

ISSUES INDEX (FINAL)

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

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Ageing population/ Social care for the elderly	21 2%	7 1%	14 3%	1 1%	3 2%	1 1%	3 2%	2 2%	10 5%zce ij	4 1%	5 1%	12 3%z	5 1%	16 3%	3 1%	10 4%zp	4 2%	4 2%	12 2%	8 2%	23 2%
AIDS	1 *	- -	1 *	- -	- 1%	1 -	- -	- -	- -	- *	1 -	- -	1 *	- -	- -	* *	1 *	- -	* *	1 *	2 *
Animal welfare	2 *	- -	2 *	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	22 2%iq	13 3%	9 2%	- -	* *	5 3%ci	2 1%	5 3%ci	10 4%zcd i	* *	7 2%i	14 4%zcd i	6 1%	16 3%	11 4%nq	7 2%	1 *	4 2%	17 3%znq	5 1%	24 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%jp	11 2%	6 1%	9 6%zde fgijk	2 1%	1 *	1 1%	1 1%	4 2%	11 3%zdj	2 1%	5 1%	11 2%	6 1%	3 1%	2 1%	5 2%	9 3%zmp	5 1%	13 3%p	15 1%
Defence/Foreign affairs/ International terrorism	40 4%e	16 3%	24 5%	4 3%	7 4%	2 1%	9 5%	5 4%	13 6%e	11 4%	10 3%e	19 5%e	13 3%	27 5%	13 5%	9 3%	4 2%	14 5%	22 4%	18 4%	38 4%
Drug abuse	6 1%	4 1%	3 1%	4 3%zfh jk	2 1%k	- -	- -	- -	- -	6 2%zhj k	- -	- -	6 1%	- -	1 *	1 *	1 1%	3 1%	2 *	5 1%	6 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Economy/Economic situation	106	60	46	11	14	19	22	17	23	25	42	40	44	62	44	29	17	17	73	34	108
	11% oq	12%	9%	8%	8%	12%	13%	12%	10%	8%	13%	11%	9%	12%	16% zn	11%	8%	7%	14% zmo	7%	11%
Education/Schools	11	7	5	2	3	3	1	1	-	5	5	1	8	3	6	3	1	1	9	2	11
	1%	1%	1%	1%	2%	2%	1%	1%	-	2%	1%	*	2%	1%	2%	1%	1%	*	2%	*	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	40	24	16	7	13	6	5	6	4	20	11	10	26	15	12	9	12	6	22	19	34
	4%	5%	3%	5%	7% zhk	4%	3%	4%	2%	6% zhk	3%	3%	5%	3%	5%	4%	6%	2%	4%	4%	3%
Immigration/immigrants	338	157	180	31	49	53	69	47	90	79	122	137	133	205	68	96	93	82	163	174	329
	34% ci lp	32%	35%	22%	29%	33% c	40% ci	34% c	42% zc	26%	37% ci	38% zc	28%	39%	25%	36% lp	43% zl	33%	31% l	37% zl	33%
Inflation/Prices	8	5	3	1	5	1	1	-	-	6	1	-	7	1	1	2	1	3	3	5	10
	1%	1%	1%	1%	3% zhj k	1%	*	-	-	2% zhk	*	-	2%	*	*	1%	1%	1%	1%	5%	1%
Local government/Council tax	2	1	1	1	-	1	-	1	-	1	1	1	1	1	-	-	1	1	-	2	3
	*	*	*	1%	-	*	-	*	-	*	*	*	*	*	-	-	*	*	-	*	*
Low pay/Minimum wage/Fair wages	29	15	14	8	10	4	5	1	1	18	9	2	22	7	3	6	6	14	9	21	30
	3% hkl p	3%	3%	6% ghk	6% zgh k	3%	3%	1%	1%	6% zgh k	3%	1%	5%	1%	1%	2%	3%	6% zlp	2%	4% zlp	3%
Morality/Individual behaviour/Lifestyle	12	7	5	-	-	3	7	1	2	-	10	2	3	9	10	-	2	1	10	2	8
	1%	1%	1%	-	-	2% i	4% zcd ik	*	1%	-	3% zdi k	1%	1%	2%	4% zmo pq	-	1%	*	2% m	1%	1%
National health service/Hospitals/Healthcare	93	36	57	17	16	12	14	15	19	33	26	34	45	48	26	31	18	18	57	36	90
	9%	7%	11%	12%	10%	7%	8%	11%	9%	11%	8%	10%	9%	9%	10%	12%	8%	7%	11%	8%	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Nationalisation/ Government control of institutions	3 *	2 *	1 *	1 1%	1 1%	-	-	1 1%	-	2 1%	-	1 *	2 *	1 *	2 1%	1 *	-	-	3 1%	-	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	2 *	-	1 1%	-	-	-	-	* *	1 *	-	* *	1 *	* *	-	2 1%	-	-	2 *	-	2 *
Pensions/Social security/Benefits	11 1%	8 2%	3 1%	1 1%	2 1%	2 1%	3 2%	2 2%	2 1%	3 1%	4 1%	4 1%	4 1%	7 1%	3 1%	2 1%	1 1%	4 2%	5 1%	6 1%	13 1%
Petrol prices/Fuel	* *	* *	-	-	-	-	-	-	* *	-	-	* *	-	* *	-	* *	-	-	* *	-	1 *
Pollution/ Environment	11 1%	7 1%	4 1%	1 1%	1 1%	1 1%	5 3%	1 1%	2 1%	2 1%	6 2%	3 1%	3 1%	7 1%	2 1%	4 1%	3 2%	1 1%	6 1%	5 1%	12 1%
Population levels/ Overpopulation	8 1%	2 *	5 1%	-	-	1 1%	2 1%	1 1%	3 1%	-	4 1%	4 1%	1 *	6 1%	1 *	2 1%	2 1%	3 1%	3 *	5 1%	7 1%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	79 8%aq	27 6%	52 10%za	17 12%f	13 8%	18 11%f	8 5%	9 6%	13 6%	30 10%	27 8%f	22 6%	49 10%	30 6%	32 12%znq	20 8%	10 5%	17 7%	52 10%znq	27 6%	78 8%
Privatisation	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	1 *	-	-	-	1 *	-	1 *
Public services in general	10 1%	6 1%	4 1%	2 1%	1 *	1 1%	4 2%	1 1%	1 1%	3 1%	5 2%	2 1%	4 1%	6 1%	4 1%	1 *	3 1%	2 1%	5 1%	5 1%	9 1%

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UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
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	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Race relations	8	3	6	1	2	-	2	3	-	3	2	3	3	6	3	-	4	2	3	5	9
	1%	1%	1%	1%	1%	-	1%	2%h	-	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	1%	-	-	*	-	*	*	-	-	-	*	-	*
Taxation	5	2	3	1	2	-	1	1	1	3	1	2	3	2	2	1	1	1	3	2	6
	1%	*	1%	1%	1%	-	*	1%	*	1%	*	*	1%	*	1%	*	1%	*	1%	*	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	53	27	26	10	11	14	6	8	4	21	20	12	35	18	9	15	8	20	24	28	61
	5%hk	6%	5%	7%h	7%h	9%hk	4%	6%h	2%	7%h	6%h	3%h	7%	3%	4%	6%	4%	8%zfq	5%	6%	6%
Other	17	10	6	2	2	2	1	6	4	4	3	10	6	11	4	5	5	3	9	8	17
	2%	2%	1%	1%	1%	1%	*	4%zfq	2%	1%	1%	3%z	1%	2%	2%	2%	2%	1%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41	24	17	11	8	7	2	5	8	19	9	12	26	14	3	8	11	18	11	30	49
	4%flp	5%	3%	8%fj	5%	5%	1%	3%	4%	6%f	3%	3%	6%	3%	1%	3%	5%lp	7%zlm	2%	6%zlp	5%
Personal finances (NET)	117	48	69	26	29	23	14	10	15	55	37	25	78	39	35	29	18	35	64	53	119
	12%hk	10%	14%	18%zfg	17%fghk	15%hk	8%	7%	7%	18%zfg	11%	7%	17%	7%	13%	11%	8%	14%	12%	11%	12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Ageing population/ Social care for the elderly	21 2%	15 2%	3 7% zad ehjk	3 3%	5 2%	3 1%	10 3% a	7 3%	5 1%	3 2%	4 1%	1 1%	10 3%	7 2%	2 2%	2 1%	16 3%	4 1%	23 2%
AIDS	1 *	1 *	- -	- -	1 *	1 *	- -	- -	* *	* *	* *	- -	- -	1 *	* *	- -	1 *	* *	2 *
Animal welfare	2 *	2 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 1% p	1 *	- -	2 1%	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	22 2%	21 2%	* 1%	1 1%	3 1%	2 1%	4 1%	3 1%	15 4% zad ef	4 3%	11 4% d	7 5% def	12 4% z	5 1%	4 2%	2 1%	17 3%	5 2%	24 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%	17 2%	- -	1 1%	4 1%	3 1%	7 2%	7 3%	7 2%	5 4% jk	5 2%	- -	7 2%	3 1%	2 2%	4 2%	10 2%	7 2%	15 1%
Defence/Foreign affairs/ International terrorism	40 4%	35 4%	1 2%	5 5%	15 4%	10 4%	9 3%	8 3%	16 5% i	3 2%	10 4%	7 5%	15 5%	13 4%	8 5%	5 2%	28 4%	12 3%	38 4%
Drug abuse	6 1%	6 1%	- -	- -	5 2% zf	5 2% zaf	- -	- -	1 *	1 1%	1 *	- -	- -	2 1%	1 *	4 2% lp	2 *	5 1%	6 1%

