

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Economy/Economic situation	<b>224</b>	108	114	26	50	43	33	33	39	76	76	72	76	65	44	37	142	81	239
	<b>22%</b>	22%	22%	23%	29%h	27%	19%	21%	17%	27%	23%	18%	28%zo	25%	21%	15%	27%zo	18%	24%
													q			q			
Inflation/Prices	<b>182</b>	73	108	24	32	36	28	22	39	56	65	61	47	48	42	33	95	75	182
	<b>18%a</b>	15%	21%	21%	18%	22%	16%	14%	16%	20%	19%	15%	17%	19%	20%	14%	18%	17%	18%
Immigration/immigrants	<b>102</b>	60	42	*	11	8	16	21	45	12	24	66	16	17	32	35	33	67	84
	<b>10%ci</b>	12%	8%	*	6%c	5%	9%c	13%ce	19%zcd	4%c	7%c	17%zcd	6%	7%	16%lm	14%lmp	6%	15%zlm	8%
	lp							i	ej			ej			p		p		
National health service/Hospitals/Healthcare	<b>85</b>	34	51	8	10	7	20	11	30	18	27	41	26	22	18	18	49	35	87
	<b>8%</b>	7%	10%	7%	6%	4%	12%	7%	13%e	6%	8%e	10%	10%	9%	9%	7%	9%	8%	9%
Lack of faith in politics / politicians / government	<b>69</b>	38	30	6	15	21	12	10	5	21	33	15	20	17	8	16	37	24	66
	<b>7%hk</b>	8%	6%	5%	9%h	13%zhk	7%	6%	2%	7%	10%hk	4%	7%	7%	4%	7%	7%	5%	6%
Pollution/Environment/Climate change	<b>63</b>	35	27	8	9	14	11	8	14	17	24	22	20	17	11	13	37	24	77
	<b>6%</b>	7%	5%	7%	5%	8%	6%	5%	6%	6%	7%	6%	7%	6%	5%	5%	7%	5%	8%
Poverty/Inequality	<b>54</b>	18	36	7	14	8	10	6	9	21	18	15	15	13	11	14	28	25	59
	<b>5%a</b>	4%	7%	6%	8%	5%	5%	4%	4%	7%	5%	4%	6%	5%	6%	6%	5%	6%	6%
Housing	<b>27</b>	13	14	9	7	5	2	3	2	16	6	5	4	9	10	4	13	14	27
	<b>3%</b>	3%	3%	8%zfg	4%	3%	1%	2%	1%	5%zk	2%	1%	1%	4%	5%	2%	2%	3%	3%
				hjk															
Crime/Law & order/ Violence/Vandalism/Anti-social (yob) behaviour	<b>24</b>	7	16	2	-	3	13	1	5	2	16	6	3	4	1	14	7	15	15
	<b>2%p</b>	1%	3%	2%	-	2%	8%zdg	1%	2%	1%	5%zde	2%	1%	1%	1%	6%zlp	1%	3%n	1%
							ik				i								

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 : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

**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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Common Market/ Brexit/EU/Europe/ Euro	16 2%	10 2%	5 1%	1 1%	2 1%	2 1%	2 1%	5 3%	4 2%	3 1%	4 1%	9 2%	5 2%	7 3%	3 1%	1 *	12 2%	4 1%	20 2%
Education/Schools	12 1%	2 *	10 2%	3 2%	- -	2 1%	2 1%	4 2%	2 1%	3 1%	4 1%	6 1%	4 1%	2 1%	3 2%	3 1%	6 1%	6 1%	17 2%
Low pay/Minimum wage/Fair wages	10 1%	5 1%	6 1%	1 1%	7 4%zhk	- -	2 1%	* *	- -	8 3%zk	2 1%	* *	4 1%	3 1%	1 *	3 1%	7 1%	4 1%	9 1%
Coronavirus/ pandemic diseases	9 1%	- -	8 2%a	- -	3 2%	- -	- -	1 *	6 2%j	3 1%	- -	6 2%	4 2%	- -	- -	5 2%	4 1%	5 1%	5 *
Unemployment/ Factory closure/ Lack of industry	8 1%ap	1 *	7 1%	- -	1 *	- -	1 *	7 4%zeh ijk	- -	1 *	1 *	7 2%	1 *	1 *	- -	5 2%	2 *	5 1%	6 1%
Taxation	8 1%	6 1%	2 *	2 1%k	- -	2 1%	4 2%k	- -	- -	2 1%	6 2%k	- -	1 *	2 1%	- -	4 2%	3 1%	4 1%	5 *
Morality/ Individual behaviour/ Lifestyle	7 1%	4 1%	4 1%	- -	* *	1 1%	1 1%	1 *	4 2%	* *	3 1%	4 1%	1 *	1 *	4 2%	- -	2 *	4 1%	6 1%
Ageing population/ Social care for the elderly	7 1%	- -	7 1%	- -	- -	- -	1 1%	- -	6 2%	- -	1 *	6 1%	2 1%	5 2%q	- -	- -	7 1%z	- -	4 *
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	1 *	5 1%	- -	- -	* *	- -	* *	5 2%	- -	* *	5 1%	- -	5 2%zsq	* *	- -	5 1%z	* *	4 *
Drug abuse	5 1%	4 1%	2 *	1 1%	1 *	3 2%	- -	- -	* *	2 1%	3 1%	* *	2 1%	1 1%	- -	1 *	3 1%	1 *	7 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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	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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	<b>48%</b>	<b>51%</b>	<b>11%*</b>	<b>17%*</b>	<b>16%</b>	<b>17%*</b>	<b>16%*</b>	<b>23%</b>	<b>28%</b>	<b>33%</b>	<b>39%</b>	<b>26%</b>	<b>25%</b>	<b>20%*</b>	<b>23%*</b>	<b>52%</b>	<b>44%</b>	<b>100%</b>
Defence/Foreign affairs/International terrorism	5*	5	-	-	-	-	1	2	2	-	1	4	1	*	1	2	1	3	8
		1%	-	-	-	-	*	1%	1%	-	*	1%	*	*	1%	1%	*	1%	1%
Public services in general	4*	4	*	-	1	-	*	3	-	1	*	3	*	2	2	-	2	2	6
		1%	*	-	1%	-	*	2%	-	*	*	1%	*	1%	1%	-	*	1%	1%
Population levels/Overpopulation	4*	3	1	-	2	1	-	1	-	2	1	1	1	3	-	-	4	-	3
		1%	*	-	1%	1%	-	*	-	1%	*	*	*	1%	-	-	1%	-	*
Nationalisation/Government control of institutions	3*	1	1	1	-	-	1	-	-	1	1	-	1	-	1	-	1	1	2
		*	*	1%	-	-	1%	-	-	*	*	-	1%	-	1%	-	*	*	*
Transport/Public transport	2*	1	1	-	-	1	-	1	1	-	1	2	1	1	1	-	1	1	3
		*	*	-	-	*	-	1%	*	-	*	*	*	*	*	-	*	*	*
Pound/Exchange rate/Value of pound	2*	2	*	1	-	-	-	1	-	1	-	1	-	2	-	*	2	*	3
		*	*	1%z	-	-	-	*	-	1%	-	*	-	1%	-	*	*	*	*
Pensions/Social security/Benefits	2*	1	1	-	-	*	-	1	1	-	*	2	1	1	-	-	2	-	4
		*	*	-	-	*	-	1%	*	-	*	*	*	*	-	-	*	-	*
Petrol prices/Fuel	2*	2	-	-	-	2	-	-	-	-	2	-	2	-	-	-	2	-	1
		*	-	-	-	1%	-	-	-	-	1%	-	1%	-	-	-	*	-	*
Mental health/well-being	1*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1
		*	-	-	-	-	1%	-	-	-	*	-	-	-	1%	-	-	*	*
Local government/Council tax	1*	1	-	-	1	-	-	-	*	1	-	*	*	1	-	-	1	-	2
		*	-	-	*	-	-	-	*	*	-	*	*	*	-	-	*	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
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	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Food production/ farming	1	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-	1
	*	*	-	-	-	-	1%	-	-	-	*	-	*	-	-	-	-	-	*
UK union/ devolution/reform	1	*	*	-	-	-	-	*	*	-	-	1	*	*	-	-	1	-	2
	*	*	*	-	-	-	-	*	*	-	-	*	*	*	-	-	*	-	*
Trade unions/ Strikes	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*
International trade/trade deals	1	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*
Countryside/Rural life	*	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	1
	*	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Race relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	32	22	9	4	-	3	8	4	12	4	11	16	5	3	4	16	8	21	29
	3%p	4%	2%	4%di	-	2%	5%d	3%	5%d	1%	3%	4%	2%	1%	2%	7%zlm	2%	5%p	3%
																p			
<b>MEAN NUMBER OF MENTIONS</b>	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	37	29	7	7	8	1	3	13	6	15	3	19	4	5	5	17	10	22	30
	4%bej	6%zb	1%	6%ej	5%	*	1%	8%zef	2%	5%ej	1%	5%ej	2%	2%	2%	7%lp	2%	5%	3%
	lp							jk											

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	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Personal finances (NET)	<b>248</b>	98	150	32	53	46	40	29	47	85	87	77	68	64	54	50	132	104	251
	24%ak	20%	29%za	29%	30%k	29%	23%	18%	20%	30%k	26%	19%	25%	25%	26%	21%	25%	23%	25%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	881	48**	88*	332	244	314	266	371	137*	234	324	275	201*	159*	599	360	167	241	313	210*	1017
	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Economy/Economic situation	<b>224</b> 22%fn	205 23%fg	6 13%	13 15%	85 26%cf	72 30%za	50 16%	44 17%	89 24%	30 22%	59 25%	62 19%	78 28%zl	27 13%	36 23%q	140 23%l	63 18%	37 22%	57 23%	82 26%zu	23 11%	239 24%
Inflation/Prices	<b>182</b> 18%	146 17%	12 25%	23 26%	60 18%	36 15%	60 19%	48 18%	62 17%	23 17%	39 17%	53 16%	46 17%	47 23%	29 18%	99 17%	76 21%	34 20%	45 19%	55 18%	32 15%	182 18%
Immigration/immigrants	<b>102</b> 10%mt	93 11%	5 11%	3 3%	26 8%	23 10%	46 15%zc	40 15%zd	30 8%	11 8%	18 8%	45 14%zmp	18 7%	21 10%	10 6%	63 10%o	31 9%	23 14%t	25 10%t	9 3%	40 19%zt	84 8%
National health service/Hospitals/Healthcare	<b>85</b> 8%	75 9%	3 5%	8 9%	26 8%	18 7%	33 11%	31 12%	26 7%	8 6%	19 8%	42 13%zmo	18 7%	18 9%	6 4%	60 10%zm	24 7%	14 8%	18 8%	25 8%	21 10%	87 9%
Lack of faith in politics / politicians / government	<b>69</b> 7%lp	61 7%	5 9%	3 3%	17 5%	14 6%	21 7%	16 6%	31 8%	8 6%	23 10%	12 4%	20 7%	20 10%	15 10%l	32 5%	35 10%l	10 6%	24 10%	17 6%	9 4%	66 6%
Pollution/Environment/Climate change	<b>63</b> 6%nqr	48 5%	3 6%	12 14%zad	24 7%e	12 5%	15 5%	12 5%	24 7%	8 6%	16 7%	26 8%nq	24 9%nq	1 1%	8 5%q	50 8%znq	9 2%	4 2%	13 5%	35 11%zrs	9 4%	77 8%
Poverty/Inequality	<b>54</b> 5%	43 5%	1 3%	10 11%h	21 6%	11 5%	19 6%	17 7%	14 4%	5 3%	10 4%	16 5%	16 6%	16 8%	5 3%	32 5%	21 6%o	11 7%	7 3%	25 8%zs	10 5%	59 6%
Housing	<b>27</b> 3%	27 3%	* 1%	- -	8 2%	8 3%	10 3%	9 4%	9 2%	5 4%	4 2%	9 3%	6 2%	5 3%	6 4%	15 3%	11 3%	7 4%	8 3%	9 3%	2 1%	27 3%
Crime/Law & order/ Violence/Vandalism/Anti-social (yob) behaviour	<b>24</b> 2%p	24 3%	- -	- -	5 1%	5 2%	12 4%	12 5%	7 2%	4 3%	3 1%	3 1%	4 1%	13 6%zlp	2 2%	7 1%	15 4%lop	3 2%	5 2%	5 2%	11 5%	15 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type : GB Adults 18+  
Fieldwork dates : 4th October - 11th October 2023  
Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

