







Table 3 Q.P101 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

Table with columns: Issue, Party Preference (CON SERV, LAB OUR, LIB ERAL, DEMO CRAT, NONE), IMD Quintiles (1-5), Sector Working In (PUBLI C, PRI VATE), Ethnic (WHITE, BME), Child In HH, Version (V1, V2), and UNWTD. Rows include issues like Economy/Economic situation, Inflation/Prices, Immigration/immigrants, etc.

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j/k/l - z/m/n/o/p - z/q/r/s/t - z/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)



ISSUES INDEX MARCH 2024 (PUBLIC - FINAL)

26 Mar 2024

Table 4 Q.PL01/Q2 What do you see as the main/other important issues facing Britain today? BASE: ALL ADULTS AGED 18+

Table with columns for Issue, Total, Sex (Male/Female), Age (18-24 to 65+), Social Grade (AB to C2DE), and HH Income (UP TO 24999 to 50000 PLUS). Rows include categories like Unweighted Base, Economy/Economic situation, National health service, Inflation/Prices, Immigration, Housing, Poverty/Inequality, Lack of faith in politics, Education/Schools, Crime/Law & order, Defence/Foreign affairs, Pollution/Environment, Public services, Common Market, Low pay/Minimum wage, Taxation, Unemployment, Ageing population, Local government, Population levels, Mental health, Pensions, Race relations, Morality/Individual behaviour, Nuclear weapons, Food production, Nationalisation, Petrol prices, Drug abuse, UK union, Animal welfare, Trade unions, Privatisation, International trade, Royal Family, Countryside, Coronavirus, Pound/Exchange rate, Northern Ireland, Median, Don't know, Personal finances, and Standard Error/Error Variance.

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 - z/r/h/t  
Overlap formulae used. \* small base  
Respondent type: GB Adults 18+  
Fieldwork dates: 13th March - 21st March 2024  
Source: Ipsos (PN Q218)



