

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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 | | | | | | HH INCOME | | | UNWTD TOTAL | |
|--|--------------------|-------------------|-------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|--------------------|--------------------|------------------|--------------------|--------------------|-----------------|--------------------|------------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Economy/Economic situation | 193 | 109 | 81 | 22 | 37 | 32 | 32 | 34 | 36 | 59 | 64 | 70 | 66 | 57 | 33 | 32 | 123 | 65 | 30 | 36 | 80 | 217 |
| | 19% ^{bq} | 22% ^{zb} | 16% | 20% | 21% | 19% | 19% | 20% | 15% | 21% | 19% | 17% | 23% ^q | 23% ^{zoq} | 15% | 14% | 23% ^{zoq} | 15% | 17% | 21% | 23% ^z | 21% |
| Inflation/Prices | 155 | 66 | 86 | 29 | 45 | 31 | 24 | 14 | 13 | 74 | 55 | 27 | 40 | 40 | 40 | 23 | 80 | 64 | 29 | 23 | 54 | 139 |
| | 15% ^{ghk} | 13% | 16% | 27% ^{zfg} | 25% ^{zfg} | 18% ^{ghk} | 14% ^{hk} | 8% | 5% | 26% ^{zfg} | 16% ^{ghk} | 7% | 14% | 16% | 18% | 10% | 15% | 14% | 16% | 13% | 16% | 13% |
| Immigration/immigrants | 112 | 58 | 51 | 5 | 7 | 14 | 12 | 19 | 55 | 13 | 26 | 74 | 24 | 18 | 37 | 28 | 42 | 65 | 19 | 11 | 24 | 100 |
| | 11% ^{dim} | 12% | 10% | 5% | 4% | 8% | 7% | 11% ^{di} | 23% ^{zcd} | 4% | 8% | 18% ^{zcd} | 8% | 7% | 17% ^{zlm} | 12% | 8% | 14% ^{zlm} | 11% | 6% | 7% | 10% |
| National health service/Hospitals/Healthcare | 85 | 27 | 57 | 3 | 6 | 16 | 14 | 22 | 24 | 9 | 30 | 46 | 29 | 16 | 9 | 26 | 45 | 35 | 17 | 13 | 27 | 96 |
| | 8% ^{adi} | 5% | 11% ^{za} | 3% | 3% | 10% ⁱ | 8% | 13% ^{zcd} | 10% ^{di} | 3% | 9% ⁱ | 11% ^{zcd} | 10% | 6% | 4% | 11% ⁿ | 8% | 8% ⁿ | 9% | 8% | 8% | 9% |
| Lack of faith in politics / politicians / government | 54 | 32 | 21 | 9 | 2 | 10 | 11 | 10 | 12 | 11 | 21 | 22 | 12 | 15 | 11 | 13 | 27 | 24 | 6 | 18 | 10 | 55 |
| | 5% ^{dt} | 6% | 4% | 8% ^{di} | 1% | 6% | 6% | 6% | 5% | 4% ^d | 6% | 5% | 4% | 6% | 5% | 6% | 5% | 5% | 3% | 10% ^{zrt} | 3% | 5% |
| Poverty/Inequality | 51 | 15 | 33 | 10 | 5 | 9 | 12 | 7 | 9 | 14 | 21 | 16 | 10 | 10 | 13 | 14 | 20 | 27 | 8 | 12 | 13 | 51 |
| | 5% ^{ap} | 3% | 6% | 9% | 3% | 5% | 7% | 4% | 4% | 5% | 6% | 4% | 3% | 4% | 6% | 6% | 4% | 6% | 5% | 7% | 4% | 5% |
| Defence/Foreign affairs/International terrorism | 44 | 23 | 20 | 1 | 4 | 4 | 13 | 10 | 13 | 4 | 17 | 23 | 19 | 7 | 10 | 5 | 27 | 15 | 4 | 6 | 20 | 50 |
| | 4% ^{ei} | 5% | 4% | * | 2% | 3% | 7% ^{ci} | 6% ⁱ | 5% ⁱ | 1% | 5% | 6% ⁱ | 7% | 3% | 5% | 2% | 5% ^m | 3% | 2% | 4% | 6% | 5% |
| Housing | 37 | 13 | 24 | 4 | 10 | 6 | 4 | 4 | 9 | 14 | 10 | 13 | 7 | 8 | 11 | 10 | 16 | 21 | 8 | 6 | 10 | 37 |
| | 4% | 3% | 5% | 4% | 6% | 4% | 2% | 2% | 4% | 5% | 3% | 3% | 3% | 3% | 5% | 4% | 3% | 5% | 4% | 4% | 3% | 4% |
| Pollution/Environment/Climate change | 33 | 14 | 19 | 5 | 4 | 2 | 8 | 7 | 6 | 10 | 10 | 13 | 11 | 9 | 8 | 3 | 20 | 11 | 4 | 6 | 15 | 44 |
| | 3% | 3% | 4% | 5% | 2% | 1% | 5% | 4% | 2% | 3% | 3% | 3% | 4% | 4% | 4% | 1% | 4% | 3% | 2% | 3% | 4% | 4% |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 14th April - 18th April 2024
 Source : Ipsos (JN Q218)

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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 | | | | | | HH INCOME | | | UNWTD TOTAL | |
|--|--------------------|------------------|------------|------------------|--------------------|-----------------|-----------|-------------------|-------------------|--------------------|-----------------|------------------|----------------------|-------------------|--------|--------------------|---------------------|------------------|-------------------|-------------------|-----------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Low pay/Minimum wage/Fair wages | 23 | 19 | 4 | - | 15 | 5 | 2 | - | * | 15 | 7 | * | 3 | 2 | 2 | 14 | 5 | 16 | 14 | - | 6 | 11 |
| | 2% ^{bhkp} | 4% ^{zb} | 1% | - | 9% ^{zcfg} | 3% ^k | 1% | - | * | 5% ^{zghk} | 2% ^k | * | 1% | 1% | 1% | 6% ^{zlmn} | 1% | 4% ^{np} | 8% ^{zst} | - | 2% | 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 17 | 6 | 11 | - | 2 | - | 6 | 4 | 5 | 2 | 6 | 9 | 1 | 9 | 1 | 6 | 9 | 8 | 2 | 1 | 7 | 16 |
| | 2% ^l | 1% | 2% | - | 1% | - | 3% | 3% | 2% | 1% | 2% | 2% | * | 4% ^{zlp} | 1% | 3% | 2% ^l | 2% | 1% | 1% | 2% | 2% |
| Common Market/ Brexit/EU/Europe/ Euro | 15 | 14 | 1 | - | 3 | * | 3 | 3 | 5 | 3 | 4 | 8 | 4 | 2 | 4 | 3 | 7 | 8 | 1 | 5 | 6 | 17 |
| | 1% ^b | 3% ^{zb} | * | - | 2% | * | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 3% | 2% | 2% |
| Education/Schools | 14 | 5 | 10 | 2 | - | 5 | 3 | 3 | 1 | 2 | 9 | 4 | 11 | 1 | - | 1 | 12 | 1 | - | 1 | 10 | 12 |
| | 1% ^q | 1% | 2% | 2% | - | 3% | 2% | 2% | 1% | 1% | 3% | 1% | 4% ^{zmnq} * | * | - | * | 2% ^{zmq} * | * | - | 1% | 3% ^z | 1% |
| Public services in general | 10 | 2 | 8 | - | 3 | 1 | 4 | 1 | 1 | 3 | 5 | 3 | 5 | 5 | * | 1 | 9 | 1 | 1 | 4 | 5 | 17 |
| | 1% | * | 2% | - | 2% | * | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 2% ^q | * | * | 2% ^z | * | * | 2% | 2% | 2% |
| Local government/ Council tax | 9 | 6 | 2 | - | * | 2 | - | 3 | 4 | * | 2 | 7 | 4 | 4 | 1 | 1 | 7 | 2 | - | - | 8 | 8 |
| | 1% | 1% | * | - | * | 1% | - | 2% | 2% | * | * | 2% | 1% | 2% | * | * | 1% | * | - | - | 2% ^z | 1% |
| Population levels/ Overpopulation | 8 | 3 | 5 | - | - | - | - | - | 8 | - | - | 8 | 1 | 6 | 1 | - | 7 | 1 | 1 | 4 | 2 | 6 |
| | 1% | 1% | 1% | - | - | - | - | - | 3% ^{zij} | - | - | 2% ^{zj} | * | 2% ^{zq} | 1% | - | 1% | * | * | 2% ^z | * | 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 7 | 2 | 5 | - | - | - | - | 5 | 2 | - | - | 7 | * | 2 | 3 | 2 | 3 | 4 | 2 | - | 1 | 7 |
| | 1% | * | 1% | - | - | - | - | 3% ^{zij} | 1% | - | - | 2% ^{zj} | * | 1% | 1% | 1% | 1% | 1% | 1% | - | * | 1% |
| Taxation | 7 | 6 | 1 | 1 | 4 | * | 1 | - | - | 5 | 1 | - | 1 | 3 | 3 | - | 4 | 3 | - | 2 | 3 | 8 |
| | 1% | 1% | * | 1% | 2% ^{zk} | * | 1% | - | - | 2% ^k | * | - | * | 1% | 1% | - | 1% | 1% | - | 1% | 1% | 1% |
| Pound/Exchange rate/Value of pound | 3 | 2 | 2 | 2 | - | 1 | - | * | - | 2 | 1 | * | - | 1 | 1 | 1 | 1 | 3 | - | * | 1 | 4 |
| | * | * | * | 2% ^{zk} | - | * | - | * | - | 1% | * | * | - | * | 1% | 1% | * | 1% | - | * | * | * |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t
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 Respondent type : GB Adults 18+
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| | SEX | | AGE | | | | | | | | | SOCIAL GRADE | | | | | | HH INCOME | | | UNWTD TOTAL | | |
|---|-------------|----------|------------|------------|-----------|-----------|-----------|-----------|---------|-----------|-----------|--------------|---------|---------|--------|--------|----------|-----------|-----------------|-------------------|-------------|----------------|--------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) | |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 | |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 | |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% | |
| Ageing population/ Social care for the elderly | 3 * | * * | 2 * | - - | - - | - - | 1 1% | * * | 1 * | - - | 1 * | 1 * | 1 * | 1 * | - - | 1 * | 2 * | 1 * | * * | 1 * | * * | * * | 5 * |
| Coronavirus/ pandemic diseases | 3 * | 3 1% | - - | - - | 3 1%z | - - | - - | - - | - - | 3 1% | - - | - - | 3 1% | - - | - - | - - | 3 * | - - | - - | 3 2%z | - - | - - | 1 * |
| Race relations | 3 * | - - | 3 * | - - | - - | 1 * | 1 * | - - | 1 1% | - - | 1 * | 1 * | 1 * | 1 1% | 1 * | - - | 2 * | 1 * | 1 1% | 1 * | - - | - - | 3 * |
| International trade/trade deals | 2 * | 2 * | - - | 2 2%zjk | - - | - - | - - | - - | - - | - 1% | - - | - - | 2 1% | - - | - - | - - | 2 * | - - | - - | - - | - - | 2 1% | 1 * |
| Unemployment/ Factory closure/ Lack of industry | 2 * | - - | 2 * | - - | - - | - - | 1 1% | 1 * | * * | - - | 1 * | 1 * | - - | 2 1% | - - | - - | 2 * | - - | * * | - - | * * | 4 * | |
| Nationalisation/ Government control of institutions | 2 * | 2 * | - - | - - | - - | - - | 1 1% | - - | 1 * | - - | 1 * | 1 * | 1 * | - - | 1 * | - - | 1 * | 1 * | - - | - - | 1 * | 2 * | |
| UK union/ devolution/reform | 2 * | 1 * | 1 * | - - | - - | - - | - - | 1 1% | 1 * | - - | - - | 2 * | 1 * | * * | - - | - - | 2 * | - - | - - | * * | 1 * | 3 * | |
| Mental health/ well-being | 2 * | - - | 2 * | 1 1% | - - | - - | - - | - - | 1 * | 1 * | - - | 1 * | 1 * | - - | - - | - - | 1 * | - - | - - | 1 * | - - | 2 * | |
| Pensions/Social security/Benefits | 1 * | 1 * | 1 * | - - | - - | 1 * | - - | - - | 1 * | - - | 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 | |
| Transport/Public transport | 1 * | 1 * | - - | 1 1% | - - | - - | - - | - - | - - | - - | 1 * | - - | 1 * | - - | - - | - - | 1 * | - - | - - | - - | - - | 1 * | 1 * |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t
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|--|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|--------------|----------|----------|---------|----------|----------|-----------|-----------------|-------------------|-------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Food production/ farming | 1* | 1* | * | - | - | - | - | - | 1* | - | - | 1* | 1* | * | - | - | 1* | - | * | - | 1* | 2* |
| Privatisation | 1* | 1* | - | - | - | 1* | - | - | - | - | 1* | - | - | - | - | - | - | - | - | 1* | - | 1* |
| Trade unions/ Strikes | 1* | 1* | - | - | 1* | - | - | - | - | 1* | - | - | 1* | - | - | - | 1* | - | 1* | - | - | 1* |
| Morality/ Individual behaviour/ Lifestyle | * * | * * | - | - | - | - | - | - | * * | - | - | * * | * * | - | - | - | * * | - | - | - | * * | 1* |
| Drug abuse | * * | * * | - | - | - | - | - | - | * * | - | - | * * | - | * * | - | - | * * | - | - | * * | - | 1* |
| Petrol prices/Fuel | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Northern Ireland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Countryside/Rural life | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Animal welfare | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 50 5% | 28 6% | 22 4% | 3 3% | 6 3% | 14 8% | 7 4% | 10 6% | 10 4% | 9 3% | 21 6% | 19 5% | 11 4% | 14 6% | 7 3% | 16 7% | 25 5% | 23 5% | 15 8% | 7 4% | 16 5% | 45 4% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 |
| STANDARD ERROR | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | * | 0.01 | 0.00 | 0.00 | * |

