

Table 1
 Q1Q1 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	SEX	AGE	SOCIAL GRADE												HH INCOME					UNWTD TOTAL				
			MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	UP TO 24999 (r)	25000- 49999 (s)	50000 PLUS (t)		
UNWEIGHTED BASE			508	487	97	152	131	179	181	262	241	310	445	317	311	151	172	634	323	141	149	357	1000	
WEIGHTED BASE			5000	5000	104*	177*	153*	155	151	235	276	328	397	233	234	223*	223*	536	434	144*	147	347	1000	
100%			49%	51%	10%	17%	16%	16%	24%	28%	33%	40%	28%	24%	21%	22%	53%	43%	13%	14%	35%	1000		
Immigration/immigrants	182	116	66	10	16	24	40	40	52	26	64	93	27	34	66	45	61	111	22	21	67	158		
18%	24%	13%	10%	9%	15%	24%	25%	22%	9%	19%	23%	14%	9%	14%	31%	20%	12%	26%	17%	15%	19%	16%		
bcz	z	z	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi	cdi		
Economy/Economic situation	154	89	65	23	15	35	27	28	26	38	62	54	54	44	29	24	97	53	15	29	61	164		
15%	18%	13%	22%	9%	21%	16%	17%	11%	14%	19%	14%	19%	19%	18%	14%	11%	11%	19%	12%	12%	20%	18%	16%	
Defence/Foreign affairs/ International terrorism	142	76	66	5	12	15	24	29	58	17	39	87	54	35	23	24	89	47	32	21	46	163		
14%	16%	13%	5%	7%	9%	15%	18%	25%	6%	12%	22%	19%	14%	11%	11%	17%	11%	25%	14%	13%	16%			
Inflation/Prices	101	49	52	15	33	38	12	14	9	48	30	23	38	23	9	28	60	37	10	6	37	91		
10%	10%	10%	15%	19%	11%	7%	8%	4%	4%	9%	6%	13%	9%	4%	13%	11%	11%	8%	8%	4%	11%	9%		
National health service/Hospitals/ Healthcare	58	20	37	5	10	9	9	9	17	14	18	26	16	13	8	18	29	26	6	9	20	61		
6%	4%	7%	4%	6%	5%	5%	6%	7%	5%	5%	5%	7%	6%	5%	4%	8%	5%	6%	5%	6%	6%	6%		
Poverty/Inequality	54	16	37	15	11	7	12	2	8	26	19	10	18	9	6	21	27	8	6	15	50			
5%	3%	7%	14%	7%	4%	7%	1%	3%	9%	6%	2%	6%	4%	3%	9%	5%	6%	6%	4%	4%	5%			
Lack of faith in politics / politicians / government	35	14	21	4	10	4	1	4	11	14	5	15	10	10	6	7	20	13	5	3	13	39		
3%	3%	4%	4%	6%	2%	1%	3%	5%	5%	2%	4%	4%	4%	3%	3%	4%	3%	4%	2%	4%	4%			
Housing	27	12	15	7	13	5	*	2	-	20	6	2	5	5	5	11	6	10	17	4	13	1	19	
2%	2%	3%	7%	7%	3%	1%	1%	-	7%	2%	1%	2%	5%	5%	2%	2%	4%	3%	9%	2%	2%			
Pollution/Environment/ Climate change	23	12	11	-	2	3	5	6	7	2	8	13	9	8	3	3	17	6	3	7	6	34		
2%	3%	2%	-	1%	2%	3%	4%	3%	1%	2%	3%	3%	3%	2%	1%	1%	3%	2%	3%	5%	2%	3%		
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	20	6	14	2	4	6	1	2	6	6	7	7	6	5	4	4	12	7	2	4	7	23		
2%	1%	3%	2%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%		
Education/Schools	14	-	14	-	6	2	3	1	6	5	3	3	7	4	-	10	4	2	2	9	10			
1%	-	3%	-	3%	1%	2%	1%	*	2%	2%	1%	1%	3%	2%	-	2%	1%	1%	1%	3%	1%			
Taxation	13	11	2	1	3	6	1	3	1	4	6	3	6	5	1	-	12	1	1	2	6	14		
2%	2%	*	1%	2%	3%	3%	1%	*	2%	2%	1%	1%	2%	2%	*	1%	1%	1%	2%	1%	2%	1%		
