



Government Priorities Research - September 2023

Methodology: Whitestone Insight interviewed 2091 UK adults online from 11th to 13th August 2023. Data were weighted to be representative of all adults.

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Government Priorities Survey

ONLINE Fieldwork: 11th to 13th August 2023

Absolutes/col percents

Table 1

Q1. With the likelihood of one final year to go before the next UK General Election, what do you personally think the priorities should be for the Government over the next 12 months?

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East		South West	North Ireland	Public	Private
Unweighted base	2091	1020	1065	234	323	349	382	333	470	551	627	388	525	178	75	218	187	196	155	107	197	276	271	168	63	415	779	174
Weighted base	2091	1021	1065	226	359	333	364	319	489	550	604	438	499	178	86	232	174	180	151	98	194	276	284	180	59	442	794	192
Reducing NHS waiting lists	1420	643	772	123	202	207	244	246	398	353	416	295	356	125	60	153	105	115	110	70	139	162	206	133	42	281	503	95
	68%	63%	72%	54%	56%	62%	67%	77%	82%	64%	69%	67%	71%	70%	70%	66%	61%	64%	73%	71%	71%	59%	72%	72%	64%	64%	63%	50%
Tackling inflation	1034	515	517	114	173	171	174	168	232	268	295	221	250	97	39	110	89	77	74	49	100	134	145	91	30	226	384	69
	49%	50%	49%	51%	48%	51%	48%	53%	48%	49%	49%	51%	50%	54%	46%	47%	51%	43%	49%	50%	51%	48%	51%	51%	51%	51%	48%	36%
Growing the economy	914	483	431	87	135	129	172	157	234	263	269	196	185	76	43	106	79	68	62	42	81	116	125	86	31	186	351	62
	44%	47%	41%	38%	38%	39%	47%	49%	48%	48%	45%	45%	37%	43%	50%	46%	45%	38%	41%	42%	41%	42%	44%	48%	52%	42%	44%	32%
Reducing illegal migration	689	324	365	21	44	89	134	147	254	126	198	184	180	36	28	81	59	61	62	25	77	77	104	60	19	101	213	28
	33%	32%	34%	9%	12%	27%	37%	46%	52%	23%	33%	42%	36%	20%	33%	35%	34%	34%	41%	26%	39%	28%	37%	33%	32%	23%	27%	14%
Energy security	611	341	266	46	67	91	125	117	167	153	158	139	161	61	26	75	56	51	52	32	50	67	76	52	13	99	223	38
	29%	33%	25%	20%	19%	27%	34%	37%	34%	28%	26%	32%	32%	34%	31%	32%	32%	29%	34%	33%	26%	24%	27%	29%	21%	22%	28%	20%
Social care	487	191	295	41	73	71	87	92	123	129	141	100	118	57	19	63	27	45	32	25	40	51	74	34	18	104	164	41
	23%	19%	28%	18%	20%	21%	24%	29%	25%	23%	23%	24%	24%	23%	22%	27%	16%	25%	22%	26%	21%	19%	26%	19%	31%	24%	21%	21%
Ending public sector strikes	403	164	238	32	37	61	78	71	124	114	129	81	80	36	17	53	28	24	33	27	45	43	44	38	14	95	123	29
	19%	16%	22%	14%	10%	18%	21%	22%	25%	21%	21%	18%	16%	20%	20%	23%	16%	13%	22%	27%	23%	16%	15%	21%	24%	21%	16%	15%
Building new homes	362	190	170	54	63	50	49	43	103	106	106	56	94	30	12	35	32	34	15	17	34	69	51	31	3	64	146	39
	17%	19%	16%	24%	17%	15%	13%	13%	21%	19%	18%	13%	19%	17%	13%	15%	18%	19%	10%	17%	18%	25%	18%	17%	6%	14%	18%	20%
Balancing the public finances	359	159	197	27	57	57	60	58	99	110	99	75	75	25	20	42	23	18	37	10	35	42	53	44	10	83	123	23
	17%	16%	19%	12%	16%	17%	16%	18%	20%	20%	16%	17%	15%	14%	23%	18%	13%	10%	24%	11%	18%	15%	19%	24%	17%	19%	15%	12%
National security	335	183	151	23	30	52	67	67	96	71	114	70	80	19	12	48	25	17	25	10	35	49	47	35	13	64	112	35
	16%	18%	14%	10%	8%	16%	18%	21%	20%	13%	19%	16%	16%	11%	14%	21%	15%	9%	17%	10%	18%	18%	17%	19%	22%	14%	14%	18%
Net Zero	272	151	117	30	64	50	48	23	58	86	91	49	46	38	6	13	27	18	18	13	26	39	44	24	5	60	109	29
	13%	15%	11%	13%	18%	15%	13%	7%	12%	16%	15%	11%	9%	22%	7%	6%	16%	10%	12%	13%	14%	14%	15%	13%	9%	13%	14%	15%
Tax burden	244	131	113	25	54	51	40	31	42	68	66	55	55	11	4	30	26	26	15	12	20	30	33	26	10	64	104	23
	12%	13%	11%	11%	15%	15%	11%	10%	9%	12%	11%	13%	11%	6%	4%	13%	15%	15%	10%	12%	10%	11%	12%	14%	18%	14%	13%	12%
School infrastructure	224	96	127	29	53	35	42	15	50	68	69	42	46	8	6	21	18	34	15	8	20	28	35	25	8	52	74	23
	11%	9%	12%	13%	15%	11%	12%	5%	10%	12%	11%	10%	9%	4%	7%	9%	10%	19%	10%	8%	10%	10%	12%	14%	13%	12%	9%	12%
Regulating artificial intelligence (AI)	181	85	94	25	25	28	18	29	56	49	53	35	45	10	6	24	23	11	7	7	15	26	23	22	8	27	67	21
	9%	8%	9%	11%	7%	8%	5%	9%	11%	9%	9%	8%	9%	6%	7%	11%	13%	6%	5%	7%	8%	9%	8%	12%	13%	6%	8%	11%
Children's safety online	177	65	112	20	37	34	44	13	30	34	52	28	63	16	8	16	13	19	8	7	16	24	32	10	7	41	67	24
	8%	6%	11%	9%	10%	10%	12%	4%	6%	6%	9%	6%	13%	9%	9%	7%	8%	11%	6%	8%	8%	9%	11%	6%	12%	9%	8%	12%
Levelling up	169	99	71	14	34	25	33	27	35	44	41	41	44	15	16	27	18	21	12	6	11	14	15	11	4	37	65	25
	8%	10%	7%	6%	10%	8%	9%	9%	7%	8%	7%	9%	9%	8%	18%	12%	10%	12%	8%	6%	6%	5%	6%	6%	6%	8%	8%	13%
International trade deals	165	90	74	13	19	26	26	30	50	54	47	33	31	11	10	13	10	16	13	10	10	23	27	15	6	38	55	15
	8%	9%	7%	6%	5%	8%	7%	9%	10%	10%	8%	8%	6%	6%	12%	6%	6%	9%	8%	10%	10%	8%	10%	8%	10%	9%	7%	8%
National transport links	149	81	68	22	27	26	20	18	36	42	51	25	30	11	3	17	13	12	8	9	12	21	18	19	3	27	58	25
	7%	8%	6%	10%	8%	8%	5%	6%	7%	8%	9%	6%	6%	6%	4%	7%	7%	7%	6%	9%	6%	8%	6%	11%	6%	6%	7%	13%

