub> <sub>j</sub>	12%	11%	14%	19%	28% <sub>g</sub> <sub>i</sub>	13%	21%	16%	14%
Drug abuse	<b>52</b>	19	2	31	9	11	17	1	42	12	4	4	12	17	55
	<b>5%</b>	5%	1%	7% <sub>b</sub>	19% <sub>a</sub> <sub>b</sub> <sub>c</sub>	8%	7%	4%	5%	7%	7%	5%	4%	5%	6%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Economy/Economic situation	<b>288</b>	137	30	120	5	71	84	10	217	81	8	12	128	105	279
	<b>30%</b>	34%cd	26%	27%d	12%	51%gi	31%ir	39%	26%	49%gi	14%	13%	39%l	34%	29%
Education/Schools	<b>157</b>	75	19	63	3	23	46	9	134	33	8	11	74	57	152
	<b>16%</b>	19%	16%	14%	6%	17%	17%	37%	16%	20%f	14%	11%	23%l	18%	16%
Foot and mouth outbreak/Farming crisis	<b>6</b>	2	-	4	2	-	5	-	6	-	-	-	1	4	7
	<b>1%</b>	1%	-	1%	5%abc	-	2%i	-	1%	-	-	-	*	1%	1%
Housing	<b>130</b>	56	16	59	6	16	42	1	114	17	5	20	37	51	122
	<b>13%</b>	14%	13%	13%	14%	12%	16%	2%	14%	10%	9%	21% <sup>m</sup>	11%	16%	13%
Immigration/immigrants	<b>329</b>	143	36	149	9	67	60	7	262	74	49	28	103	96	322
	<b>34%</b>	36% <sup>d</sup>	30%	33%	19%	48% <sup>gi</sup>	22%	27%	31% <sup>g</sup>	45% <sup>gi</sup>	84% <sup>fg</sup>	30%	32%	31%	33%
Inflation/Prices	<b>68</b>	36	3	29	6	5	24	2	63	6	3	6	20	30	74
	<b>7%</b>	9% <sup>b</sup>	2%	6%	13% <sup>b</sup>	3%	9%	7%	8%	4%	5%	6%	6%	10%	8%
Local government/Council tax	<b>37</b>	23	4	10	2	7	7	-	30	7	4	3	15	14	34
	<b>4%</b>	6% <sup>c</sup>	4%	2%	4%	5%	3%	-	4%	4%	7%	3%	5%	4%	4%
Low pay/Minimum wage/Fair wages	<b>117</b>	62	20	36	9	11	40	3	107	13	8	12	39	41	112
	<b>12%</b>	15% <sup>c</sup>	17% <sup>c</sup>	8%	19% <sup>c</sup>	8%	15%	10%	13%	8%	14%	13%	12%	13%	12%
Morality/Individual behaviour/Lifestyle	<b>49</b>	16	6	27	1	7	6	3	42	10	2	6	12	13	50
	<b>5%</b>	4%	5%	6%	3%	5%	2%	11%	5% <sup>g</sup>	6%	4%	7%	4%	4%	5%
National health service/Hospitals/Healthcare	<b>398</b>	174	48	176	8	61	115	15	337	76	20	34	167	103	383
	<b>41%</b>	43% <sup>d</sup>	40% <sup>d</sup>	39% <sup>d</sup>	18%	44%	43%	59%	40%	46%	35%	35%	51% <sup>l</sup>	33%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Nationalisation/ Government control of institutions	<b>20</b> <b>2%</b>	12 3%	3 3%	5 1%	- -	1 1%	6 2%	- -	19 2%	1 1%	- -	2 2%	8 2%	8 3%	22 2%
Northern Ireland	<b>2</b> <b>*</b>	1 *	- -	2 *	2 3%ac	- -	1 *	- -	2 *	- -	- -	- *	1 *	1 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>17</b> <b>2%</b>	8 2%	1 1%	8 2%	1 1%	1 *	3 1%	1 5%	16 2%	2 1%	- -	1 1%	8 3%	3 1%	16 2%
