

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	980	466	514	88	148	179	135	165	162	103	236	314	430	265	212	300	220	248	512	468	980
Weighted total	976	468	508	119	160	188	162	148	102	97	279	350	347	199	266	279	199	233	545	431	980
Economy/economic situation	316 32%	155 33%	161 32%	29 24%	52 33%	62 33%	61 38%	55 37%	35 35%	21 22%	81 29%	124 35%	112 32%	57 28%	112 42%	87 31%	60 30%	57 25%	199 37%	117 27%	311 32%
Race relations/immigration/immigrants	112 11%	60 13%	51 10%	4 3%	21 13%	16 9%	23 14%	17 11%	14 14%	17 18%	25 9%	39 11%	48 14%	31 16%	22 8%	32 11%	27 14%	31 13%	53 10%	58 13%	119 12%
Crime/law & order/violence/vandalism/anti-social (yob) behaviour	96 10%	51 11%	45 9%	18 15%	15 10%	13 7%	9 6%	14 10%	13 13%	13 13%	33 12%	22 6%	40 12%	26 13%	16 6%	22 8%	28 14%	30 13%	38 7%	59 14%	100 10%
Unemployment/factory closure/lack of industry	95 10%	40 9%	55 11%	13 11%	19 12%	20 11%	16 10%	15 10%	4 4%	8 8%	32 12%	37 10%	26 8%	11 6%	25 9%	19 7%	22 11%	30 13%	44 8%	52 12%	92 9%
Pollution/environment	43 4%	22 5%	20 4%	9 8%	7 4%	7 4%	5 3%	6 4%	7 7%	2 2%	16 6%	12 3%	15 4%	9 4%	20 8%	14 5%	3 2%	5 2%	34 6%	8 2%	39 4%
Defence/foreign affairs/international terrorism	37 4%	20 4%	17 3%	- -	7 5%	8 4%	2 1%	8 6%	4 4%	8 8%	7 3%	10 3%	20 6%	12 6%	8 3%	10 4%	8 4%	11 5%	18 3%	20 5%	44 4%
Inflation/prices	37 4%	16 3%	20 4%	5 4%	9 5%	10 5%	4 3%	2 2%	3 3%	4 4%	13 5%	14 4%	10 3%	7 4%	7 3%	11 4%	4 2%	14 6%	18 3%	19 4%	34 3%
Morality/individual behaviour/lifestyle	33 3%	15 3%	17 3%	4 4%	2 1%	7 4%	9 5%	4 3%	4 4%	3 3%	6 2%	16 4%	11 3%	7 4%	14 5%	11 4%	5 2%	3 1%	25 5%	8 2%	29 3%
National Health Service/Hospitals/Healthcare	25 3%	6 1%	20 4%	7 6%	6 4%	5 3%	4 3%	1 1%	* *	1 1%	13 5%	10 3%	3 1%	2 1%	2 1%	13 5%	7 3%	3 1%	15 3%	10 2%	29 3%
Poverty/inequality	21 2%	7 2%	13 3%	1 1%	2 1%	6 3%	5 3%	4 3%	1 1%	2 2%	4 1%	11 3%	7 2%	3 1%	4 1%	6 2%	4 2%	7 3%	10 2%	11 2%	19 2%
Education/schools	18 2%	6 1%	12 2%	1 1%	- -	7 4%	5 3%	4 2%	- -	1 1%	1 *	12 3%	5 1%	1 1%	6 2%	5 2%	3 1%	3 1%	11 2%	6 1%	19 2%
Common Market/EU/Europe/EURO/Constitution	12 1%	5 1%	7 1%	- -	1 1%	2 1%	- -	4 2%	2 2%	3 3%	1 1%	2 *	9 3%	5 3%	1 *	7 3%	2 1%	2 1%	8 1%	4 1%	12 1%
Pensions/social security/benefits	10 1%	2 *	8 2%	2 2%	- -	4 2%	- -	3 2%	2 2%	- -	2 1%	4 1%	4 1%	2 1%	5 2%	1 *	4 2%	* *	6 1%	4 1%	9 1%
Housing	6 1%	3 1%	3 1%	1 1%	2 1%	- -	2 1%	1 1%	- -	- -	3 1%	2 1%	1 *	- -	2 1%	3 1%	- -	2 1%	5 1%	2 *	7 1%
Nationalisation/Government control of institutions	6 1%	4 1%	2 *	4 3%	1 *	1 1%	- -	- -	* *	- -	4 2%	1 *	* *	* *	- -	1 *	1 1%	4 2%	1 *	5 1%	4 *
Drug abuse	5 1%	2 *	4 1%	1 1%	2 1%	- -	- -	- -	* *	1 1%	4 1%	- -	2 *	2 1%	- -	1 1%	1 1%	3 1%	1 *	4 1%	6 1%
Bird flu/pandemic flu/swine flu	5 1%	4 1%	* *	2 2%	1 1%	2 1%	- -	- -	- -	- -	3 1%	2 1%	- -	- -	* *	1 *	2 1%	1 1%	2 *	3 1%	4 *
Pound/exchange rate/value of pound	4 *	4 1%	- -	- -	- -	- 1%	1 1%	3 2%	- -	- -	- -	1 *	3 1%	- -	3 1%	1 1%	- -	- -	4 1%	- -	3 *
Petrol prices/fuel	4 *	2 *	2 *	- -	- 1%	2 1%	1 *	- -	* *	1 1%	- -	2 1%	2 *	2 1%	- -	2 1%	2 1%	* *	2 *	2 1%	5 1%
Low pay/minimum wage/fair wages	4 *	3 1%	1 *	- -	* *	1 *	1 1%	- -	2 2%	- -	* *	2 *	2 *	2 1%	- -	2 1%	2 1%	1 *	2 *	2 1%	6 1%
Taxation	4 *	- -	4 1%	1 1%	1 1%	1 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -	- -	2 1%	1 1%	- -	2 *	1 *	3 *

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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
Public services in general	4*	2*	2*	11%	1*	21%	-	1*	-	-	1*	21%	1*	-	1*	31%	-	1*	31%	1*	51%
Privatisation	3*	31%	-	32%	-	-	-	-	-	-	31%	-	-	-	31%	-	-	-	31%	-	1*
Local government/council tax	3*	1*	1*	-	-	1*	11%	-	-	11%	-	21%	1*	1*	-	1*	11%	-	1*	1*	3*
AIDS	1*	1*	-	-	-	11%	-	-	-	-	-	1*	-	-	-	-	11%	-	-	1*	1*
Nuclear weapons/nuclear war/disarmament	1*	1*	*	-	-	*	*	-	11%	-	-	1*	1*	1*	1*	-	*	*	1*	1*	3*
Scottish/Welsh Assembly/Devolution/Constitutional reform	1*	1*	-	-	-	-	-	-	-	11%	-	-	1*	1*	-	1*	-	-	1*	-	1*
Foot and mouth outbreak/farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	273%	143%	133%	11%	32%	42%	64%	11%	66%	55%	52%	113%	123%	115%	93%	135%	32%	21%	224%	51%	263%
Don't know	445%	174%	285%	1210%	74%	63%	4%	3%	3%	66%	7%	4%	134%	94%	42%	114%	74%	219%	163%	287%	465%

