

ISSUES INDEX MAY 2023 (PUBLIC - 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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Inflation/Prices | 268 | 116 | 150 | 26 | 58 | 55 | 56 | 25 | 49 | 83 | 111 | 74 | 65 | 67 | 58 | 62 | 132 | 121 | 266 |
| | 26%gk | 24% | 29% | 23% | 33%gh | 34%gh | 32%gk | 16% | 21% | 29%gk | 33%zg | 19% | 24% | 27% | 28% | 26% | 26% | 27% | 26% |
| Economy/Economic situation | 229 | 124 | 103 | 32 | 33 | 44 | 32 | 38 | 50 | 65 | 76 | 88 | 85 | 64 | 36 | 34 | 149 | 70 | 246 |
| | 23%oq | 25% | 20% | 29% | 19% | 27% | 19% | 24% | 21% | 23% | 23% | 22% | 32%zn | 26%oq | 18% | 14% | 29%zn | 16% | 24% |
| Immigration/immigrants | 63 | 29 | 34 | 10 | - | 2 | 2 | 16 | 33 | 10 | 4 | 49 | 5 | 8 | 13 | 32 | 13 | 45 | 44 |
| | 6%def | 6% | 7% | 9%def | - | 1% | 1% | 10%de | 14%zde | 4% | 1% | 12%zde | 2% | 3% | 6% | 13%zlm | 2% | 10%zlm | 4% |
| | jlmp | | | ij | | | | fij | fij | | fij | | | | p | | p | | |
| National health service/Hospitals/Healthcare | 59 | 18 | 39 | 3 | 6 | 8 | 5 | 13 | 23 | 9 | 14 | 36 | 10 | 16 | 8 | 25 | 25 | 33 | 63 |
| | 6%a | 4% | 8%a | 2% | 4% | 5% | 3% | 8% | 10%i | 3% | 4% | 9%zj | 4% | 6% | 4% | 10%l | 5% | 7%n | 6% |
| Poverty/Inequality | 54 | 19 | 34 | 5 | 16 | 9 | 10 | 5 | 10 | 21 | 19 | 14 | 11 | 17 | 10 | 15 | 28 | 26 | 56 |
| | 5% | 4% | 7% | 5% | 9% | 5% | 6% | 3% | 4% | 7% | 6% | 4% | 4% | 7% | 5% | 6% | 5% | 6% | 6% |
| Lack of faith in politics / politicians / government | 44 | 31 | 11 | 4 | 8 | 6 | 10 | 8 | 8 | 12 | 16 | 16 | 12 | 12 | 10 | 6 | 24 | 16 | 40 |
| | 4%b | 6%zb | 2% | 4% | 4% | 4% | 6% | 5% | 3% | 4% | 5% | 4% | 5% | 5% | 5% | 3% | 5% | 4% | 4% |
| Pollution/Environment/Climate change | 36 | 16 | 20 | 1 | 3 | 6 | 9 | 4 | 12 | 4 | 15 | 16 | 16 | 14 | 4 | 1 | 30 | 5 | 44 |
| | 4%c | 3% | 4% | 1% | 2% | 4% | 5% | 3% | 5% | 1% | 5% | 4% | 6%zoq | 6%zoq | 2% | * | 6%zoq | 1% | 4% |
| Housing | 24 | 12 | 12 | 11 | 7 | 2 | 2 | 2 | - | 18 | 4 | 2 | 8 | 3 | 6 | 6 | 11 | 12 | 19 |
| | 2%k | 2% | 2% | 10%zef | 4%hk | 1% | 1% | 1% | - | 6%zfh | 1% | * | 3% | 1% | 3% | 2% | 2% | 3% | 2% |
| | | | | ghjk | | | | | | jk | | | | | | | | | |
| Taxation | 15 | 7 | 8 | - | 2 | - | 6 | 1 | 6 | 2 | 6 | 7 | - | 2 | 7 | 6 | 2 | 13 | 10 |
| | 2%p | 2% | 2% | - | 1% | - | 3% | 1% | 3% | 1% | 2% | 2% | - | 1% | 3%lp | 3% | * | 3%lp | 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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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Defence/Foreign affairs/ International terrorism | 15 | 9 | 5 | 2 | 3 | 2 | 1 | 3 | 5 | 4 | 2 | 8 | 9 | 2 | - | 3 | 12 | 3 | 14 |
| | 1% | 2% | 1% | 1% | 1% | 1% | * | 2% | 2% | 1% | 1% | 2% | 3%z | 1% | - | 1% | 2%zm | 1% | 1% |
| Petrol prices/Fuel | 14 | 12 | 1 | - | - | 6 | 7 | 1 | * | - | 13 | 1 | 1 | 2 | 6 | 5 | 3 | 11 | 9 |
| | 1%bkp | 2%b | * | - | - | 4%zhi | 4%zhi | * | * | - | 4%zhi | * | * | 1% | 3% | 2% | 1% | 2% | 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 12 | 10 | 3 | - | 1 | 1 | 3 | 5 | 2 | 1 | 4 | 7 | 6 | 4 | 2 | 1 | 10 | 3 | 22 |
| | 1% | 2% | * | - | 1% | 1% | 2% | 3%zi | 1% | * | 1% | 2% | 2% | 2% | 1% | * | 2%z | 1% | 2% |
| Low pay/Minimum wage/Fair wages | 11 | 7 | 4 | * | 5 | 3 | - | 3 | * | 5 | 3 | 4 | 2 | 3 | 2 | 2 | 6 | 4 | 12 |
| | 1% | 1% | 1% | * | 3% | 2% | - | 2% | * | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Morality/ Individual behaviour/ Lifestyle | 8 | 2 | 6 | - | 1 | - | 4 | 2 | 2 | 1 | 4 | 4 | 2 | 1 | 4 | 1 | 3 | 5 | 10 |
| | 1% | * | 1% | - | * | - | 2% | 1% | 1% | * | 1% | 1% | 1% | * | 2% | 1% | 1% | 1% | 1% |
| Public services in general | 7 | 5 | 3 | 1 | * | - | 4 | 1 | 1 | 1 | 4 | 2 | 2 | 5 | 1 | - | 6 | 1 | 16 |
| | 1% | 1% | 1% | 1% | * | - | 2% | 1% | * | * | 1% | 1% | 1% | 2%z | * | - | 1%z | * | 2% |
| Drug abuse | 7 | 6 | - | - | 1 | - | 6 | - | - | 1 | 6 | - | - | 1 | - | 6 | 1 | 6 | 2 |
| | 1%p | 1% | - | - | 1% | - | 3%zhk | - | - | * | 2%k | - | - | * | - | 3%p | * | 1% | * |
| Coronavirus/ pandemic diseases | 7 | 6 | 1 | - | 6 | - | 1 | - | 1 | 6 | 1 | 1 | - | 1 | - | 6 | 1 | 6 | 3 |
| | 1%p | 1% | * | - | 3%zjk | - | * | - | * | 2% | * | * | - | * | - | 2%p | * | 1% | * |
| Education/Schools | 7 | 2 | 5 | - | 2 | * | 1 | 3 | 1 | 2 | 1 | 4 | 1 | 2 | 2 | 1 | 3 | 4 | 9 |
| | 1% | * | 1% | - | 1% | * | 1% | 2% | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% |
| Trade unions/ Strikes | 6 | 2 | 4 | 1 | - | 2 | * | 2 | - | 1 | 3 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 6 |
| | 1% | * | 1% | 1% | - | 1% | * | 2% | - | * | 1% | 1% | 1% | * | 1% | * | 1% | 1% | 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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| | 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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Population levels/ Overpopulation | 5 1% | 4 1% | 1 * | - * | 1 * | - * | - * | 1 1% | 4 2% | 1 * | - * | 4 1% | - * | 2 1% | 4 2% | - * | 2 * | 4 1% | 3 * |
| Ageing population/ Social care for the elderly | 5 1% | 2 * | 3 1% | 2 2%k | * * | 1 1% | 2 1% | - - | - - | 2 1% | 3 1% | - - | 1 1% | * * | 2 1% | 2 1% | 2 * | 4 1% | 5 * |
| Race relations | 3 * | - - | 3 1% | - * | * * | 3 2%z | 1 * | - - | - - | * * | 3 1% | - - | 1 * | 2 1% | - - | - - | 3 1% | - - | 4 * |
| UK union/ devolution/reform | 3 * | * * | 2 * | * * | - - | - - | 2 1% | 1 * | - - | * * | 2 1% | 1 * | - * | 1 * | 2 1% | - - | 1 * | 2 * | 4 * |
| Pound/Exchange rate/Value of pound | 2 * | * * | 2 * | - - | 2 1% | - - | - - | - - | - - | 2 1% | - - | - - | 1 * | 1 * | 1 * | - - | 2 * | 1 * | 4 * |
| Unemployment/ Factory closure/ Lack of industry | 2 * | 1 * | 1 * | - - | - - | - - | 1 1% | - * | 1 * | - - | 1 * | 1 * | - * | 1 * | 1 1% | - * | 1 * | 1 * | 3 * |
| Countryside/Rural life | 2 * | * * | 2 * | - * | * * | - - | - - | - - | 2 1% | * * | - - | 2 * | 2 1% | * * | - - | - - | 2 * | - - | 2 * |
| Food production/ farming | 2 * | 1 * | 1 * | 1 1% | - - | - - | - - | 1 1% | - - | 1 * | - - | 1 * | - * | 1 * | - - | - - | 1 * | - - | 2 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 2 * | 1 * | 1 * | - - | - - | - - | 2 1% | - - | - - | - - | 2 1% | - - | 1 * | - - | - - | 1 * | 1 * | 1 * | 2 * |
| Animal welfare | 2 * | 1 * | 2 * | - - | 2 1% | - - | - - | - * | 1 * | 2 1% | - * | 1 * | 1 * | - - | - - | 2 1% | 1 * | 2 * | 2 * |

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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
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| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 2* | 1* | 1* | - | - | 1 | * | - | 1 | - | 1 | 1 | 1 | * | - | - | 2 | - | 4* |
| Local government/ Council tax | 2* | 1* | 1* | - | 1 | - | - | 1 | - | 1 | - | 1 | - | - | 1 | 1 | - | 2 | 2* |
| Pensions/Social security/Benefits | 1* | 1* | - | 1 | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - | 2* |
| Privatisation | 1* | 1* | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | 1* |
| Transport/Public transport | 1* | 1* | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - | 1* |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mental health/ well-being | 1* | 1* | - | 1 | - | - | - | * | - | 1 | - | * | - | 1 | - | - | 1 | - | 2* |
| International trade/trade deals | 1* | - | 1* | - | - | - | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | 1* |
| Nationalisation/ Government control of institutions | * * | * * | - | - | - | - | - | * * | - | - | - | * * | - | * * | - | - | * * | - | 1 * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 40 4%p | 17 4% | 22 4% | 2 1% | 4 2% | 8 5% | 2 1% | 6 4% | 17 7%zf | 6 2% | 10 3% | 24 6% | 9 3% | 6 2% | 13 6% | 6 2% | 15 3% | 19 4% | 37 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 : 3rd May - 9th May 2023
 Source : Ipsos (JN Q218)

