

## ISSUES INDEX

**Table 1**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1		C2DE
<b>UNWEIGHTED BASE</b>	<b>983</b>	472	511	121	140	153	168	166	235	261	321	401	175	317	214	277	492	491	983
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
AIDS	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-	-	2	-	1
	*	*	-	-	-	1%	-	-	-	-	*	-	-	1%	-	-	*	-	*
Animal welfare	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*	1
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*	*
Bird flu/Pandemic flu/Swine flu	6	3	3	2	-	1	1	1	-	2	3	1	3	-	3	*	3	3	6
	1%	1%	1%	2%	-	1%	1%	1%	-	1%	1%	*	1%	-	1%	*	*	1%	1%
Common market/EU/ Europe/Euro/ Constitution	11	5	6	2	2	3	-	-	4	5	3	4	2	6	3	-	8	3	9
	1%	1%	1%	2%	2%	2%	-	-	2%	2%	1%	1%	1%	2%	1%	-	2%	1%	1%
Countryside/Rural life	2	2	-	-	2	-	-	-	-	-	2	-	2	-	-	-	2	-	1
	*	*	-	-	1%	-	-	-	-	-	1%	-	1%	-	-	-	*	-	*
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	81	27	54	12	9	13	13	10	24	21	26	34	11	21	20	28	33	48	89
	8%	6%	11%	10%	6%	8%	8%	7%	11%	8%	8%	9%	5%	7%	10%	12%	6%	11%	9%
Defence/Foreign affairs/ International terrorism	31	15	16	1	8	2	3	7	10	9	5	17	8	9	6	7	18	13	29
	3%	3%	3%	1%	5%	1%	2%	4%	5%	3%	1%	5%	3%	3%	3%	3%	3%	3%	3%
Drug abuse	19	11	8	3	8	4	-	2	3	11	4	5	1	7	3	8	8	11	18
	2%	2%	2%	2%	5%	2%	-	1%	1%	4%	1%	1%	*	3%	2%	3%	2%	2%	2%
Economy/Economic situation	356	187	169	53	48	71	56	64	64	101	127	129	124	108	61	63	232	124	346
	37%	40%	34%	42%	31%	42%	36%	43%	29%	36%	39%	35%	49%	38%	30%	27%	43%	28%	35%
Education/Schools	9	4	5	-	1	7	2	-	-	1	8	-	2	4	-	3	6	3	7
	1%	1%	1%	-	1%	4%	1%	-	-	*	3%	-	1%	2%	-	1%	1%	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	-	-	*	-	*

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

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**Q.PL01**  
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**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	SEX			AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE		
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983	
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%	
GM/GM (genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/Third runway at heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>20</b>	11	9	4	7	3	1	1	4	11	4	5	-	3	8	9	3	17	17	
	<b>2%</b>	2%	2%	3%	4%	2%	1%	1%	2%	4%	1%	1%	-	1%	4%	4%	1%	4%	2%	
Inflation/Prices	<b>48</b>	21	28	10	17	3	2	5	12	26	5	17	7	13	13	16	20	29	49	
	<b>5%</b>	4%	6%	8%	11%	2%	1%	3%	5%	9%	2%	4%	3%	4%	6%	7%	4%	7%	5%	
Local government/ Council tax	<b>11</b>	3	8	*	4	-	2	*	4	4	2	4	1	3	2	5	4	6	12	
	<b>1%</b>	1%	2%	*	2%	-	1%	*	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
Low pay/Minimum wage/Fair wages	<b>2</b>	2	*	-	1	1	-	-	*	1	1	*	-	1	-	2	1	2	4	
	<b>*</b>	*	*	-	1%	1%	-	-	*	*	*	*	-	*	-	1%	*	*	*	
Morality/ Individual behaviour/ Lifestyle	<b>30</b>	22	8	1	1	8	6	9	4	2	14	13	12	7	7	4	19	11	30	
	<b>3%</b>	5%	2%	1%	1%	5%	4%	6%	2%	1%	4%	4%	5%	2%	3%	2%	4%	2%	3%	
National Health Service/Hospitals/ Healthcare	<b>23</b>	10	14	1	3	5	3	4	8	4	8	11	4	8	6	6	12	12	25	
	<b>2%</b>	2%	3%	1%	2%	3%	2%	3%	3%	1%	3%	3%	2%	3%	3%	3%	2%	3%	3%	
Nationalisation/ Government control of institutions	<b>4</b>	2	2	-	3	-	1	-	-	3	1	-	-	2	1	2	2	2	3	
	<b>*</b>	*	*	-	2%	-	1%	-	-	1%	*	-	-	1%	*	1%	*	1%	*	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/ Nuclear war/ Disarmament	<b>1</b>	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	1	
	<b>*</b>	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	*	
Pensions/Social security/Benefits	<b>8</b>	2	5	1	-	-	1	3	3	1	1	6	1	3	3	*	4	3	8	
	<b>1%</b>	1%	1%	1%	-	-	1%	2%	1%	*	*	2%	*	1%	1%	*	1%	1%	1%	
Petrol prices/Fuel	<b>1</b>	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	1	
	<b>*</b>	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	*	

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	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1		C2DE
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
Pollution/ Environment	<b>29</b>	8	22	1	2	4	6	11	4	3	10	15	12	14	1	1	26	3	30
	<b>3%</b>	2%	4%	1%	1%	2%	4%	8%	2%	1%	3%	4%	5%	5%	1%	1%	5%	1%	3%
Pound/Exchange rate/Value of Pound	<b>4</b>	2	2	1	-	-	*	-	3	1	*	3	-	3	2	-	3	2	5
	<b>*</b>	1%	*	1%	-	-	*	-	1%	*	*	1%	-	1%	1%	-	1%	*	1%
Poverty/Inequality	<b>14</b>	7	7	2	2	1	-	1	8	4	1	9	6	3	2	3	9	5	13
	<b>1%</b>	1%	1%	2%	1%	1%	-	1%	3%	1%	*	2%	2%	1%	1%	1%	2%	1%	1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	<b>5</b>	3	2	1	-	1	1	1	1	1	2	2	-	4	-	1	4	1	5
	<b>*</b>	1%	*	1%	-	1%	*	1%	1%	*	1%	1%	-	1%	-	*	1%	*	1%
Race relations/ Immigration/ Immigrants	<b>115</b>	60	55	5	12	16	24	23	34	17	40	58	26	29	30	30	54	61	118
	<b>12%</b>	13%	11%	4%	8%	10%	16%	16%	16%	6%	13%	16%	10%	10%	15%	13%	10%	14%	12%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>1</b>	*	*	-	*	-	-	-	*	*	-	*	-	-	-	1	-	1	2
	<b>*</b>	*	*	-	*	-	-	-	*	*	-	*	-	-	-	*	-	*	*
Taxation	<b>5</b>	5	-	1	-	3	1	-	-	1	4	-	-	2	3	-	2	3	4
	<b>*</b>	1%	-	1%	-	2%	1%	-	-	*	1%	-	-	1%	1%	-	*	1%	*
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>4</b>	4	-	-	-	2	-	2	-	2	2	2	2	-	2	-	2	2	2
	<b>*</b>	1%	-	-	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	*	*	*
Unemployment/ Factory closure/ Lack of industry	<b>78</b>	35	43	9	16	16	19	6	11	25	35	18	19	16	20	23	35	43	92
	<b>8%</b>	7%	9%	7%	10%	9%	12%	4%	5%	9%	11%	5%	8%	6%	10%	10%	7%	10%	9%
Other	<b>13</b>	6	7	1	2	*	6	1	2	4	6	3	3	3	3	4	6	7	14
	<b>1%</b>	1%	1%	1%	2%	*	4%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%

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	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1		C2DE
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
Don't know	<b>40</b>	15	26	14	7	3	3	1	12	20	7	13	3	16	8	13	19	22	40
	<b>4%</b>	3%	5%	11%	4%	2%	2%	1%	5%	7%	2%	4%	1%	5%	4%	6%	3%	5%	4%

Respondent type : GB Adults 18+  
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**Table 2**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
<b>UNWEIGHTED BASE</b>	<b>983</b>	804	80	99	349	250	368	266	113	203	90	339	347	164	126	686	983
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
AIDS	2	2	-	-	-	-	-	2	2	2	-	2	-	-	-	2	1
	*	*	-	-	-	-	-	*	1%	1%	-	*	-	-	-	*	*
Animal welfare	*	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	1
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Bird flu/Pandemic flu/Swine flu	6	5	-	1	1	*	1	3	3	3	-	1	4	-	*	5	6
	1%	1%	-	1%	*	*	*	1%	2%	1%	-	*	1%	-	*	1%	1%
Common market/EU/ Europe/Euro/ Constitution	11	11	*	-	2	2	1	8	1	6	5	2	5	-	4	7	9
	1%	1%	1%	-	1%	1%	*	2%	1%	2%	4%	1%	1%	-	3%	1%	1%
Countryside/Rural life	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	2	1
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	*	*
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	81	71	3	8	32	25	18	31	14	25	12	24	24	18	15	48	89
	8%	8%	6%	9%	10%	10%	6%	9%	11%	10%	9%	7%	7%	12%	12%	7%	9%
Defence/Foreign affairs/ International terrorism	31	20	3	8	17	8	6	8	4	5	1	9	7	6	9	16	29
	3%	2%	6%	10%	5%	4%	2%	2%	3%	2%	1%	3%	2%	4%	7%	2%	3%
Drug abuse	19	16	-	3	8	5	3	7	2	3	1	4	6	3	6	10	18
	2%	2%	-	4%	3%	2%	1%	2%	2%	1%	1%	1%	2%	2%	5%	1%	2%
Economy/Economic situation	356	298	21	38	122	85	107	127	47	97	50	116	158	45	35	274	346
	37%	35%	43%	44%	38%	36%	36%	36%	36%	36%	37%	36%	43%	31%	27%	40%	35%
Education/Schools	9	9	-	-	5	5	1	3	1	3	1	1	7	1	-	8	7
	1%	1%	-	-	2%	2%	*	1%	1%	1%	1%	*	2%	1%	-	1%	1%
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	1	-	1	1	1	-	-	-	1	1
	*	*	-	-	-	-	-	*	-	1%	1%	*	-	-	-	*	*

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	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE	OWNED /MORT GAGED	
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
GM/GM (genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/Third runway at heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	<b>20</b>	16	*	3	7	4	2	11	5	9	4	4	3	4	8	7	17
	<b>2%</b>	2%	1%	3%	2%	2%	1%	3%	3%	3%	3%	1%	1%	3%	6%	1%	2%
Inflation/Prices	<b>48</b>	43	3	2	7	4	23	19	10	16	5	19	20	5	5	39	49
	<b>5%</b>	5%	7%	3%	2%	2%	8%	5%	8%	6%	4%	6%	5%	4%	3%	6%	5%
Local government/ Council tax	<b>11</b>	10	1	-	1	1	4	5	-	5	5	3	5	1	1	8	12
	<b>1%</b>	1%	2%	-	*	1%	2%	1%	-	2%	4%	1%	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	<b>2</b>	2	*	-	1	1	1	-	-	-	-	1	*	1	-	1	4
	<b>*</b>	*	1%	-	*	1%	*	-	-	-	-	*	*	1%	-	*	*
Morality/ Individual behaviour/ Lifestyle	<b>30</b>	27	*	3	12	9	7	11	2	3	1	11	12	4	3	23	30
	<b>3%</b>	3%	1%	3%	4%	4%	2%	3%	1%	1%	1%	3%	3%	3%	2%	3%	3%
National Health Service/Hospitals/ Healthcare	<b>23</b>	21	1	1	6	5	8	9	5	9	4	9	4	7	4	12	25
	<b>2%</b>	3%	2%	2%	2%	2%	3%	3%	4%	3%	3%	3%	1%	5%	3%	2%	3%
Nationalisation/ Government control of institutions	<b>4</b>	4	-	-	2	2	2	1	1	1	-	1	3	-	-	4	3
	<b>*</b>	*	-	-	*	1%	1%	*	1%	*	-	*	1%	-	-	1%	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	<b>1</b>	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1	1
	<b>*</b>	-	-	1%	*	-	-	-	-	-	-	-	*	-	-	*	*
Pensions/Social security/Benefits	<b>8</b>	4	-	3	4	1	1	3	-	-	-	2	2	1	2	4	8
	<b>1%</b>	*	-	4%	1%	*	*	1%	-	-	-	1%	1%	1%	2%	1%	1%

