

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

BASE: ALL ADULTS AGED 18+

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	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	AGE 55-64	65+	18-34	35-54	55+	AB	C1	SOCIAL C	RADE DE	ABC1	C2DE	UP TO 24999	HH INCOME 25000-49999	50000 PLUS	UNWTD
INVESTIGATED BASE	(z)	(a)	(b) 473	(c)	(d) 146	(e) 151	(f) 143	(g) 189	(h) 275	(i) 242	()	(k) 464	(I)	(m) 354	(n) 132	(o) 166	(p) 655	(q)	(r)	(s) 172	(t) 314	TOTAL 1000
UNWEIGHTED BASE WEIGHTED BASE	1000	480	500 50%	107*							294 332		280					298 434	130 134*			
Economy/Economic situation	100%	48% 94	80	24	17%* 36	17%* 45	17%*	16% 25	23%	28% 59	63	39% 54	28% 71	25% 46	21%*	22% 25	53% 117	43% 52	13%*	17% 32	30% 77	100%
	18% hko	20%	16%	22%	21%	27% zfh	11%	16%	12%	21% hk	19% f	14%	25% zno	19% q	13%	11%	22% zmn	12%	12%	19%	26% zr	19%
Inflation/Prices	q 152	65	86	27	34	jk 26	31	14	20	61	57	34	q 40	48	26	34	oq 88	60	18	32	55	143
	15% ghk	14%	17%	25% zgh	20% ghk	16%	19% ghk	9%	9%	22% zgh	17% ghk	9%	14%	20% z	12%	15%	17%	14%	13%	19%	18%	14%
Immigration/immigrants	139	83	55	k 8	1	15	38	29	49	k 9	53	78	25	26	47	38	51	85	26	16	23	112
inningrationy inningrants	14%	17%	11%	7%	1%	9%	23%	18%	21%	3%	16%	20%	9%	11%	22%	17%	10%	20%	19%	9%	8%	11%
	bdi Impt	zb		di		di	zcd eij	cdi	zcde i	d	dei	zcde i			zlm p	lp		zlm p	t			
National health service/Hospitals/ Healthcare	136	48	86	7	16	16	16	27	54	24	32	81	34	32	29	35	67	64	21	27	40	145
	14% ai	10%	17% za	7%	9%	9%	10%	17% ci	23% zcde	9%	10%	21% zcd	12%	13%	14%	16%	13%	15%	16%	16%	13%	15%
Lack of faith in politics / politicians	52	24	26	6	15	5	8	6	fij 12	20	14	efij 18	19	14	10	8	33	18	6	10	14	51
/ government																						
Poverty/Inequality	5% 36	5% 14	5% 21	5% 5	9% 11	3% 4	5% 5	4% 9	5% 1	7% 16	4% 9	5% 10	7%	6% 7	5% 10	4% 9	6% 14	4% 20	4%	6% 11	5% 10	5% 38
	4% h	3%	4%	5% h	6% h	2%	3%	6% hk	1%	6% h	3%	3% h	3%	3%	5%	4%	3%	5%	3%	7%	3%	4%
Housing	28 3%	7 1%	18 3%	4 3%	6 4%	6 4%	2 1%	3 2%	7 3%	10 4%	8 2%	10 2%	6 2%	4 2%	7 3%	9 4%	11 2%	16 4%	5 3%	5 3%	5 2%	26 3%
Defense/Fernian office/	a			2		2		3		3		13	0	6	3	7			7	4	8	30
Defence/Foreign affairs/ International terrorism	26	17	8	2	1		8		11		10		9				15	11	_ ′			
	3%	4%	2%	2%	•	1%	5%	2%	5% di	1%	3%	3%	3%	2%	2%	3%	3%	2%	5%	2%	3%	3%
Taxation	22 2%	18 4%	4 1%	5 5%	8 5%	2 1%	3 2%	3 2%	1 1%	13 5%	5 1%	4 1%	4 1%	4 2%	3 2%	4 2%	8 2%	7 2%	5 4%	3 2%	5 2%	18 2%
Pollution/ Environment/ Climate	bp 20	zb 6	13	hk 1	hk 1	5	5	4	4	zhk 2	10	8	9	7	3	1	16	4	2	3	5	31
change													3%				3%		2%	2%		
	2%	1%	3%	1%		3%	3%	3%	2%	1%	3%	2%		3%	1%	1%	z	1%			2%	3%
Education/Schools	17 2%	5 1%	11 2%	2 2%	1 1%	4 2%	6 4%	1	4 2%	3 1%	10 3%	5 1%	8 3%	5 2%	2 1%	3 1%	13 2%	4 1%	4 3%	4 2%	5 2%	24 2%
Crime/Law & order/ Violence/	12	4		2	2	3	3		3	4	5	3		5	3	4	z 6	7	2	1	3	13
Vandalism/Antisocial (yob)	12	,	۰		-	•	,		,			,	,	,	1					,	,	-3
behaviour	1%	1%	2%	2%	1%	2%	2%		1%	1%	2%	1%		2%	1%	2%	1%	2%	2%	1%	1%	1%
Public services in general	12 1%	8 2%	4 1%	2 2%	-	4 2%	3 2%	3 2%	1 *	2 1%	6 2%	4 1%	7 2%	3 1%	1		9 2%	1 *		1 1%	8 3%	16 2%
Ageing population/ Social care for	10	3	8				2	7	2		2	9	q	3	4		6	4		1	z 5	9
the elderly								4%	1%					1%				1%				
	1%	1%	2%	-	-		1%	zdei	176		-	2% zhi	1%	176	2%		1%	1%	-		2%	1%
Common Market/	9	4	5	1	2	2	2	i 1	1	3	4	3	5	2	2		7	2			5	12
Brexit/EU/Europe/ Euro	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%		1%				2%	1%
Unemployment/ Factory closure/	8	7		1	2	•	1	4	•	3	1	4	1	2	-	5	3	5	2		4	8
Lack of industry	1%	2%		1%	1%			2%		1%		1%		1%		2%	1%	1%	2%		1%	1%
Transport/Public transport	ь 7	5 5	2	-	1	3	2	z •		1	5	h •	2			4	2	4			2	5
	1% k	1%		-	1%	2% k	1%		-	1%	2%		1%		-	2%		1%	-	-	1%	1%
Low pay/Minimum wage/Fair	6	6		1	3	-	-	2	-	5	-	2	1	2	2	1	3	3	3	2		6
wages	1%	1%		1%	2%			1%		2%				1%	1%	1%	1%	1%	2%	1%		1%
Pensions/Social security/Benefits	5 5	3	2		4				1	4		1		1	2	3	1	5	2	1	2	5
	1% p	1%		-	2% zj		-	-	1%	1%	-	•	-	•	1%	1%		1%	2%	•	1%	1%
Local government/ Council tax	4	1	3 1%	1 1%	1	1 1%		1	:	1 1%	1	1	1	1	2 1%	1	2	2	-	3 2%	:	5 1%
Mental health/ well-being	3		3		2	1	1			2 1%	2	-	2 1%	1	-		3			-	1	4
Morality/Individual behaviour/	3	2	1%	-	1% 1	•	1	1		1%	1	1	1%	2	-	-	1% 2		-		2	3
Lifestyle					1%		1%							1%							1%	
UK union/ devolution/reform	3	1	2	:	- :	2 1%	:	:	1	:	2 1%	1	2 1%	:	- :	:	3	:	:	:	:	4
Northern Ireland	3	3		-	-	3	-	-		-	3		-	-	3	-		3	-		3	1
	•	1%				2% z					1%			-	1%			1%	-		1%	
Food production/ farming	3	:	3 1%	:	-	-	-	-	3 1%	-	-	3 1%	1 *	:	-	2 1%	1	2 *		-	1	2 *
Nuclear weapons/ Nuclear war/	2	2					1	1	z *		1	1		2			2					4
Disarmament								10														
100 5 0 15							1%	1%						1% z								
Nationalisation/ Government control of institutions	2	1	1		1	1	-	-	1	1	1	1	2	1	-		2	-	1	-	1	3
Race relations	2	1		1	1	1%		. 1		2		1	1%	1			1					. 3
Population levels/ Overpopulation	1	:	1	1%	1%			1		1%		1	:			1		1	1		:	2
, Overpopulation					-		-			-			١.	•						-	,	-
Drug abuse	1	1		-	1	-		1%		1	-	Ė	-			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	1
Animal welfare							1		1	- 1		:						- 1		1	- 1	
Petrol prices/Fuel	- :		-	-	-	- :	:	:	- :	- :	:	:	:	:	:	-	- :	:	1	- :	:	:
Royal Family/ Monarchy	-			-		-	-	-				:	-	-	-	:			-	:		-
Countryside/Rural life				-									-	:		:			-			-
International trade/trade deals																						
Trade unions/ Strikes			-	-	-		-		-										-			
	- :	:	- 1	- :	- 1	- :	- 1	- :	- :	- :	- 1	- :	- :	- :	- :	:	- :	- 1		- :	- :	:
Pound/Exchange rate/Value of pound				-			-			-	-		-					-	-	-		
Coronavirus/ pandemic diseases			-	-			-		-				-					:				
			9	1	5	5	6	-	. 8	6	-	-	9	-	-	6	-	-	-	4	. 8	-
Other	36 4%	26 5%	9 2%	1 1%	5 3%	5 3%	6 4%	10 6%	8 4%	6 2%	12 3%	18 5%	9 3%	10 4%	11 5%	6 3%	19 4%	17 4%	5 3%	4 2%	8 3%	36 4%
MEAN NUMBER OF MENTIONS	b 1	zb 1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	63 6%	20 4%	42 8%	7 6%	17 10%	12 7%	5 3%	4 3%	19 8%	24 8%	16 5%	23 6%	10 3%	13 5%	16 8%	20 9%	23 4%	37 8%	5 4%	10 6%	10 3%	54 5%
Personal finances (AICT)	alpt	85	za 107	34	R 48	30	36	24	21	82	66	g 45	48	57	38	1 44	105	lp 82	25	45	65	187
Personal finances (NET)	194 19%	85 18%	107 21%	31%	28%	18%	22%	24 15%	21 9%	29%	20%	45 12%	48 17%	23%	38 18%	20%	105 20%	82 19%	25 19%	27%	65 22%	187 19%
	hk			zgh k	zgh k	h	hk			zeg hjk	hk			zp						z		
Privatisation			:		- 1						-			-	- 1	:			- :	:	:	

Proportions/Means: Columns Teited (5% risk level) -z/a/b - z/c/ds/elf/gN/lifk - zl/lm/s/a/a/q - zl/r/s/t Overing formulie used. * small base Respondent type: GA Adds 13 B* Filldwork dates: 5th line: 11th line 2024 Source: Bases IN 2022 Sou



12 Jun 2024 Table 2
Q.PLOI What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

					NORTH EXCL.	OFFICE REGIO	N		SOUTH EXCL.		TENURE		EDUCAT	ION NON GRAD	w	ORKING STATU	NOT WOR		AREA		
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	SCOT LAND (d)	INCL. WALES (e)	MID LANDS (f)	GL (g)	GL (h)	OWNED (i)	GAGED (j)	RENTED (k)	GRAD UATE (I)	(m)	FULL TIME (n)	PART TIME (o)	KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
UNWEIGHTED BASE WEIGHTED BASE	1000 1000	826 867		113 84*	227 236	332 310	271 261	128 141*	200 230	397 366	293 279	261 301	486 326	412 575	456 504	108 108*	436 388	488 506		201 183	1000
Economy/Economic situation	176 18%	97/6 156 18%	5%* 7 14%	8%* 13 15%	24% 36 15%	31% 48 16%	26% 42 16%	36 26%	23% 43 19%	37% 63 17%	28% 60 22%	30% 51 17%	84 26%	58% 84 15%	50% 105 21%	11%* 18 17%	39% 53 14%	51% 109 22%	31% 41 13%	18% 26 14%	100% 185 19%
	pt	128	9	16	47	40		zad e		48		51	zm		p 92	17	42	zt	43	19	
Inflation/Prices	152 15%	128	18%	18%	47 20% ah	13%	31 12%	26 19%	23 10%	13%	51 18%	17%	32 10%	101 17%	18% p	16%	11%	90 18%	14%	10%	143 14%
Immigration/ immigrants	139 14%	127 15%	4 8%	8 10%	36 15%	58 19%	54 21%	7 5%	31 13%	63 17%	36 13%	32 11%	27 8%	102 18%	73 14%	12 11%	54 14%	82 16%	29 9%	28 15%	112 11%
National health service/Hospitals/	glt 136	g 104	13	19	g 21	2g 44	zag 31	8	g 44	63	32	33	43	zl 79	45	14	78	t 54	55	27	145
Healthcare	14% adg ns	12% g	27% zad efg	23% zadf	9%	14% fg	12%	6%	19% adg	17%	12%	11%	13%	14%	9%	13%	20% zn	11%	18% 25	15%	15%
Lack of faith in politics / politicians / government		48 5%	-	5	14	19 6%	19 7%	10	5 2%	14 4%	14 5%	21 7%	17	26 4%	28	6 5%	18	21	16 5%	15 8%	51 5%
Poverty/Inequality	36	h 33	-	2	8	9	h 9	7%	9	7	8	20	5%	17	6%	2	19	21	6	9	38
Housing	4% 28	4% 25	2	3%	3% 10	3%	3%	5%	4% 6	2% 6	3%	7% zi 17	5% 2 12	3%	3% 10	2%	5%	4% 18	2%	5%	4% 26
Defence/Foreign affairs/	3%	3% f	3%	1%	4% f	1%	1%	5% ef	3%	2%	1%	6% zij	4%	2%	2%	7% zn	3%	4%	1%	3%	3%
International terrorism	26 3%	21	2	3%	6 2%	8 2%	6 2%	5 3%	5 2%	13 4%	5 2%	4 1%	8 2%	16 3%	1%	3%	15 4%	15 3%	8	3 2%	30 3%
Taxation	22 2%	21 2%	1 3%	-	5 2%	6 2%	5 2%	6 4%	6 3%	6 2%	3 1%	7 2%	5 1%	16 3%	20 4%	-	2	9 2%	11 3%	3 1%	18 2%
Pollution/ Environment/ Climate change	p 20	16	3	1	4	9	7	1	4	6	9	5	12	7	2p 10	4	7	8	6	6	31
	2%	2%	6%	1%	2%	3%	3%	1%	2%	2%	3%	1%	4% zm	1%	2%	3%	2%	2%	2%	3%	3%
Education/Schools	17 2%	14 2%	1 2%	2 3%	4 1%	4 1%	3 1%	1 1%	7 3%	9 2%	4 1%	5 2%	9 3%	3	4 1%	4 4%	9 2%	6 1%	4 1%	8 4%	24 2%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob)	m 12	12	-	•	1	6	6	4	1	5	2	5	zm 4	7	5	1	7	7	4	25	13
behaviour Public services in general	1% 12	1% 10	2		1% 6	2% 4	2%	3% 1	1%	1% 6	1% 3	2% 1	1% 7	1% 5	1% 10	1%	2% 1	1% 6	1% 3	1% 3	1% 16
Ageing population/ Social care for	12 1% p	1%	3%		2%	1%	1%	1%	1%	2%	1%	1	2% z	1%	2%		1	1%	1%	2%	2%
Ageing population/ Social care for the elderly	10	1%	-	2 3% h	2%	1%	1%	1 1%	-	8 2% 2k	1%		1%	7	1%	1	1%	1%	3		9
Common Market/ Brexit/EU/Europe/ Euro	9	8	1 2%	1%	3	2	1 1%	3 2%	-	3 1%	4 2%	2	7 2%	1	6		3	6	2	1	12
Unemployment/ Factory closure/	m 8	8	*	-	4	1%	176	1	2	5	1	2	276 2m 3	5	2	1	4	4	4		8
Lack of industry Transport/Public transport	1%	1%	1%		2%		3	1%	1%	1%	2	1%	1%	1%		1%	1%	1%	1% 6		1%
Transport/Public transport	7 1% Is	1%	-		-	3 1%	1%	-	1%	*	1%	3 1%		6 1%	2	1 1%	3 1%		2% 25		1%
Low pay/Minimum wage/Fair wages	6	6			1 1%	1	1	2	2		1	5 2%	1	4	5 1%		1	2	4	-	6 1%
Pensions/Social security/Benefits	5 1%	3	1 1%	2 2% ad	-	3 1%	2 1%	1	-	1 .	:	5 2%	1	2	3 1%	:	3 1%	2	2	2 1%	5 1%
Local government/ Council tax	4	4	-	- -	2 1%	-	-	-	2 1%	2	1	1	2 1%	1 *	1 *	1 1%	2	1 *	1	2 1%	5 1%
Mental health/ well-being	3 *	1 .	1 2%	1 1%	:	2 1%	1	- 1	1	1 *	1 1%	1	2	1 1	2 *	1 1%	1	1 .	1	1 1%	4 .