Pensions/Social security/Benefits	<b>102</b> <b>10%</b>	35 9%	14 12%	53 12%	3 7%	13 9%	20 8%	1 3%	89 11%g	14 8%	4 7%	15 16%	37 11%	27 9%	105 11%
Petrol prices/Fuel	<b>11</b> <b>1%</b>	7 2%	1 1%	4 1%	1 1%	1 *	6 2%	- -	11 1%	1 *	1 2%	1 1%	4 1%	6 2%	13 1%
Pollution/ Environment	<b>50</b> <b>5%</b>	19 5%	8 6%	23 5%	1 3%	5 4%	9 3%	* 2%	44 5%	6 4%	1 2%	2 2%	22 7%	13 4%	54 6%
Population levels/ Overpopulation	<b>55</b> <b>6%</b>	30 7%	4 3%	21 5%	1 1%	12 9%	11 4%	1 3%	42 5%	13 8%	4 6%	2 2%	23 7%	26 8%	50 5%
Pound/Exchange rate/Value of pound	<b>10</b> <b>1%</b>	7 2%	- -	3 1%	1 1%	2 2%	- -	- -	8 1%	2 1%	- -	1 1%	4 1%	3 1%	9 1%
Poverty/Inequality	<b>173</b> <b>18%</b>	75 19%	21 18%	77 17%	12 28%	18 13%r	50 19%r	4 1%	156 19%r	22 13%r	1 1%	20 21%	56 17%	56 18%	164 17%
Privatisation	<b>28</b> <b>3%</b>	16 4%	1 1%	11 2%	1 1%	- -	6 2%	- -	28 3%j	- -	3 5%fj	- -	10 3%	2 1%	25 3%
Public services in general	<b>54</b> <b>6%</b>	24 6%	11 9%	20 4%	1 1%	8 6%	14 5%	1 5%	47 6%	9 6%	6 10%	2 2%	21 7%	15 5%	53 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Race relations	<b>37</b>	16	4	17	2	8	10	1	29	9	1	4	8	16	38
	<b>4%</b>	4%	3%	4%	4%	6%	4%	4%	3%	5%	1%	4%	3%	5%	4%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>24</b>	13	4	7	-	5	2	-	19	5	-	-	12	12	23
	<b>2%</b>	3%	4%	2%	-	3%	1%	-	2%g	3%	-	-	4%	4%	2%
Taxation	<b>80</b>	50	10	20	3	8	19	3	72	11	6	1	31	25	71
	<b>8%</b>	12%c	8%	4%	7%	6%	7%	11%	9%	6%	10%	2%	9%l	8%	7%
Trade unions/ Strikes	<b>8</b>	3	-	4	1	-	2	-	8	-	*	-	3	1	9
	<b>1%</b>	1%	-	1%	1%	-	1%	-	1%	-	1%	-	1%	*	1%
Transport/Public transport	<b>33</b>	13	1	19	2	6	12	-	27	6	2	1	10	10	36
	<b>3%</b>	3%	1%	4%	5%	4%	4%	-	3%	4%	3%	1%	3%	3%	4%
Unemployment/Factory closure/Lack of industry	<b>199</b>	84	24	92	17	19	77	6	181	25	6	29	50	79	215
	<b>20%</b>	21%	20%	20%	39%ab	13%	29%fi	24%	22%f	15%	11%	31%m	15%	25%	22%
Other	<b>72</b>	22	7	43	1	11	10	5	62	15	6	14	28	16	78
	<b>7%</b>	6%	6%	9%a	2%	8%	4%	18%	7%g	9%g	11%g	15%	9%	5%	8%
MEAN NUMBER OF MENTIONS	<b>3.28</b>	3.51c	3.16	3.09	2.85	3.62g	3.15	3.42	3.22	3.59g	3.38	2.96	3.56l	3.35	3.26
STANDARD ERROR	<b>0.08</b>	0.14	0.23	0.11	0.53	0.22	0.11	0.35	0.09	0.19	0.24	0.19	0.15	0.16	0.09
ERROR VARIANCE	<b>0.01</b>	0.02	0.05	0.01	0.28	0.05	0.01	0.13	0.01	0.04	0.06	0.03	0.02	0.02	0.01
Don't know	<b>123</b>	46	24	53	6	13	25	1	110	14	4	18	21	47	124
	<b>13%</b>	11%	20%ac	12%	13%	10%	10%	2%	13%g	8%	6%	19%m	7%	15%	13%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
