

ISSUES INDEX (FINAL)

Table 1
Q1
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
UNWEIGHTED BASE	977	492	485	129	127	156	154	165	246	256	310	411	179	353	202	243	532	445	977
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	1	1	1	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	2
	*	*	*	1%	*	-	-	-	-	1%	-	-	-	-	-	1%	-	*	*
Common market/EU/ Europe/Euro/ Constitution	6	3	3	*	-	2	-	1	3	*	2	4	3	1	1	2	4	2	7
	1%	1%	1%	*	-	1%	-	1%	2%	*	1%	1%	1%	*	*	1%	1%	1%	1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	61	24	37	10	10	12	8	8	14	20	20	22	3	26	15	18	29	33	73
	6%	5%	8%	9%	6%	7%	5%	5%	7%	7%	6%	6%	1%	9%	8%	8%	5%	8%	7%
Defence/Foreign affairs/ International terrorism	30	16	14	6	3	8	2	4	7	10	9	11	6	10	9	5	17	14	31
	3%	3%	3%	6%	2%	4%	1%	3%	3%	4%	3%	3%	3%	4%	4%	2%	3%	3%	3%
Drug abuse	11	6	5	2	4	3	1	2	-	6	3	2	1	3	2	6	4	8	13
	1%	1%	1%	2%	3%	1%	*	1%	-	2%	1%	1%	*	1%	1%	3%	1%	2%	1%
Economy/Economic situation	361	186	174	35	44	67	77	67	70	80	144	137	124	116	57	63	240	120	367
	38%	41%	36%	31%	29%	37%	48%	47%	36%	30%	42%	40%	49%	42%	29%	28%	46%	28%	38%
Education/Schools	26	10	16	4	10	1	3	2	6	14	4	8	10	7	5	4	17	9	23
	3%	2%	3%	3%	7%	*	2%	2%	3%	5%	1%	2%	4%	3%	3%	2%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+
Fieldwork dates : 26th Feb - 4th Mar 2010
Number of sample points : 161
Source : Ipsos MORI (JN Q218)

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WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
GM/GM (genetically modified) foods	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	-	-	-	1%	-	-	-	-	*	-	1%	-	-	-	*	-	*
Housing	4	4	1	1	2	1	-	-	-	3	1	-	-	3	1	*	3	1	6
	*	1%	*	1%	1%	1%	-	-	-	1%	*	-	-	1%	*	*	1%	*	1%
Inflation/Prices	21	8	13	5	2	7	3	3	1	7	10	4	5	4	4	8	10	11	20
	2%	2%	3%	4%	1%	4%	2%	2%	1%	3%	3%	1%	2%	2%	2%	3%	2%	3%	2%
Local government/ Council tax	2	1	1	-	-	2	-	-	-	-	2	-	-	1	1	-	1	1	2
	*	*	*	-	-	1%	-	-	-	-	1%	-	-	*	1%	-	*	*	*
Low pay/Minimum wage/Fair wages	7	3	4	-	4	2	1	-	1	4	3	1	2	-	1	4	2	6	6
	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	*	1%	-	1%	2%	*	1%	1%
Morality/ Individual behaviour/ Lifestyle	22	9	12	*	5	6	3	4	3	5	10	7	6	9	4	3	15	7	23
	2%	2%	3%	*	3%	3%	2%	3%	1%	2%	3%	2%	3%	3%	2%	1%	3%	2%	2%
National Health Service/Hospitals/ Healthcare	27	4	23	-	4	6	6	4	6	4	13	10	5	8	6	7	14	13	28
	3%	1%	5%	-	3%	3%	4%	3%	3%	2%	4%	3%	2%	3%	3%	3%	3%	3%	3%
Nationalisation/ Government control of institutions	5	3	1	-	2	-	1	2	1	2	1	2	1	1	1	2	2	3	6
	*	1%	*	-	1%	-	*	1%	*	1%	*	1%	*	*	1%	1%	*	1%	1%
Northern Ireland	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	1
	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	4	2	2	1	2	-	-	-	1	3	-	1	-	-	1	3	-	4	4
	*	*	*	1%	1%	-	-	-	1%	1%	-	*	-	-	*	1%	-	1%	*
Pensions/Social security/Benefits	8	3	5	2	-	-	-	2	4	2	-	6	5	-	1	3	5	3	9
	1%	1%	1%	1%	-	-	-	2%	2%	1%	-	2%	2%	-	*	1%	1%	1%	1%
Petrol prices/Fuel	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	1%	-	-	*	*
Pollution/ Environment	19	7	13	5	5	4	1	2	3	10	5	5	7	4	1	7	12	7	17
	2%	1%	3%	5%	3%	2%	1%	1%	1%	4%	1%	1%	3%	2%	*	3%	2%	2%	2%

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	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	
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
Population levels/ Overpopulation	9 1%	4 1%	5 1%	-	2 1%	-	1 *	4 3%	3 2%	2 1%	1 *	7 2%	-	1 *	4 2%	5 2%	1 *	8 2%	10 1%
Pound/Exchange rate/Value of Pound	4 *	2 1%	2 *	1 1%	-	-	1 1%	1 1%	1 1%	1 *	1 *	2 1%	2 1%	1 *	1 *	-	4 1%	1 *	5 1%
Poverty/Inequality	14 1%	6 1%	8 2%	1 1%	2 2%	1 *	6 3%	3 2%	2 1%	3 1%	6 2%	5 1%	8 3%	3 1%	1 *	2 1%	11 2%	3 1%	11 1%
Privatisation	2 *	2 *	-	-	-	-	1 *	1 1%	-	-	1 *	1 *	-	1 *	-	1 1%	1 *	1 *	2 *
Public services in general	2 *	1 *	1 *	-	-	1 1%	-	-	1 1%	-	1 *	1 *	-	2 1%	-	1 *	2 *	1 *	3 *
Race relations/ Immigration/ Immigrants	131 14%	68 15%	62 13%	6 6%	14 9%	27 15%	21 13%	23 16%	40 20%	21 8%	48 14%	62 18%	29 12%	31 11%	39 20%	32 14%	60 11%	71 17%	137 14%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	4 *	3 1%	1 *	-	2 1%	2 1%	-	-	1 *	2 1%	2 1%	1 *	1 *	4 1%	-	-	4 1%	-	4 *
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	2 *	2 *	-	-	-	1 *	1 1%	-	-	-	2 1%	-	1 *	-	1 *	-	1 *	1 *	2 *
Unemployment/ Factory closure/ Lack of industry	89 9%	49 11%	40 8%	15 13%	19 12%	16 9%	18 11%	8 6%	13 7%	34 13%	34 10%	21 6%	13 5%	20 7%	26 13%	31 14%	33 6%	57 13%	90 9%
Other	19 2%	7 1%	13 3%	1 1%	2 1%	3 2%	4 3%	1 1%	7 4%	4 1%	8 2%	8 2%	11 4%	5 2%	1 *	3 1%	15 3%	4 1%	19 2%

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	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
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	53	23	31	17	16	9	3	2	7	33	11	9	8	15	13	17	23	31	54
	6%	5%	6%	15%	10%	5%	2%	1%	4%	12%	3%	3%	3%	5%	7%	8%	4%	7%	6%

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Table 2
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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
UNWEIGHTED BASE	977	849	57	71	331	260	347	299	129	231	102	364	291	148	168	655	977
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	1 *	1 *	-	-	-	-	1 *	1 *	1 1%	1 *	-	-	1 *	-	1 1%	1 *	2 *
Common market/EU/ Europe/Euro/ Constitution	6 1%	6 1%	-	-	2 1%	2 1%	4 1%	-	-	-	-	3 1%	2 1%	1 1%	*	5 1%	7 1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	61 6%	57 7%	2 4%	2 3%	18 6%	15 7%	18 5%	26 9%	10 8%	18 8%	9 8%	19 6%	17 5%	12 10%	13 9%	36 5%	73 7%
Defence/Foreign affairs/ International terrorism	30 3%	22 3%	3 6%	5 6%	10 3%	6 3%	8 2%	12 4%	2 2%	6 3%	4 4%	14 4%	6 2%	5 4%	4 3%	21 3%	31 3%
Drug abuse	11 1%	11 1%	-	-	3 1%	3 1%	3 1%	5 2%	4 3%	4 2%	-	3 1%	5 1%	-	3 2%	8 1%	13 1%
Economy/Economic situation	361 38%	308 38%	16 32%	37 47%	106 35%	70 31%	123 36%	131 43%	50 41%	97 42%	47 43%	135 42%	142 41%	35 29%	46 32%	278 41%	367 38%
Education/Schools	26 3%	18 2%	3 6%	5 6%	8 3%	4 2%	8 2%	10 3%	6 5%	7 3%	1 1%	7 2%	15 4%	2 2%	3 2%	21 3%	23 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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 COUNCIL/HA	REN TED PRIVATE	OWNED /MORT GAGED	
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
GM/GM (genetically modified) foods	1*	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1
Housing	4*	4	-	-	1	1	1	2	2	2	-	1	1	-	2	2	6
		1%	-	-	*	*	*	1%	2%	1%	-	*	*	-	1%	*	1%
Inflation/Prices	21	18	2	2	6	4	9	6	3	6	3	4	10	5	3	13	20
	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	3%	1%	3%	4%	2%	2%	2%
Local government/ Council tax	2*	2	-	-	2	2	-	-	-	-	-	-	1	1	-	1	2
		*	-	-	1%	1%	-	-	-	-	-	-	*	1%	-	*	*
Low pay/Minimum wage/Fair wages	7	6	1	-	*	*	2	5	2	3	1	5	-	-	3	5	6
	1%	1%	2%	-	*	*	1%	2%	1%	1%	1%	1%	-	-	2%	1%	1%
Morality/ Individual behaviour/ Lifestyle	22	18	4	-	5	5	9	7	1	3	2	7	7	3	2	14	23
	2%	2%	9%	-	2%	2%	3%	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%
National Health Service/Hospitals/ Healthcare	27	23	4	1	2	1	12	13	5	8	3	8	9	4	6	17	28
	3%	3%	7%	1%	1%	1%	4%	4%	4%	3%	3%	3%	3%	3%	4%	3%	3%
Nationalisation/ Government control of institutions	5*	5	-	-	3	3	-	2	1	2	1	2	1	2	-	2	6
		1%	-	-	1%	1%	-	1%	*	1%	1%	*	*	2%	-	*	1%
Northern Ireland	1*	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1
		*	-	-	*	*	-	-	-	-	-	-	-	1%	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	4*	4	-	-	2	2	1	1	-	1	1	2	1	-	1	3	4
		1%	-	-	1%	1%	*	*	-	1%	1%	1%	*	-	1%	*	*
Pensions/Social security/Benefits	8	8	-	-	7	7	1	1	-	1	1	4	2	2	-	6	9
	1%	1%	-	-	2%	3%	*	*	-	*	1%	1%	*	2%	-	1%	1%
Petrol prices/Fuel	1*	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1
		*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	*

