

## 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  | <b>978</b>               | 483        | 495        | 109       | 145       | 184       | 163       | 154       | 123       | 100       | 254       | 347        | 377        | 223          | 207        | 323        | 185       | 263       | 530        | 448         | 978        |   |
| Weighted total  | <b>978</b>               | 474        | 504        | 120       | 160       | 189       | 162       | 148       | 102       | 97        | 280       | 351        | 347        | 199          | 264        | 280        | 204       | 231       | 544        | 434         | 978        |   |
| AIDS  | <b>1</b><br>*            | -          | 1          | -         | -         | 1         | -         | -         | -         | -         | -         | 1          | -          | -            | -          | 1          | -         | -         | 1          | -           | 1          | * |
| Animal welfare  | <b>1</b><br>*            | -          | 1          | -         | -         | -         | 1         | -         | -         | -         | -         | 1          | -          | -            | -          | 1          | -         | -         | 1          | -           | 1          | * |
| Bird flu/pandemic flu/<br>swine flu   | <b>11</b><br><b>1%</b>   | 6<br>1%    | 6<br>1%    | 5<br>4%   | 4<br>2%   | -         | -         | 3<br>2%   | -         | -         | 9<br>3%   | -          | 3<br>1%    | -            | -          | 5<br>2%    | 3<br>1%   | 3<br>1%   | 5<br>1%    | 6<br>1%     | 10<br>1%   |   |
| Common Market/EU/Europe/<br>EURO/Constitution                               | <b>3</b><br>*            | 1          | 2          | -         | -         | -         | -         | 2         | 1         | -         | -         | -          | 3          | 1            | 1          | 2          | -         | -         | 3          | -           | 3          | * |
| Countryside/rural life  | -                        | -          | -          | -         | -         | -         | -         | -         | -         | -         | -         | -          | -          | -            | -          | -          | -         | -         | -          | -           | -          | - |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | <b>108</b><br><b>11%</b> | 46<br>10%  | 62<br>12%  | 11<br>9%  | 32<br>20% | 10<br>5%  | 20<br>13% | 15<br>10% | 11<br>11% | 8<br>8%   | 43<br>15% | 30<br>9%   | 34<br>10%  | 19<br>10%    | 20<br>8%   | 32<br>11%  | 24<br>12% | 32<br>14% | 52<br>10%  | 56<br>13%   | 108<br>11% |   |
| Defence/foreign affairs/<br>international terrorism                         | <b>48</b><br><b>5%</b>   | 19<br>4%   | 29<br>6%   | 1<br>1%   | 2<br>2%   | 13<br>7%  | 6<br>4%   | 6<br>4%   | 11<br>11% | 9<br>9%   | 3<br>1%   | 18<br>5%   | 26<br>8%   | 20<br>10%    | 16<br>6%   | 13<br>5%   | 7<br>3%   | 12<br>5%  | 29<br>5%   | 19<br>4%    | 46<br>5%   |   |
| Drug abuse  | <b>9</b><br><b>1%</b>    | 5<br>1%    | 4<br>1%    | 1<br>1%   | 1<br>1%   | 2<br>1%   | 2<br>1%   | 2<br>1%   | -         | -         | 2<br>1%   | 5<br>1%    | 2<br>1%    | -            | 1<br>*     | 6<br>2%    | 1<br>1%   | 1<br>*    | 7<br>1%    | 2<br>1%     | 9<br>1%    |   |
| Economy/economic<br>situation   | <b>330</b><br><b>34%</b> | 192<br>40% | 138<br>27% | 37<br>31% | 61<br>38% | 67<br>36% | 53<br>33% | 59<br>40% | 31<br>30% | 21<br>22% | 98<br>35% | 120<br>34% | 111<br>32% | 52<br>26%    | 124<br>47% | 101<br>36% | 56<br>28% | 49<br>21% | 225<br>41% | 105<br>24%  | 318<br>33% |   |
| Education/schools   | <b>13</b><br><b>1%</b>   | 4<br>1%    | 8<br>2%    | 2<br>1%   | 1<br>1%   | 8<br>4%   | 1<br>*    | 1<br>1%   | -         | -         | 3<br>1%   | 9<br>3%    | 1<br>*     | -            | 9<br>3%    | 1<br>1%    | 2<br>1%   | 1<br>*    | 10<br>2%   | 2<br>1%     | 11<br>1%   |   |
| Foot and mouth outbreak/<br>farming crisis                                  | *                        | -          | *          | -         | -         | *         | -         | -         | -         | -         | -         | *          | -          | -            | -          | *          | -         | -         | *          | -           | 1          | * |
| GM/GM (Genetically<br>modified) foods                                       | <b>1</b><br>*            | -          | 1          | -         | 1         | -         | -         | -         | -         | -         | 1         | -          | -          | -            | -          | 1          | -         | -         | 1          | -           | 1          | * |
| Heathrow/third runway at<br>Heathrow  | -                        | -          | -          | -         | -         | -         | -         | -         | -         | -         | -         | -          | -          | -            | -          | -          | -         | -         | -          | -           | -          | - |
| Housing   | <b>9</b><br><b>1%</b>    | 4<br>1%    | 5<br>1%    | -         | 1<br>*    | 2<br>1%   | 3<br>2%   | 3<br>2%   | 1<br>1%   | -         | 1<br>*    | 4<br>1%    | 4<br>1%    | 1<br>*       | 1<br>*     | 2<br>1%    | 2<br>1%   | 4<br>2%   | 3<br>1%    | 6<br>1%     | 11<br>1%   |   |
| Inflation/prices  | <b>31</b><br><b>3%</b>   | 7<br>1%    | 24<br>5%   | 7<br>6%   | 7<br>4%   | 5<br>3%   | 5<br>3%   | 2<br>2%   | 1<br>1%   | 5<br>5%   | 14<br>5%  | 9<br>3%    | 8<br>2%    | 6<br>3%      | 5<br>2%    | 14<br>5%   | 7<br>3%   | 5<br>2%   | 19<br>4%   | 12<br>3%    | 29<br>3%   |   |
| Local government/council<br>tax   | <b>3</b><br>*            | 2<br>*     | 1<br>*     | -         | -         | 1<br>1%   | 2<br>1%   | -         | -         | -         | -         | 3<br>1%    | -          | -            | 2<br>1%    | -          | 1<br>*    | -         | 2<br>*     | 1<br>*      | 2<br>*     |   |
| Low pay/minimum wage/<br>fair wages   | <b>3</b><br>*            | *<br>*     | 2<br>*     | 1<br>1%   | *<br>*    | -         | -         | -         | -         | 1<br>1%   | 1<br>*    | -          | 1<br>*     | 1<br>1%      | -          | 1<br>*     | 1<br>*    | *<br>*    | 1<br>*     | 1<br>*      | 3<br>*     |   |
| Morality/individual<br>behaviour/lifestyle                                  | <b>21</b><br><b>2%</b>   | 7<br>1%    | 14<br>3%   | 3<br>2%   | 3<br>2%   | 2<br>1%   | 5<br>3%   | 2<br>1%   | 3<br>3%   | 3<br>4%   | 5<br>2%   | 7<br>2%    | 8<br>2%    | 7<br>3%      | 8<br>3%    | 6<br>2%    | 2<br>1%   | 5<br>2%   | 14<br>3%   | 7<br>2%     | 21<br>2%   |   |
| National Health Service/<br>Hospitals/Healthcare                            | <b>22</b><br><b>2%</b>   | 7<br>2%    | 15<br>3%   | 2<br>2%   | 4<br>2%   | 3<br>2%   | 5<br>3%   | 4<br>3%   | 2<br>2%   | 2<br>2%   | 6<br>2%   | 8<br>2%    | 8<br>2%    | 4<br>2%      | 7<br>3%    | 5<br>2%    | 4<br>2%   | 6<br>3%   | 12<br>2%   | 10<br>2%    | 22<br>2%   |   |
| Nationalisation/<br>Government control of<br>institutions                   | -                        | -          | -          | -         | -         | -         | -         | -         | -         | -         | -         | -          | -          | -            | -          | -          | -         | -         | -          | -           | -          | - |
| Northern Ireland  | -                        | -          | -          | -         | -         | -         | -         | -         | -         | -         | -         | -          | -          | -            | -          | -          | -         | -         | -          | -           | -          | - |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

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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   |
| Nuclear weapons/nuclear war/disarmament                  | 1*     | -      | 1*     | -     | 1*    | *     | -     | -     | -     | -       | 1*    | *     | -       | -            | 1*    | -     | -     | *     | 1*    | *           | 2*     |
| Pensions/social security/benefits                        | 71%    | 41%    | 31%    | -     | -     | -     | 21%   | 11%   | 11%   | 33%     | -     | 2*    | 52%     | 42%          | 1*    | 21%   | 1*    | 21%   | 41%   | 31%         | 51%    |
| Petrol prices/fuel                                       | 3*     | 1*     | 2*     | 11%   | -     | -     | 21%   | -     | -     | -       | 1*    | 21%   | -       | -            | -     | 31%   | -     | -     | 31%   | -           | 3*     |
| Pollution/environment                                    | 91%    | 41%    | 61%    | 11%   | 1*    | 32%   | 11%   | 11%   | 11%   | -       | 21%   | 51%   | 31%     | 11%          | 31%   | 51%   | 11%   | -     | 81%   | 1*          | 91%    |
| Pound/exchange rate/value of pound                       | 2*     | 1*     | 1*     | -     | 11%   | -     | -     | -     | *     | -       | 11%   | -     | *       | -            | -     | 11%   | -     | -     | 2*    | -           | 3*     |
| Poverty/inequality                                       | 182%   | 61%    | 122%   | 22%   | 42%   | 53%   | 21%   | 42%   | *2%   | 22%     | 52%   | 62%   | 31%     | 31%          | 31%   | 63%   | 62%   | 61%   | 123%  | 123%        | 222%   |
| Privatisation  | -      | -      | -      | -     | -     | -     | -     | -     | -     | -       | -     | -     | -       | -            | -     | -     | -     | -     | -     | -           | -      |
| Public services in general                               | 51%    | 2*     | 31%    | -     | -     | 32%   | 11%   | -     | 11%   | -       | -     | 41%   | 1*      | 11%          | 1*    | -     | -     | 42%   | 1*    | 41%         | 4*     |
| Race relations/immigration/immigrants                    | 10811% | 5912%  | 4910%  | 98%   | 74%   | 2212% | 2314% | 1410% | 1515% | 1718%   | 166%  | 4513% | 4613%   | 3216%        | 249%  | 166%  | 3015% | 3716% | 417%  | 6715%       | 11512% |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 1*     | 1*     | -      | -     | -     | -     | 1*    | -     | -     | -       | -     | 1*    | -       | -            | -     | 1*    | -     | -     | 1*    | -           | 1*     |
| Taxation   | 3*     | 31%    | -      | -     | -     | 11%   | -     | -     | 11%   | 11%     | -     | 1*    | 21%     | 21%          | 1*    | 1*    | 1*    | -     | 2*    | 1*          | 3*     |
| Trade unions/strikes                                     | -      | -      | -      | -     | -     | -     | -     | -     | -     | -       | -     | -     | -       | -            | -     | -     | -     | -     | -     | -           | -      |
| Transport/public transport                               | 2*     | 2*     | 1*     | 11%   | -     | -     | 1*    | -     | -     | 1*      | 1*    | 1*    | 1*      | 1*           | 1*    | 1*    | -     | 1*    | 2*    | 1*          | 3*     |
| Unemployment/factory closure/lack of industry            | 13814% | 6013%  | 7816%  | 2017% | 2113% | 2513% | 2012% | 2316% | 1313% | 1515%   | 4215% | 4613% | 5115%   | 2814%        | 2610% | 2810% | 3919% | 4519% | 5510% | 8419%       | 13914% |
| Other  | 313%   | 194%   | 122%   | 65%   | 11%   | 53%   | 42%   | 43%   | 55%   | 66%     | 62%   | 93%   | 164%    | 116%         | 52%   | 145%  | 73%   | 52%   | 194%  | 123%        | 333%   |
| Don't know   | 364%   | 133%   | 235%   | 119%  | 74%   | 95%   | 42%   | 11%   | 44%   | 22%     | 186%  | 134%  | 62%     | 53%          | 31%   | 114%  | 95%   | 136%  | 143%  | 225%        | 394%   |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

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Table 2

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

Base : All respondents aged 18+

|  | Regions |         |       |          |                      |                      |                      |                 |     |                      |                      | Home ownership |           |                    |                |                 | Working status |           |             |             |               | Unwtd total |
|--|---------|---------|-------|----------|----------------------|----------------------|----------------------|-----------------|-----|----------------------|----------------------|----------------|-----------|--------------------|----------------|-----------------|----------------|-----------|-------------|-------------|---------------|-------------|
|  | Total   | England | Wales | Scotland | North incl. Scotland | North excl. Scotland | Midlands incl. Wales | South incl. GLC | GLC | South East incl. GLC | South East excl. GLC | Owned          | Mortgaged | Rented Council/ HA | Private rented | Owned/ mortgage | Full time      | Part time | Not working | Unem ployed | Self-employed |             |
| Unweighted total   | 978     | 836     | 51    | 91       | 342                  | 251                  | 313                  | 323             | 108 | 227                  | 119                  | 331            | 348       | 166                | 129            | 679             | 414            | 93        | 471         | 63          | 89            | 978         |
| Weighted total   | 978     | 843     | 48    | 87       | 330                  | 242                  | 301                  | 347             | 121 | 260                  | 139                  | 322            | 378       | 141                | 133            | 700             | 454            | 93        | 431         | 37          | 111           | 978         |
| AIDS   | 1       | -       | -     | 1        | 1                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | 1                  | -              | -               | -              | -         | 1           | -           | -             | 1           |
|  | *       | -       | -     | 1%       | *                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | 1%                 | -              | -               | -              | -         | *           | -           | -             | *           |
| Animal welfare   | 1       | 1       | -     | -        | 1                    | 1                    | -                    | -               | -   | -                    | -                    | -              | 1         | -                  | -              | 1               | -              | 1         | -           | -           | 1             | 1           |
|  | *       | *       | -     | -        | *                    | 1%                   | -                    | -               | -   | -                    | -                    | *              | -         | -                  | *              | -               | 2%             | -         | -           | -           | 1%            | *           |
| Bird flu/pandemic flu/ swine flu                                   | 11      | 11      | -     | -        | 1                    | 1                    | 7                    | 4               | 4   | 4                    | -                    | 2              | 4         | 1                  | 4              | 6               | 5              | -         | 6           | 1           | 1             | 10          |
|  | 1%      | 1%      | -     | -        | *                    | *                    | 2%                   | 1%              | 3%  | 1%                   | -                    | 1%             | 1%        | 1%                 | 3%             | 1%              | 1%             | -         | 1%          | 4%          | 1%            | 1%          |
| Common Market/EU/Europe/ EURO/Constitution                         | 3       | 3       | -     | -        | -                    | -                    | 1                    | 3               | -   | 3                    | 3                    | 3              | 1         | -                  | -              | 3               | 2              | -         | 1           | -           | -             | 3           |
|  | *       | *       | -     | -        | -                    | -                    | *                    | 1%              | -   | 1%                   | 2%                   | 1%             | *         | -                  | -              | *               | *              | -         | *           | -           | -             | *           |
| Countryside/rural life   | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
|  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
| Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour | 108     | 99      | 4     | 5        | 34                   | 29                   | 28                   | 45              | 24  | 39                   | 15                   | 22             | 47        | 24                 | 14             | 69              | 44             | 12        | 52          | 3           | 15            | 108         |
|  | 11%     | 12%     | 9%    | 6%       | 10%                  | 12%                  | 9%                   | 13%             | 20% | 15%                  | 11%                  | 7%             | 12%       | 17%                | 11%            | 10%             | 10%            | 12%       | 12%         | 9%          | 13%           | 11%         |
| Defence/foreign affairs/ international terrorism                   | 48      | 38      | 7     | 3        | 14                   | 11                   | 16                   | 18              | 5   | 9                    | 4                    | 25             | 11        | 4                  | 8              | 36              | 17             | 1         | 30          | 1           | 3             | 46          |
|  | 5%      | 4%      | 15%   | 4%       | 4%                   | 4%                   | 5%                   | 5%              | 4%  | 4%                   | 3%                   | 8%             | 3%        | 3%                 | 6%             | 5%              | 4%             | 1%        | 7%          | 3%          | 3%            | 5%          |
| Drug abuse   | 9       | 5       | -     | 4        | 7                    | 2                    | 3                    | -               | -   | -                    | -                    | -              | 4         | 5                  | -              | 4               | 3              | -         | 6           | *           | -             | 9           |
|  | 1%      | 1%      | -     | 5%       | 2%                   | 1%                   | 1%                   | -               | -   | -                    | -                    | -              | 1%        | 4%                 | -              | 1%              | 1%             | -         | 1%          | 1%          | -             | 1%          |
| Economy/economic situation   | 330     | 281     | 10    | 39       | 114                  | 75                   | 91                   | 124             | 44  | 94                   | 51                   | 112            | 141       | 31                 | 45             | 253             | 173            | 31        | 126         | 12          | 51            | 318         |
|  | 34%     | 33%     | 20%   | 45%      | 35%                  | 31%                  | 30%                  | 36%             | 36% | 36%                  | 37%                  | 35%            | 37%       | 22%                | 34%            | 36%             | 38%            | 33%       | 29%         | 32%         | 46%           | 33%         |
| Education/schools  | 13      | 9       | -     | 4        | 5                    | 1                    | 3                    | 5               | -   | 3                    | 3                    | 1              | 9         | 1                  | 2              | 10              | 9              | -         | 4           | -           | 3             | 11          |
|  | 1%      | 1%      | -     | 4%       | 1%                   | *                    | 1%                   | 1%              | -   | 1%                   | 2%                   | *              | 2%        | 1%                 | 1%             | 1%              | 2%             | -         | 1%          | -           | 3%            | 1%          |
| Foot and mouth outbreak/ farming crisis                            | *       | *       | -     | -        | -                    | -                    | -                    | *               | *   | *                    | -                    | -              | *         | -                  | -              | *               | *              | -         | -           | -           | -             | 1           |
|  | *       | *       | -     | -        | -                    | -                    | -                    | *               | *   | *                    | -                    | -              | *         | -                  | -              | *               | *              | -         | -           | -           | -             | *           |
| GM/GM (Genetically modified) foods                                 | 1       | 1       | -     | -        | 1                    | 1                    | -                    | -               | -   | -                    | -                    | -              | 1         | -                  | -              | 1               | 1              | -         | -           | -           | -             | 1           |
|  | *       | *       | -     | -        | *                    | *                    | -                    | -               | -   | -                    | -                    | -              | *         | -                  | -              | *               | *              | -         | -           | -           | -             | *           |
| Heathrow/third runway at Heathrow                                  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
|  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
| Housing  | 9       | 8       | 1     | -        | -                    | -                    | 3                    | 6               | 2   | 5                    | 2                    | 2              | *         | 5                  | 1              | 2               | 3              | 2         | 3           | 1           | -             | 11          |
|  | 1%      | 1%      | 1%    | -        | -                    | -                    | 1%                   | 2%              | 2%  | 2%                   | 2%                   | 1%             | *         | 3%                 | 1%             | *               | 1%             | 2%        | 1%          | 2%          | -             | 1%          |
| Inflation/prices   | 31      | 26      | 3     | 2        | 11                   | 9                    | 12                   | 8               | 8   | 8                    | -                    | 10             | 12        | 2                  | 7              | 22              | 9              | 2         | 20          | 2           | 1             | 29          |
|  | 3%      | 3%      | 7%    | 2%       | 3%                   | 4%                   | 4%                   | 2%              | 7%  | 3%                   | -                    | 3%             | 4%        | 2%                 | 6%             | 3%              | 2%             | 3%        | 5%          | 6%          | 1%            | 3%          |
| Local government/council tax                                       | 3       | 3       | -     | -        | -                    | -                    | 1                    | 2               | 2   | 2                    | -                    | -              | 3         | -                  | -              | 3               | 2              | 1         | -           | -           | 1             | 2           |
|  | *       | *       | -     | -        | -                    | -                    | *                    | 1%              | 2%  | 1%                   | -                    | -              | 1%        | -                  | -              | *               | *              | 1%        | -           | -           | 1%            | *           |
| Low pay/minimum wage/ fair wages                                   | 3       | 3       | -     | -        | 1                    | 1                    | 1                    | -               | -   | -                    | -                    | 1              | 1         | *                  | -              | 2               | -              | -         | 3           | 1           | -             | 3           |
|  | *       | *       | -     | -        | *                    | 1%                   | *                    | -               | -   | -                    | -                    | *              | *         | *                  | *              | -               | -              | -         | 1%          | 4%          | -             | *           |
| Morality/individual behaviour/lifestyle                            | 21      | 20      | -     | *        | 7                    | 7                    | 7                    | 6               | 1   | 1                    | -                    | 7              | 7         | 5                  | 2              | 14              | 7              | 3         | 11          | *           | 4             | 21          |
|  | 2%      | 2%      | -     | *        | 2%                   | 3%                   | 2%                   | 2%              | *   | *                    | -                    | 2%             | 2%        | 4%                 | 1%             | 2%              | 2%             | 3%        | 3%          | 1%          | 3%            | 2%          |
| National Health Service/ Hospitals/Healthcare                      | 22      | 21      | 1     | -        | 7                    | 7                    | 5                    | 10              | 2   | 8                    | 6                    | 9              | 10        | 1                  | 1              | 19              | 12             | *         | 10          | 1           | -             | 22          |
|  | 2%      | 3%      | 2%    | -        | 2%                   | 3%                   | 2%                   | 3%              | 1%  | 3%                   | 4%                   | 3%             | 3%        | 1%                 | 1%             | 3%              | 3%             | *         | 2%          | 4%          | -             | 2%          |
| Nationalisation/ Government control of institutions                | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
|  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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+

