

ISSUES INDEX AUGUST 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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Economy/Economic situation | 231 | 121 | 108 | 29 | 41 | 35 | 56 | 37 | 33 | 70 | 91 | 70 | 76 | 80 | 42 | 28 | 155 | 70 | 255 |
| | 23%hk | 25% | 21% | 26%h | 24% | 22% | 33%zh | 24%hk | 14% | 25%h | 27%hk | 18% | 29%zo | 32%zo | 21% | 12% | 30%zo | 16% | 25% |
| | oq | | | | | | k | | | | | | q | q | | q | | | |
| Inflation/Prices | 206 | 93 | 111 | 25 | 45 | 40 | 31 | 26 | 39 | 70 | 71 | 65 | 50 | 57 | 50 | 39 | 107 | 89 | 210 |
| | 20%k | 19% | 22% | 23% | 26% | 24% | 18% | 17% | 17% | 25% | 21% | 17% | 19% | 23% | 25% | 17% | 21% | 21% | 21% |
| Immigration/immigrants | 94 | 48 | 46 | 1 | 16 | 16 | 14 | 16 | 31 | 17 | 30 | 47 | 21 | 19 | 27 | 18 | 40 | 45 | 67 |
| | 9%c | 10% | 9% | 1% | 9%c | 10%c | 8% | 11%c | 13%ci | 6%c | 9%c | 12%ci | 8% | 7% | 13% | 8% | 8% | 10% | 7% |
| Pollution/Environment/Climate change | 87 | 40 | 45 | 7 | 9 | 20 | 8 | 14 | 29 | 16 | 28 | 43 | 30 | 21 | 12 | 21 | 51 | 33 | 103 |
| | 9% | 8% | 9% | 6% | 5% | 12% | 5% | 9% | 12%i | 6% | 8% | 11% | 11% | 8% | 6% | 9% | 10% | 8% | 10% |
| National health service/Hospitals/Healthcare | 58 | 21 | 36 | 7 | 12 | 5 | 10 | 9 | 15 | 19 | 15 | 24 | 19 | 12 | 6 | 17 | 31 | 23 | 64 |
| | 6% | 4% | 7% | 6% | 7% | 3% | 6% | 6% | 6% | 7% | 4% | 6% | 7% | 5% | 3% | 7% | 6% | 5% | 6% |
| Lack of faith in politics / politicians / government | 44 | 22 | 21 | 3 | 3 | 8 | 5 | 7 | 19 | 6 | 13 | 25 | 9 | 11 | 8 | 15 | 19 | 23 | 46 |
| | 4% | 5% | 4% | 3% | 1% | 5% | 3% | 4% | 8%zdi | 2% | 4% | 7%zi | 3% | 4% | 4% | 6% | 4% | 5% | 5% |
| Housing | 34 | 17 | 16 | 6 | 17 | 2 | 2 | 5 | 2 | 23 | 4 | 7 | 10 | 7 | 1 | 14 | 17 | 15 | 26 |
| | 3%hjk | 3% | 3% | 6%hj | 10%zef | 1% | 1% | 3% | 1% | 8%zef | 1% | 2% | 4% | 3% | 1% | 6%n | 3% | 3%n | 3% |
| | | | | hjk | hjk | | | | | hjk | | | | | | | | | |
| Poverty/Inequality | 34 | 12 | 22 | 6 | 5 | 3 | 9 | 7 | 4 | 11 | 12 | 10 | 7 | 4 | 7 | 16 | 11 | 23 | 31 |
| | 3%p | 2% | 4% | 6% | 3% | 2% | 5% | 4% | 2% | 4% | 4% | 3% | 3% | 2% | 3% | 7%zmp | 2% | 5% | 3% |
| Common Market/Brexit/EU/Europe/Euro | 16 | 9 | 7 | 2 | 2 | 4 | 4 | 1 | 3 | 4 | 8 | 4 | 7 | 7 | 1 | 2 | 13 | 3 | 22 |
| | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 1% | 3%z | 1% | 2% |
| Unemployment/Factory closure/Lack of industry | 12 | 4 | 8 | 1 | 3 | 2 | 1 | * | 4 | 4 | 3 | 5 | 3 | 1 | 1 | 7 | 4 | 8 | 11 |
| | 1% | 1% | 2% | 1% | 2% | 1% | 1% | * | 2% | 2% | 1% | 1% | 1% | * | 1% | 3% | 1% | 2% | 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
 Respondent type : GB Adults 18+
 Fieldwork dates : 2nd August - 7th August 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | SEX | | AGE | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL |
|---|------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-------------|-------------|----------------|
| | | MALE (a) | FE- MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | |
| UNWEIGHTED BASE | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 11 1% | 6 1% | 5 1% | - | 1 1% | 4 2% | - | 2 1% | 5 2% | 1 * | 4 1% | 7 2% | 3 1% | 2 1% | 2 1% | 5 2% | 5 1% | 7 2% | 10 1% |
| Low pay/Minimum wage/Fair wages | 7 1% | 2 * | 4 1% | 3 3%j | 2 1% | - | - | - | 2 1% | 5 2% | - | 2 1% | - | 2 1% | 2 1% | 4 2% | 2 * | 5 1% | 7 1% |
| Defence/Foreign affairs/ International terrorism | 6 1% | 5 1% | 1 * | * * | 1 * | 1 * | 1 * | 2 1% | 2 1% | 1 * | 1 * | 4 1% | 1 * | 2 1% | 3 1% | - | 3 1% | 3 1% | 10 1% |
| Population levels/ Overpopulation | 6 1% | 2 * | 4 1% | 2 1% | - | - | - | 1 1% | 4 2% | 2 1% | - | 5 1% | - | - | 1 * | 4 2%p | - | 5 1% | 4 * |
| Education/Schools | 5 1% | 2 * | 3 1% | - | - | 1 * | * * | 3 2%z | 1 1% | - | 1 * | 4 1% | 1 * | * * | 3 2% | 1 * | 1 * | 4 1% | 6 1% |
| Petrol prices/Fuel | 5 *p | 1 * | 4 1% | - | - | - | 1 1% | * * | 4 2% | - | 1 * | 4 1% | - | * * | - | 4 2% | * * | 4 1% | 5 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 4 * | 2 * | 3 1% | - | - | 1 * | - | - | 4 2%z | - | 1 * | 4 1% | 1 * | - | - | 3 1% | 1 * | 3 1% | 3 * |
| Taxation | 4 * | 4 1% | - | 3 3%zk | - | - | 1 * | * * | - | 3 1% | 1 * | * * | 2 1% | 1 * | - | 1 * | 3 1% | 1 * | 5 * |
| Nationalisation/ Government control of institutions | 4 * | 3 1% | 1 * | - | - | - | * * | 1 1% | 2 1% | - | * * | 3 1% | - | 3 1% | 1 1% | - | 3 1% | 1 * | 5 * |
| Trade unions/ Strikes | 4 * | - | 4 1% | - | - | - | - | 3 2%zj | * * | - | - | 4 1% | 3 1% | * * | - | - | 4 1% | - | 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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| | 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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| UK union/ devolution/reform | 4 | 4 | - | - | * | 2 | * | 1 | - | * | 2 | 1 | 2 | 2 | - | - | 4 | - | 5 |
| | * | 1% | - | - | * | 1% | * | 1% | - | * | 1% | * | 1% | 1% | - | - | 1% | - | * |
| Race relations | 4 | 2 | * | * | 1 | 2 | - | - | - | 2 | 2 | - | * | * | - | 2 | 1 | 2 | 4 |
| | * | * | * | * | 1% | 1% | - | - | - | 1% | 1% | - | * | * | - | 1% | * | * | * |
| Mental health/ well-being | 4 | - | 4 | - | 1 | 2 | * | 1 | - | 1 | 2 | 1 | 1 | - | 3 | - | 1 | 3 | 4 |
| | * | - | 1% | - | * | 1% | * | * | - | * | 1% | * | * | - | 1% | - | * | 1% | * |
| Morality/ Individual behaviour/ Lifestyle | 3 | 1 | 2 | - | - | 2 | - | 1 | * | - | 2 | 1 | 1 | - | - | 2 | 1 | 2 | 3 |
| | * | * | * | - | - | 1% | - | 1% | * | - | 1% | * | * | - | - | 1% | * | * | * |
| Ageing population/ Social care for the elderly | 3 | 1 | 2 | - | 1 | - | - | 2 | - | 1 | - | 2 | 1 | 1 | - | 1 | 2 | 1 | 3 |
| | * | * | * | - | * | - | - | 1% | - | * | - | * | * | * | - | * | * | * | * |
| Public services in general | 2 | * | 2 | - | 1 | * | 1 | - | - | 1 | 1 | - | * | - | - | 1 | * | 1 | 3 |
| | * | * | * | - | 1% | * | 1% | - | - | * | * | - | * | - | - | * | * | * | * |
| Food production/ farming | 2 | - | 2 | - | - | - | 2 | - | - | - | 2 | - | 2 | - | - | - | 2 | - | 1 |
| | * | - | * | - | - | - | 1% | - | - | - | 1% | - | 1% | - | - | - | * | - | * |
| Transport/Public transport | 2 | 2 | - | - | 1 | - | * | 1 | - | 1 | * | 1 | - | 2 | - | - | 2 | - | 3 |
| | * | * | - | - | * | - | * | * | - | * | * | * | - | 1% | - | - | * | - | * |
| Pensions/Social security/Benefits | 2 | - | 2 | - | 2 | - | - | - | - | 2 | - | - | - | - | - | 2 | - | 2 | 1 |
| | * | - | * | - | 1% | - | - | - | - | 1% | - | - | - | - | - | 1% | - | * | * |
| International trade/trade deals | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | - | 2 |
| | * | * | * | - | - | * | * | - | - | - | * | - | 1% | - | - | - | * | - | * |
| Local government/ Council tax | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | - | 1 | 1 | - | 1 | 2 |
| | * | - | * | - | * | - | - | * | - | * | - | * | - | - | * | * | - | * | * |

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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|------------------------------------|-------------|----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|--------------|--------|--------|--------|--------|----------|-------------|----------|
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| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Royal Family/ Monarchy | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | 1 |
| | * | * | - | - | - | 1% | - | - | - | - | * | - | - | - | 1% | - | - | * | * |
| Pound/Exchange rate/Value of pound | 1 | * | 1 | - | 1 | - | - | - | * | 1 | - | * | * | 1 | - | - | 1 | - | 2 |
| | * | * | * | - | * | - | - | - | * | * | - | * | * | * | - | - | * | - | * |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Countryside/Rural life | * | * | - | - | - | - | - | - | * | - | - | * | * | - | - | - | * | - | 1 |
| | * | * | - | - | - | - | - | - | * | - | - | * | * | - | - | - | * | - | * |
| Coronavirus/pandemic diseases | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Privatisation | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Drug abuse | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 25 | 16 | 7 | 2 | 2 | 6 | 6 | 2 | 7 | 4 | 12 | 9 | 4 | 1 | 9 | 5 | 5 | 15 | 23 |
| | 2%mp | 3% | 1% | 1% | 1% | 4% | 4% | 1% | 3% | 1% | 4% | 2% | 2% | * | 5%mp | 2% | 1% | 3%mp | 2% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Don't know | 76 | 40 | 35 | 13 | 6 | 9 | 15 | 12 | 22 | 19 | 24 | 34 | 5 | 17 | 20 | 24 | 22 | 44 | 54 |
| | 8%lp | 8% | 7% | 12%di | 3% | 5% | 9% | 8% | 9% | 7%di | 7% | 9% | 2% | 7%lp | 10%lp | 10%lp | 4%l | 10%lp | 5% |
| Personal finances (NET) | 251 | 107 | 141 | 35 | 51 | 43 | 41 | 33 | 49 | 86 | 84 | 82 | 56 | 63 | 59 | 63 | 120 | 121 | 253 |
| | 25%k | 22% | 28% | 31% | 30% | 26% | 24% | 21% | 21% | 30%k | 25% | 21% | 21% | 25% | 29% | 27% | 23% | 28% | 25% |

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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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Economy/Economic situation | 231 23%u | 202 | 6 | 23 | 71 | 48 | 76 | 69 | 85 | 38 | 46 | 89 | 73 | 36 | 22 | 162 | 58 | 46 | 53 | 87 | 15 | 255 |
| | | 23% | 13% | 27% | 22% | 20% | 24%b | 26% | 23% | 28% | 20% | 24% | 25% | 22% | 16% | 25% | 19% | 27%u | 24%u | 28%zu | 7% | 25% |
| Inflation/Prices | 206 20% | 179 | 11 | 16 | 67 | 51 | 68 | 58 | 70 | 26 | 44 | 63 | 73 | 29 | 33 | 136 | 62 | 38 | 52 | 63 | 38 | 210 |
| | | 21% | 22% | 19% | 21% | 22% | 22% | 22% | 19% | 19% | 19% | 17% | 25%zl | 18% | 24% | 21%l | 21% | 22% | 24% | 20% | 18% | 21% |
| | | | | | | | | | | | | | | | | | | | | | | |
| Immigration/immigrants | 94 9%t | 87 | 1 | 6 | 28 | 22 | 23 | 22 | 43 | 12 | 31 | 44 | 19 | 10 | 16 | 63 | 26 | 27 | 13 | 11 | 37 | 67 |
| | | 10% | 2% | 7% | 9% | 9% | 7% | 8% | 12% | 9% | 13%b | 12% | 7% | 6% | 11% | 10% ^m | 9% | 16%zst | 6% | 3% | 18%zst | 7% |
| Pollution/Environment/Climate change | 87 9%qr | 75 | 3 | 9 | 33 | 24 | 23 | 20 | 32 | 7 | 24 | 45 | 25 | 6 | 5 | 71 | 12 | 7 | 22 | 36 | 13 | 103 |
| | | 9% | 7% | 10% | 10% | 10% | 7% | 8% | 9% | 5% | 10% | 12%zno | 9% | 4% | 4% | 11%zoq | 4% | 4% | 10% | 12%zr | 7% | 10% |
| | | | | | | | | | | | | | | | | | | | | | | |
| National health service/Hospitals/Healthcare | 58 6% | 47 | 5 | 6 | 22 | 16 | 15 | 10 | 20 | 9 | 11 | 22 | 19 | 4 | 10 | 41 | 14 | 9 | 14 | 23 | 8 | 64 |
| | | 5% | 10% | 7% | 7% | 7% | 5% | 4% | 5% | 7% | 5% | 6% | 7% | 2% | 7% | 6% | 5% | 5% | 6% | 7%z | 4% | 6% |
| Lack of faith in politics / politicians / government | 44 4% | 34 | 3 | 7 | 24 | 16 | 9 | 6 | 12 | 6 | 6 | 19 | 13 | 5 | 5 | 32 | 10 | 8 | 7 | 13 | 11 | 46 |
| | | 4% | 6% | 9% ^{fg} k | 7% ^{zaf} g | 7% | 3% | 2% | 3% | 4% | 3% | 5% | 5% | 3% | 4% | 5% | 3% | 5% | 3% | 4% | 5% | 5% |
| Housing | 34 3% ^{dp} | 32 | - | 3 | 4 | 2 | 9 | 9 | 21 | 4 | 17 | 8 | 8 | 13 | 5 | 16 | 18 | 2 | 9 | 10 | 12 | 26 |
| | | 4% ^e | - | 3% | 1% | 1% | 3% | 3% | 6% ^{zad} e | 3% | 7% ^{zad} e | 2% | 3% | 8% ^{zlp} | 3% | 2% | 6% ^p | 1% | 4% | 3% | 6% | 3% |
| Poverty/Inequality | 34 3% ^f | 30 | 1 | 3 | 18 | 15 | 4 | 4 | 11 | 6 | 6 | 6 | 12 | 13 | 3 | 18 | 15 | 3 | 9 | 10 | 8 | 31 |
| | | 3% ^f | 1% | 4% | 6% ^{fg} | 6% ^{fg} | 1% | 1% | 3% | 4% | 3% | 2% | 4% | 8% ^{zlp} | 2% | 3% | 5% ^o | 2% | 4% | 3% | 4% | 3% |
| Common Market/Brexit/EU/Europe/Euro | 16 2% | 13 | 1 | 3 | 7 | 4 | 5 | 4 | 4 | 1 | 3 | 3 | 7 | 1 | 4 | 11 | 5 | 1 | 1 | 11 | - | 22 |
| | | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | * | 1% | 1% | 3% | 1% | 3% | 2% | 2% | 1% | * | 4% ^{zs} | - | 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