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	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
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
Pollution/ Environment	19	17	-	2	5	3	9	6	4	6	2	6	5	2	6	12	17
	2%	2%	-	2%	2%	1%	3%	2%	3%	3%	2%	2%	1%	1%	4%	2%	2%
Population levels/ Overpopulation	9	9	-	-	5	5	3	2	-	1	1	4	3	2	-	8	10
	1%	1%	-	-	2%	2%	1%	1%	-	*	1%	1%	1%	1%	-	1%	1%
Pound/Exchange rate/Value of Pound	4	4	-	-	2	2	1	2	1	1	-	2	2	-	-	4	5
	*	1%	-	-	1%	1%	*	1%	1%	*	-	1%	1%	-	-	1%	1%
Poverty/Inequality	14	14	-	-	4	4	6	4	2	2	-	5	3	2	1	8	11
	1%	2%	-	-	1%	2%	2%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%
Privatisation	2	1	-	1	2	1	-	-	-	-	-	1	1	-	-	2	2
	*	*	-	2%	1%	*	-	-	-	-	-	*	*	-	-	*	*
Public services in general	2	2	-	-	2	2	-	-	-	-	-	1	1	-	-	2	3
	*	*	-	-	1%	1%	-	-	-	-	-	*	*	-	-	*	*
Race relations/ Immigration/ Immigrants	131	120	6	5	46	41	57	28	8	25	17	46	54	18	12	101	137
	14%	15%	13%	6%	15%	18%	16%	9%	7%	11%	15%	14%	16%	15%	9%	15%	14%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	4	4	-	-	-	-	4	1	-	1	1	1	4	-	-	4	4
	*	1%	-	-	-	-	1%	*	-	*	1%	*	1%	-	-	1%	*
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	2	2
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	*	*
Unemployment/ Factory closure/ Lack of industry	89	77	4	8	31	23	37	20	8	18	10	20	33	14	17	53	90
	9%	9%	8%	10%	10%	10%	11%	7%	7%	8%	9%	6%	9%	12%	12%	8%	9%

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
 Number of sample points : 161
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 2
Q1
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
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
Other	19	19	-	1	4	3	9	7	4	6	2	8	5	4	2	13	19
	2%	2%	-	1%	1%	1%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	53	37	5	12	25	13	15	13	10	13	3	11	16	9	18	27	54
	6%	4%	9%	15%	8%	6%	4%	4%	8%	6%	3%	3%	5%	7%	12%	4%	6%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 3
Q1
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	977	341	89	547	48	22	214	220	94	763	140	242	268	977
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	1	-	1	1	-	-	-	-	1	-	-	1	2	
	*	-	1%	*	-	-	-	-	*	-	-	*	*	
Common market/EU/ Europe/Euro/ Constitution	6	2	1	3	-	-	3	-	3	2	2	2	7	
	1%	*	1%	1%	-	-	1%	-	*	2%	1%	1%	1%	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	61	23	6	32	2	1	11	12	1	50	5	19	20	73
	6%	5%	7%	7%	4%	5%	5%	6%	1%	7%	4%	6%	7%	7%
Defence/Foreign affairs/ International terrorism	30	11	3	16	-	1	4	8	8	26	5	10	11	31
	3%	3%	3%	4%	-	4%	2%	4%	8%	4%	4%	3%	4%	3%
Drug abuse	11	6	2	4	-	-	-	4	2	11	1	1	3	13
	1%	1%	2%	1%	-	-	-	2%	2%	2%	1%	*	1%	1%
Economy/Economic situation	361	167	34	159	12	12	97	75	48	263	32	128	117	367
	38%	39%	36%	37%	32%	50%	45%	38%	48%	36%	28%	44%	39%	38%
Education/Schools	26	13	2	11	1	-	7	5	4	19	2	8	6	23
	3%	3%	2%	3%	3%	-	3%	3%	4%	3%	2%	3%	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 3
Q1
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
GM/GM (genetically modified) foods	1*	1*	-	-	-	-	-	-	-	1*	-	1	1	1*
Housing	4*	3	-	1*	-	-	3	1	4	2	-	1	6	
		1%	-	* 1%	-	-	2%	1%	1%	2%	-	*	1%	
Inflation/Prices	21	12	2	7	-	-	3	7	2	18	3	7	11	20
	2%	3%	2%	2%	-	-	2%	4%	2%	2%	3%	3%	4%	2%
Local government/ Council tax	2*	1*	1	-	-	-	1	1	-	1	-	-	2	2*
		* 1%	1%	-	-	-	1%	*	-	*	-	-	1%	*
Low pay/Minimum wage/Fair wages	7	6	-	2	-	-	-	3	1	7	2	-	-	6
	1%	1%	-	* 1%	-	-	-	1%	1%	1%	2%	-	-	1%
Morality/ Individual behaviour/ Lifestyle	22	9	3	10	-	2	3	3	3	19	3	5	10	23
	2%	2%	4%	2%	-	8%	1%	2%	3%	3%	3%	2%	3%	2%
National Health Service/Hospitals/ Healthcare	27	11	2	14	1	1	9	3	-	18	7	11	8	28
	3%	3%	2%	3%	3%	3%	4%	2%	-	2%	6%	4%	3%	3%
Nationalisation/ Government control of institutions	5*	-	1	4	1	1	1	2	-	4	1	-	2	6
		-	1%	1%	2%	2%	* 1%	1%	-	1%	1%	-	1%	1%
Northern Ireland	1*	-	-	1*	-	-	-	1*	-	1*	1	-	-	1*
		-	-	* 1%	-	-	-	* 1%	-	* 1%	1%	-	-	* 1%
Nuclear weapons/ Nuclear war/ Disarmament	4*	-	-	4	2	-	1	1	-	3	-	-	1	4*
		-	-	1%	5%	-	1%	*	-	*	-	-	*	*
Pensions/Social security/Benefits	8	2	1	5	-	-	3	-	1	5	1	2	-	9
	1%	* 1%	1%	1%	-	-	2%	-	1%	1%	1%	1%	-	1%
Petrol prices/Fuel	1*	-	1	-	-	-	1	-	-	-	-	1	-	1*
		-	1%	-	-	-	* 1%	-	-	-	-	*	-	* 1%

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ISSUES INDEX (FINAL)

Table 3
Q1
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
Pollution/ Environment	19	9	4	7	-	-	1	2	9	18	1	13	3	17
	2%	2%	4%	2%	-	-	*	1%	9%	2%	1%	4%	1%	2%
Population levels/ Overpopulation	9	5	-	4	-	-	1	2	-	9	4	2	2	10
	1%	1%	-	1%	-	-	*	1%	-	1%	3%	1%	1%	1%
Pound/Exchange rate/Value of Pound	4	2	-	2	-	-	2	1	-	2	-	3	*	5
	*	1%	-	1%	-	-	1%	1%	-	*	-	1%	*	1%
Poverty/Inequality	14	10	-	4	-	-	1	4	5	14	2	6	6	11
	1%	2%	-	1%	-	-	*	2%	5%	2%	1%	2%	2%	1%
Privatisation	2	1	-	1	-	1	1	-	-	1	-	-	1	2
	*	*	-	*	-	3%	*	-	-	*	-	-	*	*
Public services in general	2	1	-	1	-	-	*	1	-	2	-	1	1	3
	*	*	-	*	-	-	*	*	-	*	-	*	*	*
Race relations/ Immigration/ Immigrants	131	57	14	60	5	3	40	19	4	91	20	41	35	137
	14%	13%	14%	14%	13%	12%	19%	10%	4%	12%	18%	14%	12%	14%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	4	4	-	1	-	-	4	-	-	-	-	2	-	4
	*	1%	-	*	-	-	2%	-	-	-	-	1%	-	*
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	2	2	-	-	-	-	-	1	-	2	-	-	2	2
	*	*	-	-	-	-	-	*	-	*	-	-	1%	*
Unemployment/ Factory closure/ Lack of industry	89	46	9	34	8	1	17	27	5	73	10	21	30	90
	9%	11%	9%	8%	21%	3%	8%	13%	5%	10%	9%	7%	10%	9%

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ISSUES INDEX (FINAL)

Table 3

Q1

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

BASE: ALL ADULTS AGED 18+ (VERSION 2)

	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME	PART TIME	NOT WOR KING	UNEM PLOY ED	SELF EMPL OYED	CON SERV ATIVE	LAB OUR	LIB ERAL DEMO CRAT	NOT CON SERV ATIVE	UP TO 9499	25000 PLUS			
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
Other	19	4	1	14	2	2	1	3	4	18	4	2	7	19
	2%	1%	1%	3%	5%	9%	1%	2%	4%	3%	3%	1%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	53	23	7	24	4	-	3	10	1	50	7	7	16	54
	6%	5%	7%	6%	9%	-	2%	5%	1%	7%	6%	3%	5%	6%

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 4
Q1
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		
UNWEIGHTED BASE	977	530	16	265	322	137	170	247	566	164	855	121	149	828	977
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	1	-	1	-	-	-	1	1	-	-	-	1	-	1	2
	*	-	5%	-	-	-	*	1%	-	-	-	2%	-	*	*
Common market/EU/ Europe/Euro/ Constitution	6	1	2	2	3	1	*	*	5	1	6	*	-	6	7
	1%	*	11%	1%	1%	1%	*	*	1%	*	1%	*	-	1%	1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	61	19	-	61	19	3	9	14	40	8	56	6	11	50	73
	6%	4%	-	26%	6%	2%	5%	6%	7%	5%	6%	7%	6%	7%	7%
Defence/Foreign affairs/ International terrorism	30	11	-	4	5	30	10	6	22	2	29	1	4	27	31
	3%	2%	-	1%	2%	22%	5%	3%	4%	1%	3%	2%	2%	3%	3%
Drug abuse	11	2	-	3	1	-	-	7	4	1	6	5	3	8	13
	1%	*	-	1%	*	-	-	3%	1%	*	1%	6%	2%	1%	1%
Economy/Economic situation	361	361	-	85	90	60	81	73	206	81	334	26	75	285	367
	38%	69%	-	36%	29%	44%	46%	33%	37%	47%	38%	32%	41%	37%	38%
Education/Schools	26	9	1	4	3	4	26	6	16	4	23	3	9	17	23
	3%	2%	8%	2%	1%	3%	15%	3%	3%	2%	3%	4%	5%	2%	2%