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WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Economy/Economic situation	106	88	8	11	38	27	33	25	36	11	26	16	40	38	10	18	78	28	108
	11%cd	10%	16%	13%	11%	11%	11%	10%	10%	8%	10%	11%	13%nq	12%	7%	8%	12%znq	8%	11%
Education/Schools	11	7	2	2	6	4	3	1	2	-	2	2	-	5	1	5	5	6	11
	1%a	1%	5%zaf	2%	2%	2%	1%g	*	1%	-	1%	2%	-	2%l	1%	2%l	1%	2%l	1%
			ghij																
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	40	35	3	2	3	1	10	7	27	14	27	14	9	11	5	16	19	20	34
	4%de	4%de	6%de	3%e	1%e	*	3%de	3%e	8%za	11%za	10%za	10%zad	3%	3%	3%	7%zlp	3%	6%n	3%
									defg	cdefg	defg	efg							
Immigration/immigrants	338	304	12	22	107	85	114	102	116	31	76	45	124	96	47	66	220	113	329
	34%ij	35%zi	24%	25%	32%	35%i	37%ci	39%zc	32%ij	24%	28%	32%	39%zm	31%	32%	31%	35%	32%	33%
		j					j	ij			h		pq						
Inflation/Prices	8	6	1	1	6	5	1	1	1	1	1	-	1	2	3	2	3	4	10
	1%	1%	1%	1%	2%za	2%zah	*	*	*	1%	*	-	*	1%	2%	1%	1%	1%	1%
Local government/Council tax	2	2	-	-	1	1	-	-	1	1	1	-	-	-	1	1	-	2	3
	*	*	-	-	*	1%	-	-	*	1%	*	-	-	-	*	1%	-	1%	*
Low pay/Minimum wage/Fair wages	29	24	4	1	5	4	8	4	17	15	17	1	1	10	7	12	11	19	30
	3%dp	3%	9%zac	1%	1%	2%	3%g	2%	5%ad	12%zac	6%zad	1%	*	3%l	5%lp	6%zlp	2%l	5%zlp	3%
			defgk						k	defghj	efghk								
Morality/Individual behaviour/Lifestyle	12	11	1	1	2	2	5	4	5	-	5	5	2	10	1	-	12	1	8
	1%cd	1%	2%	1%	1%	1%	2%	2%	1%	-	2%	3%	1%	3%zlo	*	-	2%lq	*	1%
														q					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
National health service/Hospitals/Healthcare	93	80	4	9	36	27	29	25	28	4	17	14	33	35	6	18	68	24	90
	9%inq	9%i	7%	10%i	11%i	11%i	9%i	10%i	8%i	3%	6%i	10%i	10%n	11%n	4%	9%	11%ng	7%ng	9%
Nationalisation/Government control of institutions	3	2	-	1	1	-	-	-	2	1	1	-	2	-	-	1	2	1	3
	*	*	-	1%	*	-	-	-	*	1%	*	-	1%	-	-	*	*	*	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/Nuclear war/Disarmament	2	1	-	*	2	1	-	-	-	-	-	-	*	-	-	1	*	1	2
	*	*	-	*	*	*	-	-	-	-	-	-	*	-	-	1%	*	*	*
Pensions/Social security/Benefits	11	10	-	1	4	3	5	5	1	1	1	-	4	4	1	2	8	3	13
	1%	1%	-	1%	1%	1%	2%	2%	*	1%	*	-	1%	1%	1%	1%	1%	1%	1%
Petrol prices/Fuel	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	*	1
	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	*	*
Pollution/Environment	11	9	-	1	3	2	-	-	7	2	6	4	2	5	2	2	7	4	12
	1%	1%	-	2%fg	1%	1%	-	-	2%fg	2%fg	2%fg	2%fg	1%	2%	2%	1%	1%	1%	1%
Population levels/Overpopulation	8	8	-	-	-	3	3	5	5	5	5	-	2	3	1	2	5	2	7
	1%	1%	-	-	-	1%	1%	1%	4%zad	2%d	2%d	-	1%	1%	1%	1%	1%	1%	1%
									efhjk										
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

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

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UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Poverty/Inequality	79 8%	62 7%	4 8%	13 15%za fghij	38 11%za fgh	24 10%	19 6%	15 6%	22 6%	7 5%	18 6%	11 8%	22 7%	27 9%	13 9%	15 7%	50 8%	28 8%	78 8%
Privatisation	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Public services in general	10 1%	10 1%	- -	- -	3 1%	3 1%	3 1%	3 1%	3 1%	1 1%	3 1%	3 2%	2 1%	7 2%	* *	1 *	9 1%	1 *	9 1%
Race relations	8 1%	8 1%	* 1%	- -	1 *	1 1%	2 1%	2 1%	5 1%	2 1%	5 2%	3 2%	2 1%	4 1%	* *	2 1%	6 1%	3 1%	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	- -	1 3%zad eghj	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
Taxation	5 1%	4 *	1 2%	- -	2 1%	2 1%	1 *	- -	2 1%	2 2%zag	2 1%	- -	- -	1 *	1 1%	3 1%	1 *	4 1%	6 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	53 5%h	41 5%h	4 8%	8 9%hjk	21 6%h	12 5%	24 8%zah j	20 8%ahj	9 2%	5 4%	9 3%	3 2%	15 5%	16 5%	12 8%	10 5%	30 5%	22 6%	61 6%
Other	17 2%	16 2%	- -	1 1%	4 1%	3 1%	4 1%	4 2%	8 2%	2 2%	7 3%	5 3%	5 2%	8 2%	1 1%	3 1%	13 2%	4 1%	17 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41	37	-	4	16	12	12	12	13	10	11	1	7	1	17	16	7	33	49
	4%lmp	4%	-	4%	5%	5%	4%	5%	4%k	8%zhj k	4%k	1%	2%mp	*	11%zlm p	8%zlm p	1% m	9%zlm p	5%
Personal finances (NET)	117	93	9	15	48	33	29	20	40	23	35	12	25	39	22	29	64	51	119
	12%gl	11%	18%fg	17%fg	14%ag	13%g	9%g	8%	11%	18%za fghjk	13%	9%	8%	12%	15%l	14%	10%l	14%l	12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1002	370	106	526	44	195	337	31	807	41	111	321	314	1002
WEIGHTED BASE	998	428	114*	456	39*	207	319	36**	792	42*	98*	359	317	1002
	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Ageing population/ Social care for the elderly	21 2%	6 1%	1 1%	13 3%	- -	4 2%	4 1%	- -	16 2%	2 6%	4 4%	5 1%	4 1%	23 2%
AIDS	1 *	- -	- -	1 *	* 1%a	- -	1 *	- -	1 *	- -	- -	- -	1 *	2 *
Animal welfare	2 *	- -	1 1%	1 *	- -	- -	1 *	- -	2 *	- -	- -	- -	1 *	2 *
Bird flu/Pandemic flu/Swine flu/ Ebola	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	22 2%	6 2%	5 4%	11 2%	* 1%	7 3%	3 1%	5 13%	15 2%	- -	* *	7 2%	5 1%	24 2%
Countryside/Rural life	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18 2%^m	8 2%	2 1%	8 2%	1 4%	2 1%	6 2%	2 5%	15 2%	1 3%	3 3% ^m	1 *	6 2%	15 1%
Defence/Foreign affairs/ International terrorism	40 4%^{gi}	17 4%	5 5%	18 4%	- -	14 7% ^g	4 1%	2 7%	27 3% ^g	2 4%	1 2%	15 4%	11 4%	38 4%
Drug abuse	6 1%	4 1%	- -	3 1%	- -	- -	2 1%	- -	6 1%	- -	- -	- -	2 1%	6 1%

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	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Economy/Economic situation	106	53	12	41	3	38	26	5	68	-	7	49	28	108
	11%ir	12%	10%	9%	9%	18%zgi	8%	15%	9%	-	7%	14%	9%	11%
Education/Schools	11	6	1	4	-	1	6	-	11	-	3	7	7	11
	1%	1%	1%	1%	-	*	2%	-	1%	-	3%	2%	2%	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	40	23	4	13	3	2	13	2	38	3	6	18	15	34
	4%f	5%	3%	3%	8%	1%	4%	5%	5%zf	8%fi	6%	5%	5%	3%
Immigration/immigrants	338	140	36	162	10	96	88	3	241	27	22	125	102	329
	34%gi	33%	32%	35%	26%	47%zg	28%	8%	30%	63%zg	23%	35%li	32%	33%
Inflation/Prices	8	3	2	3	*	1	2	-	7	-	1	1	6	10
	1%	1%	2%	1%	1%	*	1%	-	1%	-	1%	*	2%	1%
Local government/Council tax	2	-	-	2	-	1	1	-	1	-	-	-	-	3
	*	-	-	*	-	*	*	-	*	-	-	-	-	*
Low pay/Minimum wage/Fair wages	29	18	4	8	2	2	14	2	27	2	-	4	13	30
	3%cm	4%c	4%	2%	5%	1%	4%	6%	3%	4%	-	1%	4%	3%
Morality/Individual behaviour/Lifestyle	12	5	2	6	2	6	4	-	7	-	2	6	6	8
	1%i	1%	2%	1%	5%zac	3%i	1%	-	1%	-	2%	2%	2%	1%
National health service/Hospitals/Healthcare	93	41	12	40	-	15	33	6	78	4	13	42	21	90
	9%d	10%d	11%d	9%	-	7%	10%	16%	10%	9%	13%	12%	7%	9%

