

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				
	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)	UNWTD TOTAL (v)		
UNWEIGHTED BASE	1010	499	493	300	173	132	143	189	274	273	274	463	399	340	133	172	639	305	130	160	343	1010		
WEIGHTED BASE	1010	486	506	105*	173	167*	166*	164	235	279	333	398	284	241	215*	222	525	437	135*	145*	340	1010		
100%	100%	48%	50%	10%	17%	17%	16%	16%	23%	28%	33%	39%	28%	24%	21%	22%	52%	43%	13%	14%	34%	100%		
Economy/Economic situation	220	130	90	16	38	36	43	43	47	54	79	88	77	54	38	41	132	79	33	34	93	247		
	22%	27%	18%	15%	22%	22%	26%	25%	20%	19%	24%	22%	27%	23%	18%	19%	25%	18%	25%	24%	27%	24%		
Immigration/immigrants	197	113	82	11	21	28	27	44	66	32	55	109	89	33	57	51	72	109	38	25	55	158		
	20%	23%	16%	11%	12%	17%	16%	27%	28%	11%	17%	27%	14%	14%	17%	14%	25%	25%	29%	17%	16%	16%		
	bcd	zb					zcd		zcd			zcd			lmp	lmp		zdm	zt		z			
Inflation/Prices	81	31	48	19	13	15	13	9	12	32	27	21	21	24	8	23	45	31	4	13	28	81		
	8%	6%	10%	18%	8%	9%	8%	5%	5%	12%	8%	5%	7%	10%	4%	10%	9%	7%	3%	9%	8%	8%		
	k			zhfg						zdhk				n		q								
National health service/Hospital/Healthcare	67	16	50	9	8	13	15	14	9	16	28	22	24	13	16	13	38	29	5	13	23	64		
	7%	3%	10%	8%	5%	8%	9%	8%	4%	6%	9%	6%	8%	6%	7%	6%	7%	7%	4%	9%	7%	6%		
	a		za																					
Poverty/inequality	50	14	36	8	13	8	9	4	8	21	17	13	12	16	13	9	28	22	11	6	18	59		
	5%	3%	7%	7%	8%	5%	5%	3%	3%	7%	5%	3%	4%	7%	6%	4%	5%	5%	8%	4%	5%	6%		
	ak		za							k														
Lack of faith in politics / politicians / government	50	25	24	1	7	9	7	9	17	8	16	26	7	8	15	18	16	33	8	*	13	41		
	5%	5%	5%	1%	4%	5%	4%	6%	7%	3%	5%	7%	3%	3%	7%	8%	3%	8%	6%	*	4%	4%		
	lps								c						lo			lp	s					
Defence/foreign affairs/International terrorism	50	29	20	2	6	11	6	9	17	7	17	26	20	17	4	6	36	9	1	7	25	70		
	5%	6%	4%	1%	3%	6%	4%	5%	7%	3%	5%	6%	7%	7%	2%	2%	7%	2%	1%	5%	7%	7%		
	q								i				q	nq			zmq			zr				
Crime/Law & order/ Violence/Vandalism/Antisocial (yob) behaviour	28	6	23	5	9	3	*	2	9	13	4	11	5	9	6	7	15	12	1	4	7	21		
	3%	1%	4%	4%	5%	2%	*	1%	4%	5%	1%	3%	2%	4%	3%	3%	3%	3%	1%	3%	2%	2%		
	a		f	f	fj				fj															
Pollution/ Environment/ Climate change	27	10	15	3	5	4	6	6	3	9	10	9	16	2	8	1	18	9	1	3	13	26		
	3%	2%	3%	3%	3%	2%	4%	3%	1%	3%	3%	2%	6%	1%	4%	*	3%	2%	1%	2%	4%	3%		
	m												zmop	q			m	o						
Taxation	24	15	8	3	9	2	3	6	2	12	4	8	11	3	3	6	14	9	4	6	11	24		
	2%	3%	2%	3%	5%	1%	2%	4%	1%	4%	1%	2%	4%	1%	2%	3%	3%	2%	3%	4%	3%	2%		
					zhj				zh								m							
Housing	21	4	16	10	1	6	3	*	1	11	9	1	4	5	6	3	9	9	4	5	3	23		
	2%	1%	3%	10%	1%	3%	2%	*	*	4%	3%	*	1%	2%	3%	1%	2%	2%	3%	3%	1%	2%		
	ahk			zdfg	hjk				zdhg	k														
Pensions/Social security/Benefits	15	7	6	1	1	2	3	6	2	2	5	8	*	4	3	7	5	10	3	5	2	15		
	1%	1%	1%	1%	*	1%	2%	4%	1%	1%	2%	2%	*	2%	1%	3%	1%	2%	2%	3%	1%	1%		
	lp						di								i									
Unemployment/ Factory closure/ Lack of industry	14	10	4	-	2	1	5	-	6	2	6	6	3	2	5	4	5	9	4	4	3	10		
	1%	2%	1%	-	1%	1%	3%	-	3%	1%	2%	2%	1%	1%	2%	2%	1%	2%	3%	3%	1%	1%		
																			*	4	7	14		
Education/Schools	14	4	9	3	1	2	4	3	1	5	6	3	4	6	2	1	11	3	4	4	7	14		
	1%	1%	2%	3%	1%	1%	3%	1%	*	2%	2%	1%	2%	3%	1%	*	2%	1%	*	3%	2%	1%		
Common Market/ Brexit/EU/Europe/ Euro	11	10	1	-	3	-	6	-	2	3	6	2	6	3	1	-	9	1	2	4	4	12		
	1%	2%	*	-	2%	-	3%	-	1%	1%	2%	*	2%	1%	*	-	2%	*	1%	3%	1%	1%		
	b						rk										z							
