



## ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

**Q.P103** What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z1/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: ☒ Adults 18+  
Fieldwork dates: 11th June - 17th June 2025  
Source: Ipsos (IN Q218)

**Q.P103** What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

|                                                                 | TOTAL | GOVERNMENT OFFICE REGION |       |          |                        |                         |          |     |               |       |           | TENURE |          |              |           | EDUCATION |             | WORKING STATUS |          |       |  | AREA |  |  |  |
|-----------------------------------------------------------------|-------|--------------------------|-------|----------|------------------------|-------------------------|----------|-----|---------------|-------|-----------|--------|----------|--------------|-----------|-----------|-------------|----------------|----------|-------|--|------|--|--|--|
|                                                                 |       | ENGLAND                  | WALES | SCOTLAND | NORTH ECL.<br>SCOTLAND | MIDLANDS INCL.<br>WALSH | MIDLANDS | GL  | SOUTH ECL. GL | OWNED | MORTGAGED | RENTED | GRADUATE | NON GRADUATE | FULL TIME | PART TIME | NOT WORKING | URBAN          | SUBURBAN | RURAL |  |      |  |  |  |
| ADULTS/CHILD RATIO                                              | 1000  | 857                      | 651   | 651      | 651                    | 100                     | 100      | 100 | 100           | 100   | 100       | 100    | 100      | 100          | 100       | 100       | 100         | 100            | 100      | 100   |  |      |  |  |  |
| Ageing population/ Social care for the elderly                  | 2     | 2                        | -     | -        | -                      | 1                       | 1        | 1   | 1             | 1     | 1         | 1      | 1        | 2            | -         | -         | 1           | 1              | 1        | 1     |  |      |  |  |  |
| A/ Technical                                                    | 8     | 8                        | -     | -        | -                      | -                       | -        | -   | -             | -     | -         | -      | -        | -            | -         | -         | -           | -              | -        | -     |  |      |  |  |  |
| Animal welfare                                                  | 1     | 1                        | -     | -        | -                      | -                       | -        | -   | -             | -     | -         | -      | -        | -            | -         | -         | -           | -              | -        | -     |  |      |  |  |  |
| Children services / support for young people                    | 8     | 8                        | -     | -        | -                      | 2                       | 3        | 3   | 3             | 1     | 2         | 3      | 3        | 2            | 5         | -         | 3           | 5              | 3        | -     |  |      |  |  |  |
| Communications/ pandemic diseases                               | 15    | 15                       | -     | -        | -                      | 15                      | 15       | 15  | 15            | 15    | 15        | 15     | 15       | 15           | 15        | -         | 15          | 15             | 15       | -     |  |      |  |  |  |
| Criminal Justice/ Courts                                        | 4     | 4                        | -     | -        | -                      | 1                       | 1        | 1   | 1             | 1     | 1         | 1      | 1        | 1            | 1         | -         | 1           | 1              | 1        | -     |  |      |  |  |  |
| Criminal Justice/ Courts/ EU                                    | -     | -                        | -     | -        | -                      | -                       | -        | -   | -             | -     | -         | -      | -        | -            | -         | -         | -           | -              | -        | -     |  |      |  |  |  |
| Culture/Arts/Heritage                                           | 5     | 5                        | -     | -        | -                      | 5                       | 5        | 5   | 5             | 5     | 5         | 5      | 5        | 5            | 5         | -         | 5           | 5              | 5        | -     |  |      |  |  |  |