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	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Nationalisation/ Government control of institutions	3 *	3 1%	-	-	-	-	1 *	1 2%	3 *	-	-	2 1%	-	3 *
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2 *	-	-	2 *	-	-	-	* 1%	2 *	-	-	-	-	2 *
Pensions/Social security/Benefits	11 1%	5 1%	-	5 1%	-	1 1%	6 2%	-	10 1%	-	1 1%	5 1%	4 1%	13 1%
Petrol prices/Fuel	* *	- -	- -	* *	-	- -	* *	- -	* *	-	- -	- -	- -	1 *
Pollution/ Environment	11 1%	5 1%	1 1%	4 1%	-	-	7 2%zf	-	11 1%	-	2 2%	2 1%	2 1%	12 1%
Population levels/ Overpopulation	8 1%	4 1%	1 1%	3 1%	-	-	2 1%	-	8 1%	-	-	2 1%	1 *	7 1%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	79 8% ^f	32 8%	11 10%	36 8%	3 9%	4 2%	35 11% ^{zf}	5 14%	75 10% ^{zf}	1 2%	5 6%	33 9%	26 8%	78 8%
Privatisation	1 *	-	1 1%	-	-	-	1 *	-	1 *	-	-	1 *	1 *	1 *
Public services in general	10 1%	4 1%	1 1%	5 1%	-	1 *	5 2%	-	9 1%	-	2 2%	4 1%	6 2%	9 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Race relations	8	1	2	5	1	2	5	-	6	-	1	5	5	9
	1%	*	2%	1%	2%	1%	2%	-	1%	-	1%	1%	2%	1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1	1	-	-	-	-	1	-	1	-	-	1	-	1
	*	*	-	-	-	-	*	-	*	-	-	*	-	*
Taxation	5	3	1	2	-	-	2	-	5	-	1	3	1	6
	1%	1%	1%	*	-	-	1%	-	1%	-	1%	1%	*	1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	53	20	3	30	8	4	27	2	48	1	9	13	18	61
	5%f	5%	3%	6%	22%zab c	2%	9%zfi	5%	6%zf	2%	9%m	4%	6%	6%
Other	17	7	2	7	1	2	8	1	15	-	3	8	6	17
	2%	2%	2%	2%	2%	1%	3%	2%	2%	-	3%	2%	2%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	41	13	5	23	2	4	9	1	37	-	14	1	18	49
	4%m	3%	4%	5%	6%	2%	3%	2%	5%g	-	14%zm	*	6%	5%
Personal finances (NET)	117	53	17	47	6	7	51	7	110	2	6	38	45	119
	12%f	12%	15%	10%	14%	3%	16%zf	20%	14%zf	5%	6%	11%	14%	12%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Ageing population/ Social care for the elderly	21	-	11	4	6	2	5	7	8	5	20	1	5	1	1	9	1	7	23
	2%atm	-	3%at	3%a	1%	2%	4%at	3%	2%	3%	2%	1%	3% ^m	*	*	4%	1%	5% ^z	2%
AIDS	1	-	-	-	-	-	-	*	1	-	1	*	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	*	*	-	*	*	-	-	-	-	-	-	*
Animal welfare	2	-	-	-	-	-	-	1	-	1	2	-	-	1	-	-	-	-	2
	*	-	-	-	-	-	-	*	-	1%	*	-	-	*	-	-	-	-	*
Bird flu/Pandemic flu/Swine flu/ Ebola	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	22	6	8	5	11	7	3	6	10	6	21	1	3	8	4	6	5	2	24
	2%	2%	2%	4%	2%	5%	3%	2%	2%	3%	2%	1%	2%	2%	3%	2%	6% ^{zq}	1%	2%
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	18	2	3	18	4	1	1	1	12	5	16	1	5	5	-	7	-	6	15
	2% ^{tg}	1%	1%	13% ^{zabe}	1%	1%	*	*	2% ^g	2% ^g	2%	1%	3%	1%	-	3%	-	4% ^{zp}	1%
Defence/Foreign affairs/ International terrorism	40	16	15	3	9	40	1	5	20	15	39	1	7	18	7	8	3	5	38
	4% ^{tgk}	6% ^{ft}	4% ^t	2%	2%	30% ^{zabc}	1%	2%	4%	8% ^{zgh}	4%	1%	4%	5%	7%	3%	3%	3%	4%
Drug abuse	6	1	-	1	-	-	-	6	1	-	6	1	1	2	-	4	1	3	6
	1% ^h	*	-	1%	-	-	-	2% ^{zh}	*	-	1%	1%	1%	1%	-	2%	2%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Economy/Economic situation	106	106	37	9	46	13	17	24	64	19	99	7	19	44	21	17	7	8	108
	11% ^{kq}	41% ^{zbc}	10% ^{eft}	7%	9%	10%	14% ^c	8%	12%	10%	11%	6%	11%	12%	19% ^{zqrs}	6%	8%	6%	11%
Education/Schools	11	2	5	-	-	1	11	3	6	2	10	1	4	3	1	1	1	-	11
	1% ^t	1%	1% ^t	-	-	1% ^t	9% ^{zabc}	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	1%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	40	6	18	7	11	-	2	11	28	1	36	5	5	23	9	10	1	4	34
	4% ^{eti}	2%	5% ^{et}	5% ^{et}	2%	-	2%	4% ⁱ	5% ⁱ	1%	4%	4%	3%	6%	9% ^{zr}	4%	1%	3%	3%
Immigration/immigrants	338	51	112	46	338	47	43	76	184	77	302	35	57	118	28	106	45	53	329
	34% ^{ag}	20%	31% ^a	34% ^a	65% ^{zab}	34% ^a	36% ^a	27%	35% ^g	40% ^g	35%	29%	34%	32%	26%	41% ^{zp}	56% ^{zpq}	38%	33%
Inflation/Prices	8	1	-	1	2	-	1	3	4	1	6	2	4	2	-	3	-	3	10
	1%	*	-	1%	*	-	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	-	2%	1%
Local government/Council tax	2	1	1	-	1	-	-	1	1	-	1	1	-	-	-	-	-	-	3
	* ^j	*	*	-	*	-	-	*	*	-	*	1% ^{zj}	-	-	-	-	-	-	*
Low pay/Minimum wage/Fair wages	29	13	3	13	10	1	2	20	8	2	21	8	1	21	-	12	-	3	30
	3% ^{bthj}	5% ^{zbet}	1%	9% ^{zbeft}	2%	*	1%	7% ^{zhi}	1%	1%	2%	7% ^{zj}	1%	6% ^{zl}	-	5% ^p	-	3%	3%
Morality/Individual behaviour/Lifestyle	12	4	3	1	2	-	1	1	11	1	12	-	3	3	2	1	-	1	8
	1% ^{tg}	1%	1%	1%	*	-	1%	*	2% ^{zg}	*	1%	-	2%	1%	2%	*	-	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL		
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)	
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002	
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002	
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%	
National health service/Hospitals/ Healthcare	93 9%at	7 3%	93 25%zace ft	8 5%	29 6%a	11 8%a	14 12%at	20 7%	47 9%	26 14%zg	86 10%	7 6%	23 13%	30 8%	6 6%	19 7%	7 9%	11 8%	90 9%	
Nationalisation/ Government control of institutions	3 *	1 *	-	-	-	-	-	-	2 *	1 *	2 *	1 1%	-	3 1%	1 1%	1 *	-	-	3 *	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 *	* *	-	2 *	-	-	1 *	* *	-	2 *	-	-	-	1 1%	2 1%	-	* *	2 *	
Pensions/Social security/Benefits	11 1%	-	2 1%	1 *	3 1%	1 *	1 1%	4 1%	7 1%	-	8 1%	3 2%	1 *	5 1%	1 1%	4 2%	1 1%	3 2%	13 1%	
Petrol prices/Fuel	* *	-	-	-	* *	-	-	-	* *	-	* *	-	-	-	-	* *	* *	-	-	1 *
Pollution/ Environment	11 1%t	5 2%bt	1 *	1 *	1 *	2 1%	4 3%bt	2 1%	7 1%	2 1%	10 1%	1 *	* *	6 2%	1 1%	1 1%	-	1 1%	12 1%	
Population levels/ Overpopulation	8 1%	3 1%	6 2%t	2 1%	2 *	1 1%	1 1%	2 1%	5 1%	1 *	6 1%	2 1%	-	5 1%	-	2 1%	-	1 *	7 1%	
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Poverty/Inequality	79 8%etkm	21 8%t	23 6%t	10 7%t	18 3%	4 3%	11 9%t	29 10%	35 7%	16 8%	74 8%	5 4%	21 12%zm	19 5%	13 12%	19 7%	5 6%	11 8%	78 8%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Privatisation	1*	-	1*	-	-	-	-	-	-	1*	1*	-	-	1*	-	-	-	-	1*
Public services in general	10 1%t	1 1%	5 1%	-	2 *	-	1 1%	2 1%	6 1%	1 1%	8 1%	2 1%	2 1%	4 1%	1 1%	1 *	-	-	9 1%
Race relations	8 1%t	-	-	2 2%abt	1 *	-	-	3 1%	3 1%	2 1%	6 1%	2 2%	1 *	1 *	1 1%	1 *	-	-	9 1%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	1 *	-	1 *	-	-	1 1%t	-	-	1 *	-	1 *	-	-	1 *	1 1%z	-	-	-	1 *
Taxation	5 1%	1 *	1 *	-	1 *	-	-	1 *	4 1%	-	4 *	1 1%	-	3 1%	-	1 *	-	1 1%	6 1%
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployment/ Factory closure/ Lack of industry	53 5%beft ij	8 3%	12 3%	6 4%	17 3%	1 1%	2 1%	24 9%zhi	25 5%	3 2%	33 4%	20 16%zj	5 3%	18 5%	4 4%	10 4%	1 2%	7 5%	61 6%
Other	17 2%t	3 1%	4 1%	1 1%	2 *	* *	1 1%	5 2%	9 2%	3 1%	14 2%	2 2%	1 1%	8 2%	4 4%q	1 1%	-	1 1%	17 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/t/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ISSUES INDEX (FINAL)

