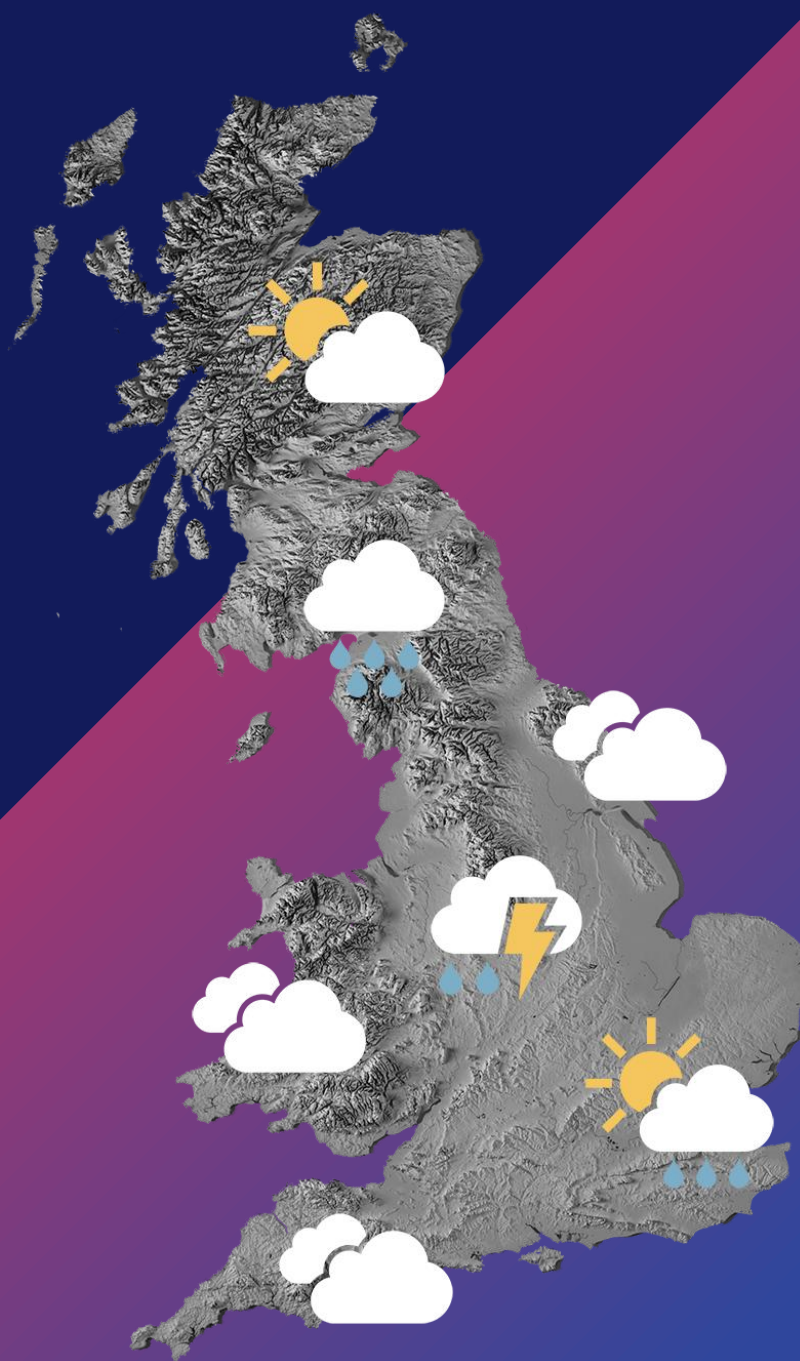


Ipsos Issues Index

June 2025



June 2025

What do you see as the most/other important issues facing Britain today?

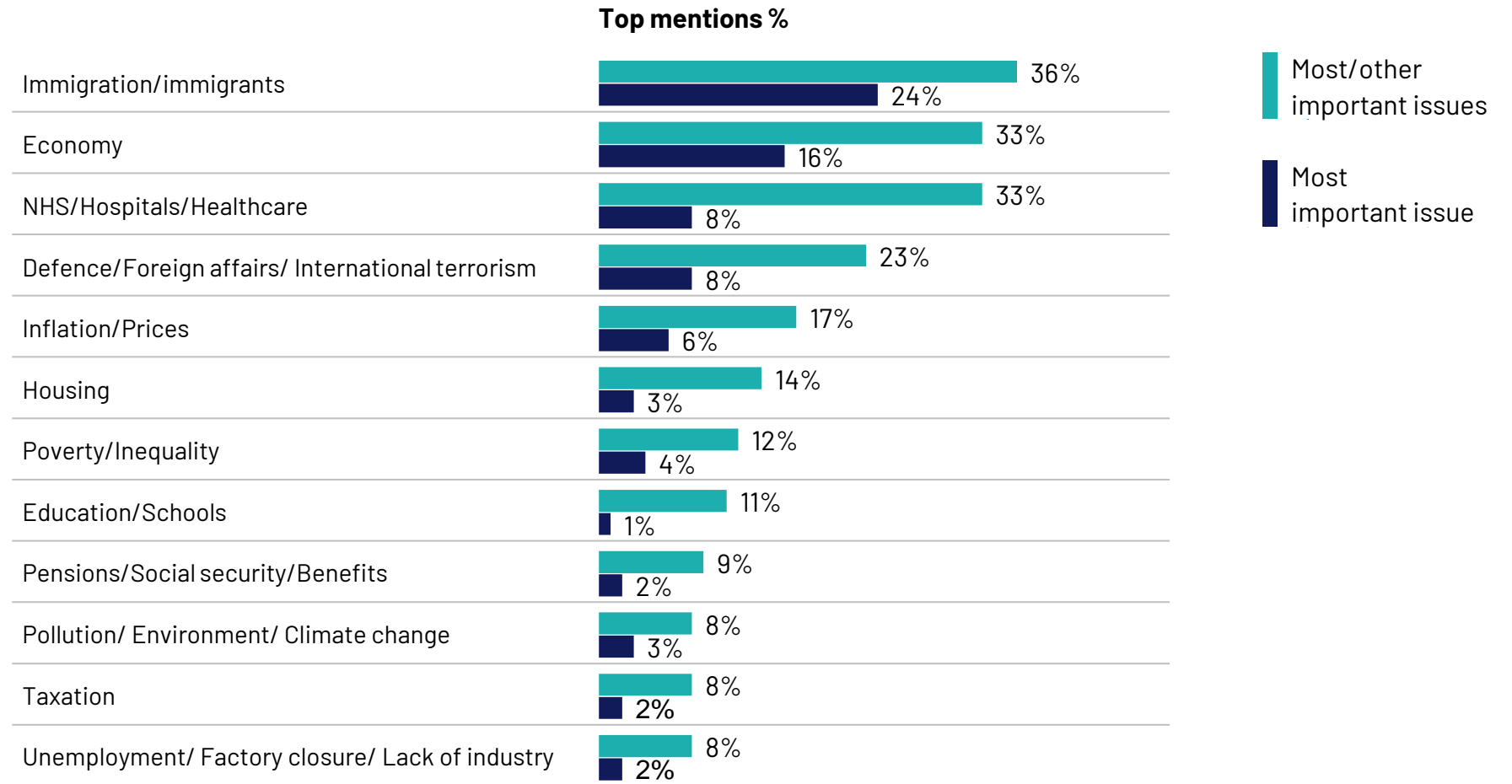
	Top mentions %	Change since May:	
		%	Position
Immigration/immigrants	36%	-13	—
Economy	33%	-	+1 ▲
NHS/Hospitals/Healthcare	33%	-1	—
Defence/Foreign affairs/International terrorism	23%	+5	+1 ▲
Inflation/Prices	17%	-3	-1 ▼
Housing	14%	-1	—
Poverty/Inequality	12%	-1	—
Education/Schools	11%	-1	—
Pensions/Social security/Benefits	9%	-2	—
Pollution/Environment/Climate change	8%	-2	+1 ▲
Taxation	8%	-4	-2 ▼
Unemployment/Factory closure/Lack of industry	8%	+1	+4 ▲

Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

June 2025

What do you see as the most/other important issues facing Britain today?

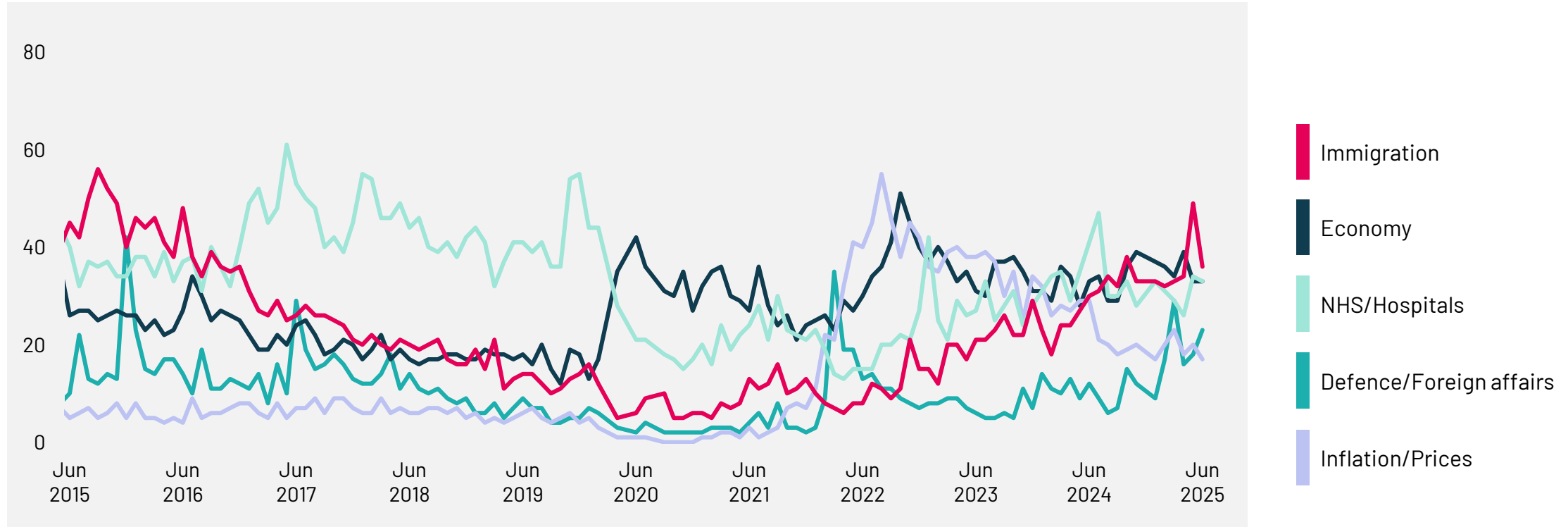


Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Top five concerns for June 2025: trend data

What do you see as the most/other important issues facing Britain today?