Issues Index FINAL

Table 2

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

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Unwtd 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	980	835	52	93	344	251	301	335	109	228	119	356	327	164	128	683	389	68	523	64	86	980
Weighted total	976	842	49	84	327	243	307	342	117	253	137	324	361	148	140	685	450	64	463	39	110	980
Economy/economic situation	316	275	9	32	99	67	94	123	40	90	50	104	138	39	36	242	157	22	137	12	29	311
	32%	33%	17%	38%	30%	28%	31%	36%	34%	35%	37%	32%	38%	26%	26%	35%	35%	35%	30%	31%	26%	32%
Race relations/immigration/immigrants	112	101	5	6	37	31	41	34	9	24	16	49	32	19	11	82	44	8	59	4	16	119
	11%	12%	9%	7%	11%	13%	13%	10%	7%	10%	11%	15%	9%	13%	8%	12%	10%	13%	13%	10%	15%	12%
Crime/law & order/violence/vandalism/anti-social (yob) behaviour	96	82	7	7	45	38	21	31	12	27	16	29	27	24	16	56	44	3	49	2	9	100
	10%	10%	14%	8%	14%	15%	7%	9%	10%	11%	11%	9%	7%	16%	12%	8%	10%	5%	11%	5%	8%	10%
Unemployment/factory closure/lack of industry	95	81	6	8	32	24	44	20	3	13	10	23	44	12	16	67	53	6	36	8	11	92
	10%	10%	12%	9%	10%	10%	14%	6%	3%	5%	7%	7%	12%	8%	12%	10%	12%	10%	8%	21%	10%	9%
Pollution/environment	43	39	1	3	11	8	16	16	4	12	8	16	19	4	3	35	15	-	28	2	-	39
	4%	5%	2%	4%	3%	3%	5%	5%	4%	5%	6%	5%	5%	3%	2%	5%	3%	-	6%	6%	-	4%
Defence/foreign affairs/international terrorism	37	26	8	3	10	7	21	6	3	3	1	15	13	6	4	28	11	4	22	1	1	44
	4%	3%	16%	4%	3%	3%	7%	2%	2%	1%	1%	5%	4%	4%	3%	4%	2%	7%	5%	2%	1%	4%
Inflation/prices	37	33	2	1	15	14	9	12	10	10	-	8	8	15	6	16	17	2	18	2	2	34
	4%	4%	4%	2%	5%	6%	3%	4%	8%	4%	-	2%	2%	10%	4%	2%	4%	2%	4%	5%	2%	3%
Morality/individual behaviour/lifestyle	33	32	1	-	6	6	8	19	4	16	12	18	8	2	4	26	13	7	13	1	8	29
	3%	4%	2%	-	2%	2%	3%	6%	4%	6%	9%	5%	2%	1%	3%	4%	3%	10%	3%	3%	7%	3%
National Health Service/Hospitals/Healthcare	25	23	1	1	10	9	2	13	4	8	4	2	13	2	6	16	7	3	16	1	1	29
	3%	3%	3%	2%	3%	4%	1%	4%	3%	3%	3%	1%	4%	2%	5%	2%	2%	4%	3%	2%	1%	3%
Poverty/inequality	21	17	-	3	9	6	7	5	4	5	2	4	8	4	4	12	11	2	7	*	5	19
	2%	2%	-	4%	3%	2%	2%	2%	3%	2%	1%	1%	2%	3%	3%	2%	3%	3%	2%	1%	5%	2%
Education/schools	18	17	*	*	4	3	5	9	5	7	2	3	6	2	6	9	7	3	8	1	3	19
	2%	2%	1%	1%	1%	1%	2%	3%	4%	3%	2%	1%	2%	1%	4%	1%	2%	5%	2%	3%	2%	2%
Common Market/EU/Europe/EURO/Constitution	12	10	1	-	5	5	6	1	-	*	*	7	2	-	3	9	5	-	7	-	1	12
	1%	1%	3%	-	2%	2%	2%	*	-	*	*	2%	1%	-	2%	1%	1%	-	2%	-	1%	1%
Pensions/social security/benefits	10	8	1	*	2	2	5	3	-	1	1	4	7	-	-	10	3	-	7	-	*	9
	1%	1%	3%	*	1%	1%	2%	1%	-	1%	1%	1%	2%	-	-	1%	1%	-	1%	-	*	1%
Housing	6	4	-	2	5	3	-	1	1	1	-	-	4	1	2	4	4	-	2	-	-	7
	1%	*	-	3%	1%	1%	-	*	1%	1%	-	-	1%	1%	1%	1%	1%	-	*	-	-	1%
Nationalisation/Government control of institutions	6	6	-	-	-	-	1	5	1	5	4	-	2	4	-	2	5	-	*	-	1	4
	1%	1%	-	-	-	-	*	2%	1%	2%	3%	-	*	3%	-	*	1%	-	*	-	1%	*
Drug abuse	5	1	-	5	5	-	1	-	-	-	-	1	2	1	1	3	1	-	4	-	-	6
	1%	*	-	5%	1%	-	*	-	-	-	-	*	1%	1%	1%	*	*	-	1%	-	-	1%
Bird flu/pandemic flu/swine flu	5	5	-	-	3	3	2	-	-	-	-	-	*	-	4	*	4	-	1	-	2	4
	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	*	-	3%	*	1%	-	*	-	2%	*
Pound/exchange rate/value of pound	4	3	-	1	1	-	-	3	2	3	1	3	2	-	-	4	2	-	3	-	2	3
	*	*	-	1%	*	-	-	1%	2%	1%	1%	1%	*	-	-	1%	*	-	1%	-	2%	*
Petrol prices/fuel	4	3	-	1	3	1	-	1	-	-	-	2	1	1	-	3	1	-	3	1	-	5
	*	*	-	1%	1%	1%	-	*	-	-	-	1%	*	1%	-	*	*	-	1%	2%	-	1%
Low pay/minimum wage/fair wages	4	3	1	-	2	2	2	-	-	-	-	3	1	*	-	3	1	-	3	-	-	6
	*	*	2%	-	*	1%	1%	-	-	-	-	1%	*	*	-	*	*	-	1%	-	-	1%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 2009

Number of sample points : 206

Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 2

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

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Unwtd 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	
Taxation	4*	4*	-	-	1*	11%	-	21%	11%	1*	-	-	21%	11%	-	2*	21%	-	1*	-	-	3*
Public services in general	4*	4*	-	-	1*	11%	-	21%	-	1*	11%	-	1*	1*	32%	1*	31%	-	1*	-	11%	51%
Privatisation	3*	-	-	33%	31%	-	-	-	-	-	-	-	-	-	32%	-	31%	-	-	-	-	1*
Local government/council tax	3*	2*	11%	-	1*	1*	1*	1*	11%	11%	-	1*	1*	11%	-	2*	2*	-	1*	-	11%	3*
AIDS	1*	1*	-	-	-	-	-	11%	11%	11%	-	-	-	-	11%	-	1*	-	-	-	-	1*
Nuclear weapons/nuclear war/disarmament	1*	1*	-	-	-	-	*	1*	-	*	*	1*	-	-	*	1*	*	-	1*	*	1%	3*
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1*	-	11%	-	-	-	1*	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-	1*
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	273%	243%	11%	33%	82%	52%	62%	134%	11%	73%	75%	185%	82%	-	11%	254%	112%	23%	143%	-	65%	263%
Don't know	445%	374%	49%	34%	124%	94%	145%	185%	1110%	135%	21%	144%	134%	86%	86%	274%	235%	12%	204%	37%	1110%	465%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 3

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

Base : All respondents aged 18+

	Total	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	980	251	247	100	729	482	121	139	235	269	500	162	262	252	151	135	980
Weighted total	976	261	239	94	716	467	117	121	258	294	506	155	254	231	143	137	980
Economy/economic situation	316 32%	114 44%	78 32%	30 32%	202 28%	180 39%	33 29%	23 19%	108 42%	94 32%	316 62%	63 40%	69 27%	55 24%	36 25%	54 39%	311 32%
Race relations/immigration/immigrants	112 11%	33 13%	25 11%	10 10%	78 11%	52 11%	14 12%	19 15%	24 9%	26 9%	37 7%	10 6%	20 8%	112 48%	9 6%	11 8%	119 12%
Crime/law & order/violence/vandalism/anti-social (yob) behaviour	96 10%	23 9%	24 10%	12 13%	73 10%	39 8%	8 7%	18 15%	20 8%	30 10%	28 6%	7 4%	96 38%	4 2%	18 13%	8 5%	100 10%
Unemployment/factory closure/lack of industry	95 10%	11 4%	25 11%	8 9%	85 12%	31 7%	11 9%	10 8%	26 10%	30 10%	26 5%	16 10%	20 8%	19 8%	11 8%	11 8%	92 9%
Pollution/environment	43 4%	8 3%	12 5%	9 10%	35 5%	26 5%	2 2%	5 4%	12 5%	11 4%	22 4%	2 1%	4 2%	2 1%	7 5%	4 3%	39 4%
Defence/foreign affairs/international terrorism	37 4%	9 4%	10 4%	3 3%	28 4%	17 4%	6 5%	6 5%	8 3%	10 4%	14 3%	8 5%	6 2%	5 2%	37 26%	5 3%	44 4%
Inflation/prices	37 4%	5 2%	15 6%	4 4%	31 4%	14 3%	7 6%	11 9%	6 2%	15 5%	12 2%	1 1%	14 6%	6 3%	2 1%	1 1%	34 3%
Morality/individual behaviour/lifestyle	33 3%	11 4%	4 2%	7 7%	22 3%	20 4%	3 2%	3 2%	13 5%	15 5%	8 2%	5 3%	5 2%	4 2%	3 2%	12 9%	29 3%
National Health Service/Hospitals/Healthcare	25 3%	1 *	8 3%	3 3%	24 3%	9 2%	3 2%	4 3%	5 2%	11 4%	11 2%	25 16%	3 1%	*	1 1%	3 3%	29 3%
Poverty/inequality	21 2%	4 1%	7 3%	-	17 2%	7 2%	4 3%	10 8%	3 1%	6 2%	1 *	3 2%	3 1%	1 *	5 3%	2 1%	19 2%
Education/schools	18 2%	4 2%	5 2%	3 4%	13 2%	11 2%	1 1%	1 1%	4 2%	9 3%	6 1%	4 3%	2 1%	2 1%	2 2%	18 13%	19 2%
Common Market/EU/Europe/EURO/Constitution	12 1%	6 2%	2 1%	-	6 1%	9 2%	1 1%	1 1%	*	1 *	4 1%	*	1 *	3 2%	2 1%	1 1%	12 1%
Pensions/social security/benefits	10 1%	9 3%	*	1 1%	1 *	8 2%	-	-	4 1%	6 2%	5 1%	1 1%	1 *	5 2%	4 3%	*	9 1%
Housing	6 1%	1 *	*	-	6 1%	*	-	-	1 *	*	2 *	-	1 *	-	-	-	7 1%
Nationalisation/Government control of institutions	6 1%	-	1 *	-	6 1%	-	5 4%	-	1 *	1 *	-	1 1%	-	1 *	-	-	4 *
Drug abuse	5 1%	-	*	-	5 1%	2 1%	-	1 1%	3 1%	2 1%	2 *	-	1 1%	-	-	1 *	6 1%
Bird flu/pandemic flu/swine flu	5 1%	*	3 1%	-	4 1%	*	-	-	-	*	-	-	-	*	-	-	4 *
Pound/exchange rate/value of pound	4 *	1 *	2 1%	-	3 *	3 1%	-	2 1%	3 1%	-	-	2 1%	1 *	1 1%	-	3 2%	3 *
Petrol prices/fuel	4 *	-	2 1%	-	4 1%	*	2 1%	-	2 1%	2 1%	*	-	-	-	-	-	5 1%
Low pay/minimum wage/fair wages	4 *	1 *	2 1%	-	3 *	1 *	-	1 1%	*	*	-	1 *	2 1%	1 1%	-	-	6 1%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 3