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Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL			
	TOTAL (z)	ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)		
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002		
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002		
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%		
Don't know	41	1	2	-	2	1	-	24	16	1	28	13	3	15	1	12	2	7	49		
	4%	abce	*	1%	-	*	1%	-	8%	zhi	3%	1%	3%	11%zj	2%	4%	1%	5%	3%	5%	5%
Personal finances (NET)	117	35	25	24	30	5	14	52	46	19	101	14	26	43	13	35	5	17	119		
	12%	bet	13%bet	7%	17%bet	6%	3%	11%et	18%zhi	9%	10%	12%	12%	15%	12%	12%	13%r	6%	13%	12%	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/l - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Ageing population/ Social care for the elderly	66 7%ciq	26 5%	40 8%	1 1%	10 6%c	10 7%c	8 4%	15 11%zc fij	23 ij	11 3%c	18 5%c	38 11%zcf ij	21 4%	46 9%	21 8%	23 9%o	13 6%	10 4%	44 8%zoq	23 5%	76 8%
AIDS	3 *	- -	3 1%	2 1%	- -	1 1%	- -	- -	- -	2 1%	1 *	- -	3 1%	- -	2 1%	* *	1 *	- -	2 *	1 *	3 *
Animal welfare	13 1%	3 1%	10 2%	1 1%	- -	2 2%	2 1%	3 2%	4 2%	1 *	5 1%	7 2%	4 1%	9 2%	2 1%	6 2%	1 *	4 2%	8 1%	5 1%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	* *	- -	* *	- -	- -	* *	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	104 10%bc dioq	71 15%zb	34 7%	6 4%	6 4%	17 10%di	19 11%cd i	20 14%cd i	37 17%zcd ij	12 4%	36 11%cd i	57 16%zcd i	28 6%	76 14%	44 17%zm oq	26 10%o	23 10%o	11 5%	71 13%zmo q	34 7%o	100 10%
Countryside/Rural life	13 1%	3 1%	10 2%	- -	1 1%	2 1%	2 1%	2 2%	5 2%i	1 *	4 1%	8 2%	3 1%	10 2%	7 2%o	2 1%	4 2%o	- -	9 2%	4 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	137 14%lp	62 13%	75 15%	21 15%	22 13%	16 10%	28 16%	17 12%	34 16%	43 14%	44 13%	51 14%	58 12%	79 15%	20 8%	33 12%p	33 15%l	51 20%zl mp	53 10%	84 18%zl p	137 14%
Defence/Foreign affairs/ International terrorism	135 14%ic	74 15%	61 12%	12 8%	19 11%	17 11%	28 16%	19 14%	41 19%zc ei	31 10%	45 13%	60 17%zc i	47 10%	88 17%	49 19%zn oq	38 14%	23 11%	25 10%	87 16%zo q	48 10%	126 13%
Drug abuse	41 4%	19 4%	22 4%	8 6%	9 5%	6 4%	5 3%	6 4%	7 3%	17 6%	11 3%	13 4%	23 5%	18 3%	6 2%	12 5%	8 4%	15 6%	18 3%	23 5%	48 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
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ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Economy/Economic situation	261	139	122	36	42	36	52	48	48	78	87	96	114	147	94	69	44	54	163	98	257
	26% _q	29%	24%	25%	25%	22%	30%	34% _{ze}	22%	25%	26%	27% _h	24%	28%	35% _{zm}	26%	20%	22%	31% _{zm}	21%	26%
								hk							noq				noq		
Education/Schools	121	48	73	14	25	23	26	12	21	39	49	32	63	58	41	49	20	11	90	31	116
	12% _{ko}	10%	14%	10%	15%	15%	15%	8%	10%	13%	15% _k	9%	13%	11%	15% _{oq}	18% _{zno}	9%	5%	17% _{zno}	7% _o	12%
	q														q				q		
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	1	-	-	1	-	1	1	1	1	-	-	-	1	-	1	2
	*	*	-	-	-	*	-	-	*	-	*	*	*	*	-	-	-	1%	-	*	*
Housing	201	94	106	29	44	36	32	29	30	73	68	60	109	91	60	54	47	39	114	86	187
	20% _h	19%	21%	20%	26% _{hk}	23% _h	18%	21%	14%	24% _{hk}	20%	17%	23%	17%	23%	20%	22%	16%	21%	19%	19%
Immigration/immigrants	519	240	279	60	70	86	100	75	128	129	186	204	215	303	126	147	127	119	273	246	512
	52% _{cd}	49%	54%	42%	41%	54% _{di}	58% _{cd}	54% _{di}	59% _{zc}	42%	56% _{cd}	57% _{zc}	46%	57%	47%	55%	59% _{lo}	48%	51%	53% _o	51%
	i					i		di	di		i	di			q						
Inflation/Prices	64	32	32	5	27	10	7	8	7	32	17	15	42	22	12	13	9	30	25	39	73
	6% _{hkp}	7%	6%	3%	16% _{zce}	6%	4%	6%	3%	10% _{zcf}	5%	4%	9%	4%	4%	5%	4%	12% _{zlm}	5%	8% _{znp}	7%
					fg <h>ijk</h>					hjk								npq			
Local government/Council tax	23	13	10	3	5	6	2	2	6	8	8	8	14	9	5	4	7	8	9	15	28
	2%	3%	2%	2%	3%	4%	1%	2%	3%	2%	2%	2%	3%	2%	2%	1%	3%	3%	2%	3%	3%
Low pay/Minimum wage/Fair wages	119	58	61	24	30	24	19	13	8	54	44	22	78	41	15	38	35	32	52	67	122
	12% _{hk}	12%	12%	17% _{hk}	18% _{zh}	15% _{hk}	11% _h	10% _{hk}	4%	17% _{zg}	13% _{hk}	6% _h	17%	8%	6%	14% _{lp}	16% _{lp}	13% _l	10% _l	14% _{lp}	12%
	lp				k					hk											
Morality/Individual behaviour/Lifestyle	42	20	22	7	2	8	12	2	10	9	20	12	17	25	17	7	7	10	24	18	41
	4% _d	4%	4%	5%	1%	5%	7% _{dgi}	2%	5%	3% _d	6% _{dg}	3%	4%	5%	6% _m	3%	3%	4%	5% _m	4%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
National health service/Hospitals/Healthcare	366	157	209	38	51	62	60	62	93	89	122	154	151	215	122	96	79	69	218	147	350
	37%ac	32%	41%za	27%	30%	39%ci	35%	44%zc	43%zc	29%	37%di	43%zc	32%	41%	46%zm	36%o	36%	28%	41%zm	32%o	35%
Nationalisation/Government control of institutions	13	8	5	3	1	2	1	3	3	4	3	6	6	7	4	4	1	4	8	4	15
	1%	2%	1%	2%	1%	1%	*	2%	2%	1%	1%	2%	1%	1%	2%	2%	*	1%	2%	1%	1%
Northern Ireland	3	2	1	-	-	-	-	3	-	-	-	3	-	3	-	2	-	1	2	1	3
	*	*	*	-	-	-	-	2%zij	-	-	-	1%	-	*	-	1%	-	*	*	*	*
Nuclear weapons/Nuclear war/Disarmament	22	13	9	4	3	3	2	2	8	7	5	10	9	13	9	8	4	1	17	5	23
	2%oq	3%	2%	3%	2%	2%	1%	2%	4%	2%	2%	3%	2%	2%	4%oq	3%o	2%	*	3%zoq	1%	2%
Pensions/Social security/Benefits	78	40	38	14	11	18	10	11	13	25	28	25	43	35	15	21	25	17	36	42	79
	8%	8%	7%	10%	7%	11%	6%	8%	6%	8%	8%	7%	9%	7%	6%	8%	11%l	7%	7%	9%	8%
Petrol prices/Fuel	9	7	2	2	1	2	1	2	1	3	3	3	6	3	2	3	2	2	5	4	12
	1%	1%	*	2%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pollution/Environment	47	23	24	8	8	11	9	5	7	16	20	11	26	20	18	16	11	3	33	13	46
	5%oq	5%	5%	6%	5%	7%	5%	4%	3%	5%	6%	3%	6%	4%	7%oq	6%oq	5%o	1%	6%zoq	3%o	5%
Population levels/Overpopulation	34	13	21	5	2	6	4	7	10	8	10	16	13	20	4	5	10	15	9	25	34
	3%p	3%	4%	4%	1%	3%	2%	5%	5%	3%	3%	5%	3%	4%	2%	2%	5%p	6%zlm	2%	5%zlm	3%
Pound/Exchange rate/Value of pound	8	5	3	-	1	5	1	-	1	1	5	1	6	2	2	-	3	3	2	6	6
	1%	1%	1%	-	1%	3%zik	*	-	1%	*	2%	*	1%	*	1%	-	1%	1%	*	1%	1%
Poverty/Inequality	168	57	111	24	29	33	26	23	32	54	60	55	87	81	61	46	30	31	107	61	168
	17%ao	12%	22%za	17%	18%	21%	15%	16%	15%	17%	18%	15%	18%	15%	23%zn	17%	14%	13%	20%zo	13%	17%
	q														oq				q		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Q.PL01/02
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	SEX		AGE											SOCIAL GRADE					UNWTD TOTAL		
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UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
Privatisation	10 1% ^b	8 2% ^b	2 *	1 1%	2 1%	3 2%	1 1%	2 1%	1 *	3 1%	4 1%	3 1%	6 1%	4 1%	2 1%	4 1%	4 2%	-	6 1%	4 1%	12 1%
Public services in general	47 5%	27 6%	20 4%	2 2%	6 3%	14 9% ^{zch}	12 7% ^{ci}	5 4%	7 3%	8 3%	26 8% ^{zch}	12 4%	22 5%	24 5%	15 6%	12 4%	12 5%	8 3%	27 5%	20 4%	46 5%
Race relations	41 4%	17 4%	24 5%	3 2%	8 5%	9 6%	9 5%	6 5%	5 2%	12 4%	18 5%	12 3%	21 4%	20 4%	10 4%	8 3%	8 4%	14 6%	18 3%	23 5%	42 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%	10 2%	4 1%	1 1%	-	7 5% ^{zdg}	2 1%	1 1%	3 1%	1 *	10 3% ^{zi}	4 1%	8 2%	6 1%	6 2%	2 1%	6 3%	1 *	8 2%	6 1% ^o	12 1%
Taxation	62 6% ^{hkp}	35 7%	26 5%	10 7% ^h	24 14% ^{zef}	8 5%	9 5%	7 5%	4 2%	34 11% ^{zfh}	17 5%	12 3%	42 9%	20 4%	11 4%	12 4%	17 8%	22 9% ^{mp}	23 4%	39 8% ^{zp}	63 6%
Trade unions/ Strikes	8 1%	2 *	6 1%	1 1%	-	-	1 1%	4 3% ^{zde}	1 1%	1 *	1 *	5 1%	1 *	7 1%	4 2%	1 *	2 1%	1 *	5 1%	3 1%	8 1%
Transport/Public transport	37 4%	18 4%	19 4%	4 3%	5 3%	5 3%	11 6%	4 3%	8 4%	9 3%	16 5%	12 3%	14 3%	23 4%	11 4%	12 4%	9 4%	5 2%	22 4%	14 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	191 19% ^{hk}	96 20%	95 19%	33 23% ^{hk}	41 24% ^{hk}	33 20% ^h	35 20% ^h	26 19% ^h	24 11%	73 24% ^{zh}	67 20% ^{hk}	50 14% ^h	106 22%	85 16%	32 12%	53 20% ^{lp}	54 25% ^{zl}	51 21% ^l	85 16% ^l	105 23% ^{zl}	188 19%
Other	51 5% ^{oq}	29 6%	22 4%	6 4%	8 5%	8 5%	6 3%	9 7%	14 6%	13 4%	14 4%	23 7%	22 5%	29 6%	21 8% ^{zoq}	14 5%	9 4%	6 3%	35 7% ^{zoq}	16 3%	51 5%
MEAN NUMBER OF MENTIONS	3.18 ^o	3.14	3.21	2.90	3.16	3.43	3.18	3.34	3.08	3.04	3.30	3.18	3.17	3.18	3.31 ^o	3.23 ^o	3.29	2.87	3.27 ^o	3.06 ^o	3.15

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	1002	496	506	143	151	152	169	156	231	294	321	387	446	556	233	317	194	258	550	452	1002
WEIGHTED BASE	998	486	513	142	168	160	173	139	216	311	333	355	471	528	266	267	217	249	533	466	1002
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	33%	36%	47%	53%	27%	27%	22%	25%	53%	47%	100%
STANDARD ERROR	0.06	0.09	0.08	0.12	0.13	0.21	0.11	0.20	0.11	0.09	0.12	0.10	0.09	0.08	0.10	0.09	0.19	0.11	0.07	0.10	0.06
ERROR VARIANCE	*	0.01	0.01	0.01	0.02	0.05	0.01	0.04	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.04	0.01	*	0.01	*
Don't know	99	55	45	23	21	17	9	11	18	44	26	29	61	38	10	23	28	38	34	66	106
	10%fl	11%	9%	16%zf	12%f	11%	5%	8%	8%	14%zlj	8%	8%	13%	7%	4%	9%lp	13%lp	15%zlm	6%l	14%zl	11%
	p			hjk					k								p			mp	
Personal finances (NET)	306	130	176	49	68	57	48	40	43	118	105	83	174	131	84	85	61	76	169	136	315
	31%ah	27%	34%za	35%hk	41%zf	35%hk	28%	29%	20%	38%zh	32%hk	23%	37%	25%	32%	32%	28%	30%	32%	29%	31%
	k			ghk					k												
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used.

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Ageing population/ Social care for the elderly	66 7%q	52 6%	4 8%	11 12%zah jk	28 9%ak	18 7%	20 7%	16 6%	18 5%	10 8%j	14 5%	4 3%	29 9%zoq	21 7%	8 6%	8 4%	51 8%oq	16 4%	76 8%
AIDS	3 *a	1 *	-	2 2%zaf gh	2 1%a	1 *	-	-	*	*	*	-	-	2 1%	*	-	2 *	*	3 *
Animal welfare	13 1%	12 1%	1 1%	-	3 1%	3 1%	3 1%	3 1%	6 2%	2 2%	5 2%	3 2%	3 1%	3 1%	3 2%	3 2%	6 1%	7 2%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	* *	-	-	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	1 *
Common Market/EU/ Europe/Euro/ Constitution	104 10%en q	87 10%	5 10%	12 14%	30 9%	18 7%	26 9%	21 8%	48 14%ae j	13 10%	30 11%	17 12%	44 14%zn oq	38 12%nq	8 5%	15 7%	82 13%zno q	23 6%	100 10%
Countryside/Rural life	13 1%q	11 1%	2 3%	1 1%	4 1%	4 2%	3 1%	2 1%	5 1%	2 2%	5 2%	3 2%	5 2%q	7 2%q	1 1%	-	12 2%q	1 *	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	137 14%bf	128 f	1 15%zbd	8 9%	37 11%b	29 12%b	32 10%b	32 12%bf	67 19%za gk	44 34%za ghjk	59 22%za ghk	14 10%	45 14%	35 11%	20 13%	35 16%	81 13%	54 15%	137 14%
Defence/Foreign affairs/ International terrorism	135 14%in q	119 14%i	5 11%	11 12%i	39 12%i	28 12%i	37 12%i	31 12%i	59 17%ij	6 5%	31 12%i	25 18%ij	54 17%zn q	44 14%	13 9%	24 12%	98 16%zn q	37 10%	126 13%

