

Q1/22 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE										INCOME			
	TOTAL 25 M	FEMALE 25 F	18-24 11 M	25-34 11 M	35-44 11 M	45-54 11 M	55+ 11 M	18-24 11 F	25-34 11 F	35-44 11 F	45-54 11 F	55+ 11 F	A9 (M) 11	C1 (M) 11	C2 (M) 11	C4 (M) 11	ABC1 (M) 11	C2DE (M) 11	UP TO 24999 11	25000-49999 11	50000+ 11					
UNEMPLOYED/ SAME REHABBED/ SAME	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
Ageing population/Social care for the elderly	8	3	5	3	1	5	2	3	3	2	3	2	3	2	1	5	3	3	3	3	3	3	3	3	3	3
All/Terrorism	1%	1%	1%	-	-	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Childcare services/ Support for young people	4	-	4	-	-	-	-	-	-	-	4	-	-	2	-	-	2	2	2	-	2	-	-	-	-	-
Coronavirus/ pandemic diseases	3	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/ Brexit/EU/Euro/ Euro	5	2	2	-	-	-	-	1	1	-	1	4	1	1	1	2	1	2	2	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crime/Law & Order/ Violence/ Vandalism/antisocial/abuse	25	9	6	7	2	-	1	1	2	9	2	4	2	2	5	5	5	5	9	2	2	2	5	-	-	-
Defence/Foreign affairs/ international terrorism	45	35	75	25	5	18	9	7	20	7	27	27	20	17	6	16	37	23	9	7	7	24	-	-	-	-
Disability	6%	7%	5%	1%	2%	11%	5%	5%	6%	2%	8%	7%	8%	6%	2%	6%	7%	5%	6%	6%	7%	-	-	-	-	-
Economy/Economic situation	120	68	78	23	24	26	41	26	36	15	31	31	13	11	25	28	10	64	29	27	68	20	20	20	20	20
Education/Schools	11	1	10	-	1	-	2	2	3	2	3	1	2	4	2	2	7	4	-	2	4	-	-	-	-	-
Food production/farmer	2	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hospital	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Innovation/innovations	200	131	115	24	27	30	24	48	36	51	65	112	38	56	77	34	98	150	28	48	72	20	20	20	20	20
Inflation/incomes	72	27	44	13	21	21	8	6	6	5	11	22	9	3	18	18	15	19	20	34	14	19	21	-	-	-
Job security	74	65	95	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
International trade/trade deals	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Land of faith in politics / politicians/ fascism	27	56	11	5	8	1	4	9	5	9	13	4	12	4	14	16	10	3	5	5	55	-	-	-	-	-
Local government/Council tax	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government/wage/ear wages	30	2	7	4	2	-	2	1	1	5	2	3	2	2	4	2	4	5	2	2	2	3	-	-	-	-
Local government/ 1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Mental health/ well-being	6	-	6	-	1	-	1	8	-	1	1	4	-	1	1	4	1	5	4	-	2	2	-	-	-	-
Monthly individual reference/ Unemployment	25	7	2	2	2	-	4	4	2	2	2	4	2	2	4	4	2	2	2	2	2	2	-	-	-	-
National health service/hospitals/ healthcare	25	15	25	-	-	-	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Nationalisation/ Government/ centralised institutions	2	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	1	1	1	2	-	-	-	-	-	-
Northern Ireland/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Deterrence	9	2	7	1	2	-	1	4	2	3	1	6	1	2	1	6	3	7	7	-	2	-	-	-	-	-
Obesity/ Social security/Benefits	29	10	18	1	9	6	2	3	7	10	9	10	3	5	4	14	9	20	20	13	3	2	2	2	2	2
Rental issues/Rent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Religious/ Environment/ Climate change	21	9	12	-	3	5	4	4	4	3	10	8	9	5	6	1	14	7	1	4	11	-	-	-	-	-
Regulation levels/Overpopulation	5	2	2	1	-	-	1	1	1	-	4	2	2	-	1	1	1	1	2	1	-	-	-	-	-	-
People/Exchange rates/Value of a pound	15%	15%	15%	-	-	-	15%	15%	15%	-	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Residential issues/ Cleaning/ Treated water/ Sewage	22	12	18	5	4	9	3	4	4	9	12	8	12	2	11	20	13	4	8	10	26	26	26	26	26	26
Prostitution	2%	6%	6%	5%	5%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Public services in general	20	5	6	4	2	1	1	2	2	6	1	3	5	4	6	6	6	6	6	6	6	6	6	6	6	6
Race relations	2	2	4	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	-	-	-	-	-	-	-	-
Relaxed/ Family/ Morality	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK climate/ devestation/Reform	2	3	-	-	-	-	-	-	-	-	3	1	-	3	1	3	1	2	1	1	1	-	-	-	-	-
Taxation	29	16	12	5	9	8	4	1	2	14	12	2	6	16	5	2	22	7	1	2	17	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport/Public transport	4	2	1	-	-	-	1	2	-	2	3	1	2	1	2	2	2	2	2	-	-	-	-	-	-	-
Unemployment/ Factory closure/ lock of industry	9	5	4	2	1	-	2	1	3	2	4	4	2	2	5	1	2	6	4	-	4	-	-	-	-	-
Median	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportion of issues: Coloured = Treated (5% risk level) - 1/2 (a) - 1/2 (b) - 1/2 (c) - 1/2 (d) - 1/2 (e) - 1/2 (f) - 1/2 (g) - 1/2 (h) - 1/2 (i) - 1/2 (j) - 1/2 (k) - 1/2 (l) - 1/2 (m) - 1/2 (n) - 1/2 (o) - 1/2 (p) - 1/2 (q) - 1/2 (r) - 1/2 (s) - 1/2 (t) - 1/2 (u) - 1/2 (v) - 1/2 (w) - 1/2 (x) - 1/2 (y) - 1/2 (z)