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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
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| 100% | | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 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 | 50 | 22 | 28 | 9 | 9 | 3 | 4 | 17 | 9 | 18 | 6 | 26 | 12 | 6 | 10 | 16 | 18 | 26 | 41 |
| | 5% _{jmp} | 4% | 6% | 8% _j | 5% | 2% | 2% | 11% _{zef} | 4% | 6% _j | 2% | 7% _j | 4% | 3% | 5% | 6% | 3% | 6% | 4% |
| Personal finances (NET) | 347 | 154 | 189 | 31 | 78 | 73 | 72 | 33 | 59 | 109 | 145 | 92 | 79 | 89 | 77 | 84 | 169 | 161 | 343 |
| | 34% _{gh} | 31% | 37% | 29% | 45% _{zg} | 45% _{zc} | 42% _{gh} | 21% | 25% | 39% _{cg} | 43% _{zc} | 23% | 30% | 36% | 38% | 35% | 33% | 36% | 34% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Mean: 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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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 | | | | | | | | | | TENURE | | | | | | 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) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | GCSE (r) | A- LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Inflation/Prices | 268 | 226 | 15 | 28 | 104 | 76 | 89 | 75 | 75 | 35 | 40 | 64 | 96 | 57 | 43 | 159 | 99 | 60 | 56 | 81 | 52 | 266 |
| | 26%hk | 26%hk | 30% | 31%k | 32%hk | 32%hk | 28%k | 28%k | 20% | 26% | 17% | 20% | 31%lp | 29% | 28% | 26%l | 28% | 29% | 27% | 26% | 25% | 26% |
| Economy/Economic situation | 229 | 201 | 12 | 16 | 60 | 44 | 72 | 60 | 97 | 46 | 51 | 75 | 75 | 28 | 40 | 150 | 68 | 51 | 46 | 86 | 29 | 246 |
| | 23%n | 23% | 24% | 18% | 18% | 18% | 23% | 22% | 26% | 34%za | 22% | 23% | 25% | 14% | 26%q | 24% | 19% | 25% | 22% | 27%zu | 14% | 24% |
| Immigration/immigrants | 63 | 54 | 5 | 4 | 10 | 6 | 20 | 15 | 33 | 3 | 30 | 34 | 6 | 11 | 8 | 40 | 19 | 11 | 8 | 6 | 33 | 44 |
| | 6%dem | 6%de | 10%e | 4% | 3% | 2% | 6% | 6% | 9%zad | 2% | 13%za | 11%zmp | 2% | 6% | 5% | 6%am | 5% | 5%t | 4% | 2% | 16%zrs | 4% |
| National health service/Hospitals/Healthcare | 59 | 51 | 2 | 5 | 22 | 16 | 24 | 22 | 13 | 3 | 10 | 21 | 19 | 12 | 6 | 40 | 19 | 9 | 8 | 18 | 17 | 63 |
| | 6%h | 5% | 6% | 7% | 7% | 8% | 8% | 4% | 2% | 4% | 7% | 6% | 6% | 6% | 4% | 6% | 5% | 5% | 4% | 6% | 8% | 6% |
| Poverty/Inequality | 54 | 46 | 1 | 7 | 22 | 15 | 18 | 18 | 13 | 3 | 10 | 8 | 17 | 19 | 6 | 25 | 25 | 12 | 15 | 17 | 4 | 56 |
| | 5%lp | 5% | 2% | 8% | 7% | 6% | 6% | 7% | 4% | 3% | 4% | 3% | 5% | 10%lp | 4% | 4% | 7%l | 6% | 7% | 5% | 2% | 6% |
| Lack of faith in politics / politicians / government | 44 | 32 | 2 | 10 | 18 | 8 | 5 | 3 | 20 | 6 | 15 | 16 | 11 | 7 | 8 | 27 | 15 | 2 | 17 | 11 | 10 | 40 |
| | 4%fgr | 4% | 4% | 11%zad | 5%g | 3% | 2% | 1% | 6%ag | 4% | 6%fg | 5% | 4% | 4% | 5% | 4% | 4% | 1% | 8%zrt | 3% | 5% | 4% |
| Pollution/Environment/Climate change | 36 | 32 | 1 | 2 | 12 | 10 | 7 | 6 | 17 | 3 | 14 | 23 | 12 | - | 1 | 34 | 1 | 1 | 7 | 20 | 5 | 44 |
| | 4%qr | 4% | 3% | 2% | 4% | 4% | 2% | 2% | 5% | 2% | 6% | 7%zno | 4%q | - | 1% | 5%znq | * | 1% | 3% | 6%zr | 3% | 4% |
| Housing | 24 | 23 | - | 1 | 1 | - | 7 | 7 | 16 | 8 | 7 | 4 | 5 | 6 | 7 | 9 | 13 | 6 | 10 | 7 | - | 19 |
| | 2%dp | 3%d | - | 1% | * | - | 2% | 3% | 4%zde | 6%zad | 3%de | 1% | 2% | 3% | 4% | 1% | 4% | 3% | 5%z | 2% | - | 2% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/gh/i/k - z/l/m/n/o/p/q - z/r/s/t/u
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Table 2
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| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | | | | TENURE | | | | | | 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) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | GCSE (r) | A- LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Taxation | 15 2% | 14 2% | * 1% | 1 1% | 7 2% | 6 2% | 2 1% | 2 1% | 7 2% | - - | 7 3% | 6 2% | 2 1% | 6 3% | 1 * | 8 1% | 7 2% | - - | 1 * | 3 1% | 12 5%zr | 10 1% |
| Defence/Foreign affairs/ International terrorism | 15 1% | 11 1% | 2 4% | 2 2% | 5 1% | 3 1% | 6 2% | 4 2% | 4 1% | 1 1% | 3 1% | 7 2% | 6 2% | 1 * | 1 1% | 13 2% | 2 1% | 2 1% | 2 1% | 5 2% | 1 * | 14 1% |
| Petrol prices/Fuel | 14 1%t | 13 1% | - - | 1 1% | 4 1% | 3 1% | 7 2% | 7 2% | 3 1% | 2 1% | 2 1% | 1 * | 8 3% | 3 1% | 1 1% | 9 2%l | 4 1% | 5 2% | 1 * | 2 1% | 6 3% | 9 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 12 1% | 11 1% | 1 2% | 1 1% | 2 1% | 1 1% | 3 1% | 2 1% | 7 2% | 2 1% | 6 2% | 5 2% | 4 1% | 2 1% | 2 1% | 9 1% | 4 1% | - - | 3 2% | 8 3%zr | - - | 22 2% |
| Low pay/Minimum wage/ Fair wages | 11 1% | 10 1% | 1 3% | - - | 3 1% | 3 1% | 6 2% | 5 2% | 2 * | 1 1% | 1 * | 4 1% | 5 2% | - - | 3 2% | 9 1% | 3 1% | 7 4%zt | 1 1% | 3 1% | - - | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 8 1% | 8 1% | - - | - - | 3 1% | 3 1% | 2 1% | 2 1% | 3 1% | 1 1% | 2 1% | 6 2% | * - | 1 1% | - - | 7 1% | 1 * | 4 2% | - - | 3 1% | - - | 10 1% |
| Public services in general | 7 1% | 5 1% | 1 3% | * 1% | 2 1% | 2 1% | 3 1% | 1 * | 3 1% | * * | 2 1% | 5 1% | * * | * 1% | 1 1% | 5 1% | 1 * | 1 1% | - - | 5 2%z | - - | 16 2% |
| Drug abuse | 7 1%p | 6 1% | - - | 1 1% | 7 2%zah | 6 2%zaf | - - | - - | - - | - - | - - | 1 * | - - | 6 3%zmp | - - | 1 * | 6 2%p | - - | - - | - - | 7 3% | 2 * |
| Coronavirus/ pandemic diseases | 7 1%p | 7 1% | - - | - - | - - | - - | 1 * | 1 * | 6 2%z | 1 * | 6 2%zad | 1 * | - - | 6 3%zlm | - - | 1 * | 6 2%p | 1 1% | - - | - - | 6 3% | 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
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 3rd May - 9th May 2023
Source : Ipsos (JN Q218)

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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 | | | | | | EDUCATION | | | | 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 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) | GCSE (r) | A-LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Education/Schools | 7 1% | 6 1% | - | 1 1% | 1 * | * | 1 * | 1 1% | 4 1% | 2 2% | 2 1% | 1 * | 2 1% | 2 1% | 1 * | 3 * | 4 1% | 3 1% | - | 4 1%z | - | 9 1% |
| Trade unions/ Strikes | 6 1% | 6 1% | - | - | 2 1% | 2 1% | 2 1% | 2 1% | 2 1% | 1 1% | 1 * | 1 * | 4 1% | 1 * | 5 1% | 1 * | 2 * | 2 1% | 1 * | 3 1% | - | 6 1% |
| Population levels/ Overpopulation | 5 1% | 4 1% | 1 2%dh | - | - | - | 5 2% | 4 2% | - | - | - | 1 * | 1 * | - | 4 2%zp | 2 * | 4 1% | 1 * | 1 * | - | 4 2% | 3 * |
| Ageing population/ Social care for the elderly | 5 1% | 4 * | 1 1% | 1 1% | 1 * | - | 2 1% | 2 1% | 2 * | - | 2 1% | 1 * | 1 * | 4 2%zp | 1 * | 4 1% | 1 1% | - | 4 2%zt | 1 * | - | 5 * |
| Race relations | 3 * | 3 * | * | 1 1% | 1 * | - | * | - | 3 1% | 1 1% | 1 1% | - | 1 * | 1 * | 2 * | 1 * | 2 1% | 2 1% | - | 1 * | - | 4 * |
| UK union/ devolution/reform | 3 * | 2 * | - | 1 1% | 1 * | - | 2 1% | 2 1% | - | - | - | 1 * | 2 1% | * | - | 2 * | 1 * | 2 1% | - | 1 * | - | 4 * |
| Pound/Exchange rate/Value of pound | 2 * | 2 * | 1 1% | - | 1 * | 1 1% | 1 * | - | 1 * | 1 * | - | - | * | 2 1% | 1 * | * | 2 1% | - | 1 1% | 1 * | - | 4 * |
| Unemployment/ Factory closure/ Lack of industry | 2 * | 2 * | - | - | 1 * | 1 1% | 1 * | 1 * | - | - | - | - | 1 * | 1 1% | - | 1 * | 1 * | 1 1% | * | - | - | 3 * |
| Countryside/Rural life | 2 * | 2 * | - | - | - | - | * | * | 2 * | 2 1%z | - | 2 1% | * | - | - | 2 * | - | - | 2 1% | * | - | 2 * |
| Food production/ farming | 2 * | 2 * | - | - | 1 * | 1 * | 1 * | 1 * | - | - | - | 1 * | 1 * | - | - | 2 * | - | 1 * | 1 1% | - | - | 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

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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 | | | | | | EDUCATION | | | | 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 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) | GCSE (r) | A-LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Nuclear weapons/ Nuclear war/ Disarmament | 2* | 2* | - | - | - | - | - | - | 2 | 1 | 1 | - | 2 | - | 2 | - | - | - | - | 2 | - | 2* |
| Animal welfare | 2* | 2* | 1 | - | 2* | 2 | 1* | - | - | - | - | 1* | - | - | 2 | 1* | 2* | - | - | 1 | - | 2* |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 2* | 1* | * | * | * | - | 1* | * | 1 | 1 | - | 1* | * | 1 | - | 1* | 1* | - | 1* | 1 | - | 4* |
| Local government/ Council tax | 2* | 1* | - | 1 | 1* | - | - | - | 1* | - | 1* | - | 1* | - | 1 | 1* | 1* | 1 | - | 1 | - | 2* |
| Pensions/Social security/Benefits | 1* | 1* | - | - | - | - | 1* | 1* | 1* | - | 1* | - | 1* | - | 1* | 1* | 1* | - | 1* | - | - | 2* |
| Privatisation | 1* | 1* | - | - | - | - | 1* | 1* | - | - | - | - | 1* | - | 1* | - | - | - | - | 1 | - | 1* |
| Transport/Public transport | 1* | 1* | - | - | - | - | 1* | 1* | - | - | - | - | - | - | - | - | - | - | 1* | - | - | 1* |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mental health/ well-being | 1* | * | - | 1 | 1* | * | - | - | - | - | - | - | 1* | * | 1* | * | * | 1* | - | * | - | 2* |
| International trade/trade deals | 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/k - z/l/m/n/o/p/q - z/r/s/t/u
Overlap formulae used. * small base

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| | GOVERNMENT OFFICE REGION | | | | | | | | | | | TENURE | | | | | | EDUCATION | | | | 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 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) | GCSE (r) | A-LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
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| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Nationalisation/ Government control of institutions | * | - | - | * | * | - | - | - | - | - | - | - | * | - | - | * | - | - | - | * | - | 1 |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 40 | 38 | 1 | 1 | 15 | 14 | 13 | 11 | 12 | 4 | 8 | 16 | 6 | 11 | 5 | 22 | 16 | 7 | 9 | 11 | 11 | 37 |
| | 4% | 4% | 2% | 1% | 5% | 6% | 4% | 4% | 3% | 3% | 3% | 5% | 2% | 6% | 3% | 4% | 5% | 4% | 4% | 3% | 5% | 4% |
| 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 | 1.00 |
| Don't know | 50 | 47 | 1 | 3 | 21 | 19 | 11 | 10 | 18 | 8 | 10 | 16 | 13 | 12 | 7 | 28 | 19 | 9 | 11 | 11 | 15 | 41 |
| | 5%t | 5% | 1% | 3% | 6% | 8% | 3% | 4% | 5% | 6% | 4% | 5% | 4% | 6% | 4% | 5% | 5% | 4% | 5% | 4% | 7% | 4% |
| Personal finances (NET) | 347 | 294 | 17 | 36 | 133 | 97 | 121 | 104 | 93 | 41 | 52 | 77 | 126 | 78 | 53 | 203 | 131 | 83 | 73 | 103 | 62 | 343 |
| | 34%hk | 34%hk | 35% | 41%hk | 40%za hk | 40%hk | 38%hk | 39%hk | 25% | 30% | 22% | 24% | 41%zl p | 40%l | 34% | 33%l | 37%l | 41%z | 35% | 33% | 29% | 34% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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

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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 | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Inflation/Prices | 268 | 133 | 33 | 102 | 41 | 95 | 17 | 92 | 52 | 40 | 79 | 96 | 40 | 61 | 45 | 32 | 44 | 266 |
| | 26%D | 28% | 29% | 24% | 21% | 36%zf | 18% | 27% | 35% | 24% | 30% | 30% | 28% | 33%D | 26% | 18% | 26% | 26% |
| Economy/Economic situation | 229 | 126 | 22 | 81 | 55 | 64 | 27 | 63 | 26 | 43 | 72 | 73 | 38 | 33 | 36 | 49 | 42 | 246 |
| | 23% | 26%z | 19% | 19% | 28% | 24% | 28% | 19% | 18% | 26% | 28%z | 23% | 26% | 18% | 21% | 27% | 25% | 24% |
| Immigration/immigrants | 63 | 8 | 3 | 52 | 25 | 5 | 3 | 17 | 13 | 9 | 6 | 10 | 8 | 16 | 11 | 10 | 8 | 44 |
| | 6%agn | 2% | 3% | 12%za | 13%zgh | 2% | 3% | 5% | 9%n | 5% | 2% | 3% | 6% | 9% | 6% | 6% | 5% | 4% |
| National health service/Hospitals/Healthcare | 59 | 20 | 8 | 31 | 16 | 10 | 8 | 22 | 9 | 9 | 10 | 17 | 7 | 13 | 7 | 11 | 13 | 63 |
| | 6% | 4% | 7% | 7% | 8% | 4% | 8% | 6% | 6% | 5% | 4% | 5% | 5% | 7% | 4% | 6% | 8% | 6% |
| Poverty/Inequality | 54 | 23 | 7 | 23 | 3 | 15 | 5 | 24 | 7 | 12 | 19 | 23 | 9 | 10 | 15 | 7 | 7 | 56 |
| | 5% | 5% | 6% | 6% | 1% | 6% | 5% | 7% | 5% | 7% | 7% | 7% | 6% | 6% | 9% | 4% | 4% | 6% |
| Lack of faith in politics / politicians / government | 44 | 22 | 2 | 20 | 1 | 16 | 1 | 15 | 1 | 9 | 10 | 12 | 4 | 4 | 9 | 17 | 5 | 40 |
| | 4%f | 5% | 2% | 5% | * | 6%f | 1% | 4% | 1% | 6% | 4% | 4% | 3% | 2% | 5% | 9%zBE | 3% | 4% |
| Pollution/Environment/Climate change | 36 | 21 | 5 | 10 | 3 | 15 | 6 | 5 | 3 | 7 | 12 | 12 | 2 | 5 | 3 | 11 | 6 | 44 |
| | 4% | 4% | 4% | 2% | 1% | 6% | 6% | 1% | 2% | 4% | 5% | 4% | 1% | 3% | 2% | 6% | 4% | 4% |
| Housing | 24 | 11 | 7 | 6 | 3 | 7 | * | 13 | 4 | 6 | 8 | 7 | 6 | 4 | 2 | 2 | 8 | 19 |
| | 2% | 2% | 6%c | 1% | 2% | 3% | * | 4% | 3% | 3% | 3% | 2% | 4% | 2% | 1% | 1% | 5% | 2% |
| Taxation | 15 | 8 | 6 | 1 | 7 | 1 | 6 | 1 | 7 | 1 | 1 | 6 | * | - | * | 6 | 2 | 10 |
| | 2%c | 2% | 5%zC | * | 4% | * | 6%zg | * | 4%zn | * | * | 2% | * | - | * | 3% | 1% | 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 - z/A/B/C/D/E
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What would you say is the most important issue facing Britain today?
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| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Defence/Foreign affairs/ International terrorism | 15 1% | 5 1% | 3 3% | 6 1% | 2 1% | 3 1% | 2 2% | 5 1% | 2 1% | 2 1% | 4 1% | 5 2% | 1 1% | 3 2% | 5 3% | 5 3% | 2 1% | 14 1% |
| Petrol prices/Fuel | 14 1% ^c | 12 3% ^{zc} | 1 1% | * * | 2 1% | 1 * | 2 2% | 6 2% | * * | 8 5% ^{zn} | 2 1% | 9 3% | - - | 1 * | 8 5% ^{zDE} | 1 * | - - | 9 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 12 1% | 8 2% | * * | 4 1% | 2 1% | 3 1% | 3 3% | 1 * | 2 1% | - - | 6 2% | 3 1% | - - | 1 1% | 3 2% | 3 2% | 4 3% | 22 2% |
| Low pay/Minimum wage/Fair wages | 11 1% | 8 2% | 2 1% | 2 * | - - | 3 1% | 2 2% | 5 1% | 4 3% | 1 1% | 3 1% | 5 2% | 1 * | 1 1% | 3 2% | 2 1% | 2 1% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 8 1% | 3 1% | 1 1% | 4 1% | 1 * | 3 1% | - - | 3 1% | 2 1% | 1 1% | - - | 1 * | 1 1% | * * | * * | - - | 1 1% | 10 1% |
| Public services in general | 7 1% | 4 1% | 1 1% | 2 1% | 1 1% | 3 1% | 2 2% | 1 * | 1 1% | 1 1% | 3 1% | 3 1% | 1 * | * * | 3 2% | 2 1% | 1 * | 16 2% |
| Drug abuse | 7 1% | 1 * | - - | 6 1% | 6 3% ^{zg} | - - | - - | - - | - - | - - | 1 * | 1 * | 6 4% ^{zD} | - - | - - | - - | - - | 2 * |
| Coronavirus/ pandemic diseases | 7 1% | - - | - - | 7 2% ^a | - - | - - | - - | 7 2% | - - | - - | - - | - - | 1 * | - - | 1 * | - - | - - | 3 * |
| Education/Schools | 7 1% | 4 1% | * * | 2 * | 2 1% | 1 * | * * | 3 1% | 1 * | 3 2% | 1 * | 4 1% | 1 * | 3 2% | 2 1% | 1 1% | * * | 9 1% |
| Trade unions/ Strikes | 6 1% | 4 1% | 1 1% | 1 * | 3 2% | - - | 2 2% | * * | - - | - - | 4 1% | 2 1% | - - | - - | - - | * * | 3 2% | 6 1% |

