

# YouGov / Best for Britain Survey Results

Sample Size: 4368 adults in GB (18+)  
Fieldwork: 5th - 10th September 2025

|                   |       | Westminster VI |     |            |              |       | Vote in 2024 GE |      |         |              |       | Con 2019<br>to Lab<br>2024 | Labour 2024<br>to Reform<br>UK 2025 | Labour 2024 to<br>Reform UK 2025<br>(including<br>curious 6+) |
|-------------------|-------|----------------|-----|------------|--------------|-------|-----------------|------|---------|--------------|-------|----------------------------|-------------------------------------|---------------------------------------------------------------|
|                   | Total | Con            | Lab | Lib<br>Dem | Reform<br>UK | Green | Con             | Lab  | Lib Dem | Reform<br>UK | Green |                            |                                     |                                                               |
| Weighted Sample   | 4368  | 450            | 605 | 339        | 972          | 390   | 786             | 1123 | 402     | 472          | 258   | 112                        | 88                                  | 126                                                           |
| Unweighted Sample | 4368  | 430            | 637 | 368        | 1002         | 395   | 731             | 1150 | 425     | 491          | 264   | 125                        | 94                                  | 133                                                           |
|                   | %     | %              | %   | %          | %            | %     | %               | %    | %       | %            | %     | %                          | %                                   | %                                                             |

Which of the following, if any, do you think are the MOST important issues facing the UK at this time? Please select up to three options.

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Immigration & Asylum                      | 52 | 66 | 27 | 25 | 93 | 17 | 75 | 35 | 35 | 94 | 23 | 64 | 89 | 83 |
| Cost of living                            | 50 | 44 | 52 | 56 | 40 | 56 | 40 | 56 | 47 | 40 | 53 | 48 | 42 | 44 |
| The economy                               | 35 | 46 | 45 | 41 | 33 | 27 | 42 | 39 | 40 | 30 | 23 | 50 | 28 | 33 |
| Health                                    | 25 | 22 | 31 | 30 | 14 | 38 | 21 | 31 | 34 | 13 | 30 | 22 | 12 | 13 |
| Crime                                     | 17 | 19 | 12 | 10 | 29 | 7  | 21 | 11 | 11 | 29 | 10 | 21 | 34 | 29 |
| The environment & climate change          | 17 | 7  | 24 | 31 | 3  | 45 | 8  | 23 | 31 | 2  | 47 | 7  | 6  | 9  |
| Housing                                   | 15 | 7  | 20 | 15 | 7  | 25 | 5  | 19 | 12 | 6  | 27 | 8  | 14 | 16 |
| Defence and security                      | 14 | 18 | 14 | 17 | 21 | 6  | 24 | 12 | 17 | 20 | 7  | 21 | 21 | 16 |
| Tax                                       | 11 | 14 | 8  | 8  | 14 | 9  | 13 | 8  | 9  | 17 | 7  | 13 | 6  | 12 |
| Welfare benefits                          | 9  | 11 | 6  | 7  | 11 | 5  | 10 | 7  | 8  | 11 | 6  | 5  | 12 | 9  |
| Jobs and unemployment                     | 8  | 6  | 11 | 9  | 5  | 12 | 5  | 10 | 6  | 5  | 12 | 10 | 8  | 6  |
| Britain's trade and relations with the EU | 8  | 4  | 14 | 18 | 2  | 15 | 3  | 13 | 11 | 1  | 14 | 5  | 6  | 4  |
| Education                                 | 6  | 5  | 9  | 8  | 1  | 11 | 4  | 8  | 9  | 2  | 10 | 4  | 1  | 4  |
| Pensions                                  | 5  | 8  | 3  | 3  | 6  | 2  | 7  | 4  | 3  | 6  | 2  | 6  | 5  | 8  |
| Family life & childcare                   | 3  | 2  | 4  | 5  | 1  | 3  | 1  | 3  | 4  | 1  | 3  | 0  | 0  | 1  |
| Transport                                 | 1  | 1  | 2  | 1  | 0  | 3  | 1  | 2  | 1  | 0  | 1  | 0  | 0  | 0  |
| None of these                             | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  | 0  | 1  | 0  | 0  | 0  |
| Don't know                                | 2  | 1  | 0  | 0  | 0  | 0  | 1  | 1  | 2  | 1  | 2  | 0  | 0  | 0  |

And from the same list, which of the following, if any, do you think are the LEAST important issues facing the UK at this time? Please select up to three options.

[Respondents we're shown the same list, excluding the options they ticked in the 'MOST' question]

