



Table 1
Q1/25: What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 16+

	SEX		AGE										SOCIAL GRADE										HH INCOME				UNWEIGHTED TOTAL
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55+	65+	75+	85+	95+	A8	C1	C2	D0	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS						
UNWEIGHTED BASE	1000	500	500	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	1000					
WEIGHTED BASE	1000	495	505	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	1000					
Immigration/immigrants	204	140	222	31	34	40	40	33	34	49	81	138	45	39	47	81	220	148	46	22	49	204					
of all	27%	20%	24%	14%	20%	24%	25%	23%	30%	18%	25%	34%	17%	20%	20%	31%	22%	33%	33%	20%	22%	20%					
Economic/Economic situation	174	95	76	18	11	21	27	35	42	50	47	77	54	48	26	45	103	71	20	32	68	174					
of all	17%	20%	15%	17%	10%	12%	17%	22%	17%	18%	15%	18%	15%	13%	17%	18%	16%	10%	18%	13%	12%	19%					
Inflation/Prices	76	45	31	12	15	17	8	15	9	27	25	24	17	30	14	15	47	29	3	12	26	76					
of all	8%	9%	6%	11%	9%	10%	5%	10%	4%	10%	7%	6%	7%	10%	7%	8%	9%	6%	2%	7%	8%	8%					
Lack of faith in politics / politicians / Government	60	27	33	4	8	12	13	6	17	12	25	23	18	14	16	12	32	28	5	7	23	60					
of all	6%	6%	6%	4%	5%	7%	8%	4%	7%	4%	8%	6%	7%	5%	8%	5%	6%	6%	4%	4%	7%	6%					
National health service/Hospital/Healthcare	6%	4%	6%	6%	3%	8%	3%	6%	9%	4%	6%	8%	6%	6%	4%	7%	6%	6%	6%	9%	4%	6%					
of all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%						
Defence/Foreign affairs/International relations	41	17	24	4	7	4	12	5	9	11	16	14	13	14	5	8	27	13	6	11	16	41					
of all	4%	4%	5%	4%	4%	2%	7%	3%	4%	4%	5%	3%	5%	5%	2%	3%	5%	3%	4%	7%	5%	4%					
Poverty/Inequality	40	35	23	5	7	6	8	5	9	12	14	14	14	14	5	6	28	12	7	7	18	40					
of all	4%	7%	5%	3%	4%	4%	3%	2%	4%	4%	4%	4%	4%	4%	2%	3%	3%	2%	3%	3%	4%	4%					
Race relations	33	12	30	4	11	5	7	1	4	15	13	5	9	10	8	6	19	13	6	6	13	33					
of all	3%	3%	4%	4%	7%	3%	5%	1%	2%	5%	4%	1%	4%	3%	4%	2%	4%	3%	4%	6%	4%	3%					
Unemployment/ Factory closure/ Lack of industry	22	9	13	6	5	6	1	1	3	11	7	4	4	4	7	7	8	14	4	3	5	24					
of all	2%	2%	3%	6%	3%	3%	1%	1%	1%	4%	2%	1%	2%	1%	4%	3%	2%	3%	3%	2%	2%	2%					
Taxation	19	12	7	6	5	3	1	1	3	10	4	4	5	5	6	2	10	8	1	3	7	16					
of all	2%	2%	1%	6%	5%	2%	1%	1%	1%	4%	1%	1%	2%	2%	3%	1%	2%	2%	1%	3%	2%	2%					
Healthcare	18	5	13	1	9	3	2	3	1	10	5	4	6	3	5	5	9	9	2	4	3	20					
of all	2%	1%	3%	1%	3%	1%	2%	1%	1%	4%	1%	1%	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%					
Pollution/ Environment/ Climate change	17	4	13	-	4	2	4	3	3	6	7	7	7	7	1	1	14	2	1	3	5	19					
of all	2%	1%	2%	-	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	3%	1%	1%	2%	2%	2%					
Coronavirus/ Pandemic/ National/ International/ Local/ Public/ Behaviour	13	3	11	5	-	4	-	2	3	5	4	5	1	9	-	3	10	3	4	-	2	16					
of all	1%	1%	2%	4%	-	2%	-	1%	1%	2%	1%	1%	1%	2%	-	1%	2%	1%	3%	-	1%	2%					
Population levels/ Demographics	12	6	5	3	-	1	3	1	4	3	4	5	1	1	4	5	3	9	-	2	3	10					
of all	1%	1%	1%	3%	-	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	-	1%	1%	1%					
Morality/ Individual behaviour/ Lifestyle	11	5	5	3	-	4	1	2	4	3	2	6	2	2	-	6	5	6	3	1	3	12					
of all	1%	1%	1%	3%	-	4%	1%	2%	2%	1%	1%	2%	1%	1%	-	2%	1%	1%	2%	1%	1%	1%					
Education/ Schools	10	4	6	3	4	3	2	2	3	4	3	3	1	2	3	2	3	6	3	4	3	9					
of all	1%	1%	1%	3%	4%	3%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%					
Pensions/ Social security/Benefits	9	4	5	-	1	-	2	2	3	1	2	5	1	2	3	2	3	5	4	1	2	9					
of all	1%	1%	1%	-	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%					
Children services / Support for young people	7	1	4	1	4	-	2	1	-	5	2	-	1	1	4	-	4	3	4	-	1	3					
of all	1%	-	1%	1%	2%	-	1%	-	-	2%	1%	-	1%	1%	1%	-	2%	1%	1%	-	1%	1%					
Low pay/ Minimum wage/ Part-time	5	4	1	3	3	1	-	-	4	3	1	4	1	1	3	-	2	3	-	3	1	4					
of all	1%	1%	0%	2%	1%	1%	-	-	4%	1%	1%	4%	1%	1%	1%	-	1%	1%	-	2%	1%	1%					
Social media	4	1	3	2	-	2	-	-	2	2	2	-	-	2	2	-	2	2	-	2	-	4					
of all	1%	0%	1%	2%	-	1%	-	-	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	1%	-	1%					
Local government/ Council tax	4	4	-	-	2	2	4	-	-	2	2	-	-	2	2	-	4	3	-	2	-	3					
of all	1%	1%	-	-	1%	1%	4%	-	-	1%	1%	-	-	1%	1%	-	4%	3%	-	1%	-	1%					
Common Markets/ Brexit/EU/ Europe/ Euro	4	2	1	-	-	1	1	2	-	-	2	2	2	1	-	1	3	1	-	-	2	4					
of all	1%	1%	0%	-	-	1%	1%	2%	-	-	1%	1%	1%	0%	-	1%	1%	0%	-	-	1%	1%					
UK unions/ Trade unions/ Unions	3	2	1	-	-	-	1	1	-	3	2	-	1	1	-	4	3	1	-	1	-	3					
of all	1%	1%	0%	-	-	-	1%	1%	-	2%	1%	-	1%	1%	-	2%	1%	0%	-	1%	-	1%					
Nuclear weapons/ Nuclear war/ Disarmament	3	2	1	-	-	-	2	-	1	-	2	1	-	2	-	1	2	1	1	1	-	3					
of all	1%	1%	0%	-	-	-	2%	-	1%	-	2%	1%	-	2%	-	1%	2%	1%	1%	1%	-	1%					
Mental health/ Well-being	3	3	1	-	-	3	1	-	3	3	1	-	4	-	2	1	2	1	2	1	1	3					
of all	1%	1%	0%	-	-	2%	1%	-	2%	1%	0%	-	2%	-	1%	0%	1%	0%	1%	1%	1%	1%					
Aging population/ Social care for the elderly	2	-	2	-	-	2	-	1	-	2	1	-	2	-	-	-	2	-	-	-	2	2					
of all	1%	-	1%	-	-	1%	-	1%	-	1%	0%	-	1%	-	-	-	1%	-	-	-	1%	1%					
Privatisation	1	1	1	1	1	1	-	-	-	1	1	-	1	-	-	-	1	-	-	-	1	2					
of all	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	1%	-	-	-	1%	-	-	-	1%	1%					
Great Britain	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1					
of all	1%	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%					
Median	1	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 industries	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1					
of all	1%	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%					
Public services to animals	1	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	-	1	2					
of all	1%	1%	1%	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	-	-	-	1%	2%					
Animal welfare	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	-	1	1					
of all	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	-	-	-	1%	1%					
Personal Finance (NET)	121	65	55	20	21	24	16	21	19	41	40	40	33	45	22	21	38	43	10	22	46	126					
of all	12%	14%	11%	18%	19%	14%	10%	13%	8%	23%	22%	20%	13%	15%	11%	8%	14%	9%	7%	14%	13%	13%					
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-					