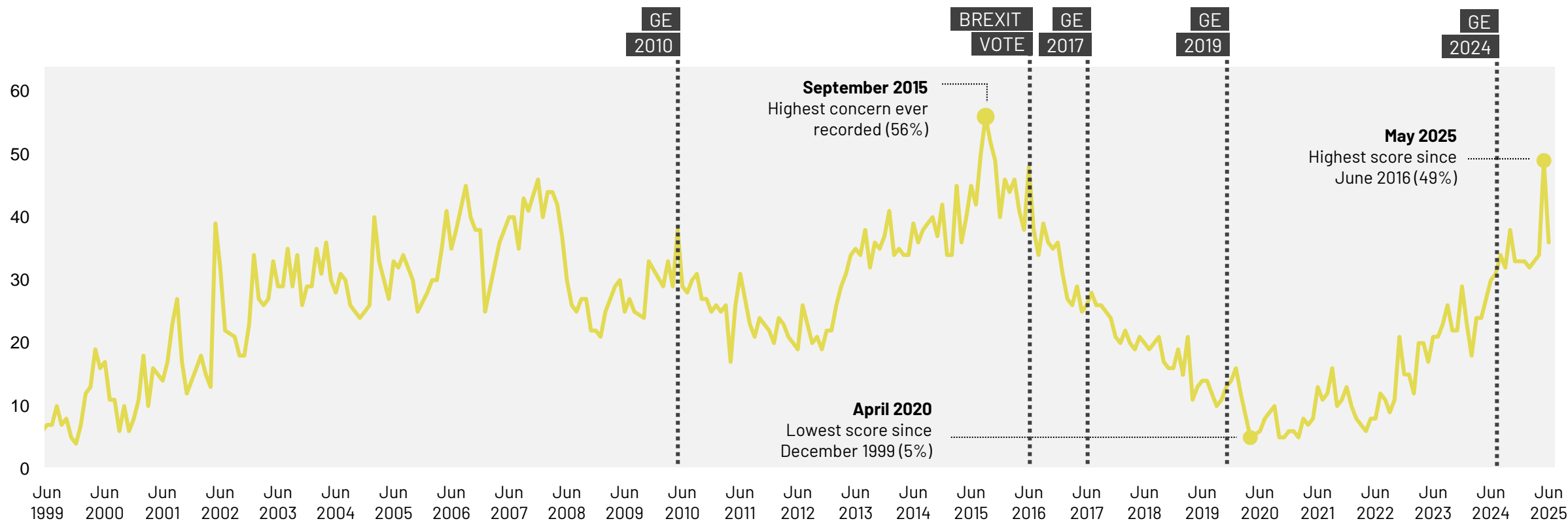


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration/Immigrants

What do you see as the most/other important issues facing Britain today?



Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

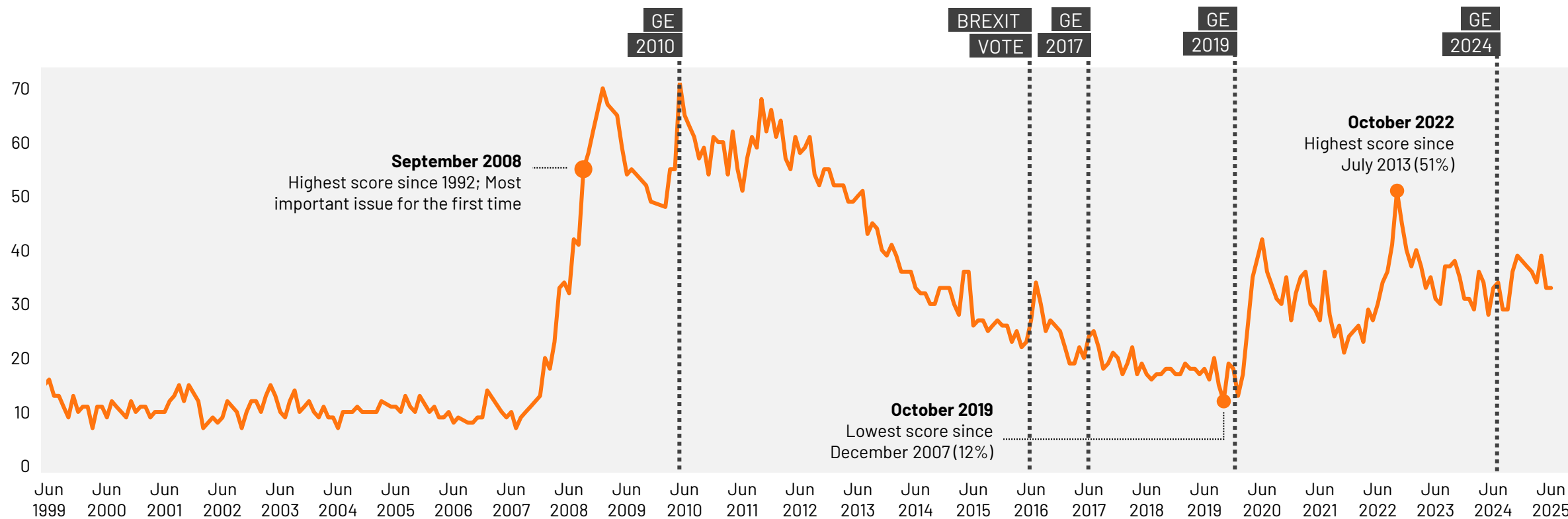
Source: Ipsos Issues Index

Up until September 2014 this was a combined code of "Race relations/Immigration", data onwards is split into two separate codes ("Immigration/Immigrants" and "Race Relations")



Economy / Economic situation

What do you see as the most/other important issues facing Britain today?



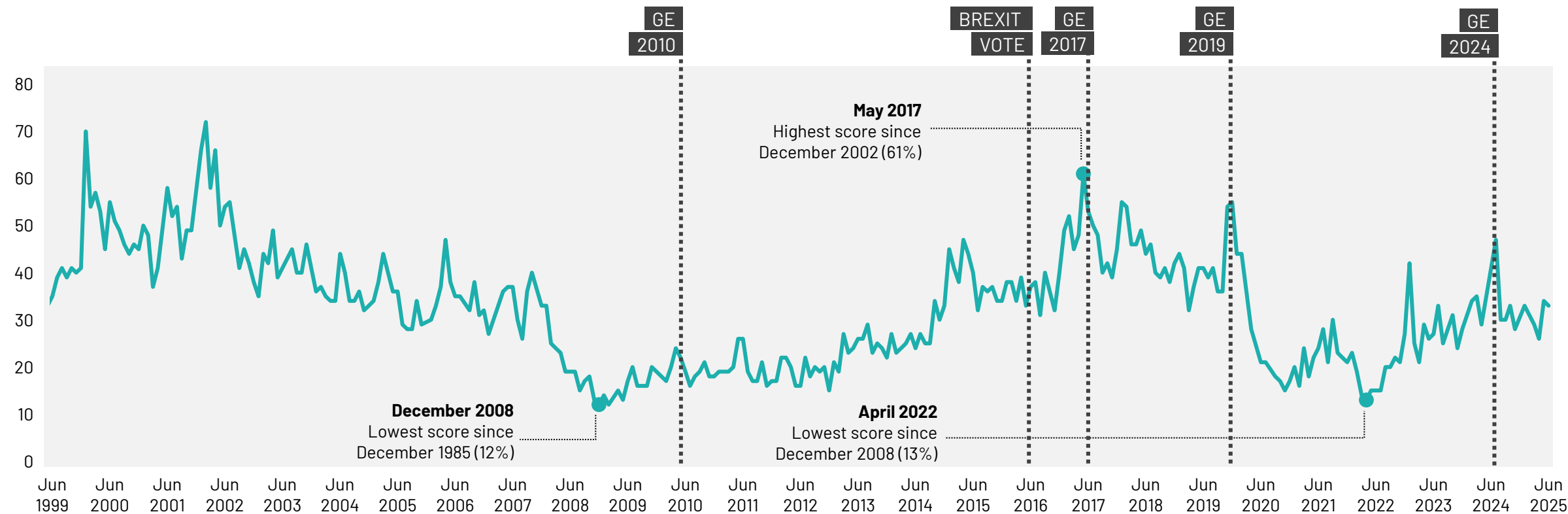
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



NHS/Hospitals/Healthcare

What do you see as the most/other important issues facing Britain today?

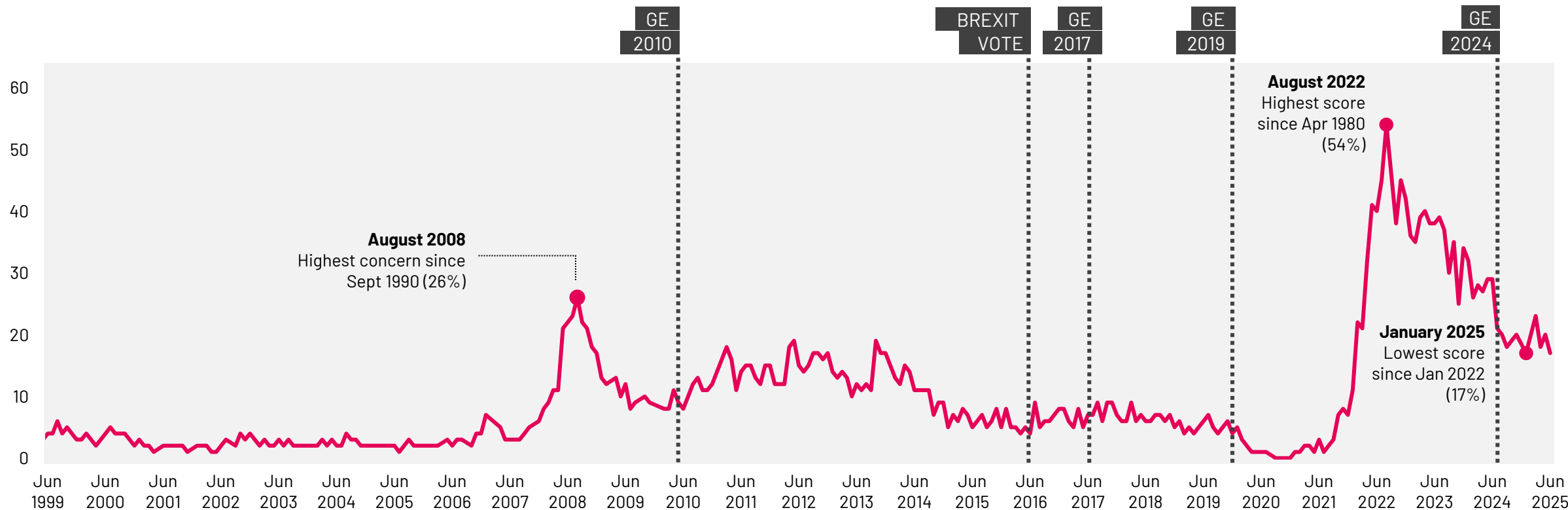


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices

What do you see as the most/other important issues facing Britain today?



