

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 2024

Table 1
Q.PL01
What would you say is the most important issue 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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Inflation/Prices	200	84	113	34	53	32	30	26	25	87	62	51	40	59	50	39	99	88	38	28	56	184
	20%hkl	17%	22%	30%zgh k	31%zfg hjk	20%	17%	17%	11%	31%zfg hjk	19%	13%	15%	24%lp	24%	16%	20%l	20%	27%	17%	19%	18%
Economy/Economic situation	189	99	90	23	21	39	38	29	39	45	77	67	74	49	28	35	123	64	17	23	93	200
	19%g	20%	18%	21%	12%	25%d	22%	18%	16%	16%	23%d	17%	28%zno q	20%	14%	15%	24%zno q	14%	12%	14%	31%zrs	20%
Immigration/ immigrants	141	72	69	3	3	30	16	30	59	6	46	89	20	30	37	46	50	83	21	29	26	121
	14%cdi lpt	15%	14%	3%	2%	19%cdi	9%di	19%cdf i	25%zcdf ij	2%	14%cdf i	23%zcdf ij	8%	12%	18%lp	19%lp	10%	19%zlp	15%	18%t	9%	12%
National health service/Hospitals/ Healthcare	73	36	34	6	9	7	21	6	22	15	29	29	21	13	16	20	34	37	5	14	24	73
	7%	7%	7%	6%	5%	5%	12%zgij	4%	10%	5%	9%	7%	8%	5%	8%	8%	7%	8%	4%	9%	8%	7%
Lack of faith in politics / politicians / government	56	28	27	-	9	5	9	16	17	9	14	33	17	9	8	21	26	29	11	8	12	58
	6%	6%	5%	-	5%	3%	5%	10%zci j	7% c	3%	4%	8%zci j	6%	4%	4%	9%	5%	6%	7%	5%	4%	6%
Pollution/ Environment/ Climate change	45	19	26	2	6	4	8	12	13	8	12	25	11	11	11	10	22	21	5	8	11	52
	5%	4%	5%	2%	3%	2%	5%	8%	6%	3%	4%	6%	4%	4%	5%	4%	4%	5%	3%	5%	4%	5%
Poverty/Inequality	41	11	29	2	9	7	10	3	10	12	17	13	19	6	5	8	25	13	8	7	15	53
	4%a	2%	6%a	2%	5%	4%	6%	2%	4%	4%	5%	3%	7%zmpq	2%	2%	4%	5% m	3%	5%	4%	5%	5%
Housing	21	9	12	7	4	*	2	2	4	12	2	6	4	4	2	8	9	10	5	3	2	23
	2%	2%	2%	7%zefj k	3%	*	1%	1%	2%	4%zj	1%	2%	2%	2%	1%	3%	2%	2%	3%	2%	1%	2%
Unemployment/ Factory closure/ Lack of industry	18	8	10	4	9	1	1	1	2	13	2	3	7	4	3	4	11	7	3	5	3	15
	2%	2%	2%	4%	5%zhjk	1%	1%	1%	1%	5%zjk	1%	1%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%

Proportions/Mean: 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 : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

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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)	
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	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Common Market/ Brexit/EU/Europe/ Euro	17 2%b	13 3%	4 1%	- -	2 1%	6 4%	4 2%	3 2%	2 1%	2 1%	10 3%	5 1%	6 2%	5 2%	5 2%	2 1%	10 2%	7 2%	1 *	1 1%	9 3%	21 2%
Defence/Foreign affairs/ International terrorism	17 2%	8 2%	8 2%	1 1%	3 2%	1 1%	1 *	3 2%	7 3%	4 1%	2 1%	10 3%	4 2%	3 1%	3 2%	3 1%	8 2%	6 1%	1 1%	5 3%	5 2%	21 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	15 1%	10 2%	5 1%	1 1%	1 1%	2 1%	6 3%	1 1%	4 2%	2 1%	8 2%	5 1%	3 1%	6 2%	1 1%	4 2%	9 2%	5 1%	3 2%	5 3%	1 *	15 1%
Education/Schools	12 1%	6 1%	5 1%	3 3%	1 *	1 1%	3 2%	- -	4 2%	4 1%	4 1%	4 1%	7 3%	1 1%	1 1%	2 1%	8 2%	3 1%	1 *	3 2%	4 1%	13 1%
Taxation	10 1%	6 1%	4 1%	2 1%	3 1%	5 3%	- -	- -	1 1%	4 1%	5 1%	1 *	1 *	3 1%	1 1%	4 2%	3 1%	5 1%	2 1%	- -	2 1%	10 1%
Race relations	9 1%k	7 2%	2 *	2 2%k	4 2%k	1 1%	2 1%	- -	* *	6 2%k	3 1%	* *	4 1%	1 *	5 2%	- -	5 1%	5 1%	- -	* *	3 1%	7 1%
Public services in general	7 1%	5 1%	2 *	- -	1 1%	2 2%	2 1%	1 1%	- -	1 1%	4 1%	1 *	4 2%	2 1%	1 *	1 *	6 1%	2 *	1 1%	- -	3 1%	8 1%
Ageing population/ Social care for the elderly	7 1%	2 *	5 1%	- -	- -	1 1%	* *	3 2%	2 1%	- -	2 *	5 1%	4 1%	1 *	2 1%	* *	4 1%	2 1%	* *	1 1%	1 *	10 1%
Low pay/Minimum wage/Fair wages	6 1%	1 *	5 1%	1 1%	1 1%	2 1%	- -	* *	1 1%	2 1%	2 1%	2 *	4 1%	2 1%	* *	- -	5 1%	* *	1 *	1 1%	3 1%	6 1%

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	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Nuclear weapons/ Nuclear war/ Disarmament	5 1%p	* *	5 1%	- -	1 1%	- -	* *	4 2%zj	- -	1 *	* *	4 1%	- -	* *	- -	4 2%	* *	4 1%	4 3%zt	- -	* *	3 *
International trade/trade deals	5 *	5 1%	- -	- -	- -	3 2%	2 1%	1 1%	- -	- -	4 1%	1 *	2 1%	1 *	- -	2 1%	3 1%	2 *	- -	2 1%	3 1%	4 *
Nationalisation/ Government control of institutions	5 *	2 *	3 1%	1 *	- -	- -	2 1%	1 1%	* *	1 *	2 1%	2 *	1 *	1 *	3 1%	- -	2 *	3 1%	- -	* *	2 1%	5 *
Local government/ Council tax	4 *	1 *	3 1%	- -	1 *	- -	3 1%	- -	1 *	1 *	3 1%	1 *	1 *	3 1%	- -	- -	4 1%	- -	- -	2 1%	1 *	4 *
Population levels/ Overpopulation	4 *	4 1%	* *	- -	- -	* *	3 1%	- -	1 *	- -	3 1%	1 *	1 *	2 1%	- -	1 *	3 1%	1 *	- -	2 1%	1 *	7 1%
Mental health/ well-being	4 *	1 *	2 *	- -	1 1%	2 1%	- -	1 1%	- -	1 *	2 1%	1 *	- -	1 *	* *	- -	1 *	* *	- -	- -	- -	4 *
Coronavirus/ pandemic diseases	3 *	- -	3 1%	- -	- -	- -	3 2%zk	- -	- -	- -	3 1%	- -	- -	- -	3 1%p	- -	- -	3 1%	- -	- -	- -	1 *
UK union/ devolution/reform	2 *	1 *	2 *	- -	- -	- -	1 1%	2 1%	- -	- -	1 *	2 *	1 *	- -	1 1%	* *	1 *	2 *	* *	1 1%	- -	3 *
Morality/ Individual behaviour/ Lifestyle	2 *	2 *	- -	- -	* *	- -	- -	* *	1 *	* *	- -	1 *	* *	1 *	- -	- -	2 *	- -	- -	1 *	- -	3 *
Transport/Public transport	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	- -	2 *
Drug abuse	1 *	* *	1 *	- -	- -	- -	1 1%	- -	* *	- -	1 *	* *	* *	1 *	- -	- -	1 *	- -	- -	- -	1 *	2 *