Morality/ Individual behaviour/ Lifestyle	3	3			1	1	1 1%		1	1%	-				*		1		3		3
UK union/ devolution/reform	3 * a	:	-	3 3% zade	:	-	-	-	-	3 1%	-	-	1 .	:	2 *	-	1 *	3 1%	-	:	4 *
Northern Ireland	3 *	3	:	fh - -	3 1%	-	:	:	:	:	3 1%	-	-	3	3 1%	:	-	:		3 1%	1 *
Food production/ farming	3	3	-			2 1%	2 1%	1		1		2 1%	1	2	-		3 1%	:	2 1%	25 1	2
Nuclear weapons/ Nuclear war/ Disarmament	2	2	-	-	•	•	•	1	1	1	2	-	2	1	2	•	1	1	1	1	4
Nationalisation/ Government control of institutions	2	2		-	1	•	•	1% 2	•	•	1% 1	1	2		2	-		1	1	1%	3
Race relations	2	1	1	-	1	2	1	1%	-	1		1	1% z 1	2	2		1	1	2		3
Population levels/ Overpopulation	1	1	2% za		1	1%	•			1	-	•	1		*	-	1		1%	-	*
.,								-							_						
Drug abuse Median	1 *	1 1	1	1	1 1	1	1	1	1	1	1	1 1	1 1	1	1	1	1 1	1 1	1	1	2 *
Animal welfare	-	-	-	-	-	-	-	-	-	:	-	-	-	-	-	Ė	-	1	-	-	-
Petrol prices/Fuel	:	:	- 1	- 1	:	- :	1	1	- 1	1	- :		- :	- 1	- :	:	-	- 1	- :	- 1	- :
Royal Family/ Monarchy Countryside/Rural life	:	-		:	:	-	:			:	-	:	-	- :	-		-	:			-
International trade/trade deals		-	-		-		:	:	:	:	:	:	-	:		:					-
Trade unions/ Strikes		-	:	:	-	-	:	:	:	:	-	:	-	:	-	:	- - -		-		:
Pound/Exchange rate/Value of pound	·	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Coronavirus/ pandemic diseases	:	-	-	-	:		:	-	:		-		-		-						-
Other	36 4%	35 4%	1%	:	5 2%	12 4%	12 5%	6 4%	13 5%	10 3%	20 7%	5 2%	8 2%	20 4%	17 3%	3 3%	15 4%	15 3%	14 5%	6 3%	36 4%
MEAN NUMBER OF MENTIONS Don't know	1 63	1 56	1 2	1 5	1	1 19	1 17	1 6	1 20	1 17	2ik 1 11	1 23	1 14	1 43	1 25	1 11	1 27	1 19	1 30	1 14	1 54
	6% Is	6%	4%	6%	6%	6%	7%	4%	9%	5%	4%	8%	14 4%	8%	5%	10%	7%	4%	10% 25	8%	5%
Personal finances (NET)	194 19% ii	167 19%	9 18%	18 21%	57 24% h	50 16%	41 16%	36 25% h	34 15%	55 15%	60 21%	75 25% zi	50 15%	122 21%	111 22%	20 18%	63 16%	112 22%	54 17%	27 15%	187 19%
Privatisation			-														-		:		





BASE: ALL ADULTS AGED 18+

Table 3
Q.PL01 What would you say is the most important issue facing Britain today?

			PARTY PREFE	RENCE (NOT VI)				IMD QUINTILES	i		SECTOR W	ORKING IN	ETI	HNIC	<u> </u>	
	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) 1000	(a) 134 136*	(b) 337 300	(c) 56 51*	(d) 273 316	(h) 137 138*	(i) 173 196	(j) 179 181	(k) 179 184	(I) 189 158	(m) 201 107	(n) 334 463	(u) 838 845	(v) 150 143	CHILD IN HH	TOTAL 1000
WEIGHTED BASE	1000 100%	14%*	30%	5%*	32%	14%*	20%	18%	18%	16%	11%	46%	85%	14%	265 27%	1000 100%
Economy/Economic situation	176 18%	26 19%	74 25%	8 16%	35 11%	23 17%	39 20%	35 19%	34 19%	30 19%	12 11%	107 23%	141 17%	34 24%	52 20%	185 19%
Inflation/Prices	dm 152	22	zd 51	10	38	17	45	24	21	23	21	zm 81	121	30	49	143
	15%	16%	17%	19%	12%	12%	23% zk	13%	11%	14%	19%	18%	14%	21%	19%	14%
Immigration/ immigrants	139 14%	26 19%	11 4%	4 7%	51 16%	27 20%	21 11%	41 23%	33 18%	9 6%	9 8%	72 16%	132 16%	5 4%	24 9%	112 11%
	bl mv	b			b	'		zi I	1			m	zv			
National health service/Hospitals/ Healthcare	136	17	58	10	37	16	20	19	27	39	14	42	125	8	27	145
	14% nv	13%	19% zd	20%	12%	12%	10%	10%	15%	25% zh	13%	9%	15% v	6%	10%	15%
Lack of faith in politics / politicians	52	10	13	1	19	4	13	7	13	ijk 8	9	21	35	14	14	51
/ government	5%	7%	4%	2%	6%	3%	7%	4%	7%	5%	8%	4%	4%	10%	5%	5%
Poverty/Inequality	36	2	15	-	12	8	8	5	6	6	4	11	30	zu 5	12	38
Housing	4% 28 3%	1% 3 2%	5% 9 3%	1 1%	4% 12 4%	6% 5 4%	4% 5 2%	3% 8 5%	3% 3 2%	4% 3 2%	4% 2 2%	2% 12 3%	4% 23 3%	3% 4 3%	5% 2 1%	4% 26 3%
Defence/Foreign affairs/	26	6	6	2	6	2	6	5	4	6	5	6	21	5	4	3%
International terrorism	3%	5%	2%	4%	2%	2%	3%	3%	2%	4%	4%	1%	2%	3%	1%	3%
Taxation	22	6	2	-	9	2	4	6	:	1	n 2	18	16	6	7	18
Pollution/ Environment/ Climate	2% b	5% b	1%	4	3%	1%	2%	3%	7	1%	2%	4%	2%	4%	3%	2%
Pollution/ Environment/ Climate change	20	2 2%	6 2%	9%	3	1%	1%	1%	7 4%	5	6 5%	6 1%	18	2%	5 2%	31
Education/Schools	17	3	2% 6	zbd	1%	1%	1%	1%	4% 6	3% 6	5% zn 4	1% 6	2%	2%	6	3% 24
Crime/Law & order/ Violence/	17 2% 12	2% 1	2% 3	1%	5 2% 5	6	1% 1	* 2	3%	4% 2	3% 2	1% 5	17 2% 9	1 1% 3	2% 1	2% 13
Vandalism/Antisocial (yob) behaviour		1	,		,		•	,		-		,	,	,		.,
	1%	1%	1%	-	1%	4% zk	•	1%	•	1%	2%	1%	1%	2%	•	1%
Public services in general	12 1%	:	9 3%	1 3%	1	1 1%	1 1%	1 1%	3 2%	2 1%	3 3%	7 2%	10 1%	2 1%	6 2%	16 2%
Ageing population/ Social care for	10	3	zd 2	1	2	4	1	2	3	-	z 2	3	10		•	9
the elderly	1%	2%	1%	1%	1%	3%	1%	1%	2%	_	2%	1%	1%			1%
Common Market/ Brexit/EU/Europe/ Euro	9	-	5	1	2	3	4	•	1	1	1	5	8	1	3	12
Unemployment/ Factory closure/	1% 8	1	2% 2	1% 3	1%	2%	2% 4	•	2	1% 1	1%	1% 3	1% 7	1% 1	1% 2	1% 8
Lack of industry	1%	1%	1%	6%	-	-	2%	-	1%		1%	1%	1%	1%	1%	1%
Transport/Public transport	7	-		zbd -	5	-			2	-		2	7	-	3	5
Low pay/Minimum wage/Fair	1% 6		1	-	2% 5	2		•	1%		1	4	1% 5	1	1%	1% 6
