

26 Mar 2024

Table 1 Q.PL01 What would you say is the most important issue facing Britain today?

Table 1 Q.PL01 What would you say is the	most importa	nt issue facing	Britain today?																			
BASE: ALL ADULTS AGED 18+																						
		s	EX	I				AGE					1		SOCIAL	GRADE				HH INCOME		1
	TOTAL (z)	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (i)	55+ (k)	AB (I)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	UP TO 24999 (r)	25000-49999 (s)	50000 PLUS (t)	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	1010	508	489	100	140	139	159	188 162	280	240 276	298	468	330	342	144 211*	142	672	286 437	124	155 154*	322	1010
Economy/Economic situation	100%	48% 110	50% 75	11%*	17%* 35	16%*	17%*	16%	23%	27%	33%	39%	28%	25% 54	21%*	22%*	53%	43%	14%*	15%*	28%	100%
Economy/Economic situation	185	23%	15%	14%	20%	28%	17%	18%	14%	18%	22%	16%	19%	22%	19%	15%	20%	17%	15%	23%	23%	21%
Inflation/Prices	152	zb 64	86	25	35	zhk 28	26	12	25	60	54	37	47	39	23	32	86	55	22	25	45	136
	15% gk	13%	17%	23% ghk	21% gk	17% g	15%	7%	11%	22% zgh	16% gk	9%	17%	16%	11%	14%	16%	13%	16%	16%	16%	13%
Immigration/immigrants	121	61	59	1	2	10	8	30	68	k 3	18	98	19	28	36	35	47	71	22	14	14	108
	12% cdf	13%	12%	1%	1%	6% i	5%	18% zcd	29% zcde	1%	6% i	25% zode	7%	11%	17% Ip	16% 	9%	16% zlp	16% t	9%	5%	11%
National health service/Hospitals/	ijlpt 115	56	59	9	15	13	17	efij 25	fij 36	24	30	fgij 61	25	23	29	33	49	61	18	13	28	110
Healthcare	11%	11%	12%	9%	9%	8%	10%	16%	15%	9%	9%	15%	9%	9%	14%	14%	9%	14%	13%	9%	10%	11%
Lack of faith in politics / politicians	p 62	36	22	13	6	10	21	8	6	18	31	z 13	17	17	15	13	34	28	3	12	23	55
/ government	6%	7%	4%	12%	3%	6%	12%	5%	2%	7%	9%	3%	6%	7%	7%	6%	6%	6%	2%	8%	8%	5%
Poverty/Inequality	hk 59	15	44	hik	7	10	zdhk 16	9		15	zhk 26	17	18	12	10	14	29	25	6	14	13	66
,	6%	3%	9% za	7%	4%	6%	9%	5%	4%	5%	8%	4%	6%	5%	5%	6%	6%	6%	5%	9%	5%	7%
Housing	34 3%	17 3%	18 3%	4 4%	7 4%	6 4%	5 3%	5 3%	8 3%	12 4%	10 3%	12 3%	15 5%	7 3%	3 1%	10 4%	21 4%	12 3%	9 7%	3 2%	11 4%	38 4%
Crime/Law & order/ Violence/	25	10	15	4	3	5	6	6	1	7	10	7	6	7	2	10	12	12	1	1	6	18
Vandalism/Antisocial (yob) behaviour																						
	2%	2%	3%	4%	2%	3%	3%	4% hk	•	3%	3%	2% h	2%	3%	1%	4%	2%	3%	1%	•	2%	2%
Pollution/ Environment/ Climate change	25	10	14	1	4	6	6	6	3	5	11	9	12	8	2	2	20	5	2	4	13	37
	2%	2%	3%	1%	2%	3%	3%	3%	1%	2%	3%	2%	4% q	3%	1%	1%	4% z	1%	2%	3%	5% z	4%
Defence/Foreign affairs/ International terrorism	15	12	3	1	2	2	1	1	8	3	3	9	6	6	2	1	12	3	2	2	5	29
Common Market/	1% 13	2%	1% 11	1%	1% 5	2% 7		1% 1	4% 1	1% 5	1% 7	2% 1	2% 5	2% 1	1%	* 5	2% 7	1% 5	1%	1% 7	2% 3	3% 10
Brexit/EU/Europe/ Euro	1%		2%		3%	4%				2%	2%		2%			2%	1%	1%		5%	1%	1%
Population levels/ Overpopulation	a 13	12	1		11	zhk		1	1	11		2	9		4		9	4		z	1	4
Topulation every overpopulation	1%	3%			6%			1%	·	4%		1%	3%		2%		2%	1%			1%	
	176 b	zb	-	-	zefh		•	1%		zjk	•	176	276 Zm		2%		2%	176		-	1%	
Ageing population/ Social care for	12	4	8	-	2 2	-	3	4	4	2	3	7	4	3	2	1	7	3	2	2	2	14
the elderly	1%	1%	2%		1%		2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Low pay/Minimum wage/Fair wages	11		11	1	1		7	2	•	2	7	2	1	•	8	1	1	9	4	-	1	9
	1% ap	•	2% za	1%	1%		4% zhk	1%	•	1%	2%	1%	•	•	4% zlmp	1%	•	2% p	3%	-		1%
Public services in general	10 1%	4 1%	6 1%	1 1%	:	1 1%	6 4%	1 1%	1	1 1%	7 2%	2	5 2%	5 2%	-	-	10 2%	-	1	2 1%	5 2%	20 2%
Unemployment/ Factory closure/	10	2	7	1	4	1	zk 1		3	5	2	3	q 3	q 5	1	1	zq 8	2	1	2	1	8
Lack of industry	1%		1%	1%	3%		1%		1%	2%		1%	1%	2%	1%		1%	1%	1%	1%	1%	1%
Nationalisation/ Government control of institutions	10	8	2	-	5	-	•	4	1	5		4	3	-	4	1	3	5	1	5	2	7
Control of materialia	1%	2%		-	3%	-		2%		2%		1%	1%	-	2%		1%	1%	1%	3%	1%	1%
Taxation	9	6	1	6	1		1	1	:	6	1	1	2	1	4		3	4	-	1	3	8
	1% b	1%	•	5% zefg				•	•	2%		•	1%	·	2%		1%	1%	-	1%	1%	1%
Nuclear weapons/ Nuclear war/	8	3	5	hijk -		2		1	5		2	6	2		5	1	2	6	6		2	3
Disarmament	1%	1%	1%	-		1%			2%	-	1%	2%	1%	-	3%			1%	4%	-	1%	
Mental health/ well-being	7	6	2	2	3		3			5	3			2	1	4	2	5	z 3	1		7
	1%	1%	•	2% k	2%		2%	-	-	2%	1%			1%	1%	2%	•	1%	2%	1%	-	1%
Pensions/Social security/Benefits	7 1%	6 1%	2	-	:	1 1%	:	5 3%	1	:	1	6 1%	1 *	1	- :	5 2%	2	5 1%	:	:	1	5
Education/Schools		1	2	2		1	1	z 1		2	2	2	2		1	1	3	2	,		2	
Race relations	1%	1%		1%	3	1%	1%	1%		1%	1%		1%	•	1%	1%	1% 3	1%	1%		1%	1%
	4	2	2 *	2	2%	1	- :	- :	- :	1%	1		1%	1			1%	- :	- 1	- :	1%	3
Local government/ Council tax				2%			:		:	1%	:		1%			:		:				
UK union/ devolution/reform	2 *	2	- :	-	1 1%	- :	1	- :	- :	1	1	- :	- :	2 1%	- :	- :	2	- :	- 1	_ :	2 1%	2
Coronavirus/ pandemic diseases	1 *		1	1 1%						1 1%						1 1%		1				1 *
Privatisation	1	1		. z		1	1				1		1	1			1		-		1	2
Food production/ farming	1		1	-			1				1			1			1					2
Animal welfare	1			-			1	-	•		1			•		1		1				1
Median	1	. 1	1	1	1	1	1% 1	. 1	. 1	. 1	1	. 1	1	. 1	1	1	. 1	1	. 1	1	. 1	1
Drug abuse	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1
Morality/ Individual behaviour/ Lifestyle	1	1	-	-	1	-		-		1		•	1	-	-	•	1	-	-	-	-	2
				-				-										-	-		-	
Petrol prices/Fuel	1	1 .	- :	- :	- :	- :	- :	1	- :	- :	- :	1	1 .	- :	- :	- :	1	- :	- 1	- :	- :	1
Transport/Public transport	:	:	:			:						:	:				:				- :	1 .
Countryside/Rural life	:	:		-	- :	-	- :		:	- 1		:	-	:	- 1		:	- 1	- 1	- 1		1 .
International trade/trade deals	:				-		-				:		-		-		-					
Pound/Exchange rate/Value of pound				-	-	-	-	-	-		-		-		-		-	-	-			
Trade unions/Strikes																						
Northern Ireland	- :	- :	- 1	- :	-	- 1		- 1	- 1	- 1	- :	- 1	- :	- 1	- 1	-	- 1	- 1	- 1	- :	- 1	- 1
Other	39 4%	18 4%	21 4%	2 1%	7 4%	9 5%	5 3%	7 4%	10 4%	8 3%	13 4%	18 4%	13 5%	11 4%	10 5%	4 2%	24 5%	14 3%	10 7%	3 2%	15 5%	45 4%
MEAN NUMBER OF MENTIONS STANDARD ERROR	1	0	1	0	0	0	0	1 0	1	0	1 0	1	0	1	0	0	1 *	0	0	0	0	1
ERROR VARIANCE Don't know	44	0 15	28	0	9	6	6	0	11	0 18	0 12	14	6	14	7	0 15	19	0 22	0	0	0 12	32
Personal finances (NET)	4% 223	3% 81	6% 141	8% 33	5% 44	4% 38	3% 48	2% 23	5% 34	6% 77	4% 87	4% 57	2% 66	5% 51	3% 41	7% 48	4% 118	5% 89	2% 32	5% 39	4% 59	3% 212
	22% agh	16%	28% za	31% ghk	26% k	23%	29% ghk	14%	14%	28% ghk	26% ghk	14%	24%	21%	19%	21%	22%	20%	23%	25%	21%	21%
Royal Family/ Monarchy	k									Aim	~~~											
moral railing/ monarchy																						