**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)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	881	48**	88*	332	244	314	266	371	137*	234	324	275	201*	159*	599	360	167	241	313	210*	1017
	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Common Market/ Brexit/EU/Europe/ Euro	<b>16</b> <b>2%</b>	14 2%	1 3%	- -	3 1%	3 1%	3 1%	2 1%	10 3%	2 2%	7 3%	5 1%	6 2%	1 1%	4 3%	10 2%	5 1%	2 1%	3 1%	7 2%	3 2%	20 2%
Education/Schools	<b>12</b> <b>1%</b>	11 1%	- -	1 1%	6 2%	5 2%	2 1%	2 1%	5 1%	1 1%	4 2%	7 2%	3 1%	1 1%	1 1%	10 2%	2 1%	1 1%	5 2%	5 2%	- -	17 2%
Low pay/Minimum wage/Fair wages	<b>10</b> <b>1%</b>	10 1%	- -	- -	1 *	1 *	1 *	1 1%	8 2%	4 3%	4 2%	1 *	4 2%	1 *	4 2%	6 1%	5 1%	2 1%	5 2%	2 1%	- -	9 1%
Coronavirus/ pandemic diseases	<b>9</b> <b>1%</b>	7 1%	- -	2 2%h	7 2%h	5 2%h	3 1%	3 1%	- -	- -	- -	2 *	2 1%	- -	6 4%zlp	3 1%	6 2%	- -	3 1%	2 *	5 2%	5 *
Unemployment/ Factory closure/ Lack of industry	<b>8</b> <b>1%<sup>p</sup></b>	6 1%	- -	2 3%	5 2%	3 1%	1 *	1 *	2 1%	1 1%	1 1%	1 *	1 *	2 1%	3 2%	2 *	5 1%	- -	1 *	2 1%	5 3%	6 1%
Taxation	<b>8</b> <b>1%<sup>a</sup></b>	4 *	4 8%	- -	1 *	1 1%	6 2%ag	2 1%	1 *	1 1%	- -	4 1%	1 *	1 1%	1 1%	5 1%	2 1%	- -	1 *	3 1%	4 2%	5 *
Morality/ Individual behaviour/ Lifestyle	<b>7</b> <b>1%</b>	7 1%	- -	* *	1 *	1 *	4 1%	4 1%	3 1%	1 1%	2 1%	4 1%	1 *	- -	- -	5 1%	- -	- -	1 *	2 1%	4 2%	6 1%
Ageing population/ Social care for the elderly	<b>7</b> <b>1%<sup>t</sup></b>	7 1%	- -	- -	2 1%	2 1%	- -	- -	5 1%	1 1%	4 2%	1 *	1 1%	- -	4 3%z <sup>p</sup>	3 *	4 1%	1 1%	1 *	* *	4 2%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>6</b> <b>1%</b>	6 1%	- -	- -	- -	- -	5 2%	5 2%z	1 *	- -	1 *	1 *	5 2%z	* -	- -	5 1%	* *	- -	- -	1 *	5 2%	4 *

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

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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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)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Drug abuse	5 1%p	3 *	-	2 3%za	4 1%	1 1%	1 *	1 *	1 1%	1 1%	-	1 *	-	2 1%	3 *	1 *	4 1%	2 1%	1 1%	2 1%	-	7 1%
Defence/Foreign affairs/ International terrorism	5 *	5 1%	-	-	3 1%	3 1%	1 *	1 *	1 1%	1 *	1 *	2 1%	1 *	1 *	1 *	3 *	2 1%	3 2%z	* *	1 *	-	8 1%
Public services in general	4 *	4 *	-	-	1 *	1 *	1 *	1 *	3 1%	1 1%	2 1%	-	3 1%	1 *	1 *	3 *	1 *	-	3 1%	1 *	-	6 1%
Population levels/ Overpopulation	4 *	4 *	-	-	-	-	-	-	4 1%	1 1%	3 1%	-	-	-	3 2%p	-	3 1%	2 1%	2 1%	-	-	3 *
Nationalisation/ Government control of institutions	3 *	3 *	-	-	-	-	-	-	3 1%	1 1%	1 1%	-	-	1 1%	-	-	1 *	-	1 1%	1 *	-	2 *
Transport/Public transport	2 *	1 *	-	1 1%	2 1%	1 *	-	-	1 *	1 *	-	2 1%	-	-	-	2 *	-	-	1 *	1 *	-	3 *
Pound/Exchange rate/Value of pound	2 *	1 *	-	1 1%	1 *	-	-	-	1 *	-	1 *	1 *	-	-	-	1 1%	1 *	1 1%	1 1%	1 *	-	3 *
Pensions/Social security/Benefits	2 *	2 *	* *	-	* *	* *	2 *	1 1%	-	-	-	1 *	-	-	1 *	1 *	1 *	-	* *	2 1%z	-	4 *
Petrol prices/Fuel	2 *	2 *	-	-	-	-	-	-	2 *	-	2 1%	-	-	2 1%	-	-	2 1%	-	2 1%	-	-	1 *
Mental health/ well-being	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	-	-	1 *	-	-	1 *	-	-	1 1%	-	-	1 *

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## ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)

12 Oct 2023

**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)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Local government/ Council tax	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
Food production/ farming	1 *	1 *	- *	- *	- *	- *	- *	- *	1 *	- *	1 *	- *	1 *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *
UK union/ devolution/reform	1 *	* *	- *	* *	1 *	* *	- *	- *	- *	- *	- *	* *	* *	- *	- *	1 *	- *	* *	- *	* *	- *	2 *
Trade unions/ Strikes	1 *	1 *	- *	- *	- *	- *	1 *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	- *	- *	1 *
International trade/trade deals	1 *	1 *	- *	- *	- *	- *	- *	- *	1 *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	1 *
Countryside/Rural life	* *	* *	- *	- *	- *	- *	* *	* *	- *	- *	- *	* *	- *	- *	- *	* *	- *	- *	- *	* *	- *	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Race relations	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	32 3%	27 3%	4 8%	1 1%	6 2%	5 2%	14 4%	10 4%	11 3%	7 5%	4 2%	17 5%	5 2%	8 4%	2 1%	22 4% <sup>m</sup>	10 3%	3 2%	5 2%	9 3%	8 4%	29 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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Respondent type : GB Adults 18+  
Fieldwork dates : 4th October - 11th October 2023  
Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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**Q.PL01**  
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<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>37</b>	29	3	5	16	11	5	2	16	9	6	5	10	12	6	15	18	9	4	6	14	30
	4%g t	3%g	7%	6%g	5%g	4%	2%g	1%	4%	7%fg	3%	2%	3%	6%	4%	2%	5%	5%	2%	2%	7%	3%
Personal finances (NET)	<b>248</b>	202	14	33	82	49	80	67	86	31	55	70	66	66	38	137	103	46	59	82	41	251
	24%a	23%	28%	37%za deh	25%e	20%	26%	25%	23%	23%	23%	22%	24%	33%	24%	23%	29%	28%	24%	26%	20%	25%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/k - z/l/m/n/o/p/q - z/r/s/t/u  
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12 Oct 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				IMD QUINTILES					UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)	CHILD IN HH	1 (A)	2 (B)	3 (C)	4 (D)	5 (E)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	495	99*	423	148*	334	59*	351	179*	187*	290	269	169*	172*	192	177	166*	1017
	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Economy/Economic situation	<b>224</b>	138	25	61	29	74	22	74	31	59	86	72	38	29	48	41	32	239
	22% <sup>c</sup>	28% <sup>zc</sup>	25%	14%	20%	22%	37% <sup>zf</sup>	21%	17%	31% <sup>zl</sup>	30% <sup>zl</sup>	27%	22%	17%	25%	23%	19%	24%
Inflation/Prices	<b>182</b>	96	16	70	30	65	9	64	28	37	55	56	39	26	30	24	44	182
	18%	19%	16%	16%	20%	19%	15%	18%	15%	20%	19%	21%	23%	15%	16%	14%	27% <sup>zD</sup>	18%
Immigration/immigrants	<b>102</b>	38	10	54	35	15	1	27	33	11	17	15	15	21	18	9	17	84
	10% <sup>agh</sup>	8%	10%	13%	24% <sup>zgh</sup>	4%	2%	8%	19% <sup>zmn</sup>	6%	6%	6%	9%	12%	9%	5%	10%	8%
National health service/Hospitals/Healthcare	<b>85</b>	36	8	41	11	27	8	35	18	12	20	15	11	14	29	11	13	87
	8%	7%	8%	10%	8%	8%	14%	10%	10%	6%	7%	6%	7%	8%	15% <sup>zD</sup>	6%	8%	9%
Lack of faith in politics / politicians / government	<b>69</b>	39	5	25	6	22	4	29	7	13	20	23	7	13	12	11	15	66
	7%	8%	5%	6%	4%	6%	6%	8%	4%	7%	7%	8%	4%	8%	6%	6%	9%	6%
Pollution/Environment/Climate change	<b>63</b>	34	4	25	6	34	5	6	8	14	24	17	3	14	8	19	13	77
	6%	7%	4%	6%	4%	10% <sup>z</sup>	8%	2%	4%	7%	8%	6%	2%	8%	4%	11% <sup>zA</sup>	8%	8%
Poverty/Inequality	<b>54</b>	28	5	21	1	26	5	13	5	12	16	21	11	11	6	18	4	59
	5% <sup>f</sup>	6%	5%	5%	1%	8% <sup>zf</sup>	8% <sup>f</sup>	4%	3%	6%	6%	8%	6%	6%	3%	10% <sup>zCE</sup>	2%	6%
Housing	<b>27</b>	15	3	10	*	13	1	10	5	4	9	7	4	7	7	2	5	27
	3%	3%	3%	2%	*	4%	2%	3%	3%	2%	3%	3%	2%	4%	4%	1%	3%	3%

