

**P.A.M. 11 - Issues Index
FINAL**

Table 1

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

Base : All respondents aged 18+

	Gender		Age											Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	968	489	479	103	138	178	137	164	148	100	241	315	412	248	199	293	226	250	492	476	968
Weighted total	959	467	492	117	157	185	159	145	100	95	274	344	341	195	260	275	196	227	535	423	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2	2	1	-	-	2	-	-	1	-	-	2	1	1	-	1	1	1	1	2	3
Common Market/EU/Europe/ EURO/Constitution	7	6	1	-	-	1	1	-	3	2	-	2	5	5	3	1	3	1	4	4	10
Countryside/rural life	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60	26	34	7	7	9	15	7	7	7	14	24	22	14	7	20	11	22	27	33	60
Defence/foreign affairs/ international terrorism	94	46	48	11	15	13	15	10	14	16	26	27	41	30	22	33	19	20	55	39	96
Drug abuse	7	3	4	1	4	-	1	-	-	1	5	1	1	1	-	4	2	-	4	2	7
Economy/economic situation	295	166	129	31	52	61	51	48	27	26	83	112	100	53	115	84	50	47	199	96	283
Education/schools	21	8	13	3	2	8	3	4	1	-	5	11	5	1	8	8	2	2	16	5	22
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	10	5	5	4	1	2	-	2	1	-	5	2	4	1	4	*	2	4	5	5	12
Inflation/prices	24	9	15	4	2	6	5	2	3	2	6	11	7	5	1	6	5	13	7	17	27
Local government/council tax	6	2	4	2	-	1	2	2	-	*	2	2	2	*	-	2	2	2	2	4	8
Low pay/minimum wage/ fair wages	11	2	8	4	1	5	-	*	-	*	5	5	1	*	1	-	4	6	1	10	9
Morality/individual behaviour/lifestyle	23	10	13	1	5	1	4	5	5	2	6	5	11	6	7	11	1	3	18	5	24
National Health Service/ Hospitals/Healthcare	24	4	19	2	7	5	4	3	1	1	10	9	5	2	6	9	5	4	15	9	24
Nationalisation/ Government control of institutions	2	1	1	-	-	-	-	*	1	1	-	-	2	2	2	-	1	-	2	1	4
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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

Base : All respondents aged 18+

	Gender		Age											Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Nuclear weapons/nuclear war/disarmament	3*	-	3	1	-	-	-	2	-	-	1	-	2	-	-	2	-	1	2	1	2
		-	1%	1%	-	-	-	1%	-	-	*	-	1%	-	-	1%	-	*	*	*	*
Pensions/social security/benefits	8	2	6	-	-	1	1	2	1	2	-	2	6	4	1	2	3	3	2	6	9
	1%	*	1%	-	-	1%	1%	2%	1%	2%	-	1%	2%	2%	*	1%	2%	1%	*	1%	1%
Petrol prices/fuel	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*
Pollution/environment	23	11	11	-	5	5	4	6	3	*	5	9	9	3	12	8	2	-	20	2	23
	2%	2%	2%	-	3%	2%	2%	4%	3%	*	2%	2%	3%	2%	5%	3%	1%	-	4%	1%	2%
Pound/exchange rate/value of pound	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1
	*	-	*	-	1%	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	*
Poverty/inequality	15	6	9	-	3	7	3	1	1	-	3	10	2	1	3	4	2	6	7	8	14
	2%	1%	2%	-	2%	4%	2%	1%	1%	-	1%	3%	1%	1%	1%	2%	1%	3%	1%	2%	1%
Privatisation	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1
	*	*	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	*
Public services in general	6	4	1	3	-	1	-	1	1	-	3	1	2	1	3	1	1	1	4	2	5
	1%	1%	*	3%	-	*	-	1%	1%	-	1%	*	1%	*	1%	*	*	*	1%	*	1%
Race relations/immigration/immigrants	153	68	84	17	21	25	16	28	21	24	39	41	73	45	28	37	37	50	66	87	160
	16%	15%	17%	15%	13%	14%	10%	19%	21%	25%	14%	12%	21%	23%	11%	14%	19%	22%	12%	21%	17%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	*
Taxation	5	3	2	-	1	1	-	1	-	2	1	1	3	2	1	*	2	2	1	4	6
	1%	1%	*	-	1%	*	-	1%	-	2%	*	*	1%	1%	*	*	1%	1%	*	1%	1%
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	2	-	2	-	1	-	1	-	-	-	1	-	1	-	-	-	2	-	-	2	2
	*	-	*	-	1%	-	1%	-	-	-	*	-	*	-	-	-	1%	-	-	*	1%
Unemployment/factory closure/lack of industry	105	51	53	23	14	26	26	9	6	1	36	51	17	8	22	27	30	26	48	56	103
	11%	11%	11%	19%	9%	14%	16%	6%	6%	1%	13%	15%	5%	4%	8%	10%	15%	12%	9%	13%	11%
Other	23	10	13	-	6	1	6	7	2	1	6	7	9	3	13	6	1	4	18	5	21
	2%	2%	3%	-	4%	1%	4%	5%	2%	1%	2%	2%	3%	1%	5%	2%	1%	2%	3%	1%	2%
Don't know	25	15	10	3	5	5	1	4	1	5	8	6	11	7	2	6	7	9	8	16	28
	3%	3%	2%	3%	3%	3%	1%	3%	1%	6%	3%	2%	3%	4%	1%	2%	4%	4%	2%	4%	3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 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
	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	968	838	51	79	350	271	313	305	90	201	111	338	315	188	122	653	369	88	511	64	98	968
Weighted total	959	826	47	86	317	231	297	345	122	259	136	309	351	161	132	660	438	89	431	37	127	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2 *	2	-	-	1	1	1	1	-	-	-	-	1	-	1	1	2	-	1	-	1	3
Common Market/EU/Europe/ EURO/Constitution	7 1%	6	*	1	1	-	1	5	2	3	1	6	1	-	-	7	2	-	5	-	-	10
Countryside/rural life	1 *	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	1
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60 6%	54	2	4	24	19	12	25	14	22	8	12	15	19	10	28	29	5	27	1	6	60
Defence/foreign affairs/ international terrorism	94 10%	79	6	9	32	22	37	26	1	18	17	36	26	15	17	62	38	11	46	*	15	96
Drug abuse	7 1%	4	-	3	4	1	2	1	-	1	1	2	2	2	1	4	2	1	4	1	1	7
Economy/economic situation	295 31%	256	10	29	105	76	76	114	44	91	47	111	123	28	32	234	152	28	115	12	37	283
Education/schools	21 2%	18	1	2	2	*	5	14	4	9	4	2	7	4	7	10	8	4	9	*	4	22
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	10 1%	9	-	1	2	1	5	4	3	3	-	3	2	4	2	5	3	2	4	-	-	12
Inflation/prices	24 3%	22	-	2	9	6	10	6	3	6	2	5	6	8	5	11	11	1	13	2	1	27
Local government/council tax	6 1%	5	-	2	2	1	4	-	-	-	-	2	*	3	1	3	2	-	4	*	-	8
Low pay/minimum wage/ fair wages	11 1%	10	-	*	2	1	8	1	1	1	-	2	1	4	4	3	2	-	8	1	-	9
Morality/individual behaviour/lifestyle	23 2%	20	-	3	7	4	7	9	1	4	3	9	5	2	7	14	7	5	10	-	1	24
National Health Service/ Hospitals/Healthcare	24 2%	19	3	2	7	5	8	9	1	2	1	4	11	2	5	15	7	6	10	1	2	24
Nationalisation/ Government control of institutions	2 *	2	-	-	*	*	-	2	-	1	1	2	*	-	-	2	*	-	2	-	*	4

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

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Unwtd total	
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed		Self-employed
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	3*	3	-	-	-	-	-	3	2	3	1	-	2	1	2	2	-	1	-	-	2	
Pensions/social security/benefits	8	6	1	1	2	1	3	3	-	1	1	4	4	-	8	1	2	5	-	1	9	
Petrol prices/fuel	1*	1	-	-	1	1	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1	
Pollution/environment	23	20	1	2	4	2	11	7	2	7	4	4	16	1	20	13	4	5	1	2	23	
Pound/exchange rate/ value of pound	1*	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	
Poverty/inequality	15	12	2	1	4	3	5	6	4	6	3	3	5	2	8	9	-	6	1	3	14	
Privatisation	1*	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1	
Public services in general	6	4	1	-	-	-	5	1	-	-	-	3	3	-	6	1	-	4	-	1	5	
Race relations/ immigration/immigrants	153	128	14	10	49	38	52	52	15	38	23	59	51	31	111	57	10	86	8	17	160	
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1*	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	-	1	-	-	1	
Taxation	5	5	-	-	4	4	1	-	-	-	-	3	1	1	4	2	-	3	*	1	6	
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Transport/public transport	2*	1	1	-	-	-	2	-	-	-	-	1	1	-	2	1	1	-	-	1	2	
Unemployment/factory closure/lack of industry	105	91	3	11	39	28	29	37	15	30	14	17	51	24	68	63	5	37	8	22	103	
Other	23	22	-	1	6	5	5	12	4	8	3	10	9	2	20	9	5	9	1	8	21	
Don't know	25	20	1	3	12	9	4	9	5	7	2	7	2	8	10	9	1	15	1	2	28	
	3%	2%	3%	4%	4%	4%	1%	3%	4%	3%	1%	2%	1%	5%	5%	1%	2%	1%	4%	2%	2%	3%

