

ISSUES INDEX (FINAL)

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

	TOTAL	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	20 2%	3 1%	17 3%a	1 1%	- -	2 1%	6 3%di	3 2%	9 4%di	1 *	7 2%	12 3%di	3 1%	17 3%	6 2%	8 3%	2 1%	3 1%	14 3%	6 1%	17 2%
AIDS	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Animal welfare	2 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Bird flu/Pandemic flu/Swine flu	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	30 3%	19 4%	11 2%	- -	3 2%	3 2%	4 2%	2 2%	17 8% cde fgijk	3 1%	7 2%	20 6% cgij j	6 1%	24 4%	8 3%	8 3%	7 3%	7 3%	16 3%	14 3%	31 3%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	9 2%	9 2%	1 1%	6 4%	4 3%	2 1%	2 1%	2 1%	7 2%	6 2%	4 1%	12 2%	6 1%	2 1%	4 1%	6 3%	7 3%	5 1%	13 3%	21 2%
Defence/Foreign affairs/ International terrorism	9 1%	4 1%	5 1%	- -	1 1%	4 2%	1 1%	1 *	3 1%	1 *	5 1%	4 1%	5 1%	5 1%	- -	4 1%p	3 1%	3 1%	4 1%	6 1%	10 1%
Drug abuse	9 1%	3 1%	7 1%	- -	2 1%	2 1%	- -	2 1%	3 2%	2 1%	2 1%	5 1%	5 1%	5 1%	1 *	3 1%	- -	6 2% nq	4 1%	6 1%	12 1%
Economy/Economic situation	188 19%	104 21%	84 17%	17 12%	27 16%	37 23% ci	42 24% ch	35 25% ch	31 15%	44 14%	79 23% ch	66 19% h	81 17%	107 20%	78 30% mn	52 19% oq	32 15%	27 11%	130 24% mn	58 13%	173 17%

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.
Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 12th May 2014
Number of sample points : 193
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Education/Schools	19 2%	13 3%	7 1%	6 4%hk	3 2%	4 2%	4 2%	2 2%	1 1%	8 3%	8 2%	3 1%	12 3%	7 1%	6 2%	6 2%	2 1%	5 2%	12 2%	7 2%	20 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	19 2%	6 1%	14 3%	3 2%	6 4%	2 1%	2 1%	3 2%	3 1%	9 3%	4 1%	6 2%	11 2%	8 2%	3 1%	6 2%	3 1%	8 3%	9 2%	11 2%	21 2%
Inflation/Prices	34 3%	14 3%	20 4%	4 3%	9 5%	5 3%	3 2%	8 6%	5 2%	13 4%	8 2%	13 4%	18 4%	16 3%	2 1%	8 3% ^p	6 3%	19 8%lmn	10 2%	25 5%lnp	38 4%
Local government/Council tax	4 *	1 *	3 1%	- -	- -	1 1%	1 1%	1 1%	- -	- -	3 1%	1 *	1 *	2 *	- -	2 1%	- -	1 1%	2 *	1 *	3 *
Low pay/Minimum wage/Fair wages	23 2%	8 2%	15 3%	5 4%	3 2%	5 3%	5 3%	4 3%	1 1%	8 3%	9 3%	5 2%	13 3%	10 2%	6 2%	14 5%nop	1 *	2 1%	20 4%noq	3 1%	24 2%
Morality/Individual behaviour/Lifestyle	23 2%	13 3%	10 2%	1 1%	4 2%	4 2%	3 2%	3 2%	8 4%	5 2%	7 2%	11 3%	9 2%	14 3%	12 5%oq	6 2%	4 2%	2 1%	17 3%mo	6 1%	20 2%
National health service/Hospitals/Healthcare	46 5%	16 3%	31 6%	8 6%	6 4%	5 3%	10 6%	4 3%	14 7%	15 5%	14 4%	18 5%	19 4%	27 5%	10 4%	15 6%	11 5%	10 4%	26 5%	21 5%	50 5%
Nationalisation/Government control of institutions	6 1%	3 1%	3 1%	- -	2 1%	- -	1 1%	- -	3 1%	2 1%	1 *	3 1%	2 *	4 1%	- -	2 1%	1 1%	3 1%	2 *	4 1%	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
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	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 *	1 1%	- -	- -	- -	1 *	- -	1 *
Pensions/Social security/Benefits	14 1%	6 1%	7 1%	2 2%	2 1%	2 1%	3 2%	3 2%	2 1%	4 1%	5 1%	5 1%	6 1%	8 2%	2 1%	4 1%	2 1%	5 2%	6 1%	7 2%	15 2%
Petrol prices/Fuel	4 *	1 *	3 1%	1 1%	2 1%	- -	1 1%	- -	- -	3 1%	1 *	- -	3 1%	1 *	- -	1 *	2 1%	1 *	1 *	3 1%	3 *
Pollution/ Environment	20 2%	12 2%	9 2%	1 1%	- -	5 3%di	4 3%	3 2%	6 3%di	1 *	10 3%di	9 3%i	7 1%	14 3%	11 4%oq	5 2%	3 1%	1 1%	16 3%moq	4 1%	18 2%
Population levels/ Overpopulation	13 1%	5 1%	8 2%	1 1%	2 1%	3 2%	1 *	4 3%	2 1%	3 1%	4 1%	6 2%	6 1%	7 1%	3 1%	2 1%	4 2%	3 1%	5 1%	7 2%	13 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	47 5%	22 5%	25 5%	11 8%hk	7 4%	8 5%	10 6%	6 4%	6 3%	17 6%	18 5%	12 3%	25 5%	22 4%	18 7%	13 5%	7 3%	9 4%	31 6%	16 3%	48 5%
Privatisation	1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *	- -	1 *
Public services in general	12 1%	3 1%	9 2%	- -	6 4%ck	2 1%	1 1%	1 1%	2 1%	6 2%	3 1%	3 1%	8 2%	4 1%	8 3%noq	4 1%q	- -	1 *	12 2%nq	1 *	10 1%
Race relations/ Immigration/ Immigrants	193 19%	96 20%	97 19%	26 18%	28 17%	27 16%	28 16%	33 23%	52 25%j	54 17%	55 16%	84 24%fi	81 17%	112 21%	26 10%	51 18%lp	64 29%lm	52 21%lp	77 14%l	115 25%lm	186 19%

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UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
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	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Scottish/Welsh assembly/Devolution/Constitutional reform	20 2%	10 2%	10 2%	1 *	4 2%	3 2%	1 *	5 3%	7 3%	4 1%	4 1%	12 3%	7 1%	13 2%	5 2%	6 2%	1 *	8 3% ^{nq}	11 2%	9 2% ⁿ	21 2%
Taxation	9 1%	5 1%	4 1%	4 3% ^{dgh} ik	- -	1 1%	3 2% ^k	- -	- -	4 1% ^k	5 1% ^k	- -	6 1%	3 1%	3 1%	5 2% ^q	1 *	1 *	8 1%	1 *	11 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4 *	1 *	2 *	- -	1 1%	1 *	- -	- -	2 1%	1 *	1 *	2 1%	2 *	2 *	1 *	1 *	2 1%	- -	2 *	2 *	5 1%
Unemployment/Factory closure/Lack of industry	143 14%	76 16%	67 13%	28 20% ^{gh} k	28 16% ^{gh} k	26 16% ^{gk}	33 19% ^{ghk}	9 6%	19 9%	56 18% ^{gh} k	59 17% ^{ghk}	28 8%	82 17%	61 12%	27 10%	31 11%	42 20% ^{lm} p	42 17% ^p	58 11%	84 18% ^{lm} p	150 15%
Other	24 2%	14 3%	11 2%	4 3%	3 2%	6 4%	2 1%	3 2%	6 3%	7 2%	8 2%	9 3%	13 3%	11 2%	11 4%	6 2%	4 2%	3 1%	17 3%	7 2%	24 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38 4%	20 4%	18 4%	12 8% ^{efg} hjk	13 7% ^{fhj} k	4 2%	2 1%	4 3%	5 2%	24 8% ^{efg} hjk	6 2%	8 2%	28 6%	10 2%	5 2%	9 3%	8 4%	17 7% ^{lp}	14 3%	25 5% ^{lp}	43 4%
Personal finances (NET)	108 11%	45 9%	63 12%	21 15% ^{hk}	21 12% ^h	18 11%	19 11%	18 13% ^{hk}	12 6%	42 14% ^h	37 11%	30 9% ^h	60 13%	49 9%	25 10%	36 13% ⁿ	15 7%	32 13% ^{nq}	62 12%	47 10% ⁿ	113 11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Table 2
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What would you say is the most important issue facing Britain today?
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	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)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
100%		87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Ageing population/ Social care for the elderly	20 2%	20 2%	- -	- -	3 1%	3 1%	7 2%	7 3%	10 3%	4 3%	7 3%	4 3%	12 4%p	6 2%	1 1%	2 1%	17 3%p	2 1%	17 2%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Animal welfare	2 *	- -	- -	2 2%aef gi	2 1%a	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	1 *
Bird flu/Pandemic flu/Swine flu	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
Common Market/EU/ Europe/Euro/ Constitution	30 3%	28 3%	1 2%	- -	7 2%	7 3%	9 3%	8 3%	13 4%h	2 1%	11 4%h	9 6%cd	18 6%mp	8 2%	2 2%	1 1%	26 4%np	3 1%	31 3%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	17 2%	- -	1 1%	5 2%	5 2%	3 1%	3 1%	10 3%	6 5%adf	10 4%af	4 3%	2 1%	5 2%	6 4%ko	3 2%	8 1%	10 3%	21 2%
Defence/Foreign affairs/ International terrorism	9 1%	9 1%	- -	- -	3 1%	3 1%	2 1%	2 1%	4 1%	- -	4 1%	4 3%	2 1%	3 1%	3 2%	1 1%	5 1%	4 1%	10 1%
Drug abuse	9 1%	7 1%	1 3%	1 2%	6 2%ag	5 2%ag	2 1%	1 *	1 *	1 1%	1 *	- -	3 1%	5 2%	1 1%	1 *	8 1%	2 1%	12 1%