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	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Countryside/Rural life	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	
Petrol prices/Fuel	1 *	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	1 *	-	1 1%	-	-	1 *	
Pensions/Social security/Benefits	* *	-	* *	-	* *	-	-	-	-	* *	-	-	-	* *	-	-	* *	-	-	* *	-	1 *	
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	29 3%jp	16 3%	12 2%	9 8%zej	4 2%	* *	3 2%	3 2%	10 4%	13 4%j	4 1%	13 3%	4 2%	5 2%	9 4%	9 4%	9 2%	18 4%	4 3%	5 3%	7 2%	35 3%	

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	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
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	1.00	1.00	1.00	1.00
Don't know	55 5% fjl	29 6%	26 5%	10 9% fj	25 14% zefg hjk	5 3%	3 2%	6 4%	7 3%	34 12% zefg hjk	8 2%	13 3%	4 2%	19 8% lp	6 3%	15 6% l	23 5% l	21 5%	11 8%	3 2%	11 4%	39 4%
Personal finances (NET)	248 25% ahk	95 20%	147 29% za	37 33% ghk	64 37% zfg hjk	41 26%	40 23%	29 19%	37 16%	100 35% zfg hjk	81 25%	66 17%	63 24%	67 28%	55 27%	47 20%	130 26%	102 23%	47 33%	36 23%	74 25%	244 24%

Proportions/Mean: 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

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

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Inflation/Prices	200 20%io	177 20%	8 16%	15 17%	49 20%	80 26%zg	72 27%zag	17 13%	39 17%	45 13%	69 24%i	77 23%i	58 19%	136 22%	111 23%o	9 8%	81 19%o	90 21%	79 22%	31 15%	184 18%
Economy/Economic situation	189 19%	157 18%	11 22%	21 24%	44 18%	51 16%	40 15%	36 27%af	37 16%	67 20%	70 24%zk	49 15%	79 26%zm	103 17%	98 21%	19 18%	73 17%	87 20%	56 16%	45 22%	200 20%
Immigration/ immigrants	141 14%jkl n	127 15%	6 12%	8 9%	34 14%	46 15%	40 15%	13 9%	40 17%	79 23%zjk	28 10%	32 9%	19 6%	106 17%zl	48 10%	18 17%	74 18%zn	52 12%	52 14%	37 18%	121 12%
National health service/Hospitals/ Healthcare	73 7%	63 7%	4 9%	5 6%	17 7%	25 8%	20 8%	11 8%	15 6%	26 8%	19 7%	24 7%	25 8%	43 7%	36 8%	10 10%	27 6%	23 5%	31 9%	19 9%	73 7%
Lack of faith in politics / politicians / government	56 6%	50 6%	2 3%	4 5%	18 7%	14 5%	12 5%	6 5%	13 6%	18 5%	15 5%	20 6%	15 5%	37 6%	25 5%	8 7%	23 5%	30 7%	13 4%	13 6%	58 6%
Pollution/ Environment/ Climate change	45 5%	38 4%	3 5%	5 6%	11 5%	12 4%	9 4%	3 3%	14 6%	22 7%	13 5%	9 3%	21 7%zm	21 3%	14 3%	6 6%	25 6%	21 5%	11 3%	14 6%	52 5%
Poverty/Inequality	41 4%	36 4%	3 7%	2 2%	9 4%	13 4%	9 4%	6 4%	11 5%	13 4%	13 5%	11 3%	16 5%	23 4%	22 5%	5 5%	14 3%	19 4%	15 4%	7 3%	53 5%
Housing	21 2%	16 2%	2 4%	2 3%	3 1%	4 1%	2 1%	7 5%zaef	4 2%	2 1%	6 2%	13 4%i	5 2%	15 2%	10 2%	3 3%	7 2%	8 2%	11 3%	1 *	23 2%
Unemployment/ Factory closure/ Lack of industry	18 2%	13 2%	1 2%	4 4%h	6 3%	5 1%	4 1%	3 2%	1 *	4 1%	5 2%	6 2%	7 2%	10 2%	9 2%	2 2%	7 2%	9 2%	2 1%	7 3%	15 1%

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+
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	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Common Market/ Brexit/EU/Europe/ Euro	17 2%	14 2%	- -	3 4%e	1 *	1 *	1 *	4 3%	8 3%e	9 3%	4 1%	3 1%	10 3%zm	6 1%	11 2%	2 1%	5 1%	7 2%	6 2%	4 2%	21 2%
Defence/Foreign affairs/ International terrorism	17 2%	16 2%	* 1%	- -	3 1%	6 2%	5 2%	5 4%	3 1%	8 2%	4 1%	3 1%	7 2%	5 1%	5 1%	2 2%	10 2%	5 1%	8 2%	4 2%	21 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	15 1%l	13 1%	1 3%	1 1%	1 1%	8 3%	7 3%	3 3%	1 1%	3 1%	5 2%	7 2%	1 *	13 2%	7 2%	2 2%	5 1%	4 1%	9 2%	2 1%	15 1%
Education/Schools	12 1%	10 1%	- -	2 2%	1 *	5 2%	5 2%	3 2%	2 1%	5 2%	1 *	5 1%	6 2%	3 *	6 1%	- -	5 1%	8 2%	3 1%	- -	13 1%
Taxation	10 1%	9 1%	- -	1 2%	4 2%	2 1%	2 1%	1 1%	1 1%	* *	4 1%	5 1%	2 1%	5 1%	9 2%	- -	1 *	6 1%	4 1%	- -	10 1%
Race relations	9 1%	8 1%	- -	1 1%	2 1%	1 *	1 *	2 2%	3 1%	* *	2 1%	6 2%	2 1%	7 1%	6 1%	- -	3 1%	4 1%	2 *	3 2%	7 1%
Public services in general	7 1%	7 1%	- -	- -	2 1%	1 *	1 *	- -	4 2%	* *	3 1%	3 1%	6 2%zm	1 *	5 1%	1 1%	1 *	3 1%	5 1%	- -	8 1%
Ageing population/ Social care for the elderly	7 1%	4 *	1 2%	2 2%	* *	2 1%	1 *	* *	2 1%	6 2%z	1 *	- -	4 1%	3 1%	3 1%	2 2%	2 *	2 *	5 1%	* *	10 1%
Low pay/Minimum wage/Fair wages	6 1%	5 1%	1 1%	- -	1 *	3 1%	2 1%	- -	2 1%	1 *	1 *	4 1%	1 *	3 1%	3 1%	- -	3 1%	1 *	3 1%	1 *	6 1%

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 DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Nuclear weapons/ Nuclear war/ Disarmament	5 1%a	1 *	- -	4 zade fh	1 *	- -	- -	* *	- -	- -	* *	4 1%	* *	5 1%	* *	- -	5 1%	5 1%	- -	- -	3 *
International trade/trade deals	5 *	5 1%	- -	- -	- -	- -	- -	1 1%	4 2%z	2 1%	3 1%	- -	3 1%	2 *	3 1%	- -	2 *	2 1%	2 *	1 *	4 *
Nationalisation/ Government control of institutions	5 *	5 1%	- -	- -	1 *	1 *	1 1%	- -	3 1%	2 1%	2 1%	1 *	2 1%	3 *	1 *	2 2%	1 *	2 1%	1 *	1 1%	5 *
Local government/ Council tax	4 *	4 *	- -	- -	1 1%	1 *	1 *	- -	2 1%	- -	1 *	3 1%	1 *	4 1%	3 1%	- -	2 *	3 1%	2 *	- -	4 *
Population levels/ Overpopulation	4 *	2 *	1 2%zaf	* 1%	* *	1 *	- -	* *	1 1%	1 *	1 *	2 1%	1 *	2 *	3 1%	- -	1 *	1 *	2 1%	1 *	7 1%
Mental health/ well-being	4 *	4 *	- -	- -	- -	3 1%	3 1%	* *	1 *	3 1%	1 *	- -	1 *	3 *	* *	1 1%	2 1%	* *	3 1%	- -	4 *
Coronavirus/ pandemic diseases	3 *	3 *	- -	- -	- -	- -	- -	3 2%zae	- -	- -	- -	3 1%	- -	3 *	- -	- -	3 1%	- -	3 1%	- -	1 *
UK union/ devolution/reform	2 *	- -	- -	2 3%zade fh	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *	* *	1 *	1 1%	- -	- -	1 *	2 1%	3 *
Morality/ Individual behaviour/ Lifestyle	2 *	1 *	* 1%	- -	* *	1 *	1 *	- -	- -	1 *	* *	- -	* *	1 *	* *	- -	1 *	1 *	1 *	- -	3 *
Transport/Public transport	1 *	1 *	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	1 *	1 *z	- -	1 *	- -	- -	- -	1 *	1 *	2 *