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<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>24</b> 2% <sup>n</sup>	6 1%	1 1%	17 4%	5 4%	5 1%	1 2%	12 3%	2 1%	3 2%	3 1%	6 2%	3 2%	3 2%	5 3%	9 5%	1 *	15 1%
Common Market/ Brexit/EU/Europe/ Euro	<b>16</b> 2%	9 2%	1 1%	6 1%	* *	11 3% <sup>z</sup>	1 3%	1 *	4 2%	2 1%	8 3%	3 1%	6 3%	4 2%	1 *	2 1%	3 2%	20 2%
Education/Schools	<b>12</b> 1%	3 1%	1 1%	8 2%	* *	8 2% <sup>z</sup>	- -	4 1%	4 2%	2 1%	2 1%	5 2%	3 2%	1 1%	* *	4 2%	3 2%	17 2%
Low pay/Minimum wage/Fair wages	<b>10</b> 1%	6 1%	3 3%	1 *	- -	5 1%	- -	4 1%	2 1%	5 3%	2 1%	2 1%	1 *	3 1%	1 *	4 2%	2 1%	9 1%
Coronavirus/ pandemic diseases	<b>9</b> 1%	2 *	- -	7 2%	2 1%	- -	- -	5 1%	6 3%	- -	2 1%	- -	5 3%	- -	1 *	3 2%	1 *	5 *
Unemployment/ Factory closure/ Lack of industry	<b>8</b> 1%	2 *	- -	6 1%	4 2%	3 1%	- -	1 *	3 2%	- -	1 1%	4 1%	- -	4 2%	1 *	1 *	- -	6 1%
Taxation	<b>8</b> 1%	4 1%	- -	4 1%	2 1%	2 1%	- -	- -	5 3%	2 1%	1 *	1 *	1 *	1 1%	- -	2 1%	- -	5 *
Morality/ Individual behaviour/ Lifestyle	<b>7</b> 1%	2 *	- -	6 1%	1 *	1 *	- -	6 2%	- -	4 2%	* *	* *	- -	- -	5 3% <sup>z</sup>	- -	* *	6 1%
Ageing population/ Social care for the elderly	<b>7</b> 1%	1 *	- -	6 1%	- -	* *	- -	7 2%	- -	- -	* *	- -	- -	6 3% <sup>z</sup>	* *	1 1%	- -	4 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E  
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**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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**Q.PL01**  
**What would you say is the most important issue facing Britain today?**  
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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 WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (i)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		1 (A)	2 (B)	3 (C)	4 (D)	5 (E)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	495	99*	423	148*	334	59*	351	179*	187*	290	269	169*	172*	192	177	166*	1017
	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Nuclear weapons/ Nuclear war/ Disarmament	6 1%	5 1%	-	*	1 1%	-	-	-	* *	* *	-	-	-	-	-	5 3%z	* *	4 *
Drug abuse	5 1%	2 *	1 1%	2 1%	1 1%	* *	-	3 1%	1 *	* *	1 *	2 1%	2 1%	-	1 1%	1 *	* *	7 1%
Defence/Foreign affairs/ International terrorism	5 *	* *	1 2%	3 1%	2 1%	1 *	* *	1 *	1 1%	1 *	1 *	1 *	-	1 *	1 *	1 1%	-	8 1%
Public services in general	4 *	2 *	2 2% <sup>c</sup>	-	1 *	1 *	-	2 1%	-	* *	1 *	2 1%	1 *	1 *	3 1%	-	-	6 1%
Population levels/ Overpopulation	4 *	2 *	2 2% <sup>c</sup>	-	1 *	2 1%	-	1 *	-	2 1%	2 1%	2 1%	2 1%	-	-	-	1 *	3 *
Nationalisation/ Government control of institutions	3 *	1 *	1 1%	-	-	1 *	-	1 *	-	-	1 *	-	-	1 1%	-	-	-	2 *
Transport/Public transport	2 *	2 *	-	1 *	-	2 1%	-	-	-	1 1%	1 *	1 *	-	1 *	1 1%	-	-	3 *
Pound/Exchange rate/Value of pound	2 *	2 *	-	* *	-	2 1%	-	-	-	* *	1 *	-	-	1 1%	-	* *	1 *	3 *
Pensions/Social security/Benefits	2 *	1 *	-	1 *	1 1%	-	* 1%	* *	1 *	-	1 *	-	* *	-	-	* *	1 1%	4 *
Petrol prices/Fuel	2 *	2 *	-	-	-	2 1%	-	-	-	-	2 1%	2 1%	-	2 1%	-	-	-	1 *

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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Mental health/well-being	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	1
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	-	-	1%	*
Local government/Council tax	1	-	1	*	-	1	-	-	-	*	-	-	1	-	-	-	-	2
	*	-	1%	*	-	*	-	-	-	*	-	-	1%	-	-	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Food production/farming	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*
UK union/devolution/reform	1	-	-	1	*	-	-	-	-	1	-	*	-	-	-	-	1	2
	*	-	-	*	*	-	-	-	-	*	-	*	-	-	-	-	*	*
Trade unions/ Strikes	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1
	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*
International trade/trade deals	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*
Countryside/Rural life	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	1
	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Race relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Other	<b>32</b>	5	5	22	5	4	-	18	5	3	5	4	5	4	8	6	4	29
	3%ag	1%	5%	5%za	3%	1%	-	5%	3%	1%	2%	1%	3%	3%	4%	3%	2%	3%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>37</b>	9	4	25	2	5	1	26	12	1	4	6	12	6	6	1	4	30
	4%agn	2%	4%	6%za	1%	1%	1%	7%	7%mn	1%	1%	2%	7%D	3%	3%	1%	2%	3%
Personal finances (NET)	<b>248</b>	132	24	92	31	98	13	81	34	53	75	81	50	41	36	47	51	251
	<b>24%</b>	27%	24%	22%	21%	29%z	23%	23%	19%	28%	26%	30%	29%	24%	19%	26%	30%	25%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E  
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**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL	
		ECON OMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION (t)	EU/EUROPE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRIVATE (m)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Economy/Economic situation	<b>224</b> <b>22%</b>	224 58%zbc eft	67 21%	18 17%	44 20%	21 29%	40 28%	102 22%	91 27%i	31 15%	196 22%	27 20%	23 22%	133 28%z	239 24%
Inflation/Prices	<b>182</b> 18%abft	17 5%	43 14%a	18 17%a	23 10%a	8 11%a	15 10%a	82 17%	54 16%	46 22%	148 17%	33 25%z	22 21%	84 18%	182 18%
Immigration/immigrants	<b>102</b> 10%ak	21 5%	25 8%	13 12%	102 46%zabc ef	2 3%	11 8%	43 9%	37 11%	22 11%	99 11%zk	3 2%	6 6%	41 9%	84 8%
National health service/Hospitals/Healthcare	<b>85</b> 8%atk	20 5%	85 27%zac eft	13 12%t	8 3%	4 5%	17 12%at	44 9%	27 8%	14 7%	79 9%	5 4%	8 7%	37 8%	87 9%
Lack of faith in politics / politicians / government	<b>69</b> 7%g	22 6%	20 6%	8 7%	9 4%	6 9%	10 7%	23 5%	37 11%zg	9 5%	52 6%	12 9%	4 4%	40 9%	66 6%
Pollution/Environment/Climate change	<b>63</b> 6%t	19 5%	22 7%t	2 2%	3 1%	5 7%t	7 5%	32 7%	13 4%	18 9%	58 7%	5 4%	5 4%	31 7%	77 8%
Poverty/Inequality	<b>54</b> 5%t	15 4%	13 4%t	2 2%	1 *	5 6%t	7 5%t	23 5%	17 5%	14 7%	49 6%	5 4%	13 13%zm	17 4%	59 6%
Housing	<b>27</b> <b>3%</b>	7 2%	6 2%	1 1%	2 1%	2 2%	1 *	16 3%	5 1%	6 3%	21 2%	6 5%	2 2%	15 3%	27 3%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>24</b> 2%ab	- -	2 *	24 22%zabc ft	2 1%	- -	2 2%a	16 3%	7 2%	1 *	19 2%	4 3%	2 2%	5 1%	15 1%

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<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
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	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Common Market/ Brexit/EU/Europe/ Euro	<b>16</b> <b>2%</b>	4 1%	3 1%	1 1%	6 3%	16 22%zabc ft	5 4%zab	9 2%	5 1%	2 1%	15 2%	1 *	3 3%	7 1%	20 2%
Education/Schools	<b>12</b> <b>1%</b>	6 2%	5 1%	- -	1 *	- -	12 9%zabc et	6 1%	5 2%	1 *	10 1%	2 1%	3 3% m	2 *	17 2%
Low pay/Minimum wage/Fair wages	<b>10</b> <b>1%</b>	- -	* *	- -	- -	- -	1 1%	6 1%	2 1%	3 1%	8 1%	2 2%	1 1%	8 2%	9 1%
Coronavirus/ pandemic diseases	<b>9</b> <b>1%</b>	2 *	2 1%	- -	- -	1 1%	1 1%	8 2%	- -	1 *	7 1%	2 1%	- -	2 *	5 *
Unemployment/ Factory closure/ Lack of industry	<b>8</b> <b>1%</b>	2 1%	1 *	- -	- -	- -	- -	2 *	3 1%	3 1%	7 1%	1 1%	1 1%	1 *	6 1%
Taxation	<b>8</b> <b>1%</b>	1 *	- -	- -	4 2%	1 2%	2 1%	4 1%	- -	4 2%	5 1%	3 2%	- -	4 1%	5 *
Morality/ Individual behaviour/ Lifestyle	<b>7</b> <b>1%</b>	* *	- -	- -	* *	- -	1 1%	1 *	2 1%	4 2%	5 1%	1 1%	* *	1 *	6 1%
Ageing population/ Social care for the elderly	<b>7</b> <b>1%</b>	6 1%	* *	- -	4 2%	- -	1 1%	- -	6 2% g	1 1%	7 1%	- -	1 1% m	- -	4 *
Nuclear weapons/ Nuclear war/ Disarmament	<b>6</b> <b>1%</b>	5 1%	- -	- -	- -	- -	- -	5 1%	1 *	* *	5 1%	* *	* *	5 1%	4 *

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Drug abuse	5 1%	* *	1 *	2 2%	* *	- -	1 1%	1 *	2 1%	2 1%	2 *	3 2%z	1 1%	2 *	7 1%
Defence/Foreign affairs/ International terrorism	5 *	2 *	2 1%	- -	- -	- -	- -	1 *	2 1%	2 1%	4 *	1 1%	* *	1 *	8 1%
Public services in general	4 *	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	2 1%	4 *	- -	1 1%	3 1%	6 1%
Population levels/ Overpopulation	4 *	- -	1 *	- -	- -	- -	- -	- -	3 1%	1 *	4 *	- -	1 1%	3 1%	3 *
Nationalisation/ Government control of institutions	3 *	1 *	1 *	- -	- -	- -	3 2%z	1 *	1 *	- -	1 *	1 1%	1 1%z	1 *	2 *
Transport/Public transport	2 *	1 *	- -	- -	2 1%	- -	- -	- -	1 *	1 *	2 *	- -	- -	2 *	3 *
Pound/Exchange rate/Value of pound	2 *	- -	1 *	1 1%	1 *	- -	- -	1 *	1 *	- -	2 *	- -	- -	2 *	3 *
Pensions/Social security/Benefits	2 *	- -	1 *	- -	1 *	- -	* *	1 *	- -	1 *	2 *	* *	- -	1 *	4 *
Petrol prices/Fuel	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	2 *	- -	- -	2 *	1 *
Mental health/ well-being	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	1 *

