

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Economy/Economic situation	347	171	169	25	46	63	68	61	83	71	131	144	101	101	71	62	202	133	378
	34%ci	35%	33%	22%	27%	39%ci	39%ci	39%ci	35%ci	25%	39%ci	37%ci	38%	39%zo	34%	26%	39%zo	30%	37%
Inflation/Prices	232	96	133	40	40	42	42	25	44	80	83	69	53	58	50	61	111	111	224
	23%k	20%	26%	35%zg hik	23%	26%	24%	16%	19%	28%gk	25%	18%	20%	23%	24%	26%	21%	25%	22%
Lack of faith in politics / politicians / government	67	38	26	2	16	5	5	23	15	18	11	39	26	16	12	10	42	23	62
	7%j	8%	5%	2%	9%	3%	3%	15%zce fhijk	7%	6%ci	3%	10%zc efhj	10%	6%	6%	4%	8%	5%	6%
Immigration/immigrants	42	27	15	1	1	10	2	2	25	2	13	27	10	14	5	13	23	18	24
	4%i	5%	3%	1%	*	6%di	1%	2%	11%zcd fgijk	1%	4%f	7%zcd fgi	4%	5%	2%	6%	4%	4%	2%
Pollution/Environment/Climate change	36	16	21	6	6	8	5	2	8	13	14	10	16	6	5	5	22	11	44
	4%	3%	4%	6%	4%	5%	3%	1%	3%	4%	4%	3%	6%	2%	3%	2%	4%mi	2%	4%
Poverty/Inequality	30	11	18	6	9	3	4	2	5	15	8	7	7	10	7	3	17	10	38
	3%	2%	4%	5%	5%	2%	3%	1%	2%	5%	2%	2%	3%	4%	3%	1%	3%	2%	4%
National health service/Hospitals/Healthcare	29	10	17	3	7	3	3	6	7	10	6	12	6	10	3	8	16	11	36
	3%	2%	3%	3%	4%	2%	2%	4%	3%	3%	2%	3%	2%	4%	2%	3%	3%	2%	4%
Housing	22	5	17	8	4	4	*	4	1	13	4	5	3	8	*	10	11	10	19
	2%	1%	3%	7%zfh ijk	2%	2%	*	3%	1%	4%fi	1%	1%	1%	3%	*	4%	2%	2%ni	2%
Petrol prices/Fuel	17	12	5	1	3	1	5	2	4	4	6	6	3	5	5	3	8	9	21
	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	3%	1%	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. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

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**Table 1**  
**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Defence/Foreign affairs/ International terrorism	<b>15</b> 1%	10 2%	4 1%	- -	1 1%	2 1%	9 5%zch ik	2 1%	1 *	1 1%	10 3%	3 1%	6 2%	2 1%	5 3%	1 1%	7 1%	7 1%	12 1%
Education/Schools	<b>11</b> 1%	5 1%	7 1%	- -	3 1%	6 3%zh	- -	3 2%	* *	3 1%	6 2%	3 1%	2 1%	1 1%	7 3%z	1 1%	4 1%	8 2%	8 1%
Common Market/ Brexit/EU/Europe/ Euro	<b>10</b> 1%	6 1%	4 1%	1 1%	4 2%	- -	2 1%	1 *	2 1%	5 2%	2 1%	2 1%	3 1%	4 2%	* *	* *	7 1%	1 *	13 1%
Race relations	<b>9</b> 1%p	4 1%	5 1%	1 1%	- -	3 2%	5 3%k	- -	1 *	1 *	7 2%z	1 *	- -	* *	1 *	8 3%zlp	* *	9 2%np	6 1%
Mental health/ well-being	<b>8</b> 1%	1 *	7 1%	- -	5 3%k	3 2%	- -	* *	- -	5 2%	3 1%	* *	2 1%	- -	2 1%	4 2%	2 *	6 1%	6 1%
Coronavirus/ pandemic diseases	<b>8</b> 1%	5 1%	3 1%	1 1%	- -	- -	1 1%	3 2%	3 1%	1 *	1 *	6 2%	2 1%	- -	2 1%	2 1%	2 *	5 1%	6 1%
UK union/ devolution/reform	<b>7</b> 1%b	6 1%	* *	- -	1 1%	1 1%	5 3%zhk	- -	- -	1 *	6 2%zk	- -	- -	2 1%	* *	5 2%	2 *	5 1%	5 *
Local government/ Council tax	<b>6</b> 1%	6 1%	- -	- -	2 1%	* *	1 *	2 2%	1 *	2 1%	1 *	4 1%	2 1%	- -	2 1%	2 1%	2 *	4 1%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>6</b> 1%	3 1%	3 1%	1 1%	3 2%	- -	1 1%	* *	- -	4 1%	1 *	* *	1 *	- -	1 1%	1 *	1 *	2 *	6 1%
Low pay/Minimum wage/Fair wages	<b>5</b> 1%	2 *	3 1%	- -	1 *	1 1%	1 1%	2 1%	1 *	1 *	2 1%	2 1%	1 *	1 *	1 *	2 1%	2 *	3 1%	8 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. \* small base

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<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
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	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Morality/ Individual behaviour/ Lifestyle	4 *p	3 1%	1 *	- -	- -	- -	- -	1 1%	4 2%	- -	- -	4 1%	- -	* *	1 1%	3 *	* *	4 1%	4 *
Nationalisation/ Government control of institutions	4 *	2 *	2 *	* *	1 1%	- -	- -	- -	2 1%	2 1%	- -	2 1%	- -	3 1%	- -	* *	3 *	* *	6 1%
Population levels/ Overpopulation	2 *	2 *	1 *	- -	- -	- -	- -	2 1%	1 *	- -	- -	2 1%	1 1%	* *	- -	1 *	2 *	1 *	3 *
Unemployment/ Factory closure/ Lack of industry	2 *	2 *	1 *	- -	- -	2 1%	- -	- -	1 *	- -	2 *	1 *	2 1%	1 *	- -	- -	2 *	- -	2 *
Taxation	2 *	1 *	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	* *	2 1%	- -	- -	2 *	- -	4 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	1 1%	- -	1 *	1 *
Public services in general	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	1 *	2 *
Pound/Exchange rate/Value of pound	1 *	1 *	- -	1 1%	- -	- -	- -	* *	- -	1 *	- -	* *	- -	* *	1 1%	- -	* *	1 *	2 *
Drug abuse	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -	1 *	1 *
Pensions/Social security/Benefits	1 *	1 *	- -	- -	1 1%	- -	- -	- -	* *	- -	1 *	* *	- -	- -	1 *	- -	- -	1 *	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
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	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Ageing population/ Social care for the elderly	1	*	1	-	-	-	-	-	1	-	-	1	1	-	*	-	1	*	2
	*	*	*	-	-	-	-	-	*	-	-	*	*	-	*	-	*	*	*
Transport/Public transport	1	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	*	*	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*
Trade unions/ Strikes	1	*	*	-	-	-	*	-	*	-	*	*	-	*	-	-	*	-	2
	*	*	*	-	-	-	*	-	*	-	*	*	-	*	-	-	*	-	*
Countryside/Rural life	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	1
	*	-	*	-	-	-	-	-	*	-	-	*	-	*	-	-	*	-	*
International trade/trade deals	*	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	*	-	1
	*	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	*	-	*
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	26	18	7	1	4	2	7	4	9	5	9	12	5	6	7	8	11	15	25
	3%	4%	1%	1%	2%	1%	4%	2%	4%	2%	3%	3%	2%	2%	3%	3%	2%	3%	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
Don't know	56	16	39	13	16	1	4	7	15	29	6	22	10	6	14	21	17	35	32
	6%aej mp	3%	8%za	11%zef j	9%ej	1%	2%	4%	6%ej	10%zef j	2%	6%ej	4%	3%	7%	9%mp	3%	8%mp	3%

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<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
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	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Personal finances (NET)	<b>284</b>	121	159	47	53	47	52	31	54	100	99	85	64	75	63	70	139	132	291
	28%gk	25%	31%	41%zg	30%	29%	30%	20%	23%	35%gh	30%	22%	24%	29%	30%	29%	26%	30%	29%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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+**

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Economy/Economic situation	<b>347</b>	303	16	28	95	67	106	91	145	55	90	52	79	126	62	378
	<b>34%</b>	35%	32%	32%	29%	28%	34%	34%	39%za de	39%	38%	30%	36%	41%zr	30%	37%
Inflation/Prices	<b>232</b>	203	10	19	90	71	66	57	76	30	46	40	60	69	42	224
	<b>23%</b>	23%	20%	22%	27%	29%	21%	21%	20%	22%	20%	23%	28%	22%	20%	22%
Lack of faith in politics / politicians / government	<b>67</b>	55	4	8	31	23	21	16	15	8	8	16	9	19	17	62
	7%hk	6%h	9%	10%k	10%hk	10%hk	7%	6%	4%	6%	3%	9%	4%	6%	8%	6%
Immigration/immigrants	<b>42</b>	36	6	-	8	8	26	20	8	*	7	3	5	4	28	24
	4%hit	4%hi	12%zac dehik	-	2%	3%	8%zac dhi	8%zac dhi	2%	*	3%	1%	2%	1%	14%zrs t	2%
Pollution/Environment/Climate change	<b>36</b>	32	1	3	12	8	10	9	14	3	11	11	4	19	-	44
	<b>4%</b>	4%	3%	4%	4%	3%	3%	3%	4%	2%	5%	6%u	2%	6%zsu	-	4%
Poverty/Inequality	<b>30</b>	28	-	2	13	11	4	4	12	4	8	6	7	11	-	38
	<b>3%</b>	3%	-	2%	4%	5%	1%	2%	3%	3%	3%	3%	3%	3%	-	4%
National health service/Hospitals/Healthcare	<b>29</b>	25	1	2	7	5	9	8	13	6	7	9	5	10	-	36
	<b>3%</b>	3%	2%	2%	2%	2%	3%	3%	3%	4%	3%	5%u	2%	3%	-	4%
Housing	<b>22</b>	20	2	-	6	6	8	6	8	2	6	2	7	3	4	19
	2%t	2%	3%	-	2%	3%	3%	2%	2%	1%	2%	1%	3%	1%	2%	2%
Petrol prices/Fuel	<b>17</b>	15	1	1	6	5	8	8	2	-	2	3	5	5	-	21
	<b>2%</b>	2%h	1%	1%	2%	2%	3%	3%	1%	-	1%	2%	2%	2%	-	2%