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The environment & climate change          | 26 | 35 | 13 | 12 | 52 | 3  | 37 | 15 | 17 | 59 | 5  | 31 | 34 | 32 |
| Transport                                 | 25 | 29 | 27 | 25 | 27 | 15 | 28 | 24 | 22 | 27 | 18 | 23 | 29 | 29 |
| Britain's trade and relations with the EU | 19 | 22 | 11 | 9  | 34 | 7  | 27 | 12 | 12 | 37 | 9  | 26 | 24 | 24 |
| Family life & childcare                   | 16 | 17 | 14 | 15 | 22 | 12 | 19 | 14 | 16 | 21 | 10 | 18 | 19 | 16 |
| Immigration & Asylum                      | 12 | 2  | 23 | 23 | 0  | 35 | 1  | 21 | 19 | 0  | 33 | 5  | 1  | 4  |
| Welfare benefits                          | 11 | 11 | 12 | 14 | 12 | 15 | 10 | 13 | 14 | 11 | 13 | 11 | 14 | 16 |
| Defence and security                      | 11 | 6  | 13 | 12 | 3  | 26 | 4  | 14 | 9  | 3  | 26 | 3  | 7  | 10 |
| Pensions                                  | 11 | 9  | 19 | 15 | 5  | 17 | 6  | 15 | 16 | 7  | 13 | 7  | 7  | 8  |
| Education                                 | 9  | 11 | 8  | 7  | 10 | 5  | 10 | 7  | 7  | 8  | 5  | 9  | 13 | 16 |
| Housing                                   | 7  | 10 | 7  | 4  | 9  | 3  | 10 | 7  | 5  | 7  | 5  | 10 | 9  | 9  |
| Tax                                       | 5  | 2  | 9  | 9  | 4  | 6  | 3  | 8  | 5  | 4  | 6  | 4  | 5  | 4  |
| Jobs and unemployment                     | 5  | 6  | 7  | 7  | 3  | 5  | 5  | 6  | 5  | 2  | 3  | 9  | 9  | 9  |
| Crime                                     | 4  | 1  | 6  | 5  | 1  | 10 | 1  | 5  | 5  | 1  | 10 | 1  | 0  | 0  |
| Health                                    | 2  | 2  | 2  | 1  | 2  | 0  | 2  | 2  | 1  | 1  | 1  | 1  | 0  | 1  |
| Cost of living                            | 2  | 2  | 3  | 1  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 2  |
| The economy                               | 1  | 1  | 2  | 1  | 1  | 3  | 1  | 1  | 2  | 1  | 5  | 0  | 0  | 3  |
| None of these                             | 12 | 12 | 12 | 19 | 8  | 13 | 12 | 14 | 16 | 5  | 11 | 18 | 15 | 14 |
| Don't know                                | 14 | 14 | 11 | 10 | 8  | 13 | 13 | 14 | 14 | 8  | 15 | 11 | 9  | 9  |

# YouGov / Best for Britain Survey Results

Sample Size: 4368 adults in GB (18+)  
Fieldwork: 5th - 10th September 2025

|                   | EU Ref Vote Intention |                        |                             | 2016 EU Ref |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|-----------------------|------------------------|-----------------------------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total                 | Against joining the EU | In favour of joining the EU | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 4368                  | 1221                   | 2239                        | 1533        | 1559  | 2114   | 2254   | 459   | 1804  | 1079  | 1026 | 2490         | 1878 | 3778    | 210   | 380      | 1035              | 716      | 528    | 1498          |
| Unweighted Sample | 4368                  | 1255                   | 2272                        | 1688        | 1565  | 1970   | 2398   | 356   | 1570  | 1104  | 1338 | 2631         | 1737 | 3762    | 230   | 376      | 1070              | 748      | 385    | 1559          |
|                   | %                     | %                      | %                           | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

Which of the following, if any, do you think are the MOST important issues facing the UK at this time? Please select up to three options.

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Immigration & Asylum                      | 52 | 84 | 35 | 34 | 79 | 52 | 52 | 29 | 43 | 60 | 69 | 47 | 58 | 53 | 52 | 43 | 55 | 58 | 39 | 54 |
| Cost of living                            | 50 | 38 | 56 | 50 | 45 | 46 | 54 | 57 | 60 | 45 | 35 | 48 | 53 | 50 | 49 | 52 | 51 | 49 | 53 | 48 |
| The economy                               | 35 | 36 | 38 | 41 | 34 | 41 | 30 | 30 | 34 | 36 | 39 | 40 | 29 | 36 | 37 | 33 | 36 | 33 | 35 | 37 |
| Health                                    | 25 | 17 | 29 | 32 | 20 | 19 | 30 | 23 | 23 | 27 | 27 | 25 | 24 | 24 | 30 | 32 | 26 | 21 | 23 | 24 |
| Crime                                     | 17 | 26 | 11 | 11 | 22 | 18 | 16 | 15 | 17 | 18 | 16 | 14 | 20 | 18 | 14 | 12 | 17 | 18 | 25 | 15 |
| The environment & climate change          | 17 | 7  | 25 | 27 | 8  | 16 | 18 | 22 | 18 | 16 | 14 | 21 | 12 | 17 | 17 | 19 | 15 | 15 | 19 | 18 |
| Housing                                   | 15 | 7  | 18 | 16 | 9  | 14 | 15 | 21 | 18 | 12 | 9  | 14 | 15 | 14 | 16 | 16 | 12 | 11 | 23 | 14 |
| Defence and security                      | 14 | 22 | 12 | 14 | 19 | 17 | 12 | 6  | 9  | 15 | 27 | 15 | 13 | 14 | 14 | 18 | 14 | 17 | 7  | 15 |
| Tax                                       | 11 | 13 | 10 | 9  | 12 | 14 | 8  | 11 | 12 | 11 | 8  | 12 | 9  | 11 | 11 | 8  | 10 | 11 | 13 | 11 |
| Welfare benefits                          | 9  | 11 | 7  | 7  | 11 | 8  | 9  | 5  | 8  | 11 | 9  | 8  | 10 | 9  | 9  | 7  | 10 | 9  | 7  | 8  |
| Jobs and unemployment                     | 8  | 5  | 9  | 7  | 6  | 8  | 8  | 17 | 9  | 6  | 5  | 9  | 7  | 8  | 6  | 7  | 8  | 8  | 13 | 7  |
| Britain's trade and relations with the EU | 8  | 1  | 14 | 14 | 3  | 9  | 7  | 5  | 7  | 9  | 9  | 9  | 6  | 8  | 7  | 8  | 8  | 7  | 5  | 9  |
| Education                                 | 6  | 3  | 9  | 9  | 3  | 5  | 7  | 15 | 6  | 4  | 5  | 8  | 5  | 6  | 9  | 8  | 5  | 7  | 7  | 6  |
| Pensions                                  | 5  | 8  | 4  | 4  | 7  | 5  | 4  | 1  | 2  | 6  | 9  | 4  | 5  | 4  | 5  | 6  | 4  | 5  | 2  | 5  |
| Family life & childcare                   | 3  | 1  | 4  | 4  | 1  | 2  | 4  | 1  | 4  | 2  | 1  | 3  | 2  | 2  | 6  | 4  | 2  | 2  | 2  | 3  |
| Transport                                 | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 2  | 1  |
| None of these                             | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 1  | 1  |
| Don't know                                | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 6  | 2  | 1  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 1  | 2  |