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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Drug abuse	41	35	1	5	26	21	8	7	8	8	8	-	13	11	7	11	23	18	48
	4%hk	4%hk	2%	6%k	8%zaf	8%zaf	3%	3%	2%	6%hjk	3%	-	4%	3%	5%	5%	4%	5%	5%
Economy/Economic situation	261	220	17	24	75	50	74	57	113	45	85	40	91	95	24	50	186	74	257
	26%en	26%e	33%	28%	22%	21%	24%	22%	32%za	34%za	31%za	29%	29%nq	31%nq	16%	24%	30%zn	21%n	26%
	q								defg	defg	deg						q		
Education/Schools	121	106	5	10	44	34	33	28	44	7	24	17	38	48	9	24	87	33	116
	12%in	12%i	9%	12%	13%i	14%i	11%	11%	12%ij	6%	9%i	12%	12%n	16%nq	6%	11%	14%nq	9%n	12%
	q																		
Foot and mouth outbreak/Farming crisis	1	1	-	-	-	-	-	-	1	1	1	-	1	1	-	-	1	-	2
	*	*	-	-	-	-	-	-	*	1%za	*	-	*	*	-	-	*	-	*
Housing	201	181	6	13	32	18	43	36	126	56	99	43	57	66	24	51	123	76	187
	20%de	21%de	13%	15%de	10%e	8%	14%e	14%e	35%za	43%za	37%za	31%za	18%	21%	17%	24%	20%	21%n	19%
	fg	fg							bcdef	bcdef	bcdef	bcdef							
									g	ghj	g	g							
Immigration/immigrants	519	456	22	41	166	126	168	146	185	55	129	74	189	153	67	103	342	170	512
	52%i	53%i	44%	47%	50%	51%	54%i	56%i	52%ij	42%	47%	52%	60%zm	49%	46%	49%	54%mn	47%	51%
	nopq																		
Inflation/Prices	64	60	1	3	19	16	22	21	23	22	22	-	16	20	13	15	36	28	73
	6%k	7%k	1%	4%k	6%k	7%k	7%k	8%k	6%k	17%zab	8%hk	-	5%	6%	9%	7%	6%	8%	7%
										cdefgh									
										jk									
Local government/Council tax	23	19	2	3	12	10	5	3	6	5	6	1	9	4	2	7	14	10	28
	2%	2%	3%	3%	4%z	4%ag	1%	1%	2%	4%h	2%	1%	3%	1%	2%	4%	2%	3%	3%

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UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
100%		86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Low pay/Minimum wage/Fair wages	119	105	6	8	32	24	35	30	52	29	46	16	28	27	22	42	55	64	122
	12%lp	12%	12%	10%	10%	10%	11%	11%	15%	22%za	17%za	11%	9%	9%	15%lp	20%zlm	9%	18%zlp	12%
Morality/ Individual behaviour/ Lifestyle	42	33	5	4	10	5	21	16	11	2	11	9	13	20	5	3	33	8	41
	4%oq	4%	10%ade	5%	3%	2%	7%zad	6%aei	3%	1%	4%i	6%h	4%	6%oq	4%	1%	5%oq	2%	4%
National health service/Hospitals/ Healthcare	366	309	25	32	128	96	110	85	127	34	94	60	143	118	35	66	261	101	350
	37%in	36%i	50%fg	37%	39%i	39%i	36%g	33%	36%i	26%	34%i	42%ij	45%zn	38%nq	24%	31%	42%zn	28%	35%
Nationalisation/ Government control of institutions	13	10	-	3	6	4	3	3	3	1	2	1	6	2	2	2	8	4	15
	1%	1%	-	3%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Northern Ireland	3	3	-	-	2	2	-	-	1	-	-	-	2	1	-	-	3	-	3
	*	*	-	-	1%	1%	-	-	*	-	-	-	1%	*	-	-	*	-	*
Nuclear weapons/ Nuclear war/ Disarmament	22	16	1	6	12	6	4	3	7	1	2	1	9	2	2	9	11	12	23
	2%lm	2%	1%	7%zaf	4%aj	2%	1%	1%	2%j	1%	1%	1%	3%	1%	2%	4%lm	2%	3%lm	2%
Pensions/Social security/Benefits	78	69	1	8	38	29	20	19	21	7	20	12	21	17	10	30	38	40	79
	8%p	8%	1%	10%	11%za	12%zab	6%	7%	6%	6%	7%	9%	7%	5%	7%	14%zlm	6%	11%zlm	8%
Petrol prices/Fuel	9	8	-	1	6	5	2	2	1	1	1	-	4	1	1	3	5	4	12
	1%	1%	-	2%	2%z	2%	1%	1%	*	1%	*	-	1%	*	1%	1%	1%	1%	1%
Pollution/ Environment	47	37	1	8	15	7	5	4	26	7	19	12	11	15	6	15	26	21	46
	5%fg	4%fg	3%	9%zad	4%e	3%	2%	2%	7%zae	6%fg	7%aef	8%efg	4%	5%	4%	7%	4%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
Population levels/ Overpopulation	34 3% ^{de}	34 4% ^{zde}	-	-	4 1%	4 1%	10 3%	10 4% ^d	20 6% ^{zc}	15 12% ^{zab} cdefgh	19 7% ^{zac} dek	4 3%	8 3%	12 4%	5 3%	10 5%	20 3%	14 4%	34 3%
Pound/Exchange rate/Value of pound	8 1%	8 1%	-	-	1 *	1 1%	5 2%	5 2% ^z	1 *	-	1 *	1 1%	3 1%	1 *	-	5 2% ^z	3 1%	5 1%	6 1%
Poverty/Inequality	168 17% ^{ag}	130 15%	10 20%	28 32% ^{za} defgh ijk	68 21% ^{za} efgi	40 16%	42 13%	31 12%	58 16% ^{aj}	16 12%	38 14%	22 16%	49 15%	58 19%	21 14%	37 18%	107 17%	58 16%	168 17%
Privatisation	10 1%	6 1%	-	3 4% ^{zaf} ghjk	7 2% ^{zaf}	4 2%	1 *	1 *	2 *	2 1%	2 1%	-	4 1%	-	3 2% ^m	3 1%	4 1%	6 2% ^m	12 1%
Public services in general	47 5%	41 5%	2 4%	4 5%	15 5%	11 5%	13 4%	11 4%	18 5%	5 4%	13 5%	8 6%	10 3%	22 7% ^l	9 6%	6 3%	31 5% ^l	15 4%	46 5%
Race relations	41 4%	38 4%	2 4%	1 2%	15 4%	13 5%	14 4%	12 5%	13 4%	9 7% ^h	13 5%	4 3%	11 3%	16 5%	3 2%	11 5%	27 4%	14 4% ⁿ	42 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1% ^{aq}	7 1%	3 6% ^{zae} fgij	4 5% ^{zad} efghi j	7 2% ^{aeg}	2 1%	3 1%	-	5 1% ^j	-	2 1%	2 1%	3 1%	9 3% ^{nq}	-	1 1%	12 2% ^l	1 *	12 1%
Taxation	62 6% ^{fgk} l	57 7% ^{fgk}	2 5%	3 3%	19 6% ^{fg}	16 7% ^{fgk}	5 2%	3 1%	37 10% ^{za} cdfgk	34 26% ^{za} bcdef ghjk	36 13% ^{zac} defghk	2 1%	9 3%	25 8% ^{lp}	7 5%	21 10% ^{zl}	35 6% ^l	27 8% ^{ln}	63 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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UNWEIGHTED BASE	1002	847	59	96	378	282	318	259	306	144	247	103	337	260	197	195	597	392	1002
WEIGHTED BASE	998	862	50*	87*	331	244	310	260	358	131	272	141*	316	312	147	212	628	358	1002
	100%	86%	5%*	9%*	33%	24%	31%	26%	36%	13%	27%	14%*	32%	31%	15%	21%	63%	36%	100%
Trade unions/ Strikes	8 1%	7 1%	1 1%	- -	4 1%	4 2%	2 1%	1 *	1 *	1 1%	1 1%	- -	3 1%	4 1%	- -	1 *	7 1%	1 *	8 1%
Transport/Public transport	37 4%fg	34 4%fg	- -	3 4%	10 3%	6 3%	4 1%	4 2%	23 6%zaf g	10 7%zad efg	20 7%zad efg	10 7%fg	11 4%	14 4%	3 2%	8 4%	25 4%	12 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	191 19%kl	159 18%k	12 24%k	20 23%k	73 22%k	53 22%k	56 18%	44 17%	62 17%k	30 23%hj k	45 17%k	15 11%	48 15%	67 21%	26 18%	49 23%l	115 18%l	74 21%	188 19%
Other	51 5%oq	44 5%	3 5%	4 5%	14 4%	10 4%	15 5%	13 5%	21 6%	4 3%	15 6%	11 8%	17 5%	23 7%oq	5 3%	4 2%	40 6%zoq	9 3%	51 5%
MEAN NUMBER OF MENTIONS	3.18f gn	3.17f g	2.87 g	3.38f g	3.16f g	3.09	2.81	2.80	3.50z abefg k	3.82z abdef ghjk	3.45z abefg k	3.10f g	3.22n	3.28n	2.70	3.32n q	3.25n	3.06n	3.15
STANDARD ERROR	0.06	0.06	0.14	0.34	0.12	0.12	0.07	0.08	0.10	0.20	0.12	0.10	0.10	0.10	0.12	0.17	0.07	0.11	0.06
ERROR VARIANCE	*	*	0.02	0.11	0.02	0.01	0.01	0.01	0.01	0.04	0.01	0.01	0.01	0.01	0.01	0.03	0.01	0.01	*
Don't know	99 10%bl p	90 10%k	1 2%	9 10%	44 13%zb hjk	35 14%zab fhjk	27 9%b	26 10%	28 8%	13 10%	20 7%	7 5%	15 5%	21 7%	32 22%zl mpq	29 14%lmp	36 6%	61 17%zl mp	106 11%
Personal finances (NET)	306 31%	259 30%	15 30%	32 36%k	104 31%	73 30%	92 30%	77 30%	109 30%k	51 39%za hjk	84 31%k	32 23%	84 27%	96 31%	46 31%	76 36%l	180 29%	122 34%l	315 31%
Median	2	2	2	2	2	2	2	2	3	3	3	3	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
 Overlap formulae used. * small base

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1002	370	106	526	44	195	337	31	807	41	111	321	314	1002
WEIGHTED BASE	998	428	114*	456	39*	207	319	36**	792	42*	98*	359	317	1002
	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Ageing population/ Social care for the elderly	66	23	9	35	2	16	12	3	50	4	8	22	12	76
	7%g	5%	8%	8%	6%	8%	4%	9%	6%g	8%	8%	6%	4%	8%
AIDS	3	2	-	1	*	-	1	-	3	-	-	2	1	3
	*	*	-	*	1%	-	*	-	*	-	-	*	*	*
Animal welfare	13	5	1	6	1	3	5	-	10	1	1	3	4	13
	1%	1%	1%	1%	2%	2%	2%	-	1%	3%	1%	1%	1%	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	*	-	-	*	-	-	-	-	*	-	-	-	-	1
	*	-	-	*	-	-	-	-	*	-	-	-	-	*
Common Market/EU/ Europe/Euro/ Constitution	104	39	12	53	3	27	25	8	78	7	2	46	25	100
	10%l	9%	11%	12%	8%	13%	8%	21%	10%	17%	3%	13%l	8%	10%
Countryside/Rural life	13	4	3	6	-	3	3	1	10	2	2	6	4	14
	1%	1%	2%	1%	-	1%	1%	4%	1%	5%	2%	2%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	137	63	14	60	6	26	50	5	111	9	10	42	45	137
	14%	15%	12%	13%	17%	13%	16%	15%	14%	22%	10%	12%	14%	14%
Defence/Foreign affairs/ International terrorism	135	61	15	59	1	47	25	8	88	12	8	71	31	126
	14%dg	14%d	13%	13%d	3%	23%zgi	8%	23%	11%g	27%zgi	8%	20%zl	10%	13%
Drug abuse	41	15	4	22	3	4	11	1	37	2	1	10	15	48
	4%	4%	4%	5%	7%	2%	3%	3%	5%	5%	1%	3%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
Fieldwork dates : 9th - 19th October 2015
Number of sample points : 179
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UNWEIGHTED BASE	1002	370	106	526	44	195	337	31	807	41	111	321	314	1002
WEIGHTED BASE	998	428	114*	456	39*	207	319	36**	792	42*	98*	359	317	1002
	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Economy/Economic situation	261	124	31	106	9	76	87	14	186	4	14	114	73	257
	26%ci	29%	27%	23%	23%	37%zg	27%r	40%	23%r	10%	14%	32%zi	23%	26%
Education/Schools	121	50	15	55	2	23	44	9	98	3	10	61	50	116
	12%	12%	13%	12%	5%	11%	14%	25%	12%	8%	10%	17%z	16%	12%
Foot and mouth outbreak/Farming crisis	1	-	-	1	1	-	1	-	1	-	-	-	1	2
	*	-	-	*	2%za	-	*	-	*	-	-	-	*	*
Housing	201	94	21	85	5	35	77	13	165	8	20	82	67	187
	20%	22%	19%	19%	13%	17%	24%z	35%	21%	19%	20%	23%	21%	19%
Immigration/immigrants	519	216	63	239	16	135	151	15	384	34	39	200	147	512
	52%il	51%	55%	52%	41%	65%zg	47%	40%	49%	81%zg	40%	56%l	46%	51%
Inflation/Prices	64	31	5	28	4	8	37	-	56	2	4	15	36	73
	6%mi	7%	4%	6%	9%	4%	11%zfi	-	7%	5%	4%	4%	11%	7%
Local government/Council tax	23	8	2	13	2	2	12	-	21	2	3	5	12	28
	2%	2%	2%	3%	5%	1%	4%	-	3%	6%	3%	1%	4%	3%
Low pay/Minimum wage/Fair wages	119	66	17	37	3	15	53	2	105	4	9	43	51	122
	12%cf	15%zc	15%	8%	8%	7%	17%zfi	6%	13%zf	9%	9%	12%	16%	12%
Morality/Individual behaviour/Lifestyle	42	17	5	20	3	12	11	1	30	1	6	15	17	41
	4%	4%	5%	4%	9%	6%	3%	3%	4%	2%	6%	4%	5%	4%
National health service/Hospitals/Healthcare	366	154	44	168	5	78	110	15	288	21	33	157	95	350
	37%di	36%di	38%di	37%di	12%	38%	35%	41%	36%	50%	34%	44%z	30%	35%