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	TOTAL (z)	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
<b>100%</b>		38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Local government/ Council tax	1 *	1 *	* *	- -	- -	- -	* *	1 *	- -	* *	1 *	- -	- -	1 *	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Food production/ farming	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
UK union/ devolution/reform	1 *	- -	- -	- -	- -	- -	- -	- *	1 *	- -	1 *	- -	- -	- -	2 *
Trade unions/ Strikes	1 *	- -	- -	- -	- -	- -	- -	- *	1 *	- -	1 *	- -	- -	- -	1 *
International trade/trade deals	1 *	1 *	1 *	1 1%	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 1%	- -	1 *
Countryside/Rural life	* *	- -	- -	- -	- -	- -	- *	* *	- -	- -	* *	- -	- -	- -	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Race relations	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	32 3% <sup>a</sup>	4 1%	11 4% <sup>a</sup>	2 2%	5 2%	1 1%	1 1%	20 4%	7 2%	4 2%	26 3%	6 4%	2 2%	8 2%	29 3%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL	
	TOTAL (z)	ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)		PRI VATE (m)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
MEAN NUMBER OF MENTIONS	<b>1.00</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	<b>37</b>	1	3	-	1	1	1	21	9	8	28	9	3	8	30
	4%abtm	* 1%	1%	-	1%	2%	1%	4%	3%	4%	3%	7%	3%	2%	3%
Personal finances (NET)	<b>248</b>	32	56	20	24	13	23	112	73	64	206	40	37	110	251
	24%abft	8%	18%a	18%a	11%	17%a	16%a	24%	21%	31%	24%	30%	36%zm	24%	25%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Economy/Economic situation	<b>384</b>	179	202	40	78	62	61	55	88	118	123	143	132	111	75	58	244	132	416
	38%oq	36%	39%	36%	44%	38%	35%	35%	37%	41%	37%	36%	49%zn	43%oq	36%	24%	46%zo	30%	41%
													oq				q		
Inflation/Prices	<b>353</b>	162	189	43	66	61	56	47	79	110	117	126	97	97	77	66	194	143	347
	35%	33%	37%	39%	38%	38%	32%	30%	33%	38%	35%	32%	36%	38%	37%	28%	37%	32%	34%
National health service/Hospitals/ Healthcare	<b>316</b>	139	176	25	44	48	69	50	81	68	117	131	93	88	62	63	181	124	351
	31%ij	28%	34%	23%	25%	30%	40%cd	32%	34%	24%	35%ci	33%	34%	34%	30%	26%	34%z	28%	35%
							i												
Immigration/immigrants	<b>220</b>	121	99	9	16	21	37	50	88	25	58	138	48	55	53	59	103	112	222
	22%cd	25%	19%	8%	9%	13%	21%cd	32%zc	37%zcd	9%	17%ci	35%zc	18%	21%	26%	25%	20%	25%	22%
	ei						i	deij	efij			defij							
Housing	<b>164</b>	78	86	24	39	25	20	21	35	63	45	56	36	44	41	39	80	80	158
	16%	16%	17%	21%	22%	16%	12%	13%	15%	22%zf	14%	14%	13%	17%	20%	16%	15%	18%	16%
										j									
Lack of faith in politics / politicians / government	<b>158</b>	74	83	12	23	33	31	24	34	35	64	59	46	42	21	39	88	60	162
	16%	15%	16%	11%	13%	20%	18%	16%	14%	12%	19%	15%	17%	16%	10%	16%	17%	13%	16%
Poverty/Inequality	<b>144</b>	61	81	21	29	24	26	19	24	50	50	43	37	43	25	35	79	60	165
	14%	12%	16%	19%	17%	15%	15%	12%	10%	17%	15%	11%	14%	17%	12%	15%	15%	13%	16%
Pollution/ Environment/ Climate change	<b>142</b>	71	69	16	21	35	24	26	21	37	58	46	54	35	22	26	89	49	178
	14%	14%	13%	14%	12%	21%zh	14%	16%	9%	13%	17%h	12%	20%zn	14%	11%	11%	17%z	11%	18%
						k							oq						
Education/Schools	<b>141</b>	45	96	15	12	22	30	23	39	27	52	63	53	38	25	23	91	48	176
	14%adi	9%	19%za	14%	7%	13%	17%d	15%	17%d	9%	15%d	16%d	20%zo	15%	12%	10%	17%zq	11%	17%
													q						

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						UNWTD TOTAL
		MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	<b>48%</b>	<b>51%</b>	<b>11%*</b>	<b>17%*</b>	<b>16%</b>	<b>17%*</b>	<b>16%*</b>	<b>23%</b>	<b>28%</b>	<b>33%</b>	<b>39%</b>	<b>26%</b>	<b>25%</b>	<b>20%*</b>	<b>23%*</b>	<b>52%</b>	<b>44%</b>	<b>100%</b>
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>107</b> 11%ap	39 8%	66 13%	15 14%e	18 10%	9 5%	31 18%ze hjk	16 10%	17 7%	33 12%	40 12%e	34 8%	20 7%	23 9%	25 12%	34 14%	43 8%	59 13%	89 9%
Common Market/ Brexit/EU/Europe/ Euro	<b>72</b> 7%q	45 9%z	26 5%	7 6%	12 7%	15 9%	15 8%	12 8%	12 5%	19 7%	30 9%	24 6%	34 13%zno q	22 9%q	8 4%	8 3%	56 11%zno q	16 4%	76 7%
Unemployment/ Factory closure/ Lack of industry	<b>60</b> 6%	31 6%	29 6%	5 5%	15 8%	6 4%	5 3%	15 9%j	14 6%	20 7%	12 4%	29 7%	17 6%	17 7%	10 5%	13 5%	34 6%	22 5%	54 5%
Transport/Public transport	<b>55</b> 5%	35 7%	20 4%	4 3%	8 5%	10 6%	14 8%	6 4%	13 5%	12 4%	25 7%	19 5%	16 6%	17 7%	14 7%	8 3%	34 6%	22 5%	54 5%
Defence/Foreign affairs/ International terrorism	<b>52</b> 5%ci	31 6%	21 4%	1 1%	5 3%	13 8%ci	9 5%	7 5%	17 7%ci	6 2%	22 7%ci	24 6%ci	22 8%zmp q	7 3%	6 3%	10 4%	29 6% m	16 4%	50 5%
Low pay/Minimum wage/Fair wages	<b>50</b> 5%	19 4%	29 6%	4 4%	15 9%e	2 2%	10 6%	8 5%	9 4%	20 7%e	13 4%e	18 4%	15 6%	14 5%	8 4%	12 5%	29 6%	20 4%	47 5%
Public services in general	<b>39</b> 4%	18 4%	22 4%	3 2%	13 7%	4 3%	6 4%	9 5%	5 2%	15 5%	11 3%	13 3%	8 3%	21 8%zlo pq	6 3%	5 2%	29 6%zl	10 2%	46 5%
Taxation	<b>34</b> 3%	20 4%	14 3%	2 1%	6 3%	4 2%	7 4%	7 5%	9 4%	7 3%	10 3%	17 4%	6 2%	8 3%	5 2%	14 6%	14 3%	19 4%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>29</b> 3%p	14 3%	15 3%	2 1%	5 3%	5 3%	3 2%	2 1%	13 5%	6 2%	8 2%	15 4%	3 1%	4 1%	7 4%	11 4%	6 1%	18 4%p	29 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 : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
Ageing population/ Social care for the elderly	29 3%ai	7 1%	22 4%a	1 1%	1 1%	9 6%i	4 3%	5 3%	8 3%	2 1%	13 4%	13 3%	9 3%	7 3%	2 1%	9 4%	17 3%	12 3%	28 3%
Petrol prices/Fuel	27 3%	18 4%	9 2%	3 3%	7 4%	6 4%	3 2%	4 2%	4 2%	10 4%	9 3%	7 2%	4 1%	7 3%	8 4%	8 3%	11 2%	16 4%	26 3%
Local government/ Council tax	21 2%	12 2%	10 2%	1 1%	8 5%	4 2%	2 1%	5 3%	1 1%	9 3%	6 2%	6 2%	4 2%	11 4%zn	-	7 3%	15 3%	7 1%	22 2%
Food production/ farming	20 2%	7 1%	13 3%	-	2 1%	* *	2 1%	2 1%	14 6%zce ij	2 1%	2 1%	16 4%zgi j	2 1%	7 3%	4 2%	7 3%	9 2%	11 2%	12 1%
Trade unions/ Strikes	19 2%	11 2%	8 2%	4 4%	2 1%	2 1%	1 1%	3 2%	6 3%	7 2%	4 1%	9 2%	5 2%	4 1%	7 4%	2 1%	9 2%	10 2%	20 2%
Nuclear weapons/ Nuclear war/ Disarmament	19 2%	9 2%	10 2%	2 2%	2 -	2 1%	* *	5 3%	10 4%j	2 1%	2 1%	15 4%zj	4 1%	7 3%	6 3%	2 1%	11 2%	8 2%	14 1%
Mental health/ well-being	18 2%	7 1%	10 2%	* *	5 3%	1 1%	6 3%	3 2%	3 1%	5 2%	7 2%	6 2%	4 1%	6 2%	5 3%	2 1%	10 2%	7 2%	22 2%
Race relations	18 2%	12 3%	5 1%	5 4%h	3 1%	2 1%	3 2%	5 3%	1 *	7 3%	5 2%	5 1%	5 2%	6 2%	4 2%	3 1%	11 2%	7 1%	14 1%
Pensions/Social security/Benefits	17 2%	7 1%	11 2%	2 1%	* *	1 1%	1 1%	5 3%	8 3%	2 1%	2 1%	13 3%	4 1%	8 3%	1 1%	3 1%	12 2%	4 1%	23 2%
Coronavirus/ pandemic diseases	16 2%	6 1%	10 2%	-	3 2%	5 3%	-	3 2%	6 2%	3 1%	5 1%	8 2%	4 2%	1 *	-	10 4%z	6 1%	10 2%	10 1%
Population levels/ Overpopulation	16 2%	5 1%	11 2%	-	2 1%	2 1%	1 1%	8 5%zch ij	2 1%	2 1%	3 1%	10 3%h	4 1%	5 2%	-	7 3%	9 2%	7 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  
 Overlap formulae used. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	<b>48%</b>	<b>51%</b>	<b>11%*</b>	<b>17%*</b>	<b>16%</b>	<b>17%*</b>	<b>16%*</b>	<b>23%</b>	<b>28%</b>	<b>33%</b>	<b>39%</b>	<b>26%</b>	<b>25%</b>	<b>20%*</b>	<b>23%*</b>	<b>52%</b>	<b>44%</b>	<b>100%</b>
Nationalisation/ Government control of institutions	<b>12</b> <b>1%</b>	7 2%	5 1%	1 1%	* 1%	3 2%	4 2%	1 1%	2 1%	2 1%	7 2%	3 1%	3 1%	2 1%	4 2%	3 1%	5 1%	7 2%	14 1%
International trade/trade deals	<b>9</b> <b>1%</b>	8 2%	1 *	- -	2 1%	3 2%	2 1%	2 1%	1 *	2 1%	5 2%	3 1%	6 2%z	3 1%	* *	1 *	8 2%z	1 *	12 1%
UK union/ devolution/reform	<b>9</b> <b>1%</b>	8 2%	1 *	1 1%	* *	1 1%	3 2%	2 1%	1 *	2 1%	4 1%	3 1%	5 2%z	2 1%	* *	1 *	7 1%	1 *	14 1%
Drug abuse	<b>7</b> <b>1%</b>	6 1%	2 *	1 1%	2 1%	3 2%	* *	1 *	* *	3 1%	3 1%	1 *	3 1%	2 1%	- -	1 1%	4 1%	1 *	11 1%
Countryside/Rural life	<b>6</b> <b>1%</b>	1 *	5 1%	- -	2 1%	1 1%	2 1%	1 *	1 *	2 1%	3 1%	1 *	2 1%	2 1%	1 *	1 *	4 1%	2 *	6 1%
Privatisation	<b>6</b> <b>1%</b>	3 1%	3 1%	* *	1 1%	- -	1 1%	2 1%	1 *	2 1%	1 *	3 1%	1 *	2 1%	- -	2 1%	3 1%	2 *	8 1%
Pound/Exchange rate/Value of pound	<b>3</b> <b>*</b>	3 1%	* *	1 1%	1 *	- -	- -	1 1%	- -	2 1%	- -	1 *	- -	2 1%	- -	1 *	2 *	1 *	5 *
Animal welfare	<b>3</b> <b>*</b>	1 *	2 *	- -	- -	- -	2 1%	1 *	- -	- -	2 1%	1 *	2 1%	- -	- -	1 *	2 *	1 *	2 *
Median	<b>2</b>	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Royal Family/ Monarchy	<b>1</b> <b>*</b>	1 *	- -	- -	- -	- -	- -	1 *	* *	- -	- -	1 *	- -	* *	- -	1 *	* *	1 *	2 *
Northern Ireland	<b>1</b> <b>*</b>	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *
Other	<b>111</b> <b>11%mp</b>	56 11%	53 10%	12 11%	13 7%	22 14%	28 16%	16 10%	20 9%	25 9%	50 15%z	36 9%	37 14%mp	17 7%	20 10%	32 13%	54 10%mp	52 12%	116 11%

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  
 Overlap formulae used. \* small base

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)