Proportions/Mean: 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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Q.PL01
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		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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Drug abuse	1 *	- -	* 1%a	1 1%a	- -	* *	- -	- -	- -	* *	- -	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
Countryside/Rural life	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *
Petrol prices/Fuel	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *
Pensions/Social security/Benefits	* *	* *	- -	- -	- -	* *	* *	- -	- -	- -	- -	* *	* *	- -	* *	- -	- -	* *	- -	- -	1 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Royal Family/ Monarchy	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Food production/ farming	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Other	29	25	2	2	12	7	5	2	6	11	6	12	6	16	13	2	15	11	12	6	35
	3%	3%	5%	2%	5%	2%	2%	2%	3%	3%	2%	4%	2%	3%	3%	2%	3%	3%	3%	3%	3%
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	1.00	1.00	1.00
Don't know	55	53	1	1	18	16	15	6	14	9	13	31	8	40	19	10	26	28	17	10	39
	5%il	6%	2%	1%	8%	5%	6%	4%	6%	3%	4%	9%zi	3%	6%l	4%	10%n	6%	6%	5%	5%	4%
Personal finances (NET)	248	218	12	17	59	96	84	23	52	60	83	93	75	162	136	14	98	112	97	39	244
	25%io	25%	24%	20%	25%	31%zag	32%zag	17%	23%	18%	29%i	27%i	24%	26%	29%zo	13%	23%	26%	27%	18%	24%

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ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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

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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	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
WEIGHTED BASE	1005	125*	301	61*	360	163*	147*	191*	161	160	103	456	859	132	296	1005
	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Inflation/Prices	200	18	67	9	83	33	41	40	25	23	17	96	165	30	81	184
	20%	14%	22%	15%	23%	20%	28%zk	21%	16%	14%	16%	21%	19%	23%	27%	18%
Economy/Economic situation	189	23	66	10	64	36	27	24	37	38	23	90	172	17	55	200
	19%	19%	22%	16%	18%	22%	19%	12%	23%j	24%j	22%	20%	20%	13%	19%	20%
Immigration/immigrants	141	39	16	10	42	16	25	26	24	15	10	54	135	6	29	121
	14%bv	31%zbd	5%	17%b	12%b	10%	17%	14%	15%	9%	9%	12%	16%zv	4%	10%	12%
National health service/Hospitals/Healthcare	73	8	26	2	28	8	9	20	11	12	7	36	68	4	21	73
	7%	6%	9%	4%	8%	5%	6%	11%	7%	7%	7%	8%	8%	3%	7%	7%
Lack of faith in politics / politicians / government	56	1	29	2	18	10	2	10	7	16	6	25	52	4	6	58
	6%i	1%	10%za	3%	5%	6%	1%	5%	4%	10%zi	6%	6%	6%	3%	2%	6%
Pollution/Environment/Climate change	45	5	14	7	9	6	7	10	7	12	4	16	45	*	7	52
	5%v	4%	5%	11%d	2%	3%	5%	5%	5%	7%	4%	4%	5%v	*	2%	5%
Poverty/Inequality	41	-	20	2	7	9	4	10	7	5	8	20	34	7	13	53
	4%	-	7%zad	3%	2%	5%	3%	5%	4%	3%	7%z	4%	4%	6%	4%	5%
Housing	21	4	7	-	8	3	6	5	3	1	4	9	14	6	6	23
	2%	3%	2%	-	2%	2%	4%	2%	2%	1%	4%	2%	2%	5%zu	2%	2%
Unemployment/Factory closure/Lack of industry	18	2	6	3	3	3	4	3	3	3	1	10	13	5	7	15
	2%	1%	2%	5%	1%	2%	3%	1%	2%	2%	1%	2%	2%	4%	2%	1%

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Common Market/ Brexit/EU/Europe/ Euro	17 2%	1 *	4 1%	3 6%	6 2%	1 1%	* *	2 1%	4 2%	7 5%z	1 1%	10 2%	16 2%	1 1%	5 2%	21 2%
Defence/Foreign affairs/ International terrorism	17 2%	7 5%zb	2 1%	1 2%	5 1%	2 1%	1 *	3 2%	2 1%	5 3%	1 1%	6 1%	17 2%	- -	3 1%	21 2%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	15 1%	3 2%	3 1%	1 2%	7 2%	4 3%	- -	1 *	2 1%	2 1%	1 1%	9 2%	10 1%	5 4%zu	3 1%	15 1%
Education/Schools	12 1%	3 2%	2 1%	2 4%	3 1%	2 1%	1 *	2 1%	3 2%	2 1%	2 2%	4 1%	8 1%	3 3%	3 1%	13 1%
Taxation	10 1%u	* *	1 *	- -	6 2%	3 2%	- -	- -	2 1%	1 1%	1 1%	8 2%	4 *	4 3%zu	6 2%	10 1%
Race relations	9 1%	* *	3 1%	1 1%	3 1%	- -	1 1%	4 2%	1 *	2 1%	1 1%	7 1%	6 1%	2 2%	1 *	7 1%
Public services in general	7 1%	- -	4 1%	- -	3 1%	1 1%	2 1%	- -	1 *	3 2%	* *	6 1%	7 1%	- -	2 1%	8 1%
Ageing population/ Social care for the elderly	7 1%	1 1%	1 *	- -	3 1%	- -	- -	3 2%	2 1%	- -	1 1%	2 *	7 1%	- -	1 *	10 1%
Low pay/Minimum wage/Fair wages	6 1%	- -	2 1%	1 2%	* *	1 *	2 1%	2 1%	- -	- -	* *	2 *	4 *	2 1%	2 1%	6 1%

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	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Nuclear weapons/ Nuclear war/ Disarmament	5 1%	-	-	-	5	4	-	-	1	*	*	-	4	1	1	3
		-	-	-	1%	2%z	-	-	1%	*	*	-	*	1%	*	*
International trade/trade deals	5 *	1	3	-	2	1	2	-	2	1	-	3	4	-	2	4
		1%	1%	-	*	*	1%	-	1%	1%	-	1%	*	-	1%	*
Nationalisation/ Government control of institutions	5 *	-	3	-	2	-	2	-	1	-	*	3	4	1	1	5
		-	1%	-	*	-	1%	-	1%	-	*	1%	*	*	*	*
Local government/ Council tax	4 *	1	2	-	1	-	1	3	-	-	-	3	4	-	-	4
		1%	1%	-	*	-	1%	1%	-	-	-	1%	*	-	-	*
Population levels/ Overpopulation	4 *	1	1	-	2	-	-	1	*	2	1	2	3	*	2	7
		1%	*	-	1%	-	-	*	*	1%	1%	*	*	*	1%	1%
Mental health/ well-being	4 *u	-	2	1	*	-	-	*	-	1	-	1	1	3	2	4
		-	1%	2%	*	-	-	*	-	1%	-	*	*	2%zu	1%	*
Coronavirus/ pandemic diseases	3 *	-	-	-	3	-	-	-	-	-	-	-	-	-	3	1
		-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	*
UK union/ devolution/reform	2 *	-	-	-	-	-	-	*	2	-	*	2	2	-	-	3
		-	-	-	-	-	-	*	1%	-	*	*	*	-	-	*
Morality/ Individual behaviour/ Lifestyle	2 *	-	*	-	1	-	-	*	-	1	*	-	2	-	*	3
		-	*	-	*	-	-	*	-	*	*	-	*	-	*	*
Transport/Public transport	1 *	-	-	-	1	-	-	1	-	-	1	1	1	1	-	2
		-	-	-	*	-	-	*	-	-	1%	*	*	1%	-	*