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Nationalisation/ Government control of institutions	13 1%	4 1%	- -	8 2%	1 3%	3 2%	3 1%	1 2%	9 1%	- -	1 1%	5 1%	3 1%	15 1%
Northern Ireland	3 *	2 *	- -	1 *	- -	1 *	- -	1 2%	2 *	- -	- -	1 *	- -	3 *
Nuclear weapons/ Nuclear war/ Disarmament	22 2%	7 2%	2 2%	13 3%	- -	5 2%	8 2%	2 6%	17 2%	- -	4 4%	12 3%	4 1%	23 2%
Pensions/Social security/Benefits	78 8%	31 7%	10 9%	37 8%	3 8%	19 9%	24 8%	3 8%	59 7%	4 10%	10 10%	35 10%	28 9%	79 8%
Petrol prices/Fuel	9 1%	5 1%	1 1%	3 1%	* 1%	2 1%	3 1%	- -	7 1%	2 4%	- -	3 1%	5 2%	12 1%
Pollution/ Environment	47 5%f	20 5%	7 6%	19 4%	* 1%	* *	21 6%f	3 9%	46 6%zf	- -	4 4%	21 6%	13 4%	46 5%
Population levels/ Overpopulation	34 3%	11 3%	3 3%	20 4%	2 6%	3 1%	8 3%	- -	31 4%	2 5%	5 5%	8 2%	10 3%	34 3%
Pound/Exchange rate/Value of pound	8 1%i	3 1%	1 1%	4 1%	1 3%	6 3%zi	2 1%	- -	2 *	- -	- -	3 1%	6 2%	6 1%
Poverty/Inequality	168 17%fr	71 17%	25 22%	72 16%	7 17%	16 8%	68 21%zf	12 32%	152 19%zfr	2 4%	16 16%	73 20%	56 18%	168 17%
Privatisation	10 1%	3 1%	2 1%	5 1%	1 2%	- -	5 2%	- -	10 1%	- -	1 1%	4 1%	4 1%	12 1%

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Public services in general	47 5%	25 6%	5 4%	16 4%	- -	5 3%	18 5%	4 11%	41 5%	4 9%	3 3%	19 5%	19 6%	46 5%
Race relations	41 4%	15 4%	8 7%	17 4%	5 12%zac	6 3%	18 6%	- -	35 4%	- -	4 4%	14 4%	18 6%	42 4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15 1%g	9 2%	- -	5 1%	- -	5 2%	1 *	2 6%	10 1%	- -	- -	9 3%	8 3%	12 1%
Taxation	62 6%cc	40 9%zbc	2 2%	20 4%	3 8%	6 3%	29 9%zf	1 3%	55 7%	3 6%	4 4%	19 5%	25 8%	63 6%
Trade unions/ Strikes	8 1%i	2 *	1 1%	5 1%	- -	4 2%i	2 1%	- -	3 *	- -	- -	3 1%	2 1%	8 1%
Transport/Public transport	37 4%	18 4%	4 4%	14 3%	1 2%	10 5%	8 3%	- -	27 3%	3 7%	1 1%	20 5%	13 4%	36 4%
Unemployment/ Factory closure/ Lack of industry	191 19%	85 20%	14 12%	91 20%	13 33%zbc	29 14%	84 26%zf	4 12%	162 20%	7 17%	26 26%	62 17%	69 22%	188 19%
Other	51 5%	24 6%	5 4%	22 5%	2 5%	13 6%	21 6%	1 2%	38 5%	2 5%	5 5%	24 7%	15 5%	51 5%
MEAN NUMBER OF MENTIONS	3.18l	3.25	3.18	3.11	2.90	3.16	3.33	3.62	3.18	3.48	2.80	3.46z	3.22	3.15
STANDARD ERROR	0.06	0.11	0.16	0.08	0.24	0.11	0.10	0.32	0.07	0.29	0.16	0.12	0.12	0.06