|  | Regions |         |       |          |                      |                      |                      |                 |     |                      | Home ownership       |       |           |                    |                | Working status  |           |           |             |             | Unwtd total |               |
|--|---------|---------|-------|----------|----------------------|----------------------|----------------------|-----------------|-----|----------------------|----------------------|-------|-----------|--------------------|----------------|-----------------|-----------|-----------|-------------|-------------|-------------|---------------|
|  | Total   | England | Wales | Scotland | North incl. Scotland | North excl. Scotland | Midlands incl. Wales | South incl. GLC | GLC | South East incl. GLC | South East excl. GLC | Owned | Mortgaged | Rented Council/ HA | Private rented | Owned/ mortgage | Full time | Part time | Not working | Unem ployed |             | Self-employed |
| Northern Ireland   | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -     | -         | -                  | -              | -               | -         | -         | -           | -           | -           | -             |
| Nuclear weapons/nuclear war/disarmament                    | 1       | 1       | -     | -        | *                    | *                    | -                    | 1               | -   | 1                    | 1                    | 1     | -         | *                  | -              | 1               | 1         | -         | -           | -           | -           | 2             |
| Pensions/social security/benefits                          | 7       | 7       | -     | -        | 1                    | 1                    | 3                    | 3               | -   | -                    | 4                    | 3     | -         | -                  | 7              | 2               | 1         | 4         | -           | 3           | 5           |               |
| Petrol prices/fuel   | 3       | 3       | -     | -        | 2                    | 2                    | 1                    | -               | -   | -                    | 1                    | 2     | -         | -                  | 3              | 1               | 1         | 1         | -           | -           | 3           |               |
| Pollution/environment                                      | 9       | 7       | -     | 2        | 3                    | 1                    | 4                    | 2               | -   | 2                    | 3                    | 2     | -         | 4                  | 5              | 4               | 2         | 3         | -           | 4           | 9           |               |
| Pound/exchange rate/ value of pound                        | 2       | 2       | -     | -        | -                    | -                    | 2                    | -               | -   | -                    | 2                    | -     | *         | -                  | 2              | 1               | 1         | -         | -           | -           | 3           |               |
| Poverty/inequality   | 18      | 15      | *     | 2        | 5                    | 3                    | 7                    | 6               | -   | 5                    | 5                    | 4     | 6         | 5                  | 10             | 8               | 5         | 5         | *           | 1           | 22          |               |
| Privatisation  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -     | -         | -                  | -              | -               | -         | -         | -           | -           | -           |               |
| Public services in general                                 | 5       | 2       | 3     | -        | -                    | -                    | 4                    | 1               | -   | 1                    | 1                    | 3     | 2         | -                  | 5              | 3               | 1         | 1         | -           | -           | 4           |               |
| Race relations/ immigration/immigrants                     | 108     | 101     | 5     | 2        | 36                   | 34                   | 41                   | 30              | 10  | 19                   | 10                   | 42    | 46        | 13                 | 7              | 88              | 52        | 7         | 48          | 6           | 14          |               |
| Scottish/Welsh Assembly/ Devolution/ Constitutional reform | 1       | 1       | -     | -        | -                    | -                    | 1                    | -               | -   | -                    | -                    | -     | 1         | -                  | 1              | 1               | -         | -         | -           | -           | 1           |               |
| Taxation   | 3       | 2       | -     | 1        | 2                    | 1                    | 1                    | -               | -   | -                    | 2                    | -     | -         | 1                  | 2              | 1               | -         | 2         | -           | -           | 3           |               |
| Trade unions/strikes                                       | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -     | -         | -                  | -              | -               | -         | -         | -           | -           | -           |               |
| Transport/public transport                                 | 2       | 1       | 1     | 1        | 1                    | -                    | 1                    | -               | -   | -                    | 2                    | -     | -         | -                  | 2              | 1               | -         | 2         | -           | -           | 3           |               |
| Unemployment/factory closure/lack of industry              | 138     | 113     | 10    | 15       | 50                   | 35                   | 44                   | 45              | 6   | 34                   | 27                   | 46    | 47        | 31                 | 14             | 94              | 64        | 17        | 57          | 7           | 4           |               |
| Other  | 31      | 29      | 1     | 2        | 13                   | 11                   | 5                    | 13              | 4   | 9                    | 4                    | 12    | 11        | 1                  | 6              | 23              | 15        | 2         | 14          | -           | 3           |               |
| Don't know   | 36      | 31      | 2     | 3        | 12                   | 9                    | 9                    | 15              | 9   | 13                   | 5                    | 5     | 6         | 9                  | 16             | 11              | 12        | 2         | 22          | 1           | 1           |               |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  | 978        | 251           | 246       | 111              | 727               | 501   | 122            | 134        | 273        | 294           | 513              | 158            | 300        | 255                         | 166       | 115       | 978         |
| Weighted total  | 978        | 274           | 240       | 106              | 704               | 485   | 125            | 113        | 317        | 312           | 528              | 155            | 308        | 247                         | 169       | 115       | 978         |
| AIDS  | 1<br>*     | -<br>-        | -<br>-    | 1<br>1%          | 1<br>*            | 1<br>*  | -<br>-         | 1<br>1%    | -<br>-     | -<br>-        | -<br>-           | -<br>-         | 1<br>*     | -<br>-                      | -<br>-    | -<br>-    | 1<br>*      |
| Animal welfare  | 1<br>*     | -<br>-        | 1<br>1%   | -<br>-           | 1<br>*            | 1<br>*  | -<br>-         | -<br>-     | 1<br>*     | -<br>-        | -<br>-           | -<br>-         | -<br>-     | -<br>-                      | 1<br>1%   | -<br>-    | 1<br>*      |
| Bird flu/pandemic flu/<br>swine flu   | 11<br>1%   | 2<br>1%       | 5<br>2%   | -<br>-           | 9<br>1%           | 3<br>1%   | 1<br>1%        | 1<br>1%    | 1<br>*     | 3<br>1%       | 3<br>1%          | -<br>-         | 5<br>1%    | -<br>-                      | 2<br>1%   | -<br>-    | 10<br>1%    |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 3<br>*     | 3<br>1%       | -<br>-    | -<br>-           | 1<br>*            | 1<br>*  | -<br>-         | -<br>-     | 2<br>1%    | -<br>-        | 2<br>*           | -<br>-         | -<br>-     | 1<br>*                      | -<br>-    | 1<br>1%   | 3<br>*      |
| Countryside/rural life  | -<br>-     | -<br>-        | -<br>-    | -<br>-           | -<br>-            | -<br>-  | -<br>-         | -<br>-     | -<br>-     | -<br>-        | -<br>-           | -<br>-         | -<br>-     | -<br>-                      | -<br>-    | -<br>-    | -<br>-      |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 108<br>11% | 27<br>10%     | 36<br>15% | 7<br>7%          | 81<br>11%         | 38<br>8%  | 18<br>14%      | 15<br>13%  | 34<br>11%  | 42<br>14%     | 27<br>5%         | 9<br>6%        | 108<br>35% | 5<br>2%                     | 10<br>6%  | 11<br>10% | 108<br>11%  |
| Defence/foreign affairs/<br>international terrorism                         | 48<br>5%   | 19<br>7%      | 8<br>3%   | 4<br>4%          | 29<br>4%          | 29<br>6%  | 5<br>4%        | 5<br>5%    | 15<br>5%   | 15<br>5%      | 13<br>3%         | 5<br>3%        | 12<br>4%   | 11<br>4%                    | 48<br>28% | 5<br>4%   | 46<br>5%    |
| Drug abuse  | 9<br>1%    | 2<br>1%       | 4<br>2%   | -<br>-           | 7<br>1%           | 4<br>1%   | 1<br>1%        | 4<br>4%    | 3<br>1%    | 3<br>1%       | 5<br>1%          | 3<br>2%        | 3<br>1%    | 2<br>1%                     | 3<br>1%   | -<br>-    | 9<br>1%     |
| Economy/economic<br>situation   | 330<br>34% | 97<br>35%     | 82<br>34% | 48<br>45%        | 233<br>33%        | 191<br>39%                                      | 35<br>28%      | 32<br>28%  | 129<br>41% | 109<br>35%    | 330<br>62%       | 53<br>34%      | 74<br>24%  | 60<br>24%                   | 67<br>40% | 56<br>49% | 318<br>33%  |
| Education/schools   | 13<br>1%   | 2<br>1%       | 6<br>2%   | 2<br>2%          | 11<br>2%          | 5<br>1%   | 2<br>2%        | 1<br>1%    | 7<br>2%    | 10<br>3%      | 2<br>*           | 6<br>4%        | 3<br>1%    | -<br>-                      | -<br>-    | 13<br>11% | 11<br>1%    |
| Foot and mouth outbreak/<br>farming crisis                                  | *<br>*     | -<br>-        | *<br>*    | -<br>-           | *<br>*            | *<br>*  | -<br>-         | -<br>-     | -<br>-     | *<br>*        | -<br>-           | -<br>-         | *<br>*     | -<br>-                      | -<br>-    | -<br>-    | 1<br>*      |
| GM/GM (Genetically<br>modified) foods                                       | 1<br>*     | -<br>-        | -<br>-    | -<br>-           | 1<br>*            | -<br>-  | 1<br>1%        | -<br>-     | -<br>-     | -<br>-        | 1<br>*           | -<br>-         | -<br>-     | 1<br>*                      | -<br>-    | -<br>-    | 1<br>*      |
| Heathrow/third runway at<br>Heathrow  | -<br>-     | -<br>-        | -<br>-    | -<br>-           | -<br>-            | -<br>-  | -<br>-         | -<br>-     | -<br>-     | -<br>-        | -<br>-           | -<br>-         | -<br>-     | -<br>-                      | -<br>-    | -<br>-    | -<br>-      |
| Housing   | 9<br>1%    | 2<br>1%       | 3<br>1%   | 1<br>1%          | 7<br>1%           | 5<br>1%   | -<br>-         | 1<br>1%    | -<br>-     | 4<br>1%       | 4<br>1%          | 2<br>1%        | -<br>-     | -<br>-                      | 1<br>1%   | 3<br>3%   | 11<br>1%    |
| Inflation/prices  | 31<br>3%   | 8<br>3%       | 11<br>5%  | 3<br>3%          | 23<br>3%          | 14<br>3%  | *<br>*         | 2<br>2%    | 7<br>2%    | 6<br>2%       | 9<br>2%          | 1<br>*         | 5<br>2%    | 9<br>4%                     | 5<br>3%   | 1<br>*    | 29<br>3%    |
| Local government/council<br>tax   | 3<br>*     | 2<br>1%       | -<br>-    | -<br>-           | 1<br>*            | 3<br>1%   | -<br>-         | -<br>-     | -<br>-     | 3<br>1%       | 3<br>1%          | -<br>-         | 1<br>*     | -<br>-                      | -<br>-    | 2<br>2%   | 2<br>*      |
| Low pay/minimum wage/<br>fair wages   | 3<br>*     | 1<br>*        | *<br>*    | 1<br>1%          | 1<br>*            | 1<br>*  | -<br>-         | *<br>*     | -<br>-     | -<br>-        | -<br>-           | -<br>-         | *<br>*     | -<br>-                      | -<br>-    | -<br>-    | 3<br>*      |
| Morality/individual<br>behaviour/lifestyle                                  | 21<br>2%   | 10<br>4%      | 5<br>2%   | 1<br>1%          | 11<br>2%          | 12<br>3%  | 1<br>1%        | 2<br>2%    | 5<br>1%    | 6<br>2%       | 8<br>1%          | 1<br>1%        | 5<br>2%    | 2<br>1%                     | -<br>-    | 2<br>2%   | 21<br>2%    |
| National Health Service/<br>Hospitals/Healthcare                            | 22<br>2%   | 5<br>2%       | 10<br>4%  | 2<br>1%          | 17<br>2%          | 12<br>2%  | 2<br>1%        | 3<br>2%    | 10<br>3%   | 5<br>2%       | 6<br>1%          | 22<br>14%      | 11<br>3%   | 3<br>1%                     | 4<br>2%   | 1<br>1%   | 22<br>2%    |
| Nationalisation/<br>Government control of<br>institutions                   | -<br>-     | -<br>-        | -<br>-    | -<br>-           | -<br>-            | -<br>-  | -<br>-         | -<br>-     | -<br>-     | -<br>-        | -<br>-           | -<br>-         | -<br>-     | -<br>-                      | -<br>-    | -<br>-    | -<br>-      |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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+