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 4
Q1
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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (genetically modified) foods	1*	-	-	-	-	1	-	-	1*	-	-	1	-	1*	1*
Housing	4*	2*	-	1*	-	-	1	2	2*	-	2*	2*	3	1*	6
Inflation/Prices	21	6	1	9	6	2	2	2	10	8	18	2	6	15	20
	2%	1%	6%	4%	2%	2%	1%	1%	2%	5%	2%	3%	3%	2%	2%
Local government/ Council tax	2*	-	-	-	-	-	-	1*	1*	-	2*	-	-	2*	2*
Low pay/Minimum wage/Fair wages	7	5	-	2	-	-	-	1	3	3	7	*	1	6	6
	1%	1%	-	1%	-	-	-	1%	1%	2%	1%	1%	1%	1%	1%
Morality/ Individual behaviour/ Lifestyle	22	10	-	6	1	1	3	6	13	3	21	1	3	18	23
	2%	2%	-	3%	*	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%
National Health Service/Hospitals/ Healthcare	27	4	-	7	6	2	8	6	16	6	26	1	4	23	28
	3%	1%	-	3%	2%	2%	4%	3%	3%	3%	3%	2%	2%	3%	3%
Nationalisation/ Government control of institutions	5*	1*	5	1	1	-	1	2	2*	-	4*	1*	-	5	6
Northern Ireland	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	1*	1*
Nuclear weapons/ Nuclear war/ Disarmament	4*	2*	-	-	-	-	-	-	4	-	4*	-	-	4	4

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ISSUES INDEX (FINAL)

Table 4
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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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Pensions/Social security/Benefits	8	2	-	1	1	-	1	1	5	2	8	-	3	5	9
	1%	*	-	*	*	-	1%	*	1%	1%	1%	-	2%	1%	1%
Petrol prices/Fuel	1	-	-	-	-	1	-	-	-	1	1	-	-	1	1
	*	-	-	-	-	1%	-	-	-	1%	*	-	-	*	*
Pollution/ Environment	19	7	1	3	2	4	1	2	15	2	17	3	8	11	17
	2%	1%	10%	1%	1%	3%	1%	1%	3%	1%	2%	3%	4%	1%	2%
Population levels/ Overpopulation	9	3	-	1	2	1	2	1	7	1	9	-	1	8	10
	1%	1%	-	*	1%	1%	1%	1%	1%	*	1%	-	*	1%	1%
Pound/Exchange rate/Value of Pound	4	2	1	1	1	1	-	-	4	-	4	1	1	3	5
	*	*	6%	1%	*	1%	-	-	1%	-	*	1%	1%	*	1%
Poverty/Inequality	14	3	-	2	6	-	6	7	7	-	13	1	6	8	11
	1%	1%	-	1%	2%	-	3%	3%	1%	-	1%	1%	3%	1%	1%
Privatisation	2	2	-	-	-	-	-	-	1	1	2	-	1	1	2
	*	*	-	-	-	-	-	-	*	*	*	-	1%	*	*
Public services in general	2	-	-	-	2	-	-	1	1	-	2	-	-	2	3
	*	-	-	-	*	-	-	*	*	-	*	-	-	*	*
Race relations/ Immigration/ Immigrants	131	41	3	18	131	14	13	26	89	16	128	3	22	108	137
	14%	8%	21%	8%	42%	10%	7%	12%	16%	9%	15%	3%	12%	14%	14%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	4	1	-	-	2	-	1	-	2	2	4	1	2	2	4
	*	*	-	-	1%	-	*	-	*	1%	*	1%	1%	*	*

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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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	2	1	-	-	-	-	1	2	-	-	-	2	-	2	2
	*	*	-	-	-	-	*	1%	-	-	-	2%	-	*	*
Unemployment/ Factory closure/ Lack of industry	89	21	-	24	24	7	7	24	43	22	76	13	13	76	90
	9%	4%	-	10%	8%	5%	4%	11%	8%	13%	9%	16%	7%	10%	9%
Other	19	4	-	4	5	2	6	10	8	1	19	-	2	17	19
	2%	1%	-	1%	2%	2%	4%	5%	1%	1%	2%	-	1%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	53	2	-	2	-	1	-	15	29	9	48	6	5	48	54
	6%	*	-	1%	-	1%	-	7%	5%	5%	5%	7%	3%	6%	6%

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
 Number of sample points : 161
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 5
Q1
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	
UNWEIGHTED BASE	977	11	36	32	12	34	35	95	12	128	45	22	32	20	7	533	124	329	124	187	977
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/Pandemic flu/Swine flu	1*	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-	1	1	-	-	2*
Common market/EU/ Europe/Euro/ Constitution	6	-	-	-	-	-	-	2	-	*	-	-	-	*	-	3	-	3	2	*	7
	1%	-	-	-	-	-	-	2%	-	*	-	-	1%	-	1%	-	1%	1%	2%	*	1%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	61	-	1	1	1	-	2	6	1	9	3	1	2	-	-	36	3	22	8	12	73
	6%	-	3%	2%	7%	-	7%	8%	5%	8%	8%	2%	8%	-	-	7%	2%	7%	8%	7%	7%
Defence/Foreign affairs/ International terrorism	30	-	1	-	-	2	2	1	2	1	-	1	1	-	-	18	3	7	3	3	31
	3%	-	4%	-	-	4%	6%	1%	17%	1%	-	4%	4%	-	-	3%	2%	2%	3%	2%	3%
Drug abuse	11	-	-	-	-	-	-	1	-	2	1	2	-	1	-	5	-	6	1	5	13
	1%	-	-	-	-	-	-	2%	-	2%	2%	8%	-	3%	-	1%	-	2%	1%	3%	1%
Economy/Economic situation	361	7	14	17	8	24	12	36	5	37	13	7	5	10	4	193	67	109	46	56	367
	38%	66%	45%	47%	73%	54%	39%	42%	39%	31%	33%	29%	24%	44%	56%	36%	51%	36%	42%	32%	38%
Education/Schools	26	-	-	5	-	1	2	3	-	2	1	-	-	3	-	14	6	9	5	2	23
	3%	-	-	13%	-	3%	6%	4%	-	1%	2%	-	-	14%	-	3%	5%	3%	5%	1%	2%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

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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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (genetically modified) foods	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	1*
Housing	4*	-	-	-	* 4%	1 3%	-	-	-	* 1%	-	-	2 7%	* 2%	-	1*	2 1%	2 1%	-	1 1%	6 1%
Inflation/Prices	21 2%	- 1%	* 4%	1	-	1	4 5%	-	4 4%	-	-	1 3%	1 3%	-	12 2%	2 1%	8 3%	4 4%	4 3%	20 2%	
Local government/Council tax	2*	-	1 4%	-	1 3%	-	1 2%	-	1 1%	-	-	-	-	-	1*	1 1%	1 *	1 1%	1 1%	2 *	
Low pay/Minimum wage/Fair wages	7 1%	-	-	-	-	-	-	-	-	1 2%	-	-	2 8%	-	5 1%	-	3 1%	-	1 1%	6 1%	
Morality/Individual behaviour/Lifestyle	22 2%	-	-	2 4%	-	3 7%	1 3%	2 2%	-	1 *	1 2%	-	1 3%	-	13 3%	5 4%	4 1%	3 2%	1 1%	23 2%	
National Health Service/Hospitals/Healthcare	27 3%	1 9%	2 6%	-	-	-	1 2%	3 3%	-	4 3%	-	-	1 3%	1 3%	-	19 4%	3 2%	6 2%	3 3%	4 2%	28 3%
Nationalisation/Government control of institutions	5*	-	-	-	-	-	1 2%	-	-	1 *	-	-	-	1 4%	-	3*	-	2 1%	1 *	1 *	6 1%
Northern Ireland	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 *	-	-	1 *	1 *
Nuclear weapons/Nuclear war/Disarmament	4*	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	3 1%	-	1 *	-	1 1%	4 *	

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

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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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Pensions/Social security/Benefits	8	-	-	-	-	-	-	2	-	1	-	-	-	-	-	5	-	3	2	1	9
	1%	-	-	-	-	-	-	3%	-	1%	-	-	-	-	-	1%	-	1%	2%	*	1%
Petrol prices/Fuel	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Pollution/Environment	19	-	1	1	-	4	-	1	-	2	-	1	1	-	-	11	5	3	1	2	17
	2%	-	2%	3%	-	8%	-	1%	-	1%	-	2%	4%	-	-	2%	4%	1%	1%	1%	2%
Population levels/Overpopulation	9	-	-	-	-	-	-	1	-	1	-	-	-	-	-	7	-	2	1	1	10
	1%	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	1%	-	1%	1%	*	1%
Pound/Exchange rate/Value of Pound	4	-	1	-	1	-	-	-	-	1	-	-	-	-	-	2	2	1	-	1	5
	*	-	3%	-	7%	-	-	-	-	1%	-	-	-	-	-	*	1%	*	-	*	1%
Poverty/Inequality	14	-	-	6	-	-	-	-	-	1	1	-	-	-	-	4	6	2	-	2	11
	1%	-	-	18%	-	-	-	-	-	*	4%	-	-	-	-	1%	5%	1%	-	1%	1%
Privatisation	2	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	2
	*	7%	-	-	7%	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*
Public services in general	2	-	-	-	-	-	1	*	-	-	-	-	-	-	-	1	-	1	1	-	3
	*	-	-	-	-	-	2%	*	-	-	-	-	-	-	-	*	-	*	1%	-	*
Race relations/Immigration/Immigrants	131	2	3	*	-	2	9	13	22	6	5	5	3	1	69	9	55	19	34	137	
	14%	18%	9%	1%	-	5%	29%	15%	17%	18%	16%	21%	24%	12%	20%	13%	7%	18%	18%	19%	14%
Scottish/Welsh assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	4	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	1	-	-	-	4
	*	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	*
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 5
Q1
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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Transport/Public transport	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	2*
Unemployment/Factory closure/Lack of industry	89	-	4	2	*	3	-	4	1	19	9	8	1	1	-	49	9	32	4	29	90
	9%	-	11%	6%	3%	6%	-	5%	9%	16%	23%	31%	5%	3%	-	9%	7%	11%	4%	17%	9%
Other	19	-	1	-	-	3	-	1	-	2	1	1	1	-	-	12	4	3	1	3	19
	2%	-	3%	-	-	6%	-	1%	-	1%	2%	3%	4%	-	-	2%	3%	1%	1%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	53	-	2	*	-	-	-	2	2	8	1	-	2	-	1	34	3	13	2	9	54
	6%	-	5%	1%	-	-	-	3%	14%	7%	2%	-	8%	-	13%	6%	2%	4%	2%	5%	6%