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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

25 Jan 2024

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
WEIGHTED BASE	1005	125*	301	61*	360	163*	147*	191*	161	160	103	456	859	132	296	1005
	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Drug abuse	1	-	1	-	*	-	-	1	-	*	-	1	1	-	-	2
	*	-	*	-	*	-	-	1%	-	*	-	*	*	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Countryside/Rural life	1	1	-	-	-	-	-	-	-	1	-	1	1	-	1	1
	*	1%	-	-	-	-	-	-	-	1%	-	*	*	-	*	*
Petrol prices/Fuel	1	-	-	-	1	1	-	-	-	-	-	-	-	1	1	1
	*	-	-	-	*	*	-	-	-	-	-	-	-	1%U	*	*
Pensions/Social security/Benefits	*	-	-	*	-	-	*	-	-	-	*	-	*	-	-	1
	*	-	-	1%	-	-	*	-	-	-	*	-	*	-	-	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 2024

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

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UNWEIGHTED BASE	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
WEIGHTED BASE	1005	125*	301	61*	360	163*	147*	191*	161	160	103	456	859	132	296	1005
	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	29	-	7	1	10	6	5	2	2	6	7	7	20	8	5	35
	3%	-	2%	1%	3%	4%	3%	1%	2%	4%	7%zn	2%	2%	6%zu	2%	3%
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
Don't know	55	6	8	4	32	14	4	17	10	2	4	22	35	20	27	39
	5%blu	5%	3%	6%	9%zb	9%l	2%	9%l	6%	1%	4%	5%	4%	15%zu	9%	4%
Personal finances (NET)	248	18	89	12	91	43	47	52	32	28	25	118	203	40	97	244
	25%a	14%	30%za	20%	25%	27%	32%kl	27%	20%	18%	24%	26%	24%	31%	33%	24%

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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ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 2024

Table 4

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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Inflation/Prices	338	159	171	44	77	61	54	47	55	121	115	103	72	94	80	70	166	150	62	54	94	339
	34%hkl	33%	34%	40%hk	45%zgh	38%hk	31%	30%	24%	43%zgh	35%h	26%	27%	39%lp	39%l	29%	33%l	34%	43%z	34%	31%	34%
Economy/Economic situation	306	162	141	33	37	63	57	49	67	70	120	116	115	76	47	56	191	103	31	44	136	346
	30%dnqr	33%	28%	30%	22%	39%di	33%	32%	29%	25%	36%zdi	30%	44%zmnopq	31%	23%	23%	38%zmnopq	23%	21%	27%	45%zrs	34%
Immigration/ immigrants	297	161	135	11	22	47	54	67	96	33	101	163	65	69	69	84	134	153	41	50	86	285
	30%cdip	33%	27%	10%	13%	30%cdi	31%cdi	43%zcdij	41%zcdi	12%	30%cdi	42%zcdiej	24%	29%	34%	35%	26%	35%zlp	28%	31%	28%	28%
National health service/Hospitals/ Healthcare	278	130	142	25	35	36	73	43	66	60	110	109	91	75	55	51	165	107	21	49	107	308
	28%ir	27%	28%	22%	21%	23%	43%zcd	27%	28%	21%	33%zdei	28%	34%zoq	31%	27%	22%	33%zoq	24%	15%	30%r	35%zr	31%
Housing	151	59	90	23	36	13	24	15	39	60	37	55	25	44	38	37	69	75	26	33	33	157
	15%ejlt	12%	18%	21%egj	21%egj	8%	14%	10%	17%	21%zegj	11%	14%	10%	18%lp	19%l	15%	14%l	17%l	18%	20%t	11%	16%
Poverty/Inequality	140	49	86	21	25	20	28	17	30	46	47	47	50	33	21	30	84	51	19	36	40	150
	14%a	10%	17%za	19%	14%	12%	16%	11%	13%	16%	14%	12%	19%znq	14%	10%	12%	16%z	12%	13%	23%zt	13%	15%
Pollution/ Environment/ Climate change	130	61	66	9	11	17	31	29	34	19	48	63	45	32	29	20	78	49	15	21	46	159
	13%di	12%	13%	8%	6%	11%	18%di	18%di	15%i	7%	14%di	16%di	17%zo	13%	14%	8%	15%z	11%	11%	13%	15%	16%
Lack of faith in politics / politicians / government	124	60	61	3	19	14	25	26	36	21	40	63	38	27	24	33	65	57	23	15	41	134
	12%ci	12%	12%	3%	11%	9%	15%ci	17%ci	15%ci	8%ci	12%ci	16%zci	14%	11%	12%	14%	13%	13%	16%	9%	13%	13%
Education/Schools	114	44	66	13	22	18	22	15	25	34	40	40	52	34	15	9	87	24	8	20	55	134
	11%oq	9%	13%	11%	13%	11%	13%	10%	11%	12%	12%	10%	20%znoq	14%oq	7%	4%	17%znoq	5%	6%	12%	18%zr	13%

Proportions/Mean: 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 : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (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+**

	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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005	
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005	
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%	
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 7%	39 8%	36 7%	8 7%	17 10%	11 7%	12 7%	10 7%	16 7%	26 9%	23 7%	27 7%	23 9%	23 9%	8 4%	18 7%	46 9%	26 6%	22 16%zt	13 8%	19 6%	69 7%	
Defence/Foreign affairs/ International terrorism	68 7% ^f	35 7%	31 6%	8 7%	8 5%	13 8%	4 2%	13 8% ^f	22 9% ^f	16 6%	17 5% ^f	35 9% ^f	23 9%	18 7%	13 7%	10 4%	41 8%	24 5%	6 4%	16 10%	23 8%	79 8%	
Unemployment/ Factory closure/ Lack of industry	64 6%	40 8%	24 5%	10 9%	14 8%	14 9%	6 3%	9 6%	12 5%	24 8%	20 6% ^f	21 5%	20 8%	16 6%	11 5%	18 8%	36 7%	28 6%	10 7%	14 9%	16 5%	69 7%	
Common Market/ Brexit/EU/Europe/ Euro	48 5% ^b	37 8% ^{zb}	11 2%	5 5%	9 5%	9 6%	11 7%	7 4%	7 3%	14 5%	20 6%	14 4%	18 7% ^o	15 6% ^o	10 5%	3 1%	33 7% ^{zo}	14 3%	2 1%	6 4%	22 7% ^r	56 6%	
Public services in general	42 4% ^c	18 4%	21 4%	1 1%	9 5%	9 6%	9 5%	10 6% ^k	4 2%	10 4%	18 6%	14 3%	16 6% ^q	16 6% ^{oq}	5 2%	3 1%	32 6% ^{zoq}	8 2%	5 3%	4 2%	21 7% ^z	48 5%	
Transport/Public transport	40 4%	19 4%	21 4%	4 3%	4 2%	6 4%	9 5%	10 6%	8 3%	8 3%	15 5%	17 4%	14 5%	13 5%	6 3%	7 3%	27 5% ^z	13 3%	6 5%	2 1%	19 6% ^{zs}	39 4%	
Race relations	38 4%	22 4%	16 3%	11 10% ^{zefg} ^{jk}	9 5%	4 2%	3 2%	3 2%	9 4%	20 7% ^{z^{fj}}	6 2%	12 3%	17 6% ^{zo}	7 3%	11 6% ^{oq}	2 1%	24 5%	13 3% ^o	5 3%	5 3%	10 3%	35 3%	
Ageing population/ Social care for the elderly	38 4%	16 3%	22 4%	1 1%	8 4%	3 2%	9 5%	9 6%	8 3%	9 3%	12 4%	18 4%	19 7% ^{zmop} ^q	5 2%	9 4%	4 2%	24 5% ^m	13 3%	3 2%	5 3%	13 4%	44 4%	
Taxation	37 4%	19 4%	15 3%	5 4%	6 4%	7 4%	5 3%	3 2%	11 5%	11 4%	12 4%	14 3%	8 3%	5 2%	6 3%	14 6%	13 3%	20 4%	2 2%	7 4%	13 4%	38 4%	