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 - z/A/B/C/D/E
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 Respondent type : GB Adults 18+
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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 | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Population levels/ Overpopulation | 5 1% | - - | - - | 5 1% | 1 * | - - | - - | 4 1% | 1 1% | - - | - - | - - | - - | 1 * | - - | 1 * | - - | 3 * |
| Ageing population/ Social care for the elderly | 5 1% | 4 1% | - - | 2 * | - - | 2 1% | 2 2% | - - | 2 1% | * * | 1 * | 1 * | 1 1% | 2 1% | * * | * * | - - | 5 * |
| Race relations | 3 * | 3 1% | - - | - - | - - | - - | - - | 3 1% | - - | - - | 1 * | 2 1% | - - | 1 1% | 1 * | - - | - - | 4 * |
| UK union/ devolution/reform | 3 * | 2 * | - - | * * | - - | - - | - - | 2 1% | * * | - - | 2 1% | 2 1% | * * | * * | * * | - - | - - | 4 * |
| Pound/Exchange rate/Value of pound | 2 * | 1 * | - - | 1 * | - - | 1 * | - - | 2 * | 1 1% | 1 * | * * | 2 1% | 2 1% | - - | * * | 1 * | - - | 4 * |
| Unemployment/ Factory closure/ Lack of industry | 2 * | 1 * | - - | 1 * | * * | 1 * | - - | - - | - - | - - | 1 * | - - | 1 1% | - - | - - | 1 1% | - - | 3 * |
| Countryside/Rural life | 2 * | 2 * | - - | - - | - - | - - | - * | - * | - - | 2 1% | * * | * * | * * | - - | - - | - - | - - | 2 * |
| Food production/ farming | 2 * | 1 * | - - | 1 * | - - | - - | 2 1% | - - | - - | - - | - - | - - | 1 1% | - - | 1 1% | - - | - - | 2 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 2 * | 1 * | 1 1% | - - | 1 1% | - - | 1 * | - - | - - | 1 1% | 1 * | 2 1% | - - | - - | 1 1% | 1 1% | - - | 2 * |
| Animal welfare | 2 * | - - | - - | 2 1% | - - | - - | 2 * | - - | - - | - - | - - | - - | - - | 2 1% | - - | - - | - - | 2 * |

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 - z/A/B/C/D/E
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd May - 9th May 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX MAY 2023 (PUBLIC - FINAL)

11 May 2023

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 | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 2 * | 1 * | - - | 1 * | - - | * * | * * | 1 * | - - | 2 1% | * * | 1 * | - - | 1 1% | * * | - - | 1 * | 4 * |
| Local government/ Council tax | 2 * | 1 * | - - | 1 * | - - | - - | - - | 1 * | - - | - - | 1 * | - - | - - | 1 1% | - - | 1 * | - - | 2 * |
| Pensions/Social security/Benefits | 1 * | - - | - - | 1 * | - - | - - | 1 1% | 1 * | - - | 1 * | - - | 1 * | - - | - - | - - | 1 * | - - | 2 * |
| Privatisation | 1 * | 1 * | - - | - - | - - | 1 * | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 * |
| Transport/Public transport | 1 * | 1 * | - - | - - | - - | - - | - - | 1 * | - - | 1 1% | - - | - - | - - | - - | 1 1% | - - | - - | 1 * |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mental health/ well-being | 1 * | 1 * | - - | * * | - - | - - | - - | * * | - - | 1 * | - - | - - | * * | 1 * | - - | - - | - - | 2 * |
| International trade/trade deals | 1 * | - - | 1 * | - - | 1 * | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 * | 1 * |
| Nationalisation/ Government control of institutions | * * | * * | - - | - - | - - | - - | - - | - - | - - | - - | * * | - - | - - | - - | - - | - - | - - | 1 * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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 - z/A/B/C/D/E
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| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Other | 40 | 14 | 4 | 22 | 12 | 9 | 3 | 13 | 5 | 5 | 4 | 9 | 5 | 10 | 4 | 10 | 5 | 37 |
| | 4% _n | 3% | 4% | 5% | 6% | 3% | 3% | 4% | 4% | 3% | 1% | 3% | 3% | 5% | 3% | 5% | 3% | 4% |
| 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 |
| Don't know | 50 | 19 | 5 | 26 | 10 | 6 | 6 | 25 | 6 | 3 | 6 | 12 | 10 | 7 | 9 | 8 | 11 | 41 |
| | 5% _{gn} | 4% | 5% | 6% | 5% | 2% | 7% | 7% | 4% | 2% | 2% | 4% | 7% | 4% | 5% | 4% | 6% | 4% |
| Personal finances (NET) | 347 | 176 | 43 | 128 | 45 | 114 | 26 | 127 | 63 | 60 | 103 | 133 | 50 | 73 | 72 | 42 | 52 | 343 |
| | 34% _{fD} | 37% | 37% | 30% | 23% | 43% _{zf} | 27% | 37% | 43% | 36% | 40% _z | 41% | 34% | 40% _D | 42% _D | 23% | 31% | 34% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E
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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) | |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Inflation/Prices | 268 26%a | 26 7% | 65 25%a | 12 19%a | 40 23%a | 15 22%a | 24 21%a | 126 28% | 93 28% | 50 23% | 218 25% | 45 35% | 38 38%zm | 125 27% | 266 26% |
| Economy/Economic situation | 229 23% | 229 65%zbc eft | 53 20% | 7 12% | 37 21% | 11 16% | 21 18% | 120 26% | 67 20% | 42 19% | 196 23% | 30 23% | 19 19% | 122 26% | 246 24% |
| Immigration/immigrants | 63 6%gklm | 15 4% | 15 6% | 8 12% | 63 36%zabc ef | 4 6% | 4 3% | 18 4% | 23 7% | 21 10%g | 61 7%k | 1 1% | 2 2% | 8 2% | 44 4% |
| National health service/Hospitals/Healthcare | 59 6% | 12 3% | 59 22%zae ft | 7 11% | 6 4% | 3 5% | 15 13%zat | 19 4% | 24 7% | 16 7% | 51 6% | 8 6% | 7 7% | 20 4% | 63 6% |
| Poverty/Inequality | 54 5%at | 7 2% | 12 4% | 4 7%t | 1 1% | 1 1% | 15 13%zabe t | 28 6% | 16 5% | 9 4% | 48 6% | 6 5% | 6 5% | 24 5% | 56 6% |
| Lack of faith in politics / politicians / government | 44 4% | 10 3% | 13 5% | 1 2% | 6 3% | 3 5% | 6 5% | 16 4% | 16 5% | 12 5% | 40 5% | 3 2% | 2 2% | 19 4% | 40 4% |
| Pollution/Environment/Climate change | 36 4% | 7 2% | 14 5%at | 1 2% | 1 * | 3 5% | 5 4% | 12 3% | 15 4% | 9 4% | 33 4% | 3 2% | 4 4% | 20 4% | 44 4% |
| Housing | 24 2% | 5 1% | 3 1% | 4 7%at | - - | 3 4% | 2 2% | 12 3% | 4 1% | 9 4% | 17 2% | 7 5% | 1 1% | 16 3% | 19 2% |
| Taxation | 15 2%gj | 6 2% | 1 * | - - | * * | - - | - - | * * | 2 1% | 13 6%zgh | 8 1% | 7 5%zj | * * | 14 3%z | 10 1% |

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| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Defence/Foreign affairs/ International terrorism | 15 1% | 4 1% | 2 1% | 2 3% | 1 * | 2 3% | 3 3% | 9 2% | 5 1% | 1 * | 13 1% | 1 1% | * * | 9 2% | 14 1% |
| Petrol prices/Fuel | 14 1% | - - | 6 2%a | - - | 1 1% | - - | 1 1% | 7 2% | 6 2% | 1 * | 9 1% | 2 1% | 1 1% | 13 3%z | 9 1% |
| Common Market/ Brexit/EU/Europe/ Euro | 12 1% | 2 1% | 2 1% | - - | 1 1% | 12 18%zabc ft | * * | 6 1% | 3 1% | 3 1% | 11 1% | 1 1% | 3 3% | 6 1% | 22 2% |
| Low pay/Minimum wage/Fair wages | 11 1% | 2 1% | 1 * | - - | - - | - - | 2 1% | 5 1% | 5 2% | 1 * | 10 1% | 1 1% | 1 1% | 8 2% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 8 1% | 1 * | * * | 1 2% | 1 1% | * 1% | * * | 3 1% | 4 1% | 1 1% | 6 1% | 2 1% | 1 1% | 1 * | 10 1% |
| Public services in general | 7 1% | 1 * | * * | - - | 1 1% | 1 2% | * * | 4 1% | 2 1% | 2 1% | 7 1% | * * | 3 3%zm | 3 1% | 16 2% |
| Drug abuse | 7 1% | 6 2% | - - | - - | - - | - - | - - | 6 1% | 1 * | - - | 7 1% | - - | - - | - - | 2 * |
| Coronavirus/ pandemic diseases | 7 1% | 1 * | - - | - - | - - | - - | - - | 1 * | 6 2%z | - - | 7 1% | - - | - - | - - | 3 * |
| Education/Schools | 7 1% | 3 1% | 1 * | 1 2% | 2 1% | 1 2% | 7 6%zab | 4 1% | - - | 3 1% | 5 1% | 2 2% | * * | 5 1% | 9 1% |
| Trade unions/ Strikes | 6 1% | 1 * | - - | - - | 2 1% | 1 2% | - - | 1 * | 2 1% | 2 1% | 6 1% | - - | 1 1% | 2 1% | 6 1% |

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| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Population levels/ Overpopulation | 5 1% | - | - | - | - | - | - | 1 * | 4 1% | - | 5 1% | - | - | - | 3 * |
| Ageing population/ Social care for the elderly | 5 1% | 2 1% | 1 * | - | - | * 1% | - | - | - | 5 2% zgh | 5 1% | - | 2 2% | 2 * | 5 * |
| Race relations | 3 * | - | - | - | - | - | - | 1 * | 2 1% | - | 2 * | 1 1% | 1 1% | 3 1% | 4 * |
| UK union/ devolution/reform | 3 * | - | - | - | - | - | - | - | 2 1% | 1 * | 2 * | - | * * | 2 * | 4 * |
| Pound/Exchange rate/Value of pound | 2 * | 1 * | - | - | - | - | - | 2 1% | - | - | 2 * | 1 * | 1 1% zm | - | 4 * |
| Unemployment/ Factory closure/ Lack of industry | 2 * | 1 * | - | * 1% | 1 * | - | - | 1 * | - | 1 * | 2 * | - | * * | 1 * | 3 * |
| Countryside/Rural life | 2 * | - | 2 1% | * 1% | - | - | - | * * | 2 1% | - | 2 * | - | - | 2 * | 2 * |
| Food production/ farming | 2 * | - | - | - | - | - | - | - | 1 * | 1 1% | 2 * | - | - | 1 * | 2 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 2 * | - | - | - | - | - | - | 1 * | 1 * | - | 2 * | - | - | 1 * | 2 * |
| Animal welfare | 2 * | - | 2 1% | - | - | - | 2 1% z | - | 2 1% | - | 2 * | - | - | - | 2 * |

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| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 2 * | - - | - - | 2 3%zab | 1 * | * * | - - | 1 * | - - | 1 * | 2 * | * * | 1 1%z | * * | 4 * |
| Local government/ Council tax | 2 * | - - | - - | - - | - - | 1 2%z | - - | 1 * | 1 * | - - | 2 * | - - | - - | 1 * | 2 * |
| Pensions/Social security/Benefits | 1 * | - - | - - | - - | - - | - - | - - | - 1 | 1 * | 1 * | 1 * | - - | - - | - - | 2 * |
| Privatisation | 1 * | - - | - - | - - | - - | - - | - - | - 1 | 1 * | - - | 1 * | - - | - - | 1 * | 1 * |
| Transport/Public transport | 1 * | - - | - - | - - | - - | - - | - - | - 1 | 1 * | - - | 1 * | - - | - - | 1 * | 1 * |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mental health/ well-being | 1 * | 1 * | - - | 1 1% | 1 * | - - | 1 1% | 1 * | - - | - - | 1 * | - - | - - | - - | 2 * |
| International trade/trade deals | 1 * | - - | 1 * | 1 1% | - - | - - | 1 1% | - - | 1 * | - - | 1 * | - - | - - | 1 * | 1 * |
| Nationalisation/ Government control of institutions | * * | - - | - - | - - | * * | - - | - - | - - | * * | - - | * * | - - | - - | * * | 1 * |
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| | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | UNWTD TOTAL | |
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| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Other | 40 | 5 | 4 | 7 | 8 | * | 2 | 22 | 7 | 11 | 36 | 2 | 2 | 14 | 37 |
| | 4%a | 1% | 2% | 11%ab | 5% | 1% | 2% | 5% | 2% | 5% | 4% | 2% | 2% | 3% | 4% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Don't know | 50 | 4 | 7 | 4 | 1 | 5 | 4 | 28 | 17 | 6 | 42 | 7 | 6 | 19 | 41 |
| | 5%at | 1% | 3% | 6%a | 1% | 7%at | 3% | 6% | 5% | 3% | 5% | 5% | 6% | 4% | 4% |
| Personal finances (NET) | 347 | 35 | 84 | 16 | 42 | 16 | 41 | 166 | 120 | 61 | 286 | 54 | 45 | 170 | 343 |
| | 34%at | 10% | 32%a | 26%a | 24%a | 23%a | 36%a | 36% | 36% | 28% | 33% | 41% | 44%z | 37% | 34% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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