Respondent type : GB Adults 18+
Fieldwork dates : 2nd August - 7th August 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+

| | 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Unemployment/ Factory closure/ Lack of industry | 12 1%p | 12 1% | - - | * 1% | 1 * | 1 * | 6 2% | 6 2% | 5 1% | 4 3% | 1 1% | 1 * | 2 1% | 6 4%p | 3 2% | 3 * | 9 3%zip | 3 1% | 1 * | 5 1% | 3 2% | 11 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 11 1% | 9 1% | 2 4%d | - - | 2 * | 2 1% | 5 2% | 3 1% | 5 1% | 3 2% | 2 1% | 5 1% | 4 1% | 1 1% | 2 1% | 9 1% | 2 1% | 2 1% | 1 1% | 2 1% | 2 1% | 10 1% |
| Low pay/Minimum wage/Fair wages | 7 1%t | 4 * | 3 7%zac | - - | - - | - - | 6 2%zad | 3 1% | 1 * | * * | 1 * | 2 1% | - - | * * | 3 2% | 2 * | 3 1% | 2 1% | 3 1% | 1 * | 2 1% | 7 1% |
| Defence/Foreign affairs/ International terrorism | 6 1% | 5 1% | 1 1% | 1 1% | 1 * | 1 * | 1 * | * * | 4 1% | 2 1% | 2 1% | 2 1% | 2 1% | - - | 4 1% | 2 1% | 1 1% | - - | 3 1% | - - | - - | 10 1% |
| Population levels/ Overpopulation | 6 1% | 6 1% | - - | - - | 5 1% | 5 2%h | 2 * | 2 1% | - - | - - | - - | 4 1% | - - | - - | 2 2% | 4 1% | 2 1% | 1 1% | 2 1% | - - | 3 1% | 4 * |
| Education/Schools | 5 1% | 5 1% | 1 1% | - - | 2 1% | 2 1% | 1 * | 1 * | 2 1% | * * | 2 1% | 4 1% | 1 * | - - | * * | 5 1% | * * | 1 * | 1 1% | 1 * | 2 1% | 6 1% |
| Petrol prices/Fuel | 5 * | 4 * | 1 2%d | - - | - - | - - | 1 * | - - | 4 1% | 3 2%zad | 1 1% | 4 1% | - - | * * | 1 1% | 4 1% | 1 * | 1 * | - - | 1 * | 3 1% | 5 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 4 * | 4 * | - - | - - | 3 1% | 3 1% | - - | - - | 1 * | - - | 1 * | 1 * | - - | 1 * | 3 2%p | 1 * | 3 1% | - - | - - | 1 * | 3 1% | 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

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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) | 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 | |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 | |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% | |
| Taxation | 4 *a | 1 * | * 1% | 2 3%zad efg | 2 1% | - | * * | - | 1 * | - | 1 1% | 1 * | 3 1% | - | 1 1% | 3 * | 1 * | 1 1% | 2 1% | 1 1% | 1 * | - - | 5 * |
| Nationalisation/ Government control of institutions | 4 * | 2 * | 1 2%aek | 1 1% | 1 * | - | 1 * | * * | 2 * | 2 1% | - | 2 1% | - | 2 1% | * * | 2 * | 2 1% | 2 1% | - | - | * * | 1 1% | 5 * |
| Trade unions/ Strikes | 4 *p | 3 * | * 1% | - | - | - | * * | - | 3 1% | 3 2%zad fg | - | * * | - | 3 2%zp | - | * * | 3 1% | * * | - | - | - | 3 2% | 2 * |
| UK union/ devolution/reform | 4 * | 2 * | - | 2 2%zaf ghk | 4 1%a | 2 1% | - | - | - | - | - | - | 3 1% | * * | 1 * | 3 * | 1 * | 2 1% | - | 1 * | 1 1% | 5 * | |
| Race relations | 4 *p | 3 * | - | * * | * * | - | - | - | 3 1% | - | 3 1% | * * | - | 2 1% | 1 1% | * * | 3 1% | 2 1% | - | 2 1% | - | - | 4 * |
| Mental health/ well-being | 4 * | 4 * | - | - | - | 2 1% | 2 1% | 1 * | - | 1 1% | * * | * * | 1 * | 2 1% | 1 * | 1 * | 3 1% | 1 * | 2 1% | 1 * | - | - | 4 * |
| Morality/ Individual behaviour/ Lifestyle | 3 * | 2 * | 1 2%agh | - | 2 1% | 2 1% | 1 * | - | * * | - | * * | 1 * | * * | - | - | 1 * | - | 1 1% | - | * * | - | - | 3 * |
| Ageing population/ Social care for the elderly | 3 * | 2 * | - | 1 1% | 1 * | - | 1 * | 1 * | 1 * | - | 1 * | 1 * | - | - | 1 1% | 1 * | 1 * | - | 2 1% | 1 * | - | - | 3 * |
| Public services in general | 2 * | 2 * | * 1% | - | - | - | * * | - | 2 1% | - | 2 1% | 1 * | * * | 1 1% | - | 1 * | 1 * | - | - | 2 1%z | - | - | 3 * |

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

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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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Food production/ farming | 2 * | 2 * | - - | - - | 2 1% | 2 1% | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 * |
| Transport/Public transport | 2 * | 2 * | - - | - - | 1 * | 1 * | - - | - - | 1 * | * * | 1 * | - - | 2 1% | - - | - - | 2 * | - - | - - | 1 * | 1 * | - - | 3 * |
| Pensions/Social security/Benefits | 2 * | 2 * | - - | - - | - - | - - | 2 1% | 2 1% | - - | - - | - - | - - | - - | 2 1% | - - | - - | 2 1% | 2 1% | - - | - - | - - | 1 * |
| International trade/trade deals | 1 * | 1 * | - - | - - | - - | - - | - - | - - | 1 * | - - | 1 1% | 1 * | 1 * | - - | - - | 1 * | - - | - - | - - | 1 *z | - - | 2 * |
| Local government/ Council tax | 1 * | 1 * | - - | - - | - - | - - | 1 * | 1 1% | - - | - - | - - | - - | 1 * | - - | - - | 1 * | - - | - - | 1 * | 1 * | - - | 2 * |
| Royal Family/ Monarchy | 1 * | - - | - - | 1 1%zah | 1 * | - - | - - | - - | - - | - - | - - | - - | 1 * | - - | - - | 1 * | - - | 1 1% | - - | - - | - - | 1 * |
| Pound/Exchange rate/Value of pound | 1 * | 1 * | - - | - - | * * | * * | 1 * | 1 * | - - | - - | - - | * * | - - | - - | 1 * | * * | 1 * | - - | 1 * | * * | - - | 2 * |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Countryside/Rural life | * * | * * | - - | - - | * * | * * | - - | - - | - - | - - | - - | * * | - - | - - | - - | * * | - - | - - | - - | * * | - - | 1 * |
| Coronavirus/ pandemic diseases | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Privatisation | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Northern Ireland | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

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 : 2nd August - 7th August 2023
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|-------------------------|-----------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------|-----------------------------|-----------|-----------------------------|--------------|----------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------|-------------|--------------------|--------------------------------|-------------|----------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EXCL. GL (k) | 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Drug abuse | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 25 | 20 | 3 | 2 | 6 | 5 | 7 | 4 | 12 | 4 | 8 | 6 | 6 | 7 | 4 | 13 | 11 | 2 | 8 | 7 | 5 | 23 |
| | 2% | 2% | 5% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 2% | 2% | 4% | 3% | 2% | 4% | 1% | 4% | 2% | 2% | 2% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Don't know | 76 | 70 | 5 | 1 | 14 | 13 | 39 | 34 | 23 | 7 | 16 | 28 | 12 | 15 | 13 | 40 | 28 | 9 | 16 | 12 | 35 | 54 |
| | 8% cdm pt | 8% cd | 11% c | 2% | 4% | 5% | 13% za cdehi | 13% zac dehi | 6% | 5% | 7% | 8% | 4% | 9% | 10% | 6% | 9% | 5% | 7% | 4% | 17% zrt | 5% |
| Personal finances (NET) | 251 | 216 | 15 | 19 | 85 | 66 | 80 | 64 | 86 | 35 | 52 | 75 | 85 | 42 | 39 | 160 | 81 | 43 | 65 | 74 | 50 | 253 |
| | 25% l | 25% | 32% | 22% | 26% | 28% | 26% | 25% | 23% | 25% | 22% | 21% | 29% lp | 26% | 28% | 24% l | 27% | 25% | 29% | 24% | 24% | 25% |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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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| | 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 | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Economy/Economic situation | 231 | 141 | 17 | 74 | 46 | 81 | 13 | 62 | 20 | 50 | 85 | 69 | 41 | 46 | 42 | 35 | 39 | 255 |
| | 23% ^c | 28% ^{zc} | 20% | 18% | 27% | 31% ^z | 21% | 17% | 16% | 30% ^l | 33% ^{zl} | 25% | 25% | 24% | 24% | 22% | 30% | 25% |
| Inflation/Prices | 206 | 108 | 18 | 80 | 28 | 59 | 14 | 80 | 30 | 38 | 61 | 77 | 29 | 48 | 42 | 36 | 17 | 210 |
| | 20% ^E | 22% | 22% | 19% | 17% | 23% | 22% | 22% | 24% | 23% | 24% | 28% | 18% | 25% ^E | 24% ^E | 23% | 13% | 21% |
| Immigration/immigrants | 94 | 46 | 2 | 46 | 33 | 3 | 3 | 35 | 7 | 10 | 22 | 16 | 10 | 24 | 15 | 12 | 9 | 67 |
| | 9% ^{bg} | 9% | 3% | 11% | 20% ^{zgh} | 1% | 4% | 10% | 5% | 6% | 8% | 6% | 6% | 12% | 8% | 8% | 7% | 7% |
| Pollution/Environment/Climate change | 87 | 38 | 13 | 36 | 9 | 23 | 14 | 25 | 10 | 16 | 26 | 21 | 13 | 11 | 16 | 19 | 18 | 103 |
| | 9% | 8% | 15% ^{za} | 9% | 5% | 9% | 23% ^{zfg} | 7% | 8% | 9% | 10% | 8% | 8% | 6% | 9% | 12% | 14% ^{zB} | 10% |
| National health service/Hospitals/Healthcare | 58 | 24 | 11 | 22 | 10 | 26 | 3 | 15 | 1 | 15 | 11 | 16 | 7 | 17 | 10 | 9 | 6 | 64 |
| | 6% ^l | 5% | 14% ^{zac} | 5% | 6% | 10% ^z | 4% | 4% | 1% | 9% ^l | 4% | 6% | 4% | 9% | 6% | 6% | 5% | 6% |
| Lack of faith in politics / politicians / government | 44 | 15 | 5 | 24 | 5 | 5 | 5 | 9 | 8 | 4 | 8 | 8 | 5 | 5 | 7 | 10 | 12 | 46 |
| | 4% ^g | 3% | 6% | 6% | 3% | 2% | 8% ^g | 3% | 6% | 2% | 3% | 3% | 3% | 3% | 4% | 7% | 9% ^{zB} | 5% |
| Housing | 34 | 16 | 3 | 15 | 4 | 13 | - | 14 | 4 | 7 | 3 | 11 | * | 6 | 3 | 5 | 3 | 26 |
| | 3% ⁿ | 3% | 4% | 4% | 2% | 5% | - | 4% | 3% | 4% | 1% | 4% | * | 3% | 2% | 3% | 2% | 3% |
| Poverty/Inequality | 34 | 11 | 1 | 22 | 1 | 11 | 1 | 17 | 11 | 3 | 9 | 8 | 10 | 6 | 6 | 4 | 1 | 31 |
| | 3% | 2% | 1% | 5% | 1% | 4% | 2% | 5% | 9% ^{zm} | 2% | 3% | 3% | 6% ^E | 3% | 3% | 2% | 1% | 3% |
| Common Market/Brexit/EU/Europe/Euro | 16 | 11 | * | 4 | 1 | 6 | 2 | 4 | 3 | 2 | 8 | 3 | 3 | 3 | 6 | * | 1 | 22 |
| | 2% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | * | 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