| County Council/ Local authority                                 | 8     | 8                        | -     | -        | -                      | 8                       | 8        | 8   | 8             | 8     | 8         | 8      | 8        | 8            | 8         | -         | 8           | 8              | 8        | -     |  |      |  |  |  |
| County Council/ Local authority/ (Financial) (public) (private) | 8     | 8                        | -     | -        | -                      | 8                       | 8        | 8   | 8             | 8     | 8         | 8      | 8        | 8            | 8         | -         | 8           | 8              | 8        | -     |  |      |  |  |  |
| Defence/Foreign affairs/ International relations                | 81    | 65                       | 7     | 9        | 15                     | 21                      | 14       | 15  | 21            | 32    | 22        | 25     | 31       | 46           | 26        | 11        | 44          | 31             | 24       | 26    |  |      |  |  |  |
| Disability                                                      | 85    | 85                       | 145   | 105      | 65                     | 75                      | 15       | 125 | 95            | 105   | 85        | 85     | 85       | 85           | 65        | 75        | 135         | 85             | 115      | 115   |  |      |  |  |  |
| Domestic violence                                               | -     | -                        | -     | -        | -                      | -                       | -        | -   | -             | -     | -         | -      | -        | -            | -         | -         | -           | -              | -        | -     |  |      |  |  |  |
| Economic/Economic situation                                     | 165   | 145                      | 5     | 12       | 25                     | 13                      | 45       | 25  | 45            | 65    | 65        | 42     | 72       | 75           | 100       | 22        | 42          | 85             | 45       | 13    |  |      |  |  |  |
| Education/Higher education                                      | 15    | 15                       | 15    | 15       | 15                     | 15                      | 15       | 15  | 15            | 15    | 15        | 15     | 15       | 15           | 15        | 15        | 15          | 15             | 15       | 15    |  |      |  |  |  |
| Education/Primary/Secondary                                     | 15    | 15                       | 15    | 15       | 15                     | 15                      | 15       | 15  | 15            | 15    | 15        | 15     | 15       | 15           | 15        | 15        | 15          | 15             | 15       | 15    |  |      |  |  |  |
| Education/Primary/Secondary/ Tertiary                           | 15    | 15                       | 15    | 15       | 15                     | 15                      | 15       | 15  | 15            | 15    | 15        | 15     | 15       | 15           | 15        | 15        | 15          | 15             | 15       | 15    |  |      |  |  |  |
| Employment/Unemployment                                         | 25    | 25                       | 25    | 25       | 25                     | 25                      | 25       | 25  | 25            | 25    | 25        | 25     | 25       | 25           | 25        | 25        | 25          | 25             | 25       | 25    |  |      |  |  |  |
| Employment/Immigrants                                           | 245   | 212                      | 13    | 15       | 61                     | 75                      | 65       | 14  | 71            | 95    | 15        | 12     | 15       | 173          | 103       | 28        | 105         | 110            | 68       | 62    |  |      |  |  |  |
| Employment/Immigrants/ (public) (private)                       | 245   | 212                      | 13    | 15       | 61                     | 75                      | 65       | 14  | 71            | 95    | 15        | 12     | 15       | 173          | 103       | 28        | 105         | 110            | 68       | 62    |  |      |  |  |  |
| Employment/Immigrants/ (public) (private)                       | 245   | 212                      | 13    | 15       | 61                     | 75                      | 65       | 14  | 71            | 95    | 15        | 12     | 15       | 173          | 103       | 28        | 105         | 110            | 68       | 62    |  |      |  |  |  |
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Explanations (Means: Columns Tested (5% risk level)) - *x/s/h/r/t/t/s/h* - *x/t/t/h* - *x/t/m* - *x/s/o/o/n/r* - *x/s/h*

