



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

BASE: ALL ADULTS AGED 18+

Table with 23 columns: Issue, Total, Male, Female, Age groups (18-24, 25-34, 35-44, 45-54, 55-64, 65+), Social Grade (AB, C1, C2, DE, ABC1, C2DE), HH Income (UP TO 24999, 25000-49999, 50000 PLUS), and UNWTD TOTAL. Rows include issues like Economy/Economic situation, National health service, Immigration, Inflation/Prices, etc.

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 July - 10th July 2024  
Source: Ipsos (UK Q218)



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

BASE: ALL ADULTS AGED 18+

Table with columns for issue categories (e.g., Economy/Economic situation, National health service/hospitals/Healthcare) and regional breakdowns (England, Wales, Scotland, etc.) and demographic factors (Tenure, Education, Working Status, Area). Includes a 'UNWEIGHTED BASE' row and a 'MEAN NUMBER OF MENTIONS' row.

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/U/j/k - z/l/m - z/n/o/p/a/l - z/h/u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Respondent type: GB Adults 18+  
Fieldwork dates: 5th July - 10th July 2024  
Source: Ipsos (JN Q218)







ISSUES INDEX JULY 2024 (PUBLIC - FINAL)

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - l/m - n/o/p/a/b/c - z/h/u Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing Respondent type: GB Adults 18+ Fieldwork dates: 5th July - 10th July 2024 Source: Ipsos (JN Q218)