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|-------------------------|--------------------|----------|------------|--------------------|--------------------|--------------------|--------------------|-----------|---------|--------------------|--------------------|--------------|--------|--------|--------|-------------------|----------|-------------------|------------------|-------------------|-------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
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| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| ERROR VARIANCE | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | * | * | 0.00 | 0.00 | * |
| Don't know | 87 | 39 | 48 | 9 | 21 | 13 | 11 | 9 | 23 | 30 | 24 | 32 | 19 | 13 | 20 | 30 | 33 | 49 | 19 | 10 | 15 | 66 |
| | 8% _{mpt} | 8% | 9% | 9% | 12% | 8% | 6% | 6% | 10% | 11% | 7% | 8% | 7% | 5% | 9% | 13% _{mp} | 6% | 11% _{mp} | 10% _t | 6% | 4% | 6% |
| Personal finances (NET) | 229 | 100 | 123 | 39 | 65 | 45 | 38 | 21 | 22 | 103 | 83 | 43 | 54 | 52 | 55 | 52 | 105 | 107 | 52 | 35 | 73 | 201 |
| | 22% _{ghk} | 20% | 24% | 35% _{zgh} | 36% _{zfg} | 27% _{ghk} | 22% _{hkh} | 13% | 9% | 36% _{zfg} | 25% _{ghk} | 10% | 18% | 21% | 25% | 22% | 20% | 24% | 28% | 20% | 21% | 19% |
| | p | | | k | hjk | | | | | hjk | | | | | | | | | | | | |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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/s/t
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Table 2
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What would you say is the most important issue facing Britain today?
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| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|---|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-----------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Economy/Economic situation | 193 | 162 | 8 | 23 | 49 | 58 | 50 | 25 | 38 | 79 | 103 | 112 | 18 | 63 | 79 | 76 | 37 | 217 |
| | 19% | 18% | 16% | 25% | 20% | 18% | 19% | 17% | 16% | 24%zm | 17% | 23%zop | 12% | 16% | 18% | 20% | 18% | 21% |
| Inflation/Prices | 155 | 136 | 2 | 17 | 39 | 44 | 42 | 24 | 31 | 42 | 95 | 81 | 34 | 40 | 64 | 53 | 38 | 139 |
| | 15%bp | 15%b | 4% | 19%b | 16%b | 14%b | 16%b | 16%b | 13% | 13% | 16% | 17%p | 23%p | 10% | 14% | 14% | 18% | 13% |
| Immigration/ immigrants | 112 | 100 | 6 | 6 | 32 | 34 | 28 | 5 | 35 | 17 | 80 | 38 | 17 | 57 | 46 | 44 | 23 | 100 |
| | 11%gin | 11%g | 12%g | 7% | 13%g | 11%g | 10%g | 3% | 15%g | 5% | 13%l | 8% | 11% | 14%zn | 10% | 12% | 11% | 10% |
| National health service/Hospitals/ Healthcare | 85 | 73 | 7 | 5 | 12 | 32 | 25 | 12 | 24 | 33 | 43 | 36 | 8 | 41 | 32 | 31 | 22 | 96 |
| | 8% | 8% | 14%d | 6% | 5% | 10% | 9% | 8% | 10% | 10% | 7% | 8% | 6% | 10% | 7% | 8% | 10% | 9% |
| Lack of faith in politics / politicians / government | 54 | 45 | 5 | 5 | 14 | 26 | 21 | 2 | 7 | 15 | 35 | 26 | 8 | 20 | 24 | 19 | 11 | 55 |
| | 5% | 5% | 10%g | 5% | 6% | 8%zagh | 8%ag | 2% | 3% | 5% | 6% | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Poverty/Inequality | 51 | 42 | 1 | 8 | 15 | 10 | 9 | 10 | 9 | 15 | 31 | 22 | 2 | 27 | 20 | 17 | 14 | 51 |
| | 5% | 5% | 2% | 9%e | 6% | 3% | 3% | 7% | 4% | 5% | 5% | 5% | 1% | 7% | 4% | 5% | 7% | 5% |
| Defence/Foreign affairs/ International terrorism | 44 | 39 | 4 | 1 | 6 | 11 | 7 | 9 | 17 | 19 | 22 | 21 | 5 | 18 | 16 | 19 | 9 | 50 |
| | 4% | 4% | 7% | 1% | 3% | 3% | 3% | 6% | 7% | 6%z | 4% | 4% | 4% | 4% | 3% | 5% | 4% | 5% |
| Housing | 37 | 32 | 3 | 2 | 10 | 12 | 9 | 6 | 8 | 14 | 20 | 10 | 4 | 23 | 16 | 13 | 9 | 37 |
| | 4% | 4% | 6% | 3% | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 2% | 3% | 6%zn | 3% | 3% | 4% | 4% |
| Pollution/ Environment/ Climate change | 33 | 31 | 1 | 1 | 7 | 9 | 8 | 5 | 11 | 20 | 10 | 15 | 8 | 10 | 23 | 6 | 3 | 44 |
| | 3% m | 3% | 2% | 1% | 3% | 3% | 3% | 3% | 5% | 6%zm | 2% | 3% | 5% | 2% | 5%zt | 2% | 2% | 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
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ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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 | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|---|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-------------------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Low pay/Minimum wage/Fair wages | 23 2%fl | 21 2%f | 2 4%efg | - - | 17 7%zace fgh | 2 1%f | 1 * | - - | 3 1% | 1 * | 20 3%l | 12 3% | 4 2% | 7 2% | 7 2% | 15 4%zu | 1 * | 11 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 17 2%ln | 17 2% | - - | - - | 1 1% | 5 1% | 5 2% | 2 1% | 9 4%z | 2 1% | 12 2% | 2 * | 6 4%n | 9 2%n | 4 1% | 10 3% | 3 2% | 16 2% |
| Common Market/ Brexit/EU/Europe/ Euro | 15 1% | 14 2% | - - | * * | 1 * | 4 1% | 4 1% | 3 2% | 7 3% | 6 2% | 8 1% | 9 2% | - - | 5 1% | 9 2% | 2 * | 4 2% | 17 2% |
| Education/Schools | 14 1% | 13 1% | 2 3% | - - | 4 2% | 3 1% | 1 * | 4 3% | 4 2% | 7 2% | 7 1% | 6 1% | 5 3% | 4 1% | 7 2% | 4 1% | 4 2% | 12 1% |
| Public services in general | 10 1%p | 9 1% | * 1% | 1 1% | 5 2% | 2 1% | 1 * | 1 * | 2 1% | 8 3%zm | 2 * | 8 2% | 2 1% | 1 * | 5 1% | 3 1% | 2 1% | 17 2% |
| Local government/ Council tax | 9 1% | 9 1% | - - | - - | * * | * * | * * | 8 5%zade fh | 1 * | 4 1% | 4 1% | 4 1% | 4 2% | 1 * | 4 1% | 5 1% | * * | 8 1% |
| Population levels/ Overpopulation | 8 1% | 8 1% | - - | - - | 4 1% | 4 1% | 3 2% | 2 1% | - - | 6 1% | 1 * | 3 2% | 4 1% | 6 1% | 2 * | * * | * * | 6 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 7 1% | 5 1% | - - | 3 3%aef | 1 * | - - | - - | 2 1% | 2 1% | * * | 7 1% | - - | - - | 7 2%zn | 5 1% | 2 * | - - | 7 1% |
| Taxation | 7 1% | 6 1% | 1 1% | - - | - - | 5 2% | 4 2% | 1 * | 1 1% | 3 1% | 4 1% | 5 1% | 1 1% | 1 * | 1 * | 4 1% | 2 1% | 8 1% |

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

Respondent type : GB Adults 18+
Fieldwork dates : 14th April - 18th April 2024
Source : Ipsos (JN Q218)