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WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Economy/Economic situation	188	157	13	18	59	41	62	49	67	16	51	35	61	89	23	15	149	38	173
	19%	18%h	28%h	21%	18%	17%	20%	18%	19%h	12%	19%h	25%ag hi	19%np	27%km nop	15%np	8%	23%km np	11%n	17%
Education/Schools	19	19	1	-	6	6	6	5	7	2	6	4	1	10	2	6	12	8	20
	2%	2%	2%	-	2%	3%	2%	2%	2%	1%	2%	3%	*	3%ko	1%	3%k	2%k	2%k	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	19	18	-	1	5	4	6	6	9	5	7	2	5	1	3	8	6	12	21
	2%	2%	-	1%	1%	2%	2%	2%	2%	4%	3%	2%	2%	*	2%	4%lo	1%	3%lo	2%
Inflation/Prices	34	31	-	4	12	8	10	10	13	8	11	3	6	6	9	13	12	23	38
	3%	4%	-	4%	4%	3%	3%	4%	4%	6%	4%	2%	2%	2%	6%klo	7%klo	2%	7%klo	4%
Local government/ Council tax	4	4	-	-	-	1	1	2	-	2	2	2	-	2	-	1	2	1	3
	*	*	-	-	-	*	1%	1%	-	1%	2% d	2%	-	1%	-	1%	*	*	*
Low pay/Minimum wage/Fair wages	23	23	-	-	8	8	2	2	13	3	8	5	7	9	3	4	15	7	24
	2%	3%f	-	-	2%	3%f	1%	1%	4%f	3%	3%	3%	2%	3%	2%	2%	2%	2%	2%
Morality/ Individual behaviour/ Lifestyle	23	20	-	3	6	3	9	9	8	3	6	3	13	5	2	2	18	5	20
	2%	2%	-	4%	2%	1%	3%	3%	2%	2%	2%	2%	4%p	2%	2%	1%	3%	1%	2%
National health service/Hospitals/ Healthcare	46	46	-	1	15	15	12	12	19	8	11	3	15	11	9	11	26	20	50
	5%	5%	-	1%	5% c	6% d	4%	5%	5% j	6%	4%	2%	5%	3%	6%	6%	4%	6%	5%
Nationalisation/ Government control of institutions	6	4	-	2	4	2	1	1	1	-	1	1	3	1	2	-	4	2	6
	1%	*	-	2%	1%	1%	*	*	*	-	*	1%	1%	*	1%	-	1%	1%	1%

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 2
Q.PL01
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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)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	-	-	-	-	1 *	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Pensions/Social security/Benefits	14 1%	13 1%	-	1 1%	6 2%i	5 2%i	5 1%	5 2%	3 1%	-	-	-	6 2%	2 1%	4 2%	1 1%	9 1%	5 1%	15 2%
Petrol prices/Fuel	4 *	4 *	-	-	-	-	1 *	1 1%	3 1%	-	3 1%	3 2%ade	1 *	3 1%	-	-	4 1%	-	3 *
Pollution/ Environment	20 2%	18 2%	3 5%	-	4 1%	4 2%	8 3%	6 2%	8 2%	3 2%	8 3%	5 4%	10 3%p	8 2%	1 1%	1 1%	18 3%p	3 1%	18 2%
Population levels/ Overpopulation	13 1%	12 1%	1 1%	-	1 *	1 1%	1 *	1 *	10 3%adf	3 2%	8 3%adf	5 4%ade	2 1%	5 2%	4 3%n	1 *	8 1%	5 2%n	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	47 5%	35 4%j	4 9%j	8 9%afj	21 6%aj	13 5%j	11 3%	6 2%	16 4%j	11 9%afg	12 5%j	1 1%	8 3%	12 4%	4 3%	21 11%klm op	20 3%	25 7%klm o	48 5%
Privatisation	1 *	1 *	-	-	-	-	-	-	1 *	1 1%a	1 1%	-	-	1 *	-	-	1 *	-	1 *
Public services in general	12 1%	10 1%	1 2%	2 2%	4 1%	2 1%	5 2%	4 2%	3 1%	3 2%g	3 1%	-	1 *	10 3%kmo	-	1 *	11 2%kp	1 *	10 1%

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

Respondent type : GB Adults 18+
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UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
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	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Race relations/ Immigration/ Immigrants	193	174	8	11	54	43	66	59	73	12	49	37	75	52	24	41	127	64	186
	19%	20%dh	17%	12%	16%	18%h	21%h	22%	20%h	10%	18%h	26%cdhi	24%lo	16%	16%	21%	20%l	19%	19%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	20	2	-	18	18	-	1	1	1	-	1	1	10	4	4	-	15	4	21
	2%	*	-	21%abd	5%aef	-	*	*	*	-	*	1%	3%n	1%	3%np	-	2%n	1%	2%
Taxation	9	9	-	-	2	2	4	4	3	3	3	-	-	4	1	4	4	5	11
	1%	1%	-	-	1%	1%	1%	1%	1%	2%	1%	-	-	1%	*	2%k	1%	1%k	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	3	-	1	1	-	1	1	2	1	1	-	2	1	1	1	3	1	5
	*	*	-	1%	*	-	*	*	1%	1%	*	-	1%	*	*	*	*	*	1%
Unemployment/ Factory closure/ Lack of industry	143	122	11	10	53	43	54	43	36	21	25	4	42	41	27	28	84	55	150
	14%	14%gi	23%gi	12%j	16%gi	18%ag	17%gi	16%	10%j	16%gij	9%j	3%	13%	13%	18%	14%	13%	16%	15%
Other	24	20	2	1	6	4	8	6	10	4	9	5	6	8	4	6	14	10	24
	2%	2%	5%	2%	2%	2%	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38	35	2	2	13	11	13	11	12	10	10	-	3	9	8	18	11	25	43
	4%	4%j	4%j	2%	4%j	5%j	4%j	4%	3%	8%agi	4%j	-	1%	3%	5%ko	9%klo	2%	7%klo	4%

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Personal finances (NET)	108	93	4	12	40	29	24	20	44	22	34	11	22	29	16	39	51	55	113
	11%	11%	9%	14%	12%	12%	8%	8%	12%	17%af	13%	8%	7%	9%	11%	20%klm	8%	16%kl	11%
										gij						op		mo	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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UNWEIGHTED BASE	998	378	75	545	72	148	266	49	850	197	71	116	287	298	998
WEIGHTED BASE	996	438	88*	470	57*	172	235	47*	824	219	71*	99	330	311	998
	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Ageing population/ Social care for the elderly	20 2%	4 1%	4 5%a	11 2%	-	8 5%i	6 3%	1 2%	12 1%	9 4%i	-	-	8 2%	7 2%	17 2%
AIDS	1 *	-	-	1 *	-	1 1%	-	-	-	1 *	-	-	-	-	1 *
Animal welfare	2 *	2 *	-	-	-	2 1%i	-	-	-	2 1%i	-	-	2 1%	-	1 *
Bird flu/Pandemic flu/Swine flu	1 *	-	-	1 *	-	-	-	1 2%i	1 *	1 *	-	1 1%	-	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	30 3%	6 1%	3 3%	22 5%a	1 1%	8 5%	6 2%	1 3%	21 3%	10 4%	2 3%	2 2%	4 1%	5 2%	31 3%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	7 2%	1 1%	10 2%	1 1%	3 2%	4 2%	1 2%	15 2%	4 2%	1 1%	2 2%	7 2%	8 3%	21 2%
Defence/Foreign affairs/ International terrorism	9 1%	6 1%	-	4 1%	-	3 2%	3 1%	2 3%	6 1%	5 2%	-	1 1%	5 2%	3 1%	10 1%
Drug abuse	9 1%	2 *	1 1%	7 1%	3 6%ac	-	4 2%	-	9 1%	-	-	3 3%	4 1%	3 1%	12 1%

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	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Economy/Economic situation	188	95	22	71	3	42	44	14	146	56	10	16	92	62	173
	19%	22%cd	25%cd	15%d	5%	24%	19%	30%i	18%	25%i	14%	16%	28%i	20%	17%
Education/Schools	19	10	3	6	-	3	2	4	17	6	-	3	8	9	20
	2%	2%	4%	1%	-	2%	1%	8%fgi jr	2%	3%f	-	3%	2%	3%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	19	8	4	8	2	-	12	1	19	1	2	4	4	8	21
	2%	2%	4%	2%	3%	-	5%ij	2%	2%	*	3%f	4%	1%	2%	2%
Inflation/Prices	34	15	1	19	4	3	12	1	32	4	1	4	12	12	38
	3%	3%	1%	4%	6%	2%	5%	2%	4%	2%	2%	4%	4%	4%	4%
Local government/ Council tax	4	2	1	-	-	-	-	-	4	-	-	1	-	1	3
	*	1%	2%c	-	-	-	-	-	*	-	-	2% m	-	*	*
Low pay/Minimum wage/Fair wages	23	14	1	8	1	2	10	-	21	2	-	3	9	7	24
	2%	3%	1%	2%	1%	1%	4% j	-	3%	1%	-	3%	3%	2%	2%
Morality/ Individual behaviour/ Lifestyle	23	8	3	12	2	3	4	1	20	4	1	2	7	7	20
	2%	2%	4%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
National health service/Hospitals/ Healthcare	46	21	2	23	1	6	14	2	40	8	3	5	16	12	50
	5%	5%	2%	5%	3%	4%	6%	4%	5%	4%	4%	5%	5%	4%	5%
Nationalisation/ Government control of institutions	6	1	-	5	1	-	1	-	6	-	-	-	1	2	6
	1%	*	-	1%	2%	-	*	-	1%	-	-	-	*	1%	1%