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q1/Q2
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
UNWEIGHTED BASE	977	492	485	129	127	156	154	165	246	256	310	411	179	353	202	243	532	445	977
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
AIDS	2	*	2	*	-	-	-	1	1	*	-	2	2	*	-	-	2	-	3
	*	*	*	*	-	-	-	1%	1%	*	-	1%	1%	*	-	-	*	-	*
Animal welfare	3	-	3	-	-	-	-	1	2	-	-	3	-	1	1	1	1	2	4
	*	-	1%	-	-	-	-	1%	1%	-	-	1%	-	*	*	*	*	*	*
Bird flu/Pandemic flu/Swine flu	3	2	1	1	2	-	-	-	-	3	-	-	-	-	-	3	-	3	3
	*	*	*	1%	1%	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	*
Common market/EU/ Europe/Euro/ Constitution	38	24	14	3	8	10	1	6	10	11	12	16	15	13	4	6	29	9	38
	4%	5%	3%	3%	5%	6%	1%	4%	5%	4%	3%	5%	6%	5%	2%	2%	5%	2%	4%
Countryside/Rural life	8	4	4	-	5	1	-	1	1	5	1	2	3	1	2	2	3	4	6
	1%	1%	1%	-	3%	*	-	1%	*	2%	*	1%	1%	*	1%	1%	1%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	239	116	124	32	38	47	39	32	52	69	85	85	46	92	42	60	138	102	265
	25%	25%	25%	28%	24%	26%	24%	23%	27%	26%	25%	25%	18%	34%	22%	26%	26%	24%	27%
Defence/Foreign affairs/ International terrorism	136	67	70	13	15	28	20	26	34	28	48	60	48	39	28	21	87	49	137
	14%	14%	14%	12%	10%	16%	12%	18%	17%	10%	14%	18%	19%	14%	15%	9%	16%	12%	14%
Drug abuse	80	45	35	12	25	11	13	8	12	37	24	20	21	17	14	29	37	43	84
	8%	10%	7%	10%	16%	6%	8%	5%	6%	14%	7%	6%	8%	6%	7%	12%	7%	10%	9%
Economy/Economic situation	523	269	254	56	77	96	104	93	98	132	200	190	168	162	97	96	330	193	530
	55%	58%	52%	49%	49%	53%	65%	64%	50%	49%	59%	56%	67%	59%	50%	42%	63%	46%	54%
Education/Schools	179	78	100	18	32	30	30	38	32	49	60	69	80	54	20	24	135	44	170
	19%	17%	20%	16%	20%	17%	19%	26%	16%	18%	17%	20%	32%	20%	10%	10%	26%	10%	17%
Foot and mouth outbreak/Farming crisis	2	1	1	-	1	-	-	1	-	1	-	1	-	-	-	2	-	2	2
	*	*	*	-	*	-	-	1%	-	*	-	*	-	-	-	1%	-	*	*

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ISSUES INDEX (FINAL)

Table 6
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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	
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
GM/GM (genetically modified) foods	1*	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	1*
Housing	49	31	18	9	8	12	6	8	6	17	18	14	16	13	6	15	29	20	48
	5%	7%	4%	8%	5%	7%	4%	5%	3%	6%	5%	4%	6%	5%	3%	6%	5%	5%	5%
Inflation/Prices	79	38	42	9	17	19	11	14	10	25	30	24	13	17	24	24	31	49	84
	8%	8%	8%	8%	11%	11%	7%	10%	5%	9%	9%	7%	5%	6%	12%	11%	6%	11%	9%
Local government/ Council tax	40	23	17	1	6	11	1	9	11	8	12	20	5	10	14	11	15	25	44
	4%	5%	4%	1%	4%	6%	1%	6%	6%	3%	4%	6%	2%	4%	7%	5%	3%	6%	5%
Low pay/Minimum wage/Fair wages	52	28	23	7	14	10	4	13	4	21	14	17	7	15	10	20	22	30	49
	5%	6%	5%	6%	9%	5%	3%	9%	2%	8%	4%	5%	3%	5%	5%	9%	4%	7%	5%
Morality/ Individual behaviour/ Lifestyle	77	31	46	3	13	19	13	14	15	16	32	30	24	30	13	10	54	23	83
	8%	7%	9%	3%	8%	11%	8%	10%	8%	6%	9%	9%	9%	11%	7%	4%	10%	5%	8%
National Health Service/Hospitals/ Healthcare	189	75	114	5	23	46	45	33	35	28	92	69	74	52	36	28	125	63	178
	20%	16%	23%	5%	15%	25%	28%	23%	18%	11%	27%	20%	29%	19%	19%	12%	24%	15%	18%
Nationalisation/ Government control of institutions	14	6	7	1	2	1	2	3	4	4	3	7	2	2	3	5	5	9	16
	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	2%
Northern Ireland	1*	1*	1*	-	-	-	-	-	1	-	-	1*	-	-	1*	1*	-	1*	2*
									1%			*			*	*		*	*
Nuclear weapons/ Nuclear war/ Disarmament	9	4	5	1	5	-	-	1	2	6	-	4	1	-	1	7	1	8	9
	1%	1%	1%	1%	3%	-	-	1%	1%	2%	-	1%	1%	-	1%	3%	*	2%	1%
Pensions/Social security/Benefits	71	34	37	4	10	10	14	13	20	14	24	33	29	13	10	19	42	28	65
	7%	7%	8%	4%	6%	5%	9%	9%	10%	5%	7%	10%	12%	5%	5%	8%	8%	7%	7%
Petrol prices/Fuel	38	24	13	3	11	9	4	8	3	14	13	11	7	11	14	6	18	20	34
	4%	5%	3%	3%	7%	5%	2%	6%	1%	5%	4%	3%	3%	4%	7%	3%	3%	5%	3%
Pollution/ Environment	58	33	24	9	13	11	7	11	7	22	18	18	27	16	2	12	43	14	52
	6%	7%	5%	8%	8%	6%	4%	8%	3%	8%	5%	5%	11%	6%	1%	5%	8%	3%	5%

Respondent type : GB Adults 18+
Fieldwork dates : 26th Feb - 4th Mar 2010
Number of sample points : 161
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q1/Q2
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	
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
Population levels/ Overpopulation	37 4%	24 5%	12 2%	3 3%	8 5%	5 3%	2 1%	9 6%	9 5%	11 4%	7 2%	18 5%	9 4%	9 3%	11 6%	8 3%	18 3%	18 4%	36 4%
Pound/Exchange rate/Value of Pound	20 2%	13 3%	7 1%	1 1%	6 4%	4 2%	2 1%	2 2%	4 2%	6 2%	7 2%	6 2%	4 2%	4 2%	6 3%	5 2%	9 2%	11 3%	19 2%
Poverty/Inequality	70 7%	33 7%	37 8%	6 6%	18 12%	12 7%	12 8%	12 8%	10 5%	24 9%	25 7%	21 6%	29 11%	17 6%	6 3%	18 8%	46 9%	24 6%	65 7%
Privatisation	6 1%	3 1%	4 1%	1 *	2 1%	- -	1 *	3 2%	1 *	2 1%	1 *	3 1%	1 1%	2 1%	2 1%	1 1%	3 1%	3 1%	6 1%
Public services in general	35 4%	17 4%	18 4%	6 5%	4 3%	7 4%	4 3%	8 6%	7 3%	10 4%	11 3%	15 4%	11 4%	13 5%	4 2%	8 3%	24 4%	12 3%	33 3%
Race relations/ Immigration/ Immigrants	310 33%	162 35%	148 30%	25 22%	40 26%	62 34%	49 31%	52 36%	83 42%	65 24%	111 32%	135 40%	70 28%	97 35%	75 39%	68 30%	167 32%	143 34%	322 33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	45 5%	31 7%	14 3%	1 1%	14 9%	12 6%	4 3%	7 5%	7 3%	15 6%	16 5%	14 4%	13 5%	9 3%	13 6%	10 4%	22 4%	22 5%	39 4%
Trade unions/ Strikes	3 *	- -	3 1%	1 1%	- -	- -	2 1%	- -	- -	1 *	2 1%	- -	2 1%	- -	- -	1 *	2 *	1 *	2 *
Transport/Public transport	24 3%	18 4%	6 1%	2 1%	2 1%	7 4%	8 5%	4 3%	1 *	4 1%	15 4%	5 1%	14 6%	7 3%	2 1%	1 1%	21 4%	3 1%	21 2%
Unemployment/ Factory closure/ Lack of industry	202 21%	111 24%	91 19%	24 21%	34 22%	35 19%	41 25%	35 25%	33 17%	58 22%	76 22%	68 20%	40 16%	53 19%	55 28%	55 24%	92 18%	110 26%	215 22%
Other	45 5%	19 4%	25 5%	7 6%	5 3%	7 4%	6 4%	5 3%	14 7%	12 4%	14 4%	19 6%	19 7%	10 4%	1 1%	14 6%	29 6%	15 4%	44 5%

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
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ISSUES INDEX (FINAL)

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Q1/Q2
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
WEIGHTED BASE	950	460	491	114	155	181	160	144	196	269	342	340	253	274	194	229	527	423	977
	100%	48%	52%	12%	16%	19%	17%	15%	21%	28%	36%	36%	27%	29%	20%	24%	55%	45%	103%
MEAN NUMBER OF MENTIONS	2.95	3.09	2.83	2.59	3.12	3.00	2.84	3.32	2.82	2.90	2.92	3.03	3.25	2.96	2.82	2.73	3.10	2.77	2.90
STANDARD ERROR	0.05	0.08	0.06	0.12	0.14	0.13	0.10	0.16	0.08	0.10	0.08	0.08	0.11	0.09	0.11	0.09	0.07	0.07	0.05
ERROR VARIANCE	*	0.01	*	0.01	0.02	0.02	0.01	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	*
Don't know	120	54	66	32	29	18	11	7	23	61	29	30	20	32	29	39	52	68	128
	13%	12%	13%	28%	19%	10%	7%	5%	12%	23%	8%	9%	8%	12%	15%	17%	10%	16%	13%