wages	1%	-		-	2%	2%		-			1%	1%	1%	1%		1%
Pensions/Social security/Benefits	5 1%		2 1%	-	2 1%	2 1%	3 1%	-	1 1%			3 1%	5 1%	1	3 1%	5 1%
Local government/ Council tax	4	-	2 1%	-	*	-	-	-	1 1%	2 1%	2 2%	-	4	-	1	5 1%
Mental health/ well-being	3			-	2	:	-	1	1		zn 2		3	-	2	4
				-	•	-	•	1%		1	1% zn	-	•	-	1%	
Morality/ Individual behaviour/ Lifestyle	3		-	-	3	-	-	-	1 1%		-	2	3	•	-	3
UK union/ devolution/reform	3	-	-	* 1%	-		2	-	176	1		2	3	-	2 1%	4
Northern Ireland	3	-	3 1%	-	-	-	-	3 1%	-	-	-	3 1%	3	-	3 1%	1
Food production/ farming	3		1/6	1	2			Z		1		-	3		- 1/0	2
Nuclear weapons/ Nuclear war/	3 *	1		1%	1%		1	:	-	:		2	2	1	1	*
Disarmament		1%							-					1%		
Nationalisation/ Government control of institutions	2	•	2	-	1		1		1	-	1	2	2		1	3
Race relations	2	-	1%		1		1% 1				1%	2	1			*
Population levels/ Overpopulation	1	-	-	-	•	-	•	1	-	-	-		1	-	-	2
				-				1%				-				
Drug abuse	1	:	-	-	1	1 *	-	-		-	:	•	:	1	1	2
Median Animal welfare	1	1 -	1	1 -	1	1 -	1	1	1	1	1	1	1	1	1	1
Petrol prices/Fuel			-	-	-	-	-	-	-	-	-	-	-			
Royal Family/ Monarchy		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life		-	-	-	-	-	-	-	-	-	-	-	-	-	-	
International trade/trade deals		-	-	-	-	-	-	-	-	-	-		-		-	-
Trade unions/ Strikes		-	-	-	-	-	-	-	-	-	-		-		-	
Pound/Exchange rate/Value of	•	-	-	-	-	-	-	-	-	-	-		-		-	-
Coronavirus / pandomis dispares	-	-	-	-		-	-	-	-	-			-	-	-	
Coronavirus/ pandemic diseases				-	10	:					-		- 20		-	
Other	36 4%	3 2%	6 2%	2 4%	16 5%	4 3%	6 3%	4 2%	6 3%	5 3%	1 1%	17 4%	30 4%	5 3%	9 3%	36 4%
MEAN NUMBER OF MENTIONS	m 1	1	1	1	1	1	1 7	1	1 7	1 7	1	1	1	1	1 24	1
Don't know	63 6%	4 3%	11 4%	2 4%	41 13%	9 7%	7 4%	12 7%	7 4%	7 5%	4 4%	21 5%	49 6%	13 9%	24 9%	54 5%
Personal finances (NET)	b 194 19%	24 17%	68 23%	10 19%	55 17%	27 20%	53 27%	29 16%	27 15%	29 19%	26 24%	97 21%	156 18%	36 25%	62 23%	187 19%
Privatisation	19%	1/%	23%	19%	1/%	20%	2/% zk -	16%	15%	19%	24%	- 21%	18%	25%	25%	19%
				-	-				-				-			



ISSUES INDEX JUNE 2024 (PUBLIC - FINAL) 12 Jun 2024 Table 4 Q.PL01/02 What do you see as the main/other important issues facing Britain today?

	. manny ounce i	IIIportant 13301	es facing Britai																			
BASE: ALL ADULTS AGED 18+		S	iex					AGE	1						SOCIAL	GRADE			ļ	HH INCOME		<u> </u>
UNWEIGHTED BASE	TOTAL (z) 1000	(a) (507	FEMALE (b) 478	18-24 (c)	25-34 (d) 146	35-44 (e)	45-54 (f)	55-64 (g) 189	65+ (h) 275	18-34 (i) 242	35-54 (j) 294	55+ (k) 464	AB (I) 301	C1 (m) 354	(n) 132	DE (o) 166	ABC1 (p) 655	(q) 298	UP TO 24999 (r)	25000-49999 (s)	50000 PLUS (t) 314	TOTAL 1000
UNWEIGHTED BASE WEIGHTED BASE	1000 100%	480 48%	500 50%	107* 11%*	171* 17%*	166* 17%*	166* 17%*	159 16%	231 23%	278 28%	294 332 33%	390 39%	280 28%	246 25%	212* 21%*	222 22%	526 53%	434 43%	134* 13%*	170 17%	300 30%	1000 100%
National health service/Hospitals/ Healthcare	407 41%	178 37%	223 45%	21	53 31%	73 44%	70 42%	85 54%	104 45%	75 27%	143 43%	190 49%	130 47%	108	82 39%	76 34%	238 45%	158 36%	56 42%	72 42%	145 48%	452 45%
	cdi					ci	ci	zcd i	cdi		ci	zcd i	zoq				zoq				z	
Economy/Economic situation	329 33% bhk	183 38% zb	143 29%	29 27%	65 38% h	71 43% zch	55 33%	50 31%	60 26%	93 34%	126 38% hk	110 28%	122 44% zmn	77 31%	59 28%	59 27%	199 38% zmo	118 27%	30 22%	48 28%	145 48% zrs	332 33%
Immigration/immigrants	qr 304	163	138	19	21	k 30	69	54	110	41	99	164	opq 71	68	81	78	q 139	159	52	51	70	282
	30% cde ipt	34%	28%	18%	13%	18%	42% zcd eii	34% cde	48% zcd egijk	15%	30% dei	42% zcd egij	25%	27%	38% Ip	35%	26%	37% zlm	39% t	30%	23%	28%
Inflation/Prices	286 29%	127 26%	156 31%	36 33%	58 34%	48 29%	62 37%	41 26%	41 18%	93 34%	110 33%	83 21%	80 28%	82 33%	55 26%	61 27%	162 31%	116 27%	28 21%	61 36%	87 29%	277 28%
Housing	171 17%	58 12%	109 22%	hk 27 25%	hk 40 24%	h 31 19%	hk 19 11%	30 19%	24 10%	68 24%	hk 50 15%	54 14%	45 16%	2 39 16%	39 18%	46 21%	84 16%	85 20%	19 14%	47 28%	51 17%	167 17%
Education/Schools	ahk	62	za 92	fhk 15	fhk 10	44	27	hk 32	29	zfh jk 26	71	h 61	75	43	20	17	118	37	15	zrt 29	66	186
Education/schools	157 16% dio	13%	18%	14%	6%	27% zdh	16% d	20% di	13%	9%	21% zdh	16% d	27% zmn	18% noq	9%	8%	22% zmno	8%	11%	17%	22% zr	19%
Defence/Foreign affairs/ International terrorism	q 121	71	50	6	10	ik 11	30	27	36	16	i 41	63	opq 39	33	22	25	q 72	47	19	22	38	135
International terrorism	12% di	15% z	10%	6%	6%	7%	18% cde	17% cde	16% cdei	6%	12% ei	16% zcd	14%	13%	10%	11%	14%	11%	15%	13%	13%	14%
Poverty/Inequality	118	41	70	18	31	16	ij 21	i 17	15	49	37	ei 32	31	29	29	26	60	55	12	20	42	128
Lack of faith in politics / politicians	12% ahk 118	9%	14% a 44	17% hk 19	18% zhk 24	10%	13%	11%	7% 25	17% zhk 43	11%	8% 41	11% 37	12%	14% 25	12%	11%	13%	9%	12%	14% 37	13%
