

Issues Index FINAL

Table 1

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	994	452	542	103	138	195	163	166	144	85	241	358	395	229	235	283	232	244	518	476	994
Weighted total	982	477	506	117	162	190	164	149	103	98	278	354	350	201	263	282	209	228	545	437	994
AIDS	1*	1*	-	1%	-	-	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	1*
Animal welfare	3*	3%	-	-	2%	-	-	1%	-	-	2%	-	1%	-	-	3%	-	-	3%	-	2*
Bird flu/pandemic flu	2*	1*	2*	1%	1%	-	-	-	-	1%	2%	-	1%	1%	-	1%	1%	1%	1%	2%	3*
Common Market/EU/Europe/ EURO/Constitution	1*	-	1*	-	-	-	-	-	1%	-	-	-	1%	1%	-	1%	-	-	1%	-	1*
Countryside/rural life	3*	-	3%	-	-	1%	1%	-	-	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	3*
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68%	40%	28%	6%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	4%	7%	10%	7%	6%	9%	71%
Defence/foreign affairs/ international terrorism	12%	5%	7%	4%	2%	1*	-	2%	1%	-	8%	1%	4%	2%	3%	6%	1%	2%	9%	3%	14%
Drug abuse	10%	2%	8%	2%	1%	-	1%	3%	1%	-	4%	1%	4%	1%	-	5%	1%	4%	5%	5%	9%
Economy/economic situation	469%	239%	229%	53%	74%	104%	81%	69%	45%	35%	136%	185%	148%	79%	151%	134%	92%	92%	285%	183%	458%
Education/schools	19%	6%	14%	1%	1%	3%	8%	3%	3%	-	3%	11%	6%	3%	7%	7%	2%	3%	14%	6%	21%
Foot and mouth outbreak/ farming crisis	1*	-	1*	-	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	1*
GM/GM (Genetically modified) foods	**	-	**	-	**	-	-	-	-	-	**	-	-	-	-	**	-	-	**	-	1*
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15%	12%	3%	1%	5%	1%	4%	3%	-	1%	6%	5%	4%	1%	6%	4%	5%	-	10%	5%	11%
Inflation/prices	43%	16%	27%	4%	7%	5%	1%	3%	3%	8%	6%	3%	4%	5%	1%	5%	2%	9%	3%	6%	39%
Local government/council tax	**	**	-	-	-	-	-	-	**	-	-	-	**	**	-	-	-	**	-	**	1*
Low pay/minimum wage/ fair wages	4*	1*	3%	1%	-	2%	1%	-	-	-	1%	3%	-	-	-	2%	2%	1%	2%	2%	5%
Morality/individual behaviour/lifestyle	22%	11%	11%	1%	6%	2%	-	4%	5%	4%	7%	2%	13%	9%	7%	7%	5%	4%	13%	9%	26%
National Health Service/ Hospitals/Healthcare	11%	6%	5%	2%	4%	2%	-	1%	1%	1%	6%	2%	3%	2%	3%	2%	2%	4%	5%	6%	13%
Nationalisation/ Government control of institutions	4*	3%	1%	1%	-	1%	-	1%	1%	-	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	4*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Gender		Age											Social class						Unwtd total		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE	
Nuclear weapons/nuclear war/disarmament	1*	-	1*	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1*
Pensions/social security/benefits	81%	2*	51%	-	21%	-	-	11%	11%	44%	21%	-	62%	52%	21%	31%	11%	11%	51%	31%	81%	
Petrol prices/fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pollution/environment	202%	112%	92%	22%	11%	74%	43%	-	33%	22%	31%	113%	53%	53%	114%	42%	21%	31%	153%	53%	192%	
Pound/exchange rate/value of pound	3*	1*	2*	-	-	-	-	-	22%	11%	-	-	32%	32%	21%	-	11%	-	2*	1*	3*	
Poverty/inequality	131%	1*	122%	43%	21%	-	-	11%	44%	33%	52%	-	82%	74%	1*	42%	21%	52%	61%	82%	141%	
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Public services in general	3*	-	31%	-	-	-	11%	21%	-	11%	-	1*	21%	1*	1*	11%	2*	-	2*	2*	3*	
Race relations/immigration/immigrants	11312%	5211%	6112%	97%	85%	2011%	2616%	2114%	1313%	1616%	176%	4613%	5014%	2915%	2510%	3011%	2814%	3013%	5510%	5813%	12312%	
Scottish/Welsh Assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Taxation	51%	41%	2*	-	42%	11%	**	-	-	-	41%	2*	-	-	-	52%	-	**	51%	**	4*	
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unemployment/factory closure/lack of industry	808%	368%	449%	44%	149%	137%	2012%	1711%	66%	66%	197%	339%	298%	126%	104%	176%	2512%	2913%	275%	5412%	869%	
Other	232%	143%	92%	21%	53%	53%	-	53%	33%	44%	62%	52%	123%	73%	135%	52%	21%	31%	193%	41%	232%	
Don't know	222%	82%	143%	54%	53%	42%	21%	11%	21%	44%	104%	52%	73%	53%	31%	41%	73%	94%	71%	154%	263%	

Respondent type : GB adults 18+
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Issues Index FINAL

Table 2

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Regions											Home ownership					Working status					Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	
Unweighted total	994	844	55	95	344	249	299	351	120	250	130	328	372	173	112	700	390	99	505	68	78	994
Weighted total	982	845	49	88	331	243	296	355	126	265	139	307	405	148	114	713	450	84	448	39	104	994
AIDS	1 *	1 *	-	-	-	-	-	1 *	1 1%	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *
Animal welfare	3 *	3 *	-	-	-	-	3 1%	-	-	-	-	1 *	2 *	-	-	3 *	3 1%	-	-	-	-	2 *
Bird flu/pandemic flu	2 *	2 *	-	-	1 *	1 *	1 *	1 *	-	1 *	1 1%	-	1 *	1 *	1 1%	1 *	-	-	2 *	-	-	3 *
Common Market/EU/Europe/ EURO/Constitution	1 *	-	1 1%	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *
Countryside/rural life	3 *	3 *	-	-	-	-	1 *	1 *	-	1 *	1 1%	1 *	1 *	-	1 1%	2 *	1 *	-	2 *	-	1 1%	3 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68 7%	61 7%	2 4%	5 6%	30 9%	24 10%	18 6%	20 6%	13 10%	17 6%	4 3%	18 6%	31 8%	11 7%	8 7%	49 7%	33 7%	3 4%	32 7%	1 4%	12 11%	71 7%
Defence/foreign affairs/ international terrorism	12 1%	11 1%	2 4%	-	5 1%	5 2%	2 1%	6 2%	1 1%	4 1%	3 2%	2 1%	7 2%	1 1%	1 1%	9 1%	7 1%	3 3%	3 1%	1 3%	1 1%	14 1%
Drug abuse	10 1%	8 1%	-	2 2%	7 2%	5 2%	1 *	2 *	-	2 1%	2 1%	1 *	6 1%	3 2%	1 1%	6 1%	3 1%	2 2%	5 1%	1 2%	-	9 1%
Economy/economic situation	469 48%	403 48%	19 40%	46 52%	161 49%	115 47%	137 46%	170 48%	62 50%	126 48%	63 46%	139 45%	210 52%	61 41%	56 49%	348 49%	240 53%	41 49%	187 42%	15 38%	50 48%	458 46%
Education/schools	19 2%	18 2%	1 3%	-	3 1%	3 1%	6 2%	10 3%	4 3%	9 4%	5 4%	7 2%	9 2%	2 2%	1 1%	16 2%	12 3%	3 3%	4 1%	2 4%	7 7%	21 2%
Foot and mouth outbreak/ farming crisis	1 *	1 *	-	-	-	-	-	1 *	-	1 *	1 1%	-	1 *	-	-	1 *	-	1 1%	-	-	-	1 *
GM/GM (Genetically modified) foods	* *	- *	1 1%	-	-	-	* *	-	-	-	-	-	* *	-	-	* *	* *	-	-	-	-	1 *
Heathrow/third runway at Heathrow	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15 2%	15 2%	-	-	2 1%	2 1%	4 1%	9 3%	4 3%	4 2%	-	5 2%	8 2%	1 1%	1 1%	13 2%	9 2%	-	6 1%	-	1 1%	11 1%
Inflation/prices	43 4%	40 5%	1 2%	2 2%	11 3%	8 3%	16 5%	17 5%	8 6%	9 3%	1 1%	15 5%	12 3%	11 8%	5 4%	27 4%	20 4%	1 2%	22 5%	2 4%	7 7%	39 4%
Local government/council tax	* *	- *	1 1%	-	-	-	* *	-	-	-	-	* *	-	-	-	* *	-	-	* *	-	-	1 *
Low pay/minimum wage/ fair wages	4 *	3 *	2 2%	-	1 *	1 *	3 1%	-	-	-	-	-	1 *	1 *	2 2%	1 *	3 1%	1 1%	1 *	1 1%	-	5 1%
Morality/individual behaviour/lifestyle	22 2%	21 3%	-	1 1%	7 2%	6 2%	3 1%	12 4%	6 5%	9 3%	4 3%	8 3%	7 2%	4 3%	2 2%	16 2%	6 1%	1 2%	15 3%	2 4%	2 2%	26 3%
National Health Service/ Hospitals/Healthcare	11 1%	9 1%	2 3%	1 1%	3 1%	2 1%	4 1%	4 1%	4 3%	4 2%	1 *	2 1%	5 1%	1 *	3 3%	7 1%	6 1%	-	6 1%	1 3%	1 1%	13 1%
Nationalisation/ Government control of institutions	4 *	4 *	-	-	1 *	1 *	-	3 1%	-	3 1%	3 2%	1 *	2 *	1 1%	-	3 *	1 *	1 1%	2 *	-	1 1%	4 *