Population levels/ Overpopulation	9	7	2	-	1	-	1	4	1	1	7	7	2	3	3	2	5	4	3	1	1	9		
	1%	1%	*	-	1%	-	*	2%	2%	*	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%		
Childcare services / support for young people	8	2	6	1	3	2	-	*	2	4	2	2	2	5	-	1	7	1	-	1	6	10		
	1%	*	1%	*	2%	1%	-	*	1%	1%	1%	*	1%	2%	-	*	1%	*	-	1%	2%	1%		
														zq		z								
Low pay/Minimum wage/Fair wages	7	1	6	1	2	2	-	*	1	4	2	1	3	1	1	-	5	1	-	1	3	8		
	1%	*	1%	1%	1%	1%	-	*	*	1%	*	*	1%	1%	1%	-	1%	*	-	1%	1%	1%		
Morality/ Individual behaviour/ Lifestyle	6	5	2	1	2	1	1	-	1	3	2	1	2	1	3	1	3	3	-	1	3	7		
	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	1%		
International trade/trade deals	6	2	4	-	1	1	-	1	3	1	1	4	4	1	1	-	5	1	1	1	1	7		
	1%	*	1%	-	*	1%	-	1%	1%	*	*	1%	1%	*	1%	-	1%	*	*	1%	*	1%		
Public services in general	6	2	4	-	2	3	-	-	1	2	3	1	3	2	-	-	5	*	-	1	5	5		
	1%	*	1%	-	1%	2%	-	-	*	1%	1%	*	1%	1%	-	*	1%	*	-	*	1%	*		
Race relations	5	3	1	4	-	-	1	-	1	4	1	1	3	1	1	-	4	1	-	-	2	5		
	*	1%	*	3%	-	-	*	-	*	1%	*	*	1%	1%	*	-	1%	*	-	-	1%	*		
				zdhg	jk																			
Nationalisation/ Government control of institutions	4	1	3	-	-	2	-	-	2	-	2	2	1	1	1	-	2	1	1	-	1	4		
	*	*	1%	-	-	1%	-	-	1%	-	1%	*	*	*	1%	-	*	*	1%	-	*	*		
Mental health/ well-being	3	1	2	2	1	-	1	-	-	3	1	-	1	-	2	1	1	3	1	-	-	4		
	*	*	*	2%	*	-	1%	-	-	1%	*	-	*	*	1%	*	*	1%	1%	-	-	*		
				zk																				
Transport/Public transport	3	3	-	-	2	*	-	-	1	2	*	1	1	-	2	-	1	2	-	1	2	3		
	*	1%	-	-	1%	*	-	-	*	1%	*	*	*	-	1%	-	*	*	-	*	1%	*		
UK union/ devolution/reform	2	2	*	-	-	2	-	1	-	2	1	-	*	*	-	2	1	2	*	*	-	3		
	*	*	*	-	-	1%	-	-	*	*	*	*	*	*	-	1%	*	*	*	-	-	*		
Local government/ Council tax	2	*	2	-	*	-	-	-	2	*	-	2	-	2	-	-	2	-	2%	-	-	2		
	*	*	*	-	*	-	-	-	1%	*	-	*	-	1%	-	-	*	-	z	-	-	*		
Ageing population/ Social care for the elderly	2	1	-	-	-	1	-	-	1	-	1	1	-	1	1	-	1	1	-	1	-	2		
	*	*	-	-	-	1%	-	-	*	*	*	*	-	*	-	-	*	*	-	*	-	*		
Nuclear weapons/ Nuclear war/ Disarmament	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			UNWTD TOTAL
		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 (s)	SUBURBAN (t)	RURAL (u)		
UNWEIGHTED BASE WEIGHTED BASE	1010	851	58	101	231	300	242	133	245	379	292	271	450	467	461	106	443	470	319	221	1010		
	1010	875	50*	85*	239	310	261	140*	235	311	306	318	332	595	496	118*	396	460	323	227	1010		
	100%	87%	5%*	8%*	24%	31%	26%	14%*	23%	31%	30%	31%	33%	59%	40%	12%*	39%	46%	32%	23%	100%		
Economy/Economic situation	220	187	10	24	49	57	47	38	53	77	88	46	91	112	116	30	74	106	59	55	247		
	22%	21%	20%	28%	21%	18%	18%	27%	22%	25%	29%	15%	27%	19%	23%	26%	19%	23%	18%	24%	24%		
Immigration/immigrants	197	173	8	15	64	70	61	14	34	66	56	56	24	158	84	24	88	88	56	53	158		
	20%	20%	17%	18%	27%	22%	23%	10%	14%	18%	18%	18%	7%	27%	17%	21%	22%	19%	17%	23%	16%		
Inflation/Prices	81	74	4	3	13	28	24	16	21	19	27	31	25	52	38	10	33	32	33	15	81		
	8%	8%	8%	3%	5%	9%	9%	11%	9%	6%	9%	10%	8%	9%	8%	8%	8%	7%	10%	7%	8%		
National health service/Hospital/ Healthcare	67	61	2	5	10	20	18	15	18	17	20	24	19	45	38	9	20	20	29	18	64		
	7%	7%	3%	6%	4%	6%	7%	11%	8%	6%	6%	8%	6%	8%	8%	7%	5%	4%	9%	8%	6%		
Poverty/Inequality	50	41	4	6	12	14	10	7	11	14	16	20	27	21	24	5	22	23	19	9	59		
	5%	5%	7%	7%	5%	4%	4%	5%	5%	5%	5%	6%	8%	4%	5%	4%	6%	5%	6%	4%	6%		
Lack of faith in politics / politicians / government	50	37	7	6	7	20	13	5	12	15	10	24	9	33	21	4	25	23	18	10	41		
