

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

Table 1 Q.PL01 What would you say is the	most importa	nt issue facing	Britain today?																			
BASE: ALL ADULTS AGED 18+																						
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	AGE 55-64	65+	18-34	35-54	55+	AB	C1	C2	GRADE DE	ABC1	C2DE	UP TO 24999	HH INCOME 25000-	50000 PLUS	UNWTD
UNWEIGHTED BASE	(z) 1009	(a) 524	(b) 467	(c) 106	(d) 186	(e) 137	(f) 161	(g) 185	(h) 234	(i) 292	(j) 298	(k) 419	(I) 306	(m)	(n)	(o) 153	(p)	(q)	(r) 126	49999 190	(t)	TOTAL 1009
UNWEIGHTED BASE WEIGHTED BASE	1009 100%	485 48%	506 50%	111* 11%*	170 17%	163* 16%*	168 17%	160* 16%*	237 23%	282 28%	330 33%	397 39%	285 28%	344 247 24%	163 214* 21%*	225* 22%*	650 532 53%	316 438 43%	170* 17%*	170 17%	340 282 28%	1009 100%
Economy/Economic situation	192 19%	106 22%	84 17%	18 16%	36 21%	37 23%	38 22%	30 19%	33 14%	54 19%	75 23%	63 16%	59 21%	46 18%	33 15%	51 23%	105 20%	84 19%	28 16%	22 13%	71 25%	196 19%
National health service/Hospitals/	170	55	113	11	24	25	33	39	38	35	57	77	46	49	39	31	95	71	31	38	25 51	181
Healthcare	17%	11%	22%	10%	14%	15%	19%	24%	16%	12%	17%	20%	16%	20%	18%	14%	18%	16%	18%	22%	18%	18%
Immigration/ immigrants	ai 141	77	za 62	7	14	8	21	zci 38	52	21	29	90	36	37	28	34	73	62	37	26	33	129
	14% dei	16%	12%	7%	8%	5%	13%	24% zod efij	22% zcde	8%	9%	23% zcd efii	13%	15%	13%	15%	14%	14%	22%	15%	12%	13%
Inflation/Prices	115 11%	66 14%	48 9%	25 22%	35 21%	22 14%	18 11%	7	8	60 21%	41 12%	15	29 10%	31 13%	34 16%	19 8%	60 11%	53 12%	12 7%	20 12%	38 14%	124 12%
	ghk	1470	370	zfg hjk	zfg hjk	ghk	hk	4,0	370	zfg hjk	ghk	470	10%	15%	10%	876	1170	12%	/70	1270	1476	12.0
Lack of faith in politics / politicians / government	47	32	13	3	4	10	3	13	14	7	14	26	18	7	7	12	26	19	1	12	9	44
	5% b	7% zb	3%	3%	2%	6%	2%	8% fi	6%	3%	4%	7%	6%	3%	3%	5%	5%	4%		7% r	3%	4%
Housing	34 3%	11 2%	23 4%	3 3%	8 4%	6 4%	1 1%	4 2%	12 5%	11 4%	7 2%	16 4%	13 5%	11 4%	8 4%	2 1%	24 4%	10 2%	5 3%	8 5%	7 2%	36 4%
Poverty/Inequality	33	12	20	9	3	8	6	2	5	12	14	7	14	14	3		2 27	3	1	4	13	37
	3% q	3%	4%	8% zgk	2%	5%	4%	1%	2%	4% d	4%	2%	5% oq	5% zoq	2%	-	5% zoq	1%	_	2%	5%	4%
Pollution/ Environment/ Climate change	26	13	10	6	4	4	6	2	4	10	10	6	11	8	3	3	19	6	3	4	7	32
	3%	3%	2%	5%	2%	3%	4%	1%	2%	4%	3%	2%	4%	3%	2%	1%	4% z	1%	2%	3%	3%	3%
Defence/Foreign affairs/ International terrorism	21	13	8		1	1	7	1	11	1	8	12	6	5	6	3	11	9	2	5	4	21
W. sale.	2% i	3%	1%			1%	4% i	1%	4% i		2%	3%	2%	2%	3%	1%	2%	2%	1%	3%	1%	2%
Taxation	19 2%	7 1%	12 2%	9 8%	7 4%	:	2 1%	:	1	16 6%	3 1%	1	3 1%	2 1%	3 2%	10 4%	5 1%	13 3%	6 4%		4 2%	14 1%
D. bija san isa is	kp		,,	zefg hjk	ghjk		,			zegh jk	10		12			P	16				1.	20
Public services in general	17 2%	4 1%	14 3%	1 1%	2 1%	6 4%	3 2%	3 2%	2 1%	3 1%	10 3%	4 1%	12 4%	4 2%		1 1%	16 3%	1		2 1%	11 4%	20 2%
Unemployment/ Factory closure/	aq 16	11	4	1	7		1	2	4	8	2	6	znq -	2	7	5	zq 2	13	4		2	15
Lack of industry	2% p	2%	1%		4% zj		1%	1%	2%	3%		2%		1%	3%	2%		3% Ip	2%		1%	1%
Education/Schools	14 1%	7 1%	7 1%	1 1%	2 1%	:	3 2%	6 3%	2 1%	3 1%	3 1%	8 2%	2 1%	7 3%	1	5 2%	9 2%	6	2 1%	1 1%	3 1%	16 2%
Low pay/Minimum wage/Fair wages	9	5	4	-	-	1	2	2	3	-	3	6	3	-	3	2	3	5	1	3	•	7
Pensions/Social security/Benefits	1% 8	1% 4	1% 4	-		1% 4	1% 2	2%	1% 2		1% 6	1% 2	1% 1	2	2% 1	1% 3	1% 3	1% 4	1% 1	2% 5	:	1% 7
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1%	1%	1%		-	2%	1%		1%	-	2%			1%		2%	1%	1%		3%		1%
Common Market/	8	4	4		2	i	2	1	2	2	2	3	3		2	1	4	4	1	zt 3	2	9
Brexit/EU/Europe/ Euro	1%	1%	1%		1%		1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	2%	1%	1%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob)	7	3	3	2	1		4			3	4	•	2	1	3	1	3	4	2		2	8
behaviour	1%	1%	1%	2%	1%		2%			1%	1%		1%	1%	1%		1%	1%	1%		1%	1%
Population levels/ Overpopulation	7	6	1	-	1		k 2	1	3	1	2	4	3	2	1	1	5	2			6	7
	1%	1%			1%		1%		1%		1%	1%	1%	1%	1%		1%	1%			2%	1%
Nationalisation/ Government	6	5	1	-	1	2			2	1	2	2	3			3	3	3	-	2	z -	5
control of institutions	1%	1%			1%	2%			1%		1%	1%	1%			1%	1%	1%		1%	. 1	
Nuclear weapons/ Nuclear war/ Disarmament	4	2	2	1	1				2	2	•	2	2			1	2	1				5
Ageing population/ Social care for the elderly	3	2	1	1%	-		1	1	1% 1	1% 1	1	1% 1	1% 2		-	1	3	1	2			5
Mental health/ well-being	3		3	1%	2		1%		2	2		2	1%	1	. 2		1% 2	2	1%			3
Food production/ farming		1	1%		1%		-		1%	1%			•	2	1%	-	* 2	1		2	1	
Morality/Individual behaviour/	3 .	* 2	2 *		1%	1	1	- :	1%	:	2	2 . 1	:	1%	1%	2	1	2	2	1%	:	3 *
Lifestyle							1%				1%					1%			1%			
Drug abuse	3 *	2	1	:		2 1%	:	1	- :	:	2	1	1		2	-	1	2	-	2 1%		2
Race relations	2 *	:	1	2 2%	:			:	:	2 1%		-	:		1	1	-	2	:	1	1	2
Privatisation	2	2		zk -	1			1		1		1		1	1		1	1			1	2
UK union/ devolution/reform	2	1			1%	1		1%			1		1	1			2		-		1	4
Countryside/Rural life	2		2		•	1%	2				2			2			2		-	2		1
Pound/Exchange rate/Value of	1	1					1% 1				1	-	1	1%		-	1			1%	1	1
pound							1%					-										
Local government/ Council tax	1	:	1	- :	-	- :	- :	1 1%	_ :	- :	- 1	1	1	- :	- :	- :	1	- :	- :	1 1%	- :	2
International trade/trade deals	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
Petrol prices/Fuel Royal Family/ Monarchy	1 *		1					1%				1				1		1	1			1
Royal Family/ Monarchy Animal welfare	:	:	- :	:	- :			:	- :	- :	- :	- :	:	- :		- :		:	- :	- :	:	:
Animal welfare Northern Ireland	:																					
Northern Ireland Trade unions/Strikes	:	:		:	:	:	:	:		:	:		:	:	:	:	:	:	:	:	:	:
Transport/Public transport																						
Transport/Public transport Other	30	9	22	7	2	3	- :	2	17	9	3	18	5	3	17	4	. 8	22	12	3	4	22
	30 3% jmp	2%	4%	6% fj	1%	2%		1%	7% zdfg	3% d	1%	5% fgi	2%	1%	8% zlmp	2%	1%	5% mop	7% t	2%	1%	2%
MEAN NUMBER OF MENTIONS	ımp 1	1	1	1	1	1	1	1	i 1	1	1	1 TRI	1	1	zimp 1	1	1	mop 1	1	1	1	1
Don't know	58 6%	21 4%	36 7%	4 4%	10	19 12%	7	2	15 6%	15 5%	26 8%	17 4%	4 2%	9	6	25 11%	13 2%	31 7%	18 11%	4 2%	8 3%	42 4%
	glps t	476	770	-7/0	57t	zgk	-/0	-70	0.0	370	fg fg	4% g	-70		3.0	zlmn p	-/0	Inp	st	270	J.n.	4.00
Personal finances (NET)	158 16%	82 17%	72 14%	33 30%	38 22%	31 19%	27 16%	12 7%	16 7%	72 25%	58 18%	28 7%	46 16%	45 18%	41 19%	22 10%	90 17%	63 14%	14 8%	27 16%	52 18%	169 17%
	ghk			zfg hjk	zgh k	ghk	hk			zgh k	ghk											
Coronavirus/ pandemic diseases		-				-				-		-		-		-	-		-	-		-
																	-					