|  | Voting        |        |                  |                   | Likely to vote in an immediate general election |                | Income     |          | H/hold        | Important issues |                |       |                             |         |         | Unwtd total |        |
|--|---------------|--------|------------------|-------------------|---|----------------|------------|----------|---------------|------------------|----------------|-------|-----------------------------|---------|---------|-------------|--------|
|  | Conser vative | Labour | Liberal Democrat | NOT Conser vative | 10/10 certain to vote                           | Would not vote | Under 9.5k | Over 25k | With children | Economy          | NHS/ Hospitals | Crime | Immigra tion/Race relations | Defence | Schools |             |        |
| Northern Ireland   | -             | -      | -                | -                 | -   | -              | -          | -        | -             | -                | -              | -     | -                           | -       | -       | -           |        |
| Nuclear weapons/nuclear war/disarmament                  | 1*            | 1*     | *                | -                 | *   | 1*             | -          | -        | *             | -                | -              | 1*    | -                           | -       | -       | 2*          |        |
| Pensions/social security/benefits                        | 71%           | 62%    | 1*               | -                 | 1*  | 61%            | -          | 21%      | 2*            | 1*               | 21%            | 1*    | -                           | -       | -       | 51%         |        |
| Petrol prices/fuel                                       | 3*            | 1*     | -                | -                 | 2*  | -              | 1*         | 1*       | -             | 1*               | -              | 1*    | -                           | -       | -       | 3*          |        |
| Pollution/environment                                    | 91%           | 1*     | 31%              | 11%               | 91%   | 61%            | 11%        | 31%      | 41%           | 1*               | 22%            | 21%   | 1*                          | -       | 11%     | 91%         |        |
| Pound/exchange rate/value of pound                       | 2*            | 1*     | -                | -                 | 1*  | 1*             | -          | 1*       | *             | *                | -              | 1*    | -                           | -       | 1*      | 3*          |        |
| Poverty/inequality                                       | 182%          | 41%    | 41%              | 11%               | 142%  | 92%            | 21%        | 72%      | 52%           | 31%              | 43%            | 41%   | 42%                         | 32%     | 33%     | 222%        |        |
| Privatisation  | -             | -      | -                | -                 | -   | -              | -          | -        | -             | -                | -              | -     | -                           | -       | -       | -           |        |
| Public services in general                               | 51%           | 1*     | 21%              | -                 | 41%   | 1*             | 21%        | 21%      | 21%           | 2*               | -              | 1*    | -                           | -       | -       | 4*          |        |
| Race relations/immigration/immigrants                    | 10811%        | 2911%  | 198%             | 76%               | 7911%   | 5411%          | 2016%      | 1715%    | 3411%         | 227%             | 418%           | 1711% | 289%                        | 10844%  | 85%     | 43%         | 11512% |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 1*            | -      | -                | -                 | 1*  | -              | 11%        | -        | -             | -                | -              | 1*    | -                           | -       | -       | 1*          |        |
| Taxation   | 3*            | 1*     | -                | 11%               | 2*  | -              | -          | 21%      | -             | -                | -              | -     | 31%                         | -       | -       | 3*          |        |
| Trade unions/strikes                                     | -             | -      | -                | -                 | -   | -              | -          | -        | -             | -                | -              | -     | -                           | -       | -       | -           |        |
| Transport/public transport                               | 2*            | -      | -                | -                 | 2*  | 1*             | -          | -        | -             | 1*               | -              | -     | -                           | -       | -       | 3*          |        |
| Unemployment/factory closure/lack of industry            | 13814%        | 3914%  | 3012%            | 1716%             | 10014%  | 5411%          | 1512%      | 1816%    | 4113%         | 4314%            | 5510%          | 2416% | 3913%                       | 3313%   | 1610%   | 1110%       | 13914% |
| Other  | 313%          | 73%    | 73%              | 66%               | 243%  | 194%           | 21%        | 11%      | 93%           | 52%              | 102%           | 43%   | 41%                         | 52%     | 11%     | 11%         | 333%   |
| Don't know   | 364%          | 31%    | 31%              | 22%               | 345%  | 102%           | 1512%      | 87%      | 21%           | 206%             | -              | *     | -                           | 1*      | -       | -           | 394%   |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  | 978        | 680        | 112       | 186       | 900        | 78        | 213                      | 765        | 978         |
| Weighted total  | 978        | 679        | 111       | 189       | 895        | 83        | 117                      | 861        | 978         |
| AIDS  | 1<br>*     | -          | -         | 1<br>*    | 1<br>*     | -         | -                        | 1<br>*     | 1<br>*      |
| Animal welfare  | 1<br>*     | 1<br>*     | -         | -         | 1<br>*     | -         | -                        | 1<br>*     | 1<br>*      |
| Bird flu/pandemic flu/<br>swine flu   | 11<br>1%   | 11<br>2%   | -         | -         | 6<br>1%    | 5<br>6%   | 1<br>1%                  | 10<br>1%   | 10<br>1%    |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 3<br>*     | 3<br>*     | -         | -         | 3<br>*     | -         | -                        | 3<br>*     | 3<br>*      |
| Countryside/rural life  | -          | -          | -         | -         | -          | -         | -                        | -          | -           |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 108<br>11% | 82<br>12%  | 7<br>7%   | 18<br>10% | 84<br>9%   | 24<br>29% | 13<br>11%                | 95<br>11%  | 108<br>11%  |
| Defence/foreign affairs/<br>international terrorism                         | 48<br>5%   | 28<br>4%   | 12<br>11% | 8<br>4%   | 45<br>5%   | 3<br>4%   | 3<br>3%                  | 45<br>5%   | 46<br>5%    |
| Drug abuse  | 9<br>1%    | 2<br>*     | 4<br>3%   | 3<br>2%   | 9<br>1%    | -         | -                        | 9<br>1%    | 9<br>1%     |
| Economy/economic<br>situation   | 330<br>34% | 230<br>34% | 39<br>35% | 60<br>32% | 313<br>35% | 17<br>20% | 43<br>36%                | 287<br>33% | 318<br>33%  |
| Education/schools   | 13<br>1%   | 7<br>1%    | -         | 5<br>3%   | 12<br>1%   | 1<br>1%   | 3<br>3%                  | 9<br>1%    | 11<br>1%    |
| Foot and mouth outbreak/<br>farming crisis                                  | *<br>*     | *<br>*     | -         | -         | -          | 1<br>1%   | *<br>*                   | -          | 1<br>*      |
| GM/GM (Genetically<br>modified) foods                                       | 1<br>*     | 1<br>*     | -         | -         | -          | 1<br>1%   | 1<br>1%                  | -          | 1<br>*      |
| Heathrow/third runway at<br>Heathrow  | -          | -          | -         | -         | -          | -         | -                        | -          | -           |
| Housing   | 9<br>1%    | 6<br>1%    | *<br>1%   | 2<br>1%   | 8<br>1%    | 1<br>2%   | 1<br>1%                  | 8<br>1%    | 11<br>1%    |
| Inflation/prices  | 31<br>3%   | 26<br>4%   | 2<br>2%   | 4<br>2%   | 27<br>3%   | 5<br>6%   | 3<br>2%                  | 29<br>3%   | 29<br>3%    |
| Local government/council<br>tax   | 3<br>*     | 3<br>*     | -         | -         | 3<br>*     | -         | -                        | 3<br>*     | 2<br>*      |
| Low pay/minimum wage/<br>fair wages   | 3<br>*     | 3<br>*     | -         | -         | 3<br>*     | -         | -                        | 3<br>*     | 3<br>*      |
| Morality/individual<br>behaviour/lifestyle                                  | 21<br>2%   | 13<br>2%   | 2<br>2%   | 6<br>3%   | 19<br>2%   | 2<br>2%   | 2<br>2%                  | 19<br>2%   | 21<br>2%    |
| National Health Service/<br>Hospitals/Healthcare                            | 22<br>2%   | 15<br>2%   | 4<br>4%   | 3<br>1%   | 22<br>2%   | -         | 4<br>3%                  | 18<br>2%   | 22<br>2%    |
| Nationalisation/<br>Government control of<br>institutions                   | -          | -          | -         | -         | -          | -         | -                        | -          | -           |
| Northern Ireland  | -          | -          | -         | -         | -          | -         | -                        | -          | -           |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

## Issues Index FINAL

Table 4

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

Base : All respondents aged 18+

|  | Total      | Urbanity  |           |           | Ethnicity  |           | Working in Public Sector |            | Unwtd total |
|--|------------|-----------|-----------|-----------|------------|-----------|--------------------------|------------|-------------|
|  |            | Urban     | Rural     | Mixed     | White      | BME       | Yes                      | No         |             |
| Nuclear weapons/nuclear war/disarmament                  | 1<br>*     | 1<br>*    | -         | -         | 1<br>*     | -         | 1<br>1%                  | -          | 2<br>*      |
| Pensions/social security/benefits                        | 7<br>1%    | 6<br>1%   | 1<br>1%   | -         | 7<br>1%    | -         | -                        | 7<br>1%    | 5<br>1%     |
| Petrol prices/fuel                                       | 3<br>*     | 2<br>*    | -         | 1<br>1%   | 3<br>*     | -         | 1<br>*                   | 3<br>*     | 3<br>*      |
| Pollution/environment                                    | 9<br>1%    | 6<br>1%   | 1<br>1%   | 2<br>1%   | 9<br>1%    | -         | 1<br>1%                  | 8<br>1%    | 9<br>1%     |
| Pound/exchange rate/value of pound                       | 2<br>*     | 1<br>*    | -         | 1<br>*    | 2<br>*     | -         | *<br>*                   | 2<br>*     | 3<br>*      |
| Poverty/inequality                                       | 18<br>2%   | 14<br>2%  | 2<br>2%   | 1<br>1%   | 15<br>2%   | 2<br>3%   | 4<br>4%                  | 14<br>2%   | 22<br>2%    |
| Privatisation  | -          | -         | -         | -         | -          | -         | -                        | -          | -           |
| Public services in general                               | 5<br>1%    | 2<br>*    | -         | 3<br>2%   | 5<br>1%    | -         | 1<br>1%                  | 4<br>1%    | 4<br>*      |
| Race relations/immigration/immigrants                    | 108<br>11% | 73<br>11% | 11<br>10% | 24<br>13% | 107<br>12% | 1<br>1%   | 11<br>10%                | 96<br>11%  | 115<br>12%  |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 1<br>*     | 1<br>*    | -         | -         | 1<br>*     | -         | -                        | 1<br>*     | 1<br>*      |
| Taxation   | 3<br>*     | 2<br>*    | -         | 1<br>1%   | 3<br>*     | -         | -                        | 3<br>*     | 3<br>*      |
| Trade unions/strikes                                     | -          | -         | -         | -         | -          | -         | -                        | -          | -           |
| Transport/public transport                               | 2<br>*     | 1<br>*    | -         | 1<br>1%   | 2<br>*     | -         | -                        | 2<br>*     | 3<br>*      |
| Unemployment/factory closure/lack of industry            | 138<br>14% | 92<br>14% | 15<br>14% | 31<br>16% | 128<br>14% | 10<br>12% | 17<br>15%                | 121<br>14% | 139<br>14%  |
| Other  | 31<br>3%   | 17<br>3%  | 8<br>7%   | 6<br>3%   | 29<br>3%   | 2<br>3%   | 3<br>2%                  | 28<br>3%   | 33<br>3%    |
| Don't know   | 36<br>4%   | 28<br>4%  | 3<br>2%   | 5<br>3%   | 27<br>3%   | 9<br>11%  | 4<br>3%                  | 32<br>4%   | 39<br>4%    |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)