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

Respondent type : GB Adults 18+  
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**Table 2**  
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**What would you say is the most important issue facing Britain today?**  
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	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Defence/Foreign affairs/ International terrorism	<b>15</b> 1%	12 1%	2 3%	1 1%	6 2%	5 2%	3 1%	1 *	6 2%	1 1%	5 2%	2 1%	3 1%	5 2%	- -	12 1%
Education/Schools	<b>11</b> 1%t	9 1%	- -	2 3%fg	5 2%	3 1%	- -	- -	6 2%	3 2%	4 2%	4 3%	6 3%	1 *	- -	8 1%
Common Market/ Brexit/EU/Europe/ Euro	<b>10</b> 1%	9 1%	1 2%	- -	2 1%	2 1%	1 *	* *	7 2%	1 1%	6 3%	3 2%	1 1%	4 1%	- -	13 1%
Race relations	<b>9</b> 1%t	9 1%	- -	- -	- -	- -	5 1%	5 2%	5 1%	5 3%zad ehk	- -	- -	1 *	1 *	4 2%	6 1%
Mental health/ well-being	<b>8</b> 1%	6 1%	- -	2 3%def	2 1%	- -	* *	* *	5 1%	1 1%	4 2%	1 1%	- -	3 1%	- -	6 1%
Coronavirus/ pandemic diseases	<b>8</b> 1%	8 1%	- -	- -	2 *	2 1%	2 1%	2 1%	4 1%	2 2%	2 1%	- -	2 1%	2 1%	4 2%	6 1%
UK union/ devolution/reform	<b>7</b> 1%a	1 *	1 3%aef g	5 5%zad efghi k	5 1%a	- -	1 *	- -	1 *	- -	1 *	1 1%	- -	1 *	4 2%	5 *
Local government/ Council tax	<b>6</b> 1%	5 1%	- -	1 1%	4 1%	3 1%	- -	- -	2 1%	2 1%	1 *	1 1%	* -	2 1%	2 1%	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>6</b> 1%	5 1%	- -	1 1%	1 *	* *	2 1%	2 1%	3 1%	1 1%	2 1%	2 1%	- -	3 1%	- -	6 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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Respondent type : GB Adults 18+  
Fieldwork dates : 12th October - 18th October 2022  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Low pay/Minimum wage/Fair wages	5 1%	3 *	1 2%	2 2%	3 1%	1 *	1 *	1 *	1 *	- *	1 *	- *	1 *	3 1%z	1 1%	8 1%
Morality/ Individual behaviour/ Lifestyle	4 *	4 *	* 1%	- -	2 1%	2 1%	* *	- -	2 1%	2 2%	- -	1 *	- -	* *	2 1%	4 *
Nationalisation/ Government control of institutions	4 *	2 *	- -	2 2%a	3 1%	1 *	* *	* *	1 *	- -	1 *	* *	1 1%	* *	1 *	6 1%
Population levels/ Overpopulation	2 *	2 *	- -	- -	1 *	1 *	- -	- -	2 *	1 1%	* *	1 1%	- -	1 *	- -	3 *
Unemployment/ Factory closure/ Lack of industry	2 *	2 *	- -	1 1%	1 *	- -	2 *	2 1%	- -	- -	- -	1 *	- -	2 *	- -	2 *
Taxation	2 *	1 *	1 1%dh	- -	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	2 1%z	- -	4 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	1 2%zah	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *
Public services in general	1 *	1 *	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	1 *z	- -	2 *
Pound/Exchange rate/Value of pound	1 *	- -	- -	1 2%zah	1 *	- -	- -	- -	- -	- -	- -	1 1%	* *	- -	- -	2 *
Drug abuse	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *

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20 Oct 2022

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		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Pensions/Social security/Benefits	1	1	*	-	-	-	1	1	-	-	-	*	1	-	-	2
	*	*	1%	-	-	-	*	*	-	-	-	*	*	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Ageing population/ Social care for the elderly	1	*	-	1	1	*	-	-	-	-	-	-	-	1	-	2
	*	*	-	1%	*	*	-	-	-	-	-	-	-	*	-	*
Transport/Public transport	1	1	-	-	-	-	1	1	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	*	*	-	-	-	-	*	-	-	*
Trade unions/ Strikes	1	*	*	-	*	*	*	-	-	-	-	-	*	*	-	2
	*	*	1%	-	*	*	*	-	-	-	-	-	*	*	-	*
Countryside/Rural life	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1
	*	-	-	1%a	*	-	-	-	-	-	-	-	*	-	-	*
International trade/trade deals	*	*	-	-	*	*	-	-	-	-	-	-	-	*	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	*	-	*
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	26	25	1	-	5	5	9	8	12	2	10	5	5	7	6	25
	3%	3%	2%	-	2%	2%	3%	3%	3%	2%	4%	3%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL	
	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 EXCL. GL (k)	GCSE (r)	A-LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>56</b>	51	2	4	14	10	21	19	21	8	14	6	14	5	28	32
	6%t	6%	4%	4%	4%	4%	7%	7%	6%	5%	6%	3%	6%t	2%	14%zrt	3%
Personal finances (NET)	<b>284</b>	249	11	24	112	88	80	69	91	35	57	49	73	88	44	291
	<b>28%</b>	28%	23%	27%	34%zh	37%za	26%	26%	24%	25%	24%	29%	33%	28%	21%	29%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Economy/Economic situation	<b>347</b>	155	24	140	48	134	23	108	48	61	107	109	378
	<b>34%</b>	37%	32%	33%	39%	36%	35%	33%	32%	33%	37%	37%	37%
Inflation/Prices	<b>232</b>	91	17	90	16	106	19	68	30	49	62	68	224
	<b>23%<sup>f</sup></b>	22%	23%	22%	13%	29% <sup>z</sup>	30% <sup>f</sup>	21%	20%	26%	22%	24%	22%
Lack of faith in politics / politicians / government	<b>67</b>	28	5	19	3	27	5	21	11	6	29	22	62
	<b>7%</b>	7%	7%	4%	3%	7%	7%	7%	8%	3%	10% <sup>m</sup>	8%	6%
Immigration/immigrants	<b>42</b>	17	-	24	16	3	-	19	4	4	12	11	24
	<b>4%<sup>g</sup></b>	4%	-	6%	13% <sup>z</sup>	1%	-	6%	3%	2%	4%	4%	2%
Pollution/Environment/Climate change	<b>36</b>	13	3	18	4	17	1	5	5	8	12	9	44
	<b>4%</b>	3%	4%	4%	3%	5%	2%	1%	3%	4%	4%	3%	4%
Poverty/Inequality	<b>30</b>	16	5	7	-	14	1	7	6	5	8	13	38
	<b>3%</b>	4%	6%	2%	-	4%	2%	2%	4%	3%	3%	4%	4%
National health service/Hospitals/Healthcare	<b>29</b>	12	2	14	2	9	4	7	7	9	8	4	36
	<b>3%</b>	3%	3%	3%	2%	2%	6%	2%	4%	5%	3%	1%	4%
Housing	<b>22</b>	4	4	14	2	7	4	8	5	7	4	6	19
	<b>2%<sup>a</sup></b>	1%	6% <sup>a</sup>	3%	2%	2%	6%	2%	3%	3%	1%	2%	2%
Petrol prices/Fuel	<b>17</b>	7	2	7	3	8	3	3	1	3	4	1	21
	<b>2%</b>	2%	3%	2%	2%	2%	4%	1%	1%	2%	2%	*	2%

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	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Defence/Foreign affairs/ International terrorism	<b>15</b> 1%	9 2%	- -	6 1%	5%zg	5 1%	1 2%	2 1%	2 1%	4 2%	7 3%	3 1%	12 1%
Education/Schools	<b>11</b> 1%g	2 *	- -	6 1%	-	1 *	-	8 2%	2 1%	-	7 2%	4 1%	8 1%
Common Market/ Brexit/EU/Europe/ Euro	<b>10</b> 1%	5 1%	1 2%	3 1%	1 1%	4 1%	1 1%	3 1%	2 1%	1 1%	2 1%	5 2%	13 1%
Race relations	<b>9</b> 1%	4 1%	- -	5 1%	-	3 1%	1 1%	5 2%	3 2%	1 *	-	-	6 1%
Mental health/ well-being	<b>8</b> 1%	4 1%	- -	4 1%	1 1%	1 *	* 1%	* *	-	4 2%	2 1%	1 *	6 1%
Coronavirus/ pandemic diseases	<b>8</b> 1%	3 1%	- -	4 1%	2 2%	2 1%	-	3 1%	1 1%	2 1%	1 *	2 1%	6 1%
UK union/ devolution/reform	<b>7</b> 1%	2 *	- -	1 *	-	1 *	-	-	4 2%zn	1 1%	-	4 1%	5 *
Local government/ Council tax	<b>6</b> 1%	* *	- -	4 1%	-	2 1%	-	2 1%	3 2%	-	2 1%	* *	7 1%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>6</b> 1%	3 1%	- -	3 1%	1 1%	3 1%	-	2 1%	2 1%	-	1 *	4 1%	6 1%

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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

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	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Low pay/Minimum wage/Fair wages	5 1%	1 *	2 2%	2 1%	1 1%	1 *	1 1%	2 *	* *	3 1%	1 *	2 1%	8 1%
Morality/ Individual behaviour/ Lifestyle	4 *	1 *	- -	3 1%	2 2%g	- -	- -	2 1%	1 1%	- -	- -	* *	4 *
Nationalisation/ Government control of institutions	4 *	* *	* 1%	3 1%	1 1%	1 *	- -	1 *	* *	1 1%	* *	- -	6 1%
Population levels/ Overpopulation	2 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	2 1%	* *	3 *
Unemployment/ Factory closure/ Lack of industry	2 *	2 *	- -	1 *	2 1%	1 *	- -	- -	- -	2 1%	- -	2 1%	2 *
Taxation	2 *	1 *	* *	- -	1 1%	* *	- -	- -	- -	- -	1 *	1 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *
Public services in general	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	2 *
Pound/Exchange rate/Value of pound	1 *	1 *	- -	* *	* *	- -	- -	- -	- -	* *	- -	- -	2 *

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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

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	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Drug abuse	1*	-	-	-	-	-	-	1*	-	-	-	-	1*
Pensions/Social security/Benefits	1*	1*	-	*	1%	*	-	-	-	1*	-	1*	2*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1
Ageing population/ Social care for the elderly	1*	-	-	1*	-	-	-	*	-	*	1*	1*	2*
Transport/Public transport	1*	1*	-	-	-	1*	-	-	-	-	1*	1*	1*
Trade unions/ Strikes	1*	*	-	*	*	*	-	-	*	-	*	-	2*
Countryside/Rural life	1*	-	-	1*	-	-	-	-	-	-	1*	-	1*
International trade/trade deals	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	* *	* *	1* *
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