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Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Unwtd total	
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed		Self-employed
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1	-	-	-	1	1
	*	*	-	-	*	1%	-	-	-	-	-	-	*	-	*	-	-	-	-	-	1%	*
Pensions/social security/benefits	8	8	-	-	1	1	3	4	-	1	1	6	1	-	1	7	2	-	6	1	-	8
	1%	1%	-	-	*	*	1%	1%	-	1%	1%	2%	*	-	1%	1%	*	-	1%	2%	-	1%
Petrol prices/fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/environment	20	16	-	4	6	1	2	12	3	10	7	6	8	2	3	14	7	5	8	-	5	19
	2%	2%	-	5%	2%	1%	1%	3%	2%	4%	5%	2%	2%	1%	3%	2%	2%	6%	2%	-	4%	2%
Pound/exchange rate/ value of pound	3	1	-	2	2	-	1	-	-	-	-	2	-	1	-	2	-	-	3	1	-	3
	*	*	-	2%	1%	-	*	-	-	-	-	1%	-	1%	-	*	-	-	1%	-	-	*
Poverty/inequality	13	12	1	1	1	1	6	6	3	6	3	6	-	4	4	6	2	2	10	-	-	14
	1%	1%	1%	1%	*	*	2%	2%	2%	2%	2%	2%	-	3%	3%	1%	*	2%	2%	-	-	1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	3	3	-	-	-	-	2	1	-	-	-	-	2	-	1	2	-	-	3	-	-	3
	*	*	-	-	-	-	1%	*	-	-	-	-	1%	-	1%	*	-	-	1%	-	-	*
Race relations/ immigration/immigrants	113	95	10	8	42	35	37	33	6	24	18	37	45	24	6	83	44	7	62	5	8	123
	12%	11%	21%	9%	13%	14%	13%	9%	5%	9%	13%	12%	11%	16%	6%	12%	10%	8%	14%	14%	8%	12%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	5	4	-	1	3	1	2	*	-	-	-	2	1	-	2	3	4	2	-	-	1	4
	1%	*	-	2%	1%	*	1%	*	-	-	-	*	*	-	2%	*	1%	2%	-	-	1%	*
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	80	64	6	10	27	17	29	24	7	20	14	32	32	13	3	64	35	10	35	7	5	86
	8%	8%	13%	11%	8%	7%	10%	7%	5%	8%	10%	11%	8%	9%	3%	9%	8%	12%	8%	18%	5%	9%
Other	23	18	-	5	10	5	5	8	3	6	4	9	8	1	3	17	9	1	13	-	1	23
	2%	2%	-	5%	3%	2%	2%	2%	2%	2%	3%	3%	2%	1%	3%	2%	2%	1%	3%	-	1%	2%
Don't know	22	20	2	*	9	8	6	8	2	7	5	5	4	6	6	8	3	1	18	1	1	26
	2%	2%	4%	1%	3%	3%	2%	2%	1%	3%	4%	2%	1%	4%	6%	1%	1%	2%	4%	2%	1%	3%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
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Table 3

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues						Unwtd total	
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	Economy	NHS/ Hospitals	Crime	Immigra tion/Race relations	Defence	Schools		
Unweighted total	994	293	258	127	701	509	97	139	267	303	633	148	280	281	87	137	994
Weighted total	982	299	252	120	683	485	94	117	289	326	635	143	279	280	87	128	994
AIDS	1 *	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
Animal welfare	3 *	-	3	-	3	3	-	-	1	2	1	-	-	-	-	-	2
Bird flu/pandemic flu	2 *	-	1	-	2	1	-	2	-	1	1	1	1	-	1	1	3
Common Market/EU/Europe/ EURO/Constitution	1 *	-	-	1	1	1	-	-	-	-	-	1	1	-	-	-	1
Countryside/rural life	3 *	1	-	-	1	1	-	-	1	-	2	-	-	-	-	-	3
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68 7%	14	22	9	54	26	13	16	18	18	30	12	68	10	4	5	71
Defence/foreign affairs/ international terrorism	12 1%	4	6	-	8	4	*	2	4	5	8	2	4	1	12	1	14
Drug abuse	10 1%	-	6	2	10	4	-	1	-	2	2	2	4	2	-	1	9
Economy/economic situation	469 48%	159	119	56	309	256	36	36	154	164	469	71	114	107	40	64	458
Education/schools	19 2%	4	8	3	15	10	1	3	7	10	7	4	2	*	1	19	21
Foot and mouth outbreak/ farming crisis	1 *	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
GM/GM (Genetically modified) foods	* *	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	1
Heathrow/third runway at Heathrow	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15 2%	4	7	1	11	6	1	2	6	4	5	1	3	7	2	-	11
Inflation/prices	43 4%	9	9	9	34	13	5	7	7	17	9	3	13	10	4	4	39
Local government/council tax	* *	-	-	-	*	*	-	-	-	-	*	-	-	-	-	-	1
Low pay/minimum wage/ fair wages	4 *	1	1	-	3	-	1	1	1	2	1	-	-	-	1	-	5
Morality/individual behaviour/lifestyle	22 2%	6	3	1	16	12	1	3	7	4	8	7	4	2	-	-	26
National Health Service/ Hospitals/Healthcare	11 1%	2	2	1	9	5	3	3	1	2	5	11	1	1	-	3	13
Nationalisation/ Government control of institutions	4 *	3	1	-	1	3	-	1	1	-	2	-	1	-	-	-	4

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	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues						Unwtd total
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	Economy	NHS/ Hospitals	Crime	Immigra tion/Race relations	Defence	Schools	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	1	-	-	-	-	-	-	1	1	-	-	-	-	-	1	1
Pensions/social security/benefits	8	2	2	6	6	-	1	-	2	2	-	1	1	-	2	8
Petrol prices/fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/environment	20	4	1	8	16	11	2	1	9	9	7	1	5	-	4	2
Pound/exchange rate/value of pound	3	-	2	1	3	2	-	1	1	-	1	-	-	-	1	-
Poverty/inequality	13	*	4	2	13	4	2	3	-	3	3	2	7	1	1	2
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	3	-	2	-	3	1	1	-	1	-	-	-	-	-	-	3
Race relations/immigration/immigrants	113	41	27	13	72	55	12	18	30	36	41	7	27	113	13	7
Scottish/Welsh Assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	5	3	1	-	3	4	1	-	4	1	-	-	-	-	-	*
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	80	28	16	8	52	40	6	9	20	26	24	17	17	15	3	15
Other	23	8	3	4	15	11	1	1	12	6	5	1	5	6	-	2
Don't know	22	2	6	*	21	9	7	5	3	9	2	*	1	2	-	*
	2%	1%	2%	*	3%	2%	7%	4%	1%	3%	*	*	*	1%	-	3%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 4

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Unweighted total	994	695	122	177	900	93	208	786	994
Weighted total	982	672	134	176	893	89	117	865	994
AIDS	1 *	1 *	-	-	-	1 1%	-	1 *	1 *
Animal welfare	3 *	1 *	2 1%	-	3 *	-	-	3 *	2 *
Bird flu/pandemic flu	2 *	2 *	-	-	2 *	-	-	2 *	3 *
Common Market/EU/Europe/ EURO/Constitution	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Countryside/rural life	3 *	1 *	-	1 1%	3 *	-	1 *	2 *	3 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68 7%	52 8%	8 6%	8 5%	59 7%	8 10%	10 9%	58 7%	71 7%
Defence/foreign affairs/ international terrorism	12 1%	8 1%	3 2%	2 1%	11 1%	1 1%	2 1%	11 1%	14 1%
Drug abuse	10 1%	4 1%	1 1%	5 3%	10 1%	-	-	10 1%	9 1%
Economy/economic situation	469 48%	317 47%	72 54%	80 46%	434 49%	34 39%	61 52%	408 47%	458 46%
Education/schools	19 2%	16 2%	1 1%	3 2%	19 2%	1 1%	4 4%	15 2%	21 2%
Foot and mouth outbreak/ farming crisis	1 *	1 *	-	-	1 *	-	-	1 *	1 *
GM/GM (Genetically modified) foods	* *	* *	-	-	* *	-	* *	-	1 *
Heathrow/third runway at Heathrow	- -	- -	-	-	-	-	-	-	-
Housing	15 2%	14 2%	-	1 1%	10 1%	5 5%	1 1%	14 2%	11 1%
Inflation/prices	43 4%	30 4%	9 6%	5 3%	38 4%	5 6%	4 4%	39 4%	39 4%
Local government/council tax	* *	- -	-	*	* *	-	-	* *	1 *
Low pay/minimum wage/ fair wages	4 *	4 1%	1 *	-	3 *	1 1%	1 *	4 *	5 1%
Morality/individual behaviour/lifestyle	22 2%	16 2%	1 1%	5 3%	17 2%	5 6%	3 2%	19 2%	26 3%
National Health Service/ Hospitals/Healthcare	11 1%	8 1%	-	3 2%	9 1%	2 2%	1 1%	10 1%	13 1%
Nationalisation/ Government control of institutions	4 *	4 1%	-	-	4 *	-	1 *	3 *	4 *
Northern Ireland	- -	- -	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 4