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|---|------------------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|---------------|------------|------------|------------|------------|----------------|
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| UNWEIGHTED BASE | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Unemployment/ Factory closure/ Lack of industry | 12 1% | 3 1% | 2 3% | 7 2% | 1 1% | 2 1% | - - | 9 2% | - - | 1 1% | 2 1% | 4 2% | 4 3% | 2 1% | 1 * | 2 1% | - - | 11 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 11 1% | 6 1% | - - | 5 1% | 4 3% | 2 1% | - - | 3 1% | 1 1% | 2 1% | 4 1% | 3 1% | - - | 3 1% | 2 1% | 4 2% | 2 2% | 10 1% |
| Low pay/Minimum wage/Fair wages | 7 1% | 4 1% | - - | 3 1% | - - | 2 1% | - - | 3 1% | 2 1% | 1 1% | 1 * | 2 1% | 3 2% | 1 * | 2 1% | 2 1% | - - | 7 1% |
| Defence/Foreign affairs/ International terrorism | 6 1% | 4 1% | 1 1% | 2 * | * * | 1 * | 1 1% | 3 1% | 1 1% | 2 1% | 1 * | 2 1% | * * | 2 1% | 1 1% | 1 1% | 1 1% | 10 1% |
| Population levels/ Overpopulation | 6 1% | 2 * | - - | 5 1% | 3 2% | - - | - - | 2 * | 1 1% | 2 1% | - - | 2 1% | - - | - - | 1 1% | - - | 4 3%zB | 4 * |
| Education/Schools | 5 1% | 3 1% | 1 1% | 1 * | 1 1% | 1 * | - - | - - | 1 * | 2 1% | 1 * | 1 * | 1 * | - - | 1 * | 2 1% | - - | 6 1% |
| Petrol prices/Fuel | 5 * | 2 * | - - | 3 1% | - - | 3 1% | * 1% | * * | 3 2%z | 1 * | - - | * * | - - | 3 2% | * * | - - | * * | 5 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 4 * | 1 * | - - | 4 1% | - - | - - | 3 4%zfg | 2 * | 3 2%z | 1 1% | - - | - - | - - | 1 1% | - - | 3 2% | - - | 3 * |
| Taxation | 4 * | 3 1% | - - | 1 * | * * | 2 1% | - - | 2 1% | * * | - - | 1 * | 2 1% | - - | 1 * | - - | 1 1% | 2 2%z | 5 * |

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 : 2nd August - 7th August 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

10 Aug 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 | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Nationalisation/ Government control of institutions | 4 * | 3 1% | - - | 1 * | - - | 2 1% | - - | - - | 2 2% | * * | * * | - - | - - | - - | * * | * * | 2 2%z | 5 * |
| Trade unions/ Strikes | 4 * | - - | - - | 4 1% | - - | 3 1%z | - - | * * | * * | 3 2%z | - - | - - | 3 2%z | - - | - - | - - | - - | 2 * |
| UK union/ devolution/reform | 4 * | 3 1% | - - | 1 * | - - | - - | * 1% | 2 * | 1 1% | - - | 3 1% | * * | 2 1% | 1 1% | 1 * | * * | - - | 5 * |
| Race relations | 4 * | 1 * | - - | 2 1% | - - | 3 1% | - - | 1 * | - - | - - | * * | 2 1% | 2 1% | * * | - - | - - | - - | 4 * |
| Mental health/ well-being | 4 * | 2 * | - - | 2 * | - - | - - | - - | 4 1% | - - | 1 * | 1 * | * * | 2 2% | - - | - - | - - | 1 1% | 4 * |
| Morality/ Individual behaviour/ Lifestyle | 3 * | 3 1% | - - | * * | - - | - - | 2 3%zg | * * | 2 2% | - - | - - | * * | 2 1% | - - | - - | - - | * * | 3 * |
| Ageing population/ Social care for the elderly | 3 * | 2 * | - - | 1 * | - - | 1 * | 1 2%z | 1 * | - - | 2 1% | - - | 1 * | - - | - - | - - | - - | 1 1% | 3 * |
| Public services in general | 2 * | 1 * | - - | 1 * | - - | 2 1% | - - | - - | - - | - - | * * | 1 * | 1 1% | - - | - - | 1 1% | * * | 3 * |
| Food production/ farming | 2 * | 2 * | - - | - - | - - | - - | - - | 2 1% | - - | - - | - - | - - | - - | - - | - - | 2 1%z | - - | 1 * |
| Transport/Public transport | 2 * | 2 * | - - | - - | 1 1% | - - | - - | - - | - - | - - | 2 1% | * * | - - | * * | - - | - - | 1 1% | 3 * |

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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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|------------------------------------|--------------|---------------------|---------------------|---------------------------|-----------------------------|-------------------|------------------------------------|-------------|-----------------------|----------------------------|----------------------|----------------|---------------|------------|------------|------------|------------|----------------|
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| UNWEIGHTED BASE | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Pensions/Social security/Benefits | 2* | - | - | 2 | 2 | - | - | - | - | 2 | - | 2 | - | - | - | - | - | 1* |
| International trade/trade deals | 1* | 1 | - | - | - | 1 | - | 1 | - | - | 1 | 1 | - | - | 1 | 1 | - | 2* |
| Local government/ Council tax | 1* | 1 | - | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | - | - | 2* |
| Royal Family/ Monarchy | 1* | 1 | - | - | - | - | - | 1 | - | - | 1 | 1 | - | 1 | - | - | - | 1* |
| Pound/Exchange rate/Value of pound | 1* | 1 | - | * | - | 1 | * | - | 1 | - | - | - | - | - | - | - | 1 | 2* |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Countryside/Rural life | * * | - | - | * | - | - | - | * | - | * | - | - | - | - | - | - | * | 1* |
| Coronavirus/pandemic diseases | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Privatisation | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Drug abuse | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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|-------------------------|----------------|---------------|-----------------|---------------------------|------------|----------------------|----------|-----------------|-------------------|----------------|-------------|---------------|-------|-------|-------|-------|-------------|------|
| | 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) | | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | | |
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| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Other | 25 | 11 | 4 | 10 | 1 | 3 | * | 19 | 5 | 1 | 4 | 6 | 5 | 2 | 5 | 2 | 4 | 23 |
| | 2% | 2% | 5% | 2% | * | 1% | * | 5% | 4% | * | 1% | 2% | 3% | 1% | 3% | 1% | 3% | 2% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Don't know | 76 | 32 | 5 | 40 | 17 | 5 | 1 | 46 | 11 | 4 | 4 | 16 | 18 | 11 | 17 | 6 | 4 | 54 |
| | 8%gmn | 6% | 6% | 10% | 10%g | 2% | 1% | 13% | 9%mn | 2% | 2% | 6% | 11%E | 6% | 10%E | 4% | 3% | 5% |
| Personal finances (NET) | 251 | 125 | 19 | 108 | 29 | 75 | 15 | 101 | 45 | 43 | 70 | 88 | 43 | 58 | 49 | 41 | 18 | 253 |
| | 25%E | 25% | 23% | 26% | 17% | 29%f | 24% | 28% | 36%z | 25% | 27% | 31% | 26%E | 30%E | 28%E | 26%E | 14% | 25% |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | UNWTD TOTAL |
|--|-----------------|--------------------|------------------------------|-----------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|-------------------|--------------------|-------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | |
| UNWEIGHTED BASE | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Economy/Economic situation | 231 | 231 | 48 | 21 | 39 | 18 | 24 | 99 | 88 | 44 | 197 | 33 | 22 | 127 | 255 |
| | 23% | 63%zbc | 19% | 31%t | 17% | 26% | 31%bt | 24% | 23% | 22% | 23% | 25% | 22% | 28%z | 25% |
| Inflation/Prices | 206 | 21 | 52 | 5 | 43 | 10 | 20 | 87 | 77 | 41 | 180 | 24 | 30 | 94 | 210 |
| | 20%ac | 6% | 21%ac | 7% | 19%a | 15%a | 26%ac | 21% | 20% | 21% | 21% | 19% | 29%zm | 21% | 21% |
| Immigration/immigrants | 94 | 24 | 25 | 4 | 94 | 2 | 3 | 22 | 54 | 18 | 90 | 4 | 4 | 43 | 67 |
| | 9%aegkl | 7% | 10% | 6% | 41%zabc | 3% | 3% | 5% | 14%zg | 9% | 10%k | 3% | 4% | 9%l | 7% |
| Pollution/Environment/Climate change | 87 | 28 | 17 | 2 | 6 | 5 | 5 | 41 | 25 | 21 | 77 | 8 | 8 | 41 | 103 |
| | 9%t | 8%t | 7% | 2% | 3% | 7% | 7% | 10% | 6% | 11% | 9% | 6% | 8% | 9% | 10% |
| National health service/Hospitals/Healthcare | 58 | 20 | 58 | 4 | 10 | 2 | 9 | 29 | 20 | 8 | 48 | 9 | 11 | 23 | 64 |
| | 6% | 5% | 23%zace | 7% | 4% | 3% | 11% | 7% | 5% | 4% | 6% | 7% | 10%zm | 5% | 6% |
| Lack of faith in politicians / government | 44 | 4 | 6 | 2 | 8 | 5 | 2 | 19 | 16 | 9 | 40 | 4 | 4 | 18 | 46 |
| | 4%a | 1% | 2% | 3% | 4% | 7%a | 3% | 5% | 4% | 5% | 5% | 3% | 4% | 4% | 5% |
| Housing | 34 | 4 | 15 | - | 2 | - | - | 12 | 20 | 2 | 29 | 5 | 2 | 16 | 26 |
| | 3%a | 1% | 6%at | - | 1% | - | - | 3% | 5%i | 1% | 3% | 4% | 2% | 3% | 3% |
| Poverty/Inequality | 34 | 10 | 8 | 5 | 2 | 1 | 2 | 17 | 11 | 6 | 28 | 4 | 5 | 7 | 31 |
| | 3% ^m | 3% | 3% | 7% ^t | 1% | 1% | 2% | 4% | 3% | 3% | 3% | 3% | 5% ^m | 2% | 3% |
| Common Market/Brexit/EU/Europe/Euro | 16 | 3 | 1 | 1 | 1 | 16 | 1 | 7 | 4 | 5 | 12 | 3 | 1 | 11 | 22 |
| | 2% | 1% | 1% | 2% | * | 23%zabc | 1% | 2% | 1% | 3% | 1% | 3% | 1% | 2% | 2% |

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| Unemployment/ Factory closure/ Lack of industry | 12 1% ^j | 2 1% | 2 1% | 2 3% | 3 2% | - - | - - | 10 2% ^z | 2 1% | - - | 6 1% | 6 4% ^z | 1 1% | 4 1% | 11 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 11 1% ^a | * * | 2 1% | 11 17% ^z abef | 4 2% ^a | - - | 1 1% | 3 1% | 4 1% | 4 2% | 11 1% | - - | * * | 4 1% | 10 1% |
| Low pay/Minimum wage/Fair wages | 7 1% | 1 * | - - | - - | - - | - - | - - | 3 1% | 1 * | 3 2% | 6 1% | 1 1% | 2 2% | 2 * | 7 1% |
| Defence/Foreign affairs/ International terrorism | 6 1% | 1 * | - - | - - | - - | - - | - - | 2 * | 1 * | 4 2% | 6 1% | 1 1% | 1 1% | 3 1% | 10 1% |
| Population levels/ Overpopulation | 6 1% | - - | 1 * | 1 1% | - - | 1 1% ^a | - - | 5 1% | 2 * | - - | 6 1% | - - | - - | 2 * | 4 * |
| Education/Schools | 5 1% | - - | 3 1% | 2 3% ^z at | - - | * * | 5 7% ^z abt | 1 * | 4 1% | - - | 5 1% | - - | 3 3% ^z m | 1 * | 6 1% |
| Petrol prices/Fuel | 5 * | - - | - - | - - | 1 * | 4 5% ^z abt | - - | - - | 4 1% | 1 1% | 4 1% | - - | 1 1% | 1 * | 5 * |
| Nuclear weapons/ Nuclear war/ Disarmament | 4 * | - - | 1 * | 1 1% | - - | - - | - - | 1 * | 1 * | 3 1% | 4 * | - - | - - | 1 * | 3 * |
| Taxation | 4 * | * * | - - | - - | - - | * 1% | - - | 4 1% | - - | - - | 3 * | 1 1% | - - | 3 1% | 5 * |

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| Trade unions/ Strikes | 4 * | - - | - - | - - | - - | - - | - - | 4 1% | - - | - - | 3 * | * * | - - | - - | 2 * |
| UK union/ devolution/reform | 4 * | 3 1% | 1 1% | * * | - - | 1 1% | 1 2% | 1 * | - - | 3 1% | 2 * | 2 1% | * * | 2 1% | 5 * |
| Race relations | 4 * | 1 * | 1 * | - - | - - | - - | - - | 2 1% | 2 * | - - | 3 * | 1 * | * * | 1 * | 4 * |
| Mental health/ well-being | 4 * | - - | * * | - - | 1 * | - - | - - | 2 1% | 1 * | 1 * | 2 * | 2 2%j | 2 2%zm | - - | 4 * |
| Morality/ Individual behaviour/ Lifestyle | 3 * | - - | 2 1% | - - | - - | - - | - - | 2 * | 1 * | - - | 3 * | - - | - - | 1 * | 3 * |
| Ageing population/ Social care for the elderly | 3 * | 1 * | 3 1% | 1 1% | - - | - - | - - | 1 * | 2 1% | - - | 3 * | - - | - - | 2 * | 3 * |
| Public services in general | 2 * | 1 * | 1 * | - - | * * | * * | - - | 1 * | 1 * | - - | 1 * | 1 1% | * * | 1 * | 3 * |
| Food production/ farming | 2 * | - - | - - | - - | - - | - - | - - | 2 1% | - - | - - | 2 * | - - | - - | - - | 1 * |
| Transport/Public transport | 2 * | - - | - - | - - | - - | * 1% | 1 1% | 1 * | 1 * | - - | 1 * | * * | - - | 2 * | 3 * |

