



Table 2
CLP21 What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

Table with 25 columns: TOTAL, ENG LAND, WALES, SCOT LAND, GOVERNMENT OFFICE REGION (NORTH ENGL, MID LANDS INCL, MID LANDS, GL, SOUTH ENGL), TENURE (OWNED, MORTGAGED, RENTED), EDUCATION (GRADUATE, NON GRADUATE), WORKING STATUS (FULL TIME, PART TIME, NOT WORKING), AREA (URBAN, SUBURBAN, RURAL), and UNITS TOTAL. Rows include categories like Unemployed since retirement, Immigration/immigrants, Economy/economic situation, Inflation/prices, National health service/hospitals/healthcare, Lack of faith in politicians/politicians/parliament, Power/inequality, Taxation, Defence/foreign affairs/international terrorism, Housing, Pensions/social security/benefits, Unemployment/factory closures/lack of industry, Education/schools, Pollution/environment/climate change, Crime/law & order/violence/terrorism/vandalism/antisocial behaviour, Race relations, Morality/individual behaviour/lifestyle, Low pay/minimum wage/fair wages, Aged population/social care for the elderly, Common Market/Brexit/Parliament/Euro, Public services in general, Childcare services/support for young people, UK unions/devolution/welsh, Population levels/overpopulation, Social media, Nuclear weapons/nuclear war/dismantment, Mental health/well being, Postal/exchange rate/value of pound, Nationalisation/government control of institutions, Local government/council tax, Food production/farming, Royal Family/Monarchy, Motorists, Transport/public transport, Privatisation, Petrol prices/fuel, Drug abuse, Animal welfare, International trade/trade deals, Countryside/rural life, Northern Ireland, Trade unions/Strikes, AI/Technology, Coronavirus/pandemic diseases, and Other.

Proportions/Means: Column Total (5% risk level) - z1/n1/c1/d1/f1/g1/h1 - z2/n2/c2/d2/f2/g2/h2 - z3/n3/c3/d3/f3/g3/h3
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Male 18+
Fieldwork dates: 3rd December - 10th December 2020
Source: Ipsos (IM Q218)

Table 3
Q.P.01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL	PARTY PREFERENCE (NOT V)							IMD QUINTILES					SECTOR WORKING IN				ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERVATIVE	LAB DUR	LIB ERAL DEMO	CRAT	REFOR M UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLI C	PRI VATE	WHITE	BME				
UNWEIGHTED BASE	1017	130	169	90	254	118	194	162	170	195	185	212	158	402	835	159	261	1037			
WEIGHTED BASE	1017	127*	148	74*	289	103*	217	179	175	205	184	214	104	473	848	155	249	1017			
100%	100%	13%	15%	7%	29%	10%	21%	17%	17%	20%	18%	21%	10%	47%	83%	15%	24%	100%			
Immigration/immigrants	272	23	25	6	162	44	44	42	54	56	50	41	16	117	249	20	46	240			
	27%	18%	17%	8%	56%	20%	20%	23%	31%	27%	27%	22%	15%	25%	29%	13%	19%	24%			
Economy/Economic situation	176	29	37	22	35	19	26	26	24	32	42	44	21	115	153	22	46	211			
	17%	23%	25%	20%	12%	15%	12%	14%	14%	15%	23%	24%	20%	24%	18%	14%	18%	21%			
Inflation/Prices	87	11	9	2	11	27	20	16	11	21	21	8	12	41	63	22	27	83			