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d/s/l/x/h/l//k - z/l/m/n/o/s/q - z/r/s/t
Overlan formulae used. \* small base
Respondent type: GB Adults 18+
Fileidwork dates: 13h March - 21st March 2024
Source: ipaos (AN Q218)

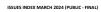


26 Mar 2024

Table 2
Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

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				_	NORTH EXCL.		IN .		SOUTH EXCL.		TENURE		EDUC	NON GRAD	W	ORKING STAT	NOT WOR		AREA		
	TOTAL	ENG LAND	WALES	SCOT LAND	SCOT LAND	INCL. WALES	MID LANDS	GL	GL	OWNED	GAGED	RENTED	GRAD UATE	UATE	FULL TIME	PART TIME	KING	URBAN	SUBURBAN	RURAL	UNWTD
UNWEIGHTED BASE	(z) 1010	(a) 854	(b) 53	(c) 103 87*	(d) 222	(e) 297	(f) 244 265	(g) 149 143*	(h) 239	(i) 420	(j) 305	(k) 237	(I) 499	(m) 424	(n) 479	(o) 104 106*	(p) 427	(s) 480 503	(t) 337	(u) 193	TOTAL 1010
WEIGHTED BASE	1010 100%	875 87%	49** 5%**	87* 9%*	239 24%	314 31%	265 26%	143* 14%*	228 23%	363 36%	290 29%	297 29%	312 31%	606 60%	505 50%	106* 11%*	399 39%	503 50%	328 32%	179 18%	1010 100%
Economy/Economic situation	185 18%	157 18%	15 30%	13 15%	33 14%	72 23%	57 22%	32 23%	35 15%	47 13%	70 24%	61 21%	67 22%	102 17%	114 23%	14 14%	57 14%	106 21%	56 17%	24 13%	213 21%
Inflation/Prices	ip 152	132		15		32		27	44	48	zi 41	51	2	90	zp		50	74	55		136
innation/Prices	15%	15%	10%	18%	35 15%	10%	27 10%	19%	19%	13%	14%	17%	46 15%	15%	89 18%	14 13%	12%	15%	17%	23 13%	13%
Immigration/ immigrants	e 121	e 111	5	5	47	38	34	8	ef 22	80	17	20	15	100	31	5	84	51	38	32	108
	12% jkl	13% g	10%	6%	20% zac	12%	13%	6%	10%	22% zjk	6%	7%	5%	16% zl	6%	5%	21% zno	10%	11%	18% zs	11%
National health service/Hospitals/	n 115	100	7	8	gh 29	37	30	13	28	45	43	21	34	77	53	13	49	53	39	24	110
Healthcare	11%	11%	15%	9%	12%	12%	11%	9%	12%	12%	15%	7%	11%	13%	11%	12%	12%	10%	12%	13%	11%
Lack of faith in politics / politicians	k		7		16		12		7	23	k	20				7	15		14		55
/ government		45		10		18		10			17		20	34	40			36		13	
	6% ap	5%	14%	12% ah	7%	6%	4%	7%	3%	6%	6%	7%	6%	6%	8%	7%	4%	7%	4%	7%	5%
Poverty/Inequality	59 6%	50 6%	3 6%	6 7%	12 5%	16 5%	13 5%	8 6%	18 8%	16 4%	18 6%	22 7%	21 7%	28 5%	26 5%	9 9%	24 6%	30 6%	12 4%	17 9%	66 7%
Housing	34	32		2	6	5	5	6	15	15	8	11	12	20	13	3	19	19	10	t S	38
	3%	4%		3%	2%	2%	2%	4%	7% zaef	4%	3%	4%	4%	3%	3%	2%	5%	4%	3%	3%	4%
Crime/Law & order/ Violence/	25	21	1	4	3	3	3	11	4	6	3	15	2	23	10	2	13	18	7	•	18
Vandalism/Antisocial (yob) behaviour																					
	2% I	2%	1%	5%	1%	1%	1%	8% zade	2%	2%	1%	5% zi	1%	4% I	2%	2%	3%	4%	2%	•	2%
Pollution/ Environment/ Climate	25	22	1	2	5	8	7	fh 2	7	7	12	5	19	4	13	6	6	10	9	7	37
change	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%	4%	2%	6%	1%	3%	6%	1%	2%	3%	4%	4%
Defence /Farain: -ff-i1	m						3	3	6	9	5		zm 8		-	р	8			3	
Defence/Foreign affairs/ International terrorism	15	15			3	3						1		7	5	2		8	4		29
	1%	2%	-		1%	1%	1%	2%	3%	2%	2%	•	3% z	1%	1%	2%	2%	2%	1%	2%	3%
Common Market/ Brexit/EU/Europe/ Euro	13	12	-	1	2	5	5	-	4	5	3	5	3	8	12	-	1	5	7	1	10
	1% p	1%	-	2%	1%	2%	2%	-	2%	1%	1%	2%	1%	1%	2% zp	-		1%	2%		1%
Population levels/ Overpopulation	13	13	-			9	9		4	1	1	-	1	12	10	-	3	9	3	1	4
	1%	1%	-	-		3%	3%		2%					2%	2%	-	1%	2%	1%	1%	
Ageing population/ Social care for	12	12			2	6	zd 6	1	3	7	3	2	6	6	7	2	4	7	2	4	14
the elderly	1%	1%			1%	2%	2%		1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
Low pay/Minimum wage/Fair wages	11	11		-	1	7	7	-	3	2	4	5	4	5	5	4	2	4	6	2	9
	1%	1%		-	1%	2%	3%	-	1%	1%	1%	2%	1%	1%	1%	4% p	1%	1%	2%	1%	1%
Public services in general	10 1%	10 1%	1%	:	1 1%	5 2%	4 2%	3 2%	1 1%	3 1%	6 2%	-	8 3%	2	6 1%	2 2%	2	5 1%	3 1%	3 2%	20 2%
			1/4									-	zm			2/0	-				
Unemployment/ Factory closure/ Lack of industry	10	10	-	-	1	3	3	3	2	2	3	2	4	6	5	-	5	7	1	2	8
Nationalisation/ Government	1% 10	1%	-	- 6	1%	1% 2	1% 2	2%	1% 2	1% 2	1% 1	1% 6	1% 2	1% 8	1% 9		1% 1	1%	5	1% 5	1% 7
control of institutions	1%			7%		1%	1%		1%	1%		2%	1%	1%	2%				1%	3%	1%
	as			zade fgh																s	
Taxation	9	7	-	1	4	1	1	2	-	2	2	4	2	5	3	3	2	6	3	-	8
Nuclear weapons/ Nuclear war/	1% 8	1% 8	-	2%	2%	5	5	2% 1	2	6	1% 2	1%	1% 1	1% 5	1% 2	3%	1% 6	1% 6	1%	2	1% 3
Disarmament	1%	1%	-		-	2%	2%		1%	2%	1%	-		1%		-	1%	1%	-	1%	
Mental health/ well-being	7	7	-		5	2	2	1	-	3	1	3	1	7	3	1	3	5	2	-	7
Pensions/Social security/Benefits	1%	1%	-	-	2% 2	1%	1%	1%	- 5	1%	* 2	1% 6	2	1% 5	1% 2	1%	1% 5	1%	1% 7		1% 5
	1%	1%	-	-	1%			-	2%	-	1%	2%	1%	1%		-	1%		2%		
Education/Schools	5	5	-	-	1	3	3	-	1	1	3	1	5	1	3	1	1	2	3	:	8
	1%	1%	-		1%	1%	1%	•			1%		1% zm		1%				1%		1%
Race relations	4	3 *	-	1 1%	-		-	1	2 1%		2 1%	2 1%	3 1%		2	1 1%	1	2	1	1 1%	4
Local government/ Council tax	3	2	-	1		2	2	-	1	1	2	1	1	2	-		3	-	1	2	3
UK union/ devolution/reform	* 2	2		1%	- 2	1%	1%		•	•	1%	•	1		2		1%	1	1	1%	2
Coronavirus/ pandemic diseases	1	:	- 1	1	1%	- 1	-	- 1	- 1		1%		:	1	2			:	1	-	
coronavirus/ pandemic diseases			-	2%			-					1 *	-	1 *			1 *		1 *		1 *
Privatisation	1	1	-	za -	-	-	-	-	1	-	1		1		1		1	1	1	-	2
		<u> </u>	-	-	-		-		1%				ž.					<u> </u>			
Food production/ farming	1 *	:		1 1%	:	-	-	-	:	:		1		1		1 1%	:	-	1	:	2
Animal welfare	1 .	1	- :		:	1	1	- 1		1			1		- 1		1	1	- 1	- 1	1 .
Median Drug abuse	1	1	1	1	1	1	1	1	1	1 1	1	1	1	1	1	1	1	1	1	1	1 1
	1 *	1	- :	- :	- :	1	1	:	- 1	1	- 1	:		1	1	- :		:	1	- :	1
Morality/Individual behaviour/ Lifestyle	1	1						1				1			1			1			2
Petrol prices/Fuel	1	1		-		1	1	1%	-	1			1		1				1		1
Transport/Public transport			-									-									
Countryside/Rural life	:	:	-			-	-	-	-			-		-		-	-	-	:	-	1 *
		:	:			- 1		- 1	:	:	- 1	- 1	-	:		- 1	:	- 1	:	- 1	1
International trade/trade deals			-	- 1	- 1		- 1	- :					-	- :			-	:	-		-
Pound/Exchange rate/Value of pound		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-
Trade unions/ Strikes															-			-			
Northern Ireland		-	-	-		-	-	-	-	-			-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	9	17	-	-	-	-	-	-		-
Other	39 4%	33 4%	5 10%	2 2%	13 5%	15 5%	10 4%	5 3%	5 2%	15 4%	13 5%	9 3%	17 5%	17 3%	20 4%	5 5%	14 3%	17 3%	15 5%	7 4%	45 4%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	2 1	1	1	1	1	1	1	1	1
STANDARD ERROR ERROR VARIANCE		:	0	0	:	0	0	0	0	*	0	0	0	*	0	0	:	:	0	0	:
Don't know	44 4%	38 4%	-	6 7%	15 6%	12 4%	12 4%	6 4%	5 2%	13 4%	7 2%	21 7%	5 2%	31 5%	12 2%	12 11%	20 5%	20 4%	22 7%	1 1%	32 3%
Descend finance - (NET)	Inu											i		1		zn			u		
Personal finances (NET)	223 22%	194 22%	8 16%	21 24%	48 20%	55 18%	47 18%	34 24%	65 28%	67 18%	63 22%	78 26%	71 23%	123 20%	121 24%	27 25%	76 19%	108 21%	74 23%	42 23%	212 21%
									zae f												
Royal Family/ Monarchy		:	- :	Ē	:	:	:	-	: 1	:	:	:	-	:	-	:	-	:	:	:	-



