

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m/n/o/p/q - z/r/s/t
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 5th March - 11th March 2025
Source : Ipsos (JN Q218)



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			
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	MID LANDS	GL	SOUTH EXCL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD TOTAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1000	836	56	108	215	317	261	116	244	364	304	285	459	443	464	121	415	487	282	231	1000
WEIGHTED BASE	1000	856	40*	89*	237	310	261	138*	230	337	288	333	325	584	454	121*	390	504	285	230	1000
	100%	87%	5%*	9%*	24%	31%	26%	14%*	23%	32%	30%	33%	33%	58%	48%	13%*	39%	50%	29%	21%	100%
Immigration/ Immigrants	182	172	6	5	38	63	57	29	47	50	49	71	28	141	91	14	78	98	52	33	158
	18%	20%	12%	5%	16%	20%	22%	21%	21%	16%	16%	21%	9%	24%	19%	11%	20%	19%	18%	16%	16%
Economy/Economic situation	154	133	7	13	39	36	29	26	39	47	57	45	62	75	88	20	46	80	45	29	164
	15%	15%	15%	15%	17%	12%	11%	19%	17%	15%	19%	14%	19%	13%	18%	16%	12%	16%	16%	14%	16%
Defence/Foreign affairs/ International terrorism	142	117	7	19	33	50	43	13	27	72	38	29	65	64	51	15	76	72	33	37	163
	14%	13%	14%	22%	14%	16%	17%	10%	12%	23%	13%	9%	20%	11%	10%	12%	19%	14%	12%	18%	16%
Inflation/Prices	101	90	4	6	24	32	27	19	20	23	30	43	34	59	58	10	32	56	27	18	91
	10%	10%	9%	7%	10%	10%	10%	14%	9%	7%	10%	13%	11%	10%	12%	8%	8%	11%	9%	8%	9%
National health service/Hospitals/ Healthcare	58	49	4	5	19	10	7	7	16	17	13	25	23	33	31	4	24	26	24	8	61
	6%	6%	8%	6%	8%	3%	3%	5%	7%	5%	4%	7%	7%	6%	6%	3%	6%	5%	8%	4%	6%
Poverty/Inequality	54	44	5	6	14	16	11	3	16	13	18	23	16	35	19	15	21	24	15	16	50
	5%	5%	10%	6%	6%	5%	4%	2%	7%	4%	6%	7%	5%	6%	4%	12%	5%	5%	5%	8%	5%
Lack of faith in politics / politicians / government	35	25	1	9	7	10	9	6	3	12	8	10	9	22	19	2	14	14	10	11	39
	3%	3%	2%	10%	3%	3%	3%	4%	1%	4%	3%	3%	3%	4%	4%	1%	3%	3%	3%	5%	4%
Housing	27	24	3	1	13	10	8	1	2	4	13	7	6	18	16	2	10	13	10	4	19
	3%	3%	5%	1%	6%	3%	3%	*	1%	1%	4%	2%	2%	3%	3%	1%	2%	3%	4%	2%	2%
Pollution/ Environment/ Climate change	23	20	1	1	2	6	5	2	12	14	6	3	14	7	10	5	8	9	6	8	34
	2%	2%	3%	2%	1%	2%	2%	2%	5%	4%	2%	1%	4%	1%	2%	4%	2%	2%	2%	4%	3%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	20	20	*	-	3	9	8	4	5	8	6	6	6	15	9	2	9	13	3	4	23
	2%	2%	1%	-	1%	3%	3%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%
Education/Schools	14	13	1	-	1	7	7	3	2	3	5	6	1	9	8	3	2	11	1	2	10
	1%	2%	1%	-	*	2%	3%	2%	1%	1%	2%	2%	*	2%	2%	2%	1%	2%	*	1%	1%
Taxation	13	12	-	1	4	2	2	-	6	5	6	1	6	5	10	1	2	3	5	5	14
	1%	1%	-	1%	2%	1%	1%	-	3%	2%	2%	*	2%	1%	2%	1%	1%	1%	2%	2%	1%