Pensions/Social security/Benefits	12	6	6	-	-	1	1	1	8	-	3	9	3	2	2	4	5	6	2	3	3	14		
1%	1%	1%	-	-	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%			
Common Market/ Brexit/EU/Europe/ Euro	10	5	5	1	-	1	5	1	2	1	6	3	2	3	4	1	5	5	-	1	6	12		
1%	1%	1%	1%	-	1%	3%	1%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%			
Unemployment/ Factory closure/ Lack of industry	8	6	2	2	1	-	4	1	1	2	4	2	2	5	-	7	-	2	1	3	9			
1%	1%	*	2%	*	-	2%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	2%	1%	1%	1%			
Low pay/Minimum wage/Fair wages	8	2	6	2	1	4	1	-	-	3	5	-	4	1	2	-	5	2	-	-	8	5		
1%	*	1%	2%	1%	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%			
Nuclear weapons/Nuclear war/ Disarmament	7	3	4	-	1	2	1	2	1	4	3	1	3	1	3	3	4	1	-	2	9			
1%	1%	-	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%			
Mental health/ well-being	6	*	6	-	3	1	1	-	2	3	2	3	2	2	4	2	1	3	1	1	8			
1%	*	1%	-	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%			
Public services in general	6	1	5	-	4	1	1	-	4	2	1	2	2	2	4	2	1	5	8	1	1			
1%	*	1%	-	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%			
International trade/trade deals	6	6	-	-	5	1	-	*	*	6	*	1	1	1	5	2	5	2	5	2	4			
1%	16%	-	-	3%	1%	1%	*	*	*	2%	*	*	*	*	2%	*	*	*	1%	3%	*			
Population levels/ Overpopulation	5	1	3	1	-	1	2	1	-	1	3	1	-	2	1	2	2	2	-	2	5			
Race relations	4	2	2	2	1	-	*	1	*	3	*	1	*	1	*	1	*	1	*	1	3	5		
Childcare services / support for young people	4	-	4	-	3	-	*	*	*	-	3	*	*	2	1	1	1	3	1	-	4	5		
Ageing population/ Social care for the elderly	3	1	3	-	-	1	2	1	-	1	3	3	-	1	3	1	1	3	1	-	2	4		
1%	*	1%	-	2%	1%	*	*	*	-	1%	*	*	*	1%	*	*	*	*	*	*	1%			
Food production/ farming	3	1	2	1	1	1	-	-	2	1	-	1	1	1	1	1	1	1	1	1	1	3		
Local government/ Council tax	2	2	1	-	2	1	-	1	-	2	1	-	1	-	1	2	1	1	2	1	2	2		
Morality/ Individual behaviour/ Lifestyle	2	1	1	-	*	*	*	*	-	1	*	1	1	1	1	1	2	*	1	1	1	4		
1%	*	*	-	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*			
Nationalisation/ Government control of institutions	1	-	1	-	*	*	*	*	-	1	*	1	*	1	*	1	1	1	1	1	1	2		
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
UK union/ devolution/reform	1	1	1	-	-	*	*	*	-	1	*	1	*	1	*	1	1	*	1	1	1	2		
Transport/Public transport	1	1	1	-	1	-	*	*	-	1	-	*	*	1	*	1	2	*	1	1	1	1		
Trade unions/ Strikes	1	1	1	-	1	-	*	*	-	1	-	*	*	1	*	1	1	*	1	1	1	1		
Petrol prices/Fuel	1	1	1	-	1	-	*	*	-	1	-	*	*	1	*	1	1	*	1	1	1	1		
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
AI/ Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Media / social media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other	22	15	7	2	6</td																			