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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Inflation/Prices | 387 | 173 | 211 | 41 | 78 | 71 | 71 | 51 | 73 | 120 | 143 | 125 | 97 | 100 | 80 | 90 | 196 | 170 | 391 |
| | 38%k | 35% | 41% | 38% | 45%hk | 44%hk | 41% | 32% | 31% | 42%k | 43%hk | 31% | 36% | 40% | 39% | 37% | 38% | 38% | 39% |
| Economy/Economic situation | 352 | 187 | 163 | 42 | 51 | 59 | 62 | 61 | 76 | 93 | 122 | 137 | 112 | 93 | 60 | 74 | 205 | 135 | 368 |
| | 35% | 38% | 32% | 38% | 29% | 37% | 36% | 38% | 32% | 33% | 36% | 35% | 42%zn | 37% | 30% | 31% | 40%zq | 30% | 36% |
| National health service/Hospitals/Healthcare | 264 | 92 | 169 | 13 | 37 | 42 | 46 | 48 | 78 | 50 | 88 | 125 | 80 | 69 | 45 | 62 | 149 | 107 | 277 |
| | 26%ac | 19% | 33%za | 12% | 21% | 26%c | 27%c | 30%ci | 33%ci | 18% | 26%c | 32%zc | 30% | 28% | 22% | 26% | 29%z | 24% | 27% |
| Immigration/immigrants | 175 | 94 | 81 | 15 | 14 | 19 | 23 | 42 | 63 | 28 | 41 | 105 | 36 | 32 | 42 | 57 | 68 | 98 | 147 |
| | 17%di | 19% | 16% | 13% | 8% | 12% | 13% | 27%zc | 26%zd | 10% | 12% | 27%zc | 13% | 13% | 20% | 24%lm | 13% | 22%zi | 14% |
| Poverty/Inequality | 141 | 57 | 79 | 23 | 29 | 27 | 25 | 13 | 24 | 53 | 52 | 36 | 33 | 44 | 23 | 34 | 77 | 57 | 152 |
| | 14%gk | 12% | 16% | 21%gh | 17% | 17%k | 15% | 8% | 10% | 19%gk | 16%k | 9% | 12% | 18%z | 11% | 14% | 15% | 13% | 15% |
| Lack of faith in politics / politicians / government | 128 | 73 | 53 | 7 | 18 | 27 | 32 | 19 | 25 | 24 | 60 | 43 | 38 | 33 | 17 | 33 | 71 | 50 | 122 |
| | 13% | 15% | 10% | 6% | 10% | 17%ci | 19%ci | 12% | 10% | 9% | 18%zc | 11% | 14% | 13% | 8% | 14% | 14% | 11% | 12% |
| Pollution/Environment/Climate change | 126 | 56 | 68 | 16 | 17 | 24 | 31 | 14 | 25 | 32 | 54 | 39 | 51 | 34 | 16 | 19 | 86 | 35 | 145 |
| | 12%q | 11% | 13% | 14% | 10% | 15% | 18%k | 9% | 10% | 11% | 16%zk | 10% | 19%zn | 14% | 8% | 8% | 17%zno | 8% | 14% |
| Housing | 121 | 52 | 68 | 19 | 27 | 20 | 17 | 14 | 23 | 46 | 37 | 37 | 23 | 28 | 33 | 31 | 51 | 65 | 114 |
| | 12%p | 11% | 13% | 17% | 16% | 13% | 10% | 9% | 10% | 16% | 11% | 9% | 9% | 11% | 16% | 13% | 10% | 15% | 11% |
| Education/Schools | 112 | 28 | 83 | 4 | 16 | 20 | 23 | 24 | 25 | 19 | 43 | 49 | 36 | 36 | 10 | 25 | 72 | 35 | 132 |
| | 11%acn | 6% | 16%za | 3% | 9% | 13%c | 13%c | 15%ci | 10% | 7% | 13%c | 12%c | 14%n | 14%znq | 5% | 10% | 14%znq | 8% | 13% |

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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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 | 44 | 25 | 3 | 8 | 10 | 14 | 25 | 11 | 11 | 24 | 36 | 29 | 14 | 10 | 16 | 43 | 26 | 81 |
| | 7%b | 9% | 5% | 3% | 4% | 6% | 8% | 16%zcd ehijk | 5% | 4% | 7% | 9%h | 11%z | 6% | 5% | 7% | 8%zm | 6% | 8% |
| Defence/Foreign affairs/ International terrorism | 68 | 45 | 20 | 4 | 9 | 14 | 8 | 11 | 22 | 13 | 22 | 33 | 28 | 16 | 8 | 14 | 44 | 22 | 70 |
| | 7%b | 9%zb | 4% | 4% | 5% | 8% | 5% | 7% | 9% | 5% | 6% | 8% | 11%zq | 6% | 4% | 6% | 9%z | 5% | 7% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 62 | 19 | 44 | 6 | 9 | 7 | 6 | 14 | 21 | 15 | 13 | 35 | 5 | 14 | 19 | 20 | 19 | 39 | 61 |
| | 6%alp | 4% | 9%za | 5% | 5% | 4% | 3% | 9% | 9% | 5% | 4% | 9%zj | 2% | 6%lp | 9%lp | 8%l | 4%l | 9%lp | 6% |
| Low pay/Minimum wage/Fair wages | 62 | 27 | 34 | 14 | 10 | 8 | 15 | 8 | 6 | 24 | 23 | 14 | 13 | 13 | 16 | 14 | 26 | 30 | 51 |
| | 6%kp | 6% | 7% | 13%zhk | 6% | 5% | 9%h | 5% | 3% | 8%hk | 7% | 4% | 5% | 5% | 8% | 6% | 5% | 7% | 5% |
| Petrol prices/Fuel | 41 | 18 | 22 | 2 | 3 | 12 | 12 | 1 | 11 | 5 | 24 | 12 | 8 | 14 | 7 | 12 | 22 | 19 | 36 |
| | 4%g | 4% | 4% | 2% | 2% | 7%gi | 7%g | 1% | 5% | 2% | 7%zgi | 3%g | 3% | 6% | 3% | 5% | 4% | 4% | 4% |
| Public services in general | 37 | 19 | 17 | 1 | 4 | 5 | 7 | 5 | 15 | 5 | 12 | 20 | 14 | 10 | 3 | 7 | 24 | 10 | 46 |
| | 4% | 4% | 3% | 1% | 2% | 3% | 4% | 3% | 6% | 2% | 4% | 5% | 5% | 4% | 1% | 3% | 5%z | 2% | 5% |
| Taxation | 34 | 16 | 18 | 3 | 5 | 8 | 7 | 2 | 8 | 8 | 15 | 10 | 6 | 9 | 11 | 6 | 14 | 17 | 29 |
| | 3% | 3% | 3% | 3% | 3% | 5% | 4% | 1% | 3% | 3% | 5% | 3% | 2% | 4% | 5% | 3% | 3% | 4% | 3% |
| Unemployment/ Factory closure/ Lack of industry | 34 | 13 | 20 | - | 3 | 5 | 13 | 5 | 8 | 3 | 18 | 13 | 6 | 6 | 13 | 6 | 12 | 19 | 37 |
| | 3%ip | 3% | 4% | - | 2% | 3% | 8%zci | 3% | 3% | 1% | 5%i | 3% | 2% | 2% | 6% | 2% | 2% | 4% | 4% |
| Race relations | 29 | 11 | 19 | 5 | * | 12 | 3 | 2 | 6 | 6 | 15 | 8 | 9 | 9 | 7 | 4 | 18 | 10 | 25 |
| | 3% | 2% | 4% | 5% | * | 8%zdg ik | 2% | 1% | 2% | 2% d | 5% f | 2% | 3% | 4% | 3% | 1% | 4% | 2% | 2% |
| Trade unions/ Strikes | 27 | 11 | 16 | 7 | 2 | 6 | 4 | 4 | 3 | 8 | 11 | 8 | 8 | 7 | 8 | 4 | 14 | 12 | 29 |
| | 3% | 2% | 3% | 6% | 1% | 4% | 3% | 3% | 1% | 3% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 3% |

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 : 3rd May - 9th May 2023
 Source : Ipsos (JN Q218)

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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+

| | 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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | | C2DE (q) |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Ageing population/ Social care for the elderly | 27 3% | 8 2% | 17 3% | 2 2% | * * | 3 2% | 4 2% | 10 6%zdi | 8 3% | 2 1% | 7 2% | 18 4%z | 6 2% | 5 2% | 2 1% | 12 5% | 11 2% | 14 3% | 25 2% |
| Mental health/ well-being | 22 2%ap | 3 1% | 18 3%za | 2 2% | 2 1% | 2 1% | 6 3% | 7 4% | 4 2% | 4 1% | 7 2% | 10 3% | 3 1% | 4 2% | 5 2% | 10 4% | 7 1% | 14 3% | 20 2% |
| Morality/ Individual behaviour/ Lifestyle | 21 2%ap | 4 1% | 17 3%a | - - | 1 * | - - | 5 3% | 6 4%i | 9 4%i | 1 * | 5 2% | 15 4%zi | 2 1% | 3 1% | 4 2% | 9 4% | 5 1% | 12 3% | 18 2% |
| Population levels/ Overpopulation | 20 2%p | 10 2% | 10 2% | - - | 7 4%j | - - | - - | 2 2% | 11 5%zef | 7 2%j | - - | 13 3%j | 3 1% | 4 2% | 10 5%p | 4 1% | 7 1% | 13 3% | 10 1% |
| Food production/ farming | 20 2%p | 13 3% | 7 1% | 1 1% | 2 1% | 5 3% | 1 1% | 6 4% | 5 2% | 3 1% | 6 2% | 10 3% | 1 * | 3 1% | 5 3% | 9 4% | 4 1% | 14 3% | 14 1% |
| Pensions/Social security/Benefits | 19 2% | 6 1% | 13 3% | 1 1% | 5 3% | 1 1% | 6 3% | - - | 7 3% | 5 2% | 7 2% | 7 2% | 7 3% | 4 2% | 2 1% | 6 3% | 11 2% | 9 2% | 16 2% |
| Coronavirus/ pandemic diseases | 18 2%p | 11 2% | 7 1% | - - | 8 5%g | 3 2% | 1 1% | - - | 5 2% | 8 3% | 5 1% | 5 1% | 1 * | 2 1% | 4 2% | 11 4%lp | 2 * | 15 3%lp | 12 1% |
| Animal welfare | 15 1%p | 3 1% | 12 2% | 2 1% | 2 1% | - - | 3 2% | 4 2% | 4 2% | 4 1% | 3 1% | 8 2% | 2 1% | - - | 1 * | 12 5%zmp | 2 * | 13 3%mp | 7 1% |
| Nationalisation/ Government control of institutions | 15 1% | 7 2% | 7 1% | - - | - - | 8 5%zdh | 5 3%ik | 2 3%i | 1 1% | - * | 12 4%zhi | 2 1% | 6 2% | 6 2%q | - - | 1 * | 12 2%zq | 1 * | 15 1% |
| Local government/ Council tax | 14 1%p | 5 1% | 10 2% | - - | 2 1% | 2 1% | 1 * | 4 3% | 5 2% | 2 1% | 3 1% | 9 2% | * * | 2 1% | 3 2% | 8 3%p | 3 * | 12 3% | 11 1% |
| Transport/Public transport | 14 1% | 10 2% | 4 1% | - - | 1 1% | 3 2% | 1 * | 3 2% | 5 2% | 1 * | 4 1% | 8 2% | 3 1% | 5 2% | 4 2% | 3 1% | 7 1% | 6 1% | 19 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
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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) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | |
| UNWEIGHTED BASE | 1014 | 520 | 481 | 92 | 172 | 161 | 176 | 179 | 234 | 264 | 337 | 413 | 276 | 382 | 145 | 140 | 658 | 285 | 1014 |
| WEIGHTED BASE | 1014 | 489 | 512 | 110* | 174* | 161* | 172* | 159 | 238 | 284 | 334 | 396 | 268 | 250 | 204* | 240* | 517 | 444 | 1014 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| Drug abuse | 14 | 9 | 4 | - | 1 | - | 7 | 5 | 1 | 1 | 7 | 6 | 1 | 1 | 1 | 10 | 3 | 11 | 8 |
| | 1%p | 2% | 1% | - | 1% | - | 4%zi | 3% | 1% | * | 2% | 1% | * | 1% | 1% | 4%p | * | 2% | 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 | 4 | 7 | 1 | * | 3 | 3 | 1 | 5 | 1 | 6 | 6 | 3 | 2 | 2 | 6 | 5 | 8 | 12 |
| | 1% | 1% | 1% | 1% | * | 2% | 2% | 1% | 2% | * | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| International trade/trade deals | 9 | 5 | 4 | 1 | * | 2 | - | 5 | - | 1 | 2 | 5 | 2 | 5 | - | 2 | 7 | 2 | 9 |
| | 1% | 1% | 1% | 1% | * | 1% | - | 3%zhk | - | * | 1% | 1% | 1% | 2%z | - | 1% | 1%z | * | 1% |
| Royal Family/ Monarchy | 7 | 3 | 4 | - | 4 | 1 | 1 | 1 | - | 4 | 2 | 1 | 1 | 2 | 1 | 2 | 4 | 3 | 8 |
| | 1% | 1% | 1% | - | 2% | * | 1% | 1% | - | 1% | 1% | * | 1% | 1% | * | 1% | 1% | 1% | 1% |
| Countryside/Rural life | 7 | 2 | 5 | - | 3 | - | - | 1 | 3 | 3 | - | 4 | 4 | 2 | 1 | - | 5 | 1 | 6 |
| | 1% | * | 1% | - | 1% | - | - | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | - | 1% | * | 1% |
| UK union/ devolution/reform | 6 | 3 | 2 | * | * | - | 2 | 2 | 1 | * | 2 | 4 | - | 1 | 3 | 2 | 1 | 5 | 9 |
| | 1%p | 1% | * | * | * | - | 1% | 2% | 1% | * | 1% | 1% | - | * | 1% | 1% | * | 1% | 1% |
| Privatisation | 5 | 4 | 1 | 1 | 2 | 1 | - | - | 1 | 3 | 1 | 1 | 3 | 1 | - | 1 | 4 | 1 | 7 |
| | 1% | 1% | * | 1% | 1% | 1% | - | - | 1% | 1% | * | * | 1% | * | - | 1% | 1% | * | 1% |
| Pound/Exchange rate/Value of pound | 2 | * | 2 | - | 2 | - | - | - | - | 2 | - | - | 1 | 1 | 1 | - | 2 | 1 | 4 |
| | * | * | * | - | 1% | - | - | - | - | 1% | - | - | * | * | * | - | * | * | * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 126 | 59 | 63 | 7 | 14 | 19 | 21 | 24 | 41 | 21 | 40 | 65 | 42 | 32 | 26 | 18 | 74 | 44 | 139 |
| | 12%i | 12% | 12% | 7% | 8% | 12% | 12% | 15%i | 17%i | 7% | 12% | 16%zi | 16% | 13% | 13% | 7% | 14%z | 10% | 14% |
| MEAN NUMBER OF MENTIONS | 2.78a | 2.63 | 2.93 | 2.50 | 2.52 | 2.92c | 2.89i | 3.00i | 2.80 | 2.51 | 2.90c | 2.88 | 2.78 | 2.80 | 2.67 | 2.93 | 2.79 | 2.81 | 2.78 |
| | i | | | | | di | | | | | di | | | | | | | | |