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

Respondent type : GB Adults 18+

Fieldwork dates : 11th June - 17th June 2025

Source : <http://www.un.org/News/Press/docs/2011/01/un010101.htm>



ISSUES INDEX JUNE 2020 (PUBLIC - FINAL)

Q1Q20 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

|                                                                | TOTAL | PARTY PREFERENCE (NOT VOTED) |        |         |       |           | IND. QUANTILES |    |    |    |    | SECTOR WORKING IN |          |           |       |       | ETHNIC  |    |    |    |   | CHILD (16-17) |
|----------------------------------------------------------------|-------|------------------------------|--------|---------|-------|-----------|----------------|----|----|----|----|-------------------|----------|-----------|-------|-------|---------|----|----|----|---|---------------|
|                                                                |       | CONSERVATIVE                 | LABOUR | LIB DEM | GREEN | REFORM UK | NONE           | 1  | 2  | 3  | 4  | 5                 | PUBLIC C | PRIV VATE | WHITE | BLACK | CHINESE |    |    |    |   |               |
| Issues (sorted desc)                                           | 100%  | 11%                          | 21%    | 1%      | 1%    | 1%        | 1%             | 1% | 1% | 1% | 1% | 1%                | 1%       | 1%        | 1%    | 1%    | 1%      | 1% | 1% | 1% |   |               |
| Healthcare                                                     | 100%  | 11%                          | 21%    | 1%      | 1%    | 1%        | 1%             | 1% | 1% | 1% | 1% | 1%                | 1%       | 1%        | 1%    | 1%    | 1%      | 1% | 1% | 1% |   |               |
| Healthcare / Social care for the elderly                       | 2     | 1                            | 1      | -       | -     | 1         | -              | -  | -  | -  | -  | -                 | 1        | 1         | 2     | -     | -       | -  | -  | -  |   |               |
| AI / Technology                                                | 4     | 1%                           | 1      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | 1%    | 1       | 4  | -  | 3  |   |               |
| AI                                                             | 4     | -                            | 1%     | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | 1%    | -       | -  | -  | 1% |   |               |
| Artificial intelligence                                        | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Childcare services / support for young people                  | 8     | -                            | 1      | 1       | 1     | 1         | 1              | 1  | 1  | 1  | 1  | 1                 | 1        | 4         | 6     | 2     | 5       | -  | -  | -  |   |               |
| Coronavirus / pandemic diseases                                | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Coronavirus / pandemic diseases                                | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Customs / Markets                                              | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Customs / Markets / Europe                                     | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Customs / Markets / Europe                                     | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Countryside / Rural life                                       | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Countryside / Rural life                                       | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Countryside / Rural life                                       | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  |   |               |
| Crime / Law & order / Violence / Terrorism / National security | 8     | -                            | 2      | 2       | 1     | 2         | 1              | -  | 1  | -  | 1  | 1                 | 2        | 4         | 6     | 2     | 5       | -  | -  | -  | - |               |
| Crime / Law & order / Violence / Terrorism / National security | 8     | -                            | 2      | 2       | 1     | 2         | 1              | -  | 1  | -  | 1  | 1                 | 2        | 4         | 6     | 2     | 5       | -  | -  | -  | - |               |
| Crime / Law & order / Violence / Terrorism / National security | 8     | -                            | 2      | 2       | 1     | 2         | 1              | -  | 1  | -  | 1  | 1                 | 2        | 4         | 6     | 2     | 5       | -  | -  | -  | - |               |
| Defence / Foreign affairs / International terrorism            | 81    | 13                           | 28     | 6       | 12    | 8         | 12             | 5  | 4  | 7  | 4  | 6                 | 20       | 65        | 18    | 11    | -       | -  | -  | -  | - |               |
| Defence / Foreign affairs / International terrorism            | 81    | 13                           | 28     | 6       | 12    | 8         | 12             | 5  | 4  | 7  | 4  | 6                 | 20       | 65        | 18    | 11    | -       | -  | -  | -  | - |               |
| Defence / Foreign affairs / International terrorism            | 81    | 13                           | 28     | 6       | 12    | 8         | 12             | 5  | 4  | 7  | 4  | 6                 | 20       | 65        | 18    | 11    | -       | -  | -  | -  | - |               |
| Drug abuse                                                     | -     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Economy / Economic situation                                   | 100   | 23                           | 41     | 18      | 23    | 41        | 5              | 13 | 14 | 14 | 5  | 15                | 59       | 100       | 23    | 42    | -       | -  | -  | -  | - |               |
| Economy / Economic situation                                   | 100   | 23                           | 41     | 18      | 23    | 41        | 5              | 13 | 14 | 14 | 5  | 15                | 59       | 100       | 23    | 42    | -       | -  | -  | -  | - |               |