	9%	9%	6%	3%	4%	26%	9%	9%	6%	10%	11%	4%	12%	9%	7%	14%	11%	8%			
National health service/Hospitals/Healthcare	67	14	20	6	8	6	10	7	13	12	8	18	9	25	56	10	16	67			
	7%	11%	13%	9%	3%	6%	5%	4%	8%	6%	5%	10%	9%	5%	7%	6%	7%	7%			
Lack of faith in politics / politicians / government	48	11	6	2	14	6	7	5	8	6	6	16	2	22	41	8	14	46			
	5%	8%	4%	3%	5%	6%	3%	3%	5%	3%	4%	9%	2%	5%	5%	5%	6%	5%			
Poverty/inequality	48	1	8	5	2	13	12	18	9	8	4	8	11	16	38	9	15	53			
	5%	1%	6%	6%	1%	12%	5%	10%	5%	4%	2%	4%	11%	3%	5%	6%	6%	5%			
Taxation	35	6	7	2	10	1	8	6	5	16	1	5	2	23	30	4	6	31			
	3%	5%	5%	3%	4%	1%	4%	4%	3%	8%	1%	3%	2%	5%	4%	3%	3%	3%			
Defence/foreign affairs/International terrorism	32	8	8	5	2	5	2	6	3	3	11	8	*	15	25	8	4	37			
	3%	6%	5%	6%	1%	5%	1%	3%	2%	2%	6%	5%	*	3%	3%	5%	1%	4%			
Housing	17	3	1	-	6	1	5	3	2	4	1	2	2	6	14	3	5	17			
	2%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	2%			
Pensions/Social security/Benefits	14	3	4	1	4	1	1	2	2	1	4	3	1	6	14	*	4	12			
	1%	3%	2%	2%	1%	*	1%	1%	1%	1%	1%	*	2%	1%	1%	5%	3%	2%			
Unemployment/Factory closure/Lack of industry	14	3	4	*	2	*	3	1	4	3	2	2	2	5	6	7	7	18			
	1%	3%	2%	1%	1%	*	1%	2%	2%	1%	1%	*	2%	1%	1%	5%	3%	2%			
Education/Schools	13	2	2	5	1	1	2	2	2	3	1	5	4	5	12	1	10	17			
	1%	2%	2%	7%	*	1%	1%	1%	1%	1%	1%	4%	3%	4%	1%	1%	6%	2%			
Pollution/Environment/Climate change	12	-	2	2	-	7	-	1	3	7	*	2	1	5	10	3	2	18			
	1%	-	1%	2%	-	7%	-	*	1%	3%	*	1%	1%	1%	1%	2%	1%	2%			
Crime/Law & order/Violence/Vandalism/antisocial (yob) behaviour	12	-	2	1	6	-	3	5	2	3	-	*	2	5	7	4	2	13			
	1%	-	1%	2%	2%	-	1%	3%	1%	2%	-	*	2%	1%	1%	2%	1%	1%			
Race relations	11	-	1	1	2	5	2	2	1	3	1	2	1	7	5	5	6	9			
	1%	-	*	1%	1%	5%	1%	1%	*	2%	1%	1%	1%	2%	1%	3%	2%	1%			
Morality/Individual behaviour/Lifestyle	10	*	1	1	5	-	2	-	2	3	1	3	2	6	8	2	*	12			
	1%	*	1%	2%	2%	-	1%	-	1%	1%	1%	2%	2%	1%	1%	1%	*	1%			
Low pay/Minimum wage/Fair wages	10	3	-	-	1	5	3	3	-	2	3	*	2	3	7	3	3	8			
	1%	2%	-	-	1%	2%	2%	2%	-	1%	2%	*	2%	1%	1%	2%	1%	1%			
Ageing population/Social care for the elderly	8	2	-	-	-	5	2	1	1	1	3	-	4	7	-	1	6				
	1%	2%	-	-	-	2%	1%	1%	1%	1%	*	2%	4%	7%	-	1%	6%				
Common Market/Brexit/EU/Europe/Euro	7	-	3	2	1	-	*	-	1	2	2	3	2	3	7	-	1	10			
	1%	-	2%	2%	*	-	*	-	*	1%	1%	2%	2%	1%	1%	-	1%	1%			
Public services in general	6	-	-	2	-	1	4	3	2	1	-	-	*	-	3	3	-	5			
	1%	-	-	2%	-	1%	2%	2%	1%	1%	-	-	*	-	2%	2%	-	4%			
Childcare services / support for young people	5	-	1	1	2	1	1	1	1	-	*	2	2	2	4	1	2	9			
	1%	-	1%	1%	1%	1%	1%	1%	1%	-	*	2%	2%	2%	1%	1%	1%	1%			
UK union/ devolution/reform	5	-	-	-	1	-	-	-	3	1	-	-	2	4	5	-	1	5			
	*	-	-	-	1%	-	-	-	1%	1%	-	-	2%	1%	-	-	1%	2%			
Population levels/ Overpopulation	4	-	3	2	-	-	-	4	-	-	-	-	-	4	-	-	2				
	*	-	3%	1%	-	-	-	2%	-	-	-	-	-	4%	-	-	2%				
Social media	3	-	-	-	-	3	2	1	-	3	-	-	3	3	1	2	4				
	*	-	-	-	-	2%	1%	1%	-	2%	-	-	1%	3%	1%	2%	4%				
Nuclear weapons/ Nuclear war/Disarmament	3	1	*	2	1	-	-	-	-	-	1	1	*	1	2	2	4				
	*	1%	*	2%	*	-	-	-	-	-	1%	1%	*	1%	2%	2%	4%				
Mental health/ well being	3	-	-	-	1	1	1	1	-	*	-	-	-	1	3	-	3				