Respondent type : GB Adults 18+
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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
UNWEIGHTED BASE	977	849	57	71	331	260	347	299	129	231	102	364	291	148	168	655	977
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
AIDS	2	*	1	1	1	-	1	*	*	*	-	1	1	-	*	2	3
	*	*	2%	2%	*	-	*	*	*	*	-	*	*	-	*	*	*
Animal welfare	3	3	-	-	1	1	1	1	-	1	1	1	-	2	-	1	4
	*	*	-	-	*	*	*	*	-	*	1%	*	-	2%	-	*	*
Bird flu/Pandemic flu/Swine flu	3	3	-	-	-	-	2	1	1	1	-	1	1	-	1	2	3
	*	*	-	-	-	-	1%	*	1%	*	-	*	*	-	1%	*	*
Common market/EU/ Europe/Euro/ Constitution	38	36	-	1	14	13	14	10	3	7	3	13	19	3	2	33	38
	4%	4%	-	2%	5%	6%	4%	3%	3%	3%	3%	4%	6%	3%	2%	5%	4%
Countryside/Rural life	8	4	1	3	4	1	2	2	1	1	-	2	2	1	3	4	6
	1%	*	2%	3%	1%	*	*	1%	1%	*	-	*	1%	1%	2%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	239	221	10	8	64	56	84	92	42	65	23	72	95	29	40	167	265
	25%	27%	21%	10%	21%	25%	24%	30%	34%	28%	21%	22%	27%	24%	28%	25%	27%
Defence/Foreign affairs/ International terrorism	136	114	8	14	41	27	46	49	16	30	14	57	50	17	12	107	137
	14%	14%	16%	18%	14%	12%	13%	16%	13%	13%	13%	18%	14%	14%	9%	16%	14%
Drug abuse	80	74	1	5	27	21	19	35	23	28	6	21	28	12	20	49	84
	8%	9%	1%	7%	9%	9%	5%	12%	18%	12%	6%	6%	8%	10%	14%	7%	9%
Economy/Economic situation	523	451	26	46	153	108	186	184	71	144	72	191	198	57	71	390	530
	55%	55%	53%	58%	51%	48%	54%	60%	58%	62%	67%	59%	57%	47%	49%	58%	54%
Education/Schools	179	159	7	12	40	28	67	72	29	49	21	67	68	13	26	135	170
	19%	19%	15%	15%	13%	13%	19%	24%	23%	21%	19%	21%	19%	10%	18%	20%	17%
Foot and mouth outbreak/Farming crisis	2	2	-	-	-	-	2	-	-	-	-	-	1	-	1	1	2
	*	*	-	-	-	-	*	-	-	-	-	-	*	-	1%	*	*

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 7
Q1/Q2
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
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
GM/GM (genetically modified) foods	1*	1*	-	-	-	-	1*	-	-	-	-	-	1*	-	-	1*	1*
Housing	49	45	1	4	14	10	14	21	12	19	7	16	16	8	9	33	48
	5%	5%	1%	5%	5%	5%	4%	7%	10%	8%	6%	5%	5%	6%	6%	5%	5%
Inflation/Prices	79	69	7	3	16	12	27	36	16	35	19	24	27	15	14	51	84
	8%	8%	13%	4%	5%	6%	8%	12%	13%	15%	18%	8%	8%	12%	9%	8%	9%
Local government/ Council tax	40	32	2	6	15	9	7	18	6	18	12	16	11	5	8	27	44
	4%	4%	5%	8%	5%	4%	2%	6%	5%	8%	11%	5%	3%	4%	5%	4%	5%
Low pay/Minimum wage/Fair wages	52	47	1	4	14	11	10	27	10	21	11	18	10	10	11	28	49
	5%	6%	2%	4%	5%	5%	3%	9%	8%	9%	11%	5%	3%	8%	8%	4%	5%
Morality/ Individual behaviour/ Lifestyle	77	68	6	3	25	23	29	23	3	10	7	27	33	8	6	60	83
	8%	8%	13%	3%	8%	10%	8%	8%	3%	4%	6%	8%	9%	7%	5%	9%	8%
National Health Service/Hospitals/ Healthcare	189	155	11	23	47	24	86	56	19	40	20	63	78	21	23	140	178
	20%	19%	22%	29%	15%	11%	25%	18%	16%	17%	19%	19%	22%	17%	16%	21%	18%
Nationalisation/ Government control of institutions	14	12	2	-	7	7	5	3	1	2	1	5	5	4	-	10	16
	1%	1%	4%	-	2%	3%	1%	1%	*	1%	1%	1%	2%	3%	-	1%	2%
Northern Ireland	1*	1*	-	-	1*	1	-	-	-	-	-	1*	-	1	-	1*	2*
	*	*	-	-	*	1%	-	-	-	-	-	*	-	1%	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	9	8	1	-	3	3	3	3	-	3	3	3	4	1	2	7	9
	1%	1%	2%	-	1%	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	1%
Pensions/Social security/Benefits	71	64	1	5	23	18	29	19	3	14	10	27	21	16	2	48	65
	7%	8%	3%	6%	8%	8%	8%	6%	3%	6%	10%	8%	6%	13%	2%	7%	7%
Petrol prices/Fuel	38	35	-	3	10	7	10	18	8	12	4	10	19	3	6	29	34
	4%	4%	-	4%	3%	3%	3%	6%	6%	5%	4%	3%	5%	2%	4%	4%	3%

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

Table 7
Q1/Q2
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	
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
Pollution/ Environment	58	51	1	6	11	6	28	18	10	16	6	19	20	4	14	39	52
	6%	6%	2%	7%	4%	3%	8%	6%	8%	7%	5%	6%	6%	3%	10%	6%	5%
Population levels/ Overpopulation	37	34	1	2	18	17	12	6	2	4	2	17	13	4	2	30	36
	4%	4%	2%	2%	6%	7%	4%	2%	2%	2%	2%	5%	4%	3%	1%	4%	4%
Pound/Exchange rate/Value of Pound	20	20	-	-	5	5	2	12	3	7	5	8	7	1	3	15	19
	2%	2%	-	-	2%	2%	1%	4%	2%	3%	4%	3%	2%	1%	2%	2%	2%
Poverty/Inequality	70	70	1	-	14	14	26	30	14	24	10	21	24	8	13	45	65
	7%	8%	1%	-	5%	6%	8%	10%	11%	10%	9%	7%	7%	7%	9%	7%	7%
Privatisation	6	5	-	1	3	1	-	4	1	4	3	3	3	-	-	6	6
	1%	1%	-	2%	1%	1%	-	1%	*	2%	3%	1%	1%	-	-	1%	1%
Public services in general	35	32	1	2	10	8	17	8	-	3	3	13	19	2	2	31	33
	4%	4%	3%	2%	3%	3%	5%	3%	-	1%	2%	4%	5%	2%	1%	5%	3%
Race relations/ Immigration/ Immigrants	310	280	16	15	98	84	131	81	23	59	36	102	128	41	33	230	322
	33%	34%	32%	19%	33%	38%	38%	26%	19%	26%	34%	32%	37%	34%	23%	34%	33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	45	35	2	7	17	9	13	15	2	12	10	13	25	1	6	38	39
	5%	4%	5%	9%	5%	4%	4%	5%	2%	5%	9%	4%	7%	1%	4%	6%	4%
Trade unions/ Strikes	3	-	1	2	2	-	1	-	-	-	-	-	2	1	-	2	2
	*	-	2%	2%	1%	-	*	-	-	-	-	-	1%	1%	-	*	*
Transport/Public transport	24	24	-	-	6	6	8	10	3	6	3	9	9	1	4	18	21
	3%	3%	-	-	2%	2%	2%	3%	2%	2%	2%	3%	3%	1%	3%	3%	2%
Unemployment/ Factory closure/ Lack of industry	202	171	9	22	70	48	72	61	21	47	26	59	77	30	30	136	215
	21%	21%	18%	28%	23%	21%	21%	20%	17%	20%	24%	18%	22%	25%	21%	20%	22%

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ISSUES INDEX (FINAL)

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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	
WEIGHTED BASE	950	822	50	79	302	223	344	304	123	231	108	323	348	122	143	671	977
	100%	86%	5%	8%	32%	24%	36%	32%	13%	24%	11%	34%	37%	13%	15%	71%	103%
Other	45	41	1	3	9	6	23	13	5	8	4	18	11	7	7	30	44
	5%	5%	3%	3%	3%	3%	7%	4%	4%	4%	3%	6%	3%	6%	5%	4%	5%
MEAN NUMBER OF MENTIONS	2.95	2.99	2.56	2.78	2.77	2.76	2.96	3.13	2.95	3.08	3.24	2.95	3.04	2.87	2.81	3.00	2.90
STANDARD ERROR	0.05	0.05	0.15	0.17	0.08	0.09	0.08	0.10	0.14	0.11	0.17	0.08	0.09	0.13	0.11	0.06	0.05
ERROR VARIANCE	*	*	0.02	0.03	0.01	0.01	0.01	0.01	0.02	0.01	0.03	0.01	0.01	0.02	0.01	*	*
Don't know	120	92	7	20	53	33	41	25	15	24	10	36	30	24	29	67	128
	13%	11%	14%	26%	18%	15%	12%	8%	12%	10%	9%	11%	9%	20%	20%	10%	13%

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ISSUES INDEX (FINAL)

Table 8
Q1/Q2
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
UNWEIGHTED BASE	977	341	89	547	48	22	214	220	94	763	140	242	268	977
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
AIDS	2	-	-	2	-	-	1	-	-	2	*	1	-	3
	*	-	-	1%	-	-	*	-	-	*	*	*	-	*
Animal welfare	3	-	-	3	-	-	1	2	-	2	1	1	-	4
	*	-	-	1%	-	-	*	1%	-	*	1%	*	-	*
Bird flu/Pandemic flu/Swine flu	3	1	1	1	-	-	-	1	-	3	-	-	1	3
	*	*	1%	*	-	-	-	1%	-	*	-	-	*	*
Common market/EU/ Europe/Euro/ Constitution	38	21	4	13	-	-	14	2	4	24	3	15	11	38
	4%	5%	4%	3%	-	-	6%	1%	4%	3%	2%	5%	4%	4%
Countryside/Rural life	8	4	-	4	1	-	-	1	1	8	2	3	3	6
	1%	1%	-	1%	2%	-	-	*	1%	1%	1%	1%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	239	103	24	113	6	7	53	54	17	187	29	86	86	265
	25%	24%	26%	26%	16%	27%	24%	27%	17%	25%	26%	29%	29%	27%
Defence/Foreign affairs/ International terrorism	136	61	12	64	2	4	27	30	30	109	14	52	40	137
	14%	14%	12%	15%	6%	17%	13%	15%	30%	15%	12%	18%	13%	14%
Drug abuse	80	45	4	31	1	2	13	23	4	67	12	24	31	84
	8%	11%	4%	7%	3%	7%	6%	12%	4%	9%	10%	8%	10%	9%
Economy/Economic situation	523	255	49	218	17	15	132	114	63	391	48	174	164	530
	55%	59%	53%	51%	45%	63%	61%	58%	63%	53%	43%	59%	55%	54%
Education/Schools	179	85	18	76	6	5	41	30	36	137	11	84	58	170
	19%	20%	19%	18%	17%	19%	19%	15%	36%	19%	10%	29%	19%	17%
Foot and mouth outbreak/Farming crisis	2	1	-	1	-	-	-	-	1	2	-	-	1	2
	*	*	-	*	-	-	-	-	1%	*	-	-	*	*