**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			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	<b>26</b>	8	-	13	6	6	-	11	8	4	5	4	25
	<b>3%</b>	2%	-	3%	5%	2%	-	3%	5%	2%	2%	1%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>56</b>	23	8	25	3	12	1	37	5	12	4	12	32
	6%gn	6%	11%	6%	2%	3%	2%	11%	3%	6%gn	2%	4%	3%
Personal finances (NET)	<b>284</b>	116	26	107	21	129	24	80	38	61	76	84	291
	28%f	28%	35%	26%	17%	35%zf	37%f	24%	25%	32%	27%	29%	29%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-

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

**ISSUES INDEX OCTOBER 2022 (PUBLIC - 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		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Economy/Economic situation	<b>347</b>	347	85	21	27	20	33	166	115	66	304	39	38	155	378
	<b>34%</b>	67%zbc	39%t	32%	23%	31%	33%	36%	30%	37%	35%	29%	36%	35%	37%
Inflation/Prices	<b>232</b>	54	44	14	11	15	18	114	71	48	197	34	30	96	224
	<b>23%at</b>	10%	20%a	21%a	10%	24%at	17%	25%	19%	26%	23%	25%	29%	22%	22%
Lack of faith in politics / politicians / government	<b>67</b>	21	15	8	17	4	8	26	33	9	63	2	3	44	62
	<b>7%aki</b>	4%	7%	12%a	15%za	6%	8%	6%	9%	5%	7%k	1%	3%	10%zi	6%
Immigration/immigrants	<b>42</b>	18	5	1	42	-	5	13	24	5	41	1	*	17	24
	<b>4%l</b>	4%	2%	2%	36%zabc	-	5%	3%	6%	3%	5%	1%	*	4%	2%
Pollution/Environment/Climate change	<b>36</b>	12	9	2	2	2	4	19	11	6	35	1	2	15	44
	<b>4%</b>	2%	4%	2%	1%	3%	4%	4%	3%	4%	4%	1%	2%	3%	4%
Poverty/Inequality	<b>30</b>	13	6	3	3	2	4	18	10	2	22	8	5	15	38
	<b>3%</b>	2%	3%	4%	2%	3%	4%	4%	3%	1%	3%	6%	5%	3%	4%
National health service/Hospitals/Healthcare	<b>29</b>	11	29	4	*	3	7	12	10	7	24	4	5	10	36
	<b>3%</b>	2%	13%zat	6%	*	5%	7%za	3%	3%	4%	3%	3%	5%	2%	4%
Housing	<b>22</b>	1	5	1	-	-	4	14	5	3	19	3	3	6	19
	<b>2%a</b>	*	2%a	1%	-	-	4%a	3%	1%	2%	2%	2%	3%	1%	2%
Petrol prices/Fuel	<b>17</b>	4	3	-	1	1	1	6	9	1	14	3	1	9	21
	<b>2%a</b>	1%	1%	-	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - 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 : 12th October - 18th October 2022  
Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

**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		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Defence/Foreign affairs/ International terrorism	<b>15</b> <b>1%</b>	8 2%	2 1%	- -	2 2%	- -	3 3%	7 2%	6 1%	2 1%	11 1%	4 3%	- -	9 2%	12 1%
Education/Schools	<b>11</b> <b>1%</b>	5 1%	6 3%z	- -	- -	- -	11 11%zabc et	2 *	7 2%	2 1%	9 1%	1 1%	1 1%	4 1%	8 1%
Common Market/ Brexit/EU/Europe/ Euro	<b>10</b> <b>1%g</b>	4 1%	* *	* *	1 1%	10 15%zabc ft	1 *	8 2%g	1 *	8 1%	2 2%	1 1%	6 1%	13 1%	
Race relations	<b>9</b> <b>1%j</b>	- -	- -	- -	- -	- -	5 1%	4 1%	1 *	1 *	8 6%zj	1 1%	1 *	6 1%	
Mental health/ well-being	<b>8</b> <b>1%</b>	2 *	* *	* 1%	* *	1 2%	* *	6 2%	* *	8 1%	* *	* *	4 1%	6 1%	
Coronavirus/ pandemic diseases	<b>8</b> <b>1%</b>	1 *	- -	1 2%	2 2%	- -	7 1%	- -	1 1%	5 1%	2 2%	2 2% m	1 *	6 1%	
UK union/ devolution/reform	<b>7</b> <b>1%</b>	- -	1 1%	- -	1 1%	2 3%a	- -	2 1%	5 3%zg	6 1%	1 1%	- -	6 1%	5 *	
Local government/ Council tax	<b>6</b> <b>1%a</b>	* *	2 1%	- -	1 1%	- -	5 1%	1 *	* *	5 1%	2 1%	1 1%	2 *	7 1%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>6</b> <b>1%</b>	2 *	- -	6 9%zabe ft	* *	- -	1 *	4 1%	1 *	5 1%	1 1%	* *	3 1%	6 1%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - 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+  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

**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		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Low pay/Minimum wage/Fair wages	5 1%	1 *	3 1%	- 1%	1 -	- 1%	1 1%	1 *	2 *	2 1%	5 1%	- -	1 1%	2 *	8 1%
Morality/ Individual behaviour/ Lifestyle	4 *	1 *	1 1%	- -	- -	- -	- -	- -	3 1%	2 1%	2 *	- -	- -	1 *	4 *
Nationalisation/ Government control of institutions	4 *	* *	* *	- -	- -	1 1%a	- -	2 *	2 1%	- -	3 *	* *	1 1%	- -	6 1%
Population levels/ Overpopulation	2 *	1 *	- -	- -	* *	1 1%	- -	* *	2 1%	- -	2 *	- -	- -	2 *	3 *
Unemployment/ Factory closure/ Lack of industry	2 *	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	1 *	2 1%j	- -	2 *	2 *
Taxation	2 *	1 *	* *	- -	- -	- -	* *	1 *	1 *	1 *	2 *	* *	1 1%	1 *	4 *
Nuclear weapons/ Nuclear war/ Disarmament	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *
Public services in general	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	1 1%	1 *	2 *
Pound/Exchange rate/Value of pound	1 *	* *	- -	- -	- -	- -	- -	* *	1 1%	1 1%	1 *	- -	- -	1 *	2 *
Drug abuse	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ff/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 : 12th October - 18th October 2022  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - 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		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Pensions/Social security/Benefits	1	*	1	-	*	-	*	1	*	-	1	-	1	-	2
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Ageing population/ Social care for the elderly	1	1	*	1	-	1	-	*	-	1	1	-	-	-	2
Transport/Public transport	1	1	-	-	-	-	-	1	-	-	1	-	-	1	1
Trade unions/ Strikes	1	-	*	-	-	-	-	-	*	*	1	-	*	-	2
Countryside/Rural life	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1
International trade/trade deals	*	*	-	-	*	-	-	-	-	*	*	-	*	-	1
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/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 : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