<b>UNWEIGHTED BASE</b>	<b>965</b>	366	117	482	47	130	280	28	835	158	55	108	293	294	965
<b>WEIGHTED BASE</b>	<b>975</b>	404	119*	453	45*	140	267	25**	835	165	58*	96*	325	313	965
	<b>100%</b>	41%	12%*	46%	5%*	14%	27%	3%**	86%	17%	6%*	10%*	33%	32%	99%
Personal finances (NET)	<b>309</b>	150	36	123	23	32	101	8	277	40	11	29	101	113	303
	<b>32%</b>	37% <sup>c</sup>	31%	27%	51% <sup>bc</sup>	23%	38% <sup>ij</sup>	31%	33% <sup>ij</sup>	24%	19%	30%	31%	36%	31%
Median	<b>2</b>	2	2	2	2	2	2	3	2	2	2	2	2	2	2

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

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
<b>100%</b>		30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Ageing population/ Social care for the elderly	<b>99</b>	34	71	27	34	18	29	28	62	10	94	3	25	35	18	26	14	8	95
	<b>10%</b>	12%	18%at	25%aet	10%	13%	18%t	9%	11%	7%	11%k	2%	14%	10%	15%	12%	18%	8%	10%
AIDS	<b>5</b>	1	4	2	3	1	3	3	2	-	2	3	1	1	-	2	-	1	7
	<b>1%</b>	*	1%	2%	1%	1%	2%	1%	*	-	*	2%j	1%	*	-	1%	-	1%	1%
Animal welfare	<b>17</b>	5	7	5	8	6	5	6	10	1	16	-	2	5	1	4	1	1	20
	<b>2%</b>	2%	2%	5%	3%	4%	3%	2%	2%	1%	2%	-	1%	2%	1%	2%	1%	1%	2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b>	1	4	1	1	2	1	1	3	-	4	1	-	4	-	4	3	1	5
	<b>*</b>	*	1%	1%	*	1%	1%	*	1%	-	*	*	-	1%	-	2%	3%	1%	1%
Common Market/EU/ Europe/Euro/ Constitution	<b>76</b>	35	33	10	41	16	17	19	45	12	69	4	15	23	13	25	13	9	68
	<b>8%</b>	12%	8%	9%	12%b	11%	11%	6%	8%	9%	8%	3%	8%	7%	11%	11%	16%	9%	7%
Countryside/Rural life	<b>12</b>	7	10	4	3	6	5	3	8	1	11	-	4	4	3	4	2	1	11
	<b>1%</b>	2%	3%	4%t	1%	4%t	3%	1%	1%	1%	1%	-	2%	1%	3%	2%	2%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>109</b>	39	48	109	43	20	19	48	57	4	90	18	14	39	11	35	11	15	111
	<b>11%</b>	14%	12%	100%abef	13%	14%	12%	16%hi	10%i	3%	11%	15%	8%	11%	9%	16%	14%	15%	12%
Defence/Foreign affairs/ International terrorism	<b>142</b>	60	61	20	55	142	24	37	76	29	134	7	32	48	28	34	10	16	135
	<b>15%</b>	21%b	15%	18%	17%	100%abc	16%	12%	14%	22%gh	16%k	6%	18%	14%	23%	15%	13%	15%	14%
Drug abuse	<b>52</b>	13	17	22	14	6	5	27	23	2	37	14	4	17	3	14	6	3	55
	<b>5%</b>	4%	4%	20%abef	4%	4%	3%	9%hi	4%	2%	4%	12%j	2%	5%	3%	6% <sub>s</sub>	8%	3%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/t - g/h/i - j/k - l/m/n/o - p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Economy/Economic situation	<b>288</b>	288	121	39	83	60	61	96	154	38	258	26	63	100	59	64	28	21	279