Respondent type : GB Adults 18+
Fieldwork dates : 26th Feb - 4th Mar 2010
Number of sample points : 161
Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 8
Q1/Q2
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
GM/GM (genetically modified) foods	1*	1*	-	-	-	-	-	-	-	1*	-	1	1	1*
Housing	49	29	5	15	3	1	7	13	4	42	7	18	16	48
	5%	7%	5%	4%	8%	3%	3%	7%	4%	6%	7%	6%	5%	5%
Inflation/Prices	79	37	7	35	6	1	15	22	4	65	11	14	28	84
	8%	9%	8%	8%	15%	6%	7%	11%	4%	9%	10%	5%	9%	9%
Local government/ Council tax	40	16	8	17	*	1	10	14	3	31	7	9	11	44
	4%	4%	8%	4%	1%	6%	4%	7%	3%	4%	6%	3%	4%	5%
Low pay/Minimum wage/Fair wages	52	27	6	19	1	-	6	13	3	46	10	9	19	49
	5%	6%	6%	4%	2%	-	3%	7%	3%	6%	9%	3%	6%	5%
Morality/ Individual behaviour/ Lifestyle	77	31	7	40	2	3	25	12	9	53	9	27	28	83
	8%	7%	7%	9%	6%	14%	11%	6%	9%	7%	8%	9%	10%	8%
National Health Service/Hospitals/ Healthcare	189	89	28	72	4	8	48	30	28	141	17	82	69	178
	20%	21%	29%	17%	10%	35%	22%	15%	29%	19%	15%	28%	23%	18%
Nationalisation/ Government control of institutions	14	4	1	9	1	1	2	2	2	11	4	1	3	16
	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	3%	*	1%	2%
Northern Ireland	1*	-	-	1*	-	-	1*	1*	-	1*	1	1	-	2*
		-	-	*	-	-	*	*	-	*	1%	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	9	3	-	7	4	-	2	2	1	8	1	2	1	9
	1%	1%	-	2%	9%	-	1%	1%	1%	1%	1%	1%	*	1%
Pensions/Social security/Benefits	71	35	5	31	1	1	27	12	9	44	6	27	20	65
	7%	8%	5%	7%	3%	3%	12%	6%	9%	6%	6%	9%	7%	7%
Petrol prices/Fuel	38	24	2	12	-	1	11	4	2	26	5	14	18	34
	4%	6%	2%	3%	-	6%	5%	2%	2%	4%	4%	5%	6%	3%

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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+ (VERSION 2)

	TOTAL	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499	25000 PLUS		
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
Pollution/ Environment	58	29	8	21	3	-	7	7	17	51	3	36	17	52
	6%	7%	8%	5%	8%	-	3%	4%	17%	7%	3%	12%	6%	5%
Population levels/ Overpopulation	37	21	1	14	-	1	8	6	4	28	6	13	9	36
	4%	5%	2%	3%	-	6%	4%	3%	4%	4%	5%	5%	3%	4%
Pound/Exchange rate/Value of Pound	20	12	1	7	-	-	7	3	2	13	-	4	6	19
	2%	3%	1%	2%	-	-	3%	2%	2%	2%	-	2%	2%	2%
Poverty/Inequality	70	42	5	23	2	3	15	17	7	56	10	26	30	65
	7%	10%	6%	5%	7%	14%	7%	8%	7%	8%	9%	9%	10%	7%
Privatisation	6	4	1	2	-	1	3	2	-	4	-	1	1	6
	1%	1%	1%	*	-	3%	1%	1%	-	*	-	*	*	1%
Public services in general	35	18	6	11	1	-	12	7	5	23	2	20	11	33
	4%	4%	7%	3%	2%	-	5%	4%	5%	3%	2%	7%	4%	3%
Race relations/ Immigration/ Immigrants	310	142	32	136	15	5	107	54	19	204	37	96	91	322
	33%	33%	34%	32%	40%	23%	49%	27%	19%	28%	33%	33%	31%	33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	45	26	4	15	2	3	18	4	1	27	3	18	14	39
	5%	6%	4%	4%	5%	12%	8%	2%	1%	4%	2%	6%	5%	4%
Trade unions/ Strikes	3	2	-	1	-	-	-	-	-	3	-	2	2	2
	*	*	-	*	-	-	-	-	-	*	-	1%	1%	*
Transport/Public transport	24	18	1	5	-	-	7	6	3	17	1	13	6	21
	3%	4%	1%	1%	-	-	3%	3%	3%	2%	1%	5%	2%	2%
Unemployment/ Factory closure/ Lack of industry	202	98	14	90	14	2	42	52	15	160	24	54	58	215
	21%	23%	15%	21%	36%	10%	19%	26%	15%	22%	21%	18%	19%	22%

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

	WORKING STATUS					VOTING				INCOME		CHILD IN HH	UNWTD TOTAL	
	TOTAL	FULL TIME	PART TIME	NOT WORKING	UNEMPLOYED	SELF EMPLOYED	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	NOT CONSERVATIVE	UP TO 9499			25000 PLUS
WEIGHTED BASE	950	430	94	426	38	24	217	199	100	734	113	293	298	977
	100%	45%	10%	45%	4%	3%	23%	21%	10%	77%	12%	31%	31%	103%
Other	45	14	4	27	3	3	11	6	6	34	7	12	15	44
	5%	3%	5%	6%	8%	14%	5%	3%	6%	5%	6%	4%	5%	5%
MEAN NUMBER OF MENTIONS	2.95	3.12	2.87	2.80	2.80	2.99	3.15	2.88	3.06	2.90	2.71	3.26	3.02	2.90
STANDARD ERROR	0.05	0.09	0.20	0.06	0.19	0.21	0.11	0.09	0.13	0.05	0.11	0.10	0.10	0.05
ERROR VARIANCE	*	0.01	0.04	*	0.04	0.04	0.01	0.01	0.02	*	0.01	0.01	0.01	*
Don't know	120	47	13	59	11	2	14	24	4	106	16	18	33	128
	13%	11%	14%	14%	28%	8%	6%	12%	4%	14%	14%	6%	11%	13%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 9
Q1/Q2
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		
UNWEIGHTED BASE	977	530	16	265	322	137	170	247	566	164	855	121	149	828	977
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
AIDS	2	1	-	1	-	-	1	2	1	-	2	*	-	2	3
	*	*	-	*	-	-	1%	1%	*	-	*	*	-	*	*
Animal welfare	3	1	-	2	3	-	-	1	2	-	3	-	-	3	4
	*	*	-	1%	1%	-	-	*	*	-	*	-	-	*	*
Bird flu/Pandemic flu/Swine flu	3	-	1	-	-	-	1	3	-	-	-	3	-	3	3
	*	-	5%	-	-	-	*	1%	-	-	-	3%	-	*	*
Common market/EU/ Europe/Euro/ Constitution	38	10	4	11	21	9	7	8	27	3	34	4	7	31	38
	4%	2%	26%	5%	7%	7%	4%	4%	5%	2%	4%	5%	4%	4%	4%
Countryside/Rural life	8	4	1	-	-	-	-	4	2	2	8	-	-	8	6
	1%	1%	6%	-	-	-	-	2%	*	1%	1%	-	-	1%	1%
Crime/Law & order/ Violence/ Anti-social (yob) behaviour	239	125	3	239	76	26	38	52	148	39	213	26	46	193	265
	25%	24%	22%	100%	25%	19%	21%	24%	27%	22%	25%	31%	25%	25%	27%
Defence/Foreign affairs/ International terrorism	136	86	2	26	31	136	32	32	83	21	129	7	28	109	137
	14%	16%	14%	11%	10%	100%	18%	15%	15%	12%	15%	9%	15%	14%	14%
Drug abuse	80	32	1	34	23	5	6	22	50	8	60	21	16	64	84
	8%	6%	6%	14%	7%	3%	3%	10%	9%	5%	7%	25%	9%	8%	9%
Economy/Economic situation	523	523	4	125	149	86	104	109	310	104	482	40	116	407	530
	55%	100%	28%	52%	48%	63%	58%	50%	56%	60%	56%	49%	63%	53%	54%
Education/Schools	179	104	4	38	49	32	179	56	82	40	160	19	57	122	170
	19%	20%	27%	16%	16%	23%	100%	26%	15%	23%	18%	23%	31%	16%	17%

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	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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Foot and mouth outbreak/Farming crisis	2*	-	1	-	-	-	2	2	-	-	1	1	1	1	2
		-	5%	-	-	-	1%	1%	-	-	*	1%	1%	*	*
GM/GM (genetically modified) foods	1*	-	-	-	-	1	-	-	1	-	-	1	-	1	1
		-	-	-	-	1%	-	-	*	-	-	2%	-	*	*
Housing	49	25	2	14	16	4	11	13	30	7	41	8	11	38	48
	5%	5%	12%	6%	5%	3%	6%	6%	5%	4%	5%	10%	6%	5%	5%
Inflation/Prices	79	41	3	26	25	11	11	16	48	16	68	11	15	65	84
	8%	8%	20%	11%	8%	8%	6%	7%	9%	9%	8%	14%	8%	8%	9%
Local government/ Council tax	40	24	3	11	16	6	8	8	22	11	37	4	4	36	44
	4%	5%	20%	5%	5%	5%	4%	4%	4%	6%	4%	5%	2%	5%	5%
Low pay/Minimum wage/Fair wages	52	36	-	15	19	5	7	13	21	17	46	5	7	45	49
	5%	7%	-	6%	6%	4%	4%	6%	4%	10%	5%	6%	4%	6%	5%
Morality/ Individual behaviour/ Lifestyle	77	40	4	26	18	8	19	20	44	13	73	5	14	63	83
	8%	8%	26%	11%	6%	6%	11%	9%	8%	7%	8%	6%	8%	8%	8%
National Health Service/Hospitals/ Healthcare	189	97	2	45	72	28	82	46	96	47	180	9	42	147	178
	20%	18%	12%	19%	23%	20%	46%	21%	17%	27%	21%	11%	23%	19%	18%
Nationalisation/ Government control of institutions	14	4	14	3	5	2	4	7	7	-	12	1	2	11	16
	1%	1%	100%	1%	2%	1%	2%	3%	1%	-	1%	2%	1%	1%	2%
Northern Ireland	1	1	-	1	1	-	-	-	1	-	1	-	-	1	2
	*	*	-	*	*	-	-	-	*	-	*	-	-	*	*
Nuclear weapons/ Nuclear war/ Disarmament	9	6	-	1	2	1	1	1	7	2	9	-	1	8	9
	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%