	5%	4%	14%	7%	3%	7%	5%	4%	5%	5%	3%	7%	3%	5%	4%	3%	6%	5%	6%	4%	4%		
Defence/Foreign affairs/ International terrorism	50	42	4	4	9	16	12	7	14	25	14	7	27	19	25	6	20	25	14	11	70		
	5%	5%	8%	4%	4%	5%	5%	5%	6%	8%	5%	2%	8%	3%	5%	5%	5%	5%	4%	5%	7%		
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	28	25	-	3	6	9	9	7	3	7	5	16	5	23	10	4	14	16	7	6	21		
	3%	3%	-	4%	3%	3%	3%	5%	1%	2%	2%	5%	1%	4%	2%	4%	3%	3%	2%	3%	2%		
Pollution/ Environment/ Climate change	27	26	-	2	9	5	5	-	12	8	15	5	18	3	12	5	9	13	9	5	26		
	3%	3%	-	2%	4%	2%	2%	-	5%	3%	5%	1%	5%	1%	2%	4%	2%	3%	3%	2%	3%		
Taxation	24	24	1	-	5	10	10	5	3	8	6	8	10	13	15	3	7	13	11	1	24		
	2%	3%	1%	-	2%	3%	4%	4%	1%	3%	2%	2%	3%	2%	3%	3%	2%	3%	3%	1%	2%		
Housing	21	19	*	1	9	3	3	5	2	6	3	7	3	14	10	2	8	12	7	2	23		
	2%	2%	1%	2%	4%	1%	1%	3%	1%	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	1%	2%		
Pensions/Social security/Benefits	15	13	1	1	5	4	3	1	4	4	2	9	3	11	8	1	6	6	6	3	15		
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	1%		
Unemployment/ Factory closure/ Lack of industry	14	12	*	1	6	4	4	1	1	6	1	5	4	8	7	1	5	6	7	1	10		
	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	*	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%		
Education/Schools	14	13	-	*	2	5	5	2	5	2	7	4	4	10	10	1	2	5	1	7	14		
	1%	2%	-	*	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	*	3%	1%		
Common Market/ Brexit/EU/Europe/ Euro	11	9	1	1	3	3	3	*	3	*	3	2	6	3	8	3	*	5	3	2	12		
	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	2%	*	2%	2%	*	1%	1%	1%	1%		
Population levels/ Overpopulation	9	6	-	3	2	1	1	*	2	4	1	5	3	6	1	1	7	6	1	2	9		
	1%	1%	-	3%	1%	*	1%	*	1%	1%	*	1%	1%	1%	*	1%	2%	1%	*	1%	1%		
Childcare services / support for young people	8	7	1	-	3	2	1	-	3	1	3	3	5	2	7	-	1	4	1	3	10		
	1%	1%	1%	-	1%	1%	1%	-	1%	*	1%	1%	2%	*	1%	-	*	1%	*	1%	1%		
Low pay/Minimum wage/Fair wages	7	6	1	-	1	4	3	2	-	2	2	3	4	2	5	-	1	6	*	-	8		
	1%	1%	2%	-	*	1%	1%	1%	-	1%	1%	1%	1%	*	1%	-	*	1%	*	-	1%		
Morality/ Individual behaviour/ Lifestyle	6	1	4	1	1	4	-	-	*	1	4	-	3	3	5	-	2	2	2	2	7		
	1%	*	8%	1%	*	1%	-	-	*	*	1%	-	1%	*	1%	-	*	*	1%	1%	1%		
International trade/trade deals	6	4	-	1	1	3	2	1	-	4	1	-	5	1	2	1	3	1	3	3	7		
	1%	*	2%	1%	1%	1%	1%	1%	-	1%	*	-	1%	*	*	1%	1%	*	1%	1%	1%		
Public services in general	6	5	1	*	2	1	-	3	-	2	4	-	6	-	3	2	1	4	2	*	5		
	1%	1%	1%	1%	1%	*	-	2%	-	1%	1%	-	2%	-	1%	1%	*	1%	*	*	*		
Race relations	5	4	-	1	-	3	3	1	-	1	1	3	1	1	3	-	2	-	4	1	5		
	*	*	-	1%	-	1%	1%	1%	-	*	*	1%	*	*	1%	-	1%	-	1%	*	*		
Nationalisation/ Government control of institutions	4	4	-	-	-	1	1	-	2	-	2	1	2	1	1	1	2	2	1	*	4		
	*	*	-	-	-	*	1%	-	1%	-	1%	*	1%	*	*	1%	*	1%	*	*	*		
Mental health/ well-being	3	3	-	-	-	1	1	-	3	-	3	1	1	1	1	-	3	1	2	1	4		
	*	*	-	-	-	*	*	-	3	-	1%	*	*	*	*	-	1%	*	1%	*	*		
Transport/Public transport	3	3	-	-	-	-	-	-	3	-	1	2	*	2	2	-	1	2	-	*	3		
	*	*	-	-	-	-	-	-	1%	-	*	1%	*	*	*	-	1%	-	-	*	*		
UK union/ devolution/reform	2	2	-	1	-	-	-	-	2	1	-	2	1	2	2	-	1	2	-	-	3		
	*	*	-	1%	-	-	-	-	1%	*	-	1%	*	*	*	-	*	*	*	-	*		
Local government/ Council tax	2	2	-	2	*	*	*	-	-	2	-	2	-	2	*	-	2	2	2	2	2		
	*	*	-	-	1%	*	*	-	-	1%	-	-	-	*	*	-	*	*	*	-	*		
Ageing population/ Social care for the elderly	2	2	-	-	-	-	-	-	2	1	-	1	-	1	-	-	2	-	2	-	2		
	*	*	-	-	-	-	-	-	1%	*	-	*	-	*	-	-	*	-	1%	-	*		
Nuclear weapons/ Nuclear war/ Disarmament	1	1	-	-	-	-	-	1	*	1	-	-	*	1	-	-	1	1	*	-	2		