ISSUES INDEX OCTOBER 2025 (PUBLIC)

9 Oct 2025

Table 2
Q1P21: What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	GEOGRAPHIC OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			UNWEIGHTED TOTAL
		ENGLAND	WALES	SCOTLAND	NORTH ENGL.	MIDLANDS	GL.	SOUTH ENGL.	OWNED	MORTGAGED	RENTED	GRADUATE	NON GRADUATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL				
UNWEIGHTED BASE	1002	803	181	104	222	325	287	139	222	382	108	210	680	467	480	104	418	469	283	250	1002		
WEIGHTED BASE	1002	804	181	104	242	303	260	134	217	217	341	100	211	580	461	481	104	407	412	277	251	1002	
Immigration/immigrants	288	221	21	26	70	91	71	26	54	130	57	88	179	130	27	131	144	80	79	264	245	285	
	27%	26%	1%	23%	29%	30%	27%	20%	24%	32%	19%	27%	17%	32%	24%	20%	32%	24%	29%	29%	26%	26%	
Economy/Economic situation	174	146	8	20	45	42	34	25	41	70	48	54	78	85	88	27	59	89	40	45	186	196	
	17%	17%	16%	22%	19%	14%	13%	18%	18%	20%	16%	17%	23%	13%	19%	20%	15%	19%	14%	18%	19%	19%	
Inflation/Prices	76	67	2	7	21	25	22	7	16	21	35	16	23	48	39	7	30	34	22	19	79	80	
	7%	6%	1%	7%	9%	8%	9%	5%	7%	6%	12%	5%	7%	9%	8%	6%	7%	7%	8%	8%	8%	8%	
Lack of faith in politics / politicians / government	60	51	2	8	12	21	19	5	15	21	24	14	21	31	22	18	21	25	16	19	56	56	
	6%	6%	4%	9%	5%	7%	7%	4%	6%	6%	8%	4%	6%	6%	5%	13%	5%	5%	6%	8%	6%	6%	
National health service/hospital/ healthcare	60	50	2	9	9	18	16	9	16	24	15	20	15	38	22	18	30	34	13	13	60	60	
	6%	6%	3%	10%	4%	6%	6%	6%	7%	7%	5%	6%	4%	7%	5%	6%	7%	7%	5%	5%	6%	6%	
Defence/foreign affairs/ international terrorism	4%	4%	-	1	3	3	3	1	8	14	18	5	19	15	9	11	7	23	7	10	18	18	
	4%	5%	-	1%	6%	4%	5%	3%	4%	4%	6%	2%	6%	3%	4%	7%	3%	5%	3%	4%	4%	4%	
Poverty/inequality	40	34	4	2	6	14	10	10	8	10	12	17	17	19	17	16	6	17	23	10	7	42	
	4%	4%	8%	2%	2%	5%	4%	7%	4%	4%	3%	4%	3%	4%	3%	4%	5%	4%	5%	3%	4%	4%	
Race relations	33	31	1	1	11	6	6	10	5	4	15	13	17	15	22	3	7	11	10	12	33	33	
	3%	3%	4%	1%	4%	4%	2%	3%	2%	3%	1%	1%	4%	3%	1%	2%	3%	2%	3%	3%	3%	3%	
Unemployment/ Factory closures/ Lack of industry	22	18	1	3	6	7	5	3	4	4	8	10	12	8	8	6	8	12	5	5	24	24	
	2%	2%	3%	4%	2%	2%	2%	2%	2%	1%	3%	3%	3%	1%	2%	4%	2%	3%	2%	2%	2%	2%	
Taxation	19	18	-	1	3	3	3	5	6	6	8	5	7	16	13	4	2	4	4	10	16	16	
	2%	2%	-	1%	1%	3%	3%	3%	2%	2%	3%	1%	1%	3%	3%	3%	1%	1%	2%	4%	2%	2%	
Housing	18	17	1	1	3	4	3	5	6	6	4	9	13	6	8	2	8	10	2	6	20	20	
	2%	2%	2%	1%	1%	1%	1%	4%	3%	2%	1%	3%	4%	1%	2%	1%	2%	2%	1%	2%	2%	2%	
Pollution/ Environment/ Climate change	17	17	-	-	6	4	4	4	6	5	7	3	12	2	10	5	2	4	5	8	19	19	
	2%	2%	-	-	3%	1%	1%	1%	1%	3%	2%	1%	3%	1%	3%	4%	1%	1%	2%	3%	2%	2%	
Crime/Law & order/ Violence/ Terrorism/antisocial (yob) behaviour	13	9	3	2	3	4	2	4	4	3	4	6	5	7	5	2	7	6	4	4	16	16	
	1%	1%	6%	2%	1%	1%	1%	3%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	
Population levels/ Overpopulation	12	11	1	-	-	4	4	-	7	4	5	2	4	9	7	-	5	4	6	2	10	10	
	1%	1%	1%	-	-	1%	1%	-	3%	1%	2%	1%	1%	2%	2%	-	1%	1%	2%	1%	1%	1%	
Morality/ Individual behaviour/ Lifestyle	11	10	1	1	5	1	1	3	2	4	2	5	4	3	2	-	9	8	2	1	12	12	
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	-	2%	2%	1%	1	1%	1%	
Education/schools	10	10	-	-	3	3	3	-	3	1	6	3	1	6	6	-	3	4	5	1	5	5	
	1%	1%	-	-	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	1	1	1	
Pensions/Social security/Benefits	9	8	-	1	3	4	4	-	1	4	2	2	2	6	1	-	7	4	4	-	9	9	
	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	1%	1%	
Children services / support for young people	7	7	-	-	1	6	6	-	-	-	7	-	1	6	7	-	-	1	4	2	3	3	
	1%	1%	-	-	1	2%	2%	-	-	-	2%	-	1	2%	2%	-	-	1	1%	1%	1%	1%	
Low pay/Minimum wage/Fair wages	5	4	-	1	-	1	1	-	3	-	1	3	1	3	5	-	-	1	4	-	4	4	
	1%	1%	-	1%	-	1	1	-	1%	-	1%	1%	1	1%	1%	-	-	1	1%	-	1%	1%	
Social media	4	4	-	-	-	-	-	1	3	-	1	3	3	-	4	-	-	2	1	-	2	3	
	1%	1%	-	-	-	-	-	1%	1%	-	1%	1%	1	1%	1%	-	-	1	-	-	1%	1%	
Local government/ Council tax	4	4	-	-	2	1	1	1	2	-	2	2	2	2	2	-	2	2	2	1	3	3	
	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	1	1%	1	-	1	1	1	1	1	1	
Common Market/ Brexit/EU/Eurozone	4	4	-	-	-	-	-	1	3	1	2	1	3	1	3	-	1	2	2	1	4	4	
	1%	1%	-	-	-	-	-	1%	1%	1%	1%	1%	1	1%	1	-	1	1	1	1	1	1	
UK union/ devolution/reform	3	3	-	-	2	-	-	-	1	3	-	-	1	2	3	-	-	3	-	-	2	2	
	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	1%	1%	1%	-	-	1%	-	-	1	1	
Nuclear weapons/ Nuclear war/ disarmament	3	3	-	-	-	1	1	1	1	1	2	-	3	2	-	1	2	1	-	-	3	3	
	1%	1%	-	-	-	1%	1%	1	1	1	1	-	1%	1	-	1	1	1	-	-	1	1	
Mental health/ well-being	3	3	-	-	-	2	2	1	1	1	2	3	1	3	1	-	2	3	-	-	2	2	
	2	2	-	-	1%	1%	1%	1	1	1	1	1	1	1	1	-	1%	1%	-	-	1	1	
Ageing population/ Social care for the elderly	1	1	-	1	2	2	2	-	2	-	-	1	2	-	2	1	2	1	-	-	2	2	
	1%	1%	-	1%	1%	1%	1%	-	1%	-	-	1	2	-	2	1	2	1	-	-	2	2	
Privatisation	1	1	-	-	1	1	1	-	-	1	1	1	1	1	1	-	1	1	-	-	2	2	
	1%	1%	-	-	1%	1%	1%	-	-	1%	1%	1%	1	1	1	-	1	1	-	-	1	1	
Drug abuse	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	1	-	-	1	1	
Median	68	43	2	0	12	16	14	9	8	12	9	23	14	31	17	6	25	24	19	5	47	6	
FRANCHISE INDEX	3	3	1	0	3	3	3	0	0	3	3	3	3	3	3	0	0	0	0	0	0	0	
ERROR VARIANCE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Don't know	68	43	2	0	12	16	14	9	8	12	9	23	14	31	17	6	25	24	19	5	47	6	
	3	3	1	0	3	3	3	0	0	3	3	3	3	3	3	0	0	0	0	0	0	0	
Personal Finance (NET)	121	105	6	10	26	39	33	18	28	31	49	31	44	68	60	14	47	58	10	26	126	126	
	12%	12%	12%	11%	11%	13%	13%	13%	12%	9%	16%	11%	13%	12%	13%	10%	11%	12%	13%	10%	13%	13%	
Countryside/Rural life	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	