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18 Apr 2024

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 | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|--|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-----------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Pound/Exchange rate/Value of pound | 3* | 3* | - | - | 1* | - | - | 2 | - | 1* | 2* | 2* | - | 2* | 1* | 1* | 1* | 4* |
| Ageing population/Social care for the elderly | 3* | 2* | - | * * | - | 1* | 1* | 1 | 1* | 1* | 2* | * * | * * | 2* | 1* | 1* | 1* | 5* |
| Coronavirus/pandemic diseases | 3* | - | - | 3 3%azade fn | - | - | - | - | - | - | - | 3 1% | - | - | - | 3 1% | - | 1* |
| Race relations | 3* | 3* | - | - | 1* | - | - | 1* | 1 | 1* | 1* | 1* | - | 1* | 1* | - | 1 1% | 3* |
| International trade/trade deals | 2* | 2* | - | - | - | - | - | 2 | - | 2 | - | 2* | - | - | - | 2 1% | - | 1* |
| Unemployment/Factory closure/Lack of industry | 2* | 2* | - | - | 1* | - | - | - | 1* | 1* | 1* | 1* | - | 1* | * * | * * | 1 1% | 4* |
| Nationalisation/Government control of institutions | 2* | 2* | - | - | - | 1* | 1* | 1 | - | 1* | - | - | 1 1% | 1* | 1* | 1* | - | 2* |
| UK union/devolution/reform | 2* | 1* | - | 1 1% | - | - | - | - | 1* | 2* | - | - | - | 2* | - | * 1% | 1 1% | 3* |
| Mental health/well-being | 2* | 2* | - | - | - | 1* | 1* | 1* | - | 2* | - | 1* | - | 1* | 1* | - | 1* | 2* |
| Pensions/Social security/Benefits | 1* | 1* | - | 1 1% | - | 1* | 1* | - | - | 1* | - | - | 1 1% | 1* | 1* | - | 1* | 2* |

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

Respondent type : GB Adults 18+
Fieldwork dates : 14th April - 18th April 2024
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|---|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-----------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Transport/Public transport | 1* | 1 | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | - | - | 1 | - | 1* |
| Food production/farming | 1* | 1 | - | - | - | 1 | 1 | - | * | 1 | - | - | - | 1 | - | 1 | * | 2* |
| Privatisation | 1* | 1 | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | 1* |
| Trade unions/ Strikes | 1* | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | 1 | 1* |
| Morality/ Individual behaviour/ Lifestyle | * * | * * | - - | - - | - * | * * | * * | - - | - - | * * | - - | - - | - - | * * | * * | - - | - - | 1 * |
| Drug abuse | * * | * * | - - | - * | - * | - - | - - | - - | - - | * * | - - | - - | - - | * * | * * | - - | - - | 1 * |
| Petrol prices/Fuel | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Northern Ireland | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Countryside/Rural life | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Animal welfare | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
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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 | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|-------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-----------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Other | 50 | 44 | 4 | 2 | 15 | 17 | 13 | 8 | 8 | 12 | 32 | 17 | 8 | 24 | 31 | 12 | 6 | 45 |
| | 5% | 5% | 7% | 2% | 6% | 5% | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 6% | 7%z | 3% | 3% | 4% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| STANDARD ERROR | * | * | 0.00 | 0.00 | 0.00 | * | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * | * | 0.00 | 0.00 | * |
| ERROR VARIANCE | * | * | 0.00 | 0.00 | 0.00 | * | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * | * | 0.00 | 0.00 | * |
| Don't know | 87 | 70 | 6 | 11 | 13 | 38 | 32 | 12 | 13 | 11 | 63 | 41 | 12 | 34 | 44 | 26 | 17 | 66 |
| | 8%l | 8% | 12% | 12% | 5% | 12%zad | 12%adh | 9% | 6% | 4% | 10%l | 9% | 8% | 8% | 10% | 7% | 8% | 6% |
| Personal finances (NET) | 229 | 199 | 5 | 25 | 72 | 56 | 51 | 33 | 43 | 58 | 145 | 115 | 40 | 74 | 91 | 86 | 52 | 201 |
| | 22%bel | 22%b | 10% | 28%b | 29%zab | 18% | 19% | 23% | 18% | 18% | 24% | 24% | 26% | 18% | 20% | 23% | 25% | 19% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

Table 3
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|--------------|---------------------------|------------|----------------------|----------|---------------|-------|-------|-------|-------|-------------------|-------------|-----------|---------|-------------|-------------|
| | | CONSERVATIVE (a) | LABOUR (b) | LIBERAL DEMOCRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLIC (m) | PRIVATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Economy/Economic situation | 193 | 26 | 72 | 19 | 45 | 37 | 35 | 29 | 35 | 22 | 21 | 104 | 163 | 29 | 50 | 217 |
| | 19% | 17% | 24%zd | 25% | 15% | 21% | 18% | 15% | 22% | 15% | 20% | 21% | 19% | 19% | 16% | 21% |
| Inflation/Prices | 155 | 26 | 36 | 11 | 50 | 34 | 32 | 22 | 24 | 23 | 24 | 91 | 116 | 38 | 72 | 139 |
| | 15%u | 18% | 12% | 15% | 16% | 19% | 17% | 11% | 15% | 15% | 22%z | 18% | 13% | 26%zu | 23% | 13% |
| Immigration/immigrants | 112 | 36 | 10 | - | 19 | 13 | 16 | 18 | 20 | 22 | 6 | 48 | 108 | 3 | 20 | 100 |
| | 11%bc | 24%zbc | 3% | - | 6% | 8% | 9% | 9% | 12% | 15% | 6% | 10% | 12%zv | 2% | 7% | 10% |
| | 85 | 7 | 33 | 8 | 28 | 9 | 18 | 21 | 14 | 15 | 12 | 34 | 77 | 8 | 24 | 96 |
| | 8% | 5% | 11% | 10% | 9% | 5% | 9% | 11% | 8% | 10% | 11% | 7% | 9% | 5% | 8% | 9% |
| Lack of faith in politics / politicians / government | 54 | 3 | 9 | 3 | 19 | 15 | 6 | 10 | 6 | 5 | 4 | 27 | 47 | 5 | 10 | 55 |
| | 5% | 2% | 3% | 3% | 6% | 9% | 3% | 5% | 4% | 4% | 4% | 5% | 5% | 4% | 3% | 5% |
| Poverty/Inequality | 51 | 3 | 19 | 1 | 18 | 5 | 11 | 8 | 10 | 7 | 5 | 17 | 40 | 9 | 20 | 51 |
| | 5% | 2% | 6% | 2% | 6% | 3% | 6% | 5% | 6% | 5% | 4% | 3% | 5% | 6% | 6% | 5% |
| Defence/Foreign affairs/ International terrorism | 44 | 10 | 10 | 4 | 9 | 2 | 10 | 6 | 10 | 9 | 4 | 18 | 37 | 7 | 13 | 50 |
| | 4% | 7% | 4% | 5% | 3% | 1% | 5% | 3% | 6% | 6% | 4% | 4% | 4% | 5% | 4% | 5% |
| Housing | 37 | 1 | 12 | 3 | 12 | 8 | 7 | 7 | - | 7 | 2 | 12 | 33 | 4 | 15 | 37 |
| | 4%k | 1% | 4% | 4% | 4% | 5%k | 4%k | 4%k | - | 4%k | 2% | 2% | 4% | 3% | 5% | 4% |
| Pollution/ Environment/ Climate change | 33 | 3 | 14 | 3 | 3 | 5 | 6 | 7 | 9 | 3 | 4 | 19 | 29 | 4 | 9 | 44 |
| | 3%d | 2% | 5%d | 4% | 1% | 3% | 3% | 4% | 6% | 2% | 4% | 4% | 3% | 3% | 3% | 4% |

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
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Respondent type : GB Adults 18+
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| | TOTAL (z) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|-------------|---------------------------|------------|----------------------|----------|---------------|---------|---------|------------|---------|-------------------|-------------|-----------|-----------|-------------|-------------|
| | | CONSERVATIVE (a) | LABOUR (b) | LIBERAL DEMOCRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLIC (m) | PRIVATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Low pay/Minimum wage/Fair wages | 23 2%u | - | 13 4%za | - | 8 3% | 8 5%ikl | - | 6 3% | - | - | * | 14 3% | 15 2% | 8 5%zu | 4 1% | 11 1% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 17 2% | 3 2% | 4 2% | 5 6%zd | 3 1% | 2 1% | 1 * | 3 2% | 7 4%zil | - | 1 1% | 7 1% | 14 2% | 2 1% | 6 2% | 16 2% |
| Common Market/ Brexit/EU/Europe/ Euro | 15 1%d | * * | 9 3%d | 6 7%zad | * * | 3 2% | * * | 4 2% | 4 2% | 4 2% | 2 2% | 7 1% | 13 1% | 2 1% | 3 1% | 17 2% |
| Education/Schools | 14 1%u | 3 2% | 6 2% | - - | 4 1% | - - | 5 3% | 2 1% | 3 2% | 3 2% | 2 1% | 11 2% | 7 1% | 7 5%zu | 9 3% | 12 1% |
| Public services in general | 10 1% | - - | 6 2% | 1 1% | 3 1% | 1 1% | 2 1% | 2 1% | 1 * | 3 2% | 5 4%zn | 5 1% | 10 1% | - - | 5 1% | 17 2% |
| Local government/ Council tax | 9 1% | 2 1% | 1 * | 4 5%zbd | 1 * | - - | 4 2% | 2 1% | 2 1% | - | 1 1% | 5 1% | 8 1% | 1 1% | 3 1% | 8 1% |
| Population levels/ Overpopulation | 8 1% | * * | 5 2% | - - | 2 1% | - - | 2 1% | 2 1% | * * | 3 2% | - - | 4 1% | 8 1% | - - | - - | 6 1% |
| Nuclear weapons/ Nuclear war/ Disarmament | 7 1% | * * | - - | 1 1% | 3 1% | 1 1% | 3 2% | - - | 1 1% | 1 * | - - | - - | 5 1% | 2 1% | - - | 7 1% |
| Taxation | 7 1%u | 1 * | 1 * | - - | 4 1% | * * | - - | 2 1% | 1 1% | * * | 1 1% | 5 1% | 3 * | 1 1% | 2 1% | 8 1% |

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
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ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