20 Oct 2022

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

**Table 4**  
**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		UNWTD TOTAL	
	ECON OMY (z)	NHS/ HOSPITALS (a)	CRIME (b)	IMMIGRATION (c)	EU/ EUROPE (d)	SCHOOLS (e)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	WHITE (i)	BME (j)	PUBLIC (k)	PRIVATE (l)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Other	<b>26</b>	8	1	4	-	1	*	6	13	7	23	3	*	11	25
	3%bl	1%	1%	6%abft	-	2%	*	1%	3%	4%	3%	2%	*	3%	2%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	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	<b>56</b>	1	-	-	4	-	-	26	24	7	44	12	5	17	32
	6%abf	*	-	-	3%a	-	-	6%	6%	4%	5%	9%	5%	4%	3%
Personal finances (NET)	<b>284</b>	71	55	17	16	19	23	139	92	52	237	45	38	122	291
	28%at	14%	25%a	25%a	14%	29%at	23%a	31%	24%	29%	27%	33%	36%z	28%	29%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - 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 OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Economy/Economic situation	517	272	237	46	78	94	94	87	118	124	189	205	156	146	98	96	301	193	558
	51%bc ioq	56%zb	47%	41%	45%	59%ci	54%	56%c	50%	43%	56%ci	52%	59%zo	56%zo	47%	40%	58%zo	44%	55%
Inflation/Prices	381	162	215	51	73	70	65	48	74	124	135	122	91	99	89	86	190	175	384
	38%ak	33%	42%za	45%gh k	42%	44%k	38%	31%	31%	43%hk	40%k	31%	35%	38%	43%	36%	36%	39%	38%
National health service/Hospitals/ Healthcare	218	84	130	20	28	31	43	47	49	49	74	96	80	64	35	31	144	66	267
	22%ao q	17%	26%za	18%	16%	19%	25%	30%zd i	21%	17%	22%	24%	30%zn oq	25%oq	17%	13%	28%zn oq	15%	26%
Lack of faith in politics / politicians / government	162	84	72	7	27	23	22	38	45	34	44	83	55	47	28	28	102	56	164
	16%c	17%	14%	6%	16%	14%	13%	24%zc fij	19%c	12%c	13%	21%zc ij	21%zq	18%	13%	12%	20%zq	13%	16%
Pollution/ Environment/ Climate change	144	58	85	21	17	30	23	22	30	38	53	52	55	41	20	22	96	42	177
	14%q	12%	17%	19%i	10%	19%	13%	14%	13%	13%	16%	13%	21%zn oq	16%q	10%	9%	18%zno q	9%	17%
Poverty/Inequality	132	50	81	16	23	18	20	29	26	39	38	56	34	36	26	30	70	56	142
	13%	10%	16%	14%	13%	11%	12%	19%	11%	13%	11%	14%	13%	14%	13%	13%	13%	13%	14%
Immigration/ immigrants	116	71	44	5	19	16	7	20	48	25	24	68	35	30	23	25	65	49	96
	11%bc fj	15%zb	9%	5%	11%	10%	4%	13% fj	21%zce fj	9% fj	7%	17%zc fj	13%	12%	11%	11%	13%	11%	9%
Housing	115	43	72	21	40	16	11	16	10	62	27	26	19	35	13	42	54	55	107
	11%hkl	9%	14%z	19%zf hjk	23%ze fghjk	10%	6%	10%	4%	21%zef ghjk	8%	7%h	7%	14%lnp	7%	18%ln	10%	12% n	11%
Education/Schools	101	41	60	5	13	22	25	20	15	18	47	36	38	24	21	15	62	36	112
	10%	8%	12%	4%	7%	14% c	15% ch	13% c	7%	6%	14% zch	9%	14% z	9%	10%	6%	12% zm	8%	11%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Petrol prices/Fuel	<b>95</b>	47	48	12	16	16	15	18	19	28	31	37	24	31	22	15	55	37	104
	<b>9%</b>	10%	9%	11%	9%	10%	9%	11%	8%	10%	9%	9%	9%	12%	11%	6%	11%	8%	10%
Defence/Foreign affairs/ International terrorism	<b>94</b>	59	35	7	12	11	22	16	26	19	33	42	26	24	20	20	50	40	107
	<b>9%b</b>	12%zb	7%	6%	7%	7%	12%	10%	11%	6%	10%	11%	10%	9%	10%	8%	10%	9%	11%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>66</b>	31	35	2	10	13	11	14	16	12	24	30	8	16	18	16	24	34	67
	<b>6%lp</b>	6%	7%	2%	6%	8%	6%	9%c	7%	4%c	7%	8%	3%	6%	9%l	7%	5%	8%	7%
Common Market/ Brexit/EU/Europe/ Euro	<b>64</b>	35	28	2	11	15	15	9	12	13	29	22	28	21	5	5	49	10	83
	<b>6%cnq</b>	7%	6%	2%	6%	9%c	9%c	6%	5%	5%c	9%c	6%	11%zno	8%noq	2%	2%	9%zno	2%	8%
Low pay/Minimum wage/Fair wages	<b>52</b>	22	29	4	15	11	8	8	6	19	19	14	7	12	9	20	19	29	52
	<b>5%p</b>	4%	6%	3%	9%	7%	4%	5%	3%	7%c	6%	4%	3%	5%	4%	8%	4%	6%	5%
Unemployment/ Factory closure/ Lack of industry	<b>48</b>	26	21	3	5	12	4	13	11	8	16	24	15	9	16	8	24	24	51
	<b>5%</b>	5%	4%	3%	3%	7%	2%	9%i	5%	3%	5%	6%	6%	4%	8%	3%	5%	5%	5%
Public services in general	<b>48</b>	17	30	2	9	5	12	10	9	11	17	20	16	16	10	6	31	15	62
	<b>5%</b>	4%	6%	2%	5%	3%	7%	7%	4%	4%	5%	5%	6%	6%	5%	2%	6%	3%	6%
Ageing population/ Social care for the elderly	<b>39</b>	24	15	4	4	4	12	7	8	8	15	15	11	13	8	5	25	13	44
	<b>4%</b>	5%	3%	3%	2%	2%	7%	5%	4%	3%	5%	4%	4%	5%	4%	2%	5%	3%	4%
Taxation	<b>38</b>	14	24	6	9	5	4	7	7	15	9	14	13	9	9	7	21	15	38
	<b>4%</b>	3%	5%	6%	5%	3%	2%	5%	3%	5%	3%	4%	5%	3%	4%	3%	4%	3%	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. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Mental health/ well-being	<b>34</b> 3%a	9 2%	23 4%	2 2%	9 5%	7 5%	6 3%	7 4%	3 1%	11 4%	13 4%	10 2%	8 3%	9 4%	6 3%	9 4%	17 3%	15 3%	40 4%
Pensions/Social security/Benefits	<b>32</b> 3%	14 3%	18 4%	1 1%	5 3%	4 3%	4 2%	7 4%	11 5%	6 2%	8 3%	18 5%	7 3%	9 4%	10 5%	6 2%	16 3%	15 3%	38 4%
Race relations	<b>32</b> 3%p	13 3%	19 4%	6 5%i	1 1%	10 6%h	6 4%	5 3%	3 1%	7 3%	16 5%	9 2%	5 2%	4 2%	7 3%	13 6%	9 2%	21 5%	29 3%
Nationalisation/ Government control of institutions	<b>32</b> 3%bj	24 5%zb	8 2%	1 1%	14 8%zj	2 1%	2 1%	4 2%	9 4%	15 5%cj	4 1%	13 3%	15 6%	7 3%	5 2%	4 2%	22 4%	9 2%	30 3%
Coronavirus/ pandemic diseases	<b>32</b> 3%p	20 4%	12 2%	2 1%	10 6%	6 4%	4 2%	5 3%	5 2%	12 4%c	10 3%	10 3%	7 3%	4 2%	6 3%	13 5%	11 2%	18 4%	28 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> 3%	19 4%	12 2%	2 2%	4 2%	6 4%	3 2%	8 5%	7 3%	7 2%	9 3%	15 4%	9 3%	8 3%	8 4%	4 2%	17 3%	13 3%	32 3%
UK union/ devolution/reform	<b>29</b> 3%	18 4%	8 2%	1 1%	3 2%	4 3%	11 6%zi	7 4%	4 2%	3 1%	15 4%	10 3%	6 2%	10 4%	4 2%	8 3%	16 3%	12 3%	35 3%
Local government/ Council tax	<b>27</b> 3%	16 3%	11 2%	2 2%	2 1%	6 4%	3 2%	10 6%zi	5 2%	3 1%	9 3%	15 4%	9 4%	6 2%	7 4%	5 2%	15 3%	12 3%	32 3%
Food production/ farming	<b>27</b> 3%	11 2%	16 3%	2 2%	4 2%	3 2%	4 2%	8 5%	6 2%	6 2%	7 2%	14 4%	4 1%	9 3%	8 4%	3 1%	12 2%	12 3%	32 3%
Transport/Public transport	<b>23</b> 2%	11 2%	12 2%	2 2%	3 1%	2 2%	4 3%	5 3%	6 3%	5 2%	7 2%	11 3%	3 1%	9 3%	6 3%	4 2%	12 2%	10 2%	32 3%
Morality/ Individual behaviour/ Lifestyle	<b>23</b> 2%	14 3%	8 2%	1 1%	1 *	2 2%	1 1%	11 7%zcd fij	7 3%	2 1%	4 1%	17 4%zj	3 1%	6 2%	6 3%	7 3%	9 2%	13 3%	21 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. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	<b>100%</b>	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
Pound/Exchange rate/Value of pound	21	8	13	5	3	1	2	4	6	8	3	10	5	7	5	3	12	9	27
	2%	2%	3%	4%	2%	1%	1%	2%	3%	3%	1%	3%	2%	3%	2%	1%	2%	2%	3%
Population levels/Overpopulation	17	10	8	4	1	1	2	2	6	6	3	9	7	5	1	4	12	5	19
	2%	2%	1%	4%	1%	*	1%	2%	3%	2%	1%	2%	2%	2%	*	2%	2%	1%	2%
Drug abuse	17	8	9	-	6	1	*	8	1	6	2	9	2	3	6	6	5	12	17
	2% <sup>p</sup>	2%	2%	-	3%	1%	*	5% <sup>zcf</sup>	1%	2%	1%	2% <sup>h</sup>	1%	1%	3%	2%	1%	3%	2%
								h											
Countryside/Rural life	15	7	8	2	1	1	2	6	4	3	3	10	2	5	5	2	8	6	17
	2%	1%	2%	2%	1%	*	1%	4%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%
International trade/trade deals	15	9	6	2	4	3	1	4	2	5	3	6	4	6	5	-	10	5	18
	1%	2%	1%	1%	2%	2%	*	3%	1%	2%	1%	2%	2%	2%	2%	-	2%	1%	2%
Trade unions/ Strikes	15	8	7	1	3	1	1	6	3	4	2	9	2	4	7	2	5	8	20
	1%	2%	1%	1%	2%	1%	*	4% <sup>j</sup>	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%
Animal welfare	10	1	9	-	1	1	-	6	2	1	1	8	2	1	1	4	4	6	10
	1%	*	2%	-	1%	1%	-	4% <sup>zjf</sup>	1%	*	*	2%	1%	*	1%	2%	1%	1%	1%
Privatisation	7	5	2	1	2	1	1	*	2	2	2	2	*	3	-	2	3	2	8
	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	*	1%	-	1%	1%	*	1%
Royal Family/ Monarchy	6	1	5	1	1	1	*	1	2	2	1	3	1	2	*	2	3	3	8
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	*	1%	1%	1%	1%
Northern Ireland	3	1	3	1	-	2	*	1	-	1	2	1	-	2	1	-	2	1	6
	*	*	1%	1%	-	1%	*	*	-	*	1%	*	-	1%	*	-	*	*	1%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	102	53	47	7	14	14	21	14	33	21	34	46	19	30	18	34	49	53	107
	10%	11%	9%	6%	8%	9%	12%	9%	14%	7%	10%	12%	7%	11%	9%	14%	9%	12%	11%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)



**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		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)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
UNWEIGHTED BASE	1014	493	504	105	141	147	177	177	267	246	324	444	274	351	174	156	625	330	1014
WEIGHTED BASE	1014	488	509	113*	175*	161*	174	156*	236	288	334	392	264	259	206	238*	523	444	1014
	100%	48%	50%	11%*	17%*	16%*	17%	15%*	23%	28%	33%	39%	26%	26%	20%	23%*	52%	44%	100%
MEAN NUMBER OF MENTIONS	3.09	3.05	3.16	2.76	3.02	3.15	2.94	3.71z	2.96	2.91	3.04	3.26	3.24	3.25	3.07	2.79	3.25	2.92	3.28
STANDARD ERROR	0.10	0.14	0.14	0.25	0.21	0.27	0.20	0.35	0.16	0.16	0.16	0.17	0.17	0.19	0.28	0.18	0.13	0.17	0.11
ERROR VARIANCE	0.01	0.02	0.02	0.06	0.04	0.07	0.04	0.12	0.02	0.03	0.03	0.03	0.03	0.04	0.08	0.03	0.02	0.03	0.01
Don't know	150	64	83	32	26	13	18	20	40	59	31	59	27	19	43	55	45	98	101
	15%ej	13%	16%	29%zd	15%	8%	11%	13%	17%ej	20%ej	9%	15%	10%	7%	21%zl	23%zlm	9%	22%zl	10%
	Imp			efghi											mp	p		mp	
Personal finances (NET)	514	217	289	67	91	95	83	77	101	158	178	178	127	137	113	111	264	224	539
	51%ah	45%	57%za	60%hk	52%	59%hk	48%	49%	43%	55%	53%	45%	48%	53%	55%	47%	51%	50%	53%
	k																		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/hij/k - z/l/m/n/o/p/q  
 Overlap formulae used. \* small base