	*	*	-	-	-	-	-	1%	*	*	-	-	*	*	-	-	*	*	*	-	*		
Pound/Exchange rate/Value of pound	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	1		
	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	1	-	-	-	*		
Privatisation	1	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1		
	*	*	-	-	-	*	*	-	-	*	-	-	-	*	-	-	*	-	-	*	*		
Countryside/Rural life	1	1	-	-	-	-	-	-	1	-	-	1	1	-	-	-	1	-	1	-	1		
	*	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	*	-	*		
Petrol prices/Fuel	1	1	-	-	1	1	-	-	-	1	-	-	1	-	-	-	1	1	1	1	1		
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*		
Animal welfare	1	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1		
	*	*	-	-	-	*	*	-	-	*	-	-	-	*	-	-	*	-	*	-	*		
Median	*	*	1	1	1	1	1	*	1	1	1	*	1	1	1	1	*	1	1	1	*		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Food production/ farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-</									

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

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	PARTY PREFERENCE (NOT V)						IMO QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	ECONOMIC OPTIMISM				UNWTD TOTAL
		CON SERV (n)	LAB OUR (n)	LIB ERAL (n)	DEMOCRAT (n)	REFORM UK (n)	NONE (n)	1 (n)	2 (n)	3 (n)	4 (n)	5 (n)	PUBLIC C (n)	PRIVATE (n)	WHITE (n)	BME (n)		IMPROVE (n)	STAY THE SAME (n)	GET WORSE (n)		
UNWEIGHTED BASE	1010	112	211	88	157	274	158	185	201	174	198	177	378	859	139	239	79	145	744	1010		
WEIGHTED BASE	1010	105*	171	82*	176	312	177*	206	198	168	163	103	484	854	142	268	73*	127	762	1010		
	100%	10%	17%	8%	17%	31%	18%	20%	20%	17%	16%	10%	48%	85%	14%	27%	7%	13%	75%	100%		
Economy/Economic situation	220	24	48	21	27	68	29	41	43	41	46	18	127	197	22	66	21	30	167	247		
	22%	24%	28%	26%	15%	22%	16%	20%	22%	27%	28%	17%	26%	23%	15%	25%	29%	24%	22%	24%		
Immigration/ Immigrants	197	14	7	13	98	42	35	48	41	28	35	18	85	187	8	37	12	10	170	158		
	20%	14%	4%	10%	55%	13%	20%	23%	21%	17%	21%	17%	18%	22%	6%	14%	12%	8%	22%	168		
Inflation/Prices	81	10	10%	14	5	4%	9%	6%	10%	9%	8%	6%	11	58	7%	16%	35	12	13%	7%	81	
	8%	10%	8%	5%	4%	9%	6%	10%	9%	8%	6%	11%	7%	7%	16%	35	12	13%	7%	81		
National health service/Hospitals/ Healthcare	67	2	14	7	4	25	4	14	14	10	13	9	38	55	11	19	5	8	52	64		
	7%	2%	8%	8%	2%	8%	2%	7%	7%	6%	8%	9%	8%	6%	8%	7%	7%	7%	7%	6%		
Poverty/Inequality	50	2	10	8	5	12	5	13	10	9	6	6	22	43	8	8	4	3	43	59		
	5%	2%	6%	9%	3%	4%	3%	6%	5%	6%	4%	6%	5%	5%	5%	3%	6%	2%	6%	6%		
Lack of faith in politics / politicians / government	50	8	6	2	17	14	14	10	7	11	3	1	18	43	6	14	*	2	46	41		
	5%	8%	4%	2%	10%	5%	8%	5%	3%	6%	2%	1%	4%	5%	4%	5%	*	2%	6%	4%		
Defence/foreign affairs/ international terrorism	50	7	12	10	1	8	5	4	12	10	12	2	28	43	6	10	4	10	32	70		
	5%	7%	7%	12%	1%	3%	3%	2%	6%	6%	7%	2%	6%	5%	4%	4%	6%	8%	4%	7%		
Crime/Law & order/ Violence/ Vandalism/antisocial (yob) behaviour	28	1	4	-	2	15	6	6	10	2	3	1	16	24	4	3	1	5	19	21		
	3%	1%	2%	-	1%	5%	3%	3%	5%	1%	2%	1%	3%	3%	3%	1%	1%	4%	2%	2%		
Pollution/ Environment/ Climate change	27	4	8	1	-	7	2	5	7	9	3	2	17	23	4	8	-	9	19	26		
	3%	4%	4%	1%	-	2%	1%	3%	3%	5%	2%	1%	4%	3%	3%	3%	-	7%	2%	3%		
Taxation	24	8	5	2	2	4	6	5	1	2	7	3	15	20	3	5	1	3	19	24		
	2%	7%	3%	3%	1%	1%	3%	2%	1%	2%	4%	3%	3%	2%	2%	2%	1%	2%	2%	2%		
Housing	21	*	3	*	2	12	9	3	3	2	1	2	8	12	9	10	2	2	16	23		
	1%	*	2%	*	1%	4%	5%	1%	1%	1%	1%	2%	2%	1%	6%	4%	3%	2%	2%	2%		