## Issues Index FINAL

Table 5

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

Base : All respondents aged 18+

|   | Daily newspaper readership |            |            |              |                 |                 |              |                      |                 |           |              |            |         |           |                  |               |       |         |         |                  | Unwtd total |               |     |
|---|----------------------------|------------|------------|--------------|-----------------|-----------------|--------------|----------------------|-----------------|-----------|--------------|------------|---------|-----------|------------------|---------------|-------|---------|---------|------------------|-------------|---------------|-----|
|   | Daily Express              | Daily Mail | The Mirror | Daily Record | Daily Telegraph | Financial Times | The Guardian | The Herald (Glasgow) | The Independent | The Metro | The Scotsman | Daily Star | The Sun | The Times | Evening Standard | None of these | Other | Quality | Popular | Mid market press |             | Red top press |     |
| Unweighted total  | 978                        | 49         | 125        | 65           | 25              | 53              | 4            | 59                   | 5               | 16        | 34           | 5          | 27      | 160       | 44               | 10            | 372   | 35      | 164     | 405              | 165         | 240           | 978 |
| Weighted total  | 978                        | 48         | 127        | 62           | 21              | 61              | 5            | 54                   | 3               | 15        | 48           | 5          | 20      | 157       | 53               | 11            | 366   | 36      | 172     | 402              | 167         | 230           | 978 |
| AIDS  | 1                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | -             | 1     | -       | -       | -                | -           | -             | 1   |
| Animal welfare  | 1                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | -             | 1     | -       | -       | -                | -           | -             | 1   |
| Bird flu/pandemic flu/<br>swine flu   | 11                         | -          | -          | -            | 1               | -               | -            | -                    | -               | 4         | -            | -          | 1       | -         | -                | 2             | -     | 1       | 5       | -                | 1           | 10            |     |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 3                          | -          | 2          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | 1       | -         | 1                | -             | 1     | 2       | 2       | 2                | -           | 3             |     |
| Countryside/rural life  | -                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | -             | -     | -       | -       | -                | -           | -             |     |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 108                        | 6          | 13         | 9            | -               | -               | -            | 5                    | -               | 1         | 6            | -          | 1       | 14        | 5                | 3             | 49    | 2       | 10      | 44               | 18          | 22            | 108 |
| Defence/foreign affairs/<br>international terrorism                         | 48                         | 3          | 2          | 3            | 1               | 8               | -            | 4                    | -               | 4         | -            | 2          | 5       | 3         | -                | 20            | 1     | 11      | 17      | 5                | 9           | 46            |     |
| Drug abuse  | 9                          | 1          | 1          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | 1       | -         | -                | 5             | 2     | -       | 3       | 3                | 1           | 9             |     |
| Economy/economic<br>situation   | 330                        | 13         | 42         | 19           | 6               | 32              | 4            | 31                   | 3               | 8         | 18           | 4          | 8       | 51        | 22               | 3             | 118   | 12      | 88      | 121              | 51          | 74            | 318 |
| Education/schools   | 13                         | 2          | -          | -            | *               | -               | -            | 1                    | -               | -         | -            | -          | 1       | -         | -                | 7             | 2     | 1       | 3       | 2                | 1           | 11            |     |
| Foot and mouth outbreak/<br>farming crisis                                  | *                          | -          | -          | -            | -               | -               | -            | -                    | -               | *         | -            | -          | *       | -         | -                | -             | -     | -       | *       | -                | *           | 1             |     |
| GM/GM (Genetically<br>modified) foods                                       | 1                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | 1       | -         | -                | -             | -     | -       | 1       | -                | 1           | 1             |     |
| Heathrow/third runway at<br>Heathrow  | -                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | -             | -     | -       | -       | -                | -           | -             |     |
| Housing   | 9                          | *          | 2          | 2            | -               | -               | -            | -                    | -               | -         | -            | 1          | 1       | -         | -                | 4             | -     | -       | 5       | 2                | 2           | 11            |     |
| Inflation/prices  | 31                         | 1          | 2          | 1            | 1               | 2               | -            | -                    | -               | 1         | 1            | -          | 1       | 2         | 1                | 14            | 2     | 5       | 9       | 3                | 3           | 29            |     |
| Local government/council<br>tax   | 3                          | -          | 2          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | 1             | -     | -       | 2       | 2                | -           | 2             |     |
| Low pay/minimum wage/<br>fair wages   | 3                          | -          | -          | -            | 1               | -               | -            | -                    | -               | -         | -            | -          | 1       | -         | -                | *             | -     | 1       | 1       | -                | 1           | 3             |     |
| Morality/individual<br>behaviour/lifestyle                                  | 21                         | 3          | 4          | -            | -               | -               | -            | *                    | -               | -         | -            | -          | -       | 3         | -                | 9             | 2     | 3       | 8       | 8                | -           | 21            |     |
| National Health Service/<br>Hospitals/Healthcare                            | 22                         | -          | 2          | 4            | -               | -               | -            | 1                    | -               | 2         | -            | -          | 4       | 3         | 1                | 8             | -     | 4       | 9       | 2                | 8           | 22            |     |
| Nationalisation/<br>Government control of<br>institutions                   | -                          | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | -             | -     | -       | -       | -                | -           | -             |     |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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 |               |            |            |              |                 |                 |              |                      |                 |           |              |            |           |           |                  |               |          |          |           | Unwt'd total |                  |               |         |
|--|----------------------------|---------------|------------|------------|--------------|-----------------|-----------------|--------------|----------------------|-----------------|-----------|--------------|------------|-----------|-----------|------------------|---------------|----------|----------|-----------|--------------|------------------|---------------|---------|
|  | Total                      | Daily Express | Daily Mail | The Mirror | Daily Record | Daily Telegraph | Financial Times | The Guardian | The Herald (Glasgow) | The Independent | The Metro | The Scotsman | Daily Star | The Sun   | The Times | Evening Standard | None of these | Other    | Quality  | Popular   |              | Mid market press | Red top press |         |
| Northern Ireland   | -                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | -             | -        | -        | -         | -            | -                | -             |         |
| Nuclear weapons/nuclear war/disarmament                  | 1*                         | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | *             | -        | -        | -         | -            | -                | 2*            |         |
| Pensions/social security/benefits                        | 7<br>1%                    | -             | -          | -          | -            | -               | -               | -            | -                    | 1<br>9%         | -         | -            | -          | -         | -         | -                | 3<br>1%       | 2<br>7%  | 1<br>1%  | -         | -            | -                | -             | 5<br>1% |
| Petrol prices/fuel                                       | 3*                         | 1<br>2%       | 1*         | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | 1<br>3%   | -         | -                | -             | 1<br>1%  | 2*       | 2<br>1%   | -            | -                | 3*            |         |
| Pollution/environment                                    | 9<br>1%                    | -             | -          | -          | 1<br>6%      | -               | -               | 4<br>7%      | -                    | -               | -         | -            | -          | -         | -         | -                | 3<br>1%       | -        | -        | 4<br>2%   | 1*           | -                | 1<br>1%       |         |
| Pound/exchange rate/value of pound                       | 2*                         | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | 2<br>1%       | -        | -        | -         | -            | -                | 3*            |         |
| Poverty/inequality                                       | 18<br>2%                   | 2<br>3%       | 5<br>4%    | 1<br>1%    | 1<br>4%      | -               | -               | 1<br>2%      | -                    | 1<br>4%         | 3<br>7%   | -            | -          | 3<br>2%   | 2<br>4%   | -                | 4<br>1%       | -        | 4<br>2%  | 11<br>3%  | 7<br>4%      | 5<br>2%          | 22<br>2%      |         |
| Privatisation  | -                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | -             | -        | -        | -         | -            | -                | -             |         |
| Public services in general                               | 5<br>1%                    | -             | -          | 1<br>1%    | -            | -               | -               | -            | -                    | -               | -         | -            | -          | 1<br>1%   | -         | -                | 3<br>1%       | -        | -        | -         | 2*           | -                | 2<br>1%       |         |
| Race relations/immigration/immigrants                    | 108<br>11%                 | 6<br>11%      | 24<br>19%  | 8<br>12%   | 1<br>5%      | 5<br>9%         | -               | 2<br>4%      | -                    | 1<br>7%         | -         | -            | 6<br>27%   | 33<br>21% | 6<br>12%  | 1<br>10%         | 27<br>7%      | 8<br>22% | 12<br>7% | 66<br>16% | 27<br>16%    | 42<br>18%        | 115<br>12%    |         |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 1*                         | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | 1*            | -        | -        | -         | -            | -                | 1*            |         |
| Taxation   | 3*                         | -             | 2<br>2%    | -          | 1<br>5%      | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | -             | -        | -        | 3<br>1%   | 2<br>1%      | 1*               | 3*            |         |
| Trade unions/strikes                                     | -                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -         | -         | -                | -             | -        | -        | -         | -            | -                | -             |         |
| Transport/public transport                               | 2*                         | 1<br>1%       | -          | -          | -            | -               | -               | -            | 1<br>7%              | -               | -         | -            | -          | -         | -         | -                | 1*            | -        | -        | 1<br>1%   | 1*           | 1*               | 3*            |         |
| Unemployment/factory closure/lack of industry            | 138<br>14%                 | 7<br>15%      | 15<br>12%  | 13<br>21%  | 7<br>34%     | 9<br>15%        | 2<br>29%        | 3<br>5%      | -                    | *<br>2%         | 6<br>13%  | -            | 2<br>8%    | 28<br>18% | 2<br>3%   | *<br>4%          | 51<br>14%     | 1<br>4%  | 15<br>9% | 58<br>14% | 19<br>12%    | 41<br>18%        | 139<br>14%    |         |
| Other  | 31<br>3%                   | 2<br>4%       | 6<br>5%    | 2<br>3%    | -            | 2<br>3%         | -               | 3<br>5%      | 1<br>18%             | -               | 2<br>3%   | -            | -          | 5<br>3%   | 2<br>5%   | -                | 9<br>2%       | 2<br>7%  | 8<br>5%  | 15<br>4%  | 8<br>5%      | 6<br>2%          | 33<br>3%      |         |
| Don't know   | 36<br>4%                   | -             | 4<br>3%    | *<br>*     | 2<br>9%      | 1<br>1%         | -               | -            | -                    | -               | 3<br>6%   | -            | *<br>1%    | 7<br>4%   | -         | -                | 22<br>6%      | -        | 1<br>*   | 13<br>3%  | 4<br>2%      | 9<br>4%          | 39<br>4%      |         |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  | 978        | 126                     | 128        | 211        | 136        | 193       | 184       | 978         |
| Weighted total  | 978        | 139                     | 141        | 221        | 130        | 184       | 163       | 978         |
| AIDS  | 1<br>*     | -                       | -          | 1<br>*     | -          | -         | -         | 1<br>*      |
| Animal welfare  | 1<br>*     | -                       | -          | 1<br>1%    | -          | -         | -         | 1<br>*      |
| Bird flu/pandemic flu/<br>swine flu   | 11<br>1%   | 4<br>3%                 | 4<br>3%    | -          | -          | 1<br>1%   | 2<br>1%   | 10<br>1%    |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 3<br>*     | -                       | -          | -          | -          | 3<br>2%   | -         | 3<br>*      |
| Countryside/rural life  | -          | -                       | -          | -          | -          | -         | -         | -           |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 108<br>11% | 20<br>14%               | 24<br>17%  | 17<br>8%   | 13<br>10%  | 15<br>8%  | 19<br>12% | 108<br>11%  |
| Defence/foreign affairs/<br>international terrorism                         | 48<br>5%   | 3<br>2%                 | -          | 12<br>5%   | 7<br>5%    | 14<br>8%  | 12<br>7%  | 46<br>5%    |
| Drug abuse  | 9<br>1%    | 2<br>1%                 | *<br>*     | 4<br>2%    | 1<br>1%    | 1<br>1%   | 1<br>*    | 9<br>1%     |
| Economy/economic<br>situation   | 330<br>34% | 62<br>44%               | 37<br>26%  | 91<br>41%  | 29<br>22%  | 72<br>39% | 39<br>24% | 318<br>33%  |
| Education/schools   | 13<br>1%   | 2<br>1%                 | 1<br>1%    | 8<br>3%    | 1<br>1%    | 1<br>1%   | -         | 11<br>1%    |
| Foot and mouth outbreak/<br>farming crisis                                  | *<br>*     | -                       | -          | *<br>*     | -          | -         | -         | 1<br>*      |
| GM/GM (Genetically<br>modified) foods                                       | 1<br>*     | 1<br>*                  | -          | -          | -          | -         | -         | 1<br>*      |
| Heathrow/third runway at<br>Heathrow  | -          | -                       | -          | -          | -          | -         | -         | -           |
| Housing   | 9<br>1%    | -                       | 1<br>*     | 1<br>*     | 3<br>3%    | 2<br>1%   | 2<br>1%   | 11<br>1%    |
| Inflation/prices  | 31<br>3%   | 6<br>4%                 | 9<br>6%    | 8<br>4%    | 1<br>1%    | 5<br>3%   | 3<br>2%   | 29<br>3%    |
| Local government/council<br>tax   | 3<br>*     | -                       | -          | 2<br>1%    | 1<br>1%    | -         | -         | 2<br>*      |
| Low pay/minimum wage/<br>fair wages   | 3<br>*     | -                       | 1<br>1%    | -          | -          | 1<br>1%   | -         | 3<br>*      |
| Morality/individual<br>behaviour/lifestyle                                  | 21<br>2%   | 4<br>3%                 | 2<br>1%    | 6<br>3%    | 1<br>1%    | 4<br>2%   | 4<br>2%   | 21<br>2%    |
| National Health Service/<br>Hospitals/Healthcare                            | 22<br>2%   | 5<br>4%                 | 1<br>1%    | 4<br>2%    | 4<br>3%    | 3<br>1%   | 6<br>3%   | 22<br>2%    |
| Nationalisation/<br>Government control of<br>institutions                   | -          | -                       | -          | -          | -          | -         | -         | -           |
| Northern Ireland  | -          | -                       | -          | -          | -          | -         | -         | -           |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  |             |
| Nuclear weapons/nuclear war/disarmament                  | 1<br>*     | 1<br>*                  | -          | -          | *          | -         | -         | 2<br>*      |
| Pensions/social security/benefits                        | 7<br>1%    | -                       | -          | 2<br>1%    | -          | 2<br>1%   | 3<br>2%   | 5<br>1%     |
| Petrol prices/fuel                                       | 3<br>*     | 1<br>1%                 | -          | 2<br>1%    | -          | -         | -         | 3<br>*      |
| Pollution/environment                                    | 9<br>1%    | 2<br>1%                 | -          | 3<br>1%    | 1<br>1%    | 3<br>1%   | -         | 9<br>1%     |
| Pound/exchange rate/value of pound                       | 2<br>*     | 1<br>1%                 | -          | -          | -          | 1<br>*    | -         | 3<br>*      |
| Poverty/inequality                                       | 18<br>2%   | -                       | 5<br>4%    | 4<br>2%    | 2<br>1%    | 2<br>1%   | 4<br>3%   | 22<br>2%    |
| Privatisation  | -          | -                       | -          | -          | -          | -         | -         | -           |
| Public services in general                               | 5<br>1%    | -                       | -          | -          | 4<br>3%    | 1<br>1%   | -         | 4<br>*      |
| Race relations/immigration/immigrants                    | 108<br>11% | 4<br>3%                 | 12<br>9%   | 20<br>9%   | 26<br>20%  | 17<br>9%  | 30<br>18% | 115<br>12%  |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 1<br>*     | -                       | -          | 1<br>*     | -          | -         | -         | 1<br>*      |
| Taxation   | 3<br>*     | -                       | -          | 1<br>1%    | -          | 1<br>1%   | 1<br>1%   | 3<br>*      |
| Trade unions/strikes                                     | -          | -                       | -          | -          | -          | -         | -         | -           |
| Transport/public transport                               | 2<br>*     | 1<br>1%                 | -          | 1<br>*     | -          | -         | 1<br>*    | 3<br>*      |
| Unemployment/factory closure/lack of industry            | 138<br>14% | 9<br>7%                 | 33<br>23%  | 25<br>11%  | 20<br>16%  | 20<br>11% | 31<br>19% | 139<br>14%  |
| Other  | 31<br>3%   | 1<br>1%                 | 5<br>4%    | 5<br>2%    | 4<br>3%    | 13<br>7%  | 3<br>2%   | 33<br>3%    |
| Don't know   | 36<br>4%   | 11<br>8%                | 7<br>5%    | 1<br>1%    | 11<br>9%   | 2<br>1%   | 4<br>3%   | 39<br>4%    |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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       |
| Unweighted total  | <b>978</b>               | 483        | 495        | 109       | 145       | 184        | 163       | 154       | 123       | 100       | 254        | 347        | 377        | 223          | 207        | 323        | 185       | 263        | 530        | 448         | 978        |
| Weighted total  | <b>978</b>               | 474        | 504        | 120       | 160       | 189        | 162       | 148       | 102       | 97        | 280        | 351        | 347        | 199          | 264        | 280        | 204       | 231        | 544        | 434         | 978        |
| AIDS  | <b>1</b><br>*            | -          | 1          | -         | 1         | 1          | -         | -         | -         | -         | 1          | 1          | -          | -            | -          | 1          | -         | -          | 1          | -           | 2          |
| Animal welfare  | <b>5</b><br>*            | 1          | 4          | 3         | -         | -          | 1         | 1         | -         | -         | 3          | 1          | 1          | -            | -          | 2          | 2         | 1          | 2          | 3           | 5          |
| Bird flu/pandemic flu/<br>swine flu   | <b>38</b><br><b>4%</b>   | 19<br>4%   | 19<br>4%   | 6<br>5%   | 10<br>7%  | 6<br>3%    | 7<br>4%   | 3<br>2%   | 3<br>2%   | 3<br>3%   | 17<br>6%   | 13<br>4%   | 8<br>2%    | 6<br>3%      | -          | 12<br>4%   | 18<br>9%  | 7<br>3%    | 12<br>2%   | 25<br>6%    | 31<br>3%   |
| Common Market/EU/Europe/<br>EURO/Constitution                               | <b>16</b><br><b>2%</b>   | 11<br>2%   | 5<br>1%    | -         | 1         | 2          | 3         | 6         | 3         | 1         | 1          | 5          | 10         | 5            | 8          | 4          | 5         | -          | 12         | 5           | 13         |
| Countryside/rural life  | <b>9</b><br><b>1%</b>    | 3<br>1%    | 6<br>1%    | 3<br>2%   | -         | 1          | 2         | 2         | 1         | 1         | 3          | 3          | 1          | 5            | 1          | 3          | -         | 6          | 3          | 7           |            |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | <b>308</b><br><b>32%</b> | 141<br>30% | 168<br>33% | 28<br>23% | 63<br>39% | 37<br>19%  | 57<br>35% | 61<br>41% | 28<br>27% | 35<br>36% | 91<br>32%  | 94<br>27%  | 124<br>36% | 63<br>32%    | 77<br>29%  | 90<br>32%  | 55<br>27% | 86<br>37%  | 167<br>31% | 142<br>33%  | 300<br>31% |
| Defence/foreign affairs/<br>international terrorism                         | <b>169</b><br><b>17%</b> | 78<br>16%  | 91<br>18%  | 16<br>13% | 14<br>9%  | 38<br>20%  | 26<br>16% | 24<br>16% | 24<br>24% | 27<br>28% | 30<br>11%  | 64<br>18%  | 75<br>22%  | 51<br>25%    | 56<br>21%  | 55<br>20%  | 26<br>13% | 32<br>14%  | 112<br>21% | 57<br>13%   | 166<br>17% |
| Drug abuse  | <b>72</b><br><b>7%</b>   | 33<br>7%   | 39<br>8%   | 10<br>8%  | 13<br>8%  | 15<br>8%   | 17<br>11% | 8<br>5%   | 4<br>4%   | 5<br>5%   | 23<br>8%   | 32<br>9%   | 17<br>5%   | 9<br>5%      | 18<br>7%   | 19<br>7%   | 9<br>5%   | 26<br>11%  | 36<br>7%   | 36<br>8%    | 66<br>7%   |
| Economy/economic<br>situation   | <b>528</b><br><b>54%</b> | 298<br>63% | 230<br>46% | 62<br>52% | 91<br>57% | 110<br>58% | 91<br>56% | 86<br>58% | 45<br>44% | 42<br>43% | 153<br>55% | 201<br>57% | 173<br>50% | 87<br>44%    | 174<br>66% | 154<br>55% | 98<br>48% | 102<br>44% | 328<br>60% | 200<br>46%  | 513<br>52% |
| Education/schools   | <b>115</b><br><b>12%</b> | 62<br>13%  | 53<br>11%  | 7<br>6%   | 18<br>11% | 34<br>18%  | 22<br>14% | 22<br>15% | 7<br>7%   | 5<br>6%   | 25<br>9%   | 56<br>16%  | 34<br>10%  | 12<br>6%     | 49<br>19%  | 32<br>12%  | 17<br>8%  | 17<br>7%   | 82<br>15%  | 34<br>8%    | 115<br>12% |
| Foot and mouth outbreak/<br>farming crisis                                  | <b>3</b><br>*            | 1<br>*     | 2<br>*     | -         | -         | 2          | 1         | -         | -         | -         | -          | 3          | -          | -            | 2          | *          | -         | -          | 3          | -           | 3          |
| GM/GM (Genetically<br>modified) foods                                       | <b>5</b><br>*            | 2<br>*     | 3<br>1%    | -         | 1         | 1          | 1         | -         | 1         | 1         | 1          | 3          | 1          | 1            | 3          | 2          | -         | -          | 5          | -           | 5          |
| Heathrow/third runway at<br>Heathrow  | -                        | -          | -          | -         | -         | -          | -         | -         | -         | -         | -          | -          | -          | -            | -          | -          | -         | -          | -          | -           | -          |
| Housing   | <b>48</b><br><b>5%</b>   | 21<br>4%   | 27<br>5%   | 3<br>3%   | 11<br>7%  | 16<br>9%   | 7<br>4%   | 4<br>3%   | 3<br>3%   | 3<br>3%   | 14<br>5%   | 23<br>7%   | 10<br>3%   | 6<br>3%      | 14<br>5%   | 10<br>4%   | 11<br>5%  | 14<br>6%   | 24<br>4%   | 24<br>6%    | 50<br>5%   |
| Inflation/prices  | <b>92</b><br><b>9%</b>   | 38<br>8%   | 54<br>11%  | 15<br>13% | 23<br>14% | 13<br>7%   | 17<br>11% | 12<br>8%  | 5<br>5%   | 6<br>6%   | 38<br>14%  | 30<br>9%   | 23<br>7%   | 12<br>6%     | 18<br>7%   | 31<br>11%  | 18<br>9%  | 26<br>11%  | 48<br>9%   | 44<br>10%   | 83<br>8%   |
| Local government/council<br>tax   | <b>19</b><br><b>2%</b>   | 12<br>3%   | 7<br>1%    | -         | 3         | 1          | 7         | 3         | 2         | 2         | 3          | 9          | 7          | 4            | 5          | 3          | 8         | 3          | 8          | 11          | 20         |
| Low pay/minimum wage/<br>fair wages   | <b>13</b><br><b>1%</b>   | 8<br>2%    | 5<br>1%    | 2<br>2%   | 5<br>3%   | -          | 2         | 2         | -         | 2         | 7          | 2          | 4          | 2            | -          | 5          | 4         | 4          | 5          | 8           | 17         |
| Morality/individual<br>behaviour/lifestyle                                  | <b>98</b><br><b>10%</b>  | 39<br>8%   | 59<br>12%  | 11<br>9%  | 16<br>10% | 10<br>5%   | 21<br>13% | 10<br>6%  | 14<br>13% | 16<br>17% | 27<br>10%  | 31<br>9%   | 40<br>11%  | 30<br>15%    | 27<br>10%  | 28<br>10%  | 21<br>11% | 21<br>9%   | 55<br>10%  | 43<br>10%   | 91<br>9%   |
| National Health Service/<br>Hospitals/Healthcare                            | <b>155</b><br><b>16%</b> | 62<br>13%  | 92<br>18%  | 5<br>4%   | 22<br>14% | 38<br>20%  | 33<br>20% | 26<br>18% | 15<br>14% | 16<br>17% | 27<br>10%  | 71<br>20%  | 57<br>16%  | 31<br>15%    | 62<br>23%  | 38<br>13%  | 23<br>11% | 33<br>14%  | 99<br>18%  | 55<br>13%   | 158<br>16% |
| Nationalisation/<br>Government control of<br>institutions                   | <b>13</b><br><b>1%</b>   | 9<br>2%    | 4<br>1%    | 4<br>3%   | -         | 1          | 4         | 1         | 2         | 1         | 4          | 6          | 4          | 3            | 4          | 1          | 3         | 5          | 5          | 8           | 14         |
| Northern Ireland  | -                        | -          | -          | -         | -         | -          | -         | -         | -         | -         | -          | -          | -          | -            | -          | -          | -         | -          | -          | -           | -          |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