ISSUES INDICA INVACE 2024 (FUBIC - FINAL)

Table 3
Q.PLO1 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	CON SERV LIB ERAL						IMD QUINTILES SECTOR WORKING IN ETHNIC VERSION							RSION				
	TOTAL	ATIVE	LAB OUR	DEMO CRAT	NONE	1	2	3	4	5	PUBLI C	PRI VATE	WHITE	BME				UNWTD
UNWEIGHTED BASE	(z) 1010	(a) 114	(b) 359 323	(c) 71 56*	(d) 276	(h) 138	(i) 171 193*	(j) 166 166*	(k) 187	(I) 194 160	(m) 194	(n) 372 484	(u) 868 852	(v) 134	CHILD IN HH	V1 516	V2 494 474	TOTAL 1010
WEIGHTED BASE  Economy/Economic situation	1010 100% 185	116* 12%* 19	32% 81	6%*	335 33% 53	157* 16%*	19%*	16%*	167* 17%* 28	16%	101 10% 19	48% 103	84% 164	145* 14%* 20	278 27% 55	536 53% 95	474 47% 90	1010 100% 213
Economy, Economic stauton	18%	17%	25% zd	17%	16%	20%	24%	15%	17%	19%	19%	21%	19%	14%	20%	18%	19%	21%
Inflation/Prices	152 15% u	15 13%	55 17%	3 5%	56 17%	24 15%	29 15%	33 20% k	16 9%	27 17%	16 15%	79 16%	103 12%	45 31% zu	52 19%	68 13%	84 18%	136 13%
Immigration/ immigrants	121 12% bc Inv	28 24% zbc d	3 1%	1 2%	36 11% b	14 9%	25 13%	22 14%	25 15% I	10 6%	8 8%	27 6%	116 14% zv	4 3%	10 4%	60 11%	61 13%	108 11%
National health service/Hospitals/ Healthcare	115	11 9%	49 15%	3	41 12%	14 9%	10 5%	22 13%	20 12%	22 14%	11	53 11%	104	8 5%	20 7%	53 10%	63 13%	110
Lack of faith in politics / politicians /	62	2	2 25	8	22	15	9	i 10	8	i 12	1178	33	52	10	23	42	21	55
government	6%	2%	8%	15% za	7%	9%	5%	6%	5%	8%	11%	7%	6%	7%	8%	8%	4%	5%
Poverty/Inequality	59 6%	1 1%	25 8%	2 4%	16 5%	13 8%	10 5%	6 4%	14 8%	11 7%	9 9%	24 5%	53 6%	5 3%	19 7%	35 6%	24 5%	66 7%
Housing	34 3%	1 1%	a 17 5%	2 3%	8 2%	4 2%	12 6%	5 3%	6 4%	4 2%	4 4%	14 3%	27 3%	6 4%	10 4%	19 3%	16 3%	38 4%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	25	3	6	1	13	3	10	•	•	8	1	17	17	9	8	20	5	18
Pollution/ Environment/ Climate	2% u 25	2%	2%	1%	4%	2%	5% jk 7	4	6	5% jk 4	1%	4%	2%	6% u 2	3% 8	4% 12	1%	2% 37
change	2%	3%	3%	5%	1%	2%	4%	2%	4%	2%	3%	3%	3%	2%	3%	2%	3%	4%
Defence/Foreign affairs/ International terrorism	15	4	3	-	6		4	5	2	2	1	5	14	1	4	7	8	29
Common Market/	1% 13	3% 3	1%	5	2% 3	2	2% 3	3%	1%	2% 1	1% 1	1% 11	2% 11	1% 2	1% 2	1% 8	2% 5	3% 10
Brexit/EU/Europe/ Euro	1% h	2%	٠	8% zbd	1%	1%	2%	•	٠	1%	1%	2%	1%	1%	1%	1%	1%	1%
Population levels/ Overpopulation	13	1		1	11	-	-	1	11	1	-	10	13	-	9	3	10	4
	1%	1%	-	3% b	3% zb	-	-	•	6% zhi jl	1%		2%	2%	-	3%	1%	2%	٠
Ageing population/ Social care for the elderly	12	3	5	2	2	-	2	3	4	3	1	8	12	-	1	6	6	14
Low pay/Minimum wage/Fair	1% 11	2%	2% 6	4% 3	1% 2	3	1% 2	2% 1	2%	2%	1%	2% 6	1% 9	2	3	1% 5	1% 6	1% 9
wages	1%	-	2%	5% zd	1%	2%	1%	٠	-	-		1%	1%	1%	1%	1%	1%	1%
Public services in general	10 1%	-	6 2%	1 2%	1	:	2 1%	1 1%	4 3%	2 1%	2 2%	7 1%	8 1%	2 2%	5 2%	5 1%	6 1%	20 2%
Unemployment/ Factory closure/ Lack of industry	10	3		-	6	3	2		3	-	-	5	6	4	4	7	3	8
Nationalisation/ Government	1%	2% b	8	-	2%	2%	1%	2	2%			1%	1%	2%	1%	1%	1%	1%
control of institutions	1%	-	3%	-			3%	1%	1%			2%	1%		2%	2%	•	1%
Taxation	9 1%	-	2 1 *	-	6 2%	3 2%	2 1%		:	1	-	7 1%	5 1%	3 2%	2 1%	8 1%	1	8 1%
Nuclear weapons/ Nuclear war/ Disarmament	8	5	1	-	2	-	-	6		2	-	2	8	1	2	8	-	3
	1%	5% zb	•	-	1%	-	-	4% z	-	1%	-	•	1%	•	1%	2%	•	•
Mental health/ well-being	7 1%	-	-	-	6 2%	5 3% z	-	-	2 1%	-	2 2%	3 1%	7 1%	1 1%	1	1%	3 1%	7 1%
Pensions/Social security/Benefits	7 1%	4 4%	2 1%	-	1	1 1%	:	-	2 1%	-	1	1	7 1%	-	-	6 1%	1	5 +
Education/Schools	5 1%	1 *	2 1%	1 2%	1	-	2 1%	3 2%	1 *	-	1 1%	2 1%	4	1 1%	3 1%	2	3 1%	8 1%
Race relations	4	1 1%	2	1 2%	-	1 1%	1 1%	2 1%		:	- 1	2	2	2 1%	2 1%	1	3 1%	4
Local government/ Council tax  UK union/ devolution/reform	3 + 2	-	2 1%	-	- 2	-	1		1	2 1% 1	-	- 2	3 + 2	-	1 *	2 *	1 *	3 *
Coronavirus/ pandemic diseases	1	-	:	-	1	-	:	:	1%		-	•	*	. 1	1%	1	•	1
Privatisation	1	-		1	1	-				1	-	1	1	1% u	1	1	1	2
Food production/ farming	1			1%	1	-	•				-	1	1		•	1	-	2
Animal welfare	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	1
Median Drug abuse	1	1	1	1	1	1	1% 1	1	1	1	1	1	1 1	1%	1	1	1	1
Morality/ Individual behaviour/ Lifestyle	1	1%	•	-	-	-	1	•	-	:	1	1	*	1	-	-	1	1 + 2
Petrol prices/Fuel	1	- 1	•	-	-	-	1	•	-	-	1%	1	1	1%	-	1	•	1
Transport/Public transport	•	•		-	-	-	•					-	•			-		1
Countryside/Rural life	:	-	-	- + 1%	-	-	-	-	:		-	-	:	-	-	-	:	1
International trade/trade deals	:	-	-	1%	-	-	:	-	:	-		-	-	:	-	-	:	-
Pound/Exchange rate/Value of pound		-	-	-	-	-	-	-	-			-	-		-		-	-
Trade unions/ Strikes		-	•	-	-	-	•	•	-	-	-		-	-	-	-	-	-
Northern Ireland	:	- 1		-	- 1	- 1	-				-	- :	-	-	:	-	- 1	-
Other	39 4% b	6 5%	6 2%	9 15% zbd	10 3%	8 5%	2	9 5%	9 5%	7 4%	7	18 4%	29 3%	9	8 3%	23 4%	17 4%	45 4%
MEAN NUMBER OF MENTIONS STANDARD ERROR ERROR VARIANCE	1	0	1 •	0 0	0 0	0 0	1	1 0 0	1 0 0	0 0	0 0	0 0	1	1 0 0	0 0	0 0	1 •	1
ERROR VARIANCE Don't know	44 4%	0	11 3%	0 1 2%	26 8%	9	3 1%	6 3%	0 2 1%	0 8 5%	3 3%	0 20 4%	38 5%	0 5 4%	16 6%	26 5%	17 4%	32 3%
Personal finances (NET)	223 22%	17 14%	86 27%	8 14%	za 73 22%	40 25%	41 21%	40 24%	29 18%	37 23%	25 25%	109 23%	166 19%	51 35%	74 27%	108 20%	115 24%	212 21%
Royal Family/ Monarchy		-	- -	-	-	-	-	:	-	-	-	-	-	ZU - -	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/l/g - 2/h/l/j/h/l - 2/m/n/o/p - 2/q/r/s/t - 2/u/v
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 13th March - 21st March 2024
Source: Ipsos (JN Q218)

