

Table 1

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

BASE: ALL ADULTS 18+

	SEX			AGE										SOCIAL GRADE						HH INCOME			UNWTD TOTAL
	TOTAL (a)	MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	18-34 (j)	35-54 (k)	55+ (l)	A8 (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)		
UNWEIGHTED BASE	1003	473	530	106	164	149	147	182	275	270	296	437	315	351	122	154	666	276	101	175	348	1003	
WEIGHTED BASE	1003	481	502	105*	175	162*	163*	160	238	279	326	398	281	243	210*	222	524	432	114*	172	318	1003	
	100%	48%	50%	10%	17%	16%	16%	15%	24%	28%	33%	40%	28%	24%	21%	22%	52%	43%	11%	17%	32%	100%	
Immigration/immigrants	177	96	79	6	16	21	24	46	65	21	44	111	38	38	42	51	76	93	20	30	49	167	
	18%	20%	16%	5%	9%	13%	14%	29%	27%	8%	14%	28%	14%	16%	20%	23%	14%	22%	18%	17%	15%	17%	
	cd							zcd	zde			zcd				lo		lp					
	lo							etl	fi			etl											
Economy/Economic situation	169	85	80	20	29	28	29	27	35	49	57	62	67	45	28	20	112	48	7	37	75	193	
	17%	18%	16%	19%	17%	17%	18%	17%	15%	18%	18%	16%	24%	18%	13%	9%	21%	11%	6%	22%	24%	19%	
	mp							a				a	mp		mp		mp		f		at		
National health service/Hospitals/Healthcare	70	14	54	6	14	11	8	14	18	19	20	32	20	23	9	18	43	27	5	15	26	83	
	7%	3%	11%	5%	8%	7%	5%	9%	7%	7%	6%	8%	7%	9%	4%	8%	8%	6%	5%	9%	8%	8%	
	a		za																				
Inflation/Prices	67	38	28	14	14	14	16	4	5	28	30	10	12	22	16	13	34	29	4	7	26	72	
	7%	8%	6%	13%	8%	9%	10%	3%	2%	10%	9%	2%	4%	9%	8%	6%	7%	7%	3%	4%	8%	7%	
	hk		zphk	hk	hk	hk	phk			zphk	phk		lo		l								
Lack of faith in politics / politicians / government	56	30	24	3	16	6	10	8	12	19	16	20	13	19	6	17	32	23	10	17	13	45	
	6%	6%	5%	3%	9%	4%	6%	5%	5%	7%	5%	5%	5%	8%	3%	8%	6%	5%	9%	10%	4%	4%	
														z						at			
Poverty/Inequality	53	16	36	3	13	6	18	8	5	16	24	13	17	17	7	9	34	17	11	10	19	52	
	5%	3%	7%	2%	8%	4%	11%	5%	2%	6%	8%	3%	6%	7%	4%	4%	6%	4%	10%	6%	6%	5%	
	phk		za		h		zphk			phk						z							
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	50	24	26	9	3	12	10	5	13	11	22	18	9	6	18	15	15	33	9	10	11	37	
	5%	5%	5%	8%	1%	7%	6%	3%	5%	4%	7%	4%	3%	3%	9%	7%	3%	8%	8%	6%	3%	4%	
	dmp			di		d		d		d					mp		mp						
Pollution/Environment/Climate change	36	14	22	5	4	5	7	6	8	9	12	15	11	10	4	10	22	13	6	3	14	45	
	4%	3%	4%	5%	2%	3%	4%	4%	4%	3%	4%	4%	4%	4%	2%	4%	4%	3%	5%	2%	5%	4%	
Defence/Foreign affairs/ International terrorism	28	22	7	1	8	8	2	3	7	8	10	10	7	7	8	5	13	14	-	9	6	23	
	3%	5%	1%	1%	4%	5%	1%	2%	3%	3%	3%	2%	2%	3%	4%	2%	3%	3%	-	5%	2%	2%	
	b																						
Housing	26	7	19	5	4	6	2	4	5	9	8	10	6	7	5	8	13	13	7	3	3	27	
	3%	2%	4%	5%	2%	4%	1%	3%	2%	3%	2%	2%	2%	3%	3%	4%	2%	3%	6%	2%	1%	3%	
	t																						
Pensions/Social security/Benefits	21	7	15	2	5	-	-	7	7	7	-	14	2	2	13	4	4	18	1	8	1	11	
	2%	1%	3%	2%	3%	-	-	4%	3%	3%	-	4%	1%	1%	6%	2%	1%	4%	1%	4%	-	1%	
	mp							mp							dmp								
Education/Schools	16	7	9	-	2	7	3	2	3	2	9	5	8	2	3	2	10	5	1	1	10	18	
	2%	1%	2%	-	1%	5%	1%	1%	1%	1%	3%	1%	3%	1%	2%	1%	2%	1%	1%	1%	3%	2%	
Common Market/ Brexit/EU/Europe/ Euro	16	8	7	2	1	5	4	-	3	3	9	3	8	2	3	3	10	6	2	1	7	16	
	2%	2%	1%	2%	1%	3%	2%	-	1%	1%	3%	1%	3%	1%	1%	1%	2%	1%	2%	-	2%	2%	
																m							
Taxation	15	12	2	1	7	5	-	1	1	8	5	2	5	2	6	-	7	6	1	-	6	13	
	1%	2%	-	1%	4%	3%	-	1%	-	3%	2%	-	2%	1%	3%	-	1%	1%	1%	-	2%	1%	
	hk				hk					hk													
Morality/ Individual behaviour/ Lifestyle	12	7	5	-	1	6	-	2	2	1	6	4	2	2	6	1	3	7	1	-	1	10	
	1%	1%	1%	-	1%	4%	-	1%	1%	1%	2%	1%	1%	1%	3%	-	1%	2%	-	-	-	1%	
	p																						
Race relations	9	2	7	1	3	2	1	-	2	5	3	2	5	4	-	1	8	1	1	1	3	12	
	1%	-	1%	1%	2%	1%	1%	-	1%	2%	1%	-	2%	2%	-	-	2%	-	1%	1%	1%	1%	
Low pay/Minimum wage/Fair wages	9	5	5	-	4	2	2	1	-	4	3	1	2	5	2	-	7	2	2	2	4	12	
	1%	1%	1%	-	2%	1%	1%	1%	-	2%	1%	-	1%	2%	1%	-	1%	-	1%	1%	1%	1%	
															z								
Population levels/ Overpopulation	7	5	1	-	1	-	1	2	3	1	1	5	2	1	2	2	3	4	-	2	1	7	
	1%	1%	-	-	1%	-	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	-	1%	-	1%	
Unemployment/ Factory closure/ Lack of industry	6	4	1	-	-	2	2	1	1	-	4	2	2	1	-	3	3	3	-	-	3	7	
	1%	1%	-	-	-	1%	1%	-	-	-	1%	-	1%	-	-	1%	1%	1%	-	-	1%	1%	
Childcare services / support for young people	5	3	2	-	-	1	-	1	3	-	1	4	2	-	-	3	3	3	2	-	3	5	
	1%	1%	-	-	-	1%	-	1%	3%	-	1%	-	1%	-	-	1%	-	1%	2%	-	1%	-	
Transport/Public transport	5	4	1	2	3	-	-	-	5	-	-	-	-	-	3	1	-	4	1	3	-	3	
	-	1%	-	2%	1%	-	-	-	2%	-	-	-	-	-	-	1%	1%	-	1%	2%	-	-	
Public services in general	4	2	2	1	2	1	-	1	-	3	1	1	2	2	-	-	4	-	-	-	1	2	
	-	-	-	1%	1%	-	-	-	-	1%	-	-	1%	1%	-	-	1%	-	-	-	-	1%	
UK union/ devolution/reform	4	4	-	2	1	-	2	1	1	1	2	1	1	2	1	-	3	1	-	1	3	6	
	-	1%	-	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	1%	1%	
Nationalisation/ Government control of institutions	4	3	1	-	-	-	3	1	-	3	1	1	1	3	-	-	4	-	-	-	-	3	
	-	1%	-	-	-	-	2%	1%	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	
Nuclear weapons/ Nuclear war/ Disarmament	3	2	1	-	1	-	-	2	1	1	-	2	2	1	-	-	3	-	-	-	2	5	
	-	-	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	
Drug abuse	3	1	2	-	-	-	-	3	-	-	3	-	1	-	-	2	1	2	-	-	1	2	
	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	
Mental health/ well-being	2	-	2	-	-	1	-	-	1	-	1	1	1	-	-	1	1	1	1	1	-	2	
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%	1%	-	-	



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

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (z)	ENG LAND (b)	WALES (c)	SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (f)	GL (g)	SOUTH EXCL. (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)	UNWTD TOTAL	
UNWEIGHTED BASE	1003	825	62	116	207	303	241	146	231	404	327	230	470	435	485	136	382	451	333	219	1003	
WEIGHTED BASE	1003	867	49*	87*	238	309	260	140*	229	362	302	286	535	577	489	125*	389	485	354	214	1003	
100%	100%	86%	5%*	9%*	24%	31%	26%	14%*	23%	36%	30%	28%	53%	58%	49%	12%*	39%	43%	35%	21%	100%	
Immigration/immigrants	177	159	10	8	45	55	45	21	47	90	41	36	32	126	77	22	78	82	63	33	167	
18%	18%	18%	21%	9%	19%	18%	17%	15%	21%	25%	14%	13%	10%	22%	16%	18%	20%	19%	18%	15%	17%	
Economy/Economic situation	169	142	8	19	38	53	46	28	31	56	70	36	83	73	96	13	60	70	56	43	193	
17%	17%	16%	16%	22%	16%	17%	18%	20%	13%	15%	23%	13%	25%	13%	20%	10%	15%	16%	16%	20%	19%	
National health service/Hospital/Healthcare	70	65	3	3	13	22	19	10	22	23	26	21	29	34	30	11	30	25	24	21	83	
7%	7%	7%	5%	4%	5%	7%	7%	7%	10%	6%	9%	7%	9%	6%	6%	9%	8%	6%	7%	10%	8%	
Inflation/Prices	67	57	1	9	11	21	20	8	17	23	23	21	17	41	38	9	18	26	38	11	72	
6%	6%	7%	2%	11%	5%	7%	8%	6%	7%	6%	6%	7%	5%	7%	8%	8%	5%	6%	5%	7%	7%	
Lack of faith in politics / politicians / government	56	44	7	4	11	22	14	1	17	14	19	20	11	33	28	3	25	24	21	11	45	
6%	6%	5%	15%	5%	5%	7%	6%	1%	8%	4%	6%	7%	3%	6%	6%	2%	6%	5%	6%	5%	4%	
5%	5%	4%	3%	5	23	10	7	3	12	15	14	22	21	27	28	6	19	35	9	8	52	
5%	5%	5%	6%	5%	10%	3%	3%	2%	5%	4%	5%	8%	6%	5%	6%	4%	5%	8%	3%	4%	5%	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	50	48	2	*	23	12	10	4	11	15	17	13	10	40	23	4	24	19	15	17	37	
5%	5%	5%	5%	*	10%	4%	4%	3%	5%	4%	6%	5%	3%	7%	5%	3%	6%	4%	4%	8%	4%	
Pollution/ Environment/ Climate change	36	33	2	1	3	14	12	8	10	16	11	8	22	11	17	5	14	15	12	9	45	
4%	4%	4%	5%	1%	1%	5%	5%	6%	4%	4%	4%	3%	7%	2%	3%	4%	4%	4%	3%	4%	4%	
Defence/Foreign affairs/ International terrorism	28	26	-	2	7	10	10	4	5	14	5	5	11	14	12	3	13	16	6	7	23	
3%	3%	3%	-	2%	3%	3%	4%	3%	2%	4%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	2%	
Housing	26	24	-	2	*	5	5	10	9	8	7	11	7	15	8	5	13	10	12	4	27	
3%	3%	3%	-	3%	*	2%	2%	7%	4%	2%	2%	4%	2%	3%	2%	4%	3%	2%	3%	2%	3%	
Pensions/Social security/Benefits	21	19	-	2	9	4	4	2	4	9	5	8	1	17	6	8	7	10	11	-	11	
2%	2%	2%	-	2%	4%	1%	1%	1%	2%	2%	2%	3%	1	3%	1%	6%	2%	2%	3%	-	1%	
Education/Schools	16	8	3	5	1	7	4	*	2	2	4	11	4	12	9	4	4	4	6	6	18	
2%	2%	1%	7%	6%	1%	2%	2%	*	1%	*	1%	4%	1%	2%	2%	3%	1%	1%	2%	3%	2%	
Common Market/ Brexit/EU/Europe/ Euro	16	13	-	3	3	3	3	5	1	6	3	6	9	7	13	1	2	11	4	1	16	
2%	2%	1%	-	4%	1%	1%	1%	4%	1%	2%	1%	2%	3%	1%	3%	1%	1%	2%	1%	1%	2%	
Taxation	15	13	1	1	1	7	6	6	1	1	9	1	5	7	11	1	3	12	2	2	13	
1%	1%	2%	3%	1%	*	2%	2%	4%	*	*	3%	1%	2%	1%	2%	1%	1%	3%	*	1%	1%	
Morality/ Individual behaviour/ Lifestyle	12	11	-	*	3	1	1	6	1	3	1	5	5	6	8	-	4	*	8	3	10	
1%	1%	1%	-	1%	1%	*	*	4%	1%	1%	*	2%	1%	1%	2%	-	1%	*	2%	1%	1%	
Race relations	9	7	-	2	3	3	3	1	1	5	2	2	5	4	4	2	4	7	1	1	12	
1%	1%	1%	-	2%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	2%	1%	2%	*	*	1%	
Low pay/Minimum wage/Fair wages	9	7	1	2	1	3	2	2	1	1	3	5	3	5	6	*	3	4	1	3	12	
1%	1%	1%	1%	2%	1%	1%	1%	2%	*	*	1%	2%	1%	1%	1%	*	1%	1%	*	2%	1%	
Population levels/ Overpopulation	7	7	-	*	1	2	2	2	2	6	1	-	2	5	3	-	4	2	4	1	7	
1%	1%	1%	-	*	*	1%	1%	1%	1%	2%	*	-	1%	1%	1%	-	1%	1%	1%	*	1%	
Unemployment/ Factory closure/ Lack of industry	6	6	-	-	2	1	1	-	3	3	1	2	4	1	4	-	2	2	3	1	7	
1%	1%	1%	-	-	1%	*	1%	-	1%	1%	*	1%	1%	*	1%	-	1%	1%	1%	*	1%	
Childcare services / support for young people	5	3	1	1	2	1	*	1	-	1	3	2	1	3	3	-	3	4	*	1	5	
1%	*	*	2%	1%	1%	*	*	1%	-	*	1%	1%	*	1%	1%	-	1%	1%	*	*	*	
Transport/Public transport	5	5	-	-	-	5	5	-	-	1	1	3	-	5	3	1	1	4	1	-	3	
*	*	1%	-	-	-	2%	2%	-	-	*	*	1%	-	1%	1%	1%	*	1%	*	-	*	
Public services in general	4	3	1	1	1	2	2	-	*	1	3	*	4	*	4	*	*	1	3	*	10	
1%	*	*	1%	1%	*	1%	1%	-	*	*	1%	*	1%	*	1%	*	*	*	1%	*	1%	
UK union/ devolution/reform	4	1	-	3	1	-	-	-	-	2	2	-	1	2	3	1	1	1	3	-	6	
*	*	-	-	4%	*	-	-	-	-	*	1%	-	*	*	1%	*	*	*	1%	-	1%	
Nationalisation/ Government control of institutions	4	3	*	-	-	3	3	1	-	-	1	-	1	3	3	-	*	-	4	-	3	
*	*	*	-	-	-	1%	1%	1%	-	-	*	-	*	*	1%	-	*	-	1%	-	*	
Nuclear weapons/ Nuclear war/ Disarmament	3	3	-	-	-	1	1	*	2	2	1	*	1	2	*	2	2	2	*	1	5	
*	*	-	-	-	-	*	1%	*	1%	1%	*	*	*	*	*	1%	*	1%	*	*	*	
Drug abuse	3	3	-	-	2	-	-	-	1	3	-	-	1	2	-	-	3	2	-	1	2	
*	*	-	-	-	1%	-	-	-	*	1%	-	-	*	*	-	-	1%	1%	-	*	*	
Mental health/ well-being	2	2	-	-	-	1	1	-	1	1	-	1	1	1	-	-	2	-	-	2	2	
*	*	*	-	-	-	*	*	-	*	*	*	*	*	*	-	-	*	-	-	1%	1%	
Local government/ Council tax	2	2	-	-	-	-	-	-	2	-	-	2	-	2	-	-	2	2	-	-	1	
*	*	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	*	*	-	-	*	
Pound/Exchange rate/Value of pound	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	1	-	-	1	
*	*	-	-	-	1%	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	
Food production/ farming	1	1	-	-	-	1	1	-	1	1	1	-	1	1	1	1	-	1	-	1	2	
*	*	*	-	-	-	*	*	-	*	*	*	-	*	*	*	1%	-	*	-	-	*	
Aging population/ Social care for the elderly	1	*	-	1	-	-	-	-	*	-	1	*	*	-	*	1	-	-	*	1	2	
*	*	*	-	1%	-	-	-	-	*	-	*	*	*	-	*	1%	-	-	*	*	*	
Petrol prices/Fuel	1	-	-	1	-	-	-	-	-	*	-	1	*	-	-	-	1	*	-	1	2	
*	*	-	-	1%	-	-	-	-	-	*	-	*	*	-	-	-	*	*	-	-	*	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Coronavirus/ pandemic diseases	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	
*	*	-	-	1%	-	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	
Countryside/Rural life	*	*	-	-	-	-	-	-	*	*	-	-	*	-	-	-	*	-	*	-	1	
*	*	-	-	-	-	-	-	-	*	*	-	-	*	-	-	-	*	-	*	-	*	
Media / social media	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	1	
*	*	-	1%	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-</		