/ government	12%	14%	9%	18%	14%	11%	9%	10%	11%	16%	10%	11%	13%	13%	12%	7%	13%	9%	8%	10%	12%	12%
Crime/Law & order/ Violence/ Vandalism/Antisocial (vob)	99	zb 50	47	5	18	19	20	16	21	23	39	37	15	26	25	32	41	57	16	20	28	98
behaviour	10%	10%	9%	5%	11%	12%	12%	10%	9%	8%	12%	9%	5%	10%	12%	15%	8%	13%	12%	11%	9%	10%
Pollution/ Environment/ Climate change	93	33	56	13	10	21	20	14	15	23	41	29	37	lp 24	15	16	61	31	10	20	32	112
	9% a	7%	11%	12%	6%	13%	12%	9%	7%	8%	12%	7%	13% zq	10%	7%	7%	12% z	7%	8%	12%	11%	11%
Taxation Unemployment/ Factory closure/	70 7% 60	43 9% 32	26 5% 26	11 11% 6	15 9% 10	8 5% 6	10 6% 16	15 9% 11	11 5% 10	27 10% 16	19 6% 23	25 6% 21	19 7% 15	17 7% 18	9 4% 8	13 6% 15	36 7% 33	23 5% 23	12 9% 6	13 7% 10	19 6% 20	75 8% 58
Lack of industry	6%	7%	5%	6%	6%	4%	10%	7%	4%	6%	7%	5%	5%	7%	4%	7%	6%	5%	4%	6%	7%	6%
Transport/Public transport	58 6%	27 6%	31 6%	6 5%	10 6%	17 10%	7 4%	9 5%	9 4%	16 6%	24 7%	18 5%	24 9% zm	9 4%	16 8%	8 4%	33 6% m	24 6%	5%	6 3%	26 9%	51 5%
Ageing population/ Social care for the elderly	57	24	33	3	5	10	11	16	11	8	21	27	19	14	13	10	33	23	6	12	18	56
Public services in general	6% 57	5%	7%	3%	3%	6%	7% 15	10% zdi 10	5%	3%	6%	7%	7%	6%	6%	4%	6% 40	5%	5%	7%	6%	6% 71
	6%	6%	5%	8%	4%	5%	9%	6%	3%	5%	7%	5%	8%	8% q	4%	3%	8% zq	3%	5%	3%	11% zs	7%
Common Market/ Brexit/EU/Europe/ Euro	55 5%	37 8%	18 4%	4	6 4%	11 7%	16	9	8	11	28	17 4%	21 7%	13	12 5%	9	34 6%	20 5%	3	6 4%	23 8%	60
Low pay/Minimum wage/Fair	ь 49	2b 22	25	10	12	12	h 8	7	1	22	19	8	15	9	15	7	24	22	7	9	13	43
wages	5% hk	5%	5%	9% hk	7% hk	7% hk	5% h	4% hk	1%	8% hk	6% hk	2% h	5%	4%	7%	3%	5%	5%	5%	5%	4%	4%
Pensions/Social security/Benefits	38 4%	17 3%	21 4%	:	8 5%	3 2%	6 4%	8 5%	12 5%	8 3%	10 3%	20 5%	12 4%	8 3%	9 4%	9 4%	20 4%	18 4%	12 9%	6 4%	10 3%	38 4%
Local government/ Council tax	22 2%	10 2%	12 2%	5 4%	3 2%	1 1%	3 2%	5 3%	4 2%	8 3%	5 1%	9 2%	7 3%	6 2%	4 2%	4 2%	13 2%	7 2%	2 2%	4 3%	7 2%	27 3%
Race relations	19 2%	5 1%	13 3%	5 4%	6 4%	2 1%	2 1%	1 1%	3 1%	11 4% zk	4 1%	4 1%	4 1%	4 2%	5 2%	3 1%	8 2%	8 2%	1 1%	4 2%	6 2%	20 2%
Mental health/ well-being	18 2%	1 .	16 3%	3 3%	4 2%	7 4%	2 1%	1 1%	1 *	6 2%	9 3%	2 1%	3 1%	8 3%	5 3%	2 1%	11 2%	7 2%	5 4%	5 3%	3 1%	18 2%
Coronavirus/ pandemic diseases	ak 16 2%	3 1%	za 13 3%	5 4%	2 1%	hk 4 2%	1 1%	4 2%		7 3%	5 2%	4 1%	6 2%	2 1%	7	2 1%	8 2%	8 2%	2 1%	2 1%	7 2%	12 1%
Morality/ Individual behaviour/	a 16	12	3	hk 2	3	1	3	h 3	4	h 5	4	7	5	5	3	1/0	m 11	4	1 1	3	6	14
Lifestyle	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%		2%	1%	1%	2%	2%	1%
Food production/ farming	15 1%	7 2%	7 1%	1 1%	:	4 2%	2 1%	2 1%	6 2%	1 *	6 2%	7 2%	5 2%	:	6 3%	4 2%	5 1%	9 2%	1 1%	5 3%	2 1%	15 2%
Population levels/ Overpopulation	14	7	7	-	4 2%	-	2 1%	6 4%	2	4	2	8 2%	6 2%	5 2%		3 2%	10 2%	3	4 3%	1	4	16 2%
Nationalisation/ Government	13	7	6	1	1	2	3	ze	6	2	5	6	7	2		3	9	4	1		4	17
Control of institutions UK union/ devolution/reform	1% 10	1%	1%	1%		1%	2%	. 4	3%	1%	2%	2%	3%	1%		1%	2%	1%	1%	. 2	1%	2% 15
	1%	1%	1%	1%		1%	1%	3%	1%	•	1%	2%	2%	1%	-	1%	2% m	1%	1%	1%	1%	2%
Nuclear weapons/ Nuclear war/ Disarmament	10	8 2%	2		1	4 3%	2	2	1	1	6 2%	3	3	5	2	1	7	3		2	3	13
Petrol prices/Fuel	10 1%	3 1%	7 1%	1 1%	:	1	2 1%	2 1%	4 2%	1	3 1%	6 1%	3 1%	2 1%	1	4 2%	5 1%	5 1%	4 3%	2 1%	2 1%	12 1%
Animal welfare	7 1%	2	5 1%	-	4 2%	-	1	2 1%	1	4 1%	1	2 1%	*	1	2 1%	4 2%	*	6 1%	2 1%	1	:	1%
Drug abuse	6 1%	3 1%	3 1%	:	1 1%	3 2%	2 1%	:	1	1	4 1%	1 .	2 1%	1	3 1%	1	2 *	3 1%	-	3 2%	2 1%	5 1%
Privatisation	5 1%	3 1%	2	1 1%	1 1%	1 1%	1 1%	:	:	2 1%	2 1%	1	1	3 1% z	-	:	4 1%	:	2 1%	-	3 1%	1%
Northern Ireland International trade/trade deals	5	3 1%	2 *	1		3 2% 1		2 1% 1	:	:	3 1%	2 1%		1	3 1%	2 1%	1	5 1%			3 1%	2 * 5
Pound/Exchange rate/Value of	3 *	3 1%	3	1%	:	1 1% 1	1	1%	1	1	1 *	1	1	196	1 1% 1	1	1	2		:	1	1%
pound		2	1%	2	- 2	* 2	1%	3	. 2	- 2	1%	* 2	* 3	2	1%	* 2		. 2	2	- 2	* 3	* 2
Royal Family/ Monarchy	2 *	:	2	:	:	:	2 1%	:	:	:	2 2 1%	:	2 1%	:	:	:	2	:	-	2 1%	:	1 *
Countryside/Rural life Trade unions/ Strikes	2 *	:	2	:	:	:	:	:	2 1%	:		2	1 .	1	:	:	1 . 1	:	-	1 1%	:	3 2
Other	1 * 113	62	* 47	- 6	18	13	* 15	32	28	24	29	60	1 * 34	26	24	26	60	50	13	18	33	122
	11%	13%	9%	6%	10%	8%	9%	20% zcd	12%	9%	9%	15% zci	12%	11%	12%	12%	11%	12%	10%	10%	11%	12%
MEAN NUMBER OF MENTIONS	3.09 hi	3.07	3.14	2.83	2.95	3.17	3.35 ch	efij 3.44 zc	2.85	2.9	3.26 ch	3.09 h	3.39 zm	3.1	3.03	2.89	3.26 zm	2.96	2.93	3.22	3.41 zr	3.2
STANDARD ERROR	0.05	0.07	0.07	0.17	0.11	0.12	0.12	dhik 0.12	0.09	0.09	i 0.08	0.07	0.09	0.08	0.13	0.11	0.06	0.09	0.13	0.11	0.08	0.05