26 Mar 2024



26 Mar 2024 Table 4 Q.PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18	٠
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Part	BASE: ALL ADULTS AGED 18+																						
Contine		TOTAL		FEMALE	18-24				55-64							C2	DE				25000-49999		
Continue	UNWEIGHTED BASE			(b) 489	(c) 100			(f) 159		(h) 280	(i) 240	298	(k) 468	330		(n) 144						(t) 322	TOTAL 1010
Mathematical Property of the content of the conte		100%	48%	50%			16%*		16%			33%	397 39%	28%	25%				43%		15%*	282	1010
Marche   M	economy/economic steadon																						
Marchane	National health service/Hospitals/ Healthcare	352	161	189	24	43	67	67	65	85	67	134	150	100	86	90	64	185	154	44	47	114	370
The content of the		ci					cdi	cdi	cdi	i		cdi				oq			0				
The column	Inflation/Prices	28%	129 26%	156 31%	43%	51 30%	52 31%	32%	34 21%		35%	32%	83 21%	86 30%	77 31%	56 27%	53 24%	163 31%	109 25%	34 25%	36 23%		
Marche   M			120	440	zgh k	25	22			100			450					420	424	42	20		220
The column	Immigration/ immigrants	24%			6%				32%	45%			40%	19%	27%					30%			
Marchane	Housing	ijit	50	99	25	26	26	26	efij	efgij	E E1	57	efgij	40	20	20	22	79	62	10	21	26	141
Temper per per per per per per per per per	Trousing .				23%																		
The section of the content of the	Poverty/Inequality				16																		
Control professor   Cont																							
Mary					15%	13%																z	
Contine   Cont	Education/Schools	12%			9 8%	8 5%	19%	19%				19%											
Technological professor of the control of the contr	Crime It and S. andred Minterest		47		16	-11	ik	ik	16	10	27	hik	25	26	22	21	27	40	40	16	12	24	06
Content	Vandalism/Antisocial (yob)	100	**/	37	10	11	17	20	10	19	27	43	33	20	25	21	27	45	40	10	15	24	50
Market   M																							
Martine Martin Martine Martine Martine Martine Martine Martine Martine Martine	International terrorism																						
Column   C	Pollution/ Environment/ Climate												zi	0							z		
March   Marc	change	10%	8%	12%	12%	11%	12%	7%	11%	8%	11%	10%	9%	12%	8%	12%	8%	10%	10%		11%	11%	12%
Semination of the semination o	Public services in general	9%	13%					16%				13%								5 3%	14%		
Second content of the content of t	Common Market/			36	6	12	20		11	8	19		19	22	13	15	13	35	28	7		18	67
Semigroup resource plane of 3	brexit/EU/Europe/ Euro	7%	6%	7%	6%	7%		5%	7%	3%	7%	9%	5%	8%	5%	7%	6%	7%	7%	5%	11%	6%	7%
March   Marc		57	16	39	8	14		16	7	6	22	21	13	19	17	13	4	37	17	5	8	17	56
March   Marc			3%	8% a	7%	8%	3%		4%	3%	8%	6%	3%	7%	7% o	6%	2%	7% o	4%	4%	5%	6%	6%
Continue c	Taxation				13%																		
Secretary 1982 1992 1993 1994 1995 1995 1995 1995 1995 1995 1995		r			ijk																		
Second Continue																							
Segregative selection of the selection o	Transport/Public transport	39	25	14	3	2	11	9	4	9	5	20	13	15	10	5	6	25	11	1	3	12	43
Martine   Mart	Ageing population/ Social care for the elderly																						
25   25   25   25   25   25   25   25					1%	4%	2%		6% 7		2%				3% 4	1%				4% 2	2% S	4%	
Marel Standy with throw		3%			3%		2%		4%		1%		4%		2%	2%	5%	2%	3%	2%	3%	1%	
Martinary mathems	Population levels/ Overpopulation						4																
Property						zcjk								zo				m					
Martine   10		3%	2%	3%	4%			3%	2%	1%		3%	1%		2%		2%	2%	3%		2%		3%
Reservations   22	Pensions/Social security/Benefits						1 1%		6%		3 1%		5%	2%			6%			4%		2%	
Second column	Race relations	22	14	8	2	8	2	2	ij	4	10	5		9	7	1		16		4	4	10	29
Manufacture   19		2%	3%	2%		5%	2%		2%		4%	1%	2%		3%		1%	3%	1%		3%	3%	3%
Designation of the production		2%	2%			2%		1%						3%		1%				2%		2%	3%
Second production of the control o																							
Property   15	Frederick with the section			2%	1%		2%		1%	zf			3%	2%		4%	1%		2%	5% z			
Nationalisation Government  19 11 5 2 6 1	Food production/ farming	2%		1%	3%		5%						1%	1%	5%			3%	:				
Control of Institution   Part   St.   Part   Part   St.   Part   Part   St.   Part	Nationalisation/ Government		13	5	2	6	1		4	4	9	1	9	7	pq	4	3		8	1	7	3	20
186   286																							
Does above   12	Petrol prices/Fuel		8	5		2			4	7	2			5	2	4	1	8	5	1	z -	2	11
15		j							j	j			zj				•						
Ammin wetform  10 6 3 1 1 - 1 1 1 - 7 1 1 2 7 3 1 4 1 4 5 4 1 4 1 4 5 1 5 1 5 1 5 1 5 1		1%										1				1							1%
156		1%	1%	1%		4 2%	1		1 1%								- ;			-			1%
Presented of the presentation of the presentat	Animai weitare	1%																					
Productation   B	Trade unions/ Strikes	9		3 1%		1	:		1					2		1 *							
International trade/trade deals 7 3 4 4 - 2 1 1 - 4 2 2 4 3 1 1 2 5 3 3 - 1 3 1 0 Country of plane and pla	Privatisation	8	5	4	-			2	1	2	1	4	4	6	1	- :	1	7	1	-	1	4	9
15	International trade/trade deals	7	3	4		2	1	1	-	4		2	4	z 3	1	1	2	5			1	3	10
Countryide/flural life		7	4	4		4		1%	1	2	4	1%	3	3	1	3	1%	5	3		3	1%	7
Communic diseases \$ \$ 1	Countryside/Rural life	7		6	1	-	2	1		2			3	2	2			4		•	1	1	7
Particular of the property of	A	а				•	1%		•							•				· ·			
Personal finances (NET)   448   595   478   489   595   478   489   595   478   469   489   595   478   489   595   507   478   489   596   507   515   507   518   51				1%					-	1%	1%		1%	1%			1%	1%		:			
Northern Ireland   4   2   2   2   3   3   3   3   3   3   3	pound pound																						
Medium   2   2   2   2   2   2   2   2   2	Northern Ireland			2	:	1		:	:	2	1	:	2	2			1			1 1%			
11%   10%   12%   5%   12%   13%   6%   13%   13%   10%   9%   13%   15%   10%   9%   7%   13%   8%   12%   8%   13%   12%		2 110	2 47	2 63	5	2 21	21	10	22	2 30	2 27	31	2 52	2 41	2 26	19	2 15	67	34	2 16	12	38	118
Company   Comp		11%	10%	12%		12%	13%	6%	13%	13%	10%	9%	13%	15% q	10%	9%	7%	13%	8%	12%	8%	13%	12%
STANDAND BROOK   0.07   0.17   0.12   0.15   0.12   0.15   0.1   0.1   0.22   0.09   0.09   0.14   0.19   0.08   0.13   0.11   0.1   0.09   0.13   0.14   0.07   0.06	MEAN NUMBER OF MENTIONS		2.97	3	2.86	2.81	3.19	3.03	2.94	3.03	2.83	3.11	2.99				2.54			2.76	3.15	3.07	3.06
BRIGH KARIMKE   *   *   0.02   0.02   0.01   0.02   0.01   0.01   0.05   0.01   0.01   0.02   0.04   0.01   0.02   0.01   0.01   0.01   0.02   0.01   0.01   0.01   0.01   0.02   0.01		0.07	0.07	0.12	0.15		0.15							0.19		0.13							0.06
i zefg zefg jk jk Personal finances (NET) 439 189 245 63 80 77 83 60 74 142 159 134 131 115 88 84 247 172 51 62 133 437 43% 39% 48% 59% 47% 46% 49% 37% 22% 51% 48% 34% 48% 34% 41% 37% 46% 39% 37% 40% 47% 48% 34% 34% 48% 34		108	51	56	16	34	10	10	10	28	50	20	37	29	24	19	30	53	49	7	14	21	77
43% 39% 48% 59% 47% 46% 49% 37% 22% 51% 48% 34% 47% 46% 42% 37% 46% 39% 37% 40% 47% 48% 38% 22 2gh hk hk hk hk			10%	11%			6%	6%	6%	12%		6%	9%	10%	10%	9%	13%	10%	11%	5%	9%	7%	8%
ahk za zah hk hk hk zgh hk	Personal finances (NET)	439 43%		245 48%				83 49%				159 48%	134 34%	131 47%	115 46%				172 39%	51 37%		133 47%	
			33.0							22.70	zgh				.3%			.5%			.570		