Table 3
Q.P101 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC			
	TOTAL (n)	CON SERV ACTIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	NONE (e)	1 (f)	2 (g)	3 (h)	4 (i)	5 (m)	PUBLI C (n)	PRI VATE (o)	WHITE (v)	BME (w)	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	238	360	840	151	277	1003
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	1003
100%	100%	23%	28%	9%	12%	25%	14%	17%	21%	16%	17%	10%	48%	85%	15%	20%	100%
Immigration/immigrants	177	40	14	6	76	34	16	40	37	35	25	14	83	169	7	36	167
18% bcw	18%	24%	6%	6%	65%	14%	12%	23%	17%	22%	15%	14%	17%	20%	5%	12%	17%
Economy/Economic situation	169	41	55	21	7	18	20	25	36	33	38	22	85	142	26	61	193
17% de	17%	25%	23%	24%	6%	7%	14%	14%	17%	20%	22%	22	18%	17%	17%	20%	19%
National health service/Hospitals/Healthcare	70	13	34	9	3	6	3	8	20	12	19	12	26	66	4	16	83
7% ew	7%	8%	14%	10%	2%	3%	2%	4%	9%	7%	11%	12%	5%	8%	3%	5%	8%
Inflation/Prices	67	5	16	12	2	19	2	11	11	17	9	10	38	52	15	28	72
7% i	7%	3%	7%	14%	2%	8%	1%	6%	5%	11%	5%	10%	8%	6%	10%	9%	7%
Lack of faith in politics / politicians / government	56	12	2	3	7	19	10	11	10	6	8	3	27	55	*	13	45
6% bnw	6%	7%	1%	4%	6%	8%	7%	6%	5%	4%	5%	2%	6%	6%	*	4%	4%
Poverty/inequality	53	3	22	3	-	13	17	10	9	3	10	7	24	46	6	23	52
5% di	5%	2%	9%	4%	-	5%	12%	6%	4%	2%	6%	7%	5%	5%	4%	8%	5%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	50	11	8	1	5	22	14	13	4	4	7	4	23	40	10	23	37
5% k	5%	7%	3%	1%	4%	9%	10%	7%	2%	3%	4%	4%	5%	5%	7%	8%	4%
Pollution/ Environment/ Climate change	36	1	5	4	1	5	3	7	12	9	2	3	18	30	4	12	45
4% a	4%	*	2%	5%	1%	2%	2%	4%	5%	6%	1%	3%	4%	4%	3%	4%	4%
Defence/Foreign affairs/ International terrorism	28	2	8	4	2	9	5	2	5	3	9	1	10	18	10	8	23
3% tu	3%	2%	3%	5%	1%	3%	4%	1%	2%	2%	5%	1%	2%	2%	7%	3%	2%
Housing	26	5	9	1	1	8	3	7	5	5	1	3	9	22	4	8	27
3% bnw	3%	3%	4%	1%	1%	3%	2%	4%	2%	3%	1%	3%	2%	3%	3%	3%	3%
Pensions/Social security/Benefits	21	8	4	-	-	8	5	1	12	-	2	-	14	20	2	6	11
2% v	2%	5%	2%	-	-	3%	4%	1%	6%	-	1%	-	3%	2%	1%	2%	1%
Education/Schools	16	5	3	-	1	5	1	4	5	1	*	4	8	12	4	6	18
2% z	2%	3%	1%	-	1%	2%	1%	2%	2%	1%	*	3%	2%	1%	3%	2%	2%
Common Market/ Brexit/EU/Europe/ Euro	16	-	9	3	-	1	3	-	4	3	5	*	12	10	6	5	16
2% z	2%	-	4%	4%	-	*	2%	-	2%	2%	3%	*	3%	1%	4%	2%	2%
Taxation	15	-	6	-	-	2	3	7	2	-	2	2	10	10	5	6	13
1% i	1%	-	2%	-	-	1%	2%	4%	1%	-	1%	2%	2%	1%	3%	2%	1%
Morality/ Individual behaviour/ Lifestyle	12	2	*	1	-	6	6	1	1	2	1	1	6	4	7	1	10
1% v	1%	1%	*	1%	-	3%	4%	1%	*	1%	1%	1%	1%	1%	5%	*	1%
Race relations	9	-	1	-	-	3	4	*	2	2	1	2	4	3	6	2	12
1% v	1%	-	1%	-	-	1%	3%	*	1%	1%	1%	2%	1%	*	4%	1%	1%
Low pay/Minimum wage/Fair wages	9	*	1	1	-	5	2	3	2	2	1	1	5	8	1	3	12
1% v	1%	*	*	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Population levels/ Overpopulation	7	-	2	-	3	2	-	*	3	2	1	-	2	7	-	-	7
1% v	1%	-	1%	-	2%	1%	-	*	1%	1%	*	-	*	1%	-	-	1%
Unemployment/ Factory closure/ Lack of industry	6	1	4	1	-	*	1	1	1	1	1	1	3	3	4	2	7
1% v	1%	1%	2%	1%	-	*	1%	1%	*	*	1%	1%	1%	*	2%	1%	1%
Childcare services / support for young people	5	1	3	-	-	-	3	-	1	-	1	*	2	5	-	1	5
1% z	1%	1%	1%	-	-	-	2%	-	*	-	1%	*	*	1%	-	*	*
Transport/Public transport	5	-	1	1	-	-	-	3	1	-	1	-	4	5	-	-	3
Public services in general	4	*	2	*	-	*	*	-	1	1	-	2	2	2	2	1	10
*	*	*	1%	*	-	*	*	-	*	1%	-	2%	*	*	1%	*	1%
UK union/ devolution/reform	4	-	*	-	1	-	1	1	1	*	1	1	2	4	-	2	6
*	*	-	*	-	1%	-	1%	1%	*	*	*	1%	*	*	-	1%	1%
Nationalisation/ Government control of institutions	4	-	1	3	-	-	*	-	-	-	1	-	3	3	1	-	3
*	*	-	*	3%	-	-	*	-	-	-	*	-	1%	*	1%	-	*
Nuclear weapons/ Nuclear war/ Disarmament	3	2	1	-	-	1	*	*	1	-	2	*	2	3	-	1	5
*	*	1%	1%	-	-	*	*	*	*	-	1%	*	*	*	-	*	*
Drug abuse	3	-	-	-	-	2	-	-	-	3	-	-	-	3	-	1	2
*	*	-	-	-	-	1%	-	-	-	2%	-	-	-	*	-	*	*
Mental health/ well-being	2	-	1	-	-	-	-	-	-	-	2	-	-	2	-	1	2
*	*	-	*	-	-	-	-	-	-	-	1%	-	-	*	-	*	*
Local government/ Council tax	2	-	-	-	2	-	-	-	2	-	-	-	-	2	-	-	1
*	*	-	-	-	2%	-	-	-	1%	-	-	-	-	*	-	-	*
Pound/Exchange rate/Value of pound	1	-	-	-	-	-	-	-	-	-	1	-	1	-	1	1	1
*	*	-	-	-	-	-	-	-	-	-	1%	-	*	-	1%	*	*
Food production/ farming	1	1	-	-	-	1	-	1	-	1	-	1	1	1	-	-	2
*	*	*	-	-	-	*	-	*	-	*	-	1%	*	*	-	-	*
Ageing population/ Social care for the elderly	1	-	*	-	-	1	-	-	-	1	*	1	-	1	-	1	2
*	*	-	*	-	-	*	-	-	-	*	*	1%	-	*	-	*	*
Petrol prices/fuel	1	*	1	-	-	-	-	1	-	-	*	-	-	1	-	-	2
*	*	*	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Coronavirus/ pandemic diseases	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	1
*	*	-	-	-	-	-	-	-	-	*	-	1%	-	-	-	-	*
Countryside/Rural life	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	1
*	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*
Media / social media	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	1
*	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AI / Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	42	5	5	6	1	19	1	13	12	4	7	2	18	32	9	14	45
4%	4%	3%	2%	7%	1%	8%	1%	8%	5%	3%	4%	2%	4%	4%	6%	5%	4%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	78	8	19	6	4	38	17	5	17	13	12	5	38	66	11	20	61
8% i	8%	5%	8%	6%	4%	15%	12%	3%	8%	8%	7%	5%	8%	8%	8%	6%	6%
Personal finances (NET)	180	9	39	17	2	bd	20	24	22	22	20	19	67	107	22	54	138
13% ad	13%	6%	16%	19%	2%	15%	14%	14%	10%	13%	12%	18%	14%	13%	15%	18%	14%
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BASE: ALL ADULTS AGED 18+

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 : 4th September - 10th September 2024
Source : Ipsos (JN Q218)

Table 5
Q.P01/Q2 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

		GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA				UNWTD
		TOTAL (a)	ENG LAND (b)	WALES (c)	SCOT LAND (d)	NORTH EXCL. SCOT LAND (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)	KING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)	TOTAL (t)			
UNWEIGHTED BASE	1003	825	62	116	207	303	241	146	231	404	327	230	470	485	136	382	451	333	219	1003				
WEIGHTED BASE	1001	867	49*	97*	238	309	260	141*	229	363	302	286	528	577	489	125*	389	435	354	214	1001			
100%	100%	86%	59*	96*	24%	31%	26%	14%*	21%	40%	30%	28%	53%	58%	49%	12%*	39%	43%	35%	21%	100%			
Immigration/Immigrants	321	282	18	21	79	109	91	36	76	147	85	75	69	220	135	40	145	130	110	80	303			
	32%	33%	37%	24%	33%	35%	35%	25%	33%	40%	28%	26%	21%	38%	28%	32%	17%	30%	13%	37%	30%			
	in									ak				zt			m							
National health service/Hospitals/Healthcare	296	257	19	20	60	105	86	38	73	111	107	67	120	148	141	35	121	138	92	67	320			
	30%	30%	39%	24%	25%	34%	33%	27%	32%	31%	36%	24%	37%	26%	29%	28%	31%	32%	26%	31%	32%			
	m									ak			zm											
Economy/Economic situation	295	247	18	20	66	92	74	49	59	103	118	65	145	124	163	25	107	138	86	70	322			
	29%	29%	36%	34%	28%	30%	28%	35%	26%	28%	39%	23%	44%	21%	33%	20%	27%	32%	24%	33%	33%			
	lmt									ak			zm		zo									
Inflation/Prices	177	141	12	24	40	52	40	19	42	50	59	65	51	108	96	33	48	76	70	31	176			
	17%	16%	24%	27%	17%	17%	15%	14%	18%	14%	19%	23%	16%	19%	20%	26%	12%	17%	20%	14%	18%			
	alp			zaf											p	zd								
Lack of faith in politics / politicians / government	148	122	11	15	31	54	43	16	33	55	42	44	45	82	64	9	75	60	57	31	134			
	15%	14%	22%	17%	13%	17%	17%	11%	14%	15%	14%	15%	14%	14%	13%	7%	19%	14%	16%	15%	13%			
	o														zmo									
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	140	126	9	5	41	46	37	16	31	53	45	34	43	87	71	11	58	62	39	38	132			
	14%	15%	18%	6%	17%	15%	14%	12%	14%	15%	15%	12%	13%	15%	15%	9%	15%	14%	11%	18%	13%			
	c				e																			
Education/Schools	136	116	3	16	40	34	31	15	31	43	49	40	66	52	72	24	40	68	35	33	159			
	14%	13%	7%	19%	17%	11%	12%	11%	13%	12%	16%	14%	20%	9%	15%	19%	10%	16%	10%	15%	16%			
	mp																							
Housing	130	115	6	9	19	41	35	22	39	34	35	53	45	70	59	14	57	59	47	23	136			
	13%	12%	12%	10%	8%	13%	13%	16%	17%	9%	12%	19%	14%	12%	12%	11%	15%	14%	13%	11%	14%			
	di								4															
Poverty/inequality	130	106	7	17	43	28	21	15	27	46	36	36	49	66	66	12	51	66	28	36	141			
	13%	12%	15%	19%	18%	9%	8%	11%	12%	13%	12%	12%	15%	11%	14%	10%	13%	15%	8%	17%	14%			
	eft			ef	zaf													1						
Pollution/ Environment/ Climate change	100	92	4	14	30	26	20	31	41	31	31	25	59	34	54	11	35	47	29	25	128			
	10%	11%	8%	4%	6%	10%	10%	15%	14%	11%	10%	9%	18%	6%	11%	9%	9%	11%	8%	11%	13%			
	d																							
Defence/Foreign affairs/ International terrorism	70	65	1	5	19	20	19	12	15	34	18	11	37	27	28	8	34	38	16	17	78			
	7%	7%	2%	5%	8%	6%	7%	9%	7%	9%	6%	4%	11%	5%	6%	6%	9%	9%	4%	8%	8%			
	m									k			zm				t							
Pensions/Social security/Benefits	58	46	5	7	24	13	8	3	12	26	12	17	8	44	17	15	27	29	23	6	49			
	6%	5%	11%	8%	10%	4%	3%	2%	5%	7%	4%	6%	3%	8%	3%	12%	7%	7%	7%	3%	5%			
	ln		efc		zaf										1	zm								
Taxation	58	50	4	4	10	18	14	12	14	18	19	17	17	36	38	6	13	30	23	5	50			
	6%	6%	7%	5%	4%	6%	5%	8%	6%	5%	6%	6%	5%	6%	8%	5%	3%	7%	7%	3%	5%			
	du													zo										
Unemployment/ Factory closure/ Lack of industry	55	50	3	3	10	19	17	8	15	22	14	17	18	31	21	4	30	20	23	13	55			
	6%	6%	6%	3%	4%	6%	6%	5%	7%	6%	5%	6%	6%	5%	4%	3%	8%	5%	6%	6%	5%			
	mp																							
Common Market/ Brexit/EU/Europe/ Euro	49	43	*	6	13	11	11	12	7	16	18	12	29	16	36	3	10	32	11	5	58			
	5%	5%	1%	7%	5%	4%	4%	8%	3%	5%	6%	4%	9%	3%	7%	3%	2%	7%	3%	2%	6%			
	mp												zm					ztu						
Public services in general	49	36	8	5	10	18	10	6	10	19	19	9	20	21	31	2	16	18	12	19	59			
	4%	4%	16%	5%	4%	6%	4%	5%	4%	5%	6%	3%	6%	4%	6%	2%	4%	4%	3%	9%	6%			
	zaf																		zt					
Aging population/ Social care for the elderly	36	26	6	4	6	12	6	3	11	16	14	3	13	17	18	7	11	13	8	16	39			
	4%	3%	13%	4%	3%	4%	2%	2%	5%	5%	5%	1%	4%	3%	4%	5%	3%	3%	2%	7%	4%			
	k			zaf								k								zt				
Race relations	34	30	1	2	10	10	9	4	8	14	14	5	20	11	20	5	9	20	8	6	50			
	3%	4%	2%	3%	4%	3%	4%	3%	3%	4%	5%	2%	6%	2%	4%	4%	2%	4%	2%	3%	5%			
	m												zm											
Low pay/Minimum wage/Fair wages	32	27	1	5	8	6	6	4	9	7	9	12	8	22	12	2	17	15	9	8	32			
	3%	3%	1%	5%	3%	2%	2%	3%	4%	2%	3%	4%	2%	4%	3%	2%	4%	3%	3%	4%	3%			
	z			2	6	8	8	9	5	9	7	10	13	16	18	*	11	8	14	8	29			
Morality/ Individual behaviour/ Lifestyle	3%	3%	+	2%	2%	3%	3%	6%	2%	2%	2%	4%	4%	3%	4%	+	3%	2%	4%	4%	3%			
Transport/Public transport	28	26	1	1	3	9	8	5	10	8	11	7	13	13	16	7	6	15	8	5	34			
	3%	3%	3%	2%	1%	3%	3%	4%	4%	2%	4%	3%	4%	2%	3%	5%	2%	3%	2%	2%	3%			
	z				1	6	6	3	6	7	7	6	8	12	14	2	6	9	7	7	22			
Mental health/ well-being	2%	2%	-	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%			
	z																							
Petrol prices/Fuel	21	16	-	5	2	1	1	4	10	3	3	13	4	17	12	3	6	9	10	2	17			
	2%	2%	-	6%	1%	+	+	3%	4%	1%	1%	5%	1%	3%	2%	2%	2%	2%	3%	1%	2%			
	eft				f				zaf			di												
Nationalisation/ Government control of institutions	14	12	2	-	1	9	8	1	2	4	1	5	3	8	8	+	5	4	6	4	13			
	1%	1%	3%	-	1%	3%	3%	1%	1%	1%	+	2%	1%	1%	2%	+	1%	1%	2%	2%	1%			
Childcare services / support for young people	12	10	1	1	3	3	1	6	+	4	3	5	3	9	3	3	7	7	3	2	12			
	1%	1%	2%	1%	1%	1%	1%	4%	+	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%			
										zaf														
Local government/ Council tax	12	9	-	3	2	1	1	+	6	3	4	5	3	6	5	-	7	3	4	5	13			
	1%	1%	-	3%	1%	+	+	3%	1%	1%	1%	2%	1%	1%	1%	-								

Table 6
Q.P101/Q2 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (a)	PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ACTIVE (b)	LAB OUR (c)	LIB ERAL DEMOCRAT (d)	REFORM M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLIC C (l)	PRIV VATE (m)	WHITE (n)	BME (o)		
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	338	360	840	151	277	1003
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	1003
100%	100%	17%	29%	9%	12%	25%	14%	17%	21%	16%	17%	10%	43%	85%	15%	30%	100%
Immigration/immigrants	321	82	39	17	85	76	40	62	70	50	26	141	298	21	71	71	303
32%	bc	50%	16%	19%	73%	31%	28%	35%	32%	38%	30%	25%	29%	35%	15%	24%	30%
bc	2b				2a	b								2w			
rw	2c				2d												
National health service/Hospital/Healthcare	296	63	92	32	33	42	24	47	81	58	64	35	134	263	33	86	320
30%	ai	38%	38%	38%	28%	17%	17%	27%	37%	36%	38%	34%	28%	31%	23%	28%	32%
30%	2e				e				2i								
Economy/Economic situation	295	51	88	32	29	49	50	45	52	55	60	36	145	251	42	96	332
29%	29%	31%	37%	36%	25%	20%	35%	26%	24%	34%	35%	35%	30%	30%	29%	32%	33%
29%	e	2e															
Inflation/Prices	177	23	46	22	2	48	25	32	28	33	25	29	100	148	29	71	176
17%	d	14%	19%	26%	9%	20%	17%	18%	13%	21%	14%	28%	21%	17%	20%	23%	18%
17%	2d				2d							2i					
Lack of faith in politics / politicians / government	148	27	22	10	27	32	26	25	30	19	24	7	64	135	10	40	134
15%	bn	16%	9%	11%	23%	13%	19%	14%	14%	12%	14%	7%	13%	16%	7%	13%	13%
15%	2w				2b									w			
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	140	31	39	4	15	39	21	26	31	21	22	13	67	114	24	46	132
14%	c	18%	17%	4%	13%	16%	15%	15%	15%	13%	13%	13%	14%	13%	16%	15%	13%
14%	2c				c												
Education/Schools	136	21	42	14	14	27	15	28	38	20	21	27	60	116	17	60	159
14%	13%	13%	18%	16%	12%	11%	11%	16%	18%	12%	13%	26%	13%	14%	12%	20%	16%
14%	2c											2d					
Housing	130	13	32	15	16	34	18	20	33	19	18	15	54	109	20	48	136
13%	13%	8%	13%	17%	13%	14%	13%	11%	13%	11%	11%	15%	13%	13%	14%	16%	14%
13%	2c																
Poverty/inequality	130	6	37	12	6	35	28	27	23	16	22	16	58	105	23	48	141
13%	ad	4%	16%	14%	5%	14%	20%	15%	10%	10%	13%	16%	12%	12%	16%	16%	14%
13%	2d				a												
Pollution/ Environment/ Climate change	100	4	33	7	9	11	10	17	28	17	20	9	48	84	14	30	128
10%	ae	3%	14%	8%	8%	4%	7%	10%	13%	10%	12%	9%	10%	10%	9%	10%	13%
10%	2e																
Defence/foreign affairs/ International terrorism	70	10	20	8	9	14	11	9	19	7	20	5	24	55	15	17	78
7%	6%	8%	9%	8%	6%	6%	8%	5%	9%	4%	12%	5%	5%	6%	10%	6%	8%
7%	2e																
Pensions/Social security/Benefits	58	19	8	*	7	17	10	7	20	9	7	5	26	54	4	10	49
6%	6%	11%	3%	*	6%	7%	7%	4%	9%	6%	4%	4%	5%	6%	3%	3%	5%
6%	2bc				e												
Taxation	58	12	11	1	10	15	5	11	8	4	12	3	41	43	15	25	50
6%	7%	5%	2%	9%	6%	4%	6%	6%	4%	3%	7%	3%	9%	5%	10%	8%	5%
6%	2e											2m		2v			
Unemployment/ Factory closure/ Lack of industry	55	15	17	2	*	11	8	7	12	10	7	3	20	42	13	11	55
6%	9%	7%	3%	*	4%	6%	6%	4%	5%	6%	4%	3%	4%	5%	9%	4%	5%
6%	2d																
Common Market/ Brexit/EU/Europe/ Euro	49	1	20	12	1	4	8	4	12	7	15	3	34	38	11	15	58
5%	1%	8%	14%	1%	2%	6%	6%	2%	6%	4%	9%	3%	7%	5%	7%	5%	6%
5%	2e				2ad						2i						
Public services in general	49	5	11	5	2	18	4	12	13	7	10	7	22	39	9	14	59
5%	3%	5%	5%	2%	7%	3%	3%	7%	6%	4%	6%	6%	5%	5%	6%	5%	6%
5%	2e						*	5	12	13	7	3	17	31	4	10	39
Ageing population/ Social care for the elderly	36	9	13	1	4	3	*	5	5	12	7	3	17	31	4	10	39
4%	6%	6%	1%	4%	1%	*	3%	6%	6%	8%	4%	3%	4%	4%	3%	3%	4%
4%	2e																
Race relations	34	3	11	4	*	4	9	3	7	9	4	8	14	22	12	9	50
3%	2%	4%	5%	*	2%	6%	6%	2%	3%	6%	2%	8%	3%	3%	8%	3%	5%
3%	2e											2m		2v			
Low pay/Minimum wage/Fair wages	32	*	10	1	1	11	6	8	5	7	3	3	11	26	6	11	33
3%	*	4%	1%	1%	4%	5%	5%	4%	2%	5%	2%	3%	2%	3%	4%	4%	3%
3%	2e																
Morality/ Individual behaviour/ Lifestyle	29	5	5	2	-	10	10	7	5	2	3	2	14	20	9	6	29
3%	3%	2%	3%	-	4%	7%	7%	4%	2%	1%	2%	2%	3%	2%	6%	2%	3%
3%	2e						2i										
Transport/Public transport	28	5	10	4	2	3	*	4	7	4	8	5	15	24	4	4	34
3%	3%	4%	4%	2%	1%	*	2%	3%	3%	4%	4%	5%	3%	3%	3%	1%	3%
3%	2e											2i					
Mental health/ well-being	22	4	5	*	2	6	3	2	4	2	9	2	13	19	3	11	22
2%	2%	2%	2%	*	2%	2%	2%	1%	2%	1%	5%	2%	3%	2%	2%	4%	2%
2%	2e																
Petrol prices/Fuel	21	5	3	2	-	8	2	2	5	1	6	2	13	16	5	9	17
2%	3%	1%	2%	-	3%	2%	2%	1%	2%	*	3%	2%	3%	2%	4%	3%	2%
2%	2e																
Nationalisation/ Government control of institutions	14	-	2	3	2	*	*	6	1	1	3	1	8	11	3	7	13
1%	-	1%	3%	2%	*	*	3%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%
1%	2e				e												
Childcare services/ support for young people	12	3	3	*	-	3	3	3	1	2	2	1	4	9	4	4	12
1%	2%	1%	*	-	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%
1%	2e																
Local government/ Council tax	12	2	1	2	3	3	1	2	4	4	1	*	5	12	*	4	13
1%	1%	*	2%	3%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%	*	1%	1%
1%	2e																
Population levels/ Overpopulation	12	-	3	2	4	2	1	2	3	3	2	2	4	9	2	4	13
1%	-	1%	2%	4%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
1%	2e																
UK union/ devolution/reform	10	-	2	-	1	2	2	2	1	1	3	2	4	10	-	2	13
1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	-	1%	1%
1%	2e						*	1	2	-	4	1	4	7	1	4	11
Nuclear weapons/ Nuclear war/ Disarmament	8	2	2	-	-	2	*	1	2	-	4	1	4	7	1	4	11
1%	1%	1%	-	-	1%	*	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%
1%	2e																
Coronavirus/ pandemic diseases	7	1	-	-	3	1	-	1	1	3	-	1	7	6	2	5	6
1%	1%	-	-	-	3%	1%	-	1%	*	2%	-	1%	1%	1%	1%	2%	1%
1%	2e				2b												
Media / social media	7	1	3	1	2	-	-	-	2	1	3	1	3	5	2	3	8
1%	*	1%	1%	2%	-	-	-	-	1%	1%	2%	1%	1%	1%	2%	1%	1%
1%	2e																

Table 10
Q.PL038 And what would you say is the most important issue facing you personally today?