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<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
Petrol prices/Fuel	1	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	1
	*	*	-	-	*	*	-	-	-	-	-	*	-	-	-	*	*
Pollution/Environment	29	27	-	2	7	5	9	13	3	10	7	11	13	1	2	24	30
	3%	3%	-	2%	2%	2%	3%	4%	2%	4%	5%	3%	3%	1%	2%	3%	3%
Pound/Exchange rate/Value of Pound	4	4	1	-	-	-	2	2	1	1	*	3	1	-	-	4	5
	*	*	2%	-	-	-	1%	1%	1%	*	*	1%	*	-	-	1%	1%
Poverty/Inequality	14	12	1	1	3	1	2	10	3	8	5	8	1	3	2	9	13
	1%	1%	2%	1%	1%	1%	1%	3%	2%	3%	4%	3%	*	2%	1%	1%	1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	5	5	-	-	3	3	1	1	-	-	-	2	1	2	-	3	5
	*	1%	-	-	1%	1%	*	*	-	-	-	1%	*	1%	-	*	1%
Race relations/Immigration/Immigrants	115	110	3	2	37	35	41	37	13	23	11	47	38	20	10	85	118
	12%	13%	7%	2%	12%	15%	14%	10%	10%	9%	8%	14%	11%	13%	8%	12%	12%
Scottish/Welsh assembly/Devolution/Constitutional reform	1	-	*	*	*	-	*	-	-	-	-	-	*	*	-	*	2
	*	-	1%	1%	*	-	*	-	-	-	-	-	*	*	-	*	*
Taxation	5	3	-	1	2	1	-	2	-	2	2	1	2	-	1	3	4
	*	*	-	2%	1%	*	-	1%	-	1%	2%	*	1%	-	1%	*	*
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	4	-	-	-	-	-	4	-	2	2	4	-	-	-	4	2
	*	1%	-	-	-	-	-	1%	-	1%	1%	1%	-	-	-	1%	*
Unemployment/Factory closure/Lack of industry	78	67	6	5	27	22	36	15	4	10	6	24	29	13	11	53	92
	8%	8%	13%	6%	8%	9%	12%	4%	3%	4%	4%	7%	8%	9%	8%	8%	9%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

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

	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED		
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
Other	<b>13</b>	12	1	-	1	1	7	6	2	5	2	3	7	*	3	10	14
	<b>1%</b>	1%	3%	-	*	*	2%	2%	2%	2%	2%	1%	2%	*	2%	1%	1%
Don't know	<b>40</b>	37	2	1	12	11	9	19	8	17	9	10	10	10	8	20	40
	<b>4%</b>	4%	4%	2%	4%	5%	3%	5%	6%	6%	7%	3%	3%	7%	6%	3%	4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)



## ISSUES INDEX

**Table 3**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>983</b>	358	94	531	73	29	219	231	102	764	477	138	158	264	287	983
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	<b>42%</b>	<b>8%</b>	<b>50%</b>	<b>4%</b>	<b>4%</b>	<b>26%</b>	<b>21%</b>	<b>11%</b>	<b>74%</b>	<b>49%</b>	<b>13%</b>	<b>15%</b>	<b>31%</b>	<b>31%</b>	<b>101%</b>
AIDS	2	*	-	-	-	-	2	-	-	-	-	-	-	2	2	1
	*	*	-	-	-	-	1%	-	-	-	-	-	-	1%	1%	*
Animal welfare	*	-	-	*	*	-	-	-	-	*	-	-	-	-	*	1
	*	-	-	*	1%	-	-	-	-	*	-	-	-	-	*	*
Bird flu/Pandemic flu/Swine flu	6	2	2	1	*	-	3	2	*	3	3	-	-	3	4	6
	1%	1%	3%	*	1%	-	1%	1%	*	*	1%	-	-	1%	1%	1%
Common market/EU/ Europe/Euro/ Constitution	11	3	3	6	2	-	4	1	-	7	5	1	2	5	1	9
	1%	1%	3%	1%	6%	-	2%	*	-	1%	1%	1%	2%	2%	*	1%
Countryside/Rural life	2	2	-	-	-	-	-	-	-	2	2	-	-	-	-	1
	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	*
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	81	30	4	47	4	3	20	20	2	61	35	14	16	15	33	89
	8%	7%	5%	10%	9%	7%	8%	10%	2%	9%	7%	11%	11%	5%	11%	9%
Defence/Foreign affairs/ International terrorism	31	15	-	16	-	7	9	8	3	22	13	8	9	10	5	29
	3%	4%	-	3%	-	18%	3%	4%	3%	3%	3%	6%	6%	3%	2%	3%
Drug abuse	19	9	-	10	1	1	7	2	2	12	3	3	5	6	10	18
	2%	2%	-	2%	1%	2%	3%	1%	1%	2%	1%	3%	4%	2%	3%	2%
Economy/Economic situation	356	171	35	150	10	12	109	78	44	248	198	34	36	137	116	346
	37%	42%	43%	31%	24%	32%	43%	38%	41%	34%	41%	26%	25%	45%	39%	35%
Education/Schools	9	7	-	3	-	2	5	3	2	5	8	-	-	2	5	7
	1%	2%	-	1%	-	5%	2%	1%	2%	1%	2%	-	-	1%	2%	1%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
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Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 3**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499			25000 PLUS
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Foot and mouth outbreak/Farming crisis	1*	1*	-	-	-	-	-	-	-	1*	-	-	-	-	1*	1*
GM/GM (genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/Third runway at heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	20	9	2	8	1	-	1	2	2	19	4	5	3	2	6	17
	<b>2%</b>	2%	3%	2%	2%	-	*	1%	2%	3%	1%	4%	2%	1%	2%	2%
Inflation/Prices	48	19	3	26	3	4	8	9	8	40	13	4	8	8	12	49
	<b>5%</b>	5%	4%	5%	8%	10%	3%	4%	8%	6%	3%	3%	6%	3%	4%	5%
Local government/Council tax	11	2	1	7	1	-	1	*	2	9	7	3	2	4	4	12
	<b>1%</b>	1%	1%	2%	2%	-	*	*	2%	1%	1%	2%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	2	1	-	1	-	-	-	2	*	2	*	-	1	-	1	4
	<b>*</b>	*	-	*	-	-	-	1%	*	*	*	-	1%	-	*	*
Morality/Individual behaviour/Lifestyle	30	16	5	9	3	2	3	8	5	26	15	6	3	14	9	30
	<b>3%</b>	4%	6%	2%	7%	5%	1%	4%	5%	4%	3%	4%	2%	5%	3%	3%
National Health Service/Hospitals/Healthcare	23	8	*	15	*	2	8	7	3	16	8	3	4	8	6	25
	<b>2%</b>	2%	*	3%	1%	5%	3%	3%	3%	2%	2%	2%	3%	3%	2%	3%
Nationalisation/Government control of institutions	4	3	1	-	-	-	-	-	1	4	-	2	1	2	2	3
	<b>*</b>	1%	1%	-	-	-	-	-	1%	1%	-	2%	1%	*	1%	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>-</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+  
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**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499			25000 PLUS
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	1 *	-	-	-	-	-	1 *	1 *	-	1 1%	-	-	1 *
Pensions/Social security/Benefits	8 1%	1 *	2 2%	5 1%	-	-	4 2%	1 *	-	3 *	7 1%	1 1%	-	2 1%	-	8 1%
Petrol prices/Fuel	1 *	-	-	1 *	-	-	-	1 *	-	1 *	1 *	-	1 *	-	-	1 *
Pollution/ Environment	29 3%	11 3%	4 5%	14 3%	1 2%	1 2%	4 1%	9 4%	7 6%	26 4%	23 5%	*	3 2%	11 4%	4 1%	30 3%
Pound/Exchange rate/Value of Pound	4 *	1 *	1 1%	2 *	-	1 2%	3 1%	1 *	-	1 *	4 1%	-	-	*	*	5 1%
Poverty/Inequality	14 1%	1 *	1 2%	12 2%	-	-	2 1%	5 2%	5 5%	12 2%	10 2%	2 1%	2 1%	6 2%	3 1%	13 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	5 *	2 *	-	3 1%	-	-	1 *	1 1%	-	4 1%	1 *	1 1%	-	-	2 1%	5 1%
Race relations/ Immigration/ Immigrants	115 12%	46 11%	5 7%	63 13%	3 8%	1 3%	36 14%	17 8%	6 6%	79 11%	64 13%	16 12%	24 17%	30 10%	27 9%	118 12%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	-	-	1 *	*	-	*	-	-	*	*	*	*	-	*	2 *
Taxation	5 *	2 1%	-	3 1%	-	-	1 1%	-	-	3 *	-	1 1%	1 1%	2 1%	1 *	4 *

Respondent type : GB Adults 18+  
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**Table 3**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499	25000 PLUS			
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	2	-	2	-	-	-	-	-	4	2	-	-	2	2	2
	*	1%	-	*	-	-	-	-	-	1%	*	-	-	1%	1%	*
Unemployment/ Factory closure/ Lack of industry	78	30	11	37	7	3	16	21	12	61	34	11	8	23	28	92
	8%	7%	13%	8%	17%	7%	6%	10%	11%	9%	7%	9%	5%	8%	9%	9%
Other	13	7	1	4	1	1	2	2	-	11	5	5	1	4	1	14
	1%	2%	2%	1%	3%	2%	1%	1%	-	2%	1%	4%	1%	1%	*	1%
Don't know	40	7	-	33	3	-	4	7	2	37	13	8	15	4	11	40
	4%	2%	-	7%	7%	-	1%	3%	2%	5%	3%	6%	10%	1%	4%	4%