And from the same list, which of the following, if any, do you think are the LEAST important issues facing the UK at this time? Please select up to three options.

[Respondents we're shown the same list, excluding the options they ticked in the 'MOST' question]

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The environment & climate change          | 26 | 48 | 16 | 16 | 41 | 30 | 22 | 13 | 22 | 29 | 34 | 24 | 28 | 26 | 27 | 27 | 26 | 26 | 22 | 26 |
| Transport                                 | 25 | 26 | 25 | 24 | 27 | 23 | 28 | 22 | 26 | 24 | 26 | 24 | 26 | 25 | 23 | 25 | 26 | 25 | 21 | 26 |
| Britain's trade and relations with the EU | 19 | 37 | 9  | 10 | 31 | 20 | 17 | 11 | 14 | 19 | 29 | 18 | 19 | 18 | 17 | 22 | 20 | 17 | 16 | 18 |
| Family life & childcare                   | 16 | 22 | 15 | 15 | 19 | 17 | 14 | 15 | 12 | 20 | 17 | 17 | 14 | 16 | 12 | 15 | 14 | 16 | 15 | 17 |
| Immigration & Asylum                      | 12 | 2  | 22 | 22 | 3  | 14 | 11 | 19 | 15 | 10 | 8  | 16 | 8  | 12 | 15 | 18 | 11 | 11 | 16 | 12 |
| Welfare benefits                          | 11 | 11 | 13 | 13 | 11 | 13 | 10 | 10 | 12 | 10 | 11 | 13 | 9  | 11 | 11 | 10 | 10 | 10 | 11 | 13 |
| Defence and security                      | 11 | 4  | 15 | 13 | 6  | 12 | 10 | 19 | 14 | 8  | 5  | 12 | 9  | 11 | 12 | 12 | 11 | 9  | 15 | 9  |
| Pensions                                  | 11 | 6  | 15 | 13 | 5  | 11 | 11 | 21 | 14 | 8  | 5  | 13 | 8  | 11 | 12 | 11 | 10 | 12 | 14 | 10 |
| Education                                 | 9  | 9  | 8  | 7  | 10 | 9  | 8  | 7  | 9  | 9  | 8  | 8  | 9  | 9  | 7  | 8  | 10 | 7  | 10 | 8  |
| Housing                                   | 7  | 9  | 6  | 6  | 9  | 7  | 6  | 4  | 6  | 7  | 8  | 7  | 6  | 7  | 6  | 5  | 6  | 9  | 5  | 7  |
| Tax                                       | 5  | 3  | 7  | 7  | 4  | 5  | 6  | 6  | 4  | 6  | 6  | 6  | 5  | 5  | 8  | 4  | 5  | 7  | 4  | 5  |
| Jobs and unemployment                     | 5  | 4  | 6  | 6  | 4  | 6  | 4  | 4  | 5  | 5  | 6  | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 5  |
| Crime                                     | 4  | 1  | 5  | 5  | 1  | 4  | 3  | 7  | 4  | 2  | 3  | 4  | 3  | 3  | 4  | 6  | 4  | 3  | 4  | 3  |
| Health                                    | 2  | 1  | 2  | 1  | 2  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 2  |
| Cost of living                            | 2  | 2  | 1  | 2  | 2  | 2  | 1  | 0  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 1  | 2  | 1  | 2  | 2  |
| The economy                               | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 3  | 1  | 1  | 2  | 1  | 2  | 2  | 1  | 0  | 1  | 2  | 3  | 1  |
| None of these                             | 12 | 9  | 13 | 14 | 10 | 10 | 14 | 10 | 12 | 13 | 13 | 12 | 12 | 12 | 9  | 12 | 12 | 12 | 13 | 12 |
| Don't know                                | 14 | 9  | 13 | 13 | 13 | 11 | 17 | 19 | 13 | 14 | 13 | 12 | 17 | 14 | 14 | 12 | 16 | 16 | 12 | 14 |