Table 2
Q1101 What would you say is the most important issue facing Britain today?

THE BOSTONIAN

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+

Respondent type : GB Adults 18+
Fieldwork dates : 5th March - 11th

Source : Ipsos (JN Q218)

SCHOLARSHIP (1994)

Table 3

Q1Q1 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 16+

	PARTY PREFERENCE (NOT VI)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		UNWTD TOTAL		
	TOTAL (z)	CON SERV ATIVE (a)	LAB OUR (b)	LIBERAL DEMOCRAT (c)	REFORM UK (d)	NONE (e)	1 (i)	2 (j)	3 (k)	4 (l)	5 (m)	PUBL C (n)	PRI VATE (o)	WHITE (v)	BME (w)	CHILD IN HH (x)	
UNWEIGHTED BASE	1000	131	216	88	167	259	141	196	205	198	190	193	365	883	111	268	1000
WEIGHTED BASE	1000	100	205	78	187	279	163	211	197	185	192	192	476	852	141*	291	1000
	1000	113*	216	86*	208*	285	165*	215	193	200	198	198	486	835	140*	295	1000
Immigration/ immigrants	182	7	4	105	29	35	47	37	28	25	15	17	83	172	7	37	158
	18%	17%	3%	5%	53%	10%	21%	22%	19%	14%	16%	15%	17%	20%	5%	13%	16%
bc			bc		bc										zw		
Economy/Economic situation	154	21	39	10	22	38	16	43	35	26	24	15	85	129	25	41	164
	15%	19%	19%	13%	11%	14%	10%	20%	18%	13%	16%	15%	18%	15%	18%	14%	16%
Defence/Foreign affairs/ International terrorism	142	27	56	13	8	24	19	23	32	38	28	8	55	130	11	33	163
	14%	25%	27%	17%	4%	8%	12%	11%	16%	19%	18%	8%	12%	15%	8%	11%	16%
Inflation/Prices	101	7	12	11	18	43	22	21	16	14	17	11	55	67	34	35	91
	10%	7%	6%	15%	9%	15%	13%	10%	9%	7%	11%	11%	11%	8%	24%	12%	9%
v			b		zb										zv		
National health service/Hospitals/ Healthcare	58	5	20	5	4	18	11	8	4	18	12	5	26	53	6	12	61
	5%	4%	10%	6%	2%	6%	7%	4%	2%	9%	8%	5%	5%	6%	4%	4%	6%
Poverty/Inequality	54	3	13	6	-	22	10	11	12	9	8	6	23	39	16	25	50
	5%	2%	6%	8%	-	8%	6%	5%	6%	4%	5%	6%	5%	5%	11%	8%	5%
dv			d		d										zv		
Lack of faith in politics / politicians / government	35	4	3	3	6	12	7	4	10	4	6	5	16	31	3	6	39
	3%	4%	2%	4%	3%	4%	4%	2%	5%	2%	4%	5%	3%	4%	2%	4%	4%
Housing	27	-	5	*	9	8	11	4	4	3	1	1	17	25	2	11	19
	3%	-	2%	*	5%	3%	7%	2%	2%	1%	1%	1%	4%	3%	1%	4%	2%
Pollution/ Environment/ Climate change	23	3	6	4	1	3	*	3	3	6	8	3	11	22	1	4	34
	2%	3%	3%	5%	1%	1%	*	1%	2%	3%	5%	3%	2%	3%	1%	1%	3%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	20	1	6	-	3	9	6	5	5	2	3	7	4	14	7	5	23
	2%	1%	3%	-	1%	3%	4%	2%	2%	1%	2%	7%	1%	2%	2%	2%	2%
Education/Schools	14	1	3	8	-	1	1	2	*	9	2	3	9	14	-	13	10
	1%	1%	2%	10%	-	*	*	1%	*	4%	1%	2%	2%	-	5%	1%	1%
Taxation	13	3	3	-	3	2	-	3	3	3	1	-	10	10	2	8	14
	1%	3%	2%	-	2%	1%	-	1%	1%	2%	*	-	2%	1%	3%	1%	1%
Pensions/Social security/Benefits	12	3	-	1	3	3	3	2	2	2	1	1	4	11	1	2	14
	1%	2%	-	1%	2%	-	1%	-	1%	-	3%	2%	1%	1%	1%	1%	1%
Common Market/ Brexit/EU/Europe/ Euro	10	1	2	2	-	3	-	1	-	6	3	1	5	8	2	3	12
	1%	1%	1%	2%	-	1%	-	1%	-	3%	2%	1%	1%	1%	1%	1%	1%