ERROR VARIANCE Don't know	138 14%	62 13%	74 15%	0.03 13 12%	0.01 43 25%	0.01 17 11%	0.01 11 7%	0.01 11 7%	0.01 44 19%	0.01 55 20%	0.01 28 9%	0.01 55 14%	0.01 22 8%	0.01 27 11%	0.02 35 17%	0.01 48 22%	50 9%	0.01 83 19%	0.02 22 16%	0.01 19 11%	0.01 25 8%	114 11%
Personal finances (NET)	fgi lpt	164	208	48	zce fgik 77	65	76	60	zfg jk 57	zcfg i 125	140	g 116	105	104	86	zimp 75	210	zlm p 160	44	72	118	389
	381	164 34%	208 42%	48 45%	77 45%	65 39%	76 46%	38%	57 24%	125						15	210	160 37%	33%	12	118 40%	389



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 REGIO	N				TENURE		EDUC	ATION	V	ORKING STAT			AREA		1
	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 UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD
UNWEIGHTED BASE	(2) 1000	(a) 826	(b) 61	(c) 113 84*	(d) 227	(e) 332	(f) 271 261	(g) 128 141*	(h) 200	(i) 397	(j) 293	(k) 261 301	(I) 486 326	(m) 412	(n) 456 504	(o) 108 108*	(p) 436	(s) 488 506	(t) 311	(u) 201	1000 1000
WEIGHTED BASE National health service/Hospitals/	1000 100%	867 87% 342	49* 5%* 26	84* 8%* 39	236 24% 87	310 31% 131	261 26% 105	141* 14%* 44	230 23% 107	366 37% 179	279 28% 131	301 30% 84	326 33% 162	575 58% 214	504 50% 200	108* 11%* 39	388 39% 169	506 51% 211	311 31% 121	183 18% 75	1000 100% 452
Healthcare	407	39%	53%	46%	37%	42%	40%	31%	46%	49%	47%	28%	50%	37%	40%	36%	43%	42%	39%	41%	452
Economy/Economic situation	gk 329	285	g 12	32	70	90	78	52	g 85	2k 114	zk 117	83	zm 138	171	197	34	99	189	90	50	332
	33% p	33%	24%	38%	30%	29%	30%	37%	37%	31%	42% zik	28%	42% zm	30%	39% zp	31%	25%	37% ztu	29%	27%	33%
Immigration/ immigrants	304 30%	272 31%	16 33%	16 18%	78 33%	106 34%	89 34%	32 23%	73 32%	138 38%	77 28%	73 24%	73 22%	199 35%	148 29%	31 29%	125 32%	170 34%	78 25%	55 30%	282 28%
Inflation/Prices	286 29%	246 28%	12 25%	27 32%	78 33%	83 27%	c 70 27%	46 33%	51 22%	zjk 92 25%	86 31%	101 34%	84 26%	zl 174 30%	167 33%	26 24%	93 24%	157 31%	87 28%	42 23%	277 28%
Housing	p 171	149	8	14	h 46	41	33	32	38	43	43	74	56	107	zp 89	21	61	88	45	38	167
	17%	17%	16%	17%	19%	13%	13%	23% ef	17%	12%	15%	25% zij	17%	19%	18%	20%	16%	17%	15%	21%	17%
Education/Schools	157 16%	133 15%	8 17%	16 19%	42 18%	47 15%	39 15%	13 9%	39 17%	70 19%	60 22%	23 8%	77 24%	67 12%	79 16%	22 20%	57 15%	74 15%	48 15%	36 19%	186 19%
Defence/Foreign affairs/	km 121	101	11	9	24	47	36	18	23	k 58	zk 34	22	2m 49	66	56	14	51	65	30	25	135
International terrorism	12%	12%	23% dh	11%	10%	15%	14%	13%	10%	16% zk	12%	7%	15%	11%	11%	13%	13%	13%	10%	14%	14%
Poverty/Inequality	118 12%	98 11%	5	15 17%	23 10%	33 11%	28 11%	19 14%	28 12%	29 8%	31 11%	50 16%	50 15%	58 10%	57 11%	14 13%	47 12%	68 13%	29 9%	20 11%	128 13%
Lack of faith in politics / politicians	i 118	105	3	10	34	41	37	20	13	35	32	żi 42	z 44	57	63	11	43	52	35	30	124
/ government	12%	12%	7%	11%	15%	13%	14%	14%	6%	10%	11%	14%	14%	10%	13%	10%	11%	10%	11%	16%	12%
Crime/Law & order/ Violence/	99	h 88	4	7	h 21	h 27	h 24	h 13	31	31	26	37	28	62	40	11	48	43	40	15	98
Vandalism/Antisocial (yob) behaviour		100	~~	001	000	6"	054	C 04	1207	9~	6~	120	Cu	1400	Cor	1001	120	-	121	901	100
Pollution/ Environment/ Climate change	10% 93	10% 80	8% 5	8% 8	9% 15	9% 31	9% 25	9% 12	13% 26	8% 26	9% 37	12% 27	9% 50	11% 39	8% 50	10% 13	12% 30	9% 50	13% 21	8% 22	10% 112
	9% m	9%	11%	9%	7%	10%	10%	9%	12%	7%	13% zi	9%	15% zm	7%	10%	12%	8%	10%	7%	12%	11%
Taxation	70 7%	66 8%	3 6%	2 2%	21 9%	20 7%	17 7%	14 10%	13 6%	22 6%	22 8%	18 6%	27 8%	39 7%	48 10%	2 2%	20 5%	38 7%	24 8%	9 5%	75 8%
Unemployment/ Factory closure/	60	52	3	5	18	22	18	7	8	34	10	14	15	40	20 33	3	23	24	26	9	58
Lack of industry	6%	6%	7%	6%	8%	7%	7%	5%	4%	9%	4%	5%	5%	7%	7%	3%	6%	5%	8%	5%	6%
Transport/Public transport	58 6%	54 6%	2 4%	2 2%	10 4%	15 5%	13 5%	9 6%	22 10%	zj 21 6%	15 5%	19 6%	22 7%	36 6%	31 6%	9 8%	17 4%	31 6%	18 6%	9 5%	51 5%
Ageing population/ Social care for the elderly	57	47	1	8	21	10	9	8	10	20	19	15	24	30	28	9	20	33	16	8	56
	6%	5%	3%	10% ef	9% aef	3%	3%	5%	4%	6%	7%	5%	7%	5%	5%	9%	5%	7%	5%	4%	6%
Public services in general	57 6%	52 6%	3 6%	2 2%	22 9%	15 5%	12 5%	5 4%	13 6%	21 6%	19 7%	15 5%	29 9%	26 4%	35 7%	5 5%	17 4%	24 5%	20 6%	13 7%	71 7%
Common Market/	55	47	2	6	2 9	19	17	9	12	28	17	9	2m 31	19	35	5	14	30	13	12	60
Brexit/EU/Europe/ Euro	5% m	5%	4%	7%	4%	6%	7%	6%	5%	8%	6%	3%	9% zm	3%	7%	5%	4%	6%	4%	7%	6%
Low pay/Minimum wage/Fair wages	49	46	-	4	16	16	16	7	6	17	6	24	2m 17	30	30	9	10	28	16	5	43
wages	5% jp	5%		4%	7%	5%	6%	5%	3%	5%	2%	8% zj	5%	5%	6%	8% p	3%	6%	5%	3%	4%
Pensions/Social security/Benefits	38 4%	32 4%	3 7%	3 4%	12 5%	12 4%	9 3%	1	10 5%	18 5%	10 4%	10 3%	12 4%	20 3%	17 3%	1 1%	20 5%	13 3%	12 4%	12 7%	38 4%
Local government/ Council tax	22	21	R -	1	9	3	3	2	7	12	5	4	8	11	10	1	11	11	6	s 5	27