Table 5 Q.PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+					GOVERNMENT	OFFICE REGIO	N				TENURE		EDUC	ATION		VORKING STAT	US		AREA		1
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	GL	SOUTH EXCL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD
UNWEIGHTED BASE	(z) 1010	(a) 854	(b) 53	(c) 103 87*	(d) 222	(e) 297	(f) 244 265	(g) 149 143*	(h) 239	(i) 420	(j) 305	(k) 237	(I) 499	(m) 424	(n) 479 505	(o) 104	(p) 427	(s) 480	(t) 337 328	(u) 193	1010 1010
WEIGHTED BASE  Economy/Economic situation	1010 100% 364	875 87% 307	5%** 23	87* 9%* 33	239 24% 66	314 31% 128	265 26% 105	143* 14%* 49	228 23% 86	363 36% 121	290 29% 121	297 29% 109	312 31% 129	606 60% 202	505 50% 211	106* 11%* 29	399 39% 124	503 50% 191	328 32% 106	179 18% 66	1010 100% 388
Economy/Economic situation	364 36%	35%	47%	39%	28%	41%	40%	34%	38%	33%	42%	37%	41% zm	33%	42% zop	27%	31%	38%	32%	37%	38%
National health service/Hospitals/ Healthcare	352	310	18	24	87	113	95	37	91	130	130	69	125	201	190	35	127	161	111	80	370
	35% k	35%	38%	28%	36%	36%	36%	26%	40% g	36% k	45% zk	23%	40% z	33%	38%	33%	32%	32%	34%	45% zs	37%
Inflation/Prices	288 28%	241 28%	18 38%	28 33%	64 27%	82 26%	64 24%	42 30%	71 31%	86 24%	86 30%	91 31%	92 30%	166 27%	164 33%	25 23%	99 25%	141 28%	102 31%	45 25%	266 26%
Immigration/ immigrants	246 24%	209 24%	15 32%	21 25%	75 32%	81 26%	65 25%	17 12%	52 23%	136 37%	49 17%	52 18%	47 15%	177 29%	93 18%	16 15%	137 34%	109 22%	81 25%	56 31%	228 23%
	gjk In	g g	3270	23/8	zag	g .	g g	12/6	2370	zjk	1//0	10/0	13/0	zl	10/0	13/0	zno	2270	23%	31/0	23/8
Housing	146 14%	130 15%	10 21%	6 7%	31 13%	37 12%	27 10%	29 20%	43 19%	46 13%	38 13%	56 19%	44 14%	86 14%	75 15%	14 13%	57 14%	82 16%	36 11%	28 15%	141 14%
Poverty/Inequality	140	122	5	12	33	39	34	c 20	cf 35	40	42	51	50	76	70	14	55	78	32	30	157
Lack of faith in politics / politicians	14% t	14%	10%	14%	14%	13%	13%	14%	15%	11%	14%	17%	16%	12%	14%	13%	14%	16%	10%	17%	16%
/ government	136	109	17%	20	36 15%	35 11%	27 10%	22 15%	24 10%	58 16%	38 13%	36 12%	52 17%	71 12%	16%	12	44 11%	13%	40 12%	33 18%	145
	14/4	12.70	2770	zae fh	1374	22.00	2070	13/0	10%	10%	13%	1270	2	1270	10%	****	2270	15%	11/0	20/0	14%
Education/Schools	120 12%	110 13%	3 6%	7 8%	21 9%	37 12%	34 13%	20 14%	35 15%	39 11%	53 18%	23 8%	59 19%	56 9%	63 13%	16 15%	41 10%	66 13%	32 10%	21 12%	128 13%
Crime/Law & order/ Violence/	106	89	6	10	16	29	23	25	25	27	zik 32	42	zm 18	79	50	8	48	60	29	16	96
Vandalism/Antisocial (yob) behaviour																					
Defence/Foreign offsics/	10% il	10%	13%	12%	7%	9%	9%	18% zad	11%	7%	11%	14% i 26	6%	13%   	10%	8% 15	12%	12%	9%	9%	10%
Defence/Foreign affairs/ International terrorism	104	11%	5%	3%	36 15%	8%	9%	11 7%	12%	13%	10%	26 9%	12%	60 10%	10%	15	10%	9%	12%	13%	131
Pollution/ Environment/ Climate	101	92	5	3	c 21	33	28	14	29	34	33	32	59	31	55	14/6	32	47	27	26	120
change	10%	11%	11%	4%	9%	11%	10%	10%	13%	9%	11%	11%	19%	5%	11%	13%	8%	9%	8%	15%	12%
Public services in general	92	80	4	8	16	41	38	15	11	21	42	23	2m 39	43	65	9	18	54	23	15	104
Common Market/	9% hip	9% h	8%	10%	7%	13% h	14% zah	10%	5%	6%	14% zi	8%	12% zm	7%	13% zp	9%	4%	11%	7%	8%	10%
Brexit/EU/Europe/ Euro	66 7%	60 7%	1 2%	5	20	16 5%	15 6%	12	13 6%	23 6%	14 5%	28 9%	23 7%	36 6%	49 10%	3%	13	35 7%	22 7%	9	67 7%
Low pay/Minimum wage/Fair	p 57	54	1	1	14	17	16	8	16	13	14	26	18	27	zp 31	13	13	24	25	7	56
wages	6%	6%	2%	2%	6%	6%	6%	6%	7%	4%	5%	9%	6%	4%	6%	12%	3%	5%	8%	4%	6%
Taxation	54	44	4	6	11	16	12	11	11	12	25	16	21	28	30	2p 7	17	31	17	6	57
	5%	5%	8%	7%	4%	5%	5%	7%	5%	3%	9% zi	5%	7% z	5%	6%	7%	4%	6%	5%	3%	6% 50
Unemployment/ Factory closure/ Lack of industry	5%	5%	2%	1%	5%	6%	17	5%	11 5%	4%	13 5%	6%	17	4%	6%	5%	15	7%	2%	4%	5%
Transport/Public transport	t 39	36		3	8	9	9	4	15	12	16	7	17	21	25	4	10	t 23	13	3	43
