



Table 1 Q.PL11 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
	MALE (%)	FEMALE (%)	18-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65+ (%)	18-34 (%)	35-54 (%)	55+ (%)	AB (%)	C1 (%)	C2 (%)	DE (%)	ABC1 (%)	C2DE (%)	UP TO 24999 (£)	25000-49999 (£)	50000 PLUS (£)	
UNWEIGHTED BASE	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
WEIGHTED BASE	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Economy/Economic situation	17%	18%	17%	16%	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%
Inflation/Prices	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%
Immigration/immigrants	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%
National health service/Hospitals/Healthcare	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Lack of faith in politics / politicians / government	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Poverty/inequality	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Housing	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Defence/Foreign affairs/International terrorism	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taxation	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pollution/Environment/Climate change	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Education/Schools	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Crime/Law & order/ Violence/Vandalism/Antisocial (yob) behaviour	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Public services in general	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Ageing population/Social care for the elderly	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Common Market/ Brexit/EU/Europe/ Euro	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unemployment/ Factory closure/ Lack of industry	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Transport/Public transport	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Low pay/Minimum wage/Fair wages	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pensions/Social security/Benefits	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Local government/ Council tax	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mental health/ well-being	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Morality/ Individual behaviour/ Lifestyle	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
UK union/ devolution/reform	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northern Ireland	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Food production/ farming	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nuclear weapons/ Nuclear war/ Disarmament	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nationalisation/ Government control of institutions	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Race relations	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Population levels/ Overpopulation	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Drug abuse	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Median Animal welfare	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Petrol prices/Fuel	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Royal Family/ Monarchy	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Countryside/Rural life	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
International trade/trade deals	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Trade unions/ Strikes	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pound/Exchange rate/Value of pound	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Coronavirus/ pandemic diseases	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	6%	4%	8%	6%	10%	7%	3%	3%	8%	5%	6%	3%	5%	6%	3%	5%	4%	3%	4%	3%	5%
Personal finances (NET)	19%	18%	17%	16%	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%
Privatisation	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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 formulas used: \* small base  
 Respondent type: GB Adults 18+  
 Fieldwork dates: 5th June - 11th June 2024  
 Source: Ipsos (IN Q218)



Table 2 Q.P101 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

Table with 20 columns (TOTAL, ENG LAND, WALES, SCOTLAND, NORTH EXCL SCOTLAND, MID LANDS INCL WALES, MID LANDS, GL, SOUTH EXCL, OWNED, MORT GAGED, RENTED, GRAD UATE, NON GRAD UATE, FULL TIME, PART TIME, NOT WOR KING, URBAN, SUBURBAN, RURAL, UNWTD TOTAL) and 100 rows of issues like Economy/Economic situation, Inflation/Prices, Immigration/immigrants, etc.

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z1/z2/z3 - z1/z2 - z1/z3 - z1/z4 - z1/z5 - z1/z6 - z1/z7 - z1/z8 - z1/z9 - z1/z10