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	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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Pensions/Social security/Benefits	71	34	-	11	33	8	23	18	43	9	69	1	17	53	65
	7%	7%	-	5%	11%	6%	13%	8%	8%	5%	8%	2%	9%	7%	7%
Petrol prices/Fuel	38	20	1	9	11	9	9	11	21	5	32	6	5	33	34
	4%	4%	6%	4%	3%	7%	5%	5%	4%	3%	4%	8%	3%	4%	3%
Pollution/ Environment	58	35	1	13	11	13	18	14	33	10	52	5	16	42	52
	6%	7%	10%	5%	3%	10%	10%	6%	6%	6%	6%	6%	9%	5%	5%
Population levels/ Overpopulation	37	17	1	6	16	11	8	6	28	2	35	1	5	32	36
	4%	3%	6%	3%	5%	8%	5%	3%	5%	1%	4%	2%	3%	4%	4%
Pound/Exchange rate/Value of Pound	20	12	1	6	6	5	4	2	13	4	16	3	2	17	19
	2%	2%	6%	3%	2%	4%	3%	1%	2%	2%	2%	4%	1%	2%	2%
Poverty/Inequality	70	33	3	20	20	6	19	24	35	11	64	7	15	56	65
	7%	6%	19%	8%	7%	5%	11%	11%	6%	6%	7%	8%	8%	7%	7%
Privatisation	6	6	-	-	-	-	-	-	2	4	6	1	3	3	6
	1%	1%	-	-	-	-	-	-	*	3%	1%	1%	2%	*	1%
Public services in general	35	20	-	12	13	7	13	8	16	11	34	1	8	27	33
	4%	4%	-	5%	4%	5%	7%	4%	3%	6%	4%	1%	4%	4%	3%
Race relations/ Immigration/ Immigrants	310	149	5	76	310	31	49	57	188	65	301	9	56	254	322
	33%	29%	37%	32%	100%	23%	27%	26%	34%	37%	35%	11%	30%	33%	33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	45	28	1	13	20	4	14	3	26	15	40	5	6	39	39
	5%	5%	4%	6%	7%	3%	8%	1%	5%	9%	5%	6%	3%	5%	4%

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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		
WEIGHTED BASE	950	523	14	239	310	136	179	219	558	173	868	82	185	765	977
	100%	55%	1%	25%	33%	14%	19%	23%	59%	18%	91%	9%	19%	81%	103%
Trade unions/ Strikes	3	3	-	-	-	-	2	2	1	-	3	-	2	1	2
	*	1%	-	-	-	-	1%	1%	*	-	*	-	1%	*	*
Transport/Public transport	24	14	-	2	5	7	11	8	14	2	20	4	7	17	21
	3%	3%	-	1%	2%	5%	6%	4%	3%	1%	2%	5%	4%	2%	2%
Unemployment/ Factory closure/ Lack of industry	202	100	3	51	64	19	32	53	97	53	175	27	35	167	215
	21%	19%	22%	21%	20%	14%	18%	24%	17%	30%	20%	33%	19%	22%	22%
Other	45	18	-	13	13	2	14	13	22	9	43	1	9	36	44
	5%	4%	-	5%	4%	2%	8%	6%	4%	5%	5%	2%	5%	5%	5%
MEAN NUMBER OF MENTIONS	2.95	3.20	4.39	3.59	3.41	3.59	4.10	3.06	2.85	3.14	2.95	3.05	3.08	2.92	2.90
STANDARD ERROR	0.05	0.06	0.71	0.12	0.10	0.19	0.14	0.10	0.06	0.13	0.05	0.16	0.13	0.05	0.05
ERROR VARIANCE	*	*	0.51	0.01	0.01	0.04	0.02	0.01	*	0.02	*	0.03	0.02	*	*
Don't know	120	24	-	7	11	4	3	37	68	14	107	13	17	103	128
	13%	5%	-	3%	3%	3%	1%	17%	12%	8%	12%	16%	9%	13%	13%

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
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ISSUES INDEX (FINAL)

Table 10
Q1/Q2
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	
UNWEIGHTED BASE	977	11	36	32	12	34	35	95	12	128	45	22	32	20	7	533	124	329	124	187	977
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
AIDS	2	-	-	-	-	-	-	-	-	*	-	-	*	-	-	1	-	1	-	*	3
	*	-	-	-	-	-	-	-	-	*	-	-	1%	-	-	*	-	*	-	*	*
Animal welfare	3	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-	2	1	2	4
	*	-	-	-	-	-	-	2%	-	1%	2%	-	-	-	-	*	-	1%	1%	1%	*
Bird flu/Pandemic flu/Swine flu	3	-	-	-	-	-	-	-	-	-	-	-	1	1	-	2	-	1	-	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	*	-	*	-	-	*
Common market/EU/ Europe/Euro/ Constitution	38	-	4	-	1	2	5	5	-	4	-	-	*	*	1	18	8	12	9	4	38
	4%	-	13%	-	7%	5%	18%	6%	-	3%	-	-	1%	1%	12%	3%	6%	4%	8%	2%	4%
Countryside/Rural life	8	-	-	-	-	-	-	-	-	1	-	-	-	1	-	6	-	2	-	1	6
	1%	-	-	-	-	-	-	-	-	1%	-	-	-	4%	-	1%	-	1%	-	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	239	2	6	6	5	7	7	30	3	32	10	2	8	3	1	131	25	86	36	45	265
	25%	19%	18%	17%	44%	16%	24%	35%	22%	27%	26%	8%	35%	16%	13%	25%	19%	29%	33%	26%	27%
Defence/Foreign affairs/ International terrorism	136	3	7	7	3	14	5	7	4	12	4	4	3	1	-	77	29	31	12	20	137
	14%	28%	21%	21%	30%	31%	16%	9%	32%	10%	9%	17%	12%	3%	-	15%	23%	10%	11%	11%	14%
Drug abuse	80	-	3	4	1	2	3	6	2	14	3	2	3	2	-	41	9	32	9	20	84
	8%	-	8%	11%	7%	4%	9%	7%	19%	12%	9%	8%	11%	10%	-	8%	7%	11%	8%	11%	9%
Economy/Economic situation	523	9	18	23	9	33	20	48	7	57	18	12	12	18	5	282	88	164	63	84	530
	55%	80%	57%	64%	79%	76%	65%	56%	55%	48%	46%	48%	51%	81%	76%	53%	68%	55%	57%	49%	54%
Education/Schools	179	2	6	19	2	20	8	17	-	16	6	3	6	8	1	88	46	50	24	20	170
	19%	14%	18%	53%	17%	46%	28%	20%	-	14%	14%	11%	26%	37%	17%	36%	17%	22%	11%	17%	

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
 Number of sample points : 161
 Source : Ipsos MORI (JN Q218)

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q1/Q2
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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Foot and mouth outbreak/Farming crisis	2*	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-	1	1	1	2
	*	-	-	-	-	-	-	1%	-	1%	3%	-	-	-	-	*	-	*	1%	1%	*
GM/GM (genetically modified) foods	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*
Housing	49	1	-	1	*	2	3	1	-	7	3	-	4	1	1	30	6	14	4	10	48
	5%	7%	-	3%	4%	6%	9%	2%	-	6%	7%	-	15%	6%	17%	6%	4%	5%	4%	6%	5%
Inflation/Prices	79	1	1	2	*	2	1	9	1	12	1	2	3	1	-	49	6	28	9	16	84
	8%	7%	4%	5%	3%	4%	5%	11%	6%	10%	4%	10%	14%	5%	-	9%	4%	9%	9%	9%	9%
Local government/Council tax	40	1	2	-	*	2	4	4	1	6	1	1	3	3	-	19	3	19	8	8	44
	4%	7%	6%	-	3%	4%	13%	5%	7%	5%	3%	3%	12%	13%	-	4%	3%	6%	7%	5%	5%
Low pay/Minimum wage/Fair wages	52	1	-	-	-	1	1	4	1	7	1	2	2	3	-	31	2	19	4	11	49
	5%	7%	-	-	-	3%	4%	5%	10%	6%	2%	9%	10%	13%	-	6%	2%	6%	3%	6%	5%
Morality/Individual behaviour/Lifestyle	77	2	4	4	-	7	3	8	1	5	2	-	1	-	-	45	14	19	11	8	83
	8%	14%	13%	12%	-	16%	9%	10%	9%	4%	6%	-	3%	-	-	9%	11%	6%	10%	4%	8%
National Health Service/Hospitals/Healthcare	189	4	9	11	3	15	9	19	-	20	7	5	2	3	4	99	42	52	27	27	178
	20%	33%	27%	31%	30%	33%	31%	22%	-	17%	17%	19%	8%	15%	56%	19%	32%	17%	24%	16%	18%
Nationalisation/Government control of institutions	14	-	-	-	-	-	1	1	-	4	-	-	-	1	-	7	-	7	1	4	16
	1%	-	-	-	-	-	2%	1%	-	4%	-	-	-	4%	-	1%	-	2%	1%	3%	2%
Northern Ireland	1*	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	2
	*	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	*	-	1%	*
Nuclear weapons/Nuclear war/Disarmament	9	-	-	-	-	1	-	-	-	1	1	-	-	-	-	6	1	2	-	2	9
	1%	-	-	-	-	3%	-	-	-	1%	3%	-	-	-	-	1%	1%	1%	-	1%	1%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 10
Q1/Q2
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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Pensions/Social security/Benefits	71	2	2	6	*	7	1	8	-	9	4	2	1	5	-	36	15	23	9	12	65
	7%	20%	7%	18%	4%	16%	5%	9%	-	7%	10%	9%	6%	22%	-	7%	12%	8%	9%	7%	7%
Petrol prices/Fuel	38	-	1	2	-	3	2	3	-	5	-	2	2	-	-	22	5	12	5	6	34
	4%	-	3%	5%	-	6%	6%	4%	-	4%	-	7%	7%	-	-	4%	4%	4%	4%	4%	3%
Pollution/Environment	58	1	3	6	1	8	3	2	-	4	3	1	2	1	-	30	17	11	4	8	52
	6%	8%	9%	16%	13%	19%	9%	3%	-	3%	9%	2%	10%	6%	-	6%	13%	4%	4%	4%	5%
Population levels/Overpopulation	37	-	4	-	-	4	2	1	-	4	1	-	-	-	-	21	7	9	3	6	36
	4%	-	11%	-	-	8%	6%	2%	-	4%	3%	-	-	-	-	4%	5%	3%	3%	3%	4%
Pound/Exchange rate/Value of Pound	20	-	2	-	1	1	1	1	-	2	-	-	-	-	-	13	4	4	2	2	19
	2%	-	6%	-	7%	3%	3%	2%	-	2%	-	-	-	-	-	2%	3%	1%	2%	1%	2%
Poverty/Inequality	70	-	5	11	-	4	5	3	-	6	4	1	4	2	-	33	19	20	8	11	65
	7%	-	17%	30%	-	9%	17%	4%	-	5%	11%	5%	18%	9%	-	6%	15%	7%	7%	6%	7%
Privatisation	6	1	1	-	1	-	-	-	-	-	-	-	-	-	1	5	1	-	-	-	6
	1%	7%	2%	-	7%	-	-	-	-	-	-	-	-	-	11%	1%	1%	-	-	-	1%
Public services in general	35	-	3	-	-	4	2	1	1	1	3	1	-	-	-	19	7	10	4	6	33
	4%	-	8%	-	-	9%	8%	2%	7%	1%	7%	6%	-	-	-	4%	5%	3%	3%	3%	3%
Race relations/Immigration/Immigrants	310	3	11	5	1	14	17	32	3	48	20	10	6	7	3	157	37	124	44	76	322
	33%	28%	34%	14%	7%	33%	56%	38%	28%	40%	52%	40%	26%	33%	48%	30%	29%	41%	40%	44%	33%
Scottish/Welsh assembly/Devolution/Constitutional reform	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taxation	45	-	1	1	-	4	2	3	1	6	-	3	1	4	1	26	7	16	5	7	39
	5%	-	2%	2%	-	9%	7%	3%	7%	5%	-	12%	3%	19%	17%	5%	5%	4%	4%	4%	4%
Trade unions/Strikes	3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	1	2	-	-	-	2
	*	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	*	1%	-	-	-	*