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d/s/l/g/h/V///k - z/h/m/n/o/g/q - z/r/s/t
Overlan formulae used. * small base
Respondent type: GB Adults 18+
Filelideoric dates: 5-th July - 10th July 2024
Source: ippos (AN Q218)



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

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+						RNMENT OFFICE REGION				TENURE				ATION				AREA			1
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	GL	SOUTH EXCL.	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME		NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	(2) 1009 1009	(a) 837 874	(b) 59 48**	(c) 113 86*	(d) 222 239	(e) 323 316	(f) 264 267	(g) 148 140* 14%*	(h) 203 229	(i) 359 315	(i) 318 297	(k) 285 324	(I) 484 336	(m) 433 575	(n) 514 483	(o) 113 119*	(p) 382 407	(s) 487 484	(t) 293 305	(u) 229 220	TOTAL 1009 1009
Economy/Economic situation	100%	87% 170	5%**	9%* 20	238 24% 42	31% 41	27% 38	36	23%	31% 56	29%	32% 65	33% 74	57% 100	48% 105	12%*	40%	48%	305 30% 63	22% 35	100%
National health service/Hospitals/	19% e 170	19% e 141	6% 11	23%	18%	13%	14%	26% ef 23	23% e 36	18%	21%	20%	22% z 64	17%	22%	16%	17%	20%	20%	16%	19%
Healthcare	17%	16%	23%	20%	22%	13%	11%	16%	16%	18%	20%	14%	19%	14%	18%	20%	15%	17%	16%	16%	18%
Immigration/ immigrants	141 14%	129 15%	5 10%	7 8%	aef 38 16%	47 15%	42 16%	7 5%	42 18%	56 18%	40 14%	42 13%	25 7%	104 18%	58 12%	20 17%	63 15%	51 10%	51 17%	39 18%	129 13%
Inflation/Prices	gls 115	g 99	2	14	g 17	g 53	g 50	14	g 17	18	43	47	38	zl 69	72	13	30	60	s 28	27	124
	11% ip	11%	5%	16%	7%	17% zad h	19% zad h	10%	7%	6%	14% i	14% i	11%	12%	15% zp	11%	7%	12%	9%	12%	12%
Lack of faith in politics / politicians / government	47	37	7	2	8	24	17	5	8	21	15	9	9	28	26	3	19	18	15	14	44
Housing	5% I 34	4%	15%	3%	3%	7% a 15	6%	3%	4%	7%	5%	3% 15	3%	5%	5%	2%	5%	4%	5%	6% 7	4%
	3% adjs	3% d	18%	3%		5% df	2%	5% d	4% d	2%	1%	5% i	4%	3%	3%	2%	4%	2%	6% zs	3%	4%
Poverty/Inequality	33 3% p	28 3%	1 2%	4 4%	6 3%	9 3%	8 3%	5 3%	10 4%	8 3%	17 6% z	2%	22 6% zm	11 2%	24 5% zp	3 3%	6 1%	19 4%	6 2%	3%	37 4%
Pollution/ Environment/ Climate change	26	22	*	4	5	4	3	5	9	9	8	7	15	11	14	2	10	12	12	3	32
Defence/Foreign affairs/	3% 21	2%	1%	5%	2%	1%	1%	4%	4%	3% 10	3%	2%	4% z 5	2%	3%	2%	2%	2%	4%	1%	3% 21
International terrorism	2%	2%		2%	1%	4%	4%	2%	1%	3%		3%	2%	2%	1%	3%	4%	2%	2%	2%	2%
Taxation	in 19 2%	18 2%	2 3%		3 1%	9 3%	7 3%	4 3%	4 2%	2	4 1%	11 3%	4 1%	14 2%	8 2%	2 2%	n 10 2%	3 1%	9 3%	8 4%	14 1%
Public services in general	ils 17 2%	16 2%	:	1	10 4%	5 2%	5 2%	:	1 1%	6 2%	10 3%	i 2 1%	12 3%	2	10 2%	3 2%	4 1%	10 2%	s 4 1%	s 3 1%	20 2%
Unemployment/ Factory closure/	m 16	15	1	176	zagh 9	276	276	3	1%	2%	3% 2 1	1%	2m 5	10	4	2%	1%	10	1%	1%	15
Lack of industry	2% i	2%	2%		4% za	1%	1%	2%	1%			4% zij	2%	2%	1%	1%	2%	2%	2%		1%
Education/Schools	14 1%	14 2%	- 1	:	4 1%	4 1%	4 1%	4 3%	3 1%	8 3%	3 1%	4 1%	5 1%	9 2%	3 1%	3 3%	8 2%	12 2%	2 1%	1	16 2%
Low pay/Minimum wage/Fair wages	9	7		1 1%	3	1	1	2	2	4		3 1%	1 *	7	5	-	4	6	2	-	7
Pensions/Social security/Benefits	8	4	4		2	4	1		1	2	1	1	4	3	4	2	3	2	1	5	7
	1% a		7%		1%	1% f		-		1%			1%	1%	1%	1%	1%			2%	1%
Common Market/ Brexit/EU/Europe/ Euro	8	8	-	-	3	1	1	2	2	3	3	2	5	3	2	2	3	6	•	2	9
Crime/Law & order/ Violence/	1%	1%			1%	3	3	1%	1%	1%	1%	1%	1% z	7	1%	2%	1%	1%	3	1%	1%
Vandalism/Antisocial (yob) behaviour	1%	1%				1%	1%	1%	1%	1%	1%	1%		1%		2%	1%	1%	1%		1%
Population levels/ Overpopulation	1	5		2	1	*	-	2	1/3	4	2	1	1	5	4	-	3	2	1	5	7
Nationalisation/ Government	1% 6	1%	1%	2%	1% 1	. 1		2%	* 4	1% 1	1% 1	1	:	1% 2	1%		1% 2	* 3	1	2%	1% 5
control of institutions	1%	1%	1%	-	1%			-	2%						1%			1%		1%	
Nuclear weapons/ Nuclear war/ Disarmament	4	2	1		1	2	1	1	•	-	1	1	1	1	1	-	3	3	1	•	5
Ageing population/ Social care for	3	3	2%		2	1%	:		2	2	1	•	1	2	1	-	1% 2	1% 1	1	1	5
the elderly Mental health/ well-being	. 3	3			1% 1	1	1		1% 2	1% 2		1	2	2	1	1	1% 2	1	1	1%	3
Food production/ farming	3	3	-	:	2 1%	•	:	-	1% 1	1% 1	1	1	1%	1	2	1%	1	2	:	1%	3
Morality/ Individual behaviour/ Lifestyle	3	2	-	1	- 176	1	1	-	1	2	-	1	1	2	-	-	3	-	2	1	4
Drug abuse	3	3	-	1%	2 1%				1	1%	1	* 2 1%	1	2	1	2 1%	1%	3	1%		2
Race relations	2	2	-	:	1	-	:	1	-	-	-	2 1%	1 .	1	1 *	-	1	2		:	2
Privatisation UK union/ devolution/reform	2 *	2		. 2	1	-			1	1	1	-	1 *		2 *	-	-		1 . 1	1	2 *
	•		-	2% za		-		-		•	•		z		•				•		•
Countryside/Rural life	2 *	2 *	-		2 1%	-	-	-	-	-	2 1%	-	2 * z	-	2 *	-	-	-	-	2 1%	1 *
Pound/Exchange rate/Value of pound	1	1		•		-	-	-	1 1%	-	1		1		1			-	1	-	1
Local government/ Council tax	1 *	1	-	:	-	-		-	1	1	:	:	1 *	:	1 .	-	:	-	- :	1	2
International trade/trade deals	1	1		1				1		-	1		1	•	1			1		-	2
Median Petrol prices/Fuel	1 1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1 1	1	1	1	1
Royal Family/ Monarchy		-		1% a		-					-		-	-	-		•		•		
Animal welfare															-				-		-
Northern Ireland	:	-	-		-	-	:	-	-	-	:	-	-	-	-	-	:	:	:	-	-
Trade unions/ Strikes Transport/Public transport	:		-			-	:				:	:					:	-	-		-
Other	30	28	2	1	3	18	17	4	5	16	6	6	6	21	6	3	21	25	3	2	22
MEAN NUMBER OF MENTIONS	3% Int 1	3%	3%	1%	1%	6% zd 1	6% zad 1	3%	2%	5% z 1	2%	2%	2%	4%	1%	2%	5% zn 1	5% ztu 1	1%	1%	2%
Don't know	58 6%	56 6%	1 1 2%	2 2%	1 17 7%	21 7%	20 8%	1 12 8%	7 3%	1 12 4%	7 2%	23 7%	1 11 3%	43 8%	1 16 3%	6 5%	36 9%	32 7%	1 16 5%	1 10 5%	42 4%
Personal finances (NET)	iln 158 16%	135 15%	3 6%	20 23%	26 11%	63 20%	59 22%	20 15%	29 13%	31 10%	60 20%	i 58 18%	61 18%	87 15%	101 21%	16 14%	zn 41 10%	86 18%	37 12%	34 16%	169 17%
	ip			d		d d	zad h				zi	1	2 z	2370	21% 2p						
Coronavirus/ pandemic diseases									-	-								-			-