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Economy/Economic situation	<b>517</b> 51% <sup>r</sup>	450 51%	25 52%	42 48%	152 46%	110 46%	172 55%	147 56%	193 52%	72 52%	121 52%	74 43%	112 51%	191 61% <sup>zr</sup> su	94 45%	558 55%
Inflation/Prices	<b>381</b> 38%	333 38%	18 37%	31 35%	134 41%	104 43%	118 38%	100 38%	129 35%	44 32%	85 36%	72 42%	96 44% <sup>u</sup>	122 39%	57 27%	384 38%
National health service/Hospitals/ Healthcare	<b>218</b> 22% <sup>u</sup>	181 21%	17 35% <sup>za</sup> defg	20 22%	65 20%	46 19%	70 22%	52 20%	83 22%	31 22%	52 22%	38 22% <sup>u</sup>	57 26% <sup>u</sup>	87 28% <sup>zu</sup>	12 6%	267 26%
Lack of faith in politics / politicians / government	<b>162</b> 16%	139 16%	8 16%	15 17%	63 19%	48 20%	50 16%	43 16%	48 13%	20 14%	28 12%	25 15%	31 14%	51 16%	39 19%	164 16%
Pollution/ Environment/ Climate change	<b>144</b> 14% <sup>u</sup>	122 14%	10 20%	13 15%	40 12%	27 11%	44 14%	35 13%	60 16%	22 16%	38 16%	30 17% <sup>u</sup>	22 10%	77 25% <sup>zsu</sup>	7 3%	177 17%
Poverty/Inequality	<b>132</b> 13%	119 14%	3 6%	10 12%	38 12%	28 12%	49 16% <sup>b</sup>	46 17%	45 12%	21 15%	24 10%	20 11%	30 14%	44 14%	24 12%	142 14%
Immigration/ immigrants	<b>116</b> 11% <sup>hi</sup> t	98 11% <sup>hi</sup>	13 27% <sup>zac</sup> defghi k	5 5%	35 11% <sup>c</sup>	30 13%	50 16% <sup>ch</sup> i	37 14%	31 8%	8 6%	23 10%	14 8%	18 8%	24 8%	54 26% <sup>zrs</sup> t	96 9%
Housing	<b>115</b> 11% <sup>c</sup>	106 12% <sup>c</sup>	6 12%	4 4%	28 8%	24 10%	43 14% <sup>c</sup>	37 14% <sup>c</sup>	45 12%	11 8%	33 14% <sup>c</sup>	15 9%	28 13%	32 10%	26 12%	107 11%
Education/Schools	<b>101</b> 10%	89 10%	7 14%	5 6%	31 9%	26 11%	25 8%	19 7%	45 12%	20 14%	25 11%	18 10%	26 12%	40 13% <sup>z</sup>	10 5%	112 11%

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

Respondent type : GB Adults 18+  
Fieldwork dates : 12th October - 18th October 2022  
Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Petrol prices/Fuel	<b>95</b>	83	2	10	31	21	37	35	27	8	19	21	31	25	8	104
	<b>9%</b>	9%	5%	12%	9%	9%	12%	13%	7%	6%	8%	12%	14%ztu	8%	4%	10%
Defence/Foreign affairs/ International terrorism	<b>94</b>	76	11	7	30	23	31	20	32	10	23	15	17	41	12	107
	<b>9%</b>	9%	23%zac defghi k	8%	9%	10%	10%	8%	9%	7%	10%	9%	8%	13%z	6%	11%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>66</b>	59	5	2	19	17	22	17	24	6	18	20	12	17	9	67
	<b>6%</b>	7%	11%c	2%	6%	7%	7%	7%	6%	4%	8%	12%zt	6%	6%	4%	7%
Common Market/ Brexit/EU/Europe/ Euro	<b>64</b>	54	3	7	17	10	17	14	30	15	16	8	12	36	5	83
	<b>6%</b>	6%	7%	7%	5%	4%	6%	5%	8%	10%	7%	5%	6%	11%zrs u	2%	8%
Low pay/Minimum wage/Fair wages	<b>52</b>	43	2	7	16	9	21	19	15	3	12	6	11	18	10	52
	<b>5%</b>	5%	4%	8%	5%	4%	7%	7%	4%	2%	5%	4%	5%	6%	5%	5%
Unemployment/ Factory closure/ Lack of industry	<b>48</b>	40	3	5	10	4	18	15	21	14	7	7	10	16	8	51
	<b>5%</b>	5%	6%	6%d	3%	2%	6%	6%	6%k	10%zad ehk	3%	4%	4%	5%	4%	5%
Public services in general	<b>48</b>	42	4	2	12	10	18	15	18	4	13	3	13	23	3	62
	<b>5%</b>	5%	8%	2%	4%	4%	6%	6%	5%	3%	6%	2%	6%	7%zr	2%	6%
Ageing population/ Social care for the elderly	<b>39</b>	33	4	2	8	6	13	9	18	3	15	4	6	17	10	44
	<b>4%</b>	4%	8%	2%	2%	2%	4%	3%	5%	2%	7%a	2%	3%	5%z	5%	4%
Taxation	<b>38</b>	29	3	5	13	8	13	10	12	4	7	2	13	11	8	38
	<b>4%</b>	3%	7%	6%	4%	3%	4%	4%	3%	3%	3%	1%	6%r	4%	4%	4%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Mental health/ well-being	<b>34</b> 3%	27 3%	1 2%	5 6%	11 3%	5 2%	9 3%	8 3%	14 4%	7 5%	7 3%	8 4%	7 3%	13 4%	- -	40 4%
Pensions/Social security/Benefits	<b>32</b> 3%	26 3%	4 8%fg	2 2%	11 3%	8 4%	9 3%	5 2%	12 3%	6 5%	6 3%	7 4%	7 3%	10 3%	7 3%	38 4%
Race relations	<b>32</b> 3% <sup>d</sup>	30 3% <sup>de</sup>	1 2%	1 1%	3 1%	2 1%	15 5% <sup>d</sup>	13 5% <sup>d</sup>	15 4% <sup>d</sup>	8 5% <sup>de</sup>	7 3%	4 2%	5 2%	10 3%	7 3%	29 3%
Nationalisation/ Government control of institutions	<b>32</b> 3% <sup>hkr</sup>	24 3% <sup>hk</sup>	4 8% <sup>zaf</sup>	4 4% <sup>hk</sup>	19 6% <sup>zah</sup>	16 7% <sup>zah</sup>	10 3%	6 2%	3 1%	2 1%	1 *	1 1%	2 1%	9 3%	17 8% <sup>rs</sup>	30 3%
Coronavirus/ pandemic diseases	<b>32</b> 3% <sup>d</sup>	28 3% <sup>d</sup>	3 7% <sup>de</sup>	1 1%	3 1%	2 1%	18 6% <sup>de</sup>	14 5% <sup>d</sup>	11 3%	4 3%	7 3%	4 2%	6 3%	9 3%	11 5%	28 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> 3%	25 3%	2 5%	3 4%	10 3%	7 3%	11 3%	8 3%	10 3%	3 2%	7 3%	3 2%	6 3%	10 3%	6 3%	32 3%
UK union/ devolution/reform	<b>29</b> 3% <sup>eah</sup>	12 1%	3 6% <sup>ae</sup>	14 16% <sup>zad</sup>	15 5% <sup>aeh</sup>	1 1%	10 3%	7 2%	4 1%	2 1%	2 1%	4 2%	2 1%	11 3%	9 4%	35 3%
Local government/ Council tax	<b>27</b> 3%	22 3%	2 4%	3 4%	7 2%	4 2%	8 2%	6 2%	13 3%	7 5%	6 2%	5 3%	4 2%	11 4%	6 3%	32 3%
Food production/ farming	<b>27</b> 3%	22 2%	2 4%	3 3%	4 1%	2 1%	13 4%	11 4%	9 3%	6 4%	4 2%	5 3%	5 2%	9 3%	6 3%	32 3%
Transport/Public transport	<b>23</b> 2%	19 2%	2 4%	2 2%	5 2%	3 1%	10 3%	8 3%	8 2%	2 2%	6 3%	3 1%	6 3%	10 3%	3 1%	32 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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Respondent type : GB Adults 18+  
Fieldwork dates : 12th October - 18th October 2022  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

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

	TOTAL (z)	GOVERNMENT OFFICE REGION										EDUCATION				UNWTD TOTAL
		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Morality/ Individual behaviour/ Lifestyle	<b>23</b> 2%k	16 2%	1 1%	6 6%zah k	11 3%	5 2%	7 2%	6 2%	5 1%k	4 3%	1 *	3 2%	3 1%	5 2%	7 3%	21 2%
Pound/Exchange rate/Value of pound	<b>21</b> 2%	17 2%	2 5%	2 2%	4 1%	2 1%	6 2%	4 1%	12 3%	4 3%	8 3%	4 3%	7 3%	8 3%	2 1%	27 3%
Population levels/ Overpopulation	<b>17</b> 2%	15 2%	2 5% cde	- -	2 *	2 1%	6 2%	4 1%	10 3%	3 2%	7 3%	3 2%	3 2%	6 2%	2 1%	19 2%
Drug abuse	<b>17</b> 2%	16 2%h	1 2%	* *	3 1%	3 1%	11 4%h	10 4%h	2 1%	1 1%	1 1%	3 1%	2 1%	6 2%	3 2%	17 2%
Countryside/Rural life	<b>15</b> 2%	11 1%	4 7%zac dehik	1 1%	* *	* *	12 4%zad eh	8 3%	3 1%	1 1%	2 1%	- -	4 2%	4 1%	5 2%	17 2%
International trade/trade deals	<b>15</b> 1% d	15 2% d	- -	- -	* *	* *	7 2%	7 3%	8 2%	2 2%	6 2% d	1 1%	4 2%	7 2% z	3 2%	18 2%
Trade unions/ Strikes	<b>15</b> 1%	13 1%	2 4%	- -	3 1%	3 1%	8 3%	6 2%	4 1%	2 1%	2 1%	2 1%	3 1%	6 2%	3 2%	20 2%
Animal welfare	<b>10</b> 1%h	9 1%h	1 2%h	- -	6 2%	6 3%h	4 1%	3 1%	* *	- -	* *	- -	1 1%	4 1%	4 2%	10 1%
Privatisation	<b>7</b> 1%	5 1%	2 4%zad eh	- -	- -	- -	4 1%	2 1%	3 1%	1 1%	2 1%	- -	2 1%	2 1%	2 1%	8 1%
Royal Family/ Monarchy	<b>6</b> 1%	6 1%	- -	- -	2 *	2 1%	3 1%	3 1%	2 *	2 1%	- -	2 1%	- -	2 1%	- -	8 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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		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 EXCL. GL (k)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	821	65	128	342	214	315	250	357	138	219	167	194	486	66	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	877	49*	88*	329	241	312	264	373	139*	234	172	219	311	209*	1014
	<b>100%</b>	87%	5%*	9%*	32%	24%	31%	26%	37%	14%*	23%	17%	22%	31%	21%*	100%
Northern Ireland	<b>3</b>	3	-	-	-	-	3	3	1	1	*	-	-	3	-	6
	*	*	-	-	-	-	1%	1%	*	*	*	-	-	1%z	-	1%
Median	<b>2</b>	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	<b>102</b>	91	5	6	37	30	26	21	39	13	26	23	13	35	18	107
	10% <sub>s</sub>	10%	10%	7%	11%	13%	8%	8%	10%	9%	11%	13% <sub>s</sub>	6%	11%	9%	11%
MEAN NUMBER OF MENTIONS	<b>3.09</b>	3.06	3.98z dehk	2.90	2.87	2.86	3.43	3.33	2.99	2.93	3.02	2.89	3.08	3.47z	2.79	3.28
STANDARD ERROR	<b>0.10</b>	0.11	0.54	0.18	0.10	0.12	0.24	0.27	0.14	0.29	0.15	0.18	0.20	0.16	0.37	0.11
ERROR VARIANCE	<b>0.01</b>	0.01	0.29	0.03	0.01	0.01	0.06	0.07	0.02	0.08	0.02	0.03	0.04	0.03	0.14	0.01
Don't know	<b>150</b>	133	4	12	46	34	52	48	51	12	39	23	35	19	64	101
	15% <sub>it</sub>	15% <sub>i</sub>	9%	14%	14%	14%	17%	18% <sub>i</sub>	14% <sub>i</sub>	8%	17%	13% <sub>t</sub>	16% <sub>t</sub>	6%	31% <sub>zr</sub> st	10%
Personal finances (NET)	<b>514</b>	447	20	47	178	131	159	139	177	62	115	93	133	166	69	539
	51% <sub>u</sub>	51%	42%	53%	54%	54%	51%	53%	48%	45%	49%	54% <sub>u</sub>	61% <sub>zu</sub>	54% <sub>u</sub>	33%	53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