Table 3
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|--------------|---------------------------|---------------|-------------------------|-------------|---------------|----------|----------|----------|----------|-------------------|----------------|--------------|------------|-------------|-------------|
| | | CONSERVATIVE (a) | LABOUR (b) | LIBERAL DEMOCRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLIC (m) | PRIVATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Pound/Exchange rate/Value of pound | 3* | - | 2 | - | 1 | - | - | 1 | - | 1 | 1 | 1 | 2 | 1 | 2 | 4 |
| | | - | 1% | - | * | - | - | 1% | - | 1% | 1% | * | 1% | 1% | * | |
| Ageing population/Social care for the elderly | 3* | - | 1 | * | * | * | 1 | - | 1 | - | 1 | - | 2 | 1 | 1 | 5 |
| | | - | * | 1% | * | * | 1% | - | 1% | - | 1% | - | * | 1% | * | * |
| Coronavirus/pandemic diseases | 3* | - | - | - | 3 | - | - | - | - | - | - | 3 | 3 | - | - | 1 |
| | | - | - | - | 1% | - | - | - | - | - | - | 1% | * | - | - | * |
| Race relations | 3* | 1 | - | - | 1 | 1 | 1 | 1 | - | - | 1 | - | 2 | 1 | - | 3 |
| | | 1% | - | - | * | 1% | * | * | - | - | 1% _n | - | * | * | - | * |
| International trade/trade deals | 2* | - | - | 2 | - | - | 2 | - | - | - | - | 2 | 2 | - | - | 1 |
| | | - | - | 3% _{zbd} | - | - | 1% | - | - | - | - | * | * | - | - | * |
| Unemployment/Factory closure/Lack of industry | 2* | - | 1 | - | 1 | * | * | * | - | 1 | * | - | 2 | * | * | 4 |
| | | - | * | - | * | * | * | * | - | 1% | * | - | * | * | * | * |
| Nationalisation/Government control of institutions | 2* | - | 1 | - | 1 | - | - | 1 | - | - | - | 1 | 2 | - | 1 | 2 |
| | | - | * | - | * | - | - | 1% | - | - | - | * | * | - | * | * |
| UK union/devolution/reform | 2* | - | 1 | - | - | - | - | - | * | 1 | - | - | 2 | - | - | 3 |
| | | - | * | - | - | - | - | - | * | 1% | - | - | * | - | - | * |
| Mental health/well-being | 2* | - | 1 | - | 1 | - | 2 | - | - | - | - | 1 | 1 | 1 | - | 2 |
| | | - | * | - | * | - | 1% | - | - | - | - | * | 1% | - | - | * |
| Pensions/Social security/Benefits | 1* | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | 1 | - | 1 | 2 |
| | | - | * | - | - | * | - | * | - | - | - | * | * | - | * | * |

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
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|---|--------------|---------------------------|-------------------|------------------------------------|-------------|---------------|----------|----------|----------|----------|-------------------|--------------------|--------------|------------|-------------|-------------|
| | | CON SERV ATIVE (a) | LAB OUR (b) | LIB ERAL DEMO CRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLI C (m) | PRI VATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
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| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Median | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Transport/Public transport | 1* | - | 1* | - | - | 1* | - | - | - | - | 1* | - | 1* | - | - | 1* |
| Food production/farming | 1* | 1* | - | - | - | - | - | * | - | - | - | - | 1* | - | - | 2* |
| Privatisation | 1* | - | - | - | 1* | - | - | - | - | - | 1* | - | - | - | - | 1* |
| Trade unions/ Strikes | 1* | - | - | - | - | 1* | - | - | - | - | 1* | - | 1* | - | - | 1* |
| Morality/ Individual behaviour/ Lifestyle | * * | - - | - - | - - | * * | - - | - - | - - | * * | - - | - - | - - | - - | * * | - - | 1* * |
| Drug abuse | * * | - - | * * | - - | - - | - - | - - | * * | - - | - - | - - | - - | * * | - - | - - | 1* * |
| Petrol prices/Fuel | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Northern Ireland | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Countryside/Rural life | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Animal welfare | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |

Proportions/Mean: 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
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| | TOTAL (z) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|-------------------------|------------------|---------------------------|-------------------|------------------------------------|------------------|---------------|----------|----------|----------|------------------|-------------------|--------------------|--------------|------------------|------------------|-------------|
| | | CON SERV ATIVE (a) | LAB OUR (b) | LIB ERAL DEMO CRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLI C (m) | PRI VATE (n) | WHITE (u) | BME (v) | | |
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| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Other | 50 | 10 | 17 | 3 | 17 | 10 | 10 | 14 | 7 | 5 | 2 | 22 | 46 | 4 | 17 | 45 |
| | 5% ^m | 7% | 6% | 3% | 6% | 5% | 5% | 8% | 4% | 3% | 1% | 5% | 5% | 2% | 5% | 4% |
| MEAN NUMBER OF MENTIONS | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.01 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| STANDARD ERROR | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * |
| ERROR VARIANCE | * | 0.00 | * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | 0.00 | * | 0.00 | 0.00 | * |
| Don't know | 87 | 14 | 10 | 3 | 48 | 19 | 14 | 19 | 7 | 18 | 8 | 38 | 76 | 10 | 28 | 66 |
| | 8% ^b | 9% ^b | 3% | 4% | 16% ^z | 10% | 8% | 10% | 4% | 12% ^k | 7% | 8% | 9% | 7% | 9% | 6% |
| Personal finances (NET) | 229 | 29 | 68 | 12 | 76 | 47 | 43 | 36 | 34 | 30 | 29 | 122 | 171 | 56 | 96 | 201 |
| | 22% ^u | 20% | 23% | 17% | 25% | 26% | 23% | 19% | 21% | 20% | 27% | 24% | 20% | 38% ^z | 31% ^u | 19% |
| Royal Family/ Monarchy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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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) | SEX | | AGE | | | | | | | | SOCIAL GRADE | | | | | | HH INCOME | | | UNWTD TOTAL | |
|--|----------------------------|-------------|---------------|---------------------|-------------------|---------------------|--------------|---------------------|------------------------|---------------------|--------------------|------------------------|---------------------|--------------|-----------|-----------|---------------|-------------|-----------------------|----------------------------|----------------|----------------------|
| | | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Economy/Economic situation | 347 34% | 182 36% | 162 31% | 36 33% | 55 31% | 49 29% | 62 37% | 64 38% | 80 33% | 91 32% | 111 33% | 144 35% | 111 38% | 96 39%zoq | 67 31% | 65 28% | 207 39%zoq | 132 29% | 55 30% | 59 35% | 142 42%zr | 384 37% |
| National health service/Hospitals/Healthcare | 299 29%aci | 115 23% | 180 34%za | 18 17% | 41 23% | 55 33%ci | 49 29% | 68 41%zcd hik | 67 28% | 59 21% | 104 31%ci | 135 33%zch i | 98 34%q | 76 31% | 56 26% | 57 24% | 175 33%zq | 113 25% | 46 25% | 57 33% | 113 33% | 341 33% |
| Inflation/Prices | 275 27%ghk | 134 27% | 136 26% | 45 41%zgh k | 67 38%zgh k | 47 28%ghk | 51 30%ghk | 27 16% | 38 16% | 112 39%zgh jk | 98 29%ghk | 65 16% | 73 25% | 65 26% | 66 30% | 57 25% | 138 26% | 124 27% | 57 31% | 44 26% | 92 27% | 245 24% |
| Immigration/immigrants | 246 24%cdi | 130 26% | 112 22% | 12 11% | 28 16% | 37 22% | 36 21% | 41 25%ci | 92 38%zcd efgijk | 40 14% | 73 22% | 133 32%zcd efgij | 68 23% | 56 23% | 62 28% | 51 22% | 124 23% | 112 25% | 45 25% | 29 17% | 75 22% | 245 24% |
| Housing | 189 18%gk | 80 16% | 105 20% | 33 30%zfg hjk | 35 20%g | 40 24%fgk | 23 13% | 16 10% | 43 18% | 68 23%zfg k | 63 19%fg | 59 14%g | 48 16% | 53 22% | 51 23% | 33 14% | 100 19% | 84 19% | 41 22% | 43 25%z | 57 17% | 178 17% |
| Poverty/Inequality | 135 13%a | 51 10% | 78 15% | 14 13% | 16 9% | 25 15% | 27 16% | 28 17% | 24 10% | 30 11% | 52 15% | 52 13% | 37 13% | 30 12% | 28 13% | 32 14% | 67 13% | 60 13% | 25 14% | 31 18% | 39 12% | 153 15% |
| Education/Schools | 133 13%aioq r | 47 9% | 84 16%za | 9 8% | 15 8% | 34 20%zcd hik | 27 16% | 22 13% | 26 11% | 24 8% | 61 18%zdh ik | 48 12% | 63 22%zmn opq | 28 11% | 21 10% | 16 7% | 91 17%zmoq | 37 8% | 10 5% | 29 17%r | 58 17%zr | 143 14% |
| Lack of faith in politics / politicians / government | 132 13% | 77 15% | 54 10% | 17 15% | 15 9% | 20 12% | 26 15% | 23 14% | 31 13% | 32 11% | 46 14% | 54 13% | 38 13% | 27 11% | 20 9% | 38 16% | 65 12% | 58 13% | 22 12% | 28 17% | 40 12% | 141 14% |
| Defence/Foreign affairs/International terrorism | 131 13% | 70 14% | 55 11% | 6 6% | 22 13% | 23 14% | 21 12% | 19 11% | 39 16%c | 29 10% | 44 13% | 58 14% | 47 16%o | 26 11% | 33 15% | 18 8% | 74 14% | 52 11% | 17 9% | 22 13% | 50 15% | 147 14% |