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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1	-	-	1	-	1	-	-	-	1	-	1
Pensions/Social security/Benefits	14 1%	6 1%	1 1%	7 1%	1 1%	3 2%	5 2%	-	10 1%	3 1%	-	3 3%	4 1%	4 1%	15 2%
Petrol prices/Fuel	4 *	2 *	-	3 1%	-	-	-	-	4 *	-	-	-	2 *	1 *	3 *
Pollution/ Environment	20 2%	8 2%	3 4%	10 2%	-	-	1 1%	3 7%fgj r	20 2%g	3 2%	-	-	12 4%	3 1%	18 2%
Population levels/ Overpopulation	13 1%	1 *	5 5%ac	7 1%	1 1%	1 *	1 1%	-	12 1%	1 *	2 2%	2 2%	9 3%	4 1%	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	47 5%	16 4%	4 5%	26 6%	7 13%ac	1 *	12 5%fj	-	46 6%fj	1 *	2 2%	7 7%	9 3%	11 3%	48 5%
Privatisation	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	1 *
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	2%	1%	2%	2%	1%	3%	2%	4%	2%	3%	-	1%	1%	1%	2%
Taxation	9	5	-	4	-	2	3	1	7	3	-	-	3	3	11
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	1	-	3	-	-	3	-	4	-	-	-	1	2	5
	*	*	-	1%	-	-	1%	-	*	-	-	-	*	1%	1%
Unemployment/ Factory closure/ Lack of industry	143	70	14	60	13	21	44	4	122	24	6	15	29	56	150
	14%	16%	16%	13%	23%c	12%	19%ij	8%	15%	11%	9%	15%	9%	18%	15%
Other	24	9	-	15	3	9	4	2	15	11	1	5	8	7	24
	2%	2%	-	3%	6%b	5%gi	2%	4%	2%	5%gi	2%	5%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38	18	1	19	3	5	7	1	34	6	-	7	4	16	43
	4%	4%	1%	4%	5%	3%	3%	3%	4%	3%	-	7% ^m	1%	5%	4%
Personal finances (NET)	108	47	6	56	12	6	34	1	103	7	3	13	32	31	113
	11%	11%	7%	12%	21%abc	3%	14% ^{fhj} r	2%	12% ^{fhj} r	3%	4%	13%	10%	10%	11%

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WEIGHTED BASE	996	438	88*	470	57*	172	235	47*	824	219	71*	99	330	311	998
	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Median	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/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 12th May 2014
 Number of sample points : 193
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Ageing population/ Social care for the elderly	20 2%	3 1%	7 3%	7 5%adf	4 1%	2 2%	1 1%	5 2%	8 1%	7 3%	19 2%	1 1%	5 3%	5 1%	3 2%	8 3% _s	6 7% _{qs}	1 1%	17 2%
AIDS	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	1 *	1 1%	1 1%	1 *
Animal welfare	2 *	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	2 1%	2 1%	- -	- -	- -	1 *
Bird flu/Pandemic flu/Swine flu	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	30 3%	8 2%	6 2%	6 4%	14 4%	4 5%	3 2%	3 1%	14 3%	13 6% _{gh}	26 3%	3 3%	4 3%	4 1%	5 4%	8 3%	4 5%	4 3%	31 3%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	4 1%	3 1%	18 12% _{abde} f	2 *	- -	2 1%	5 2%	12 2%	1 *	13 2%	5 4% _j	3 2%	5 2%	2 2%	4 1%	1 1%	3 2%	21 2%
Defence/Foreign affairs/ International terrorism	9 1%	2 1%	2 1%	3 2% _d	1 *	9 12% _{abcd} f	3 2%	1 *	6 1%	3 2%	8 1%	2 1%	1 1%	6 2%	1 1%	2 1%	1 1%	1 1%	10 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/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Drug abuse	9 1%	1 *	2 1%	4 2%ad	1 *	2 3%ad	-	3 1%	6 1%	-	8 1%	1 1%	2 1%	1 *	-	3 1%	1 1%	2 1%	12 1%
Economy/Economic situation	188 19%	188 53%bcd	61 23%d	30 19%	46 14%	16 19%	38 23%d	36 15%	113 21%	39 19%	175 20%k	13 11%	36 21%	77 22%	35 26% _s	52 19% _s	28 31% _{qs}	17 12%	173 17%
Education/Schools	19 2%	1 *	5 2%	2 1%	2 1%	-	19 12%abcd	4 2%	11 2%	4 2%	17 2%	3 2%	5 3%	8 2%	4 3%	3 1%	-	2 2%	20 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	19 2%	-	2 1%	3 2%a	1 *	1 1%	2 1%	8 3%	9 2%	3 1%	14 2%	5 5% _j	4 2%	8 2%	6 5% _{qs}	1 *	-	-	21 2%
Inflation/Prices	34 3%	9 3%	3 1%	8 5% _b	9 3%	2 3%	3 2%	13 5%	17 3%	5 2%	28 3%	7 6%	9 5%	8 2%	4 3%	9 3%	-	6 4%	38 4%
Local government/Council tax	4 *	-	1 *	1 1%	2 1%	-	-	-	2 *	1 1%	4 *	-	-	4 1%	-	1 1%	-	1 1%	3 *
Low pay/Minimum wage/Fair wages	23 2%	5 1%	7 3% _d	3 2%	2 1%	4 5% _{ad}	7 4% _{ad}	7 3%	14 3%	2 1%	20 2%	3 2%	7 4%	7 2%	3 3%	4 2%	1 1%	3 2%	24 2%
Morality/Individual behaviour/Lifestyle	23 2%	3 1%	4 1%	-	1 *	-	1 *	5 2%	7 1%	12 6% _{gh}	23 3%	1 *	5 3%	6 2%	5 4% _{qs}	1 1%	1 1%	-	20 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/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
National health service/Hospitals/Healthcare	46 5%	8 2%	46 17% acdef	8 5%	8 2%	6 7% ad	11 7% ad	14 6%	23 4%	9 4%	43 5%	4 3%	8 5%	13 4%	4 3%	14 5%	5 5%	7 5%	50 5%
Nationalisation/Government control of institutions	6 1%	2 1%	-	-	-	-	-	1 *	5 1%	-	6 1%	-	1 1%	-	-	4 1%	1 1%	4 3%	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	1 *	-	1 1%	-	-	-	-	-	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 *
Pensions/Social security/Benefits	14 1%	2 *	5 2%	2 2%	1 *	-	-	4 2%	9 2%	1 1%	11 1%	3 2%	-	7 2%	2 2%	2 1%	-	2 1%	15 2%
Petrol prices/Fuel	4 *	-	-	-	-	-	-	-	2 *	3 1%	4 *	-	2 1%	-	-	-	-	-	3 *
Pollution/Environment	20 2%	7 2%	2 1%	-	3 1%	* 1%	4 2%	3 1%	15 3%	3 1%	19 2%	1 1%	5 3% m	2 1%	6 5%	3 1%	2 2%	1 1%	18 2%
Population levels/Overpopulation	13 1%	4 1%	4 1%	1 1%	4 1%	1 2%	2 1%	1 *	8 1%	4 2%	12 1%	1 *	-	6 2%	1 1%	2 1%	1 1%	1 1%	13 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Poverty/Inequality	47	11	10	4	7	5	10	20	20	8	43	4	4	18	9	8	1	5	48
	5%	3%	4%	2%	2%	6%d	6%d	8%h	4%	4%	5%	3%	2%	5%	7%r	3%	1%	3%	5%
Privatisation	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	*
Public services in general	12	2	6	-	1	1	4	6	7	-	9	3	8	2	4	2	-	1	10
	1%	1%	2%ad	-	1%	1%	3%d	2%i	1%	-	1%	2%	4%m	1%	3%	1%	-	1%	1%
Race relations/Immigration/Immigrants	193	49	53	29	193	20	21	29	117	46	184	9	21	77	9	76	29	45	186
	19%	14%	20%af	18%	57%abc ef	25%af	13%	12%	21%g	23%g	21%k	8%	12%	22%l	7%	28%p	33%p	31%p	19%
Scottish/Welsh assembly/Devolution/Constitutional reform	20	6	2	4	3	1	1	5	14	1	18	2	6	3	1	7	3	5	21
	2%	2%	1%	2%	1%	1%	*	2%	3%	1%	2%	1%	3%	1%	1%	2%	3%	4%	2%
Taxation	9	2	1	1	1	1	3	2	7	-	6	3	-	5	1	3	-	2	11
	1%	*	*	1%	*	1%	2%bd	1%	1%	-	1%	2%	-	1%	1%	1%	-	1%	1%
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	1	-	2	-	-	-	1	1	2	2	2	-	1	1	1	-	-	5
	*	*	-	2%d	-	-	-	*	*	1%	*	2%j	-	*	*	*	-	-	1%
Unemployment/Factory closure/Lack of industry	143	30	28	13	27	4	24	50	72	20	102	40	28	53	10	38	3	23	150
	14%	8%	11%	8%	8%	4%	15%ade	20%hi	13%	10%	12%	33%j	16%	15%	8%	14%r	3%	16%pr	15%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
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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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Other	24	7	5	3	6	1	3	3	13	8	23	1	2	9	8	7	2	3	24
	2%	2%	2%	2%	2%	1%	2%	1%	2%	4%	3%	*	1%	3%	6%	3%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	38	2	2	-	1	1	2	14	17	8	31	6	4	16	1	9	-	4	43
	4%	1%	1%	-	1%	1%	1%	6%	3%	4%	4%	5%	3%	5%	1%	3%	-	3%	4%
Personal finances (NET)	108	25	19	15	18	11	20	39	52	17	96	13	21	33	17	21	2	14	113
	11%	7%	7%	9%	5%	14% ^{ad}	12% ^{abd}	16% ^{hi}	9%	8%	11%	11%	12%	9%	13% ^r	8% ^r	2%	9% ^r	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Ipsos MORI

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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
100%		49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Ageing population/ Social care for the elderly	92 9%	35 7%	57 11%a	5 4%	5 3%	12 7%	25 14%cdi	13 9%di	32 15%cde	10 3%	37 11%cd	45 13%cdi	23 5%	69 13%	27 10%	26 9%	23 11%	16 7%	53 10%	39 8%	88 9%
AIDS	3 *	1 *	2 *	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	2 1%	- -	3 1%	1 *	1 *	- -	1 *	2 *	1 *	3 *
Animal welfare	13 1%	8 2%	5 1%	3 2%	2 1%	- -	5 3%	- -	4 2%	5 2%	4 1%	5 1%	9 2%	3 1%	3 1%	4 2%	2 1%	6 1%	7 1%	12 1%	
Bird flu/Pandemic flu/Swine flu	2 *	1 *	1 *	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	2 *	- -	- -	1 *	1 *	- -	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	84 8%	58 12%b	26 5%	5 4%	9 6%	10 6%	12 7%	15 11%ci	32 15%cde	15 5%	22 7%	47 13%cde	24 5%	59 11%	21 8%	26 9%	22 10%	15 6%	47 9%	37 8%	88 9%
Countryside/Rural life	11 1%	5 1%	6 1%	- -	3 2%	- -	2 1%	1 *	6 3%j	3 1%	2 *	6 2%	3 1%	8 2%	5 2%	3 1%	1 *	2 1%	8 1%	3 1%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	155 16%	74 15%	81 16%	13 9%	27 16%	36 22%cg	31 18%c	15 10%	33 16%	40 13%	67 20%cg	48 14%	76 16%	79 15%	31 12%	46 17%	35 16%	43 18%	77 14%	78 17%	157 16%
Defence/Foreign affairs/ International terrorism	81 8%	54 11%b	27 5%	4 3%	14 9%	15 9%c	24 14%cgh	9 6%	15 7%	19 6%c	40 12%cik	23 7%	34 7%	47 9%	23 9%o	31 11%oq	18 8%o	9 4%	55 10%oq	27 6%o	79 8%
Drug abuse	61 6%	29 6%	32 6%	10 7%	15 9%j	7 4%	7 4%	7 5%	13 6%	26 8%	14 4%	21 6%	33 7%	28 5%	8 3%	15 5%	10 5%	28 11%lmn	23 4%	38 8%lnp	72 7%

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.

Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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

	TOTAL	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Economy/Economic situation	355 36%	199 41%b	156 31%	46 33%	54 32%	72 44%hi	69 40%h	54 38%	60 29%	100 32%	141 42%hi	114 33%	172 36%	183 35%	109 42%oq	104 38%o	80 37%oq	62 25%	213 40%oq	142 31%o	350 35%
Education/Schools	165 17%	85 17%	80 16%	26 18%h	31 18%h	31 19%h	32 19%h	25 18%h	21 10%	56 18%h	63 19%h	45 13%h	88 19%	77 15%	58 23%oq	51 18%oq	36 17%oq	20 8%	109 20%oq	56 12%o	160 16%
Foot and mouth outbreak/Farming crisis	5 1%	1 *	4 1%	1 1%	-	2 1%	1 1%	-	1 *	1 *	3 1%	1 *	3 1%	2 *	-	1 *	2 1%	2 1%	1 *	4 1%	5 1%
Housing	139 14%	67 14%	72 14%	21 15%	23 14%	29 18%hk	31 18%hk	17 12%	18 8%	44 14%h	60 18%hk	35 10%	74 16%	66 13%	25 10%	49 18%lp	36 17%	29 12%	74 14%l	65 14%	144 14%
Inflation/Prices	141 14%	72 15%	69 14%	14 10%	37 22%cg	28 17%	23 13%	17 12%	21 10%	51 17%ch	51 15%	38 11%	80 17%	61 12%	19 7%	38 14%lp	32 15%l	52 21%lm	57 11%	84 18%lp	147 15%
Local government/Council tax	44 4%	24 5%	20 4%	3 2%	5 3%	12 7%i	11 6%	6 4%	8 4%	8 3%	22 7%i	14 4%	19 4%	25 5%	10 4%	10 4%	11 5%	14 6%	20 4%	25 5%	45 5%
Low pay/Minimum wage/Fair wages	111 11%	60 12%	51 10%	21 15%eh	29 17%ehk	12 8%	26 15%hk	13 9%	10 5%	50 16%eh	38 11%hk	23 7%	62 13%	49 9%	27 10%	29 11%	26 12%	29 12%	56 10%	55 12%	116 12%
Morality/Individual behaviour/Lifestyle	89 9%	41 8%	48 9%	5 4%	15 9%	18 11%c	16 9%	12 9%	23 11%c	20 7%c	34 10%c	35 10%c	38 8%	51 10%	32 12%no	36 13%noq	9 4%	13 5%	67 13%noq	22 5%	81 8%
National health service/Hospitals/Healthcare	267 27%	121 25%	145 29%	28 20%	38 23%	32 19%	64 37%cd	40 29%	65 31%ce	66 21%	96 28%e	105 30%ce	97 21%	169 32%	89 34%oq	74 27%o	60 28%oq	45 18%	162 30%mo	104 23%o	249 25%
Nationalisation/Government control of institutions	19 2%	12 2%	7 1%	1 1%	6 3%	1 1%	5 3%	1 1%	5 2%	7 2%	6 2%	6 2%	8 2%	11 2%	3 1%	7 3%	3 1%	6 2%	10 2%	9 2%	20 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.
 Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 12th May 2014
 Number of sample points : 193
 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+

	TOTAL	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Northern Ireland	1*	1	-	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-	1	-	1*
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	8 2%	3 1%	-	3 2%	1 1%	3 2%	-	4 2%	3 1%	4 1%	4 1%	4 1%	7 1%	4 1%	2 1%	4 2%	1 *	6 1%	5 1%	11 1%
Pensions/Social security/Benefits	115 12%	54 11%	61 12%	11 8%	16 9%	12 7%	25 15%	25 18%cd ei	26 12%	27 9%	37 11%	51 14%cei	39 8%	76 15%	34 13%	37 14%o	25 12%	18 7%	71 13%o	43 9%	109 11%
Petrol prices/Fuel	59 6%	32 7%	27 5%	9 6%	13 8%	9 5%	10 6%	7 5%	12 6%	22 7%	18 5%	19 5%	31 6%	28 5%	17 6%	17 6%	14 6%	12 5%	33 6%	26 6%	59 6%
Pollution/ Environment	77 8%	40 8%	37 7%	15 11%	9 6%	14 9%	15 8%	13 9%	11 5%	24 8%	29 9%	24 7%	38 8%	39 7%	30 12%no	30 11%noq	8 4%	9 3%	60 11%noq	17 4%	73 7%
Population levels/ Overpopulation	70 7%	32 7%	38 8%	4 3%	8 5%	18 11%ci	11 6%	8 6%	21 10%ci	13 4%	29 9%ci	29 8%ci	31 6%	40 8%	16 6%	24 9%	18 8%	13 5%	40 8%	30 7%	68 7%
Pound/Exchange rate/Value of pound	8 1%	7 1%b	* *	2 1%	2 1%	-	2 1%	1 *	2 1%	3 1%	2 *	3 1%	3 1%	4 1%	2 1%	3 1%	-	3 1%	5 1%	3 1%	10 1%
Poverty/Inequality	147 15%	74 15%	74 14%	26 19%h	25 15%	17 10%	33 19%eh j	25 18%h	21 10%	51 17%h	50 15%e	46 13%h	68 14%	79 15%	51 20%nq	37 14%	26 12%	33 13%	89 17%o	58 13%	147 15%
Privatisation	22 2%	9 2%	13 3%	1 1%	4 3%	5 3%	6 4%h	4 3%	1 *	6 2%	12 3%h	5 1%h	11 2%	11 2%	6 2%	10 4%q	2 1%	3 1%	17 3%	6 1%	19 2%
Public services in general	67 7%	38 8%	29 6%	4 3%	17 10%c	11 7%	16 9%c	7 5%	12 6%	21 7%c	27 8%	19 5%	32 7%	35 7%	16 6%	27 10%oq	15 7%	9 4%	42 8%o	24 5%	64 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.

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 12th May 2014
 Number of sample points : 193
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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+

	TOTAL	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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	998	524	474	157	154	144	168	149	226	311	312	375	455	543	178	317	214	289	495	503	998
WEIGHTED BASE	996	489	507	140	168	165	173	141	210	308	338	351	473	524	258	275	216	247	534	463	998
	100%	49%	51%	14%	17%	17%	17%	14%	21%	31%	34%	35%	47%	53%	26%	28%	22%	25%	54%	46%	100%
Race relations/ Immigration/ Immigrants	339 34%	174 35%	165 33%	39 28%	50 30%	51 31%	48 27%	58 41%cf ij	93 44%cd efij	89 29%	99 29%	151 43%cd efij	140 30%	199 38%	70 27%	89 32%	92 43%lm p	88 36%	158 30%	180 39%lp	329 33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	44 4%	23 5%	20 4%	3 2%	7 4%	6 4%	5 3%	10 7%	13 6%	10 3%	11 3%	23 7%cd	16 3%	28 5%	10 4%	18 7%nq	5 2%	10 4%	29 5%	15 3%	46 5%
Taxation	72 7%	38 8%	34 7%	9 6%	14 8%	13 8%	18 10%	9 7%	11 5%	22 7%	30 9%	20 6%	35 7%	38 7%	12 5%	16 6%	21 10%p	24 10%p	28 5%	44 10%lp	73 7%
Trade unions/ Strikes	13 1%	8 2%	5 1%	2 1%	6 3%e	-	2 1%	1 1%	2 1%	8 2%	2 1%	3 1%	8 2%	6 1%	4 1%	2 1%	5 3%	1 1%	6 1%	7 1%o	13 1%
Transport/Public transport	48 5%	29 6%	19 4%	8 6%	7 4%	10 6%	11 6%	4 3%	9 4%	14 5%	21 6%	13 4%	24 5%	24 5%	9 4%	16 6%	14 6%	9 4%	25 5%	23 5%	47 5%
Unemployment/ Factory closure/ Lack of industry	317 32%	168 34%	149 29%	51 36%hk	65 38%hk	49 30%	71 41%gh jk	38 27%	43 21%	116 38%gh k	120 36%hk	82 23%	165 35%	153 29%	65 25%	74 27%	84 39%lm p	94 38%lm p	139 26%	179 39%lm p	325 33%
Other	72 7%	33 7%	38 8%	10 7%	9 5%	13 8%	11 6%	8 6%	21 10%	18 6%	24 7%	29 8%	31 7%	40 8%	28 11%nq	20 7%	9 4%	15 6%	48 9%nq	24 5%	66 7%
MEAN NUMBER OF MENTIONS	3.45	3.62b	3.27	3.05	3.54	3.41	3.94c hik	3.42	3.27	3.32	3.68c	3.33	3.35	3.53	3.42	3.63o	3.56	3.16	3.53	3.35	3.42
STANDARD ERROR	0.08	0.13	0.10	0.16	0.24	0.17	0.25	0.21	0.13	0.15	0.16	0.12	0.11	0.11	0.21	0.14	0.16	0.15	0.12	0.11	0.08
ERROR VARIANCE	0.01	0.02	0.01	0.02	0.06	0.03	0.06	0.04	0.02	0.02	0.02	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.01	0.01	0.01
Don't know	114 11%	57 12%	57 11%	25 18%ef hjk	28 17%fhj	15 9%	10 6%	18 13%f	18 9%	53 17%efh jk	24 7%	36 10%	68 14%	46 9%	17 7%	28 10%	19 9%	50 20%lmn pq	45 8%	69 15%ln p	128 13%

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.