Unemployment/ Factory closure/ Lack of industry	8	4	1	-	1	1	-	3	2	2	1	*	6	4	4	3	9
	1%	3%	1%	-	*	*	-	1%	1%	1%	1%	*	1%	*	3%	1%	1%
Low pay/Minimum wage/Fair wages	8	-	2	1	-	4	1	2	-	2	2	-	8	7	1	2	5
	1%	-	1%	1%	-	1%	1%	1%	-	1%	1%	-	2%	1%	1%	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	7	1	2	1	2	1	2	2	1	2	1	2	5	2	2	9	
	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%
Mental health/ well-being	6	-	4	-	2	1	-	2	2	1	1	1	2	5	1	2	8
	1%	-	2%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Public services in general	6	1	1	1	1	1	1	2	3	-	1	2	4	6	1	1	8
	1%	1%	1%	1%	1%	*	1%	1%	1%	-	1%	2%	1%	1%	*	1%	1%
International trade/trade deals	6	-	-	*	-	5	-	-	*	1	*	5	1	2	5	6	4
	1%	-	-	1%	-	2%	-	-	*	*	*	5%	*	*	3%	2%	*
Population levels/ Overpopulation	5	-	-	1	1	2	-	2	-	2	-	-	2	4	1	-	5
	*	-	-	1%	*	1%	-	1%	-	1%	-	*	*	*	*	*	1%
Race relations	4	-	3	-	1	*	*	1	*	1	2	*	3	4	-	3	5
	*	-	1%	-	*	*	-	*	*	*	1%	*	1%	*	1%	1%	1%
Childcare services / support for young people	4	-	2	-	-	*	*	-	*	1	2	1	1	2	3	1	5
	*	-	1%	-	*	*	-	*	*	*	*	*	*	*	*	*	*
Ageing population/ Social care for the elderly	3	-	1	-	-	2	1	1	1	1	-	1	1	3	-	-	4
	*	-	1%	-	*	*	-	*	*	*	1%	*	1%	*	1%	*	1%
Food production/ farming	3	1	-	1	1	1	-	1	2	-	2	-	2	2	-	-	3
	1%	-	1%	-	1%	*	-	*	*	*	1%	-	1%	*	*	-	1%
Local government/ Council tax	2	-	1	-	2	-	-	-	-	2	-	1	2	2	1	1	2
	*	-	*	-	1%	-	-	-	-	1%	-	1%	*	*	*	*	*
Morality/ Individual behaviour/ Lifestyle	2	*	1	*	*	-	*	1	-	*	*	-	2	-	1	1	2
	*	*	*	*	*	-	*	*	*	*	*	*	2%	-	*	*	1%
Nationalisation/ Government control of institutions	1	-	1	*	-	-	*	-	-	-	1	*	1	1	-	*	2
	*	-	*	1%	-	*	-	*	-	*	1%	*	*	*	*	*	*
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
UK union/ devolution/reform	1	-	*	-	*	1	-	1	-	*	*	*	*	*	*	*	2
Transport/ Public transport	1	-	-	*	-	1	-	1	-	*	-	*	1	1	-	*	1
	*	-	-	*	-	*	-	*	-	*	-	*	*	*	*	*	*
Trade unions/ Strikes	1	-	-	*	-	1	-	1	-	*	-	*	1	1	-	*	1
	*	-	-	*	-	*	-	*	-	*	-	*	*	*	*	*	*
Petrol prices/Fuel	1	-	-	1%	-	*	*	1	-	*	-	*	*	1	-	*	1
	*	-	-	1%	-	*	*	1	-	*	-	*	*	*	*	*	*
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countrywide/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AI / Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Media / social media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	22	1	5	2	5	4	1	5	3	6	1	2	10	21	1	6	23
	2%	1%	2%	3%	2%	*	2%	2%	3%	1%	2%	2%	2%	*	2%	2%	2%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	63	4	4	3	4	41	15	17	14	6	4	2	26	54	9	26	47
	6%	4%	2%	4%	2%	15%	9%	8%	7%	3%	3%	2%	6%	6%	6%	9%	5%
h	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal finances (NET)	164	10	27	19	18	68	33	34	29	25	27	17	18	113	50	62	147
	16%	9%	13%	25%	9%	24%	20%	16%	15%	13%	17%	17%	18%	13%	36%	21%	15%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (% risk level) - z/a/b/c/d/e - z/f/g/h - z/l/j/k/l/m - z/n/o/p/q - z/r/s/t/u - z/v/w