	*	-	-	-	1%	1%	1%	1%	-	*	-	-	-	1%	3%	-	3%				
Pound/Exchange rate/Value of pound	3	-	-	-	1	2	2	2	-	1	-	-	-	1	1	2	2				
	*	-	-	-	1%	1%	1%	1%	-	1%	-	-	-	1%	1%	2%	2%				
Nationalisation/ Government control of institutions	3	-	-	*	3	-	-	1	2	-	-	-	1	-	1	2	3				
	*	-	-	*	1%	-	-	1%	2%	-	-	-	1%	-	1%	2%	3%				
Local government/ Council tax	3	-	-	-	-	3	1	1	1	-	1	-	1	1	1	2	1				
	*	-	-	-	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%	2%	1%				
Food production/ farming	2	1	-	-	1	-	-	-	-	1	-	1	1	2	-	1	2				
	* 1%	-	-	-	1%	-	-	-	-	1%	-	1%	2%	-	1%	2%	2%				
Royal Family/ Monarchy	1	1	-	-	-	-	-	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	1	1				
Transport/Public transport	1	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	1				
	*	-	1%	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	1%				
Privatisation	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1				
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%				
Petrol prices/Fuel	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1				
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%				
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	2%				
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
AI/ Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Other	32	1	2	1	6	3	18	3	11	8</											



Table 6
O.P.I.G./02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	PARTY PREFERENCE (NOT W)							IMO QUANTILES					SECTOR WORKING IN				ETHNIC		CHILD IN HH	UNWGT TOTAL
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRAT (c)	REFORM UK (d)	GREEN PARTY (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLIC (l)	PRIVATE (m)	WHITE (n)	BME (o)					
UNWEIGHTED BASE	1017	330	337	167	229	151	147	112	170	155	211	108	402	155	155	281	281	1017			
WEIGHTED BASE	1000	327	334	164	229	151	147	112	170	155	211	108	402	155	155	281	281	1000			
Immigration / immigrants	470	63	55	17	235	9	69	85	80	92	92	81	30	229	430	44	97	422			
Economy/Economic situation	326	48	53	37	84	31	55	38	48	73	73	79	36	187	275	46	77	371			
National health service/Hospitals/Healthcare	276	36	64	22	66	26	44	36	53	55	51	62	34	141	239	35	70	280			
Inflation/Prices	196	22	28	10	47	38	40	40	34	42	40	24	26	100	152	41	55	198			
Taxation	135	17	18	9	55	7	22	25	31	27	16	25	12	61	115	20	35	131			
Poverty/Inequality	134	7	27	15	15	31	22	31	26	32	16	26	18	53	109	22	42	136			
Housing	127	12	22	10	25	16	17	35	24	28	11	19	17	53	102	24	47	116			
Defence/Foreign affairs/International terrorism	124	20	23	20	20	22	10	12	17	30	27	34	13	63	108	16	23	155			
Lack of faith in politics / politicians / government	120	16	10	5	57	10	15	17	23	16	19	30	7	53	104	15	27	118			
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	110	12	10	6	46	11	20	22	14	23	22	15	14	50	85	22	25	106			
Education/Schools	109	20	26	12	20	11	18	14	14	24	24	28	20	51	100	8	43	116			
Unemployment/ Factory closure/ Lack of industry	85	13	9	11	21	3	26	17	17	15	17	16	10	31	61	22	29	92			