BASE: ALL ADULTS AGED 18+

	SEX			AGE										SOCIAL GRADE						HH INCOME			UNWTD
	TOTAL (a)	MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	18-34 (j)	35-54 (k)	55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)	TOTAL (v)	
UNWEIGHTED BASE	1003	473	530	106	164	149	147	162	275	270	296	437	315	351	122	154	666	276	101	175	346	1003	
WEIGHTED BASE	1003	481	502	105*	175	163*	163*	160	238	279	326	398	281	243	210*	222	524	432	114*	172	318	1003	
	100%	48%	50%	105%	175%	163%	163%	160%	238%	279%	326%	398%	281%	243%	210%	222%	524%	432%	114%	172%	318%	100%	
Inflation/Prices	129	73	55	14	34	27	22	13	20	47	48	33	34	38	28	22	72	50	12	21	47	132	
	13%	15%	11%	13%	19%	16%	13%	8%	8%	17%	15%	8%	12%	16%	13%	10%	14%	11%	10%	12%	15%	13%	
	hk				agh	k			ghk	k													
National health service/Hospitals/ Healthcare	115	44	69	3	6	14	17	30	45	10	31	75	34	27	27	23	61	50	15	27	28	130	
	12%	9%	14%	3%	4%	9%	10%	19%	19%	3%	9%	19%	12%	11%	13%	10%	12%	12%	13%	16%	9%	13%	
	cdi						i	zcd	zede	i		zcd											
Economy/Economic situation	110	51	55	12	23	17	24	15	17	36	42	32	29	26	26	25	56	51	10	17	46	114	
	11%	11%	11%	12%	13%	11%	15%	9%	7%	13%	13%	8%	10%	11%	13%	11%	11%	12%	9%	10%	15%	11%	
	hk					h																	
Taxation	41	24	17	5	15	6	2	4	8	20	9	12	13	6	10	9	19	19	1	7	25	36	
	4%	5%	3%	5%	9%	4%	2%	3%	3%	7%	3%	3%	5%	3%	5%	4%	4%	4%	1%	4%	8%	4%	
					efhk					efhk										ef			
Mental health/ well-being	40	21	19	2	4	16	6	5	6	8	23	11	10	9	9	10	20	19	3	5	16	30	
	4%	4%	4%	2%	2%	10%	4%	3%	3%	2%	7%	3%	4%	4%	4%	4%	4%	4%	3%	3%	5%	3%	
					zcdg	hk				zik													
Housing	31	20	10	8	6	3	3	9	2	14	6	11	7	12	6	5	19	12	5	6	10	37	
	3%	4%	2%	8%	3%	2%	2%	6%	1%	5%	2%	3%	2%	5%	3%	2%	4%	3%	5%	3%	3%	4%	
	h			zhi				hk		h													
Pensions/Social security/Benefits	30	9	21	-	4	1	1	10	14	4	2	24	6	9	5	10	15	15	8	8	3	36	
	3%	2%	4%	-	2%	1%	1%	6%	6%	2%	1%	6%	2%	4%	2%	4%	3%	3%	7%	5%	1%	4%	
	ft							zcef	zcef			zcef							ft	t			
Education/Schools	29	5	24	5	2	12	9	*	*	7	21	1	18	3	3	2	21	6	1	5	11	32	
	3%	1%	5%	4%	1%	7%	7%	zdhg	ghk	k	zdhg		zmpop	g	1%	2%	1%	4%	1%	*	3%	4%	3%
	aghk			ghk																			
Ageing population/ Social care for the elderly	28	13	11	-	-	-	5	6	17	-	5	23	15	4	2	5	19	8	2	3	10	34	
	3%	3%	2%	-	-	-	3%	4%	7%	-	1%	6%	5%	2%	1%	2%	4%	2%	2%	2%	3%	3%	
	i						i	di	zede			zede					zm						
Immigration/Immigrants	24	16	8	2	3	4	3	5	8	5	6	13	4	6	7	5	10	12	2	5	7	19	
	2%	3%	2%	2%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	
Childcare services / support for young people	24	8	16	1	2	19	1	1	*	3	20	1	10	3	8	2	13	10	2	4	11	17	
	2%	2%	3%	1%	1%	12%	*	1%	*	1%	6%	*	4%	1%	4%	1%	3%	2%	2%	2%	3%	2%	
	hk					zcdff	ghhk			zdfg	hk						m						
Unemployment/ Factory closure/ Lack of industry	23	12	9	5	7	2	4	5	-	11	6	5	5	5	-	11	10	11	4	5	6	22	
	2%	2%	2%	4%	4%	1%	3%	3%	-	4%	2%	1%	2%	2%	-	5%	2%	3%	3%	3%	2%	2%	
	h			h	h		h	h		h						zmg							
Poverty/Inequality	23	9	14	3	6	2	6	3	2	9	8	6	1	11	2	8	13	9	7	4	7	23	
	2%	2%	3%	3%	3%	1%	4%	2%	1%	3%	3%	1%	*	5%	1%	3%	2%	2%	6%	2%	2%	2%	
	i														zfp	i	i						
Low pay/Minimum wage/Fair wages	21	10	9	3	7	3	7	1	*	10	10	1	3	4	9	5	6	14	2	4	7	17	
	2%	2%	2%	3%	4%	2%	4%	*	*	4%	3%	*	1%	1%	4%	2%	1%	3%	2%	2%	2%	2%	
				hk	hk	hk	hk	hk	hk	hk	hk	hk											
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	18	8	9	2	3	8	4	1	-	5	12	1	8	3	6	-	11	6	1	2	12	14	
	2%	2%	2%	2%	2%	5%	3%	*	-	2%	4%	*	3%	1%	3%	-	2%	1%	1%	1%	4%	1%	
	k			hk	zhk	k	k			zhk			o						z				
Pollution/ Environment/ Climate change	13	5	8	1	1	3	2	3	3	2	4	6	5	4	1	3	9	4	5	1	3	19	
	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	5%	*	1%	2%	
Transport/Public transport	11	5	4	3	2	2	1	-	3	5	2	3	3	1	3	3	4	5	1	-	4	10	
	1%	1%	1%	3%	1%	1%	*	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	
Lack of faith in politics / politicians / government	8	3	5	-	*	-	1	1	6	*	1	7	2	1	1	3	4	4	2	*	3	11	
	1%	1%	1%	-	*	-	1%	*	2%	*	2%	*	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	
									zi														
Race relations	8	2	5	3	*	2	*	1	-	4	3	1	4	2	-	*	6	*	-	1	3	9	
	1%	*	1%	3%	*	2%	*	1%	-	1%	1%	*	1%	1%	*	1%	1%	*	-	1%	1%	1%	
				zhk						zhk													
Defence/Foreign affairs/ International terrorism	6	2	3	2	2	2	*	-	1	3	2	1	1	*	2	3	1	5	-	2	-	5	
	1%	*	1%	2%	1%	1%	*	-	*	1%	1%	*	*	*	1%	1%	*	1%	-	1%	-	*	
Morality/ Individual behaviour/ Lifestyle	6	2	4	-	1	1	3	-	1	1	4	1	4	3	-	-	6	-	-	*	6	6	
	1%	*	1%	-	1%	1%	2%	-	*	1%	1%	*	1%	1%	-	-	1%	-	-	*	2%	1%	
Local government/ Council tax	6	3	3	-	-	1	3	1	2	-	4	2	2	-	1	1	2	3	1	2	1	6	
	1%	1%	1%	-	-	1%	2%	*	1%	-	1%	1%	1%	-	1%	1%	*	1%	1%	1%	*	1%	
Public services in general	6	3	3	*	5	-	1	*	5	-	1	1	1	3	2	*	3	2	-	2	1	8	
	1%	1%	1%	*	3%	-	-	*	*	2%	-	*	*	1%	1%	*	1%	1%	-	1%	*	1%	
					efk					z													
Pound/Exchange rate/Value of pound	4	1	3	-	*	1	-	2	1	*	1	3	1	4	-	-	4	-	-	2	-	6	
	*	*	1%	-	*	1%	-	1%	1%	*	*	1%	*	1%	-	-	1%	-	-	1%	-	1%	
Petrol prices/Fuel	3	-	3	-	-	-	-	-	*	3	-	3	1	1	-	-	2	-	-	-	-	4	
	*	-	1%	-	-	-	-	-	*	1%	-	1%	*	*									



Table 11
Q.P038 And what would you say is the most important issue facing you personally today?

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (a)	ENG LAND (b)	WALES (c)	SCOT LAND (d)	NORTH ENGL (e)	MIDLANDS (f)	GL (g)	SOUTH ENGL (h)	OWNED (i)	MORTGAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORK (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)	UNWTD TOTAL		
UNWEIGHTED BASE	1003	825	62	116	207	303	241	146	231	404	327	230	470	435	485	135	382	451	333	219	1003	
WEIGHTED BASE	1003	857	48	67	238	309	250	140	229	362	302	286	525	577	489	125	389	455	354	214	1003	
100%	100%	86%	5%*	9%*	24%	31%	26%	14%*	23%	36%	30%	28%	53%	58%	49%	12%*	39%	43%	35%	21%	100%	
Inflation/Prices	129	107	6	16	26	39	33	15	33	34	50	42	41	75	84	14	31	46	60	23	132	
13%	13%	12%	12%	19%	11%	13%	13%	10%	14%	9%	16%	15%	13%	17%	17%	12%	8%	11%	17%	11%	13%	
National health service/Hospital/Healthcare	115	92	11	13	22	41	30	14	25	72	20	18	31	64	34	13	68	59	22	35	130	
12% jun t	12%	11%	22% ad	15%	9%	13%	11%	10%	11%	20% zjk	6%	6%	10%	11%	7%	10%	18% zm	14% t	6%	16% t	13%	
Economy/Economic situation	110	99	4	7	30	30	26	15	27	32	43	34	53	46	57	12	40	49	40	20	114	
11% m	11%	11%	7%	8%	13%	10%	10%	11%	12%	9%	14%	12%	13%	16%	12%	10%	10%	11%	9%	9%	11%	
Taxation	41	40	*	*	4	25	24	6	6	10	16	9	19	18	28	4	9	19	14	9	36	
4% p	4%	5%	1%	*	2%	8%	9%	4%	3%	3%	5%	3%	6%	3%	8%	3%	2%	4%	4%	4%	4%	
Mental health/ well-being	40	38	1	*	5	17	15	9	8	12	9	16	7	30	18	7	15	14	17	9	30	
4% i	4%	4%	3%	1%	2%	5%	6%	6%	4%	3%	3%	6%	2%	5%	4%	6%	4%	3%	5%	4%	3%	
Housing	31	25	2	5	7	7	5	6	6	6	10	12	9	19	14	3	14	10	11	10	37	
3%	3%	3%	3%	5%	3%	2%	3%	3%	2%	3%	4%	3%	3%	3%	3%	4%	2%	3%	3%	4%	4%	
Pensions/Social security/Benefits	30	25	2	3	9	10	8	1	8	17	4	9	7	20	6	5	19	13	9	8	36	
3%	3%	3%	4%	4%	4%	3%	3%	*	3%	5%	1%	3%	2%	4%	1%	4%	5%	3%	3%	4%	4%	
Education/Schools	29	27	1	1	4	8	6	6	10	6	14	8	17	11	17	5	7	18	10	1	32	
3%	3%	3%	3%	1%	2%	2%	2%	4%	4%	2%	4%	3%	5%	2%	4%	4%	2%	4%	3%	*	3%	
Ageing population/ Social care for the elderly	28	26	*	1	10	9	8	3	4	18	8	2	11	11	10	1	16	12	11	4	34	
3%	3%	3%	1%	2%	4%	3%	3%	2%	2%	5%	3%	1%	3%	2%	2%	1%	4%	3%	3%	2%	3%	
Immigration/immigrants	24	18	3	4	6	10	7	1	3	8	10	3	2	20	14	2	9	11	7	6	19	
2% t	2%	2%	6% h	4%	3%	3%	3%	1%	1%	2%	3%	1%	1%	4%	3%	2%	2%	3%	2%	3%	2%	
Childcare services /support for young people	24	21	-	3	5	4	4	11	1	3	11	10	8	16	15	7	2	18	2	4	17	
2% hipst	2%	2%	-	3%	2%	1%	2%	8% zade fh	*	1%	4%	3%	2%	3%	3%	5%	1%	4%	1%	2%	2%	
Unemployment/ Factory closure/ Lack of industry	23	17	2	4	7	5	3	5	2	6	6	12	9	14	13	3	7	10	9	4	22	
2%	2%	2%	3%	5%	3%	2%	1%	4%	1%	2%	2%	4%	3%	2%	3%	2%	2%	2%	3%	2%	2%	
Poverty/inequality	23	19	1	3	6	7	5	4	4	5	6	12	5	16	10	2	10	12	5	5	23	
2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	1%	2%	4%	2%	3%	2%	2%	3%	3%	2%	2%	2%	
Low pay/Minimum wage/Fair wages	21	21	-	-	5	5	5	5	5	*	6	8	3	15	16	2	3	12	5	4	17	
2%	2%	2%	-	-	2%	2%	2%	4%	2%	*	2%	3%	1%	3%	3%	2%	1%	3%	1%	2%	2%	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	18	13	1	3	5	5	3	3	3	5	7	4	3	14	14	1	3	11	3	5	14	
2% i	2%	2%	3%	4%	2%	1%	1%	2%	1%	1%	2%	2%	1%	3%	3%	1%	1%	2%	1%	2%	1%	
Pollution/ Environment/ Climate change	13	11	1	1	2	1	*	2	7	6	3	4	10	3	2	2	9	4	6	3	19	
1% mn	1%	1%	3%	1%	1%	*	*	1%	3%	2%	1%	2%	3%	*	*	2%	2%	1%	2%	1%	2%	
Transport/Public transport	11	9	2	-	3	3	2	1	4	3	-	4	4	7	7	-	4	4	5	2	10	
1%	1%	1%	4%	-	1%	1%	1%	*	2%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	
Lack of faith in politics / politicians / government	8	7	1	*	1	3	3	3	1	5	1	2	2	5	2	1	6	2	4	2	11	
1%	1%	1%	1%	*	*	1%	1%	2%	*	1%	*	1%	1%	1%	*	1%	2%	*	1%	1%	1%	
Race relations	8	7	1	-	4	2	1	1	*	3	2	2	5	1	4	1	3	4	3	-	9	
1%	1%	1%	2%	-	2%	1%	*	1%	*	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	-	1%	
Defence/Foreign affairs/ International terrorism	6	3	-	3	-	2	2	2	-	1	5	*	3	4	4	3	-	4	-	2	5	
1% a	1%	*	-	3% zade fh	-	1%	1%	1%	-	*	2%	*	1%	1%	1%	2%	-	1%	-	1%	*	
Morality/ Individual behaviour/ Lifestyle	6	6	-	-	5	-	-	1	1	2	4	-	5	1	5	1	1	2	2	3	6	
1%	1%	1%	-	-	2%	-	-	1%	*	1%	1%	-	1%	*	1%	1%	*	1%	1%	1%	1%	
Local government/ Council tax	6	4	1	1	1	3	2	1	-	3	1	1	4	1	3	1	2	5	-	1	6	
1% p	1%	*	1%	2%	*	1%	1%	1%	-	1%	*	*	1%	*	1%	1%	1%	1%	-	*	1%	
Public services in general	6	6	-	-	1	4	4	-	*	1	4	-	3	3	5	-	*	3	3	-	8	
1%	1%	1%	-	-	*	1%	2%	-	*	*	1%	-	1%	*	1%	-	*	1%	1%	-	1%	
Pound/Exchange rate/Value of pound	4	4	1	-	*	3	3	1	-	2	1	1	*	4	2	-	2	2	2	1	6	
*	*	*	1%	-	*	1%	1%	1%	-	1%	*	*	*	1%	1%	-	1%	*	*	*	1%	
Petrol prices/Fuel	3	3	-	-	2	1	1	-	-	3	*	-	-	3	-	*	3	2	-	1	4	
1%	1%	*	-	-	1%	*	*	-	-	1%	*	-	-	1%	-	*	1%	-	-	1%	1%	
Common Market/ Brexit/EU/Europe/ Euro	3	1	-	2	1	1	1	*	-	1	-	2	1	2	2	1	-	3	1	-	4	
1% a	*	*	-	2% zade fh	*	*	*	*	-	*	-	1%	*	*	*	1%	-	1%	*	-	*	
Animal welfare	3	3	-	-	-	3	3	-	-	-	-	3	-	3	3	-	-	3	-	-	1	
1%	*	*	-	-	-	1%	1%	-	-	-	-	1%	-	*	1%	-	-	1%	-	-	*	
UK union/ devolution/reform	2	-	-	2	-	-	-	-	-	1	2	-	1	1	2	1	-	2	1	-	3	
1%	-	-	-	3% zade fh	-	-	-	-	-	*	1%	-	-	*	*	*	-	1%	-	-	*	
Privatisation	2	2	-	-	2	-	-	-	*	-	2	*	*	2	2	-	-	-	-	2	2	
1%	*	*	-	-	1%	-	-	-	*	-	1%	*	*	*	*	-	-	-	-	1%	*	
Coronavirus/ pandemic diseases	1	1	-	-	-	1	1	-	-	-	-	-	1	-	-	-	1	1	-	-	1	
1%	*	*	-	-	-	*	1%	-	-	*	*	*	*	*	*	*	*	*	-	-	*	
Population levels/ Overpopulation	1	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	1	1	
1%	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	*	-	-	-	-	1%	*	
AI/ Technology	1	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	1	1	-	1	1	
1%	*	*	-	-	1%	-	-	-	-	-	-	-	*	-	*	-	*	-	*	-	*	
Drug abuse	1	*	-	1	-	-	-	-	*	*	-	1	1	*	1	-	-	1	-	-	2	
1%	*	*	-	1%	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*	-	*	
Median Trade unions/ Strikes	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
1%	*	*	-	-	-	-	-	-	-	-	-	*	*	*	*	-	*	-	-	-	1	
Nationalisation/ Government control of institutions	1	*	-	-	-	-	-	-	*	*	-	-	-	*	*	-	-	-	-	-	1	
1%	*	*	-	-	-	-	-	-	*	*	-	-	-	*	*	-	-	-	-	-	*	
International trade/trade deals	1	*	-	-	-	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	1	
1%	*	*	-	-	-	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	
Nuclear weapons/ Nuclear war/ Disarmament	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Table 12
Q.P038 And what would you say is the most important issue facing you personally 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 (a)	LAB OUR (b)	DEMO CRAT (c)	REFOR M UK (d)	NONE (e)	1 (f)	2 (g)	3 (h)	4 (i)	5 (j)	PUBLI C (n)	PRI VATE (o)	WHITE (v)	BME (w)		
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	238	360	840	151	277	1003
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	1003
100%	100%	13%	24%	9%	10%	25%	14%	17%	21%	16%	17%	10%	48%	85%	15%	30%	100%
Inflation/Prices	129	22	24	13	17	34	15	27	16	24	19	22	72	110	18	48	132
13%	13%	10%	15%	15%	15%	14%	11%	16%	7%	15%	11%	21%	15%	13%	13%	16%	13%
National health service/Hospitals/ Healthcare	115	26	45	7	8	16	20	12	32	26	19	10	37	107	9	18	130
12%	12%	16%	19%	8%	7%	7%	14%	7%	15%	16%	11%	10%	8%	13%	6%	6%	13%
Economy/Economic situation	110	18	28	13	11	21	21	20	18	12	25	16	49	92	16	44	114
11%	11%	12%	15%	9%	8%	8%	15%	11%	8%	7%	14%	16%	10%	11%	11%	15%	11%
Taxation	41	9	3	3	8	13	5	3	7	7	11	2	31	36	5	15	36
4%	4%	6%	1%	3%	7%	5%	4%	2%	3%	4%	6%	2%	2%	4%	3%	5%	4%
Mental health/ well-being	40	3	12	7	2	7	8	3	13	3	8	*	22	28	12	9	30
4%	4%	2%	5%	8%	2%	3%	5%	2%	6%	2%	5%	*	5%	3%	8%	3%	3%
Housing	31	5	5	4	5	8	2	3	8	7	4	4	13	25	6	12	37
3%	3%	3%	2%	4%	4%	3%	2%	2%	4%	4%	2%	4%	3%	3%	4%	4%	4%
Pensions/Social security/Benefits	30	2	10	4	3	10	5	4	7	6	6	1	10	29	1	5	36
3%	3%	1%	4%	4%	3%	4%	4%	2%	3%	4%	4%	1%	2%	3%	*	2%	4%
Education/Schools	29	1	12	1	1	7	5	3	7	7	4	5	17	24	5	19	32
3%	3%	2%	5%	2%	1%	3%	3%	2%	3%	4%	2%	5%	3%	3%	3%	6%	3%
Ageing population/ Social care for the elderly	28	5	6	4	4	8	2	3	7	8	7	1	10	25	3	4	34
3%	3%	3%	3%	5%	3%	3%	2%	2%	3%	5%	4%	1%	2%	3%	2%	1%	3%
Immigration/ immigrants	24	8	1	7	13	3	6	7	7	1	1	2	13	22	1	4	19
2%	5%	*	-	-	11%	1%	4%	4%	3%	*	1%	2%	3%	3%	1%	1%	2%
Childcare services / support for young people	24	3	7	2	4	4	2	14	3	4	1	1	21	22	2	20	17
2%	2%	3%	2%	3%	3%	1%	2%	8%	1%	3%	1%	1%	4%	3%	1%	7%	2%
Unemployment/ Factory closure/ Lack of industry	23	2	6	1	1	6	1	6	4	3	5	3	12	14	9	12	22
2%	2%	2%	2%	1%	*	2%	1%	4%	2%	2%	3%	3%	2%	2%	6%	4%	2%
Poverty/inequality	23	3	11	1	1	5	9	6	1	7	-	1	10	19	3	4	23
2%	2%	5%	2%	1%	2%	2%	6%	3%	1%	4%	-	1%	2%	2%	2%	1%	2%
Low pay/Minimum wage/Fair wages	21	-	8	-	6	1	4	6	6	1	1	3	13	13	7	14	17
2%	-	3%	-	5%	1%	1%	3%	4%	3%	1%	1%	3%	3%	2%	5%	5%	2%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	18	4	6	-	4	1	2	3	7	4	2	2	13	15	2	6	14
2%	2%	2%	-	3%	1%	1%	1%	2%	3%	2%	1%	2%	3%	2%	2%	2%	1%
Pollution/ Environment/ Climate change	13	-	3	1	1	*	1	3	5	2	1	1	3	10	2	4	19
1%	-	1%	2%	*	*	1%	1%	2%	2%	1%	*	1%	1%	1%	1%	1%	2%
Transport/Public transport	11	1	2	1	2	3	2	5	2	1	1	1	5	10	1	3	10
1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Lack of faith in politics / politicians / government	8	4	-	-	3	-	-	1	4	1	-	1	-	8	*	*	11
1%	2%	-	-	2%	-	-	-	1%	2%	1%	-	1%	-	1%	*	*	1%
Race relations	8	-	2	1	-	1	2	2	1	*	-	1	3	1	6	4	9
1%	-	1%	2%	-	1%	1%	1%	1%	*	*	-	1%	1%	*	4%	1%	1%
Defence/Foreign affairs/ International terrorism	6	1	2	-	-	2	-	2	3	-	1	*	6	3	4	4	5
1%	1%	1%	-	-	1%	1%	-	1%	2%	-	1%	*	1%	*	2%	1%	*
Morality/ Individual behaviour/ Lifestyle	6	1	2	1	-	1	1	1	1	*	3	*	5	6	-	3	6
1%	1%	1%	1%	2%	-	*	1%	1%	*	*	2%	*	1%	1%	-	1%	1%
Local government/ Council tax	6	-	3	-	1	2	-	1	2	1	1	-	4	5	1	1	6
5%	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	*	1%	1%
Public services in general	6	-	2	*	1	2	-	2	1	*	2	3	2	4	2	1	8
1%	-	1%	*	1%	1%	1%	-	1%	*	*	*	3%	*	*	1%	*	1%
Pound/Exchange rate/Value of pound	4	1	1	-	-	2	-	1	1	2	-	*	2	4	1	2	6
*	1%	*	-	-	1%	-	-	1%	*	1%	-	*	*	*	1%	1%	1%
Petrol prices/Fuel	3	2	1	-	-	-	1	1	-	1	*	*	-	3	-	-	4
*	1%	*	-	-	-	-	1%	*	-	1%	*	*	-	*	-	-	*
Common Market/ Brexit/EU/Europe/ Euro	3	-	1	1	-	-	-	1	-	-	2	1	2	3	-	1	4
*	-	*	1%	-	-	-	-	*	-	-	1%	1%	*	*	-	*	*
Animal welfare	3	-	-	-	-	-	-	3	-	-	-	-	3	3	-	-	1
*	-	-	-	-	-	-	-	1%	-	-	-	-	1%	*	-	-	*
UK union/ devolution/reform	2	-	-	-	-	-	1	1	1	-	-	-	2	2	-	2	3
*	-	-	-	-	-	-	1%	*	-	-	-	-	*	*	-	1%	*
Privatisation	2	2	-	-	-	*	-	-	2	-	*	-	2	2	-	2	2
*	1%	-	-	-	-	*	-	-	1%	-	-	-	*	*	-	1%	*
Coronavirus/ pandemic diseases	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	1
*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	*	*
Population levels/ Overpopulation	1	1	-	-	-	-	-	-	-	-	1	-	1	1	-	-	1
*	1%	-	-	-	-	-	-	-	-	-	1%	-	*	*	-	-	*
AI / Technology	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1
Drug abuse	1	-	-	-	*	1	-	1	-	*	*	*	1	*	1	-	2
*	-	-	-	-	*	*	-	*	-	*	*	*	*	*	*	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Trade unions/ Strikes	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	1
Nationalisation/ Government control of institutions	*	-	-	-	-	*	-	-	-	-	*	*	-	*	-	-	1
International trade/trade deals	*	-	-	-	-	*	-	-	-	-	*	*	-	*	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	*	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Media / social media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	72	14	12	7	8	23	8	18	16	11	14	6	25	63	7	13	69
7%	8%	5%	5%	8%	7%	9%	5%	10%	8%	7%	8%	5%	5%	7%	5%	4%	7%
MEAN NUMBER OF MENTIONS	1	1.02	1	1	1	1	1	1.02	1	1	1	1	1.01	1	1	1.01	1
STANDARD ERROR	*	0.01	0	0	0	0	0	0.01	0	0	0	0	*	*	0	0.01	*
ERROR VARIANCE	*	0	0	0	0	0	0	0	0	0	0	0	*	*	0	0	*
Don't know	162	28	24	13	15	65	17	23	32	24	31	12	75	140	21	30	140
16%	17%	10%	15%	13%	26%	12%	13%	15%	15%	18%	12%	16%	16%	16%	14%	10%	14%
Personal finances (NET)	175	27	44	15	24	40	29	40	23	32	20	26	94	146	28	66	176
17%	16%	18%	17%	21%	16%	21%	23%	11%	20%	12%	26%	20%	17%	19%	22%	18%	18%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k/l/m - z/n/o/p/q - z/r/s/t/u - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type: GB Adults 18+