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Nuclear weapons/nuclear war/disarmament	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Pensions/social security/benefits	8 1%	6 1%	-	1 1%	8 1%	-	2 1%	6 1%	8 1%
Petrol prices/fuel	-	-	-	-	-	-	-	-	-
Pollution/environment	20 2%	13 2%	4 3%	3 2%	19 2%	1 1%	2 2%	17 2%	19 2%
Pound/exchange rate/value of pound	3 *	2 *	1 1%	-	3 *	-	-	3 *	3 *
Poverty/inequality	13 1%	10 1%	3 2%	1 *	13 2%	-	1 1%	13 1%	14 1%
Privatisation	-	-	-	-	-	-	-	-	-
Public services in general	3 *	2 *	2 1%	-	2 *	1 1%	-	3 *	3 *
Race relations/immigration/immigrants	113 12%	75 11%	10 8%	27 15%	110 12%	3 3%	12 10%	101 12%	123 12%
Scottish/Welsh Assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-
Taxation	5 1%	2 *	-	4 2%	4 *	1 1%	* *	5 1%	4 *
Trade unions/strikes	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	80 8%	56 8%	10 8%	15 8%	68 8%	12 14%	10 8%	71 8%	86 9%
Other	23 2%	12 2%	5 4%	6 3%	23 3%	-	1 1%	22 3%	23 2%
Don't know	22 2%	14 2%	2 1%	6 4%	15 2%	7 8%	1 1%	21 2%	26 3%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 5

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Daily newspaper readership																				Unwtd total		
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press		Red top press	
Unweighted total	994	50	131	70	20	57	13	41	3	20	30	7	24	123	44	13	412	24	156	395	168	212	994
Weighted total	982	45	126	63	17	56	19	36	5	17	33	8	28	124	43	11	406	27	157	386	162	207	994
AIDS	1*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1*
		2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-	*
Animal welfare	3*	-	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	2	2*	
		-	-	3%	-	-	-	4%	-	-	-	-	-	-	-	-	-	1%	*	-	1%	*	
Bird flu/pandemic flu	2*	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	2	-	2	3*	
		-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	*	-	-	*	-	1%	*	
Common Market/EU/Europe/ EURO/Constitution	1*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1*	
		-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	
Countryside/rural life	3*	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	2	2	-	3*	
		-	1%	-	1%	-	4%	-	-	-	-	-	-	-	-	-	-	1%	*	1%	-	*	
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68 7%	6	7	8	2	-	2	2	-	5	-	2	14	1	4	22	1	5	39	12	23	71	
		14%	5%	12%	13%	-	12%	5%	-	15%	-	8%	11%	2%	35%	5%	5%	3%	10%	7%	11%	7%	
Defence/foreign affairs/ international terrorism	12 1%	-	-	1	-	-	-	-	-	1	-	-	1	1	1	9	-	1	2	-	2	14	
		-	-	2%	-	-	-	-	-	4%	-	-	*	1%	5%	2%	-	1%	1%	-	1%	1%	
Drug abuse	10 1%	2	3	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	5	5	-	9	
		4%	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	3%	-	1%	
Economy/economic situation	469 48%	17	54	26	9	34	11	19	3	12	16	6	12	54	25	4	199	13	95	166	66	90	458
		38%	43%	41%	55%	61%	58%	55%	61%	70%	49%	74%	44%	44%	58%	39%	49%	49%	60%	43%	41%	43%	46%
Education/schools	19 2%	1	1	-	-	1	1	2	-	1	-	-	3	2	1	10	-	4	4	1	3	21	
		2%	2%	1%	-	3%	4%	4%	-	4%	-	-	2%	5%	8%	3%	-	2%	1%	*	1%	2%	
Foot and mouth outbreak/ farming crisis	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	
GM/GM (Genetically modified) foods	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1*	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	
Heathrow/third runway at Heathrow	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Housing	15 2%	1	1	2	-	2	-	-	-	1	-	-	-	-	-	8	1	2	5	2	2	11	
		2%	1%	3%	-	4%	-	-	-	3%	-	-	-	-	-	2%	4%	1%	1%	1%	1%	1%	
Inflation/prices	43 4%	1	2	1	-	-	-	1	-	1	-	3	6	3	-	18	7	5	11	3	7	39	
		3%	2%	2%	-	-	-	4%	-	5%	3%	12%	5%	6%	-	5%	27%	3%	3%	2%	4%	4%	
Local government/council tax	* *	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	1*	
		-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	
Low pay/minimum wage/ fair wages	4 *	-	2	-	-	-	-	-	-	-	-	-	2	-	-	1	-	-	4	2	2	5	
		-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	-	1%	1%	1%	1%	
Morality/individual behaviour/lifestyle	22 2%	*	2	-	-	4	*	2	-	2	3	-	1	2	1	*	10	*	7	8	2	26	
		1%	2%	-	-	6%	2%	6%	-	9%	9%	-	2%	1%	2%	3%	2%	2%	5%	2%	2%	3%	
National Health Service/ Hospitals/Healthcare	11 1%	-	2	-	-	1	-	2	-	-	-	-	2	2	-	3	-	3	4	2	2	13	
		-	1%	-	-	1%	-	6%	-	-	-	-	2%	-	-	1%	-	2%	1%	1%	1%	1%	
Nationalisation/ Government control of institutions	4 *	-	-	1	-	1	-	-	-	-	-	-	-	-	-	2	-	1	1	-	1	4*	
		-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	1%	-	*	*	-	*	*	

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 5

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Daily newspaper readership																				Unwt'd total		
	Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular		Mid market press	Red top press
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Pensions/social security/benefits	81%	-	1%	-	-	-	-	-	-	-	-	-	1%	2%	-	3%	1%	2%	2%	1%	1%	1%	8%
Petrol prices/fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pollution/environment	202%	*1%	1%	-	*3%	-	211%	-	239%	18%	27%	-	*13%	613%	-	82%	-	74%	41%	11%	11%	192%	
Pound/exchange rate/value of pound	3*	-	1%	-	-	-	-	-	-	-	113%	-	-	-	-	-	2*	-	11%	1*	11%	-	3*
Poverty/inequality	131%	-	1%	34%	-	-	-	14%	-	-	13%	-	-	-	-	-	72%	-	11%	41%	11%	31%	141%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	-	-	-	-	-	3*
Race relations/immigration/immigrants	11312%	1124%	2621%	915%	315%	36%	-	12%	-	-	26%	-	621%	1713%	13%	-	4010%	15%	43%	6818%	3622%	3316%	12312%
Scottish/Welsh Assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	51%	-	22%	-	-	-	-	-	-	-	-	-	32%	-	19%	1*	-	-	-	41%	22%	31%	4*
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	808%	38%	129%	813%	214%	48%	-	12%	-	-	25%	112%	311%	1714%	13%	-	307%	26%	74%	3810%	149%	2613%	869%
Other	232%	-	11%	11%	-	47%	314%	14%	-	-	-	-	-	-	12%	-	92%	-	96%	2*	11%	1*	232%
Don't know	222%	11%	43%	11%	-	23%	-	*1%	-	-	-	*2%	22%	*2%	-	133%	-	21%	51%	43%	43%	31%	263%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 6

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents 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 total	994	128	113	195	163	195	200	994
Weighted total	982	153	125	203	151	190	161	994
AIDS	1 *	1 1%	-	-	-	-	-	1 *
Animal welfare	3 *	2 1%	-	-	-	1 1%	-	2 *
Bird flu/pandemic flu	2 *	1 *	1 1%	-	-	-	1 *	3 *
Common Market/EU/Europe/ EURO/Constitution	1 *	-	-	-	-	1 *	-	1 *
Countryside/rural life	3 *	-	-	1 1%	-	-	1 1%	3 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	68 7%	7 5%	11 9%	14 7%	11 8%	9 5%	15 9%	71 7%
Defence/foreign affairs/ international terrorism	12 1%	7 5%	1 1%	1 *	-	1 1%	3 2%	14 1%
Drug abuse	10 1%	3 2%	1 1%	-	1 1%	2 1%	3 2%	9 1%
Economy/economic situation	469 48%	80 53%	56 45%	113 56%	72 48%	92 49%	55 35%	458 46%
Education/schools	19 2%	-	3 2%	9 4%	2 1%	5 2%	1 1%	21 2%
Foot and mouth outbreak/ farming crisis	1 *	-	-	1 *	-	-	-	1 *
GM/GM (Genetically modified) foods	* *	* *	-	-	-	-	-	1 *
Heathrow/third runway at Heathrow	- -	-	-	-	-	-	-	-
Housing	15 2%	6 4%	-	1 *	4 3%	3 2%	1 1%	11 1%
Inflation/prices	43 4%	3 2%	13 10%	6 3%	5 4%	9 5%	6 4%	39 4%
Local government/council tax	* *	-	-	-	-	-	*	1 *
Low pay/minimum wage/ fair wages	4 *	1 *	1 *	1 1%	2 1%	-	-	5 1%
Morality/individual behaviour/lifestyle	22 2%	6 4%	2 1%	1 *	1 1%	7 4%	6 4%	26 3%
National Health Service/ Hospitals/Healthcare	11 1%	1 1%	5 4%	1 1%	1 1%	3 1%	1 *	13 1%
Nationalisation/ Government control of institutions	4 *	1 *	-	-	1 1%	1 1%	1 *	4 *
Northern Ireland	- -	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 6

Q.1 What would you say is the most important issue facing Britain today?