Table 5 Q.P101/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOTLAND (d)	MID LANDS INCL WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)		
UNWEIGHTED BASE	1010	854	53	103	222	297	244	149	239	420	305	237	499	424	479	104	427	480	337	193	1010	
WEIGHTED BASE	1010	875	49**	87*	239	314	265	143*	228	363	290	257	312	606	505	106*	399	503	328	179	1010	
Economy/Economic situation	364	307	23	33	66	128	105	49	86	121	121	109	129	202	211	29	124	191	106	66	388	
	36%	35%	47%	39%	28%	41%	40%	34%	38%	33%	42%	37%	41%	33%	42%	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%	35%	38%	28%	36%	36%	26%	40%	40%	36%	45%	23%	40%	33%	38%	33%	32%	32%	34%	45%	37%	
Inflation/Prices	288	241	18	28	64	82	64	42	71	86	86	91	92	166	164	25	99	141	102	45	266	
	28%	28%	38%	33%	27%	26%	24%	30%	31%	24%	30%	31%	30%	27%	33%	23%	25%	28%	31%	25%	26%	
Immigration/Immigrants	246	209	15	21	75	81	65	17	52	136	49	52	47	177	93	16	137	109	81	56	228	
	24%	24%	32%	25%	32%	26%	15%	12%	23%	37%	17%	18%	15%	34%	18%	15%	34%	12%	25%	31%	23%	
Housing	146	130	10	6	31	37	27	29	43	46	38	56	44	86	75	14	57	82	36	28	141	
	14%	15%	21%	7%	13%	12%	10%	20%	19%	13%	13%	19%	14%	14%	15%	13%	14%	16%	11%	15%	14%	
Poverty/Inequality	140	122	5	12	33	39	34	20	35	40	42	51	50	76	70	14	55	78	32	30	157	
	14%	14%	10%	14%	14%	13%	13%	14%	15%	11%	14%	17%	16%	12%	14%	13%	14%	16%	10%	17%	16%	
Lack of faith in politics/politicians/government	136	109	8	20	36	35	27	22	24	58	38	36	52	71	80	12	44	64	40	33	145	
	14%	12%	17%	23%	15%	11%	10%	15%	10%	17%	13%	12%	17%	12%	16%	11%	11%	13%	12%	18%	14%	
Education/Schools	120	110	3	7	21	37	34	20	35	39	53	23	59	56	63	16	41	66	32	21	128	
	12%	13%	6%	8%	9%	12%	13%	14%	15%	11%	18%	8%	19%	9%	13%	15%	10%	13%	10%	12%	13%	
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour	106	89	6	10	16	29	25	25	25	27	32	42	18	79	50	8	48	60	29	16	96	
	10%	10%	13%	12%	7%	9%	9%	18%	11%	7%	11%	14%	6%	13%	10%	8%	12%	12%	9%	9%	10%	
Defence/Foreign affairs/International terrorism	104	99	2	3	36	27	24	11	28	46	30	26	38	60	49	15	41	43	38	22	131	
	10%	11%	5%	3%	15%	8%	9%	7%	12%	13%	10%	9%	12%	10%	10%	14%	10%	9%	12%	13%	13%	
Pollution/Environment/Climate change	101	92	5	3	21	33	28	14	29	34	33	32	59	31	55	14	32	47	27	26	120	
	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	39	43	65	9	18	54	33	15	104	
	9%	9%	8%	10%	7%	13%	14%	10%	5%	6%	14%	8%	12%	7%	13%	9%	4%	11%	7%	8%	10%	
Common Market/Brexit/EU/Europe/Euro	66	60	1	5	20	16	15	12	13	23	14	28	23	36	49	4	13	35	22	9	67	
	7%	7%	2%	6%	8%	5%	6%	8%	6%	6%	5%	9%	7%	6%	10%	3%	3%	7%	7%	5%	7%	
Low pay/Minimum wage/Fair wages	57	54	1	1	14	17	16	8	16	13	14	26	18	27	31	13	13	24	25	7	56	