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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| | 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) | AB (l) | C1 (m) | C2 (n) | DE (o) | | ABC1 (p) | C2DE (q) |
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| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 16% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 24%* | 51% | 44% | 100% |
| STANDARD ERROR | 0.06 | 0.05 | 0.11 | 0.10 | 0.08 | 0.11 | 0.11 | 0.18 | 0.16 | 0.06 | 0.08 | 0.12 | 0.08 | 0.07 | 0.11 | 0.25 | 0.05 | 0.14 | 0.05 |
| ERROR VARIANCE | * | * | 0.01 | 0.01 | 0.01 | 0.01 | 0.03 | 0.03 | * | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.06 | * | 0.02 | * |
| Don't know | 162 | 86 | 75 | 32 | 41 | 20 | 10 | 29 | 30 | 73 | 31 | 58 | 24 | 33 | 41 | 53 | 57 | 94 | 136 |
| | 16% _{fj} | 18% | 15% | 29% _{ze} | 24% _{zf} | 12% | 6% | 18% _{fj} | 12% | 26% _{zef} | 9% | 15% _{fi} | 9% | 13% | 20% _{lp} | 22% _{lp} | 11% | 21% _{zi} | 13% |
| | lp | | | fhjk | hj | | | | | hjk | | | | | | | mp | | |
| Personal finances (NET) | 533 | 240 | 284 | 62 | 104 | 97 | 106 | 64 | 100 | 166 | 203 | 164 | 129 | 144 | 108 | 125 | 273 | 233 | 540 |
| | 53% _{gh} | 49% | 56% | 56% _{gk} | 60% _{gh} | 60% _{gh} | 61% _{gh} | 40% | 42% | 58% _{gh} | 61% _{zg} | 41% | 48% | 58% _{zl} | 53% | 52% | 53% | 52% | 53% |
| | k | | | k | k | k | | | | k | hk | | p | | | | | | |

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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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 | | | | | | | | | | TENURE | | | | | | 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) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | GCSE (r) | A- LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Inflation/Prices | 387 38%hk l | 326 37%hk | 19 40% | 42 47%hk | 149 45%za hk | 107 44%hk | 121 38% | 102 38% | 117 32% | 52 39%h | 65 28% | 100 31% | 132 43%lp | 86 43% | 57 37% | 232 37%l | 143 41% | 84 41% | 84 40% | 122 39% | 70 33% | 391 39% |
| Economy/Economic situation | 352 35% | 310 35% | 16 33% | 26 30% | 105 32% | 79 33% | 96 30% | 80 30% | 150za 41%za fg | 59 43%zf g | 92 40% | 113 35% | 102 34% | 68 35% | 52 34% | 215 35% | 120 34% | 74 37% | 78 38% | 115 37% | 58 27% | 368 36% |
| National health service/Hospitals/ Healthcare | 264 26%in qr | 230 26%i | 12 25% | 21 24% | 90 27% | 69 28% | 84 27% | 72 27% | 90 24%i | 24 18% | 65 28% | 96 30%no q | 98 32%zn oq | 32 16% | 29 19% | 194 31%zn oq | 61 17% | 36 18% | 55 27% | 93 29%zr | 56 27% | 277 27% |
| Immigration/immigrants | 175 17%t | 158 18% | 8 16% | 9 10% | 56 17% | 47 20% | 43 14% | 36 13% | 75 20% | 22 16% | 53 23%cf g | 71 22%zn | 44 15% | 23 11% | 30 19% | 115 18% | 52 15% | 42 20%t | 34 17% | 33 11% | 56 27%t | 147 14% |
| Poverty/Inequality | 141 14% | 123 14% | 5 10% | 13 15% | 47 14% | 34 14% | 48 15% | 43 16% | 46 13% | 16 12% | 30 13% | 42 13% | 37 12% | 36 18% | 20 13% | 79 13% | 56 16% | 27 13% | 39 19%u | 49 16% | 14 7% | 152 15% |
| Lack of faith in politicians / government | 128 13%fg | 110 13%fg | 5 11% | 12 14% | 44 13% | 32 13% | 24 8% | 19 7% | 59 16%za fg | 18 13% | 42 18%za fg | 45 14% | 34 11% | 22 11% | 18 12% | 79 13% | 39 11% | 20 10% | 27 13% | 40 13% | 31 14% | 122 12% |
| Pollution/ Environment/ Climate change | 126 12%q | 113 13% | 4 9% | 8 10% | 34 10% | 25 10% | 41 13% | 37 14% | 51 14% | 15 11% | 36 16% | 52 16%nq | 46 15%nq | 13 6% | 12 8% | 98 16%znq | 25 7% | 27 13% | 26 13% | 54 17%zu | 12 6% | 145 14% |
| Housing | 121 12%p | 110 13% | 5 10% | 6 6% | 38 11% | 32 13% | 35 11% | 30 11% | 48 13% | 22 16% | 26 11% | 32 10% | 28 9% | 29 15% | 30 20%zl mp | 60 10% | 59 17%zm p | 24 12% | 33 16% | 37 12% | 23 11% | 114 11% |
| Education/Schools | 112 11% | 97 11% | 4 8% | 11 13% | 38 12% | 27 11% | 42 13% | 38 14% | 32 9% | 12 9% | 20 8% | 36 11% | 37 12% | 20 10% | 17 11% | 73 12% | 37 11% | 20 10% | 18 8% | 51 16%zsu | 14 6% | 132 13% |

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 : 3rd May - 9th May 2023
Source : Ipsos (JN Q218)

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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) | GOVERNMENT OFFICE REGION | | | | | | | | | | TENURE | | | | | | 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) | OWNED (l) | MORT GAGED (m) | REN TED COUNC IL/HA (n) | REN TED PRI VATE (o) | OWNED /MORT GAGED (p) | REN TED (NET) (q) | GCSE (r) | A- LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 58 7% | 5 10% | 7 8% | 18 5% | 11 4% | 22 7% | 17 6% | 30 8% | 9 7% | 21 9% | 17 5% | 23 8% | 12 6% | 17 11% | 40 6% | 29 8% | 14 7% | 16 8% | 28 9%z | 9 4% | 81 8% |
| Defence/Foreign affairs/ International terrorism | 68 7%q | 59 7% | 3 7% | 6 7% | 20 6% | 14 6% | 23 7% | 20 7% | 24 7% | 7 5% | 17 7% | 33 10%znq | 21 7% | 4 2% | 7 4% | 54 9%znq | 11 3% | 18 9% | 11 6% | 20 6% | 11 5% | 70 7% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 62 6%t | 55 6% | * 1% | 7 8% | 27 8%f | 20 8% | 10 3% | 10 4% | 25 7% | 14 11%zaf g | 11 5% | 19 6% | 11 4% | 25 13%zmo p | 4 3% | 30 5% | 30 8%o | 10 5% | 16 8% | 14 5% | 19 9% | 61 6% |
| Low pay/Minimum wage/Fair wages | 62 6%t | 59 7% | 2 4% | 2 2% | 19 6% | 17 7% | 20 6% | 19 7% | 23 6% | 9 7% | 14 6% | 17 5% | 19 6% | 17 9% | 9 6% | 35 6% | 27 8% | 14 7% | 15 7% | 12 4% | 15 7% | 51 5% |
| Petrol prices/Fuel | 41 4%t | 35 4% | * 1% | 6 6% | 15 4% | 9 4% | 10 3% | 10 4% | 16 4% | 5 4% | 11 5% | 15 5% | 14 5% | 8 4% | 2 1% | 29 5% | 10 3% | 13 6%t | 6 3% | 7 2% | 12 6% | 36 4% |
| Public services in general | 37 4% | 29 3% | 3 5% | 5 6% | 13 4% | 8 3% | 9 3% | 6 2% | 15 4% | 3 2% | 12 5% | 17 5% | 9 3% | 5 2% | 4 2% | 26 4% | 8 2% | 3 1% | 4 2% | 20 6%zrs | 9 4% | 46 5% |
| Taxation | 34 3% | 32 4% | 1 2% | 1 1% | 11 3% | 10 4% | 8 3% | 7 3% | 15 4% | 7 5% | 8 4% | 13 4% | 7 2% | 8 4% | 5 3% | 20 3% | 13 4% | 4 2% | 3 2% | 11 4% | 12 5% | 29 3% |
| Unemployment/ Factory closure/ Lack of industry | 34 3% | 28 3% | 2 5% | 3 3% | 14 4% | 11 5% | 8 2% | 6 2% | 12 3% | 3 2% | 8 4% | 12 4% | 16 5% | 3 2% | 3 2% | 28 4% | 6 2% | 11 5% | 8 4% | 9 3% | 4 2% | 37 4% |
| Race relations | 29 3% | 28 3% | 1 1% | 1 1% | 8 2% | 7 3% | 5 2% | 4 2% | 17 5% | 10 7%zad fg | 7 3% | 9 3% | 8 3% | 2 1% | 9 6% | 17 3% | 11 3% | 4 2% | 12 6%zt | 6 2% | 4 2% | 25 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

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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+

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | TENURE | | | | | | EDUCATION | | | | 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 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) | GCSE (r) | A-LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Trade unions/ Strikes | 27 3% | 23 3% | 1 1% | 4 4% | 8 3% | 5 2% | 8 2% | 7 3% | 11 3% | 4 3% | 7 3% | 4 1% | 12 4% | 2 1% | 7 4% | 16 3% | 9 3% | 10 5% | 6 3% | 8 3% | 1 1% | 29 3% |
| Ageing population/ Social care for the elderly | 27 3% | 24 3% | * 1% | 2 2% | 9 3% | 7 3% | 8 2% | 7 3% | 10 3% | 1 1% | 9 4% | 10 3% | 4 1% | 7 4% | 5 3% | 14 2% | 12 3% | 3 1% | 7 3% | 7 2% | 10 5% | 25 2% |
| Mental health/ well-being | 22 2% | 21 2% | - - | 1 1% | 12 4% | 11 4% ^f | 2 1% | 2 1% | 8 2% | 2 2% | 5 2% | 5 2% | 4 1% | 8 4% | 4 3% | 9 1% | 12 3% | 2 1% | 2 1% | 8 2% | 7 3% | 20 2% |
| Morality/ Individual behaviour/ Lifestyle | 21 2% ^{mt} | 20 2% | - - | * 1% | 7 2% | 7 3% | 5 1% | 5 2% | 9 2% | 2 1% | 7 3% | 14 5% ^{zmo} p | 1 * | 6 3% | - - | 15 2% ^m | 6 2% | 6 3% ^s | - - | 3 1% | 10 5% | 18 2% |
| Population levels/ Overpopulation | 20 2% ^t | 19 2% | 1 2% | - - | 3 1% | 3 1% | 8 2% | 7 3% | 9 2% | - - | 9 4% | 10 3% | 2 1% | 3 1% | 6 4% | 12 2% | 8 2% | 2 1% | 7 3% ^t | 1 * | 11 5% ^t | 10 1% |
| Food production/ farming | 20 2% ^{ht} | 19 2% ^h | 1 2% | - - | 12 4% ^{zh} | 12 5% ^{zah} ik | 5 2% | 5 2% | 2 * | - - | 2 1% | 7 2% | 5 2% | 6 3% | 1 1% | 12 2% | 7 2% | 11 6% ^{zst} | 1 1% | 2 1% | 5 2% | 14 1% |
| Pensions/Social security/Benefits | 19 2% ^t | 17 2% | - - | 2 3% | 4 1% | 2 1% | 8 3% | 8 3% | 7 2% | 2 1% | 5 2% | 6 2% | 9 3% | 3 1% | 1 1% | 15 2% | 4 1% | 7 3% | 4 2% | 3 1% | 4 2% | 16 2% |
| Coronavirus/ pandemic diseases | 18 2% ^{mt} | 18 2% | - - | - - | 3 1% | 3 1% | 2 1% | 2 1% | 13 4% ^{za} | 3 2% | 10 4% ^{zdf} | 8 3% ^m | * * | 8 4% ^m | 1 1% | 8 1% ^m | 10 3% ^m | 6 3% | * * | 2 1% | 9 4% | 12 1% |
| Animal welfare | 15 1% | 14 2% | 1 1% | - - | 8 3% | 8 3% | 1 * | 1 * | 5 1% | 2 1% | 4 2% | 5 2% | 2 1% | 7 3% | 2 1% | 7 1% | 8 2% | - - | - - | 3 1% | 10 5% | 7 1% |
| Nationalisation/ Government control of institutions | 15 1% | 13 1% | - - | 2 2% | 6 2% | 4 2% | 2 * | 2 1% | 7 2% | 5 3% | 2 1% | 5 2% | 7 2% | * * | 1 1% | 12 2% | 2 * | 1 * | 6 3% | 4 1% | 2 1% | 15 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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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