Pensions/Social security/Benefits	15	2	6	1	-	5	5	2	2	2	-	2	4	11	4	-	1	-	14	15		
	1%	1%	3%	2%	-	1%	3%	1%	1%	1%	-	2%	1%									

Proportions/Mean: 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 - z/x/y/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 2nd April - 8th April 2025
 Source : Ipsos (JN Q218)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/h/i/j/k/l - z/m/n/o/p/q - z/r/s/t
Overlap formulae used. * small base
Respondent type: GB Adults 18+
Fieldwork dates: 2nd April - 8th April 2025
Source: Ipsos (JN Q218)

Table 5
Q.P101/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
		TOTAL (a)	ENG LAND (b)	WALES (c)	SCOT LAND (d)	NORTH EXCL. SCOT LAND (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)	KING (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)					
UNWEIGHTED BASE	1010	851	58	101	211	300	242	131	245	379	292	271	450	467	461	106	443	470	319	221	1010				
WEIGHTED BASE	1010	875	50*	85*	239	310	261	140*	235	311	306	318	332	595	496	118*	396	460	323	227	1010				
100%	100%	75%	5%	8%	24%	31%	26%	14%	22%	31%	30%	31%	33%	59%	49%	12%	39%	46%	32%	23%	100%				
Economy/Economic situation	392	335	23	33	89	119	96	63	87	135	155	87	158	204	189	60	142	186	107	99	426				
	39%	38%	46%	39%	37%	38%	37%	45%	37%	43%	51%	27%	47%	34%	38%	51%	36%	40%	33%	43%	42%				
Immigration/ emmigrants	342	296	16	30	99	113	96	35	65	114	104	99	87	246	156	36	150	146	108	88	302				
	34%	34%	33%	35	41%	36%	37%	25%	28%	37%	34%	31%	20%	41%	31%	30%	38%	32%	34%	39%	30%				
National health service/Hospitals/ Healthcare	262	232	11	18	50	77	66	54	62	82	89	77	96	144	128	31	103	115	75	72	279				
	26%	27%	23%	21%	21%	25%	25%	38%	26%	26%	29%	24%	29%	24%	26%	26%	26%	25%	23%	32%	28%				
Inflation/Prices	184	161	16	7	39	62	46	25	51	45	51	73	63	104	92	28	63	81	59	44	179				
	18%	18%	33%	8%	16%	20%	18%	18%	22%	15%	17%	23%	19%	17%	19%	24%	16%	18%	18%	19%	18%				
Defence/Foreign affairs/ International terrorism	166	142	9	14	38	52	43	22	40	66	58	33	85	65	87	17	62	69	49	48	202				
	16%	16%	19%	17%	16%	17%	16%	16%	17%	21%	19%	11%	26%	11%	17%	15%	16%	15%	15%	21%	20%				
Poverty/inequality	134	113	8	13	26	43	35	27	25	45	43	42	66	59	54	25	54	59	45	29	151				
	13%	13%	16%	15%	11%	14%	13%	19%	11%	15%	14%	13%	20%	10%	11%	21%	14%	13%	14%	13%	15%				
Lack of faith in politics / politicians / government	131	104	13	14	29	41	28	14	33	49	35	42	32	84	59	8	64	58	37	36	124				
	13%	12%	27%	17%	12%	13%	11%	10%	14%	16%	11%	13%	10%	14%	12%	7%	16%	13%	12%	16%	12%				
Housing	127	117	3	7	22	30	27	37	31	27	41	52	49	71	64	15	48	58	41	28	125				
	13%	13%	6%	8%	9%	10%	10%	26%	13%	9%	13%	16%	15%	12%	13%	13%	12%	13%	13%	28	12%				
Education/Schools	108	96	5	7	25	34	29	13	29	25	45	32	49	49	62	10	35	44	36	28	128				
	11%	11%	11%	8%	10%	11%	11%	9%	12%	8%	15%	10%	15%	8%	13%	9%	9%	10%	11%	12%	13%				
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	106	100	1	5	24	30	28	25	22	34	31	36	35	63	47	12	47	46	39	21	104				
	11%	11%	3%	6%	10%	10%	11%	18%	9%	11%	10%	11%	10%	11%	10%	10%	12%	10%	12%	9%	10%				
Pollution/ Environment/ Climate change	96	84	6	7	24	26	20	19	29	31	41	21	49	38	36	15	46	49	31	16	103				
	10%	10%	11%	8%	10%	8%	8%	7%	12%	10%	14%	7%	15%	6%	7%	12%	12%	11%	10%	7%	10%				
Taxation	90	75	2	14	20	20	18	15	21	20	24	32	33	50	52	10	29	37	35	19	84				
