



BASE: ALL ADULTS AGED 18+

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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 site testing
 Respondent base: GB Adults 18+
 Fieldwork dates: 2nd July - 8th July 2025
 Source: Ipsos (IN Q218)

Source : Iloilo (JN Q218)



ISSUES INDEX JULY 2020 PUBLIC

Table 1
CLP202 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 16+

	TOTAL	CON	FAMILY PRESERVING (NOT XFL)					IND QUANTILES					SECTOR WORKING IN				ETHNIC				CHG CL IN 10 YRS
			LAB OUR	CHRY	RETOR M UK	NONE	1	2	3	4	5	PLBL C	PRVATE	WHITE	BLACK	ROW 22					
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16			
Unemployment/sales	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ageing population/ Social care for the elderly	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
AI / Technologies	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Animal welfare	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Children services / support for under adults	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Communicable / pandemic diseases	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Common Market / Brexit/ EU / General / Euro	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Countryside/Rural life	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Crim/Law & order/ Violence/ Terrorism/Extremism/ gang behaviour	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Defence/Foreign affairs/ International relations	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Disasters	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Economy/Economic situation	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Education/Schools	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Food and/or food/ Tourism	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Health	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
International / continents	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Infrastructure	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
International trade/Trade deals	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Lack of faith in politics / politicians / government	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Local government/ Council tax	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Low pay/Minimum wage/Fair wages	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Mental health/ Well being	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Mobility/ Individual behaviour/ Climate	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
National health services/Hospitals/ Healthcare	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
National/Industry/ Government/ Industrial relations	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Northern Ireland	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Nuclear weapons/ Nuclear safety/ Disarmament	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Pensions/Social security/Benefits	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Rural areas/Cast	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Pollution/ Environment/ Climate change	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Population growth/ Overpopulation	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Prison/Exchange rate/Value of money	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Privacy/Inequality	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Privatisation	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Public services in general	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Race relations	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Rural families/ Minorities	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
UK union/ devolution/Scotland	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Unions	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Trade unions/ Strikes	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Transport/Public transport	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Unemployment/ Factory closure/ Lack of industry	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Media/ Social media	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Major issues/ OF NEW TOPICS	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
COVID-19/ COVID-19	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Personal Freedom (B21)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Proportions/Means: Columns Total (2% risk level) - 1/10/10/10 - 1/10/10/10 - 1/10/10/10 - 1/10/10/10 - 1/10/10/10
Overall Statistics used: * small base ** very small base (under 30) ineligible for eg testing
Respondent base: UK Adults 16+
Fieldwork dates: 2nd July - 8th July 2020
Source: Ipsos (CLP202)



Table 6
Q.P023/04 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

[illegible]

Proportions/Mean: Columns Tested (% risk level) - 1/0/0 - 1/0/0/0/0/0/0/0 - 1/0/0/0/0/0/0/0
Overlap formulae used. * small base
Respondent type : G8 Adults 18+
Fieldwork dates : 2nd July - 8th July 2026
Source : Ipsos [IN Q218]

Table 5
What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - i/j/k - l/m - n/o/p/q/r - s/t/h

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

Respondent type : GB Adults 18+

Fieldwork dates : 2nd July - 8th July 2025
Source : Jones (1972:8)

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Table 6
Q.P033/04 What do you see as the main/other important issues facing Britain today

BASE: ALL ADULTS AGED 18+

[illegible]

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 20) ineligible for sig testing
Respondent type: G8 Adults 18+
Fieldwork dates: 2nd July - 8th July 2025
Source: Ipsos (IN Q258)



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Table 7
ECONOMY - 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: ALL ADULTS AGED 18+