You previously told us that immigration and asylum was one of the most important issues facing the country. Thinking specifically about **\*\*immigration and asylum\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'immigration and asylum' as one of the top three issues facing the country; N=2284]*

|                                                                                           |           |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The overall amount of <b>**illegal**</b> immigration being too high                       | <b>86</b> | 90 | 71 | 77 | 92 | 60 | 91 | 77 | 81 | 93 | 64 | 80 | 86 | 83 |
| Asylum seekers being kept in hotels                                                       | <b>53</b> | 55 | 27 | 42 | 62 | 33 | 59 | 43 | 53 | 59 | 24 | 47 | 68 | 63 |
| The overall amount of <b>**legal**</b> immigration being too high                         | <b>37</b> | 33 | 24 | 14 | 48 | 22 | 35 | 30 | 26 | 50 | 22 | 33 | 43 | 40 |
| Asylum seeker and refugee processes being too slow                                        | <b>31</b> | 39 | 49 | 51 | 25 | 42 | 40 | 36 | 47 | 23 | 43 | 41 | 32 | 30 |
| Lack of integration among existing immigrants                                             | <b>28</b> | 28 | 31 | 26 | 32 | 27 | 30 | 29 | 29 | 33 | 20 | 28 | 34 | 36 |
| People protesting against immigration (e.g. displaying England flags / St George crosses) | <b>12</b> | 7  | 42 | 28 | 2  | 45 | 6  | 23 | 19 | 2  | 45 | 16 | 8  | 7  |
| The overall amount of <b>**legal**</b> immigration being too low                          | <b>2</b>  | 2  | 4  | 4  | 1  | 3  | 1  | 3  | 3  | 1  | 7  | 4  | 1  | 2  |
| Something else <i>[See Tab 1]</i>                                                         | <b>6</b>  | 4  | 6  | 6  | 6  | 3  | 5  | 6  | 6  | 7  | 1  | 4  | 3  | 3  |
| Don't know                                                                                | <b>2</b>  | 2  | 2  | 4  | 0  | 1  | 1  | 3  | 1  | 0  | 3  | 1  | 0  | 1  |

You previously told us that the cost of living was one of the most important issues facing the country. Thinking specifically about **\*\*the cost of living\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'cost of living' as one of the top three issues facing the country; N=2129]*

|                                   |           |    |    |    |    |    |    |    |    |    |    |    |     |    |
|-----------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|-----|----|
| Food shop costs                   | <b>91</b> | 93 | 90 | 92 | 93 | 90 | 93 | 92 | 93 | 94 | 92 | 91 | 94  | 89 |
| Energy and utility bills          | <b>90</b> | 94 | 90 | 89 | 94 | 91 | 93 | 90 | 90 | 95 | 89 | 93 | 100 | 94 |
| Mortgage / rent costs             | <b>63</b> | 56 | 73 | 66 | 44 | 69 | 48 | 69 | 64 | 46 | 69 | 55 | 49  | 61 |
| Transport and vehicle costs       | <b>20</b> | 20 | 14 | 23 | 28 | 22 | 22 | 17 | 23 | 28 | 20 | 25 | 23  | 21 |
| Clothing costs                    | <b>4</b>  | 4  | 3  | 3  | 5  | 3  | 4  | 4  | 3  | 5  | 3  | 4  | 11  | 12 |
| Something else <i>[See Tab 2]</i> | <b>2</b>  | 0  | 1  | 2  | 3  | 0  | 2  | 1  | 2  | 2  | 1  | 0  | 0   | 0  |
| Don't know                        | <b>1</b>  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0  |

You previously told us that the economy was one of the most important issues facing the country. Thinking specifically about **\*\*the economy\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'the economy' as one of the top three issues facing the country; N=1579]*

|                                              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rising inflation                             | <b>65</b> | 64 | 63 | 53 | 71 | 70 | 65 | 66 | 51 | 66 | 69 | 66 | 79 | 84 |
| Low economic growth                          | <b>59</b> | 62 | 57 | 65 | 69 | 50 | 68 | 55 | 66 | 73 | 47 | 70 | 47 | 52 |
| High levels of government debt and borrowing | <b>52</b> | 71 | 37 | 47 | 78 | 28 | 76 | 36 | 56 | 80 | 27 | 53 | 65 | 56 |
| Poverty and inequality                       | <b>43</b> | 19 | 60 | 62 | 17 | 73 | 20 | 58 | 51 | 17 | 72 | 33 | 30 | 29 |
| Increasing interest rates                    | <b>22</b> | 21 | 25 | 12 | 24 | 15 | 21 | 24 | 14 | 23 | 36 | 25 | 37 | 36 |
| Trade barriers                               | <b>13</b> | 10 | 23 | 21 | 4  | 17 | 6  | 20 | 23 | 4  | 11 | 16 | 16 | 14 |
| Something else <i>[See Tab 3]</i>            | <b>3</b>  | 3  | 2  | 2  | 7  | 1  | 4  | 2  | 3  | 9  | 2  | 1  | 0  | 4  |
| Don't know                                   | <b>2</b>  | 2  | 1  | 2  | 2  | 0  | 1  | 2  | 2  | 1  | 0  | 2  | 0  | 0  |