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| Pensions/Social security/Benefits | 2* | - | - | - | - | - | - | 2* | - | - | 2* | - | - | - | 1* |
| International trade/trade deals | 1* | - | - | - | - | - | - | 1* | - | 1* | 1* | - | 1% | 1* | 2* |
| Local government/Council tax | 1* | - | 1* | - | - | - | - | - | 1* | - | 1* | - | 1%z | 1* | 2* |
| Royal Family/Monarchy | 1* | - | - | - | - | - | 1%z | - | - | 1% | - | 1%j | - | 1* | 1* |
| Pound/Exchange rate/Value of pound | 1* | - | - | - | - | - | - | - | 1* | - | 1* | - | 1% | - | 2* |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Countryside/Rural life | * * | * * | - | - | - | - | - | * * | - | - | * * | - | - | - | 1 * |
| Coronavirus/pandemic diseases | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Privatisation | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Drug abuse | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | UNWTD TOTAL |
|-------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|------------|-------------------|--------------------|----------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | |
| UNWEIGHTED BASE | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Other | 25 | 3 | 2 | - | 6 | 2 | 3 | 5 | 8 | 12 | 22 | 2 | * | 11 | 23 |
| | 2%al | 1% | 1% | - | 2% | 2% | 4% | 1% | 2% | 6%zgh | 3% | 1% | * | 3% | 2% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Don't know | 76 | 6 | 3 | 6 | 5 | 2 | 1 | 30 | 37 | 9 | 61 | 15 | 3 | 28 | 54 |
| | 8%abft | 2% | 1% | 10%abft | 2% | 2% | 1% | 7% | 10% | 5% | 7% | 12% | 3% | 6% | 5% |
| Personal finances (NET) | 251 | 32 | 60 | 9 | 47 | 15 | 22 | 108 | 92 | 51 | 219 | 30 | 38 | 104 | 253 |
| | 25%a | 9% | 24%a | 14% | 21%a | 22%a | 28%a | 26% | 24% | 26% | 25% | 23% | 37%zm | 23% | 25% |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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

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10 Aug 2023

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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Inflation/Prices | 367 | 180 | 185 | 36 | 74 | 72 | 60 | 56 | 70 | 109 | 131 | 126 | 99 | 92 | 81 | 79 | 191 | 160 | 366 |
| | 37% | 37% | 37% | 32% | 43%h | 44%h | 35% | 36% | 30% | 38% | 40% | 33% | 38% | 36% | 40% | 34% | 37% | 37% | 36% |
| Economy/Economic situation | 367 | 196 | 166 | 38 | 66 | 58 | 86 | 56 | 62 | 104 | 144 | 119 | 116 | 117 | 67 | 51 | 233 | 118 | 418 |
| | 37%hk | 40%z | 33% | 34% | 38% | 36% | 51%zc | 37% | 27% | 37% | 43%ze | 31% | 44%zo | 46%zn | 34% | 22% | 45%zn | 27% | 42% |
| | | | | | | | eghijk | | | | hk | | q | oq | | | oq | | |
| Pollution/Environment/Climate change | 254 | 112 | 137 | 21 | 36 | 54 | 34 | 41 | 69 | 57 | 88 | 109 | 88 | 77 | 35 | 43 | 165 | 78 | 288 |
| | 25%nq | 23% | 27% | 19% | 21% | 33%cf | 20% | 26% | 29% | 20% | 26%f | 28% | 33%zn | 31%zn | 17% | 18% | 32%zn | 18% | 29% |
| | | | | | | i | | | | | | | oq | oq | | | oq | | |
| National health service/Hospitals/Healthcare | 253 | 90 | 161 | 16 | 53 | 38 | 48 | 47 | 50 | 69 | 87 | 97 | 81 | 57 | 42 | 64 | 138 | 106 | 262 |
| | 25%ac | 19% | 32%za | 15% | 31%ci | 24% | 29%c | 31%c | 21% | 24%c | 26% | 25% | 31%z | 23% | 21% | 27% | 27%m | 24% | 26% |
| Immigration/immigrants | 227 | 102 | 124 | 9 | 30 | 29 | 41 | 47 | 71 | 39 | 70 | 118 | 57 | 52 | 60 | 45 | 109 | 105 | 214 |
| | 23%ci | 21% | 25% | 8% | 17% | 18% | 24%ci | 31%zc | 30%zc | 14% | 21%c | 31%zc | 22% | 21% | 30% | 19% | 21% | 24% | 21% |
| | | | | | | | dei | dei | | | dei | | | | | | | | |
| Housing | 149 | 66 | 79 | 23 | 51 | 17 | 21 | 21 | 16 | 74 | 39 | 37 | 39 | 41 | 31 | 31 | 79 | 62 | 149 |
| | 15%hk | 14% | 16% | 20%hk | 30%ze | 10% | 13% | 14%k | 7% | 26%ze | 12% | 9% | 15% | 16% | 16% | 13% | 15% | 14% | 15% |
| | | | | | fgjhk | | | | | fgjhk | | | | | | | | | |
| Lack of faith in politics / politicians / government | 116 | 56 | 57 | 11 | 10 | 22 | 19 | 21 | 34 | 21 | 41 | 54 | 31 | 37 | 18 | 27 | 68 | 45 | 129 |
| | 12%di | 12% | 11% | 10% | 6% | 14% | 11% | 13% | 14%d | 7% | 12% | 14%di | 12% | 15% | 9% | 11% | 13% | 10% | 13% |
| Poverty/Inequality | 112 | 42 | 65 | 14 | 22 | 13 | 24 | 19 | 20 | 36 | 37 | 39 | 35 | 24 | 20 | 29 | 59 | 49 | 114 |
| | 11%a | 9% | 13% | 13% | 13% | 8% | 14% | 12% | 9% | 13% | 11% | 10% | 13% | 10% | 10% | 13% | 12% | 11% | 11% |
| Education/Schools | 77 | 22 | 53 | 4 | 11 | 23 | 15 | 11 | 13 | 15 | 39 | 24 | 25 | 23 | 23 | 3 | 48 | 26 | 97 |
| | 8%ao | 5% | 11%za | 3% | 6% | 14%zch | 9% | 7% | 6% | 5% | 12%zci | 6% | 10%o | 9%o | 11%oq | 1% | 9%zo | 6%o | 10% |
| | | | | | | ik | | | | | k | | | | | | | | |

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 : 2nd August - 7th August 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

10 Aug 2023

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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 41 8% | 28 6% | 7 7% | 6 3% | 9 5% | 17 10% | 18 12%zdi | 13 6% | 13 5% | 26 8% | 31 8% | 23 9% | 22 9% | 7 4% | 16 7% | 45 9%z | 23 5% | 94 9% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 67 7% | 36 7% | 30 6% | 5 4% | 5 3% | 14 9% | 14 8% | 16 10%di | 13 6% | 10 4% | 28 8% | 29 7% | 23 9% | 15 6% | 10 5% | 16 7% | 38 7% | 26 6% | 66 7% |
| Defence/Foreign affairs/ International terrorism | 53 5%b | 36 8%zb | 17 3% | 3 2% | 7 4% | 8 5% | 9 6% | 12 8% | 15 6% | 9 3% | 17 5% | 27 7% | 20 7% | 13 5% | 9 4% | 7 3% | 33 6% | 16 4% | 61 6% |
| Low pay/Minimum wage/Fair wages | 45 5% | 21 4% | 23 5% | 4 3% | 16 9%zhk | 5 3% | 7 4% | 8 5% | 5 2% | 20 7% | 12 4% | 13 3% | 13 5% | 16 6% | 6 3% | 8 3% | 30 6% | 14 3% | 53 5% |
| Public services in general | 43 4%h | 23 5% | 19 4% | 3 2% | 3 2% | 13 8%hi | 11 6%h | 10 7%hik | 3 1% | 6 2% | 23 7%zhi | 14 4%h | 18 7%n | 10 4% | 2 1% | 11 5% | 27 5% | 14 3% | 43 4% |
| Unemployment/ Factory closure/ Lack of industry | 39 4% | 18 4% | 21 4% | 3 2% | 6 4% | 6 3% | 5 3% | 6 4% | 13 6% | 9 3% | 11 3% | 19 5% | 14 5% | 9 4% | 5 3% | 10 4% | 23 4% | 16 4% | 44 4% |
| Taxation | 36 4%hk | 24 5% | 12 2% | 6 6%h | 7 4% | 6 3% | 11 6%hk | 5 3% | 2 1% | 13 5%h | 16 5%h | 6 2% | 10 4% | 8 3% | 10 5% | 8 3% | 19 4% | 18 4% | 34 3% |
| Petrol prices/Fuel | 30 3%b | 22 5%zb | 8 2% | 1 1% | 3 2% | 7 4% | 9 5% | 2 1% | 8 4% | 4 1% | 16 5% | 11 3% | 7 3% | 5 2% | 12 6% | 5 2% | 12 2% | 17 4% | 27 3% |
| Pensions/Social security/Benefits | 30 3%j | 11 2% | 18 4% | 3 3% | 10 6%fj | 2 2% | 1 1% | 7 5%j | 5 2% | 14 5%j | 4 1% | 12 3% | 13 5% | 5 2% | 7 3% | 4 2% | 18 3% | 11 3% | 22 2% |
| Transport/Public transport | 26 3% | 13 3% | 13 3% | - - | 5 3% | 6 4% | 3 2% | 5 3% | 6 3% | 5 2% | 10 3% | 12 3% | 9 3% | 8 3% | 5 3% | 5 2% | 16 3% | 10 2% | 34 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 : 2nd August - 7th August 2023
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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+

| | TOTAL (z) | SEX | | AGE | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL |
|---|------------------------------|-------------|--------------------|--------------|--------------|--------------|--------------|------------------------|------------|--------------|--------------|----------------------|----------------------|-----------|-----------|----------------------|----------------------|-------------|----------------|
| | | MALE (a) | FE- MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | |
| UNWEIGHTED BASE | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| Trade unions/ Strikes | 21 2%a | 3 1% | 18 4%za | 1 1% | 8 4% | 3 2% | 3 1% | 5 3% | 2 1% | 9 3% | 5 2% | 7 2% | 5 2% | 3 1% | 4 2% | 7 3% | 9 2% | 11 3% | 16 2% |
| Mental health/ well-being | 19 2% | 7 1% | 12 2% | 2 2% | 4 2% | 5 3% | 5 3% | 1 1% | 2 1% | 6 2% | 10 3% | 3 1% | 6 2% | 5 2% | 4 2% | 4 2% | 11 2% | 9 2% | 21 2% |
| Race relations | 19 2% | 11 2% | 5 1% | 3 3% | 6 3% | 4 2% | 2 1% | 1 1% | 3 1% | 9 3% | 6 2% | 4 1% | 4 1% | 7 3% | - | 5 2% | 11 2% | 5 1% | 20 2% |
| Population levels/ Overpopulation | 18 2% ^m | 8 2% | 10 2% | 2 1% | * * | 3 2% | 1 1% | 5 3% | 7 3% | 2 1% | 5 1% | 12 3% | 7 3% ^m | * * | 1 1% | 9 4% ^m | 7 1% ^m | 10 2% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 14 1% | 7 1% | 7 1% | 1 1% | 3 2% | 3 2% | 2 1% | 4 2% | 2 1% | 4 2% | 4 1% | 5 1% | 3 1% | 5 2% | 2 1% | 4 2% | 7 1% | 6 1% | 19 2% |
| Nuclear weapons/ Nuclear war/ Disarmament | 14 1% ^m | 9 2% | 4 1% | - - | 2 1% | 2 1% | 1 1% | 1 1% | 7 3% | 2 1% | 3 1% | 8 2% | 4 2% | 1 * | 3 2% | 5 2% | 5 1% | 8 2% | 15 1% |
| UK union/ devolution/reform | 13 1% | 9 2% | 4 1% | 1 1% | 1 * | 2 1% | 4 3% | 3 2% | 2 1% | 2 1% | 6 2% | 5 1% | 4 2% | 6 2% | 1 * | 3 1% | 10 2% | 3 1% | 16 2% |
| Food production/ farming | 12 1% | 3 1% | 10 2% | 2 2% | 2 1% | 1 1% | 3 2% | 4 2% | 1 * | 4 2% | 4 1% | 4 1% | 7 3% ^m | * * | 4 2% | - | 7 1% ^m | 4 1% | 10 1% |
| Nationalisation/ Government control of institutions | 12 1% | 7 1% | 4 1% | 2 2% | 2 1% | 1 1% | 3 2% | 3 2% | 2 1% | 3 1% | 4 1% | 5 1% | 3 1% | 5 2% | 4 2% | - | 8 2% | 4 1% | 16 2% |
| Ageing population/ Social care for the elderly | 12 1% | 4 1% | 7 1% | - - | 1 * | 2 1% | 2 1% | 6 4% ^{zhi} | 1 * | 1 * | 4 1% | 7 2% ^h | 3 1% | 2 1% | 5 2% | 2 1% | 5 1% | 7 2% | 13 1% |
| Local government/ Council tax | 11 1% | 4 1% | 7 1% | - - | 1 1% | 4 2% | 1 1% | 2 1% | 2 1% | 1 * | 5 2% | 4 1% | 3 1% | 1 * | 1 1% | 5 2% | 4 1% | 6 1% | 14 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
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 Respondent type : GB Adults 18+
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10 Aug 2023