	<b>30%</b>	100%bce	30%	36%t	25%	42%bt	39%bt	32%	28%	29%	30%	22%	36%	29%	48%qs	29% <sup>s</sup>	35% <sup>s</sup>	20%	29%
Education/Schools	<b>157</b>	61	106	19	52	24	157	46	95	16	141	13	35	60	26	28	15	8	152
	<b>16%</b>	21%	27% <sup>cet</sup>	17%	16%	17%	100% <sup>abc</sup>	15%	17%	12%	17%	11%	20%	18%	22% <sup>qs</sup>	13% <sup>s</sup>	19% <sup>s</sup>	8%	16%
Foot and mouth outbreak/Farming crisis	<b>6</b>	1	3	1	1	1	1	6	1	-	3	3	-	2	-	-	-	-	7
	<b>1%</b>	*	1%	1%	*	1%	1%	2% <sup>h</sup>	*	-	*	3% <sup>j</sup>	-	1%	-	-	-	-	1%
Housing	<b>130</b>	50	63	30	37	20	32	52	70	8	101	26	23	48	21	38	12	13	122
	<b>13%</b>	18% <sup>t</sup>	16% <sup>t</sup>	28% <sup>abe</sup>	11%	14%	20% <sup>t</sup>	17% <sup>i</sup>	13% <sup>i</sup>	6%	12%	22% <sup>j</sup>	13%	14%	18%	18%	15%	13%	13%
Immigration/immigrants	<b>329</b>	83	150	43	329	55	52	81	189	58	301	26	56	121	30	104	49	48	322
	<b>34%</b>	29%	38% <sup>a</sup>	39% <sup>a</sup>	100% <sup>abc</sup>	38% <sup>a</sup>	33%	27%	35% <sup>g</sup>	43% <sup>g</sup>	35% <sup>k</sup>	22%	32%	35%	25%	48% <sup>p</sup>	61% <sup>pqs</sup>	46% <sup>p</sup>	33%
Inflation/Prices	<b>68</b>	20	23	15	26	9	8	35	24	8	45	23	6	33	4	23	5	10	74
	<b>7%</b>	7%	6%	14% <sup>abef</sup>	8%	6%	5%	12% <sup>h</sup>	4%	6%	5%	19% <sup>j</sup>	3%	10% <sup>l</sup>	4%	11% <sup>p</sup>	7%	10%	8%
Local government/Council tax	<b>37</b>	9	24	5	11	9	8	13	22	2	27	7	6	21	5	12	4	4	34
	<b>4%</b>	3%	6% <sup>t</sup>	5%	3%	7%	5%	4%	4%	2%	3%	6%	3%	6%	4%	6%	6%	4%	4%
Low pay/Minimum wage/Fair wages	<b>117</b>	26	52	19	31	18	19	42	60	16	100	16	28	56	13	25	10	12	112
	<b>12%</b>	9%	13%	17% <sup>at</sup>	9%	13%	12%	14%	11%	12%	12%	13%	16%	16%	10%	11%	12%	11%	12%
Morality/Individual behaviour/Lifestyle	<b>49</b>	17	22	16	15	11	15	15	32	2	44	3	8	14	6	11	4	3	50
	<b>5%</b>	6%	6%	15% <sup>abt</sup>	5%	8%	10% <sup>t</sup>	5%	6%	1%	5%	2%	5%	4%	5%	5%	5%	3%	5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX (FINAL)

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
National health service/Hospitals/ Healthcare	<b>398</b>	121	398	48	150	61	106	108	241	48	359	33	80	139	56	91	29	43	383
	<b>41%</b>	42%	100%ace	44%	46%	43%	68%ace	36%	45%g	36%	42%k	28%	45%	41%	46%	42%	37%	42%	40%
Nationalisation/ Government control of institutions	<b>20</b>	5	13	6	10	5	8	10	11	-	16	1	7	8	3	7	2	3	22
	<b>2%</b>	2%	3%	5%	3%	4%	5%a	3%	2%	-	2%	1%	4%	2%	2%	3%	3%	3%	2%
Northern Ireland	<b>2</b>	1	1	1	1	1	1	2	1	-	1	1	-	1	-	-	-	-	3