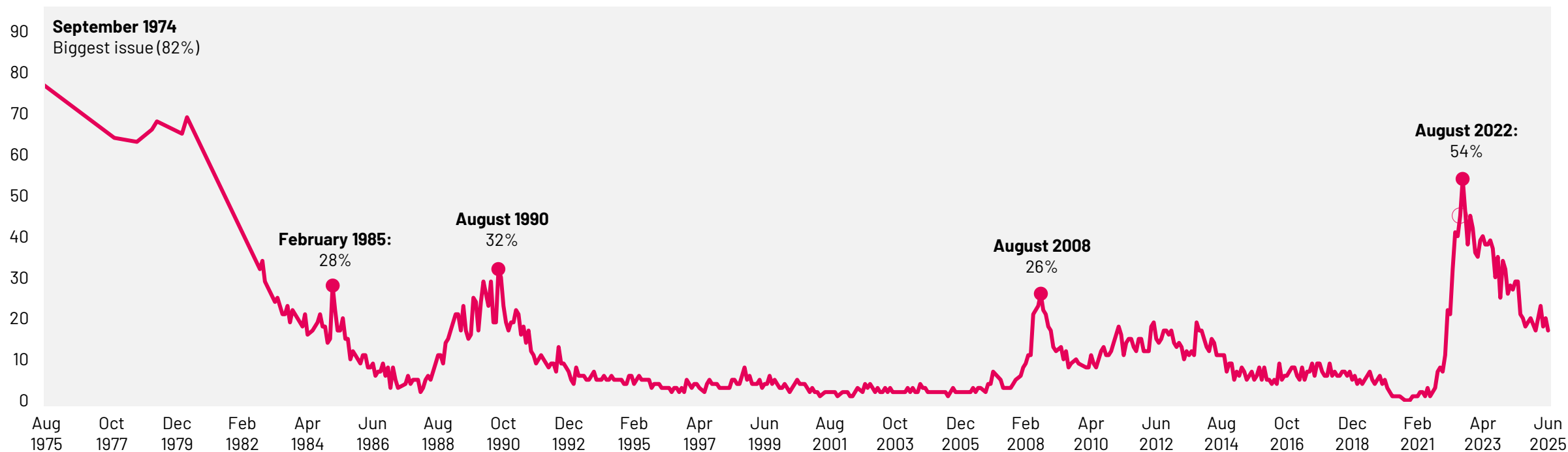
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices – concern since 1974

What do you see as the most/other important issues facing Britain today?



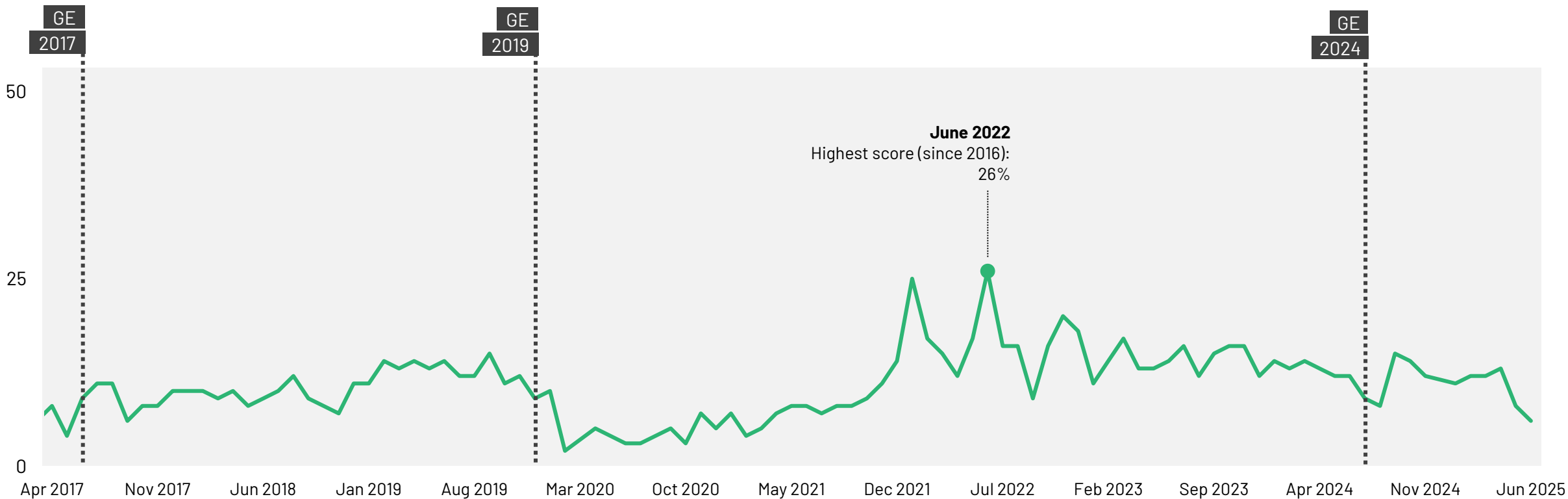
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Lack of faith in politicians/politics

What do you see as the most/other important issues facing Britain today?



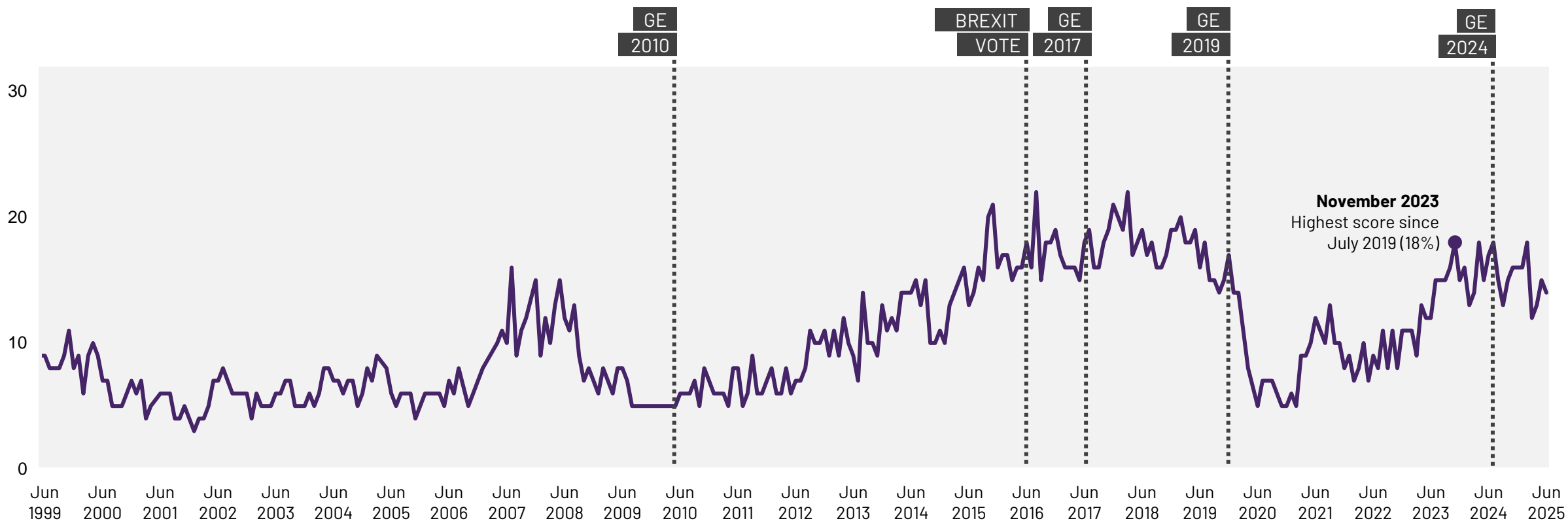
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Housing

What do you see as the most/other important issues facing Britain today?



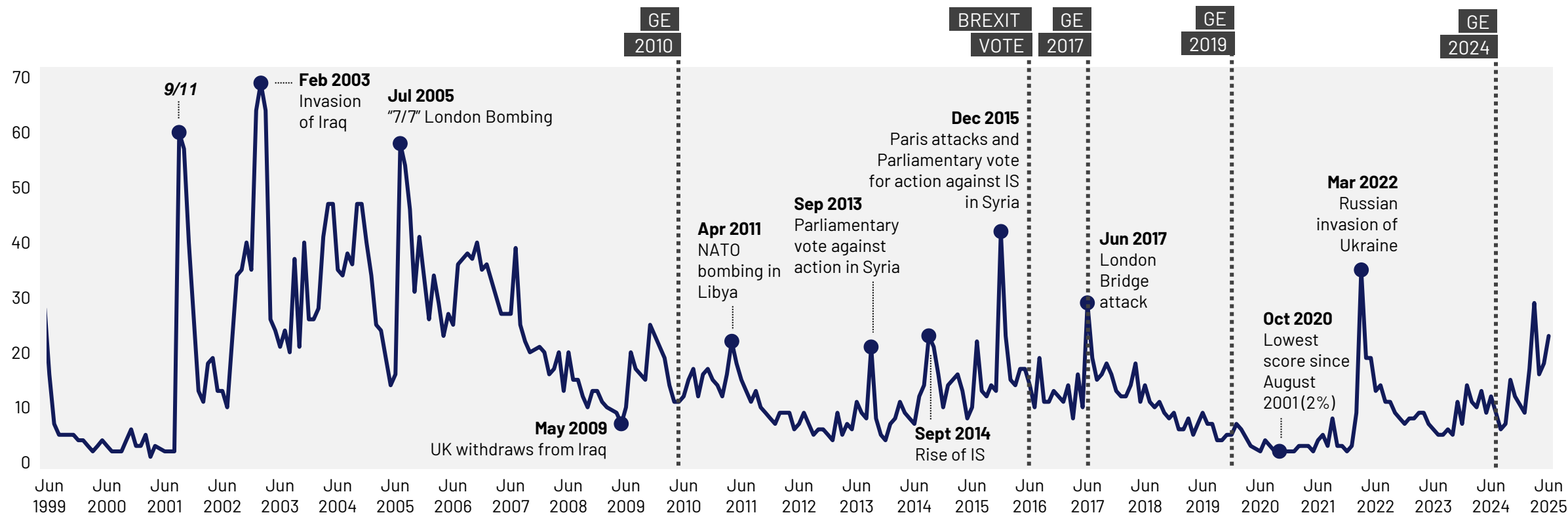
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs /International Terrorism

What do you see as the most/other important issues facing Britain today?



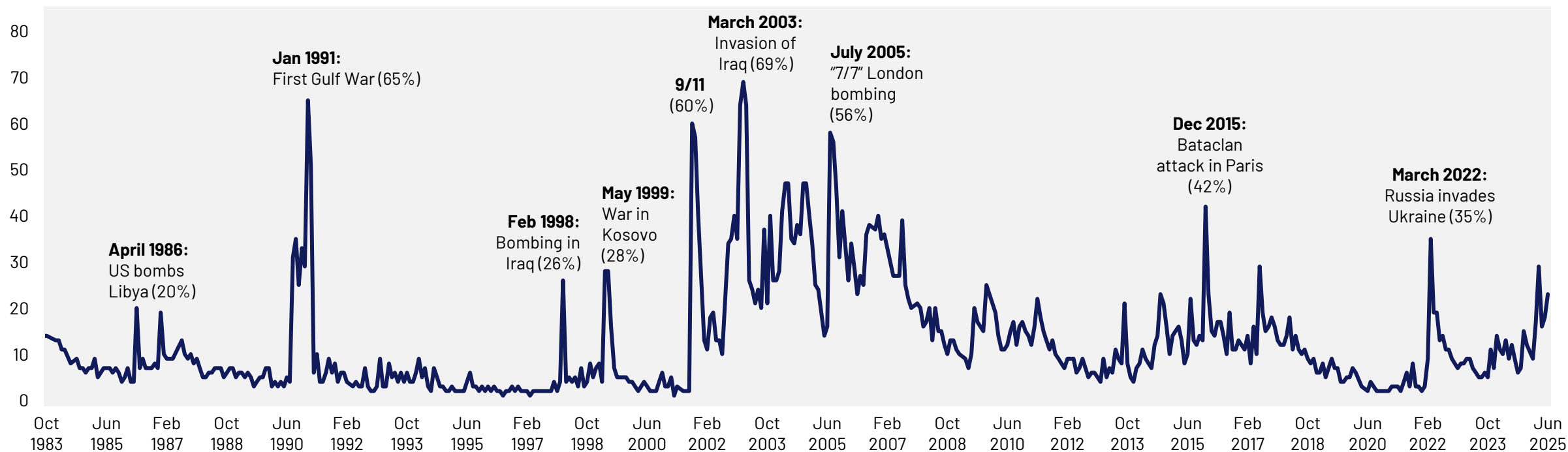
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs – Concern Since 1982

What do you see as the most/other important issues facing Britain today?