Table 3
Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (a)	PARTY PREFERENCE (NOT V)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (b)	LAB OUR (c)	LIB DEM (d)	REFOR M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (m)	PUBLI C (n)	PRIV VATE (o)	WHITE (v)	BAME (w)			
UNWEIGHTED BASE	1002	106	183	106	265	193	146	205	193	198	173	255	835	156	255	1002		
WEIGHTED BASE	1002	91*	169	106*	289	215	176	216	191	180	156	102	463	838	151	264	1002	
	100%	10%	17%	11%	27%	21%	18%	22%	19%	18%	16%	10%	47%	84%	15%	27%	100%	
Immigration/ immigrants	268	25	15	14	154	47	59	55	47	46	38	25	101	247	19	45	264	
	27%	25%	9%	13%	57%	22%	34%	25%	25%	25%	25%	25%	22%	29%	13%	16%	26%	
	bc ow	b			z bce								zw					
Economy/Economic situation	174	25	39	23	31	32	23	37	23	40	36	15	99	137	36	41	186	
	17%	25%	23%	22%	11%	15%	13%	17%	12%	22%	23%	15%	21%	16%	24%	14%	19%	
	d	ad	d	d											zw			
Inflation/Prices	76	3	16	8	13	20	12	16	21	13	9	8	38	63	12	23	79	
	8%	3%	10%	7%	5%	9%	7%	8%	11%	7%	6%	8%	8%	8%	8%	8%	8%	
	d																	
Lack of faith in politics / politicians / government	60	8	6	7	17	16	6	8	13	16	9	5	30	53	4	18	56	
	6%	8%	4%	7%	6%	7%	4%	4%	7%	9%	6%	5%	7%	6%	3%	6%	6%	
National health service/Hospital/ Healthcare	60	7	13	8	10	13	10	14	10	12	13	5	22	50	8	19	60	
	6%	7%	8%	8%	4%	6%	6%	7%	5%	6%	8%	5%	5%	6%	6%	7%	6%	
Defence/Foreign affairs/ International terrorism	41	7	10	10	2	5	2	5	13	8	9	4	25	33	7	15	39	
	4%	7%	6%	10%	1%	2%	1%	2%	7%	5%	6%	4%	5%	4%	5%	5%	4%	
	d	d	d	ade														
Poverty/inequality	40	6	5	6	3	5	6	9	12	6	6	2	18	34	6	21	42	
	4%	6%	3%	6%	1%	2%	3%	4%	6%	3%	4%	2%	4%	4%	4%	7%	4%	
	d	d																
Race relations	33	4	16	1	*	5	8	9	7	7	1	4	22	27	5	14	33	
	3%	4%	9%	1%	*	2%	4%	4%	4%	4%	1%	4%	5%	3%	3%	5%	3%	
	dm	d	acd	e														
Unemployment/ Factory closure/ Lack of industry	22	2	4	1	2	6	2	5	6	6	1	4	10	16	7	10	24	
	2%	2%	3%	1%	1%	3%	1%	3%	3%	3%	1%	4%	2%	2%	4%	3%	2%	
Taxation	19	1	2	1	3	8	3	2	5	2	3	1	16	14	4	6	16	
	2%	1%	1%	1%	1%	4%	2%	1%	3%	1%	2%	1%	16%	2%	3%	2%	2%	
	d																	
Housing	18	1	6	3	1	5	1	8	3	4	2	5	6	17	2	1	20	
	2%	1%	3%	3%	*	2%	1%	4%	2%	2%	1%	5%	1%	2%	1%	*	2%	
	d																	
Pollution/ Environment/ Climate change	17	-	1	4	1	*	2	3	5	3	3	5	9	16	1	6	19	
	2%	-	1%	4%	*	*	1%	1%	3%	2%	2%	4%	2%	2%	1%	2%	2%	
	d			de														
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	13	2	2	1	3	6	4	4	1	1	2	1	5	12	1	7	16	
	1%	2%	1%	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	
Population levels/ Overpopulation	12	-	3	1	2	3	-	1	2	1	6	2	3	12	-	3	10	
	1%	-	2%	1%	1%	1%	-	1%	1%	1%	4%	2%	1%	1%	-	1%	1%	
	d																	
Morality/ Individual behaviour/ Lifestyle	11	-	1	3	1	3	4	3	2	1	1	1	1	8	3	2	12	
	1%	-	*	3%	*	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	
	d																	
Education/Schools	10	-	-	-	3	5	3	-	-	-	1	-	4	4	5	4	5	
	1%	-	-	-	1%	2%	2%	-	-	-	1%	-	1%	1%	4%	1%	*	
	d																	
Pensions/Social security/Benefits	9	1	2	-	1	5	5	2	-	1	-	1	1	9	-	2	9	
	1%	1%	1%	-	*	2%	3%	1%	-	1%	-	1%	*	1%	-	1%	1%	
	d						ah											
Childcare services / support for young people	7	-	2	1	4	-	-	4	-	-	3	-	7	7	-	4	3	
	1%	-	1%	1%	2%	-	-	2%	-	-	2%	-	2%	1%	-	1%	*	
Low pay/Minimum wage/Fair wages	5	-	3	1	-	1	-	3	1	-	-	1	4	4	1	3	4	
	*	-	2%	1%	-	*	-	1%	1%	-	-	1%	1%	*	1%	1%	*	
Social media	4	2	-	-	-	1	-	-	3	1	-	-	3	4	-	2	3	
	*	2%	-	-	-	*	-	-	2%	1%	-	-	1%	1%	-	1%	*	
	d	ad																
Local government/ Council tax	4	-	2	-	-	2	-	2	-	-	*	*	2	*	3	2	3	
	*	-	1%	-	-	1%	-	1%	-	-	*	*	*	*	2%	1%	*	
	d																	
Common Market/ Brexit/EU/Europe/ Euro	4	-	1	1	-	1	-	2	1	-	1	-	3	1	2	1	4	
	*	-	1%	1%	-	*	-	1%	*	-	1%	-	1%	*	1%	*	*	
	d																	
UK union/ devolution/reform	3	-	-	1	-	-	2	-	-	-	1	-	3	1	2	3	2	
	*	-	-	1%	-	-	1%	-	-	-	1%	-	1%	*	1%	1%	*	
	d																	
Nuclear weapons/ Nuclear war/ Disarmament	3	-	-	-	1	-	1	1	-	1	-	2	-	2	1	1	3	
	*	-	-	-	*	-	*	*	-	1%	-	2%	-	*	*	*	*	
	d																	
Mental health/ well-being	3	-	-	-	-	3	1	-	2	-	-	-	-	2	1	2	2	
	*	-	-	-	-	1%	*	-	1%	-	-	1%	-	*	*	1%	*	
	d																	
Aging population/ Social care for the elderly	2	-	1	-	2	-	-	-	-	2	-	-	2	2	-	2	2	
	*	-	*	-	1%	-	-	-	-	1%	-	-	*	*	-	1%	*	
	d																	
Privatisation	1	-	1	-	-	-	1	-	1	-	-	-	1	1	-	1	2	
	*	-	*	-	-	-	*	-	*	-	-	-	*	*	-	*	*	
Drug abuse	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	
	*	-	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-	*	
	d																	
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Nationalisation/ Government control of institutions	1	-	-	-	-	1	-	-	-	-	1	-	1	1	-	1	1	
	*	-	-	-	-	*	-	-	-	-	1%	-	*	*	-	*	*	
Public services in general	1	*	-	-	1	-	-	1	-	-	-	*	*	1	-	-	2	
	*	*	-	-	*	-	*	*	-	-	*	*	*	*	-	-	*	
Petrol prices/Fuel	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	1	
	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	*	
International trade/trade deals	1	-	-	1	-	-	-	-	-	1	-	-	1	1	-	1	1	
	*	-	-	1%	-	-	-	-	-	-	-	-	*	*	-	*	*	
Trade unions/ Strikes	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	*	1	
	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	*	*	
AI / Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Food production/ famine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-									