Respondent type : GB Adults 18+  
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**Table 4**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELA TIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	YES	NO		
<b>UNWEIGHTED BASE</b>	<b>983</b>	520	160	270	245	94	117	266	549	168	871	108	169	814	983
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
AIDS	2	-	-	-	-	-	2	-	2	-	2	-	-	2	1
	*	-	-	-	-	-	1%	-	*	-	*	-	-	*	*
Animal welfare	*	-	-	-	-	-	-	*	-	-	-	*	-	*	1
	*	-	-	-	-	-	-	*	-	-	-	*	-	*	*
Bird flu/Pandemic flu/Swine flu	6	3	*	1	1	-	*	2	4	-	3	3	*	5	6
	1%	1%	*	*	*	-	*	1%	1%	-	*	4%	*	1%	1%
Common market/EU/ Europe/Euro/ Constitution	11	3	3	4	3	1	2	3	4	4	10	1	-	11	9
	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	-	1%	1%
Countryside/Rural life	2	2	-	-	-	-	-	-	2	-	2	-	-	2	1
	*	*	-	-	-	-	-	-	*	-	*	-	-	*	*
Crime/Law & order/ Violence/ Anti-social (yob) behaviour	81	25	9	80	13	4	5	30	35	15	72	9	11	70	89
	8%	5%	6%	30%	5%	4%	4%	13%	6%	9%	8%	11%	9%	8%	9%
Defence/Foreign affairs/ International terrorism	31	12	5	12	5	28	3	7	17	7	31	-	5	26	29
	3%	2%	3%	5%	2%	30%	3%	3%	3%	4%	3%	-	4%	3%	3%
Drug abuse	19	7	3	8	-	-	-	8	6	6	14	5	2	17	18
	2%	1%	2%	3%	-	-	-	3%	1%	3%	2%	6%	2%	2%	2%
Economy/Economic situation	356	356	64	74	52	40	53	80	217	59	323	32	46	310	346
	37%	68%	39%	28%	21%	43%	43%	33%	39%	34%	36%	38%	40%	36%	35%
Education/Schools	9	1	5	3	3	-	9	2	8	-	9	-	1	9	7
	1%	*	3%	1%	1%	-	8%	1%	1%	-	1%	-	*	1%	1%

Respondent type : GB Adults 18+  
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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Foot and mouth outbreak/Farming crisis	1*	1*	-	-	-	-	-	-	1*	-	1*	-	1%	-	1*
GM/GM (genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/Third runway at heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	20	3	1	*	3	2	1	3	14	3	18	2	1	19	17
	2%	1%	*	*	1%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%
Inflation/Prices	48	15	5	15	8	3	7	8	28	13	43	5	5	43	49
	5%	3%	3%	6%	3%	4%	6%	3%	5%	7%	5%	6%	5%	5%	5%
Local government/ Council tax	11	*	*	1	1	-	*	4	6	1	11	-	2	9	12
	1%	*	*	*	*	-	*	1%	1%	1%	1%	-	2%	1%	1%
Low pay/Minimum wage/Fair wages	2	1	-	-	-	-	*	2	*	-	*	2	*	2	4
	*	*	-	-	-	-	*	1%	*	-	*	2%	*	*	*
Morality/ Individual behaviour/ Lifestyle	30	10	2	6	5	2	5	5	17	7	29	*	2	27	30
	3%	2%	1%	2%	2%	2%	4%	2%	3%	4%	3%	1%	2%	3%	3%
National Health Service/Hospitals/ Healthcare	23	3	23	5	2	2	6	7	8	8	19	4	3	21	25
	2%	1%	15%	2%	1%	2%	5%	3%	1%	5%	2%	5%	2%	2%	3%
Nationalisation/ Government control of institutions	4	2	-	-	2	-	-	-	2	2	4	-	-	4	3
	*	*	-	-	1%	-	-	-	*	1%	*	-	-	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+  
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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIGRATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Pensions/Social security/Benefits	8 1%	2 *	2 1%	1 *	3 1%	- -	2 1%	1 *	1 *	5 3%	8 1%	- -	1 1%	7 1%	8 1%
Petrol prices/Fuel	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	1 *
Pollution/ Environment	29 3%	7 1%	3 2%	4 2%	3 1%	4 4%	2 2%	4 1%	15 3%	11 6%	27 3%	2 2%	6 5%	23 3%	30 3%
Pound/Exchange rate/Value of Pound	4 *	1 *	- -	1 *	2 1%	- -	- -	1 *	4 1%	- -	4 *	- -	* *	4 *	5 1%
Poverty/Inequality	14 1%	2 *	2 1%	3 1%	3 1%	3 3%	3 2%	4 2%	9 2%	1 1%	13 1%	1 1%	2 2%	12 1%	13 1%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	5 *	1 *	- -	- -	- -	1 1%	- -	1 *	3 *	1 1%	5 1%	- -	- -	5 1%	5 1%
Race relations/ Immigration/ Immigrants	115 12%	41 8%	17 11%	31 12%	115 47%	2 3%	9 8%	25 10%	76 14%	14 8%	109 12%	6 7%	13 12%	102 12%	118 12%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	* *	- -	- -	- -	- -	* *	- -	* *	* *	1 *	- -	- -	1 *	2 *
Taxation	5 *	- -	- -	1 1%	3 1%	- -	- -	1 *	4 1%	- -	5 1%	- -	1 1%	4 *	4 *

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 4**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	-	-	-	-	-	-	-	4	-	4	-	-	4	2
	*	-	-	-	-	-	-	-	1%	-	*	-	-	1%	*
Unemployment/ Factory closure/ Lack of industry	78	20	16	13	15	1	10	26	40	11	70	7	9	69	92
	8%	4%	10%	5%	6%	2%	8%	11%	7%	6%	8%	9%	8%	8%	9%
Other	13	2	-	3	2	-	1	3	6	4	11	1	2	12	14
	1%	*	-	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know	40	2	3	-	3	-	-	15	22	2	35	4	1	39	40
	4%	*	2%	-	1%	-	-	6%	4%	1%	4%	5%	1%	5%	4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX**

**Table 5**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	TOTAL	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS	
<b>UNWEIGHTED BASE</b>	<b>983</b>	17	40	28	9	30	33	106	20	137	53	26	34	11	6	506	114	367	176	213	983
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
AIDS	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Animal welfare	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu	6	-	-	-	-	-	-	1	1	3	-	-	-	-	-	1	-	5	1	4	6
	1%	-	-	-	-	-	-	1%	6%	2%	-	-	-	-	-	*	-	1%	1%	2%	1%
Common market/EU/ Europe/Euro/ Constitution	11	-	-	-	*	1	-	1	-	1	1	-	2	-	1	4	2	4	3	3	9
	1%	-	-	-	4%	4%	-	1%	-	1%	3%	-	4%	-	-	1%	1%	1%	2%	1%	1%
Countryside/Rural life	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	81	3	2	-	1	4	3	8	-	13	7	1	1	-	-	40	9	32	13	21	89
	8%	21%	4%	-	12%	13%	10%	7%	-	10%	16%	4%	4%	-	-	8%	7%	9%	7%	11%	9%
Defence/Foreign affairs/ International terrorism	31	-	2	1	-	-	-	2	1	2	1	-	-	-	-	23	4	4	2	4	29
	3%	-	4%	5%	-	-	-	2%	8%	2%	2%	-	-	-	-	5%	3%	1%	1%	2%	3%
Drug abuse	19	-	1	3	-	-	1	3	1	4	-	-	3	-	-	8	4	10	5	4	18
	2%	-	1%	10%	-	-	3%	3%	5%	3%	-	-	8%	-	-	2%	3%	3%	3%	2%	2%
Economy/Economic situation	356	6	29	11	10	15	7	42	8	43	11	8	15	5	5	181	65	112	64	61	346
	37%	41%	59%	35%	79%	45%	20%	38%	50%	32%	27%	36%	41%	63%	69%	36%	49%	32%	36%	32%	35%
Education/Schools	9	-	3	-	-	-	-	1	-	1	1	-	-	-	-	4	3	3	1	1	7
	1%	-	6%	-	-	-	-	1%	-	1%	3%	-	-	-	-	1%	2%	1%	1%	1%	1%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

## ISSUES INDEX

**Table 5**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Foot and mouth outbreak/Farming crisis	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
GM/GM (genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/Third runway at heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	20	-	-	-	-	-	-	4	2	5	-	-	1	1	-	6	-	11	5	7	17
	2%	-	-	-	-	-	-	4%	10%	4%	-	-	2%	9%	-	1%	-	3%	3%	3%	2%
Inflation/Prices	48	-	2	-	-	1	2	6	-	5	3	2	3	-	1	27	3	20	12	10	49
	5%	-	4%	-	-	2%	7%	6%	-	4%	7%	9%	10%	-	11%	5%	3%	6%	7%	5%	5%
Local government/Council tax	11	*	1	-	-	*	-	-	-	4	*	-	-	-	-	5	1	4	-	4	12
	1%	3%	2%	-	-	1%	-	-	-	3%	1%	-	-	-	-	1%	1%	1%	-	2%	1%
Low pay/Minimum wage/Fair wages	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	4
	*	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	*	-	*	1%	-	*
Morality/Individual behaviour/Lifestyle	30	3	2	*	-	1	3	3	-	4	1	2	2	-	-	12	6	13	8	6	30
	3%	16%	4%	1%	-	3%	7%	2%	-	3%	1%	9%	7%	-	-	2%	5%	4%	4%	3%	3%
National Health Service/Hospitals/Healthcare	23	-	1	1	-	3	2	1	-	9	1	1	-	*	-	8	5	12	3	9	25
	2%	-	3%	3%	-	8%	6%	1%	-	6%	2%	4%	-	4%	-	2%	4%	4%	2%	5%	3%
Nationalisation/Government control of institutions	4	-	-	1	-	-	-	1	-	-	-	-	-	-	-	3	1	1	1	-	3
	*	-	-	3%	-	-	-	1%	-	-	-	-	-	-	-	1%	1%	*	*	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+  
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## ISSUES INDEX

**Table 5**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS															DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Nuclear weapons/ Nuclear war/ Disarmament	1 *	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	1 *	-	1 1%	1 *
Pensions/Social security/Benefits	8 1%	-	-	-	-	-	-	2 2%	-	1 1%	-	-	-	-	-	5 1%	-	3 1%	2 1%	1 1%	8 1%
Petrol prices/Fuel	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *
Pollution/ Environment	29 3%	1 4%	-	2 6%	-	2 5%	2 5%	2 2%	-	* 7%	3 7%	-	-	-	1 20%	17 3%	5 4%	7 2%	4 2%	3 2%	30 3%
Pound/Exchange rate/Value of Pound	4 *	-	-	* 1%	-	-	-	-	-	1 1%	-	-	-	-	-	3 1%	* *	1 *	-	1 *	5 1%
Poverty/Inequality	14 1%	-	1 2%	4 12%	-	1 4%	1 3%	1 1%	-	-	-	-	-	-	-	7 1%	6 5%	1 *	1 1%	-	13 1%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	5 1%
Race relations/ Immigration/ Immigrants	115 12%	2 10%	2 4%	2 8%	1 5%	3 8%	11 31%	23 21%	1 6%	17 13%	4 9%	4 20%	3 10%	2 17%	-	51 10%	6 5%	57 16%	36 20%	24 12%	118 12%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	-	-	-	-	-	-	-	-	-	* 1%	-	-	-	-	* *	-	* *	-	* *	2 *
Taxation	5 *	-	-	-	-	-	-	-	-	2 2%	1 2%	-	-	-	-	3 1%	-	2 1%	-	2 1%	4 *

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 5**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>4</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	*
Unemployment/ Factory closure/ Lack of industry	<b>78</b>	1	1	4	-	2	3	4	-	11	6	2	3	1	-	43	8	27	10	17	92
	<b>8%</b>	4%	3%	13%	-	5%	8%	3%	-	9%	13%	11%	7%	6%	-	9%	6%	8%	6%	9%	9%
Other	<b>13</b>	-	-	-	-	-	-	4	-	1	1	1	-	-	-	6	-	7	4	3	14
	<b>1%</b>	-	-	-	-	-	-	4%	-	1%	2%	4%	-	-	-	1%	-	2%	2%	2%	1%
Don't know	<b>40</b>	-	1	1	-	-	-	2	1	4	2	1	2	-	-	25	2	11	3	8	40
	<b>4%</b>	-	3%	3%	-	-	-	1%	8%	3%	4%	3%	4%	-	-	5%	2%	3%	2%	4%	4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX

**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	
<b>UNWEIGHTED BASE</b>	<b>983</b>	472	511	121	140	153	168	166	235	261	321	401	175	317	214	277	492	491	983
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
AIDS	2	2	-	*	-	2	-	-	-	*	2	-	-	2	-	*	2	*	2
	*	*	-	*	-	1%	-	-	-	*	*	-	-	1%	-	*	*	*	*
Animal welfare	2	1	1	-	*	1	-	-	-	*	1	-	-	1	1	*	1	1	3
	*	*	*	-	*	1%	-	-	-	*	*	-	-	*	*	*	*	*	*
Bird flu/Pandemic flu/Swine flu	10	6	4	4	-	2	2	2	-	4	4	2	3	4	3	1	6	4	13
	1%	1%	1%	3%	-	1%	1%	2%	-	2%	1%	1%	1%	1%	2%	*	1%	1%	1%
Common market/EU/ Europe/Euro/ Constitution	41	23	18	7	6	6	5	5	12	13	12	17	9	21	7	4	30	11	40
	4%	5%	4%	5%	4%	4%	3%	3%	6%	5%	4%	5%	4%	7%	3%	2%	6%	3%	4%
Countryside/Rural life	20	13	7	-	-	6	5	8	*	-	11	9	11	7	2	1	17	3	13
	2%	3%	1%	-	-	3%	3%	6%	*	-	3%	2%	4%	2%	1%	*	3%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	270	114	157	39	35	49	42	36	70	73	91	106	73	75	52	70	148	122	273
	28%	24%	31%	31%	23%	29%	27%	24%	32%	26%	28%	29%	29%	26%	25%	30%	28%	28%	28%
Defence/Foreign affairs/ International terrorism	98	51	47	5	19	18	9	19	28	24	27	47	33	28	19	18	62	36	100
	10%	11%	9%	4%	12%	11%	6%	12%	13%	8%	8%	13%	13%	10%	9%	8%	11%	8%	10%
Drug abuse	95	44	51	16	19	20	11	9	20	35	31	29	7	28	27	32	36	59	99
	10%	9%	10%	12%	12%	12%	7%	6%	9%	12%	10%	8%	3%	10%	13%	14%	7%	13%	10%
Economy/Economic situation	522	282	241	77	70	96	90	92	97	147	186	189	159	164	99	100	323	199	520
	54%	60%	48%	61%	46%	57%	59%	61%	44%	53%	58%	51%	63%	57%	48%	43%	60%	46%	53%
Education/Schools	122	53	69	9	27	26	19	23	18	36	45	41	38	45	26	13	82	40	117
	13%	11%	14%	7%	17%	16%	12%	15%	8%	13%	14%	11%	15%	16%	13%	6%	15%	9%	12%
Foot and mouth outbreak/Farming crisis	6	3	3	-	3	1	-	1	-	3	1	1	1	2	1	1	4	2	6
	1%	1%	1%	-	2%	1%	-	1%	-	1%	*	*	1%	1%	1%	*	1%	*	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
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 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX

**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1		C2DE
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
GM/GM (genetically modified) foods	3	1	2	-	1	*	-	1	-	1	*	1	-	3	-	-	3	-	3
	*	*	*	-	1%	*	-	1%	-	*	*	*	-	1%	-	-	1%	-	*
Heathrow/Third runway at heathrow	1	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	*	*	-	-	1%	-	-	-	-	*	-	-	-	*	-	-	*	-	*
Housing	73	35	38	14	15	11	13	8	11	29	24	20	12	20	22	18	32	41	74
	7%	7%	8%	11%	10%	6%	8%	6%	5%	10%	7%	5%	5%	7%	11%	8%	6%	9%	8%
Inflation/Prices	115	57	58	20	30	7	9	22	26	50	16	49	16	30	27	41	46	68	120
	12%	12%	12%	16%	19%	4%	6%	15%	12%	18%	5%	13%	7%	10%	13%	18%	9%	16%	12%
Local government/ Council tax	55	21	34	4	11	4	8	10	18	15	12	28	8	17	13	18	24	31	58
	6%	4%	7%	3%	7%	2%	5%	6%	8%	5%	4%	8%	3%	6%	7%	8%	4%	7%	6%
Low pay/Minimum wage/Fair wages	32	12	20	4	5	8	3	3	8	10	11	12	4	9	5	14	13	19	33
	3%	3%	4%	3%	4%	5%	2%	2%	4%	3%	3%	3%	2%	3%	2%	6%	2%	4%	3%
Morality/ Individual behaviour/ Lifestyle	104	49	55	5	5	14	20	29	32	10	34	60	32	30	21	22	62	43	107
	11%	10%	11%	4%	3%	8%	13%	19%	14%	4%	10%	16%	13%	10%	10%	9%	11%	10%	11%
National Health Service/Hospitals/ Healthcare	162	69	92	19	24	39	28	26	26	43	67	52	40	54	33	35	94	68	160
	17%	15%	18%	15%	15%	23%	18%	17%	12%	15%	21%	14%	16%	19%	16%	15%	18%	15%	16%
Nationalisation/ Government control of institutions	28	5	23	-	5	5	3	3	12	5	8	15	5	9	5	9	14	14	23
	3%	1%	5%	-	3%	3%	2%	2%	6%	2%	3%	4%	2%	3%	2%	4%	3%	3%	2%
Northern Ireland	2	2	1	-	1	-	-	1	-	1	-	1	-	1	-	1	1	1	3
	*	*	*	-	1%	-	-	1%	-	*	-	*	-	*	-	*	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	16	7	8	3	1	2	2	3	5	4	3	8	4	3	4	5	7	9	15
	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
Pensions/Social security/Benefits	43	16	27	3	1	7	7	9	16	4	14	25	8	16	15	4	24	19	45
	4%	3%	5%	2%	1%	4%	5%	6%	7%	1%	4%	7%	3%	6%	7%	2%	4%	4%	5%
Petrol prices/Fuel	34	21	12	1	4	8	5	9	7	5	12	16	5	9	11	9	14	20	37
	3%	4%	2%	1%	3%	4%	3%	6%	3%	2%	4%	4%	2%	3%	5%	4%	3%	5%	4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	SEX			AGE									SOCIAL GRADE						UNWTD TOTAL
	TOTAL	MALE	FE-MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
Pollution/ Environment	<b>88</b>	31	56	8	11	18	15	23	13	18	33	36	42	30	10	6	72	15	85
	<b>9%</b>	7%	11%	6%	7%	11%	10%	15%	6%	6%	10%	10%	17%	11%	5%	3%	13%	4%	9%
Pound/Exchange rate/Value of Pound	<b>13</b>	8	5	1	-	1	1	4	5	1	2	10	2	7	4	*	9	4	14
	<b>1%</b>	2%	1%	1%	-	1%	1%	3%	2%	*	1%	3%	1%	2%	2%	*	2%	1%	1%
Poverty/Inequality	<b>67</b>	28	39	9	10	13	8	10	16	19	21	27	25	22	9	11	47	20	64
	<b>7%</b>	6%	8%	7%	7%	8%	5%	7%	7%	7%	7%	7%	10%	8%	4%	5%	9%	5%	7%
Privatisation	<b>6</b>	3	3	-	1	-	2	3	-	1	2	3	-	3	2	1	3	3	6
	<b>1%</b>	1%	1%	-	*	-	1%	2%	-	*	1%	1%	-	1%	1%	*	1%	1%	1%
Public services in general	<b>47</b>	19	28	6	2	9	10	9	11	7	19	20	13	17	7	9	30	16	46
	<b>5%</b>	4%	6%	4%	1%	6%	6%	6%	5%	3%	6%	5%	5%	6%	4%	4%	6%	4%	5%
Race relations/ Immigration/ Immigrants	<b>243</b>	131	112	15	29	43	42	45	68	44	85	113	60	67	59	56	128	115	245
	<b>25%</b>	28%	22%	12%	19%	26%	27%	30%	31%	16%	26%	31%	24%	24%	29%	24%	24%	26%	25%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>7</b>	4	3	-	2	2	-	*	4	2	2	4	-	3	2	2	3	4	10
	<b>1%</b>	1%	1%	-	1%	1%	-	*	2%	1%	*	1%	-	1%	1%	1%	1%	1%	1%
Taxation	<b>44</b>	34	10	3	3	11	9	11	6	6	20	17	19	13	7	4	32	11	35
	<b>4%</b>	7%	2%	2%	2%	7%	6%	8%	3%	2%	6%	5%	8%	4%	3%	2%	6%	3%	4%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	16	9	2	5	3	6	2	8	7	8	9	8	4	6	6	13	12	24
	<b>3%</b>	3%	2%	2%	3%	2%	4%	1%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%
Unemployment/ Factory closure/ Lack of industry	<b>240</b>	110	130	32	39	42	42	41	42	72	85	83	60	54	67	58	114	125	272
	<b>25%</b>	23%	26%	26%	26%	25%	28%	27%	19%	26%	26%	22%	24%	19%	33%	25%	21%	29%	28%
Other	<b>24</b>	9	16	4	4	3	7	2	5	8	9	7	10	6	4	4	16	9	25
	<b>2%</b>	2%	3%	3%	2%	2%	4%	2%	2%	3%	3%	2%	4%	2%	2%	2%	3%	2%	3%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 6**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE	FE- MALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1		C2DE
<b>WEIGHTED BASE</b>	<b>974</b>	473	501	127	154	169	153	151	220	280	323	371	250	286	206	232	536	437	983
	<b>100%</b>	49%	51%	13%	16%	17%	16%	15%	23%	29%	33%	38%	26%	29%	21%	24%	55%	45%	101%
Don't know	<b>109</b>	44	65	25	21	13	12	4	34	46	26	38	15	31	23	40	46	64	112
	<b>11%</b>	9%	13%	19%	14%	8%	8%	3%	15%	16%	8%	10%	6%	11%	11%	17%	9%	15%	11%
No answer	<b>6</b>	3	3	-	2	-	-	-	4	2	-	4	3	1	-	2	4	2	5
	<b>1%</b>	1%	1%	-	1%	-	-	-	2%	1%	-	1%	1%	*	-	1%	1%	1%	1%

Respondent type : GB Adults 18+  
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## ISSUES INDEX