| | GOVERNMENT OFFICE REGION | | | | | | | | | | | TENURE | | | | | | EDUCATION | | | | 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 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) | GCSE (r) | A-LEVEL (s) | DEGREE MASTER PHD (t) | NONE (u) | |
| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
| WEIGHTED BASE | 1014 | 878 | 48* | 88* | 330 | 242 | 317 | 269 | 367 | 136 | 231 | 318 | 305 | 197* | 154* | 623 | 351 | 204 | 207 | 315 | 212* | 1014 |
| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Local government/ Council tax | 14 1%t | 11 1% | * 1% | 2 3% | 7 2% | 4 2% | 1 * | * 2% | 7 * | 1 * | 6 3% | 6 2% | 2 1% | 5 2% | 2 1% | 8 1% | 6 2% | 2 1% | 3 1% | 2 1% | 7 3% | 11 1% |
| Transport/Public transport | 14 1% | 11 1% | 1 2% | 2 3% | 7 2% | 4 2% | 5 2% | 5 2% | 2 * | - - | 2 1% | 10 3%zq | 2 1% | - - | - - | 12 2% | - - | - - | 3 1% | 4 1% | 2 1% | 19 2% |
| Drug abuse | 14 1%mp | 11 1% | * * | 2 2%fg | 12 4%zaf | 10 4%zaf | * * | - - | 1 * | - - | 1 1% | 2 1% | * * | 10 5%zlm | 1 1% | 2 * | 11 3%zmo | 1 1% | - - | 2 * | 11 5%zt | 8 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 12 1% | - - | 1 1% | 1 * | - - | 2 1% | 2 1% | 10 3%zad | 2 1% | 8 4%zade | 8 3% | 3 1% | 1 1% | - - | 11 2% | 1 * | - - | 3 1% | 6 2%z | 4 2% | 12 1% |
| International trade/trade deals | 9 1% | 7 1% | * 1% | 1 1% | 4 1% | 3 1% | 2 1% | 2 1% | 2 1% | 1 * | 2 1% | 3 1% | 2 1% | * 1% | 2 1% | 5 1% | 3 1% | 5 3%z | - - | 2 1% | 1 1% | 9 1% |
| Royal Family/ Monarchy | 7 1% | 5 1% | - - | 2 3%f | 5 2% | 3 1% | * * | * * | 2 1% | 1 * | 1 1% | 1 * | 2 1% | 3 2% | 1 1% | 3 * | 4 1% | 1 1% | - - | 4 1%z | 1 * | 8 1% |
| Countryside/Rural life | 7 1% | 7 1% | - - | - - | - - | - - | 2 1% | 2 1% | 4 1% | 2 2% | 2 1% | 3 1% | 2 1% | - - | 1 1% | 5 1% | 1 * | 1 1% | 3 1% | 3 1% | - - | 6 1% |
| UK union/ devolution/reform | 6 1% | 4 * | 1 2% | 1 1% | 1 * | * * | 4 1% | 3 1% | 1 * | 1 1% | - - | 1 * | 2 1% | 2 1% | - - | 3 1% | 2 1% | 2 1% | - - | 3 1% | - - | 9 1% |
| Privatisation | 5 1% | 5 1% | - - | * * | 1 * | * * | 1 * | 1 * | 3 1% | 3 2%za | * * | 1 * | 3 1% | - - | 1 1% | 4 1% | 1 * | 1 1% | - - | 4 1%z | - - | 7 1% |
| Pound/Exchange rate/Value of pound | 2 * | 2 * | 1 1% | - - | 1 * | 1 1% | 1 * | - - | 1 * | 1 * | - - | - - | * * | 2 1% | 1 * | * * | 2 1% | - - | 1 1% | 1 * | - - | 4 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 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
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| | GOVERNMENT OFFICE REGION | | | | | | | | | | | TENURE | | | | | | EDUCATION | | | | UNWTD TOTAL |
|-------------------------|--------------------------|-----------------------|-----------|-----------------------|---------------------------|---------------------------|---------------------------|-----------------------|--------------------|--------|--------------------|-----------|-----------------------|------------------------|----------------------|-----------------------|-----------------------|-----------|------------------|-----------------------|------------------|-------------|
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| UNWEIGHTED BASE | 1014 | 827 | 64 | 123 | 338 | 215 | 304 | 240 | 372 | 146 | 226 | 346 | 319 | 148 | 159 | 665 | 307 | 185 | 176 | 524 | 60 | 1014 |
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| | 100% | 87% | 5%* | 9%* | 33% | 24% | 31% | 26% | 36% | 13% | 23% | 31% | 30% | 19%* | 15%* | 61% | 35% | 20% | 20% | 31% | 21%* | 100% |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 126 | 117 | 4 | 5 | 43 | 38 | 40 | 36 | 43 | 19 | 24 | 47 | 37 | 25 | 14 | 84 | 39 | 24 | 22 | 51 | 15 | 139 |
| | 12% | 13% | 9% | 6% | 13% ^c | 16% | 13% | 13% | 12% | 14% | 10% | 15% | 12% | 13% | 9% | 13% | 11% | 12% | 10% | 16% ^z | 7% | 14% |
| MEAN NUMBER OF MENTIONS | 2.78 | 2.82 | 2.41 | 2.66 | 2.89 | 2.98 ^f | 2.59 | 2.62 | 2.85 | 2.78 | 2.90 | 2.91 | 2.74 | 2.84 | 2.62 | 2.83 | 2.74 | 2.76 | 2.82 | 2.78 | 2.78 | 2.78 |
| STANDARD ERROR | 0.06 | 0.07 | 0.12 | 0.12 | 0.11 | 0.15 | 0.06 | 0.07 | 0.11 | 0.11 | 0.17 | 0.13 | 0.07 | 0.17 | 0.09 | 0.07 | 0.10 | 0.09 | 0.12 | 0.05 | 0.39 | 0.05 |
| ERROR VARIANCE | * | * | 0.02 | 0.01 | 0.01 | 0.02 | * | * | 0.01 | 0.01 | 0.03 | 0.02 | 0.01 | 0.03 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | * | 0.16 | * |
| Don't know | 162 | 133 | 9 | 20 | 54 | 34 | 61 | 52 | 47 | 20 | 27 | 33 | 43 | 48 | 29 | 76 | 77 | 32 | 35 | 31 | 50 | 136 |
| | 16% ^l t | 15% | 19% | 23% ^k | 16% | 14% | 19% | 19% | 13% | 15% | 12% | 10% | 14% | 24% ^z mp | 19% | 12% | 22% ^z p | 16% | 17% ^t | 10% | 24% ^t | 13% |
| Personal finances (NET) | 533 | 456 | 24 | 53 | 192 | 140 | 176 | 152 | 165 | 68 | 97 | 148 | 179 | 114 | 75 | 327 | 189 | 116 | 116 | 168 | 93 | 540 |
| | 53% ^h l | 52% ^h k | 50% | 60% ^h k | 58% ^h k | 58% ^h k | 55% ^h k | 56% ^h k | 45% | 50% | 42% | 47% | 59% ^l p | 58% | 49% | 52% ^l l | 54% | 57% | 56% | 53% | 44% | 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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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 | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Inflation/Prices | 387 | 194 | 47 | 146 | 62 | 128 | 26 | 126 | 68 | 60 | 105 | 131 | 62 | 82 | 78 | 51 | 56 | 391 |
| | 38%D | 41% | 41% | 35% | 31% | 48%zf | 27% | 37% | 46% | 37% | 40% | 41% | 43%D | 45%D | 45%D | 28% | 34% | 39% |
| | | | | | | h | | | | | | | | | | | | |
| Economy/Economic situation | 352 | 180 | 38 | 134 | 80 | 96 | 43 | 102 | 54 | 65 | 102 | 107 | 56 | 50 | 59 | 76 | 62 | 368 |
| | 35% | 38% | 33% | 32% | 40% | 36% | 45% | 30% | 36% | 39% | 39% | 33% | 39% | 27% | 34% | 42%zB | 38% | 36% |
| National health service/Hospitals/ Healthcare | 264 | 113 | 25 | 126 | 59 | 76 | 27 | 79 | 44 | 41 | 77 | 80 | 18 | 50 | 48 | 58 | 61 | 277 |
| | 26%A | 24% | 22% | 30% | 30% | 29% | 28% | 23% | 29% | 25% | 30% | 25% | 12% | 27%A | 28%A | 32%A | 37%zA | 27% |
| Immigration/immigrants | 175 | 70 | 16 | 89 | 64 | 27 | 11 | 47 | 24 | 37 | 40 | 46 | 25 | 37 | 29 | 38 | 26 | 147 |
| | 17%g | 15% | 14% | 21% | 32%zg | 10% | 11% | 14% | 16% | 22% | 15% | 14% | 17% | 20% | 17% | 21% | 16% | 14% |
| | | | | | h | | | | | | | | | | | | | |
| Poverty/Inequality | 141 | 58 | 16 | 66 | 11 | 45 | 11 | 49 | 24 | 24 | 42 | 51 | 17 | 27 | 30 | 20 | 23 | 152 |
| | 14%f | 12% | 14% | 16% | 6% | 17%f | 11% | 14% | 16% | 14% | 16% | 16% | 12% | 15% | 17% | 11% | 14% | 15% |
| Lack of faith in politics / politicians / government | 128 | 64 | 9 | 55 | 7 | 43 | 5 | 41 | 12 | 18 | 37 | 40 | 10 | 14 | 20 | 39 | 17 | 122 |
| | 13%f | 14% | 8% | 13% | 4% | 16%fh | 5% | 12% | 8% | 11% | 14% | 12% | 7% | 8% | 12% | 22%zA | 10% | 12% |
| | | | | | | | | | | | | | | | | BCE | | |
| Pollution/ Environment/ Climate change | 126 | 69 | 12 | 44 | 14 | 40 | 17 | 30 | 10 | 27 | 34 | 34 | 15 | 22 | 15 | 26 | 25 | 145 |
| | 12% | 15% | 11% | 10% | 7% | 15% | 17%f | 9% | 6% | 16%l | 13% | 11% | 10% | 12% | 9% | 15% | 15% | 14% |
| Housing | 121 | 60 | 19 | 42 | 19 | 44 | 8 | 38 | 18 | 19 | 32 | 37 | 23 | 18 | 23 | 28 | 16 | 114 |
| | 12% | 13% | 17% | 10% | 9% | 17%z | 9% | 11% | 12% | 11% | 12% | 11% | 16% | 10% | 13% | 16% | 10% | 11% |
| Education/Schools | 112 | 46 | 14 | 52 | 27 | 41 | 7 | 28 | 18 | 16 | 29 | 41 | 8 | 26 | 19 | 29 | 24 | 132 |
| | 11% | 10% | 12% | 12% | 14% | 16%z | 8% | 8% | 12% | 10% | 11% | 13% | 5% | 14% | 11% | 16%A | 15%A | 13% |

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 - z/A/B/C/D/E
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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 | | | | IMD QUINTILES | | | | | 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) | CHILD IN HH | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 35 7% | 6 5% | 28 7% | 9 5% | 30 11%z | 8 8% | 11 3% | 11 7% | 7 4% | 31 12%zm | 26 8% | 6 4% | 11 6% | 13 8% | 16 9% | 17 10% | 81 8% |
| Defence/Foreign affairs/ International terrorism | 68 7% | 32 7% | 7 6% | 29 7% | 26 13%zg | 14 5% | 5 5% | 16 5% | 10 7% | 16 10% | 20 8% | 25 8% | 6 4% | 11 6% | 11 7% | 17 9% | 19 12%z | 70 7% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 62 6% n | 29 6% | 6 5% | 27 6% | 9 5% | 22 8% | 3 3% | 22 6% | 10 7% | 18 11%n | 7 3% | 16 5% | 10 7% | 11 6% | 11 6% | 9 5% | 13 8% | 61 6% |
| Low pay/Minimum wage/Fair wages | 62 6% | 33 7% | 8 7% | 21 5% | 4 2% | 21 8%f | 9 9%f | 24 7% | 10 7% | 11 7% | 11 4% | 21 6% | 8 5% | 8 4% | 21 12%zE | 9 5% | 6 4% | 51 5% |
| Petrol prices/Fuel | 41 4% | 20 4% | 6 5% | 15 3% | 5 3% | 8 3% | 2 2% | 16 5% | 7 4% | 14 9%z | 8 3% | 18 6% | 5 3% | 5 3% | 13 8% | 7 4% | 5 3% | 36 4% |
| Public services in general | 37 4% | 17 4% | 1 1% | 18 4% | 5 3% | 12 4% | 3 3% | 15 4% | 8 5% | 7 4% | 14 5% | 13 4% | 3 2% | 3 2% | 6 4% | 14 8%zBE | 4 2% | 46 5% |
| Taxation | 34 3% c | 20 4% | 9 7% c | 6 1% | 11 5% | 5 2% | 7 7% g | 9 3% | 10 7% | 3 2% | 10 4% | 13 4% | 4 2% | 1 * | 2 1% | 11 6% BC | 5 3% | 29 3% |
| Unemployment/ Factory closure/ Lack of industry | 34 3% | 14 3% | 6 6% | 13 3% | 6 3% | 7 3% | 5 5% | 11 3% | 7 4% | 3 2% | 15 6% z | 12 4% | 3 2% | 2 1% | 1 1% | 10 6% C | 9 6% C | 37 4% |
| Race relations | 29 3% | 15 3% | 3 3% | 10 2% | - - | 9 3% | 4 5%f | 12 3% | 8 5% | 4 3% | 12 5% | 12 4% | 1 1% | 9 5% | 8 5% | 6 4% | 2 1% | 25 2% |