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/s/t
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| | SEX | | AGE | | | | | | | | | SOCIAL GRADE | | | | | | HH INCOME | | | UNWTD TOTAL | |
|--|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|--------------|--------|---------|--------|---------|----------|-----------|-----------------|-------------------|-------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Pollution/ Environment/ Climate change | 124 | 51 | 72 | 12 | 17 | 19 | 22 | 24 | 29 | 29 | 41 | 53 | 48 | 38 | 15 | 19 | 86 | 34 | 16 | 19 | 56 | 140 |
| | 12%q | 10% | 14% | 11% | 9% | 11% | 13% | 15% | 12% | 10% | 12% | 13% | 17%zno | 16%znoq | 7% | 8% | 16%znoq | 8% | 9% | 11% | 16%z | 14% |
| Crime/Law & order/ Violence/ Anti-social (yob) behaviour | 89 | 31 | 59 | 8 | 19 | 10 | 10 | 18 | 23 | 28 | 20 | 41 | 11 | 32 | 12 | 34 | 43 | 46 | 24 | 18 | 24 | 81 |
| | 9%al | 6% | 11%za | 8% | 11% | 6% | 6% | 11% | 10% | 10% | 6% | 10% | 4% | 13%zlnp | 5% | 15%zlnp | 8%l | 10%ln | 13% | 11% | 7% | 8% |
| Public services in general | 54 | 26 | 28 | 2 | 5 | 7 | 12 | 11 | 18 | 6 | 18 | 30 | 17 | 17 | 8 | 9 | 34 | 17 | 5 | 12 | 23 | 71 |
| | 5%ai | 5% | 5% | 1% | 3% | 4% | 7% | 7%ai | 8%ai | 2% | 5% | 7%ai | 6% | 7% | 4% | 4% | 6% | 4% | 3% | 7% | 7% | 7% |
| Low pay/Minimum wage/Fair wages | 51 | 33 | 16 | 1 | 25 | 13 | 5 | 2 | 4 | 26 | 18 | 6 | 12 | 5 | 8 | 23 | 17 | 31 | 23 | 11 | 9 | 36 |
| | 5%bghk | 7%b | 3% | 1% | 14%zcfg | 8%ghk | 3% | 1% | 2% | 9%zcfg | 5%gk | 1% | 4% | 2% | 4% | 10%zlmq | 3% | 7%mpn | 13%zt | 7% | 3% | 3% |
| Unemployment/ Factory closure/ Lack of industry | 47 | 20 | 26 | 2 | 4 | 9 | 8 | 12 | 13 | 6 | 17 | 24 | 18 | 13 | 10 | 5 | 31 | 15 | 6 | 12 | 18 | 57 |
| | 5% | 4% | 5% | 2% | 2% | 6% | 5% | 7%ai | 5% | 2% | 5% | 6%ai | 6% | 5% | 5% | 2% | 6% | 3% | 3% | 7% | 5% | 6% |
| Taxation | 38 | 28 | 9 | 6 | 12 | 5 | 6 | 6 | 3 | 19 | 11 | 9 | 10 | 10 | 13 | - | 20 | 13 | 2 | 8 | 14 | 42 |
| | 4%bhko | 6%zb | 2% | 6%h | 7%hk | 3% | 4% | 4% | 1% | 6%zhk | 3% | 2% | 3%o | 4%o | 6%oq | - | 4%o | 3% | 1% | 5% | 4% | 4% |
| Pensions/Social security/Benefits | 35 | 14 | 20 | 4 | 3 | 9 | 3 | 4 | 13 | 6 | 12 | 17 | 7 | 11 | 8 | 9 | 17 | 16 | 4 | 7 | 13 | 32 |
| | 3% | 3% | 4% | 3% | 1% | 5% | 2% | 2% | 5% | 2% | 3% | 4% | 2% | 4% | 4% | 4% | 3% | 4% | 2% | 4% | 4% | 3% |
| Transport/Public transport | 35 | 20 | 15 | 6 | 1 | 4 | 8 | 7 | 8 | 7 | 12 | 15 | 15 | 13 | 1 | 5 | 27 | 6 | 7 | 7 | 15 | 48 |
| | 3%q | 4% | 3% | 5%d | 1% | 3% | 5% | 4% | 3% | 2%d | 4% | 4% | 5%nq | 5%nq | 1% | 2% | 5%znq | 1% | 4% | 4% | 5% | 5% |
| Common Market/ Brexit/EU/Europe/ Euro | 34 | 23 | 11 | - | 4 | 7 | 7 | 7 | 10 | 4 | 14 | 16 | 12 | 10 | 6 | 5 | 22 | 11 | 2 | 9 | 17 | 46 |
| | 3% | 5% | 2% | - | 2% | 4% | 4% | 4% | 4% | 1% | 4% | 4% | 4% | 4% | 3% | 2% | 4% | 2% | 1% | 5% | 5% | 4% |

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| Ageing population/ Social care for the elderly | 34 3%al | 8 2% | 26 5%za | - - | 6 4% | 2 1% | 9 6%c | 10 6%c | 6 3% | 6 2% | 12 3% | 16 4% | 3 1% | 14 6%zp | 4 2% | 12 5%l | 17 3%l | 16 3% | 6 3% | 6 3% | 8 2% | 34 3% |
| Nuclear weapons/ Nuclear war/ Disarmament | 31 3%t | 14 3% | 16 3% | * * | 6 3% | 5 3% | 1 * | 7 4% | 12 5%f | 6 2% | 6 2% | 19 5%zf | 8 3% | 5 2% | 9 4% | 8 4% | 14 3% | 17 4% | 7 4% | 7 4%t | 3 1% | 27 3% |
| Local government/ Council tax | 21 2% | 14 3% | 7 1% | 1 1% | * * | 3 2% | 3 2% | 6 4%i | 7 3% | 2 1% | 6 2% | 13 3% | 9 3% | 6 3% | 2 1% | 4 2% | 15 3% | 6 1% | 3 2% | 2 1% | 14 4%z | 22 2% |
| Mental health/ well-being | 21 2% | 7 1% | 14 3% | 3 3% | 1 * | 4 2% | 9 5%zdgh | 1 1% | 3 1% | 4 1% | 13 4%zk | 4 1% | 5 2% | 4 2% | 1 * | 9 4% | 9 2% | 10 2%n | 5 3% | 6 3% | 4 1% | 18 2% |
| Race relations | 17 2% | 7 1% | 10 2% | 1 1% | * * | 4 2% | 6 4%i | 1 1% | 4 2% | 1 * | 10 3% | 6 1% | 2 1% | 9 4%zlop | 3 1% | 1 * | 12 2%l | 4 1% | 3 1% | 4 3% | 3 1% | 23 2% |
| Morality/ Individual behaviour/ Lifestyle | 17 2% | 4 1% | 13 3% | 1 1% | * * | 2 1% | 3 2% | 4 2% | 7 3% | 1 * | 4 1% | 11 3% | 4 1% | 4 2% | 2 1% | 6 2% | 8 2% | 7 2% | 3 2% | 3 2% | 4 1% | 17 2% |
| Population levels/ Overpopulation | 16 2% | 9 2% | 7 1% | - - | 4 2% | 1 * | 1 1% | 1 * | 8 3%zj | 4 2% | 2 1% | 9 2%g | 5 2% | 7 3%oq | 2 1% | - - | 12 2% | 2 1% | 1 * | 8 5%zr | 5 1% | 15 1% |
| Nationalisation/ Government control of institutions | 13 1% | 4 1% | 9 2% | - - | 1 * | - - | 3 2% | 3 2% | 5 2% | 1 * | 3 1% | 9 2% | 7 2% | 1 * | 1 * | 4 2% | 7 1% m | 5 1% | * * | 1 1% | 6 2% | 11 1% |
| Food production/ farming | 12 1% | 8 2% | 4 1% | - - | 4 2% | 1 * | 2 1% | 3 2% | 2 1% | 4 1% | 3 1% | 5 1% | 6 2% | 2 1% | 1 1% | 1 * | 8 1% | 2 1% | * * | 4 2% | 3 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 - z/r/s/t
 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 14th April - 18th April 2024
 Source : Ipsos (JN Q218)

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

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Table 4
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 | | | | | | HH INCOME | | | UNWTD TOTAL | | |
|--|-------------|----------|------------|------------------------|-----------|-----------|-----------|-----------|-----------------------|-----------|-----------|--------------|-----------------------|---------|---------|---------|----------------------|-----------|-----------------|-----------------------|-------------|----------------|--------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) | |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 | |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 | |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% | |
| UK union/ devolution/reform | 10 1% | 6 1% | 4 1% | - - | - - | 2 1% | 1 1% | 2 1% | 6 2% ^{ai} | - - | 3 1% | 7 2% | 2 1% | 2 1% | 2 1% | 4 2% | 5 1% | 5 1% | - - | 2 1% | 6 2% | 11 1% | |
| Privatisation | 8 1% | 5 1% | 3 1% | 1 1% | - - | 1 * | 2 1% | 1 1% | 4 2% | 1 * | 2 1% | 5 1% | 2 1% | 1 * | 1 * | 4 2% | 3 1% | 5 1% | 3 2% | 4 2% ^t | - - | 8 1% | |
| Drug abuse | 7 1% | 3 1% | 4 1% | 2 2% | 2 1% | 2 1% | 1 1% | - - | 1 * | 4 1% | 3 1% | 1 * | - - | 4 2% | 1 1% | 1 * | 4 1% | 2 * | - - | 4 2% ^{zt} | - - | 9 1% | |
| International trade/trade deals | 7 1% | 5 1% | 2 * | 3 3% ^{zhj} | - - | 1 * | - - | 4 2% | - - | 3 1% | 1 * | 4 1% | 4 2% | 1 * | 1 1% | 1 * | 5 1% | 2 1% | - - | 2 1% | 3 1% | 6 1% | |
| Coronavirus/ pandemic diseases | 5 * | 5 1% | - - | 1 1% | 3 1% | - - | - - | 1 * | - - | 4 1% | - - | 1 * | 3 1% | 1 * | - - | 1 1% | 3 1% | 1 * | - - | 3 2% | 1 * | 3 * | |
| Petrol prices/Fuel | 4 * | 4 1% | 1 * | - - | 3 1% | 1 * | 1 1% | - - | - - | 3 1% | 2 1% | - - | 4 1% ^{zq} | * * | - - | - - | 4 1% ^m | - - | - - | 3 2% ^z | * * | 4 * | |
| Pound/Exchange rate/Value of pound | 4 * | 2 * | 2 * | 2 2% ^z | - - | 1 * | - - | 1 * | - - | 2 1% | 1 * | 1 * | - - | 1 * | 1 1% | 1 1% | 1 * | 3 1% | - - | * * | 1 * | 5 * | |
| Trade unions/ Strikes | 3 * | 1 * | 2 * | 1 1% | 1 * | 1 * | - - | * * | - - | 2 1% | 1 * | * * | 1 * | 2 1% | - - | - - | 3 1% | - - | 2 1% | 1 * | * * | 4 * | |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| Animal welfare | 2 * | - - | 2 * | - - | - - | 1 * | - - | - - | 1 * | - - | 1 * | 1 * | - - | 1 * | - - | 1 * | 1 * | 1 * | 1 1% | 1 * | 1 * | - - | 2 * |
| Royal Family/ Monarchy | 1 * | * * | * * | - - | * * | - - | * * | - - | - - | * * | * * | - - | - - | 1 * | - - | - - | 1 * | - - | - - | - - | - - | 2 * | |
| Northern Ireland | 1 * | 1 * | - - | 1 1% | - - | - - | - - | - - | - - | 1 * | - - | - - | - - | 1 * | - - | - - | 1 * | - - | - - | - - | 1 * | 1 * | |