BASE: ALL ADULTS AGED 18+

26081458-00-01 01-OCT - 02-OCT 2025



ISSUES INDEX OCTOBER 2020 (PUBLIC)

9 Oct 2020

Table 5
Q1/Q2/Q3/2020: What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION											TENURE		EDUCATION		WORKING STATUS			AREA			UNITS TOTAL
		ENG LAND	WALES	SCOT LAND	NORTH ENGL. SCOT LAND	W. WALES	MID LANDS INCL. W. WALES	MID LANDS	GL.	SOUTH ENGL. GL.	OWNED	MORTGAGED	RENTED	GRADUATE	NON GRADUATE	FULL TIME	PART TIME	NOT WORK KING	URBAN	SUBURBAN	RURAL		
UNSETTLED BASE	1002	861	161	104	222	325	267	139	222	382	108	270	660	467	480	104	418	469	283	250	1002		
Immigration/immigrants	479	397	82	42	115	175	139	71	115	189	138	133	120	80	213	59	188	211	136	123	468		
	47%	46%	44%	47%	47%	50%	47%	33%	51%	54%	46%	41%	35%	54%	46%	44%	45%	49%	43%	49%	47%		
Economy/Economic situation	322	288	35	30	81	103	88	44	75	126	104	95	134	175	168	48	118	154	94	84	362		
	33%	33%	30%	33%	33%	34%	32%	33%	37%	35%	35%	29%	40%	31%	36%	36%	29%	33%	34%	33%	36%		
National health service/hospital/healthcare	241	203	12	27	65	68	57	27	53	95	63	74	87	130	113	33	95	118	59	64	243		
	24%	23%	25%	30%	27%	22%	22%	20%	23%	28%	21%	23%	25%	23%	25%	25%	23%	25%	21%	25%	24%		
Inflation/prices	225	196	12	18	66	72	60	31	40	75	77	66	62	154	109	25	91	100	62	54	216		
	22%	23%	25%	20%	27%	23%	23%	17%	22%	26%	26%	22%	28%	24%	29%	22%	28%	23%	22%	22%	22%		
Lack of faith in politics / politicians / government	149	118	6	14	31	45	39	15	34	52	50	32	42	77	62	24	53	61	40	37	135		
	14%	14%	13%	16%	13%	13%	15%	15%	15%	15%	17%	10%	12%	14%	14%	18%	13%	13%	15%	15%	13%		
Defence/foreign affairs/ international terrorism	120	105	2	13	27	36	34	11	32	42	43	28	56	54	63	20	37	52	30	38	126		
	12%	12%	4%	15%	11%	12%	13%	8%	14%	12%	14%	9%	17%	10%	14%	10%	9%	11%	11%	15%	13%		
Poverty/inequality	120	107	4	9	21	33	29	26	31	28	36	54	54	55	57	16	47	66	27	27	116		
	12%	12%	8%	10%	9%	11%	11%	10%	14%	8%	12%	17%	16%	10%	12%	12%	11%	14%	10%	11%	11%		
Education/schools	116	103	5	9	31	36	32	10	31	35	40	37	43	53	63	15	38	56	27	33	112		
	11%	12%	9%	10%	13%	12%	12%	7%	13%	10%	13%	11%	18%	9%	14%	12%	9%	12%	10%	13%	11%		
Housing	111	100	4	7	22	26	23	24	33	30	33	56	40	62	52	14	45	49	39	27	109		
	11%	12%	8%	8%	9%	8%	9%	18%	14%	9%	8%	17%	12%	11%	11%	11%	11%	10%	13%	11%	10%		
Crime/Law & order/ Violence/ Terrorism/terrorism (act)	94	86	4	4	25	27	23	9	29	36	27	28	34	52	43	15	36	42	23	29	96		
	9%	10%	9%	4%	10%	9%	9%	7%	13%	10%	9%	9%	10%	9%	9%	12%	9%	9%	8%	11%	10%		
Pollution/ Environment/ Climate change	87	74	3	10	24	28	25	9	17	24	33	17	38	41	43	15	30	34	17	36	88		
	8%	9%	7%	11%	10%	9%	10%	7%	7%	10%	11%	7%	11%	7%	9%	11%	7%	7%	6%	14%	9%		
Race relations	79	73	2	3	23	20	17	20	12	16	28	33	39	35	33	11	34	35	19	24	77		
	8%	8%	5%	4%	10%	6%	7%	11%	5%	5%	9%	10%	11%	8%	7%	8%	8%	7%	7%	10%	8%		
Unemployment/ Factory closure/ Lack of industry	74	63	3	8	11	25	21	13	18	23	24	26	35	35	34	9	31	34	22	19	79		
	7%	7%	6%	9%	5%	8%	8%	9%	8%	7%	8%	8%	10%	6%	7%	7%	8%	7%	8%	7%	8%		
Taxation	66	58	3	5	11	25	21	8	17	27	24	15	20	43	42	8	16	26	21	19	65		
	6%	7%	7%	5%	5%	8%	6%	7%	8%	8%	5%	5%	6%	8%	9%	6%	4%	6%	8%	7%	5%		