Open/Normal issue: \* used issue

Respondent type: \* G1-Adult 18+

Feedback date: 2nd July - 8th July 2020

Source: Ipsos MORI

Table 2.

Q.PL03 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

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

Overlap formulae used. \* small base; \*\* very small base (under 301) ineligible for site testing

Respondent type : GB Adults 18+  
Fieldwork dates : 2nd July - 8th July 2025

Source : Ioss (IN Q218)

Table 2

Q. P102 What would you say is the most important issue facing Britain today?

Reactions/Masses: Columns Tested (5% risk level) =  $\pi_1/\pi_2/\pi_3/\pi_4 = \pi_1/\pi_2/\pi_3/\pi_4/\pi_5 = \pi_1/\pi_2/\pi_3/\pi_4/\pi_5/\pi_6 = \pi_1/\pi_2/\pi_3/\pi_4/\pi_5/\pi_6/\pi_7$

Overlap formulae used. \* small base; \*\* very small base (under 20) ineligible for sig testing

Respondent type : GB Adults 18+  
Fieldwork dates : 2011-03-01 to 2011-03-08

Fieldwork dates : 2nd July - 8th July 2025  
Source : Ipsos (IN Q218)

2021 RELEASE UNDER E.O. 14176

Table 6  
Which factors do you see as the main factors increasing human-robotic collaboration?

Q,P023/04 What do you see as the main/other important issues facing Britain today

Respondent type : GB Adults 18+  
Fieldwork dates : 2nd July - 8th July 2025

Source : Ipsos (IN Q218)