**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			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Economy/Economic situation	<b>517</b>	243	30	198	65	198	37	155	71	84	175	158	558
	<b>51%</b>	58%zb	40%	47%	53%	53%	57%	47%	47%	44%	61%zl	54%	55%
											m		
Inflation/Prices	<b>381</b>	164	32	139	31	157	31	113	54	80	106	114	384
	<b>38%f</b>	39%	44%	33%	25%	42%zf	48%f	35%	35%	42%	37%	39%	38%
National health service/Hospitals/ Healthcare	<b>218</b>	90	18	98	23	96	21	46	30	48	71	60	267
	<b>22%</b>	22%	25%	23%	19%	26%z	32%	14%	20%	26%	25%	21%	26%
Lack of faith in politics / politicians / government	<b>162</b>	65	9	62	17	72	8	41	31	27	57	49	164
	<b>16%</b>	16%	12%	15%	14%	19%z	12%	13%	20%	14%	20%	17%	16%
Pollution/ Environment/ Climate change	<b>144</b>	66	10	61	12	66	15	27	20	34	46	37	177
	<b>14%</b>	16%	13%	14%	10%	18%z	23%	8%	13%	18%	16%	13%	17%
Poverty/Inequality	<b>132</b>	52	11	52	3	59	9	40	25	18	44	35	142
	<b>13%f</b>	13%	15%	12%	2%	16%zf	14%f	12%	17%	9%	15%	12%	14%
Immigration/ immigrants	<b>116</b>	41	2	59	27	23	2	46	13	18	41	35	96
	<b>11%bg</b>	10%	2%	14%b	22%zgh	6%	4%	14%	8%	10%	14%	12%	9%
Housing	<b>115</b>	39	13	49	7	33	11	51	18	30	31	31	107
	<b>11%g</b>	9%	17%	12%	6%	9%	17%	15%	12%	16%	11%	11%	11%
Education/Schools	<b>101</b>	51	7	33	10	35	6	33	10	20	43	43	112
	<b>10%</b>	12%	9%	8%	8%	9%	10%	10%	6%	10%	15%z	15%	11%
Petrol prices/Fuel	<b>95</b>	44	6	40	8	44	8	19	17	18	27	24	104
	<b>9%</b>	11%	8%	9%	6%	12%	12%	6%	11%	10%	10%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
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20 Oct 2022

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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Defence/Foreign affairs/ International terrorism	<b>94</b> <b>9%</b>	39 9%	8 10%	41 10%	20 16%	37 10%	6 9%	20 6%	19 12%	14 8%	29 10%	24 8%	107 11%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>66</b> <b>6%</b>	22 5%	3 4%	35 8%	10 8%	18 5%	7 11%	21 7%	11 7%	12 6%	15 5%	20 7%	67 7%
Common Market/ Brexit/EU/Europe/ Euro	<b>64</b> 6% <sup>c</sup>	33 8%	4 5%	16 4%	4 3%	35 10% <sup>z</sup>	10 15% <sup>zf</sup>	7 2%	9 6%	11 6%	25 9%	29 10%	83 8%
Low pay/Minimum wage/Fair wages	<b>52</b> 5% <sup>c</sup>	17 4%	13 17% <sup>zac</sup>	11 3%	2 2%	17 5%	4 6%	24 7%	6 4%	13 7%	20 7%	11 4%	52 5%
Unemployment/ Factory closure/ Lack of industry	<b>48</b> <b>5%</b>	23 6%	3 4%	17 4%	8 6%	16 4%	3 4%	12 4%	6 4%	13 7%	15 5%	11 4%	51 5%
Public services in general	<b>48</b> <b>5%</b>	21 5%	4 5%	17 4%	2 2%	23 6%	4 7%	10 3%	11 7%	9 5%	18 6%	15 5%	62 6%
Ageing population/ Social care for the elderly	<b>39</b> <b>4%</b>	24 6%	2 2%	13 3%	7 6%	12 3%	2 4%	7 2%	6 4%	6 3%	18 6%	8 3%	44 4%
Taxation	<b>38</b> <b>4%</b>	16 4%	1 1%	19 4%	2 1%	11 3%	4 6%	9 3%	4 3%	8 4%	13 5%	8 3%	38 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
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Ipsos MORI



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	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
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	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Mental health/ well-being	<b>34</b> 3%	14 3%	3 4%	15 4%	2 2%	9 2%	5 8%g	8 2%	6 4%	10 5%	7 2%	7 2%	40 4%
Pensions/Social security/Benefits	<b>32</b> 3%	10 2%	2 3%	19 4%	5 4%	14 4%	2 4%	6 2%	7 5%	5 3%	7 2%	5 2%	38 4%
Race relations	<b>32</b> 3%	17 4%	2 3%	12 3%	1 1%	12 3%	1 1%	13 4%	7 5%	6 3%	6 2%	4 2%	29 3%
Nationalisation/ Government control of institutions	<b>32</b> 3%	9 2%	2 2%	12 3%	2 1%	9 2%	1 1%	12 4%	5 3%	4 2%	17 6%	13 5%	30 3%
Coronavirus/ pandemic diseases	<b>32</b> 3%	9 2%	2 3%	20 5%	4 3%	8 2%	* *	15 5%	4 3%	13 7%zn	4 1%	8 3%	28 3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b> 3%	18 4%	1 1%	10 2%	2 2%	10 3%	1 2%	5 1%	6 4%	7 4%	10 4%	6 2%	32 3%
UK union/ devolution/reform	<b>29</b> 3% <sup>C</sup>	16 4%	2 3%	6 1%	1 1%	9 2%	- -	2 1%	6 4%	6 3%	9 3%	10 4%	35 3%
Local government/ Council tax	<b>27</b> 3%	11 3%	1 2%	9 2%	2 1%	13 4%	1 2%	4 1%	5 4%	4 2%	13 5%	5 2%	32 3%
Food production/ farming	<b>27</b> 3%	11 3%	1 1%	12 3%	1 1%	10 3%	1 2%	6 2%	3 2%	7 4%	7 2%	5 2%	32 3%
Transport/Public transport	<b>23</b> 2%	10 3%	1 2%	9 2%	1 1%	6 2%	2 4%	7 2%	4 2%	4 2%	7 2%	8 3%	32 3%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**ISSUES INDEX OCTOBER 2022 (PUBLIC - FINAL)**

20 Oct 2022

**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			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Morality/ Individual behaviour/ Lifestyle	<b>23</b> 2%g	9 2%	3 4%	9 2%	5 4%	4 1%	1 2%	4 1%	9 6%zm	2 1%	5 2%	4 1%	21 2%
Pound/Exchange rate/Value of pound	<b>21</b> 2%	9 2%	2 3%	8 2%	1 1%	9 2%	3 5%	3 1%	5 3%	2 1%	9 3%	5 2%	27 3%
Population levels/ Overpopulation	<b>17</b> 2%g	5 1%	- -	11 3%	1 1%	2 *	1 2%	6 2%	4 3%	1 *	5 2%	5 2%	19 2%
Drug abuse	<b>17</b> 2%	5 1%	3 4%	6 2%	1 1%	5 1%	1 2%	5 2%	1 1%	6 3%	5 2%	2 1%	17 2%
Countryside/Rural life	<b>15</b> 2%	7 2%	* *	7 2%	1 1%	3 1%	1 2%	3 1%	3 2%	2 1%	7 2%	4 1%	17 2%
International trade/trade deals	<b>15</b> 1%	9 2%	1 1%	4 1%	1 1%	5 1%	1 2%	2 1%	1 1%	2 1%	8 3%	4 1%	18 2%
Trade unions/ Strikes	<b>15</b> 1%	6 1%	1 1%	7 2%	1 1%	5 1%	* *	2 1%	5 3%	3 2%	4 1%	2 1%	20 2%
Animal welfare	<b>10</b> 1%	1 *	* *	9 2%	2 1%	3 1%	- -	6 2%	2 1%	7 3%zn	- -	1 *	10 1%
Privatisation	<b>7</b> 1%	5 1%	- -	2 *	- -	2 1%	* *	- -	2 1%	1 1%	1 *	2 1%	8 1%
Royal Family/ Monarchy	<b>6</b> 1%	3 1%	- -	3 1%	- -	1 *	- -	2 1%	- -	2 1%	1 *	2 1%	8 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x  
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20 Oct 2022