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

Respondent type : GB Adults 18+
 Fieldwork dates : 14th April - 18th April 2024
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Table 4
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 | | | | | | HH INCOME | | | UNWTD TOTAL | |
|-------------------------|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|--------------|--------|--------|--------|--------|----------|-----------|-----------------|-------------------|-------------|----------------|
| | 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 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | ABC1 (p) | C2DE (q) | UP TO 24999 (r) | 25000 - 49999 (s) | | 50000 PLUS (t) |
| UNWEIGHTED BASE | 1035 | 521 | 500 | 99 | 146 | 146 | 180 | 193 | 271 | 245 | 326 | 464 | 276 | 359 | 154 | 179 | 635 | 333 | 158 | 188 | 362 | 1035 |
| WEIGHTED BASE | 1035 | 500 | 521 | 109* | 178* | 168 | 171 | 166 | 243 | 288 | 338 | 409 | 291 | 245 | 218 | 233 | 535 | 450 | 183* | 170 | 339 | 1035 |
| | 100% | 48% | 50% | 11%* | 17%* | 16% | 16% | 16% | 23% | 28% | 33% | 40% | 28% | 24% | 21% | 22% | 52% | 44% | 18%* | 16% | 33% | 100% |
| Countryside/Rural life | * | * | - | - | - | - | - | - | * | - | - | * | * | - | - | - | * | - | - | - | * | 1 |
| Other | 126 | 64 | 61 | 8 | 16 | 23 | 22 | 19 | 39 | 23 | 45 | 58 | 36 | 34 | 29 | 24 | 70 | 53 | 26 | 14 | 42 | 125 |
| | 12% | 13% | 12% | 7% | 9% | 14% | 13% | 12% | 16%i | 8% | 13% | 14% | 12% | 14% | 13% | 10% | 13% | 12% | 14% | 8% | 12% | 12% |
| MEAN NUMBER OF MENTIONS | 2.82io | 2.76 | 2.87 | 2.53 | 2.66 | 2.95 | 2.85 | 2.90c | 2.89ci | 2.61 | 2.90 | 2.89ci | 2.98zo | 3.01zo | 2.71 | 2.58 | 2.99zo | 2.64 | 2.70 | 3.15z | 2.94 | 2.93 |
| STANDARD ERROR | 0.04 | 0.05 | 0.07 | 0.11 | 0.10 | 0.17 | 0.10 | 0.10 | 0.08 | 0.08 | 0.10 | 0.06 | 0.08 | 0.10 | 0.10 | 0.10 | 0.06 | 0.07 | 0.11 | 0.16 | 0.06 | 0.05 |
| ERROR VARIANCE | * | * | 0.01 | 0.01 | 0.01 | 0.03 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | * | 0.01 | 0.01 | 0.01 | 0.01 | * | * | 0.01 | 0.02 | * | * |
| Don't know | 163 | 74 | 89 | 19 | 43 | 28 | 18 | 21 | 35 | 61 | 46 | 55 | 35 | 28 | 44 | 44 | 63 | 87 | 28 | 16 | 38 | 136 |
| | 16%mps | 15% | 17% | 17% | 24%zfg | 17% | 10% | 12% | 14% | 21%zjf | 14% | 14% | 12% | 12% | 20%mp | 19% | 12% | 19%lmp | 15% | 9% | 11% | 13% |
| Personal finances (NET) | 405 | 191 | 205 | 55 | 92 | 77 | 71 | 50 | 61 | 147 | 147 | 110 | 108 | 90 | 91 | 94 | 198 | 185 | 81 | 74 | 133 | 382 |
| | 39%ghk | 38% | 39% | 51%zgh | 51%zgh | 46%ghk | 41%hk | 30% | 25% | 51%zgh | 44%ghk | 27% | 37% | 37% | 42% | 40% | 37% | 41% | 44% | 44% | 39% | 37% |

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/s/t
 Overlap formulae used. * small base

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

| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|--|---------------------------------|--------------------------|--------------|-------------------------|---------------------------------------|---------------------------------------|---------------------|-------------------------|-----------------------------|-------------------------|----------------------------|-------------------------|--------------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Economy/Economic situation | 347 34% | 300 34% | 18 35% | 29 33% | 77 31% | 103 32% | 85 32% | 49 33% | 89 38% | 134 41%zm | 191 31% | 169 35% | 46 30% | 132 33% | 139 31% | 136 36% | 72 34% | 384 37% |
| National health service/Hospitals/ Healthcare | 299 29% ^m | 255 29% | 15 30% | 28 32% | 54 22% | 97 31% | 82 31% | 43 29% | 76 32% | 114 35%zm | 154 25% | 132 28% | 55 37% | 112 28% | 122 27% | 96 26% | 81 38%zst | 341 33% |
| Inflation/Prices | 275 27% ^{lp} | 242 27% | 8 16% | 25 28% | 81 33% ^b | 76 24% | 69 26% | 33 22% | 60 25% | 73 22% | 174 28% | 144 30% ^p | 42 28% | 90 22% | 123 27% | 95 25% | 58 27% | 245 24% |
| Immigration/immigrants | 246 24% ^l | 221 25% | 9 17% | 16 17% | 72 29% | 69 22% | 60 22% | 27 19% | 63 27% | 62 19% | 161 26% ^l | 110 23% | 28 18% | 108 27% | 110 25% | 88 24% | 48 22% | 245 24% |
| Housing | 189 18% | 170 19% ^e | 5 10% | 14 16% | 55 22% | 45 14% | 40 15% | 26 18% | 49 21% | 61 19% | 111 18% | 79 17% | 22 15% | 89 22% ^z | 91 20% | 55 15% | 43 20% | 178 17% |
| Poverty/Inequality | 135 13% | 114 13% | 6 12% | 14 16% | 32 13% | 43 14% | 37 14% | 23 15% | 23 10% | 53 16% ^{zm} | 65 11% | 57 12% | 16 10% | 61 15% | 60 13% | 51 14% | 23 11% | 153 15% |
| Education/Schools | 133 13% ^m | 107 12% | 8 16% | 18 20% ^{df} | 23 9% | 35 11% | 27 10% | 26 18% ^{ad} | 31 13% | 64 20% ^{zm} | 53 9% | 56 12% | 33 22% ^{znp} | 44 11% | 59 13% | 39 10% | 36 17% | 143 14% |
| Lack of faith in politics / politicians / government | 132 13% | 115 13% | 8 17% | 9 10% | 26 11% | 50 16% | 42 16% | 17 12% | 30 13% | 44 14% | 78 13% | 55 12% | 20 13% | 57 14% | 48 11% | 54 15% | 30 14% | 141 14% |
| Defence/Foreign affairs/ International terrorism | 131 13% | 116 13% | 7 15% | 8 9% | 30 12% | 32 10% | 25 9% | 20 14% | 41 17% ^f | 53 16% ^{zm} | 65 11% | 63 13% | 18 12% | 50 12% | 66 15% | 41 11% | 25 11% | 147 14% |
| Pollution/ Environment/ Climate change | 124 12% ^m | 111 12% | 6 11% | 7 8% | 28 11% | 33 10% | 27 10% | 21 14% | 36 15% | 66 20% ^{zm} | 50 8% | 62 13% | 18 12% | 44 11% | 61 14% | 41 11% | 22 10% | 140 14% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 14th April - 18th April 2024
 Source : Ipsos (JN Q218)

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

| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|---|------------------------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|------------------------|------------------------|-----------------------------|------------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|------------------------|------------------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour | 89 9%ls | 84 9% | 2 5% | 3 3% | 20 8% | 32 10% | 29 11% | 16 11% | 19 8% | 16 5% | 61 10%l | 35 7% | 17 11% | 38 9% | 27 6% | 42 11% _s | 20 9% | 81 8% |
| Public services in general | 54 5% | 45 5% | 4 8% | 5 6% | 11 5% | 20 6% | 16 6% | 7 5% | 9 4% | 21 7% | 30 5% | 24 5% | 13 9% | 17 4% | 27 6% | 14 4% | 13 6% | 71 7% |
| Low pay/Minimum wage/Fair wages | 51 5%l | 45 5% | 2 4% | 4 5% | 21 8% | 11 4% | 9 4% | 4 3% | 10 4% | 9 3% | 30 5% | 28 6% | 7 5% | 15 4% | 21 5% | 23 6% | 7 3% | 36 3% |
| Unemployment/ Factory closure/ Lack of industry | 47 5% _m | 41 5% | 2 4% | 4 5% | 12 5% | 17 5% | 15 6% | 7 5% | 7 3% | 19 6% _m | 16 3% | 23 5% | 4 2% | 21 5% | 25 5% | 15 4% | 8 4% | 57 6% |
| Taxation | 38 4% | 32 4% | 2 4% | 4 5% | 4 2% | 17 5% | 15 6% | 8 6% | 4 2% | 17 5% | 20 3% | 26 5% | 3 2% | 9 2% | 14 3% | 18 5% | 6 3% | 42 4% |
| Pensions/Social security/Benefits | 35 3% | 33 4% | - - | 2 2% | 6 2% | 16 5% | 16 6% _{zh} | 8 5% | 4 2% | 12 4% | 19 3% | 11 2% | 8 6% | 16 4% | 12 3% | 13 4% | 9 4% | 32 3% |
| Transport/Public transport | 35 3% | 31 3% | 2 4% | 2 2% | 6 2% | 11 3% | 9 3% | 4 3% | 12 5% | 14 4% | 16 3% | 17 4% | 3 2% | 14 4% | 17 4% | 10 3% | 7 3% | 48 5% |
| Common Market/ Brexit/EU/Europe/ Euro | 34 3% _m | 31 3% | * 1% | 2 3% | 4 2% | 9 3% | 9 3% | 10 7% _{zd} | 9 4% | 19 6% _{zm} | 11 2% | 21 4% | 2 1% | 12 3% | 17 4% | 9 2% | 8 4% | 46 4% |
| Ageing population/ Social care for the elderly | 34 3%l | 27 3% | 3 6% | 4 5% | 11 4% | 8 3% | 5 2% | 2 1% | 9 4% | 6 2% | 26 4% | 11 2% | 5 4% | 17 4% | 11 2% | 10 3% | 13 6% _{zs} | 34 3% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
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Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|---|------------------------|--------------------------|----------------------|--------------------------------|---------------------------------------|---------------------------------------|---------------------|---------------------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Nuclear weapons/ Nuclear war/ Disarmament | 31 3% | 24 3% | 1 2% | 6 7%ef | 10 4% | 5 2% | 4 2% | 2 2% | 7 3% | 6 2% | 18 3% | 11 2% | 5 4% | 15 4% | 21 5%zt | 6 2% | 4 2% | 27 3% |
| Local government/ Council tax | 21 2% | 19 2% | 2 5% | - - | 3 1% | 6 2% | 3 1% | 10 7%zacd efh | 3 1% | 8 2% | 14 2% | 8 2% | 5 4% | 8 2% | 9 2% | 8 2% | 4 2% | 22 2% |
| Mental health/ well-being | 21 2% | 19 2% | - - | 2 2% | 8 3% | 5 2% | 5 2% | 2 2% | 4 2% | 6 2% | 12 2% | 6 1% | 2 1% | 13 3% | 11 3% | 2 1% | 7 3% | 18 2% |
| Race relations | 17 2% | 16 2% | - - | 1 2% | 2 1% | 5 2% | 5 2% | 4 3% | 5 2% | 6 2% | 9 2% | 10 2% | - - | 8 2% | 9 2% | 4 1% | 4 2% | 23 2% |
| Morality/ Individual behaviour/ Lifestyle | 17 2% | 16 2% | * * | 1 1% | 5 2% | 6 2% | 5 2% | 3 2% | 2 1% | 4 1% | 10 2% | 2 * | 5 3% | 10 2% | 8 2% | 5 1% | 4 2% | 17 2% |
| Population levels/ Overpopulation | 16 2% | 13 1% | - - | 3 3% | 1 1% | 7 2% | 7 3% | 3 2% | 2 1% | 2 * | 9 1% | 7 2% | 3 2% | 5 1% | 9 2% | 6 2% | * * | 15 1% |
| Nationalisation/ Government control of institutions | 13 1% | 12 1% | - - | 1 1% | 1 * | 1 * | 1 * | 3 2% | 7 3%ze | 5 2% | 6 1% | 4 1% | 2 1% | 7 2% | 5 1% | 8 2% | * * | 11 1% |
| Food production/ farming | 12 1% | 6 1% | 2 3% ^d | 4 4% ^{zad} | - - | 6 2% | 4 2% | 1 * | 2 1% | 4 1% | 5 1% | 7 1% | 1 * | 4 1% | 1 * | 7 2% | 3 1% | 14 1% |
| UK union/ devolution/reform | 10 1% | 3 * | 1 1% | 7 8% ^{zade} fgh | 1 * | 1 * | * * | - - | 1 1% | 3 1% | 6 1% | 3 1% | 4 2% | 4 1% | 2 * | 5 1% | 4 2% | 11 1% |
| Privatisation | 8 1% | 7 1% | - - | 1 1% | 2 1% | 4 1% | 4 1% | - - | 2 1% | 2 1% | 5 1% | 3 1% | - - | 5 1% | 2 1% | 2 1% | 4 2% | 8 1% |