| Economy / Economic situation                                   | 100   | 23                           | 41     | 18      | 23    | 41        | 5              | 13 | 14 | 14 | 5  | 15                | 59       | 100       | 23    | 42    | -       | -  | -  | -  | - |               |
| Education / Schools                                            | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Education / Schools                                            | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Education / Schools                                            | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Food production / Farming                                      | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Food production / Farming                                      | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Food production / Farming                                      | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Immigration                                                    | 26    | 5                            | 6      | 8       | 8     | 8         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Immigration                                                    | 26    | 5                            | 6      | 8       | 8     | 8         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Immigration                                                    | 26    | 5                            | 6      | 8       | 8     | 8         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Immigration / Migrants                                         | 238   | 25                           | 14     | 9       | 142   | 44        | 15             | 24 | 13 | 15 | 20 | 17                | 107      | 218       | 23    | 75    | -       | -  | -  | -  | - |               |
| Immigration / Migrants                                         | 238   | 25                           | 14     | 9       | 142   | 44        | 15             | 24 | 13 | 15 | 20 | 17                | 107      | 218       | 23    | 75    | -       | -  | -  | -  | - |               |
| Immigration / Migrants                                         | 238   | 25                           | 14     | 9       | 142   | 44        | 15             | 24 | 13 | 15 | 20 | 17                | 107      | 218       | 23    | 75    | -       | -  | -  | -  | - |               |
| Inflation / Prices                                             | 59    | 6                            | 12     | 9       | 7     | 17        | 3              | 6  | 3  | 6  | 3  | 7                 | 31       | 59        | 13    | 25    | -       | -  | -  | -  | - |               |
| Inflation / Prices                                             | 59    | 6                            | 12     | 9       | 7     | 17        | 3              | 6  | 3  | 6  | 3  | 7                 | 31       | 59        | 13    | 25    | -       | -  | -  | -  | - |               |
| Inflation / Prices                                             | 59    | 6                            | 12     | 9       | 7     | 17        | 3              | 6  | 3  | 6  | 3  | 7                 | 31       | 59        | 13    | 25    | -       | -  | -  | -  | - |               |
| International trade / Trade deals                              | 2     | -                            | 2      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| International trade / Trade deals                              | 2     | -                            | 2      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| International trade / Trade deals                              | 2     | -                            | 2      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Lack of faith in public / political / government               | 26    | 3                            | 2      | -       | 4     | 12        | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Lack of faith in public / political / government               | 26    | 3                            | 2      | -       | 4     | 12        | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Lack of faith in public / political / government               | 26    | 3                            | 2      | -       | 4     | 12        | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Local environment / Councils                                   | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Local environment / Councils                                   | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Local environment / Councils                                   | 1     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Low pay / Minimum wage / Issues                                | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Low pay / Minimum wage / Issues                                | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Low pay / Minimum wage / Issues                                | 4     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Mental health / Well-being                                     | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Mental health / Well-being                                     | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Mental health / Well-being                                     | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Morality / Individual behaviour / Lifestyle                    | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Morality / Individual behaviour / Lifestyle                    | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| Morality / Individual behaviour / Lifestyle                    | 9     | -                            | -      | -       | -     | -         | -              | -  | -  | -  | -  | -                 | -        | -         | -     | -     | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            | 11     | 5       | 9     | 12        | 4              | 6  | 2  | 3  | 2  | 10                | 11       | 68        | 5     | 28    | -       | -  | -  | -  | - |               |
| National health service / Hospitals / Healthcare               | 100   | 7                            |        |         |       |           |                |    |    |    |    |                   |          |           |       |       |         |    |    |    |   |               |



## ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

BASE: ALL ADULTS AGED 18+

|                                           | TOTAL | SEX  |        |       | AGE   |       |       |       |       |       |       |     |       |       | SOCIAL GRADE |       |       |       |       |     |      |      |            |           | HH INCOME |           | HH WEALTH |           |           |           |           |            |        |     |
|-------------------------------------------|-------|------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-------|-------|--------------|-------|-------|-------|-------|-----|------|------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------|-----|
|                                           |       | MALE | FEMALE | BLANK | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | 15-14 | 25-34 | 35-44        | 45-54 | 55-64 | 65-74 | 75-84 | 85+ | C000 | C100 | UP TO 1000 | 1000-2000 | 2000-3000 | 3000-4000 | 4000-5000 | 5000-6000 | 6000-7000 | 7000-8000 | 8000-9000 | 9000-10000 | 10000+ |     |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    |     |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   | 100          | 100   | 100   | 100   | 100   | 100 | 100  | 100  | 100        | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100       | 100        | 100    | 100 |
| Ageing population (Sex ratio for females) | 100   | 100  | 100    | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100   | 100   |              |       |       |       |       |     |      |      |            |           |           |           |           |           |           |           |           |            |        |     |

Overlap formulae used. \* small base

Source : [www.inec.gov.sg](http://www.inec.gov.sg) (2010)



ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

PLEASE/RE What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 16+

|                                                                    | TOTAL | GOVERNMENT DEED REGION |       |          |            |          |          |      |            | TENURE |       |             |        | EDUCATION |              |           |           | WORKING STATUS |       |          |       | AREA |  |  |
|--------------------------------------------------------------------|-------|------------------------|-------|----------|------------|----------|----------|------|------------|--------|-------|-------------|--------|-----------|--------------|-----------|-----------|----------------|-------|----------|-------|------|--|--|
|                                                                    |       | ENGLAND                | WALES | SCOTLAND | NORTH EAST | SCOTLAND | MIDLANDS | GL   | SOUTH EAST | GL     | OWNED | MORE GRATED | RENTED | GRADUATE  | NON GRADUATE | FULL TIME | PART TIME | NOT WORKING    | URBAN | SUBURBAN | RURAL |      |  |  |
| Unemployment/Unemployment                                          | 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                     | 40    | 25                     | 5     | 2        | 14         | 15       | 5        | 40   | 26         | 2      | 9     | 24          | 18     | 2         | 14           | 21        | 20        | 8              | 15    | 18       | 10    | 14   |  |  |
| AI / Technology                                                    | 17    | 16                     | 1     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Animal welfare                                                     | 4     | 4                      | 1     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Children's welfare / support for young people                      | 37    | 21                     | 5     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Climate change / support for young people                          | 45    | 45                     | 116   | 116      | 116        | 116      | 116      | 116  | 116        | 116    | 116   | 116         | 116    | 116       | 116          | 116       | 116       | 116            | 116   | 116      | 116   | 116  |  |  |
| Coronavirus / pandemic diseases                                    | 1     | 1                      | 1     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Cosmos / Meteo / Space                                             | 24    | 21                     | 2     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Countryside/Rural life                                             | 26    | 26                     | 45    | 116      | 116        | 116      | 116      | 116  | 116        | 116    | 116   | 116         | 116    | 116       | 116          | 116       | 116       | 116            | 116   | 116      | 116   | 116  |  |  |
| Countryside/Rural life                                             | 4     | 4                      | 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 | 70    | 40                     | 2     | 7        | 9          | 26       | 24       | 14   | 13         | 16     | 11    | 17          | 21     | 45        | 34           | 14        | 21        | 28             | 29    | 12       |       |      |  |  |
| Defence/Foreign affairs / International relations                  | 76    | 76                     | 116   | 116      | 116        | 116      | 116      | 116  | 116        | 116    | 116   | 116         | 116    | 116       | 116          | 116       | 116       | 116            | 116   | 116      | 116   | 116  |  |  |
| Defence/Foreign affairs / International relations                  | 232   | 102                    | 17    | 24       | 54         | 65       | 48       | 38   | 11         | 88     | 80    | 17          | 89     | 118       | 110          | 27        | 85        | 109            | 43    | 63       |       |      |  |  |
| Disability                                                         | 16    | 16                     | 1     | 1        | 1          | 1        | 1        | 1    | 1          | 1      | 1     | 1           | 1      | 1         | 1            | 1         | 1         | 1              | 1     | 1        | 1     | 1    |  |  |
| Economy/Economic situation                                         | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Education/Schools                                                  | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Education/Schools / Technology                                     | 116   | 116                    | 116   | 116      | 116        | 116      | 116      | 116  | 116        | 116    | 116   | 116         | 116    | 116       | 116          | 116       | 116       | 116            | 116   | 116      | 116   | 116  |  |  |
| Electricity                                                        | 145   | 145                    | 145   | 145      | 145        | 145      | 145      | 145  | 145        | 145    | 145   | 145         | 145    | 145       | 145          | 145       | 145       | 145            | 145   | 145      | 145   | 145  |  |  |
| Environment / Environment                                          | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Foreign Affairs / Foreign Affairs                                  | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Health / Health                                                    | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Homelessness / Homelessness                                        | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Immigration / Immigration                                          | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| International / International                                      | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Labour / Labour                                                    | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        | 100      | 100      | 100  | 100        | 100    | 100   | 100         | 100    | 100       | 100          | 100       | 100       | 100            | 100   | 100      | 100   | 100  |  |  |
| Local government / Council tax                                     | 100   | 100                    | 100   | 100      | 100        |          |          |      |            |        |       |             |        |           |              |           |           |                |       |          |       |      |  |  |