**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

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

	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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	533	475	106	146	156	151	201	257	252	307	458	288	358	151	165	646	316	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	493	515	111*	175*	162	174*	158*	237	286	336	395	269	257	207*	239*	526	445	1017
	<b>100%</b>	48%	51%	11%*	17%*	16%	17%*	16%*	23%	28%	33%	39%	26%	25%	20%*	23%*	52%	44%	100%
MEAN NUMBER OF MENTIONS	2.98i	2.94	3.03	2.68	2.82	2.95	3.13	3.15	3.04	2.77	3.04	3.08	3.18z	3.13	2.82	2.84	3.16z	2.83	3.09
STANDARD ERROR	<b>0.05</b>	0.09	0.06	0.11	0.10	0.09	0.14	0.20	0.09	0.07	0.09	0.10	0.09	0.07	0.09	0.19	0.06	0.11	0.06
ERROR VARIANCE	*	0.01	*	0.01	0.01	0.01	0.02	0.04	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.04	*	0.01	*
Don't know	<b>123</b>	75	46	15	18	9	23	25	32	33	33	57	11	16	30	52	27	82	88
	12%be	15%zb	9%	14%e	10%	6%	14%	16%e	14%	12%	10%e	15%e	4%	6%	14%lm	22%zlm	5%	18%zlm	9%
Personal finances (NET)	<b>482</b>	217	261	60	100	78	80	67	97	160	158	164	134	132	102	94	266	196	492
	47%k	44%	51%	54%	57%zg	48%	46%	42%	41%	56%zg	47%	42%	50%	51%	49%	40%	51%z	44%	48%

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

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

**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)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	881	48**	88*	332	244	314	266	371	137*	234	324	275	201*	159*	599	360	167	241	313	210*	1017
	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Economy/Economic situation	<b>384</b> 38%fn qu	342	10	32	143	111	97	87	144	51	92	115	132	51	60	248	111	58	93	145	48	416
		39%f	20%	36%	43%f	46%zf	31%	33%	39%	38%	39%	36%	48%zl npq	25%	38%q	41%zl nq	31%	35%	39%u	46%zr u	23%	41%
Inflation/Prices	<b>353</b> 35%	295	20	39	112	74	111	91	129	54	76	108	96	76	63	203	140	57	97	107	62	347
		33%	41%	44%	34%	30%	36%	34%	35%	39%	32%	33%	35%	38%	40%	34%	39%	34%	40%	34%	30%	34%
National health service/Hospitals/ Healthcare	<b>316</b> 31%nq	271	16	29	107	78	99	83	111	41	70	130	87	43	43	217	86	50	72	115	52	351
		31%	34%	33%	32%	32%	31%	31%	30%	30%	30%	40%zn oq	32%	21%	27%	36%zn q	24%	30%	30%	37%z	25%	35%
Immigration/immigrants	<b>220</b> 22%mt	196	14	11	64	53	82	68	74	26	49	99	41	37	34	140	70	46	45	47	66	222
		22%	29%	12%	19%	22%	26%c	26%c	20%	19%	21%	31%zm npq	15%	18%	21%	23%m	19%	27%t	18%	15%	32%t	22%
Housing	<b>164</b> 16%	153	2	9	57	48	41	39	66	27	39	59	49	24	27	108	51	38	48	47	25	158
		17%	3%	10%	17%	19%	13%	15%	18%	20%	17%	18%	18%	12%	17%	18%	14%	23%zt	20%	15%	12%	16%
Lack of faith in politicians / government	<b>158</b> 16%	143	7	7	57	50	44	36	57	16	42	54	37	41	24	91	65	19	47	48	25	162
		16%	15%	8%	17%c	20%c	14%	14%	15%	11%	18%	17%	14%	20%	15%	15%	18%	11%	20%	15%	12%	16%
Poverty/Inequality	<b>144</b> 14%	122	4	17	51	34	45	41	48	16	32	47	46	30	16	93	46	22	31	61	17	165
		14%	8%	20%	15%	14%	14%	15%	13%	11%	14%	14%	17%	15%	10%	16%	13%	13%	13%	19%zu	8%	16%
Pollution/Environment/Climate change	<b>142</b> 14%nq	116	7	18	51	33	32	25	58	25	33	47	55	9	19	102	28	16	25	83	13	178
		13%	15%	20%g	15%	13%	10%	9%	16%	18%g	14%	14%nq	20%znq	4%	12%q	17%znq	8%	10%	10%	26%zrs u	6%	18%
Education/Schools	<b>141</b> 14%q	115	12	14	50	36	42	30	49	17	32	58	45	16	18	103	34	24	26	69	12	176
		13%	26%	15%	15%	15%	13%	11%	13%	12%	14%	18%nq	16%q	8%	11%	17%znq	9%	14%	11%	22%zsu	6%	17%

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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**Q.PL01/02**  
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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 COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A-LEVEL (s)	DEGREE MASTER PHD (t)	NONE (u)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>107</b> 11% d p	96 11%	8 16%	4 4%	24 7%	20 8%	49 16% z a c d e k	41 16% z a c d	34 9%	17 12%	18 8%	20 6%	22 8%	39 20% z l m p	20 13%	42 7%	60 17% z l m p	14 8%	33 14% t	25 8%	30 14%	89 9%
Common Market/ Brexit/EU/Europe/ Euro	<b>72</b> 7%	62 7%	1 3%	9 10%	30 9%	21 9%	14 4%	12 5%	29 8%	11 8%	18 8%	20 6%	26 10%	7 4%	19 12% n q	46 8%	26 7%	8 5%	21 9%	33 11% z r	8 4%	76 7%
Unemployment/ Factory closure/ Lack of industry	<b>60</b> 6%	49 6%	1 2%	10 11%	25 7%	15 6%	16 5%	15 6%	20 5%	6 5%	13 6%	16 5%	17 6%	11 5%	14 9%	34 6%	25 7%	7 4%	15 6%	18 6%	16 8%	54 5%
Transport/Public transport	<b>55</b> 5% m	52 6%	* *	4 4%	16 5%	13 5%	18 6%	17 7%	21 6%	11 8%	11 5%	22 7%	7 3%	9 4%	12 8%	29 5% m	21 6%	6 3%	14 6%	18 6%	11 5%	54 5%
Defence/Foreign affairs/ International terrorism	<b>52</b> 5%	48 5%	2 3%	3 3%	12 4%	10 4%	18 6%	17 6%	22 6%	12 9%	10 4%	16 5%	11 4%	14 7%	11 7%	27 4%	24 7%	8 5%	10 4%	16 5%	14 7%	50 5%
Low pay/Minimum wage/Fair wages	<b>50</b> 5%	42 5%	2 4%	6 6%	20 6%	14 6%	12 4%	10 4%	19 5%	6 4%	13 6%	12 4%	15 5%	9 4%	13 8%	28 5%	22 6%	9 6%	13 6%	14 4%	6 3%	47 5%
Public services in general	<b>39</b> 4% g	31 4% g	4 9%	4 5%	15 4%	11 4%	7 2% g	3 1%	18 5%	3 2%	15 7% g	13 4%	9 3%	5 2%	2 1%	22 4%	7 2%	4 2%	9 4%	10 3%	11 5%	46 5%
Taxation	<b>34</b> 3%	27 3%	5 11%	2 2%	12 4%	10 4%	9 3% g	4 1%	13 4%	3 2%	10 4%	19 6% z m	5 2%	3 2%	6 4%	24 4% m	9 2%	2 1%	8 3%	12 4%	10 5%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>29</b> 3% d	26 3%	1 3%	1 2%	4 1%	2 1%	9 3%	8 3%	16 4% d	6 4%	10 4%	13 4%	4 1%	5 2%	3 2%	17 3%	8 2%	1 1%	5 2%	9 3%	9 4%	29 3%

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 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

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**Q.PL01/02**  
**What do you see as the main/other important issues facing Britain today?**  
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<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	23 3%	- -	5 6%	10 3%	5 2%	5 2%	5 2%	14 4%	3 2%	11 5%	15 5%	4 2%	1 *	5 3%	19 3% <sub>m</sub>	6 2%	4 3%	4 2%	10 3%	8 4%	28 3%
Petrol prices/Fuel	<b>27</b> <b>3%</b>	23 3%	1 2%	3 3%	9 3%	6 2%	7 2%	6 2%	11 3%	4 3%	7 3%	8 2%	5 2%	13 7% <sub>zop</sub>	1 *	13 2%	14 4% <sub>o</sub>	8 5%	8 3%	6 2%	2 1%	26 3%
Local government/ Council tax	<b>21</b> <b>2%</b>	20 2%	- -	1 2%	5 1%	3 1%	6 2%	6 2%	11 3%	3 2%	8 4%	5 2%	3 1%	6 3%	7 4%	9 1%	13 4%	9 5% <sub>ztu</sub>	5 2%	5 2%	- -	22 2%
Food production/ farming	<b>20</b> 2% <sub>qt</sub>	20 2%	- -	- -	14 4% <sub>zf</sub>	14 6% <sub>zaf</sub>	3 1%	3 1%	4 1%	- -	4 2%	17 5% <sub>zmn</sub>	3 1%	* *	- -	19 3% <sub>zmq</sub>	* *	- -	2 1%	3 1%	14 6% <sub>zr</sub>	12 1%
Trade unions/ Strikes	<b>19</b> 2% <sub>a</sub>	11 1%	1 1%	7 8% <sub>zaf</sub>	14 4% <sub>zaf</sub>	7 3%	2 1%	1 1%	3 1%	2 1%	2 1%	8 3%	5 2%	5 3%	* *	14 2%	6 2%	5 3%	3 1%	4 1%	4 2%	20 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>19</b> 2% <sub>t</sub>	19 2%	- -	- -	3 1%	3 1%	10 3%	10 4%	6 2%	* *	6 2%	9 3%	6 2%	4 2%	- -	15 3%	4 1%	2 1%	2 1%	3 1%	10 5%	14 1%
Mental health/ well-being	<b>18</b> <b>2%</b>	16 2%	2 3%	- -	2 1%	2 1%	5 2%	4 1%	10 3%	1 1%	9 4% <sub>d</sub>	6 2%	7 3%	4 2%	- -	13 2%	4 1%	6 3%	3 1%	6 2%	- -	22 2%
Race relations	<b>18</b> <b>2%</b>	17 2%	- -	* *	5 2%	5 2%	4 1%	4 2%	8 2%	2 2%	6 3%	4 1%	3 1%	- -	8 5% <sub>zln</sub>	7 1%	8 2%	2 1%	6 2%	6 2%	3 2%	14 1%
Pensions/Social security/Benefits	<b>17</b> <b>2%</b>	16 2%	* *	1 1%	7 2%	6 2%	4 1%	4 1%	6 2%	1 1%	5 2%	9 3%	5 2%	1 1%	2 1%	14 2%	3 1%	1 *	5 2%	5 2%	4 2%	23 2%
Coronavirus/ pandemic diseases	<b>16</b> 2% <sub>hpt</sub>	14 2% <sub>h</sub>	- -	2 2%	12 4% <sub>zah</sub>	10 4% <sub>zah</sub>	3 1%	3 1%	1 *	- -	1 *	3 1%	2 1%	5 3%	6 4% <sub>p</sub>	5 1%	11 3%	1 *	3 1%	2 1%	10 5%	10 1%