Pollution/ Environment/ Climate change	71	4	14	7	8	26	1	3	12	22	9	13	10	29	65	6	9	82			
Public services in general	63	7	11	6	14	13	8	10	9	14	13	15	4	31	52	10	13	65			
Pensions/Social security/Benefits	62	12	6	7	25	1	6	4	10	8	17	14	9	28	58	5	19	67			
Race relations	60	9	4	9	9	16	3	2	6	4	9	7	9	6	7	3	14	29			
Transport/Public transport	41	2	5	4	15	5	5	12	4	5	6	13	2	24	36	4	7	41			
Morality/ Individual behaviour/ Lifestyle	40	5	7	6	8	4	8	5	4	15	6	7	7	16	23	15	10	49			
Ageing population/ Social care for the elderly	34	7	5	-	5	4	8	4	9	5	8	7	3	14	29	3	9	34			
Childcare services/ support for young people	30	1	5	5	11	3	5	8	4	6	5	2	6	6	25	4	10	33			
Low pay/Minimum wage/Fair wages	30	4	4	5	3	4	10	5	6	4	6	4	6	10	23	7	11	34			
Common Market/ Brexit/EU/Euro/ Euro	25	2	6	6	5	2	3	7	7	3	4	4	4	10	22	3	4	32			
Local government/ Council tax	20	3	1	1	8	-	5	4	6	6	3	-	4	8	15	5	5	21			
Mental health/ well being	19	2	1	2	6	4	3	2	6	4	2	3	2	7	17	1	6	18			
Population levels/ Overpopulation	15	1	-	5	7	2	1	5	-	4	4	1	2	7	14	-	2	13			
Food production/ farming	14	3	-	-	6	1	3	1	5	2	4	1	1	5	12	1	1	12			
Social media	13	3	1	1	2	3	3	3	3	3	4	1	2	6	12	1	6	19			
Nuclear weapons/ Nuclear war/ Disarmament	12	1	6	4	2	-	-	1	2	1	2	1	-	7	11	2	7	10			
UK union/ devolution/reform	11	-	2	1	-	1	-	2	4	3	-	-	1	7	8	2	3	11			
AI/ Technology	9	3	2	3	1	-	-	3	2	2	2	2	6	7	12	1	1	10			
Animal welfare	9	-	-	1	2	1	5	1	5	1	-	-	-	9	-	-	1	5			
Nationalisation/ Government control of institutions	8	-	1	-	4	1	1	1	1	1	1	-	1	1	7	2	2	10			
International trade/trade deals	7	1	1	-	3	1	-	2	3	1	2	1	1	5	6	1	5	10			
Drug abuse	7	1	-	1	1	1	3	3	2	2	2	1	1	2	7	-	2	10			
Countryside/Rural life	7	-	-	1	4	1	-	1	3	1	1	1	-	2	7	-	1	6			
Round/Exchange rate/Value of pound	7	1	-	-	1	2	2	-	-	-	-	-	-	3	4	2	3	5			
Petrol prices/Fuel	5	-	-	-	4	1	1	-	1	1	3	-	-	3	4	1	1	5			
Privatisation	5	-	-	-	1	-	-	-	1	2	1	-	-	1	5	-	1	6			
Trade unions/ Strikes	4	1	2	1	-	1	-	-	1	2	1	1	1	1	4	-	1	5			
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2			
Revel Family/ Monarchy	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Coronavirus/ pandemic diseases	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	2			
Other	93	6	16	3	27	7	30	15	16	29	16	12	8	45	77	12	25	100			
MEAN NUMBER OF MENTIONS	2.96	2.84	3.13	3.38	3.04	3.18	2.51	2.83	2.98	3.09	3.04	3.04	3.13	2.97	2.97	2.87	3.11	3.03			
STANDARD ERROR	0.06	0.1	0.11	0.09	0.13	0.16	0.09	0.12	0.12	0.18	0.15	0.08	0.11	0.07	0.07	0.11	0.15	0.06			
ERROR VARIANCE	-	0.01	0.01	0.19	0.02	0.03	0.01	0.01	0.01	0.03	0.03	0.01	0.01	-	0.01	-	0.02	-			
Don't know	87	7	14	3	10	5	41	24	15	12	15	8	8	21	69	15	28	73			
Personal finances (NET)	321	30	50	22	63	66	67	67	56	68	59	50	42	149	256	60	95	318			
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Proportions/Means: Columns Tested (5% risk level) - z1/z2/z3/d1/d2/z1/z2/z3/z4/z5/z6/z7/z8/z9/z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type: GB Adults 18+
 Fieldwork dates: 3rd December - 10th December 2025
 Source: Ipsos UK Q218