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 Overlap formulae used. * small base

Respondent type : GB Adults 18+
 Fieldwork dates : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 2024

Table 4

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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Low pay/Minimum wage/Fair wages	36 4%	13 3%	21 4%	6 5%	7 4%	8 5%	2 1%	5 3%	9 4%	12 4%	10 3% ^f	13 3%	7 3%	8 3%	7 4%	12 5%	15 3%	19 4%	5 3%	3 2%	7 2%	40 4%
Pensions/Social security/Benefits	31 3%	8 2%	22 4%	2 1%	5 3%	5 3%	9 5%	2 2%	7 3%	7 2%	14 4%	9 2%	5 2%	8 3%	10 5%	8 3%	13 2%	18 4%	4 3%	2 1%	12 4%	26 3%
Local government/ Council tax	23 2%	12 2%	11 2%	- -	3 2%	5 3%	9 5% ^{zi}	3 2%	3 1%	3 1%	14 4%	6 2%	5 2%	10 4% ^o	6 3%	1 *	15 3%	7 2%	1 1%	4 3%	10 3%	23 2%
Coronavirus/ pandemic diseases	18 2% ^t	8 2%	10 2%	3 2%	2 1%	- -	5 3%	1 *	8 4%	4 2%	5 1%	9 2% ^g	5 2%	1 *	7 3%	5 2%	6 1%	12 3%	4 3%	8 5% ^{zt}	1 *	14 1%
Nationalisation/ Government control of institutions	17 2%	11 2%	6 1%	1 *	3 2%	1 1%	3 2%	6 4%	4 2%	3 1%	5 1%	9 2%	5 2%	5 2%	5 2%	3 1%	9 2%	8 2%	1 1%	* *	8 3%	20 2%
Population levels/ Overpopulation	17 2%	10 2%	7 1%	1 1%	3 2%	1 *	4 2%	4 2%	5 2%	4 1%	5 1%	9 2%	1 *	8 3% ^{lp}	2 1%	6 2%	9 2% ^l	7 2%	1 1%	5 3%	4 1%	23 2%
Petrol prices/Fuel	15 1%	7 2%	5 1%	1 1%	2 1%	3 2%	4 2%	4 2%	2 1%	3 1%	6 2%	6 1%	3 1%	4 2%	5 2%	3 1%	7 1%	7 2%	3 2%	3 2%	5 2%	15 1%
Mental health/ well-being	14 1%	5 1%	8 2%	1 1%	4 2%	4 3%	1 1%	2 1%	2 1%	5 2%	5 2%	4 1%	1 *	4 2%	2 1%	5 2%	5 1%	7 2%	1 1%	1 *	1 *	17 2%
International trade/trade deals	14 1% ^b	12 2% ^b	2 *	2 2%	1 1%	3 2%	2 1%	3 2%	2 1%	3 1%	5 1%	5 1%	3 1%	4 2%	2 1%	4 2%	7 1%	6 1%	1 1%	2 1%	5 2%	12 1%
Morality/ Individual behaviour/ Lifestyle	13 1%	6 1%	7 1%	- -	2 1%	2 1%	- -	3 2%	6 2%	2 1%	2 1%	9 2%	3 1%	2 1%	2 1%	5 2%	5 1%	7 2%	- -	3 2%	4 1%	18 2%
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	5 1%	8 1%	- -	1 1%	2 1%	1 1%	6 4% ^{zi}	2 1%	1 *	3 1%	8 2%	2 1%	4 2%	1 *	5 2%	6 1%	6 1%	4 3%	2 1%	5 2%	11 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 : 8th December - 13th December 2023
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ISSUES INDEX DECEMBER 2023 (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+

	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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
Drug abuse	10	5	5	-	4	-	1	3	2	4	1	5	1	4	*	4	5	5	4	1	3	11
	1%	1%	1%	-	2%	-	1%	2%	1%	1%	*	1%	*	2%	*	2%	1%	1%	3%	1%	1%	1%
Food production/ farming	9	5	4	1	*	-	2	4	2	1	2	5	-	4	1	4	4	5	-	3	4	9
	1%	1%	1%	1%	*	-	1%	2%	1%	*	1%	1%	-	2%	1%	2%	1%	1%	-	2%	1%	1%
Trade unions/ Strikes	8	4	4	-	3	1	1	3	1	3	2	4	1	6	-	2	6	2	2	-	4	9
	1%	1%	1%	-	1%	1%	*	2%	1%	1%	*	1%	*	2%z	-	1%	1%	*	1%	-	1%	1%
UK union/ devolution/reform	7	5	2	-	1	-	1	4	1	1	1	5	2	2	1	2	4	3	*	1	4	8
	1%	1%	*	-	*	-	1%	3%zj	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Countryside/Rural life	7	4	3	-	-	1	2	3	1	-	3	4	2	2	2	1	4	2	1	1	4	7
	1%	1%	1%	-	-	1%	1%	2%	*	-	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%
Privatisation	6	3	3	-	-	1	*	2	4	-	1	6	*	1	1	5	1	6	1	2	1	9
	1%p	1%	1%	-	-	*	*	1%	2%	-	*	1%	*	*	*	2%p	*	1%	*	1%	*	1%
Pound/Exchange rate/Value of pound	5	5	-	-	1	1	*	3	-	1	2	3	2	2	-	1	4	1	-	-	3	6
	1%	1%	-	-	*	1%	*	2%z	-	*	1%	1%	1%	1%	-	1%	1%	*	-	-	1%	1%
Northern Ireland	4	3	1	-	-	-	-	3	1	-	-	4	-	2	-	2	2	2	-	-	2	3
	*	1%	*	-	-	-	-	2%zj	*	-	-	1%	-	1%	-	1%	*	*	-	-	1%	*
Animal welfare	2	2	-	-	-	-	-	2	1	-	-	2	*	1	*	1	1	1	-	-	1	6
	*	1%	-	-	-	-	-	1%	*	-	-	1%	*	*	*	*	*	*	-	-	*	1%
Royal Family/ Monarchy	2	2	-	-	-	-	-	2	-	-	-	2	-	2	-	-	2	-	-	-	2	1
	*	*	-	-	-	-	-	1%z	-	-	-	1%	-	1%	-	-	*	-	-	-	1%	*
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	93	52	38	15	19	8	12	14	24	34	20	38	25	22	19	21	48	41	15	15	20	106
	9%	11%	7%	13%	11%	5%	7%	9%	10%	12%	6%	10%	9%	9%	9%	9%	9%	9%	10%	10%	7%	11%

Proportions/Mean: 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 : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

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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+

	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	1005	488	506	83	144	142	194	189	253	227	336	442	279	312	181	173	591	354	141	184	322	1005
WEIGHTED BASE	1005	486	508	112*	171*	160*	172	156	234	283	332	390	265	242	203	238	507	442	144*	160	301	1005
	100%	48%	51%	11%*	17%*	16%*	17%	15%	23%	28%	33%	39%	26%	24%	20%	24%	50%	44%	14%*	16%	30%	100%
MEAN NUMBER OF MENTIONS	2.83	2.86	2.77	2.64	2.75	2.70	2.95	3.10	2.82	2.70	2.83	2.93	3.03q	3.07	2.78	2.57	3.05zq	2.67	2.64	2.91	3.09z	2.98
STANDARD ERROR	0.06	0.11	0.07	0.13	0.14	0.10	0.10	0.26	0.13	0.10	0.07	0.13	0.08	0.16	0.09	0.18	0.09	0.10	0.11	0.09	0.13	0.07
ERROR VARIANCE	*	0.01	0.01	0.02	0.02	0.01	0.01	0.07	0.02	0.01	*	0.02	0.01	0.03	0.01	0.03	0.01	0.01	0.01	0.01	0.02	*
Don't know	155	72	83	27	46	20	15	19	29	73	34	48	18	37	36	46	54	83	22	17	26	109
	15% fj pt	15%	16%	24% zfg hjk	27% zef ghjk	12%	8%	12%	12%	26% zef ghjk	10%	12%	7%	15% lp	18% lp	19% lp	11% l	19% lp	15%	11%	9%	11%
Personal finances (NET)	463	203	251	58	97	83	76	65	84	154	160	149	119	118	97	101	237	199	76	83	131	472
	46% hk	42%	49%	52% h	56% zgh k	52% hk	44%	42%	36%	54% zgh k	48% hk	38%	45%	49%	48%	42%	47%	45%	53%	52%	43%	47%