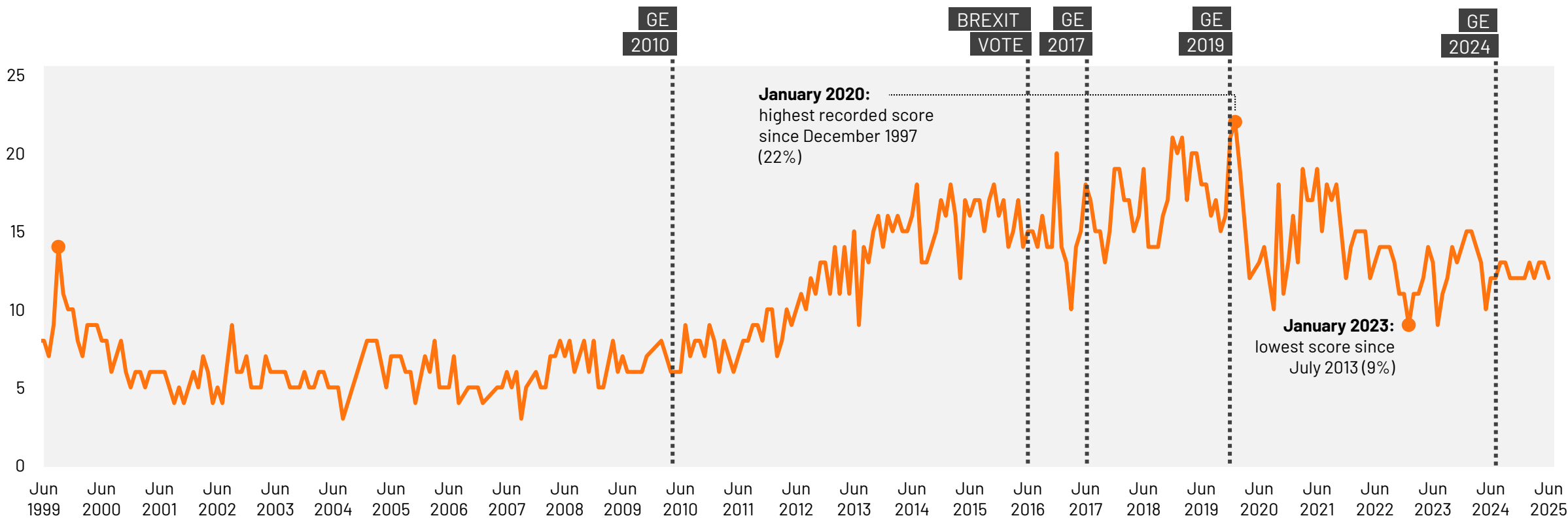
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Poverty/Inequality

What do you see as the most/other important issues facing Britain today?



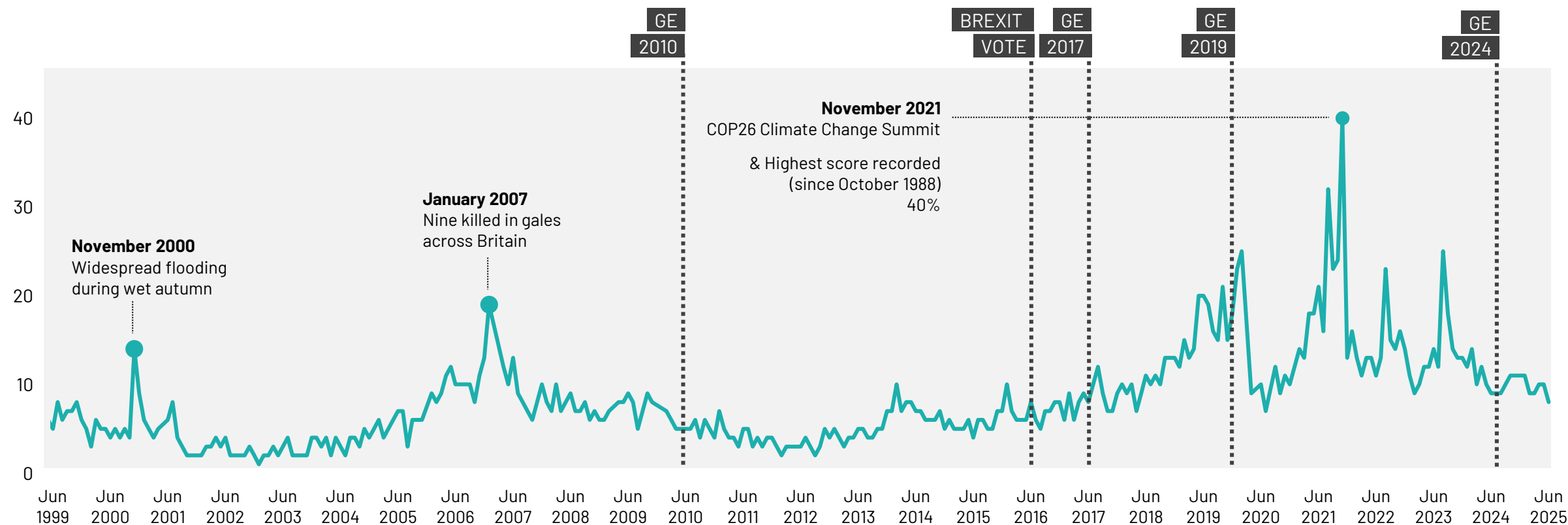
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Pollution/Environment/Climate change

What do you see as the most/other important issues facing Britain today?



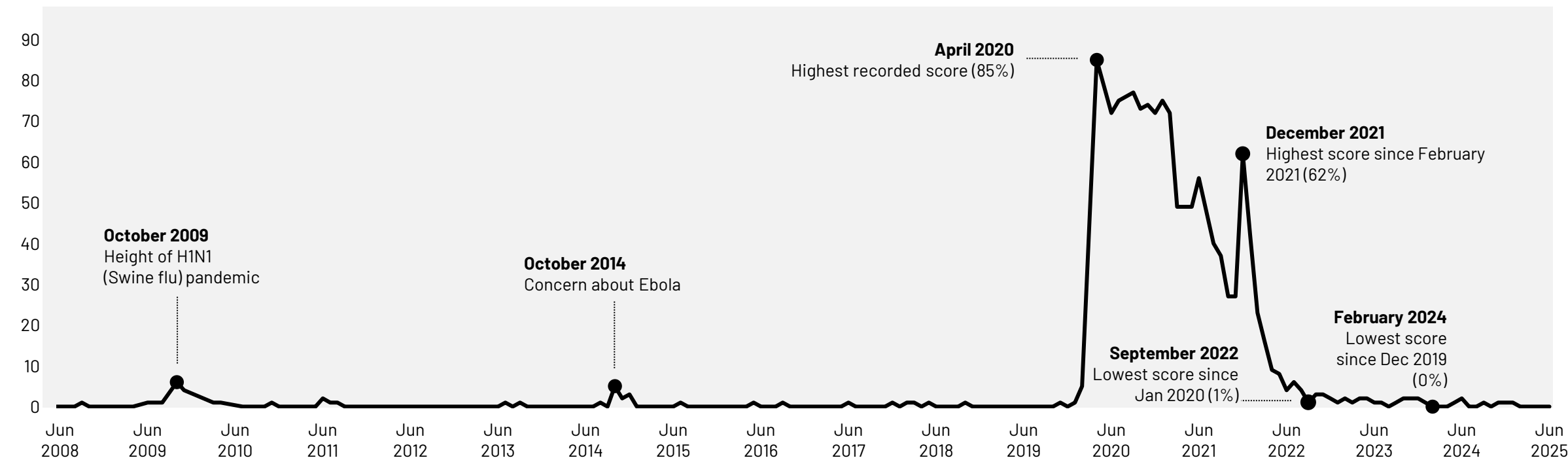
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Coronavirus/Pandemic diseases

What do you see as the most/other important issues facing Britain today?



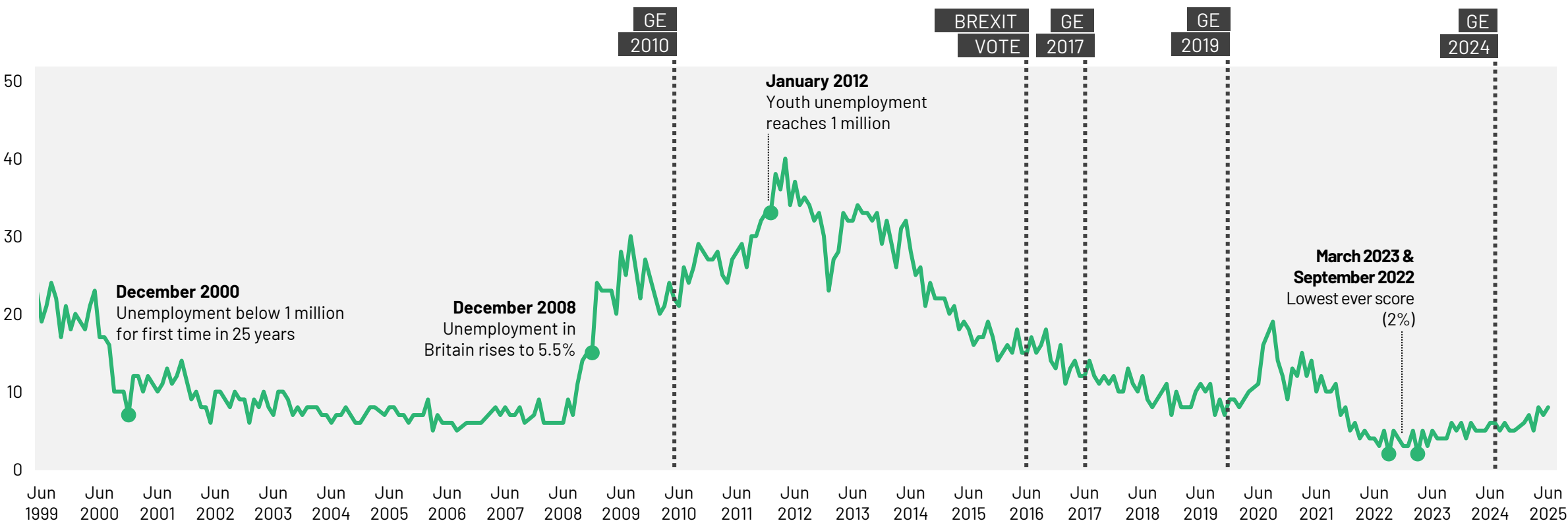
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Unemployment / Factory closure / Lack of industry

What do you see as the most/other important issues facing Britain today?