Base : All respondents 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	
Nuclear weapons/nuclear war/disarmament	1 *	-	-	1 1%	-	-	-	1 *
Pensions/social security/benefits	8 1%	2 1%	-	-	-	3 2%	3 2%	8 1%
Petrol prices/fuel	-	-	-	-	-	-	-	-
Pollution/environment	20 2%	2 1%	2 1%	10 5%	1 1%	4 2%	1 1%	19 2%
Pound/exchange rate/value of pound	3 *	-	-	-	-	2 1%	1 1%	3 *
Poverty/inequality	13 1%	3 2%	3 2%	-	-	3 2%	5 3%	14 1%
Privatisation	-	-	-	-	-	-	-	-
Public services in general	3 *	-	-	1 *	-	1 *	2 1%	3 *
Race relations/immigration/immigrants	113 12%	8 5%	8 7%	22 11%	24 16%	25 13%	26 16%	123 12%
Scottish/Welsh Assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-
Taxation	5 1%	4 3%	-	1 1%	* *	-	-	4 *
Trade unions/strikes	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-
Unemployment/factory closure/lack of industry	80 8%	7 4%	12 10%	12 6%	21 14%	7 4%	21 13%	86 9%
Other	23 2%	6 4%	-	4 2%	1 1%	9 5%	3 2%	23 2%
Don't know	22 2%	2 1%	8 6%	3 1%	3 2%	2 1%	5 3%	26 3%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 7

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	994	452	542	103	138	195	163	166	144	85	241	358	395	229	235	283	232	244	518	476	994
Weighted total	982	477	506	117	162	190	164	149	103	98	278	354	350	201	263	282	209	228	545	437	994
AIDS	2 *	2 *	-	1 1%	-	* *	-	-	1 1%	-	1 *	* *	1 *	1 *	* *	2 1%	-	-	2 *	-	3 *
Animal welfare	3 *	3 1%	-	-	2 1%	-	-	1 1%	-	-	2 1%	-	1 *	-	-	3 1%	-	-	3 1%	-	2 *
Bird flu/pandemic flu	12 1%	5 1%	7 1%	1 1%	4 3%	2 1%	3 2%	-	1 1%	1 1%	5 2%	5 1%	2 1%	2 1%	1 1%	1 1%	2 1%	7 3%	3 1%	9 2%	13 1%
Common Market/EU/Europe/ EURO/Constitution	10 1%	6 1%	3 1%	-	-	2 1%	1 1%	2 1%	4 4%	1 1%	-	3 1%	6 2%	5 2%	4 1%	3 1%	2 1%	1 *	7 1%	3 1%	12 1%
Countryside/rural life	8 1%	2 *	6 1%	2 2%	1 1%	1 *	1 *	-	1 1%	2 3%	3 1%	1 *	3 1%	3 2%	1 1%	3 1%	1 1%	1 1%	4 1%	4 1%	8 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279 28%	136 29%	143 28%	38 33%	51 32%	51 27%	36 22%	45 30%	34 33%	24 24%	89 32%	87 25%	102 29%	58 29%	71 27%	92 33%	50 24%	65 29%	164 30%	115 26%	280 28%
Defence/foreign affairs/ international terrorism	87 9%	49 10%	38 8%	8 7%	10 6%	22 12%	18 11%	10 7%	11 11%	7 8%	18 7%	40 11%	29 8%	19 9%	30 12%	28 10%	19 9%	9 4%	58 11%	29 7%	87 9%
Drug abuse	49 5%	17 4%	32 6%	8 6%	8 5%	9 5%	3 2%	7 5%	6 6%	8 8%	15 6%	12 3%	21 6%	14 7%	4 1%	14 5%	7 3%	24 11%	18 3%	31 7%	49 5%
Economy/economic situation	635 65%	323 68%	313 62%	79 68%	96 60%	138 73%	110 67%	95 64%	64 62%	53 54%	175 63%	248 70%	212 61%	116 58%	191 73%	184 65%	139 66%	121 53%	375 69%	260 60%	633 64%
Education/schools	128 13%	38 8%	90 18%	9 7%	14 8%	33 17%	24 15%	29 19%	13 13%	6 6%	22 8%	57 16%	48 14%	19 10%	55 21%	35 13%	22 10%	16 7%	90 17%	37 9%	137 14%
Foot and mouth outbreak/ farming crisis	1 *	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *
GM/GM (Genetically modified) foods	3 *	1 *	2 *	-	*	1 1%	1 1%	-	-	-	*	2 1%	-	-	2 1%	*	-	-	3 1%	-	3 *
Heathrow/third runway at Heathrow	2 *	-	2 *	-	-	-	* 1%	2 1%	-	-	-	* 1%	2 1%	-	-	2 1%	* 1%	-	2 *	* *	2 *
Housing	59 6%	33 7%	26 5%	8 7%	18 11%	10 5%	9 5%	9 6%	2 2%	2 2%	27 10%	18 5%	14 4%	5 2%	11 4%	19 7%	18 8%	12 5%	30 5%	29 7%	55 6%
Inflation/prices	128 13%	65 14%	62 12%	17 14%	32 20%	26 13%	9 6%	18 12%	13 13%	13 14%	48 17%	35 10%	45 13%	27 13%	15 6%	34 12%	29 14%	49 22%	50 9%	78 18%	120 12%
Local government/council tax	19 2%	10 2%	9 2%	-	2 1%	6 3%	3 2%	1 1%	5 5%	2 2%	2 1%	8 2%	8 2%	7 4%	5 2%	5 2%	5 2%	4 2%	10 2%	9 2%	23 2%
Low pay/minimum wage/ fair wages	27 3%	13 3%	14 3%	7 6%	2 1%	9 5%	2 1%	4 2%	1 1%	2 2%	9 3%	12 3%	6 2%	2 1%	4 1%	6 2%	9 4%	8 3%	10 2%	17 4%	30 3%
Morality/individual behaviour	80 8%	39 8%	41 8%	14 12%	14 9%	13 7%	4 2%	14 10%	15 14%	6 6%	27 10%	17 5%	35 10%	21 11%	21 8%	25 9%	19 9%	15 7%	46 8%	33 8%	82 8%
National Health Service/ Hospitals/Healthcare	143 15%	60 13%	84 17%	8 7%	27 17%	34 18%	23 14%	26 17%	16 15%	9 9%	36 13%	57 16%	51 14%	25 12%	37 14%	43 15%	40 19%	23 10%	81 15%	62 14%	148 15%
Nationalisation/ Government control of institutions	19 2%	13 3%	7 1%	2 1%	3 2%	4 2%	2 1%	3 2%	4 4%	2 2%	4 2%	5 2%	10 3%	6 3%	8 3%	4 2%	3 1%	4 2%	13 2%	7 2%	19 2%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 7