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Table 3

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

Base : All respondents aged 18+

	Voting				Likely to vote in an immediate general election		Income		H/hold	Important issues						Unwtd total	
	Conser vative	Labour	Liberal Democrat	NOT Conser vative	10/10 certain to vote	Would not vote	Under 9.5k	Over 25k	With children	Economy	NHS/ Hospitals	Crime	Immigra tion/Race relations	Defence	Schools		
Unweighted total	968	260	274	113	708	540	109	135	267	302	460	175	226	331	243	108	968
Weighted total	959	275	258	111	684	531	100	107	318	318	474	188	226	312	240	113	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2	-	2	1	2	1	-	1	-	2	2	2	-	-	1	-	3
Common Market/EU/Europe/ EURO/Constitution	7	4	1	-	4	6	-	1	3	-	2	1	2	5	1	-	10
Countryside/rural life	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60	12	22	6	48	24	5	10	18	16	13	11	60	11	9	10	60
Defence/foreign affairs/ international terrorism	94	29	20	10	65	51	13	7	18	24	36	21	14	22	94	6	96
Drug abuse	7	1	3	-	6	3	1	1	1	4	3	1	4	1	-	2	7
Economy/economic situation	295	92	80	36	204	166	31	22	134	95	295	48	39	64	71	28	283
Education/schools	21	3	9	3	18	13	1	3	4	9	7	8	5	1	1	21	22
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1	1	-	-	-	1	-	-	1	1	-	-	-	1	-	-	1
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	10	3	1	1	7	3	-	1	3	6	-	1	4	4	3	-	12
Inflation/prices	24	9	6	2	16	10	3	6	1	13	3	4	4	5	4	1	27
Local government/council tax	6	-	2	1	6	4	1	1	-	2	2	-	-	2	1	-	8
Low pay/minimum wage/ fair wages	11	-	6	-	11	3	2	4	2	10	1	-	6	3	1	-	9
Morality/individual behaviour/lifestyle	23	9	5	1	13	14	1	1	6	3	5	8	5	5	2	3	24
National Health Service/ Hospitals/Healthcare	24	7	7	5	16	16	3	2	7	11	3	24	4	1	4	7	24
Nationalisation/ Government control of institutions	2	2	*	-	*	2	-	-	*	-	1	1	-	*	1	-	4

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
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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	3	1	-	2	2	3	-	2	1	1	-	-	-	1	-	2	
	*	-	-	2%	*	1%	-	1%	*	-	-	-	-	*	-	*	
Pensions/social security/benefits	8	-	4	2	8	7	1	2	2	1	1	1	2	1	1	9	
	1%	-	2%	2%	1%	1%	1%	2%	1%	*	*	1%	1%	*	*	1%	
Petrol prices/fuel	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	
	*	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	
Pollution/environment	23	5	3	5	18	14	-	1	11	5	6	5	6	2	5	4	23
	2%	2%	1%	5%	3%	3%	-	1%	4%	1%	1%	2%	3%	1%	2%	4%	2%
Pound/exchange rate/ value of pound	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	1
	*	-	-	-	*	-	1%	-	-	*	-	-	*	-	-	-	*
Poverty/inequality	15	3	5	3	12	10	1	2	4	6	3	-	6	-	2	2	14
	2%	1%	2%	3%	2%	2%	1%	2%	1%	2%	1%	-	3%	-	1%	2%	1%
Privatisation	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1
	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	*
Public services in general	6	1	-	4	5	2	-	1	1	1	1	4	-	1	3	-	5
	1%	*	-	4%	1%	*	-	*	*	*	*	2%	-	*	1%	-	1%
Race relations/ immigration/immigrants	153	51	36	15	102	83	21	27	40	39	44	28	30	153	22	14	160
	16%	18%	14%	13%	15%	16%	21%	25%	13%	12%	9%	15%	13%	49%	9%	12%	17%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1
	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*
Taxation	5	3	2	-	2	2	3	2	-	*	-	-	2	*	-	-	6
	1%	1%	1%	-	*	*	3%	2%	-	*	-	-	1%	*	-	-	1%
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	2	-	1	-	2	-	-	-	-	1	-	-	-	-	-	-	2
	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*
Unemployment/factory closure/lack of industry	105	32	26	10	73	60	9	9	38	45	37	18	28	24	8	11	103
	11%	12%	10%	9%	11%	11%	9%	9%	12%	14%	8%	10%	13%	8%	3%	9%	11%
Other	23	6	6	3	17	19	1	1	13	12	7	2	2	6	3	3	21
	2%	2%	2%	3%	3%	4%	1%	1%	4%	4%	1%	1%	1%	2%	1%	3%	2%
Don't know	25	3	12	1	22	14	2	3	6	9	2	1	1	-	-	1	28
	3%	1%	4%	1%	3%	3%	2%	3%	2%	3%	*	*	*	-	-	1%	3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 4

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

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Unweighted total	968	647	116	205	885	83	164	804	968
Weighted total	959	647	118	193	875	84	115	844	968
AIDS	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2 *	2 *	1 1%	-	1 *	2 2%	-	2 *	3 *
Common Market/EU/Europe/ EURO/Constitution	7 1%	5 1%	2 1%	1 1%	7 1%	-	1 1%	6 1%	10 1%
Countryside/rural life	1 *	1 *	-	-	1 *	-	1 1%	-	1 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60 6%	48 7%	4 4%	7 4%	55 6%	5 6%	8 7%	52 6%	60 6%
Defence/foreign affairs/ international terrorism	94 10%	48 7%	22 19%	24 12%	92 10%	2 3%	10 9%	84 10%	96 10%
Drug abuse	7 1%	5 1%	-	2 1%	5 1%	2 2%	1 1%	6 1%	7 1%
Economy/economic situation	295 31%	194 30%	36 31%	65 33%	273 31%	22 26%	40 35%	255 30%	283 29%
Education/schools	21 2%	18 3%	1 1%	2 1%	19 2%	2 3%	3 3%	18 2%	22 2%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	-	1 1%	-	1 *	-	-	1 *	1 *
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-
Housing	10 1%	9 1%	* *	* *	6 1%	4 5%	3 2%	7 1%	12 1%
Inflation/prices	24 3%	18 3%	2 2%	4 2%	22 3%	2 3%	2 2%	22 3%	27 3%
Local government/council tax	6 1%	4 1%	1 1%	1 1%	6 1%	-	1 1%	6 1%	8 1%
Low pay/minimum wage/ fair wages	11 1%	11 2%	-	-	5 1%	5 6%	1 1%	10 1%	9 1%
Morality/individual behaviour/lifestyle	23 2%	15 2%	1 1%	6 3%	20 2%	2 3%	3 3%	20 2%	24 2%
National Health Service/ Hospitals/Healthcare	24 2%	8 1%	2 2%	13 7%	21 2%	2 3%	3 3%	21 2%	24 2%
Nationalisation/ Government control of institutions	2 *	2 *	* *	-	2 *	-	* *	2 *	4 *
Northern Ireland	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 4