ERROR VARIANCE * 0.01 0.03 0.01 0.06 0.01 0.01 0.10 * 0.08 0.02 0.01 0.02 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLO YED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	1002	370	106	526	44	195	337	31	807	41	111	321	314	1002
WEIGHTED BASE	998	428	114*	456	39*	207	319	36**	792	42*	98*	359	317	1002
	100%	43%	11%*	46%	4%*	21%	32%	4%**	79%	4%*	10%*	36%	32%	100%
Don't know	99	41	10	47	6	10	26	2	89	2	22	15	37	106
	10% _{fm}	10%	9%	10%	16%	5%	8%	5%	11% _{zfg}	6%	22% _{zm}	4%	12%	11%
Personal finances (NET)	306	143	40	123	12	36	131	13	269	8	24	114	120	315
	31% _{cf}	33%	35%	27%	30%	18%	41% _{zf}	35%	34% _{zf}	19%	24%	32%	38%	31%
Median	2	2	2	2	2	2	2	3	2	3	2	3	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Ageing population/ Social care for the elderly	66 7%a	10 4%	43 12%zat	18 13%zat	31 6%	14 11%a	15 12%zat	15 5%	39 7%	13 7%	63 7%	4 3%	12 7%	18 5%	6 5%	26 10%z	11 14%z	10 8%	76 8%
AIDS	3 *	2 1%	- -	- -	2 *	- -	- -	* *	2 *	- -	2 *	* *	2 1%	- -	- -	2 1%	- -	2 1%	3 *
Animal welfare	13 1%	1 *	3 1%	5 3%zab	8 2%	2 2%	1 1%	4 2%	4 1%	4 2%	13 1%	- -	2 1%	4 1%	1 1%	5 2%	2 3%	1 1%	13 1%
Bird flu/Pandemic flu/Swine flu/ Ebola	* *	- -	- -	- -	* *	* *	- -	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	1 *
Common Market/EU/ Europe/Euro/ Constitution	104 10%k	40 15%z	45 12%	18 13%	67 13%z	25 19%z	14 12%	24 9%	54 10%	26 13%	101 11%zk	4 3%	11 6%	40 11%	19 17%z	31 12%	14 17%	16 11%	100 10%
Countryside/Rural life	13 1%	4 1%	7 2%	2 1%	5 1%	1 1%	2 1%	2 1%	7 1%	4 2%	13 1%	- -	5 3%m	2 *	2 1%	2 1%	- -	1 1%	14 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	137 14%jp	44 17%	50 14%	137 100%zab eft	76 15%	20 15%	14 11%	44 16%	74 14%	18 10%	111 13%	26 22%zj	17 10%	58 16%	6 6%	57 22%zps	17 21%p	18 13%	137 14%
Defence/Foreign affairs/ International terrorism	135 14%gk	40 15%	59 16%	20 15%	69 13%	135 100%zab cft	21 17%	14 5%	64 12%g	57 29%zgh	131 15%zk	5 4%	22 13%	57 15%	24 22%z	39 15%	17 22%z	20 15%	126 13%
Drug abuse	41 4%i	8 3%	15 4%	16 12%zabt	22 4%	8 6%	7 5%	13 5%	25 5%i	2 1%	35 4%	6 5%	9 5%	10 3%	3 3%	16 6%	5 6%	8 6%	48 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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Respondent type : GB Adults 18+
 Fieldwork dates : 9th - 19th October 2015
 Number of sample points : 179
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Economy/Economic situation	261 26%	261 100%zbc eft	81 22%	44 32%b	129 25%	40 30%	33 28%	69 25%	141 27%	51 26%	228 26%	33 28%	38 23%	114 31%z	45 42%zqr s	66 25%	20 25%	27 20%	257 26%
Education/Schools	121 12%	33 13%	67 18%zac t	14 10%	58 11%	21 15%	121 100%zab cet	29 10%	59 11%	32 17%	110 13%	11 9%	28 17%	37 10%	18 17%qs	21 8%	10 12%	9 6%	116 12%
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	1 1%z	1 *	- -	1 1%	1 *	1 *	- -	1 *	1 1%	- -	- -	- -	1 *	- -	- -	2 *
Housing	201 20%	58 22%	94 26%zt	42 31%zat	109 21%	31 23%	28 23%	56 20%	103 20%	41 21%	172 20%	28 24%	32 19%	84 23%	29 27% _s	61 23% _s	19 23% _s	16 12%	187 19%
Immigration/immigrants	519 52%	129 49%	179 49%	76 56%	519 100%zab cef	69 51%	58 48%	127 45%	276 53%	116 60%zg	461 53%	57 47%	93 55%	186 50%	49 45%	149 58%p	57 70%zpq	80 59%	512 51%
Inflation/Prices	64 6%	24 9%b	10 3%	25 18%zabe ft	31 6%b	7 5%	6 5%	30 11%zhi	26 5%	8 4%	42 5%	22 18%zj	9 5%	29 8%	3 2%	22 8%pr	2 2%	7 5%	73 7%
Local government/Council tax	23 2%	6 2%	9 3%	8 6%zt	12 2%	5 4%	2 2%	7 2%	15 3%	2 1%	16 2%	7 6%zj	2 1%	8 2%	3 3%	8 3%	1 1%	5 4%	28 3%
Low pay/Minimum wage/Fair wages	119 12%	37 14%b	34 9%	32 23%zab eft	57 11%	14 10%	13 11%	45 16%zh	54 10%	21 11%	96 11%	23 19%zj	21 13%	59 16%z	7 7%	36 14% _s	6 8%	11 8%	122 12%
Morality/Individual behaviour/Lifestyle	42 4%	8 3%	9 2%	10 7%abt	11 2%	8 6%t	6 5%	11 4%	23 4%	8 4%	37 4%	4 4%	11 7% _m	9 3%	4 4%	10 4%	5 6%	4 3%	41 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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What do you see as the main/other important issues facing Britain today?
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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
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UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
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	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
National health service/Hospitals/ Healthcare	366	81	366	50	179	59	67	67	214	84	347	19	65	132	44	86	25	51	350
	37%gk	31%	100%zac eft	36%	35%	43%a	55%zac t	24%	41%zg	43%g	40%zk	16%	38%	36%	41%	33%	31%	37%	35%
Nationalisation/ Government control of institutions	13	2	4	2	3	1	1	1	5	7	12	1	1	3	2	5	-	4	15
	1%	1%	1%	2%	1%	1%	1%	*	1%	3%zgh	1%	1%	1%	1%	2%	2%	-	3%	1%
Northern Ireland	3	2	2	2	1	1	1	1	1	1	3	-	-	2	-	1	1	-	3
	*	1%	*	1%t	*	1%	1%	*	*	*	*	-	-	*	-	*	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	22	9	11	2	6	8	3	8	10	4	22	1	2	7	6	6	2	3	23
	2%t	3%t	3%t	2%	1%	6%zt	2%	3%	2%	2%	2%	1%	1%	2%	6%z	2%	2%	2%	2%
Pensions/Social security/Benefits	78	17	36	11	49	15	9	18	46	14	73	5	9	32	9	27	7	17	79
	8%	7%	10%	8%	10%	11%	7%	6%	9%	7%	8%	4%	5%	9%	8%	11%	9%	12%	8%
Petrol prices/Fuel	9	5	4	3	4	4	1	3	4	2	7	2	1	5	-	5	1	4	12
	1%	2%	1%	2%	1%	3%z	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	3%	1%
Pollution/ Environment	47	18	19	5	11	6	10	13	28	6	45	1	3	24	9	8	-	3	46
	5%tk	7%t	5%t	4%	2%	4%	9%t	5%	5%	3%	5%k	1%	2%	6%l	8%r	3%	-	2%	5%
Population levels/ Overpopulation	34	10	19	12	22	5	5	3	24	6	29	5	3	12	2	14	5	3	34
	3%g	4%	5%	9%zat	4%	4%	4%	1%	5%g	3%	3%	4%	2%	3%	1%	5%z	6%	2%	3%
Pound/Exchange rate/Value of pound	8	1	1	1	5	3	-	3	2	3	4	4	-	4	1	-	-	-	6
	1%j	*	*	1%	1%	2%	-	1%	*	2%	*	3%zj	-	1%	1%	-	-	-	1%
Poverty/Inequality	168	48	62	29	57	19	34	43	88	37	155	12	41	50	29	44	12	20	168
	17%tk	18%t	17%t	21%t	11%	14%	28%zab et	15%	17%	19%	18%k	10%	24%zm	14%	26%zqs	17%	14%	15%	17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
WEIGHTED BASE	998	261	366	137	519	135	121	281	525	193	876	120	169	370	108*	259	81*	137	1002
	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
Privatisation	10	3	6	2	6	3	5	5	3	1	10	-	1	3	3	3	-	1	12
	1%	1%	2%	2%	1%	2%	4% ^{zat}	2%	1%	*	1%	-	*	1%	3%	1%	-	1%	1%
Public services in general	47	12	26	9	22	6	12	10	31	6	44	2	14	17	6	14	6	6	46
	5%	5%	7% ^{zt}	6%	4%	5%	10% ^{zat}	3%	6%	3%	5%	2%	8% ^z	5%	6%	5%	7%	4%	5%
Race relations	41	7	15	14	22	5	8	17	21	3	32	10	7	15	5	7	2	3	42
	4%	3%	4%	10% ^{zabe}	4%	4%	6%	6% ⁱ	4%	2%	4%	8% ^{zj}	4%	4%	4%	3%	2%	2%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	6	10	2	9	4	4	-	9	6	15	-	2	9	2	4	2	3	12
	1%^g	2%	3%	2%	2%	3%	3%	-	2% ^g	3% ^g	2%	-	1%	3%	2%	1%	3%	2%	1%
Taxation	62	26	20	31	32	7	8	32	26	4	44	18	7	35	5	31	5	8	63
	6%^{ij}	10% ^{zbt}	5%	23% ^{zabe}	6%	5%	7%	11% ^{zhi}	5%	2%	5%	15% ^{zj}	4%	9% ^z	5%	12% ^{zprs}	6%	6%	6%
Trade unions/ Strikes	8	4	7	4	2	2	3	1	7	-	7	1	-	3	2	4	2	1	8
	1%	1% ^t	2% ^{zt}	3% ^{zt}	*	2%	2% ^t	*	1%	-	1%	1%	-	1%	2%	2%	2%	1%	1%
Transport/Public transport	37	11	16	12	15	7	8	7	22	8	33	4	6	14	8	12	1	3	36
	4%	4%	4%	9% ^{zabt}	3%	5%	7%	3%	4%	4%	4%	3%	4%	4%	7%	4%	1%	2%	4%
Unemployment/ Factory closure/ Lack of industry	191	48	55	32	93	20	19	59	108	24	155	34	32	69	11	57	13	32	188
	19%^{bij}	19%	15%	23% ^b	18%	15%	16%	21% ⁱ	21% ⁱ	12%	18%	28% ^{zj}	19%	19%	10%	22% ^p	16%	23% ^p	19%
Other	51	12	14	3	14	6	8	11	26	14	46	5	6	22	14	3	1	1	51
	5%^{tqs}	4%	4%	2%	3%	5%	6%	4%	5%	7%	5%	4%	4%	6%	13% ^{zqrs}	1%	1%	1%	5%
MEAN NUMBER OF MENTIONS	3.18	3.93 ^{zt}	3.84 ^{zt}	5.11 ^{za}	3.43 ^z	4.31 ^{zt}	4.54 ^{za}	3.00	3.22	3.31	3.18	3.13	3.11	3.27	3.51	3.51 ^{zs}	3.37	3.08	3.15

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
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ISSUES INDEX (FINAL)

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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	1002	257	350	137	512	126	116	319	507	176	840	160	150	322	105	247	81	128	1002
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	100%	26%	37%	14%	52%	14%	12%	28%	53%	19%	88%	12%	17%	37%	11%*	26%	8%*	14%	100%
STANDARD ERROR	0.06	0.16	0.13	0.29	0.09	0.28	0.29	0.11	0.09	0.10	0.07	0.15	0.11	0.12	0.19	0.17	0.28	0.24	0.06
ERROR VARIANCE	*	0.03	0.02	0.08	0.01	0.08	0.08	0.01	0.01	0.01	*	0.02	0.01	0.02	0.04	0.03	0.08	0.06	*
Don't know	99	4	9	5	19	3	2	46	45	7	77	23	14	38	4	28	3	21	106
	10%abce ftijp	2%	3%	4%	4%	2%	2%	17%zhi	9%	4%	9%	19%zj	8%	10%	3%	11%pr	4%	16%zpq r	11%
Personal finances (NET)	306	87	93	65	125	36	47	100	145	61	256	48	65	112	32	83	19	34	315
	31%bjj	33%bt	25%	48%zab et	24%	27%	39%bet	36%zh	28%	31%	29%	40%zj	38%z	30%	29%	32%s	24%	25%	31%
Median	2	3	3	4	2	3	3	2	2	3	2	2	2	2	3	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	163	131	175	146	212	175	1002
WEIGHTED BASE	998	163	147	180	153	189	166	1002
	100%	16%	15%	18%	15%	19%	17%	100%
Ageing population/ Social care for the elderly	66 7% ^b	8	2	14	4	22	16	76
		5%	1%	8% ^b	3%	12% ^{za}	10% ^{bd}	8%
AIDS	3 *	2	-	*	1	-	-	3
		1%	-	*	1%	-	-	*
Animal welfare	13 1%	1	-	5	-	2	5	13
		1%	-	3%	-	1%	3% ^{zd}	1%
Bird flu/Pandemic flu/Swine flu/ Ebola	* *	-	-	-	-	*	-	1
		-	-	-	-	*	-	*
Common Market/EU/ Europe/Euro/ Constitution	104 10% ^b	11	*	21	15	38	19	100
		7% ^b	*	12% ^b	10% ^b	20% ^{za}	11% ^b	10%
						^{bcd}		
Countryside/Rural life	13 1%	1	-	4	-	4	4	14
		1%	-	2%	-	2%	3%	1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	137 14% ^a	12	30	22	22	19	32	137
		8%	21% ^{za}	12%	14%	10%	19% ^{za}	14%
			^e				^e	
Defence/Foreign affairs/ International terrorism	135 14% ^b	25	5	25	19	36	24	126
		16% ^b	4%	14% ^b	13% ^b	19% ^{zb}	14% ^b	13%
Drug abuse	41 4%	7	10	6	5	6	8	48
		4%	7%	3%	3%	3%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : 9th - 19th October 2015
Number of sample points : 179
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	163	131	175	146	212	175	1002
WEIGHTED BASE	998	163	147	180	153	189	166	1002
	100%	16%	15%	18%	15%	19%	17%	100%
Economy/Economic situation	261 26%f	43 26%	35 24%	57 32%df	30 20%	63 33%zd f	32 20%	257 26%
Education/Schools	121 12%bf	35 21%zbd ef	4 3%	33 18%zb f	16 11%b	22 11%b	11 6%	116 12%
Foot and mouth outbreak/Farming crisis	1 *	- -	- -	- -	1 *	- -	1 *	2 *
Housing	201 20%f	36 22%f	37 25%f	39 22%f	29 19%	39 21%f	20 12%	187 19%
Immigration/immigrants	519 52%ab	67 41%	62 42%	100 56%ab	85 56%ab	106 56%ab b	98 59%za	512 51%
Inflation/Prices	64 6%e	12 7%e	20 14%zce	8 4%	9 6%	5 3%	10 6%	73 7%
Local government/Council tax	23 2%	2 1%	5 4%	2 1%	6 4%	4 2%	4 2%	28 3%
Low pay/Minimum wage/Fair wages	119 12%e	24 15%e	30 20%ze f	21 12%e	23 15%e	7 4%	14 9%	122 12%
Morality/Individual behaviour/Lifestyle	42 4%	2 1%	7 5%	15 9%za	5 3%	6 3%	6 4%	41 4%
National health service/Hospitals/Healthcare	366 37%b	56 35%b	32 22%	66 37%b	56 37%b	96 51%za bcdf	59 35%b	350 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used.
Respondent type : GB Adults 18+
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ISSUES INDEX (FINAL)