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<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
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	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Population levels/ Overpopulation	<b>16</b> <b>2%</b>	12 1%	* 1%	3 4%fg	9 3%	6 2%	1 *	1 1%	6 1%	1 1%	4 2%	3 1%	3 1%	2 1%	6 4%p	6 1%	8 2%	3 2%	3 1%	3 1%	5 3%	14 1%
Nationalisation/ Government control of institutions	<b>12</b> <b>1%</b>	10 1%	1 3%	1 1%	3 1%	3 1%	3 1%	2 1%	5 1%	3 2%	2 1%	5 1%	3 1%	3 2%	- 1%	7 1%	3 1%	3 2%	3 1%	5 1%	- -	14 1%
International trade/trade deals	<b>9</b> <b>1%</b>	9 1%	- -	1 1%	1 *	* *	2 1%	2 1%	6 2%	2 1%	4 2%	4 1%	5 2%	- *	1 1%	9 1%	1 *	- -	2 1%	6 2%z	- -	12 1%
UK union/ devolution/reform	<b>9</b> <b>1%</b>	6 1%	* *	2 3%	4 1%	2 1%	3 1%	3 1%	2 1%	* *	2 1%	2 1%	2 1%	- 3%	4 1%	4 1%	4 1%	* *	4 2%	3 1%	- -	14 1%
Drug abuse	<b>7</b> <b>1%</b>	5 1%	- -	3 3%zaf	4 1%	2 1%	1 *	1 *	2 1%	2 1%	1 *	2 *	* *	2 1%	4 3%zmp	2 *	6 2%	2 1%	2 1%	3 1%	- -	11 1%
Countryside/Rural life	<b>6</b> <b>1%</b>	6 1%	- -	- -	2 1%	2 1%	1 *	1 *	3 1%	* *	3 1%	3 1%	2 1%	- -	1 1%	5 1%	1 *	- -	2 1%	3 1%	- -	6 1%
Privatisation	<b>6</b> <b>1%</b>	6 1%	- -	- -	- -	- -	2 1%	2 1%	3 1%	* *	3 1%	4 1%	1 *	- -	1 1%	4 1%	1 *	1 1%	1 *	2 1%	- -	8 1%
Pound/Exchange rate/Value of pound	<b>3</b> <b>*</b>	2 *	- -	1 1%	1 *	- -	- -	- -	2 1%	1 *	2 1%	1 *	- -	1 *	1 1%	1 *	2 1%	1 1%	1 *	* *	- -	5 *
Animal welfare	<b>3</b> <b>*</b>	3 *	- -	- -	- -	- -	- -	3 1%	- -	- 1%	3 1%	1 *	2 1%	- -	- -	3 *	- -	- -	- -	2 1%	- -	2 *
Median	<b>2</b>	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Royal Family/ Monarchy	<b>1</b> <b>*</b>	1 *	- -	- -	* *	* *	- -	- -	1 *	- -	1 *	1 *	- -	* *	- -	1 *	* *	- -	- -	- -	- -	2 *

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	TOTAL (z)	GOVERNMENT OFFICE REGION										TENURE					EDUCATION				UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	GCSE (r)	A- LEVEL (s)	DEGREE MASTER PHD (t)		NONE (u)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	843	64	110	348	238	308	244	361	146	215	377	293	149	143	670	292	180	216	474	57	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	881	48**	88*	332	244	314	266	371	137*	234	324	275	201*	159*	599	360	167	241	313	210*	1017
	<b>100%</b>	87%	5%**	9%*	33%	24%	31%	26%	36%	13%*	23%	32%	27%	20%*	16%*	59%	35%	16%	24%	31%	21%*	100%
Northern Ireland	<b>1</b>	1	-	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	*
Other	<b>111</b>	97	7	7	34	27	34	27	42	20	23	41	29	23	14	70	36	19	30	38	8	116
	<b>11%</b>	11%	15%	8%	10%	11%	11%	10%	11%	14%	10%	13%	10%	11%	9%	12%	10%	11%	12%	12%	4%	11%
MEAN NUMBER OF MENTIONS	<b>2.98</b>	2.99	2.82	2.99	3.08	3.11	2.81	2.81	3.04	2.99	3.07	3.21z	2.96	2.70	3.08q	3.10z	2.87	2.85	2.95	3.22z	2.70	3.09
STANDARD ERROR	<b>0.05</b>	0.06	0.15	0.13	0.08	0.10	0.08	0.09	0.11	0.11	0.16	0.12	0.08	0.10	0.14	0.07	0.08	0.09	0.10	0.07	0.19	0.06
ERROR VARIANCE	*	*	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.03	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	*	0.04	*
Don't know	<b>123</b>	108	7	8	35	27	41	34	47	16	31	23	19	45	25	42	70	20	13	18	62	88
	12% <sup>lm</sup>	12%	14%	9%	11%	11%	13%	13%	13%	12%	13%	7%	7%	22% <sup>zl</sup>	16% <sup>lmp</sup>	7%	19% <sup>zl</sup>	12% <sup>st</sup>	6%	6%	30% <sup>zrs</sup>	9%
	pst													mp		mp					t	
Personal finances (NET)	<b>482</b>	410	23	50	156	107	149	126	177	67	110	144	136	106	83	279	189	84	120	161	74	492
	<b>47%</b>	46%	48%	56%	47%	44%	47%	47%	48%	49%	47%	44%	49%	53%	52%	47%	53%	50%	50%	51% <sup>zu</sup>	35%	48%

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

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME				IMD QUINTILES					UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (j)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)	CHILD IN HH	1 (A)	2 (B)	3 (C)	4 (D)	5 (E)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	495	99*	423	148*	334	59*	351	179*	187*	290	269	169*	172*	192	177	166*	1017
	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Economy/Economic situation	<b>384</b>	224	36	124	54	138	32	110	49	85	139	119	62	56	74	77	65	416
	38% <sup>c</sup>	45% <sup>zc</sup>	36%	29%	36%	41%	54% <sup>zf</sup>	31%	27%	45% <sup>l</sup>	48% <sup>zl</sup>	44%	36%	33%	38%	43%	39%	41%
Inflation/Prices	<b>353</b>	181	28	144	56	128	20	110	56	64	105	107	59	65	73	51	68	347
	35%	37%	28%	34%	38%	38%	35%	31%	31%	34%	36%	40%	35%	38%	38%	29%	41%	34%
National health service/Hospitals/Healthcare	<b>316</b>	142	36	138	32	123	24	108	47	54	106	82	31	53	55	65	63	351
	31% <sup>fA</sup>	29%	37%	33%	21%	37% <sup>zf</sup>	41% <sup>f</sup>	31%	26%	29%	37% <sup>z</sup>	31%	18%	31%	29%	37% <sup>A</sup>	38% <sup>A</sup>	35%
Immigration/immigrants	<b>220</b>	84	29	107	57	49	8	68	63	29	50	36	36	39	38	30	41	222
	22% <sup>ag</sup>	17%	30% <sup>a</sup>	25% <sup>a</sup>	39% <sup>zg</sup>	15%	14%	19%	35% <sup>zm</sup>	16%	17%	13%	21%	23%	20%	17%	25%	22%
Housing	<b>164</b>	88	22	54	18	70	9	48	24	32	55	44	36	31	33	22	27	158
	16%	18%	23%	13%	12%	21% <sup>z</sup>	16%	14%	13%	17%	19%	16%	21%	18%	17%	12%	16%	16%
Lack of faith in politics / politicians / government	<b>158</b>	74	19	65	15	62	11	56	28	28	43	45	24	27	29	28	34	162
	16%	15%	19%	15%	10%	19%	18%	16%	16%	15%	15%	17%	14%	15%	15%	16%	20%	16%
Poverty/Inequality	<b>144</b>	74	21	49	4	69	12	43	19	29	43	44	30	21	27	30	21	165
	14% <sup>f</sup>	15%	21%	12%	3%	21% <sup>zf</sup>	20% <sup>f</sup>	12%	11%	15%	15%	16%	18%	12%	14%	17%	13%	16%
Pollution/Environment/Climate change	<b>142</b>	83	12	46	19	63	14	21	17	29	53	42	10	30	23	33	29	178
	14% <sup>A</sup>	17% <sup>z</sup>	12%	11%	13%	19% <sup>z</sup>	24% <sup>z</sup>	6%	9%	16%	18% <sup>z</sup>	15%	6%	17% <sup>A</sup>	12%	18% <sup>A</sup>	18% <sup>A</sup>	18%
Education/Schools	<b>141</b>	68	19	55	11	72	13	34	20	25	50	54	18	17	17	37	34	176
	14%	14%	19%	13%	8%	22% <sup>zf</sup>	23% <sup>zf</sup>	10%	11%	13%	17%	20%	11%	10%	9%	21% <sup>zB</sup>	20% <sup>zB</sup>	17%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME				IMD QUINTILES					UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (i)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)	CHILD IN HH	1 (A)	2 (B)	3 (C)	4 (D)	5 (E)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	495	99*	423	148*	334	59*	351	179*	187*	290	269	169*	172*	192	177	166*	1017
	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour	<b>107</b> 11%n	48 10%	8 8%	52 12%	24 16%g	27 8%	8 14%	37 11%	19 11%	23 12%	17 6%	28 10%	18 11%	19 11%	25 13%	15 9%	9 5%	89 9%
Common Market/ Brexit/EU/Europe/ Euro	<b>72</b> 7%	45 9%	5 6%	22 5%	4 3%	43 13%zf	8 13%f	11 3%	11 6%	8 4%	32 11%zm	24 9%	6 4%	12 7%	14 7%	14 8%	14 8%	76 7%
Unemployment/ Factory closure/ Lack of industry	<b>60</b> 6%	30 6%	1 1%	28 7%	10 7%	28 8%z	1 2%	17 5%	6 3%	8 4%	24 8%z	11 4%	2 1%	12 7%	13 7%	12 7%	14 8%A	54 5%
Transport/Public transport	<b>55</b> 5%	35 7%	1 1%	19 5%	8 5%	28 8%z	3 5%	16 5%	16 9%	9 5%	21 7%	15 5%	7 4%	13 7%	16 8%	10 5%	8 5%	54 5%
Defence/Foreign affairs/ International terrorism	<b>52</b> 5%	22 4%	8 8%	23 5%	19 13%zg	12 4%	4 6%	15 4%	14 8%	8 4%	13 4%	21 8%	10 6%	10 6%	11 6%	9 5%	4 2%	50 5%
Low pay/Minimum wage/Fair wages	<b>50</b> 5%c	24 5%	16 16%zac	10 2%	3 2%	21 6%	1 1%	17 5%	12 6%	13 7%	14 5%	15 6%	16 9%	12 7%	6 3%	10 6%	5 3%	47 5%
Public services in general	<b>39</b> 4%c	27 5%c	5 5%	8 2%	3 2%	15 4%	3 6%	14 4%	3 2%	16 8%z	12 4%	11 4%	15 9%zB	2 1%	7 4%	5 3%	8 5%	46 5%
Taxation	<b>34</b> 3%	16 3%	8 8%	11 3%	6 4%	7 2%	* 1%	15 4%	13 7%	7 4%	10 4%	6 2%	8 5%	7 4%	5 3%	4 2%	5 3%	37 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E  
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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Morality/ Individual behaviour/ Lifestyle	<b>29</b> 3%g	9 2%	2 2%	17 4%	11 7%zg	3 1%	-	13 4%	3 1%	8 4%	6 2%	5 2%	1 1%	2 1%	7 3%	2 1%	5 3%	29 3%
Ageing population/ Social care for the elderly	<b>29</b> 3%	11 2%	2 2%	16 4%	2 1%	9 3%	1 1%	10 3%	2 1%	1 1%	8 3%	7 3%	2 1%	14 8%zAC E	3 1%	5 3%	2 1%	28 3%
Petrol prices/Fuel	<b>27</b> 3%	15 3%	-	11 3%	* *	13 4%	2 4%	9 3%	5 3%	7 4%	8 3%	9 4%	5 3%	7 4%	3 2%	6 3%	5 3%	26 3%
Local government/ Council tax	<b>21</b> 2%	9 2%	4 4%	9 2%	- -	12 4%z	1 1%	7 2%	3 2%	8 4%	5 2%	10 4%	5 3%	6 3%	-	3 2%	6 4% C	22 2%
Food production/ farming	<b>20</b> 2%g	6 1%	6 6%za	8 2%	2 2%	1 *	2 3%g	14 4%	9 5% m	-	4 1%	-	6 4%	1 *	4 2%	4 2%	4 2%	12 1%
Trade unions/ Strikes	<b>19</b> 2%	11 2%	1 1%	7 2%	6 4%	5 1%	4 6%zg	3 1%	6 3%	6 3%	6 2%	8 3%	5 3%	2 1%	3 2%	7 4%	2 1%	20 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>19</b> 2%g	9 2%	6 6%zc	4 1%	9 6%zg	2 1%	-	2 1%	2 1%	2 1%	2 1%	1 1%	-	2 1%	4 2%	6 3%	2 1%	14 1%
Mental health/ well-being	<b>18</b> 2%	9 2%	5 5% c	4 1%	1 1%	9 3%	2 3%	5 2%	3 2%	3 1%	7 3%	5 2%	5 3%	3 2%	3 1%	1 1%	4 2%	22 2%
Race relations	<b>18</b> 2%	8 2%	-	10 2%	* *	12 3%z	4 6%zf	-	4 2%	2 1%	4 1%	4 1%	4 2%	5 3%	1 1%	1 1%	3 2%	14 1%
Pensions/Social security/Benefits	<b>17</b> 2%	8 2%	-	9 2%	4 3%	5 1%	1 1%	7 2%	3 2%	2 1%	5 2%	2 1%	3 2%	2 1%	2 1%	1 1%	7 4%	23 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E  
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Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
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**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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