Proportions/Mean: Columns Tested (5% risk level) - z/s/bz/s/b/s/l/s/h - z/l/s/h-z/l/m - z/s/s/s/g/r - z/s/t/u
Overlap formulae used. * small base: ** very small base (under 30) ineligible for sig testing
Respondent type: 68 da/dults 18*
Fieldows dates: 5th sib* - 10th sib* 2024
Source: 16pos (MV (218))



Table 3

Q.PLOI What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

BASE: ALL ADOLTS AGED 18+		DARTY DREES	RENCE (NOT VI)				IMD QUINTILES			SECTOR W	DRVING IN	E71	HNIC	1		
	TOTAL	CON SERV ATIVE	LAB OUR	LIB ERAL DEMO CRAT	NONE	1	2	3	4	5	PUBLI C	PRI VATE	WHITE	BME		UNWTD
UNWEIGHTED BASE	(z) 1009	(a) 116	(b) 325	(c) 91	(d) 198	(h)	(i) 220	(i)	(k) 186	(I) 172	(m) 217	(n) 392	(u) 839	(v) 159	CHILD IN HH	TOTAL 1009
WEIGHTED BASE	1009	118* 12%*	290		224 22%	158* 15%*	227 23%			154* 15%*		484	851 84%	150 15%		
Economy/Economic situation	192	31	71	9%* 17	35	20	50	19% 35	19%	33	10%	97	153	37	28% 51	100% 196
Next and books are too (Next to Inc.	19%	26%	24% z	19%	16%	13%	22%	19%	23%	22%	17%	20%	18%	25%	18%	19%
National health service/Hospitals/ Healthcare	170		62			31		38	31		22		154	16	42	
	17% v	12%	21% z	22%	19%	19%	15%	20%	16%	18%	21%	17%	18%	10%	15%	18%
Immigration/immigrants	141 14% bc	25 21% bcd	13 4%	3 4%	23 10%	21 13%	29 13%	28 15%	23 12%	20 13%	12 12%	66 14%	134 16% zv	7 5%	32 11%	129 13%
Inflation/Prices	115 11%	9 8%	31 11%	17 19%	30 13%	25 16%	20 9%	22 12%	15 8%	22 14%	16 16%	70 14% z	83 10%	31 21%	48 17%	124 12%
Lack of faith in politics / politicians	47	2	9	4	19	10	9	7	16	2	3	24	43	zu 3	18	44
/ government	5%	2%	3%	4%	9%	6%	4%	4%	8%	1%	3%	5%	5%	2%	6%	4%
Housing	34 3%	-	11 4%	3 4%	2b 8 3%	2 1%	8 3%	14 7%	2	4 3%	4 4%	13 3%	28 3%	6 4%	4 1%	36 4%
Poverty/Inequality	33 3% d	2 1%	17 6% zd	3 3%	:	6 4%	7 3%	zhk 6 3%	7 4%	4 2%	5 5%	20 4%	27 3%	6 4%	12 4%	37 4%
Pollution/ Environment/ Climate	26	-	5	5	2	1	9	4	6	4	5	13	25	•	8	32
change	3%	-	2%	6%	1%	1%	4%	2%	3%	3%	5%	3%	3%	٠	3%	3%
Defence/Foreign affairs/	V 21	8	3	ad 2	1	1	1	4	8	1	1	4	18	3	4	21
International terrorism	2%	7%	1%	2%	1%	1%	•	2%	4%	1%	1%	1%	2%	2%	1%	2%
Taxation	n 19 2%	zbd 2 2%	2 1%	-	5 2%	-	11 5%	1	3 2%	1 1%	1 1%	8 2%	18 2%	1 1%	10 3%	14 1%
Public services in general	17 2%	1 1%	6 2%	5 6%	3 1%	1 *	zhj 3 1%	3 2%	3 2%	6 4%	2 2%	10 2%	15 2%	2 1%	10 3%	20 2%
Unemployment/ Factory closure/	16	1	11	2 1	4	4	7	1		1	1	5	11	5	4	15
Lack of industry	2%	1%	4% z	1%	2%	2%	3%	1%	٠	1%	1%	1%	1%	3%	2%	1%
Education/Schools	14 1%	3 2%	4	1 1%	2 1%	5 3%	5 2%	1 1%	:	3 2%	2 2%	3 1%	13 2%	1	2 1%	16 2%
Low pay/Minimum wage/Fair wages	9	-	4	2	1	1	5	-	1	1	•	4	9	-	-	7
Pensions/Social security/Benefits	1% 8	- 2	2% 2	3%	4	1%	2% 2	- 1	5	1%	3	1% 2	1% 7	-	- 2	1% 7
i chalonay actual accuracy actions	1%	1%	1%	_	2%		1%		3%	_	3%		1%	_	1%	1%
Common Market/	8	1	5	2	-	-	3	•	z 4	1	zn 1	4	7		3	9
Brexit/EU/Europe/ Euro	1%	1%	2%	2%			1%		2%	1%	1%	1%	1%		1%	1%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob)	7	1	4	-	•	1	2	2	-	1	2	3	4	3	3	8
behaviour	1%	1%	1%	-		1%	1%	1%		1%	2%	1%	1%	2%	1%	1%
Population levels/ Overpopulation	7	2	•	-	1	-	3	-	1	2	•	4	7	-	2	7
Nationalisation/ Government	1% 6	2%	1	-	1	1	1% 1		1% 2	1%		1% 4	1% 4	2	1% 4	1% 5
control of institutions	1%				1%	1%	1%		1%		-	1%		1%	1%	
Nuclear weapons/ Nuclear war/ Disarmament	4	-	1	-	2	1	2		1	-	-	1	3	1		5
Ageing population/ Social care for	3	1		-	1% 1	1	1% 1	1	•	1	1		1	1% 2		5
the elderly	•	1%		-	٠	1%	٠	•		1%	1% n			1%		•
Mental health/ well-being	3	-	3	-		1		2		1	-	2	3	-		3
Food production/ farming	3	1 1%	1% 1 *		-	1%	1	1% 1 *	1 1%	-		2	3	-		3
Morality/ Individual behaviour/ Lifestyle	3	- 176	•	•	1	-	1	1	176	1	-	•	3	-		4
Drug abuse	*	-	1	•	1%	3		•	•	1%	-	3	2	1	- 2	2
	•	-	•	-		2% z	-	-	•	-	-	1%	•	1%	1%	•
Race relations	2	-	1	-		1 1%	-	1 1%		-	-	1	1 *	1 1%	1 *	2
Privatisation	2	-	1	1 1%		-	1 *	1	:	-	-	2	2	-		*
UK union/ devolution/reform	*	-		•	-	-	-	-	:	1	1 1%	1	2 *	-	1 1%	4
Countryside/Rural life	2	- :	- :			- :	2 1%		- 1	- 1		-	2 *	- 1	- :	1
Pound/Exchange rate/Value of pound	1	1 1%	-		-	-	-	-	-	-	-	1	-	1	-	1
Local government/ Council tax	1		-	-	1		1		:		-	1	1	u -		2
International trade/trade deals	1	-	-	-	•	-	•	1	•	-	-	1	1	-	-	2
Median	1	1	1	1	1	1	1	1% 1	1	1	1	1	1	1	1	1
Petrol prices/Fuel	1 *	-	-		1	1 1%	-	:	-	-	-	-	1 *	-	:	1
Royal Family/ Monarchy	:	- :	-		- :	- :				- :	-	-		- :		-
Animal welfare	:	-		:	-	-	-		-	-			-	-		-
Northern Ireland	:	- :	-		-	- :	:	- 1		- 1	-		- 1	- 1	-	:
Trade unions/ Strikes	:	-		:	-	-	-		-	-			- 1	- :		-
Transport/Public transport	:	-	-		-	-	- :	:		-	-			- 1	:	-
Other	30 3% b	11 9% zb	2 1%	2 3%	6 3%	4 3%	5 2%	3 1%	5 2%	13 9% zij	1 1%	17 4%	26 3%	4 3%	6 2%	22 2%
MEAN NUMBER OF MENTIONS Don't know	1 58	1	1 18	1	1 32	1 18	1 8	1 10	1 11	2	1 3	1 19	1 40	1 16	1 18	1 42
	6% lu	1%	6%	2%	14% za	11% zil	3%	5%	6%	1%	3%	4%	5%	10% zu	6%	4%
Personal finances (NET)	158 16%	11 9%	53 18%	22 24%	32 14%	32 20%	32 14%	29 15%	23 12%	26 17%	21 21%	94 19%	120 14%	37 25%	60 21%	169 17%
Coronavirus/ pandemic diseases	u -	-		2a -	-	-		-	-	-	-	z -	-	zu -	-	
		-				_	-									