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

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Inflation/Prices	338 34%o	296 34%	16 33%	27 31%	84 35%	118 38%h	102 39%h	46 34%	63 28%	97 29%	100 35%	129 38%	104 34%	216 35%	180 38%zo	21 20%	137 32%	151 35%	129 36%	59 28%	339 34%
Economy/Economic situation	306 30%k	264 30%	15 32%	27 31%	78 32%	86 28%	71 27%	51 38%	64 28%	110 32%k	110 38%zk	78 23%	125 41%zm	167 27%	164 35%zp	31 30%	111 26%	141 32%	97 27%	68 32%	346 34%
Immigration/immigrants	297 30%j	262 30%	12 25%	22 26%	67 28%	98 32%	86 33%	37 27%	72 31%	141 41%zjk	70 24%	82 24%	73 24%	199 32%l	133 28%	33 31%	131 31%	119 27%	107 30%	71 34%	285 28%
National health service/Hospitals/Healthcare	278 28%	236 27%	17 34%	25 29%	66 27%	77 25%	60 23%	43 32%	68 29%	102 30%	85 29%	84 25%	108 35%zm	156 25%	144 30%	30 29%	104 25%	121 28%	91 26%	66 31%	308 31%
Housing	151 15%i	128 15%	11 23%	12 13%	27 11%	49 16%	38 14%	27 20%	36 16%	37 11%	40 14%	65 19%i	41 13%	102 16%	62 13%	19 18%	70 17%	73 17%	53 15%	25 12%	157 16%
Poverty/Inequality	140 14%	125 14%	7 15%	8 10%	36 15%	35 11%	28 11%	16 12%	45 19%zae f	36 11%	42 15%	54 16%	54 17%z	78 13%	61 13%	20 19%	59 14%	60 14%	51 14%	28 13%	150 15%
Pollution/Environment/Climate change	130 13%km	110 13%	8 16%	13 14%	32 13%	43 14%	35 13%	9 6%	34 15%	53 16%k	44 15%	29 9%	61 20%zm	61 10%	57 12%	16 15%	58 14%	59 13%	35 10%	36 17%	159 16%
Lack of faith in politics / politicians / government	124 12%	107 12%	6 12%	10 12%	31 13%	30 10%	24 9%	17 12%	36 16%	39 12%	34 12%	44 13%	39 13%	72 12%	59 12%	14 13%	51 12%	55 13%	44 12%	25 12%	134 13%
Education/Schools	114 11%lm	102 12%	4 8%	9 10%	19 8%	37 12%	34 13%	18 13%	32 14%	39 11%	34 12%	37 11%	52 17%zm	52 8%	49 10%	23 22%znp	42 10%	42 10%	45 13%	26 13%	134 13%

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 : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 7%l	65 8%	7 15%ch	3 3%	14 6%	33 11%h	26 10%	16 12%h	10 4%	24 7%	19 7%	29 9%	12 4%	59 9%l	34 7%	11 10%	31 7%	31 7%	32 9%	12 6%	69 7%
Defence/Foreign affairs/ International terrorism	68 7%	60 7%	1 3%	6 7%	18 7%	20 6%	18 7%	12 9%	13 5%	27 8%	17 6%	22 6%	27 9%z	35 6%	32 7%	4 4%	31 7%	34 8%	19 5%	14 7%	79 8%
Unemployment/ Factory closure/ Lack of industry	64 6%h	53 6%h	4 8%h	7 9%h	22 9%h	20 7%h	16 6%	11 8%h	4 2%	26 8%	12 4%	21 6%	21 7%	37 6%	31 6%	4 4%	29 7%	31 7%	20 5%	14 6%	69 7%
Common Market/ Brexit/EU/Europe/ Euro	48 5%e	42 5%	* *	6 7%	10 4%	7 2%	7 3%	8 6%	18 8%e	18 5%	12 4%	18 5%	21 7%z	24 4%	28 6%	5 5%	15 4%	24 6%	13 4%	11 5%	56 6%
Public services in general	42 4%eimp	38 4%ef	- -	3 4%	18 8%zef	5 1%	5 2%	4 3%	11 5%	6 2%	21 7%zi	13 4%	24 8%zm	14 2%	28 6%p	6 5%	9 2%	18 4%	14 4%	10 5%	48 5%
Transport/Public transport	40 4%	33 4%	5 9%h	2 3%	10 4%	18 6%	14 5%	4 3%	6 3%	13 4%	17 6%	10 3%	12 4%	26 4%	20 4%	8 7%	13 3%	19 4%	14 4%	8 4%	39 4%
Race relations	38 4%	37 4%	- -	1 2%	7 3%	9 3%	9 4%	6 5%	14 6%	12 4%	5 2%	20 6%j	14 5%	20 3%	12 3%	4 4%	23 5%	20 5%	9 2%	10 5%	35 3%
Ageing population/ Social care for the elderly	38 4%	31 4%	3 6%	4 5%	10 4%	15 5%	12 5%	3 2%	6 3%	12 4%	12 4%	12 3%	15 5%	22 4%	16 3%	7 7%	15 3%	17 4%	16 4%	5 3%	44 4%
Taxation	37 4%	32 4%	* 1%	4 4%	8 3%	7 2%	7 3%	3 3%	15 6%	13 4%	14 5%	8 2%	9 3%	22 4%	21 4%	3 3%	12 3%	14 3%	17 5%	6 3%	38 4%

Proportions/Mean: 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 : 8th December - 13th December 2023
Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Low pay/Minimum wage/Fair wages	36 4%	34 4%	1 3%	1 1%	6 2%	8 3%	7 3%	7 5%	14 6%	10 3%	8 3%	15 4%	11 3%	23 4%	16 3%	1 1%	19 5%	19 4%	14 4%	2 1%	40 4%
Pensions/Social security/Benefits	31 3%	24 3%	2 4%	4 5%	10 4%	10 3%	8 3%	3 2%	4 2%	17 5%k	9 3%	5 1%	7 2%	22 3%	17 3%	2 2%	12 3%	22 5%zu	7 2%	1 1%	26 3%
Local government/ Council tax	23 2%	22 2%	- -	1 1%	5 2%	6 2%	6 2%	3 3%	8 3%	5 1%	6 2%	11 3%	5 2%	17 3%	12 2%	3 3%	8 2%	9 2%	8 2%	6 3%	23 2%
Coronavirus/ pandemic diseases	18 2%ln	18 2%	- -	- -	1 *	6 2%	6 2%	4 3%	7 3%	4 1%	3 1%	11 3%	2 1%	16 3%	* *	5 4%n	13 3%n	4 1%	8 2%	6 3%	14 1%
Nationalisation/ Government control of institutions	17 2%	16 2%	1 3%	* *	7 3%	4 1%	3 1%	1 1%	5 2%	4 1%	7 2%	5 2%	7 2%	9 1%	9 2%	3 3%	5 1%	9 2%	4 1%	4 2%	20 2%
Population levels/ Overpopulation	17 2%	15 2%	1 2%	* 1%	1 *	4 1%	3 1%	1 1%	11 5%zad	4 1%	8 3%	5 2%	5 2%	9 2%	11 2%	* *	6 1%	7 2%	5 2%	5 2%	23 2%
Petrol prices/Fuel	15 1%	11 1%	2 4%fg	2 2%	7 3%	3 1%	1 *	- -	2 1%	2 1%	2 1%	11 3%	4 1%	10 2%	9 2%	- -	6 1%	5 1%	5 1%	5 2%	15 1%
Mental health/ well-being	14 1%	14 2%	- -	* *	1 *	5 2%	5 2%	1 1%	7 3%	4 1%	2 1%	8 2%	4 1%	10 2%	4 1%	1 1%	9 2%	5 1%	9 2%	* *	17 2%
International trade/trade deals	14 1%	13 1%	1 2%	- -	3 1%	2 1%	1 *	1 1%	7 3%	3 1%	4 1%	5 2%	4 1%	7 1%	6 1%	- -	7 2%	7 2%	3 1%	4 2%	12 1%
Morality/ Individual behaviour/ Lifestyle	13 1%	10 1%	1 2%	2 2%	2 1%	3 1%	2 1%	3 2%	4 2%	6 2%	3 1%	4 1%	5 2%	6 1%	4 1%	- -	9 2%	5 1%	7 2%	1 1%	18 2%