	TOTAL (z)	WORKING STATUS			PARTY PREFERENCE (NOT VI)				HH INCOME			CHILD IN HH	IMD QUINTILES					UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NONE (i)	UP TO 24999 (l)	25000 - 49999 (m)	50000 PLUS (n)		1 (A)	2 (B)	3 (C)	4 (D)	5 (E)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	482	97	438	150	369	79	283	140	198	329	257	153	164	189	190	190	1017
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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Coronavirus/pandemic diseases	16	2	*	14	2	1	*	10	11	-	3	-	5	6	1	3	1	10
	2%ag	*	*	3%za	1%	*	*	3%	6%zmn	-	1%	-	3%	4%	*	2%	1%	1%
Population levels/Overpopulation	16	3	3	9	3	7	-	5	4	2	3	6	2	5	*	*	1	14
	2%	1%	3%	2%	2%	2%	-	1%	2%	1%	1%	2%	1%	3%	*	*	1%	1%
Nationalisation/Government control of institutions	12	7	2	4	3	4	2	3	2	4	2	1	1	3	2	*	3	14
	1%	1%	2%	1%	2%	1%	3%	1%	1%	2%	1%	*	1%	1%	1%	*	2%	1%
International trade/trade deals	9	8	-	1	-	4	1	4	1	*	8	6	-	1	4	4	1	12
	1%	2%	-	*	-	1%	2%	1%	*	*	3%z	2%	-	1%	2%	2%	*	1%
UK union/devolution/reform	9	5	-	4	*	4	*	2	1	3	*	5	-	4	*	2	2	14
	1%	1%	-	1%	*	1%	1%	*	1%	1%	*	2%	-	2%	*	1%	1%	1%
Drug abuse	7	2	1	4	1	2	-	3	2	1	1	3	2	2	1	1	*	11
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	*	1%	1%	1%	1%	*	*	1%
Countryside/Rural life	6	3	2	1	-	4	2	-	2	-	2	3	-	3	1	2	*	6
	1%	1%	2%	*	-	1%	3%z	-	1%	-	1%	1%	-	1%	*	1%	*	1%
Privatisation	6	2	-	3	-	3	1	1	2	-	2	1	-	1	-	1	3	8
	1%	*	-	1%	-	1%	2%	*	1%	-	1%	*	-	*	-	1%	2%	1%
Pound/Exchange rate/Value of pound	3	2	-	1	-	3	-	-	1	*	1	-	-	2	-	*	1	5
	*	*	-	*	-	1%z	-	-	*	*	*	-	-	1%	-	*	*	*
Animal welfare	3	-	2	1	-	3	-	-	1	-	-	2	-	3	-	-	-	2
	*	-	2%a	*	-	1%	-	-	*	-	-	1%	-	1%z	-	-	-	*
Median	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h/r - z/l/m/n - z/v/w/x - z/A/B/C/D/E  
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**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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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+**

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	<b>100%</b>	49%	10%*	42%	15%*	33%	6%*	35%	18%*	18%*	28%	26%	17%*	17%*	19%	17%	16%*	100%
Royal Family/ Monarchy	1*	-	*	1	-	1	-	*	1	-	-	-	-	1	-	-	*	2*
Northern Ireland	1*	-	-	1*	-	1*	-	-	1*	-	-	-	-	1*	-	-	-	1*
Other	111	53	14	45	12	32	7	47	14	16	31	38	18	18	25	18	18	116
	<b>11%</b>	11%	14%	11%	8%	10%	13%	13%	8%	9%	11%	14%	11%	11%	13%	10%	11%	11%
MEAN NUMBER OF MENTIONS	<b>2.98</b>	3.02	3.33	2.86	2.77	3.32z	3.45z	2.76	2.93	2.94	3.14	3.11	2.83	3.11	2.89	3.05	3.20	3.09
STANDARD ERROR	<b>0.05</b>	0.07	0.17	0.09	0.08	0.12	0.15	0.09	0.23	0.09	0.07	0.10	0.12	0.22	0.09	0.09	0.10	0.06
ERROR VARIANCE	*	*	0.03	0.01	0.01	0.01	0.02	0.01	0.05	0.01	0.01	0.01	0.01	0.05	0.01	0.01	0.01	*
Don't know	123	45	6	72	9	14	2	86	24	19	11	21	25	16	22	19	14	88
	<b>12%</b>	9%	6%	17%za	6%	4%	3%	24%	14%n	10% n	4%	8%	14%	9%	12%	11%	9%	9%
Personal finances (NET)	482	245	53	184	60	191	28	151	78	94	153	150	90	84	93	81	88	492
	<b>47%</b>	49%	53%	44%	41%	57%zf	47%	43%	43%	50%	53%z	56%	53%	49%	49%	46%	53%	48%

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

**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Economy/Economic situation	<b>384</b> <b>38%</b>	384 100%zbc	120 38%	33 30%	78 36%	37 51%zc	65 46%z	185 39%	137 40%	62 30%	336 38%	46 35%	40 39%	212 45%z	416 41%
Inflation/Prices	<b>353</b> 35%af	84 22%	97 31%a	43 40%af	74 33%a	23 32%	35 25%	162 34%	112 33%	80 39%	301 34%	51 38%	38 37%	164 35%	347 34%
National health service/Hospitals/ Healthcare	<b>316</b> 31%k	120 31%	316 100%zac	32 30%	64 29%	23 31%	89 63%zac	149 32%	114 34%	53 26%	283 32%k	29 22%	37 36%	138 29%	351 35%
Immigration/immigrants	<b>220</b> 22%k	78 20%	64 20%	23 22%	220 100%zab	9 13%	29 21%	95 20%	73 22%	52 26%	204 23%zk	15 11%	19 19%	92 20%	222 22%
Housing	<b>164</b> 16%h	63 16%	50 16%	13 12%	37 17%	10 14%	27 19%	91 19%zh	39 12%	33 16%	143 16%	19 15%	17 16%	88 19%	158 16%
Lack of faith in politicians / government	<b>158</b> <b>16%</b>	59 15%	45 14%	14 13%	35 16%	19 26%zab	20 14%	67 14%	52 15%	38 19%	127 15%	26 20%	11 11%	78 17%	162 16%
Poverty/Inequality	<b>144</b> <b>14%</b>	58 15%	44 14%	20 19%	19 9%	10 13%	20 15%	58 12%	52 15%	34 17%	129 15%	14 10%	25 24%zm	63 14%	165 16%
Pollution/ Environment/ Climate change	<b>142</b> <b>14%</b>	65 17%t	54 17%t	9 8%	21 10%	13 18%	21 15%	82 17%zh	35 10%	25 12%	124 14%	15 11%	13 13%	75 16%	178 18%
Education/Schools	<b>141</b> <b>14%</b>	65 17%	89 28%zac	15 14%	29 13%	16 22%	141 100%zab	78 16%i	47 14%	16 8%	121 14%	19 15%	24 23%zm	61 13%	176 17%

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 : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>107</b> 11%j	33 8%	32 10%	107 100%zab eft	23 11%	6 9%	15 10%	51 11%	42 12%	14 7%	81 9%	23 17%zj	8 8%	47 10%	89 9%
Common Market/ Brexit/EU/Europe/ Euro	<b>72</b> 7%	37 10%t	23 7%	6 6%	9 4%	72 100%zab cft	16 12%t	37 8%	27 8%	9 4%	61 7%	11 8%	5 5%	45 10%	76 7%
Unemployment/ Factory closure/ Lack of industry	<b>60</b> 6%	22 6%	18 6%	7 6%	15 7%	2 3%	4 3%	34 7%	12 3%	15 7%	48 5%	12 9%	4 4%	27 6%	54 5%
Transport/Public transport	<b>55</b> 5%k	22 6%	32 10%zat	7 7%	10 4%	4 6%	13 9%	31 7%	17 5%	8 4%	54 6%k	1 1%	3 3%	31 7%	54 5%
Defence/Foreign affairs/ International terrorism	<b>52</b> 5%g	25 6%	19 6%	7 7%	12 6%	9 13%zf	5 4%	16 3%	24 7%	12 6%	44 5%	8 6%	4 4%	26 6%	50 5%
Low pay/Minimum wage/Fair wages	<b>50</b> 5%	21 5%	15 5%	6 6%	13 6%	4 5%	10 7%	19 4%	18 5%	13 7%	41 5%	8 6%	8 8%	32 7%	47 5%
Public services in general	<b>39</b> 4%k	18 5%	15 5%	2 2%	5 2%	3 4%	7 5%	12 3%	16 5%	11 6%	39 5%k	-	7 7%z	24 5%	46 5%
Taxation	<b>34</b> 3%h	17 4%	9 3%	2 2%	18 8%zb	4 5%	8 6%	15 3%	5 1%	15 7%zh	29 3%	6 4%	2 2%	21 5%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>29</b> 3%g	10 3%	5 2%	6 5%	5 2%	2 3%	4 3%	6 1%	13 4%	10 5%	24 3%	3 2%	3 3%	9 2%	29 3%

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

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	16 4%	15 5%	2 2%	5 2%	2 2%	7 5%	16 3%	8 2%	4 2%	28 3%	- -	4 4%	6 1%	28 3%
Petrol prices/Fuel	<b>27</b> <b>3%</b>	10 3%	6 2%	2 2%	2 1%	3 4%	4 3%	14 3%	5 1%	8 4%	21 2%	5 4%	2 2%	14 3%	26 3%
Local government/ Council tax	<b>21</b> <b>2%</b>	6 2%	7 2%	2 2%	3 1%	3 4%	8 6%zabt	14 3%	4 1%	3 2%	18 2%	4 3%	1 1%	12 2%	22 2%
Food production/ farming	<b>20</b> 2%g	11 3%	7 2%	2 2%	12 5%zf	1 1%	1 1%	4 1%	2 1%	14 7%zgh	19 2%	1 1%	3 3%	9 2%	12 1%
Trade unions/ Strikes	<b>19</b> <b>2%</b>	9 2%	5 2%	4 4%	2 1%	2 3%	7 5%zb	9 2%	3 1%	7 4%	16 2%	3 3%	2 2%	11 2%	20 2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>19</b> <b>2%</b>	11 3%	8 2%	1 1%	6 3%	2 3%	2 1%	10 2%	8 2%	* *	17 2%	2 2%	1 1%	14 3%	14 1%
Mental health/ well-being	<b>18</b> <b>2%</b>	4 1%	8 2%	5 5%	2 1%	2 2%	4 3%	6 1%	8 2%	3 1%	13 2%	4 3%	5 5%zm	8 2%	22 2%
Race relations	<b>18</b> <b>2%</b>	8 2%	6 2%	4 4%	5 2%	8 11%zabf	3 2%	6 1%	8 2%	3 2%	18 2%	- -	* *	8 2%	14 1%
Pensions/Social security/Benefits	<b>17</b> <b>2%</b>	4 1%	13 4%za	1 1%	11 5%za	2 2%	6 4%za	8 2%	3 1%	6 3%	16 2%	1 1%	2 2%	5 1%	23 2%
Coronavirus/ pandemic diseases	<b>16</b> 2%m	3 1%	3 1%	1 1%	1 *	2 3%	2 1%	10 2%	5 1%	1 *	14 2%	2 1%	* *	2 *	10 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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**What do you see as the main/other important issues facing Britain today?**  
**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	IMPORTANT ISSUES						AREA			ETHNIC		SECTOR WORKING IN		UNWTD TOTAL
		ECON OMY (a)	NHS/ HOSP ITALS (b)	CRIME (c)	IMMIG RATION (t)	EU/ EUROPE (e)	SCH OOLS (f)	URBAN (g)	SUB- URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Population levels/ Overpopulation	<b>16</b> 2%g	6	6	2	2	1	2	1	11	4	16	-	1	6	14
Nationalisation/ Government control of institutions	<b>12</b> 1%	6	3	3	4	1	4	7	5	*	11	1	1	7	14
International trade/trade deals	<b>9</b> 1%	7	5	1	1	4	2	5	3	2	9	-	1	7	12
UK union/ devolution/reform	<b>9</b> 1%	7	4	3	*	5	1	3	5	-	8	*	2	3	14
Drug abuse	<b>7</b> 1%	1	2	3	*	1	3	3	2	3	4	3	1	2	11
Countryside/Rural life	<b>6</b> 1%	3	2	1	-	1	2	4	2	-	6	-	1	3	6
Privatisation	<b>6</b> 1%	3	4	1	-	1	2	3	1	2	6	-	1	2	8
Pound/Exchange rate/Value of pound	<b>3</b> *	1	2	2	1	1	1	2	2	-	3	1	1	2	5
Animal welfare	<b>3</b> *	1	1	1	-	1	1	1	2	-	3	-	-	2	2
Median	<b>2</b>	3	3	3	3	3	3	2	2	2	2	2	2	2	2
Royal Family/ Monarchy	<b>1</b> *	1	1	1	*	1	1	1	-	-	1	-	-	*	2
		*	*	1%	*	1%	1%	*	-	-	*	-	-	*	*