	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	7	17	31	17	6	57	
	5%	5%	8%	7%	4%	5%	5%	7%	5%	3%	9%	5%	7%	5%	6%	7%	4%	6%	7%	3%	6%	
Unemployment/Factory closure/Lack of industry	49	47	1	1	11	17	17	8	11	14	13	18	17	24	29	5	15	34	8	7	50	
	5%	5%	2%	1%	5%	6%	6%	5%	5%	4%	5%	6%	6%	4%	6%	5%	4%	7%	2%	4%	5%	
Transport/Public transport	39	36	*	3	8	9	9	4	15	12	16	7	17	21	25	4	10	23	13	3	43	
	4%	4%	*	3%	3%	3%	3%	3%	7%	3%	6%	2%	5%	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	
	4%	4%	2%	2%	5%	4%	5%	2%	3%	3%	5%	3%	5%	3%	5%	2%	3%	2%	3%	8%	4%	
Local government/Council tax	27	24	1	2	14	6	5	1	4	7	5	12	7	19	11	1	15	16	5	6	30	
	3%	3%	1%	2%	6%	2%	1%	2%	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%	3%	5%	-	3%	4%	4%	-	3%	1%	2%	1%	1%	3%	4%	-	2%	3%	2%	2%	2%	
Mental health/well-being	26	26	-	1	12	5	5	4	5	6	9	9	11	12	15	4	7	14	11	1	29	
	3%	3%	-	1%	5%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	3%	1%	3%	
Pensions/Social security/Benefits	26	24	-	2	6	11	11	3	7	6	7	12	6	18	11	*	14	12	10	4	24	
	3%	3%	-	2%	3%	3%	4%	*	3%	2%	2%	4%	2%	3%	2%	*	4%	2%	3%	2%	2%	
Race relations	22	21	*	1	8	3	3	6	4	3	2	8	9	11	10	14	3	5	13	8	1	29
	2%	2%	*	1%	3%	1%	1%	4%	2%	1%	3%	3%	4%	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	
	2%	2%	1%	*	3%	1%	5%	1%	1%	2%	2%	3%	3%	1%	2%	5%	2%	3%	1%	2%	3%	
Nuclear weapons/Nuclear war/Disarmament	19	17	1	1	2	9	8	4	3	10	5	4	4	11	8	-	11	14	2	3	20	
	2%	2%	1%	1%	1%	3%	3%	1%	1%	3%	2%	1%	1%	2%	2%	-	3%	2%	1%	2%	2%	
Food production/farming	19	18	-	1	5	1	1	9	3	1	1	8	5	12	17	1	1	8	10	1	13	
	2%	2%	-	1%	2%	*	1%	6%	1%	*	*	3%	2%	2%	3%	1%	*	2%	3%	*	1%	
Nationalisation/Government control of institutions	19	12	-	7	3	4	4	2	2	5	2	10	5	14	15	1	2	7	6	5	20	
	2%	1%	-	8%	1%	1%	2%	1%	1%	1%	1%	4%	1%	2%	3%	1%	1%	1%	2%	3%	2%	
Petrol prices/Fuel	13	12	-	1	6	5	5	-	1	4	1	8	3	11	8	-	5	10	1	2	11	
	1%	1%	-	1%	2%	2%	2%	-	*	1%	*	2%	1%	2%	1%	-	1%	2%	*	1%	1%	
Drug abuse	12	10	-	2	6	3	3	-	*	2	2	8	2	8	7	1	4	7	5	-	12	
	1%	1%	-	3%	3%	1%	1%	-	*	*	1%	3%	1%	1%	1%	1%	1%	1%	1%	-	1%	
UK union/devolution/reform	11	9	*	1	6	2	1	1	1	*	5	5	4	6	7	2	2	6	5	*	12	
	1%	1%	1%	1%	3%	1%	1%	1%	1%	*	2%	2%	1%	1%	2%	1%	1%	1%	1%	*	1%	
Animal welfare	10	10	-	3	5	5	-	2	6	1	3	3	7	4	-	6	10	*	-	6		
	1%	1%	-	3%	2%	2%	-	2%	2%	1%	1%	1%	1%	1%	-	2%	2%	*	-	1%		
Trade unions/Strikes	9	9	*	-	6	1	1	2	1	*	3	6	2	6	3	-	6	4	3	3	9	
	1%	1%	*	-	3%	*	*	1%	1%	*	1%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%	
Privatisation	8	8	-	4	-	-	-	5	1	4	5	2	4	5	5	1	2	6	2	-	7	
	1%	1%	-	1%	-	-	-	2%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	
International trade/trade deals	7	7	*	-	4	1	1	1	1	3	2	3	3									