You previously told us that immigration and asylum was one of the most important issues facing the country. Thinking specifically about **\*\*immigration and asylum\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'immigration and asylum' as one of the top three issues facing the country; N=2284]*

|                                                                                           |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The overall amount of <b>**illegal**</b> immigration being too high                       | <b>86</b> | 91 | 81 | 81 | 90 | 88 | 84 | 65 | 85 | 87 | 91 | 85 | 87 | 87 | 85 | 82 | 85 | 87 | 83 | 88 |
| Asylum seekers being kept in hotels                                                       | <b>53</b> | 58 | 46 | 46 | 57 | 51 | 54 | 34 | 48 | 53 | 62 | 49 | 57 | 53 | 51 | 56 | 55 | 51 | 48 | 54 |
| The overall amount of <b>**legal**</b> immigration being too high                         | <b>37</b> | 45 | 28 | 29 | 43 | 41 | 33 | 27 | 36 | 40 | 36 | 35 | 38 | 37 | 31 | 39 | 36 | 41 | 33 | 36 |
| Asylum seeker and refugee processes being too slow                                        | <b>31</b> | 31 | 34 | 40 | 33 | 28 | 34 | 25 | 18 | 33 | 45 | 35 | 27 | 32 | 31 | 27 | 30 | 34 | 33 | 31 |
| Lack of integration among existing immigrants                                             | <b>28</b> | 33 | 26 | 26 | 30 | 33 | 23 | 32 | 29 | 28 | 27 | 32 | 24 | 28 | 24 | 32 | 26 | 25 | 33 | 30 |
| People protesting against immigration (e.g. displaying England flags / St George crosses) | <b>12</b> | 4  | 24 | 21 | 5  | 10 | 14 | 32 | 14 | 10 | 8  | 13 | 11 | 12 | 13 | 12 | 13 | 10 | 20 | 11 |
| The overall amount of <b>**legal**</b> immigration being too low                          | <b>2</b>  | 1  | 2  | 3  | 1  | 2  | 2  | 6  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  |
| Something else <i>[See Tab 1]</i>                                                         | <b>6</b>  | 6  | 6  | 7  | 5  | 5  | 6  | 4  | 7  | 6  | 4  | 5  | 6  | 5  | 9  | 6  | 6  | 4  | 6  | 6  |
| Don't know                                                                                | <b>2</b>  | 1  | 1  | 2  | 1  | 2  | 2  | 5  | 3  | 1  | 1  | 2  | 2  | 2  | 2  | 3  | 2  | 1  | 2  | 2  |

You previously told us that the cost of living was one of the most important issues facing the country. Thinking specifically about **\*\*the cost of living\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'cost of living' as one of the top three issues facing the country; N=2129]*

|                                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Food shop costs                   | <b>91</b> | 93 | 92 | 92 | 95 | 90 | 92 | 86 | 90 | 94 | 96 | 91 | 91 | 91 | 89 | 97 | 92 | 94 | 89 | 89 |
| Energy and utility bills          | <b>90</b> | 92 | 89 | 91 | 96 | 90 | 90 | 81 | 89 | 95 | 95 | 89 | 91 | 90 | 95 | 87 | 92 | 91 | 86 | 90 |
| Mortgage / rent costs             | <b>63</b> | 45 | 70 | 64 | 51 | 61 | 65 | 80 | 72 | 51 | 40 | 65 | 60 | 64 | 51 | 59 | 59 | 66 | 74 | 63 |
| Transport and vehicle costs       | <b>20</b> | 27 | 18 | 19 | 25 | 22 | 19 | 16 | 17 | 24 | 27 | 20 | 20 | 20 | 23 | 25 | 20 | 14 | 21 | 21 |
| Clothing costs                    | <b>4</b>  | 5  | 3  | 3  | 5  | 4  | 4  | 2  | 4  | 4  | 4  | 3  | 5  | 4  | 4  | 5  | 5  | 5  | 2  | 3  |
| Something else <i>[See Tab 2]</i> | <b>2</b>  | 3  | 1  | 2  | 2  | 3  | 1  | 2  | 1  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 1  | 2  | 1  | 3  |
| Don't know                        | <b>1</b>  | 0  | 0  | 1  | 0  | 0  | 1  | 2  | 1  | 0  | 0  | 0  | 1  | 0  | 2  | 1  | 0  | 0  | 1  | 0  |

You previously told us that the economy was one of the most important issues facing the country. Thinking specifically about **\*\*the economy\*\***, which of these are the most important issues? Please tick up to three.