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Q.PL01/02
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	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	163	131	175	146	212	175	1002
WEIGHTED BASE	998	163	147	180	153	189	166	1002
	100%	16%	15%	18%	15%	19%	17%	100%
Nationalisation/ Government control of institutions	13 1%	4 2%	- -	2 1%	1 1%	3 2%	3 2%	15 1%
Northern Ireland	3 *	- -	- -	- -	- -	2 1%	1 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	22 2%	6 4%	1 1%	2 1%	3 2%	10 5%zbc f	1 *	23 2%
Pensions/Social security/Benefits	78 8%	13 8%	12 8%	10 5%	18 12%	13 7%	11 7%	79 8%
Petrol prices/Fuel	9 1%	2 1%	1 1%	2 1%	1 1%	1 1%	2 1%	12 1%
Pollution/ Environment	47 5%	13 8%zbf	2 2%	12 7%b	8 5%	8 4%	3 2%	46 5%
Population levels/ Overpopulation	34 3%a	1 1%	7 5%	2 1%	7 5%a	5 3%	11 7%zac	34 3%
Pound/Exchange rate/Value of pound	8 1%	- -	1 1%	1 *	5 3%zaf	1 1%	- -	6 1%
Poverty/Inequality	168 17%f	33 20%f	20 14%	35 19%f	25 16%	38 20%f	16 10%	168 17%
Privatisation	10 1%	2 1%	1 *	2 1%	2 1%	2 1%	1 1%	12 1%
Public services in general	47 5%e	5 3%	3 2%	18 10%zab e	8 6%	4 2%	9 5%	46 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : 9th - 19th October 2015
Number of sample points : 179
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ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	163	131	175	146	212	175	1002
WEIGHTED BASE	998	163	147	180	153	189	166	1002
	100%	16%	15%	18%	15%	19%	17%	100%
Race relations	41	5	7	7	11	7	5	42
	4%	3%	5%	4%	7%	4%	3%	4%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	15	-	1	5	4	3	1	12
	1%	-	1%	3%	3%a	2%	*	1%
Taxation	62	11	22	7	9	5	7	63
	6%e	7%	15%zac def	4%	6%	2%	4%	6%
Trade unions/ Strikes	8	-	1	1	-	4	2	8
	1%	-	1%	1%	-	2%	1%	1%
Transport/Public transport	37	3	6	9	6	10	2	36
	4%	2%	4%	5%	4%	5%	2%	4%
Unemployment/ Factory closure/ Lack of industry	191	31	42	35	32	19	31	188
	19%e	19%e	29%ze	19%e	21%e	10%	18%e	19%
Other	51	10	4	9	5	17	7	51
	5%	6%	3%	5%	3%	9%zb	4%	5%
MEAN NUMBER OF MENTIONS	3.18	3.10	2.98	3.36	3.22	3.34	3.00	3.15
STANDARD ERROR	0.06	0.11	0.15	0.12	0.22	0.12	0.17	0.06
ERROR VARIANCE	*	0.01	0.02	0.01	0.05	0.01	0.03	*
Don't know	99	20	24	8	18	6	23	106
	10%ce	12%ce	16%zce	4%	12%ce	3%	14%ce	11%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : 9th - 19th October 2015
Number of sample points : 179
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
UNWEIGHTED BASE	1002	163	131	175	146	212	175	1002
WEIGHTED BASE	998	163	147	180	153	189	166	1002
	100%	16%	15%	18%	15%	19%	17%	100%
Personal finances (NET)	306 31% ^f	63	55	59	46	48	35	315
		38% ^{ze}	37% ^{ef}	33% ^f	30%	25%	21%	31%
Median	2	2	2	3	2	3	2	2

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used.

ISSUES INDEX (FINAL)

Table 10

PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?

BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44 (u)	45+ (v)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
Unweighted Base	506	241	265	61	59	75	93	82	136	120	168	218	195	311	107	173	107	119	280	226	506
Weighted Base	513	238	276	60*	70*	85*	100*	74*	125	129*	185	199	214	299	123*	146	127*	118	268	245	506
There are too many immigrants coming to Britain - we need to reduce immigrant numbers	252 49% ^{di} lp	127 54%	125 45%	23 39%	24 35%	42 49%	48 49%	35 48%	79 63% ^{zc} dfgij k	48 37%	90 49%	114 57% ^{zc} dgi	90 42%	163 54%	43 35%	67 46%	76 59% ^{zl} mp	67 57% ^{lp}	110 41%	143 58% ^{zl} mp	251 50%
I'm worried about the refugee crisis and want Britain to do more to help	99 19% ^{aq}	32 13%	67 24% ^{za}	18 31% ^{zf} hk	17 24%	18 21%	14 14%	15 20%	17 14%	35 27% ^{zf} hk	32 17%	32 16%	53 25%	46 16%	40 32% ^{zm} nopq	27 19%	16 12%	16 14%	67 25% ^{zm} noq	32 13%	92 18%
Both	138 27% ^h	69 29%	69 25%	14 23%	22 32%	23 27%	34 34% ^{hk}	20 27%	24 19%	36 28%	57 31% ^h	44 22%	59 28%	78 26%	33 27%	43 30%	34 28%	28 24%	76 28%	61 25%	137 27%
Neither	24 5%	10 4%	14 5%	4 7%	6 9%	2 2%	3 3%	3 5%	5 4%	11 8%	5 3%	9 4%	12 6%	12 4%	7 5%	9 6%	2 2%	6 5%	15 6%	9 4%	26 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small base

ISSUES INDEX (FINAL)

Table 11

PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?

BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN

	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
Unweighted Base	506	434	28	44	183	139	171	143	152	60	114	54	198	126	89	86	324	175	506
Weighted Base	513	451	21**	41*	164	124	167	146	182	53*	126*	73*	185	152	67*	102*	337	169	506
There are too many immigrants coming to Britain - we need to reduce immigrant numbers	252 49%hi	222 49%hi	11 50%	20 50%	88 54%hi	68 55%hi	93 55%hi j	82 56%ah ij	72 39%	18 34%	53 42%	35 48%	99 54%p	64 42%	39 58%m	47 46%	164 49%	85 50%	251 50%
I'm worried about the refugee crisis and want Britain to do more to help	99 19%fg	84 19%fg	3 13%	13 31%fg	38 23%fg	26 21%fg	16 9%	13 9%	45 25%af g	13 25%fg	34 27%za fg	20 28%fg	32 17%	36 24%n	8 12%	23 22%	68 20%	31 18%n	92 18%
Both	138 27%d	125 28%d	7 31%	6 15%	33 20%	27 22%	43 26%	36 25%	62 34%za cde	21 39%za cde	38 30%	17 24%	45 24%	47 31%	17 26%	26 25%	92 27%	43 25%	137 27%
Neither	24 5%hj	21 5%hj	1 5%	2 4%	5 3%	3 3%	16 10%za dehjk	15 10%zad ehjk	3 2%	1 2%	1 1%	-	9 5%	5 3%	3 4%	7 7%	14 4%	10 6%	26 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

Table 12

PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?**BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN**

	TOTAL (z)	WORKING STATUS				VOTING					INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	UNEM PLOY ED (d)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NOT CON SERV ATIVE (i)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
Unweighted Base	506	185	54	267	20	124	153	11	382	34	43	178	140	506
Weighted Base	513	215	61*	237	16**	134	148	14**	379	34*	39*	196	146	506
There are too many immigrants coming to Britain - we need to reduce immigrant numbers	252 49%g	95 44%	27 44%	131 55%za	9 56%	71 53%g	50 34%	4 32%	182 48%g	27 78%zf gi	21 54%	87 44%	65 44%	251 50%
I'm worried about the refugee crisis and want Britain to do more to help	99 19%r	41 19%	16 25%	43 18%	2 14%	22 16%	37 25%r	5 39%	78 20%r	2 5%	11 27%	46 23%	35 24%	92 18%
Both	138 27%	66 31%	16 26%	55 23%	2 15%	30 22%	55 37%zf ir	4 29%	108 28%	6 17%	7 19%	56 28%	40 27%	137 27%
Neither	24 5%i	13 6%	3 5%	8 3%	2 14%	11 8%i	6 4%	- -	13 3%	- -	- -	8 4%	7 5%	26 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/r - z/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

Table 13

PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?

BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
Unweighted Base	506	123	174	79	506	64	54	136	268	102	433	72	83	155	45	139	55	72	506
Weighted Base	513	128	178	75*	513	68*	58*	124	274	115*	456	56*	93*	183	48*	147	55*	79*	506
There are too many immigrants coming to Britain - we need to reduce immigrant numbers	252 49%afi kp	41 32%	89 50%af	32 42%	252 49%af	33 48%af	15 26%	57 46%	151 55%zi	45 39%	234 51%zk	18 32%	42 45%	79 43%	13 27%	86 59%zp	30 55%p	54 68%zpq	251 50%
I'm worried about the refugee crisis and want Britain to do more to help	99 19%qs	34 27%zct	35 19%	9 12%	99 19%	10 15%	22 37%zbc et	24 19%	53 19%	23 20%	89 19%	11 19%	19 21%	36 19%	19 39%zqr s	18 12% s	9 17%	5 6%	92 18%
Both	138 27%hj	46 36%zt	51 29%	29 38%zt	138 27%	22 32%	18 30%	36 29%	59 21%	43 37%zh	114 25%	23 42%zj	25 27%	58 32%	14 29%	38 26%	13 24%	16 21%	137 27%
Neither	24 5%b	6 5%	3 2%	6 8%b	24 5%b	3 5%	4 7%	8 7%	12 4%	4 4%	20 4%	4 8%	7 7%	9 5%	2 5%	5 3%	2 4%	4 5%	26 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/l/t - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ISSUES INDEX (FINAL)

Table 14

PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?

BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN

	TOTAL (z)	READERSHIP OF DAILY PUBLICATIONS													DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		THE INDEPENDENT (a)	THE DAILY TELEGRAPH (b)	THE GUARDIAN (c)	THE FINANCIAL TIMES (d)	THE TIMES (e)	DAILY EXPRESS (f)	DAILY MAIL (g)	DAILY RECORD (h)	THE SUN (i)	DAILY MIRROR (j)	DAILY STAR (k)	THE METRO (l)	EVENING STANDARD (m)	NONE OF THESE (o)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
Unweighted Base	506	6	19	14	2	12	8	49	8	45	17	9	20	4	323	45	139	55	72	506
Weighted Base	513	6**	21**	14**	3**	12**	6**	51*	9**	54*	14**	9**	22**	3**	318	48*	147	55*	79*	506
There are too many immigrants coming to Britain - we need to reduce immigrant numbers	252 49%p	-	7 33%	2 17%	-	4 34%	4 69%	27 53%	4 51%	38 70%zo	11 78%	6 68%	7 33%	2 50%	158 50%	13 27%	86 59%zp	30 55%p	54 68%zp	251 50%
I'm worried about the refugee crisis and want Britain to do more to help	99 19%iq	5 79%	6 30%	9 65%	-	3 26%	1 17%	9 19%i	4 49%	1 2%	* 3%	-	4 18%	* 14%	63 20%i	19 39%zq	18 12%rs	9 17%	5 6%	92 18%
Both	138 27%	1 21%	8 36%	2 13%	3 100%	3 26%	1 14%	12 24%	-	11 21%	2 13%	3 32%	9 42%	1 36%	82 26%	14 29%	38 26%	13 24%	16 21%	137 27%
Neither	24 5%	-	-	1 5%	-	2 14%	-	2 4%	-	3 6%	1 6%	-	2 7%	-	16 5%	2 5%	5 3%	2 4%	4 5%	26 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Page	Table	Title	Base Description	Base
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●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	14	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002

	Page	Table	Title	Base Description	Base
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	19	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	24	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	29	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002

	Page	Table	Title	Base Description	Base
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	34	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	39	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	1002
●	44	10	PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?	BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN	506
●	45	11	PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?	BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN	506

	Page	Table	Title	Base Description	Base
●	46	12	PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?	BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN	506
●	47	13	PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?	BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN	506
●	48	14	PL05 - Which of the following two statements, if any, best describes why you said this was an important issue?	BASE: ALL WHO SAID IMMIGRATION/IMMIGRANTS IS ONE OF THE BIGGEST ISSUES FACING BRITAIN	506