Table 6 Q.P101/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	PARTY PREFERENCE (NOT V)				IMD QUINTILES					SECTOR WORKING IN		ETHNIC		VERSION			UNWTD TOTAL
		CON SERV (a)	LAB OUR (b)	LIB DEMO CRAT (c)	NONE (d)	1 (e)	2 (f)	3 (g)	4 (h)	5 (i)	PUBLIC (m)	PRV VATE (n)	WHITE (j)	BME (k)	CHILD IN HH (l)	V1	V2	
UNWEIGHTED BASE	1010	314	359	71	276	138	171	166	187	194	194	372	868	134	237	516	494	1010
WEIGHTED BASE	1010	116*	323	56*	335	157*	193*	166*	167*	160	101	484	852	145*	278	536	474	1010
100%	100%	32%	33%	20%	33%	15%	19%	16%	17%	15%	10%	45%	84%	14%	27%	53%	47%	100%
Economy/Economic situation	364	41	152	25	85	59	72	63	61	67	38	189	312	51	98	197	167	388
36%	36%	35%	47%	45%	25%	38%	37%	38%	36%	42%	37%	39%	37%	35%	35%	37%	35%	38%
d	352	43	122	20	120	44	53	60	66	67	39	174	316	30	86	178	174	370
35%	35%	37%	38%	36%	36%	28%	28%	36%	39%	42%	39%	36%	37%	20%	31%	33%	37%	37%
Inflation/Prices	288	26	92	12	108	52	52	56	41	49	32	147	218	64	98	136	152	266
28%	28%	22%	29%	21%	32%	33%	27%	34%	24%	30%	31%	30%	26%	44%	35%	25%	32%	26%
u	246	46	44	9	72	35	44	51	44	30	20	88	228	17	45	122	125	228
24%	24%	40%	14%	16%	21%	23%	23%	31%	26%	19%	20%	18%	20%	12%	16%	23%	26%	23%
bn	146	5	64	11	43	29	34	23	17	27	14	67	126	18	47	83	63	141
14%	14%	5%	20%	19%	13%	19%	18%	14%	10%	17%	14%	14%	15%	12%	17%	16%	13%	14%
a	140	8	54	8	41	31	32	17	20	27	20	58	122	14	33	80	60	157
14%	14%	7%	17%	15%	12%	20%	17%	10%	12%	17%	20%	12%	14%	10%	12%	15%	13%	16%
Lack of faith in politics / politicians / government	136	6	52	13	45	23	29	21	24	26	19	70	121	15	45	88	49	145
14%	14%	6%	16%	22%	13%	15%	15%	13%	14%	16%	19%	14%	14%	11%	16%	16%	10%	14%
a	120	12	41	9	40	12	37	19	15	23	17	63	102	17	56	63	57	128
12%	12%	10%	13%	16%	12%	8%	19%	11%	9%	14%	17%	13%	12%	12%	20%	12%	12%	13%
z	106	20	31	4	35	20	19	16	11	24	8	56	83	23	33	61	45	96
10%	10%	17%	10%	8%	11%	13%	10%	9%	6%	15%	8%	12%	10%	16%	12%	11%	9%	10%
104	104	23	37	3	26	14	22	24	16	18	10	44	98	6	17	60	44	131
10%	10%	20%	11%	5%	8%	9%	11%	15%	10%	11%	10%	9%	11%	4%	6%	11%	9%	13%
rd	101	12	45	11	14	11	22	25	16	17	10	49	85	16	24	54	47	120
10%	10%	10%	14%	20%	4%	7%	11%	15%	9%	11%	10%	10%	10%	11%	9%	10%	10%	12%
d	92	16	43	5	15	17	21	14	20	12	13	60	77	13	25	50	42	104
9%	9%	13%	13%	9%	5%	11%	11%	9%	12%	7%	13%	12%	9%	9%	9%	9%	9%	10%
d	66	4	32	9	14	14	15	8	7	11	6	40	54	12	13	35	31	67
7%	7%	3%	10%	16%	4%	9%	8%	5%	4%	7%	6%	8%	6%	8%	5%	7%	6%	7%
z	57	2	26	3	20	10	10	9	5	7	6	35	48	8	19	31	26	56
6%	6%	2%	8%	5%	6%	7%	5%	5%	3%	4%	6%	7%	6%	6%	7%	6%	5%	6%