Pensions/Social security/Benefits	51	41	6	4	12	21	15	7	7	24	12	14	17	27	16	3	32	27	16	8	59		
	5%	5%	12%	5%	5%	5%	4%	5%	7%	10%	4%	4%	5%	5%	5%	5%	5%	5%	4%	5%	5%		
Public services in general	44	42	2	2	11	20	20	5	6	17	14	11	14	26	21	2	21	22	10	13	40		
	4%	5%	-	2%	5%	6%	8%	4%	3%	5%	5%	3%	5%	5%	5%	2%	5%	5%	3%	5%	5%		
Morality/ Individual behaviour/ Lifestyle	44	35	1	7	14	8	7	5	9	18	12	14	15	21	15	6	23	25	9	10	45		
	4%	4%	3%	8%	6%	3%	3%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	5%	3%	4%	4%		
Childcare services/ support for young people	38	34	1	3	4	14	14	5	11	7	18	12	16	21	19	8	10	15	13	10	34		
	4%	4%	1%	4%	2%	5%	5%	3%	5%	2%	6%	4%	5%	4%	4%	6%	2%	3%	5%	4%	3%		
Low pay/Minimum wage/fair wages	32	28	-	3	2	12	12	2	12	3	8	10	13	16	21	2	9	14	13	5	28		
	3%	3%	-	4%	1%	4%	5%	1%	5%	3%	3%	6%	4%	3%	5%	2%	2%	3%	5%	2%	3%		
Ageing population/ Social care for the elderly	30	29	1	1	11	9	8	3	6	11	8	8	6	18	10	5	14	14	7	8	28		
	3%	3%	1%	1%	1%	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	4%	4%	3%	3%	3%	3%		
Transport/Public transport	29	25	2	1	5	4	5	4	7	8	7	5	12	8	11	5	9	14	4	8	27		
	2%	3%	3%	2%	2%	2%	2%	3%	3%	3%	3%	2%	4%	1%	2%	4%	2%	3%	1%	2%	2%		
Social media	20	17	-	3	-	6	6	5	7	6	7	7	13	3	13	2	5	9	5	7	21		
	2%	2%	-	3%	-	2%	2%	3%	2%	2%	2%	2%	4%	1%	3%	2%	1%	2%	2%	3%	2%		
Local government/ Council tax	20	18	-	2	8	4	4	4	2	11	4	3	4	13	9	-	11	9	6	6	20		
	2%	2%	-	2%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Population levels/ Overpopulation	19	17	1	1	1	7	7	1	9	7	8	4	3	13	11	-	8	7	7	5	18		
	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Common Markets/ Brexit/EU/Eurozone	17	15	1	3	5	5	2	5	11	3	2	1	11	5	8	3	5	9	6	2	21		
	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	5%	1%	2%	2%	1%	2%	2%	1%	2%		
Mental health/ well-being	14	13	-	1	3	2	2	3	5	2	2	9	4	10	4	1	9	12	1	2	12		
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Food production/ Farming	12	11	1	1	3	4	4	1	4	3	4	4	2	6	2	2	8	4	5	3	10		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
UK union/ devolution/ reform	9	8	-	1	2	1	1	-	5	8	-	1	4	5	4	1	4	5	1	3	8		
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Drug abuse	8	7	-	1	2	1	1	1	2	2	2	3	2	4	3	6	-	2	6	-	2	8	
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
AI / Technology	8	6	2	-	1	3	-	-	3	7	-	1	5	3	3	2	4	4	-	4	7		
	1%	1%	4%	-	1%	1%	-	-	1%	2%	-	1%	1%	1%	1%	2%	1%	1%	-	1%	1%		
Nuclear weapons/ Nuclear war/ Disarmament	8	8	-	1	3	3	1	3	2	3	2	2	2	5	5	-	4	4	2	2	9		
	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	7	7	-	-	3	1	1	2	2	2	3	1	5	2	5	1	1	3	3	1	8		
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Petrol prices/Fuel	6	4	-	2	-	1	1	1	2	2	1	3	1	5	1	2	3	1	1	5	4		
	1%	1%	-	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%		
Privatisation	3	3	-	-	-	1	1	1	1	-	2	-	2	1	2	-	2	2	1	-	4		
	2	2	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Trade union/ Strikes	2	2	-	-	1	-	-	1	2	1	2	-	2	-	1	1	1	2	1	-	4		
	2	2	-	-	1	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
International trade/trade deals	2	2	-	-	2	1	1	-	1	1	1	1	2	1	2	-	1	2	-	1	3		
	2	2	-	-																			