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

| | TOTAL (z) | SEX | | AGE | | | | | | | | | SOCIAL GRADE | | | | | | UNWTD TOTAL |
|------------------------------------|-------------------|-------------|--------------------|--------------|--------------|----------------------|--------------|-----------------|------------|--------------|---------------------|------------|--------------|------------|----------------|-----------|---------------|----------------|----------------|
| | | MALE (a) | FE- MALE (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | |
| UNWEIGHTED BASE | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| International trade/trade deals | 7 1% | 3 1% | 4 1% | - | - | 2 1% | 1 * | 4 3%zhi k | - | - | 3 1% | 4 1% | 4 1% | 1 1% | 1 1% | * | 5 1% | 2 * | 7 1% |
| Pound/Exchange rate/Value of pound | 7 1% | 3 1% | 3 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 * | 2 1% | 2 1% | 2 1% | 3 1% | 3 1% | - | - | 7 1%z | - | 12 1% |
| Countryside/Rural life | 4 * | 1 * | 3 1% | - | - | 1 1% | - | 1 1% | 2 1% | - | 1 * | 3 1% | 1 * | * | - | 1 1% | 1 * | 1 * | 6 1% |
| Coronavirus/pandemic diseases | 4 * | 3 1% | 1 * | - | 2 1% | - | - | 2 1% | 1 * | 2 1% | - | 3 1% | 1 * | 2 1% | - | 1 * | 3 1% | 1 * | 4 * |
| Privatisation | 3 * | 1 * | 1 * | - | 1 1% | 1 1% | - | * * | * * | 1 * | 1 * | 1 * | * * | * * | 2 1% | - | 1 * | 2 1% | 4 * |
| Drug abuse | 2 * | * * | 2 * | - | 2 1% | - | - | * * | - | 2 1% | - | * * | - | * * | - | 2 1% | * * | 2 * | 2 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| Royal Family/Monarchy | 2 * | 1 * | 1 * | - | - | 1 1% | - | - | 1 * | - | 1 * | 1 * | 1 * | - | 1 1% | - | 1 * | 1 * | 2 * |
| Animal welfare | 1 * | - | 1 * | - | - | - | - | - | 1 * | - | - | 1 * | - | - | - | 1 * | - | 1 * | 1 * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 105 10%bi m | 64 13%zb | 39 8% | 6 5% | 12 7% | 32 20%zc dghik | 20 12% | 12 8% | 24 10% | 18 6% | 52 16%zcd gik | 36 9% | 30 11% | 16 6% | 31 16% m | 23 10% | 45 9% m | 54 13% m | 105 10% |
| MEAN NUMBER OF MENTIONS | 2.81c hioq | 2.76 | 2.85 | 2.36 | 2.80c i | 2.98c hi | 3.02c hi | 3.14z chik | 2.55 | 2.63c | 3.00z chi | 2.78c h | 3.15z noq | 2.89o q | 2.72 | 2.52 | 3.02z moq | 2.61 | 2.94 |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q
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Q.PL01/02
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 | 1004 | 516 | 472 | 86 | 160 | 148 | 157 | 188 | 265 | 246 | 305 | 453 | 290 | 336 | 151 | 166 | 626 | 317 | 1004 |
| WEIGHTED BASE | 1004 | 483 | 505 | 112* | 172* | 163* | 169* | 154 | 234 | 284 | 332 | 388 | 262 | 252 | 201* | 234 | 514 | 435 | 1004 |
| | 100% | 48% | 50% | 11%* | 17%* | 16%* | 17%* | 15% | 23% | 28% | 33% | 39% | 26% | 25% | 20%* | 23% | 51% | 43% | 100% |
| STANDARD ERROR | 0.04 | 0.06 | 0.06 | 0.09 | 0.10 | 0.11 | 0.11 | 0.13 | 0.07 | 0.07 | 0.08 | 0.07 | 0.08 | 0.07 | 0.11 | 0.09 | 0.06 | 0.07 | 0.05 |
| ERROR VARIANCE | * | * | * | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | * | * | 0.01 | * | 0.01 | 0.01 | 0.01 | 0.01 | * | * | * |
| Don't know | 160 | 76 | 79 | 37 | 14 | 17 | 26 | 20 | 45 | 51 | 43 | 66 | 17 | 38 | 32 | 55 | 55 | 87 | 122 |
| | 16% ^d | 16% | 16% | 33% ^{zde} | 8% | 10% | 15% | 13% | 19% ^d | 18% ^d | 13% | 17% ^d | 6% | 15% ^{lp} | 16% ^l | 23% ^{zl} | 11% ^l | 20% ^{lp} | 12% |
| | p | | | fghijk | | | | | | | | | | | p | | | | |
| Personal finances (NET) | 491 | 234 | 250 | 50 | 97 | 87 | 81 | 78 | 99 | 147 | 168 | 177 | 139 | 122 | 102 | 108 | 260 | 210 | 489 |
| | 49% | 48% | 49% | 44% | 56% ^h | 53% | 48% | 51% | 42% | 52% | 50% | 46% | 53% | 48% | 50% | 46% | 51% | 48% | 49% |

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 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Inflation/Prices | 367 37% | 320 37% | 16 33% | 32 36% | 125 39% | 94 40% | 110 36% | 94 36% | 132 36% | 54 39% | 78 33% | 124 34% | 118 41% | 52 33% | 61 44% | 242 37% | 113 38% | 63 37% | 89 40% | 108 35% | 81 39% | 366 36% |
| Economy/Economic situation | 367 37% ^{oqu} | 320 37% | 13 26% | 33 38% | 112 35% | 79 33% | 124 40% ^b | 111 43% | 130 35% | 51 37% | 80 34% | 142 39% | 117 41% ^q | 47 29% | 42 30% | 260 40% ^{zq} | 89 30% | 72 41% ^u | 91 41% ^u | 140 46% ^{zu} | 22 11% | 418 42% |
| Pollution/ Environment/ Climate change | 254 25% ^{no} qr | 226 26% | 10 20% | 19 21% | 87 27% | 68 29% | 80 26% | 70 27% | 88 24% | 38 28% | 50 21% | 110 30% ^{zn} oq | 89 31% ^{zn} oq | 23 14% | 22 16% | 199 30% ^{zn} oq | 45 15% | 20 12% | 62 28% ^r u | 115 37% ^{zr} u | 38 18% | 288 29% |
| National health service/Hospitals/ Healthcare | 253 25% ^f | 218 25% | 7 15% | 27 31% ^f | 90 28% | 63 27% | 62 20% | 55 21% | 100 27% | 30 22% | 70 30% ^f | 100 27% | 72 25% | 36 23% | 29 21% | 172 26% | 66 22% | 37 21% | 54 25% | 96 31% ^{zr} | 48 23% | 262 26% |
| Immigration/ immigrants | 227 23% ^{ci} t | 206 24% ^{ci} | 9 19% | 12 13% | 74 23% ^c | 63 27% ^{ci} | 76 25% ^c | 67 26% ^{ci} | 76 21% | 20 15% | 56 24% | 90 25% | 59 21% | 32 20% | 34 24% | 150 23% | 66 22% | 62 36% ^{zs} t | 42 19% | 52 17% | 53 26% | 214 21% |
| Housing | 149 15% ^{de} pu | 134 15% ^{de} | 3 7% | 12 14% ^d | 30 9% | 17 7% | 50 16% ^{de} | 46 18% ^{de} | 70 19% ^{zd} e | 21 15% | 49 21% ^{zb} de | 43 12% | 42 15% | 24 15% | 34 24% ^{zl} p | 85 13% | 57 19% | 30 17% ^u | 42 19% ^u | 55 18% ^{zu} | 12 6% | 149 15% |
| Lack of faith in politics / politicians / government | 116 12% | 90 10% | 7 15% | 19 21% ^{za} fghk | 50 16% ^{ak} | 32 13% | 30 10% | 23 9% | 36 10% | 19 14% | 17 7% | 46 12% | 36 12% | 11 7% | 17 12% | 81 12% | 28 9% | 18 10% | 23 11% | 44 14% ^z | 18 9% | 129 13% |
| Poverty/Inequality | 112 11% | 95 11% | 4 9% | 13 15% | 50 16% ^{za} fg | 37 16% ^{fg} | 25 8% | 21 8% | 37 10% | 13 9% | 24 10% | 35 10% | 30 10% | 24 15% | 14 10% | 65 10% | 39 13% | 17 10% | 25 11% | 43 14% ^z | 16 8% | 114 11% |
| Education/Schools | 77 8% | 64 7% | 4 8% | 10 11% | 28 9% | 18 8% | 22 7% | 18 7% | 28 7% | 12 9% | 15 7% | 30 8% | 27 9% | 14 9% | 5 4% | 57 9% | 20 6% | 10 6% | 14 6% | 42 14% ^{zrs} u | 10 5% | 97 10% |

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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 Fieldwork dates : 2nd August - 7th August 2023
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| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EXCL. GL (k) | 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 53 6% | 3 6% | 14 16% zad efghk | 28 9% | 14 6% | 14 5% | 11 4% | 28 8% | 11 8% | 16 7% | 23 6% | 32 11% zq | 7 4% | 7 5% | 55 8% z | 13 4% | 9 5% | 8 3% | 36 12% zrs u | 6 3% | 94 9% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 67 7% k | 60 7% k | 5 11% k | 2 3% | 22 7% c | 19 8% k | 26 8% k | 21 8% k | 20 5% k | 15 11% chk | 5 2% | 36 10% zq | 18 6% | 6 4% | 8 6% | 54 8% z | 13 4% | 9 5% | 11 5% | 21 7% | 12 6% | 66 7% |
| Defence/Foreign affairs/ International terrorism | 53 5% fgs | 46 5% fg | 1 2% | 6 6% | 26 8% fg | 21 9% fg | 7 2% | 6 2% | 20 5% | 8 6% | 12 5% | 21 6% | 17 6% | 7 5% | 6 4% | 38 6% | 13 4% | 16 10% zs | 4 2% | 16 5% | 6 3% | 61 6% |
| Low pay/Minimum wage/Fair wages | 45 5% | 40 5% | 4 8% | 1 1% | 10 3% | 9 4% | 15 5% | 11 4% | 21 6% | 4 3% | 17 7% | 11 3% | 15 5% | 6 4% | 10 7% | 26 4% | 16 5% | 4 2% | 16 7% | 17 5% | 5 3% | 53 5% |
| Public services in general | 43 4% | 40 5% | 1 3% | 2 2% | 13 4% | 11 4% | 9 3% | 7 3% | 22 6% | 4 3% | 18 8% zf | 16 4% | 19 7% zq | 4 3% | 3 2% | 36 5% z | 7 2% | 11 6% | 8 3% | 15 5% | 8 4% | 43 4% |
| Unemployment/ Factory closure/ Lack of industry | 39 4% | 37 4% | * 1% | 1 2% | 12 4% | 10 4% | 12 4% | 12 5% | 14 4% | 6 5% | 8 3% | 16 4% | 7 2% | 9 6% | 6 4% | 23 3% | 15 5% | 5 3% | 9 4% | 15 5% | 8 4% | 44 4% |
| Taxation | 36 4% | 32 4% | 1 2% | 3 4% | 10 3% | 7 3% | 8 3% | 7 3% | 18 5% | 5 4% | 13 5% | 8 2% | 16 5% | 3 2% | 8 6% | 24 4% | 12 4% | 11 6% u | 9 4% | 11 4% | 1 1% | 34 3% |
| Petrol prices/Fuel | 30 3% | 28 3% | 1 2% | 1 1% | 9 3% | 8 3% | 7 2% | 6 2% | 15 4% | 7 5% | 7 3% | 14 4% | 13 4% q | 1 1% | 2 1% | 27 4% z | 3 1% | 5 3% | 7 3% | 9 3% | 7 3% | 27 3% |
| Pensions/Social security/Benefits | 30 3% | 29 3% h | - - | 1 1% | 12 4% | 11 5% | 12 4% | 12 5% | 5 1% | 2 1% | 4 2% | 9 2% | 15 5% z | 5 3% | 1 1% | 24 4% | 6 2% | 8 5% | 5 2% | 6 2% | 10 5% | 22 2% |

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| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH INCL. SCOT LAND (d) | NORTH EXCL. SCOT LAND (e) | MID LANDS INCL. WALES (f) | MID LANDS (g) | SOUTH INCL. GL (h) | GL (i) | SOUTH EXCL. GL (k) | 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 | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
| WEIGHTED BASE | 1004 | 868 | 48* | 87* | 324 | 236 | 310 | 261 | 371 | 137* | 233 | 365 | 289 | 161* | 139* | 654 | 300 | 173 | 221 | 308 | 206* | 1004 |
| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Transport/Public transport | 26 3% | 20 2% | 2 4% | 5 5%g | 12 4% | 7 3% | 5 2% | 3 1% | 9 2% | 5 4% | 4 2% | 14 4% | 6 2% | 4 3% | 1 * | 20 3% | 5 2% | 4 2% | 9 4% | 10 3% | - - | 34 3% |
| Trade unions/ Strikes | 21 2%fgl pt | 18 2%fg | 1 3%fg | 1 2% | 3 1% | 1 1% | 2 1%g | * * | 17 5%zad efg | 6 4%def g | 11 5%zad efg | 2 1% | 7 2% | 11 7%zlo p | 1 * | 9 1% | 11 4%lo | * * | 5 2% | 4 1% | 9 5% | 16 2% |
| Mental health/ well-being | 19 2%p | 13 1% | 2 4%e | 5 5%zad ehik | 5 2%e | * * | 11 4%ae | 9 4%ae | 3 1% | 1 1% | 2 1% | 3 1% | 5 2% | 7 4%l | 2 1% | 8 1% | 9 3% | 5 3% | 4 2% | 7 2% | 4 2% | 21 2% |
| Race relations | 19 2%lp | 16 2% | 3 5%de | * * | 2 1% | 1 1% | 5 2% | 3 1% | 11 3% | 5 3% | 7 3% | 2 * | 3 1% | 5 3% | 9 6%zlm p | 4 1% | 13 4%zlm p | 4 2% | 2 1% | 7 2% | 2 1% | 20 2% |
| Population levels/ Overpopulation | 18 2%pt | 18 2% | - - | * * | 9 3%c | 9 4% | 3 1% | 3 1% | 6 2% | 3 2% | 2 1% | 4 1% | 1 * | 6 3% | 7 5%zlm p | 6 1% | 12 4%zmp | 3 2% | 3 1% | 2 1% | 9 4% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 14 1% | 12 1% | 2 4% | * * | 3 1% | 3 1% | 6 2% | 4 2% | 5 1% | * * | 4 2% | 4 1% | 3 1% | - - | 4 3% | 7 1% | 4 1% | 5 3% | 3 1% | 3 1% | - - | 19 2% |
| Nuclear weapons/ Nuclear war/ Disarmament | 14 1% | 11 1% | 1 2% | 1 1% | 6 2% | 5 2% | 2 1% | 2 1% | 5 1% | 2 1% | 4 2% | 7 2% | 2 1% | 2 1% | 3 2% | 9 1% | 5 2% | * * | * * | 5 2% | 5 2% | 15 1% |
| UK union/ devolution/reform | 13 1%a | 4 * | - - | 9 10%zab defghi k | 10 3%zae fg | 2 1% | - - | - - | 2 1% | 1 1% | 2 1% | 2 * | 9 3%zlp | 1 1% | 1 * | 11 2%l | 2 1% | 3 2% | 2 1% | 3 1% | 1 1% | 16 2% |