## Issues Index FINAL

Table 7

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

Base : All respondents aged 18+

|  | Gender     |            | Age        |            |            |            |            |            |            |            |            |            |            | Social class |            |            |            |            |            | Unwtd total |            |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|-------------|------------|
|  | Total      | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65-74      | 75 plus    | 18-34      | 35-54      | 55 plus    | 65 plus      | AB         | C1         | C2         | DE         | ABC1       |             | C2DE       |
| Nuclear weapons/nuclear war/disarmament                  | 4*         | 1*         | 3          | -          | 1          | 1          | 1          | -          | 1          | 1          | 1          | 2          | 1          | 1            | 2          | *          | -          | 1          | 2          | 1           | 6          |
|  |            |            |            | -          | *          | *          | 1%         | -          | 1%         | 1%         | *          | *          | *          | 1%           | 1%         | *          | -          | 1%         | *          | *           | 1%         |
| Pensions/social security/benefits                        | 33         | 17         | 16         | -          | 4          | 1          | 7          | 7          | 7          | 7          | 4          | 8          | 21         | 14           | 12         | 10         | 4          | 7          | 22         | 11          | 35         |
|  | 3%         | 4%         | 3%         | -          | 2%         | *          | 4%         | 5%         | 7%         | 7%         | 1%         | 2%         | 6%         | 7%           | 4%         | 4%         | 2%         | 3%         | 4%         | 3%          | 4%         |
| Petrol prices/fuel                                       | 13         | 5          | 9          | 3          | 2          | 2          | 5          | -          | -          | 1          | 5          | 7          | 1          | 1            | 3          | 7          | 1          | 3          | 10         | 4           | 12         |
|  | 1%         | 1%         | 2%         | 3%         | 1%         | 1%         | 3%         | -          | -          | 1%         | 2%         | 2%         | *          | 1%           | 1%         | 2%         | 1%         | 1%         | 2%         | 1%          | 1%         |
| Pollution/environment                                    | 51         | 26         | 25         | 7          | 6          | 15         | 6          | 12         | 5          | -          | 13         | 21         | 17         | 5            | 25         | 18         | 5          | 4          | 42         | 9           | 55         |
|  | 5%         | 6%         | 5%         | 6%         | 4%         | 8%         | 4%         | 8%         | 5%         | -          | 5%         | 6%         | 5%         | 3%           | 9%         | 6%         | 2%         | 2%         | 8%         | 2%          | 6%         |
| Pound/exchange rate/value of pound                       | 9          | 6          | 3          | -          | 2          | 1          | 3          | 1          | 2          | 1          | 2          | 4          | 3          | 2            | -          | 6          | 2          | -          | 6          | 2           | 11         |
|  | 1%         | 1%         | 1%         | -          | 1%         | *          | 2%         | *          | 2%         | 1%         | 1%         | 1%         | 1%         | 1%           | -          | 2%         | 1%         | -          | 1%         | 1%          | 1%         |
| Poverty/inequality                                       | 57         | 20         | 36         | 6          | 9          | 13         | 10         | 11         | 5          | 3          | 15         | 23         | 19         | 8            | 17         | 16         | 11         | 12         | 33         | 24          | 66         |
|  | 6%         | 4%         | 7%         | 5%         | 6%         | 7%         | 6%         | 8%         | 5%         | 3%         | 5%         | 6%         | 6%         | 4%           | 7%         | 6%         | 6%         | 5%         | 6%         | 5%          | 7%         |
| Privatisation  | 4          | 2          | 2          | -          | -          | 2          | 1          | -          | -          | 1          | -          | 4          | 1          | 1            | -          | 2          | -          | 2          | 2          | 2           | 3          |
|  | *          | *          | *          | -          | -          | 1%         | 1%         | -          | -          | 1%         | -          | 1%         | *          | *            | -          | 1%         | -          | 1%         | *          | *           | *          |
| Public services in general                               | 30         | 22         | 8          | *          | 2          | 8          | 11         | 2          | 5          | 1          | 2          | 18         | 9          | 7            | 12         | 5          | 5          | 8          | 17         | 13          | 27         |
|  | 3%         | 5%         | 2%         | *          | 1%         | 4%         | 6%         | 2%         | 5%         | 1%         | 1%         | 5%         | 3%         | 3%           | 4%         | 2%         | 2%         | 3%         | 3%         | 3%          | 3%         |
| Race relations/immigration/immigrants                    | 247        | 124        | 123        | 30         | 28         | 51         | 37         | 45         | 30         | 26         | 58         | 88         | 101        | 56           | 73         | 48         | 65         | 61         | 121        | 126         | 255        |
|  | 25%        | 26%        | 24%        | 25%        | 18%        | 27%        | 23%        | 30%        | 29%        | 27%        | 21%        | 25%        | 29%        | 28%          | 28%        | 17%        | 32%        | 26%        | 22%        | 29%         | 26%        |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 4          | 1          | 3          | -          | -          | 2          | 1          | 1          | -          | -          | -          | 2          | 1          | -            | -          | 2          | 1          | -          | 2          | 1           | 3          |
|  | *          | *          | 1%         | -          | -          | 1%         | *          | 1%         | -          | -          | -          | 1%         | *          | -            | -          | 1%         | 1%         | -          | *          | *           | *          |
| Taxation   | 23         | 17         | 6          | 3          | 4          | 4          | 4          | 5          | 2          | 1          | 7          | 8          | 8          | 3            | 8          | 9          | 4          | 3          | 17         | 6           | 22         |
|  | 2%         | 4%         | 1%         | 2%         | 3%         | 2%         | 3%         | 3%         | 1%         | 1%         | 3%         | 2%         | 2%         | 1%           | 3%         | 3%         | 2%         | 1%         | 3%         | 1%          | 2%         |
| Trade unions/strikes                                     | 1          | -          | 1          | 1          | -          | -          | -          | -          | -          | -          | 1          | -          | -          | -            | -          | -          | -          | 1          | -          | 1           | 1          |
|  | *          | -          | *          | 1%         | -          | -          | -          | -          | -          | -          | *          | -          | -          | -            | -          | -          | -          | *          | -          | *           | *          |
| Transport/public transport                               | 10         | 5          | 5          | 1          | 2          | 1          | 2          | 1          | 2          | 1          | 3          | 3          | 4          | 3            | 3          | 5          | 1          | 1          | 8          | 2           | 11         |
|  | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%         | 1%           | 1%         | 2%         | *          | 1%         | 1%         | *           | 1%         |
| Unemployment/factory closure/lack of industry            | 289        | 127        | 162        | 43         | 49         | 52         | 46         | 47         | 27         | 25         | 92         | 99         | 98         | 52           | 70         | 76         | 62         | 81         | 146        | 143         | 294        |
|  | 30%        | 27%        | 32%        | 35%        | 31%        | 28%        | 29%        | 31%        | 26%        | 26%        | 33%        | 28%        | 28%        | 26%          | 26%        | 27%        | 30%        | 35%        | 27%        | 33%         | 30%        |
| Other  | 76         | 40         | 36         | 10         | 14         | 13         | 10         | 11         | 11         | 8          | 24         | 22         | 30         | 18           | 22         | 24         | 19         | 12         | 46         | 31          | 77         |
|  | 8%         | 9%         | 7%         | 9%         | 9%         | 7%         | 6%         | 8%         | 10%        | 8%         | 9%         | 6%         | 9%         | 9%           | 8%         | 9%         | 9%         | 5%         | 8%         | 7%          | 8%         |
| Don't know   | 33         | 11         | 22         | 10         | 6          | 8          | 4          | *          | 4          | 2          | 16         | 12         | 6          | 5            | 3          | 9          | 9          | 13         | 12         | 21          | 35         |
|  | 3%         | 2%         | 4%         | 9%         | 3%         | 4%         | 2%         | *          | 4%         | 2%         | 6%         | 3%         | 2%         | 3%           | 1%         | 3%         | 4%         | 5%         | 2%         | 5%          | 4%         |
| <b>Mean</b>  | <b>2.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.1</b> | <b>2.4</b> | <b>2.3</b> | <b>2.6</b> | <b>2.5</b> | <b>2.2</b> | <b>2.2</b> | <b>2.3</b> | <b>2.5</b> | <b>2.3</b> | <b>2.2</b>   | <b>2.6</b> | <b>2.4</b> | <b>2.1</b> | <b>2.2</b> | <b>2.5</b> | <b>2.2</b>  | <b>2.3</b> |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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+

|  | Regions |         |       |          |                      |                      |                      |                 |     |                      |                      | Home ownership |           |                    |                |                 | Working status |           |             |             |               | Unwtd total |
|--|---------|---------|-------|----------|----------------------|----------------------|----------------------|-----------------|-----|----------------------|----------------------|----------------|-----------|--------------------|----------------|-----------------|----------------|-----------|-------------|-------------|---------------|-------------|
|  | Total   | England | Wales | Scotland | North incl. Scotland | North excl. Scotland | Midlands incl. Wales | South incl. GLC | GLC | South East incl. GLC | South East excl. GLC | Owned          | Mortgaged | Rented Council/ HA | Private rented | Owned/ mortgage | Full time      | Part time | Not working | Unem ployed | Self-employed |             |
| Unweighted total   | 978     | 836     | 51    | 91       | 342                  | 251                  | 313                  | 323             | 108 | 227                  | 119                  | 331            | 348       | 166                | 129            | 679             | 414            | 93        | 471         | 63          | 89            | 978         |
| Weighted total   | 978     | 843     | 48    | 87       | 330                  | 242                  | 301                  | 347             | 121 | 260                  | 139                  | 322            | 378       | 141                | 133            | 700             | 454            | 93        | 431         | 37          | 111           | 978         |
| AIDS   | 1       | 1       | -     | 1        | 1                    | -                    | -                    | 1               | 1   | 1                    | -                    | -              | -         | 1                  | -              | -               | 1              | -         | 1           | -           | -             | 2           |
|  | *       | *       | -     | 1%       | *                    | -                    | -                    | *               | *   | *                    | -                    | -              | -         | 1%                 | -              | -               | *              | -         | *           | -           | -             | *           |
| Animal welfare   | 5       | 5       | -     | -        | 3                    | 3                    | -                    | 2               | -   | 2                    | 2                    | 1              | 1         | 2                  | 1              | 2               | 2              | 1         | 1           | -           | 1             | 5           |
|  | *       | 1%      | -     | -        | 1%                   | 1%                   | -                    | 1%              | -   | 1%                   | 1%                   | *              | *         | 1%                 | 1%             | *               | *              | 2%        | *           | -           | 1%            | 1%          |
| Bird flu/pandemic flu/ swine flu                                   | 38      | 33      | 3     | 1        | 7                    | 6                    | 20                   | 11              | 11  | 11                   | -                    | 8              | 12        | 8                  | 10             | 19              | 22             | 2         | 14          | 3           | 6             | 31          |
|  | 4%      | 4%      | 6%    | 2%       | 2%                   | 2%                   | 7%                   | 3%              | 9%  | 4%                   | -                    | 2%             | 3%        | 6%                 | 8%             | 3%              | 5%             | 3%        | 3%          | 9%          | 6%            | 3%          |
| Common Market/EU/Europe/ EURO/Constitution                         | 16      | 13      | 3     | -        | 2                    | 2                    | 7                    | 7               | 3   | 6                    | 3                    | 10             | 6         | -                  | -              | 16              | 8              | 2         | 6           | -           | -             | 13          |
|  | 2%      | 2%      | 7%    | -        | 1%                   | 1%                   | 2%                   | 2%              | 3%  | 2%                   | 2%                   | 3%             | 2%        | -                  | -              | 2%              | 2%             | 2%        | 1%          | -           | -             | 1%          |
| Countryside/rural life   | 9       | 9       | -     | -        | 2                    | 2                    | 2                    | 5               | 2   | 3                    | 1                    | 5              | 3         | -                  | 2              | 7               | 2              | 1         | 6           | -           | 1             | 7           |
|  | 1%      | 1%      | -     | -        | *                    | 1%                   | 1%                   | 2%              | 1%  | 1%                   | 1%                   | 1%             | 1%        | -                  | 1%             | 1%              | *              | 2%        | 1%          | -           | 1%            | 1%          |
| Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour | 308     | 273     | 12    | 24       | 108                  | 84                   | 85                   | 115             | 50  | 98                   | 48                   | 105            | 114       | 52                 | 37             | 219             | 122            | 33        | 153         | 10          | 34            | 300         |
|  | 32%     | 32%     | 24%   | 27%      | 33%                  | 35%                  | 28%                  | 33%             | 41% | 38%                  | 35%                  | 33%            | 30%       | 37%                | 28%            | 31%             | 27%            | 35%       | 36%         | 27%         | 31%           | 31%         |
| Defence/foreign affairs/ international terrorism                   | 169     | 130     | 12    | 27       | 62                   | 35                   | 56                   | 51              | 12  | 27                   | 15                   | 82             | 55        | 16                 | 15             | 137             | 66             | 13        | 90          | 5           | 19            | 166         |
|  | 17%     | 15%     | 25%   | 31%      | 19%                  | 15%                  | 19%                  | 15%             | 10% | 10%                  | 11%                  | 25%            | 15%       | 12%                | 11%            | 20%             | 15%            | 14%       | 21%         | 14%         | 17%           | 17%         |
| Drug abuse   | 72      | 56      | 2     | 14       | 40                   | 26                   | 18                   | 14              | 9   | 11                   | 2                    | 19             | 32        | 16                 | 6              | 51              | 26             | 5         | 41          | 1           | 8             | 66          |
|  | 7%      | 7%      | 4%    | 16%      | 12%                  | 11%                  | 6%                   | 4%              | 7%  | 4%                   | 2%                   | 6%             | 8%        | 11%                | 4%             | 7%              | 6%             | 6%        | 9%          | 4%          | 7%            | 7%          |
| Economy/economic situation   | 528     | 451     | 17    | 60       | 183                  | 123                  | 157                  | 187             | 65  | 141                  | 76                   | 170            | 230       | 59                 | 66             | 400             | 277            | 47        | 204         | 20          | 70            | 513         |
|  | 54%     | 53%     | 36%   | 69%      | 55%                  | 51%                  | 52%                  | 54%             | 53% | 54%                  | 55%                  | 53%            | 61%       | 42%                | 49%            | 57%             | 61%            | 50%       | 47%         | 54%         | 64%           | 52%         |
| Education/schools  | 115     | 103     | 2     | 10       | 37                   | 27                   | 30                   | 48              | 12  | 35                   | 23                   | 34             | 57        | 9                  | 12             | 91              | 66             | 14        | 35          | 5           | 25            | 115         |
|  | 12%     | 12%     | 5%    | 11%      | 11%                  | 11%                  | 10%                  | 14%             | 10% | 13%                  | 16%                  | 11%            | 15%       | 7%                 | 9%             | 13%             | 15%            | 15%       | 8%          | 13%         | 23%           | 12%         |
| Foot and mouth outbreak/ farming crisis                            | 3       | 3       | -     | -        | -                    | -                    | 2                    | *               | *   | *                    | -                    | 1              | 2         | -                  | -              | 3               | 1              | 1         | -           | -           | 1             | 3           |
|  | *       | *       | -     | -        | -                    | -                    | 1%                   | *               | *   | *                    | -                    | *              | 1%        | -                  | -              | *               | *              | 2%        | -           | -           | 1%            | *           |
| GM/GM (Genetically modified) foods                                 | 5       | 4       | -     | 1        | 2                    | 1                    | 2                    | 1               | -   | 1                    | 1                    | 1              | 3         | 1                  | -              | 4               | 2              | 1         | 1           | -           | 3             | 5           |
|  | *       | *       | -     | 1%       | 1%                   | *                    | 1%                   | *               | -   | *                    | 1%                   | *              | 1%        | *                  | -              | 1%              | *              | 2%        | *           | -           | 2%            | 1%          |
| Heathrow/third runway at Heathrow                                  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
|  | -       | -       | -     | -        | -                    | -                    | -                    | -               | -   | -                    | -                    | -              | -         | -                  | -              | -               | -              | -         | -           | -           | -             | -           |
| Housing  | 48      | 47      | 1     | -        | 7                    | 7                    | 18                   | 23              | 8   | 18                   | 10                   | 6              | 17        | 13                 | 11             | 23              | 26             | 6         | 17          | 2           | 5             | 50          |
|  | 5%      | 6%      | 1%    | -        | 2%                   | 3%                   | 6%                   | 7%              | 7%  | 7%                   | 7%                   | 2%             | 4%        | 9%                 | 8%             | 3%              | 6%             | 6%        | 4%          | 7%          | 4%            | 5%          |
| Inflation/prices   | 92      | 82      | 5     | 4        | 36                   | 32                   | 28                   | 28              | 23  | 26                   | 3                    | 23             | 39        | 17                 | 14             | 61              | 45             | 7         | 40          | 4           | 5             | 83          |
|  | 9%      | 10%     | 11%   | 5%       | 11%                  | 13%                  | 9%                   | 8%              | 19% | 10%                  | 2%                   | 7%             | 13%       | 12%                | 10%            | 9%              | 10%            | 8%        | 9%          | 10%         | 5%            | 8%          |
| Local government/council tax                                       | 19      | 13      | 3     | 2        | 3                    | *                    | 9                    | 7               | 4   | 5                    | 2                    | 7              | 10        | -                  | 2              | 17              | 10             | 2         | 7           | 1           | 3             | 20          |
|  | 2%      | 2%      | 7%    | 3%       | 1%                   | *                    | 3%                   | 2%              | 3%  | 2%                   | 1%                   | 2%             | 3%        | -                  | 1%             | 2%              | 2%             | 2%        | 2%          | 2%          | 2%            | 2%          |
| Low pay/minimum wage/ fair wages                                   | 13      | 12      | 1     | -        | 4                    | 4                    | 7                    | 1               | 1   | 1                    | *                    | 3              | 4         | 3                  | 4              | 7               | 6              | 1         | 6           | 2           | 1             | 17          |
|  | 1%      | 1%      | 2%    | -        | 1%                   | 2%                   | 2%                   | *               | *   | *                    | *                    | 1%             | 1%        | 2%                 | 3%             | 1%              | 1%             | 1%        | 1%          | 5%          | 1%            | 2%          |
| Morality/individual behaviour/lifestyle                            | 98      | 85      | 6     | 7        | 34                   | 27                   | 30                   | 34              | 11  | 22                   | 11                   | 39             | 34        | 12                 | 13             | 73              | 41             | 9         | 47          | 2           | 18            | 91          |
|  | 10%     | 10%     | 12%   | 8%       | 10%                  | 11%                  | 10%                  | 10%             | 9%  | 9%                   | 8%                   | 12%            | 9%        | 9%                 | 9%             | 10%             | 9%             | 10%       | 11%         | 4%          | 16%           | 9%          |
| National Health Service/ Hospitals/Healthcare                      | 155     | 134     | 8     | 13       | 47                   | 34                   | 54                   | 54              | 10  | 39                   | 29                   | 52             | 73        | 16                 | 13             | 124             | 80             | 16        | 58          | 7           | 19            | 158         |
|  | 16%     | 16%     | 17%   | 15%      | 14%                  | 14%                  | 18%                  | 16%             | 9%  | 15%                  | 21%                  | 16%            | 19%       | 11%                | 10%            | 18%             | 18%            | 17%       | 14%         | 18%         | 17%           | 16%         |
| Nationalisation/ Government control of institutions                | 13      | 11      | 1     | 1        | 5                    | 4                    | 2                    | 6               | 1   | 3                    | 2                    | 4              | 6         | 1                  | 3              | 9               | 7              | -         | 6           | 1           | 1             | 14          |
|  | 1%      | 1%      | 2%    | 2%       | 1%                   | 1%                   | 1%                   | 2%              | 1%  | 1%                   | 1%                   | 1%             | 2%        | 1%                 | 2%             | 1%              | 2%             | -         | 1%          | 4%          | 1%            | 1%          |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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+