	<b>*</b>	*	*	1%	*	1%	1%	1%	*	-	*	1%	-	*	-	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	<b>17</b>	9	12	3	5	8	5	6	7	3	15	2	3	7	5	2	2	1	16
	<b>2%</b>	3%	3%	3%	2%	6%t	3%	2%	1%	2%	2%	2%	2%	2%	4%	1%	2%	1%	2%
Pensions/Social security/Benefits	<b>102</b>	29	51	16	37	17	16	24	66	12	93	7	16	31	7	22	6	12	105
	<b>10%</b>	10%	13%	14%	11%	12%	10%	8%	12%	9%	11%	6%	9%	9%	6%	10%	7%	11%	11%
Petrol prices/Fuel	<b>11</b>	3	7	4	5	5	3	5	6	-	7	4	1	7	2	3	-	1	13
	<b>1%</b>	1%	2%	4%	2%	3%	2%	2%	1%	-	1%	3%j	1%	2%	2%	2%	-	1%	1%
Pollution/ Environment	<b>50</b>	22	29	11	12	11	15	19	25	5	45	3	5	20	9	15	5	5	54
	<b>5%</b>	8%t	7%t	10%t	4%	7%	10%t	6%	5%	4%	5%	3%	3%	6%	8%	7%	6%	5%	6%
Population levels/ Overpopulation	<b>55</b>	23	33	19	27	10	11	20	33	2	44	9	8	25	5	18	3	7	50
	<b>6%</b>	8%	8%	17%abef	8%	7%	7%	7%i	6%i	1%	5%	7%	5%	7%	4%	8%	4%	6%	5%
Pound/Exchange rate/Value of pound	<b>10</b>	8	5	2	2	5	5	3	6	-	8	1	4	3	3	3	2	-	9
	<b>1%</b>	3%t	1%	2%	*	4%t	3%t	1%	1%	-	1%	1%	2%	1%	3%	1%	2%	-	1%
Poverty/Inequality	<b>173</b>	55	76	26	39	24	40	50	103	20	162	8	31	65	26	22	7	11	164
	<b>18%</b>	19%t	19%t	24%t	12%	17%	26%t	17%	19%	15%	19%k	7%	18%	19%	21%qrs	10%	8%	10%	17%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
Privatisation	<b>28</b>	15	20	8	6	7	5	8	18	2	24	2	6	9	3	5	1	1	25
	<b>3%</b>	5%t	5%t	8%t	2%	5%	3%	3%	3%	1%	3%	1%	4%	2%	2%	2%	1%	1%	3%
Public services in general	<b>54</b>	30	33	15	24	13	17	14	38	3	52	1	14	22	11	9	4	1	53
	<b>6%</b>	10%	8%	14%t	7%	9%	11%	5%	7%	2%	6%k	1%	8%	6%	9%qs	4% <sub>s</sub>	5%	1%	5%
Race relations	<b>37</b>	16	14	11	17	9	13	10	22	4	30	6	2	18	8	7	4	1	38
	<b>4%</b>	5%	4%	10%bt	5%	6%	8%b	3%	4%	3%	4%	5%	1%	5%	7%	3%	5%	1%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>24</b>	10	10	4	4	9	6	5	16	2	21	1	4	14	7	6	5	3	23
	<b>2%</b>	4%	2%	3%	1%	6%bt	4%	2%	3%	2%	3%	1%	2%	4%	6%	3%	7%	3%	2%
Taxation	<b>80</b>	27	35	13	29	11	20	21	50	9	59	16	22	38	18	21	6	7	71
	<b>8%</b>	9%	9%	12%	9%	8%	13%	7%	9%	7%	7%	13%j	12%	11%	15%	9%	8%	7%	7%
Trade unions/ Strikes	<b>8</b>	3	4	6	5	2	5	1	6	-	7	1	1	3	-	3	2	-	9
	<b>1%</b>	1%	1%	5%abt	2%	1%	3%b	1%	1%	-	1%	1%	*	1%	-	2%	3%	-	1%
Transport/Public transport	<b>33</b>	14	15	10	11	6	7	15	16	3	24	7	2	12	4	10	3	2	36
	<b>3%</b>	5%	4%	9%bt	3%	4%	5%	5%	3%	2%	3%	6%	1%	4%	3%	5% <sub>s</sub>	4%	2%	4%
Unemployment/ Factory closure/ Lack of industry	<b>199</b>	52	68	28	56	17	37	82	101	16	144	51	28	78	18	48	11	27	215