Proportions/Mean: 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 : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	9 1%	- -	4 4%zaef	5 2%	1 *	1 *	* *	2 1%	2 1%	4 1%	6 2%	3 1%	9 2%	4 1%	1 1%	8 2%	7 2%	2 1%	4 2%	11 1%
Drug abuse	10 1%a	4 *	5 10%zacd efgh	1 1%	2 1%	5 2%	- -	- -	2 1%	2 *	* *	8 2%	2 1%	8 1%	4 1%	- -	6 1%	2 *	5 1%	3 2%	11 1%
Food production/ farming	9 1%	9 1%	- -	- -	2 1%	2 1%	2 1%	- -	5 2%	3 1%	2 1%	3 1%	1 *	7 1%	4 1%	- -	5 1%	1 *	4 1%	3 1%	9 1%
Trade unions/ Strikes	8 1%	8 1%	- -	- -	3 1%	2 1%	2 1%	1 1%	3 1%	4 1%	2 1%	3 1%	3 1%	5 1%	6 1%	- -	2 *	3 1%	3 1%	2 1%	9 1%
UK union/ devolution/reform	7 1%a	3 *	1 2%	3 3%zaef	2 1%	1 *	- -	1 *	1 *	1 *	2 1%	4 1%	3 1%	3 1%	4 1%	1 1%	2 *	1 *	2 *	4 2%	8 1%
Countryside/Rural life	7 1%	7 1%	- -	* *	2 1%	1 *	1 *	- -	4 2%	1 *	2 1%	3 1%	3 1%	4 1%	5 1%	- -	2 *	1 *	1 *	4 2%	7 1%
Privatisation	6 1%n	6 1%	* *	* *	3 1%	* *	- -	1 1%	2 1%	2 *	2 1%	3 1%	1 *	6 1%	* *	1 1%	6 1%	5 1%	1 *	1 *	9 1%
Pound/Exchange rate/Value of pound	5 1%	5 1%	- -	- -	3 1%	1 *	1 *	- -	2 1%	1 *	2 1%	3 1%	2 1%	3 1%	5 1%	- -	1 *	2 *	2 1%	2 1%	6 1%
Northern Ireland	4 *	4 *	- -	- -	2 1%	- -	- -	- -	2 1%	- -	1 *	3 1%	- -	4 1%	2 *	- -	2 *	1 *	1 *	2 1%	3 *
Animal welfare	2 *	2 *	- -	* *	2 1%	- -	- -	- -	1 *	1 *	1 *	1 *	* *	1 *	1 *	- -	2 *	1 *	* *	1 *	6 1%
Royal Family/ Monarchy	2 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	2 *	2 *	- -	- -	- -	- -	2 1%	1 *

Proportions/Mean: 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 : 8th December - 13th December 2023
Source : Ipsos (JN Q218)

ISSUES INDEX DECEMBER 2023 (PUBLIC - FINAL)

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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								TENURE			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)	OWNED (i)	MORT GAGED (j)	RENTED (k)	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	1005	831	78	96	212	329	251	147	221	379	306	275	465	465	475	126	404	462	349	194	1005
WEIGHTED BASE	1005	869	49*	88*	242	310	262	135*	230	341	290	338	308	622	476	105*	424	436	358	211	1005
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	29%	34%	31%	62%	47%	10%*	42%	43%	36%	21%	100%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	93	80	7	6	31	22	15	14	20	37	27	25	30	51	43	6	44	49	28	16	106
	9%	9%	14%e	6%	13%f	7%	6%	10%	9%	11%	9%	7%	10%	8%	9%	6%	10%	11%	8%	7%	11%
MEAN NUMBER OF MENTIONS	2.83	2.85	2.93	2.61	2.88	2.72	2.68	2.93	2.97	2.81	2.87	2.82	3.04z	2.76	2.88	2.84	2.78	2.88	2.75	2.88	2.98
STANDARD ERROR	0.06	0.07	0.19	0.17	0.18	0.07	0.07	0.12	0.17	0.08	0.10	0.16	0.08	0.10	0.09	0.12	0.11	0.09	0.09	0.20	0.07
ERROR VARIANCE	*	0.01	0.03	0.03	0.03	*	0.01	0.01	0.03	0.01	0.01	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.04	*
Don't know	155	139	4	12	42	50	45	24	28	41	43	59	26	118	74	16	65	66	56	32	109
	15%l	16%	9%	13%	17%	16%	17%	18%	12%	12%	15%	17%	8%	19%zl	16%	15%	15%	15%	16%	15%	11%
Personal finances (NET)	463	407	20	36	114	142	122	64	108	137	136	171	153	281	234	42	187	206	174	83	472
	46%i	47%	42%	41%	47%	46%	46%	47%	47%	40%	47%	50%i	50%z	45%	49%	40%	44%	47%	49%	39%	47%

Proportions/Mean: 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 DECEMBER 2023 (PUBLIC - FINAL)

25 Jan 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	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
WEIGHTED BASE	1005	125*	301	61*	360	163*	147*	191*	161	160	103	456	859	132	296	1005
	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Inflation/Prices	338 34%l	36 28%	116 39% ^c	13 20%	116 32%	56 35%	66 45% ^{zk}	68 36%	44 27%	39 25%	32 31%	158 35%	281 33%	54 41%	114 38%	339 34%
Economy/Economic situation	306 30%	33 26%	108 36% ^{zd}	19 31%	93 26%	51 31%	44 30%	48 25%	60 37%	60 38%	38 36%	150 33%	273 32%	32 25%	83 28%	346 34%
Immigration/immigrants	297 30% ^{bm} v	64 51% ^{zb} d	63 21%	20 33%	97 27%	41 25%	42 29%	60 32%	56 35%	44 27%	21 20%	141 31% ^m	283 33% ^{zv}	14 11%	63 21%	285 28%
National health service/Hospitals/Healthcare	278 28% ^v	30 24%	93 31%	17 28%	101 28%	37 23%	45 31%	62 33%	43 27%	50 31%	32 31%	135 30%	249 29%	26 20%	70 23%	308 31%
Housing	151 15%	21 17%	52 17%	7 11%	53 15%	28 17%	32 22% ^l	27 14%	25 16%	15 10%	15 14%	61 13%	122 14%	28 21%	49 16%	157 16%
Poverty/Inequality	140 14%	13 11%	52 17%	11 17%	40 11%	20 12%	25 17%	22 12%	23 14%	17 10%	21 20% ^z	61 13%	113 13%	25 19%	42 14%	150 15%
Pollution/Environment/Climate change	130 13% ^v	17 13%	43 14%	11 18%	34 9%	19 12%	20 13%	31 16%	15 9%	30 19% ^k	13 13%	55 12%	124 14% ^{zv}	6 4%	29 10%	159 16%
Lack of faith in politics / politicians / government	124 12%	8 7%	49 16% ^{za} d	8 12%	34 9%	25 15%	16 11%	21 11%	16 10%	31 19% ^z	13 12%	58 13%	111 13%	10 8%	29 10%	134 13%
Education/Schools	114 11% ^d	21 17% ^d	45 15% ^{zd}	8 14%	28 8%	10 6%	24 16% ^{hj}	13 7%	24 15% ^h	23 15% ^h	11 10%	60 13%	97 11%	17 13%	43 15%	134 13%

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+
 Fieldwork dates : 8th December - 13th December 2023
 Source : Ipsos (JN Q218)