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 12th May 2014
 Number of sample points : 193
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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	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)			
UNWEIGHTED BASE	998	524 474	157 154	144 168	149 141	226 210	311 308	312 338	375 351	455 473	543 524	178 258	317 275	214 216	289 247	495 534	503 463	998					
WEIGHTED BASE	996	489 507	140 168	165 173	141 210	308 338	351 473	524 178	258 275	216 247	534 463	100%	26%	28%	22%	25%	54%	46%	100%				
Personal finances (NET)	334	171 162	55 73	47 63	46 50	128 110	96 175	159 84	33%hk	43%eh	29% 36%h	33%	24%	41%eh	33%h	27% 37%	30% 33%	33%	32%	36%	33%	34%	338
Median	2	2 2	2 2	2 3	2 2	2 2	2 3	2 2	2 2	2 3	2 2	2 2	2 2	3 3	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 - l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
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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 PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Ageing population/ Social care for the elderly	92 9%	84 10%	1 3%	7 8%	24 7%	17 7%	32 10%	31 12%	36 10%	16 12%	25 9%	9 6%	35 11%np	35 11%np	11 7%	9 5%	71 11%np	20 6%	88 9%
AIDS	3 *	2 *	- -	1 1%	2 1%	1 *	- -	- -	1 *	1 1%	1 *	- -	2 1%	- -	- -	- -	2 *	- -	3 *
Animal welfare	13 1%	11 1%	- -	3 3%	4 1%e	1 1%	5 1%	5 2%	5 1%	1 1%	2 1%	1 1%	4 1%	6 2%	1 1%	2 1%	10 2%	3 1%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	2 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	1 1%	1 *	- -	- -	1 *	1 *	1 *	2 *
Common Market/EU/ Europe/Euro/ Constitution	84 8%	76 9%	3 6%	5 6%	21 6%	15 6%	21 7%	18 7%	42 12%ade	12 9%	31 11%cd	19 13%de	42 13%lmn op	25 8%	6 4%	10 5%	67 10%lmn p	16 5%	88 9%
Countryside/Rural life	11 1%	10 1%	- -	1 1%	4 1%	3 1%	1 *	1 *	6 2%	1 1%	5 2%	4 3%f	8 3%lno p	- -	2 1%	- -	8 1%	2 *	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	155 16%	133 15%bf	1 3%	20 24%ab def	51 16%be f	31 13%	31 10%	29 11%	73 20%ab ef	28 22%ab ef	58 22%ab ef	30 22%be f	42 13%	65 20%kn p	28 19%np	18 9%	106 17%kn	47 14%n	157 16%
Defence/Foreign affairs/ International terrorism	81 8%	75 9%h	3 7%	3 4%	24 7%	21 9%	29 9%	25 10%	29 8%h	6 4%	19 7%h	14 10%	32 10%p	27 8%	9 6%	11 6%	59 9%	19 6%	79 8%

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

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ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
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	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)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Drug abuse	61 6%	46 5%	1 3%	14 16%ab fghij	37 11%aef gij	23 9%afg ij	11 3%	9 4%	13 4%	7 6%	11 4%	3 2%	14 5%	22 7%	12 8%	11 6%	36 6%	24 7%	72 7%
Economy/Economic situation	355 36%	299 35%	22 47%e	34 40%	107 33%	73 30%	115 37%	93 35%	133 37%h	40 31%	97 36%h	57 41%	108 34%	141 43%kn op	50 34%	52 27%	249 39%kn p	101 30%	350 35%
Education/Schools	165 17%	151 17%	4 9%	10 12%	60 18%	50 21%d	45 14%	41 15%	60 17%	27 21%	45 17%	18 13%	38 12%	73 23%km op	15 10%	34 18%am	111 17%km	49 14%am	160 16%
Foot and mouth outbreak/Farming crisis	5 1%	5 1%	-	-	-	-	4 1%	4 2%	1 *	-	1 *	1 1%	3 1%	-	1 1%	1 1%	3 *	3 1%	5 1%
Housing	139 14%	123 14%de f	6 13%	11 13%	34 10%	23 10%	30 10%	24 9%	76 21%ad ef	46 36%ab cdefg ij	68 25%ac defg	21 15%	40 13%	40 12%	22 15%	34 17%	79 12%	55 16%	144 14%
Inflation/Prices	141 14%	125 14%	2 3%	14 17%b	41 13%	27 11%	38 12%	37 14%	61 17%be	27 21%ab def	52 19%ab def	25 18%b	35 11%	42 13%	27 18%ko	33 17%	77 12%	60 18%ko	147 15%
Local government/Council tax	44 4%	39 5%	3 6%	2 2%	15 4%	13 5%	15 5%	13 5%	14 4%	6 5%	11 4%	5 3%	10 3%	18 5%	10 7%	5 3%	28 4%	15 4%	45 5%
Low pay/Minimum wage/Fair wages	111 11%	88 10%f	4 8%	19 23%ab defgi j	45 14%ae f	26 11%	19 6%	15 6%	47 13%af	16 13%f	31 12%f	15 11%	23 7%	35 11%	20 14%k	29 15%ko	58 9%	49 14%ko	116 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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Table 6
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What do you see as the main/other important issues facing Britain today?
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	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)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Morality/ Individual behaviour/ Lifestyle	89 9%	73 8%de	10 21%acd efh	7 8%	16 5%	10 4%	30 10%de	20 7%	43 12%ade h	11 8%	29 11%de	18 13%de	32 10%	38 12%mp	8 5%	12 6%	70 11%mp	20 6%	81 8%
National health service/Hospitals/ Healthcare	267 27%	248 29%cd hi	7 15%	12 14%	74 23%cd	62 26%cd	96 31%bc dh	89 34%	97 27%ch i	27 21%	64 24%	37 26%cd	97 31%mn p	109 33%mn p	22 15%	34 18%	206 32%mn p	57 17%	249 25%
Nationalisation/ Government control of institutions	19 2%	15 2%	- -	4 4%	8 2%	4 2%	6 2%	6 2%	5 2%	1 1%	4 2%	3 2%	5 2%	6 2%	4 2%	3 2%	11 2%	7 2%	20 2%
Northern Ireland	1 *	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	9 1%	- -	2 2%i	5 2%i	4 1%	4 1%	4 1%	2 1%	- -	- -	- -	4 1%	4 1%	1 1%	2 1%	8 1%	2 1%	11 1%
Pensions/Social security/Benefits	115 12%	101 12%h	3 6%	11 13%	36 11%	26 11%	29 9%	26 10%	49 14%hi	9 7%	30 11%h	22 16%h	39 12%n	42 13%n	20 13%np	12 6%	81 13%n	31 9%n	109 11%
Petrol prices/Fuel	59 6%	50 6%	- -	9 10%b	25 8%	16 7%	14 5%	14 5%	19 5%	5 4%	15 6%	9 7%	15 5%	32 10%kmn p	6 4%	5 3%	47 7%knp	11 3%	59 6%
Pollution/ Environment	77 8%	69 8%d	5 11%	3 4%	17 5%	13 6%	22 7%	17 6%	38 11%ad e	20 15%ac defg	34 12%ac de	14 10%	21 7%	35 11%mp	4 3%	14 7%	57 9% m	19 5% m	73 7%
Population levels/ Overpopulation	70 7%	65 8%def	1 1%	5 6%	12 4%	7 3%	13 4%	13 5%	45 13%ab def	14 11%de f	39 14%ab cdef	24 18%abc def	20 6%	29 9%	12 8%	9 5%	49 8%	21 6%	68 7%