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

Base : All respondents aged 18+

	Total	Urbanity			Ethnicity		Working in Public Sector		Unwtd total
		Urban	Rural	Mixed	White	BME	Yes	No	
Nuclear weapons/nuclear war/disarmament	3 *	3 *	-	-	1 *	2 2%	-	3 *	2 *
Pensions/social security/benefits	8 1%	6 1%	-	2 1%	7 1%	1 1%	1 1%	7 1%	9 1%
Petrol prices/fuel	1 *	1 *	-	-	1 *	-	1 1%	-	1 *
Pollution/environment	23 2%	17 3%	-	6 3%	23 3%	-	3 2%	20 2%	23 2%
Pound/exchange rate/value of pound	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Poverty/inequality	15 2%	8 1%	2 2%	4 2%	15 2%	-	2 2%	12 1%	14 1%
Privatisation	1 *	1 *	-	-	-	1 1%	-	1 *	1 *
Public services in general	6 1%	4 1%	1 1%	1 1%	6 1%	-	1 1%	5 1%	5 1%
Race relations/immigration/immigrants	153 16%	105 16%	23 19%	25 13%	144 16%	9 10%	11 10%	142 17%	160 17%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	1 *	-	-	1 *	-	-	1 *	1 *
Taxation	5 1%	4 1%	-	1 1%	5 1%	-	1 1%	4 *	6 1%
Trade unions/strikes	-	-	-	-	-	-	-	-	-
Transport/public transport	2 *	1 *	-	1 1%	2 *	-	-	2 *	2 *
Unemployment/factory closure/lack of industry	105 11%	74 11%	13 11%	18 9%	92 11%	12 15%	13 11%	92 11%	103 11%
Other	23 2%	15 2%	3 3%	4 2%	22 3%	1 1%	3 2%	20 2%	21 2%
Don't know	25 3%	19 3%	1 1%	4 2%	18 2%	6 7%	2 2%	23 3%	28 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 5

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

Base : All respondents aged 18+

	Daily newspaper readership																				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	968	34	118	45	17	57	8	44	4	17	40	6	17	131	52	16	443	20	150	354	150	192	968
Weighted total	959	29	119	39	17	65	15	57	7	24	54	10	17	127	62	25	431	15	181	347	147	181	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	3
Common Market/EU/Europe/ EURO/Constitution	7	-	4	-	-	1	1	-	-	1	-	-	-	-	-	-	3	-	1	4	4	-	10
Countryside/rural life	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60	*	6	3	4	4	-	3	-	-	3	-	-	16	2	3	25	-	9	27	6	22	60
Defence/foreign affairs/ international terrorism	94	3	11	1	1	2	-	3	1	3	-	1	1	10	5	1	55	3	12	27	14	12	96
Drug abuse	7	1	-	-	-	-	-	-	-	1	1	-	-	2	-	-	1	-	1	4	1	2	7
Economy/economic situation	295	6	30	9	5	37	14	28	4	8	22	4	8	36	19	11	127	2	78	98	37	49	283
Education/schools	21	-	3	1	1	3	-	3	-	6	1	-	1	3	2	8	1	8	9	3	3	3	22
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	10	-	2	-	-	2	-	-	-	-	-	-	-	2	-	-	3	-	2	4	2	2	12
Inflation/prices	24	2	1	1	-	1	-	-	1	2	-	-	-	2	2	-	14	-	5	6	3	3	27
Local government/council tax	6	-	-	1	-	-	-	*	-	-	-	-	1	1	-	-	3	-	*	3	-	3	8
Low pay/minimum wage/ fair wages	11	-	-	*	-	-	-	1	-	-	-	-	-	*	-	-	8	-	1	1	-	1	9
Morality/individual behaviour/lifestyle	23	-	5	*	-	3	-	2	-	2	-	-	-	2	5	-	8	1	6	7	5	2	24
National Health Service/ Hospitals/Healthcare	24	1	3	-	-	1	-	*	-	1	1	-	-	1	2	1	15	-	4	5	4	1	24
Nationalisation/ Government control of institutions	2	*	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	4

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 5

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

Base : All respondents aged 18+

	Daily newspaper readership																				Unwt'd total		
	Total	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular		Mid market press	Red top press
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	3*	-	2	-	-	-	-	-	-	-	-	-	-	-	2	8%	1*	-	-	2	2	-	2
Pensions/social security/benefits	8	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	6	-	-	2	-	2	9
Petrol prices/fuel	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	1
Pollution/environment	23	1	1	-	-	*	-	6	-	1	2	2	-	2	-	12	-	8	4	3	-	23	
Pound/exchange rate/value of pound	1*	-	-	-	-	-	-	10%	-	2%	3%	16%	-	-	3%	-	3%	-	4%	1%	2%	-	2%
Poverty/inequality	15	-	-	2	-	-	-	1	-	-	-	-	3	*	-	10	-	1	4	-	4	14	
Privatisation	1*	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	2%	-	1%	1%	-	2%	1%	
Public services in general	6	-	2	-	-	1	-	-	-	-	-	-	-	-	-	4	-	1	2	2	-	5	
Race relations/immigration/immigrants	153	7	32	12	1	5	-	1	-	1	8	3	4	28	10	-	53	5	19	79	39	42	160
Scottish/Welsh Assembly/Devolution/Constitutional reform	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*
Taxation	5	-	2	-	-	-	-	-	-	-	-	-	1	1	-	2	-	1	3	2	1	6	
Trade unions/strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/public transport	2*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	1	2	
Unemployment/factory closure/lack of industry	105	5	12	4	4	4	-	5	-	6	7	-	4	18	4	3	39	1	15	44	16	26	103
Other	23	-	1	-	-	-	-	3	-	-	1	-	-	1	6	1	12	1	6	4	1	1	21
Don't know	25	-	*	3	*	1	-	-	-	*	-	-	2	-	1	16	*	1	6	*	5	28	
	3%	-	*	6%	2%	1%	-	-	-	1%	-	-	2%	-	4%	4%	2%	1%	2%	*	3%	3%	

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 6

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

Base : All respondents aged 18+

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	968	118	123	169	146	205	207	968
Weighted total	959	148	126	200	144	188	152	968
AIDS	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-
Bird flu/pandemic flu/ swine flu	2 *	-	-	-	2 1%	1 *	-	3 *
Common Market/EU/Europe/ EURO/Constitution	7 1%	-	-	1 1%	1 1%	2 1%	3 2%	10 1%
Countryside/rural life	1 *	1 1%	-	-	-	-	-	1 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	60 6%	11 8%	3 2%	10 5%	14 10%	6 3%	15 10%	60 6%
Defence/foreign affairs/ international terrorism	94 10%	14 9%	13 10%	17 8%	11 7%	25 13%	16 10%	96 10%
Drug abuse	7 1%	3 2%	2 1%	-	1 1%	1 1%	-	7 1%
Economy/economic situation	295 31%	57 38%	26 21%	77 39%	35 24%	65 34%	36 23%	283 29%
Education/schools	21 2%	4 3%	1 1%	9 4%	2 1%	3 2%	1 1%	22 2%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	1 *	-	-	1 1%	-	-	-	1 *
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-
Housing	10 1%	1 1%	4 3%	1 *	1 1%	3 2%	* *	12 1%
Inflation/prices	24 3%	1 1%	5 4%	6 3%	6 4%	* *	6 4%	27 3%
Local government/council tax	6 1%	-	2 1%	1 *	2 1%	2 1%	* *	8 1%
Low pay/minimum wage/ fair wages	11 1%	-	5 4%	1 *	4 3%	-	1 *	9 1%
Morality/individual behaviour/lifestyle	23 2%	6 4%	1 *	3 2%	2 1%	9 5%	3 2%	24 2%
National Health Service/ Hospitals/Healthcare	24 2%	4 3%	5 4%	7 3%	3 2%	4 2%	1 1%	24 2%
Nationalisation/ Government control of institutions	2 *	-	-	-	-	2 1%	1 1%	4 *
Northern Ireland	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 6

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

Base : All respondents aged 18+

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Nuclear weapons/nuclear war/disarmament	3 *	-	1 1%	-	-	2 1%	-	2 *
Pensions/social security/benefits	8 1%	-	-	1 *	2 1%	2 1%	4 3%	9 1%
Petrol prices/fuel	1 *	1 1%	-	-	-	-	-	1 *
Pollution/environment	23 2%	5 3%	-	9 4%	-	7 3%	2 2%	23 2%
Pound/exchange rate/value of pound	1 *	-	1 1%	-	-	-	-	1 *
Poverty/inequality	15 2%	1 1%	2 1%	4 2%	6 4%	1 1%	1 1%	14 1%
Privatisation	1 *	-	1 1%	-	-	-	-	1 *
Public services in general	6 1%	3 2%	-	-	1 1%	1 *	1 1%	5 1%
Race relations/immigration/immigrants	153 16%	14 9%	25 20%	17 8%	24 17%	35 19%	38 25%	160 17%
Scottish/Welsh Assembly/Devolution/Constitutional reform	1 *	-	-	-	1 1%	-	-	1 *
Taxation	5 1%	1 *	1 *	* *	* *	-	3 2%	6 1%
Trade unions/strikes	-	-	-	-	-	-	-	-
Transport/public transport	2 *	-	1 1%	-	-	-	1 1%	2 *
Unemployment/factory closure/lack of industry	105 11%	14 9%	23 18%	28 14%	23 16%	6 3%	10 7%	103 11%
Other	23 2%	4 3%	3 2%	6 3%	1 1%	8 4%	1 1%	21 2%
Don't know	25 3%	4 3%	4 3%	1 *	5 3%	3 2%	8 5%	28 3%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 7