*[Shown to those who picked 'the economy' as one of the top three issues facing the country; N=1579]*

|                                              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rising inflation                             | <b>65</b> | 67 | 64 | 58 | 69 | 63 | 68 | 70 | 70 | 59 | 62 | 64 | 67 | 65 | 64 | 67 | 68 | 63 | 62 | 65 |
| Low economic growth                          | <b>59</b> | 71 | 58 | 62 | 64 | 64 | 53 | 51 | 52 | 63 | 71 | 63 | 52 | 59 | 59 | 56 | 55 | 58 | 71 | 59 |
| High levels of government debt and borrowing | <b>52</b> | 77 | 41 | 49 | 67 | 55 | 47 | 34 | 36 | 60 | 73 | 52 | 51 | 53 | 45 | 44 | 52 | 56 | 45 | 54 |
| Poverty and inequality                       | <b>43</b> | 20 | 54 | 49 | 28 | 40 | 46 | 59 | 47 | 42 | 32 | 42 | 44 | 42 | 38 | 58 | 44 | 41 | 44 | 40 |
| Increasing interest rates                    | <b>22</b> | 20 | 22 | 19 | 24 | 21 | 23 | 14 | 30 | 18 | 15 | 21 | 24 | 22 | 28 | 15 | 22 | 21 | 17 | 24 |
| Trade barriers                               | <b>13</b> | 5  | 19 | 21 | 6  | 15 | 10 | 9  | 12 | 17 | 12 | 13 | 12 | 13 | 11 | 17 | 12 | 11 | 15 | 12 |
| Something else <i>[See Tab 3]</i>            | <b>3</b>  | 6  | 2  | 3  | 4  | 3  | 3  | 1  | 3  | 3  | 5  | 4  | 2  | 3  | 6  | 4  | 3  | 2  | 5  | 3  |
| Don't know                                   | <b>2</b>  | 1  | 1  | 2  | 1  | 3  | 2  | 6  | 3  | 1  | 2  | 2  | 3  | 2  | 5  | 3  | 3  | 1  | 3  | 2  |

And which of the following, if any, do you think are the **MOST** important issues facing **\*\*you and your community\*\*** at this time?  
Please select up to three options.

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Cost of living                            | 59 | 57 | 59 | 61 | 56 | 63 | 56 | 62 | 56 | 54 | 63 | 68 | 60 | 60 |
| Immigration & Asylum                      | 26 | 28 | 8  | 8  | 62 | 6  | 36 | 13 | 14 | 64 | 8  | 27 | 50 | 43 |
| Health                                    | 23 | 21 | 28 | 30 | 18 | 29 | 22 | 28 | 32 | 18 | 26 | 26 | 19 | 20 |
| The economy                               | 22 | 30 | 27 | 24 | 23 | 11 | 28 | 24 | 24 | 20 | 12 | 32 | 19 | 24 |
| Crime                                     | 19 | 21 | 15 | 12 | 31 | 8  | 23 | 15 | 11 | 33 | 10 | 22 | 37 | 33 |
| Housing                                   | 19 | 13 | 25 | 21 | 13 | 26 | 10 | 23 | 17 | 16 | 28 | 16 | 15 | 15 |
| Jobs and unemployment                     | 14 | 11 | 16 | 16 | 10 | 21 | 11 | 15 | 14 | 8  | 19 | 14 | 15 | 16 |
| The environment & climate change          | 12 | 6  | 18 | 19 | 2  | 34 | 6  | 16 | 21 | 2  | 30 | 7  | 2  | 5  |
| Tax                                       | 10 | 16 | 8  | 7  | 14 | 6  | 16 | 8  | 9  | 15 | 6  | 10 | 7  | 11 |
| Welfare benefits                          | 7  | 7  | 5  | 6  | 8  | 5  | 7  | 6  | 4  | 8  | 7  | 2  | 10 | 8  |
| Pensions                                  | 6  | 9  | 5  | 7  | 8  | 3  | 10 | 5  | 7  | 7  | 3  | 6  | 6  | 5  |
| Education                                 | 6  | 6  | 9  | 10 | 3  | 9  | 4  | 7  | 10 | 2  | 6  | 3  | 5  | 5  |
| Family life & childcare                   | 6  | 4  | 9  | 7  | 2  | 7  | 4  | 8  | 7  | 2  | 6  | 5  | 2  | 4  |
| Transport                                 | 6  | 5  | 6  | 9  | 5  | 9  | 6  | 7  | 9  | 4  | 9  | 6  | 4  | 5  |
| Britain's trade and relations with the EU | 4  | 1  | 7  | 9  | 1  | 6  | 1  | 6  | 7  | 1  | 5  | 3  | 3  | 2  |
| Defence and security                      | 4  | 5  | 4  | 5  | 6  | 3  | 6  | 3  | 5  | 7  | 3  | 4  | 4  | 3  |
| None of these                             | 1  | 1  | 1  | 2  | 0  | 1  | 1  | 1  | 2  | 0  | 1  | 0  | 2  | 1  |
| Don't know                                | 6  | 6  | 4  | 4  | 2  | 3  | 5  | 6  | 5  | 4  | 7  | 4  | 0  | 1  |

And from the same list, which of the following, if any, do you think are the **LEAST** important issues facing **\*\*you and your community\*\*** at this time? Please select up to three options.