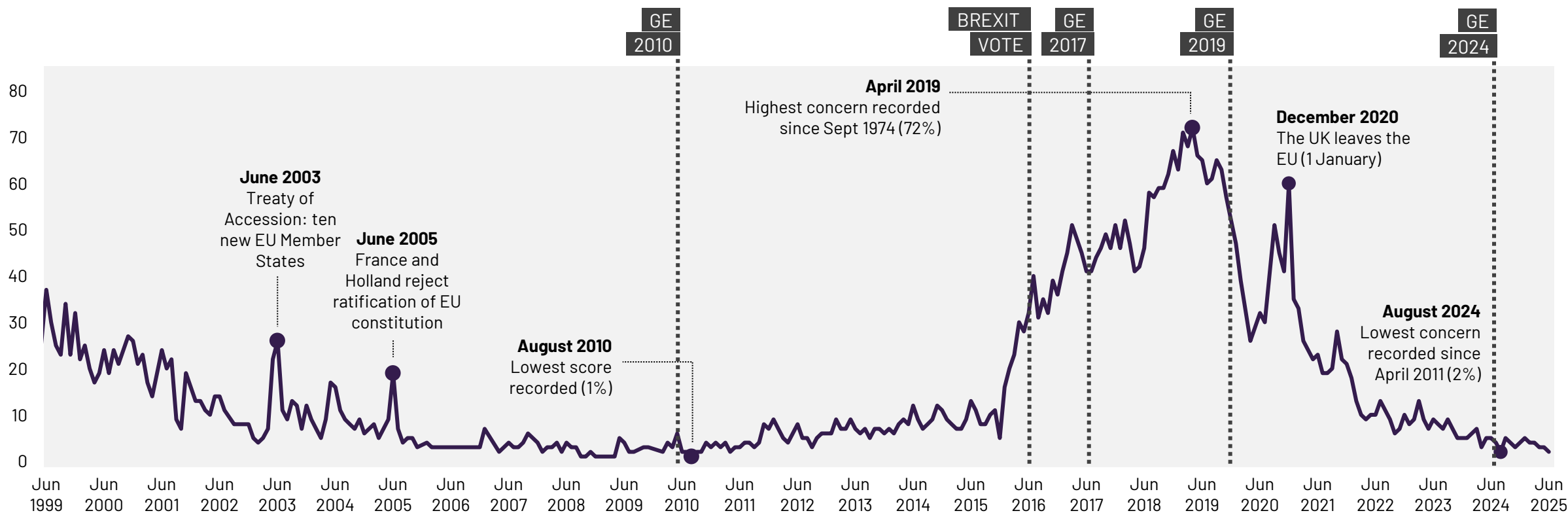


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

What do you see as the most/other important issues facing Britain today?



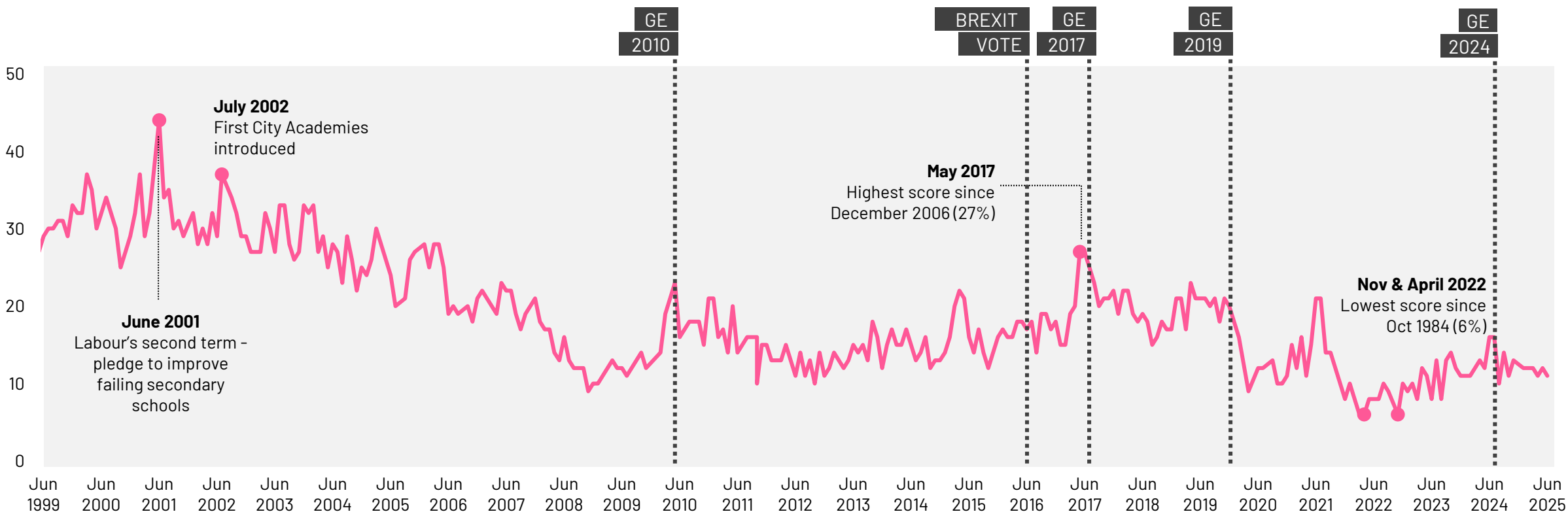
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Education/Schools

What do you see as the most/other important issues facing Britain today?



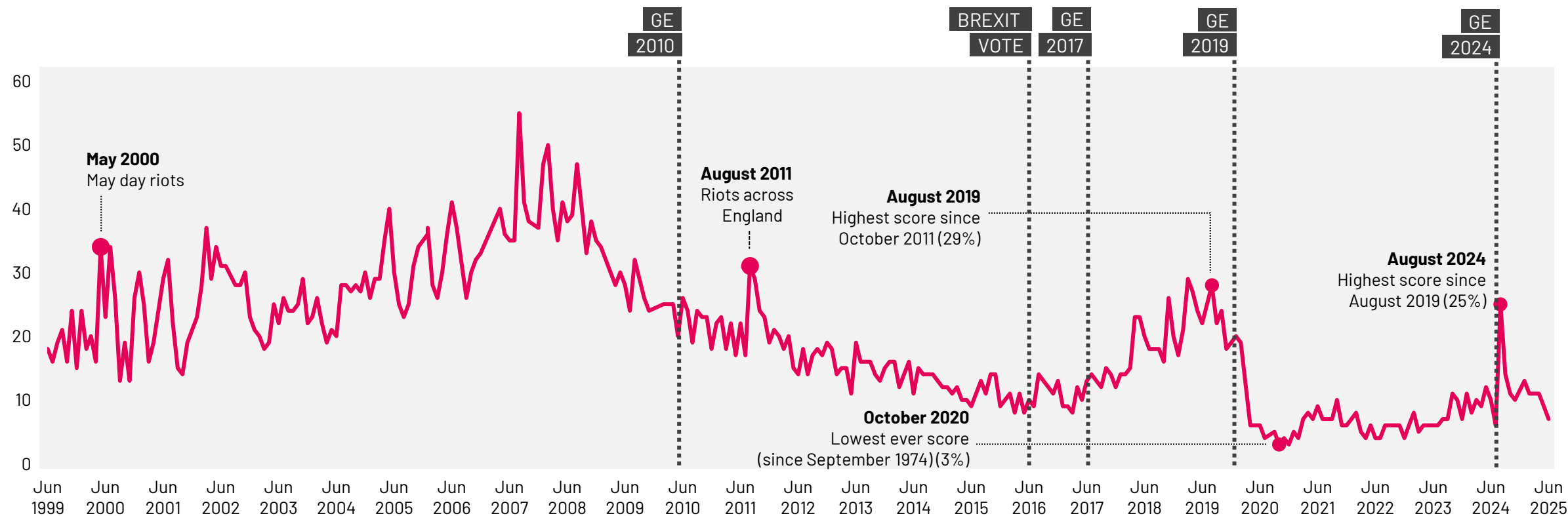
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Crime/Law & Order/Violence/Vandalism /ASB

What do you see as the most/other important issues facing Britain today?



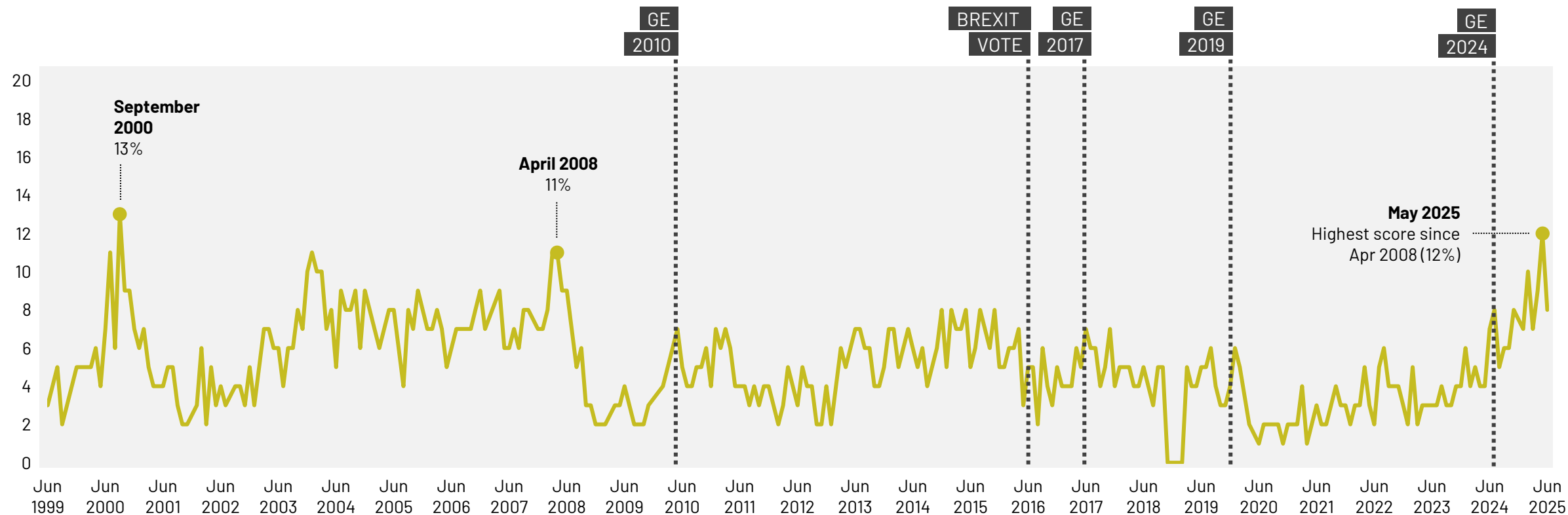
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Taxation

What do you see as the most/other important issues facing Britain today?