**Table 7**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE		OWNED /MORT GAGED
<b>UNWEIGHTED BASE</b>	<b>983</b>	804	80	99	349	250	368	266	113	203	90	339	347	164	126	686	983
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
AIDS	2	2	-	-	*	*	-	2	2	2	-	2	-	*	-	2	2
	*	*	-	-	*	*	-	*	1%	1%	-	*	-	*	-	*	*
Animal welfare	2	2	-	-	1	1	*	-	-	-	-	-	1	-	*	1	3
	*	*	-	-	*	1%	*	-	-	-	-	-	*	-	*	*	*
Bird flu/Pandemic flu/Swine flu	10	8	1	1	1	*	3	6	5	6	1	1	7	2	1	8	13
	1%	1%	2%	1%	*	*	1%	2%	4%	2%	1%	*	2%	1%	*	1%	1%
Common market/EU/ Europe/Euro/ Constitution	41	37	2	3	9	6	11	21	2	11	9	16	12	3	10	28	40
	4%	4%	3%	4%	3%	3%	4%	6%	2%	4%	7%	5%	3%	2%	8%	4%	4%
Countryside/Rural life	20	19	-	*	2	2	3	15	4	7	3	6	12	*	2	18	13
	2%	2%	-	1%	1%	1%	1%	4%	3%	3%	2%	2%	3%	*	1%	3%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	270	236	12	22	96	73	77	98	43	75	31	94	90	44	42	184	273
	28%	28%	24%	26%	30%	31%	26%	27%	33%	28%	23%	29%	25%	30%	32%	27%	28%
Defence/Foreign affairs/ International terrorism	98	76	5	17	42	25	28	29	14	23	9	33	33	15	16	67	100
	10%	9%	10%	20%	13%	10%	9%	8%	10%	8%	7%	10%	9%	10%	13%	10%	10%
Drug abuse	95	77	4	14	45	31	19	31	8	23	15	27	38	18	12	65	99
	10%	9%	8%	16%	14%	13%	6%	9%	6%	9%	11%	8%	11%	12%	9%	9%	10%
Economy/Economic situation	522	445	24	53	176	122	157	189	66	137	70	180	214	64	62	394	520
	54%	53%	50%	63%	55%	52%	53%	53%	51%	51%	52%	55%	59%	44%	47%	57%	53%
Education/Schools	122	107	6	10	38	28	32	52	22	36	15	39	58	16	8	97	117
	13%	13%	12%	11%	12%	12%	11%	15%	17%	14%	11%	12%	16%	11%	6%	14%	12%
Foot and mouth outbreak/Farming crisis	6	6	-	-	-	-	1	5	1	5	4	2	1	1	1	4	6
	1%	1%	-	-	-	-	*	1%	1%	2%	3%	1%	*	1%	1%	1%	1%

Respondent type : GB Adults 18+  
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Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 7**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE	OWNED /MORT GAGED	
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
GM/GM (genetically modified) foods	3	3	-	-	-	-	*	2	1	2	1	*	1	1	-	2	3
	*	*	-	-	-	-	*	1%	1%	1%	1%	*	*	1%	-	*	*
Heathrow/Third runway at heathrow	1	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	1%	-	*
Housing	73	62	3	7	20	13	25	27	12	21	9	25	20	13	15	45	74
	7%	7%	7%	9%	6%	6%	9%	8%	9%	8%	7%	7%	6%	9%	11%	6%	8%
Inflation/Prices	115	102	6	7	18	11	47	50	27	38	12	36	44	20	14	80	120
	12%	12%	12%	8%	5%	5%	16%	14%	20%	14%	9%	11%	12%	14%	11%	12%	12%
Local government/ Council tax	55	44	2	9	17	8	19	20	6	14	8	15	23	7	9	39	58
	6%	5%	4%	10%	5%	3%	6%	5%	4%	5%	6%	5%	6%	5%	7%	6%	6%
Low pay/Minimum wage/Fair wages	32	31	1	1	9	8	6	17	4	17	13	12	9	4	7	21	33
	3%	4%	1%	1%	3%	3%	2%	5%	3%	6%	10%	4%	3%	3%	5%	3%	3%
Morality/ Individual behaviour/ Lifestyle	104	90	4	10	32	22	33	39	18	24	6	45	36	12	12	80	107
	11%	11%	8%	12%	10%	9%	11%	11%	14%	9%	5%	14%	10%	8%	9%	12%	11%
National Health Service/Hospitals/ Healthcare	162	141	5	16	45	29	43	73	31	55	24	51	67	19	22	119	160
	17%	17%	10%	18%	14%	12%	15%	21%	24%	21%	18%	16%	19%	13%	17%	17%	16%
Nationalisation/ Government control of institutions	28	27	1	1	9	8	9	11	2	8	6	11	8	4	5	19	23
	3%	3%	1%	1%	3%	3%	3%	3%	2%	3%	4%	3%	2%	3%	4%	3%	2%
Northern Ireland	2	2	1	-	2	2	1	-	-	-	-	-	1	2	-	1	3
	*	*	1%	-	*	1%	*	-	-	-	-	-	*	1%	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	16	13	1	2	4	2	4	8	3	8	5	7	6	1	2	13	15
	2%	2%	3%	2%	1%	1%	1%	2%	2%	3%	4%	2%	2%	1%	1%	2%	2%
Pensions/Social security/Benefits	43	34	1	8	17	8	9	18	3	12	9	20	12	6	5	32	45
	4%	4%	2%	10%	5%	4%	3%	5%	2%	4%	6%	6%	3%	4%	4%	5%	5%

Respondent type : GB Adults 18+  
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## ISSUES INDEX

**Table 7**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	GOVERNMENT OFFICE REGION											TENURE					UNWTD TOTAL
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNC IL/HA	REN TED PRI VATE	OWNED /MORT GAGED	
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
Petrol prices/Fuel	<b>34</b>	25	3	5	9	4	9	15	4	8	4	9	11	4	9	20	37
	<b>3%</b>	3%	6%	6%	3%	2%	3%	4%	3%	3%	3%	3%	3%	3%	7%	3%	4%
Pollution/Environment	<b>88</b>	81	1	6	20	14	26	42	9	26	17	40	34	4	8	74	85
	<b>9%</b>	10%	2%	7%	6%	6%	9%	12%	7%	10%	13%	12%	9%	3%	6%	11%	9%
Pound/Exchange rate/Value of Pound	<b>13</b>	9	2	1	1	*	6	5	1	3	2	6	5	1	*	11	14
	<b>1%</b>	1%	5%	1%	*	*	2%	1%	1%	1%	1%	2%	1%	1%	*	2%	1%
Poverty/Inequality	<b>67</b>	55	3	8	23	15	12	32	13	27	14	19	15	17	15	34	64
	<b>7%</b>	7%	7%	10%	7%	6%	4%	9%	10%	10%	11%	6%	4%	11%	11%	5%	7%
Privatisation	<b>6</b>	6	-	-	1	1	1	5	-	4	4	3	3	-	1	5	6
	<b>1%</b>	1%	-	-	*	*	*	1%	-	1%	3%	1%	1%	-	1%	1%	1%
Public services in general	<b>47</b>	40	1	5	20	14	10	17	6	12	6	17	18	8	3	35	46
	<b>5%</b>	5%	2%	6%	6%	6%	3%	5%	5%	5%	4%	5%	5%	5%	3%	5%	5%
Race relations/Immigration/Immigrants	<b>243</b>	219	11	13	88	74	82	73	18	48	30	92	90	37	25	181	245
	<b>25%</b>	26%	22%	16%	27%	31%	28%	20%	14%	18%	22%	28%	25%	25%	19%	26%	25%
Scottish/Welsh assembly/Devolution/Constitutional reform	<b>7</b>	5	2	1	1	-	3	3	-	3	3	3	2	*	2	5	10
	<b>1%</b>	1%	3%	1%	*	-	1%	1%	-	1%	3%	1%	1%	*	1%	1%	1%
Taxation	<b>44</b>	38	1	4	10	6	9	24	4	22	18	19	18	4	3	37	35
	<b>4%</b>	5%	3%	5%	3%	3%	3%	7%	3%	8%	13%	6%	5%	3%	2%	5%	4%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	23	2	1	3	3	7	15	6	10	4	11	6	5	4	16	24
	<b>3%</b>	3%	4%	1%	1%	1%	2%	4%	5%	4%	3%	3%	2%	3%	3%	2%	2%
Unemployment/Factory closure/Lack of industry	<b>240</b>	199	17	24	87	64	97	56	16	42	26	73	92	33	40	165	272
	<b>25%</b>	24%	36%	28%	27%	27%	33%	16%	12%	16%	19%	22%	25%	23%	31%	24%	28%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 7**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	GOVERNMENT OFFICE REGION										TENURE					UNWTD TOTAL	
	ENG LAND	WALES	SCOT LAND	NORTH INCL. SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	SOUTH INCL. GL	GL	SOUTH EAST INCL. GL	SOUTH EAST EXCL. GL	OWNED	MORT GAGED	REN TED COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED		
<b>WEIGHTED BASE</b>	<b>974</b>	840	48	85	322	237	295	357	130	266	135	328	363	146	130	691	983
	<b>100%</b>	86%	5%	9%	33%	24%	30%	37%	13%	27%	14%	34%	37%	15%	13%	71%	101%
Other	<b>24</b>	22	2	-	1	1	14	10	2	5	2	10	10	2	3	19	25
	<b>2%</b>	3%	4%	-	*	*	5%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%
Don't know	<b>109</b>	94	7	9	35	27	32	42	14	34	20	32	34	22	18	66	112
	<b>11%</b>	11%	15%	10%	11%	11%	11%	12%	11%	13%	15%	10%	9%	15%	14%	9%	11%
No answer	<b>6</b>	6	-	1	1	1	1	4	4	4	-	2	1	-	4	2	5
	<b>1%</b>	1%	-	1%	*	*	*	1%	3%	2%	-	1%	*	-	3%	*	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
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## ISSUES INDEX

**Table 8**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499	25000 PLUS		
<b>UNWEIGHTED BASE</b>	<b>983</b>	358	94	531	73	29	219	231	102	764	477	138	158	264	287	983
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	<b>42%</b>	<b>8%</b>	<b>50%</b>	<b>4%</b>	<b>4%</b>	<b>26%</b>	<b>21%</b>	<b>11%</b>	<b>74%</b>	<b>49%</b>	<b>13%</b>	<b>15%</b>	<b>31%</b>	<b>31%</b>	<b>101%</b>
AIDS	2	*	-	*	*	-	2	*	-	*	-	-	-	2	2	2
	*	*	-	*	1%	-	1%	*	-	*	-	-	-	1%	1%	*
Animal welfare	2	1	-	*	*	1	-	-	-	2	-	-	-	1	2	3
	*	*	-	*	1%	2%	-	-	-	*	-	-	*	*	1%	*
Bird flu/Pandemic flu/Swine flu	10	5	2	4	1	-	5	4	*	5	7	-	-	5	5	13
	1%	1%	3%	1%	2%	-	2%	2%	*	1%	1%	-	-	2%	2%	1%
Common market/EU/ Europe/Euro/ Constitution	41	12	5	24	2	-	14	8	4	27	22	3	6	19	8	40
	4%	3%	6%	5%	6%	-	6%	4%	4%	4%	5%	2%	4%	6%	3%	4%
Countryside/Rural life	20	10	4	6	-	-	1	4	3	19	17	-	-	9	4	13
	2%	2%	5%	1%	-	-	*	2%	3%	3%	4%	-	-	3%	1%	1%
Crime/Law & order/ Violence/ Anti-social (yob) behaviour	270	107	19	144	11	12	79	60	16	191	119	41	44	82	94	273
	28%	26%	24%	30%	25%	32%	31%	29%	15%	27%	25%	32%	30%	27%	31%	28%
Defence/Foreign affairs/ International terrorism	98	41	6	51	4	7	32	23	11	66	61	11	17	34	22	100
	10%	10%	8%	11%	10%	18%	13%	11%	11%	9%	13%	9%	12%	11%	7%	10%
Drug abuse	95	42	9	43	3	5	27	21	7	68	36	9	18	23	39	99
	10%	10%	12%	9%	8%	13%	11%	10%	7%	9%	7%	7%	12%	8%	13%	10%
Economy/Economic situation	522	245	46	231	20	18	155	114	61	368	279	54	61	186	160	520
	54%	60%	57%	48%	47%	46%	61%	56%	57%	51%	58%	42%	42%	62%	54%	53%
Education/Schools	122	62	15	45	3	8	34	28	25	88	80	5	9	52	48	117
	13%	15%	19%	9%	6%	22%	13%	14%	23%	12%	17%	4%	6%	17%	16%	12%