54	54	9	17	3	16	6	11	9	11	7	7	30	47	6	12	34	20	57
5%	5%	8%	5%	5%	5%	4%	6%	5%	6%	4%	7%	6%	6%	4%	4%	6%	6%	6%
49	49	7	18	4	12	16	4	9	8	5	5	26	35	14	12	30	18	50
5%	5%	6%	5%	7%	4%	10%	2%	5%	5%	3%	5%	5%	4%	9%	4%	6%	4%	5%
39	39	1	17	1	13	6	7	1	11	6	3	25	36	3	6	13	26	43
4%	4%	1%	5%	2%	4%	4%	3%	1%	7%	4%	3%	5%	4%	2%	2%	2%	5%	4%
35	35	3	15	6	8	4	8	5	8	8	5	19	34	1	4	18	17	40
4%	4%	3%	5%	11%	2%	2%	4%	3%	5%	5%	5%	4%	4%	1%	2%	3%	4%	4%
27	27	1	9	1	10	4	3	6	5	8	5	7	19	3	3	13	14	30
3%	3%	1%	3%	2%	3%	2%	1%	3%	3%	5%	5%	1%	2%	2%	1%	2%	3%	3%
27	27	1	4	2	13	3	-	3	15	4	2	16	25	2	15	9	18	18
3%	3%	1%	1%	4%	4%	2%	-	2%	9%	3%	2%	3%	3%	1%	5%	2%	4%	2%
26	26	2	4	4	12	9	2	3	3	5	7	12	22	5	6	13	13	29
3%	3%	2%	1%	8%	4%	6%	1%	2%	2%	3%	7%	2%	3%	3%	2%	3%	3%	3%
26	26	8	5	1	10	5	10	2	4	*	4	7	24	2	1	13	13	24
3%	3%	7%	2%	1%	3%	3%	5%	1%	3%	*	4%	2%	3%	1%	*	2%	3%	2%
22	22	2	12	1	4	5	4	6	3	3	3	13	16	6	2	9	13	29
2%	2%	2%	4%	2%	1%	3%	2%	3%	2%	2%	3%	3%	2%	4%	1%	2%	3%	3%
21	21	2	5	6	4	2	5	7	2	3	4	12	13	9	3	8	13	28
2%	2%	2%	2%	11%	1%	1%	3%	4%	1%	2%	4%	2%	2%	6%	1%	2%	3%	3%
19	19	6	6	1	5	4	2	6	3	3	5	4	18	2	4	12	7	20
2%	2%	5%	2%	2%	2%	2%	1%	4%	2%	2%	5%	1%	2%	1%	2%	2%	1%	2%
19	19	-	3	1	6	3	2	1	1	2	2	15	11	8	9	3	15	13
2%	2%	-	1%	1%	2%	2%	1%	1%	1%	2%	2%	3%	1%	5%	3%	1%	3%	1%
19	19	-	12	-	4	4	7	2	3	3	4	12	17	1	6	12	7	20
2%	2%	-	4%	-	1%	2%	3%	1%	2%	2%	4%	3%	2%	1%	2%	2%	2%	2%
13	13	1	2	*	9	4	7	*	2	-	3	5	11	2	2	3	10	11
1%	1%	1%	1%	1%	3%	3%	4%	*	1%	-	3%	1%	1%	1%	1%	1%	2%	1%
12	12	2	2	*	8	6	1	-	1	-	4	4	10	2	1	7	5	12
1%	1%	2%	1%	*	2%	4%	1%	-	*	-	4%	1%	1%	1%	*	1%	1%	1%
11	11	*	4	1	4	2	1	1	2	2	3	6	10	1	6	4	6	12
1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%
10	10	-	5	*	2	2	5	1	*	-	2	2	9	1	1	-	10	6
1%	1%	-	2%	1%	1%	1%	3%	1%	*	-	2%	*	1%	1%	*	-	2%	1%
9	9	2	2	*	5	2	2	-	2	1	2	1	8	1	1	5	4	9
1%	1%	2%	1%	1%	2%	1%	1%	-	1%	*	2%	*	1%	1%	*	1%	1%	1%
8	8	-	2	1	3	3	-	3	1	1	2	4	8	-	4	1	7	9
1%	1%	-	1%	1%	1%	2%	-	2%	1%	*	2%	1%	1%	-	1%	*	2%	1%
7	7	1	3	-	3	3	2	*	2	-	3	3	7	-	1	4	4	10
1%	1%	1%	1%	-	1%	2%	1%	*	1%	-	3%	1%	1%	-	1%	1%	1%	1%
7	7	-	3	*	3	2	1	3	*	-	2	4	6	1	*	3	4	7
1%	1%	-	1%	1%	1%	1%	1%	2%	*	-	2%	1%	1%	1%	*	1%	1%	1%
7	7	1	1	*	2	2	1	1	*	2	3	3	7	-	2	1	6	7
1%	1%	1%	*	1%	1%	2%	1%	1%	*	1%	3%	1%	1%	-	1%	*	1%	1%
5	5	-	1	-	3	2	-	-	-	1	3	-	3	2	-	2	3	5
*	*	-	*	-	1%	1%	-	-	-	*	3%	-	3%	1%	-	*	1%	*
4	4	-	1	-	3	2	1	-	2	-	3	1	4	-	1	1	4	4
*	*	-	*	-	1%	1%	*	-	1%	-	3%	*	1%	-	*	1%	*	*
4	4	-	-	*	2	3	-	-	*	-	2	-	4	-	-	1	2	3
*	*	-	-	1%	1%	2%	-	-	-	-	2%	-	*	-	-	*	*	*