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| UNWEIGHTED BASE | 1004 | 811 | 71 | 122 | 322 | 200 | 316 | 245 | 366 | 148 | 218 | 389 | 307 | 120 | 139 | 696 | 259 | 159 | 180 | 493 | 77 | 1004 |
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| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Food production/ farming | 12 1%alp | 6 1% | 2 3%g | 5 5%zad fghik | 8 2%a | 3 1% | 2 1% | 1 * | 3 1% | * * | 2 1% | * * | 2 1% | 2 1% | 2 1% | 3 * | 4 1% | - - | 4 2% | 3 1% | 3 1% | 10 1% |
| Nationalisation/ Government control of institutions | 12 1% | 9 1% | 2 3%e | 2 2% | 2 * | - - | 3 1% | 2 1% | 7 2% | 5 3%zad e | 3 1% | 5 1% | 4 1% | 2 1% | 1 1% | 8 1% | 3 1% | 2 1% | 3 2% | 5 2% | 1 1% | 16 2% |
| Ageing population/ Social care for the elderly | 12 1%a | 7 1% | 1 3% | 4 4%zad eh | 5 1% | 1 * | 4 1% | 3 1% | 3 1% | 1 1% | 2 1% | 3 1% | 3 1% | - - | 1 1% | 7 1% | 1 * | - - | 4 2% | 4 1% | 3 1% | 13 1% |
| Local government/ Council tax | 11 1% | 8 1% | - - | 3 4%zah ik | 7 2% | 3 1% | 3 1% | 3 1% | 1 * | - - | 1 * | 4 1% | 5 2% | 1 1% | 2 1% | 8 1% | 3 1% | 5 3% | 1 * | 4 1% | - - | 14 1% |
| International trade/trade deals | 7 1% | 7 1% | - - | * * | * * | - - | - - | - - | 7 2%za | - - | 7 3%zad fg | 2 1% | 2 1% | 1 1% | 1 1% | 4 1% | 3 1% | 1 1% | - - | 3 1% | 1 1% | 7 1% |
| Pound/Exchange rate/Value of pound | 7 1% | 6 1% | - - | 1 1% | 1 * | * * | 3 1% | 3 1% | 2 1% | 2 1% | 1 * | 2 1% | 2 1% | - - | 2 2% | 4 1% | 2 1% | - - | 2 1% | 4 1%z | - - | 12 1% |
| Countryside/Rural life | 4 * | 3 * | - - | 1 1% | 1 * | * * | - - | - - | 3 1% | 1 1% | 2 1% | 2 * | 1 * | - - | - - | 3 * | - - | 2 1% | * * | 2 1% | - - | 6 1% |
| Coronavirus/ pandemic diseases | 4 * | 4 * | - - | - - | 3 1% | 3 1% | - - | - - | 1 * | - - | 1 * | 2 * | - - | 2 1% | 1 1% | 2 * | 2 1% | 1 1% | 2 1% | - - | - - | 4 * |
| Privatisation | 3 * | 3 * | - - | * * | 1 * | 1 1% | - - | - - | 1 * | 1 1% | * * | 1 * | 1 1% | - - | - - | 3 * | - - | - - | - - | 3 1%z | - - | 4 * |
| Drug abuse | 2 * | 2 * | - - | - - | - - | - - | 2 1% | 2 1% | - - | - - | - - | - - | - - | 2 1% | * * | - - | 2 1% | 2 1% | - - | * * | - - | 2 * |

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| | 100% | 86% | 5%* | 9%* | 32% | 24% | 31% | 26% | 37% | 14%* | 23% | 36% | 29% | 16%* | 14%* | 65% | 30% | 17% | 22% | 31% | 21%* | 100% |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| Royal Family/ Monarchy | 2 * | 1 | - | 1 | 2 | 1 | - | - | - | - | - | 1 | 1 | - | - | 2 | - | 1 | - | 1 | - | 2 |
| | | * | - | 1%zah | 1% | * | - | - | - | - | - | * | * | - | - | * | - | 1% | - | * | - | * |
| Animal welfare | 1 * | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 |
| | | * | - | - | - | - | * | * | - | - | - | * | - | - | * | - | - | - | * | - | - | * |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 105 10%p | 85 | 8 | 13 | 36 | 23 | 29 | 22 | 40 | 15 | 25 | 35 | 21 | 27 | 16 | 56 | 43 | 16 | 24 | 34 | 22 | 105 |
| | | 10% | 16% | 15% | 11% | 10% | 9% | 8% | 11% | 11% | 11% | 9% | 7% | 17%mp | 11% | 9% | 14%mp | 9% | 11% | 11% | 11% | 10% |
| MEAN NUMBER OF MENTIONS | 2.81u | 2.80 | 2.55 | 3.05 | 2.89 | 2.84 | 2.71 | 2.74 | 2.82 | 2.83 | 2.81 | 2.81 | 2.95n | 2.61 | 2.74 | 2.87 | 2.67 | 2.80u | 2.84u | 3.16z | 2.32 | 2.94 |
| | | | | | | | | | | | | | q | | | | | | | rsu | | |
| STANDARD ERROR | 0.04 | 0.05 | 0.13 | 0.13 | 0.08 | 0.09 | 0.07 | 0.08 | 0.07 | 0.11 | 0.09 | 0.07 | 0.08 | 0.10 | 0.11 | 0.05 | 0.07 | 0.09 | 0.09 | 0.07 | 0.11 | 0.05 |
| ERROR VARIANCE | * | * | 0.02 | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | * | 0.01 | 0.01 | * | 0.01 | 0.01 | 0.01 | * | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | * |
| Don't know | 160 16%dm 16%de 21%d 9% | 142 | 10 | 8 | 33 | 25 | 68 | 58 | 59 | 20 | 39 | 59 | 26 | 37 | 21 | 86 | 58 | 21 | 36 | 27 | 58 | 122 |
| | | 16%dm | 16%de | 21%d | 9% | 10% | 22%za | 22%za | 16% | 14% | 17% | 16%dm | 9% | 23%mp | 15% | 13%dm | 19%dm | 12% | 16%t | 9% | 28%zr | 12% |
| | | pt | | | | | cde | cde | | | | | | | | | | | | | t | |
| Personal finances (NET) | 491 49% | 425 | 24 | 42 | 164 | 122 | 144 | 120 | 183 | 70 | 113 | 167 | 157 | 71 | 77 | 324 | 148 | 77 | 123 | 152 | 104 | 489 |
| | | 49% | 50% | 48% | 51% | 51% | 47% | 46% | 49% | 51% | 48% | 46% | 54% | 44% | 55% | 50% | 49% | 44% | 56% | 49% | 50% | 49% |

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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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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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 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) | CHILD IN HH | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Inflation/Prices | 367 | 192 | 30 | 145 | 50 | 109 | 18 | 145 | 48 | 60 | 109 | 113 | 58 | 80 | 72 | 56 | 47 | 366 |
| | 37% | 38% | 37% | 35% | 30% | 42% | 29% | 40% | 38% | 35% | 42% | 40% | 36% | 41% | 40% | 36% | 36% | 36% |
| Economy/Economic situation | 367 | 219 | 27 | 120 | 65 | 128 | 33 | 92 | 33 | 82 | 122 | 111 | 59 | 69 | 62 | 65 | 64 | 418 |
| | 37%cl | 44%zc | 33% | 29% | 39% | 49%z | 53%z | 25% | 26% | 49%zl | 47%zl | 40% | 37% | 36% | 35% | 41% | 49%zB | 42% |
| | | | | | | | | | | | | | | | | | C | |
| Pollution/ Environment/ Climate change | 254 | 119 | 23 | 112 | 37 | 82 | 28 | 60 | 35 | 43 | 87 | 65 | 35 | 51 | 44 | 49 | 54 | 288 |
| | 25% | 24% | 28% | 27% | 22% | 31%z | 44%zf | 17% | 28% | 25% | 34%z | 23% | 22% | 27% | 25% | 31% | 41%zA | 29% |
| | | | | | | | | | | | | | | | | | BC | |
| National health service/Hospitals/ Healthcare | 253 | 118 | 29 | 106 | 34 | 82 | 17 | 82 | 26 | 49 | 74 | 74 | 31 | 54 | 40 | 43 | 35 | 262 |
| | 25% | 23% | 35%a | 25% | 20% | 31%zf | 27% | 22% | 21% | 29% | 29% | 27% | 19% | 28% | 23% | 27% | 27% | 26% |
| Immigration/ immigrants | 227 | 111 | 14 | 102 | 61 | 29 | 10 | 90 | 19 | 39 | 53 | 48 | 34 | 44 | 51 | 26 | 31 | 214 |
| | 23%g | 22% | 17% | 24% | 36%zg | 11% | 17% | 25% | 15% | 23% | 21% | 17% | 21% | 23% | 29%D | 17% | 24% | 21% |
| | | | | | h | | | | | | | | | | | | | |
| Housing | 149 | 84 | 19 | 46 | 20 | 56 | 8 | 44 | 16 | 34 | 43 | 54 | 18 | 30 | 22 | 24 | 19 | 149 |
| | 15%c | 17% | 23%c | 11% | 12% | 21%zf | 13% | 12% | 13% | 20% | 17% | 19% | 11% | 16% | 13% | 15% | 14% | 15% |
| Lack of faith in politics / politicians / government | 116 | 54 | 13 | 50 | 8 | 28 | 10 | 32 | 15 | 13 | 29 | 30 | 17 | 22 | 20 | 16 | 21 | 129 |
| | 12%f | 11% | 16% | 12% | 5% | 11% | 15%f | 9% | 12% | 8% | 11% | 11% | 10% | 11% | 12% | 10% | 16% | 13% |
| Poverty/Inequality | 112 | 46 | 8 | 58 | 6 | 41 | 6 | 44 | 20 | 19 | 27 | 30 | 27 | 20 | 19 | 14 | 9 | 114 |
| | 11%f | 9% | 10% | 14% | 4% | 16%zf | 10% | 12% | 16% | 12% | 10% | 11% | 17%E | 10% | 11% | 9% | 7% | 11% |
| Education/Schools | 77 | 47 | 7 | 23 | 8 | 27 | 8 | 25 | 8 | 10 | 29 | 32 | 12 | 14 | 11 | 12 | 12 | 97 |
| | 8% | 9% | 9% | 5% | 5% | 10% | 13% | 7% | 6% | 6% | 11%z | 11% | 7% | 7% | 6% | 8% | 10% | 10% |

Proportions/Mean: 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 : 2nd August - 7th August 2023
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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 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) | CHILD IN HH | 1 (A) | 2 (B) | 3 (C) | 4 (D) | 5 (E) | |
| UNWEIGHTED BASE | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 44 9% | 5 6% | 21 5% | 6 3% | 31 12%zf | 5 9% | 10 3% | 9 7% | 6 4% | 33 13%zm | 17 6% | 6 4% | 18 9% | 14 8% | 8 5% | 17 13%zAD | 94 9% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 67 7% | 36 7% | 3 3% | 29 7% | 15 9% | 14 5% | 2 3% | 27 7% | 2 2% | 16 9%l | 18 7% | 15 5% | 7 4% | 13 7% | 15 9% | 12 8% | 9 7% | 66 7% |
| Defence/Foreign affairs/ International terrorism | 53 5% | 28 6% | 3 4% | 22 5% | 17 10%z | 12 5% | 5 7% | 14 4% | 4 3% | 4 3% | 16 6% | 17 6% | 6 3% | 11 6% | 14 8% | 7 4% | 9 7% | 61 6% |
| Low pay/Minimum wage/Fair wages | 45 5% | 30 6% | 2 2% | 13 3% | 2 1% | 17 6%f | 2 2% | 18 5% | 2 2% | 11 6% | 11 4% | 12 4% | 10 6% | 15 8%D | 8 4% | 3 2% | 6 5% | 53 5% |
| Public services in general | 43 4% | 22 4% | 3 3% | 18 4% | 5 3% | 19 7%z | 3 4% | 8 2% | 5 4% | 3 2% | 23 9%zm | 11 4% | 4 3% | 9 4% | 10 6% | 11 7% | 6 4% | 43 4% |
| Unemployment/ Factory closure/ Lack of industry | 39 4% | 13 3% | 5 6% | 21 5% | 4 2% | 8 3% | 2 4% | 21 6% | 4 3% | 11 7% | 8 3% | 9 3% | 10 6% | 9 5% | 7 4% | 4 3% | 3 2% | 44 4% |
| Taxation | 36 4% | 25 5% | 3 4% | 8 2% | 10 6% | 5 2% | 3 5% | 11 3% | 7 6% | 3 2% | 13 5% | 13 5% | 1 1% | 8 4% | 2 1% | 11 7%zAC | 7 5% | 34 3% |
| Petrol prices/Fuel | 30 3% | 23 4%z | 1 1% | 7 2% | 1 1% | 12 5% | * 1% | 8 2% | 6 4% | 5 3% | 12 5% | 11 4% | 1 * | 9 5% | 6 3% | 5 3% | 4 3% | 27 3% |
| Pensions/Social security/Benefits | 30 3% | 22 4%z | * * | 8 2% | 18 10%zg | 6 2% | 3 5% | 2 1% | 2 1% | 7 4% | 15 6%z | 9 3% | 4 3% | 5 2% | 4 2% | 2 1% | 2 2% | 22 2% |

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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 | 1004 | 517 | 99 | 388 | 159 | 299 | 80 | 301 | 115 | 191 | 289 | 273 | 129 | 183 | 180 | 179 | 168 | 1004 |
| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Transport/Public transport | 26 3% | 11 2% | 5 6% | 10 2% | 4 3% | 7 3% | 2 4% | 8 2% | 4 3% | 6 3% | 6 3% | 5 2% | 5 3% | 3 2% | 4 2% | 3 2% | 8 6%z | 34 3% |
| Trade unions/ Strikes | 21 2% | 7 1% | - - | 15 4% | - - | 6 2% | 3 5%f | 10 3% | 1 1% | 4 2% | 4 2% | 11 4% | 5 3% | 1 1% | 2 1% | 1 1% | 3 3% | 16 2% |
| Mental health/ well-being | 19 2% | 9 2% | 1 1% | 10 2% | - - | 5 2% | - - | 10 3% | 3 3% | 3 2% | 5 2% | 8 3% | 7 4%C | 3 2% | - - | 3 2% | 2 2% | 21 2% |
| Race relations | 19 2% | 9 2% | 1 1% | 9 2% | 1 * | 12 4%z | 1 2% | 4 1% | 1 1% | 4 2% | 6 2% | 6 2% | 4 2% | 1 1% | 4 2% | 4 2% | 2 1% | 20 2% |
| Population levels/ Overpopulation | 18 2%ⁿ | 5 1% | - - | 14 3% | 3 2% | 6 2% | 4 6%z | 4 1% | 4 3% | 6 4% ⁿ | 1 * | 4 1% | 8 5%B | - - | 2 1% | 3 2% | 4 3%B | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 14 1% | 6 1% | 2 2% | 7 2% | 1 * | 6 2% | 2 4% | 2 1% | 3 3% | 5 3% | 1 * | 4 1% | 4 2% | 4 2% | - - | 1 1% | 3 2% | 19 2% |
| Nuclear weapons/ Nuclear war/ Disarmament | 14 1% | 4 1% | - - | 10 2% | 4 2% | 1 * | 3 5%zg | 5 1% | 3 2% | 1 1% | 3 1% | 1 * | - - | 3 2% | 3 1% | 4 3% | 2 1% | 15 1% |
| UK union/ devolution/reform | 13 1% | 7 1% | 1 1% | 4 1% | - - | 1 * | * 1% | 3 1% | 1 1% | 1 1% | 4 2% | 2 1% | 2 1% | 3 1% | 1 1% | 3 2% | 3 3% | 16 2% |
| Food production/ farming | 12 1% | 8 2% | * * | 4 1% | 1 * | 2 1% | - - | 5 1% | - - | * * | 2 1% | 3 1% | - - | 1 * | 3 2% | 2 1% | 3 3% | 10 1% |
| Nationalisation/ Government control of institutions | 12 1% | 7 1% | 1 1% | 4 1% | - - | 2 1% | 1 1% | 5 1% | 2 2% | 1 1% | 2 1% | 5 2% | * * | 1 1% | 3 2% | 1 * | 4 3% | 16 2% |