|  | Regions    |            |            |            |                      |                      |                      |                 |            |                      | Home ownership       |            |            |                    |                | Working status  |            |            |             |             | Unwtd total |               |    |
|--|------------|------------|------------|------------|----------------------|----------------------|----------------------|-----------------|------------|----------------------|----------------------|------------|------------|--------------------|----------------|-----------------|------------|------------|-------------|-------------|-------------|---------------|----|
|  | Total      | England    | Wales      | Scotland   | North incl. Scotland | North excl. Scotland | Midlands incl. Wales | South incl. GLC | GLC        | South East incl. GLC | South East excl. GLC | Owned      | Mortgaged  | Rented Council/ HA | Private rented | Owned/ mortgage | Full time  | Part time  | Not working | Unem ployed |             | Self-employed |    |
| Northern Ireland   | -          | -          | -          | -          | -                    | -                    | -                    | -               | -          | -                    | -                    | -          | -          | -                  | -              | -               | -          | -          | -           | -           | -           | -             | -  |
| Nuclear weapons/nuclear war/disarmament                    | 4          | 4          | -          | -          | 1                    | 1                    | 1                    | 1               | -          | 1                    | 1                    | 3          | *          | *                  | -              | 3               | 2          | -          | 1           | -           | -           | -             | 6  |
|  | *          | *          | -          | -          | *                    | 1%                   | *                    | *               | -          | *                    | *                    | 1%         | *          | *                  | -              | *               | 1%         | -          | *           | -           | -           | -             | 1% |
| Pensions/social security/benefits                          | 33         | 30         | *          | 3          | 7                    | 4                    | 11                   | 15              | 2          | 7                    | 5                    | 17         | 11         | 2                  | 2              | 29              | 9          | 4          | 21          | *           | 4           | 35            |    |
|  | 3%         | 4%         | 1%         | 3%         | 2%                   | 2%                   | 4%                   | 4%              | 2%         | 3%                   | 4%                   | 5%         | 3%         | 2%                 | 2%             | 4%              | 2%         | 4%         | 5%          | 1%          | 3%          | 4%            |    |
| Petrol prices/fuel   | 13         | 11         | -          | 2          | 5                    | 3                    | 6                    | 2               | 2          | 2                    | -                    | 7          | 5          | 1                  | 1              | 12              | 5          | 1          | 8           | 1           | 2           | 12            |    |
|  | 1%         | 1%         | -          | 3%         | 2%                   | 1%                   | 2%                   | *               | 1%         | 1%                   | -                    | 2%         | 1%         | 1%                 | 1%             | 2%              | 1%         | 1%         | 2%          | 3%          | 2%          | 1%            |    |
| Pollution/environment                                      | 51         | 45         | -          | 6          | 15                   | 9                    | 14                   | 22              | 6          | 18                   | 12                   | 19         | 21         | 2                  | 10             | 40              | 29         | 6          | 16          | -           | 11          | 55            |    |
|  | 5%         | 5%         | -          | 7%         | 5%                   | 4%                   | 5%                   | 6%              | 5%         | 7%                   | 9%                   | 6%         | 5%         | 1%                 | 7%             | 6%              | 6%         | 6%         | 4%          | -           | 10%         | 6%            |    |
| Pound/exchange rate/ value of pound                        | 9          | 8          | -          | 1          | 4                    | 3                    | 4                    | 1               | -          | 1                    | 1                    | 5          | 2          | 1                  | -              | 8               | 4          | 1          | 3           | -           | 2           | 11            |    |
|  | 1%         | 1%         | -          | 1%         | 1%                   | 1%                   | 1%                   | *               | -          | *                    | 1%                   | 2%         | 1%         | 1%                 | -              | 1%              | 1%         | 1%         | 1%          | -           | 2%          | 1%            |    |
| Poverty/inequality   | 57         | 45         | 4          | 7          | 18                   | 11                   | 17                   | 22              | 6          | 18                   | 12                   | 20         | 16         | 11                 | 8              | 36              | 32         | 10         | 15          | 2           | 2           | 66            |    |
|  | 6%         | 5%         | 9%         | 8%         | 5%                   | 4%                   | 6%                   | 6%              | 5%         | 7%                   | 9%                   | 6%         | 4%         | 8%                 | 6%             | 5%              | 7%         | 10%        | 4%          | 5%          | 2%          | 7%            |    |
| Privatisation  | 4          | 2          | 2          | -          | 1                    | 1                    | 2                    | 1               | 1          | 1                    | -                    | 1          | 4          | -                  | -              | 4               | 2          | 1          | 1           | -           | 1           | 3             |    |
|  | *          | *          | 4%         | -          | *                    | 1%                   | 1%                   | *               | 1%         | *                    | -                    | *          | 1%         | -                  | -              | 1%              | *          | 2%         | *           | -           | 1%          | *             |    |
| Public services in general                                 | 30         | 22         | 7          | 1          | 3                    | 3                    | 15                   | 11              | 5          | 8                    | 3                    | 8          | 17         | 4                  | 1              | 25              | 16         | 1          | 12          | *           | 8           | 27            |    |
|  | 3%         | 3%         | 15%        | 1%         | 1%                   | 1%                   | 5%                   | 3%              | 4%         | 3%                   | 2%                   | 2%         | 4%         | 3%                 | 1%             | 4%              | 4%         | 1%         | 3%          | 1%          | 7%          | 3%            |    |
| Race relations/ immigration/immigrants                     | 247        | 223        | 8          | 16         | 86                   | 70                   | 85                   | 76              | 22         | 51                   | 28                   | 84         | 103        | 37                 | 22             | 187             | 114        | 25         | 108         | 14          | 26          | 255           |    |
|  | 25%        | 26%        | 17%        | 18%        | 26%                  | 29%                  | 28%                  | 22%             | 18%        | 20%                  | 21%                  | 26%        | 27%        | 26%                | 17%            | 27%             | 25%        | 26%        | 25%         | 38%         | 24%         | 26%           |    |
| Scottish/Welsh Assembly/ Devolution/ Constitutional reform | 4          | 4          | -          | -          | 1                    | 1                    | 1                    | 2               | -          | 2                    | 2                    | 2          | 2          | -                  | -              | 4               | 2          | 1          | -           | -           | 1           | 3             |    |
|  | *          | *          | -          | -          | *                    | 1%                   | *                    | *               | -          | 1%                   | 1%                   | *          | 1%         | -                  | -              | 1%              | 1%         | 1%         | -           | -           | 1%          | *             |    |
| Taxation   | 23         | 19         | 1          | 3          | 8                    | 5                    | 6                    | 9               | 8          | 8                    | -                    | 5          | 11         | 1                  | 6              | 16              | 16         | 1          | 6           | 1           | 6           | 22            |    |
|  | 2%         | 2%         | 2%         | 3%         | 2%                   | 2%                   | 2%                   | 3%              | 7%         | 3%                   | -                    | 2%         | 3%         | 1%                 | 4%             | 2%              | 4%         | 1%         | 1%          | 3%          | 5%          | 2%            |    |
| Trade unions/strikes                                       | 1          | 1          | -          | -          | -                    | -                    | 1                    | -               | -          | -                    | -                    | 1          | -          | -                  | -              | 1               | -          | -          | 1           | -           | -           | 1             |    |
|  | *          | *          | -          | -          | -                    | -                    | -                    | -               | -          | -                    | -                    | *          | -          | -                  | -              | *               | -          | -          | *           | -           | -           | *             |    |
| Transport/public transport                                 | 10         | 8          | 1          | 1          | 1                    | -                    | 4                    | 5               | 1          | 2                    | 1                    | 4          | 3          | 2                  | 1              | 7               | 6          | -          | 4           | *           | 2           | 11            |    |
|  | 1%         | 1%         | 1%         | 1%         | *                    | -                    | 1%                   | 1%              | 1%         | 1%                   | 1%                   | 1%         | 1%         | 1%                 | 1%             | 1%              | 1%         | -          | 1%          | 1%          | 1%          | 1%            |    |
| Unemployment/factory closure/lack of industry              | 289        | 242        | 18         | 29         | 110                  | 81                   | 96                   | 83              | 20         | 58                   | 38                   | 83         | 124        | 51                 | 29             | 208             | 142        | 29         | 119         | 12          | 18          | 294           |    |
|  | 30%        | 29%        | 38%        | 33%        | 33%                  | 33%                  | 32%                  | 24%             | 16%        | 22%                  | 27%                  | 26%        | 33%        | 36%                | 22%            | 30%             | 31%        | 31%        | 27%         | 32%         | 17%         | 30%           |    |
| Other  | 76         | 65         | 3          | 8          | 35                   | 27                   | 23                   | 19              | 7          | 13                   | 6                    | 25         | 30         | 9                  | 11             | 55              | 41         | 5          | 30          | *           | 7           | 77            |    |
|  | 8%         | 8%         | 6%         | 9%         | 11%                  | 11%                  | 8%                   | 5%              | 5%         | 5%                   | 5%                   | 8%         | 8%         | 6%                 | 8%             | 8%              | 9%         | 6%         | 7%          | 1%          | 6%          | 8%            |    |
| Don't know   | 33         | 28         | 2          | 3          | 12                   | 9                    | 9                    | 12              | 6          | 11                   | 5                    | 5          | 6          | 8                  | 14             | 11              | 9          | 2          | 22          | 1           | 1           | 35            |    |
|  | 3%         | 3%         | 5%         | 4%         | 4%                   | 4%                   | 3%                   | 3%              | 5%         | 4%                   | 3%                   | 2%         | 1%         | 6%                 | 11%            | 2%              | 2%         | 2%         | 5%          | 2%          | 1%          | 4%            |    |
| <b>Mean</b>  | <b>2.4</b> | <b>2.3</b> | <b>2.4</b> | <b>2.6</b> | <b>2.4</b>           | <b>2.3</b>           | <b>2.4</b>           | <b>2.3</b>      | <b>2.3</b> | <b>2.3</b>           | <b>2.2</b>           | <b>2.4</b> | <b>2.5</b> | <b>2.2</b>         | <b>2.1</b>     | <b>2.4</b>      | <b>2.5</b> | <b>2.4</b> | <b>2.3</b>  | <b>2.2</b>  | <b>2.6</b>  | <b>2.3</b>    |    |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)



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Table 9

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

Base : All respondents aged 18+

|   | 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  | 978   | 251           | 246    | 111              | 727               | 501   | 122            | 134        | 273      | 294           | 513              | 158            | 300   | 255                         | 166     | 115     | 978         |
| Weighted total  | 978   | 274           | 240    | 106              | 704               | 485   | 125            | 113        | 317      | 312           | 528              | 155            | 308   | 247                         | 169     | 115     | 978         |
| AIDS  | 1*    | -             | 1*     | 1                | 1*                | 1*  | -              | 1          | 1*       | -             | 1*               | -              | 1*    | -                           | -       | -       | 2*          |
| Animal welfare  | 5*    | 1*            | 1      | -                | 4                 | 2*  | -              | 1          | 3        | -             | 2*               | -              | -     | *                           | 1       | 1       | 5           |
| Bird flu/pandemic flu/<br>swine flu   | 38    | 3             | 19     | 1                | 34                | 10  | 5              | 5          | 6        | 10            | 22               | 1              | 12    | 2                           | 7       | 5       | 31          |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 16    | 8             | 3      | -                | 8                 | 8   | -              | 4          | 2        | 2             | 9                | -              | 4     | 4                           | 2       | 5       | 13          |
| Countryside/rural life  | 9     | 3             | 4      | 2                | 6                 | 6   | -              | -          | 3        | 1             | 6                | 1              | 3     | 2                           | -       | 1       | 7           |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 308   | 92            | 84     | 29               | 216               | 137   | 41             | 41         | 97       | 96            | 135              | 47             | 308   | 64                          | 40      | 32      | 300         |
| Defence/foreign affairs/<br>international terrorism                         | 169   | 57            | 38     | 17               | 112               | 104   | 18             | 16         | 64       | 44            | 94               | 24             | 40    | 32                          | 169     | 15      | 166         |
| Drug abuse  | 72    | 22            | 20     | 5                | 50                | 23  | 15             | 12         | 14       | 29            | 40               | 11             | 40    | 13                          | 9       | 12      | 66          |
| Economy/economic<br>situation   | 528   | 158           | 124    | 66               | 369               | 276   | 64             | 50         | 188      | 182           | 528              | 80             | 135   | 118                         | 94      | 76      | 513         |
| Education/schools   | 115   | 42            | 31     | 17               | 73                | 63  | 12             | 10         | 52       | 52            | 76               | 40             | 32    | 14                          | 15      | 115     | 115         |
| Foot and mouth outbreak/<br>farming crisis                                  | 3*    | -             | 3      | -                | 3                 | 2*  | -              | -          | 1        | 2             | 1*               | 2              | *     | -                           | -       | 1       | 3           |
| GM/GM (Genetically<br>modified) foods                                       | 5*    | 1*            | 1      | -                | 4                 | 3   | 1              | -          | 3        | 1             | 3                | 1              | -     | 2                           | -       | -       | 5           |
| Heathrow/third runway at<br>Heathrow  | -     | -             | -      | -                | -                 | -   | -              | -          | -        | -             | -                | -              | -     | -                           | -       | -       | -           |
| Housing   | 48    | 14            | 19     | 2                | 34                | 22  | 7              | 5          | 18       | 18            | 23               | 11             | 10    | 12                          | 3       | 8       | 50          |
| Inflation/prices  | 92    | 29            | 22     | 4                | 63                | 33  | 15             | 7          | 19       | 25            | 46               | 7              | 36    | 32                          | 11      | 5       | 83          |
| Local government/council<br>tax   | 19    | 6             | 3      | 3                | 13                | 13  | 4              | -          | 5        | 5             | 7                | 2              | 5     | 4                           | 3       | 3       | 20          |
| Low pay/minimum wage/<br>fair wages   | 13    | 6             | 4      | 1                | 7                 | 7   | 1              | 2          | 1        | 1             | 2                | *              | 3     | 2                           | -       | 1       | 17          |
| Morality/individual<br>behaviour/lifestyle                                  | 98    | 39            | 24     | 10               | 59                | 53  | 13             | 10         | 30       | 33            | 51               | 6              | 39    | 24                          | 14      | 9       | 91          |
| National Health Service/<br>Hospitals/Healthcare                            | 155   | 52            | 42     | 21               | 103               | 99  | 13             | 15         | 67       | 49            | 80               | 155            | 47    | 35                          | 24      | 40      | 158         |
| Nationalisation/<br>Government control of<br>institutions                   | 13    | 1             | 1      | 4                | 12                | 7   | 1              | 1          | 5        | 2             | 8                | -              | 3     | *                           | 1       | 14      |             |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