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/le - z/h/l/l/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
Repondent type: 68 Adults 18*
Fieldwork dates: 5th sly - 10th sly 2024
Source: 1psoc (MC (218))

11 Jul 2024



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

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+																						
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	AGE 55-64	65+	18-34	35-54	55+	AB	C1	SOCIAL C2	GRADE DE	ABC1	C2DE	UP TO 24999	HH INCOME 25000-	50000 PLUS	UNWTD
UNWEIGHTED BASE	(z) 1009	(a) 524	(b) 467	(c) 106	(d) 186	(e) 137	(f) 161	(g) 185	(h) 234	(i) 292	(j) 298	(k) 419	(I) 306	(m) 344	(n) 163	(o) 153	(p) 650	(q) 316	(r) 126	49999 120	(t) 340	TOTAL 1009
UNWEIGHTED BASE WEIGHTED BASE	1009	485 48%	506 50%	111* 11%*		163*	168 17%	160*	237	282	330	397	285	247	214*	225*	532	438 43%	170* 17%*		282	1009 1009 100%
National health service/Hospitals/ Healthcare	474	200	268	36	86	65	98	79	109	122	163	189	153	129	98	81	282	179	77	92	153	498
	47% aco	41%	53% za	32%	50% ci	40%	59% zce	50% c	46%	43% c	49% ce	48% c	54% zoq	52% oq	46%	36%	53% zoq	41%	46%	54%	54% z	49%
Economy/Economic situation	q 343	171	167	31	60	57	ii 67	50	78	91	124	128	105	89	60	81	195	142	61	47	117	357
economy/economic sicoation	34%	35%	33%	28%	35%	35%	40%	31%	33%	32%	38%	32%	37%	36%	28%	36%	37%	32%	36%	28%	41%	35%
Immigration/immigrants	316	158	155	22	34	44	49	65	101	56	93	167	82	80	68	79	162	147	67	45	25 91	296
	31% cdi	33%	31%	20%	20%	27%	29%	41% zcd	43% zcd	20%	28%	42% zcd	29%	33%	32%	35%	31%	34%	40%	26%	32%	29%
Inflation/Prices	212	104	106	32	59	39	42	eij 22	efij 19	91	81	efij 41	57	53	58	38	110	96	25	36	71	225
	21% ghk	21%	21%	29% ghk	35% zgh	24% hk	25% ghk	13%	8%	32% zgh	24% ghk	10%	20%	22%	27%	17%	21%	22%	15%	21%	25%	22%
Housing	177	63	112	20	jk 42	34	17	31	33	k 62	51	65	52	64	24	35	116	59	19	37	57	197
	18% af	13%	22% za	18%	25% zfh	21% f	10%	20%	14%	22% f	15% f	16%	18%	26% zno	11%	15%	22% znq	13%	11%	22%	20%	20%
Education/Schools	166	57	105	10	i 25	31	37	36	28	34	68	64	51	pq 46	31	31	97	63	19	41	53	191
	16% ai	12%	21% za	9%	14%	19%	22% chi	22% chi	12%	12%	20% ci	16%	18%	19%	15%	14%	18%	14%	11%	24% zr	19%	19%
Poverty/Inequality	119	44	70	21	24	25	11	k 21	16	45	36	37	36	33	28	20	68	48	15	26	34	129
	12%	9%	14%	19% zfh	14%	15%	7%	13%	7%	16% zfh	11% f	9%	13%	13%	13%	9%	13%	11%	9%	15%	12%	13%
Defence/Foreign affairs/	94	59	35	k	13	14	17	20	24	k 20	31	43	40	22	13	15	63	28	0	17	32	106
International terrorism	9%	12%	7%	6%	8%	9%	10%	12%	10%	7%	9%	11%	14%	9%	6%	7%	12%	6%	5%	10%	11%	11%
		zb											znq				zq					
Lack of faith in politics / politicians / government	93	54	38	7	10	20	15	19	23	17	35	41	37	16	14	24	53	38	4	23	23	95
	9% r	11%	7%	6%	6%	12%	9%	12%	10%	6%	11%	10%	13% zm	6%	6%	11%	10% m	9%	2%	14% r	8%	9%
Pollution/ Environment/ Climate change	88	38	46	12	17	16	15	10	18	29	31	28	35	27	11	11	61	21	8	14	33	112
	9% q	8%	9%	10%	10%	10%	9%	6%	8%	10%	9%	7%	12% zno	11% q	5%	5%	12% zoq	5%	5%	8%	12%	11%
Taxation	83	43	39	15	24	16	16	6	5	40	32	11	q 36	20	14	11	57	25	13	11	34	74
	8% hk	9%	8%	14% ghk	14% zgh	10% hk	10% hk	4%	2%	14% zgh	10% hk	3%	13% zoq	8%	7%	5%	11% zq	6%	7%	6%	12% z	7%
Public services in general	61	31	30	3	k 10	17	12	11	8	k 13	29	19	36	9	5	12	45	16	5	4	31	76
and the second	6%	6%	6%	3%	6%	11% h	7%	7%	3%	4%	9%	5%	13% zmno	4%	2%	5%	8% zmnq	4%	3%	3%	11% zrs	8%
Unemployment/ Factory closure/		27	31	10	13	h 11	4	11	10	22	16	21	pq 13	16	15	14	zmnq 29	29	10	16	zrs 14	58
Lack of industry	59																					
Crime/Law & order/ Violence/	6% 58	6% 35	6% 20	9% 8	8% 7	7% 8	3% 14	7% 9	4% 11	8% 15	5% 22	5% 20	5% 19	6% 17	7% 13	6% 7	5% 35	7% 20	6% 5	9% 16	5% 15	6% 73
Vandalism/Antisocial (yob) behaviour																						
Common Market/	6% 41	7% 19	4% 21	7% 2	4% 7	5% 1	8% 10	6% 11	5% 9	5% 9	7% 12	5% 20	7% 16	7% 9	6% 11	3% 4	7% 25	5% 15	3% 2	10% 11	5% 14	7% 50
Brexit/EU/Europe/ Euro	4%	4%	4%	2%	4%	1%	6%	7%	4%	3%	4%	5%	6%	4%	5%	2%	5%	3%	1%	6%	5%	5%