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
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**ISSUES INDEX OCTOBER 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)
<b>UNWEIGHTED BASE</b>	<b>1017</b>	416	351	89	222	76	176	487	331	199	866	140	193	371	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	384	316	107*	220	72*	141	474	341	203*	874	133	104	469	1017
	<b>100%</b>	38%	31%	11%*	22%	7%*	14%	47%	33%	20%*	86%	13%	10%	46%	100%
Northern Ireland	<b>1</b> *	1 *	1 *	1 1%	- -	1 1%	1 1%	1 *	- -	- -	1 *	- -	- -	- -	1 *
Other	<b>111</b> <b>11%</b>	37 10%	34 11%	13 12%	15 7%	12 17%t	15 11%	57 12%	36 11%	18 9%	91 10%	19 14%	13 13%	53 11%	116 11%
MEAN NUMBER OF MENTIONS	<b>2.98</b>	3.52z	3.79z	3.91z	3.50z	4.46za t	4.28za bt	3.02	2.91	3.02	3.01	2.81	3.16	3.07	3.09
STANDARD ERROR	<b>0.05</b>	0.11	0.12	0.37	0.11	0.47	0.22	0.09	0.08	0.11	0.06	0.11	0.11	0.08	0.06
ERROR VARIANCE	*	0.01	0.02	0.14	0.01	0.22	0.05	0.01	0.01	0.01	*	0.01	0.01	0.01	*
Don't know	<b>123</b> 12%abef tm	13 3%	13 4%f	10 10%f	9 4%	1 2%	1 1%	55 12%	33 10%	35 17%	103 12%	19 14%	14 14% m	31 7%	88 9%
Personal finances (NET)	<b>482</b> 47%abf	143 37%	132 42%	54 51%	93 42%	28 38%	54 38%	209 44%	163 48%	110 54%	414 47%	67 50%	59 57% z	228 49%	492 48%

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	149	77	215	77	282	162	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	152*	112*	197	122*	177	211*	1017
	<b>100%</b>	15%*	11%*	19%	12%*	17%	21%*	100%
Economy/Economic situation	<b>384</b> 38%d	67 44%d	47 42%d	97 49%zd f	24 19%	80 45%zd f	62 29%	416 41%
Inflation/Prices	<b>353</b> 35%	61 40%	43 39%	76 38%	34 28%	57 32%	66 31%	347 34%
National health service/Hospitals/ Healthcare	<b>316</b> 31%	39 26%	26 23%	71 36%	41 33%	71 40%za b	58 27%	351 35%
Immigration/immigrants	<b>220</b> 22%abc	13 8%	11 10%	32 16%	25 20%	59 33%za bc	77 36%za bc	222 22%
Housing	<b>164</b> 16%e	36 24%zc e	25 22%e	27 14%	19 15%	17 10%	37 17%	158 16%
Lack of faith in politics / politicians / government	<b>158</b> 16%	17 11%	15 13%	35 18%	24 20%	36 20%f	21 10%	162 16%
Poverty/Inequality	<b>144</b> 14%	24 16%	23 21%f	31 16%	17 14%	24 13%	19 9%	165 16%
Pollution/ Environment/ Climate change	<b>142</b> 14%	20 13%	15 13%	44 22%zf	13 11%	25 14%	21 10%	178 18%
Education/Schools	<b>141</b> 14%	13 9%	14 12%	42 21%zad	9 8%	36 21%za d	25 12%	176 17%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	149	77	215	77	282	162	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	152*	112*	197	122*	177	211*	1017
	<b>100%</b>	15%*	11%*	19%	12%*	17%	21%*	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	<b>107</b> 11%e	14 9%	17 15%e	19 10%	19 16%e	10 5%	23 11%	89 9%
Common Market/ Brexit/EU/Europe/ Euro	<b>72</b> 7%	12 8%	6 6%	25 13%zf	4 4%	18 10%f	5 3%	76 7%
Unemployment/ Factory closure/ Lack of industry	<b>60</b> 6%	13 9%	4 4%	7 4%	4 3%	14 8%	15 7%	54 5%
Transport/Public transport	<b>55</b> 5%	8 6%	3 3%	14 7%	11 9%	11 6%	8 4%	54 5%
Defence/Foreign affairs/ International terrorism	<b>52</b> 5%	5 3%	1 1%	15 8%bd	- -	9 5%	15 7%	50 5%
Low pay/Minimum wage/Fair wages	<b>50</b> 5%	14 9%	5 5%	10 5%	2 2%	6 3%	12 6%	47 5%
Public services in general	<b>39</b> 4%	11 7%	5 4%	9 5%	2 1%	9 5%	4 2%	46 5%
Taxation	<b>34</b> 3%	3 2%	3 3%	3 2%	7 6%	8 4%	9 4%	37 4%
Morality/ Individual behaviour/ Lifestyle	<b>29</b> 3%	2 1%	4 3%	2 1%	4 3%	3 2%	11 5%	29 3%

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

Respondent type : GB Adults 18+  
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**BASE: ALL ADULTS AGED 18+**

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	149	77	215	77	282	162	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	152*	112*	197	122*	177	211*	1017
	<b>100%</b>	15%*	11%*	19%	12%*	17%	21%*	100%
Ageing population/ Social care for the elderly	<b>29</b> <b>3%</b>	*	2	7	6	9	4	28
		*	2%	4%	5%	5%a	2%	3%
Petrol prices/Fuel	<b>27</b> <b>3%</b>	4	6	6	2	-	7	26
		3%	5%e	3%e	2%	-	4%	3%
Local government/ Council tax	<b>21</b> <b>2%</b>	8	1	4	2	3	3	22
		5%	1%	2%	2%	2%	2%	2%
Food production/ farming	<b>20</b> <b>2%</b>	2	-	2	*	6	10	12
		1%	-	1%	*	3%	5%	1%
Trade unions/ Strikes	<b>19</b> <b>2%</b>	3	4	3	1	3	5	20
		2%	3%	2%	*	2%	3%	2%
Nuclear weapons/ Nuclear war/ Disarmament	<b>19</b> <b>2%</b>	2	-	1	*	8	8	14
		1%	-	1%	*	4%zc	4%	1%
Mental health/ well-being	<b>18</b> <b>2%</b>	2	3	4	2	4	2	22
		1%	3%	2%	2%	2%	1%	2%
Race relations	<b>18</b> <b>2%</b>	2	5	5	-	4	2	14
		2%	4%	3%	-	2%	1%	1%
Pensions/Social security/Benefits	<b>17</b> <b>2%</b>	1	1	2	-	9	3	23
		1%	1%	1%	-	5%zc	2%	2%
Coronavirus/ pandemic diseases	<b>16</b> <b>2%</b>	3	-	-	5	3	6	10
		2%	-	-	4%	2%	3%	1%
Population levels/ Overpopulation	<b>16</b> <b>2%</b>	2	-	3	-	4	7	14
		1%	-	2%	-	2%	3%	1%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	149	77	215	77	282	162	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	152*	112*	197	122*	177	211*	1017
	<b>100%</b>	<b>15%*</b>	<b>11%*</b>	<b>19%</b>	<b>12%*</b>	<b>17%</b>	<b>21%*</b>	<b>100%</b>
Nationalisation/ Government control of institutions	<b>12</b> <b>1%</b>	1 *	1 1%	2 1%	5 4%	2 1%	1 1%	14 1%
International trade/trade deals	<b>9</b> <b>1%</b>	2 1%	- -	5 3%z	- -	1 1%	1 1%	12 1%
UK union/ devolution/reform	<b>9</b> <b>1%</b>	2 1%	- -	4 2%	- -	1 1%	1 1%	14 1%
Drug abuse	<b>7</b> <b>1%</b>	1 1%	- -	3 1%	1 *	* *	1 *	11 1%
Countryside/Rural life	<b>6</b> <b>1%</b>	2 1%	- -	2 1%	1 1%	1 *	1 *	6 1%
Privatisation	<b>6</b> <b>1%</b>	* *	1 1%	1 *	- -	2 1%	1 *	8 1%
Pound/Exchange rate/Value of pound	<b>3</b> <b>*</b>	2 1%	* *	- -	- -	1 *	1 *	5 *
Animal welfare	<b>3</b> <b>*</b>	- -	- -	2 1%	- -	- -	1 *	2 *
Median	<b>2</b>	2	2	2	2	2	2	2
Royal Family/ Monarchy	<b>1</b> <b>*</b>	- -	- -	- -	- -	* *	1 *	2 *
Northern Ireland	<b>1</b> <b>*</b>	- -	- -	- -	- -	- -	1 *	1 *
Other	<b>111</b> <b>11%a</b>	6 4%	17 15%a	32 16%za	16 13%	16 9%	20 9%	116 11%

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

Respondent type : GB Adults 18+  
 Fieldwork dates : 4th October - 11th October 2023  
 Source : Ipsos (JN Q218)

**ISSUES INDEX OCTOBER 2023 (PUBLIC - FINAL)**

12 Oct 2023

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

	TOTAL (z)	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1 (a)	18-34 C2DE (b)	35-54 ABC1 (c)	35-54 C2DE (d)	55+ ABC1 (e)	55+ C2DE (f)	
<b>UNWEIGHTED BASE</b>	<b>1017</b>	149	77	215	77	282	162	1017
<b>WEIGHTED BASE</b>	<b>1017</b>	152*	112*	197	122*	177	211*	1017
	<b>100%</b>	15%*	11%*	19%	12%*	17%	21%*	100%
MEAN NUMBER OF MENTIONS	<b>2.98</b>	2.85	2.81	3.32z abd	2.64	3.23z abd	2.95	3.09
STANDARD ERROR	<b>0.05</b>	0.10	0.12	0.12	0.11	0.08	0.20	0.06
ERROR VARIANCE	*	0.01	0.01	0.01	0.01	0.01	0.04	*
Don't know	<b>123</b>	17	7	5	24	5	51	88
	12%ce	11%ce	6%	3%	19%ce	3%	24%zab ce	9%
Personal finances (NET)	<b>482</b>	85	66	103	47	78	83	492
	<b>47%</b>	56%f	59%zd ef	52%	39%	44%	39%	48%

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