	4%	4%	•	3%	3%	3%	3%	3%	7%	3%	6%	2%	5% z	3%	5%	4%	3%	5%	4%	2%	4%
Ageing population/ Social care for the elderly	35	33	1	1	11	13	12	3	7	12	15	9	17	17	23	2	11	13	9	14	40
Local government/ Council tax	4% 27	4%	2%	2%	5%	4%	5%	2%	3%	3% 7	5%	3%	5% z 7	3% 19	5% 11	2%	3% 15	2% 16	3%	8% zst 6	4%
Local government/ Council tax	3%	3%	1%	2%	6% za	2%	2%	1%	2%	2%	2%	4%	2%	3%	2%	1%	4%	3%	1%	3%	3%
Population levels/ Overpopulation	27	24	2	-	6	14	11	-	7	5	7	3	4	21	20		6	16	7	4	18
	3% I	3%	5%		3%	4%	4%	•	3%	1%	2%	1%	1%	3%	4%	•	2%	3%	2%	2%	2%
Mental health/ well-being	26 3%	26 3%	- 1	1 1%	12 5%	5 2%	5 2%	4 3%	5 2%	6 2%	9 3%	9 3%	11 3%	12 2%	15 3%	4 4%	7 2%	14 3% 12	11 3%	1 1%	29 3% 24
Pensions/Social security/Benefits  Race relations	26 3% 22	24 3% 21		2 2% 1	6 3% 8	11 3% 3	11 4% 3	. 6	7 3% 4	6 2% 3	7 2% 8	12 4% 9	6 2% 11	18 3% 10	11 2% 14	*	14 4% 5	2% 13	10 3% 8	4 2% 1	24 2% 29
THE PERSONS	2%	2%		1%	3%	1%	1%	4%	2%	1%	3%	3%	4% z	2%	3%	3%	1%	3%	2%	1%	3%
Morality/ Individual behaviour/ Lifestyle	21	21	•	•	7	4	4	7	3	6	6	9	9	8	10	6	6	13	4	4	28
Nuclear weapons/ Nuclear war/	2% 19	2% 17	1% 1	1	3% 2	1% 9	1% 8	5% 4	1% 3	2% 10	2% 5	3% 4	3% 4	1% 11	2% 8	5%	2% 11	3% 14	1% 2	2% 3	3% 20
Disarmament Food production/farming	2%	2% 18	1%	1%	1%	3%	3%	3%	1%	3%	2%	1%	1%	2% 12	2% 17	. 1	3%	3%	1% 10	2%	2% 13
	19 2% ijp	2%	-	1 1%	5 2%	1	1 1%	6% zaef	3 1%	1 *	1	8 3% i	2%	2%	17 3% zp	1%	1	8 2%	3%	1	1%
Nationalisation/ Government	19	12		7	3	4	4	h 2	2	5	2	10	5	14	15	1	2	7	6	5	20
control of institutions	2%	1%	-	8%	1%	1%	2%	1%	1%	1%	1%	4%	1%	2%	3%	1%	1%	1%	2%	3%	2%
Petrol prices/Fuel	ap	12		zade fgh	-	5	5			4	4	0	3	11			5	10		2	11
Petrol prices/Fuel  Drug abuse	13 1% 12	12 1% 10		1 1% 2	6 2% 6	5 2% 3	5 2% 3	-	1	1%	1 *	8 3% 8	3 1% 2	11 2% 8	8 1% 7	1	5 1% 4	10 2% 7	1 *	1%	11 1% 12
UK union/ devolution/reform	1% 11	1% 9		3% 1	3% 6	1% 2	1% 1	1	1	2 *	1% 5	3% 5	1% 4	1% 6	1% 7	1% 2	1% 2	1% 6	1% 5		1% 12
	1% i	1%	1%	1%	3%	1%	1%	1%	1	•	2%	2%	1%	1%	1%	2%	1%	1%	1%	•	1%
Animal welfare	10 1%	10 1%		- :	3 1%	5 2%	5 2%		2 1%	6 2%	1	3 1%	3 1%	7 1%	4 1%	:	6 1%	10 2%	:		6 1%
Trade unions/ Strikes Privatisation	9 1%	9 1% 8			6 3% 4	*	1	2 1%	1 * 5		3 1% 4	6 2% 2	2 1% 4	6 1% 5	3 1% 5	1	6 2% 2	4 1% 6	3 1% 2	3 2%	9 1%
Privatisation  International trade/trade deals	8 1% 7	1%		- :	1% 4	1	1	1	2% 1	1 *	2% 2	1% 3	1%	5 1% 5	1% 6	1 1%	2	1% 4	1% 2	1	1% 10
Royal Family/ Monarchy	1%	1% 7	:	-	2% 6	:		1% 1	1	1% 2	1% 3	1% 2	1% 5	1% 3	1% 7	-	:	1% 6	1%	1%	1% 7
	7 1%	1%	•	-	2%	•	-	1%		1%	1%	1%	1% 2		1%	-	•	1%		-	1%
Countryside/Rural life	7 1%	7 1%	1%	-	3 1%	:	-	1 1%	2 1%	2 *	:	3 1%	:	6 1%	2 *	4 3%	1 .	4 1%	:	3 2%	7 1%
Coronavirus/ pandemic diseases	5	3	:	1 2%	3	:	-	1	:	1	:	4 1%	:	5 1%	3	znp -	2	3	2	:	5
Pound/Exchange rate/Value of pound	4	4	•	-	3	1	1	-	·	-	1	3	1	2	3	•	1	4	-	1	4
Northern Ireland	4	1% 4			1% 3	*			:	:		1% 3		4	1% 2		2	1% 2	2		3
Median	2	2	2	2	1% 2	2	2	2	2	2	2	1% 2	2	1% 2	2	2	2	2	1% 2	2	2
Other	110 11%	96 11%	7 14%	7 8%	25 10%	39 12%	32 12%	18 12%	21 9%	44 12%	33 12%	25 8%	44 14%	55 9%	49 10%	18 17%	43 11%	59 12%	30 9%	20 11%	118 12%
MEAN NUMBER OF MENTIONS	2.99	3.02	2.89	2.68	3.16	2.94	2.95	2.89	3.04	2.8	3.15	3.09	3.26	2.85	3.22	2.83	2.73	3.09	2.78	3.07	3.06
STANDARD ERROR ERROR VARIANCE	0.07	0.08 0.01	0.17	0.11 0.01	0.26	0.07	0.08	0.11 0.01	0.1 0.01	0.06	0.08 0.01	0.22	2m 0.06	0.12	2p 0.13 0.02	0.14	0.07	0.13 0.02	0.08 0.01	0.11 0.01	0.06
Don't know	108 11%	95 11%	3 5%	10 12%	37 15%	34 11%	31 12%	10 7%	17 8%	33 9%	19 7%	44 15%	16 5%	82 14%	45 9%	17 16%	46 11%	58 12%	42 13%	8 5%	77 8%
Personal finances (NET)	jlu 439	374	24	41	h 97	128	104	63	110	133	130	i 145	150	243	237	49	153	u 217	u 145	76	437
	43%	43%	50%	47%	40%	41%	39%	44%	48%	37%	45%	49% i	48% z	40%	47%	46%	38%	43%	44%	43%	43%