Respondent type : GB Adults 18+  
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## ISSUES INDEX

**Table 8**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499	25000 PLUS		
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Foot and mouth outbreak/Farming crisis	6 1%	4 1%	-	2 *	1 2%	-	3 1%	-	-	3 *	4 1%	-	1 *	1 *	3 1%	6 1%
GM/GM (genetically modified) foods	3 *	2 1%	-	* *	* 1%	-	1 *	-	* *	2 *	3 1%	-	-	-	-	3 *
Heathrow/Third runway at heathrow	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	1 *
Housing	73 7%	31 8%	5 6%	37 8%	4 9%	2 6%	13 5%	17 8%	7 6%	60 8%	32 7%	12 9%	14 10%	16 5%	23 8%	74 8%
Inflation/Prices	115 12%	53 13%	6 7%	56 12%	8 19%	6 16%	22 9%	19 9%	13 12%	92 13%	37 8%	12 9%	21 15%	23 8%	28 9%	120 12%
Local government/ Council tax	55 6%	23 6%	3 4%	29 6%	2 5%	5 12%	11 5%	8 4%	6 6%	44 6%	22 5%	9 7%	8 6%	15 5%	12 4%	58 6%
Low pay/Minimum wage/Fair wages	32 3%	8 2%	1 1%	23 5%	4 11%	-	5 2%	7 3%	3 3%	27 4%	9 2%	4 3%	10 7%	11 4%	11 4%	33 3%
Morality/ Individual behaviour/ Lifestyle	104 11%	41 10%	10 12%	54 11%	4 10%	4 10%	28 11%	28 13%	11 10%	76 11%	57 12%	16 12%	13 9%	38 13%	23 8%	107 11%
National Health Service/Hospitals/ Healthcare	162 17%	68 17%	16 20%	77 16%	4 10%	15 38%	42 17%	37 18%	31 29%	119 17%	80 17%	14 11%	22 15%	63 21%	58 19%	160 16%
Nationalisation/ Government control of institutions	28 3%	8 2%	1 2%	19 4%	1 3%	-	4 2%	3 2%	4 3%	24 3%	13 3%	6 5%	4 3%	4 1%	8 3%	23 2%
Northern Ireland	2 *	-	-	2 *	-	-	1 *	1 *	1 1%	2 *	1 *	1 *	2 1%	-	-	3 *

Respondent type : GB Adults 18+  
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## ISSUES INDEX

**Table 8**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499			25000 PLUS
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b>	4	1	11	1	2	5	2	2	11	6	3	1	5	3	15
	<b>2%</b>	1%	1%	2%	2%	4%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%
Pensions/Social security/Benefits	<b>43</b>	13	6	24	1	-	10	9	8	33	27	4	4	15	9	45
	<b>4%</b>	3%	8%	5%	3%	-	4%	4%	8%	5%	6%	3%	3%	5%	3%	5%
Petrol prices/Fuel	<b>34</b>	18	*	15	3	2	10	6	5	23	16	5	4	12	14	37
	<b>3%</b>	4%	1%	3%	7%	5%	4%	3%	5%	3%	3%	4%	3%	4%	5%	4%
Pollution/ Environment	<b>88</b>	36	13	39	4	2	11	20	23	77	63	6	6	39	23	85
	<b>9%</b>	9%	16%	8%	10%	6%	4%	10%	22%	11%	13%	4%	4%	13%	8%	9%
Pound/Exchange rate/Value of Pound	<b>13</b>	5	3	5	*	1	8	3	-	5	8	1	-	5	1	14
	<b>1%</b>	1%	3%	1%	1%	2%	3%	1%	-	1%	2%	1%	-	2%	*	1%
Poverty/Inequality	<b>67</b>	25	7	35	2	5	7	23	21	60	32	9	15	23	15	64
	<b>7%</b>	6%	9%	7%	5%	14%	3%	11%	20%	8%	7%	7%	10%	8%	5%	7%
Privatisation	<b>6</b>	1	1	4	-	1	1	1	1	5	3	-	2	4	1	6
	<b>1%</b>	*	1%	1%	-	2%	*	1%	1%	1%	1%	-	1%	1%	*	1%
Public services in general	<b>47</b>	17	3	27	1	2	12	9	7	34	22	6	6	17	12	46
	<b>5%</b>	4%	3%	6%	3%	5%	5%	5%	6%	5%	5%	4%	4%	6%	4%	5%
Race relations/ Immigration/ Immigrants	<b>243</b>	106	14	123	10	6	79	42	14	164	126	35	37	81	59	245
	<b>25%</b>	26%	17%	25%	23%	15%	31%	20%	13%	23%	26%	27%	25%	27%	20%	25%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>7</b>	1	-	7	2	-	1	1	1	6	2	1	1	3	2	10
	<b>1%</b>	*	-	1%	4%	-	*	1%	1%	1%	*	1%	1%	1%	1%	1%
Taxation	<b>44</b>	31	2	10	1	5	22	5	6	22	28	5	2	26	13	35
	<b>4%</b>	8%	3%	2%	1%	12%	9%	2%	6%	3%	6%	4%	1%	8%	4%	4%

Respondent type : GB Adults 18+  
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**ISSUES INDEX**

**Table 8**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	WORKING STATUS					VOTING				LIKELY TO VOTE IN GENERAL ELECTION		INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	10/10 CERTAIN	WOULD NOT VOTE	UP TO 9499	25000 PLUS			
<b>WEIGHTED BASE</b>	<b>974</b>	410	81	482	42	38	252	205	106	722	479	128	146	302	299	983
	<b>100%</b>	42%	8%	50%	4%	4%	26%	21%	11%	74%	49%	13%	15%	31%	31%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	10	2	13	1	3	8	7	3	17	14	2	2	11	6	24
	<b>3%</b>	2%	3%	3%	3%	7%	3%	3%	3%	2%	3%	1%	1%	4%	2%	2%
Unemployment/ Factory closure/ Lack of industry	<b>240</b>	91	26	123	18	8	60	59	23	180	112	32	33	62	79	272
	<b>25%</b>	22%	31%	25%	42%	22%	24%	29%	22%	25%	23%	25%	22%	21%	27%	28%
Other	<b>24</b>	12	1	10	1	1	7	2	3	17	12	6	2	7	7	25
	<b>2%</b>	3%	2%	2%	3%	2%	3%	1%	3%	2%	2%	4%	1%	2%	2%	3%
Don't know	<b>109</b>	34	3	72	6	2	23	25	4	87	40	21	26	24	34	112
	<b>11%</b>	8%	4%	15%	15%	5%	9%	12%	3%	12%	8%	16%	18%	8%	12%	11%
No answer	<b>6</b>	2	1	4	-	-	4	-	-	2	2	-	-	3	2	5
	<b>1%</b>	1%	1%	1%	-	-	2%	-	-	*	1%	-	-	1%	1%	1%

Respondent type : GB Adults 18+  
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**ISSUES INDEX**

**Table 9**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>UNWEIGHTED BASE</b>	<b>983</b>	520	160	270	245	94	117	266	549	168	871	108	169	814	983
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
AIDS	2	*	-	-	-	-	2	-	2	-	2	-	-	2	2
	*	*	-	-	-	-	1%	-	*	-	*	-	-	*	*
Animal welfare	2	1	-	1	-	-	-	1	1	-	1	*	1	*	3
	*	*	-	*	-	-	-	*	*	-	*	*	1%	*	*
Bird flu/Pandemic flu/Swine flu	10	6	3	3	2	1	2	3	7	-	5	6	1	10	13
	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	7%	1%	1%	1%
Common market/EU/ Europe/Euro/ Constitution	41	24	8	12	13	7	9	16	16	10	37	4	3	38	40
	4%	5%	5%	5%	5%	7%	7%	6%	3%	5%	4%	5%	2%	4%	4%
Countryside/Rural life	20	14	2	3	3	2	3	3	10	7	16	4	-	20	13
	2%	3%	1%	1%	1%	2%	2%	1%	2%	4%	2%	4%	-	2%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	270	134	47	268	77	23	27	75	141	54	239	31	33	237	273
	28%	26%	29%	100%	32%	25%	22%	31%	25%	31%	27%	37%	29%	28%	28%
Defence/Foreign affairs/ International terrorism	98	57	18	24	16	94	14	22	60	16	95	3	15	83	100
	10%	11%	11%	9%	7%	100%	11%	9%	11%	9%	11%	3%	13%	10%	10%
Drug abuse	95	47	12	39	7	4	11	22	55	18	78	17	11	84	99
	10%	9%	7%	14%	3%	4%	9%	9%	10%	10%	9%	20%	9%	10%	10%
Economy/Economic situation	522	522	88	133	115	55	70	123	294	105	474	47	65	458	520
	54%	100%	54%	50%	47%	58%	58%	51%	53%	60%	54%	56%	56%	53%	53%
Education/Schools	122	70	53	26	26	14	122	32	66	23	106	16	16	105	117
	13%	13%	33%	10%	11%	15%	100%	13%	12%	13%	12%	19%	14%	12%	12%

Respondent type : GB Adults 18+  
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**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Foot and mouth outbreak/Farming crisis	6	5	4	1	1	1	1	1	4	-	3	2	1	4	6
	1%	1%	2%	*	*	1%	1%	1%	1%	-	*	3%	1%	1%	1%
GM/GM (genetically modified) foods	3	2	2	1	-	1	1	1	1	*	2	1	-	3	3
	*	*	1%	*	-	1%	1%	*	*	*	*	1%	-	*	*
Heathrow/Third runway at heathrow	1	-	-	-	-	-	-	1	-	-	-	1	-	1	1
	*	-	-	-	-	-	-	*	-	-	-	1%	-	*	*
Housing	73	31	12	16	20	5	9	17	35	20	62	10	7	66	74
	7%	6%	8%	6%	8%	5%	8%	7%	6%	11%	7%	12%	6%	8%	8%
Inflation/Prices	115	54	15	31	17	6	14	26	59	30	95	20	12	103	120
	12%	10%	9%	12%	7%	6%	11%	11%	11%	17%	11%	23%	10%	12%	12%
Local government/ Council tax	55	18	12	16	14	4	9	11	28	17	53	2	8	47	58
	6%	3%	7%	6%	6%	5%	8%	4%	5%	9%	6%	3%	7%	5%	6%
Low pay/Minimum wage/Fair wages	32	16	6	9	9	2	3	12	11	9	28	4	2	30	33
	3%	3%	4%	3%	4%	3%	3%	5%	2%	5%	3%	5%	2%	4%	3%
Morality/ Individual behaviour/ Lifestyle	104	54	13	37	26	12	17	23	59	22	97	7	9	96	107
	11%	10%	8%	14%	11%	12%	14%	10%	11%	12%	11%	9%	8%	11%	11%
National Health Service/Hospitals/ Healthcare	162	88	162	47	37	18	53	41	84	37	139	22	20	142	160
	17%	17%	100%	18%	15%	19%	43%	17%	15%	21%	16%	26%	17%	16%	16%
Nationalisation/ Government control of institutions	28	12	3	8	12	4	1	3	12	14	28	1	4	25	23
	3%	2%	2%	3%	5%	4%	1%	1%	2%	8%	3%	1%	3%	3%	2%
Northern Ireland	2	1	1	-	-	-	-	1	1	-	1	1	-	2	3
	*	*	*	-	-	-	-	*	*	-	*	1%	-	*	*