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

Base : All respondents aged 18+

	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
Unweighted total	968	489	479	103	138	178	137	164	148	100	241	315	412	248	199	293	226	250	492	476	968
Weighted total	959	467	492	117	157	185	159	145	100	95	274	344	341	195	260	275	196	227	535	423	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3	*	2	-	-	2	-	*	-	*	-	2	1	*	-	-	-	3	-	3	3
	*	*	*	-	-	1%	-	*	-	*	-	1%	*	*	-	-	-	1%	-	1%	*
Bird flu/pandemic flu/ swine flu	7	5	1	2	1	3	-	-	1	-	3	3	1	1	1	2	2	1	4	3	8
	1%	1%	*	2%	1%	2%	-	-	1%	-	1%	1%	*	*	*	1%	1%	*	1%	1%	1%
Common Market/EU/Europe/ EURO/Constitution	29	24	6	4	2	6	4	1	8	5	6	10	14	12	9	5	7	9	14	16	33
	3%	5%	1%	4%	1%	3%	3%	1%	8%	5%	2%	3%	4%	6%	3%	2%	3%	4%	3%	4%	3%
Countryside/rural life	7	5	2	1	3	-	-	1	1	-	4	-	3	1	4	2	1	-	6	1	6
	1%	1%	*	1%	2%	-	-	1%	1%	-	2%	-	1%	1%	1%	1%	*	-	1%	*	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	105	121	25	28	51	42	29	28	23	54	93	80	51	47	72	46	62	119	108	226
	24%	22%	25%	22%	18%	27%	26%	20%	28%	24%	20%	27%	24%	26%	18%	26%	23%	27%	22%	25%	23%
Defence/foreign affairs/ international terrorism	240	118	122	32	35	36	45	30	28	35	66	81	93	63	79	68	52	42	147	93	243
	25%	25%	25%	27%	22%	20%	28%	21%	28%	37%	24%	23%	27%	32%	30%	25%	26%	18%	27%	22%	25%
Drug abuse	32	19	12	4	13	6	3	2	2	2	16	9	6	4	3	16	7	6	19	13	31
	3%	4%	2%	3%	8%	3%	2%	2%	2%	2%	6%	3%	2%	2%	1%	6%	4%	3%	3%	3%	3%
Economy/economic situation	474	262	212	53	88	88	84	81	43	38	141	172	161	80	162	136	89	87	298	176	460
	49%	56%	43%	45%	56%	48%	53%	56%	42%	40%	52%	50%	47%	41%	62%	49%	45%	38%	56%	42%	48%
Education/schools	113	40	72	10	19	33	22	17	8	4	28	55	29	12	38	39	14	21	77	35	108
	12%	9%	15%	8%	12%	18%	14%	12%	8%	4%	10%	16%	9%	6%	15%	14%	7%	9%	14%	8%	11%
Foot and mouth outbreak/ farming crisis	*	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	*	1
	*	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	*	*
GM/GM (Genetically modified) foods	2	2	-	-	-	-	1	1	-	-	-	1	1	-	-	2	-	-	2	-	2
	*	*	-	-	-	-	1%	1%	-	-	-	*	*	-	-	1%	-	-	*	-	*
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	48	23	25	12	8	12	2	6	4	5	20	14	15	9	8	14	8	18	22	26	48
	5%	5%	5%	10%	5%	6%	1%	4%	4%	5%	7%	4%	4%	4%	3%	5%	4%	8%	4%	6%	5%
Inflation/prices	84	44	40	10	17	22	11	10	7	8	27	33	25	15	13	27	13	32	40	45	85
	9%	10%	8%	9%	11%	12%	7%	7%	7%	8%	10%	10%	7%	8%	5%	10%	7%	14%	7%	11%	9%
Local government/council tax	21	9	12	2	3	4	3	4	1	4	5	7	9	5	3	4	8	7	6	15	21
	2%	2%	2%	2%	2%	2%	2%	3%	1%	4%	2%	2%	3%	3%	1%	1%	4%	3%	1%	3%	2%
Low pay/minimum wage/ fair wages	32	7	25	9	4	10	2	4	1	2	13	12	7	4	2	6	9	16	7	25	32
	3%	2%	5%	7%	3%	6%	1%	2%	1%	3%	5%	4%	2%	2%	1%	2%	4%	7%	1%	6%	3%
Morality/individual behaviour	101	48	53	12	14	20	10	17	19	9	26	30	45	28	49	26	4	22	75	26	92
	11%	10%	11%	10%	9%	11%	6%	12%	19%	9%	9%	9%	13%	14%	19%	9%	2%	10%	14%	6%	10%
National Health Service/ Hospitals/Healthcare	188	72	115	18	37	49	30	14	18	21	55	79	53	39	71	63	16	38	134	54	175
	20%	15%	23%	16%	23%	27%	19%	10%	18%	22%	20%	23%	16%	20%	27%	23%	8%	17%	25%	13%	18%
Nationalisation/ Government control of institutions	13	9	3	-	2	-	1	6	2	2	2	1	10	4	4	4	3	2	8	5	17
	1%	2%	1%	-	1%	-	*	4%	2%	3%	1%	*	3%	2%	2%	1%	1%	1%	1%	1%	2%
Northern Ireland	*	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	*	1
	*	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 7

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

Base : All respondents aged 18+

	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	6 1%	1 *	6 1%	1 1%	2 1%	1 *	- -	3 2%	- -	- -	2 1%	1 *	3 1%	- -	2 1%	2 1%	2 1%	1 *	4 1%	2 1%	5 1%
Pensions/social security/benefits	49 5%	19 4%	30 6%	5 5%	5 3%	5 3%	9 6%	8 6%	9 9%	7 7%	11 4%	14 4%	24 7%	16 8%	15 6%	14 5%	9 4%	12 5%	28 5%	21 5%	54 6%
Petrol prices/fuel	17 2%	12 3%	5 1%	6 5%	4 2%	3 1%	1 1%	3 2%	1 1%	1 1%	9 3%	4 1%	4 1%	1 1%	4 2%	3 1%	8 4%	3 1%	6 1%	11 3%	16 2%
Pollution/environment	77 8%	39 8%	38 8%	8 7%	14 9%	17 9%	14 9%	15 11%	6 6%	2 2%	22 8%	31 9%	24 7%	8 4%	36 14%	29 11%	6 3%	6 2%	65 12%	12 3%	69 7%
Pound/exchange rate/value of pound	8 1%	4 1%	4 1%	1 1%	1 1%	1 *	3 2%	1 1%	- -	1 1%	2 1%	4 1%	2 1%	1 *	2 1%	3 1%	2 1%	1 *	5 1%	3 1%	9 1%
Poverty/inequality	65 7%	28 6%	37 8%	9 8%	13 8%	21 11%	10 6%	5 4%	6 6%	1 1%	22 8%	31 9%	12 4%	7 4%	20 8%	19 7%	8 4%	18 8%	39 7%	27 6%	62 6%
Privatisation	6 1%	4 1%	2 *	1 1%	* *	3 2%	- -	1 1%	- -	- -	1 1%	3 1%	1 *	- -	- -	3 1%	1 *	2 1%	3 1%	3 1%	6 1%
Public services in general	43 4%	20 4%	23 5%	5 4%	6 4%	12 6%	4 2%	9 6%	4 4%	3 3%	11 4%	16 5%	16 5%	8 4%	21 8%	7 3%	6 3%	9 4%	28 5%	15 3%	42 4%
Race relations/immigration/immigrants	312 33%	167 36%	145 30%	33 28%	39 25%	52 28%	54 34%	52 36%	44 44%	38 40%	72 26%	105 31%	134 39%	82 42%	67 26%	85 31%	76 39%	84 37%	152 28%	160 38%	331 34%
Scottish/Welsh Assembly/Devolution/Constitutional reform	3 *	2 *	1 *	- -	- -	2 1%	- -	* *	- -	1 1%	- -	2 1%	1 *	1 *	- -	1 *	1 *	1 1%	1 *	2 *	5 1%
Taxation	27 3%	11 2%	15 3%	2 2%	11 7%	3 2%	3 2%	3 2%	1 1%	4 4%	13 5%	6 2%	8 2%	5 3%	5 2%	7 2%	8 4%	7 3%	12 2%	15 4%	25 3%
Trade unions/strikes	3 *	2 *	1 *	- -	- -	2 1%	- -	- -	1 1%	- -	- -	2 1%	1 *	1 *	- -	2 1%	1 *	- -	2 *	1 *	3 *
Transport/public transport	16 2%	11 2%	5 1%	4 3%	4 2%	4 2%	- -	2 2%	2 2%	- -	8 3%	4 1%	5 1%	2 1%	5 2%	7 2%	4 2%	1 *	11 2%	4 1%	15 2%
Unemployment/factory closure/lack of industry	263 27%	119 26%	143 29%	42 36%	49 31%	48 26%	58 37%	28 19%	20 20%	17 18%	92 33%	106 31%	65 19%	37 19%	56 22%	79 29%	56 28%	72 31%	135 25%	127 30%	255 26%
Other	56 6%	27 6%	29 6%	3 2%	8 5%	9 5%	10 6%	17 12%	3 3%	6 6%	11 4%	20 6%	25 7%	8 4%	26 10%	20 7%	6 3%	4 2%	46 9%	10 2%	49 5%
Don't know	20 2%	12 3%	8 2%	3 3%	4 3%	3 2%	1 1%	3 2%	1 1%	4 5%	7 3%	4 1%	8 2%	6 3%	1 *	4 1%	6 3%	9 4%	5 1%	15 4%	24 2%
Mean	2.4	2.4	2.4	2.4	2.5	2.6	2.4	2.2	2.2	2.1	2.4	2.5	2.2	2.2	2.7	2.5	2.0	2.2	2.6	2.1	2.3