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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WOR KING (c)	CON SERV ATIVE (f)	LAB OUR (g)	LIB ERAL DEMO CRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		
<b>UNWEIGHTED BASE</b>	<b>1014</b>	434	84	403	120	426	71	258	157	201	291	281	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	416	74*	420	123*	371	65*	328	152*	189	288	291	1014
	<b>100%</b>	41%	7%*	41%	12%*	37%	6%*	32%	15%*	19%	28%	29%	100%
Northern Ireland	<b>3</b> *	3 1%	-	1 *	1 1%	2 1%	* *	-	1 *	2 1%	1 *	1 *	6 1%
Median	<b>2</b>	2	2	2	2	2	2	2	2	2	2	2	2
Other	<b>102</b> <b>10%</b>	30 7%	9 12%	46 11%	18 15%h	39 10%	2 3%	22 7%	18 12%	21 11%	23 8%	21 7%	107 11%
MEAN NUMBER OF MENTIONS	<b>3.09</b>	3.17	3.04	3.00	2.69	3.15	3.46	2.69	3.24	3.22	3.37	3.01	3.28
STANDARD ERROR	<b>0.10</b>	0.17	0.23	0.14	0.19	0.14	0.43	0.15	0.25	0.27	0.20	0.17	0.11
ERROR VARIANCE	<b>0.01</b>	0.03	0.05	0.02	0.04	0.02	0.18	0.02	0.06	0.07	0.04	0.03	0.01
Don't know	<b>150</b> 15%gn	54 13%	18 24%	65 15%	20 17%	38 10%	7 11%	67 20%	30 20%n	27 14%	23 8%	35 12%	101 10%
Personal finances (NET)	<b>514</b> 51%f	218 52%	49 65%zc	194 46%	40 32%	220 59%zf	38 58%f	148 45%	81 53%	98 52%	147 51%	156 54%	539 53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/i/m/n - z/v/w/x  
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Ipsos MORI

**ISSUES INDEX OCTOBER 2022 (PUBLIC - 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		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Economy/Economic situation	<b>517</b>	517	129	39	55	39	56	233	182	102	449	63	50	250	558
	<b>51%</b>	100%zbc	59%z	59%	47%	61%	56%	51%	48%	57%	52%	46%	48%	57%z	55%
Inflation/Prices	<b>381</b>	152	83	29	31	26	37	183	128	70	330	49	45	175	384
	<b>38%a</b>	29%	38%a	44%a	26%	41%	36%	40%	34%	39%	38%	37%	43%	40%	38%
National health service/Hospitals/ Healthcare	<b>218</b>	129	218	23	27	17	63	96	74	49	189	26	28	86	267
	<b>22%</b>	25%z	100%zac	35%z	23%	26%	62%zac	21%	20%	27%	22%	20%	27%	19%	26%
Lack of faith in politics / politicians / government	<b>162</b>	73	37	19	30	15	26	75	60	27	152	8	13	82	164
	<b>16%k</b>	14%	17%	28%za	26%a	24%a	26%zab	16%	16%	15%	17%zk	6%	13%	19%	16%
Pollution/ Environment/ Climate change	<b>144</b>	78	38	17	12	13	26	62	56	26	130	14	11	68	177
	<b>14%</b>	15%	18%	26%zat	10%	20%	26%zat	14%	15%	15%	15%	10%	11%	15%	17%
Poverty/Inequality	<b>132</b>	72	45	19	14	10	28	76	41	16	110	20	14	61	142
	<b>13%</b>	14%	21%za	29%zat	12%	15%	27%zat	17%zi	11%	9%	13%	15%	13%	14%	14%
Immigration/ immigrants	<b>116</b>	55	27	11	116	4	13	42	58	16	104	11	5	50	96
	<b>11%l</b>	11%	13%	17%	100%zabc	6%	13%	9%	15%zg	9%	12%	8%	4%	11%l	9%
Housing	<b>115</b>	50	29	8	9	9	20	58	39	18	102	14	17	50	107
	<b>11%</b>	10%	13%	12%	8%	14%	20%za	13%	10%	10%	12%	10%	16%	11%	11%
Education/Schools	<b>101</b>	56	63	15	13	10	101	40	40	20	85	14	16	43	112
	<b>10%</b>	11%	29%zae	23%za	11%	16%	100%zabc	9%	11%	11%	10%	11%	16%z	10%	11%

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**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		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Petrol prices/Fuel	<b>95</b>	58	28	14	14	12	18	49	37	10	80	14	8	46	104
	<b>9%</b>	11%	13%	21%za	12%	18%z	18%z	11%	10%	5%	9%	10%	8%	10%	10%
Defence/Foreign affairs/ International terrorism	<b>94</b>	57	22	10	16	8	16	36	39	18	86	7	9	40	107
	<b>9%</b>	11%	10%	15%	14%	12%	16%	8%	10%	10%	10%	5%	8%	9%	11%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>66</b>	39	23	66	11	3	15	28	28	11	59	7	6	23	67
	<b>6%</b>	8%	11%z	100%zab eft	10%	5%	15%za	6%	7%	6%	7%	5%	6%	5%	7%
Common Market/ Brexit/EU/Europe/ Euro	<b>64</b>	39	17	3	4	64	10	28	24	12	56	8	7	40	83
	<b>6%</b>	8%	8%	5%	4%	100%zab cft	10%	6%	6%	7%	6%	6%	6%	9%z	8%
Low pay/Minimum wage/Fair wages	<b>52</b>	28	18	9	4	6	13	16	25	11	46	4	6	33	52
	<b>5%</b>	5%	8%z	13%za	4%	9%	13%za	3%	7%	6%	5%	3%	6%	7%	5%
Unemployment/ Factory closure/ Lack of industry	<b>48</b>	32	18	10	9	8	12	16	21	11	41	6	6	25	51
	<b>5%</b>	6%	8%z	15%za	7%	12%z	12%z	4%	6%	6%	5%	4%	6%	6%	5%
Public services in general	<b>48</b>	34	28	15	8	10	22	20	17	11	45	3	7	22	62
	<b>5%</b>	7%z	13%za	23%zat	7%	16%za	22%zabt	4%	4%	6%	5%	2%	6%	5%	6%
Ageing population/ Social care for the elderly	<b>39</b>	29	20	11	9	4	11	18	17	4	38	1	4	21	44
	<b>4%</b>	6%z	9%za	17%za	8%	6%	11%z	4%	4%	2%	4%	1%	4%	5%	4%
Taxation	<b>38</b>	24	21	11	15	3	11	21	10	7	32	5	3	15	38
	<b>4%</b>	5%	9%za	16%za	13%za	5%	11%za	5%	3%	4%	4%	3%	3%	3%	4%

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**ISSUES INDEX OCTOBER 2022 (PUBLIC - 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+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Mental health/ well-being	<b>34</b>	19	21	9	4	7	13	13	14	6	29	5	5	13	40
	<b>3%</b>	4%	10%za	14%zat	3%	11%za	13%zat	3%	4%	3%	3%	4%	5%	3%	4%
Pensions/Social security/Benefits	<b>32</b>	16	18	8	7	5	11	15	15	3	28	1	4	9	38
	<b>3%</b>	3%	8%za	12%za	6%	8%	11%za	3%	4%	1%	3%	1%	4%	2%	4%
Race relations	<b>32</b>	13	12	9	8	4	10	12	17	4	17	14	3	12	29
	<b>3%j</b>	3%	6%za	13%za	7%	6%	9%za	3%	4%	2%	2%	10%zj	3%	3%	3%
Nationalisation/ Government control of institutions	<b>32</b>	13	11	7	18	3	9	7	24	1	31	1	3	17	30
	<b>3%gi</b>	2%	5%a	11%za	15%zab	5%	9%za	1%	6%zgi	1%	4%	1%	3%	4%	3%
Coronavirus/ pandemic diseases	<b>32</b>	16	8	7	6	3	6	12	15	5	28	4	4	6	28
	<b>3%mi</b>	3%	4%	10%za	5%	5%	6%	3%	4%	3%	3%	3%	4%	1%	3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b>	25	18	9	6	4	12	12	10	9	29	1	4	16	32
	<b>3%</b>	5%z	8%za	14%za	5%	6%	12%za	3%	3%	5%	3%	1%	4%	4%	3%
UK union/ devolution/reform	<b>29</b>	16	10	7	6	4	9	14	7	8	28	1	4	19	35
	<b>3%</b>	3%	4%	11%za	5%	7%	9%za	3%	2%	4%	3%	1%	4%	4%	3%
Local government/ Council tax	<b>27</b>	20	15	8	5	6	10	13	10	5	24	3	3	13	32
	<b>3%</b>	4%	7%za	13%za	5%	9%za	10%za	3%	3%	3%	3%	2%	3%	3%	3%
Food production/ farming	<b>27</b>	20	15	11	6	4	14	7	12	7	25	2	3	12	32
	<b>3%</b>	4%	7%za	17%zabt	5%	7%	14%zab	1%	3%	4%	3%	1%	3%	3%	3%
Transport/Public transport	<b>23</b>	20	16	9	4	4	10	11	9	3	19	4	4	9	32
	<b>2%</b>	4%z	8%za	13%zat	3%	7%z	10%za	2%	2%	2%	2%	3%	3%	2%	3%

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	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Morality/ Individual behaviour/ Lifestyle	<b>23</b> 2%	13 3%	12 6%za	7 11%za	5 5%	1 2%	8 8%za	9 2%	9 2%	5 3%	20 2%	* *	* *	13 3%	21 2%
Pound/Exchange rate/Value of pound	<b>21</b> 2%	16 3%	10 5%z	5 8%z	5 4%	7 10%za	8 8%za	9 2%	6 2%	5 3%	18 2%	3 2%	3 3%	10 2%	27 3%
Population levels/ Overpopulation	<b>17</b> 2%	14 3%	7 3%	5 8%za	6 5%	4 7%z	7 7%z	7 1%	7 2%	3 2%	15 2%	2 2%	1 1%	6 1%	19 2%
Drug abuse	<b>17</b> 2%	12 2%	10 5%z	12 18%zab	6 5%	2 4%	10 10%za	4 1%	10 3%	3 2%	17 2%	1 *	2 2%	9 2%	17 2%
Countryside/Rural life	<b>15</b> 2%	13 3%	11 5%za	10 15%zab	7 6%z	4 6%z	11 11%zab	3 1%	10 3%	2 1%	14 2%	1 1%	1 1%	7 2%	17 2%
International trade/trade deals	<b>15</b> 1%	12 2%	9 4%z	6 9%za	5 4%	5 8%za	8 8%za	2 1%	8 2%	4 2%	14 2%	1 1%	2 2%	9 2%	18 2%
Trade unions/ Strikes	<b>15</b> 1%	12 2%	11 5%za	8 13%zab	6 5%	3 5%z	8 8%za	6 1%	6 2%	3 2%	14 2%	1 1%	2 2%	6 1%	20 2%
Animal welfare	<b>10</b> 1%	6 1%	5 3%z	5 7%za	2 2%	1 2%	9 9%zab	6 1%	4 1%	1 *	10 1%	- -	1 1%	1 *	10 1%
Privatisation	<b>7</b> 1%	6 1%	3 1%	2 3%z	3 2%	2 3%	3 3%z	3 1%	3 1%	* *	6 1%	* *	1 1%	4 1%	8 1%
Royal Family/ Monarchy	<b>6</b> 1%	6 1%	4 2%z	3 5%za	1 1%	2 3%z	4 4%z	5 1%	2 *	- -	6 1%	* *	1 1%	2 *	8 1%