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

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd - 12th May 2014
 Number of sample points : 193
 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 COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
	100%	87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Pound/Exchange rate/Value of pound	8	6	-	1	3	2	2	2	2	1	1	1	1	1	3	2	1	5	10
	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	2%klo	1%	*	2%o	1%
Poverty/Inequality	147	120	7	21	49	28	40	33	58	32	41	9	37	42	21	41	80	62	147
	15%	14%j	14%	25%ad efj	15%ej	12%	13%	13%	16%j	25%ad efgij	15%j	7%	12%	13%	14%	21%kl o	12%	18%ko	15%
Privatisation	22	21	-	2	7	5	2	2	13	5	13	9	4	15	-	3	19	3	19
	2%	2%f	-	2%	2%	2%	1%	1%	4%f	4%f	5%af	6%adf	1%	5%kmo p	-	1%	3%kmp	1%	2%
Public services in general	67	60	3	4	21	16	18	15	28	8	23	15	17	33	6	8	50	14	64
	7%	7%	6%	5%	6%	7%	6%	6%	8%	6%	9%	11%	5%	10%kmp	4%	4%	8%kp	4%	6%
Race relations/ Immigration/ Immigrants	339	305	15	19	91	72	120	105	128	26	86	60	126	99	47	59	225	106	329
	34%	35%cd eh	32%	22%	28%	30%h	39%cd eh	40%	36%cd hi	20%	32%h	44%cd eghi	40%ln op	30%	32%	31%	35%l	31%	33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	44	12	1	31	32	2	4	3	8	-	5	5	17	16	6	2	33	8	46
	4%	1%	2%	36%ab defgh ij	10%aef ghij	1%	1%	1%	2%	-	2%	3%h	5%n	5%n	4%n	1%	5%n	2%n	5%
Taxation	72	64	-	8	22	14	22	22	28	15	25	9	11	36	7	18	46	25	73
	7%	7%	-	9%	7%	6%	7%	8%	8%	12%abe g	9%	7%	3%	11%kmo	5%	9%k	7%k	7%k	7%
Trade unions/ Strikes	13	12	-	1	5	4	3	3	6	3	4	1	3	5	-	4	8	4	13
	1%	1%	-	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	-	2%	1%	1%	1%
Transport/Public transport	48	45	-	3	13	9	15	15	20	10	17	7	16	17	3	11	33	14	47
	5%	5%	-	4%	4%	4%	5%	6%	6%	8%	6%	5%	5%	5%	2%	6%	5%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 12th May 2014
Number of sample points : 193
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	
	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	SOUTH INCL. GL (g)	GL (h)	SOUTH EAST INCL. GL (i)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNC IL/HA (m)	REN TED PRI VATE (n)	OWNED /MORT GAGED (o)	REN TED (NET) (p)		
UNWEIGHTED BASE	998	869	40	89	383	294	256	216	359	153	266	113	307	276	183	217	583	400	998
WEIGHTED BASE	996	864	47*	85*	327	242	311	264	359	130	269	139	315	325	148	193	640	341	998
100%		87%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%	32%	33%	15%	19%	64%	34%	100%
Unemployment/ Factory closure/ Lack of industry	317 32%	268 31%gj	20 43%ij	29 35%j	123 38%ag ij	93 39%ag ij	98 31%j	77 29%	97 27%	42 33%ij	71 26%	28 20%	98 31%	95 29%	52 35%	67 35%	193 30%	119 35%	325 33%
Other	72 7%	60 7%h	6 13%h	6 7%	21 6%	15 6%	29 9%h	23 9%	21 6%h	4 3%	18 7%h	14 10%h	26 8%	20 6%	8 6%	17 9%	46 7%	25 7%	66 7%
MEAN NUMBER OF MENTIONS	3.45	3.44	2.82	3.87f	3.38e	3.21	3.20	3.27	3.72a bef	3.71b f	3.70a bef	3.70b f	3.31	3.78k mnp	3.20	3.17	3.55k p	3.18	3.42
STANDARD ERROR	0.08	0.08	0.17	0.39	0.15	0.15	0.12	0.13	0.14	0.18	0.13	0.18	0.12	0.16	0.17	0.16	0.10	0.11	0.08
ERROR VARIANCE	0.01	0.01	0.03	0.15	0.02	0.02	0.01	0.02	0.02	0.03	0.02	0.03	0.01	0.03	0.03	0.02	0.01	0.01	0.01
Don't know	114 11%	102 12%gi j	5 11%	7 8%	55 17%ac fgij	48 20%ac dfghi j	32 10%	27 10%	26 7%	14 10%	20 7%	7 5%	20 6%	25 8%	28 19%kl o	38 20%klo	45 7%	67 20%kl o	128 13%
Personal finances (NET)	334 33%	286 33%bf	8 17%	39 46%ab def	111 34%be	72 30%	85 27%	77 29%	138 38%ab ef	60 46%ab defgi j	106 39%ab ef	46 33%	82 26%	108 33%	52 35%k	84 43%kl o	190 30%	135 40%ko	338 34%
Median	2	2	2	2	2	2	2	2	3	3	3	3	2	3	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
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	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)		
UNWEIGHTED BASE	998	378	75	545	72	148	266	49	850	197	71	116	287	298	998
WEIGHTED BASE	996	438	88*	470	57*	172	235	47*	824	219	71*	99	330	311	998
	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Ageing population/ Social care for the elderly	92 9%	31 7%	12 13%	49 11%	4 7%	24 14%	21 9%	7 15%	68 8%	30 14% ⁱ	3 5%	7 7%	40 12%	27 9%	88 9%
AIDS	3 *	1 *	- -	2 *	- -	1 1%	- -	- -	2 *	1 *	- -	- -	- -	- -	3 *
Animal welfare	13 1%	5 1%	- -	9 2%	2 4%	4 2%	3 1%	- -	10 1%	4 2%	1 1%	1 1%	5 1%	1 *	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	- -	- -	2 *	- -	- -	- -	2 4% ^{fgi}	2 *	2 1%	- -	1 1%	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	84 8%	28 6%	4 4%	52 11% ^a	4 8%	18 11%	17 7%	4 8%	66 8%	22 10%	10 14%	11 11%	30 9%	15 5%	88 9%
Countryside/Rural life	11 1%	3 1%	- -	8 2%	1 1%	4 2%	1 *	3 6% ^{gi}	7 1%	7 3% ^{gi}	1 1%	1 1%	5 1%	- -	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	155 16%	63 14%	15 17%	76 16%	13 22%	37 22% ⁱ	34 15%	5 11%	117 14%	43 19%	10 15%	12 12%	63 19%	59 19%	157 16%
Defence/Foreign affairs/ International terrorism	81 8%	50 11% ^{bc}	2 2%	29 6%	4 7%	25 14% ⁱ	19 8%	6 12%	56 7%	31 14% ⁱ	7 10%	7 7%	37 11%	27 9%	79 8%
Drug abuse	61 6%	20 5%	5 6%	35 7%	7 12% ^a	3 2%	26 11% ^{fij}	2 4%	57 7% ^{fjr}	5 2%	- -	7 7%	21 7%	23 7%	72 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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Ipsos MORI

ISSUES INDEX (FINAL)

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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
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UNWEIGHTED BASE	998	378	75	545	72	148	266	49	850	197	71	116	287	298	998
WEIGHTED BASE	996	438	88*	470	57*	172	235	47*	824	219	71*	99	330	311	998
	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Economy/Economic situation	355	183	32	141	10	80	82	19	276	98	15	28	145	120	350
	36%	42%cd	36%d	30%d	18%	46%gi	35%r	39%r	33%r	45%ir	21%	28%	44%l	39%	35%
Education/Schools	165	88	16	61	5	23	39	16	142	38	4	16	72	59	160
	17%	20%cd	18%	13%	8%	13%	17%r	33%fg	17%r	17%fr	5%	17%	22%	19%	16%
Foot and mouth outbreak/Farming crisis	5	1	1	3	-	1	3	-	4	1	-	1	1	2	5
	1%	*	2%	1%	-	1%	1%	-	1%	*	-	2%	*	1%	1%
Housing	139	76	15	48	6	20	39	6	120	26	12	16	43	43	144
	14%	17%c	17%	10%	11%	11%	16%	12%	15%	12%	17%	16%	13%	14%	14%
Inflation/Prices	141	64	8	69	13	17	41	7	124	23	7	15	46	53	147
	14%	15%	9%	15%	24%bc	10%	18%f	14%	15%	11%	10%	16%	14%	17%	15%
Local government/Council tax	44	20	5	19	2	7	12	4	37	12	3	6	12	16	45
	4%	5%	6%	4%	4%	4%	5%	9%	4%	5%	4%	6%	4%	5%	5%
Low pay/Minimum wage/Fair wages	111	60	10	42	10	10	39	3	102	13	12	11	36	35	116
	11%	14%c	11%	9%	18%c	6%	16%ij	7%	12%fj	6%	16%fj	11%	11%	11%	12%
Morality/Individual behaviour/Lifestyle	89	39	11	39	5	20	17	4	69	24	3	9	35	31	81
	9%	9%	12%	8%	9%	12%	7%	8%	8%	11%	4%	9%	11%	10%	8%
National health service/Hospitals/Healthcare	267	123	27	117	7	45	66	12	221	57	26	21	109	74	249
	27%	28%d	30%d	25%d	12%	26%	28%	24%	27%	26%	36%	21%	33%l	24%	25%

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WEIGHTED BASE	996	438	88*	470	57*	172	235	47*	824	219	71*	99	330	311	998
	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Nationalisation/ Government control of institutions	19 2%	8 2%	- -	11 2%	1 2%	1 1%	6 2%	2 4%	18 2%	3 1%	- -	1 1%	8 3%	8 3%	20 2%
Northern Ireland	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Nuclear weapons/ Nuclear war/ Disarmament	11 1%	6 1%	1 1%	4 1%	- -	2 1%	3 1%	1 2%	8 1%	3 2%	- -	- -	8 3%	5 2%	11 1%
Pensions/Social security/Benefits	115 12%	58 13% ^d	13 15% ^d	44 9% ^d	1 2%	22 13%	22 9%	5 11%	92 11%	28 13%	10 14%	9 9%	48 15%	25 8%	109 11%
Petrol prices/Fuel	59 6%	26 6%	6 7%	27 6%	4 7%	11 6%	13 5%	3 6%	48 6%	14 6%	5 7%	1 1%	32 10% ^l	20 6%	59 6%
Pollution/ Environment	77 8%	34 8%	13 15% ^c	30 6%	4 7%	6 3%	17 7%	7 14% ^{fjr}	71 9% ^f	12 6% ^f	2 3%	5 5%	41 12% ^l	17 5%	73 7%
Population levels/ Overpopulation	70 7%	24 6%	10 12%	36 8%	1 3%	18 10%	13 5%	4 8%	52 6%	22 10%	7 10%	5 6%	38 12%	21 7%	68 7%
Pound/Exchange rate/Value of pound	8 1%	2 *	- -	5 1%	- -	- -	2 1%	- -	8 1%	- -	- -	2 2% ^m	1 *	1 *	10 1%
Poverty/Inequality	147 15%	59 13%	19 21%	69 15%	15 26% ^{ac}	6 4%	42 18% ^{fj}	8 17% ^{fj}	141 17% ^{fj}	14 6% ^f	8 11% ^f	18 18%	48 15%	43 14%	147 15%
Privatisation	22 2%	12 3%	5 6% ^c	5 1%	1 1%	4 2%	4 2%	- -	18 2%	4 2%	1 1%	- -	13 4%	9 3%	19 2%