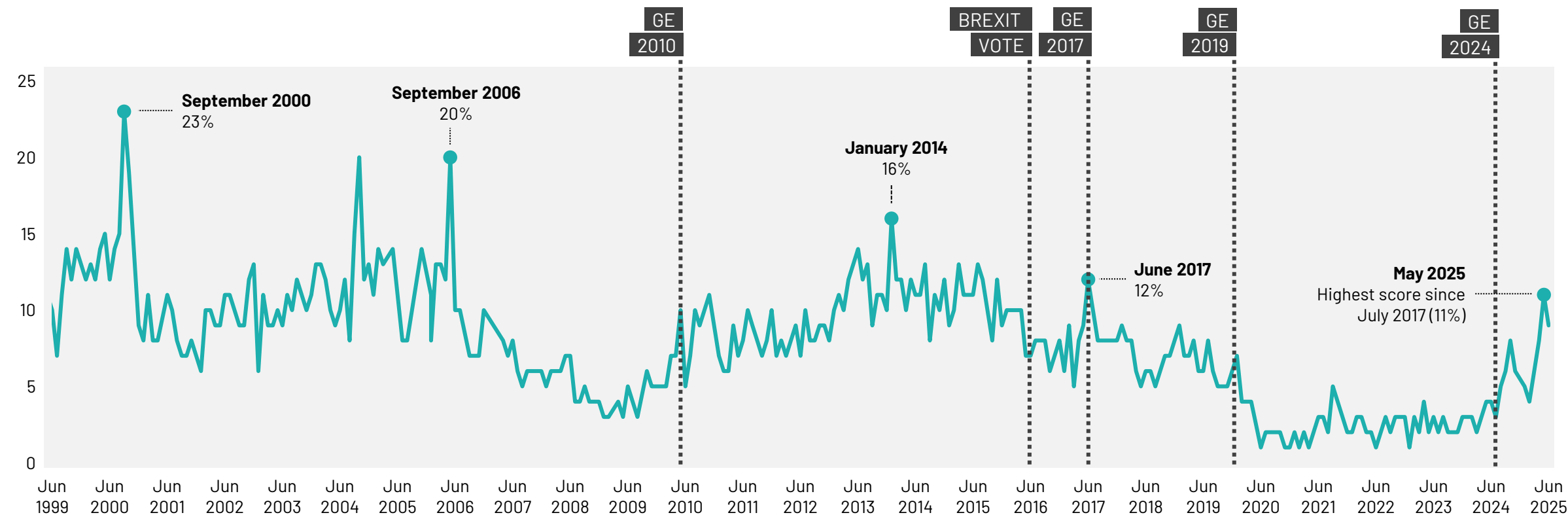
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Pensions/Social Security/Benefits

What do you see as the most/other important issues facing Britain today?



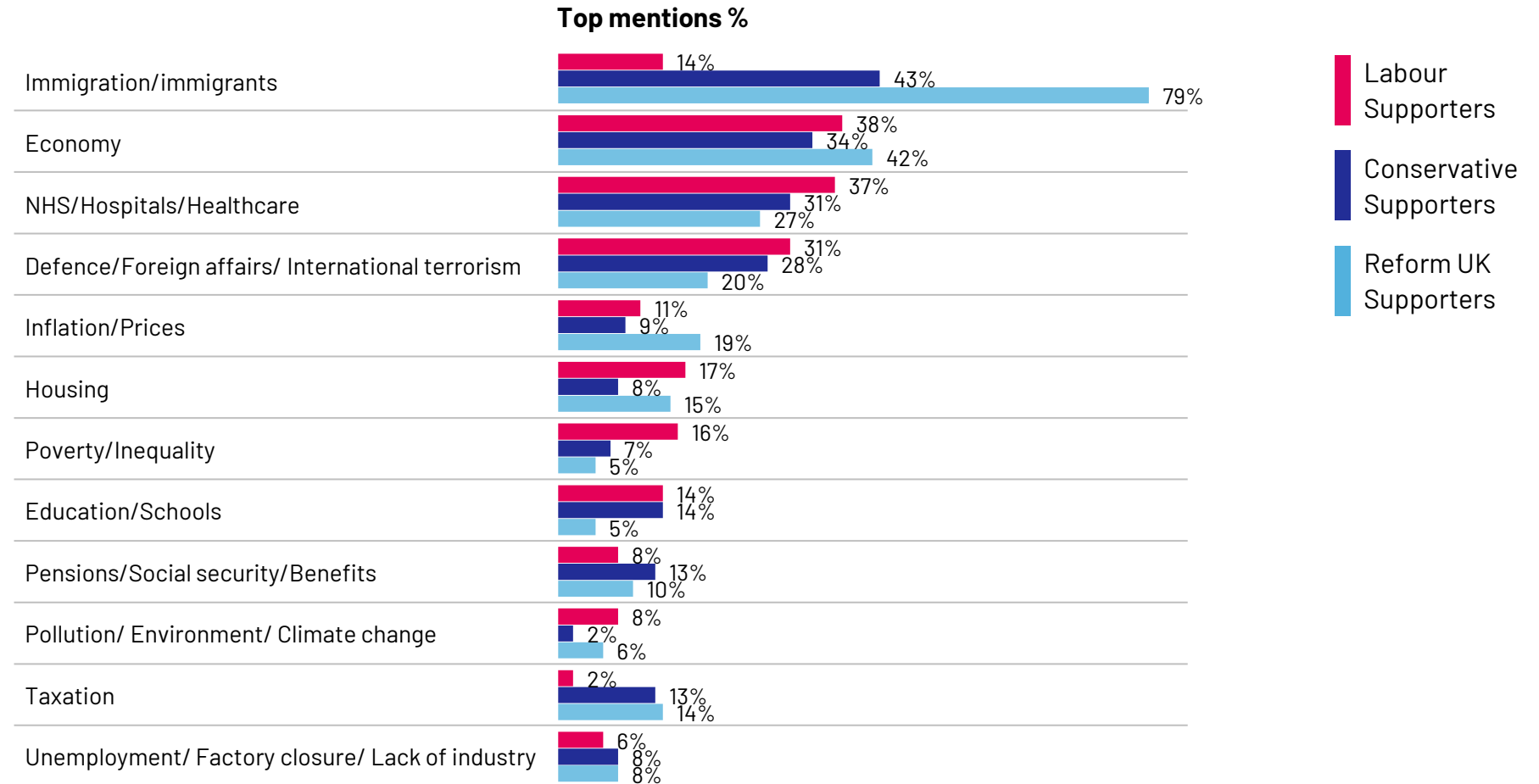
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Party support

What do you see as the most/other important issues facing Britain today?

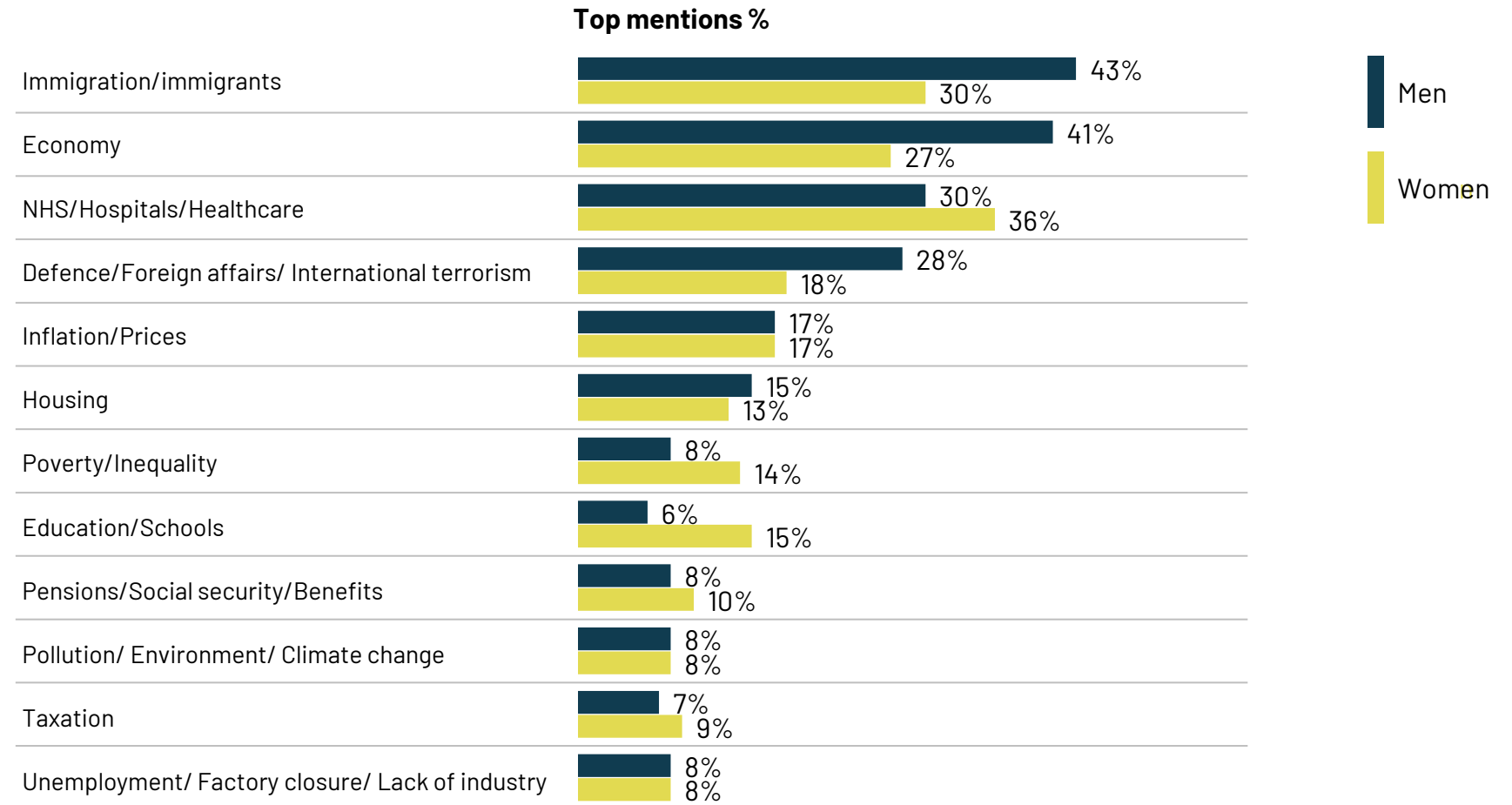


Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Men and women

What do you see as the most/other important issues facing Britain today?