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

Respondent type : GB Adults 18+

Fieldwork dates : 5th March - 11th March 2025

Source : Ipsos (JN Q218)

Table 4
Q. 21/21/22 What do you see as the main /other important issues facing Britain today? (%)

Q.PC01/02 What do you see a

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/l/j/k - z/l/m/n/o/p/q - z/r/s/t

Overlap formulae used. * small base
Respondent type : GB Adults 18+

Respondent type : GB Adults 18+
Fieldwork dates : 5th March - 11th March

Source : Ipsos (JN Q218)

Table 5
 Q.PD1/02 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		
	TOTAL (i)	ENGLAND (a)	WALES (b)	SCOTLAND (c)	NORTH EXCL. SCOTLAND (d)	MID LANDS (e)	GL (f)	SOUTH EXCL. (g)	OWNED (h)	MORT GAGED (i)	RENTED (j)	GRAD RATE (k)	NON GRAD RATE (l)	FULL TIME (m)	PART TIME (n)	NOT WORKING (o)	URBAN (p)	SUBURBAN (q)	RURAL (r)	UNWTD TOTAL		
UNWEIGHTED BASE	1000	836	56	108	215	261	116	244	364	304	286	459	443	464	121	415	487	232	231	1000		
WEIGHTED BASE	1000	866	49*	86*	237	310	261	138*	317	298	333	325	584	484	126*	390	504	286	209	1000		
Economy/Economic situation	341	295	19	27	78	102	83	51	84	111	113	106	133	174	186	43	113	177	88	75	358	
34%	34%	38%	32%	33%	33%	32%	37%	36%	35%	38%	30%	31%	33%	58%	48%	13*	39%	50%	29%	21%	100%	
Immigration/immigrants	332	309	11	12	86	106	94	48	80	110	103	101	69	230	171	32	130	183	89	59	306	
33%	36%	23%	15%	36%	34%	36%	35%	35%	35%	34%	30%	21%	39%	35%	25%	33%	36%	31%	28%	31%	306	
National health service/Hospitals/ Healthcare	295	253	15	27	67	74	59	46	80	79	97	110	116	157	159	35	100	149	89	56	308	
29%	29%	31%	31%	29%	24%	23%	33%	35%	25%	33%	33%	36%	27%	33%	28%	26%	30%	31%	27%	31%	31%	
Defence/Foreign affairs/ International terrorism	287	244	12	31	63	89	77	34	70	122	74	83	118	148	123	28	137	143	76	68	328	
29%	28%	25%	36%	26%	29%	29%	25%	30%	38%	25%	25%	36%	25%	25%	22%	35%	28%	27%	32%	33%	33%	
Inflation/Prices	226	190	15	22	50	72	57	39	43	64	67	83	75	132	124	22	81	114	65	47	218	
23%	22%	30%	25%	21%	23%	22%	29%	19%	20%	22%	25%	23%	23%	26%	17%	23%	23%	22%	22%	22%	22%	
Housing	120	106	7	16	35	37	30	18	32	31	49	37	30	60	62	18	41	58	36	25	129	
12%	12%	14%	9%	11%	12%	11%	18%	14%	10%	16%	11%	15%	10%	15%	14%	10%	12%	13%	12%	13%	12%	
Lack of faith in politics / politicians / government	119	95	8	16	20	47	39	21	15	36	31	40	30	72	59	13	46	65	31	22	122	
12%	11%	17%	18%	8%	15%	15%	15%	7%	11%	11%	12%	9%	12%	12%	10%	12%	13%	11%	10%	12%	12%	
Education/Schools	118	104	7	7	29	28	21	24	30	40	41	35	50	55	76	16	27	61	36	21	121	
12%	12%	13%	9%	12%	9%	8%	18%	13%	13%	14%	11%	15%	9%	16%	12%	12%	13%	10%	12%	12%	12%	
Poverty/Inequality	118	98	9	11	23	44	35	8	31	36	35	44	44	67	52	21	43	61	28	29	118	
12%	11%	19%	13%	10%	14%	13%	6%	14%	11%	12%	13%	13%	12%	11%	17%	11%	12%	10%	14%	12%	12%	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	108	93	10	5	14	43	34	22	23	36	30	36	33	67	52	13	43	65	21	22	114	
11%	11%	20%	cd	6%	6%	14%	13%	16%	10%	11%	10%	11%	10%	11%	11%	10%	11%	13%	7%	10%	11%	
Pollution/Environment/ Climate change	88	77	3	8	13	20	17	16	31	30	35	20	53	29	45	17	26	42	24	22	110	
9%	9%	5%	10%	5%	6%	7%	12%	14%	10%	12%	6%	16%	5%	9%	14%	7%	8%	8%	11%	11%	11%	
Taxation	71	60	-	11	13	25	25	6	17	20	30	19	19	25	39	42	7	23	27	26	19	69