Table 6
Q.P01/Q2 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (n)	PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB DEM (c)	REFORM UK (d)	NONE (e)	1 (f)	2 (g)	3 (h)	4 (i)	5 (j)	PUBLIC (k)	PRIVATE (l)	WHITE (m)	BME (n)		
UNWEIGHTED BASE	1002	100	100	100	100	100	100	100	100	100	100	100	100	100	100		1000
WEIGHTED BASE	1002	97*	100*	100*	100*	100*	100*	100*	100*	100*	100*	100*	100*	100*	100*		1000
Immigration/ Immigrants	470	47	50	36	22	85	81	99	82	86	85	42	211	425	41	109	468
	bc	b			aa						z			zw			
Economy/Economic situation	332	43	68	37	88	52	50	69	56	66	63	37	174	271	59	83	362
	33%	44%	40%	35%	33%	24%	28%	32%	29%	37%	41%	36%		32%	39%	29%	36%
National health service/Hospitals/ Healthcare	241	25	54	36	48	36	45	64	38	38	43	29	112	204	35	72	243
	24%		32%	34%	18%	17%	26%	30%	20%	21%	27%	28%	24%	24%	23%	25%	24%
Inflation/Prices	225	14	37	16	71	54	46	48	45	38	33	25	106	183	40	76	216
	22%	14%	22%	13%	20%	23%	26%	22%	23%	21%	21%	25%	23%	22%	27%	27%	22%
Lack of faith in politics / politicians / government	139	12	17	14	46	34	16	22	34	23	29	13	65	121	15	41	135
	14%	13%	10%	14%	17%	16%	9%	10%	18%	13%	18%	13%	14%	14%	10%	14%	13%
Defence/Foreign affairs/ International terrorism	120	12	24	23	13	20	11	22	28	21	28	11	73	102	16	33	126
	12%	12%	14%	22%	5%	9%	6%	10%	15%	12%	18%	11%	16%	12%	11%	12%	13%
Poverty/Inequality	120	9	28	13	16	17	18	30	25	22	15	14	56	95	23	50	116
	12%	9%	17%	13%	6%	8%	10%	14%	13%	12%	10%	14%	12%	11%	15%	18%	12%
Education/Schools	116	13	31	17	14	25	20	26	24	18	16	14	61	93	19	43	112
	12%	13%	19%	16%	5%	12%	12%	12%	13%	10%	10%	14%	13%	11%	13%	10%	11%
Housing	111	10	24	12	19	25	19	32	20	21	11	13	50	97	14	32	105
	11%	10%	14%	12%	7%	12%	11%	15%	11%	11%	7%	13%	11%	12%	10%	11%	10%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	94	8	8	15	35	22	18	24	20	14	14	12	40	83	11	23	96
	9%	8%	5%	14%	13%	10%	10%	11%	11%	8%	9%	12%	9%	10%	7%	8%	10%
Pollution/ Environment/ Climate change	87	3	16	14	12	7	7	18	24	16	16	8	49	77	10	28	88
	9%	3%	9%	14%	4%	3%	4%	8%	13%	9%	10%	8%	11%	9%	7%	10%	9%
Race relations	79	5	32	8	4	11	16	20	16	15	5	8	36	61	16	29	77
	7%	5%	19%	8%	1%	5%	9%	9%	9%	8%	3%	8%	8%	7%	11%	10%	8%
Unemployment/ Factory closure/ Lack of industry	74	14	17	5	9	18	11	15	18	13	9	8	34	50	23	22	79
	7%	14%	10%	4%	3%	8%	6%	7%	10%	7%	6%	8%	7%	6%	15%	8%	8%
Taxation	66	5	12	3	20	17	10	14	9	12	13	4	44	55	9	20	65
	7%	6%	7%	3%	8%	8%	6%	7%	5%	7%	8%	3%	10%	7%	6%	7%	6%
Pensions/Social security/Benefits	51	7	12	1	19	9	12	10	11	8	8	7	12	46	5	6	59
	5%	7%	7%	1%	7%	4%	7%	4%	6%	4%	5%	7%	3%	6%	3%	2%	6%
Public services in general	44	4	7	3	14	5	6	9	11	7	8	5	22	39	5	12	49
	4%	4%	4%	3%	5%	2%	4%	4%	6%	4%	5%	5%	5%	5%	3%	4%	5%
Morality/ Individual behaviour/ Lifestyle	44	2	5	6	16	6	8	11	7	12	5	4	16	38	5	8	45
	4%	2%	3%	6%	6%	3%	4%	5%	4%	7%	3%	4%	3%	5%	4%	3%	4%
Childcare services / support for young people	38	2	8	7	9	6	5	11	8	7	5	5	22	32	4	17	34
	4%	2%	5%	6%	3%	3%	3%	5%	4%	4%	3%	5%	4%	3%	6%	3%	3%
Low pay/Minimum wage/Fair wages	32	1	8	2	7	10	7	8	6	2	3	3	18	25	6	15	28
	3%	1%	4%	1%	3%	4%	4%	4%	3%	1%	2%	3%	4%	3%	4%	5%	3%