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

Base : All respondents aged 18+

	Total	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	
Taxation	4 *	- -	- -	- -	4 1%	1 *	- -	- -	1 *	2 1%	1 *	- -	1 *	1 *	- -	- -	3 *
Public services in general	4 *	1 *	- -	1 1%	2 *	2 *	* *	1 1%	2 1%	1 *	1 *	1 1%	- -	- -	1 *	1 *	5 1%
Privatisation	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Local government/council tax	3 *	1 *	1 *	- -	1 *	2 *	- -	- -	2 1%	1 *	1 *	- -	1 *	1 *	1 1%	- -	3 *
AIDS	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *
Nuclear weapons/nuclear war/disarmament	1 *	- -	* *	1 1%	1 *	- -	- -	* *	* *	1 *	1 *	- -	- -	- -	- -	- -	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heathrow/third runway at Heathrow	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Countryside/rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Transport/public transport	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	27 3%	11 4%	6 3%	2 2%	16 2%	19 4%	4 3%	2 2%	7 3%	8 3%	6 1%	3 2%	1 *	7 3%	3 2%	2 2%	26 3%
Don't know	44 5%	6 2%	6 2%	1 1%	38 5%	11 2%	15 13%	4 3%	5 2%	9 3%	3 1%	2 1%	1 *	- -	3 2%	1 1%	46 5%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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	
Unweighted total	980	666	126	188	906	74	180	800	980
Weighted total	976	663	123	190	894	83	116	860	980
Economy/economic situation	316 32%	217 33%	39 32%	61 32%	290 32%	26 32%	39 33%	278 32%	311 32%
Race relations/immigration/immigrants	112 11%	69 10%	21 17%	21 11%	108 12%	4 4%	11 10%	100 12%	119 12%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	96 10%	70 11%	9 7%	17 9%	92 10%	5 5%	10 9%	86 10%	100 10%
Unemployment/factory closure/lack of industry	95 10%	59 9%	13 11%	23 12%	87 10%	9 10%	13 11%	82 10%	92 9%
Pollution/environment	43 4%	28 4%	5 4%	10 5%	40 4%	3 4%	5 4%	38 4%	39 4%
Defence/foreign affairs/ international terrorism	37 4%	25 4%	4 3%	9 5%	34 4%	3 4%	4 4%	33 4%	44 4%
Inflation/prices	37 4%	34 5%	2 2%	- -	31 4%	5 6%	4 3%	33 4%	34 3%
Morality/individual behaviour/lifestyle	33 3%	21 3%	3 2%	9 5%	30 3%	2 3%	3 3%	29 3%	29 3%
National Health Service/ Hospitals/Healthcare	25 3%	20 3%	1 *	5 2%	25 3%	- -	6 5%	19 2%	29 3%
Poverty/inequality	21 2%	17 3%	2 2%	1 1%	18 2%	2 3%	2 1%	19 2%	19 2%
Education/schools	18 2%	14 2%	2 2%	1 1%	16 2%	1 2%	2 2%	15 2%	19 2%
Common Market/EU/Europe/ EURO/Constitution	12 1%	6 1%	3 2%	2 1%	9 1%	3 3%	1 1%	11 1%	12 1%
Pensions/social security/benefits	10 1%	4 1%	1 1%	5 3%	10 1%	- -	1 1%	9 1%	9 1%
Housing	6 1%	6 1%	- -	- -	5 1%	1 1%	3 2%	4 *	7 1%
Nationalisation/ Government control of institutions	6 1%	5 1%	- -	1 1%	5 1%	1 1%	- -	6 1%	4 *
Drug abuse	5 1%	2 *	2 2%	1 1%	4 *	2 2%	- -	5 1%	6 1%
Bird flu/pandemic flu/ swine flu	5 1%	4 1%	- -	* *	* *	4 5%	* *	4 1%	4 *
Pound/exchange rate/ value of pound	4 *	3 *	1 1%	- -	3 *	2 2%	- -	4 1%	3 *
Petrol prices/fuel	4 *	- -	* *	4 2%	4 *	- -	- -	4 *	5 1%
Low pay/minimum wage/ fair wages	4 *	3 *	- -	1 1%	3 *	1 1%	1 1%	3 *	6 1%
Taxation	4 *	2 *	1 1%	- -	2 *	1 2%	- -	4 *	3 *

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 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	
Public services in general	4 *	4 1%	-	-	2 *	1 2%	2 1%	2 *	5 1%
Privatisation	3 *	-	-	3 1%	3 *	-	-	3 *	1 *
Local government/council tax	3 *	1 *	-	1 1%	3 *	-	1 1%	2 *	3 *
AIDS	1 *	1 *	-	-	-	1 2%	-	1 *	1 *
Nuclear weapons/nuclear war/disarmament	1 *	1 *	* *	-	1 *	-	* *	1 *	3 *
Scottish/Welsh Assembly/Devolution/ Constitutional reform	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-	-
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-
Countryside/rural life	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-
Trade unions/strikes	-	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-
Other	27 3%	13 2%	6 5%	7 4%	27 3%	-	2 2%	25 3%	26 3%
Don't know	44 5%	31 5%	7 6%	6 3%	40 4%	4 5%	5 4%	40 5%	46 5%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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
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	
980	39	114	71	19	51	7	45	8	19	32	7	15	106	54	16	451	17	161	367	150	193	980
976	33	105	60	13	53	9	49	6	20	35	7	16	106	66	18	467	15	171	341	134	177	980
316	10	36	14	3	19	2	21	2	8	13	3	2	26	29	10	151	5	72	104	46	44	311
32%	30%	35%	24%	24%	35%	21%	42%	30%	42%	37%	42%	15%	25%	43%	54%	32%	31%	42%	31%	35%	25%	32%
112	7	17	9	1	5	-	-	-	-	1	-	5	19	3	-	51	2	8	54	22	32	119
11%	20%	16%	15%	8%	10%	-	-	-	-	4%	-	30%	18%	5%	-	11%	13%	5%	16%	17%	18%	12%
96	5	11	11	2	6	-	1	-	-	6	1	1	18	5	1	41	-	10	44	15	26	100
10%	15%	10%	18%	14%	11%	-	3%	-	-	16%	17%	9%	17%	8%	8%	9%	-	6%	13%	12%	15%	10%
95	2	8	1	1	6	-	3	2	-	*	1	1	16	3	2	49	2	12	30	9	19	92
10%	5%	7%	2%	5%	11%	-	7%	33%	-	1%	18%	9%	15%	4%	11%	11%	11%	7%	9%	7%	11%	9%
43	1	1	1	-	5	-	10	-	1	1	-	-	-	2	1	23	-	16	4	2	1	39
4%	2%	1%	2%	-	10%	-	20%	-	7%	3%	-	-	-	3%	7%	5%	-	9%	1%	1%	1%	4%
37	1	2	6	-	-	-	1	1	-	1	-	1	4	2	-	18	-	3	15	3	10	44
4%	2%	2%	10%	-	-	-	2%	10%	-	4%	-	7%	4%	3%	-	4%	-	2%	4%	2%	6%	4%
37	-	1	3	1	-	-	*	-	3	5	-	-	4	3	1	16	2	4	15	1	8	34
4%	-	1%	5%	8%	-	-	1%	-	13%	16%	-	-	3%	5%	7%	3%	17%	2%	4%	1%	4%	3%
33	1	6	1	-	1	2	2	-	4	-	-	-	1	6	-	15	-	11	8	7	2	29
3%	3%	6%	2%	-	2%	22%	4%	-	18%	2%	-	-	1%	9%	-	3%	-	6%	2%	5%	1%	3%
25	*	3	1	1	1	2	1	-	1	-	-	-	3	1	-	15	*	4	7	4	4	29
3%	1%	3%	2%	4%	1%	21%	2%	-	5%	-	-	-	3%	1%	-	3%	3%	2%	2%	3%	2%	3%
21	1	4	-	1	-	-	1	1	1	-	1	-	2	1	-	10	-	2	7	5	2	19
2%	3%	4%	-	10%	-	-	2%	21%	6%	-	17%	-	2%	2%	-	2%	-	1%	2%	4%	1%	2%
18	-	1	3	*	3	-	2	-	-	1	*	-	2	3	-	4	-	9	7	1	4	19
2%	-	1%	5%	4%	5%	-	4%	-	-	4%	6%	-	2%	5%	-	1%	-	5%	2%	1%	3%	2%
12	5	3	1	-	1	-	-	-	*	1	-	-	-	-	1	3	-	1	8	5	1	12
1%	15%	3%	2%	-	1%	-	-	-	2%	3%	-	-	-	-	7%	1%	-	1%	2%	4%	1%	1%
10	1	3	1	-	-	-	1	*	-	-	-	-	*	-	-	4	-	2	5	4	1	9
1%	2%	3%	1%	-	-	-	3%	5%	-	-	-	-	*	-	-	1%	-	1%	1%	3%	1%	1%
6	-	2	1	1	-	-	*	-	-	*	-	-	2	-	-	3	-	*	4	2	3	7
1%	-	1%	1%	9%	-	-	1%	-	-	1%	-	-	2%	-	-	1%	-	*	1%	1%	2%	1%
6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	1	1	-	4
1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%	-	*	*	-	*
5	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	2	-	-	3	-	3	6
1%	-	-	-	10%	-	-	-	-	-	-	-	9%	1%	-	-	*	-	-	1%	-	2%	1%
5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	4	
1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	1%	*
4	-	-	-	-	1	2	-	-	-	-	-	-	-	1	-	1	-	3	-	-	-	3
*	-	-	-	-	2%	19%	-	-	-	-	-	-	-	2%	-	*	-	2%	-	-	-	*
4	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	4	-	*	-	-	-	5
*	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	1%
4	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	2	-	-	2	-	1	6
*	-	-	1%	-	-	-	-	-	-	3%	-	-	1%	-	5%	*	-	-	1%	-	1%	1%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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+