Q1/P2/D3/D4 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 16+

	GOVERNMENT OFFICE REGION										EDUCATION			WORKING STATUS			AREA			
	NORTHERN MIDLANDS, SCOTLAND, WALES			MIDLANDS, GL			SOUTH EXCL. GL			OWNED	MORTGAGED	RENTED	GRAD DATE	NON GRAD DATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL
	TOTAL	ENG LAND	WALS	SCOTLAND	ENG LAND	WALS	SCOT	ENG LAND	WALS	SCOT	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
UNWEIGHTED BASE	10001	854	477	90*	237	301	219	114*	234	217	311	226	239	543	454	144*	316	451	319	228
WEIGHTED BASE	10001	854	477	90*	237	301	219	114*	234	217	311	226	239	543	454	144*	316	451	319	228
Aging population/ Social care for the elderly	47	40	2	5	15	12	10	3	12	16	12	17	22	20	17	8	22	18	15	14
5%	5%	5%	5%	6%	4%	4%	3%	5%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	6%
All / Technology	10	10	-	-	*	3	2	1	5	6	3	*	1	3	5	4	*	4	*	5
5%	1%	-	-	*	1%	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	1%	*	1%	*	1%
Animal welfare	2	2	-	-	-	-	-	-	-	2	1	1	1	1	1	1	1	1	1	1
Childcare services / support for young people	39	35	2	2	7	9	7	14	7	13	13	13	15	21	15	8	16	25	9	5
4%	4%	5%	2%	3%	3%	3%	10%	3%	8%	4%	8%	4%	8%	3%	5%	4%	6%	3%	2%	2%
Coronavirus/pandemic diseases	2	2	-	-	1	-	-	-	-	1	-	-	1	-	-	1	1	1	-	-
Common Market*	18	17	-	-	5	5	4	3	4	7	8	3	6	10	9	1	7	6	7	5
Brexit/EU/Euro	2%	2%	3%	-	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Countrywide/local life	1	*	-	-	*	-	-	-	-	*	*	*	*	1	-	*	*	*	*	-
Crime/Police/ Violence/ Vandalism/Arrested (yab)	85	79	3	4	20	20	24	13	18	30	19	32	30	47	37	11	38	40	25	19
5%	9%	6%	4%	8%	10%	11%	10%	8%	9%	6%	10%	9%	8%	8%	9%	9%	8%	9%	9%	
Defence/Foreign affairs/ International terrorism	100	100	14%	14%	21%	17%	19%	19%	22%	21%	18%	18%	19%	21%	17%	20%	21%	21%	18%	19%
2%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Drug abuse	8	6	-	2	1	1	1	-	4	3	5	1	1	6	2	3	4	2	2	2
Economy/Economic situation	300	262	11	26	73	97	85	40	64	112	109	66	126	142	141	49	110	147	95	57
2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Education/Schools	100	83	3	11	11	20	23	19	29	20	20	20	20	20	20	20	20	20	20	20
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Food production/farming	2%	1%	3	1	3	2	1	3	2	5	2	3	2	5	6	1	6	8	3	4
Housing	130	122	3	5	33	36	33	21	35	28	41	57	42	80	65	16	40	60	37	34
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Immigration/immigrants	400	341	21	38	119	122	104	25	93	136	135	115	86	275	174	54	172	162	124	115
2%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
Inflation/Prices	170	146	20	26	30	37	27	24	29	31	64	88	82	90	85	27	58	75	64	33
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Low pay/Minimum wage/All areas	29	28	4	2	6	11	11	5	5	7	8	13	6	21	16	2	10	12	12	2
3%	2%	2%	2%	2%	2%	4%	4%	2%	2%	2%	2%	2%	2%	4%	4%	1%	2%	4%	4%	1%
International trade/deals	6	6	*	-	1	2	2	1	2	3	3	1	4	3	4	1	2	4	1	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	105	91	5	9	26	23	28	9	28	36	32	33	33	59	51	37	36	42	40	23
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Local government/ Council tax	11	7	1	3	4	1	1	*	1	2	6	3	2	8	8	3	3	5	3	1%
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Nationalisation/ Government control of institutions	16	13	-	3	5	4	4	1	4	4	3	8	2	6	3	6	6	8	1	
2%	2%	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Northern Ireland	1	*	-	-	*	-	-	*	-	*	*	*	*	*	*	*	*	*	*	
Nuclear weapons/ Nuclear war/ Disarmament	24	20	2	3	5	7	5	1	8	6	6	10	8	15	7	5	12	14	4	6
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Mobility/ individual mobility/ lifestyle	34	30	3	2	2	15	12	8	8	11	9	22	22	18	7	10	14	14	6	
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
National health service/Hospitals/ Healthcare	300	248	18	35	68	101	84	38	59	122	95	72	126	143	143	49	123	135	95	70
2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
Nationalisation/ Government control of institutions	16	13	-	3	5	4	4	1	4	4	3	8	2	6	3	6	6	8	1	
2%	2%	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Police/police force	74	64	2	3	10	17	15	13	26	27	17	26	36	40	36	11	26	26	21	17
2%	2%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Taxation	85	75	3	6	21	21	18	18	18	21	26	22	26	42	50	2	13	60	28	17
2%	2%	10%	6%	9%	7%	6%	10%	8%	7%	13%	7%	10%	8%	15%	1%	25	5%	9%	7%	
Trade unions/ Strikes	1	*	-	-	*	-	-	*	-	*	1	1	1	1	1	-	-	-	1	
Transport/Public transport	24	20	2	3	8	11	9	3	9	16	9	11	15	14	18	2	15	8	12	5
2%	2%	5%	5%	3%	4%	3%	2%	1%	4%	3%	4%	2%	3%	5%	2%	4%	4%	6%	3%	
UK union/ devolution/reform	4	2	*	-	2	2	-	*	1	*	1	*	3	3	2	1	1	2	1	
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Unemployment/ Factory closures	79	66	6	7	19	27	21	10	16	27	18	29	20	47	34	13	32	38	22	19
2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Lack of industry	8%	8%	14%	8%	8%	9%	8%	7%	7%	9%	6%	9%	6%	8%	7%	9%	8%	7%	8%	
1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Media / social media	1	*	-	-	*	-	-	*	-	*	*	*	*	*	*	-	-	-	-	
Other	84	76	2	11	13	29	27	11	20	24	20	18	43	26	15	21	27	26	21	
2%	2%	4%	3%	3%	7%	9%	10%	9%	8%	11%	8%	10%	9%	8%	8%	8%	8%	8%	11%	
MEAN NUMBER OF MENTIONS	2.88	2.91	2.92	2.83	2.84	2.83	2.81	2.82	3.02	3	3	2	2.69	3.07	2.79	2.88	2.78	3.04	3.04	
STANDARD ERROR	0.05	0.13	0.11	0.09	0.07	0.08	0.1	0.12	0.09	0.08	0.07	0.07	0.07	0.13	0.06	0.07	0.06	0.05	0.05	
MEAN NUMBER OF MENTIONS	2.88	2.91	2.92	2.83	2.84	2.83	2.81	2.82	3.02	3	3	2	2.69	3.07	2.79	2.88	2.78	3.04	3.04	
STANDARD ERROR	0.05	0.13	0.11	0.09	0.07	0.08	0.1	0.12	0.09	0.08	0.07	0.07	0.07	0.13	0.06	0.07	0.06	0.05	0.05	
MEAN NUMBER OF MENTIONS	2.88	2.91	2.92	2.83	2.84	2.83	2.81	2.82	3.02	3	3	2	2.69	3.07	2.79	2.88	2.78	3.04	3.04	
STANDARD ERROR	0.05	0.13	0.11	0.09	0.07	0.08	0.1	0.12	0.09	0.08	0.07	0.07	0.07	0.13	0.06	0.07	0.06	0.05	0.05	
MEAN NUMBER OF MENTIONS	2.88	2.91	2.92	2.83	2.84	2.83	2.81	2.82	3.02	3	3	2	2.69	3.07	2.79	2.88	2.78	3.04	3.04	
STANDARD ERROR	0.05	0.13	0.11	0.09	0.07	0.08	0.1	0.12	0.09	0.08	0.07									