Fieldwork dates: 4th September - 10th September 2024

Source: Ipsos (IN Q218)

Table 13
Q.P038/048 What do you see as the main/other important issues facing you personally today?

BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						HH INCOME				
	TOTAL (a)	MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	18-34 (j)	35-54 (k)	55+ (l)	A8 (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)	UNWTD (v)	
UNWEIGHTED BASE	1003	473	530	105	154	147	162	275	270	296	437	315	351	122	154	666	270	101	175	346	1003		
WEIGHTED BASE	1000	481	520	105*	175*	162*	160	248	239	236	389	312	342	110*	122	634	270	114*	172	318	1003		
100%	100%	48%	50%	10%	17%	16%	16%	24%	23%	23%	40%	28%	30%	11%	12%	63%	27%	11%	17%	32%	100%		
Inflation/Prices	241	121	114	26	61	42	42	24	46	86	84	71	67	59	56	48	127	103	24	46	86	240	
pk	24%	25%	23%	25%	35%	26%	26%	15%	20%	31%	26%	18%	24%	25%	27%	21%	24%	24%	21%	27%	27%	24%	
	zk			h	zk				zk	zk													
National health service/Hospital/Healthcare	232	92	136	13	19	36	41	50	72	32	77	123	73	49	49	53	121	102	31	43	69	252	
23%	19%	27%	13%	13%	11%	22%	25%	31%	30%	12%	24%	31%	26%	20%	23%	24%	23%	24%	27%	25%	22%	25%	
	acd	za				cdi	cdi	cdi	acd	cdi	cdi	acd											
Economy/Economic situation	181	84	91	21	32	32	41	25	31	53	72	56	54	44	38	38	98	76	17	30	72	196	
18%	18%	18%	20%	20%	18%	20%	25%	15%	13%	19%	22%	14%	19%	18%	18%	17%	19%	18%	15%	17%	23%	20%	
	hk					hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	hk	
Housing	94	45	45	13	27	16	5	21	12	39	21	34	22	29	14	24	51	38	15	17	31	107	
9%	9%	9%	12%	15%	10%	3%	13%	5%	14%	7%	8%	8%	8%	12%	7%	11%	10%	9%	14%	10%	10%	11%	
	fh			fh	zk	fh	fh	fh	fh	zk	fh	h											
Taxation	89	53	35	10	23	18	4	15	19	33	22	34	27	17	30	12	44	42	3	13	41	78	
8%	11%	7%	10%	13%	11%	2%	10%	8%	12%	7%	9%	9%	9%	7%	14%	5%	8%	10%	3%	8%	20%	5%	
	f	f	f	f	f	f	f	f	f	f	f	f			o		o			z	z		
Mental health/ well-being	71	32	37	4	6	17	14	12	17	10	32	29	20	11	19	19	31	39	15	13	20	55	
7%	7%	7%	4%	3%	11%	9%	8%	7%	4%	10%	7%	13%	7%	5%	9%	9%	6%	9%	14%	7%	6%	5%	
	imo				di					di													
Education/Schools	68	14	54	8	7	22	17	10	5	14	39	14	36	12	8	10	48	18	1	13	30	78	
7%	3%	11%	7%	4%	13%	11%	6%	2%	3%	5%	12%	4%	13%	5%	4%	4%	9%	4%	1	7%	9%	8%	
	ahkq	za	h		zdh	h				zdh	h		zdh				zmq			r	r		
Pensions/Social security/Benefits	60	29	32	1	6	3	9	16	27	7	11	42	13	16	11	18	29	30	14	12	7	68	
6%	6%	6%	1%	3%	2%	5%	10%	11%	2%	4%	11%	5%	7%	5%	8%	6%	7%	12%	7%	7%	2%	7%	
	ceit						cei	zode		zode	zode								z	z			
Unemployment/ Factory closure/ Lack of industry	47	17	28	11	16	3	9	6	1	27	13	7	6	11	7	17	17	24	7	16	9	44	
5%	4%	6%	11%	9%	2%	6%	4%	1%	10%	4%	2%	2%	2%	4%	3%	8%	3%	6%	6%	9%	3%	4%	
	hkip			zehk	zehk	h				zehk	h	h			lo					z			
Aging population/ Social care for the elderly	46	22	21	-	-	1	9	16	21	-	10	37	22	8	4	11	30	15	6	7	15	57	
5%	5%	4%	-	-	1%	5%	10%	9%	-	3%	9%	8%	8%	3%	2%	5%	6%	3%	5%	4%	5%	6%	
	dei				di	zode	zode	zode	ei	zode	zode		zmq			zm							
Low pay/Minimum wage/Fair wages	46	20	22	7	15	9	10	2	23	19	3	9	9	14	12	9	22	20	7	12	13	48	
5%	4%	4%	7%	9%	6%	6%	1%	1%	8%	6%	1%	3%	6%	6%	6%	4%	4%	5%	6%	7%	4%	5%	
	ghk	ghk	zehk	ghk	ghk	ghk			zehk	ghk													
Pollution/ Environment/ Climate change	45	16	29	5	8	10	8	7	7	13	18	14	19	13	6	6	32	12	6	5	22	62	
4%	3%	6%	5%	5%	6%	5%	4%	3%	5%	6%	4%	7%	5%	3%	3%	6%	4%	3%	5%	3%	7%	6%	
													zo							z			
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	45	24	19	2	4	12	12	4	9	7	25	13	11	7	11	4	28	15	5	3	22	43	
4%	5%	4%	2%	2%	8%	8%	3%	4%	2%	8%	3%	8%	3%	3%	5%	2%	5%	4%	4%	2%	7%	4%	
					i					zk			zmq			m				z			
Childcare services / support for young people	44	17	26	3	7	20	6	4	3	10	26	7	18	5	12	7	23	19	3	4	21	36	
4%	4%	5%	3%	4%	12%	4%	3%	1%	4%	8%	2%	6%	2%	6%	6%	3%	4%	4%	3%	2%	7%	4%	
	ham				zdfk	ghk				zfhk			m			m				z			
Immigration/ immigrants	40	26	15	2	7	7	3	9	11	9	11	20	11	7	11	9	17	20	5	10	11	32	
4%	5%	3%	2%	4%	5%	2%	6%	5%	3%	3%	5%	4%	3%	5%	4%	3%	5%	4%	4%	6%	3%	3%	
	h																						
Poverty/inequality	40	12	25	4	7	10	8	8	3	11	18	11	8	18	3	8	26	10	8	6	15	42	
4%	3%	5%	4%	4%	6%	5%	5%	1%	4%	5%	3%	3%	8%	1%	3%	5%	2%	7%	3%	5%	4%		
	h				h					h	h		zmp		zl								
Lack of faith in politics / politicians / government	34	15	18	2	6	9	4	3	12	7	12	15	14	6	2	11	19	14	7	4	14	37	
3%	3%	4%	2%	3%	5%	2%	2%	5%	3%	4%	4%	5%	5%	2%	1%	5%	4%	3%	6%	2%	4%	4%	
Transport/Public transport	33	16	16	6	8	7	2	4	6	14	9	10	9	11	8	3	20	12	4	7	10	36	
3%	3%	3%	5%	4%	5%	1%	2%	3%	5%	3%	3%	3%	3%	4%	4%	1%	4%	3%	4%	4%	3%	4%	
Defence/Foreign affairs/ International terrorism	28	15	11	2	11	4	4	1	5	13	8	6	9	10	3	5	19	8	1	8	6	27	
3%	3%	2%	2%	6%	3%	3%	1%	2%	5%	3%	2%	3%	3%	4%	1%	2%	4%	2%	1%	5%	2%	3%	
				zgs						k													
Public services in general	26	10	17	*	8	7	5	3	2	9	12	6	10	7	8	*	17	8	*	7	9	33	
3%	2%	3%	*	5%	4%	3%	2%	1%	3%	4%	1%	0	4%	3%	4%	*	3%	2%	3%	4%	3%	3%	
	o			h						c							o						
Morality/ Individual behaviour/ Lifestyle	19	9	10	-	3	4	4	3	6	3	7	9	6	8	1	4	14	5	-	2	12	22	
2%	2%	2%	-	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	3%	1%	-	1%	4%	2%	
Race relations	18	9	9	3	7	5	1	1	1	10	6	2	8	8	-	*	17	*	-	4	6	18	
2%	2%	2%	3%	4%	3%	1%	1%	*	4%	2%	*	3%	3%	*	*	17	*	-	2%	2%	2%	2%	
	ho	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Petrol prices/Fuel	17	6	11	-	*	2	1	1	11	*	4	12	7	2	1	5	9	6	2	2	1	19	
2%	1%	2%	-	*	1%	1%	1%	5%	*	1%	3%	2%	7	1%	*	2%	2%	1%	1%	1%	*	2%	
	it								zdfk			zdf											
Local government/																							



ISSUES INDEX SEPTEMBER 2024 (PUBLIC - FINAL)

13 Sep 2024

Table 14
Q.P1038/048 What do you see as the main/other important issues facing you personally today?