	<b>20%</b>	18%	17%	26%bet	17%	12%	24%be	27%hi	19%	12%	17%	44%j	16%	23%	14%	22% <sub>r</sub>	14%	26% <sub>p</sub>	22%
Other	<b>72</b>	21	22	6	20	9	6	20	39	13	67	4	8	20	15	10	5	4	78
	<b>7%</b>	7%	5%	5%	6%	7%	4%	7%	7%	10%	8%	3%	5%	6%	12%qs	4%	7%	4%	8%
MEAN NUMBER OF MENTIONS	<b>3.28</b>	4.27	4.22	5.75ab	3.85	4.63t	5.02bt	3.40i	3.33i	2.77	3.26	3.08	3.34	3.49	3.71	3.57s	3.61	3.09	3.26
STANDARD ERROR	<b>0.08</b>	0.23	0.17	0.51	0.18	0.41	0.38	0.16	0.11	0.12	0.08	0.18	0.18	0.16	0.29	0.19	0.27	0.20	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b/c/e/t - g/h/v - j/k - l/m/n/o - p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)	RED TOP PRESS (s)		
<b>UNWEIGHTED BASE</b>	<b>965</b>	279	383	111	322	135	152	327	513	125	820	137	159	323	120	229	81	111	965
<b>WEIGHTED BASE</b>	<b>975</b>	288	398	109*	329	142	157	299	542	134	848	117	177	342	121	218	80*	103*	965
	<b>100%</b>	30%	41%	11%*	34%	15%	16%	31%	56%	14%	87%	12%	18%	35%	12%	22%	8%*	11%*	99%
ERROR VARIANCE	<b>0.01</b>	0.05	0.03	0.26	0.03	0.17	0.14	0.03	0.01	0.01	0.01	0.03	0.03	0.03	0.08	0.04	0.07	0.04	0.01
Don't know	<b>123</b>	16	11	2	18	3	-	35	68	19	109	14	24	45	8	23	5	17	124
	<b>13%</b>	5%f	3%	2%	5%f	2%	-	12%	13%	14%	13%	12%	14%	13%	6%	11%	6%	16% <sup>pqr</sup>	13%
Personal finances (NET)	<b>309</b>	79	120	45	80	40	51	109	165	35	260	44	59	129	36	60	20	27	303
	<b>32%</b>	27%	30% <sup>t</sup>	41% <sup>abe</sup>	24%	28%	32%	36%	30%	26%	31%	38%	33%	38%	30%	27%	25%	26%	31%
Median	<b>2</b>	3	3	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2

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

**ISSUES INDEX (FINAL)**

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	139	146	167	134	213	166	965
<b>WEIGHTED BASE</b>	<b>975</b>	142	156	192	138	196	151	965
	<b>100%</b>	15%	16%	20%	14%	20%	15%	99%
Ageing population/ Social care for the elderly	<b>99</b> <b>10%</b>	13 9%b	4 3%	25 13%bd	7 5%	28 14%bd	22 14%bd	95 10%
AIDS	<b>5</b> <b>1%</b>	1 1%	1 1%	- -	2 2%	1 *	- -	7 1%
Animal welfare	<b>17</b> <b>2%</b>	3 2%	4 2%	3 2%	2 1%	1 1%	4 3%	20 2%
Bird flu/Pandemic flu/Swine flu/ Ebola	<b>5</b> <b>*</b>	- -	1 1%	3 1%	1 *	* *	- -	5 1%
Common Market/EU/ Europe/Euro/ Constitution	<b>76</b> <b>8%</b>	11 8%	5 3%	16 8%d	3 2%	28 14%bd	12 8%d	68 7%
Countryside/Rural life	<b>12</b> <b>1%</b>	2 2%	- -	4 2%	1 *	4 2%	2 1%	11 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>109</b> <b>11%</b>	14 10%	26 16%	21 11%	14 10%	18 9%	17 11%	111 12%