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Table 9

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

Base : All respondents aged 18+

|  | Voting        |            |                  |                   | Likely to vote in an immediate general election |                | Income     |            | H/hold        | Important issues |                |            |                             |            |            | Unwtd total |
|--|---------------|------------|------------------|-------------------|---|----------------|------------|------------|---------------|------------------|----------------|------------|-----------------------------|------------|------------|-------------|
|  | Conser vative | Labour     | Liberal Democrat | NOT Conser vative | 10/10 certain to vote                           | Would not vote | Under 9.5k | Over 25k   | With children | Economy          | NHS/ Hospitals | Crime      | Immigra tion/Race relations | Defence    | Schools    |             |
| Northern Ireland   | -             | -          | -                | -                 | -   | -              | -          | -          | -             | -                | -              | -          | -                           | -          | -          | -           |
| Nuclear weapons/nuclear war/disarmament                  | 4*            | 1%         | 1%               | *                 | 2*  | 1*             | 1%         | 2*         | 1%            | 2*               | 1%             | 2*         | 1%                          | -          | *          | 6%          |
| Pensions/social security/benefits                        | 33%           | 19%        | 4%               | 2%                | 5%  | 2%             | 3%         | 2%         | 3%            | 14%              | 7%             | 2%         | 3%                          | 2%         | 2%         | 35%         |
| Petrol prices/fuel                                       | 13%           | 1%         | 5%               | -                 | 12%   | 2%             | -          | 3%         | 3%            | 7%               | 1%             | 1%         | -                           | -          | 1%         | 12%         |
| Pollution/environment                                    | 51%           | 8%         | 12%              | 14%               | 43%   | 32%            | 4%         | 26%        | 16%           | 28%              | 10%            | 12%        | 6%                          | 10%        | 11%        | 55%         |
| Pound/exchange rate/value of pound                       | 9%            | 6%         | -                | -                 | 3%  | 3%             | -          | 4%         | 2%            | 4%               | -              | 2%         | 1%                          | 1%         | 2%         | 11%         |
| Poverty/inequality                                       | 57%           | 11%        | 15%              | 5%                | 45%   | 28%            | 6%         | 19%        | 16%           | 24%              | 12%            | 13%        | 10%                         | 8%         | 8%         | 66%         |
| Privatisation  | 4*            | -          | 2%               | -                 | 4%  | 1*             | -          | 4%         | 2%            | 3%               | -              | -          | -                           | 1%         | -          | 3%          |
| Public services in general                               | 30%           | 12%        | 4%               | 4%                | 17%   | 15%            | 1%         | 11%        | 12%           | 12%              | 3%             | 7%         | 3%                          | 4%         | 2%         | 27%         |
| Race relations/immigration/immigrants                    | 247%          | 80%        | 46%              | 22%               | 167%  | 127%           | 28%        | 88%        | 70%           | 118%             | 35%            | 64%        | 247%                        | 32%        | 14%        | 255%        |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 4*            | 1*         | -                | -                 | 2*  | 3%             | -          | 3%         | -             | -                | 2%             | 2%         | 1%                          | -          | -          | 3%          |
| Taxation   | 23%           | 14%        | *                | 1%                | 8%  | 13%            | -          | 9%         | 7%            | 12%              | 4%             | 6%         | 6%                          | *          | 5%         | 22%         |
| Trade unions/strikes                                     | 1*            | -          | -                | -                 | 1*  | -              | -          | -          | 1*            | 1*               | -              | -          | -                           | 1*         | -          | 1*          |
| Transport/public transport                               | 10%           | 4%         | 2%               | 2%                | 6%  | 8%             | 1%         | 3%         | 3%            | 4%               | 2%             | 1%         | -                           | -          | 2%         | 11%         |
| Unemployment/factory closure/lack of industry            | 289%          | 80%        | 72%              | 32%               | 210%  | 138%           | 30%        | 93%        | 90%           | 144%             | 48%            | 91%        | 69%                         | 37%        | 29%        | 294%        |
| Other  | 76%           | 18%        | 15%              | 12%               | 58%   | 45%            | 8%         | 26%        | 20%           | 33%              | 6%             | 8%         | 15%                         | 8%         | 2%         | 77%         |
| Don't know   | 33%           | 3%         | 3%               | 2%                | 30%   | 10%            | 8%         | 2%         | 20%           | -                | -              | -          | -                           | -          | -          | 35%         |
| <b>Mean</b>  | <b>2.4</b>    | <b>2.6</b> | <b>2.4</b>       | <b>2.5</b>        | <b>2.3</b>                                      | <b>2.4</b>     | <b>2.0</b> | <b>2.5</b> | <b>2.4</b>    | <b>2.7</b>       | <b>3.1</b>     | <b>2.8</b> | <b>2.0</b>                  | <b>2.8</b> | <b>3.4</b> | <b>2.3</b>  |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  | 978        | 680        | 112       | 186        | 900        | 78        | 213                      | 765        | 978         |
| Weighted total  | 978        | 679        | 111       | 189        | 895        | 83        | 117                      | 861        | 978         |
| AIDS  | 1<br>*     | 1<br>*     | -         | 1<br>*     | 1<br>*     | 1%<br>*   | 1%<br>*                  | 1<br>*     | 2<br>*      |
| Animal welfare  | 5<br>*     | 5<br>1%    | -         | -          | 5<br>1%    | -         | *                        | 4<br>1%    | 5<br>1%     |
| Bird flu/pandemic flu/<br>swine flu   | 38<br>4%   | 33<br>5%   | 2<br>2%   | 2<br>1%    | 29<br>3%   | 9<br>11%  | 1<br>1%                  | 36<br>4%   | 31<br>3%    |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 16<br>2%   | 11<br>2%   | 2<br>2%   | 4<br>2%    | 16<br>2%   | -         | -                        | 16<br>2%   | 13<br>1%    |
| Countryside/rural life  | 9<br>1%    | 4<br>1%    | 1<br>1%   | 4<br>2%    | 9<br>1%    | -         | -                        | 9<br>1%    | 7<br>1%     |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 308<br>32% | 223<br>33% | 29<br>26% | 56<br>30%  | 274<br>31% | 34<br>41% | 30<br>25%                | 279<br>32% | 300<br>31%  |
| Defence/foreign affairs/<br>international terrorism                         | 169<br>17% | 106<br>16% | 31<br>28% | 32<br>17%  | 159<br>18% | 10<br>12% | 18<br>15%                | 151<br>18% | 166<br>17%  |
| Drug abuse  | 72<br>7%   | 52<br>8%   | 7<br>6%   | 13<br>7%   | 60<br>7%   | 12<br>15% | 4<br>3%                  | 68<br>8%   | 66<br>7%    |
| Economy/economic<br>situation   | 528<br>54% | 356<br>52% | 67<br>61% | 105<br>55% | 494<br>55% | 34<br>41% | 64<br>54%                | 464<br>54% | 513<br>52%  |
| Education/schools   | 115<br>12% | 75<br>11%  | 10<br>9%  | 31<br>16%  | 103<br>11% | 12<br>15% | 25<br>21%                | 91<br>11%  | 115<br>12%  |
| Foot and mouth outbreak/<br>farming crisis                                  | 3<br>*     | 3<br>*     | -         | -          | 1<br>*     | 1<br>1%   | 1<br>1%                  | 1<br>*     | 3<br>*      |
| GM/GM (Genetically<br>modified) foods                                       | 5<br>*     | 3<br>*     | -         | 1<br>1%    | 4<br>*     | 1<br>1%   | 1<br>1%                  | 4<br>*     | 5<br>1%     |
| Heathrow/third runway at<br>Heathrow  | -<br>-     | -<br>-     | -         | -          | -          | -         | -                        | -          | -<br>-      |
| Housing   | 48<br>5%   | 37<br>5%   | 3<br>3%   | 8<br>4%    | 42<br>5%   | 6<br>8%   | 8<br>7%                  | 40<br>5%   | 50<br>5%    |
| Inflation/prices  | 92<br>9%   | 77<br>11%  | 6<br>5%   | 9<br>5%    | 80<br>9%   | 12<br>15% | 8<br>7%                  | 84<br>10%  | 83<br>8%    |
| Local government/council<br>tax   | 19<br>2%   | 13<br>2%   | 3<br>3%   | 2<br>1%    | 16<br>2%   | 3<br>3%   | 2<br>2%                  | 17<br>2%   | 20<br>2%    |
| Low pay/minimum wage/<br>fair wages   | 13<br>1%   | 9<br>1%    | -         | 4<br>2%    | 11<br>1%   | 2<br>3%   | 2<br>2%                  | 11<br>1%   | 17<br>2%    |
| Morality/individual<br>behaviour/lifestyle                                  | 98<br>10%  | 67<br>10%  | 12<br>11% | 20<br>10%  | 92<br>10%  | 6<br>8%   | 8<br>7%                  | 90<br>10%  | 91<br>9%    |
| National Health Service/<br>Hospitals/Healthcare                            | 155<br>16% | 103<br>15% | 20<br>18% | 32<br>17%  | 150<br>17% | 4<br>5%   | 25<br>21%                | 130<br>15% | 158<br>16%  |
| Nationalisation/<br>Government control of<br>institutions                   | 13<br>1%   | 10<br>1%   | *         | 3<br>2%    | 13<br>1%   | -         | 2<br>2%                  | 11<br>1%   | 14<br>1%    |
| Northern Ireland  | -<br>-     | -<br>-     | -         | -          | -          | -         | -                        | -          | -<br>-      |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

## Issues Index FINAL

Table 10

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

Base : All respondents aged 18+

|  | Total      | Urbanity   |            |            | Ethnicity  |            | Working in Public Sector |            | Unwtd total |
|--|------------|------------|------------|------------|------------|------------|--------------------------|------------|-------------|
|  |            | Urban      | Rural      | Mixed      | White      | BME        | Yes                      | No         |             |
| Nuclear weapons/nuclear war/disarmament                  | 4<br>*     | 3<br>*     | -          | 1<br>*     | 4<br>*     | -          | 2<br>2%                  | 1<br>*     | 6<br>1%     |
| Pensions/social security/benefits                        | 33<br>3%   | 27<br>4%   | 2<br>2%    | 5<br>3%    | 33<br>4%   | -          | 4<br>3%                  | 30<br>3%   | 35<br>4%    |
| Petrol prices/fuel                                       | 13<br>1%   | 11<br>2%   | 1<br>1%    | 2<br>1%    | 10<br>1%   | 4<br>4%    | 1<br>1%                  | 12<br>1%   | 12<br>1%    |
| Pollution/environment                                    | 51<br>5%   | 34<br>5%   | 7<br>6%    | 11<br>6%   | 50<br>6%   | 1<br>1%    | 10<br>9%                 | 41<br>5%   | 55<br>6%    |
| Pound/exchange rate/value of pound                       | 9<br>1%    | 7<br>1%    | -          | 2<br>1%    | 9<br>1%    | -          | 1<br>1%                  | 8<br>1%    | 11<br>1%    |
| Poverty/inequality                                       | 57<br>6%   | 45<br>7%   | 5<br>4%    | 7<br>4%    | 49<br>5%   | 8<br>9%    | 14<br>12%                | 42<br>5%   | 66<br>7%    |
| Privatisation  | 4<br>*     | 2<br>*     | -          | 2<br>1%    | 4<br>*     | -          | -                        | 4<br>1%    | 3<br>*      |
| Public services in general                               | 30<br>3%   | 20<br>3%   | -          | 10<br>5%   | 28<br>3%   | 2<br>3%    | 2<br>2%                  | 28<br>3%   | 27<br>3%    |
| Race relations/immigration/immigrants                    | 247<br>25% | 177<br>26% | 29<br>26%  | 41<br>22%  | 238<br>27% | 9<br>11%   | 27<br>23%                | 220<br>25% | 255<br>26%  |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 4<br>*     | 4<br>1%    | -          | -          | 4<br>*     | -          | -                        | 4<br>*     | 3<br>*      |
| Taxation   | 23<br>2%   | 15<br>2%   | 1<br>1%    | 7<br>4%    | 20<br>2%   | 3<br>3%    | 3<br>3%                  | 20<br>2%   | 22<br>2%    |
| Trade unions/strikes                                     | 1<br>*     | 1<br>*     | -          | -          | -          | 1<br>1%    | -                        | 1<br>*     | 1<br>*      |
| Transport/public transport                               | 10<br>1%   | 4<br>1%    | -          | 5<br>3%    | 10<br>1%   | -          | 1<br>1%                  | 9<br>1%    | 11<br>1%    |
| Unemployment/factory closure/lack of industry            | 289<br>30% | 200<br>30% | 35<br>32%  | 54<br>29%  | 269<br>30% | 20<br>24%  | 37<br>32%                | 252<br>29% | 294<br>30%  |
| Other  | 76<br>8%   | 53<br>8%   | 10<br>9%   | 14<br>7%   | 74<br>8%   | 3<br>3%    | 10<br>8%                 | 67<br>8%   | 77<br>8%    |
| Don't know   | 33<br>3%   | 25<br>4%   | 3<br>2%    | 5<br>3%    | 26<br>3%   | 7<br>9%    | 3<br>2%                  | 31<br>4%   | 35<br>4%    |
| <b>Mean</b>  | <b>2.4</b> | <b>2.4</b> | <b>2.3</b> | <b>2.4</b> | <b>2.4</b> | <b>2.3</b> | <b>2.4</b>               | <b>2.4</b> | <b>2.3</b>  |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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 |
| Unweighted total  | 978                        | 49            | 125        | 65         | 25           | 53              | 4               | 59           | 5                    | 16              | 34        | 5            | 27         | 160     | 44        | 10               | 372           | 35    | 164     | 405     | 165         | 240              | 978           |
| Weighted total  | 978                        | 48            | 127        | 62         | 21           | 61              | 5               | 54           | 3                    | 15              | 48        | 5            | 20         | 157     | 53        | 11               | 366           | 36    | 172     | 402     | 167         | 230              | 978           |
| AIDS  | 1                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | 1             | -     | -       | -       | -           | -                | 2             |
| Animal welfare  | 5                          | -             | *          | -          | -            | -               | -               | -            | -                    | -               | 2         | -            | -          | -       | -         | -                | 2             | -     | -       | 2       | *           | -                | 5             |
| Bird flu/pandemic flu/<br>swine flu   | 38                         | -             | 3          | 2          | 1            | 4               | -               | 2            | -                    | 3               | 9         | -            | 2          | 1       | -         | 9                | -             | 10    | 16      | 3       | 6           | 31               |               |
| Common Market/EU/Europe/<br>EURO/Constitution                               | 16                         | -             | 7          | -          | 1            | -               | -               | 1            | -                    | -               | -         | -            | -          | 3       | 1         | -                | 3             | 2     | 3       | 10      | 7           | 3                | 13            |
| Countryside/rural life  | 9                          | -             | 2          | -          | 1            | -               | 2               | -            | -                    | -               | -         | -            | -          | -       | -         | -                | 5             | -     | 2       | 2       | 2           | 7                |               |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | 308                        | 21            | 40         | 26         | 1            | 16              | -               | 16           | 1                    | 2               | 18        | 2            | 4          | 48      | 13        | 6                | 111           | 9     | 45      | 141     | 59          | 73               | 300           |
| Defence/foreign affairs/<br>international terrorism                         | 169                        | 7             | 19         | 8          | 7            | 20              | 2               | 9            | 2                    | 1               | 10        | 1            | 3          | 21      | 16        | -                | 63            | 7     | 45      | 61      | 25          | 34               | 166           |
| Drug abuse  | 72                         | 4             | 9          | 2          | 4            | 5               | -               | 4            | 1                    | *               | 1         | -            | 2          | 9       | 5         | 2                | 29            | 3     | 11      | 25      | 13          | 13               | 66            |
| Economy/economic<br>situation   | 528                        | 19            | 70         | 30         | 10           | 47              | 5               | 41           | 3                    | 12              | 21        | 4            | 12         | 80      | 34        | 5                | 193           | 17    | 128     | 194     | 82          | 116              | 513           |
| Education/schools   | 115                        | 8             | 16         | 4          | 1            | 11              | -               | 12           | -                    | 5               | 2         | 1            | 3          | 13      | 11        | 3                | 41            | 6     | 34      | 36      | 22          | 18               | 115           |
| Foot and mouth outbreak/<br>farming crisis                                  | 3                          | -             | -          | -          | -            | -               | -               | 1            | -                    | -               | *         | -            | -          | *       | -         | -                | -             | -     | 1       | *       | -           | *                | 3             |
| GM/GM (Genetically<br>modified) foods                                       | 5                          | -             | -          | -          | -            | -               | -               | 3            | -                    | -               | -         | -            | 1          | -       | -         | -                | 1             | -     | 3       | 1       | -           | 1                | 5             |
| Heathrow/third runway at<br>Heathrow  | -                          | -             | -          | -          | -            | -               | -               | 5            | -                    | -               | -         | -            | 3          | -       | -         | -                | *             | -     | 2       | *       | -           | *                | 1             |
| Housing   | 48                         | 2             | 7          | 3          | -            | 4               | -               | 6            | -                    | -               | 5         | -            | 2          | 11      | -         | 2                | 17            | -     | 9       | 25      | 8           | 14               | 50            |
| Inflation/prices  | 92                         | 4             | 8          | 1          | 1            | 5               | 2               | 1            | 1                    | *               | 4         | 1            | -          | 15      | 3         | 1                | 42            | 2     | 11      | 33      | 11          | 17               | 83            |
| Local government/council<br>tax   | 19                         | 1             | 5          | -          | 1            | 1               | -               | 1            | -                    | 1               | 2         | -            | -          | 3       | 2         | -                | 5             | -     | 4       | 9       | 6           | 4                | 20            |
| Low pay/minimum wage/<br>fair wages   | 13                         | 1             | 2          | -          | 1            | -               | -               | -            | -                    | -               | 2         | -            | 1          | 4       | -         | -                | 4             | -     | 1       | 7       | 4           | 5                | 17            |
| Morality/individual<br>behaviour/lifestyle                                  | 98                         | 8             | 13         | 8          | -            | 5               | -               | 5            | -                    | 4               | -         | *            | 1          | 6       | 10        | 1                | 43            | 6     | 18      | 34      | 21          | 14               | 91            |
| National Health Service/<br>Hospitals/Healthcare                            | 155                        | 13            | 28         | 15         | 3            | 15              | -               | 12           | 1                    | 5               | 4         | 3            | 2          | 22      | 9         | 4                | 48            | 8     | 38      | 65      | 38          | 32               | 158           |
| Nationalisation/<br>Government control of<br>institutions                   | 13                         | 1             | 2          | 1          | -            | 1               | -               | 1            | -                    | 2               | -         | -            | 1          | 2       | 1         | 1                | 5             | -     | 2       | 5       | 2           | 3                | 14            |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 2009  
Number of sample points : 206  
Source : Ipsos MORI (JN Q218)