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UNWEIGHTED BASE	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
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	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	75 7%	17 14%zd	27 9%	2 3%	19 5%	12 8%	17 11%	14 7%	9 5%	11 7%	5 5%	35 8%	59 7%	17 13%zu	19 6%	69 7%
Defence/Foreign affairs/ International terrorism	68 7%	16 13%z	21 7%	3 4%	23 6%	13 8%	11 7%	14 7%	6 4%	15 10%	6 6%	29 6%	56 7%	8 6%	16 6%	79 8%
Unemployment/ Factory closure/ Lack of industry	64 6%d	11 9%	23 8%d	4 6%	11 3%	11 7%	18 12%zl	11 6%	14 9%	7 5%	6 6%	28 6%	52 6%	12 9%	20 7%	69 7%
Common Market/ Brexit/EU/Europe/ Euro	48 5%	4 3%	21 7%d	5 8%	10 3%	5 3%	8 6%	6 3%	10 6%	15 9%z	3 3%	28 6%	40 5%	5 4%	11 4%	56 6%
Public services in general	42 4%	4 3%	22 7%zd	* 1%	10 3%	8 5%	7 5%	5 2%	6 4%	11 7%	3 3%	28 6%	37 4%	4 3%	12 4%	48 5%
Transport/Public transport	40 4%	6 5%	14 5%	5 8%	11 3%	6 3%	5 4%	12 6%	9 5%	4 2%	3 3%	25 5%	38 4%	3 2%	10 3%	39 4%
Race relations	38 4%	6 5%	13 4%	2 3%	10 3%	5 3%	5 3%	5 2%	9 5%	8 5%	2 2%	14 3%	27 3%	10 7%zu	8 3%	35 3%
Ageing population/ Social care for the elderly	38 4%	4 3%	14 5%	3 5%	11 3%	8 5%	9 6%	7 4%	4 2%	4 3%	4 4%	17 4%	35 4%	3 2%	7 2%	44 4%

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Table 6

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

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UNWEIGHTED BASE	1005	123	331	66	326	147	151	180	174	180	219	365	832	163	285	1005
WEIGHTED BASE	1005	125*	301	61*	360	163*	147*	191*	161	160	103	456	859	132	296	1005
	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Taxation	37	6	9	1	15	6	7	-	11	4	3	20	27	7	15	38
	4%	5%	3%	2%	4%	4%	5%j	-	7%j	3%	3%	4%	3%	5%	5%	4%
Low pay/Minimum wage/Fair wages	36	1	15	2	15	7	10	4	4	2	3	13	27	10	12	40
	4%	1%	5%	3%	4%	4%	7%	2%	2%	1%	3%	3%	3%	7%zu	4%	4%
Pensions/Social security/Benefits	31	4	12	1	9	4	5	14	4	*	5	10	29	1	5	26
	3%l	3%	4%	2%	2%	2%	3%	7%zl	3%	*	5%	2%	3%	1%	2%	3%
Local government/ Council tax	23	3	6	-	10	3	3	5	4	3	2	13	18	2	6	23
	2%	3%	2%	-	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
Coronavirus/ pandemic diseases	18	7	4	*	6	1	7	2	1	1	1	4	13	2	6	14
	2%	5%z	1%	1%	2%	*	5%z	1%	1%	1%	1%	1%	2%	1%	2%	1%
Nationalisation/ Government control of institutions	17	4	6	-	6	2	5	4	3	2	*	13	15	2	4	20
	2%	3%	2%	-	2%	1%	3%	2%	2%	1%	*	3%	2%	2%	1%	2%
Population levels/ Overpopulation	17	8	3	-	5	3	1	5	1	3	3	8	15	2	3	23
	2%	6%zbd	1%	-	1%	2%	1%	3%	1%	2%	3%	2%	2%	1%	1%	2%
Petrol prices/Fuel	15	4	3	-	5	5	5	2	1	-	1	6	13	2	4	15
	1%	3%	1%	-	1%	3%	4%	1%	1%	-	1%	1%	1%	2%	1%	1%
Mental health/ well-being	14	1	5	2	4	1	3	1	1	2	*	4	8	6	8	17
	1%u	1%	2%	4%	1%	*	2%	1%	1%	1%	*	1%	1%	5%zu	3%	2%
International trade/trade deals	14	3	6	1	3	1	6	1	3	2	-	6	10	1	3	12
	1%	3%	2%	2%	1%	1%	4%z	1%	2%	1%	-	1%	1%	1%	1%	1%

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	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Morality/ Individual behaviour/ Lifestyle	13 1%	1 1%	5 1%	- -	4 1%	- -	1 1%	1 *	3 2%	3 2%	* *	4 1%	12 1%	1 1%	4 1%	18 2%
Nuclear weapons/ Nuclear war/ Disarmament	13 1%	2 2%	3 1%	- -	6 2%	6 3%	3 2%	1 *	2 2%	1 1%	1 1%	3 1%	11 1%	2 1%	4 1%	11 1%
Drug abuse	10 1%	2 2%	6 2%	* 1%	2 *	1 *	3 2%	5 3%	1 1%	* *	1 1%	3 1%	9 1%	1 1%	* *	11 1%
Food production/ farming	9 1%	4 3%zb	1 *	1 2%	2 1%	1 *	2 2%	2 1%	1 *	- -	* *	4 1%	8 1%	1 1%	1 *	9 1%
Trade unions/ Strikes	8 1%	3 3%	3 1%	- -	1 *	3 2%	2 2%	- -	2 1%	1 *	* *	3 1%	7 1%	2 1%	2 1%	9 1%
UK union/ devolution/reform	7 1%	2 2%	- -	- -	1 *	1 *	2 1%	1 1%	3 2%	1 *	* *	5 1%	6 1%	1 1%	1 *	8 1%
Countryside/Rural life	7 1%	3 3%z	1 *	- -	2 1%	- -	2 1%	- -	1 1%	3 2%	- -	5 1%	6 1%	1 1%	3 1%	7 1%
Privatisation	6 1%	1 1%	2 1%	- -	1 *	1 *	2 1%	* *	1 1%	1 1%	1 1%	- -	6 1%	1 1%	1 *	9 1%
Pound/Exchange rate/Value of pound	5 1%	2 2%	2 1%	- -	1 *	- -	3 2%	- -	1 *	1 1%	1 1%	4 1%	4 *	1 1%	2 1%	6 1%
Northern Ireland	4 *	3 2%zb	- -	- -	1 *	- -	2 1%	- -	1 *	- -	- -	2 *	3 *	1 1%	- -	3 *

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	100%	12%*	30%	6%*	36%	16%*	15%*	19%*	16%	16%	10%	45%	86%	13%	29%	100%
Animal welfare	2	-	1	-	1	*	1	*	1	1	1	-	2	1	*	6
	*	-	*	-	*	*	*	*	*	*	1%	-	*	1%	*	1%
Royal Family/ Monarchy	2	2	-	-	-	-	2	-	-	-	-	2	2	-	-	1
	*	2%z	-	-	-	-	1%z	-	-	-	-	*	*	-	-	*
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	93	5	24	6	32	18	13	13	15	19	15	33	72	18	26	106
	9%	4%	8%	10%	9%	11%	9%	7%	9%	12%	15%zn	7%	8%	14%	9%	11%
MEAN NUMBER OF MENTIONS	2.83d	3.18	3.06z	2.63	2.57	2.72	3.39z	2.72	2.84	2.85	2.72	2.90	2.84	2.78	2.68	2.98
STANDARD ERROR	0.06	0.34	0.08	0.12	0.10	0.11	0.27	0.10	0.19	0.09	0.10	0.11	0.07	0.22	0.08	0.07
ERROR VARIANCE	*	0.11	0.01	0.01	0.01	0.01	0.07	0.01	0.04	0.01	0.01	0.01	*	0.05	0.01	*
Don't know	155	15	28	8	91	27	15	31	20	23	14	72	126	28	60	109
	15%b	12%	9%	13%	25%za	16%	10%	16%	12%	15%	14%	16%	15%	21%	20%	11%
Personal finances (NET)	463	42	163	24	152	76	81	91	65	56	52	214	382	75	153	472
	46%al	34%	54%za	40%	42%	47%	55%kl	48%	40%	35%	50%	47%	44%	57%zu	52%	47%

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