Defence/Foreign affairs/ International terrorism	<b>142</b> <b>15%</b>	26 18%d	18 12%	34 18%d	7 5%	36 19%d	20 14%d	135 14%
Drug abuse	<b>52</b> <b>5%</b>	7 5%	11 7%	4 2%	11 8%c	7 3%	11 7%c	55 6%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	139	146	167	134	213	166	965
<b>WEIGHTED BASE</b>	<b>975</b>	142	156	192	138	196	151	965
	<b>100%</b>	15%	16%	20%	14%	20%	15%	99%
Economy/Economic situation	<b>288</b>	45	37	86	22	70	28	279
	<b>30%</b>	32%df	24%	45%abdf	16%	36%bdf	18%	29%
Education/Schools	<b>157</b>	26	16	44	21	37	13	152
	<b>16%</b>	18%f	10%	23%bdf	15%	19%bdf	9%	16%
Foot and mouth outbreak/Farming crisis	<b>6</b>	1	1	-	3	1	-	7
	<b>1%</b>	1%	1%	-	2%	*	-	1%
Housing	<b>130</b>	16	43	21	17	18	15	122
	<b>13%</b>	11%	28%acdef	11%	12%	9%	10%	13%
Immigration/immigrants	<b>329</b>	29	48	67	45	75	65	322
	<b>34%</b>	21%	31%	35%a	32%a	38%a	43%ab	33%
Inflation/Prices	<b>68</b>	9	21	9	9	6	13	74
	<b>7%</b>	7%	13%ce	5%	6%	3%	9%e	8%
Local government/Council tax	<b>37</b>	7	10	6	4	4	6	34
	<b>4%</b>	5%	6%e	3%	3%	2%	4%	4%
Low pay/Minimum wage/Fair wages	<b>117</b>	17	29	26	19	16	10	112
	<b>12%</b>	12%	19%ef	13%	14%	8%	7%	12%
Morality/Individual behaviour/Lifestyle	<b>49</b>	5	10	7	3	20	4	50
	<b>5%</b>	3%	6%	3%	2%	10%acdf	3%	5%
National health service/Hospitals/Healthcare	<b>398</b>	36	35	101	50	101	74	383
	<b>41%</b>	26%	22%	53%abd	36%b	52%abd	49%abd	40%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)



**ISSUES INDEX (FINAL)**

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	139	146	167	134	213	166	965
<b>WEIGHTED BASE</b>	<b>975</b>	142	156	192	138	196	151	965
	<b>100%</b>	15%	16%	20%	14%	20%	15%	99%
Nationalisation/ Government control of institutions	<b>20</b> <b>2%</b>	3 2%	3 2%	9 4%f	2 2%	3 2%	1 *	22 2%
Northern Ireland	<b>2</b> <b>*</b>	- -	- -	- -	2 1%	1 *	- -	3 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>17</b> <b>2%</b>	2 1%	3 2%	5 3%	2 1%	3 1%	3 2%	16 2%
Pensions/Social security/Benefits	<b>102</b> <b>10%</b>	13 9%	14 9%	19 10%	15 11%	18 9%	23 15%	105 11%
Petrol prices/Fuel	<b>11</b> <b>1%</b>	- -	2 1%	2 1%	2 2%	2 1%	3 2%	13 1%
Pollution/ Environment	<b>50</b> <b>5%</b>	11 8%	7 5%	10 5%	4 3%	15 8%	4 3%	54 6%
Population levels/ Overpopulation	<b>55</b> <b>6%</b>	10 7%	13 8%	11 6%	4 3%	12 6%	5 3%	50 5%
Pound/Exchange rate/Value of pound	<b>10</b> <b>1%</b>	4 3%f	3 2%	1 1%	1 *	1 *	- -	9 1%