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+

	SEX		AGE									SOCIAL GRADE					HH INCOME				
	TOTAL (z)	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%	
cq			c			c		c		c		zrq									
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%	17%	13%	15%	18%	17%	14%	18%	15%	20%	12%	17%	15%	11%	22%	20%
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%	ze	62%	68%	69%	74%	65%	72%	71%	63%	62%
alp		za					e							lp				l			
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				zgthk													

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 - z/u/v

Overlap formulae used. \* small base

Respondent type: GB Adults 18+

Fieldwork dates : 2nd July - 8th July 2025

Source : Ipsos (IN Q218)

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	102	2	11	25	32	30	18	29	34	49	26	50	53	65	9	41	54	36	26
12%	12%	12%	5%	13%	11%	10%	11%	14%	12%	11%	16%	8%	15%	9%	14%	7%	10%	12%	11%	11%
Stay the same	161	138	9	14	33	46	37	24	44	51	56	47	68	79	80	16	64	75	50	36
16%	16%	16%	19%	15%	14%	15%	14%	18%	19%	16%	18%	15%	20%	14%	18%	11%	16%	17%	16%	16%
Get worse	679	586	34	58	174	210	176	87	149	218	193	234	209	405	292	112	276	303	218	158
68%	68%	68%	72%	65%	74%	69%	68%	65%	64%	69%	62%	72%	62%	72%	64%	78%	69%	67%	68%	69%
Don't know	46	37	2	7	4	19	16	4	12	13	14	18	12	24	22	6	18	22	16	8
5%	5%	4%	5%	7%	2%	6%	6%	3%	5%	4%	4%	6%	4%	4%	5%	4%	4%	5%	5%	4%
d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/l/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)

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
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMO- CRAT (c)	REFORM UK (d)	NONE (e)	1 (i)	2 (j)	3 (k)	4 (l)	5 (m)	PUBLIC (n)	PRIVATE (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	za	d	d	d	d	d	d	d	d	d	d	d	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	zd	zde	d	d	d	d	d	d	d	d	d	d	d	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	bc	bc	bce	b	b	b	b	b	b	b	b	b	b	b	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	m									

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 : 2nd July - 8th July 2025

Source : Ipsos (JN Q218)