	TOTAL (z)	SEX		AGE									SOCIAL GRADE						HH INCOME		
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	UP TO 24999 (r)	25000-49999 (s)	50000 PLUS (t)
Unweighted Base	1001	517	470	112	135	135	160	184	274	247	295	458	316	363	138	148	679	286	124	190	381
Weighted Base	1001	477	510	106*	168	166	160	160	239	274	327	399	244	278	193	259	522	452	162*	179	340
Improve	116	65	49	6	22	25	17	20	26	28	42	46	37	36	14	22	74	36	17	22	48
	12%	14%	10%	5%	13%	15%	11%	12%	11%	10%	13%	11%	15%	13%	7%	9%	14%	8%	11%	12%	14%
	cj					c				c			znq				znq				
Stay the same	161	86	74	21	27	29	27	21	36	48	56	57	43	43	39	30	86	69	17	39	67
	16%	18%	14%	20%	16%	17%	17%	13%	15%	18%	17%	14%	18%	15%	20%	12%	17%	15%	11%	22%	20%
																			2r	2r	
Get worse	679	300	366	71	106	100	112	117	171	177	213	288	151	189	132	192	339	325	116	112	210
	68%	63%	72%	67%	63%	60%	70%	73%	72%	65%	65%	72%	62%	68%	69%	74%	65%	72%	71%	63%	62%
	alp		za					e				ze				lp		i			
Don't know	46	25	21	8	14	12	4	3	6	21	16	9	12	10	7	14	23	21	12	6	15
	5%	5%	4%	7%	8%	7%	2%	2%	3%	8%	5%	2%	5%	4%	4%	6%	4%	5%	8%	3%	4%
	k			gk	ghk	k				zghk											

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 - z/u/v
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 2nd July - 8th July 2025
Source : Ipsos (JN Q218)



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Table 8
ECONOMY - 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: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA		
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL. GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)
Unweighted Base	1001	828	60	113	223	310	250	121	234	380	315	262	463	444	474	130	397	442	321	238
Weighted Base	1001	864	47*	90*	237	306	259	134*	234	317	311	326	339	561	458	144*	399	453	319	228
Improve	116 12%	102 12%	2 5%	11 13%	25 11%	32 10%	30 11%	18 14%	29 12%	34 11%	49 16%	26 8%	50 15%	53 9%	65 14%	9 7%	41 10%	54 12%	36 11%	26 11%
Stay the same	161 16%	138 16%	9 19%	14 15%	33 14%	46 15%	37 14%	24 18%	44 19%	51 16%	56 18%	47 15%	68 20%	79 14%	80 18%	16 11%	64 16%	75 17%	50 16%	36 16%
Get worse	679 68% i/n	586 68%	34 72%	58 65%	174 74%	210 69%	176 68%	87 65%	149 64%	218 69%	193 62%	234 72%	209 62%	405 72%	292 64%	112 78%	276 69%	303 67%	218 68%	158 69%
Don't know	46 5% d	37 4%	2 5%	7 7%	4 2%	19 6%	16 6%	4 3%	12 5%	13 4%	14 4%	18 6%	12 4%	24 4%	22 5%	6 4%	18 4%	22 5%	16 5%	8 4%

Proportions/Means: 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/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 2nd July - 8th July 2025
Source : Ipsos (JN Q218)



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Table 9

ECONOMY - 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: ALL ADULTS AGED 18+

	TOTAL (z)	PARTY PREFERENCE (NOT VI)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	NONE (e)	1 (i)	2 (j)	3 (k)	4 (l)	5 (m)	PUBLI C (n)	PRI VATE (o)	WHITE (v)	BME (w)	
Unweighted Base	1001	154	192	93	212	214	164	153	184	189	197	188	401	849	138	229
Weighted Base	1001	137	179	85*	230	257	195	165	187	172	166	102	473	837	152*	258
Improve	116	12	48	13	6	29	20	15	22	26	22	12	61	96	18	28
	12%	9%	27%	16%	3%	11%	10%	9%	12%	15%	14%	12%	13%	12%	12%	11%
	d	d	za de	d		d										
Stay the same	161	23	45	23	13	32	30	27	24	33	32	16	80	130	30	44
	16%	17%	25%	28%	6%	13%	15%	16%	13%	19%	19%	15%	17%	16%	20%	17%
	d	d	zd e	zde		d										
Get worse	679	99	77	47	205	174	135	109	136	105	108	69	309	575	94	170
	68%	72%	43%	55%	89%	67%	69%	66%	73%	61%	65%	68%	65%	69%	62%	66%
	bc	bc			za bce	b										
Don't know	46	3	8	1	5	23	10	13	6	7	4	5	23	35	10	17
	5%	2%	5%	1%	2%	9%	5%	8%	3%	4%	2%	5%	5%	4%	7%	6%
						zac d		m								

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/t/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 : 2nd July - 8th July 2025

Source : Ipsos (JN QZ18)