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Table 8

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

Base : All respondents aged 18+

	Regions											Home ownership					Working status					Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem. ployed	Self-employed	
Unweighted total	968	838	51	79	350	271	313	305	90	201	111	338	315	188	122	653	369	88	511	64	98	968
Weighted total	959	826	47	86	317	231	297	345	122	259	136	309	351	161	132	660	438	89	431	37	127	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3	2	*	-	2	2	*	-	-	-	-	*	-	-	2	*	2	-	1	-	-	3
Bird flu/pandemic flu/ swine flu	7	7	-	-	4	4	2	1	-	-	-	2	1	-	3	3	5	-	2	-	1	8
Common Market/EU/Europe/ EURO/Constitution	29	25	3	2	5	3	9	15	4	11	6	17	9	3	1	26	8	7	15	*	5	33
Countryside/rural life	7	7	-	-	2	2	2	2	-	1	1	1	4	-	2	5	5	-	2	-	-	6
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	194	7	25	89	64	54	83	30	68	38	65	81	44	31	146	102	19	105	5	27	226
Defence/foreign affairs/ international terrorism	240	207	14	18	78	59	90	73	17	47	30	88	92	27	30	180	98	26	117	8	30	243
Drug abuse	32	27	1	4	18	14	11	2	1	2	1	8	10	9	5	17	18	1	12	2	3	31
Economy/economic situation	474	412	14	49	165	116	124	185	68	138	70	164	192	56	62	356	245	45	184	19	78	460
Education/schools	113	98	10	5	13	8	40	59	10	44	34	25	49	15	22	75	47	18	48	4	15	108
Foot and mouth outbreak/ farming crisis	*	*	-	-	*	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	1
GM/GM (Genetically modified) foods	2	2	-	-	1	1	1	-	-	-	-	1	-	-	1	1	2	-	-	-	-	2
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	48	42	2	5	13	8	18	17	8	13	4	13	10	16	9	23	22	5	22	1	5	48
Inflation/prices	84	74	5	5	26	21	35	23	15	21	6	18	26	25	14	43	39	8	37	2	7	85
Local government/council tax	21	15	2	3	8	5	12	1	-	1	1	8	7	4	2	15	9	1	11	*	1	21
Low pay/minimum wage/ fair wages	32	28	2	2	8	6	20	4	3	4	1	7	3	17	5	10	9	1	22	1	-	32
Morality/individual behaviour	101	92	2	6	27	20	40	35	5	23	18	37	38	7	18	75	51	7	43	*	15	92
National Health Service/ Hospitals/Healthcare	188	152	13	22	59	36	59	70	11	46	35	45	93	22	25	138	81	26	80	6	17	175
Nationalisation/ Government control of institutions	13	9	2	2	6	4	5	2	-	1	1	7	3	2	1	10	4	-	8	-	*	17

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 8

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

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Unwtd total		
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed		Self-employed	
Northern Ireland	* *	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- *	- *	- -	- -	* *	- -	- -	- -	1 *
Nuclear weapons/nuclear war/disarmament	6 1%	5 1%	- -	2 2%	2 1%	- -	1 *	3 1%	2 2%	3 1%	1 1%	- -	4 1%	1 1%	- 1%	4 1%	6 1%	- -	1 *	- -	1 1%	5 1%	
Pensions/social security/benefits	49 5%	44 5%	4 8%	1 1%	13 4%	12 5%	12 4%	24 7%	5 4%	17 7%	12 9%	24 8%	18 5%	4 2%	4 3%	42 6%	15 3%	12 14%	22 5%	1 2%	2 2%	54 6%	
Petrol prices/fuel	17 2%	11 1%	1 3%	5 6%	10 3%	5 2%	4 1%	3 1%	- -	1 *	1 1%	1 *	8 2%	4 3%	4 3%	9 1%	10 2%	1 2%	6 1%	- -	4 3%	16 2%	
Pollution/environment	77 8%	67 8%	2 5%	8 9%	16 5%	8 4%	34 11%	28 8%	6 5%	21 8%	16 11%	22 7%	42 12%	3 2%	10 8%	64 10%	39 9%	6 7%	32 7%	2 6%	8 6%	69 7%	
Pound/exchange rate/ value of pound	8 1%	7 1%	1 2%	* 1%	2 1%	1 1%	4 1%	2 1%	1 1%	1 *	- -	1 *	3 1%	2 1%	2 1%	4 1%	3 1%	- -	5 1%	- -	- -	9 1%	
Poverty/inequality	65 7%	52 6%	5 11%	8 10%	19 6%	10 4%	21 7%	26 7%	10 9%	19 8%	9 7%	9 3%	26 7%	17 11%	13 10%	35 5%	39 9%	7 8%	19 5%	2 4%	13 11%	62 6%	
Privatisation	6 1%	2 *	2 5%	1 2%	3 1%	1 1%	3 1%	- -	- -	- -	- -	- -	4 1%	1 *	1 1%	4 1%	3 1%	1 1%	2 *	* 1%	- -	6 1%	
Public services in general	43 4%	35 4%	6 12%	2 2%	9 3%	7 3%	19 6%	14 4%	6 5%	12 5%	6 5%	16 5%	18 5%	4 2%	5 4%	34 5%	21 5%	2 2%	19 4%	* 1%	6 4%	42 4%	
Race relations/ immigration/immigrants	312 33%	277 34%	18 38%	17 20%	101 32%	84 36%	105 35%	106 31%	34 28%	74 29%	40 29%	120 39%	105 30%	52 32%	35 27%	224 34%	135 31%	24 27%	153 35%	15 42%	40 32%	331 34%	
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3 *	2 *	1 2%	- -	* *	* *	1 *	2 *	1 1%	1 *	- -	1 *	1 *	1 1%	- -	2 *	1 *	- -	2 *	- -	1 1%	5 1%	
Taxation	27 3%	20 2%	2 5%	5 5%	9 3%	5 2%	6 2%	11 3%	4 3%	11 4%	7 5%	13 4%	8 2%	3 2%	2 2%	21 3%	16 4%	3 3%	8 2%	1 3%	6 4%	25 3%	
Trade unions/strikes	3 *	2 *	1 1%	- -	- -	- -	1 *	1 *	1 1%	1 1%	- -	1 *	1 *	- -	- -	3 *	1 *	- -	1 *	- -	- -	3 *	
Transport/public transport	16 2%	13 2%	3 6%	- -	2 1%	2 1%	11 4%	3 1%	1 1%	1 *	- -	4 1%	7 2%	1 1%	4 3%	11 2%	8 2%	1 1%	7 2%	1 1%	3 2%	15 2%	
Unemployment/factory closure/lack of industry	263 27%	216 26%	11 24%	36 42%	100 32%	64 28%	75 25%	88 25%	37 31%	70 27%	33 24%	66 21%	112 32%	49 31%	32 25%	179 27%	147 34%	16 18%	99 23%	14 37%	46 36%	255 26%	
Other	56 6%	51 6%	2 5%	3 3%	16 5%	14 6%	12 4%	27 8%	12 10%	20 8%	9 6%	28 9%	19 5%	5 3%	4 3%	47 7%	27 6%	10 12%	18 4%	1 4%	19 15%	49 5%	
Don't know	20 2%	18 2%	- -	2 2%	9 3%	7 3%	2 1%	9 3%	5 4%	7 3%	2 1%	6 2%	1 *	7 4%	6 4%	7 1%	6 1%	1 1%	13 3%	1 2%	1 1%	24 2%	
Mean	2.4	2.3	2.5	2.6	2.3	2.2	2.5	2.3	2.2	2.3	2.5	2.3	2.5	2.1	2.4	2.4	2.5	2.6	2.2	2.0	2.5	2.3	