Q.P103/104 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/a/b/c/d/e - 1/f/g/h - 1/i/j/k/l/m - 1/n/o/p/q/s - 1/t/u/v/u - 1/w/x*  
 Overlap formulas used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 11th June - 17th June 2025  
 Source : Ipsos (IN Q218)



ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

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<br>(z)     | SEX         |               | AGE          |              |              |                |              |                   |              |                 |            | SOCIAL GRADE     |            |            |                 |                  |             | HH INCOME          |                    |                   |
|-----------------|------------------|-------------|---------------|--------------|--------------|--------------|----------------|--------------|-------------------|--------------|-----------------|------------|------------------|------------|------------|-----------------|------------------|-------------|--------------------|--------------------|-------------------|
|                 |                  | MALE<br>(a) | FEMALE<br>(b) | 18-24<br>(c) | 25-34<br>(d) | 35-44<br>(e) | 45-54<br>(f)   | 55-64<br>(g) | 65+<br>(h)        | 18-34<br>(i) | 35-54<br>(j)    | 55+<br>(k) | AB<br>(l)        | C1<br>(m)  | C2<br>(n)  | DE<br>(o)       | ABC1<br>(p)      | C2DE<br>(q) | UP TO 24999<br>(r) | 25000-49999<br>(s) | 50000 PLUS<br>(t) |
| Unweighted Base | 1003             | 475         | 506           | 100          | 142          | 135          | 169            | 183          | 274               | 242          | 304             | 457        | 328              | 329        | 132        | 156             | 657              | 288         | 106                | 189                | 390               |
| Weighted Base   | 1003             | 475         | 506           | 108*         | 172*         | 166*         | 162            | 161*         | 235               | 279          | 328             | 396        | 247              | 260        | 195*       | 255             | 507              | 449         | 129*               | 181                | 349               |
| Improve         | 156<br>16%       | 81<br>17%   | 74<br>15%     | 16<br>15%    | 17<br>10%    | 22<br>13%    | 27<br>16%      | 39<br>24%    | 36<br>15%         | 33<br>12%    | 49<br>15%       | 75<br>19%  | 54<br>22%<br>zmn | 34<br>13%  | 17<br>9%   | 47<br>18%       | 88<br>17%<br>zm  | 64<br>14%   | 25<br>19%          | 27<br>15%          | 64<br>18%         |
| Stay the same   | 206<br>21%<br>h  | 95<br>20%   | 108<br>21%    | 22<br>21%    | 31<br>18%    | 40<br>24%    | 43<br>27%<br>h | 34<br>21%    | 36<br>15%         | 53<br>19%    | 83<br>25%<br>zh | 70<br>18%  | 62<br>25%<br>zo  | 60<br>23%  | 43<br>22%  | 35<br>14%       | 123<br>24%<br>zo | 79<br>18%   | 17<br>13%          | 42<br>23%          | 80<br>23%         |
| Get worse       | 600<br>60%<br>lp | 274<br>58%  | 310<br>61%    | 66<br>61%    | 115<br>67%   | 98<br>59%    | 87<br>54%      | 81<br>51%    | 154<br>65%<br>lga | 181<br>65%   | 185<br>56%      | 235<br>59% | 123<br>50%       | 156<br>60% | 124<br>64% | 166<br>65%<br>l | 279<br>55%<br>lp | 290<br>65%  | 86<br>66%          | 110<br>60%         | 194<br>56%        |
| Don't know      | 40<br>4%         | 24<br>5%    | 14<br>3%      | 4<br>3%      | 9<br>5%      | 6<br>4%      | 5<br>3%        | 7<br>4%      | 9<br>4%           | 13<br>5%     | 12<br>4%        | 16<br>4%   | 7<br>3%          | 10<br>4%   | 10<br>5%   | 6<br>2%         | 17<br>3%         | 16<br>4%    | 2<br>2%            | 3<br>1%            | 10<br>3%          |