Race relations	2% 19	2% 13	3	1% 3	4% 6	1% 5 2%	1% 2 1%	1% 3 2%	3% 2 1%	3% 3 1%	2% 3 1%	1% 11	2% 8	2% 9	2% 13	1% 1 1%	3% 5 1%	2% 7 1%	2% 8	3%	3% 20 2%
Mental health/ well-being	2%	2%	6% f	3%	2%	2% f	1%	2%	1%	1%	1%	4%	2%	2%	3%	1%	1%	1%	3%	2%	18
Western Feeting West Design	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	6% znp	1%	2%	2%	1%	2%
Coronavirus/ pandemic diseases	16 2%	16 2%	- :	1%	3 1%	1	1	7 5%	5 2%	8 2%	1	8 3%	9 3%	7 1%	12 2%	4 3%	1	6 1%	6 2%	4 2%	12 1%
Morality/ Individual behaviour/	p 16	16	-	-	3	8	8	zaef 2	3	8	4	3	2 4	9	p 10	p -	6	7	6	3	14
Lifestyle	2%	2%	:		1%	3%	3%	2%	1%	2%	1%	1%	1%	2%	2%		2%	1%	2%	1%	1%
Food production/ farming Population levels/ Overpopulation	15 1% 14	14 2% 14	1%	1	4 2% 7	6 2%	2%	2 1% 3	1% 3	1% 6	4	2% 3	2%	1%	1%	1 *	2% 7	1% 8	2%	1% 4	15 2% 16
ropulation severy over population	1%	2%	_	1%	3%			2%	1%	2%	1%	1%	3%	1%	1%		2%	2%	1%	2%	2%
Nationalisation/ Government	e 13	e 10		4	ef 3	5	5	2		5	6	2	zm 6	5	6	1	6	6	3	5	17
control of institutions	1%	1%	-	4%	1%	1%	2%	1%		1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%
UK union/ devolution/reform	10	2	2 3%	zah 6 8%	:	3 1%	1	-	1 1%	7 2%	2 1%	2 1%	5 2%	3 1%	6 1%	:	4 1%	7 1%	1	2	15
	1% a		ad ad	zade fgh		176			176	276	176	176	276	179	176		176	176		1%	2%
Nuclear weapons/ Nuclear war/ Disarmament	10	9	1	IKII	3	1		5	1	2	4	3	7	2	7	-	2	4	3	2	13
	1%	1%	2%		1%		•	3% zaef	•		2%	1%	2% zm		1%	-	1%	1%	1%	1%	1%
Petrol prices/Fuel	10 1%	9 1%	-	1 1%	6 2%	3 1%	3 1%	:	:	4 1%	2 1%	4 1%	3 1%	7 1%	4 1%	1 1%	5 1%	6 1%	1	3 2%	12 1%
Animal welfare	7 1%	7 1%	-		1 *	1 *	*	2 1%	4 2%	1 *	1 *	2 1%	2 *	5 1%	2 *	4 4%	1 *	1 *	5 2%	:	5 1%
Drug abuse	6 1%	6 1%			4 2%	-	-	2 1%		2 1%	-	3 1%	3 1%	3 1%	5 1%	znp -	1	2	4 1%		5 1%
Privatisation	5 1%	5 1%	:	:	2 1%	1	1	:	1 1%	*	4	1	3 1%	2	3 1%	1	1	3 1%	1	1	9
Northern Ireland	5 *	5 1%	-	-	3 1%	-	-	2 2%	-	-	3 1%	2 1%	-	3	3 1%	2 2%	-	2	-	3 1%	2 *
International trade/trade deals	3	3			1	1	1	1		1	:	1	3	1	2	p -	1	2	1	:	5
			-		1%			1%	-				1% z								1%
Pound/Exchange rate/Value of pound	3	2			1			1 1%		1	1	1	1%		2		1	3 1%			4
Median Royal Family/ Monarchy	2 2	2 2	2	2	2	2	2	2	2	2	3	2	3	2 2	2	2	2	2	2	2 2	2
Countryside/Rural life	* 2	2		-	1	1% 1	1%		-	2	1%	-	1	•	1		1%	1	1	1%	3
Trade unions/ Strikes	1									1			1						-	1	2
Other	113	104	3	6	20	41	39	15	31	37	47	21	43	57	49	15	49	48	39	26	122
1474N NUMBER	11% k	12%	5%	7%	8%	13%	15%	10%	13%	10%	17% zik	7%	13%	10%	10%	14%	13%	9%	13%	14%	12%
MEAN NUMBER OF MENTIONS STANDARD ERROR	3.09 mp 0.05	3.1 0.05	2.94 0.17	3.11 0.12	3.22 0.11	3.02 0.08	3.04 0.08	3.05 0.12	3.09 0.11	3.13 0.07	3.28 zk 0.09	2.94 0.09	3.5 zm 0.08	2.95 0.07	3.2 p 0.07	3.12 0.15	2.95 0.07	3.12 0.07	3.01 0.08	3.16 0.11	3.2 0.05
ERROR VARIANCE Don't know	138	118	0.03 6	0.01 15	0.01 32	0.01 43	0.01 38	0.02	0.01	0.01	0.09	0.09 0.01 57	0.08	95	53	0.02	0.01	49	0.01	0.01	114
	14% jln	14%	11%	18%	14%	14%	14%	11%	14%	11%	10%	19% zij	8%	16% I	11%	20% n	16% n	10%	21% zs	13%	11%
Personal finances (NET)	381	325	17	40	101	113	97	59	69	115	108	144	124	223	209	43	130	211	112	58	389
	38% hip	37% h	34%	47% h	43% h	37%	37%	42%	30%	31%	39%	48% zi	38%	39%	41%	40%	34%	42%	36%	32%	39%



Table 6
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+																
			PARTY PREFE	RENCE (NOT VI)				IMD QUINTILES	s		SECTOR W	ORKING IN	ET	THNIC		
	TOTAL	CON SERV ATIVE	LAB OUR	LIB ERAL DEMO CRAT	NONE	1	2	3	4	5	PUBLI C	PRI VATE	WHITE	BME	CHILD IN HH	UNWTD
UNWEIGHTED BASE WEIGHTED BASE	1000 1000	(a) 134 136*	(b) 337 300	(c) 56 51*	(d) 273	(h) 137 138*	(i) 173 196	(j) 179 181	(k) 179 184	(I) 189	(m) 201	(n) 334	(u) 838	(v) 150		TOTAL 1000
				5%*	316 32%	14%*	196 20%	18%	184 18%	158 16%	107 11%	463 46%	845 85%	143 14%	265 27%	1000 100%
National health service/Hospitals/ Healthcare	407	54	152	24	99	40	79	84	83	84	48	182	363	39	107	452
	41% dh	40%	50% zd	47%	31%	29%	40%	46% h	45% h	53% zh	45%	39%	43% zv	27%	41%	45%
Economy/Economic situation	v 329	50	115	20	74	41	63	65	72	55	26	192	286	42	102	332
Economy/ Economic situation	33% dm	37% d	38% zd	40% d	23%	30%	32%	36%	39%	35%	24%	42% zm	34%	29%	39%	33%
Immigration/immigrants	304	64	53	9	93	52	60	66	58	33	24	146	278	22	62	282
	30% bl	47% zb	18%	17%	30% b	38% I	30%	36% I	32%	21%	22%	31%	33% zv	15%	23%	28%
Inflation/Prices	mv 286	cd 33	91	22	81	38	67	46	53	40	36	150	234	49	77	277
	29%	24%	30%	43% za	26%	27%	34%	26%	29%	25%	34%	32%	28%	34%	29%	28%
Housing	171	12	61	d 10	55	34	31	33	22	29	23	82	144	23	50	167
	17%	9%	20%	20%	17%	24% zk	16%	18%	12%	19%	22%	18%	17%	16%	19%	17%
Education/Schools	157 16%	18 13%	72 24%	7 14%	34 11%	11 8%	31 16%	15 8%	40 22%	40 26%	26 24%	70 15%	146 17%	10 7%	61 23%	186 19%
	dh	1370	za	14/6	11/6	0.00	10/6	8/6	zh	zh	zn zn	13/0	2V	770	23/0	15%