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
		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	1000	134	337	56	273	137	173	179	179	189	201	334	838	150	247	1000
WEIGHTED BASE	1000	148*	300	51*	316	158*	196	181	184	198	107	463	845	143	265	1000
	100%	14%*	30%	5%*	32%	16%*	20%	18%	18%	19%	11%	45%	82%	14%	27%	100%
Economy/Economic situation	176 18% dm	26 19%	74 25%	8 16%	35 11%	23 17%	39 20%	35 19%	34 19%	30 19%	12 11%	107 23%	141 17%	34 24%	52 20%	185 19%
Inflation/Prices	152 15%	22 16%	51 17%	10 19%	38 12%	17 12%	45 23%	24 13%	21 11%	23 14%	21 19%	81 18%	121 14%	30 21%	49 19%	143 14%
Immigration/Immigrants	139 14% bl mv	26 19%	11 4%	4 7%	51 16%	27 20%	21 11%	41 23%	33 18%	9 6%	9 8%	72 16%	132 16%	5 4%	24 9%	112 11%
National health service/Hospitals/ Healthcare	136 14% nv	17 13%	58 19%	10 20%	37 12%	16 12%	20 10%	19 10%	27 15%	39 25%	14 13%	42 9%	125 15%	8 6%	27 10%	145 15%
Lack of faith in politics / politicians / government	52 5% u	10 7%	13 4%	1 2%	19 6%	4 3%	13 7%	7 4%	13 7%	8 5%	9 8%	21 4%	35 4%	14 10%	14 5%	51 3%
Poverty/Inequality	36 4%	2 1%	15 5%	- 4%	12 4%	8 6%	8 4%	5 3%	6 3%	6 4%	4 4%	11 2%	30 4%	5 3%	12 5%	38 4%
Housing	28 3%	3 2%	9 3%	1 1%	12 4%	5 4%	5 2%	8 5%	3 2%	3 2%	2 2%	12 3%	23 3%	4 3%	2 1%	26 3%
Defence/Foreign affairs/ International terrorism	26 3%	6 5%	6 2%	2 4%	6 2%	2 2%	6 3%	5 3%	4 2%	6 4%	5 4%	6 1%	21 2%	5 3%	4 1%	30 3%
Taxation	22 2% b	6 5%	2 1%	- 3%	9 3%	2 1%	4 2%	6 3%	* *	1 1%	2 2%	18 4%	16 2%	6 4%	7 3%	18 2%
Pollution/Environment/Climate change	20 2%	2 2%	6 2%	4 9%	3 1%	2 1%	3 1%	2 1%	7 4%	5 3%	6 5%	6 1%	18 2%	2 2%	5 2%	31 3%
Education/Schools	17 2%	3 2%	6 2%	* 1%	5 2%	* *	2 1%	1 *	6 3%	6 4%	4 3%	6 1%	17 2%	1 1%	6 2%	24 2%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	12 1% zk	1 1%	3 1%	- 1%	5 4%	6 4%	1 *	2 1%	* *	2 1%	2 2%	5 1%	9 1%	3 2%	1 *	13 1%
Public services in general	12 1%	- -	9 3%	1 3%	1 *	1 1%	1 1%	1 1%	3 2%	2 1%	3 3%	7 2%	10 1%	2 1%	6 2%	16 2%
Ageing population/ Social care for the elderly	10 1%	3 2%	2 1%	1 1%	2 1%	4 3%	1 1%	2 1%	3 2%	- -	2 2%	3 1%	10 1%	* *	* *	9 1%
Common Market/ Brexit/EU/Europe/ Euro	9 1%	- -	5 2%	1 1%	2 1%	3 2%	4 2%	* *	1 *	1 1%	1 1%	5 1%	8 1%	1 *	3 1%	12 1%
Unemployment/ Factory closure/ Lack of industry	8 1%	1 1%	2 1%	3 6%	- -	- -	4 2%	- -	2 1%	1 *	1 1%	3 1%	7 1%	1 1%	2 1%	8 1%
Transport/Public transport	7 1%	- -	* *	- 2%	5 2%	- 2%	- *	- -	* *	2 1%	- *	2 1%	7 1%	- *	3 1%	5 1%
Low pay/Minimum wage/Fair wages	6 1%	- -	1 *	- -	5 2%	2 2%	* *	- -	- -	* *	1 1%	4 1%	5 1%	1 *	* *	6 1%
Pensions/Social security/Benefits	5 1%	- -	2 1%	- 1%	2 1%	2 1%	3 1%	- -	1 1%	- -	- 1%	3 1%	5 1%	1 *	3 1%	5 1%
Local government/ Council tax	4 *	- *	2 1%	- -	1 *	- -	- -	- -	1 1%	2 1%	2 2%	4 *	* *	- *	1 *	5 1%
Mental health/ well-being	3 *	- -	- -	- *	2 *	- -	- -	1 1%	1 *	- -	2 1%	- *	3 *	- -	2 1%	4 *
Morality/ Individual behaviour/ Lifestyle	3 *	- -	- -	- 3%	3 *	- -	- -	- -	1 1%	1 *	- *	2 *	3 *	- -	- *	3 *
UK union/ devolution/reform	3 *	- -	- -	* 1%	- -	* *	2 1%	- -	- -	1 *	* *	2 *	3 *	- -	2 1%	4 *
Northern Ireland	3 *	- -	3 1%	- -	- -	- -	- -	3 1%	- -	- -	- 1%	3 *	3 *	- -	3 1%	1 *
Food production/ farming	3 *	- -	- -	1 1%	2 1%	- -	- -	- -	- *	1 *	- -	3 *	- *	- -	- *	2 *
Nuclear weapons/ Nuclear war/ Disarmament	2 *	1 1%	- -	- -	- -	- -	1 *	* *	- *	* *	- *	2 *	2 *	1 1%	1 *	4 *
Nationalisation/ Government control of institutions	2 *	- -	2 1%	- -	1 *	- -	1 *	- -	1 *	- -	1 1%	2 *	2 *	- -	1 *	3 *
Race relations	2 *	- -	- -	- *	1 *	- -	1 *	- -	- -	- -	1 1%	2 *	1 *	- -	- *	3 *
Population levels/ Overpopulation	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- *	2 *
Drug abuse	1 *	* *	- -	- *	1 *	1 *	- -	- -	- -	- -	* *	* *	* *	1 *	1 *	2 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	36 4% m	3 2%	6 2%	2 4%	16 5%	4 3%	6 3%	4 3%	6 3%	5 3%	1 1%	17 4%	30 4%	5 3%	9 3%	36 4%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	63 6% b	4 3%	11 4%	2 4%	41 13%	9 7%	7 4%	12 7%	7 4%	7 5%	4 4%	21 5%	40 6%	13 9%	24 9%	54 5%
Personal finances (NET)	194 19%	24 17%	68 23%	10 19%	55 17%	27 20%	53 27%	29 16%	27 15%	29 19%	26 24%	97 21%	156 18%	36 25%	62 23%	187 19%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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: 5th June - 11th June 2024