Respondent type : GB Adults 18+  
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## ISSUES INDEX

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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+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB- URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b> <b>2%</b>	6 1%	3 2%	4 1%	2 1%	1 1%	- -	5 2%	9 2%	2 1%	14 2%	1 1%	2 2%	13 2%	15 2%
Pensions/Social security/Benefits	<b>43</b> <b>4%</b>	18 3%	7 5%	14 5%	12 5%	3 4%	6 5%	9 4%	18 3%	16 9%	41 5%	2 3%	6 5%	37 4%	45 5%
Petrol prices/Fuel	<b>34</b> <b>3%</b>	18 3%	7 4%	8 3%	8 3%	2 2%	6 5%	9 4%	17 3%	7 4%	29 3%	4 5%	4 3%	30 3%	37 4%
Pollution/ Environment	<b>88</b> <b>9%</b>	42 8%	14 8%	11 4%	12 5%	10 11%	17 14%	22 9%	45 8%	21 12%	84 9%	4 5%	15 13%	73 9%	85 9%
Pound/Exchange rate/Value of Pound	<b>13</b> <b>1%</b>	7 1%	1 1%	3 1%	4 2%	1 1%	2 2%	3 1%	5 1%	5 3%	13 1%	* *	* *	12 1%	14 1%
Poverty/Inequality	<b>67</b> <b>7%</b>	31 6%	11 7%	13 5%	14 6%	7 7%	12 10%	20 8%	41 7%	7 4%	62 7%	5 6%	10 8%	57 7%	64 7%
Privatisation	<b>6</b> <b>1%</b>	2 *	1 1%	- -	1 *	1 1%	- -	2 1%	4 1%	1 *	5 1%	1 1%	- -	6 1%	6 1%
Public services in general	<b>47</b> <b>5%</b>	20 4%	12 8%	8 3%	14 6%	6 6%	7 6%	17 7%	20 4%	10 5%	43 5%	3 3%	6 5%	41 5%	46 5%
Race relations/ Immigration/ Immigrants	<b>243</b> <b>25%</b>	115 22%	37 23%	76 28%	243 100%	16 18%	26 21%	57 23%	140 25%	46 26%	235 27%	8 10%	30 26%	213 25%	245 25%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>7</b> <b>1%</b>	4 1%	3 2%	2 1%	3 1%	3 3%	* *	2 1%	5 1%	* *	7 1%	- -	- -	7 1%	10 1%
Taxation	<b>44</b> <b>4%</b>	22 4%	7 5%	19 7%	12 5%	4 5%	10 8%	7 3%	26 5%	10 6%	42 5%	2 3%	5 4%	39 5%	35 4%

Respondent type : GB Adults 18+  
Fieldwork dates : 26th June - 2nd July 2009  
Number of sample points : 180  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 9**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	IMPORTANT ISSUES						AREA			ETHNIC		WORKING IN THE PUBLIC SECTOR		UNWTD TOTAL	
	ECON OMY	NHS/ HOSP ITALS	CRIME	IMMIG RATION /RACE RELATIONS	DE FENCE	SCH OOLS	URBAN	SUB-URBAN	RURAL	WHITE	BME	YES	NO		
<b>WEIGHTED BASE</b>	<b>974</b>	522	162	268	243	94	122	242	555	177	885	85	115	858	983
	<b>100%</b>	54%	17%	27%	25%	10%	13%	25%	57%	18%	91%	9%	12%	88%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	10	8	6	1	1	6	11	11	4	16	9	2	22	24
	<b>3%</b>	2%	5%	2%	*	1%	5%	4%	2%	2%	2%	11%	2%	3%	2%
Unemployment/ Factory closure/ Lack of industry	<b>240</b>	122	34	57	61	14	26	69	128	43	212	27	33	207	272
	<b>25%</b>	23%	21%	21%	25%	15%	21%	29%	23%	24%	24%	32%	28%	24%	28%
Other	<b>24</b>	6	-	4	8	3	2	3	15	6	22	1	4	20	25
	<b>2%</b>	1%	-	2%	3%	4%	1%	1%	3%	3%	3%	1%	3%	2%	3%
Don't know	<b>109</b>	27	5	8	11	-	-	29	68	12	99	8	10	100	112
	<b>11%</b>	5%	3%	3%	4%	-	-	12%	12%	7%	11%	9%	8%	12%	11%
No answer	<b>6</b>	1	-	2	-	-	-	4	2	1	5	2	-	6	5
	<b>1%</b>	*	-	1%	-	-	-	1%	*	*	1%	2%	-	1%	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX

**Table 10**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	TOTAL	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS	
<b>UNWEIGHTED BASE</b>	<b>983</b>	17	40	28	9	30	33	106	20	137	53	26	34	11	6	506	114	367	176	213	983
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
AIDS	2	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	*	2
	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	*	*
Animal welfare	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	3
	*	-	-	-	-	-	-	-	-	-	-	2%	-	-	*	-	*	*	*	-	*
Bird flu/Pandemic flu/Swine flu	10	1	1	-	-	-	-	2	1	3	-	-	1	-	-	3	1	6	2	4	13
	1%	6%	2%	-	-	-	1%	6%	2%	2%	-	-	3%	-	-	1%	1%	2%	1%	2%	1%
Common market/EU/ Europe/Euro/ Constitution	41	-	3	-	*	4	1	5	-	1	2	-	4	-	-	21	8	11	9	4	40
	4%	-	6%	-	4%	13%	2%	4%	-	1%	5%	-	10%	-	-	4%	6%	3%	5%	2%	4%
Countryside/Rural life	20	3	-	-	-	3	-	-	*	2	1	-	-	-	-	11	6	3	-	3	13
	2%	22%	-	-	-	8%	-	-	3%	1%	2%	-	-	-	-	2%	5%	1%	-	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	270	6	11	3	3	11	13	36	3	39	17	4	12	4	1	126	29	115	61	59	273
	28%	36%	23%	10%	27%	32%	38%	32%	16%	29%	39%	20%	34%	45%	11%	25%	22%	33%	34%	31%	28%
Defence/Foreign affairs/ International terrorism	98	3	9	3	1	3	6	10	2	11	4	2	1	1	1	51	15	28	17	15	100
	10%	20%	18%	9%	9%	8%	18%	9%	12%	8%	8%	7%	2%	13%	22%	10%	11%	8%	10%	7%	10%
Drug abuse	95	1	4	3	-	3	6	10	4	25	2	2	7	-	-	39	10	46	19	31	99
	10%	4%	8%	10%	-	9%	17%	9%	26%	19%	5%	11%	18%	-	-	8%	8%	13%	11%	16%	10%
Economy/Economic situation	522	13	31	14	12	19	14	68	10	74	14	12	18	5	5	262	79	185	100	100	520
	54%	80%	63%	44%	96%	58%	39%	62%	66%	56%	33%	56%	50%	63%	80%	53%	61%	53%	56%	52%	53%
Education/Schools	122	6	16	3	6	9	4	9	1	14	6	3	5	4	-	56	28	38	19	20	117
	13%	38%	32%	9%	50%	26%	13%	8%	6%	11%	14%	13%	14%	43%	-	11%	21%	11%	11%	10%	12%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 10**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Foot and mouth outbreak/Farming crisis	6	-	-	-	-	-	-	-	-	-	-	-	1	-	-	5	-	1	1	-	6
	1%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	1%	-	*	1%	-	1%
GM/GM (genetically modified) foods	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	1	1	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	*	-	*	1%	-	*
Heathrow/Third runway at heathrow	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1
	*	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	*	1%	-	*
Housing	73	-	1	4	1	2	2	14	2	9	4	1	5	2	-	28	9	34	21	14	74
	7%	-	2%	13%	11%	7%	6%	13%	12%	7%	9%	6%	13%	19%	-	6%	7%	10%	12%	7%	8%
Inflation/Prices	115	1	4	1	1	4	10	1	21	6	3	7	-	-	2	60	10	46	21	29	120
	12%	4%	8%	3%	11%	4%	13%	9%	8%	16%	14%	13%	19%	-	26%	12%	7%	13%	12%	15%	12%
Local government/Council tax	55	*	4	-	*	*	1	3	1	10	4	3	2	-	-	29	4	21	7	15	58
	6%	3%	8%	-	4%	1%	3%	3%	5%	8%	9%	15%	7%	-	6%	3%	6%	4%	8%	6%	
Low pay/Minimum wage/Fair wages	32	-	-	-	-	1	1	3	-	4	-	*	1	-	-	23	1	8	5	4	33
	3%	-	-	-	-	3%	3%	2%	-	3%	-	2%	3%	-	-	5%	1%	2%	3%	2%	3%
Morality/Individual behaviour/Lifestyle	104	4	6	4	-	1	6	17	1	14	4	4	3	1	-	50	15	44	27	20	107
	11%	24%	12%	14%	-	3%	17%	15%	8%	10%	9%	18%	8%	8%	-	10%	12%	13%	15%	10%	11%
National Health Service/Hospitals/Healthcare	162	4	9	9	2	12	5	21	*	23	6	3	8	3	-	75	27	60	35	28	160
	17%	27%	19%	27%	18%	37%	14%	19%	2%	18%	14%	17%	23%	30%	-	15%	21%	17%	20%	14%	16%
Nationalisation/Government control of institutions	28	1	6	1	1	-	2	2	-	3	-	1	-	-	-	14	8	6	4	3	23
	3%	9%	12%	3%	12%	-	5%	2%	-	2%	-	3%	-	-	3%	6%	6%	2%	2%	1%	2%
Northern Ireland	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	*	-	*	1%	-	*