	9%	9%	3%	16%	8%	6%	7%	11%	9%	6%	8%	10%	10%	8%	10%	8%	7%	8%	11%	8%	8%				
Pensions/Social security/Benefits	81	69	6	6	29	18	12	10	19	30	19	28	17	61	26	17	39	28	22	31	80				
	8%	8%	12%	7%	12%	6%	5%	7%	8%	10%	6%	9%	5%	10%	5%	14%	10%	6%	7%	14%	8%				
Unemployment/ Factory closure/ Lack of industry	80	67	4	9	13	29	25	9	20	30	17	24	28	46	27	12	42	33	26	21	82				
	8%	8%	7%	11%	5%	9%	10%	7%	8%	10%	6%	8%	8%	8%	5%	10%	10%	7%	8%	9%	8%				
Public services in general	47	43	2	2	9	15	13	10	11	15	15	14	24	20	28	7	12	24	11	11	51				
	5%	5%	4%	2%	4%	5%	5%	7%	5%	5%	5%	4%	7%	3%	6%	6%	3%	5%	3%	5%	5%				
Childcare services / support for young people	42	37	3	2	8	16	13	3	13	7	13	20	16	25	22	6	14	14	13	14	50				
	4%	4%	5%	2%	3%	5%	5%	2%	6%	2%	4%	6%	5%	4%	4%	5%	3%	3%	4%	6%	5%				
International trade/trade deals	38	33	2	3	9	14	12	5	7	14	16	7	23	11	17	9	12	17	10	11	46				
	4%	4%	4%	3%	4%	5%	5%	3%	3%	4%	5%	2%	7%	2%	4%	7%	3%	4%	3%	5%	5%				
Low pay/Minimum wage/Fair wages	34	29	2	4	10	13	11	5	2	5	14	15	16	18	23	2	8	24	9	2	35				
	3%	3%	4%	4%	4%	4%	4%	3%	1%	2%	5%	5%	5%	3%	5%	2%	2%	5%	3%	1%	3%				
Transport/Public transport	32	28	2	1	12	11	9	1	7	13	9	8	13	14	17	3	12	14	8	10	32				
	3%	3%	4%	2%	5%	3%	3%	1%	3%	4%	3%	3%	4%	3%	3%	2%	3%	3%	3%	4%	3%				
Mental health/ well-being	29	23	1	5	8	7	6	4	5	6	8	13	11	16	12	1	16	14	7	8	35				
	3%	3%	3%	6%	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	2%	1%	4%	3%	2%	4%	3%				
Common Market/ Brexit/EU/Europe/ Euro	28	25	1	2	9	7	5	4	7	7	9	7	14	8	21	4	4	12	11	5	33				
	3%	3%	2%	2%	4%	2%	2%	3%	3%	2%	3%	2%	4%	1%	4%	3%	1%	3%	4%	2%	3%				
Local government/ Council tax	27	26	-	1	9	11	11	1	5	9	8	9	11	16	17	1	9	18	3	6	23				
	3%	3%	-	2%	4%	4%	4%	1%	2%	3%	2%	3%	3%	3%	3%	1%	2%	4%	1%	3%	2%				
Morality/ Individual behaviour/ Lifestyle	25	18	4	4	4	10	6	3	4	7	7	9	8	15	14	1	10	12	9	5	29				
	2%	2%	8%	4%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	3%	3%	3%	2%	3%				
Aging population/ Social care for the elderly	22	19	2	2	4	5	4	2	8	11	6	5	12	9	10	2	11	6	13	4	32				
	2%	2%	3%	2%	2%	1%	2%	4%	4%	4%	2%	2%	4%	2%	2%	1%	3%	1%	4%	2%	3%				
Population levels/ Overpopulation	22	17	2	4	5	7	5	1	5	9	5	8	9	13	5	4	13	13	5	4	26				
	2%	2%	4%	4%	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	1%	4%	3%	3%	2%	2%	3%				
Petrol prices/Fuel	18	13	-	8	8	1	1	-	4	7	5	2	2	14	13	1	6	12	5	3	12				
	2%	1%	-	9%	3%	+	+	-	2%	2%	1%	1%	1%	2%	3%	1%	2%	3%	2%	1%	1%				
Race relations	19	17	-	1	4	7	7	3	3	4	6	9	8	6	10	2	7	5	9	5	23				
	2%	2%	-	2%	2%	2%	3%	2%	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%	1%	3%	2%				
Nuclear weapons/ Nuclear war/ Disarmament	17	13	1	2	8	2	+	3	2	4	4	8	6	11	3	6	7	12	4	1	15				
	2%	2%	3%	3%	3%	1%	+	2%	1%	1%	1%	3%	2%	2%	1%	5%	2%	3%	1%	+	1%				
Nationalisation/ Government control of institutions	12	12	-	-	1	3	3	2	7	2	3	7	4	7	6	2	4	6	5	1	10				
	1%	1%	-	-	+	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%				
Privatisation	11	10	-	1	-	3	3	+	6	3	2	5	1	8	4	-	7	2	5	3	9				
	1%	1%	-	1%	-	1%	1%	+	3%	1%	1%	2%	+	1%	1%	-	2%	+	2%	1%	1%				
Food production/ farming	9	6	1	2	4	1	+	-	2	3	5	2	7	1	4	2	3	3	2	4	13				
	1%	1%	2%	2%	2%	+	+	-	1%	1%	1%	+	2%	+	1%	2%	1%	1%	1%	2%	1%				
Drug abuse	8	8	-	1	1	5	5	1	-	2	2	4	1	8	5	1	4	6	2	1	11				
	1%	1%	-	2%	1%	2%	2%	1%	-	1%	1%	1%	+	1%	1%	1%	1%	1%	1%	1%	1%				
Animal welfare	8	7	-	1	1	2	2	1	3	1	2	5	+	8	1	-	7	2	5	1	8				