Ageing population/ Social care for the elderly	30	2	8	8	6	5	6	10	6	5	2	5	12	28	*	6	28
	3%	2%	5%	7%	2%	2%	3%	4%	3%	3%	1%	4%	3%	3%	*	2%	3%
Transport/Public transport	25	2	5	3	9	4	3	9	5	5	3	3	12	23	2	6	27
	2%	2%	3%	3%	3%	2%	1%	4%	3%	3%	2%	3%	3%	3%	1%	2%	3%
Social media	20	3	4	6	1	2	1	3	5	7	2	2	12	15	5	5	21
	2%	3%	3%	6%	*	1%	*	2%	3%	4%	1%	2%	3%	2%	3%	2%	2%
Local government/ Council tax	20	2	2	1	6	4	2	9	4	3	1	2	6	15	5	4	20
	2%	2%	1%	1%	2%	2%	1%	4%	2%	1%	*	2%	1%	2%	3%	1%	2%
Population levels/ Overpopulation	19	*	3	5	5	5	4	3	3	1	8	3	7	19	*	8	18
	2%	*	2%	3%	2%	2%	2%	1%	2%	1%	5%	3%	1%	2%	*	3%	2%
Common Market/ Brexit/EU/Europe/ Euro	17	-	2	5	3	5	4	5	2	2	2	1	10	12	5	3	21
	2%	-	1%	5%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	3%	1%	2%
Mental health/ well-being	14	1	4	-	*	6	5	3	4	-	2	2	4	10	4	7	12
	1%	1%	2%	-	*	4%	3%	1%	2%	-	1%	2%	1%	1%	3%	3%	1%
Food production/ famine	12	1	1	-	6	3	2	-	1	4	1	1	3	12	-	5	10
	1%	1%	1%	-	2%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	2%	1%
UK union/ devolution/reform	9	-	1	1	4	1	3	-	2	-	4	-	7	2	-	4	8
	1%	-	*	1%	2%	*	2%	-	1%	-	2%	-	1%	1%	1%	2%	1%
Drug abuse	8	-	4	-	1	2	2	3	2	-	1	-	5	3	-	1	8
	1%	-	2%	-	*	1%	1%	1%	1%	-	1%	-	1%	1%	2%	1%	1%
AI / Technology	8	1	2	-	2	3	1	3	1	2	-	-	6	8	-	1	7
	1%	1%	1%	-	1%	2%	1%	2%	1%	1%	-	-	1%	1%	-	*	1%
Nuclear weapons/ Nuclear war/ Disarmament	8	1	1	-	2	2	1	1	2	3	1	2	3	7	1	3	9
	1%	1%	*	-	1%	1%	*	*	1%	2%	1%	2%	1%	1%	1%	1%	1%
Nationalisation/ Government control of institutions	7	1	3	-	-	1	1	3	1	1	1	*	6	3	2	2	8
	1%	1%	2%	-	-	1%	*	*	1%	2%	1%	*	1%	1%	1%	1%	1%
Petrol prices/Fuel	6	-	1	*	*	1	-	2	*	*	2	-	3	5	1	1	6
	1%	-	*	*	2%	-	-	1%	*	1%	-	-	1%	1%	*	-	*
Privatisation	3	-	1	-	-	-	2	-	1	-	-	1	1	2	1	1	4
	*	-	*	-	-	-	1%	-	*	-	-	1%	*	*	1%	*	*
Trade unions/ Strikes	2	-	1	1	-	-	-	-	1	-	1	1	1	1	1	2	4
	*	*	*	1%	-	-	-	-	1%	*	1%	*	*	*	1%	*	*
International trade/trade deals	2	-	1	-	-	-	1	-	-	1	-	1	1	2	-	1	3
	*	-	1%	1%	-	-	1%	-	-	1%	-	1%	*	*	-	*	*
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Countryside/Rural life	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	1%	-	-	*	*	-	-	*
Coronavirus/ pandemic diseases	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1
	*	-	-	1%	-	-	1%	-	-	-	-	-	-	-	*	-	*
Northern Ireland	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	105	6	19	19	31	14	18	26	24	16	13	10	49	89	14	28	111
	10%	6%	11%	18%	11%	7%	10%	12%	13%	9%	8%	10%	11%	11%	9%	10%	10%
MEAN NUMBER OF MENTIONS	2.91	2.76	3.2	3.07	2.9	2.6	2.82	3.01	2.96	2.83	2.96	3.03	3	2.93	2.8	2.96	2.92
	e		z	e	e												
STANDARD ERROR	0.04	0.1	0.11	0.13	0.08	0.08	0.1	0.09	0.09	0.09	0.1	0.1	0.07	0.04	0.1	0.08	0.04
ERROR VARIANCE	*	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	0.01	*
Don't know	110	11	24	8	17	40	33	24	40	14	16	12	40	88	19	33	100
	11%	12%	14%	8%	6%	19%	11%	10%	19%	9%	7%	10%	19%	10%	12%	12%	10%
	d	d	d		ac		dk		lm								
Personal finances (NET)	246	21	63	28	89	79	61	80	70	59	67	29	162	281	60	127	222
	34%	22%	37%	26%	33%	37%	30%	37%	37%	33%	30%	38%	35%	34%	40%	45%	33%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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