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1014</b>	558	267	67	96	83	112	462	355	197	864	137	220	359	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	517	218	66*	116*	64*	101*	456	377	180	867	135	104	441	1014
	<b>100%</b>	51%	22%	6%*	11%*	6%*	10%*	45%	37%	18%	85%	13%	10%	44%	100%
Northern Ireland	<b>3</b>	3	3	2	1	2	2	2	*	1	3	*	*	2	6
	*	1%	1%	3%z	1%	3%z	2%z	1%	*	*	*	*	*	1%	1%
Median	<b>2</b>	2	3	3	2	3	3	2	2	2	2	2	2	2	2
Other	<b>102</b>	35	9	10	7	7	9	41	46	15	90	12	5	45	107
	10%abl	7%	4%	16%ab	6%	12%b	9%	9%	12%	8%	10%	9%	4%	10%	11%
MEAN NUMBER OF MENTIONS	<b>3.09</b>	3.65z	5.06za	7.43za	4.55z	5.42za	6.81za	3.02	3.16	3.11	3.17	2.61	3.14	3.22	3.28
STANDARD ERROR	<b>0.10</b>	0.17	0.36	1.14	0.59	0.72	0.75	0.13	0.18	0.20	0.11	0.20	0.22	0.17	0.11
ERROR VARIANCE	<b>0.01</b>	0.03	0.13	1.29	0.35	0.52	0.56	0.02	0.03	0.04	0.01	0.04	0.05	0.03	0.01
Don't know	<b>150</b>	34	1	-	8	1	-	68	53	29	128	21	16	54	101
	15%abce	7%bf	1%	-	7%b	2%	-	15%	14%	16%	15%	16%	16%	12%	10%
Personal finances (NET)	<b>514</b>	225	119	33	41	32	55	259	164	91	435	72	63	228	539
	51%ath	43%	55%at	51%	36%	50%	54%t	57%zh	43%	51%	50%	53%	60%z	52%	53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/f/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 OCTOBER 2022 (PUBLIC - 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)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	145	81	217	88	263	161	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	143*	127*	197	121*	183	196*	1014
	<b>100%</b>	14%*	12%*	19%	12%*	18%	19%*	100%
Economy/Economic situation	<b>517</b> <b>51%</b>	69 48%	49 39%	129 66%za bdf	49 41%	103 56%bd	95 49%	558 55%
Inflation/Prices	<b>381</b> <b>38%</b>	60 42%	57 45%	69 35%	59 48%ef	61 33%	59 30%	384 38%
National health service/Hospitals/ Healthcare	<b>218</b> 22%b	37 25%b	9 7%	51 26%b	22 18%	57 31%zb df	35 18%	267 26%
Lack of faith in politics / politicians / government	<b>162</b> <b>16%</b>	25 17%	9 7%	33 17%	9 8%	44 24%zb d	37 19%	164 16%
Pollution/ Environment/ Climate change	<b>144</b> 14%d	20 14%d	18 14%	45 23%zdf	5 4%	31 17%d	19 10%	177 17%
Poverty/Inequality	<b>132</b> <b>13%</b>	19 13%	19 15%	23 12%	12 10%	29 16%	25 13%	142 14%
Immigration/ immigrants	<b>116</b> 11%bd	21 14%bd	3 2%	23 11%d	1 1%	22 12%bd	44 23%zbc de	96 9%
Housing	<b>115</b> 11%cf	26 18%zc ef	32 25%zce f	13 7%	13 11%	15 8%	10 5%	107 11%
Education/Schools	<b>101</b> <b>10%</b>	8 6%	9 7%	34 17%za f	13 11%	20 11%	14 7%	112 11%
Petrol prices/Fuel	<b>95</b> <b>9%</b>	15 10%	12 10%	19 10%	9 8%	21 12%	15 8%	104 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 12th October - 18th October 2022  
 Source : Ipsos MORI (JN Q218)

**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	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
		(a)	(b)	(c)	(d)	(e)	(f)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	145	81	217	88	263	161	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	143*	127*	197	121*	183	196*	1014
	<b>100%</b>	14%*	12%*	19%	12%*	18%	19%*	100%
Defence/Foreign affairs/ International terrorism	<b>94</b> <b>9%</b>	13 9%	5 4%	18 9%	13 11%	19 11%	21 11%	107 11%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>66</b> <b>6%</b>	4 3%	5 4%	11 5%	10 9%	9 5%	19 9%	67 7%
Common Market/ Brexit/EU/Europe/ Euro	<b>64</b> <b>6%<sup>f</sup></b>	10 7%	1 1%	23 11% <sup>zbf</sup>	6 5%	17 9% <sup>bf</sup>	3 2%	83 8%
Low pay/Minimum wage/ Fair wages	<b>52</b> <b>5%</b>	5 3%	13 10%	8 4%	10 8%	7 4%	6 3%	52 5%
Unemployment/ Factory closure/ Lack of industry	<b>48</b> <b>5%</b>	6 4%	2 2%	10 5%	6 5%	8 5%	16 8%	51 5%
Public services in general	<b>48</b> <b>5%</b>	9 6%	2 2%	13 7%	4 3%	10 5%	9 4%	62 6%
Ageing population/ Social care for the elderly	<b>39</b> <b>4%</b>	6 4%	2 1%	13 7%	1 1%	5 3%	9 5%	44 4%
Taxation	<b>38</b> <b>4%</b>	11 8%	3 3%	6 3%	2 2%	4 2%	10 5%	38 4%
Mental health/ well-being	<b>34</b> <b>3%</b>	4 3%	6 5%	8 4%	4 3%	5 3%	4 2%	40 4%
Pensions/Social security/ Benefits	<b>32</b> <b>3%</b>	4 3%	2 2%	7 3%	1 1%	5 3%	12 6%	38 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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**ISSUES INDEX OCTOBER 2022 (PUBLIC - 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+**

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34		35-54		55+		
		ABC1 (a)	C2DE (b)	ABC1 (c)	C2DE (d)	ABC1 (e)	C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1014</b>	145	81	217	88	263	161	1014
<b>WEIGHTED BASE</b>	<b>1014</b>	143*	127*	197	121*	183	196*	1014
	<b>100%</b>	14%*	12%*	19%	12%*	18%	19%*	100%
Race relations	<b>32</b>	4	3	2	11	2	7	29
	<b>3%</b>	3%	2%	1%	9%zce	1%	3%	3%
Nationalisation/ Government control of institutions	<b>32</b>	15	-	4	*	3	9	30
	<b>3%</b>	11%zbc de	-	2%	*	2%	4%	3%
Coronavirus/ pandemic diseases	<b>32</b>	2	9	6	4	3	6	28
	<b>3%</b>	2%	7%	3%	3%	2%	3%	3%
Nuclear weapons/ Nuclear war/ Disarmament	<b>30</b>	5	2	6	2	6	9	32
	<b>3%</b>	3%	1%	3%	2%	3%	5%	3%
UK union/ devolution/reform	<b>29</b>	3	-	9	6	4	6	35
	<b>3%</b>	2%	-	5%	5%	2%	3%	3%
Local government/ Council tax	<b>27</b>	3	-	6	3	5	9	32
	<b>3%</b>	2%	-	3%	2%	3%	5%	3%
Food production/ farming	<b>27</b>	4	1	4	3	5	8	32
	<b>3%</b>	3%	1%	2%	2%	3%	4%	3%
Transport/Public transport	<b>23</b>	3	1	3	3	6	5	32
	<b>2%</b>	2%	1%	2%	3%	3%	3%	3%
Morality/ Individual behaviour/ Lifestyle	<b>23</b>	2	-	2	2	5	11	21
	<b>2%</b>	1%	-	1%	1%	3%	6%z	2%
Pound/Exchange rate/Value of pound	<b>21</b>	5	3	2	1	5	5	27
	<b>2%</b>	3%	2%	1%	1%	3%	2%	3%
Population levels/ Overpopulation	<b>17</b>	3	1	3	-	5	3	19
	<b>2%</b>	2%	1%	1%	-	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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		ABC1 (a)	C2DE (b)	ABC1 (c)	C2DE (d)	ABC1 (e)	C2DE (f)	
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	<b>100%</b>	14%*	12%*	19%	12%*	18%	19%*	100%
Drug abuse	17 2%	1 1%	5 4%	1 *	* *	3 2%	6 3%	17 2%
Countryside/Rural life	15 2%	2 1%	- -	2 1%	* *	3 2%	6 3%	17 2%
International trade/trade deals	15 1%	5 4%	- -	2 1%	2 1%	3 2%	3 2%	18 2%
Trade unions/ Strikes	15 1%	3 2%	- -	1 1%	1 1%	1 4%	8 4%	20 2%
Animal welfare	10 1%	1 1%	- -	1 *	* *	2 1%	5 3%	10 1%
Privatisation	7 1%	1 1%	- -	2 1%	- -	* *	2 1%	8 1%
Royal Family/ Monarchy	6 1%	1 *	1 1%	1 *	* *	2 1%	1 1%	8 1%
Northern Ireland	3 *	1 *	- -	2 1%	* *	- -	1 *	6 1%
Median	2	2	2	2	2	2	2	2
Other	102 10%	11 8%	10 8%	17 9%	17 14%	21 11%	25 13%	107 11%
MEAN NUMBER OF MENTIONS	3.09	3.25	2.60	3.24	2.71	3.25	3.26	3.28
STANDARD ERROR	0.10	0.27	0.13	0.22	0.26	0.19	0.32	0.11
ERROR VARIANCE	0.01	0.08	0.02	0.05	0.07	0.04	0.10	0.01

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f  
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	<b>100%</b>	14%*	12%*	19%	12%*	18%	19%*	100%
Don't know	<b>150</b>	22	32	8	23	15	43	101
	15% <u>ce</u>	15% <u>c</u>	26% <u>zce</u>	4%	19% <u>ce</u>	8%	22% <u>ce</u>	10%
Personal finances (NET)	<b>514</b>	77	72	96	70	92	82	539
	<b>51%</b>	53%	57%	49%	58%	50%	42%	53%

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