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 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	
	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	968	260	274	113	708	540	109	135	267	302	460	175	226	331	243	108	968
Weighted total	959	275	258	111	684	531	100	107	318	318	474	188	226	312	240	113	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3	*	-	2	2	*	*	*	-	-	1	*	2	-	-	*	3
	*	*	-	2%	*	*	*	*	-	-	*	*	1%	-	-	*	*
Bird flu/pandemic flu/ swine flu	7	-	4	2	7	1	-	1	1	4	4	3	-	3	2	*	8
	1%	-	1%	2%	1%	*	-	1%	*	1%	1%	2%	-	1%	1%	*	1%
Common Market/EU/Europe/ EURO/Constitution	29	13	4	2	17	24	2	4	8	5	14	4	3	19	4	1	33
	3%	5%	2%	2%	2%	4%	2%	4%	2%	2%	3%	2%	1%	6%	2%	1%	3%
Countryside/rural life	7	1	1	-	6	1	3	-	4	1	1	1	1	-	2	1	6
	1%	*	1%	-	1%	*	2%	-	1%	*	*	1%	1%	-	1%	1%	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	68	69	18	158	113	23	32	72	70	73	37	226	67	42	31	226
	24%	25%	27%	16%	23%	21%	23%	30%	23%	22%	15%	20%	100%	22%	17%	27%	23%
Defence/foreign affairs/ international terrorism	240	74	64	29	166	144	26	17	83	79	127	47	42	64	240	18	243
	25%	27%	25%	26%	24%	27%	26%	16%	26%	25%	27%	25%	18%	21%	100%	16%	25%
Drug abuse	32	4	7	4	27	12	6	5	8	12	10	1	16	12	2	2	31
	3%	2%	3%	4%	4%	2%	6%	5%	2%	4%	2%	1%	7%	4%	1%	1%	3%
Economy/economic situation	474	147	122	68	327	267	44	34	196	152	474	81	73	137	127	49	460
	49%	54%	47%	61%	48%	50%	43%	32%	62%	48%	100%	43%	32%	44%	53%	43%	48%
Education/schools	113	36	33	13	77	69	6	12	50	54	49	59	31	26	18	113	108
	12%	13%	13%	12%	11%	13%	6%	11%	16%	17%	10%	31%	14%	8%	7%	100%	11%
Foot and mouth outbreak/ farming crisis	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	-	1
	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	-	*
GM/GM (Genetically modified) foods	2	1	-	-	1	1	-	-	1	1	1	-	-	1	-	-	2
	*	*	-	-	*	*	-	-	*	*	*	-	-	*	-	-	*
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	48	10	9	6	38	17	4	6	11	17	23	8	9	20	9	7	48
	5%	4%	3%	6%	6%	3%	4%	5%	3%	5%	5%	4%	4%	6%	4%	6%	5%
Inflation/prices	84	28	27	9	56	44	4	21	18	36	34	9	22	22	8	6	85
	9%	10%	11%	8%	8%	8%	4%	20%	6%	11%	7%	5%	10%	7%	3%	5%	9%
Local government/council tax	21	4	6	4	17	13	3	3	4	8	5	3	5	8	4	1	21
	2%	2%	2%	3%	2%	2%	3%	3%	1%	3%	1%	1%	2%	2%	2%	1%	2%
Low pay/minimum wage/ fair wages	32	1	11	4	31	10	6	11	4	18	10	2	6	12	4	1	32
	3%	*	4%	4%	5%	2%	6%	10%	1%	6%	2%	1%	3%	4%	2%	1%	3%
Morality/individual behaviour	101	33	19	21	67	68	7	3	39	21	47	25	29	30	29	10	92
	11%	12%	7%	19%	10%	13%	7%	3%	12%	7%	10%	13%	13%	10%	12%	9%	10%
National Health Service/ Hospitals/Healthcare	188	63	55	26	124	122	12	19	75	76	81	188	37	45	47	59	175
	20%	23%	21%	24%	18%	23%	12%	18%	24%	24%	17%	100%	16%	14%	20%	52%	18%
Nationalisation/ Government control of institutions	13	5	3	-	7	9	1	1	3	1	6	3	2	6	3	1	17
	1%	2%	1%	-	1%	2%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	2%

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 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	*	*	-	*	-	-	-	-	-	-	*	*	-	-	-	1	
	*	*	-	*	-	-	-	-	-	*	*	-	-	-	*		
Nuclear weapons/nuclear war/disarmament	6	1	1	2	6	5	2	-	4	2	3	2	2	-	4	1	5
	1%	*	*	2%	1%	1%	2%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%
Pensions/social security/benefits	49	13	17	8	36	38	2	7	20	13	13	12	6	17	7	6	54
	5%	5%	7%	7%	5%	7%	2%	7%	6%	4%	3%	6%	2%	5%	3%	5%	6%
Petrol prices/fuel	17	-	2	4	17	6	8	1	5	5	8	1	1	3	4	2	16
	2%	-	1%	4%	3%	1%	8%	1%	1%	2%	2%	*	*	1%	2%	2%	2%
Pollution/environment	77	18	18	15	59	48	1	4	36	27	37	21	13	9	22	15	69
	8%	6%	7%	14%	9%	9%	1%	4%	11%	9%	8%	11%	6%	3%	9%	14%	7%
Pound/exchange rate/ value of pound	8	1	1	4	7	4	1	-	3	2	5	1	3	2	1	-	9
	1%	*	*	4%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	-	-	1%
Poverty/inequality	65	16	19	8	49	39	7	9	21	24	22	12	20	7	16	10	62
	7%	6%	7%	7%	7%	7%	7%	8%	7%	8%	5%	7%	9%	2%	7%	9%	6%
Privatisation	6	-	1	1	6	4	-	-	2	1	1	3	-	3	2	2	6
	1%	-	*	1%	1%	1%	-	-	1%	*	*	2%	-	1%	1%	2%	1%
Public services in general	43	10	12	8	33	29	2	2	12	18	27	16	9	11	11	5	42
	4%	4%	5%	7%	5%	6%	2%	1%	4%	6%	6%	8%	4%	4%	5%	4%	4%
Race relations/ immigration/immigrants	312	101	74	35	210	168	39	39	101	92	137	45	67	312	64	26	331
	33%	37%	29%	31%	31%	32%	39%	37%	32%	29%	29%	24%	30%	100%	27%	23%	34%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	3	1	1	*	2	2	-	*	*	2	1	1	1	-	1	-	5
	*	*	1%	*	*	*	-	*	*	1%	*	*	1%	-	*	-	1%
Taxation	27	11	4	4	16	13	5	3	4	3	6	7	4	9	1	2	25
	3%	4%	2%	3%	2%	2%	5%	3%	1%	1%	1%	4%	2%	3%	1%	2%	3%
Trade unions/strikes	3	1	1	-	1	1	-	1	-	1	2	-	-	-	-	-	3
	*	*	*	-	*	*	-	1%	-	*	*	-	-	-	-	-	*
Transport/public transport	16	4	2	5	12	8	-	*	4	5	5	9	2	3	7	1	15
	2%	1%	1%	5%	2%	2%	-	*	1%	2%	1%	5%	1%	1%	3%	1%	2%
Unemployment/factory closure/lack of industry	263	70	67	28	193	135	30	30	82	89	126	52	55	87	37	26	255
	27%	26%	26%	25%	28%	25%	29%	28%	26%	28%	26%	28%	24%	28%	16%	23%	26%
Other	56	23	11	5	33	34	5	2	26	19	30	6	2	16	10	6	49
	6%	8%	4%	5%	5%	6%	5%	2%	8%	6%	6%	3%	1%	5%	4%	6%	5%
Don't know	20	2	11	-	18	9	-	3	2	7	-	-	-	-	-	-	24
	2%	1%	4%	-	3%	2%	2%	3%	1%	2%	-	-	-	-	-	-	2%
Mean	2.4	2.4	2.3	2.7	2.3	2.4	2.1	2.2	2.5	2.4	2.6	3.3	2.7	2.0	2.8	3.3	2.3