ISSUES INDEX OCTOBER 2025 (PUBLIC)

9 Oct 2025

Table 22
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	SEX		AGE										SOCIAL GRADE						HH INCOME				UNWEIGHTED TOTAL
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	A8	C1	C2	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS			
Unweighted base	3002	149	1513	89	119	177	138	189	218	218	111	403	304	104	116	108	108	104	114	117	118	3002		
Weighted base	3002	149	1513	100	120	177	137	189	218	218	111	403	304	104	116	108	108	104	114	117	118	3002		
Improve	87	52	84	12	11	30	12	18	34	24	22	52	28	32	13	25	60	37	20	10	36	113		
Stay the same	107	61	96	12%	7%	6%	8%	11%	14%	9%	7%	17%	11%	11%	7%	9%	11%	8%	14%	6%	13%	11%		
Get worse	187	86	181	36	35	36	17	26	38	53	55	63	68	56	33	37	38	69	25	30	14	181		
Don't know	208	120	207	78	113	126	117	154	121	243	287	185	210	142	181	176	125	125	43	113	139	208		
	70%	69%	70%	77%	67%	70%	72%	70%	64%	70%	74%	67%	67%	67%	70%	70%	69%	72%	60%	72%	70%	67%		
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		

Proportions/Means: Columns Totals (3% risk level) - $\frac{a}{a+b} - \frac{c}{c+d} \frac{h}{h+i} \frac{p}{p+q} \frac{r}{r+s} \frac{u}{u+v}$
Overlap formulae used. * small base
Respondent type: GS Adults 18+
Fieldwork dates: 1st October - 7th October 2025



Table 23
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	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			N/1015 TOTAL
		ENG LAND	WALES	SCOT LAND	NORTH ENGL.	MID LANDS INCL.	MID LANDS	GL	SOUTH ENGL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL	
Unsurprised/Down	1002	861	58	104	222	325	257	133	222	382	108	270	660	467	480	104	418	465	283	250	1002
Unsurprised/Down	1002	864	60	104	242	308	252	134	222	343	100	211	660	461	461	104	407	412	277	254	1002
Improve	97	85	6	6	25	30	24	11	25	42	26	27	39	52	35	15	47	39	30	28	113
Improve	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Stay the same	187	147	6	13	39	55	49	25	34	50	63	44	76	64	80	22	65	70	47	41	181
Stay the same	17%	17%	10%	14%	18%	18%	19%	19%	15%	14%	21%	14%	22%	11%	17%	17%	16%	17%	17%	16%	18%
Get worse	701	602	32	67	189	208	177	91	186	240	202	238	217	424	334	96	271	316	184	180	674
Get worse	70%	70%	60%	74%	70%	68%	68%	68%	71%	70%	68%	74%	64%	70%	72%	71%	67%	71%	67%	71%	67%
Don't know	1	29	4	4	9	15	10	7	3	11	8	14	8	21	12	1	24	17	15	5	34
Don't know	0%	3%	9%	4%	4%	5%	4%	5%	1%	4%	3%	4%	2%	4%	3%	1%	6%	4%	5%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - χ^2 /u/v/z/t/v/t/g/h - χ^2 /u/v - χ^2 /u/v - χ^2 /u/v/q/h - χ^2 /u/v

Overlap formula used. * small base; ** very small base (under 30) ineligible for Ag testing

Respondent type: GS Adults 18+

Fieldwork dates: 1-14 October - 7th October 2025

Source: Ipsos (PN Q218)

2408469-40-03 01-OCT - 07-OCT 2025



Table 24
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 (a)	PARTY PREFERENCE (NOT V)					IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (b)	LAB OUR (c)	LIB ERAL DEMO (d)	REFOR M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLI C (l)	PRI VATE (m)	WHITE (n)	BME (o)		
Unweighted Base	2002	100	169	100	269	215	246	205	191	180	173	172	203	838	255	202	1002
Weighted Base	1002	97*	169	106*	269	215	176	216	191	180	156	102	463	838	151	264	1002
Improve	97 10% d	6 6% d	44 26% cde	14 13% d	6 2% d	14 6% d	11 6% d	16 7% d	18 9% d	27 15% d	17 11% d	12 12% d	34 7% d	79 9% d	17 11% d	20 7% d	113 11% d
Stay the same	167 17% dn	30 31% dn	30 29% zd	28 26% zde	14 5% d	27 13% d	27 15% d	35 16% d	27 14% d	38 21% d	25 16% d	11 11% n	91 20% n	142 17% n	23 15% n	54 19% n	181 18% n
Get worse	701 70% bc	60 62% b	65 38% b	58 55% b	245 91% za	162 75% ab	132 75% l	152 70% l	137 72% l	114 63% l	114 73% l	73 72% l	331 72% l	589 70% l	103 69% l	201 71% l	674 67% l
Don't know	37 4% lmo	1 1% d	10 6% d	6 5% d	5 2% d	12 6% d	6 3% lmo	13 6% lmo	9 5% m	2 1% m	- - m	5 5% o	7 1% o	29 3% o	7 5% o	9 3% o	34 3% o

Proportions/Mean: 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 : 1st October - 7th October 2025

Source : Ipsos (JN Q218)

24089498-40-03 01-OCT - 07-OCT 2025