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 - z/A/B/C/D/E
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd May - 9th May 2023
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BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | WORKING STATUS | | | PARTY PREFERENCE (NOT VI) | | | | HH INCOME | | | CHILD IN HH | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Trade unions/ Strikes | 27 3% | 16 3% | 5 4% | 6 1% | 8 4% | 7 2% | 5 6% | 4 1% | 4 3% | 3 2% | 11 4% | 9 3% | - - | 6 3% | 4 2% | 5 3% | 8 5%A | 29 3% |
| Ageing population/ Social care for the elderly | 27 3%a | 6 1% | 3 3% | 17 4% | 3 2% | 9 4% | 4 4% | 8 2% | 6 4% | 1 * | 5 2% | 7 2% | 4 3% | 3 2% | 9 5% | 5 3% | 4 2% | 25 2% |
| Mental health/ well-being | 22 2% | 6 1% | 2 2% | 14 3% | 3 1% | 4 1% | 2 2% | 12 3% | 6 4% | 2 1% | 4 1% | 6 2% | 3 2% | 3 2% | 5 3% | 5 3% | 3 2% | 20 2% |
| Morality/ Individual behaviour/ Lifestyle | 21 2%an | 4 1% | 1 1% | 16 4%a | 1 * | 8 3% | - - | 11 3% | 6 4%n | 2 1% | * * | 1 * | 5 3% | * * | 5 3% | 4 2% | 1 1% | 18 2% |
| Population levels/ Overpopulation | 20 2%a | 2 * | 1 1% | 16 4%za | 6 3% | 3 1% | - - | 10 3% | 8 5%z | 3 2% | 4 2% | 5 2% | - - | 2 1% | 7 4% | 4 2% | 3 2% | 10 1% |
| Food production/ farming | 20 2% | 9 2% | - - | 10 2% | 3 1% | 6 2% | 1 1% | 6 2% | 4 3% | - - | 3 1% | 4 1% | 2 1% | 3 1% | 5 3% | 2 1% | 1 1% | 14 1% |
| Pensions/Social security/Benefits | 19 2% | 9 2% | - - | 10 2% | - - | 2 1% | 3 3% | 13 4% | 6 4% | 2 1% | 8 3% | 10 3% | 4 2% | 3 1% | - - | 5 3% | 2 1% | 16 2% |
| Coronavirus/ pandemic diseases | 18 2%an | 4 1% | * * | 14 3%a | 1 * | 2 1% | 1 2% | 14 4% | 4 2% | 1 1% | 1 * | 6 2% | 2 1% | 3 2% | 1 1% | 5 3% | 1 1% | 12 1% |
| Animal welfare | 15 1% | 5 1% | - - | 9 2% | - - | 8 3%z | - - | 6 2% | 4 2% | 1 1% | 2 1% | 1 * | 3 2% | 2 1% | 4 2% | 4 2% | 2 1% | 7 1% |
| Nationalisation/ Government control of institutions | 15 1% | 10 2% | 3 3% | 2 * | 2 1% | 6 2% | 3 3% | 1 * | 2 1% | 1 1% | 9 3%z | 8 3% | - - | 3 2% | 3 2% | 5 3% | 2 1% | 15 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 - z/A/B/C/D/E
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Q.PL01/02
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| | TOTAL (z) | WORKING STATUS | | | PARTY PREFERENCE (NOT VI) | | | | HH INCOME | | | CHILD IN HH | IMD QUINTILES | | | | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Local government/ Council tax | 14 1% | 5 1% | - - | 10 2% | - - | 7 3% | 1 1% | 5 1% | 5 3% | 3 2% | 2 1% | 1 * | - - | 2 1% | 6 4%z | 5 3% | * * | 11 1% |
| Transport/Public transport | 14 1% | 6 1% | 1 1% | 7 2% | 4 2% | 3 1% | 2 2% | 5 1% | 3 2% | 3 2% | 5 2% | 4 1% | - * | 1 * | 3 2% | 4 2% | 2 1% | 19 2% |
| Drug abuse | 14 1% | 3 1% | - - | 10 2% | 7 4% | 4 1% | - - | 2 * | - - | 2 1% | 2 1% | 1 * | 6 4%zE | * * | 4 3% | 1 1% | - - | 8 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 5 1% | 2 1% | 6 1% | 2 1% | 3 1% | 1 1% | 6 2% | 4 2% | 4 2% | 3 1% | 4 1% | - - | * * | 5 3% | 5 3% | 2 1% | 12 1% |
| International trade/trade deals | 9 1% | 7 1% | 1 * | 1 * | 5 3% | 2 1% | - - | 1 * | 1 1% | 4 2% | 2 1% | 1 * | - - | - - | - - | 1 1% | 5 3%z | 9 1% |
| Royal Family/ Monarchy | 7 1% | 3 1% | 1 1% | 3 1% | - - | 1 * | - - | 6 2% | - - | - - | 3 1% | 4 1% | 2 1% | 1 * | 1 * | - - | 2 1% | 8 1% |
| Countryside/Rural life | 7 1% | 5 1% | 2 2% ^c | - - | 1 1% | 1 * | 2 2% | * * | - - | 3 2% | 3 1% | 2 1% | * * | - - | 2 1% | 2 1% | 1 1% | 6 1% |
| UK union/ devolution/reform | 6 1% | 3 1% | - - | 3 1% | * * | 1 * | - - | 3 1% | 2 1% | - - | 2 1% | 2 1% | * * | 1 1% | 1 1% | - - | 1 * | 9 1% |
| Privatisation | 5 1% | 4 1% | 1 1% | - - | 1 1% | 3 1% | - - | * * | - - | - - | 2 1% | 1 * | 1 1% | 1 1% | * * | * * | 1 * | 7 1% |
| Pound/Exchange rate/Value of pound | 2 * | 1 * | - - | 1 * | - - | 1 * | - - | 2 * | 1 1% | 1 * | * * | 2 1% | 2 1% | - - | * * | 1 * | - - | 4 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

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|-------------------------|-------------------------|---------------------|---------------------|---------------------------|-----------------------------|------------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|---------------|-------------------|------------------------|----------|----------|----------------|
| | | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1014 | 511 | 123 | 380 | 178 | 295 | 104 | 310 | 139 | 168 | 308 | 316 | 132 | 159 | 176 | 208 | 191 | 1014 |
| WEIGHTED BASE | 1014 | 476 | 115* | 423 | 197* | 264 | 97* | 342 | 149* | 165* | 260 | 322 | 146* | 183* | 172 | 179 | 165 | 1014 |
| | 100% | 47% | 11%* | 42% | 19%* | 26% | 10%* | 34% | 15%* | 16%* | 26% | 32% | 14%* | 18%* | 17% | 18% | 16% | 100% |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 126 | 50 | 14 | 62 | 29 | 30 | 14 | 34 | 15 | 21 | 36 | 37 | 11 | 23 | 23 | 31 | 20 | 139 |
| | 12% | 11% | 12% | 15% | 15% | 12% | 14% | 10% | 10% | 13% | 14% | 11% | 8% | 13% | 13% | 17% | 12% | 14% |
| MEAN NUMBER OF MENTIONS | 2.78 | 2.71 | 2.72 | 2.88 | 2.62 | 3.04z | 2.63 | 2.67 | 3.06 | 2.78 | 2.89 | 2.78 | 2.44 | 2.65 | 3.01A | 3.23z | 2.85A | 2.78 |
| STANDARD ERROR | 0.06 | 0.05 | 0.14 | 0.12 | 0.08 | 0.12 | 0.12 | 0.12 | 0.26 | 0.09 | 0.08 | 0.08 | 0.09 | 0.10 | 0.18 | 0.20 | 0.09 | 0.05 |
| ERROR VARIANCE | * | * | 0.02 | 0.01 | 0.01 | 0.02 | 0.01 | 0.02 | 0.07 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.03 | 0.04 | 0.01 | * |
| Don't know | 162 | 55 | 26 | 80 | 23 | 27 | 12 | 89 | 25 | 12 | 17 | 54 | 28 | 41 | 22 | 21 | 18 | 136 |
| | 16% ^{ag} mn | 12% | 23% ^a | 19% ^a | 11% | 10% | 12% | 26% | 17% ⁿ | 7% | 7% | 17% | 19% | 22% ^{DE} | 13% | 12% | 11% | 13% |
| Personal finances (NET) | 533 | 258 | 68 | 207 | 72 | 168 | 41 | 182 | 86 | 89 | 148 | 188 | 79 | 104 | 113 | 73 | 78 | 540 |
| | 53% ^{fD} | 54% | 59% | 49% | 37% | 64% ^{zf} h | 42% | 53% | 57% | 54% | 57% | 58% | 54% | 57% ^D | 66% ^{zD} E | 41% | 47% | 53% |

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 - z/A/B/C/D/E
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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/ HOSPITALS (b) | CRIME (c) | IMMIGRATION (t) | EU/ EUROPE (e) | SCHOOLS (f) | URBAN (g) | SUB-URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRIVATE (m) | |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Inflation/Prices | 387 | 73 | 100 | 24 | 55 | 25 | 41 | 187 | 124 | 76 | 319 | 61 | 49 | 187 | 391 |
| | 38%a | 21% | 38%a | 39%a | 32%a | 36%a | 36%a | 41% | 37% | 35% | 37% | 47% | 48%z | 40% | 39% |
| Economy/Economic situation | 352 | 352 | 92 | 22 | 60 | 22 | 44 | 172 | 96 | 84 | 299 | 50 | 31 | 176 | 368 |
| | 35%h | 100%zbc eft | 35% | 36% | 34% | 31% | 39% | 37%h | 28% | 38% | 35% | 38% | 31% | 38% | 36% |
| National health service/Hospitals/ Healthcare | 264 | 92 | 264 | 24 | 41 | 12 | 64 | 107 | 88 | 69 | 236 | 26 | 34 | 97 | 277 |
| | 26%m | 26% | 100%zac eft | 38%e | 24% | 17% | 57%zae t | 23% | 26% | 31% | 27% | 20% | 34%zm | 21% | 27% |
| Immigration/immigrants | 175 | 60 | 41 | 12 | 175 | 12 | 13 | 81 | 52 | 41 | 168 | 7 | 11 | 70 | 147 |
| | 17%kl | 17% | 16% | 20% | 100%zab cef | 17% | 12% | 18% | 15% | 19% | 19%zk | 5% | 11% | 15% | 14% |
| Poverty/Inequality | 141 | 41 | 45 | 16 | 19 | 6 | 35 | 60 | 49 | 33 | 122 | 16 | 15 | 57 | 152 |
| | 14% | 12% | 17% | 25%at | 11% | 9% | 31%zab et | 13% | 14% | 15% | 14% | 12% | 14% | 12% | 15% |
| Lack of faith in politics / politicians / government | 128 | 44 | 37 | 10 | 19 | 12 | 17 | 45 | 50 | 33 | 116 | 6 | 10 | 60 | 122 |
| | 13%k | 12% | 14% | 16% | 11% | 18% | 16% | 10% | 15% | 15% | 13%k | 5% | 9% | 13% | 12% |
| Pollution/ Environment/ Climate change | 126 | 48 | 25 | 2 | 18 | 8 | 16 | 60 | 42 | 23 | 112 | 13 | 15 | 63 | 145 |
| | 12% | 14% | 9% | 3% | 10% | 11% | 14% | 13% | 13% | 10% | 13% | 10% | 15% | 14% | 14% |
| Housing | 121 | 38 | 41 | 15 | 20 | 9 | 22 | 58 | 27 | 36 | 101 | 20 | 19 | 56 | 114 |
| | 12%h | 11% | 16% | 25%za | 11% | 13% | 19%za | 13% | 8% | 16%h | 12% | 15% | 18%z | 12% | 11% |
| Education/Schools | 112 | 44 | 64 | 13 | 13 | 6 | 112 | 45 | 42 | 26 | 97 | 15 | 14 | 43 | 132 |
| | 11% | 12% | 24%zae t | 20%t | 8% | 8% | 100%zab cet | 10% | 12% | 12% | 11% | 11% | 14% | 9% | 13% |

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
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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) |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 22 6% | 12 5% | 3 5% | 12 7% | 70 100% zabc ft | 6 5% | 31 7% | 22 7% | 16 7% | 63 7% | 7 5% | 7 6% | 32 7% | 81 8% |
| Defence/Foreign affairs/ International terrorism | 68 7%k | 30 8% | 12 4% | 7 10% | 10 6% | 8 12% | 7 6% | 32 7% | 17 5% | 19 9% | 62 7% | 2 2% | 5 5% | 34 7% | 70 7% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 62 6% | 22 6% | 24 9% | 62 100% zabc ft | 12 7% | 3 5% | 13 11%z | 19 4% | 20 6% | 24 11%zg | 53 6% | 7 5% | 8 8% | 25 5% | 61 6% |
| Low pay/Minimum wage/Fair wages | 62 6% | 16 5% | 22 8% | 6 10% | 5 3% | 6 8% | 13 12%zat | 30 7% | 22 7% | 10 4% | 49 6% | 12 9% | 8 8% | 32 7% | 51 5% |
| Petrol prices/Fuel | 41 4% | 10 3% | 12 4% | 5 9% | 6 4% | * 3% | 3 3% | 20 4% | 12 4% | 9 4% | 34 4% | 4 3% | 6 6% | 19 4% | 36 4% |
| Public services in general | 37 4% | 18 5% | 16 6% | 4 7% | 10 6% | 3 4% | 5 4% | 15 3% | 9 3% | 13 6% | 33 4% | 3 2% | 6 6% | 12 3% | 46 5% |
| Taxation | 34 3%bj | 9 2% | 2 1% | 2 4% | 4 2% | - - | 3 2% | 12 3% | 7 2% | 15 7%z | 23 3% | 11 8%zj | 2 2% | 27 6%z | 29 3% |
| Unemployment/ Factory closure/ Lack of industry | 34 3% | 12 4% | 11 4% | 6 10%z | 13 7%z | 3 5% | 2 2% | 13 3% | 12 4% | 9 4% | 31 4% | 2 2% | 4 4% | 14 3% | 37 4% |
| Race relations | 29 3% | 11 3% | 8 3% | 5 7% | 8 4% | 5 8% | 4 3% | 17 4% | 5 2% | 7 3% | 25 3% | 4 3% | 2 2% | 16 4% | 25 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 : 3rd May - 9th May 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX MAY 2023 (PUBLIC - FINAL)

11 May 2023

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) | |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Trade unions/ Strikes | 27 3% | 7 2% | 8 3% | 1 2% | 4 2% | 4 6% | 2 2% | 8 2% | 10 3% | 9 4% | 21 2% | 6 4% | 5 5% | 16 3% | 29 3% |
| Ageing population/ Social care for the elderly | 27 3%gm | 17 5%z | 16 6%z | 9 14%zat | 7 4% | 3 4% | 9 8%z | 5 1% | 8 2% | 13 6%zg | 26 3% | - | 4 4% m | 5 1% | 25 2% |
| Mental health/ well-being | 22 2% | 12 3% | 16 6%z | 10 16%zabe t | 6 4% | - | 8 7%z | 7 2% | 8 2% | 6 3% | 19 2% | 3 2% | 2 2% | 6 1% | 20 2% |
| Morality/ Individual behaviour/ Lifestyle | 21 2% m | 8 2% | 9 4% | 8 14%zabe t | 5 3% | * 1% | 5 4% | 6 1% | 8 3% | 6 3% | 19 2% | 2 1% | 1 1% | 2 * | 18 2% |
| Population levels/ Overpopulation | 20 2% m | 4 1% | 5 2% | 4 6% | 9 5% a | - | - | 8 2% | 8 2% | 4 2% | 20 2% | - | - | 3 1% | 10 1% |
| Food production/ farming | 20 2% g | 9 3% | 5 2% | 4 6% | 4 2% | - | 4 4% | 3 1% | 13 4% zg | 3 2% | 17 2% | - | - | 9 2% | 14 1% |
| Pensions/Social security/Benefits | 19 2% g | 9 3% | 9 3% | 4 7% z | 4 2% | - | 3 2% | 2 1% | 8 2% | 9 4% g | 19 2% | * | 1 1% | 8 2% | 16 2% |
| Coronavirus/ pandemic diseases | 18 2% | 6 2% | 5 2% | 5 8% zaf | 6 4% | 2 2% | * * | 6 1% | 6 2% | 6 3% | 16 2% | 2 1% | 1 1% | 3 1% | 12 1% |
| Animal welfare | 15 1% | 9 3% | 9 3% z | 8 13% zabe t | 4 2% | - | 5 5% z | 5 1% | 6 2% | 4 2% | 14 2% | 1 1% | 3 3% m | 2 1% | 7 1% |
| Nationalisation/ Government control of institutions | 15 1% | 4 1% | 6 2% | - | 4 2% | 5 8% za | 3 3% | 7 2% | 5 1% | 3 1% | 15 2% | - | 3 3% z | 10 2% | 15 1% |