7%	7%	-	13%	5%	8%	10%	4%	7%	6%	10%	6%	8%	7%	9%	5%	6%	9%	9%	5%	7%	7%	
Pensions/Social security/Benefits	65	55	1	9	18	20	19	5	13	25	17	23	21	35	24	10	31	25	21	19	73	
6%	6%	2%	10%	8%	6%	7%	4%	6%	8%	6%	7%	6%	6%	5%	8%	8%	5%	7%	9%	7%	7%	
Public services in general	50	45	1	4	14	16	14	9	7	14	17	19	23	20	33	3	14	33	6	11	56	
5%	5%	2%	5%	6%	5%	6%	6%	3%	4%	6%	6%	8%	7%	3%	3%	7%	2%	5%	6%	6%	6%	
Unemployment/Factory closure/ Lack of industry	49	40	5	4	9	20	15	3	14	14	16	18	19	25	23	8	18	28	9	13	49	
5%	5%	10%	4%	4%	6%	2%	2%	6%	4%	5%	5%	5%	5%	4%	6%	6%	3%	6%	3%	5%	5%	
Low pay/Minimum wage/Fair wages	42	36	3	3	11	18	15	1	10	15	13	11	11	29	29	4	9	22	9	12	38	
4%	4%	7%	4%	4%	6%	6%	1%	4%	5%	4%	3%	4%	4%	5%	6%	3%	4%	3%	4%	4%	4%	
Common Market/ Brexit/EU/Europe/Euro	37	27	4	6	3	10	6	10	8	14	10	12	13	21	22	3	11	20	5	12	40	
4%	3%	9%	7%	1%	3%	2%	7%	3%	4%	3%	3%	4%	4%	4%	5%	3%	4%	4%	6%	4%	4%	
Aging population/ Social care for the elderly	37	30	1	6	7	12	12	4	8	19	9	8	17	14	18	2	16	20	7	9	44	
4%	3%	1%	7%	3%	4%	4%	3%	4%	6%	3%	2%	5%	2%	4%	2%	4%	3%	4%	3%	4%	4%	
Transport/Public transport	35	29	1	4	12	7	5	4	8	12	8	14	11	19	15	1	18	20	9	6	40	
3%	3%	4%	5%	2%	3%	2%	3%	3%	4%	3%	4%	4%	3%	3%	3%	1%	4%	3%	3%	4%	4%	
Nuclear weapons/ Nuclear war/ Disarmament	34	28	3	3	5	14	11	4	8	16	7	10	9	22	10	8	17	18	7	9	32	
3%	3%	6%	4%	2%	5%	5%	4%	3%	5%	2%	3%	3%	3%	4%	2%	6%	3%	3%	4%	3%	3%	
Childcare services / support for young people	34	30	-	4	9	7	7	9	5	9	12	12	20	10	20	4	11	20	9	5	39	
3%	3%	-	4%	4%	2%	3%	6%	2%	3%	4%	1%	1%	6%	2%	4%	3%	3%	4%	3%	4%	4%	
Race relations	30	26	3	1	6	13	10	3	8	11	11	7	11	15	21	6	3	9	9	13	29	
3%	3%	5%	2%	4%	4%	4%	2%	4%	4%	4%	2%	3%	3%	4%	5%	5%	3%	6%	3%	3%	3%	
Mental health/ well-being	21	17	3	2	3	10	7	6	1	7	6	8	12	9	6	9	14	2	6	29	25	
2%	2%	6%	2%	1%	3%	3%	1%	4%	1%	2%	2%	3%	4%	2%	5%	2%	1%	3%	1%	3%	3%	
Food production/ farming	20	16	3	2	3	7	5	4	4	8	4	4	6	12	7	12	3	5	11	4	22	
2%	2%	5%	2%	1%	2%	2%	3%	2%	2%	1%	2%	1%	4%	1%	3%	3%	1%	2%	1%	2%	2%	
Local government/ Council tax	20	16	2	2	4	10	9	1	3	6	5	9	6	12	10	2	9	12	2	6	22	
2%	2%	3%	2%	3%	3%	3%	1%	1%	2%	2%	3%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%	
Morality/ Individual behaviour/ Lifestyle	19	16	-	3	*	1	1	9	6	9	3	5	3	16	10	1	8	7	9	3	22	
2%	2%	-	3%	*	*	*	*	*	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	22	
Nationalisation/ Government control of institutions	18	15	3	-	*	5	2	-	13	5	9	3	6	11	13	2	3	6	7	5	18	
2%	2%	6%	*	*	1%	1%	1%	*	2%	3%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%	2%	
International trade deals	14	9	3	2	1	4	2	5	1	6	2	5	4	9	9	2	3	3	7	3	13	
1%	1%	6%	3%	*	1%	1%	4%	*	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	13	
Population levels/ Overpopulation	12	11	-	1	-	4	4	3	4	4	3	5	4	7	6	1	5	8	1	4	15	
1%	1%	-	1%	-	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	
Petrol prices/fuel	11	10	-	*	6	3	3	1	1	6	3	5	4	6	3	2	4	6	1	11	11	
1%	1%	-	*	*	3%	1%	-	*	*	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	11	
AI / Technology	10	8	1	1	2	5	4	-	2	8	1	-	5	5	6	1	4	5	9	9	10	
1%	1%	3%	1%	1%	2%	1%	-	*	1%	2%	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	10	
Drug abuse	10	6	3	1	2	5	2	1	1	6	1	2	4	5	5	1	4	3	1	5	12	
1%	1%	5%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
Trade unions/ Strikes	9	6	-																			