Proportions/Means: Columns Tested (5% risk level) - zla/hy/cide/hlg/h - zl/h/h - zl/

26 Mar 2024



26 Mar 2024 Table 6
Q.PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+			DADEN BOSSES	TAKE (NOT 10)							CECTOR II	onene m	-		7		con	
	TOTAL	CON SERV ATIVE	LAB OUR	LIB ERAL DEMO CRAT	NONE	1	2	IMD QUINTILE	4	5	PUBLI C	PRI VATE	WHITE	BME		VEF	SION	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	(z) 1010	(a) 114	(b) 359	(c) 71 56*	(d) 276 335	(h) 138	(i) 171 193*	(j) 166	(k) 187	(I) 194 160	(m) 194	(n) 372 484	(u) 868 852	(v) 134	CHILD IN HH 237	V1 516	V2 494	TOTAL 1010
WEIGHTED BASE  Economy/Economic situation	1010 100% 364	116* 12%* 41	323 32% 152	56* 6%* 25	335 33% 85	157* 16%* 59	193* 19%* 72	166* 16%* 63	167* 17%* 61	160 16% 67	101 10% 38	484 48% 189	852 84% 312	145* 14%* 51	278 27% 98	536 53% 197	474 47% 167	1010 100% 388
	36% d	35%	47% zd	45% d	25%	38%	37%	38%	36%	42%	37%	39%	37%	35%	35%	37%	35%	38%
National health service/Hospitals/ Healthcare	352 35%	43 37%	122 38%	20 36%	120 36%	28%	53 28%	60 36%	66 39%	67 42%	39	174 36%	316 37%	30 20%	86 31%	178	174 37%	370 37%
Inflation/Prices	v 288	26	92	12	108	52	52	56	41	hi 49	32	147	zv 218	64	98	136	152	266
	28% u	22%	29%	21%	32%	33%	27%	34%	24%	30%	31%	30% 88	26%	44% zu	35%	25%	32%	26%
Immigration/immigrants	246 24% bn	40% zb	14%	9 16%	72 21%	23%	23%	51 31%	26%	30 19%	20 20%	18%	228 27% zv	17 12%	16%	122 23%	125 26%	228 23%
Housing	v 146	cd 5	64	11	43	29	34	23	17	27	14	67	126	18	47	83	63	141
Poverty/Inequality	14% a 140	5%	20% za 54	19% a 8	13%	19%	18%	14%	10%	17%	14%	14%	15%	12%	17%	16%	13%	14%
	14%	7%	17%	15%	12%	20%	17%	10%	12%	17%	20% n	12%	14%	10%	12%	15%	13%	16%
Lack of faith in politics / politicians / government	136 14%	6	52 16%	13	45 13%	23 15%	29 15%	21 13%	24 14%	26 16%	19	70 14%	121	15 11%	45 16%	88 16%	49 10%	145
Education/Schools	120	12	a 41	a 9	40	12	37	19	15	23	17	63	102	17	56	63	57	128
Crime/Law & order/ Violence/	12%	10%	13% 31	16%	12% 35	20	19% zh 19	11%	9%	14%	17%	13% 56	12% 83	12%	20%	12% 61	12% 45	13% 96
Vandalism/Antisocial (yob) behaviour	106	20	31	•	33	20	15	10	-11	24		30	83	23	33	61	43	30
Defence/Foreign affairs/	10% 104	17% 23	10% 37	8% 3	11% 26	13% 14	10% 22	9% 24	6% 16	15% 18	8% 10	12% 44	10% 98	16% 6	12% 17	11% 60	9% 44	10% 131
International terrorism	10%	20% zd	11%	5%	8%	9%	11%	15%	10%	11%	10%	9%	11% z	4%	6%	11%	9%	13%
Pollution/ Environment/ Climate change	101	12	45	11	14	11	22	25	16	17	10	49	85	16	24	54	47	120
Public services in general	10% d 92	10%	14% zd 43	20% zd 5	4%	7% 17	11%	15%	9%	11%	10%	10%	10%	11%	9%	10%	10%	12%
	9% d	13% d	13% zd	9%	5%	11%	11%	9%	12%	7%	13%	12% z	9%	9%	9%	9%	9%	10%
Common Market/ Brexit/EU/Europe/ Euro	66 7%	4 3%	32 10%	9	14 4%	14 9%	15 8%	8 5%	7	11 7%	6	40 8%	54 6%	12	13	35 7%	31 6%	67 7%
Low pay/Minimum wage/Fair	57	2	2d 26	zad 3	20	10	10	9	4%	7%	6	35	48	8%	19	7%	26	56
wages Taxation	6%	2%	8% 17	5%	6% 16	7% 6	5% 11	5% 9	3% 11	4%	6%	7% 30	6% 47	6% 6	7% 12	6% 34	5% 20	6% 57
Unemployment/ Factory closure/	54 5% 49	8%	5% 18	5% 4	5% 12	4% 16	6% 4	5%	6% 8	7 4% 5	7 7% 5	6% 26	6% 35	4% 14	4% 12	54 6% 30	4% 18	6% 50
Lack of industry	5%	6%	5%	7%	4%	10%	2%	5%	5%	3%	5%	5%	4%	9%	4%	6%	4%	5%
Transport/Public transport	39 4%	1 1%	17 5%	1 2%	13 4%	2i 6 4%	7 3%	1 1%	11 7%	6 4%	3 3%	25 5%	36 4%	3 2%	6 2%	13 2%	26 5%	43 4%