Low pay/Minimum wage/Fair	37	12	25	1	6	9	e 4	e 9	9	7	e 12	18	16	6	5	9	22	14	9	7	9	37
wages	4%	2%	5%	1%	4%	5%	2%	6%	4%	3%	4%	4%	6%	2%	3%	4%	4%	3%	5%	4%	3%	4%
Pensions/Social security/Benefits	33	14	19	1	3	10	4	6	8	5	15	14	8	10	8	6	18	14	2	12	7	38
	3%	3%	4%	1%	2%	6%	3%	4%	3%	2%	4%	3%	3%	4%	4%	3%	3%	3%	1%	7%	2%	4%
Ageing population/ Social care for	30	8	20	1	3	3	7	9	8	4	10	17	16	5	4	6	20	10	5	7	8	38
the elderly	3%	2%	4%	1%	2%	2%	4%	5%	3%	1%	3%	4%	5%	2%	2%	3%	4%	2%	3%	4%	3%	4%
Transport/Public transport	26	13	12	6	2	3	4	7	6	7	7	12	6	9	5	6	m 15	11	3	9	6	32
	3%	3%	2%	5%	1%	2%	2%	4%	2%	3% d	2%	3%	2%	4%	2%	3%	3%	2%	2%	5%	2%	3%
Mental health/ well-being	19 2%	2	17 3%	2 2%	7 4%	2 1%	1 1%	4 3%	4 2%	9 3%	3 1%	8 2%	7 3%	*	6 3%	4 2%	8 2%	10 2%	3 2%	2 1%	1	21 2%
Nationalisation/ Government	amt 17	10	za 8		j 5	6	1	2	4	5	7	6	6	4		7	m 10	7	3	3	2	18
control of institutions	2%	2%	2%		3%	4%	1%	1%	1%	2%	2%	1%	2%	2%	-	3%	2%	2%	2%	2%	1%	2%
Food production/ farming	15 2%	8 2%	7 1%		3 2%		2 1%	5 3%	5 2%	3 1%	2 1%	10 2%	9 3%	4 2%	3 1%		13 2%	3 1%	2 1%	6 3%	4 1%	15 1%
Race relations	15	2	11	5	4	1	3		2	9	4	2	4	5	1	5	2 9	6	1	2	3	16
	1%		2%	5% zgk	2%	1%	2%		1%	3%	1%	1%	2%	2%		2%	2%	1%	1%	1%	1%	2%
Morality/Individual behaviour/ Lifestyle	13	9	4	1	1	1	3	3	3	3	4	6	4	2	2	5	6	7	3	4	2	16
Local government/ Council tax	1% 12	2%	1%	1%	1%	2	2%	2% 2	1% 3	1% 3	1% S	2% 5	1%	1% 4	1%	2%	1%	2%	2%	2%	1%	2% 15
	1%	2%	1%		1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%
Population levels/ Overpopulation	1%	2%	1%		2%		2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%			3%	1%
																					z	
Petrol prices/Fuel	10 1%	5 1%	5 1%	- :	2 1%	1 1%	3 2%	3 2%	1	2 1%	4 1%	4 1%	3 1%	1	1 .	5 2%	4 1%	6 1%	2 1%	3 2%	2 1%	10 1%
UK union/ devolution/reform	1%	6 1%		1 1%		1%	3 2%	3 2%		1%	1%	3 1%	2%	1%		1%	6 1% 7	1%	1%		2%	18 2%
Nuclear weapons/ Nuclear war/ Disarmament	9	3	6	1	1	1	1	2	3	2	2	5	5	2		1		1	1	3	1	11
International trade/trade deals	1% 8	1% 5	1% 4	1%	1%	1	1% 3	1%	1% 1	1% 3	1% 4	1% 2	2% 5	1% 1	2	•	1% 6	2	1%	2% 3	1% 5	1% 11
	1%	1%	1%	1%	1%	1%	2%			1%	1%		2%		1%		1%			2%	2%	1%
Countryside/Rural life	8 1%	3 1%	5 1%	1 1%	:		2 1%	3 2%	1 1%	2 1%	2	5 1%	2 1%	3 1%	2 1%	1	5 1%	3 1%	1 1%	2 1%	:	9 1%
Drug abuse	6 1%	2	4 1%		-	3 2%	1	2 1%	1	:	4 1%	3 1%	1 .	1	2 1%	3 1%	2	4 1%	1 *	2 1%	1 .	7 1%
Privatisation	5 *	2	3 1%	:	1 1%	2 1%	1 1%	1 1%		1 .	3 1%	1	1 *	2 1%	1 .		4 1%	1		- 1	2 1%	5
Coronavirus/ pandemic diseases	5	1	3	-	-	1		2	1		1	3	4	-			4		-	1	2	5
			1%			1%		1%	1%		•	1%	1% z				1%			1%	1%	•
Pound/Exchange rate/Value of pound	4	3	1		2		2			2	2		4	-		-	4		-	-	3	4
powelli		1%		-	1%		1%			1%	1%		1%				1%		-		1%	
Animal welfare	4	1	3	1	1	1	-		1	2	1	1	1	1		1	2	1	2	-	-	4
Trade unions/ Strikes	2	:	1% 2	1%		2			1%	1%	2	:	2	:		1%	2		1%		2	2
Royal Family/ Monarchy	2	1	2	-	-	1% 2	-	1		-	1% 2	1	1%	2		-	2			-	1% 1	3
Median	2	2	2	2	2	1% 2	2	2	2	2	2	2	2	1% 2	2	2	2	2	2	2	2	2
Northern Ireland	:	:		-	-	:	:	:	:	:	:	:	:	:	:	:	:	:		:		1 .
Other	95 9%	40 8%	55 11%	15 14%	16 9%	13 8%	9 5%	13 8%	28 12%	31 11%	22 7%	41 10%	25 9%	27 11%	28 13%	13 6%	53 10%	41 9%	17 10%	21 13%	25 9%	100 10%
MEAN NUMBER OF MENTIONS	2.89 ac	2.77	3.01 a	2.58	3.06 ch	2.97	2.98 ch	3.14 ch	2.61	2.87 c	2.98 ch	2.82 h	3.23 zn	3.06 zn	2.62	2.63	3.15 zn	2.62	2.52	3.14 zr	3.15 zr	3.05
STANDARD ERROR	hngr 0.05	0.06	0.07	0.09	i 0.12	0.13	0.1	k 0.12	0.08	0.09	0.08	0.07	oq 0.09	oq 0.07	0.08	0.12	oq 0.06	0.07	0.13	0.09	0.08	0.05
ERROR VARIANCE Don't know	129	74	54	0.01	0.02	0.02	0.01	0.01	0.01 31	0.01	0.01	0.01	0.01	0.01	0.01	0.02	40	0.01 72	0.02	0.01	0.01	90
	13%	15%	11%	10%	15%	14%	16 9%	23 14%	13%	13%	38 12%	14%	12 4%	11%	11%	22%	8%	16%	17%	7%	12 4%	9%
Descend for the factor	lps t		40.		-00				2-		400			lp en	I 00	zlmp	179	Inp	st		407	246
Personal finances (NET)	334 33%	146 30%	181 36%	48 43%	80 47%	66 41%	56 33%	46 29%	38 16%	128 45%	122 37%	84 21%	94 33%	83 34%	88 41%	59 26%	178 33%	147 34%	41 24%	63 37%	103 37%	346 34%
	hk			hk	zfg hk	hk	hk	hk		zfg hk	hk				oq			0				