	Total	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
4*	-	-	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	2	-	1	3
	-	-	-	-	-	-	-	-	-	4%	-	8%	1%	-	-	*	-	-	1%	-	1%	*
4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	5
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%
3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*
3*	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	2	1	1	3
	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	-	1%	1%	*	*
1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
1*	-	-	-	-	1	-	-	-	-	-	-	-	*	-	-	*	-	1	*	-	*	3
	-	-	-	-	1%	-	-	-	-	-	-	-	*	-	-	*	-	*	*	-	*	*
1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	-	5	2	-	3	2	3	-	-	-	-	1	-	4	-	10	3	6	8	5	3	26
3%	-	4%	3%	-	6%	17%	7%	-	-	-	-	8%	-	5%	-	2%	21%	4%	2%	4%	2%	3%
44	1	*	2	*	2	-	2	-	1	1	-	1	5	2	-	26	-	6	10	2	7	46
5%	4%	*	3%	4%	4%	-	3%	-	7%	2%	-	5%	4%	3%	-	6%	-	4%	3%	1%	4%	5%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

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	980	126	110	160	154	226	204	980
Weighted total	976	149	130	194	157	202	145	980
Economy/economic situation	316 32%	46 31%	35 27%	75 39%	49 31%	78 39%	34 23%	311 32%
Race relations/immigration/immigrants	112 11%	13 9%	12 9%	16 8%	22 14%	24 12%	24 16%	119 12%
Crime/law & order/violence/vandalism/anti-social (yob) behaviour	96 10%	13 9%	20 16%	9 5%	13 9%	16 8%	25 17%	100 10%
Unemployment/factory closure/lack of industry	95 10%	14 9%	19 14%	14 7%	22 14%	16 8%	11 7%	92 9%
Pollution/environment	43 4%	15 10%	1 *	8 4%	4 2%	11 5%	4 3%	39 4%
Defence/foreign affairs/international terrorism	37 4%	4 3%	3 2%	4 2%	6 4%	9 5%	11 7%	44 4%
Inflation/prices	37 4%	9 6%	4 3%	6 3%	8 5%	3 2%	6 4%	34 3%
Morality/individual behaviour/lifestyle	33 3%	4 3%	2 2%	13 7%	3 2%	8 4%	3 2%	29 3%
National Health Service/Hospitals/Healthcare	25 3%	8 5%	5 4%	7 4%	2 1%	1 *	3 2%	29 3%
Poverty/inequality	21 2%	1 1%	2 2%	7 3%	4 3%	2 1%	4 3%	19 2%
Education/schools	18 2%	1 *	- -	9 5%	3 2%	2 1%	3 2%	19 2%
Common Market/EU/Europe/EURO/Constitution	12 1%	1 1%	- -	1 1%	* *	5 3%	3 2%	12 1%
Pensions/social security/benefits	10 1%	- -	2 2%	4 2%	- -	2 1%	2 1%	9 1%
Housing	6 1%	3 2%	- -	- -	2 1%	1 1%	- -	7 1%
Nationalisation/Government control of institutions	6 1%	1 *	4 3%	- -	1 1%	* *	- -	4 *
Drug abuse	5 1%	1 1%	2 2%	- -	- -	- -	2 1%	6 1%
Bird flu/pandemic flu/swine flu	5 1%	1 1%	2 1%	* *	1 1%	- -	- -	4 *
Pound/exchange rate/value of pound	4 *	- -	- -	1 1%	- -	3 1%	- -	3 *
Petrol prices/fuel	4 *	- -	- -	- -	2 1%	2 1%	- -	5 1%
Low pay/minimum wage/fair wages	4 *	- -	* *	1 *	1 *	1 *	1 1%	6 1%
Taxation	4 *	1 1%	1 1%	1 1%	- -	- -	- -	3 *

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 2009

Number of sample points : 206

Source : Ipsos MORI (JN Q218)

Issues Index FINAL

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	
Public services in general	4 *	1 1%	-	2 1%	-	-	1 *	5 1%
Privatisation	3 *	3 2%	-	-	-	-	-	1 *
Local government/council tax	3 *	-	-	1 1%	1 *	-	1 1%	3 *
AIDS	1 *	-	-	-	1 1%	-	-	1 *
Nuclear weapons/nuclear war/disarmament	1 *	-	-	-	1 1%	1 *	-	3 *
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	-	-	-	-	1 *	-	1 *
Foot and mouth outbreak/farming crisis	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	-	-	-	-	-	-	-	-
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-
Countryside/rural life	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-
Trade unions/strikes	-	-	-	-	-	-	-	-
Transport/public transport	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-
Other	27 3%	3 2%	1 1%	8 4%	3 2%	11 5%	1 1%	26 3%
Don't know	44 5%	5 3%	14 11%	5 3%	7 5%	6 3%	7 5%	46 5%

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+

	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	980	466	514	88	148	179	135	165	162	103	236	314	430	265	212	300	220	248	512	468	980
Weighted total	976	468	508	119	160	188	162	148	102	97	279	350	347	199	266	279	199	233	545	431	980
Economy/economic situation	506	255	251	49	84	108	90	76	56	43	133	198	175	99	168	144	102	92	312	194	500
	52%	55%	49%	42%	52%	57%	56%	52%	55%	45%	48%	56%	51%	50%	63%	52%	51%	40%	57%	45%	51%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	254	108	146	28	41	45	31	46	29	33	69	76	109	63	63	61	63	67	123	130	262
	26%	23%	29%	23%	25%	24%	19%	31%	29%	34%	25%	22%	31%	32%	24%	22%	32%	29%	23%	30%	27%
Race relations/ immigration/immigrants	231	115	116	9	40	45	42	36	31	27	49	88	94	58	52	76	52	51	128	103	252
	24%	25%	23%	8%	25%	24%	26%	25%	30%	28%	18%	25%	27%	29%	19%	27%	26%	22%	23%	24%	26%
Unemployment/factory closure/lack of industry	218	96	121	30	44	41	30	39	18	15	74	71	72	33	48	54	52	64	102	116	226
	22%	21%	24%	25%	28%	22%	18%	26%	18%	16%	27%	20%	21%	17%	18%	19%	26%	27%	19%	27%	23%
National Health Service/ Hospitals/Healthcare	155	49	106	13	30	32	32	23	14	11	42	64	49	26	43	56	24	32	99	56	162
	16%	10%	21%	11%	19%	17%	19%	16%	14%	12%	15%	18%	14%	13%	16%	20%	12%	14%	18%	13%	17%
Defence/foreign affairs/ international terrorism	143	74	68	12	19	26	18	27	18	22	31	44	67	41	35	36	39	33	71	72	151
	15%	16%	13%	10%	12%	14%	11%	18%	18%	23%	11%	13%	19%	20%	13%	13%	20%	14%	13%	17%	15%
Education/schools	137	59	78	8	10	38	31	26	13	11	18	69	50	24	64	38	17	18	102	35	135
	14%	13%	15%	7%	6%	20%	19%	17%	13%	12%	6%	20%	14%	12%	24%	14%	9%	8%	19%	8%	14%
Inflation/prices	93	42	51	11	18	22	12	12	8	10	29	34	30	18	16	32	13	32	48	45	94
	10%	9%	10%	9%	12%	12%	7%	8%	8%	10%	10%	10%	9%	9%	6%	11%	7%	14%	9%	10%	10%
Pollution/environment	90	46	44	15	14	15	13	13	12	7	30	28	32	19	39	26	12	13	65	25	85
	9%	10%	9%	13%	9%	8%	8%	9%	11%	8%	11%	8%	9%	10%	15%	9%	6%	6%	12%	6%	9%
Morality/individual behaviour/lifestyle	89	41	48	11	4	18	15	19	10	12	15	32	41	22	27	29	15	18	56	33	89
	9%	9%	9%	9%	3%	10%	9%	13%	10%	13%	5%	9%	12%	11%	10%	10%	8%	8%	10%	8%	9%
Poverty/inequality	58	28	30	2	12	11	11	10	6	5	15	21	22	12	15	19	6	18	34	24	61
	6%	6%	6%	2%	8%	6%	7%	7%	6%	6%	5%	6%	6%	6%	6%	7%	3%	8%	6%	6%	6%
Pensions/social security/benefits	57	21	36	4	8	11	3	15	9	6	12	15	30	15	18	18	12	8	37	20	62
	6%	5%	7%	3%	5%	6%	2%	10%	9%	6%	4%	4%	9%	7%	7%	7%	6%	4%	7%	5%	6%
Housing	52	22	31	3	16	12	12	7	1	1	19	24	9	3	11	14	9	19	25	27	50
	5%	5%	6%	3%	10%	6%	7%	4%	1%	2%	7%	7%	3%	1%	4%	5%	4%	8%	5%	6%	5%
Drug abuse	39	18	21	6	9	5	7	7	1	4	15	12	12	5	7	9	6	17	16	23	38
	4%	4%	4%	5%	5%	3%	4%	5%	1%	4%	5%	3%	4%	3%	3%	3%	3%	7%	3%	5%	4%
Low pay/minimum wage/ fair wages	36	17	19	3	9	9	4	3	7	1	12	13	10	7	3	18	6	8	21	15	41
	4%	4%	4%	3%	6%	5%	3%	2%	6%	1%	4%	4%	3%	4%	1%	7%	3%	4%	4%	3%	4%
Local government/council tax	28	12	16	4	2	6	5	*	3	8	6	11	11	11	12	10	4	2	22	6	24
	3%	3%	3%	4%	1%	3%	3%	*	3%	8%	2%	3%	3%	5%	4%	4%	2%	1%	4%	2%	2%
Common Market/EU/Europe/ EUO/Constitution	28	15	14	1	1	5	6	6	5	4	3	11	15	9	4	13	8	3	17	11	28
	3%	3%	3%	1%	1%	3%	4%	4%	5%	4%	1%	3%	4%	4%	1%	5%	4%	1%	3%	3%	3%
Public services in general	21	9	12	4	5	5	1	3	3	-	9	6	6	3	5	10	4	2	16	5	27
	2%	2%	2%	3%	3%	3%	1%	2%	3%	-	3%	2%	2%	1%	2%	4%	2%	1%	3%	1%	3%
Nationalisation/ Government control of institutions	18	9	9	4	1	3	2	1	4	3	5	5	8	7	3	5	5	4	8	10	17
	2%	2%	2%	3%	1%	1%	1%	1%	4%	3%	2%	1%	2%	4%	1%	2%	3%	2%	1%	2%	2%
Petrol prices/fuel	18	11	7	1	8	4	2	-	*	2	9	7	3	3	1	8	2	6	10	8	17
	2%	2%	1%	1%	5%	2%	1%	-	*	3%	3%	2%	1%	1%	1%	3%	1%	3%	2%	2%	2%
Taxation	16	5	11	6	4	3	1	-	*	2	10	4	2	2	1	6	6	3	7	9	18
	2%	1%	2%	5%	2%	2%	1%	-	*	2%	3%	1%	1%	1%	*	2%	3%	1%	1%	2%	2%