Ageing population/ Social care for	35	3	15	6	8	4	8	5	i 8	8	5	19	34	1	4	18	17	40
the elderly	4%	3%	5%	11% zd	2%	2%	4%	3%	5%	5%	5%	4%	4%	1%	2%	3%	4%	4%
Local government/ Council tax	27 3%	1 1%	9 3%	1 2%	10 3%	4 2%	3 1%	6 3%	5 3%	8 5%	5 5%	7 1%	19 2%	3 2%	3 1%	13 2%	14 3%	30 3%
Population levels/ Overpopulation	27	1	4	2	13	3	-	3	15	4	n 2	16	25	2	15	9	18	18
	3%	1%	1%	4%	4%	2%		2%	9% zij	3%	2%	3%	3%	1%	5%	2%	4%	2%
Mental health/ well-being	26 3%	2 2%	4 1%	4 8% zb	12 4%	9 6%	2 1%	3 2%	3 2%	5 3%	7 7% zn	12 2%	22 3%	5 3%	6 2%	13 3%	13 3%	29 3%
Pensions/Social security/Benefits	26 3%	8 7%	5 2%	1 1%	10 3%	5 3%	10 5%	2 1%	4 3%	:	4 4%	7 2%	24 3%	2 1%	1 *	13 2%	13 3%	24 2%
Race relations	22 2%	2b 2 2%	12 4%	1 2%	4 1%	5 3%	1 4 2%	6 3%	3 2%	3 2%	3	13 3%	16 2%	6 4%	2 1%	9 2%	13 3%	29 3%
Morality/ Individual behaviour/ Lifestyle	21	2	5	6	4	2	5	7	2	3	4	12	13	9	3	8	13	28
	2% u	2%	2%	11% zab	1%	1%	3%	4%	1%	2%	4%	2%	2%	6% zu	1%	2%	3%	3%
Nuclear weapons/ Nuclear war/ Disarmament	19	6	6	d 1	5	4	2	6	3	3	5	4	18	2	4	12	7	20
	2%	5%	2%	2%	2%	2%	1%	4%	2%	2%	5% zn	1%	2%	1%	2%	2%	1%	2%
Food production/ farming	19 2% u	-	3 1%	1 1%	6 2%	3 2%	2 1%	1 1%	1 1%	2 2%	2 2%	15 3%	11 1%	8 5% zu	9 3%	3 1%	15 3%	13 1%
Nationalisation/ Government control of institutions	19		12		4	4	7	2	3	3	4	12	17	1	6	12	7	20
Petrol prices/Fuel	2%	1	4% z 2		1%	2%	3%	1%	2%	2%	4%	3%	2%	1%	2%	2%	2%	2%
Drug abuse	1% 1%	1%	1% 2	1%	3% 8	3% 6	4% 1	•	1% 1		3% 4	1% 4	1% 10	1% 2	1% 1	1% 7	2% 5	1% 12
UK union/ devolution/reform	1%	2%	1%	1	2%	4% z	1%	-	2	2	4% zn	1%	1%	1%		1%	1%	1%
Animal welfare	11 1% 10		4 1% 5	1%	4 1% 2	2 1% 2	1 1% 5	1 1% 1	1%	2 1%	3 3% 2	1%	10 1% 9	1 1% 1	6 2% 1	1%	1% 10	12 1% 6
Trade unions/ Strikes	1% 9	2	2%	1%	1% 5	1%	3% 2	1%	2	. 1	2% 2	2 *	1% 8	1% 1	1	5	2% 4	1% 9
Privatisation	1%	2%	1%	1%	2%	1%	1%	3	1%	1	2% n 2	4	1%	1%	4	1%	1%	1% 9
International trade/trade deals	1%	1	1% 3	1%	1% 3	2%	2	2%	1% 2	1 .	2%	1% 3	1% 7		1%	4	2% 4	1% 10
Royal Family/ Monarchy	1%	1%	1%		1%	2%	1%	3	1%	•	3% z 2	1%	1% 6	1	1%	1%	1%	1%
	1%	-	1%	1%	1%	1%	1%	2%		-	2% z	1%	1%	1%		1%	1%	1%
Countryside/Rural life	7 1%	1 1%	1 *	1%	2 1%	2 2%	1 1%	1 1%	:	2 1%	3 3%	3 1%	7 1%	-	2 1%	1 *	6 1%	7 1%
Coronavirus/ pandemic diseases	5	:	1	:	3 1%	2 1%	:	:	:	1	2 3 3%	:	3	2 1%	:	2	3 1%	5
Pound/Exchange rate/Value of	4	-	1	-	3	2	1	-	2	-	zn 3	1	4	-	1	1	4	4
pound		-		-	1%	1%		-	1%		3% zn		1%	-			1%	
Northern Ireland	4	:	:	1%	2 1%	3 2%	:	:	:		2 2%	:	4	:	- :	1	2	3
Median	2	2	2	2 14	2	2 2	2 21	2	2 19	2	2n 2	2	2	2	2	2	2 47	2
Other	110 11%	14 12%	26 8%	24% zbd	31 9%	19 12%	11%	14 8%	11%	26 16%	16 16%	50 10%	89 10%	16 11%	30 11%	63 12%	10%	118 12%
MEAN NUMBER OF MENTIONS STANDARD ERROR	2.99	2.88	3.21 z	3.47 0.25	2.79 0.19	3.29	3.03 0.12	3.01 0.11	2.93 0.11	3.19 0.11	3.63 z	3.03	3.02 0.08	0.12	2.94	2.95	3.03 0.13	3.06
STANDARD ERROR ERROR VARIANCE Don't know	0.07 * 108	0.1 0.01 6	0.08 0.01 25	0.06 4	0.04 64	0.38 0.14 17	0.01 15	0.01 10	0.01 19	0.01 15	0.39 0.15 8	0.07 0.01 47	0.01 93	0.01 15	0.09 0.01 40	0.06 *	0.02 52	0.06 * 77
	11% b	6%	8%	8%	19% za	11%	8%	6%	12%	9%	8%	10%	11%	11%	15%	11%	11%	8%
Personal finances (NET)	439 43%	35 30%	150 46%	22 39%	b 152 45%	81 52%	85 44%	73 44%	63 37%	73 45%	49 48%	218 45%	350 41%	79 55%	137 49%	220 41%	219 46%	437 43%
	43% au	30%	46% a	39%	45% 3	52%	44%	44%	37%	45%	48%	45%	41%	55% zu	49%	41%	46%	43%