*[Respondents we're shown the same list, excluding the options they ticked in the 'MOST' question]*

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The environment & climate change          | 25 | 33 | 14 | 12 | 49 | 5  | 37 | 13 | 16 | 58 | 7  | 26 | 30 | 30 |
| Britain's trade and relations with the EU | 23 | 27 | 15 | 16 | 36 | 11 | 33 | 16 | 18 | 38 | 15 | 22 | 22 | 20 |
| Immigration & Asylum                      | 20 | 10 | 32 | 37 | 2  | 46 | 7  | 29 | 32 | 2  | 41 | 9  | 3  | 7  |
| Transport                                 | 19 | 24 | 22 | 15 | 21 | 13 | 21 | 18 | 17 | 20 | 16 | 21 | 19 | 23 |
| Defence and security                      | 17 | 12 | 22 | 20 | 11 | 34 | 9  | 22 | 15 | 10 | 33 | 13 | 11 | 17 |
| Family life & childcare                   | 14 | 15 | 12 | 13 | 20 | 9  | 18 | 13 | 13 | 21 | 9  | 17 | 22 | 20 |
| Education                                 | 12 | 11 | 11 | 10 | 15 | 8  | 12 | 11 | 9  | 14 | 12 | 15 | 13 | 17 |
| Welfare benefits                          | 10 | 14 | 12 | 13 | 10 | 9  | 13 | 11 | 12 | 9  | 10 | 10 | 7  | 10 |
| Pensions                                  | 9  | 7  | 15 | 9  | 5  | 16 | 4  | 13 | 9  | 5  | 11 | 9  | 12 | 12 |
| Housing                                   | 8  | 12 | 7  | 7  | 11 | 7  | 13 | 8  | 7  | 8  | 7  | 12 | 12 | 13 |
| Jobs and unemployment                     | 7  | 8  | 10 | 9  | 6  | 2  | 7  | 10 | 7  | 6  | 3  | 14 | 11 | 9  |
| Crime                                     | 7  | 6  | 9  | 13 | 4  | 15 | 5  | 8  | 12 | 3  | 11 | 7  | 7  | 6  |
| Tax                                       | 5  | 2  | 9  | 7  | 3  | 6  | 3  | 7  | 6  | 4  | 7  | 2  | 1  | 4  |
| Health                                    | 2  | 2  | 4  | 2  | 2  | 2  | 2  | 3  | 2  | 1  | 1  | 2  | 0  | 2  |
| The economy                               | 2  | 3  | 2  | 1  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 3  | 2  |
| Cost of living                            | 1  | 1  | 1  | 2  | 1  | 0  | 2  | 1  | 1  | 1  | 1  | 1  | 0  | 0  |
| None of these                             | 8  | 7  | 6  | 12 | 6  | 7  | 8  | 8  | 11 | 4  | 7  | 11 | 12 | 9  |
| Don't know                                | 12 | 11 | 9  | 5  | 7  | 11 | 12 | 10 | 10 | 6  | 9  | 10 | 9  | 9  |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

And which of the following, if any, do you think are the **MOST** important issues facing **\*\*you and your community\*\*** at this time?  
Please select up to three options.

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Cost of living                            | 59 | 56 | 62 | 60 | 59 | 56 | 62 | 53 | 65 | 57 | 53 | 58 | 61 | 59 | 66 | 60 | 59 | 58 | 58 | 59 |
| Immigration & Asylum                      | 26 | 51 | 14 | 13 | 44 | 28 | 24 | 12 | 21 | 31 | 36 | 23 | 30 | 27 | 19 | 21 | 30 | 29 | 22 | 25 |
| Health                                    | 23 | 20 | 27 | 30 | 23 | 19 | 28 | 13 | 20 | 28 | 30 | 24 | 22 | 23 | 30 | 26 | 24 | 21 | 21 | 24 |
| The economy                               | 22 | 24 | 23 | 26 | 23 | 28 | 17 | 16 | 22 | 24 | 24 | 25 | 19 | 22 | 23 | 21 | 20 | 21 | 25 | 23 |
| Crime                                     | 19 | 28 | 14 | 14 | 25 | 20 | 17 | 13 | 17 | 24 | 19 | 18 | 20 | 20 | 8  | 14 | 20 | 21 | 27 | 16 |
| Housing                                   | 19 | 13 | 22 | 19 | 14 | 18 | 19 | 30 | 20 | 16 | 15 | 18 | 20 | 19 | 19 | 20 | 17 | 15 | 26 | 20 |
| Jobs and unemployment                     | 14 | 11 | 16 | 13 | 11 | 14 | 14 | 31 | 13 | 13 | 10 | 14 | 14 | 14 | 20 | 17 | 14 | 13 | 17 | 12 |
| The environment & climate change          | 12 | 5  | 17 | 19 | 6  | 12 | 11 | 13 | 11 | 11 | 12 | 14 | 9  | 11 | 16 | 13 | 10 | 11 | 12 | 12 |
| Tax                                       | 10 | 12 | 9  | 9  | 11 | 12 | 9  | 9  | 11 | 9  | 11 | 12 | 8  | 11 | 14 | 6  | 10 | 11 | 11 | 11 |
| Welfare benefits                          | 7  | 9  | 6  | 6  | 8  | 7  | 7  | 6  | 6  | 8  | 7  | 6  | 9  | 7  | 8  | 8  | 7  | 9  | 5  | 7  |
| Pensions                                  | 6  | 10 | 5  | 6  | 9  | 6  | 6  | 2  | 2  | 7  | 15 | 6  | 6  | 6  | 7  | 7  | 5  | 7  | 2  | 7  |
| Education                                 | 6  | 4  | 7  | 8  | 3  | 5  | 7  | 9  | 7  | 5  | 3  | 7  | 4  | 6  | 6  | 7  | 6  | 5  | 4  | 6  |
| Family life & childcare                   | 6  | 2  | 8  | 9  | 4  | 4  | 7  | 2  | 10 | 3  | 2  | 6  | 5  | 5  | 6  | 9  | 6  | 6  | 5  | 5  |
| Transport                                 | 6  | 6  | 7  | 7  | 5  | 6  | 6  | 8  | 5  | 6  | 7  | 7  | 5  | 6  | 9  | 5  | 6  | 6  | 2  | 7  |
| Britain's trade and relations with the EU | 4  | 1  | 6  | 7  | 1  | 5  | 3  | 2  | 3  | 4  | 5  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  |
| Defence and security                      | 4  | 7  | 3  | 3  | 6  | 4  | 4  | 3  | 2  | 4  | 9  | 4  | 4  | 4  | 4  | 5  | 3  | 4  | 4  | 5  |
| None of these                             | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 2  | 1  |
| Don't know                                | 6  | 4  | 5  | 4  | 5  | 6  | 7  | 13 | 7  | 5  | 4  | 6  | 7  | 6  | 5  | 7  | 7  | 6  | 5  | 6  |