Table 6
 Q1PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	PARTY PREFERENCE (NOT VI)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC			UNWTD TOTAL		
	TOTAL (z)	CON SERV (a)	LAB OUR (b)	LIBERAL DEMO CRAT (c)	REFOR M UK (d)	NONE (e)	1 (i)	2 (j)	3 (k)	4 (l)	5 (m)	PUBL C (n)	PRI VATE (o)	WHITE (v)	BME (w)	CHILD IN HH		
UNWEIGHTED BASE	1000	131	216	88	167	259	141	196	205	198	190	193	365	883	111	268	1000	
WEIGHTED BASE	1000	100 ^a	205 ^a	76 ^a	198 ^a	279 ^a	163 ^a	211 ^a	193 ^a	197 ^a	155 ^a	102 ^a	476	852	141 ^a	291	1000	
Economy/Economic situation	341	38	92	215	207 ^a	226 ^a	155 ^a	205 ^a	199 ^a	200 ^a	156 ^a	155 ^a	39	181	296	45	107	358
Immigration/ immigrants	332	48	21	11	154	63	54	71	63	61	65	27	162	302	26	68	306	
National health service/Hospitals/ Healthcare	295	29	73	28	49	74	39	46	55	88	46	32	154	249	44	101	308	
Defence/Foreign affairs/ International terrorism	287	44	89	24	43	47	39	45	57	70	55	29	114	264	22	73	328	
Inflation/Prices	226	24	45	17	38	69	43	37	51	42	30	24	114	176	50	66	218	
Housing	220	11	27	10	23	23	26	20	25	20	17	14	64	102	18	40	129	
Lack of faith in politics / politicians / government	119	10	9	11	36	24	21	23	26	20	20	12	55	104	14	33	122	
Poverty/Inequality	118	7	31	11	6	37	21	27	26	13	23	12	57	96	22	50	118	
Crime/Law & order/ Violence/ Vandalism/antisocial (yob) behaviour	108	8	23	5	23	39	19	23	22	20	16	16	48	86	22	33	114	
Pollution/ Environment/ Climate change	88	8	28	17	4	8	5	14	18	20	24	11	46	77	11	24	110	
Taxation	71	9	21	3	16	15	10	13	10	18	13	3	43	55	15	24	69	
Pensions/Social security/Benefits	65	11	8	3	17	19	9	17	15	9	12	5	24	63	1	14	73	
Public services in general	50	4	12	4	8	14	11	9	12	10	6	6	28	43	7	11	56	
Unemployment/ Factory closure/ Lack of industry	49	8	9	3	15	6	7	14	7	11	6	4	27	40	9	20	49	
Low pay/minimum wage/Fair wages	42	4	13	2	5	14	8	5	12	4	11	6	25	34	7	13	38	
Common Market/ Brexit/EU/Europe/ Euro	37	3	9	7	3	8	3	10	7	9	6	4	19	30	8	12	40	
Ageing population/ Social care for the elderly	37	3	7	6	3	15	3	7	6	12	8	3	15	35	2	6	44	
Transport/Public transport	35	2	9	4	4	8	6	4	12	7	3	2	13	31	3	9	40	
Nuclear weapons/ Nuclear war/ Disarmament	34	1	5	3	6	11	3	11	5	6	7	2	12	32	2	5	32	
Childcare services / support for young people	34	1	15	1	1	9	7	5	5	7	5	17	22	12	12	39		