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BASE: ALL ADULTS AGED 18+

| | TOTAL (z) | GOVERNMENT OFFICE REGION | | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL |
|------------------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|------------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|--------------|----------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | RURAL (u) | |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Drug abuse | 7 1%a | 4 * | - - | 4 4%zaef h | 2 1% | - - | - - | 1 * | 1 * | 1 * | 5 1% | 5 1% | - - | 3 1% | 4 1% | 1 * | 2 1% | 9 1% |
| International trade/trade deals | 7 1% | 6 1% | 1 3% | - - | 2 1% | 2 1% | 1 * | 2 1% | 1 * | 4 1% | 4 1% | 3 1% | - - | 5 1% | 1 * | 4 1% | 3 1% | 6 1% |
| Coronavirus/pandemic diseases | 5 *a | 2 * | - - | 3 3%zaef | 1 1% | - - | - - | - - | 1 * | - - | 2 * | 3 1% | - - | 1 * | - - | 5 1% | - - | 3 * |
| Petrol prices/Fuel | 4 *a | 2 * | - - | 3 3%zaef | 1 * | - - | - - | - - | 1 * | 2 1% | - - | 4 1% | - - | * * | - - | 4 1% | - - | 4 * |
| Pound/Exchange rate/Value of pound | 4 * | 4 * | - - | - - | 1 1% | - - | - - | 2 2%z | - - | 1 * | 2 * | 2 * | - - | 2 1% | 1 * | 2 * | 1 * | 5 * |
| Trade unions/ Strikes | 3 * | 2 * | - - | 1 1% | 1 1% | 1 * | 1 * | - - | - - | 1 * | 1 * | 1 * | 1 * | 2 * | 1 * | - - | 2 1% | 4 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Animal welfare | 2 * | - - | 1 2%zafh | 1 1%a | - - | 1 * | - - | - - | - - | - - | 1 * | 1 * | 1 1% | - - | 1 * | 1 * | - - | 2 * |
| Royal Family/ Monarchy | 1 * | 1 * | - - | - - | - - | * * | * * | * * | - - | 1 * | - - | * * | - - | * * | * * | * * | - - | 2 * |
| Northern Ireland | 1 * | 1 * | - - | - - | - - | 1 * | 1 * | - - | - - | - - | 1 * | - - | - - | 1 * | - - | 1 * | - - | 1 * |
| Countryside/Rural life | * * | * * | - - | - - | - - | - - | - - | - - | * * | * * | - - | - - | - - | * * | * * | - - | - - | 1 * |

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

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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) | GOVERNMENT OFFICE REGION | | | | | | | EDUCATION | | WORKING STATUS | | | AREA | | | UNWTD TOTAL | |
|-------------------------|--------------|--------------------------|--------------|---------------------|---------------------------------------|---------------------------------------|---------------------|-----------|-----------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------------|--------------|----------------------|----------------|--------------|
| | | ENG LAND (a) | WALES (b) | SCOT LAND (c) | NORTH EXCL. SCOT LAND (d) | MID LANDS INCL. WALES (e) | MID LANDS (f) | GL (g) | SOUTH EXCL. GL (h) | GRAD UATE (l) | NON GRAD UATE (m) | FULL TIME (n) | PART TIME (o) | NOT WOR KING (p) | URBAN (s) | SUB- URBAN (t) | | RURAL (u) |
| UNWEIGHTED BASE | 1035 | 861 | 69 | 105 | 205 | 340 | 271 | 147 | 238 | 473 | 465 | 471 | 126 | 438 | 452 | 358 | 225 | 1035 |
| WEIGHTED BASE | 1035 | 895 | 50* | 90* | 246 | 317 | 267 | 146 | 236 | 323 | 611 | 478 | 152* | 406 | 449 | 373 | 214 | 1035 |
| | 100% | 86% | 5%* | 9%* | 24% | 31% | 26% | 14% | 23% | 31% | 59% | 46% | 15%* | 39% | 43% | 36% | 21% | 100% |
| Other | 126 | 115 | 5 | 7 | 33 | 40 | 36 | 22 | 24 | 40 | 73 | 46 | 24 | 56 | 71 | 38 | 17 | 125 |
| | 12% | 13% | 9% | 8% | 14% | 13% | 13% | 15% | 10% | 12% | 12% | 10% | 16% | 14% | 16%zu | 10% | 8% | 12% |
| MEAN NUMBER OF MENTIONS | 2.82m | 2.82 | 2.62 | 2.87 | 2.75 | 2.80 | 2.84 | 2.93 | 2.82 | 3.04zm | 2.67 | 2.79 | 2.83 | 2.84 | 2.85 | 2.73 | 2.90 | 2.93 |
| STANDARD ERROR | 0.04 | 0.04 | 0.16 | 0.24 | 0.07 | 0.08 | 0.09 | 0.11 | 0.08 | 0.06 | 0.06 | 0.07 | 0.13 | 0.06 | 0.07 | 0.07 | 0.09 | 0.05 |
| ERROR VARIANCE | * | * | 0.02 | 0.06 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | * | * | * | 0.02 | * | 0.01 | * | 0.01 | * |
| Don't know | 163 | 137 | 12 | 14 | 28 | 74 | 63 | 21 | 25 | 29 | 114 | 88 | 18 | 57 | 69 | 60 | 34 | 136 |
| | 16%hl | 15% | 23%dh | 16% | 11% | 23%zadh | 24%zadh | 15% | 11% | 9% | 19%zl | 18% | 12% | 14% | 15% | 16% | 16% | 13% |
| Personal finances (NET) | 405 | 350 | 15 | 40 | 113 | 114 | 98 | 55 | 83 | 122 | 238 | 205 | 55 | 145 | 177 | 147 | 82 | 382 |
| | 39% | 39% | 31% | 44% | 46% | 36% | 37% | 37% | 35% | 38% | 39% | 43% | 37% | 36% | 39% | 39% | 38% | 37% |

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

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|---------------------------------------|-------------------------------|-------------------------|---------------------------|-------------|-------------------------|-----------|-------------------------|-------------------------|------------------------|-------------------|-----------------|--------------------------|-------------------------|-------------|-------------|
| | | CON SERV ATIVE (a) | LAB OUR (b) | LIB ERAL DEMO CRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLI C (m) | PRI VATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Economy/Economic situation | 347 34% ^d | 44 30% | 116 39% ^d | 36 48% ^{za} | 83 27% | 54 31% | 59 31% | 69 37% | 72 44% ^{zh} | 42 28% | 36 34% | 170 34% | 295 34% | 49 33% | 95 30% | 384 37% |
| National health service/Hospitals/ Healthcare | 299 29% ^h | 44 30% | 98 33% | 25 34% | 73 24% | 35 20% | 50 26% | 69 37% ^{zh} | 57 35% ^h | 50 33% ^h | 37 35% | 146 29% | 261 30% | 36 24% | 104 33% | 341 33% |
| Inflation/Prices | 275 27% ^u | 38 25% | 84 28% | 18 24% | 87 28% | 67 38% ^{zj} | 56 30% | 40 21% | 37 23% | 34 23% | 32 30% | 149 30% | 211 24% | 64 43% ^{zu} | 105 34% | 245 24% |
| Immigration/immigrants | 246 24% ^{bd} mv | 60 40% ^{zb} cd | 40 14% | 11 15% | 52 17% | 46 26% | 43 23% | 40 21% | 45 27% | 37 24% | 17 16% | 115 23% | 227 26% ^{zv} | 18 12% | 52 17% | 245 24% |
| Housing | 189 18% | 18 12% | 61 21% | 17 22% | 53 18% | 45 26% ^z | 33 17% | 32 17% | 25 15% | 22 15% | 14 13% | 82 17% | 156 18% | 32 22% | 69 22% | 178 17% |
| Poverty/Inequality | 135 13% ^{ad} | 7 5% | 48 16% ^a | 5 7% | 35 11% | 22 12% | 24 13% | 22 12% | 21 13% | 17 11% | 15 14% | 54 11% | 111 13% | 21 14% | 45 14% | 153 15% |
| Education/Schools | 133 13% ^{dh} | 11 7% | 48 16% ^{ad} | 18 24% ^{zad} | 25 8% | 9 5% | 21 11% | 34 18% ^h | 24 15% ^h | 25 17% ^h | 16 15% | 74 15% | 107 12% | 26 18% | 54 17% | 143 14% |
| Lack of faith in politics / politicians / government | 132 13% | 10 7% | 35 12% | 10 13% | 36 12% | 27 15% | 15 8% | 24 13% | 20 12% | 19 13% | 11 10% | 57 11% | 111 13% | 20 13% | 32 10% | 141 14% |
| Defence/Foreign affairs/ International terrorism | 131 13% | 24 16% | 48 16% | 8 10% | 30 10% | 23 13% | 20 11% | 20 10% | 22 14% | 26 18% | 10 10% | 66 13% | 106 12% | 22 15% | 34 11% | 147 14% |

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 : 14th April - 18th April 2024
 Source : Ipsos (JN Q218)