Defence/Foreign affairs/	iv 121	22	d 34	5	28	13	20	32	25	i 22	12	55	102	18	29	135
International terrorism	12%	16%	11%	10%	9%	9%	10%	18%	13%	14%	11%	12%	12%	13%	11%	14%
Poverty/Inequality	118 12%	4 3%	42 14%	5 10%	32 10%	24 17%	27 14%	18 10%	21 11%	18 11%	18 17%	45 10%	99 12%	18 12%	31 12%	128 13%
Lack of faith in politics / politicians	a / 118	13	a 38	6	38	17	25	18	29	16	zn 13	54	93	21	30	124
government	12%	10%	13%	11%	12%	12%	13%	10%	16%	10%	12%	12%	11%	15%	11%	12%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob)	99	14	22	5	30	14	15	16	28	6	12	37	90	7	30	98
behaviour (you)	10%	10%	7%	10%	10%	10%	8%	9%	15%	4%	12%	8%	11%	5%	11%	10%
Dollation / Faulto / Cli	i i								zl							
Pollution/ Environment/ Climate change	93	10	35	10	14	7	14	13	27	25	16	44	87	5	24	112
	9% dv	7%	11% d	21% zad	5%	5%	7%	7%	15% zh	16% zh	15% z	9%	10% v	4%	9%	11%
Taxation	70	16	16	2	21	7	13	12	12	i 11	9	41	52	17	15	75
	7%	12%	5%	4%	7%	5%	7%	7%	6%	7%	8%	9%	6%	12% zu	6%	8%
Unemployment/ Factory closure/ Lack of industry	60	7	16	6	20	10	13	15	12	5	3	32	54	5	15	58
Transport/Public transport	6% 58	5% 5	5% 23	12%	6% 12	7% 5	7% 12	8% 7	7% 15	3% 11	3% 6	7% 33	6% 47	4% 8	6% 24	6% 51
Ageing population/ Social care for	6% 57	4%	8%	5%	4%	4%	6%	4%	8%	7%	6% 7	7%	6%	6%	9%	5%
the elderly	6%	7 5%	19	1 1%	15 5%	11	11 5%	8	19	3 2%	6%	28	55 6%	1	3%	56 6%
	lv				576	1			zl				v			
Public services in general	57 6%	4 3%	31 10%	2 4%	7 2%	6 4%	11 6%	9 5%	11 6%	12 8%	9 8%	27 6%	53 6%	4 2%	25 9%	71 7%
Common Market/	d 55	3	zad 20	7	8	6	9	12	11	15	3	36	50	4	17	60
Brexit/EU/Europe/ Euro	5%	2%	7%	14%	2%	4%	5%	7%	6%	9%	3%	8%	6%	3%	6%	6%
Low pay/Minimum wage/Fair	d 49	2	d 14	zad -	25	7	12	14	6	2 3	6	33	40	10	10	43
wages	5%	1%	5%		8%	5%	6%	8%	3%	2%	6%	7%	5%	7%	4%	4%
Pensions/Social security/Benefits	38	8	11		a 9	7	7	8	9	5	5	13	37	1	9	38
	4% 22	6%	4%	-	3%	5%	4%	5%	5%	3%	5%	3%	4%	1%	3%	4%
Local government/ Council tax	2%	3 2%	7 2%	2 4%	6 2%	3 2%	3 1%	4 2%	4 2%	3 2%	4 4%	6 1%	20 2%	2 1%	3 1%	27 3%
Race relations	19	2	2		4	2	6	3	3	-	n 2	11	15	3	3	20
Mental health/ well-being	2% 18	1%	1% 11	1%	1% 4	1%	3% 8	2% 2	2%	2	2% 4	2% 5	2% 17	2% 1	1% 5	2% 18
	2%	•	4% z	1%	1%	1%	4%	1%	1%	1%	4% zn	1%	2%	•	2%	2%
Coronavirus/ pandemic diseases	16 2%	2 2%	5 2%	3 6%	3 1%	2 1%	2 1%	2 1%	4 2%	5 3%	1 1%	13 3%	16 2%	-	4 2%	12 1%
Morality/Individual behaviour/	16	3	2	zd	6	4	3	-	5	4		10	15	1	1	14
Lifestyle	2%	2%	1%		2%	3%	1%		3%	2%		2%	2%	1%		1%
Food production/ farming	15 1%	:	7 2%	1 1%	4	3 2%	4 2%	3 1%	2	1	1	5	15 2%	-	1	15 2%
Population levels/ Overpopulation	14	2	3	-	4	276	4	4	3	1%	-	7	12	2	2	16
	1%	2%	1%		1%	1%	2%	2%	2%	1%	-	2%	1%	1%	1%	2%
Nationalisation/ Government control of institutions	13	1	3	2	5	1	1	3	5	3	2	5	13	•	3	17
UK union/ devolution/reform	1% 10	1%	1% 1	4%	2%	1%	1% 4	2%	2% 2	2% 2	2% 2	1% 5	2% 10	1	1%	2% 15
Nuclear weapons/ Nuclear war/	1% 10	2	2	1%	2	1%	2%	3	1%	1% 4	2%	1% 7	1% 8	1% 2	1% 3	2% 13
Disarmament	1%	1%	1%	1%	1%		1%	2%		2%	_	2%	1%	1%	1%	1%
Petrol prices/Fuel	10 1%	4 3%	1	-	2 1%	3 2%	3 2%	1 1%	2 1%	1	3 3%	-	10 1%	-	2 1%	12 1%
Animal welfare	7	-		-	6	1	-				zn	2	7		4	5
	1%	- :	1		2%	1%				1 *			1%		2%	1%
Drug abuse	6 1%	:	4 1%	-	1	1	3 1%	1	2 1%	:		4 1%	4	2 2%	1 *	5 1%
Privatisation	5 1%	-	2 1%	1 1%	1	1 1%	1 1%	:	1 1%	:	2 2%	1	4 1%	1	3 1%	9 1%
Northern Ireland	5		3	-	2			5			zn -	3	5		3	2
		-	1%	-	1%	-	•	3% z	-	•	-	1%	1%	-	1%	•
International trade/trade deals	3 .	:	1	-	1	:	:	2	:		:	2	3	:	:	5 1%
Pound/Exchange rate/Value of pound	3	2	1	-	-	2	-	-	•	-	2		1	1	1	4
		1%	•	-	-	2%	-	-		-	2%		•	1%		
Median	2	2	3	2	2	2	2	2	3	2	zn 2	2	2	2	2	2
Royal Family/ Monarchy	2 *				2 1%			2 1%					2 *	:		1
Countryside/Rural life	2	- :	1	-	-	1 1%	:	-	1 *	- :	-	1	2	- :	-	3
Trade unions/ Strikes	1 *		:	-	:		:	:		:	:	:	1		-	2
Other	113 11%	13 10%	30 10%	5 9%	43 14%	17 13%	15 8%	21 11%	19 10%	17 11%	6 6%	47 10%	97 11%	13 9%	29 11%	122 12%
	m 3.09	2.94	3.27	3.23	2.74	2.99	3.06	3.15	3.39	3.14	3.2	3.2	3.19	2.55	3.16	3.2
MEAN NUMBER OF ACCUMINATIONS		2.94	3.27 z d	3.23	2.74	2.99	3.06	3.15	3.39 z	3.14	3.2	3.2	z	2.55	3.16	3.2
MEAN NUMBER OF MENTIONS	d									0.11		0.08	0.05	0.09	0.1	0.05
STANDARD ERROR	v 0.05	0.11	0.08	0.2	0.09	0.15	0.1	0.11	0.1		0.1					
	0.05 * 138	0.01 16	0.08 0.01 30	0.04 6	0.01 73	0.02 18	0.01 22	0.01 21	0.01 16	0.01 18	0.01 11	0.01 46	106	0.01 31	0.01 44	114
STANDARD ERROR ERROR VARIANCE	0.05 *	0.01	0.08	0.04	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01		0.01	0.01	
STANDARD ERROR ERROR VARIANCE	0.05 * 138 14%	0.01 16	0.08 0.01 30	0.04 6	0.01 73 23%	0.02 18	0.01 22	0.01 21	0.01 16	0.01 18	0.01 11	0.01 46	106	0.01 31 22%	0.01 44	114