Pensions/Social security/Benefits	12	8	-	4	5	1	1	1	1	5	1	6	4	5	2	3	7	4	6	2	14
	1%	1%	-	4%	2%	*	*	1%	1%	2%	*	2%	1%	1%	*	3%	2%	1%	2%	1%	1%
Common Market/ Brexit/EU/Europe/ Euro	10	7	-	3	*	1	1	2	4	3	*	5	4	3	5	1	4	5	-	5	12
	1%	1%	-	4%	*	*	*	1%	2%	1%	*	2%	1%	1%	1%	1%	1%	1%	-	2%	1%
Unemployment/ Factory closure/ Lack of industry	8	7	1	-	1	5	5	1	1	1	5	2	4	3	4	3	2	5	1	2	9
	1%	1%	1%	-	*	2%	2%	*	*	*	2%	*	1%	1%	1%	2%	*	1%	*	1%	1%
Low pay/Minimum wage/Fair wages	8	6	-	1	1	5	5	-	-	3	5	-	2	6	8	-	-	6	-	2	5
	1%	1%	-	2%	*	2%	2%	-	-	1%	2%	-	1%	1%	2%	-	-	1%	-	1%	1%
Nuclear weapons/ Nuclear war/ Disarmament	7	5	2	1	1	2	1	-	3	2	2	2	1	5	4	1	3	5	1	2	9
	1%	1%	3%	1%	*	1%	*	-	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%
Mental health/ well-being	6	4	1	1	-	3	2	2	-	2	2	3	4	2	1	2	4	5	*	1	8
	1%	*	2%	1%	-	1%	1%	2%	-	*	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%
Public services in general	6	6	-	1	-	1	1	1	3	1	5	1	5	5	6	-	-	3	1	2	8
	1%	1%	-	1%	-	*	1%	1%	1%	*	2%	*	2%	*	1%	-	-	1%	1%	1%	1%
International trade/trade deals	6	5	1	-	-	1	*	5	*	*	1	5	1	5	6	-	*	1	5	1	4
	1%	1%	2%	-	-	*	*	3%	*	*	*	1%	*	1%	1%	-	*	*	2%	*	*
Population levels/ Overpopulation	5	5	-	-	-	1	1	2	1	2	1	1	1	2	2	-	2	4	-	1	5
	*	1%	-	-	-	*	*	2%	1%	1%	*	*	*	*	*	-	1%	1%	-	*	1%
Race relations	4	4	-	-	*	3	3	-	1	2	1	1	3	2	4	-	*	2	2	2	5
	*	*	-	-	*	1%	1%	-	*	1%	*	*	1%	*	1%	-	*	*	1%	1%	1%
Childcare services / support for young people	4	3	-	*	2	-	-	1	*	1	3	-	2	2	1	2	1	3	*	*	5
	*	*	-	1%	1%	-	-	1%	*	*	1%	-	1%	*	*	1%	*	1%	*	*	1%
Ageing population/ Social care for the elderly	3	3	-	1	3	-	-	-	-	2	-	1	1	1	2	-	1	3	-	1	4
	*	*	-	1%	1%	-	-	-	-	1%	-	*	*	*	*	-	*	1%	-	*	*
Food production/ farming	3	2	-	1	-	-	-	-	2	1	1	1	2	-	3	-	-	-	1	2	3
	*	*	-	1%	-	-	-	-	1%	*	*	*	1%	-	1%	-	-	*	*	1%	*
Local government/ Council tax	2	1	2	-	-	2	-	1	-	-	-	2	-	2	2	1	-	2	-	-	2
	a	*	3%	-	-	1%	-	-	-	-	-	1%	-	*	*	*	*	*	-	-	*
Morality/ Individual behaviour/ Lifestyle	2	1	-	*	-	-	-	-	1	*	1	1	1	1	1	1	-	*	1	*	4
	*	*	-	*	-	-	-	-	1%	*	*	*	*	*	*	*	-	*	*	*	*
Nationalisation/ Government control of institutions	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
UK union/ devolution/reform	1	1	-	-	1	-	-	-	*	-	*	1	1	*	*	-	1	-	*	1	2
	*	*	-	-	-	-	-	-	*	-	*	*	*	*	*	-	*	*	*	*	*
Transport/Public transport	1	-	-	1	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	1	1
	*	-	-	1%	-	-	-	-	-	*	-	-	-	*	*	-	-	-	-	*	*
Trade unions/ Strikes	1	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	1
	*	*	-	-	-	*	*	-	-	-	*	-	-	-	*	-	-	*	-	-	*
Petrol prices/Fuel	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	17	4	1	5	11	6	3	3	10	11	2	9	11	13	1	8				