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

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+ GOVERNMENT OFFICE REGION TENURE EDUCATION WORKING STATUS AREA															_						
					GOVERNMENT NORTH		N				TENURE		EDUC		V	VORKING STAT			AREA		
	TOTAL	ENG LAND	WALES	SCOT LAND		MID LANDS INCL. WALES	MID LANDS	GL	SOUTH EXCL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME		NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	1009 1009	(a) 837	(b) 59	(c) 113	(d) 222	(e) 323	(f) 264 267	(g) 148 140*	(h) 203 229	(i) 359	(i) 318	(k) 285	(I) 484	(m) 433	(n) 514	(o) 1113	(p) 382	(s) 487 484	(t) 293	(u) 229	TOTAL 1009 1009
National health service/Hospitals/	1009 100% 474	874 87% 413	5%** 18	9%* 42	24% 24% 123	316 31% 119	267 27% 101	14%*	229 23% 126	31% 31%	29% 29%	32% 137	33% 33% 178	57% 57% 248	48% 48% 245	119* 12%* 61	40% 40%	484 48% 226	305 30% 151	220 22% 97	1009 100% 498
Healthcare	47%	47%	37%	49%	52%	38%	38%	45%	55%	51%	52%	42%	53%	43%	51%	51%	41%	47%	49%	44%	49%
	efp	ef			ef				zae f				zm		zp						
Economy/Economic situation	343 34%	302 35%	10 20%	31 36%	82 35%	78 25%	69 26%	66 47%	85 37%	106 34%	100 34%	119 37%	130 39%	181 31%	192 40%	28 24%	123 30%	171 35%	101 33%	71 32%	357 35%
Immigration/immigrants	ef 316	ef 272	21	22	78	105	83	zad ef 28	ef 83	123	86	88	2 80	205	20p	42	137	124	98	93	296
mingration, mingratio	31% gls	31% g	44%	26%	33% g	33% g	31%	20%	36% g	39% zjk	29%	27%	24%	36% I	28%	35%	34%	26%	32%	42% zs	29%
Inflation/Prices	212 21%	185 21%	5 11%	22 26%	38 16%	75 24%	70 26%	31 22%	46 20%	42 13%	77 26%	81 25%	82 24%	114 20%	131 27%	24 21%	57 14%	106 22%	61 20%	46 21%	225 22%
Housing	177	150	15	12	32	58	d 42 16%	35	40	48	2i 38	79	75	84	2p 94 20%	18	65	72	64	42	197
Education/Schools	18% i 166	17%	32%	14%	13%	18%	33	25% zad 33	17%	15%	13%	24% zij 44	22% zm 73	15% 78	20%	15%	16%	15%	21%	19%	20%
	16%	17% h	13%	15%	23% zae	12%	12%	23% zef	12%	19%	20%	14%	22% zm	14%	17%	20%	14%	19%	14%	15%	19%
Poverty/Inequality	119	98	3	18	fh 24	34	31	h 16	27	37	33	37	52	59	61	23	35	57	31	31	129
Defence/Foreign affairs/	12%	11%	6%	21% z 7	10%	11%	12%	12%	12%	12%	11%	11%	15% z 39	10%	13%	19% zp 7	9%	12%	10%	14%	13%
International terrorism	9%	10%	4%	8%	9%	9%	10%	8%	12%	13%	9%	7%	12%	8%	10%	6%	9%	9%	8%	13%	11%
Lack of faith in politics / politicians	93	73	11	10	25	34	23	11	14	z 36	28	24	2 32	49	48	8	37	39	33	22	95
/ government	9%	8%	23%	11%	11%	11%	8%	8%	6%	12%	10%	7%	9%	8%	10%	7%	9%	8%	11%	10%	9%
Pollution/ Environment/ Climate change	88	79	2	7	23	f 16	14	14	28	35	28	22	58	24	46	13	29	38	33	16	112
	9% m	9%	5%	8%	10%	5%	5%	10%	12% ef	11%	9%	7%	17% zm	4%	9%	11%	7%	8%	11%	7%	11%
Taxation	83 8%	77 9%	2 4%	4 5%	19 8%	25 8%	23 9%	17 12%	18 8%	14 4%	30 10%	34 11%	26 8%	50 9%	56 12%	7 6%	20 5%	31 6%	37 12%	15 7%	74 7%
Public services in general	ip 61	56	2	4	25	16	14	9	8	23	i 27	i 9	34	18	2p 36	5	20	33	25 17	11	76 997
Unemployment/ Factory closure/	6% km 59	6% 49	3% 7	4%	10% zah 17	5%	5%	7%	3% 7	7%	9% zk 20	3% 23	10% zm 17	3%	8% 24	4% 8	5% 27	7% 32	17	5%	8% 58
Lack of industry	6%	6%	14%	4%	7%	8%	6%	5%	3%	4%	7%	7%	5%	6%	5%	7%	7%	7%	5%	5%	6%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob)	58	54	1	2	14	22	20	11	9	20	17	19	21	30	20	10	28	32	18	8	73
behaviour	6%	6%	3%	2%	6%	7%	8%	8%	4%	6%	6%	6%	6%	5%	4%	8%	7%	7%	6%	3%	7%
Common Market/ Brexit/EU/Europe/ Euro	41	31 4%	2	9%	8	11	9	7	7 3%	14 5%	11	9	7%	13	15	9%	14 4%	3%	15 5%	12 5%	50
Low pay/Minimum wage/Fair	m 37	30	-	a 7	7	8	8	6	8	13	8	16	zm 11	23	17	zn 2	18	18	11	8	37
wages	4%	3%		8%	3%	3%	3%	5%	4%	4%	3%	5%	3%	4%	4%	2%	4%	4%	4%	4%	4%