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Gender		Age											Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Nuclear weapons/nuclear war/disarmament	7 1%	4 1%	3 1%	3 2%	-	1 *	4 2%	-	-	-	3 1%	4 1%	-	-	4 1%	-	-	4 2%	4 1%	4 1%	6 1%
Pensions/social security/benefits	44 4%	15 3%	29 6%	2 2%	5 3%	3 2%	8 5%	8 5%	8 8%	10 10%	7 3%	11 3%	26 7%	18 9%	12 4%	12 4%	9 5%	11 5%	24 4%	20 5%	49 5%
Petrol prices/fuel	20 2%	14 3%	6 1%	2 1%	6 4%	6 3%	1 1%	2 1%	1 1%	3 3%	7 3%	7 2%	6 2%	4 2%	2 1%	6 2%	5 2%	7 3%	8 1%	12 3%	17 2%
Pollution/environment	77 8%	35 7%	42 8%	10 9%	7 4%	23 12%	16 9%	8 6%	6 6%	7 7%	17 6%	39 11%	21 6%	13 7%	34 13%	14 5%	16 8%	13 6%	48 9%	29 7%	78 8%
Pound/exchange rate/value of pound	12 1%	7 2%	5 1%	4 3%	2 1%	3 2%	-	-	2 2%	1 1%	6 2%	3 1%	3 1%	3 2%	4 1%	5 2%	1 1%	2 1%	9 2%	3 1%	11 1%
Poverty/inequality	74 8%	31 6%	44 9%	8 7%	19 12%	14 7%	7 4%	7 5%	10 10%	9 9%	27 10%	21 6%	26 7%	19 10%	14 5%	21 8%	19 9%	19 8%	36 7%	38 9%	80 8%
Privatisation	4 *	-	4 1%	-	1 1%	1 *	3 2%	-	-	-	1 *	3 1%	-	-	-	-	2 1%	3 1%	-	4 1%	4 *
Public services in general	28 3%	16 3%	12 2%	1 1%	-	8 4%	6 3%	5 3%	5 5%	4 4%	1 *	14 4%	9 4%	9 4%	8 3%	9 3%	9 4%	2 1%	17 3%	10 2%	29 3%
Race relations/immigration/immigrants	280 29%	150 32%	130 26%	22 19%	36 23%	51 27%	58 35%	51 34%	28 27%	34 35%	59 21%	109 31%	113 32%	61 31%	65 25%	69 24%	75 36%	71 31%	134 25%	146 33%	281 28%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 *	1 1%	1 *	-	-	-	1 *	-	1 *
Taxation	33 3%	18 4%	15 3%	1 1%	10 6%	10 5%	7 4%	3 2%	1 1%	1 1%	11 4%	17 5%	5 2%	2 1%	5 2%	19 7%	7 3%	3 1%	23 4%	10 2%	33 3%
Trade unions/strikes	4 *	4 1%	-	-	-	-	4 2%	-	-	-	-	4 1%	-	-	3 1%	1 *	-	-	4 1%	-	2 *
Transport/public transport	13 1%	8 2%	5 1%	1 1%	2 1%	4 2%	4 2%	* *	1 1%	2 2%	2 1%	7 2%	3 1%	3 1%	6 2%	3 1%	2 1%	2 1%	9 2%	4 1%	15 2%
Unemployment/factory closure/lack of industry	222 23%	113 24%	108 21%	22 19%	43 27%	49 26%	37 23%	35 23%	19 19%	18 18%	65 23%	86 24%	71 20%	37 18%	42 16%	58 20%	61 29%	60 27%	100 18%	122 28%	221 22%
Other	76 8%	38 8%	38 8%	7 6%	9 6%	13 7%	11 7%	17 11%	11 11%	7 7%	16 6%	25 7%	35 10%	18 9%	31 12%	23 8%	14 6%	9 4%	54 10%	22 5%	81 8%
Don't know	17 2%	5 1%	12 2%	5 4%	5 3%	2 1%	1 1%	1 *	1 1%	3 3%	10 3%	4 1%	4 1%	4 2%	1 *	2 1%	5 3%	8 4%	4 1%	14 3%	19 2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 8

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Regions											Home ownership					Working status					Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	
Unweighted total	994	844	55	95	344	249	299	351	120	250	130	328	372	173	112	700	390	99	505	68	78	994
Weighted total	982	845	49	88	331	243	296	355	126	265	139	307	405	148	114	713	450	84	448	39	104	994
AIDS	2	2	-	-	-	-	-	2	2	2	-	2	-	-	*	2	*	-	2	-	-	3
Animal welfare	3	3	-	-	-	-	3	-	-	-	-	1	2	-	-	3	3	-	-	-	-	2
Bird flu/pandemic flu	12	11	-	1	7	6	3	2	-	2	2	1	5	1	5	6	4	2	6	1	-	13
Common Market/EU/Europe/ EURO/Constitution	10	9	1	-	3	3	3	3	1	2	1	6	3	-	-	9	4	-	6	-	1	12
Countryside/rural life	8	8	-	-	3	3	1	3	-	1	1	3	4	-	1	7	2	1	5	-	2	8
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279	236	14	29	97	68	83	98	48	82	34	79	119	43	34	198	119	22	138	7	23	280
Defence/foreign affairs/ international terrorism	87	73	6	8	27	19	21	39	8	27	19	19	50	8	9	69	49	8	30	2	9	87
Drug abuse	49	33	2	14	30	17	10	8	4	8	4	12	17	16	4	28	17	4	28	3	1	49
Economy/economic situation	635	551	26	59	217	158	186	232	93	176	83	196	279	80	77	474	316	56	263	21	68	633
Education/schools	128	115	5	8	34	26	39	55	16	44	28	52	54	8	13	107	60	15	52	6	16	137
Foot and mouth outbreak/ farming crisis	1	1	-	-	-	-	-	1	-	1	1	-	1	-	-	1	-	1	-	-	-	1
GM/GM (Genetically modified) foods	3	1	*	1	2	1	*	-	-	-	-	1	2	-	-	3	2	-	1	-	-	3
Heathrow/third runway at Heathrow	2	2	-	-	*	*	-	2	2	2	-	2	-	-	-	2	2	-	-	-	2	2
Housing	59	51	3	5	17	12	19	23	12	15	4	12	23	11	13	34	31	2	26	1	5	55
Inflation/prices	128	116	5	7	40	33	49	39	18	27	8	38	40	33	16	79	59	9	60	6	22	120
Local government/council tax	19	14	4	1	5	5	10	3	1	2	1	5	9	3	2	14	7	1	11	1	2	23
Low pay/minimum wage/ fair wages	27	23	2	2	5	4	16	5	4	5	1	5	8	8	6	13	15	1	11	2	1	30
Morality/individual behaviour	80	71	1	7	20	13	22	38	14	33	20	26	31	13	9	57	32	6	42	2	9	82
National Health Service/ Hospitals/Healthcare	143	118	9	16	58	42	34	51	14	38	23	51	62	12	17	113	79	11	52	2	15	148
Nationalisation/ Government control of institutions	19	17	1	2	8	6	2	10	1	9	8	10	6	2	1	16	8	1	10	-	5	19

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 8

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Unwtd total	
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed		Self-employed
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	7 1%	7 1%	-	* 1%	4 1%	4 1%	3 1%	-	-	-	-	-	4 1%	3 2%	* *	4 *	4 1%	-	4 1%	2 4%	1 1%	6 1%
Pensions/social security/benefits	44 4%	36 4%	2 5%	5 6%	10 3%	4 2%	14 5%	20 6%	2 2%	14 5%	12 8%	20 6%	11 3%	8 5%	5 4%	31 4%	12 3%	2 3%	29 7%	1 2%	1 1%	49 5%
Petrol prices/fuel	20 2%	18 2%	-	2 2%	2 1%	-	9 3%	9 3%	4 3%	7 3%	4 3%	5 2%	8 2%	5 3%	1 1%	14 2%	12 3%	2 2%	6 1%	1 2%	4 4%	17 2%
Pollution/environment	77 8%	61 7%	3 6%	13 15%	26 8%	13 5%	21 7%	31 9%	7 6%	18 7%	11 8%	19 6%	37 9%	11 7%	8 7%	56 8%	39 9%	11 13%	27 6%	3 7%	10 9%	78 8%
Pound/exchange rate/ value of pound	12 1%	10 1%	-	2 2%	2 1%	-	3 1%	7 2%	4 3%	7 3%	3 2%	2 1%	5 1%	3 2%	2 1%	7 1%	6 1%	-	6 1%	-	-	11 1%
Poverty/inequality	74 8%	65 8%	4 8%	5 5%	14 4%	10 4%	24 8%	36 10%	23 18%	34 13%	12 8%	24 8%	17 4%	18 12%	15 13%	41 6%	26 6%	8 10%	40 9%	3 7%	8 8%	80 8%
Privatisation	4 *	3 *	-	2 2%	2 1%	1 *	-	2 1%	1 1%	2 1%	1 1%	-	1 *	2 1%	2 *	1 *	3 1%	1 1%	-	-	-	4 *
Public services in general	28 3%	21 3%	4 9%	2 2%	7 2%	5 2%	11 4%	10 3%	1 1%	6 2%	4 3%	12 4%	14 3%	* *	2 2%	25 4%	14 3%	2 2%	12 3%	* 1%	6 6%	29 3%
Race relations/ immigration/immigrants	280 29%	236 28%	18 37%	26 29%	105 32%	79 32%	89 30%	86 24%	29 23%	64 24%	35 25%	90 29%	119 29%	43 29%	28 25%	209 29%	121 27%	21 25%	138 31%	9 23%	34 33%	281 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *
Taxation	33 3%	30 4%	1 2%	2 2%	5 2%	3 1%	11 4%	17 5%	7 5%	13 5%	6 4%	7 2%	14 3%	4 3%	8 7%	21 3%	23 5%	2 2%	8 2%	1 1%	3 3%	33 3%
Trade unions/strikes	4 *	-	1 2%	3 3%	3 1%	-	1 *	-	-	-	-	-	4 1%	-	-	4 1%	4 1%	-	-	-	-	2 *
Transport/public transport	13 1%	11 1%	2 3%	-	2 1%	2 1%	6 2%	4 1%	2 1%	2 1%	1 *	2 1%	9 2%	-	3 2%	10 1%	8 2%	-	5 1%	* 1%	1 1%	15 2%
Unemployment/factory closure/lack of industry	222 23%	178 21%	12 26%	31 35%	94 28%	62 26%	60 20%	68 19%	23 18%	53 20%	30 21%	68 22%	94 23%	43 29%	17 15%	162 23%	112 25%	15 18%	95 21%	13 33%	19 18%	221 22%
Other	76 8%	61 7%	4 8%	11 13%	30 9%	19 8%	24 8%	22 6%	4 3%	12 4%	8 6%	29 10%	34 8%	4 2%	8 7%	63 9%	30 7%	4 5%	41 9%	3 7%	6 6%	81 8%
Don't know	17 2%	15 2%	2 4%	* 1%	6 2%	6 2%	5 2%	5 2%	2 1%	5 2%	3 2%	3 1%	3 1%	5 3%	5 5%	6 1%	2 1%	1 1%	14 3%	* 1%	-	19 2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 9