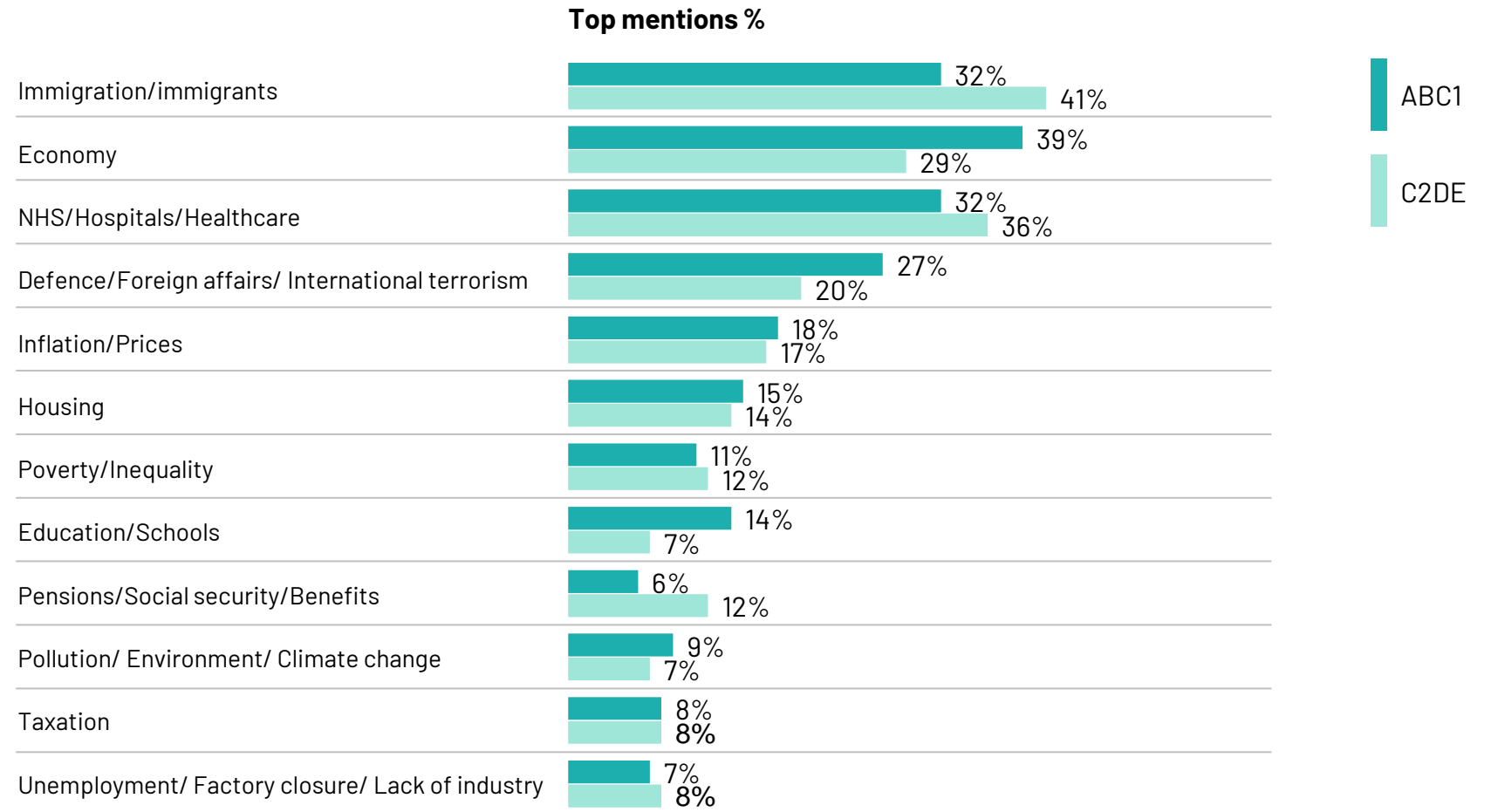


Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Social grade

What do you see as the most/other important issues facing Britain today?

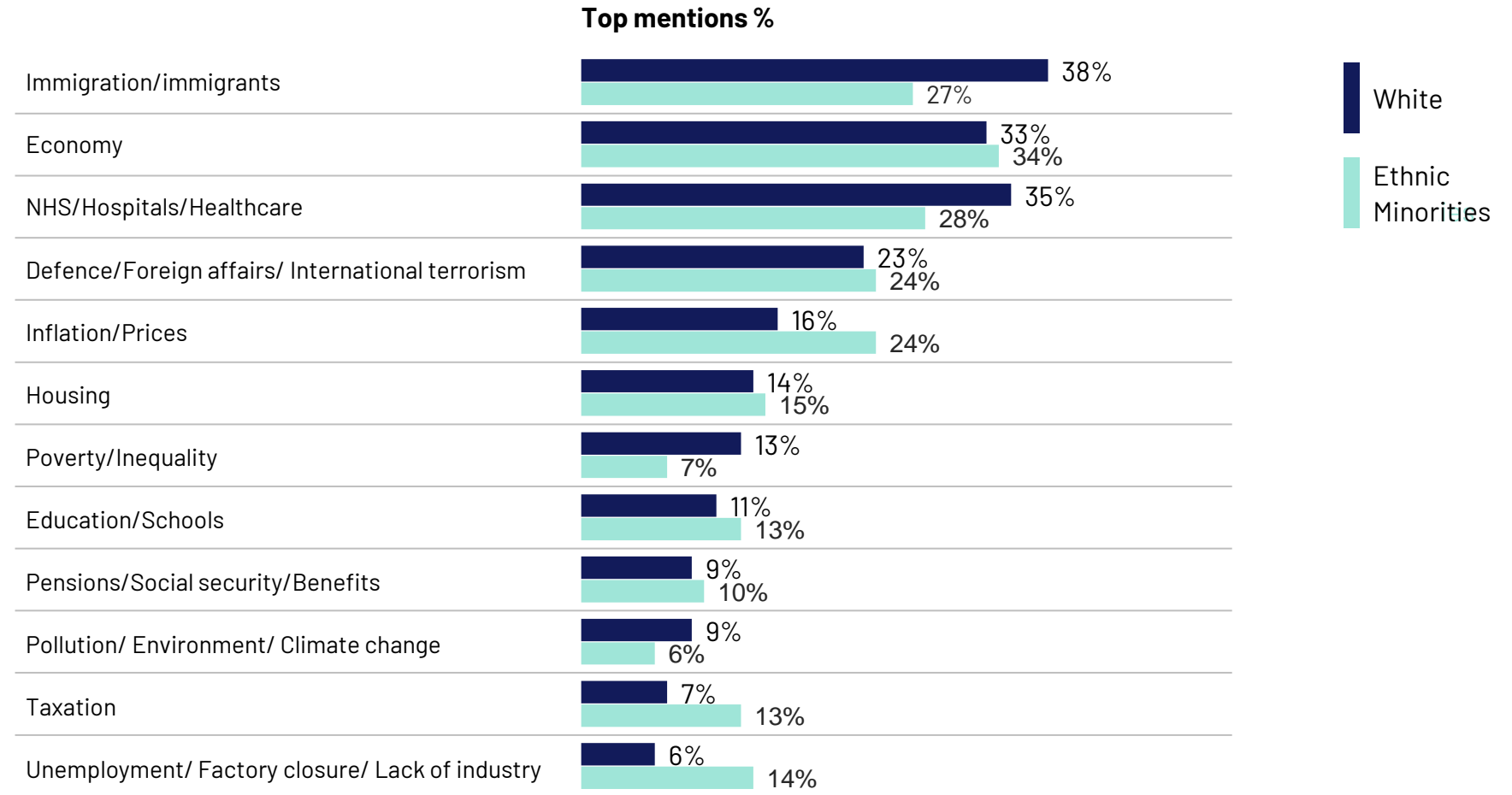


Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Ethnic background

What do you see as the most/other important issues facing Britain today?

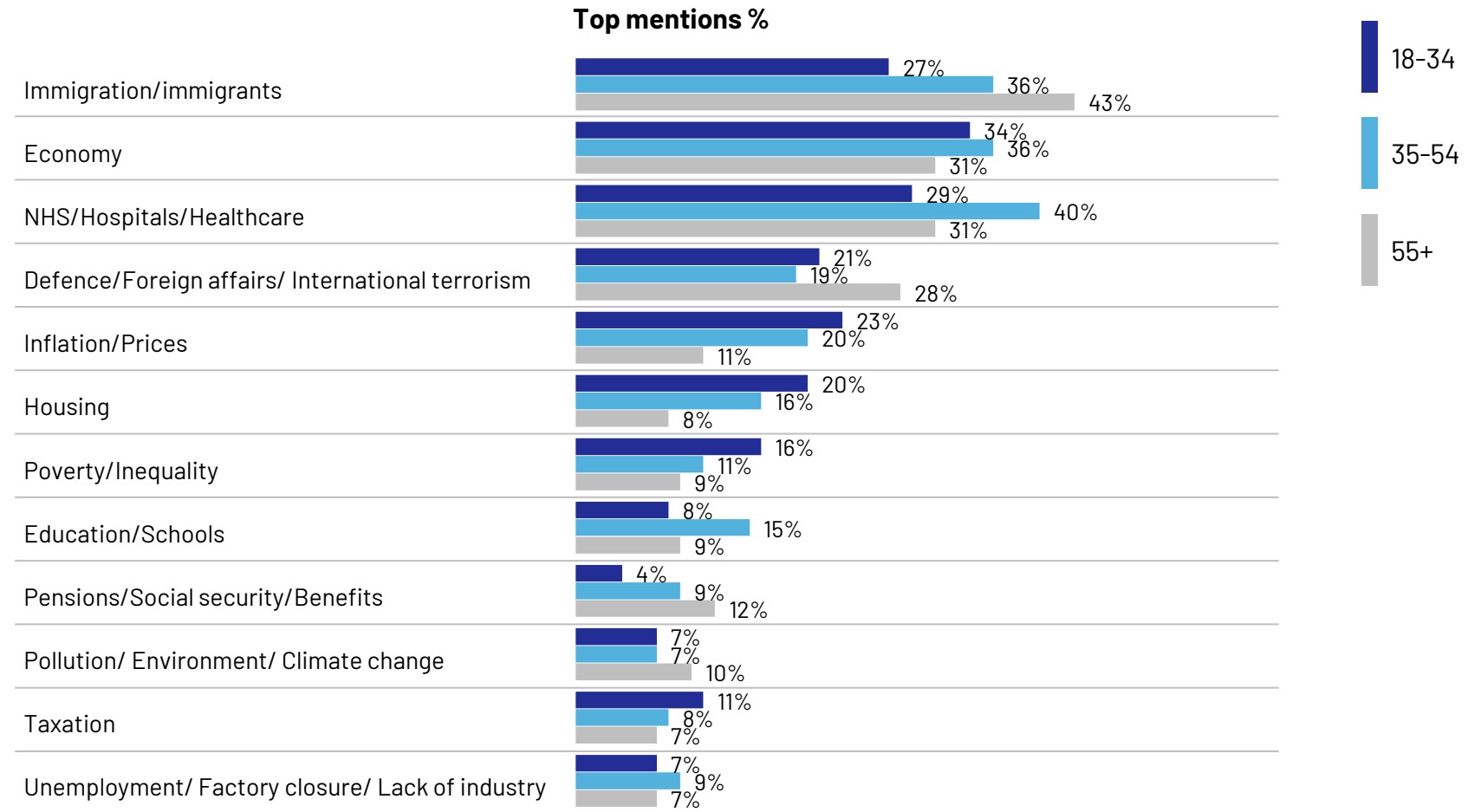


Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Age group

What do you see as the most/other important issues facing Britain today?