Pensions/Social security/Benefits	33	26	6 12%	1	10	12 4%	6	-	10	10	11	9	13	18	16	5	12	13	11 4%	9	38
Ageing population/ Social care for	3%	3%	12%	1%	4% g 13	4% f	2%	4	4% 8 5	15	4% 7	3%	4%	3%	3%	4%	3% 14	3%	13	4%	4%
the elderly	3%	3%		2%	6%	2%	2%	3%	2%	5%	2%	2%	4%	2%	3%	3%	3%	3%	4%	2%	4%
Transport/Public transport	26 3%	24 3%	1%	1 2%	3 1%	8 3%	8 3%	7 5%	7 3%	12 4%	7 2%	6 2%	11 3%	13 2%	16 3%	2 2%	8 2%	10 2%	12 4%	4 2%	32 3%
Mental health/ well-being Nationalisation/ Government	19 2% 17	18 2%		1 2% 1	6 2% 4	2 1% 2	2 1% 2	5 4% 5	5 2% 5	8 2% 4	5 2% 3	6 2% 8	7 2% 5	11 2% 7	8 2% 7	2 2% 2	9 2% 8	7 1% 9	6 2% 5	7 3% 3	21 2% 18
control of institutions	2%	16 2%	1%	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%
Food production/ farming	15 2%	14 2%	:	1 1%	3 1%	8 3%	8	:	3 1%	5 2%	4 1%	6 2%	5 2%	7 1%	8 2%	1 1%	6 2%	13 3%	1	1 1%	15 1%
Race relations	15 1%	14 2%	1%	1 1%	6 3%	3 1%	3 1%	3 2%	1 1%	4 1%	2 1%	8 3%	9 3%	6 1%	7 1%	4 3%	4 1%	10 2%	1	3 1%	16 2%
Morality/ Individual behaviour/ Lifestyle	13	8	1	3	2	4	3	2	2	8	3	1	5	7	2	1	9	3	7	3	16
LICALIA	1% n	1%	2%	4%	1%	1%	1%	1%	1%	3%	1%	•	1%	1%	•	1%	2%	1%	2%	1%	2%
Local government/ Council tax	12 1%	12 1%	:	1 1%	4 2%	2 1%	2 1%	- :	5 2%	5 2%	6 2%	2 1%	6 2%	4 1%	6 1%	1 1%	5 1%	5 1%	4 1%	4 2%	15 1%
Population levels/ Overpopulation	12	8	*	4	1	3	3	3	1	5	3	4	2	9	7	-	5	4	3	5	13
Petrol prices/Fuel	1%	1%	1%	4% a 1	1%	1%	1%	2%		2%	1%	1%	1%	2%	1%		1%	1%	1%	2%	1%
UK union/ devolution/reform	1% 9	1%		1% 6	2% 1	1%	1%	1% 2	1	1% 4	3	2%	1%	1%	1% 5		1% 4	2%	1% 5	1	1% 18
	1% am		-	7% zade		•	•	1%		1%	1%	1%	2% zm		1%	•	1%	1%	2%	1%	2%
Nuclear weapons/ Nuclear war/	9	7	1	fh *	2	3	2	1	3	3	3	1	5	3	3	2	5	3	3	3	11
International trade/trade deals	1% 8	1%	2%	1	1% 2	1% 4	1% 4	1	1% 1	1% 1	1% 5	2	1%	5	1%	1%	1% 1	1% 6	1% 2	2% 1	1% 11
	1%	1%		1%	1%	1%	2%				2%	1%	1%	1%	1%			1%	1%		1%
Countryside/Rural life	8 1%	8 1%	-	-	4 2%	1	1 *	1 1%	2 1%	4 1%	3 1%	1	3 1%	3 1%	2 1%	-	5 1%	1 *	1 *	6 3%	9 1%
Drug abuse	6 1%	5 1%		2 2%	2 1%	-	-	2 1%	1 *	1	1	4 1%	2 1%	4 1%	2	2 1%	3 1%	5 1%	1	25 1 *	7 1%
Privatisation	5 *	5 1%	:		4 2%	:	:	-	1	1	2 1%	2	4 1%	:	3 1%	-	2	2	2 1%	1	5
Coronavirus/ pandemic diseases	5	5			2	1	1		1	2	1	1	z 3	2	2	1	1	2		3	5
Pound/Exchange rate/Value of		1%	:	-	1%			-	1%	1%		:	1%		4	1%		:	- 4	1%	
Pound/Exchange rate/Value of pound	4	4			1		-	1	1 1%	1	2 1%		1%		1%	-			1%	-	4
Animal welfare	4	3	1			2	1	1	1 *	2	1 *	1	2m	3	2 *	2		2	-	2	4
	•		1%	-	-	1%		1%	•	1%				1%	•	2% p	•		:	1%	
Trade unions/ Strikes	2 *	2 *	-	-	2 1%	-	-	:	-	:	2 1%	-	2 1%	:	-	2 2%	:	2 *	:	-	2 *
Royal Family/ Monarchy	2 *	2	:	:	2 1%	-	-	:		-	1	2	2 1%	:	1	zn - -	2	2	1	:	3
Median	2	2	2	2	2	2	2	2	2	2	2	2	z 2	2	2	2	2	2	2	2	2
Northern Ireland			1%	-		:	-	:		:	-		-	:	-		:	-	-	:	1 *
Other	95 9%	85 10%	3 6%	7 8%	14 6%	39 12%	37 14%	17 12%	18 8%	37 12%	26 9%	26 8%	33 10%	46 8%	39 8%	11 9%	45 11%	65 13%	18 6%	12 6%	100 10%
MEAN NUMBER OF MENTIONS	2.89 em	2.89 e	2.63	2.95	3.02 ef	2.68	2.69	3.15 ef	2.85	3.02	2.95	2.84	3.27 zm	2.64	3.05 zp	2.91	2.68	2.84	2.93	2.92	3.05
STANDARD ERROR	p 0.05	0.05	0.13	0.17	0.09	0.07	0.08	0.16	0.08	0.09	0.07	0.08	0.08	0.06	0.07	0.11	0.07	0.06	0.1	0.09	0.05
ERROR VARIANCE Don't know	129	115	0.02 5	0.03 9	0.01 33	51	0.01 45	0.03 17	0.01 18	0.01 31	0.01 30	0.01 50	0.01 21	97	52	0.01	0.01 63	63	0.01 38	0.01 28	90
Personal finance: (AICT)	13% hl	13% h 283	11%	10%	14%	16% h	17% h	12%	8% 77	10%	10%	15%	6%	17% zl	11%	11%	16%	13% 165	12%	13%	9% 346
Personal finances (NET)	334 33% dip	283 32% d	8 17%	43 50% zad	60 25%	108 34%	100 37% d	46 33%	77 33%	81 26%	111 37% i	120 37% i	128 38% z	182 32%	191 40% zp	41 35%	101 25%	165 34%	90 29%	79 36%	346 34%
	uip	a		zad gh			ď				'		, z		Zp						