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues						Unwtd total	
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	Economy	NHS/ Hospitals	Crime	Immigra tion/Race relations	Defence	Schools		
Unweighted total	994	293	258	127	701	509	97	139	267	303	633	148	280	281	87	137	994
Weighted total	982	299	252	120	683	485	94	117	289	326	635	143	279	280	87	128	994
AIDS	2	*	2	-	2	*	-	-	*	*	-	-	*	-	-	-	3
	*	*	1%	-	*	*	-	-	*	*	-	-	*	-	-	-	*
Animal welfare	3	-	3	-	3	3	-	-	1	2	1	-	-	-	-	-	2
	*	-	1%	-	*	1%	-	-	*	1%	*	-	-	-	-	-	*
Bird flu/pandemic flu	12	1	2	3	12	4	3	2	1	6	6	1	3	3	-	1	13
	1%	*	1%	2%	2%	1%	3%	2%	*	2%	1%	1%	1%	1%	-	*	1%
Common Market/EU/Europe/ EURO/Constitution	10	5	1	3	4	6	-	-	2	2	6	1	2	2	3	1	12
	1%	2%	1%	2%	1%	1%	-	-	1%	1%	1%	1%	1%	3%	1%	1%	1%
Countryside/rural life	8	3	-	-	5	2	-	-	1	1	5	3	-	-	-	1	8
	1%	1%	-	-	1%	1%	-	-	*	*	1%	2%	-	-	-	1%	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279	89	73	29	190	127	33	36	78	89	170	38	279	84	25	25	280
	28%	30%	29%	24%	28%	26%	35%	31%	27%	27%	27%	27%	100%	30%	29%	20%	28%
Defence/foreign affairs/ international terrorism	87	30	22	11	57	45	8	8	39	31	67	13	25	25	87	9	87
	9%	10%	9%	10%	8%	9%	8%	7%	13%	10%	11%	9%	9%	9%	100%	7%	9%
Drug abuse	49	5	16	6	44	18	2	13	4	12	21	7	29	16	2	3	49
	5%	2%	6%	5%	6%	4%	3%	11%	1%	4%	3%	5%	10%	6%	2%	2%	5%
Economy/economic situation	635	211	165	71	424	336	50	59	200	220	635	92	170	165	67	84	633
	65%	71%	66%	59%	62%	69%	53%	51%	69%	68%	100%	64%	61%	59%	77%	66%	64%
Education/schools	128	50	26	20	78	78	7	7	49	53	84	50	25	19	9	128	137
	13%	17%	10%	17%	11%	16%	7%	6%	17%	16%	13%	35%	9%	7%	11%	100%	14%
Foot and mouth outbreak/ farming crisis	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*
GM/GM (Genetically modified) foods	3	-	2	1	3	-	-	-	1	-	1	-	1	-	-	-	3
	*	-	1%	1%	*	-	-	-	*	-	*	-	*	-	-	-	*
Heathrow/third runway at Heathrow	2	2	*	-	*	2	-	2	*	-	*	-	-	-	-	2	2
	*	1%	*	-	*	*	-	2%	*	-	*	-	-	-	-	2%	*
Housing	59	13	20	4	46	21	7	7	16	24	34	9	20	19	7	6	55
	6%	4%	8%	3%	7%	4%	7%	6%	5%	7%	5%	6%	7%	7%	8%	5%	6%
Inflation/prices	128	25	28	18	103	43	18	21	21	46	59	10	35	41	7	11	120
	13%	8%	11%	15%	15%	9%	19%	18%	7%	14%	9%	7%	12%	15%	8%	8%	12%
Local government/council tax	19	6	8	1	13	11	1	2	5	6	12	5	5	1	2	2	23
	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	4%	2%	1%	2%	2%	2%
Low pay/minimum wage/ fair wages	27	5	8	4	22	12	5	5	7	12	13	2	5	4	2	2	30
	3%	2%	3%	3%	3%	2%	5%	4%	3%	4%	2%	2%	2%	1%	2%	2%	3%
Morality/individual behaviour	80	30	11	12	50	43	6	8	27	17	42	12	27	21	6	5	82
	8%	10%	4%	10%	7%	9%	7%	7%	9%	5%	7%	8%	10%	7%	6%	4%	8%
National Health Service/ Hospitals/Healthcare	143	48	33	22	95	85	11	13	54	45	92	143	38	24	13	50	148
	15%	16%	13%	18%	14%	17%	12%	11%	19%	14%	15%	100%	14%	8%	14%	39%	15%
Nationalisation/ Government control of institutions	19	11	3	1	9	13	-	2	6	3	12	1	6	4	-	-	19
	2%	4%	1%	1%	1%	3%	-	1%	2%	1%	2%	*	2%	4%	-	-	2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 9

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues						Unwtd total	
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	Economy	NHS/ Hospitals	Crime	Immigra tion/Race relations	Defence	Schools		
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/nuclear war/disarmament	7 1%	2 1%	3 1%	-	5 1%	1 *	2 2%	* 1%	4 2%	6 2%	3 *	-	2 1%	-	2 3%	3 2%	
Pensions/social security/benefits	44 4%	19 6%	7 3%	8 6%	25 4%	32 7%	1 1%	6 5%	9 3%	8 2%	23 4%	6 4%	18 6%	15 5%	-	8 6%	49 5%
Petrol prices/fuel	20 2%	6 2%	2 1%	1 1%	14 2%	12 2%	3 3%	* 2%	6 3%	9 3%	12 2%	2 1%	8 3%	4 1%	2 3%	1 1%	17 2%
Pollution/environment	77 8%	19 6%	15 6%	21 18%	58 9%	43 9%	5 6%	6 5%	29 10%	26 8%	51 8%	13 9%	10 3%	4 1%	7 8%	14 11%	78 8%
Pound/exchange rate/ value of pound	12 1%	3 1%	4 2%	2 2%	9 1%	7 1%	-	1 1%	4 1%	3 1%	7 1%	1 1%	3 1%	2 1%	3 3%	3 2%	11 1%
Poverty/inequality	74 8%	14 5%	20 8%	9 8%	60 9%	34 7%	9 10%	16 14%	9 3%	26 8%	45 7%	11 8%	24 9%	12 4%	3 3%	9 7%	80 8%
Privatisation	4 *	-	2 1%	1 1%	4 1%	1 *	-	1 1%	-	4 1%	3 *	-	1 *	-	-	1 1%	4 *
Public services in general	28 3%	9 3%	9 4%	4 3%	19 3%	18 4%	3 3%	2 2%	6 2%	5 2%	12 2%	10 7%	6 2%	6 2%	2 2%	5 4%	29 3%
Race relations/ immigration/immigrants	280 29%	107 36%	60 24%	29 24%	173 25%	148 30%	25 26%	41 35%	79 27%	85 26%	165 26%	24 16%	84 30%	280 100%	25 29%	19 15%	281 28%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	-	-	1 1%	1 *	-	-	-	-	-	-	-	1 *	-	-	-	1 *
Taxation	33 3%	12 4%	6 2%	4 4%	21 3%	15 3%	7 7%	1 *	11 4%	14 4%	20 3%	6 4%	9 3%	11 4%	3 3%	5 4%	33 3%
Trade unions/strikes	4 *	-	3 1%	-	4 1%	3 1%	1 1%	-	4 1%	3 1%	3 *	3 2%	-	-	-	-	2 *
Transport/public transport	13 1%	1 *	6 2%	1 1%	12 2%	11 2%	-	1 1%	7 2%	4 1%	8 1%	9 6%	2 1%	2 1%	2 3%	3 3%	15 2%
Unemployment/factory closure/lack of industry	222 23%	65 22%	60 24%	18 15%	157 23%	101 21%	16 17%	21 18%	55 19%	72 22%	130 21%	30 21%	51 18%	65 23%	10 11%	36 28%	221 22%
Other	76 8%	21 7%	18 7%	14 12%	55 8%	41 9%	6 7%	5 4%	30 10%	19 6%	43 7%	7 5%	13 5%	19 7%	6 7%	8 6%	81 8%
Don't know	17 2%	2 1%	4 2%	-	15 2%	6 1%	6 6%	4 3%	3 1%	8 2%	-	-	-	-	-	-	19 2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 10