And from the same list, which of the following, if any, do you think are the **LEAST** important issues facing **\*\*you and your community\*\*** at this time? Please select up to three options.

*[Respondents we're shown the same list, excluding the options they ticked in the 'MOST' question]*

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The environment & climate change          | 25 | 46 | 15 | 17 | 39 | 28 | 22 | 12 | 22 | 28 | 33 | 24 | 27 | 25 | 27 | 24 | 27 | 25 | 24 | 25 |
| Britain's trade and relations with the EU | 23 | 41 | 14 | 16 | 34 | 24 | 22 | 15 | 18 | 24 | 32 | 22 | 23 | 23 | 26 | 23 | 23 | 23 | 19 | 23 |
| Immigration & Asylum                      | 20 | 5  | 31 | 32 | 8  | 22 | 17 | 28 | 21 | 18 | 16 | 23 | 15 | 18 | 27 | 31 | 19 | 15 | 19 | 18 |
| Transport                                 | 19 | 20 | 19 | 18 | 21 | 19 | 20 | 15 | 20 | 18 | 21 | 19 | 19 | 20 | 16 | 16 | 20 | 18 | 21 | 20 |
| Defence and security                      | 17 | 12 | 23 | 21 | 12 | 19 | 16 | 24 | 20 | 14 | 13 | 19 | 15 | 17 | 18 | 20 | 18 | 15 | 21 | 16 |
| Family life & childcare                   | 14 | 20 | 13 | 13 | 17 | 15 | 13 | 11 | 11 | 18 | 16 | 15 | 13 | 14 | 10 | 13 | 12 | 15 | 15 | 15 |
| Education                                 | 12 | 14 | 11 | 10 | 14 | 12 | 11 | 7  | 12 | 13 | 10 | 12 | 11 | 12 | 9  | 10 | 11 | 11 | 12 | 13 |
| Welfare benefits                          | 10 | 10 | 12 | 11 | 9  | 12 | 9  | 10 | 11 | 11 | 10 | 12 | 9  | 11 | 8  | 8  | 11 | 8  | 13 | 11 |
| Pensions                                  | 9  | 6  | 12 | 10 | 5  | 10 | 9  | 22 | 12 | 6  | 3  | 11 | 7  | 9  | 11 | 9  | 9  | 11 | 12 | 8  |
| Housing                                   | 8  | 11 | 7  | 9  | 10 | 9  | 7  | 4  | 7  | 9  | 11 | 9  | 7  | 8  | 9  | 6  | 8  | 9  | 8  | 8  |
| Jobs and unemployment                     | 7  | 6  | 8  | 9  | 7  | 7  | 7  | 4  | 6  | 7  | 10 | 8  | 6  | 7  | 4  | 8  | 7  | 6  | 4  | 8  |
| Crime                                     | 7  | 4  | 10 | 10 | 5  | 7  | 7  | 9  | 8  | 6  | 6  | 8  | 6  | 6  | 15 | 12 | 6  | 7  | 4  | 7  |
| Tax                                       | 5  | 3  | 5  | 6  | 4  | 5  | 5  | 7  | 4  | 5  | 6  | 5  | 4  | 5  | 6  | 4  | 5  | 5  | 4  | 4  |
| Health                                    | 2  | 2  | 2  | 1  | 2  | 3  | 2  | 3  | 3  | 1  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3  |
| The economy                               | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 3  | 2  | 1  | 3  | 1  | 3  | 2  | 1  | 1  | 2  | 3  | 2  | 2  |
| Cost of living                            | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  |
| None of these                             | 8  | 7  | 7  | 8  | 8  | 7  | 9  | 4  | 8  | 9  | 9  | 7  | 9  | 8  | 7  | 8  | 8  | 8  | 7  | 8  |
| Don't know                                | 12 | 7  | 10 | 9  | 10 | 9  | 14 | 19 | 11 | 11 | 10 | 9  | 15 | 12 | 11 | 10 | 13 | 12 | 12 | 11 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*