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Q1. With the likelihood of one final year to go before the next UK General Election, what do you personally think the priorities should be for the Government over the next 12 months?

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Weighted base	2091	1021	1065	226	359	333	364	319	489	550	604	438	499	178	86	232	174	180	151	98	194	276	284	180	59	442	794	192
Free speech	144	87	55	12	18	29	31	25	29	28	40	24	52	11	5	11	19	11	11	9	12	18	21	14	3	21	58	10
	7%	9%	5%	5%	5%	9%	9%	8%	6%	5%	7%	5%	10%	6%	5%	5%	11%	6%	7%	9%	6%	7%	7%	8%	5%	5%	7%	5%
Cyber security	137	66	71	11	20	16	21	32	38	39	38	30	29	11	5	13	8	14	6	7	8	24	25	9	9	29	52	19
	7%	6%	7%	5%	5%	6%	6%	10%	8%	7%	6%	7%	6%	6%	5%	6%	4%	8%	4%	7%	4%	9%	9%	5%	16%	7%	7%	10%
Support for victims of crime	127	59	67	21	35	21	17	12	20	32	33	33	29	6	7	15	5	15	10	5	15	24	16	7	-	30	61	15
	6%	6%	6%	9%	10%	6%	5%	4%	4%	6%	5%	8%	6%	4%	8%	7%	3%	8%	7%	5%	8%	9%	6%	4%	-	7%	8%	8%
Conversion therapy ban	90	45	44	20	19	17	17	7	11	20	31	15	24	8	2	8	7	6	6	4	11	14	12	9	3	17	29	6
	4%	4%	4%	9%	5%	5%	5%	2%	2%	4%	5%	3%	5%	5%	2%	3%	4%	3%	4%	4%	6%	5%	4%	5%	5%	4%	4%	3%
Regional devolution	53	35	18	6	11	6	15	5	10	18	19	7	8	10	6	5	2	4	*	5	4	3	7	3	4	15	19	10
	3%	3%	2%	3%	3%	2%	4%	1%	2%	3%	3%	2%	2%	5%	7%	2%	1%	2%	*	5%	2%	1%	2%	2%	7%	3%	2%	5%