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Unweighted total	994	695	122	177	900	93	208	786	994
Weighted total	982	672	134	176	893	89	117	865	994
AIDS	2 *	2 *	-	-	-	2% *	* *	2 *	3 *
Animal welfare	3 *	1 *	2 1%	-	3 *	-	-	3 *	2 *
Bird flu/pandemic flu	12 1%	7 1%	3 3%	1 1%	11 1%	1 1%	1 1%	11 1%	13 1%
Common Market/EU/Europe/ EURO/Constitution	10 1%	5 1%	1 1%	4 2%	9 1%	1 1%	2 2%	8 1%	12 1%
Countryside/rural life	8 1%	4 1%	-	3 2%	8 1%	-	1 1%	7 1%	8 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279 28%	202 30%	33 24%	44 25%	249 28%	29 32%	35 30%	244 28%	280 28%
Defence/foreign affairs/ international terrorism	87 9%	66 10%	12 9%	9 5%	75 8%	12 14%	10 8%	77 9%	87 9%
Drug abuse	49 5%	33 5%	3 2%	13 7%	43 5%	5 6%	3 2%	46 5%	49 5%
Economy/economic situation	635 65%	447 66%	86 64%	103 58%	584 65%	52 58%	79 67%	557 64%	633 64%
Education/schools	128 13%	89 13%	14 11%	24 14%	120 13%	8 8%	25 21%	103 12%	137 14%
Foot and mouth outbreak/ farming crisis	1 *	1 *	-	-	1 *	-	-	1 *	1 *
GM/GM (Genetically modified) foods	3 *	3 *	-	-	3 *	-	* *	2 *	3 *
Heathrow/third runway at Heathrow	2 *	2 *	-	-	2 *	-	* *	2 *	2 *
Housing	59 6%	46 7%	6 5%	7 4%	48 5%	11 13%	7 6%	52 6%	55 6%
Inflation/prices	128 13%	91 13%	14 11%	23 13%	116 13%	12 13%	10 9%	118 14%	120 12%
Local government/council tax	19 2%	15 2%	-	3 2%	18 2%	1 1%	4 3%	15 2%	23 2%
Low pay/minimum wage/ fair wages	27 3%	21 3%	4 3%	2 1%	23 3%	3 4%	4 3%	23 3%	30 3%
Morality/individual behaviour	80 8%	58 9%	7 5%	15 8%	72 8%	7 8%	9 7%	71 8%	82 8%
National Health Service/ Hospitals/Healthcare	143 15%	92 14%	16 12%	35 20%	129 14%	14 16%	22 18%	122 14%	148 15%
Nationalisation/ Government control of institutions	19 2%	11 2%	1 1%	7 4%	17 2%	2 3%	3 2%	17 2%	19 2%
Northern Ireland	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 10

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Nuclear weapons/nuclear war/disarmament	7 1%	7 1%	-	-	6 1%	1 1%	-	7 1%	6 1%
Pensions/social security/benefits	44 4%	28 4%	7 6%	9 5%	42 5%	1 1%	6 5%	37 4%	49 5%
Petrol prices/fuel	20 2%	12 2%	4 3%	3 2%	15 2%	5 6%	3 2%	17 2%	17 2%
Pollution/environment	77 8%	52 8%	12 9%	13 7%	72 8%	5 6%	9 7%	69 8%	78 8%
Pound/exchange rate/value of pound	12 1%	11 2%	1 1%	-	8 1%	4 5%	* *	12 1%	11 1%
Poverty/inequality	74 8%	59 9%	5 3%	10 6%	61 7%	13 15%	9 8%	65 7%	80 8%
Privatisation	4 *	3 1%	-	1 1%	4 *	1 1%	1 1%	3 *	4 *
Public services in general	28 3%	19 3%	4 3%	5 3%	26 3%	1 2%	3 3%	25 3%	29 3%
Race relations/immigration/immigrants	280 29%	196 29%	30 22%	54 31%	267 30%	12 14%	27 23%	253 29%	281 28%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	-	-	1 1%	1 *	-	-	1 *	1 *
Taxation	33 3%	25 4%	3 2%	6 3%	28 3%	5 6%	6 5%	27 3%	33 3%
Trade unions/strikes	4 *	4 1%	-	-	4 *	-	-	4 *	2 *
Transport/public transport	13 1%	12 2%	1 1%	-	11 1%	2 3%	3 2%	10 1%	15 2%
Unemployment/factory closure/lack of industry	222 23%	168 25%	24 18%	30 17%	202 23%	20 22%	20 17%	201 23%	221 22%
Other	76 8%	41 6%	22 17%	13 7%	73 8%	3 3%	8 7%	67 8%	81 8%
Don't know	17 2%	11 2%	2 1%	4 2%	11 1%	6 7%	1 *	17 2%	19 2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 11

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Daily newspaper readership																				Unwtd total		
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press		Red top press	
Unweighted total	994	50	131	70	20	57	13	41	3	20	30	7	24	123	44	13	412	24	156	395	168	212	994
Weighted total	982	45	126	63	17	56	19	36	5	17	33	8	28	124	43	11	406	27	157	386	162	207	994
AIDS	2	1	-	1	-	-	*	1	-	*	-	-	-	-	-	-	-	1	2	1	1	3	
	*	2%	-	1%	-	-	2%	2%	-	3%	-	-	-	-	-	-	-	1%	*	1%	*	*	
Animal welfare	3	-	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	2	2	
	*	-	-	3%	-	-	-	4%	-	-	-	-	-	-	-	-	-	1%	*	-	1%	*	
Bird flu/pandemic flu	12	1	1	2	-	1	-	-	-	-	-	-	4	4	3	-	4	-	3	8	2	6	13
	1%	1%	1%	4%	-	1%	-	-	-	-	-	-	16%	3%	6%	-	1%	-	2%	2%	1%	3%	1%
Common Market/EU/Europe/ EURO/Constitution	10	1	3	1	-	1	-	1	-	1	-	-	1	2	1	-	1	1	3	6	4	3	12
	1%	1%	2%	2%	-	3%	-	4%	-	6%	-	-	2%	1%	3%	-	*	2%	2%	2%	2%	1%	1%
Countryside/rural life	8	-	4	-	-	1	-	1	-	-	-	-	-	-	-	-	3	-	2	4	4	-	8
	1%	-	3%	-	-	2%	-	4%	-	-	-	-	-	-	-	-	1%	-	1%	1%	2%	-	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279	13	35	27	9	11	8	9	2	5	10	3	11	43	18	6	107	2	44	127	44	75	280
	28%	29%	28%	43%	53%	19%	43%	25%	39%	30%	31%	36%	40%	34%	41%	56%	26%	7%	28%	33%	27%	36%	28%
Defence/foreign affairs/ international terrorism	87	1	9	5	2	7	-	4	-	4	3	1	3	7	6	3	40	1	20	31	11	16	87
	9%	3%	7%	8%	14%	13%	-	10%	-	25%	8%	13%	9%	6%	15%	29%	10%	3%	13%	8%	7%	8%	9%
Drug abuse	49	3	6	4	6	-	2	-	-	-	-	-	2	5	1	1	15	1	3	25	8	15	49
	5%	6%	5%	6%	35%	-	12%	-	-	-	-	-	6%	4%	2%	10%	4%	3%	2%	6%	5%	7%	5%
Economy/economic situation	635	28	74	41	13	41	13	27	3	15	25	6	19	77	30	7	258	18	117	247	96	133	633
	65%	62%	59%	65%	73%	74%	71%	75%	61%	85%	77%	74%	70%	62%	69%	60%	64%	67%	75%	64%	60%	64%	64%
Education/schools	128	3	22	1	3	15	1	7	1	5	1	2	-	12	10	1	48	3	37	36	23	14	137
	13%	6%	17%	2%	15%	27%	4%	21%	29%	27%	2%	21%	-	9%	24%	8%	12%	12%	24%	9%	14%	7%	14%
Foot and mouth outbreak/ farming crisis	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
GM/GM (Genetically modified) foods	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	3
	*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	1%	-	*
Heathrow/third runway at Heathrow	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*
Housing	59	4	3	3	2	3	1	1	-	4	1	-	-	7	2	1	25	1	9	22	7	11	55
	6%	9%	2%	5%	10%	5%	7%	3%	-	11%	12%	-	-	5%	5%	13%	6%	4%	5%	6%	4%	5%	6%
Inflation/prices	128	2	13	8	2	-	2	2	-	3	-	-	5	16	7	-	59	8	13	44	16	28	120
	13%	5%	11%	13%	10%	-	13%	5%	-	14%	-	-	20%	13%	15%	-	14%	29%	8%	11%	10%	14%	12%
Local government/council tax	19	-	5	1	-	1	-	1	-	-	-	-	1	-	-	-	7	-	2	8	5	2	23
	2%	-	4%	2%	-	2%	-	2%	-	-	-	-	3%	-	-	-	2%	-	1%	2%	3%	1%	2%
Low pay/minimum wage/ fair wages	27	1	4	3	1	-	1	-	-	3	-	-	-	4	1	1	12	-	1	14	4	7	30
	3%	3%	3%	4%	3%	-	3%	-	-	9%	-	-	-	3%	2%	13%	3%	-	1%	4%	2%	3%	3%
Morality/individual behaviour	80	3	11	6	-	10	2	4	2	6	-	1	9	8	1	33	1	22	31	12	13	82	
	8%	7%	9%	9%	-	18%	13%	12%	39%	18%	-	2%	8%	18%	9%	8%	8%	4%	14%	8%	8%	6%	8%
National Health Service/ Hospitals/Healthcare	143	10	20	3	4	9	2	7	-	2	3	4	1	14	10	2	65	2	29	46	26	20	148
	15%	22%	16%	5%	21%	15%	11%	21%	-	12%	8%	45%	3%	11%	24%	13%	16%	8%	18%	12%	16%	10%	15%
Nationalisation/ Government control of institutions	19	1	1	2	2	4	2	1	-	-	-	-	-	-	2	-	8	-	6	5	2	4	19
	2%	2%	1%	3%	10%	8%	10%	2%	-	-	-	-	-	-	4%	-	2%	-	4%	1%	1%	2%	2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 11