## Issues Index FINAL

Table 11

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

Base : All respondents aged 18+

|  | Daily newspaper readership |               |            |            |              |                 |                 |              |                      |                 |            |              |            |            |            |                  |               |            |            |            | Unwt'd total |                  |               |
|--|----------------------------|---------------|------------|------------|--------------|-----------------|-----------------|--------------|----------------------|-----------------|------------|--------------|------------|------------|------------|------------------|---------------|------------|------------|------------|--------------|------------------|---------------|
|  | Total                      | Daily Express | Daily Mail | The Mirror | Daily Record | Daily Telegraph | Financial Times | The Guardian | The Herald (Glasgow) | The Independent | The Metro  | The Scotsman | Daily Star | The Sun    | The Times  | Evening Standard | None of these | Other      | Quality    | Popular    |              | Mid market press | Red top press |
| Northern Ireland   | -                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | -             | -          | -          | -          | -            | -                | -             |
| Nuclear weapons/nuclear war/disarmament                  | 4*                         | 1             | 1          | -          | -            | 1               | -               | -            | -                    | 1               | -          | -            | *          | -          | -          | -                | *             | -          | 1          | 2          | 2            | *                | 6             |
|  |                            | 1%            | 1%         | -          | -            | 1%              | -               | -            | -                    | 4%              | -          | -            | 2%         | -          | -          | -                | *             | -          | 1%         | *          | 1%           | *                | 1%            |
| Pensions/social security/benefits                        | 33                         | 5             | 6          | 1          | 2            | 5               | -               | -            | -                    | 1               | -          | -            | *          | 2          | 2          | -                | 10            | 3          | 7          | 14         | 10           | 4                | 35            |
|  | 3%                         | 10%           | 5%         | 1%         | 8%           | 7%              | -               | -            | -                    | 9%              | -          | -            | 2%         | 1%         | 3%         | -                | 3%            | 9%         | 4%         | 4%         | 6%           | 2%               | 4%            |
| Petrol prices/fuel                                       | 13                         | 1             | 2          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | 2          | 3          | 1          | -                | 1             | -          | 1          | 6          | 3            | 3                | 12            |
|  | 1%                         | 2%            | 1%         | -          | -            | -               | -               | -            | -                    | -               | -          | -            | 8%         | 2%         | 3%         | -                | *             | -          | 1%         | 1%         | 2%           | 1%               | 1%            |
| Pollution/environment                                    | 51                         | -             | 3          | -          | 1            | 3               | 1               | 16           | 1                    | 2               | 4          | 1            | -          | 1          | 3          | -                | 19            | -          | 24         | 9          | 3            | 3                | 55            |
|  | 5%                         | -             | 2%         | -          | 6%           | 5%              | 23%             | 30%          | 37%                  | 11%             | 9%         | 23%          | -          | 1%         | 7%         | -                | 5%            | -          | 14%        | 2%         | 2%           | 1%               | 6%            |
| Pound/exchange rate/value of pound                       | 9                          | -             | 1          | -          | 1            | 2               | -               | -            | -                    | -               | -          | -            | -          | 2          | -          | -                | 3             | -          | 2          | 3          | 1            | 2                | 11            |
|  | 1%                         | -             | 1%         | -          | 3%           | 3%              | -               | -            | -                    | -               | -          | -            | -          | 1%         | -          | -                | 1%            | -          | 1%         | 1%         | 1%           | 1%               | 1%            |
| Poverty/inequality                                       | 57                         | 3             | 11         | 7          | 1            | 3               | -               | 7            | *                    | 3               | 8          | -            | 2          | 11         | 4          | 3                | 11            | 1          | 13         | 32         | 13           | 18               | 66            |
|  | 6%                         | 7%            | 9%         | 11%        | 4%           | 5%              | -               | 13%          | 6%                   | 18%             | 17%        | -            | 11%        | 7%         | 8%         | 31%              | 3%            | 3%         | 8%         | 8%         | 8%           | 8%               | 7%            |
| Privatisation  | 4                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | 4             | -          | -          | -          | -            | -                | 3             |
|  | *                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | 1%            | -          | -          | -          | -            | -                | *             |
| Public services in general                               | 30                         | 1             | 7          | 1          | -            | 1               | -               | 2            | -                    | -               | 2          | -            | -          | 4          | 2          | -                | 12            | *          | 4          | 13         | 7            | 5                | 27            |
|  | 3%                         | 2%            | 5%         | 1%         | -            | 2%              | -               | 3%           | -                    | -               | 5%         | -            | -          | 3%         | 3%         | -                | 3%            | 1%         | 2%         | 3%         | 4%           | 2%               | 3%            |
| Race relations/immigration/immigrants                    | 247                        | 14            | 52         | 16         | 5            | 17              | -               | 8            | 1                    | 3               | 2          | -            | 10         | 58         | 14         | 1                | 69            | 11         | 35         | 136        | 62           | 81               | 255           |
|  | 25%                        | 29%           | 41%        | 26%        | 24%          | 27%             | -               | 14%          | 18%                  | 22%             | 5%         | -            | 49%        | 37%        | 26%        | 10%              | 19%           | 31%        | 20%        | 34%        | 37%          | 35%              | 26%           |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 4                          | 1             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | 1             | -          | -          | 1          | 1            | -                | 3             |
|  | *                          | 3%            | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | *             | -          | -          | *          | 1%           | -                | *             |
| Taxation   | 23                         | 1             | 11         | -          | 1            | 1               | -               | -            | -                    | *               | -          | -            | 2          | 2          | 2          | -                | 6             | -          | 3          | 15         | 12           | 4                | 22            |
|  | 2%                         | 2%            | 9%         | -          | 5%           | 1%              | -               | -            | -                    | 1%              | -          | -            | 8%         | 2%         | 4%         | -                | 2%            | -          | 2%         | 4%         | 7%           | 2%               | 2%            |
| Trade unions/strikes                                     | 1                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | -             | -          | -          | -          | -            | -                | 1             |
|  | *                          | -             | -          | -          | -            | -               | -               | -            | -                    | -               | -          | -            | -          | -          | -          | -                | -             | -          | -          | -          | -            | -                | *             |
| Transport/public transport                               | 10                         | 1             | *          | 1          | -            | -               | -               | 1            | -                    | 1               | -          | -            | -          | 1          | -          | -                | 6             | -          | 2          | 2          | 1            | 1                | 11            |
|  | 1%                         | 1%            | *          | 2%         | -            | -               | -               | 1%           | -                    | 7%              | -          | -            | -          | 1%         | -          | -                | 2%            | -          | 1%         | *          | *            | 1%               | 1%            |
| Unemployment/factory closure/lack of industry            | 289                        | 16            | 32         | 19         | 9            | 13              | 2               | 12           | 1                    | 2               | 8          | 1            | 3          | 59         | 12         | 3                | 109           | 12         | 39         | 118        | 44           | 78               | 294           |
|  | 30%                        | 34%           | 25%        | 31%        | 46%          | 21%             | 47%             | 23%          | 21%                  | 14%             | 17%        | 14%          | 16%        | 37%        | 22%        | 26%              | 30%           | 34%        | 23%        | 29%        | 26%          | 34%              | 30%           |
| Other  | 76                         | 2             | 9          | 5          | -            | 4               | -               | 4            | 1                    | -               | 4          | 1            | 3          | 11         | 3          | *                | 31            | 3          | 13         | 32         | 11           | 17               | 77            |
|  | 8%                         | 4%            | 7%         | 9%         | -            | 6%              | -               | 7%           | 18%                  | -               | 9%         | 23%          | 15%        | 7%         | 6%         | 3%               | 8%            | 9%         | 7%         | 8%         | 6%           | 8%               | 8%            |
| Don't know   | 33                         | -             | 3          | -          | 2            | 1               | -               | -            | -                    | -               | 1          | -            | -          | 7          | -          | -                | 21            | -          | 1          | 11         | 3            | 9                | 35            |
|  | 3%                         | -             | 3%         | -          | 9%           | 1%              | -               | -            | -                    | -               | 3%         | -            | -          | 4%         | -          | -                | 6%            | -          | *          | 3%         | 2%           | 4%               | 4%            |
| <b>Mean</b>  | <b>2.4</b>                 | <b>2.5</b>    | <b>2.5</b> | <b>2.2</b> | <b>2.1</b>   | <b>2.7</b>      | <b>2.4</b>      | <b>3.0</b>   | <b>3.5</b>           | <b>3.0</b>      | <b>2.3</b> | <b>3.0</b>   | <b>2.2</b> | <b>2.1</b> | <b>2.6</b> | <b>2.9</b>       | <b>2.3</b>    | <b>2.3</b> | <b>2.8</b> | <b>2.3</b> | <b>2.5</b>   | <b>2.1</b>       | <b>2.3</b>    |

Respondent type : GB adults 18+  
Fieldwork dates : 13th - 18th August 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  | <b>978</b>               | 126                     | 128        | 211        | 136        | 193      | 184      | 978         |
| Weighted total  | <b>978</b>               | 139                     | 141        | 221        | 130        | 184      | 163      | 978         |
| AIDS  | <b>1</b><br>*            | 1                       | -          | 1          | -          | -        | -        | 2<br>*      |
| Animal welfare  | <b>5</b><br>*            | -                       | 3          | 1          | -          | *        | *        | 5<br>1%     |
| Bird flu/pandemic flu/<br>swine flu   | <b>38</b><br><b>4%</b>   | 5                       | 11         | 5          | 7          | 2        | 6        | 31<br>3%    |
| Common Market/EU/Europe/<br>EURO/Constitution                               | <b>16</b><br><b>2%</b>   | -                       | 1          | 2          | 3          | 10       | 1        | 13<br>1%    |
| Countryside/rural life  | <b>9</b><br><b>1%</b>    | -                       | 3          | 3          | -          | 3        | -        | 7<br>1%     |
| Crime/law & order/<br>violence/vandalism/<br>anti-social (yob)<br>behaviour | <b>308</b><br><b>32%</b> | 45                      | 45         | 59         | 34         | 62       | 62       | 300<br>31%  |
| Defence/foreign affairs/<br>international terrorism                         | <b>169</b><br><b>17%</b> | 20                      | 10         | 48         | 16         | 44       | 31       | 166<br>17%  |
| Drug abuse  | <b>72</b><br><b>7%</b>   | 13                      | 10         | 15         | 17         | 9        | 9        | 66<br>7%    |
| Economy/economic<br>situation   | <b>528</b><br><b>54%</b> | 81                      | 72         | 138        | 63         | 109      | 65       | 513<br>52%  |
| Education/schools   | <b>115</b><br><b>12%</b> | 17                      | 9          | 39         | 17         | 26       | 8        | 115<br>12%  |
| Foot and mouth outbreak/<br>farming crisis                                  | <b>3</b><br>*            | -                       | -          | 3          | -          | -        | -        | 3<br>*      |
| GM/GM (Genetically<br>modified) foods                                       | <b>5</b><br>*            | 1                       | -          | 3          | -          | 1        | -        | 5<br>1%     |
| Heathrow/third runway at<br>Heathrow  | -<br>-                   | -                       | -          | -          | -          | -        | -        | -<br>-      |
| Housing   | <b>48</b><br><b>5%</b>   | 8                       | 6          | 11         | 13         | 5        | 6        | 50<br>5%    |
| Inflation/prices  | <b>92</b><br><b>9%</b>   | 17                      | 21         | 19         | 11         | 12       | 11       | 83<br>8%    |
| Local government/council<br>tax   | <b>19</b><br><b>2%</b>   | -                       | 3          | 4          | 5          | 4        | 3        | 20<br>2%    |
| Low pay/minimum wage/<br>fair wages   | <b>13</b><br><b>1%</b>   | 2                       | 5          | 2          | *          | 2        | 2        | 17<br>2%    |
| Morality/individual<br>behaviour/lifestyle                                  | <b>98</b><br><b>10%</b>  | 15                      | 13         | 21         | 11         | 20       | 20       | 91<br>9%    |
| National Health Service/<br>Hospitals/Healthcare                            | <b>155</b><br><b>16%</b> | 16                      | 10         | 49         | 22         | 34       | 23       | 158<br>16%  |
| Nationalisation/<br>Government control of<br>institutions                   | <b>13</b><br><b>1%</b>   | 1                       | 3          | 3          | 3          | 2        | 2        | 14<br>1%    |
| Northern Ireland  | -<br>-                   | -                       | -          | -          | -          | -        | -        | -<br>-      |

Respondent type : GB adults 18+  
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## Issues Index FINAL

Table 12

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

Base : All respondents aged 18+

|  | Total      | Age within social grade |            |            |            |            |            | Unwtd total |
|--|------------|-------------------------|------------|------------|------------|------------|------------|-------------|
|  |            | 18-34 ABC1              | 18-34 C2DE | 35-54 ABC1 | 35-54 C2DE | 55+ ABC1   | 55+ C2DE   |             |
| Nuclear weapons/nuclear war/disarmament                  | 4<br>*     | 1<br>*                  | -          | 1<br>1%    | *<br>*     | -          | 1<br>1%    | 6<br>1%     |
| Pensions/social security/benefits                        | 33<br>3%   | 1<br>1%                 | 3<br>2%    | 7<br>3%    | 1<br>1%    | 14<br>8%   | 7<br>4%    | 35<br>4%    |
| Petrol prices/fuel                                       | 13<br>1%   | 3<br>2%                 | 3<br>2%    | 6<br>3%    | 1<br>1%    | 1<br>1%    | -          | 12<br>1%    |
| Pollution/environment                                    | 51<br>5%   | 8<br>6%                 | 5<br>3%    | 20<br>9%   | 1<br>1%    | 14<br>8%   | 3<br>2%    | 55<br>6%    |
| Pound/exchange rate/value of pound                       | 9<br>1%    | 2<br>2%                 | -          | 2<br>1%    | 2<br>1%    | 2<br>1%    | 1<br>*     | 11<br>1%    |
| Poverty/inequality                                       | 57<br>6%   | 5<br>3%                 | 10<br>7%   | 17<br>8%   | 5<br>4%    | 11<br>6%   | 8<br>5%    | 66<br>7%    |
| Privatisation  | 4<br>*     | -                       | -          | 1<br>1%    | 2<br>2%    | 1<br>*     | -          | 3<br>*      |
| Public services in general                               | 30<br>3%   | 1<br>1%                 | 1<br>1%    | 10<br>4%   | 9<br>7%    | 5<br>3%    | 4<br>2%    | 27<br>3%    |
| Race relations/immigration/immigrants                    | 247<br>25% | 21<br>15%               | 38<br>27%  | 51<br>23%  | 37<br>28%  | 50<br>27%  | 51<br>31%  | 255<br>26%  |
| Scottish/Welsh Assembly/Devolution/Constitutional reform | 4<br>*     | -                       | -          | 2<br>1%    | -          | -          | 1<br>1%    | 3<br>*      |
| Taxation   | 23<br>2%   | 5<br>4%                 | 2<br>1%    | 6<br>3%    | 2<br>1%    | 5<br>3%    | 2<br>2%    | 22<br>2%    |
| Trade unions/strikes                                     | 1<br>*     | -                       | 1<br>*     | -          | -          | -          | -          | 1<br>*      |
| Transport/public transport                               | 10<br>1%   | 3<br>2%                 | *<br>*     | 3<br>2%    | -          | 2<br>1%    | 2<br>1%    | 11<br>1%    |
| Unemployment/factory closure/lack of industry            | 289<br>30% | 35<br>25%               | 57<br>40%  | 65<br>30%  | 34<br>26%  | 46<br>25%  | 53<br>32%  | 294<br>30%  |
| Other  | 76<br>8%   | 11<br>8%                | 13<br>9%   | 15<br>7%   | 7<br>5%    | 19<br>10%  | 11<br>7%   | 77<br>8%    |
| Don't know   | 33<br>3%   | 9<br>7%                 | 6<br>5%    | 1<br>1%    | 11<br>8%   | 1<br>1%    | 4<br>3%    | 35<br>4%    |
| <b>Mean</b>  | <b>2.4</b> | <b>2.3</b>              | <b>2.3</b> | <b>2.6</b> | <b>2.2</b> | <b>2.5</b> | <b>2.1</b> | <b>2.3</b>  |

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