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+
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ISSUES INDEX MAY 2023 (PUBLIC - FINAL)

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Table 8
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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 | | 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) | |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Local government/ Council tax | 14 1%g | 9 3% | 8 3% | 8 13%zabt | 4 2% | 1 2% | 4 4%z | 1 * | 7 2% | 5 2% | 13 2% | 1 1% | * * | 4 1% | 11 1% |
| Transport/Public transport | 14 1% | 5 1% | 5 2% | 3 4% | 2 1% | - - | 3 3% | 7 1% | 5 1% | 3 1% | 14 2% | - - | 1 1% | 6 1% | 19 2% |
| Drug abuse | 14 1% | 11 3%z | 4 2% | 4 6%z | 1 1% | 1 2% | 5 4%z | 6 1% | 5 1% | 2 1% | 14 2% | - - | * * | 2 1% | 8 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 6 2% | 4 2% | 4 6%z | 5 3% | 1 2% | - - | 4 1% | 4 1% | 4 2% | 12 1% | * * | 1 1% | 4 1% | 12 1% |
| International trade/trade deals | 9 1% | 5 1% | 5 2% | 1 1% | 3 2% | * 1% | 2 1% | 4 1% | 4 1% | 1 1% | 8 1% | 1 1% | 1 1% | 6 1% | 9 1% |
| Royal Family/ Monarchy | 7 1% | 2 1% | 1 * | - - | * * | 1 1% | - - | 3 1% | 3 1% | 1 1% | 6 1% | 2 1% | * * | 3 1% | 8 1% |
| Countryside/Rural life | 7 1% | 1 * | 3 1% | * 1% | 1 1% | 1 2% | 1 1% | 2 * | 4 1% | 2 1% | 6 1% | - - | * * | 6 1% | 6 1% |
| UK union/ devolution/reform | 6 1% | 1 * | 1 * | - - | - - | 2 3% | 1 1% | 2 * | 2 1% | 2 1% | 6 1% | - - | * * | 3 1% | 9 1% |
| Privatisation | 5 1% | 1 * | 1 * | 1 2% | 2 1% | * 1% | * * | 2 * | 3 1% | - - | 3 * | 2 2% | 1 1% | 4 1% | 7 1% |
| Pound/Exchange rate/Value of pound | 2 * | 1 * | - - | - - | - - | - - | - - | 2 1% | - - | - - | 2 * | 1 * | 1 1%zm | - - | 4 * |
| Median | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 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
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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/ 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) |
| UNWEIGHTED BASE | 1014 | 368 | 277 | 61 | 147 | 81 | 132 | 452 | 332 | 230 | 843 | 153 | 230 | 383 | 1014 |
| WEIGHTED BASE | 1014 | 352 | 264 | 62* | 175* | 70* | 112* | 458 | 336 | 220 | 867 | 131* | 102 | 462 | 1014 |
| | 100% | 35% | 26% | 6%* | 17%* | 7%* | 11%* | 45% | 33% | 22% | 86% | 13%* | 10% | 46% | 100% |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 126 | 38 | 33 | 10 | 19 | 7 | 16 | 59 | 36 | 31 | 114 | 6 | 7 | 52 | 139 |
| | 12%kl | 11% | 13% | 16% | 11% | 10% | 14% | 13% | 11% | 14% | 13%k | 5% | 7% | 11% | 14% |
| MEAN NUMBER OF MENTIONS | 2.78 | 3.22z | 3.76za | 5.26za bet | 3.39z | 3.51z | 4.41za bet | 2.68 | 2.70 | 3.13zg | 2.82 | 2.50 | 2.86 | 2.70 | 2.78 |
| STANDARD ERROR | 0.06 | 0.14 | 0.18 | 0.65 | 0.24 | 0.23 | 0.24 | 0.06 | 0.10 | 0.18 | 0.07 | 0.09 | 0.09 | 0.06 | 0.05 |
| ERROR VARIANCE | * | 0.02 | 0.03 | 0.43 | 0.06 | 0.05 | 0.06 | * | 0.01 | 0.03 | * | 0.01 | 0.01 | * | * |
| Don't know | 162 | 25 | 9 | 4 | 3 | 6 | 5 | 71 | 58 | 33 | 125 | 35 | 11 | 69 | 136 |
| | 16%abft j | 7% | 3% | 6% | 2% | 8% | 4% | 16% | 17% | 15% | 14% | 27%zj | 11% | 15% | 13% |
| Personal finances (NET) | 533 | 114 | 144 | 37 | 73 | 32 | 73 | 252 | 177 | 104 | 445 | 77 | 62 | 255 | 540 |
| | 53%at | 32% | 55%at | 59%a | 42% | 46% | 65%zae t | 55% | 53% | 47% | 51% | 59% | 61%z | 55% | 53% |

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

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) | |
| UNWEIGHTED BASE | 1014 | 166 | 68 | 223 | 94 | 269 | 123 | 1014 |
| WEIGHTED BASE | 1014 | 142 | 121* | 182 | 136* | 193 | 186* | 1014 |
| | 100% | 14% | 12%* | 18% | 13%* | 19% | 18%* | 100% |
| Inflation/Prices | 387 | 63 | 46 | 69 | 68 | 64 | 56 | 391 |
| | 38% | 45%f | 38% | 38% | 50%ef | 33% | 30% | 39% |
| Economy/Economic situation | 352 | 47 | 39 | 74 | 44 | 84 | 51 | 368 |
| | 35% | 33% | 33% | 41%f | 33% | 44%zf | 27% | 36% |
| National health service/Hospitals/ Healthcare | 264 | 25 | 24 | 55 | 29 | 69 | 54 | 277 |
| | 26%a | 18% | 20% | 30%a | 21% | 36%za | 29% | 27% |
| Immigration/immigrants | 175 | 8 | 20 | 18 | 22 | 42 | 57 | 147 |
| | 17%ac | 6% | 16% | 10% | 16%a | 22%ac | 30%za | 14% |
| Poverty/Inequality | 141 | 29 | 21 | 30 | 19 | 19 | 17 | 152 |
| | 14% | 20%ze | 17% | 16% | 14% | 10% | 9% | 15% |
| Lack of faith in politics / politicians / government | 128 | 16 | 7 | 29 | 27 | 26 | 16 | 122 |
| | 13% | 11% | 6% | 16% | 20%b | 14% | 8% | 12% |
| Pollution/ Environment/ Climate change | 126 | 17 | 14 | 40 | 12 | 29 | 9 | 145 |
| | 12%f | 12% | 11% | 22%zad | 9% | 15%f | 5% | 14% |
| Housing | 121 | 17 | 26 | 20 | 15 | 14 | 23 | 114 |
| | 12%e | 12% | 22%e | 11% | 11% | 7% | 12% | 11% |
| Education/Schools | 112 | 13 | 6 | 32 | 10 | 28 | 18 | 132 |
| | 11% | 9% | 5% | 17%zab | 7% | 14% | 10% | 13% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 | 6 | 4 | 19 | 4 | 17 | 18 | 81 |
| | 7% | 4% | 3% | 11%z | 3% | 9% | 9% | 8% |

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 : 3rd May - 9th May 2023
 Source : Ipsos (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 (a) | 18-34 C2DE (b) | 35-54 ABC1 (c) | 35-54 C2DE (d) | 55+ ABC1 (e) | 55+ C2DE (f) | |
| UNWEIGHTED BASE | 1014 | 166 | 68 | 223 | 94 | 269 | 123 | 1014 |
| WEIGHTED BASE | 1014 | 142 | 121* | 182 | 136* | 193 | 186* | 1014 |
| | 100% | 14% | 12%* | 18% | 13%* | 19% | 18%* | 100% |
| Defence/Foreign affairs/ International terrorism | 68 7% | 10 7% | 2 1% | 12 7% | 10 7% | 22 12%zb | 11 6% | 70 7% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 62 6%c | 6 4% | 6 5% | 5 3% | 8 6% | 8 4% | 26 14%zac e | 61 6% |
| Low pay/Minimum wage/Fair wages | 62 6%e | 10 7%e | 11 9%e | 13 7%e | 7 5% | 2 1% | 12 6%e | 51 5% |
| Petrol prices/Fuel | 41 4% | 4 3% | 2 1% | 12 6% | 12 9% | 7 3% | 5 3% | 36 4% |
| Public services in general | 37 4% | 4 3% | 1 1% | 11 6% | 1 * | 9 5% | 8 4% | 46 5% |
| Taxation | 34 3%e | 7 5%e | - - | 5 3% | 9 6%e | 2 1% | 9 5% | 29 3% |
| Unemployment/ Factory closure/ Lack of industry | 34 3%a | 1 * | 2 1% | 7 4% | 10 7%a | 5 2% | 7 4% | 37 4% |
| Race relations | 29 3% | 6 4% | - - | 11 6%ze | 4 3% | 2 1% | 6 3% | 25 2% |
| Trade unions/ Strikes | 27 3% | 6 4% | 2 2% | 5 3% | 5 4% | 3 1% | 5 3% | 29 3% |
| Ageing population/ Social care for the elderly | 27 3% | * * | 2 2% | 5 3% | 2 1% | 5 3% | 11 6%a | 25 2% |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 3rd May - 9th May 2023
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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) | |
| UNWEIGHTED BASE | 1014 | 166 | 68 | 223 | 94 | 269 | 123 | 1014 |
| WEIGHTED BASE | 1014 | 142 | 121* | 182 | 136* | 193 | 186* | 1014 |
| | 100% | 14% | 12%* | 18% | 13%* | 19% | 18%* | 100% |
| Mental health/ well-being | 22 2% | 3 2% | 1 1% | 2 1% | 6 4% | 2 1% | 8 4% | 20 2% |
| Morality/ Individual behaviour/ Lifestyle | 21 2% | * * | 1 1% | 2 1% | 3 2% | 3 2% | 9 5% | 18 2% |
| Population levels/ Overpopulation | 20 2% | 5 3% ^c | 2 2% | - - | - - | 2 1% | 11 6% ^{zce} | 10 1% |
| Food production/ farming | 20 2% | - - | 2 1% | 1 1% | 5 4% | 3 2% | 7 4% | 14 1% |
| Pensions/Social security/Benefits | 19 2% | 4 3% | 1 1% | 4 2% | 4 3% | 3 2% | 4 2% | 16 2% |
| Coronavirus/ pandemic diseases | 18 2% | - - | 8 7% ^{zac} | 1 * | 3 2% | 2 1% | 4 2% | 12 1% |
| Animal welfare | 15 1% | 2 1% | 2 2% | - - | 3 2% | 1 * | 7 4% ^c | 7 1% |
| Nationalisation/ Government control of institutions | 15 1% | - - | - - | 10 6% ^{zad} ef | - - | 1 1% | 1 1% | 15 1% |
| Local government/ Council tax | 14 1% | 1 1% | 1 1% | 1 * | 2 2% | 1 * | 8 4% ^z | 11 1% |
| Transport/Public transport | 14 1% | 1 1% | - - | 1 * | 3 2% | 5 3% | 3 2% | 19 2% |
| Drug abuse | 14 1% | 1 1% | - - | 1 * | 6 4% | 1 * | 5 3% | 8 1% |

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 : 3rd May - 9th May 2023
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Table 9
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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 | 1014 | 166 | 68 | 223 | 94 | 269 | 123 | 1014 |
| WEIGHTED BASE | 1014 | 142 | 121* | 182 | 136* | 193 | 186* | 1014 |
| | 100% | 14% | 12%* | 18% | 13%* | 19% | 18%* | 100% |
| Nuclear weapons/ Nuclear war/ Disarmament | 13 1% | 1 1% | - - | 3 2% | 3 2% | 1 * | 5 2% | 12 1% |
| International trade/trade deals | 9 1% | 1 1% | - - | 2 1% | - - | 4 2% | 2 1% | 9 1% |
| Royal Family/ Monarchy | 7 1% | 2 1% | 2 2% | 2 1% | - - | - - | 1 1% | 8 1% |
| Countryside/Rural life | 7 1% | 3 2% | - - | - - | - - | 3 1% | 1 1% | 6 1% |
| UK union/ devolution/reform | 6 1% | * * | - - | - - | 2 1% | 1 * | 3 2% | 9 1% |
| Privatisation | 5 1% | 3 2%z | - - | 1 1% | - - | - - | 1 1% | 7 1% |
| Pound/Exchange rate/Value of pound | 2 * | 2 1%z | 1 1% | - - | - - | - - | - - | 4 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Northern Ireland | - | - | - | - | - | - | - | - |
| Other | 126 12%b | 17 12%b | 2 2% | 23 13%b | 17 12% | 34 18%zb | 25 14%b | 139 14% |
| MEAN NUMBER OF MENTIONS | 2.78 | 2.60 | 2.45 | 2.94 | 2.86 | 2.78 | 3.01 | 2.78 |
| STANDARD ERROR | 0.06 | 0.09 | 0.11 | 0.11 | 0.12 | 0.07 | 0.30 | 0.05 |

ERROR VARIANCE * 0.01 0.01 0.01 0.01 0.01 0.09 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
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What do you see as the main/other important issues facing Britain today?
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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 | 1014 | 166 | 68 | 223 | 94 | 269 | 123 | 1014 |
| WEIGHTED BASE | 1014 | 142 | 121* | 182 | 136* | 193 | 186* | 1014 |
| | 100% | 14% | 12%* | 18% | 13%* | 19% | 18%* | 100% |
| Don't know | 162 | 29 | 39 | 13 | 15 | 15 | 40 | 136 |
| | 16% ^{ce} | 20% ^{ce} | 32% ^{zcd} | 7% | 11% | 8% | 21% ^{ce} | 13% |
| | | e | | | | | | |
| Personal finances (NET) | 533 | 87 | 66 | 103 | 90 | 83 | 77 | 540 |
| | 53% ^{ef} | 61% ^{ze} | 54% | 57% ^{ef} | 66% ^{ze} | 43% | 41% | 53% |
| | | f | | f | | | | |

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