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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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	968	647	116	205	885	83	164	804	968
Weighted total	959	647	118	193	875	84	115	844	968
AIDS	-	-	-	-	-	-	-	-	-
Animal welfare	3	2	*	-	3	-	-	3	3
	*	*	*	-	*	-	-	*	*
Bird flu/pandemic flu/ swine flu	7	6	1	-	3	4	2	4	8
	1%	1%	1%	-	*	5%	2%	1%	1%
Common Market/EU/Europe/ EURO/Constitution	29	15	8	6	27	2	4	25	33
	3%	2%	7%	3%	3%	3%	3%	3%	3%
Countryside/rural life	7	5	-	2	6	1	1	6	6
	1%	1%	-	1%	1%	1%	1%	1%	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	169	19	39	214	13	32	194	226
	24%	26%	16%	20%	24%	15%	28%	23%	23%
Defence/foreign affairs/ international terrorism	240	140	46	54	233	8	29	211	243
	25%	22%	39%	28%	27%	9%	26%	25%	25%
Drug abuse	32	27	1	4	28	4	3	29	31
	3%	4%	1%	2%	3%	5%	2%	3%	3%
Economy/economic situation	474	319	69	87	433	41	61	413	460
	49%	49%	58%	45%	49%	49%	53%	49%	48%
Education/schools	113	77	10	25	106	6	19	93	108
	12%	12%	9%	13%	12%	8%	17%	11%	11%
Foot and mouth outbreak/ farming crisis	*	*	-	-	*	-	-	*	1
	*	*	-	-	*	-	-	*	*
GM/GM (Genetically modified) foods	2	1	1	-	2	-	-	2	2
	*	*	1%	-	*	-	-	*	*
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Housing	48	34	5	10	41	7	8	40	48
	5%	5%	4%	5%	5%	8%	7%	5%	5%
Inflation/prices	84	70	9	5	69	15	8	77	85
	9%	11%	8%	3%	8%	18%	7%	9%	9%
Local government/council tax	21	10	5	6	20	1	1	19	21
	2%	2%	4%	3%	2%	1%	1%	2%	2%
Low pay/minimum wage/ fair wages	32	28	2	3	23	9	3	30	32
	3%	4%	1%	1%	3%	11%	2%	4%	3%
Morality/individual behaviour	101	70	8	23	97	4	9	92	92
	11%	11%	6%	12%	11%	5%	8%	11%	10%
National Health Service/ Hospitals/Healthcare	188	119	21	48	176	11	24	163	175
	20%	18%	18%	25%	20%	13%	21%	19%	18%
Nationalisation/ Government control of institutions	13	10	1	2	12	1	2	11	17
	1%	2%	1%	1%	1%	1%	1%	1%	2%
Northern Ireland	*	*	-	-	*	-	-	*	1
	*	*	-	-	*	-	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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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	6 1%	4 1%	2 1%	1 *	5 1%	2 2%	1 1%	6 1%	5 1%
Pensions/social security/benefits	49 5%	33 5%	2 2%	14 7%	48 5%	1 1%	9 8%	40 5%	54 6%
Petrol prices/fuel	17 2%	11 2%	2 2%	4 2%	16 2%	1 1%	1 1%	16 2%	16 2%
Pollution/environment	77 8%	48 7%	7 6%	22 12%	77 9%	- -	7 6%	70 8%	69 7%
Pound/exchange rate/value of pound	8 1%	7 1%	- -	1 *	7 1%	1 1%	2 1%	7 1%	9 1%
Poverty/inequality	65 7%	49 8%	4 3%	12 6%	61 7%	4 5%	10 8%	55 7%	62 6%
Privatisation	6 1%	3 *	- -	3 2%	4 *	1 2%	1 1%	5 1%	6 1%
Public services in general	43 4%	30 5%	2 2%	10 5%	36 4%	6 8%	8 7%	35 4%	42 4%
Race relations/immigration/immigrants	312 33%	206 32%	53 44%	53 27%	289 33%	23 27%	34 20%	278 33%	331 34%
Scottish/Welsh Assembly/Devolution/Constitutional reform	3 *	1 *	2 1%	- -	3 *	- -	* *	3 *	5 1%
Taxation	27 3%	17 3%	3 2%	7 4%	26 3%	1 1%	4 4%	22 3%	25 3%
Trade unions/strikes	3 *	3 *	- -	- -	2 *	1 1%	- -	3 *	3 *
Transport/public transport	16 2%	9 1%	1 1%	6 3%	14 2%	1 2%	2 2%	14 2%	15 2%
Unemployment/factory closure/lack of industry	263 27%	182 28%	36 31%	45 23%	234 27%	29 34%	39 34%	224 26%	255 26%
Other	56 6%	31 5%	13 11%	12 6%	52 6%	4 5%	5 5%	50 6%	49 5%
Don't know	20 2%	18 3%	- -	2 1%	14 2%	6 7%	2 2%	18 2%	24 2%
Mean	2.4	2.4	2.4	2.3	2.4	2.1	2.6	2.3	2.3

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 11

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

Base : All respondents aged 18+

	Daily newspaper readership																					Unwtd total	
	Daily Express	Daily Mail	The Mirror	Daily Record	Daily Telegraph	Financial Times	The Guardian	The Herald (Glasgow)	The Independent	The Metro	The Scotsman	Daily Star	The Sun	The Times	Evening Standard	None of these	Other	Quality	Popular	Mid market press	Red top press		
Unweighted total	968	34	118	45	17	57	8	44	4	17	40	6	17	131	52	16	443	20	150	354	150	192	968
Weighted total	959	29	119	39	17	65	15	57	7	24	54	10	17	127	62	25	431	15	181	347	147	181	968
AIDS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	3	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	2	-	-	*	-	*	3
Bird flu/pandemic flu/ swine flu	7	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	3	1	1	8
Common Market/EU/Europe/ EURO/Constitution	29	-	14	1	-	3	1	1	-	-	6	-	1	4	1	-	11	1	5	17	14	5	33
Countryside/rural life	7	-	1	-	-	-	-	3	-	1	-	-	-	-	-	-	2	-	3	1	1	-	6
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	7	35	7	11	12	1	7	-	3	12	4	5	40	9	6	99	3	31	101	42	58	226
Defence/foreign affairs/ international terrorism	240	5	29	8	1	21	10	20	1	7	8	3	3	28	15	8	121	5	52	73	33	36	243
Drug abuse	32	1	-	3	1	3	-	-	-	1	1	-	*	7	-	-	10	-	4	15	1	12	31
Economy/economic situation	474	12	51	20	9	43	14	38	4	13	32	8	12	65	35	15	202	3	113	170	63	91	460
Education/schools	113	2	17	2	1	12	-	12	-	4	7	1	-	7	17	6	47	1	36	35	19	9	108
Foot and mouth outbreak/ farming crisis	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	1
GM/GM (Genetically modified) foods	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	48	-	7	2	-	4	-	3	-	*	6	-	4	13	4	3	17	-	7	24	7	15	48
Inflation/prices	84	5	10	6	1	5	-	7	1	3	11	-	2	10	5	2	39	1	17	33	14	18	85
Local government/council tax	21	-	2	1	-	1	-	*	-	-	-	-	2	6	-	-	9	2	1	9	2	7	21
Low pay/minimum wage/ fair wages	32	1	1	2	-	1	-	2	-	1	-	-	-	4	1	-	22	-	3	7	2	5	32
Morality/individual behaviour	101	1	13	2	-	15	*	8	-	8	4	2	1	10	10	2	37	1	32	33	14	12	92
National Health Service/ Hospitals/Healthcare	188	2	22	2	1	16	3	16	5	10	10	4	1	19	17	3	85	5	51	51	24	23	175
Nationalisation/ Government control of institutions	13	1	2	1	-	3	1	-	-	-	-	-	-	1	-	-	5	-	3	6	3	3	17