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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+

	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
Bird flu/pandemic flu/ swine flu	13 1%	10 2%	3 1%	3 3%	6 4%	2 1%	1 1%	1 1%	- -	- -	9 3%	3 1%	1 *	- -	2 1%	6 2%	2 1%	4 2%	8 1%	6 1%	12 1%
Pound/exchange rate/ value of pound	12 1%	7 2%	5 1%	- -	- -	2 1%	4 3%	4 3%	1 1%	1 1%	- -	6 2%	6 2%	2 1%	5 2%	5 2%	2 1%	1 *	10 2%	3 1%	14 1%
Nuclear weapons/nuclear war/disarmament	11 1%	7 2%	4 1%	5 5%	* *	* *	2 1%	1 1%	2 1%	- -	6 2%	2 1%	3 1%	2 1%	3 1%	2 1%	4 2%	2 1%	5 1%	6 1%	12 1%
Transport/public transport	9 1%	6 1%	3 1%	- -	4 3%	1 1%	- -	3 2%	- -	- -	4 2%	1 *	3 1%	- -	2 1%	3 1%	2 1%	1 1%	5 1%	4 1%	7 1%
Privatisation	4 *	4 1%	* *	3 2%	- -	- -	* *	1 1%	- -	- -	3 1%	* *	1 *	- -	3 1%	1 *	- -	- -	4 1%	- -	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	1 *	3 *	- -	- -	1 1%	- -	- -	2 2%	1 1%	- -	1 *	2 1%	2 1%	2 1%	1 *	- -	1 *	3 *	1 *	5 1%
Trade unions/strikes	4 *	1 *	2 *	- -	- -	2 1%	- -	- -	- -	2 2%	- -	2 *	2 1%	2 1%	1 *	2 1%	- -	- -	4 1%	- -	4 *
AIDS	2 *	1 *	1 *	1 1%	- -	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	2 1%	- -	- -	2 1%	2 *
Countryside/rural life	2 *	2 *	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	1 1%	- -	1 *	1 *	2 *
Heathrow/third runway at Heathrow	2 *	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	2 1%	- -	- -	- -	2 *	- -	1 *
Animal welfare	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 *
Northern Ireland	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *
GM/GM (Genetically modified) foods	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	81 8%	40 9%	41 8%	8 7%	8 5%	14 8%	15 9%	10 7%	12 12%	13 14%	17 6%	29 8%	35 10%	25 13%	29 11%	33 12%	10 5%	10 4%	62 11%	19 4%	76 8%
Don't know	36 4%	14 3%	22 4%	11 9%	7 4%	5 2%	5 3%	4 3%	2 2%	3 3%	18 6%	10 3%	9 2%	4 2%	4 2%	8 3%	6 3%	17 7%	13 2%	23 5%	36 4%
Mean	2.3	2.2	2.3	2.0	2.3	2.4	2.2	2.4	2.3	2.3	2.1	2.3	2.3	2.3	2.4	2.4	2.2	2.1	2.4	2.1	2.3

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 8

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

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Unwtd 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 played	Self-employed	
Unweighted total	980	835	52	93	344	251	301	335	109	228	119	356	327	164	128	683	389	68	523	64	86	980
Weighted total	976	842	49	84	327	243	307	342	117	253	137	324	361	148	140	685	450	64	463	39	110	980
Economy/economic situation	506	440	18	48	179	131	151	176	56	129	73	181	197	67	60	379	239	34	234	19	47	500
	52%	52%	37%	56%	55%	54%	49%	52%	48%	51%	54%	56%	55%	45%	43%	55%	53%	53%	50%	49%	43%	51%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	254	221	16	17	96	79	72	85	33	72	39	84	87	47	35	171	113	15	127	6	23	262
	26%	26%	32%	20%	29%	33%	24%	25%	28%	28%	28%	26%	24%	32%	25%	25%	25%	23%	27%	16%	21%	27%
Race relations/ immigration/immigrants	231	209	9	12	82	69	81	68	17	45	29	88	76	40	27	164	98	15	118	6	34	252
	24%	25%	18%	15%	25%	29%	26%	20%	14%	18%	21%	27%	21%	27%	19%	24%	22%	23%	26%	15%	31%	26%
Unemployment/factory closure/lack of industry	218	178	12	28	89	61	67	61	15	43	28	63	85	35	35	148	112	13	92	16	22	226
	22%	21%	24%	33%	27%	25%	22%	18%	13%	17%	21%	19%	23%	24%	25%	22%	25%	21%	20%	41%	20%	23%
National Health Service/ Hospitals/Healthcare	155	138	10	7	40	33	57	58	16	36	21	37	76	21	19	113	71	17	67	3	21	162
	16%	16%	21%	8%	12%	13%	19%	17%	13%	14%	15%	12%	21%	14%	14%	17%	16%	26%	15%	9%	19%	17%
Defence/foreign affairs/ international terrorism	143	117	11	15	52	38	56	34	10	20	10	57	47	25	14	104	53	7	82	4	14	151
	15%	14%	23%	17%	16%	15%	18%	10%	9%	8%	7%	18%	13%	17%	10%	15%	12%	11%	18%	10%	13%	15%
Education/schools	137	123	4	10	36	26	43	58	16	44	28	45	65	9	17	109	66	15	56	5	17	135
	14%	15%	8%	12%	11%	11%	14%	17%	14%	17%	20%	14%	18%	6%	12%	16%	15%	23%	12%	14%	16%	14%
Inflation/prices	93	82	5	6	40	34	25	28	21	21	-	21	30	23	18	52	43	5	45	3	9	94
	10%	10%	10%	7%	12%	14%	8%	8%	18%	8%	-	7%	8%	15%	13%	8%	10%	8%	10%	6%	8%	10%
Pollution/environment	90	79	6	5	21	16	30	39	9	27	18	28	44	7	10	73	36	4	50	4	10	85
	9%	9%	11%	6%	6%	6%	10%	11%	8%	10%	13%	9%	12%	5%	7%	11%	8%	6%	11%	9%	10%	9%
Morality/individual behaviour/lifestyle	89	84	4	1	29	28	21	38	7	29	22	37	35	7	10	71	38	9	42	3	19	89
	9%	10%	7%	2%	9%	11%	7%	11%	6%	11%	16%	11%	10%	5%	7%	10%	8%	14%	9%	7%	17%	9%
Poverty/inequality	58	50	1	7	19	12	14	25	10	18	8	16	19	11	11	36	27	2	29	2	7	61
	6%	6%	2%	9%	6%	5%	5%	7%	8%	7%	6%	5%	5%	8%	8%	5%	6%	3%	6%	5%	7%	6%
Pensions/social security/benefits	57	49	5	3	17	14	20	19	1	12	11	20	29	2	5	49	26	2	29	*	7	62
	6%	6%	9%	3%	5%	6%	7%	6%	1%	5%	8%	6%	8%	2%	4%	7%	6%	3%	6%	1%	6%	6%
Housing	52	43	-	9	21	12	18	13	8	11	3	6	18	15	12	24	21	5	26	2	4	50
	5%	5%	-	11%	7%	5%	6%	4%	7%	4%	2%	2%	5%	10%	9%	4%	5%	8%	6%	6%	3%	5%
Drug abuse	39	29	-	10	21	11	5	13	7	9	2	9	15	7	8	23	17	1	21	1	3	38
	4%	3%	-	12%	6%	5%	2%	4%	6%	4%	2%	3%	4%	5%	6%	3%	4%	2%	5%	2%	3%	4%
Low pay/minimum wage/ fair wages	36	29	4	3	12	9	10	14	8	12	4	6	14	9	7	21	21	1	13	2	1	41
	4%	3%	7%	4%	4%	4%	3%	4%	7%	5%	3%	2%	4%	6%	5%	3%	5%	2%	3%	5%	1%	4%
Local government/council tax	28	23	1	4	9	5	9	10	3	8	5	13	7	2	7	20	10	3	15	1	4	24
	3%	3%	1%	5%	3%	2%	3%	3%	3%	3%	3%	4%	2%	1%	5%	3%	2%	5%	3%	2%	3%	2%
Common Market/EU/Europe/ EURO/Constitution	28	26	2	-	9	9	11	8	2	7	5	14	9	2	4	23	13	1	15	-	4	28
	3%	3%	4%	-	3%	4%	4%	2%	2%	3%	4%	4%	2%	1%	3%	3%	3%	1%	3%	-	4%	3%
Public services in general	21	19	1	1	5	4	7	9	1	3	3	2	11	2	7	13	13	2	6	2	2	27
	2%	2%	2%	1%	1%	2%	2%	3%	1%	1%	2%	1%	3%	1%	5%	2%	3%	3%	1%	5%	2%	3%
Nationalisation/ Government control of institutions	18	14	-	3	3	-	7	7	1	6	5	9	4	5	*	12	8	-	10	-	2	17
	2%	2%	-	4%	1%	-	2%	2%	1%	2%	3%	3%	1%	4%	*	2%	2%	-	2%	-	2%	2%
Petrol prices/fuel	18	10	1	7	10	4	5	3	1	1	-	7	9	2	-	16	13	-	5	1	-	17
	2%	1%	2%	8%	3%	2%	2%	1%	1%	1%	-	2%	3%	1%	-	2%	3%	-	1%	2%	-	2%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 2009