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents aged 18+

	Daily newspaper readership																				Unwt'd total		
	Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular		Mid market press	Red top press
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	7 1%	-	-	-	-	*	2	-	-	-	-	-	-	-	-	4	*	3	-	-	-	-	6
Pensions/social security/benefits	44 4%	3 7%	9 7%	2 3%	-	3 6%	1 4%	2 7%	-	1 4%	1 3%	-	-	6 5%	4 10%	1 8%	18 4%	1 2%	8 5%	19 5%	11 7%	8 4%	49 5%
Petrol prices/fuel	20 2%	1 1%	-	1 1%	2 10%	-	-	-	-	1 2%	-	-	1 2%	2 2%	2 4%	-	8 2%	1 5%	2 1%	5 1%	1 *	5 2%	17 2%
Pollution/environment	77 8%	3 6%	5 4%	-	1 6%	2 3%	2 11%	5 15%	3 68%	3 17%	5 14%	2 28%	-	6 4%	9 21%	-	37 9%	1 3%	21 13%	15 4%	6 4%	7 3%	78 8%
Pound/exchange rate/value of pound	12 1%	-	2 2%	-	-	-	*	1	-	*	1	1	-	-	-	-	5	-	3	3	2	-	11
Poverty/inequality	74 8%	-	10 8%	9 14%	1 8%	4 8%	2 13%	10 27%	-	-	8 25%	-	1 5%	5 4%	1 3%	4 31%	24 6%	*	16 10%	32 8%	10 6%	15 7%	80 8%
Privatisation	4 *	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	2 1%	-	1 8%	-	-	-	4 1%	1 *	3 1%	4 *
Public services in general	28 3%	1 3%	1 1%	3 5%	-	4 8%	3 14%	1 2%	2 39%	1 3%	-	-	-	2 2%	3 6%	-	11 3%	1 2%	8 5%	8 2%	2 1%	5 3%	29 3%
Race relations/immigration/immigrants	280 29%	16 35%	48 38%	21 34%	6 32%	13 24%	4 23%	4 11%	-	1 7%	6 17%	1 11%	8 30%	42 34%	4 10%	1 6%	118 29%	4 16%	24 16%	135 35%	61 38%	73 35%	281 28%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Taxation	33 3%	1 1%	8 6%	4 7%	1 3%	*	-	-	-	-	1 3%	-	1 2%	7 6%	1 3%	1 9%	11 3%	2 6%	2 1%	18 5%	9 5%	10 5%	33 3%
Trade unions/strikes	4 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	3 1%	-	-	1 *	-	1 1%	2 *
Transport/public transport	13 1%	1 3%	1 *	1 1%	-	-	-	2 7%	-	-	-	-	-	1 1%	1 2%	1 10%	5 1%	-	3 2%	4 1%	2 1%	2 1%	15 2%
Unemployment/factory closure/lack of industry	222 23%	13 29%	28 22%	18 29%	8 47%	6 11%	-	4 12%	2 32%	2 11%	9 28%	3 42%	12 45%	43 34%	5 11%	3 26%	78 19%	5 19%	20 13%	114 29%	38 23%	73 35%	221 22%
Other	76 8%	6 14%	8 7%	4 6%	3 15%	6 10%	3 18%	4 11%	-	4 23%	1 3%	-	-	1 1%	1 2%	-	32 8%	3 12%	17 11%	21 6%	14 9%	7 3%	81 8%
Don't know	17 2%	1 1%	3 2%	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	11 3%	-	-	4 1%	4 2%	2 1%	19 2%

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 12

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents 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 total	994	128	113	195	163	195	200	994
Weighted total	982	153	125	203	151	190	161	994
AIDS	2 *	1 1%	-	*	-	1 *	-	3 *
Animal welfare	3 *	2 1%	-	-	-	1 1%	-	2 *
Bird flu/pandemic flu	12 1%	1 1%	4 3%	1 *	4 3%	1 *	1 1%	13 1%
Common Market/EU/Europe/ EURO/Constitution	10 1%	-	-	2 1%	1 1%	5 3%	2 1%	12 1%
Countryside/rural life	8 1%	2 1%	1 1%	1 1%	-	1 *	2 2%	8 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	279 28%	48 31%	41 33%	60 29%	27 18%	56 30%	46 29%	280 28%
Defence/foreign affairs/ international terrorism	87 9%	15 10%	3 3%	29 14%	11 7%	14 7%	15 9%	87 9%
Drug abuse	49 5%	6 4%	9 7%	5 2%	7 5%	6 3%	14 9%	49 5%
Economy/economic situation	635 65%	97 63%	79 63%	150 74%	99 66%	129 68%	83 51%	633 64%
Education/schools	128 13%	13 8%	10 8%	46 23%	11 7%	32 17%	17 10%	137 14%
Foot and mouth outbreak/ farming crisis	1 *	-	-	1 *	-	-	-	1 *
GM/GM (Genetically modified) foods	3 *	*	-	2 1%	-	-	-	3 *
Heathrow/third runway at Heathrow	2 *	-	-	-	* *	2 1%	-	2 *
Housing	59 6%	12 8%	15 12%	10 5%	8 5%	8 4%	6 4%	55 6%
Inflation/prices	128 13%	17 11%	32 25%	13 6%	22 15%	20 11%	24 15%	120 12%
Local government/council tax	19 2%	* *	2 1%	6 3%	3 2%	4 2%	4 3%	23 2%
Low pay/minimum wage/ fair wages	27 3%	6 4%	4 3%	4 2%	8 5%	1 *	5 3%	30 3%
Morality/individual behaviour	80 8%	17 11%	11 9%	9 5%	7 5%	20 11%	15 9%	82 8%
National Health Service/ Hospitals/Healthcare	143 15%	21 14%	14 11%	35 17%	22 15%	25 13%	26 16%	148 15%
Nationalisation/ Government control of institutions	19 2%	2 1%	3 2%	4 2%	1 1%	7 4%	3 2%	19 2%
Northern Ireland	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 23rd - 28th April 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 12

Q.1/2 What do you see as the most/other important issues facing Britain today?

Base : All respondents 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	
Nuclear weapons/nuclear war/disarmament	7 1%	-	3 2%	4 2%	1 1%	-	-	6 1%
Pensions/social security/benefits	44 4%	6 4%	1 1%	5 3%	5 4%	12 6%	14 8%	49 5%
Petrol prices/fuel	20 2%	4 3%	4 3%	2 1%	5 3%	2 1%	4 2%	17 2%
Pollution/environment	77 8%	8 5%	9 7%	30 15%	8 6%	10 5%	11 7%	78 8%
Pound/exchange rate/value of pound	12 1%	4 3%	2 2%	3 2%	-	2 1%	1 1%	11 1%
Poverty/inequality	74 8%	13 8%	14 11%	11 5%	10 7%	12 6%	14 9%	80 8%
Privatisation	4 *	-	1 1%	-	3 2%	-	-	4 *
Public services in general	28 3%	1 *	-	8 4%	5 3%	8 4%	5 3%	29 3%
Race relations/immigration/immigrants	280 29%	26 17%	33 26%	50 25%	58 39%	58 31%	54 34%	281 28%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	-	-	-	-	1 1%	-	1 *
Taxation	33 3%	10 6%	1 1%	11 5%	6 4%	3 2%	2 1%	33 3%
Trade unions/strikes	4 *	-	-	4 2%	-	-	-	2 *
Transport/public transport	13 1%	1 1%	1 1%	6 3%	2 1%	2 1%	1 1%	15 2%
Unemployment/factory closure/lack of industry	222 23%	31 21%	33 27%	37 18%	49 32%	32 17%	40 25%	221 22%
Other	76 8%	10 6%	6 5%	19 9%	6 4%	25 13%	11 7%	81 8%
Don't know	17 2%	2 1%	8 6%	2 1%	2 1%	-	4 3%	19 2%

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