	1%	1%	-	1%	+	1%	1%	1%	1%	+	1%	2%	+	1%	+	-	2%	+	2%	+	1%				
AI / Technology	8	7	1	-	2	2	2	1																	

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

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT V)					IMO QUINTILES					SECTOR WORKING IN				ETHNIC				ECONOMIC OPTIMISM				
		CON SERV ACTIVE (a)	LAB OUR (b)	LIB ERAL DEMOCRAT (c)	REFORM UK (d)	NONE (e)	1 (f)	2 (g)	3 (h)	4 (i)	5 (m)	PUBLIC (k)	PR IVATE (l)	WHITE (m)	BME (n)	CHILD IN HH (o)	IMPROVE (p)	STAY THE SAME (q)	GET WORSE (r)	UNWTD TOTAL				
UNWEIGHTED BASE	1010	112	211	88	157	274	158	185	201	174	198	177	378	819	139	239	79	145	744	1010				
WEIGHTED BASE	1010	105*	171	82*	176	312	177*	206	198	168	163	103	464	854	142	258	74*	127	764	1010				
100%	100%	105*	171	82*	176	312	177*	206	198	168	163	103	464	854	142	258	74*	127	764	100%				
Economy/Economic situation	392	42	84	36	63	106	59	70	88	78	73	41	208	339	49	109	38	51	286	426				
	39%	40%	49%	44%	36%	34%	33%	34%	44%	46%	44%	40%	43%	40%	35%	41%	53%	40%	39%	42%				
immigration/ immierants	342	30	20	22	143	89	57	74	70	51	60	26	152	322	19	73	17	23	289	302				
	34%	28%	11%	27%	81%	28%	32%	36%	35%	30%	37%	25%	31%	38%	13%	27%	24%	18%	38%	30%				
	bn				bn																			
	wv				bn																			
National health service/Hospital/ Healthcare	262	27	61	31	26	74	26	55	54	46	57	31	124	217	43	70	17	33	204	279				
	26%	25%	35%	37%	15%	24%	15%	27%	27%	27%	35%	30%	26%	25%	31%	26%	23%	26%	174	28%				
	di																							
Inflation/Prices	184	29	31	13	34	53	32	40	41	30	24	21	87	146	37	71	19	29	134	179				
	18%	27%	18%	16%	19%	17%	18%	19%	21%	18%	15%	21%	18%	17%	26%	27%	26%	23%	18%	18%				
	z																							
Defence/foreign affairs/ International terrorism	166	26	40	18	20	24	24	24	37	32	33	12	91	146	18	37	12	23	126	202				
	16%	24%	23%	22%	12%	8%	14%	12%	19%	19%	20%	11%	19%	17%	13%	14%	17%	18%	176	20%				
	e	ad	e	e	e	e																		
Poverty/inequality	134	4	32	16	15	36	18	29	22	30	18	22	54	112	21	28	10	20	101	151				
	13%	4%	19%	20%	8%	12%	10%	14%	11%	18%	11%	21%	11%	13%	15%	11%	14%	15%	13%	15%				
	e	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad				
Lack of faith in politics / politicians / government	131	15	16	8	43	32	24	38	21	16	19	7	52	116	14	29	*	5	123	124				
	13%	14%	9%	10%	24%	10%	14%	18%	11%	9%	12%	7%	11%	14%	10%	11%	*	4%	106	12%				
	nx																							
Housing	127	10	26	8	10	53	27	25	16	22	22	17	57	95	32	41	8	13	102	125				
	13%	10%	15%	10%	6%	17%	15%	12%	8%	13%	14%	17%	12%	11%	23%	15%	11%	10%	84	12%				
	dv																							
Education/Schools	108	10	27	9	8	35	17	19	20	19	22	16	53	88	20	50	5	15	84	128				
	11%	10%	16%	11%	4%	11%	9%	9%	10%	11%	13%	15%	11%	10%	14%	19%	7%	12%	11%	13%				
	id																							
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	106	7	13	4	25	36	15	28	24	4	18	10	46	86	19	34	8	14	81	104				
	11%	6%	7%	5%	14%	12%	9%	14%	12%	3%	11%	9%	10%	10%	13%	13%	10%	11%	11%	10%				
	i																							
Pollution/ Environment/ Climate change	96	7	24	12	10	16	7	17	34	19	13	5	46	86	10	19	7	22	65	103				
	10%	7%	14%	14%	6%	5%	4%	8%	17%	11%	8%	5%	9%	10%	7%	7%	10%	17%	9%	10%				
	ad																							
Taxation	90	17	11	13	14	16	12	24	13	11	22	10	54	77	11	15	7	5	75	84				
	9%	16%	6%	16%	8%	5%	7%	12%	7%	7%	14%	10%	11%	9%	8%	5%	10%	4%	10%	8%				