Number of sample points : 206

Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 8

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

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Unwtd 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	
Taxation	16 2%	12 1%	1 2%	3 4%	6 2%	3 1%	4 1%	6 2%	1 1%	2 1%	1 1%	2 *	5 1%	3 2%	6 4%	7 1%	10 2%	1 2%	5 1%	- -	* *	18 2%
Bird flu/pandemic flu/ swine flu	13 1%	11 1%	- -	3 3%	8 2%	5 2%	4 1%	1 *	1 1%	1 1%	- -	1 *	4 1%	- -	8 6%	5 1%	7 2%	- -	6 1%	* 1%	2 2%	12 1%
Pound/exchange rate/ value of pound	12 1%	10 1%	- -	3 3%	5 1%	2 1%	1 *	6 2%	2 2%	5 2%	2 2%	8 2%	3 1%	* *	2 1%	11 2%	3 1%	- -	10 2%	* 1%	2 2%	14 1%
Nuclear weapons/nuclear war/disarmament	11 1%	10 1%	- -	1 2%	4 1%	2 1%	4 1%	3 1%	- -	2 1%	2 2%	3 1%	6 2%	- -	2 1%	9 1%	8 2%	* 1%	2 1%	* 1%	- -	12 1%
Transport/public transport	9 1%	9 1%	- -	- *	1 *	1 *	4 1%	5 1%	- -	4 2%	4 3%	1 *	7 2%	- -	1 1%	8 1%	6 1%	1 2%	2 *	- -	1 1%	7 1%
Privatisation	4 *	1 *	- -	3 3%	3 1%	* *	1 *	- -	- -	- -	- -	- -	1 *	- -	3 2%	1 *	4 1%	- -	- -	- -	- -	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	2 *	1 1%	1 1%	1 *	- -	3 1%	- -	- -	- -	- -	3 1%	- -	1 1%	- -	3 *	* *	1 1%	2 1%	- -	- -	5 1%
Trade unions/strikes	4 *	3 *	1 2%	- -	2 1%	2 1%	1 *	- *	- -	- -	- -	2 1%	1 *	- -	- -	4 1%	2 *	- *	2 *	- -	- -	4 *
AIDS	2 *	2 *	- -	- -	1 *	1 *	- -	1 *	1 1%	1 1%	- -	- -	- -	- -	2 2%	- -	1 *	- -	1 *	- -	- -	2 *
Countryside/rural life	2 *	2 *	- -	- -	- -	- -	- -	2 1%	2 2%	2 1%	- -	- -	1 *	- -	1 1%	1 *	2 *	- -	- -	- -	- -	2 *
Heathrow/third runway at Heathrow	2 *	- -	- -	2 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -	- -	- -	- -	1 *
Animal welfare	1 *	1 *	- -	- -	- -	- -	- *	1 *	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -	1 *
Northern Ireland	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	1 2%	- -	1 *
GM/GM (Genetically modified) foods	1 *	1 *	- -	- -	- -	- -	- *	1 *	1 1%	1 *	- -	1 *	- -	- -	- *	1 *	- -	- -	1 *	- -	- -	1 *
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	81 8%	65 8%	4 9%	11 13%	27 8%	16 7%	23 8%	31 9%	7 6%	21 8%	14 10%	39 12%	24 7%	5 3%	12 9%	63 9%	31 7%	5 8%	44 10%	1 3%	13 12%	76 8%
Don't know	36 4%	31 4%	3 7%	2 2%	10 3%	8 3%	10 3%	16 5%	9 8%	11 4%	2 1%	10 3%	10 3%	7 5%	8 6%	20 3%	21 5%	1 2%	14 3%	2 4%	9 8%	36 4%
Mean	2.3	2.2	2.1	2.5	2.4	2.3	2.2	2.2	2.1	2.2	2.3	2.2	2.4	2.1	2.3	2.3	2.3	2.3	2.3	2.0	2.2	2.3

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

Issues Index FINAL

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
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	980	251	247	100	729	482	139	235	269	500	162	262	252	151	135	980
Weighted total	976	261	239	94	716	467	121	258	294	506	155	254	231	143	137	980
Economy/economic situation	506	161	122	61	346	276	44	160	159	506	89	124	108	70	83	500
	52%	62%	51%	64%	48%	59%	36%	62%	54%	100%	58%	49%	47%	49%	61%	51%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	254	61	79	31	192	114	45	60	74	124	34	254	47	42	30	262
	26%	24%	33%	33%	27%	24%	37%	23%	25%	25%	22%	100%	20%	30%	22%	27%
Race relations/ immigration/immigrants	231	71	49	21	160	116	35	50	64	108	31	47	231	27	24	252
	24%	27%	20%	23%	22%	25%	29%	19%	22%	21%	20%	18%	100%	19%	17%	26%
Unemployment/factory closure/lack of industry	218	45	61	16	172	93	23	56	68	104	30	56	50	32	25	226
	22%	17%	26%	17%	24%	20%	19%	22%	23%	21%	19%	22%	22%	22%	19%	23%
National Health Service/ Hospitals/Healthcare	155	44	39	12	111	75	17	46	52	89	155	34	31	22	51	162
	16%	17%	16%	13%	16%	16%	14%	18%	18%	18%	100%	13%	13%	16%	37%	17%
Defence/foreign affairs/ international terrorism	143	40	40	19	102	68	17	39	51	70	22	42	27	143	14	151
	15%	15%	17%	21%	14%	14%	14%	15%	17%	14%	14%	17%	12%	100%	10%	15%
Education/schools	137	53	32	11	84	84	10	53	51	83	51	30	24	14	137	135
	14%	20%	14%	12%	12%	18%	8%	20%	17%	16%	33%	12%	10%	10%	100%	14%
Inflation/prices	93	11	41	12	81	29	20	13	28	40	9	38	15	16	9	94
	10%	4%	17%	13%	11%	6%	16%	5%	10%	8%	6%	15%	6%	11%	6%	10%
Pollution/environment	90	22	22	14	68	54	9	30	25	54	13	13	5	15	15	85
	9%	8%	9%	15%	9%	12%	8%	12%	9%	11%	8%	5%	2%	11%	11%	9%
Morality/individual behaviour/lifestyle	89	24	22	12	65	52	13	32	30	42	8	29	13	9	18	89
	9%	9%	9%	13%	9%	11%	11%	12%	10%	8%	5%	11%	6%	6%	13%	9%
Poverty/inequality	58	17	19	*	41	30	16	21	15	20	10	15	8	10	9	61
	6%	6%	8%	1%	6%	6%	13%	8%	5%	4%	7%	6%	3%	7%	6%	6%
Pensions/social security/benefits	57	21	8	6	35	34	5	22	14	24	10	11	20	9	10	62
	6%	8%	3%	6%	5%	7%	4%	9%	5%	5%	7%	4%	8%	6%	7%	6%
Housing	52	12	15	2	40	17	12	8	16	23	7	12	12	4	9	50
	5%	6%	2%	6%	4%	2%	10%	3%	5%	5%	4%	5%	5%	3%	6%	5%
Drug abuse	39	8	10	3	31	21	9	11	13	16	2	28	6	2	2	38
	4%	3%	4%	4%	4%	5%	7%	4%	4%	3%	1%	11%	3%	1%	2%	4%
Low pay/minimum wage/ fair wages	36	7	13	2	28	14	10	4	8	14	9	13	9	5	2	41
	4%	3%	5%	2%	4%	3%	8%	2%	3%	3%	6%	5%	4%	3%	1%	4%
Local government/council tax	28	8	5	-	20	19	2	8	6	12	1	7	10	3	6	24
	3%	3%	2%	-	3%	4%	2%	3%	2%	2%	1%	3%	4%	2%	4%	2%
Common Market/EU/Europe/ EURO/Constitution	28	15	5	1	13	21	4	5	4	15	2	3	9	3	3	28
	3%	6%	2%	1%	2%	4%	3%	2%	1%	3%	1%	1%	4%	2%	2%	3%
Public services in general	21	4	5	1	17	7	1	8	6	10	4	4	3	6	5	27
	2%	1%	2%	1%	2%	1%	1%	3%	2%	2%	3%	2%	1%	4%	3%	3%
Nationalisation/ Government control of institutions	18	7	2	1	11	10	1	2	3	6	1	4	4	6	1	17
	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	4%	1%	2%
Petrol prices/fuel	18	2	8	1	15	3	-	8	9	11	3	3	2	3	1	17
	2%	1%	3%	1%	2%	1%	-	3%	3%	2%	2%	1%	1%	2%	*	2%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 2009

Number of sample points : 206

Source : Ipsos MORI (JN Q218)