Poverty/Inequality	<b>173</b> <b>18%</b>	21 15%	27 17%	45 24%f	30 22%f	36 18%f	14 10%	164 17%
Privatisation	<b>28</b> <b>3%</b>	8 6%f	5 3%	6 3%	4 3%	4 2%	* *	25 3%
Public services in general	<b>54</b> <b>6%</b>	4 3%	10 6%	16 9%	6 4%	12 6%	6 4%	53 5%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 6th - 15th February 2015  
Number of sample points : 163  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	139	146	167	134	213	166	965
<b>WEIGHTED BASE</b>	<b>975</b>	142	156	192	138	196	151	965
	<b>100%</b>	15%	16%	20%	14%	20%	15%	99%
Race relations	<b>37</b> <b>4%</b>	4 3%	6 4%	12 6%	5 4%	5 3%	4 3%	38 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>24</b> <b>2%</b>	6 4% <sup>d</sup>	1 1%	9 5% <sup>d</sup>	- -	5 2%	3 2%	23 2%
Taxation	<b>80</b> <b>8%</b>	21 15% <sup>df</sup>	12 8%	19 10% <sup>f</sup>	8 5%	16 8%	5 3%	71 7%
Trade unions/ Strikes	<b>8</b> <b>1%</b>	- -	3 2%	1 *	1 *	3 2%	* *	9 1%
Transport/Public transport	<b>33</b> <b>3%</b>	4 3%	8 5%	6 3%	4 3%	9 5%	2 1%	36 4%
Unemployment/ Factory closure/ Lack of industry	<b>199</b> <b>20%</b>	31 22%	51 33% <sup>ce</sup>	31 16%	35 26% <sup>ce</sup>	25 13%	26 17%	215 22%
Other	<b>72</b> <b>7%</b>	13 9% <sup>b</sup>	5 3%	13 7%	6 5%	23 12% <sup>bd</sup>	12 8%	78 8%
MEAN NUMBER OF MENTIONS	<b>3.28</b>	3.17	3.31	3.65 <sup>d</sup>	2.90	3.45	2.98	3.26
STANDARD ERROR	<b>0.08</b>	0.21	0.21	0.23	0.23	0.17	0.14	0.09
ERROR VARIANCE	<b>0.01</b>	0.04	0.04	0.05	0.05	0.03	0.02	0.01
Don't know	<b>123</b> <b>13%</b>	25 18% <sup>ce</sup>	23 15% <sup>ce</sup>	11 6%	30 21% <sup>ce</sup>	12 6%	22 15% <sup>ce</sup>	124 13%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 6th - 15th February 2015  
 Number of sample points : 163  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX (FINAL)**

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

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
<b>UNWEIGHTED BASE</b>	<b>965</b>	139	146	167	134	213	166	965
<b>WEIGHTED BASE</b>	<b>975</b>	142	156	192	138	196	151	965
	<b>100%</b>	15%	16%	20%	14%	20%	15%	99%
Personal finances (NET)	<b>309</b>	39	67	67	51	51	33	303
	<b>32%</b>	28%	43% <sup>ae</sup>	35% <sup>f</sup>	37% <sup>ef</sup>	26%	22%	31%
			f					
Median	<b>2</b>	2	2	2	2	2	2	2

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

	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965

	Page	Table	Title	Base Description	Base
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	965