Source: Ipsos (JN Q218)





Table 5 Q.P101/02 What do you see as the main/other important issues facing Britain today? BASE: ALL ADULTS AGED 18+

Table with 20 columns: Issue, Total, Eng Land, Wales, Scot Land, North Excl, Mid Lands Incl, Mid Lands, GL, South Excl, Own'd, Mort Gaged, Rented, Grad Late, Non Grad Late, Full Time, Part Time, Not Wor King, Urban, Suburban, Rural, Unwtd Total. Rows include categories like National health service/hospitals/Healthcare, Economy/Economic situation, Immigration/immigrants, Inflation/Prices, Housing, Education/Schools, Defence/Foreign affairs/International terrorism, Poverty/inequality, Lack of faith in politics/politicians/government, Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour, Pollution/Environment/Climate change, Taxation, Unemployment/Factory closure/Lack of industry, Transport/Public transport, Ageing population/Social care for the elderly, Public services in general, Common Market/Brexit/EU/Europe/Euro, Low pay/Minimum wage/Fair wages, Pensions/Social security/Benefits, Local government/Council tax, Race relations, Mental health/well-being, Coronavirus/pandemic diseases, Morality/Individual behaviour/Lifestyle, Food production/farming, Population levels/Overpopulation, Nationalisation/Government control of institutions, UK union/devolution/reform, Nuclear weapons/Nuclear war/Disarmament, Petrol prices/Fuel, Animal welfare, Drug abuse, Privatisation, Northern Ireland, International trade/trade deals, Pound/Exchange rate/Value of pound, Median, Royal Family/Monarchy, Countryside/Rural life, Trade unions/Strikes, Other.

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/ij/k - z/l/m - z/n/o/p/q/r - z/s/h/v Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing. Respondent type: GB Adults 18+. Fieldwork dates: 5th June - 11th June 2024. Source: Ipsos (I/N Q218)