	ny	zbe		be																				
Pensions/Social security/Benefits	81	10	13	2	23	21	19	17	14	13	13	9	26	72	9	15	5	7	68	80				
	8%	9%	8%	2%	13%	7%	11%	8%	7%	8%	8%	9%	5%	8%	6%	6%	7%	5%	9%	8%				
	o				nc																			
Unemployment/ Factory closure/ Lack of industry	80	8	19	8	7	23	24	17	14	12	7	12	31	59	21	19	9	13	58	82				
	8%	7%	11%	10%	4%	7%	14%	8%	7%	7%	4%	11%	6%	7%	15%	7%	12%	11%	8%	8%				
	z				d		zm								zv									
Public services in general	47	2	17	4	4	12	4	13	9	8	7	6	23	35	12	17	3	8	35	51				
	5%	2%	10%	5%	2%	4%	2%	6%	5%	5%	4%	6%	5%	4%	8%	6%	4%	6%	5%	5%				
	e	ad																						
Childcare services / support for young people	42	6	9	2	4	14	11	16	6	1	4	9	20	36	6	25	4	4	33	50				
	4%	5%	5%	2%	2%	4%	6%	8%	3%	1%	3%	9%	4%	4%	4%	9%	5%	3%	4%	5%				
	i						i	di																
International trade/trade deals	38	6	17	5	2	3	*	7	16	5	9	2	24	32	4	15	3	8	25	46				
	4%	6%	10%	7%	1%	1%	*	4%	8%	3%	5%	2%	5%	4%	3%	6%	4%	6%	3%	5%				
	e	ad																						
Low pay/Minimum wage/Fair wages	34	3	11	2	*	9	12	6	7	3	2	10	15	21	13	17	1	8	23	35				
	3%	2%	7%	2%	*	3%	7%	3%	4%	2%	1%	10%	3%	2%	9%	6%	2%	6%	2%	2%				
	dv											ad			zv									
Transport/Public transport	32	5	7	6	2	8	7	4	11	2	6	4	16	25	7	8	2	5	25	32				
	3%	5%	4%	7%	12%	3%	4%	2%	5%	1%	4%	4%	3%	3%	5%	3%	4%	3%	3%	3%				
Mental health/ well-being	29	7	7	4	1	11	3	6	7	6	4	6	7	23	5	10	4	3	20	35				
	3%	2%	4%	5%	*	3%	2%	3%	4%	4%	2%	6%	1%	3%	3%	4%	6%	2%	3%	3%				
	di																							
Common Market/ Brexit/EU/Europe/ Euro	28	5	5	4	2	8	8	2	8	4	3	3	22	18	10	13	2	2	24	33				
	3%	5%	3%	5%	1%	2%	5%	1%	4%	3%	2%	2%	5%	2%	7%	5%	2%	2%	3%	3%				
	v																							
Local government/ Council tax	27	1	5	3	6	6	6	4	6	6	5	5	14	17	10	10	1	1	25	23				
	3%	* v	3%	3%	3%	2%	3%	2%	3%	4%	3%	5%	3%	2%	7%	4%	1%	1%	3%	2%				
	v																							
Morality/ Individual behaviour/ Lifestyle	25	1	3	4	7	4	6	2	10	2	5	1	13	22	3	7	*	4	21	29				
	2%	1%	2%	4%	4%	1%	3%	1%	5%	1%	3%	1%	3%	3%	2%	3%	1%	3%	3%	3%				
Aging population/ Social care for the elderly	22	2	9	1	1	4	4	3	2	4	6	5	8	18	4	5	2	4	15	32				
	2%	2%	5%	2%	1%	1%	2%	1%	1%	2%	3%	5%	2%	2%	3%	2%	3%	3%	2%	3%				
	z																							
Population levels/ Overpopulation	22	1	5	1	3	8	3	7	5	3	3	3	7	21	2	8	-	5	18	26				
	2%	1%	2%	2%	2%	3%	1%	3%	2%	2%	2%	3%	1%	2%	1%	3%	-	4%	2%	2%				
	z																							
Petrol prices/Fuel	20	3	1	-	-	5	4	7	4	4	1	*	13	16	4	8	-	*	20	12				
	2%	3%	1%	-	-	1%	2%	4%	2%	2%	*	*	3%	2%	3%	3%	-	*	3%	1%				
Race relations	19	-	6	2	1	7	3	2	6	-	2	4	8	13	6	2	1	5	11	23				
	2%	-	3%	2%	1%	2%	2%	1%	3%	-	1%	4%	2%	1%	4%	1%	1%	4%	1%	2%				
	17	2	4	1	*	1	2	9	2	3	1	1	9	13	4	2	1	1	15	15				
	2%	2%	2%	1%	*	*	1%	4%	1%	2%	1%	1%	2%	2%	3%	1%	2%	1%	2%	1%				
Nationalisation/ Government control of institutions	12	1	4	-	5	1	1	4	1	2	-	-	8	10	2	8	-	-	11	10				
	1%	1%	2%	-	3%	*	1%	2%	1%	1%	-	-	2%	1%	2%	3%	-	-	1%	1%				
	z																							
Privatisation	11	3	2	*	1	3	3	2	2	3	-	1	3	9	2	3	1	-	10	9				
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	-	1%	1%				
	z																							

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/v - z/w/x - z/y/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for site testing

Respondent type : GB Adults 18+

Fieldwork dates : 2nd April - 8th April 2025

Source : Ipsos (UN Q218)