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Public services in general	67 7%	33 8%	12 14%cd	21 4%	1 2%	13 8%	17 7%	3 7%	53 6%	16 8%	5 6%	7 7%	31 9%	22 7%	64 6%
Race relations/ Immigration/ Immigrants	339 34%	149 34%	22 25%	167 36%	17 29%	69 40%g	48 21%	14 30%	270 33%g	83 38%g	57 81%fg hij	27 28%	107 32%	83 27%	329 33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	44 4%	20 4%	2 2%	22 5%	2 3%	8 5%	10 4%	2 4%	36 4%	10 4%	1 2%	4 4%	15 5%	8 3%	46 5%
Taxation	72 7%	32 7%	6 7%	34 7%	7 12%	14 8%	17 7%	3 7%	58 7%	18 8%	5 7%	7 7%	29 9%	21 7%	73 7%
Trade unions/ Strikes	13 1%	9 2%	1 1%	3 1%	-	3 2%	2 1%	1 2%	10 1%	4 2%	1 2%	1 1%	8 2%	5 2%	13 1%
Transport/Public transport	48 5%	27 6%	1 2%	20 4%	2 3%	9 5%	11 5%	-	39 5%	9 4%	-	4 4%	19 6%	11 3%	47 5%
Unemployment/ Factory closure/ Lack of industry	317 32%	154 35%	24 28%	139 30%	27 47%bc	47 27%	92 39%fi j	14 30%	270 33%	62 28%	20 28%	40 40%lm	85 26%	109 35%	325 33%
Other	72 7%	30 7%	4 4%	38 8%	3 6%	25 14%gi	14 6%	7 14%i	47 6%	31 14%gi	4 5%	10 10%	24 7%	22 7%	66 7%
MEAN NUMBER OF MENTIONS	3.45	3.62	3.54	3.26	3.27	3.54	3.49	3.72	3.43	3.58	3.46	3.38	3.88	3.40	3.42
STANDARD ERROR	0.08	0.15	0.24	0.10	0.22	0.21	0.15	0.39	0.09	0.19	0.21	0.23	0.17	0.14	0.08
ERROR VARIANCE	0.01	0.02	0.06	0.01	0.05	0.05	0.02	0.15	0.01	0.04	0.05	0.05	0.03	0.02	0.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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	100%	44%	9%*	47%	6%*	17%	24%	5%*	83%	22%	7%*	10%	33%	31%	100%
Don't know	114	47	10	57	7	12	25	4	102	16	6	21	20	43	128
	11%	11%	11%	12%	12%	7%	11%	8%	12% ^j	7%	8%	21% ^m	6%	14%	13%
Personal finances (NET)	334	155	28	151	29	33	96	12	301	45	24	36	116	108	338
	33%	35%	32%	32%	52% ^{ab}	19%	41% ^{fj}	26%	37% ^{fj}	21%	34% ^{fj}	37%	35%	35%	34%
Median	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2

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 : 2nd - 12th May 2014
 Number of sample points : 193
 Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Ageing population/ Social care for the elderly	92 9%	35 10%	50 19% ^{ad}	26 17% ^{ad}	27 8%	16 19% ^{ad}	24 15% ^d	21 9%	48 9%	23 11%	86 10% ^k	5 4%	12 7%	30 8%	14 11%	28 10%	17 19% ^{qs}	11 8%	88 9%
AIDS	3 *	1 *	1 *	3 2% ^a	2 1%	1 1%	-	1 *	2 *	-	3 *	-	-	1 *	1 1%	2 1%	1 1%	2 1%	3 *
Animal welfare	13 1%	7 2%	4 1%	5 3%	5 1%	1 2%	2 1%	3 1%	7 1%	3 1%	12 1%	2 1%	2 1%	3 1%	2 1%	3 1%	1 1%	2 1%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	- -	- -	1 1%	1 *	- -	1 1%	1 *	- -	1 1%	2 *	- -	- -	- -	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	84 8%	38 11%	22 8%	19 12%	38 11%	19 24% ^{abc} df	17 10%	17 7%	36 7%	30 15% ^{gh}	79 9%	5 4%	10 6%	21 6%	17 13%	21 8%	11 12%	10 7%	88 9%
Countryside/Rural life	11 1%	2 *	5 2%	6 4% ^a	7 2% ^a	3 3% ^a	4 2%	2 1%	4 1%	5 3%	10 1%	1 *	- -	3 1%	1 1%	6 2%	4 4%	3 2%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	155 16%	64 18%	44 16%	155 100% ^{abd} ef	62 18%	21 25%	30 18%	37 15%	95 17%	23 11%	134 15%	21 17%	29 17%	51 14%	14 11%	61 22% ^p	24 27% ^p	37 26% ^p	157 16%
Defence/Foreign affairs/ International terrorism	81 8%	42 12%	27 10%	21 13%	35 10%	81 100% ^{abc} df	20 12%	18 8%	51 9%	12 6%	71 8%	11 9%	14 8%	39 11%	12 9%	23 8%	6 7%	16 11%	79 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Drug abuse	61	21	24	36	17	13	15	21	35	4	50	10	10	15	4	21	6	15	72
	6%	6%	9% ^d	23% ^{abdf}	5%	16% ^{ad}	9%	9% ⁱ	6% ⁱ	2%	6%	9%	6%	4%	3%	8%	6%	10% ^p	7%
Economy/Economic situation	355	355	100	64	111	42	65	69	218	68	319	36	63	147	50	102	39	45	350
	36%	100% ^{bcd}	38%	41%	33%	51% ^{bd}	39%	28%	40% ^g	34%	36%	30%	37%	42%	38%	37% ^s	44%	31%	35%
Education/Schools	165	65	79	30	48	20	165	46	95	24	143	22	42	58	28	40	13	14	160
	17%	18%	30% ^{acd}	19%	14%	25% ^d	100% ^{abcde}	19%	17%	12%	16%	18%	25%	17%	21% ^s	15% ^s	14%	10%	16%
Foot and mouth outbreak/Farming crisis	5	-	-	1	2	-	1	3	1	1	2	3	-	3	1	-	-	-	5
	1%	-	-	1%	1%	-	1%	1%	*	*	*	2% ^j	-	1%	1%	-	-	-	1%
Housing	139	43	34	32	44	11	27	48	74	18	121	19	26	64	33	41	9	20	144
	14%	12%	13%	21% ^{abd}	13%	13%	16%	20% ^{hi}	13%	9%	14%	16%	15%	18%	25% ^{qrs}	15%	10%	14%	14%
Inflation/Prices	141	53	30	38	49	16	30	46	78	17	113	28	23	49	12	48	15	27	147
	14%	15%	11%	25% ^{abd}	14%	19%	18% ^b	19% ⁱ	14%	8%	13%	23% ^j	13%	14%	9%	18% ^p	17%	18% ^p	15%
Local government/Council tax	44	23	19	17	16	11	17	6	29	9	38	7	8	18	4	14	4	10	45
	4%	6%	7%	11% ^d	5%	13% ^{ad}	10% ^d	2%	5%	5%	4%	5%	4%	5%	3%	5%	4%	7%	5%
Low pay/Minimum wage/Fair wages	111	46	24	34	37	12	22	28	70	13	96	15	23	45	11	33	8	24	116
	11%	13%	9%	22% ^{abdf}	11%	15%	14%	11%	13% ⁱ	7%	11%	12%	14%	13%	9%	12%	9%	17% ^q	12%
Morality/Individual behaviour/Lifestyle	89	27	27	25	31	10	16	21	37	31	79	11	17	32	17	20	9	8	81
	9%	8%	10%	16% ^{ad}	9%	12%	9%	9%	7%	15% ^{gh}	9%	9%	10%	9%	13%	7%	10%	6%	8%

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Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

Table 8
Q.PL01/02
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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/RACE RELATIONS (d)	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)
UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
WEIGHTED BASE	996	355	267	155	339	81*	165	244	551	202	874	120	171	352	131	274	89*	144	998
	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
National health service/Hospitals/Healthcare	267	100	267	44	100	27	79	55	160	51	239	27	53	93	36	65	33	24	249
	27%	28%	100% ^{acd}	28%	30%	33%	48% ^{acd}	23%	29%	25%	27%	22%	31%	27%	27%	24% ^s	37% ^{qs}	17%	25%
Nationalisation/Government control of institutions	19	10	7	5	4	6	7	5	11	3	16	3	5	3	2	5	2	4	20
	2%	3%	2%	3%	1%	7% ^d	4% ^d	2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	3%	2%
Northern Ireland	1	1	1	1	1	1	-	-	1	-	1	-	-	1	-	-	-	-	1
	*	*	*	1%	*	1%	-	-	*	-	*	-	-	*	-	-	-	-	*
Nuclear weapons/Nuclear war/Disarmament	11	7	8	6	6	8	5	3	8	1	10	1	1	5	2	4	3	2	11
	1%	2%	3%	4%	2%	10% ^{abdf}	3%	1%	1%	*	1%	1%	1%	1%	2%	1%	3%	1%	1%
Pensions/Social security/Benefits	115	42	52	35	43	18	32	23	68	24	104	11	20	48	15	37	14	22	109
	12%	12%	20% ^{ad}	23% ^{ad}	13%	22% ^{ad}	20% ^{ad}	9%	12%	12%	12%	9%	12%	14%	12%	13%	16%	15%	11%
Petrol prices/Fuel	59	33	24	18	25	13	18	11	38	10	51	8	9	25	7	21	10	10	59
	6%	9%	9%	12%	8%	16% ^d	11%	4%	7%	5%	6%	6%	5%	7%	6%	8%	11%	7%	6%
Pollution/Environment	77	35	21	14	18	6	22	21	44	13	70	7	16	26	21	16	5	7	73
	8%	10% ^d	8%	9%	5%	8%	13% ^{bd}	9%	8%	6%	8%	6%	10%	7%	16% ^{qrs}	6%	6%	5%	7%
Population levels/Overpopulation	70	29	31	25	39	9	15	14	43	13	66	5	4	29	6	27	10	15	68
	7%	8%	12%	16% ^{af}	11%	11%	9%	6%	8%	7%	8%	4%	3%	8% ^l	5%	10%	11%	11%	7%
Pound/Exchange rate/Value of pound	8	6	3	2	3	3	2	3	2	3	7	1	1	2	1	1	1	-	10
	1%	2%	1%	1%	3%	3%	1%	1%	*	1%	1%	1%	*	*	*	*	1%	-	1%

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ISSUES INDEX (FINAL)