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| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Ageing population/ Social care for the elderly | 12 1% | 5 1% | 1 1% | 6 1% | - - | 3 1% | 3 5%zf | 3 1% | 1 1% | 2 1% | 4 2% | 3 1% | - - | - - | 2 1% | 1 1% | 3 2% | 13 1% |
| Local government/ Council tax | 11 1% | 5 1% | - - | 6 1% | 1 1% | 4 1% | * 1% | 3 1% | 2 1% | 3 2% | 2 1% | 7 3% | - - | 4 2% | 2 1% | 1 1% | 3 2% | 14 1% |
| International trade/trade deals | 7 1% | 5 1% | 1 2%c | * * | * * | 2 1% | 2 4%z | 2 1% | 2 1% | - - | 4 1% | 1 1% | 1 1% | - - | 2 1% | 4 2% | - - | 7 1% |
| Pound/Exchange rate/Value of pound | 7 1% | 6 1% | - - | 1 * | * * | 3 1% | 1 2% | 1 * | 1 1% | 2 1% | 2 1% | 2 1% | 2 2% | 2 1% | 1 * | 1 * | 1 1% | 12 1% |
| Countryside/Rural life | 4 * | 1 * | - - | 3 1% | - - | 2 1% | * 1% | 2 * | * * | * * | * * | - - | - - | 2 1% | - - | 1 1% | 1 1% | 6 1% |
| Coronavirus/ pandemic diseases | 4 * | 2 * | - - | 3 1% | - - | 1 * | - - | 4 1% | 1 1% | 2 1% | - - | 2 1% | 2 1% | 1 1% | 1 1% | - - | 1 * | 4 * |
| Privatisation | 3 * | 1 * | - - | 1 * | - - | 1 1% | - - | 1 * | - - | * * | 1 * | - - | - - | 1 1% | * * | - - | * * | 4 * |
| Drug abuse | 2 * | * * | - - | 2 * | 2 1% | - - | - - | - - | - - | 2 1% | * * | 2 1% | - - | - - | * * | - - | - - | 2 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| Royal Family/ Monarchy | 2 * | 1 * | - - | 1 * | - - | - - | - - | 1 * | - - | - - | 1 * | 1 * | - - | 1 1% | 1 * | - - | - - | 2 * |
| Animal welfare | 1 * | - - | - - | 1 * | - - | - - | - - | 1 * | - - | 1 1% | - - | - - | - - | - - | - - | 1 1% | - - | 1 * |

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|-------------------------|----------------|---------------|---------------|---------------------------|------------------|------------|----------------------|-----------|-----------------|-------------------|-------------|----------------|-------|-------|-------|-------|-------------|-------|
| | TOTAL (z) | 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) | 1 (A) | 2 (B) | 3 (C) | 4 (D) | | 5 (E) |
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| WEIGHTED BASE | 1004 | 502 | 82* | 419 | 168* | 261 | 63* | 364 | 126* | 168 | 258 | 280 | 161* | 193 | 177 | 157 | 130 | 1004 |
| | 100% | 50% | 8%* | 42% | 17%* | 26% | 6%* | 36% | 13%* | 17% | 26% | 28% | 16%* | 19% | 18% | 16% | 13% | 100% |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 105 | 58 | 7 | 40 | 10 | 23 | 6 | 40 | 13 | 16 | 25 | 33 | 20 | 13 | 17 | 17 | 14 | 105 |
| | 10% | 12% | 8% | 10% | 6% | 9% | 9% | 11% | 10% | 10% | 10% | 12% | 13% | 7% | 10% | 11% | 11% | 10% |
| MEAN NUMBER OF MENTIONS | 2.81f | 2.89 | 2.77 | 2.72 | 2.52 | 3.14z | 3.14z | 2.56 | 2.56 | 2.89 | 3.15z | 2.87 | 2.66 | 2.89 | 2.83 | 2.80 | 3.23z | 2.94 |
| | | | | | f | f | | | | | l | | | | | | ACD | |
| STANDARD ERROR | 0.04 | 0.06 | 0.12 | 0.06 | 0.10 | 0.08 | 0.19 | 0.07 | 0.12 | 0.10 | 0.08 | 0.08 | 0.10 | 0.10 | 0.10 | 0.09 | 0.13 | 0.05 |
| ERROR VARIANCE | * | * | 0.02 | * | 0.01 | 0.01 | 0.04 | * | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | * |
| Don't know | 160 | 64 | 14 | 82 | 31 | 26 | 3 | 86 | 21 | 12 | 16 | 31 | 29 | 31 | 31 | 21 | 10 | 122 |
| | 16%ag | 13% | 17% | 20%a | 18%h | 10% | 4% | 24% | 17%mn | 7% | 6% | 11% | 18%E | 16% | 18%E | 13% | 8% | 12% |
| Personal finances (NET) | 491 | 250 | 40 | 202 | 57 | 154 | 25 | 192 | 62 | 83 | 138 | 143 | 81 | 106 | 97 | 72 | 55 | 489 |
| | 49%f | 50% | 48% | 48% | 34% | 59%zf | 39% | 53% | 49% | 49% | 53% | 51% | 50% | 55% | 55% | 46% | 42% | 49% |
| | | | | | | h | | | | | | | | | | | | |

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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 | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Inflation/Prices | 367 37%ac | 85 23% | 96 38%ac | 8 12% | 87 38%ac | 21 30%c | 30 39%ac | 156 38% | 136 35% | 75 38% | 316 36% | 50 39% | 42 40% | 175 38% | 366 36% |
| Economy/Economic situation | 367 37% | 367 100%zbc eft | 94 37% | 25 36% | 74 33% | 30 42% | 33 42% | 154 37% | 137 35% | 75 38% | 319 37% | 46 36% | 42 41% | 192 42%z | 418 42% |
| Pollution/ Environment/ Climate change | 254 25%tk | 102 28%t | 53 21% | 10 15% | 36 16% | 22 31%t | 24 30%t | 112 27% | 79 20% | 63 32%zh | 231 27%k | 19 15% | 24 24% | 113 25% | 288 29% |
| National health service/Hospitals/ Healthcare | 253 25% | 94 26% | 253 100%zac eft | 18 26% | 59 26% | 12 17% | 50 65%zac et | 105 25% | 98 25% | 50 25% | 223 26% | 29 23% | 33 32%z | 111 24% | 262 26% |
| Immigration/ immigrants | 227 23%k | 74 20% | 59 23% | 13 19% | 227 100%zab cef | 10 14% | 11 14% | 85 20% | 92 24% | 50 25% | 214 25%zk | 11 8% | 18 18% | 103 23% | 214 21% |
| Housing | 149 15%t | 60 16%t | 41 16%t | 7 11% | 20 9% | 8 12% | 16 21%t | 64 15% | 63 16% | 22 11% | 128 15% | 21 16% | 15 15% | 81 18% | 149 15% |
| Lack of faith in politics / politicians / government | 116 12% | 34 9% | 23 9% | 7 11% | 26 11% | 16 23%zab t | 8 11% | 54 13% | 41 10% | 22 11% | 105 12% | 11 8% | 9 9% | 56 12% | 129 13% |
| Poverty/Inequality | 112 11% | 42 11% | 29 12% | 15 23%zabe t | 21 9% | 3 5% | 8 11% | 47 11% | 48 12% | 16 8% | 92 11% | 18 14% | 13 13% | 41 9% | 114 11% |
| Education/Schools | 77 8% | 33 9% | 50 20%zat | 5 8% | 11 5% | 8 12% | 77 100%zabc et | 33 8% | 30 8% | 15 8% | 70 8% | 7 5% | 17 16%zm | 33 7% | 97 10% |

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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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 | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8% | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 30 8% | 12 5% | 3 5% | 10 4% | 70 100%zab cft | 8 11% | 30 7% | 23 6% | 16 8% | 60 7% | 9 7% | 7 7% | 40 9% | 94 9% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 67 7% | 25 7% | 18 7% | 67 100%zabe ft | 13 6% | 3 5% | 5 7% | 29 7% | 28 7% | 11 5% | 63 7% | 4 3% | 8 8% | 28 6% | 66 7% |
| Defence/Foreign affairs/ International terrorism | 53 5% | 26 7% | 10 4% | 4 6% | 16 7% | 9 13%zbf | 2 2% | 21 5% | 21 5% | 11 6% | 46 5% | 5 4% | 8 7% | 22 5% | 61 6% |
| Low pay/Minimum wage/Fair wages | 45 5% | 17 5% | 12 5% | 3 5% | 8 4% | 2 3% | 6 8% | 21 5% | 13 3% | 11 5% | 38 4% | 8 6% | 9 9%z | 25 5% | 53 5% |
| Public services in general | 43 4% | 23 6%z | 24 10%zt | 1 2% | 6 2% | 3 5% | 3 4% | 24 6% | 14 3% | 5 3% | 40 5% | 3 2% | 4 4% | 21 5% | 43 4% |
| Unemployment/ Factory closure/ Lack of industry | 39 4%^m | 17 5% | 9 3% | 5 7% | 8 3% | 5 7% | 3 4% | 19 5% | 15 4% | 4 2% | 30 3% | 9 7% | 8 8%zm | 9 2% | 44 4% |
| Taxation | 36 4% | 11 3% | 11 4% | 2 3% | 8 3% | 4 6% | 2 2% | 15 4% | 15 4% | 6 3% | 32 4% | 4 3% | 2 2% | 28 6%z | 34 3% |
| Petrol prices/Fuel | 30 3% | 10 3% | 6 2% | 2 3% | 8 4% | 6 9%zab | 1 1% | 14 3% | 14 4% | 3 1% | 28 3% | 2 2% | 4 3% | 20 4% | 27 3% |
| Pensions/Social security/Benefits | 30 3%ⁱ | 9 2% | 7 3% | 1 2% | 17 8%zab | 2 3% | 4 5% | 12 3% | 16 4% | 1 1% | 28 3% | 1 1% | 1 1% | 21 5%z | 22 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 : 2nd August - 7th August 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