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (z)	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. (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)	UNWTD TOTAL	
UNWEIGHTED BASE	1003	825	62	116	207	303	241	146	231	404	327	230	470	435	485	136	382	451	333	219	1003	
WEIGHTED BASE	100%	86%	49%	87%	238	309	260	140*	229	363	302	286	538	577	489	125*	389	435	354	214	1003	
	100%	86%	55%	96%	24%	31%	26%	14%	23%	36%	30%	28%	53%	58%	49%	12%	39%	43%	35%	21%	100%	
Inflation/Prices	241	204	10	26	47	75	65	29	64	69	90	72	86	132	145	27	68	100	100	41	240	
	24%	24%	21%	30%	20%	24%	24%	25%	21%	19%	30%	25%	26%	23%	20%	22%	17%	23%	28%	19%	24%	
	10	9	1	2	4	7	6	3	6	7	9	8	10	16	17	3	10	16	16	7	10	
National health service/Hospital/ Healthcare	232	194	18	20	46	80	62	33	53	106	67	48	77	120	90	22	120	111	58	63	252	
	23%	22%	37%	23%	19%	26%	24%	24%	23%	29%	22%	17%	24%	21%	18%	17%	31%	25%	16%	29%	25%	
	181	161	8	13	44	53	45	32	39	52	73	51	78	85	97	17	67	89	59	33	196	
Economy/Economic situation	18%	19%	16%	15%	18%	17%	17%	23%	17%	14%	24%	18%	24%	15%	20%	14%	17%	21%	17%	15%	20%	
	im	80	2	12	16	21	19	20	24	19	26	44	38	49	44	9	41	39	36	19	107	
Housing	9%	9%	4%	14%	7%	7%	7%	14%	11%	5%	9%	15%	12%	9%	9%	7%	11%	9%	10%	9%	11%	
	h	83	2	5	16	34	32	14	20	30	35	18	34	49	56	10	23	43	27	19	78	
Taxation	8%	9%	10%	3%	5%	7%	11%	12%	10%	9%	8%	12%	6%	10%	9%	12%	8%	6%	10%	8%	9%	
	p	71	61	5	4	11	30	25	14	13	30	11	26	15	29	9	33	29	23	19	55	
Mental health/ well-being	7%	7%	7%	11%	4%	4%	10%	9%	10%	5%	8%	4%	9%	5%	6%	7%	9%	7%	7%	6%	9%	
	j	68	62	3	3	14	24	21	15	13	17	32	16	35	35	12	21	32	23	12	78	
Education/Schools	7%	7%	7%	6%	3%	6%	8%	8%	11%	5%	5%	11%	6%	11%	5%	7%	9%	5%	7%	7%	6%	
	z	60	49	4	7	16	25	22	1	11	34	13	13	16	16	5	39	22	20	18	68	
Pensions/Social security/Benefits	6%	6%	6%	7%	9%	7%	8%	8%	*	5%	9%	4%	4%	5%	7%	3%	4%	10%	5%	6%	8%	
	am	47	40	2	6	13	13	12	10	5	7	8	30	21	26	32	5	10	21	16	10	
Unemployment/ Factory closure/ Lack of industry	5%	5%	3%	7%	6%	4%	4%	7%	2%	2%	3%	11%	z	6%	5%	7%	4%	3%	5%	5%	4%	
	ib	46	40	2	4	13	16	14	4	9	27	14	5	20	18	18	2	27	24	16	7	
Ageing population/ Social care for the elderly	5%	5%	5%	4%	5%	6%	5%	5%	3%	4%	7%	5%	2%	6%	3%	4%	1%	7%	5%	4%	6%	
	k	46	43	-	3	11	12	12	8	12	3	11	26	13	29	32	3	10	25	16	5	
Low pay/Minimum wage/Fair wages	5%	5%	-	3%	5%	5%	4%	4%	6%	5%	1%	4%	9%	4%	5%	7%	2%	3%	6%	4%	2%	
	to	45	39	2	4	8	15	13	8	10	18	7	27	16	23	5	17	18	12	15	62	
Pollution/ Environment/ Climate change	4%	4%	5%	5%	3%	5%	5%	5%	5%	5%	6%	3%	8%	3%	5%	4%	4%	4%	3%	7%	6%	
	m	45	38	1	5	13	9	8	8	9	19	12	11	15	25	25	3	16	24	13	8	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	4%	4%	3%	6%	5%	3%	3%	5%	4%	5%	4%	4%	4%	4%	5%	3%	4%	5%	4%	4%	4%	
Childcare services/ support for young people	4%	37	1	5	6	14	13	14	3	13	15	16	16	28	26	8	10	32	6	6	36	
	ht	4%	4%	2%	6%	3%	5%	5%	10%	2%	4%	5%	6%	5%	5%	5%	6%	3%	7%	2%	3%	
Immigration/ immigrants	40	33	3	4	8	14	11	7	7	13	15	9	7	30	19	4	17	22	11	7	32	
	i	4%	4%	6%	5%	3%	5%	4%	5%	3%	4%	5%	3%	2%	5%	4%	3%	4%	5%	3%	3%	
Poverty/inequality	40	35	2	3	11	16	13	4	7	11	14	15	13	20	22	5	13	19	13	8	42	
Lack of faith in politics / politicians / government	34	31	1	3	6	13	12	5	7	13	10	11	12	20	14	1	19	11	15	8	37	
	z	3%	4%	2%	3%	3%	4%	5%	4%	3%	4%	3%	4%	3%	3%	1%	5%	2%	4%	4%	4%	
Transport/Public transport	33	28	2	3	7	9	7	5	9	12	6	11	14	17	20	5	8	15	13	5	36	
	3%	3%	2%	4%	4%	3%	3%	3%	4%	3%	2%	4%	4%	3%	4%	4%	2%	4%	4%	2%	4%	
Defence/Foreign affairs/ International terrorism	28	23	1	3	11	6	5	6	2	6	15	3	12	14	20	3	5	19	5	4	27	
	3%	3%	3%	2%	4%	5%	2%	2%	4%	1%	2%	5%	1%	4%	2%	4%	2%	1%	4%	1%	2%	
Public services in general	26	25	-	1	3	11	11	5	6	3	17	5	15	11	23	1	3	13	9	5	33	
	to	3%	3%	-	2%	1%	4%	4%	4%	2%	1%	6%	2%	5%	5%	1%	1%	3%	2%	2%	3%	
Morality/ Individual behaviour/ Lifestyle	19	17	-	3	9	2	2	2	3	10	6	3	11	8	11	1	7	10	4	5	22	
	2%	2%	-	3%	4%	1%	1%	2%	1%	3%	2%	1%	3%	1%	2%	1%	2%	2%	1%	2%	2%	
	z	18	16	1	1	10	4	3	1	2	7	7	2	7	10	2	5	12	3	3	18	
Race relations	2%	2%	2%	2%	1%	4%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	
	za	17	14	2	1	5	9	8	2	-	10	3	3	4	10	4	*	12	9	6	2	
Petrol prices/Fuel	2%	2%	4%	1%	2%	3%	3%	3%	1%	-	3%	1%	1%	1%	2%	1%	*	3%	2%	1%	2%	
	h	14	9	1	5	1	5	5	3	1	5	6	2	7	6	8	1	6	7	5	3	
Local government/ Council tax	1%	1%	1%	5%	*	2%	2%	2%	*	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	
	k	14	11	*	3	4	1	1	3	3	5	5	2	7	5	8	3	3	8	2	4	
Common Market/ Brexit/EU/Europe/ Euro	1%	1%	1%	3%	2%	*	*	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	
	g	10	10	-	-	1	1	1	2	6	3	1	6	-	10	7	-	3	3	6	-	
Food production/ farming	1%	1%	-	-	*	*	*	1%	3%	1%	*	2%	-	2%	1%	-	1%	1%	2%	-	4	
	l	7	6	1	-	*	6	5	1	-	4	2	1	1	6	5	-	2	2	4	9	
Pound/Exchange rate/Value of pound	1%	1%	1%	2%	-	*	2%	2%	1%	-	1%	1%	*	*	1%	1%	-	1%	1%	1%	1%	
	a	4	4	1	-	3	1	-	*	*	1	3	1	2	2	4	1	-	-	1	3	
Privatisation	*	*	2%	-	1%	-	-	-	*	*	1%	*	*	*	*	1%	1%	-	-	*	1%	
	u	4	2	-	2	-	-	-	2	1	2	-	1	3	4	1	-	-	2	2	4	
UK union/ devolution/reform	*	*	-	3%	-	-	-	-	1%	*	1%	-	*	*	1%	*	-	-	1%	1%	*	
	a	4	4	-	-	-	1	1	1	1	1	2	3	1	3	3	-	1	1	2	1	
Media / social media	*	*	-	-	-	*	1%	1%	1%	1	1	2	3	1	3	-	1	1	2	1	4	
	*	*	-	-	-	*	1%	1%	1%	*	*	1%	1%	*	1%	-	*	1%	*	*	*	
Coronavirus/ pandemic diseases	3	3	-	1	1	1	1	*	-	1	2	*	2	2	-	1	3	2	*	1	4	
	*	*	-	1%	*	*	1%	*	-	*	1%	*	1%	*	-	1%	1%	*	*	1%	*	
AI/ Technology	3	3	-	-	1	1	1	1	-	1	1	1	-	2	1	-	2	2	1	-	3	
	*	*	-	-	1%	*	*	1%	-	*	*	*	-	3	*	-	1%	*	*	*	*	
International trade/trade deals	3	3	-	-	3	3	-	-	-	*	-	-	*	3	-	*	3	-	3	-	2	
	*	*	-	-	-	1%	1%	-	-	*	-	-	*	*	-	*	1%	*	1%	-	*	
Animal welfare	3	3	-	-	3	3	-	-	*	*	-	3	*	3	3	-	*	3	-	-	2	
	*	*	-	-	1%	1%	-	-	*	*	-	1%	*	1%	1%	-	*	1%	-	-	*	
Drug abuse	3	2	-	1	1	-																



ISSUES INDEX SEPTEMBER 2024 (PUBLIC - FINAL)

13 Sep 2024

Table 15
Q.P038/048 What do you see as the main/other important issues facing you personally today?

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMOCRAT (c)	REFORM UK (d)	NONE (e)	1 (f)	2 (g)	3 (h)	4 (i)	5 (m)	PUBLIC C (n)	PRI VATE (o)	WHITE (v)	BME (w)		
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	338	360	840	151	277	1003
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	1003
100%	100%	23%	24%	9%*	12%*	25%	14%*	13%	21%	15%	17%	10%	43%	85%	15%	30%	100%
Inflation/Prices	241	44	55	20	30	57	33	44	40	42	33	29	139	207	32	93	240
24%	24%	26%	23%	23%	26%	23%	23%	25%	19%	26%	19%	28%	29%	24%	22%	31%	24%
National health service/Hospitals/ Healthcare	232	44	83	19	20	31	32	32	63	48	45	24	86	214	17	60	252
23%	23%	26%	35%	23%	17%	12%	23%	18%	29%	30%	27%	23%	18%	25%	12%	20%	25%
Economy/Economic situation	181	26	51	14	22	34	29	43	30	21	37	26	83	154	25	79	196
18%	18%	16%	21%	16%	19%	14%	21%	24%	14%	13%	22%	25%	17%	18%	17%	26%	20%
Housing	94	9	26	10	12	18	8	16	23	18	10	12	37	79	14	28	107
9%	9%	6%	11%	11%	10%	7%	6%	9%	11%	11%	6%	12%	8%	9%	10%	9%	11%
Taxation	89	27	8	17	18	14	14	9	21	10	20	3	62	74	14	32	78
9%	9%	16%	3%	9%	15%	7%	10%	5%	10%	6%	12%	3%	13%	9%	10%	11%	8%
Mental health/ well-being	71	8	14	9	4	17	17	4	19	11	13	2	33	54	16	14	55
7%	7%	5%	6%	10%	3%	7%	12%	3%	9%	7%	8%	2%	7%	6%	11%	5%	5%
Education/Schools	68	13	23	2	7	16	7	13	14	16	10	14	33	59	9	43	78
6%	6%	8%	10%	3%	6%	6%	5%	7%	7%	10%	6%	14%	7%	7%	6%	14%	8%
Pensions/Social security/Benefits	70	14	17	5	10	12	10	5	16	9	14	3	18	59	1	10	68
6%	6%	8%	7%	6%	9%	5%	7%	3%	7%	6%	8%	3%	4%	7%	1%	3%	7%
Unemployment/ Factory closure/ Lack of industry	47	3	13	2	3	9	8	15	8	4	6	5	29	29	18	21	44
5%	5%	2%	5%	2%	3%	3%	5%	9%	4%	2%	3%	5%	6%	3%	12%	7%	4%
Ageing population/ Social care for the elderly	46	9	16	7	4	11	5	4	13	12	12	3	16	44	3	8	57
5%	5%	7%	8%	3%	4%	4%	3%	2%	6%	7%	7%	3%	3%	5%	2%	3%	6%
Low pay/Minimum wage/Fair wages	46	2	16	-	10	4	10	9	14	4	3	8	25	30	14	26	48
5%	5%	1%	7%	-	8%	1%	7%	5%	6%	2%	2%	7%	5%	3%	10%	8%	5%
Pollution/ Environment/ Climate change	45	4	12	4	4	3	7	7	9	13	5	7	21	39	4	12	62
4%	4%	2%	5%	5%	4%	1%	5%	4%	4%	8%	3%	7%	4%	5%	3%	4%	6%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	45	9	12	-	9	8	6	7	13	5	10	4	23	35	8	19	43
4%	4%	6%	5%	-	8%	3%	4%	4%	6%	3%	6%	4%	5%	4%	6%	6%	4%
Childcare services / support for young people	44	7	14	4	5	9	7	15	7	7	8	2	30	40	4	30	36
4%	4%	4%	6%	4%	4%	4%	5%	9%	3%	4%	4%	2%	6%	5%	2%	10%	4%
Immigration/ Immigrants	40	10	3	*	20	6	7	8	12	6	4	3	20	38	1	9	32
4%	4%	6%	1%	*	17%	3%	5%	5%	6%	3%	2%	3%	4%	4%	1%	3%	3%
Poverty/Inequality	40	3	13	4	3	11	11	7	5	9	3	3	21	30	9	13	42
4%	4%	2%	5%	5%	2%	4%	8%	4%	2%	6%	1%	3%	4%	4%	6%	4%	4%
Lack of faith in politics / politicians / government	34	5	6	2	10	4	2	5	14	4	3	6	8	31	2	12	37
3%	3%	3%	2%	3%	8%	2%	1%	3%	6%	3%	2%	5%	2%	4%	2%	4%	4%
Transport/Public transport	33	4	9	1	7	3	5	6	6	4	3	3	19	30	2	11	36
3%	3%	3%	4%	1%	6%	1%	4%	3%	3%	3%	2%	3%	4%	4%	1%	3%	4%
Defence/Foreign affairs/ International terrorism	28	7	9	3	*	5	5	3	5	1	10	3	19	20	7	8	27
3%	3%	4%	4%	4%	*	2%	3%	2%	2%	1%	6%	3%	4%	2%	5%	3%	3%
Public services in general	26	3	9	2	1	5	1	9	6	2	4	6	17	21	5	11	33
3%	3%	2%	4%	3%	1%	2%	1%	5%	3%	1%	3%	6%	3%	2%	3%	4%	3%
Morality/ Individual behaviour/ Lifestyle	19	3	4	3	4	4	1	3	4	5	6	*	11	19	1	5	22
2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	3%	4%	*	2%	2%	1%	2%	2%
Race relations	18	3	6	1	-	2	9	2	2	2	-	2	10	8	10	6	18
2%	2%	2%	2%	2%	-	1%	6%	1%	1%	1%	-	2%	2%	1%	7%	2%	2%
Petrol prices/Fuel	17	5	2	-	6	2	1	5	4	3	4	2	3	16	-	*	19
2%	2%	3%	1%	-	5%	1%	1%	3%	2%	2%	2%	2%	1%	2%	-	*	2%
Local government/ Council tax	14	4	3	2	3	2	-	3	3	3	4	*	8	12	3	4	14
1%	1%	2%	1%	2%	2%	1%	-	2%	1%	2%	3%	*	2%	1%	2%	1%	1%
Common Market/ Brexit/EU/Europe/ Euro	14	-	6	4	-	-	-	2	1	2	7	3	8	13	1	6	18
1%	1%	-	2%	5%	-	-	-	1%	1%	1%	4%	3%	2%	2%	1%	2%	2%
Food production/ farming	10	1	2	-	-	7	1	1	2	-	-	1	6	10	-	7	4
1%	1%	1%	1%	-	-	3%	1%	*	1%	-	-	1%	1%	1%	-	2%	*
Pound/Exchange rate/Value of pound	7	1	4	-	-	2	-	2	1	2	1	1	5	7	1	4	9
1%	1%	1%	2%	-	-	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Privatisation	4	2	*	-	-	2	1	-	2	1	*	1	4	4	*	2	5
* 1%	* 1%	*	-	-	-	1%	1%	1%	1%	*	*	1%	1%	*	*	1%	*
UK union/ devolution/reform	4	-	2	-	-	-	3	1	1	-	-	-	3	4	-	2	4
* -	* -	1%	-	-	-	-	2%	*	*	-	-	-	1%	*	-	1%	*
Media / social media	4	-	1	-	-	1	1	1	-	1	1	-	3	4	-	3	4
* -	* -	*	-	-	-	1%	1%	1%	-	*	1%	-	1%	*	-	1%	*
Coronavirus/ pandemic diseases	3	1	*	-	-	-	-	*	1	2	-	1	-	1	2	2	4
* 1%	* 1%	*	-	-	-	-	-	*	1%	1%	-	1%	-	*	1%	1%	*
AI/ Technology	3	1	1	-	-	1	-	-	1	-	1	-	1	2	1	1	3
* 1%	* 1%	*	-	-	-	1%	-	-	*	-	*	-	*	*	1%	*	*
International trade/trade deals	3	3	-	*	-	-	-	3	-	*	-	-	3	-	-	-	2
* 2%	* 2%	-	*	-	-	-	-	2%	-	*	-	-	*	-	-	-	*
Animal welfare	3	-	-	-	-	*	-	3	-	-	*	-	3	-	-	-	2
* -	* -	-	-	-	-	1%	-	1%	-	-	*	-	1%	*	-	-	*
Drugs abuse	3	-	1	-	1	1	*	1	1	-	*	1	1	2	1	-	4
* -	* -	1%	-	-	1%	*	*	*	1%	-	*	1%	*	*	*	-	*
Trade unions/ Strikes	2	1	-	-	-	-	*	1	1	-	-	*	1	2	*	1	3
* 1%	* 1%	-	-	-	-	-	*	1%	*	-	-	*	*	*	*	*	*
Population levels/ Overpopulation	2	1	*	-	-	-	-	-	-	-	1	-	1	2	-	-	2
* -	* -	1%	*	-	-	-	-	-	-	-	1%	-	*	-	-	-	*
Nuclear weapons/ Nuclear war/ Disarmament	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	2
* -	* -	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Nationalisation/ Government control of institutions	1	-	-	-	*	*	-	-	-	-	1	1	-	1	-	-	3
* -	* -	-	-	-	*	*	-	-	-	-	-	1%	-	*	-	-	*
Countryside/Rural life	* -	* -	*	-	-	-	-	-	-	*	-	*	*	*	-	-	1
* -	* -	*	-	-	-	-	-	-	-	*	-	*	*	*	-	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	160	29	23	16	22	45	14	38	46	19	27	12	70	121	27	45	158
16%	16%	17%	10%	19%	19%	18%	10%	22%	21%	11%	16%	12%	15%	15%	19%	15%	16%
MEAN NUMBER OF MENTIONS	1.92	1.93	2.04	1.79	2.08	1.65	1.88	1.98	2	1.88	1.94	1.96	1.94	1.93	1.83	2.13	1.98
STANDARD ERROR	0.03	0.07	0.06	0.09	0.1	0.07	0.09	0.1	0.07	0.07	0.07	0.07	0.06	0.04	0.08	0.07	0.03
ERROR VARIANCE	*	0.01	*	0.01	0.01	*	0.01	0.01	0.01	*	*	0.01	*	*	0.01	*	*
Don't know	125	14	22	12	9	56	12	20	23	20	25	11	57	109	14	20	110
12%	12%	8%	9%	14%	8%	23%	8%	11%	10%	12%	14%	10%	12%	13%	10%	7%	11%
Personal finances (NET)	305	48	80	24	38	69	51	56	52	52	39	38	171	254	49	115	311
30%	30%	29%	34%	28%	33%	28%	36%	32%	24%	32%	23%	37%	36%	30%	33%	38%	31%
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k/l/m - z/n/o/p/q - z/r/h/j/u - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
Fieldwork dates : 4th September - 10th September 2024
Source : Ipsos (IN Q218)

Table 16

Q.P108 What would you say have been the most important issues for Britain over the past 50 years, since 1974?

BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						HH INCOME					TOTAL
	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS	UNWTD			
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)			
UNWEIGHTED BASE	1003	873	510	510	510	510	510	510	510	510	510	315	351	122	154	666	276	101	175	346	1003			
WEIGHTED BASE	1000	861	502	502	502	502	502	502	502	502	502	311	342	110	122	634	274	114	172	318	1003			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Common Market/ Brexit/EU/Europe/ Euro	148	86	58	7	20	33	27	26	35	28	60	61	48	16	19	109	36	10	27	65	184			
15% bcd	18%	12%	7%	12%	20%	17%	16%	15%	10%	18%	15%	22%	20%	8%	9%	21%	8%	9%	16%	20%	18%			
Immigration/ Immigrants	141	69	69	11	15	31	20	21	43	26	51	63	29	30	29	45	59	24	21	47	139			
14%	14%	14%	11%	8%	19%	12%	13%	18%	9%	16%	16%	10%	12%	14%	20%	11%	17%	21%	12%	15%	14%			
Economy/Economic situation	134	61	72	11	28	18	33	21	23	39	51	45	50	36	16	28	86	43	13	26	65			
13%	13%	14%	10%	16%	11%	20%	13%	10%	14%	16%	11%	18%	15%	7%	13%	17%	10%	12%	15%	21%	13%			
National health service/Hospital/ Healthcare	105	24	77	6	18	20	24	15	22	24	45	37	31	26	20	22	58	42	17	20	45			
10%	5%	15%	6%	10%	12%	15%	10%	9%	9%	14%	9%	11%	11%	10%	10%	11%	10%	15%	12%	14%	11%			
Lack of faith in politics / politicians / government	82	38	41	6	10	8	15	23	19	17	23	42	25	26	11	14	51	25	10	17	20			
8%	8%	8%	6%	6%	5%	9%	14%	8%	6%	7%	10%	9%	11%	5%	6%	10%	6%	9%	10%	6%	9%			
Coronavirus/ pandemic diseases	64	23	38	8	14	8	9	14	10	22	17	25	17	17	17	11	34	29	8	12	25			
6%	5%	8%	8%	8%	5%	5%	9%	4%	8%	5%	6%	6%	7%	8%	5%	7%	7%	7%	7%	8%	6%			
Unemployment/ Factory closure/ Lack of industry	60	21	40	1	12	7	14	11	15	13	22	26	12	11	19	16	23	35	12	8	22			
6%	4%	8%	1%	7%	5%	9%	7%	6%	4%	7%	6%	4%	5%	9%	7%	4%	8%	11%	5%	7%	6%			
Inflation/Prices	57	26	29	11	9	9	16	9	4	20	25	12	9	10	14	20	19	34	10	9	13			
6%	5%	6%	11%	5%	5%	10%	5%	2%	7%	8%	3%	3%	4%	7%	9%	4%	8%	8%	5%	4%	5%			
Housing	54	15	37	2	7	8	13	17	6	8	22	24	15	9	16	11	25	27	11	11	19			
5%	3%	7%	2%	4%	5%	8%	11%	3%	3%	7%	6%	5%	4%	8%	5%	5%	6%	10%	6%	6%	6%			
Defence/Foreign affairs/ International terrorism	53	28	24	6	8	9	4	7	19	15	13	26	16	16	8	11	32	19	9	7	17			
5%	6%	5%	6%	5%	5%	2%	5%	8%	3%	4%	7%	6%	6%	4%	5%	6%	4%	8%	4%	5%	6%			
Poverty/Inequality	53	18	33	5	15	9	9	10	5	20	17	15	21	22	4	4	43	8	5	6	28			
5%	4%	7%	5%	9%	5%	5%	6%	2%	7%	5%	4%	7%	9%	2%	2%	8%	2%	5%	4%	9%	6%			
Public services in general	46	9	37	3	8	9	13	7	7	11	22	18	10	5	11	13	20	24	6	10	20			
4%	5%	2%	3%	4%	6%	8%	4%	3%	4%	7%	3%	5%	2%	5%	6%	4%	6%	5%	6%	6%	4%			
Education/Schools	40	6	34	-	3	4	13	10	11	3	16	21	14	9	12	5	23	17	2	6	20			
4%	1%	7%	-	2%	2%	8%	6%	4%	1%	5%	5%	5%	4%	6%	2%	4%	4%	2%	4%	6%	4%			
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	39	12	26	5	5	6	8	6	10	14	14	15	10	10	8	8	20	16	9	2	13			
4%	3%	5%	5%	3%	4%	5%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	8%	1%	4%	4%			
Pollution/ Environment/ Climate change	33	13	19	4	5	1	8	7	8	9	8	15	11	11	3	7	22	10	5	7	13			
3%	3%	4%	4%	3%	*	5%	4%	3%	3%	3%	4%	4%	4%	2%	3%	4%	2%	4%	4%	4%	4%			
Race relations	25	11	13	3	7	8	*	4	3	10	8	7	7	7	4	4	14	8	3	2	10			
2%	2%	3%	3%	4%	5%	*	3%	1%	3%	2%	2%	3%	3%	2%	2%	3%	2%	2%	1%	3%	3%			
Privatisation	24	13	11	2	2	5	11	*	3	4	17	3	8	9	3	4	16	8	-	8	8			
2%	3%	2%	2%	1%	3%	7%	*	1%	1%	5%	1%	3%	4%	1%	2%	3%	2%	-	5%	2%	2%			
Ageing population/ Social care for the elderly	17	2	14	-	1	5	5	2	3	1	10	5	4	3	-	7	8	7	5	5	2			
2%	1%	3%	-	1%	3%	3%	1%	1%	*	3%	1%	1%	1%	1%	-	3%	1%	2%	4%	3%	1%			
Low pay/Minimum wage/Fair wages	16	3	13	*	2	2	9	2	1	2	10	3	6	1	6	1	7	7	*	6	3			
2%	1%	3%	*	1%	1%	5%	1%	*	1%	3%	1%	2%	*	3%	1%	1%	2%	*	3%	1%	1%			
Nuclear weapons/ Nuclear war/ Disarmament	15	7	9	1	-	*	4	7	2	1	5	9	3	2	4	7	5	10	1	4	2			
2%	1%	2%	1%	-	*	3%	4%	1%	*	1%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%	1%			
Morality/ Individual behaviour/ Lifestyle	15	8	7	1	3	2	1	5	3	3	4	8	6	1	6	1	7	7	1	5	4			
2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	2%	*	3%	1%	1%	2%	1%	3%	1%	1%			
Trade unions/ Strikes	15	7	8	-	2	1	5	3	4	2	7	7	10	*	3	2	10	5	1	4	8			
2%	1%	2%	-	1%	1%	3%	2%	1%	1%	2%	2%	2%	3%	*	2%	1%	2%	1%	2%	3%	1%			
Transport/Public transport	13	10	3	2	2	3	1	3	2	4	4	5	4	2	2	3	6	5	*	3	5			
1%	2%	1%	2%	1%	2%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	2%			
Food production/ farming	11	8	3	-	3	*	6	1	1	3	6	2	1	1	7	1	2	8	*	-	1			
1%	2%	1%	-	1%	*	4%	1%	*	1%	2%	*	*	1%	4%	*	*	2%	*	-	*	1%			
Population levels/ Overpopulation	11	2	9	*	1	*	4	3	2	1	4	6	3	6	-	-	9	-	-	1	7			
1%	*	2%	*	*	*	2%	2%	1%	*	1%	1%	1%	1%	3%	-	-	2%	-	-	1%	2%			
Taxation	10	6	3	3	2	*	3	1	1	4	4	3	5	4	1	-	9	1	*	4	2			
1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	-	2%	2%	*	2%	1%	1%			
UK union/ devolution/reform	10	7	2	-	4	-	1	4	2	4	1	5	3	5	1	1	8	2	-	3	4			
1%	2%	*	-	2%	-	1%	2%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%			
Local government/ Council tax	10	2	7	-	1	-	7	1	1	1	7	2	4	2	-	3	6	3	4	1	2			
1%	*	1%	-	*	-	4%	*	1%	*	2%	1%	2%	1%	-	2%	1%	1%	4%	*	1%	1%			
AI / Technology	9	1	8	-	1	1	-	3	5	1	1	8	1	1	3	3	2	6	4	*	3			
1%	*	2%	-	*	*	*	-	2%	2%	*	2%	*	*	*	1%	1%	4%	*	*	1%	1%			
Pensions/Social security/Benefits	8	5	2	-	2	-	1	6	-	2	1	6	4	*	-	4	4	4	4	*	2			
1%	1%	*	-	1%	-	*	4%	-	1%	*	1%	1%	1%	*	-	2%	1%	3%	3%	1%	*			
Childcare services / support for young people	8	3	5	-	-	-	2	2	3	-	2	5	-	1	4	2	1	6	-	2	1			
1%	1%	1%	-	-	-	-	1%	1%	1%	-	1%	1%	-	1%	2%	1%	*	1%	-	1%	*			
Mental health/ well-being	7	1	6	1	*	1	5	-	-	1	6	-	-	3	3	1	3	4	-	2	2			
1%	*	1%	1%	*	*	*	-	-	-	*	2%	-	-	1%	2%	1%	*	1%	-	1%	1%			
International trade/trade deals	5	1	4	-	*	2	2	1	*	*	4	1	3	2	1	*	4	1	-	2	1			
1%	*	1%	-	*	1%	1%	*	*	*	1%	*	1%	1%	*	*	1%	*	-	1%	4	1%			
Petrol prices/Fuel	4	4	-	-	-	1	2	1	-	-	3	1	2	1	-	1	3	1	-	-	3			
4	1%	-	-	-	-	1%	1%	-	-	1%	*	1%	*	-	-	1%	1%	*	-	1%	*			
Royal Family/ Monarchy	4	4	-	-	-	-	-	4	-	-	4	1												



Table 17
Q.P108 What would you say have been the most important issues for Britain over the past 50 years, since 1974?

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION																			TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH ENGL EXCL SCOT LAND (d)	MIDLANDS INCL WALES (e)	MIDLANDS (f)	GL (g)	SOUTH ENGL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)											
UNWEIGHTED BASE WEIGHTED BASE	1003 1003 100%	825 857 86%	62 48 5%*	116 238 99*	207 247 31%	303 240 26%	243 140* 14%	146 229 14%	231 236 23%	404 302 30%	327 286 30%	230 288 33%	470 332 33%	435 577 58%	485 136 49%	136 277 12%*	382 409 39%	382 209 39%	451 435 43%	333 354 35%	219 214 21%	1003 1003 100%									
Common Market/ Brexit/EU/Europe/ Euro	148	135	2	11	30	46	44	29	33	59	52	30	74	66	82	20	47	72	40	36	184										
15% bn	15%	16%	4%	13%	12%	15%	17%	20%	15%	16%	17%	10%	23%	11%	17%	16%	12%	17%	11%	17%	18%										
Immigration/immigrants	141 14%	121 14%	10 20%	12 22%	35 31%	48 31%	39 26%	18 14%	28 13%	58 50%	35 43%	42 36%	36 11%	93 16%	61 12%	15 12%	65 17%	59 13%	51 14%	32 26%	139 14%										
Economy/Economic situation	134	118	6	11	38	44	38	20	21	50	43	36	53	67	69	14	51	76	32	26	135										
13%	14%	12%	13%	16%	14%	15%	14%	9%	14%	14%	13%	16%	12%	14%	11%	13%	17%	9%	12%	13%											
National health service/Hospitals/ Healthcare	105	91	6	8	38	29	22	13	18	42	33	26	43	49	52	19	34	47	36	22	108										
10%	10%	11%	13%	9%	16%	9%	9%	9%	8%	11%	11%	9%	13%	8%	11%	15%	9%	11%	10%	10%	11%										
Lack of faith in politics / politicians / government	82	65	5	12	16	23	18	11	19	38	26	13	26	38	41	7	34	37	27	17	93										
8%	7%	9%	14%	7%	7%	7%	8%	8%	10%	9%	5%	8%	7%	8%	5%	9%	9%	8%	8%	9%											
Coronavirus/ pandemic diseases	64	57	3	4	14	21	18	9	17	23	18	17	23	35	35	5	24	27	20	18	63										
6%	7%	6%	4%	6%	7%	7%	7%	7%	7%	6%	6%	6%	7%	6%	7%	4%	6%	6%	6%	6%											
Unemployment/ Factory closure/ Lack of industry	60	46	6	8	12	19	13	8	13	23	14	20	19	34	28	6	25	27	17	17	59										
6%	5%	12%	10%	5%	6%	5%	5%	6%	6%	5%	7%	6%	6%	6%	5%	6%	6%	5%	8%	6%											
Inflation/Prices	59	48	6	4	9	17	11	16	15	15	13	29	14	39	34	4	20	16	28	13	51										
5%	5%	12%	5%	4%	6%	4%	4%	8%	7%	4%	4%	10%	4%	7%	7%	3%	5%	4%	8%	6%	6%										
Housing	54	43	4	6	11	12	8	12	13	18	17	17	24	27	23	10	20	22	16	16	60										
5%	5%	9%	7%	5%	4%	3%	9%	6%	5%	6%	6%	6%	7%	5%	8%	5%	5%	4%	7%	6%											
Defence/foreign affairs/ International terrorism	53	50	1	2	10	14	13	16	11	23	16	13	26	25	24	5	25	26	18	9	62										
5%	6%	2%	3%	4%	4%	5%	12%	5%	6%	5%	4%	8%	4%	5%	4%	6%	6%	5%	4%	6%											
Poverty/Inequality	53	48	1	3	18	11	10	7	13	22	19	9	23	14	30	6	17	29	13	12	62										
5%	6%	3%	4%	8%	4%	4%	5%	6%	6%	6%	3%	10%	2%	6%	5%	4%	7%	4%	5%	6%											
Public services in general	45	39	4	4	17	15	11	6	5	14	12	15	18	23	21	9	17	23	13	11	39										
4%	4%	8%	4%	7%	5%	4%	4%	2%	4%	4%	5%	6%	4%	4%	7%	4%	5%	4%	5%	4%											
Education/Schools	40	37	1	2	13	7	6	4	14	19	14	6	18	20	21	5	15	27	8	4	43										
4%	4%	2%	2%	5%	2%	2%	3%	6%	5%	4%	2%	5%	3%	4%	4%	4%	6%	2%	2%	4%											
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	39	34	5	-	9	10	5	8	12	16	12	8	13	24	18	2	19	20	8	11	38										
4%	4%	10%	-	4%	3%	2%	6%	5%	4%	4%	3%	4%	4%	4%	2%	5%	5%	2%	5%	4%											
Pollution/ Environment/ Climate change	33	31	2	*	10	11	9	5	6	17	11	4	14	14	18	3	12	14	9	9	38										
3%	4%	4%	*	4%	4%	4%	4%	2%	5%	4%	1%	4%	2%	4%	2%	3%	3%	3%	4%	4%											
Race relations	25	23	1	*	10	5	4	5	5	9	7	7	13	7	11	3	11	9	14	2	28										
2%	3%	3%	*	4%	2%	2%	3%	2%	2%	2%	2%	2%	4%	1%	2%	2%	3%	2%	4%	1%											
Privatisation	24	21	1	2	3	11	10	2	6	6	10	7	8	16	16	3	5	9	8	6	25										
2%	2%	2%	2%	1%	4%	4%	1%	2%	2%	3%	3%	3%	2%	3%	3%	2%	1%	2%	2%	3%											
Ageing population/ Social care for the elderly	17	11	5	1	5	8	2	1	2	5	3	7	7	10	7	2	8	5	4	7	17										
2%	1%	10%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	3%	2%											
Low pay/Minimum wage/Fair wages	16	11	-	4	5	5	5	-	1	3	5	7	7	9	9	4	2	7	5	4	15										
2%	1%	-	5%	2%	2%	2%	-	1%	1%	2%	2%	2%	2%	2%	4%	1%	2%	1%	2%	1%											
Nuclear weapons/ Nuclear war/ Disarmament	15	15	-	*	2	8	8	1	4	6	5	3	4	10	10	-	6	7	3	6	11										
2%	2%	-	1%	1%	3%	3%	1%	2%	2%	2%	1%	1%	2%	2%	-	1%	2%	1%	3%	1%											
Morality/ Individual behaviour/ Lifestyle	15	15	1	-	2	6	5	2	5	7	2	5	7	4	9	*	6	4	9	2	15										
2%	2%	1%	-	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	*	2%	1%	2%	1%	1%											
Trade unions/ Strikes	15	12	1	2	5	2	1	4	7	7	1	9	5	8	2	6	8	4	3	15											
2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%											
Transport/Public transport	13	11	*	2	2	4	4	1	5	3	4	5	8	7	9	1	3	7	5	2	16										
1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%											
Food production/ farming	11	9	1	1	-	3	2	-	7	2	3	6	*	9	10	*	1	1	7	2	6										
1%	1%	2%	1%	-	1%	1%	-	3%	1%	1%	2%	*	2%	2%	*	*	*	2%	1%	1%											
Population levels/ Overpopulation	11	11	-	-	2	4	4	1	4	4	6	*	6	2	6	2	3	6	2	3	17										
1%	1%	-	-	1%	1%	2%	1%	2%	1%	2%	*	*	2%	*	1%	1%	1%	1%	1%	2%											
Taxation	10	8	1	1	2	4	3	3	3	3	5	2	5	5	8	2	8	2	4	3	13										
1%	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	2%	-	1%	2%	1%	*	1%											
UK union/ devolution/reform	10	5	-	5	2	1	1	1	1	2	7	1	4	6	5	2	3	5	4	1	14										
1%	1%	-	6%	1%	*	*	1%	*	*	2%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%											
Local government/ Council tax	10	2	7	1	1	7	*	1	1	4	2	3	2	5	4	*	6	5	-	5	9										
1%	1%	13% </td																													
AI / Technology	9	9	-	-	4	3	3	1	2	3	2	4	1	7	3	-	6	6	-	3	7										
1%	1%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	2%	1%	-	1%	1%											
Pensions/Social security/Benefits	8	8	-	-	4	2	2	2	*	4	2	2	2	4	4	-	4	2	2	4	5										
1%	1%	-	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	*	1%	2%	*											
Childcare services / support for young people	8	6	-	1	6	1	1	-	-	5	2	1	-	8	3	-	5	1	7	-	5										
1%	1%	-	1%	2%	*	*	-	-	-	1%	1%	*	-	1%	1%	-	1%	2%	-	*											
Mental health/ well-being	7	6	-	1	2	2	2	1	1	3	2	2	1	7	3	-	4	*	3	4	6										
1%	1%	-	2%	1%	1%	1%	*	*	1%	1%	1%	*	*	1%	-	1%	*	1%	2%	1%											
International trade/trade deals	5	5	-	*	*	2	2	1	1	3	1	2	3	1	5	-	*	1	3	1	6										
1%	1%	-	*	*	1%	1%	1%	1%	1%	*	1%	*	1%	*	1%	-	*	*	1%	1%											
Petrol prices/Fuel	4	4	-	-	1	1	1	2	-	1	3	-	-	4	3	-	1	-	3	1	3										
1%	1%	-	-	*	*	*	2%	-	*	1%	-	-	1%	1%	-	-	-	1%	*	*											
Royal Family/ Monarchy	4	4	*	-	3	*	-	-	1	1	3	-	-	4	-	-	4	-	3	1	3										
1%	1%	1%	-	1%	*	-	-	*	*	1%	-	-	1%	-	-	1%	-	1%	1%	*											
Nationalisation/ Government control of institutions	4	3	1	-	1	3	2	-	-	2	1	1	2	2	1	1	2	1	1	2	7										
1%	1%	3% </td																													
Northern Ireland	4	3	1	-	3	1	-	-	-	1	3	-	1	3	</																



ISSUES INDEX SEPTEMBER 2024 (PUBLIC - FINAL)

13 Sep 2024

Table 10
Q.P108 What would you say have been the most important issues for Britain over the past 50 years, since 1974?