Issues Index FINAL

Table 9

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

Base : All respondents aged 18+

	Total	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	
Taxation	16 2%	2 1%	3 1%	-	14 2%	7 2%	2 2%	2 2%	5 2%	5 2%	9 2%	3 2%	3 1%	4 2%	2 2%	3 2%	18 2%
Bird flu/pandemic flu/ swine flu	13 1%	3 1%	5 2%	-	10 1%	4 1%	-	* *	2 1%	3 1%	* *	-	3 1%	2 1%	-	1 1%	12 1%
Pound/exchange rate/ value of pound	12 1%	5 2%	2 1%	-	7 1%	7 2%	2 1%	3 2%	3 1%	2 1%	4 1%	2 1%	3 1%	6 3%	1 1%	5 3%	14 1%
Nuclear weapons/nuclear war/disarmament	11 1%	7 3%	1 1%	1 1%	4 1%	5 1%	2 1%	* *	2 1%	3 1%	5 1%	1 *	3 1%	* *	2 2%	1 1%	12 1%
Transport/public transport	9 1%	4 2%	1 *	1 1%	5 1%	5 1%	-	-	5 2%	1 *	3 1%	3 2%	2 1%	6 2%	1 1%	3 2%	7 1%
Privatisation	4 *	-	-	-	4 1%	1 *	*	-	-	-	-	1 1%	-	*	-	1 1%	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	1 *	1 *	1 1%	3 *	2 1%	-	-	-	1 *	2 *	-	1 *	-	*	-	5 1%
Trade unions/strikes	4 *	2 1%	-	1 1%	1 *	1 *	-	1 1%	-	1 *	4 1%	-	-	2 1%	1 1%	2 1%	4 *
AIDS	2 *	-	-	-	2 *	-	-	-	-	1 *	1 *	-	-	-	-	-	2 *
Countryside/rural life	2 *	-	-	-	2 *	-	1 1%	-	1 *	1 *	-	-	-	-	-	-	2 *
Heathrow/third runway at Heathrow	2 *	-	-	-	2 *	-	2 1%	-	-	-	2 *	-	-	-	-	-	1 *
Animal welfare	1 *	-	1 1%	-	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	1 *
Northern Ireland	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *
GM/GM (Genetically modified) foods	1 *	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	81 8%	24 9%	16 7%	9 9%	57 8%	51 11%	10 8%	11 9%	17 6%	17 6%	31 6%	9 6%	5 2%	29 13%	9 7%	7 5%	76 8%
Don't know	36 4%	4 1%	4 2%	* *	32 5%	8 2%	15 13%	3 3%	4 1%	8 3%	-	-	-	-	-	-	36 4%
Mean	2.3	2.4	2.4	2.3	2.2	2.4	1.8	2.3	2.4	2.3	2.6	3.1	2.9	2.0	3.0	3.3	2.3

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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	980	666	126	188	906	74	180	800	980
Weighted total	976	663	123	190	894	83	116	860	980
Economy/economic situation	506 52%	345 52%	57 46%	105 55%	471 53%	35 43%	63 55%	443 52%	500 51%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	254 26%	191 29%	25 20%	38 20%	233 26%	20 25%	25 22%	228 27%	262 27%
Race relations/ immigration/immigrants	231 24%	146 22%	37 30%	48 25%	224 25%	7 9%	27 24%	204 24%	252 26%
Unemployment/factory closure/lack of industry	218 22%	138 21%	24 19%	56 29%	198 22%	20 24%	28 24%	190 22%	226 23%
National Health Service/ Hospitals/Healthcare	155 16%	99 15%	22 18%	34 18%	143 16%	12 14%	24 20%	131 15%	162 17%
Defence/foreign affairs/ international terrorism	143 15%	88 13%	24 20%	31 16%	133 15%	9 11%	14 12%	129 15%	151 15%
Education/schools	137 14%	96 14%	20 16%	22 11%	126 14%	11 13%	25 21%	112 13%	135 14%
Inflation/prices	93 10%	82 12%	3 3%	8 4%	76 9%	17 20%	12 10%	81 9%	94 10%
Pollution/environment	90 9%	56 9%	12 10%	21 11%	85 9%	5 6%	10 9%	79 9%	85 9%
Morality/individual behaviour/lifestyle	89 9%	56 8%	10 8%	23 12%	82 9%	7 9%	6 5%	83 10%	89 9%
Poverty/inequality	58 6%	47 7%	4 3%	7 4%	51 6%	7 9%	6 5%	52 6%	61 6%
Pensions/social security/benefits	57 6%	33 5%	8 7%	15 8%	55 6%	2 3%	10 8%	47 5%	62 6%
Housing	52 5%	41 6%	5 4%	6 3%	43 5%	9 12%	7 6%	46 5%	50 5%
Drug abuse	39 4%	24 4%	9 7%	6 3%	37 4%	2 2%	2 2%	37 4%	38 4%
Low pay/minimum wage/ fair wages	36 4%	30 4%	2 2%	4 2%	25 3%	10 12%	3 2%	33 4%	41 4%
Local government/council tax	28 3%	14 2%	3 3%	11 6%	23 3%	5 6%	2 2%	27 3%	24 2%
Common Market/EU/Europe/ EURO/Constitution	28 3%	19 3%	4 3%	5 3%	24 3%	4 5%	2 2%	26 3%	28 3%
Public services in general	21 2%	15 2%	3 3%	3 1%	20 2%	1 2%	5 5%	15 2%	27 3%
Nationalisation/ Government control of institutions	18 2%	15 2%	- -	3 2%	17 2%	1 1%	1 1%	17 2%	17 2%
Petrol prices/fuel	18 2%	5 1%	1 1%	12 6%	16 2%	1 2%	3 2%	15 2%	17 2%
Taxation	16 2%	12 2%	3 2%	1 1%	12 1%	4 4%	3 3%	13 1%	18 2%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 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	
Bird flu/pandemic flu/ swine flu	13 1%	9 1%	1 1%	3 2%	5 1%	9 11%	* *	13 1%	12 1%
Pound/exchange rate/ value of pound	12 1%	7 1%	4 3%	2 1%	10 1%	3 4%	1 1%	11 1%	14 1%
Nuclear weapons/nuclear war/disarmament	11 1%	8 1%	1 1%	2 1%	11 1%	- -	1 1%	10 1%	12 1%
Transport/public transport	9 1%	4 1%	1 1%	3 2%	9 1%	- -	- -	9 1%	7 1%
Privatisation	4 *	1 *	- -	3 2%	4 *	- -	* *	4 *	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	4 1%	- -	- -	3 *	1 1%	1 1%	2 *	5 1%
Trade unions/strikes	4 *	2 *	1 *	1 1%	4 *	- -	1 *	3 *	4 *
AIDS	2 *	2 *	- -	- -	1 *	1 2%	- -	2 *	2 *
Countryside/rural life	2 *	2 *	- -	- -	1 *	1 2%	1 1%	1 *	2 *
Heathrow/third runway at Heathrow	2 *	2 *	- -	- -	2 *	- -	- -	2 *	1 *
Animal welfare	1 *	1 *	- -	- -	- -	1 2%	- -	1 *	1 *
Northern Ireland	1 *	1 *	- -	- -	- -	1 1%	- -	1 *	1 *
GM/GM (Genetically modified) foods	1 *	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	81 8%	48 7%	13 10%	20 11%	79 9%	2 3%	7 6%	74 9%	76 8%
Don't know	36 4%	24 4%	7 6%	5 3%	34 4%	2 2%	4 3%	32 4%	36 4%
Mean	2.3	2.3	2.1	2.3	2.2	2.5	2.3	2.3	2.3

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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
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	
980	39	114	71	19	51	7	45	8	19	32	7	15	106	54	16	451	17	161	367	150	193	980
976	33	105	60	13	53	9	49	6	20	35	7	16	106	66	18	467	15	171	341	134	177	980
506	16	55	25	7	31	5	36	4	12	17	6	10	47	50	12	233	8	118	168	69	83	500
52%	48%	53%	42%	54%	58%	48%	73%	62%	58%	49%	76%	65%	45%	76%	68%	50%	54%	69%	49%	51%	47%	51%
254	11	28	25	6	12	-	13	1	2	13	1	5	35	16	9	109	3	36	109	39	60	262
26%	32%	27%	42%	47%	24%	-	25%	9%	11%	36%	17%	32%	33%	25%	49%	23%	18%	21%	32%	29%	34%	27%
231	11	34	13	2	10	-	6	1	2	6	1	8	34	5	4	112	4	23	101	43	53	252
24%	32%	32%	22%	14%	19%	-	12%	9%	8%	17%	17%	50%	32%	7%	22%	24%	29%	14%	30%	32%	30%	26%
218	4	21	7	4	10	-	7	2	-	5	4	5	32	8	3	106	4	28	77	25	44	226
22%	11%	20%	11%	30%	18%	-	15%	33%	-	15%	60%	29%	30%	12%	19%	23%	26%	17%	23%	19%	25%	23%
155	6	20	15	1	5	4	8	1	4	4	2	1	18	10	3	74	2	25	60	26	32	162
16%	20%	19%	26%	8%	9%	40%	16%	22%	19%	10%	29%	5%	17%	16%	14%	16%	14%	15%	18%	20%	18%	17%
143	6	16	16	2	9	-	3	2	-	4	4	3	10	3	1	68	1	18	56	22	29	151
15%	19%	15%	27%	17%	16%	-	6%	38%	-	12%	55%	20%	9%	4%	8%	14%	6%	11%	16%	17%	16%	15%
137	4	17	7	1	16	3	10	1	3	4	2	*	7	17	2	59	2	43	38	22	13	135
14%	13%	17%	11%	7%	30%	32%	21%	11%	15%	12%	34%	3%	6%	26%	10%	13%	15%	25%	11%	16%	8%	14%
93	2	8	9	3	1	3	3	-	4	11	-	1	10	5	1	39	3	13	39	10	18	94
10%	5%	8%	14%	22%	2%	28%	7%	-	18%	31%	-	8%	9%	8%	7%	8%	24%	8%	12%	7%	10%	10%
90	3	4	6	1	8	2	18	2	1	2	1	-	2	5	4	44	1	30	18	6	8	85
9%	8%	3%	10%	5%	16%	17%	36%	32%	7%	6%	18%	-	1%	8%	23%	9%	7%	18%	5%	5%	5%	9%
89	3	11	5	-	4	2	5	-	4	1	-	2	6	10	3	45	1	20	26	14	12	89
9%	8%	11%	8%	-	7%	22%	10%	-	18%	3%	-	13%	5%	15%	17%	10%	7%	12%	8%	10%	7%	9%
58	1	9	2	2	-	1	5	1	4	5	1	-	4	5	1	22	2	11	22	10	8	61
6%	3%	9%	4%	18%	-	11%	11%	21%	18%	15%	17%	-	4%	8%	7%	5%	15%	6%	6%	7%	4%	6%
57	4	10	6	1	9	1	4	*	2	3	*	4	4	3	1	15	-	15	29	13	14	62
6%	11%	9%	10%	6%	17%	13%	8%	5%	11%	9%	5%	25%	3%	5%	7%	3%	-	9%	8%	10%	8%	6%
52	1	10	1	2	2	1	3	-	1	7	-	1	8	1	2	23	-	6	24	10	11	50
5%	2%	9%	2%	19%	4%	10%	6%	-	7%	20%	-	5%	7%	2%	9%	5%	-	4%	7%	8%	6%	5%
39	-	1	3	2	2	-	-	1	1	-	-	1	7	3	-	22	-	4	13	1	12	38
4%	-	1%	5%	19%	4%	-	-	9%	7%	-	-	9%	6%	4%	-	5%	-	2%	4%	1%	7%	4%
36	-	3	5	*	-	-	1	-	-	5	-	2	6	-	2	15	-	1	20	3	10	41
4%	-	3%	8%	3%	-	-	2%	-	-	16%	-	13%	6%	-	13%	3%	-	1%	6%	2%	5%	4%
28	2	7	2	-	3	-	2	-	1	1	-	-	2	1	2	13	-	6	12	8	3	24
3%	7%	7%	3%	-	5%	-	3%	-	4%	4%	11%	-	-	1%	9%	3%	-	3%	4%	6%	2%	2%
28	5	8	2	-	3	-	2	-	1	1	-	-	-	-	1	12	-	4	14	10	2	28
3%	16%	7%	4%	-	7%	-	4%	-	5%	3%	-	-	-	-	7%	3%	-	3%	4%	8%	1%	3%
21	-	2	*	-	1	-	3	-	1	1	-	-	-	2	-	12	-	6	4	2	*	27
2%	-	2%	1%	-	1%	-	5%	-	4%	3%	-	-	-	3%	-	2%	-	3%	1%	2%	*	3%
18	-	2	-	-	2	-	-	1	-	-	-	-	1	-	-	12	1	2	2	2	1	17
2%	-	2%	-	-	4%	-	-	10%	-	-	-	-	1%	-	-	3%	4%	1%	1%	1%	*	2%
18	-	1	1	-	-	-	-	-	-	1	-	-	5	-	-	8	1	1	9	1	6	17
2%	-	1%	2%	-	-	-	2%	-	-	4%	-	-	5%	-	-	2%	4%	1%	3%	1%	3%	2%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 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+