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ISSUES INDEX (FINAL)

Table 10
Q1/Q2
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		
WEIGHTED BASE	950	11	32	35	11	44	30	85	12	119	39	25	23	22	7	530	130	300	110	174	977
	100%	1%	3%	4%	1%	5%	3%	9%	1%	12%	4%	3%	2%	2%	1%	56%	14%	32%	12%	18%	103%
Transport/Public transport	24	2	-	2	-	3	-	2	-	-	-	-	1	-	-	17	3	3	2	-	21
	3%	14%	-	4%	-	6%	-	2%	-	-	-	-	4%	-	-	3%	2%	1%	2%	-	2%
Unemployment/Factory closure/Lack of industry	202	1	4	5	6	9	5	17	3	33	11	10	4	3	2	107	25	73	22	45	215
	21%	10%	11%	13%	56%	20%	18%	20%	23%	27%	28%	39%	19%	16%	28%	20%	19%	24%	20%	26%	22%
Other	45	1	3	1	-	4	-	3	-	7	2	1	1	-	-	25	8	11	3	9	44
	5%	9%	9%	3%	-	8%	-	4%	-	6%	4%	3%	6%	-	-	5%	7%	4%	3%	5%	5%
MEAN NUMBER OF MENTIONS	2.95	3.10	3.12	3.30	3.16	3.97	3.73	2.91	2.53	2.86	2.87	2.63	3.14	3.19	3.07	2.87	3.41	2.97	3.10	2.85	2.90
STANDARD ERROR	0.05	0.60	0.23	0.24	0.51	0.30	0.29	0.14	0.34	0.14	0.22	0.22	0.33	0.25	0.76	0.07	0.15	0.08	0.14	0.11	0.05
ERROR VARIANCE	*	0.37	0.05	0.06	0.26	0.09	0.09	0.02	0.11	0.02	0.05	0.05	0.11	0.06	0.58	*	0.02	0.01	0.02	0.01	*
Don't know	120	-	3	3	-	-	2	7	3	17	3	2	3	-	1	76	6	33	9	23	128
	13%	-	9%	7%	-	-	7%	9%	29%	15%	9%	8%	12%	-	13%	14%	5%	11%	9%	13%	13%

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 11
Q1/Q2
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	
UNWEIGHTED BASE	977	152	104	167	143	213	198	977
WEIGHTED BASE	950	151	118	198	144	178	161	977
	100%	16%	12%	21%	15%	19%	17%	103%
AIDS	2	*	-	-	-	2	-	3
	*	*	-	-	-	1%	-	*
Animal welfare	3	-	-	-	-	1	2	4
	*	-	-	-	-	1%	1%	*
Bird flu/Pandemic flu/Swine flu	3	-	3	-	-	-	-	3
	*	-	2%	-	-	-	-	*
Common market/EU/ Europe/Euro/ Constitution	38	7	3	11	1	11	5	38
	4%	5%	3%	5%	1%	6%	3%	4%
Countryside/Rural life	8	3	2	1	-	-	2	6
	1%	2%	2%	*	-	-	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	239	43	27	52	33	43	41	265
	25%	28%	23%	26%	23%	24%	26%	27%
Defence/Foreign affairs/ International terrorism	136	22	7	29	19	36	24	137
	14%	14%	6%	15%	13%	20%	15%	14%
Drug abuse	80	20	17	12	12	6	14	84
	8%	13%	14%	6%	8%	3%	9%	9%
Economy/Economic situation	523	83	49	130	70	117	74	530
	55%	55%	42%	66%	49%	65%	46%	54%
Education/Schools	179	37	13	46	14	52	17	170
	19%	24%	11%	23%	10%	29%	11%	17%
Foot and mouth outbreak/Farming crisis	2	-	1	-	-	-	1	2
	*	-	1%	-	-	-	1%	*

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Q1/Q2
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	
WEIGHTED BASE	950	151	118	198	144	178	161	977
	100%	16%	12%	21%	15%	19%	17%	103%
GM/GM (genetically modified) foods	1	-	-	1	-	-	-	1
	*	-	-	1%	-	-	-	*
Housing	49	8	10	13	5	8	6	48
	5%	5%	8%	7%	4%	5%	4%	5%
Inflation/Prices	79	11	15	10	20	10	13	84
	8%	7%	13%	5%	14%	6%	8%	9%
Local government/ Council tax	40	5	3	2	10	8	12	44
	4%	3%	3%	1%	7%	5%	7%	5%
Low pay/Minimum wage/Fair wages	52	10	10	7	7	4	12	49
	5%	7%	9%	4%	5%	3%	8%	5%
Morality/ Individual behaviour/ Lifestyle	77	14	2	19	13	22	8	83
	8%	9%	2%	9%	9%	12%	5%	8%
National Health Service/Hospitals/ Healthcare	189	19	9	62	30	45	24	178
	20%	13%	8%	31%	21%	25%	15%	18%
Nationalisation/ Government control of institutions	14	1	2	-	3	3	3	16
	1%	1%	2%	-	2%	2%	2%	2%
Northern Ireland	1	-	-	-	-	-	1	2
	*	-	-	-	-	-	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	9	-	6	-	-	1	2	9
	1%	-	5%	-	-	1%	1%	1%
Pensions/Social security/Benefits	71	10	3	19	4	12	21	65
	7%	7%	3%	10%	3%	7%	13%	7%
Petrol prices/Fuel	38	8	5	5	8	4	7	34
	4%	6%	5%	3%	5%	2%	4%	3%
Pollution/ Environment	58	17	5	12	5	14	4	52
	6%	11%	4%	6%	4%	8%	3%	5%

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Table 11
Q1/Q2
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	
WEIGHTED BASE	950	151	118	198	144	178	161	977
	100%	16%	12%	21%	15%	19%	17%	103%
Population levels/ Overpopulation	37 4%	6 4%	5 4%	5 3%	2 1%	7 4%	11 7%	36 4%
Pound/Exchange rate/Value of Pound	20 2%	1 1%	5 4%	3 2%	3 2%	4 2%	2 1%	19 2%
Poverty/Inequality	70 7%	16 11%	9 7%	17 8%	8 6%	13 8%	8 5%	65 7%
Privatisation	6 1%	1 *	2 1%	1 *	- -	2 1%	1 1%	6 1%
Public services in general	35 4%	5 4%	4 4%	11 6%	- -	7 4%	7 5%	33 3%
Race relations/ Immigration/ Immigrants	310 33%	34 22%	31 26%	67 34%	44 31%	66 37%	68 42%	322 33%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	- -	- -	- -	- -	- -	- -	- -	- -
Taxation	45 5%	9 6%	6 5%	9 5%	7 5%	4 2%	9 6%	39 4%
Trade unions/ Strikes	3 *	- -	1 1%	2 1%	- -	- -	- -	2 *
Transport/Public transport	24 3%	4 2%	- -	14 7%	2 1%	3 2%	2 1%	21 2%
Unemployment/ Factory closure/ Lack of industry	202 21%	28 19%	30 25%	34 17%	42 29%	30 17%	38 24%	215 22%
Other	45 5%	8 5%	4 3%	7 3%	7 5%	15 8%	4 3%	44 5%

Respondent type : GB Adults 18+
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Number of sample points : 161
Source : Ipsos MORI (JN Q218)

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



Ipsos MORI

ISSUES INDEX (FINAL)

Table 11
Q1/Q2
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		
WEIGHTED BASE	950	151	118	198	144	178	161	977
	100%	16%	12%	21%	15%	19%	17%	103%
MEAN NUMBER OF MENTIONS	2.95	3.03	2.72	3.09	2.69	3.17	2.88	2.90
STANDARD ERROR	0.05	0.13	0.14	0.11	0.12	0.12	0.11	0.05
ERROR VARIANCE	*	0.02	0.02	0.01	0.01	0.01	0.01	*
Don't know	120	28	33	13	16	11	19	128
	13%	19%	28%	6%	11%	6%	12%	13%

Respondent type : GB Adults 18+
 Fieldwork dates : 26th Feb - 4th Mar 2010
 Number of sample points : 161
 Source : Ipsos MORI (JN Q218)

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	Page	Table	Title	Base	Base
	1	1	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	2	1	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	3	1	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	4	1	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	5	2	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977

	Page	Table	Title	Base	Base
	6	2	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	7	2	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	8	2	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	9	3	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	10	3	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	11	3	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	12	3	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	13	4	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	14	4	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	15	4	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	16	4	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	17	5	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	18	5	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	19	5	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	20	5	Q1 / What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	21	6	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	22	6	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	23	6	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	24	6	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	25	7	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977

	Page	Table	Title	Base	Base
	26	7	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	27	7	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	28	7	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	29	8	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	30	8	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	31	8	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	32	8	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	33	9	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	34	9	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	35	9	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	36	9	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	37	10	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	38	10	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	39	10	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	40	10	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950

	Page	Table	Title	Base	Base
	41	11	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	977
	42	11	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	43	11	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950
	44	11	Q1/Q2 / What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+ (VERSION 2)	950