Race relations	30	1	14	4	3	4	2	7	6	5	9	2	22	26	5	12	29	
Mental health/ well-being	21	1	8	1	3	4	2	4	6	5	4	1	20	5	2	6	29	
Food production/ farming	20	4	1	1	5	6	2	5	5	5	2	1	12	15	4	6	22	
Local government/ Council tax	20	1	1	3	7	1	3	6	3	7	1	2	8	19	1	5	22	
Morality/ Individual behaviour/ Lifestyle	19	1	6	1	2	4	1	4	6	3	-	3	7	16	3	7	22	
Nationalisation/ Government control of institutions	18	-	3	1	10	3	1	8	*	6	2	4	10	17	1	1	18	
International trade/trade deals	14	1	1	2	-	6	-	-	2	2	5	5	4	8	5	7	13	
Population levels/ Overpopulation	12	-	2	2	3	2	1	4	3	3	-	1	7	11	1	3	15	
Petrol prices/Fuel	11	-	1	1	2	5	2	2	-	1	3	1	7	9	2	8	11	
AI / Technology	10	2	1	1	-	5	1	1	5	3	4	2	10	1	2	9	8	
Drug abuse	10	1	5	2	1	2	2	1	3	-	1	10	-	5	-	12	10	
Trade unions/ Strikes	9	-	3	1	2	1	1	4	*	1	2	2	5	9	-	2	8	
UK union/ devolution/reform	6	-	*	*	1	1	*	1	2	2	1	1	4	6	-	4	8	
Media / social media	5	-	2	1	1	-	2	2	1	3	1	3	5	-	3	6	5	
Countryside/Rural life	4	-	*	1	*	-	*	*	1	2	1	*	1	4	-	1	5	
Animal welfare	2	-	1	-	1	1	1	2	-	-	1	1	2	-	-	2	3	
Privatisation	2	-	1	*	*	*	1	*	-	-	1	2	2	-	-	2	2	
Median Pound/Exchange rate/Value of pound	2	-	1	-	-	*	1	*	-	-	2	2	2	2	2	2	2	
Northern Ireland	1	*	-	1	-	-	*	-	1	-	-	1	*	-	-	1	1	
Coronavirus/ pandemic diseases	*	*	-	-	-	-	*	*	-	-	-	*	*	-	-	*	1	
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	112	11	24	14	19	22	9	25	22	27	14	12	60	94	13	33	112	
MEAN NUMBER OF MENTIONS	3.04	2.99	3.23	3.31	3.09	2.63	2.78	2.88	3.16	3.24	3.28	3.22	3.14	3.07	2.94	3.17	3.15	
STANDARD ERROR	0.06	0.12	0.11	0.3	0.15	0.09	0.14	0.12	0.15	0.15	0.17	0.14	0.09	0.07	0.13	0.12	0.07	
ERROR VARIANCE	*	0.02	0.01	0.09	0.02	0.01	0.02	0.01	0.02	0.02	0.03	0.02	0.01	*	0.02	0.01	*	
Don't know	109	11	14	4	6	65	27	25	23	13	8	6	43	93	16	34	86	
dm	11%	7%	5%	3%	23%	16%	12%	12%	11%	7%	5%	6%	9%	11%	11%	12%	9%	
Personal finances (NET)	341	33	72	28	50	101	67	62	75	58	52	35	168	271	69	108	332	
v	34%	31%	35%	37%	25%	36%	41%	29%	39%	29%	33%	34%	35%	32%	49%	37%	33%	

Proportions/Means: Columns Tested (% significance level) - z/a/b/c/d/e - z/l/g/h - z/f/j/k/m - z/n/o/p/q - z/r/s/t/u - z/v/w

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

Respondent type: GB Adults 18+

Fieldwork dates: 5th March - 11th March 2025

Source: Ipsos (JN Q218)