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|---------------------|---------------------------|-------------|------------------------|----------|---------------|-------|-------|-------|---------|-------------------|--------------|-----------|---------|-------------|-------------|
| | | CON SERV ATIVE (a) | LAB OUR (b) | LIB ERAL DEMO CRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLI C (m) | PRI VATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Pollution/ Environment/ Climate change | 124 12%dh | 17 | 48 | 11 | 22 | 11 | 25 | 26 | 29 | 19 | 12 | 68 | 110 | 14 | 33 | 140 |
| | | 11% | 16%zd | 15% | 7% | 6% | 13% | 14% | 18%zh | 13% | 11% | 14% | 13% | 9% | 11% | 14% |
| Crime/Law & order/ Violence/ Vandalism/Anti-social (yob) behaviour | 89 9%lu | 16 | 35 | 7 | 17 | 13 | 15 | 16 | 18 | 5 | 5 | 44 | 62 | 27 | 26 | 81 |
| | | 11% | 12%d | 10% | 6% | 7% | 8% | 8% | 11%l | 3% | 5% | 9% | 7% | 18%zu | 8% | 8% |
| Public services in general | 54 5% | 4 | 21 | 5 | 9 | 4 | 8 | 14 | 7 | 18 | 9 | 28 | 50 | 4 | 16 | 71 |
| | | 3% | 7% | 6% | 3% | 2% | 4% | 7% | 4% | 12%zhik | 9% | 6% | 6% | 3% | 5% | 7% |
| Low pay/Minimum wage/Fair wages | 51 5%lu | 2 | 18 | 5 | 17 | 16 | 3 | 11 | 7 | 2 | 4 | 29 | 33 | 18 | 13 | 36 |
| | | 1% | 6% | 7% | 5% | 9%zil | 2% | 6% | 4% | 1% | 4% | 6% | 4% | 12%zu | 4% | 3% |
| Unemployment/ Factory closure/ Lack of industry | 47 5% | 11 | 8 | 7 | 13 | 2 | 12 | 8 | 13 | 6 | 3 | 23 | 41 | 6 | 8 | 57 |
| | | 7% | 3% | 9% | 4% | 1% | 6% | 4% | 8%h | 4% | 3% | 5% | 5% | 4% | 2% | 6% |
| Taxation | 38 4%u | 5 | 9 | 4 | 10 | 8 | 3 | 7 | 4 | 5 | 4 | 24 | 21 | 15 | 16 | 42 |
| | | 3% | 3% | 6% | 3% | 4% | 2% | 4% | 3% | 3% | 4% | 5% | 2% | 10%zu | 5% | 4% |
| Pensions/Social security/Benefits | 35 3% | 8 | 9 | 5 | 5 | 1 | 12 | 11 | 8 | 1 | 1 | 18 | 34 | 1 | 11 | 32 |
| | | 5% | 3% | 7%d | 1% | 1% | 6%hl | 6%hl | 5% | 1% | 1% | 4% | 4% | 1% | 4% | 3% |
| Transport/Public transport | 35 3% | 6 | 15 | 1 | 6 | 7 | 7 | 5 | 4 | 8 | 6 | 15 | 29 | 6 | 6 | 48 |
| | | 4% | 5% | 2% | 2% | 4% | 3% | 2% | 2% | 6% | 6% | 3% | 3% | 4% | 2% | 5% |
| Common Market/ Brexit/EU/Europe/ Euro | 34 3%d | 1 | 18 | 9 | * | 5 | 3 | 9 | 7 | 6 | 3 | 19 | 29 | 5 | 11 | 46 |
| | | 1% | 6%za | 12%zad | * | 3% | 2% | 5% | 4% | 4% | 3% | 4% | 3% | 3% | 3% | 4% |

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 : 14th April - 18th April 2024
 Source : Ipsos (JN Q218)

ISSUES INDEX APRIL 2024 (PUBLIC - FINAL)

18 Apr 2024

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) | PARTY PREFERENCE (NOT VI) | | | | IMD QUINTILES | | | | | SECTOR WORKING IN | | ETHNIC | | CHILD IN HH | UNWTD TOTAL |
|--|-------------|---------------------------|------------|----------------------|-----------|---------------|------------|---------|---------|---------|-------------------|-------------|-----------|---------|-------------|-------------|
| | | CONSERVATIVE (a) | LABOUR (b) | LIBERAL DEMOCRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLIC (m) | PRIVATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Ageing population/ Social care for the elderly | 34 3% | 5 4% | 6 2% | 1 1% | 17 5% | 3 2% | 12 6%z | 6 3% | 5 3% | 7 5% | 6 6%h | 10 2% | 29 3% | 4 3% | 12 4% | 34 3% |
| Nuclear weapons/ Nuclear war/ Disarmament | 31 3% | 6 4% | 7 2% | 1 1% | 11 4% | 7 4% | 10 5% | 2 1% | 1 1% | 8 5% | 3 3% | 13 3% | 27 3% | 4 3% | 3 1% | 27 3% |
| Local government/ Council tax | 21 2% | 2 1% | 5 2% | 4 6% | 6 2% | * * | 8 4%h | 5 3% | 3 2% | 3 2% | 2 2% | 12 2% | 17 2% | 5 3% | 5 2% | 22 2% |
| Mental health/ well-being | 21 2% | 1 * | 4 1% | 2 2% | 13 4%z | 4 2% | 11 6%zj | 1 * | 5 3% | * * | 1 1% | 7 1% | 18 2% | 3 2% | 8 2% | 18 2% |
| Race relations | 17 2% | 3 2% | 3 1% | * 1% | 5 2% | 4 2% | 5 3% | 3 1% | 1 1% | 2 1% | 2 1% | 6 1% | 13 1% | 4 3% | 2 1% | 23 2% |
| Morality/ Individual behaviour/ Lifestyle | 17 2% | 3 2% | 7 3% | 1 2% | 3 1% | 3 2% | 4 2% | 3 1% | 3 2% | 3 2% | 1 1% | 6 1% | 11 1% | 5 3% | 1 * | 17 2% |
| Population levels/ Overpopulation | 16 2% | 1 1% | 6 2% | 1 2% | 5 2% | - - | 4 2% | 3 2% | 1 1% | 3 2% | 1 1% | 9 2% | 14 2% | 2 1% | 3 1% | 15 1% |
| Nationalisation/ Government control of institutions | 13 1% | 4 3% | 4 1% | - - | 4 1% | 1 1% | 1 1% | 2 1% | - - | 5 3% | 1 1% | 6 1% | 11 1% | 2 1% | 3 1% | 11 1% |
| Food production/ farming | 12 1% | 3 2% | 3 1% | 2 3% | 3 1% | - - | 2 1% | 2 1% | 1 1% | 2 1% | 1 1% | 6 1% | 10 1% | 1 1% | 3 1% | 14 1% |
| UK union/ devolution/reform | 10 1% | * * | 2 1% | - - | 1 * | - - | 1 * | * * | 1 1% | 3 2% | - - | 6 1% | 10 1% | - - | - - | 11 1% |

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
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| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Privatisation | 8 1% | - 1% | 4 1% | - * | 1 * | - - | * * | 2 1% | 4 2% | - - | 1 1% | 2 * | 7 1% | - - | - - | 8 1% |
| Drug abuse | 7 1% | - - | 2 1% | - - | 2 1% | 1 1% | 3 2% | 1 * | 2 1% | - - | - - | 5 1% | 7 1% | 1 * | 2 1% | 9 1% |
| International trade/trade deals | 7 1% | 2 1% | 1 * | 3 4%zbd | 1 * | 2 1% | 3 2% | 1 1% | - - | 1 1% | - - | 3 1% | 7 1% | - - | 2 1% | 6 1% |
| Coronavirus/pandemic diseases | 5 * | 1 * | 1 * | - - | 3 1% | - - | - - | - - | 1 1% | - - | - - | 3 1% | 5 1% | - - | - - | 3 * |
| Petrol prices/Fuel | 4 * | 1 1% | 1 * | - - | 3 1% | - - | - - | - * | 1 * | - * | 1 1% | 4 1% | 3 * | - - | 1 * | 4 * |
| Pound/Exchange rate/Value of pound | 4 * | - - | 2 1% | - - | 2 1% | - - | - - | 1 1% | - - | 1 1% | 1 1% | 1 * | 2 * | 1 1% | 2 1% | 5 * |
| Trade unions/ Strikes | 3 * | - - | * * | - - | 1 * | 1 * | 1 * | - - | 1 1% | * * | 1 1% | 1 * | 2 * | 1 1% | 1 * | 4 * |
| Median | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Animal welfare | 2 * | - - | - - | - - | 1 * | - - | 1 * | - - | - - | - - | - - | 2 * | 2 * | - - | - - | 2 * |
| Royal Family/ Monarchy | 1 * | - - | - - | - - | * * | - - | - - | * * | * * | - - | - - | * * | * * | * * | * * | 2 * |
| Northern Ireland | 1 * | - - | - - | - - | - - | - - | - - | 1 * | - - | - - | - - | - - | - - | 1 * | 1 * | 1 * |

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
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|-------------------------|-------------------|---------------------------|------------------|---------------------------|-------------------|-------------------|----------|------------------|----------|------------------|-------------------|-----------------|--------------|-------------------|-------------|-------------|
| | | CON SERV ATIVE (a) | LAB OUR (b) | LIB ERAL DEMO CRAT (c) | NONE (d) | 1 (h) | 2 (i) | 3 (j) | 4 (k) | 5 (l) | PUBLI C (m) | PRI VATE (n) | WHITE (u) | BME (v) | | |
| UNWEIGHTED BASE | 1035 | 142 | 311 | 80 | 282 | 158 | 184 | 185 | 181 | 166 | 197 | 384 | 867 | 158 | 287 | 1035 |
| WEIGHTED BASE | 1035 | 149* | 296 | 74* | 305 | 178 | 188 | 188 | 163 | 150 | 107 | 497 | 876 | 149* | 313 | 1035 |
| | 100% | 14%* | 29% | 7%* | 29% | 17% | 18% | 18% | 16% | 14% | 10% | 48% | 85% | 14%* | 30% | 100% |
| Countryside/Rural life | * | - | * | - | - | - | - | * | - | - | - | - | * | - | - | 1 |
| | * | - | * | - | - | - | - | * | - | - | - | - | * | - | - | * |
| Other | 126 | 21 | 32 | 8 | 37 | 23 | 20 | 23 | 22 | 21 | 10 | 56 | 107 | 18 | 40 | 125 |
| | 12% | 14% | 11% | 11% | 12% | 13% | 11% | 12% | 13% | 14% | 9% | 11% | 12% | 12% | 13% | 12% |
| MEAN NUMBER OF MENTIONS | 2.82d | 2.68 | 2.98d | 3.10d | 2.53 | 2.70 | 2.77 | 2.91 | 2.97 | 2.88 | 2.64 | 2.86 | 2.79 | 3.03 | 2.77 | 2.93 |
| STANDARD ERROR | 0.04 | 0.10 | 0.07 | 0.17 | 0.07 | 0.10 | 0.14 | 0.11 | 0.08 | 0.11 | 0.08 | 0.08 | 0.05 | 0.12 | 0.08 | 0.05 |
| ERROR VARIANCE | * | 0.01 | 0.01 | 0.03 | * | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | * | 0.01 | 0.01 | * |
| Don't know | 163 | 22 | 32 | 5 | 80 | 34 | 28 | 35 | 11 | 27 | 16 | 79 | 144 | 15 | 50 | 136 |
| | 16% ^{bk} | 15% | 11% | 7% | 26% ^{za} | 19% ^k | 15% | 19% ^k | 7% | 18% ^k | 15% | 16% | 16% | 10% | 16% | 13% |
| Personal finances (NET) | 405 | 41 | 127 | 24 | 127 | 91 | 74 | 62 | 58 | 48 | 45 | 205 | 324 | 77 | 146 | 382 |
| | 39% ^{au} | 27% | 43% ^a | 33% | 42% ^a | 51% ^{zj} | 39% | 33% | 36% | 32% | 42% | 41% | 37% | 52% ^{zu} | 47% | 37% |

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