



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

ISSUES INDEX MAY 2025 (PUBLIC - FINAL)

28 May 2025

BASE: ALL ADULTS AGED 18+

[illegible]

Proportions/Means: 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 : 7th May - 13th May 2021

Source : Ipsos (JN Q218)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 7th May - 12th May 2025
Source: Ipsos (JN Q218)



BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested [5% risk level] - $1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 7th May - 12th May 2025
Source: Ipsos [IN Q218]

Proportions/Mean: Columns Tested (5% risk level) = $1/2/q - 1/2/4/q/1/2/1/2/k - 1/2/m/n/o/p/q - 1/2/q$
 Overlap formulae used. * small base
 Respondent type : GB Adults 18+
 Fieldwork dates : 7th May - 12th May 2025
 Source : Ipsos (IN Q218)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/a/p/q/r - z/s/t/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 7th May - 12th May 2025
Source: Ipsos (JN Q218)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/a/p/q/r - z/s/t/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 7th May - 12th May 2025
Source: Ipsos (JN Q218)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - 1/a/b/c/d/e - 1/f/g/h - 1/i/j/k/l/m - 1/n/o/p/q - 1/r/t/u/v - 1/x/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 7th May - 12th May 2025
Source : Ipsos (IN Q238)