BASE: ALL ADULTS AGED 18+

	TOTAL (a)	PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV ACTIVE (b)	LAB OUR (c)	LIB ERAL DEMOCRAT (d)	REFORM UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLIC C (l)	PR VATE (m)	WHITE (n)	BME (o)			
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	238	360	840	151	277	1003	
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	1003	
100%	100%	12%	23%	9%	12%	25%	14%	17%	22%	16%	17%	10%	48%	85%	15%	30%	100%	
Common Market/ Brexit/EU/Europe/ Euro	148	16	48	26	13	25	11	26	30	29	31	14	83	129	18	42	184	
15%	10%	20%	30%	11%	10%	8%	15%	14%	18%	18%	1%	14%	17%	15%	12%	14%	18%	
Immigration/immigrants	141	32	20	12	40	29	20	37	27	21	17	13	63	125	14	46	139	
14%	19%	9%	14%	35%	12%	14%	21%	14%	12%	13%	10%	13%	13%	15%	10%	15%	14%	
Economy/Economic situation	134	24	47	14	18	18	20	25	32	17	34	12	68	116	16	50	135	
13%	15%	20%	16%	15%	7%	14%	14%	14%	15%	11%	20%	12%	14%	14%	11%	17%	13%	
National health service/Hospital/ Healthcare	105	9	41	7	8	21	16	18	24	18	21	13	52	92	13	40	108	
10%	6%	17%	8%	7%	9%	11%	10%	10%	11%	11%	12%	13%	11%	9%	13%	11%	11%	
Lack of faith in politics / politicians / government	82	5	22	6	18	14	8	12	22	20	12	8	36	74	7	18	93	
8%	3%	9%	7%	15%	6%	6%	7%	10%	12%	7%	8%	8%	7%	9%	5%	6%	9%	
Coronavirus/ pandemic diseases	64	10	15	6	10	9	13	9	15	5	14	7	32	57	7	20	63	
Unemployment/ Factory closure/ Lack of industry	60	6%	6%	7%	8%	4%	9%	5%	7%	3%	8%	7%	7%	7%	5%	7%	6%	
60	8	21	3	6	16	12	12	12	13	14	6	7	26	50	10	14	59	
6%	5%	9%	3%	5%	6%	9%	7%	6%	8%	3%	7%	5%	6%	7%	5%	6%	6%	
Inflation/Prices	57	9	12	2	2	17	9	10	13	9	3	5	31	42	15	27	51	
5%	5%	5%	2%	2%	7%	6%	6%	6%	5%	2%	5%	5%	7%	5%	10%	9%	5%	
Housing	54	10	13	6	5	7	7	16	14	5	5	8	23	44	9	18	60	
5%	6%	6%	7%	4%	3%	5%	9%	7%	3%	3%	8%	8%	5%	5%	6%	6%	6%	
Defence/Foreign affairs/ International terrorism	53	9	14	4	6	13	13	8	11	9	10	5	22	40	12	11	62	
5%	5%	6%	5%	5%	5%	9%	5%	5%	5%	6%	6%	5%	5%	5%	8%	4%	6%	
Poverty/inequality	53	2	13	8	1	11	13	5	10	11	10	4	27	42	10	17	62	
5%	1%	9%	9%	1%	4%	9%	3%	5%	7%	6%	6%	4%	6%	5%	7%	6%	6%	
Public services in general	46	6	15	6	3	9	12	7	8	7	9	4	23	41	6	16	39	
5%	3%	6%	7%	3%	4%	8%	4%	4%	4%	5%	5%	4%	5%	5%	4%	5%	4%	
Education/Schools	40	3	20	2	2	9	4	6	9	12	7	5	18	37	3	10	43	
4%	2%	8%	2%	2%	4%	3%	4%	4%	7%	4%	5%	4%	4%	4%	2%	3%	4%	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	39	6	8	3	1	12	8	7	10	6	6	5	12	30	9	10	38	
4%	4%	3%	3%	4%	*	5%	5%	4%	4%	4%	4%	4%	3%	4%	6%	3%	4%	
Pollution/ Environment/ Climate change	33	2	9	2	6	1	4	3	6	8	5	3	16	28	4	7	38	
3%	1%	4%	2%	5%	1%	3%	2%	3%	5%	3%	3%	3%	3%	3%	3%	2%	4%	
Race relations	25	-	5	*	2	9	4	2	6	5	*	2	6	15	10	8	28	
2%	-	2%	*	2%	4%	3%	1%	3%	3%	*	*	2%	1%	2%	7%	3%	3%	
Privatisation	24	2	8	4	1	4	1	4	7	5	5	3	15	22	2	11	25	
2%	1%	3%	5%	1%	2%	1%	2%	2%	3%	3%	3%	2%	3%	3%	1%	4%	2%	
Aging population/ Social care for the elderly	17	1	6	*	3	6	5	2	*	6	1	2	4	15	1	4	17	
2%	*	2%	*	2%	3%	4%	1%	*	4%	1%	1%	2%	1%	2%	1%	1%	2%	
Low pay/Minimum wage/Fair wages	16	-	2	-	2	4	4	6	1	3	-	2	10	11	4	9	15	
2%	-	1%	-	2%	2%	3%	4%	*	2%	-	-	2%	2%	1%	3%	3%	1%	
Nuclear weapons/ Nuclear war/ Disarmament	15	*	4	-	2	3	4	1	6	2	2	1	8	14	2	2	11	
2%	*	2%	-	2%	1%	3%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	
Morality/ Individual behaviour/ Lifestyle	15	2	3	1	4	4	-	3	5	3	1	1	6	12	2	2	15	
2%	1%	1%	1%	3%	1%	-	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	
Trade unions/ Strikes	15	7	3	2	-	3	-	3	5	*	5	1	9	13	2	6	15	
2%	4%	1%	3%	-	1%	-	2%	2%	*	3%	3%	1%	2%	2%	1%	2%	1%	
Transport/Public transport	13	4	1	1	4	*	3	1	1	3	2	2	7	12	1	5	16	
1%	3%	1%	1%	3%	*	2%	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	
Food production/ farming	11	-	1	-	1	7	-	-	1	2	*	2	8	11	-	9	6	
1%	-	*	-	1%	3%	2	-	-	*	1%	*	2%	2%	1%	-	3%	1%	
Population levels/ Overpopulation	11	5	1	1	3	1	-	2	2	3	3	2	6	11	-	3	17	
1%	3%	*	1%	2%	1%	-	1%	1%	2%	2%	2%	2%	1%	1%	-	1%	2%	
Taxation	10	2	*	-	3	2	2	2	1	3	1	1	7	2	3	3	13	
1%	1%	*	-	2%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	2%	1%	1%	
UK union/ devolution/reform	10	3	1	1	2	-	-	3	2	1	3	1	6	9	1	2	14	
1%	2%	1%	1%	2%	-	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
Local government/ Council tax	10	1	1	-	1	5	4	*	1	3	4	1	3	10	-	1	9	
1%	1%	*	-	1%	2%	3%	*	1%	2%	1%	1%	1%	1%	1%	-	*	1%	
AI / Technology	9	3	2	1	1	*	-	-	3	3	4	-	3	9	1	3	7	
1%	2%	1%	2%	1%	1%	-	-	-	1%	2%	2%	-	1%	1%	1%	1%	1%	
Pensions/Social security/Benefits	8	-	-	-	-	7	-	5	3	7	4	1	4	8	-	5	5	
1%	-	*	-	*	3%	3	-	3%	1%	*	-	1%	1%	1%	-	*	*	
Childcare services / support for young people	8	-	-	-	-	6	1	-	4	-	-	1	2	7	1	3	5	
1%	-	-	-	-	3%	2	*	-	2%	-	-	1%	*	1%	*	1%	*	
Mental health/ well-being	7	5	1	-	1	-	1	-	2	2	1	1	2	6	1	4	6	
1%	3%	*	-	1%	-	1%	-	1%	2%	*	*	1%	*	1%	*	1%	1%	
International trade/trade deals	5	-	5	-	1	-	-	1	-	-	2	1	4	5	-	1	6	
1%	-	2%	-	*	-	-	-	*	-	-	1%	1%	1%	1%	-	*	1%	
Petrol prices/Fuel	4	-	1	-	2	1	-	-	1	1	-	-	3	4	-	1	3	
1%	*	*	-	2%	*	-	-	-	1%	*	-	-	1%	*	*	*	*	
Royal Family/ Monarchy	4	4	-	-	-	-	3	-	*	-	1	-	-	4	-	-	3	
1%	2%	-	-	-	-	2%	-	-	*	-	1%	-	-	*	-	-	*	
Nationalisation/ Government control of institutions	4	1	1	-	1	1	-	-	1	2	1	1	-	4	*	1	7	
1%	*	*	-	*	*	-	-	-	*	1%	*	1%	-	*	*	*	1%	
Northern Ireland	4	3	-	-	1	-	3	-	-	-	1	-	3	4	-	-	2	
1%	2%	-	-	1%	-	2%	-	-	-	-	*	-	1%	*	-	-	*	
Media / social media	4	1	1	-	-	1	-	1	-	1	1	1	3	3	1	2	5	
1%	*	1%	1%	-	-	1%	-	-	*	*	*	1%	*	*	*	1%	*	
Countryside/Rural life	3	-	2	-	-	-	1	-	-	*	1	*	-	3	-	-	4	
1%	-	1%	-	-	-	1%	-	-	*	*	1%	*	-	1	-	*	2	
Pound/Exchange rate/Value of pound	2	*	-	-	-	-	-	-	-	-	2	-	2	2	-	-	4	
1%	*	*	-	-	-	-	-	-	-	-	1%	-	*	*	-	-	*	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Drug abuse	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	
1%	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	
Other	98	21	20	6	7	19	7	19	27	11	24	7	45	82	16	25	104	
10%	13%	8%	7%	6%	8%	5%	11%	12%	7%	14%	8	7%	9%	10%	11%	8%	10%	
MEAN NUMBER OF MENTIONS	1.66	1.47	1.82	1.58	1.64	1.53	1.76	1.64	1.68	1.73	1.66	1.64	1.64	1.66	1.61	1.68	1.71	
STANDARD ERROR	0.04	0.07	0.08	0.12	0.11	0.08	0.13	0.08	0.09	0.09	0.08	0.07	0.06	0.04	0.09	0.07	0.04	
ERROR VARIANCE	*	*	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	*	*	0.01	*	*	
Don't know	200	26	45	13	12	80	37											

ISSUES INDEX SEPTEMBER 2024 (PUBLIC - FINAL)

13 Sep 2024

Table 19

Q.P09 What do you think will be the most important issues facing Britain over the next 50 years, until 2074?

BASE: ALL ADULTS AGED 18+

	SEX			AGE											SOCIAL GRADE							HH INCOME				
	TOTAL (a)	MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	18-34 (j)	35-54 (k)	55+ (l)	A8 (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)	UNWTD (v)				
UNWEIGHTED BASE	1003	473	530	105	150	149	147	162	275	270	286	437	315	351	122	154	666	276	101	175	346	1003				
WEIGHTED BASE	1003	481	502	105*	175	162*	161*	160	281	238	279	398	281	243	210*	222	524	432	114*	172	318	1003				
100%	48%	50%	105%	17%	16%	16%	16%	24%	28%	23%	27%	40%	28%	34%	11%	12%	67%	27%	10%	17%	32%	100%				
Immigration/immigrants	196	102	90	11	30	36	29	42	49	41	65	90	55	39	51	43	95	93	30	25	74	180				
20%	21%	18%	11%	17%	22%	18%	26%	20%	15%	20%	23%	ci	20%	16%	24%	19%	18%	22%	26%	15%	23%	18%				
177	83	90	15	27	29	29	35	41	42	58	77	62	54	28	25	117	53	20	35	77	205					
18%	17%	18%	15%	15%	18%	18%	22%	17%	15%	18%	18%	19%	22%	22%	13%	11%	22%	12%	18%	20%	24%	20%				
158	80	75	15	31	26	32	19	36	45	58	54	63	39	32	19	101	51	13	23	69	169					
16%	17%	15%	14%	17%	16%	19%	12%	15%	16%	18%	14%	22%	16%	15%	9%	19%	12%	12%	14%	22%	17%					
123	29	92	11	17	26	33	23	13	27	58	37	32	30	40	17	63	57	13	37	44	123					
12%	6%	18%	10%	10%	16%	20%	15%	6%	10%	18%	9%	h	12%	12%	19%	8%	12%	13%	11%	21%	14%	12%				
117	66	46	6	13	19	18	21	40	19	37	61	42	34	11	21	76	32	13	14	37	133					
12%	14%	9%	6%	7%	11%	11%	13%	17%	7%	11%	15%	aei	15%	14%	5%	9%	15%	7%	11%	8%	12%	13%				
85	34	49	11	23	5	10	18	18	34	15	36	15	23	15	30	38	45	15	4	24	90					
8%	7%	10%	11%	13%	3%	6%	11%	7%	12%	5%	9%	aei	13%	9%	7%	14%	7%	10%	13%	3%	8%	9%				
81	37	43	20	29	8	6	9	9	49	14	18	18	18	17	19	20	35	39	4	11	31	83				
8%	8%	9%	19%	16%	5%	4%	6%	4%	18%	4%	5%	6%	7%	9%	9%	7%	9%	4%	6%	10%	8%					
64	20	43	8	9	13	18	5	11	18	31	15	14	13	18	20	27	37	6	10	29	55					
6%	4%	9%	8%	5%	6%	11%	3%	4%	6%	10%	4%	5%	5%	5%	8%	9%	5%	9%	6%	6%	9%	5%				
63	23	38	9	12	11	14	7	9	21	25	17	14	12	10	20	26	30	11	7	16	60					
6%	5%	8%	9%	7%	7%	9%	5%	4%	8%	8%	4%	5%	5%	5%	9%	5%	7%	10%	4%	5%	6%	6%				
53	22	31	1	16	13	7	10	6	17	20	16	16	8	16	13	25	28	3	10	24	49					
5%	5%	6%	1%	9%	8%	4%	6%	3%	6%	6%	4%	6%	3%	7%	7%	6%	5%	7%	3%	6%	8%	5%				
53	17	34	8	10	8	15	6	6	18	23	12	15	20	8	5	35	13	5	7	18	64					
5%	3%	7%	7%	6%	5%	5%	4%	3%	6%	7%	3%	3%	5%	8%	4%	2%	7%	3%	4%	4%	6%	6%				
43	20	23	3	5	5	11	10	9	8	16	19	12	14	6	10	26	15	6	10	13	51					
4%	4%	4%	3%	3%	3%	7%	6%	4%	3%	5%	5%	4%	6%	3%	4%	5%	4%	5%	6%	4%	5%	5%				
42	13	29	3	10	6	9	7	8	13	15	15	14	7	10	11	21	21	8	8	11	39					
4%	3%	6%	3%	6%	4%	5%	4%	3%	5%	5%	4%	5%	3%	5%	5%	4%	5%	7%	5%	4%	4%	4%				
38	11	25	1	6	5	21	3	2	7	26	5	14	3	11	10	17	21	5	11	13	30					
4%	2%	5%	1%	4%	3%	13%	2%	1%	3%	8%	1%	5%	1%	5%	5%	3%	5%	4%	6%	4%	3%					
35	16	16	1	8	5	3	7	11	9	8	18	16	10	4	4	26	8	6	4	20	43					
3%	3%	3%	1%	5%	3%	2%	4%	5%	3%	2%	5%	6%	4%	2%	2%	5%	2%	5%	2%	6%	4%	4%				
34	21	12	1	7	9	6	6	5	8	15	11	17	10	3	4	27	7	1	3	21	43					
3%	4%	2%	1%	4%	6%	4%	4%	2%	3%	5%	3%	6%	4%	1%	2%	5%	2%	1%	1%	6%	4%					
31	9	22	1	7	11	9	3	1	8	19	4	14	9	2	5	22	6	3	8	13	32					
3%	2%	4%	1%	4%	7%	5%	2%	1%	3%	6%	1%	5%	4%	1%	2%	4%	1%	3%	5%	4%	3%	3%				
28	16	11	5	3	1	5	8	6	8	6	14	10	8	2	7	18	9	-	3	12	31					
2%	3%	2%	5%	2%	1%	3%	5%	2%	3%	2%	3%	3%	3%	1%	3%	3%	2%	-	2%	4%	3%					
24	13	10	5	5	3	2	7	3	10	5	9	8	6	1	9	14	10	4	2	7	21					
2%	3%	2%	4%	3%	2%	1%	4%	1%	3%	2%	2%	3%	3%	2%	2%	3%	2%	4%	1%	2%	2%					
24	16	7	4	4	7	5	7	5	8	11	2	2	4	10	6	6	16	1	2	4	21					
2%	3%	1%	2%	2%	2%	3%	3%	2%	2%	3%	1%	1%	2%	5%	3%	1%	4%	1%	1%	1%	2%					
21	10	11	-	1	3	2	2	12	1	5	15	4	2	3	8	6	11	1	2	6	18					
2%	2%	2%	-	1%	2%	1%	1%	5%	2%	4%	2%	2%	1%	2%	4%	1%	3%	1%	1%	2%	2%					
17	5	11	1	4	4	5	3	1	8	8	6	6	6	5	-	12	5	1	3	10	16					
2%	1%	2%	1%	2%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	-	2%	1%	1%	2%	3%	2%					
16	5	11	-	3	3	3	3	4	3	6	7	4	1	4	7	5	10	1	2	2	15					
2%	1%	2%	-	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%	2%	1%	1%	1%	1%					
15	5	10	-	1	3	5	1	3	1	9	5	3	2	2	7	5	10	2	3	1	14					
1%	1%	2%	-	1%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%	2%	2%	1%					
14	8	6	3	2	5	2	3	2	5	7	3	3	8	1	-	11	1	-	3	5	19					
1%	2%	1%	3%	1%	3%	1%	2%	2%	2%	2%	1%	1%	3%	1%	-	2%	2%	-	2%	2%	2%					
13	8	5	-	3	5	2	1	2	3	8	3	4	3	-	5	7	5	-	2	3	13					
1%	2%	1%	-	1%	3%	1%	2%	1%	1%	2%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%					
11	4	7	-	4	6	1	3	2	7	4	4	4	2	2	2	6	5	4	-	4	12					
1%	1%	1%	-	4%	4%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%					
9	4	4	1	-	2	2	1	2	1	4	4	4	2	2	1	2	6	2	2	-	5	9				
1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2	-	2%	1%				
8	-	8	-	2	-	-	-	6	2	-	6	2	1	6	-	3	6	-	2	-	5					
1%	-	2%	-	1%	-	-	-	3%	1%	-	2%	1%	1%	3%	-	1%	1%	-	1%	-	2%					
8	4	3	-	2	1	-	4	1	2	1	5	3	2	-	2	5	2	1	2	2	11					
1%	1%	1%	-	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%					
7	1	5	2	1	-	2	1	3	1	3	1	3	3	3	-	1	6	1	4	2	9					
1%	1	1	1%	2%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%					
7	4	2	-	3	1	4	2	2	-	1	4	2	2	2	1	5	1	-	3	7	3					
1%	1%	1%	-	1%	2%	2%	1%	-	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%					
6	2	4	1	-	-	2	1	1	1	2	3	3	3	-	-	6	-	-	2	2	7					
1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%					
5	-	5	-	2	-	1	2	-	2	1	2	-	1	3	-	1	3	-	4	-	4					
1%	-	1%	-	1%	-	1%	1%	-	1%	1%	1%</															