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 : 11th June - 17th June 2025  
Source : Ipsos [JN Q218]



ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

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+

|                 |                 | GOVERNMENT OFFICE REGION |              |                  |                                 |                                 |                  |                |                       | TENURE       |                   |               | EDUCATION        |                      | WORKING STATUS   |                  |                     | AREA         |                 |              |
|-----------------|-----------------|--------------------------|--------------|------------------|---------------------------------|---------------------------------|------------------|----------------|-----------------------|--------------|-------------------|---------------|------------------|----------------------|------------------|------------------|---------------------|--------------|-----------------|--------------|
|                 | TOTAL<br>(z)    | ENG LAND<br>(a)          | WALES<br>(b) | SCOT LAND<br>(c) | NORTH EXCL.<br>SCOT LAND<br>(d) | MID LANDS INCL.<br>WALES<br>(e) | MID LANDS<br>(f) | GL<br>(g)      | SOUTH EXCL. GL<br>(h) | OWNED<br>(i) | MORT GAGED<br>(j) | RENTED<br>(k) | GRAD UATE<br>(l) | NON GRAD UATE<br>(m) | FULL TIME<br>(n) | PART TIME<br>(o) | NOT WOR KING<br>(p) | URBAN<br>(s) | SUBURBAN<br>(t) | RURAL<br>(u) |
| Unweighted Base | 1003            | 860                      | 53           | 90               | 213                             | 309                             | 256              | 140            | 251                   | 387          | 326               | 240           | 479              | 452                  | 468              | 99               | 436                 | 466          | 307             | 230          |
| Weighted Base   | 1003            | 867                      | 48*          | 88*              | 240*                            | 308                             | 260              | 136*           | 231                   | 324          | 337               | 295           | 345              | 584                  | 463              | 146*             | 394                 | 467          | 305             | 231          |
| Improve         | 156<br>16%      | 135<br>16%               | 9<br>20%     | 12<br>14%        | 24<br>10%                       | 45<br>15%                       | 36<br>14%        | 28<br>20%      | 47<br>20%             | 54<br>17%    | 54<br>16%         | 39<br>13%     | 71<br>21%        | 76<br>13%            | 64<br>14%        | 23<br>15%        | 70<br>18%           | 64<br>14%    | 50<br>16%       | 42<br>18%    |
| Stay the same   | 206<br>21%<br>p | 170<br>20%               | 11<br>23%    | 26<br>29%        | 41<br>17%                       | 59<br>19%                       | 48<br>18%        | 39<br>28%<br>a | 42<br>18%             | 55<br>17%    | 84<br>25%         | 62<br>21%     | 81<br>23%        | 113<br>19%           | 104<br>23%       | 37<br>26%        | 65<br>16%           | 96<br>21%    | 60<br>20%       | 51<br>22%    |
| Get worse       | 600<br>60%<br>q | 525<br>61%               | 28<br>57%    | 47<br>54%        | 158<br>66%                      | 193<br>63%                      | 165<br>63%       | 67<br>49%      | 136<br>59%            | 196<br>60%   | 191<br>57%        | 184<br>62%    | 184<br>53%       | 371<br>64%           | 285<br>62%       | 79<br>54%        | 236<br>60%          | 292<br>63%   | 176<br>58%      | 132<br>57%   |
| Don't know      | 40<br>4%<br>In  | 38<br>4%                 | -<br>-       | 3<br>3%          | 17<br>7%                        | 12<br>4%                        | 12<br>5%         | 3<br>2%        | 6<br>2%               | 19<br>6%     | 7<br>2%           | 9<br>3%       | 9<br>3%          | 23<br>4%             | 10<br>2%         | 7<br>5%          | 23<br>6%            | 15<br>3%     | 19<br>6%        | 6<br>3%      |