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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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	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
Nuclear weapons/nuclear war/disarmament	6	-	2	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	2	2	-	-	5
	1%	-	2%	-	-	-	-	-	-	-	-	-	-	-	8%	1%	-	-	1%	1%	-	-	1%
Pensions/social security/benefits	49	2	14	2	-	2	*	6	-	*	5	-	-	2	9	-	19	-	11	20	16	5	54
	5%	8%	12%	6%	-	4%	3%	10%	-	2%	9%	-	-	2%	14%	-	4%	-	6%	6%	11%	3%	6%
Petrol prices/fuel	17	-	1	1	1	-	-	1	1	1	1	-	-	1	1	-	9	-	3	5	1	4	16
	2%	-	*	3%	9%	-	-	1%	23%	5%	2%	14%	-	1%	1%	-	2%	-	2%	1%	*	2%	2%
Pollution/environment	77	1	3	-	-	6	2	15	-	4	4	2	-	3	5	-	41	-	28	12	5	3	69
	8%	5%	3%	-	-	9%	16%	26%	-	15%	8%	16%	-	3%	9%	-	9%	-	15%	3%	3%	2%	7%
Pound/exchange rate/value of pound	8	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	5	-	1	3	1	-	9
	1%	5%	-	-	-	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	*	1%	1%	-	1%
Poverty/inequality	65	3	5	5	-	9	-	6	2	3	3	2	1	8	5	4	30	1	17	20	7	11	62
	7%	9%	4%	13%	-	14%	-	10%	36%	13%	6%	22%	4%	6%	7%	15%	7%	4%	10%	6%	5%	6%	6%
Privatisation	6	-	-	2	-	-	-	1	1	-	-	1	-	-	-	-	1	-	1	2	-	2	6
	1%	-	-	6%	-	-	-	2%	20%	-	-	13%	-	-	-	-	*	-	1%	1%	-	1%	1%
Public services in general	43	-	3	3	1	5	-	4	-	1	1	-	-	3	4	2	20	1	10	12	3	7	42
	4%	-	3%	7%	4%	7%	-	8%	-	3%	2%	-	-	2%	-	10%	5%	6%	5%	3%	2%	4%	4%
Race relations/immigration/immigrants	312	10	54	15	1	23	3	6	-	3	15	3	8	48	18	9	133	6	50	137	64	66	331
	33%	36%	46%	38%	8%	35%	23%	11%	-	14%	28%	26%	46%	38%	29%	36%	31%	38%	28%	39%	43%	37%	34%
Scottish/Welsh Assembly/Devolution/Constitutional reform	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	5
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	*	-	1%
Taxation	27	2	4	1	-	3	-	2	-	1	2	-	-	2	4	1	10	3	7	9	6	3	25
	3%	7%	3%	2%	-	5%	-	3%	-	3%	4%	-	-	2%	7%	3%	2%	18%	4%	3%	4%	2%	3%
Trade unions/strikes	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	3
	*	-	-	-	-	-	-	-	-	2%	-	-	-	-	5%	*	-	-	*	-	-	-	*
Transport/public transport	16	-	-	-	-	-	-	1	-	1	-	-	-	2	-	-	13	*	1	2	-	2	15
	2%	-	-	-	-	-	-	2%	-	2%	-	-	-	1%	-	-	3%	2%	*	1%	-	1%	2%
Unemployment/factory closure/lack of industry	263	9	31	9	8	14	3	9	2	10	15	5	9	44	15	11	109	4	43	105	39	60	255
	27%	30%	26%	24%	45%	21%	18%	16%	36%	41%	28%	48%	50%	34%	24%	46%	25%	26%	24%	30%	27%	33%	26%
Other	56	*	10	-	-	3	3	6	-	-	6	-	-	1	6	6	24	1	13	18	10	1	49
	6%	1%	8%	-	-	5%	19%	11%	-	-	11%	-	-	1%	10%	24%	5%	8%	7%	5%	7%	1%	5%
Don't know	20	-	*	3	*	1	-	-	-	*	-	-	-	2	-	1	11	*	1	6	*	5	24
	2%	-	*	6%	2%	1%	-	-	-	1%	-	-	-	2%	-	4%	3%	2%	1%	2%	*	3%	2%
Mean	2.4	2.0	2.3	2.0	2.1	2.9	2.7	3.0	2.9	2.9	2.6	3.1	2.3	2.2	2.6	3.0	2.3	2.2	2.8	2.3	2.2	2.2	2.3

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

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Table 12

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

Base : All respondents aged 18+

	Total	Age within social grade						Unwtd total
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
Unweighted total	968	118	123	169	146	205	207	968
Weighted total	959	148	126	200	144	188	152	968
AIDS	-	-	-	-	-	-	-	-
Animal welfare	3	-	-	-	2	-	1	3
	*	-	-	-	1%	-	1%	*
Bird flu/pandemic flu/ swine flu	7	2	1	*	3	1	-	8
	1%	2%	1%	*	2%	*	-	1%
Common Market/EU/Europe/ EURO/Constitution	29	*	6	3	6	10	3	33
	3%	*	4%	2%	4%	5%	2%	3%
Countryside/rural life	7	3	1	-	-	3	-	6
	1%	2%	1%	-	-	1%	-	1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	226	30	23	52	41	36	44	226
	24%	21%	18%	26%	28%	19%	29%	23%
Defence/foreign affairs/ international terrorism	240	36	31	52	29	59	34	243
	25%	24%	24%	26%	20%	31%	22%	25%
Drug abuse	32	11	6	3	6	5	2	31
	3%	7%	4%	2%	4%	2%	1%	3%
Economy/economic situation	474	86	55	110	62	101	60	460
	49%	58%	43%	55%	43%	54%	39%	48%
Education/schools	113	15	13	44	11	19	10	108
	12%	10%	11%	22%	8%	10%	7%	11%
Foot and mouth outbreak/ farming crisis	*	-	-	-	-	-	*	1
	*	-	-	-	-	-	*	*
GM/GM (Genetically modified) foods	2	-	-	1	-	1	-	2
	*	-	-	1%	-	*	-	*
Heathrow/third runway at Heathrow	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Housing	48	8	11	7	7	7	8	48
	5%	6%	9%	3%	5%	4%	5%	5%
Inflation/prices	84	13	14	17	16	10	15	85
	9%	9%	11%	8%	11%	5%	10%	9%
Local government/council tax	21	1	4	1	5	4	6	21
	2%	1%	3%	1%	4%	2%	4%	2%
Low pay/minimum wage/ fair wages	32	4	9	2	11	2	5	32
	3%	2%	7%	1%	7%	1%	3%	3%
Morality/individual behaviour	101	21	5	21	9	34	11	92
	11%	14%	4%	10%	7%	18%	7%	10%
National Health Service/ Hospitals/Healthcare	188	43	12	57	22	33	20	175
	20%	29%	9%	28%	15%	18%	13%	18%
Nationalisation/ Government control of institutions	13	1	1	-	1	7	3	17
	1%	1%	1%	-	*	4%	2%	2%
Northern Ireland	*	-	-	-	-	-	*	1
	*	-	-	-	-	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)

**P.A.M. 11 - 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	6 1%	-	2	1	-	3	-	5
		-	2%	*	-	2%	-	1%
Pensions/social security/benefits	49 5%	6	5	11	3	12	12	54
Petrol prices/fuel	17 2%	1	8	1	2	4	-	16
		1%	7%	1%	2%	2%	-	2%
Pollution/environment	77 8%	19	3	28	3	18	6	69
		13%	2%	14%	2%	9%	4%	7%
Pound/exchange rate/value of pound	8 1%	1	1	3	1	*	1	9
		1%	1%	2%	1%	*	1%	1%
Poverty/inequality	65 7%	13	9	19	12	7	5	62
		9%	7%	9%	8%	4%	3%	6%
Privatisation	6 1%	*	1	2	1	-	1	6
		*	1%	1%	1%	-	1%	1%
Public services in general	43 4%	9	2	9	6	10	7	42
		6%	1%	5%	4%	5%	4%	4%
Race relations/immigration/immigrants	312 33%	31	41	52	54	69	65	331
		21%	32%	26%	37%	37%	43%	34%
Scottish/Welsh Assembly/Devolution/Constitutional reform	3 *	-	-	*	2	1	*	5
		-	-	*	1%	*	*	1%
Taxation	27 3%	6	6	3	3	2	6	25
		4%	5%	1%	2%	1%	4%	3%
Trade unions/strikes	3 *	-	-	1	1	1	-	3
		-	-	1%	1%	*	-	*
Transport/public transport	16 2%	6	1	2	1	3	2	15
		4%	1%	1%	1%	2%	1%	2%
Unemployment/factory closure/lack of industry	263 27%	46	46	59	47	31	34	255
		31%	36%	29%	33%	16%	23%	26%
Other	56 6%	8	3	17	3	22	4	49
		5%	2%	8%	2%	11%	2%	5%
Don't know	20 2%	3	4	1	3	1	8	24
		2%	3%	*	2%	*	5%	2%
Mean	2.4	2.7	2.2	2.7	2.2	2.4	2.0	2.3

Respondent type : GB adults 18+
Fieldwork dates : 13th - 19th November 2009
Number of sample points : 206
Source : Ipsos MORI (JN Q218)