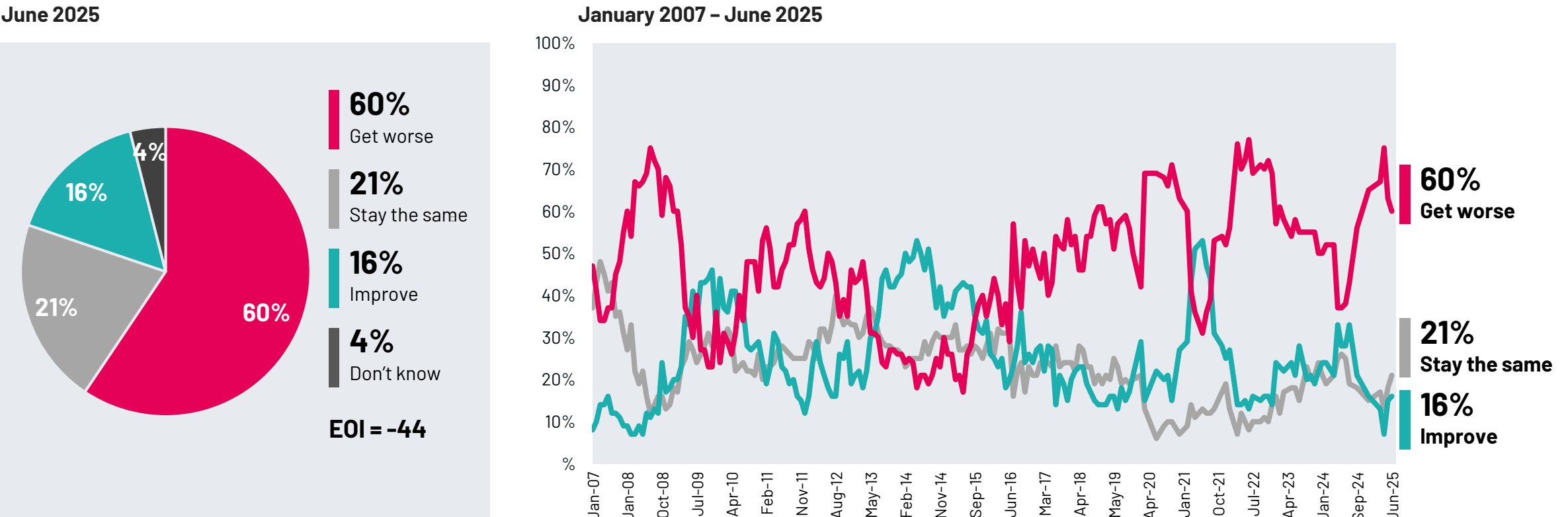
Base: 1,003 British adults 18+, 11 – 17th June 2025

Source: Ipsos Issues Index

Economic Optimism

Ipsos Economic Optimism Index

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

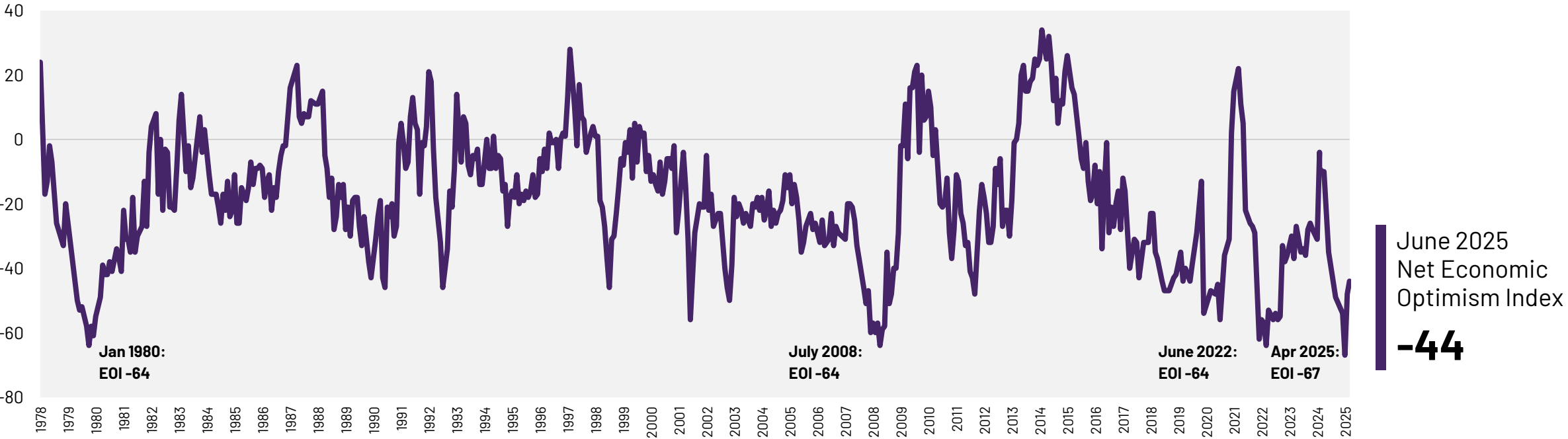


Base: 1,003 British adults 18+, 11 – 17th June 2025



Ipsos Economic Optimism Index (1978-2025)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months? *Net Economic Optimism Index = % get better minus % get worse*



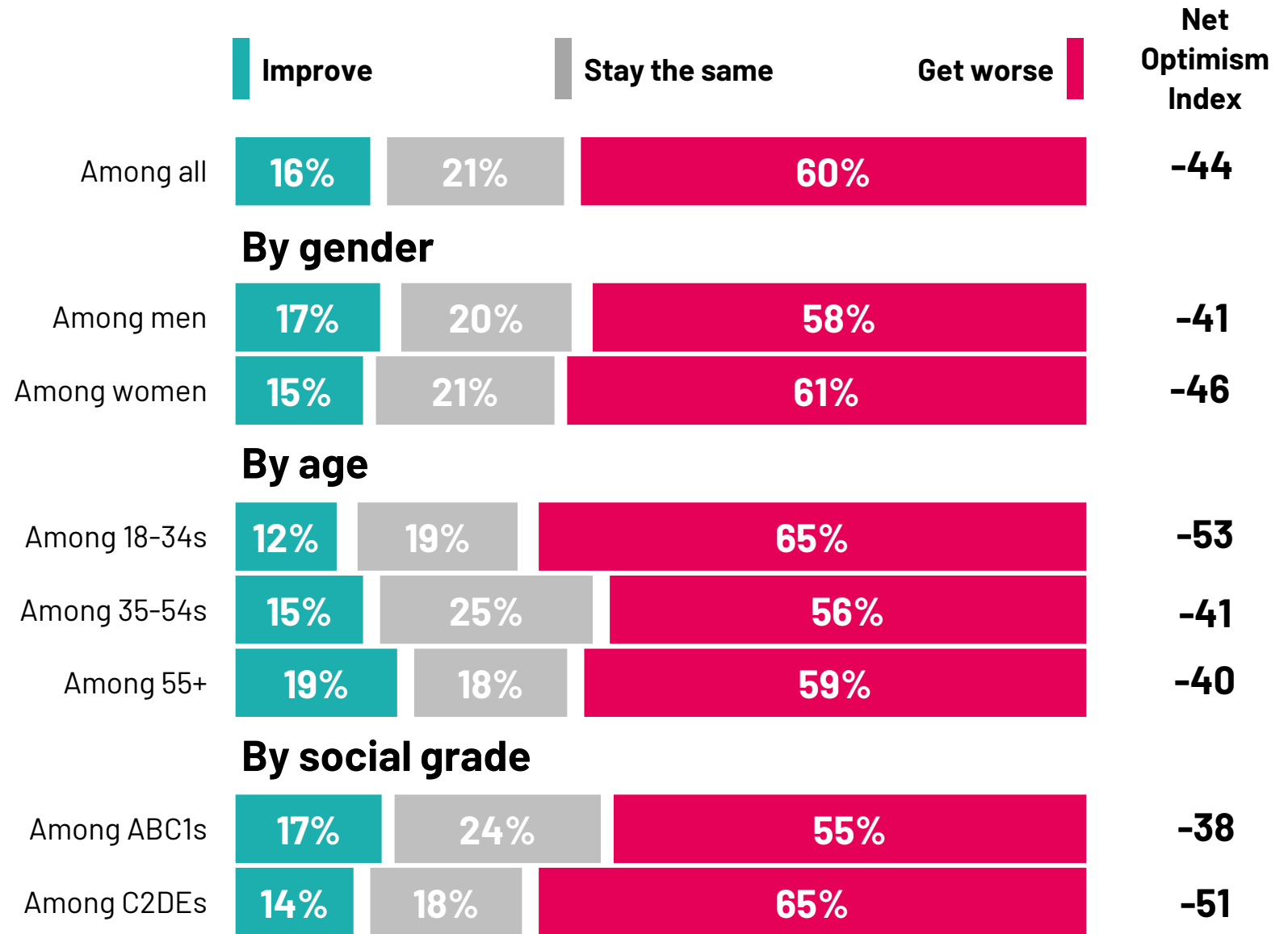
Base: c.1,000 British adults 18+ each month



Economic optimism: by sub-group

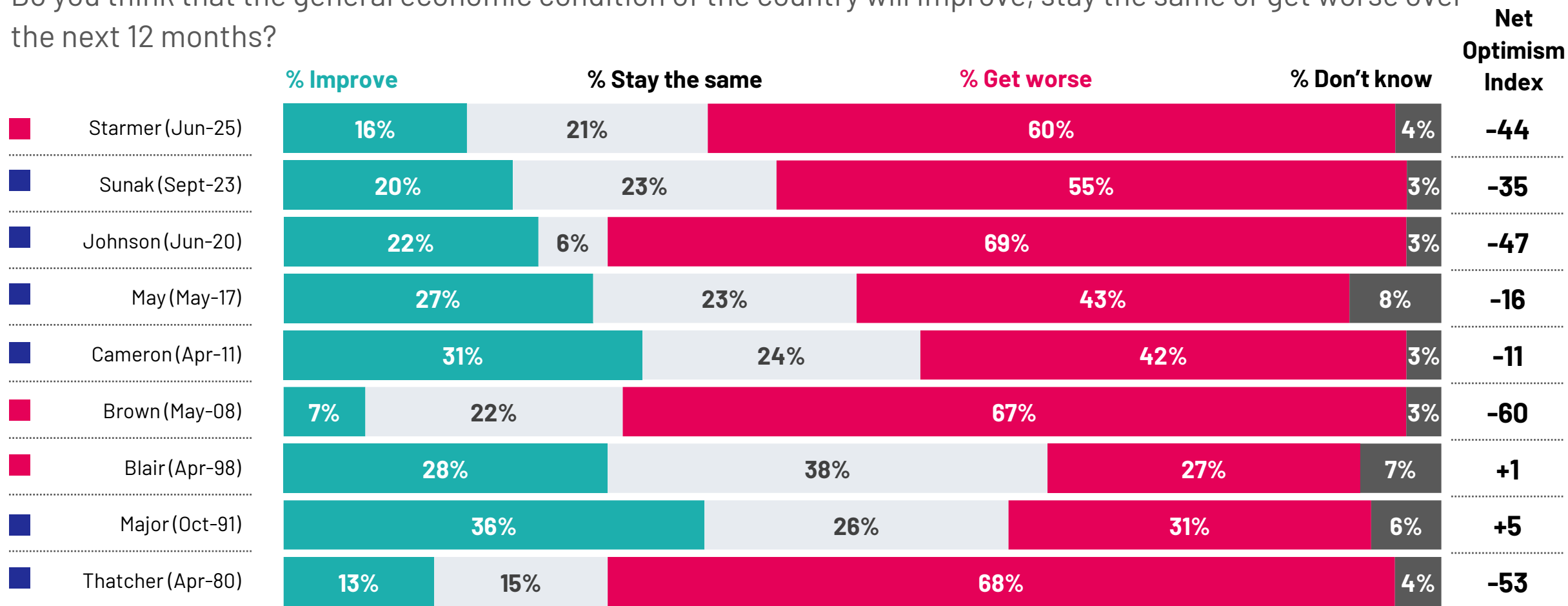
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

Base: 1003 British adults aged 18+, including (475) men, (506) women, (242) 18-34-year-olds, (304) 35-54s, (457) 55-75s, (657) ABC1, and (288) C2DE 11 - 17 June 2025



Ipsos Economic Optimism Index: After 12 months as PM

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

* Data has been taken from the survey closest to 12 months after the leader became Prime Minister.



Issues Index June 2025

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