10 Aug 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 | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Transport/Public transport | 26 3% | 11 3% | 16 6%zt | 2 3% | 3 1% | 1 2% | 9 12%zaet | 12 3% | 7 2% | 7 4% | 22 3% | 3 2% | 2 2% | 13 3% | 34 3% |
| Trade unions/ Strikes | 21 2% | 6 2% | 9 3% | - - | 2 1% | 2 2% | - - | 11 3% | 9 2% | 2 1% | 17 2% | 4 3% | 1 1% | 7 2% | 16 2% |
| Mental health/ well-being | 19 2% | 5 1% | 4 2% | - - | 1 * | 2 2% | 3 3% | 10 3% | 4 1% | 4 2% | 14 2% | 5 4% | 4 4%zm | 5 1% | 21 2% |
| Race relations | 19 2%j | 10 3% | 4 1% | 1 1% | 2 1% | - - | 2 2% | 8 2% | 7 2% | 4 2% | 11 1% | 7 6%zi | 1 1% | 8 2% | 20 2% |
| Population levels/ Overpopulation | 18 2%a | 2 1% | 1 * | 1 1% | - - | 3 4%abt | - - | 12 3% | 2 1% | 4 2% | 18 2% | - - | 1 1% | 4 1% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 14 1% | 6 2% | 4 2% | * 1% | 6 3% | 2 2% | - - | 6 1% | 6 2% | 2 1% | 11 1% | 2 1% | 2 2% | 4 1% | 19 2% |
| Nuclear weapons/ Nuclear war/ Disarmament | 14 1% | 2 1% | 3 1% | 1 2% | 1 * | 3 4%zat | 1 1% | 3 1% | 6 1% | 5 2% | 12 1% | 1 1% | 1 1% | 3 1% | 15 1% |
| UK union/ devolution/reform | 13 1% | 8 2% | 2 1% | 1 1% | 2 1% | 5 8%zabt | 2 2% | 4 1% | 3 1% | 6 3% | 11 1% | 2 1% | 1 1% | 6 1% | 16 2% |
| Food production/ farming | 12 1% | 3 1% | 4 2% | * 1% | 4 2% | 1 1% | 2 2% | 3 1% | 7 2% | 2 1% | 12 1% | * * | 1 1% | 5 1% | 10 1% |
| Nationalisation/ Government control of institutions | 12 1% | 5 1% | 2 1% | 1 1% | 1 * | 2 3% | 2 2% | 5 1% | 6 2% | 1 * | 9 1% | 3 2% | 1 1% | 7 2% | 16 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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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | UNWTD TOTAL |
|--|------------------------|------------------|------------------------|--------------|---------------------|-------------------|-----------------|--------------|-------------------|--------------|--------------|------------|-------------------|-----------------|-------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | PRI VATE (m) | |
| UNWEIGHTED BASE | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Ageing population/ Social care for the elderly | 12 1% | 4 1% | 9 3%za | 1 1% | 4 2% | 1 2% | 2 2% | 3 1% | 6 2% | 2 1% | 11 1% | * * | 1 1% | 5 1% | 13 1% |
| Local government/ Council tax | 11 1% | 4 1% | 3 1% | * 1% | 1 * | 2 3%t | 1 1% | 4 1% | 7 2% | * * | 10 1% | 1 1% | 1 1% | 4 1% | 14 1% |
| International trade/trade deals | 7 1% | 3 1% | 1 * | - - | - - | 1 2%t | 1 1% | 4 1% | 1 * | 2 1% | 7 1% | - - | 3 3%zm | 4 1% | 7 1% |
| Pound/Exchange rate/Value of pound | 7 1% | 5 1% | 4 1% | - - | 1 * | 1 2% | 1 1% | 4 1% | 1 * | 1 1% | 5 1% | 2 1% | 3 3%zm | 2 1% | 12 1% |
| Countryside/Rural life | 4 * | 2 1% | - - | 1 1% | 2 1% | - - | - - | 2 * | 2 1% | - - | 4 * | - - | - - | 1 * | 6 1% |
| Coronavirus/ pandemic diseases | 4 * | 1 * | 2 1% | - - | 2 1% | 2 2%za | - - | 4 1% | - - | 1 * | 4 * | - - | - - | - - | 4 * |
| Privatisation | 3 * | * * | 3 1% | - - | - - | 2 3%zat | 1 1% | 1 * | 1 * | 1 * | 3 * | - - | * * | 1 * | 4 * |
| Drug abuse | 2 * | - - | * * | - - | * * | * * | - - | 2 * | - - | - - | 2 * | - - | - - | * * | 2 * |
| Median | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| Royal Family/ Monarchy | 2 * | - - | - - | - - | - - | - - | 1 1% | - - | - - | 2 1% | 1 * | 1 1% | - - | 1 * | 2 * |
| Animal welfare | 1 * | - - | - - | - - | - - | - - | - - | - - | - - | 1 1% | 1 * | - - | - - | - - | 1 * |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/e/ft - z/g/h/i - z/j/k - z/l/m/n/o - z/p/q/r/s
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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | IMPORTANT ISSUES | | | | | AREA | | | ETHNIC | | SECTOR WORKING IN | | UNWTD TOTAL | |
|-------------------------|--------------|--------------------|------------------------------|--------------|------------------------|----------------------|--------------------|--------------|----------------------|--------------|--------------|-------------------|---------------|-------------|--------------------|
| | | ECON OMY (a) | NHS/ HOSP ITALS (b) | CRIME (c) | IMMIG RATION (t) | EU/ EUROPE (e) | SCH OOLS (f) | URBAN (g) | SUB- URBAN (h) | RURAL (i) | WHITE (j) | BME (k) | PUBLIC (l) | | PRI VATE (m) |
| UNWEIGHTED BASE | 1004 | 418 | 262 | 66 | 214 | 94 | 97 | 421 | 355 | 228 | 843 | 150 | 199 | 398 | 1004 |
| WEIGHTED BASE | 1004 | 367 | 253 | 67* | 227 | 70* | 77* | 417 | 391 | 196 | 867 | 129* | 103 | 455 | 1004 |
| | 100% | 37% | 25% | 7%* | 23% | 7%* | 8%* | 42% | 39% | 20% | 86% | 13%* | 10% | 45% | 100% |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 105 | 29 | 22 | 5 | 24 | 6 | 7 | 40 | 43 | 23 | 88 | 15 | 9 | 51 | 105 |
| | 10%a | 8% | 9% | 7% | 11% | 8% | 9% | 10% | 11% | 12% | 10% | 12% | 8% | 11% | 10% |
| MEAN NUMBER OF MENTIONS | 2.81k | 3.24z | 3.59za | 3.27z | 3.14z | 3.89za | 4.23za | 2.88 | 2.72 | 2.85 | 2.85 | 2.57 | 2.99 | 2.87 | 2.94 |
| STANDARD ERROR | 0.04 | 0.07 | 0.10 | 0.16 | 0.10 | 0.17 | 0.18 | 0.06 | 0.07 | 0.10 | 0.05 | 0.09 | 0.10 | 0.07 | 0.05 |
| ERROR VARIANCE | * | * | 0.01 | 0.03 | 0.01 | 0.03 | 0.03 | * | * | 0.01 | * | 0.01 | 0.01 | * | * |
| Don't know | 160 | 26 | 10 | 8 | 6 | 2 | 1 | 64 | 63 | 33 | 131 | 28 | 10 | 57 | 122 |
| | 16%abef | 7%ft | 4% | 12%beft | 3% | 2% | 1% | 15% | 16% | 17% | 15% | 21% | 10% | 13% | 12% |
| Personal finances (NET) | 491 | 134 | 127 | 27 | 112 | 29 | 40 | 207 | 192 | 93 | 420 | 67 | 55 | 229 | 489 |
| | 49%a | 36% | 50%a | 40% | 49%a | 41% | 52%a | 50% | 49% | 47% | 48% | 52% | 54% | 50% | 49% |

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

ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | AGE WITHIN SOCIAL GRADE | | | | | | UNWTD TOTAL |
|---|--------------|-------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|----------------|
| | | 18-34 ABC1 (a) | 18-34 C2DE (b) | 35-54 ABC1 (c) | 35-54 C2DE (d) | 55+ ABC1 (e) | 55+ C2DE (f) | |
| UNWEIGHTED BASE | 1004 | 164 | 63 | 198 | 87 | 264 | 167 | 1004 |
| WEIGHTED BASE | 1004 | 168 | 97* | 175 | 137* | 172 | 201 | 1004 |
| | 100% | 17% | 10%* | 17% | 14%* | 17% | 20% | 100% |
| Inflation/Prices | 367 | 66 | 39 | 67 | 59 | 59 | 62 | 366 |
| | 37% | 39% | 40% | 38% | 43% | 34% | 31% | 36% |
| Economy/Economic situation | 367 | 67 | 32 | 92 | 47 | 74 | 39 | 418 |
| | 37%f | 40%f | 33% | 53%za bdf | 34%f | 43%zf | 19% | 42% |
| Pollution/ Environment/ Climate change | 254 | 40 | 14 | 59 | 25 | 66 | 39 | 288 |
| | 25% | 24% | 15% | 34%zb df | 18% | 38%za bdf | 20% | 29% |
| National health service/Hospitals/ Healthcare | 253 | 35 | 27 | 58 | 29 | 45 | 51 | 262 |
| | 25% | 21% | 27% | 33%za | 21% | 26% | 25% | 26% |
| Immigration/ immigrants | 227 | 24 | 13 | 34 | 25 | 50 | 67 | 214 |
| | 23%a | 15% | 13% | 20% | 19% | 29%za b | 33%za bcd | 21% |
| Housing | 149 | 45 | 25 | 18 | 19 | 16 | 19 | 149 |
| | 15%e | 27%zc def | 26%zc ef | 10% | 14% | 9% | 9% | 15% |
| Lack of faith in politics / politicians / government | 116 | 16 | 5 | 25 | 15 | 27 | 25 | 129 |
| | 12% | 10% | 5% | 14% | 11% | 16% | 12% | 13% |
| Poverty/Inequality | 112 | 17 | 15 | 23 | 14 | 19 | 20 | 114 |
| | 11% | 10% | 15% | 13% | 10% | 11% | 10% | 11% |
| Education/Schools | 77 | 10 | 3 | 25 | 13 | 13 | 10 | 97 |
| | 8% | 6% | 3% | 14%zab f | 9% | 8% | 5% | 10% |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 2nd August - 7th August 2023
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ISSUES INDEX AUGUST 2023 (PUBLIC - FINAL)

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

| | TOTAL (z) | AGE WITHIN SOCIAL GRADE | | | | | | UNWTD TOTAL |
|---|------------------------|-------------------------|---------------|------------------|---------------|-------------|-------------|----------------|
| | | 18-34 ABC1 | 18-34 C2DE | 35-54 ABC1 | 35-54 C2DE | 55+ ABC1 | 55+ C2DE | |
| | | (a) | (b) | (c) | (d) | (e) | (f) | |
| UNWEIGHTED BASE | 1004 | 164 | 63 | 198 | 87 | 264 | 167 | 1004 |
| WEIGHTED BASE | 1004 | 168 | 97* | 175 | 137* | 172 | 201 | 1004 |
| | 100% | 17% | 10%* | 17% | 14%* | 17% | 20% | 100% |
| Common Market/ Brexit/EU/Europe/ Euro | 70 7% | 9 5% | 3 3% | 20 11%z | 6 4% | 17 10% | 13 7% | 94 9% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 67 7% | 9 5% | - - | 17 10%b | 8 6% | 11 7% | 18 9%b | 66 7% |
| Defence/Foreign affairs/ International terrorism | 53 5% | 7 4% | 1 1% | 10 6% | 3 3% | 16 9%z | 11 6% | 61 6% |
| Low pay/Minimum wage/Fair wages | 45 5% | 16 9%z | 3 3% | 7 4% | 4 3% | 7 4% | 7 3% | 53 5% |
| Public services in general | 43 4% | 5 3% | - - | 16 9%zab f | 8 6% | 7 4% | 6 3% | 43 4% |
| Unemployment/ Factory closure/ Lack of industry | 39 4% | 5 3% | 5 5% | 7 4% | 4 3% | 12 7%z | 7 4% | 44 4% |
| Taxation | 36 4% | 8 5% | 6 6% | 8 4% | 9 6% | 3 2% | 3 2% | 34 3% |
| Petrol prices/Fuel | 30 3% | 3 2% | 1 1% | 6 4% | 9 7% | 3 2% | 8 4% | 27 3% |
| Pensions/Social security/Benefits | 30 3% | 8 5% | 5 5% | 4 2% | - - | 6 4% | 6 3% | 22 2% |
| Transport/Public transport | 26 3% | 3 2% | 2 2% | 6 3% | 4 3% | 7 4% | 4 2% | 34 3% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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 Respondent type : GB Adults 18+
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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 | 18-34 C2DE | 35-54 ABC1 | 35-54 C2DE | 55+ ABC1 | 55+ C2DE | |
| | | (a) | (b) | (c) | (d) | (e) | (f) | |
| UNWEIGHTED BASE | 1004 | 164 | 63 | 198 | 87 | 264 | 167 | 1004 |
| WEIGHTED BASE | 1004 | 168 | 97* | 175 | 137* | 172 | 201 | 1004 |
| | 100% | 17% | 10%* | 17% | 14%* | 17% | 20% | 100% |
| Trade unions/ Strikes | 21 2% | 1 * | 7 8%zaf | 3 1% | 3 2% | 6 3% | 2 1% | 16 2% |
| Mental health/ well-being | 19 2% | 3 2% | 2 2% | 6 4% | 4 3% | 1 1% | 2 1% | 21 2% |
| Race relations | 19 2% | 6 3% | 1 1% | 3 1% | 3 2% | 3 2% | 1 * | 20 2% |
| Population levels/ Overpopulation | 18 2% | * * | - - | 3 1% | 2 2% | 4 2% | 8 4% | 12 1% |
| Morality/ Individual behaviour/ Lifestyle | 14 1% | 2 1% | 1 1% | 2 1% | 3 2% | 3 2% | 2 1% | 19 2% |
| Nuclear weapons/ Nuclear war/ Disarmament | 14 1% | 1 1% | 1 1% | 1 1% | 2 1% | 3 2% | 5 3% | 15 1% |
| UK union/ devolution/reform | 13 1% | 2 1% | - - | 6 4%z | - - | 1 1% | 3 2% | 16 2% |
| Food production/ farming | 12 1% | 3 2% | 2 2% | 4 2% | - - | 1 * | 3 1% | 10 1% |
| Nationalisation/ Government control of institutions | 12 1% | 2 1% | 1 1% | 2 1% | 1 1% | 3 2% | 1 1% | 16 2% |
| Ageing population/ Social care for the elderly | 12 1% | - - | 1 1% | 2 1% | 2 2% | 3 2% | 4 2% | 13 1% |
| Local government/ Council tax | 11 1% | * * | 1 1% | 2 1% | 3 2% | 1 1% | 2 1% | 14 1% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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|------------------------------------|--------------|-------------------------|----------------------|----------------------|------------------------|--------------------|--------------------|----------------|
| | | 18-34 ABC1 (a) | 18-34 C2DE (b) | 35-54 ABC1 (c) | 35-54 C2DE (d) | 55+ ABC1 (e) | 55+ C2DE (f) | |
| UNWEIGHTED BASE | 1004 | 164 | 63 | 198 | 87 | 264 | 167 | 1004 |
| WEIGHTED BASE | 1004 | 168 | 97* | 175 | 137* | 172 | 201 | 1004 |
| | 100% | 17% | 10%* | 17% | 14%* | 17% | 20% | 100% |
| International trade/trade deals | 7 1% | - | - | 3 2% | - | 2 1% | 2 1% | 7 1% |
| Pound/Exchange rate/Value of pound | 7 1% | 2 1% | - | 2 1% | - | 2 1% | - | 12 1% |
| Countryside/Rural life | 4 * | - | - | - | - | 1 1% | 1 1% | 6 1% |
| Coronavirus/pandemic diseases | 4 * | 2 1% | - | - | - | 2 1% | 1 * | 4 * |
| Privatisation | 3 * | - | 1 1% | - | 1 1% | 1 * | - | 4 * |
| Drug abuse | 2 * | - | 2 2% | - | - | * * | - | 2 * |
| Median | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| Royal Family/Monarchy | 2 * | - | - | - | 1 1% | 1 * | - | 2 * |
| Animal welfare | 1 * | - | - | - | - | - | 1 1% | 1 * |
| Northern Ireland | - | - | - | - | - | - | - | - |
| Other | 105 10% | 12 7% | 6 6% | 19 11% | 30 22% zab ef | 15 9% | 19 9% | 105 10% |
| MEAN NUMBER OF MENTIONS | 2.81f | 2.71 | 2.51 | 3.27z abdf | 2.75 | 3.07z abf | 2.57 | 2.94 |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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10 Aug 2023

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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 | 1004 | 164 | 63 | 198 | 87 | 264 | 167 | 1004 |
| WEIGHTED BASE | 1004 | 168 | 97* | 175 | 137* | 172 | 201 | 1004 |
| | 100% | 17% | 10%* | 17% | 14%* | 17% | 20% | 100% |
| STANDARD ERROR | 0.04 | 0.09 | 0.14 | 0.10 | 0.14 | 0.10 | 0.09 | 0.05 |
| ERROR VARIANCE | * | 0.01 | 0.02 | 0.01 | 0.02 | 0.01 | 0.01 | * |
| Don't know | 160 | 26 | 19 | 13 | 22 | 15 | 45 | 122 |
| | 16% ^{ce} | 16% | 20% ^c | 8% | 16% | 9% | 22% ^{zc} | 12% |
| Personal finances (NET) | 491 | 90 | 49 | 92 | 69 | 79 | 92 | 489 |
| | 49% | 54% | 50% | 53% | 50% | 46% | 46% | 49% |

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