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UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
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	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Poverty/Inequality	147	50	44	26	40	16	32	46	78	23	135	12	21	55	30	37	7	17	147
	15%	14%	16%	17%	12%	19%	19% ^d	19% ⁱ	14%	11%	15%	10%	12%	16%	23% ^{qrs}	13%	8%	12%	15%
Privatisation	22	9	9	9	4	2	6	11	11	-	21	1	9	8	4	9	1	6	19
	2%	2%	3%	6% ^{ad}	1%	3%	3%	4% ⁱ	2%	-	2%	1%	5%	2%	3%	3%	1%	4%	2%
Public services in general	67	28	31	12	23	9	17	15	40	12	57	9	18	26	18	15	2	10	64
	7%	8%	12% ^d	8%	7%	11%	10%	6%	7%	6%	6%	7%	11%	7%	14% ^{qr}	6%	2%	7%	6%
Race relations/Immigration/Immigrants	339	111	100	62	339	35	48	56	196	86	314	25	41	128	26	115	43	65	329
	34%	31%	38% ^f	40% ^{af}	100% ^{abc}	44% ^{af}	29%	23%	36% ^g	43% ^g	36% ^k	21%	24%	36% ^l	20%	42% ^p	48% ^p	45% ^p	33%
Scottish/Welsh assembly/Devolution/Constitutional reform	44	17	11	10	13	8	11	14	26	4	42	2	12	8	4	13	7	10	46
	4%	5%	4%	6%	4%	9% ^d	6%	6%	5%	2%	5%	1%	7% ^m	2%	3%	5%	7%	7%	5%
Taxation	72	33	24	19	28	13	17	17	45	10	65	8	10	28	13	25	7	11	73
	7%	9%	9%	12%	8%	16% ^d	10%	7%	8%	5%	7%	6%	6%	8%	10%	9%	8%	8%	7%
Trade unions/ Strikes	13	8	8	6	6	6	5	4	8	1	12	1	1	9	1	5	1	2	13
	1%	2%	3%	4%	2%	8% ^{ad}	3%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%
Transport/Public transport	48	26	22	15	14	8	7	15	23	10	42	6	4	24	6	19	5	6	47
	5%	7%	8% ^d	10% ^{df}	4%	10% ^d	4%	6%	4%	5%	5%	5%	2%	7%	4%	7%	6%	4%	5%
Unemployment/Factory closure/Lack of industry	317	107	81	54	92	22	62	97	177	43	260	56	65	114	28	94	18	57	325
	32%	30%	30%	35%	27%	27%	38% ^d	40% ^{hi}	32% ⁱ	21%	30%	46% ^j	38%	32%	22%	34% ^{pr}	21%	39% ^{pr}	33%

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UNWEIGHTED BASE	998	350	249	157	329	79	160	283	541	174	835	160	142	308	116	278	84	145	998
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	100%	36%	27%	16%	34%	8%*	17%	24%	55%	20%	88%	12%	17%	35%	13%	28%	9%*	14%	100%
Other	72	23	19	9	21	6	10	13	36	23	67	4	9	27	15	21	7	8	66
	7%	6%	7%	6%	6%	8%	6%	5%	7%	11%g	8%	3%	5%	8%	11%	8%	8%	5%	7%
MEAN NUMBER OF MENTIONS	3.45	4.25	4.72d	5.73abd	4.06	6.07abd	5.19ad	3.46	3.55	3.15	3.47	3.26	3.44	3.64	3.52	3.72	3.92	3.74	3.42
STANDARD ERROR	0.08	0.19	0.25	0.36	0.17	0.62	0.33	0.15	0.11	0.17	0.09	0.18	0.18	0.16	0.18	0.16	0.34	0.22	0.08
ERROR VARIANCE	0.01	0.03	0.06	0.13	0.03	0.39	0.11	0.02	0.01	0.03	0.01	0.03	0.03	0.03	0.03	0.02	0.11	0.05	0.01
Don't know	114	13	7	3	20	1	3	34	58	22	100	13	11	45	5	29	6	19	128
	11%	4%	3%	2%	6%	1%	2%	14%	11%	11%	12%	11%	6%	13%	4%	11%p	6%	13%p	13%
Personal finances (NET)	334	112	78	69	105	31	65	98	191	44	284	50	55	125	48	99	24	54	338
	33%	32%	29%	45%abd	31%	38%	39%b	40%i	35%i	22%	32%	42%j	32%	36%	37%	36%	27%	38%	34%
Median	2	3	3	4	3	4	3	2	2	2	2	2	2	3	3	2	2	2	2

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Ipsos MORI

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	
UNWEIGHTED BASE	998	139	172	174	138	182	193	998
WEIGHTED BASE	996	149	159	203	135	182	169	998
	100%	15%	16%	20%	14%	18%	17%	100%
Ageing population/ Social care for the elderly	92 9%	6 4%	4 3%	27 13%	10 7%	20 11%	25 15%	88 9%
AIDS	3 *	- -	- -	1 *	- -	1 *	1 1%	3 *
Animal welfare	13 1%	3 2%	2 1%	1 *	4 3%	3 1%	1 1%	12 1%
Bird flu/Pandemic flu/Swine flu	2 *	1 1%	1 1%	- -	- -	- -	- -	2 *
Common Market/EU/ Europe/Euro/ Constitution	84 8%	8 6%	6 4%	14 7%	8 6%	24 13%	23 14%	88 9%
Countryside/Rural life	11 1%	3 2%	- -	1 *	1 *	4 2%	3 2%	10 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	155 16%	14 9%	26 16%	37 18%	30 22%	25 14%	22 13%	157 16%
Defence/Foreign affairs/ International terrorism	81 8%	13 9%	6 4%	30 15%	10 7%	12 7%	11 7%	79 8%
Drug abuse	61 6%	10 7%	16 10%	6 3%	8 6%	7 4%	14 8%	72 7%
Economy/Economic situation	355 36%	50 33%	50 31%	92 45%	49 36%	71 39%	43 26%	350 35%
Education/Schools	165 17%	35 23%	22 14%	47 23%	16 12%	27 15%	18 11%	160 16%

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	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	998	139	172	174	138	182	193	998
WEIGHTED BASE	996	149	159	203	135	182	169	998
	100%	15%	16%	20%	14%	18%	17%	100%
Foot and mouth outbreak/Farming crisis	5 1%	-	1	1	3	-	1	5 1%
		-	1%	*	2%	-	1%	
Housing	139 14%	16	29	36	24	22	12	144 14%
		10%	18%	18%	18%	12%	7%	
Inflation/Prices	141 14%	19	32	26	25	12	26	147 15%
		13%	20%	13%	19%	7%	16%	
Local government/Council tax	44 4%	4	4	9	13	6	8	45 5%
		3%	2%	4%	10%	3%	5%	
Low pay/Minimum wage/Fair wages	111 11%	25	25	19	19	12	11	116 12%
		17%	16%	9%	14%	7%	7%	
Morality/Individual behaviour/Lifestyle	89 9%	17	3	30	4	20	15	81 8%
		11%	2%	15%	3%	11%	9%	
National health service/Hospitals/Healthcare	267 27%	40	26	63	33	59	46	249 25%
		27%	16%	31%	24%	33%	27%	
Nationalisation/Government control of institutions	19 2%	5	2	4	2	2	4	20 2%
		3%	1%	2%	2%	1%	3%	
Northern Ireland	1 *	-	-	1	-	-	-	1 *
		-	-	*	-	-	-	
Nuclear weapons/Nuclear war/Disarmament	11 1%	3	1	2	1	1	2	11 1%
		2%	1%	1%	1%	1%	1%	
Pensions/Social security/Benefits	115 12%	16	11	24	13	31	19	109 11%
		11%	7%	12%	10%	17%	12%	
Petrol prices/Fuel	59 6%	14	8	11	8	9	10	59 6%
		9%	5%	5%	6%	5%	6%	

Respondent type : GB Adults 18+
Fieldwork dates : 2nd - 12th May 2014
Number of sample points : 193
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

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	
UNWEIGHTED BASE	998	139	172	174	138	182	193	998
WEIGHTED BASE	996	149	159	203	135	182	169	998
	100%	15%	16%	20%	14%	18%	17%	100%
Pollution/ Environment	77 8%	20 13%	5 3%	21 10%	8 6%	19 11%	5 3%	73 7%
Population levels/ Overpopulation	70 7%	11 7%	2 1%	15 7%	14 10%	15 8%	14 8%	68 7%
Pound/Exchange rate/Value of pound	8 1%	2 2%	1 1%	1 *	1 *	1 1%	1 1%	10 1%
Poverty/Inequality	147 15%	27 18%	24 15%	32 16%	18 14%	30 16%	16 9%	147 15%
Privatisation	22 2%	5 3%	1 1%	10 5%	1 1%	1 1%	4 2%	19 2%
Public services in general	67 7%	17 11%	4 3%	16 8%	11 8%	10 5%	9 5%	64 6%
Race relations/ Immigration/ Immigrants	339 34%	44 30%	45 28%	47 23%	52 38%	67 37%	84 50%	329 33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	44 4%	8 5%	2 1%	6 3%	5 4%	15 8%	8 5%	46 5%
Taxation	72 7%	11 7%	11 7%	12 6%	18 13%	4 2%	16 9%	73 7%
Trade unions/ Strikes	13 1%	4 3%	4 2%	1 *	1 1%	1 1%	2 1%	13 1%
Transport/Public transport	48 5%	6 4%	8 5%	13 6%	8 6%	7 4%	7 4%	47 5%
Unemployment/ Factory closure/ Lack of industry	317 32%	45 30%	70 44%	54 27%	66 49%	39 22%	43 25%	325 33%

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		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	998	139	172	174	138	182	193	998
WEIGHTED BASE	996	149	159	203	135	182	169	998
	100%	15%	16%	20%	14%	18%	17%	100%
Other	72	12	6	17	7	18	11	66
	7%	8%	4%	9%	5%	10%	7%	7%
MEAN NUMBER OF MENTIONS	3.45	3.59	3.06	3.65	3.72	3.34	3.32	3.42
STANDARD ERROR	0.08	0.27	0.14	0.21	0.23	0.14	0.19	0.08
ERROR VARIANCE	0.01	0.07	0.02	0.05	0.05	0.02	0.03	0.01
Don't know	114	22	31	12	12	11	26	128
	11%	15%	20%	6%	9%	6%	15%	13%
Personal finances (NET)	334	64	64	62	48	49	47	338
	33%	43%	40%	31%	36%	27%	28%	34%
Median	2	2	2	3	3	2	2	2

Respondent type : GB Adults 18+
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	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+	998
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	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+	998
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	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+	998
●	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998

	Page	Table	Title	Base Description	Base
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998
	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	998