BASE: ALL ADULTS AGED 18+

		GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			
		TOTAL (a)	ENG LAND (b)	WALES (c)	SCOT LAND (d)	EXCL. SCOT LAND (e)	NORTH INCL. WALES (f)	MID LANDS (g)	MID LANDS (h)	GL (i)	SOUTH GL (j)	OWNED (k)	MORT GAGED (l)	RENTED (m)	GRAD UATE (n)	NON GRAD UATE (o)	FULL TIME (p)	PART TIME (q)	NOT WOR (r)	URBAN (s)	SUBURBAN (t)	RURAL (u)	UNWTD TOTAL (v)
UNWEIGHTED BASE	1003	825	80	116	207	303	241	146	211	404	327	230	470	485	136	382	451	113	219	103			
WEIGHTED BASE	1003	867	49*	87*	238	309	260	140*	229	363	302	286	328	577	125*	389	451	354	214	103			
	100%	100%	56*	59*	24%	21%	20%	140*	23%	12%	30%	28%	32%	53%	29%	125*	63%	111%	25%	100%			
Immigration/ immigrants	126	120	9	17	49	53	44	32	45	67	65	52	45	131	106	21	69	87	74	36	150		
	20%	20%	19%	19%	21%	17%	17%	23%	20%	18%	21%	18%	14%	23%	1								
Pollution/ Environment/ Climate change	177	158	9	10	33	58	49	29	46	68	69	33	85	78	95	19	63	83	46	47	205		
	18%	18%	18%	12%	14%	19%	19%	21%	20%	19%	23%	12%	26%	14%	19%	15%	16%	19%	13%	22%	20%		
Economy/Economic situation	168	128	11	19	38	46	36	27	27	70	70	33	72	69	92	16	51	82	49	27	169		
	16%	15%	22%	22%	16%	15%	14%	20%	12%	19%	17%	12%	22%	12%	19%	13%	13%	19%	14%	13%	17%		
National health service/Hospitals/ Healthcare	123	109	6	8	30	41	36	19	24	43	42	35	55	61	65	16	41	58	35	29	123		
	12%	13%	12%	9%	13%	13%	14%	14%	10%	12%	14%	12%	17%	11%	13%	13%	11%	13%	10%	14%	12%		
Defence/Foreign affairs/ International terrorism	117	102	4	11	20	35	31	23	28	52	25	29	47	57	45	15	58	50	41	26	133		
	12%	12%	8%	12%	8%	11%	12%	17%	12%	14%	8%	10%	14%	10%	9%	12%	15%	12%	11%	12%	13		
Housing	85	71	6	8	10	27	21	17	23	7	23	33	2	52	31	5	49	39	32	14	96		
	8%	8%	12%	9%	4%	9%	8%	12%	10%	8%	8%	11%	8%	9%	6%	4%	13%	9%	9%	6%	9%		
Inflation/Prices	81	72	3	6	24	23	20	16	12	23	24	30	30	49	46	12	24	27	41	14	83		
	8%	8%	6%	7%	10%	7%	8%	11%	5%	6%	8%	10%	9%	9%	9%	9%	6%	6%	12%	6%	8%		
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	64	56	4	4	19	23	19	10	9	20	18	23	18	44	36	8	20	24	23	17	55		
	6%	6%	4%	4%	8%	7%	7%	7%	4%	6%	6%	8%	5%	8%	7%	7%	5%	6%	6%	8%	5%		
Lack of faith in politics / politicians / government	63	55	4	4	16	19	15	13	10	23	15	22	17	39	31	9	23	20	26	17	60		
	6%	6%	9%	5%	7%	6%	6%	6%	9%	6%	5%	8%	5%	7%	6%	7%	6%	5%	7%	8%	6%		
Education/Schools	53	48	*	5	5	16	15	12	15	12	18	18	21	26	29	6	18	25	19	10	49		
	5%	6%	*	5%	2%	5%	6%	9%	7%	3%	6%	6%	6%	5%	6%	5%	5%	6%	5%	5%	5%		
Poverty/Inequality	53	45	4	4	17	12	9	5	14	22	15	13	26	20	22	8	22	25	21	7	64		
	5%	5%	5%	7%	4%	7%	4%	3%	4%	6%	6%	5%	4%	8%	3%	5%	7%	6%	6%	3%	6%		
Population levels/ Overpopulation	43	36	1	6	7	9	9	5	15	14	17	9	17	21	22	4	16	18	13	12	51		
	4%	4%	1%	7%	3%	2%	3%	4%	7%	4%	5%	3%	5%	4%	5%	4%	4%	4%	4%	5%	5%		
Unemployment/ Factory closure/ Lack of industry	42	32	5	5	7	13	8	7	10	10	15	16	12	23	23	4	15	15	17	10	39		
	4%	4%	11%	6%	3%	4%	3%	5%	4%	3%	5%	6%	4%	4%	5%	4%	4%	3%	5%	5%	4%		
Public services in general	38	31	5	2	15	15	10	5	*	11	11	15	15	22	21	7	10	20	10	8	30		
	4%	4%	10%	3%	6%	5%	4%	4%	*	3%	4%	5%	5%	4%	4%	6%	2%	5%	3%	4%	3%		
AI/ Technology	35	33	1	1	11	9	8	6	8	16	11	8	19	11	18	6	11	20	7	8	43		
	3%	4%	2%	1%	5%	3%	3%	5%	4%	4%	4%	4%	3%	6%	2%	4%	5%	3%	4%	2%	4%		
Common Market/ Brexit/EU/Europe/ Euro	34	30	1	3	8	10	10	6	6	10	17	6	23	10	20	3	11	18	10	6	43		
	3%	3%	1%	3%	3%	3%	4%	4%	3%	3%	6%	2%	7%	2%	4%	2%	3%	4%	3%	3%	4%		
Ageing population/ Social care for the elderly	31	24	6	2	4	13	8	5	7	3	14	12	18	12	23	3	5	7	10	15	32		
	3%	3%	12%	2%	2%	4%	3%	4%	3%	1%	5%	4%	5%	2%	5%	3%	1%	2%	3%	7%	3%		
Morality/ Individual behaviour/ Lifestyle	28	21	1	6	8	4	3	4	5	9	10	8	8	16	16	1	10	14	6	8	31		
	3%	2%	2%	7%	3%	1%	1%	3%	2%	3%	3%	3%	3%	3%	3%	1%	3%	3%	2%	4%	3%		
Taxation	24	22	2	1	7	3	2	5	8	11	6	7	10	11	13	-	11	10	8	6	21		
	2%	2%	3%	1%	3%	1%	1%	3%	4%	3%	2%	2%	3%	2%	3%	-	3%	2%	2%	3%	2%		
Food production/ farming	24	22	-	1	7	3	3	2	10	9	3	11	4	18	11	3	10	7	14	3	21		
	2%	2%	-	1%	3%	1%	1%	2%	4%	2%	1%	4%	1%	3%	2%	2%	2%	2%	4%	2%	2%		
Nuclear weapons/ Nuclear war/ Disarmament	21	17	2	2	2	9	7	2	6	12	4	4	3	18	5	2	14	8	9	4	18		
	2%	2%	4%	2%	1%	3%	3%	1%	3%	3%	1%	2%	1%	3%	1%	2%	4%	2%	2%	2%	2%		
Pensions/Social security/Benefits	17	15	2	1	4	8	6	2	3	6	10	2	6	10	9	3	5	7	4	6	16		
	2%	2%	3%	1%	2%	3%	2%	2%	1%	2%	3%	1%	2%	2%	2%	3%	1%	2%	1%	3%	2%		
Transport/Public transport	16	10	*	5	3	2	2	1	4	7	4	5	6	7	6	2	8	9	3	4	15		
	2%	1%	1%	6%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%		
Mental health/ well-being	15	15	-	*	4	7	1	3	8	3	3	3	4	10	6	*	8	5	5	5	14		
	1%	2%	-	*	2%	2%	3%	*	1%	2%	1%	1%	1%	2%	1%	*	2%	1%	1%	2%	1%		
Race relations	14	12	1	1	4	7	6	*	1	5	5	3	8	6	10	7	*	7	6	2	1%		
	1%	1%	3%	1%	2%	2%	2%	*	1%	1%	2%	1%	2%	1%	2%	*	1%	2%	2%	1%	2%		
Media / social media	13	11	1	1	5	5	4	1	1	5	2	2	6	6	6	-	7	9	3	1	13		
	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	1%	*	1%	1%		
Low pay/Minimum wage/Fair wages	11	11	-	-	3	3	3	2	3	2	5	1	5	5	3	2	6	6	4	2	12		
	1%	1%	-	-	1%	1%	1%	2%	1%	1%	2%	*	2%	1%	1%	1%	2%	1%	1%	1%	1%		
Nationalisation/ Government control of institutions	9	9	-	-	2	3	3	2	2	2	5	2	3	3	6	-	3	5	2	1	9		
	1%	1%	-	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%		
Childcare services / support for young people	8	7	-	1	5	-	-	-	2	6	-	2	2	6	2	-	6	1	4	3	5		
	1%	1%	-	1%	2%	-	-	-	1%	2%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%		
Petrol prices/Fuel	8	7	-	1	3	4	4	-	1	2	3	2	4	4	3	2	3	5	2	1	11		
	1%	1%	-	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
International trade/trade deals	7	7	-	*	*	3	3	2	1	1	1	5	4	3	3	-	4	3	4	-	9		
	1%	1%	-	*	*	1%	1%	1%	1%	*	*	2%	1%	1%	1%	-	1%	1%	1%	-	1%		
Coronavirus/ pandemic diseases	7	7	-	-	2	3	3	-	2	1	4	1	2	4	5	-	2	1	4	2	7		
	1%	1%	-	-	1%	1%	1%	-	1%	*	*	1%	*	1%	1%	-	*	*	1%	1%	1%		
UK union/ devolution/reform	6	4	-	2	-	3	3	-	1	2	2	1	1	4	3	*	2	2	3	1	7		
	1%	*	-	3%	-	1%	1%	-	*	1%	1%	*	*	1%	1%	*	1%	*	1%	1%	1%		
Privatisation	5	4	-	1	-	3	3	1	-	4	1	-	3	2	2	-	3	2	3	-	4		
	1%	*	-	2%	-	1%	1%	1%	-	1%	*	-	1%	*	-	1%	*	1%	*	-	3		
Royal Family/ Monarchy	5	5	-	-	3	1	1	1	-	3	1	-	1	4	1	-	3	1	-	3	3		
	5%	1%	-	-	1%	*	*	*	-	1%	*	-	1%	*	-	-	1%	*	-	1%	1%		
Drug abuse	4	4	-	-	-	4	4	-	-	-	-	-	4	1	3	2	-	3	4	*	-	3	
	*	*	-	-	-	1%	2%	-	-	-	-	1%	*	*	*	-	1%	1%	*	-	3		
Trade unions/ Strikes	4	4	-	-	2	1	1	-	*	1	1	2	1	3	4	-	-	1	2	-	4		
	*	*	-	-	1%	*	1%	-	*	*	*	1%	*	*	1%	-	-	*	1%	-	*		
Local government/ Council tax	4	3	-	-	1	*	*	-	2	1	1	2	2	-	-	-	4	-	3	-	4		
	*	*	-	-	1%	*	*	-	1%	*	*	1%	*	*	*	-	1%	1%	1%	1%	1%		
Countryside/Rural life	1	1	-	-	1	1	1	-	-	1	1	-	*	1	1	*	1	-	1	-	3		
	*	*	-	-	*	*	*	-	-	*	*	-	*	*	*	*	*	*	*	-	*		
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Pound/Exchange rate/Value of pound	1	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	2		
	*	*	-	1%	*	-	-	-	-	-	-	*	-	*	-	*	-	*	-	*	*		
Northern Ireland	-	-	-	-</																			

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 : 4th September - 10th September 2024
Source : Ipsos (JN Q218)



ISSUES INDEX SEPTEMBER 2024 (PUBLIC - FINAL)

13 Sep 2024

Table 21
Q.P109 What do you think will be the most important issues facing Britain over the next 50 years, until 2074?

BASE: ALL ADULTS AGED 18+

	PARTY PREFERENCE (NOT V)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
	TOTAL (a)	CON SERV (b)	LAB OUR (c)	LIB ERAL DEMO CRAT (d)	REFOR M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLI C (l)	PRI VATE (m)	WHITE (n)	BME (o)		
UNWEIGHTED BASE	1003	149	282	92	108	214	131	164	209	188	190	338	360	840	151	277	
WEIGHTED BASE	1003	166	238	87*	116*	247	141*	175	216	162	170	103	480	849	146	303	
100%	100%	12%	19%	9%	12%	25%	14%	17%	22%	15%	17%	10%	43%	85%	15%	30%	
Immigration/immigrants	196	40	34	14	50	48	29	45	41	29	29	18	106	170	25	63	
20% b	20%	24%	14%	16%	43%	19%	21%	26%	19%	18%	17%	18%	22%	20%	17%	21%	
Pollution/ Environment/ Climate change	177	23	56	15	15	17	23	24	47	38	29	18	90	156	18	39	
18%	18%	14%	23%	17%	13%	7%	16%	14%	22%	24%	17%	17%	19%	18%	12%	13%	
Economy/Economic situation	158	28	52	12	18	30	22	16	39	25	36	16	89	136	21	58	
16%	16%	17%	22%	13%	15%	12%	16%	9%	18%	15%	21%	15%	19%	16%	14%	19%	
National health service/Hospitals/ Healthcare	123	15	42	12	9	21	17	26	34	20	20	14	65	106	16	43	
12%	12%	9%	18%	14%	8%	8%	12%	15%	16%	12%	12%	14%	13%	12%	11%	14%	
Defence/foreign affairs/ International terrorism	117	29	24	18	13	22	11	10	24	25	36	7	50	104	12	18	
12% </td <td>12%</td> <td>18%</td> <td>10%</td> <td>20%</td> <td>11%</td> <td>9%</td> <td>8%</td> <td>6%</td> <td>11%</td> <td>15%</td> <td>21%</td> <td>7%</td> <td>10%</td> <td>12%</td> <td>8%</td> <td>6%</td>	12%	18%	10%	20%	11%	9%	8%	6%	11%	15%	21%	7%	10%	12%	8%	6%	
Housing	85	10	21	6	9	25	18	18	13	16	6	11	24	68	17	27	
8%	8%	6%	9%	6%	8%	10%	12%	10%	6%	10%	4%	11%	5%	8%	11%	9%	
Inflation/Prices	81	11	18	3	7	27	10	13	18	11	12	15	40	59	23	37	
8%	8%	7%	7%	4%	6%	11%	7%	7%	8%	7%	7%	14%	8%	7%	16%	12%	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	64	9	19	2	5	19	9	10	15	8	12	5	38	55	8	27	
6%	6%	5%	8%	2%	4%	8%	6%	6%	7%	5%	7%	5%	8%	6%	5%	9%	
Lack of faith in politics / politicians / government	63	4	9	6	11	25	7	9	15	6	13	4	32	53	9	18	
6%	6%	2%	4%	6%	9%	10%	5%	5%	7%	4%	8%	4%	7%	6%	6%	6%	
Education/Schools	53	9	15	2	4	16	3	15	15	6	6	4	29	43	10	29	
5%	5%	6%	6%	3%	3%	7%	2%	9%	7%	4%	4%	4%	6%	5%	7%	10%	
Poverty/Inequality	53	2	18	4	1	10	10	6	10	11	8	7	19	43	10	16	
5%	5%	1%	8%	5%	1%	4%	7%	3%	5%	7%	5%	7%	4%	5%	7%	5%	
Population levels/ Overpopulation	43	7	8	4	5	12	8	3	15	3	9	5	21	36	6	14	
4%	4%	3%	3%	4%	4%	5%	6%	2%	7%	2%	5%	5%	4%	4%	4%	5%	
Unemployment/ Factory closure/ Lack of industry	42	8	7	3	6	13	10	9	5	5	8	5	22	35	8	14	
4%	4%	5%	3%	3%	5%	5%	7%	5%	2%	3%	4%	5%	5%	4%	5%	4%	
Public services in general	38	3	11	1	4	10	13	5	7	4	5	3	25	32	6	19	
4%	4%	2%	4%	1%	4%	4%	9%	3%	3%	2%	3%	3%	5%	4%	4%	6%	
AI / Technology	35	9	11	8	2	1	3	2	6	6	15	6	16	33	2	8	
3%	3%	5%	5%	9%	1%	*	2%	1%	3%	4%	9%	5%	3%	4%	1%	3%	
Common Market/ Brexit/EU/Europe/ Euro	34	2	12	9	-	4	3	9	7	5	7	5	18	29	4	14	
3%	3%	1%	5%	10%	-	2%	2%	5%	3%	3%	4%	5%	4%	3%	3%	5%	
Ageing population/ Social care for the elderly	31	4	10	5	2	8	4	2	11	4	5	3	22	27	4	17	
3%	3%	2%	4%	6%	2%	3%	3%	1%	5%	2%	3%	3%	5%	3%	3%	6%	
Morality/ Individual behaviour/ Lifestyle	28	3	10	2	5	6	5	4	7	6	6	3	13	24	3	8	
3%	3%	2%	4%	2%	4%	3%	3%	2%	3%	4%	3%	3%	3%	3%	2%	3%	
Taxation	24	1	4	2	4	9	4	5	4	3	4	1	12	19	5	3	
2%	2%	1%	2%	2%	3%	4%	3%	3%	2%	2%	3%	1%	3%	2%	3%	1%	
Food production/ farming	24	1	2	-	2	12	*	1	3	8	-	2	12	23	1	10	
2%	2%	1%	1%	-	2%	5%	*	*	1%	5%	-	2%	3%	3%	1%	3%	
Nuclear weapons/ Nuclear war/ Disarmament	21	2	6	3	1	5	-	4	6	8	2	1	4	18	2	6	
2%	2%	1%	3%	4%	1%	2%	-	2%	3%	5%	1%	1%	1%	2%	1%	2%	
Pensions/Social security/Benefits	17	4	6	-	2	4	-	3	7	4	2	2	10	15	2	8	
2%	2%	3%	2%	-	2%	2%	-	2%	3%	2%	1%	2%	2%	2%	2%	3%	
Transport/Public transport	16	2	2	1	3	6	3	3	3	2	3	1	7	16	-	6	
2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	1%	2%	1%	1%	1%	-	1%	
Mental health/ well-being	15	-	4	-	2	3	3	1	5	3	2	3	15	3	2	14	
1%	1%	-	2%	-	2%	1%	2%	*	2%	2%	1%	1%	1%	2%	*	1%	
Race relations	14	-	5	-	3	4	3	3	3	1	2	2	8	8	7	5	
1%	1%	-	2%	-	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	4%	2%	
Media / social media	13	1	7	1	-	2	4	1	2	1	1	1	6	8	3	3	
1%	1%	1%	3%	1%	-	1%	3%	*	1%	1%	1%	1%	1%	1%	2%	1%	
Low pay/Minimum wage/Fair wages	11	3	5	-	-	3	*	4	2	2	1	1	4	6	4	5	
1%	1%	2%	2%	-	-	1%	*	2%	1%	1%	1%	1%	1%	1%	3%	2%	
Nationalisation/ Government control of institutions	9	*	5	-	3	*	-	2	1	*	4	1	5	7	1	5	
1%	1%	*	2%	-	3%	*	-	1%	*	-	3%	1%	1%	1%	1%	2%	
Childcare services / support for young people	8	-	2	-	-	5	1	-	7	-	*	*	2	8	-	2	
1%	1%	-	1%	-	-	2%	1%	-	2%	-	*	*	*	1%	-	1%	
Petrol prices/Fuel	8	1	3	-	2	1	1	-	1	2	3	2	2	6	2	2	
1%	1%	1%	-	-	1%	-	*	-	*	1%	2%	1%	1%	1%	2%	1%	
International trade/trade deals	7	1	2	1	-	1	-	-	2	1	2	2	1	5	2	2	
1%	1%	1%	1%	2%	-	*	-	-	1%	*	1%	2%	*	1%	1%	1%	
Coronavirus/ pandemic diseases	7	-	3	-	-	1	2	*	2	-	1	1	4	6	1	*	
1%	1%	-	1%	-	-	*	1%	*	1%	-	*	1%	1%	1%	1%	*	
UK union/ devolution/reform	6	1	1	1	-	2	-	1	*	2	1	-	2	6	-	2	
1%	1%	1%	1%	1%	-	1%	-	*	*	1%	1%	-	*	1%	-	1%	
Privatisation	5	-	2	-	2	1	-	-	3	2	-	-	2	4	-	1	
1%	1%	-	1%	-	2%	*	-	-	1%	1%	-	-	*	*	-	*	
Royal Family/ Monarchy	5	3	1	1	-	-	3	-	-	1	1	-	1	4	1	1	
*	2%	*	1%	-	-	-	2%	-	-	*	*	-	*	*	1%	*	
Drugs abuse	4	-	4	-	-	*	3	1	-	-	-	-	*	3	1	2	
*	-	-	2%	-	-	*	2%	1%	-	-	-	-	*	*	1%	1%	
Trade unions/ Strikes	4	1	*	1	2	-	1	-	1	*	-	1	3	4	-	2	
*	*	*	1%	2%	-	-	-	-	*	*	-	1%	1%	*	-	1%	
Local government/ Council tax	4	-	1	*	2	*	-	2	-	*	2	-	3	-	3	4	
1%	1%	-	1%	*	1%	*	-	1%	-	-	1%	-	*	-	1%	*	
Countryside/Rural life	1	-	*	-	-	1	-	-	1	*	-	*	1	1	-	3	
*	-	-	-	-	-	-	-	-	-	*	-	*	*	-	-	-	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Pound/Exchange rate/Value of pound	1	*	-	-	-	*	*	-	-	-	-	*	*	*	*	2	
*	*	-	-	-	-	*	*	-	-	-	*	-	-	*	*	*	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	96	20	21	7	12	26	15	18	17	14	19	8	46	72	20	31	
10%	10%	12%	9%	8%	10%	11%	11%	10%	8%	9%	11%	8%	10%	8%	14%	10%	
MEAN NUMBER OF MENTIONS	1.84	1.63	2.06	1.7	1.83	1.81	1.89	1.69	1.93	1.85	1.91	1.81	1.89	1.83	1.86	1.96	
STANDARD ERROR	0.04	0.08	0.08	0.12	0.1	0.1	0.12	0.08	0.09	0.09	0.09	0.07	0.06	0.04	0.09	0.07	
ERROR VARIANCE	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	*	0.01	0.01	
Don't know	110	12	26	6	8	46	18	20	18	18	14	9	49	92	18	25	
11%	11%	7%	11%	6%	7%	19%	10%	12%	8%	11%	8%	9%	10%	11%	12%	8%	
Personal finances (NET)	145	16	41	8	8	39	20	22	28	25	23	23	63	107	37	57	
14%	14%	9%	17%	9%	7%	16%	14%	13%	13%	16%	14%	22%	13%	13%	25%	19%	
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k/l/m - z/n/o/p/q - z/r/s/t/u - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testingRespondent type : GB Adults 18+
Fieldwork dates : 4th September - 10th September 2024
Source : Ipsos (IN Q218)