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

## ISSUES INDEX

**Table 10**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Nuclear weapons/ Nuclear war/ Disarmament	<b>16</b>	-	1	-	-	-	-	1	2	2	-	-	2	-	-	10	1	5	2	4	15
	<b>2%</b>	-	2%	-	-	-	-	1%	10%	2%	-	-	5%	-	-	2%	1%	1%	1%	2%	2%
Pensions/Social security/Benefits	<b>43</b>	-	-	4	1	2	4	10	1	3	1	-	1	-	-	16	8	18	15	4	45
	<b>4%</b>	-	-	13%	11%	7%	12%	9%	5%	3%	1%	-	3%	-	-	3%	6%	5%	8%	2%	5%
Petrol prices/Fuel	<b>34</b>	1	-	1	1	2	-	*	1	6	-	1	2	-	-	24	2	9	2	7	37
	<b>3%</b>	4%	-	2%	5%	7%	-	*	7%	5%	-	3%	5%	-	-	5%	2%	3%	1%	4%	4%
Pollution/ Environment	<b>88</b>	6	4	9	1	5	2	6	1	3	4	1	3	2	1	53	21	17	11	7	85
	<b>9%</b>	36%	8%	28%	12%	15%	5%	5%	3%	2%	9%	7%	8%	21%	20%	11%	16%	5%	6%	3%	9%
Pound/Exchange rate/Value of Pound	<b>13</b>	-	-	*	-	1	2	-	-	1	-	-	-	-	-	8	2	2	2	1	14
	<b>1%</b>	-	-	1%	-	2%	4%	-	-	1%	-	-	-	-	-	2%	2%	1%	1%	*	1%
Poverty/Inequality	<b>67</b>	1	1	9	-	4	1	3	1	10	1	2	1	1	1	36	16	16	5	12	64
	<b>7%</b>	6%	2%	30%	-	13%	3%	3%	4%	7%	3%	8%	3%	16%	20%	7%	12%	5%	3%	6%	7%
Privatisation	<b>6</b>	-	1	-	-	-	-	1	-	-	-	-	1	-	-	4	1	1	1	-	6
	<b>1%</b>	-	2%	-	-	-	-	1%	-	-	-	-	2%	-	-	1%	1%	*	1%	-	1%
Public services in general	<b>47</b>	-	4	1	-	3	2	6	-	5	1	-	2	1	2	23	10	15	10	6	46
	<b>5%</b>	-	8%	3%	-	8%	5%	6%	-	4%	2%	-	5%	9%	35%	5%	7%	4%	5%	3%	5%
Race relations/ Immigration/ Immigrants	<b>243</b>	2	12	4	1	6	14	37	1	28	7	7	6	2	-	129	22	91	54	41	245
	<b>25%</b>	14%	24%	14%	8%	17%	39%	33%	6%	21%	17%	35%	17%	26%	-	26%	17%	26%	30%	21%	25%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>7</b>	-	2	-	-	-	-	-	-	-	1	-	-	-	-	3	2	1	-	1	10
	<b>1%</b>	-	3%	-	-	-	-	-	-	-	2%	-	-	-	-	1%	1%	*	-	1%	1%
Taxation	<b>44</b>	1	5	3	8	1	3	8	-	3	2	-	1	-	-	15	14	15	12	4	35
	<b>4%</b>	9%	11%	9%	70%	3%	8%	7%	-	2%	5%	-	3%	-	-	3%	11%	4%	7%	2%	4%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 10**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	READERSHIP OF DAILY PUBLICATIONS																DAILY NEWSPAPER READERSHIP				UNWTD TOTAL
	THE INDEPENDENT	THE DAILY TELEGRAPH	THE GUARDIAN	THE FINANCIAL TIMES	THE TIMES	DAILY EXPRESS	DAILY MAIL	DAILY RECORD	THE SUN	DAILY MIRROR	DAILY STAR	THE METRO	EVENING STANDARD	OTHER	NONE OF THESE	QUALITY	POPULAR	MID MKT PRESS	RED TOP PRESS		
<b>WEIGHTED BASE</b>	<b>974</b>	16	49	32	12	33	35	111	16	132	42	21	36	9	7	496	131	350	179	194	983
	<b>100%</b>	2%	5%	3%	1%	3%	4%	11%	2%	14%	4%	2%	4%	1%	1%	51%	13%	36%	18%	20%	101%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	3	3	1	-	-	1	1	1	1	-	-	1	-	-	15	6	4	3	1	24
	<b>3%</b>	16%	7%	4%	-	-	3%	1%	3%	*	-	-	3%	-	-	3%	5%	1%	2%	1%	2%
Unemployment/ Factory closure/ Lack of industry	<b>240</b>	4	12	7	3	10	9	24	5	30	9	6	8	4	1	124	32	84	44	44	272
	<b>25%</b>	23%	24%	23%	25%	29%	26%	22%	32%	23%	22%	28%	23%	50%	13%	25%	25%	24%	25%	23%	28%
Other	<b>24</b>	-	2	1	-	-	-	4	-	3	1	1	*	-	-	13	2	9	5	5	25
	<b>2%</b>	-	4%	2%	-	-	-	4%	-	2%	2%	4%	1%	-	-	3%	2%	3%	3%	2%	3%
Don't know	<b>109</b>	-	3	2	-	-	5	8	3	14	11	1	4	-	-	65	4	38	16	28	112
	<b>11%</b>	-	5%	5%	-	-	16%	7%	18%	11%	25%	3%	12%	-	-	13%	3%	11%	9%	15%	11%
No answer	<b>6</b>	-	-	2	-	-	-	3	-	-	-	-	2	-	-	3	2	3	3	-	5
	<b>1%</b>	-	-	7%	-	-	-	3%	-	-	-	-	6%	-	-	1%	2%	1%	2%	-	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX**

**Table 11**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>UNWEIGHTED BASE</b>	<b>983</b>	122	139	176	145	194	207	983
<b>WEIGHTED BASE</b>	<b>974</b>	141	139	202	121	193	177	983
	<b>100%</b>	14%	14%	21%	12%	20%	18%	101%
AIDS	2	-	*	2	-	-	-	2
	*	-	*	1%	-	-	-	*
Animal welfare	2	-	*	1	1	-	-	3
	*	-	*	*	1%	-	-	*
Bird flu/Pandemic flu/Swine flu	10	3	1	1	3	2	-	13
	1%	2%	1%	*	3%	1%	-	1%
Common market/EU/ Europe/Euro/ Constitution	41	11	2	10	2	9	7	40
	4%	8%	1%	5%	2%	5%	4%	4%
Countryside/Rural life	20	-	-	10	1	7	1	13
	2%	-	-	5%	1%	4%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	270	39	34	55	36	54	52	273
	28%	28%	24%	27%	30%	28%	29%	28%
Defence/Foreign affairs/ International terrorism	98	14	9	21	6	26	21	100
	10%	10%	7%	10%	5%	14%	12%	10%
Drug abuse	95	15	19	15	16	6	23	99
	10%	11%	14%	7%	13%	3%	13%	10%
Economy/Economic situation	522	81	67	126	60	116	72	520
	54%	57%	48%	62%	50%	60%	41%	53%
Education/Schools	122	23	13	28	17	31	9	117
	13%	16%	10%	14%	14%	16%	5%	12%
Foot and mouth outbreak/Farming crisis	6	2	1	-	1	1	-	6
	1%	2%	1%	-	1%	1%	-	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX**

**Table 11**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>WEIGHTED BASE</b>	<b>974</b>	141	139	202	121	193	177	983
	<b>100%</b>	14%	14%	21%	12%	20%	18%	101%
GM/GM (genetically modified) foods	3	1	-	*	-	1	-	3
	*	1%	-	*	-	1%	-	*
Heathrow/Third runway at heathrow	1	1	-	-	-	-	-	1
	*	1%	-	-	-	-	-	*
Housing	73	14	15	8	16	10	10	74
	7%	10%	11%	4%	13%	5%	5%	8%
Inflation/Prices	115	21	29	8	8	18	31	120
	12%	15%	21%	4%	7%	9%	17%	12%
Local government/ Council tax	55	7	7	6	7	11	17	58
	6%	5%	5%	3%	6%	6%	10%	6%
Low pay/Minimum wage/Fair wages	32	4	6	3	8	6	6	33
	3%	3%	4%	2%	6%	3%	3%	3%
Morality/ Individual behaviour/ Lifestyle	104	4	6	21	13	36	24	107
	11%	3%	4%	10%	11%	19%	14%	11%
National Health Service/Hospitals/ Healthcare	162	23	19	39	28	32	20	160
	17%	16%	14%	19%	23%	17%	11%	16%
Nationalisation/ Government control of institutions	28	2	3	2	7	11	4	23
	3%	1%	2%	1%	5%	6%	3%	2%
Northern Ireland	2	-	1	-	-	1	-	3
	*	-	1%	-	-	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	16	2	2	2	1	3	5	15
	2%	1%	2%	1%	1%	1%	3%	2%
Pensions/Social security/Benefits	43	3	1	10	5	11	14	45
	4%	2%	*	5%	4%	6%	8%	5%
Petrol prices/Fuel	34	2	3	6	7	6	10	37
	3%	2%	2%	3%	6%	3%	6%	4%

Respondent type : GB Adults 18+  
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**Table 11**  
**Q.PL01/02**  
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**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
<b>WEIGHTED BASE</b>	<b>974</b>	141	139	202	121	193	177	983
	<b>100%</b>	14%	14%	21%	12%	20%	18%	101%
Pollution/ Environment	<b>88</b>	13	5	29	5	30	6	85
	<b>9%</b>	9%	4%	14%	4%	16%	3%	9%
Pound/Exchange rate/Value of Pound	<b>13</b>	1	-	2	*	6	4	14
	<b>1%</b>	1%	-	1%	*	3%	2%	1%
Poverty/Inequality	<b>67</b>	13	5	15	6	18	8	64
	<b>7%</b>	10%	4%	7%	5%	9%	5%	7%
Privatisation	<b>6</b>	-	1	1	1	2	1	6
	<b>1%</b>	-	1%	*	1%	1%	1%	1%
Public services in general	<b>47</b>	5	2	12	7	14	7	46
	<b>5%</b>	4%	2%	6%	6%	7%	4%	5%
Race relations/ Immigration/ Immigrants	<b>243</b>	20	25	50	35	58	55	245
	<b>25%</b>	14%	18%	25%	29%	30%	31%	25%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	<b>7</b>	-	2	2	-	2	3	10
	<b>1%</b>	-	1%	1%	-	1%	1%	1%
Taxation	<b>44</b>	4	3	15	5	14	4	35
	<b>4%</b>	3%	2%	7%	4%	7%	2%	4%
Trade unions/ Strikes	<b>-</b>	-	-	-	-	-	-	-
	<b>-</b>	-	-	-	-	-	-	-
Transport/Public transport	<b>25</b>	3	4	3	5	6	3	24
	<b>3%</b>	2%	3%	2%	4%	3%	2%	2%
Unemployment/ Factory closure/ Lack of industry	<b>240</b>	31	41	42	43	42	42	272
	<b>25%</b>	22%	29%	21%	36%	22%	23%	28%
Other	<b>24</b>	3	4	7	2	5	2	25
	<b>2%</b>	2%	3%	3%	2%	3%	1%	3%

Respondent type : GB Adults 18+  
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**Table 11**  
**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+ (VERSION 2)**

	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL	
	18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE		
<b>WEIGHTED BASE</b>	<b>974</b>	141	139	202	121	193	177	983
	<b>100%</b>	14%	14%	21%	12%	20%	18%	101%
Don't know	<b>109</b>	17	29	15	11	14	24	112
	<b>11%</b>	12%	21%	7%	9%	7%	13%	11%
No answer	<b>6</b>	-	2	-	-	4	-	5
	<b>1%</b>	-	2%	-	-	2%	-	1%

Respondent type : GB Adults 18+  
 Fieldwork dates : 26th June - 2nd July 2009  
 Number of sample points : 180  
 Source : Ipsos MORI (JN Q218)

	Page	Table	Title	Base	Base
	1	1	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	2	1	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	3	1	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	4	1	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	5	2	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983

	Page	Table	Title	Base	Base
	6	2	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	7	2	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	8	2	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	9	3	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	10	3	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974

	Page	Table	Title	Base	Base
	11	3	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	12	3	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	13	4	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	14	4	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	15	4	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974

	Page	Table	Title	Base	Base
	16	4	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	17	5	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	18	5	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	19	5	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	20	5	Q.PL01 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974



	Page	Table	Title	Base	Base
	21	6	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	22	6	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	23	6	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	24	6	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	25	7	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983

	Page	Table	Title	Base	Base
	26	7	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	27	7	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	28	7	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	29	8	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	30	8	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974

	Page	Table	Title	Base	Base
	31	8	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	32	8	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	33	9	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	34	9	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	35	9	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974

	Page	Table	Title	Base	Base
	36	9	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	37	10	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	38	10	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	39	10	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	40	10	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974

	Page	Table	Title	Base	Base
	41	11	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	983
	42	11	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	43	11	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974
	44	11	Q.PL01/02 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	974