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 : 11th June - 17th June 2025  
Source : Ipsos (JN Q218)





ISSUES INDEX JUNE 2025 (PUBLIC - FINAL)

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<br>(z) | PARTY PREFERENCE (NOT VI) |                |                              |                   |             | IMD QUINTILES |          |          |          |          | SECTOR WORKING IN |                 | ETHNIC       |            | CHILD IN HH |
|-----------------|--------------|---------------------------|----------------|------------------------------|-------------------|-------------|---------------|----------|----------|----------|----------|-------------------|-----------------|--------------|------------|-------------|
|                 |              | CON SERV ATIVE<br>(a)     | LAB OUR<br>(b) | LIB ERAL DEMO<br>CRAT<br>(c) | REFOR M UK<br>(d) | NONE<br>(e) | 1<br>(i)      | 2<br>(j) | 3<br>(k) | 4<br>(l) | 5<br>(m) | PUBLI C<br>(n)    | PRI VATE<br>(o) | WHITE<br>(v) | BME<br>(w) |             |
| Unweighted Base | 1003         | 118                       | 235            | 92                           | 205               | 218         | 63            | 81       | 70       | 84       | 55       | 209               | 330             | 838          | 157        | 254         |
| Weighted Base   | 1003         | 112*                      | 201            | 77*                          | 234               | 252         | 57*           | 89*      | 63*      | 78*      | 69**     | 105*              | 459             | 838          | 156*       | 297         |
| Improve         | 156          | 9                         | 85             | 21                           | 9                 | 15          | 13            | 11       | 11       | 10       | 10       | 17                | 67              | 134          | 22         | 35          |
|                 | 16%          | 8%                        | 42%            | 27%                          | 4%                | 6%          | 24%           | 13%      | 18%      | 12%      | 14%      | 16%               | 15%             | 16%          | 14%        | 12%         |
|                 |              | ade                       | za             | zad                          |                   |             |               |          |          |          |          |                   |                 |              |            |             |
|                 |              |                           | cde            | e                            |                   |             |               |          |          |          |          |                   |                 |              |            |             |
| Stay the same   | 206          | 26                        | 51             | 21                           | 20                | 40          | 13            | 17       | 12       | 16       | 14       | 29                | 102             | 170          | 34         | 78          |
|                 | 21%          | 24%                       | 25%            | 27%                          | 8%                | 16%         | 23%           | 19%      | 20%      | 21%      | 20%      | 27%               | 22%             | 20%          | 22%        | 26%         |
|                 |              | d                         | d              | d                            |                   |             |               |          |          |          |          |                   |                 |              |            |             |
| Get worse       | 600          | 75                        | 56             | 32                           | 201               | 177         | 30            | 57       | 35       | 48       | 44       | 57                | 277             | 502          | 93         | 176         |
|                 | 60%          | 67%                       | 28%            | 42%                          | 86%               | 70%         | 53%           | 63%      | 57%      | 61%      | 63%      | 54%               | 60%             | 60%          | 60%        | 59%         |
|                 |              | bc                        |                |                              | za                | zb          |               |          |          |          |          |                   |                 |              |            |             |
|                 |              |                           |                | bce                          | c                 |             |               |          |          |          |          |                   |                 |              |            |             |
| Don't know      | 40           | 2                         | 9              | 3                            | 5                 | 20          | -             | 5        | 4        | 4        | 1        | 2                 | 12              | 32           | 7          | 8           |
|                 | 4%           | 1%                        | 4%             | 4%                           | 2%                | 8%          | -             | 6%       | 6%       | 6%       | 2%       | 2%                | 3%              | 4%           | 5%         | 3%          |
|                 |              |                           |                |                              | zd                |             |               |          |          |          |          |                   |                 |              |            |             |

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  
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