	Total	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
Taxation	16 2%	-	1	*	-	1	-	1	-	1	2	*	1	2	-	-	10	-	3	4	1	2	18
		-	*	1%	-	2%	-	3%	-	7%	5%	5%	8%	2%	-	-	2%	-	2%	1%	*	1%	2%
Bird flu/pandemic flu/ swine flu	13 1%	-	2	1	2	1	-	-	-	-	1	-	-	1	1	-	4	-	1	6	2	4	12
		-	2%	2%	19%	2%	-	-	-	-	4%	-	-	1%	2%	-	1%	-	1%	2%	2%	2%	1%
Pound/exchange rate/ value of pound	12 1%	2	2	-	*	1	2	-	1	-	2	-	-	-	1	2	3	-	4	6	4	*	14
		5%	2%	-	4%	2%	19%	-	11%	-	6%	-	-	-	2%	12%	1%	-	2%	2%	3%	*	1%
Nuclear weapons/nuclear war/disarmament	11 1%	-	1	3	-	3	-	-	1	-	2	-	-	5	2	-	4	-	3	7	1	5	12
		-	1%	4%	-	5%	-	-	11%	-	6%	-	-	5%	3%	-	1%	-	2%	2%	1%	3%	1%
Transport/public transport	9 1%	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	5	-	1	2	1	1	7
		-	1%	1%	-	-	-	3%	-	-	-	-	-	-	-	-	1%	-	1%	1%	1%	*	1%
Privatisation	4 *	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	*	*	-	3
		-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	*	-	*
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	*	1	-	1	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	2	1	5
		1%	1%	-	8%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	1%	1%	1%	1%
Trade unions/strikes	4 *	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	2	-	1	1	-	1	4
		-	-	1%	-	-	-	-	-	-	-	-	-	-	2%	-	*	-	1%	*	-	*	*
AIDS	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*
Countryside/rural life	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
Heathrow/third runway at Heathrow	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
Animal welfare	1 *	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
		-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	*	-	-	*
Northern Ireland	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
GM/GM (Genetically modified) foods	1 *	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1
		-	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	1%	-	-	-	*
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	81 8%	3	8	4	-	11	4	7	2	6	2	4	3	4	10	1	30	3	30	24	10	12	76
		9%	7%	7%	-	21%	47%	14%	31%	29%	6%	55%	21%	4%	15%	7%	6%	21%	18%	7%	8%	7%	8%
Don't know	36 4%	1	*	1	-	1	-	-	-	1	1	-	1	5	2	-	22	-	5	8	2	6	36
		4%	4%	*	2%	2%	-	-	-	7%	2%	-	5%	4%	3%	-	5%	-	3%	2%	1%	3%	4%
Mean	2.3	2.2	2.4	2.5	2.9	2.5	2.9	2.7	3.1	2.4	2.8	3.8	2.5	2.0	2.4	2.8	2.1	2.1	2.5	2.3	2.4	2.2	2.3

Respondent type : GB adults 18+
Fieldwork dates : 15th - 20th October 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	
Unweighted total	980	126	110	160	154	226	204	980
Weighted total	976	149	130	194	157	202	145	980
Economy/economic situation	506 52%	76 51%	57 44%	119 61%	79 50%	117 58%	58 40%	500 51%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	254 26%	30 20%	39 30%	43 22%	33 21%	51 25%	58 40%	262 27%
Race relations/ immigration/immigrants	231 24%	27 18%	23 17%	46 23%	42 27%	56 28%	39 27%	252 26%
Unemployment/factory closure/lack of industry	218 22%	34 23%	40 31%	28 15%	43 27%	39 19%	33 23%	226 23%
National Health Service/ Hospitals/Healthcare	155 16%	28 19%	14 11%	38 20%	26 16%	33 16%	16 11%	162 17%
Defence/foreign affairs/ international terrorism	143 15%	18 12%	13 10%	24 13%	20 13%	29 14%	39 27%	151 15%
Education/schools	137 14%	13 9%	5 4%	51 26%	18 12%	38 19%	11 8%	135 14%
Inflation/prices	93 10%	14 9%	15 12%	20 10%	14 9%	14 7%	16 11%	94 10%
Pollution/environment	90 9%	23 15%	7 5%	21 11%	7 4%	21 11%	11 8%	85 9%
Morality/individual behaviour/lifestyle	89 9%	4 3%	11 8%	28 14%	5 3%	24 12%	17 12%	89 9%
Poverty/inequality	58 6%	9 6%	6 5%	15 8%	7 4%	11 5%	11 8%	61 6%
Pensions/social security/benefits	57 6%	5 4%	7 5%	13 7%	2 1%	19 9%	11 8%	62 6%
Housing	52 5%	8 5%	12 9%	13 7%	11 7%	5 2%	5 3%	50 5%
Drug abuse	39 4%	6 4%	9 7%	7 4%	5 3%	3 1%	9 7%	38 4%
Low pay/minimum wage/ fair wages	36 4%	7 5%	5 4%	8 4%	6 4%	6 3%	4 2%	41 4%
Local government/council tax	28 3%	6 4%	- -	8 4%	3 2%	8 4%	4 2%	24 2%
Common Market/EU/Europe/ EURO/Constitution	28 3%	1 1%	1 1%	6 3%	5 3%	9 5%	5 4%	28 3%
Public services in general	21 2%	8 5%	1 1%	3 2%	3 2%	4 2%	2 1%	27 3%
Nationalisation/ Government control of institutions	18 2%	1 1%	4 3%	2 1%	3 2%	5 3%	3 2%	17 2%
Petrol prices/fuel	18 2%	5 3%	4 3%	3 2%	3 2%	2 1%	1 1%	17 2%
Taxation	16 2%	4 3%	5 4%	3 2%	1 1%	- -	2 1%	18 2%

Respondent type : GB adults 18+

Fieldwork dates : 15th - 20th October 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	
Bird flu/pandemic flu/ swine flu	13 1%	5 3%	4 3%	2 1%	1 1%	1 1%	- -	12 1%
Pound/exchange rate/ value of pound	12 1%	-	-	5 3%	1 *	4 2%	2 1%	14 1%
Nuclear weapons/nuclear war/disarmament	11 1%	4 2%	2 2%	-	2 2%	1 1%	2 1%	12 1%
Transport/public transport	9 1%	4 3%	-	-	1 1%	1 1%	2 2%	7 1%
Privatisation	4 *	3 2%	-	* *	-	1 *	-	3 *
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	4 *	-	-	1 *	* *	2 1%	1 *	5 1%
Trade unions/strikes	4 *	-	-	2 1%	-	2 1%	-	4 *
AIDS	2 *	-	1 1%	-	1 1%	-	-	2 *
Countryside/rural life	2 *	-	-	-	1 1%	1 *	-	2 *
Heathrow/third runway at Heathrow	2 *	-	-	2 1%	-	-	-	1 *
Animal welfare	1 *	1 1%	-	-	-	-	-	1 *
Northern Ireland	1 *	-	1 1%	-	-	-	-	1 *
GM/GM (Genetically modified) foods	1 *	-	-	-	-	1 *	-	1 *
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -
Other	81 8%	14 10%	2 2%	19 10%	10 6%	28 14%	7 5%	76 8%
Don't know	36 4%	5 3%	13 10%	4 2%	6 4%	4 2%	5 3%	36 4%
Mean	2.3	2.2	2.0	2.5	2.0	2.4	2.3	2.3