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

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT VI)						IMD QUINTILES	i		SECTOR W	ORKING IN	<u> </u>			
	TOTAL	CON SERV ATIVE (a)	LAB OUR	LIB ERAL DEMO CRAT (c)	NONE	1 (0.)	2	3 0	4 (k)	5	PUBLI C	PRI VATE	WHITE	BME (v)	CHILD IN HH	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	(2) 1009 1009	116 118*	(b) 325 290	91 89*	(d) 198 224	(h) 143 158*	(i) 220 227	(i) 197 189	186 192	(I) 172 154*	(m) 217 103	392 484	(u) 839 851	159 150	268 287	TOTAL 1009 1009
National health service/Hospitals/	100%	12%*	29%	9%* 44	22%	16%*	23%	19%	19%	15%*	10%	48%	84%	15%	28%	100%
Healthcare	47% d	49%	51% d	50%	37%	45%	44%	51%	44%	57%	49%	50%	48%	40%	47%	49%
Economy/Economic situation	343 34%	47 40%	114 39%	34 39%	72 32%	41 26%	82 36%	64 34%	78 41%	60 39%	32 31%	173 36%	280 33%	60 40%	88 31%	357 35%
Immigration/ immigrants	316 31%	56 47%	53 18%	17 19%	57 25%	47 30%	71 31%	69 36%	60 31%	42 28%	27 26%	146 30%	290 34%	25 16%	87 30%	296 29%
Inflation/Prices	bc v 212	zb cd 15	70	21	53	36	50	42	35	30	26	125	zv 154	57	78	225
	21% u	13%	24%	24%	24%	23%	22%	22%	18%	19%	25%	26% z	18%	38% zu	27%	22%
Housing Education/Schools	177 18% 166	15 13% 22	55 19% 51	21 24% 15	29 13% 32	20 13% 28	37 16% 44	44 23% 24	32 17% 27	29 19% 32	21 21% 22	84 17% 80	146 17% 142	30 20% 22	39 14% 61	197 20% 191
Poverty/Inequality	16% 119	18%	18% 46	17% 7	14% 17	17%	19%	13% 22	14%	21% 13	21%	16% 66	17% 94	14% 24	21%	19%
Defence/Foreign affairs/	12%	5%	16% zad	8%	7%	14%	10%	12%	15%	9%	12%	14%	11%	16%	11%	13%
International terrorism	94	21 18%	21 7%	8%	12 5%	9 6%	23	15	25 13%	12 8%	8%	10%	9%	12 8%	9%	106 11%
Lack of faith in politics / politicians / government	93	2bd 6	26	7	33	11	27	18	25	7	9	44	83	9	32	95
	9%	5%	9%	8%	15% z	7%	12%	9%	13%	5%	9%	9%	10%	6%	11%	9%
Pollution/ Environment/ Climate change	88 9%	2 2%	24	20	9	6	30 13%	17 9%	18	13 9%	14%	43 9%	77 9%	9	10%	112
	ad			zab d			h				2					
Taxation	83 8%	10 9%	20 7%	12 13%	14 6%	12 8%	24 10%	9 5%	22 11%	9 6%	6 6%	54 11%	69 8%	14 10%	33 12%	74 7%
Public services in general	61 6%	6 5%	30 10%	10 11%	6 3%	7 4%	14 6%	11 6%	14 7%	13 8%	9 9%	31 6%	50 6%	11 7%	25 9%	76 8%
Unemployment/ Factory closure/ Lack of industry	59	7	zd 17	d 8	13	17	16	9	8	6	6	23	46	12	14	58
Crime/Law & order/ Violence/	6% 58	6% 3	6% 17	10% 4	6% 17	11% 12	7% 16	5% 10	4% 6	4% 9	6% 9	5% 19	5% 48	8% 10	5% 16	6% 73
Vandalism/Antisocial (yob) behaviour	6%	2%	6%	4%	8%	7%	7%	5%	3%	6%	8%	4%	6%	6%	6%	7%
Common Market/	41	5	15	8	4	3	10	6	13	7	n 3	21	38	3	10	50
Brexit/EU/Europe/ Euro	4%	4%	5%	9% zd	2%	2%	4%	3%	7%	5%	3%	4%	4%	2%	4%	5%
Low pay/Minimum wage/Fair wages	37		17	3	10	5	15	7	6	3	5	12	34	4	10	37
Pensions/Social security/Benefits	4%	5	6% a 7	4%	5% 9	3%	7%	4%	3%	2%	5%	2%	4% 27	2%	4% 8	4% 38
	3%	5%	2%	2%	4%	4%	3%	2%	4%	4%	8%	2%	3%	3%	3%	4%
Ageing population/ Social care for the elderly	30	3	14	2	4	7	9	5	4	4	zn 5	8	26	5	6	38
	3%	3%	5%	2%	2%	4%	4%	2%	2%	2%	5% n	2%	3%	3%	2%	4%
Transport/Public transport Mental health/ well-being	26 3% 19	1	8 3% 14	5 5% 2	3 2% 2	2 1% 4	11 5% 4	1 1% 5	4 2% 1	3 2% 5	2 2% 4	11 2% 7	24 3% 16	2 1% 3	4 1% 6	32 3% 21
	2%	1%	5% z	3%	1%	3%	2%	3%	1%	3%	3%	1%	2%	2%	2%	2%
Nationalisation/ Government control of institutions	17 2%		5 2%	1	4 2%	1 1%	9	2	4 2%		1 1%	8 2%	12	5	7	18
Food production/ farming	15 2%	2 2%	2 1%	1 1%	2 1%	4 2%	3 1%	3 1%	3 1%	1 1%	1 1%	10 2%	14 2%	1 1%	4 1%	15 1%
Race relations Morality/ Individual behaviour/	15 1% 13	3 2% 1	8 3% 3		1 1% 6	5 3% 2	6 2% 4	1 1% 2	3 1% 1	1 1% 3	2 2% 1	7 1% 2	11 1% 11	4 3% 1	2 1% 1	16 2% 16
Lifestyle	1%	1%	1%		2%	1%	2%	1%	1%	2%	1%		1%	1%		2%
Local government/ Council tax Population levels/ Overpopulation	12 1% 12	2 1% 4	1%	1 1%	4 2% 4	1	4 2% 5	1	4 2% 3	2 1% 2	1 1%	6 1% 6	11 1% 12	1%	3 1% 4	15 1% 13
	1%	3%			2%	1%	2%	-	2%	1%		1%	1%	-	2%	1%
Petrol prices/Fuel	10 1%	- -	6 2%	-	3 1%	1 1%	4 2%	1 1%	1 1%	1 1%	1 1%	3 1%	8 1%	2 1%	:	10 1%
UK union/ devolution/reform	9 1%	-	2 1%	2%	1 *	1 1%	1 1%	2 1%	2 1%	2 1%	2 2%	3 1%	9		3 1%	18 2%
Nuclear weapons/ Nuclear war/ Disarmament	9	1 1%	3 1%	1 1%	3		3 1%	2	1 1%	1 1%	1 1%	1%	8 1%	1 1%	2	11 1%
International trade/trade deals	8 1%	2 1%	1	3		3 2%	1	1 1%	3 1%	1	3	4	8 1%	1	3 1%	11
Countryside/Rural life	8	-	1	zd 1	1		3	1	2	1	zn 1	1	8			9
Drug abuse	1% 6 1%	-	* 3 1%	1%	1% 1 *	4 2%	1%	1% 1	1% 2 1%	1%	1%	4 1%	1% 5 1%	2 1%	* 2 1%	1% 7 1%
Privatisation	5 *	-	2 1%	1 1%	:	:	4 2%	1	:	:	:	3 1%	4	1 1%	1	5
Coronavirus/ pandemic diseases	5	2 2%		•	2	1 1%	1	•	2	1	·	3	5 1%		1	5
Pound/Exchange rate/Value of pound	4	1 1%	3 1%	-	-	-	3		-	-	:	4		4 3%	3 1%	4
Animal welfare	4	1	1%	1	2	1	2	-	-	1	2	1	3	3% zu 1	176	4
Tendo unione/Stell		1%	-	1%	1%		1%	-	-	1%	2% zn	*	•	1%	2	*
Trade unions/ Strikes	*	:	-	2 2% zb	-	:	1%	-	-	:		*	2 *	-	1%	*
Royal Family/ Monarchy Median	2 * 2	2	2	2	2	2	2 1%	2	- - 2	2	2	1 * 2	2 * 2	2	1 * 2	3 * 2
Northern Ireland	*	-			-	:			:		-		:	-		1 *
Other	95 9%	15 13%	30 10%	9 10%	13 6%	11 7%	27 12%	14 7%	14 7%	23 15%	8 8%	48 10%	76 9%	19 13%	31 11%	100 10%
MEAN NUMBER OF MENTIONS STANDARD ERROR	2.89 d 0.05	0.12	3.03 d 0.1	3.08 d 0.13	0.1	0.13	3.18 z 0.12	0.09	0.1	0.1	3.04 0.08	2.93 0.07	0.05	2.95 0.15	2.95 0.1	3.05 0.05
ERROR VARIANCE Don't know	129	0.01 9	0.01 38	0.02 2	0.01 54	0.02 26	0.01 26	0.01 33	0.01 20	0.01 9	0.01 9	0.01 54	104	0.02 22	0.01 39	90
	13% cl	8%	13% c	2%	24% za bc	17%	11%	17% 	11%	6%	9%	11%	12%	15%	14%	9%
Personal finances (NET)	334 33%	21 18%	114 39%	30 34%	75 34%	55 35%	80 35%	65 35%	64 33%	44 29%	38 37%	185 38%	259 30%	72 48%	107 37%	346 34%
	au		28	a	8							Z		ZU		