Proportions/Means: Columns Tested (5% risk level) - $z_i/s(b_i)/d(e_i/f/g/h) - z_i/f(i)/k - z_i/l(m) - z_i/n(o/p/q/r/t) - z_i/h(u)$

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

Respondent type : GB Adults

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - z/a/z/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
Overlap 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)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/a/b$ - $z/c/d/e/f/g/h/i/j/k$ - $z/l/m/n/o/p/q$ - $z/r/s/t$
 Overlap formulae used. * small base
 Respondent type: GB Adults 18+
 Fieldwork dates: 5th March - 11th March 2025
 Source: Ipsos (IN Q218)

Table 5
Q.P101/02 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			UNWTD TOTAL
		TOTAL (n)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL (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 WOR (p)	URBAN (q)	SUBURBAN (r)	RURAL (s)	
UNWEIGHTED BASE	1000	836	56	108	215	317	261	118	246	368	104	286	439	443	464	121	435	487	252	231	1000		
WEIGHTED BASE	1000	866	60*	86*	237	310	261	138*	230	317	298	333	325	584	484	125*	390	504	286	209	1000		
	100%	87%	56*	89*	24%	31%	26%	14%*	23%	32%	30%	33%	33%	58%	48%	13%*	39%	50%	29%	21%	100%		
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%	34%	34%	32%	33%	33%	32%	37%	35%	38%	32%	41%	30%	38%	34%	29%	35%	31%	36%	36%		
Immigration/immigrants	332	309	11	12	86	106	94	48	80	110	103	101	69	230	171	22	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%		
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%		
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%		
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%	21%	23%	23%	22%	22%		
Housing	120	106	7	7	26	37	30	18	32	31	49	37	50	60	62	18	41	59	36	25	129		
	12%	12%	14%	9%	11%	12%	11%	13%	14%	10%	16%	11%	15%	10%	13%	14%	10%	12%	13%	12%	13%		
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%		
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%	7%	12%	13%	10%	12%		
Poverty/Inequality	118	98	9	11	23	44	35	8	31	36	35	44	44	67	53	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%		
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%	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%		
Taxation	71	60	-	11	13	25	25	6	17	20	30	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%	5%	9%	9%	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%		
Public services in general	50	45	1	4	14	16	14	9	7	14	17	19	25	20	33	3	14	33	6	11	56		
	5%	5%	2%	5%	6%	5%	6%	6%	3%	4%	6%	6%	8%	3%	7%	3%	3%	7%	2%	5%	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%	6%	2%	6%	4%	5%	5%	6%	4%	5%	6%	5%	6%	3%	6%	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%	5%	6%	3%	2%	4%	3%	6%	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%	4%	4%	4%	5%	3%	3%	4%	2%	6%	4%		
Ageing 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%	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%	3%	4%	5%	2%	2%	3%	3%	4%	3%	4%	3%	3%	3%	1%	5%	4%	3%	3%	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%	4%	3%	4%	5%	2%	3%	3%	4%	2%	6%	4%	3%	3%	4%	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%	4%	6%	2%	4%	3%	3%	4%	3%	2%	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%	2%	4%	4%	2%	3%	4%	4%	2%	3%	3%	4%	5%	1%	2%	3%	6%	3%		
Mental health/ well-being	21	17	3	2	3	10	7	6	1	7	6	8	12	9	6	6	9	14	2	6	29		
	2%	2%	6%	2%	1%	3%	3%	4%	1%	2%	2%	3%	4%	2%	1%	5%	2%	3%	1%	3%	3%		
Food production/ farming	20	16	3	2	3	7	5	4	4	8	4	6	12	7	12	3	5	11	4	6	22		
	2%	2%	5%	2%	1%	2%	2%	3%	2%	4%	1%	2%	4%	1%	3%	3%	1%	2%	1%	3%	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%	3%	3%	3%	3%	* 1%	1%	2%	2%	3%	2%	2%	2%	1%	2%	2%	1%	3%	2%		
Morality/ Individual behaviour/ Lifestyle	19	16	-	3	* 1	1	9	6	9	3	5	5	3	16	10	1	8	7	9	3	22		
	2%	2%	-	3%	* 1%	* 1%	7%	3%	3%	3%	1%	1%	1%	3%	2%	1%	2%	1%	3%	1%	2%		
Nationalisation/ Government control of institutions	18	15	3	-	* 5	2	-	13	5	9	3	3	6	11	13	2	3	6	7	5	18		
	2%	2%	6%	-	* 2%	1%	-	5%	2%	3%	1%	2%	2%	3%	3%	2%	1%	1%	2%	2%	2%		
International trade/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%	* 1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%		
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%	1%	1%	1%	1%	1%	1%	1%	1%	2%	* 2%	2%	1%		
Petrol prices/Fuel	11	10	-	* 3	3	3	-	1	1	1	6	3	5	4	6	3	2	4	6	1	11		
	1%	1%	-	* 3%	1%	1%	-	* 1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	* 1%	1%		
AI/ Technology	10	8	1	1	2	5	4	2	8	8	1	5	5	5	6	1	4	5	-	5	9		
	1%	1%	3%	1%	1%	2%	1%	-	1%	2%	* 1%	-	1%	1%	1%	1%	1%	1%	-	2%	1%		
Drug abuse	10	6	3	1	2	5	2	1	1	6	1	2	5	5	4	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%		
Trade unions/ Strikes	9	6	-	2	1	5	5	-	*	3	3	3	1	7	6	1	2	5	-	3	8		
	1%	1%	-	3%	* 2%	2%	2%	-	*	1%	1%	1%	* 1%	7%	1%	* 1%	1%	1%	-	1%	1%		
UK union/ devolution/reform	6	3	-	3	1	1	1	-	2	* 5	1	*	1	4	6	-	1	2	3	2	8		
	1%	* 1%	-	3%	* 1%																		

BASE: ALL ADULTS AGED 18+

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 - z/v/w
Overlap 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)